

# SACRAMENTO



OUTFRONT

# SACRAMENTO OVERVIEW

Sacramento is the only star on the map of California and is known as America's farm-to-fork capital. The state capital is buzzing with farm-fresh restaurants, farmers markets, and home-grown breweries, as well as historic sites, museums, and state parks. Sacramento is about two hours from Lake Tahoe and ninety minutes from San Francisco, making it the perfect city for locals and tourists of all ages.

Sacramento has a population of over 520,000 making it the sixth-largest city in California and the ninth-largest capital in the United States. Sacramento is also one of the fastest growing cities in California due to its quality education, renowned healthcare industry, and an evolving culture with forward-thinking policies.

## POINTS OF INTEREST

- California State Capitol Museum
- California State Railroad Museum
- Crocker Art Museum
- Discovery Park
- Folsom Lake State Recreation Area
- Marshall Gold Discovery State Historic Park
- Old Town Sacramento
- UC Davis Arboretum and Public Garden

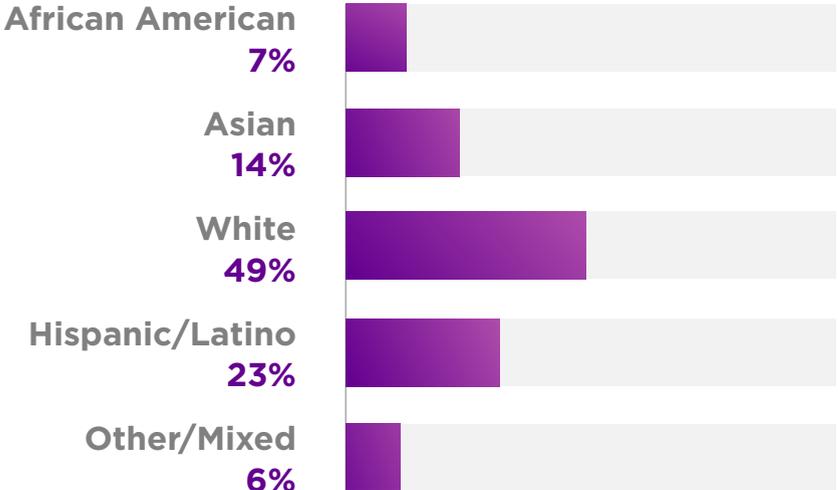


# SACRAMENTO DEMOGRAPHICS

Sacramento is a rapidly burgeoning city, with population levels currently growing at a rate of 1.12% annually. Sacramento remains one of the most diverse cities in the United States with census data listing it as the second most racially integrated city in the country. Sacramento has almost 200,000 housing units with home prices increasing year to year.



**RESIDENTS HAVE A MEDIAN INCOME OF OVER \$85,000**



Female



Male



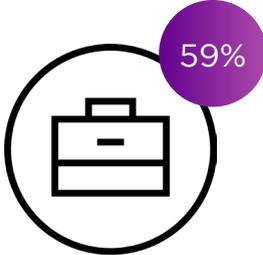
Rent vs. Own



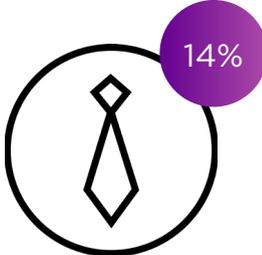
Median Age



College Degree or higher



Employed



Annual Household Income \$100k or more

SOURCE: CENSUS.GOV, DOF.CA.GOV, SCARBOROUGH RESEARCH MARKET/RELEASE: SACRAMENTO, CA 2021 RELEASE 2 (AUG 2020-AUG 2021)



# SACRAMENTO LIFESTYLE

Be where the action is! There are activities around every corner in Sacramento.

Everywhere you go, there are great farm fresh restaurants and other incredible attractions including historic sites, hikes, shopping, & the arts.

## SACRAMENTO RESIDENTS:

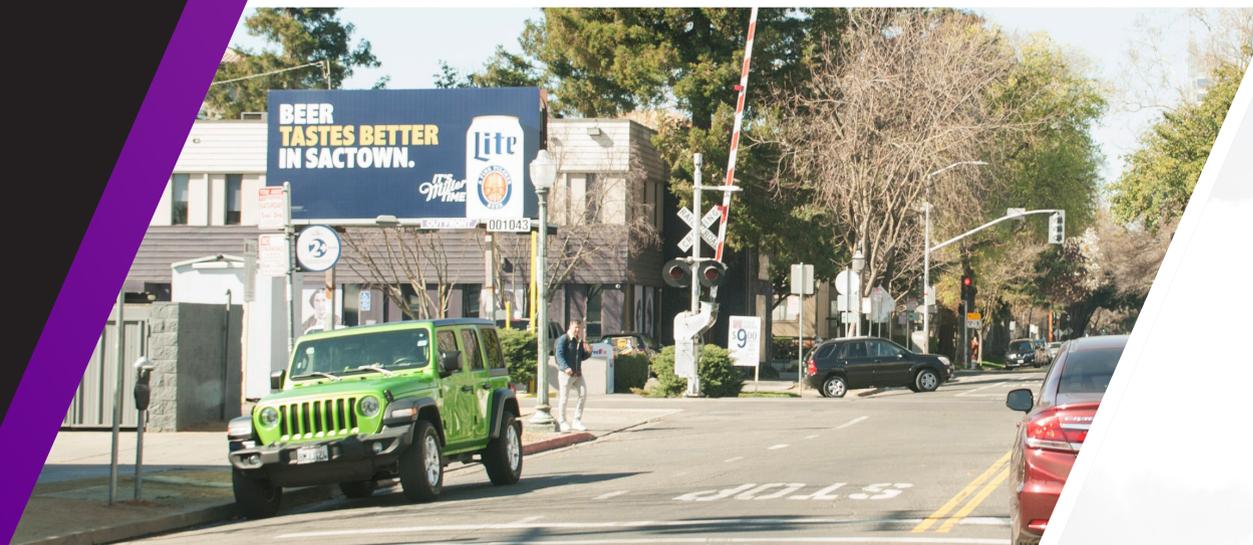
- **92%** drive a vehicle
- **85%** own a smartphone
- **50%** are married
- **48%** recently visited a mall/shopping area
- **46%** plan to go on a family vacation
- **42%** own a pet
- **41%** drink alcohol
- **25%** walk 3 miles or more per week
- **15%** go to the gym or health club

