

# Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 37.782/-122.4456

0295_City Center		1 mi radius		3 mi radius		5 mi radius	
San Francisco, CA 94118							
<b>Population</b>							
Estimated Population (2022)		75,932		505,263		766,992	
Projected Population (2027)		76,737		517,042		782,361	
Census Population (2020)		82,476		547,895		832,577	
Census Population (2010)		79,275		500,376		768,050	
Projected Annual Growth (2022 to 2027)		805	0.2%	11,778	0.5%	15,369	0.4%
Historical Annual Growth (2020 to 2022)		-6,544	-4.0%	-42,632	-3.9%	-65,585	-3.9%
Historical Annual Growth (2010 to 2020)		3,201	2.0%	47,519	4.7%	64,527	4.2%
Estimated Population Density (2022)		24,182	psm	17,879	psm	9,771	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi
<b>Households</b>							
Estimated Households (2022)		35,472		244,072		332,145	
Projected Households (2027)		35,357		246,457		334,485	
Census Households (2020)		38,549		264,694		360,079	
Census Households (2010)		37,531		245,726		335,248	
Estimated Households with Children (2022)		5,327	15.0%	33,897	13.9%	59,536	17.9%
Estimated Average Household Size (2022)		2.03		1.98		2.23	
<b>Average Household Income</b>							
Estimated Average Household Income (2022)		\$230,158		\$205,405		\$204,122	
Projected Average Household Income (2027)		\$298,897		\$261,286		\$261,448	
Estimated Average Family Income (2022)		\$302,012		\$273,414		\$251,661	
<b>Median Household Income</b>							
Estimated Median Household Income (2022)		\$143,744		\$135,044		\$133,285	
Projected Median Household Income (2027)		\$166,918		\$155,983		\$154,299	
Estimated Median Family Income (2022)		\$196,072		\$179,499		\$166,915	
<b>Per Capita Income</b>							
Estimated Per Capita Income (2022)		\$107,941		\$99,765		\$88,823	
Projected Per Capita Income (2027)		\$138,135		\$125,077		\$112,198	
Estimated Per Capita Income 5 Year Growth		\$30,194	28.0%	\$25,312	25.4%	\$23,375	26.3%
Estimated Average Household Net Worth (2022)		\$2,661,326		\$2,483,928		\$2,433,745	
<b>Daytime Demos (2022)</b>							
Total Businesses		4,642		44,342		53,945	
Total Employees		39,545		541,247		628,952	
Company Headquarter Businesses		138	3.0%	2,200	5.0%	2,513	4.7%
Company Headquarter Employees		2,497	6.3%	121,800	22.5%	130,163	20.7%
Employee Population per Business		8.5		12.2		11.7	
Residential Population per Business		16.4		11.4		14.2	

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San Francisco, CA 94118							
<b>Race &amp; Ethnicity</b>							
White (2022)	40,509	53.3%	237,969	47.1%	317,230	41.4%	
Black or African American (2022)	5,082	6.7%	20,751	4.1%	35,748	4.7%	
American Indian or Alaska Native (2022)	211	0.3%	3,394	0.7%	5,079	0.7%	
Asian (2022)	20,831	27.4%	164,908	32.6%	283,797	37.0%	
