

Property Overview

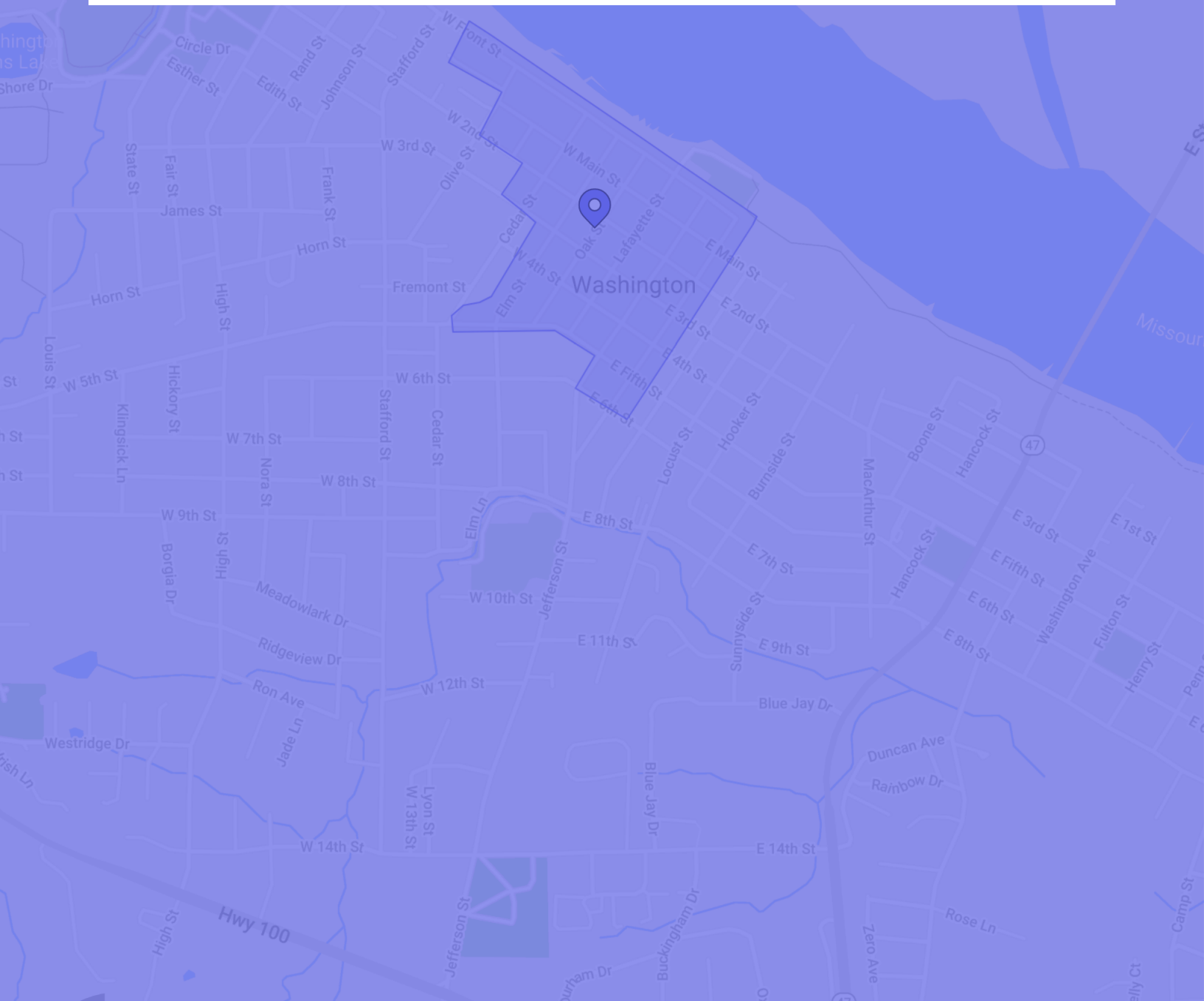
Dec 1, 2021 - Nov 30, 2022

Property:



Downtown Washington

Washington, Missouri, United States



Property Overview

Dec 1, 2021 - Nov 30, 2022



Property Overview

Dec 1, 2021 - Nov 30, 2022

Metrics

Downtown Washing...
Washington, MO

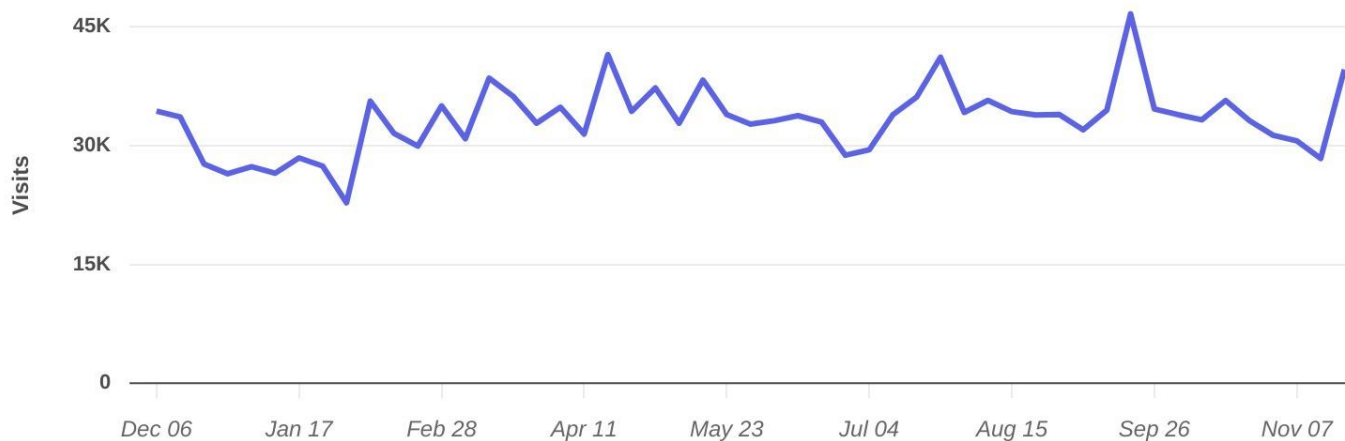
Visits	1.7M	Visit Frequency	6.14
Visitors	281.2K	Avg. Dwell Time	136 min

Dec 1st, 2021 - Nov 30th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Downtown Washing...
Washington, MO



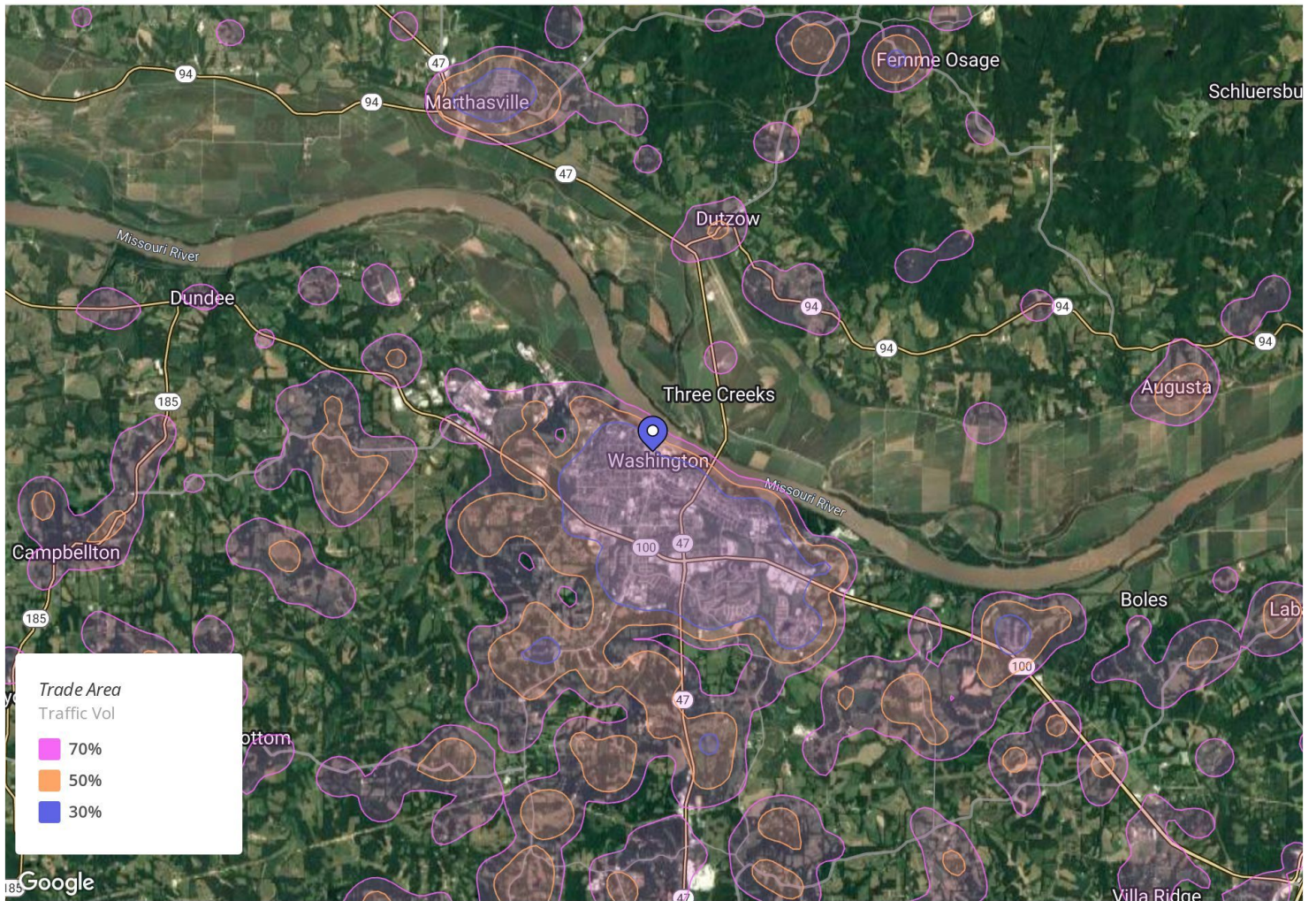
Weekly | Visits | Dec 1st, 2021 - Nov 30th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Dec 1, 2021 - Nov 30, 2022

