



Economic Issues

Economic security is a significant contributor to our quality of life. To shed some light on this important aspect of well-being, we collected a variety of economic data and residents' opinions.

We began by asking residents if their economic well being had changed in the past year. About 40 percent reported being better off than in the prior year. This is about the same response as in 2001, but below the 50 percent who so responded in the boom year of 1999. 35 percent reported being worse off in 2003, up from about 28 percent in 2001 and 14 percent in 1999.

The San Luis Obispo County median family income rose in 2003, but it remains about \$10,000 below that of California. The relatively large student and prisoner population in the County explains at least part of the difference. The income distribution is more disturbing; 24 percent of survey respondents report household incomes of \$25,000 or less. Per capita income actually declined to below the 1999 number.

The San Luis Obispo County unemployment rate remained essentially unchanged in 2003.

However, our survey respondents report increased concern over employment and career opportunities. This seeming contradiction has a logical explanation. The composition of County jobs is changing. While jobs have increased in the County over the past year, the manufacturing sectors have seen significant jobs losses. These well-paying sectors, along with the large and well-paying government sector, are expected to see further job losses in the coming year.

Given the less-than-robust National and State economies, it is not surprising that San Luis Obispo County's economy has slowed. That slowing economy has resulted in increased reliance on the various aid programs. While new claims for CalWorks have fallen, continuing claims have increased. Similarly, school lunch programs have seen increased demand.

The slowdown of the economy has impacted building, tourism, and retail sales. New building in San Luis Obispo County has fallen. We have also seen declines in jobs in the tourism sector. Retail sales have seen nominal growth, but if adjusted for inflation, Countywide and per-capita retail sales have declined.

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

	1999	2001	2003
Number Respondents	543	805	522
Response	Percent	Percent	Percent
Yes	50.1	41.1	40.6
No	13.8	28.6	35.2
About the Same	36.1	30.3	23.4
Don't Know	na	na	0.8
Total	100	100	100

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

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

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Household Income

Which income range best describes your household income?

	1999	2001	2003
Number of Respondents	543	805	522
Response	Percent	Percent	Percent
Less than \$15,000 per year	11.4	13.1	12.1
\$15,000-\$25,000 per year	16.6	13.3	11.9
\$25,000-\$35,000 per year	16.0	14.7	9.8
\$35,000-\$45,000 per year	17.6	14.7	10.5
\$45,000-\$55,000 per year	17.2	19.5	15.5
\$65,000-\$80,000 per year	7.4	8.5	10.9
\$80,000-\$100,000 per year	5.6	7.5	7.5
\$100,000-\$125,000 per year	4.2	3.7	5.9
\$125,000-\$150,000 per year	1.2	2.2	1.3
Over \$150,000 per year	2.8	2.7	3.8
Don't Know	na	na	10.7
Total	100	100	100

Median Income*

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	02-03 % Change
San Luis Obispo County	\$48,000	\$48,000	\$50,200	\$50,300	\$52,644	4.7
State	54,100	55,400	58,400	60,800	63,688	4.8
National	47,800	50,200	52,500	54,400	56,540	3.9

Source: UCSB Economic Forecasting Project, 2003.

Per capita personal income

	1999	2000	2001	2002	2003	02-03 % Change
SLO County	\$25,429	\$27,341	\$27,917	\$28,881	\$30,345	5.1
State	\$29,538	\$31,850	\$32,668	\$33,664	\$34,311	1.9
National	\$27,902	\$29,797	\$30,494	\$31,062	\$32,007	3.0

Source: UCSB Economic Forecasting Project, 2003.

*Note: The comparisons of median incomes are in nominal dollars.

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.

Concern, Employment Opportunities

How concerned are you about employment opportunities in your community? Please answer, "Very Concerned," "Somewhat Concerned," or "Not at All Concerned" about employment opportunities.

