



Placer.ai



Market Landscape

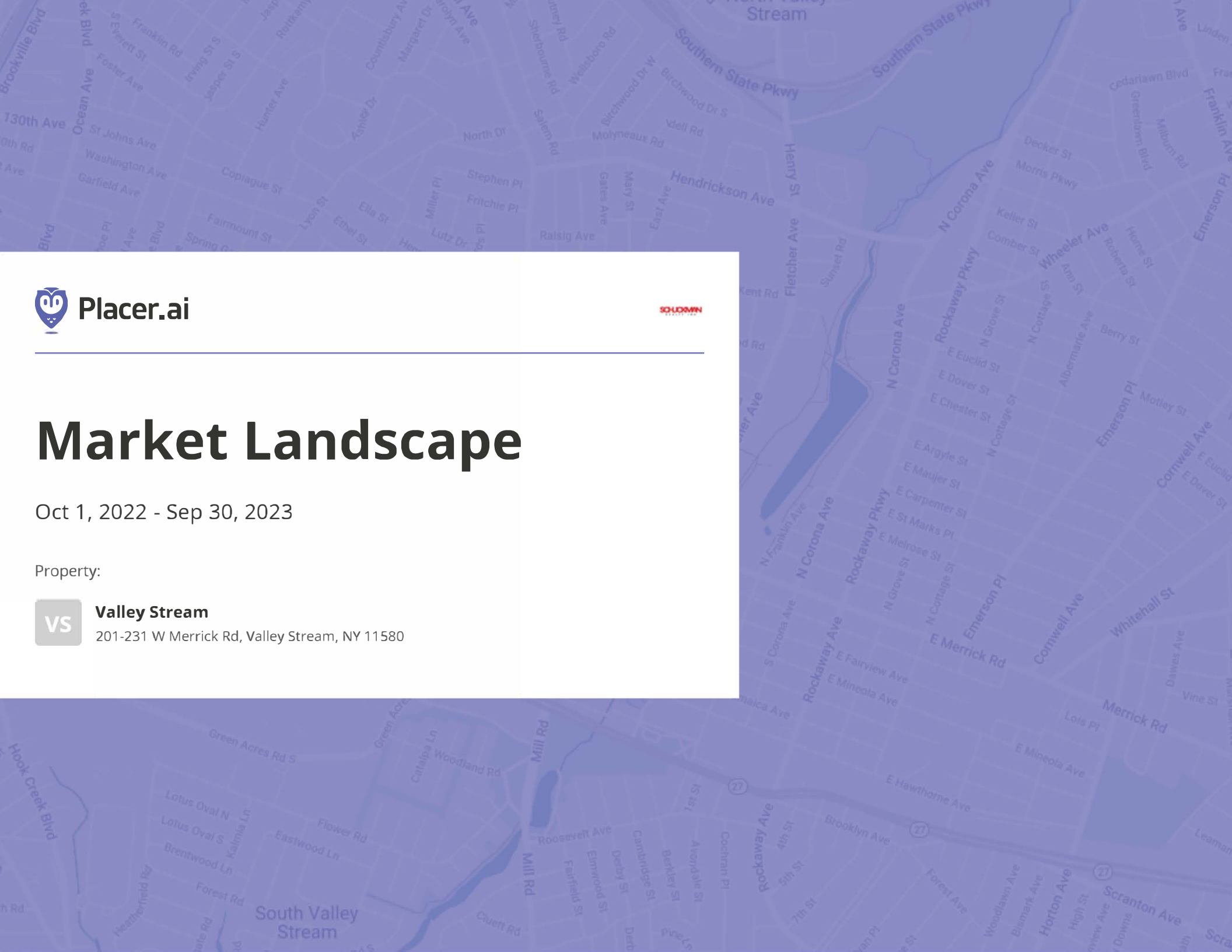
Oct 1, 2022 - Sep 30, 2023

Property:

