



MARKET PROFILE 2021

MAJOR RETAILERS 24 Hour Fitness, BevMo, Charlotte Russe, Chase Bank, Express, Hollister, JCPenney, Macy's, Old Navy, Sephora, Target, Trader Joe's, Victoria's Secret

RESTAURANTS & ENTERTAINMENT California Pizza Kitchen, Red Robin, Wood Ranch

FOOD COURT 11 units

COMING SOON Ross Dress for Less

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 886,000 | **BUILT / RENOVATED** 1964 / 2000 / 2017

FOR MORE INFORMATION 805-642-0605 | Macerich.com



DEMOGRAPHIC SUMMARY

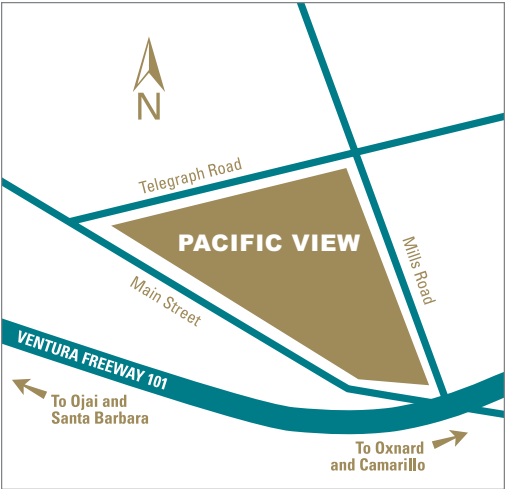
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		OXNARD-THOUSAND OAKS- VENTURA, CA [MSA]	
2020 Total Population	316,224		549,199		857,801	
2025 Total Population	322,959		560,830		873,718	
2020-2025 Population Growth	2.1%		2.1%		1.9%	
HOUSEHOLDS						
2020 Total Households	91,542		170,896		275,333	
2025 Total Households	93,456		174,210		279,675	
2020-2025 Household Growth	2.1%		1.9%		1.6%	
INCOME						
Average Household Income	\$89,807		\$99,936		\$116,464	
Median Household Income	\$70,560		\$76,516		\$86,984	
Per Capita Income	\$26,027		\$31,164		\$37,431	
HOUSEHOLD INCOME RANGES						
\$50,000 +	58,808	64.2%	114,529	67.0%	197,592	71.8%
\$75,000 +	43,783	47.8%	87,462	51.2%	159,479	57.9%
\$100,000 +	29,747	32.5%	62,528	36.6%	119,879	43.5%
\$150,000 +	13,527	14.8%	31,118	18.2%	66,675	24.2%
AGE						
Median Age	34.0		35.9		37.6	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	49,542	24.3%	104,526	28.7%	202,148	34.8%
White Collar	64,965	49.4%	126,272	54.5%	229,198	61.8%
RACE / ETHNICITY						
White	176,351	55.8%	332,839	60.6%	562,917	65.6%
Black	7,640	2.4%	12,507	2.3%	17,525	2.0%
American Indian	4,642	1.5%	6,979	1.3%	8,611	1.0%
Asian	18,674	5.9%	32,876	6.0%	65,177	7.6%
Pacific Islander	897	0.3%	1,405	0.3%	1,845	0.2%
Other Race	108,021	34.2%	162,593	29.6%	201,726	23.5%
Hispanic or Latino	199,072	63.0%	305,176	55.6%	374,925	43.7%
Not Hispanic or Latino	117,152	37.0%	244,023	44.4%	482,876	56.3%
EMPLOYMENT / DAYTIME POPULATION						
3 MILE						
5 MILE						
7 MILE						
Total Businesses	5,110		6,837		10,158	
Total Employees	58,072		72,136		106,058	
Daytime Population	80,103		145,670		252,275	

TRADE AREA MAP



LEGEND

- ★ PACIFIC VIEW
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

UPDATED 3/21



MARKET FACT SHEET

2019'S BEST BEACH TOWNS TO LIVE IN

(WALLET HUB)

COASTAL LIVING MAGAZINE NAMED VENTURA **#1** IN ITS **TOP 10 METRO AREAS** BASED ON PLEASANT DAYS PER YEAR

PACIFIC VIEW HAS AN EXTREMELY LOYAL CUSTOMER

(81% LOYALISTS)

5-YEAR GROWTH RATE FOR THE PRIMARY TRADE AREA IS 2.1%

ONLY A FEW MILES OFF THE VENTURA COAST, CHANNEL ISLANDS NATIONAL PARK IS CONSIDERED AN **ENVIRONMENTAL TREASURE**

EDUCATION

VENTURA UNIFIED SCHOOL DISTRICT SERVES 17,429 STUDENTS IN 18 ELEMENTARY, 6 MIDDLE AND 5 HIGH SCHOOLS

HIGHER EDUCATION

VENTURA COLLEGE, AN ACCREDITED TWO-YEAR INSTITUTION, HAS BEEN A PART OF THIS SEASIDE COMMUNITY SINCE 1925

OXNARD COLLEGE, AN ACCREDITED TWO-YEAR INSTITUTION, HAS BEEN A PART OF THE VENTURA COUNTY COMMUNITY COLLEGE DISTRICT SINCE 1975

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS' HISTORY REFLECTS THEY WERE DESTINED TO BE A CAMPUS OF INNOVATION. AS THE YOUNGEST OF THE 23 CSU CAMPUSES, IT HAS AN ENERGY AND VIBRANCY FELT EVERYWHERE ON CAMPUS.



ECONOMIC DRIVERS

- HEALTHCARE:
19% OF TOTAL JOBS
- MANUFACTURING:
4,000 JOBS AND \$457 MILLION TO THE LOCAL ECONOMY
- NAVAL BASE VENTURA COUNTY:
19,000 PERSONNEL (MILITARY AND CIVILIAN)
AND CONTRIBUTES \$2 BILLION IN ECONOMIC ACTIVITY

EXPANDING HEALTHCARE

VENTURA COUNTY MEDICAL CENTER IS NOTED FOR ITS RENOWNED FAMILY MEDICINE RESIDENCY PROGRAM AND IS DISTINGUISHED AS THE ONLY VENTURA COUNTY ACADEMIC TEACHING HOSPITAL WITH A RESIDENCY AFFILIATED WITH UCLA SCHOOL OF MEDICINE. IT HAS 180 BEDS, 2,671 EMPLOYEES AND IS LESS THAN 1 MILE FROM THE CENTER.

COMMUNITY MEMORIAL HOSPITAL HAS OPENED A NEW **STATE-OF-THE-ART MEDICAL FACILITY** WITH 2,015 EMPLOYEES, 242 BEDS AND IS LESS THAN 1 MILE FROM THE CENTER

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|----------------|-----------------------|-----------------------------|------------------------------|
| 1 MACY'S | 6 24 HOUR FITNESS | 11 VICTORIA'S SECRET | 16 KAY JEWELERS |
| 2 TARGET | 7 ROSS DRESS FOR LESS | 12 WOOD RANCH | 17 OLD NAVY |
| 3 JCPENNEY | 8 SEPHORA | 13 CALIFORNIA PIZZA KITCHEN | 18 AMERICAN EAGLE OUTFITTERS |
| 4 TRADER JOE'S | 9 EXPRESS | 14 CHARMING CHARLIE | 19 SHOE PALACE |
| 5 BEVMO! | 10 CHARLOTTE RUSSE | 15 HOLLISTER | 20 VANS OFF THE WALL |

