



# EASTLAND MALL

EVANSVILLE, IN

## MARKET PROFILE 2021

**MAJOR RETAILERS** American Eagle, Bath & Body Works, Buckle, Carter's, Dillard's, Dry Goods, Express Factory Outlet, Forever 21, Hibbett Sports, Hollister, Jared, JCPenney, Lane Bryant, Macy's, Old Navy, Pandora, rue21, Sephora, Shoe Dept Encore, Talbots, Tilly's, Victoria's Secret

**RESTAURANTS & ENTERTAINMENT** At the Pier Arcade, BJ's Brewhouse, Dunkin', Longhorn Steakhouse, Olive Garden, Pier 17 Cajun Seafood, Starbuck's, TGI Friday's | **FOOD COURT** 8 units

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 1,025,000 | **BUILT / RENOVATED** 1981 / 1996

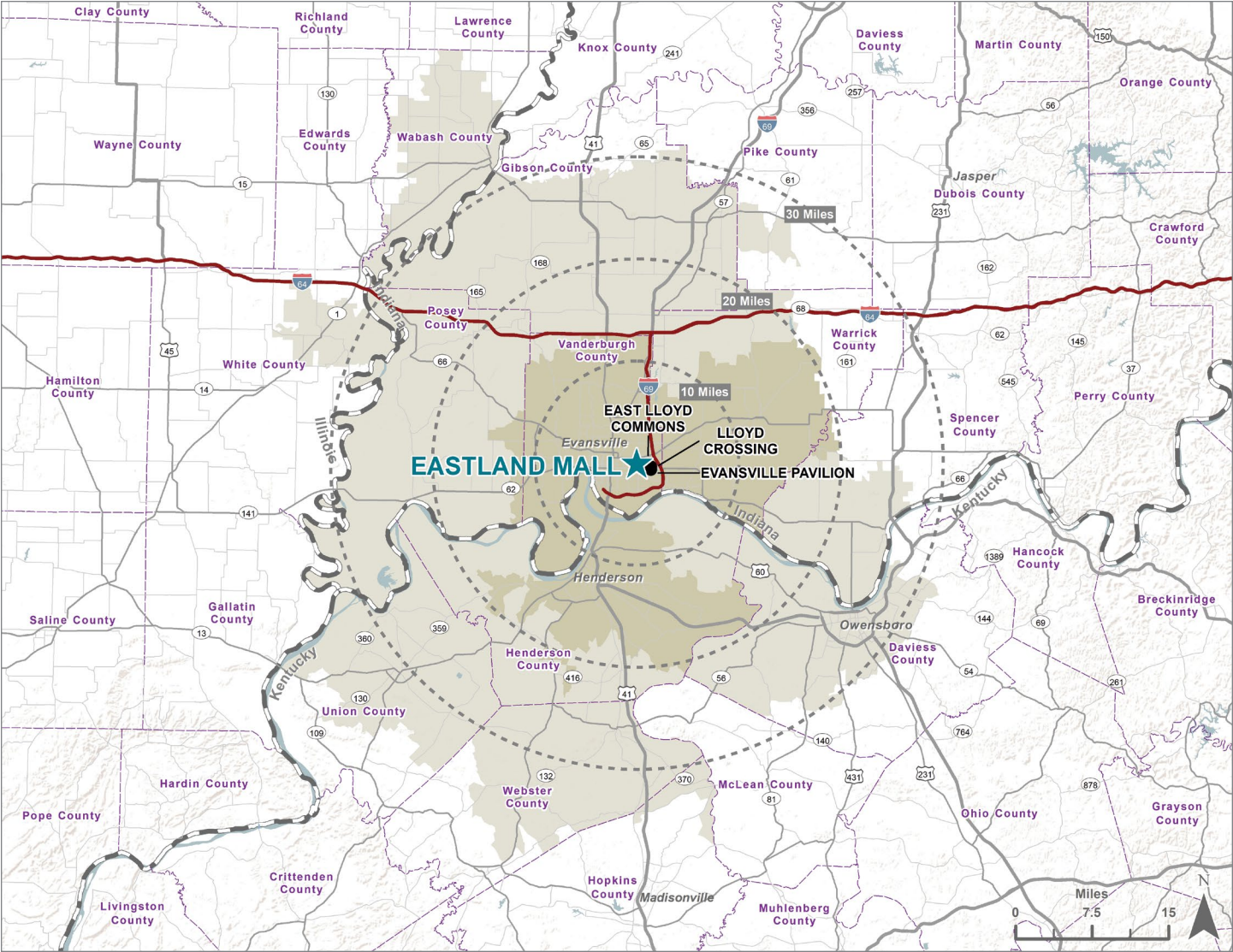
**FOR MORE INFORMATION** 812-477-7171 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

