Status of the San Francisco Economy: 2026 Third Quarter

Office of the Controller

Office of Economic Analysis

November 5, 2026

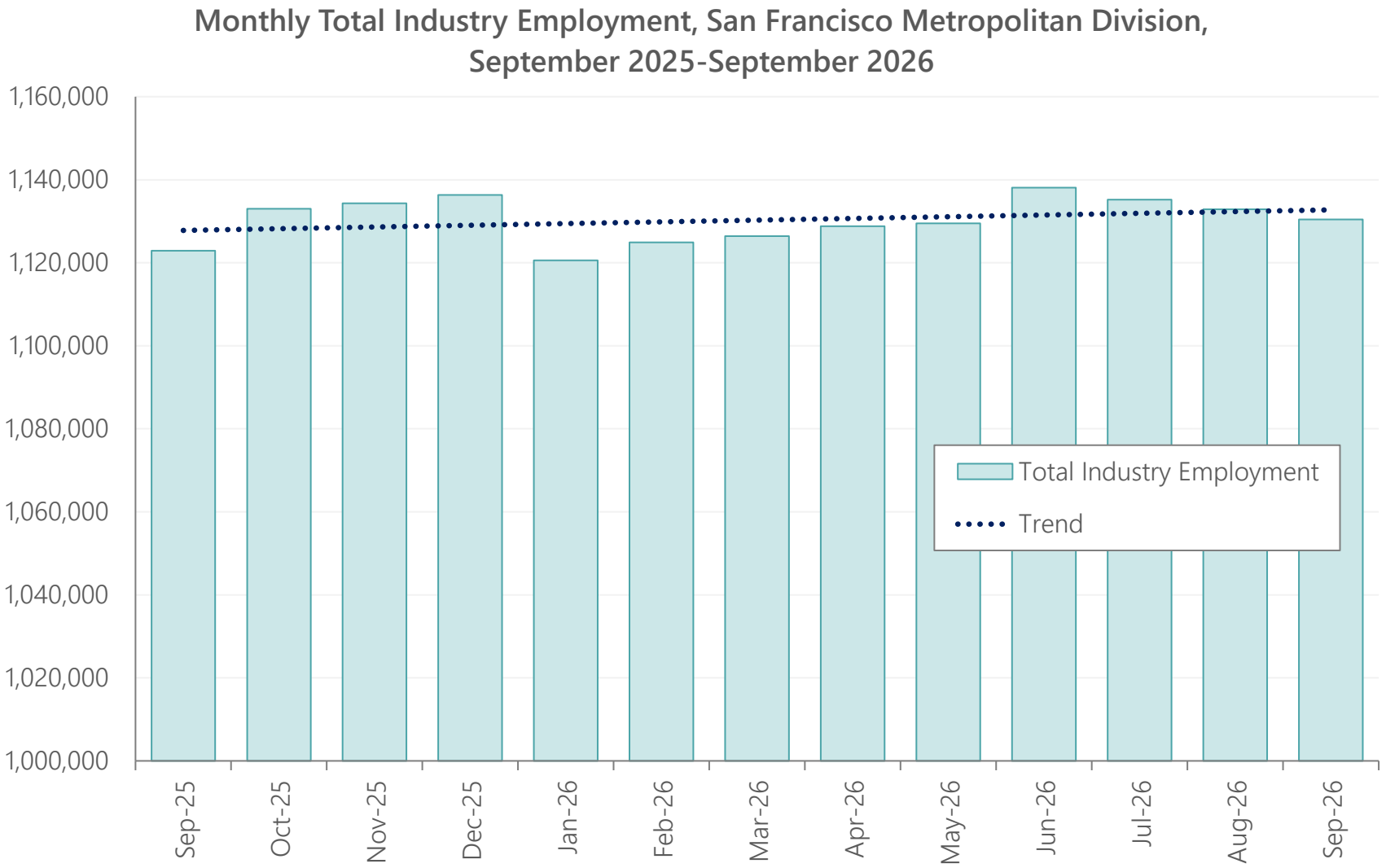
Highlights of the Third Quarter Report

- Third quarter economic data for San Francisco shows continuing improvement in many downtown recovery indicators, offset by a fairly tepid jobs picture.
- Downtown foot traffic, especially from employees, accelerated in the past quarter, according to Placer.ai. MUNI Metro and downtown BART ridership also reached post-pandemic highs. Overall job growth has been largely flat for the past year however, and unemployment has ticked up since the summer.
- San Francisco's hotel industry continues to improve. Occupancy rates are now solidly back to pre-pandemic levels. Rates are still recovering to 2019 levels, after adjusting for inflation.
- The city's asking rents for vacant apartments, which have been the fastest-growing in the country, may be starting to peak. Growth in rents slowed down in Q3, according to ApartmentList. October saw an actual drop in asking rents of 1.0%, the biggest monthly drop since 2023.
- San Francisco also has the fastest-growing housing prices among the 100 largest cities tracked by Zillow. Those prices show no sign of peaking to this point.

List of Indicators

1. Industry Employment, San Francisco Metro Division
2. Employment Change by Industry Sector
3. Unemployment Rate, San Francisco and California
4. Indeed Job Postings Index
5. Downtown Employee and Visitor Foot Traffic
6. Office Attendance Recovery
7. Office Vacancy and Asking Rents
8. Hotel Occupancy Rate & Average Daily Rate
9. Hotel Revenue Available per Room Night: Selected Cities Comparison
10. Muni Metro Ridership Recovery
11. BART Exits at Downtown SF Stations
12. Bay Bridge and Golden Gate Bridge Traffic
13. San Francisco PM Freeway Speeds
14. Apartment Asking Rents
15. Housing Prices
16. Authorized Housing Units

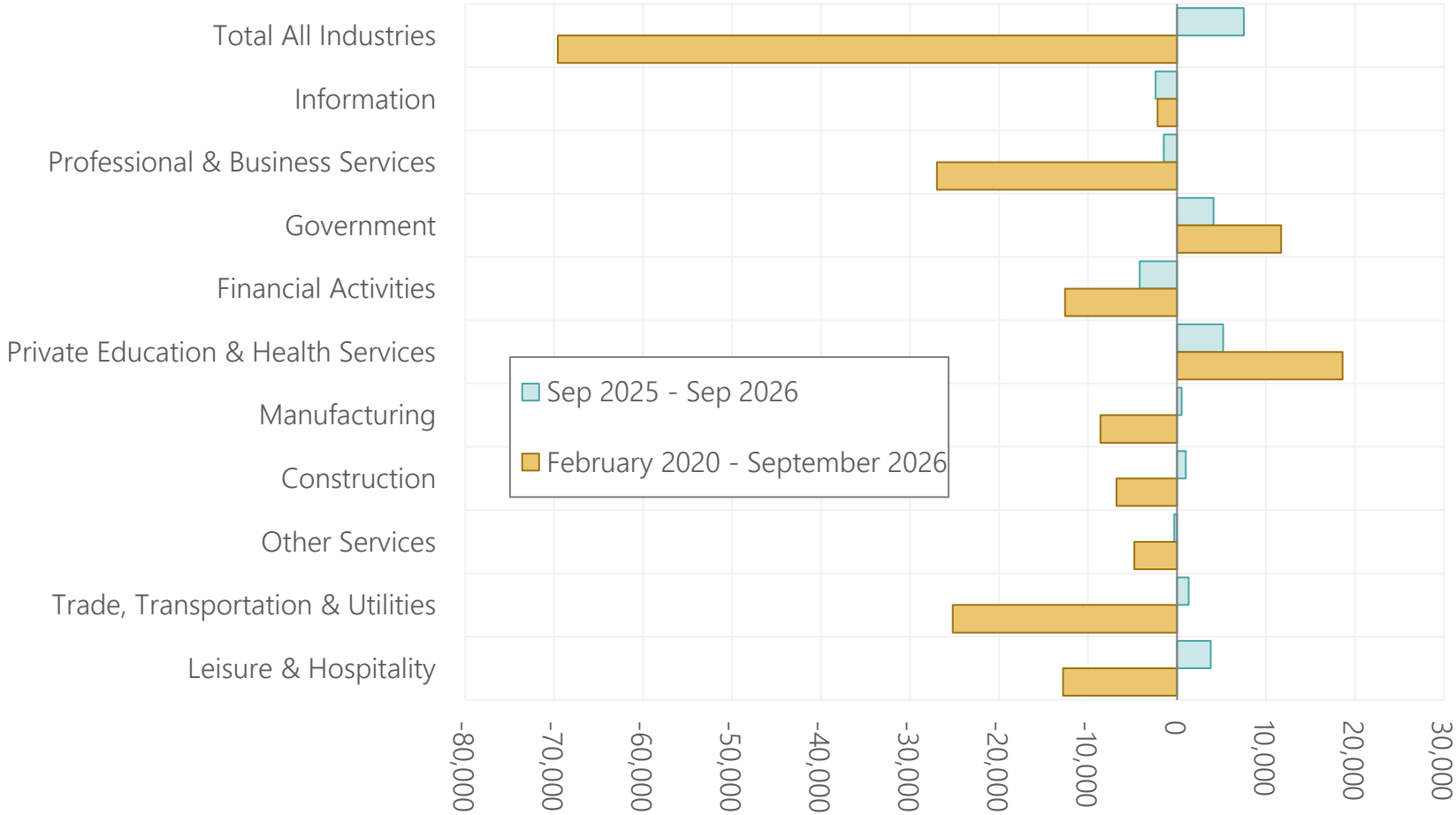
Total Employment Largely Flat Over the Past Year



