Market Snapshot

SAN FRANCISCO

Market Overview

Effectv's San Francisco DMA consists of 23 geographic zones across the Bay Area. With television and digital video advertising solutions, you can engage viewers on high-quality content, wherever and whenever they watch, across all screens and devices (mobile, desktop, tablet, etc.). Whether advertising locally or across the entire market, access over 50 TV and digital networks like HGTV, Discovery Channel, ESPN, and TLC, as well as cable news and sports that feature hometown favorites like the San Francisco Giants, Oakland A's, Golden State Warriors, Oakland Raiders, 49ers, and much more.

Audience

With over a thousand audience attributes available, based on sources including **Comcast viewership data**, **Experian demographic data**, **and Polk automotive data,** Effectv can help your message reach the right audience effectively and efficiently. The San Francisco audience is comprised of*:

Gender

Female	50%
Male	50%

Age

17 and under	21%
18-34	24%
35-54	28%
55+	27%

College Education

Attended/ Graduated/Post Graduate	72%

Race/Ethnicity

White	52%
Asian	26%
Black/ African American	6%
Other	17%
Hispanic	24%

HH Income

$30K-$49,999	8%
$50K-$74,999	13%
$75K-$99,999	11%
$100K+	49%

Marital Status

Single (Never Married)	34%
Married	51%
Divorced/ Separated/ Widowed	16%

Home Ownership

Owner Occupied Units	53%
HH with Children	32%

*Source:2018 American Community Survey; aggregated to the Designated Market Area (DMA). Generated in Esri ArcGIS. Note: Marital Status Base = Adults 15+, Education Base = Adults 25+. Percentages may not add to 100% due to rounding.

For more information, please visit www.Effectv.com/SanFrancisco

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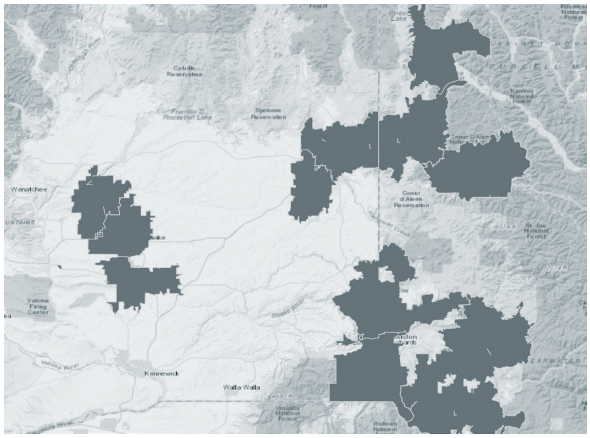
Your Local Advertising Partners



With Effectv's multiscreen advertising solutions, you have the flexibility to reach the full market or target specific cities or neighborhoods based on the unique needs of your business.

Audiences Watch More Cable in San Francisco

Average Time Spent by Network Category**

Cable	Broadcast
61%	39%

The Effectv Difference

Our audience-first approach is designed to maximize your results.

Find
We use insights from data to find the potential customers most likely to be interested in your product or service.

Target
We target your audience and deliver ads across screens by content, geography, and addressability.

Report
We report results, so you can optimize ongoing campaigns and plan more efficient future campaigns.

Prove
We analyze the results to show the impact the campaign had on your business.

**Source: Comcast Viewership Data from Aggregated Linear Viewing by Network Type. Q4 2019. Broadcast defined as NBC, CBS, FOX, ABC. Cable defined as Effectv Insertable Networks.

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