Regional Jobs Strategy
Appendix
October 18th 2017

A limited number of economic metrics are organized into three dashboards: Business & Tax Climate, Affordability, and Standard-of-Living. All three dashboards were originally created to inform the 2016 Regional Jobs Strategy. The 2017 update is intended to track and serve as a reminder of the issues that matter most for job creation to the business community and the broader San Diego region.

The competitor metropolitan areas (metros) were selected for competitiveness in the traded economies in which the San Diego region specializes.

- Austin-Round Rock, TX
- Boston-Cambridge-Newton, MA-NH
- Denver-Aurora-Lakewood, CO
- Los Angeles-Long Beach-Anaheim, CA
- Portland-Vancouver-Hillsboro, OR-WA
- Raleigh, NC
- San Diego-Carlsbad, CA
- San Francisco-Oakland-Hayward, CA
- San Jose-Sunnyvale-Santa Clara, CA
- Seattle-Tacoma-Bellevue, WA

Unless otherwise stated, San Diego data presented in these dashboards is county-wide. Because the geographic boundaries of the San Diego metro, as defined by the Census Bureau, is identical to those of the County, the terms may be used interchangeably within this document.

Business & Tax Climate Dashboard

Workforce Diversity

Generations: The objective was to find the age breakdown of the San Diego workforce and then categorize that breakdown by generations (including Millennials, Gen Y, Gen X, Baby Boomers and Greatest Generation). The only age group that is strictly defined is Greatest Generation done by the Census Bureau and so the rest of the definitions and cutoffs were set based on a review of various definitions including a 2014 article in *The Atlantic*.
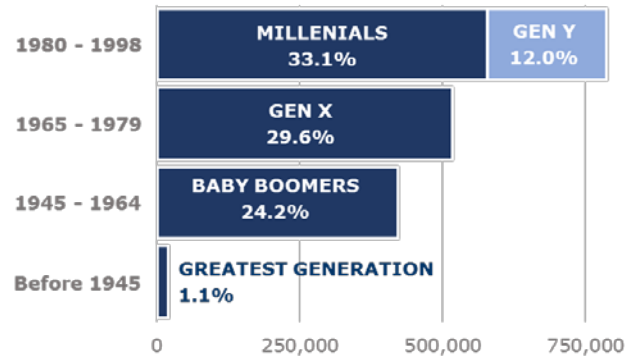
The generation boundaries were set in the following way as of 2017:

- Millennials: 17 y/o - 32 y/o
- Gen Y: 33 y/o – 37 y/o
- Generation X: 38 y/o - 52 y/o
- Baby Boomers: 53 y/o - 72 y/o
- Greatest Generation: 73 y/o+

The source of data for this analysis came from the Census ACS Table B23001, "Sex By Age By Employment Status For The Population 16 Years and Over" for 2016. Other data sources including Census "Single Years of Age and Sex: 2010" Table QT-P2 and a mortality table were used to fit this data to the generation definitions above.

The following tables rank concentrations of millennials in the workforce with comparable metros using the definition described on the previous page and a broader definition of millennials that is inclusive of Gen Y. They indicate that San Diego has the highest concentration of millennials in the workforce whether you include Gen Y within the definition of millennials or not.

Percent Millennials			Percent Millennials + Gen Y		
	Rank	Percent		Rank	Percent
San Diego, CA	1	33.1%	San Diego, CA	1	45.1%
Austin, TX	2	31.8%	Austin, TX	2	44.8%
Los Angeles, CA	3	30.2%	Seattle, WA	3	42.2%
Seattle, WA	4	30.0%	Denver, CO	4	42.2%
Boston, MA	5	29.9%	Los Angeles, CA	5	41.8%
Denver, CO	6	29.9%	Portland, OR	6	40.8%
Portland, OR	7	28.2%	Boston, MA	7	40.7%
San Jose, CA	8	28.1%	San Jose, CA	8	40.4%
Raleigh, NC	9	28.0%	San Francisco, CA	9	40.0%
San Francisco, CA	20	27.5%	Raleigh, NC	10	39.3%

iGen: San Diego State Professor Jean Twenge defines iGen as born between 1995 and 2012; they have grown up with smartphones, have an Instagram account before starting high school, and do not remember a time before the internet. In comparison, the Millennials grew up with the web as well, but it wasn't ever-present in their lives, at hand at all times, day and night. iGen's oldest members were adolescents when the iPhone was introduced, in 2007, and high-school students when the iPad entered the scene, in 2010. This iGen generation is 3.29% in San Diego.

Metro	iGen in Workforce	Rank
Boston, MA	4.25%	1
Raleigh, NC	3.85%	2
Denver, CO	3.83%	3
Austin, TX	3.55%	4
Portland, OR	3.52%	5
San Diego, CA	**3.29%**	**6**
Seattle, WA	3.17%	7
San Jose, CA	2.85%	8
Los Angeles, CA	2.75%	9
San Francisco, CA	2.27%	10

Ethnicities: The information provided here reflects an estimate based on available Census American Community Survey reported labor force participation rates by race "Employment Status" Table S2301. Hispanic/Latino represented here includes those who chose Hispanic or Latino on the ethnicities census question, and selected either white, or "some other race" on the race question. People who selected Hispanic/Latino, and Asian or Black are presented below as "2+ Races." Information that was not available for the workforce was estimated based on overall population data. Asian includes Asian and Pacific Islander. The pie chart represents San Diego County which has identical boundaries as the San Diego metropolitan area. Comparisons made are of metropolitan areas. The data shows that competing California metros benefit from significantly more diverse workforces.
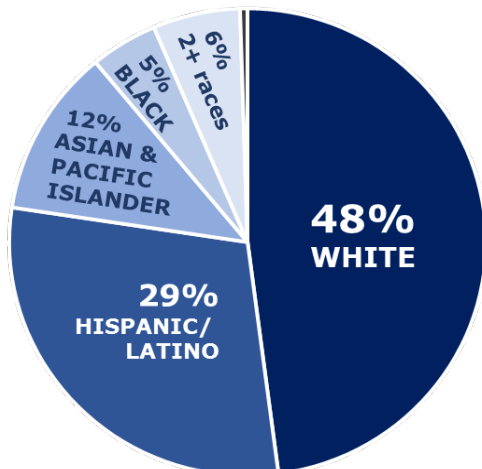
	Shannon Diversity Index	Rank
San Francisco, CA	1.45	1
Los Angeles, CA	1.38	2
San Jose, CA	1.37	3
San Diego, CA	**1.32**	**4**
Austin, TX	1.17	5
Seattle, WA	1.14	6
Raleigh, NC	1.11	7
Denver, CO	1.01	8
Boston, MA	0.98	9
Portland, OR	0.91	10

Diversity in Unemployment: San Diego's unemployment rate according to the 2016 Census was 6.2%, but some race and ethnicities face higher and lower unemployment rates. American Indian and Alaska Natives had the highest unemployment rate at 15.0%, which is over double the level for San Diego County. Native Hawaiian and Other Pacific Islander had the lowest unemployment rate in San Diego County, at 4.4%. Unemployment is spread out according to ethnicity.
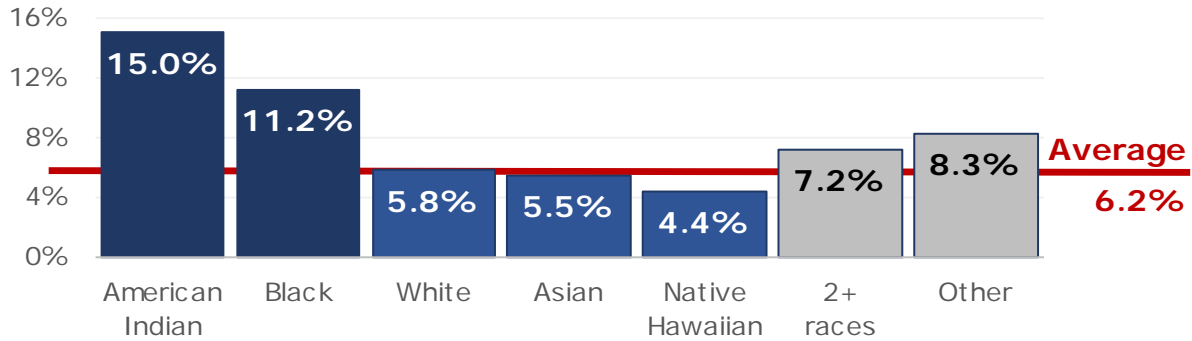
Diversity in Education: The graphic below demonstrates the education level of the races and ethnicities from the US Census. White (not Hispanic or Latino) have the most educated population, with 96% having a high school degree or higher and 48% of the population having a Bachelor's Degree or higher. Black (African Americans) have the highest population of high school graduates, but only 25% go on to pursue a Bachelor's degree or higher. Only 39% of the Asian population are high school graduates, but 49% went on to pursue a Bachelor's degree or higher. There is great disparity for education levels between different race and ethnicities.
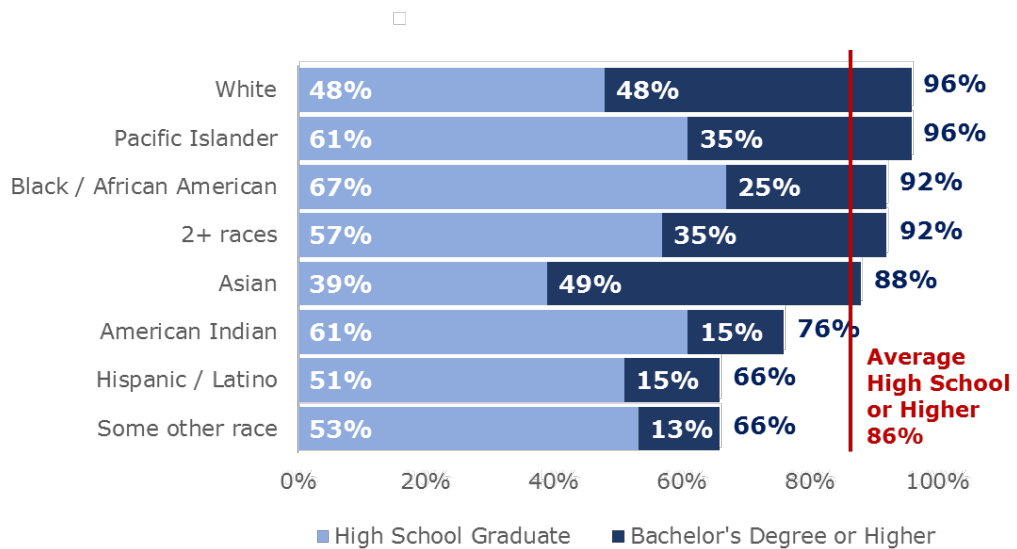
Veterans In The Workforce:

