

# Port Charlotte Town Center

PORT CHARLOTTE, FLORIDA

 **Centennial**  
Powered by Lincoln



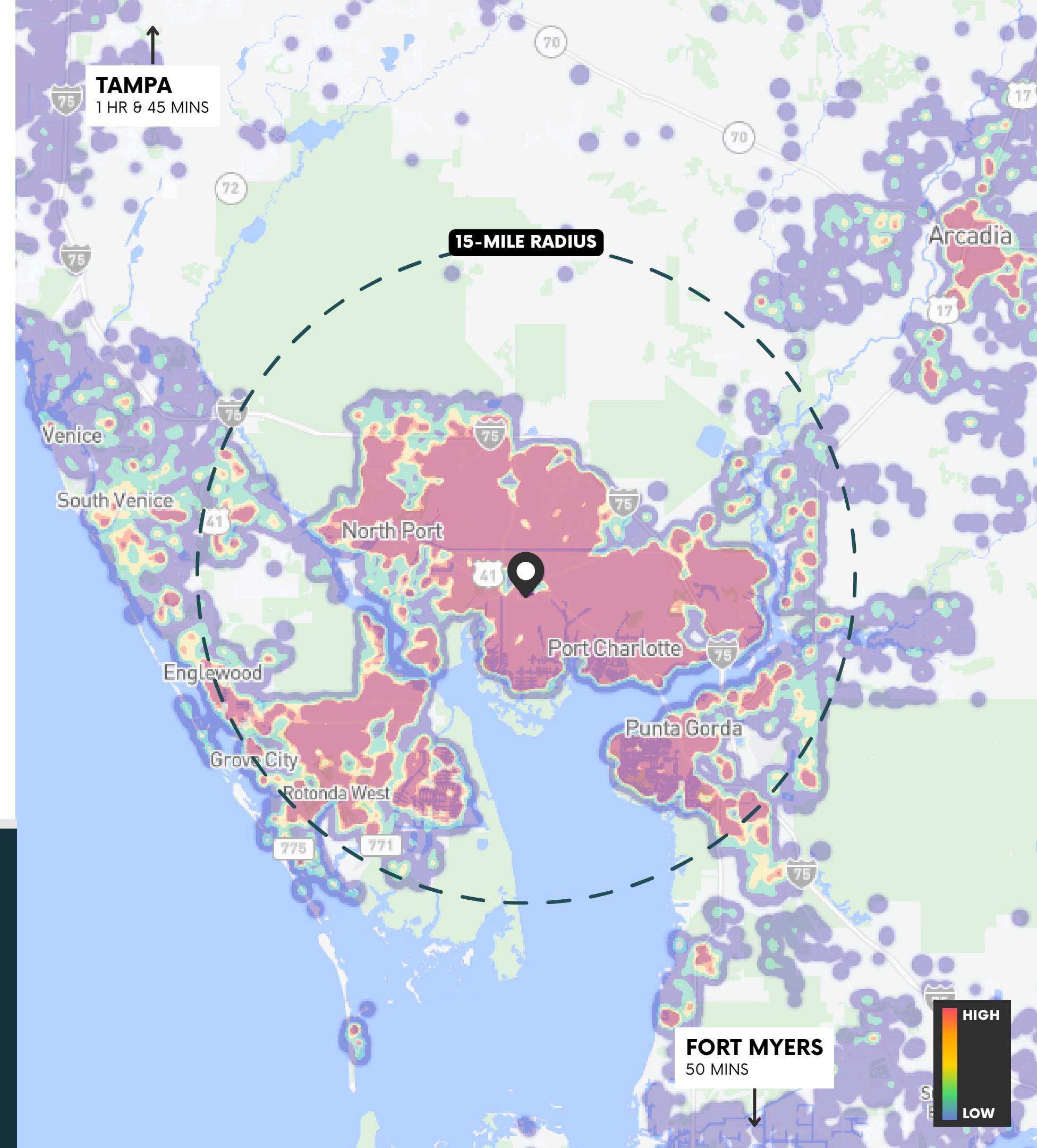
# TRAFFIC DATA

Annual Visits **1.9M**  
Annual Avg. Visit Frequency **4.2**  
Avg. Dwell Time **72 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

|                   |                |                  |                 |
|-------------------|----------------|------------------|-----------------|
| Population        | <b>203,813</b> | Average HHI      | <b>\$89,743</b> |
| Households        | <b>81,342</b>  | HHI \$75K-\$100K | <b>15%</b>      |
| Family Households | <b>58,730</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    | 19%      |
| Avg. Discretionary Income         | \$61,153 |
| Discretionary Income \$75K-\$100K | 15%      |

## PSYCHOGRAPHICS

|  |     |
|--|-----|
| Budget Boomers<br>Empty-nesters near or at retirement age living on savings.   | 17% |
| Suburban Boomers<br>Empty-nesting middle-class boomers living in suburbs.  | 15% |
| Rural High Income<br>Prosperous ruralites enjoying the outdoors and working in white-collar, farm, and blue-collar jobs. | 14% |



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**

RYAN TOPPEL  
RTOPPEL@CENTENNIALREC.COM  
972.849.2566

**LOCAL LEASING & BUSINESS DEVELOPMENT**

DIANA DANIEL  
DDANIEL@CENTENNIALREC.COM  
239.218.8718

**NATIONAL POP UPS, ADVERTISING, SPONSORSHIPS  
& EVENT TOURS**

HEIDI KEMPF  
HKEMPF@CENTENNIALREC.COM  
813.333.3993

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Town Center

 PORTCHARLOTTETOWNCENTER.COM

