

# Workforce Review

*A monthly review of labor market statistics and related information for Northern Santa Clara County*

## September 2004

### *Did you know?*

Approximately 96,000 jobs were created in September 2003, which was one of the first months since late 2001 in which the employment market exhibited faint signs of recovery. Sector-based comparisons of job-growth numbers in this decade to those of the 1990s indicate that the retail, education, healthcare, and telecommunications markets in the past year have been among the greatest laggards.

In the 1990s, the annual average gain in retail was 210,000 jobs, whereas currently, retail jobs have only increased by 94,000. Reduced hiring in the education sector can be attributed to the slowdown in growth of K-12 enrollment. The telecom and healthcare markets have been under severe pressure to reduce costs, which has consequently led to their slower return in growth rates. Structural shifts in the economy make the robust job growth of the 1990s unlikely to return anytime soon.

Source: Business Week — October 25, 2004  
[http://www.businessweek.com/magazine/content/04\\_43/b3905046\\_mz011.htm](http://www.businessweek.com/magazine/content/04_43/b3905046_mz011.htm)



*A regional catalyst shaping and influencing the Silicon Valley workforce investment system to promote economic opportunity and shared prosperity.*

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## September 2004

Civilian Unemployment Rate	September 2003 (Actual)	August 2004 (Revised)	September 2004 (Preliminary)	Percentage Change	
				8/04-9/04	9/03-9/04
Santa Clara County	7.9%	5.6%	5.5%	-0.1%	-2.4%
California	6.4%	5.8%	5.7%	-0.1%	-0.7%
United States	5.8%	5.4%	5.1%	-0.3%	-0.7%

  

Civilian Labor Force	September 2003 (Actual)	August 2004 (Revised)	September 2004 (Preliminary)	Percentage Change	
				8/04-9/04	9/03-9/04
Santa Clara County Total	907,500	874,900	866,800	-0.9%	-1.9%
Civilian Employed	838,700	825,900	819,300	-0.8%	+0.7%
Civilian Unemployed	68,600	49,000	47,500	-3.1%	-31.8%

  

Where the Jobs Are	September 2003 (Actual)	August 2004 (Revised)	September 2004 (Preliminary)	Percentage Change	
				8/04-9/04	9/03-9/04
Santa Clara Co. Nonfarm	846,900	839,200	839,600	0.0%	-0.9%
Goods Producing	214,100	212,100	211,200	-0.4%	-1.4%
Manufacturing	173,400	172,500	171,600	-0.5%	-1.0%
Service Providing	632,800	627,100	628,400	+0.2%	-0.7%
Prof. & Bus. Services	164,200	160,100	161,000	+0.6%	-1.9%
Government	90,800	87,300	88,400	+1.3%	-2.6%

Source: California Employment Development Department, LMID

Labor Force by City (NOVA Region)	Labor Force	Unemployment Rate (8/04)	Unemployment Rate (9/04)	Percentage of County's Labor Force
<b>Santa Clara County</b>	<b>866,800</b>	<b>5.5%</b>	<b>5.5%</b>	<b>100.0%</b>
Cupertino	24,620	3.2%	3.2%	2.8%
Los Altos	14,390	3.4%	3.4%	1.7%
Milpitas	28,080	5.7%	5.7%	3.2%
Mountain View	44,060	3.8%	3.8%	5.1%
Palo Alto	33,690	2.8%	2.8%	3.9%
Santa Clara	58,430	5.2%	5.2%	6.7%
Sunnyvale	73,860	4.7%	4.7%	8.5%
<b>NOVA Workforce Investment Area</b>	<b>277,130</b>	<b>4.3%</b>	<b>4.3%</b>	<b>32.0%</b>

Source: California Employment Development Department, LMID

### NOVA Rapid Response Activity – September 2004

Company	WARN *	City	# Affected	Cause
Humane Society Silicon Valley	No	Santa Clara	7	RIF
Nokia	Yes	Mountain View	6	RIF
Phillips	No	Milpitas	10	RIF
Pinnacle Systems	-	-	-	RIF
Roxio	No	Santa Clara	-	RIF
Solectron	No	Milpitas	-	RIF
Space Systems Loral	No	Palo Alto	100	RIF
Stanford University Medical Center	Yes	Palo Alto	66	RIF

**189+**

### Summary

 Individuals  
Affected YTD<sup>†</sup>: 895+<sup>‡</sup>

 WARN  
Current YTD: 4

 WARN  
Previous YTD: 17

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

<sup>†</sup> YTD : Year to Date — Refers  
to fiscal year (July 1-June 30)

<sup>‡</sup> Cumulative total may not equal  
sum of monthly numbers due to  
internal adjustments