



NORTH PARK MALL

DAVENPORT, IA

MARKET PROFILE 2022

MAJOR RETAILERS American Eagle Outfitters, Barnes & Noble, Dillard's, H&M, Hollister, JCPenney, Shoe Dept. Encore, Von Maur

RESTAURANTS & ENTERTAINMENT Olive Garden, R|C Brazilian Steakhouse | **FOOD COURT** 6 units

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 929,000 | **BUILT / RENOVATED** 1973 / 2003

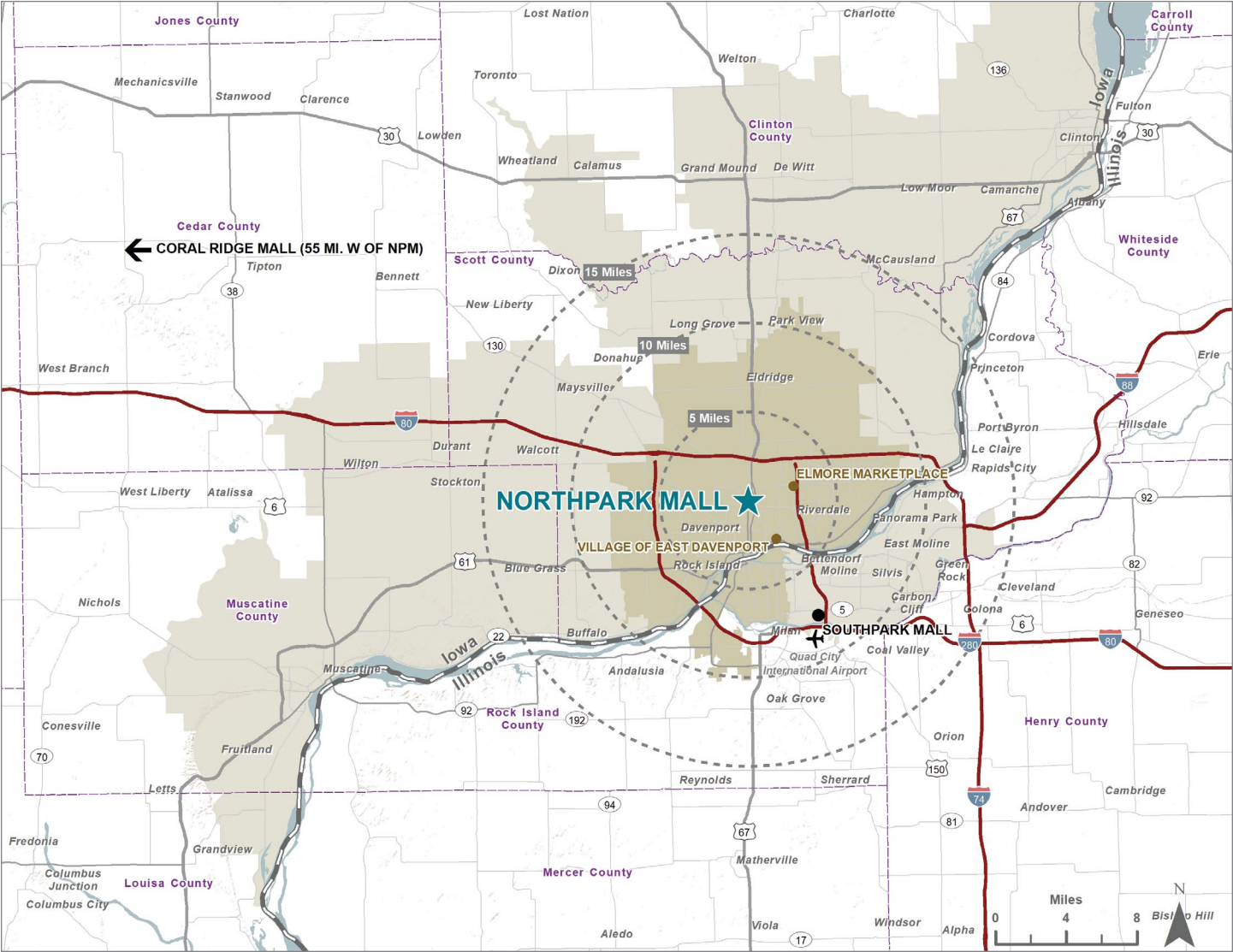
FOR MORE INFORMATION 563-391-6773 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

