



VICTORVILLE, CA

MARKET PROFILE 2020

MAJOR RETAILERS Aldo, Barnes & Noble, Bath & Body Works, Dick's Sporting Goods, Foot Locker, Hollister Co., JCPenney, Journeys, Kay Jewelers, Macy's, Sunglass Hut, The Children's Place, Tilly's, Vans, Victoria's Secret, Zumiez

RESTAURANTS & ENTERTAINMENT Red Robin, Cinemark 16 Theatre | **FOOD COURT** 14 units

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 577,000 | **BUILT / RENOVATED** 1986 / 2012

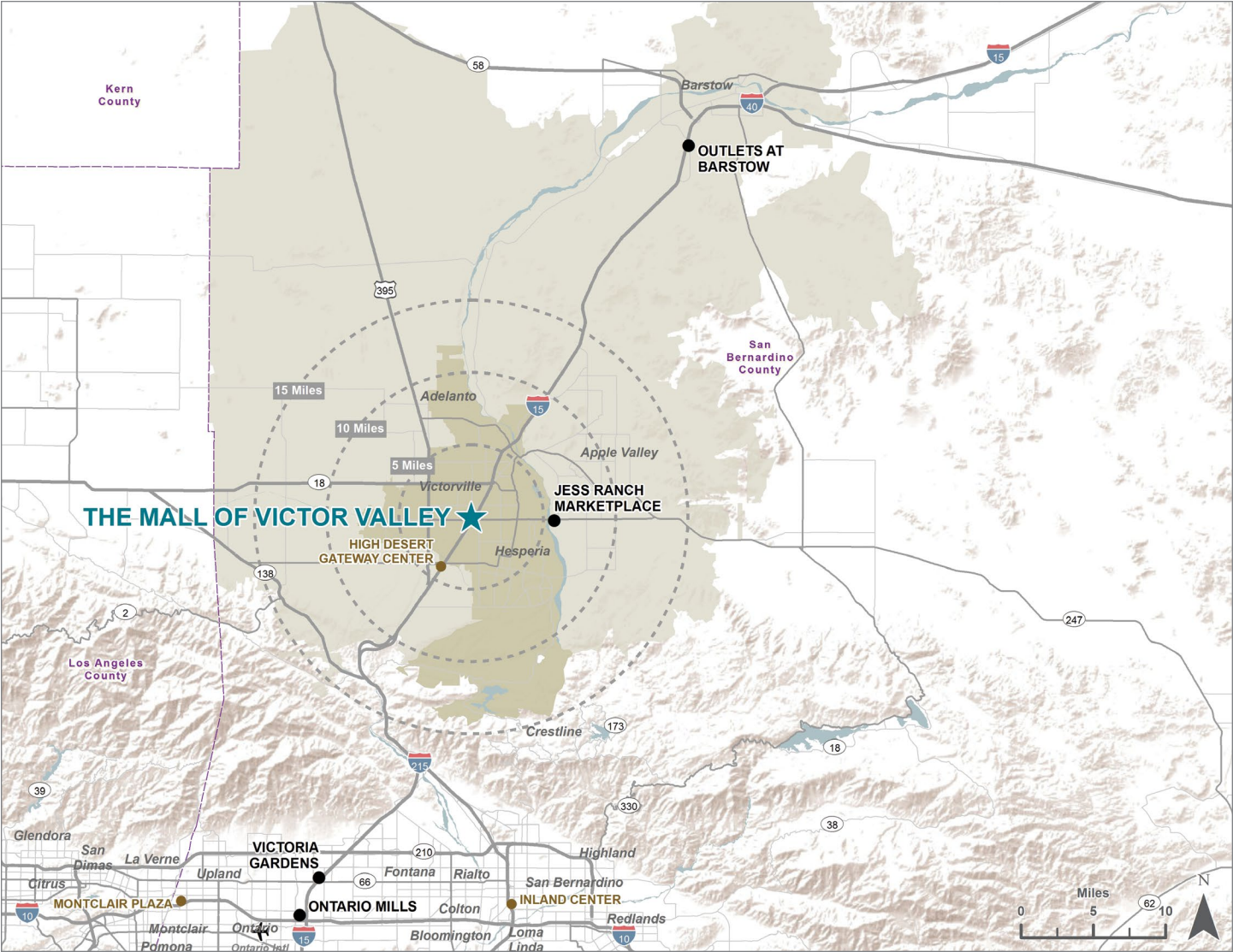
FOR MORE INFORMATION 760-241-3149 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		RIVERSIDE-SAN BERNARDINO-ONTARIO, CA [MSA]	
2019 Total Population	226,855		433,348		4,613,522	
2024 Total Population	236,130		449,900		4,838,017	
2019-2024 Population Growth	4.1%		3.8%		4.9%	
HOUSEHOLDS						
2019 Total Households	65,224		131,386		1,406,991	
2024 Total Households	67,536		135,908		1,468,646	
2019-2024 Household Growth	3.5%		3.4%		4.4%	
INCOME						
Average Household Income	\$66,643		\$69,473		\$85,632	
Median Household Income	\$53,163		\$53,792		\$63,026	
