

San Jose Economic Indicators

Office of Economic Development

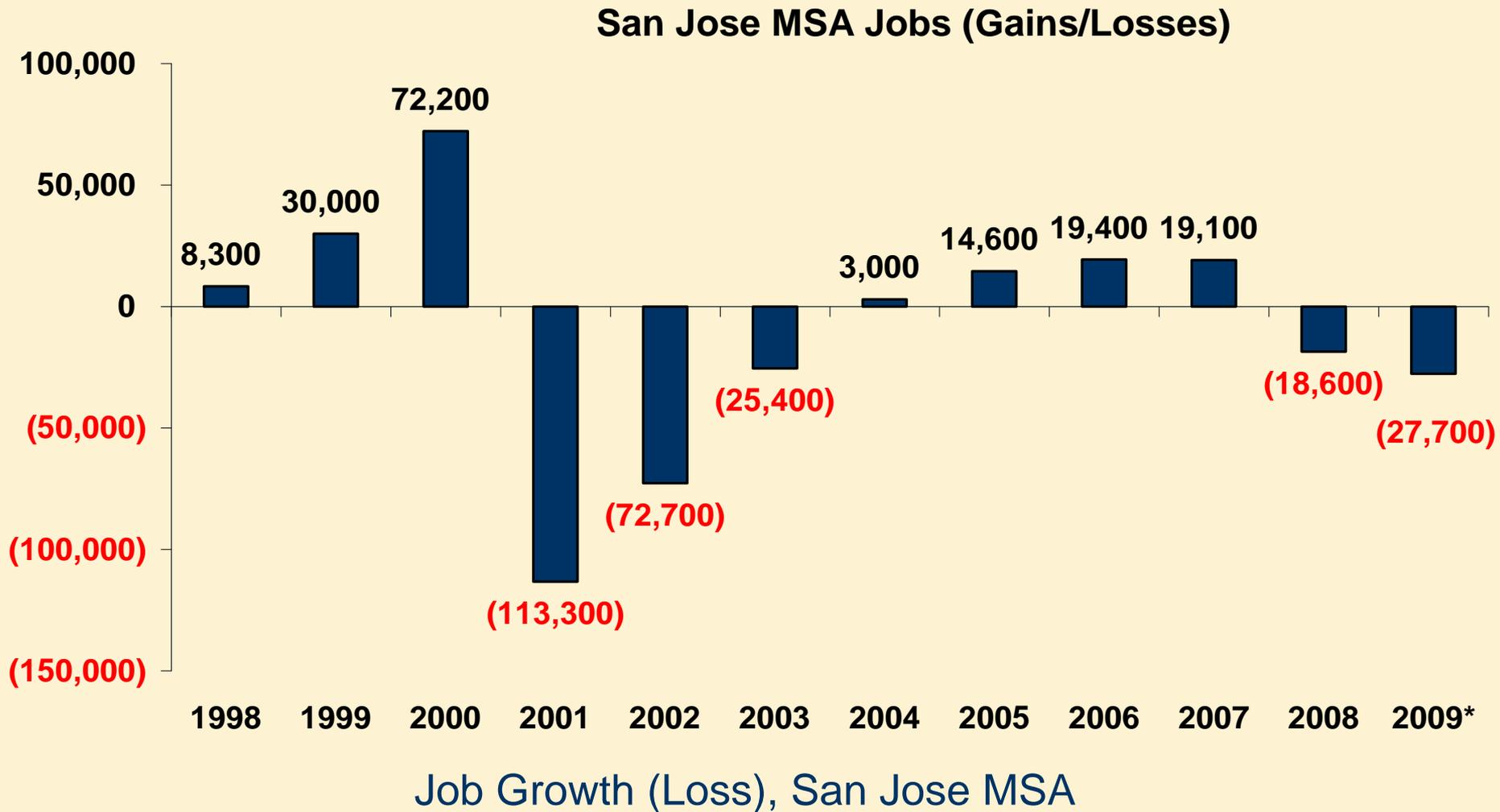
June 2009

I. Core Indicators

II. Data Preview: ED Strategy Update

III. National Rankings

