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FRESNO, CA

MARKET PROFILE 2022

MAJOR RETAILERS Macy's & Macy's Backstage, JCPenney, Apple, H&M, XLanes, Foot Locker

RESTAURANTS & ENTERTAINMENT BJ's Restaurant & Brewhouse, The Cheesecake Factory,
Fleming's Prime Steakhouse & Wine Bar, Slater's 50/50 | **FOOD COURT** 8 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 973,000 | **BUILT / RENOVATED** 1970 / 2015

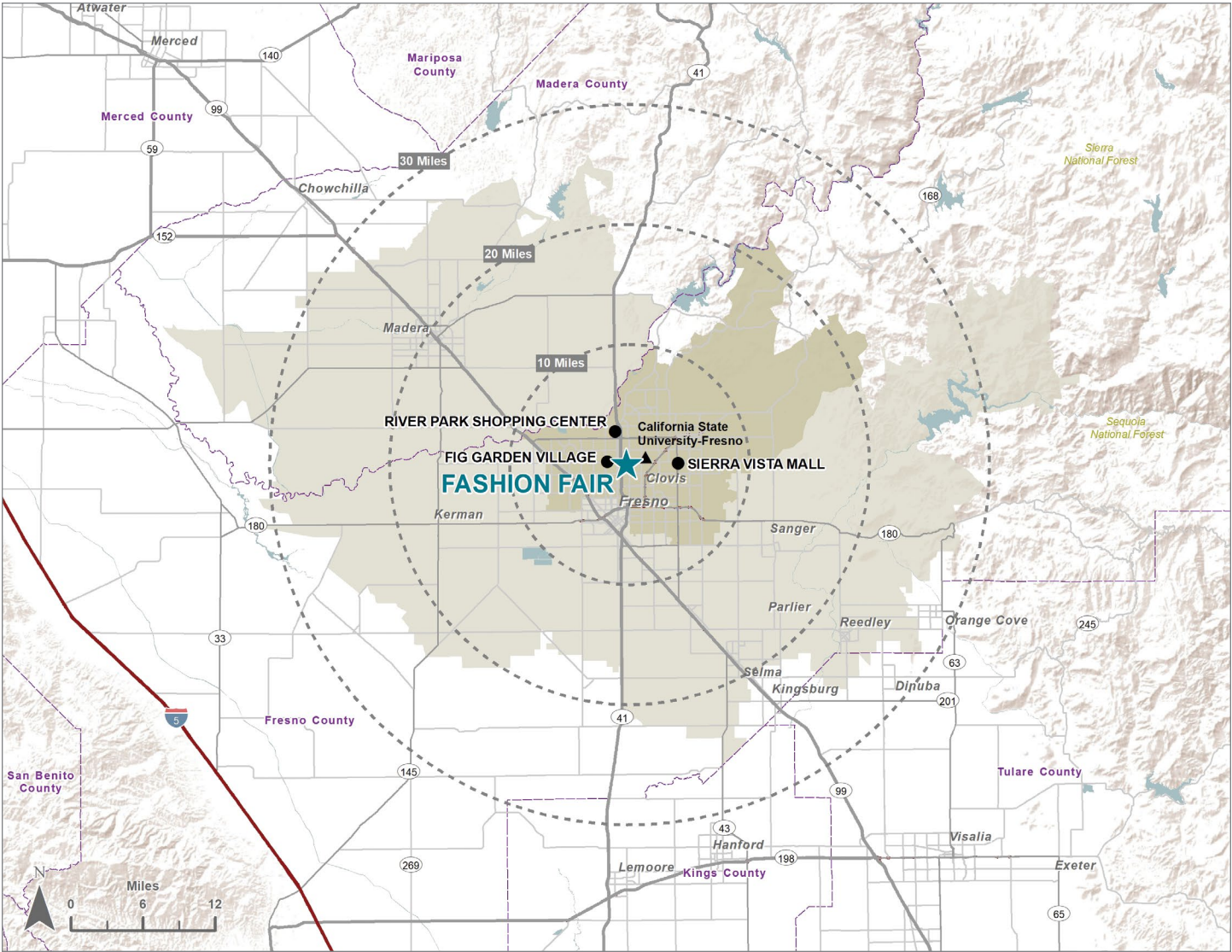
FOR MORE INFORMATION 559-224-1592 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		FRESNO, CA [MSA]	
2021 Total Population		628,134		1,004,400		1,010,443	
2026 Total Population		650,169		1,037,593		1,043,866	
2021-2026 Population Growth		3.5%		3.3%		3.3%	
HOUSEHOLDS							
2021 Total Households		208,666		311,746		313,829	
2026 Total Households		215,640		321,758		323,988	
2021-2026 Household Growth		3.3%		3.2%		3.2%	
INCOME							
Average Household Income		\$83,548		\$78,320		\$77,713	
Median Household Income		\$62,221		\$57,855		\$57,006	
Per Capita Income		\$27,782		\$24,349		\$24,180	
HOUSEHOLD INCOME RANGES							
\$50,000 +		125,454	60.1%	177,150	56.8%	176,612	56.3%
\$75,000 +		89,127	42.7%	124,141	39.8%	122,518	39.0%
\$100,000 +		60,740	29.1%	83,228	26.7%	82,087	26.2%
\$150,000 +		27,151	13.0%	35,439	11.4%	35,856	11.4%
AGE							
Median Age		33.4		32.4		32.5	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		113,016	28.2%	143,362	22.9%	143,772	22.7%
White Collar		165,899	60.7%	227,342	54.5%	226,076	54.0%
RACE / ETHNICITY							
White		333,165	53.0%	519,381	51.7%	526,936	52.1%
Black		36,602	5.8%	52,195	5.2%	51,365	5.1%
American Indian		9,546	1.5%	16,764	1.7%	16,225	1.6%
Asian		84,614	13.5%	107,246	10.7%	107,005	10.6%
Pacific Islander		1,419	0.2%	1,862	0.2%	1,852	0.2%
Other Race		162,789	25.9%	306,951	30.6%	307,060	30.4%
Hispanic or Latino		277,486	44.2%	551,359	54.9%	551,123	54.5%
Not Hispanic or Latino		350,649	55.8%	453,040	45.1%	459,320	45.5%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		1,448		7,167		18,002	
Total Employees		14,509		87,003		204,285	
Daytime Population		25,518		178,787		455,049	

