

Trade Area

The Hub of the Souhegan Valley- All roads lead to the Milford Oval

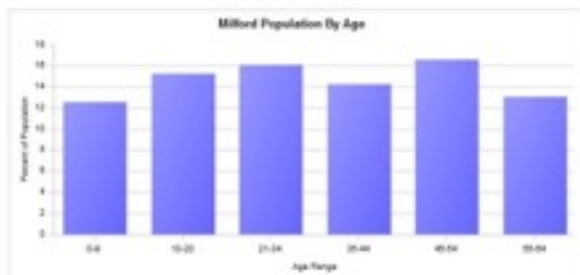
DEMOGRAPHICS

With a wide variety of places to shop, to dine, to work, to reside, and to recreate, Milford is a great example of a convenient yet tradition-rich modern New England town. Although Milford has a population of 15,232, the town is the central business hub of the eleven towns that comprise the Souhegan Valley region:

- *As the hub of the Souhegan Valley, Milford serves a population of over 60,000 from surrounding towns.
- *State Roads 101 and 101A and Routes 13 and 122, provide convenient traffic routes into Milford.
- *Milford has a thriving area population, and higher than average household incomes.
- *The eight towns in the immediate Milford vicinity all exhibit desirable market segments.

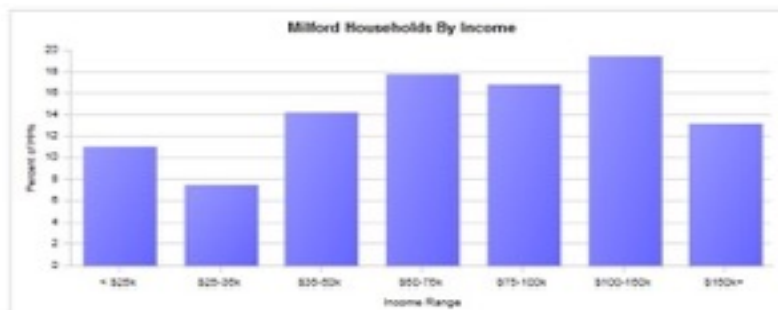
The table below details the demographics of the primary market of the festival.

	Amherst	Brookline	Hollis	Lyndeborough	Merrimack	Milford	Mont Vernon	Wilton	Median Region
Population	11,291	5,026	7,711	1,673	25,609	15,232	2,580	3,665	72,787
Median Age	45.4	39.1	47.3	46	41.4	39.4	44	42.9	43.2
Median Income	\$117,200	\$99,400	\$108,000	\$74,300	\$85,600	\$74,300	\$94,800	\$71,000	\$90,575
Consumer Spend \$/HH	\$73,398	\$68,728	\$72,073	\$54,738	\$62,936	\$57,193	\$66,561	\$56,592	\$64,027



Source: Nielsen Pop-Facts® Demographics 2013

The most prominent demographic segments* residing in Milford are:



Source: Nielsen Pop-Facts® Demographics 2013

***According to Claritas PRIZM Market Segmentation**

Bordering the picturesque Monadnock Region, close to the urban centers of Nashua and Manchester and an hour's drive from the Seacoast, White Mountains and Boston, the Souhegan Valley is conveniently located to all. And within the heart of the valley lies the Oval, Milford's historical and charming town center.

As the most populated town in the valley and home to the 5th largest employer in the State, Hitchiner Manufacturing, Milford draws commuters and shoppers from over 19 surrounding towns. A new store opening in downtown Milford has immediate access to 64,287 potential customers residing in the primary trade area and an additional 83,438 potential customers living in the secondary trade area.

Primary & Secondary Trade Area Defined By Commuting Patterns

	Millford	Primary Trade Area (including Milford)	Secondary Trade Area (including Primary Trade Area)	Hillsborough County	State of NH
2010 Population	15,100	64,287	147,725	401,397	1,315,000
2020 Projected Population*	15,188	70,880	170,460	446,590	1,470,012



Primary Trade Area
Defined as 40% or more of the total commuting population who commute to Milford**

Secondary Trade Area
Defined as 10 to 39% of the total commuting population who commute to Milford**



Aerial photo of the Milford Oval
Photographed by John Stevens

* "Municipal Population Projections 2010 to 2030," NH Office of Energy & Planning, January 2007.
** 2000 Census