CHANGE IN THE NEIGHBORHOOD
3B. Mission Street: 2012 Public Life Demographics

POPULATION
62,105 vs. 807,755 Citywide

RACE / BACKGROUND
- White: 51% vs. 68%
- Black: 6% vs. 4%
- Asian: 33% vs. 14%
- Native American / Hawaiian or Pacific Islander: 1% vs. 1%
- Other / Two or More: 9% vs. 14%
- % Latino: 15% vs. 36%
- Male / Female Ratio: 51/49% vs. 54/46%
- Foreign Born: 36% vs. 36%
- Linguistic Isolated Households: 13% vs. 14%

MEDIAN AGE
35.9 vs. 35 Citywide

HOUSEHOLDS
- Family Households: 32% vs. 28%
- Single-Person Households: 39% vs. 44%
- Non-Family Households: 28% vs. 27%
- Average Household Size: 2.4 vs. 2.3
- Average Family Household Size: 3.5 vs. 3.3

INCOME
- Median Family Household Income: $89,610 vs. $73,185
- Per Capita Income: $47,278 vs. $44,772
- % Poverty: 13% vs. 14%
- Unemployment: 8% vs. 7%

EDUCATION
- Over half of the adult population graduated from college.

HOUSING
- Renting Households: 57% vs. 64%
- Rental Vacancy Rate: 3.4% vs. 3%
- Median Rent: $1,389 vs. $1,279

EDUCATION
- High School or Less: 28% vs. 29%
- Some College / AA Degree: 20% vs. 18%
- College Degree: 32% vs. 33%
- Post Graduate: 20% vs. 20%

HOUSING TYPE
- Single Family Housing: 32% vs. 23%
- 2 - 4 Units: 22% vs. 33%
- 5 - 9 Units: 10% vs. 16%
- 10 units or more: 36% vs. 27%

Source: 2007–2011 American Community Survey (Census tracts used to approximate Mission Street study area based on a quarter-mile buffer)

(¼ mile corridor from South Van Ness Avenue to Randall Street)