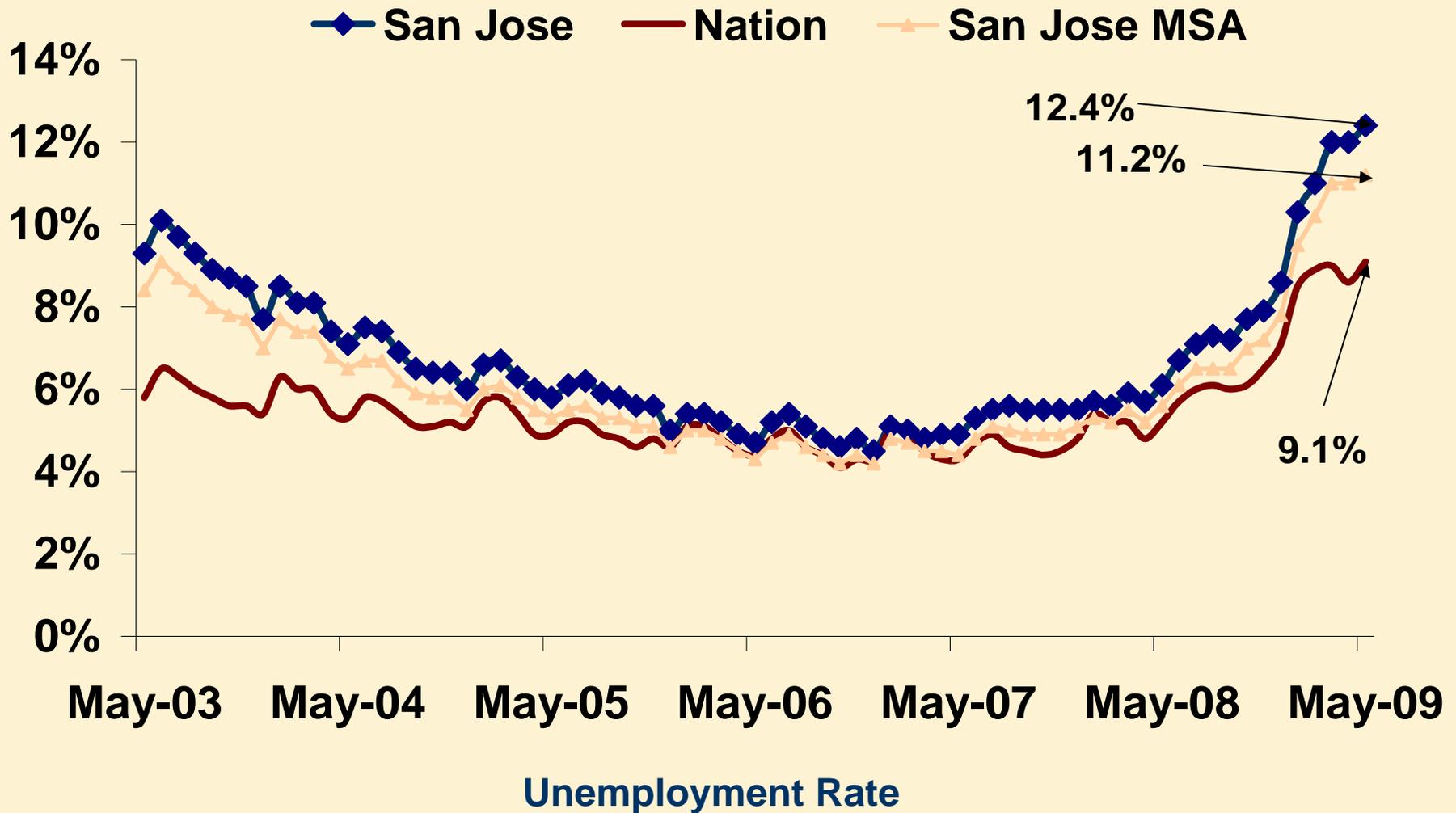
27,700 JOBS LOST THIS YEAR



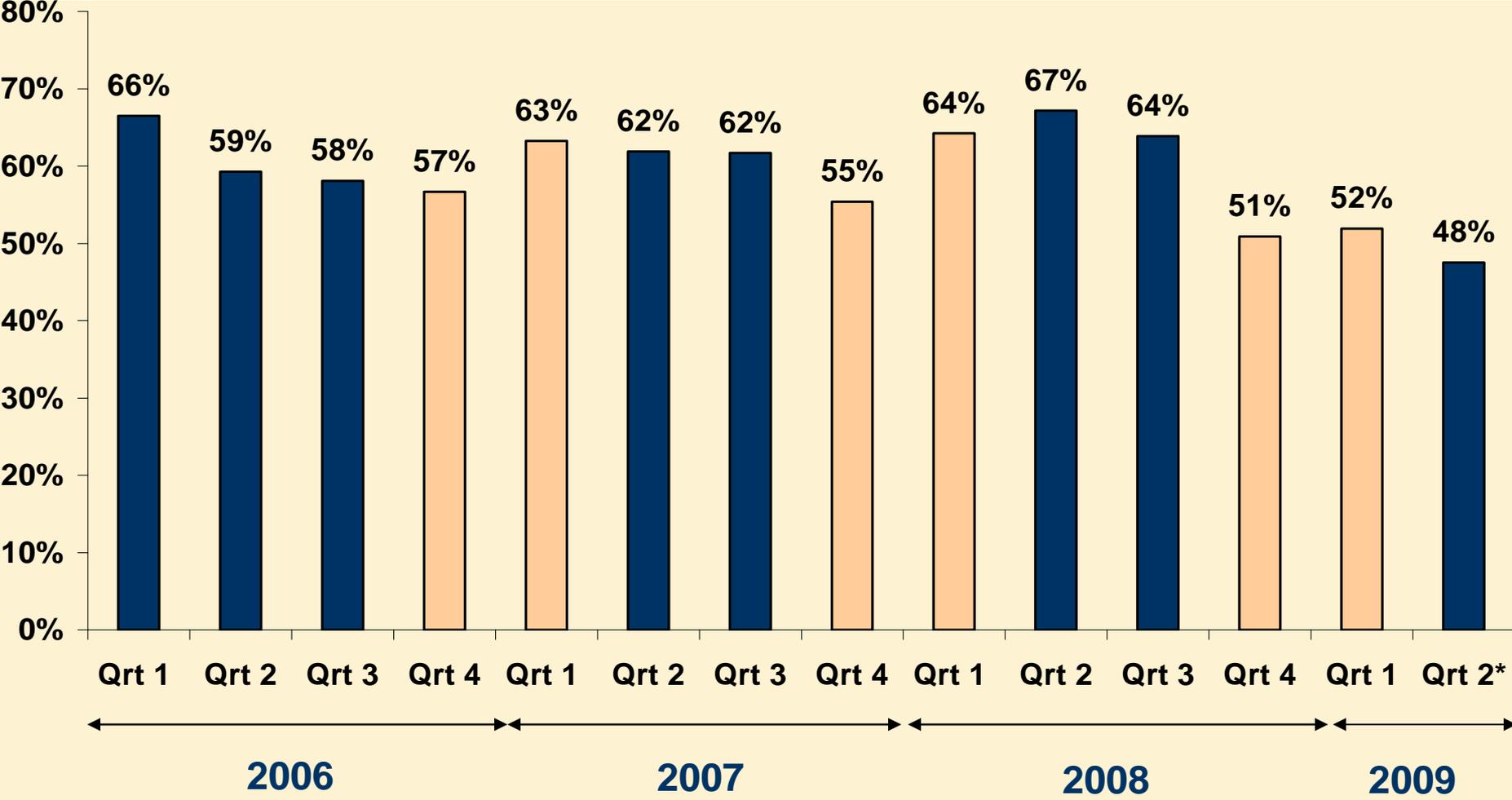
* Through May 2009

Source: EDD

SJ JOBLESS EDGES UP TO 12.4%



HOTEL OCCUPANCY DROPS BELOW 50%

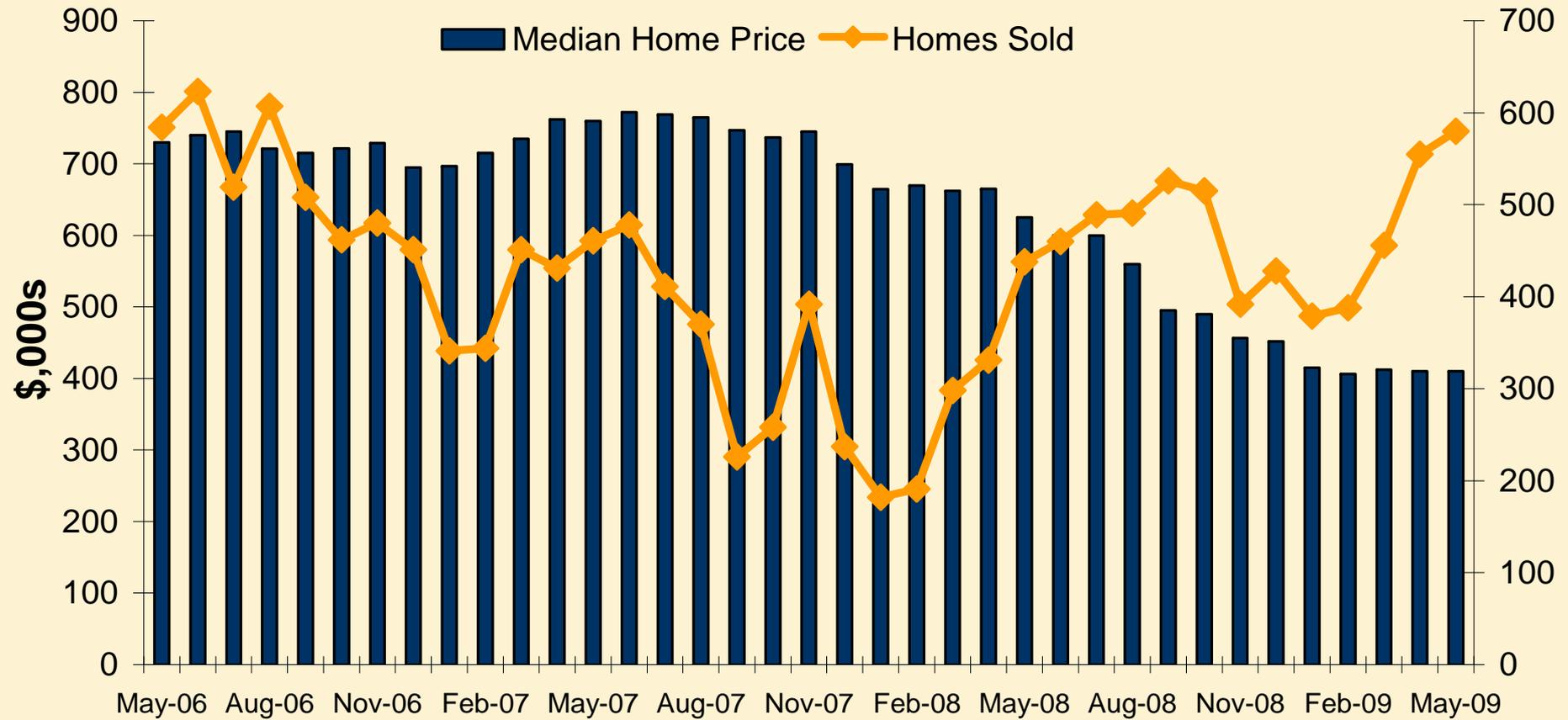