Source: EDD, SF Metro Division includes San Francisco and San Mateo counties. Seasonal adjustment by the Office of Economic Analysis.

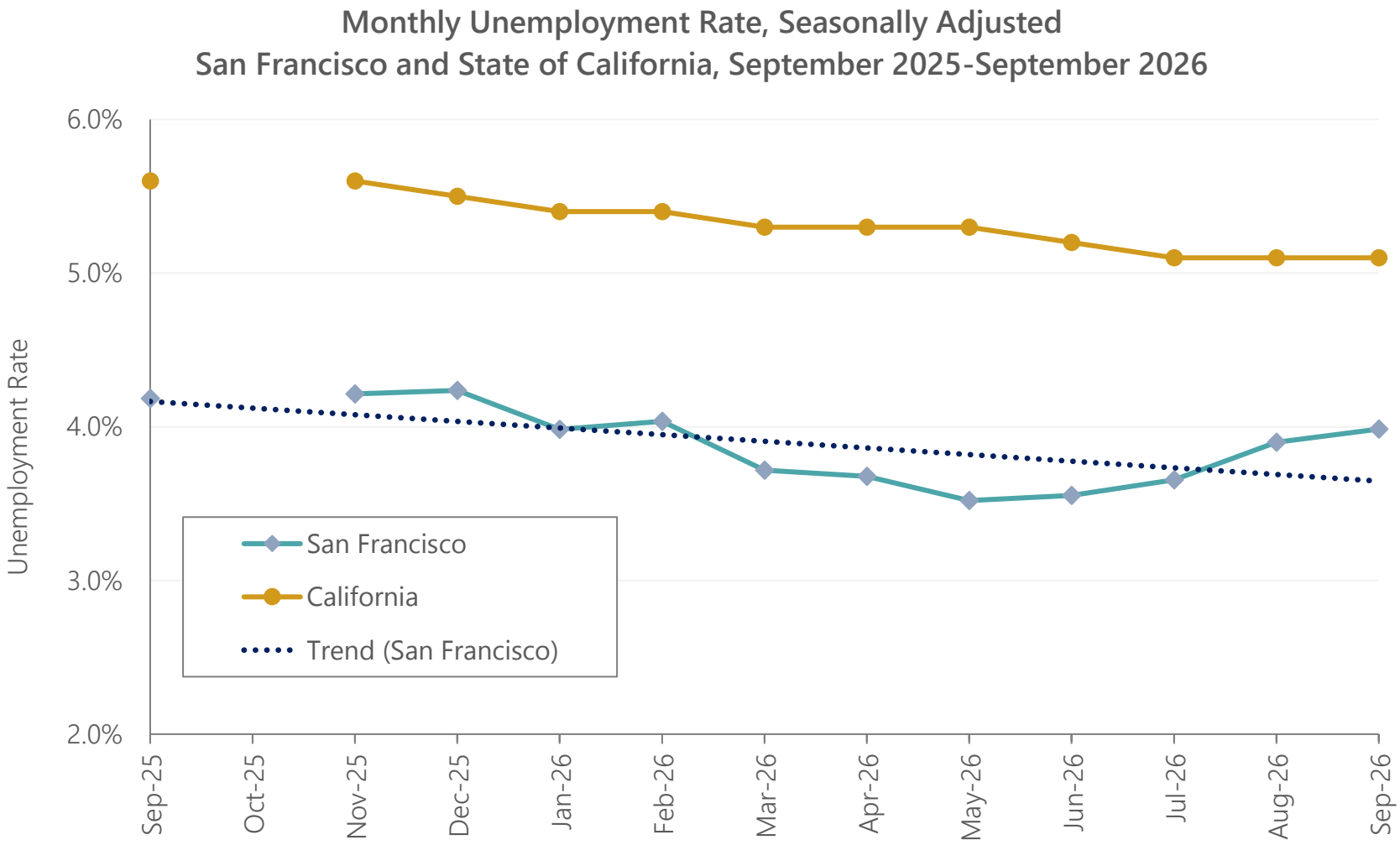
Healthcare & Tourism Led Job Growth Over Last Year

Employment Change by Industry Sector, San Francisco Metro Division: Since the Start of the Pandemic, and the Last 12 Months



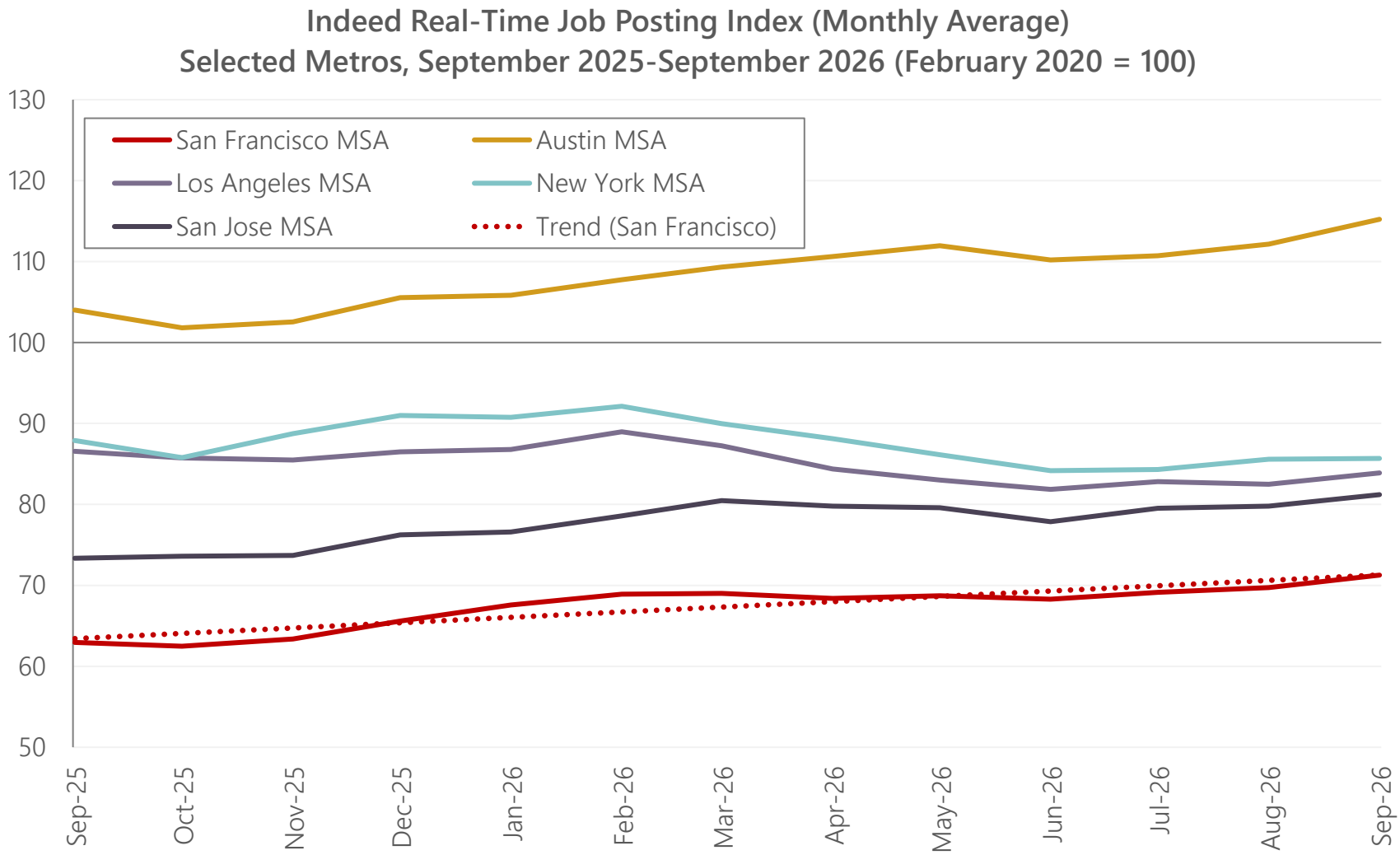
Source: EDD, SF Metro Division includes San Francisco and San Mateo counties.

