



arden fair

SACRAMENTO, CA

MARKET PROFILE 2022

MAJOR RETAILERS JCPenney, Macy's

RESTAURANTS & ENTERTAINMENT BJ's Restaurant and Brewhouse, GEN Korean BBQ,
Seasons 52, California Pizza Kitchen, The Cheesecake Factory
and Mikuni at adjacent Market Square property | FOOD COURT 11 units

PROPERTY TYPE Super-regional | TOTAL SQUARE FEET 1,119,000 | BUILT / RENOVATED 1957 / 2012

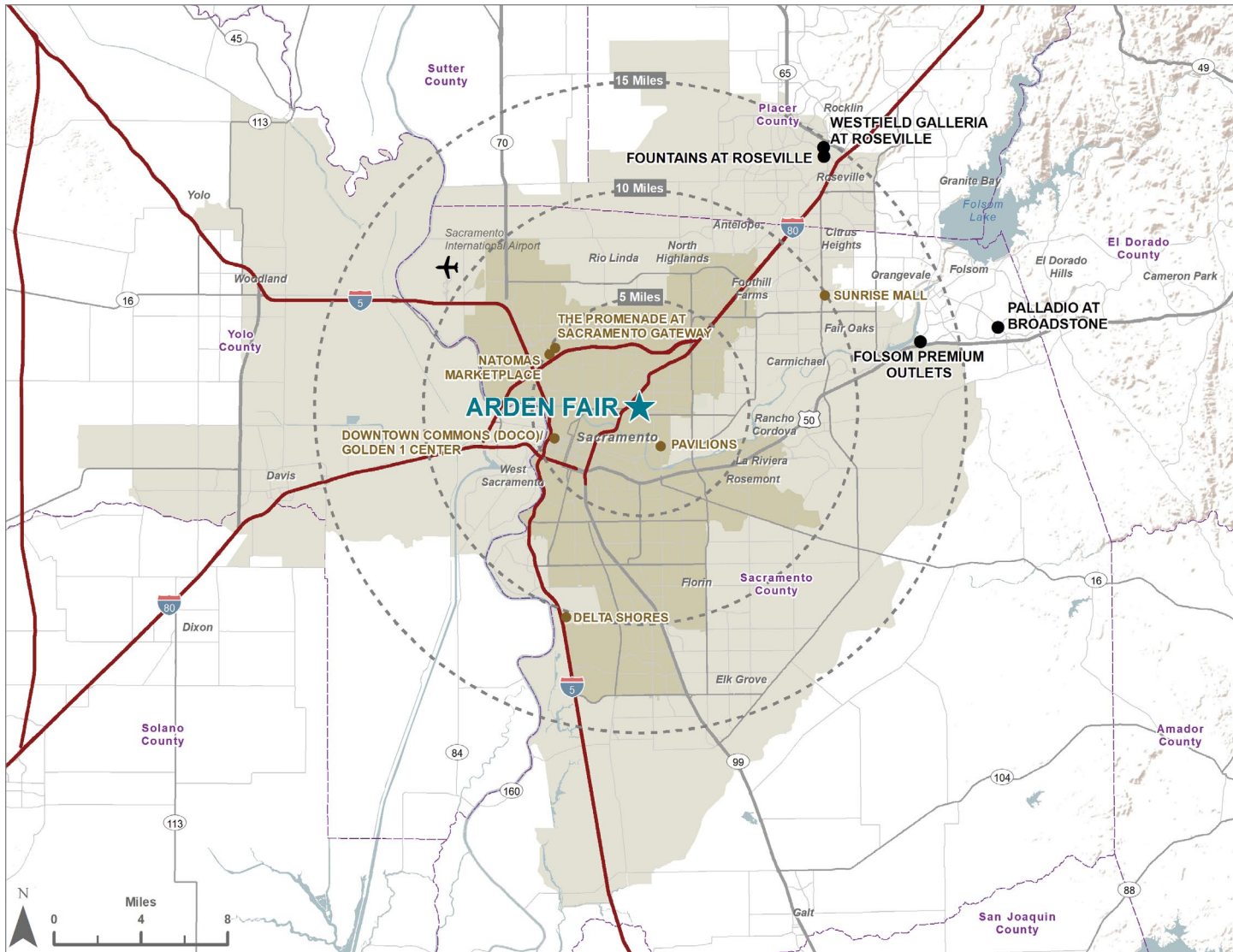
FOR MORE INFORMATION 916-514-4100 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		SACRAMENTO-ROSEVILLE- ARDEN-ARCADE, CA [MSA]	
2021 Total Population		809,969		1,690,362		2,366,968	
2026 Total Population		845,824		1,758,984		2,469,365	
2021-2026 Population Growth		4.4%		4.1%		4.3%	
HOUSEHOLDS							
2021 Total Households		292,778		607,868		859,589	
2026 Total Households		304,714		630,601		894,575	
2021-2026 Household Growth		4.1%		3.7%		4.1%	
INCOME							
Average Household Income		\$81,323		\$95,919		\$102,859	
Median Household Income		\$60,179		\$72,032		\$77,217	
Per Capita Income		\$29,423		\$34,528		\$37,390	
