

SAN FRANCISCO ECONOMIC INDICATORS

LABOR FORCE

Total Population	2009 Year
San Francisco County**	824,525
San Francisco Bay Area*	6,253,149
San Francisco County Labor Force	441,800
San Francisco Bay Area Labor Force*	3,147,600
In-Bound Bay Area Commuters to SF in Year 2000	265,291
Total Bay Area Jobs	3,753,670

Sources: U.S. Census 2007, California Employment Development Department, and Metropolitan Transportation Commission, State of California, Department of Finance, E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change — January 1, 2007 and 2008. Sacramento, California, May 2008.

* The San Francisco Bay Area includes the following counties: Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara.

** 2008 Figure

Unemployment Rate	Dec-09	Dec-08	% Change
San Francisco*	9.4%	6.5%	2.9%
California	12.1%	9.1%	3.0%
United States (seasonally adjusted)	10.0%	7.4%	2.6%

Source: U.S. Department of Labor: Bureau of Labor Statistics
*includes San Mateo-Redwood City

Consumer Price Index	Dec-09	2009 Average
San Francisco*	224.239	224.395
California	224.349	224.11
United States	215.949	214.537

Note: The years 1982-1984 equal the base value of 100
Source: State of California Department of Industrial Relations
*Includes San Francisco-Oakland-San Jose

Population Density	San Francisco	Bay Area
Land Area (square mile)	47	6,923
Persons per square mile	16,635	1,005

Source: U.S. Census 2006 and the Association of Bay Area Governments

Median Household Income	Year 2007
San Francisco County	65,519
California	58,361

Source: U.S. Census Bureau: American Community Survey 2007

Major Industry Employment for San Francisco County	Total Employees December 2009	Workforce	
		December 2009	Mean Annual Wage Estimate
Retail Trade	88,900	8.93%	55,546
Professional and Business Services	199,300	20.02%	85,175
Financial Activities	81,400	8.18%	82,304
Trade, Transportation & Utilities	152,300	15.30%	41,751
Manufacturing	40,100	4.03%	36,410
Leisure and Hospitality	119,300	11.99%	35,188
Education and Health Services	108,700	10.92%	80,664
Information	37,000	3.72%	93,359
Construction	34,800	3.50%	60,060
Government	133,600	13.42%	59,185

Source: State of California Employment Development Department, California Labor Market Information

Education Level	San Francisco County	California	United States	Number in		
				2008	2007	
Training Beyond High School	84.9%	80.1%	84.1%	San Francisco	6625*	1,806
Less than High School Diploma	14%	15%	16%	New York	1317	1193
High School Diploma	15%	17%	30%	Atlanta	507	471
Some College/AA Degree	6%	7%	17%	Washington, D.C.	N/A	350
Bachelor Degree	30%	27%	17%	Chicago	1006	900
Graduate Degree	18%	15%	10%	Philadelphia	251	259
				Houston	1239	1325
				Detroit	36	47
				Los Angeles	760	764
				Boston	495	458
				Austin	2189	2001
				California	N/A	22,888
				United States	N/A	184,377

Source: U.S. Census Bureau, ACS 2007

Source: U.S. Department of Commerce, Patent and Trademark Office
N/A Not Available
*Also includes San Jose

Commercial Sector (3Q09)

Office Space	Number of Buildings	Total Sq. Ft. Available	Overall Vacancy Rate	Direct Wtd.Avg. Class A Rental Rate*
SF County 4th Quarter 2008				
NOMA Financial District	112	26,006,324	15.8%	\$38.69
SOMA Financial District	98	22,032,963	10.9%	\$38.40
CBD Total	210	48,039,287	13.5%	\$38.57
Jackson Square	24	1,369,168	19.5%	\$31.64
North Waterfront	31	2,394,975	16.0%	\$31.11
South Beach/Rincon Hill	29	2,387,582	15.1%	\$35.04
San Francisco South of Market	45	5,366,228	31.1%	\$34.45
West of Kearney Street	9	703,735	13.0%	\$25.15
Union Square	59	4,126,582	11.2%	\$28.04
Potrero Hill/Inner Mission	22	1,831,996	18.3%	\$24.18
The Presidio	7	995,955	23.5%	N/A
Mission Bay	4	1,006,272	48.1%	N/A
Van Ness Corridor	34	4,384,883	8.8%	\$28.03
Non-CBD Total	264	24,567,376	19.0%	\$31.57
San Francisco Total	474	72,606,663	15.4%	\$37.27

*sf/year
source: CUSHMAN&WAKEFIELD

Residential Housing Sector

Rental Housing	San Francisco
% of Households Who Rent	61%
Vacancy Rate	10%

Source: U.S. Census, 2006

Home Ownership	San Francisco
% Households Who Own	38%
Median Home Price	\$616,500

Source: U.S. Census 2006, DataQuick September 2008

Rental Rate Averages (2007-Present)	
Average Rent - Studio	\$1,471
Average Rent - One Bedroom	\$1,988
Average Rent - Two Bedroom	\$2,824
Average Rent - Three Bedroom	\$3,359
Average Rent - Four Bedroom	\$4,064

Source: SF rent Stats

Housing Occupancy	Estimate 2008
Total housing units	365,050
Occupied housing units	347,916
PCT Vacant	4.69
Persons per household	2.37

Source: State of California Employment Development Department, California Department of Finance, May 2009

TRANSPORTATION

Airport Activity (SFO)	Nov-09	Nov-08	% Change	2009 Year	2008 Year	% Change
Total Passengers	2,979,513	2,751,947	8.3%	34,369,898	34,431,679	-0.2%
Total Cargo in Metric Tons	35,343	34,186	3.4%	370,519	460,807	-19.6%
Total Air Carrier	22,699	21,603	5.1%	257,441	261,563	-1.6%

Source: San Francisco International Airport

Commute Patterns	SF County	SF CMSA*
Drive Alone	40.5%	63.1%
Carpool	7.7%	10.4%
Public Transportation	30.2%	13.6%
Other Means	4.3%	2.9%
Work at Home	7.6%	5.8%
Walked	9.6%	4.0%
Mean Travel Time to Work	29.0 minutes	29.3 minutes

Source: U.S. Census 2006

*includes Fremont and San Jose

* The San Francisco Bay Area includes the following counties: Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Sonoma, Napa, and Solano

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ARTS AND CULTURAL SNAPSHOT

Venues in San Francisco	Number of Venues
San Francisco Museums	18
Nightlife (comedy, dance, clubs, sports)	654
Visual Arts	285
Performing Arts (San Francisco only)	121
# of Seats in performance venues	20,226
First-Run Movie Theaters	29
Restaurants	3,946
Bars, Taverns & Lounges	387

Sources: San Francisco Grants for the Arts, San Francisco Arts Commission, the Business Arts Council; Golden Gate Restaurant Assn. www.citysearch.com; www.yahoo.com

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