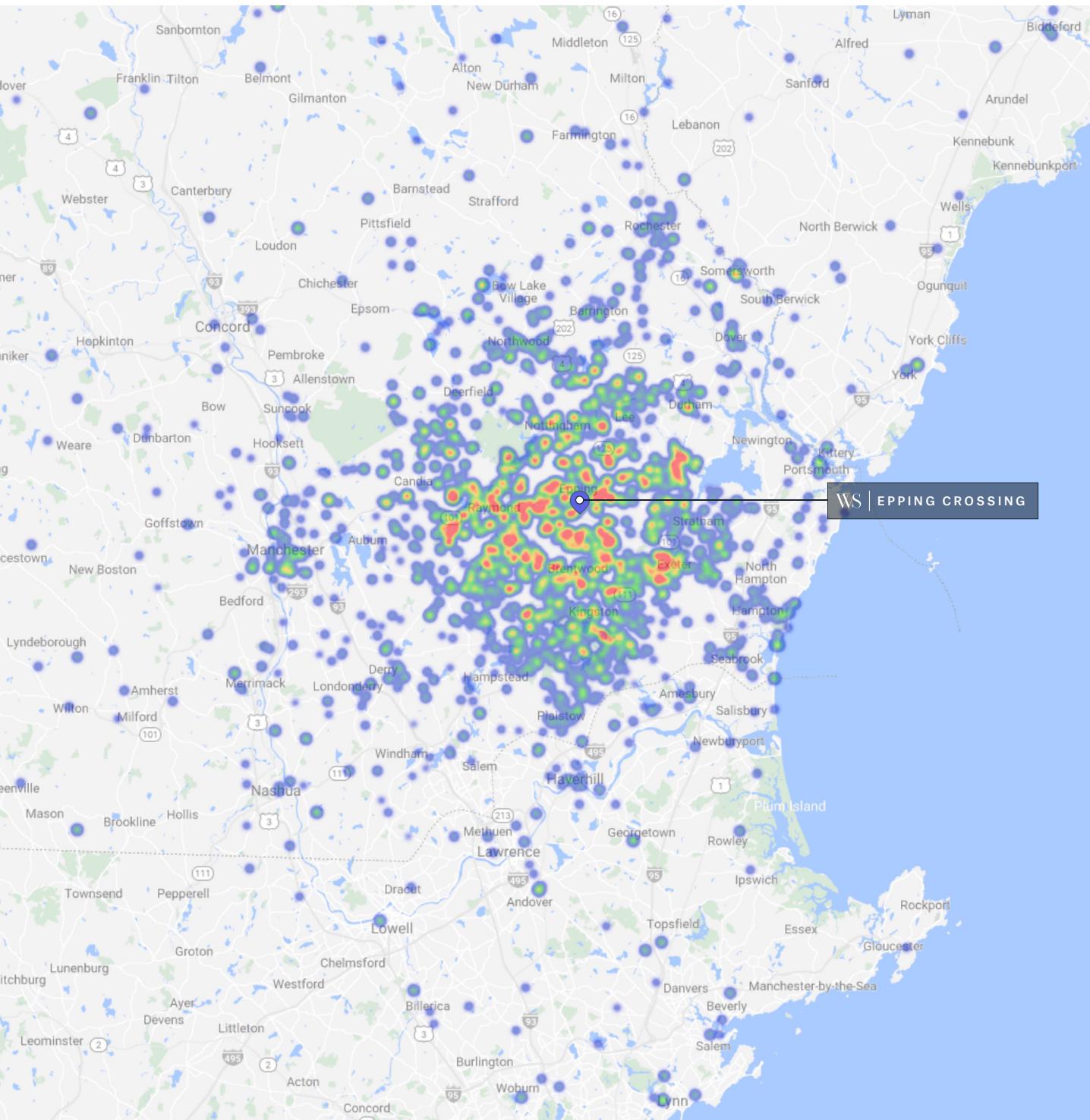


# WS | Epping: Trade Area & Customer



Epping Crossing's trade area spans across **population dense cities including Portsmouth and Manchester**, while also serving the coastal communities of southeastern New Hampshire, reaching a total of nearly 570,000 customers.

**Loyal and affluent customers** frequent the conveniently located center to shop anchor tenants Lowe's and Walmart for their daily needs.

**41%** of Epping Crossing's customers have a household income of **over \$100K**

**72%** of visits come from customers who visit **10+ TIMES ANNUALLY**

**36%** of visits come from customers who visit **30+ TIMES ANNUALLY**

## FREQUENCY OF VISITS



\* Source: Placer.ai. Map depicts Trade Area based on home locations of customers who visited 3x or more in 2019.