HOUSEHOLD INCOME RANGES							
\$50,000 +		173,030	59.1%	400,631	65.9%	587,044	68.3%
\$75,000 +		120,014	41.0%	294,790	48.5%	443,605	51.6%
\$100,000 +		79,526	27.2%	209,386	34.4%	324,611	37.8%
\$150,000 +		33,972	11.6%	102,082	16.8%	165,673	19.3%
AGE							
Median Age		34.4		35.5		37.5	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		158,379	29.5%	387,317	34.3%	572,845	35.5%
White Collar		224,650	62.6%	513,655	66.9%	723,924	67.4%
RACE / ETHNICITY							
White		359,971	44.4%	896,539	53.0%	1,426,836	60.3%
Black		107,739	13.3%	160,465	9.5%	172,634	7.3%
American Indian		8,709	1.1%	15,852	0.9%	22,414	0.9%
Asian		144,376	17.8%	292,232	17.3%	336,782	14.2%
Pacific Islander		11,797	1.5%	18,711	1.1%	20,247	0.9%
Other Race		177,375	21.9%	306,564	18.1%	388,055	16.4%
Hispanic or Latino		235,150	29.0%	405,929	24.0%	530,071	22.4%
Not Hispanic or Latino		574,819	71.0%	1,284,433	76.0%	1,836,897	77.6%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		1,543		7,720		21,297	
Total Employees		19,686		80,500		296,681	
Daytime Population		22,168		156,607		459,876	

