

# SAN FRANCISCO COUNTY ECONOMIC FORECAST

San Francisco County, located on a peninsula north of San Mateo County between the San Francisco Bay and Pacific Ocean, is one of the State's largest tourist destinations. San Francisco County has a population of 817,000 people, and 534,000 wage and salary jobs making it a jobs center for the adjacent counties of Marin and San Mateo. The per capita income in San Francisco County is \$69,955, and the average salary per worker is among the highest in the state at \$89,605.

Employment growth in Northern California was modest in 2007, compared to the previous two years. Employment in the greater Bay Area increased by 1.3 percent last year. Employment grew by 12,700 total jobs in San Francisco County, an increase of 2.4 percent. The unemployment rate ticked up slightly 4.3 percent in 2007.

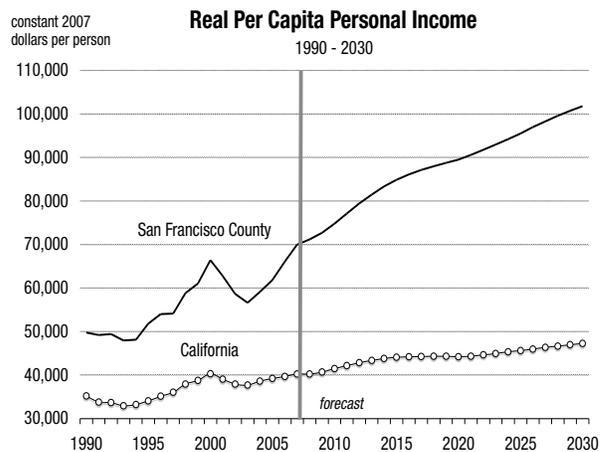
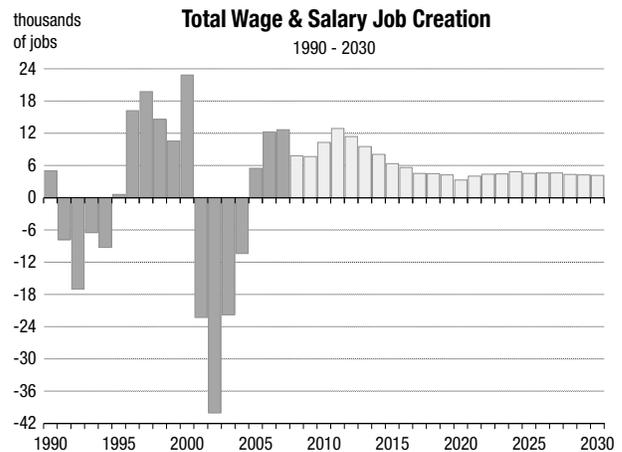
Most of the net job creation in 2007 occurred in the professional services. The sector added 5,000 jobs, which accounts for 42 percent of total job growth. Employment in leisure services increased by 2,800 workers in 2007, a gain of 3.8 percent. The only sector to lose jobs was the transportation and utilities sector, which lost 522 jobs, a decline of 4 percent. This is the tenth consecutive year of negative growth in the transportation, warehousing and utilities sector; employment has decreased by 43 percent since 1997, though it is expected remain at this level for the foreseeable future.

The population continues to grow in San Francisco County, and the rate was relatively high at 1.5 percent between January 2007 and 2008. Net migration increased to over 8,000 people.

Employment growth is forecast to moderate in San Francisco County during 2008 and 2009, but remain positive. The county will create more jobs and higher income levels as it continues to recover from the dotcom bust of 2000. Still, total wage and salary jobs are not forecast to reach the levels of 1999-2001 until the middle of the next decade.

## FORECAST HIGHLIGHTS

- Job growth in 2008 averages 1.5 percent. From 2008 to 2012, the annual growth rate is forecast to average 1.8 percent per year.
- Average salaries adjusted for inflation are currently well above the California state average, and will remain so over the foreseeable future. Real average salaries are expected to rise an average of 1.7 percent per year over the next 5 years.
- Over the next five years, the momentum for employment growth is in professional services, leisure services, and healthcare and education. These sectors account for over 85 percent of the job growth in the county.

