

# Workforce Review

A monthly review of labor market information for Northern Santa Clara County

## March 2009

### *Did you know?*

#### **More California natives are staying put**

**The state's transient population is losing ground to settled families, USC study says. The changes will affect public schools, taxes and real estate.**

A profound shift away from California's more transient and migrant-dependent past will soon produce the state's first generation of adults whose majority will be native-born, researchers at USC said in a study released Monday. More than 70% of Californians ages 15 to 24 were born and raised in the state, according to the report, "The New Homegrown Majority in California." By contrast, nearly two-thirds of state residents 45 to 54 years old were born out of state.

The change has far-reaching implications for everything from investment in the public education system to who will buy retiring baby boomers' homes and shoulder the burden of future taxes, said Dowell Myers, one of the study's principal authors. "It's a sea change in demography but also in political perceptions," Myers said. "We've transformed from being a state of migrants to a settled state of native Californians. "We're basically becoming more self-reliant on who we have here. And we're going to be prospering or suffering on who we have here."

Significantly -- and in contrast to the past -- the emerging homegrown majority will have been shaped entirely by their life experience in California, notably their schooling, the report says. "They are products of the school system, for better or for worse," Myers said. The younger generation of native-born Californians is more likely to support higher taxes for public services and to stick around to return the state's investment in their education, the study said.

The recent trends, which cut across racial and ethnic groups, mark a reversal in losses of native-born Californians during the recession of the 1990s. Among other things, the shift may reflect a more family-anchored culture among fast-growing Latino and Asian groups and a greater desire to remain rooted near relatives, the study suggests. California natives now are more inclined to remain in their home state than residents of 45 other states, the report says. Cultural ties may be one factor. But across the country today more people are staying put for a combination of reasons, said D'Vera Cohn, who has studied the trends for the Pew Research Center. An aging population, the complexity of moving families when both parents work and the recession all appear to play a role, she said.

Source: Los Angeles Times (04/21/09)



Developing a skilled workforce for Silicon Valley

# March 2009

## Labor Force Statistics (San José–Sunnyvale–Santa Clara MSA)

Civilian Unemployment Rate	March 2008	February 2009	March 2009	Percentage Point Change	
				Monthly	Annual
San José–Sunnyvale MSA	5.3%	10.2%	11.0%	+0.8	+5.7
California	6.5%	11.0%	11.5%	+0.5	+5.0
United States	5.2%	8.9%	9.0%	+0.1	+3.8

  

Civilian Labor Force	March 2008	February 2009	March 2009	Percentage Change	
				Monthly	Annual
San José–Sunnyvale MSA	895,300	924,000	924,200	0.0%	+3.2%
Civilian Employed	847,600	829,700	822,700	-0.8%	-2.9%
Civilian Unemployed	47,800	94,200	101,500	+7.7%	+112.3%

## Industry Statistics (San José–Sunnyvale–Santa Clara MSA)

Greatest Change in Employment	March 2008	February 2009	March 2009	Percentage Change	
				Monthly	Annual
<b>Total Nonfarm</b>	<b>917,800</b>	<b>885,100</b>	<b>881,100</b>	<b>-0.5%</b>	<b>-4.0%</b>
Construction	44,200	39,800	38,200	-4.0%	-13.6%
Health Care	74,100	77,000	76,800	-0.3%	+3.6%
Semicon./Electronic Mfg.	47,700	43,500	42,900	-1.4%	-10.1%
Manufacturing	167,300	162,100	160,300	-1.1%	-4.2%
Retail Trade	84,600	79,800	79,100	-0.9%	-6.5%

NOTE: San José-Sunnyvale-Santa Clara MSA (Metropolitan Statistical Area) = Santa Clara and San Benito Counties

Source: California Employment Development Department, LMID

## Labor Force by City (NOVA 7-City Consortium)

	Labor Force			% Change Annual	Employed			% Change Annual	Unemployment Rate	
	March 2008	March 2009	Annual		March 2008	March 2009	Annual		March 2008	March 2009
<b>Santa Clara County</b>	<b>869,600</b>	<b>897,700</b>	<b>+3.2%</b>	<b>824,700</b>	<b>800,500</b>	<b>-2.9%</b>	<b>5.2%</b>	<b>10.8%</b>		
Cupertino	24,400	24,600	+0.8%	23,600	22,900	-3.0%	3.3%	7.1%		
Los Altos	12,800	12,800	0.0%	12,500	12,100	-3.2%	2.6%	5.6%		
Milpitas	31,400	32,500	+3.5%	29,800	28,900	-3.0%	5.3%	11.2%		
Mountain View	41,700	42,400	+1.7%	40,200	39,000	-3.0%	3.7%	7.9%		
Palo Alto	31,700	31,800	+0.3%	30,900	30,000	-2.9%	2.7%	5.9%		
Santa Clara	56,200	57,700	+2.7%	53,600	52,000	-3.0%	4.7%	9.9%		
Sunnyvale	74,900	76,600	+2.3%	71,600	69,500	-2.9%	4.4%	9.3%		
<b>NOVA Workforce Investment Area</b>	<b>273,100</b>	<b>278,400</b>	<b>+1.9%</b>	<b>262,200</b>	<b>254,400</b>	<b>-3.0%</b>	<b>4.0%</b>	<b>8.6%</b>		

NOTE: Totals may not add correctly due to rounding

Source: California Employment Development Department, LMID

## Regional Layoff Activity

Company	WARN**	City	Affected	Cause
Actel Corporation	No	Mountain View	40	RIF
Align Technology	No	Santa Clara	48	RIF
Alza Corporation	No	Mountain View	29	Closure
Circuit City	No	Sunnyvale	48	Closure
Company Confidential	No	Santa Clara	6	RIF
Company Confidential	No	Santa Clara	20	RIF
FedEx Freight	Yes	Santa Clara	5	Closure
Hammerhead Systems	No	Mountain View	60	Closure
Hunter Technology	No	Santa Clara	20	RIF
KLA Tencor	No	Milpitas	1	RIF
Lifescan	Yes	Milpitas	96	RIF
NEC Electronics America, Inc.	Yes	Santa Clara	57	RIF
Nortel Networks	Yes	Santa Clara	100	RIF
Seagate	Yes	Milpitas	18	RIF
Sun Microsystems	Yes	Santa Clara	176	RIF
Wilson Sonsini, Goodrich & Rosati Law	Yes	Palo Alto	80	RIF

## WARN Summary

Individuals Affected YTD †:	6,163 ‡
WARN Current YTD:	83
WARN Previous YTD:	32

\*\* WARN: Worker Adjustment and Retraining Notification (notice of mass layoff or closure)

† YTD: Year to Date (Fiscal year: July 1 - June 30)

‡ Summary Total may not equal sum of monthly numbers due to internal adjustments

NOTE: Layoff data are preliminary and should be considered an estimate of monthly regional activity

Source: NOVA's internal Rapid Response database