Unemployment Rate Has Increased Slightly to 4.0%



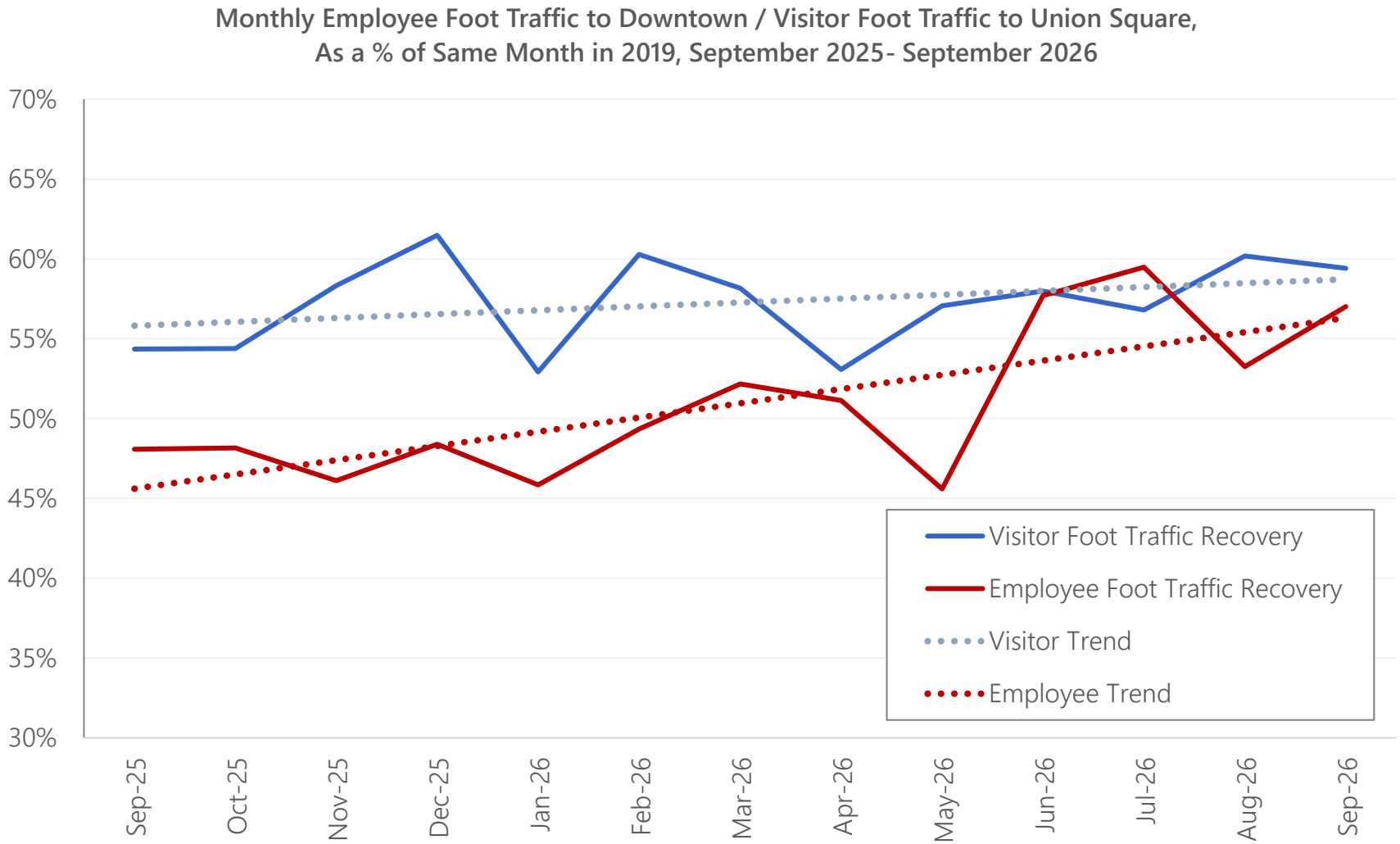
Source: EDD. Seasonal adjustment for San Francisco by the Office of Economic Analysis.
Note: October 2025 data is permanently unavailable because the Federal Government shutdown prevented data collection.

