



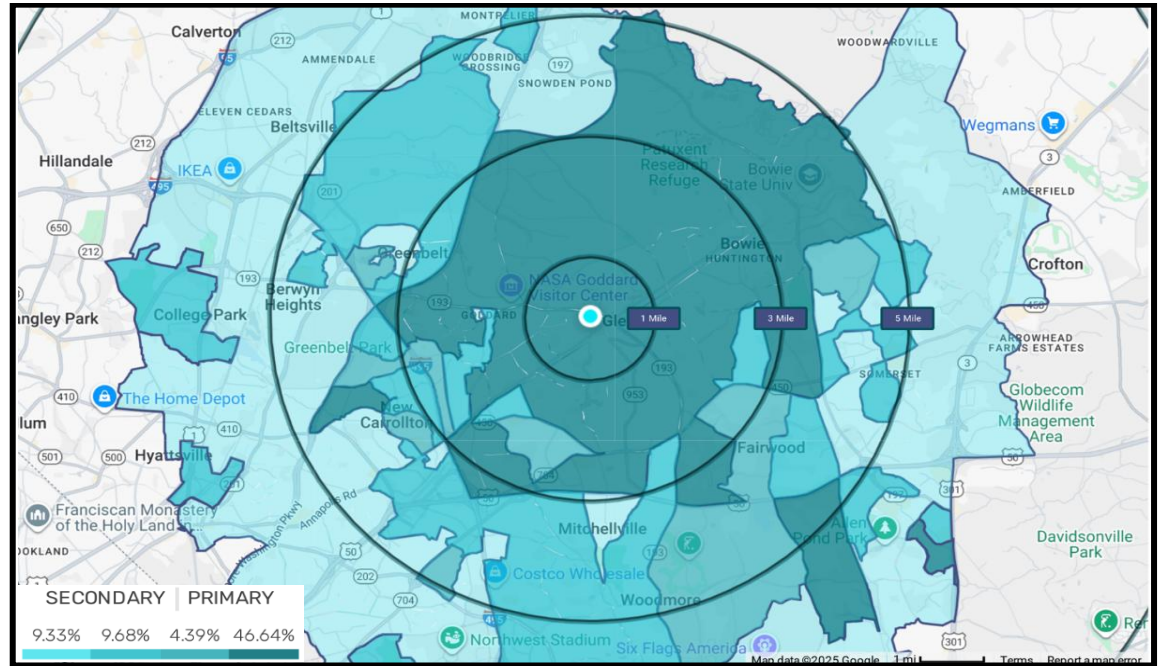
PRIMARY

Eastgate Shopping Center

10505 Greenbelt Road,
Lanham, MD 20706 • 145,706 SF

Location Overview

Total Visits	1.98M
Unique Visitors	101.66K
Average Freq.	19.45
Average Dwell Time	35 Minutes



Category	Sub-Category	Variable	1-Mile Visitors	3-Mile Visitors	5-Mile Visitors
Population	Visitors	Total Visitors	4,283	32,485	46,503
Population	Visitors	Total Households	1,414	10,581	15,050
Income	Household Income	Average Household Income	\$ 103,310	\$ 127,936	\$ 130,694
Income	Household Income	Median Household Income	\$ 95,443	\$ 110,232	\$ 112,724
Income	Household Income	<\$75K	35.3%	25.7%	27.6%
Income	Household Income	\$75K-\$100K	15.9%	17.9%	17.1%
Income	Household Income	\$100K-\$125K	15.0%	9.0%	7.6%
Income	Household Income	\$125K-\$150K	4.7%	6.5%	6.6%
Income	Household Income	\$150K+	29.2%	40.9%	41.1%
Education	Educational Attainment	Bachelor's Degree & Higher	35.0%	40.0%	41.0%
Employment	Occupation	Blue Collar	74.1%	57.3%	58.3%
Employment	Occupation	White Collar	25.9%	42.7%	41.7%