

CORNER CAFÈ  
WITH  
SOARING CEILINGS  
FOR LEASE

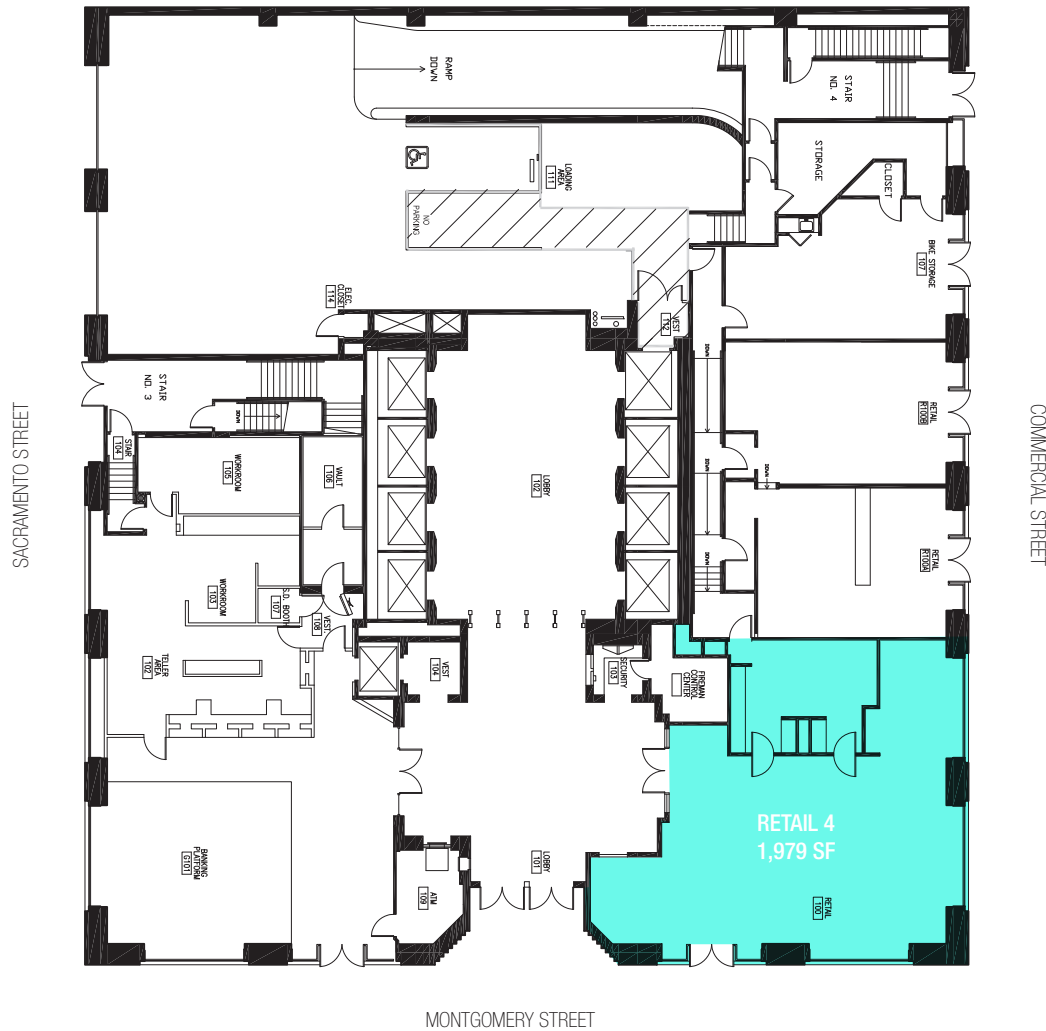
505  
MONTGOMERY

SAN FRANCISCO, CA



CBRE





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# DEMOGRAPHICS:

## San Francisco's Dominant Demographic Tapestry Segment

### Laptops and Lattes

We're **affluent, well-educated** singles and partner couples who love life in the **big city** and hold professional positions in **business, finance, legal, computer, and entertainment**. Most of us don't own a home or a vehicle; we rent apartments close to amenities, and either work from home or walk, bike, and take public transportation to get around. We're cultivating our nest-eggs instead of feathering our nests, investing in mutual funds and contributing to our retirement plans. **Physical fitness** is a priority, so we **exercise regularly**, pay attention to **nutrition**, and buy organic food at high-end grocers. Regular expenses include nice clothes, traveling, and treating ourselves to lattes at Starbucks or treatments at spas. Laptops, cell phones, and iPads are always on so we can stay connected. Leisure time is filled with visiting art galleries and museums; attending the theater, opera, and rock concerts; reading books and newspapers electronically; and going to bars and clubs.