VS

Valley Stream

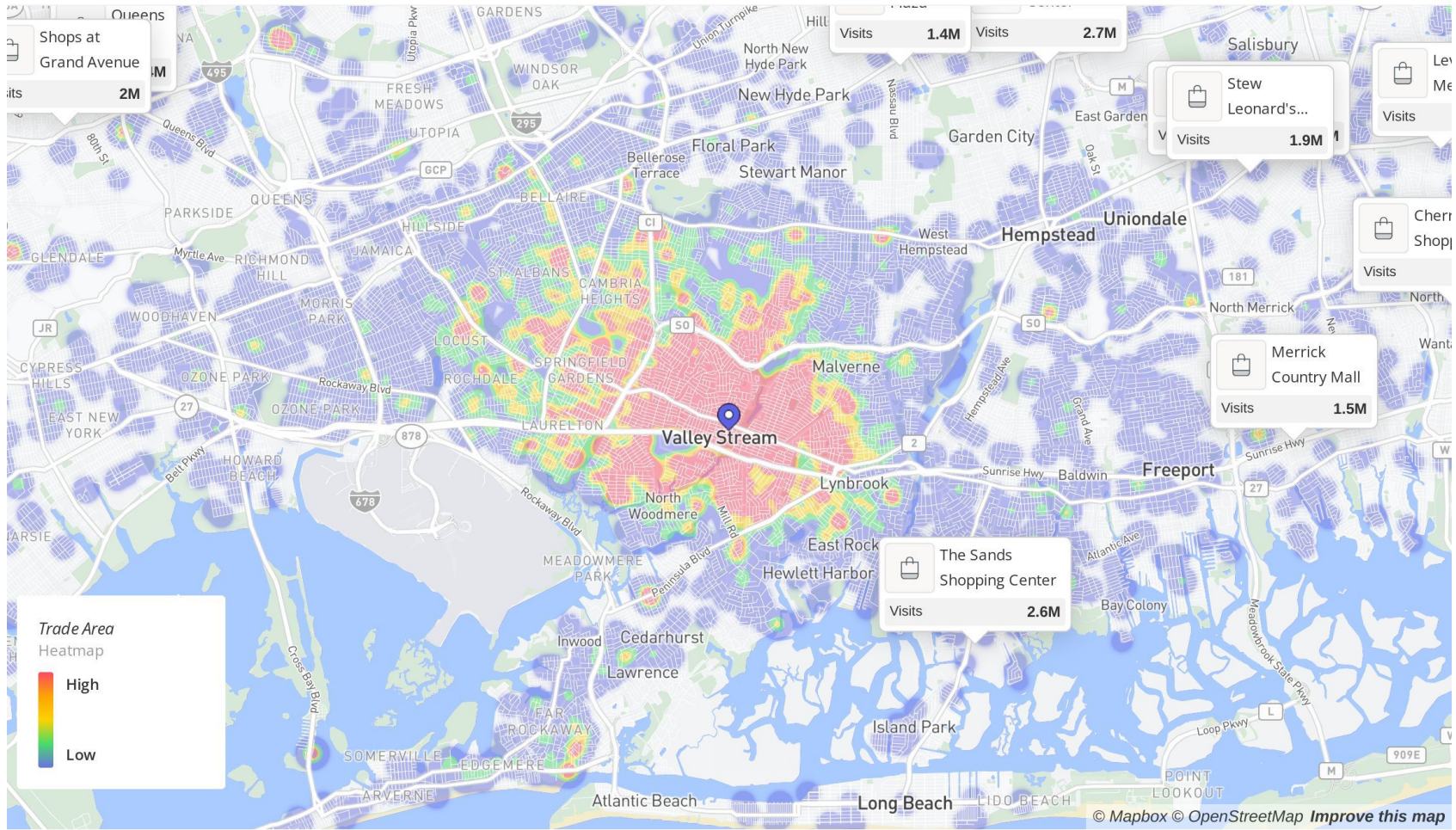
201-231 W Merrick Rd, Valley Stream, NY 11580



Market Landscape

Oct 1, 2022 - Sep 30, 2023

Market Landscape



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

Oct 1st, 2022 - Sep 30th, 2023

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





Audience Profile

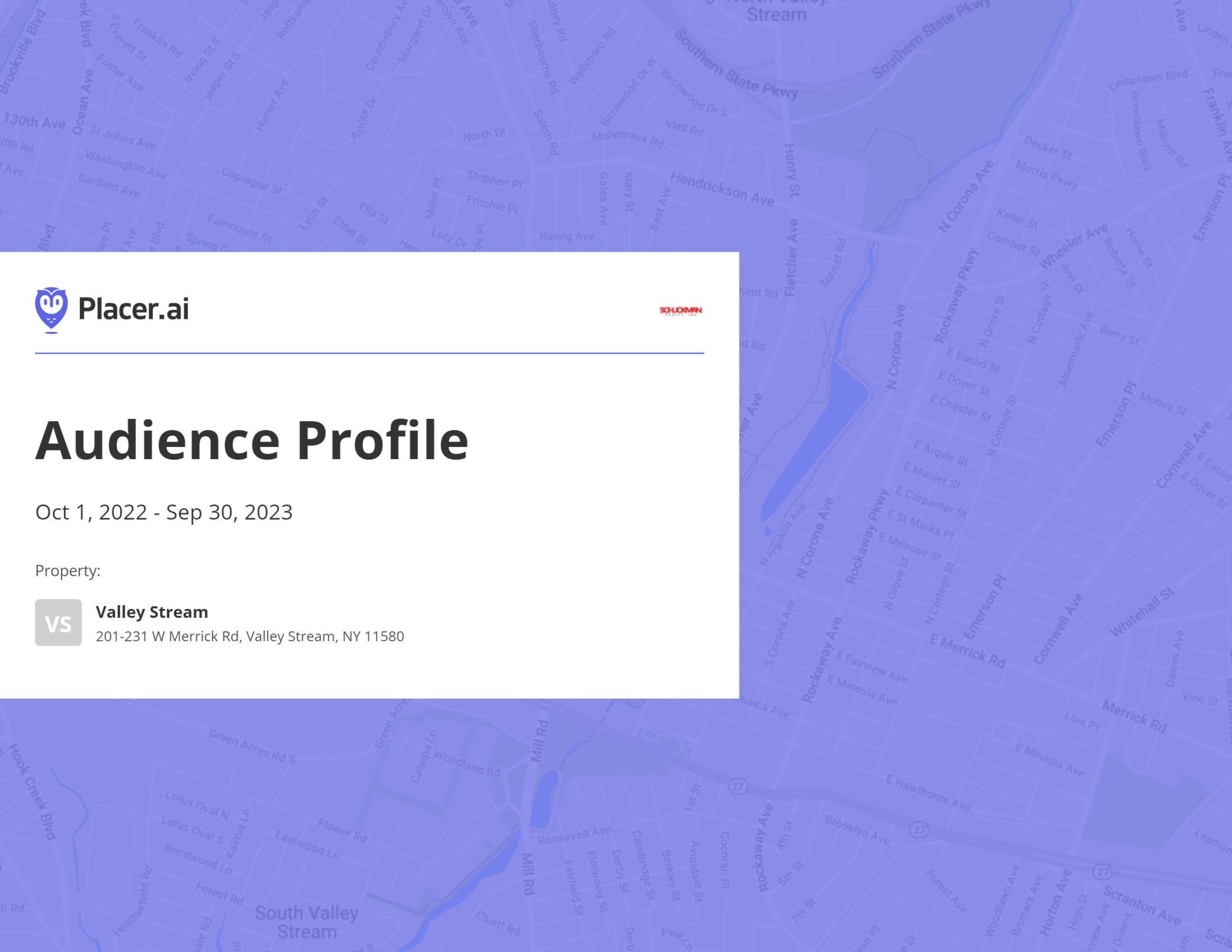
Oct 1, 2022 - Sep 30, 2023

Property:

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Valley Stream

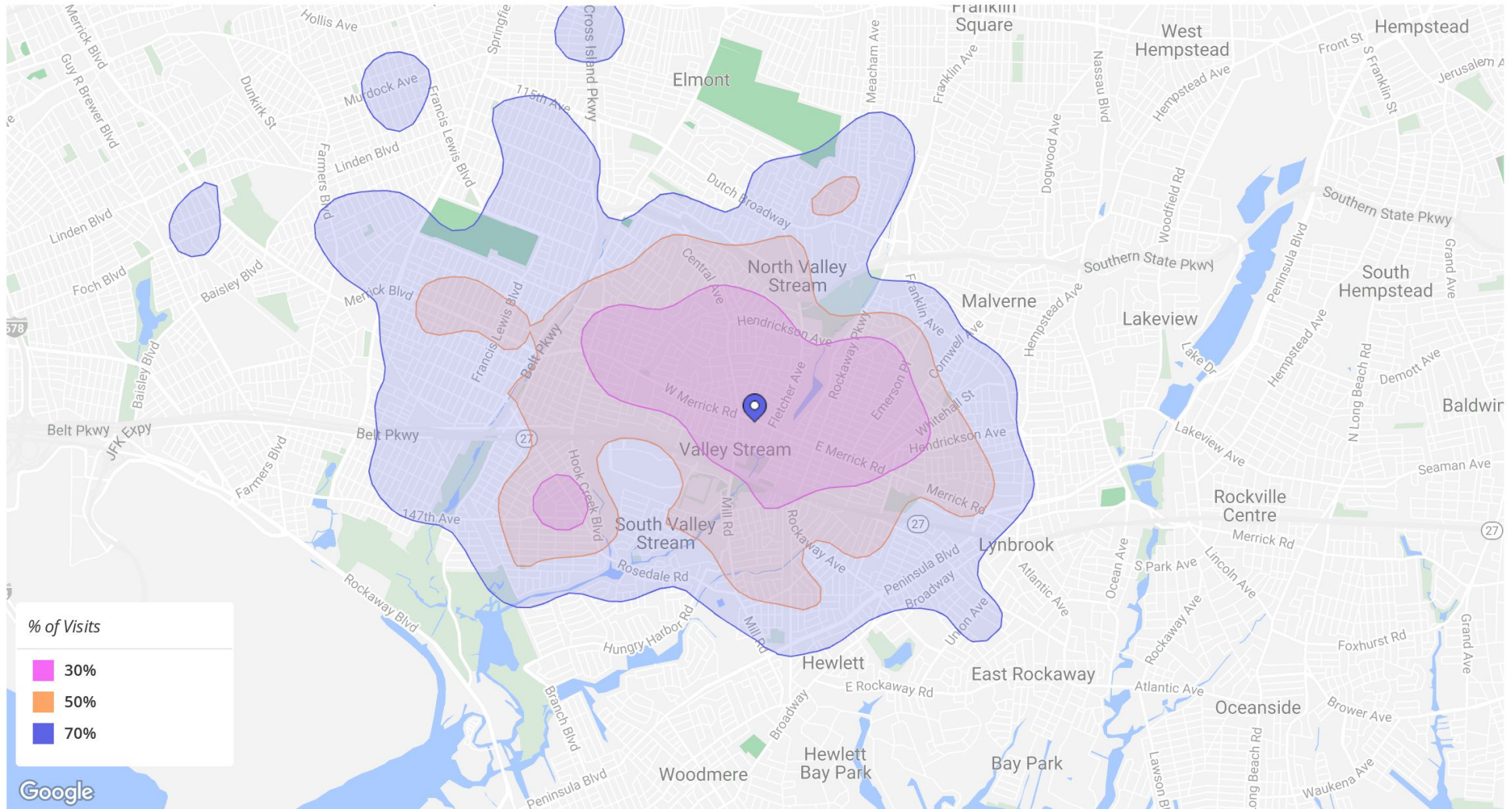
201-231 W Merrick Rd, Valley Stream, NY 11580



Audience Profile

Oct 1, 2022 - Sep 30, 2023

Valley Stream / 201-231 W Merrick Rd, Valley Stream, NY 11580



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Audience Profile

Oct 1, 2022 - Sep 30, 2023

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Benchmark: Nationwide



Overview

Population	26,467	71,714	178,828
Pop density (per sq mile)	11,781	12,675	13,405
Area (based on blockgroups) sq mi	2.25	5.66	13.34

Households

Households	8,082	21,489	53,197
Family households	6,661 (82.4%)	17,452 (81.2%)	42,332 (79.6%)
Non Family households	1,421 (17.6%)	4,037 (18.8%)	10,865 (20.4%)
Persons per Household	3.27	3.34	3.36

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2017 (ACS)

Audience Profile

Oct 1, 2022 - Sep 30, 2023

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Benchmark: Nationwide



Gender

Gender	30 % of Visits	50 % of Visits	70 % of Visits
Male	12,653 (47.8%) 97	34,208 (47.7%) 97	84,643 (47.3%) 96
Female	13,814 (52.2%) 103	37,506 (52.3%) 103	94,185 (52.7%) 104

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2017 (ACS)

