

Role Profile: San Francisco Chronicle (Journalist)

San Francisco Chronicle

For the sake of the class I will be playing the role of Jennifer Gollan, a San Francisco Chronicle Investigative Reporter.

- Some prominent issues covered by the San Francisco Chronicle:
 - Politics, economy, climate, crime, education, tech industry trends, local news, national news, breaking news.
- # of active print and/or digital subscriptions
 - About 130,000 Digital replica subscriptions and about 20,000 “non-replica” digital subscriptions (about 159,000 total).
 - The average print circulation is 35,000 copies.
- Constituents Identities
 - Most of the San Francisco Chronicles audience consists of San Francisco Bay and Northern California residents.
- Constituent Profile: Economics
 - **Prominent industries** include technology and artificial intelligence, agriculture, tourism (like major events and job creation), and healthcare (medical research & biotech).
 - **Unemployment rate:**
 - San Francisco - 3.9%
 - Northern California - 6.0%

- **Medium Household Income:**

Northern California - \$109,700

San Francisco Bay Area - \$126,450

- **Poverty rate:**

San Francisco Bay Area - 16.3%

Northern California Region - 17.5%

● **Demographics (of San Francisco County)**

Population: San Francisco County has a population of 826,079 while the San Francisco Bay Area has a population of about 7.7 million.

- **Population by Race/Ethnicity**

White: 48.9%

Black: 5.7%

American Indian and Alaska Native: 2.0%

Asian: 36.3%

Native Hawaiian and Other Pacific Islander: 0.5%

Two or More Races: 6.7%

Hispanic or Latino, percent: 17.3%

White alone, not Hispanic or Latino: 36.6%

- **Population by Age and Sex**

Persons under 5 years: 3.9%

Persons under 18 years: 13.1%

Persons 65 years and over: 18.8%

Female persons: 49.1%

- Population by Income

Median households income 2020-2024: \$140,970

Per capita income in past 12 months 2020-2024: \$92,289

Persons in poverty: 11.3%

- Urban/Rural Breakdown:

San Francisco is 100% urban. Across the Bay Area there are small areas that are suburban and rural. Northern California, by geography, is most rural, forested, or agricultural, however most of the population in Northern California lives in metropolitan areas like the San Francisco Bay and Sacramento areas.

• Politics (San Francisco County)

- Partisan voter registration

Total Registered: 501,109

Democratic: 318,286

Republican: 34,890

Independent: 9,854

- % voted Democrat/Republican in 2020, 2016, 2012

2020

Democrat: 85.26%

Republican: 12.72%

2016

Democrat: 84.47%

Republican: 9.23%

2012

Democrat: 83.4%

Republican: 13.01%

- **3 specific issues that are important to your constituents**

1. The Homelessness and Fentanyl Crisis
2. The Housing Affordability Crisis
3. Public Safety

- **Constituents' general positions** on economic, social, and environmental issues

The San Francisco Chronicle constituents are usually aligned with the democratic party based on the areas demographics and previous voting over the years.

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