TRADE AREA MAP



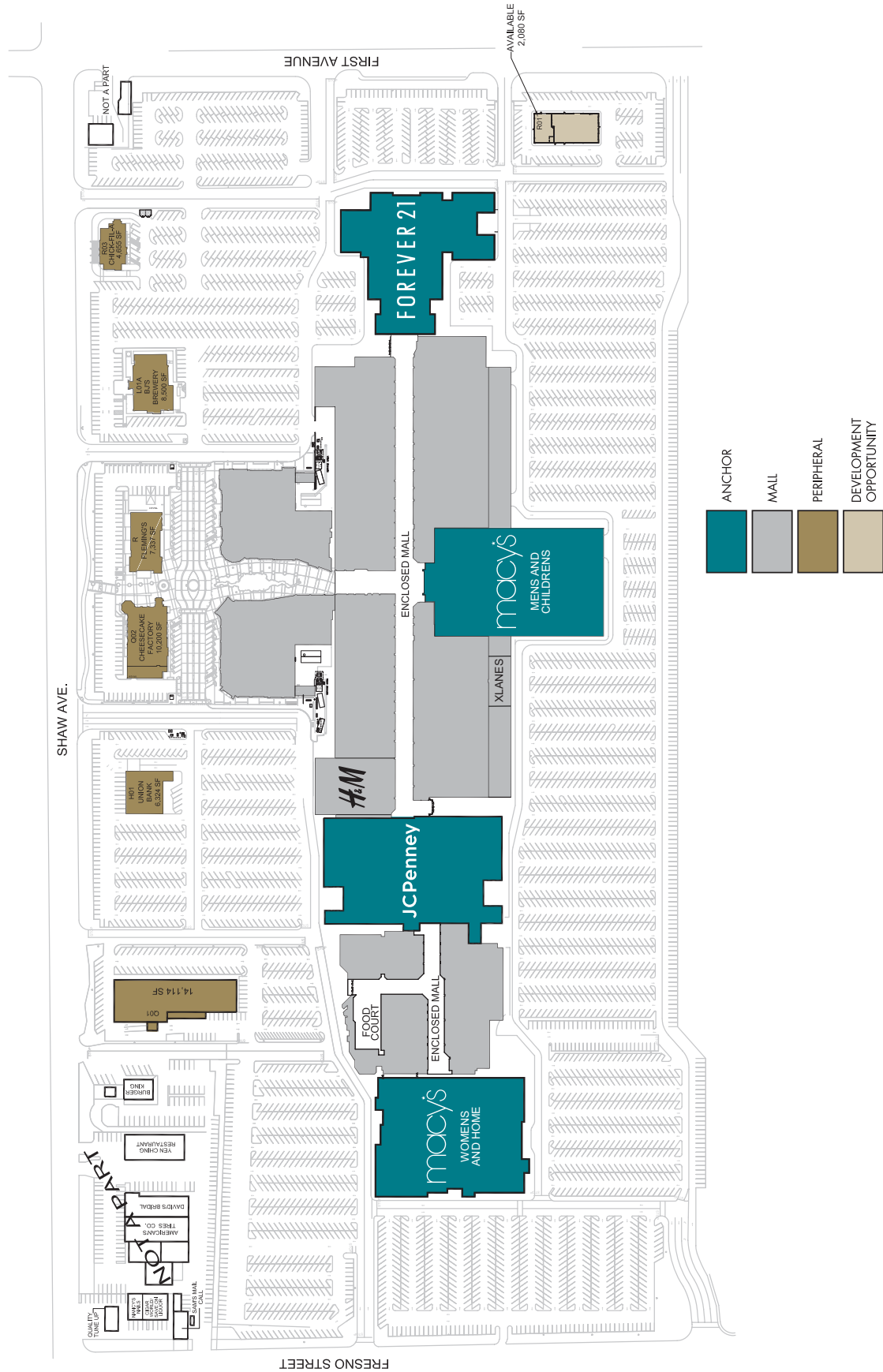
LEGEND

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



10% PCW

SITE PLAN



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 WITH
OVER 1 MILLION PEOPLE

ONLY
SUPER-REGIONAL MALL
WITHIN 90 MILES

MORE THAN **7 MILLION**
ANNUAL VISITORS

SALES PER SQUARE FOOT
GROWTH OF **39.7%**
OVER PAST 5 YEARS

MONEY TO SPEND:
COST OF LIVING IN FRESNO
IS 30% LOWER THAN THE
STATE AVERAGE

TO THE NINES:
– FRESNO RANKS **#9**
OF THE BEST PLACE
TO LIVE IN CALIFORNIA
– **#9** BEST PLACE TO
START A SMALL BUSINESS
– **#9** IN THE MOST RACIALLY
DIVERSE CITIES IN AMERICA
(LENDING TREE & US NEWS 2022)

CLOSE PROXIMITY TO
NATIONAL PARKS
YOSEMITE, SEQUOIA
REDWOOD FOREST AND
KING'S CANYON COMBINED
DRAWING NEARLY **6 MILLION**
VISITORS ANNUALLY

FRESNO RANKS
24TH NATIONALLY
IN **JOB GROWTH**
(FORBES 2020)



20 PRIVATE SCHOOLS
