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FRESNO, CA

MARKET PROFILE 2020

MAJOR RETAILERS Macy's Women & Home, Macy's Men's & Children's, JCPenney, H&M, Forever 21

RESTAURANTS & ENTERTAINMENT BJ's Restaurant & Brewhouse, The Cheesecake Factory,
Fleming's Prime Steakhouse & Wine Bar | **FOOD COURT** 8 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 995,000 | **BUILT / RENOVATED** 1970 / 2015

FOR MORE INFORMATION 559-224-1592 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		FRESNO, CA [MSA]	
2019 Total Population		619,793		993,387		1,004,546	
2024 Total Population		645,406		1,032,243		1,043,399	
2019-2024 Population Growth		4.1%		3.9%		3.9%	
HOUSEHOLDS							
2019 Total Households		205,392		307,285		310,310	
2024 Total Households		213,277		318,586		321,690	
2019-2024 Household Growth		3.8%		3.7%		3.7%	
INCOME							
Average Household Income		\$81,687		\$75,953		\$75,849	
Median Household Income		\$57,258		\$53,441		\$53,108	
Per Capita Income		\$27,094		\$23,527		\$23,481	
HOUSEHOLD INCOME RANGES							
\$50,000 +		115,593	56.3%	163,691	53.3%	164,311	53.0%
\$75,000 +		81,131	39.5%	111,259	36.2%	111,739	36.0%
\$100,000 +		54,529	26.5%	73,097	23.8%	73,423	23.7%
\$150,000 +		26,095	12.7%	33,190	10.8%	34,153	11.0%
AGE							
Median Age		32.9		32.0		32.1	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		105,136	26.8%	133,491	21.8%	134,194	21.6%
White Collar		162,141	58.0%	221,695	51.9%	220,755	51.4%
RACE / ETHNICITY							
White		332,791	53.7%	518,819	52.2%	529,560	52.7%
Black		35,825	5.8%	51,351	5.2%	51,163	5.1%
American Indian		9,330	1.5%	16,520	1.7%	16,113	1.6%
Asian		81,788	13.2%	104,222	10.5%	103,966	10.3%
Pacific Islander		1,372	0.2%	1,801	0.2%	1,797	0.2%
Other Race		158,687	25.6%	300,674	30.3%	301,947	30.1%
Hispanic or Latino		270,138	43.6%	539,958	54.4%	542,245	54.0%
Not Hispanic or Latino		349,655	56.4%	453,429	45.6%	462,301	46.0%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		1,483		7,383		18,524	
Total Employees		14,988		86,231		200,353	
Daytime Population		28,305		191,359		473,202	

