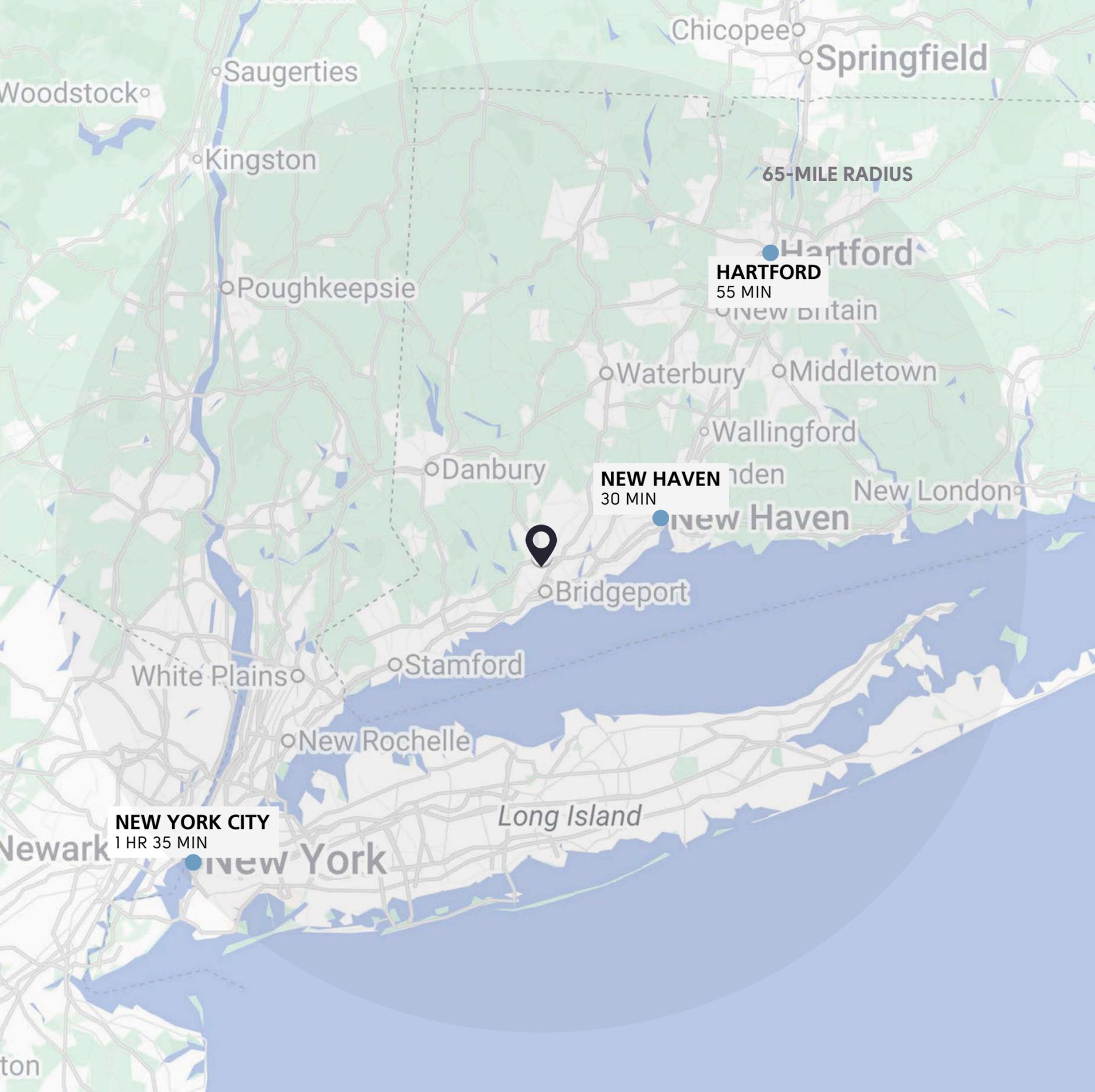




Trumbull Mall

TRUMBULL | CONNECTICUT





FAIRFIELD COUNTY, CONNECTICUT

FAIRFIELD COUNTY IS THE
MOST POPULOUS
COUNTY IN CONNECTICUT



TRUMBULL FAIRFIELD COUNTY

Trumbull is located in Fairfield County, Connecticut— a region notable for its **economic strength**, **affluent communities**, and **strategic proximity to New York City**.

Encompassing many large cities such as Stamford, Greenwich, Bridgeport, Danbury, and Norwalk, **Fairfield County is the largest county in the state with more than 943,800 residents**.

Fairfield County is a **significant economic hub for northeastern U.S.** due to its strategic location near New York City, a highly educated workforce, and an array of industries.

Hosting several major corporations, major industry drivers include **financial services and hedge funds**, **advanced manufacturing and technology**, and **logistics and e-commerce**.



