



Hamden Plaza 2024 Leasing Insights

September 2024

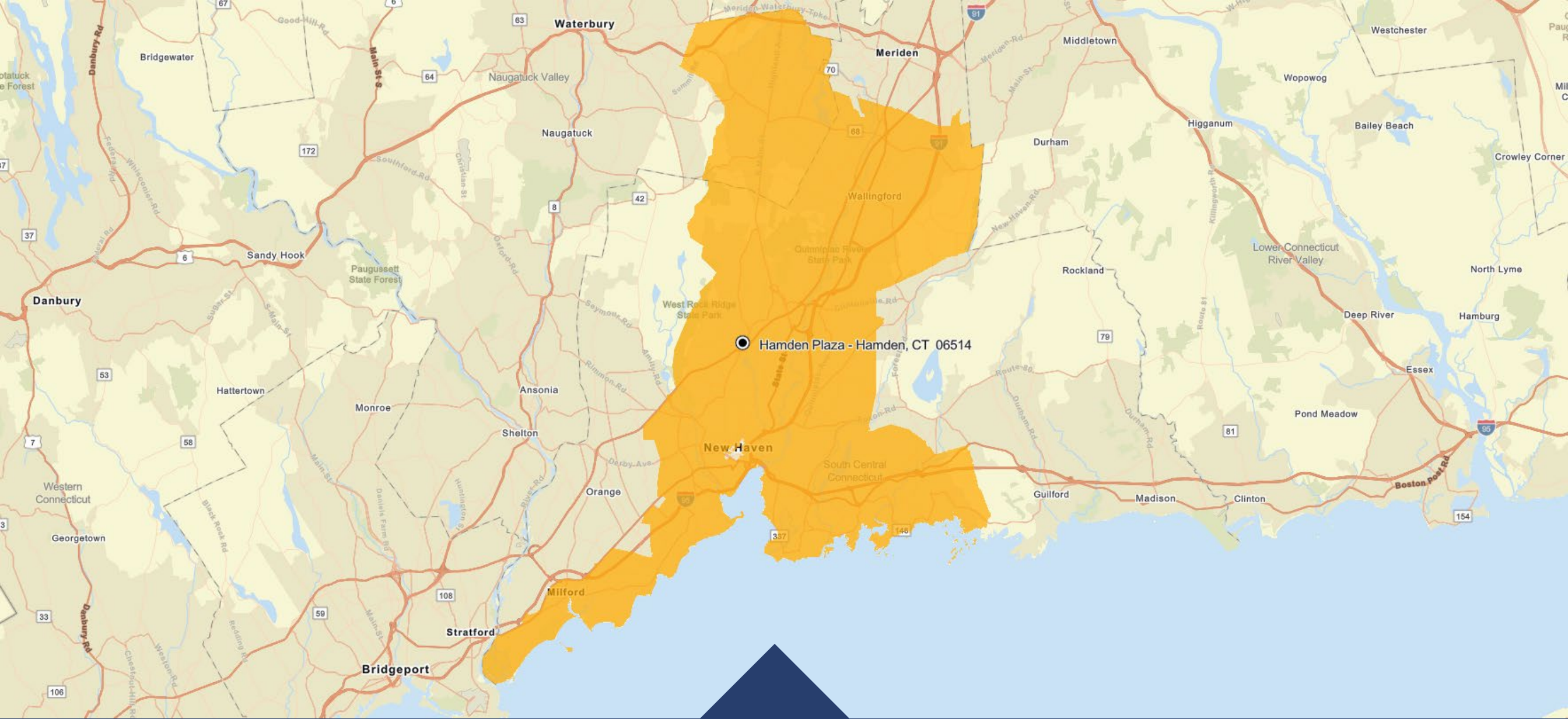
 **Babbage Spend**


ALEXANDER BABBAGE

 **TruTrade®**

Ripe Opportunities at Hamden Plaza: Capitalizing on Consumer Spending Patterns

- › In the Hamden Plaza trade area, consumer spending is robust in several key categories: **apparel and accessories, pet products, hobbies and toys, and sporting goods**. These sectors represent promising avenues for new leases at Hamden Plaza, offering substantial potential to capture and expand market demand.
- › Moreover, the local consumer base shows a marked **preference for in-store shopping over online purchases**. This trend is particularly pronounced among apparel retailers, where the bulk of sales are generated within physical stores. For prospective tenants, this underscores the strategic value of establishing a brick-and-mortar presence in this specific market.
- › Shoppers in the Hamden Plaza area also display a **higher-than-average spend per transaction at retailers like J. Crew and Old Navy**, compared to national figures. This suggests a lucrative opportunity for potential tenants to capitalize on the spending power of local consumers by highlighting the productivity of existing stores and the value inherent in this market.
