

City and County of San Francisco  
Office of the Controller  
**Monthly Economic Barometer - July 2008**



	Most Recent Month/Quarter	Value	Month-to- Month Change	Year-to- Year Change	Five-Year Position	Trend
<b>Economy-Wide</b>						
San Francisco Labor Force <sup>1</sup>	July-08	447,100	0.5%	2.5%	<b>Strong</b>	<b>Positive</b>
Number of Unemployed in San Francisco <sup>1</sup>	July-08	25,700	1,800	5,300	<b>Neutral</b>	<b>Negative</b>
San Francisco Unemployment Rate <sup>1</sup>	July-08	5.7%	0.4%	1.1%	<b>Neutral</b>	<b>Negative</b>
Total Employment, San Francisco MD <sup>1</sup>	July-08	999,700	-0.5%	0.8%	<b>Strong</b>	<b>Neutral</b>
<b>Real Estate</b>						
Median Home Sales Price - DataQuick <sup>2</sup>	July-08	\$749,000	3.1%	-6.3%	<b>Strong</b>	<b>Neutral</b>
Median Home Sales Price - CAR <sup>3</sup>	July-08	\$766,250	0.8%	-4.1%	<b>Strong</b>	<b>Neutral</b>
<b>Tourism</b>						
Domestic Air Passengers <sup>4</sup>	June-08	2,615,055	4.3%	7.3%	<b>Strong</b>	<b>Positive</b>
International Air Passengers <sup>4</sup>	June-08	827,773	5.7%	2.9%	<b>Strong</b>	<b>Positive</b>
Hotel Average Daily Rate <sup>5</sup>	June-08	\$203.73	7.0%	15.2%	<b>Strong</b>	<b>Positive</b>
Hotel Occupancy Rate <sup>5</sup>	June-08	85.8%	6.2%	3.4%	<b>Strong</b>	<b>Positive</b>
<b>Retail</b>						
Parking Garage Customers <sup>6</sup>	July-08	373,825	6.2%	-6.4%	<b>Neutral</b>	<b>Negative</b>
Powell St. BART Average Saturday Exits <sup>7</sup>	July-08	26,188	2.6%	1.2%	<b>Strong</b>	<b>Positive</b>

Month-to-month change is the percentage change to the most recent month or quarter from the prior one.

Year-to-Year change is the percentage change from a given month or quarter to the same one last year.

Five-year position is a relative measure of how strong or weak the indicator is compared to the trend over the last five years.

Number of unemployed is shown as an absolute change, not a percentage change.

Unemployment and hotel occupancy rate changes are shown as a percentage point difference, not a percentage change.

Parking garages include Union Square, Fifth/Mission, Sutter-Stockton, and Ellis-O'Farrell.

## Discussion

The July Monthly Economic Barometer continues to show a weakening job market in San Francisco, being offset by continued strength in the tourism sector. Unemployment is rising rapidly in the city, rising 0.4% in July alone, to a 5.7% level. But San Francisco's jobless rate remains among the lowest among California's counties, and far below the state level of 7.6%. Moreover job growth in the three-county Metropolitan Division remains steady, on a year-over-year basis. San Francisco may be receiving unemployed migrants from more hard-hit parts of the state, who have come to the city to look for work. San Francisco's labor force (employed plus unemployed) has grown at twice the state rate over the past year, and the unemployed make up nearly half of that growth.

Hotel average daily room rates, and occupancy rates, both rose to record highs in June, the latest month data is available. This contrasts with the May data, which suggested a slowing of the city's hotel sector. Both San Francisco and airport-area hotels continued to be buoyed by strong growth in both domestic and international arrivals at SFO.

In the retail sector, the City parking garage business around Union Square continues to show significantly lower numbers than last summer. While high gas prices have encouraged many shoppers to take transit, BART's Saturday traffic through Powell St. is only up slightly over last year. Together these trends suggest the city's retail sector may be cooling after several years of rapid growth.

### Sources:

[1] - California Employment Development Department. MD refers to the San Francisco Metropolitan Division: San Francisco, Marin, and San Mateo counties.

[2] - DataQuick

[3] - California Association of Realtors

[4] - San Francisco International Airport

[5] - PKF Consulting

[6] - Municipal Transportation Agency

[7] - BART

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