	2001	2003
	Percent	Percent
Number of Respondents	794	522
Very Concerned	33.6	42.1
Somewhat Concerned	38.9	39.5
Not at all Concerned	27.5	16.9
Don't Know	na	1.5
Total	100	100

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Annual Average Unemployment

County, State, and National Comparisons

						% Change
San Luis Obispo County	1999	2000	2001	2002	2003*	2002-03
Labor Force	112,000	115,700	118,900	122,700	123,800	0.9
Number Employed	108,400	112,300	115,600	118,500	119,700	1.0
Number Unemployed	3,600	3,400	3,300	4,200	4,100	-2.4
County Unemployment Rate	3.2	3.0	2.8	3.4	3.3	-2.9
California Unemployment Rate	5.2	4.9	5.4	6.7	6.6	-1.5
National Unemployment Rate	4.2	4.0	4.7	5.8	6.0	3.4

Source: California Employment Development Department, Labor Market Information Division, 2003; U.S. Department of Labor, Bureau of Labor Statistics, 2003.

*Note: The calculations for 2003 are estimates based on data gathered through April 2003.

Net Job Growth

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

01-02

Industry	1998	1999	2000	2001	2002	% Change
Total Farm	4,600	4,300	4,800	4,900	5,200	6.1
Total Nonfarm	86,100	90,500	94,200	97,300	98,800	1.5
Total Private	67,000	70,500	71,200	74,600	75,600	1.3
Goods Producing	12,000	13,800	13,500	14,000	13,800	-1.4
Natural Resources, Mining and Construction	5,000	6,500	6,100	6,700	6,800	1.5
Manufacturing	7,100	7,300	7,400	7,400	7,000	-5.4
Durable Goods	4,200	4,100	4,200	4,200	4,000	-4.8
Machinery Manufacturing	900	900	700	900	800	-11.1
Computer and Electronic Product Manufacturing	700	600	700	700	700	0.0
Residual-Miscellaneous Manufacturing	2,600	2,600	2,800	2,700	2,600	-3.7
Nondurable Goods	2,900	3,100	3,200	3,100	3,000	-3.2
Food Man & Beverage & Tobacco	800	900	1,000	1,100	1,200	9.1
Residual-Textile Mills	2,100	2,200	2,200	2,100	1,900	-9.5
Service Providing	74,100	76,700	80,800	83,300	85,000	2.0
Trade, Transportation and Utilities	16,400	17,100	18,100	18,800	19,000	1.1
Wholesale Trade	1,800	2,000	2,400	2,500	2,300	-8.0
Retail Trade	11,400	12,000	12,600	13,100	13,300	1.5
Food and Beverage Stores	2,600	2,600	2,600	2,900	2,900	0.0
General Merchandise Stores	1,400	1,500	1,500	1,500	1,500	0.0
Residual-Miscellaneous Store Retailers	7,400	7,900	8,500	8,800	8,900	1.1
Transportation, Warehousing and Utilities	3,200	3,100	3,200	3,200	3,400	6.3
Utilities	2,000	1,900	1,800	1,700	1,800	5.9
Transportation and Warehousing	1,200	1,200	1,400	1,500	1,600	6.7
Information	1,300	1,600	1,800	1,800	1,600	-11.1
Financial Activities	3,600	3,700	3,700	3,800	4,200	10.5
Finance and Insurance	2,000	2,100	2,100	2,200	2,500	13.6
Real Estate and Rental and Leasing	1,700	1,600	1,600	1,600	1,700	6.3
Professional and Business Services	7,600	8,300	8,800	9,000	9,000	0.0
Educational and Health Services	8,500	8,500	8,700	9,600	10,000	4.2
Leisure and Hospitality	11,900	12,300	13,000	13,200	13,700	3.8
Arts, Entertainment, and Recreation	1,100	1,000	1,100	1,200	1,200	0.0
Accommodation and Food Service	10,800	11,200	11,800	12,100	12,500	3.3
Accommodation	2,300	2,600	2,800	2,900	3,000	3.4
Food Services and Drinking Places	8,500	8,700	9,100	9,200	9,500	3.3
Other Services	3,600	3,700	4,300	4,400	4,400	0.0
Government	21,200	21,600	22,400	22,800	23,100	1.3
Federal Government	700	700	800	700	600	-14.3
State and Local Government	20,500	20,800	21,600	22,100	22,500	1.8
State Government	8,800	9,000	9,200	9,400	9,500	1.1
State Government Education	3,500	3,600	3,700	3,700	3,700	0.0
Other State Government	5,300	5,400	5,500	5,600	5,800	3.6
Local Government	11,700	11,800	12,500	12,700	13,000	2.4
Total, All Industries	92,700	94,800	99,000	102,200	104,000	1.8

Source: State of California Employment Development Department, 2003.

