

Market Landscape

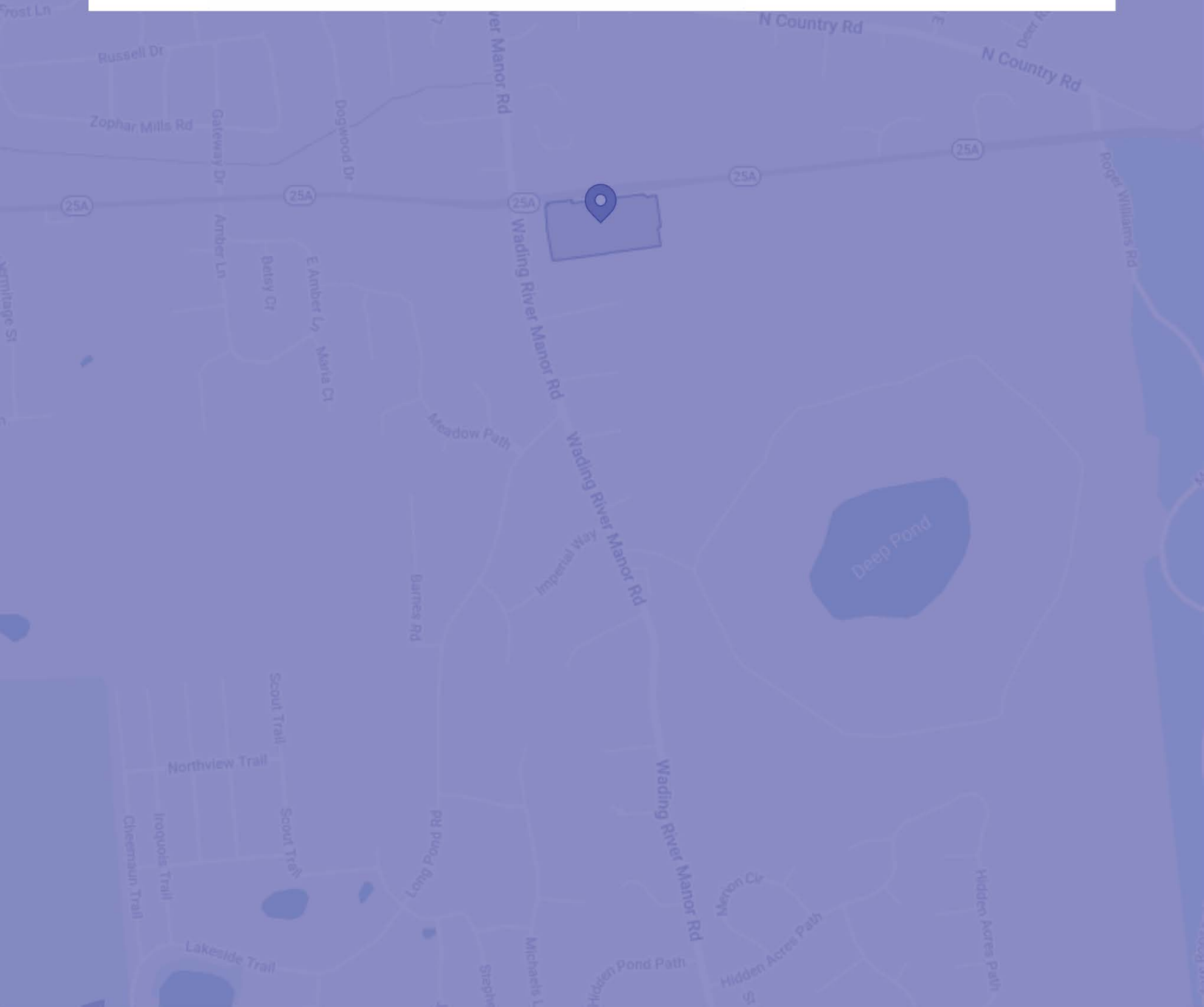
Oct 1, 2022 - Sep 30, 2023

Property:



Wading River Commons

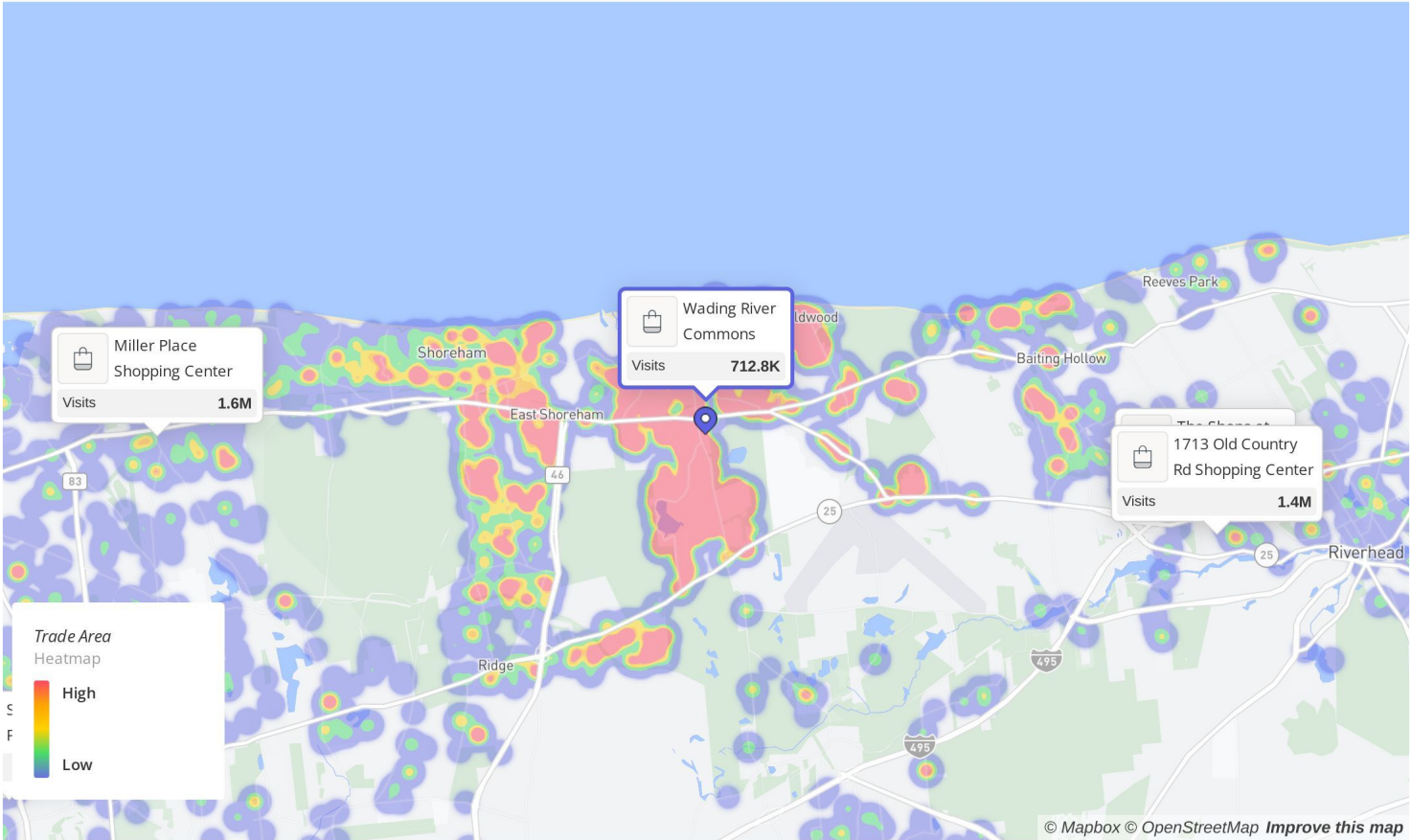
6233 Sound Ave, Wading River, NY 11792



Market Landscape

Oct 1, 2022 - Sep 30, 2023

Market Landscape



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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)





Tenants Overview

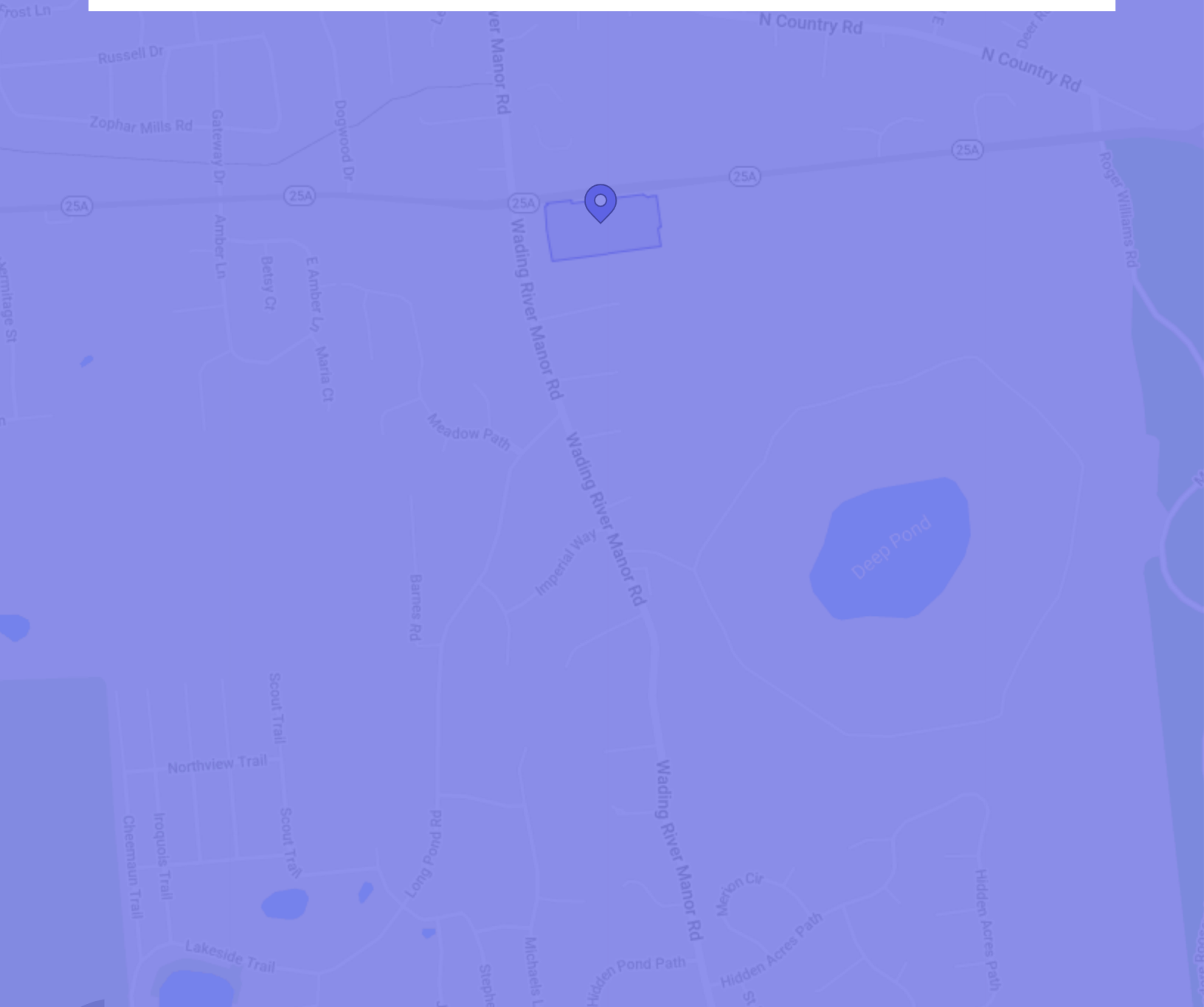
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Property:

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6233 Sound Ave, Wading River, NY 11792



Tenants Overview

Oct 1, 2022 - Sep 30, 2023

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Tenants Overview

Wading River Commons

6233 Sound Ave, Wading River, NY 11792

Tenants / Category		Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
	King Kullen Groceries 6233 NY-25A, Wading River, 11792, NY	449.1K (+7%)	10/27 (+1) 66%	8/27 (+3) 74%
	Teachers Federal Credit Union (TFCU) Banks & Financial Services 6257 NY-25A, Wading River, 11792, NY	40K (+15%)	11/21 (-1) 52%	4/21 (-1) 85%
	Ace Hardware Wading River Home Improvement 6281 NY-25A,, Wading River, 11792, NY	35K (+14%)	62/138 (+7) 55%	80/138 (+13) 42%

All | Compared to: Oct 1st, 2021 - Sep 30th, 2022 | Oct 1st, 2022 - Sep 30th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)





