




DESERT SKY
MALL
PHOENIX, AZ

MARKET PROFILE 2025

MAJOR RETAILERS América Cinemas, AT&T, Bath & Body Works, Burlington,
The Children's Place, Curacao, Dillard's Clearance Center, Foot Locker, Hot Topic, JD Sports, Lids,
Mercado de los Cielos, Miniso, Shoe Palace, Victoria's Secret, Zumiez

FOOD COURT 9 units

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 737,000 | **BUILT / RENOVATED** 1981 / 2007

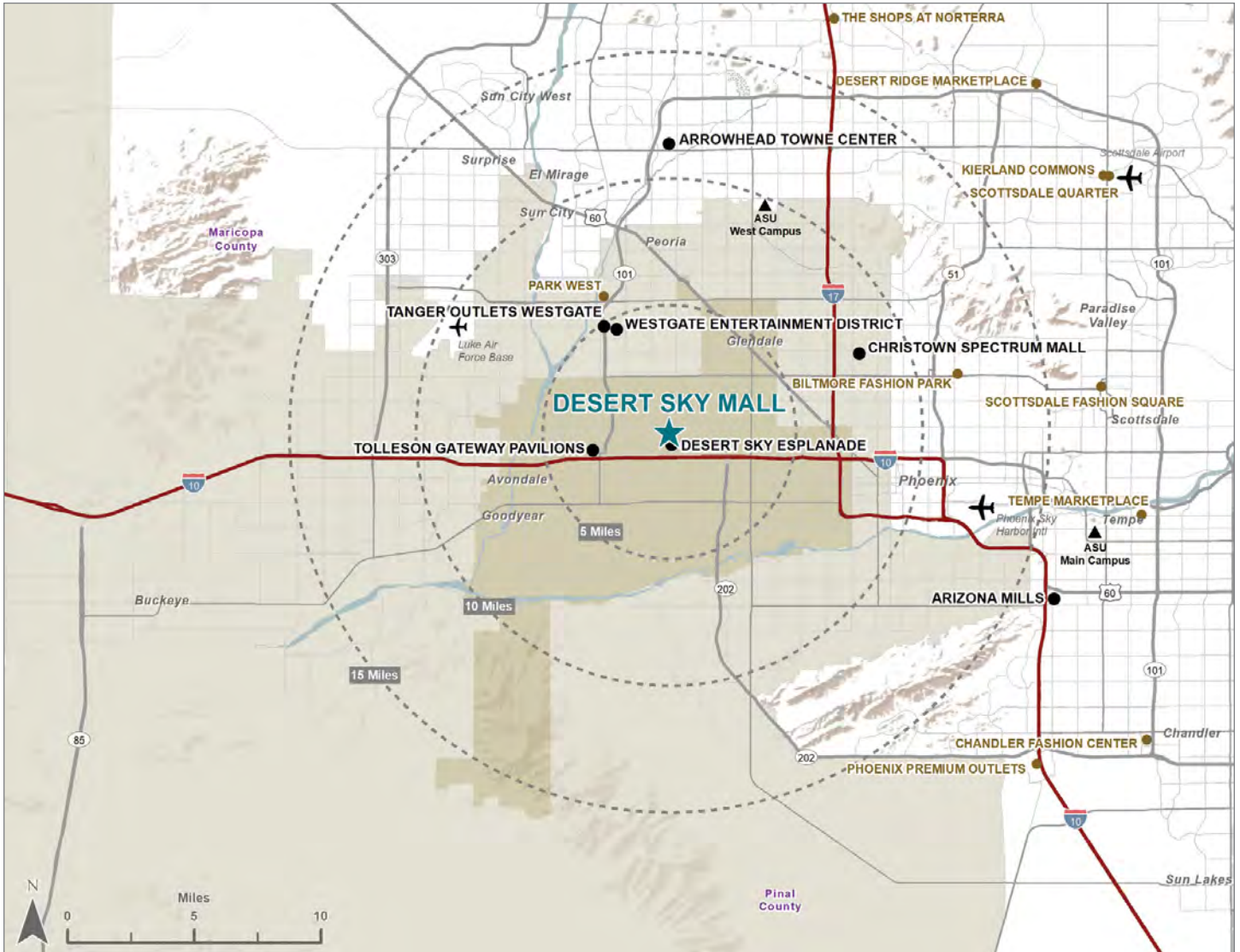
FOR MORE INFORMATION 623-953-6200 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-CHANDLER, AZ MSA	
2024 Total Population	492,039		1,539,956		5,149,752	
2029 Total Population	513,117		1,626,052		5,399,639	
% Population Change 2024 to 2029	4.3%		5.6%		4.9%	
HOUSEHOLDS						
2024 Total Households	142,806		495,992		1,922,675	
2029 Total Households	152,236		534,210		2,048,005	
% Household Change 2024 to 2029	6.6%		7.7%		6.5%	
INCOME						
Average Household Income	\$84,997		\$97,427		\$118,826	
Median Household Income	\$66,311		\$75,897		\$87,166	
Per Capita Income	\$24,754		\$31,498		\$44,441	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	92,478	64.8%	343,093	69.2%	1,432,352	74.5%
Household Income \$75,000 +	63,778	44.7%	251,632	50.7%	1,115,597	58.0%
Household Income \$100,000 +	41,044	28.7%	176,502	35.6%	839,032	43.6%
Household Income \$150,000 +	16,665	11.7%	80,360	16.2%	451,619	23.5%
AGE						
Median Age	30.6		33.5		38.2	
EDUCATION / OCCUPATION						
Bachelor's Degree +	40,954	14.1%	219,766	22.7%	1,275,970	36.3%
White Collar	104,609	45.9%	391,622	53.5%	1,658,370	64.9%
RACE/ETHNICITY						
White	136,253	27.7%	599,729	38.9%	3,007,177	58.4%
Black	42,657	8.7%	147,809	9.6%	312,158	6.1%
American Indian	12,652	2.6%	44,600	2.9%	131,069	2.6%
Asian	11,339	2.3%	52,245	3.4%	239,188	4.6%
Pacific Islander	1,271	0.3%	4,458	0.3%	13,603	0.3%
Other Race	182,642	37.1%	406,113	26.4%	718,614	14.0%
2 + Races	105,226	21.4%	285,001	18.5%	727,943	14.1%
Hispanic Population	349,045	70.9%	820,651	53.3%	1,627,279	31.6%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	350		1,951		6,146	
Total Employees	5,482		36,048		110,740	
Total Daytime Population	19,039		135,886		357,538	