Market Landscape



Downtown Washington | Dec 1st, 2021 - Nov 30th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



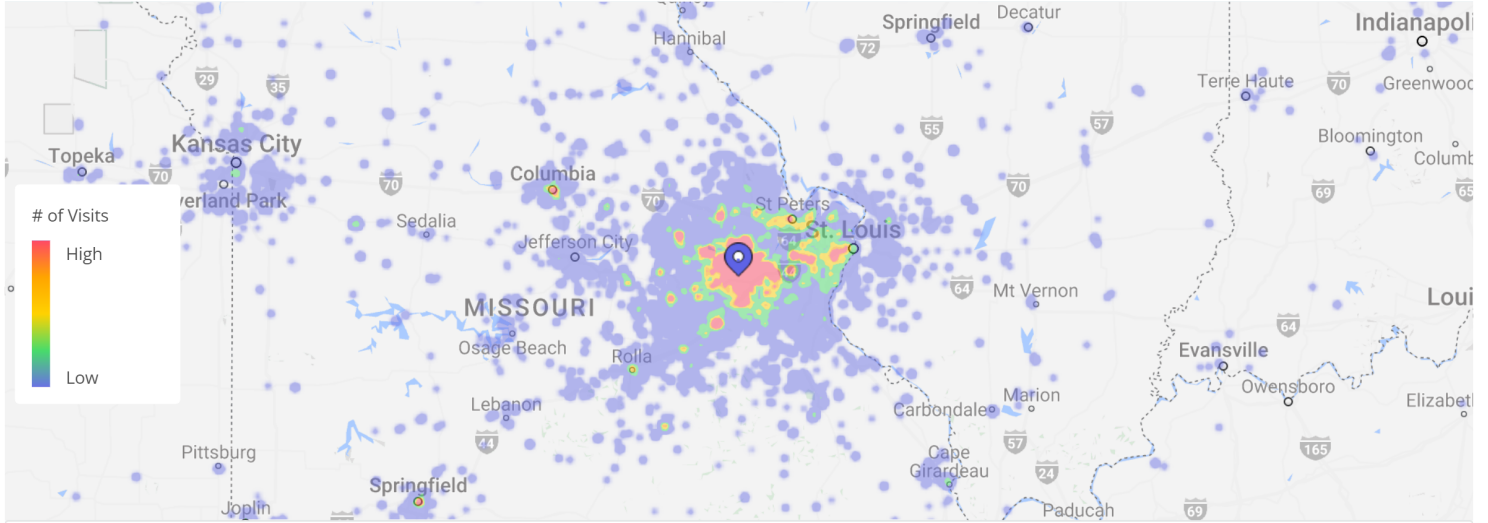
Trade Area

Dec 1, 2021 - Nov 30, 2022

Trade Area

● Downtown Washington

, Washington, MO



The locations shown are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Home Location | Visits | Min. Visits: 1 | Dec 1st, 2021 - Nov 30th, 2022