The graphic to the right shows the proportionality of veterans that make up the San Diego workforce. The source for this information and all the comparable metros was the Census Bureau "Veteran Status" American Community Survey Table S2101, 1-year 2016 estimates. The entire horizontal bar graph represents the entire workforce (100%), the red section of the graph displays non veterans in the workforce (93.2% of the bar graph) and the blue section of the graph displays veterans in the workforce (6.8% of the bar graph). The average proportion of veterans in the workforce for all of the metropolitan areas compared at 4.2%. This goes to show that San Diego's employment of veterans is a lot higher than the average metro. Thus, San Diego ranks highest for veteran employment in the workforce. The table above, derived from the same data source, displays the dispersion of veteran employment and is where the ranking comes from. These results are consistent with the fact that San Diego is highly affiliated with veterans and military personal due to the seven bases in San Diego County operated by the Navy and Marines.

VETERANS IN THE WORKFORCE

6.8%	VETERANS: SAN DIEGO RANKS HIGHEST	AVERAGE 4.2%

Veterans - Percent of Workforce		
Metro	Percent	Rank
San Diego, CA	6.81%	1
Seattle, WA	5.73%	2
Raleigh, NC	5.50%	3
Austin, TX	5.22%	4
Portland, OR	4.98%	5
Denver, CO	4.84%	6
Boston, MA	2.87%	7
San Francisco, CA	2.32%	8
Los Angeles, CA	2.09%	9
San Jose, CA	1.79%	10

Women In The Workforce:

The graphic to the right shows the proportionality of women that make up the workforce. The source for this information and all the comparable metros was the Census Bureau "Sex by Age by Employment Status for the Population 16 Years and Over" American Community Survey Table B23001, 1-year 2016. The length of the horizontal bar graph represents the entire workforce (100%), the red section of the graph shows males (56.29% of the bar graph) and the blue section of the graph shows women in the workforce (44.71% of the bar graph). San Diego's large and male-dominated (88.5%) military population could explain the lower percentage of women in the workforce.

WOMEN IN THE WORKFORCE

44.71%	WOMEN: SAN DIEGO RANKS LOWEST	AVERAGE 46.2%

Women - Percent of Workforce		
Metro	Percent	Rank
Boston, MA	49.01%	1
Raleigh, NC	47.50%	2
San Francisco, CA	46.64%	3
Denver, CO	46.41%	4
Portland, OR	46.38%	5
Los Angeles, CA	45.81%	6
Austin, TX	45.75%	7
Seattle, WA	45.58%	8
San Diego, CA	44.71%	9
San Jose, CA	44.25%	10

Educational Attainment: The first educational attainment graphic displays people segmented by the level of education they received. This vertical bar graph represents 100% of the people in the workforce and the differing shades represent their proportional percentage of the workforce. The source for this graphic was the Census Bureau "Educational Attainment and Employment Status by Language Spoken At Home for the Population 25 Years and Over" American Community Survey Table B16010 2016 1-year estimate. San Diego ranks 9th in educational attainment with 41% of the workforce aged 25 or over having a bachelor's degree or higher, similar to the previous year.

41% BACHELOR'S AND ABOVE		
31% SOME COLLEGE		
17% HIGH SCHOOL		
11% LESS THAN HS		

| Percent Population 25+ with Bachelor's Degree of Higher		
San Jose, CA	55%	1
San Francisco, CA	54%	2
Boston, MA	53%	3
Raleigh, NC	53%	4
Denver, CO	47%	5
Seattle, WA	47%	6
Austin, TX	46%	7
Portland, OR	43%	8
San Diego, CA	**41%**	**9**
Los Angeles, CA	38%	10
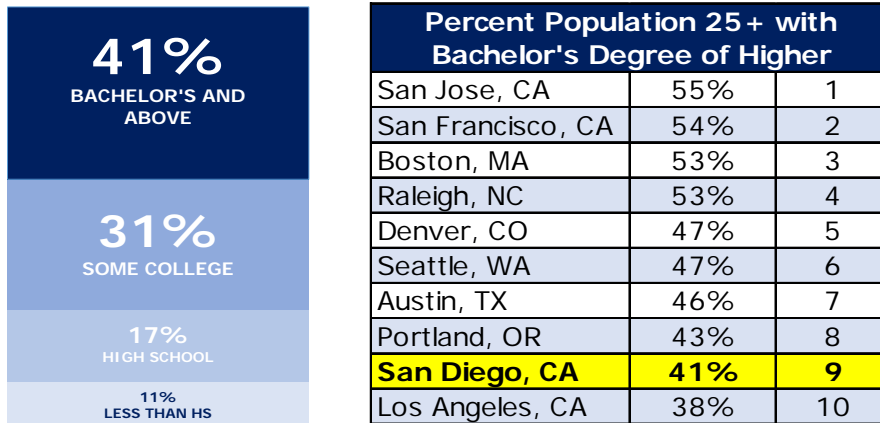
The percentage of Bachelor's degrees in San Diego that are STEM/STEM-related are displayed below, in the second graphic. The data source for the percentage of STEM degrees out of all degrees for comparable metros was the Census Bureau "Field Of Bachelor's Degree for First Major for The Population 25 Years and Over" American Community Survey 2016 Table C15010 1-year estimates. San Diego ranks 5th for most STEM majors at 50.00%. Of those in San Diego with at least a Bachelor's degree, a relatively high proportion hold degrees in STEM/STEM-related fields. This helps foster continuous growth potential in high-demand occupations.

50.0% STEM DEGREES		
50.0% OTHER DEGREES		

Science and Engineering & Related Degrees		
Metro	**Percent**	**Rank**
San Jose,CA	63.5%	1
San Francisco, CA	53.3%	2
Seattle, WA	52.1%	3
Raleigh, NC	50.1%	4
San Diego, CA	**50.0%**	**5**
Boston, MA	49.5%	6
Portland, OR	48.0%	7
Denver, CO	45.8%	8
Los Angeles, CA	45.2%	9
Austin, TX	44.2%	10
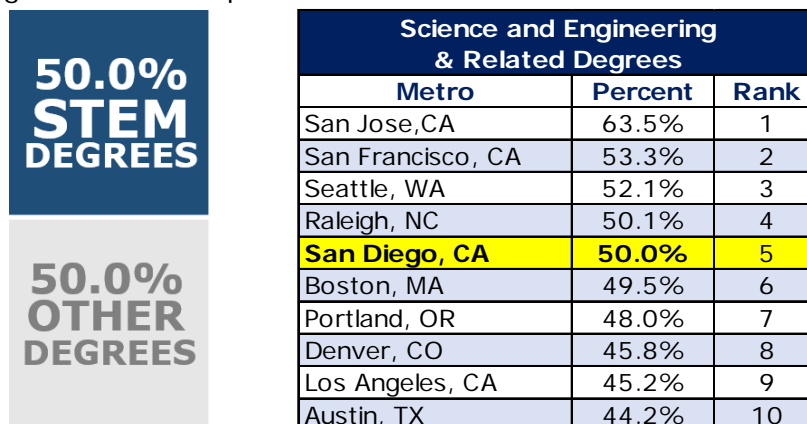
Business Makeup

San Diego Business by Employee Size: The source for this information for San Diego and comparable metros was "County Business Patterns: Geography Area Series: County Business Patterns by Employment Size Class" Table CB1400A13 2015 1-year estimates. San Diego has a relatively high percentage of businesses with fewer than 10 employees.
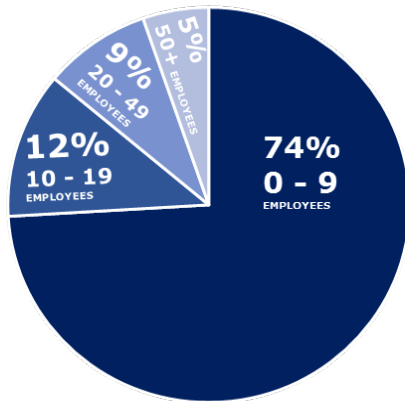

Percent of Firms with Less Than 10 Employees		
Metro	Percent	Rank
Los Angeles, CA	75.52%	1
Denver, CO	74.24%	**2**
San Diego, CA	74.07%	3
Seattle, WA	73.76%	4
Portland, OR	73.17%	5
San Francisco, CA	72.96%	6
Raleigh, NC	71.81%	7
San Jose, CA	71.76%	8
Austin, TX	71.65%	9
Boston, MA	71.43%	10

San Diego Business Owners: Information on ownership of firms is found at "Statistics for All U.S. Firms by Industry, Veteran Status, and Gender for the U.S., States, Metro Areas, Counties, and Places" Table SB1200CSA02 2012 Survey of Business Owners. The graphic in the dashboard displays both solely woman-owned businesses and partially owned woman businesses as "woman-owned." Similarly, the graphic in the dashboard relating to veterans displays both solely veteran-owned businesses and partially veteran-owned businesses as "veteran-owned."

While women represent the lowest proportion of the workforce when compared to our competitor metros, the percentage of businesses that are owned by women in San Diego is ranked substantially higher.

