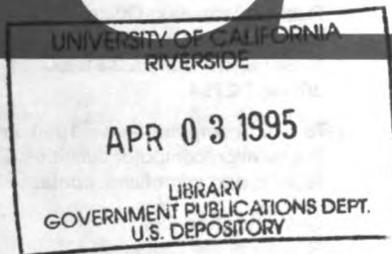


CENSUS

and you

Volume 30, No. 2
February 1995



1995 Census Test Begins!

“You Are the Answer!”

On March 4, residents of three areas can participate in testing methodologies that may be used in the 2000 Census. The three test sites are Oakland, California; Paterson, New Jersey; and six parishes in northwestern Louisiana (Bienville, De Soto, Jackson, Natchitoches, Red River, and Winn).

Our goals for 2000 are to produce a more accurate census and to cut costs. Two of the 15 test objectives relate to outreach and promotion: (1) developing cooperative ventures with other Federal agencies; State, local, and tribal governments; and private and nonprofit organizations; and (2) a tool kit of special methods for enumeration. We will target groups we historically have missed in the census. The methods include –

- Targeted advertisements (electronic and outdoor advertising) focusing on areas with high concentrations of African Americans and Hispanics, particularly immigrants, in Paterson and Oakland.

**U.S. Department of Commerce
Economics and Statistics
Administration
BUREAU OF THE CENSUS**



Oakland outreach specialist Sol Aoelua (far right) interviews Fernando Cheung (2nd from left), chairman of the “C4” committee. Mr. Cheung is also executive director of the Chinese Community Council. Also shown: Census Bureau employees Rick Reed and Mike Morgan and Cindy Yee, assistant to Mr. Cheung.

- Promotion to undercounted groups that focuses on confidentiality.
- Use of community-based organizations or local assistance centers to help people fill out questionnaires and reach out to the difficult-to-enumerate.
- Use of moving companies to participate in promotion in areas with high concentrations of rental units.

- Establishing assistance centers in multiunit housing developments.

Cooperative Ventures

The Census Bureau also is exploring partnerships and cooperative ventures. One example is the Census Community Communications Council or “C4.”

The “C4’s” include educators, news directors, representatives of religious groups and local businesses, racial and ethnic organizations (such as the NAACP, United Indian Nation, and the Oakland Chinese Community Council), and others. The “C4’s” are sponsoring community events, assisting in handing out promotional materials, visiting churches, soliciting support from the private sector, and

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Schools Use Statistical Brief to Show Value of Education

The more you learn, the more you'll earn. A recent two-page Census Bureau *Statistical Brief*, "More Education Means Higher Career Earnings," drives this point home! It uses narrative and graphs to show statistics on annual and estimated lifetime earnings by educational level.

Educators nationwide are finding the *Brief* is a valuable tool. Take Karen Corrigan, a "tech prep coordinator" at Boise State University's College of Technology, for instance. She works with high schools across southwestern Idaho to ensure vocational courses meet college standards. These courses aim to get students into the workforce earlier and give them the real-life skills to keep up with rapid change in the workplace.

Corrigan has distributed copies of the *Brief* to teachers; they, in turn, will pass them along to their students. "We

encourage students to adopt a career path early on," she explains. "But to get where they want to go, they'll have to further their education. The *Brief* vividly demonstrates the financial rewards of doing so."

Carolyn Ramsey, the director of occupational and technical education programs for the Spring Independent School District in Houston, Texas, agrees. She is including the *Brief* in a career-planning guide the district is sending to the homes of each of its approximately 1,600 8th-graders.

"The guide will encourage parents to sit down with their children and begin thinking about career options" explains Ramsey.

It will include a career-interest survey, information about careers and earnings, and advice on high school and postsecondary courses students

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Census and You

*Volume 30, No. 2
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 - 301-457-4100
 - Fax: 301-457-3842
 - TDD: 301-457-4611
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 - Jeffersonville, IN 47132
 - 812-288-3192 (Maps)
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 - 202-512-2250
 - (all other publications)

Census Regional Offices

Atlanta	404-730-3833
TDD	404-730-3964
Boston	617-424-0510
TDD	617-424-0565
Charlotte	704-344-6144
TDD	704-344-6548
Chicago	708-562-1740
TDD	708-562-1791
Dallas	214-767-7105
TDD	214-767-7181
Denver	303-969-7750
TDD	303-969-6769
Detroit	313-259-1875
TDD	313-259-5169
Kansas City	913-551-6711
TDD	913-551-5839
Los Angeles	818-904-6339
TDD	818-904-6249
New York	212-264-4730
TDD	212-264-3863
Philadelphia	215-597-8313
TDD	215-597-8864
Seattle	206-728-5314
TDD	206-728-5321

Census Sample Alternative Would Yield Annual Data for Small Areas

"I need tract data. I have the data from the census. Isn't there anything more recent?"

– A user's lament

"Eliminate the long-form – and all that sample data – on income, employment, education, and so forth? Oh no!"

– A user's nightmare

The Census Bureau has a tall order for the next census. Congress has insisted that the census be cheaper and that its coverage be better. Users want as much data as they can get – and they want it to be more current. Can we balance these demands?

One proposal under consideration is eliminating the long form used to gather data from a sample of the population. We would still gather sample data, but we are studying whether to use another method to gather these data – "continuous measurement" – one that would allow us to control costs and keep the data current.

