



# Economic Issues

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# Summary

Indicator	Measurement	Data	Year	Trend	Direction	Page
<b>Economic Well-Being</b>	Percentage of telephone survey respondents who felt they were economically better off this year than last year	28.0%	2010	↓		59
<b>Household Income</b>	Median family income	\$72,500	FY 2010	↑		62
<b>Concern About Employment Opportunities</b>	Percentage of telephone survey respondents who were "very" or "somewhat" concerned about employment opportunities	42.5%	2010	↑		66
<b>Annual Average Unemployment</b>	Unemployment rate	9.0%	2009	↑		68
<b>Net Job Change</b>	Total employment, all industries	102,200	2009	—		69
<b>Median Hourly Pay</b>	Median hourly pay, real estate agents	\$24.06	2009	↓		73
<b>Child Care Supply</b>	Percentage of children with parents in the labor force with licensed child care available	42.6%	2008	↑		75
<b>Government Payments</b>	Percentage of telephone survey respondents who received government payments or benefits regularly	40.9%	2010	↑		78
<b>Government Assistance Recipients</b>	CalWORKS recipients – rate per 1,000 population	17.1	2009	—		80
<b>Building Permit Valuation</b>	Total value of residential and non-residential permits <i>(in thousands of dollars)</i>	\$231,559	2009	↓		82
<b>Travel Spending and Related Impacts</b>	Total direct spending <i>(in millions of dollars)</i>	\$1,138	2008	↑		83
<b>Retail Sales</b>	Annual taxable sales	\$14,794	2008	↓		85

## Legend

Item	Description
	Indicates data moving in an upward direction over time.
	Indicates data moving in a downward direction over time.
	Indicates data remaining constant over time or no trend data available.
	Indicates data with a combination of both challenges and successes.
	Indicates data moving in a negative direction.
	Indicates data moving in a positive direction.

## Economic Well-being

In 2010, a little over one-quarter (28%) of telephone survey respondents said they were economically better off this year as compared to last year. This is much lower than in 2001 when 41% said they were better off economically compared to the previous year. Further, 80% of telephone survey respondents did have at least \$300 in a savings account in 2010.



### Do you feel you are better off this year than last year economically?

Response	2001	2003	2006	2010
Yes	41.1%	40.6%	32.4%	28.0%
No	28.6%	35.2%	22.7%	47.6%
About the same	30.3%	23.4%	44.9%	24.4%
<b>Total respondents</b>	<b>805</b>	<b>522</b>	<b>499</b>	<b>1,083</b>

Source: ACTION for Healthy Communities, Telephone Survey, 1999, 2001, 2003, 2006, and 2010.

### Do you feel you are better off this year than last year economically? *By Region* (2010)

	North Coast	North County	San Luis Obispo	South County
Yes	26.6%	36.4%	23.5%	29.1%
No	47.8%	44.9%	48.6%	49.3%
About the same	25.6%	18.7%	27.9%	21.7%
<b>Total respondents</b>	<b>255</b>	<b>306</b>	<b>244</b>	<b>279</b>

Source: ACTION for Healthy Communities, Telephone Survey, 2010.

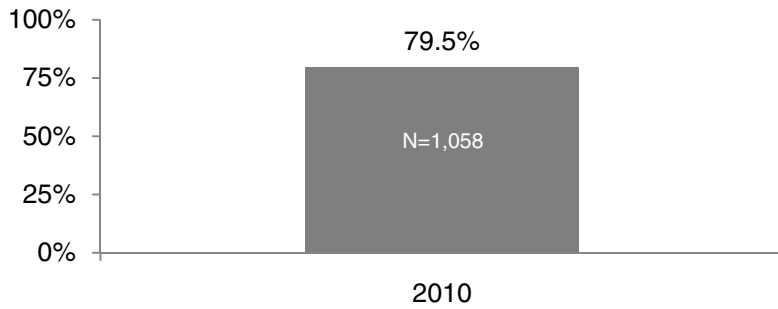
### Please indicate if not having enough money is a “Major Problem,” a “Minor Problem,” or “Not a Problem” for you personally: (2010)

Response	Dependent Adults	Homeless	Spanish Speaking Parents
Major Problem	45.3%	78.1%	23.5%
Minor Problem	29.2%	20.2%	55.3%
Not a Problem	25.5%	1.8%	21.2%
<b>Total respondents</b>	<b>137</b>	<b>114</b>	<b>85</b>

Source: ACTION for Healthy Communities, Face-to-Face Survey, 2010.

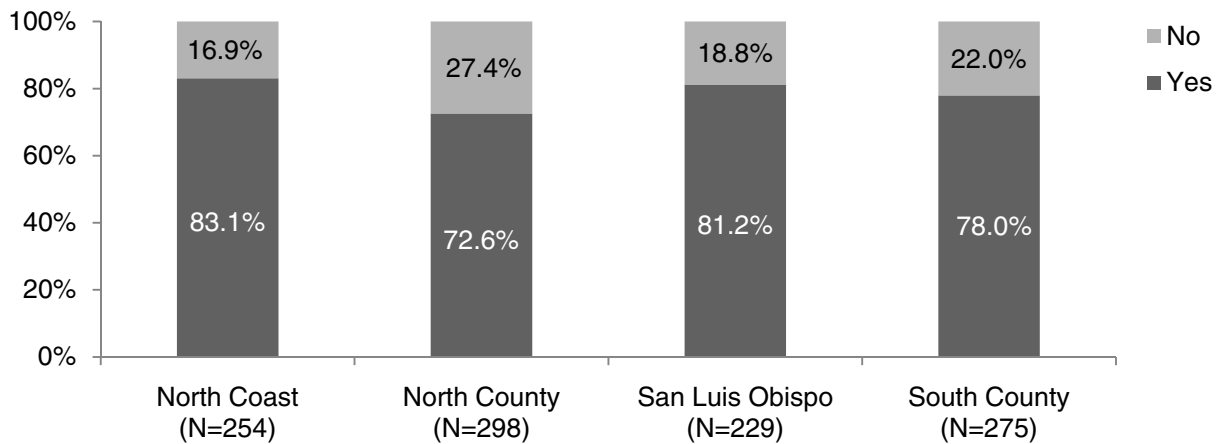
Note: This face-to-face survey question was re-worded in 2010. Therefore, comparable data for previous years are not available.

**☎ Do you have at least \$300 in a savings account? (Respondents answering “Yes”) (2010)**



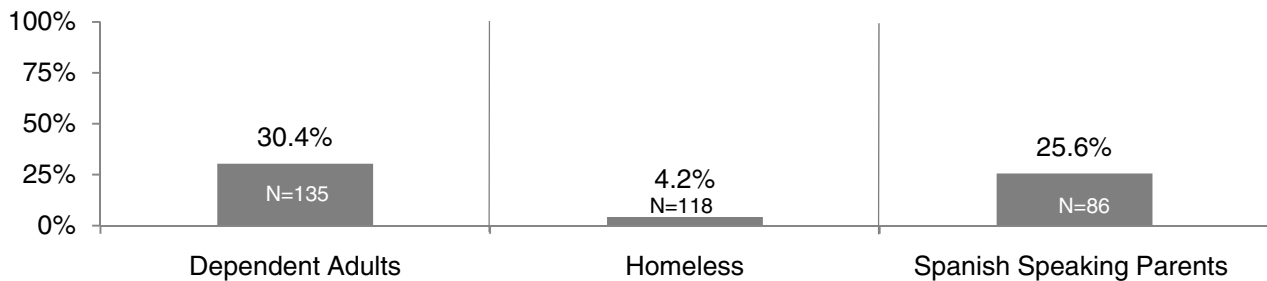
Source: ACTION for Healthy Communities, Telephone Survey, 2010.

**☎ Do you have at least \$300 in a savings account? By Region (2010)**



Source: ACTION for Healthy Communities, Telephone Survey, 2010.

**👤 Do you have at least \$300 in a savings account? (Respondents answering “Yes”) (2010)**



Source: ACTION for Healthy Communities, Face-to-Face Survey, 2010.