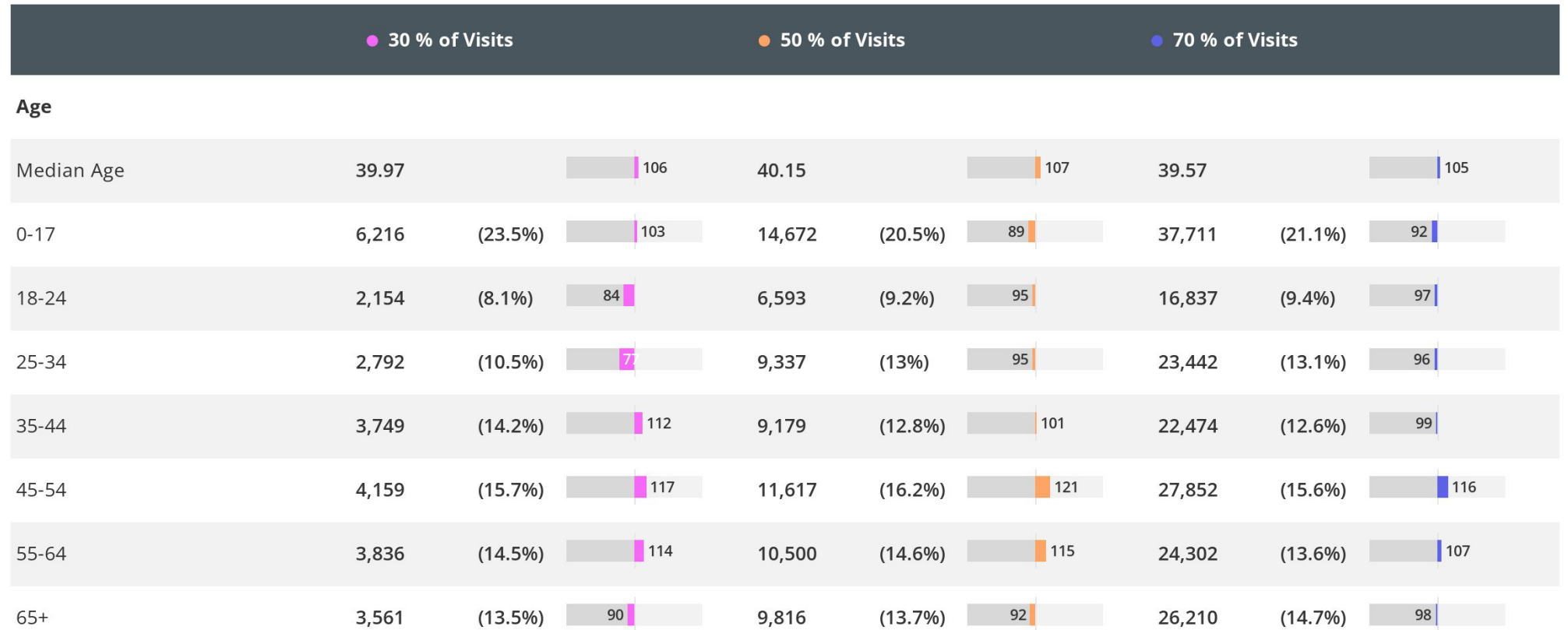
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Oct 1, 2022 - Sep 30, 2023

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Benchmark: Nationwide



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Audience Profile

Oct 1, 2022 - Sep 30, 2023

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Benchmark: Nationwide



Population by Generation

Generation	Population	Percentage	30% of Visits	50% of Visits	70% of Visits
Gen Alpha & Gen Z	6,216	(23.5%)	103	89	92
Millennials	4,946	(18.7%)	80	95	96
Gen X	7,908	(29.9%)	115	111	108
Baby Boomers	3,836	(14.5%)	114	115	107
Silent & Greatest	3,561	(13.5%)	90	92	98

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2017 (ACS)

Audience Profile

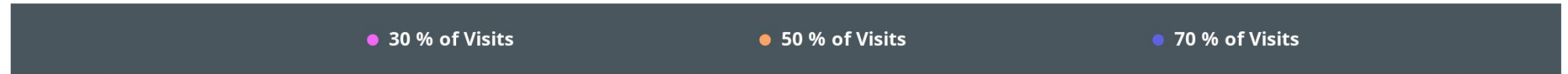
Oct 1, 2022 - Sep 30, 2023

SOLUWIN

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Benchmark: Nationwide



Ethnicity

Ethnicity	Count	Percentage	30% of Visits	50% of Visits	70% of Visits
Black	8,577	(32.4%)	267	383	454
Latino	6,839	(25.8%)	140	96	72
White	6,130	(23.2%)	38	37	29
Asian	3,475	(13.1%)	251	180	169
Other ethnicity	1,446	(5.5%)	164	116	113

Household Income

Metric	Value	30% of Visits	50% of Visits	70% of Visits
Household Average Income	\$113,191.28	140	141	132
Average Income Per Person	\$34,564.25	116	114	106
Household Median Income	\$102,161.46	178	172	160

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2017 (ACS)

Audience Profile

Oct 1, 2022 - Sep 30, 2023

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Benchmark: Nationwide

	● 30 % of Visits			● 50 % of Visits			● 70 % of Visits		
<\$10K	202	(2.5%)	36	509	(2.4%)	34	1,624	(3.1%)	44
\$10K - \$15K	102	(1.3%)	26	393	(1.8%)	37	1,198	(2.3%)	46
\$15K - \$20K	245	(3%)	62	457	(2.1%)	44	1,310	(2.5%)	51
\$20K - \$25K	185	(2.3%)	46	607	(2.8%)	56	1,310	(2.5%)	49
\$25K - \$30K	265	(3.3%)	69	497	(2.3%)	49	1,567	(2.9%)	62
\$30K - \$35K	222	(2.7%)	57	538	(2.5%)	52	1,507	(2.8%)	59
\$35K - \$40K	257	(3.2%)	71	534	(2.5%)	55	1,586	(3%)	66
\$40K - \$45K	255	(3.2%)	70	554	(2.6%)	57	1,693	(3.2%)	71
\$45K - \$50K	112	(1.4%)	35	418	(1.9%)	49	1,318	(2.5%)	62
\$50K - \$60K	382	(4.7%)	61	1,193	(5.6%)	72	3,248	(6.1%)	79