Audience Profile

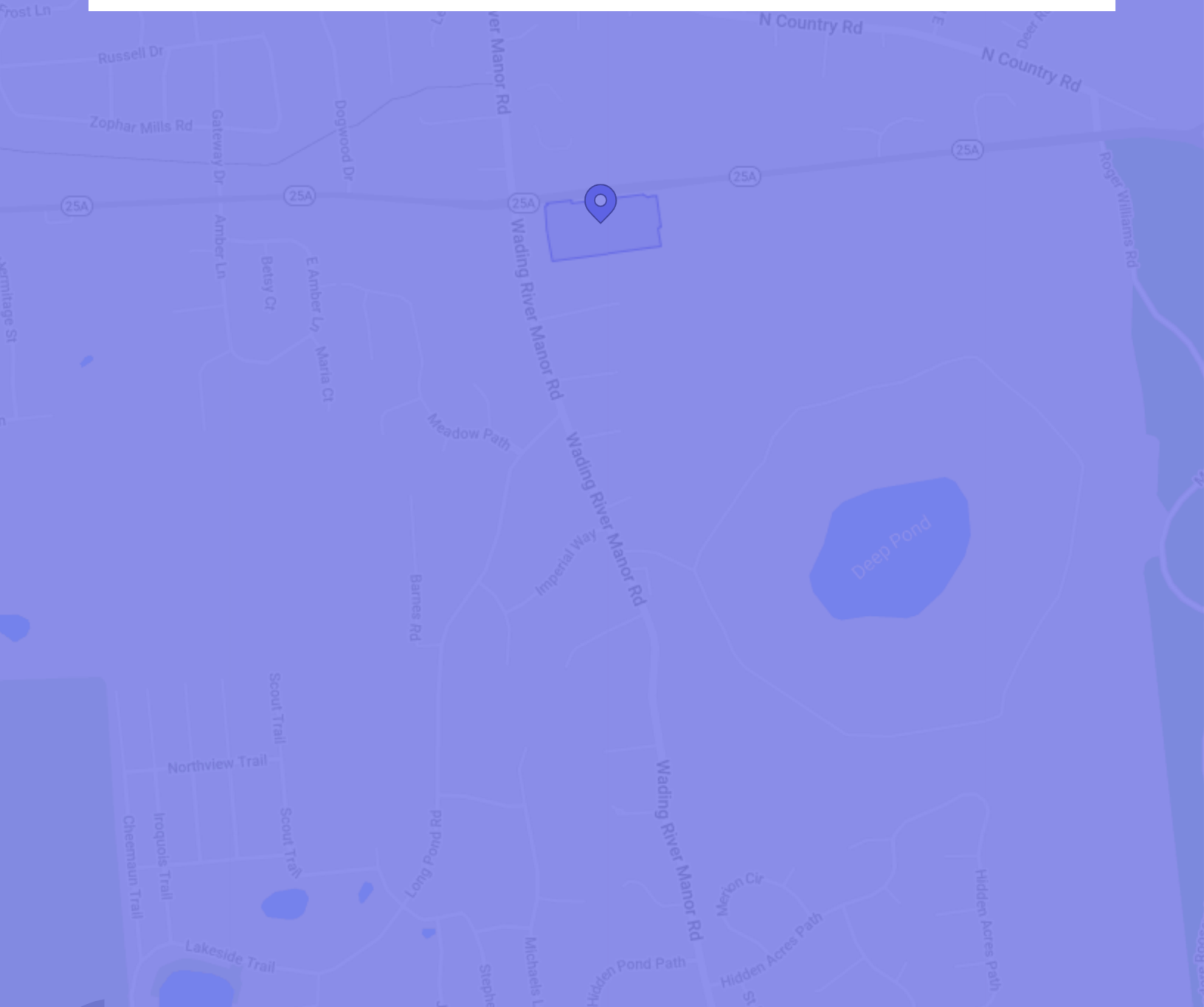
Oct 1, 2022 - Sep 30, 2023

Property:



Wading River Commons

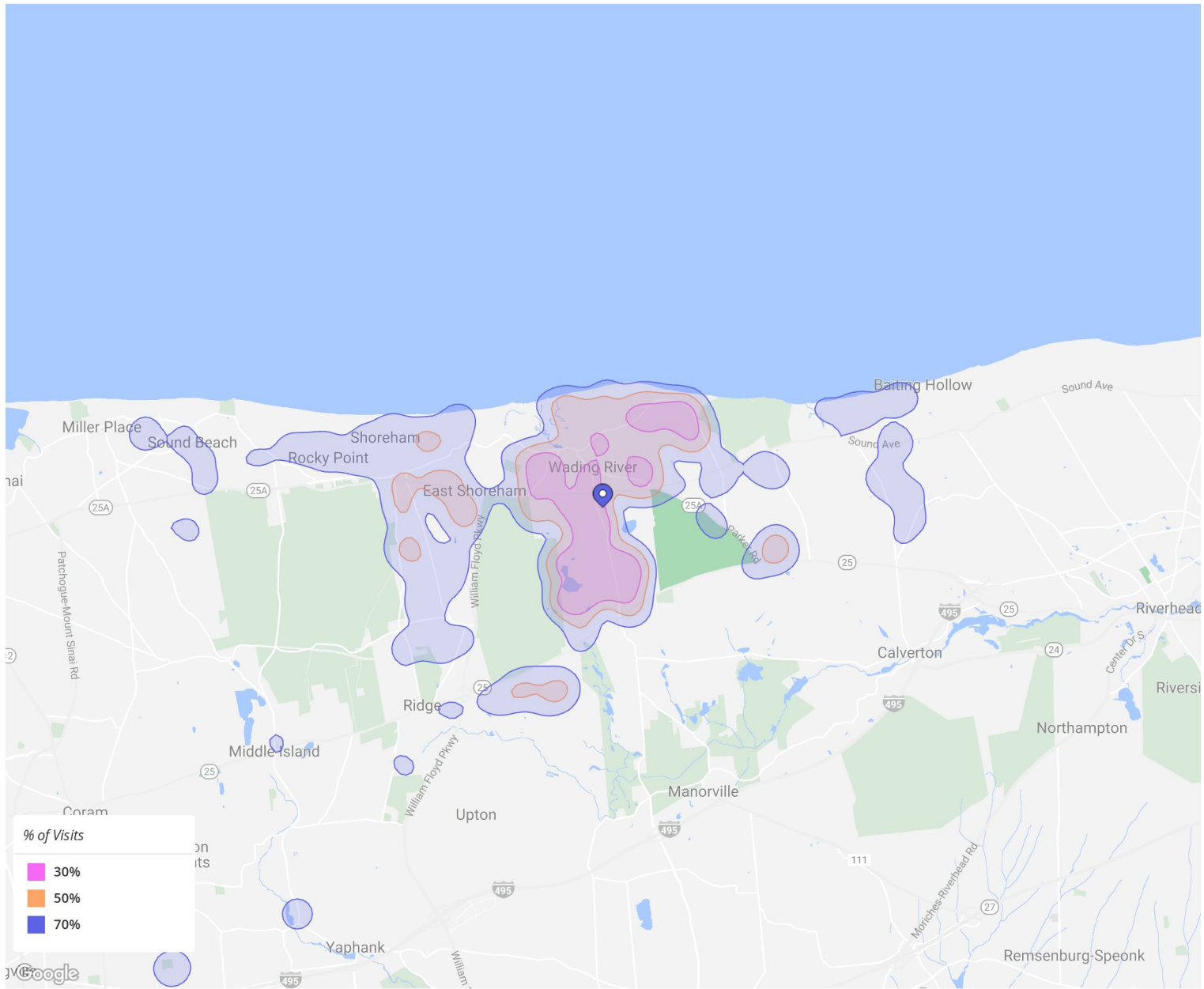
6233 Sound Ave, Wading River, NY 11792



Audience Profile

Oct 1, 2022 - Sep 30, 2023

Wading River Commons/ 6233 Sound Ave, Wading River, NY 11792



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Wading River Commons

6233 Sound Ave, Wading River, NY 11792

Benchmark: Nationwide



Overview

Population	5,491	15,413	42,491
Pop density (per sq mile)	571	392	851
Area (based on blockgroups) sq mi	9.61	39.27	49.93