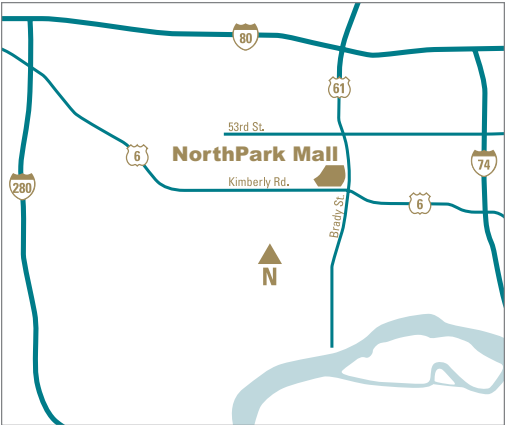
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		DAVENPORT-MOLINE-ROCK ISLAND, IA-IL [MSA]	
2021 Total Population	190,110		365,772		380,505	
2026 Total Population	192,572		365,441		379,293	
2021-2026 Population Growth	1.3%		-0.1%		-0.3%	
HOUSEHOLDS						
2021 Total Households	78,012		150,779		157,403	
2026 Total Households	79,265		151,067		157,417	
2021-2026 Household Growth	1.6%		0.2%		0.0%	
INCOME						
Average Household Income	\$82,763		\$78,416		\$80,111	
Median Household Income	\$59,129		\$58,333		\$60,192	
Per Capita Income	\$34,053		\$32,397		\$33,194	
HOUSEHOLD INCOME RANGES						
\$50,000 +	45,606	58.5%	87,291	57.9%	93,632	59.5%
\$75,000 +	31,251	40.1%	59,364	39.4%	64,052	40.7%
\$100,000 +	22,096	28.3%	39,881	26.4%	43,710	27.8%
\$150,000 +	9,053	11.6%	14,938	9.9%	16,118	10.2%
AGE						
Median Age	38.7		40.0		41.0	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	40,307	31.0%	70,523	27.7%	74,749	27.9%
White Collar	56,127	61.1%	101,286	57.3%	106,318	58.1%
RACE / ETHNICITY						
White	147,736	77.7%	294,996	80.7%	312,422	82.1%
Black	22,238	11.7%	32,457	8.9%	31,351	8.2%
American Indian	620	0.3%	1,285	0.4%	1,132	0.3%
Asian	6,603	3.5%	10,120	2.8%	9,956	2.6%
Pacific Islander	144	0.1%	208	0.1%	209	0.1%
Other Race	12,769	6.7%	26,706	7.3%	25,435	6.7%
Hispanic or Latino	16,018	8.4%	38,093	10.4%	35,798	9.4%
Not Hispanic or Latino	174,093	91.6%	327,679	89.6%	344,707	90.6%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	617		3,278		5,867	
Total Employees	9,085		55,832		98,393	
Daytime Population	10,355		84,673		157,629	

