

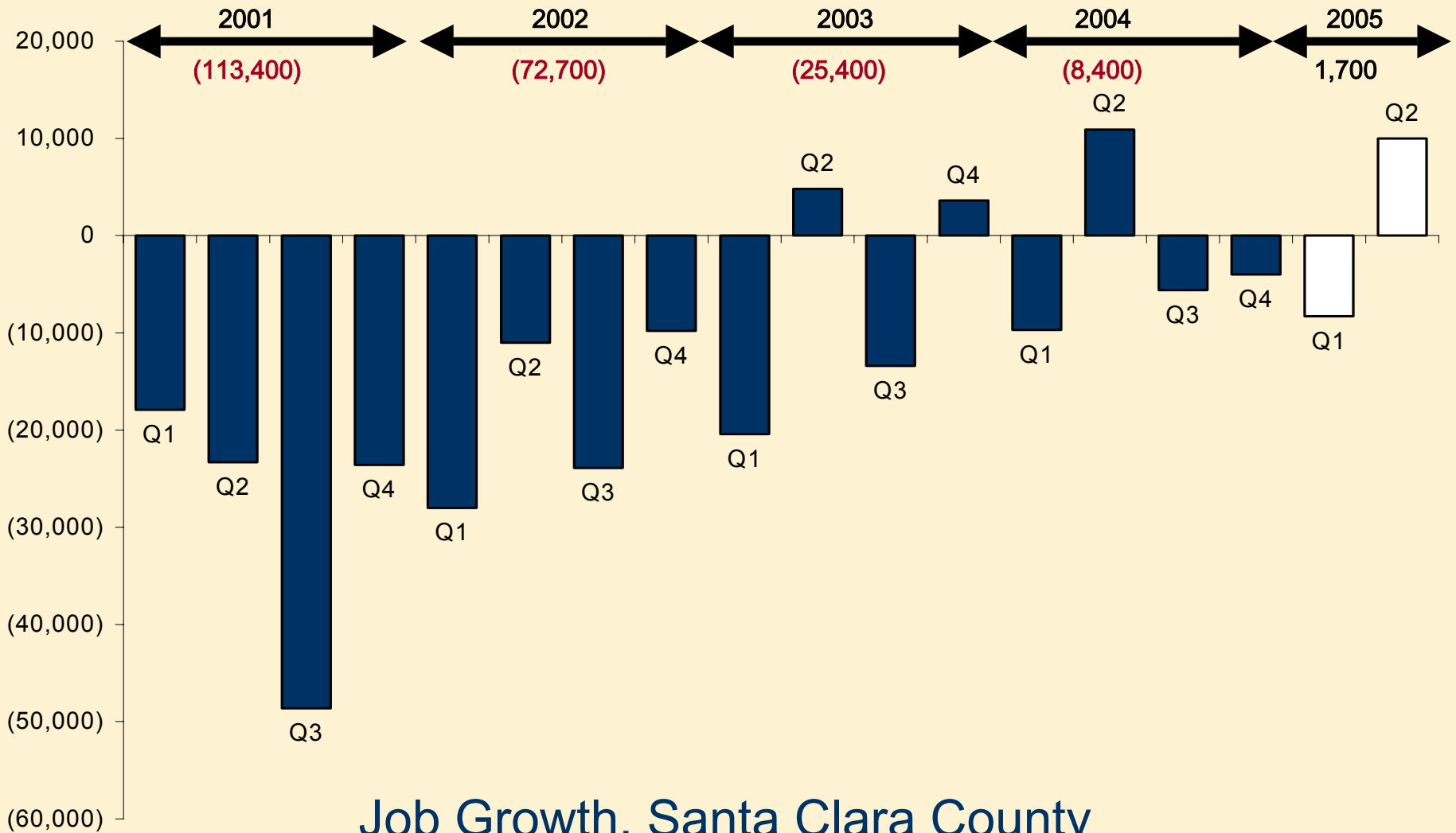
# **Economic and Demographic Indicators**

