

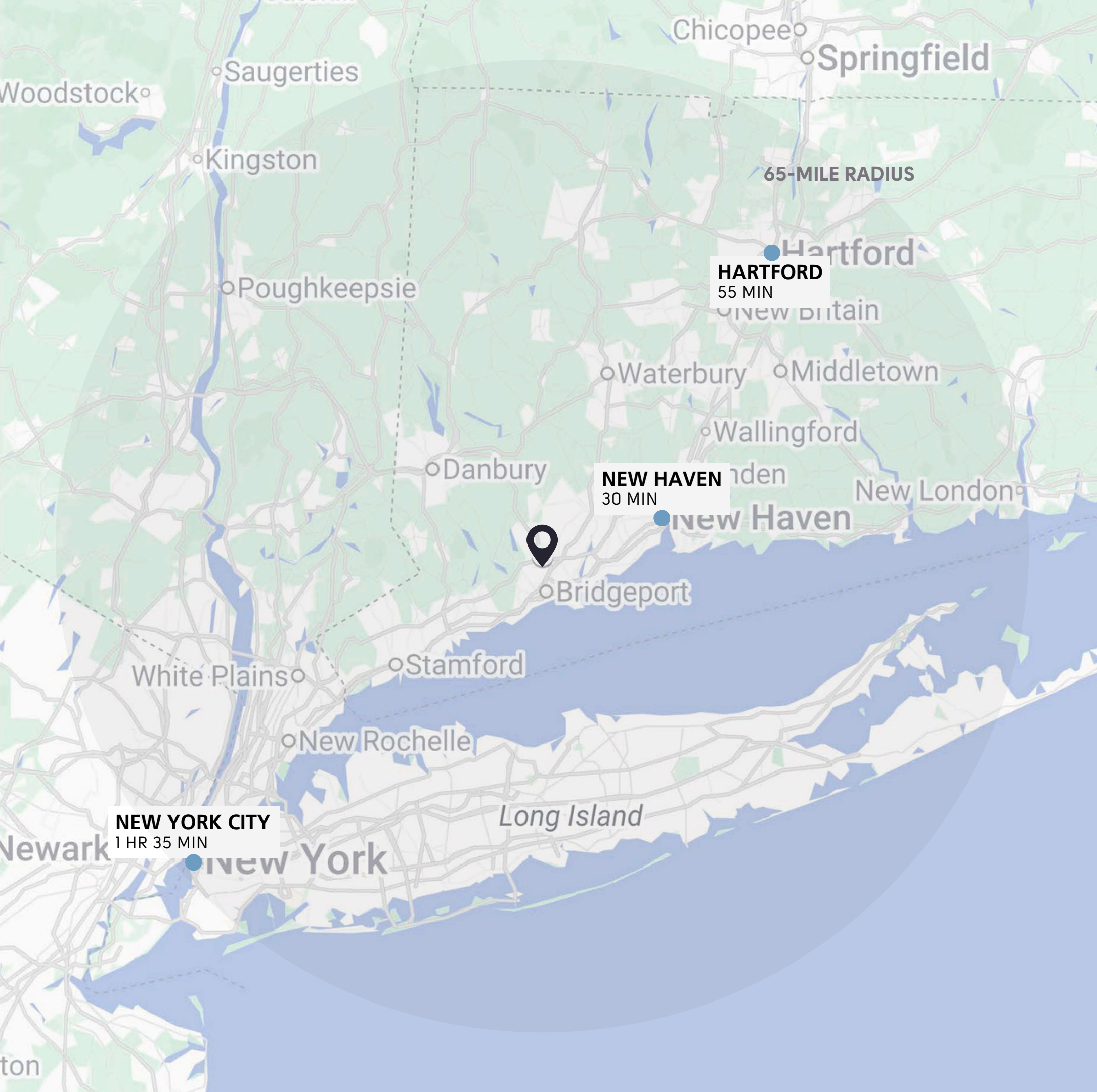


Trumbull Mall

TRUMBULL | CONNECTICUT

 **Centennial**
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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
112,626 CPD



