

# CORAL RIDGE MALL

CORALVILLE (IOWA CITY), IOWA



## CUSTOMERS COME FROM ALL OVER

- 120-acre site.
- Conveniently located on Interstate 80, one mile east of the I-80/I-380 interchange.
- 45,000 cars travel past the center on I-80 each day.
- 30% of shoppers are from outside the trade area.

## WE'RE TRENDSETTERS

- Unique design and merchandise, which includes a mixture of traditional and big-box retailers with strong drawing power for the entire family.
- An NHL regulation-size ice arena.
- A 10-screen theater with stadium seating.
- A themed children's play area.
- Iowa's only interactive Children's Museum.

## OUR TRADE AREA CUSTOMERS ARE AFFLUENT AND READY TO BUY

- The average household income of Coral Ridge shoppers is \$70,090, higher than the trade area average of \$67,209.\*
- 38% of Coral Ridge shoppers have a household income of \$75,000 or higher.\*

\* Source: Coral Ridge Shopper Intercept Study

## NATIONAL RANKING FOR OUR AREA

- Iowa City ranked 9<sup>th</sup> out of 179 on Best Performing Small Cities list by Milken Institute, 2010.
- Iowa City area ranked No. 5 Best Places to Begin a Career for Metros under 500,000 by Forbes Magazine, 2009.
- Iowa City named third-best major metropolitan area in the country for college students by the American Institute for Economic Research, 2010.
- Iowa City area named Top Towns for Jobs by MSN CareerBuilder, 2010.

## TOP PERFORMING CATEGORIES

- Family Apparel
- Teen Apparel
- Jewelry

## MALL INFORMATION

LOCATION: Cross streets: I-80, U.S. Hwy. 965, U.S. Hwy. 6

MARKET: Iowa City, home of the University of Iowa

DESCRIPTION: Single-level, enclosed, super-regional and entertainment center

ANCHORS: Dillard's, jcpenny, Target, Younkers

TOTAL RETAIL SQUARE FOOTAGE: 1,200,000

OPENED: 1998

## TRADE AREA PROFILE

2013 POPULATION 436,757

2018 PROJECTED POPULATION 451,824

2013 HOUSEHOLDS 177,393

2018 PROJECTED HOUSEHOLDS 184,312

2013 MEDIAN AGE 35.4

2013 AVERAGE HOUSEHOLD INCOME \$67,209

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$71,569

## 20 - MILE RADIUS

2013 POPULATION 216,244

2018 PROJECTED POPULATION 226,380

2013 HOUSEHOLDS 87,183

2018 PROJECTED HOUSEHOLDS 91,603

2013 MEDIAN AGE 32.5

2013 AVERAGE HOUSEHOLD INCOME \$67,326

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$72,214

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 16,590

5 - MILE RADIUS 62,498

Source: Nielsen

