

ACTION for Healthy Communities

Economic Issues

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Economic Issues

The ACTION for Healthy Communities Project looked at the local economy through employment, unemployment and poverty rates, local salaries, the number of new homes built, the amount of taxes raised and the perceptions of local residents about their own economic well-being.

More local residents worked in 2000 than in previous years. There was a 3.6 percent increase in employment countywide over 1999. The largest increases (among industries with at least 1,000 jobs) were found in the hospitality, agriculture and wholesale trade industries (15%, 12% and 11%, respectively).

Local unemployment rates continued to drop for the fifth consecutive year. San Luis Obispo's countywide rate of 2.9 percent in 2000 was well below state (4.9%) and national (4.0%) levels. When asked how concerned they were about employment opportunities in the county, one in three phone survey respondents said "very concerned."

Closely related to employment issues is child care. About three in 10 parents of pre-schoolers indicate they are unable to get some kind of child care that they need. The most-frequently cited need is part-time care; the most-frequently cited location is close to home.

When asked whether they were better off economically this year than last year, 41 percent of telephone-survey respondents said "yes." While they outnumbered those who said "no" (29%), the proportion of "no" responses has doubled since the 1999 phone survey.

Locally, the average per capita personal income for 1997 was \$25,888, a 4.1 percent increase over the previous year. Statewide, the personal income rate rose 5.6 percent; nationally, personal income rose 4.5 percent.

For families, the 2000 median family income was unchanged from 1999 at \$48,000. Meanwhile, state and national median incomes posted slight gains, to \$55,400 and \$50,200, respectively.

Nearly one resident in five acknowledged receiving some kind of state or federal assistance in the past 12 months. More than half of those were seniors receiving Medicare benefits.

The number of school-age children enrolled in the reduced-cost meals program dropped more than one percent in 2000-2001, to 29.4 percent, as did the proportion of children receiving AFDC/Calworks assistance (to 5.0%).

Another sign of a healthy economy is in how much money people are spending. Retail sales countywide in 2000 rose 7.5 percent, slightly slower than the statewide rate. Growth in both local and statewide spending has been a combination of population growth and greater spending per person. In 2000 per-capita spending in the county rose by 5 percent, slightly greater than the growth experienced statewide.

Each incorporated community in the county experienced real growth in spending, led by Arroyo Grande (17% increase) and Paso Robles (13% increase). All communities but Grover Beach also experienced an increase in per-person spending.

C1 Economic Well-being

Telephone Survey Results

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

RESPONSE	1999		2001	
	NUMBER	PERCENT	NUMBER	PERCENT
Yes	272	50.1	331	41.1
No	75	13.8	230	28.6
About the same	196	36.1	244	30.3
Total	543	100.0	805	100.0

Source: 1999 and 2001 ACTION for Healthy Communities, Telephone Surveys.

** The word "economically" was added in 2001 for clarity. Results may not be comparable to the 1999 Action results*

Responses, by Respondent Type

RESPONSE	1999			2001		
	% YES	% NO	% ABOUT THE SAME	% YES	% NO	% ABOUT THE SAME
Respondents with income under \$15,000	31.6	29.8	38.6	19.5	39.0	41.5
Seniors 55 and older	31.4	13.4	55.2	25.5	33.0	41.5
Latino	52.1	11.3	36.6	48.2	24.7	27.1
North County	54.0	13.6	32.4	45.1	29.4	25.5
North Coast	49.1	12.0	38.9	38.3	31.2	30.5
San Luis Obispo	47.2	13.9	38.9	36.9	27.9	35.1
South County	49.3	15.5	35.1	42.8	26.2	31.0

Source: 1999 and 2001 ACTION for Healthy Communities, Telephone Surveys.

C2 Household Income

Telephone Survey Results

Which income range best describes your household income?

RESPONSE	1999		2001	
	NUMBER	PERCENT	NUMBER	PERCENT
Less than \$15,000 per year	57	11.4	82	13.1
\$15,000-\$25,000 per year	83	16.6	83	13.3
\$25,000-\$35,000 per year	80	16.0	92	14.7
\$35,000-\$45,000 per year	88	17.6	92	14.7
\$45,000-\$55,000 per year	86	17.2	122	19.5
\$65,000-\$80,000 per year	37	7.4	53	8.5
\$80,000-\$100,000 per year	28	5.6	47	7.5
\$100,000-\$125,000 per year	21	4.2	23	3.7
\$125,000-\$150,000 per year	6	1.2	14	2.2
Over \$150,000 per year	14	2.8	17	2.7
Total	543	100.0	805	100.0
Mean Household Income	\$40,500		\$42,100	

Source: 1999 and 2001 ACTION for Healthy Communities, Telephone Surveys.

