

# Port Charlotte Town Center

PORT CHARLOTTE, FLORIDA



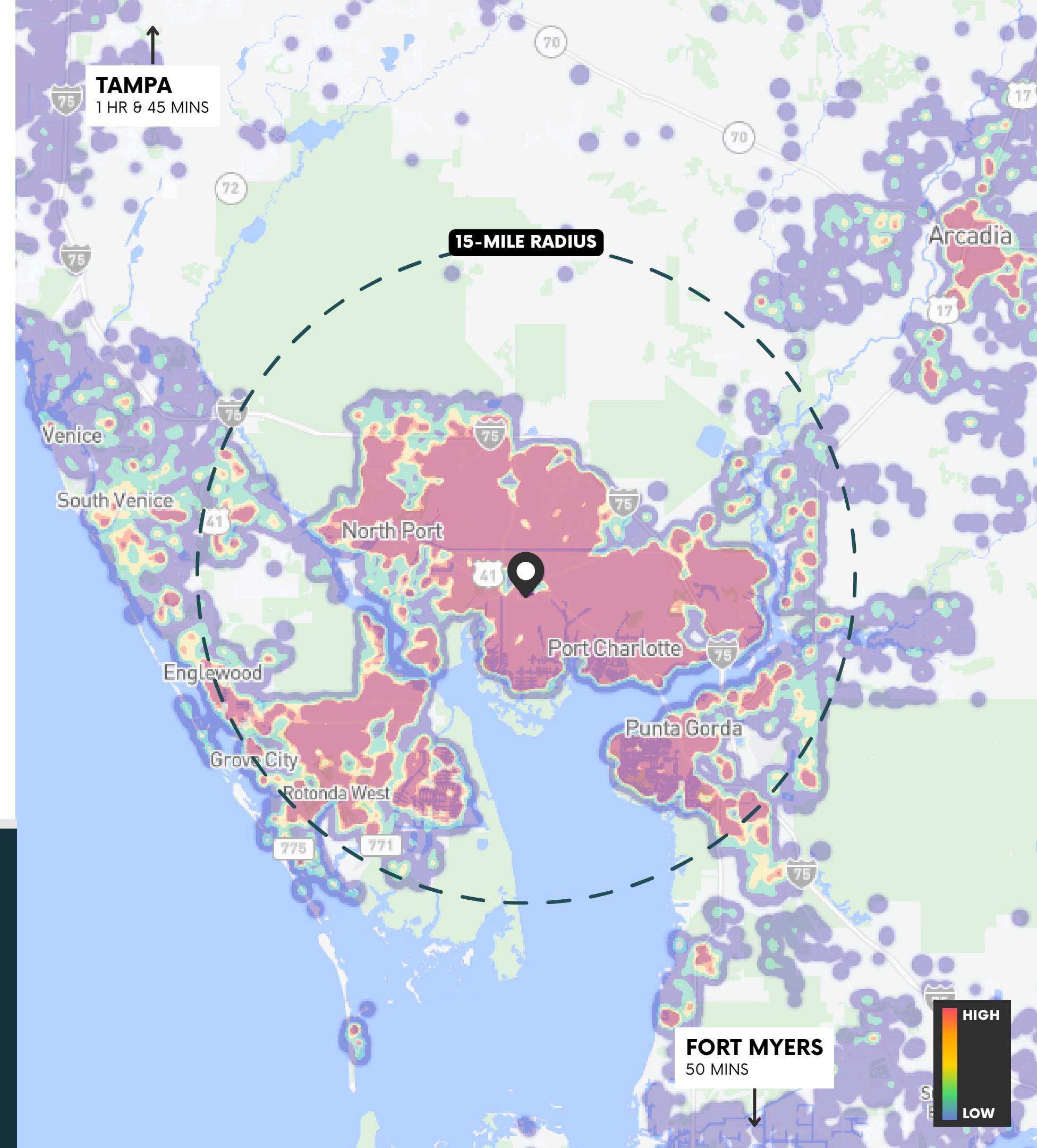
# TRAFFIC DATA

Annual Visits **1.9M**  
Annual Avg. Visit Frequency **4.2**  
Avg. Dwell Time **70 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population	<b>203,879</b>	Average HHI	<b>\$86,883</b>
Households	<b>85,785</b>	HHI \$75K-\$100K	<b>14%</b>
Family Households	<b>57,623</b>	College Degree+	<b>59%</b>
Baby Boomers	<b>34%</b>		

**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	\$51,303
Discretionary Income \$50K-\$75K	20%

## PSYCHOGRAPHICS

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



90% OF OUR CUSTOMER VISITS ARE **LOYAL** MAKING PORT CHARLOTTE TOWN CENTER THEIR **GO-TO SHOPPING DESTINATION.**



HOME TO MANY  
**BEST-IN-CLASS BRANDS**



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Town Center

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