

# Port Charlotte Town Center

PORT CHARLOTTE, FLORIDA





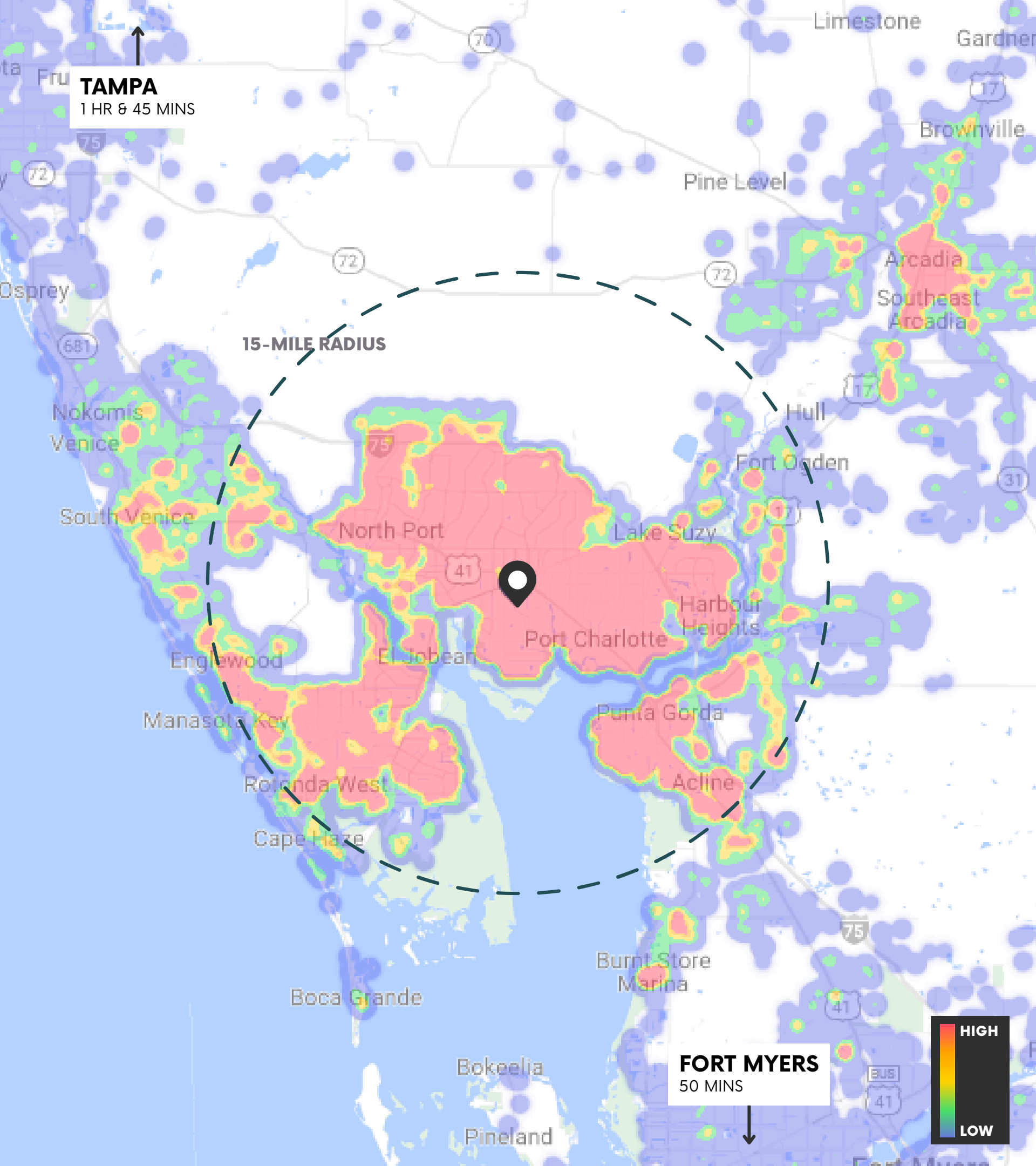
# TRAFFIC DATA

Annual Visits	1.9M
Annual Avg. Visit Frequency	4.14
Avg. Dwell Time	71 MINS

## TRUE TRADE AREA DEMOGRAPHICS

Population	210,079	Average HHI	\$86,711
Daytime Population	220,472	HHI \$75K-\$100K	14%
Households	89,247	College Degree+	59%
Family Households	59,280		
Baby Boomers	39%		

MORE THAN 27,700+ FAMILY HOUSEHOLDS  
WITHIN A 5 MILE RADIUS OF PORT CHARLOTTE TOWN CENTER





# CORE CUSTOMER INSIGHTS

## SPENDING PATTERNS

Household Income \$100K-\$150K	17%
Avg. Discretionary Income	\$51,035
Discretionary Income \$50K-\$75K	19%

## PSYCHOGRAPHICS

Suburban Boomers	19%
Empty-nesting middle-class boomers living in suburbs.	
Budget Boomers	19%
Empty-nesters near or at retirement age living on savings.	



90% 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**

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Port Charlotte  
Town Center

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