

09/15/2025

Poli-109

## Role Profile for San Francisco Chronicle

### ***Part 1: Organizational Profile***

-Journalist: Greg Griffin

- Name of newspaper
  - San Francisco
- Prominent issues covered by your newspaper
  - Housing crisis and Homlessness
  - Fentanyl crisis
  - Local Politics
  - Tech industry
  - Climate Change
  - Bay Area Economy
  - Post pandemic recovery
  - [fchronicle.com/file/210/2/2102-SFChronNewsroom%20Overview.pdf](https://www.sfchronicle.com/file/210/2/2102-SFChronNewsroom%20Overview.pdf)
- #of active print and/or digital subscriptions
  - <https://www.hearst.com/newspapers/san-francisco-chronicle>
  - 6 million users monthly
  - Largest newspaper in Northern California
  - 2<sup>nd</sup> largest in the west coast (behind LA times)
- Identify Constituents:
  - What regions of the state have the highest concentrations of your target audience
    - Bay area
    - San Francisco county residents

### ***Part 2: Constituent Profile***

- Economics
  - Prominent industries
    - Health services
    - Professional
    - Financial activities
    - Transportation
    - Hospitality
    - Technology
    - Construction
    - <https://www.sfchronicle.com/bayarea/article/sf-job-market-18138022.php>

- Unemployment rate, income levels, poverty rate, etc.
  - Unemployment rate
  - 4.4% as of August 2025
  - <https://fred.stlouisfed.org/series/CASANF0URN>
  - Low-income (single person) - 109,700 annually
  - Median income (single person)- 186,600 annually
  - <https://www.sf.gov/find-your-area-median-income-ami-level>
  - Poverty rate 13.2%
  - <https://www.pplic.org/publication/poverty-in-california/>
- Demographics
  - Population, and population breakdowns by race, ethnicity, age, income, etc
    - SF COUNTY population 873,965
      - Race and ethnicity
      - White: 45.88%
      - Black or African American: 5.93%
      - American Indian and Alaska native: 0.82%
      - Asian: 37.64%
      - Native Hawaiian and another Pacific Islander alone: 0.44%
      - Some other race alone: 9.29%
      - Hispanic or Latino (of any race): 15.6%
      - Ethnicity
      - 5 to 14yrs: 7.3%
      - 15 to 17yrs: 2.3%
      - Under 18yrs: 13.5%
      - 18 to 24yrs: 6.5%
      - 21 years and over: 84.2%
      - 60 years and older: 22.9%
      - 75 years and over: 6.9%
      - Education 25 years or older
      - Highschool or equivalent degree: 10.6%
      - Some college no degree: 12.1%
      - Associate's degree: 5.2%
      - Bachelor's degree: 35.2%
      - Graduate or professional degree: 25.7%
      - [https://data.census.gov/profile/San\\_Francisco\\_County,\\_California?g=050XX00US06075#education](https://data.census.gov/profile/San_Francisco_County,_California?g=050XX00US06075#education)
  - Urban/ rural breakdown
    - 99.6% urban
    - 0.4% rural
    - <https://stacker.com/stories/california/most-rural-counties-california>
- Politics

- Partisan voter registration
  - (SF county registration)
  - Total individuals registered to vote for 2024 general election  
506,211 (76.32% of eligible voters)
  - Democrat: 322,290 individuals 63.67%
  - Republican: 38,295 individuals 7.57%
  - <https://elections.cdn.sos.ca.gov/ror/123day-gen-2024/county.pdf>
- % voted Democrat/Republican in 2020,2016,2012
  - *2020 Election*
    - 62.61% voted Democrat (319,508)
    - 6.48% voted Republican (33,057)
    - <https://elections.cdn.sos.ca.gov/ror/123day-gen-2020/county.pdf>
  - *2016 Election*
    - 85% voted Democrat (345,084)
    - 9.3% voted Republican (37,688)
    - <https://elections.cdn.sos.ca.gov/sov/2016-general/sov/17-presidential-formatted.pdf>
  - *2012 Election*
    - 83.4% voted Democrat (301,723)
    - 13.01% voted Republican (47,076)
    - <https://sfelections.org/results/20121106/index.html>
- 3 specific issues that are important to your constituents
  - 1) Housing
    - Affordable housing in San Francisco County is not a real thing. The average median price for a home is \$1,637,380. Average rent in SF county is \$3,565 per month. Getting affordable housing is the Bay's number 1 concern.
    - [https://chpc.net/wp-content/uploads/2024/05/San-Francisco\\_Housing\\_Report.pdf](https://chpc.net/wp-content/uploads/2024/05/San-Francisco_Housing_Report.pdf)
  - 2) Homelessness
    - San Francisco has the highest homelessness rate in the United States. Just about 92 per 10,000 residents in the city are homeless, many locals are concerned about ways to help the high homeless population.
    - <https://www.sf.gov/sites/default/files/2023-07/2023%20Homelessness%20Benchmarking%20Report.pdf>
  - 3) Safety
    - Property crime is a major problem for residents in San Francisco County. *Smash and grabs* are notorious in the city steering away major tourism, causing harm to hospitality market and business owners. SF Chronicle has a car break in tracker, that is updated in real time, to prevent property theft.
    - <https://www.sfchronicle.com/projects/sf-car-breakins/>

- <https://www.ppic.org/publication/crime-after-proposition-47-and-the-pandemic/>
- Constituents' general positions on economic, social and environmental issues
  - Economic issues
    - Economic inequality
    - The racial wage gap in the Bay area is a very prominent issue that has only grown with inflation.
    - <https://www.bayareaeconomy.org/files/pdf/RacialEquityInBayArea-Mar2024-Web.pdf>
    - <https://www.sfchronicle.com/sf/article/income-inequality-San-Francisco-17462495.php>
    - Ways to bring the economy up in downtown. Since the Pandemic and the rise of work from culture, major cooperation in downtown left the city, leaving empty office buildings.
    - <https://www.newyorker.com/magazine/2023/10/23/what-happened-to-san-francisco-really>
  - Social issues
    - San Francisco city has been a social movement hotspot for years. With social movements such as LGBTQ+, Civil rights, Anti-War movements taking life in the city, SF has historically been more progressive and left leaning with social issues.
    - <https://www.sfchronicle.com/entertainment/article/pride-parade-lgbtq-sf-20381896.php>
  - Environmental Issues
    - Many residents are concerned about Climate Change, SF being a peninsula rising sea levels threaten the city. Activism about climate change isn't shy in the city, with organizations like Save the Bay advocating for better environmental policies
    - <https://www.axios.com/local/san-francisco/2025/04/10/climate-change-anxiety-attitudes-sf>
    - <https://savesfbay.org/advocate/#:~:text=San%20Francisco%20Bay-,Stormwater%20Runoff,the%20needs%20of%20the%20future.>