**Key Findings from the Business Sentiment Survey (2008)**

	Much worse	Worse	No change	Better	Much better
<b>Is your firm better off or worse than one year ago?</b>					
<b>San Luis Obispo County</b>	1.8%	32.1%	39.3%	25.0%	1.8%
Tri-Counties	4.1%	33.7%	32.6%	27.4%	2.3%
<b>In six months, do you expect your firm to be better or worse off?</b>					
<b>San Luis Obispo County</b>	0.0%	26.8%	44.6%	28.6%	0.0%
Tri-Counties	0.8%	31.5%	35.4%	31.9%	0.4%
<b>Are present business conditions better or worse than a year ago?</b>					
<b>San Luis Obispo County</b>	3.6%	62.5%	30.4%	3.6%	0.0%
Tri-Counties	5.5%	66.5%	24.0%	4.0%	0.0%

Source: UC Santa Barbara Economic Forecast Project, *The 2009 San Luis Obispo County Economic Outlook*, 2010.

Note: Tri-Counties include San Luis Obispo, Santa Barbara, and Ventura Counties.

	More deterioration	Some decline	No change	Some improvement	Much improvement
<b>Do you expect in the next six months to show improved or deteriorated local business conditions?</b>					
<b>San Luis Obispo County</b>	5.4%	39.3%	33.9%	21.4%	0.0%
Tri-Counties	6.7%	41.4%	32.6%	19.3%	0.0%
<b>Do you expect the local economy to have better or worse conditions in the next five years?</b>					
<b>San Luis Obispo County</b>	0.0%	10.9%	18.2%	60.0%	10.9%
Tri-Counties	0.8%	21.4%	13.9%	56.8%	7.1%

Source: UC Santa Barbara Economic Forecast Project, *The 2009 San Luis Obispo County Economic Outlook*, 2010.

Note: Tri-Counties include San Luis Obispo, Santa Barbara, and Ventura Counties.

## Household Income

Personal and family incomes are two ways to assess the economic vitality of San Luis Obispo County and the spending power of individuals. Per capita personal income and median family income both increased considerably over the past decade in San Luis Obispo County. In 2010, median family income was \$72,500 in San Luis Obispo County, higher than both the state (\$71,000) and the nation (\$64,400).



### Per Capita Personal Income

Area	2000	2002	2004	2005	2006	2007	2008	00-08 % Change
<b>San Luis Obispo County</b>	<b>\$27,455</b>	<b>\$29,482</b>	<b>\$32,180</b>	<b>\$35,601</b>	<b>\$38,556</b>	<b>\$40,372</b>	<b>\$40,635</b>	<b>48.0%</b>
California	\$32,463	\$32,803	\$35,219	\$38,767	\$41,567	\$43,402	\$43,852	35.1%
United States	\$29,847	\$30,804	\$33,050	\$35,424	\$37,698	\$39,392	\$40,166	34.6%

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Accounts, 2010.

Note: Per capita personal income (PCPI) is calculated by dividing the total personal income by the total population for a given county. Total personal income (TPI) includes the earnings (wages and salaries, other labor income, proprietors' income); dividends, interest, and rent; and transfer payments received by the residents of San Luis Obispo County.

### Median Family Income

Area	FY 2002	FY 2004	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	02-10 % Change
<b>San Luis Obispo County</b>	<b>\$50,300</b>	<b>\$61,700</b>	<b>\$63,800</b>	<b>\$64,200</b>	<b>\$67,000</b>	<b>\$70,800</b>	<b>\$72,500</b>	<b>44.1%</b>
California	\$60,800	\$62,000	\$64,100	\$65,000	\$67,800	\$70,400	\$71,000	16.8%
United States	\$54,400	\$57,500	\$59,600	\$59,000	\$61,500	\$64,000	\$64,400	18.4%

Source: U.S. Department of Housing and Urban Development, HUD Program Income Limits, 2010.

### Which income range best describes your household income?

Response	1999	2001	2003	2006	2010
Less than \$15,000 per year	11.4%	13.1%	12.1%	9.2%	9.9%
\$15,000 to \$25,000 per year	16.6%	13.3%	11.9%	12.8%	11.6%
\$25,000 to \$35,000 per year	16.0%	14.7%	9.8%	8.1%	7.8%
\$35,000 to \$45,000 per year	17.6%	14.7%	10.5%	9.7%	8.9%
\$45,000 to \$65,000 per year	17.2%	19.5%	15.5%	18.6%	12.7%
\$65,000 to \$80,000 per year	7.4%	8.5%	10.9%	12.8%	15.8%
\$80,000 to \$100,000 per year	5.6%	7.5%	7.5%	11.2%	11.4%
\$100,000 to \$125,000 per year	4.2%	3.7%	5.9%	7.5%	10.5%
\$125,000 to \$150,000 per year	1.2%	2.2%	1.3%	3.6%	5.0%
Over \$150,000 per year	2.8%	2.7%	3.8%	6.5%	6.2%
<b>Total Respondents</b>	<b>500</b>	<b>543</b>	<b>522</b>	<b>424</b>	<b>965</b>

Source: ACTION for Healthy Communities, Telephone Survey, 1999, 2001, 2003, 2006, and 2010.

### Which income range best describes your household income? *By Region (2010)*

	North Coast	North County	San Luis Obispo	South County
Less than \$15,000 per year	8.4%	9.8%	13.5%	8.8%
\$15,000 - \$25,000 per year	12.2%	13.3%	7.4%	13.2%
\$25,000 - \$35,000 per year	7.1%	7.7%	10.7%	7.5%
\$35,000 - \$45,000 per year	6.7%	11.5%	8.8%	11.7%
\$45,000 - \$65,000 per year	10.6%	10.6%	12.5%	16.6%
\$65,000 - \$80,000 per year	22.2%	12.4%	12.6%	11.4%
\$80,000 - \$100,000 per year	12.2%	12.5%	8.1%	12.1%
\$100,000 - \$125,000 per year	10.4%	10.9%	10.7%	10.1%
\$125,000 - \$150,000 per year	4.8%	4.1%	8.3%	3.4%
Over \$150,000 per year	5.5%	7.2%	7.6%	5.1%
<b>Total Respondents</b>	<b>269</b>	<b>233</b>	<b>196</b>	<b>262</b>

Source: ACTION for Healthy Communities, Telephone Survey, 2010.

**Section 8<sup>1</sup> Income Limits**

Household or Family Size	2006	2007	2008	2009	2010
<b>Low Income Limits (80%)</b>					
1 person	\$35,750	\$35,950	\$37,500	\$39,650	\$40,600
2 persons	\$40,850	\$41,100	\$42,900	\$45,300	\$46,400
3 persons	\$45,950	\$46,200	\$48,250	\$51,000	\$52,200
4 persons	\$51,050	\$51,350	\$53,600	\$56,650	\$58,000
5 persons	\$55,150	\$55,450	\$57,900	\$61,200	\$62,650
6 persons	\$59,200	\$59,550	\$62,200	\$65,700	\$67,300
7 persons	\$63,300	\$63,650	\$66,450	\$70,250	\$71,950
8 persons	\$67,400	\$67,800	\$70,750	\$74,800	\$76,600
<b>Very Low Income Limits (50%)</b>					
1 person	\$22,350	\$22,450	\$23,450	\$24,800	\$25,400
2 persons	\$25,500	\$25,700	\$26,800	\$28,300	\$29,000
3 persons	\$28,700	\$28,900	\$30,150	\$31,850	\$32,650
4 persons	\$31,900	\$32,100	\$33,500	\$35,400	\$36,250
5 persons	\$34,450	\$34,650	\$36,200	\$38,250	\$39,150
6 persons	\$37,000	\$37,250	\$38,850	\$41,050	\$42,050
7 persons	\$39,550	\$39,800	\$41,550	\$43,900	\$44,950
8 persons	\$42,100	\$42,350	\$44,200	\$46,750	\$47,850

Source: U.S. Department of Housing and Urban Development, HUD Program Income Limits, 2010.

