

EconoVue Snapshot

Silicon Valley, 2011

-Overview-

- San Mateo County
- Santa Clara County
- Santa Cruz County
- Southern Alameda County

Silicon Valley Snapshot: Overview

Silicon Valley Overview

Local Area Profile

Silicon Valley is located in the southern portion of the San Francisco Bay Area and is composed of 3-1/2 of the 9 Bay Area counties and 41 of the 100 Bay Area cities. These counties include San Mateo, Santa Clara, Santa Cruz and the southern part of Alameda county. Dominant sectors include those associated with the design, development and manufacture of computer components and systems.

The area has experienced significant job losses during the recession years, but during the past year, has shown a modest recovery across 75% of industry sectors.



Silicon Valley Snapshot: Overview

Silicon Valley Highlights

Past Year: Recovery

- Overall, EconoVue's Dun and Bradstreet® database shows that Silicon Valley saw a modest 2.7% gain in employment from 2010 to 2011. Here's how this breaks down:
- The Good News: 22 sectors showed positive growth of 5.3% in employment between 2010 and 2011, comprising 74% of all jobs in the Valley. What's more, 8 of the largest 10 employment sectors (comprising 78% of Valley employment) all experienced positive growth. These 8 sectors include professional services, retail, health care, public admin/education, administrative/business services, construction, services and information-based.
- The Bad News: 6 sectors experienced a 3.8% decline in employment between 2010 and 2011. These sectors comprise 26% of all jobs in Silicon Valley. These sectors include: manufacturing, wholesale, eating/drinking, warehousing, clean/green and utilities.

