

2018 San Luis Obispo Community and Economic Profile





Quick facts about San Luis Obispo

1

Downtown SLO is a humming, pedestrian friendly zone of shops, restaurants and galleries in turn-of-the-20th century buildings.

2

San Luis Obispo wine country lies five minutes south of downtown, putting two dozen premier wineries within easy reach.

3

There are more than 25 miles of easily accessible trails in the city of San Luis Obispo.

4

Thursday Night Farmers' Market brings a fiesta of produce, crafts, barbecue, street food and live entertainment to downtown.

5

Mission San Luis Obispo de Tolosa, the fifth of California's 21 Spanish missions, was founded in 1772.

6

San Luis Obispo County has more than 80 miles of Pacific coastline.

7

There are approximately 1,200 nonprofits in San Luis Obispo that generate more than \$800 million in economic output each year.

8

Hearst Castle, William Randolph Hearst's elaborate Central Coast summer home, stands in solitary splendor 45 minutes to the north.

9

In a typical year, San Luis Obispo sees nearly 300 days of sunshine.

Demographics/Population

San Luis Obispo offers a sunny and mild climate all year long, great educational systems, easy access to an active lifestyle, a vibrant cultural scene, clean air, low crime rates, no traffic headaches, a bike and pedestrian friendly community and exceptional healthcare. These are a few reasons why San Luis Obispo is considered the happiest city in the nation.

Age Distribution

U.S. Census Bureau

	SLO County	CA
Under 5	4.9%	6.5%
5 to 9	5.1%	6.6%
10 to 14	5.1%	6.6%
15 to 19	8.0%	6.8%
20 to 24	10.8%	7.5%
25 to 34	11.5%	14.8%
35 to 44	10.6%	13.4%
45 to 54	12.3%	13.5%
55 to 59	7.2%	6.3%
60 to 64	6.9%	5.4%
65 to 74	10%	7.3%
75 to 84	5.2%	3.8%
84 +	2.4%	1.8%
Median Age	39	36

Population

U.S. Census Bureau

San Luis Obispo County	282,887
San Luis Obispo	47,536
Paso Robles	31,907
Atascadero	30,330
Arroyo Grande	18,097
Grover Beach	13,641
Morro Bay	10,648
Pismo Beach	8,198

Educational Attainment

U.S. Census Bureau

	SLO County	CA
High school graduate	90.1%	82.1%
College graduate	34.1%	20.1%
Graduate degree	12.4%	11.9%

Diversity

U.S. Census Bureau

	SLO County	CA
White	69.2%	37.7%
Hispanic or Latino	22.3%	38.9%
Asian	3.9%	14.8%
Two or more races	3.5%	3.8%
Black or African American	2.0%	6.5%
American Indian and		
Alaska Native	1.4%	1.7%
Native Hawaiian and		
other Pacific Islander	0.2%	0.5%

Household Income

U.S. Census Bureau

	SLO County	CA
Median household income	\$70,564	\$67,739

Housing

US Census

Median home value	\$551,000
Median rent per month	\$1,257
Average household size	2.52 people
Average family size	2.93 people

Quality of Life

Faith centers

Moody's Analytics; Sperling's BestPlaces; U.S. Census.

	SLO County	CA
Average commute (min.)	25.34	27.56
Average temperature high	71.3ºF	86.5ºF
Average temperature low	47.3ºF	39.2ºF
Average sunny days	287	258
Average rainfall (in.)	19.84	23
Nonprofits	more than 1,	200
Arts organizations	more than 55	

more than 50

Labor

San Luis Obispo welcomes the fresh energy of new companies and encourages future-oriented companies to thrive here.