Households

Households	1,731	5,670	15,275
Family Households	1,480 (85.5%) 131	4,290 (75.7%) 115	10,833 (70.9%) 108
Non-Family Households	251 (14.5%) 42	1,380 (24.3%) 71	4,442 (29.1%) 84
Persons per Household	3.17 118	2.72 101	2.78 103

Gender

Male	2,818 (51.3%) 104	7,700 (50%) 101	20,653 (48.6%) 99
Female	2,673 (48.7%) 96	7,713 (50%) 99	21,838 (51.4%) 101

Age

Median Age	38.65 103	45.42 121	42.6 114
0-4	342 (6.2%) 102	701 (4.5%) 75	1,931 (4.5%) 75
5-14	792 (14.4%) 114	1,881 (12.2%) 96	5,377 (12.7%) 100

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

Audience Profile

Oct 1, 2022 - Sep 30, 2023

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6233 Sound Ave, Wading River, NY 11792

Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
15-17	297	(5.4%)	140	542	(3.5%)	91	1,843	(4.3%)	112
18-21	172	(3.1%)	58	523	(3.4%)	62	1,544	(3.6%)	67
22-24	194	(3.5%)	88	506	(3.3%)	8	1,442	(3.4%)	85
25-29	341	(6.2%)	87	898	(5.8%)	8	2,721	(6.4%)	90
30-34	264	(4.8%)	71	734	(4.8%)	70	1,971	(4.6%)	69
35-39	376	(6.8%)	106	729	(4.7%)	73	2,501	(5.9%)	91
40-44	501	(9.1%)	149	1,090	(7.1%)	115	2,947	(6.9%)	113
45-49	336	(6.1%)	96	986	(6.4%)	100	3,221	(7.6%)	119
50-54	501	(9.1%)	139	1,072	(7%)	106	2,832	(6.7%)	101
55-59	442	(8%)	121	1,339	(8.7%)	130	3,403	(8%)	120
60-64	410	(7.5%)	121	1,191	(7.7%)	125	3,366	(7.9%)	128
65-69	271	(4.9%)	95	1,333	(8.6%)	167	2,394	(5.6%)	109
70-74	98	(1.8%)	46	564	(3.7%)	94	1,713	(4%)	103
75-79	124	(2.3%)	8	588	(3.8%)	139	1,373	(3.2%)	118
80-84	30	(0.5%)	29	318	(2.1%)	111	983	(2.3%)	124
85+				418	(2.7%)	140	929	(2.2%)	113

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



Audience Profile

Oct 1, 2022 - Sep 30, 2023

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Wading River Commons

6233 Sound Ave, Wading River, NY 11792

Benchmark: Nationwide

30 % of Visits

50 % of Visits

70 % of Visits

Age - Male

Median Age	35.11	96	43.45	119	41.42	114
0-4	120 (4.3%)	67	281 (3.6%)	58	935 (4.5%)	72
5-14	474 (16.8%)	128	934 (12.1%)	92	2,486 (12%)	92
15-17	185 (6.6%)	163	220 (2.9%)	71	911 (4.4%)	110
18-21	78 (2.8%)	49	227 (2.9%)	52	719 (3.5%)	61
22-24	129 (4.6%)	110	332 (4.3%)	104	985 (4.8%)	115
25-29	241 (8.6%)	116	647 (8.4%)	114	1,533 (7.4%)	101
30-34	177 (6.3%)	91	401 (5.2%)	75	969 (4.7%)	68
35-39	176 (6.2%)	95	375 (4.9%)	74	1,313 (6.4%)	97
40-44	204 (7.2%)	117	502 (6.5%)	105	1,340 (6.5%)	105
45-49	188 (6.7%)	104	498 (6.5%)	101	1,585 (7.7%)	120
50-54	228 (8.1%)	123	609 (7.9%)	121	1,424 (6.9%)	105
55-59	147 (5.2%)	71	543 (7.1%)	107	1,622 (7.9%)	119
60-64	217 (7.7%)	128	558 (7.2%)	120	1,618 (7.8%)	130
65-69	175 (6.2%)	125	687 (8.9%)	180	1,226 (5.9%)	119

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



Audience Profile

Oct 1, 2022 - Sep 30, 2023

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6233 Sound Ave, Wading River, NY 11792

Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
70-74	27	(1%)	26	278	(3.6%)	99	682	(3.3%)	90
75-79	38	(1.3%)	54	331	(4.3%)	173	589	(2.9%)	114
80-84	14	(<0.5%)	31	110	(1.4%)	90	440	(2.1%)	134
85+				167	(2.2%)	158	276	(1.3%)	97

Age - Female

Median Age	41.87		109	46.41		120	43.58		113
0-4	222	(8.3%)	142	420	(5.4%)	93	996	(4.6%)	7
5-14	318	(11.9%)	98	947	(12.3%)	101	2,891	(13.2%)	109
15-17	112	(4.2%)	112	322	(4.2%)	112	932	(4.3%)	114
18-21	94	(3.5%)	67	296	(3.8%)	74	825	(3.8%)	72
22-24	65	(2.4%)	63	174	(2.3%)	59	457	(2.1%)	54
25-29	100	(3.7%)	54	251	(3.3%)	47	1,188	(5.4%)	7
30-34	87	(3.3%)	49	333	(4.3%)	65	1,002	(4.6%)	69
35-39	200	(7.5%)	117	354	(4.6%)	72	1,188	(5.4%)	85
40-44	297	(11.1%)	183	588	(7.6%)	126	1,607	(7.4%)	121
45-49	148	(5.5%)	87	488	(6.3%)	100	1,636	(7.5%)	118

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Audience Profile

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Wading River Commons

6233 Sound Ave, Wading River, NY 11792

Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
50-54	273	(10.2%)	155	463	(6%)	91	1,408	(6.4%)	98
55-59	295	(11%)	163	796	(10.3%)	153	1,781	(8.2%)	121
60-64	193	(7.2%)	114	633	(8.2%)	129	1,748	(8%)	126
65-69	96	(3.6%)	67	646	(8.4%)	155	1,168	(5.3%)	99
70-74	71	(2.7%)	64	286	(3.7%)	89	1,031	(4.7%)	114
75-79	86	(3.2%)	108	257	(3.3%)	111	784	(3.6%)	120
80-84	16	(0.6%)	28	208	(2.7%)	126	543	(2.5%)	116
85+				251	(3.3%)	132	653	(3%)	121

