



VICTORVILLE, CA

MARKET PROFILE 2025

MAJOR RETAILERS Barnes & Noble, Bath & Body Works, BoxLunch, Candeeland Kids Café, Cotton On, DICK'S Sporting Goods, Foot Locker, Hollister, JCPenney, JD Sports, Journeys, Macy's, Sunglass Hut, T-Mobile, 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** 577,000 | **BUILT / RENOVATED** 1986 / 2012

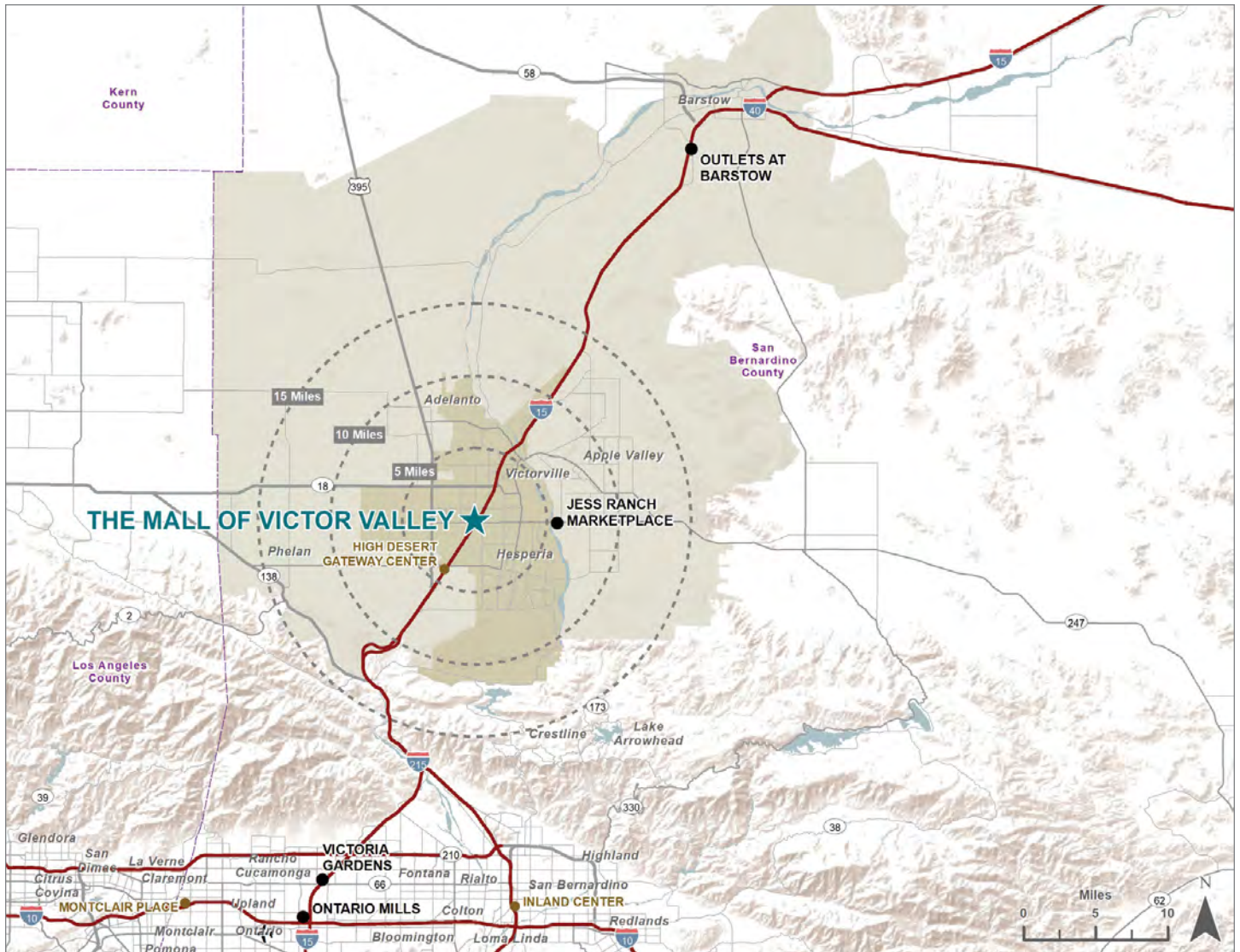
FOR MORE INFORMATION 760-241-3149 | Macerich.com