Hotel Occupancy, San Jose

* April 2009 Only

Source: San Jose Convention & Visitors Bureau, Calendar Year

HOME SALES REBOUNDED, MEDIAN HOME PRICES LEVELING OFF

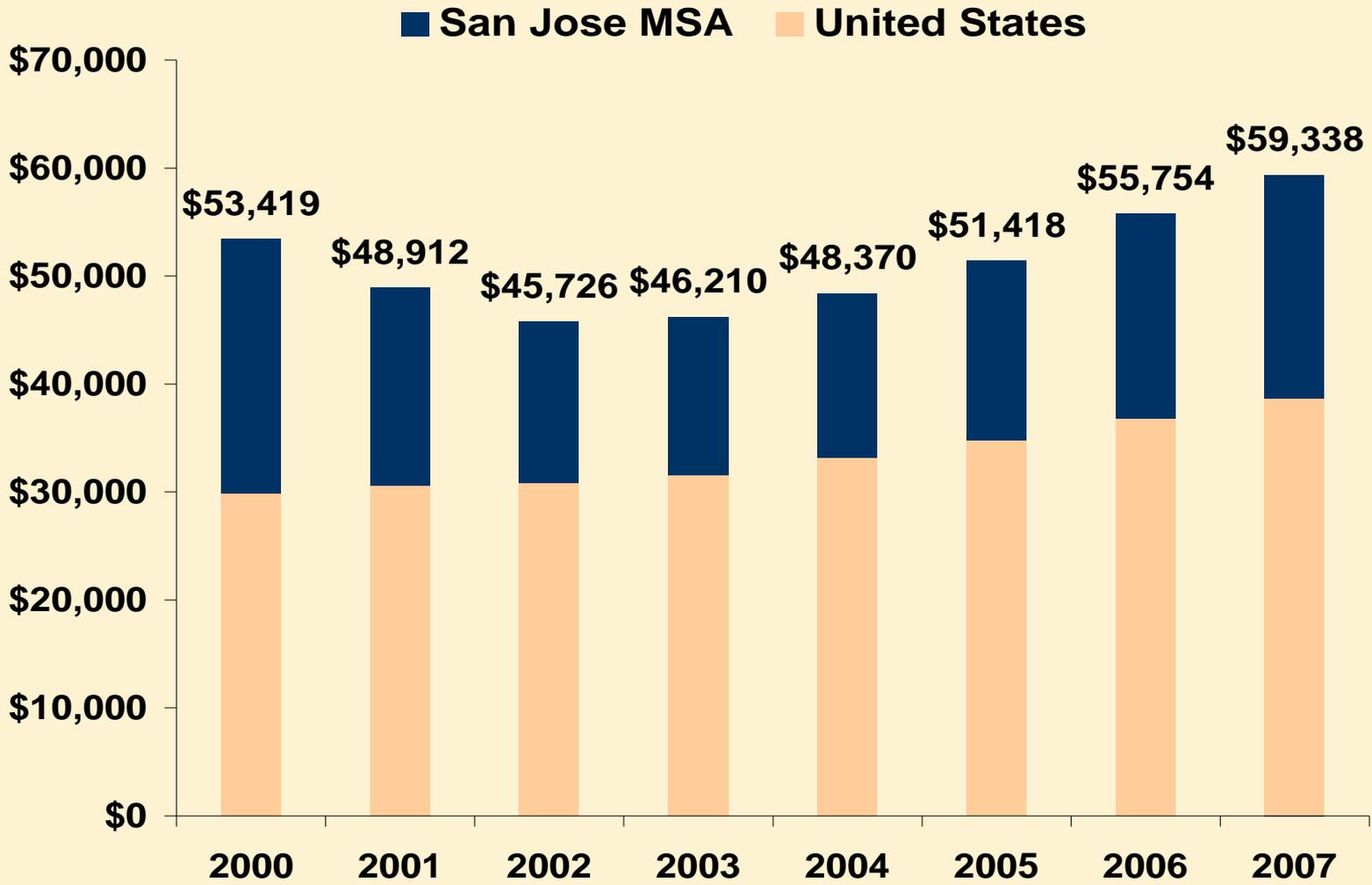