Population by Generation

Gen Alpha	1,134	(20.7%)	110	2,582	(16.8%)	89	7,308	(17.2%)	92
Gen Z	663	(12.1%)	91	1,571	(10.2%)	77	4,829	(11.4%)	85
Millennials	981	(17.9%)	88	2,361	(15.3%)	75	7,193	(16.9%)	83
Gen X	1,338	(24.4%)	128	3,148	(20.4%)	107	9,000	(21.2%)	111
Baby Boomers	1,221	(22.2%)	101	4,427	(28.7%)	131	10,876	(25.6%)	117
Silent & Greatest	154	(2.8%)	43	1,324	(8.6%)	131	3,285	(7.7%)	118

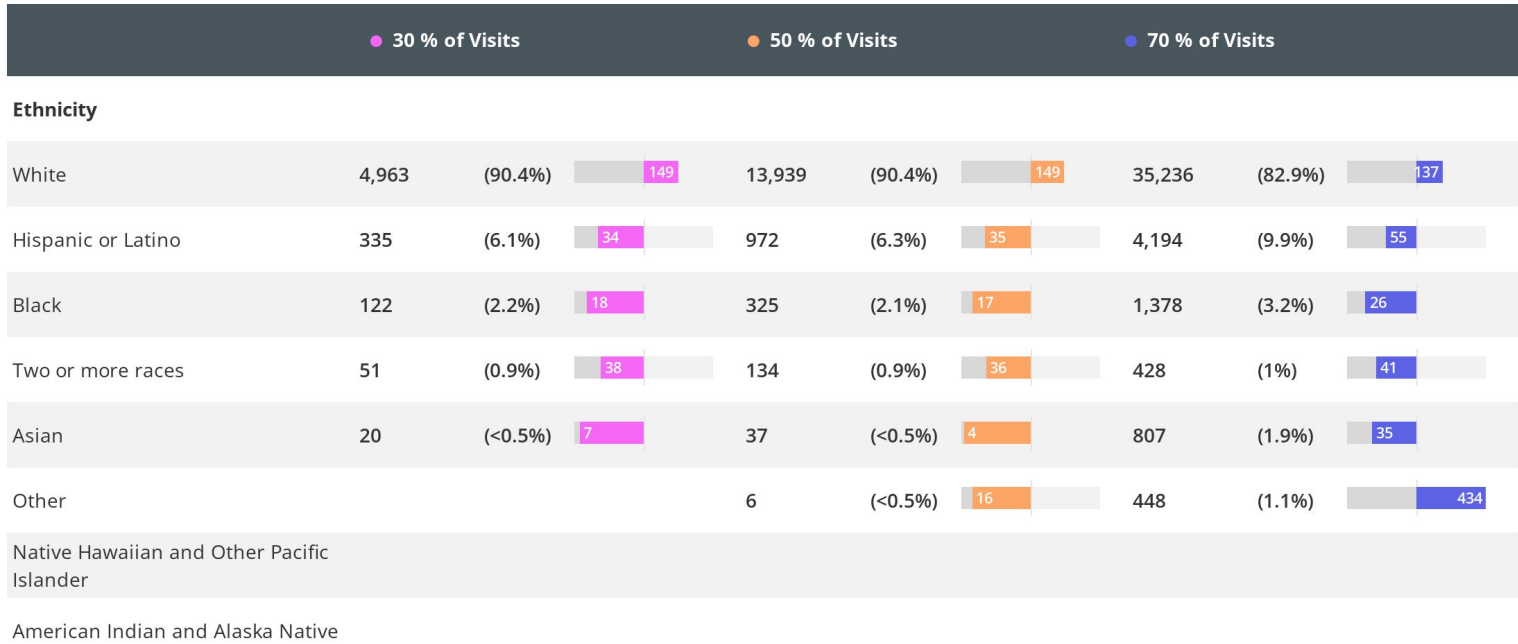
Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)