Note: Many classifications and sub-categories have changed since the last publication.

Net Job Growth, continued

20 Occupations with the Largest Projected Growth

Occupation	Growth Rate		2006 1999	2006 Projected	New Jobs	% Change	Median Hourly Wage*
	Current Rank	2000 Rank					
Salespersons, Retail	1	1	3,840	4,630	790	20.6	\$7.00
Cashiers	2	2	2,840	3,350	510	18	na
General Managers, Top Executives	3	3	1,800	3,300	500	17.9	na
General Office Clerks	4	9	1,900	3,380	480	16.6	\$8.00
Laborers, Landscaping/Groundskeeping	5	6	1,970	2,430	460	23.4	\$6.25
Maids and Housekeeping Cleaners	6	na	1,220	1,500	280	23	na
Teachers- Secondary School	7	15	1,130	1,360	230	20.4	\$9.50
Waiters and Waitresses	8	12	2,500	2,730	230	9.2	\$6.75
Correction Officers, Jailers	9	4	870	1,080	210	24.1	na
Truck Drivers, Light	10	na	800	1,000	200	25	\$7.50
Teachers- Elementary School	11	10	1,440	1,630	190	13.2	na
Truck Drivers, Heavy	12	na	730	910	180	24.7	na
Teacher Aides, Paraprofessional	13	11	580	750	170	29.3	na
Receptionists, Information Clerks	14	16	1040	1,200	160	15.4	na
Computer Support Specialists	15	8	340	490	150	44.1	\$9.00
Janitors, Cleaners- Except Maids	16	na	1,290	1,430	140	10.9	\$7.00
Maint Repairs, General Utility	17	5	980	1,120	140	14.3	\$7.50
Registered Nurses	18	na	1,340	1,470	130	9.7	\$16.00
Carpenters	19	na	660	790	130	19.7	na
Public Relations Specialists, Publicity Writers	20	na	410	520	110	26.8	na

Source: State of California Employment Development Department, California Occupational Guides, 2002.

*Note: Median hourly wage for non-union, new hires, no experience. For "Teachers- Secondary School," no experience was not available, so the median salary for teachers with experience was used.

Note: Some median hourly wages were unavailable because a survey of these occupations did not take place between 2000 and 2002.

Average Salaries

Annual Average Salary, by Selected Industry

Industry	2000	2001	2002	01-02 % Change
Agriculture	18,935	18,798	19,983	6.3
Mining and Quarrying	39,097	43,012	42,811	-0.5
Construction	32,990	35,364	37,080	4.9
Durables Manufacturing	34,017	32,774	34,694	5.9
Non-Durables Manufacturing	35,488	35,511	36,675	3.3
Transportation	31,641	30,249	30,744	1.6
Communications	40,878	42,330	44,715	5.6
Utilities	70,136	65,326	70,995	8.7
Retail Trade	16,778	17,515	18,117	3.4
Wholesale Trade	27,355	28,608	31,447	9.9
Finance, Ins. and Real Estate	27,921	36,126	38,168	5.7
Services	29,070	30,243	30,752	1.7
Public Sector	36,544	38,309	39,496	3.1
Subtotal, Private Industries	27,178	28,350	29,406	3.7
Total, All Industries	27,990	29,199	30,258	3.6

