Our Strength is
our location & our people

Community Profile
COMMUNITY PROFILE

Moreno Valley is a progressive city with a bright future. While maintaining its friendly small town attitude, the 50-square-mile community boasts big city amenities including contemporary retail destinations and neighborhood shopping centers, plus a multitude of options for entertainment, dining, cultural, and recreational experiences and an array of housing options.

The City is dedicated to fostering new business and well-managed growth to create a superb quality of life for residents and visitors to enjoy.

POPULATION

Moreno Valley’s youthful population totals 203,266 and is projected to exceed 215 thousand by 2019. Solid growth has propelled Moreno Valley to its position as the second largest city in Riverside County, fourth largest in the Inland Empire.

POPULATION GROWTH

SOURCE: Nielsen, updated April 2014
Moreno Valley is the fourth largest city in the Inland Empire and our future is soaring!

**Market Culture**

<table>
<thead>
<tr>
<th>Households by Income</th>
<th>Citywide</th>
<th>Within 3 miles of MV Mall</th>
<th>Within 5 miles of MV Mall</th>
<th>Within 10 Miles of MV Mall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below $15,000 - $34,999</td>
<td>18,038</td>
<td>11,631</td>
<td>23,885</td>
<td>64,747</td>
</tr>
<tr>
<td>$35,000 - $74,999</td>
<td>19,419</td>
<td>10,267</td>
<td>23,161</td>
<td>63,495</td>
</tr>
<tr>
<td>$75,000 &amp; above</td>
<td>16,524</td>
<td>7,538</td>
<td>23,006</td>
<td>60,757</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$62,165</td>
<td>$56,727</td>
<td>$66,617</td>
<td>$66,985</td>
</tr>
</tbody>
</table>

SOURCE: Nielsen

**Ethnicity**

Within 10 miles of Moreno Valley Mall

White: 27%
Hispanic: 53%
African American: 10%
Asian: 7%
Other: 3%

**Age**

Within 10 miles of Moreno Valley Mall

0-20: 213,963
21-44: 224,656
45-64: 145,860
65+: 58,523

Median age: 31.3

SOURCE: Nielsen
UPDATED: April 2014
Lifestyle

Moreno Valley is a great place for people of all ages to live, work, shop, play, and enjoy a clean, safe environment. Residents and businesses...“shop, play, enjoy...”

Dining, Shopping & Entertainment
Shopping, movie theaters, musical entertainment, and museums are available in and near the City. Moreno Valley is located within minutes of all that Southern California offers. From riding the Matterhorn at Disneyland to snowboarding in Big Bear, savoring the Temecula wine country to surfing Southern California swells, or from touring scenic desert canyons to experiencing LA’s Broadway theater, Moreno Valley is a great place to live, work, shop, and play.

Recreation
Blessed with a temperate climate, Moreno Valley’s average high is 76 degrees and the average low is 49 degrees.

- 531 acres of parkland and 2 golf courses
- Miles of multi-use trails for biking, hiking, and horseback riding
- 8,000-acre Lake Perris State Recreational Area, a paradise for boating, fishing, rock climbing, and camping

The City proudly sponsors more than 195 recreation classes and services for kids and adults. Seniors stay active with creative activities designed to maintain vitality. Moreno Valley cultivates the arts through enrichment programs from music and dance to painting and crafts.

Housing
An array of housing options, from homes that are affordable to young, growing families to homes that reflect accomplishment, style and grace. Moreno Valley’s average family includes two parents with two children. Most own their home!

- Average new home value: $334,000-395,000
- Average resale home value: $227,000

Households

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<tr>
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<th>Within 5 miles of MV Mall</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Number of Households</td>
<td>53,981</td>
<td>29,434</td>
<td>70,051</td>
<td>189,001</td>
</tr>
<tr>
<td>Family Households</td>
<td>84%</td>
<td>80%</td>
<td>77%</td>
<td>75%</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>3.76</td>
<td>3.54</td>
<td>3.44</td>
<td>3.33</td>
</tr>
</tbody>
</table>
Education
Moreno Valley’s primary and secondary education needs are fulfilled by the Moreno Valley Unified School District, the Val Verde Unified School District, and challenging alternative schools that provide Moreno Valley students a wide variety of innovative programs. Magnets and academies allow our students to concentrate in business, healthcare, science and technology, and visual and performing arts.