- › Hamden Plaza has already secured key tenants such as Marshalls and DSW, whose presence creates a foundation for cross-shopping synergies. Analysis reveals the **highest cross-shopping affinities** with retailers like TJ Maxx, Home Goods, Old Navy, Tous, JCPenney, Nine West, Kohl's, Target Style, Macy's, Hobby Lobby, Burlington, and more. This presents a strategic opportunity to attract these synergistic brands, leveraging the existing preferences of shoppers to strengthen the Plaza's retail mix and enhance its appeal.



Trade Area Spending Insights

Consumer spending in the Hamden Plaza trade area spend is most robust in Apparel & Accessories, Pets, Hobbies & Toys, Sporting Goods, and Beauty



Source: Babbage Spend, Hamden Plaza Trade Area (50-mile radius) of observed consumer credit card spending for 2023-07-01 to 2024-06-30 regardless of store location for instore and online purchases. Observed spending is less than total market spending.

The trade area's consumers have attractive spending power with large average purchases in Sporting Goods, Apparel & Accessories, and Children, followed by Beauty and Pets

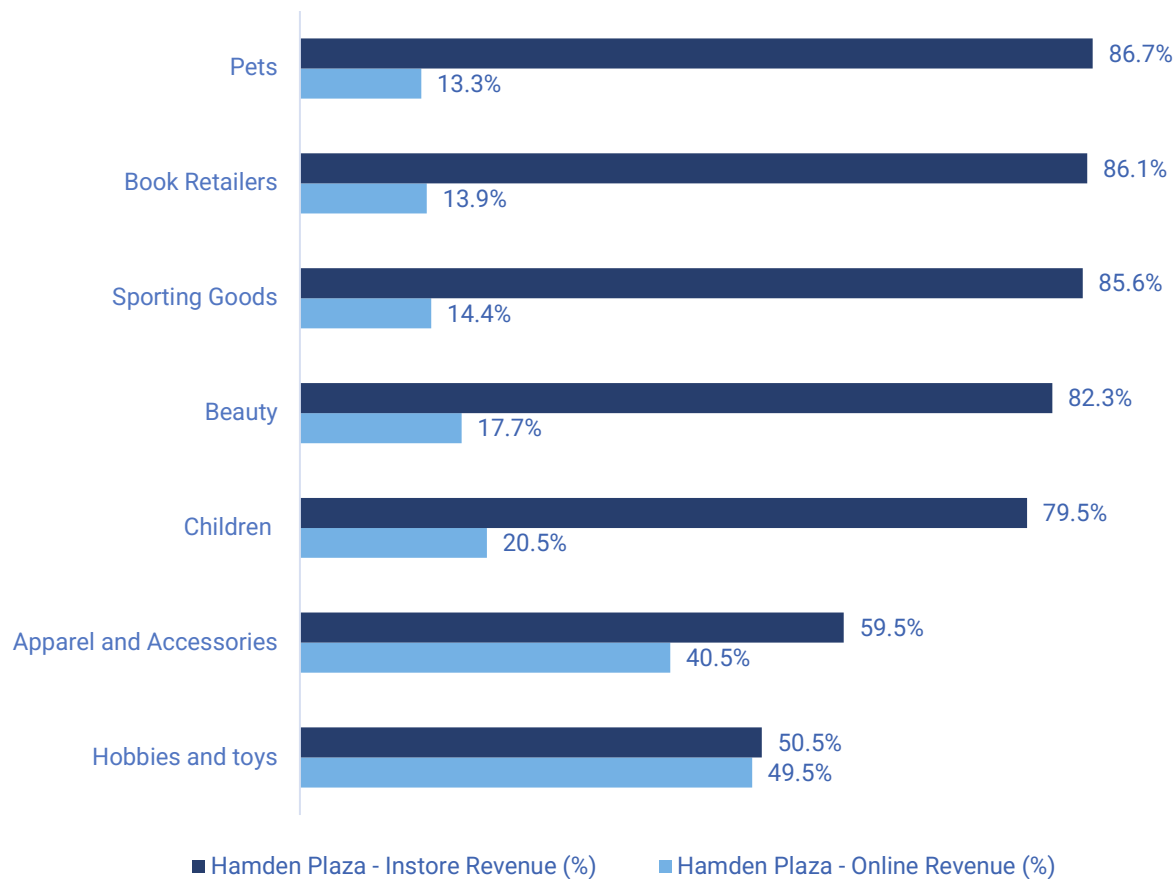


Source: Babbage Spend, Hamden Plaza Trade Area (50-mile radius) of observed consumer credit card spending for 2023-07-01 to 2024-06-30 of store location for instore purchases