Hawaiian or Pacific Islander (2022)	128	0.2%	1,130	0.2%	2,071	0.3%	
Other Race (2022)	2,329	3.1%	27,396	5.4%	48,372	6.3%	
Two or More Races (2022)	6,842	9.0%	49,716	9.8%	74,695	9.7%	
Not Hispanic or Latino Population (2022)	67,843	89.3%	426,858	84.5%	641,246	83.6%	
Hispanic or Latino Population (2022)	8,089	10.7%	78,405	15.5%	125,746	16.4%	
Not Hispanic or Latino Population (2027)	68,582	89.4%	436,629	84.4%	653,746	83.6%	
Hispanic or Latino Population (2027)	8,154	10.6%	80,412	15.6%	128,615	16.4%	
Not Hispanic or Latino Population (2020)	74,309	90.1%	474,289	86.6%	705,869	84.8%	
Hispanic or Latino Population (2020)	8,168	9.9%	73,606	13.4%	126,708	15.2%	
Not Hispanic or Latino Population (2010)	72,595	91.6%	436,744	87.3%	654,764	85.3%	
Hispanic or Latino Population (2010)	6,681	8.4%	63,632	12.7%	113,285	14.7%	
Projected Hispanic Annual Growth (2022 to 2027)	65	0.2%	2,008	0.5%	2,869	0.5%	
Historic Hispanic Annual Growth (2010 to 2022)	1,408	1.8%	14,773	1.9%	12,460	0.9%	
<b>Age Distribution (2022)</b>							
Age Under 5	3,173	4.2%	19,816	3.9%	32,385	4.2%	
Age 5 to 9 Years	2,527	3.3%	16,321	3.2%	28,867	3.8%	
Age 10 to 14 Years	2,261	3.0%	14,472	2.9%	27,399	3.6%	
Age 15 to 19 Years	3,350	4.4%	15,433	3.1%	28,836	3.8%	
Age 20 to 24 Years	4,551	6.0%	23,227	4.6%	35,395	4.6%	
Age 25 to 29 Years	8,604	11.3%	52,606	10.4%	71,593	9.3%	
Age 30 to 34 Years	9,947	13.1%	63,165	12.5%	86,288	11.3%	
Age 35 to 39 Years	7,543	9.9%	49,604	9.8%	70,865	9.2%	
Age 40 to 44 Years	5,153	6.8%	37,147	7.4%	54,965	7.2%	
Age 45 to 49 Years	4,142	5.5%	32,522	6.4%	50,195	6.5%	
Age 50 to 54 Years	4,125	5.4%	33,080	6.5%	51,612	6.7%	
Age 55 to 59 Years	3,848	5.1%	30,843	6.1%	48,779	6.4%	
Age 60 to 64 Years	3,577	4.7%	28,173	5.6%	44,785	5.8%	
Age 65 to 74 Years	7,121	9.4%	50,064	9.9%	77,396	10.1%	
Age 75 to 84 Years	3,796	5.0%	25,366	5.0%	38,110	5.0%	
Age 85 Years or Over	2,214	2.9%	13,423	2.7%	19,523	2.5%	
Median Age	37.2		39.9		40.2		
<b>Gender Age Distribution (2022)</b>							
Female Population	39,003	51.4%	242,230	47.9%	374,105	48.8%	
Age 0 to 19 Years	5,939	15.2%	32,887	13.6%	58,244	15.6%	
Age 20 to 64 Years	25,603	65.6%	161,873	66.8%	243,063	65.0%	
Age 65 Years or Over	7,460	19.1%	47,471	19.6%	72,797	19.5%	
Female Median Age	37.8		40.1		40.6		
Male Population	36,929	48.6%	263,033	52.1%	392,887	51.2%	
Age 0 to 19 Years	5,371	14.5%	33,155	12.6%	59,243	15.1%	
Age 20 to 64 Years	25,887	70.1%	188,495	71.7%	271,413	69.1%	
Age 65 Years or Over	5,671	15.4%	41,383	15.7%	62,231	15.8%	
Male Median Age	36.8		39.8		39.7		

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<b>Household Income Distribution (2022)</b>							
HH Income \$200,000 or More	12,543	35.4%	80,065	32.8%	105,913	31.9%	
HH Income \$150,000 to \$199,999	4,094	11.5%	25,136	10.3%	34,604	10.4%	