TRADE AREA MAP



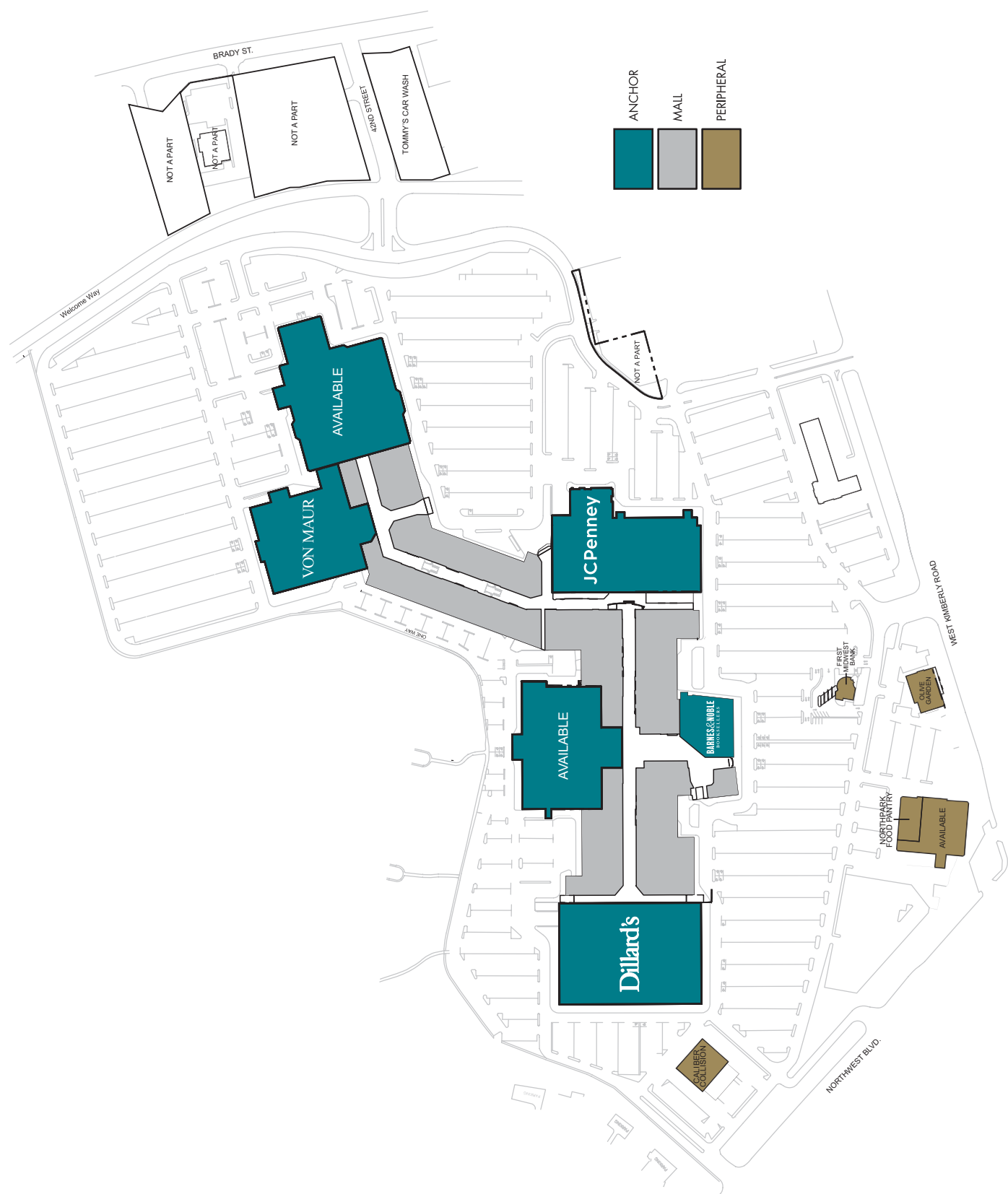
LEGEND

- ★ NORTH PARK MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN



MARKET FACT SHEET

PEOPLE AND BUSINESSES
ENJOY THRIVING
QUALITY OF LIFE
AMENITIES, STRONG
SCHOOL SYSTEMS AND AN
**AFFORDABLE
COST OF LIVING**

QUAD CITIES
IS A VIBRANT
COMMUNITY WITH A
**LABOR FORCE
OF MORE THAN
500,000 PEOPLE**

BY 2030, OVER 65
POPULATION WILL
TRIPLE REQUIRING
**MORE HEALTH CARE*
AND HOUSING
RESOURCES**
(*AMERICAN HOSPITAL ASSOC.)

QUAD CITIES – **LARGEST
300-MILE MARKET**
WEST OF CHICAGO.
MIDWAY BETWEEN
MINNEAPOLIS AND
ST. LOUIS, CHICAGO
AND DES MOINES.

EFFICIENT
MULTI-MODAL
TRANSPORTATION
OPTIONS:
**ROAD, RAIL,
RIVER AND
RUNWAY**



21,577 STUDENTS
ENROLLED IN 16 COLLEGES
AND UNIVERSITIES IN
THE QUAD CITIES

OVER **15,000 STUDENTS**
FROM PRE-SCHOOL TO 12TH
GRADE IN THE DAVENPORT
SCHOOL DISTRICT

3 MILES FROM NORTHPARK, SCOTT COMMUNITY COLLEGE URBAN
CAMPUS HAS MORE THAN **4,500 STUDENTS**

#6 MOST AFFORDABLE PLACES TO LIVE
(U.S. NEWS & WORLD REPORT 2020)

HOME TO FORTUNE 500 COMPANIES: KRAFT HEINZ, STERILITE
CORPORATION, NESTLE PURINA AND JOHN DEERE

RANKED **#3 MOST DIVERSIFIED METRO ECONOMY** IN U.S.
(LIVABILITY.COM 2020)

YEARLY SALES

JAN	5.8%	MAY	7.6%	SEP	7.3%
FEB	5.9%	JUN	8.3%	OCT	7.2%
MAR	10.3%	JUL	7.5%	NOV	9.0%
APR	7.3%	AUG	8.4%	DEC	15.4%

NORTHPark Mall

MAJOR RETAILERS INCLUDE:

DILLARD'S
BARNES & NOBLE
JCPENNEY
VON MAUR

AMERICAN EAGLE
BUILD-A-BEAR
CALIBER COLLISION
DRY GOODS

FIRST MIDWEST BANK
FRANCESCA'S
H&M
HIBBETT SPORTS

HOLLISTER
LIVE ACTION GAMES
NORTH PARK FOOD PANTRY
SHOE DEPT. ENCORE

