



VICTORVILLE, CA

## MARKET PROFILE 2021

**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** 580,000 | **BUILT / RENOVATED** 1986 / 2012

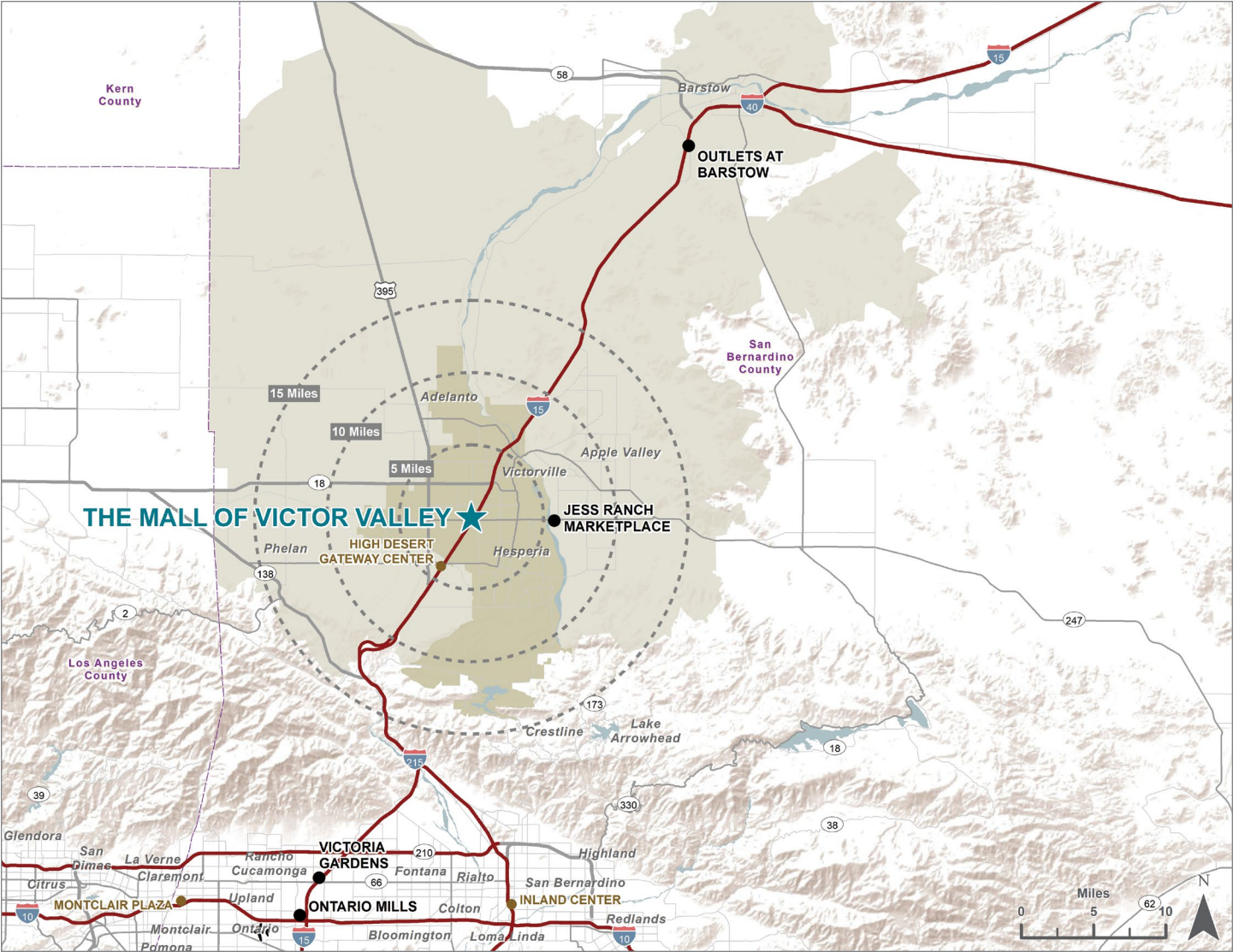
**FOR MORE INFORMATION** 760-241-3149 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

