



PHOENIX, AZ

### MARKET PROFILE 2020

MAJOR RETAILERS Bath & Body Works, Burlington, Chicanos Por La Causa, The Children's Place, Curacao, Dillard's, Foot Locker, Mercado de los Cielos, Rue21, Shoe Dept. Encore, Victoria's Secret ENTERTAINMENT Double Decker Carousel, Sonora Cinema | FOOD COURT 9 units

PROPERTY TYPE Regional | TOTAL SQUARE FEET 746,000 | BUILT / RENOVATED 1981 / 2007

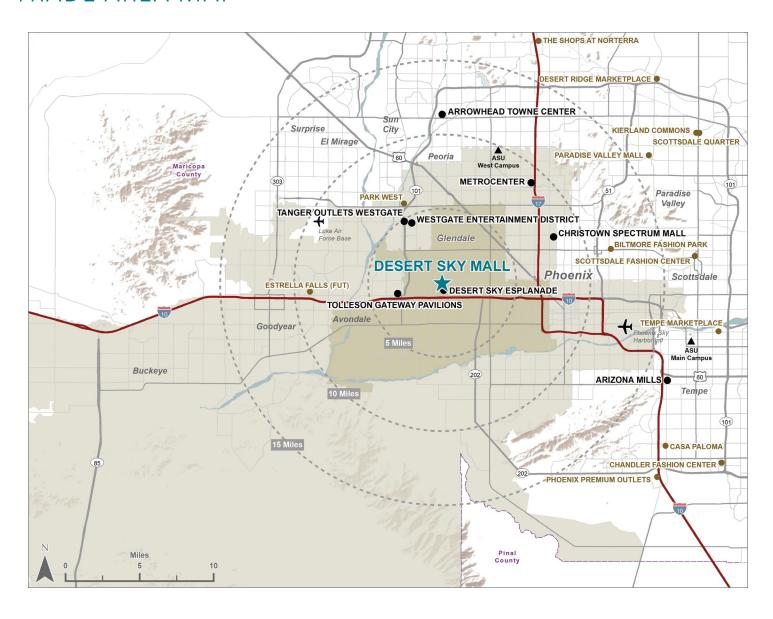
FOR MORE INFORMATION 214-373-5232 | Macerich.com



## **DEMOGRAPHIC SUMMARY**

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-SCOTTSDALE, AZ [MSA]	
2019 Total Population	467,973		1,373,272		4,885,176	
2024 Total Population	499,901		1,481,011		5,298,576	
2019-2024 Population Growth	6.8%		7.8%		8.5%	
HOUSEHOLDS						
2019 Total Households	126,622		428,463		1,776,484	
2024 Total Households	134,994		462,607		1,923,505	
2019-2024 Household Growth	6.6%		8.0%		8.3%	
INCOME						
Average Household Income	\$54,677		\$65,328		\$87,428	
Median Household Income	\$42,958		\$49,846		\$62,609	
Per Capita Income	\$14,955		\$20,536		\$31,906	
HOUSEHOLD INCOME RANGES						
\$50,000 +	54,943	43.4%	213,724	49.9%	1,088,051	61.2%
\$75,000 +	28,912	22.8%	129,372	30.2%	754,683	42.5%
\$100,000 +	14,928	11.8%	77,523	18.1%	515,254	29.0%
\$150,000 +	3,892	3.1%	26,496	6.2%	231,960	13.1%
AGE						
Median Age	27.6		30.7		36.1	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	24,354	9.5%	145,681	17.7%	1,026,656	31.7%
White Collar	81,051	42.5%	307,975	51.1%	1,466,180	63.9%
RACE / ETHNICITY						
White	221,547	47.3%	738,270	53.8%	3,399,194	69.6%
Black	38,128	8.1%	126,001	9.2%	284,352	5.8%
American Indian	9,839	2.1%	37,082	2.7%	121,347	2.5%
Asian	9,474	2.0%	44,945	3.3%	200,101	4.1%
Pacific Islander	836	0.2%	2,963	0.2%	11,366	0.2%
Other Race	188,149	40.2%	424,011	30.9%	868,816	17.8%
Hispanic or Latino	339,887	72.6%	759,356	55.3%	1,542,371	31.6%
Not Hispanic or Latino	128,086	27.4%	613,916	44.7%	3,342,805	68.4%
EMPLOYMENT / DAYTIME POPULATION	1 MILE		3 MILE		5 MILE	
Total Businesses	347		1,911		6,130	
Total Employees	5,370		31,767		98,782	
Daytime Population	19,706		137,244		350,644	

