



# EASTLAND MALL

EVANSVILLE, IN

## MARKET PROFILE 2025

**MAJOR RETAILERS** American Eagle, Buckle, Carter's, Crunch Fitness, Dillard's, Dry Goods, Foot Locker, Hollister, Jared, JCPenney, JD Sports, Lane Bryant, Macy's, Miniso, Old Navy, Pandora, Sephora, Shoe Dept. Encore, Talbots, Tradehome Shoes, Victoria's Secret  
**RESTAURANTS & ENTERTAINMENT** Urban Air Adventure, BJ's Brewhouse, Dunkin', Longhorn Steakhouse, Olive Garden, Pier 17 Cajun Seafood, Starbucks, TGI Friday's | **FOOD COURT** 8 units

**COMING SOON** aerie

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

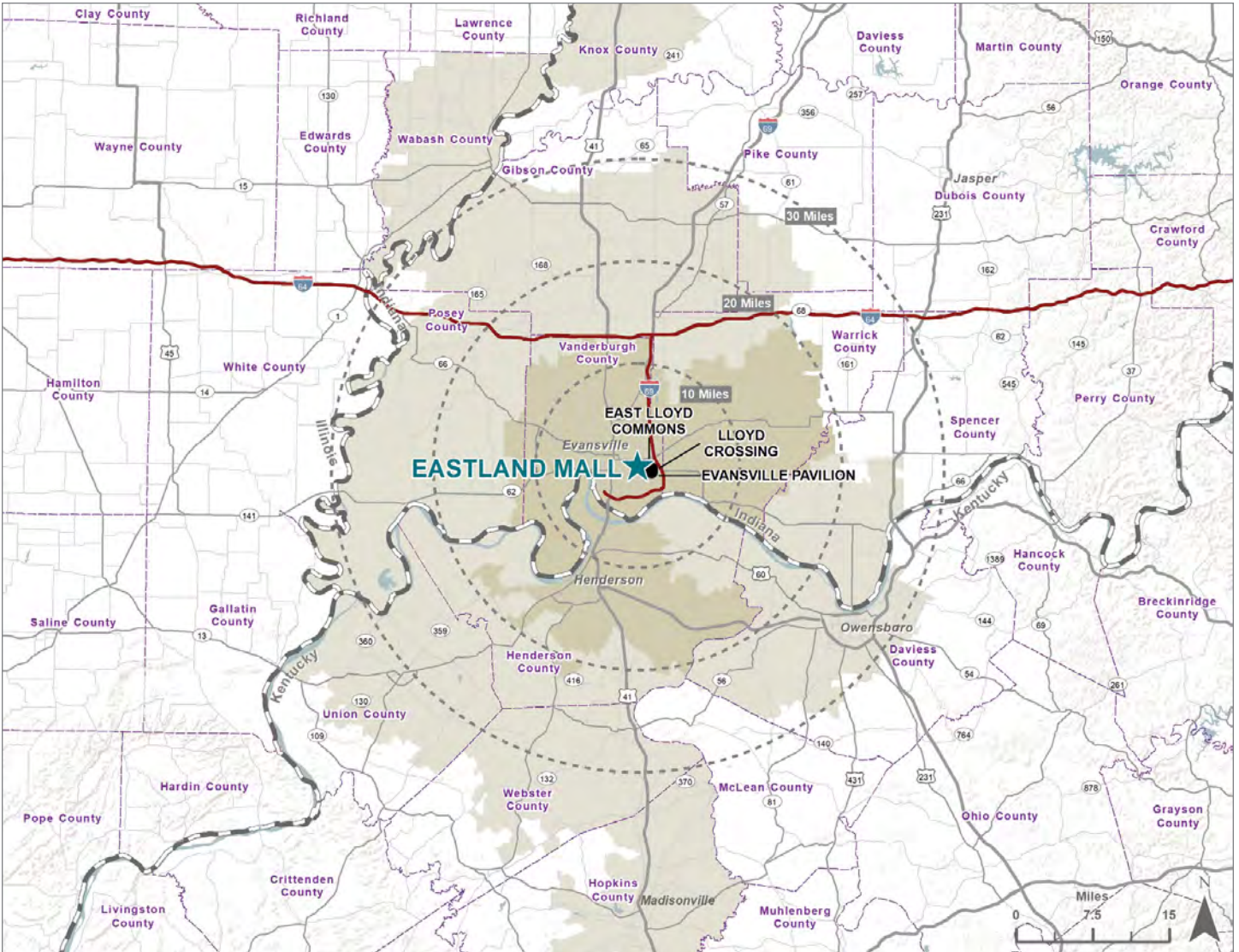
**FOR MORE INFORMATION** 812-477-7171 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

