

THE OUTLET COLLECTION
SEATTLE



nordstrom
Rack



MK
MICHAEL KORS



J.CREW

ANN TAYLOR



Southcenter
Trade Area
Population
688,325
Ave HH Income
\$116,657

Auburn
Primary
Trade Area
214,604
\$102,112

Auburn
Secondary
Trade Area
58,490
\$140,981

Combined
Primary and
Secondary
Population 273,094
Ave HH Income
\$121,547

Federal Way
Trade Area
Population
118,595
Ave Inc \$100,262

Tacoma
Trade Area
Population
484,720
Ave HH Income
\$92,497

Puyallup
Trade Area
Population
398,556
Ave HH Income
\$102,119

THE OUTLET COLLECTION
4.9 Million Total Visits
July 2021 through June 2022
1.4 Million Unique Visitors*
State and National Rankings for anchors.
All #1 in the State of Washington

- nordstrom
Rack #1 of 6 in the State,
#15 of 216 stores nationally.
- Burlington Coat Factory #1 of 13 in the State,
#22 of 669 stores nationally.
- DAVE AND D&B BUSTERS #1 of 2 in the State,
#15 of 82 stores nationally.
- BED BATH & BEYOND #1 of 15 in the State,
#4 of 648 stores nationally.
- ULTA BEAUTY #1 of 30 in the State,
#39 of 1,088 stores nationally.

*Mobile Location Data Intelligence July 2022 Provided upon request.

Auburn, WA