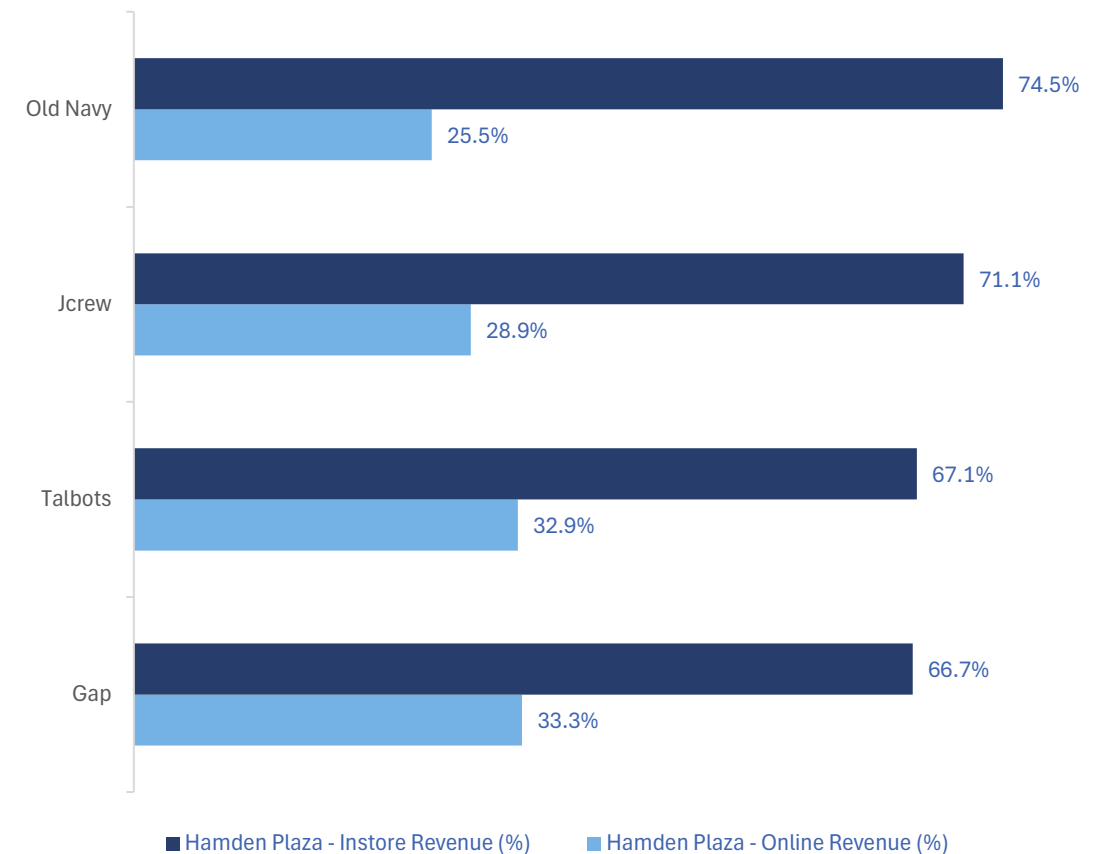
Hamden Plaza trade area shoppers prefer to purchase instore versus online. As seen below, select categories and apparel retailers derive a majority of sales instore compared to online

A physical store is a valuable opportunity.

