



NORTH PARK MALL

DAVENPORT, IA

MARKET PROFILE 2025

MAJOR RETAILERS American Eagle, Barnes & Noble, Buckle, Dillard's, Dry Goods, Express Factory Outlet, H&M, Hollister, JCPenney, Journeys, lululemon, Maurices, Miniso, Shoe Dept. Encore, Von Maur

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

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 855,000 | **BUILT / RENOVATED** 1973 / 2003

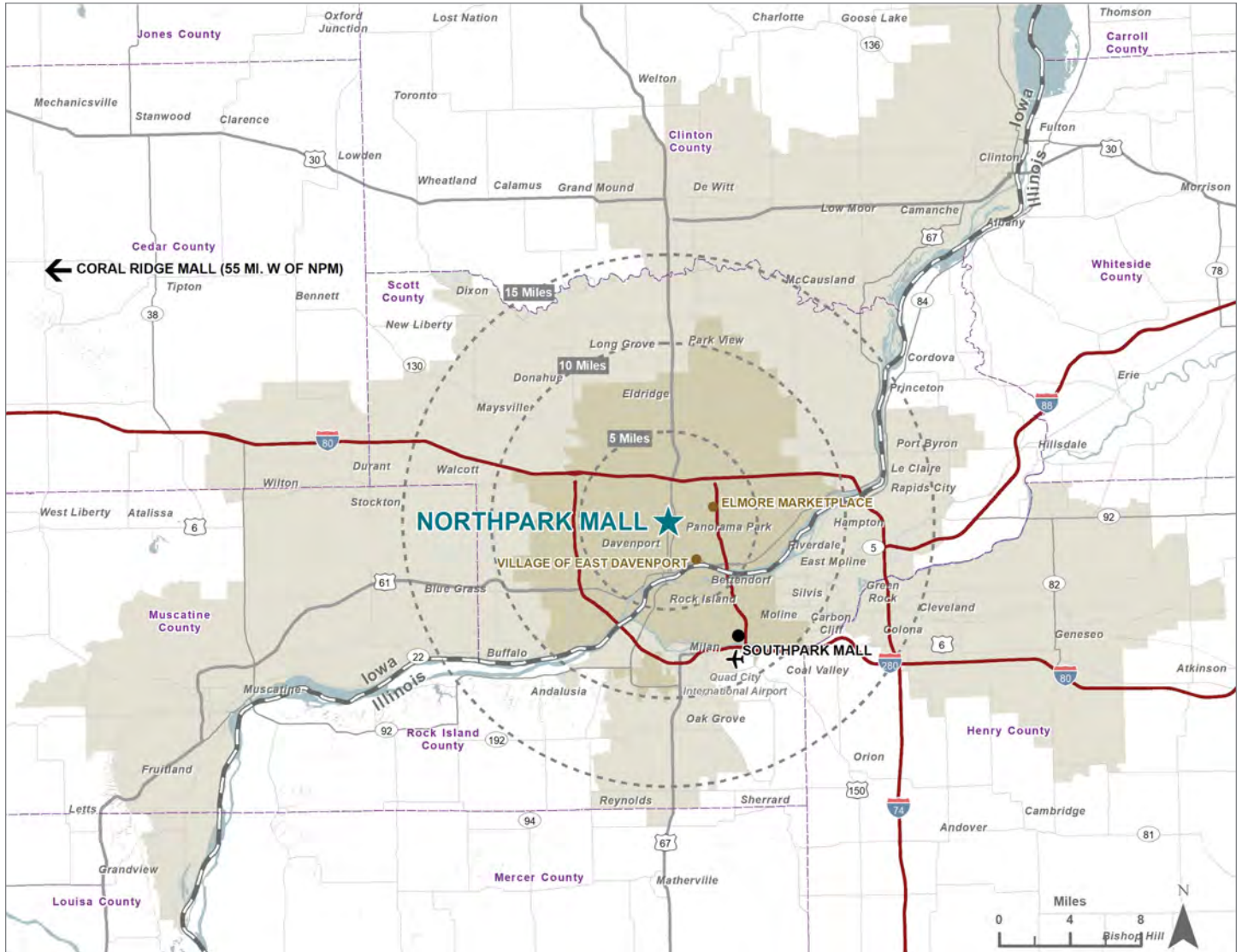
FOR MORE INFORMATION 563-391-6773 | Macerich.com