<sup>1</sup>The housing choice voucher program (Section 8) is the federal government's major program for assisting very low-income families, the elderly, and the disabled to afford decent, safe, and sanitary housing in the private market. Housing choice vouchers are administered locally by public housing agencies (PHAs). Eligibility for a housing voucher is determined by the PHA based on the total annual gross income and family size and is limited to U.S. citizens and specified categories of non-citizens who have eligible immigration status. In general, the family's income may not exceed 50% of the median income for the county or metropolitan area in which the family chooses to live.



 **How many wage earners, age 18 and over, live in your household?**

<b>Response</b>	<b>2010</b>
None	18.9%
1-2	72.2%
3-5	8.6%
More than 5	0.4%
<b>Total respondents</b>	<b>1,085</b>

Source: ACTION for Healthy Communities, Telephone Survey, 2010.

 **How many wage earners, age 18 and over, live in your household? (2010)**

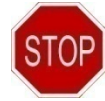
<b>Response</b>	<b>Dependent Adults</b>	<b>Homeless</b>	<b>Spanish Speaking Parents</b>
None	48.0%	66.0%	1.1%
1-2	43.1%	31.1%	75.9%
3-5	6.5%	1.9%	20.7%
More than 5	2.4%	0.9%	2.3%
<b>Total respondents</b>	<b>123</b>	<b>106</b>	<b>87</b>

Source: ACTION for Healthy Communities, Face-to-Face Survey, 2010.



## Concern about Employment Opportunities

Eighty-five percent of telephone survey respondents indicated being “very concerned” or “somewhat concerned” about employment opportunities in 2010, up from 73% in 2001.



### How concerned are you about employment opportunities in your community?

Response	2001	2003	2006 <sup>1</sup>	2010
Very concerned	33.6%	42.1%	NA	52.3%
Somewhat concerned	38.9%	39.5%	NA	32.8%
Not at all concerned	27.5%	16.9%	NA	14.9%
<b>Total respondents</b>	<b>794</b>	<b>522</b>	<b>NA</b>	<b>1,089</b>

Source: ACTION for Healthy Communities, Telephone Survey, 2001, 2003, 2006, and 2010.

<sup>1</sup> Respondents were not asked to indicate their level of concern about “Employment opportunities” in 2006.

### How concerned are you about employment opportunities in your community? By Region (2010)

	North Coast	North County	San Luis Obispo	South County
Very concerned	47.5%	56.8%	48.7%	58.0%
Somewhat concerned	37.9%	30.7%	32.5%	28.6%
Not at all concerned	14.6%	12.5%	18.7%	13.4%
<b>Total respondents</b>	<b>255</b>	<b>308</b>	<b>242</b>	<b>284</b>

Source: ACTION for Healthy Communities, Telephone Survey, 2010.

### How concerned are you about employment opportunities in your community?

Response	Dependent Adults		Homeless		Spanish Speaking Parents	
	2006	2010	2006	2010	2006	2010
Very concerned	45.5%	56.4%	61.5%	65.0%	63.1%	46.5%
Somewhat concerned	30.7%	27.1%	26.3%	18.3%	21.3%	37.2%
Not at all concerned	23.8%	16.4%	12.2%	16.7%	15.6%	16.3%
<b>Total respondents</b>	<b>244</b>	<b>140</b>	<b>213</b>	<b>120</b>	<b>160</b>	<b>86</b>

Source: ACTION for Healthy Communities, Face-to-Face Survey, 2006 and 2010.

### What is your employment status?

Response	1999	2003	2006	2010
Employed full-time	37.6%	39.8%	34.3%	39.8%
Retired	28.3%	19.3%	33.1%	21.2%
Employed part-time	11.4%	15.3%	10.7%	11.2%
Self-employed	7.8%	11.5%	9.9%	10.5%
Unemployed	5.0%	4.4%	6.3%	9.1%
Homemaker	11.9%	5.7%	6.2%	6.3%
Disabled	NA	3.6%	4.3%	5.9%
Student	7.3%	7.3%	2.9%	2.5%
Casual or temporary labor	NA	NA	0.0%	1.8%
<b>Total respondents</b>	<b>537</b>	<b>522</b>	<b>500</b>	<b>1,097</b>
<b>Total responses</b>	<b>605</b>	<b>NA</b>	<b>539</b>	<b>1,189</b>

Source: ACTION for Healthy Communities, Telephone Survey, 2001, 2003, 2006, and 2010.

### What is your employment status? *By Region (2010)*

	North County	North Coast	San Luis Obispo	South County
Employed full-time	36.4%	43.3%	39.8%	39.3%
Employed part-time	13.2%	11.8%	11.0%	7.7%
Unemployed	7.0%	8.7%	8.8%	12.8%
Self-employed	12.5%	12.0%	8.8%	8.0%
Retired	25.3%	14.9%	22.6%	22.6%
Student	2.1%	3.6%	2.3%	2.8%
Homemaker	4.8%	6.6%	7.7%	6.8%
Disabled	5.8%	5.9%	3.6%	8.0%
Casual or temporary labor	1.1%	2.1%	2.3%	1.8%
<b>Total respondents</b>	<b>259</b>	<b>311</b>	<b>244</b>	<b>284</b>

Source: ACTION for Healthy Communities, Telephone Survey, 2010.

## Annual Average Unemployment

The unemployment rate was 9% in San Luis Obispo County in 2009, up from 4% in 2001. However, many continue to be optimistic, with 55% of San Luis Obispo County residents expecting the “same as now” or “less” unemployment in the coming 12 months.



### Unemployment Rate by Jurisdiction

Area	2001	2003	2005	2006	2007	2008	2009	01-09 Net Change
Arroyo Grande	3.4%	4.0%	3.6%	4.0%	4.4%	5.9%	9.2%	5.8
Atascadero	2.8%	3.3%	2.9%	3.2%	3.5%	4.7%	7.4%	4.6
Baywood/ Los Osos	2.6%	3.1%	2.8%	3.0%	3.3%	4.4%	6.9%	4.3
Cambria	2.3%	2.7%	2.4%	2.7%	3.0%	4.0%	6.3%	4.0
Cayucos	1.6%	1.9%	1.7%	2.2%	2.4%	3.3%	5.2%	3.6
Paso Robles	4.0%	4.7%	4.2%	4.7%	5.1%	6.8%	10.7%	6.7
Grover Beach	3.7%	4.4%	3.9%	3.9%	4.2%	5.6%	8.8%	5.1
Lake Nacimiento	3.2%	3.8%	3.4%	4.0%	4.3%	5.8%	9.1%	5.9
Morro Bay	2.5%	3.0%	2.6%	3.1%	3.3%	4.5%	7.1%	4.6
Nipomo	4.4%	5.2%	4.6%	5.3%	5.8%	7.7%	11.9%	7.5
Oceano	6.5%	7.6%	6.8%	7.7%	8.3%	10.9%	16.6%	10.1
Pismo Beach	3.4%	3.9%	3.5%	4.0%	4.4%	5.9%	9.2%	5.8
San Luis Obispo City	4.9%	5.7%	5.1%	4.3%	4.7%	6.3%	9.9%	5.0
San Miguel	3.7%	4.3%	3.8%	4.2%	4.6%	6.2%	9.7%	6.0
Shandon	2.2%	2.5%	2.3%	1.8%	2.0%	2.8%	4.4%	2.2
Templeton	2.3%	2.6%	2.4%	2.8%	3.0%	4.1%	6.4%	4.1
<b>San Luis Obispo County</b>	<b>3.9%</b>	<b>4.6%</b>	<b>4.1%</b>	<b>3.9%</b>	<b>4.3%</b>	<b>5.7%</b>	<b>9.0%</b>	<b>5.1</b>
California	5.3%	6.7%	5.4%	4.9%	5.3%	7.2%	11.4%	6.1
United States	4.7%	6.0%	5.1%	4.6%	4.6%	5.8%	9.3%	4.6

Source: State of California Employment Development Department, Labor Market Information Division, 2010. U.S. Department of Labor, Bureau of Labor Statistics, U.S. Annual Average Labor Force Data 1948-2009, 2010.

Note: Data not seasonally adjusted.