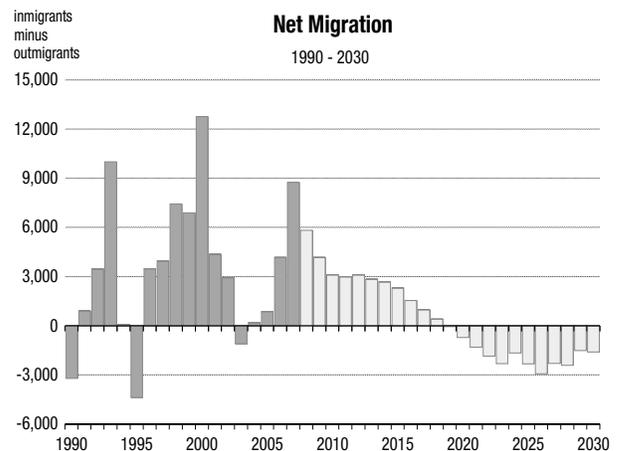
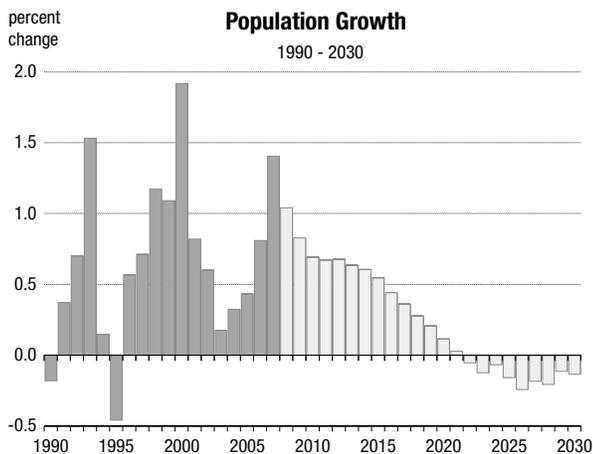


- Population growths remains positive, but modest, averaging 0.8 percent per year from 2008 to 2012.
- Net migration is expected to moderate slightly in 2008, to 5,800 people. Net migration averages 3,800 persons from 2008 to 2012.
- Real per capita incomes are forecast to increase at a rate of 1.7 percent in 2008. Over the next five years real per capita incomes are forecast to increase 2.6 percent per year.
- Total taxable sales are expected to increase by an average of 3.9 percent over the next five years.
- Industrial production is forecast to decline slightly in 2008, due to weakness in manufacturing. Over the next five years the growth rate of industrial production is forecast to average 1.2 percent per year.