#### TRADE AREA MAP



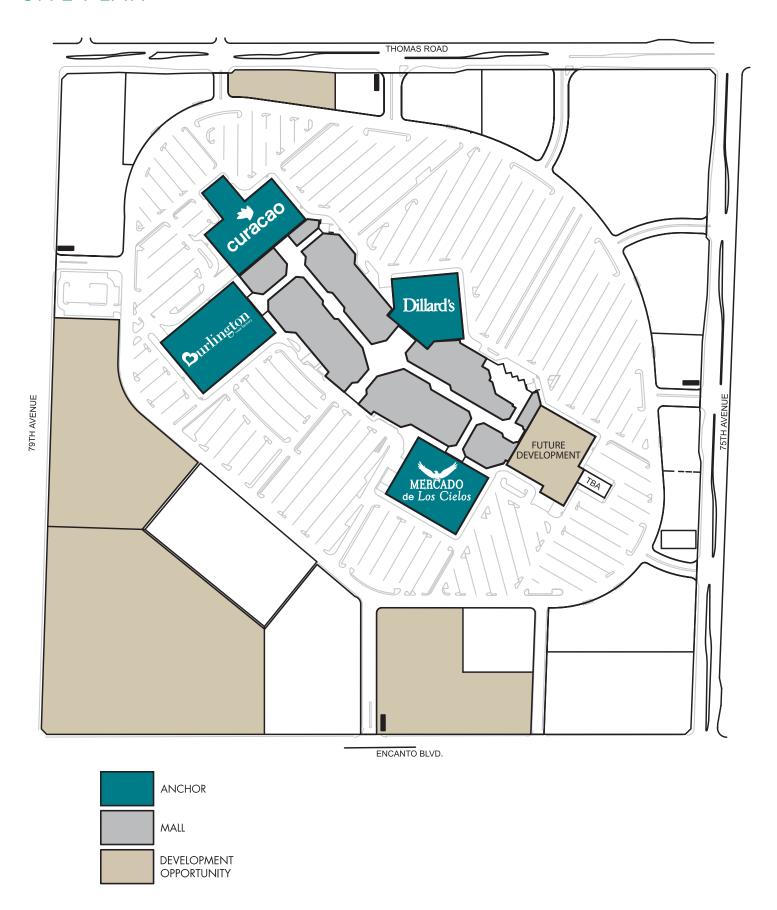
#### LEGEND

- ★ DESERT SKY MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS





## SITE PLAN



#### MARKET FACT SHEET

# HISPANIC BUYING POWER

WILL SURPASS \$57 BILLION BY 2022

75% OF THE CENTER'S SHOPPERS ARE HISPANICS AND MORE THAN 40% OF THE HISPANIC POPULATION IS CONCENTRATED IN PHOENIX'S SOUTHWEST VALLEY

#### 44,000 VEHICLES

TRAVEL PAST DESERT SKY ON 75TH AVENUE AND THOMAS ROAD EACH DAY

9 PUBLIC SCHOOLS WITH 8,700 STUDENTS WITHIN 1 MILE OF DESERT SKY COMPLETION OF LOOPS 202 AND 303 CONNECT THE WEST VALLEY TO GROWING FMPI OYMENT CORRIDORS

GROWTH IN THE NEIGHBORING COMMUNITY OF GOODYEAR INCLUDES 95,000 SQUARE FEET OF HEALTH CARE, 2 HOTELS AND 700,000 SQUARE FEET OF PRODUCTION/DISTRIBUTION

DESERT SKY'S TRADE AREA
IS HOME TO 15 OF 25
TOP EMPLOYERS

INCLUDING: AMAZON,
AMERICAN EXPRESS,
BANNER HEALTH AND
SNYDER'S OF HANOVER

MERCADO DE LOS CIELOS, NAMED ONE OF THE TOP

50 ESSENTIAL EATING PLACES FOR MEXICAN FOOD

BY PHOENIX NEW TIMES

92% HISPANIC POPULATION GROWTH BETWEEN 2000-2019

13 HOTELS WITH 1,300 ROOMS ARE IN VARIOUS STAGES OF PLANNING AND DEVELOPMENT IN THE WEST VALLEY AS THE REGION PREPARES TO HOST SUPER BOWL I VILIN 2023 5 MAJOR LEAGUE BASEBALL TEAMS (DODGERS, WHITE SOX, INDIANS, BREWERS AND REDS) GENERATE MORE THAN 35,000 IN ATTENDANCE AND HOLD SPRING TRAINING WITHIN MILES OF THE CENTER

ISM RACEWAY, 12 MILES FROM THE CENTER AND HOST OF NASCAR/INDYCAR RACES, COMPLETED A \$178 MILLION RENOVATION IN 2018 AND CONTRIBUTES \$470 MILLION TO THE ARIZONA ECONOMY

STATE FARM STADIUM, GILA RIVER ARENA AND AK-CHIN CONCERT PAVILION, ARE ALL LOCATED WITHIN THE TRADE AREA, HOSTING MULTIPLE NFL, NHL AND ENTERTAINMENT EVENTS

YEARLY SALES

8.0% MAY 8.1% SEP 7.3% JAN 8.0% JUN 7.7% 6.8% FEB OCT 8.9% JUL MAR 8.3% NOV 8.7% APR 7.7% AUG 7.6% DEC 13.1%