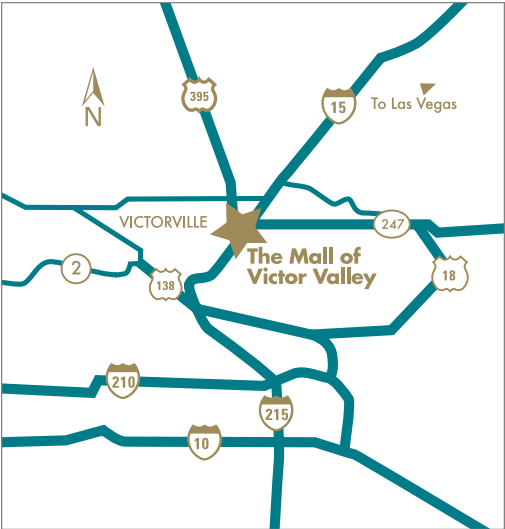
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		RIVERSIDE-SAN BERNARDINO-ONTARIO, CA [MSA]	
2020 Total Population	228,259		435,109		4,627,401	
2025 Total Population	237,291		450,801		4,835,024	
2020-2025 Population Growth	4.0%		3.6%		4.5%	
HOUSEHOLDS						
2020 Total Households	65,456		131,928		1,412,960	
2025 Total Households	67,732		136,252		1,470,310	
2020-2025 Household Growth	3.5%		3.3%		4.1%	
INCOME						
Average Household Income	\$71,720		\$74,210		\$89,715	
Median Household Income	\$55,952		\$56,314		\$66,361	
Per Capita Income	\$20,708		\$22,573		\$27,439	
HOUSEHOLD INCOME RANGES						
\$50,000 +	36,866	56.3%	74,436	56.4%	887,282	62.8%
\$75,000 +	23,986	36.6%	49,290	37.4%	640,209	45.3%
\$100,000 +	14,994	22.9%	31,570	23.9%	450,529	31.9%
\$150,000 +	5,317	8.1%	12,057	9.1%	211,431	15.0%
AGE						
Median Age	31.3		32.8		34.1	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	18,024	12.8%	37,727	13.7%	674,028	22.5%
White Collar	37,349	50.6%	72,657	51.6%	961,904	55.5%
RACE / ETHNICITY						
White	116,839	51.2%	239,018	54.9%	2,551,408	55.1%
Black	24,851	10.9%	44,992	10.3%	349,387	7.6%
American Indian	2,832	1.2%	5,598	1.3%	50,619	1.1%
Asian	8,033	3.5%	15,099	3.5%	327,725	7.1%
Pacific Islander	859	0.4%	2,001	0.5%	15,973	0.3%
Other Race	74,845	32.8%	128,401	29.5%	1,332,289	28.8%
Hispanic or Latino	125,139	54.8%	217,362	50.0%	2,429,492	52.5%
Not Hispanic or Latino	103,120	45.2%	217,747	50.0%	2,197,909	47.5%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	546		1,936		5,165	
Total Employees	4,774		17,794		44,831	
Daytime Population	10,450		78,335		178,817	

