



# Westfield San Francisco Centre

San Francisco, CA

JCDecaux

## Anchor Stores

A flagship Nordstrom and Bloomingdale's

## Major Stores

This magnificent mall houses some of America's leading retailers including Abercrombie & Fitch, Adidas, Aldo, American Eagle Outfitters, Banana Republic, bebe, BCBG MaxAzria, Boss Hugo Boss, Brookstone, Calvin Klein, Club Monaco, Express, Foot Locker, Guess, H & M, Hollister, J. Crew, Kenneth Cole, L'Occitane, Lucky Brand Jeans, Mango, Origins, Steve Madden, The Body Shop, Tourneau, United Colors of Benetton, Victoria's Secret and Wet Seal.

## Location

This nine-story, enclosed vertical mall is located between world-renowned Union Square and the South of Market entertainment district. Westfield San Francisco ranks as one of the premier shopping centers in the entire Bay Area and is easily accessible by all means of public transportation with the Cable Car turnaround, BART and MUNI at its doorstep.

## Fast Facts

Average visits per month	1,045,740
Trade area population	2,675,986
Number of stores	170
Size in sq.ft.	1,564,533
Total number of ad faces	97
Shopper Average HHI	\$107,129
DMA Average HHI	\$97,163





# Westfield San Francisco Centre

## Demographic Information <sup>1</sup>

	Trade Area* 2009	San Francisco MSA 2009
Population	2,675,986	1,752,848
Households	1,060,517	709,881
Average HH Income	\$102,246**	\$122,490

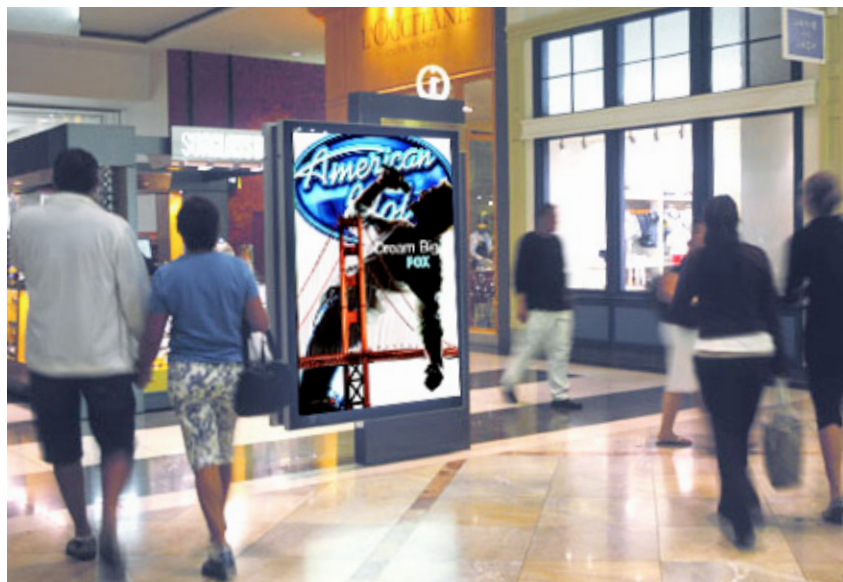
\*San Francisco centre's trade area draws shoppers beyond the San Francisco MSA.  
 \*\*2009 National Average HHI \$71,288

## Shopping Center Information <sup>3</sup>

- On average, shoppers spend 58 minutes at the center.
- 66% of all Westfield San Francisco Centre shoppers make a purchase each visit.
- 96% of all shoppers come to San Francisco Centre without a specific store in mind.
- 22% are looking for a specific item.

## General Information

**Mall Type:** Super Regional Mall  
**Mall Owner:** Westfield America Inc.  
**Opening Date:** 1988  
**Renovation Date:** 1991  
**DMA:** San Francisco, Oakland, San Jose #6  
**Address:** 865 Market Street, San Francisco, CA 94103



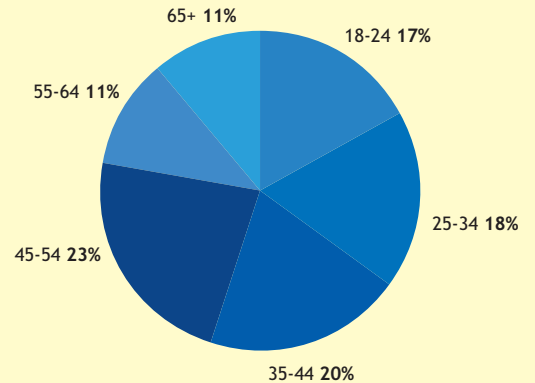
## Shopper Characteristics <sup>2</sup>

San Francisco Centre attracts many singles, only about half are married and 34% have children under 18 at home. Shoppers at San Francisco Centre are affluent, white-collar workers (58%), with high levels of education —83% have gone to college or graduate school.

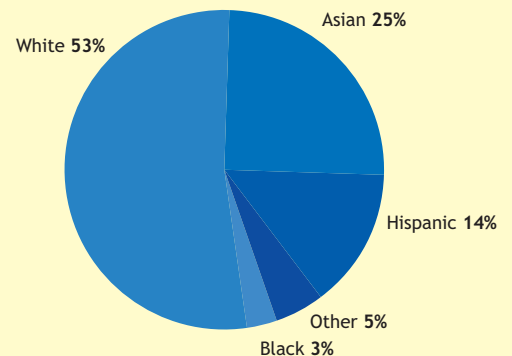
Male 43% Female 57%

### Percentage of Shoppers by Age

Average Age: 43



### Percentage of Shoppers by Race



### Household Income

Westfield San Francisco Centre Shoppers —  
 San Francisco MSA —

