



VICTORVILLE, CA

## MARKET PROFILE 2023

**MAJOR RETAILERS** Barnes & Noble, Bath & Body Works, BoxLunch, Cotton On, Dick's Sporting Goods, Foot Locker, Hollister Co., JCPenney, JD Sports, Journeys, Macy's, Sunglass Hut, The Children's Place, Tilly's, Valliani Jewelers, Vans, Victoria's Secret, Windsor, Zumiez

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

**PROPERTY TYPE** Regional | **TOTAL SQUARE FEET** 578,000 | **BUILT / RENOVATED** 1986 / 2012

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

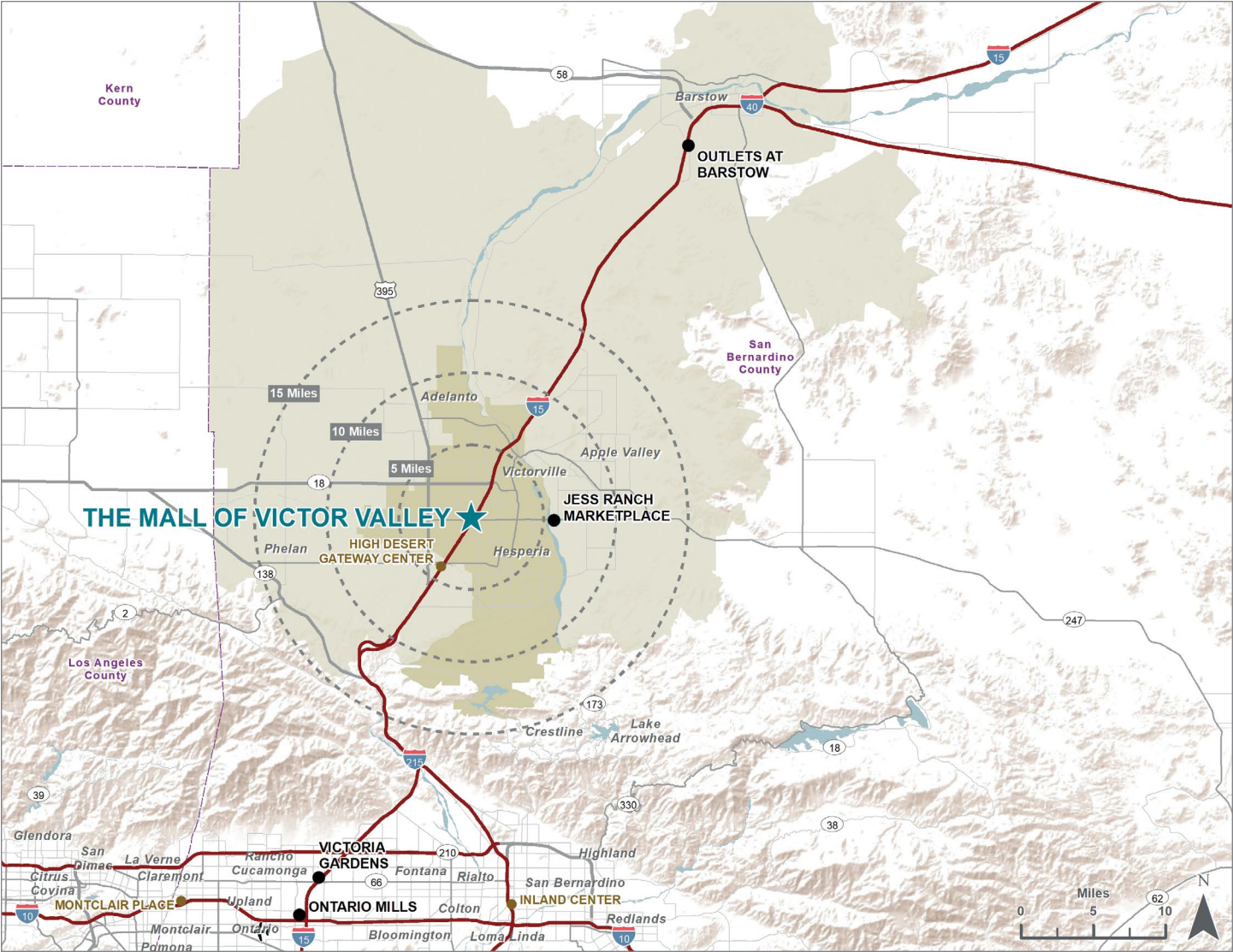


# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		RIVERSIDE-SAN BERNARDINO-ONTARIO, CA [MSA]	
2022 Total Population	238,320		450,217		4,647,703	
2027 Total Population	240,105		453,864		4,714,497	
2022-2027 Population Growth	0.7%		0.8%		1.4%	
HOUSEHOLDS						
2022 Total Households	68,215		135,616		1,448,710	
2027 Total Households	68,823		136,940		1,473,744	
2022-2027 Household Growth	0.9%		1.0%		1.7%	
INCOME						
Average Household Income	\$84,593		\$86,362		\$104,810	
Median Household Income	\$64,590		\$64,121		\$78,182	
Per Capita Income	\$24,385		\$26,107		\$32,741	
HOUSEHOLD INCOME RANGES						
\$50,000 +	42,264	62.0%	83,507	61.6%	1,000,177	69.0%
\$75,000 +	30,095	44.1%	59,469	43.9%	758,720	52.4%
\$100,000 +	19,665	28.8%	39,222	28.9%	550,421	38.0%
\$150,000 +	7,802	11.4%	16,449	12.1%	267,397	18.5%
AGE						
Median Age	31.6		33.0		34.3	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	22,267	15.3%	44,944	16.0%	756,543	25.6%
White Collar	37,502	37.6%	74,928	40.0%	1,055,012	48.0%
RACE/ETHNICITY						
White	82,346	34.6%	178,477	39.6%	1,755,863	37.8%
Black/African American	29,468	12.4%	51,367	11.4%	342,969	7.4%