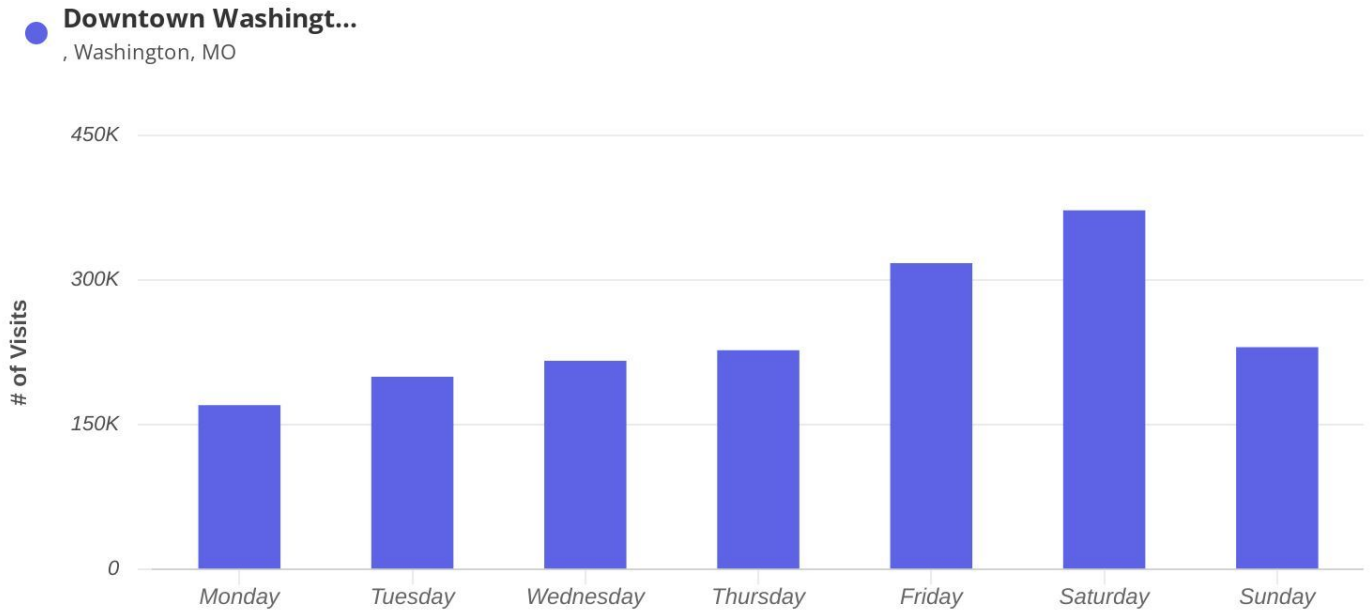
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Dec 1, 2021 - Nov 30, 2022

Daily Visits



Visits | Dec 1st, 2021 - Nov 30th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)

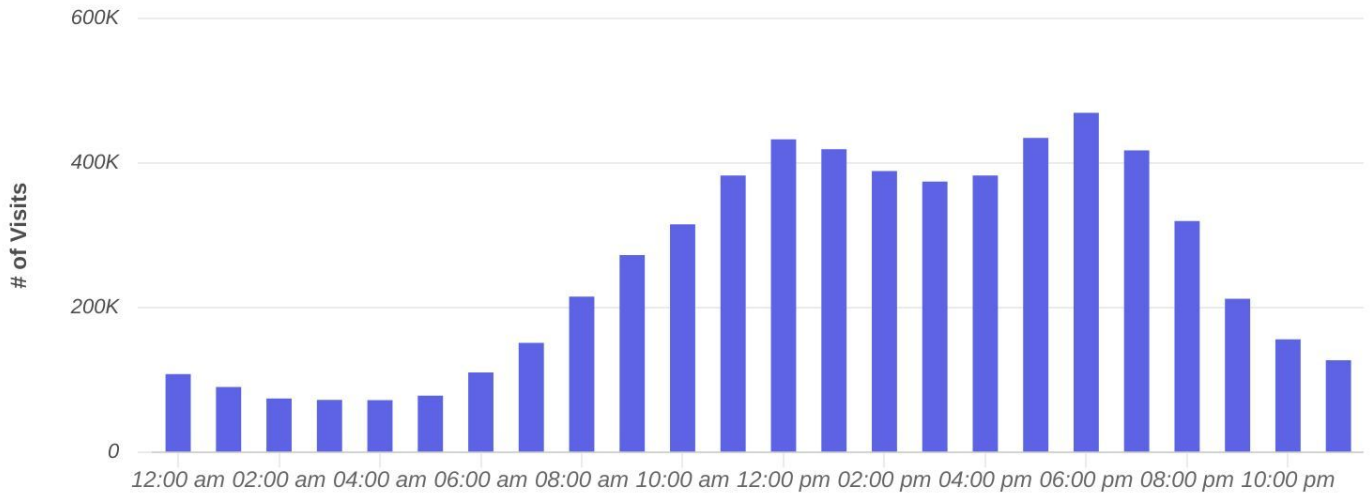


Property Overview

Dec 1, 2021 - Nov 30, 2022

Hourly Visits

Downtown Washingt...
Washington, MO



Visits | Dec 1st, 2021 - Nov 30th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Trade Area Demographics Profile

Census 2019 (ACS)

