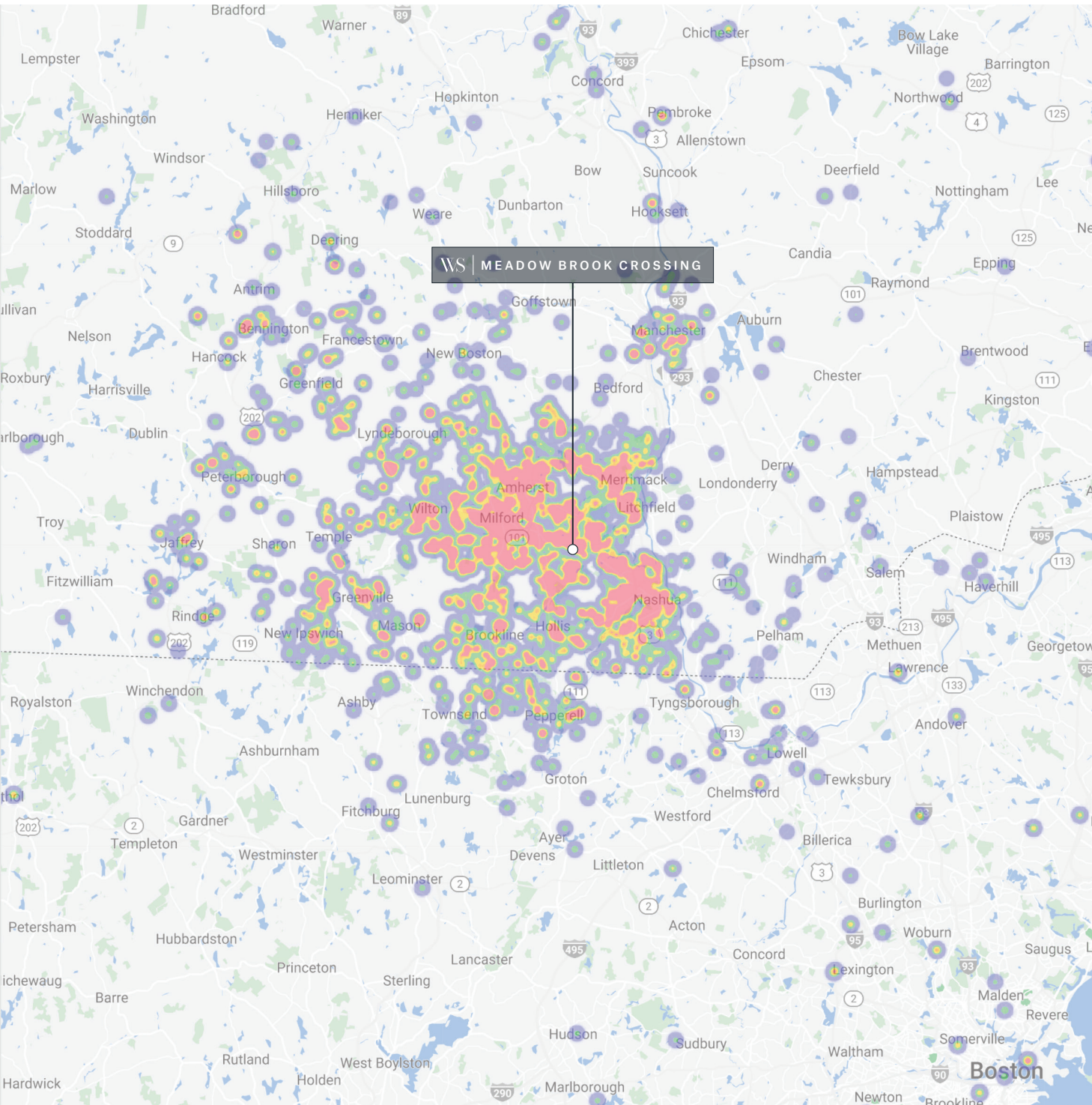


WS | Amherst: Trade Area & Customer



Meadow Brook Crossing's trade area includes the south central part of New Hampshire, and communities just over the Massachusetts border. The shopping center pulls the largest percentage of traffic from nearby population dense areas including Nashua and Merrimack.

50% of Meadow Brook Crossing's customers make an HHI of **over \$100K**

44% of visits come from customers who visit **10x ANNUALLY**

Average length of stay at Meadow Brook Crossing is **ONE HOUR**

VOLUME OF VISITS



Heat Map shows home locations for customers who visit 3+ times a year. Gradient demonstrates where the greatest volume of customers who visit 3+ times a year live.

Source: Placer.ai, 2023