Source: EconoVue Services 10-2011

Silicon Valley Snapshot: Overview

Silicon Valley Highlights

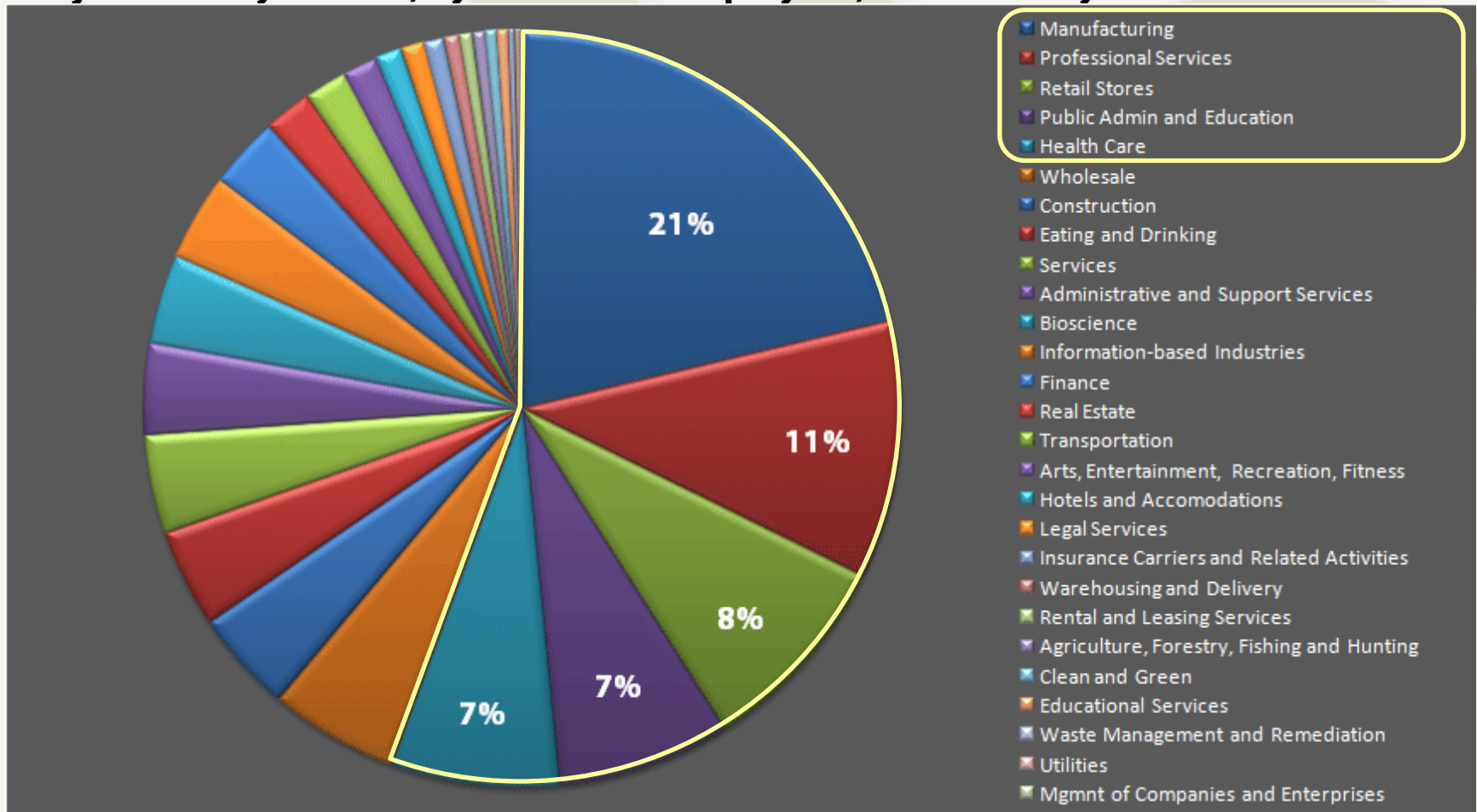
Past Five Years: Major Job Losses

- Looking back to 2006, however, the picture is much less rosy. The Valley has 16.5% fewer jobs than it did 5 years ago. The majority (58.7% or almost 200,000) of the lost jobs were in the manufacturing and professional services sectors.
- Only one sector, Administrative/Business Services, bucked the trend during this same time, growing by 55%, adding 38,000 new jobs to the economy. These new companies are small in size, comprised of the self-employed and sole proprietors, with most being home-based businesses. It is important to note that due to the small size of these businesses, it is likely that they do not run payroll and thus this employment is not being counted by other databases that use payroll data.

Silicon Valley Snapshot: Overview

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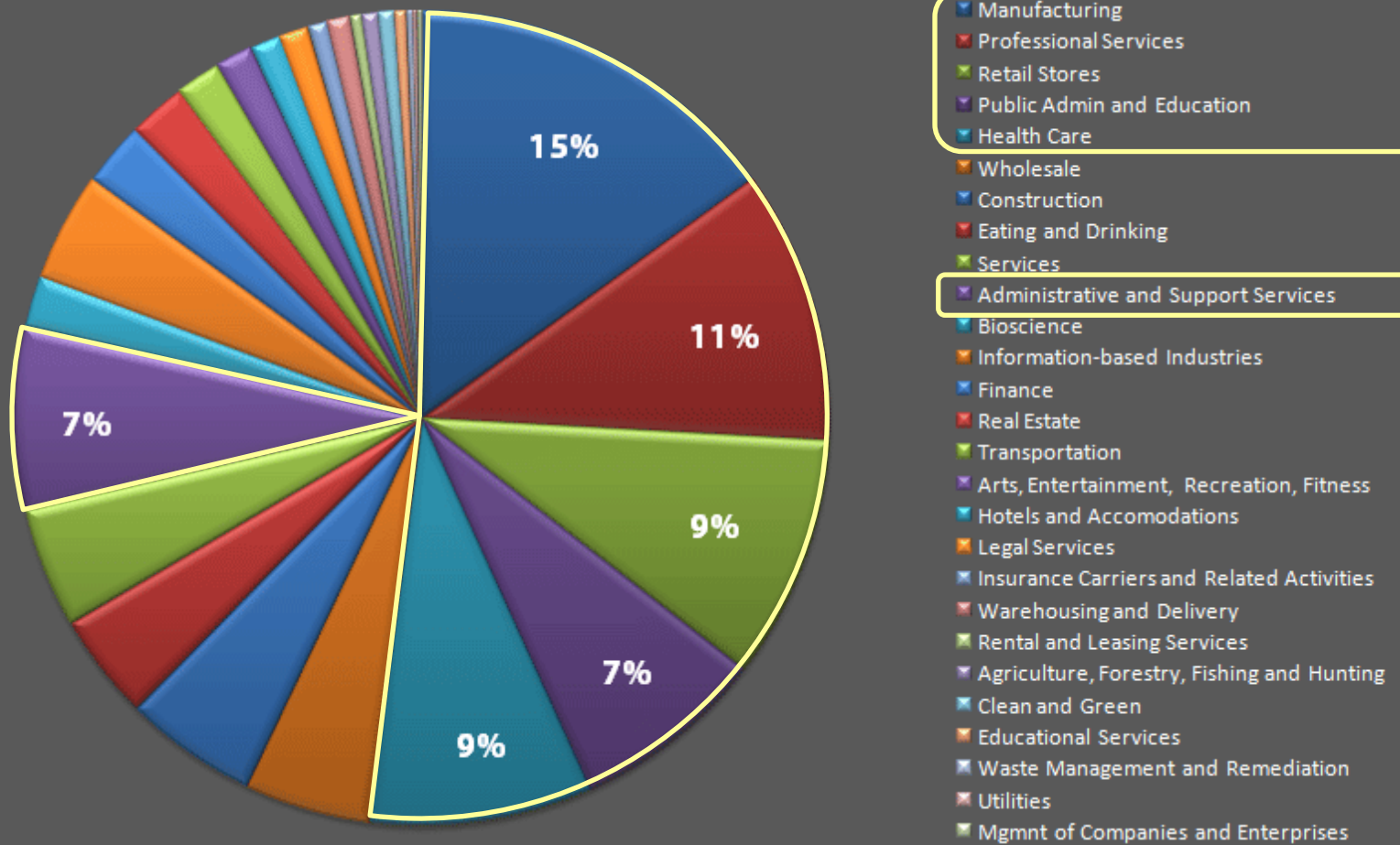
Major Industry Sectors, by Number of Employees, Silicon Valley: 2006