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Benchmark: Nationwide

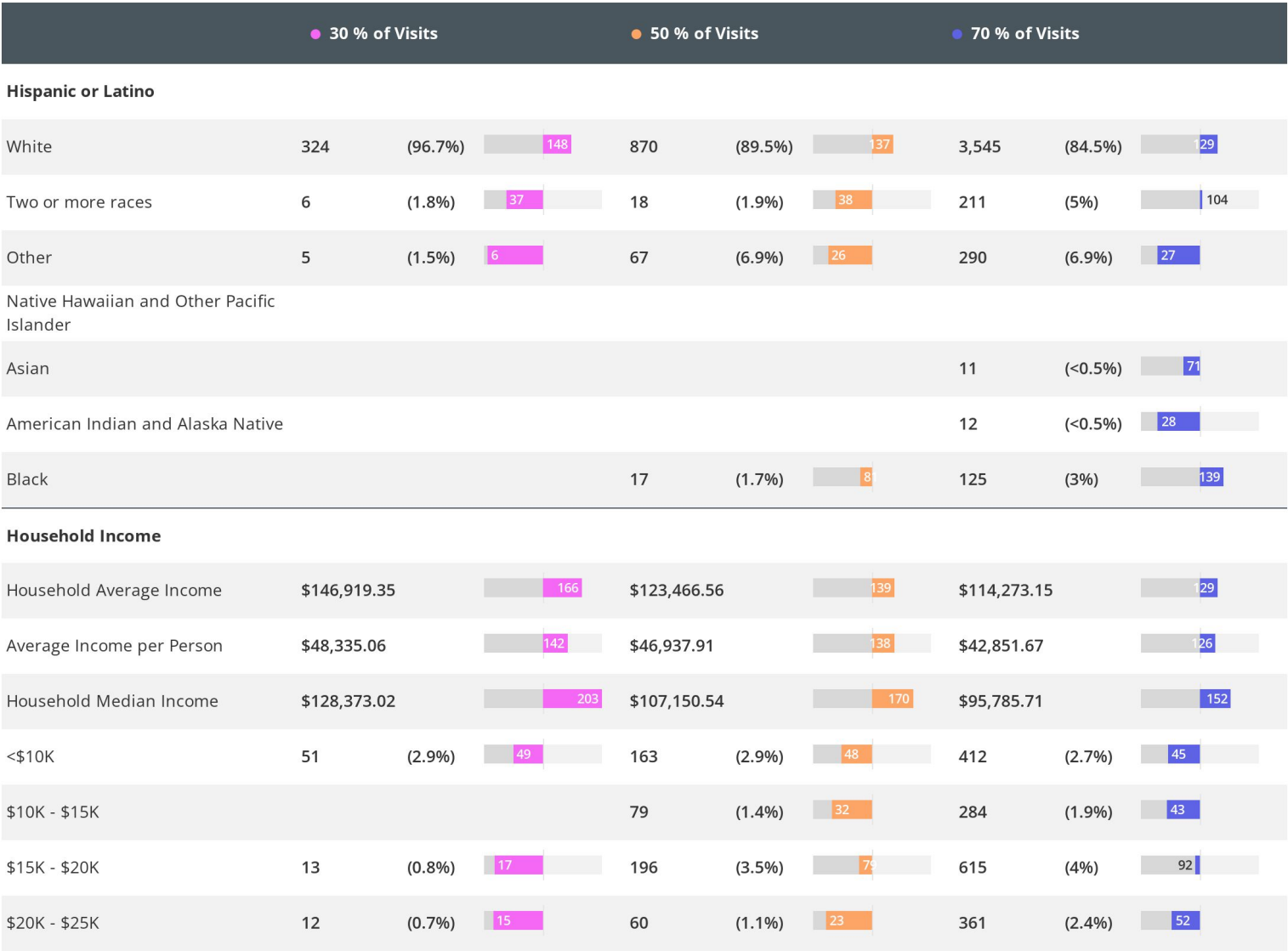


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Benchmark: Nationwide



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Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
\$25K - \$30K	19	(1.1%)	25	108	(1.9%)	44	355	(2.3%)	53
\$30K - \$35K	56	(3.2%)	71	81	(1.4%)	31	374	(2.4%)	54
\$35K - \$40K				297	(5.2%)	124	543	(3.6%)	84
\$40K - \$45K	41	(2.4%)	56	168	(3%)	70	468	(3.1%)	73
\$45K - \$50K	25	(1.4%)	38	114	(2%)	52	347	(2.3%)	59
\$50K - \$60K	41	(2.4%)	31	266	(4.7%)	62	928	(6.1%)	8
\$60K - \$75K	151	(8.7%)	90	433	(7.6%)	75	1,350	(8.8%)	91
\$75K - \$100K	272	(15.7%)	123	737	(13%)	102	1,925	(12.6%)	99
\$100K - \$125K	142	(8.2%)	90	465	(8.2%)	90	1,622	(10.6%)	116
\$125K - \$150K	315	(18.2%)	302	615	(10.8%)	180	1,710	(11.2%)	186
\$150K - \$200K	134	(7.7%)	114	907	(16%)	236	1,996	(13.1%)	193
>\$200K	459	(26.5%)	346	981	(17.3%)	226	1,985	(13%)	169

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Audience Profile

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Wading River Commons

6233 Sound Ave, Wading River, NY 11792

Benchmark: Nationwide

30 % of Visits

50 % of Visits

70 % of Visits

Family Size

2 Persons	474	(32%)	73	1,844	(43%)	99	4,014	(37.1%)	85
3 Persons	369	(24.9%)	110	1,112	(25.9%)	115	2,913	(26.9%)	119
4 Persons	438	(29.6%)	154	949	(22.1%)	115	2,327	(21.5%)	112
5 Persons	144	(9.7%)	108	292	(6.8%)	76	1,120	(10.3%)	115
6 Persons	43	(2.9%)	84	66	(1.5%)	44	299	(2.8%)	8
7+ Persons	12	(0.8%)	38	27	(0.6%)	29	160	(1.5%)	68

Education

Elementary	284	(7.7%)	64	551	(4.9%)	41	2,140	(7.1%)	59
High School Graduate	887	(24%)	89	2,770	(24.6%)	91	8,783	(28.9%)	107
College / Associate Degree	968	(26.2%)	91	3,415	(30.3%)	105	9,452	(31.1%)	108
Bachelor Degree	707	(19.1%)	97	2,145	(19%)	96	5,074	(16.7%)	84
Advanced Degree	848	(23%)	186	2,379	(21.1%)	171	4,905	(16.2%)	31

Labor Force

Employed	2,648	(96.2%)	102	7,482	(95.8%)	101	20,782	(96.5%)	102
Unemployed	104	(3.8%)	71	331	(4.2%)	8	757	(3.5%)	66

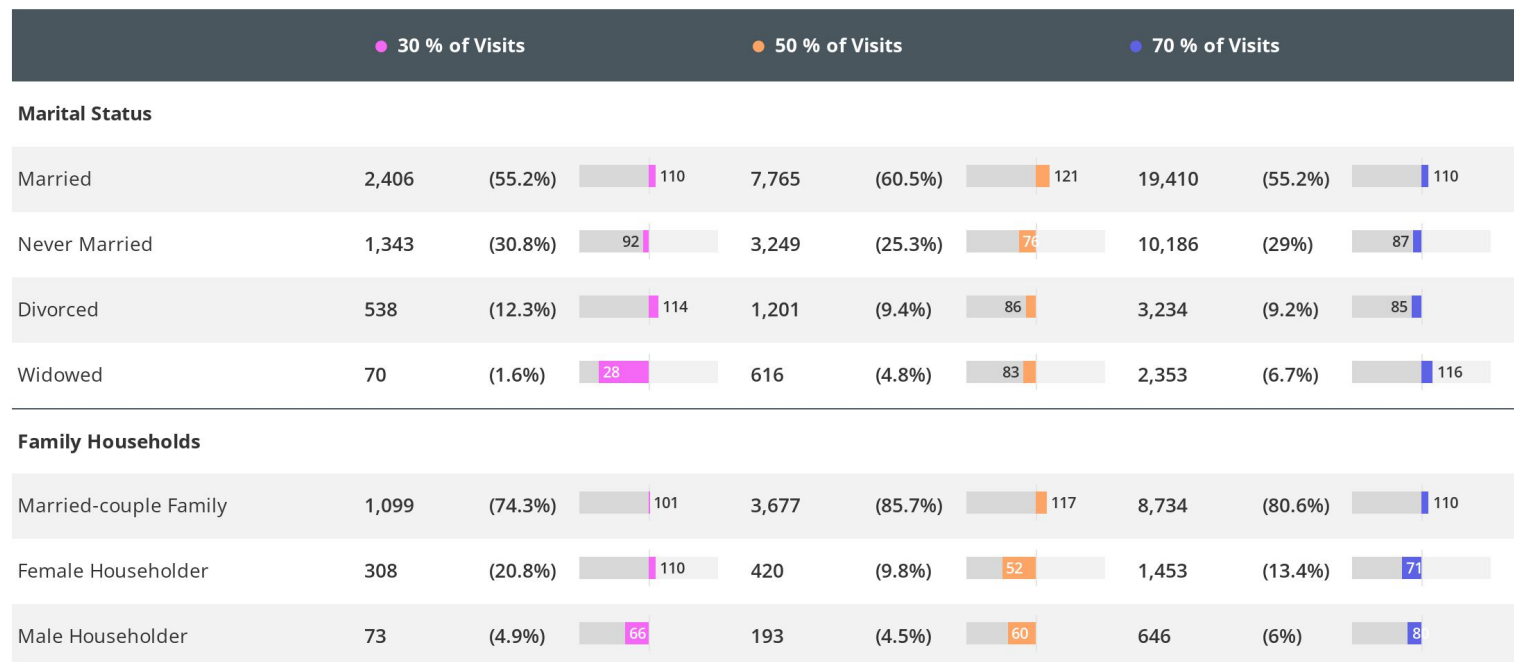
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6233 Sound Ave, Wading River, NY 11792