Instore Purchase % vs. Online Purchase%



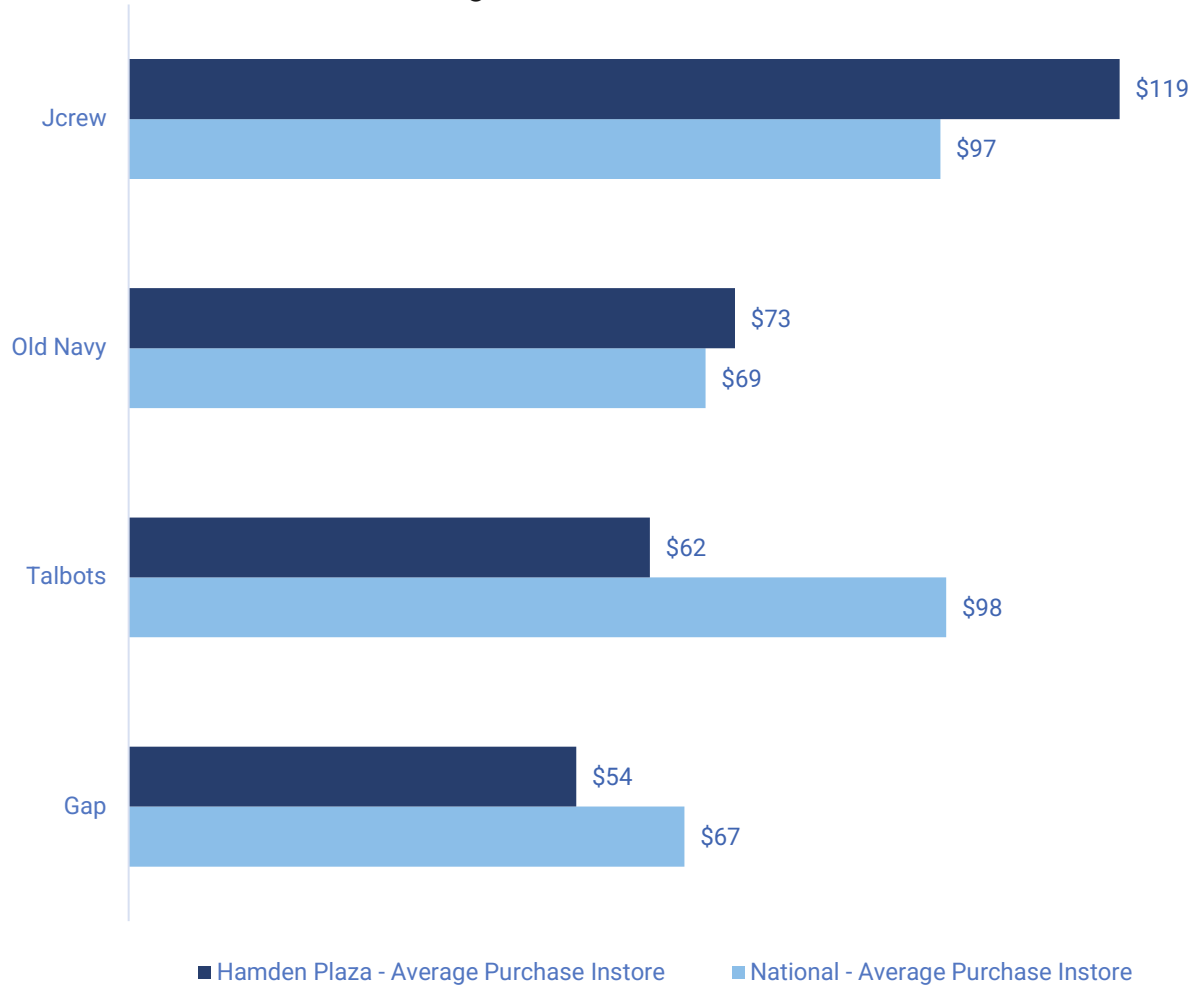
Instore Purchase % vs. Online Purchase%



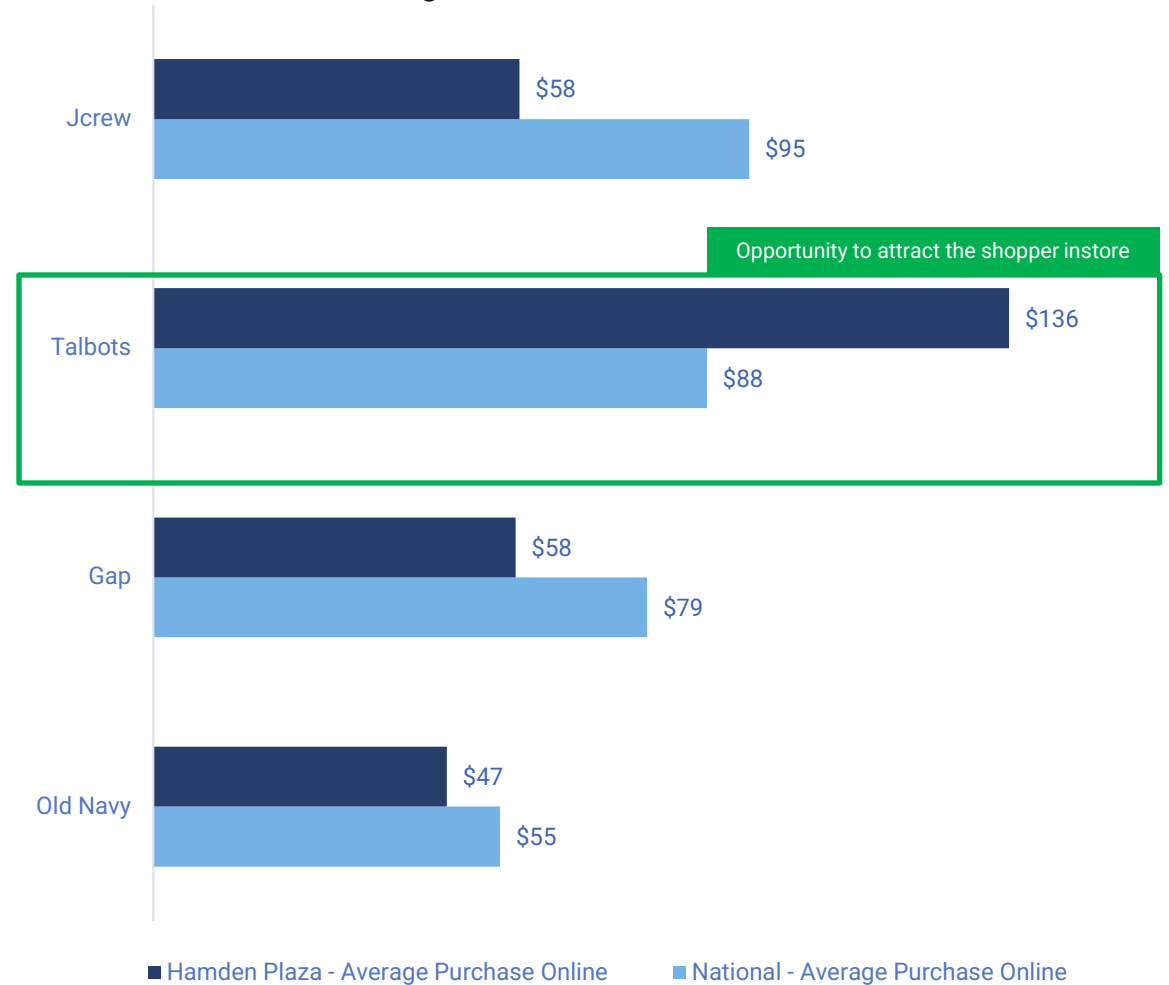
Source: Babbage Spend, Hamden Plaza Trade Area (50-mile radius) of observed consumer credit card spending for 2023-07-01 to 2024-06-30 regardless of store location for instore and online purchases

Trade area shoppers spend more per instore purchase than the national average at J. Crew and Old Navy. Talbots has opportunity to attract online shoppers instore.

Average Instore Purchase Amount



Average Online Purchase Amount



Source: Babbage Spend, Hamden Plaza Trade Area (50-mile radius) of observed consumer credit card spending for 2023-07-01 to 2024-06-30 regardless of store location for instore and online purchases

QSR and Fast Casual dining options have strong performance in the Hamden Plaza trade area, with average purchases mostly above national benchmarks



Source: Babbage Spend, Hamden Plaza Trade Area (50-mile radius) of observed consumer credit card spending for 2023-07-01 to 2024-06-30 regardless of store location for instore purchases

