



EASTLAND MALL

EVANSVILLE, IN

MARKET PROFILE 2024

MAJOR RETAILERS American Eagle, Buckle, Carter's, Crunch Fitness, Dillard's, Dry Goods, Express Factory Outlet, Foot Locker, Forever 21, Hollister, Jared, JCPenney, Lane Bryant, Macy's, Miniso, Old Navy, Pandora, rue21, Sephora, Shoe Dept Encore, Talbots, Victoria's Secret

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

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,017,000 | **BUILT / RENOVATED** 1981 / 1996

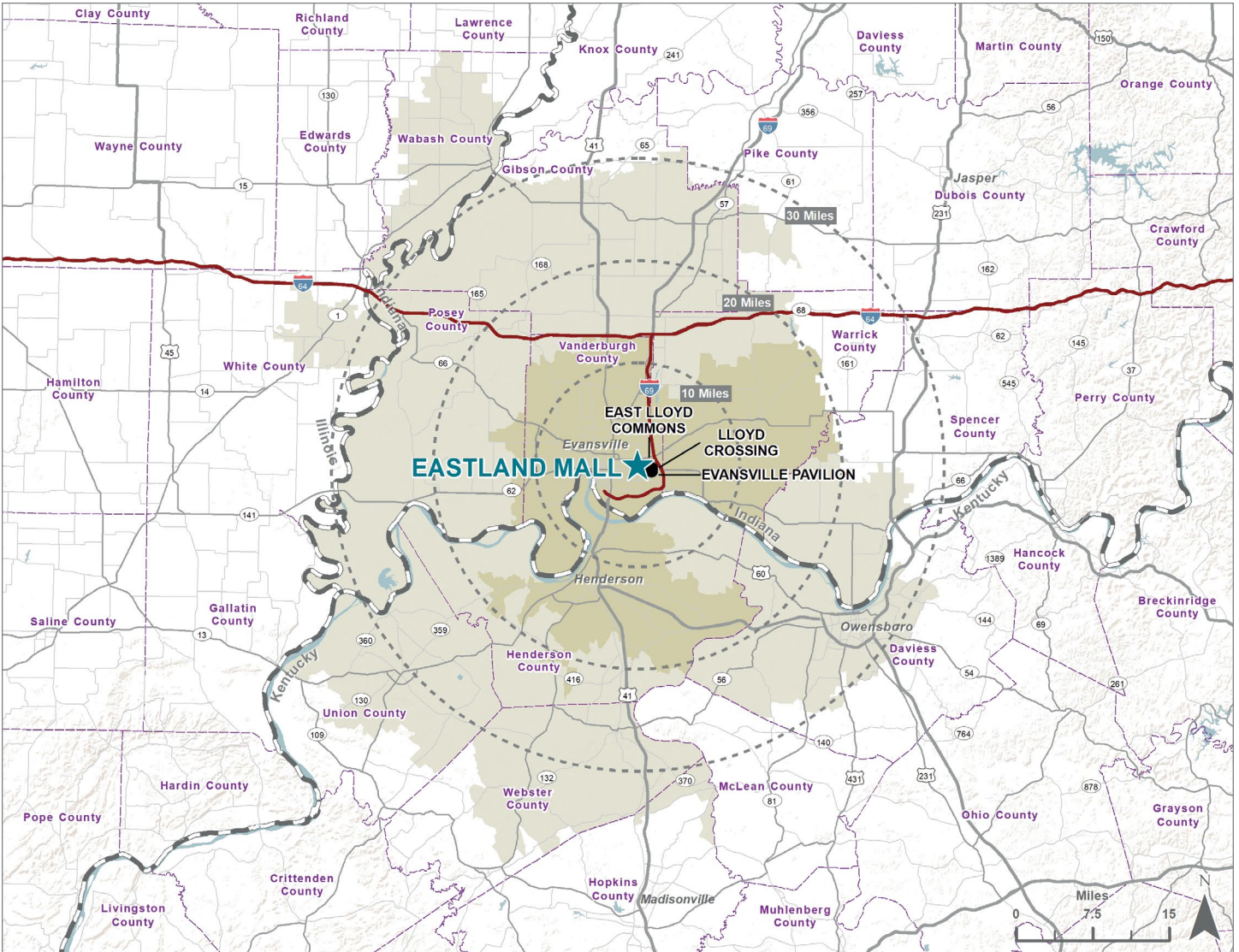
FOR MORE INFORMATION 812-477-7171 | Macerich.com



