

# FALL ART & ANTIQUES SHOW

## SHOW CATALOGUE

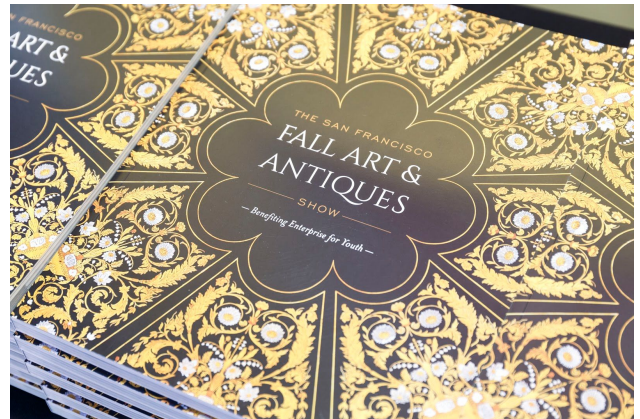
A beautifully designed 250-page book, printed on high-quality paper. Distributed to all attendees, it is a coveted item that many people keep and collect each year.

### ATTENDANCE

- Over 7,000 people attend over 4 Show days and during the Preview Gala

### DEMOGRAPHICS\*

- Ages
  - 18-39: 9%
  - 40-65: 56%
  - 65+: 35%
- College or Graduate degrees (98%)
  - College: 45%
  - Graduate: 53%
- Own more than one property: 49%
- Household Income
  - over \$300k: 35%
  - \$100 - \$300k: 44%
- 63% Female; 37% Male
- Bay Area residents: 90%
  - San Francisco residents: 47%
- Art & antiques collectors: 90%
  - Collecting for over 10 years: 82%
  - Typically purchase at over \$5k: 45%
- Members of cultural institution (museums, opera, ballet, etc.): 84%



*\*Results based on a 2017 survey of attendees*