Single Family Homes, San Jose

Source: Santa Clara County Association of Realtors

II. Data Preview: ED Strategy Update

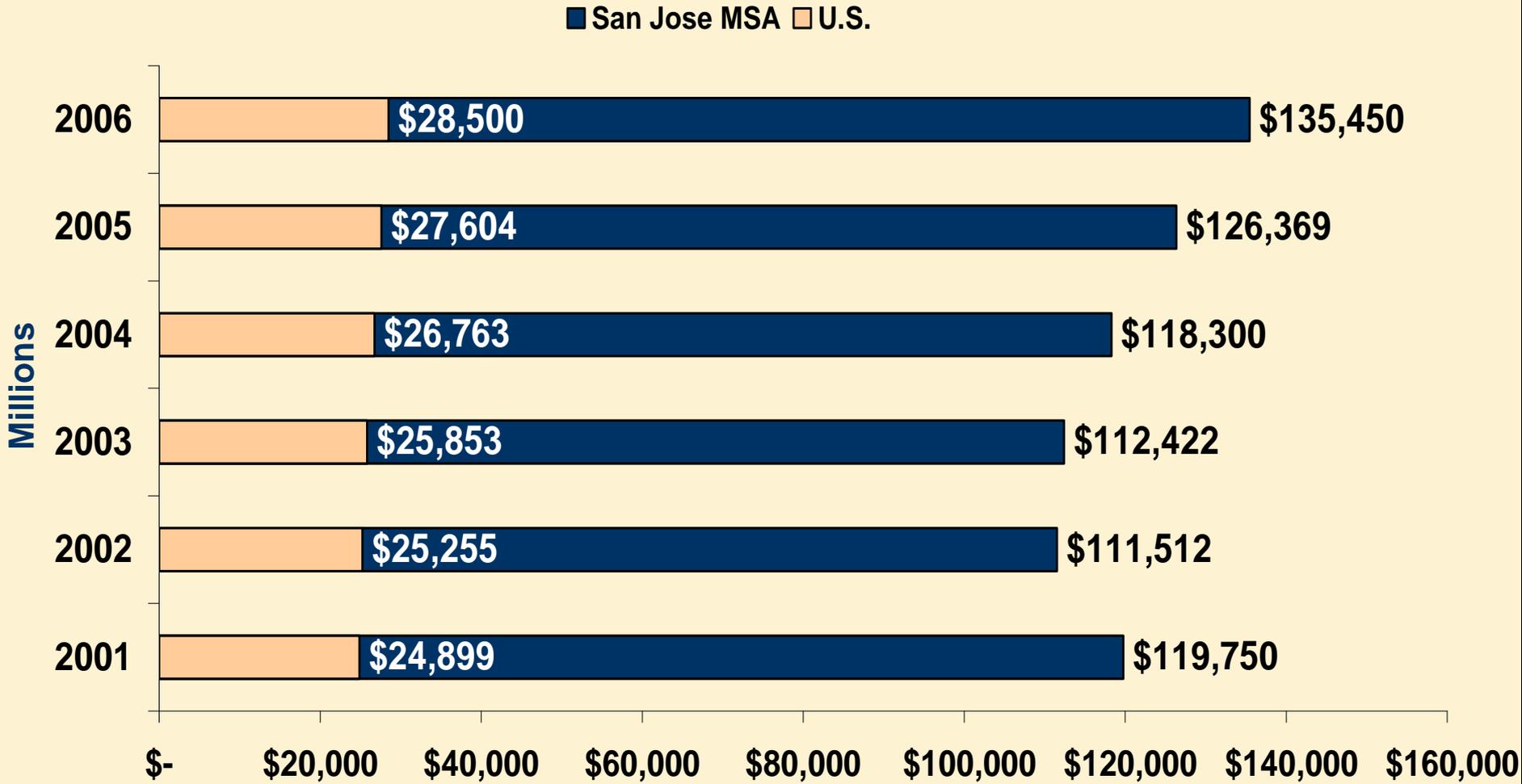
GROWING ECONOMY: SAN JOSE'S PER CAPITA INCOME GROWS