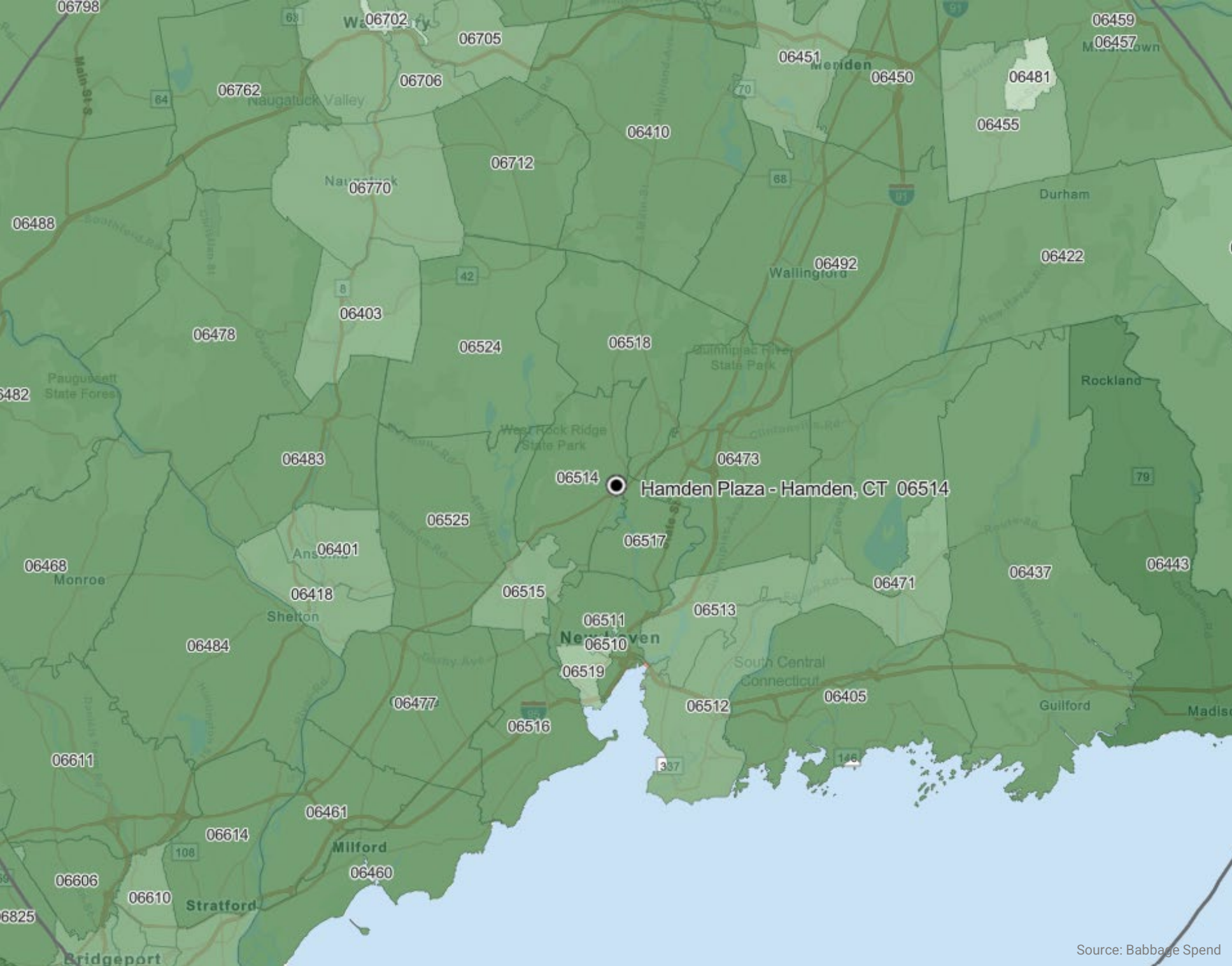
Retailers that have high cross-shopping synergy with current Hamden Plaza key tenants:

		<i>Marshalls</i>	DSW
Retailer	Category	Synergy Score - Marshalls	Synergy Score - DSW
TJ Maxx	Department Store	99.7	98.0
Home Goods	Home Furnishings & Houseware	99.2	93.2
Old Navy	Apparel, Casual	99.1	97.1
Tous	Jewelry	98.9	96.6
JCPenney	Department Store	98.9	96.5
Nine West	Shoes & Footwear	98.8	99.5
Kohl's	Department Store	98.4	94.4
Target Style	Department Store	98.3	92.8
Macy's	Department Store	98.1	95.0
Hobby Lobby	Arts & Crafts	97.6	91.0
Burlington	Department Store	96.9	97.9
Ross Dress For Less	Department Store	96.9	96.4
Gap	Apparel, Casual	96.4	93.8
Michael's	Arts & Crafts	96.4	91.2
Aldo	Shoes & Footwear	96.2	98.7
Bebe	Apparel, Women's	96.2	98.4
Banana Republic	Apparel	95.5	95.8
Charlotte Russe	Apparel, Designer	94.7	94.4
Guess	Apparel, Designer / Jeans	94.7	94.3
Chico's	Apparel, Casual	94.1	97.7

Source: TruInsight. Synergy is a measure of the cross-shopping behavior, or overlap, between one retailer and the next