DEMOGRAPHIC SUMMARY

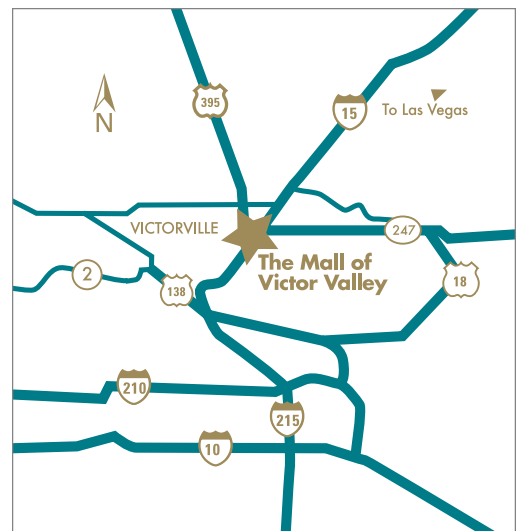
| POPULATION | PRIMARY TRADE AREA | | TOTAL TRADE AREA | | RIVERSIDE-SAN BERNARDINO-ONTARIO, CA [MSA] | |
|----------------------------------|--------------------|-------|------------------|-------|--|-------|
| 2024 Total Population | 242,887 | | 455,634 | | 4,719,812 | |
| 2029 Total Population | 244,996 | | 459,903 | | 4,814,321 | |
| % Population Change 2024 to 2029 | 0.9% | | 0.9% | | 2.0% | |
| HOUSEHOLDS | | | | | | |
| 2024 Total Households | 69,989 | | 138,120 | | 1,479,684 | |
| 2029 Total Households | 71,469 | | 141,127 | | 1,525,258 | |
| % Household Change 2024 to 2029 | 2.1% | | 2.2% | | 3.1% | |
| INCOME | | | | | | |
| Average Household Income | \$91,043 | | \$92,416 | | \$114,061 | |
| Median Household Income | \$69,150 | | \$69,969 | | \$86,112 | |
| Per Capita Income | \$26,358 | | \$28,087 | | \$35,834 | |
| HOUSEHOLD INCOME RANGES | | | | | | |
| Household Income \$50,000 + | 44,584 | 63.7% | 87,822 | 63.6% | 1,067,190 | 72.1% |
| Household Income \$75,000 + | 32,934 | 47.1% | 65,713 | 47.6% | 841,987 | 56.9% |
| Household Income \$100,000 + | 22,916 | 32.7% | 45,904 | 33.2% | 643,206 | 43.5% |
| Household Income \$150,000 + | 10,887 | 15.6% | 22,059 | 16.0% | 349,888 | 23.7% |
| AGE | | | | | | |
| Median Age | 33.9 | | 34.9 | | 37.0 | |
| EDUCATION / OCCUPATION | | | | | | |
| Bachelor's Degree + | 20,580 | 13.6% | 42,853 | 14.9% | 809,208 | 25.8% |
| White Collar | 43,743 | 47.8% | 83,278 | 49.0% | 1,115,923 | 54.1% |
| RACE/ETHNICITY | | | | | | |
| White | 80,517 | 33.2% | 173,464 | 38.1% | 1,714,767 | 36.3% |
| Black | 29,468 | 12.1% | 51,224 | 11.2% | 345,731 | 7.3% |
| American Indian | 4,939 | 2.0% | 9,323 | 2.1% | 88,834 | 1.9% |
| Asian | 8,854 | 3.7% | 16,664 | 3.7% | 391,256 | 8.3% |
| Pacific Islander | 1,043 | 0.4% | 2,174 | 0.5% | 16,340 | 0.4% |
| Other Race | 78,098 | 32.2% | 129,903 | 28.5% | 1,350,910 | 28.6% |
| 2 + Races | 39,968 | 16.5% | 72,882 | 16.0% | 811,974 | 17.2% |
| Hispanic Population | 141,372 | 58.2% | 242,723 | 53.3% | 2,530,079 | 53.6% |
| EMPLOYMENT / DAYTIME POPULATION | | | | | | |
| | 1 MILE | | 3 MILE | | 5 MILE | |
| Total Businesses | 582 | | 2,059 | | 5,276 | |
| Total Employees | 5,322 | | 19,671 | | 46,813 | |
| Total Daytime Population | 12,533 | | 80,923 | | 186,032 | |