### Key Findings from the Business Sentiment Survey (2008)

	Much more	More	Same as now	Less	Much less
<b>Do you expect there will be more or less unemployment in the coming 12 months?</b>					
<b>San Luis Obispo County</b>	<b>0.0%</b>	<b>44.6%</b>	<b>41.1%</b>	<b>14.3%</b>	<b>0.0%</b>
Tri-Counties	2.6%	52.9%	28.7%	15.4%	0.4%

Source: UC Santa Barbara Economic Forecast Project, The 2009 San Luis Obispo County Economic Outlook, 2010.

Note: Tri-Counties include San Luis Obispo, Santa Barbara, and Ventura Counties.

# Net Job Change

Net job change for all industries fluctuated between 2003 and 2009, but peaked at 108,500 persons employed in 2007 and dropped to 102,200 in 2009.



## Number of Persons Currently Employed by Industry, San Luis Obispo County

Area	2003	2005	2006	2007	2008	2009	03-09 % Change
<b>Total Farm</b>	<b>3,900</b>	<b>4,300</b>	<b>4,300</b>	<b>4,500</b>	<b>4,400</b>	<b>3,900</b>	<b>0.0%</b>
<b>Total Nonfarm</b>	<b>98,100</b>	<b>101,300</b>	<b>103,300</b>	<b>104,000</b>	<b>103,000</b>	<b>98,300</b>	<b>0.2%</b>
<b>Mining, Logging, and Construction</b>	<b>6,900</b>	<b>7,800</b>	<b>8,200</b>	<b>7,600</b>	<b>6,600</b>	<b>5,300</b>	<b>-23.2%</b>
<b>Manufacturing</b>	<b>6,500</b>	<b>6,400</b>	<b>6,300</b>	<b>6,100</b>	<b>6,200</b>	<b>5,500</b>	<b>-15.4%</b>
Durable Goods	3,700	3,400	3,300	3,300	3,100	2,700	-27.0%
Nondurable Goods	2,800	3,100	3,000	2,800	3,000	2,900	3.6%
<i>Food, Beverage, and Tobacco Products</i>	<i>1,200</i>	<i>1,500</i>	<i>1,600</i>	<i>1,600</i>	<i>1,900</i>	<i>1,800</i>	<i>50.0%</i>
<i>Non-Durable Goods - Residual</i>	<i>1,600</i>	<i>1,600</i>	<i>1,400</i>	<i>1,200</i>	<i>1,200</i>	<i>1,100</i>	<i>-31.3%</i>
<b>Trade, Transportation, and Utilities</b>	<b>19,100</b>	<b>20,100</b>	<b>20,800</b>	<b>20,900</b>	<b>20,300</b>	<b>19,000</b>	<b>-0.5%</b>
Wholesale Trade	2,200	2,500	2,600	2,700	2,600	2,400	9.1%
Retail Trade	13,300	13,900	14,300	14,200	13,800	12,800	-3.8%
Transportation, Warehousing, and Utilities	3,500	3,600	3,800	4,100	3,900	3,800	8.6%
<i>Utilities</i>	<i>1,900</i>	<i>2,100</i>	<i>2,100</i>	<i>2,400</i>	<i>2,200</i>	<i>2,300</i>	<i>21.1%</i>
<i>Transportation and Warehousing</i>	<i>1,600</i>	<i>1,600</i>	<i>1,800</i>	<i>1,700</i>	<i>1,700</i>	<i>1,500</i>	<i>-6.3%</i>
<b>Information</b>	<b>1,400</b>	<b>1,600</b>	<b>1,500</b>	<b>1,400</b>	<b>1,400</b>	<b>1,300</b>	<b>-7.1%</b>
<b>Financial Activities</b>	<b>4,400</b>	<b>4,800</b>	<b>4,900</b>	<b>4,600</b>	<b>4,200</b>	<b>4,000</b>	<b>-9.1%</b>
Finance and Insurance	2,600	2,600	2,700	2,500	2,400	2,400	-7.7%
Real Estate, Rental, and Leasing	1,800	2,200	2,200	2,100	1,800	1,600	-11.1%
<b>Professional and Business Services</b>	<b>8,500</b>	<b>8,900</b>	<b>9,500</b>	<b>9,800</b>	<b>9,700</b>	<b>8,900</b>	<b>4.7%</b>

<b>Area</b>	<b>2003</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>03-09 % Change</b>
<b>Educational and Health Services</b>	<b>10,300</b>	<b>10,800</b>	<b>10,800</b>	<b>11,100</b>	<b>11,400</b>	<b>11,300</b>	<b>9.7%</b>
<b>Leisure and Hospitality</b>	<b>14,300</b>	<b>14,900</b>	<b>15,000</b>	<b>15,700</b>	<b>15,400</b>	<b>14,900</b>	<b>4.2%</b>
Arts, Entertainment, and Recreation	1,400	1,400	1,400	1,500	1,600	1,500	7.1%
Accommodation and Food Services	12,900	13,500	13,600	14,200	13,900	13,400	3.9%
Food Services and Drinking Places	9,900	10,100	10,200	10,400	10,100	9,800	-1.0%
<b>Other Services</b>	<b>4,300</b>	<b>4,300</b>	<b>4,300</b>	<b>4,500</b>	<b>4,500</b>	<b>4,500</b>	<b>4.7%</b>
<b>Government</b>	<b>22,400</b>	<b>21,800</b>	<b>22,200</b>	<b>22,300</b>	<b>23,300</b>	<b>23,600</b>	<b>5.4%</b>
Federal Government	700	600	600	700	700	600	-14.3%
State and Local Government	21,800	21,200	21,500	21,600	22,700	23,000	5.5%
<i>State Government</i>	<i>9,600</i>	<i>9,300</i>	<i>9,300</i>	<i>9,400</i>	<i>9,700</i>	<i>9,800</i>	<i>2.1%</i>
<i>Local Government</i>	<i>12,200</i>	<i>11,900</i>	<i>12,300</i>	<i>12,200</i>	<i>13,000</i>	<i>13,200</i>	<i>8.2%</i>
<b>Total, All Industries (Farm and Nonfarm)</b>	<b>102,000</b>	<b>105,600</b>	<b>107,600</b>	<b>108,500</b>	<b>107,400</b>	<b>102,200</b>	<b>0.2%</b>

Source: State of California Employment Development Department, Labor Market Information, 2010.

**Top 25 Fastest Growing Occupations, San Luis Obispo County**

<b>Occupation</b>	<b>2006 Estimated Average Number of Jobs</b>	<b>2016 Projected Average Number of Jobs</b>	<b>Number of New Jobs Created Between 2006 and 2016</b>	<b>06-16 % Change</b>
Network Systems and Data Communications Analysts	130	200	70	53.8%
Home Health Aides	330	490	160	48.5%
Employment, Recruitment, and Placement Specialists	170	240	70	41.2%
Welders, Cutters, Solderers, and Brazers	170	240	70	41.2%
Mental Health and Substance Abuse Social Workers	160	220	60	37.5%
Helpers--Production Workers	360	490	130	36.1%
Medical Assistants	640	860	220	34.4%
Geoscientists, Except Hydrologists and Geographers	150	200	50	33.3%
Personal and Home Care Aides	960	1,270	310	32.3%
Lodging Managers	130	170	40	30.8%
Hotel, Motel, and Resort Desk Clerks	440	570	130	29.5%
Environmental Science and Protection Technicians, Including Health	170	220	50	29.4%
Dental Hygienists	170	220	50	29.4%
Pharmacy Technicians	170	220	50	29.4%
Landscaping and Groundskeeping Workers	1,570	2,020	450	28.7%
Dental Assistants	350	450	100	28.6%
Maids and Housekeeping Cleaners	1,490	1,890	400	26.8%
Social and Human Service Assistants	150	190	40	26.7%
Farm, Ranch, and Other Agricultural Managers	400	500	100	25.0%
Computer Systems Analysts	120	150	30	25.0%
Special Education Teachers, Preschool, Kindergarten, and Elementary School	120	150	30	25.0%
Food Servers, Non-restaurant	120	150	30	25.0%
Registered Nurses	1,610	2,000	390	24.2%
First-Line Supervisors/Managers of Landscaping, Lawn Service, and Grounds-keeping Workers	170	210	40	23.5%
Medical Records and Health Information Technicians	130	160	30	23.1%

Source: State of California Employment Development Department, California Labor Market Information, 2010.