DEMOGRAPHIC SUMMARY

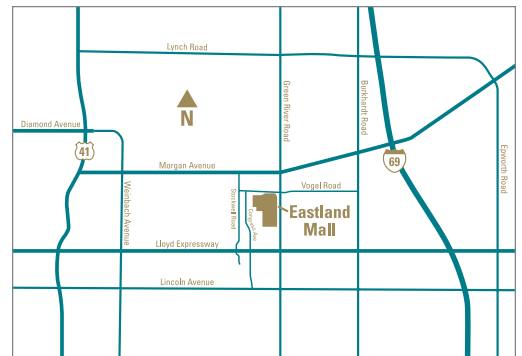
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		EVANSVILLE, IN-KY [MSA]	
2023 Total Population	279,971		467,634		314,818	
2028 Total Population	279,138		466,177		313,670	
2023-2028 Population Growth	-0.3%		-0.3%		-0.4%	
HOUSEHOLDS						
2023 Total Households	116,424		191,851		130,301	
2028 Total Households	117,169		192,994		131,069	
2023-2028 Household Growth	0.6%		0.6%		0.6%	
INCOME						
Average Household Income	\$84,871		\$84,444		\$85,867	
Median Household Income	\$60,565		\$61,145		\$61,629	
Per Capita Income	\$35,346		\$34,714		\$35,605	
HOUSEHOLD INCOME RANGES						
\$50,000 +	69,195	59.4%	114,462	59.7%	78,567	60.3%
\$75,000 +	48,002	41.2%	80,173	41.8%	54,640	41.9%
\$100,000 +	30,670	26.3%	52,643	27.4%	35,602	27.3%
\$150,000 +	13,254	11.4%	21,914	11.4%	15,527	11.9%
AGE						
Median Age	40.5		41.1		40.9	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	57,651	29.5%	87,855	26.7%	63,345	28.7%
White Collar	78,645	56.7%	124,832	54.7%	88,031	56.5%
RACE/ETHNICITY						
White	229,339	81.9%	393,457	84.1%	262,042	83.2%
Black/African American	23,339	8.3%	30,455	6.5%	23,657	7.5%
American Indian	650	0.2%	1,183	0.3%	725	0.2%
Asian	4,713	1.7%	7,979	1.7%	4,853	1.5%
Pacific Islander	828	0.3%	920	0.2%	833	0.3%
Other Race	21,101	7.5%	33,639	7.2%	22,708	7.2%
Hispanic or Latino	9,726	3.5%	16,494	3.5%	10,297	3.3%
Not Hispanic or Latino	270,245	96.5%	451,140	96.5%	304,521	96.7%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	3,274		5,541		7,001	
Total Employees	53,102		114,050		132,904	
Daytime Population	77,016		157,727		202,070	

TRADE AREA MAP



LEGEND

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



MARKET FACT SHEET

8TH LOWEST
COST OF LIVING
IN THE NATION

(NICHE.COM, 2023)

3RD LARGEST CITY
IN THE STATE OF
INDIANA

EVANSVILLE IS
CORPORATE
HEADQUARTERS FOR:
ACCURIDE CORPORATION,
BERRY GLOBAL,
OLD NATIONAL BANK,
SHOE CARNIVAL AND
ONE MAIN FINANCIAL

EVANSVILLE RANKS #3
IN THE NATION AS A
TOP PLACE FOR
REMOTE WORKERS

(WALL STREET JOURNAL, FEBRUARY 2023)

FORBES MAGAZINE HAS
LISTED EVANSVILLE AS
THE 4TH BEST PLACE TO
START A BUSINESS

(FORBES, 2020)

HOME OF THE ONLY
SUPER-REGIONAL
MALL WITHIN A
2-HOUR RADIUS

A UNIVERSITY TOWN
WITH ALMOST
20,000 STUDENTS
WHO ATTEND 2
MAJOR UNIVERSITIES
AND 1 STATE
COMMUNITY COLLEGE



EVANSVILLE WAS
RANKED #1 IN THE
TOP 10 HOTTEST CITIES
FOR YOUNG MILLENNIALS

(REALTOR.COM, 2019)

#1 BEST FALL FESTIVALS
WEST SIDE NUT CLUB
FALL FESTIVAL

(USA TODAY, 2023)

DRAWING POWER OF MORE THAN 800,000 PEOPLE IN 26 COUNTIES
AND 3 STATES

THE ECONOMIC HUB OF A THREE STATE AREA FOR BUSINESS
AND COMMERCE, TRANSPORTATION, HEALTHCARE, EDUCATION AND
ENTERTAINMENT

THE REGION IS HOME OF TOYOTA MOTOR MANUFACTURING
INDIANA, THE ONLY NORTH AMERICAN PLANT THAT PRODUCES
THE HIGHLANDER, THE SEQUOIA AND THE SIENNA

YEARLY SALES

JAN	6.7%	MAY	7.5%	SEP	7.5%
FEB	7.5%	JUN	7.6%	OCT	7.3%
MAR	8.9%	JUL	7.9%	NOV	9.3%
APR	7.5%	AUG	8.4%	DEC	13.9%

EASTLAND MALL

MAJOR RETAILERS INCLUDE:

- MACY'S
- DILLARD'S
- JCPENNEY
- CALIBER COLLISION
- CRUNCH FITNESS
- URBAN AIR ADVENTURE
- AMERICAN EAGLE
- BATH & BODY WORKS
- BJ'S RESTAURANT & BREWHOUSE
- CARTER'S
- DAVID'S BRIDAL
- DRY GOODS
- FOREVER 21
- JARED
- LONGHORN STEAKHOUSE
- OLD NAVY
- OLIVE GARDEN
- SEPHORA
- TGI FRIDAYS
- VICTORIA'S SECRET

