

## Which 20 Metros are Gaining and Losing the Most Young Professionals (... and the Reason Why)

During the past decade, talent has become the most important driver of economic vibrancy. Regions such as Austin and Seattle are rock star metros thanks in part to their ability to provide employers with seemingly endless pools of smart young professionals. Having a growing pool of talent is especially important in an era when labor is scarce and more difficult to attract. The US unemployment rate remains near a historic low, and the proportion of Americans who move each year has fallen by approximately 50% over the past 40 years.

In recent years, however, the success of several of the country's most economically dynamic regions has been undermined by quality of life challenges. In San Francisco, the median sales price of a single-family home now tops \$1 million. In one Metro Los Angeles county, 35% of residents commute more than two-hours round trip each day. In Boston, only 13% of residents have a commute that is less than 30 minutes. Soaring home prices and increased traffic congestion in these and other big population centers are pushing a growing number of highly educated workers out to more affordable locales.

Data released by the US Census Bureau [in September] further underscores the reason why affordability matters. In 2018, with few exceptions, the country's most expensive metropolitans experienced a net out-migration of young professionals (age 25-34). This list includes San Francisco, Los Angeles, San Diego, New York City, and Boston. At the same time, regions such as Columbus, Charlotte, Charleston, Greensboro, and Nashville saw notable attraction of talent.

This highlights a distinct opportunity for mid-sized, affordable communities with a high quality of life to become destinations for in-demand talent. By delivering a compelling combination of career opportunities, affordable housing, and reasonable commute times, these communities are taking the stage as the rock stars of years to come.

**2018 Net In-Migration Among Individuals  
Age 25-34 per 10K Residents**

Top 20 (Among 100 Largest Metros)		Net In-Migration Per 10K Residents	2013 Rank	Change In Rank
1	Colorado Springs, CO	90.9	47	46
2	Boise City, ID	68.1	1	-1
3	Tucson, AZ	60.0	8	5
4	Austin, TX	59.1	3	-1
5	Denver, CO	56.5	62	57
6	Seattle, WA	56.4	52	46
7	Nashville, TN	48.0	37	30
8	Spokane, WA	46.1	34	26
9	Raleigh, NC	45.0	2	-7
10	Palm Bay, FL	43.1	84	74
11	Harrisburg, PA	43.0	69	58
12	Ogden, UT	39.5	44	32
13	Augusta, GA	39.1	35	22
14	Stockton, CA	38.5	32	18
15	Greensboro, NC	37.1	43	28
16	Columbus, OH	34.5	25	9
17	Cape Coral, FL	33.1	6	-11
18	Charleston, SC	30.9	33	15
19	Charlotte, NC	30.7	59	40
20	Scranton, PA	27.4	7	-13

source: US Census, Avalanche Consulting

**2018 Net In-Migration Among Individuals  
Age 25-34 per 10K Residents for Most Expensive U.S. Metros**

20 Most Expensive Metros		Net In-Migration Per 10K Residents	2018 Rank	2013 Rank
1	San Francisco, CA	-6.9	65	73
2	Los Angeles, CA	-18.3	79	65
3	Bridgeport, CT	5.0	52	14
4	San Jose, CA	-26.1	86	98
5	San Diego, CA	-5.6	60	88
6	Honolulu, HI	-47.2	97	30
7	New York, NY	-23.0	84	85
8	Boston, MA	-9.1	68	87
9	Sacramento, CA	6.3	48	36
10	Oxnard, CA	-21.5	82	60
11	Baltimore, MD	-12.4	73	77
12	Hartford, CT	-26.2	87	57
13	Providence, RI	0.7	55	46
14	Riverside, CA	25.2	21	20
15	New Haven, CT	-20.7	81	82
16	Stockton, CA	38.5	14	32
17	Seattle, WA	56.4	6	52
18	Fresno, CA	-6.1	62	53
19	Worcester, MA	-33.2	93	91
20	Springfield, MA	18.1	32	29

source: US Census, C2ER Col Index, Avalanche Consulting

UNEMPLOYMENT

Region	September 2018	August 2019	September 2019	Percentage Point Change	
				1 month	12 months
San José–Sunnyvale MSA	2.5%	2.7%	2.2%	- 0.5	- 0.3
San Francisco MD	2.1%	2.2%	1.8%	- 0.4	- 0.3
California	3.9%	4.2%	3.5%	- 0.7	- 0.4
United States	3.6%	3.8%	3.3%	- 0.5	- 0.3