Why Consider a Change?

Users *love* long-form data. But they don't like waiting 10 years for the next update.

In past censuses, we used two forms: (1) the "short form" included questions asked of everyone – on race, age, marital status, housing tenure, housing value, and so forth; (2) the "long form" included additional questions on many other subjects, such as income, monthly housing costs, vehicles available, condo status, language spoken, and employment.

In 1980 and 1990, the long-form questions were asked of one sixth of

Tentative Calendar for Continuous Measurement Survey (CMS)

November 1994	Test of two different CMS questionnaire versions, involving 2,000 households each month for 14 months.
January 1996	Full-scale continuous measurement test in a few areas — up to 25,000 addresses per month.
December 1996	Decision on implementation of continuous measurement.
1997-1998	Testing and research activities to refine the continuous measurement survey process.
January 1999	Begin mailing continuous measurement questionnaires to 400,000 households each month.
January 2002	Begin mailing continuous measurement questionnaires to 250,000 addresses each month.

the population. This large sample enabled us to release reliable sample data for small areas – for example, block groups or census tracts.

Gathering these data in a decennial census is efficient, but the process has its limitations – most notably, from the user's point of view, timeliness. Users must rely on the decennial data for smaller areas (e.g., tracts and block groups) for a full decade. The next update is the next census. Using 1990 data in mid-decade, they argue, doesn't do much good – especially in dealing with subjects like home value that may fluctuate considerably.

A new method of data collection – continuous measurement – would solve this problem.

What Is Continuous Measurement?

Continuous measurement would involve a large, monthly household survey independent of the census. For

the years 1999 to 2001, the survey would consist of long-form questions so that the needs those questions meet would be served. After that, we could vary the content.

Here's how the Continuous Measurement Survey (CMS) would work:

Phase one would begin in January 1999 and continue through December 2001.

During the years 1999-2001, we would select 400,000 different addresses monthly from the most current master address file (see box). The sample would be spread evenly across the country, and each month's sample would be a separate set of housing units representative of the United States. Each household would receive a survey questionnaire through the mail.

After 2001, the sample size would drop to 250,000 addresses per month.

Continued on page 4

Continuous Measurement

Continued from page 3

We will attempt to conduct follow-up for nonresponse households from our three decentralized telephone facilities using computer-assisted telephone interviews (CATI). From the CATI nonresponse households and any mail nonresponse households for which we were unable to obtain a telephone number, we will select a

Where Do the Addresses Come From?

The Census Bureau currently is developing – in partnership with the U.S. Postal Service (USPS) as well as State, tribal, regional, and local governments – a nationwide Master Address File (MAF) linked to our automated geographic system (the Topologically Integrated Geographic Encoding and Referencing or TIGER data base).

Linda Franz of our Geography Division notes, “The MAF will be a continuously maintained list of addresses for living quarters that will support all Census Bureau programs, including a continuous measurement program.”

Building on the Address Control File (ACF) from the 1990 census, we will update the MAF through matches with address lists provided by local and tribal governments as well as address information from the USPS.

To support linking the MAF to the TIGER data base, the Census Bureau currently is requesting assistance from State, tribal, regional, and local governments in locating streets and address ranges that are missing from TIGER.

You can obtain more information on these partnership efforts from the geographic staff at the Census Bureau regional office serving your area (see page 2).

sample of households and attempt personal followup interviews using computer-assisted personal interviewing (CAPI) methodology.

The CMS would also include a program of integrated population estimates. This program would combine data from the CMS, other household surveys such as the Current Population Survey, the previous decennial short form, and demographic estimates derived from administrative sources. The linking of these data will allow us to develop good estimates for medium-sized areas such as cities and groups of counties.

Results

The CMS would allow us to publish annual estimates of socioeconomic characteristics for all States, cities, counties, and other areas of 250,000 population or more. Using the 1999-2001 data, we would produce 3-year averages for small geographic areas such as school districts, census tracts, and block groups.

After 2001, when the sample size would drop, we would still publish annual estimates for all areas of 250,000 or more in population – namely, States, congressional districts, and large counties and cities. This design would continue to allow data users to measure year-to-year changes. Each year we would also produce multi-year (previous 3-5 years) averages for areas where the population is less than 250,000. We think this plan would allow for measuring change, albeit more slowly.

What form would the results take? We envision annual microdata files with all the records in the survey included. (Microdata files are house-

hold records with all identifying information removed to ensure confidentiality.) Summary files comparable to the current STF's are also planned.

Why Continuous Measurement?

Continuous measurement appears to have clear benefits. This approach would allow us to provide the traditional decennial long-form data more frequently.

Eliminating the long form would reduce the scope of the census, presumably enabling us to do a better job of concentrating on coverage.

Larry McGinn, chief of the Continuous Measurement Staff, notes that this approach “would blend the strength of small area estimation from the census with the quality of continuing surveys.”

In effect, the CMS would be “detached” from the census and function more like our ongoing surveys.

Having a well-trained, permanent

Continued on page 5

Your Turn to Speak Out!

Survey of Non-Federal Users on Census 2000 Needs

In our December issue, we alerted users that we wanted their thoughts on data needs for the 2000 Census. We have developed a Survey of Census Needs of Non-Federal Data Users to give you a voice in the choice of subjects for the census.

We are accepting comments until March 31, 1995, so you have to act soon.

