



# San Luis Obispo Community and Economic Profile

SAN LUIS  
OBISPO  
CHAMBER  
*of*  
COMMERCE



## 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           | 4.6%       | 6.2%        |
| 5 to 9            | 4.9%       | 6.3%        |
| 10 to 14          | 5.1%       | 6.4%        |
| 15 to 19          | 7.6%       | 6.4%        |
| 20 to 24          | 10.6%      | 6.9%        |
| 25 to 34          | 11.5%      | 15.3%       |
| 35 to 44          | 11.1%      | 13.3%       |
| 45 to 54          | 10.9%      | 12.8%       |
| 55 to 59          | 6.6%       | 6.4%        |
| 60 to 64          | 7.1%       | 5.7%        |
| 65 to 74          | 11.9%      | 8.3%        |
| 75 to 84          | 5.6%       | 4.1%        |
| 85 +              | 2.5%       | 1.9%        |
| <b>Median Age</b> | <b>39</b>  | <b>36.1</b> |

## Population

World Population Review

|                        |                |
|------------------------|----------------|
| San Luis Obispo County | <b>284,010</b> |
| San Luis Obispo        | 47,446         |
| Paso Robles            | 31,907         |
| Atascadero             | 30,330         |
| Arroyo Grande          | 18,087         |
| Grover Beach           | 13,528         |
| Morro Bay              | 10,581         |
| Pismo Beach            | 8,213          |

## Educational Attainment

U.S. Census Bureau

|                      | SLO County | CA    |
|----------------------|------------|-------|
| High school graduate | 90.5%      | 82.5% |
| Bachelor's degree    | 34%        | 32.6% |
| Graduate degree      | 12.9%      | 12.2% |

## Diversity

U.S. Census Bureau

|                                            | SLO County | CA    |
|--------------------------------------------|------------|-------|
| White                                      | 68.6%      | 36.8% |
| Hispanic or Latino                         | 22.8%      | 39.3% |
| Asian                                      | 4.0%       | 15.3% |
| Two or more races                          | 3.6%       | 3.9%  |
| Black or African American                  | 2.1%       | 6.5%  |
| American Indian and Alaska Native          | 1.4%       | 1.6%  |
| Native Hawaiian and other Pacific Islander | 0.2%       | 0.5%  |

## Household Income

Data USA

|                         | SLO County | CA       |
|-------------------------|------------|----------|
| Median household income | \$71,880   | \$71,805 |

## 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<br>Education • 3,000 employees             | 1  |
| County of San Luis Obispo<br>Government • 2,920 employees                          | 2  |
| Department of State Hospitals- Atascadero<br>Healthcare • 2,000 employees          | 3  |
| Pacific Gas & Electric<br>Public Utility • 1,866 employees                         | 4  |
| California Men's Colony<br>Correctional Facility • 1,517 employees                 | 5  |
| Cal Poly Corporation<br>Services • 1,400 employees                                 | 6  |
| Tenet Healthcare<br>Healthcare • 1,305 employees                                   | 7  |
| Compass Health Inc.<br>Healthcare • 1,200 employees                                | 8  |
| Lucia Mar Unified School District<br>Education • 1,000 employees                   | 9  |
| Paso Robles Public Schools<br>Education • 935 employees                            | 10 |
| MINDBODY<br>Software • 929 employees                                               | 11 |
| San Luis Coastal Unified School District<br>Education • 760 employees              | 12 |
| Atascadero Unified School District<br>Education • 600 employees                    | 13 |
| French Hospital Medical Center<br>Healthcare • 600 employees                       | 14 |
| California Department of Transportation<br>Government • 550 employees              | 15 |
| Community Action Partnership of San Luis Obispo County • Nonprofit • 541 employees | 16 |
| California State Parks<br>Parks and Recreation • 450 employees                     | 17 |
| Cuesta College<br>Education • 440 employees                                        | 18 |
| Arroyo Grande Community Hospital<br>Healthcare • 415 employees                     | 19 |
| City of San Luis Obispo<br>Government • 400 employees                              | 20 |
| Community Health Centers of the Central Coast<br>Healthcare • 390 employees        | 21 |
| U.S. Postal Service<br>Postal Service • 285 employees                              | 22 |
| Martin Resorts<br>Hospitality • 260 employees                                      | 23 |
| F. McLinktocks Saloon and Dining<br>Restaurant Chain • 250 employees               | 24 |
| SLO Brewing Co.<br>Brewery and Restaurant • 250 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**

Almond Acres Charter Academy  
Atascadero Unified School  
District Bellevue-Santa Fe Charter School  
Cayucos Elementary School District  
Coast Unified School District  
Grizzly ChalleNGe Charter School  
Lucia Mar Unified School District  
Paso Robles Joint Unified School District  
Pleasant Valley Joint Union Elementary 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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