



VICTORVILLE, CA

MARKET PROFILE 2022

MAJOR RETAILERS Barnes & Noble, Bath & Body Works, Cotton On, Dick's Sporting Goods, Foot Locker, Hollister Co., JCPenney, JD Sport (coming soon), Journeys, Kay Jewelers, Macy's, Sunglass Hut, The Children's Place, Tilly's, Vans, Victoria's Secret, Windsor, Zumiez

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

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

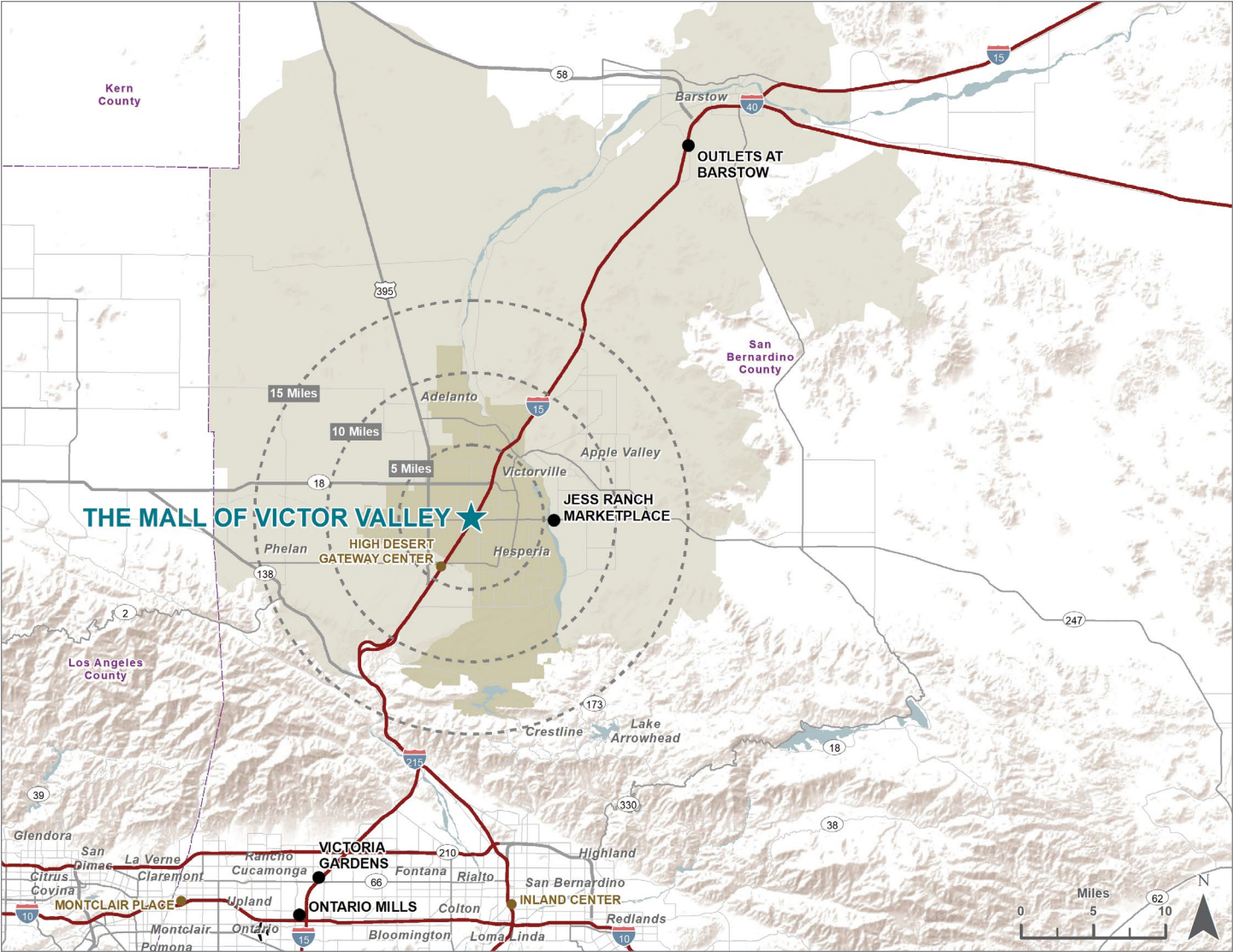
FOR MORE INFORMATION 760-241-3149 | Macerich.com



