



Hanes Mall

Winston-Salem, NC

Location	I-40, Exit at Hanes Mall Boulevard
Anchors	Belk, Dick's Sporting Goods, Dillard's, H&M, JCPenney, Macy's, Old Navy and Sears
Size	1,504,704 square feet
Website	ShopHanesMall.com

Mall Facts Hanes Mall boasts a dynamic merchandising mix with more than 200 specialty stores and eateries including the state's second H&M, aerie, ALDO, Aveda, Banana Republic, Brookstone, Coach, Clarks, Crazy 8, Eddie Bauer, Foot Locker, J.Jill, The Limited, MacAuthority, Pandora, Pottery Barn, p.s. from Aéopostale, Shi by Journeys, T.G.I. Friday's, Victoria's Secret, Williams-Sonoma and Zumiez.

Recently named as one of America's Most-Visited Shopping Malls by Travel & Leisure Magazine, Hanes Mall draws more than 20 million visitors annually.

Trade Area Facts Located in Winston-Salem, North Carolina, Hanes Mall is the largest enclosed mall between Atlanta, GA and Washington, DC.

The newly developed I-74 corridor offers additional access to Hanes Mall from some of the largest area businesses including a new FedEx cargo hub at the Piedmont Triad International Airport, a new FedEx ground hub at the Triad Business Park, a new Caterpillar plant and a thriving biotechnology and biomedical research park and campus. The Triad Business Park is the largest urban research park in the country.

Built on a thriving blend of finance, technology and culture, Winston-Salem, Hanes Mall's primary metropolitan area, is home to a multitude of scientific, high-tech, financial, medical and educational organizations.

The 60-acre Piedmont Triad Research Park and colossal Wake Forest BioTech Place transformation will incorporate 1.1 million square feet into medical and research space. This will reinforce the city's evolution toward a leading biotechnology and life sciences economy.

Major employers located in the Hanes Mall trade area include BB&T, Hanes Brands, Krispy Kreme Doughnuts world headquarters, Wake Forest University Baptist Medical Center, Wake Forest University, Novant Health, US Airways, Wells Fargo Bank and Reynolds American.

There are more than 50,000 college and university students within the Hanes Mall trade area attending such top schools as Wake Forest University, Winston-Salem State University, Salem College, Forsyth Technical Community College and the North Carolina School of the Arts.

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Demographics

Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	482,059	448,663	930,722
2014 Estimate	461,156	435,491	896,647
2010 Census	445,524	426,224	871,748
2014 - 2019 % Change	4.53%	3.02%	3.80%
2014 Daytime Population Estimate	226,165	182,860	409,025

Average Household Income

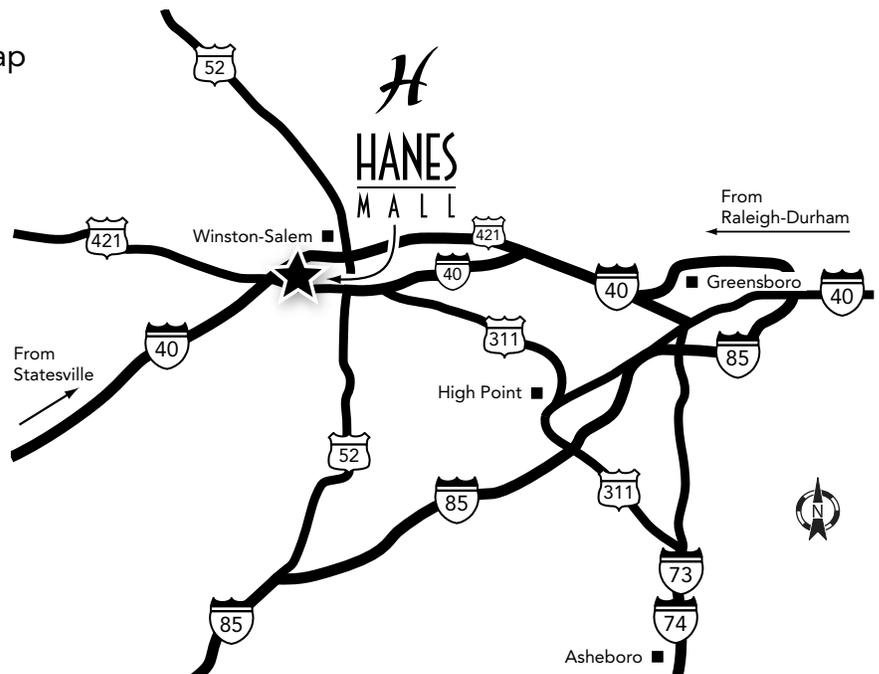
	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	\$68,412	\$60,711	\$64,729
2014 Estimate	\$64,215	\$56,386	\$60,448
2010 Estimate	\$60,352	\$52,777	\$56,679
2014 - 2019 % Change	6.53%	7.67%	7.08%

Median Age

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2014 Estimate	39	41	40

Source: 2010 Census; Scan/US 2014/2019 Estimates

Location Map



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