Per Capita Income	\$19,275		\$21,125		\$26,160	
HOUSEHOLD INCOME RANGES						
\$50,000 +	35,148	53.9%	71,519	54.4%	858,544	61.0%
\$75,000 +	21,404	32.8%	44,627	34.0%	605,728	43.1%
\$100,000 +	12,992	19.9%	27,840	21.2%	421,697	30.0%
\$150,000 +	4,027	6.2%	9,488	7.2%	187,000	13.3%
AGE						
Median Age	31.3		32.7		34.0	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	17,448	12.5%	36,347	13.3%	658,635	22.1%
White Collar	41,457	49.7%	80,611	50.7%	1,065,285	54.4%
RACE / ETHNICITY						
White	117,034	51.6%	239,709	55.3%	2,562,614	55.5%
Black	24,762	10.9%	44,947	10.4%	347,797	7.5%
American Indian	2,814	1.2%	5,560	1.3%	50,280	1.1%
Asian	7,932	3.5%	14,860	3.4%	321,542	7.0%
Pacific Islander	852	0.4%	2,007	0.5%	15,986	0.3%
Other Race	73,463	32.4%	126,266	29.1%	1,315,303	28.5%
Hispanic or Latino	122,739	54.1%	213,557	49.3%	2,398,749	52.0%
Not Hispanic or Latino	104,117	45.9%	219,792	50.7%	2,214,773	48.0%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	550		1,895		5,076	
Total Employees	4,987		18,130		44,473	
Daytime Population	11,966		75,267		174,524	