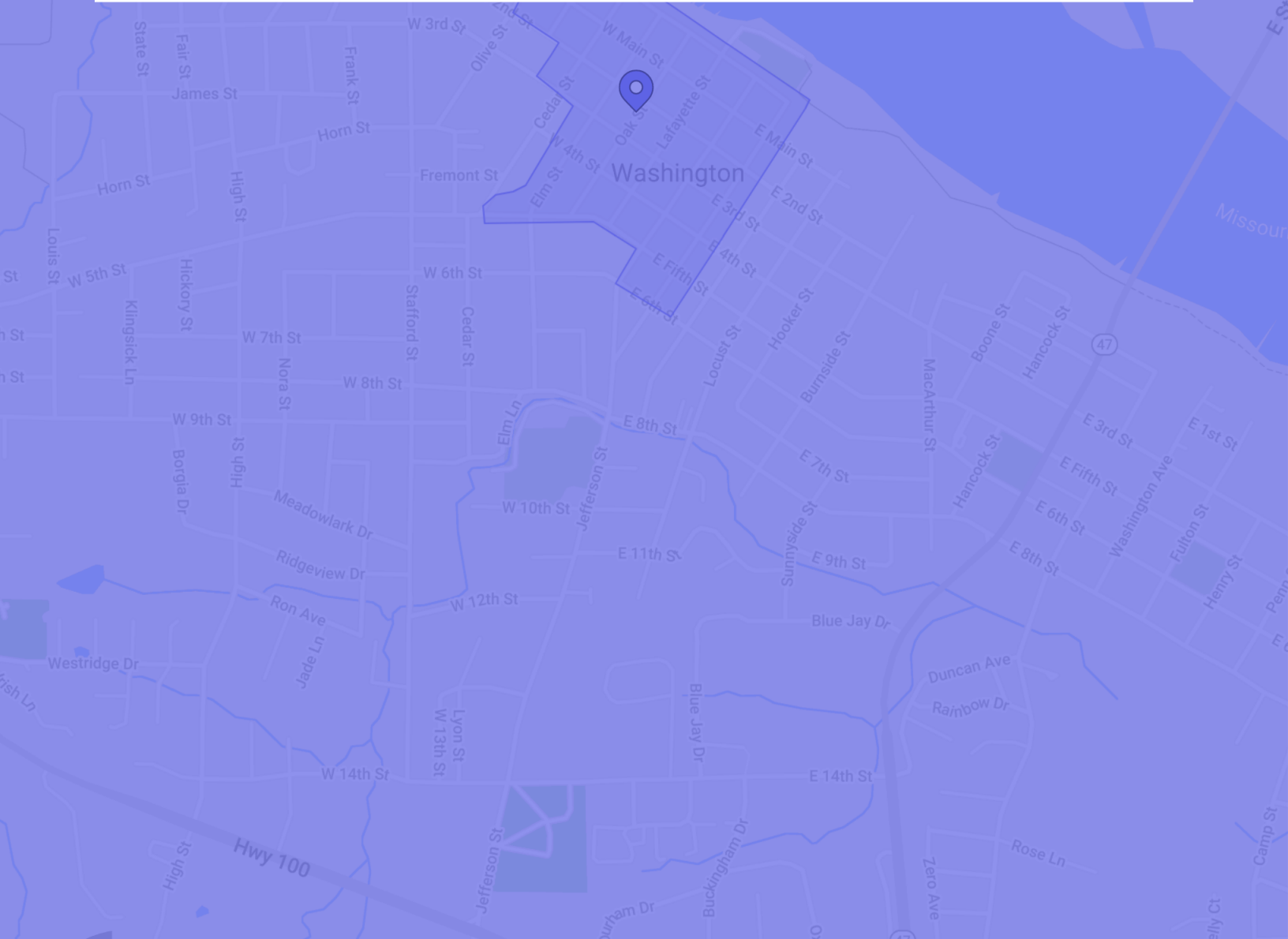
Dec 1, 2021 - Nov 30, 2022

Property:



Downtown Washington

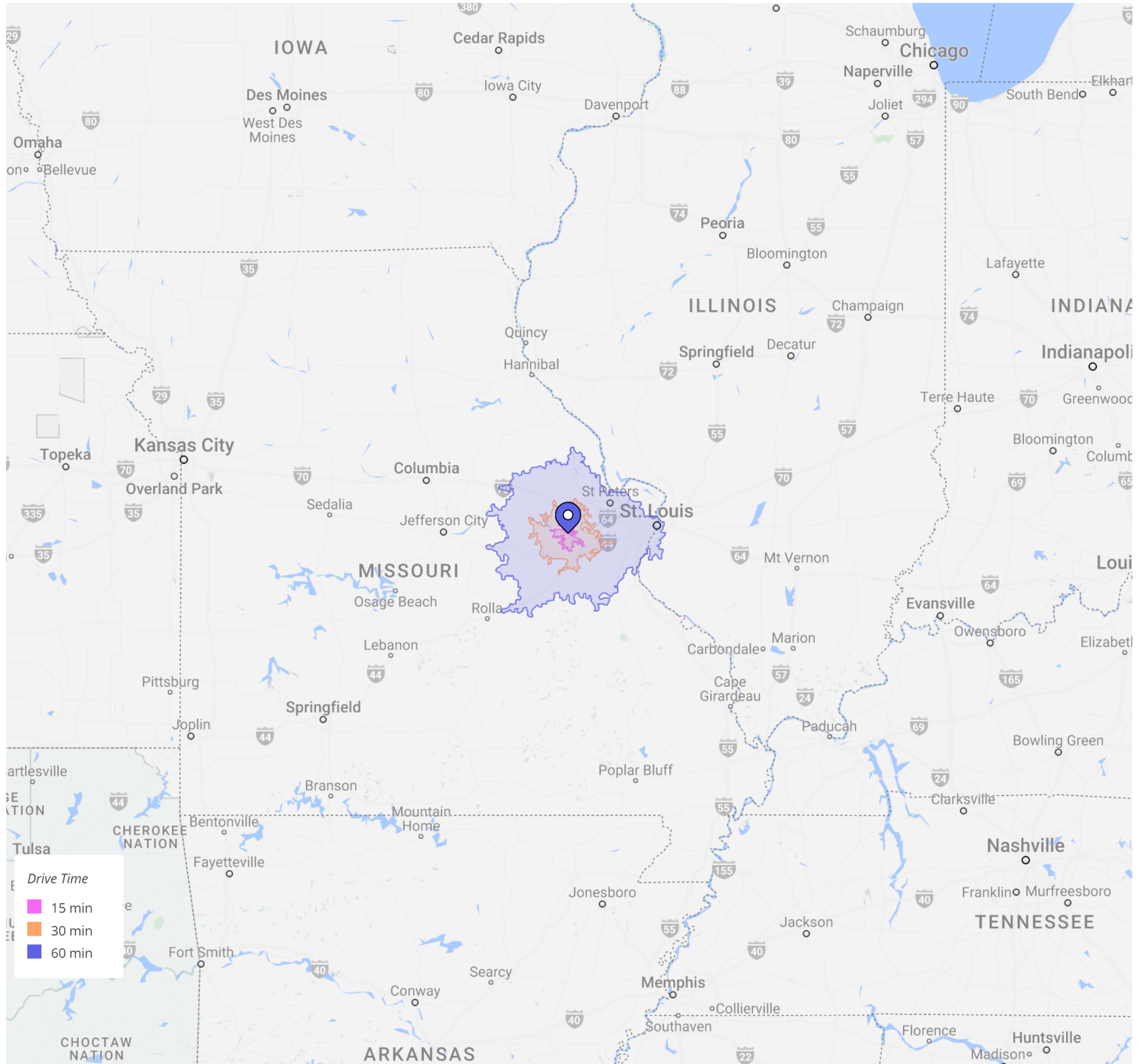
Washington, Missouri, United States



Trade Area Demographics Profile

Dec 1, 2021 - Nov 30, 2022

Downtown Washington /, Washington, MO



Trade Area Demographics Profile

Dec 1, 2021 - Nov 30, 2022

Downtown Washington

, Washington, MO

Benchmark: Nationwide



Overview

Population	25,038	97,516	1.9M
Pop density (per sq mile)	260	131	403
Area (based on blockgroups) sq mi	96.18	746.49	4,663.2

Households

Households	9,849	37,454	759,989
Family Households	6,904 (70.1%)	26,297 (70.2%)	483,284 (63.6%)
Non-Family Households	2,945 (29.9%)	11,157 (29.8%)	276,705 (36.4%)
Persons per Household	2.54	2.6	2.47

Gender

Male	12,304 (49.1%)	48,511 (49.7%)	915,114 (48.7%)
Female	12,734 (50.9%)	49,005 (50.3%)	962,678 (51.3%)

Age

Median Age	40.3	40.72	38.47
0-5	1,554 (6.2%)	5,874 (6%)	111,989 (6%)
5-15	3,112 (12.4%)	12,411 (12.7%)	229,547 (12.2%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

Trade Area Demographics Profile

Dec 1, 2021 - Nov 30, 2022

Downtown Washington

, Washington, MO

Benchmark: Nationwide

	15 Min		30 Min		60 Min	
15-18	1,212	(4.8%)	4,206	(4.3%)	71,925	(3.8%)
18-22	1,096	(4.4%)	4,011	(4.1%)	87,019	(4.6%)
22-25	798	(3.2%)	3,500	(3.6%)	70,666	(3.8%)
25-30	1,786	(7.1%)	6,262	(6.4%)	128,791	(6.9%)
30-35	1,657	(6.6%)	6,265	(6.4%)	130,532	(7%)
35-40	1,206	(4.8%)	5,323	(5.5%)	124,839	(6.6%)
40-45	1,292	(5.2%)	5,005	(5.1%)	112,410	(6%)
45-50	1,524	(6.1%)	6,076	(6.2%)	117,257	(6.2%)
50-55	1,944	(7.8%)	7,472	(7.7%)	126,889	(6.8%)
55-60	1,933	(7.7%)	7,978	(8.2%)	137,671	(7.3%)
60-65	1,655	(6.6%)	6,636	(6.8%)	125,885	(6.7%)
65-70	1,341	(5.4%)	4,809	(4.9%)	98,488	(5.2%)
70-75	1,007	(4%)	4,676	(4.8%)	75,826	(4%)
75-80	739	(3%)	2,977	(3.1%)	52,560	(2.8%)
80-85	798	(3.2%)	2,240	(2.3%)	36,144	(1.9%)
85+	384	(1.5%)	1,795	(1.8%)	39,354	(2.1%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

