Hamden Plaza
2024 TruTrade
Report of Findings

September 11, 2024

ALEXANDER BABBAGE

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Mobile devices seen within the shaded (geo-fenced) area were analyzed to determine the where, who and what of actual visitors to Hamden Plaza

Time period of the data: August 2023 – July 2024

Report contents

› Executive summary
  – Summary of key findings
  – Key Implications (leasing)

› Shopper/Market overview

› Competitive landscape

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Executive Summary

Hamden Plaza attracts affluent and educated shoppers and is an excellent location for stores, services, food, entertainment and other uses

› Hamden Plaza draws a dominant percentage of shoppers within a 10-mile travel distance with another 21% of its customers coming from outside of 10 miles which substantially adds to retail sales potential.

› Hamden Plaza's trade area population, or customer base, numbers 379,498 (an increase of 66% over the prior year), with market potential to attract more with future leasing tenants.

› Its customer base has a higher average household income ($132,440), and a larger percentage of college graduates (45%), than any of the six competitive shopping centers included in the study as well as the New Haven-Milford MSA in general ($132,440 vs. $94,488 in the case of income).

› Hamden Plaza is a leader among the competition based on both frequency of customer visits and time spent per trip.

› Most of Hamden Plaza's shoppers do not visit its other specified competitors (excluding Hamden Mart which is located next to Hamden Plaza). Leasing prospects already in the other centers, especially North Haven Commons and North Haven Crossing, can also locate at Hamden Plaza with low risk of cannibalization and high opportunity to reach a different, more affluent shopper.

› There is an opportunity to add tenants that will attract more shoppers away from North Haven Commons and North Haven Crossing (17%-18% of their customers currently visit Hamden Plaza during the year which indicates that they may visit more often, or that others will follow, given destination and/or unduplicated offerings).

Summary of Key Findings

› The trade area population of Hamden Plaza is 374,891, representing the top 75% of its visits. Hamden Plaza attracts customers from throughout the surrounding region (see map page 11). A majority (79%) comes from within a 10-mile travel distance including 64% inside of 5 miles. The center is drawing more effectively from the 20-mile region than a year ago which has caused the Plaza's visitor origin population to increase significantly from 251,268 to 379,498.

› Nearly two-thirds (63%) of Hamden Plaza's customers reside in its geographic primary market which includes Hamden, New Haven and North Haven ZIP codes 06514, 06518, 06517, 06511, 06515, 16513, and 06473 with a combined population of 197,374. (See map page 12.)

› Another 10% of the Plaza's visitors comes from its secondary market which includes West Haven, New Haven, East Haven, Cheshire, and Wallingford ZIP codes 06516, 06519, 06512, 06410 and 06492 containing a total population of 177,517.

› The average household income of Hamden Plaza's shopper base ($132,440) is substantially higher than the New Haven-Milford MSA average ($94,488) as well as the other six studied shopping centers (ranging from $121,309 to $126,118). The Plaza's shopper base also has the largest percentage of college graduates.

› In addition, Hamden Plaza is tied for first among the competitive group based on both frequency of shopper visits and time spent per trip.

› Seventy-one percent (71%) of Hamden Plaza's shoppers shopped at one or more of the six other studied shopping centers during the year. The largest percentages visited Hamden Mart (50%), North Haven Commons (32%) and Marketplace at Hamden (32%). Conversely, the largest percentage coming from the competition to Hamden Plaza was from Kohl's Center (43%) followed by Hamden Mart (41%), Marketplace at Hamden (39%) and Parkway Plaza/Home Depot (36%). (See Competitive Cross-Visitation table page 16.)

Shopper/Market Overview

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Hamden Plaza attracts a high-quality shopper that is more affluent and more educated than the market in general
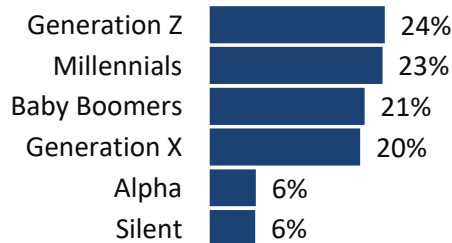
Hamden Plaza Visitor Data:

79%
of visitors live within 10 miles of Hamden Plaza

TOP 5 ZIPS BASED ON PERCENT OF VISITS

06514: Hamden, CT (27.4%)
06518: Hamden, CT (10.8%)
06511: New Haven, CT (8.0%)
06517: Hamden, CT (5.1%)
06473: North Haven, CT (4.8%)

GENERATIONS

Generation	%
Generation Z	24%
Millennials	23%
Baby Boomers	21%
Generation X	20%
Alpha	6%
Silent	6%

COMPARED TO THE MARKET

DRAWS FROM A VISITOR ORIGIN POPULATION OF **379,498**

93% OF VISITORS LIVE WITHIN A 50-MILE LOCAL TRAVEL DISTANCE

7% OF VISITORS COME FROM 50-MILE BEYOND TOURIST TRAVEL DISTANCE

AVG. ANNUAL VISIT FREQUENCY

1.6 visits

46% OF THE VISITOR HOUSEHOLDS EARN $100K+ A YEAR VS. 33% IN MSA

$132,440 vs. $94,488 AVERAGE VISITOR ANNUAL HOUSEHOLD INCOME VS. THE MSA

45% OF VISITORS HAVE A COLLEGE OR POST-GRADUATE DEGREE VS. 35% IN THE MSA

33% OF VISITORS HAVE CHILDREN UNDER 18 LIVING AT HOME VS. 32% IN THE MSA

VISIT DWELL TIME

70.7 minutes

Hamden Plaza
Visitor Personas

Top 4 Visitor Personas

Fresh Ambitions	High Rise Renters	Military Proximity	College Towns
100.0 % vs. 0.7 % in the US	0.0 % vs. 0.5 % in the US	0.0 % vs. 0.1 % in the US	0.0 % vs. 0.9 % in the US

These young families, many of whom are recent immigrants, focus their life and work around their children. Fresh Ambitions residents have overcome the language barrier and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations, and spend what they have on their children. Multigenerational families support many families living together; income is often supplemented with public assistance and Social Security.

High-Rise Renters residents are located predominantly in the Northeast, especially in New York City. This market is near the top for density, diversity, presence of adult children, linguistic isolation, and foreign-born population. They travel far for employment, usually in service jobs, and depend on public transportation. These residents are young and utilize a large portion of their income toward rent, demanded by their dense central city locations.

One of the youngest markets, residents of Military Proximity are married-couple families just beginning parenthood, with an average household size of 3.38. The armed forces are the common bond for these consumers. Most of the labor force are on active duty or have civilian jobs on military bases. The labor force participation rate, with the armed forces, is close to 80%, highest among Tapestry markets.

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions.

Hamden Plaza
Shopper Trade Area

Hamden Plaza

Hamden Mart - Hamden, CT 06514

North Haven Commons - North Haven, CT 06473

Legend:
- ● Locations
- ☐ 20 Mile Radius
- ▮ Top 75% of Observed Trips

Map of the top 75% of ZIPs based on total visits to the selected location.

Source: TruTrade (August 2023 - July 2024)

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Hamden Plaza
Most Trips (Local View)

Legend:
- ⊙ Locations
- ▢ 20 Mile Radius

Most Trips
- Most Trips (darkest green)
- 5
- 4
- 3
- 2
- Least Trips (lightest green)

Location labels:
- **Hamden Plaza**
- Hamden Mart - Hamden, CT 06514
- North Haven Commons - North Haven, CT 06473

Most Trips represents from where TruTrade observed higher and lower percent of visits at the location during the time period, with darker green indicating more trips and lighter green indicating fewer trips.

Source: TruTrade (August 2023 - July 2024)

80% of Hamden Plaza's shoppers come from its top 25 ZIP codes (listed below)

ZIP	City	State	Miles from ZIP to Hamden Plaza	Percent of Visits	Cumulative Percent Visits	Total Households	Total Population	5-Year Population Growth	Average HH Income
06514	Hamden	CT	1.0	27.4%	27.4%	10,129	26,021	-0.1%	$93,372
06518	Hamden	CT	3.0	10.8%	38.2%	6,770	19,061	-0.4%	$103,637
06511	New Haven	CT	4.0	8.0%	46.2%	21,089	55,746	1.3%	$66,856
06517	Hamden	CT	2.0	5.1%	51.3%	6,825	15,654	3.0%	$111,228
06473	North Haven	CT	3.0	4.8%	56.1%	9,458	25,072	1.0%	$117,753
06513	New Haven	CT	4.0	3.6%	59.7%	14,113	37,977	0.2%	$58,150
06515	New Haven	CT	4.0	3.3%	63.0%	6,395	17,843	0.7%	$86,252
06492	Wallingford	CT	9.0	2.7%	65.7%	17,906	45,147	1.0%	$101,590
06516	West Haven	CT	7.0	2.5%	68.1%	21,022	56,079	0.0%	$75,609
06512	East Haven	CT	4.0	1.9%	70.0%	12,420	30,702	-0.6%	$84,898
06410	Cheshire	CT	10.0	1.5%	71.5%	9,899	29,050	-0.2%	$143,344
06519	New Haven	CT	5.0	1.3%	72.8%	5,215	16,539	2.5%	$46,499
06405	Branford	CT	8.0	0.9%	73.7%	12,792	28,253	0.4%	$109,852
06460	Milford	CT	13.0	0.9%	74.5%	16,428	38,835	0.6%	$110,205
06525	Woodbridge	CT	4.0	0.7%	75.3%	3,282	8,872	-0.2%	$209,289
06450	Meriden	CT	14.0	0.6%	75.9%	13,936	35,528	-1.0%	$76,677
06472	Northford	CT	7.0	0.6%	76.5%	2,448	6,924	0.5%	$115,086
06477	Orange	CT	8.0	0.6%	77.1%	5,147	14,087	0.3%	$151,324
06484	Shelton	CT	12.0	0.6%	77.7%	16,124	42,008	2.5%	$116,924
06524	Bethany	CT	6.0	0.5%	78.2%	1,970	5,599	0.1%	$140,712
06770	Naugatuck	CT	11.0	0.4%	78.6%	12,291	31,960	0.4%	$88,659
06437	Guilford	CT	12.0	0.4%	79.0%	8,757	22,579	0.3%	$151,652
06401	Ansonia	CT	8.0	0.4%	79.4%	7,273	18,940	-1.0%	$73,114
06457	Middletown	CT	18.0	0.4%	79.8%	20,026	47,972	0.1%	$84,669
06483	Seymour	CT	9.0	0.4%	80.2%	6,778	16,976	0.7%	$100,389
	AVERAGE/TOTALS		7.4	80.2%		268,493	693,424	0.5%	$104,710