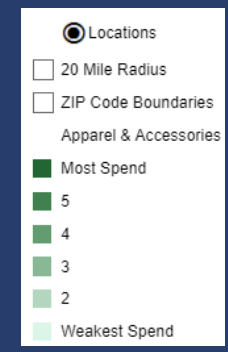


Appendix



Hamden Plaza Trade Area Apparel & Accessories Spending - Per Capita

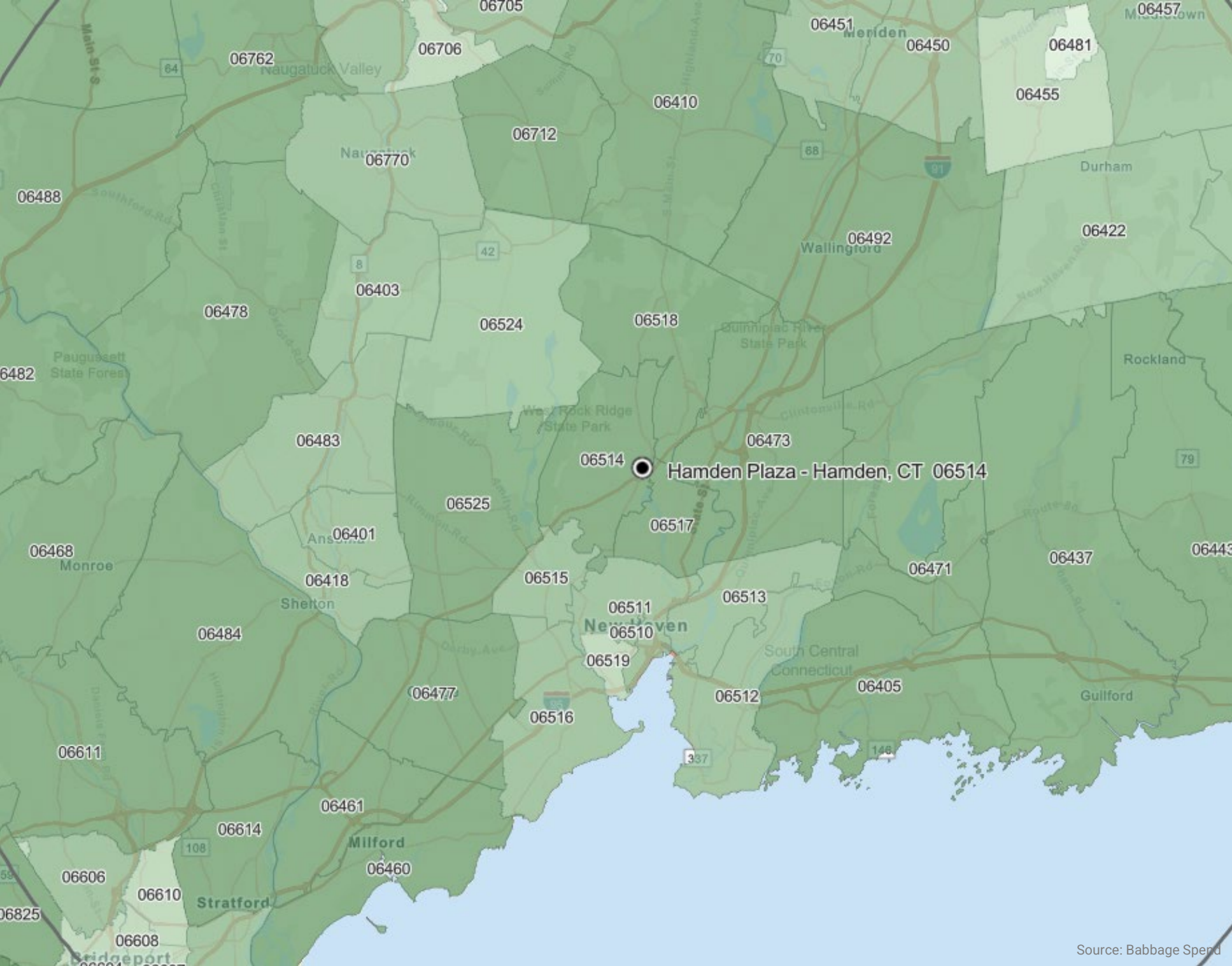
- Stronger levels of Apparel & Accessories spending are concentrated around Hamden Plaza, especially within 10 miles.



