



San Francisco

Study Area: Custom Shapes

2007 Housing Summary

Housing Units	25,460
2007-2012 Percent Change	1.14%
Percent Occupied	95.1%
Percent Owner Occupied	41.6%
Median Home Value	\$981,753

2007 Demographic Summary

Population	59,743
Households	24,225
Families	13,566
Median Age	39.4
Median Household Income	\$79,997

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	145	\$16,110.25	\$390,270,739
Mortgage Interest	157	\$6,859.23	\$166,164,903
Mortgage Principal	145	\$2,568.74	\$62,227,738
Property Taxes	127	\$2,582.89	\$62,570,601
Homeowners Insurance	112	\$520.58	\$12,611,140
Ground Rent	160	\$105.12	\$2,546,474
Maintenance and Remodeling Services	146	\$2,875.40	\$69,656,461
Maintenance and Remodeling Materials	134	\$503.58	\$12,199,202
Property Management and Security	163	\$94.70	\$2,294,220
Rented Dwellings	221	\$7,594.43	\$183,975,062
Rent	221	\$7,375.97	\$178,682,809
Rent Received as Pay	214	\$111.46	\$2,700,114
Tenant Insurance	153	\$21.71	\$525,812
Maintenance and Repair Services	199	\$58.81	\$1,424,582
Maintenance and Repair Materials	208	\$26.49	\$641,745
Owned Vacation Homes	130	\$486.33	\$11,781,329
Mortgage Payment	155	\$238.67	\$5,781,830
Property Taxes	133	\$124.66	\$3,019,855
Homeowners Insurance	122	\$14.73	\$356,786
Maintenance and Remodeling	88	\$89.90	\$2,177,910
Property Management and Security	136	\$18.37	\$444,948
Housing While Attending School	119	\$117.47	\$2,845,740
Household Operations	143	\$2,093.52	\$50,715,505
Child Care	152	\$638.93	\$15,478,075
Care for Elderly and Handicapped	127	\$98.12	\$2,377,062
Appliance Rental and Repair	135	\$30.79	\$745,869
Computer Information Services	149	\$291.34	\$7,057,618
Home Security System Services	127	\$32.51	\$787,592
Non-apparel Household Laundry/Dry Cleaning	162	\$21.26	\$515,076
Housekeeping Services	163	\$223.79	\$5,421,198
Lawn & Garden	121	\$541.21	\$13,110,818
Moving/Storage/Freight Express	194	\$103.54	\$2,508,255
PC Repair (Personal Use)	161	\$9.18	\$222,313
Reupholstering/Furniture Repair	151	\$16.34	\$395,775
Termite/Pest Control	145	\$31.56	\$764,578
Water Softening Services	119	\$6.08	\$147,240
Other Home Services ¹	183	\$48.88	\$1,184,036

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	125	\$5,476.44	\$132,666,674
Bottled Gas	63	\$40.80	\$988,474
Electricity	112	\$1,786.90	\$43,287,609
Fuel Oil & Coal	123	\$108.68	\$2,632,801
Natural Gas	131	\$771.29	\$18,684,581
Telephone Services	134	\$2,044.80	\$49,535,192
Water and Other Public Services	138	\$710.09	\$17,201,984
Wood and Other Fuel ²	98	\$13.87	\$336,033
Housekeeping Supplies	133	\$1,022.34	\$24,766,242
Laundry and Cleaning Supplies	127	\$287.49	\$6,964,442
Postage and Stationery	146	\$341.12	\$8,263,712
Other HH Products ³	126	\$393.73	\$9,538,088
Household Textiles	152	\$212.04	\$5,136,690
Bathroom Linens	152	\$28.84	\$698,707
Bedroom Linens	151	\$94.54	\$2,290,302
Kitchen and Dining Room Linens	178	\$7.82	\$189,505
Curtains and Draperies	153	\$42.24	\$1,023,363
Slipcovers, Decorative Pillows	156	\$7.63	\$184,724
Materials for Slipcovers/Curtains	152	\$27.75	\$672,234
Other Linens	137	\$3.21	\$77,855
Furniture	150	\$964.60	\$23,367,320
Mattresses and Box Springs	153	\$124.65	\$3,019,631
Other Bedroom Furniture	148	\$179.30	\$4,343,440
Sofas	155	\$222.86	\$5,398,731
Living Room Tables and Chairs	147	\$129.11	\$3,127,673
Kitchen, Dining Room Furniture	145	\$114.76	\$2,780,072
Infant Furniture	165	\$20.16	\$488,473
Outdoor Furniture	153	\$38.50	\$932,723
Wall Units, Cabinets and Other Furniture ⁴	149	\$135.26	\$3,276,577
Major Appliances	142	\$417.76	\$10,120,326
Dishwashers and Disposals	140	\$35.74	\$865,697
Refrigerators and Freezers	138	\$110.55	\$2,677,976
Clothes Washers	139	\$60.95	\$1,476,613
Clothes Dryers	134	\$41.11	\$995,906
Cooking Stoves and Ovens	145	\$72.96	\$1,767,561
Microwave Ovens	153	\$21.50	\$520,806
Window Air Conditioners	149	\$14.28	\$345,908
Electric Floor Cleaning Equipment	141	\$34.04	\$824,548
Sewing Machines and Miscellaneous Appliances	173	\$26.64	\$645,311

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	164	\$148.11	\$3,587,960
Housewares	146	\$153.26	\$3,712,609
Small Appliances	145	\$53.44	\$1,294,465
Window Coverings	194	\$65.70	\$1,591,630
Lamps and Other Lighting Fixtures	141	\$32.10	\$777,579
Infant Equipment	80	\$14.29	\$346,230
Rental of Furniture	121	\$6.47	\$156,830
Laundry and Cleaning Equipment	141	\$34.88	\$845,028
Closet and Storage Items	137	\$29.23	\$708,003
Luggage	160	\$16.54	\$400,587
Clocks and Other Household Decoratives	103	\$258.20	\$6,254,916
Telephones and Accessories	115	\$54.83	\$1,328,357
Telephone Answering Devices	144	\$2.00	\$48,367
Outdoor Equipment	85	\$44.79	\$1,085,064
Power Tools	117	\$59.78	\$1,448,257
Hand Tools	135	\$15.76	\$381,853
Office Furniture/Equipment for Home Use	164	\$33.81	\$819,129
Computers and Hardware for Home Use	163	\$356.51	\$8,636,513
Software and Accessories for Home Use	172	\$51.35	\$1,243,883
Other Household Items ⁵	126	\$166.07	\$4,022,996

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

¹ **Other Home Services** includes miscellaneous home services and small repair jobs not already specified.

² **Wood and Other Fuel** includes wood, kerosene, and other fuels for owned and rented homes.

³ **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

⁴ **Wall Units, Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

⁵ **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, calculators, and miscellaneous household equipment and parts.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.