DEMOGRAPHIC SUMMARY

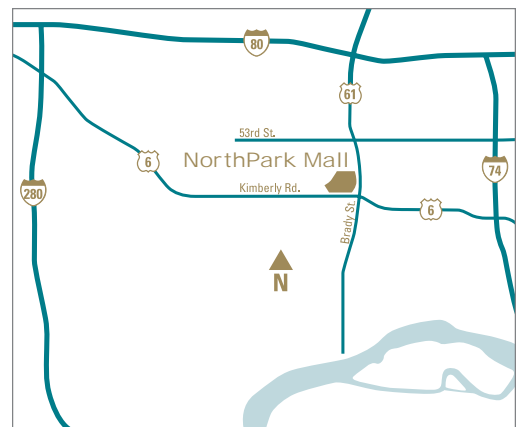
| POPULATION | PRIMARY TRADE AREA | | TOTAL TRADE AREA | | DAVENPORT-MOLINE-ROCK ISLAND, IA-IL [MSA] | |
|--|--------------------|-------|------------------|-------|---|-------|
| 2024 Total Population | 235,780 | | 398,628 | | 380,564 | |
| 2029 Total Population | 234,053 | | 394,475 | | 375,960 | |
| % Population Change 2024 to 2029 | -0.7% | | -1.0% | | -1.2% | |
| HOUSEHOLDS | | | | | | |
| 2024 Total Households | 98,927 | | 166,455 | | 159,423 | |
| 2029 Total Households | 99,591 | | 167,170 | | 160,147 | |
| % Household Change 2024 to 2029 | 0.7% | | 0.4% | | 0.5% | |
| INCOME | | | | | | |
| Average Household Income | \$89,850 | | \$91,018 | | \$91,769 | |
| Median Household Income | \$64,547 | | \$67,415 | | \$68,095 | |
| Per Capita Income | \$37,757 | | \$38,060 | | \$38,491 | |
| HOUSEHOLD INCOME RANGES | | | | | | |
| Household Income \$50,000 + | 61,437 | 62.1% | 105,712 | 63.5% | 101,754 | 63.8% |
| Household Income \$75,000 + | 43,546 | 44.0% | 76,421 | 45.9% | 73,853 | 46.3% |
| Household Income \$100,000 + | 31,295 | 31.6% | 54,132 | 32.5% | 52,850 | 33.2% |
| Household Income \$150,000 + | 14,287 | 14.4% | 23,980 | 14.4% | 23,773 | 14.9% |
| AGE | | | | | | |
| Median Age | 39.0 | | 40.3 | | 40.7 | |
| EDUCATION / OCCUPATION | | | | | | |
| Bachelor's Degree + | 56,395 | 35.2% | 87,010 | 31.7% | 82,230 | 31.3% |
| White Collar | 69,208 | 58.9% | 112,168 | 57.2% | 109,015 | 58.1% |
| RACE/ETHNICITY | | | | | | |
| White | 171,322 | 72.7% | 305,347 | 76.6% | 292,600 | 76.9% |
| Black | 25,839 | 11.0% | 34,405 | 8.6% | 32,930 | 8.7% |
| American Indian | 1,077 | 0.5% | 1,751 | 0.4% | 1,519 | 0.4% |
| Asian | 8,210 | 3.5% | 10,145 | 2.5% | 9,797 | 2.6% |
| Pacific Islander | 103 | 0.0% | 143 | 0.0% | 142 | 0.0% |
| Other Race | 8,282 | 3.5% | 14,517 | 3.6% | 13,002 | 3.4% |
| 2 + Races | 20,947 | 8.9% | 32,319 | 8.1% | 30,574 | 8.0% |
| Hispanic Population | 25,001 | 10.6% | 40,903 | 10.3% | 37,425 | 9.8% |
| EMPLOYMENT / DAYTIME POPULATION | | | | | | |
| | 1 MILE | | 3 MILE | | 5 MILE | |
| Total Businesses | 614 | | 3,387 | | 6,048 | |
| Total Employees | 8,134 | | 53,860 | | 97,175 | |
| Total Daytime Population | 10,185 | | 88,830 | | 165,952 | |