For a survey form, contact Doug Lee or Gloria Porter, Decennial Management Division (301-457-4030).

CENSUS 2000

Continuous Measurement

Continued from page 4

interviewer staff, we surmise, would help improve the data. Data quality also improves through the use of computerized interviewing, which incorporates edits into the collection instrument.

Work in Progress

We are currently testing two versions of the CMS questionnaires through a CATI operation. The test will run through December 1995, and we are interviewing 2,000 households each month. We will also be developing our processing and data dissemination systems, as well as studying the costs of the CATI component of CMS.

In 1996, we will do a full test of the continuous measurement process, from mail out to personal visit followup, in five sites – three urban and two rural.

We are also working with interested Federal agencies. By and large, the data on the long form are there because other agencies need them to develop policies or to conduct programs. So we are asking their help in resolving methodological problems, such as how to make multi-year averages meaningful. We are also working with them to make sure there is no confusion between data produced through continuous measurement and similar data produced from other data collection efforts.

Bill Butz, the Census Bureau's associate director for demographic programs, emphasizes, "Active collaboration with Federal agencies and other data users is absolutely essential to design a continuous measurement system that will meet

their needs better than the existing long form."

Ultimately, we will have to make the case that continuous measurement is operationally feasible, cost-effective, and able to meet the Nation's data needs. The Secretary of Commerce must concur and recommend the approach to the Office of Management and Budget and the Congress.

The Office of Management and Budget must determine that continuous measurement will (1) meet Federal data needs, (2) be the most effective use of limited Federal funds, and (3) not impose a significant increase in respondent burden. And Congress will have to agree.

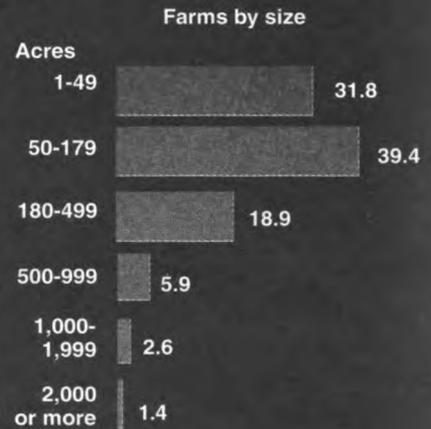
For all this to happen, continuous measurement must win the support of data users. Bill Butz points out, "This new system must not only please users of long-form data but also increase the efficiency of the estimates program and Federal household surveys."

We hope to make a decision about implementing continuous measurement by the end of 1996. In the meantime, we are pursuing a parallel track of developing both the traditional census long form and continuous measurement. Butz notes, "In the event that both would be called for, we must be ready to field a combination."

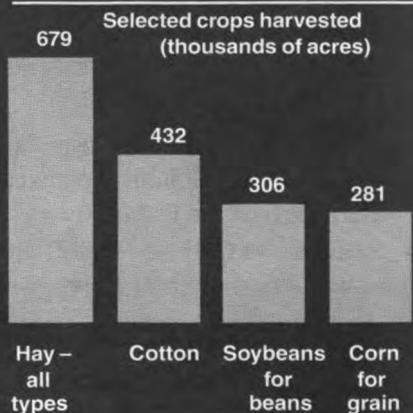
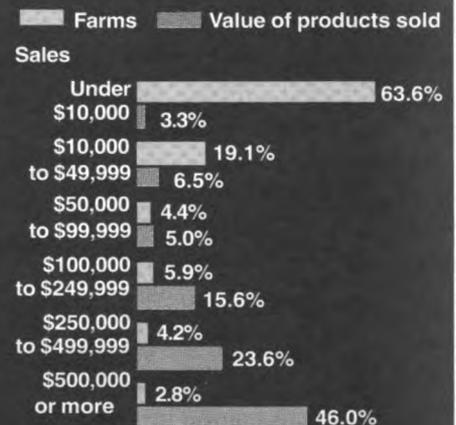
The switch to continuous measurement would be an historic step – one that would require thorough testing. December 1996 is our deadline for deciding whether to utilize this approach in the 2000 Census.

Harvest in Alabama

Highlights From the 1992 Census of Agriculture



Percent of farms and of market value of agricultural products sold



Source: 1992 Census of Agriculture, Geographic Area Series, Alabama.

Clearinghouse Meeting Focuses on Future Data Options

How should the Census Bureau provide information 5 years from now? What do you see as the role of the Internet for both the Federal Government and private companies? These are just two topics to be discussed at the April 4, 1995, meeting of registrants with the National Clearinghouse for Census Data Services.

The clearinghouse includes private companies and public organizations that provide services related to Census Bureau data and programs. The Census Bureau does not endorse or recommend these services, but simply identifies them as a service to users.

Participants will learn about plans in major program areas such as the 2000 Census, the 1997 Economic Census, TIGER, and the Internet. They will discuss changing technologies and dissemination mechanisms. The meeting is cosponsored by the Council of Professional Associations on Federal Statistics and the Association of Public Data Users.

For more information on the meeting or the clearinghouse, contact Larry Carbaugh of the Data User Services Division (301-457-1242) or send e-mail to carbaugh@census.gov.

Omission

Our January article on the Hammer Award recipients omitted Charles Caldwell. Our apologies!

Postal Service Does Its Part in Census Test!