Responses, by Respondent Type

RESPONSE	2001
	MEAN HH INCOME
Seniors 60 and older	\$ 36,700
Latino	\$ 31,300
Single-parent households	\$ 37,300
North County	\$ 44,950
North Coast	\$ 49,750
San Luis Obispo	\$ 37,600
South County	\$ 43,300

Source: 2001 ACTION for Healthy Communities, Telephone Surveys.

C2 Household Income, continued

Median Income

INCOME	FY 1996	FY 1997	FY 1998	FY1999	FY 2000	99-00 CHANGE	%
San Luis Obispo County	\$43,300	\$43,800	\$46,200	\$48,000	\$48,000	0.0	
State	\$48,400	\$50,000	\$52,600	\$54,100	\$55,400	2.4	
National	\$41,600	\$43,500	\$45,300	\$47,800	\$50,200	5.0	

Source: U.S. Department of Housing and Urban Development, 2001.

*1996-1998 State and National statistics reflect updated information.

Note: Median family income estimates are calculated for each metropolitan and non-metropolitan area using the Fair Market Rent (FMR) area definitions applied in the Section 8 Housing Assistance Payment program. The estimates are based on 1990 Census median family income estimates updated to 1998 with a combination of Bureau of Labor Statistics earnings and employment data and Census Divisional P-60 median family income Data. Indicator 62

Per Capita Personal Income

INCOME	1995	1996	1997	1998	1999	98-99 % CHANGE
San Luis Obispo County	\$20,933	\$21,984	\$23,559	\$24,879	\$25,888	4.1
State	\$24,496	\$25,563	\$26,742	\$28,264	\$29,856	5.6
National	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5

Source: U.S. Department of Commerce, Bureau of Economic Analysis, 2001.

*1995-1997 statistics also reflect updated information.

Note: Per capita personal income (PCPI) is calculated by dividing the total personal income by the total population for a given county. Population figures used for this calculation are derived from the Census Bureau mid-year estimates.

C3 Concern, Employment Opportunities

Telephone Survey Results

How concerned are you about the following issues in your community? For each one, please answer “Very Concerned,” “Somewhat Concerned,” or “Not at all Concerned.”

Employment Opportunities

Response	Number	Percent
Very Concerned	267	33.6
Somewhat Concerned	309	38.9
Not at all Concerned	218	27.5

Source: 2001 ACTION for Healthy Communities, Telephone Survey.

C4 Annual Average Unemployment

County, State and National Comparisons

SAN LUIS OBISPO COUNTY	1996	1997	1998	1999	2000	% CHANGE 1999-2000
Labor Force	102,500	106,200	108,800	112,000	115,700	3.3
Number Employed	96,800	101,200	104,300	108,400	112,300	3.6
Number Unemployed	5,700	5,000	4,500	3,600	3,400	-5.6
County Unemployment Rate	5.6	4.7	4.2	3.2	3.0	-9.4
California Unemployment Rate	7.2	6.3	5.9	5.2	4.9	-5.8
National Unemployment Rate	5.4	4.9	4.5	4.2	4.0	-4.8

Sources: California Employment Development Department, Labor Market Information Division, 2001; U.S. Department of Labor, Bureau of Labor Statistics, 2001.