Source: Babbage Spend

Hamden Plaza Trade Area Health & Beauty Spending – Per Capita

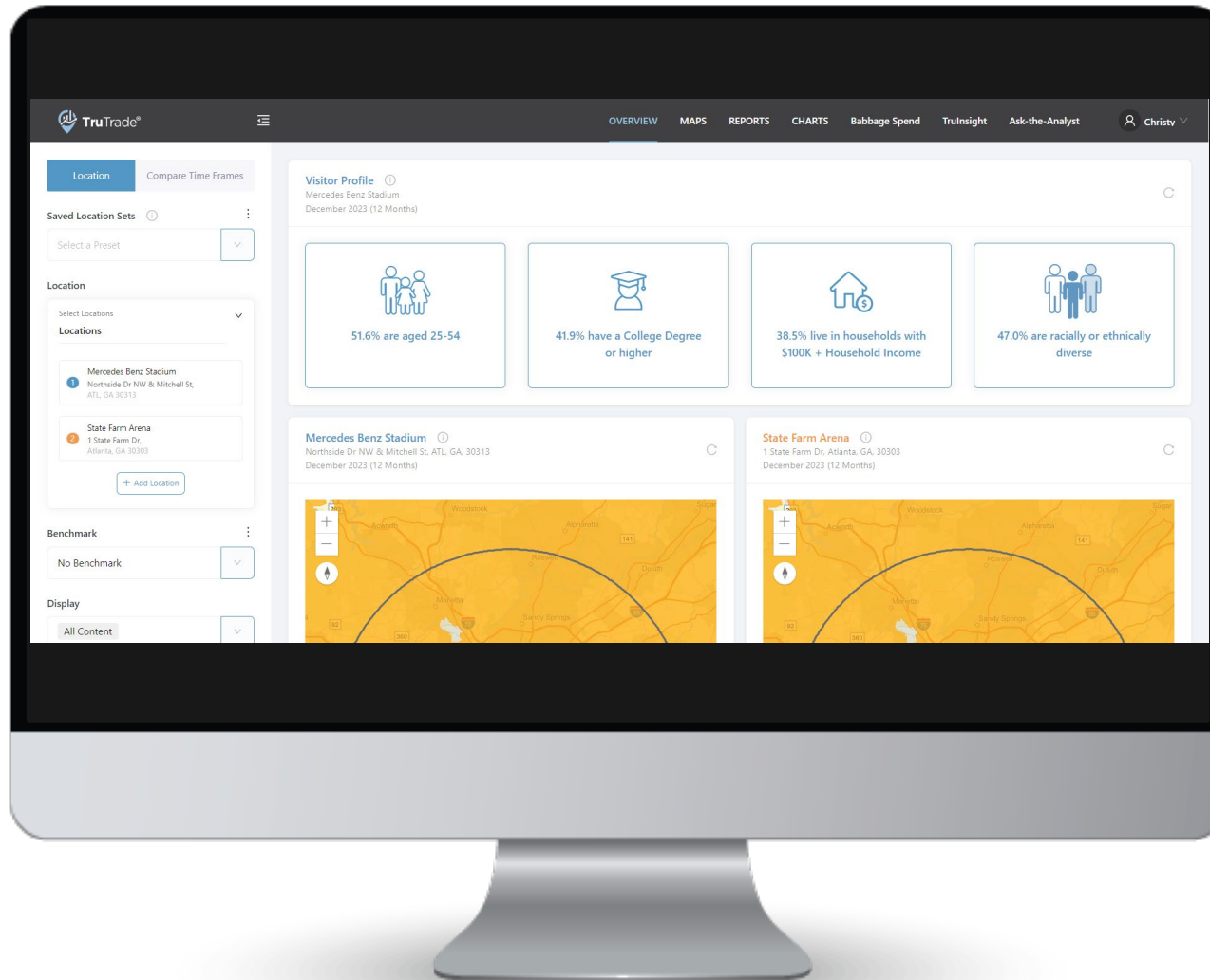
› While the spending is more moderate on the category, stronger levels of Health & Beauty spending are concentrated most closely around Hamden Plaza.



Source: Babbage Spend

- Locations
- 20 Mile Radius
- ZIP Code Boundaries
- Health and Beauty
 - Most Spend
 - 4
 - 3
 - 2
 - Least Spend

TruTrade 5.0 Dashboard Access



- › Dashboard access to TruTrade is available online 24/7:
 - <https://trutrade.alexanderbabbage.com>
- › If additional logins are needed, please contact Cole Wilson at:
 - cwilson@alexanderbabbage.com
- › If you need access to additional locations within your dashboard, please submit a request for additional locations on the “My Profile” page



THANK YOU!

STRATEGY // INSIGHTS // ACTION

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