



arden fair

SACRAMENTO, CA

MARKET PROFILE 2023

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 1,112,000 | BUILT / RENOVATED 1957 / 2012

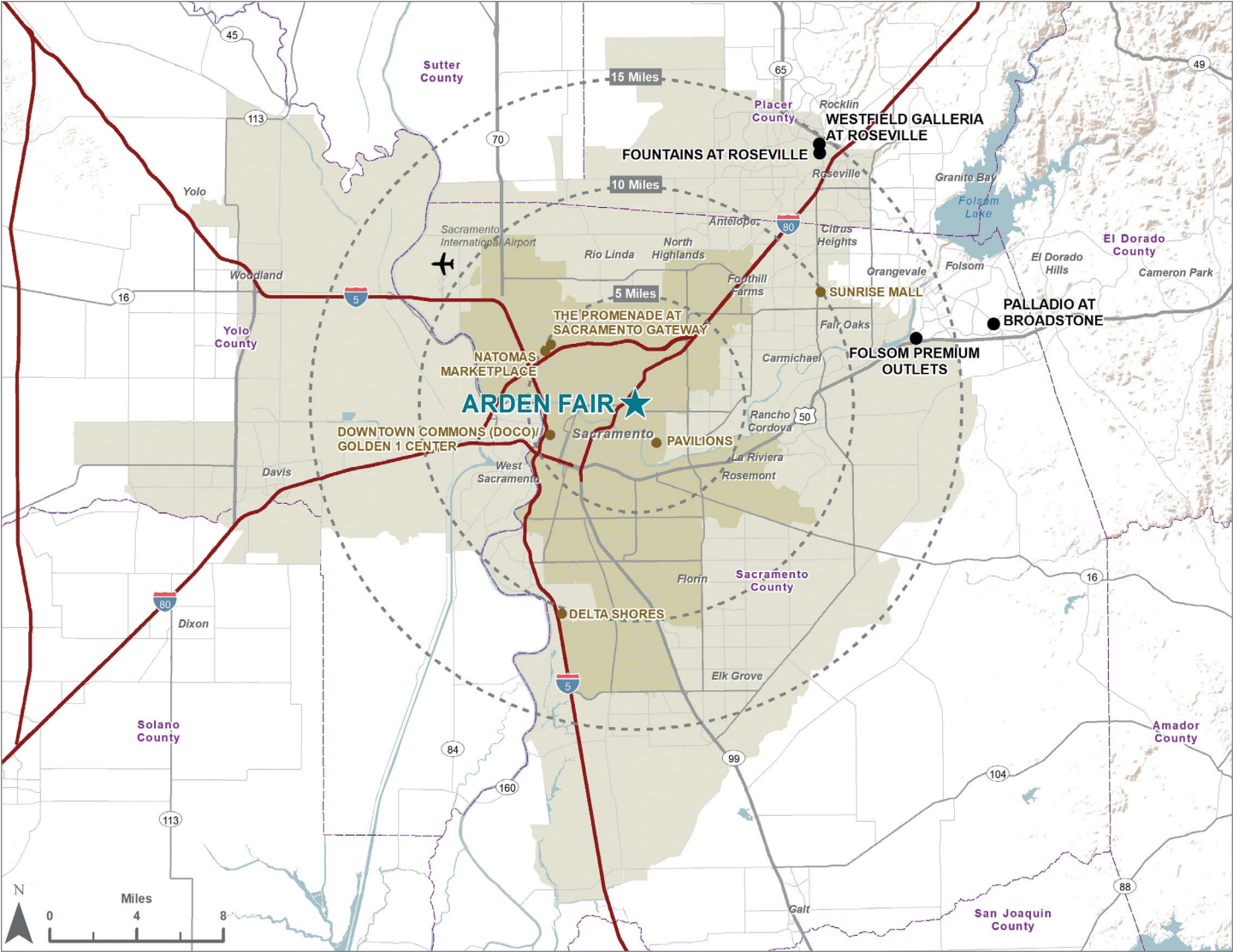
FOR MORE INFORMATION 916-514-4100 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		SACRAMENTO-ROSEVILLE-FOLSOM, CA [MSA]	
2022 Total Population		851,882		1,762,166		2,434,773	
2027 Total Population		866,183		1,796,892		2,478,889	
2022-2027 Population Growth		1.7%		2.0%		1.8%	
HOUSEHOLDS							
2022 Total Households		303,334		628,816		881,194	
2027 Total Households		308,028		640,065		895,800	
2022-2027 Household Growth		1.5%		1.8%		1.7%	
INCOME							
Average Household Income		\$92,978		\$110,407		\$118,405	
Median Household Income		\$66,195		\$79,340		\$84,968	
Per Capita Income		\$33,281		\$39,533		\$42,953	
HOUSEHOLD INCOME RANGES							
\$50,000 +		190,903	62.9%	438,416	69.7%	634,916	72.1%
\$75,000 +		136,904	45.1%	333,104	53.0%	495,463	56.2%
\$100,000 +		95,563	31.5%	247,877	39.4%	377,998	42.9%
\$150,000 +		44,191	14.6%	130,349	20.7%	206,488	23.4%
AGE							
Median Age		34.5		35.8		37.6	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		177,316	32.2%	425,482	37.1%	619,651	38.4%
White Collar		220,670	56.0%	492,347	59.1%	692,820	60.0%
RACE/ETHNICITY							
White		309,240	36.3%	792,689	45.0%	1,261,141	51.8%
Black/African American		106,669	12.5%	158,329	9.0%	169,041	6.9%
American Indian		11,788	1.4%	20,938	1.2%	28,015	1.2%
Asian		163,185	19.2%	325,296	18.5%	373,200	15.3%
Pacific Islander		13,313	1.6%	20,616	1.2%	22,116	0.9%
Other Race		247,686	29.1%	444,298	25.2%	581,260	23.9%
Hispanic or Latino		239,589	28.1%	416,174	23.6%	540,943	22.2%
Not Hispanic or Latino		612,293	71.9%	1,345,992	76.4%	1,893,830	77.8%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		1,667		8,082		22,466	
Total Employees		20,459		78,319		292,386	
Daytime Population		29,509		176,342		529,260	