MERRITT PKWY 80,324 CPD

MADISON AVE 5,168 CPD

MAIN ST 20,514 CPD

OLD TOWN RD 6,619 CPD

LA|FITNESS

★macy's

H&M



JCPenney

The Cheesecake Factory



TARGET

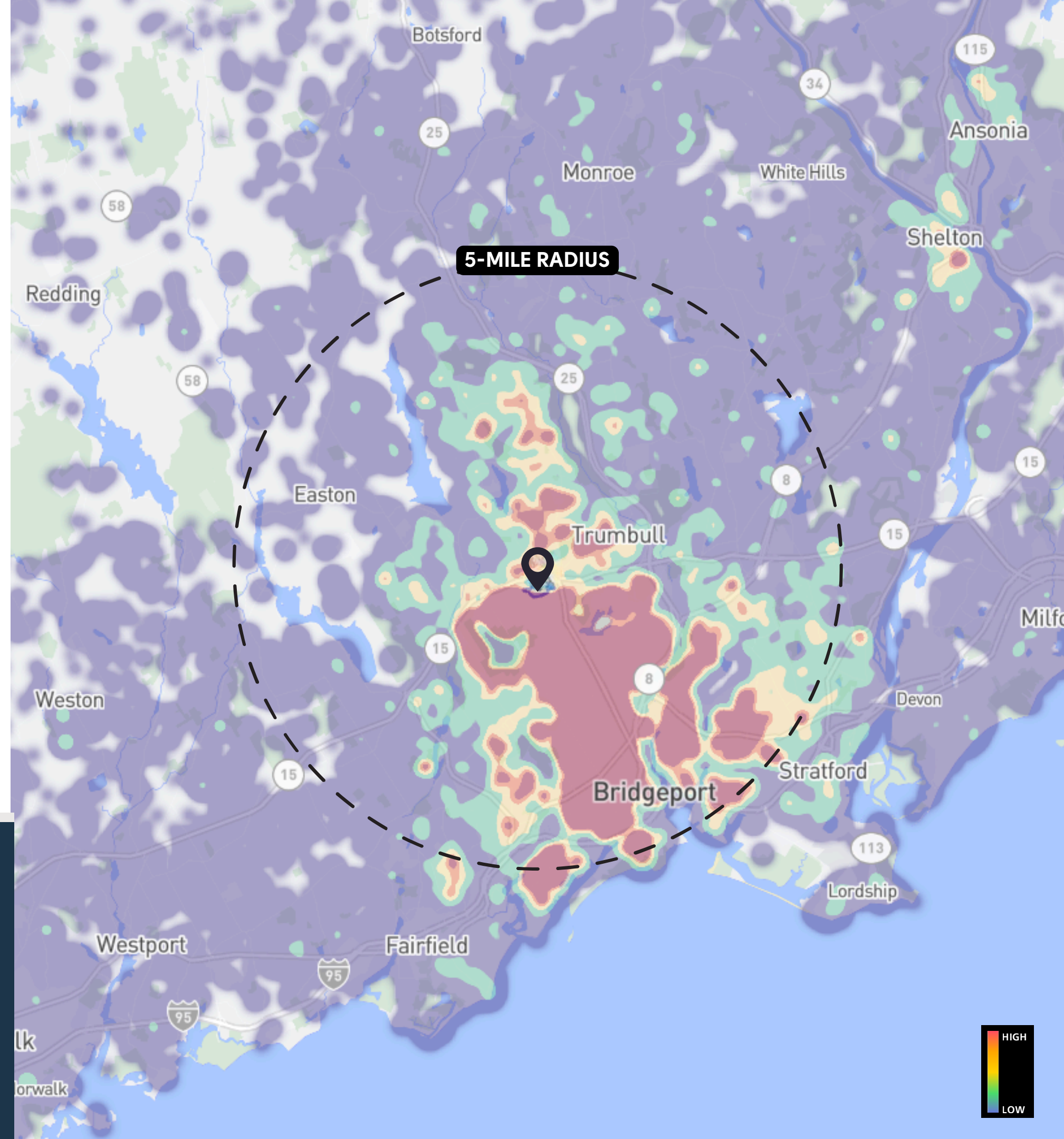
TRAFFIC DATA

Annual Visits **5.2M**
Annual Avg. Visit Frequency **6.3**
Avg. Dwell Time **55 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population	350,013	Average HHI	\$109,000
Households	129,700	HHI \$150K-\$200K	9%
Family Households	83,380	HHI \$200K+	14%
Average Age	37	College Degree+	56%
Millennials	20%		
Gen X	20%		
Baby Boomers	22%		

WITHIN A 5 MILE RADIUS OF TRUMBULL MALL
MORE THAN 15,400 HOUSEHOLDS
EARN \$200K OR MORE IN ANNUAL HHI



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$500K+	3%	+	ABOVE U.S. AVERAGE
Avg. Discretionary Income	\$68,288		
Discretionary Income \$125K-\$150K	6%	+	

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%



93% OF OUR CUSTOMER VISITS ARE LOYAL MAKING TRUMBULL MALL THEIR GO-TO SHOPPING DESTINATION.



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**LOCAL LEASING, POP-UPS, ADVERTISING,
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