



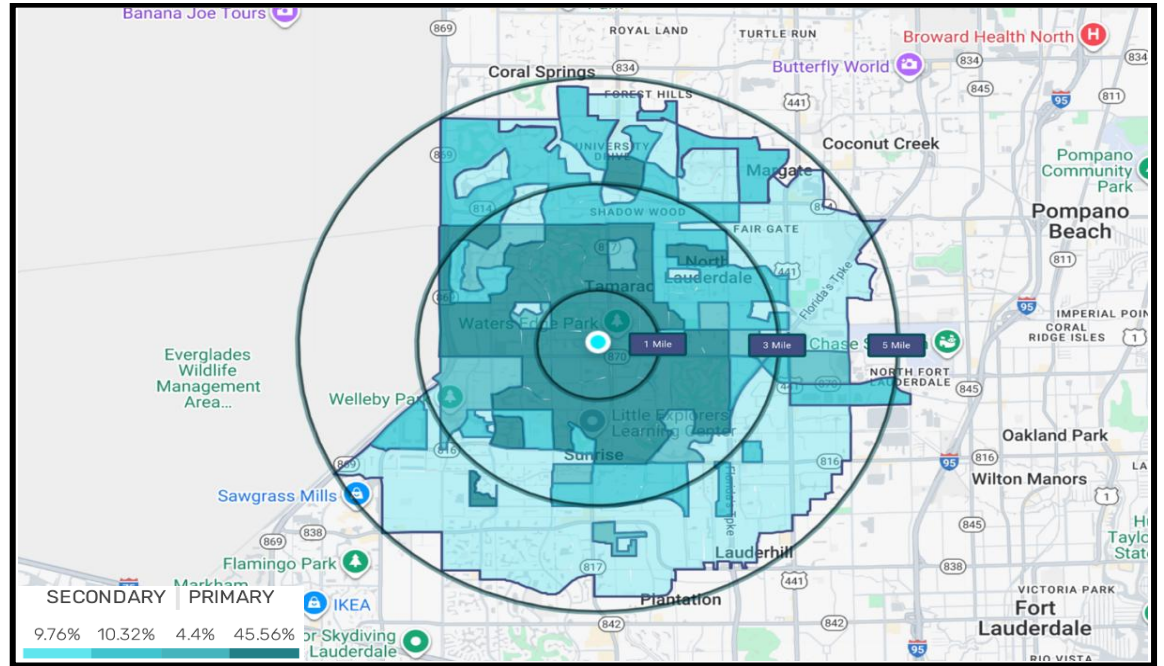
PRIMARY

Midway Plaza

5701 N. University Drive,
Tamarac, FL 33321 • 253,050 SF

Location Overview

Total Visits	2.27M
Unique Visitors	146.49K
Average Freq.	15.5
Average Dwell Time	35 Minutes



Category	Sub-Category	Variable	1-Mile Visitors	3-Mile Visitors	5-Mile Visitors
Population	Visitors	Total Visitors	14,083	48,499	111,123
Population	Visitors	Total Households	6,643	22,877	52,416
Income	Household Income	Average Household Income	\$ 71,906	\$ 82,775	\$ 83,339
Income	Household Income	Median Household Income	\$ 62,190	\$ 68,645	\$ 68,794
Income	Household Income	<\$75K	56.3%	52.8%	50.9%
Income	Household Income	\$75K-\$100K	15.6%	19.1%	18.5%
Income	Household Income	\$100K-\$125K	7.3%	6.7%	6.7%
Income	Household Income	\$125K-\$150K	3.8%	4.0%	4.0%
Income	Household Income	\$150K+	17.0%	17.4%	19.8%
Education	Educational Attainment	Bachelor's Degree & Higher	32.0%	28.0%	29.0%
Employment	Occupation	Blue Collar	65.8%	62.5%	60.4%
Employment	Occupation	White Collar	34.2%	37.6%	39.6%