Job Postings Trending Up, Despite Flat Unemployment



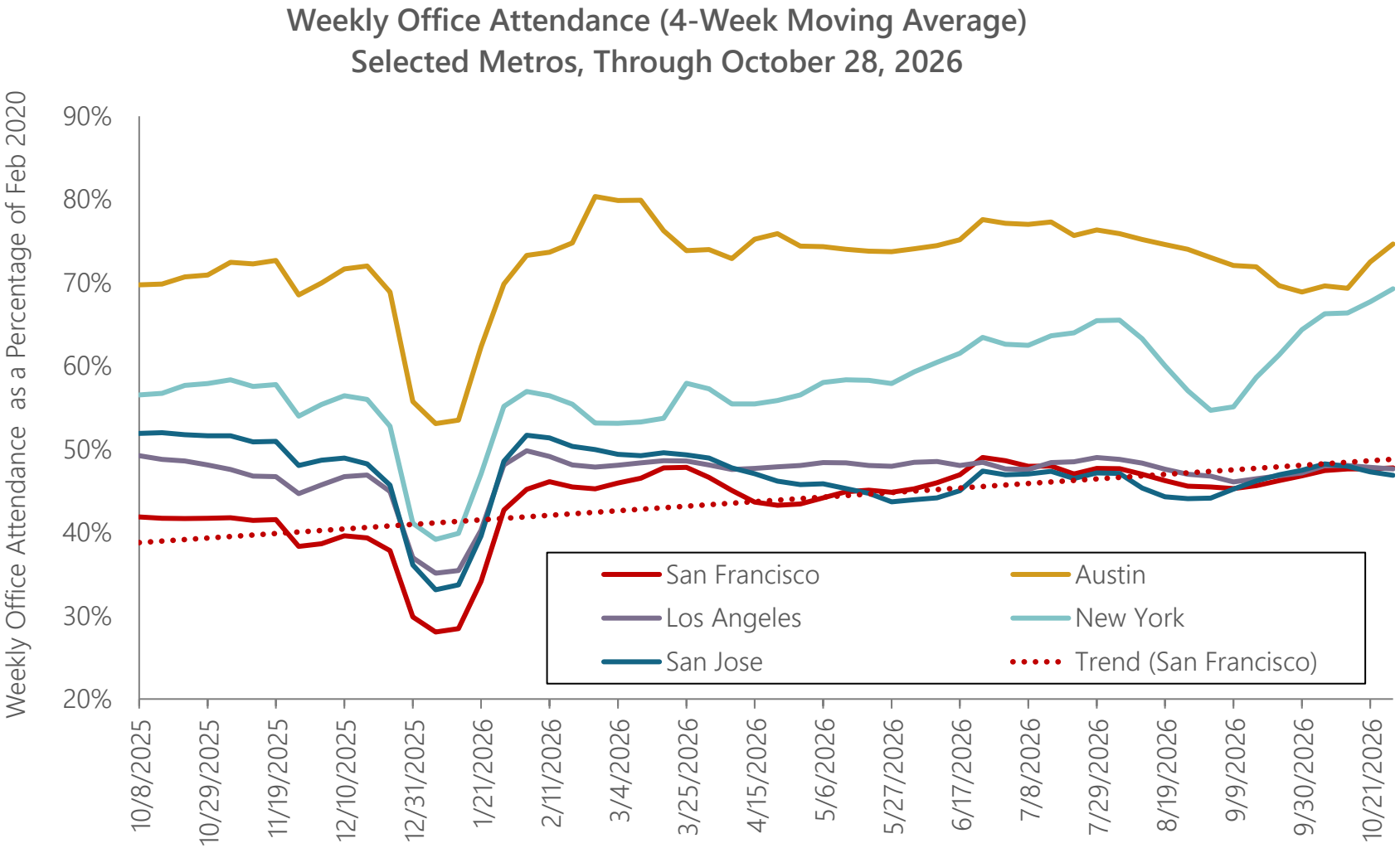
Source: Indeed

Acceleration in Downtown Employee Foot Traffic



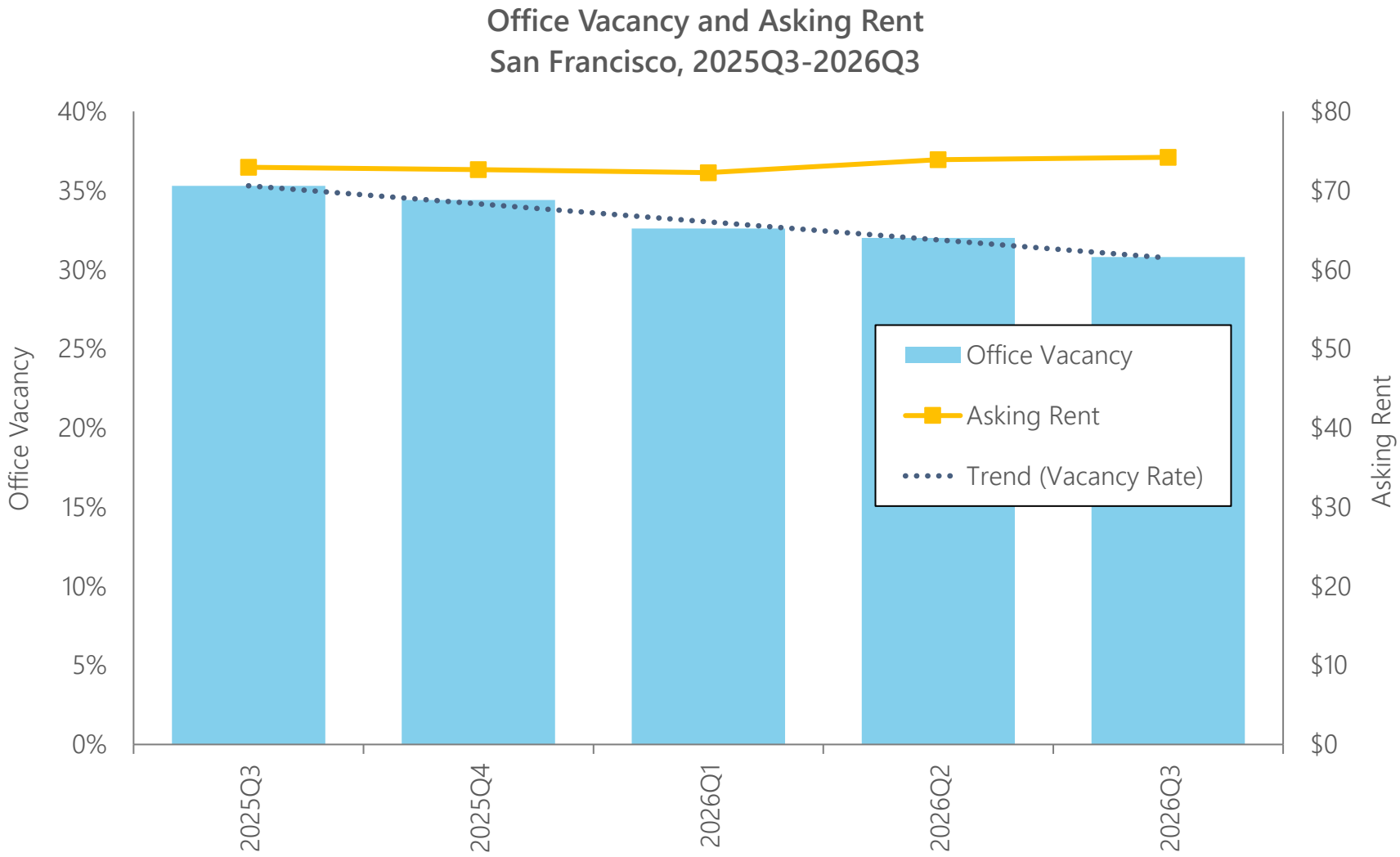
Source: Placer.ai, courtesy of the San Francisco Recreation and Parks Department. For employee foot traffic, "downtown" refers to the boundaries of the Downtown San Francisco Partnership Business Improvement District. For visitor foot traffic, Union Square is defined as the area bounded by Market, Montgomery, Bush, and Mason Streets.

