

THE MARKETPLACE



THE PRESS DEMOCRAT

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DYNAMIC MARKETPLACE

The Sonoma County economy consist of three main drivers



Wine & Food

World-class wineries, restaurants,
local growers, sophisticated tastes



Visitor & Local Tourism

Sonoma County is a leader in destination spending



Technology & Innovation

Quality of life, expansion plans, diversified industries digital arts,
green technology, bio-tech and others with high productivity

Controlled population growth means
market share must come from the
EXISTING LOCAL POPULATION.

2008 Population

470,475

2013 Est. Population

476,717



**Just 1.3%
growth!**

2008 Households

180,353

2013 Estimated Households

185,016



**Just 2.6%
growth!**

Source: DemographicsNow.com 2008

INFLUENTIAL. AFFLUENT. EDUCATED. ACTIVE. **ACCESSIBLE.**

Sonoma County is home to successful, well-educated people who enjoy the finer things in life.

<u>GENDER</u>	
Female	53%
Male	47%
<u>STATUS</u>	
Married/partnered	51%
Single	49%
<u>CHILDREN AT HOME</u>	
Yes	38%
No	62%
<u>DIVERSE</u>	
Caucasian	75%
Hispanic	18%
<u>MATURE</u>	
18-34	28%
35-49	31%
50-64	26%
65+	15%
<u>AFFLUENT</u>	
Less than \$50K	35%
\$50-\$100K	29%
\$100K+	37%
<u>EDUCATED</u>	
High School Graduate	24%
Some College	41%
College Graduate	27%

Source: American Opinion Research. 2008; Base Sonoma County: Adults 18+

SURVEY METHODOLOGY

Research Company:	American Opinion Research
Area Covered:	San Francisco DMA
Survey Conducted:	Conducted between February - April 2008
Sample Size:	800 Telephone Interviews - Sonoma County 5,767 Telephone Interviews - SF DMA
Respondents:	Men and Woman ages 18 and older
Sample Tolerance:	Unweighted totals less than 50 are unstable and have been removed from presentation data
Data Presentation:	The number in the survey are projected from sample numbers and rounded to the nearest hundred. Because of this, number do not always add to the total market figures, and percentages do not add exactly to 100%. The number in tables are intended to represent the relationship of the categories in proportion to the total market.