



REGIONAL JOBS STRATEGY 2017 DASHBOARD UPDATE

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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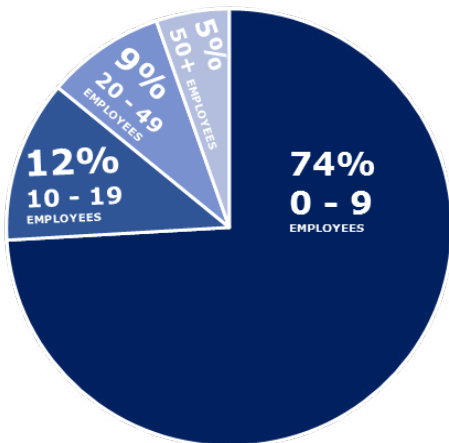




BUSINESS & TAX CLIMATE

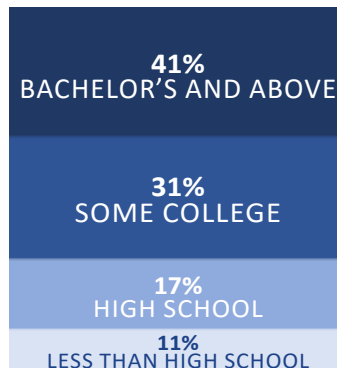
BUSINESSES BY SIZE

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



EDUCATIONAL ATTAINMENT

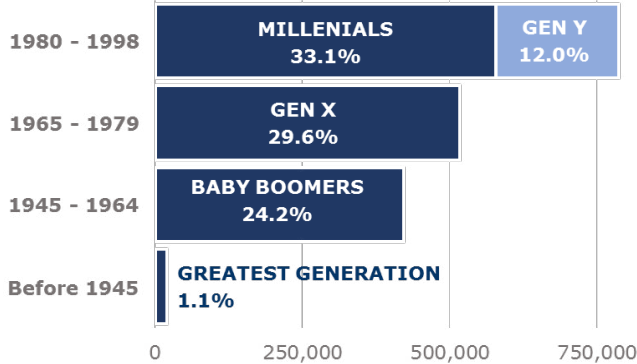
San Diego ranks 9th in educational attainment and 5th for having the most STEM/STEM-related majors. In San Diego, a relatively high proportion of those with at least a Bachelor's degree hold one in STEM/STEM-related fields. This fosters continuous growth potential in high-demand occupations.



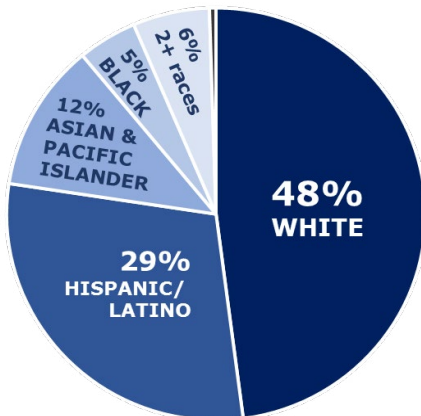
WORKFORCE DIVERSITY

GENERATIONS

Millennials now represent the largest population in the workforce.



ETHNICITIES IN THE WORKFORCE



San Diego ranks 4th in workforce diversity.

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.