Labor Force

State of California EDD

	SLO County	CA
Labor Force	137,700	19,348,000
Unemployment rate	3.9%	5.5%

Employment by Industry

Beacon Economics, November 2017

122,800	
23,600	19.23%
18,600	15.16%
15,200	12.39%
14,300	11.6%
12,300	10.03%
7,300	5.59%
7,200	5.87%
6,200	5.05%
5,000	4.07%
4,300	3.50%
2,900	2.36%
2,300	1.87%
2,000	1.63%
1,600	1.30%
	23,600 18,600 15,200 14,300 12,300 7,300 7,200 6,200 5,000 4,300 2,900 2,300 2,000

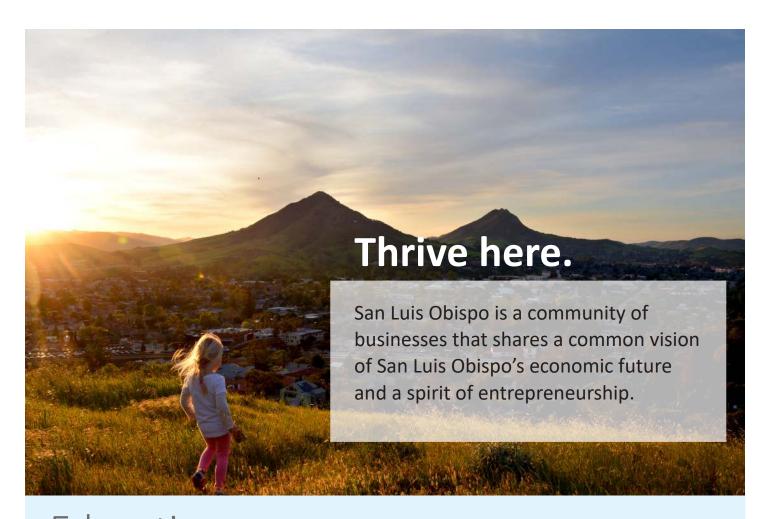
County to County Commuting patterns

U.S. Census Bureau

Residence	Workplace	No. of Workers
SLO County	SLO County	96,754
SLO County	SB County	7,480
SB County	SLO County	5,045
SLO County	Monterey Count	y 797
SLO County	LA County	726

Major Employers Pacific Coast Business Times

	• • •	
	California Polytechnic State University Education • 3,000 employees	1
	County of San Luis Obispo Government • 2,920 employees	2
	Department of State Hospitals- Atascadero Healthcare • 1,964 employees	3
	Pacific Gas & Electric Public Utility • 1,757 employees	4
	California Men's Colony Correctional Facility • 1,500 employees	5
(Tenet Healthcare Healthcare • 1,305 employees	6
	Compass Health Inc. Healthcare • 1,200 employees	7
	San Luis Coastal Unified School District Education • 1,200 employees	7
	MINDBODY Software • 1,035 employees	9
	Lucia Mar Unified School District Education • 1,000 employees	10
	Paso Robles Public Schools Education • 935 employees	11
	French Hospital Medical Center Healthcare • 618 employees	12
	California Department of Transportation Government • 550 employees	13
	Atascadero Unified School District Education • 525 employees	14
	California State Parks Government • 450 employees	15
	Community Action Partnership of San Luis Obispo County • Nonprofit • 450 employees	15
	Cuesta College Education • 440 employees	17
	Arroyo Grande Community Hospital Healthcare • 412 employees	18
	City of San Luis Obispo Government • 392 employees	19
	Community Health Centers of the Central Coast Healthcare • 390 employees	20
	U.S. Postal Service Government • 285 employees	21
	Martin Resorts Hospitality • 260 employees	22
	SLO Brewing Co. Brewery and Restaurant • 250 employees	23
	Cal Poly Corporation Education • 230 employees	24
	San Luis Obispo County Office of Education Education • 225 employees	25



Education

School Districts

SLO County Office of Education

Atascadero Unified School District
Cayucos Elementary School District
Coast Unified School District
Lucia Mar Unified School District
Paso Robles Joint Unified School District
Pleasant Valley Joint Unified School District
San Luis Coastal Unified School District
San Miguel Joint Union School District
Shandon Joint Unified School District
Templeton Unified School District

Secondary Schools

California Polytechnic State University (Cal Poly) Cuesta College University of La Verne Laurus College San Luis Obispo College of Law

