



# t h e OAKS

THOUSAND OAKS, CA

## MARKET PROFILE 2022

**MAJOR RETAILERS** Apple, Arhaus, Dick's Sporting Goods, H&M, JCPenney, Macy's Men's & Home, Macy's Women's & Children's, Nordstrom, Zara

**RESTAURANTS & ENTERTAINMENT** Bazille at Nordstrom, The Cheesecake Factory, Chipotle, The Lazy Dog Restaurant & Bar, Olive Garden, OR Authentic Thai Cuisine,

Pedals & Pints Brewing Co., Urban Plates, AMC Theatres | **FOOD COURT** 10 units

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 1,205,000 | **BUILT / RENOVATED** 1978 / 2009

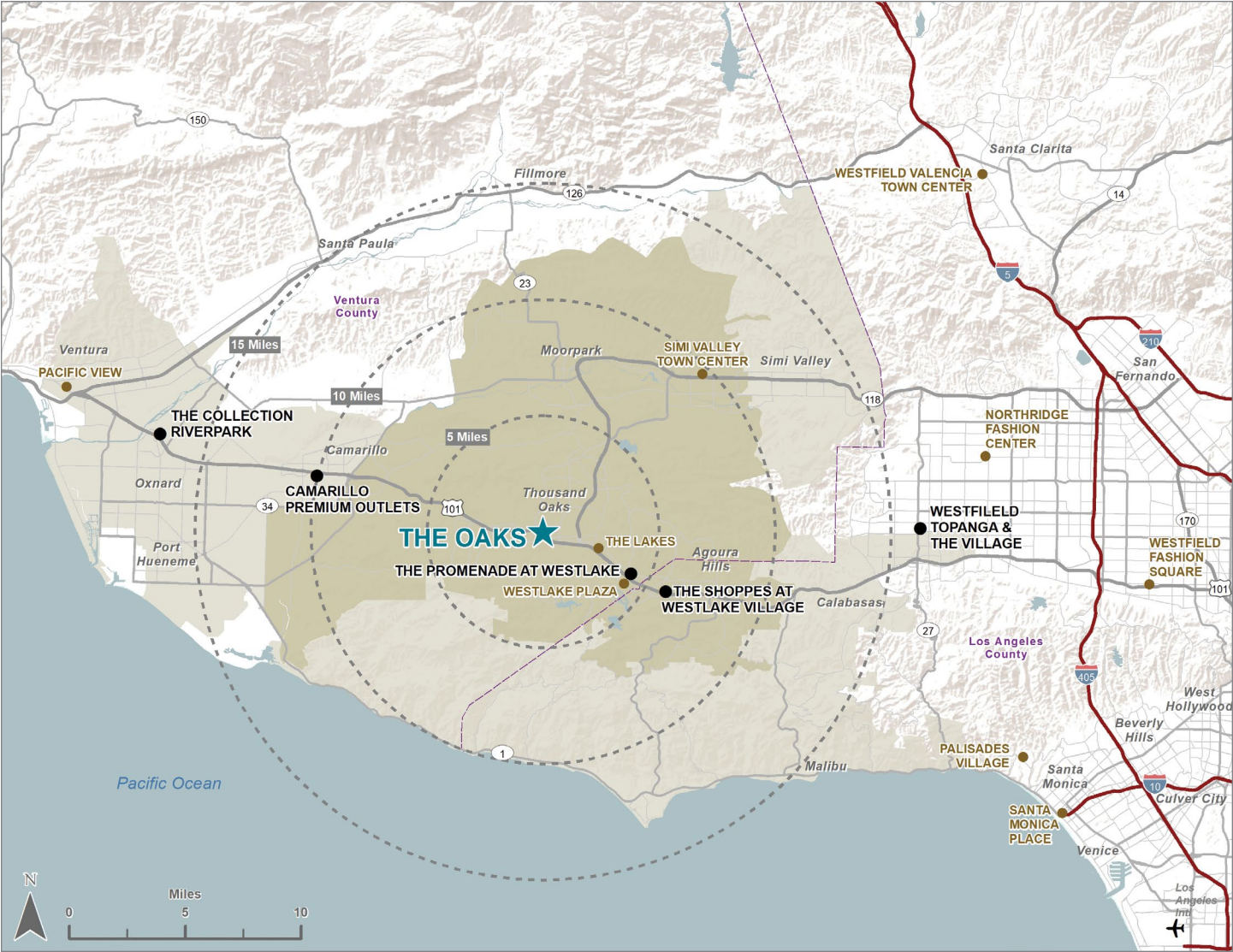
**FOR MORE INFORMATION** 805-495-4628 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		OXNARD-THOUSAND OAKS- VENTURA, CA [MSA]	
2021 Total Population	328,917		822,892		847,478	
2026 Total Population	332,880		837,480		860,476	
2021-2026 Population Growth	1.2%		1.8%		1.5%	
HOUSEHOLDS						
2021 Total Households	114,285		271,002		273,091	
2026 Total Households	115,351		275,749		276,882	
2021-2026 Household Growth	0.9%		1.8%		1.4%	
INCOME						
Average Household Income	\$152,391		\$134,909		\$119,654	