WITHIN 5 MILES OF THE
CENTER WITH AN AVERAGE
TUITION OF \$7,000

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

AG IS BIG BUSINESS: FRESNO COUNTY IS **#1** IN THE U.S. FOR
AGRICULTURAL PRODUCTION, WITH FRESNO/NEIGHBORING
2 COUNTIES ACCOUNTING FOR OVER \$23 BILLION IN SALES ANNUALLY
(ABC NEWS 2021)

HEALTHY HOUSING MARKET: FRESNO IS **#11** AMONG THE **HOTTEST
HOUSING MARKETS IN THE U.S.** SETTING A NATIONAL RECORD
WITH A MEDIAN OF 9 DAYS FOR TIME HOUSES SPENT ON MARKET
(FORBES 2021)

NEW DISTRIBUTION CENTERS SUCH AS AMAZON, ULTA AND GAP
BROUGHT **2,500 NEW JOBS** TO THE AREA

MAJOR RETAILERS INCLUDE:

MACY'S WOMEN'S/HOME	H&M	CHICK-FIL-A	MICHAEL KORS	UNIONBANK
MACY'S MEN'S/BACKSTAGE	APPLE	FLEMING'S	MORPHE	VANS
JCPENNEY	BJ'S RESTAURANT & BREWHOUSE	FOOT LOCKER	SLATER'S 50/50	VICTORIA'S SECRET/PINK
FOREVER 21	THE CHEESECAKE FACTORY	HOLLISTER CO.	ULTA BEAUTY	XLANES

