



SAN BERNARDINO, CA

## MARKET PROFILE 2023

**MAJOR RETAILERS** Bath & Body Works, Cinnabon, Daniel's Jewelers, Foot Locker, Forever 21, H&M, Hollister, Hot Topic, JCPenney, Kay Jewelers, LensCrafters, Macy's, Pro Image, See's Candy, Shoe Palace, The Children's Place, T-Mobile, Tilly's, Torrid, Vans, Victoria's Secret, Valliani Jewelers, Windsor, Zumiez

**FOOD COURT** 10 units

**OFFICES** San Bernardino County WDD, City of San Bernardino Police Department

**PROPERTY TYPE** Regional | **TOTAL SQUARE FEET** 630,000 | **BUILT / RENOVATED** 1966 / 2000

**FOR MORE INFORMATION** 909-884-7268 | [Macerich.com](https://www.macerich.com)

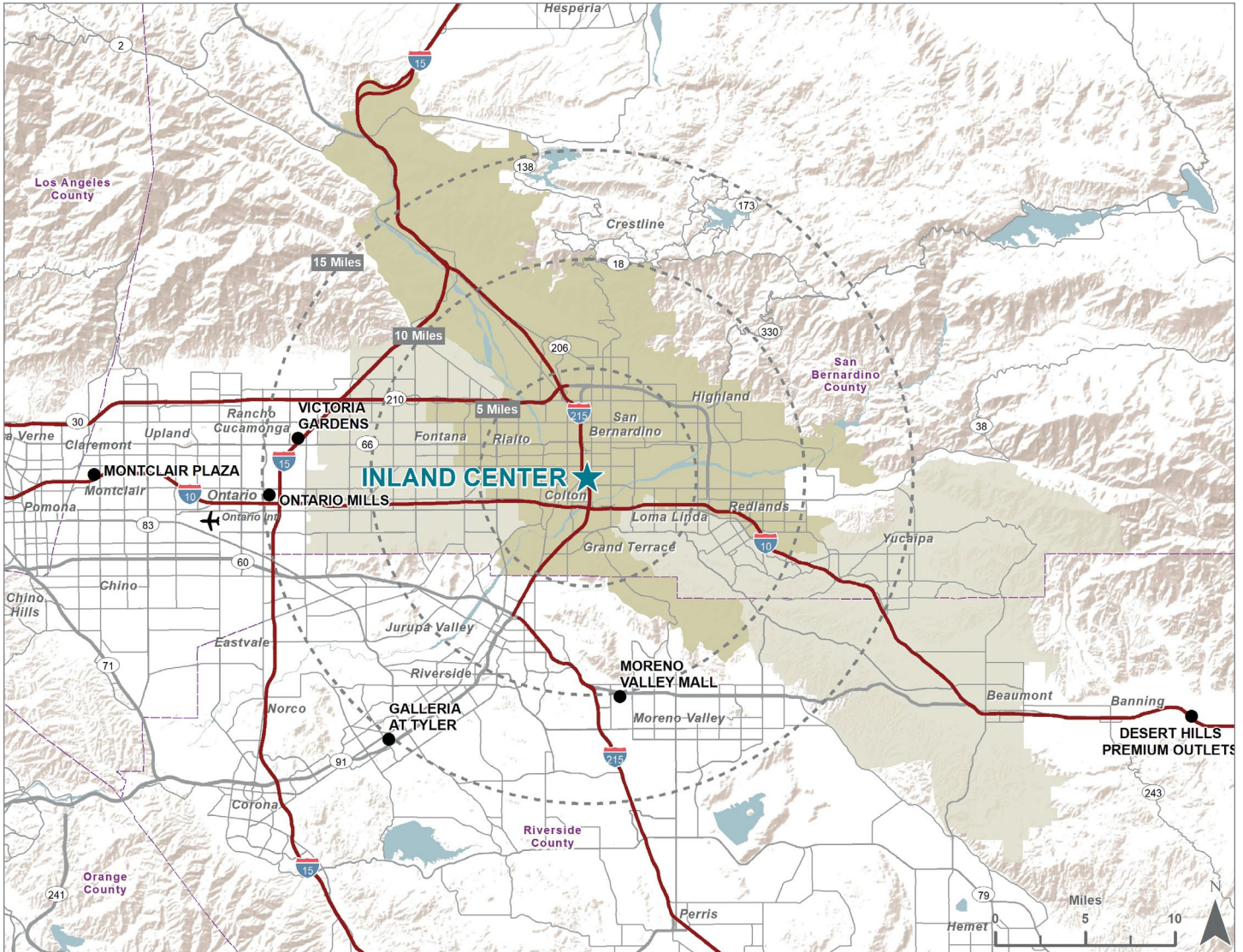


# DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		RIVERSIDE-SAN BERNARDINO-ONTARIO, CA [MSA]	
2022 Total Population		516,514		993,328		4,647,703	
2027 Total Population		520,415		1,002,579		4,714,497	
2022-2027 Population Growth		0.8%		0.9%		1.4%	
HOUSEHOLDS							
2022 Total Households		148,598		290,594		1,448,710	
2027 Total Households		150,246		294,473		1,473,744	
2022-2027 Household Growth		1.1%		1.3%		1.7%	
INCOME							
Average Household Income		\$83,419		\$95,564		\$104,810	
Median Household Income		\$61,429		\$72,333		\$78,182	
Per Capita Income		\$24,070		\$28,007		\$32,741	