Private Schools (24 Total)

U.S. Census Bureau	
K-12	7
K-8	5
K-6	3
K-10	1
K-2	1
1st-12	4
1st-8	2
9th- 12	1

SLO County High School Graduation rate

CA Department of Education

	SLO County	CA
Graduation Rate	89.6%	81.5%

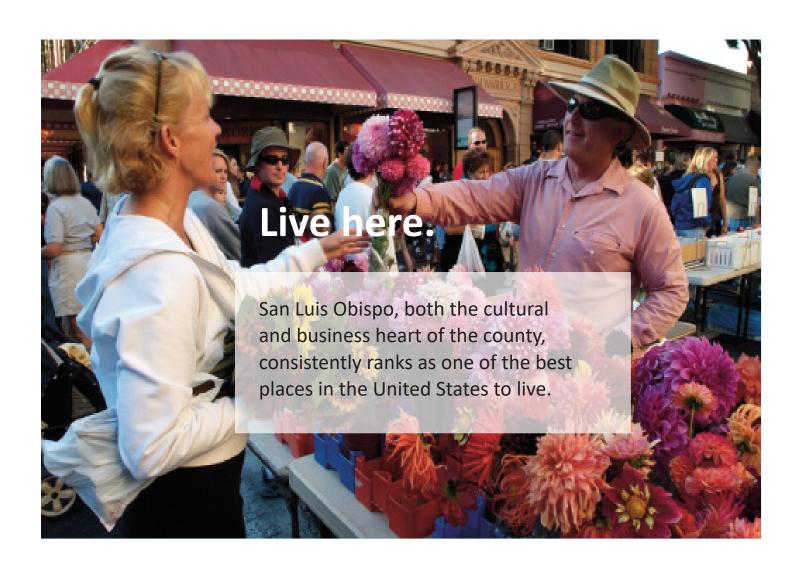
Community Profile

Maybe it's our California spirit of innovation or just our appreciation for the California Coastal lifestyle, but the CEOs who run our respected businesses, as well as the entrepreneurs dreaming up the next generation of businesses, know that San Luis Obispo is a place where you can succeed professionally without sacrificing your personal life.

Climate

U.S. Climate Data

Month	Avg. High	Avg. Low	Avg. Precp
Jan	64°F	41°F	4.95 in.
Feb	64°F	42°F	5.28 in.
Mar	65°F	44°F	3.97 in.
Apr	69°F	45°F	1.39 in.
May	72°F	48°F	0.47 in.
Jun	75°F	51°F	0.10 in.
Jul	77°F	54°F	0.02 in.
Aug	80°F	55°F	0.04 in.
Sep	79°F	54°F	0.26 in.
Oct	76°F	49°F	0.93 in.
Nov	70°F	44°F	2.16 in.
Dec	64°F	40°F	3.71 in.



Regions of SLO County



North County

San Miguel
Shandon
Paso Robles
Templeton
Creston
Atascadero
Santa Margarita

North Coast

San Simeon Cambria Harmony Cayucos Morro Bay Los Osos

San Luis Obispo

City of San Luis Obispo Edna Valley

South County

Avila Beach Shell Beach Pismo Beach Grover Beach Arroyo Grande Oceano Nipomo



What people are saying...

"In the San Luis Obispo metro area, more than 73 percent of residents said they had learned something new or interesting in the past day, a higher rate than in all but three other metro areas nationwide."

- From "Cities with the most content workers," USA Today

"Mediterranean climate, rarely above the 80s or below the 40s, 315 sunny days a year; beautiful shoreline and countryside vistas; lively community activities and traditions; friendly people, civic engagement, comfortable pace of life ... what's not to like about San Luis Obispo, Calif.?"

 From "Nine Great Places You've Never Heard Of," Mother Earth News "What are the happiest spots on Earth... San Luis Obispo, near California's Central Coast, where joy seems to be in the tap water."

- From "Lessons from Happy Town, U.S.A., You'll Wish You Were Here," PARADE Magazine



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