# TRADE AREA MAP



## LEGEND

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



10% PCW



SITE PLAN



ANCHOR

MALL

# MARKET FACT SHEET

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

LIVABILITY 2019 TOP 100  
BEST PLACES TO LIVE

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**

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

**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

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 16% YEAR-OVER-YEAR



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

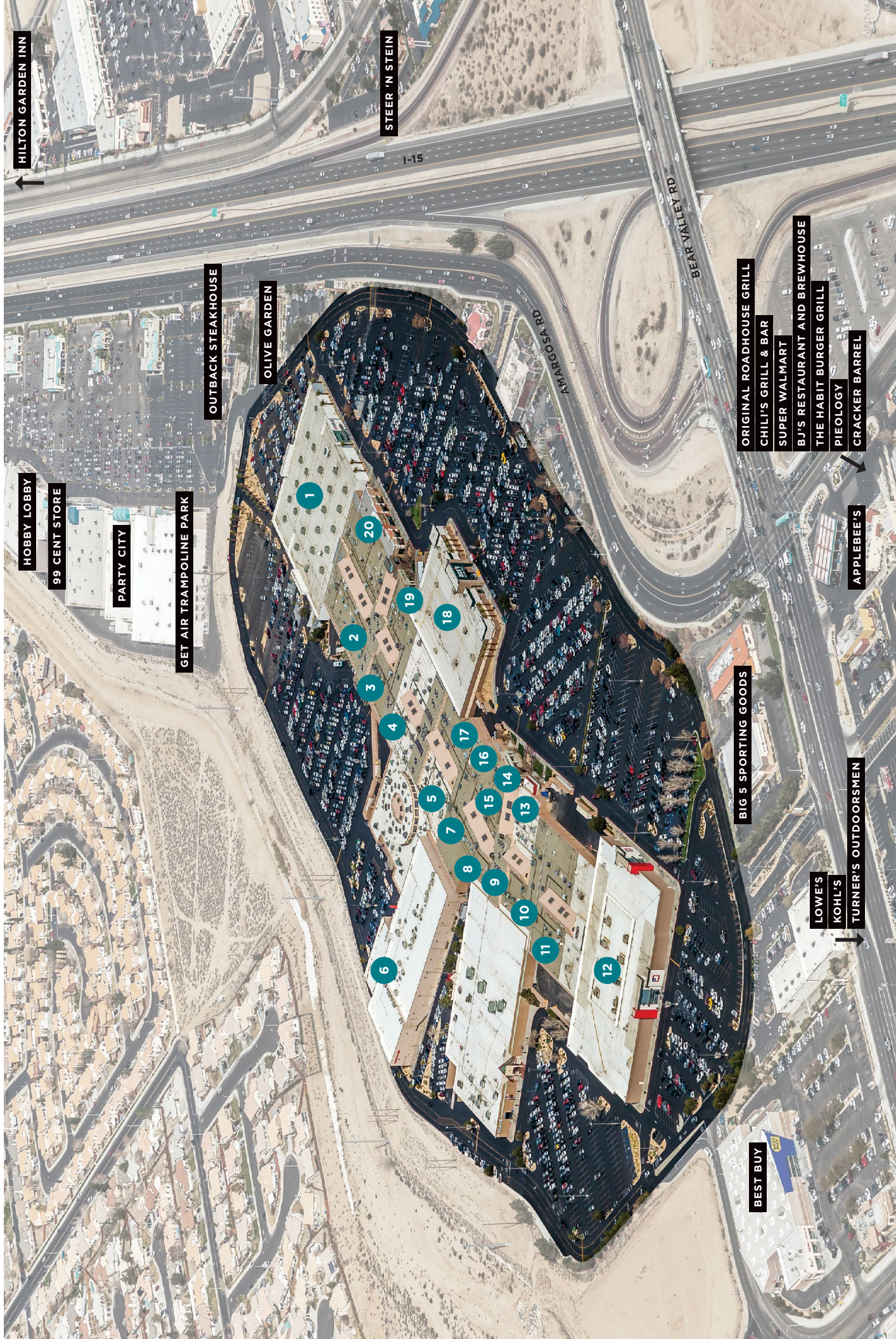
47% GROWTH IN **STEM (SCIENCE, TECHNOLOGY, ENGINEERING, MATH) RELATED BACHELOR'S DEGREES** OVER THE PAST FEW YEARS IN SAN BERNARDINO COUNTY

**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



- |             |                         |                  |                          |
|-------------|-------------------------|------------------|--------------------------|
| 1 MACY'S    | 6 CINEMARK              | 11 VANS          | 16 HOLLISTER CO.         |
| 2 SPECTRUM  | 7 VICTORIA'S SECRET     | 12 JCPENNEY      | 17 FOOT LOCKER           |
| 3 TILLY'S   | 8 ZUMIEZ                | 13 RED ROBIN     | 18 DICK'S SPORTING GOODS |
| 4 HOT TOPIC | 9 SEE'S CANDIES         | 14 LENS CRAFTERS | 19 BATH & BODY WORKS     |
| 5 CINNABON  | 10 THE CHILDREN'S PLACE | 15 KAY JEWELERS  | 20 BARNES & NOBLE        |



HILTON GARDEN INN

HOBBY LOBBY

99 CENT STORE

PARTY CITY

GET AIR TRAMPOLINE PARK

OUTBACK STEAKHOUSE

OLIVE GARDEN

STEER 'N STEIN

I-15

AMAGOSA RD

BEAR VALLEY RD

BEST BUY

BIG 5 SPORTING GOODS

ORIGINAL ROADHOUSE GRILL

CHILI'S GRILL & BAR

SUPER WALMART

BJ'S RESTAURANT AND BREWHOUSE

THE HABIT BURGER GRILL

PIEOLGY

CRACKER BARREL

LOWE'S

KOHL'S

TURNER'S OUTDOORSMEN

APPLEBEE'S