Education Attainment

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<tbody>
<tr>
<td>Up to High School</td>
<td>60,930</td>
<td>31,236</td>
<td>64,769</td>
<td>179,991</td>
</tr>
<tr>
<td>Some College – Associate Degree</td>
<td>38,899</td>
<td>19,715</td>
<td>47,297</td>
<td>122,223</td>
</tr>
<tr>
<td>Bachelors – Doctorate Degree</td>
<td>17,140</td>
<td>9,425</td>
<td>29,679</td>
<td>80,993</td>
</tr>
</tbody>
</table>

Universities and Vocational Training Facilities
Moreno Valley residents benefit from access to the Inland Empire’s 27 excellent community colleges and world-class universities, including Moreno Valley College, with its close ties to local businesses. Professional and customized vocational programs offer Moreno Valley residents valuable, real-world job skills companies can use.

Healthcare
Facilities include two full-service acute care hospitals:
- Moreno Valley Community Hospital, owned by Kaiser Permanente, is a General Acute Care Hospital with basic emergency services.
- Riverside County Regional Medical Center is a teaching hospital for the new University of California Riverside Medical School and offers the area’s only Level II Trauma Center.
**Opportunity**

The City’s market reach is nearly 2.8 million people who are willing to travel up to 30 minutes for quality shopping opportunities. Locally, our daytime population is building with Moreno Valley’s robust industrial development.

With Moreno Valley residents’ desire to work close to home, plus their growing disposable incomes, the City’s retail centers are well-positioned to serve the residents of Moreno Valley and surrounding communities.

**Retail Sales** have more than outpaced growth rates for Riverside County and Southern California. Moreno Valley area residents have more money to spend. Within just 10 miles of the Moreno Valley Mall, more than 60 thousand households earn incomes exceeding $75,000.

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**Sales Growth**

<table>
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<tr>
<th>Year</th>
<th>Blue Collar</th>
<th>White Collar</th>
<th>Service &amp; Farm</th>
<th>Total</th>
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<tr>
<td>2009</td>
<td>23,746</td>
<td>43,089</td>
<td>16,516</td>
<td>83,351</td>
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<tr>
<td>2010</td>
<td>12,665</td>
<td>20,709</td>
<td>8,073</td>
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<tr>
<td>2011</td>
<td>25,602</td>
<td>59,865</td>
<td>19,235</td>
<td>104,702</td>
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<tr>
<td>2012</td>
<td>68,175</td>
<td>150,445</td>
<td>51,607</td>
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**Employment**

The City celebrates exceptional local job growth by new and expanding businesses. Industrial development leads Moreno Valley’s construction activity; nearly 60 million square feet is currently under development. Moreno Valley’s companies and developers continue to capitalize on our financial and locational advantages.

**Employed by Employment Type**

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Proximity
Strategically located at the junction of I-215 and SR-60, Moreno Valley is well located for life and for business. The City’s prime Southern California location is about an hour drive east of Los Angeles, west of Palm Springs, and north of San Diego, facilitating same day access to California, Nevada and Arizona consumers and the rest of the West in 1 - 2 days.

Air Service
Ontario International Airport is about 30 minutes away and serves most major airlines.

Rail & Ports
An inter-modal rail facility is 18 miles away and two major ports, the Port of Los Angeles and the Port of Long Beach, are easily accessed via the freeway system.

Business Growth Incentive
To encourage large healthcare and logistics employment, the Moreno Valley Electric Utility discounts electric rates up to 20% for up to 18 years.

"...well located for life and for business..."
Join Us

Making your move to Moreno Valley is easily achievable – community leaders are enthusiastic and supportive and they have created a positive, friendly business climate where red tape is minimized and government processes are demystified.

Contact Moreno Valley Economic Development at:
EDTeam@moval.org or 951.413.3460
www.moreno-valley.ca.us