

## 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

Major Industry Employment for San Francisco County	Workforce		
	Total Employees December 2009	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
Training Beyond High School	84.9%	80.1%	84.1%
Less than High School Diploma	14%	15%	16%
High School Diploma	15%	17%	30%
Some College/AA Degree	6%	7%	17%
Bachelor Degree	30%	27%	17%
Graduate Degree	18%	15%	10%

Source: U.S. Census Bureau, ACS 2007

Patents Issued	Number in	
	2008	2007
San Francisco	6625*	1,806
New York	1317	1193
Atlanta	507	471
Washington, D.C.	N/A	350
Chicago	1006	900
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. Department of Commerce, Patent and Trademark Office

N/A Not Available

\*Also includes San Jose

**San Francisco Office Space (4Q09)**

Office Space				Avg Class A		
SF County 4th Quarter 2009	Net Rentable area	Total Vacancy %	Total Availability %	Direct Asking Rate	Q4 Net Absorption	YTD Net Absorption
NOMA Financial District	27,091,008	15.5%	20.2%	\$34.50	88,958	(846,409)
SOMA Financial District	21,165,368	10.8%	14.8%	\$34.00	(25,563)	(48,086)
<b>CBD Total</b>	<b>48,256,376</b>			<b>\$34.25</b>	<b>63,395</b>	<b>(894,495)</b>
Jackson Square/North Waterfront	4,837,695	17.5%	20.8%	\$31.00	12,612	(316,739)
South Beach/Rincon Hill	2,721,511	11.5%	16.0%	\$34.50	36,115	(56,657)
San Francisco South of Market	2,729,010	17.6%	42.5%	\$28.00	4,500	(83,995)
Yerba Buena	3,316,424	22.2%	37.7%	\$31.00	8,792	(244,759)
Union Square	3,765,705	12.5%	15.1%	\$31.00	12,031	(160,429)
Potrero Hill/Inner Mission	2,088,242	14.8%	18.6%	\$28.00	(13,186)	(68,969)
Multimedia Gulch (E of I-80)	3,406,757	26.5%	31.3%	\$33.00	(152,877)	(234,804)
Mission Bay	2,261,508	22.3%	23.2%	\$34.00	20,609	142,334
Van Ness Corridor	3,156,141	11.4%	30.4%	\$27.00	15,871	(44,530)
<b>San Francisco Total</b>	<b>76,539,369</b>	<b>14.9%</b>	<b>20.9%</b>	<b>\$31.45</b>	<b>7,862</b>	<b>(2,857,538)</b>

\*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

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

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

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

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

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

## 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](http://www.citysearch.com); [www.yahoo.com](http://www.yahoo.com)

Updated  
Jan-10