TRADE AREA MAP



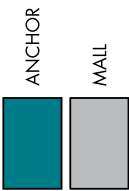
LEGEND

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



10% PCW

SITE PLAN



AT A GLANCE

CENTER INFORMATION

The Mall of Victor Valley is the dominant regional mall in Southern California's High Desert region serving over 454K residents with over 100 stores and eateries.

GROWTH

PROJECTED GROWTH IS 21% IN
THE MSA BY 2030

2.8M SQ. FT.

INDUSTRIAL SPACE COMING SOON
TO THE HIGH DESERT

OVER \$12B IMPACT

THE HIGH-SPEED RAIL PROJECT
WILL GENERATE ECONOMIC
ACTIVITY DURING DEVELOPMENT
AND CONSTRUCTION

MARKET INFORMATION

- Combined San Bernardino and Riverside Counties area **ADDED 1.7M+ JOBS** in 2024
- Daytime population is 80K within a 3-mile radius
- Ranked 5th largest in the high desert region
- January 2025 **MEDIAN HOME LIST PRICE \$450K**

OTHER FACTS

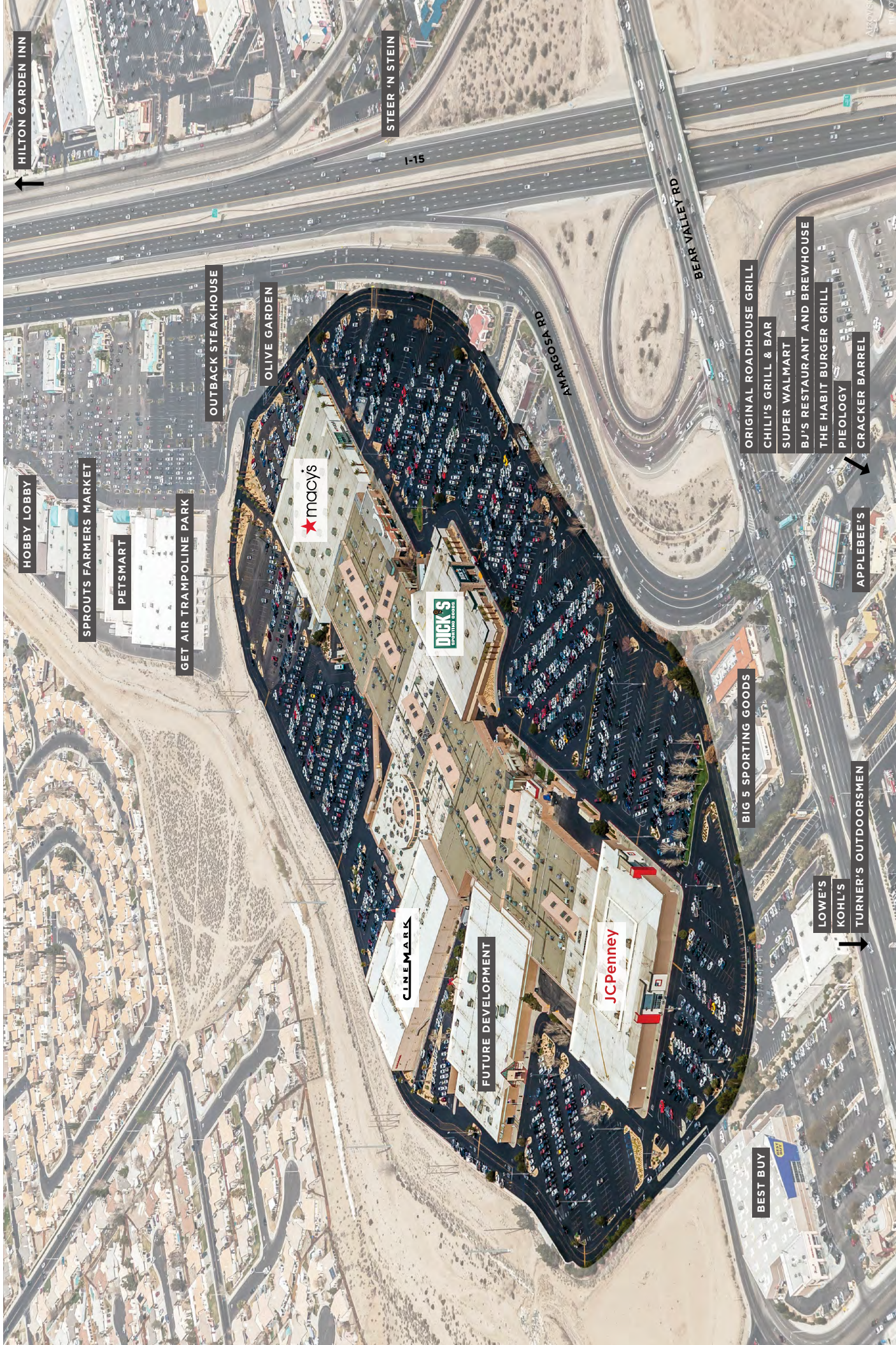
- Victorville is the leading city for both industry and retail in the High Desert region, and is a growing, vibrant community that is **HOME TO APPROXIMATELY 135K RESIDENTS** and some of the area's largest employers
- Centrally located with easy freeway access, located off I-15, US-395 and SR-18 between Los Angeles and Las Vegas – just 40 miles from I-10 and I-40
- **AVERAGE HOUSEHOLD INCOME 92K** in the total trade area
- Only regional mall in the high desert
- Victorville has 20 parks, a municipal golf course, highly rated schools and affordable housing
- A robust industrial and retail region with **ONGOING EXPANSION PROJECTS**