Median Household Income	\$114,503		\$101,835		\$92,208	
Per Capita Income	\$53,018		\$44,463		\$38,611	
HOUSEHOLD INCOME RANGES						
\$50,000 +	94,123	82.4%	211,224	77.9%	205,068	75.1%
\$75,000 +	81,727	71.5%	175,689	64.8%	166,606	61.0%
\$100,000 +	66,716	58.4%	138,714	51.2%	126,282	46.2%
\$150,000 +	41,961	36.7%	82,262	30.4%	69,653	25.5%
AGE						
Median Age	42.0		38.9		37.9	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	116,263	49.9%	232,780	41.1%	206,208	35.8%
White Collar	128,802	77.1%	277,508	68.8%	266,393	64.3%
RACE / ETHNICITY						
White	246,687	75.0%	553,714	67.3%	555,032	65.5%
Black	5,307	1.6%	18,301	2.2%	17,469	2.1%
American Indian	1,638	0.5%	6,853	0.8%	8,464	1.0%
Asian	33,605	10.2%	73,595	8.9%	64,517	7.6%
Pacific Islander	462	0.1%	1,641	0.2%	1,787	0.2%
Other Race	41,219	12.5%	168,787	20.5%	200,209	23.6%
Hispanic or Latino	73,092	22.2%	304,359	37.0%	372,324	43.9%
Not Hispanic or Latino	255,825	77.8%	518,533	63.0%	475,154	56.1%
EMPLOYMENT / DAYTIME POPULATION						
3 MILE						
Total Businesses	3,800		8,096		11,631	
Total Employees	39,813		79,190		112,165	
Daytime Population	78,691		150,784		231,467	

