

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*