



Market Demographics

Source: Placer 2022 STI Popstats

STATS	5 Miles	10 Miles	30 Miles	45 Miles	60 Miles
Population	143,047	561,052	1.4M	1.5M	1.7M
Households	54,819	223,907	530,146	598,481	671,918
Avg. Persons/Household	3	2	3	3	3
Avg. Household Income	\$69,378	\$77,662	\$87,223	\$85,437	\$83,713

Gender	5 Miles	10 Miles	30 Miles	45 Miles	60 Miles
Male	49.4%	49.4%	49.2%	49.3%	49.4%
Female	50.6%	50.6%	50.8%	50.7%	50.6%
Median Age	36	37	37	38	38

Population by Age	5 Miles	10 Miles	30 Miles	45 Miles	60 Miles
<21 years	31.8%	30.7%	31.1%	30.6%	31.1%
22-39 years	23%	21.9%	22.8%	23.1%	23%
40-59 years	25%	24.9%	24.5%	24.4%	23.3%
60-69 years	10.7%	11.2%	11.4%	11.4%	11.4%
70+ years	9.5%	10.3%	10.2%	10.5%	11.2%

Distance Traveled	5 Miles	Distance Traveled	60 Miles
250+ Miles	8.66%	30-49 Miles	3.75%
100-250 Miles	15.69%	10-30 Miles	21.26%
50-99 Miles	10.05%	<10 Miles	40.59%

ANNUAL VISITORS
3.8 million

UNIQUE VISITORS
1.6 million

VISIT FREQUENCY
2.31/year

AVG. DWELL TIME
66 min

AVG. HOUSEHOLD INCOME
\$72k

SIZE
394,000 SF

NUMBER OF STORES
97

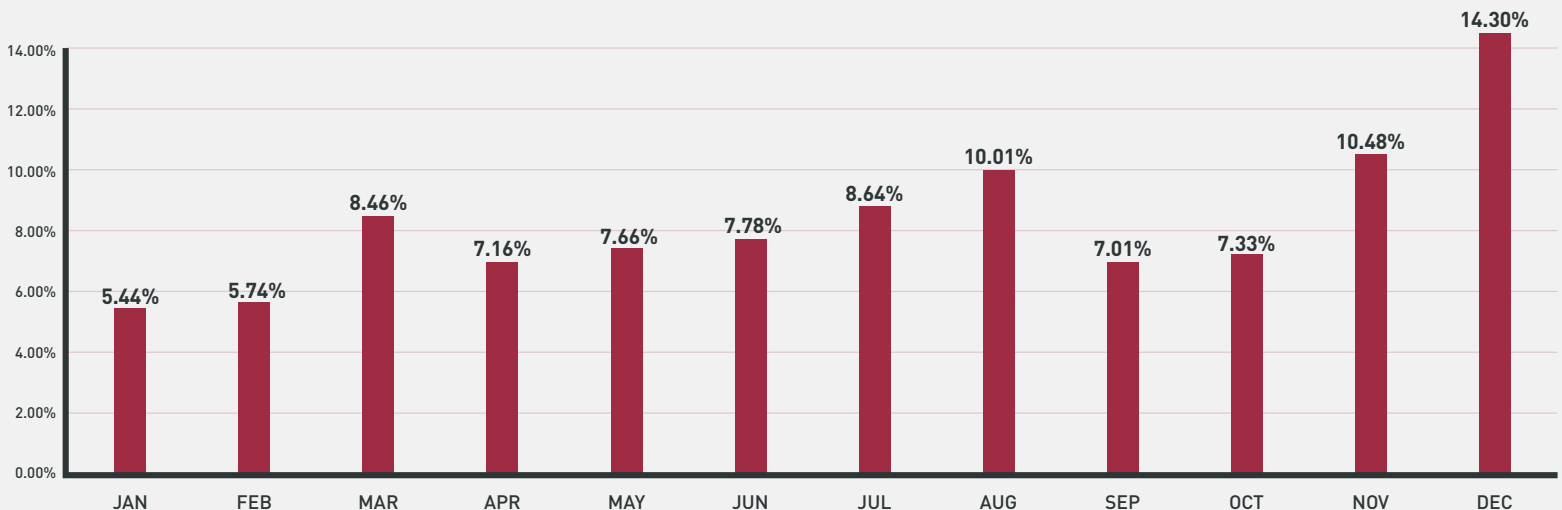
KEY DATES
**Opened 2011;
Expanded 2012
& 2014**

NUMBER OF PARKING SPACES
1,582

PARKING RATIO
4:1,000

Seasonality Chart

Source: Feb 2023 – Jan 2022 Tenant Sales



FEATURED STORES

- Adidas **NEW**
- Aerie
- American Eagle Outfitters
- Coach
- Columbia Factory Store
- Forever 21
- Guess Factory Store
- IT'SUGAR **NEW**
- J.Crew Factory
- Jared Vault
- Kate Spade New York
- Le Creuset
- Michael Kors Outlet
- Nike Factory Store
- Old Navy Outlet
- Perry Ellis
- Polo Ralph Lauren
- Puma Outlet **NEW**
- The Cosmetics Company Store
- The North Face
- Tommy Hilfiger
- Under Armour
- Vera Bradley
- Victoria's Secret **NEW**



15,100+
Source Placer.ai 4/2023

89,100+
Source Placer.ai 4/2023

OKC
OUTLETS®

**RENO AVENUE
PAD SITE**

**I-40
PAD SITE**

16,300+
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