C5 Net Job Growth

Number of Persons Employed, by Industry- San Luis Obispo County

INDUSTRY	1996	1997	1998	1999	2000	99-00 % CHANGE
Total Farm	3,900	4,800	4,600	4,300	4,800	11.6
Total Nonfarm	78,800	82,100	86,100	90,500	94,200	4.1
Goods Producing	10,500	11,100	12,000	12,900	13,400	3.9
Mining	100	100	100	100	200	100.0
Construction	3,800	4,100	4,500	5,300	5,700	7.5
Manufacturing	6,700	6,800	7,300	7,400	7,500	1.4
Durable Goods	3,400	3,600	4,100	4,100	4,000	-2.4
Industrial Machinery	1,200	1,300	1,400	1,300	1,100	-15.3
Electronic Equipment	600	600	700	700	800	14.3
Other Durable Goods	1,600	1,700	2,100	2,100	2,100	0.0
Nondurable Goods	3,300	3,200	3,300	3,400	3,500	2.9
Food & Kindred Products	600	700	700	800	900	12.5
Printing & Publishing	1,400	1,500	1,500	1,400	1,400	0.0
Other Nondurable Goods	1,200	1,100	1,100	1,200	1,200	0.0
Service Producing	68,300	71,000	74,200	77,600	80,800	4.1
Transportation, Public Utilities	4,400	4,500	4,500	4,800	5,000	4.2
Trade	20,600	21,000	21,900	23,200	24,200	4.3
Wholesale Trade	2,500	2,600	2,600	2,700	3,000	11.1
Retail Trade	18,100	18,400	19,400	20,500	21,200	3.4
General Merchandise	1,200	1,200	1,300	1,500	1,500	0.0
Food Stores	2,400	2,500	2,600	2,700	2,600	-3.7
Eating & Drinking Places	8,100	7,800	8,300	8,700	8,900	2.3
Other Retail Trade	6,500	6,900	7,100	7,600	8,200	7.9
Finance, Insurance & Real Estate	4,200	4,400	4,700	4,900	4,800	2.0
Services	19,900	20,900	21,900	23,200	24,400	5.2
Hotels & Other Lodging Places	2,000	2,200	2,400	2,600	3,000	15.4
Business Services	2,600	3,100	3,200	3,600	3,500	2.8
Amusement & Recreation Serv.	1,200	1,100	1,100	1,000	1,100	10.0
Health Services	5,600	5,800	6,100	6,100	6,100	0.0
Social Serv. & Member Orgn	3,100	3,200	3,300	3,500	3,700	5.7
Other Services	5,400	5,600	5,800	6,500	7,000	7.7
Government	19,300	20,300	21,200	21,600	22,400	3.7
Federal Government	700	700	700	700	800	14.3
State & Local Government	18,600	19,600	20,500	20,800	21,600	3.8
State Government	8,700	8,800	8,800	9,000	9,200	2.2
State Education	3,300	3,500	3,500	3,600	3,700	2.8
Other State Government	5,300	5,200	5,300	5,400	5,500	1.9
Local Government	9,900	10,800	11,700	11,800	12,500	5.9
Total, All Industries	82,700	87,000	90,800	94,800	99,000	4.4

Source: State of California Employment Development Department, 2001.

C5 Net Job Growth, continued

20 Occupations with the Largest Projected Growth

OCCUPATION	GROWTH RATE CURRENT RANK	GROWTH RATE 1998 RANK	1997	2004 PROJECTED	NEW JOBS	% CHANGE	MEDIAN HOURLY WAGE
Salespersons, Retail	1	5	3,690	4,230	540	14.6	\$7.23
Cashiers	2	4	2,520	2,890	370	14.7	\$7.25
General Managers/ Top Executive	3	3	2,310	2,530	220	9.5	\$23.56
Corrections Officers, Jailers	4	10	890	1,090	200	22.5	\$20.01
Maintenance Repairers, General Utility	5	11	1,130	1,330	200	17.7	\$19.16
Laborers/Landscaping/ Grounds keeping	6	17	1,380	1,560	180	13.0	\$7.83
Combined Food Prep & Service	7	NA	1,760	1,930	170	9.7	\$6.19
Computer Support Specialists	8	NA	370	530	160	43.2	\$11.89
General Office Clerks	9	9	2,160	2,320	160	7.4	\$8.88
Teacher Aides, Paraprofessional	10	6	450	600	150	33.3	\$9.60
Teachers – Elementary School	11	1	1,430	1,580	150	10.5	NA
Waiters & Waitresses	12	7	2,020	2,170	150	7.4	\$5.99
Teacher Aides & Education Assistants, Clerical	13	NA	460	590	130	28.3	\$7.77
Food Prep Workers	14	13	950	1,070	120	12.6	\$6.59
Receptionists	15	16	690	800	110	15.9	\$8.16
Police Patrol Officers	16	NA	480	580	100	20.8	\$22.70
Child Care Workers	17	NA	430	520	90	20.9	\$6.93
Human Services Workers	18	NA	160	250	90	56.3	\$11.05
Systems Analysts	19	NA	180	270	90	50.0	\$19.68
Teachers, Preschool	20	NA	480	570	90	18.8	\$9.13

Source: State of California Employment Development Department, 1998.

