



PHOENIX, AZ

MARKET PROFILE 2020

MAJOR RETAILERS Costco, Dillard's, JCPenney, Macy's, Hollister, New York & Co. Outlet, Tilly's, Victoria's Secret

RESTAURANTS & ENTERTAINMENT Charleys Philly Steaks, Chompie's, Dairy Queen/Orange Julius,

Picture Show Movie Theatre, Carousel | **FOOD COURT** 10 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,202,000 | **BUILT / RENOVATED** 1978 / 2008

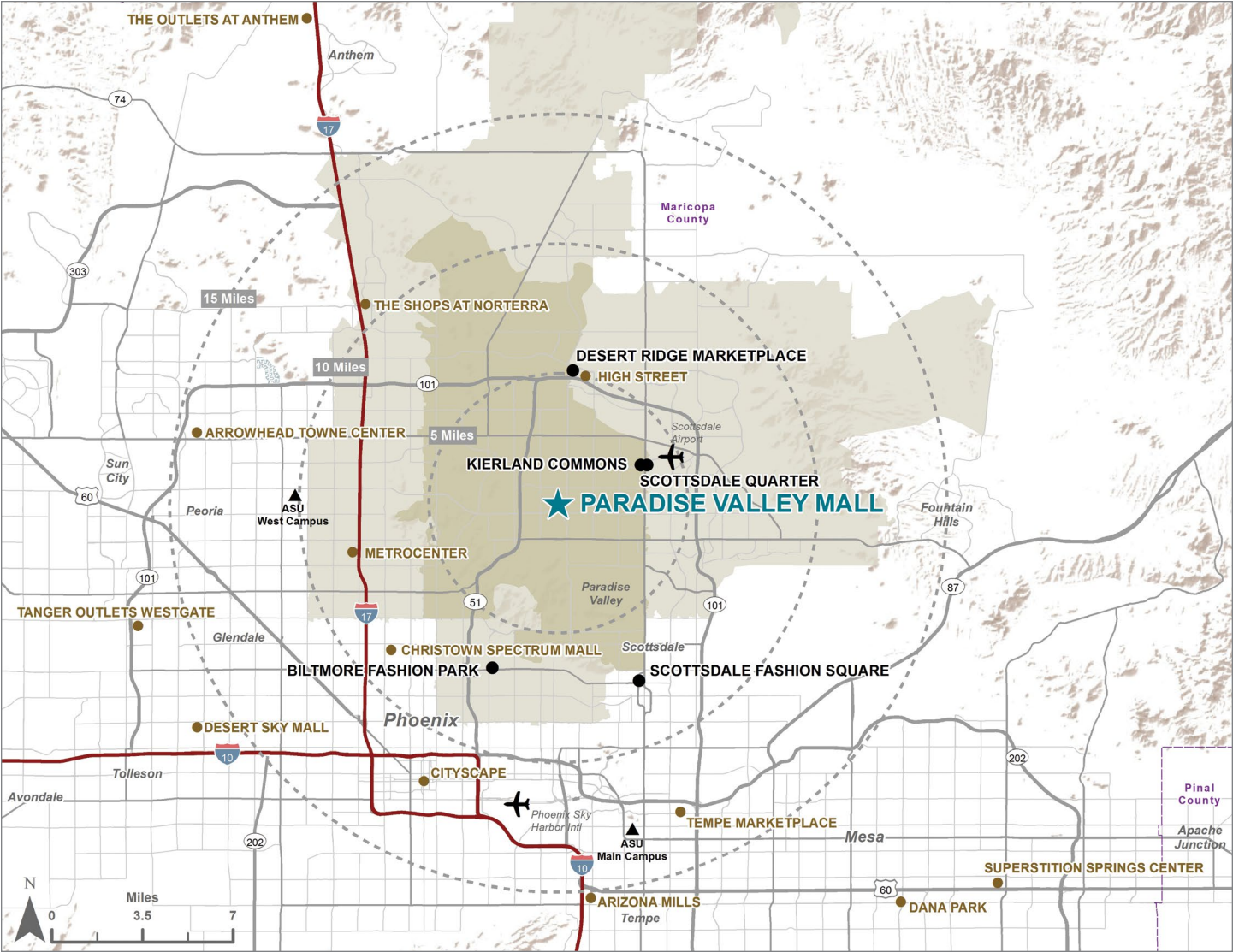
FOR MORE INFORMATION 214-373-5232 | Macerich.com