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2017 (ACS)

Audience Profile

Oct 1, 2022 - Sep 30, 2023

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Benchmark: Nationwide

	● 30 % of Visits		● 50 % of Visits		● 70 % of Visits				
\$60K - \$75K	657	(8.1%)	82	2,082	(9.7%)	98	4,898	(9.2%)	93
\$75K - \$100K	1,074	(13.3%)	109	3,101	(14.4%)	118	7,932	(14.9%)	122
\$100K - \$125K	960	(11.9%)	139	2,935	(13.7%)	159	6,986	(13.1%)	153
\$125K - \$150K	921	(11.4%)	212	2,041	(9.5%)	177	4,781	(9%)	168
\$150K - \$200K	1,349	(16.7%)	289	3,089	(14.4%)	249	6,783	(12.8%)	221
>\$200K	894	(11.1%)	178	2,541	(11.8%)	190	5,456	(10.3%)	165

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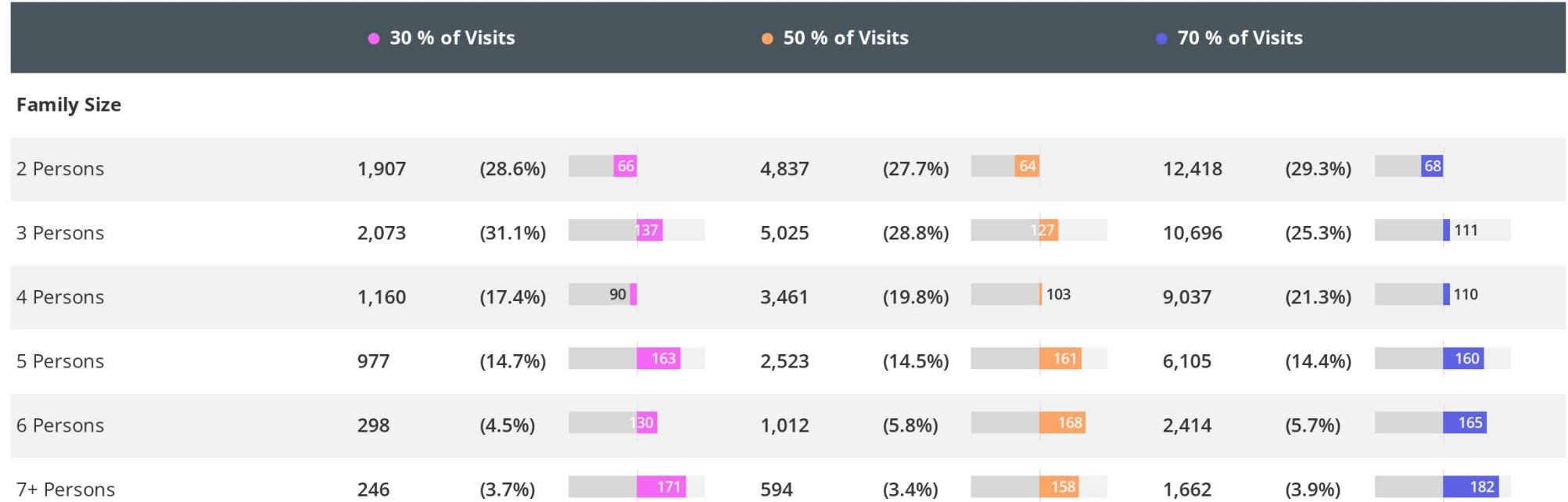
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Oct 1, 2022 - Sep 30, 2023

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Benchmark: Nationwide



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Audience Profile

Oct 1, 2022 - Sep 30, 2023

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Benchmark: Nationwide



Education

Education Level	Count	Percentage	30% of Visits	50% of Visits	70% of Visits
Elementary	2,433	(9.2%)	69	75	8
High School Graduate	6,516	(24.6%)	90	93	100
College / Associate Degree	7,609	(28.7%)	99	106	105
Bachelor Degree	6,015	(22.7%)	121	107	101
Advanced Degree	3,893	(14.7%)	128	120	107

