

According to the last Bay Area Census (2010) the population of the Bay Area is 7,150,739 people. (<http://www.bayareacensus.ca.gov/bayarea.htm>)

According to the site <http://www.grabstats.com/statmain.aspx?StatID=746> 65% of American households play video games.

San Francisco is a community of early adopters and is phone to technological consumption which allows us to bump this figure to 75%.

The average family size in san Francisco is 3.22 persons. We assume that there will only be 1 gamer per household.

Total households in SF = $7,150,739 / 3.22 = 2,220,726$

Our of these 75% would be gamers so $2,220,726 * 75\% = \mathbf{1,665,554}$

Another option

If we assume that the average gamer is about 35 years and we suppose that their parents (55 year olds and on) are mainly non-gamers we can attempt the following distribution

Age	Population	Pct	Gamers
Under 5 years	447,811	6.3%	10%
5 to 17 years	1,141,862	16.0%	35%
18 to 64 years	4,682,837	65.5%	25%
65 years and over	878,229	12.3%	5%

In this distribution we are not counting the cellphone game users as gamers, if we were then probably the 5-64 blocks would be near 100%. I say that kids under 5 are mainly non-gamers due to the lack of access to owned smartphones and/or consoles. In the 5-17 block the incidence is about 80-90% among teenagers but I dialed it back to 65% to account for young kids with no console access of any kind. The 18 to 64 block only receives a 55% of gamers because there is a high incidence of people older than 50 which grew up without videogames and is less likely to be a gamer. Lastly the 65+ year old block is regarded as non-gamer due to the same reasons for the drop-off for the 16 to 64 block, a 5% is added to account for outliers in the distribution.

With these numbers we can then say that overall the SF bay area must have around

1,659,054 Gamers

PS: the low percentages given are in response to the high population density, lack of resources to be a gamer and the fact that SF is so cool that people actually go outside and do stuff! That accounts for a drop-off in the casual gamer status.