HH Income \$100,000 to \$149,999	5,308	15.0%	35,533	14.6%	50,616	15.2%	
HH Income \$75,000 to \$99,999	2,827	8.0%	20,595	8.4%	29,424	8.9%	
HH Income \$50,000 to \$74,999	2,622	7.4%	22,297	9.1%	32,288	9.7%	
HH Income \$35,000 to \$49,999	1,532	4.3%	13,273	5.4%	18,305	5.5%	
HH Income \$25,000 to \$34,999	1,804	5.1%	11,470	4.7%	15,392	4.6%	
HH Income \$15,000 to \$24,999	2,029	5.7%	13,266	5.4%	17,169	5.2%	
HH Income Under \$15,000	2,714	7.7%	22,436	9.2%	28,433	8.6%	
HH Income \$35,000 or More	28,925	81.5%	196,899	80.7%	271,151	81.6%	
HH Income \$75,000 or More	24,771	69.8%	161,329	66.1%	220,557	66.4%	
<b>Housing (2022)</b>							
Total Housing Units	38,618		271,526		366,592		
Housing Units Occupied	35,472	91.9%	244,072	89.9%	332,145	90.6%	
Housing Units Owner-Occupied	13,047	36.8%	91,691	37.6%	147,399	44.4%	
Housing Units, Renter-Occupied	22,425	63.2%	152,381	62.4%	184,747	55.6%	
Housing Units, Vacant	3,146	8.9%	27,455	11.2%	34,447	10.4%	
<b>Marital Status (2022)</b>							
Never Married	34,043	50.1%	214,736	47.2%	300,223	44.3%	
Currently Married	23,002	33.8%	164,044	36.1%	259,518	38.3%	
Separated	2,687	4.0%	19,940	4.4%	34,756	5.1%	
Widowed	2,661	3.9%	17,984	4.0%	28,914	4.3%	
Divorced	5,579	8.2%	37,949	8.3%	54,931	8.1%	
<b>Household Type (2022)</b>							
Population Family	37,640	49.6%	264,707	52.4%	471,692	61.5%	
Population Non-Family	34,404	45.3%	218,165	43.2%	267,969	34.9%	
Population Group Quarters	3,888	5.1%	22,391	4.4%	27,331	3.6%	
Family Households	13,758	38.8%	93,159	38.2%	150,879	45.4%	
Non-Family Households	21,715	61.2%	150,912	61.8%	181,266	54.6%	
Married Couple with Children	3,833	16.7%	24,875	15.2%	43,062	16.6%	
Average Family Household Size	2.7		2.8		3.1		
<b>Household Size (2022)</b>							
1 Person Households	13,188	37.2%	104,632	42.9%	124,172	37.4%	
2 Person Households	13,915	39.2%	88,314	36.2%	116,446	35.1%	
3 Person Households	4,424	12.5%	26,755	11.0%	42,334	12.7%	
4 Person Households	2,649	7.5%	15,414	6.3%	27,162	8.2%	
5 Person Households	864	2.4%	5,287	2.2%	10,860	3.3%	
6 or More Person Households	432	1.2%	3,669	1.5%	11,171	3.4%	
<b>Household Vehicles (2022)</b>							
Households with 0 Vehicles Available	9,494	26.8%	82,423	33.8%	94,956	28.6%	
Households with 1 Vehicles Available	17,391	49.0%	108,407	44.4%	143,633	43.2%	
Households with 2 or More Vehicles Available	8,587	24.2%	53,242	21.8%	93,556	28.2%	
Total Vehicles Available	36,566		229,989		364,564		
Average Vehicles Per Household	1.0		-		1.1		

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<b>Labor Force (2022)</b>							
Estimated Labor Population Age 16 Years or Over		67,591		451,869		673,042	
Estimated Civilian Employed		48,101	71.2%	319,131	70.6%	463,893	68.9%
