



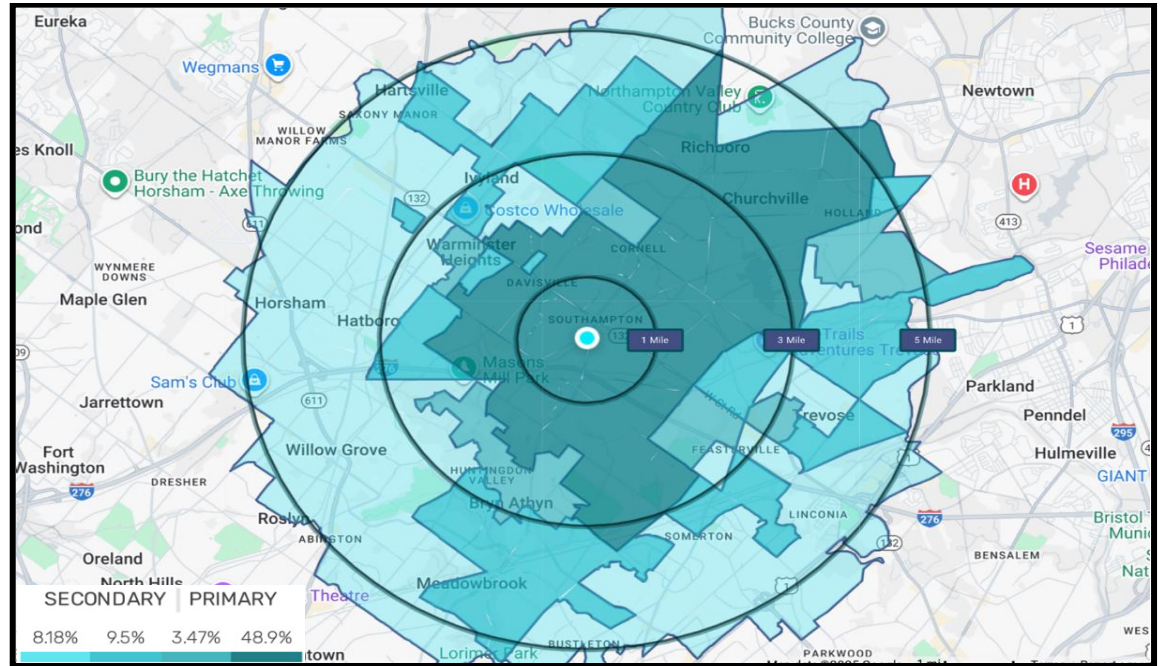
PRIMARY

Southampton Shopping Center

466 Second Street Pike,
Southampton, PA 18966 • 174,689 SF

Location Overview

Total Visits	2.7M
Unique Visitors	151.74K
Average Freq.	17.81
Average Dwell Time	32 Minutes



Category	Sub-Category	Variable	1-Mile Visitors	3-Mile Visitors	5-Mile Visitors
Population	Visitors	Total Visitors	5,058	53,254	103,918
Population	Visitors	Total Households	2,331	19,507	38,205
Income	Household Income	Average Household Income	\$ 102,764	\$ 144,585	\$ 143,879
Income	Household Income	Median Household Income	\$ 91,398	\$ 114,826	\$ 114,127
Income	Household Income	<\$75K	36.9%	30.5%	33.2%
Income	Household Income	\$75K-\$100K	23.0%	15.3%	15.6%
Income	Household Income	\$100K-\$125K	6.4%	7.1%	6.9%
Income	Household Income	\$125K-\$150K	4.7%	5.4%	5.5%
Income	Household Income	\$150K+	29.1%	41.6%	38.7%
Education	Educational Attainment	Bachelor's Degree & Higher	33.0%	41.0%	42.0%
Employment	Occupation	Blue Collar	58.9%	63.6%	62.0%
Employment	Occupation	White Collar	41.1%	36.4%	38.0%