**Key Findings from the Business Sentiment Survey (2008)**

	<b>Downsizing 10% or more</b>	<b>Downsizing 1-9%</b>	<b>No change</b>	<b>Expanding 1-9%</b>	<b>Expanding more than 10%</b>
<b>Will you be expanding or downsizing your firm in the next twelve months?</b>					
<b>San Luis Obispo County</b>	<b>3.6%</b>	<b>12.5%</b>	<b>64.3%</b>	<b>12.5%</b>	<b>7.1%</b>
Tri-Counties	4.5%	14.9%	62.0%	13.8%	4.9%

Source: UC Santa Barbara Economic Forecast Project, The 2009 San Luis Obispo County Economic Outlook, 2010.

Note: Tri-Counties include San Luis Obispo, Santa Barbara, and Ventura Counties.



## Median Hourly Pay for Selected Occupations

Among selected occupations, accountants and auditors saw the largest percent increase (20%) in median hourly pay between 2005 and 2009 in San Luis Obispo County, whereas real estate agents saw the largest percent decrease (56%).



### Median Hourly Pay for Selected Occupations

Occupation	2005	2009	2009 Average Yearly Salary	05-09 % Change
<b>Dental Hygienists</b>				
San Luis Obispo County	NA	\$40.48	\$84,199	NA
California	\$39.51	\$41.66	\$86,660	5.4%
<b>Computer Software Engineers (Applications)</b>				
San Luis Obispo County	\$32.73	\$37.02	\$76,992	13.1%
California	\$41.76	\$47.84	\$99,497	14.6%
<b>Carpenters</b>				
San Luis Obispo County	\$22.57	\$23.77	\$49,443	5.3%
California	\$22.22	\$25.30	\$52,620	13.9%
<b>Accountants and Auditors</b>				
San Luis Obispo County	\$28.38	\$34.08	\$70,880	20.1%
California	\$30.40	\$34.79	\$72,357	14.4%
<b>Landscaping and Groundskeeping Workers</b>				
San Luis Obispo County	\$12.50	\$12.64	\$26,300	1.1%
California	\$11.73	\$13.14	\$27,342	12.0%
<b>Truck Drivers (Heavy and Tractor-Trailer)</b>				
San Luis Obispo County	\$17.06	\$18.37	\$38,208	7.7%
California	\$17.81	\$20.12	\$41,848	13.0%
<b>Secretaries (Except Legal, Medical, and Executive)</b>				
San Luis Obispo County	\$14.01	\$15.49	\$32,220	10.6%
California	\$15.65	\$17.03	\$35,435	8.8%
<b>Office Clerks (General)</b>				
San Luis Obispo County	\$12.47	\$13.62	\$28,329	9.2%
California	\$12.93	\$14.49	\$30,120	12.1%
<b>Restaurant Cooks</b>				
San Luis Obispo County	\$10.85	\$12.10	\$25,171	11.5%
California	\$10.34	\$11.96	\$24,863	15.7%

<b>Occupation</b>	<b>2005</b>	<b>2009</b>	<b>2009 Average Yearly Salary</b>	<b>05-09 % Change</b>
<b>Cashiers</b>				
San Luis Obispo County	\$10.49	\$10.38	\$21,585	-1.0%
California	\$10.05	\$10.61	\$22,068	5.6%
<b>Farmworkers and Laborers (Crop, Nursery, and Greenhouse)</b>				
San Luis Obispo County	\$8.50	\$9.43	\$19,606	10.9%
California	\$8.32	\$9.14	\$19,001	9.9%
<b>Financial Analysts</b>				
San Luis Obispo County	\$43.93	\$37.28	\$77,545	-15.1%
California	\$38.17	\$46.62	\$96,961	22.1%
<b>Real Estate Sales Agents</b>				
San Luis Obispo County	\$55.19	\$24.06	\$50,042	-56.4%
California	\$31.10	\$31.85	\$66,247	2.4%
<b>Retail Salespersons</b>				
San Luis Obispo County	\$10.70	\$11.65	\$24,244	8.9%
California	\$12.42	\$12.27	\$25,525	-1.2%

Source: State of California Employment Development Department, California Labor Market Information, 2010.

Note: Median hourly pay data are as of the 1<sup>st</sup> quarter of each year.



# Child Care Supply

From 2000 to 2008, the percentage of San Luis Obispo County children ages 0-13 with parents in the labor force and with available licensed child care increased steadily from 27% to 43%.



## Child Care Supply, San Luis Obispo County

Child Care Indicator	2000	2002	2004	2006	2008	00-08 % Change
<b>Number of Children (0-13)</b>	<b>40,147</b>	<b>40,147<sup>3</sup></b>	<b>37,487</b>	<b>39,853</b>	<b>40,044</b>	<b>-0.3%</b>
Children with Parents in the Labor Force <sup>1</sup>	24,679	23,330	21,784	23,159	21,054	-14.7%
<b>Number of Licensed Child Care Facilities</b>	<b>368</b>	<b>420</b>	<b>437</b>	<b>438</b>	<b>465</b>	<b>26.4%</b>
Licensed Child Care Centers	100	107	104	100	115	15.0%
Licensed Family Child Care Homes	268	313	333	338	350	30.6%
<b>Number of Licensed Child Care Slots</b>	<b>6,722</b>	<b>7,613</b>	<b>7,736</b>	<b>8,176</b>	<b>8,979</b>	<b>33.6%</b>
Licensed Child Care Centers	4,266	4,689	4,610	4,956	5,501	28.9%
<i>Infant slots (under 2 years old)</i>	42	62	62	136	323	669.0%
<i>Preschool slots (2-5 years old)</i>	2,917	2,996	2,973	3,261	3,502	20.1%
<i>School-age slots (6 years and older)</i>	1,307	1,631	1,575	1,559	1,676	28.2%
Licensed Family Child Care Homes <sup>2</sup>	2,456	2,924	3,126	3,220	3,478	41.6%
<b>Percentage of Children (0-13) with Parents in the Labor Force with Licensed Child Care Available – San Luis Obispo County</b>	<b>27.2%</b>	<b>32.6%</b>	<b>35.5%</b>	<b>35.3%</b>	<b>42.6%</b>	<b>-</b>
Percentage of Children (0-13) with Parents in the Labor Force with Licensed Child Care Available – California	21.8%	25.2%	26.0%	26.7%	26.9%	-

Source: California Child Care Resource and Network, Child Care Portfolio, 2010.

<sup>1</sup> This reflects children with either two parents or single head of household in the labor force.

<sup>2</sup> A breakdown of slots by age is not available for family child care homes because they are licensed to care for children of all ages.

<sup>3</sup> Population data for year 2002 were not available, therefore population data for year 2000 were used.

### Number of Licensed Child Care Centers and Family Child Care Homes by Region, San Luis Obispo County

Region	2001	2003	2005	2007	01-07 % Change
<b>Licensed Child Care Centers</b>	<b>110</b>	<b>117</b>	<b>107</b>	<b>111</b>	<b>0.9%</b>
North County	43	49	43	45	4.7%
South County	27	26	25	25	-7.4%
San Luis Obispo Central	27	28	23	26	-3.7%
North Coast	13	14	16	15	15.4%
<b>Licensed Family Child Care Homes</b>	<b>320</b>	<b>403</b>	<b>336</b>	<b>348</b>	<b>8.8%</b>
North County	120	165	133	140	16.7%
South County	125	150	132	126	0.8%
San Luis Obispo Central	40	48	43	49	22.5%
North Coast	35	40	28	33	-5.7%
<b>Total number of facilities</b>	<b>430</b>	<b>520</b>	<b>443</b>	<b>459</b>	<b>6.7%</b>

Source: Community Action Partnership of San Luis Obispo County, Inc. (CAPSLO), Child Care Resource Connection, 2010.