DEMOGRAPHIC SUMMARY

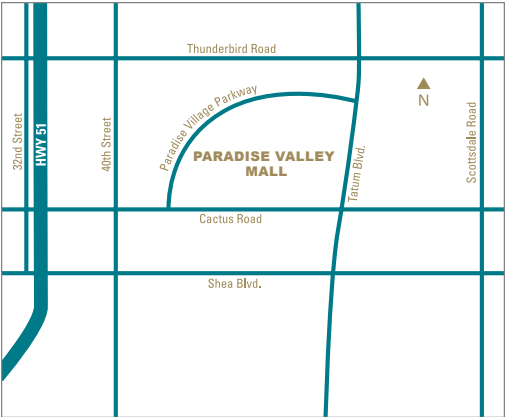
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-SCOTTSDALE, AZ [MSA]	
2019 Total Population	304,038		850,045		4,885,176	
2024 Total Population	323,187		912,013		5,298,576	
2019-2024 Population Growth	6.3%		7.3%		8.5%	
HOUSEHOLDS						
2019 Total Households	126,238		354,603		1,776,484	
2024 Total Households	133,933		379,960		1,923,505	
2019-2024 Household Growth	6.1%		7.2%		8.3%	
INCOME						
Average Household Income	\$104,113		\$104,414		\$87,428	
Median Household Income	\$71,733		\$68,764		\$62,609	
Per Capita Income	\$43,241		\$43,572		\$31,906	
HOUSEHOLD INCOME RANGES						
\$50,000 +	83,075	65.8%	227,681	64.2%	1,088,051	61.2%
\$75,000 +	61,015	48.3%	165,623	46.7%	754,683	42.5%
\$100,000 +	45,088	35.7%	121,259	34.2%	515,254	29.0%
\$150,000 +	23,256	18.4%	65,186	18.4%	231,960	13.1%
AGE						
Median Age	41.5		40.4		36.1	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	96,225	44.0%	259,553	43.1%	1,026,656	31.7%
White Collar	115,090	70.3%	312,393	70.2%	1,466,180	63.9%
RACE / ETHNICITY						
White	245,573	80.8%	657,240	77.3%	3,399,194	69.6%
Black	9,566	3.1%	33,565	3.9%	284,352	5.8%
American Indian	3,688	1.2%	15,799	1.9%	121,347	2.5%
Asian	13,277	4.4%	38,082	4.5%	200,101	4.1%
Pacific Islander	409	0.1%	1,281	0.2%	11,366	0.2%
Other Race	31,526	10.4%	104,078	12.2%	868,816	17.8%
Hispanic or Latino	57,137	18.8%	179,274	21.1%	1,542,371	31.6%
Not Hispanic or Latino	246,901	81.2%	670,771	78.9%	3,342,805	68.4%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	792		3,982		11,207	
Total Employees	8,366		33,682		119,538	
Daytime Population	17,323		92,367		256,852	

