

Workforce Review

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

October 2010

Did you know?

California Job Seekers Willing to Switch Industries to Gain Employment

While the State of California continues to look at how to reduce its unemployment rate, a survey released today by Accenture revealed that 91 percent of California residents said they would apply for a job outside of their skill set if they knew that the prospective employer would train them. The survey was conducted to better understand the attitudes and opinions of job seekers residing in the State of California toward their employment status, job search processes and skill sets.

"We find that many companies prefer to hire from the pool of employed persons, which can further contribute to the slow decline in unemployment," said Chris DiGiorgio, California Managing Director for Accenture. "We encourage our clients to think about the 12.4 percent of unemployed Californians as a valuable source of talent and consider opportunities to re-train some of these workers to fill the skills gap many face."

The survey of more than 300 job seekers confirmed that finding a job in California takes 9-12 months on average. In addition, two out of five Californians surveyed (42 percent) said they left their last job by their own choice to pursue other opportunities, while the same percentage (42 percent) report being laid off. "The vast majority (89 percent) of California residents said, however, that they are only looking for jobs within the state of California, which is encouraging as the economy rebounds," said DiGiorgio.

Among Californians who are currently job hunting, the two most popular industries that those surveyed would like to be working in are "education, health and other services" (23 percent) and "professional and business services" (20 percent). The two least popular industries Californians would like to be working in are "manufacturing" (three percent) and "agriculture and mining" (two percent). Only 10 percent surveyed said they were looking for positions in information-based industries.

The study also found Golden State job seekers are unsure about what employers are looking for in a candidate. "Employers need to understand that hiring is no longer about matching job descriptions, it's about matching skills," said David Smith, Managing Director for Accenture's Talent & Organization Performance practice and author of *Workforce Of One: Revolutionizing Talent Management Through Customization*. "In today's economy, in order for employers to be competitive and keep the best talent, they need to get more creative about hiring and retraining."

Source: Wall Street Journal (11/18/10)



Developing a skilled workforce for Silicon Valley

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

Civilian Unemployment Rate	October 2009	September 2010	October 2010	Percentage Point Change	
				Monthly	Annual
San José–Sunnyvale MSA	11.8%	11.2%	10.7%	- 0.5	- 1.1
California	12.0%	12.2%	12.0%	- 0.2	0.0
United States	9.5%	9.2%	9.0%	- 0.2	- 0.5

Civilian Labor Force	October 2009	September 2010	October 2010	Percentage Change	
				Monthly	Annual
San José–Sunnyvale MSA	900,100	907,600	905,300	- 0.3%	+ 0.6%
Civilian Employed	794,100	806,200	808,600	+ 0.3%	+ 1.8%
Civilian Unemployed	106,000	101,500	96,700	- 4.7%	- 8.8%

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

Greatest Change in Employment	October 2009	September 2010	October 2010	Percentage Change	
				Monthly	Annual
Total Nonfarm	847,600	846,500	851,600	+ 0.6%	+ 0.5%
Construction	32,000	30,700	30,100	- 2.0%	- 5.9%
Educational Services	33,000	31,700	34,600	+ 9.1%	+ 4.8%
Employment Services	16,800	19,200	19,300	+ 0.5%	+ 14.9%
Professional Services	159,500	162,600	163,100	+ 0.3%	+ 2.3%
Semiconductor Mfg.	39,600	40,900	41,200	+ 0.7%	+ 4.0%

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 County (San Francisco Bay Area)

	Labor Force			% Change Annual	Employed			% Change Annual	Unemployment Rate	
	October 2009	October 2010	Annual		October 2009	October 2010	Annual		October 2009	October 2010
California	18,173,900	18,225,100	+ 0.3%	15,985,100	16,045,200	+ 0.4 %	12.0%	12.0%		
Alameda	758,400	753,500	- 0.6%	671,900	670,300	- 0.2%	11.4%	11.0%		
Contra Costa	524,700	521,100	- 0.7%	465,200	464,000	- 0.3%	11.3%	11.0%		
Marin	130,900	130,500	- 0.3%	119,900	120,100	+ 0.2%	8.4%	8.0%		
Napa	76,100	75,300	- 1.1%	69,400	68,600	- 1.2%	8.8%	8.9%		
San Francisco	456,100	455,200	- 0.2%	412,200	412,700	+ 0.1%	9.6%	9.3%		
San Mateo	371,400	369,100	- 0.6%	337,200	337,600	+ 0.1%	9.2%	8.5%		
Santa Clara	875,500	880,200	+ 0.5%	772,900	787,000	+ 1.8%	11.7%	10.6%		
Solano	214,300	213,200	- 0.5%	189,300	188,300	- 0.5%	11.7%	11.7%		
Sonoma	258,700	258,400	- 0.1%	232,500	233,400	+ 0.4%	10.1%	9.7%		
San Francisco Bay Area	3,666,100	3,656,500	- 0.3%	3,270,500	3,282,000	+ 0.4%	10.8%	10.2%		

NOTE: Totals may not add correctly due to rounding

Source: California Employment Development Department, LMID

Regional Dislocation Activity

Company	WARN **	City	Affected	Cause
El Camino Hospital	Yes	Mountain View	169	RIF
Furniture 2000	No	Cupertino	7	Closure
Globalstar	No	Milpitas	50	RIF
Lifescan	Yes	Milpitas	27	RIF
Spectra Laboratories	No	Milpitas	2	RIF
VeriSign	Yes	Mountain View	53	RIF
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Event Summary

Individuals Affected YTD †:	818 ‡
Events Current YTD:	29
Events Previous YTD:	46

** 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