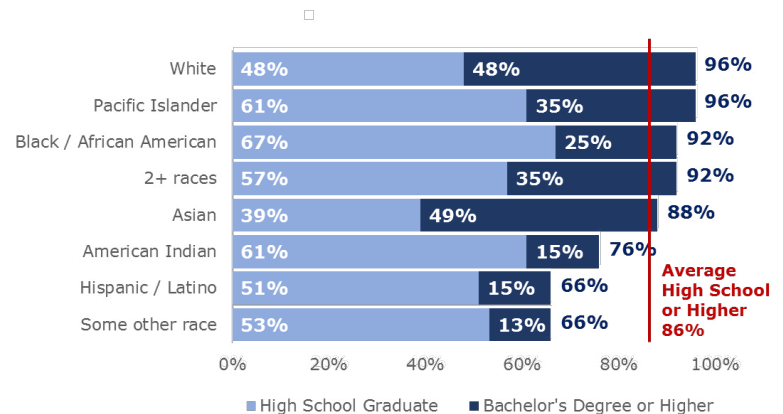
VETERANS: SAN DIEGO RANKS HIGHEST



WOMEN: SAN DIEGO RANKS SECOND LOWEST



EDUCATIONAL ATTAINMENT BY ETHNICITY



TAXES, FEES & WAGES

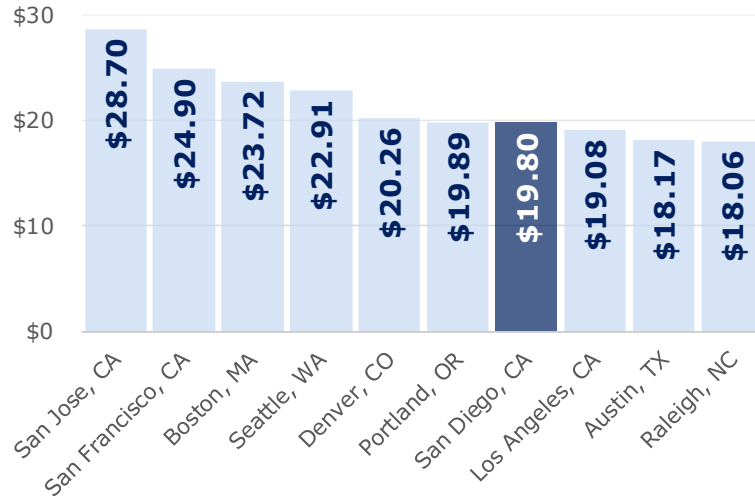
STATE TAXES

California's rank among seven state tax climates.

CALIFORNIA
HIGHEST OVERALL STATE TAXES



MEDIAN HOURLY WAGES



SALES TAX

SAN DIEGO
6TH HIGHEST SALES TAX: 7.75%

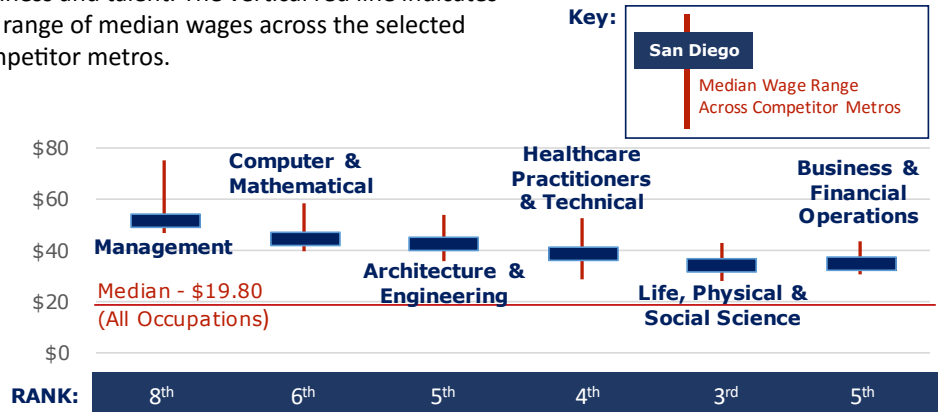
UTILITY RATES

WATER
3RD HIGHEST RATE: \$5.72/HCF

ELECTRICITY
HIGHEST COMMERCIAL RATE: \$0.22/KWH
HIGHEST INDUSTRIAL RATE: \$0.18/KWH

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.



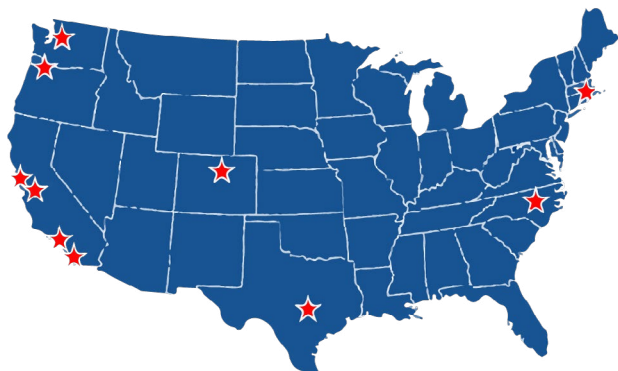


AFFORDABILITY

AFFORDABILITY INDEX

HOW FAR INCOME GOES

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.



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

TAXES

INCOME TAXES

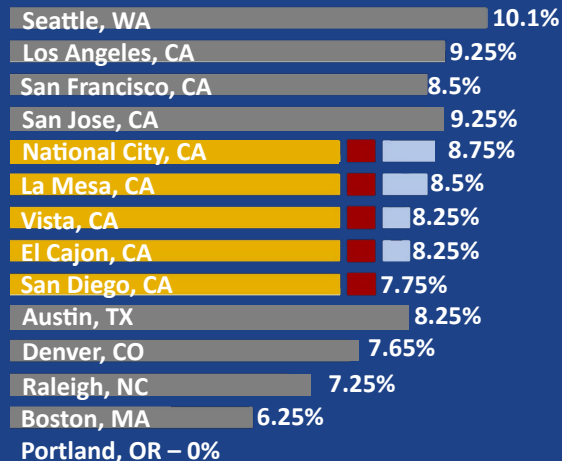
 **SAN DIEGO: \$1,991**
2ND HIGHEST AMONG METROS