Source: TruTrade, 12 months ending on July 31, 2024; Esri

Competitive Landscape

Hamden Plaza:
Competitor Shopper Profile

	Trade Area	Shopper Profile					Shopper Behavior	
	TruTrade Population	Visitor Avg HH Income	% Visitors >$100,000 HHI	Avg. Age of Head of Visitor Household	% Visitor Households with Children	% College Degree or Higher	Average Monthly Frequency	Average Visit Duration (mins)
New Haven-Milford, CT MSA	**870,132**	**$94,488**	**33.0%**	**47.9**	**31.7%**	**35.1%**	-	-
Hamden Plaza	**379,498**	**$132,440**	**46.3%**	**47.8**	**33.3%**	**44.8%**	**1.6**	**70.7**
Hamden Mart	364,160	$124,172	43.4%	47.6	33.3%	42.1%	1.6	66.6
Kohl's Center Hamden	332,773	$124,342	44.1%	47.5	33.3%	42.3%	1.3	66.2
Marketplace at Hamden	293,111	$126,405	44.7%	47.6	33.0%	43.5%	1.5	64.3
North Haven Commons	510,518	$126,118	44.6%	47.6	33.2%	43.0%	1.5	70.7
North Haven Crossing	433,347	$121,309	43.1%	47.7	32.7%	41.6%	1.4	59.8
Parkway Plaza and Home Depot	392,213	$122,317	42.7%	47.5	33.9%	41.1%	1.5	68.2
Average of Tested Locations	**386,517**	**$125,300**	**44.1%**	**48.0**	**33.2%**	**42.6%**	**1.5**	**66.6**

- The table above can be used to identify top demographic strengths of your center compared to competitive centers, along with weaknesses of competitive centers. It can provide important insights to inform marketing and leasing opportunities.
- These key performance indicators are organized into three groups: the market served (Trade Area Population Size), key shopper demographics (Shopper Profile), and key shopper behaviors – how often they come (frequency) and how long they stay (duration).
- It is unlikely for a center to lead in every category.
- The Metropolitan Statistical Area (MSA) represents the overall market your center operates in (as defined by the U.S. Census).

Source: TruTrade (August 2023 - July 2024)
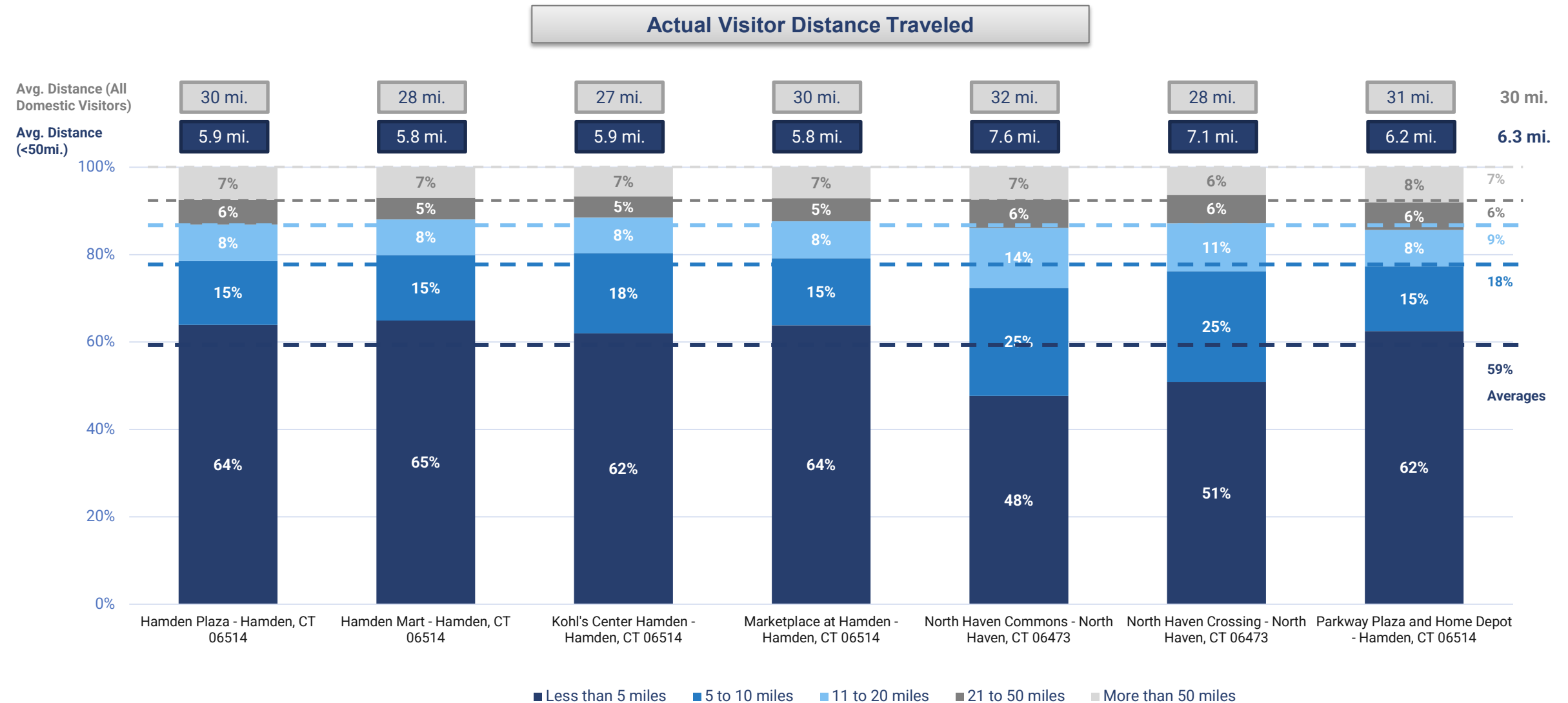
Hamden Plaza: Competitive Cross-Visitation

	Hamden Plaza	Hamden Mart	Kohls Center Hamden	Marketplace at Hamden	North Haven Commons	North Haven Crossing	Parkway Plaza and Home Depot
Percent of Devices Seen ONLY Here	29.2%	29.6%	19.6%	27.2%	47.9%	32.6%	34.6%
Hamden Plaza	100.0%	41.0%	43.4%	38.6%	16.5%	18.1%	35.5%
Hamden Mart	49.8%	100.0%	56.4%	47.5%	19.7%	21.9%	42.6%
Kohl's Center Hamden	14.0%	15.0%	100.0%	15.9%	7.1%	8.5%	13.7%
Marketplace at Hamden	31.6%	32.0%	40.4%	100.0%	14.9%	17.2%	30.0%
North Haven Commons	32.0%	31.4%	42.7%	35.2%	100.0%	56.9%	29.9%
North Haven Crossing	22.1%	22.1%	32.0%	25.7%	35.8%	100.0%	23.5%
Parkway Plaza and Home Depot	19.0%	18.8%	22.7%	19.6%	8.2%	10.3%	100.0%

> A low percentage of North Haven Commons and North Havens Crossing shoppers also visit Hamden Plaza. This indicates an opportunity for retailers to also to *reach a different, more affluent shopper with a location at Hamden Plaza*.

- Competitive Cross-Visitation looks at the number of unique shoppers who were observed at two locations.
- The percentages represent the percent of shoppers who were observed at both the location named in the column header and at the location listed in the row on the left at some point during the analysis time period.
- The top row is the percentage of shoppers who were only seen at the center named in the column and at none of the other locations.

