



OUTLETS & MARKETPLACE

— WILLIAMSBURG —

MARKET DEMOGRAPHICS

| STATS | 30 MILES | 45 MILES | 60 MILES |
|-------------------------------|----------|----------|----------|
| Population | 331,464 | 517,913 | 846,206 |
| Households | 134,534 | 207,861 | 338,585 |
| Average Persons Per Household | 2.46 | 2.49 | 2.50 |
| Average Household Income | \$77,690 | \$77,374 | \$72,978 |

| | | | |
|-------------------|-------------|-------------|-------------|
| GENDER M/F | 49.4%/50.6% | 49.5%/50.5% | 49.8%/50.2% |
| MEDIAN AGE | 33.14 | 36.03 | 37.16 |

POPULATION BY AGE

| | | | |
|---------------|-------|-------|-------|
| <21 years | 22.0% | 22.7% | 22.9% |
| 22 - 39 years | 29.3% | 26.0% | 24.2% |
| 40 - 59 years | 23.8% | 24.5% | 24.5% |
| 60 - 69 years | 11.6% | 12.4% | 12.9% |
| 70+ years | 13.2% | 14.4% | 15.5% |

DISTANCE TRAVELED

| | |
|---------------|-------|
| 250+ Miles | 11.7% |
| 100-250 Miles | 20.0% |
| 50-99 Miles | 36.8% |
| 30-49 Miles | 11.1% |
| 10-30 Miles | 18.2% |
| <10 Miles | 2.2% |

ANNUAL VISITORS

1.3 Million

UNIQUE VISITORS

668.9K

VISIT FREQUENCY

1.99/year

AVG. DWELL TIME

66 Minutes

AVG. HOUSEHOLD INCOME

\$79.3K

SIZE

261,831 SF

NUMBER OF STORES

52

KEY DATES

**Opened 1991;
Redevelopment 2022**

NUMBER OF PARKING SPACES

1,432

PARKING RATIO

5:1,000

SALES SEASONALITY

Source: Placer.ai data on a rolling from April 2021-March 2022



149

80

22 MI IOWA CITY

EXIT
220



FEATURED STORES

- American Eagle Outfitters
- Bath & Body Works
- Carter's Babies & Kids
- Coach
- Columbia Factory Store
- Eddie Bauer Outlet
- Express Factory Outlet
- Famous Footwear Outlet
- HanesBrands
- Lee | Wrangler Clearance
- Nike Clearance
- Old Navy Outlet
- Polo Ralph Lauren
- Skechers
- Under Armour

49,000+ ADT
Source Placer.at 4/2022

80 MI DES MOINES



EXIT
220



PAVE



TORG

