

# THE SAN FRANCISCO FALL SHOW

ART | ANTIQUES | DESIGN

## SHOW CATALOGUE

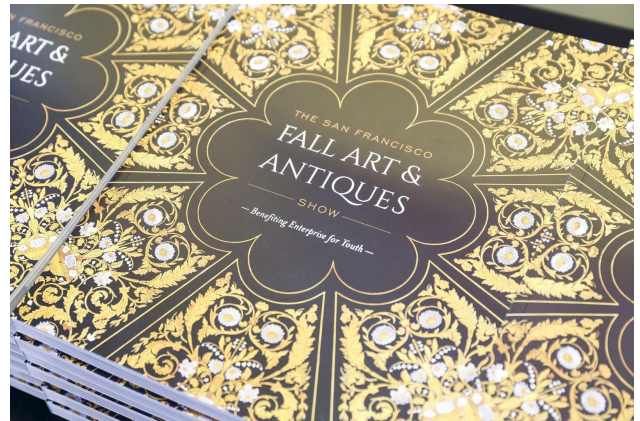
A beautifully designed 250-page book, printed on high-quality paper. Distributed to all attendees, it is a coveted item that many people keep and collect each year.

### DEMOGRAPHICS\*

- Age
  - 18-39: 10%
  - 40-65: 56%
  - 65+: 34%
- Education
  - College: 44%
  - Graduate: 45%
  - PhD: 7%
- Property owners: 82%
  - Own multiple properties: 40%
- Household Income
  - over \$500k: 17%
  - \$300 - \$499k: 16%
  - \$100 - \$300k: 44%
- 61% Female; 38% Male
- San Francisco residents: 47%
- Art & antiques collectors: 83%
  - Collecting for over 10 years: 83%
  - Typically purchase at over \$5k: 48%
- Members of cultural institution (museums, opera, ballet, etc.): 81%

### ATTENDANCE

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



*\*Results based on a 2019 survey of attendees*