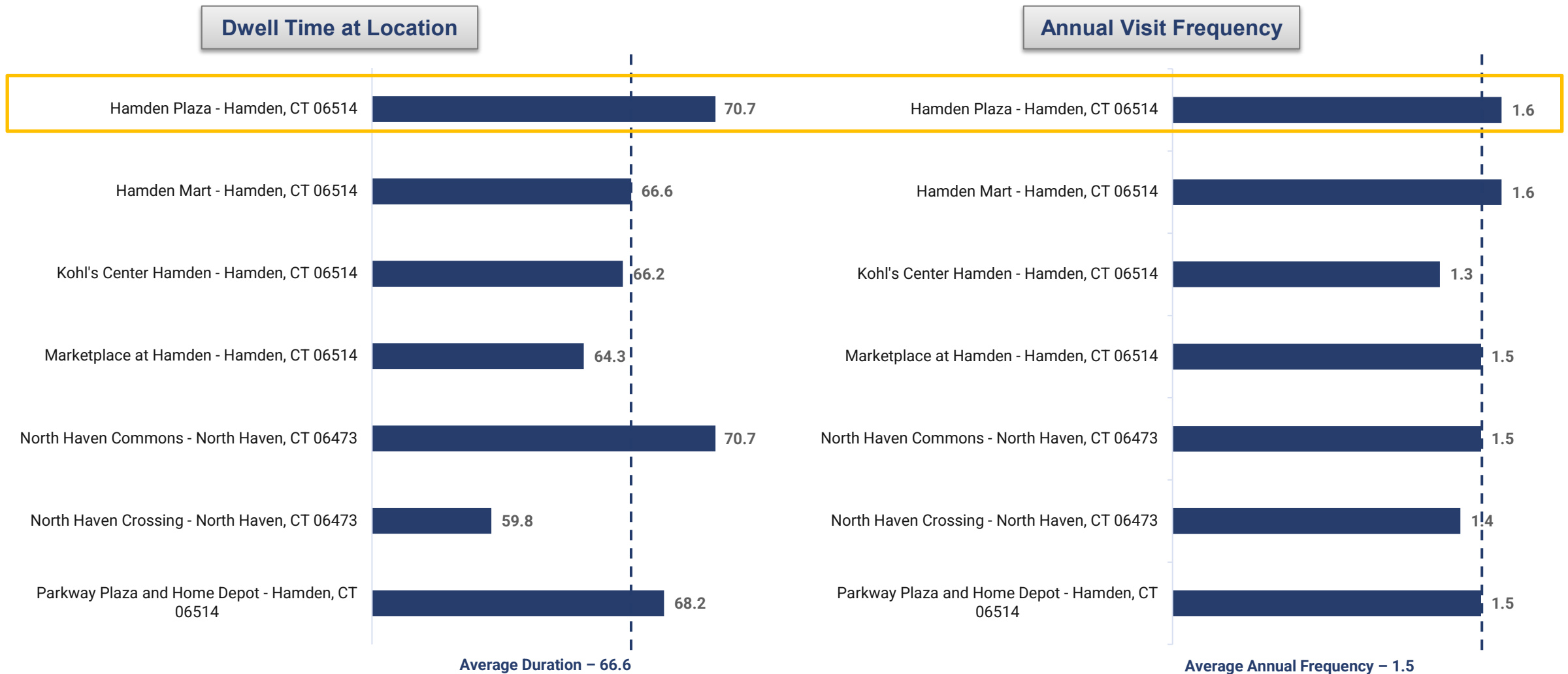*Source: TruTrade (August 2023 - July 2024)*

As shown below, North Haven Commons and North Haven Crossing draw shoppers from somewhat greater distances than Hamden area shopping centers

Actual Visitor Distance Traveled

	Hamden Plaza - Hamden, CT 06514	Hamden Mart - Hamden, CT 06514	Kohl's Center Hamden - Hamden, CT 06514	Marketplace at Hamden - Hamden, CT 06514	North Haven Commons - North Haven, CT 06473	North Haven Crossing - North Haven, CT 06473	Parkway Plaza and Home Depot - Hamden, CT 06514	Averages
Avg. Distance (All Domestic Visitors)	30 mi.	28 mi.	27 mi.	30 mi.	32 mi.	28 mi.	31 mi.	30 mi.
Avg. Distance (<50mi.)	5.9 mi.	5.8 mi.	5.9 mi.	5.8 mi.	7.6 mi.	7.1 mi.	6.2 mi.	6.3 mi.
More than 50 miles	7%	7%	7%	7%	7%	6%	8%	7%
21 to 50 miles	6%	5%	5%	5%	6%	6%	6%	6%
11 to 20 miles	8%	8%	8%	8%	14%	11%	8%	9%
5 to 10 miles	15%	15%	18%	15%	25%	25%	15%	18%
Less than 5 miles	64%	65%	62%	64%	48%	51%	62%	59%

Legend: ■ Less than 5 miles ■ 5 to 10 miles ■ 11 to 20 miles ■ 21 to 50 miles ■ More than 50 miles

Distance Traveled is measured as the distance from the center of the block group to the location, used to compare between locations and compute a weighted average distance. Note, this will not compare to traditional methods as it includes the distance traveled for people who are visiting the market (perhaps on business, or for leisure) and who are visiting the tested location. Can be used to see who is the biggest regional or national draw.

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Hamden Plaza is tied for first among the competitive group based on both frequency of shopper visits and time spent per trip

Dwell Time at Location

Location	Dwell Time
Hamden Plaza - Hamden, CT 06514	70.7
Hamden Mart - Hamden, CT 06514	66.6
Kohl's Center Hamden - Hamden, CT 06514	66.2
Marketplace at Hamden - Hamden, CT 06514	64.3
North Haven Commons - North Haven, CT 06473	70.7
North Haven Crossing - North Haven, CT 06473	59.8
Parkway Plaza and Home Depot - Hamden, CT 06514	68.2

Average Duration – 66.6

Annual Visit Frequency

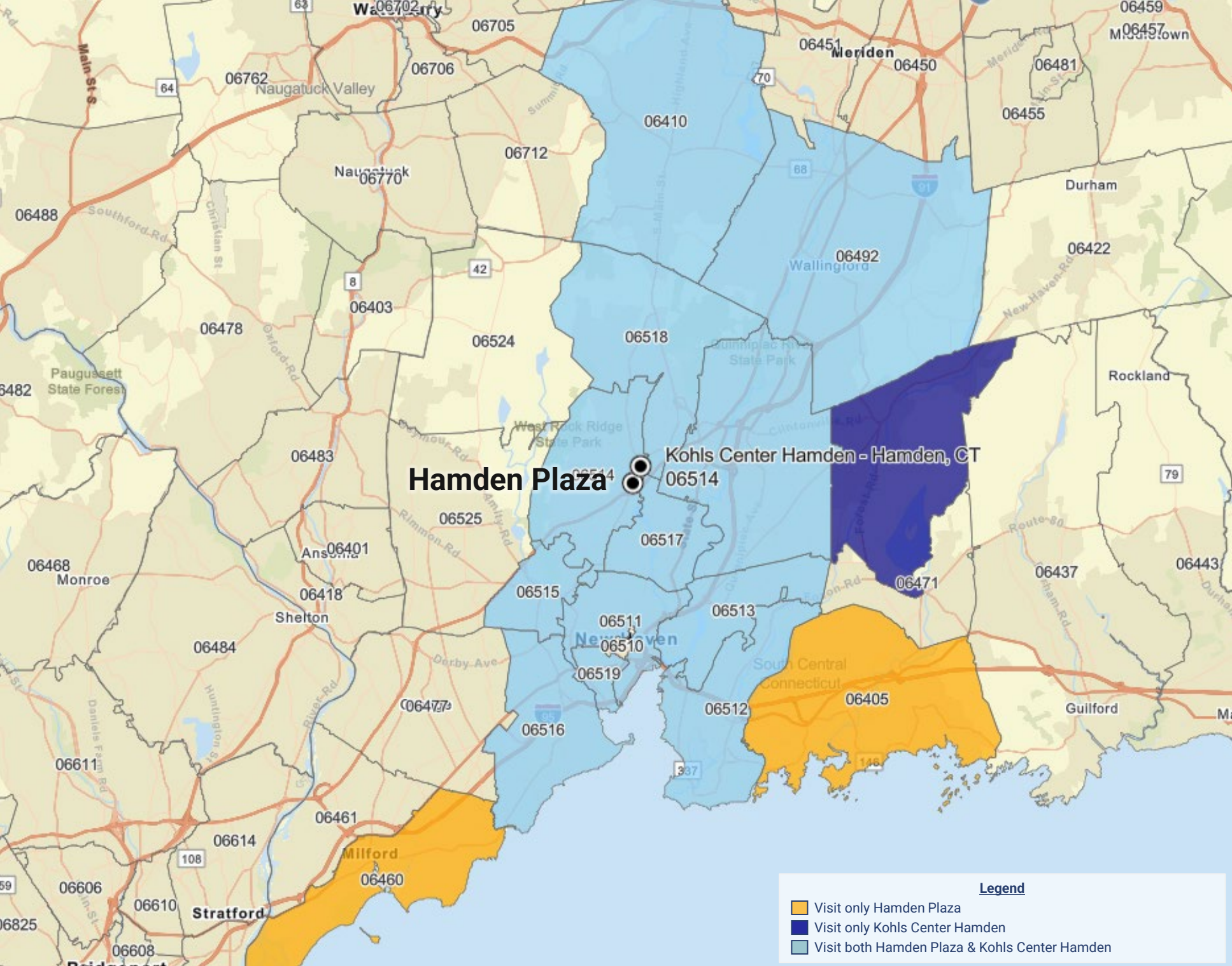| Location	Annual Visit Frequency
Hamden Plaza - Hamden, CT 06514	1.6
Hamden Mart - Hamden, CT 06514	1.6
Kohl's Center Hamden - Hamden, CT 06514	1.3
Marketplace at Hamden - Hamden, CT 06514	1.5
North Haven Commons - North Haven, CT 06473	1.5
North Haven Crossing - North Haven, CT 06473	1.4
Parkway Plaza and Home Depot - Hamden, CT 06514	1.5