Source: EconoVue Services 10-2011

Silicon Valley Snapshot: Overview

Major Industry Sectors, by Number of Employees, Silicon Valley: 2011

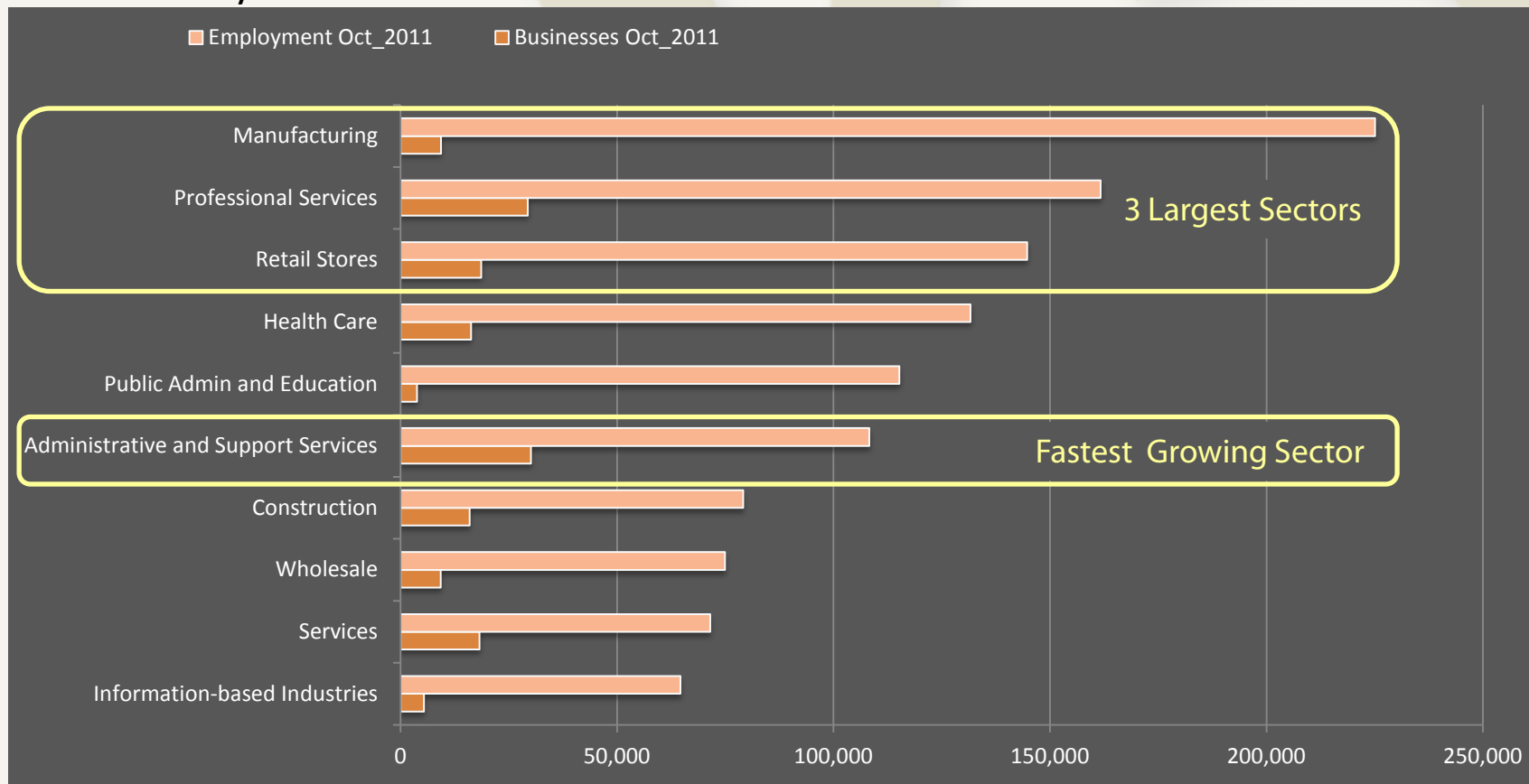


Source: EconoVue Services 10-2011

Silicon Valley: Top Ten Employment Sectors

Economy

Top Ten Industry Sectors by number of Employees and Businesses: 2011 Silicon Valley

