

Port Charlotte Town Center

PORT CHARLOTTE, FLORIDA



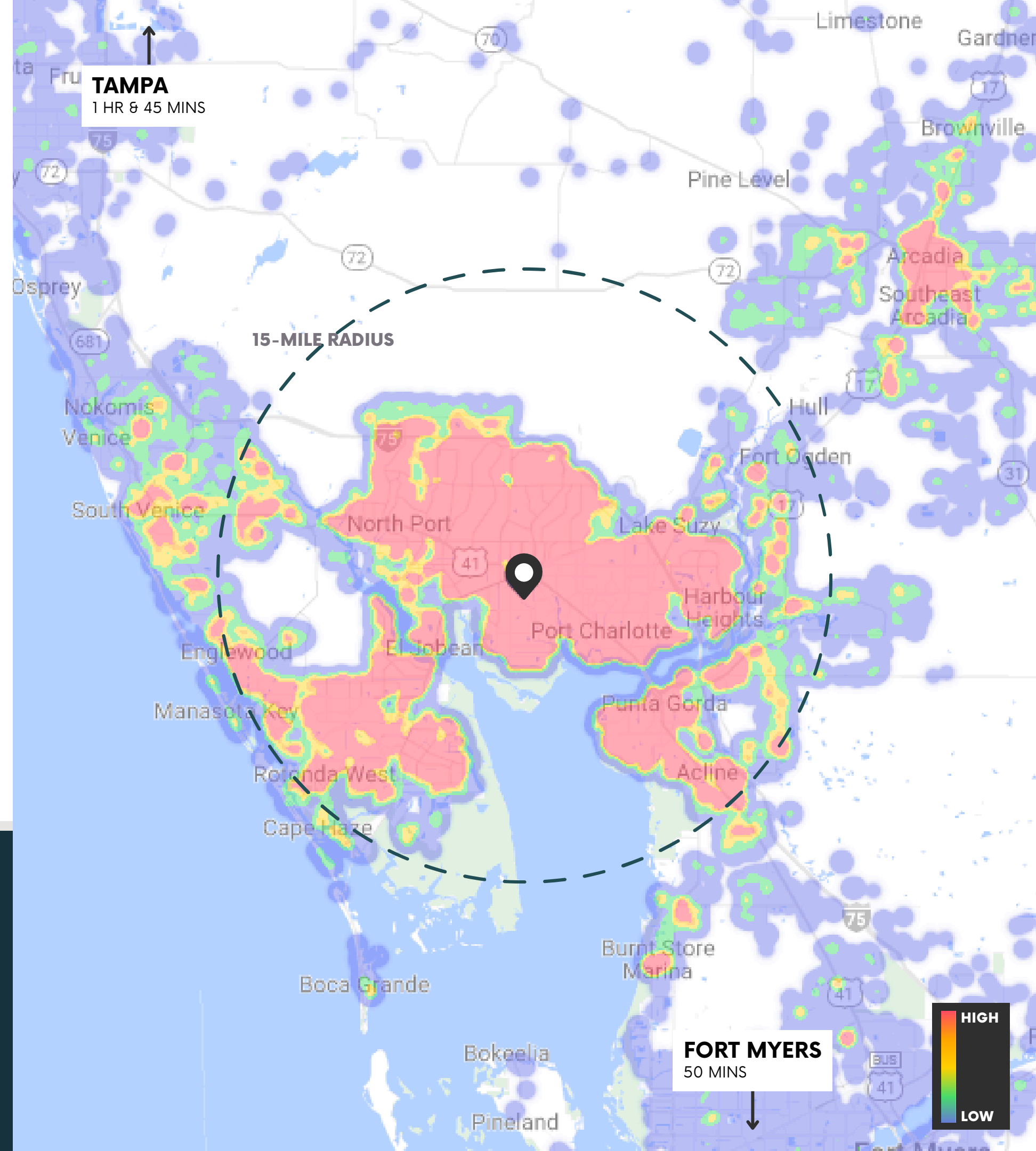
TRAFFIC DATA

Annual Visits **1.9M**
 Annual Avg. Visit Frequency **4.26**
 Avg. Dwell Time **71 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population	206,716	Average HHI	\$81,644
Daytime Population	1.2M	HHI \$75K-\$100K	13%
Households	87,631	College Degree+	57%
Family Households	57,315		
Baby Boomers	34%		

MORE THAN 26,565 FAMILY HOUSEHOLDS
 WITHIN A 5 MILE RADIUS OF PORT CHARLOTTE TOWN CENTER



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Avg. Discretionary Income **\$45,960**
Discretionary Income \$50K-\$75K **21%**

PSYCHOGRAPHICS

Suburban Boomers **19%**
Empty-nesting middle-class boomers living in suburbs.

Rural Average Income **19%**
Ruralites living in areas with low population making average incomes.



91% OF OUR CUSTOMER VISITS ARE LOYAL MAKING PORT CHARLOTTE TOWN CENTER THEIR GO-TO SHOPPING DESTINATION



HOME TO MANY
BEST-IN-CLASS BRANDS



NATIONAL LEASING

DEEDEE SHASHY
DSHASHY@CENTENNIALREC.COM
205.795.4144

LOCAL LEASING & BUSINESS DEVELOPMENT

DIANA DANIEL
DDANIEL@CENTENNIALREC.COM
239.218.8718

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HEIDI KEMPF
HKEMPF@CENTENNIALREC.COM
813.333.3993

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