Per Capita Income, San Jose MSA

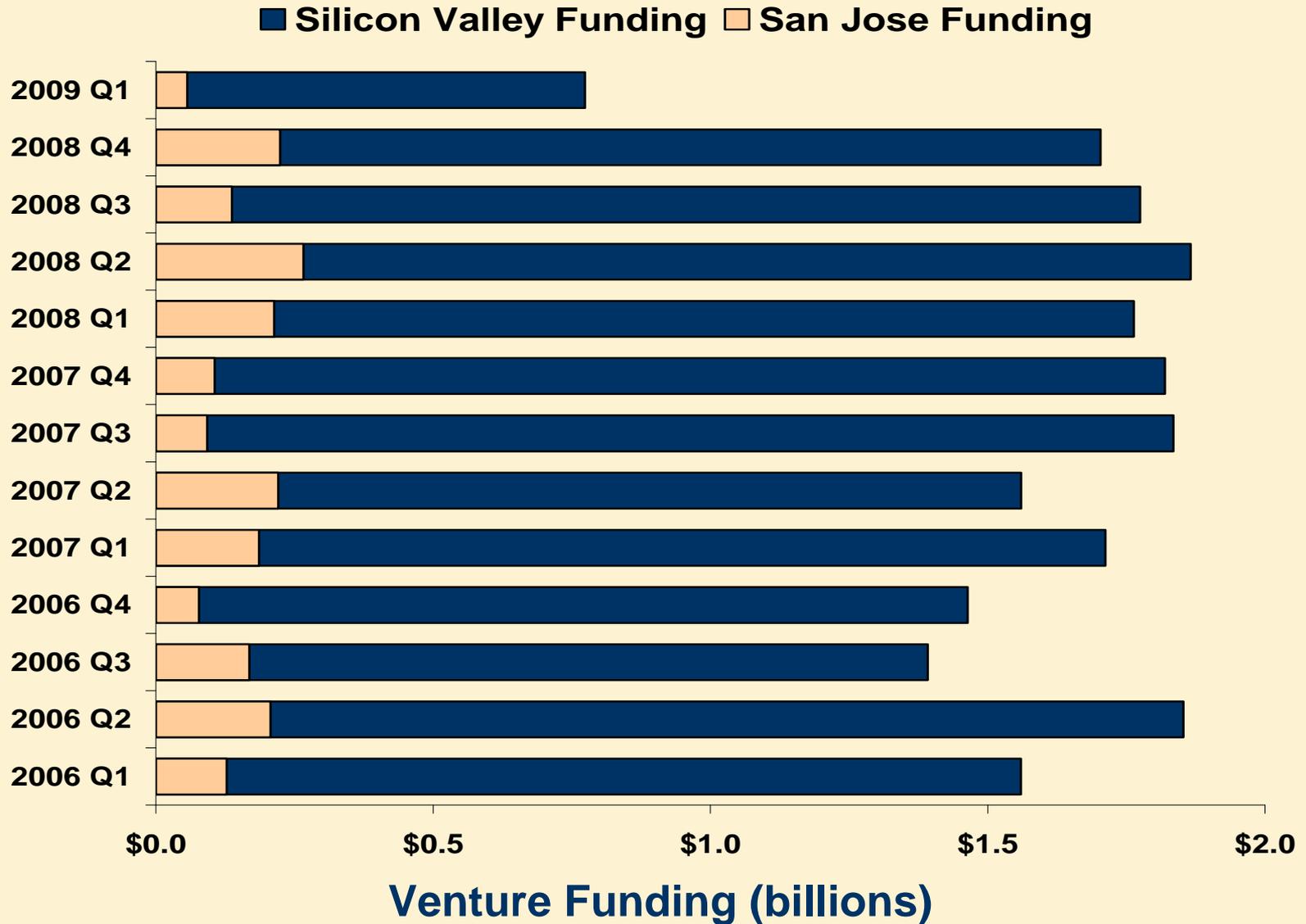
Source: Current Dollars, Bureau of Economic Analysis (BEA)

GROWING ECONOMY: SAN JOSE GENERATES 4 TIMES MORE OUTPUT THAN AVERAGE U.S. MSA



San Jose MSA Gross Domestic Output

SOURCES OF ECONOMIC GROWTH: VC FUNDING FELL SHARPLY Q1 2009



Source: Mercury News

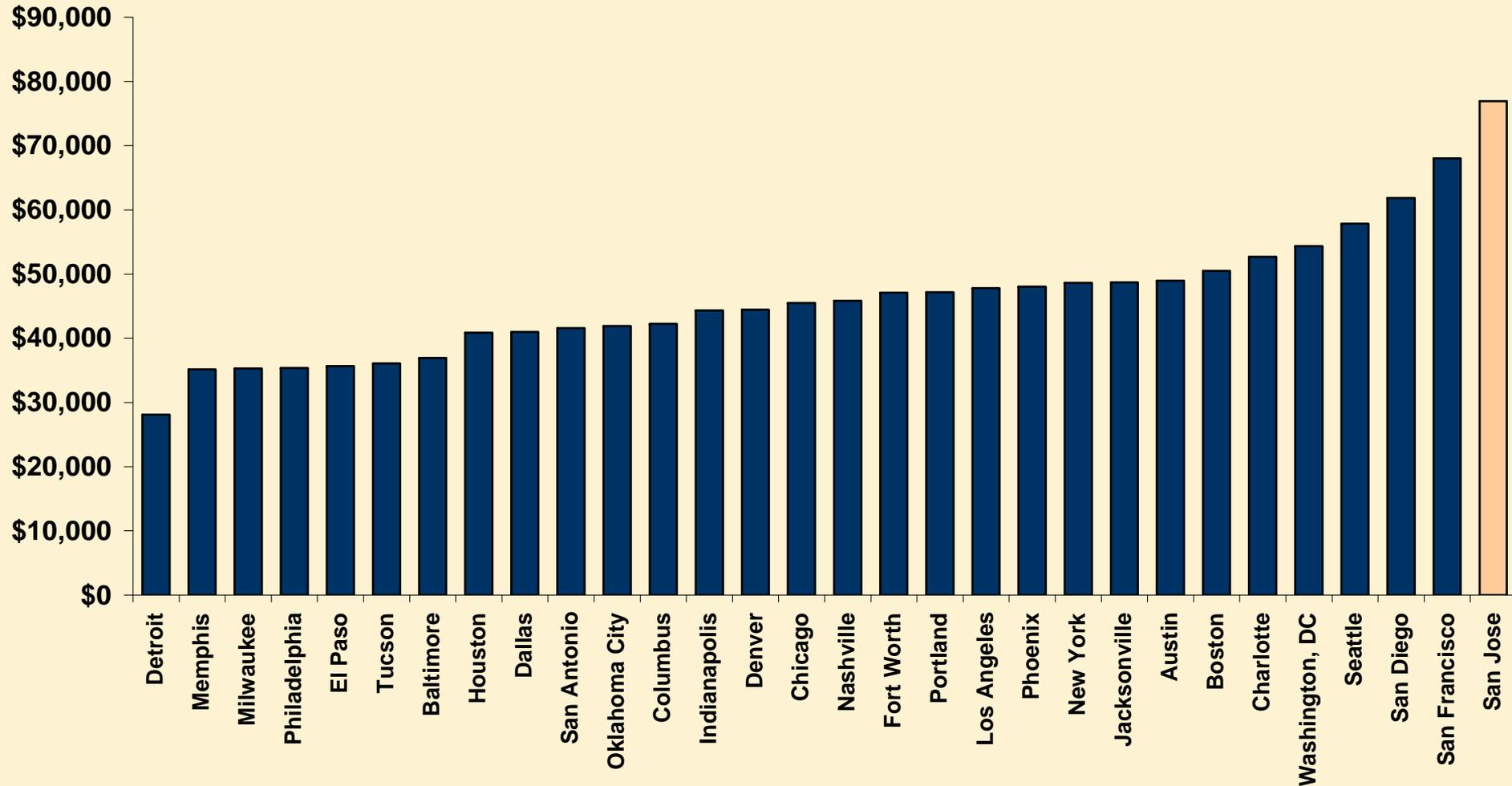


SOURCES OF ECONOMIC GROWTH: SAN JOSE LEADS SILICON VALLEY CITIES IN LARGE-CAP COMPANIES

# of Companies	City
11	San Jose
9	Santa Clara
7	Sunnyvale
6	Palo Alto
5	Mountain View
5	Milpitas
3	Redwood City
2	Cupertino
2	Foster City
1	Los Gatos