It's in the mail – thank goodness! The U.S. Postal Service (USPS) plays a major role in census operations. Mail service allows us to send census questionnaires to you and for you to return them to us. (In 1990, 86.3 million questionnaires were handled this way – 84% of the total).

But USPS also helps us scrub up the massive address list used for mailing to respondents.

This year, we are conducting a census test in three sites: Oakland, Paterson, and northwestern Louisiana.

The USPS has furnished us with address information for the urban test sites (Paterson, New Jersey, and Oakland, California). We used this information in updating our Master Address File (MAF). The test offers an opportunity to refine the procedures that the two agencies will use for the 2000 census in developing a nationwide MAF linked to the TIGER geographic data base.

For the two urban test sites, USPS will provide updates to our address list and deliver and return questionnaires. In both the urban and rural test sites, USPS staff also will provide additional services to support the census-taking effort.

With Census Day (March 4) approaching, Census and USPS are preparing for a busy 2 months.

In the 2 weeks before, local post offices in Paterson and Oakland will conduct a check of the census mailing addresses using addressed cards from the Census Bureau. Post office staff

will identify residential addresses for which they did not receive an addressed card. (In turn, Census will use this information in updating the address file and in mailing replacement questionnaires.) In addition, USPS is mailing prenotice letters alerting respondents of the Test.

In Paterson and Oakland, the USPS letter carriers will deliver questionnaires on March 1 and at the same time identify vacant and nonexistent housing units. Using information from carriers, enumerators will make a visit to check on vacant or nonexistent housing units to verify their status. (In the past, the vacancy check required two enumerator visits.)

Respondents will complete questionnaires and mail them back to our Jeffersonville, Indiana, facility for processing. At the end of March, carriers will deliver replacement questionnaires.

USPS also has agreed to let us use post offices as locations where people can obtain unaddressed (or “Be Counted”) questionnaires during March and April. This service is for people who did not receive a questionnaire, have no usual residence, or believe they were not included on a questionnaire completed for their residence. Finally, USPS will place a notice in the box of all post office box holders informing them that questionnaires are available there.

For more about 1995 Census Test USPS operations, contact Edward Pike, Decennial Management Division (301-457-3970).

Access Census Bureau Governments Statistics on the Internet

The Census Bureau is now offering speedier access to statistics on government employment and finance. We will now release this information on the Internet, the network of networks, available from numerous servers, that reaches millions of users around the world.

Most printed reports on government finance and public employment data will be replaced by *Fact Sheets*.

At the same time as we put a particular data set on the Internet, we will release a separate printed fact sheet summarizing findings. The fact sheet will also be on the Internet.

The fact sheets will provide information on how to access the data on the Internet, as well as how to get the data for those who do not have access to the Internet.

Internet Release Replaces Reports on—

- *State Government Tax Collections: 1993*
- *State Government Finances: 1993*
- *City Government Finances: 1992-93*
- *County Government Finances: 1992-93*
- *Finances of Employee-Retirement Systems of State and Local Government: 1992-93*
- *Government Finances: 1992-93*
- *Public Education Finances: 1992-93*
- *City Employment: 1993*
- *County Government Employment: 1993*
- *Public Employment: 1993*

Several addresses will let you access information for States:

- WWW/Mosaic:
http://www.census.gov/main data bank/finances/

- Gopher
gopher.census.gov

- Anonymous ftp:
ftp.census.gov

Username: *anonymous*
Password: *Internetemail/address*
Files are in: */pub/Govt-Stats*

A *Classification Manual* providing definitions of finance items and their relation to broader aggregates (general own source revenue, direct expenditure, etc.) can be accessed via —

- Main data bank
- Governments Division's Home Page, gopher menu
- ftp at */pub/Govt-Stats/manual.exe*

If you don't have access to Internet, or you want more information on the release schedule, contact —

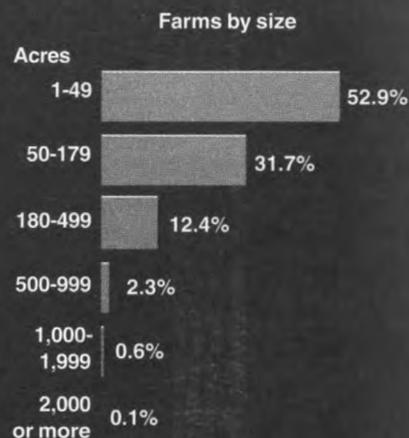
- By mail: Henry Wulf, Governments Division, Bureau of the Census, Washington, DC 20233-6800
- By E-mail: *hwulf@census.gov*
- By phone: Henry Wulf (301-457-1523 or 800-242-2184)

For questions on Governments Division's Internet data distribution (FTP, Mosaic, Gopher), contact —

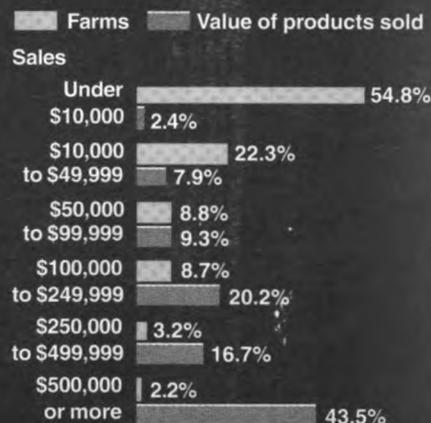
- By E-mail: *bhannon@census.gov* or *handerson@census.gov*
- By phone: Ben Hannon or Hutai Anderson (301-457-1597)

