

SAN FRANCISCO ECONOMIC INDICATORS

LABOR FORCE

Total Population	2008 Year	Population Density	San Francisco	Bay Area
San Francisco County	824,525	Land Area (square mile)	47	6,923
San Francisco Bay Area	6,253,149	Persons per square mile	16,635	1,005
San Francisco County Labor Force*	454,600			
San Francisco Bay Area Labor Force	3,207,695			

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

Sources: U.S. Census 2008, 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.

* 2010 Figure

Unemployment Rate	Jan-10	Jan-09	% Change	Annual Average Pay	Year 2008
San Francisco*	10.3%	8.0%	2.3%	San Francisco County	75,513
California	13.2%	9.7%	3.5%	California	51,487
United States (seasonally adjusted)**	9.7%	8.2%	1.5%		

Source: U.S. Bureau of Labor Statistics

Source: U.S. Department of Labor: Bureau of Labor Statistics

**includes San Mateo-Redwood City*

***Feb data, number unchanged from jan-10 to feb-10*

Consumer Price Index	Jan-10	Dec-09	Inflation	2009 Average
San Francisco*	N/A	224.239	N/A	224.395
California	N/A	224.349	N/A	224.11
United States	216.687	215.949	0.34	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*

Major Industry Employment for San Francisco Metro Divison	Total Employees January 2010	% of Workforce January 2010	Mean Annual Wage Estimate
Retail Trade	87,500	8.88%	\$55,546
Professional and Business Services	190,800	19.37%	\$85,175
Financial Activities	78,000	7.92%	\$82,304
Trade, Transportation & Utilities	147,900	15.01%	\$41,751
Manufacturing	36,000	3.65%	\$36,410
Leisure and Hospitality	116,700	11.85%	\$35,188
Education and Health Services	104,600	10.62%	\$80,664
Information	38,900	3.79%	\$93,359
Construction	31,600	3.21%	\$60,060
Government	132,000	13.40%	\$59,185
Life Science	21,100	2.14%	\$82,100

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	2008	Number in 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)
CBD Total	48,256,376			\$34.25	63,395	(894,495)
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)
San Francisco Total	76,539,369	14.9%	20.9%	\$31.45	7,862	(2,857,538)

*sf/year

source: CB Richard Ellis

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	\$629,000

Source: U.S. Census 2006, Cal EDD

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 2008

TRANSPORTATION

Airport Activity (SFO)	Jan-10	Jan-09	% Change YTD	2008 Year	2009 Year	% Change
Total Passengers	2,796,566	2,634,218	6.2%	37,402,541	37,453,634	0.1%
Domestic	2,121,484	1,962,582	8.1%	28,103,031	28,903,104	2.8%
International	652,882	671,636	-2.8%	8,963,784	8,321,146	-7.2%
Total Cargo in Metric Tons	31,654	28,986	9.2%	492,195	408,102	-17.1%
Total Air Carrier	30,690	30,228	1.5%	284,163	280,958	-1.1%

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

Updated
Mar-10

[San Francisco County](#) | 808,976

[SF Consumer Price Index](#)

[US](#)

[California WEST AREA](#)

Feb-09

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CPI CALIFORNIA

Alameda County	1,474,368
Contra Costa County	1,029,703
Marin County	248,794
San Francisco County	808,976
San Mateo County	712,690
Santa Clara County	1,764,499
Total Bay Area	6,039,030
	6,039,030

Labor force JAN 2009

[San Francisco County Labor Force](#)

453,300

San Francisco Bay Area Labor Force*

3,176,800

Alameda County	773,200
Contra Costa County	532,000
Marin County	137,000
San Francisco County	453,300
San Mateo County	385,800
San Clara County	895,500
	3,176,800
	3,176,800

[Density](#)

[California Income](#)

[Housing Occupancy](#)