



## MARKET PROFILE 2022

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

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

**FOOD COURT** 11 units

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

**FOR MORE INFORMATION** 805-642-0605 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

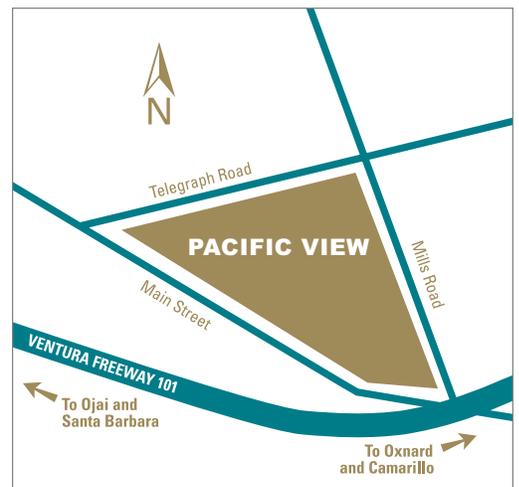
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		OXNARD-THOUSAND OAKS-VENTURA, CA [MSA]	
2021 Total Population	312,279		543,046		847,478	
2026 Total Population	317,437		552,442		860,476	
2021-2026 Population Growth	1.7%		1.7%		1.5%	
HOUSEHOLDS						
2021 Total Households	90,695		169,593		273,091	
2026 Total Households	92,217		172,409		276,882	
2021-2026 Household Growth	1.7%		1.7%		1.4%	
INCOME						
Average Household Income	\$94,497		\$104,035		\$119,654	
Median Household Income	\$77,566		\$81,230		\$92,208	
Per Capita Income	\$27,475		\$32,564		\$38,611	
HOUSEHOLD INCOME RANGES						
\$50,000 +	62,427	68.8%	120,243	70.9%	205,068	75.1%
\$75,000 +	47,352	52.2%	92,792	54.7%	166,606	61.0%
\$100,000 +	32,713	36.1%	67,045	39.5%	126,282	46.2%
\$150,000 +	14,800	16.3%	33,433	19.7%	69,653	25.5%
AGE						
Median Age	34.2		36.1		37.9	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	51,349	25.4%	107,150	29.6%	206,208	35.8%
White Collar	76,892	52.3%	148,254	57.3%	266,393	64.3%
RACE / ETHNICITY						
White	173,786	55.7%	328,459	60.5%	555,032	65.5%
Black	7,612	2.4%	12,462	2.3%	17,469	2.1%
American Indian	4,547	1.5%	6,856	1.3%	8,464	1.0%
Asian	18,384	5.9%	32,511	6.0%	64,517	7.6%
Pacific Islander	876	0.3%	1,365	0.3%	1,787	0.2%
Other Race	107,073	34.3%	161,393	29.7%	200,209	23.6%
Hispanic or Latino	197,346	63.2%	303,066	55.8%	372,324	43.9%
Not Hispanic or Latino	114,933	36.8%	239,980	44.2%	475,154	56.1%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	5,134		6,850		10,199	
Total Employees	59,104		73,237		108,544	
Daytime Population	79,296		142,724		245,624	

# TRADE AREA MAP



## LEGEND

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



10% PCW

# SITE PLAN



# MARKET FACT SHEET

THE DISCOVER BLOG  
NAMED VENTURA IN  
THEIR 10 OF THE BEST  
CITIES TO VISIT WITHOUT  
AN ITINERARY –  
ONLY U.S. CITY NAMED

PACIFIC VIEW  
HAS AN EXTREMELY  
**LOYAL CUSTOMER**  
(81% LOYALISTS)

VENTURA #18 OUT OF 30 IN  
**CALIFORNIA'S MOST  
STUNNING SMALL CITIES  
AND TOWNS**

**BEST AFFORDABLE  
BEACH TOWNS  
TO LIVE IN**  
(WALLET HUB 2021)

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

## EDUCATION

VENTURA UNIFIED SCHOOL  
DISTRICT SERVES 16,236 STUDENTS  
IN 18 ELEMENTARY, 7 MIDDLE  
AND 5 HIGH SCHOOLS

JUST OVER 1 MILE AWAY  
IS VENTURA COLLEGE  
WITH 14,500 STUDENTS

AGRICULTURE AND FOOD  
PROCESSING IN VENTURA  
**PRODUCES \$3.3 BILLION**  
ANNUALLY WITH SOME OF  
THE HIGHEST PER-ACRE  
AG PRODUCTION VALUES

NEARBY NAVAL BASE  
VENTURA COUNTY  
CONTRIBUTES **\$2 BILLION**  
**ECONOMIC IMPACT**  
AND EMPLOYS ABOUT  
20,000 MILITARY/CIVILIAN  
PERSONNEL WITH A TOTAL  
PAYROLL OF \$711 MILLION



PACIFIC VIEW IS LOCATED AT THE  
CONVERGENCE OF HIGHWAY 101  
AND HIGHWAY 126 WHICH HAVE AN  
**AVERAGE DAILY TRAFFIC  
OF 466,000 VEHICLES**

## HEALTHCARE

THE HEALTH SERVICES IS VENTURA'S LARGEST CLUSTER. IT HAS **10,551 EMPLOYEES** AND ACCOUNTS FOR 16.6% OF TOTAL EMPLOYMENT. THE CLUSTER IS BUILT AROUND FOUR MAJOR HOSPITALS — VENTURA COUNTY MEDICAL CENTER, COMMUNITY MEMORIAL HOSPITAL, KAISER PERMANENTE AND VISTA DEL MAR, WHICH ACCOUNT FOR NEARLY **5,600 JOBS** AND HAVE AN EXTRAORDINARILY HIGH EMPLOYMENT CONCENTRATION IN VENTURA. HOSPITAL JOBS ARE MORE THAN TWICE AS PREVALENT IN VENTURA THAN IN THE COUNTRY.

**MAJOR RETAILERS INCLUDE:**

24 HOUR FITNESS  
BEVMO!  
JCPENNEY  
MACY'S

ROSS DRESS FOR LESS  
TARGET  
TRADER JOE'S  
AMERICAN EAGLE OUTFITTERS

CALIFORNIA PIZZA KITCHEN  
CHARLOTTE RUSSE  
EXPRESS  
HOLLISTER

KAY JEWELERS  
OLD NAVY  
RED ROBIN  
SEPHORA

SHOE PALACE  
VANS OFF THE WALL  
VICTORIA'S SECRET  
WOOD RANCH