C6 Average Salaries

Annual Average Salary, by Selected Industry

INDUSTRY	1997	1998	1999	98-99 % CHANGE
Agriculture	\$16,023	\$17,258	\$18,043	4.5
Mining	\$58,362	\$61,129	\$66,241	8.4
Construction	\$34,514	\$36,076	\$37,454	3.8
Manufacturing	\$42,512	\$44,742	\$49,661	11.0
Transportation / Utilities	\$40,227	\$41,386	\$46,491	12.3
Wholesale Trade	\$40,886	\$43,547	\$45,789	5.1
Retail Trade	\$18,073	\$19,321	\$20,384	5.5
Finance / Insurance / Real Estate	\$47,028	\$51,906	\$54,730	5.4
Services	\$33,384	\$34,630	\$36,906	6.6
Government	\$39,325	\$40,932	\$41,540	1.5
Total	\$33,010	\$34,836	\$37,311	7.1

Source: California Employment Development Department, Labor Market Information Division, 2001.

**1997-1998 statistics reflect updates in information.*

C7 Median Hourly Pay for Selected Occupations

San Luis Obispo County and California, 1998

JOB CATEGORY	SAN LUIS OBISPO	CALIFORNIA
Dental Hygienists	\$33.92	\$30.23
Computer Engineers	\$19.25	\$32.24
Carpenters	\$14.41	\$17.41
Accountants and Auditors	\$15.87	\$19.72
Laborers, Landscaping, and Repairers	\$7.83	\$8.47
Truck Drivers, Heavy or Tractor-Trailer	\$13.87	\$13.40
Secretaries, Except Legal and Medical	\$11.63	\$12.23
General Office Clerks	\$8.88	\$9.72
Cooks, Restaurant	\$8.14	\$7.58
Cashiers	\$7.25	\$6.49

Source: California Employment Development Department, Labor Market Information Division, 2001.

C8 Child Care



Telephone Survey Results

Thinking about your childcare needs, what kind of childcare do you need for your children but cannot get?

Those with children 0 - 2 years

Response	1999		2001	
	Number	Percent	Number	Percent
None needed	32	71.1	22	68.8
Part time (0-6hrs/day)	5	11.1	5	15.6
Full time (6-8hrs/day)	5	11.1	3	9.4
Non traditional hours	1	2.2	2	6.3
Care for a child who is sick	N/A	N/A	1	3.1
Intermittent care	2	4.4	N/A	N/A
Unsure/Did not specify specific need	N/A	N/A	2	6.3
Total	45	99.9	35	109.4

Those with children 3 - 5 years

Response	1999		2001	
	Number	Percent	Number	Percent
None needed	42	75.0	41	70.7
Part time (0-6hrs/day)	5	8.9	6	10.3
Full time (6-8hrs/day)	4	7.1	5	8.6
Non traditional hours	4	7.1	1	1.7
Care for a child who is sick	N/A	N/A	2	3.4
Intermittent care	4	7.1	N/A	N/A
Unsure/Did not specify specific need	N/A	N/A	5	8.6
Total	59	105.4	61	103.4

Those with children 6 - 14 years

Response	1999		2001	
	Number	Percent	Number	Percent
None needed	72	80.0	114	85.7
Part time (0-6 hrs/day)	8	8.9	5	3.8
Full time (6-8hrs/day)	1	1.1	2	1.5
Non traditional hours	6	6.7	4	3.0
Care for a child who is sick	N/A	N/A	2	1.5
Intermittent care	6	6.7	N/A	N/A
Unsure/Did not specify specific need	N/A	N/A	8	6.0
Total	93	103.3	127	101.5

C8 Child Care, continued



Telephone Survey Results

Where is childcare needed?

Response	Number	Percent
Near home	22	64.7
At or near school	7	20.6
Near work	9	26.5
Total	38	111.8

Source: 2001 ACTION for Healthy Communities, Telephone Survey.