Veteran- Owned Businesses		
Metro	Percent	Rank
Raleigh, NC	10.65%	1
Denver, CA	9.63%	2
Boston, MA	9.52%	3
Austin, TX	8.85%	4
San Diego, CA	8.84%	5
Portland, OR	8.70%	6
Seattle, WA	8.55%	7
San Francisco, CA	7.01%	8
Los Angeles, CA	6.33%	9
San Jose, CA	5.98%	10
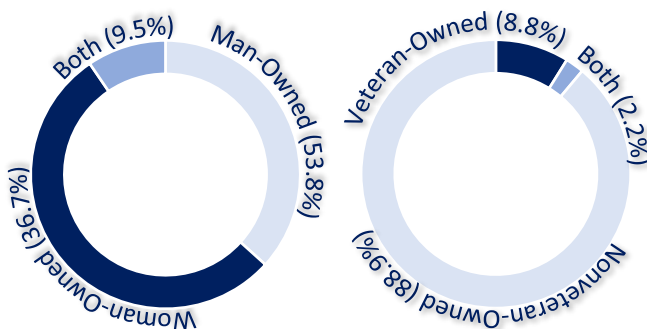
Women- Owned Businesses		
Metro	Percent	Rank
Los Angeles,CA	38.33%	1
Portland, OR	38.15%	2
San Francisco, CA	37.81%	3
Denver, CO	37.48%	4
San Jose, CA	37.14%	5
San Diego, CA	36.71%	6
Seattle, WA	36.46%	7
Raleigh, NC	36.01%	8
Austin, TX	35.79%	9
Boston, MA	34.03%	10

Lawsuit Climate

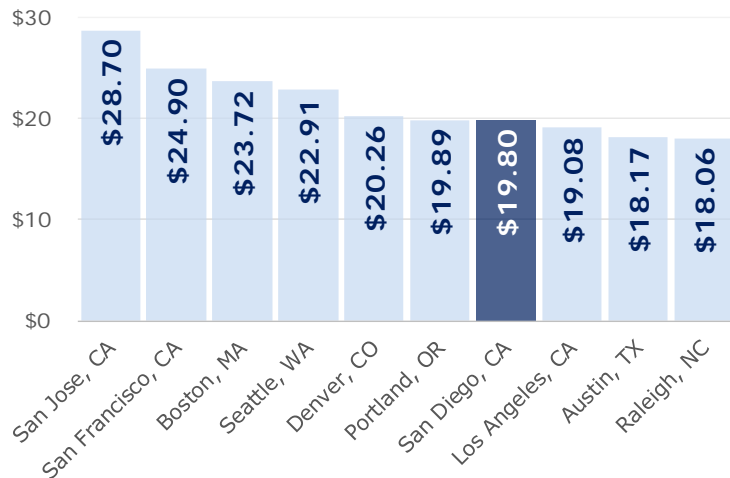Lawsuit Climate: The 2017 Lawsuit Climate Survey, "Ranking the States" was conducted for the U.S. Chamber Institute for Legal Reform by the Harris Poll to explore how fair and reasonable the states' liability systems are perceived to be by U.S. businesses. The survey, asked over 1,300 senior attorneys and general counsels at large companies to rank several elements of states' liability systems. These perceptions matter because they can be influential in business decisions about where to conduct/expand/constrict business operations or sales. California ranks last when compared to the other metros. The liability climate in California restricts San Diego expansion.

State	Score	Rank
MA	72.1	1
OR	70.4	2
WA	68.4	3
NC	68.2	4
CO	67.6	5
TX	64.3	6
CA	60	7

Wages

Median Wage Per Hour: The data for the median hourly wages was collected from the Bureau of Labor Statistics' May 2016 Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates. This is the most up to date data currently available.

The chart shows San Diego has one of the lowest median wages, ranking 7th among competitor metros. While median wage per hour is a measure of the middle of the wage distribution, wages can vary dramatically based on industry, location, and other factors.

San Jose, CA $28.70; San Francisco, CA $24.90; Boston, MA $23.72; Seattle, WA $22.91; Denver, CO $20.26; Portland, OR $19.89; San Diego, CA $19.80; Los Angeles, CA $19.08; Austin, TX $18.17; Raleigh, NC $18.06

State Tax Climate

Tax Foundation State Business Tax Climate Index Ratings							
	OR	NC	TX	CO	WA	MA	CA
Overall Index Rank	1	2	3	4	5	6	7
Corporate Tax	4	1	7	2	6	5	3
Individual Income Tax	6	4	1	5	1	3	7
Sales Tax	1	3	4	5	7	2	6
Unemployment Insurance Tax	5	1	2	6	4	7	3
Property Tax	3	5	6	1	4	7	2

The Tax Foundation, a Washington D.C. based think tank and the nation's leading independent tax policy research organization, ranked the Business Tax Climate for all 50 states in their recently released report "2017 State Business Tax Climate Index" Table 3. The chart above ranks against each other the seven states that include the selected competitor metros. California's tax climate ranks last.

The Tax Foundation, a Washington D.C. based think tank and the nation's leading independent tax policy research organization, ranked the effective sales tax in all cities with a population of more than 200,000 in their Sales Tax Rates in Major Cities, Midyear 2017.

Sales Tax
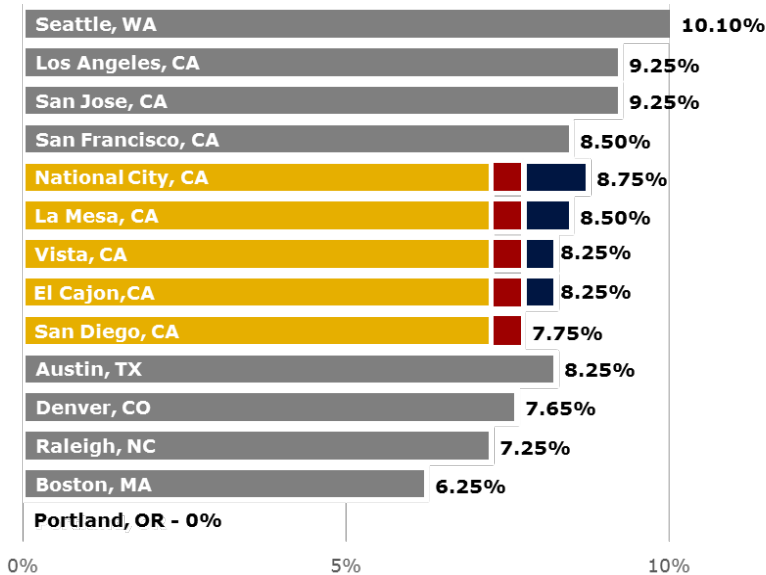
Metro	Rate
Seattle, WA	10.10%
Los Angeles, CA	9.25%
San Jose, CA	9.25%
San Francisco, CA	8.50%
National City, CA	8.75%
La Mesa, CA	8.50%
Vista, CA	8.25%
El Cajon, CA	8.25%
San Diego, CA	7.75%
Austin, TX	8.25%
Denver, CO	7.65%
Raleigh, NC	7.25%
Boston, MA	6.25%
Portland, OR - 0%	

The effective sales tax differs throughout the County of San Diego as some cities have passed local sales taxes. All cities within the county pay a half percent sales tax for regional transportation infrastructure through the San Diego Association of Governments (SANDAG). Cities within the County of San Diego are presented in color with gold representing the California required tax, red representing the SANDAG administered tax, and blue representing locally passed taxes.

Utility Rates

Water Rates:

Commercial Water Rates		
Metro	$/HCF	Rank
San Francisco, CA	$7.14	1
Boston, MA	$5.98	2
San Diego, CA	**$5.72**	**3**
Los Angeles, CA	$5.65	4
Seattle, WA	$5.61	5
San Jose, CA	$5.02	6
Austin, TX	$4.62	7
Portland, OR	$4.50	8
Raleigh, NC	$3.29	9
Denver, CO	$2.03	10

San Diego has the third highest rate for Hundred Cubic Feet (HCF) of water over the two month billing cycle. San Diego residents are generally paying higher water bills than their competitor metros.

9

Electricity Rates:

The source for this indicator is the U.S. Energy Information Administration's "Electric power sales, revenue, and energy efficiency Form EIA-861 detailed data files" 2015 data. Electricity rates are higher in San Diego. However, the moderate climate allows for less use of electricity, so bills are not necessarily higher. Also having a direct result on rates in San Diego is the utilities leadership role in transitioning to renewable energy source.

Average Retail Price of Electricity Sold to Ultimate Commercial Consumer per Kilowatt Hour			
Metro	**Utility**	**Cost**	**Rank**
San Diego, CA	**San Diego Gas & Electric Co.**	**$0.22**	**1**
San Francisco, CA	Pacific Gas & Electric Co	$0.19	2
San Jose, CA	Pacific Gas & Electric Co	$0.19	3
Boston, MA	NSTAR electric company	$0.18	4
Los Angeles, CA	Los Angeles Department of Water and Power	$0.15	5
Austin, TX	Austin Energy	$0.10	6
Seattle, WA	Puget Sound Energy Inc	$0.10	7
Denver, CO	Public Service Co. of Colorado	$0.10	8
Portland, OR	Portland General Electric Co.	$0.09	9
Raleigh, NC	Duke Energy Progress (NC)	$0.09	10

| Average Retail Price of Electricity Sold to Ultimate Industrial Consumer per Kilowatt Hour			
Metro	**Utility**	**Cost**	**Rank**
San Diego, CA	**San Diego Gas & Electric Co.**	**$0.18**	**1**
Boston, MA	NSTAR electric company	$0.17	2
San Francisco, CA	City & County of San Francisco	$0.15	3
San Jose, CA	Pacific Gas & Electric Co	$0.15	4
Los Angeles, CA	Los Angeles Department of Water and Power	$0.14	5
Seattle, WA	Puget Sound Energy Inc	$0.09	6
Raleigh, NC	Duke Energy Progress (NC)	$0.07	7
Austin, TX	Austin Energy	$0.07	8
Denver, CO	Public Service Co. of Colorado	$0.07	9
Portland, OR	Portland General Electric Co.	$0.06	10