TRADE AREA MAP



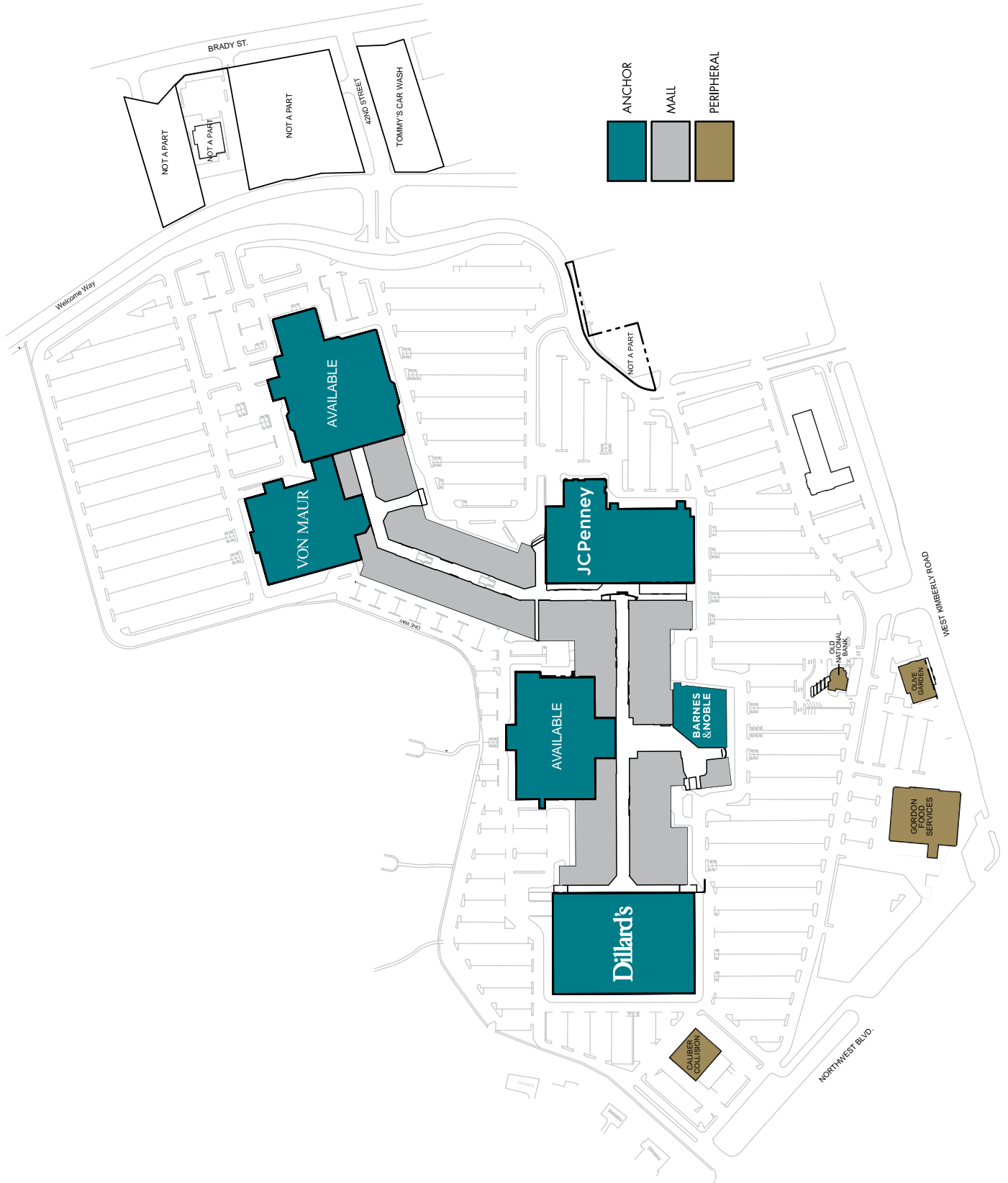
LEGEND

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



10% PCW

SITE PLAN



| |
|------------|
| ANCHOR |
| MALL |
| PERIPHERAL |

AT A GLANCE

CENTER INFORMATION

NorthPark Mall is located in Davenport, IA, a dynamic and forward-thinking city that blends small-town charm with modern amenities. The interior of NorthPark will receive a refresh to breathe new life into the center, creating a renewed vibrancy that shoppers will feel and see as soon as they enter.

SHOPPERS KEEP COMING BACK

81% OF NORTH PARK'S
SHOPPERS **VISIT 5X OR MORE**
PER YEAR

HOME OF BEST JCPENNEY

NORTH PARK MALL IS THE HOME
OF THE **#1 JCPENNEY STORE**
IN THE STATE OF IOWA

ATTRACTING HIGH END SHOPPERS

30% OF HOUSEHOLDS
IN THE NORTH PARK MALL
PRIMARY TRADE AREA
HAVE **INCOME OF \$100K+**

MARKET INFORMATION

- Davenport is one of Livability's **BEST CITIES TO LIVE IN AMERICA** (2023)
- Davenport is **#1 BEST SMALL CITIES FOR REMOTE WORK** as ranked by Forage (2024)
- Davenport is **#4 PRETTIEST RIVER TOWNS IN AMERICA** as ranked by World Atlas (2024)

OTHER FACTS

- People and businesses enjoy thriving quality of life amenities, strong school system and a **#4 RANKING FOR AFFORDABLE COST OF LIVING** according to U.S. News (2022)
- Davenport, IA is the **LARGEST CITY AND ECONOMIC ENGINE** of the bi-state Quad-Cities area and is a premier place to start or grow a business
- Davenport is **HOME TO FORTUNE 500 COMPANIES** such as Kraft Heinz, Sterilite Corporation, Nestlé Purina and John Deere