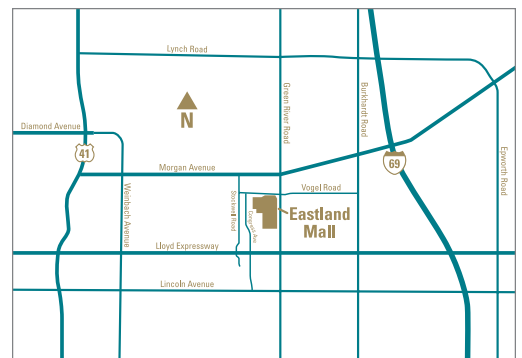
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		EVANSVILLE, IN MSA	
2024 Total Population	280,051		520,959		271,215	
2029 Total Population	278,761		518,098		270,512	
% Population Change 2024 to 2029	-0.5%		-0.5%		-0.3%	
HOUSEHOLDS						
2024 Total Households	116,755		214,388		112,641	
2029 Total Households	117,790		215,640		113,923	
% Household Change 2024 to 2029	0.9%		0.6%		1.1%	
INCOME						
Average Household Income	\$85,783		\$86,233		\$88,268	
Median Household Income	\$62,793		\$63,586		\$64,925	
Per Capita Income	\$35,836		\$35,579		\$36,744	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	71,714	61.4%	131,831	61.5%	71,017	63.1%
Household Income \$75,000 +	49,719	42.6%	92,991	43.4%	49,547	44.0%
Household Income \$100,000 +	35,632	30.5%	65,212	30.4%	35,809	31.8%
Household Income \$150,000 +	15,899	13.6%	28,555	13.3%	16,309	14.5%
AGE						
Median Age	39.9		40.2		40.0	
EDUCATION / OCCUPATION						
Bachelor's Degree +	57,900	30.0%	95,529	26.7%	57,410	30.7%
White Collar	77,616	57.4%	135,826	55.2%	77,738	58.2%
RACE/ETHNICITY						
White	229,435	81.9%	439,453	84.4%	225,738	83.2%
Black	22,970	8.2%	33,121	6.4%	19,698	7.3%
American Indian	675	0.2%	1,375	0.3%	641	0.2%
Asian	4,539	1.6%	8,425	1.6%	4,429	1.6%
Pacific Islander	914	0.3%	1,050	0.2%	875	0.3%
Other Race	4,505	1.6%	8,440	1.6%	3,895	1.4%
2 + Races	17,013	6.1%	29,096	5.6%	15,939	5.9%
Hispanic Population	10,057	3.6%	18,479	3.6%	9,128	3.4%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	3,406		5,878		7,318	
Total Employees	50,662		110,721		127,384	
Total Daytime Population	75,450		156,401		200,041	