Median Hourly Pay for Selected Occupations

San Luis Obispo County and California, 2002

Job Category	San Luis Obispo	California
Dental Hygienist	\$31.47	\$38.79
Computer Engineers*		
Software- Applications	\$30.07	\$39.26
Software- Systems	N/A	\$40.50
Hardware	\$21.19	\$40.21
Carpenters	\$17.34	\$20.37
Accountants and Auditors	\$21.78	\$25.26
Landscaping and Groundskeeping	\$11.03	\$9.53
Truck Drivers, Heavy or Tractor Trailer	\$15.51	\$16.85
Secretaries, except legal and medical	\$11.47	\$14.17
General Office Clerks	\$11.57	\$11.94
Cooks, Restaurant	N/A	\$9.59
Cashiers	\$8.33	\$8.22

Source: California Employment Development Department, Labor Market Information Division, 2003.

**Note: The distinctions between types of computer engineers began in the data for year 2002.*

C8 Childcare

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

	1999	2001	2003
Response	Percent	Percent	Percent
Part time(0-6 hrs/day)	9.1	7.2	3.9
Full time (6-8 hrs/day)	5.0	4.5	7.8
Non traditional hours	5.5	3.1	2.0
Sick child	na	3.1	2.0
Unsure/Did not specify	na	6.3	na

Where is childcare needed?

	2001	2003
Number of Respondents	38	153
Response	Percent	Percent
Near home	64.7	24.0
At or near school	20.6	22.0
Near work	26.5	13.0

Source: 1999, 2001, and 2003 ACTION for Healthy Communities, Telephone Surveys.

	Receiving Subsidized Childcare	Wait List for Subsidized Childcare
Shandon	17	1
Paso Robles/San Miguel	388	17
Templeton	66	16
Atascadero	284	3
Santa Margarita/Creston	18	1
Cambria	15	1
Cayucos	6	0
Morro Bay	83	7
Los Osos	83	12
San Luis Obispo	297	26
Pismo Beach	23	2
Grover Beach	133	8
Arroyo Grande	159	12
Oceano	116	13
Nipomo	175	9
Total	1,863	128

Excluding Social Security retirement checks, are you or is anyone in your household 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.

	2001	2003
Number of Respondents	798	522
Response	Percent	Percent
Yes	18.4	15.9
No	81.6	83.5
Not Available	na	0.2
Don't Know	na	0.4
Total	100	100

What program or programs would that be?

	2001	2003
Number of Respondents	165	83
Response	Percent	Percent
MediCare	58.5	34.9
MediCal	9.5	15.7
CalWORKS	0.7	1.2
Food Stamps	2.0	3.6
Social Security disability payments	10.2	9.6
General assistance	2.7	2.4
Section 8 housing, rent assistance	2.0	2.4
Woman, infants and children (WIC)	7.5	2.4
Other	19.0	43.4
Total	112.1	114.5

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

Note: Totals exceed 100 percent because respondents can choose more than one response.

Government Assistance Recipients

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

					96-97 %
Characteristics of Participants	1994	1995	1996	1997	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 Participants					
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 Participants					
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
Welfare-to-Work					
Participant Profile	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%	1081

Source: San Luis Obispo County Human Resources Agency, 1997

Note: Due to the Welfare Reform Law of 1996, the TANF Program became effective July 1, 1997, and replaced what was commonly known as Welfare (AFDC). Updated information not available.

Government Assistance Recipients, continued

Caseload Analysis for Financial Assistance Programs

Intake Caseloads	Avg*	Total*	Avg	Total	Avg	Total
	FY 02/03	FY 02/03	FY 01/02	FY 01/02	FY 00/01	FY 00/01
CalWORKs	374	4,114	372	4,458	208	2,490
Food Stamps (PAFS)	82	899	92	1,107	93	1,110
Food Stamps (NAFS)	213	2,344	194	2,327	186	2,235
General Assistance	41	449	34	411	38	461

Continuing Caseloads	Avg	Total	Avg	Total	Avg	Total
	FY 02/03	FY 02/03	FY 01/02	FY 01/02	FY 00/01	FY 00/01
CalWORKs	1,495	16,450	1,610	19,325	1,782	21,379
Food Stamps (PAFS)	1,146	12,601	1,190	14,282	1,274	15,291
Food Stamps (NAFS)	1,534	16,873	1,438	17,259	1,407	16,883
General Assistance	84	923	82	986	99	1,186

Source: San Luis Obispo County Department of Social Services, 2003.