TRADE AREA MAP



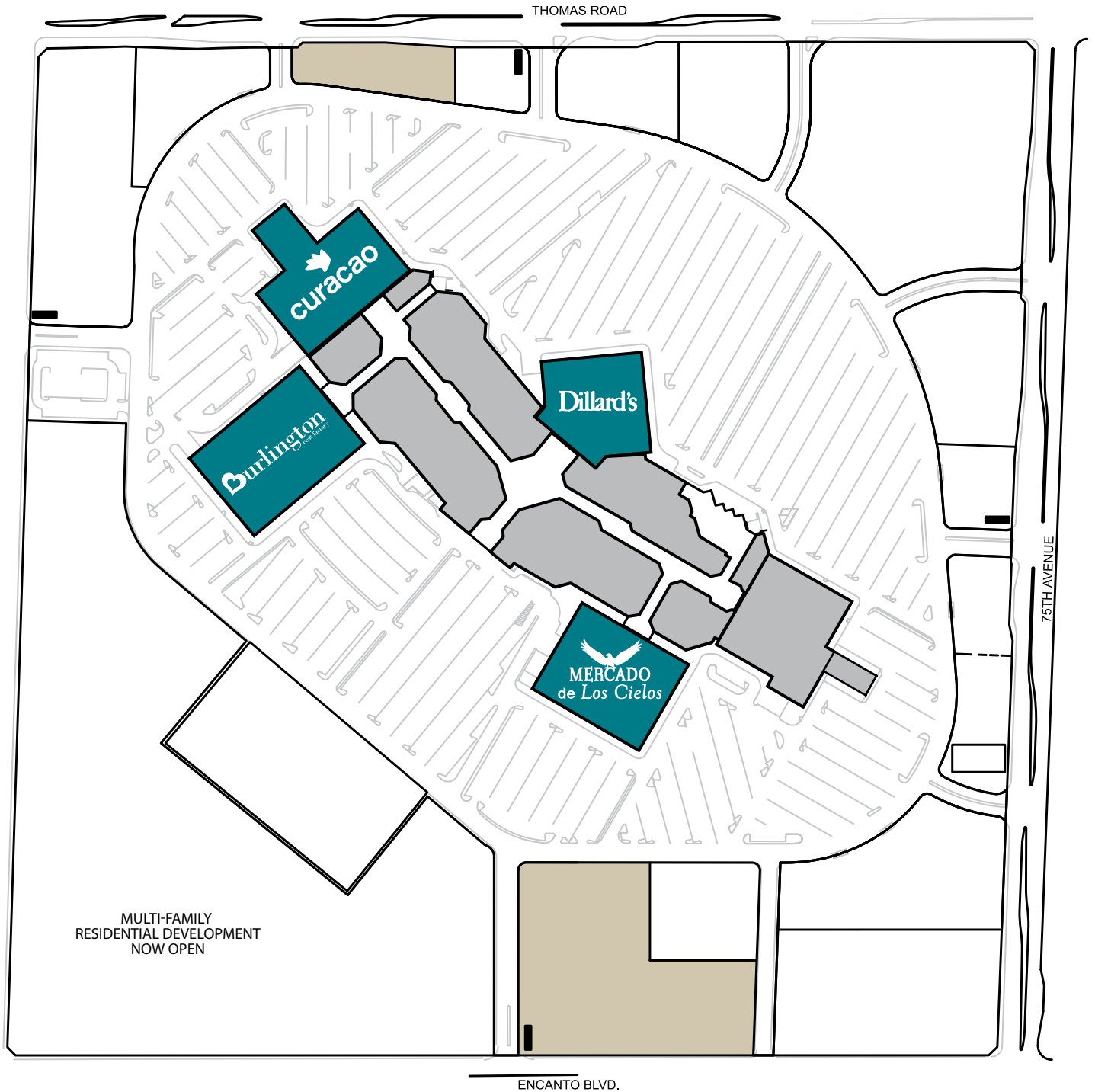
LEGEND




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



10% PCW

SITE PLAN



-  ANCHOR
-  MALL
-  DEVELOPMENT OPPORTUNITY

AT A GLANCE

CENTER INFORMATION

Desert Sky Mall is Arizona's premier Hispanic-focused shopping destination in Phoenix Metro. A cultural hub, it offers a vibrant mix of community and commerce, making it the ideal venue for diverse shoppers.

\$38.8B

RESEARCH ESTIMATES THAT **HISPANIC CONSUMER SPENDING POWER** WILL REPRESENT 16% OF TOTAL DMA BY 2025

2,500+ UNITS

NEW SINGLE AND MULTI-FAMILY UNITS NOW OPEN OR IN DEVELOPMENT **WITHIN 3 MILES OF THE CENTER**

70.9%

THE TOTAL **HISPANIC POPULATION** OF THE PRIMARY TRADE AREA, NEARLY 350K

MARKET INFORMATION

- **43% OF MARICOPA COUNTY GROWTH** over the next 25 years will be in the West Valley
- Average household income for total trade area is **\$97K**
- Trade area population growth over next 5 years of **5.6%**
- **70,000 VEHICLES** travel past by Desert Sky Mall on 75th Avenue and Thomas Road each day

OTHER FACTS

- Desert Sky Mall shoppers **SPEND 22-24% MORE** on clothing and jewelry compared to the Phoenix market
- Mercado de los Cielos named **BEST MEXICAN FOOD COURT AND BEST MARKETPLACE** (Phoenix New Times)
- Phoenix ranked **#3 NATIONALLY** for economic growth (CoworkingCafé)
- Maricopa County is **#1 IN AMERICA'S BEST COUNTIES** (SiteSelection, 2023-2024)