Average Annual Frequency – 1.5

Duration as measured using mobile trips may be compared between locations but will not compare to stated duration when captured using other sampling techniques, i.e. Intercepts, due to the frequency with which the device registers activity; Frequency is the number of times the same device was seen at a given location during the time period. Note, this typically understates frequency given the amount of app activity and the app's settings but can be used to consistently compare between locations.
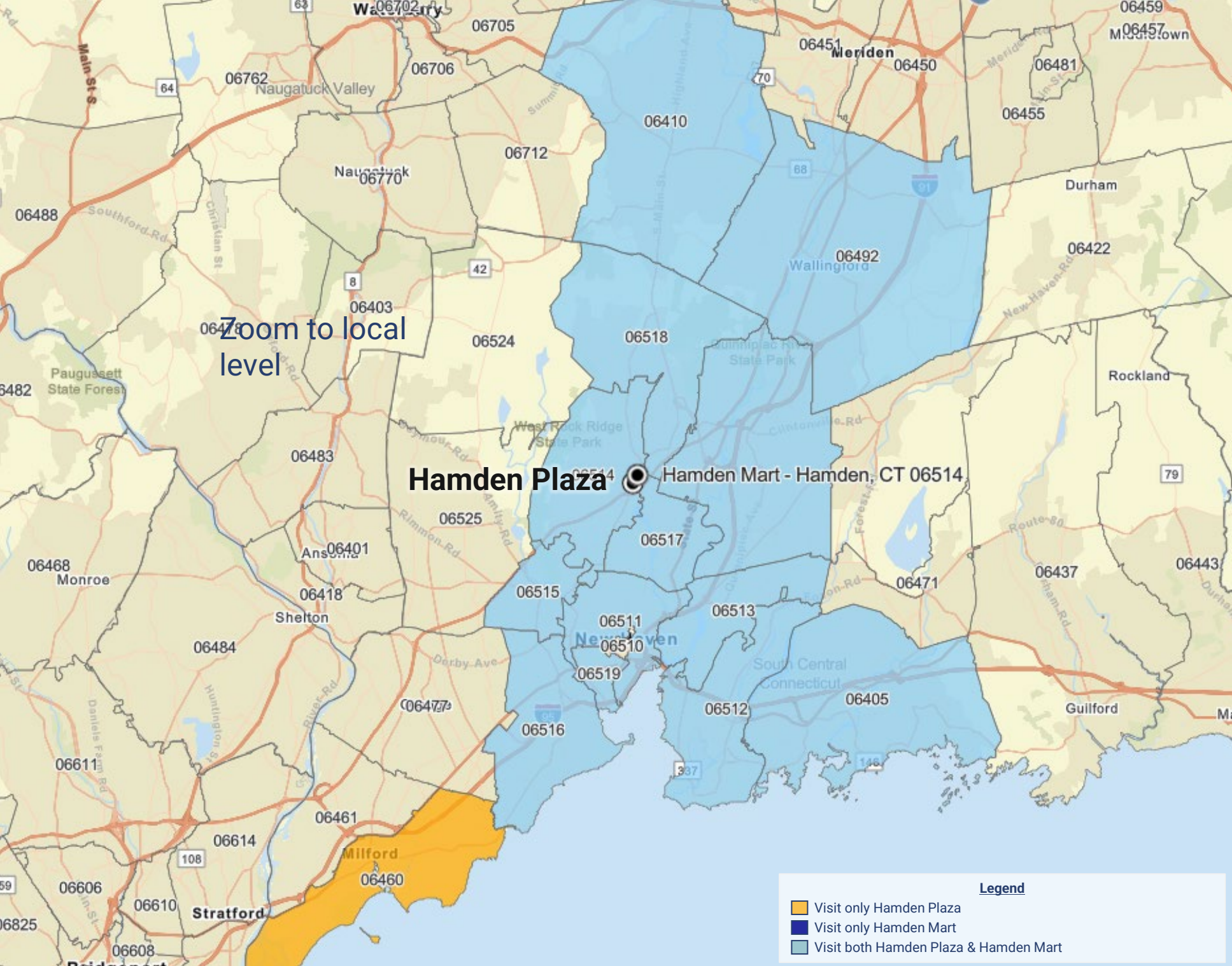
Hamden Mart Geographic Overlap

› With Walmart and Burlington, Hamden Mart's shopper market overlaps 90% of Hamden Plaza's market with Hamden Plaza drawing from a marginally (4%) larger visitor origin population (379,498 vs. 364,160).

› Shoppers visit Hamden Plaza and Hamden Mart with equal frequency but remain longer at the Plaza per trip.

› The highest cross-visitation is between Hamden Plaza and Hamden Mart among the study group (see page 16).

Demographic	Hamden Plaza Only	Overlap	HM Only
Avg. HH Income	$163,325	$122,679	$117,945
Households	15,227	132,777	9,547
Population	38,254	341,244	22,916

Legend
- Visit only Hamden Plaza
- Visit only Hamden Mart
- Visit both Hamden Plaza & Hamden Mart

Zoom to local level

Hamden Plaza

Hamden Mart - Hamden, CT 06514

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Kohl's Center Hamden Geographic Overlap

› Kohl's Center draws from much (81%) of the same area as Hamden Plaza, but the Plaza has a larger visitor base (379,498 vs. 332,773 visitor origin population).

› Shoppers visit Hamden Plaza more often and spend more time per trip.

› Only 14% of the Plaza's shoppers visited Kohl's Center during the study year with a much larger percentage (43%) going from Kohl's Center to Hamden Plaza in return.

Legend
- Visit only Hamden Plaza
- Visit only Kohls Center Hamden
- Visit both Hamden Plaza & Kohls Center Hamden

| Demographic	Hamden Plaza Only	Overlap	KCH Only
Avg. HH Income	$129,289	$126,476	$132,965
Households	29,153	118,851	10,834
Population	72,843	306,655	26,118

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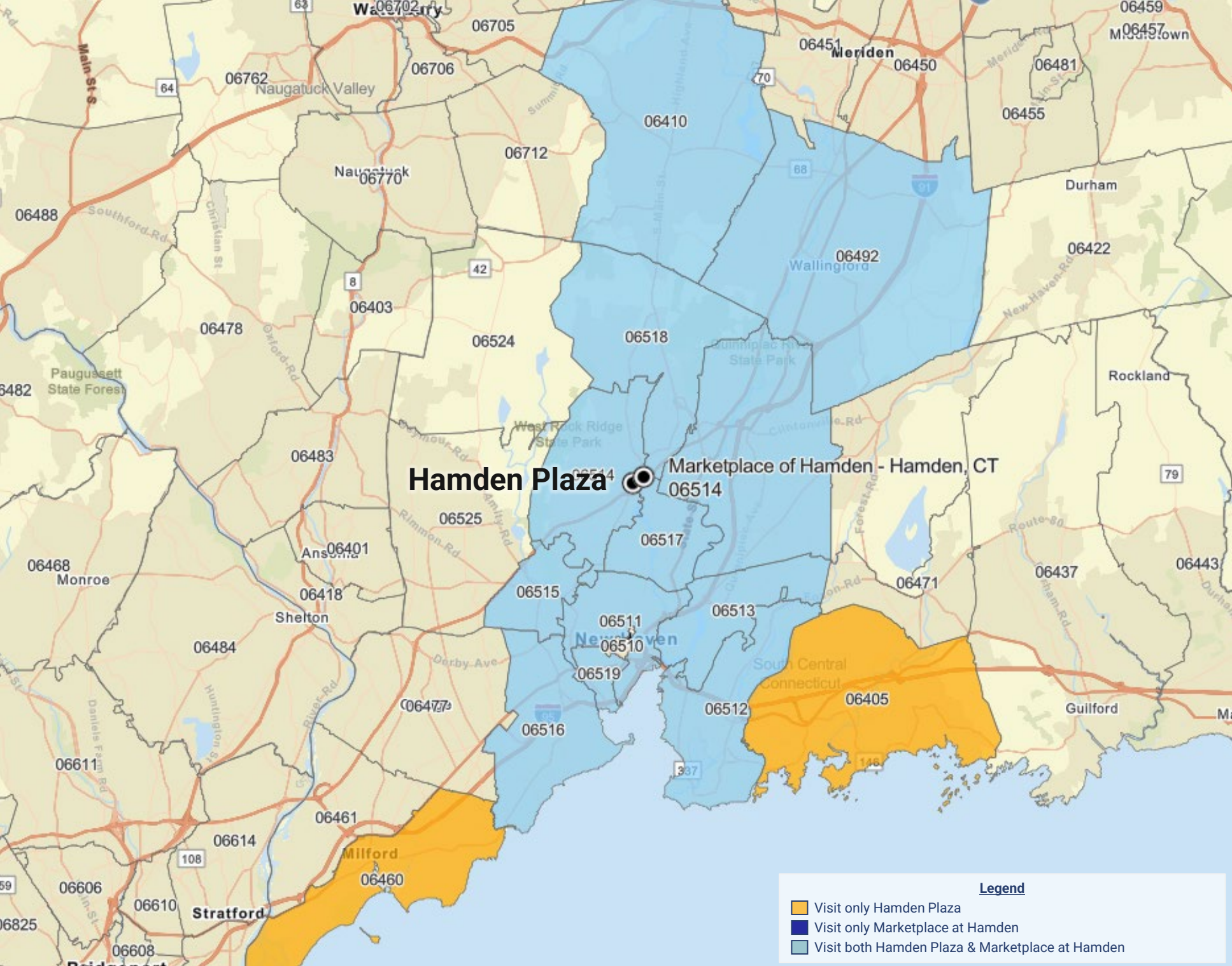
Marketplace at Hamden Geographic Overlap

› Marketplace at Hamden's shopper market overlaps 73% of Hamden Plaza's market with the Plaza drawing from a much larger visitor origin population (379,498 vs. 293,111).