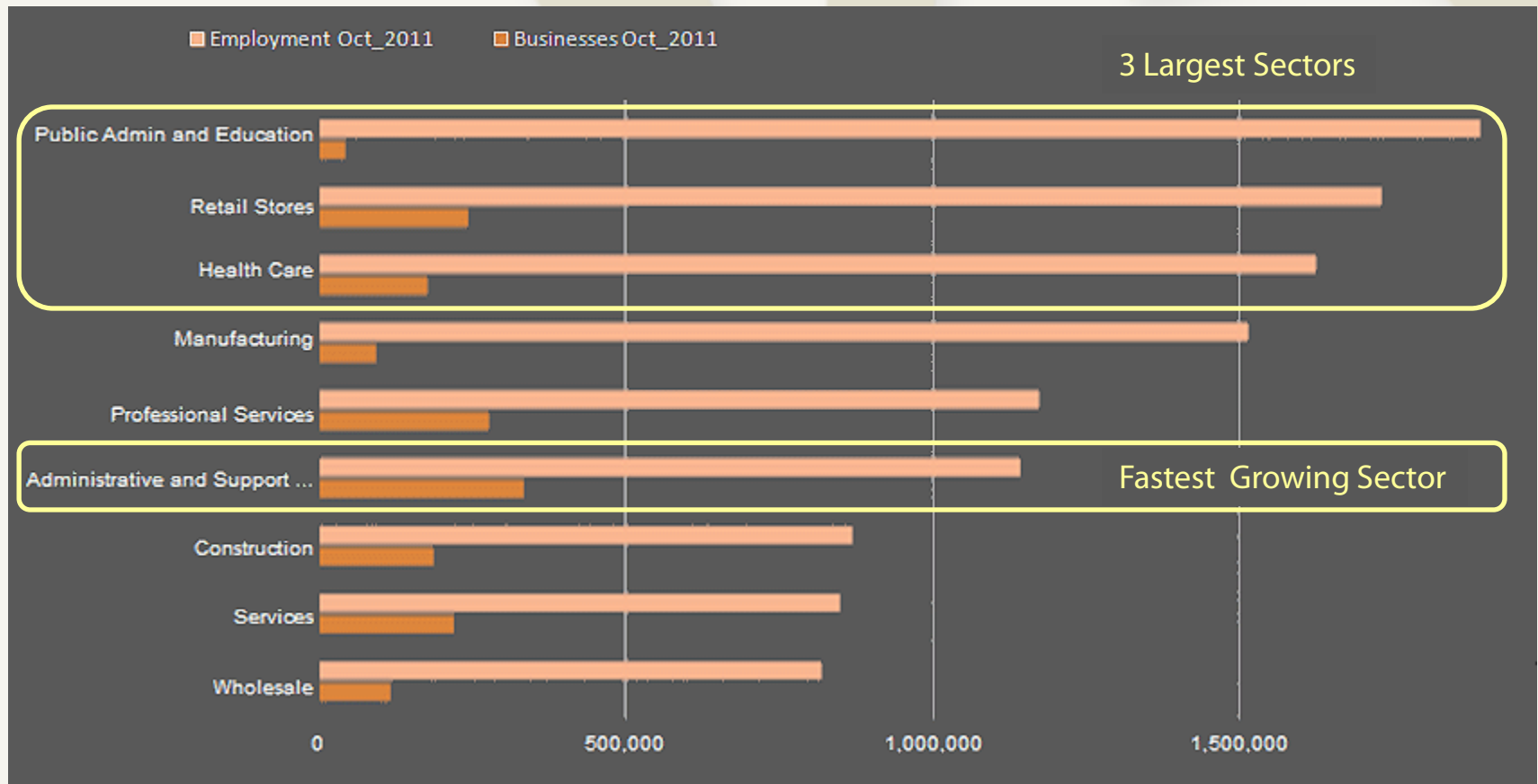


Source: EconoVue Services 10-2011

California: Top Ten Employment Sectors

Economy

Top Ten Industry Sectors by number of Employees and Businesses: 2011 California



Source: EconoVue Services 10-2011

Data Sources

- EconoVue Services (www.econovue.com), featuring Dun & Bradstreet 2009-2011, and National Establishment Time Series, 1990-2008