\$ \$79.2B
IN ANNUAL GDP- RANKING WITHIN
THE TOP 50 U.S. COUNTIES

\$ \$51%
HIGHER AVERAGE HHI OF **\$113,099**
VS. THE NATIONAL AVERAGE

PROPERTY AERIAL

MORE THAN
117,718 CPD



MERRITT PKWY 80,533 CPD

MADISON AVE 6,200 CPD

MAIN ST 22,422 CPD

OLD TOWN RD 8,563 CPD



JC Penney



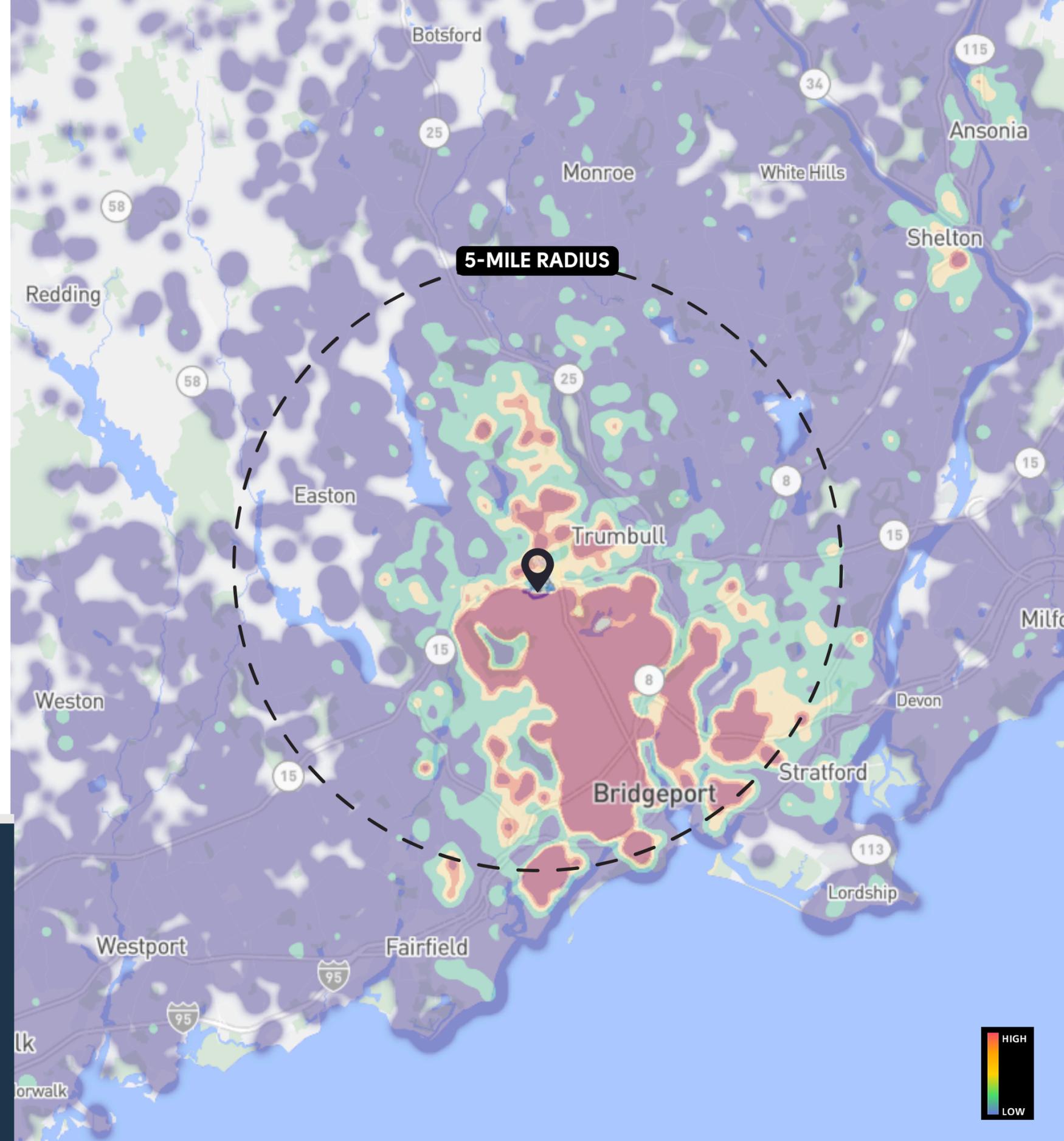
TRAFFIC DATA

Annual Visits **5.4M**
Annual Avg. Visit Frequency **6.6**
Avg. Dwell Time **56 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population	290,355	Average HHI	\$102,169
Households	106,000	HHI \$150K-\$200K	8%
Family Households	68,879	HHI \$200K+	12%
Average Age	37	College Degree+	54%
Millennials	20%		
Gen X	20%		
Baby Boomers	22%		

WITHIN A 5 MILE RADIUS OF TRUMBULL MALL
MORE THAN 14,200 HOUSEHOLDS
EARN \$200K OR MORE IN ANNUAL HHI



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$250K+	5%	+
Avg. Discretionary Income	\$56,537	
Discretionary Income \$125K-\$150K	8%	+

ABOVE
U.S. AVERAGE

PSYCHOGRAPHICS

Near-Urban Diverse Families Middle-class diverse families living in urban or near-urban areas.	19%
Ultra Wealthy Families The nation's wealthiest families.	14%
Young Professionals Well-educated young professionals starting their careers in white-collar or technical jobs.	12%



94% OF OUR CUSTOMER VISITS ARE LOYAL MAKING TRUMBULL MALL THEIR GO-TO SHOPPING DESTINATION.



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