C9 Subsidized Child Care

Subsidized Child Care Requests, Recipients and Waiting Lists, 1999

	Requests for All Types of Child Care	Receiving Subsidized Child Care	Wait List for Subsidized Child Care	Wait List as a % of Those Requesting Subsidized Child Care
Shandon	5	4	1	20%
Paso Robles/San Miguel	333	344	43	13%
Templeton	51	57	11	22%
Atascadero	242	321	16	7%
Santa Margarita/Creston	5	41	2	40%
Cambria	17	12	3	18%
Cayucos	5	21	-	0%
Morro Bay	86	71	9	10%
Los Osos	86	111	16	19%
San Luis Obispo	415	211	16	4%
Pismo Beach	39	27	2	5%
Grover Beach	155	189	18	12%
Arroyo Grande	155	169	27	17%
Oceano	86	46	16	19%
Nipomo	51	176	24	47%
Total	1,731	1,800	204	12%

Source: Children's Services Network, 2001

C10 Government Payments



Telephone Survey Results

Excluding Social Security retirement checks, are you or is anyone in your household now receiving regular payments or benefits from any government program? This would include programs such as MediCare, food stamps, and rent subsidies as well as others.

Response	Number	Percent
Yes	147	18.4
No	651	81.6
Total	798	100.0

Source: 2001 ACTION for Healthy Communities, Telephone Survey.



Telephone Survey Results

What program or programs would that be?

Response	Number	Percent
MediCare	86	58.5
MediCal	14	9.5
CalWORKS, Temporary Assistance for Needy Families (TANF)	1	0.7
Food Stamps	3	2.0
Social Security disability payments	15	10.2
General assistance	4	2.7
Section 8 housing, rent assistance	3	2.0
Women, infants and children (WIC)	11	7.5
Other	28	19.0
Total	165	112.2

Source: 2001 ACTION for Healthy Communities, Telephone Survey.

C11 Poverty Level

Temporary Assistance for Needy Families (TANF) & Aid to Families with Dependent Children (AFDC), San Luis Obispo County

CHARACTERISTICS OF RECIPIENTS	1994	1995	1996	1997	96-97 % CHANGE
Persons 18+	3,723	3,773	3,490	2,011	-42.4
Children	6,849	7,030	6,628	4,448	-32.9
Total Persons	10,572	10,803	10,118	6,459	-36.2
Families	3,980	4,143	3,842	2,783	-27.6

GENDER OF RECIPIENTS					
Adult Males	756	790	698	169	-75.8
Adult Females	2,967	2,983	2,792	1,842	-34.0

AGE OF RECIPIENTS					
18-21	427	452	314	198	-36.9
22-39	2,602	2,560	2,394	1,352	-43.5
40-59	686	752	767	459	-40.2
60+	8	9	15	2	-86.7

ETHNICITY OF RECIPIENTS					
Caucasian	1,889	1,825	1,779	1,035	-41.8
African American	100	123	122	66	-45.9
Hispanic	1,638	1,713	1,522	855	-43.8
Asian / Pacific Islander	47	58	34	21	-38.2
Other	49	54	32	34	6.3

Source: San Luis Obispo County Human Resources Agency, AFDC CA237, 1997.

Note: Due to the Welfare Reform Law of 1996, the Temporary Assistance for Needy Families (TANF) Program became effective July 1, 1997, and replaced what was commonly known as Welfare (AFDC).

Note: Statistics taken from ACTION 1999 Data Report. Updated information not available.

C 1 1 Poverty Level, continued

Welfare-to-Work Participant Profile- May 1999

	Female	Female %	Male	Male %	Total
Number of Participants in a Job Training program	76	87%	11	13%	87
Number of Participants in an Employment program	564	84%	105	16%	669
Number of Participants in a School Program	297	91%	28	9%	325
Total Welfare-to-Work Participants	937	87%	144	13%	1,081

Source: San Luis Obispo County Human Resources Agency, 1999.

Note: Statistics taken from ACTION 1999 Data Report. Updated information not available.