Little Movement in SF Metro Office Attendance



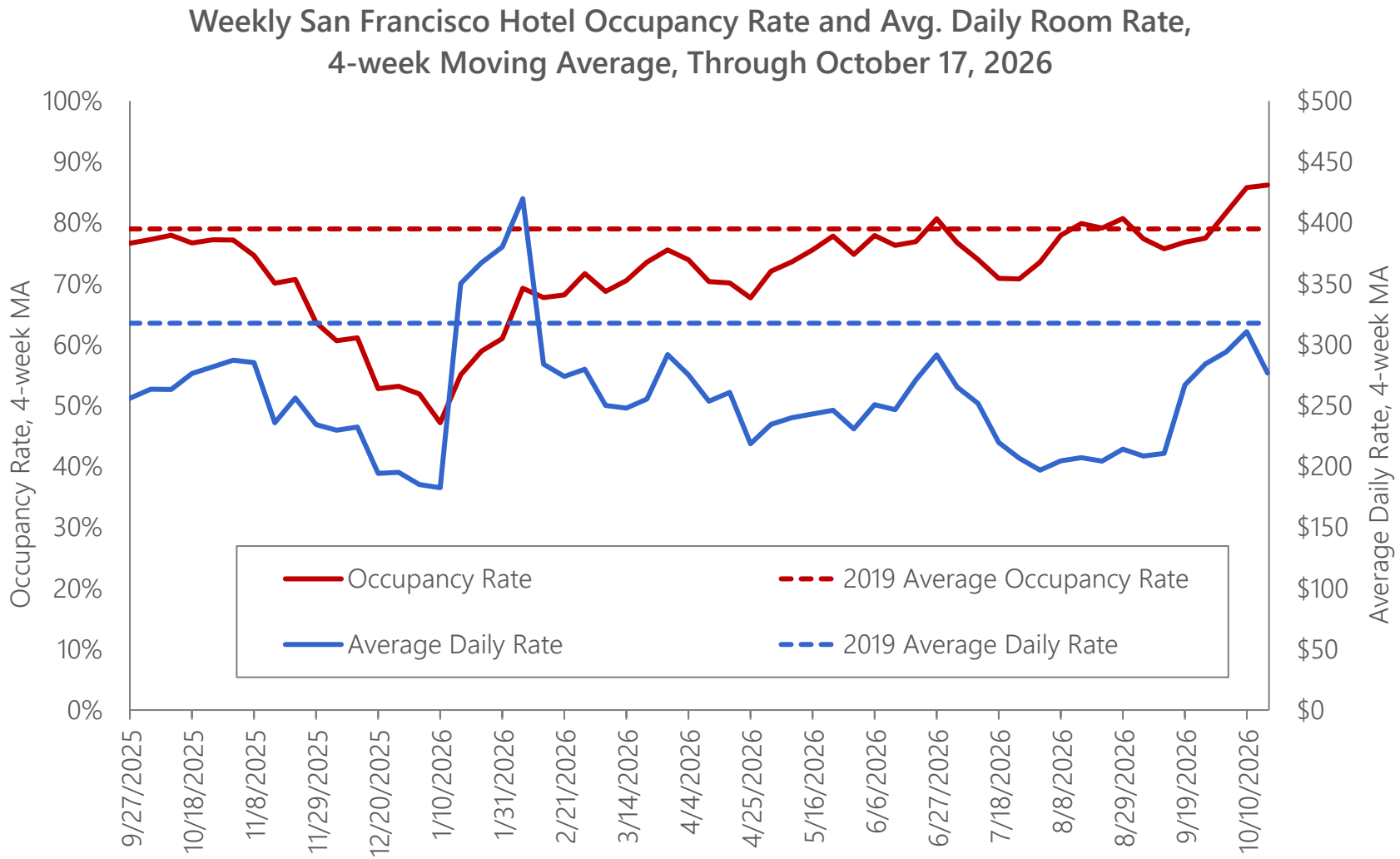
Source: Kastle System

But Office Vacancy Down 4.5%, Year over Year



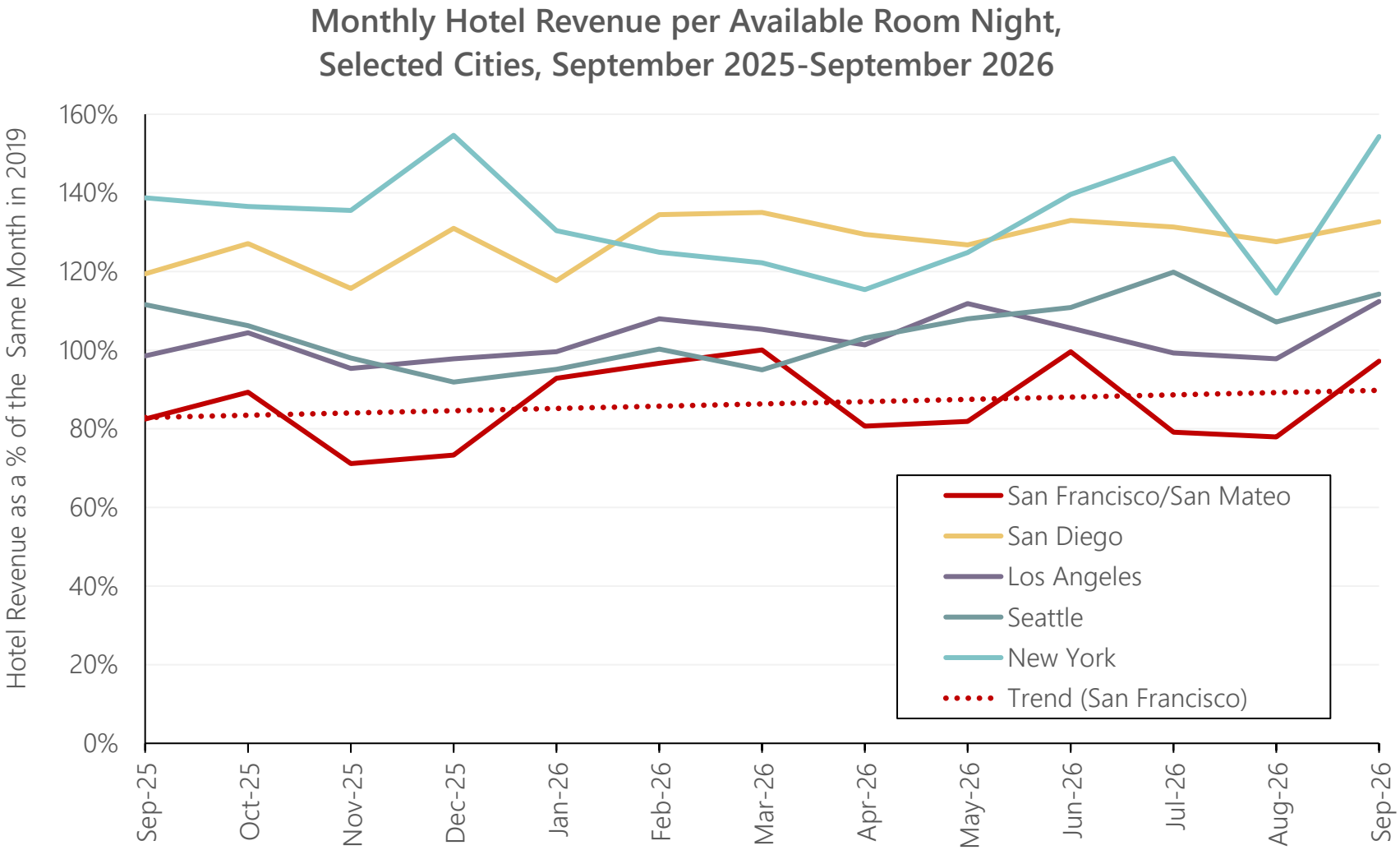
Source: Jones Lang LaSalle (JLL)