Affordability

Income and Wages

Per Capita Personal Income: The U.S. Bureau of Economic Analysis (BEA) reported Per Capita Personal Income for metropolitan areas can be found in "Personal Income Summary" TableCA1.
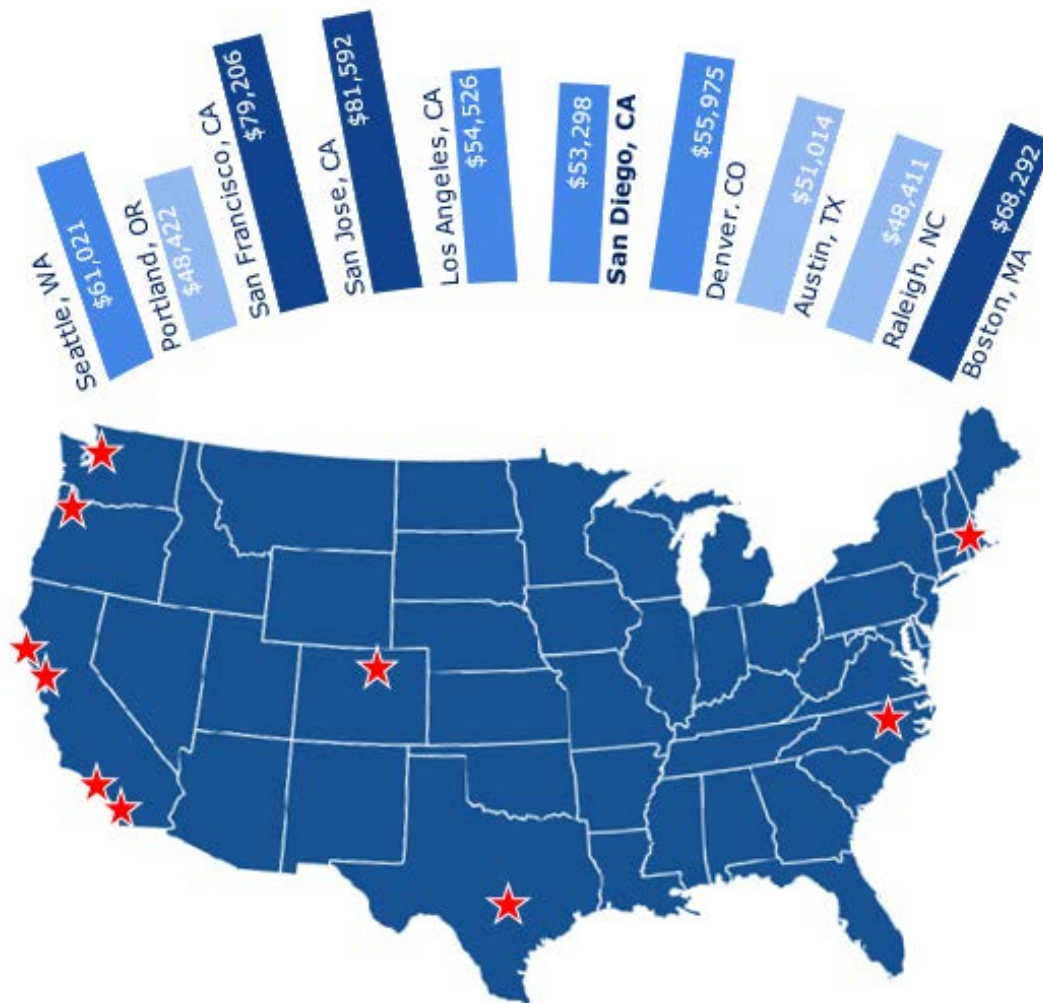
Personal income is calculated by the BEA to include "wages and salaries, supplements to wages and salaries, proprietors' income with inventory

Metro	Rank	Per Capita Income
San Jose, CA	1	$81,592
San Francisco, CA	2	$79,206
Boston, MA	3	$68,292
Seattle, WA	4	$61,021
Denver, CO	5	$55,975
Los Angeles, CA	6	$54,526
San Diego, CA	7	$53,298
Austin, TX	8	$51,014
Portland, OR	9	$48,422
Raleigh, NC	10	$48,411

valuation (IVA) and capital consumption adjustments (CCAdj), rental income of persons with capital consumption adjustment (CCAdj), personal dividend income, personal interest income, and personal current transfer receipts, less contributions for government social insurance plus the adjustment for residence." Per capita personal income is personal income divided by the resident population of the area.

The U.S. Bureau of Economic Analysis (BEA) reported Per Capita Personal Income for metropolitan areas has steadily increased since 1969. While San Diego demonstrated strong personal income levels towards the 1970s, they have since then leveled off. Since the emergence of the technology industry, San Jose and San Francisco have lead the competitive metros. The increase in personal incomes can be explained by raising bay area wages and the leadership in technology.
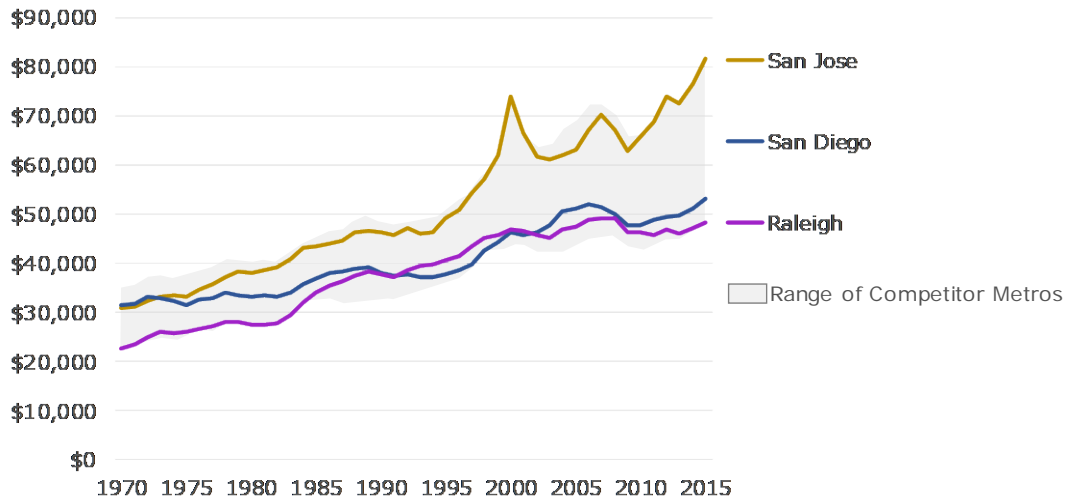
The source of this data is important to note as the results vary substantially based on whether the data originates from the Census, or the BEA. While the BEA measure of income includes some items not counted by the Census, such as Medicare payments, the major difference is that the Census simply divides the total income reported, by the total population. The income therefore does not include the income of people who live in places like military barracks. It is for these reasons that the BEA data is typically seen as more accurate data. Compared with competitor metropolitan areas, San Diego ranks seventh in per capita personal income.

Seattle, WA $61,021
Portland, OR $48,422
San Francisco, CA $79,206
San Jose, CA $81,592
Los Angeles, CA $54,526
San Diego, CA $53,298
Denver, CO $55,975
Austin, TX $51,014
Raleigh, NC $48,411
Boston, MA $68,292

Median Hourly Wages across Target Occupations: Occupations largely aligning with higher wage industries in which we compete with the designated metros for businesses and talent were selected and displayed below. The source is the U.S. Bureau of Labor Statistics' (BLS) Occupational Employment Statistics "May 2016 Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates." For the following graphic, the red line indicates the range of median wages across the selected competitor metro.

Metro	Management	Computer & Mathematical	Architecture & Engineering	Healthcare Practitioners & Technical	Life, Physical, & Social Science	Business & Financial Operations	Overall
San Jose, CA	$75.27	$58.31	$53.89	$49.71	$39.25	$43.45	$37.98
San Francisco, CA	$64.42	$54.96	$47.40	$52.82	$42.90	$42.06	$27.55
Boston, MA	$56.71	$45.54	$41.29	$38.20	$34.17	$36.52	$23.72
Seattle, WA	$58.42	$52.79	$44.93	$38.43	$32.50	$36.18	$23.65
Denver, CO	$57.86	$45.11	$39.39	$34.28	$32.18	$34.46	$20.26
Portland, OR	$46.83	$39.66	$38.61	$38.79	$29.31	$31.25	$19.89
San Diego, CA	$51.66	$44.38	$43.05	$38.59	$34.59	$34.93	$19.80
Los Angeles, CA	$52.67	$42.03	$44.36	$38.05	$34.24	$34.69	$19.02
Austin, TX	$50.51	$40.13	$37.84	$29.09	$27.99	$31.50	$18.17
Raleigh, NC	$52.31	$41.55	$35.85	$29.26	$28.39	$30.95	$18.06
SD's Rank	8th	6th	5th	4th	3rd	5th	7th

TARGET OCCUPATIONS
How San Diego Wages Compare to Competitor Metros

Key: San Diego / Median Wage Range Across Competitor Metros

Median - $19.80 (All Occupations)

