A PRODUCT OF THE REGIONAL JOBS STRATEGY

This report is an update to the initial 2016 Regional Jobs Strategy Dashboards produced by the San Diego Regional Chamber Foundation. The intent of the Jobs Strategy initiative was to place the attention of the entire business community on locally-proven strategies, and the issues that matter most for job creation. The Report is designed to be a clear road map for leveraging the region's resources and aligning initiatives.

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Bank of America
BUSINESS & TAX CLIMATE

BUSINESSES BY SIZE
San Diego ranks 3rd in number of small employers (fewer than 10 employees).

EDUCATIONAL ATTAINMENT
San Diego ranks 9th in educational attainment and 5th for having the most STEM/STEM-related majors. In San Diego, a relatively high proportion of those with at least a Bachelor’s degree hold one in STEM/STEM-related fields. This fosters continuous growth potential in high-demand occupations.

WORKFORCE DIVERSITY

GENERATIONS
Millennials now represent the largest population in the workforce.

ETHNICITIES IN THE WORKFORCE
San Diego ranks 4th in workforce diversity.

1980 - 1998
- MILLENNIALS 33.1%
- GEN Y 12.0%

1965 - 1979
- GEN X 29.6%

1945 - 1964
- BABY BOOMERS 24.2%

Before 1945
- GREATEST GENERATION 1.1%

VETERANS AND WOMEN IN THE WORKFORCE
San Diego has a higher percentage of veterans in the workforce than any of its major competitor metros. At 88.5 percent male, the makeup of San Diego’s armed forces and transitioning veterans likely explains part of San Diego’s low representation of women in the workforce.

VETERANS: SAN DIEGO RANKS HIGHEST
- 6.8%
- METRO AVERAGE 4.2%

EDUCATIONAL ATTAINMENT BY ETHNICITY

WOMEN: SAN DIEGO RANKS SECOND LOWEST
- 44.7%
- METRO AVERAGE 46.2%

EDUCATIONAL ATTAINMENT BY ETHNICITY

1. White
- 48%
- 48%
- 96%
2. Pacific Islander
- 61%
- 35%
- 96%
3. Black / African American
- 67%
- 25%
- 92%
4. 2+ races
- 57%
- 35%
- 92%
5. Asian
- 39%
- 49%
- 88%
6. American Indian
- 61%
- 15%
- 76%
7. Hispanic / Latino
- 51%
- 13%
- 66%
8. Some other race
- 53%
- 13%
- 66%

Average High School or Higher 86%
**TAXES, FEES & WAGES**

**STATE TAXES**
California’s rank among seven state tax climates.

**CALIFORNIA**
HIGHEST OVERALL STATE TAXES

**SALES TAX**

**SAN DIEGO**
6th HIGHEST SALES TAX: 7.75%

**UTILITY RATES**

**WATER**
3rd HIGHEST RATE: $5.72/HCF

**ELECTRICITY**
HIGHEST COMMERCIAL RATE: $0.22/KHW
HIGHEST INDUSTRIAL RATE: $0.18/KHW

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**MEDIAN HOURLY WAGES**

- **San Jose, CA:** $28.70
- **San Francisco, CA:** $24.90
- **Boston, MA:** $23.72
- **Seattle, WA:** $22.91
- **Denver, CO:** $22.06
- **Portland, OR:** $20.26
- **San Diego, CA:** $19.89
- **Los Angeles, CA:** $19.80
- **Austin, TX:** $19.08
- **Raleigh, NC:** $18.17

**MEDIAN HOURLY WAGES ACROSS TARGET OCCUPATIONS**

The occupations below represent higher wage industries in which San Diego competes for business and talent. The vertical red line indicates the range of median wages across the selected competitor metros.

**Management**
**Computer & Mathematical**
**Healthcare Practitioners & Technical**
**Business & Financial Operations**
**Architecture & Engineering**
**Life, Physical & Social Science**

**Median - $19.80**
(All Occupations)

**RANK:**
- San Diego
- Median Wage Range Across Competitor Metros
- 8th
- 6th
- 5th
- 4th
- 3rd
- 5th

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Affordability is the ratio of cost of living versus income. The table below uses the per capita income in the competitor metros to calculate the income needed in San Diego to maintain current spending patterns. San Diego ranks 7th in per capita personal income and last in overall affordability.

