

arden fair

SACRAMENTO | CALIFORNIA





SACRAMENTO

A FLOURISHING REGION

Sacramento is one of California's oldest communities and continues to serve as the state capital.

Currently the sixth-largest city in the state, the Sacramento region boasts some of the fastest growing communities in California.

The major employment industries include Agriculture, Clean Technology and Energy and Health Care.

Known as America's Farm-to-Fork capital, Sacramento is home to more than 1.5M acres of farms.

Sacramento has hosted a Farm-to-Fork festival for ten consecutive years, welcoming more than 100,000 annual attendees.



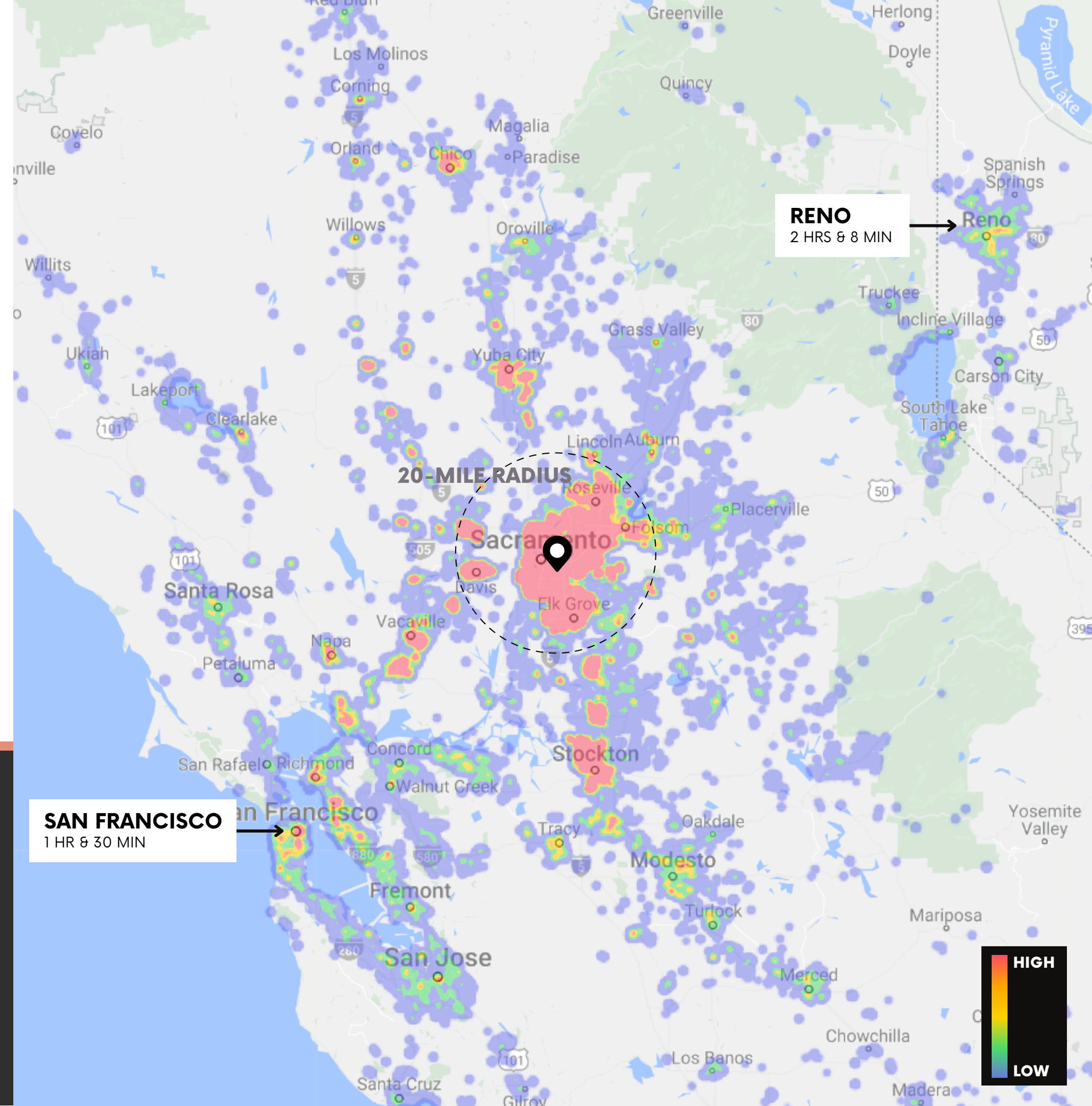
TRAFFIC DATA

Annual Visits **6.9M**
Annual Avg. Visit Frequency **3.6**
Annual Avg. Dwell Time **65 MINS**

TRUE TRADE AREA DEMOGRAPHICS

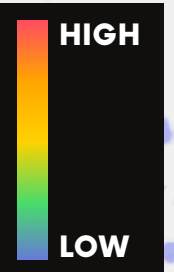
Population **1.1M**
Daytime Population **1.3M**
Households **387,058**
Family Households **247,350**
Average HHI **\$99,412**
College Degree+ **64%**

WITHIN 5 MILES OF ARDEN FAIR
16,900+ HOUSEHOLDS
EARN \$200K OR HIGHER



SAN FRANCISCO
1 HR & 30 MIN

RENO
2 HRS & 8 MIN



CORE CUSTOMER INSIGHTS

DEMOGRAPHICS & PSYCHOGRAPHICS

SPENDING PATTERNS

Annual F&B Spend **\$1,320**
Annual Apparel Spend **\$687**
HHI \$200K+ **9.3%**

GENERATIONAL BREAKDOWN

Gen Z **15%**
Millennials **26%**
Gen X **17%**

PSYCHOGRAPHICS

Singles & Starters **20%**
Young singles starting out and some starter families living a city lifestyle

Family Union **10%**
Middle income, middle-aged families living in homes supported by solid blue-collar occupations



HOME TO MANY
BEST-IN-CLASS BRANDS



Abercrombie & Fitch



Bath & Body Works®



★ macy's

RESTAURANT
BREWHOUSE

BANANA REPUBLIC

SEPHORA

QUAY



SWAROVSKI

PANDORA



Seasons 52
FRESH | GRILL



aerie

H&M



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