# TRADE AREA MAP

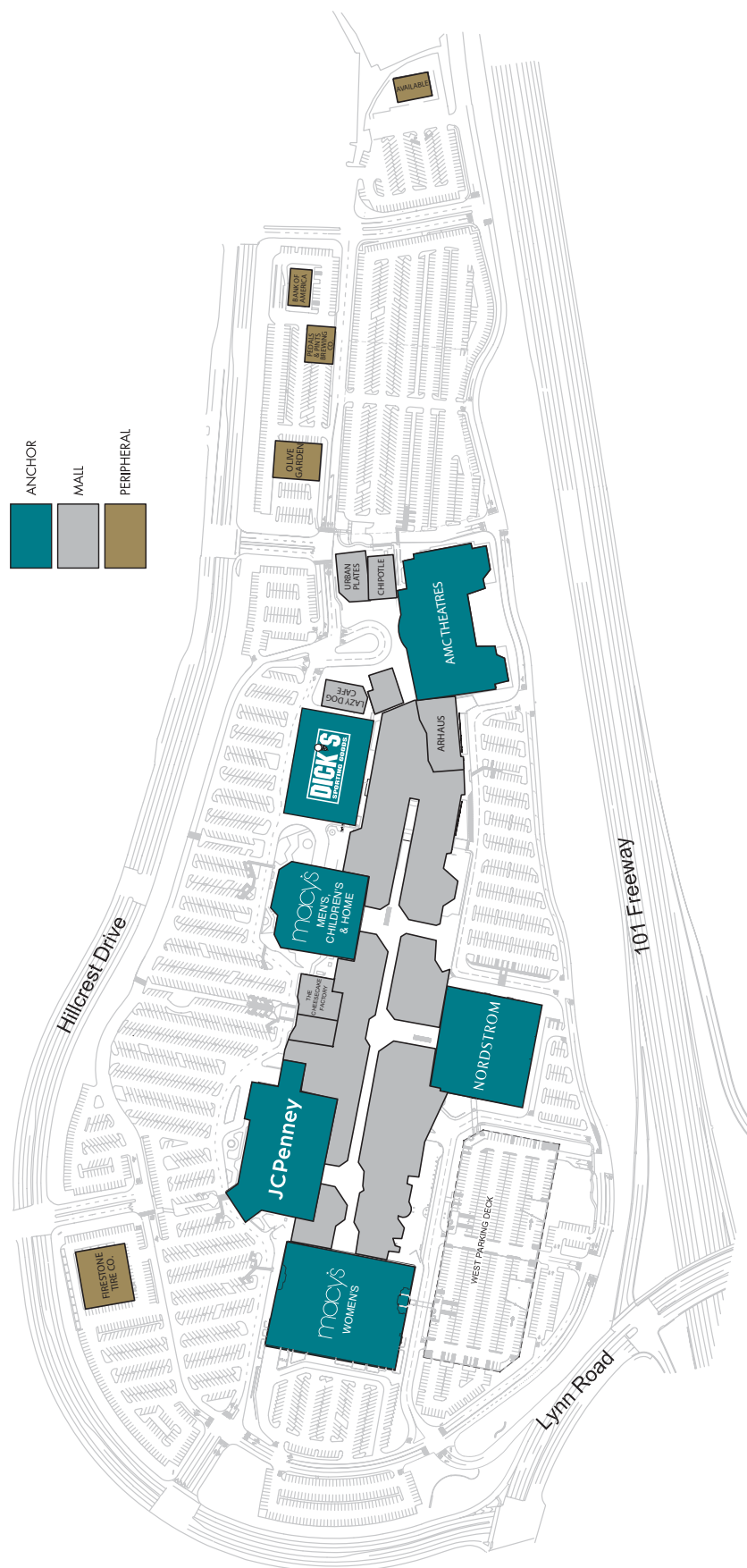


## LEGEND

- ★ THE OAKS
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



UPDATED 3/22



# MARKET FACT SHEET

THE OAKS' PRIMARY  
TRADE AREA HAS AN  
AVERAGE HOUSEHOLD  
INCOME OF **\$152,391**  
VS. COUNTY AVERAGE  
OF \$116,464

**78,691**  
**DAYTIME POPULATION**  
WITHIN 3 MILES OF THE OAKS  
  
RANKED 9TH CITY WITH  
**BEST PUBLIC  
SCHOOLS IN AMERICA**

THE OAKS IS ADJACENT TO  
VENTURA 101 AND LYNN  
ROAD WHICH HAVE AN  
AVERAGE DAILY TRAFFIC OF  
**176,000 VEHICLES**

LOCATED ALONG THE  
**TECHNOLOGY 101 CORRIDOR**,  
CONEJO VALLEY IS ON THE  
**CUTTING EDGE OF TECHNOLOGY**  
IN THE U.S. WITH VENTURE  
CAPITALISTS BACKING START-UPS  
AND ENTREPRENEURIAL  
ENDEAVORS IN TECHNOLOGY

CONEJO VALLEY SCHOOL  
DISTRICT HAS 4 HIGH,  
4 MIDDLE AND 19  
ELEMENTARY SCHOOLS WITH  
**19,000 STUDENTS**

16 PRIVATE K-8 SCHOOLS IN  
THOUSAND OAKS WITH AN  
**AVERAGE TUITION  
OF \$15,000**



CITY OF THOUSAND OAKS HAS BEEN  
RECOGNIZED WITH NUMEROUS  
AWARDS FOR BEING ONE OF THE  
**GREENEST, SAFEST AND  
MOST FAMILY AND  
BIKE-FRIENDLY CITIES**  
IN THE NATION

THOUSAND OAKS IS #20 OF NICHE'S **HEALTHIEST CITIES IN AMERICA**.  
THE CITY OVERSEES AND MAINTAINS THE CONSERVATION OF MORE  
THAN 15,000 ACRES OF OPEN SPACE WITH 150 MILES OF PUBLIC HIKING,  
BIKING AND EQUESTRIAN TRAILS.

**TOP INDUSTRIES** IN THE MARKET INCLUDE **BIOTECH, EDUCATION,  
MEDICAL AND RETAIL** REPRESENTING **13,000 EMPLOYEES**

THOUSAND OAKS CURRENTLY HOSTS THE **TRAINING FACILITY FOR  
THE LOS ANGELES RAMS** SUPPORTING THE TEAM, STAFF AND  
FAMILIES IN THE CONEJO VALLEY. THIS AREA ALSO HAS A RICH HISTORY  
OF ATTRACTING VARIOUS PROFESSIONAL AND AMATEUR SPORTS  
EVENTS SUCH AS THE PGA TOUR, AMGEN BIKE TOUR AND THE DOLE  
GREAT RACE.