C12 School Meal Program/CalWORKS

Percent of school-aged children enrolled in free/reduced cost meal program

District	1997-98	1998-99	1999-2000	2000-01	% Change 00-01
ATASCADERO UNIFIED	19.4	20.8	20.8	20.2	-2.9
CAYUCOS ELEMENTARY	26.8	26.0	32.2	24.8	-23.0
COAST UNIFIED	27.4	31.9	32.0	30.6	-4.4
LUCIA MAR UNIFIED	43.3	41.4	39.1	36.7	-6.1
PASO ROBLES JOINT UNIFIED	41.6	41.0	40.9	38.8	-5.1
PLEASANT VALLEY JOINT UNION ELEMENTARY	23.7	29.5	NA	20.5	NA
SAN LUIS COASTAL UNIFIED	22.5	22.8	21.7	20.8	-4.1
SAN MIGUEL JOINT UNION ELEMENT	55.5	59.3	54.0	52.7	-2.4
SHANDON JOINT UNIFIED	59.4	56.9	68.2	56.0	-17.9
TEMPLETON UNIFIED	18.8	19.0	15.4	13.4	-13.0
County Total	32.1	31.8	30.9	29.4	-4.9
State Total	47.4	47.6	47.3	46.8	-1.1

Source: California Department of Education, 2001.

Percent of school-aged children receiving AFDC/CalWorks

District	1997-98	1998-99	1999-2000	2000-2001	% Change 00-01
ATASCADERO UNIFIED	7.8%	5.8%	4.3%	3.9%	-9.3%
CAYUCOS ELEMENTARY	9.3%	5.6%	4.5%	4.6%	2.2%
COAST UNIFIED	2.7%	2.6%	2.6%	2.7%	3.8%
LUCIA MAR UNIFIED	11.5%	10.4%	8.5%	5.6%	-34.1%
PASO ROBLES JOINT UNIFIED	9.7%	9.3%	8.2%	6.9%	-15.9%
SAN LUIS COASTAL UNIFIED	6.6%	5.9%	4.9%	4.3%	-12.2%
SAN MIGUEL JOINT UNION ELEMENT	12.9%	11.6%	9.7%	10.1%	4.1%
SHANDON JOINT UNIFIED	7.1%	5.7%	5.8%	3.8%	-34.5%
TEMPLETON UNIFIED	3.6%	3.5%	1.8%	2.0%	11.1%
County Total	8.6%	7.6%	6.2%	5.0%	-19.4%
State Total	18.2%	16.0%	14.3%	12.7%	-11.2%

Source: California Department of Education, 2001.

C13 Building Permit Valuation

San Luis Obispo County

RESIDENTIAL (IN THOUSANDS OF DOLLARS)	1995	1996	1997	1998	97-98 % CHANGE
Single Family	\$128,220	\$142,923	\$175,581	\$267,817	52.5
Alterations and Additions	\$13,214	\$13,502	\$15,014	\$15,034	0.1
Total	\$141,434	\$156,425	\$190,595	\$282,851	48.4

Source: California Department of Finance, Construction Industry Research Board, 1999.

Note: Statistics taken from 1999 Action Report. Updated information not available.

NON-RESIDENTIAL (IN THOUSANDS OF DOLLARS)	1996	1997	1998	1999	98-99 % CHANGE
Office	2,833	1,136	3,707	3,254	-12.2
Retail	11,255	21,428	27,332	19,200	-29.8
Industrial	659	5,238	10,824	12,337	14.0
Total	40,054	54,595	74,691	93,047	24.6

Source: California Department of Finance, Construction Industry Research Board, 1999.

C14 Travel Spending and Related Impacts

San Luis Obispo County

CATEGORY (\$FIGURES ARE IN MILLIONS)	1995	1996	1997	1998	1999	98-99 % CHANGE
Total employment (# of jobs)	15,810	17,260	16,910	16,820	17,510	4.1
Total travel expenditures	215.2	236.5	252.6	264.4	285.0	7.8
Local Tax Receipts	14.3	15.4	16.3	17.4	18.7	7.5
State Tax Receipts	29.6	32.5	34.7	36.5	39.1	7.1

Source: California Trade and Commerce Agency, Division of Tourism, Travel Spending and Related Impacts, 2001.