Companies with market cap over \$1 billion

ECONOMIC PROSPERITY: MEDIAN INCOME HIGHEST IN NATION AMONG LARGE CITIES



Median Household Income-2007

Source: Census Bureau, American Community Survey 2007

SOURCES OF REVENUE: SAN JOSE REMAINS UNDER-RETAILED

Year	% Under-Retailed	Sales Tax “Lost”
2007	21%	\$23.5 million
2006	19%	\$21.3 million
2005	19%	\$20.1 million
2004	19%	\$18.3 million
2001	24%	\$15.9 million

San Jose residents are taking their purchasing power to other adjacent cities

SOURCES OF PROSPERTIY: 7 OF 10 CATEGORIES REQUIRE OJT

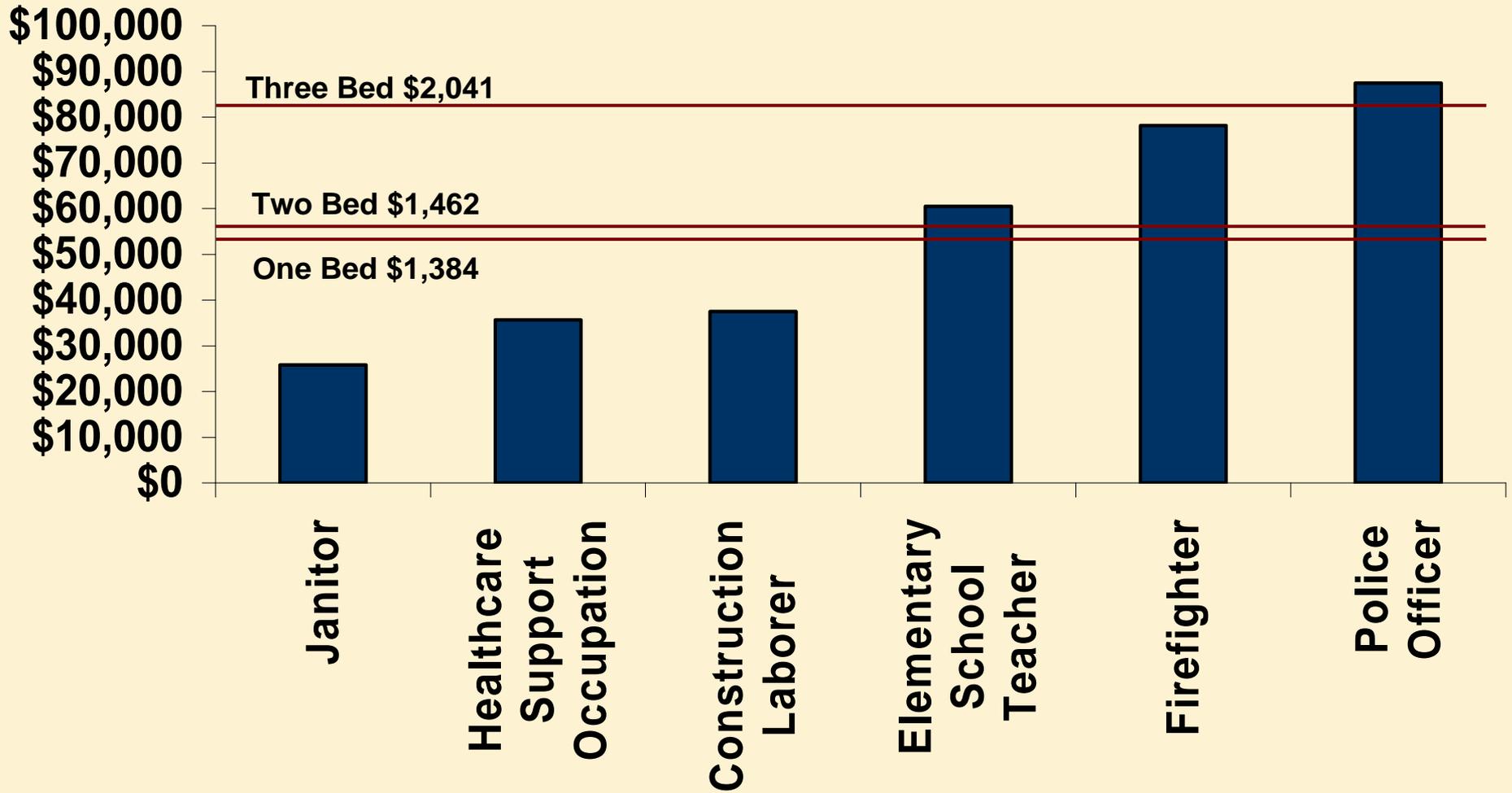
	Job Openings	Wages and Training	
		Median Annual	Education & Training Required
Retail Salespersons	11,950	\$22,164	Short-Term On-the-Job Training
Computer Software Engineers, Applications	10,000	\$107,213	Bachelor's Degree
Waiters and Waitresses	7,980	\$17,768*	Short-Term On-the-Job Training
Cashiers	7,980	\$20,878	Short-Term On-the-Job Training
Computer Software Engineers, Systems Software	6,250	\$112,115	Bachelor's Degree
Customer Service Rep	5,030	\$41,925	Moderate-Term On-the-Job Training
Personal and Home Care Aide	4,910	\$23,117	Short-Term On-the-Job Training
Registered Nurses	4,730	\$99,543	Associate Degree
Janitors and Cleaners	4,700	\$23,209	Short-Term On-the-Job Training
Counter Attendants, Cafeteria	4,390	\$18,424	Short-Term On-the-Job Training

San Jose Area, 2006-2016 Employment Projection (Absolute Growth)

