



Fox River Mall

Appleton, WI

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Fox River Mall Property Overview

Fox River Mall serves central and northern Wisconsin with more than 100 stores, making it the area's largest retail shopping center. Conveniently situated on highways US 41 and Wisconsin 96, the shopping center is an easy stop for both locals and residents of Michigan's Upper Peninsula.

Shoppers can enjoy a strong merchant lineup that includes Macy's, Scheels, Sephora, H&M, Orangetheory Fitness, Pottery Barn, Athleta, lululemon athletica, and World Market, as well as numerous dining options including P.F. Chang's, Red Lobster, Fox River Brewing Company, and the Northwoods Cafe Food Court, which seats over 900 people.

PROPERTY INFORMATION

Address: 4301 West Wisconsin Avenue

Market: Appleton, WI

Total Retail Square Footage: 1.1+ Million

7-MILE RADIUS

2024 Population: 187,089

2024 Households: 77,372

2024 % of Households:

w/Income \$75k+: 52.45%

w/Income \$100k+: 36.97%

2024 Average Household Income: \$104,817

2024 % Pop. Age 25+ w/Bachelor's Degree or Higher: 33.93%

2024 Average Home Value: \$329,486

2029 Projected Population: 193,620

2029 Projected Households: 80,040

2029 Projected Average Household Income: \$118,118

TRADE AREA PROFILE

2024 Population: 594,118

2024 Households: 241,277

2024 % of Households:

w/Income \$75k+: 52.1%

w/Income \$100k+: 37.12%

2024 Average Household Income: \$100,687

2024 % Pop. Age 25+ w/Bachelor's Degree or Higher: 30.19%

2024 Average Home Value: \$344,129

2029 Projected Population: 614,744

2029 Projected Households: 249,595

2029 Projected Average Household Income: \$113,347

DAYTIME EMPLOYMENT

3-Mile Radius Total: 37,631

White Collar: 62.92%

Executive/Professional: 40.29%

5-Mile Radius: 76,792

White Collar: 64.42%

Executive/Professional: 40.38%

Source: Synergos

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