ECONOMIC DRIVERS

- Primary economic driver in Victorville, California is the Southern California Logistics Airport (SCLA), a large industrial and aviation complex that attracts businesses in manufacturing, logistics and aerospace, significantly **CONTRIBUTING TO EMPLOYMENT AND REVENUE GENERATION** in the city
- Healthcare and large-scale transportation projects in development moving forward for 2025
- CSUSB offers a second stem cell-focused student training program thanks to \$2.9M in grant funding from the CIRM Creating Opportunities through Mentorship and Partnership Across Stem Cell Science (COMPASS) program
- Silverwood, a new community in the Inland Empire, is expected to create a **MULTI-BILLION-DOLLAR ECONOMIC IMPACT** in Hesperia

MAJOR RETAILERS INCLUDE:

- | | | | | |
|-----------------------|----------------------|-------------|----------------------|-------------------|
| MACY'S | BARNES & NOBLE | COTTON ON | RED ROBIN | VALLIANI JEWELERS |
| JCPENNEY | BATH & BODY WORKS | FOOT LOCKER | SEE'S CANDIES | VANS |
| DICK'S SPORTING GOODS | BOX LUNCH | HOLLISTER | THE CHILDREN'S PLACE | VICTORIA'S SECRET |
| CINEMARK | CANDEELAND KIDS CAFE | JD SPORTS | TILLY'S | WINDSOR |



HILTON GARDEN INN

STEER 'N STEIN

OUTBACK STEAKHOUSE

OLIVE GARDEN

HOBBY LOBBY

SPROUTS FARMERS MARKET

PETSMART

GET AIR TRAMPOLINE PARK

macy's

DICK'S
SPORTING GOODS

CINEMARK

FUTURE DEVELOPMENT

JCPenney

BEST BUY

BIG 5 SPORTING GOODS

LOWE'S

KOHL'S

TURNER'S OUTDOORSMEN

APPLEBEE'S

ORIGINAL ROADHOUSE GRILL

CHILI'S GRILL & BAR

SUPER WALMART

BJ'S RESTAURANT AND BREWHOUSE

THE HABIT BURGER GRILL

PIELOGY

CRACKER BARREL

AMARGO RD

BEAR VALLEY RD

I-15