Benchmark: Nationwide



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Wading River Commons

6233 Sound Ave, Wading River, NY 11792

Benchmark: Nationwide



Transport to Work

Drove alone	2,464	(94.3%)	124	6,447	(87.5%)	115	18,197	(88.9%)	116
Carpooled	142	(5.4%)	60	412	(5.6%)	62	979	(4.8%)	53
Worked from home	6	(<0.5%)	4	319	(4.3%)	84	592	(2.9%)	56
Other				16	(<0.5%)	24	67	(<0.5%)	36
Walked				78	(1.1%)	40	130	(0.6%)	24
Bicycle									
Motorcycle				9	(<0.5%)	7	46	(<0.5%)	142
Taxicab									
Public transportation				83	(1.1%)	23	454	(2.2%)	44

Travel Time to Work

Median travel time to work	22		99	26		114	30		134
Less than 10 minutes	193	(7.4%)	60	517	(7.3%)	60	1,662	(8.4%)	68
10-15 minutes	565	(21.7%)	164	985	(14%)	105	2,025	(10.2%)	7
15-20 minutes	283	(10.9%)	72	704	(10%)	66	1,826	(9.2%)	61
20-25 minutes	441	(16.9%)	118	1,210	(17.2%)	120	2,743	(13.8%)	96

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Audience Profile

Oct 1, 2022 - Sep 30, 2023

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Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
25-30 minutes	255	(9.8%)	151	576	(8.2%)	126	1,317	(6.6%)	102
30-35 minutes	308	(11.8%)	86	1,099	(15.6%)	113	3,814	(19.2%)	139
35-45 minutes	204	(7.8%)	111	578	(8.2%)	116	1,656	(8.3%)	118
45-60 minutes	182	(7%)	84	620	(8.8%)	106	2,168	(10.9%)	31
60 or more minutes	175	(6.7%)	72	756	(10.7%)	115	2,662	(13.4%)	143

Housing Units

Occupied	1,731	(96.2%)	109	5,670	(86.8%)	99	15,275	(90.3%)	103
Vacant	69	(3.8%)	32	865	(13.2%)	109	1,638	(9.7%)	8

Occupied Housing Units

Owner occupied	1,548	(89.4%)	140	5,231	(92.3%)	144	13,659	(89.4%)	140
Renter occupied	183	(10.6%)	29	439	(7.7%)	22	1,616	(10.6%)	29

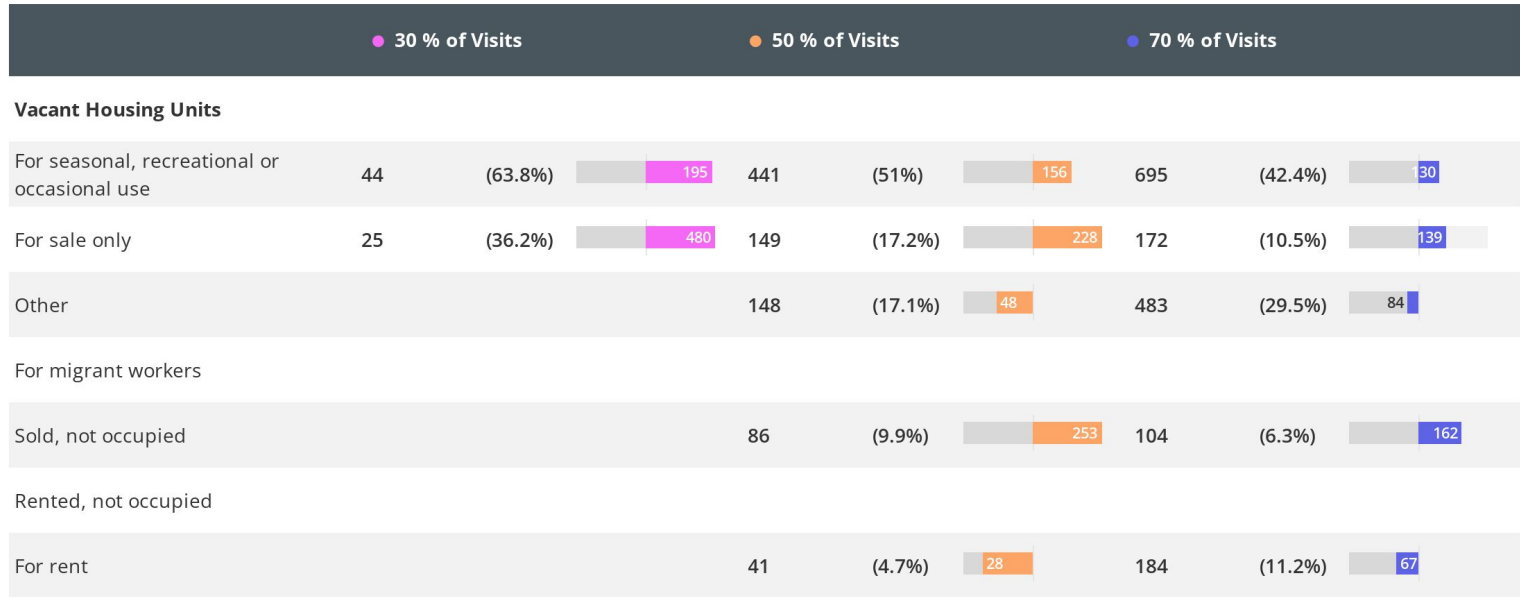
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Wading River Commons

6233 Sound Ave, Wading River, NY 11792

Benchmark: Nationwide



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Wading River Commons

6233 Sound Ave, Wading River, NY 11792

Benchmark: Nationwide

30 % of Visits

50 % of Visits

70 % of Visits

Value of Owner-Occupied Housing Units

Median house value	\$401,948.04		185	\$373,852.2		172	\$326,199.64		150
<\$100K	40	(2.6%)	14	357	(6.8%)	36	471	(3.4%)	18
\$100K - \$200K	43	(2.8%)	10	197	(3.8%)	14	1,377	(10.1%)	37
\$200K - \$300K	317	(20.5%)	104	806	(15.4%)	75	3,857	(28.2%)	144
\$300K - \$400K	371	(24%)	196	1,700	(32.5%)	266	4,292	(31.4%)	257
\$400K - \$500K	154	(9.9%)	140	866	(16.6%)	233	1,681	(12.3%)	173
\$500K - \$1000K	623	(40.2%)	353	1,287	(24.6%)	216	1,903	(13.9%)	122
>\$1000K				18	(<0.5%)	10	78	(0.6%)	17

Types of Housing Units Structure

Single Unit	1,710	(95%)	141	5,953	(91.1%)	135	15,494	(91.6%)	136
Mobile home	90	(5%)	8	461	(7.1%)	114	517	(3.1%)	49
Multi-unit				121	(1.9%)	7	902	(5.3%)	20
Boat, RV, van, etc.									

