

Number of the day

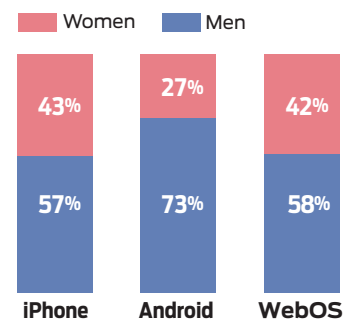
54%



The percentage of women who would be more willing to date a man if he has an iPhone, according to a survey by a British cell phone retailer. Thirty-seven percent of respondents felt that the

Apple device made a man seem more reliable and a better candidate for a second date. About 57 percent of iPhone users are men,

Gender identity: share of mobile device use

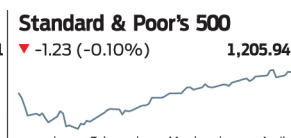
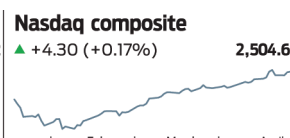
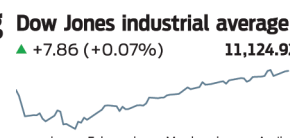


Source: AdMob

according to a separate report from AdMob. That makes it a less male-dominated device than Google's Android or Palm's WebOS phones.

Bloomberg Market Report

More on D4



Hear here

“You want to keep an entrepreneur hungry, but you don’t want to starve them. ... Employees are the same way.”

Mark Heesen, president of the **National Venture Capital Association**, on whether privately held companies should let employees cash in their stock. Silicon Valley startups like **LinkedIn** and **Zynga Game Network** may put limits on the sale of shares by employees, following a similar move by **Facebook**. Exchanges have been set up to let workers trade shares of privately held companies before they go public.

Heads up

SDForum, the software industry group, is holding its fourth annual **Teens Conference** in Mountain View on Friday. This year the show will focus on how young people are using technology to help the environment and stay better informed. Teens also will be able to pitch business ideas to Opus Capital, TriplePoint Capital, Sierra Ventures and Alsop Louie Partners.

Business Report

The Chronicle with Bloomberg

SAN FRANCISCO CHRONICLE AND SFGATE.COM | Thursday, April 22, 2010 | Section D WB

KATHLEEN PENDER

Net Worth



Few tap credit for new hires

Readers have more questions about California's new home buyer tax credit, which I'll answer below. But another state tax credit — for small businesses that hire new workers — can't seem to get many takers.

Last year, the state Legislature set aside \$400 million in tax credits for businesses with 20 or fewer employees that increased their full-time head count in 2009. The credit is worth up to \$3,000 per new full-time staffer.

The Franchise Tax Board initially estimated that the tax credits, which are available on a first-come, first-served basis based on the date an employer files a tax return, would run out by this summer. But as of Saturday, only \$21.6 million in credits had been claimed by 2,568 employers. The tax board could not say how many tax returns filed on April 15 were included in that number.

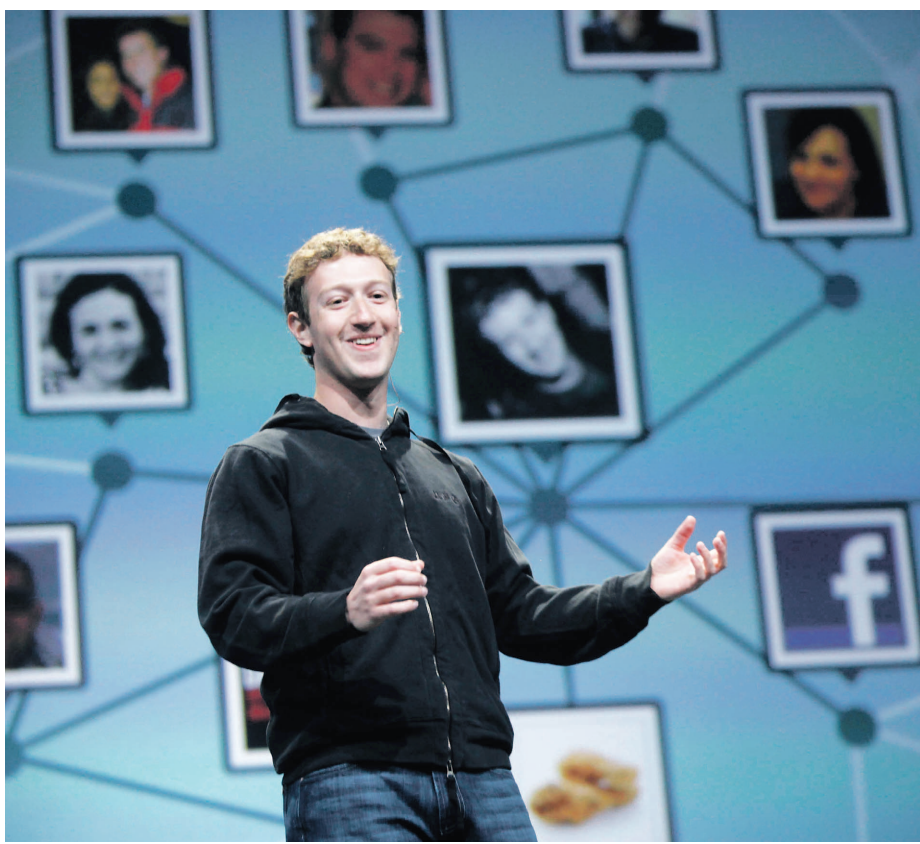
Why is the credit going so slowly?