INDUSTRY EMPLOYMENT

Sector — September 2019	San Jose MSA	San Francisco MD	Combined Region	Percentage Change (Combined Region)	
				1 month	12 months
<b>Total Nonfarm</b>	<b>1,159,600</b>	<b>1,188,700</b>	<b>2,348,300</b>	<b>- 0.2%</b>	<b>+ 3.1%</b>
Construction	50,000	48,100	98,100	+ 0.2%	+ 4.8%
Manufacturing	180,100	38,800	218,900	- 0.1%	+ 2.9%
Retail Trade	86,400	78,000	164,400	- 0.2%	- 0.8%
Information	101,300	92,800	194,100	- 1.8%	+ 6.8%
Professional & Business Services	246,700	299,400	546,100	- 0.9%	+ 3.7%
Educational Services	44,300	28,300	72,600	- 1.6%	+ 0.4%
Health Care & Social Assistance	128,100	116,900	245,000	+ 0.4%	+ 3.3%
Leisure & Hospitality	107,700	148,700	256,400	+ 0.4%	+ 2.7%
Government	100,900	133,600	234,500	+ 2.4%	+ 4.1%

Note: San José MSA (San José–Sunnyvale–Santa Clara Metropolitan Statistical Area) = Santa Clara and San Benito Counties  
San Francisco MD (San Francisco–Redwood City–South San Francisco Metropolitan Division) = San Mateo and San Francisco Counties

Source: California Employment Development Department, LMIID

LABOR FORCE & ANNUAL CHANGE

Labor Force by Metropolitan Statistical Area (U.S. High-Tech Regions)

	LABOR FORCE			UNEMPLOYMENT			UNEMPLOYMENT RATE		
	September 2018	September 2019	Change	September 2018	September 2019	Change	September 2018	September 2019	Change
<b>United States</b>	<b>162,055,000</b>	<b>164,039,000</b>	<b>+ 1.2%</b>	<b>5,986,000</b>	<b>5,769,000</b>	<b>- 3.6%</b>	<b>3.7%</b>	<b>3.5%</b>	<b>- 0.2</b>
Austin, TX	1,200,200	1,217,793	+ 1.5%	34,647	31,907	- 7.9%	2.9%	2.6%	- 0.3
Boston, MA	2,799,770	2,820,371	+ 0.7%	78,666	75,480	- 4.1%	2.8%	2.7%	- 0.1
New York City, NY	4,098,400	4,078,200	- 0.5%	157,200	153,400	- 2.4%	3.8%	3.8%	0.0
Seattle, WA	1,692,500	1,728,000	+ 2.1%	55,900	52,300	- 6.4%	3.3%	3.0%	- 0.3
California	19,478,400	19,564,900	+ 0.4%	756,600	688,600	- 9.0%	3.9%	3.5%	- 0.4
San Diego	1,596,800	1,608,100	+ 0.7%	50,000	43,400	- 13.2%	3.1%	2.7%	- 0.4
San Francisco	1,039,500	1,058,700	+ 1.8%	22,200	18,700	- 15.8%	2.1%	1.8%	- 0.3
San José	1,083,700	1,103,000	+ 1.8%	26,900	23,900	- 11.2%	2.5%	2.2%	- 0.3
<i>NOVA Region</i>	<i>798,800</i>	<i>806,800</i>	<i>+ 1.0%</i>	<i>16,900</i>	<i>14,400</i>	<i>- 14.8%</i>	<i>2.1%</i>	<i>1.8%</i>	<i>- 0.3</i>

Note: Totals may not add correctly due to rounding

Source: California Employment Development Department, LMIID

REGIONAL LAYOFF ACTIVITY

September 2019 Events

Company	Location	# Affected
DBI Beverage	South San Francisco	192
Interface Rehab	Burlingame	26
LumaSense Technology	Santa Clara	28
Marvell Semiconductor	Santa Clara	20
ShipBob	South San Francisco	26
Zollner Electronics	Milpitas	19
<b>Total</b>		<b>311</b>

WARN SUMMARY

Events YTD <sup>†</sup> :	21
Individuals Affected YTD:	1,166
Individuals Previous YTD <sup>‡</sup> :	937

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

† **YTD: Year to Date**  
(Program year: July 1–June 30)

‡ **Previous YTD:**  
(Same date range as YTD, one year prior)

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

Source: NOVA's internal Rapid Response database