ECONOMIC DRIVERS

- Over 20M square feet of **DISTRIBUTION CENTERS** serve major brands like Coca-Cola, Ball Corporation, Puma and more
- Trade area is home to top Arizona employers including Walmart, Amazon, Banner Health and more
- Each year, **HUNDREDS OF EVENTS** are hosted between 3 key venues within 5 miles featuring NFL, NCAA and major entertainment acts
- **SPRING TRAINING** has a \$710M economic impact, with 9 of the 15 teams located in the West Valley, drawing 1.6M attendees annually
- Multiple hotels with **1,800 ROOMS** are in various stages of development in the West Valley, doubling the current capacity

MAJOR RETAILERS INCLUDE:

CURACAO
MERCADO DE LOS CIELOS
DILLARD'S CLEARANCE CENTER
BURLINGTON

AMÉRICA CINEMAS
AT&T
BATH & BODY WORKS
THE CHILDREN'S PLACE

CLAIRE'S
DANIEL'S JEWELERS
FOOT LOCKER
HOT TOPIC

JD SPORTS
LOCKER ROOM BY LIDS
MINISO
SHOE PALACE

SUNGLASS HUT
VICTORIA'S SECRET
ZUMIEZ



NORTH



HOME DEPOT

STARBUCKS

LOWE'S

WALMART

AMAZON FULFILLMENT

INTERSTATE 10

MULTI-FAMILY RESIDENTIAL

FUTURE RESIDENTIAL

TALKING STICK
RESORT AMPHITHEATRE

75TH AVE

EOS FITNESS

TARGET

CHILI'S

OLIVE GARDEN

BIG O TIRES

MERCADO **Los Cielos**
of **Los Angeles**

Dillard's

Burlington

curacao

MULTI-FAMILY RESIDENTIAL

MANUEL PENA
ELEMENTARY SCHOOL

79TH AVE

BANK OF AMERICA

THOMAS ROAD

EL SUPER

WELLS FARGO

VALLEYWISE HEALTH

.9 ACRES

CITY OF PHOENIX
TRANSIT CENTER

RAUL CASTRO
MIDDLE SCHOOL