TRADE AREA MAP



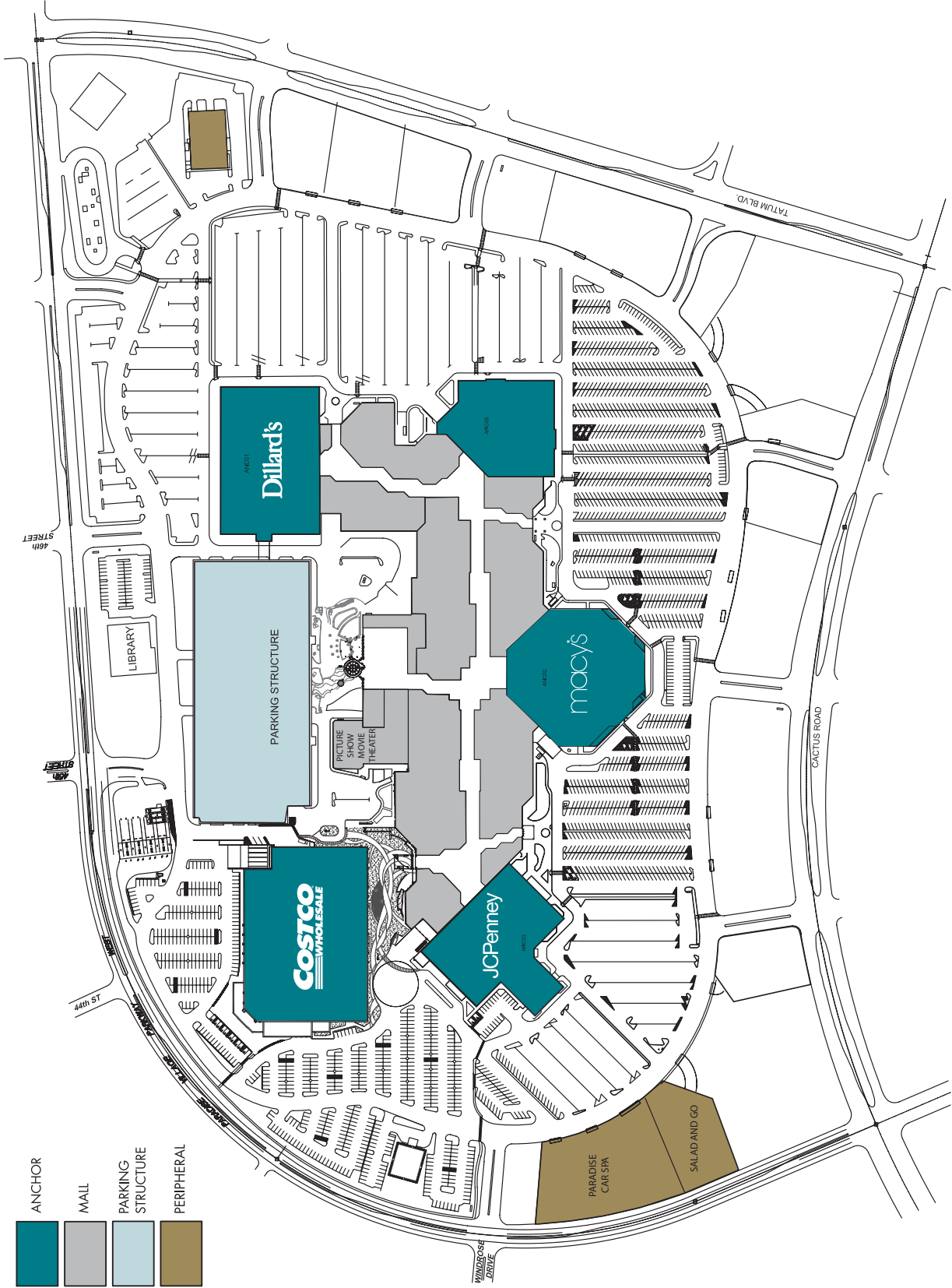
LEGEND

- ★ PARADISE VALLEY MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN



MARKET FACT SHEET

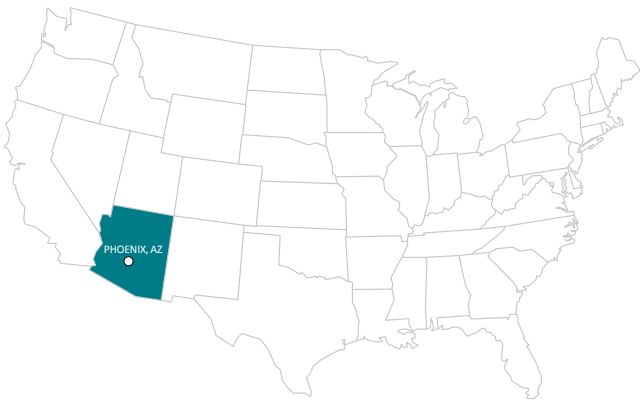
17 MULTI-FAMILY
CLASS A & B PROPERTIES
WITH 4,266 UNITS
WITHIN 1.5 MILES OF
PARADISE VALLEY MALL

EASILY ACCESSED
FROM HIGHWAY 51 AND
LOOP 101 FREEWAY
37,611 AVERAGE DAILY
TRAFFIC COUNTS AT
PROMINENT TATUM AND
CACTUS INTERSECTION

17,000 DAYTIME
POPULATION
WITHIN 1 MILE

5 MILES FROM
THE CENTER,
PARADISE VALLEY
COMMUNITY COLLEGE
SERVES 12,500
STUDENTS A YEAR

PHOENIX METRO
ADDED 56,500
NEW JOBS
IN 12 MONTHS



8 PRIVATE HIGH
SCHOOLS
WITHIN 5 MILES OF
PARADISE VALLEY MALL
WITH AN AVERAGE YEARLY
TUITION OF \$17,915
BASIS SCOTTSDALE,
#3 NATIONALLY RANKED
HIGH SCHOOL

AN AVERAGE OF 200 PEOPLE MOVE TO PHOENIX EACH DAY
MAYO CLINIC WILL DOUBLE ITS CAMPUS IN A \$648 MILLION
EXPANSION CREATING CLOSE TO 2,000 NEW JOBS,
INCLUDING NEARLY 200 PHYSICIANS BY 2029
WITHIN 2 MILES OF PARADISE VALLEY MALL
– 21,500 HOUSES WITH 70% OWNER OCCUPIED
– AVERAGE HOUSEHOLD NET WORTH OF \$1.1 MILLION

YEARLY SALES

JAN	8.4%	MAY	8.1%	SEP	7.7%
FEB	8.0%	JUN	8.3%	OCT	7.6%
MAR	8.6%	JUL	8.2%	NOV	8.3%
APR	8.0%	AUG	8.0%	DEC	10.8%

OWNED

OTHER



TATUM BLVD

SWEETWATER PARK

MOUNTAIN GATE APARTMENTS

TAOS APARTMENTS

PHOENIX LIBRARY

BANK OF AMERICA

SUMMIT APARTMENTS

DOGGIE DISTRICT PET RESORT

DUTCH BROS. COFFEE

REI

PARADISE CAR SPA

SALAD AND GO

TARGET

DOLLAR TREE

RAISING CANE'S

PANERA BREAD

CACTUS ROAD

SR 51

I/HOP

T.J. MAXX

PARTY CITY

STEINMART

HOME GOODS

MCDONALD'S

THE HABIT BURGER GRILL

LONGHORN STEAKHOUSE

OREGANO'S

SEE'S CANDIES

M&I BANK

MACY'S

PICTURE SHOW

PARKING STRUCTURE

DILLARD'S

STARBUCKS
CHILI'S GRILL & BAR

JARED

WENDY'S

ARBY'S

BMO HARRIS

CHASE BANK

TUESDAY MORNING

BIG 5 SPORTING GOODS

HOBBY LOBBY