# San Francisco County Economic Forecast

## 1997-2007 History, 2008-2030 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (billions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (millions)	Real Industrial Production (billions)	Unemploy- ment Rate (percent)
1997	749,400	3,953	418.5	309.7	1,721	\$11.0	\$30.1	\$54,114	3.4	2.2	4.97	4.1
1998	758,200	7,445	445.7	311.1	2,336	\$11.3	\$34.2	\$58,844	3.2	2.6	5.03	3.7
1999	766,471	6,897	453.9	312.7	3,811	\$12.3	\$37.3	\$61,019	4.2	2.3	4.77	3.1
2000	781,172	12,772	469.6	329.7	3,365	\$14.1	\$43.3	\$66,431	4.5	2.4	4.77	3.4
2001	787,578	4,373	469.1	330.8	1,819	\$12.5	\$43.5	\$62,809	5.4	2.5	3.81	5.1
2002	792,316	2,931	474.5	332.5	1,330	\$11.6	\$41.5	\$58,623	1.6	1.8	3.71	6.9
2003	793,715	-1,103	458.5	335.6	1,582	\$11.5	\$40.9	\$56,627	1.8	2.1	3.59	6.8
2004	796,288	189	476.4	336.7	2,368	\$12.2	\$43.3	\$59,129	1.2	2.1	3.41	5.8
2005	799,731	863	465.0	338.0	2,724	\$13.0	\$46.4	\$61,838	2.0	1.9	3.34	5.0
2006	806,210	4,177	469.5	339.5	2,992	\$13.9	\$51.6	\$66,055	3.2	2.6	3.40	4.2
2007	817,537	8,749	473.7	342.1	2,848	\$14.2	\$57.2	\$69,955	3.3	2.2	3.46	4.3
2008	826,050	5,830	476.8	341.8	2,091	\$14.9	\$60.0	\$71,178	2.0	2.2	3.44	4.8
2009	832,904	4,169	480.1	343.2	2,121	\$15.4	\$62.8	\$72,663	1.8	2.2	3.45	4.9
2010	838,679	3,105	484.1	344.6	2,398	\$16.0	\$66.4	\$74,783	1.9	2.2	3.51	4.6
2011	844,319	2,994	487.5	346.2	2,397	\$16.6	\$70.5	\$77,107	2.4	2.2	3.59	4.4
2012	850,037	3,108	490.3	347.7	2,327	\$17.2	\$74.8	\$79,402	2.2	2.2	3.68	4.5
2013	855,445	2,849	492.5	349.3	2,257	\$17.7	\$79.0	\$81,465	2.3	2.2	3.76	4.7
2014	860,626	2,688	494.5	350.8	2,194	\$18.3	\$83.2	\$83,339	2.3	2.2	3.82	4.8
2015	865,338	2,312	496.2	352.2	2,115	\$19.0	\$87.3	\$84,850	2.6	2.2	3.88	4.9
2016	869,171	1,544	497.6	353.6	2,050	\$19.6	\$91.4	\$86,124	2.7	2.2	4.04	4.9
2017	872,314	980	498.8	355.0	2,009	\$20.4	\$95.3	\$87,127	2.7	2.2	4.18	5.0
2018	874,743	404	499.9	356.3	1,986	\$21.1	\$98.9	\$87,981	2.5	2.2	4.37	5.0
2019	876,565	-54	501.1	357.6	1,968	\$21.9	\$102.5	\$88,751	2.5	2.2	4.54	5.0
2020	877,576	-706	502.3	358.9	1,949	\$22.7	\$106.1	\$89,510	2.5	2.2	4.65	5.0
2021	877,830	-1,299	503.5	360.2	1,939	\$23.5	\$110.0	\$90,573	2.4	2.2	4.77	4.9
2022	877,368	-1,848	504.5	361.5	1,934	\$24.3	\$114.2	\$91,748	2.5	2.2	4.86	4.9
2023	876,282	-2,312	505.2	362.7	1,917	\$25.1	\$118.4	\$92,961	2.5	2.2	4.98	4.9
2024	875,697	-1,664	505.9	364.0	1,906	\$26.0	\$122.7	\$94,198	2.3	2.2	5.15	4.9
2025	874,317	-2,321	506.7	365.3	1,894	\$26.9	\$127.1	\$95,505	2.4	2.2	5.31	4.9
2026	872,206	-2,928	507.4	366.5	1,890	\$27.9	\$131.8	\$96,965	2.4	2.2	5.49	4.9
2027	870,612	-2,300	507.9	367.8	1,885	\$28.9	\$136.7	\$98,299	2.5	2.2	5.71	4.9
2028	868,814	-2,406	508.4	369.0	1,878	\$29.9	\$141.9	\$99,584	2.7	2.2	5.90	4.9
2029	867,829	-1,505	509.0	370.2	1,873	\$31.0	\$147.1	\$100,707	2.7	2.2	6.11	4.9
2030	866,677	-1,593	509.6	371.5	1,870	\$32.1	\$152.4	\$101,812	2.6	2.2	6.33	4.9