Hotel Occupancy Has Returned to Pre-Pandemic Levels



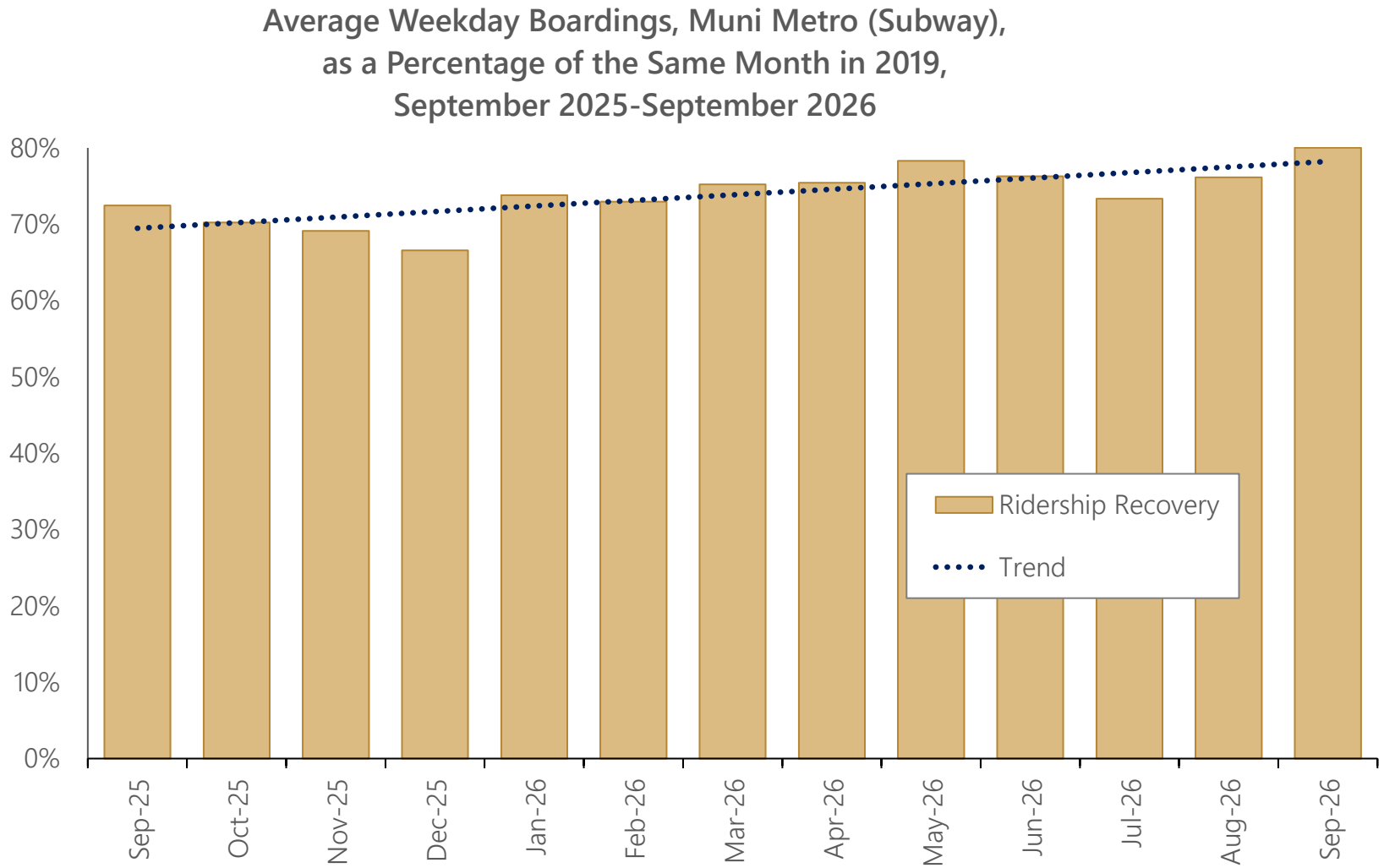
Source: STR

Hotel Revenues Also Approaching 2019 Levels



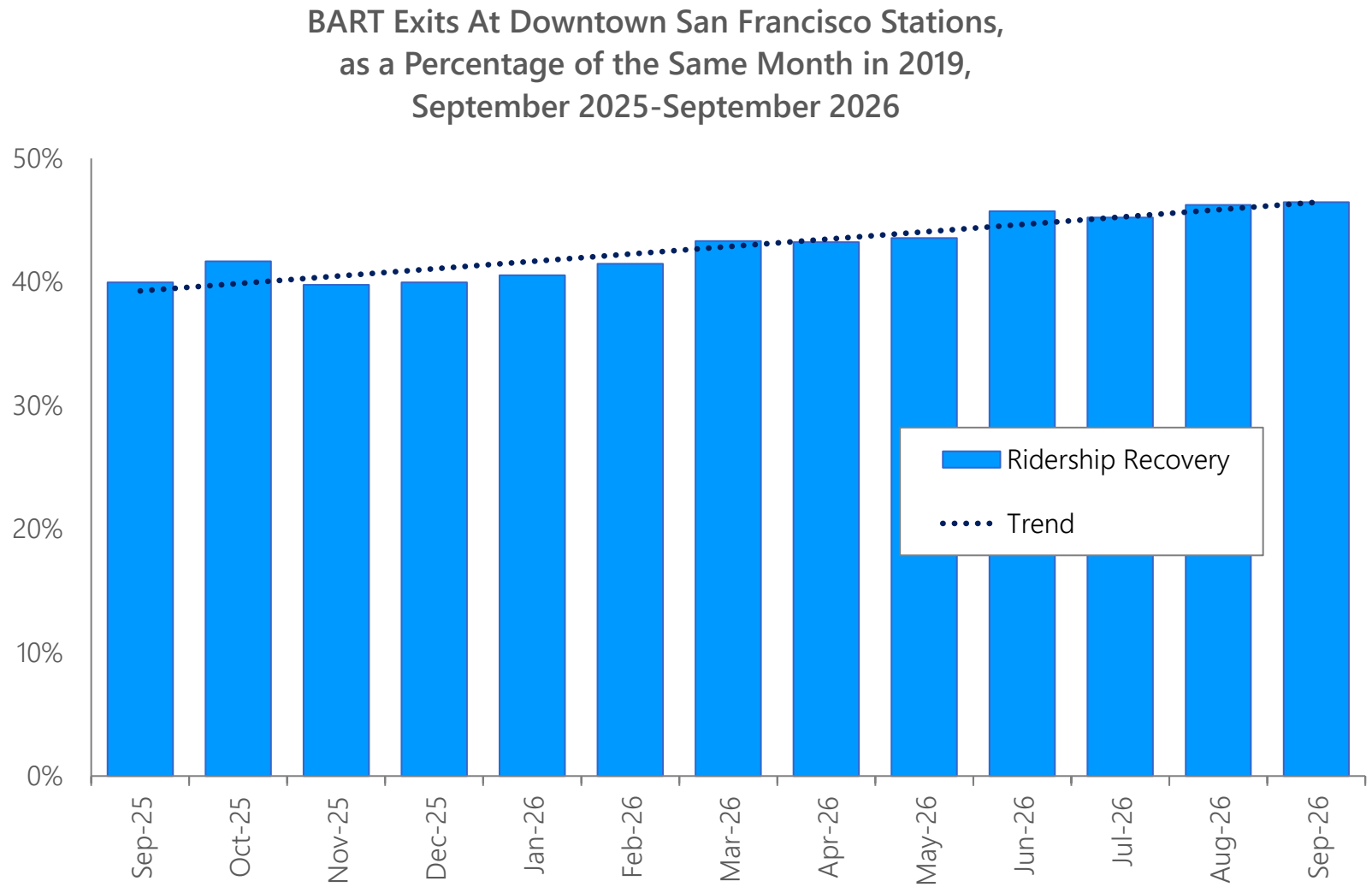
Source: STR

MUNI Metro Ridership Reaches 80% of 2019 Levels



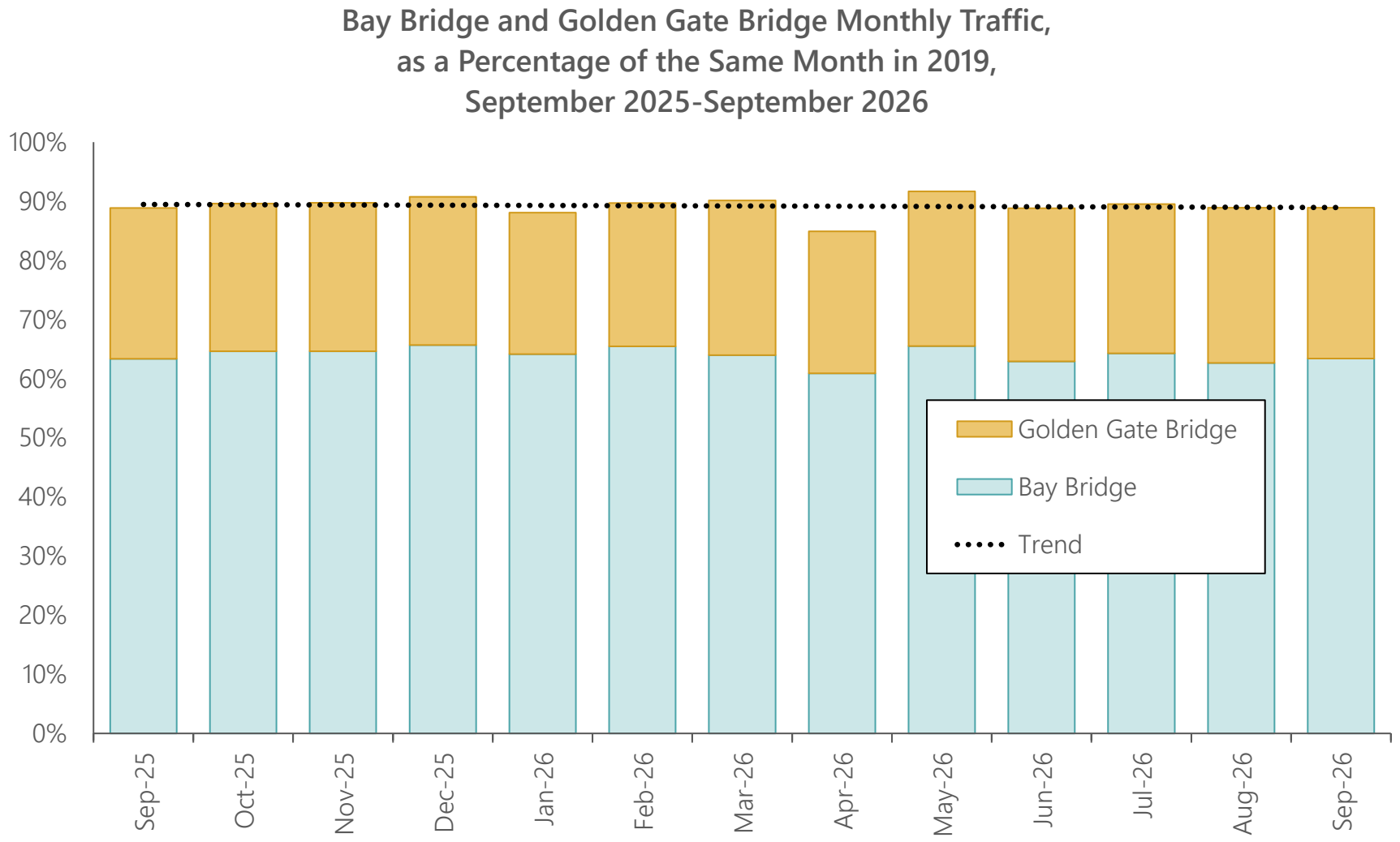
Source: SFMTA

Downtown BART Exits Also Reach Post-Pandemic Highs