**Office of Economic Development**

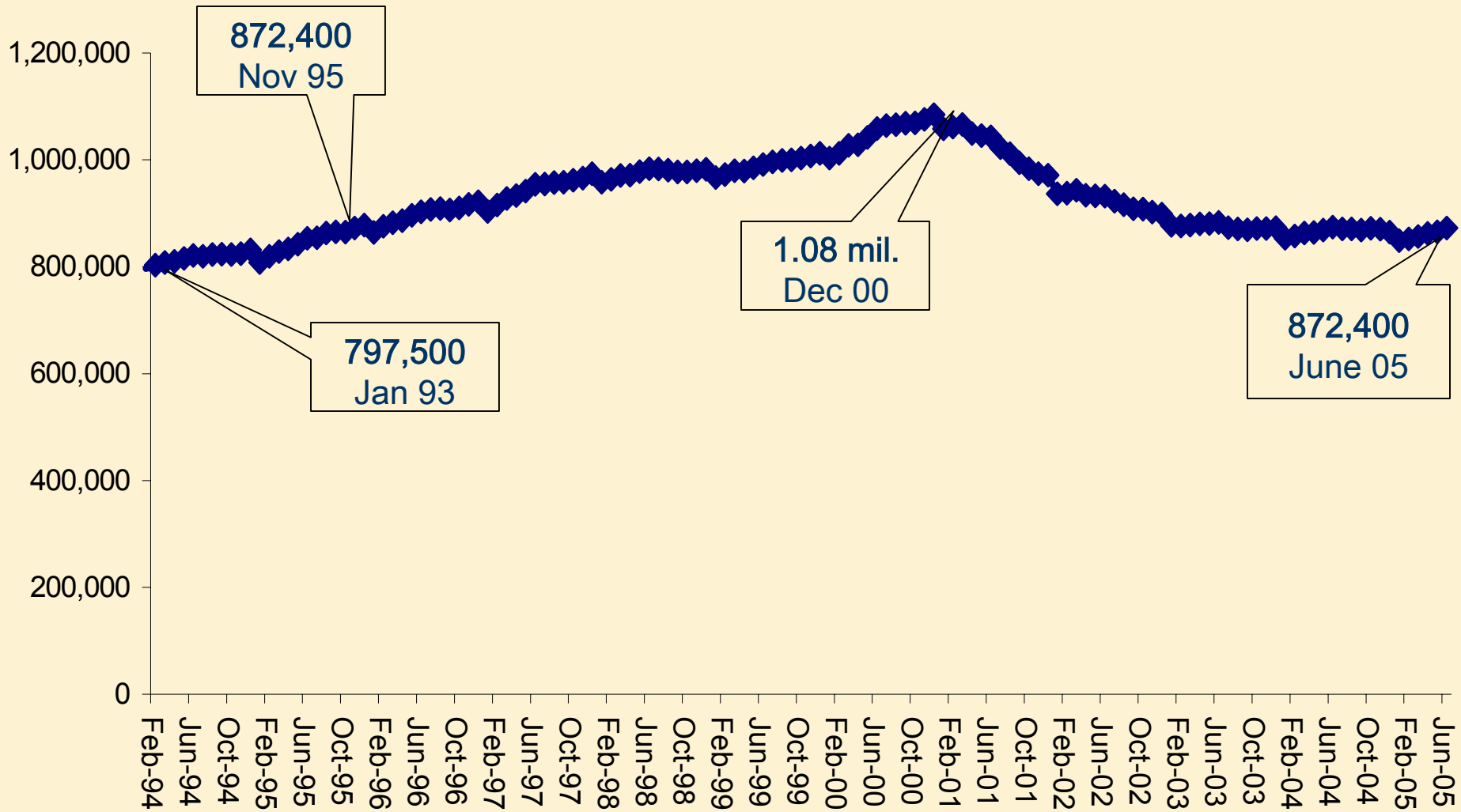
**August 17, 2005**

# I. Economic Indicators

# JOB GROWTH POSITIVE FOR THE YEAR



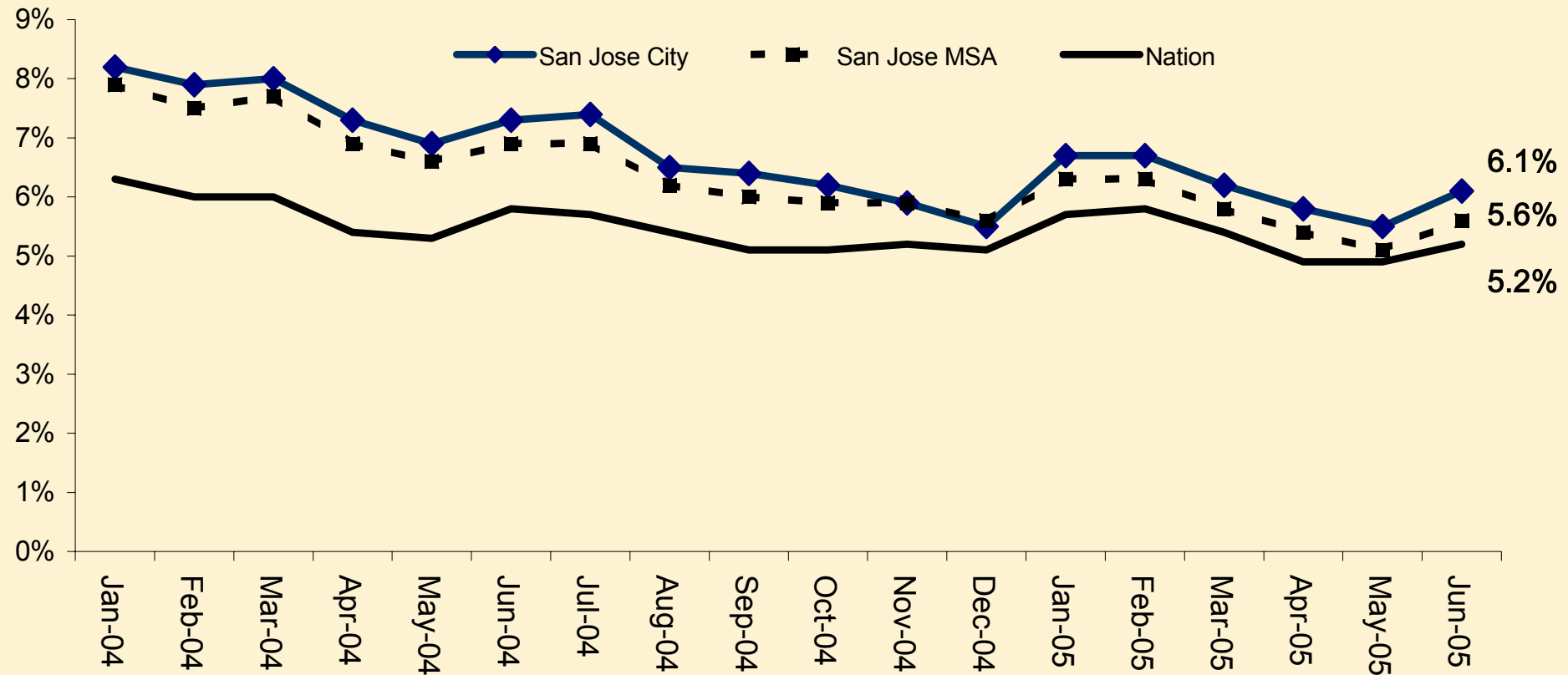
# JOB COUNT IS AT 1995 LEVEL



**Jobs, Santa Clara County 1993-2005**

**San Jose has 356,000 jobs**

# SAN JOSE MSA UNEMPLOYMENT AT 5.6%

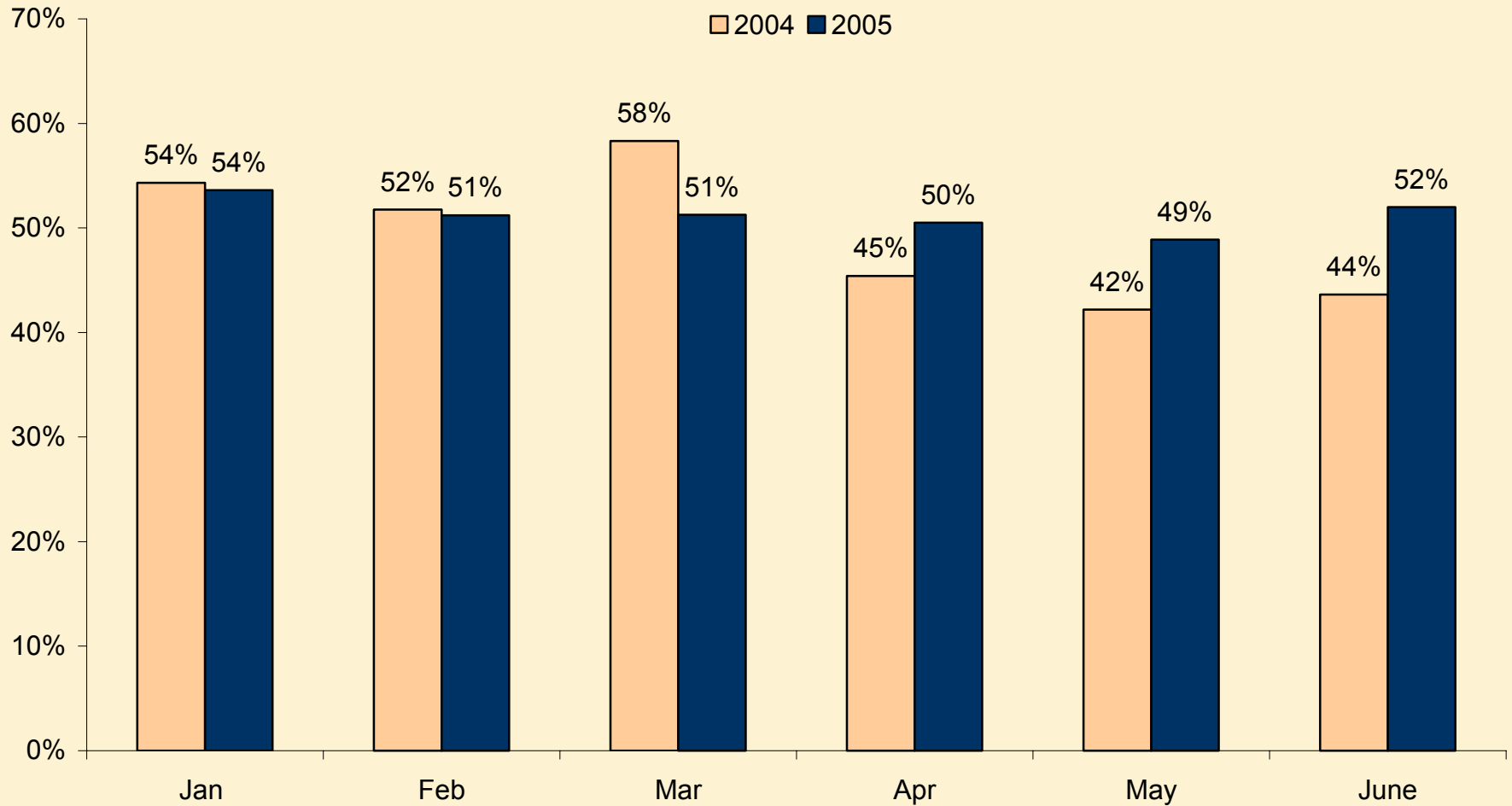


26,300 San Jose residents are “officially” unemployed