- 40K students graduate annually from **50 COLLEGES AND UNIVERSITIES** within 90-mile radius of the Quad Cities
- Over 15K students from pre-school to 12th grade in the Davenport, IA school district

ECONOMIC DRIVERS

- Quad Cities International Airport, located 20 minutes from the mall, experienced more than a 60% increase in traffic (2024) that will likely continue with the addition of new seasonal Allegiant flights to Sarasota, FL
- The Quad Cities enjoyed **\$1.3B ANNUAL VISITOR SPENDING** with 6.7M visits to the Quad Cities region in 2024
- The Quad Cities boasts a vibrant labor-force of **NEARLY 600K WORKERS**
- The Quad Cities is home of more than 35 international companies
- The Quad Cities has seen **\$1.5B IN INVESTMENT** with almost 3,000 new jobs in new locations and expansions in the past five years
- This multi-city region is the **LARGEST METROPOLITAN AREA** on the upper Mississippi River between St. Louis and Minneapolis
- Davenport has the **#1 MINOR LEAGUE BASEBALL PARK** with Modern Woodmen Park, the home of Quad Cities River Bandits according to USA Today (March 2024)

NORTH PARK MALL

MAJOR RETAILERS INCLUDE:

- | | | | | |
|----------------|----------------|-------------------|-------------------|-------------------|
| VON MAUR | OLIVE GARDEN | CALIBER COLLISION | HOLLISTER | SHOE DEPT. ENCORE |
| DILLARD'S | AMERICAN EAGLE | DRY GOODS | JD SPORTS | VICTORIA'S SECRET |
| JCPENNEY | BUCKLE | H&M | JOURNEYS | WINDSOR |
| BARNES & NOBLE | BUILD-A-BEAR | HIBBETT SPORTS | OLD NATIONAL BANK | |