Harvest in Massachusetts

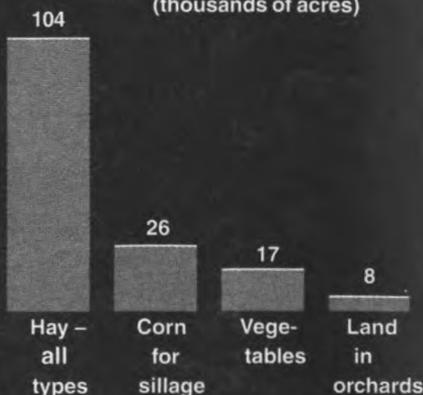
Highlights From the 1992 Census of Agriculture



Percent of farms and of market value of agricultural products sold



Selected crops harvested (thousands of acres)



Source: 1992 Census of Agriculture, Geographic Area Series, Massachusetts.

ECONOMIC UPDATE

U.S. Manufactures — Panorama at a Glance

Employment, Shipments, and New Capital Expenditures for All Manufacturing Industries by State

States	1992			Rankings						Percent change		
	All employees	Value of shipments	New capital expenditures	All employees	Value of shipments	New capital expenditures	All employees	Shipments	Capital expenditures			
	(1,000)	(\$ millions)	(\$ millions)	1992	1987	1992	1987	1992	1987	1992	1987	1987 to 1992
United States	18,253.3	3,006,275.2	103,656.2							-3.7	21.4	31.8
Alabama	379.6	52,708.4	2,565.4	19	21	22	23	16	22	9.3	28.9	88.6
Alaska	15.7	3,677.6	102.9	49	50	47	47	50	48	41.4	35.7	50.0
Arizona	176.9	25,767.1	967.8	32	30	33	33	30	28	-3.9	24.1	15.6
Arkansas	226.6	34,050.4	1,083.7	26	27	27	29	27	26	10.3	34.5	21.6
California	1,959.5	305,804.6	9,832.2	1	1	1	1	1	1	-6.8	21.1	14.7
Colorado	183.6	29,219.5	1,033.3	30	31	32	32	28	30	-0.1	25.8	30.5
Connecticut	325.5	40,778.2	1,522.7	22	18	25	24	24	23	-16.3	9.0	17.7
Delaware	66.7	12,999.9	443.7	40	40	37	37	38	40	0.2	21.2	60.2
District of Columbia	13.0	2,007.6	31.8	50	48	51	50	51	51	-23.5	-5.7	-27.1
Florida	473.7	64,319.8	2,058.0	15	14	18	16	20	14	-5.1	13.6	7.7
Georgia	555.6	90,998.9	2,757.9	11	12	10	11	14	10	-2.5	20.2	11.6
Hawaii	20.9	3,789.7	107.0	47	46	46	46	49	45	-5.9	9.9	4.9
Idaho	66.4	10,557.3	558.2	41	41	40	41	36	42	25.5	50.7	137.7
Illinois	970.0	158,128.5	5,318.3	4	5	5	6	4	5	-2.0	19.6	20.2
Indiana	619.1	104,871.1	4,124.7	9	10	9	9	8	8	2.8	25.2	22.6
Iowa	227.4	46,431.8	1,182.2	25	26	24	25	25	29	10.3	31.1	41.7
Kansas	189.3	36,094.5	977.9	29	29	26	26	29	25	0.1	16.2	-3.3
Kentucky	277.1	60,028.5	2,117.9	23	23	20	21	18	17	10.1	43.5	21.3
Louisiana	178.8	60,940.4	3,700.8	31	32	19	18	10	21	10.8	20.2	160.7
Maine	91.1	11,611.1	524.2	37	36	38	38	37	33	-10.3	8.9	-2.8
Maryland	194.6	31,046.9	780.3	28	24	30	27	33	27	-15.5	10.8	-10.8
Massachusetts	479.7	65,701.8	2,087.8	14	11	17	13	19	12	-18.9	4.6	-3.7
Michigan	916.9	161,409.0	4,759.2	7	6	4	4	6	2	-6.4	10.3	-0.7
Minnesota	393.6	57,323.5	2,123.4	18	19	21	19	17	16	5.2	20.0	20.3
Mississippi	238.3	32,654.8	905.5	24	25	28	30	31	32	8.9	33.9	39.8
Missouri	408.1	73,746.4	1,684.1	16	17	14	14	23	18	-2.6	23.1	4.0
Montana	21.5	4,137.4	121.4	46	47	45	45	48	46	7.0	18.3	25.2
Nebraska	100.0	21,816.0	369.0	35	37	34	34	40	39	10.3	35.7	16.1
Nevada	27.5	3,288.0	135.0	45	45	49	49	47	44	16.0	33.1	18.4
New Hampshire	93.5	11,259.8	345.2	36	35	39	35	41	37	-13.3	-7.8	1.6
New Jersey	573.5	86,885.0	2,750.8	10	9	12	10	15	11	-17.0	5.4	19.0
New Mexico	39.4	9,491.5	338.3	43	43	42	43	42	43	13.5	124.6	72.3
New York	1,049.2	154,211.4	4,309.0	2	2	6	5	7	6	-17.9	5.9	0.3
North Carolina	831.3	128,599.4	4,103.2	8	8	8	8	9	9	-1.3	34.9	38.7
North Dakota	18.5	3,677.5	155.1	48	49	48	48	44	50	20.1	42.9	230.0
Ohio	1,045.8	184,637.4	6,180.6	3	3	3	3	3	3	-4.9	16.4	30.3
Oklahoma	156.7	30,286.6	872.3	33	33	31	31	32	34	3.6	25.8	62.0
Oregon	212.7	32,214.5	1,152.4	27	28	29	28	26	31	4.8	27.1	56.7
Pennsylvania	952.4	139,251.3	4,921.4	6	4	7	7	5	7	-8.2	17.4	43.0
Rhode Island	88.4	9,578.0	280.4	38	34	41	40	43	41	-21.1	4.5	1.4
South Carolina	366.5	51,996.4	2,020.1	20	20	23	22	21	19	0.2	26.2	27.4
South Dakota	34.9	5,955.9	149.0	44	44	44	44	45	47	26.9	54.3	87.9
Tennessee	503.6	76,209.4	3,232.4	13	15	13	15	11	15	3.9	32.0	69.7
Texas	957.3	211,647.9	9,235.9	5	7	2	2	2	4	4.7	30.0	103.1
Utah	105.6	15,750.2	586.3	34	38	35	39	35	36	18.9	53.1	45.3
Vermont	44.5	6,385.8	409.2	42	42	43	42	39	38	-8.2	34.4	22.4
Virginia	407.8	65,859.6	1,853.0	17	16	16	17	22	20	-5.0	26.9	20.1
Washington	341.8	72,800.2	3,033.1	21	22	15	20	12	24	10.4	56.5	143.7
West Virginia	78.4	13,216.8	668.1	39	39	36	36	34	35	-6.4	14.3	53.7
Wisconsin	545.7	88,066.5	2,947.2	12	13	11	12	13	13	6.2	26.5	45.4
Wyoming	9.0	2,385.4	136.7	51	51	50	51	46	49	16.9	15.0	109.3