Source: Employment Development Department

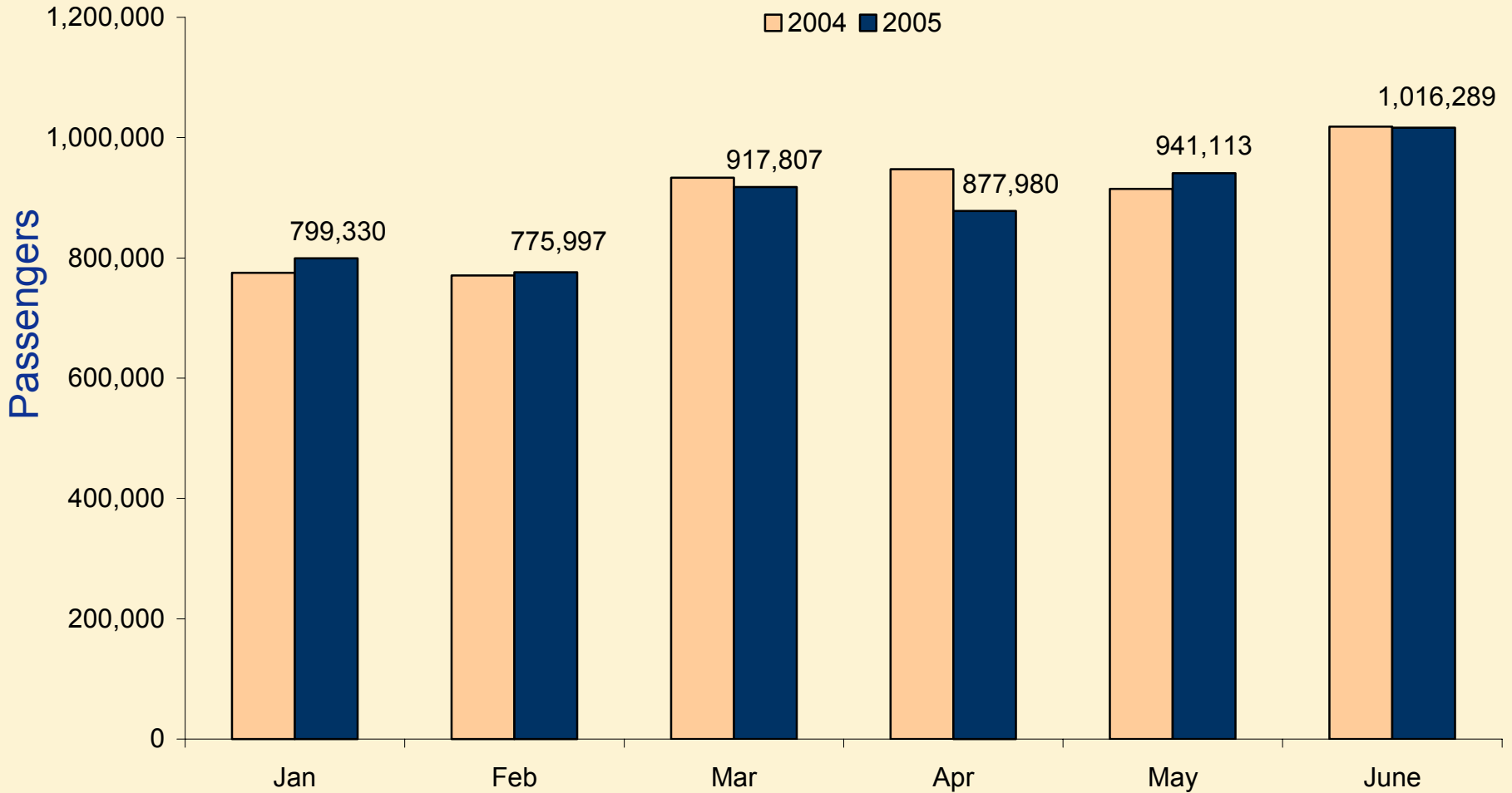
Starting January 2005, the EDD is using a new MSA definition San Jose-Sunnyvale-Santa Clara (Santa Clara and San Benito Counties)

# THIRD MONTH IN A ROW THAT YEAR-OVER-YEAR HOTEL OCCUPANCY HAS INCREASED



Hotel Occupancy, San Jose

# AIRPORT TRAFFIC REMAINS IN SLUMP



Passenger Traffic, Mineta San Jose International Airport