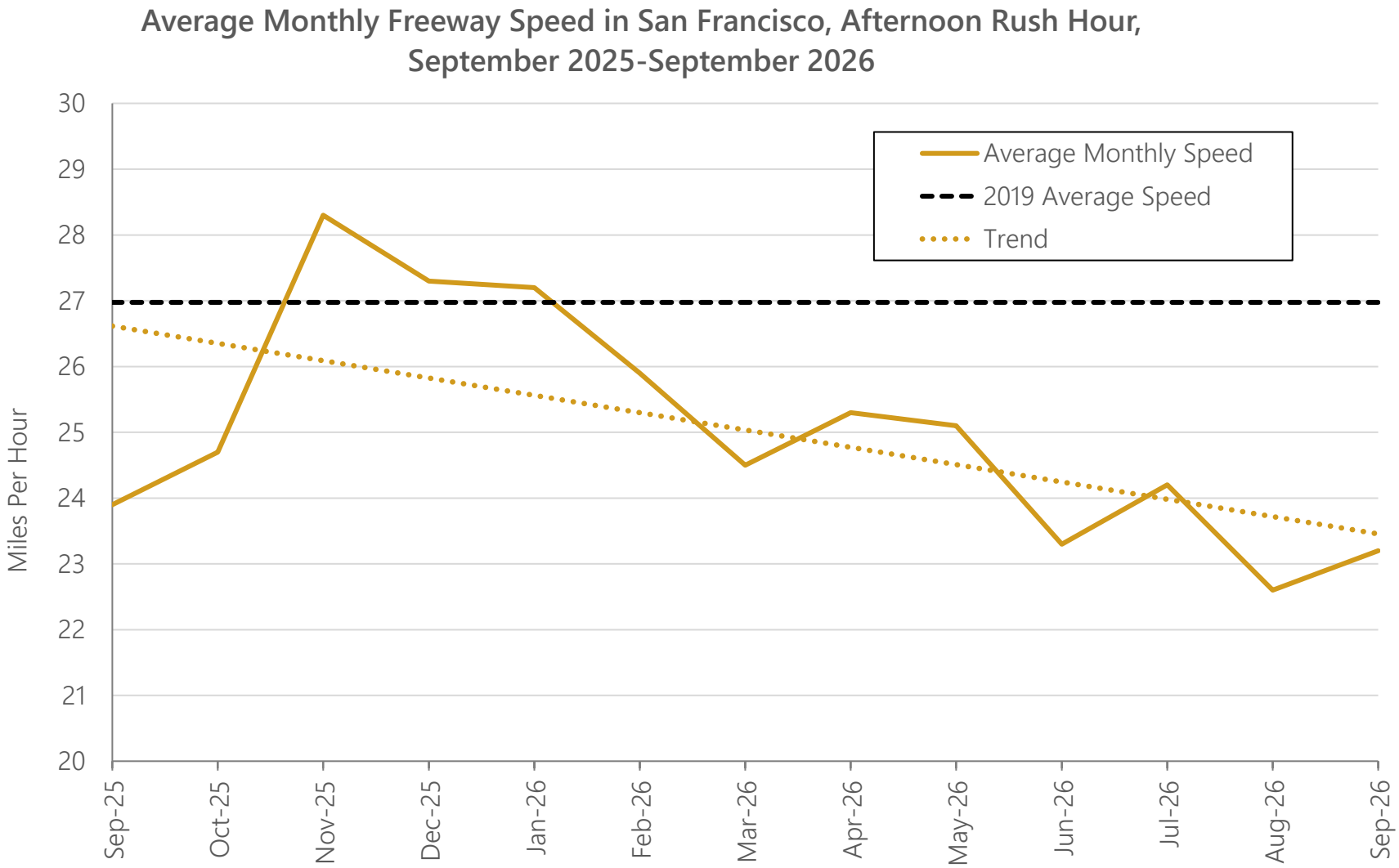
Source: BART

Bridge Crossings Steady at 90% of Pre-Pandemic Levels



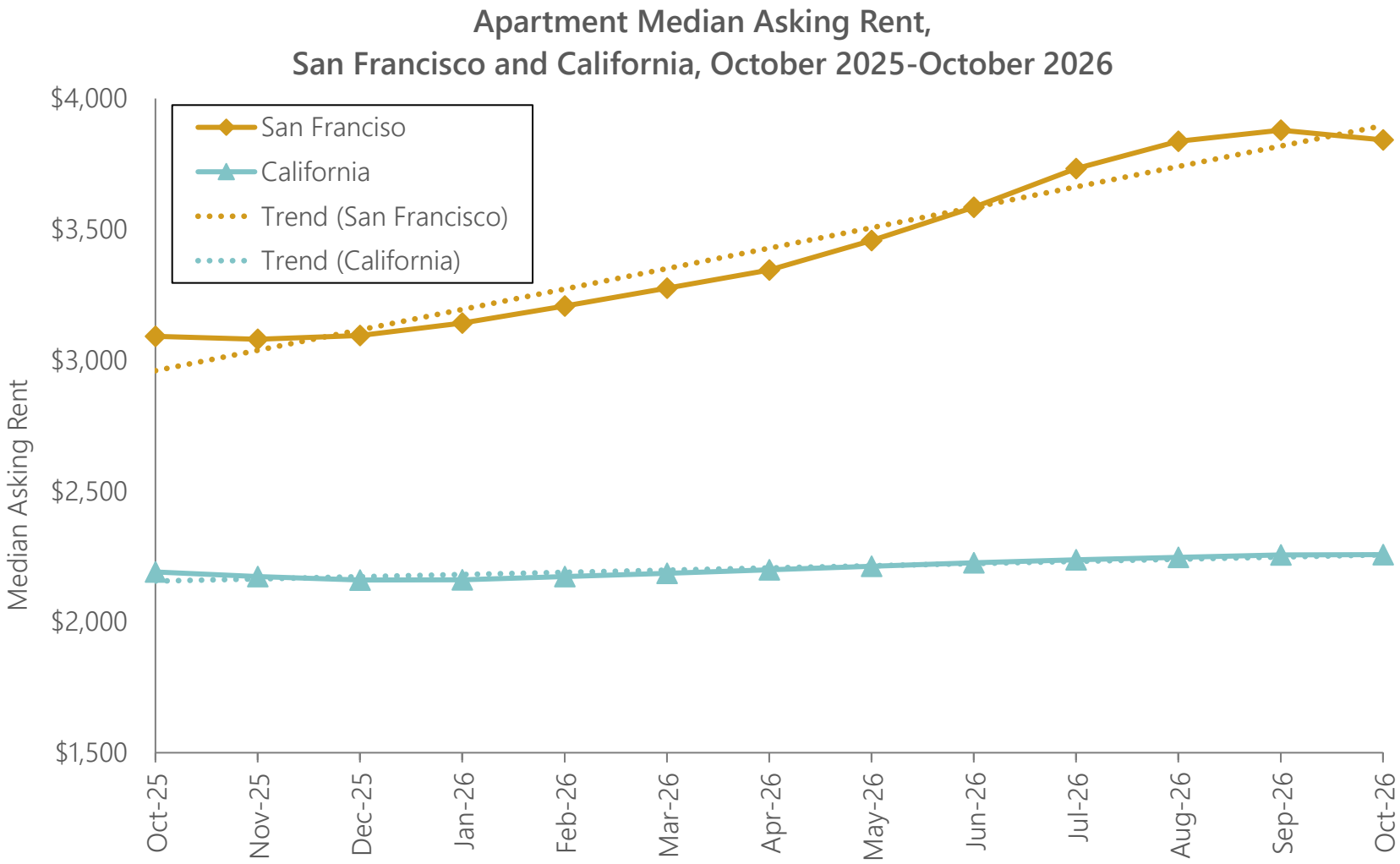
Source: Bay Area Toll Authority (BATA), Golden Gate Bridge Highway & Transportation District. Includes westbound Bay Bridge and southbound Golden Gate Bridge traffic