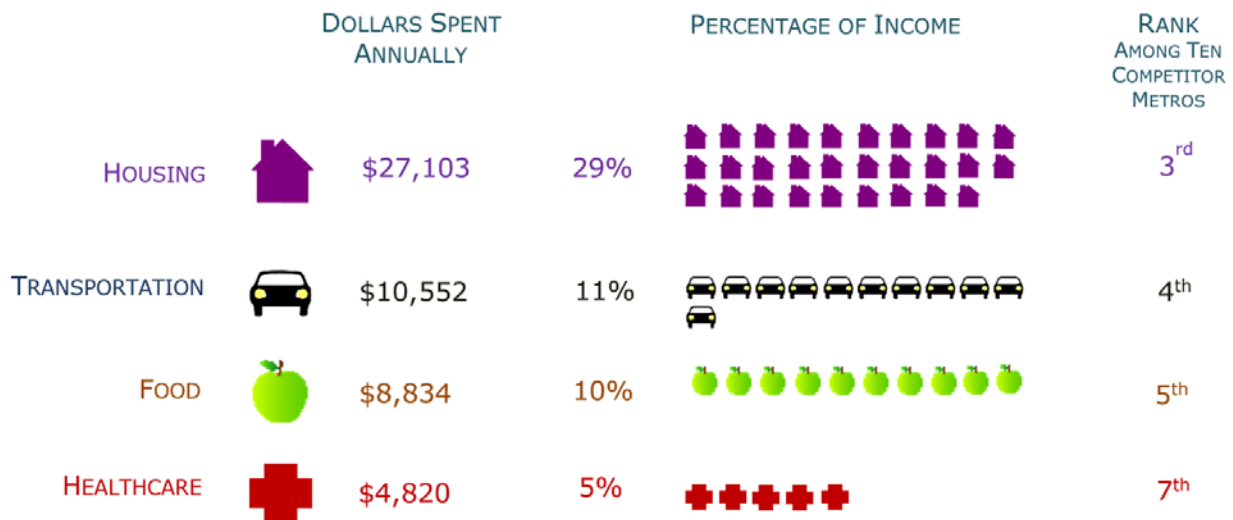RANK: 8th 6th 5th 4th 3rd 5th

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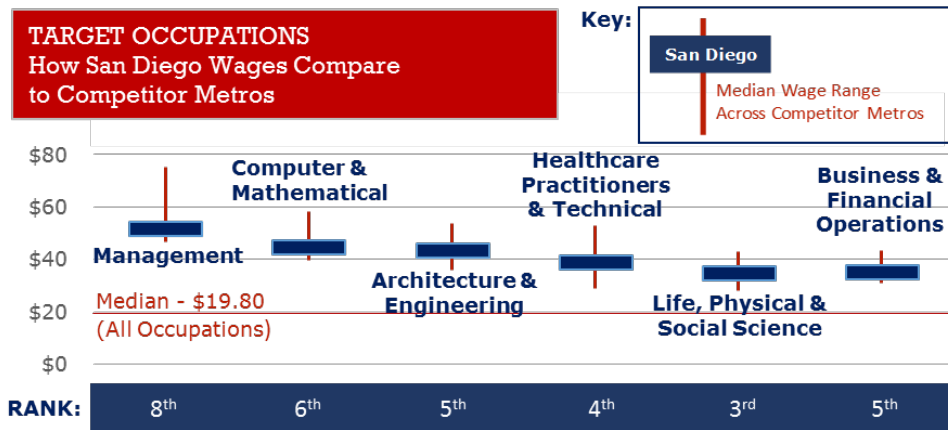
Expenditures

Typical San Diego Metro Household Spending: The Bureau of Labor Statistics (BLS) reports "Average annual expenditures and characteristics, 2015-2016" Table 3032 as part of its Consumer Expenditure Survey although not for all of our selected competitor metropolitan areas. Other sources were used to provide a comparison with competitor metros.

The expenditures reported by the BLS do not include some payments that may have been made such as business expenses, payments on past purchases, savings other than on pensions and social security, or income taxes.

Average annual income before taxes was also reported by the BLS Consumer Expenditure Survey. This figure, of $93,466, was used to determine the percentage of income each major expenditure category represented.

Category	Expenditures	Percent of Income
Housing	27,103	29.0%
Transportation	10,552	11.3%
Food	8,834	9.5%
Healthcare	4,820	5.2%
Entertainment	4,475	4.8%
Other	12,832	13.7%
Apparel and services	2,501	2.7%
Cash contributions	2,104	2.3%
Miscellaneous	1,785	1.9%
Education	2,732	2.9%
Personal care products and services	1,137	1.2%
Alcoholic beverages	848	0.9%
Life and other personal insurance	1,355	1.4%
Tobacco products and smoking supplies	157	0.2%
Reading	213	0.2%
Retirement Contributions	10,037	10.7%

	DOLLARS SPENT ANNUALLY	PERCENTAGE OF INCOME	RANK AMONG TEN COMPETITOR METROS
HOUSING	$27,103	29%	3rd
TRANSPORTATION	$10,552	11%	4th
FOOD	$8,834	10%	5th
HEALTHCARE	$4,820	5%	7th

Data on average annual expenditures is available from the beginning of the twenty-first century. San Diegans spend an increasingly large percentage of their income basics such as housing and transportation.
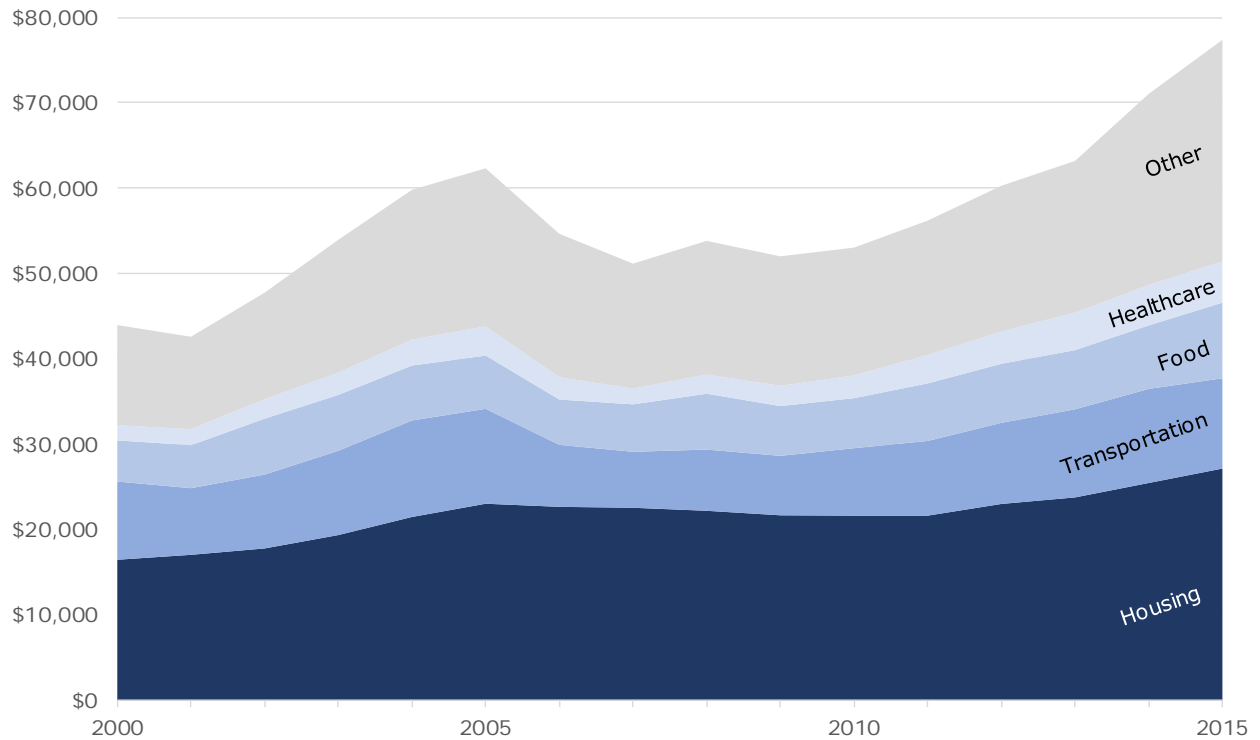
The Council for Community and Economic Research publishes an index comparing the cost of living in numerous areas. This product is, by far, the most often cited and most popular product of this type offering cost of living information. The data is created by surveyors reporting prices on specific goods and services at a given point and the average price of each good in each area is reported along with a calculated index figure for major spending categories. The data is not collected around and entire metro, but rather reflects the cost of living in the major city associated with each metro. The indices, and associated rankings among the designated competitor metros are reported in the following tables.

Index

Metro	Overall	Groceries	Housing	Utilities	Transportation	Healthcare	Misc.
San Francisco, CA	192.3	129.6	357.9	120.9	134.5	122.8	130.8
San Jose, CA*	150.0	119.8	245.3	125.8	111.4	116.7	106.7
San Diego, CA	**146.9**	**115.5**	**241.7**	**123.5**	**123.7**	**106.8**	**102.8**
Seattle, WA	146.9	128.8	187.2	120.5	132.2	124.7	136.5
Los Angeles, CA	146.6	113.4	237.3	113.8	129.5	109.2	106.6
Boston, MA	145.0	104.3	201.9	138.8	107.5	132.5	129.5
Portland, OR	131.7	119.9	174.9	80.0	106.7	107.8	126.6
Denver, CO	110.7	98.1	131.5	92.5	102.5	104.0	107.6
Austin, TX	96.5	86.5	101.5	83.7	92.4	99.7	101.0
Raleigh, NC	96.1	105.9	82.0	96.9	98.6	101.3	101.8

*2014 data for San Jose is displayed as 2017 is not available.

Rank

Metro	Overall	Groceries	Housing	Utilities	Transportation	Healthcare	Misc.
San Francisco, CA	1	1	1	4	1	3	2
San Jose, CA*	2	4	2	2	5	4	6
San Diego, CA	**3**	**5**	**3**	**3**	**4**	**7**	**8**
Seattle, WA	3	2	6	5	2	2	1
Los Angeles, CA	5	6	4	6	3	5	7
Boston, MA	6	8	5	1	6	1	3
Portland, OR	7	3	7	10	7	6	4
Denver, CO	8	9	8	8	8	8	5
Austin, TX	9	10	9	9	10	10	10
Raleigh, NC	10	7	10	7	9	9	9

*2014 data for San Jose is displayed as 2017 is not available.

The Cost of Housing: Because it was clear the housing was the most substantial expenditure of the typical household, we reported on this issue in a little bit more depth.

For owning a home, we chose to report the median price for a single family home in addition to the percent of homeowners with a mortgage spending over 30 percent of their income on housing. According to the Greater San Diego Association of REALTORS® Monthly Indicators, the median price for a single family home in San Diego County as of September 2017 was $610,250. The 2016 American Community Survey 1-Year Estimates "Selected Housing Characteristics" Table DP04 show that 40.0 percent of households that own a home with a mortgage pay over 30 percent of their income on housing.

For renting a home, we chose to report the weighted average rent for a one-bedroom apartment in San Diego County of $1,432 as reported by the San Diego County Apartment Association Spring 2017 Vacancy & Rental Rate Survey. The 2016 American Community Survey 1-Year Estimates "Selected Housing Characteristics" Table DP04 show that 57.1 percent of households that rent a home pay over 30 percent of their income on housing.