› There was 32% shared or cross-visitation from Hamden Plaza to the Marketplace during the year and 39% cross-shopping or visitation from the Marketplace to the Plaza.

Legend
- 🟧 Visit only Hamden Plaza
- 🟦 Visit only Marketplace at Hamden
- 🟦 Visit both Hamden Plaza & Marketplace at Hamden

Demographic	Hamden Plaza Only	Overlap	MoH Only
Avg. HH Income	$141,487	$121,750	$131,362
Households	40,977	107,027	6,344
Population	100,952	278,546	14,565
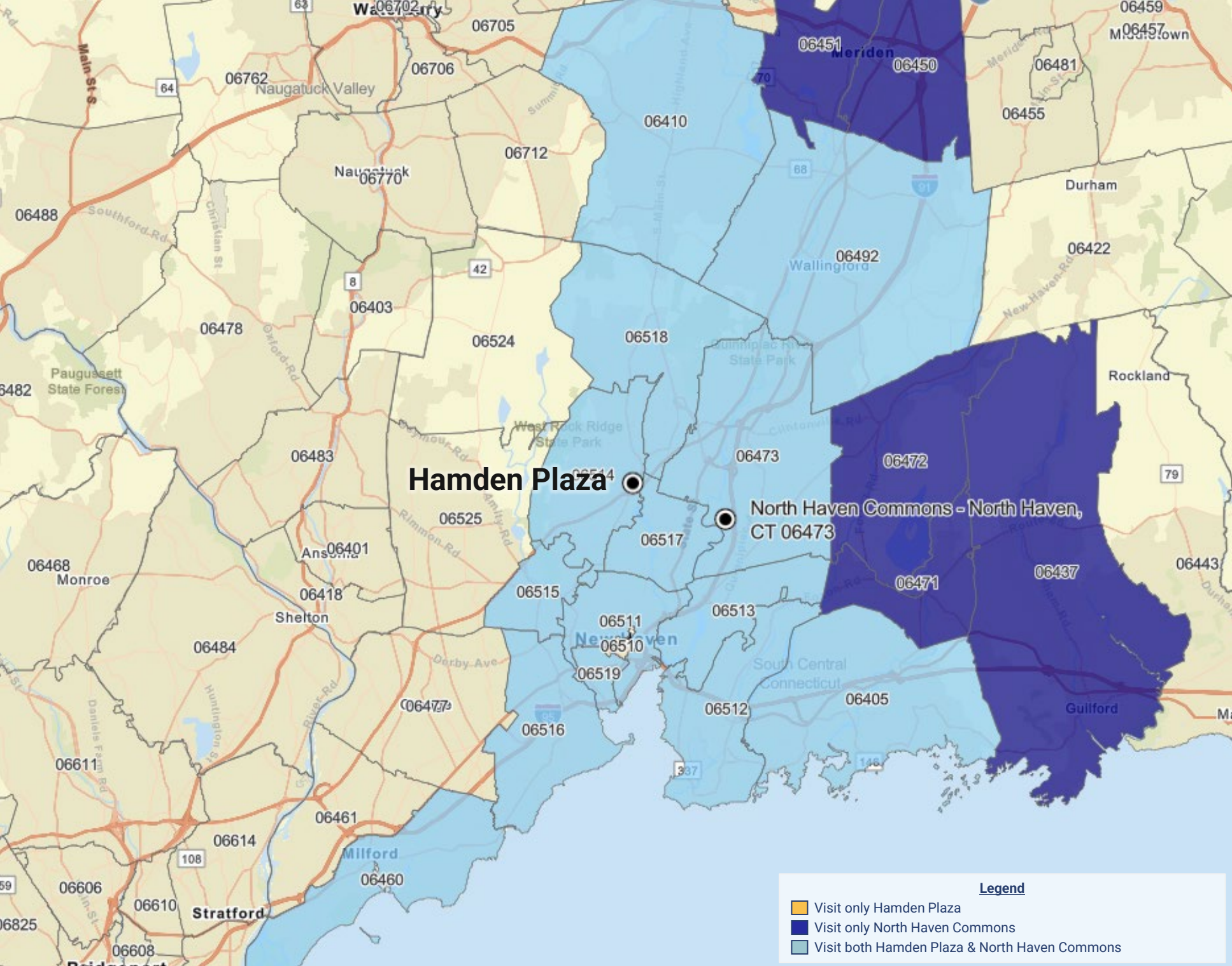
North Haven Commons Geographic Overlap

› Like the others, North Haven Commons' market overlaps a large part of Hamden Plaza's trade area. The Commons draws from a visitor origin population of 510,518 which is the largest among the study group. However, household incomes average higher at Hamden Plaza.

› About a third (32%) of Hamden Plaza's shoppers visited North Haven Commons one or more times during the year and 17% cross-shopped from the Commons to the Plaza.

Demographic	Hamden Plaza Only	Overlap	NHC Only
Avg. HH Income	$189,645	$122,678	$135,051
Households	8,782	139,222	64,866
Population	22,155	357,343	153,175

Legend
- Visit only Hamden Plaza
- Visit only North Haven Commons
- Visit both Hamden Plaza & North Haven Commons
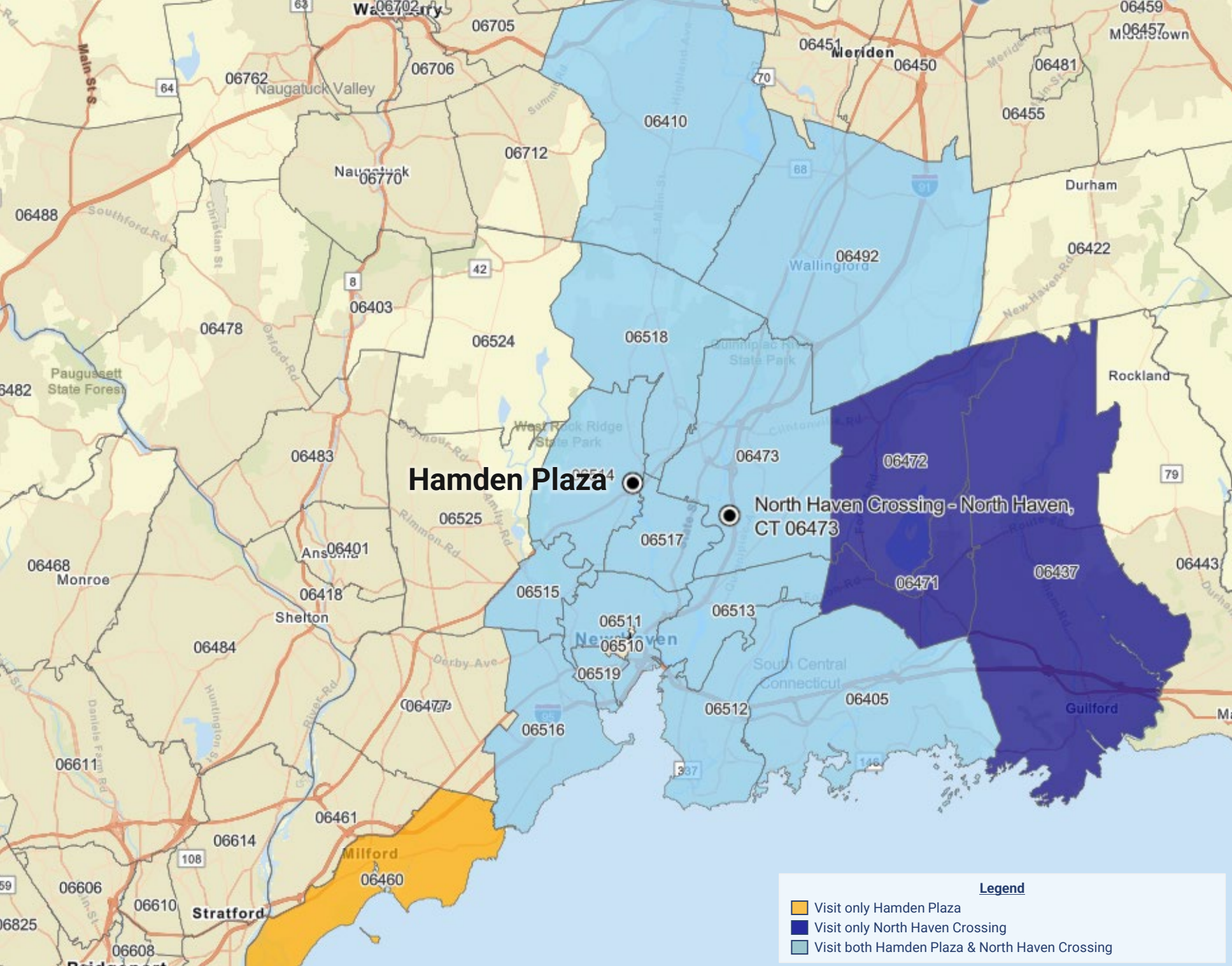
North Haven Crossing Geographic Overlap

› North Haven Crossing's strength is in the eastern side of the market and largely (88%) overlaps Hamden Plaza's market in between. North Haven Crossing's visitor origin population is second largest after North Haven Commons (433,347 vs. 510,518.