# 17 SJ COMPANIES GET VENTURE FUNDING IN Q2

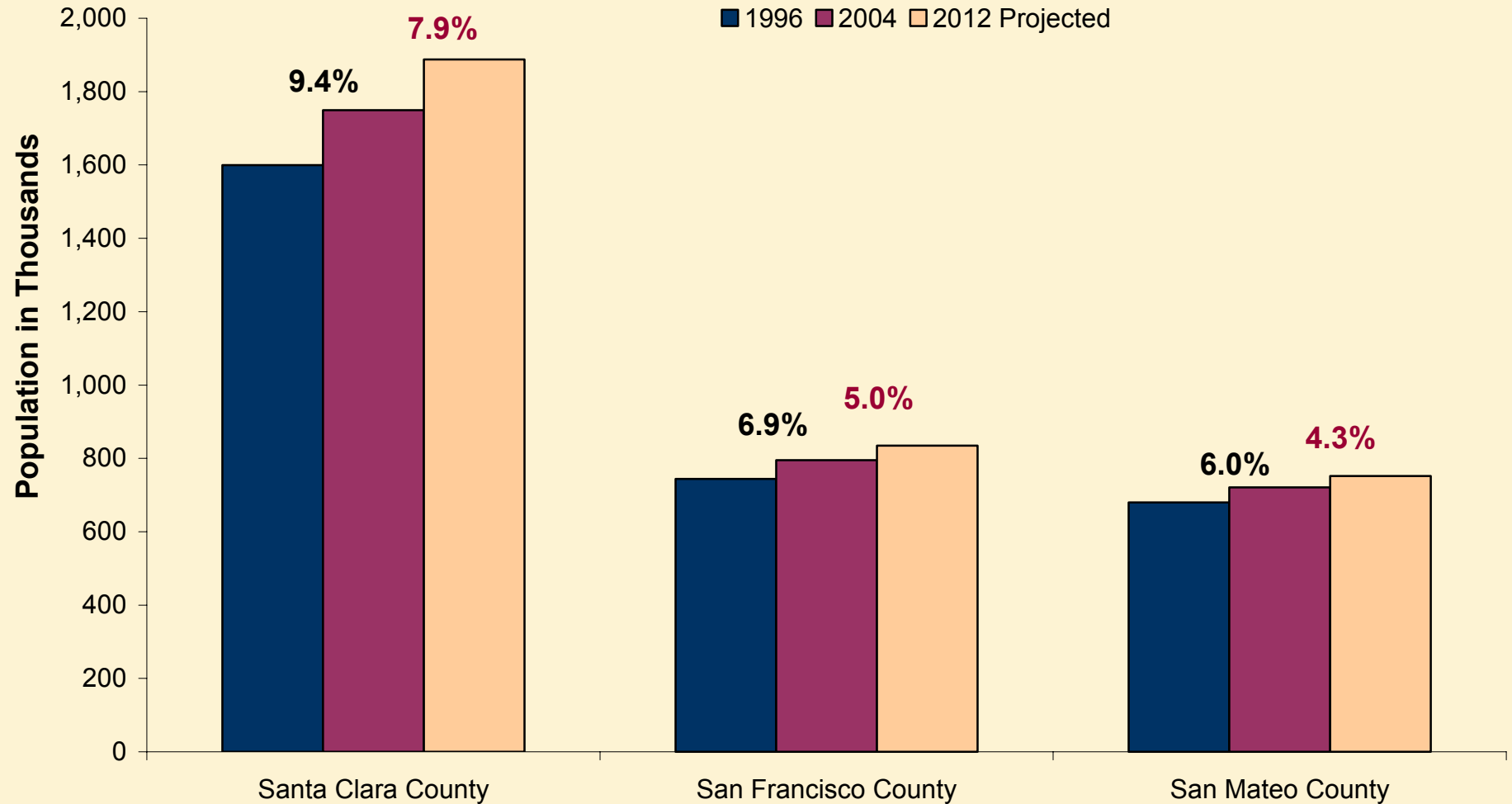
	San Jose	Silicon Valley
2 <sup>nd</sup> Quarter 2005	17 (10%)	217
1 <sup>st</sup> Quarter 2005	15 (7%)	204
4 <sup>th</sup> Quarter 2004	12 (5%)	219
3 <sup>rd</sup> Quarter 2004	20 (11%)	179
2 <sup>nd</sup> Quarter 2004	24 (10%)	230
1 <sup>st</sup> Quarter 2004	8 (4%)	193
4 <sup>th</sup> Quarter 2003	16 (8%)	213