TRADE AREA MAP



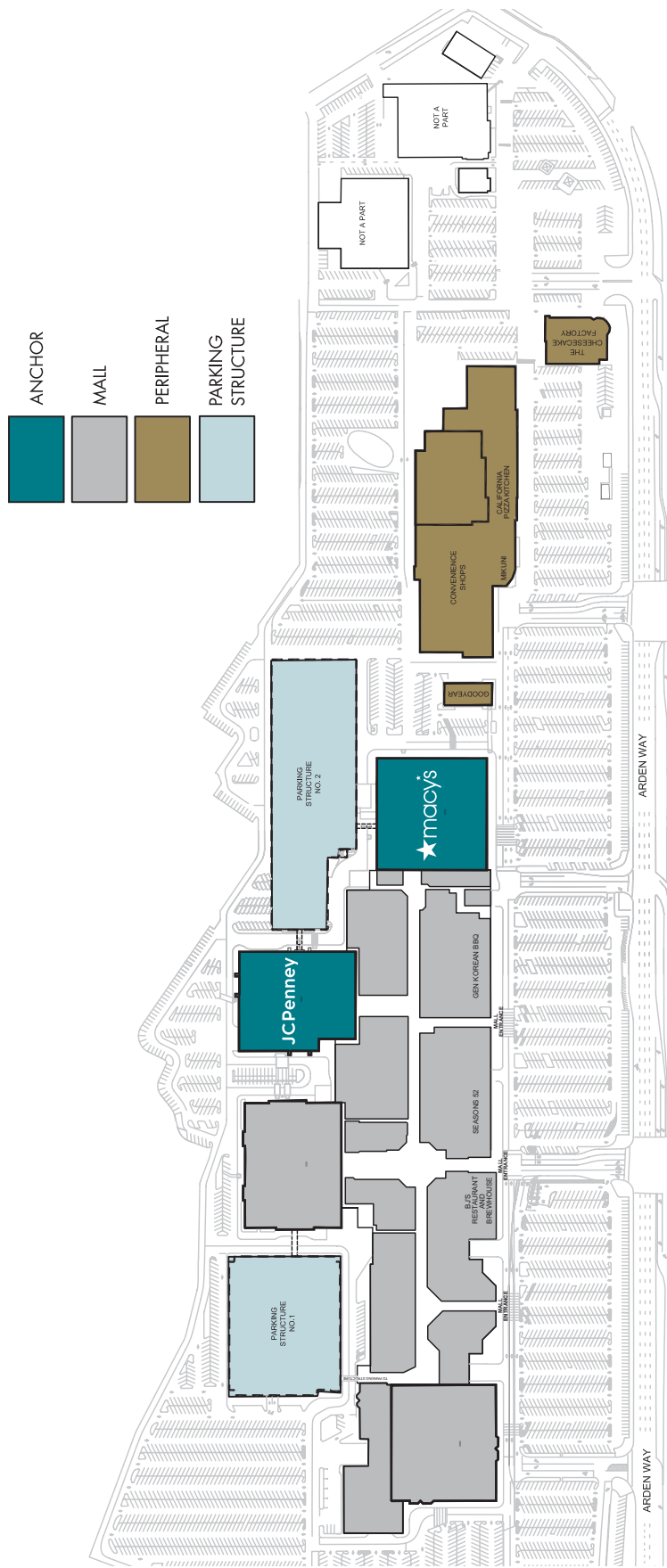
LEGEND

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



10% PCW

SITE PLAN



MARKET FACT SHEET

9 MILLION
SHOPPERS ANNUALLY

1.7 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

150+
RETAILERS AND RESTAURANTS

29,500
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 \$12,456

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

FORBES RANKED SACRAMENTO AS
THE BEST PLACE TO LIVE IN CALIFORNIA IN 2023

SACRAMENTO IS AMERICA'S FARM TO FORK CAPITAL

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MAJOR RETAILERS INCLUDE:

APPLE STORE	ARIE	GARAGE	LUSH	QUAY AUSTRALIA
MACY'S	BJ'S RESTAURANT & BREWHOUSE	GEN KOREAN BBQ HOUSE	MICHAEL KORS	SEASONS 52
JCPENNEY	COACH	JD SPORTS	MINISO	VICTORIA'S SECRET
85°C BAKERY CAFÉ	FOOT LOOKER	LULULEMON	PINK	

