

CAROC MARKET WATCH

(A Monthly Forecasting Report)

NEW

FROM APPLE It's Fast!

- Jaguar, latest version of Apple's new operating system was released August 24, 2002. It is promoted to be fast, stable, elegant and easy to use. [Businessweek.com](#), August 28, 2002

TELECOM Technology is changing how we work.

- By 2006, 80% of employees will work either in branch offices, from the road or from home increasing demand for portable devices and fast Web access. [The Kiplinger Letter](#), August 9, 2002
- 24/7 work culture is blurring the "clock in, clock out" mentality. [Orange County Register](#), August 24, 2002
- Business is where your body is. Connectivity is key to providing expected levels of customer service. [Entrepreneurship Advisory Committee Meeting](#), June 19, 2002

SELLING Keep an eye on a fast-growing trend.

- Clusters of small, neighborhood-style stores are back in vogue in many large and mid-size cities. [The Kiplinger Letter](#), July 26, 2002

BUSINESS

TECH Coming technology break-throughs.

- Software that helps customer service centers flag angry callers. It measures speed, pitch and tone of replies to automated call systems and sends steamed-up callers right to a person. [The Kiplinger Letter](#), August 9, 2002
- "Artificial intelligence"—machines that think deep thoughts will find wider use in business. Software allows machines to communicate with little human intervention. [The Kiplinger Letter](#), August 9, 2002

JOB

MARKET Tech skills to be in demand again.

- The glut in info tech workers is only temporary. When recovery starts we will have the same shortage we had 3 years ago. Will the work force be ready? The shortage is especially critical in the high-end areas—Oracle and PeopleSoft. [Orange County Register](#), August 18, 2002

MILITARY Enlistment goals already met.

- The sluggish economy, snazzy new ads and surge in patriotism after September 11 helped the Army reach its recruiting goals early this year. The Air Force, Navy and Marine Corps also say they're meeting their enlistment goals after a recruiting slump in the late 1990's. [Orange County Register](#) – August 23, 2002

HOLIDAY

E-TAIL SALES Strong growth endures.

- A continued surge of online shoppers and a savvier approach to online customer care will help e-tailers equal or top last year's 36% holiday sales growth in a season that's shaping up as only so-so for retailers overall. [KiplingerForecasts.com](#) - August 15, 2002

IT Outsourcing helps small firms.

- Affordable high-speed Internet Web connections allow firms to outsource information technology support and back office services including billing, accounting, benefits management and customer care. [KiplingerForecasts.com](#) – August 5, 2002

Speak with a Geek.

- Small start-up companies provide tech support and round-the-clock by phone or e-mail access to answer questions from basic to complex and fill the void left as larger companies cut back tech staff. [The Wall Street Journal](#) – August 22, 2002

FUTURE WORKPLACE

The only constant will be great change.

- The U.S. Hispanic population grew by 60 percent in the 1990s and will be the largest U.S. minority group within two years.
- First-generation immigrants typically join the low-skill work force and have limited English skills, but by the third generation, Hispanics show the same education and economic levels as whites.
- Four out five baby boomers say they expect to work at least part-time during their retirement years.
- The consensus is that the national employment rate will top out near 6.5 percent, and the U.S. economy will grow modestly over the next two years.
- The travel and hospital industries may continue to contract, but the overall shift to an information and service economy will continue. The services and retail-trade industries will account for nearly three-fourths of total wage and salary growth between 2000 and 2010.
- Only four or five out of 10 Americans have home computers or access to the Internet, creating a technology gap between the haves and have-nots.
- Total U.S. employment is expected to grow by 15 percent between 2000 and 2010, with service jobs increasing by 19 percent and manufacturing jobs by 3 percent.
- Eight of the 10 fastest-growing occupations are in information technology.
- All but two of the 50 highest-paying occupations will require a college degree. Jobs requiring a bachelor's degree will grow by 21.6 percent between 2000 and 2010; those requiring an associate degree will grow by 32 percent, and those requiring post-secondary technical awards will grow by 24.1 percent.

Orange County Register, August 12, 2002.

Trends & Economic Forecasting Committee – September 1, 2002

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