Source: 1992 Census of Manufactures, Geographic Area Series, Preliminary U.S. Summary, MC92-SUM-1(P).

America's Manufacturing Output Topped \$3 Trillion in 1992

Food, chemicals, and transportation equipment industries set the pace

The Nation's manufacturing sector registered a \$530 billion increase in shipments between 1987 and 1992 – a 21-percent improvement for the 5-year period – according to the *1992 Census of Manufactures, Preliminary U.S. Summary*, Series MC92-SUM-1(P), released by the Census Bureau.

Three major groups accounted for about 37 percent of the \$3 trillion total:

- Food (SIC 20) – \$404 billion.
- Transportation equipment (SIC 37) – \$401 billion.
- Chemicals (SIC 28) – \$306 billion.

During the same 5-year period, employment by U.S. manufactures fell by 4 percent, or 696,000 jobs, to 18,253,500.

New capital expenditures by manufacturers, on the other hand, topped \$100 billion, a 32-percent increase over 1987.

Over 380,000 manufacturing establishments in 20 major industry

groups are included in the 1992 Census of Manufactures. In all, 459 industries are included, all of U.S. manufacturing. All dollar values in the report are shown in current dollars, not adjusted for changes in price levels.

These data are from the *1992 Census of Manufactures, Preliminary Industry Series, United States Summary*, MC92-SUM-1(P). This report provides national totals for industry groups and industries, and State totals for all manufacturing. Copies of the U.S. summary are available for \$2.50 from the U.S. Government Printing Office (S/N 803-038-00168-2).

Final industry reports will provide additional tabulations of industry data at the national level. The *Geographic Area Series* reports, with additional data for States, metropolitan areas, counties and places, are scheduled for release beginning in mid-1995. Data from the reports also will be on CD-ROM.

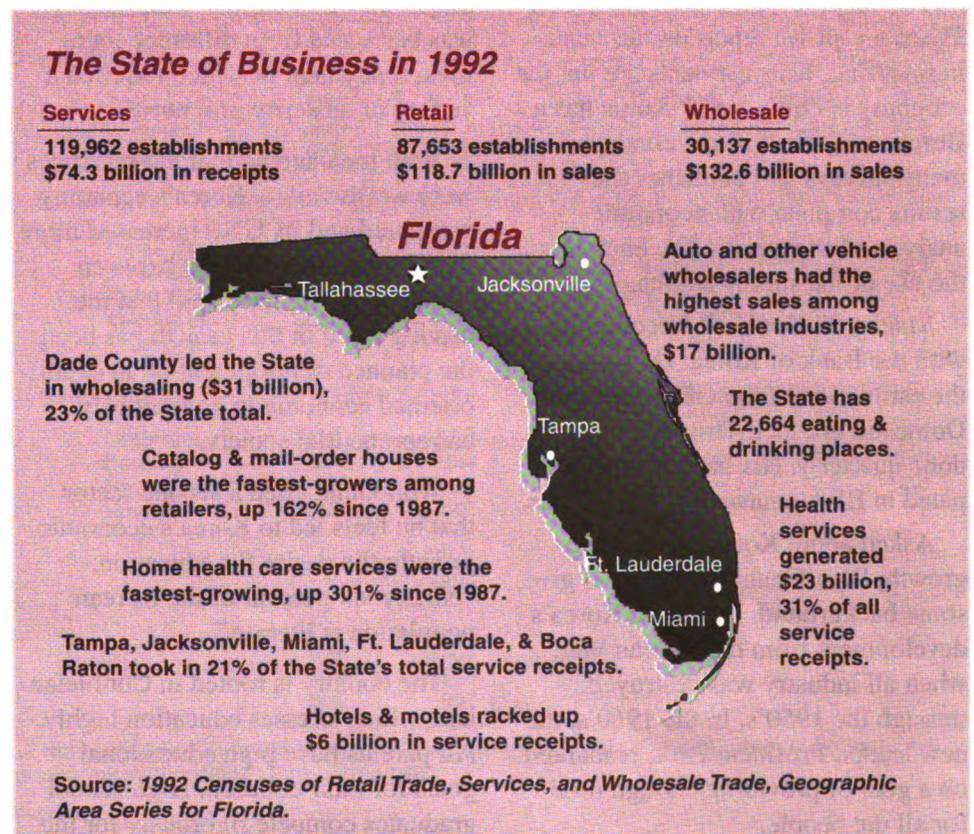
For more information about the content, contact William Visnansky, Manufacturing and Construction Division (301-457-4769).