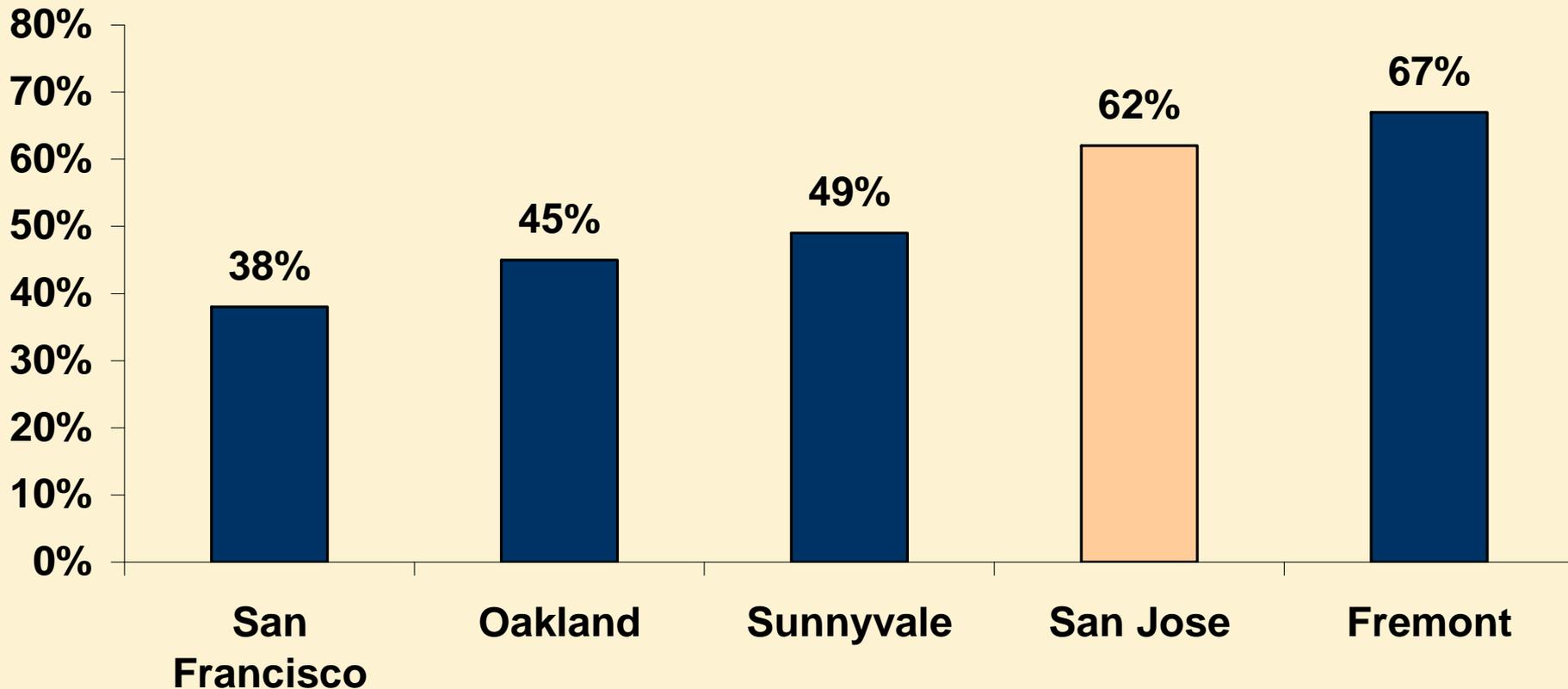
•Wages do not reflect any gratuity

•Source: EDD

WORLD CLASS PLACE: RENTAL RATES REMAIN OUT OF REACH FOR MANY OCCUPATIONS



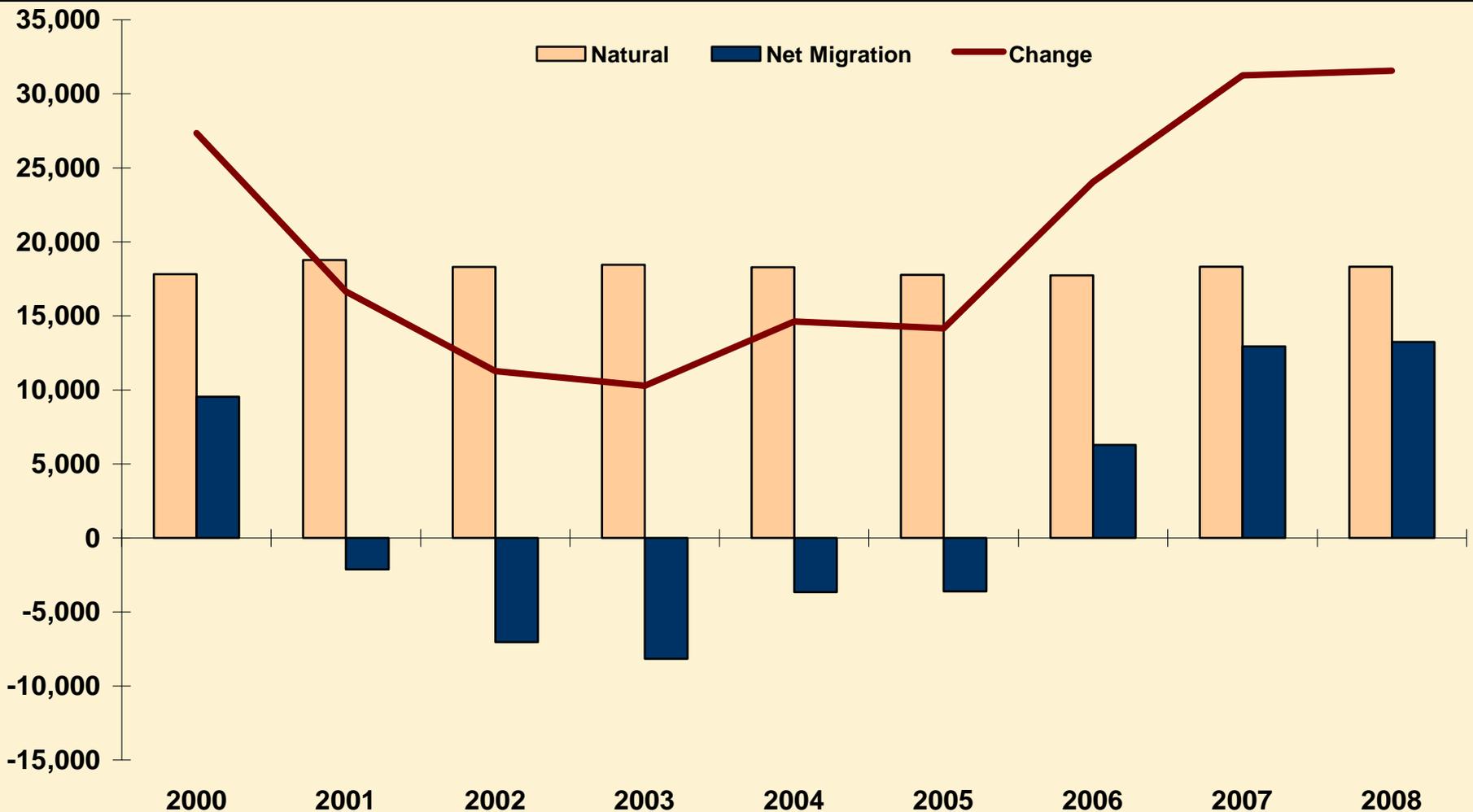
WORLD CLASS PLACE: HOMEOWNERSHIP RATES IN SJ, 2ND HIGHEST AMONG LARGE BAY AREA CITIES