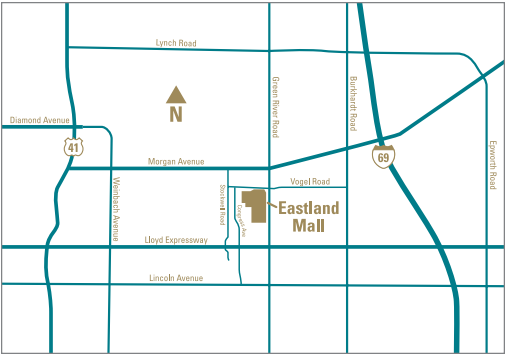
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		EVANSVILLE, IN-KY [MSA]	
2020 Total Population	280,860		472,021		317,528	
2025 Total Population	284,341		477,824		321,312	
2020-2025 Population Growth	1.2%		1.2%		1.2%	
HOUSEHOLDS						
2020 Total Households	114,850		191,279		129,287	
2025 Total Households	116,475		194,086		131,116	
2020-2025 Household Growth	1.4%		1.5%		1.4%	
INCOME						
Average Household Income	\$71,773		\$70,630		\$72,026	
Median Household Income	\$53,766		\$53,418		\$54,533	
Per Capita Income	\$29,552		\$28,774		\$29,512	
HOUSEHOLD INCOME RANGES						
\$50,000 +	61,751	53.8%	102,408	53.5%	70,460	54.5%
\$75,000 +	41,155	35.8%	67,328	35.2%	47,107	36.4%
\$100,000 +	24,611	21.4%	40,741	21.3%	28,328	21.9%
\$150,000 +	9,856	8.6%	14,815	7.7%	10,853	8.4%
AGE						
Median Age	39.6		40.1		40.0	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	54,077	28.0%	82,311	25.2%	59,327	27.0%
White Collar	74,788	58.8%	116,535	55.8%	83,375	57.9%
RACE / ETHNICITY						
White	242,087	86.2%	415,756	88.1%	277,284	87.3%
Black	22,481	8.0%	30,796	6.5%	22,912	7.2%
American Indian	728	0.3%	1,166	0.2%	838	0.3%
Asian	4,513	1.6%	5,947	1.3%	4,737	1.5%
Pacific Islander	168	0.1%	351	0.1%	175	0.1%
Other Race	10,882	3.9%	18,005	3.8%	11,582	3.6%
Hispanic or Latino	7,802	2.8%	13,718	2.9%	8,333	2.6%
Not Hispanic or Latino	273,058	97.2%	458,303	97.1%	309,195	97.4%
EMPLOYMENT / DAYTIME POPULATION						
3 MILE						
5 MILE						
7 MILE						
Total Businesses	3,312		5,656		7,083	
Total Employees	58,276		112,036		129,607	
Daytime Population	78,254		146,910		196,038	