Contact Customer Services (301-457-4100) for more information about report prices and stock numbers.

Economic Census – In Brief!

Learn all about the 1992 Economic Census in one sitting. A copy of our newly released *Introduction to the 1992 Economic Census* helps you sort out what the census covers, which products and media the data come in, and where to get further info.

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Korean Economists Visit Census and Share Their Insights

Kang Won-Geun and Maeng Su Kook of Seoul, Korea, made a stop at the Census Bureau while on a trip to attend a 2-month seminar at the Bureau of Economic Affairs (BEA) on economic and social indicators. They were two of many foreign visitors the Census Bureau receives each month.

Won-Geun is an economist with the Korea Development Bank, a government-run bank and the largest bank in Korea. His work involves correcting the survey results involving facility investments in the private sector and short term economic forecasting.

In commenting on what role statistics plays in the economic development in his country, Won-Guen said: "Investment data are very important to forecasting the economic conditions. Twice a year we report on the trends in investing. If investments are up, the economy is doing well." Korea has a Bureau of Statistics that conducts many surveys and publishes the results complete with economic analysis of the trends. The bank has the use of the survey results.

Maeng Su Kook is an economist with the Bank of Korea. He works on the estimation of the GDP, the Gross Domestic Product. This estimation is done quarterly. His bank has participated in BEA courses for many years.

Asked about Korea's economic growth, Won-Geun proceeded to give some background. He traced Korea's development from the Korean War, when all industry was destroyed, through the 1950's. In the 1960's, the new leader, President Park, embarked on a goal of providing enough food for all the people.



Kang Won-Geun

Contrasting with other developing countries, Korea adopted an export-oriented economy. Government began supporting the heavy chemical, automotive, petroleum, and shipbuilding industries – all of which required huge outlays of capital. This money was borrowed from different countries, repayment of which required a variety of austerity programs.

Both men agreed that the sacrifices were worthwhile – Korea's economy prospered and its GNP increased more than 10 percent annually between 1986 and 1991. They said that the driving force in this growth has been the planned development of an export-oriented economy in a vigorously entrepreneurial society.

Won-Geun cited a second factor that he feels led to Korea's economic growth: the desire for education. "Ninety-six percent of the Korean population is literate."

The country is rooted in Confucianism, which stresses education highly. All parents have high educational goals for their children. High school graduates compete rigorously for the



Maeng Su Kook

available university slots. Those who succeed in their studies then go on to contend for professional positions in this highly competitive society.

The rapid economic growth rate caused some problems in Korea. Kook commented on the rise in labor costs, strong inflationary pressures, and a rapidly rising current account deficit. Trade barriers set by developed countries on developing countries also add to the current problems.

Won-Geun noted that his country is undergoing restructuring. "High level growth has led to a desire for quality in living style and living standards."

What did they hope to learn on their trip to America? They both hoped to learn more about American statistical technology and also to improve their English, which is very important in their country.

American society is of great interest to them both. Won-Geun visited American universities to ascertain the source of their strength. Both were impressed by the wealth of natural resources in this country as compared to Korea.