TRADE AREA MAP



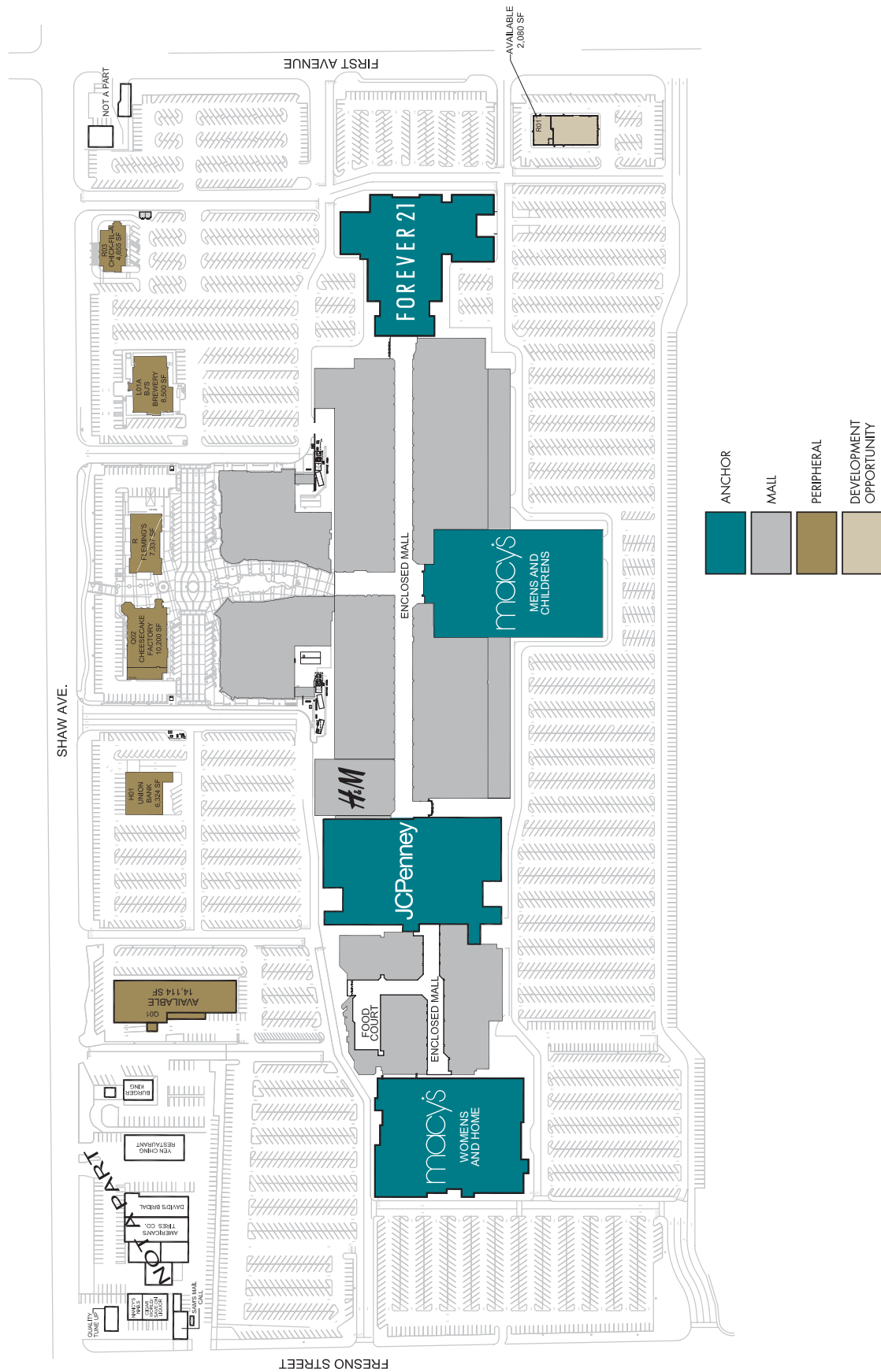
LEGEND

- ★ FASHION FAIR
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS



10% PCW

UPDATED 3/20



MARKET FACT SHEET

**5TH LARGEST
CITY IN CALIFORNIA,**
FRESNO MSA POPULATION
MORE THAN 1 MILLION,
21% GROWTH OVER
THE PAST 15 YEARS

TRADE AREA WITH A
30-MILE RADIUS AND
NEARLY 1 MILLION PEOPLE

ONLY
SUPER-REGIONAL MALL
WITHIN 90 MILES

MORE THAN **13 MILLION**
ANNUAL VISITORS

SALES PER SQUARE FOOT
GROWTH OF **43.5%**
OVER PAST FIVE YEARS

MONEY TO SPEND:
**COST OF LIVING IN
FRESNO IS 23% LOWER**
THAN THE STATE AVERAGE

20% OF ALL SALES
ARE FROM BEYOND THE
TRADE AREA, REGULAR
SHOPPERS ARE COMING
FROM 100 MILES AWAY

FRESNO LISTED AS TOP 50 CITY
FOR **FAMILY FUN** IN 2019
(WALLETHUB.COM 2019)

RANKED #1
PLACE TO LIVE IF YOU
LOVE THE OUTDOORS
WITH CLOSE PROXIMITY TO
MAJOR NATIONAL PARKS
ACCOUNTING FOR MORE THAN
5.7 MILLION VISITORS ANNUALLY
(US NEWS 2016)



30% INCREASE
PROJECTED IN HEALTH
CARE EMPLOYMENT
(WITHIN 8 YEARS)

FRESNO STATE UNIVERSITY
RANKED #24 IN NATION
(WASHINGTON MONTHLY 2019
NATIONAL UNIVERSITY RANKINGS)

**22 COLLEGES/
UNIVERSITIES/
TECHNICAL SCHOOLS**
WITH 67,000 STUDENTS
IN FRESNO COUNTY
(WITHIN 30 MINUTES OF FASHION FAIR)

HEALTHY HOUSING MARKET: FRESNO IS IN THE TOP 10%
FOR REAL ESTATE APPRECIATION AND WAS LABELED
A NATIONWIDE TOP 10 MARKET TO WATCH IN 2020
(NEIGHBORHOODSCOUT.COM, TRULIA.COM 2019)

GREAT PLACE FOR YOUNG FAMILIES, CITY MEDIAN AGE OF 29.3
WITH AN AVERAGE SHOPPER HOUSEHOLD SIZE OF 3.8

AGRICULTURE HAS A STRONG **ECONOMIC IMPACT** IN FRESNO
COUNTY OF MORE THAN **\$7.9 BILLION** AND IS THE #1 COUNTY
IN THE U.S. FOR AG PRODUCTION
(FRESNO BEE 2019)



KAISER
HOSPITAL

COSTCO

ST. AGNES

HOOVER
HIGH
SCHOOL

FIRST STREET

FRESNO STREET

HIGHWAY 41

SHAW AVENUE

AMERICA'S TIRE

DAVID'S BRIDAL

UNION BANK
OF CALIFORNIA

FLEMING'S PRIME
STEAKHOUSE & WINE BAR

THE CHEESECAKE FACTORY

CHICK-FIL-A

BJ'S RESTAURANT
& BREWHOUSE

AVAILABLE

FOREVER 21

H&M

JCPENNEY

MACY'S WOMEN & HOME

MACY'S MEN'S & CHILDREN'S

KAISER
MEDICAL
BUILDING