# San Francisco County Employment Forecast

## 1997-2007 History, 2008-2030 Forecast

	Total Wage & Salary	Farm	Mining & Construction	Manufacturing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
-----employment (thousands of jobs)-----												
1997	549.5	0.22	15.5	26.7	24.7	56.7	62.0	115.9	21.1	54.7	66.3	79.9
1998	564.2	0.27	17.1	25.6	24.5	58.6	63.5	121.7	23.2	56.9	69.2	77.1
1999	574.8	0.21	18.4	23.6	22.1	59.6	64.2	124.7	27.7	58.0	71.9	78.8
2000	597.6	0.27	19.1	22.0	21.4	61.7	66.8	133.8	36.6	53.4	73.2	83.8
2001	575.4	0.19	19.9	17.9	19.1	59.9	69.4	125.4	30.3	52.7	73.0	82.3
2002	535.3	0.25	18.1	15.2	18.0	56.3	64.1	110.5	23.7	51.9	70.2	84.4
2003	513.5	0.32	17.3	13.1	16.9	54.3	59.4	103.4	20.5	53.2	69.6	83.7
2004	503.1	0.26	16.0	12.3	15.4	54.6	57.3	100.4	19.1	54.4	70.7	81.7
2005	508.6	0.24	16.6	11.4	14.7	54.9	57.3	105.0	17.3	55.1	72.1	82.6
2006	520.9	0.26	17.5	11.1	14.7	55.0	58.0	111.0	18.1	56.0	74.0	83.8
2007	533.6	0.25	18.4	11.3	14.2	55.9	58.5	116.0	18.2	57.2	76.8	84.7
2008	541.4	0.25	19.1	10.9	14.1	55.6	58.4	121.4	18.4	58.3	78.8	85.5
2009	549.1	0.24	19.4	10.6	14.0	55.7	58.3	126.5	18.7	59.0	80.8	86.0
2010	559.4	0.24	19.7	10.6	14.0	56.2	58.5	131.5	19.0	60.0	83.1	86.5
2011	572.3	0.24	19.9	10.6	14.1	56.7	58.8	137.5	20.2	61.3	85.4	87.0
2012	583.7	0.24	19.9	10.4	14.3	57.0	59.0	143.1	21.3	62.4	87.5	87.4
2013	593.2	0.24	19.8	10.0	14.5	57.3	58.9	147.9	22.3	63.4	89.2	87.9
2014	601.4	0.24	19.8	9.5	14.7	57.6	58.8	151.7	23.1	64.5	90.8	88.5
2015	607.7	0.24	19.7	9.0	15.0	58.0	58.6	154.5	23.8	65.5	91.8	89.2
2016	613.3	0.24	19.6	9.0	15.3	58.3	58.4	156.3	24.5	66.5	92.6	89.9
2017	617.9	0.24	19.4	8.9	15.7	58.7	58.1	157.4	25.3	67.5	93.0	90.7
2018	622.4	0.24	19.3	8.8	16.1	59.1	58.0	158.2	26.0	68.7	93.3	91.4
2019	626.6	0.24	19.2	8.8	16.5	59.6	57.8	158.9	26.6	70.1	93.4	92.1
2020	630.0	0.24	19.1	8.4	17.0	60.1	57.7	159.4	27.1	71.2	93.3	92.7
2021	634.0	0.24	19.0	8.2	17.5	60.7	57.7	159.8	27.6	72.4	93.6	93.3
2022	638.4	0.24	19.0	8.0	18.0	61.1	57.7	160.3	28.1	73.7	94.3	93.9
2023	642.8	0.24	18.9	7.9	18.5	61.6	57.7	160.7	28.6	75.0	95.0	94.5
2024	647.7	0.24	18.8	8.1	19.0	62.1	57.6	161.1	29.0	76.1	96.1	95.1
2025	652.3	0.24	18.8	8.2	19.6	62.7	57.7	161.4	29.5	77.1	96.9	95.6
2026	656.9	0.24	18.7	8.3	20.1	63.3	57.7	161.7	29.9	77.9	97.9	96.2
2027	661.6	0.24	18.7	8.4	20.6	63.8	57.7	162.0	30.3	78.8	98.9	96.8
2028	665.9	0.24	18.7	8.5	21.1	64.4	57.7	162.3	30.8	79.6	99.8	97.4
2029	670.1	0.24	18.7	8.6	21.6	64.9	57.7	162.4	31.3	80.4	100.7	98.0
2030	674.3	0.24	18.8	8.7	22.2	65.4	57.8	162.5	31.7	81.2	101.6	98.7