OWNING A HOME

$610,250 The median price for a single family home in San Diego County.

40 Percentage of owners spending 30% or more of income on housing in San Diego County.

RENTING A HOME

$1,432 PER MONTH The weighted average rent for a one-bedroom apartment in San Diego County.

57 Percentage of renters spending 30% or more of income on housing in San Diego County.
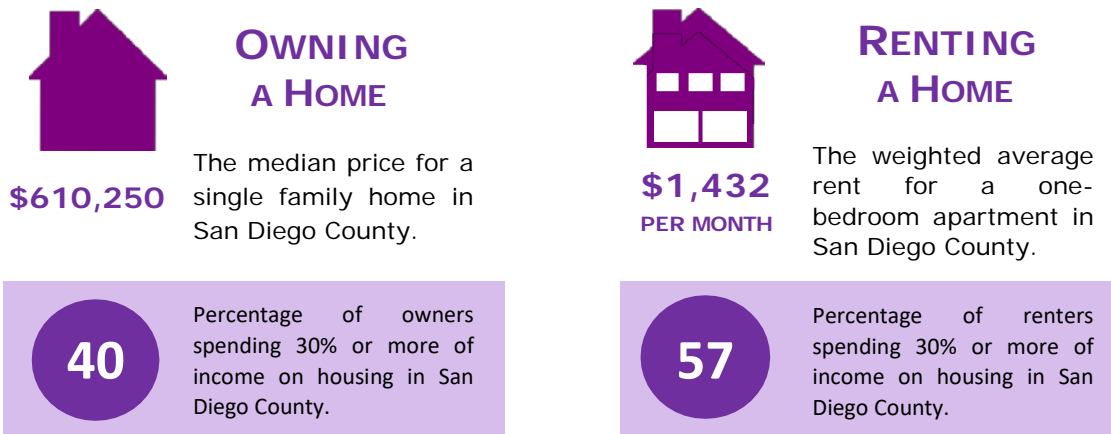
Affordability Index

The term 'affordability' is often misused to refer to cost of living. When housing and other costs are substantially higher in San Francisco, for example, it is often concluded that San Francisco is less affordable than San Diego. Cost of living however, is only half of the equation. Because incomes are higher on average, San Francisco is actually notably more affordable based on this more complete measure. It should be noted that these are averages and individuals may have different experiences based on their particular spending patterns, and the marketability of their skills in each local economy.

As previously stated, the Council for Community and Economic Research publishes an index comparing the cost of living. This product is, by far, the most often cited and most popular product of this type offering cost of living information. It is commonly used to provide affordability information to someone moving from one city to another. Calculators are often licensed for use on chamber websites across the country, or the data is used to create calculators by the media, to inform people of how much they would have to make in the city they are considering a move to in order to maintain their current spending habits.

The data is created by surveyors reporting prices on specific goods and services at a given point and the average price of each good in each area is reported along with a calculated

index figure for major spending categories. The data is not collected around an entire metro, but rather reflects the cost of living in the major city associated with each metro.

The following table uses the per capita income in each of our selected competitor metros to calculate the income they would need to earn in San Diego, to maintain their current spending patterns. The purchasing power of each city's average income is then presented as how much farther the average income goes than San Diego average income goes. All competitor metros' anchor cities are more affordable than San Diego. Despite a lower average income in Raleigh, it goes 39% farther that the typical income goes in San Diego due to a much lower cost of living. In San Francisco, the cost of living is substantially higher, but not as much higher as the average income is so it is still considered more affordable than San Diego.

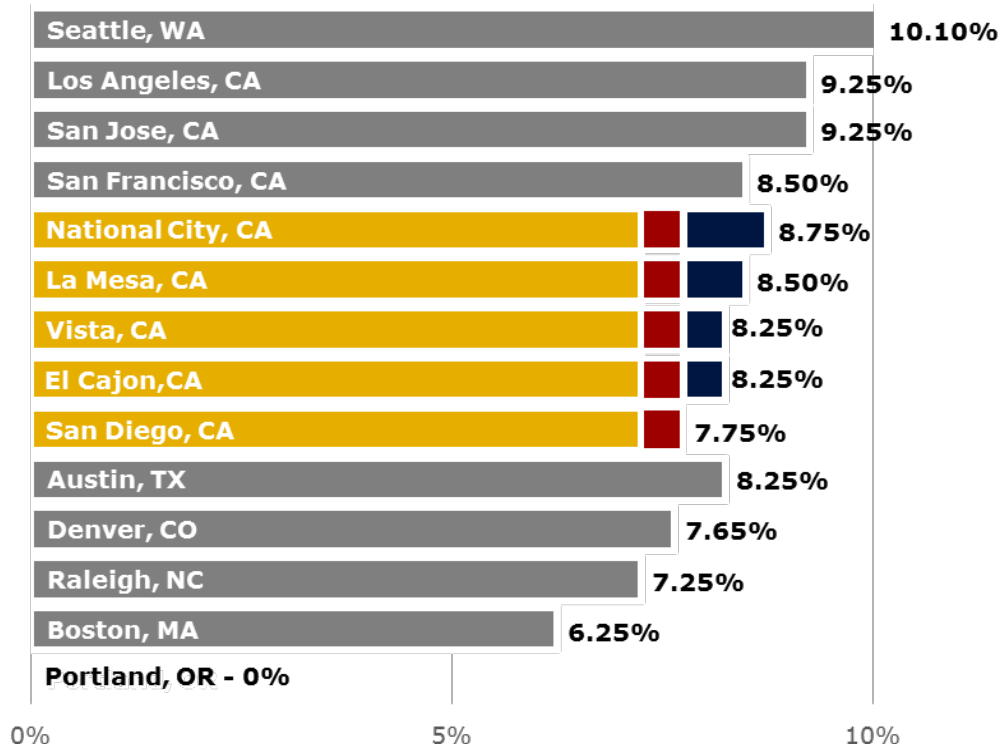| Competitor Metro Anchor City	Per Capita Personal Income	CCEC Cost of Living Index	How Far Income Goes Farther than San Diego	Rank
San Jose, CA	$81,592	150	50%	1
Austin, TX	$51,014	96.5	46%	2
Denver, CO	$55,975	110.7	39%	3
Raleigh, NC	$48,411	96.1	39%	4
Boston, MA	$68,292	145	30%	5
Seattle, WA	$61,021	146.9	14%	6
San Francisco, CA	$79,206	192.3	14%	7
Los Angeles, CA	$54,526	146.6	3%	8
Portland, OR	$48,422	131.7	1%	9
San Diego, CA	$53,298	146.9	0%	10

Taxes

Income Taxes: The Tax Foundation, a Washington D.C. based think tank and the nation's leading independent tax policy research organization, reported State & Local Individual Income Tax Collections per Capita for all 50 states in their recently released report "Facts & Figures: How Does Your State Compare" for Fiscal Year 2015 in Table 13. The following chart ranks against each other the seven states that include the selected competitor metros. California's collections per capita are second highest behind Massachusetts. Texas and Washington do not have personal income taxes.

State	Collections Per Capita	Rank Among All States	Rank Among States Home to Competitor Metros
MA	$2,133	3	1
CA	$1,991	4	2
OR	$1,814	6	3
CO	$1,168	15	4
NC	$1,115	20	5
TX	$0	44 (Tied for Lowest)	6 (Tied)
WA	$0	44 (Tied for Lowest)	6 (Tied)

Property Taxes: In the 2017 report, the Tax Foundation also reported State & Local Property Tax Collections per Capita for all 50 states in their report "Facts & Figures: How Does Your State Compare" for Fiscal Year 2014 in Table 35. The following chart ranks against each other the seven states that include the selected competitor metros. Despite California's Proposition 13 limitation to property tax increases passed in 1978, property tax collections per capita continue to rank high behind only Massachusetts and Texas.

State	Collections Per Capita	Rank Among All States	Rank Among States Home to Competitor Metros
MA	$2,181	8	1
TX	$1,635	14	2
CA	$1,385	22	3
CO	$1,365	23	4
WA	$1,364	24	5
OR	$1,350	25	6
NC	$951	39	7

Sales Taxes: The effective sales tax differs throughout the County of San Diego as some cities have passed local sales taxes. All cities within the County pay a half percent sales tax for regional transportation infrastructure through the San Diego Association of Governments (SANDAG). Cities within San Diego County are presented in color with the gold representing the California required tax, the red representing the SANDAG administered tax, and the blue representing locally passed taxes.

City	Sales Tax
Seattle, WA	10.10%
Los Angeles, CA	9.25%
San Jose, CA	9.25%
San Francisco, CA	8.50%
National City, CA	8.75%
La Mesa, CA	8.50%
Vista, CA	8.25%
El Cajon, CA	8.25%
San Diego, CA	7.75%
Austin, TX	8.25%
Denver, CO	7.65%
Raleigh, NC	7.25%
Boston, MA	6.25%
Portland, OR	0%

Standard of Living Dashboard Appendix

Recreation

Acres of Park per 1,000 People: In April of 2017, The Trust for Public Land released the most recent edition of "City Park Facts," which they describe as "an almanac of the parks and recreation systems of the 100 most populous cities." This data source presents data by city rather than metropolitan area. The City of San Diego ranked first with 34.88 acres of parkland per 1,000 residents. The City's nearly 48,000 acres of developed and undeveloped open space includes Balboa Park, Mission Trails Regional Park and Mission Bay and more than 26 miles of shoreline.

The idea of San Diego being the leader in terms of recreational opportunity is further supported when looking at parkland and open space within the broader boarders. County-wide there are approximately 700,000 acres of parkland, largely due to the Cuyamaca and Palomar State parks. This calculates out to over 200 acres of developed or undeveloped open space per 1,000 residents.