<table>
<thead>
<tr>
<th>COMPETITOR METRO CITY</th>
<th>PER CAPITA PERSONAL INCOME</th>
<th>% FARTHER THAN SAN DIEGO</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAN JOSE, CA</td>
<td>$81,592</td>
<td>50%</td>
<td>1</td>
</tr>
<tr>
<td>AUSTIN, TX</td>
<td>$51,014</td>
<td>46%</td>
<td>2</td>
</tr>
<tr>
<td>DENVER, CO</td>
<td>$55,975</td>
<td>39%</td>
<td>3</td>
</tr>
<tr>
<td>RALEIGH, NC</td>
<td>$48,411</td>
<td>39%</td>
<td>4</td>
</tr>
<tr>
<td>BOSTON, MA</td>
<td>$68,292</td>
<td>30%</td>
<td>5</td>
</tr>
<tr>
<td>SEATTLE, WA</td>
<td>$61,021</td>
<td>14%</td>
<td>6</td>
</tr>
<tr>
<td>SAN FRANCISCO, CA</td>
<td>$79,206</td>
<td>14%</td>
<td>7</td>
</tr>
<tr>
<td>LOS ANGELES, CA</td>
<td>$54,526</td>
<td>3%</td>
<td>8</td>
</tr>
<tr>
<td>PORTLAND, OR</td>
<td>$48,422</td>
<td>1%</td>
<td>9</td>
</tr>
<tr>
<td>SAN DIEGO, CA</td>
<td>$53,298</td>
<td></td>
<td>10</td>
</tr>
</tbody>
</table>

INCOME TAXES

SAN DIEGO: $1,991
2nd HIGHEST AMONG METROS

PROPERTY TAXES

SAN DIEGO: $1,385
3rd HIGHEST AMONG METROS

SALES TAXES

The effective sales tax differs throughout San Diego County, as some cities have passed local sales taxes. All cities within the County pay a half percent sales tax for regional transportation infrastructure. In the graph below, cities within San Diego County are presented in color showing the California state tax (gold), the infrastructure tax (red), and the locally passed taxes (blue).

TYPICAL HOUSEHOLD SPENDING

Average annual income before taxes in San Diego is $93,466. The figure below shows the typical spending in each major expenditure category as a percentage of average income.

- **Housing**: $27,103, 29%
- **Transportation**: $10,552, 11%
- **Food**: $8,834, 10%
- **Healthcare**: $4,820, 5%

COST OF HOUSING

San Diego is ranked 2nd highest out of competitor metros for percentage of home owners and renters spending 30% or more of their income on housing.

- **Owning a Home**: The median price for a single family home in San Diego County.
  - $610,250
- **Renting a Home**: The weighted average rent for a one-bedroom apartment in San Diego County.
  - $1,432 PER MONTH

STANDARD OF LIVING

RECREATION AND WEATHER

PARKS AND BICYCLE INFRASTRUCTURE
San Diego ranks 1st in most acres of parkland with over 48,000 acres and ranks 6th for bike paths, with 2.2 miles of bicycle infrastructure per square mile.

WALKABILITY
San Diego ranks 7th in walkability with a walk score of 51, meaning it is “somewhat walkable.”

WEATHER
Over the past year, San Diego has 279 sunny days and only 2 days of extreme temperature, ranking 2nd among metros.

MOST ACRES OF PARKLAND

WALK SCORE 51

279 SUNNY DAYS

*Due to data availability, these metrics are ranked at the city-level.

Sources: San Diego Regional Chamber of Commerce, Trust for Public Land, National Weather Service, Alliance for Biking & Walking, WalkScore.com, Gallup-Healthways Well-Being Index, FBI Uniform Crime Reports
HEALTH AND SAFETY

OBESITY
San Diego has the 6th highest rate of obesity among competitor metros. Raleigh has the highest obesity ranking among metros.

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</tr>
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<tbody>
<tr>
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<td>1</td>
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CRIME
San Diego has the 2nd lowest property crime rate, and ranks 4th lowest for violent crime among metros, just behind San Jose, Portland and Austin.

OPPORTUNITY

HOMELESSNESS, POVERTY AND UPWARD MOBILITY
At 12.3%, San Diego has the 2nd highest poverty rate. Disconnected youth - teenagers and young adults who are neither working nor in school - are nearly twice as likely to live in poverty. At 9.7%, San Diego ranks 5th for disconnected youth - nearly 50 percent higher than Boston. However, San Diego ranks 2nd for upward mobility, which measures the ability for people to change their social and economic status. Additionally, San Diego has the 4th lowest homelessness rate, and has five chronically homeless individuals per 1,000 residents.

Sources: San Diego Regional Chamber of Commerce, Trust for Public Land, National Weather Service, Alliance for Biking &Walking, WalkScore.com, Gallup-Healthways Well-Being Index, FBI Uniform Crime Reports
San Diego ranks 2nd highest for unemployment, with an unemployment rate of 4.7% in August of 2017. Similarly, San Diego has the highest women’s unemployment rate and the second highest veterans unemployment rate according to 2016 figures which is the most recent available data.

UNEMPLOYMENT BY ETHNICITY

In 2016, San Diego’s unemployment rate is 6.2%, but some races and ethnicities face higher and lower unemployment rates.

OVERALL INDEX

STANDARD OF LIVING INDEX

According to the 2017 Gallup-Healthways Well-Being Index report, the overall standard of living comparison reflects five categories:

1. Purpose
2. Social
3. Financial
4. Community
5. Physical