### Number of Child Care Slots by Region, San Luis Obispo County

Region	2001	2003	2005	2007	01-07 % Change
<b>Licensed Child Care Centers</b>	<b>4,944</b>	<b>4,844</b>	<b>4,601</b>	<b>4,633</b>	<b>-6.3%</b>
North County	1,685	1,763	1,620	1,650	-2.1%
South County	1,217	1,134	1,285	1,086	-10.8%
San Luis Obispo Central	1,552	1,448	1,169	1,360	-12.4%
North Coast	490	499	527	537	9.6%
<b>Licensed Family Child Care Homes</b>	<b>3,010</b>	<b>3,240</b>	<b>2,741</b>	<b>3,027</b>	<b>0.6%</b>
North County	1,200	1,387	1,166	1,452	21.0%
South County	1,138	1,190	1,073	991	-12.9%
San Luis Obispo Central	356	341	274	319	-10.4%
North Coast	316	322	228	265	-16.1%
<b>Total number of slots</b>	<b>7,954</b>	<b>8,084</b>	<b>7,342</b>	<b>7,660</b>	<b>-3.7%</b>

Source: Community Action Partnership of San Luis Obispo County, Inc. (CAPSLO), Child Care Resource Connection, 2010.

### Estimated Number of Children<sup>1</sup> Ages 0-12 Years Needing Care by Region, San Luis Obispo County (2006-2011)

Region	Children 0-2 years	Children 3-5 years	Children 6-12 years	Total Number of Children 0-12
North County	628	1,409	2,252	4,289
South County	570	1,027	2,814	4,441
San Luis Obispo	258	558	678	1,494
Coastal	331	859	1,315	2,505
<b>Total number of slots</b>	<b>1,787</b>	<b>3,853</b>	<b>7,059</b>	<b>12,699</b>

Source: San Luis Obispo County Child Care Planning Council, 2006 – 2011 Child Care/Learning Program Needs Assessment, 2010.

<sup>1</sup> This reflects children with either two parents or single head of household in the labor force.

### Number of Subsidized Child Care Recipients, San Luis Obispo County

Recipient	2001	2003	2005	2006	2007	2008	2009	01-09% Change
Children	2,605	2,643	2,693	2,665	2,788	2,703	2,369	-9.1

Source: Economic Opportunity Commission, Child Care Resource Connection, 2010.

## Government Payments

Over the past decade, the percentage of telephone survey respondents who reported receiving government payments or benefits increased. In 2010, the most commonly cited government programs that telephone survey respondents ages 45 years and older reported receiving regular payments or benefits from were Medicare (23%) and Social Security Retirement payments (21%). The most commonly cited response for respondents ages 18 to 44 years old was Medi-Cal in 2010.



### Are you, or anyone in your family, receiving regular payments or benefits from the following government programs? (Respondents answering “Yes”)

Response	2001	2003	2010
Not receiving government benefits	81.6%	83.5%	59.1%
Medicare	58.5%	34.9%	23.0%
Social Security Retirement payments	NA	8.4%	21.0%
Medi-Cal	9.5%	15.7%	10.5%
Social Security Disability payments (for adult or child with a disability)	10.2%	9.6%	10.4%
Food stamps	2.0%	3.6%	3.7%
Social Security Survivors payments (payments to family members when a worker dies)	NA	2.4%	2.7%
Section 8 Housing, rent assistance	2.0%	2.4%	2.6%
Women Infants and Children, or WIC	7.5%	2.4%	1.8%
General Assistance	2.7%	2.4%	1.0%
CalWORKs, Temporary Assistance for Needy Families (TANF)	0.7%	NA	0.9%
Other	19.0%	43.4%	3.9%
<b>Total respondents</b>	<b>165</b>	<b>83</b>	<b>1,072</b>

Source: ACTION for Healthy Communities, Telephone Survey, 2001, 2003, and 2010.

Note: Response options to this telephone survey question were different in 2006.

 **By Age Group (2010)**

<b>Response</b>	<b>18 to 24 years</b>	<b>25 to 44 years</b>	<b>45 to 64 years</b>	<b>65 years and over</b>
Not receiving government benefits	63.0%	71.6%	66.7%	5.0%
Medicare	6.5%	7.8%	16.5%	81.8%
Social Security Retirement payments	8.0%	4.9%	13.8%	83.7%
Medi-Cal	15.8%	11.1%	11.1%	5.1%
Social Security disability payments (for adult or child with a disability)	4.4%	7.7%	14.1%	3.1%
Food stamps	10.7%	4.5%	3.3%	1.7%
Social Security survivors payments (payments to family members when a worker dies)	2.1%	0.2%	2.9%	6.6%
Section 8 Housing, rent assistance	0.0%	4.7%	2.2%	1.1%
Women Infants and Children, or WIC	11.1%	3.5%	0.6%	0.2%
General Assistance	0.0%	1.4%	0.9%	0.9%
CalWORKs, Temporary Assistance for Needy Families (TANF)	2.1%	1.2%	0.7%	0.5%
Other	0.0%	7.3%	2.9%	2.2%
<b>Total respondents</b>	<b>41</b>	<b>295</b>	<b>584</b>	<b>150</b>

Source: ACTION for Healthy Communities, Telephone Survey, 2010.

## Government Assistance Recipients

The rate of adults and children receiving assistance from the CalWORKS program per 1,000 people stayed relatively constant between July 2001 and July 2009. Government Assistance recipients have been increasing, especially a 32% increase in the number of Hispanic adult recipients in the CalWORKS Program.



### Age Group of Recipients, CalWORKs Program

Recipient	July 2001	July 2003	July 2005	July 2007	July 2008	July 2009	01-09 % Change
Adults	1,040	883	892	934	1,002	1,155	11.1%
Children <sup>1</sup>	3,089	2,987	3,136	3,083	3,260	3,469	12.3%
Total Recipients	4,129	3,870	4,028	4,017	4,262	4,624	12.0%
Total Population – San Luis Obispo County	250,329	256,190	261,699	266,043	268,636	270,901	8.2%
<b>Rate per 1,000</b>	<b>16.5</b>	<b>15.1</b>	<b>15.4</b>	<b>15.1</b>	<b>15.9</b>	<b>17.1</b>	<b>-</b>

Source: State of California Employment Development Department, Labor Market Information Division, 2010.

Note: The Labor Market Information division of the Employment Development Department makes estimates to derive demographic breakdowns.

<sup>1</sup>Data include foster care children.

### Gender of Recipients Ages 16 Years and Older, CalWORKs Program

Gender	July 2001	July 2003	July 2005	July 2007	July 2008	July 2009	01-09 % Change
Females	1,160	1,080	1,130	1,120	1,200	1,290	11.2%
Males	270	260	270	270	280	310	14.8%
<b>Total<sup>1</sup> (16+)</b>	<b>1,430</b>	<b>1,340</b>	<b>1,400</b>	<b>1,390</b>	<b>1,480</b>	<b>1,600</b>	<b>11.9%</b>

Source: State of California Employment Development Department, Labor Market Information Division, 2010.

Note: The Labor Market Information division of the Employment Development Department makes estimates to derive demographic breakdowns.

<sup>1</sup>Sum of Recipients may not equal total persons, since children ages 16-17 may be included in both recipient groups.



**Age of Adult Recipients<sup>1</sup>, CalWORKs Program**

Age	July 2001	July 2003	July 2005	July 2007	July 2008	July 2009	01-09 % Change
16-20 years	300	280	300	290	310	340	13.3%
21-44 years	1,020	960	1,000	990	1,050	1,140	11.8%
45-54 years	90	80	90	80	90	100	11.1%
55 years and older	20	20	20	20	20	20	0.0% <sup>2</sup>
<b>Total Adults (16+)</b>	<b>1,430</b>	<b>1,340</b>	<b>1,410</b>	<b>1,380</b>	<b>1,480</b>	<b>1,600</b>	<b>11.9%</b>

Source: State of California Employment Development Department, Labor Market Information Division, 2010.