	Acres of Parkland	Population	Acres of Parkland per 1,000 Residents	Rank
San Diego, CA	47,814	1,370,646	34.88	1
Raleigh, NC	13,619	444,271	30.65	2
Portland, OR	14,504	620,564	23.37	3
Austin, TX	20,714	903,753	22.92	4
San Jose, CA	16,085	1,017,232	15.81	5
Seattle, WA	6,591	670,511	9.83	6
Los Angeles, CA	37,405	3,937,901	9.50	7
Denver, CO	6,222	668,681	9.30	8
Boston, MA	5,093	648,251	7.86	9
San Francisco, CA	5,888	847,576	6.95	10

Days of Sunshine: Twelve months of data (July 2016 to June 2017) were collected from the National Weather Service Monthly Weather Summary. Days of Sunshine were defined as days with clear skies and partly cloudy days. San Diego, as observed at Lindbergh Field, ranked fifth among competitor metros with 279 days of sunshine.

Metro	Days	Rank
Los Angeles, CA	329	1
San Jose, CA	302	2
San Francisco, CA	297	3
Denver, CO	291	4
San Diego, CA	279	5
Austin, TX	265	6
Raleigh, NC	260	7
Boston, MA	253	8
Seattle, WA	222	9
Portland, OR	200	10

Days of Extreme Temperature: Twelve months of data (July 2016 to June 2017) were collected from the National Weather Service Monthly Weather Summary. Days of Extreme Temperature was defined as days in which the high temperature was 90 degrees or higher, or the low temperature was 32 or lower. San Diego, as observed at Lindbergh Field, ranked second with only seven days of extreme temperature within the last year.

Metro	Days	Rank
San Francisco, CA	1	1
San Diego, CA	**7**	**2**
San Jose, CA	17	3
Los Angeles, CA	26	4
Portland, OR	26	5
Seattle, WA	39	6
Raleigh, NC	122	7
Boston, MA	126	8
Austin, TX	145	9
Denver, CO	190	10

Bicycle Paths and Lanes: According to data reported in the Alliance for Biking & Walking 2016 Benchmarking Report, "Show Your Data: Trends at the City Level", the Bicycle and Pedestrian Infrastructure in Large Cities reports the City of San Diego had 2.2 miles of bicycle infrastructure per square mile when the 2014 survey was performed. Several miles of new facilities have been added since and are not yet reflected.

Metro	Miles per Square Mile	Rank
Boston, MA	4.4	1
Portland, OR	3.1	2
San Francisco, CA	3.1	3
San Jose, CA	3.1	4
Denver, CO	2.6	5
San Diego, CA	**2.2**	**6**
Seattle, WA	1.9	7
Los Angeles, CA	1.8	8
Austin, TX	0.8	9
Raleigh, NC	0.8	10

Walkscore.com produces the Bike Score metric. According to their website, the metric measures "Bike Score" on a scale from 0 – 100 based on bike infrastructure, topography, destinations, and road connectivity.

City	Bike Score	Rank
San Francisco, CA	75	1
Portland, OR	72	2
Denver, CO	71	3
Boston, MA	70	4
Seattle, WA	63	5
San Jose, CA	57	6
Los Angeles, CA	56	7
Austin, TX	52	8
San Diego, CA	**46**	**9**
Raleigh, NC	41	10

On bike-ability, the City of San Diego is 9th, which corresponds to "Somewhat Bikeable: Minimal bike infrastructure."

Walkability: WalkScore.com produces the patented Walk Score metric which is used regularly by real estate websites as well as urban planning and public health researchers. According to their website, the metric measures "walkability" based on hundreds of walking routes to grocery stores, schools, parks, restaurants, and other destinations in addition to measuring "pedestrian friendliness" including population density and road metrics.

On walkability, the City of San Diego is tied for the 7th ranking with San Jose with a Walk Score of 50 which corresponds to "Somewhat Walkable: Some errands can be accomplished on foot."

Metro	Walk Score	Ranking
San Francisco, CA	86	1
Boston, MA	81	2
Seattle, WA	73	3
Los Angeles, CA	67	4
Portland, OR	65	5
Denver, CO	61	6
San Diego, CA	**51**	**7**
San Jose, CA	51	7
Austin, TX	40	9
Raleigh, NC	30	10

Health & Safety

Obesity Rankings: The source for the data used for comparing obesity among our selected metros is the Gallup – Healthways Well-Being Index report "State of American Well Being: 2016 Community Rankings for Incidence of Heart Attack." The report provides obesity rates as measured by the Gallup-Healthways Well-Being Index survey of 2.2 million people. Within the survey, respondents were asked to self-report their height and weight. Calculated Body Mass Indexes of 30 or higher were classified as obese. When comparing only with our competitor metros, San Diego ranks sixth in obesity.

Metro	Incidence of Obesity	Rank
Raleigh, NC	28.7	1
Portland, OR	24.9	2
Austin, TX	24.6	3
Seattle, WA	22.9	4
Los Angeles, CA	22.7	5
San Diego, CA	**22.3**	**6**
Boston, MA	22.2	7
San Francisco, CA	21.4	8
Denver, CO	20.0	9
San Jose, CA	19.9	10

The Gallup-Sharecare Well-Being Index released the [2016 Community Rankings for Healthy Eating](#). The report examines healthy eating across the nation, ranking 189 communities based on the question "Did you eat healthy all day yesterday?" In 2016, many of the top healthy eating communities are located in California, with ten California-based communities in the top 25. San Diego has the healthiest eaters among the competing metro areas, with 69.4% reporting eating healthy all day yesterday.

Metro	Healthy Eating %	Rank
San Diego, CA	**69.4**	**1**
San Francisco, CA	69.3	2
San Jose, CA	69.2	3
Los Angeles, CA	68.0	5
Boston, MA	66.5	6
Seattle, WA	65.5	7
Denver, CO	64.6	6
Portland, OR	63.8	7
Austin, TX	62.7	4
Raleigh, NC	62.4	4

The Gallup-Sharecare Well-Being Index released the [2016 Community Rankings for Exercise](#). The report examines the rate of regular exercise across the U.S. and ranks 189 communities based on the percentage of respondents in each community who indicated that they exercise 30 or more minutes, there or more days in the last week. In 2016, the communities with the highest rates of regular exercise are from Colorado (five communities in the top 25) and California (six communities in the top 25). San Diego has the highest percentage of people that exercise regularly at 60.6% compared to the competitor metros.

Metro	Percent of Regular Exercise	US Rank	Competitor Metro Rank
San Diego, CA	**60.6**	**13**	**1**
Denver, CO	58.3	19	2
San Francisco, CA	57.8	22	3
Portland, OR	57.7	23	4
Los Angeles, CA	57.1	33	5
Seattle, WA	56.3	46	6
Raleigh, NC	55.1	64	7
Austin, TX	54.5	70	8
San Jose, CA	54.1	78	9
Boston, MA	52.9	104	10

Violent Crime Rate: The source for the reported Violent Crime Rate per 100,000 inhabitants is the FBI Uniform Crime Reports 2016 Crime in the United States report Table 6. The rankings presented here are not intended to provide insight into the many factors that impact crime rates which vary substantially from place to place, the level of public funding for, or the performance of, the many parties responsible, in one way or another, for keeping inhabitants safe. Data for Boston and Raleigh are not reported either because fewer than 75 percent of the agencies within the metro reported data to the FBI, or because the principal city/cities submitted incomplete data.

Among the eight metros for which data was reported, San Diego had the fifth highest crime rate.

Violent Crime Reported Per 100,000 Inhabitants		
Metro	Rate	Rank
San Francisco, CA	478	1
Los Angeles, CA	477	2
Denver, CO	389	3
Seattle, WA	353	4
San Diego, CA	330	5
Austin, TX	317	6
San Jose, CA	280	7
Portland, OR	276	8
Boston, MA	NR	--
Raleigh, NC	NR	--

Property Crime Rate: The source for the reported Property Crime Rate per 100,000 inhabitants is also the FBI Uniform Crime Reports 2016 Crime in the United States report Table 6. Again, the rankings presented here are not intended to provide insight into the many factors that impact crime rates which vary substantially from place to place, the level of public funding for, or the performance of, the many parties responsible, in one way or another, for keeping inhabitants safe. Data for Raleigh is not reported either because fewer than 75 percent of the agencies within the metro reported data to the FBI, or because the principal city/cities submitted incomplete data.

Among the nine metros for which data was reported, San Diego had the second lowest property crime rate.

Property Crime Reported Per 100,000 Inhabitants		
Metro	Rate	Rank
Seattle, WA	3,890	1
San Francisco, CA	3,348	2
Denver, CO	2,954	3
Portland, OR	2,794	4
Austin, TX	2,555	5
Los Angeles, CA	2,386	6
San Jose, CA	2,177	7
San Diego, CA	1,850	8
Boston, MA	1,399	9
Raleigh, NC	NR	--

Unemployment, Poverty, & Opportunity

Unemployment: The unemployment rates by metropolitan area are for August 2017. The source of data for this analysis came from the Bureau of Labor Statistics Local Area Unemployment Statistics, Unemployment Rates for Metropolitan Areas Table. The unemployment rate for the San Diego metropolitan area is 4.7%, which is slightly under the United States rate of 4.5% and substantially lower than the California rate of 5.4%. The rates shown are for the percentage of the labor force that is unemployed. The San Diego metropolitan area ranks 2nd highest when compared amongst the 10 selected competitor metropolitan areas.

Metro	Rate	Rank
Los Angeles, CA	5.1%	1
San Diego, CA	**4.7%**	**2**
Portland, OR	4.2%	3
Seattle, WA	4.2%	4
San Francisco, CA	3.9%	5
Raleigh, NC	3.9%	6
San Jose, CA	3.9%	7
Boston, MA	3.5%	8
Austin, TX	3.4%	9
Denver, CO	2.2%	10

Veteran Unemployment: The source for this metric is the Census 2016 ACS 1-Year Estimates "Veteran Status" Table S2101, which differs from the more current overall unemployment statistics report for the general population. Having the largest percentage of veterans in our workforce compared to our competitor metros (as identified in the Regional Jobs Strategy Business & Tax Climate Dashboard), does not translate to lower unemployment levels for veterans in San Diego. At 5.6 percent, San Diego's veteran unemployment rate is nearly double that of Austin, TX.