# t h e OAKS

## MAJOR RETAILERS INCLUDE:

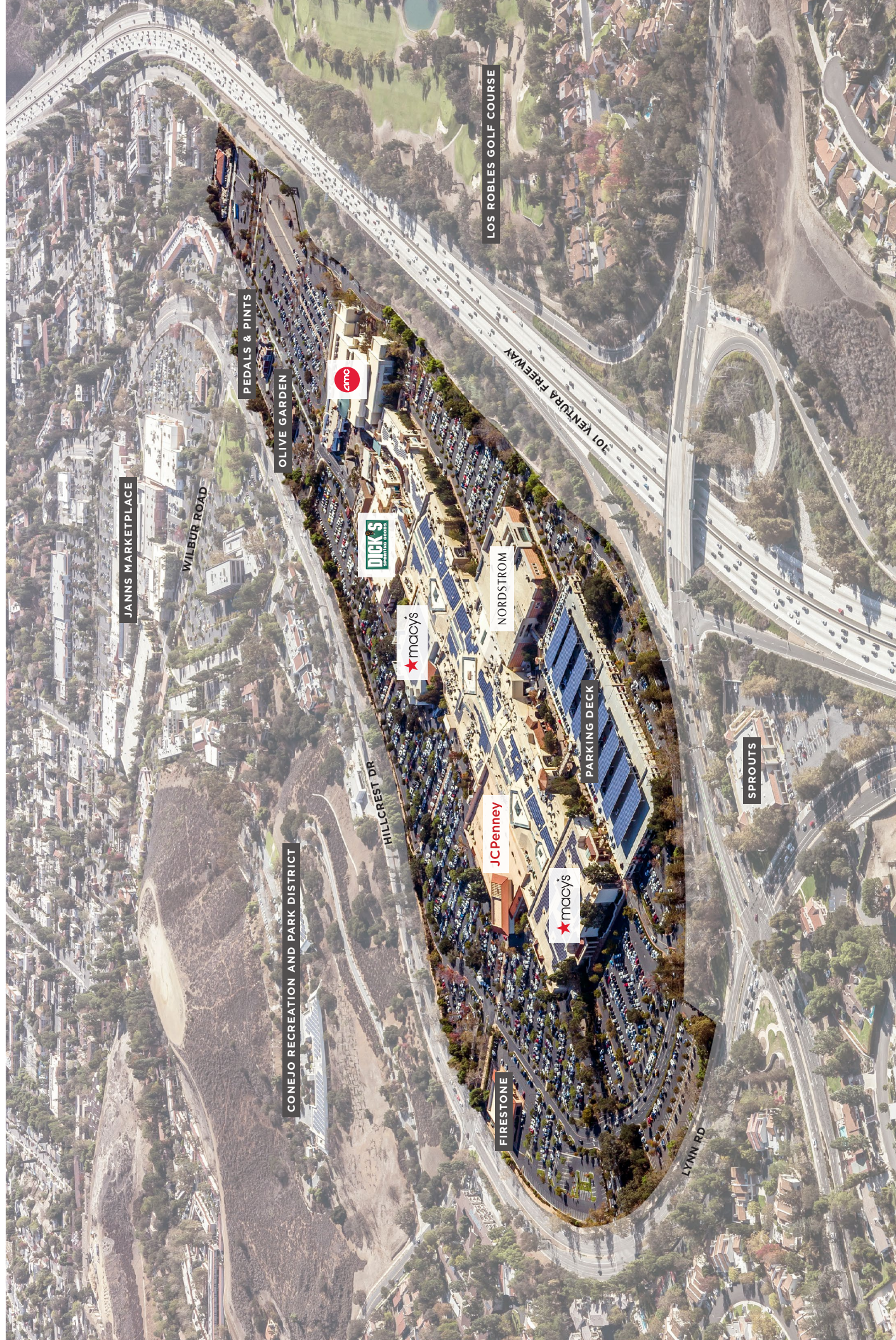
AMC THEATRES  
DICK'S SPORTING GOODS  
JCPENNEY  
MACY'S WOMEN'S STORE

MACY'S MEN'S AND HOME STORE  
NORDSTROM  
AMERICAN EAGLE / AERIE  
ANTHROPOLOGIE

APPLE  
ARHAUS  
CHEESECAKE FACTORY  
COTTON ON / COTTON ON KIDS

H&M  
J.CREW  
MICHAEL KORS  
POTTERY BARN

SALON REPUBLIC  
URBAN OUTFITTERS  
WILLIAMS-SONOMA  
ZARA



JANNS MARKETPLACE

WILBUR ROAD

PEDALS & PINTS

OLIVE GARDEN

CONEJO RECREATION AND PARK DISTRICT

amc

DICK'S

macy's

JC Penney

FIRESTONE

macy's

NORDSTROM

PARKING DECK

LOS ROBLES GOLF COURSE

301 VENTURA FREEWAY

SPROUTS

LYNN RD