



# Demographic Profiles 2016

Bohemian total adults: 72,522  
Pacific Sun total adults: 75,987

Nielsen Scarborough, San Francisco, CA \*

## General Demographics      Lifestyle      Food & Drink      Entertainment

**Bohemian:**

Men	57%
Women	43%
Gen Y 18-29	9%
Gen X 30-49	28%
Boomers 50-69	40%
Average Age	49
HH Income	
Earn 50K +	55%
Earn 75K +	45%
Earn 100K +	33%
Earn 150K +	19%
Earn 250K +	10%
Mean HH income	\$90K
Homeowners	50%
Mean home market value of home owned	\$831K
Post Graduate	17%
College Graduate	31%
Management, business and financial operations or professionals and related occupations	41%

**Pacific Sun:**

Men	33%
Women	67%
Gen Y: 18-29	4%
Gen X: 30-49	23%
Boomers: Adults 50-69	47%
Silent Gen: Adults 70+	26%
Average Age	57
HH Income	
Earn 50K +	70%
Earn 75K +	59%
Earn 100K +	46%
Earn 150K +	24%
Earn 250K +	11%
Mean HH income	\$110K
Homeowners	60%
Mean home market value of home owned	\$1 million
Post Graduate	18%
College Graduate	49%
Management, business and financial operations or professionals and related occupations	42%

**Bohemian:**

Adult Continuing Education	17%
Basketball	4%
Bicycling - Mountain Biking	21%
Boating	15%
Bowling	6%
Camping	23%
Fishing	8%
Gardening (Flowers Or Vegetables)	63%
Golf	1%
Grilling	36%
Hiking - Backpacking	47%
Hunting	7%
Jogging - Running	10%
Lawn Care	28%
Photography	45%
Riding Personal Watercraft	0%
Scuba Diving - Snorkeling	12%
Sewing - Crafts	38%
Snow Skiing - Snowboarding	4%
Softball - Baseball	4%
Swimming	18%
Tennis	2%
Volunteer Work	38%
Yoga - Pilates	27%

**Pacific Sun:**

Adult Continuing Education	19%
Basketball	12%
Bicycling	39%
Boating	10%
Bowling	13%
Camping	23%
Fishing	11%
Football	2%
Gardening	71%
Golf	19%
Grilling	37%
Hiking	45%
Jogging - Running	21%
Lawn Care	28%
Photography	30%
Riding Personal Watercraft	5%
Scuba Diving - Snorkeling	15%
Sewing	20%
Snow Skiing - Snowboarding	8%
Soccer	5%
Softball - Baseball	7%
Swimming	38%
Tennis	16%
Volunteer Work	40%
Yoga - Pilates	26%

**Bohemian:**

Dines Out	
Chinese	6%
Coffee House/Bar	26%
Ice Cream/Yogurt Shop	10%
Italian	28%
Mexican	48%
Asian	22%
Pizza	60%
Seafood	18%
Sports Bar	12%
Steakhouse	6%
Upscale Restaurant	29%
Domestic Beer	44%
Imported Beer	31%
Microbrew/Craft Beer	24%
Hard Cider	7%
Blush or Rose Wine	1%
Champagne or Sparkling Rose	28%
Red Wine	49%
White Wine	45%

**Pacific Sun:**

Dines Out	
Chinese	26%
Coffee House/Bar	28%
Ice Cream/Yogurt	25%
Italian	39%
Mexican	37%
Other Asian	32%
Pizza	29%
Seafood	24%
Sports Bar	5%
Steakhouse	7%
Upscale Restaurant	37%
Domestic Beer	33%
Imported Beer	32.2%
Microbrew/Craft Beer	23.5%
Hard Cider	4%
Blush or Rose wine	9%
Champagne or Sparkling Wine	13%
Red Wine	54%
White Wine	47%

**Bohemian:**

Art Festival	23%
Art Museum	32%
County Fair	18%
Dance Or Ballet Performance	8%
Wine Festival	17%
County Fair/Festival	33%
Live Theatre	24%
Bars & Nightclubs	19%
Rock/Pop Concert	19%
Opera/Symphony/Jazz/Blues/Etc	14%
Other Music Festival	44%
Professional Sports Event	37%
Paid Ticket Music Concert	27%
Theme Parks	6%

**Pacific Sun:**

Arts Festival	32%
Arts Museum	53%
County Fair	30%
Dance or Ballet Performance	20%
Wine Festival	14%
County Fair/Festival	14%
Comedy Club	6%
Live Theatre	52%
Bars /Pop Concert	21%
Opera/Symphony/Jazz/Blues/Etc.	19%
Other Music Concerts	28%
Professional Sports Events	63%
Paid Ticket Music Concert	28%
Theme Parks	26%

**BOHEMIAN**

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**PacificSun**

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\* Survey adults 18+/cell phone = 20 minutes • Mailed/internet self-administered = 30 minutes