



Westfield Century City

Los Angeles, CA

JCDecaux

Anchor Stores

Bloomingdale's and Macy's

Major Stores

World-class retailers, eateries and restaurants round out the center's offerings. Some of these key retailers include Aldo, Apple, A/X Armani Exchange, Banana Republic, BCBG Max Azria, Bebe, Betsey Johnson, Boss Hugo Boss, Brooks Brothers, Charles David, Coach, Cole Haan, GameStop, Gap, H&M, J. Crew, Kate Spade, Kenneth Cole, Louis Vuitton, Sephora, Tiffany & Co., Tourneau, Victoria's Secret, and Zara. In addition, this mall hosts a European-style festival market place with 21 specialty food and fine sit-down dining restaurants and a 15-screen, 3,000-seat AMC/IMAX theater complex.

Location

Westfield Century City is positioned in the heart of West Los Angeles with two levels of underground parking. This open-air, single-level shopping mall benefits from over 45,000 white-collar office workers within one mile of the center. Despite aggressive competition throughout Los Angeles from regional shopping centers and street shopping districts, Century City has thrived as the most successful shopping mall of its size in the United States.

Fast Facts

Average visits per month	1,096,444
Trade area population	1,311,851
Number of stores	148
Size in sq.ft.	518,252
Total number of ad faces	128
Shopper Average HHI	\$103,899
DMA Average HHI	\$73,833





Westfield Century City

Demographic Information ¹

	Trade Area 2011	Los Angeles CBSA 2011
Population	1,311,851	12,945,028
Households	545,195	4,235,265
Average HH Income	\$97,183*	\$88,073

*2011 National Average HHI \$73,672

- Westfield Century City dominates one of the most affluent trade areas in the nation, drawing from Beverly Hills, Bel Air, Pacific Palisades, West Hollywood, Brentwood and Santa Monica.

Shopping Center Information ³

- On average, shoppers visit Westfield Century City 2.6 times per month and spend 2 hours and 33 minutes at the mall per visit.
- On average, shoppers spend \$121.51 per visit.
- 62% of shoppers visit the mall to look around and 57% of shoppers have a specific purchase in mind to make.
- 63% of shoppers visit the mall to go to the movies.

General Information

Mall Type: Urban/Super Regional Mall

Mall Owner: Westfield America Inc.

Opening Date: 1964

Renovation Date: 2005

DMA: Los Angeles #2

Address: 10250 Santa Monica Boulevard, Los Angeles, CA 90067

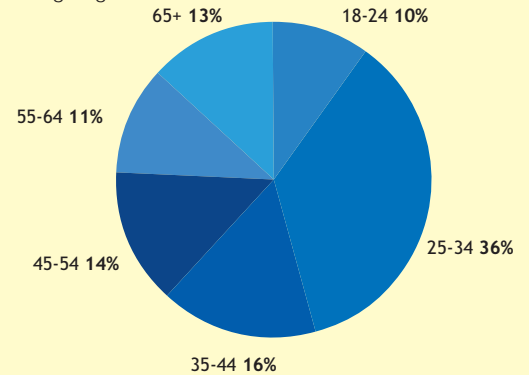
Shopper Characteristics ²

The primary shopper base consists of very affluent and established professionals. 54% of shoppers are married and 35% have children under 18 at home. They are very well-educated, 72% have a college or graduate education. 54% are in white-collar positions. Westfield Century City shoppers are 75% more likely to have a household income in excess of \$100,000 a year than the average adult in the Los Angeles DMA.

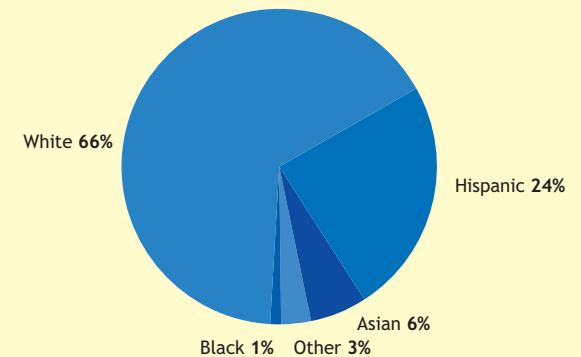
Male 48% Female 52%

Percentage of Shoppers by Age

Average Age: 42



Percentage of Shoppers by Race



Household Income

Westfield Century City Shoppers —
Los Angeles CBSA —