Labor Force

Unemployment	1,395	(5.3%)	76	83	96
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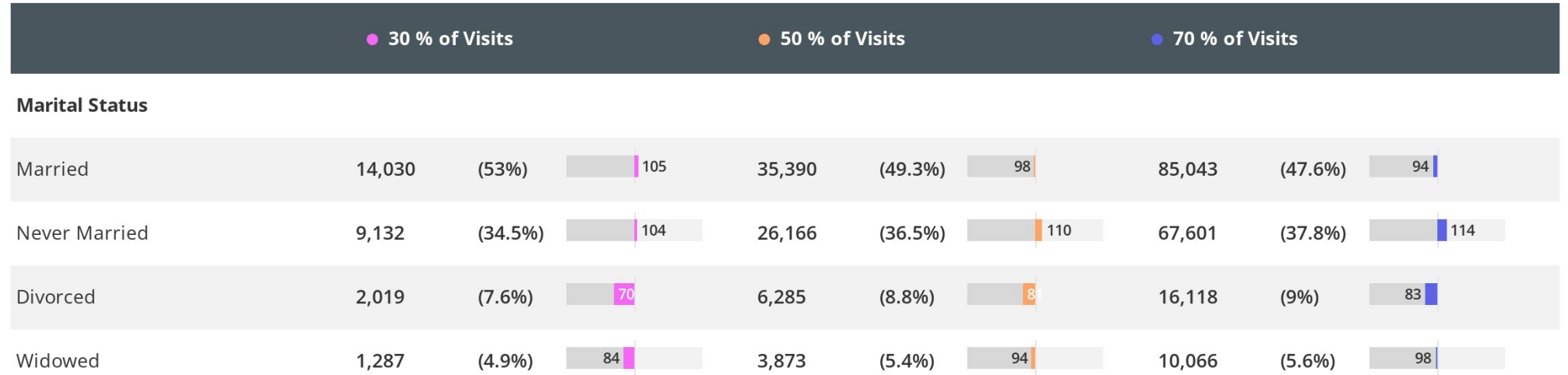
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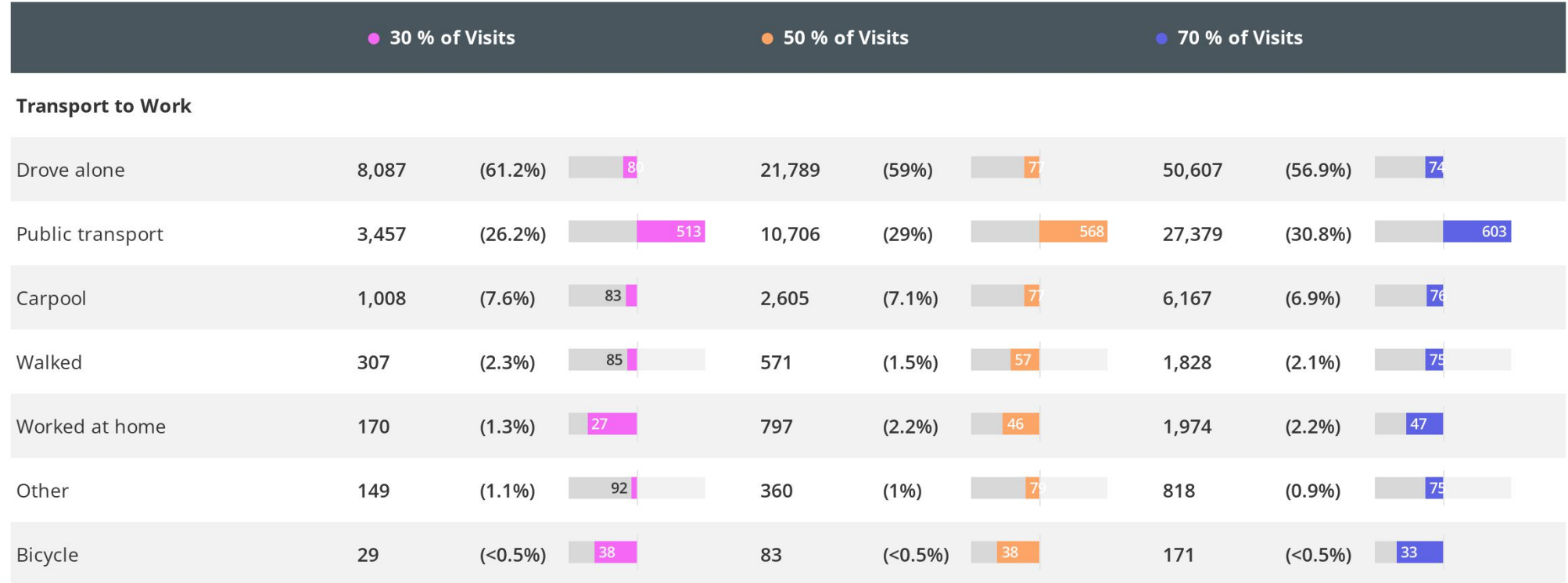
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Benchmark: Nationwide



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Audience Profile

Oct 1, 2022 - Sep 30, 2023

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Benchmark: Nationwide



Housing Units

Occupied	8,082	21,489	53,197
Vacant	441	1,129	2,791

Occupied Housing Units

Owner occupied	6,614	(81.8%)	128	16,903	(78.7%)	123	40,638	(76.4%)	120
Renter occupied	1,468	(18.2%)	50	4,586	(21.3%)	59	12,559	(23.6%)	65

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2017 (ACS)

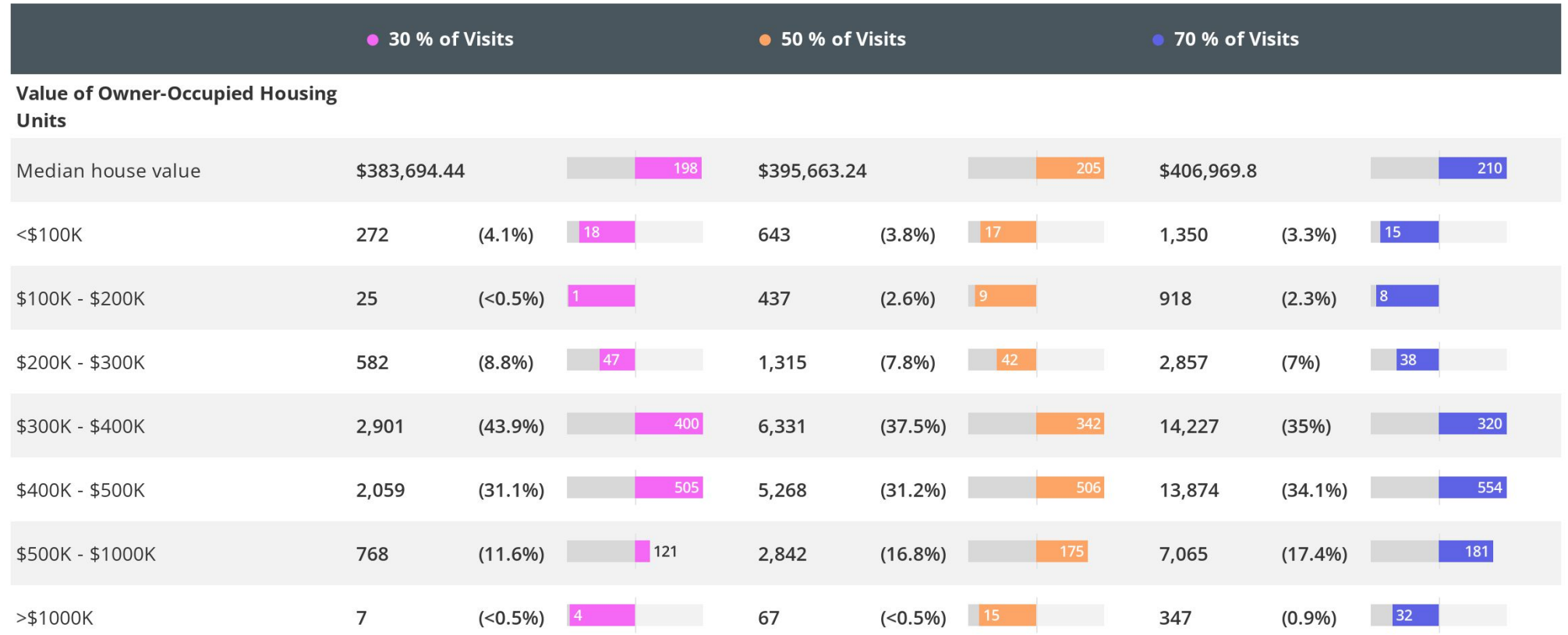
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Oct 1, 2022 - Sep 30, 2023

