



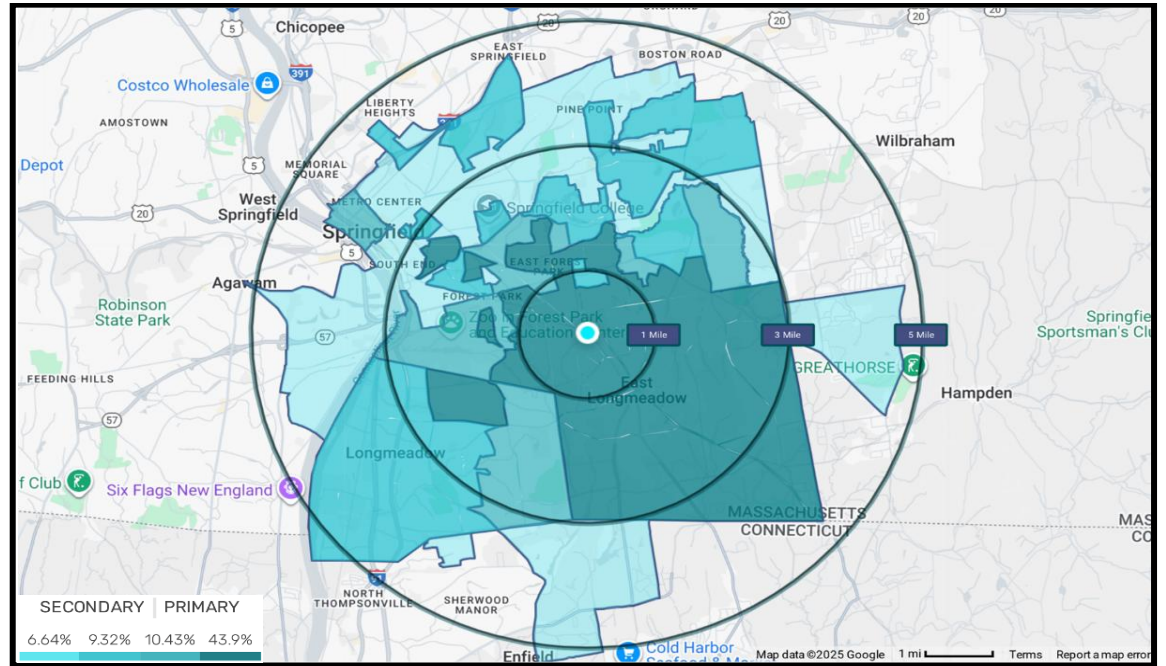
PRIMARY

Heritage Park Plaza

406 North Main Street,
East Longmeadow, MA 01028 • 117,985 SF

Location Overview

Total Visits	2.16M
Unique Visitors	83.02K
Average Freq.	26.06
Average Dwell Time	32 Minutes



Category	Sub-Category	Variable	1-Mile Visitors	3-Mile Visitors	5-Mile Visitors
Population	Visitors	Total Visitors	8,562	39,999	49,472
Population	Visitors	Total Households	3,397	15,444	19,101
Income	Household Income	Average Household Income	\$ 97,661	\$ 99,712	\$ 101,182
Income	Household Income	Median Household Income	\$ 85,459	\$ 81,157	\$ 81,822
Income	Household Income	<\$75K	41.2%	47.2%	50.4%
Income	Household Income	\$75K-\$100K	21.4%	15.9%	15.0%
Income	Household Income	\$100K-\$125K	8.1%	6.8%	6.6%
Income	Household Income	\$125K-\$150K	5.1%	4.7%	4.5%
Income	Household Income	\$150K+	24.3%	25.3%	23.4%
Education	Educational Attainment	Bachelor's Degree & Higher	33.0%	31.0%	29.0%
Employment	Occupation	Blue Collar	52.5%	60.5%	55.9%
Employment	Occupation	White Collar	47.5%	39.6%	44.1%