› Hamden Plaza's customers are less inclined to shop or visit North Haven Crossing than North Haven Commons (22% vs. 32%).

Legend
- 🟧 Visit only Hamden Plaza
- 🟦 Visit only North Haven Crossing
- 🟦 Visit both Hamden Plaza & North Haven Crossing

Demographic	Hamden Plaza Only	Overlap	NHCr Only
Avg. HH Income	$164,134	$121,675	$143,718
Households	18,187	129,817	41,586
Population	45,402	334,096	99,251
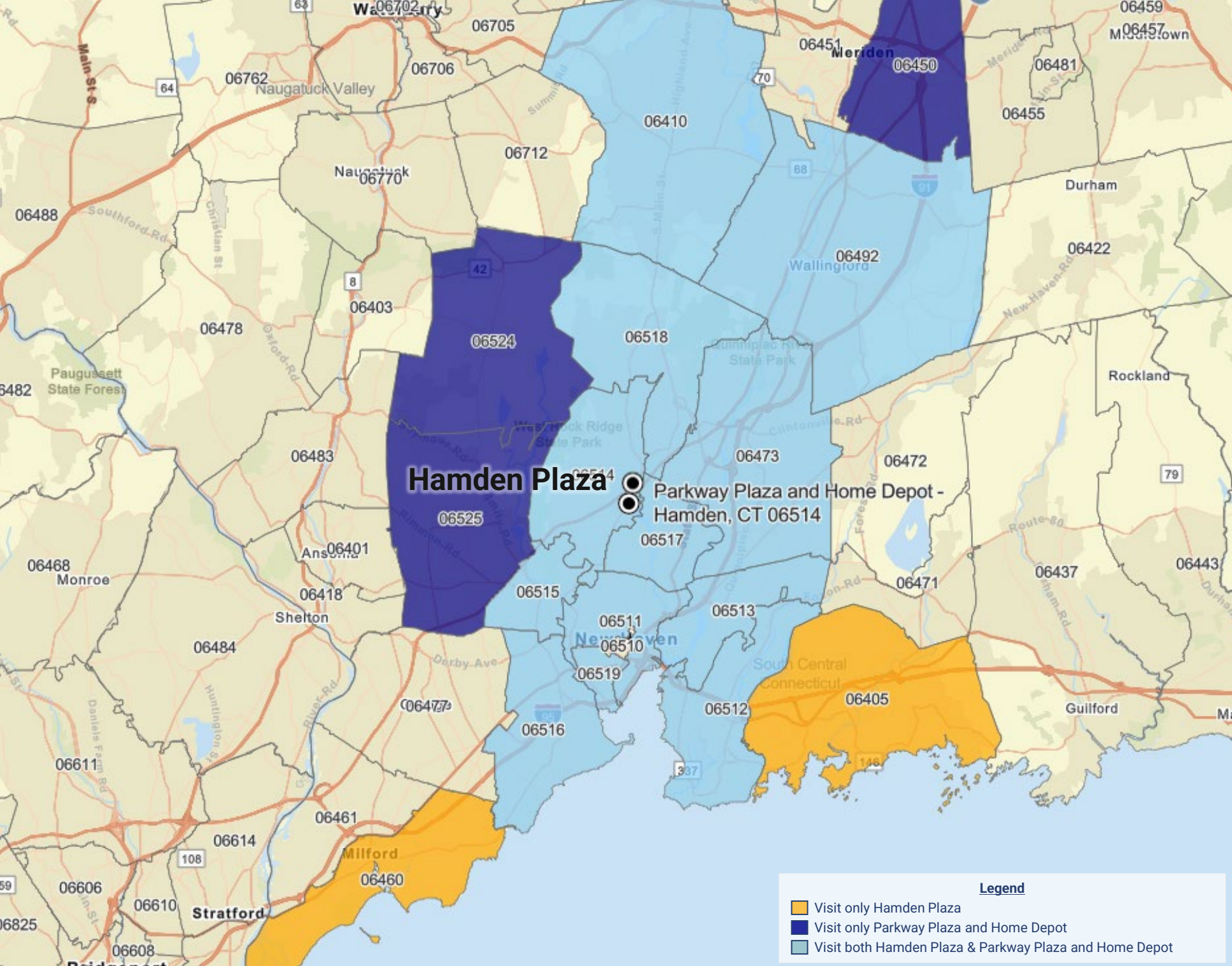
Parkway Plaza and Home Depot Geographic Overlap

› Parkway Plaza/Home Depot draw from a slightly (+3%) larger visitor origin population than Hamden Plaza. However, Hamden Plaza's customer base has higher sales potential because of higher household incomes ($132,440 vs. $122,317 averages).

› Only 19% of Hamden Plaza's shoppers visited Parkway Plaza/Home Depot during the year which was much less than the 36% cross-shopping from Parkway Plaza/Home Depot to Hamden Plaza.

Demographic	Hamden Plaza Only	Overlap	PPHD Only
Avg. HH Income	$162,566	$121,901	$118,395
Households	19,135	128,869	24,511
Population	48,597	330,901	61,312

Legend
- Visit only Hamden Plaza
- Visit only Parkway Plaza and Home Depot
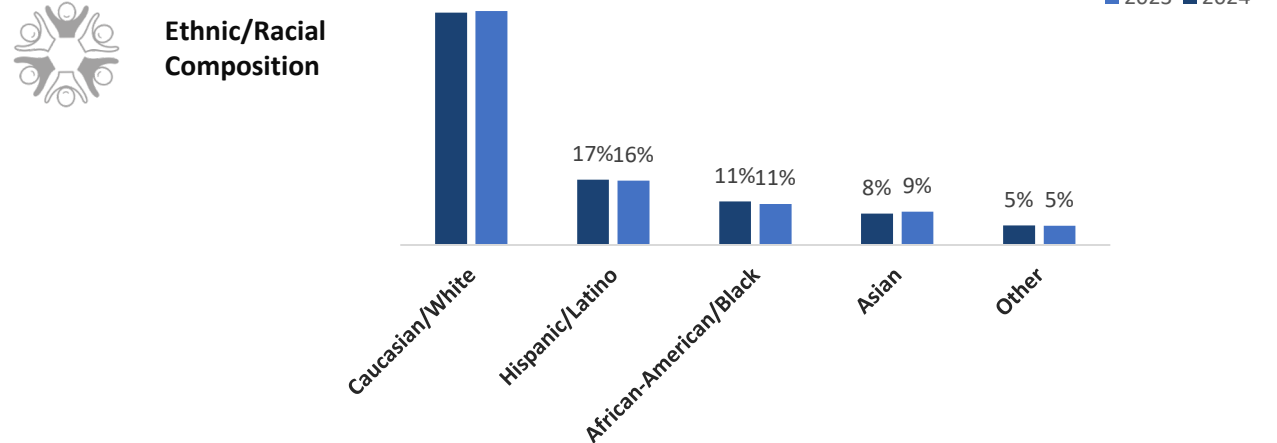- Visit both Hamden Plaza & Parkway Plaza and Home Depot

Appendix

Hamden Plaza Visitor: Where and Who Year-over-Year Comparison

	2023	2024	CHANGE
TruTrade Visitor Origin Population	251,268	379,498	↑
Less than 20 miles	85.6%	86.9%	↑
20-50 miles	6.3%	5.6%	↓
More than 50 miles	8.1%	7.5%	↓
Avg Distance (Live within 50mi)	6.4	5.9	↓
Out-of-state Visitors	35.2	30.4	↓

	2023	2024	CHANGE
Average Income $100k or more	$137,394 48.2%	$132,440 46.3%	↓ ↓
College or Post-Graduate Degree	46.0%	44.8%	↓
Having Children <18 Living at Home	33.6%	33.3%	↓