# SAN JOSE VENTURE COMPANIES Q2

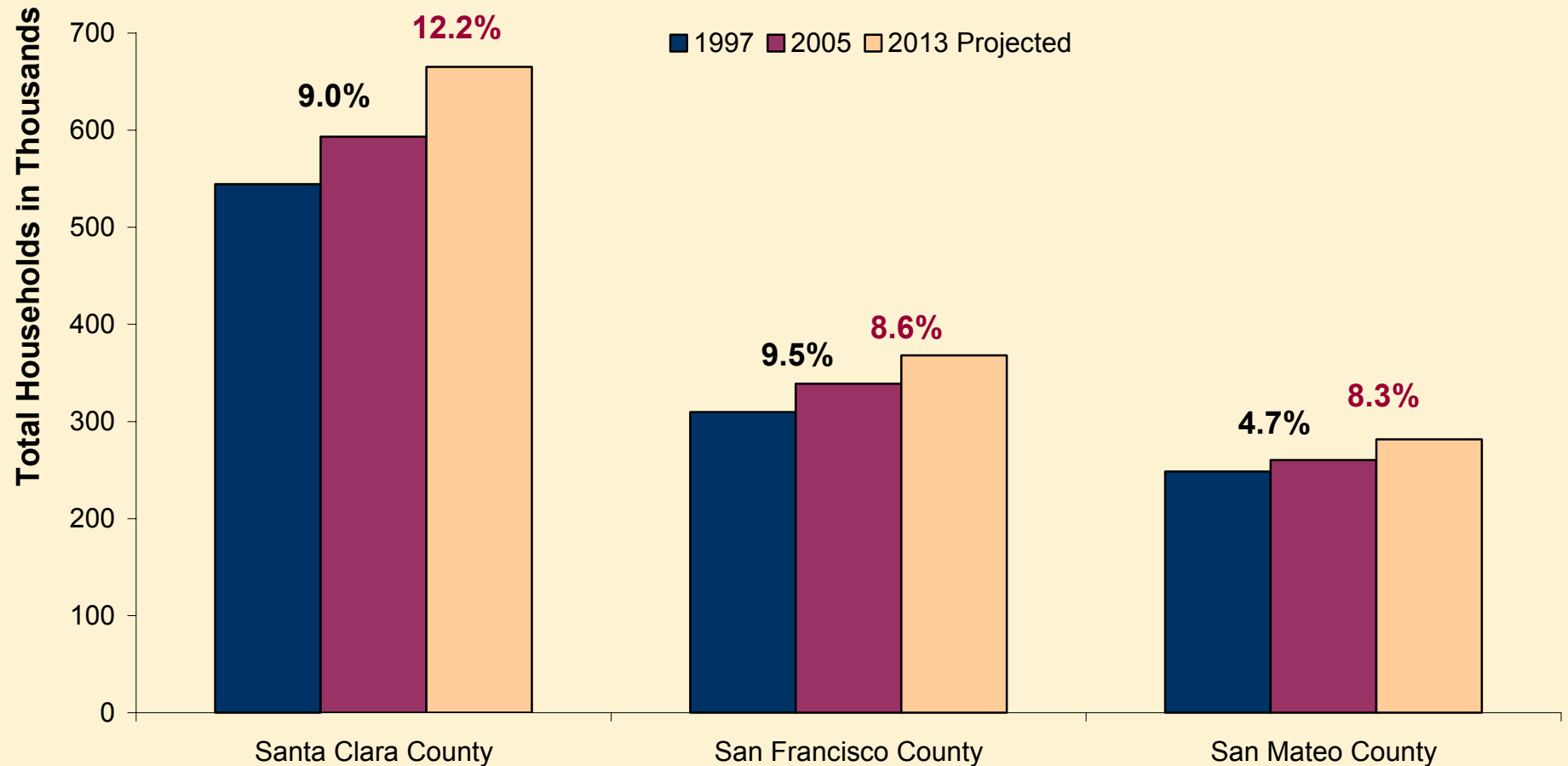
Company Name	Sector	Area
Ascendent Telecommunications	Telecommunications	NSJ 6
Capella Photonics	Telecommunications	Edenvale 1
Caspian Network	Telecommunications	NSJ 1
Iolon	Telecommunications	NSJ 5
LGC Wireless	Telecommunications	NSJ 4
Altierre	Software	NSJ 2
Centric Software	Software	Edenvale 1
HelloSoft	Software	NSJ 6
BlueArc	Consumer/Business Services	NSJ 2
Opinity	Consumer/Business Services	NSJ 4
Crossbow Technology	Semiconductor	NSJ 2
Miasole	Semiconductor	NSJ 5
T-Ram Semiconductor	Semiconductor	NSJ 2
NeoPhotonics	Semiconductor	NSJ 4
LucidPort Technology	Semiconductor	-
Ario Data Network	Electronic Hardware	NSJ 4
StorCard	Electronic Hardware	Edenvale 2

