

VALPAK of WESTERN MASS

2018 Mailing Schedule

NTA MKT	NTA / Market Description	NTA / Market Zip Codes	Mail Qty	% College	HH With Child+	Avg Home Value	Avg HH Income	% HH Marr	% White Collar	Single Fam Dwell
3537AB	Amherst	01002, 01007	10,000	53.2%	30.4%	\$340,622	\$92,968	40.1%	68.4%	93.1%
3537AF	Agawam\Feeding Hills	01001, 01030	10,000	29.6%	28.1%	\$269,871	\$82,564	47.9%	63.4%	93.8%
3537CNS	Chicopee	01013, 01020, 01104	10,000	20.1%	25.8%	\$198,824	\$69,956	43.7%	56.8%	92.2%
3537EH	EASTHAMPTON	01027, 01073	10,000	31.3%	25.8%	\$288,189	\$76,234	49.3%	66.4%	80.1%
3537FPE	Forest Park/E Forest Park/ E. Longmeadow	01028, 01106, 01108, 01118	10,000	32.2%	31.4%	\$196,431	\$77,243	38.9%	62.4%	95.2%
3537HYS	Holyoke	01040, 01075	10,000	34.9%	26.1%	\$266,212	\$83,301	40.8%	66.2%	89.6%
3537LE	Longmeadow/East Longmeadow	01028, 01106	10,000	51.5%	35.2%	\$357,984	\$127,614	56.1%	75.4%	99.8%
3537LG	Granby	01033, 01056	10,000	24.7%	29.7%	\$270,241	\$84,808	51.6%	59.5%	94.9%
3537NH	NORTHAMPTON	01053, 01060, 01062	10,000	54.7%	23.3%	\$348,654	\$82,825	33.4%	73.9%	70.8%
3537SA	Springfield\Sixteen Acres	01109, 01119, 01128, 01129	10,000	23.7%	32.2%	\$173,470	\$66,288	36.8%	55.2%	93.1%
3537WFS	Westfield	01077, 01085	10,000	36.9%	30.4%	\$307,925	\$104,062	46.7%	66.9%	100.0%
3537WHP	Wilbraham/Hampden/Portion of Springfield	01036, 01057, 01069, 01095	10,000	36.1%	32.8%	\$310,075	\$103,564	52.8%	62.8%	99.9%
3537WS	West Springfield	01089	10,000	30.1%	26.8%	\$258,849	\$72,463	41.4%	64.2%	76.7%