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

<table>
<thead>
<tr>
<th></th>
<th>PRIMARY TRADE AREA</th>
<th>TOTAL TRADE AREA</th>
<th>PHOENIX-MESA-SCOTTSDALE, AZ [MSA]</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019 Total Population</td>
<td>467,973</td>
<td>1,373,272</td>
<td>4,885,176</td>
</tr>
<tr>
<td>2024 Total Population</td>
<td>499,901</td>
<td>1,481,011</td>
<td>5,298,576</td>
</tr>
<tr>
<td>2019-2024 Population Growth</td>
<td>6.8%</td>
<td>7.8%</td>
<td>8.5%</td>
</tr>
</tbody>
</table>

### HOUSEHOLDS

<table>
<thead>
<tr>
<th></th>
<th>PRIMARY TRADE AREA</th>
<th>TOTAL TRADE AREA</th>
<th>PHOENIX-MESA-SCOTTSDALE, AZ [MSA]</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019 Total Households</td>
<td>126,622</td>
<td>428,463</td>
<td>1,776,484</td>
</tr>
<tr>
<td>2024 Total Households</td>
<td>134,994</td>
<td>462,607</td>
<td>1,923,505</td>
</tr>
<tr>
<td>2019-2024 Household Growth</td>
<td>6.6%</td>
<td>8.0%</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

### INCOME


### HOUSEHOLD INCOME RANGES

- **$50,000 +**: 2019: 54,943 (43.4%), 2024: 213,724 (49.9%), 2019-2024 Growth: 1,088,051 (61.2%)
- **$75,000 +**: 2019: 28,912 (22.8%), 2024: 129,372 (30.2%), 2019-2024 Growth: 754,683 (42.5%)
- **$100,000 +**: 2019: 14,928 (11.8%), 2024: 77,523 (18.1%), 2019-2024 Growth: 515,254 (29.0%)
- **$150,000 +**: 2019: 3,892 (3.1%), 2024: 26,496 (6.2%), 2019-2024 Growth: 231,960 (13.1%)

### AGE

- **Median Age**: 2019: 27.6, 2024: 30.7, 2019-2024 Growth: 36.1

### EDUCATION / OCCUPATION

- **Bachelor’s Degree Plus**: 2019: 24,354 (9.5%), 2024: 145,681 (17.7%), 2019-2024 Growth: 1,026,656 (31.7%)
- **White Collar**: 2019: 81,051 (42.5%), 2024: 307,975 (51.1%), 2019-2024 Growth: 1,466,180 (63.9%)

### RACE / ETHNICITY

- **White**: 2019: 221,547 (47.3%), 2024: 738,270 (53.8%), 2019-2024 Growth: 3,399,194 (69.6%)
- **Black**: 2019: 38,128 (8.1%), 2024: 126,001 (9.2%), 2019-2024 Growth: 284,352 (5.8%)
- **American Indian**: 2019: 9,839 (2.1%), 2024: 37,082 (2.7%), 2019-2024 Growth: 121,347 (2.5%)
- **Asian**: 2019: 9,474 (2.0%), 2024: 44,945 (3.3%), 2019-2024 Growth: 200,101 (4.1%)
- **Pacific Islander**: 2019: 836 (0.2%), 2024: 2,963 (0.2%), 2019-2024 Growth: 11,366 (0.2%)
- **Other Race**: 2019: 188,149 (40.2%), 2024: 424,011 (30.9%), 2019-2024 Growth: 868,816 (17.8%)
- **Hispanic or Latino**: 2019: 339,887 (72.6%), 2024: 759,356 (55.3%), 2019-2024 Growth: 1,542,371 (31.6%)
- **Not Hispanic or Latino**: 2019: 128,086 (27.4%), 2024: 613,916 (44.7%), 2019-2024 Growth: 3,342,805 (68.4%)

### EMPLOYMENT / DAYTIME POPULATION

<table>
<thead>
<tr>
<th></th>
<th>1 MILE</th>
<th>3 MILE</th>
<th>5 MILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Businesses</td>
<td>347</td>
<td>1,911</td>
<td>6,130</td>
</tr>
<tr>
<td>Total Employees</td>
<td>5,370</td>
<td>31,767</td>
<td>98,782</td>
</tr>
<tr>
<td>Daytime Population</td>
<td>19,706</td>
<td>137,244</td>
<td>350,644</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau. ESRI 2019
TRADE AREA MAP

LEGEND

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

100% PCW
### 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

**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 LVII in 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

<table>
<thead>
<tr>
<th>Month</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>8.0%</td>
<td>8.0%</td>
<td>8.9%</td>
<td>7.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
</tr>
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<tbody>
<tr>
<td>Sales</td>
<td>8.1%</td>
<td>7.7%</td>
<td>8.3%</td>
<td>7.6%</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Month</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
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<tbody>
<tr>
<td>Sales</td>
<td>7.3%</td>
<td>6.8%</td>
<td>8.7%</td>
<td>13.1%</td>
</tr>
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