Trade Area Demographics Profile

Dec 1, 2021 - Nov 30, 2022

Downtown Washington

, Washington, MO

Benchmark: Nationwide



Age - Male

Age Group	15 Min	30 Min	60 Min
Median Age	38.49	38.54	37.44
0-5	644 (5.2%)	3,058 (6.3%)	57,235 (6.3%)
5-15	1,584 (12.9%)	6,524 (13.4%)	117,648 (12.9%)
15-18	677 (5.5%)	2,186 (4.5%)	36,871 (4%)
18-22	608 (4.9%)	1,966 (4.1%)	44,715 (4.9%)
22-25	351 (2.9%)	1,781 (3.7%)	34,665 (3.8%)
25-30	968 (7.9%)	3,196 (6.6%)	63,566 (6.9%)
30-35	800 (6.5%)	3,177 (6.5%)	65,000 (7.1%)
35-40	596 (4.8%)	2,678 (5.5%)	61,955 (6.8%)
40-45	632 (5.1%)	2,579 (5.3%)	55,454 (6.1%)
45-50	723 (5.9%)	3,122 (6.4%)	57,356 (6.3%)
50-55	945 (7.7%)	3,769 (7.8%)	62,200 (6.8%)
55-60	1,012 (8.2%)	4,035 (8.3%)	66,266 (7.2%)
60-65	696 (5.7%)	3,042 (6.3%)	60,710 (6.6%)
65-70	701 (5.7%)	2,487 (5.1%)	46,207 (5%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

Trade Area Demographics Profile

Dec 1, 2021 - Nov 30, 2022

Downtown Washington

, Washington, MO

Benchmark: Nationwide

	15 Min		30 Min		60 Min	
70-75	489	(4%)	2,068	(4.3%)	34,157	(3.7%)
75-80	330	(2.7%)	1,317	(2.7%)	22,672	(2.5%)
80-85	398	(3.2%)	938	(1.9%)	14,498	(1.6%)
85+	150	(1.2%)	588	(1.2%)	13,939	(1.5%)

Age - Female

Median Age	41.05		42.01		40.54	
0-5	910	(7.1%)	2,816	(5.7%)	54,754	(5.7%)
5-15	1,528	(12%)	5,887	(12%)	111,899	(11.6%)
15-18	535	(4.2%)	2,020	(4.1%)	35,054	(3.6%)
18-22	488	(3.8%)	2,045	(4.2%)	42,304	(4.4%)
22-25	447	(3.5%)	1,719	(3.5%)	36,001	(3.7%)
25-30	818	(6.4%)	3,066	(6.3%)	65,225	(6.8%)
30-35	857	(6.7%)	3,088	(6.3%)	65,532	(6.8%)
35-40	610	(4.8%)	2,645	(5.4%)	62,884	(6.5%)
40-45	660	(5.2%)	2,426	(5%)	56,956	(5.9%)
45-50	801	(6.3%)	2,954	(6%)	59,901	(6.2%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

Trade Area Demographics Profile

Dec 1, 2021 - Nov 30, 2022

Downtown Washington

, Washington, MO

Benchmark: Nationwide

	15 Min		30 Min		60 Min	
50-55	999	(7.8%)	3,703	(7.6%)	64,689	(6.7%)
55-60	921	(7.2%)	3,943	(8%)	71,405	(7.4%)
60-65	959	(7.5%)	3,594	(7.3%)	65,175	(6.8%)
65-70	640	(5%)	2,322	(4.7%)	52,281	(5.4%)
70-75	518	(4.1%)	2,608	(5.3%)	41,669	(4.3%)
75-80	409	(3.2%)	1,660	(3.4%)	29,888	(3.1%)
80-85	400	(3.1%)	1,302	(2.7%)	21,646	(2.2%)
85+	234	(1.8%)	1,207	(2.5%)	25,415	(2.6%)