Estimated Civilian Unemployed		843	1.2%	6,498	1.4%	10,026	1.5%
Estimated in Armed Forces		75	0.1%	189	-	242	-
Estimated Not in Labor Force		18,571	27.5%	126,051	27.9%	198,882	29.5%
Unemployment Rate		1.2%		1.4%		1.5%	
<b>Occupation (2022)</b>							
Occupation: Population Age 16 Years or Over		48,101		319,131		463,893	
Management, Business, Financial Operations		14,614	30.4%	95,048	29.8%	128,646	27.7%
Professional, Related		19,867	41.3%	127,530	40.0%	179,592	38.7%
Service		3,939	8.2%	31,554	9.9%	53,104	11.4%
Sales, Office		6,773	14.1%	43,894	13.8%	66,423	14.3%
Farming, Fishing, Forestry		22	-	175	-	341	-
Construct, Extraction, Maintenance		972	2.0%	6,670	2.1%	11,380	2.5%
Production, Transport Material Moving		1,916	4.0%	14,260	4.5%	24,406	5.3%
White Collar Workers		41,253	85.8%	266,472	83.5%	374,661	80.8%
Blue Collar Workers		6,848	14.2%	52,659	16.5%	89,232	19.2%
<b>Consumer Expenditure (2022)</b>							
Total Household Expenditure		\$4.79 B		\$29.9 B		\$40.47 B	
Total Non-Retail Expenditure		\$2.58 B	53.9%	\$16.12 B	53.9%	\$21.77 B	53.8%
Total Retail Expenditure		\$2.21 B	46.1%	\$13.78 B	46.1%	\$18.7 B	46.2%
Apparel		\$176.07 M	3.7%	\$1.1 B	3.7%	\$1.48 B	3.7%
Contributions		\$180.03 M	3.8%	\$1.12 B	3.7%	\$1.5 B	3.7%
Education		\$187.45 M	3.9%	\$1.16 B	3.9%	\$1.55 B	3.8%
Entertainment		\$281.28 M	5.9%	\$1.75 B	5.9%	\$2.37 B	5.9%
Food and Beverages		\$680.48 M	14.2%	\$4.26 B	14.2%	\$5.77 B	14.3%
Furnishings and Equipment		\$173.16 M	3.6%	\$1.08 B	3.6%	\$1.46 B	3.6%
Gifts		\$144.89 M	3.0%	\$898.45 M	3.0%	\$1.2 B	3.0%
Health Care		\$372.99 M	7.8%	\$2.34 B	7.8%	\$3.18 B	7.9%
Household Operations		\$197.08 M	4.1%	\$1.23 B	4.1%	\$1.66 B	4.1%
Miscellaneous Expenses		\$92.02 M	1.9%	\$575.94 M	1.9%	\$778.21 M	1.9%
Personal Care		\$64.11 M	1.3%	\$400.67 M	1.3%	\$542.11 M	1.3%
Personal Insurance		\$37.4 M	0.8%	\$231.78 M	0.8%	\$314.03 M	0.8%
Reading		\$10.75 M	0.2%	\$67.18 M	0.2%	\$90.69 M	0.2%
Shelter		\$1.02 B	21.3%	\$6.38 B	21.3%	\$8.6 B	21.3%
Tobacco		\$22.13 M	0.5%	\$141.48 M	0.5%	\$192.14 M	0.5%
Transportation		\$833.15 M	17.4%	\$5.2 B	17.4%	\$7.07 B	17.5%
Utilities		\$313.84 M	6.6%	\$1.98 B	6.6%	\$2.69 B	6.6%
<b>Educational Attainment (2022)</b>							
Adult Population Age 25 Years or Over		60,070		415,994		614,110	
Elementary (Grade Level 0 to 8)		1,718	2.9%	22,267	5.4%	39,589	6.4%
Some High School (Grade Level 9 to 11)		1,410	2.3%	14,331	3.4%	24,893	4.1%
High School Graduate		4,256	7.1%	36,119	8.7%	64,136	10.4%
Some College		5,876	9.8%	42,205	10.1%	69,109	11.3%
Associate Degree Only		2,223	3.7%	17,058	4.1%	29,668	4.8%
Bachelor Degree Only		26,270	43.7%	163,146	39.2%	225,529	36.7%
Graduate Degree		18,317	30.5%	120,867	29.1%	161,186	26.2%