## II. Demographic Indicators

# SANTA CLARA COUNTY POPULATION GROWTH OUTPACES NEIGHBORS TO THE NORTH

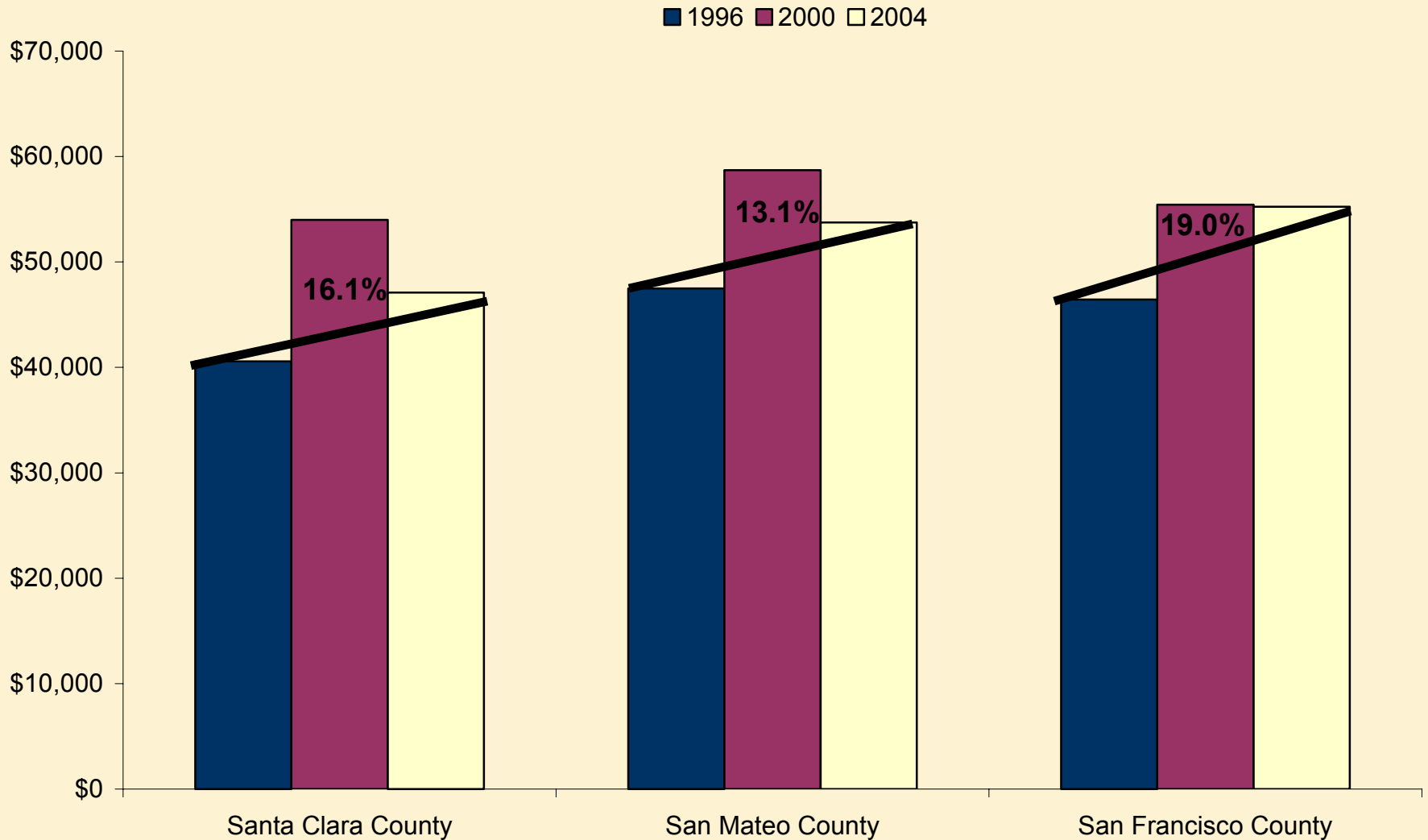


# SANTA CLARA COUNTY WILL LEAD IN GROWTH OF HOUSEHOLDS