Note: The Labor Market Information division of the Employment Development Department makes estimates to derive demographic breakdowns.

<sup>1</sup> Includes children in Two Parent, Zero Parent, All Others, and Foster Care Cases. Detail may not add due to independent rounding.

<sup>2</sup> Caution should be used when interpreting this result, as percent change calculations based on small numbers are unstable and can be misinterpreted.

**Race/Ethnicity of Adult Recipients, CalWORKs Program**

Race/Ethnicity	July 2001	July 2003	July 2005	July 2007	July 2008	July 2009	01-09 % Change
White (non-Hispanic)	950	890	910	880	940	1,010	6.3%
Black (non-Hispanic)	40	40	50	40	40	30	-25.0%
Hispanic	410	380	420	440	480	540	31.7%
Asian and Pacific Islander	20	10	10	10	10	10	-50.0% <sup>3</sup>
American Indian	10	10	10	10	10	10	0.0% <sup>3</sup>
Filipino	NA <sup>1</sup>	NA <sup>1</sup>	NA <sup>1</sup>	NA <sup>2</sup>	10	10	NA

Source: State of California Employment Development Department, Labor Market Information Division, 2010.

Note: The Labor Market Information division of the Employment Development Department makes estimates to derive demographic breakdowns.

<sup>1</sup> Fewer than 5 cases.

<sup>2</sup> Fewer than 10 cases.

<sup>3</sup> Caution should be used when interpreting this result, as percent change calculations based on small numbers are unstable and can be misinterpreted.

**Number of Recipients / Participants in the Following Programs**

Program	July 2001	July 2003	July 2005	July 2007	July 2008	July 2009	01-09 % Change
Food Stamps Program <sup>1</sup>	5,624	5,841	6,487	8,120	9,363	11,827	110.3%
General Assistance/Relief <sup>2</sup>	128	101	128	200	251	284	121.9%
CalWORKs Welfare-to-Work Program <sup>3</sup>	940	874	848	831	831	950	1.1%

Source: State of California Employment Development Department, Labor Market Information Division, 2010.

<sup>1</sup> Includes those persons receiving public assistance payments and those not receiving public assistance payments.

<sup>2</sup> The 2008 and 2009 data are for June-September and exclude CalWORKs recipients.

<sup>3</sup> With the passage of the Federal Personal Responsibility and Work Opportunity Act of 1996 and California's subsequent implementation of the California Work Opportunity and Responsibility to Kids Act (CalWORKs), the requirement for recipients of aid to participate in work-related activities increased significantly. This number represents the number of CalWORKs recipients who have been enrolled or have been sent a notice to participate in Welfare to Work activities. These individuals may be required to participate or be willing to participate in these activities.

## Building Permit Valuation

The overall number of residential permits has dropped substantially in San Luis Obispo County from 2,222 in 2003 to 373 in 2009.



### Number of Residential Permits, San Luis Obispo County

Residential Permits	2003	2005	2006	2007	2008	2009	03-09 % Change
Single Family	1,943	1,624	1,282	731	446	310	-84.0%
Multi-Family	279	321	313	293	151	63	-77.4%
<b>San Luis Obispo County Total</b>	<b>2,222</b>	<b>1,945</b>	<b>1,595</b>	<b>1,024</b>	<b>597</b>	<b>373</b>	<b>-83.2%</b>

Source: Construction Industry Research Board, 2010.

Note: The Construction Industry Research Board does not report the number of non-residential permits.

### Residential and Non-Residential Permit Valuation (in Thousands of Dollars), San Luis Obispo County

Permit Valuation	2003	2005	2006	2007	2008	2009	03-09 % Change
<b>Residential Total</b>	<b>\$447,150</b>	<b>\$420,276</b>	<b>\$353,371</b>	<b>\$236,375</b>	<b>\$164,987</b>	<b>\$131,408</b>	<b>-70.6%</b>
Single family	\$386,182	\$340,824	\$269,049	\$160,811	\$112,604	\$91,222	-76.4%
Multi-family	\$19,964	\$35,824	\$43,014	\$36,269	\$18,853	\$8,202	-58.9%
Additions and alterations	\$41,004	\$43,628	\$41,308	\$39,295	\$33,530	\$31,984	-22.0%
<b>Non-Residential Total</b>	<b>\$111,511</b>	<b>\$124,192</b>	<b>\$136,267</b>	<b>\$126,047</b>	<b>\$102,864</b>	<b>\$100,151</b>	<b>-10.2%</b>
Commercial	\$48,459	\$52,243	\$63,539	\$42,243	\$22,115	\$31,038	-35.9%
Industrial	\$4,476	\$5,482	\$1,536	\$6,519	\$10,152	\$8,819	97.0%
Other	\$27,186	\$27,506	\$28,240	\$28,112	\$26,519	\$26,237	-3.5%
Additions and alterations	\$31,390	\$38,961	\$42,952	\$49,173	\$44,078	\$34,057	8.5%
<b>Total valuation of residential and non-residential permits</b>	<b>\$558,661</b>	<b>\$544,468</b>	<b>\$489,638</b>	<b>\$362,422</b>	<b>\$267,851</b>	<b>\$231,559</b>	<b>-58.6%</b>

Source: Construction Industry Research Board, 2010.

## Travel Spending and Related Impacts

Travel spending throughout San Luis Obispo County has been consistently increasing over the last decade. The impact this spending has on the economy in terms of earnings, employment, and tax revenue is positive, as it infuses money into the community and local business. In total, the amount of direct travel spending in San Luis Obispo County has increased considerably, from \$910 million in 2000 to \$1.1 billion in 2008. However, the number of jobs generated by visitor spending decreased by nearly 1,500 jobs during this same time period.



### Travel Spending (in Millions of Dollars) and Related Impacts, San Luis Obispo County

Category	2000	2002	2004	2005	2006	2007	2008	00-08 % Change
Total Direct Spending	\$909.9	\$902.3	\$970.0	\$1,024.3	\$1,083.6	\$1,139.0	\$1,138.2	25.1%
Local Tax Receipts	\$20.7	\$21.8	\$21.5	\$22.3	\$24.3	\$26.2	\$25.4	22.7%
State Tax Receipts	\$37.1	\$36.3	\$39.1	\$40.3	\$42.1	\$43.9	\$43.9	18.3%
Employment Generated by Visitor Spending (Number of jobs)	17,650	16,210	16,180	16,460	16,610	16,890	16,170	-8.4%

Source: Dean Runyan and Associates, California Travel Impacts by County, 2010.

**Transient Occupancy Tax (TOT)<sup>1</sup> by Jurisdiction (in Thousands of Dollars)**

Jurisdiction	2001	2003	2005	2006	2007	2008	2009	01-09 % Change
Arroyo Grande	\$250.6	\$361.3	\$390.6	\$435.0	\$449.0	\$437.2	\$388.5	55.0%
Atascadero	\$296.2	\$281.0	\$386.2	\$479.5	\$478.6	\$407.6	\$418.6	41.3%
Grover Beach	\$140.2	\$158.1	\$180.0	\$220.0	\$238.1	\$232.9	\$230.8	64.6%
Morro Bay	\$1,771.9	\$1,712.3	\$1,636.9	\$1,800.3	\$1,897.8	\$1,961.7	\$1,602.3	-9.6%
Paso Robles	\$1,192.9	\$1,123.5	\$1,468.9	\$1,612.7	\$2,031.5	\$2,549.9	\$2,710.3	127.2%
Pismo Beach	\$4,144.3	\$4,333.7	\$4,921.2	\$5,290.4	\$5,908.2	\$6,175.0	\$6,164.9	48.8%
San Luis Obispo City	\$3,915.7	\$3,842.6	\$4,079.8	\$4,539.2	\$4,788.9	\$5,064.1	\$4,720.0	20.5%
Unincorporated	\$4,058.4	\$4,495.4	\$4,966.8	\$5,410.7	\$5,975.5	\$6,474.3	\$6,796.6	67.5%

Source: Dean Runyan and Associates, California Travel Impacts by County, 2010.