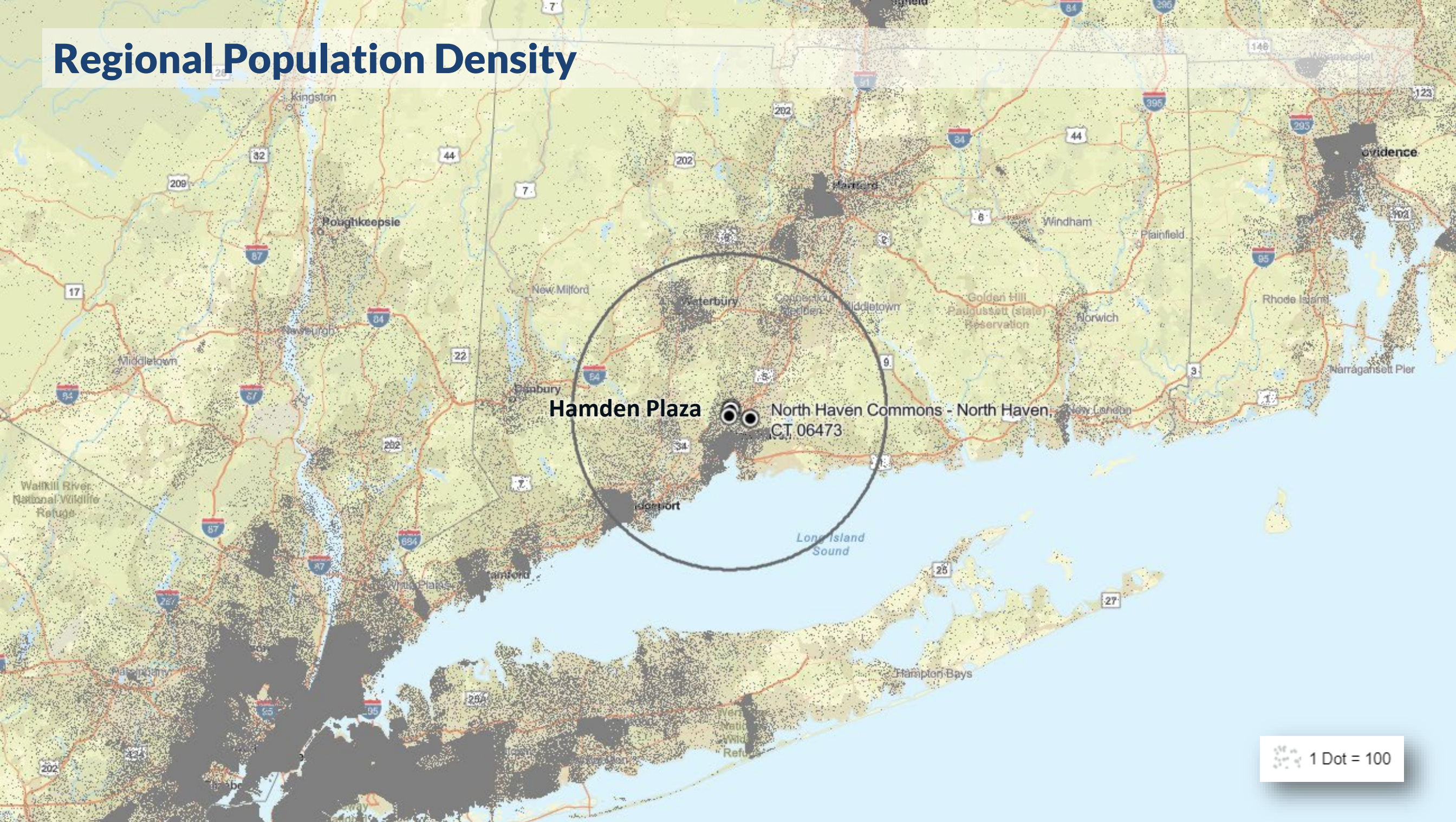|	2023	2024
Top 5 ZIP Codes	6514, Hamden, CT (31.4%) 6518, Hamden, CT (11.0%) 6511, New Haven, CT (8.4%) 6517, Hamden, CT (6.4%) 6473, North Haven, CT (5.0%)	06514, Hamden, CT (27.4%) 06518, Hamden, CT (10.8%) 06511, New Haven, CT (8.0%) 06517, Hamden, CT (5.1%) 06473, North Haven, CT (4.8%)
Total Percent of Visits	62.2%	56.1%

Ethnic/Racial Composition

Legend: ■ 2023 ■ 2024

- Caucasian/White: 59% / 60%
- Hispanic/Latino: 17% / 16%
- African-American/Black: 11% / 11%
- Asian: 8% / 9%
- Other: 5% / 5%

Source: TruTrade (August 2022-July 2023 vs. August 2023-July 2024)

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Hamden Plaza Change Map
August 2022-July 2023 vs. August 2023-July 2024

Hamden Plaza - Hamden, CT 06514

Visitor Origin Change Map

- 🟧 Retained
- 🟥 Lost
- 🟩 Gained

Demographic	Retained in CY 2023	Lost in CY 2023	Gained in CY 2023
Avg. Income	$124,881	$161,417	$131,049
Households	94,570	2,334	53,434

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Regional Population Density

Hamden Plaza

North Haven Commons - North Haven,
CT 06473

1 Dot = 100

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Regional Income Distribution

Legend:
- Less than $25,000
- $25,000 - $49,999
- $50,000 - $99,999
- $100,000 -$149,999
- $150,000 or more

Map labels: Hamden Plaza • • North Haven Commons - North Haven, CT 06473

Long Island Sound

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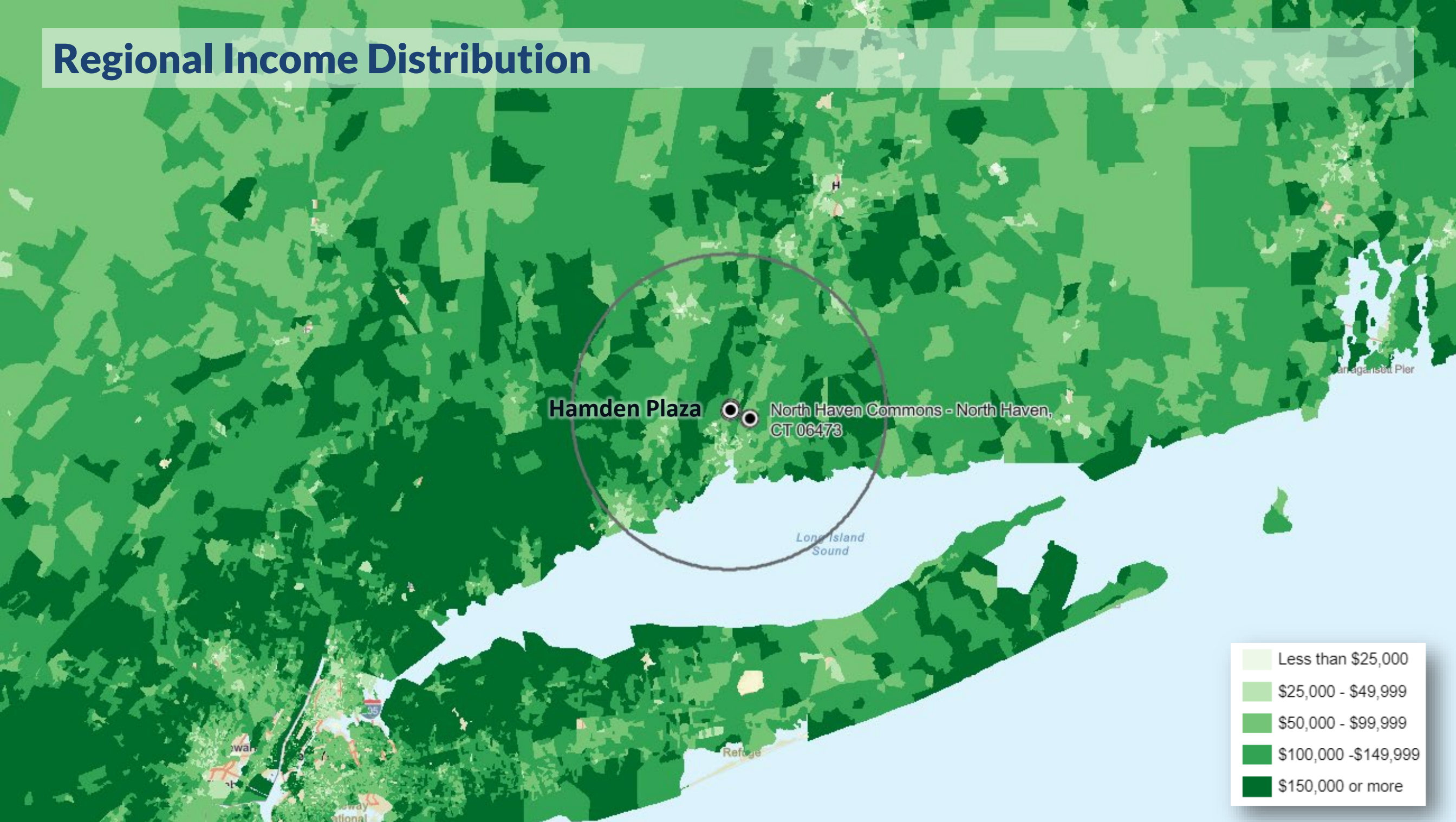
Regional shoppers (<50 miles) travel an average of 5.9 miles to Hamden Plaza which is below the averages for North Haven Commons (7.6), North Haven Crossing (7.1) and Parkway Plaza/Home Depot (6.2)

	Estimated Distance Traveled						
	Less than 5 miles	5 to 10 miles	11 to 20 miles	21 to 50 miles	More than 50 miles	Avg. Distance (miles)	Avg. Distance (<50mi)
Hamden Plaza - Hamden, CT 06514	**64.0%**	**14.6%**	**8.4%**	**5.6%**	**7.5%**	**30.4**	**5.9**
Hamden Mart	64.9%	15.0%	8.2%	5.0%	7.0%	28.4	5.8
Kohl's Center Hamden - Hamden, CT 06514	62.0%	18.3%	8.1%	4.9%	6.6%	27.0	5.9
Marketplace at Hamden	63.8%	15.4%	8.5%	5.2%	7.1%	30.2	5.8
North Haven Commons - North Haven, CT 06473	47.7%	24.7%	13.7%	6.5%	7.4%	32.0	7.6
North Haven Crossing - North Haven, CT 06473	50.9%	25.3%	11.0%	6.5%	6.3%	28.0	7.1
Parkway Plaza and Home Depot - Hamden, CT 06514	62.5%	14.8%	8.4%	6.3%	8.1%	30.9	6.2
Average of Tested Locations	**59.4%**	**18.3%**	**9.5%**	**5.7%**	**7.1%**	**30**	**6.3**