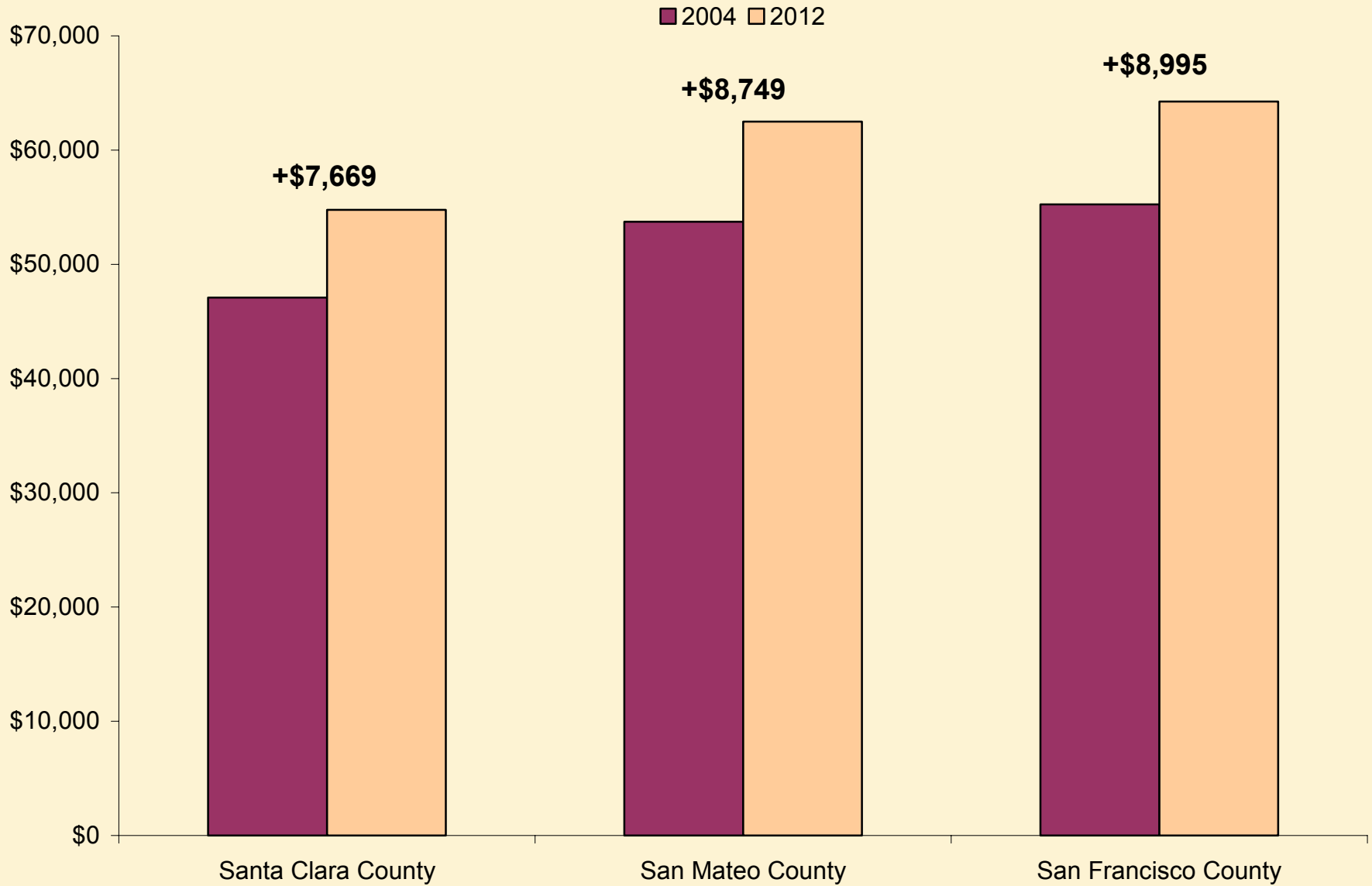


Households are projected to grow more faster than population growth

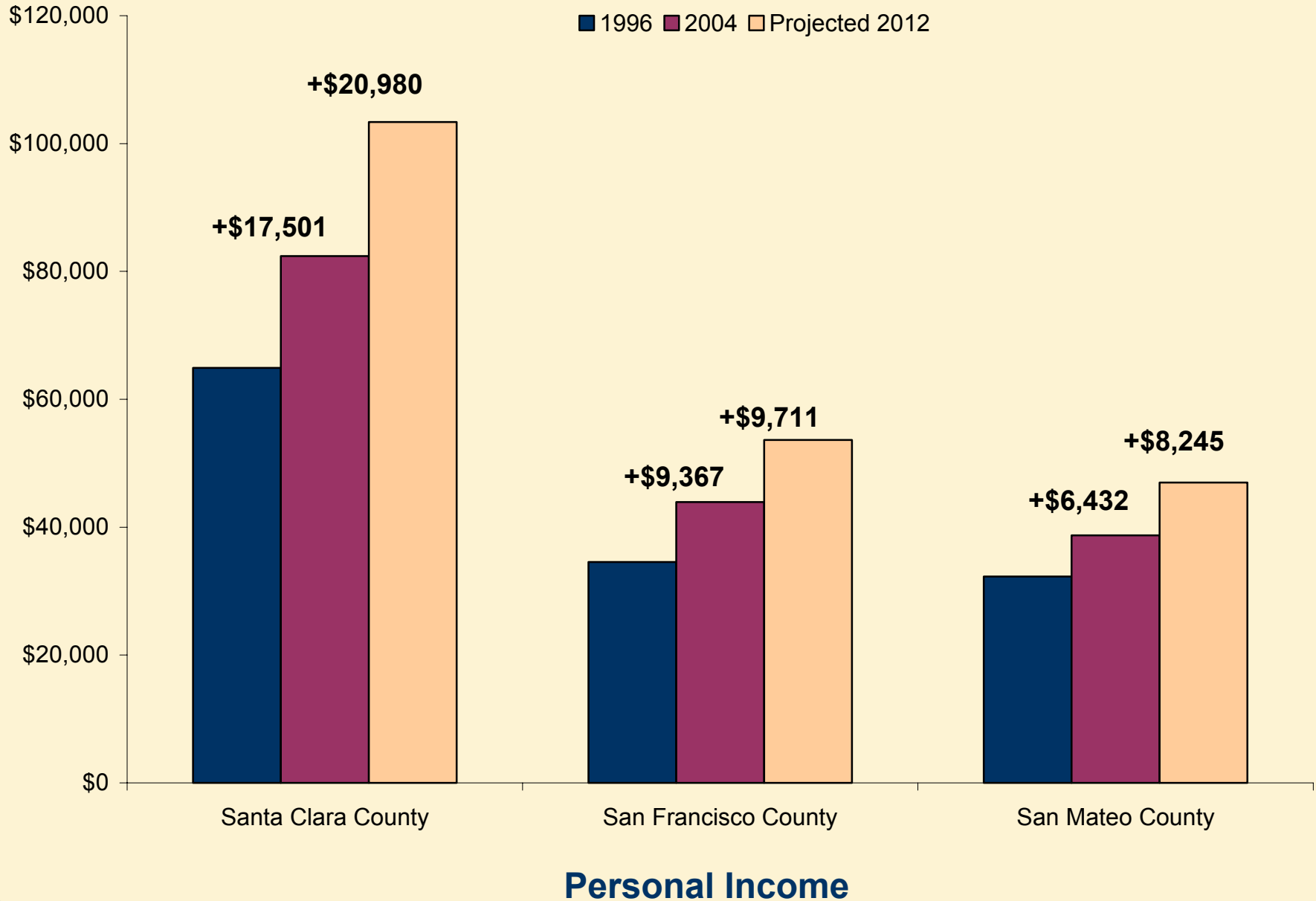
# SANTA CLARA PER CAPITA LAGS, BUT GREW STEADY