TRADE AREA MAP



LEGEND

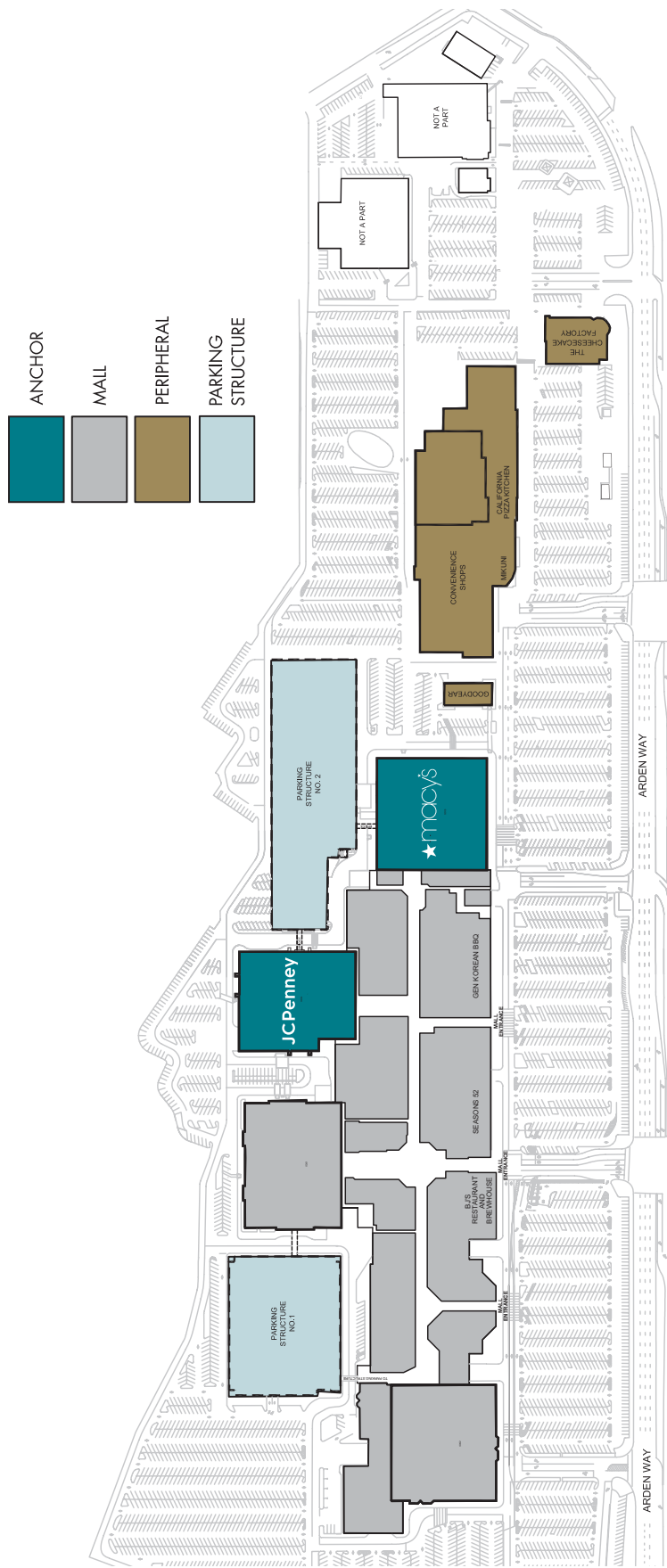
-  ARDEN FAIR
-  PRIMARY TRADE AREA
-  SECONDARY TRADE AREA
-  COMPETITIVE CENTERS
-  OTHER CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

11.7 MILLION
SHOPPERS ANNUALLY

1.6 MILLION
PEOPLE IN THE
TOTAL TRADE AREA

WITHIN
5 MILES
OF DOWNTOWN SACRAMENTO,
TO THE STATE CAPITOL,
GOLDEN 1 ARENA AND NIGHTLIFE

\$5 MILLION
SPENT BY TOURISTS IN THE
DOWNTOWN AREA ANNUALLY

SACRAMENTO'S
DOMINANT
FASHION
DESTINATION

CONVENIENT ACCESS TO
4 MAJOR FREEWAYS

ANCHORED BY
MACY'S AND JCPENNEY

149+
RETAILERS AND RESTAURANTS

21,000
DAYTIME EMPLOYEES
WITHIN 1 MILE

ON AVERAGE
184,000 VEHICLES
PASS DAILY
AT I-80 AND ARDEN WAY



15 PRIVATE SCHOOLS
WITHIN 3 MILES
OF ARDEN WITH AN
AVERAGE TUITION
OF \$11,000

7 HOTELS WITH 1,423 ROOMS WITHIN 1 MILE OF ARDEN FAIR;
2 ARE ADJACENT

SACRAMENTO IS ONE OF THE MOST DIVERSE CITIES
IN THE NATION

320 SUNNY DAYS PER YEAR

SACRAMENTO IS AMERICA'S FARM TO FORK CAPITAL

arden fair

MAJOR RETAILERS INCLUDE:

MACY'S	APPLE STORE	GARAGE	MICHAEL KORS	QUAY AUSTRALIA
JCPENNEY	BJ'S RESTAURANT AND BREWHOUSE	GEN KOREAN BBQ HOUSE	MINISO	SEASONS 52
85°C BAKERY CAFÉ	COACH	LULULEMON	MORPHE	VICTORIA'S SECRET
AERIE	FOOT LOCKER	LUSH	PINK	

