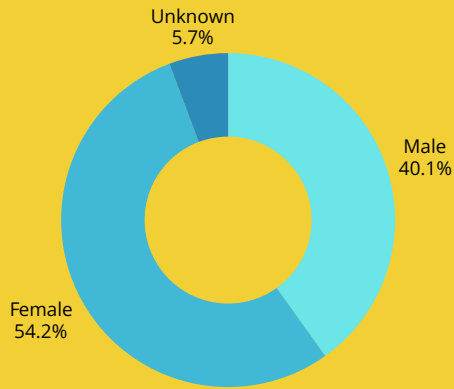




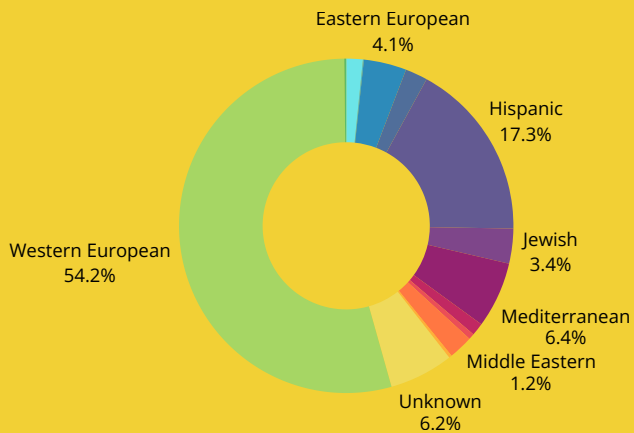
# Demographic Report San Diego Theatres

# Individual Characteristics



## Gender

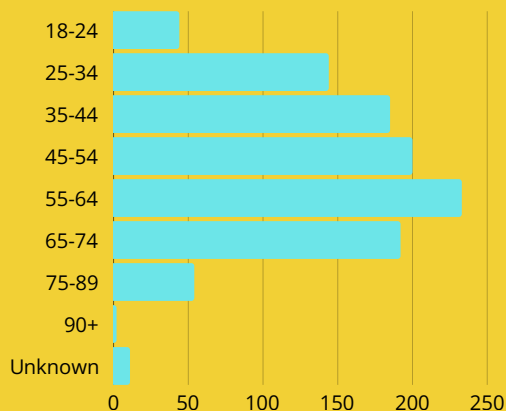
Of the matched individuals, 606 (54.2%) individuals in the matched audience were female, with 449 (40.1%) being identified as male.



## Ethnic Groups and Language

A majority of the matched audience for this performance series skews Caucasian/White (Non-Jewish), with 58.1% recorded between Western European, Eastern European, and Scandinavian. The second-most identified demographic was Hispanic at 17.3%.

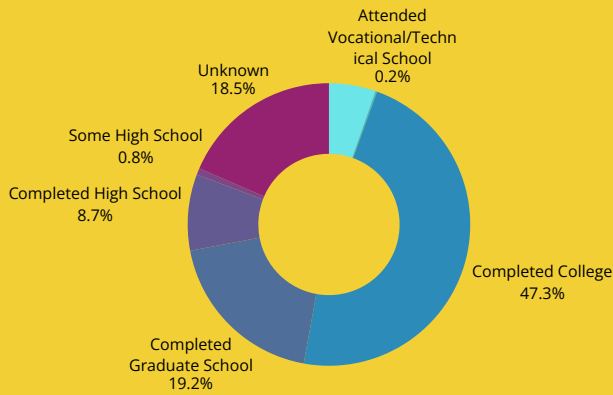
While English was the dominant primary language in households, Spanish was the second-most spoken primary language (12.4%, 71.2% of the matched Hispanic audience).



## Age

The largest matched audience group fell between the ages of 55 and 64, though San Diego Theatres generally saw healthy representation across the most likely age groups for this kind of performance.

# Education & Employment



## Education

66.5% of the matched audience were likely to have completed at least a bachelor's degree in college, with a lower representation (42.1%) of men in this audience group completing college or graduate school compared to women (57.63%).

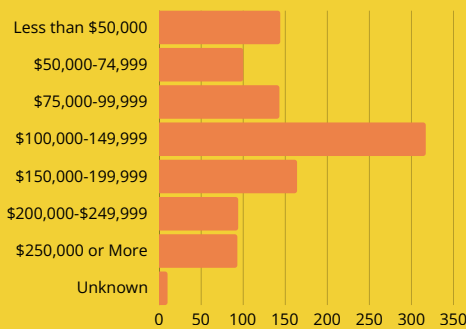
Education for this audience group coincided with generally higher salaries, with over 70% of college-educated individuals having salaries over \$100,000 compared to individuals who never attended college (around 52%).

## Top 5 Occupation Groups

- #1 Administration/Managerial - 170 (15.96%)
- #2 Professional/Technical - 105 (9.86%)
- #3 Clerical/White Collar - 43 (4.04%)
- #4 Medical Professional - 42 (3.94%)
- #5 Educator - 24 (2.25%)

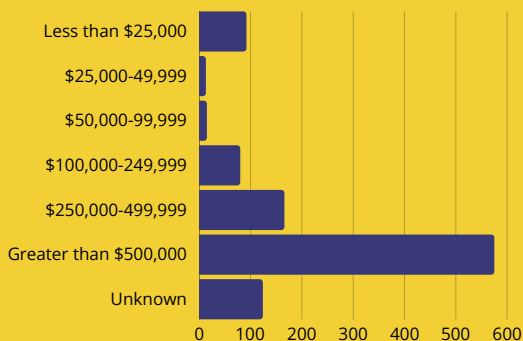
## Top 5 Occupations

- #1 President - 60 (5.63%)
- #2 Administration/Managerial - 58 (5.45%)
- #3 Manager - 17 (1.60%)
- #4 Homemaker - 16 (1.50%)
- #5 Nurse (Registered), Principal/Dean/Educator - 14 Each (1.31%)



## Annual Income

A majority of individuals make more than \$100,000, with the two most common salary bands being \$100-149k (29.8%) and \$150-199k (15.4%). Most of individuals in this realm are focused between the ages of 50 and 65.



## Net Worth

The majority of this matched audience has a net worth of \$500,000 or more. Out of the 575 individuals within that net worth range, 448 (77.91%) were identified as homeowners in the probability model, with 444 having an estimated home value above \$499,000.