American Indian	4,829	2.0%	9,164	2.0%	88,407	1.9%
Asian	8,396	3.5%	15,812	3.5%	369,948	8.0%
Pacific Islander	1,017	0.4%	2,127	0.5%	15,795	0.3%
Other Race	112,264	47.1%	193,271	42.9%	2,074,721	44.6%
Hispanic or Latino	133,193	55.9%	229,032	50.9%	2,407,453	51.8%
Not Hispanic or Latino	105,127	44.1%	221,186	49.1%	2,240,250	48.2%
EMPLOYMENT / DAYTIME POPULATION						
1 MILE						
3 MILE						
5 MILE						
Total Businesses	573		2,022		5,288	
Total Employees	5,372		18,065		44,914	
Daytime Population	12,419		79,349		180,067	

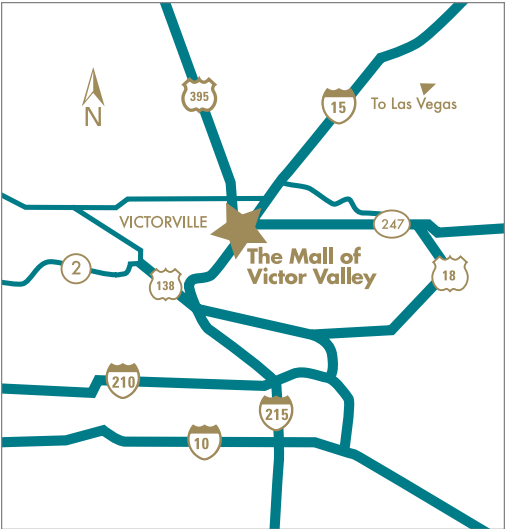


# TRADE AREA MAP



## 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

TOP 100 BEST PLACES TO LIVE  
(LIVABILITY, 2019)

**LARGEST METROPOLITAN AREA** BETWEEN SAN BERNARDINO COUNTY AND LAS VEGAS

THE **MEDIAN LIST PRICE** IN VICTORVILLE FOR A HOME INCREASED 12% YEAR-OVER-YEAR. FROM JANUARY 2011 TO JANUARY 2020 THE MEDIAN SALE PRICE INCREASED 135% IN SAN BERNARDINO COUNTY, 106% IN CALIFORNIA

**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 PROVIDING EXPOSURE TO 83,000 CARS DAILY

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**

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



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 28% IN SAN BERNARDINO COUNTY

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

**HIGH SPEED RAIL PROJECT** CONNECTING VICTOR VALLEY TO LAS VEGAS AND L.A. BREAKING GROUND IN 2023 AND WILL BE COMPLETED IN 2026





MAJOR RETAILERS INCLUDE:

MACY'S	BARNES & NOBLE	FOOT LOCKER	RED ROBIN	VALLIANI JEWELERS
JCPENNEY	BATH & BODY WORKS	HOLLISTER CO.	SEE'S CANDIES	VANS
DICK'S SPORTING GOODS	BOXLUNCH	JD SPORTS	THE CHILDREN'S PLACE	VICTORIA'S SECRET
CINEMARK	COTTON ON	LENSCRAFTERS	TILLY'S	WINDSOR