Transient Occupancy Tax by Jurisdiction

CITY / AREA	1994	1995	1996	1997	96-97 % CHANGE
Arroyo Grande	\$177,684	\$229,939	\$253,728	\$184,998	-27.0
Atascadero	\$159,063	\$157,887	\$177,733	\$177,359	-0.2
Paso Robles	\$403,536	\$455,561	\$481,843	\$527,206	9.4
Grover Beach	\$39,378	\$46,930	\$61,935	\$112,207	81.1
Morro Bay	\$876,234	\$985,640	\$1,06,577	\$1,101,879	3.2
Pismo Beach	\$2,659,775	\$2,591,098	\$2,917,937	\$2,980,537	2.1
San Luis Obispo	\$2,335,267	\$2,462,000	\$2,648,779	\$2,821,370	6.5
Unincorporated	\$2,294,334	\$2,403,770	\$2,667,170	\$2,879,855	7.9
Total	\$8,945,271	\$9,332,825	\$9,208,751	\$10,785,411	17.1

Source: California Trade and Commerce Agency, Division of Tourism, California Transient Occupancy Tax by Jurisdiction, 1998.

**Note: Statistics taken directly from ACTION 1999 Data Report. Updated statistics not available.*

C15 Retail Sales

Taxable Sales per Person – County and State, 1997

TYPE OF BUSINESS	COUNTY	STATE
Apparel stores group	\$326	\$349
General merchandise stores	\$649	\$953
Specialty stores group	\$782	\$1,026
Food stores selling all types of liquor	\$409	\$336
All other food stores	\$198	\$147
Packaged liquor stores	\$80	\$54
Eating and drinking group	\$1,037	\$857
Household and home furnishings	\$183	\$180
Household appliance dealers	\$73	\$112
Second-hand merchandise	\$20	\$13
Farm implement dealers	\$33	\$59
Farm and garden supply stores	\$139	\$59
Fuel and ice dealers	\$14	\$12
Building material group	\$569	\$475
Automotive group	\$1,715	\$1,740
Retail stores total	\$6,576	\$6,592
Business and personal services	\$369	\$515
All other outlets	\$2,332	\$3,243
Total all outlets	\$9,276	\$10,349

Source: California State Board of Equalization, Taxable Sales in California, Thirty-Seventh Annual Report, 1997.

Note: Per capita taxable sales figures are derived by dividing the annual self-assessed taxable sales by the total population for a given area. Department of Finance figures (July-count) are used for yearly population estimates.

C15 Retail Sales, continued

Per Capita Retail Sales (constant 1996 dollars)

	1996	1997	1998	1999	2000	% Change 1999-2000
Arroyo Grande	8,523	8,964	8,910	10,941	12,310	12.5
Atascadero	6,407	6,735	6,643	7,202	7,643	6.1
Grover Beach	3,481	4,418	4,405	4,457	4,441	-0.4
Morro Bay	8,660	8,396	8,329	8,870	9,228	4.0
Paso Robles	10,385	11,161	12,146	13,526	14,811	9.5
Pismo Beach	12,260	12,315	12,193	12,874	13,281	3.2
San Luis Obispo City	12,052	12,485	13,045	14,144	14,893	5.3
Unincorporated Area	2,119	2,178	2,335	2,402	2,367	-1.5
SLO County Total	6,246	6,523	6,742	7,331	7,690	4.9
California	6,476	6,640	6,811	7,124	7,451	4.6

Source: State Board of Equalization via UCSB Economic Forecast Project

Real Retail Sales (in thousands, constant 1996 dollars)

	1996	1997	1998	1999	2000	% Change 1999-2000
SLO County Total	1,433,800	1,517,900	1,593,800	1,754,400	1,885,500	7.5
Arroyo Grande	127,600	137,000	139,000	173,400	202,200	16.6
Atascadero	156,500	166,400	166,400	181,600	197,100	8.5
Grover Beach	41,600	53,600	54,400	55,800	56,700	1.6
Morro Bay	82,800	80,900	81,000	86,700	92,100	6.2
Paso Robles	219,700	240,000	264,800	301,300	339,500	12.7
Pismo Beach	99,000	101,600	100,900	108,100	114,600	6.0
San Luis Obispo City	499,000	522,000	550,500	600,400	640,800	6.7
Unincorporated Area	207,600	216,600	236,800	247,000	250,100	1.3
California	205,700,000	213,700,000	222,500,000	242,200,000	260,800,000	7.7

Source: State Board of Equalization via UCSB Economic Forecast Project