Source: TruTrade, 12 months ending on March 31, 2022

27% of Hamden Plaza's shoppers visited there more than one time during the study year which was slightly above average (25%) among the study group

|	Monthly Visit Frequency			
	Visited once	Visited 2-4 times	Visited 5+ times	Avg. Number Monthly Visits
Hamden Plaza - Hamden, CT 06514	**73.1%**	**23.3%**	**3.6%**	**1.6**
Hamden Mart	71.2%	25.0%	3.9%	1.6
Kohl's Center Hamden - Hamden, CT 06514	81.3%	17.4%	1.4%	1.3
Marketplace at Hamden	73.8%	23.1%	3.1%	1.5
North Haven Commons - North Haven, CT 06473	75.1%	22.5%	2.4%	1.5
North Haven Crossing - North Haven, CT 06473	76.6%	21.2%	2.2%	1.4
Parkway Plaza and Home Depot - Hamden, CT 06514	75.6%	21.8%	2.6%	1.5
Average of Tested Locations	**75.2%**	**22.0%**	**2.7%**	**1.5**

Source: TruTrade, 12 months ending on March 31, 2022

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Dwell time per trip to Hamden Plaza averages one hour and 11 minutes which ties with North Haven Commons as the longest amount of time among the comparables

	Visit Duration				
	Less than 15 mins.	15 to 60 mins.	60 mins. to 3 hours	More than 3 hours	Average Duration (mins)
Hamden Plaza - Hamden, CT 06514	**25.3%**	**46.6%**	**20.1%**	**8.1%**	**70.7**
Hamden Mart	27.4%	45.7%	20.1%	6.9%	66.6
Kohl's Center Hamden - Hamden, CT 06514	24.8%	49.8%	18.5%	6.9%	66.2
Marketplace at Hamden	26.2%	50.5%	16.3%	7.1%	64.3
North Haven Commons - North Haven, CT 06473	23.2%	47.3%	22.9%	6.7%	70.7
North Haven Crossing - North Haven, CT 06473	27.5%	51.6%	14.9%	6.0%	59.8
Parkway Plaza and Home Depot - Hamden, CT 06514	27.6%	46.6%	17.6%	8.2%	68.2
Average of Tested Locations	**26.0%**	**48.3%**	**18.6%**	**7.1%**	**66.6**

Source: TruTrade, 12 months ending on March 31, 2022

NEED MORE INFORMATION?
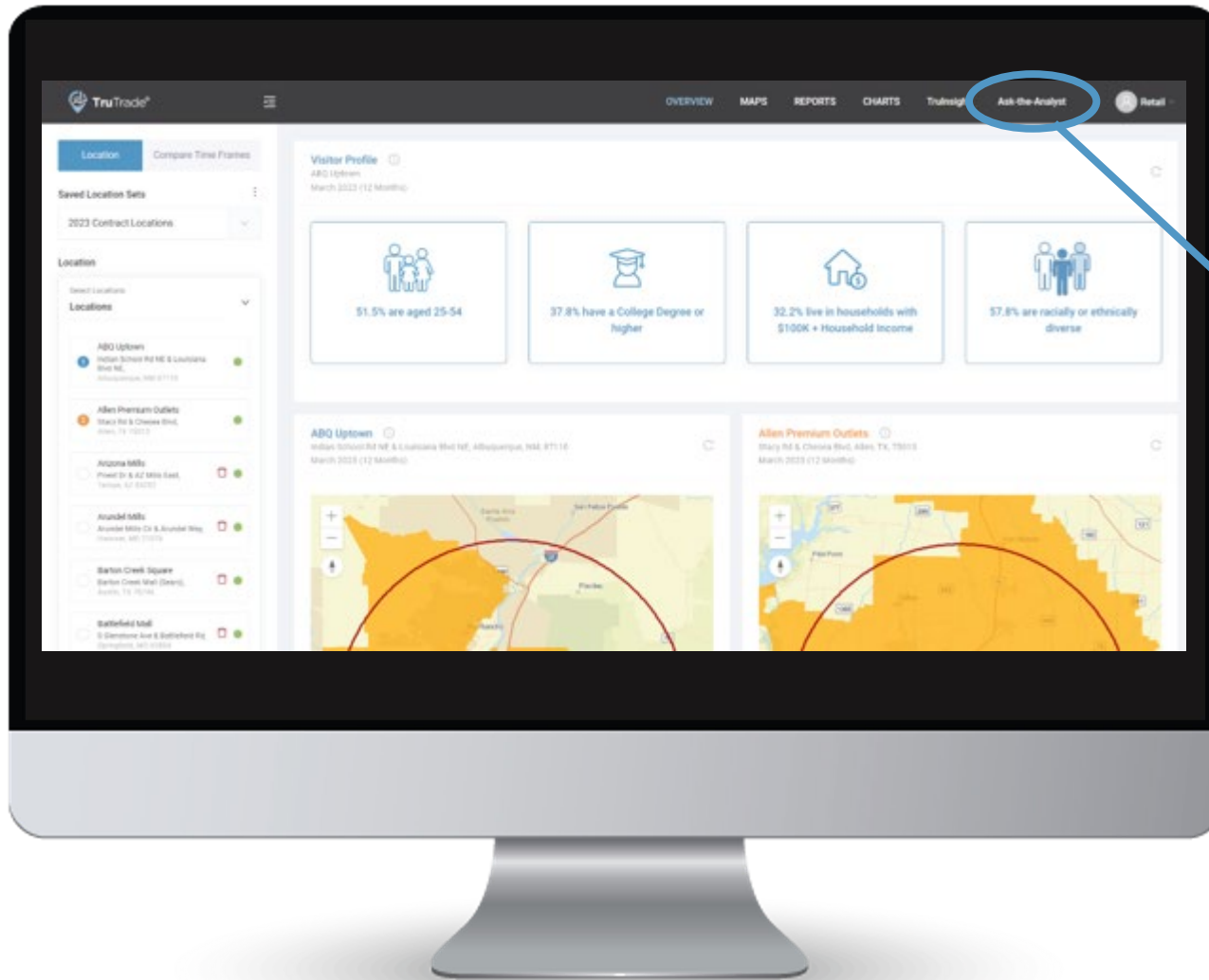
Options Include:

- Log in to the Alexander Babbage, Inc. TruTrade dashboard at *trutrade.alexanderbabbage.com*
- Contact Alexander Babbage if you do not have TruTrade access

- Ask the Analyst: Not seeing what you need in the dashboard? Select Ask-the-Analyst from the menu bar at the top right and submit your request.

Source: TruTrade (August 2023 - July 2024)

TruTrade Methodology & Definitions
TruTrade analyzes the behavior of 120M consumers in the physical world

- Mobile devices anonymously leave digital footprints with an accuracy of ~10 feet. This anonymized data comes from apps that collect location data from users, such as a weather app that needs to know where you are to perform the service. Each digital footprint is identified by a unique device ID. Alexander Babbage ingests this data daily from ~120M U.S. consumers and manages this data for the entire U.S. going back to January 2019.
- Alexander Babbage identifies one or more sets of devices we are interested in, such as visitors to a center, and then analyzes millions of trips to provide context such as who they are, where they live, how long they stay, how frequently they visit, where else they go, etc.
  - We identify a home location for a device based on where it is seen at night and then use that device's home location to append the geographic location to understand the trade area and market penetration and how that changes over time.
- **Demographics** – the demographics of the U.S. block group of the home location for the device. This allows comparisons between the demographic make-up of the households who are visiting a location but may not reflect the actual visitor. The data is updated annually by ESRI.
- **Visitor Distance Traveled** – the distance from the center of the U.S. block group to the location, used to compare between locations and compute a weighted average distance. Note, this will not compare to traditional methods as it includes the distance traveled by people who have flown to the market (e.g. on business, or for leisure) and who are visiting the location.
  - Local Visitor: shoppers who travel up to 20 miles to visit the center
  - Day Trip Visitor: shoppers who travel between 21 and 50 miles to visit the center
  - Domestic Tourist Visitor: shoppers who travel more than 50 miles to visit the center (U.S. home locations)
- **Visitor Frequency** – the number of times the same device was seen at a given location in any given month during the tested 12-month period. Note, this typically understates frequency given privacy and device refresh rates but can be used to compare between locations.
- **Visitor Duration** – the duration between the first and last "pings" to the mobile application while at the location. Note, this typically understates duration given the first ping has to occur after arriving at the location and the last ping may be some minutes before leaving the location but can be used to consistently compare between studied locations.
- **Top 25 ZIPs** – trips are organized based on number of trips to a given location, then sorted into the top 25 ZIPs that produce visits to that location. The table is sorted from high to low on Percent of Visits.
- **TruTrade Area** – TruTrade Area is defined by ranking U.S. block groups in descending order based on 1.) the number of trips originating from each block group, and 2.) the Average Household Income for each block group. The percent of visits from each block group, along with a cumulative total, is calculated and the block groups that represent the top 75% of visits are shown on the TruTrade Area map.
- **TruTrade Visitor Origin Population** – sum of the population of the U.S. block groups which comprise the top 75% of location visits.

THANK YOU!

STRATEGY // INSIGHTS // ACTION

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