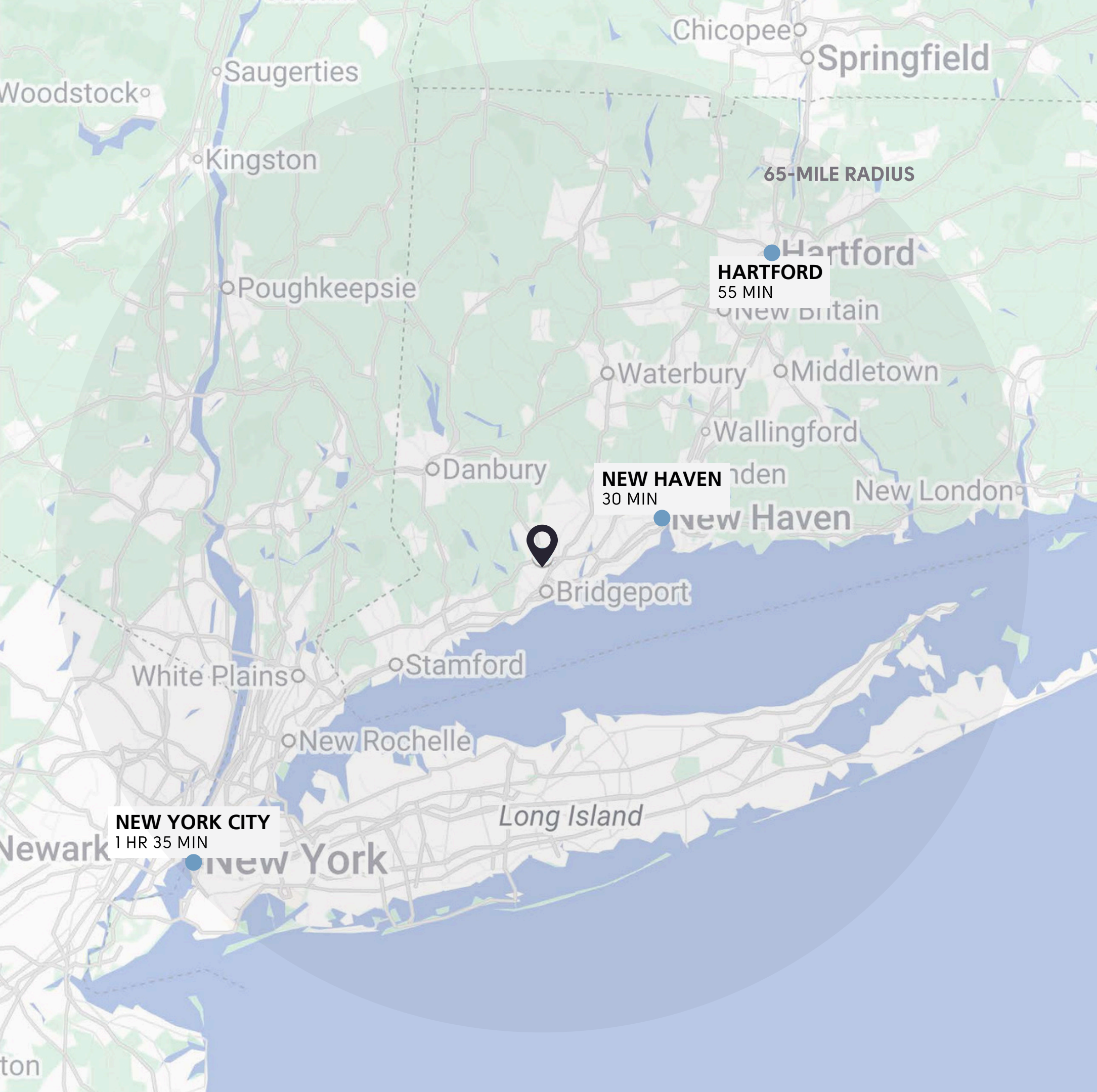




# Trumbull Mall

TRUMBULL | CONNECTICUT





FAIRFIELD COUNTY, CONNECTICUT

FAIRFIELD COUNTY IS THE  
**MOST POPULOUS**  
COUNTY IN CONNECTICUT



## TRUMBULL FAIRFIELD COUNTY

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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**



