



The *Prosperity Now Scorecard* equips advocates, policymakers, practitioners and others with data on how residents in states, counties and cities are faring when it comes to their financial health and whether opportunities to prosper are equitable. These data jump-start a conversation about solutions and policies to put all households on stronger financial footing.

Financial Assets & Income

OUTCOME MEASURE	PLACE DATA	STATE DATA	US DATA
Asset Poverty Rate	22.5%	25.8%	25.5%
Income Inequality	5.5x higher for top 20%	5.3x higher for top 20%	4.9x higher for top 20%
Income Poverty Rate	6.9%	13.2%	13.4%
Income Poverty by Race	3.8x higher for HHs of color	1.7x higher for HHs of color	2x higher for HHs of color
Liquid Asset Poverty Rate	29.7%	37.2%	36.8%
Unbanked Households	1.4%	6.2%	7.0%
Underbanked Households	17.3%	19.1%	19.9%
Households with Zero Net Worth	15.1%	15.4%	16.9%

Businesses & Jobs

OUTCOME MEASURE	PLACE DATA	STATE DATA	US DATA
Business Value by Race	2.3x higher for white bus. owners	2.7x higher for white bus. owners	2.9x higher for white bus. owners
Business Value by Gender	1.5x higher for men	2.7x higher for men	3x higher for men
Unemployment Rate	4.6%	5.4%	490.0%
Unemployment Rate by Race	1.3x higher for workers of color	1.4x higher for workers of color	1.6x higher for workers of color

Homeownership & Housing

OUTCOME MEASURE	PLACE DATA	STATE DATA	US DATA
Affordability of Homes (value/income)	7.7x higher than median income	7x higher than median income	3.6x higher than median income
Housing Cost Burden - Homeowners	38.9%	38.8%	28.3%
Housing Cost Burden - Renters	49.2%	55.4%	49.7%
Homeownership Rate	53.7%	53.6%	63.1%
Homeownership by Race	1.3x higher for white HHs	1.4x higher for white HHs	1.6x higher for white HHs

Health Care

OUTCOME MEASURE	PLACE DATA	STATE DATA	US DATA
Employer-Provided Insurance Coverage	65.3%	54.4%	58.6%
Uninsured Rate	8.9%	8.3%	10.0%
Uninsured by Race	2.3x higher for people of color	2.3x higher for people of color	2.1x higher for people of color
Uninsured by Gender	1.2x higher for men	1.3x higher for men	1.2x higher for men
Uninsured Low-Income Children	6.0%	3.8%	6.1%

Education

OUTCOME MEASURE	PLACE DATA	STATE DATA	US DATA
Four-Year College Degree	46.6%	32.9%	31.3%
Four-Year Degree By Race	1.7x higher for white adults	1.9x higher for white adults	1.5x higher for white adults
Four-Year Degree By Gender	equal for men and women	equal for men and women	equal for men and women
Early Childhood Education Enrollment	60.6%	48.5%	48.0%

In order to generate more robust estimates at the local level, specifically estimates disaggregated by race, many local estimates are derived using five-year data averages. For more information on how local estimates are calculated, [visit scorecard.prosperitynow.org/methodology](http://visit.scorecard.prosperitynow.org/methodology).

SAN FRANCISCO-OAKLAND-FREMONT, CA

DEMOGRAPHICS

 **POPULATION**
4,577,530

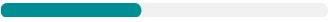







 **HOUSEHOLDS**
1,674,040

HOUSEHOLD INCOME QUINTILES




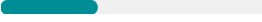

Lowest Quintile	\$0 to \$32,235
2nd Quintile	\$32,236 to \$66,606
3rd Quintile	\$66,607 to \$108,268
4th Quintile	\$108,269 to \$176,301
Highest Quintile	Over \$176,301

MEDIAN HOUSEHOLD INCOME **\$85,947**

RACE AND ETHNICITY

White		40.9%
Black		7.4%
Asian		24.5%
Latino		21.8%
Native		0.2%
NHPI		0.7%
Two or More		4.2%
Other		0.4%

AGE

Under 18		20.4%
18 to 24		8.3%
25 to 44		30.3%
45 to 64		27.0%
65 and Over		14.0%

PEOPLE WITH A DISABILITY **9.9%**

PROSPERITY NOW COMMUNITY

Prosperity Now is committed to continuing our support of and partnerships with our movement of committed advocates and practitioners seeking to create a clear path to financial stability, wealth and prosperity. The Prosperity Now Community expands our reach, creates strong connections between those in our community and mobilizes advocates to create lasting social change.

The Prosperity Now Community facilitates learning, creates connections and inspires action to create and improve programs and policies that foster opportunity, especially for those who have not had it before. Our unwavering commitment to creating prosperity includes efforts on a wide range of issues, such as consumer protections, equity in the tax code, increasing affordable housing and removing barriers to saving and building wealth.

To Join the Community, visit prosperitynow.org/get-involved

COMMUNITY CHAMPIONS IN CALIFORNIA

Alameda County Community Asset Network
Oakland, CA

California Asset Building Coalition
San Francisco, CA

Capital Region Prosperity Network
Sacramento, CA

Mission Asset Fund
San Francisco, CA



ABOUT PROSPERITY NOW

Prosperity Now (formerly CFED) believes that everyone deserves a chance to prosper. Since 1979, we have helped make it possible for millions of people, especially people of color and those of limited incomes, to achieve financial security, stability and, ultimately, prosperity. We offer a unique combination of scalable practical solutions, in-depth research and proven policy solutions, all aimed at building wealth for those who need it most.