HOUSEHOLD INCOME RANGES							
\$50,000 +		88,785	59.7%	191,691	66.0%	1,000,177	69.0%
\$75,000 +		62,513	42.1%	141,402	48.7%	758,720	52.4%
\$100,000 +		41,365	27.8%	98,473	33.9%	550,421	38.0%
\$150,000 +		16,660	11.2%	43,290	14.9%	267,397	18.5%
AGE							
Median Age		31.1		32.5		34.3	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		57,729	18.7%	138,812	22.8%	756,543	25.6%
White Collar		98,093	42.0%	210,284	44.8%	1,055,012	48.0%
RACE/ETHNICITY							
White		138,701	26.9%	305,292	30.7%	1,755,863	37.8%
Black/African American		53,533	10.4%	87,247	8.8%	342,969	7.4%
American Indian		11,731	2.3%	20,994	2.1%	88,407	1.9%
Asian		25,687	5.0%	64,158	6.5%	369,948	8.0%
Pacific Islander		1,862	0.4%	3,061	0.3%	15,795	0.3%
Other Race		284,998	55.2%	512,575	51.6%	2,074,721	44.6%
Hispanic or Latino		342,456	66.3%	610,334	61.4%	2,407,453	51.8%
Not Hispanic or Latino		174,058	33.7%	382,993	38.6%	2,240,250	48.2%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		5,422		10,064		16,378	
Total Employees		69,830		139,845		214,630	
Daytime Population		153,981		362,244		588,278	



# TRADE AREA MAP

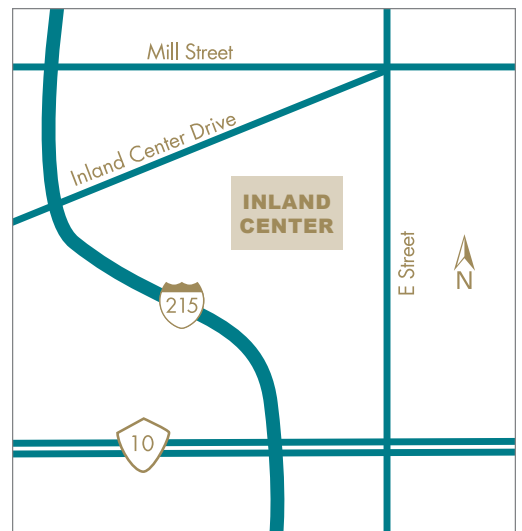


## LEGEND

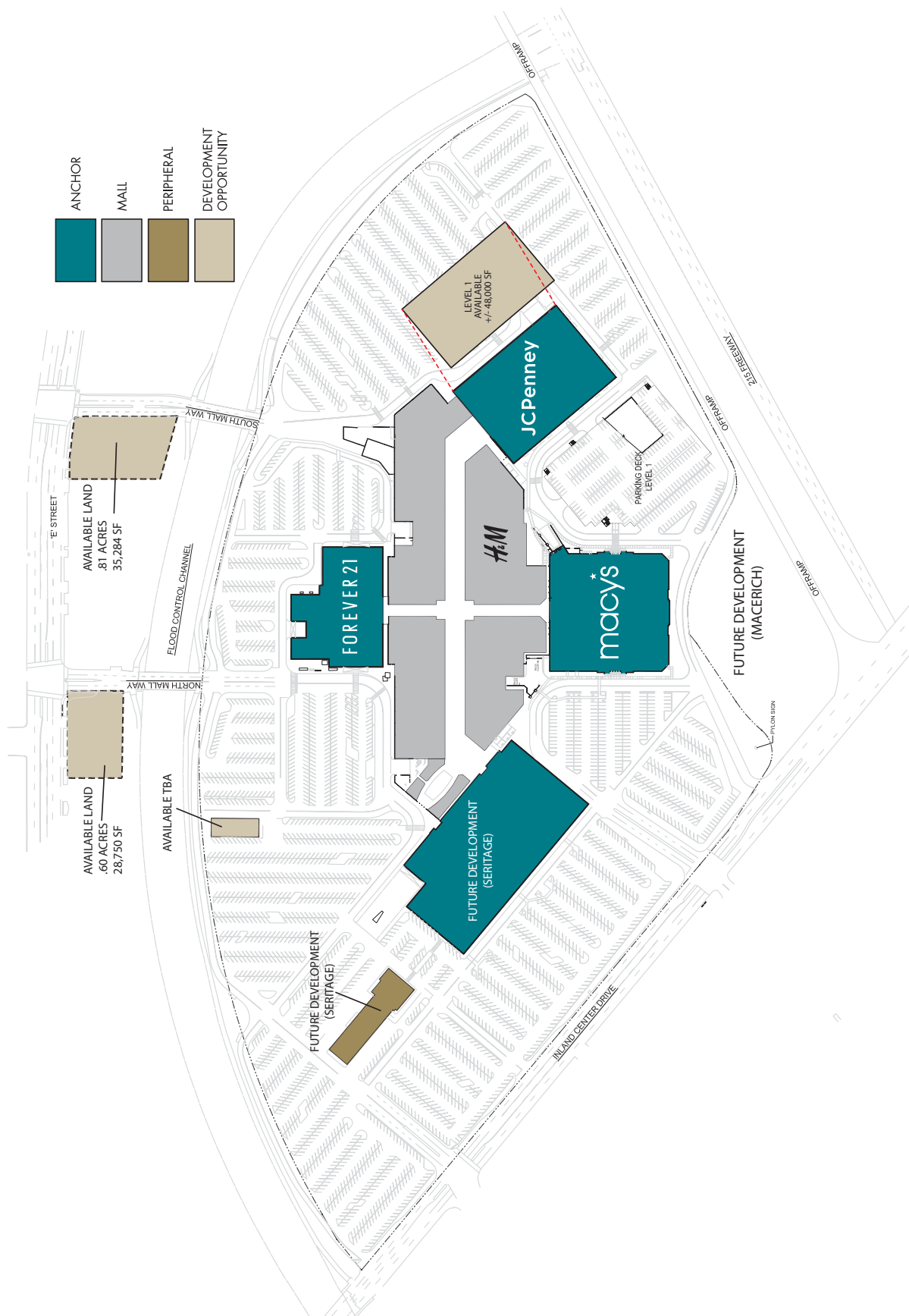
- ★ INLAND CENTER
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS



