



# 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.

4

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

7

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

2

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

5

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

8

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

3

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

6

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

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

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

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

<b>Total, All Industries</b>	<b>122,800</b>	
Government	23,600	19.23%
Leisure & Hospitality	18,600	15.16%
Education & Health	15,200	12.39%
Retail Trade	14,300	11.6%
Professional/Business	12,300	10.03%
Manufacturing	7,300	5.59%
NR/Construction	7,200	5.87%
Other Services	6,200	5.05%
Total Farm	5,000	4.07%
Transport/Warehouse/Util.	4,300	3.50%
Wholesale Trade	2,900	2.36%
Finance & Insurance	2,300	1.87%
Real Estate	2,000	1.63%
Information	1,600	1.30%

## 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 County	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





# Thrive here.

San Luis Obispo is a community of businesses that shares a common vision of San Luis Obispo's economic future and a spirit of entrepreneurship.

## 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

	<b>SLO County</b>	<b>CA</b>
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.



Live here.

San Luis Obispo, both the cultural and business heart of the county, consistently ranks as one of the best places in the United States to live.



# 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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