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<b>Units In Structure (2022)</b>							
1 Detached Unit	5,117	13.6%	37,552	15.3%	72,552	21.6%	
1 Attached Unit	3,148	8.4%	23,683	9.6%	46,727	13.9%	
2 to 4 Units	10,084	26.9%	54,360	22.1%	66,157	19.7%	
5 to 9 Units	5,239	14.0%	25,380	10.3%	28,575	8.5%	
10 to 19 Units	4,727	12.6%	25,213	10.3%	27,859	8.3%	
20 to 49 Units	2,865	7.6%	29,136	11.9%	32,479	9.7%	
50 or More Units	4,246	11.3%	48,352	19.7%	57,256	17.1%	
Mobile Home or Trailer	37	-	325	0.1%	443	0.1%	
Other Structure	10	-	72	-	96	-	
<b>Homes Built By Year (2022)</b>							
Homes Built 2010 or later	1,807	4.8%	17,304	7.0%	22,843	6.8%	
Homes Built 2000 to 2009	1,649	4.4%	13,348	5.4%	18,676	5.6%	
Homes Built 1990 to 1999	1,481	3.9%	9,969	4.1%	13,640	4.1%	
Homes Built 1980 to 1989	2,363	6.3%	14,324	5.8%	19,426	5.8%	
Homes Built 1970 to 1979	2,904	7.7%	19,266	7.8%	24,960	7.4%	
Homes Built 1960 to 1969	2,895	7.7%	18,553	7.6%	24,222	7.2%	
Homes Built 1950 to 1959	3,213	8.6%	20,470	8.3%	29,381	8.8%	
Homes Built Before 1949	19,162	51.1%	130,838	53.2%	178,998	53.4%	
<b>Home Values (2022)</b>							
Home Values \$1,000,000 or More	10,200	78.2%	70,799	77.2%	109,629	74.4%	
Home Values \$500,000 to \$999,999	1,873	14.4%	14,287	15.6%	27,628	18.7%	
Home Values \$400,000 to \$499,999	270	2.1%	1,433	1.6%	2,238	1.5%	
Home Values \$300,000 to \$399,999	180	1.4%	1,695	1.8%	2,411	1.6%	
Home Values \$200,000 to \$299,999	115	0.9%	1,160	1.3%	1,530	1.0%	
Home Values \$150,000 to \$199,999	10	-	357	0.4%	536	0.4%	
Home Values \$100,000 to \$149,999	37	0.3%	548	0.6%	948	0.6%	
Home Values \$70,000 to \$99,999	25	0.2%	264	0.3%	439	0.3%	
Home Values \$50,000 to \$69,999	15	0.1%	42	-	84	-	
Home Values \$25,000 to \$49,999	6	-	28	-	185	0.1%	
Home Values Under \$25,000	316	2.4%	1,077	1.2%	1,771	1.2%	
Owner-Occupied Median Home Value	\$1,721,487		\$1,580,112		\$1,472,953		
Renter-Occupied Median Rent	\$2,175		\$2,048		\$2,072		
<b>Transportation To Work (2022)</b>							
Drive to Work Alone	10,992	22.9%	73,475	23.0%	122,437	26.4%	
Drive to Work in Carpool	1,994	4.1%	11,452	3.6%	20,189	4.4%	
Travel to Work by Public Transportation	6,295	13.1%	38,861	12.2%	53,856	11.6%	
Drive to Work on Motorcycle	397	0.8%	2,177	0.7%	3,161	0.7%	
Walk or Bicycle to Work	3,465	7.2%	34,494	10.8%	40,543	8.7%	
Other Means	918	1.9%	5,120	1.6%	6,791	1.5%	
Work at Home	24,039	50.0%	153,553	48.1%	216,916	46.8%	
<b>Travel Time (2022)</b>							
Travel to Work in 14 Minutes or Less	3,714	7.7%	26,753	8.4%	37,411	8.1%	
Travel to Work in 15 to 29 Minutes	8,669	18.0%	63,799	20.0%	91,261	19.7%	
Travel to Work in 30 to 59 Minutes	9,495	19.7%	61,346	19.2%	96,681	20.8%	
Travel to Work in 60 Minutes or More	2,183	4.5%	13,680	4.3%	21,624	4.7%	
Average Minutes Travel to Work	27.2		25.8		26.6		