Note: Since 2001, the Transient Occupancy Tax (TOT) rate for Grover Beach, Morro Bay, Paso Robles, and Pismo Beach have remained constant at 10.00%. The TOT rate for unincorporated areas of San Luis Obispo County has also stayed the same since 2001 at 9.00%. The TOT rate for Arroyo Grande increased from 6.00% in 2001 to 10.00% in 2003, and has stayed the same since. As for Atascadero and San Luis Obispo City, the TOT rate increased from 9.00% in 2001 to 10.00% in 2003, and has stayed the same since.

<sup>1</sup>TOT is levied for the privilege of occupying a room or rooms or other living space in a hotel, inn, tourist home or house, motel or other lodging for a period of 30 days or less.

## Retail Sales

Taxable sales are a measure of consumer spending and confidence because purchases, necessary and luxury, are quick to react to decreases in consumer confidence and spending power. From 2002 to 2008, San Luis Obispo experienced an increase in taxable sales in all jurisdictions, except for Atascadero and Arroyo Grande.



### Per Capita Taxable Sales by Type of Business

Type of Business	San Luis Obispo County			California		
	2007	2008	07-08 % Change	2007	2008	07-08 % Change
<b>Retail stores total</b>	<b>\$11,483</b>	<b>\$10,526</b>	<b>-8.3%</b>	<b>\$10,331</b>	<b>\$9,435</b>	<b>-8.7%</b>
Apparel stores group	\$552	\$562	1.8%	\$557	\$584	4.8%
General merchandise group	\$1,594	\$1,539	-3.5%	\$1,599	\$1,490	-6.8%
Food stores group	\$711	\$715	0.6%	\$600	\$568	-5.3%
Eating and drinking group	\$1,728	\$1,702	-1.5%	\$1,379	\$1,374	-0.4%
Household and home furnishings	\$336	\$268	-20.2%	\$335	\$273	-18.5%
Household appliance dealers	\$163	\$195	19.6%	\$111	\$181	63.1%
Building material group	\$1,370	\$1,042	-23.9%	\$872	\$704	-19.3%
Automotive group	\$1,809	\$1,404	-22.4%	\$1,889	\$1,440	-23.8%
Service stations	\$1,412	\$1,498	6.1%	\$1,257	\$1,373	9.2%
Gifts, art goods, and novelties	\$99	\$81	-18.2%	\$51	\$44	-13.7%
Sporting goods	\$212	\$210	-0.9%	\$112	\$110	-1.8%
Florists	\$47	\$27	-42.6%	\$32	\$21	-34.4% <sup>2</sup>
Photographic equipment and supplies	\$11	NA <sup>1</sup>	NA <sup>1</sup>	\$13	\$12	-7.7% <sup>2</sup>
Musical instruments	\$26	\$24	-7.7% <sup>2</sup>	\$35	\$29	-17.1%
Stationery and books	\$94	\$86	-8.5%	\$100	\$83	-17.0%
Jewelry	\$54	\$40	-25.9%	\$82	\$67	-18.3%
Office supplies, computer stores	\$338	\$239	-29.3%	\$485	\$357	-26.4%
Packaged liquor stores	\$148	\$147	-0.7%	\$74	\$78	5.4%
Second-hand merchandise	\$25	\$27	8.0% <sup>2</sup>	\$18	\$17	-5.6% <sup>2</sup>
Farm and garden supply stores	\$236	\$218	-7.6%	\$79	\$73	-7.6%
Fuel and ice dealers	\$6	NA <sup>1</sup>	NA <sup>1</sup>	\$14	\$17	21.4% <sup>2</sup>
Miscellaneous retail	\$510	\$504	-1.2%	\$637	\$540	-15.2%
<b>Business and personal services</b>	<b>\$552</b>	<b>\$496</b>	<b>-10.1%</b>	<b>\$623</b>	<b>\$582</b>	<b>-6.6%</b>
<b>All other outlets</b>	<b>\$4,007</b>	<b>\$3,772</b>	<b>-5.9%</b>	<b>\$4,022</b>	<b>\$4,021</b>	<b>0.0%</b>
<b>Total all outlets</b>	<b>\$16,041</b>	<b>\$14,794</b>	<b>-7.8%</b>	<b>\$14,976</b>	<b>\$14,038</b>	<b>-6.3%</b>

Source: California State Board of Equalization, Taxable Sales in California (Sales & Use Tax), 2010. California Department of Finance, Demographic Research Unit, Table 2: E-4 California County Population Estimates for Cities, Counties and State, 2001-2010, with 2000 Benchmark, 2010.

Note: Per capita taxable sales figures are for each calendar year and are derived by dividing taxable sales by the total population for a given area.

<sup>1</sup> Some sales were omitted because their publication would result in the disclosure of confidential information.

<sup>2</sup> Caution should be used when interpreting this result, as percent change calculations based on small numbers are unstable and can be misinterpreted.

### Annual Taxable Sales (in Thousands of Dollars) by Jurisdiction, San Luis Obispo County

Jurisdiction	2002	2004	2005	2006	2007	2008	02-08 % Change
Arroyo Grande	\$270,426	\$298,514	\$314,837	\$308,612	\$297,743	\$279,047	3.2%
Atascadero	\$318,292	\$332,920	\$351,538	\$349,215	\$325,558	\$295,766	-7.1%
Grover Beach	\$80,342	83,525	\$92,409	\$96,053	\$95,733	\$92,190	14.7%
Morro Bay	\$117,367	\$126,542	\$128,570	\$133,624	\$137,583	\$133,694	13.9%
Paso Robles	\$493,767	\$603,850	\$681,878	\$719,733	\$692,867	\$637,471	29.1%
Pismo Beach	\$146,304	\$171,138	\$185,061	\$196,592	\$204,784	\$206,945	41.4%
San Luis Obispo City	\$916,628	\$1,050,959	\$1,140,163	\$1,228,079	\$1,226,170	\$1,163,793	27.0%
Unincorporated areas <sup>1</sup>	\$875,079	\$1,001,445	\$1,042,002	\$1,188,528	\$1,287,201	\$1,165,320	33.2%
<b>San Luis Obispo County Total</b>	<b>\$3,218,205</b>	<b>\$3,668,893</b>	<b>\$3,936,458</b>	<b>\$4,220,436</b>	<b>\$4,267,639</b>	<b>\$3,974,226</b>	<b>23.5%</b>

Source: California State Board of Equalization, Taxable Sales by City, 2010.

<sup>1</sup> Unincorporated figures found by subtracting the county total from the sub-total of listed jurisdictions.

### Per Capita Taxable Sales by Jurisdiction, San Luis Obispo County

Jurisdiction	2002	2004	2005	2006	2007	2008	02-08 % Change
Arroyo Grande	\$16,609	\$17,986	\$18,964	\$18,541	\$17,687	\$16,424	-1.1%
Atascadero	\$11,800	\$12,012	\$12,691	\$12,593	\$11,669	\$10,373	-12.1%
Grover Beach	\$6,123	\$6,297	\$6,959	\$7,249	\$7,283	\$6,996	14.3%
Morro Bay	\$11,176	\$12,016	\$12,183	\$12,701	\$13,122	\$12,707	13.7%
Paso Robles	\$19,146	\$22,169	\$24,288	\$24,775	\$23,370	\$21,353	11.5%
Pismo Beach	\$16,851	\$19,577	\$21,330	\$22,748	\$23,862	\$24,119	43.1%
San Luis Obispo City	\$20,647	\$23,770	\$25,514	\$27,561	\$27,596	\$26,106	26.4%
Unincorporated areas	\$8,132	\$9,093	\$9,293	\$10,468	\$11,191	\$10,010	23.1%
<b>San Luis Obispo County Total</b>	<b>\$12,679</b>	<b>\$14,171</b>	<b>\$15,042</b>	<b>\$15,990</b>	<b>\$16,041</b>	<b>\$14,794</b>	<b>16.7%</b>

Source: California State Board of Equalization, Taxable Sales by City, 2010. California Department of Finance, Demographic Research Unit, Table 2: E-4 California County Population Estimates for Cities, Counties and State, 2001-2010, with 2000 Benchmark, 2010.