U.S. STATISTICS AT A GLANCE

Economic Indicators

	Latest data	Unit	Latest month	Previous month	Last year	Percent change from previous month year		
Business Sources: Census Bureau, Federal Reserve Board								
Retail: Sales	December	\$bil.	191.9	192.1	180.9	-0.1	6.1	
Inventory	November	\$bil.	294.7	293.1	270.6	0.5	8.9	
Inv./sales ratio	November	ratio	1.53	1.53	1.51	X	X	
Consumer installment credit	November	\$bil.	904.5	891.6	786.1	1.4	15.1	
Merchant wholesalers: Sales	November	\$bil.	176.0	176.2	162.3	-0.1	8.4	
Inventory	November	\$bil.	235.1	232.2	215.5	1.2	9.1	
Stock/sales ratio	November	ratio	1.34	1.32	1.33	X	X	
Construction and Housing Sources: Census Bureau, Federal Housing Finance Board								
Residential: Building permits — AR	December	1,000	1,396	1,388	1,474	0.6	-5.3	
Housing starts — AR	December	1,000	1,529	1,545	1,612	-1.0	-5.1	
New home sales — AR	November	1,000	693	711	766	-2.5	-9.5	
New home mortgage rate — NSA	November	pct.	7.81	7.76	6.80	0.6	14.9	
New construction: Total expenditures — AR	November							
Current dollars		\$bil.	522.7	518.9	490.2	0.7	6.6	
Constant (1987) dollars		\$bil.	421.1	419.4	412.9	0.4	2.0	
Manufacturing Sources: Census Bureau, Federal Reserve Board								
Durable goods: Shipments	November	\$bil.	156.8	152.6	142.7	2.7	9.9	
New orders	November	\$bil.	159.4	154.2	139.7	3.4	14.1	
Unfilled orders	November	\$bil.	428.9	426.3	424.0	0.6	1.1	
Total goods: Shipments	November	\$bil.	290.4	284.0	265.5	2.3	9.3	
Inventories	November	\$bil.	390.0	388.1	380.2	0.5	2.6	
Inv./ship ratio	November	ratio	1.34	1.37	1.43	X	X	
Index of industrial production	November	1987=100	120.2	119.6	113.7	0.5	5.7	
U.S. International Trade in Goods and Services Source: Census Bureau								
Exports of goods and services	November	\$bil.	61.2	59.8	54.5	2.2	12.3	
Imports of goods and services	November	\$bil.	71.7	69.9	62.0	2.5	15.6	
Trade balance	November	\$bil.	-10.5	-10.1	-7.5	4.3	39.8	
Money Supply, Prices, Interest Rates Sources: Federal Reserve Board, Bureau of Labor Statistics, Treasury								
Money supply (M1)	November	\$bil.	1,148	1,149	1,122	-0.1	2.2	
Consumer Price Index — NSA	December	1982-84=100	149.7	149.7	145.8	0.0	2.7	
Producer Price Index ¹	December	1982=100	126.3	126.4	124.2	0.2	1.7	
Prime rate charged by banks ²	December	pct.	8.50	8.50	6.00	0.0	41.7	
3-month U.S. T-bill — NSA	December	pct.	5.64	5.25	3.08	7.4	83.1	
Other Principal Indicators Sources: Bureau of Labor Statistics, Bureau of Economic Analysis								
Civilian labor force ³	December	mil.	131.7	131.7	128.9	0.0	2.2	
Unemployment rate ³	December	rate	5.4	5.6	6.4	-3.6	-15.6	
Index of leading indicators	November	1987=100	102.52	102.2	99.6	0.3	2.9	
Personal income — AR	November	\$bil.	5,842	5,850	5,483	-0.1	6.5	
			Qtr. 3	Qtr. 2	Percent			
			1994	1994	change ⁴			
Constant (1987) dollars:								
Gross domestic product (GDP)		\$bil.	5,367	5,314	4.0			
Personal consumption expenditures		\$bil.	3,585	3,558	3.1			
Gross private domestic investment		\$bil.	967	951	7.1			

AR Annual rate. NSA Not seasonally adjusted. X Not applicable. ¹Finished good. ²As of end of month. ³Data for latest month not comparable with data for same month last year due to change in survey methodology. ⁴Annualized rate.

Note: Figures are seasonally adjusted except as noted.

You Are the Answer!

Continued from page 1

motivating the community to respond to the Census.

The Census Bureau is working with communities to customize promotional products and using local residents to spread the word. LaVerne Vines Collins, chief of the Census Bureau's Public Information Office, notes, "A local messenger and a local

Statistical Brief

Continued from page 2

need to take to achieve career objectives. The *Brief* will show them that the effort they'll have to put into these classes will eventually pay off.

"The *Brief* presents lots of good information very succinctly," Ramsey notes. "It's very readable and will definitely get the kids' attention!"

You too can photocopy "More Education Means Higher Career Earnings," *Statistical Brief* 94-17, and give it to your students. For a free copy, call Customer Services (301-457-4100). For more information, contact Robert Kominski of our Population Division (301-457-2464.)

message often are more effective in motivating people to take action – in this case, respond to the census."

To assist in establishing the "C4's" and promotion, there is a census outreach specialist for each test site.

The specialists and the "C4's" are working closely with the Census Bureau to tailor messages to their communities and to work with local media to publicize the importance of the test. The specialists also are assisting with some of the operations of the 1995 Census Test.

Other aspects of outreach for the 1995 Census Test include –

- Promotional materials in English, Spanish, Chinese, Vietnamese, Tagalog, and Korean.
- A mailout of teaching kits to all teachers in the test sites.
- Informing national organizations representing State, local, and tribal governments of plans for the 1995 Census Test and the 2000 Decennial Census.
- Outreach to members of Congress.

If you are a resident of one of the test sites, be sure to participate in the

1995 Census Test. Perhaps you may want to be an enumerator. Make sure family and friends know jobs are available. We ask too that you play a role in promoting the Census test and the 2000 Census. The data you use depend on it!

Census Outreach Specialists

Oakland	Solomona Aaelua (510-637-4016)
Paterson	Brian Duncan (212-684-8477)
Louisiana	Brenda August (318-356-9293)

For information about outreach and promotion in the 1995 test, contact LaVerne Vines Collins, Chief, Public Information Office, U.S. Bureau of the Census, Washington, DC 20233 (301-457-2816).

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