



## MARKET PROFILE 2024

**MAJOR RETAILERS** 24 Hour Fitness, Aéropostale, BevMo, Charlotte Russe, Chase Bank, 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

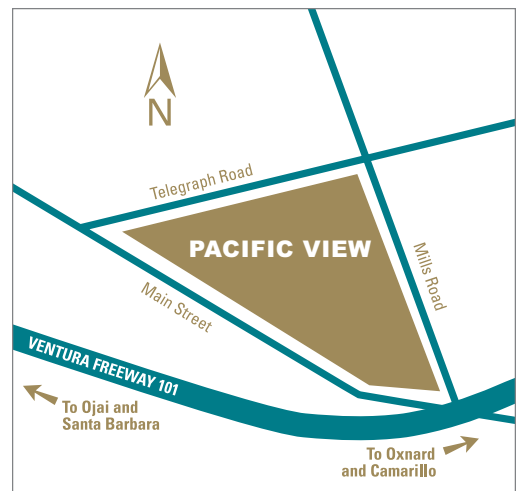
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		OXNARD-THOUSAND OAKS-VENTURA, CA [MSA]	
2023 Total Population	310,604		545,256		844,853	
2028 Total Population	312,093		545,269		844,265	
2023-2028 Population Growth	0.5%		0.0%		-0.1%	
HOUSEHOLDS						
2023 Total Households	94,551		176,008		281,310	
2028 Total Households	95,808		177,314		283,062	
2023-2028 Household Growth	1.3%		0.7%		0.6%	
INCOME						
Average Household Income	\$112,262		\$120,581		\$136,811	
Median Household Income	\$86,507		\$90,005		\$101,546	
Per Capita Income	\$34,297		\$39,016		\$45,620	
HOUSEHOLD INCOME RANGES						
\$50,000 +	69,033	73.0%	130,950	74.4%	217,478	77.3%
\$75,000 +	54,344	57.5%	104,093	59.1%	179,560	63.8%
\$100,000 +	41,037	43.4%	79,871	45.4%	143,599	51.0%
\$150,000 +	19,975	21.1%	41,989	23.9%	83,052	29.5%
AGE						
Median Age	34.8		36.7		38.2	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	56,853	28.0%	114,589	31.4%	212,064	36.8%
White Collar	76,249	51.5%	144,009	55.8%	252,391	61.8%
RACE/ETHNICITY						
White	113,272	36.5%	229,477	42.1%	413,934	49.0%
Black/African American	6,332	2.0%	10,705	2.0%	15,525	1.8%
American Indian	8,443	2.7%	12,438	2.3%	14,888	1.8%
Asian	18,927	6.1%	33,624	6.2%	68,094	8.1%
Pacific Islander	754	0.2%	1,279	0.2%	1,723	0.2%
Other Race	162,875	52.4%	257,733	47.3%	330,689	39.1%
Hispanic or Latino	195,009	62.8%	305,752	56.1%	379,653	44.9%
Not Hispanic or Latino	115,595	37.2%	239,504	43.9%	465,200	55.1%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	5,100		6,833		10,232	
Total Employees	59,045		72,812		107,155	
Daytime Population	89,291		146,416		244,886	

# TRADE AREA MAP



## LEGEND

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



10% PCW

# SITE PLAN



# MARKET FACT SHEET

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

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

VENTURA IS #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 16K 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



VENTURA COUNTY, ALONG THE PACIFIC OCEAN BETWEEN LOS ANGELES AND SANTA BARBARA, IS KNOWN FOR ITS **DIVERSE CULTURAL SCENE** WITH VISITS TO HISTORICAL LANDMARKS, SUCH AS MISSION SAN BUENAVENTURA, OLIVOS ADOBE PARK OR THE COUNTY MUSEUM. IT IS ALSO A POPULAR LOCATION FOR ACTIVE LIFESTYLE EVENTS SUCH AS THE X GAMES AND THE DALLAS COWBOYS TRAINING CAMP.

## HEALTHCARE IS A PROMINENT INDUSTRY IN VENTURA

- **10,000+ EMPLOYEES** ACCOUNTING FOR 16.6% OF TOTAL EMPLOYMENT
- 4 MAJOR HOSPITALS EMPLOY 5,600 PEOPLE: VENTURA COUNTY MEDICAL CENTER, COMMUNITY MEMORIAL HOSPITAL, KAISER PERMANENTE AND VISTA DEL MAR
- **EXTRAORDINARILY HIGH HOSPITAL EMPLOYMENT:** TWICE AS PREVALENT IN VENTURA VS THE COUNTRY

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

**MAJOR RETAILERS INCLUDE:**

24 HOUR FITNESS

BEVMO!

JCPENNEY

MACY'S

ROSS DRESS FOR LESS

TARGET

TRADER JOE'S

AÉROPOSTALE

AMERICAN EAGLE OUTFITTERS

CALIFORNIA PIZZA KITCHEN

CHARLOTTE RUSSE

HOLLISTER

KAY JEWELERS

OLD NAVY

RED ROBIN

SEPHORA

SHOE PALACE

VANS OFF THE WALL

VICTORIA'S SECRET

WOOD RANCH

NORTH