Homeownership Rates



EXCEPTIONAL WORKFORCE: IMMIGRATION AND NATURAL INCREASE DRIVE POPULATION GROWTH

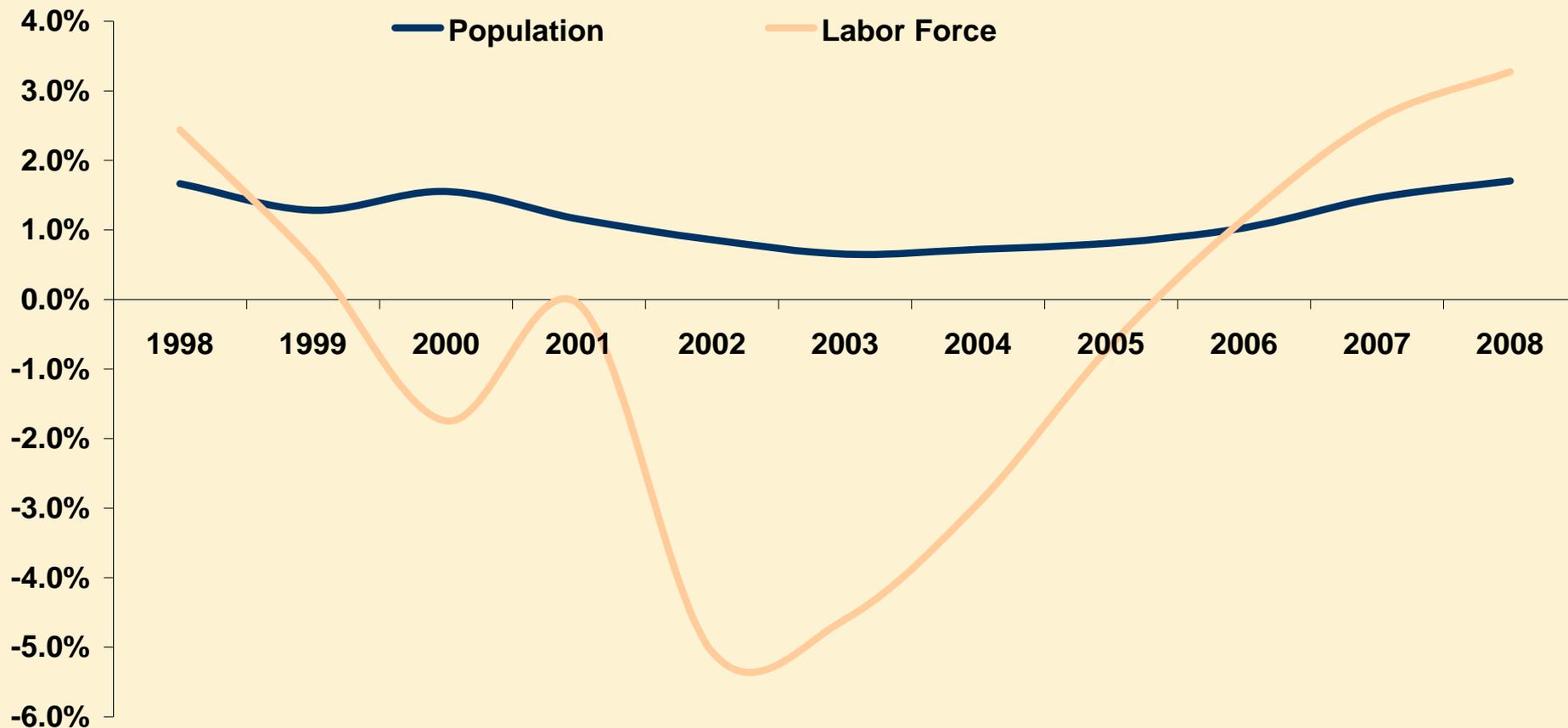


Santa Clara County Population Growth

Source: CA Department of Finance



EXCEPTIONAL WORKFORCE: POPULATION GROWTH STEADIES, LABOR FORCE FLUCTUATES



Growth Rates, San Jose MSA

III. National Rankings

SAN JOSE AREA, LARGEST AND MOST INFLUENTIAL HIGH-TECH CENTER IN THE WORLD

2007 Rank	2003 Rank	Metro Area	Total High Tech Score
1	1	San Jose - Sunnyvale-Santa Clara, CA	100.0
2	3	Seattle-Bellevue-Everett, WA	46.4
3	2	Cambridge-Newton-Framingham, MA	45.2
4	5	Washington-Arlington-Alexandria, DC-VA-MD-WV	41.8
5	4	Los Angeles-Long Beach-Glendale, CA	40.2
6	6	Dallas-Plano-Irving, TX	21.8
7	7	San Diego-Carlsbad-San Marcos, CA	19.3
8	11	Santa Ana-Anaheim-Irvine, CA	17.7
9	9	New York-White Plains-Wayne, NY-NJ	16.8
10	8	San Francisco-San Mateo-Redwood City, CA	16.1

Ranking of high-tech centers in the U.S

SAN JOSE- BEST SPOT TO START A CLEANTECH COMPANY

Rank	Metro Area
1	San Jose
2	Boston
3	Austin
4	San Francisco
5	Seattle
6	Portland
7	Denver



SAN JOSE IS 6TH IN OUTDOOR RECREATION AND INDOOR ENTERTAINMENT

Rank	Metro Area
1	Seattle
2	Minneapolis-St. Paul
3	San Francisco
4	Chicago
5	Washington DC
6	San Jose
7	Los Angeles
8	Boston
9	San Diego
10	New York

Metropolitan Statistical Area