Note: The purpose of General Assistance (General Relief) is to provide reasonable support and maintenance for needy persons not eligible to benefits through other Federal and State programs.

* "Average" denotes average number of caseloads per month and "total" denotes total number of caseloads per year.

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

District					% Change
	1998-99	1999-00	2000-01	2001-02	01-02
Atascadero Unified	20.8	20.8	20.2	19.9	-1.5
Cayucos Elementary	26.0	32.2	24.8	23.9	-3.6
Coast Unified	31.9	32.0	30.6	30.4	-0.7
Lucia Mar Unified	41.4	39.1	36.7	39.3	7.1
Paso Robles Joint Unified	41.0	40.9	38.8	40.0	3.1
Pleasant Valley Joint					
Union Elementary	29.5	—	20.5	27.2	32.7
San Luis Coastal Unified	22.8	21.7	20.8	25.5	22.6
San Miguel Joint					
Union Elementary	59.3	54.0	52.7	52.4	-0.6
Shandon Joint Unified	56.9	68.2	56.0	76.3	36.3
Templeton Unified	19.0	15.4	13.4	10.6	-20.9
County Total	31.8	30.9	29.4	31.2	6.1
State total	47.6	47.3	46.8	47.1	0.6

Percent of school-aged children receiving AFDC/CalWORKS

District					% Change
	1998-99	1999-00	2000-01	2001-02	01-02
Atascadero Unified	5.8	4.3	3.9	4.0	2.6
Cayucos Elementary	5.6	4.5	4.6	4.0	-13.0
Coast Unified	2.6	2.6	2.7	3.1	14.8
Lucia Mar Unified	10.4	8.5	56.0	5.5	-90.2
Paso Robles Joint Unified	9.3	8.2	6.9	6.1	-11.6
San Luis Coastal Unified	5.9	4.9	4.3	3.5	-18.6
San Miguel Joint					
Union Elementary	11.6	9.7	10.1	7.1	-29.7
Shandon Joint Unified	5.7	5.8	3.8	4.8	26.3
Templeton Unified	3.5	1.8	2.0	1.0	-50.0
County Total	7.6	6.2	5.0	4.5	-10.0
State total	16.0	14.3	12.7	11.0	-13.4

Source: California Department of Education, Dataquest.

San Luis Obispo County

Residential

(in thousands of dollars)*	1998	1999	2000	2001	2002
Single Family	\$248,000	\$243,000	\$260,518	\$304,318	\$302,106
Multi Family	4,338	5,011	8,201	23,598	18,252
Alterations and Additions	17,169	22,130	22,058	29,857	34,498
Total	269,366,	270,080	290,777	357,773	354,773

Non-residential

(in thousands of dollars)*	1998	1999	2000	2001	2002
Office	\$3,707	\$3,254	\$6,376	\$5,700	\$12,556
Retail	27,332	19,200	42,279	21,761	21,110
Industrial	10,824	12,337	17,588	6,307	4,674
Total	74,690	93,049	1,170,000	86,853	122,000

Source: UCSB Economic Forecasting Project, 2003.

Note: CIRB database annual data used 1995-1999. For the years 2000 and 2001, monthly sums were used. This section also includes the value of multifamily permit valuations (data not published in previous years). These measures are in nominal dollars.