TRADE AREA MAP

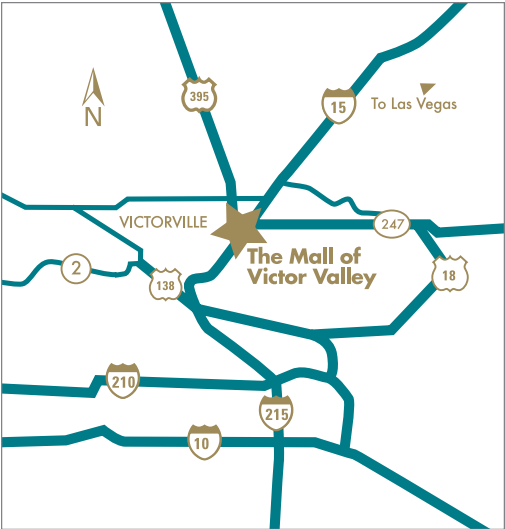


LEGEND

- ★ THE MALL OF VICTOR VALLEY
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

VICTORVILLE HAS SUCCESSFULLY ESTABLISHED ITSELF AMONG THE MOST **COST-EFFECTIVE** LOCATIONS IN CALIFORNIA TO DO BUSINESS

3.4% UNEMPLOYMENT IN SAN BERNARDINO COUNTY IN COMPARISON TO CALIFORNIA AT 3.9%

HOME TO MAJOR BRANDS DR. PEPPER/SNAPPLE, NEWELL RUBBERMAID, M&M MARS, PLASTIPAK PACKAGING INC., A&W AND 7UP

FIRST-TO-CALIFORNIA CRACKER BARREL LOCATED OFF THE 15 FREEWAY IN VICTORVILLE

CENTRALLY LOCATED WITH **EASY FREEWAY ACCESS**, LOCATED OFF I-15, US-395 AND SR-18 BETWEEN LOS ANGELES AND LAS VEGAS – JUST 40 MILES FROM I-10 AND I-40

INDUSTRY CHOOSES VICTORVILLE BECAUSE OF THE INVESTMENTS IT HAS MADE IN ITS PUBLIC INFRASTRUCTURE SYSTEM, CLOSE PROXIMITY TO MAJOR TRANSPORTATION ROUTES, LARGE, **SKILLED LABOR FORCE**, FAMILY-FRIENDLY COMMUNITY AND COMMITMENT TO PROMOTING A **BUSINESS-FRIENDLY ENVIRONMENT**

AWARDED LIVABILITY TOP 100 BEST PLACES TO LIVE

VICTORVILLE HAS EXPERIENCED ROBUST INDUSTRIAL AND RETAIL **EXPANSION**

OUTSTANDING OPPORTUNITIES IN THE HIGH DESERT FOR PLENTIFUL, SECURE EMPLOYMENT, HOME OWNERSHIP, HIGHER EDUCATION AND SAFE NEIGHBORHOODS

VICTORVILLE HAS 20 PARKS, A MUNICIPAL GOLF COURSE, HIGHLY RATED SCHOOLS AND **TRULY AFFORDABLE HOUSING**

THE MEDIAN LIST PRICE IN VICTORVILLE FOR A HOME INCREASED 8.2% YEAR-OVER-YEAR



47% GROWTH IN **STEM (SCIENCE, TECHNOLOGY, ENGINEERING, MATH) RELATED BACHELOR'S DEGREES** OVER THE PAST 5 YEARS IN SAN BERNARDINO COUNTY

PROJECTED POPULATION GROWTH BETWEEN 2020-2045 IS EXPECTED TO INCREASE 28% IN SAN BERNARDINO COUNTY

60% OF ALL GOODS MOVING INTO AND OUT OF SOUTHERN CALIFORNIA TRAVEL THROUGH VICTORVILLE



OWNED
OTHER



HILTON
GARDEN
INN

COMFORT
SUITES
HOTEL

STEER 'N STEIN

CHICK-FIL-A
(COMING SOON)

OFFICE MAX
PETSMAST
HOBBY LOBBY

99 CENTS ONLY

BED BATH & BEYOND
PARTY CITY

OUTBACK STEAKHOUSE

OLIVE GARDEN

MACY'S

BARNES & NOBLE

DICK'S SPORTING GOODS

OZEL'S JEWELRY

RED LOBSTER

AMARGOSA RD

BEAR VALLEY RD

I-15

CRACKER BARREL

PIEOLGY

THE HABIT BURGER GRILL

ORIGINAL ROADHOUSE GRILL

CHILI'S GRILL & BAR

SUPER WALMART

BJ'S RESTAURANT
AND BREWHOUSE

APPLEBEE'S

JOHNNY CARINO'S

MIMI'S CAFE

EL TIO PEPE

BIG 5 SPORTING GOODS

LOWE'S

KOHL'S

SLEEP NUMBER

BEST BUY

JCPENNEY

FUTURE DEVELOPMENT

CINEMARK 16 THEATRE