Metro	Unemployment		Labor Force Participation	
	Rate	Rank	Rate	Rank
San Jose, CA	8.5%	1	79.7%	5
San Diego, CA	**5.6%**	**2**	**79.1%**	**7**
Los Angeles, CA	5.4%	3	77.9%	9
Portland, OR	4.8%	4	79.0%	8
Denver, CO	4.7%	5	80.2%	4
San Francisco, CA	4.7%	6	76.9%	10
Boston, MA	4.5%	7	81.4%	2
Seattle, WA	4.4%	8	79.2%	6
Raleigh, NC	4.0%	9	84.2%	1
Austin, TX	3.0%	10	80.6%	3

Female Unemployment: The source for this metric is the Census 2016 ACS 1-Year Estimates "Employment Status" Table S2301, which differs from the more current overall unemployment statistics report for the general population. Consistent with the findings of the Regional Jobs Strategy Business & Tax Climate section above, that women in San Diego make us the smallest percentage of the workforce when compared to our competitor metros, women also face the highest unemployment rate here in San Diego at 6.5 percent.

Metro	Unemployment		Labor Force Participation	
	Rate	Rank	Rate	Rank
San Diego, CA	**6.5%**	**1**	**71.6%**	**9**
Los Angeles, CA	6.1%	2	70.7%	10
San Jose, CA	5.0%	6	71.9%	8
Raleigh, NC	4.7%	7	76.2%	3
Portland, OR	4.4%	3	73.8%	7
San Francisco, CA	4.4%	5	75.0%	5
Seattle, WA	4.2%	4	74.0%	6
Boston, MA	4.1%	8	79.2%	1
Austin, TX	3.8%	9	75.5%	4
Denver, CO	3.6%	10	77.1%	2

Poverty: The source for this metric is the Census 2016 ACS 1-Year Estimates "Poverty Status in the Past 12 Months" Table S1701. The poverty metric used here is the official poverty metric used by the federal government. Whether you look at the overall poverty rate, poverty rate amongst seniors 65 and older, young children under five, or all youth under 18, San Diego consistently has one of the highest poverty ranks among our competitor metros.

It is widely believed by economists that the official poverty measure is of limited value as it does not consider the varying cost of living across different geographies, or the value of safety net programs. There is no other widely used poverty metric available for all competitor metro areas. At this point, the Census Bureau is considering an additional measure for future census surveys. According to the Public Policy Institute of California, the actual poverty rate in San Diego County was estimated at 20.8 percent as recently as 2014.

Metro	Rate	Rank
Los Angeles, CA	15.0%	1
San Diego, CA	**12.3%**	**2**
Austin, TX	10.9%	3
Portland, OR	10.9%	4
Raleigh, NC	10.0%	5
Boston, MA	9.6%	6
Seattle, WA	9.6%	6
Denver, CO	9.4%	8
San Jose, CA	9.4%	8
San Francisco, CA	9.2%	10

Homelessness: The source for homeless data by Continuums of Care (CoC) was collected from the U.S. Department of Housing and Urban Development (HUD Exchange). The population estimates used to calculate rates of homelessness are from the Census Bureau "Total Population" American Community Survey, 2016 Population Estimates.

CoC boards across the nation represent areas that vary by size, population, density, climate, and a number of other qualities that have an impact not only on homelessness, but also on the ability to count homeless people on the given day in which the Point-In-Time count is completed. Caution should be taken when making conclusions on the basis of comparing CoC homelessness rates. For example, San Francisco and Boston face a different level of homelessness simply because their footprints are substantially more urban than Wake County, North Carolina.

CoC	Total Population	Homeless Count	Rate Per 10,000	Rank
Boston CoC	673,184	6,240	93	1
San Francisco CoC	870,887	6,996	80	2
Seattle/King County CoC	2,149,970	10,730	50	3
Portland-Gresham-Multnomah County CoC	799,766	3,914	49	4
Los Angeles City and County CoC	10,137,915	43,854	43	5
San Jose/ Santa Clara City & County CoC	1,919,402	6,524	34	6
San Diego City and County CoC	**3,317,749**	**8,669**	**26**	**7**
Metropolitan Denver Homeless initiative	3,117,339	5,728	18	8
Austin/ Travis County CoC	1,199,323	2,138	18	9
Raleigh/ Wake County CoC	1,046,791	818	8	10

Because several areas across the nation have found it possible to essentially eliminate chronic homelessness, this may be another appropriate indicator.

CoC	Total Population	Chronically Homeless	Rate Per 10,000	Rank
San Francisco CoC	870,887	1,932	22	1
Boston CoC	673,184	919	14	2
Los Angeles City and County CoC	10,137,915	13,468	13	3
Portland-Gresham-Multnomah County CoC	799,766	1,053	13	4
San Jose/ Santa Clara City & County CoC	1,919,402	2,146	11	5
Austin/ Travis County CoC	1,199,323	742	6	6
San Diego City and County CoC	**3,317,749**	**1,417**	**4**	**7**
Seattle/King County CoC	2,149,970	814	4	8
Metropolitan Denver Homeless initiative	3,117,339	739	2	9
Raleigh/ Wake County CoC	1,046,791	149	1	10

According to the Regional Task Force on the Homeless' report "2017 We All Count Annual Report" on January 27, 2017 there were 9,116 persons experiencing homelessness identified by the Task Force. Of those, 5,621 individuals were unsheltered, and 3,495 were sheltered. This "Point-In-Time Count" represents only a snapshot of how many individuals and families are experiencing homelessness at a given point. We know that not all homeless people are counted and other factors impact the ability of the Task Force to account for as many individuals and families as possible, including the number of volunteers, and the weather during the count.

An additional method to assess the size of the homeless population over longer periods of time is to use Homeless Management Information System data which reports that 19,264 people entered our regional homelessness services system during Fiscal Year 2016 (October 2015 – September 2016).

Disconnected Youth: Youth Disconnection by Metro Area was reported in the June 2017 study "Promising Gains, Persistent Gaps" produced by the nonprofit Social Science Research Council through the Measure America project. Disconnected youth is defined in the report as "teenagers and young adults between the ages of 16 and 24 who are neither working nor in school." Disconnection is a measure of opportunity-scarcity in communities. Disconnected youth are nearly twice as likely to live in poverty according to the study.

In San Diego, youth disconnection is mid-range when compared to the other competing metropolitan areas, with Boston having 2.4% less, while Portland has 1.5% more.

Metro	Percent	Number	Rank
Portland, OR	11.2%	31,700	1
Los Angeles, CA	11.0%	188,300	2
Seattle, WA	10.9%	44,600	3
Denver, CO	10.3%	32,300	4
San Diego, CA	**9.7%**	**43,200**	**5**
Raleigh, NC	9.6%	14,900	6
San Jose, CA	9.5%	20,100	7
San Francisco, CA	9.2%	44,100	8
Austin, TX	8.0%	20,600	9
Boston, MA	7.3%	45,200	10

Economic Mobility: Economic Mobility was calculated and reported by the New York Times in the May 2015 study "The Best and Worst Places to Grow Up: How Your Area Compares" by the TheUpshot researchers. The predictions are based on the main county that the metro encompasses. The report ranks the counties by how much money a child may make more or less than their parents when they turn 26 years old. On this measure, San Diego is shown to have to provide a three percent increase in the amount of money a child would make more than their parents by the time they turn 26.

County including the main city in the Metropolitan Statistical Area	Percent More Made During Adulthood	Rank
King, WA (Seattle)	11.3%	1
San Diego County, CA (San Diego)	**3.3%**	**2**
Multnomah, OR (Portland)	2.2%	3
Santa Clara, CA (San Jose)	1.6%	4
San Francisco County, CA (San Francisco)	1.1%	5
Suffolk County, MA (Boston)	-3.2%	6
Travis County, TX (Austin)	-7.5%	7
Los Angeles County, CA (Los Angeles)	-9.2%	8
Wake County, NC (Raleigh)	-11.4%	9
Denver County, CO (Denver)	-12.0%	10

Overall Standard of Living Index

The source for the data used for the overall standard of living comparison among our selected metros is the Gallup – Healthways Well-Being Index report "State of American Well Being: 2016 Community Well-Being Rankings." According to the report, the survey included 354,473 telephone interviews with adults across the

U.S. between January 2, 2015 and December 30, 2016.

Metro	Well-Being Index Score	Rank
San Diego, CA	**63.9**	**1**
San Francisco, CA	63.5	2
San Jose, CA	63.3	3
Austin, TX	63.0	4
Raleigh, NC	63.0	5
Los Angeles, CA	62.8	6
Boston, MA	62.7	7
Denver, Co	62.7	8
Portland, CA	62.0	9
Seattle, WA	62.0	10

The overall rank reflects five categories including: purpose, social, financial, community, and physical each defined as follows:

Purpose: Liking what you do each day and being motivated to achieve your goals

Social: Having supportive relationships and love in your life

Financial: Managing your economic life to reduce stress and increase security

Community: Liking where you live, feeling safe and having pride in your community

Physical: Having good health and enough energy to get things done daily

San Diego ranks 22nd among the 189 communities ranked by the Gallup – Healthways Well-Being Index report, and first among the selected competitor metros.

About the Regional Jobs Strategy

The Regional Jobs Strategy is an initiative of the San Diego Regional Chamber of Commerce in Partnership with the City of San Diego, the County of San Diego, SANDAG, and dozens of other groups that are all focused on job creation. Through dashboards, a regional inventory of job creation initiatives, a "Strengths, Weaknesses, Opportunities and Threats" analysis, and ultimately a final report, the Regional Jobs Strategy is designed to place the attention of the entire business community on proven strategies and the issues that matter most for job creation.

About the San Diego Regional Chamber Foundation

The San Diego Regional Chamber Foundation is a 501(c)3 foundation. The Foundation's mission is to create the most business-friendly region in California through investment in research, education, and leadership. The Foundation focuses its research, education, and leadership cultivation around the issues that influence San Diego's business climate: workforce development, cross-border business, veterans employment, infrastructure, and quality of life.