“The issue for businesses in hiring additional employees is having enough demand for their products or services,” says Jerry Nickelsburg, senior economist with the UCLA Anderson Forecast. “It's not an issue of how much the employee costs. You can cut the cost of the employee by half, but if nobody is buying their product,” they're not going to hire anyone.

Pender continues on D5

“What we're going to show you today is the most transformative thing we've ever done for the Web.”

Facebook CEO Mark Zuckerberg



Mike Kepka / The Chronicle

CEO Mark Zuckerberg outlines new features for Facebook at the f8 developers conference at the Concourse Design Center in San Francisco.

SOCIAL NETWORKING

Facebook expands its online presence

By Benny Evangelista
CHRONICLE STAFF WRITER

Facebook executives introduced a new feature on Wednesday, part of the company's overall vision of turning the entire Web into a giant, interconnected social network.

The blue “Like” button, a plug-in for Web sites that comes with a thumbs-up logo, would allow greater expansion of the Palo Alto firm's platform for sharing and networking. Or as one analyst said, it's part of Facebook's “crusade of colonization.”

“We think what we're going to show you today is the most transformative thing we've ever done for the Web,” Chief Executive Officer Mark Zuckerberg said as he

Tweaked

Facebook is aiming across the Web with new tools that will allow users to see personalized versions of sites they visit elsewhere.

▶ Facebook users will be able to see a Web tailored to them, as long as they are already logged in to Facebook. For example, when visiting a news site, they can see which of their Facebook friends liked recent articles.

▶ Users will be able to share items on their profiles without leaving the other Web sites, simply by clicking “like” buttons next to the news article or other items they are reading.

Source: Associated Press

opened f8, Facebook's annual developers conference in San Francisco.

By itself, Facebook has become an Internet powerhouse, with more than 400 million active members worldwide and growing.

But Zuckerberg outlined a vision to create a more personal Internet experience by enhancing the social connections of Facebook members through third-party Web sites that adopt the firm's new “open-graph protocol.”

He said it is easier for developers to install than Facebook Connect, which is a way to log in to the social network through external sites such as the Huffington Post. Facebook Connect is being replaced.

Like continues on D6

HOME PRICES

6 Bay Area ZIPs among the hottest

By Robert Selna
CHRONICLE STAFF WRITER

Six out of the top 10 ZIP codes in the United States where homes sold above the asking price in the first quarter of 2010 were in the Bay Area, and four of them were in Emeryville and Oakland's moderately priced areas, according to a report released Wednesday.

The second “hottest” ZIP, as defined by ZipRealty, a national real estate brokerage, was 94608, which includes neighborhoods in Emeryville and part of North Oakland.

Homes in 94608 on average sold for 7.7 percent above the list price from January to March. The area's average list price was \$286,434 and the

ZIP continues on D4

Hot ZIPs

Top 10 ZIP codes where homes sold for more than the asking price in the first three months of 2010

Area	ZIP code
Chicago — Loop	60603
Emeryville/Oakland	94608
Oakland	94621
Los Angeles	90063
San Jose — East Valley	95122
San Pablo	94806
L.A. — Compton	90222
Lathrop (San Joaquin County)	95330
Oakland	94606
Oakland	94603

Source: ZipRealty

EARNINGS

Wells Fargo revenue up, profit down

By Dakin Campbell
BLOOMBERG NEWS

Wells Fargo & Co posted a fifth consecutive quarterly profit as credit costs “turned the corner” and the economy struggled toward recovery, the San Francisco bank said Wednesday.

First-quarter net income fell 16 percent to \$2.55 billion (45 cents per share), compared with \$3.05 billion (56 cents) in the same period a year earlier. Revenue rose 2 percent, less than most analysts predicted, and the bank said borrowers aren't clamoring to take on new debt.

Chief Executive Officer John Stumpf is trying

Earnings continues on D5

THE BOTTOM LINE *By Andrew S. Ross*



Who funds ‘Stop Hidden Taxes’

It may be one of those stealth initiatives, judging by the absence of response I've been getting from its sponsors, but money for the “Stop Hidden Taxes” proposition aimed at the November ballot is sure pouring in.

The initiative, as we noted last week, would subject any new fee, levy,

charge or tax reallocation subject to a two-thirds vote of the California Legislature, resulting in a “potentially major decrease in state and local revenues,” according to the nonpartisan **Legislative Analyst's Office**.

That hasn't stopped the measure from raising over \$1 million in the past six weeks, according to a list compiled by **Election Track**, based on filings with the secretary of state's office. (links.sfgate.com/ZJNV).

The biggest one-time donation, so far, is from San Ramon's **Chevron Corp.**, with \$250,000. “Chevron's concern is prompted by the economy,” said a company spokesman. “We believe that increasing fees, taxes or the cost of doing business in California

will hinder economic growth and adversely affect job creation.”

Future emission fees on companies like Chevron may be a factor, because Bakersfield's **Aera Energy LLC** has contributed \$150,000, and \$25,000 more came from **ConocoPhillips**. The alcohol lobby — which has so far successfully fighting a proposed “mitigation fee” to cover the costs of alcohol-induced illnesses — is well represented, including \$75,000 from San Francisco's **Wine Institute**.

Last, so far, but by no means least, is the initiative's chief sponsor, the **California Chamber of Commerce**, which has contributed a total of \$425,000 in several

Ross continues on D6