Falling Speeds Indicate Freeway Congestion Is Rising



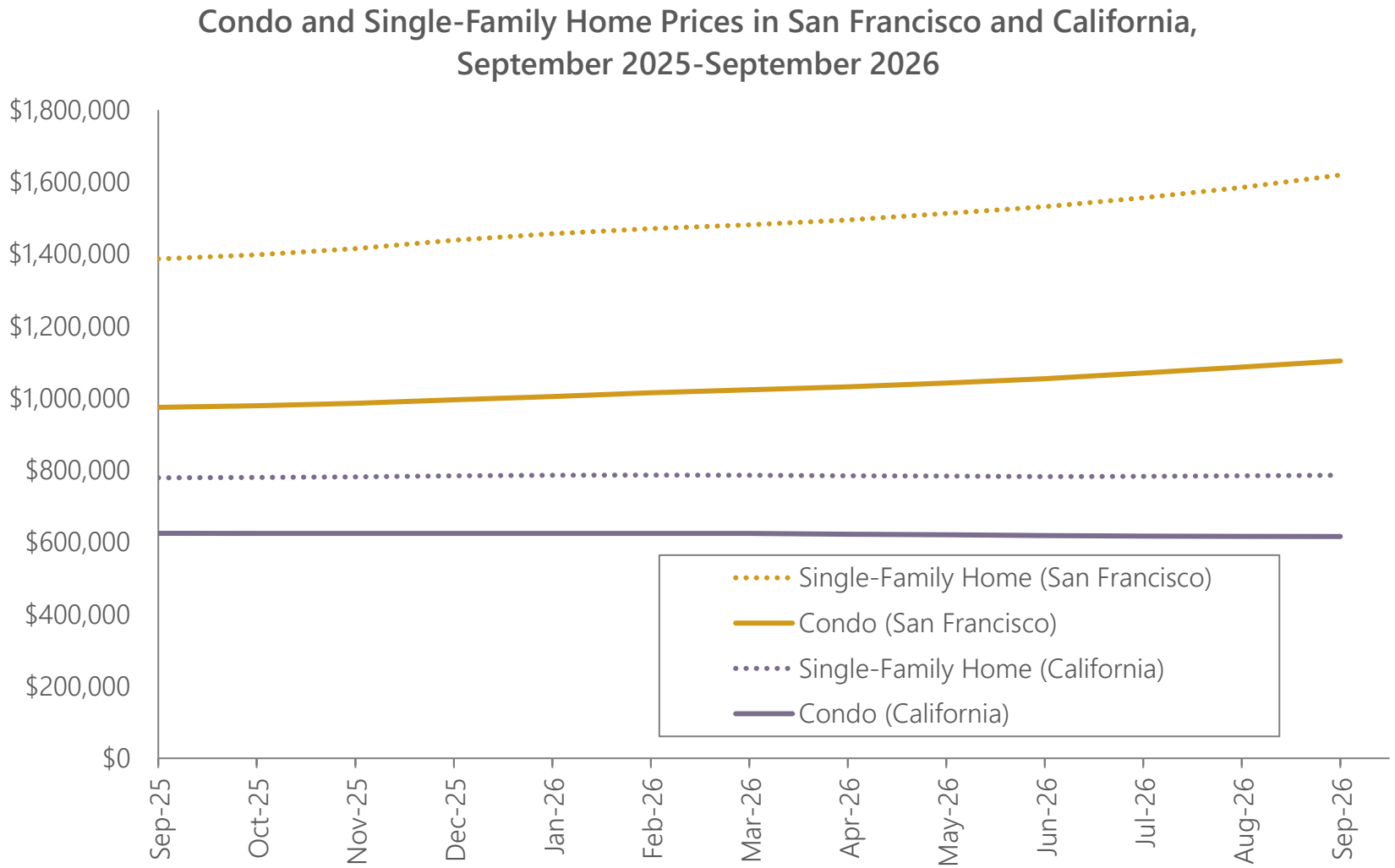
Source: SF County Transportation Authority

Rapidly-Rising Apartment Rents May Be Peaking



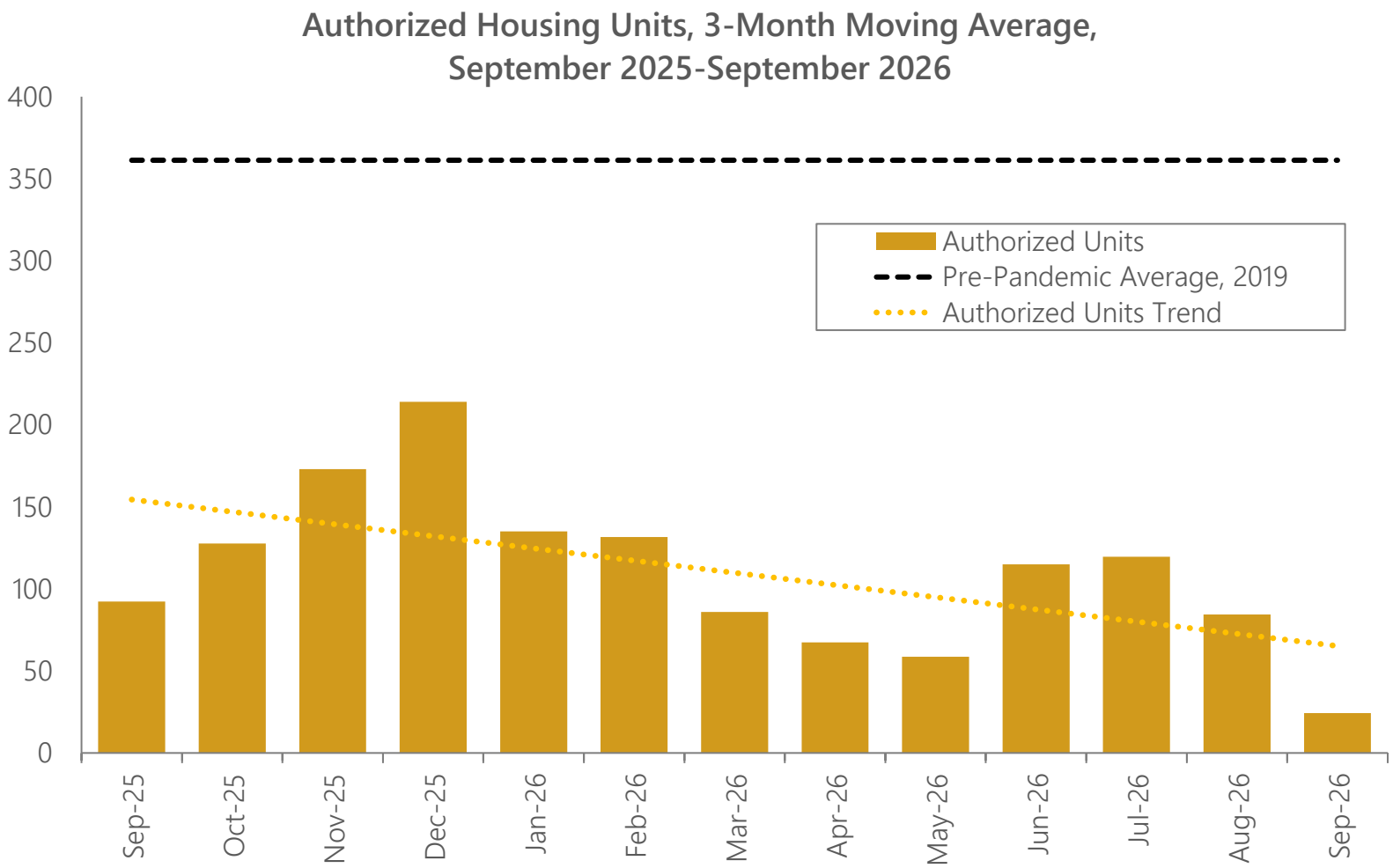
Source: Apartment List

Single-Family Home & Condo Price Growth Outpace State



Source: Zillow

No Upward Momentum in Housing Permit Activity



Source: San Francisco Planning Department

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