



Face the Facts

How often do you use facebook? Here are some stats as of Dec. 2013:

- **6,337** employees
- **945 million** monthly active users who used Facebook mobile
- **757 million** daily active users on average
- **81%** of daily active users are outside the United States and Canada
- **1.23 billion** monthly active users

Source: newsroom.fb.com

SMALL BIZ SURVEY



Small Business California (SB-CAL) conducts an annual survey of the state's small business executives. Questions concern California's business climate and responses provide insight on how the state can foster a healthy business environment. Here are some of the results from 2013:

- **77%** see themselves in California in the next three years.
- **62%** say the economy should be a "top priority" for California legislators.
- **52%** don't provide health insurance (**56%** were still contemplating whether they'd take advantage of the Affordable Care Act and the California Health Exchange).
- **65%** haven't been seeking additional capital for their business.

Source: www.smallbusinesscalifornia.org

GROWING STRONG

Ceres Community Project, which cooks and delivers healthy meals to people experiencing cancer or another serious illness, increased its reach by **51%** in 2013.

- **59,850** meals served to **340** client families
- **\$110,000** raised at year-end fund-raising drive
- **12,000+** meals served at sister project in Marin
- **15,000** service learning hours logged by teens
- **15,000** volunteer hours contributed by adults

Source: www.ceresproject.org



Movin' on Up!

According to an online survey of **600+** homeowners and potential buyers across the United States, home prices are going up—but there's fear that mortgage rates might, too.

- **72%** stated home prices in their area increased from 2012 to 2013.
- Nationwide, home prices rose an average **5.4%** from 2012 to 2013 (in Sonoma County, they rose **22.9%**).
- **74%** expect mortgage rates to be higher 12 months from now.
- **71%** of current homeowners are contemplating selling their home during the next 12 months (potential home sales would be driven largely by younger homeowners).
 - **47%** of homeowners would sell if they saw the value of their home increase.
 - **24%** would sell their home regardless of the price.
 - **15%** aren't contemplating a sale; another **15%** are undecided.

Source: www.lendingtree.com



Get Wired

In 2013, **Public Policy Institute of California** surveyed 2,500+ adult Californians (via telephone) regarding information technology use. Here are some highlights:

- 92%** have a cell phone.
- 58%** have a smartphone.
- 56%** use their cell phones to access the Internet or email.
- 36%** own a tablet computer.
- 14%** don't use the Internet or email.
- 86%** use the Internet at least occasionally.
- 60%** buy goods and services online.
- 57%** go to a social networking site.
- 77%** think it's very important for public schools to teach students computer and Internet skills.

Source: www.ppic.org



"Innovation distinguishes between a leader and a follower." —Steve Jobs

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