# TRADE AREA MAP



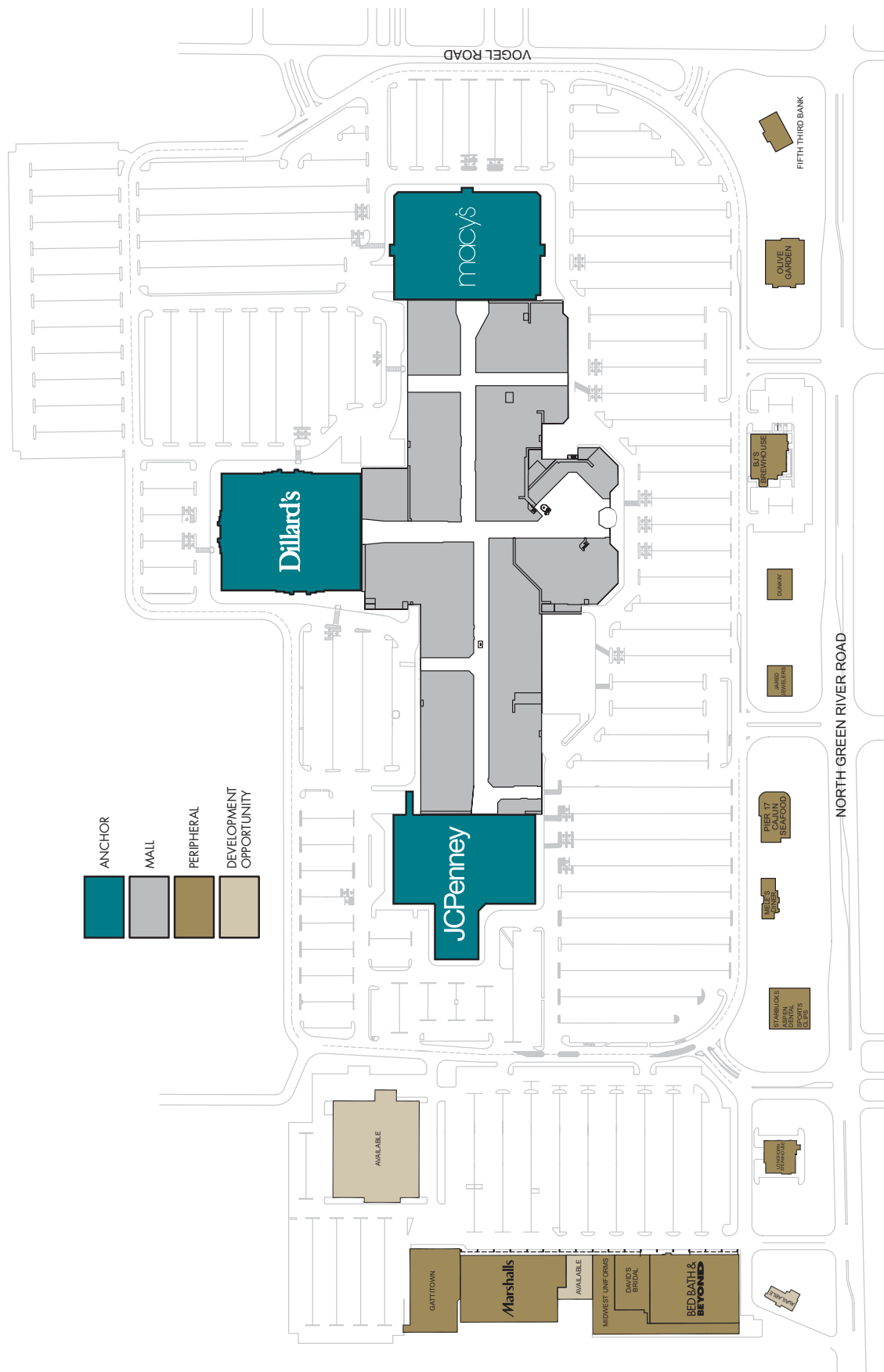
LEGEND

- ★ EASTLAND MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS



10% PCW

UPDATED 3/21



# MARKET FACT SHEET

<p>SECOND LOWEST COST OF LIVING IN THE NATION <small>(NICHE.COM 2019)</small></p> <p>3RD LARGEST CITY IN THE STATE OF INDIANA</p>	<p>NORTHWEST INDIANA BUSINESS QUARTERLY SAYS EVANSVILLE IS ONE OF THE BEST PLACES TO RETIRE IN INDIANA</p>	<p>FORBES MAGAZINE HAS LISTED EVANSVILLE AS THE 4TH BEST PLACE TO START A BUSINESS</p>
<p>HOME OF THE ONLY SUPER-REGIONAL MALL WITHIN A 2-HOUR RADIUS</p>	<p>A UNIVERSITY TOWN WITH ALMOST 20,000 STUDENTS WHO ATTEND 2 MAJOR UNIVERSITIES AND 1 STATE COMMUNITY COLLEGE</p>	
<p>EVANSVILLE IS CORPORATE HEADQUARTERS FOR: ACCURIDE CORPORATION, BERRY PLASTICS, OLD NATIONAL BANK, SHOE CARNIVAL AND ONE MAIN FINANCIAL</p>	<p>DRAWING POWER OF MORE THAN 800,000 PEOPLE IN 26 COUNTIES AND 3 STATES</p> <p>THE ECONOMIC HUB OF A THREE STATE AREA FOR BUSINESS AND COMMERCE, TRANSPORTATION, HEALTHCARE, EDUCATION AND ENTERTAINMENT</p> <p>THE REGION IS HOME OF TOYOTA MOTOR MANUFACTURING INDIANA, THE ONLY NORTH AMERICAN PLANT THAT PRODUCES THE HIGHLANDER, THE SEQUOIA AND THE SIENNA</p>	

YEARLY SALES	JAN	6.6%	MAY	7.7%	SEP	7.5%
	FEB	8.0%	JUN	8.0%	OCT	7.5%
	MAR	9.1%	JUL	8.4%	NOV	9.3%
	APR	7.6%	AUG	7.7%	DEC	12.6%

# EASTLAND MALL



- 1

MACY'S
- 2

DILLARD'S
- 3

JCPENNEY
- 4

DRY GOODS
- 5

BUCKLE
- 6

BATH & BODY WORKS
- 7

AMERICAN EAGLE
- 8

SEPHORA
- 9

VICTORIA'S SECRET
- 10

OLD NAVY
- 11

HOLLISTER & CO.
- 12

EXPRESS FACTORY OUTLET
- 13

FOREVER 21
- 14

OLIVE GARDEN
- 15

JARED JEWELERS
- 16

LONGHORN STEAKHOUSE
- 17

BED BATH & BEYOND
- 18

DAVID'S BRIDAL
- 19

MARSHALL'S
- 20

GATTITOWN