PROPERTY TAXES

 **SAN DIEGO: \$1,385**
3RD HIGHEST AMONG METROS

SALES TAXES

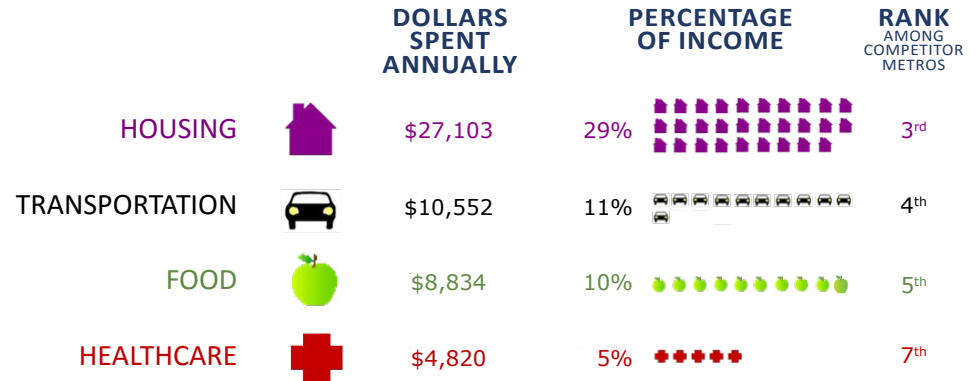
The effective sales tax differs throughout San Diego County, as some cities have passed local sales taxes. All cities within the County pay a half percent sales tax for regional transportation infrastructure. In the graph below, cities within San Diego County are presented in color showing the California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



Sources: San Diego Regional Chamber of Commerce, The Tax Foundation, San Diego Association of Governments

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.



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.



\$610,250

OWNING A HOME

The median price for a single family home in San Diego County.

40

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



\$1,432
PER MONTH

RENTING A HOME

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.

Sources: San Diego Regional Chamber of Commerce, U.S. Bureau of Labor Statistics, Council for Community and Economic Research, Greater San Diego Association of REALTORS, San Diego County Apartment Association



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.



**MOST
ACRES OF
PARKLAND**

WALKABILITY

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



**WALK SCORE
51**

WEATHER

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



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

HEALTH AND SAFETY

OBESITY

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

COMPETITOR METRO	RANK
RALEIGH, NC	1
PORTLAND, OR	2
AUSTIN, TX	3
SEATTLE, WA	4
LOS ANGELES, CA	5
SAN DIEGO, CA	6
BOSTON, MA	7
SAN FRANCISCO, CA	8
DENVER, CO	9
SAN JOSE, CA	10

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.



4TH LOWEST
VIOLENT
CRIME RATE



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.



2ND HIGHEST
POVERTY
RATE



43,000
DISCONNECTED
YOUTH



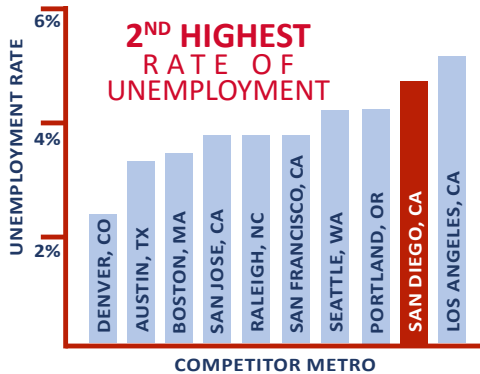
2ND HIGHEST
RATE OF
UPWARD MOBILITY



4TH LOWEST
RATE OF
HOMELESSNESS

UNEMPLOYMENT

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.



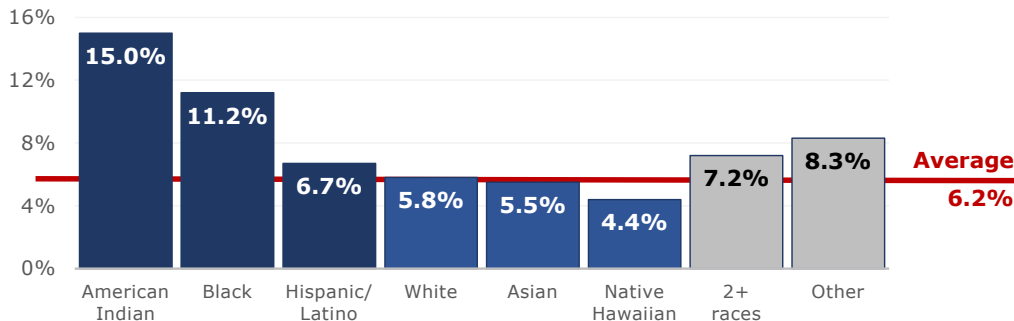
**2ND HIGHEST
VETERAN
UNEMPLOYMENT**



**HIGHEST
FEMALE
UNEMPLOYMENT**

UNEMPLOYMENT BY ETHNICITY

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



Sources: San Diego Regional Chamber of Commerce, U.S. Bureau of Labor Statistics, U.S. Census Bureau, U.S. Department of Housing & Urban Development, Social Science Research Council, National Bureau of Economic Research

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



COMPETITOR 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, OR	62.0	9
SEATTLE, WA	62.0	10

Sources: San Diego Regional Chamber of Commerce, Gallup-Healthways Well-Being Index