



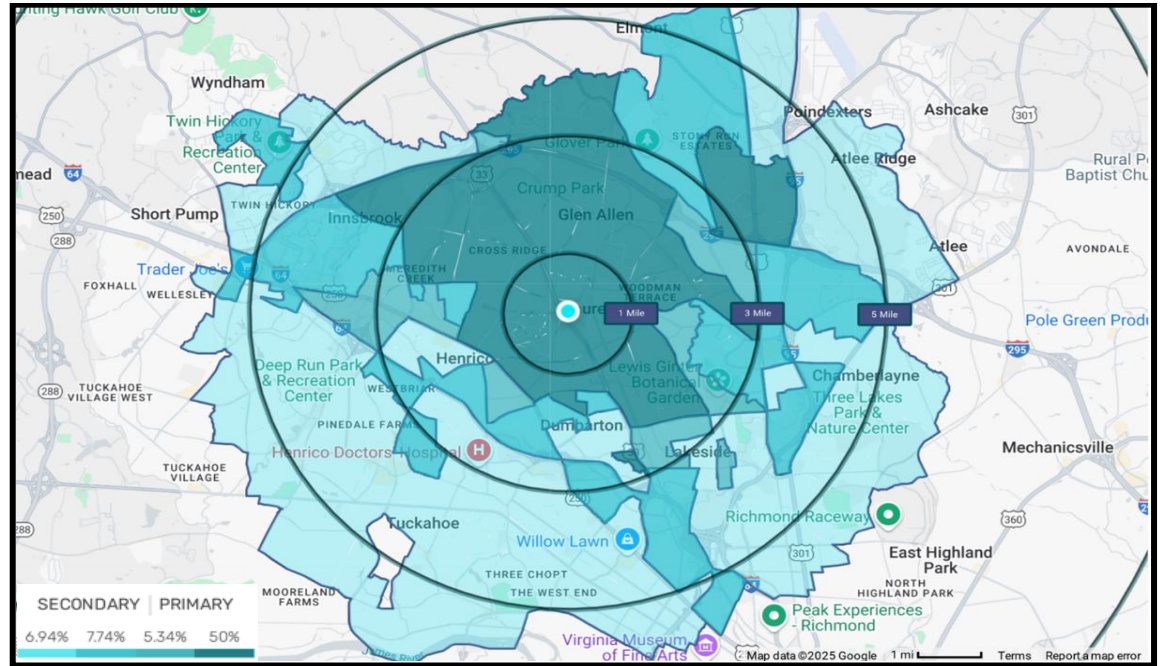
PRIMARY

Staples Mill Plaza Shopping Center

9117-9197 Staples Mill Road,
Richmond, VA 23228 • 74,496 SF

Location Overview

Total Visits	1.64M
Unique Visitors	90.46K
Average Freq.	18.11
Average Dwell Time	27 Minutes



Category	Sub-Category	Variable	1-Mile Visitors	3-Mile Visitors	5-Mile Visitors
Population	Visitors	Total Visitors	6,458	25,606	34,506
Population	Visitors	Total Households	2,583	11,910	13,914
Income	Household Income	Average Household Income	\$ 112,201	\$ 81,132	\$ 101,023
Income	Household Income	Median Household Income	\$ 94,720	\$ 65,554	\$ 87,421
Income	Household Income	<\$75K	36.5%	59.1%	43.2%
Income	Household Income	\$75K-\$100K	15.9%	13.1%	18.2%
Income	Household Income	\$100K-\$125K	6.4%	8.4%	6.9%
Income	Household Income	\$125K-\$150K	5.6%	4.1%	5.4%
Income	Household Income	\$150K+	35.7%	15.2%	26.3%
Education	Educational Attainment	Bachelor's Degree & Higher	53.0%	33.0%	39.0%
Employment	Occupation	Blue Collar	59.1%	52.8%	59.3%
Employment	Occupation	White Collar	40.9%	47.2%	40.7%