10% PCW



UPDATED 3/23



# MARKET FACT SHEET

RECENTLY INTRODUCED  
**80-FOOT FREEWAY PYLON  
SIGN**, PROPERTY MONUMENT  
SIGNS AND PARKING LOT  
WAYFINDING SIGNAGE

FOOD COURT RESTROOMS  
RE-DESIGNED AND FULLY  
REMODELED IN 2022

CAL STATE UNIVERSITY  
SAN BERNARDINO, WITH  
MORE THAN **20,000 STUDENTS**,  
IS LOCATED A FEW MILES FROM  
THE CENTER AND GENERATES  
AN ECONOMIC IMPACT OF  
**\$189.5 MILLION**  
TO THE REGIONAL ECONOMY

SAN BERNARDINO COUNTY  
**MEDIAN HOME PRICE**  
**INCREASED** BY 19.7% IN 2021

WITHIN 3 MILES OF THE CENTER  
ARE 11 HOTELS WITH MORE  
THAN **1,000 ROOMS**

SAN BERNARDINO IS THE  
100TH LARGEST CITY IN THE U.S.

THE COMBINED  
SAN BERNARDINO AND  
RIVERSIDE COUNTIES AREA  
**ADDED APPROXIMATELY**  
**88,000 JOBS** IN 2022

DAYTIME POPULATION  
OF **154,000** WITHIN  
A 3-MILE RADIUS

**933,000 POPULATION**  
IN THE TOTAL TRADE AREA

SAN BERNARDINO'S ANNUAL  
ONE-DAY EVENT, RENDEZVOUS  
BACK TO ROUTE 66 CLASSIC  
CAR SHOW, DREW MORE  
THAN **1,000 CLASSIC CARS**  
AND **30,000 PEOPLE**

**SAN MANUEL STADIUM** LESS  
THAN 1 MILE FROM THE MALL,  
IS HOME TO THE I.E. 66ERS, A  
CLASS A AFFILIATE OF THE LOS  
ANGELES ANGELS OF ANAHEIM,  
WITH OVER 550,000 ANNUAL  
VISITORS



NATIONAL ORANGE SHOW  
EVENTS CENTER, ACROSS  
FROM THE MALL, HAS  
**120 ACRES OF EVENT  
SPACE** ATTRACTING  
MILLIONS OF VISITORS  
ANNUALLY

NEAREST REGIONAL MALL  
COMPETITION OVER  
20 MILES AWAY

INLAND EMPIRE RANKED **5TH LARGEST CALIFORNIA METRO AREA**  
IN THE REGION

MALL INTRODUCED NEW CITY OF SAN BERNARDINO POLICE SUBSTATION  
AND DISTRICT COMMAND CENTER NEAR THE MALL'S MAJOR ENTRANCE  
NEAR MACY'S IN 2021

COUNTY OF SAN BERNARDINO'S **WORKFORCE DEVELOPMENT  
DEPARTMENT**, NOW LOCATED AT THE MALL, OCCUPIES A RENOVATED  
24,000-SQUARE-FOOT OFFICE SPACE FOR MORE THAN 60 OFFICE  
EMPLOYEES TO MEET THE NEEDS OF LOCAL BUSINESSES FOR A SKILLED  
WORKFORCE, WHILE CREATING OPPORTUNITIES FOR WORKERS TO  
PREPARE FOR AND ENTER INTO WELL-PAID CAREERS





NORTH

