



# OUTLETS NAGS HEAD

## MARKET DEMOGRAPHICS

Source: Placer 2022 STI Popstats

STATS	30 MILES	45 MILES	60 MILES
Population	40,516	91,872	172,212
Households	16,940	36,437	66,471
Average Persons Per Household	2	2	2
Average Household Income	\$95,121	\$84,690	\$81,577

<b>GENDER M/F</b>	49.1%/50.9%	49.1%/50.9%	49.8%/50.2%
<b>MEDIAN AGE</b>	46	42	42

### POPULATION BY AGE

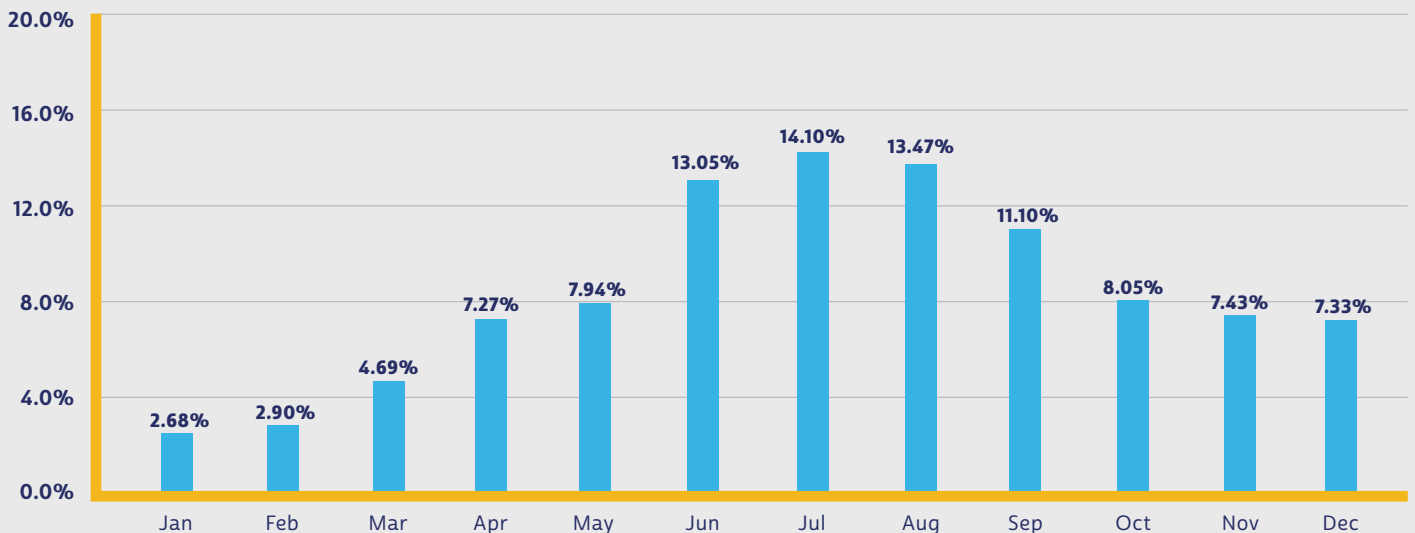
<21 years	24.4%	25.7%	25.1%
22 - 39 years	18.8%	21.2%	21.8%
40 - 59 years	25.6%	24.4%	24.5%
60 - 69 years	15.4%	14.2%	14.2%
70+ years	15.8%	14.5%	14.4%

### DISTANCE TRAVELED

250+ miles	43.43%	Over 79% of the shoppers traveled 100+ miles to get to the center
100-250 miles	36.13%	
50-99 miles	12.94%	
30-49 miles	3.08%	
10-30 miles	1.58%	
<10 miles	2.84%	

## SALES SEASONALITY

Source: Feb 2023 - Jan 2022  
Tenant Sales



ANNUAL VISITORS  
**1.2 million**

UNIQUE VISITORS  
**786.6K**

VISIT FREQUENCY  
**1.52/year**

AVG. DWELL TIME  
**53 minutes**

AVG. HOUSEHOLD INCOME  
**\$92K**

SIZE  
**82,161 SF**

NUMBER OF STORES  
**22**

KEY DATES  
**Opened 1990**

NUMBER OF PARKING SPACES  
**484**

PARKING RATIO  
**6:1,000**

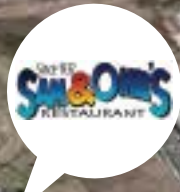
**FEATURED STORES**

- Aerie **NEW**
- American Eagle
- Bros Seriously Awesome Food **NEW**
- Champion **NEW**
- Eddie Bauer Outlet
- Gap Factory Store
- J.Crew Factory
- Michael Kors
- Polo Ralph Lauren
- Sperry **NEW**
- Vera Bradley



**PAD SITE AREA**

**27,900+ ADT**  
Source Placer.ai 4/2023



Outer Banks Mall  
(2 miles)

uscellular  
HomeGoods  
DOLLAR TREE  
West Marine  
OUTBACK STEAKHOUSE



**TORG**



35°54'43.7"N 75°36'06.9"W



**OUTLETS**  
NAGS HEAD

7100 SOUTH CROATAN HWY  
NAGS HEAD, NC 27959

**DISTANCE TO... NEAREST COMPETITION**

MAJOR CITIES	
Norfolk	70 miles
Richmond	145 miles
Raleigh	165 miles
Wilmington	170 miles

POINTS OF INTEREST	
Jockey's Ridge State Park	3.5 miles
Wright Brothers National Memorial	8 miles
Cape Hatteras National Seashore	46 miles

CENTER	DISTANCE (MILES)	KEY TENANTS
<b>Outer Banks Mall</b>	<b>2</b>	HomeGoods, ULTA Beauty, West Marine
<b>Dare Centre</b>	<b>9</b>	Belk, Rack Room Shoes, Food Lion
<b>Norfolk Premium Outlets</b>	<b>75</b>	Coach, H&M, Nike Factory Store, Polo Ralph Lauren Factory Store
<b>Williamsburg Premium Outlets</b>	<b>116</b>	Coach, Columbia Sportswear, Michael Kors, Nike Factory Store

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OWNERSHIP	LEASING & MARKETING	PROPERTY MANAGEMENT
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