Economics Group

Mark Vitner, Senior Economist mark.vitner@wellsfargo.com • (704) 383-5635

California Employment Report

California businesses added 14,900 jobs in September and created 303,100 jobs over the past year. The public sector continues to shed jobs, however. The unemployment rate fell 0.4 percentage points to 10.2 percent.

California's Recovery Continues to Roll Along

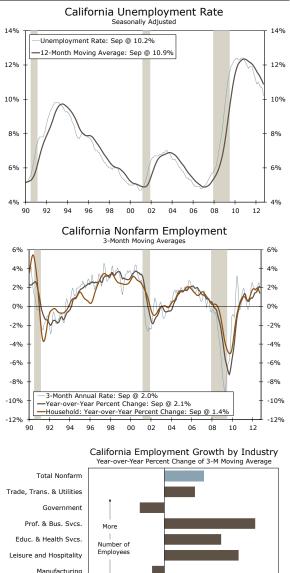
While better known for its epic budget challenges, California continues to quietly battle its way back from the recession. Nonfarm employment increased by 8,500 jobs in September. In terms of household employment, which is used in the computation of the unemployment rate, California added 52,600 jobs in September and has added 325,000 jobs since the recession ended. During this time, the state's unemployment rate has fallen 1.3 percentage points. Even with these gains, however, California's recovery still has a long way to go. The Golden State lost 882,000 jobs during the recession and saw its unemployment rate surge 5.7 percentage points higher. The unemployment rate remains 2.4 percentage points above the national average, even though California's labor force participation rate fell more than three times as much as the nation during the recovery.

Private nonfarm payrolls have increased virtually across the board, with the largest gains occurring in professional and business services. This broad category, which includes everything from software engineers to temporary staffing, has added 88,500 jobs over the past year. The leisure and hospitality sector and education and healthcare have accounted for the next largest gains, adding 67,500 and 56,700 jobs, respectively.

California's recovery has largely been led by its tech sector, particularly in areas relating to social networking and mobile computing. While there have been rumblings about the potential fallout from Facebook's disappointing initial public offering, there is little evidence of any negative fallout in September's jobs figures. The industries most exposed to the tech sector, which are professional and business services and information, continue to add jobs at a solid pace. The area that does seem vulnerable, however, is hardware manufacturing, which is being impacted by slower PC sales.

San Francisco and San Jose continue to see some of the strongest job growth, with total nonfarm employment up 3.1 percent and 2.4 percent, respectively, on a year-ago basis in September. Hiring has also improved solidly in southern California, with employment up 2.3 percent in San Diego, 1.8 percent in Orange County and 1.8 percent in Los Angeles. The Quarterly Census of Employment and Wages first quarter numbers suggest some of these areas, particularly San Francisco, may have seen even stronger gains over the past year. Growth also appears to have been stronger along the Central Coast, particularly in Monterey and San Luis Obispo. Not only are the jobs numbers stronger but the wage data has also improved. Average weekly earnings have risen 3.6 percent over the past year in San Francisco County. Gains are even greater in southern California, where average weekly earnings jumped 7.5 percent in San Diego and 5.2 percent in Orange County.

Source: U.S. Department of Labor and Wells Fargo Securities, LLC



Less

September 2012

. -2% 0%

2%

. 6%

Financial Activities

Construction

Information

Other Services

Wells Fargo Securities, LLC Economics Group

| Diane Schumaker-Krieg | Global Head of Research, Economics & Strategy | (704) 715-8437 (212) 214-5070 | diane.schumaker@wellsfargo.com |
|-----------------------|--|----------------------------------|----------------------------------|
| John E. Silvia, Ph.D. | Chief Economist | (704) 374-7034 | john.silvia@wellsfargo.com |
| Mark Vitner | Senior Economist | (704) 383-5635 | mark.vitner@wellsfargo.com |
| Jay Bryson, Ph.D. | Global Economist | (704) 383-3518 | jay.bryson@wellsfargo.com |
| Eugenio Aleman, Ph.D. | Senior Economist | (704) 715-0314 | eugenio.j.aleman@wellsfargo.com |
| Sam Bullard | Senior Economist | (704) 383-7372 | sam.bullard@wellsfargo.com |
| Anika Khan | Senior Economist | (704) 715-0575 | anika.khan@wellsfargo.com |
| Azhar Iqbal | Econometrician | (704) 383-6805 | azhar.iqbal@wellsfargo.com |
| Tim Quinlan | Economist | (704) 374-4407 | tim.quinlan@wellsfargo.com |
| Michael A. Brown | Economist | (704) 715-0569 | michael.a.brown@wellsfargo.com |
| Sarah Watt | Economic Analyst | (704) 374-7142 | sarah.watt@wellsfargo.com |
| Kaylyn Swankoski | Economic Analyst | (704) 715-0526 | kaylyn.swankoski@wellsfargo.com |
| Sara Silverman | Economic Analyst | (704) 715-7395 | sara.silverman@wellsfargo.com |
| Zachary Griffiths | Economic Analyst | (704) 715-1030 | zachary.griffiths@wellsfargo.com |
| Peg Gavin | Executive Assistant | (704) 383-9613 | peg.gavin@wellsfargo.com |
| Cyndi Flowe | Administrative Assistant | (704) 715-3985 | cyndi.h.flowe@wellsfargo.com |

Wells Fargo Securities Economics Group publications are produced by Wells Fargo Securities, LLC, a U.S broker-dealer registered with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority, and the Securities Investor Protection Corp. Wells Fargo Securities, LLC, distributes these publications directly and through subsidiaries including, but not limited to, Wells Fargo & Company, Wells Fargo Bank N.A., Wells Fargo Advisors, LLC, Wells Fargo Securities International Limited, Wells Fargo Securities Asia Limited and Wells Fargo Securities (Japan) Co. Limited. The information and opinions herein are for general information use only. Wells Fargo Securities, LLC does not guarantee their accuracy or completeness, nor does Wells Fargo Securities, LLC assume any liability for any loss that may result from the reliance by any person upon any such information or opinions. Such information and opinions are subject to change without notice, are for general information only and are not intended as an offer or solicitation with respect to the purchase or sales of any security or as personalized investment advice. Wells Fargo Securities, LLC is a separate legal entity and distinct from affiliated banks and is a wholly owned subsidiary of Wells Fargo & Company © 2012 Wells Fargo Securities, LLC.

Important Information for Non-U.S. Recipients

For recipients in the EEA, this report is distributed by Wells Fargo Securities International Limited ("WFSIL"). WFSIL is a U.K. incorporated investment firm authorized and regulated by the Financial Services Authority. The content of this report has been approved by WFSIL a regulated person under the Act. WFSIL does not deal with retail clients as defined in the Markets in Financial Instruments Directive 2007. The FSA rules made under the Financial Services and Markets Act 2000 for the protection of retail clients will therefore not apply, not will the Financial Services Compensation Scheme be available. This report is not intended for, and should not be relied upon by, retail clients. This document and any other materials accompanying this document (collectively, the "Materials") are provided for general informational purposes only.

SECURITIES: NOT FDIC-INSURED/NOT BANK-GUARANTEED/MAY LOSE VALUE