DEMOGRAPHIC SUMMARY

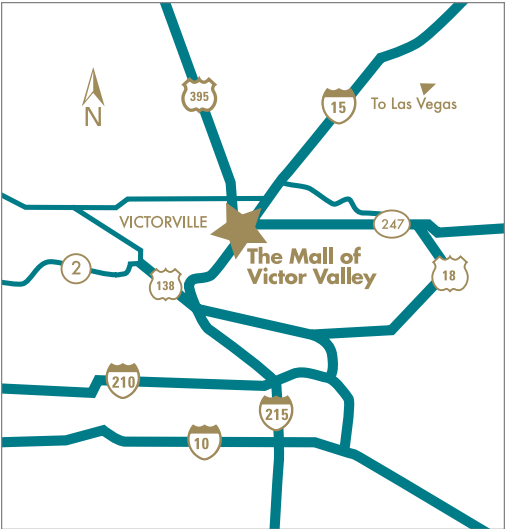
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		RIVERSIDE-SAN BERNARDINO-ONTARIO, CA [MSA]	
2021 Total Population	226,835		433,173		4,619,909	
2026 Total Population	234,997		447,639		4,817,310	
2021-2026 Population Growth	3.6%		3.3%		4.3%	
HOUSEHOLDS						
2021 Total Households	65,358		131,836		1,414,927	
2026 Total Households	67,480		135,977		1,470,609	
2021-2026 Household Growth	3.2%		3.1%		3.9%	
INCOME						
Average Household Income	\$73,396		\$74,852		\$91,649	
Median Household Income	\$58,671		\$58,352		\$71,576	
Per Capita Income	\$21,281		\$22,853		\$28,114	
HOUSEHOLD INCOME RANGES						
\$50,000 +	37,896	58.0%	76,043	57.7%	926,417	65.5%
\$75,000 +	26,022	39.8%	52,250	39.6%	683,043	48.3%
\$100,000 +	15,910	24.3%	32,391	24.6%	472,930	33.4%
\$150,000 +	5,596	8.6%	12,212	9.3%	211,812	15.0%
AGE						
Median Age	31.5		33.0		34.3	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	19,228	13.6%	39,473	14.3%	700,642	23.3%
White Collar	42,490	50.8%	82,675	51.8%	1,099,590	56.0%
RACE / ETHNICITY						
White	115,064	50.7%	235,934	54.5%	2,528,666	54.7%
Black	24,564	10.8%	44,640	10.3%	348,768	7.5%
American Indian	2,810	1.2%	5,567	1.3%	50,508	1.1%
Asian	8,269	3.6%	15,575	3.6%	334,685	7.2%
Pacific Islander	854	0.4%	1,996	0.5%	15,989	0.3%
Other Race	75,275	33.2%	129,461	29.9%	1,341,293	29.0%
Hispanic or Latino	126,044	55.6%	219,494	50.7%	2,447,760	53.0%
Not Hispanic or Latino	100,791	44.4%	213,679	49.3%	2,172,149	47.0%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	521		1,888		5,057	
Total Employees	4,782		17,286		44,905	
Daytime Population	10,466		76,130		176,138	

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

LIVABILITY 2019 TOP 100
BEST PLACES TO LIVE

LARGEST METROPOLITAN AREA
BETWEEN SAN BERNARDINO
COUNTY AND LAS VEGAS

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

DIGITAL LED BOARD
OFF THE I-15 FREEWAY

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

ONLY REGIONAL MALL WITHIN
THE HIGH DESERT

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



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



MAJOR RETAILERS INCLUDE:

- | | | | | |
|-----------------------|-------------------|-------------------------|----------------------|-------------------|
| MACY'S | BARNES & NOBLE | HOLLISTER CO. | RED ROBIN | TILLY'S |
| JCPENNEY | BATH & BODY WORKS | JD SPORTS (COMING SOON) | SEE'S CANDIES | VANS |
| DICK'S SPORTING GOODS | COTTON ON | KAY JEWELERS | SPECTRUM | VICTORIA'S SECRET |
| CINEMARK | FOOT LOCKER | LENSCRAFTERS | THE CHILDREN'S PLACE | WINDSOR |



NORTH

