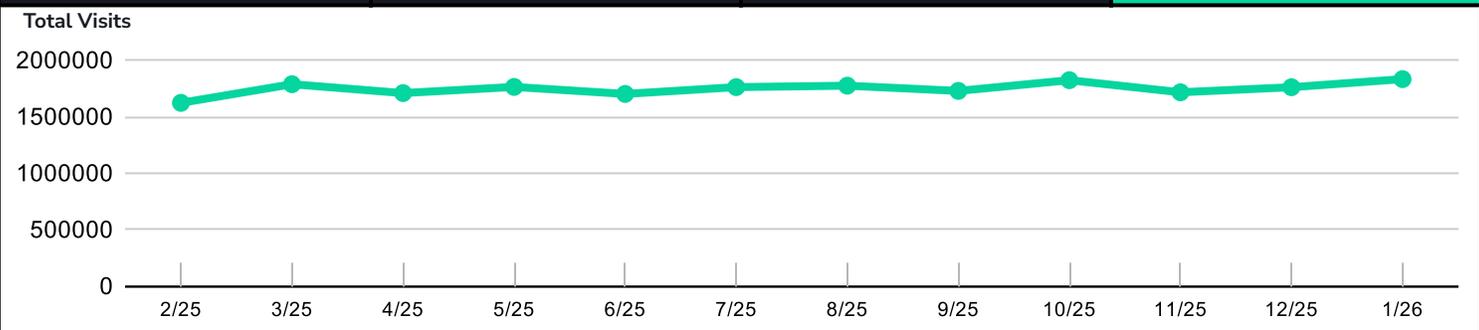


Mobile Data Report

2010 - 2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups
 Mobile Data as of 1-2026



Birch Run Premium Outlets 12240 S Beyer Rd



| | |
|------------------------|------------|
| 3 Month Visits | 5,312,399 |
| 6 Month Visits | 10,640,990 |
| 9 Month Visits | 15,870,395 |
| 1 Year Visits | 20,992,140 |
| Average Monthly Visits | 1,749,345 |
| Median Daily Visits | 57,954 |

Same Month Retailers - Top retailers visited by each brand

| | |
|---|-------------------|
| 1 | Bath & Body Works |
| 2 | Mobil |
| 3 | Under Armour |
| 4 | Skechers |

Ranking - Store locations rank by geography

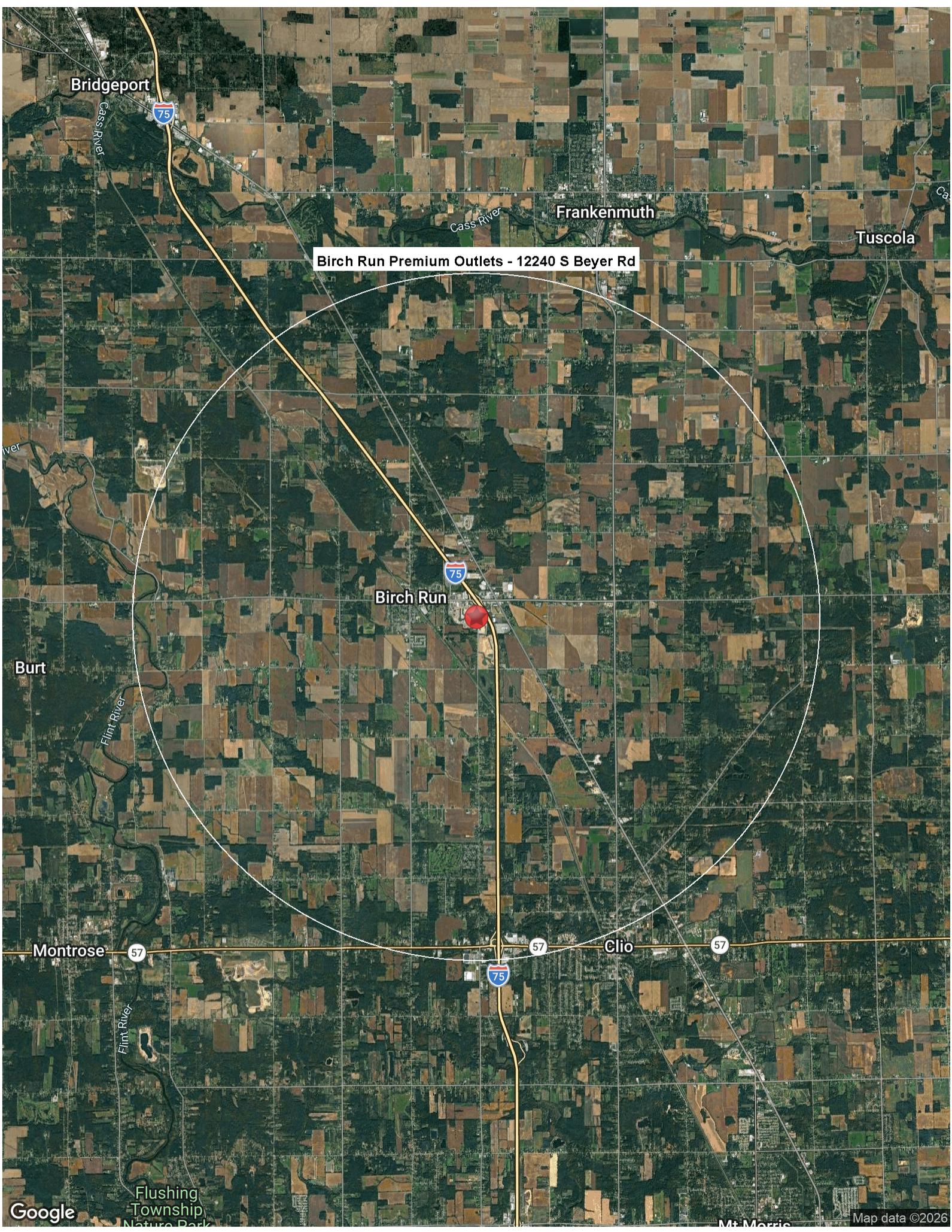
| | |
|-------|---------|
| MSA | 1 / 1 |
| State | 1 / 6 |
| USA | 4 / 186 |

Zip Codes - Top areas of visitor origin

| Category | Rank | Zip Code | Percentage |
|----------|------|----------|------------|
| Home | 1 | 48420 | 14% |
| | 2 | 48601 | 10% |
| | 3 | 48458 | 9% |
| Work | 1 | 48415 | 13% |
| | 2 | 48601 | 9% |
| | 3 | 48420 | 9% |

Demographics - 5 mi radius

| | |
|-------------------------------|-----------|
| 2025 Population | 14,112 |
| 2030 Population | 13,790 |
| % Population Change 2025-2030 | -2.3% |
| 2025 Adult Population Age 18+ | 11,305 |
| 2025 Population Age 0-19 | 21.95% |
| 2025 Population Age 20-35 | 16.64% |
| 2025 Population Age 35-50 | 16.75% |
| 2025 Population Age 50-65 | 21.05% |
| 2025 Population Age 65+ | 23.61% |
| 2025 Population Hispanic | 646 |
| 2025 Population Male | 7,207 |
| 2025 Population Female | 6,906 |
| 2025 Households | 5,636 |
| 2025 Median Household Income | \$84,843 |
| 2025 Average Household Income | \$111,549 |



Bridgeport



Cass River

Cass River

Frankenmuth

Tuscola

Birch Run Premium Outlets - 12240 S Beyer Rd



Birch Run



Burt

Flint River

Montrose



Clio



Google

Flushing Township Nature Park

Mt Morris

Map data ©2026