# TRADE AREA MAP



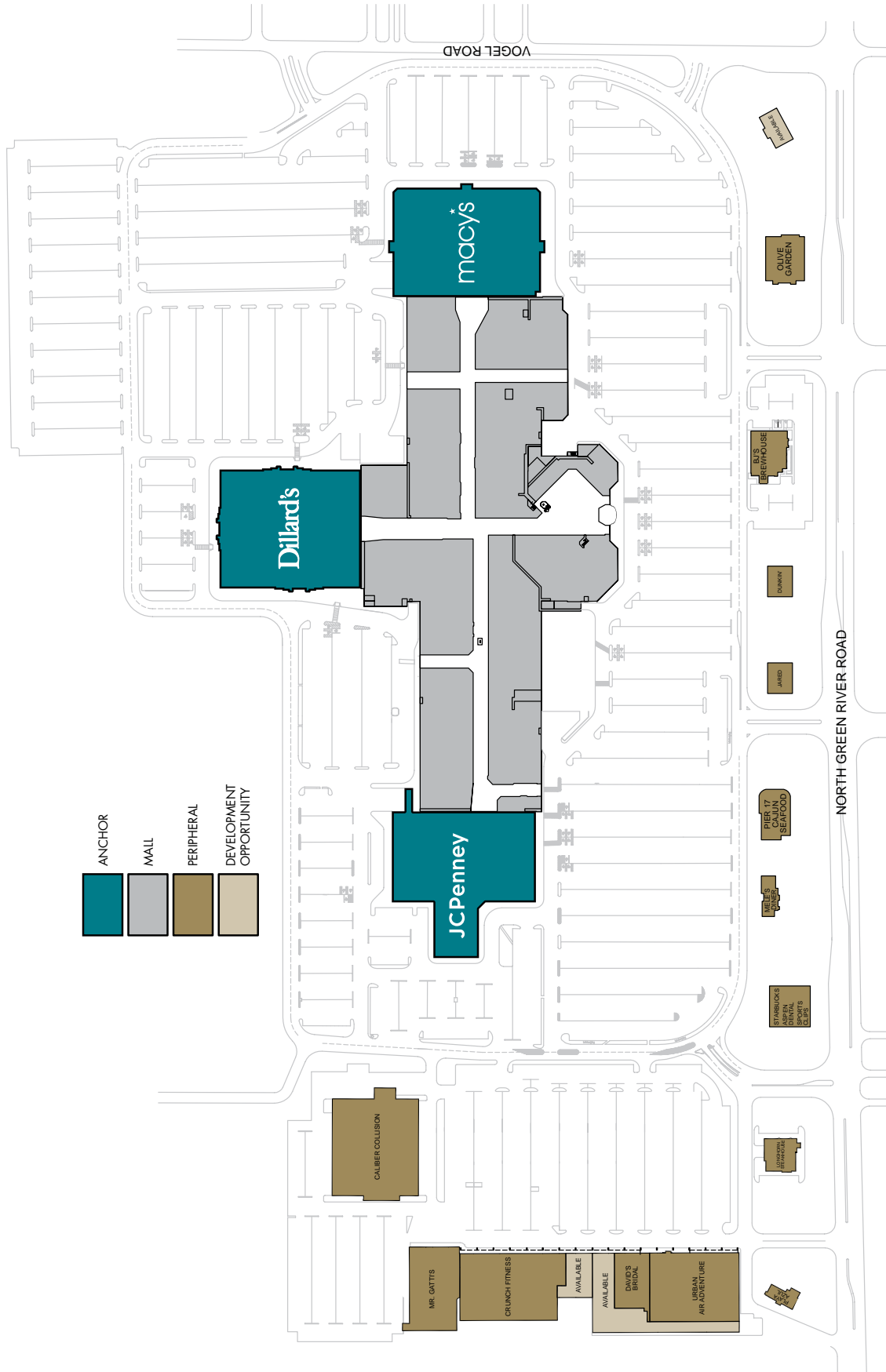
## LEGEND

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



10% PCW

# SITE PLAN



# AT A GLANCE

## CENTER INFORMATION

Eastland Mall, located in Evansville, Indiana is well-positioned as the Tri-State's leading shopping destination drawing shoppers from throughout the region with more than 90 stores, restaurants and entertainment opportunities.

### SUPER REGIONAL CENTER

THE ONLY SUPER REGIONAL CENTER IN A TWO-HOUR RADIUS FOR SHOPPERS IN SOUTHWEST INDIANA, SOUTHERN ILLINOIS AND WESTERN KENTUCKY

### HOME TO TOP RETAIL BRANDS

THE EXCLUSIVE REGIONAL HOME FOR BRANDS SUCH AS AMERICAN EAGLE OUTFITTERS, BUCKLE, VICTORIA'S SECRET, DRY GOODS & MORE

### REGIONAL DRAW

SHOPPERS TRAVEL FURTHER TO THE CENTER THAN THE US REGIONAL MALL BENCHMARK WITH 51% OF SHOPPERS TRAVELING MORE THAN 21 MILES

## MARKET INFORMATION

- Evansville is the **3RD LARGEST CITY** in the state of Indiana
- Evansville offers a high quality of life with a cost of living 26% lower than the national average, supported by a diverse and stable economy
- A unique trade area with **NO OVERLAPPING COMPETITION** within 100 miles, Evansville draws 800K residents from three states

## OTHER FACTS

- Evansville ranked #3 in the nation as Top Place for **REMOTE WORKERS** (Wall Street Journal 2023)
- Evansville ranked #3 in **HIGH-INCOME HOUSEHOLD GROWTH** across the U.S. (SmartAsset and the United States Census Bureau 2024)
- Evansville is a **UNIVERSITY TOWN** with more than 23K students attending two major universities and a state community college
- The region's **TOYOTA MOTOR MANUFACTURING INDIANA** (TMMI) is the only North American plant that produces the Highlander, the Sequoia and the Sienna
- Evansville ranked #1 in **BEST FALL FESTIVALS** -West Side Nut Club Fall Festival (USA Today 2024)

## ECONOMIC DRIVERS

- Evansville is the **ECONOMIC HUB** of a three-state area for business and commerce, transportation, healthcare, education and entertainment
- The area is home to three Fortune 1000 companies with Berry Global, One Main Financial and Shoe Carnival
- Major national employers in the region include Toyota, Koch Enterprises, TJ Maxx, CenterPoint Energy, Old National Bank, Ameriqua and Atlas
- Evansville's region boasts the **FASTEST GROWING HEALTH & LIFE SCIENCES SECTOR** among its peers adding nearly \$1B to the regional economy between 2013 and 2022
- Evansville is a **TOP-TIER MID-SIZE MIDWESTERN MARKET** for sports tourism with key venues like the Ford Center, Deaconess Sports Park and Deaconess Aquatic Center

# EASTLAND MALL

## MAJOR RETAILERS INCLUDE:

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



INTERSTATE 69

COSTCO

FRESH THYME

ACADEMY SPORTS

MARSHALLS

SAM'S CLUB

HOME DEPOT

WALMART

STAPLES

PETSMART

BURLINGTON

TARGET

T.J. MAXX

ULTA HOMEGOODS

GOLF GALAXY

MICHAEL'S

BEST BUY

DICK'S SPORTING GOODS

LOWE'S

BURKHARDT ROAD

VOGEL ROAD

ASHLEY FURNITURE

JOANN FABRIC

NORTH GREEN RIVER ROAD

VIRGINIA STREET

ROSS

VALUE CITY FURNITURE

HOBBY LOBBY

AT HOME

OFFICE DEPOT

macy's

JCPenney

Dillard's

CALIBER COLLISION