# SACRAMENTO MEDIA

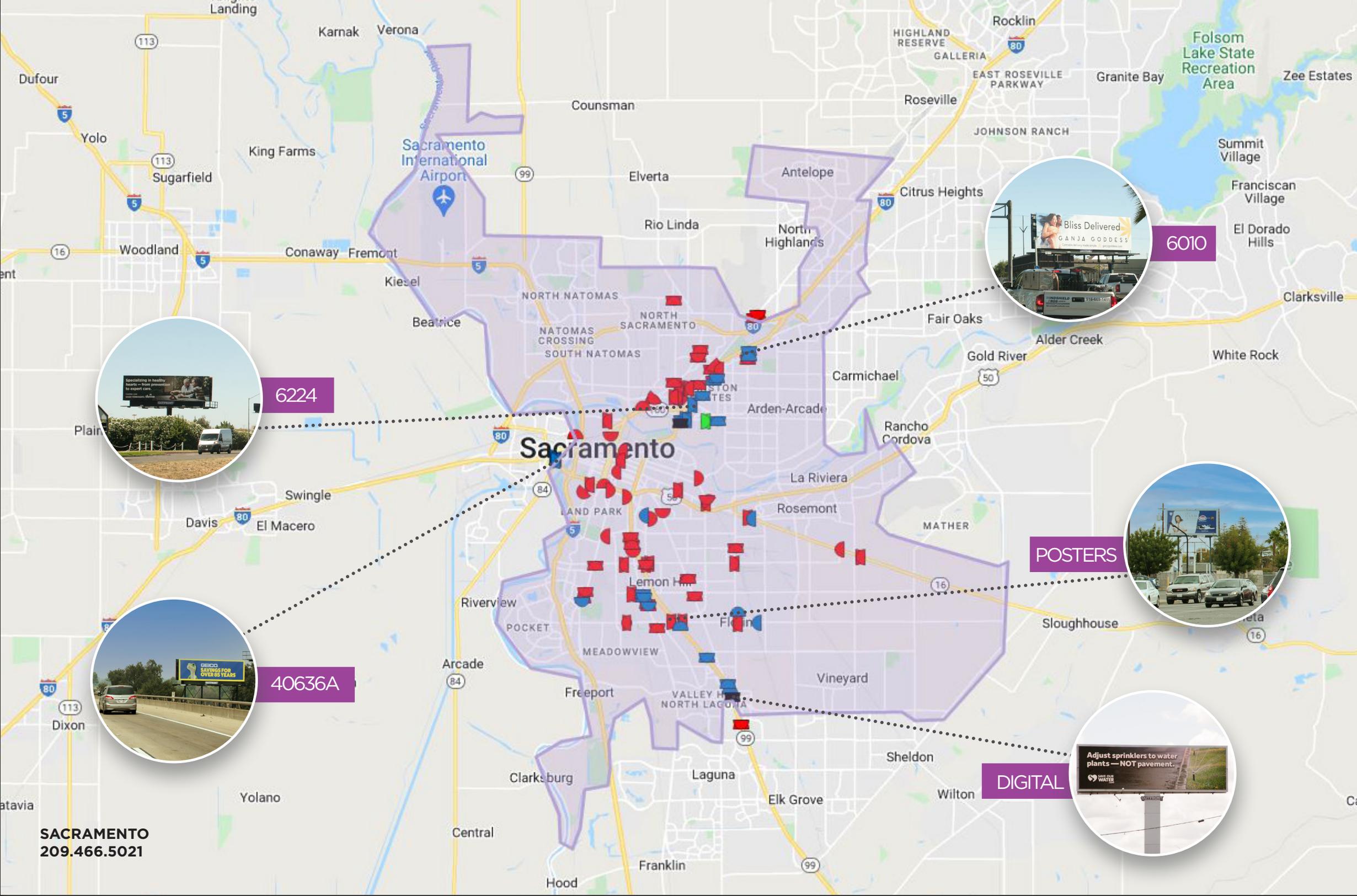
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## MEDIA FORMATS

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# SACRAMENTO



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**FARM-TO-TABLE  
DINING**



**SHOPPING &  
OUTDOOR ACTIVITIES**

**WE GET YOU SACRAMENTO**



**MUSEUMS & ART  
GALLERIES**

SACRAMENTO  
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**HISTORIC  
LANDMARKS**

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