**594,465**

Employees in  
San Francisco

**56,109**

Employees  
within 0.25 miles

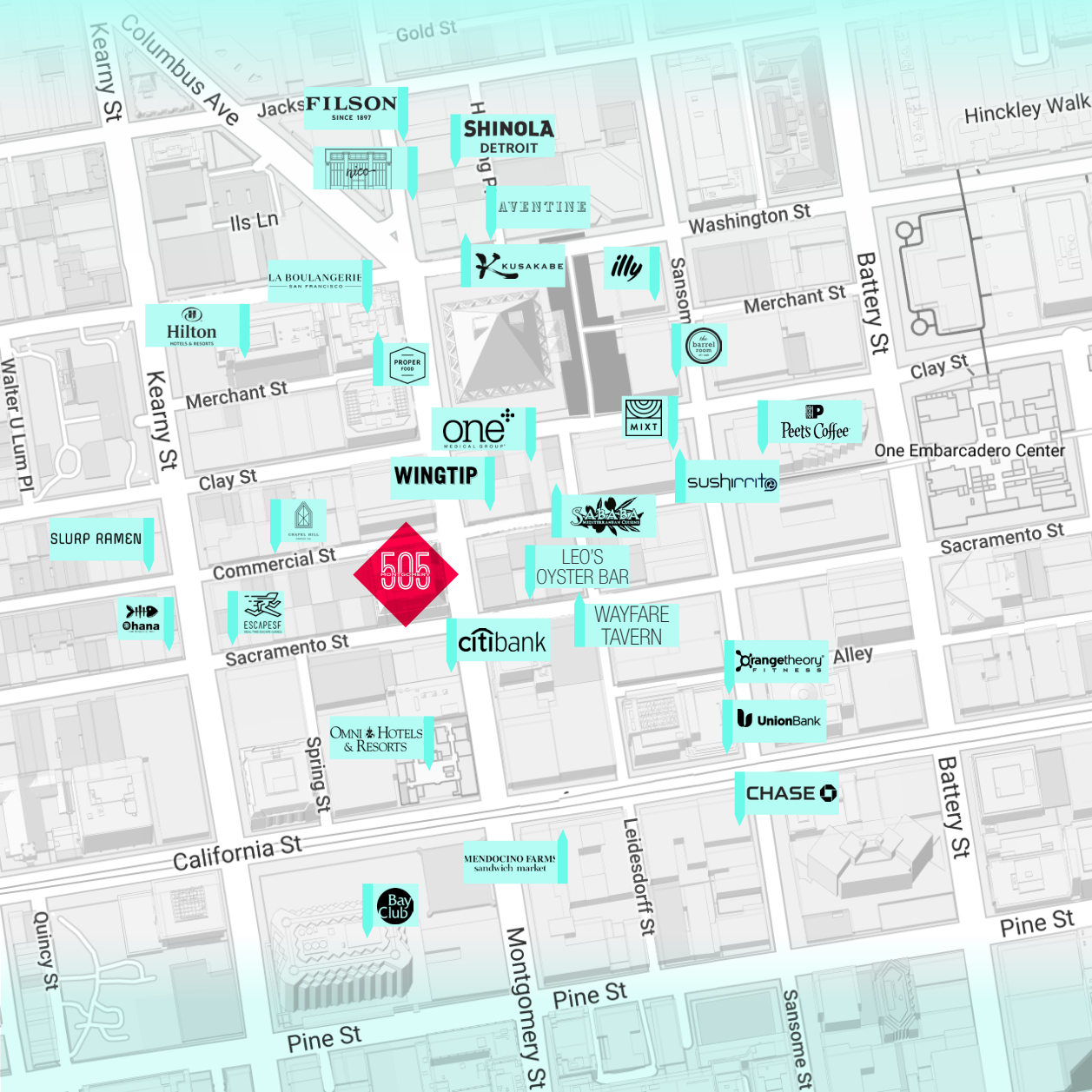
**156,936**

Employees  
within 0.5 miles

**266,640**

Employees  
within 1 mile





**For more  
details,  
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