# SANTA CLARA COUNTY PER CAPITA INCOME WILL CONTINUE TO GROW

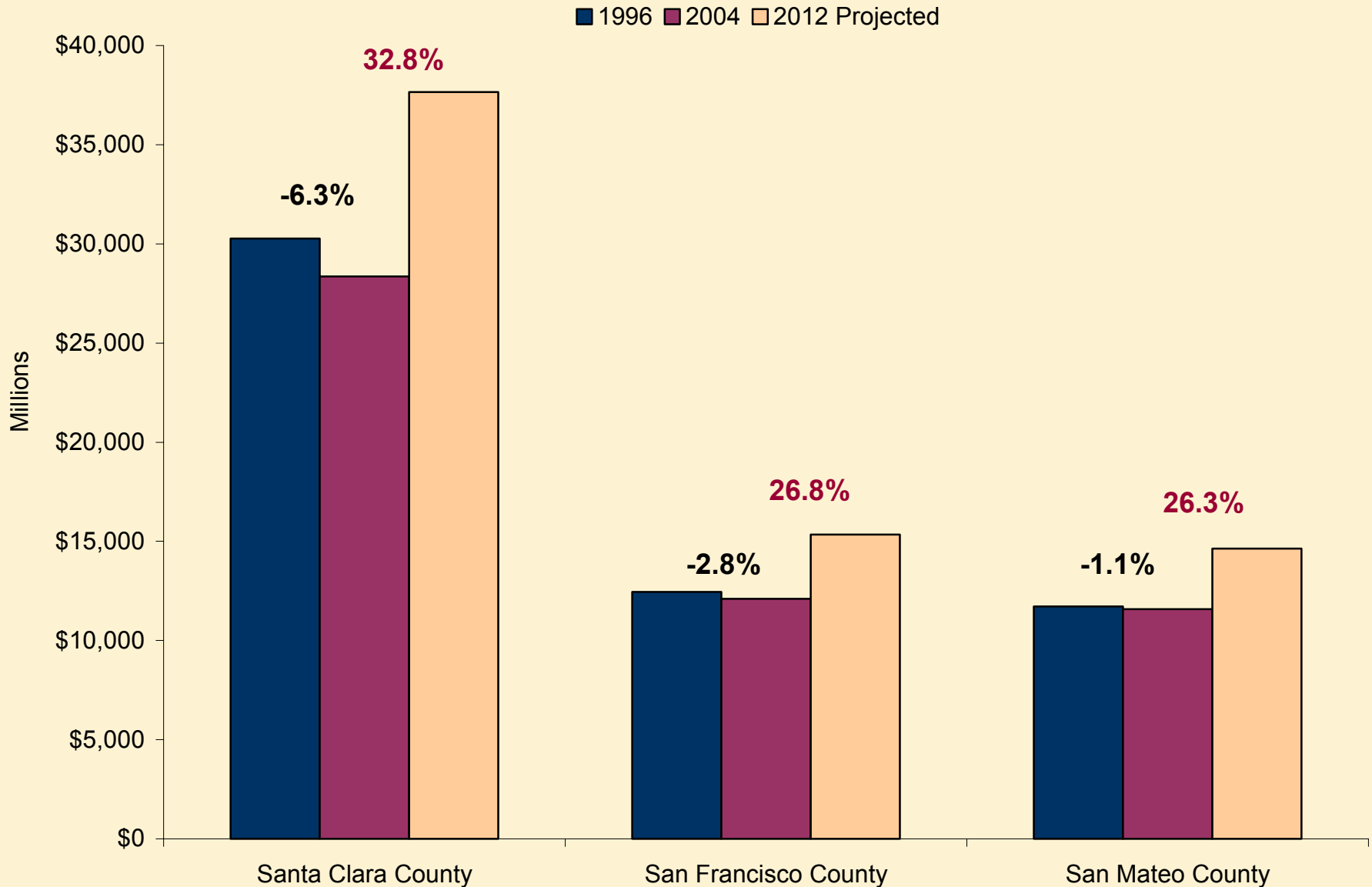


# “BUYING POWER” IN SANTA CLARA COUNTY IS HIGH, WILL CONTINUE TO GROW



**Personal Income**

# AS PERSONAL INCOME RISES PROJECTIONS FOR TAXABLE SALES RISE



## III. Fun Facts

# SAN JOSE AREA RANKS FOURTH IN “BEST WORKER KNOWLEDGE”

Metro Area	Overall Rank	Scientists & Engineers	Best Educated	R&D Spending
Boston, MSA	1	15	6	3
Washington DC MSA	2	-	4	11
San Francisco MSA	3	-	13	5
<b>San Jose, MSA</b>	<b>4</b>	<b>3</b>	<b>5</b>	-
Raleigh MSA	5	7	7	10

Expansion Management Magazine's ranking of 362 metro areas

(-) indicates not in top 15 ranking (rankings after 15 were undisclosed)

# >50% OF BAY AREA'S LARGEST COMPANIES ARE IN SANTA CLARA COUNTY, 17% IN SAN JOSE

This snapshot reveals the worth of the top 200 publicly held companies in 2004 with headquarters in the nine-county Bay Area, plus Santa Cruz County. Collectively, the companies reported a net profit of \$66.25 billion on \$734.9 billion in revenue. Their total market value was \$1.38 trillion.