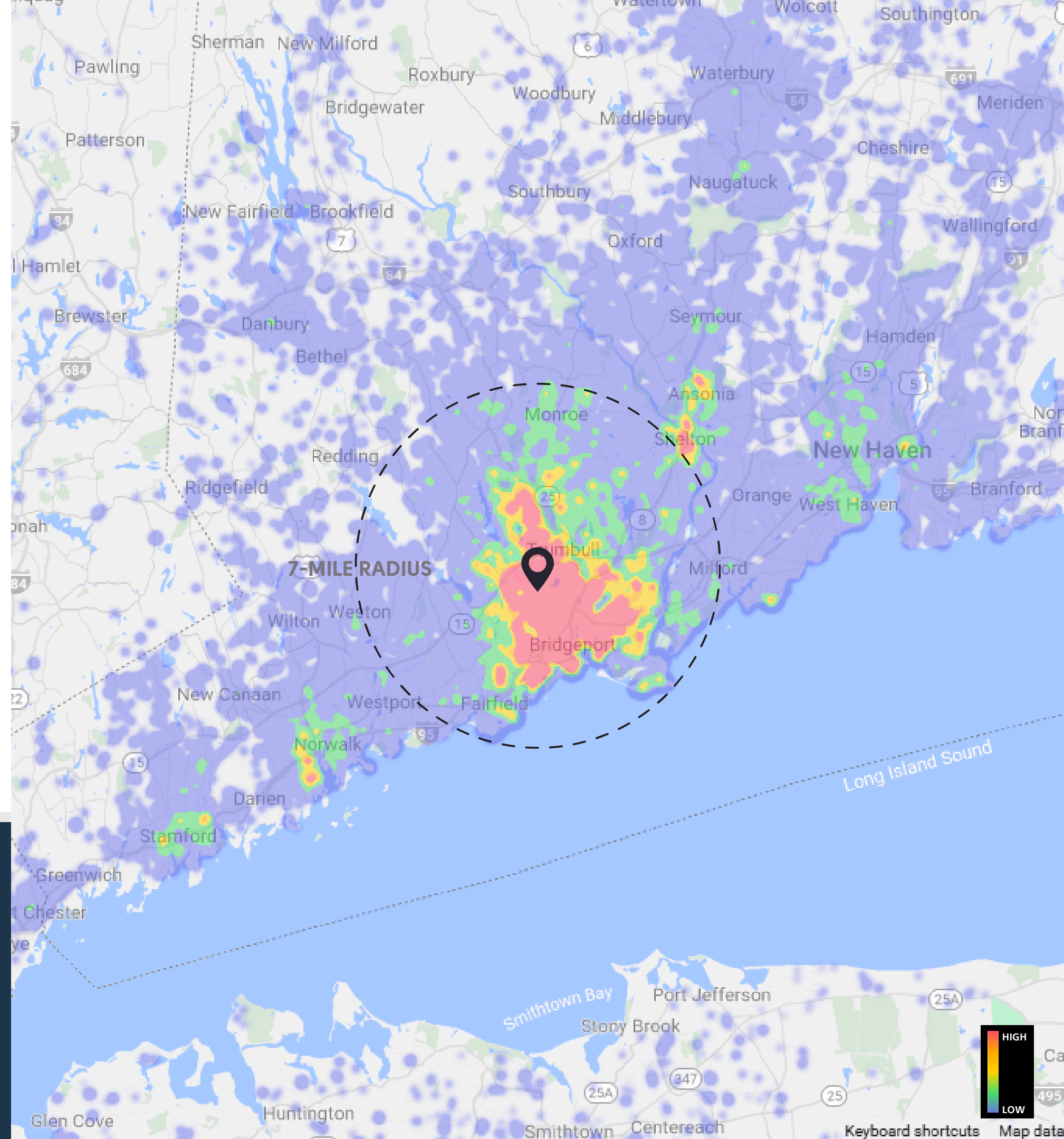
# TRAFFIC DATA

Annual Visits **5.3M**  
Annual Avg. Visit Frequency **6.5**  
Avg. Dwell Time **58 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population	<b>298,057</b>	Average HHI	<b>\$102,989</b>
Households	<b>109,328</b>	HHI \$150K-\$200K	<b>9%</b>
Family Households	<b>71,067</b>	HHI \$200K+	<b>12%</b>
Millennials	<b>20%</b>	College Degree+	<b>55%</b>
Gen X	<b>20%</b>		
Baby Boomers	<b>22%</b>		
Average Age	<b>37</b>		

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%	+	ABOVE U.S. AVERAGE
Avg. Discretionary Income	\$56,537		
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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