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Travel Spending and Related Impacts

San Luis Obispo County

Category (in millions of \$)	1997	1998	1999	2000	2001	% Change
Total Employment (# of jobs)	16,910	16,820	17,510	18,100	17,500	-3.3
Total Travel Expenses	252.6	264.4	285.0	306.0	311.3	1.7
Local Tax Receipts	16.3	17.4	18.7	21.6	22.4	3.7
State Tax Receipts	34.7	36.5	39.1	42.8	43.1	0.7

Transient Occupancy Tax by Jurisdiction*

City/Area	1997	1998	1999	2000	99-00 % Change
Arroyo Grande	\$184,998	\$178,000	\$185,000	\$191,000	3.2
Atascadero	\$177,359	\$191,000	\$200,000	\$262,000	31.0
Paso Robles	\$527,206	\$583,000	\$629,000	\$759,000	20.7
Grover Beach	\$112,207	\$127,000	\$137,000	\$144,000	5.1
Morro Bay	\$1,101,879	\$1,199,000	\$1,466,000	\$1,604,000	9.4
Pismo Beach	\$2,980,537	\$3,004,000	\$3,062,000	\$3,703,000	20.9
San Luis Obispo	\$2,821,370	\$3,003,000	\$3,257,000	\$3,582,000	10.0
Unincorporated	\$2,879,855	\$2,981,000	\$3,333,000	\$3,617,000	8.5
Total	\$10,785,411	\$11,266,000	\$12,269,000	\$13,862,000	13.0

Source: Dean Runyan and Associates website: <http://www.deanrunyan.com>

*Note: Updated information not available past 2000.

C15 Retail Sales

Taxable Sales per Person- County and State, 2001

Type of Business	County	State
Apparel stores group	\$340	\$385
General merchandise stores	\$939	\$1,199
Specialty stores group	\$1,170	\$1,265
Food stores selling all types of liquor	\$453	\$358
All other food stores	\$217	\$183
Packaged liquor stores	\$112	\$61
Eating and drinking group	\$1,287	\$1,060
Household and home furnishings	\$291	\$265
Household appliance dealers	\$107	\$118
Second-hand merchandise	\$17	\$15
Farm implement dealers	\$76	\$65
Farm and garden supply stores	\$159	\$59
Fuel and ice dealers	\$17	\$14
Building material group	\$998	\$697
Automotive group	\$2,537	\$2,457
Retail stores total	\$8,911	\$8,457
Business and personal services	\$486	\$640
All other outlets	\$2,842	\$3,606
Total All Outlets	\$12,240	\$12,703

Source: UCSB Economic Forecasting Project, 2003.

Real Per Capita Retail Sales

	1998	1999	2000	2001	2002	01-02 % Change
Arroyo Grande	8,910	10,941	12,310	12,760	12,520	-1.9
Atascadero	6,643	7,202	7,643	8,398	8,484	1.0
Grover Beach	4,405	4,457	4,441	4,148	4,142	-0.1
Morro Bay	8,329	8,870	9,228	8,509	8,395	-1.3
Paso Robles	12,146	13,526	14,811	14,091	14,300	1.5
Pismo Beach	12,193	12,874	13,281	13,069	12,719	-2.7
San Luis Obispo City	13,045	14,144	14,893	15,241	15,166	-0.5
Unincorporated Area	2,335	2,402	2,367	2,661	3,251	22.2
SLO County Total	6,742	7,331	7,690	7,969	8,057	1.1
California	6,811	7,124	7,451	7,586	7,377	-2.8

Real Retail Sales (in millions of \$)

	1998	1999	2000	2001	2002	01-02 % Change
SLO County Total	1,593.8	1,754.4	1,885.5	1,989.7	2,043.1	2.7
Arroyo Grande	139.0	173.4	202.2	203.9	204.0	0.1
Atascadero	166.4	181.6	197.1	223.8	228.9	2.3
Grover Beach	54.4	55.8	56.7	54.4	54.4	0.0
Morro Bay	81.0	86.7	92.1	88.5	88.2	-0.3
Paso Robles	264.8	301.3	339.5	351.8	369.1	4.9
Pismo Beach	100.9	108.1	114.6	111.9	110.3	-1.4
San Luis Obispo City	550.5	600.4	640.8	673.9	673.8	0.0
Unincorporated Area	236.8	247.0	250.1	281.5	350.3	24.4
California	222,500.0	242,200.0	260,800.0	261,000.0	258,000.0	-1.1

Source: UCSB Economic Forecasting Project, 2003.

Note: All retail sales numbers have been adjusted for inflation.