Health Insurance

Employer based health insurance only	3,810	(69.6%)	149	9,610	(62.9%)	135	25,902	(61.2%)	31
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Wading River Commons

6233 Sound Ave, Wading River, NY 11792

Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
Medicaid/means-tested public coverage only	407	(7.4%)	50	886	(5.8%)	39	3,883	(9.2%)	61
Direct purchase health insurance only	335	(6.1%)	93	683	(4.5%)	68	1,921	(4.5%)	69
Employer based and medicare coverage	326	(6%)	192	1,480	(9.7%)	313	2,940	(7%)	224
Medicare coverage only	164	(3%)	57	612	(4%)	77	1,811	(4.3%)	87
Other coverage combinations	158	(2.9%)	51	852	(5.6%)	99	2,346	(5.5%)	99
Employer based and direct purchase coverage	123	(2.2%)	166	222	(1.5%)	107	581	(1.4%)	102
No health insurance coverage	97	(1.8%)	20	319	(2.1%)	24	947	(2.2%)	25
Medicare and medicaid/means-tested public coverage	51	(0.9%)	41	143	(0.9%)	42	619	(1.5%)	65
With direct purchase and medicare coverage				357	(2.3%)	74	997	(2.4%)	74
Other public only combinations				25	(<0.5%)	34	131	(<0.5%)	65
Other private only combinations				57	(<0.5%)	95	114	(<0.5%)	69
VA Health Care only				35	(<0.5%)	83	77	(<0.5%)	66
TRICARE/military health coverage only							23	(<0.5%)	5

SNAP Households

Non-snap Households	1,646	(95.1%)	108	5,484	(96.7%)	110	14,543	(95.2%)	108
Snap Households	85	(4.9%)	42	186	(3.3%)	28	732	(4.8%)	41

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





Metrics

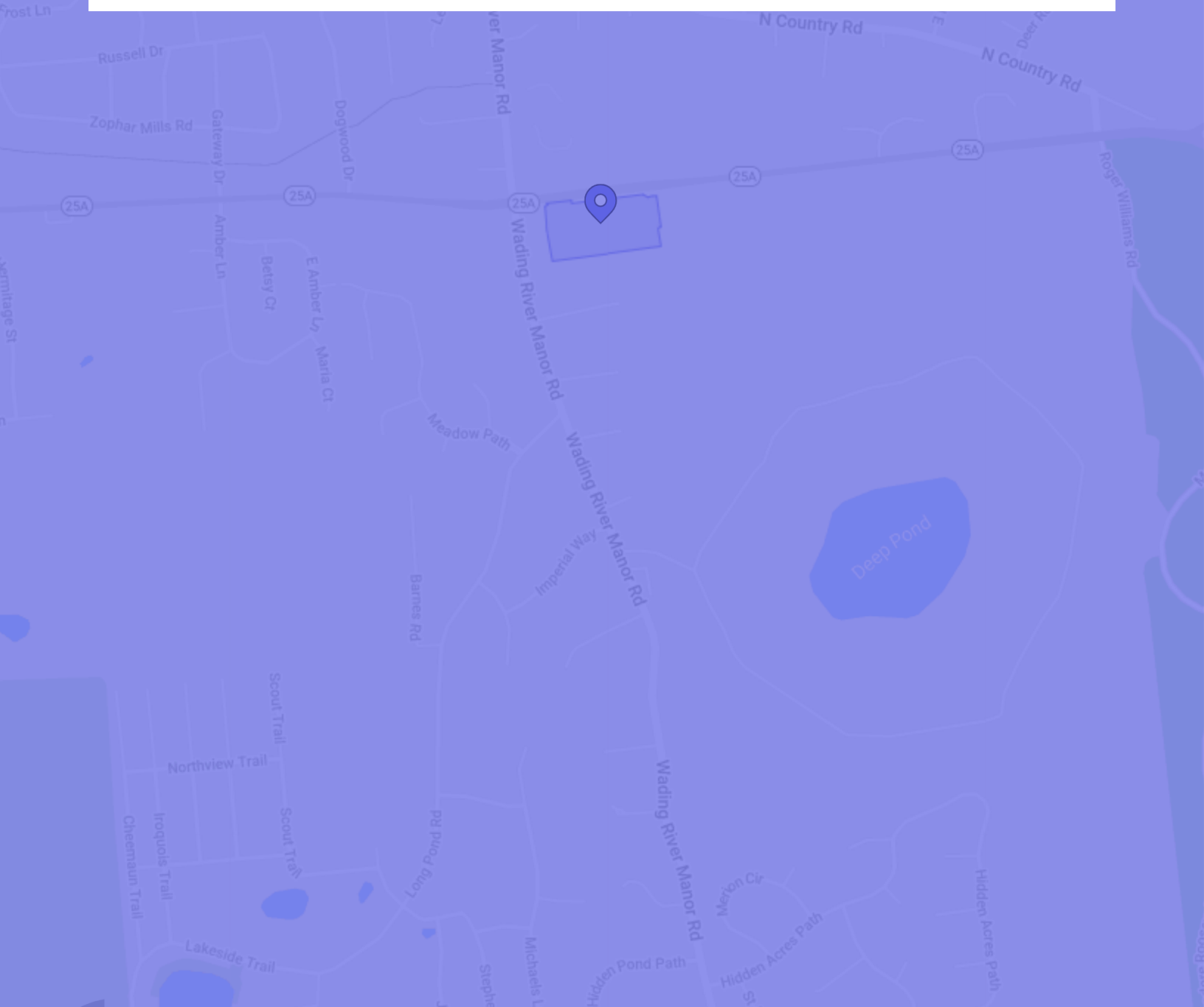
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Property:

WR

Wading River Commons

6233 Sound Ave, Wading River, NY 11792



Metrics

● **Wading River Commons**
6233 Sound Ave, Wading River, NY 11792

Visits	712.8K	Avg. Dwell Time	43 min
Visits / sq ft	N/A	Panel Visits	24.1K
Size - sq ft	N/A (GLA)	Visits YoY	+6.6%
Visitors	111K	Visits Yo2Y	+5%
Visit Frequency	6.42	Visits Yo3Y	+11.6%

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