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Benchmark: Nationwide



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Audience Profile

Oct 1, 2022 - Sep 30, 2023

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Benchmark: Nationwide



Types of Housing Units Structure

Structure Type	Count	Percentage	30% of Visits	50% of Visits	70% of Visits
Single Unit	6,852	(80.4%)	119	110	107
Multi-unit	1,659	(19.5%)	75	97	106
Mobile home	12	(<0.5%)	2	1	2

Boat, RV, van, etc.

SNAP Households

Household Type	Count	Percentage	30% of Visits	50% of Visits	70% of Visits
Non-snap households	7,492	(92.7%)	106	106	104
Snap households	590	(7.3%)	57	61	73

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2017 (ACS)



Metrics

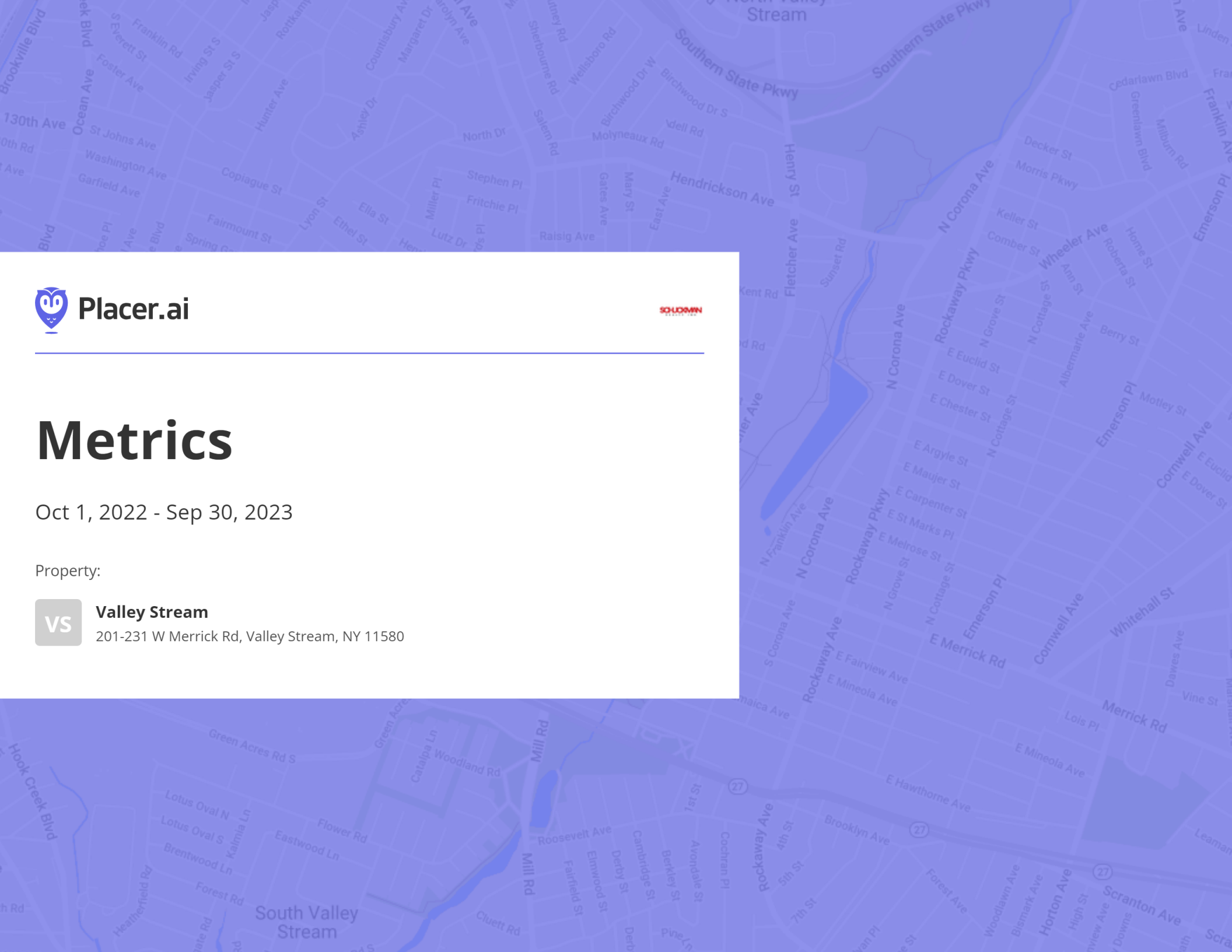
Oct 1, 2022 - Sep 30, 2023

Property:

VS

Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580



Metrics

Oct 1, 2022 - Sep 30, 2023

SOLUTION

Metrics

● Valley Stream

201-231 W Merrick Rd, Valley Stream, NY 11580

Visits	1.2M	Avg. Dwell Time	43 min
Visits / sq ft	N/A	Panel Visits	28.1K
Size - sq ft	N/A (GLA)	Visits YoY	-8.7%
Visitors	205.1K	Visits Yo2Y	-9.6%
Visit Frequency	5.72	Visits Yo3Y	-7.9%

Oct 1st, 2022 - Sep 30th, 2023
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Tenants Overview

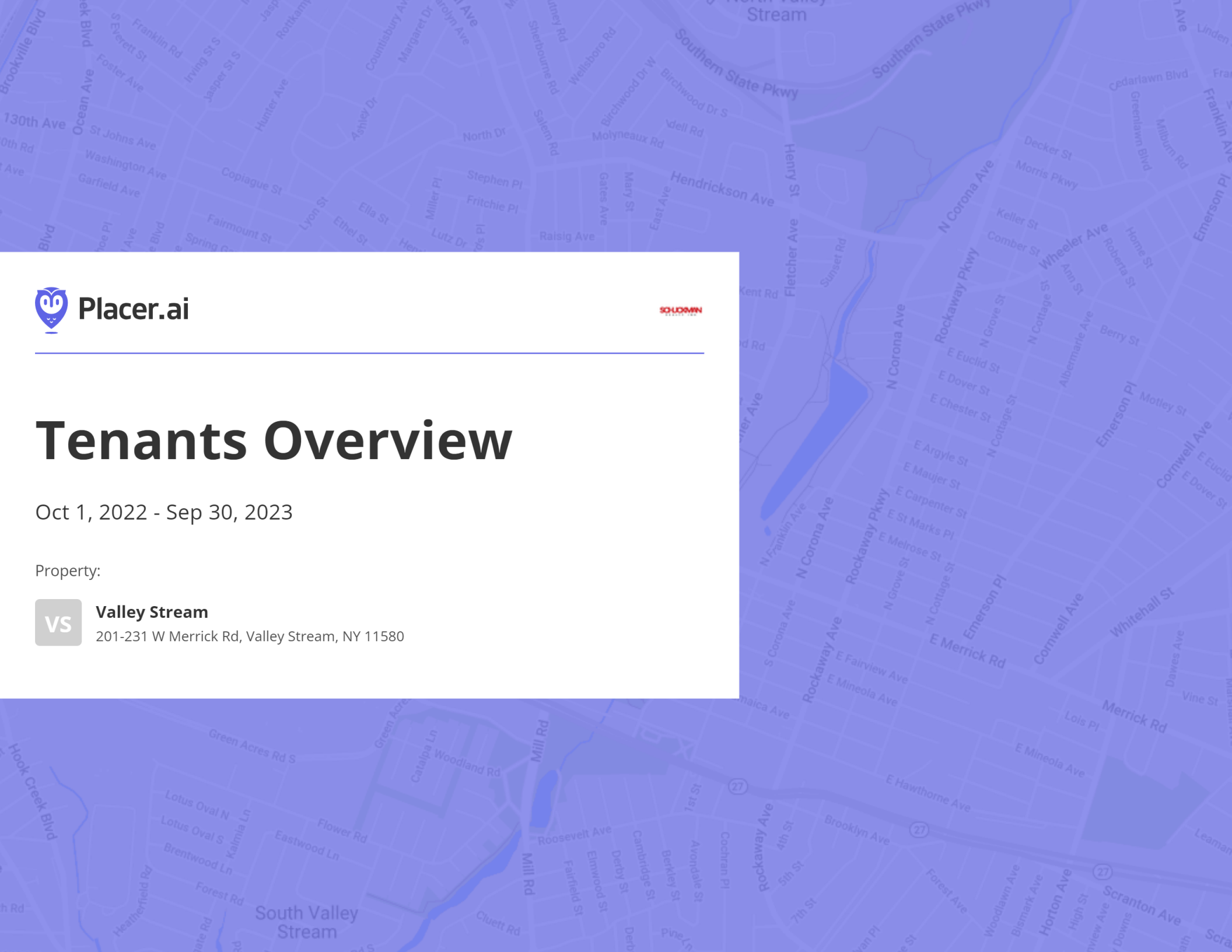
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Property:

VS

Valley Stream

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Tenants Overview

Oct 1, 2022 - Sep 30, 2023

Tenants Overview

Valley Stream
201-231 W Merrick Rd, Valley Stream, NY 11580

Tenants / Category	Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
 King Kullen Groceries 231 W Merrick Rd, Valley Stream, 11580, NY	613.9K (-3%)	4/27 (-1) 88%	5/27 (-2) 85%
 Pet Supplies Plus Pet Stores & Services 227 W Merrick Rd, Valley Stream, 11580, NY	169K (-17%)	1/38 100%	1/38 100%
 GameStop Electronics Stores 215 W Merrick Rd, Valley Stream, 11580, NY	74.9K (-14%)	5/76 (-2) 94%	2/76 (-1) 98%
 Popeyes Louisiana Kitchen Fast Food & QSR 221 W Merrick Rd, Valley Stream, 11580, NY	49.9K (+11%)	91/111 (-4) 18%	90/111 (-3) 19%
 Lucille Roberts Fitness 225 W Merrick Rd, Valley Stream, 11580, NY	23.9K (+116%)	1/1 0%	1/1 0%
 Angel Tips Nail Spa Beauty & Spa 217 W Merrick Rd, Valley Stream, 11580, NY	14.8K (+3%)	N/A	N/A

All | Compared to: Oct 1st, 2021 - Sep 30th, 2022 | Oct 1st, 2022 - Sep 30th, 2023
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