Population by Generation

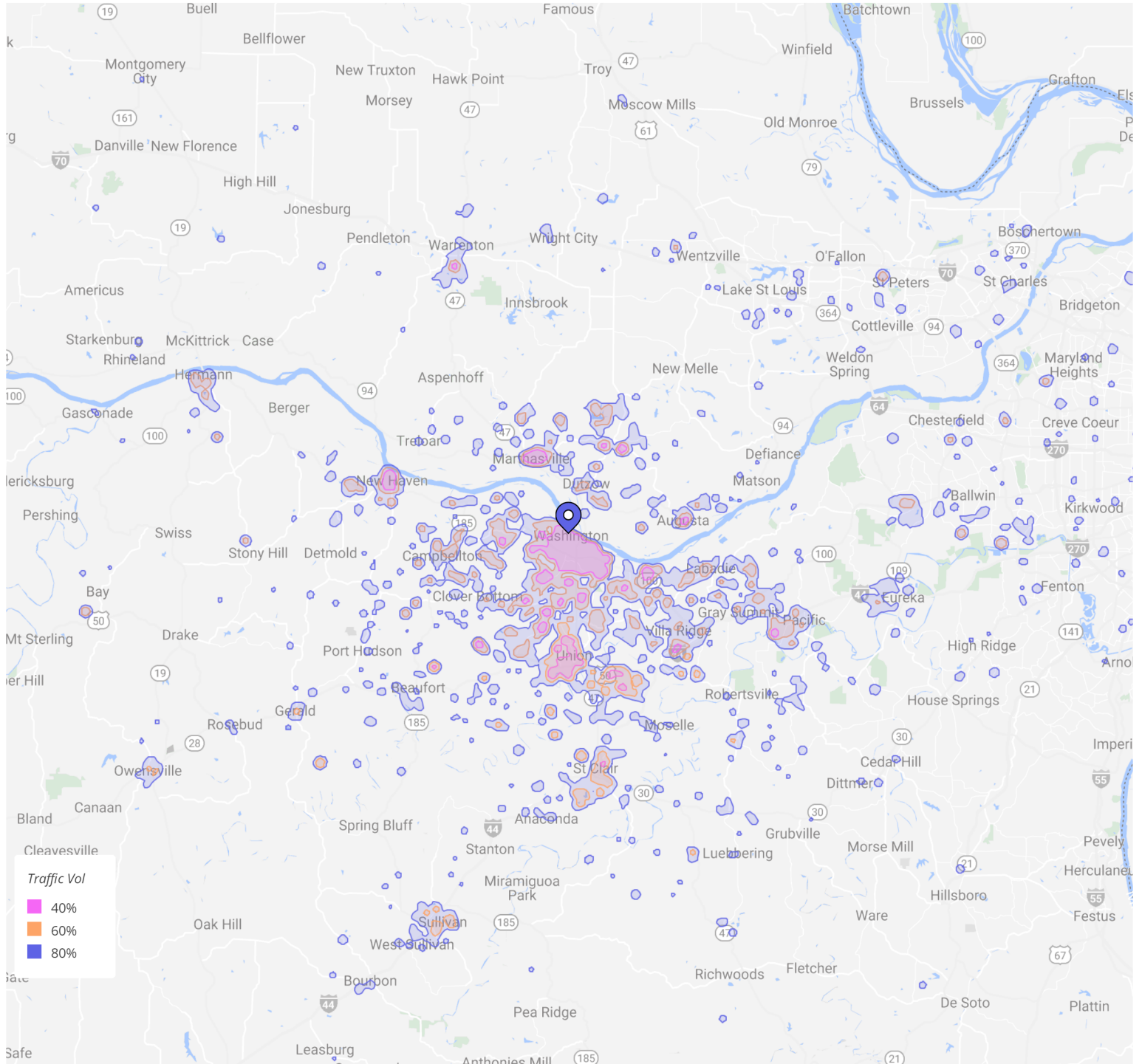
Gen Alpha	4,666	(18.6%)	18,285	(18.8%)	341,536	(18.2%)
Gen Z	3,106	(12.4%)	11,717	(12%)	229,610	(12.2%)
Millennials	4,649	(18.6%)	17,850	(18.3%)	384,162	(20.5%)
Gen X	4,760	(19%)	18,553	(19%)	356,556	(19%)
Baby Boomers	5,936	(23.7%)	24,099	(24.7%)	437,870	(23.3%)
Silent & Greatest	1,921	(7.7%)	7,012	(7.2%)	128,058	(6.8%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

Trade Area Demographics Profile

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Downtown Washington /, Washington, MO



Trade Area Demographics Profile

Dec 1, 2021 - Nov 30, 2022

Downtown Washington

, Washington, MO

Benchmark: Nationwide

● 40 % Traffic ● 60 % Traffic ● 80 % Traffic

Grocery Stores

Demand	\$45.17M	\$130.07M	\$601.79M
Supply	\$43.21M	\$70.65M	\$298.73M
Unmet Demand (Demand-Supply)	\$1.97M	\$59.42M	\$303.07M

Specialty Food Stores

Demand	\$881,526	\$2.54M	\$11.75M
Supply	\$864,250	\$1.86M	\$8.22M
Unmet Demand (Demand-Supply)	\$17,276	\$674,204	\$3.53M

Beer, Wine, & Liquor Stores

Demand	\$2.35M	\$6.8M	\$31.56M
Supply	\$5.36M	\$22.7M	\$43.38M
Unmet Demand (Demand-Supply)	-\$3.02M	-\$15.9M	-\$11.82M

Health & Personal Care Stores

Demand	\$19.33M	\$55.72M	\$256.11M
Supply	\$23.76M	\$49.78M	\$231.28M
Unmet Demand (Demand-Supply)	-\$4.44M	\$5.94M	\$24.84M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook