

CENSUS



Volume 31, No. 3
March 1996

Easy Access on CD-ROM

Doing Business in 90210 – and Any Other ZIP Code

Top 10 ZIP's, more on software
on page 4

Visit Beverly Hills 90210 and you'll find no shortage of places to shop. In 1992, 352 retail establishments awaited your visit, more than a third (123) of them selling clothing.

Waiting to take your order were 68 eating and drinking places; after lunch, you could have visited any of 21 jewelry stores for a few baubles.

Services too are a major part of the scene in 90210 – almost 1,000 establishments. Show business has a sizable impact on the neighborhood, but health services make up more than a third of the service establishments there (see table).

Learn more about business in 90210 – and in any other ZIP Code area – through our recently released *1992 Economic Census CD-ROM 2A, ZIP Code Statistics*. The disc contains statistics based on the 1992 censuses of retail trade and services. For both

U.S. Department of Commerce
Economics and Statistics
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sectors you get the total establishments, sales or receipts, employment and payroll for each ZIP; plus counts of establishments by employment-size and sales-size for hundreds of different kinds of business.

The disc comes with easy-to-use *GO92* software allowing users to present data for specific ZIP Codes or kinds of business. The software even lets you rank ZIP Codes within any State.

It also has *EXTRACT* software allowing you to do more complex retrievals (for example, per capita sales). In addition, *EXTRACT* allows you to access '87 data on the disc. Both allow you to export data for use in other software.

You can purchase *1992 Economic Census CD-ROM 2A, ZIP Code Statistics* from Customer Services (301-457-4100) for \$150. Manufacturing data – plus all that's on 2A – will be released on a second disc (2B) late this spring. Buy both discs as a set for \$200.

For more information, contact Paul Zeisset, Economic Planning Staff (301-457-4151).

Hollywood Thrives in Beverly Hills 90210

Service industries in rank order by
number of establishments: 1992
(two-digit SIC)

Total	992
Health services	335
Amusement and recreation services (includes production services, distributors, theatrical production services, musicians' and actors' services, etc.)	218
Legal services	142
Engineering, accounting, and management services	83
Business services (includes ad agencies, employment agencies, photo labs, protective services, etc.)	77
Personal services (includes beauty and barber shops, shoe repair, tanning salons, etc.)	63
Parking and auto repair	29
Services not elsewhere classified (includes author and composer services, etc.)	26
All others	22

Source: U.S. Census Bureau, Department
of Commerce, *1992 Economic Census,
ZIP Code Statistics, Disc 2A*.

Inside This Issue!

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Investing for the Future

How are America's older workers saving for their retirement? A 401(k)? A stock plan? Do retirees receive a lump sum payment or annuity? In retirement, do they continue to receive health coverage from their employer?

In September 1994, the Census Bureau added a supplement to the Current Population Survey asking workers age 40 and over questions about their health and pension benefits. You can get the results on tape and disc and in a report (see below).

We release microdata from the Current Population Survey showing household records with personal detail removed to preserve confidentiality. You can get microdata from the September 1994 CPS file showing the month-to-month data (i.e., on employment) and the data in this supplement.

The supplement covers health insurance coverage after leaving an

employer, cost, frequency of payment, and reason no longer covered. It also focuses on retirement plans – kind of plan, cost, source and amount of payments, years of service under a plan, use of lump sum payments, etc.

The *Current Population Survey, September 1994: Health and Pension Benefits File* is available for \$175 on tape or CD-ROM from Customer Services (301-457-4100).

The sponsor, the Pension and Welfare Benefits Administration, part of the U.S. Labor Department, has released a report, *Retirement Benefits of American Workers: New Findings From the September 1994 Current Population Survey*.

Questions about the data and requests for the report (copies available while they last) should go to Dan Beller of the Pension and Welfare Benefits Administration (202-219-7222, extension 2403).

Census and You Editorial Information

Volume 31 No. 3
March 1996

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CENSUS 2000

New Designs Unveiled in Census Test

A “Friendlier” Questionnaire, A Better Response Rate?

“The census questionnaire? I remember – it was too detailed, too hard to read. I didn’t have time to fill the thing out!”

– Exasperated respondent

In 1990, many Americans echoed this sentiment when they received their Census of Population and Housing questionnaire. For this reason and others, mail response rates reached an all-time low in 1990 (about 65 percent).

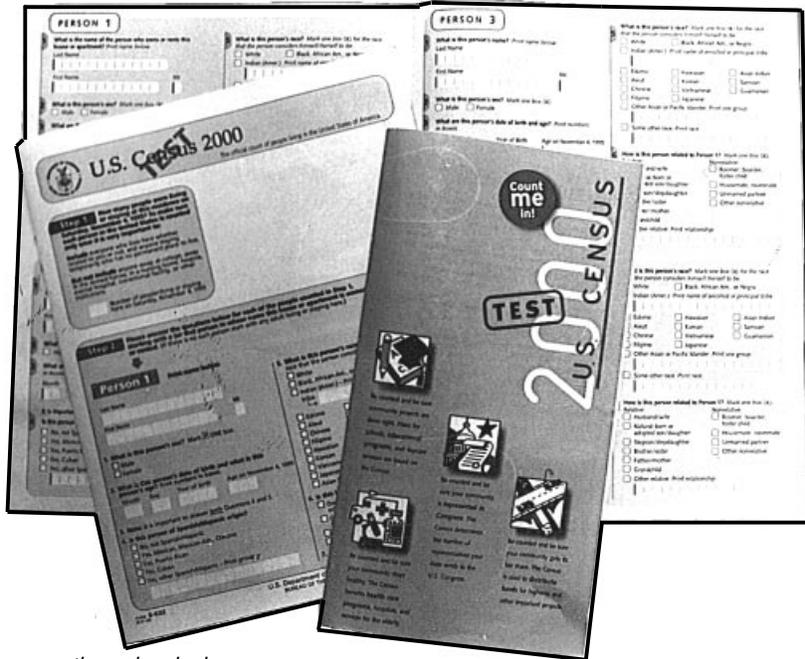
For the 2000 census, we at the U.S. Census Bureau are looking closely at questionnaire design – length, layout, wording, even color – in our efforts to boost response rates and cut costs.

Will a new, simpler, “friendlier” questionnaire increase response? This is one approach we’re studying, especially in the 2000 Census Test underway this month (see “Testing the Forms,” page 4).

In the census, we have traditionally used two questionnaires: a short and a longer, sample form. In the 1990 census, the short form contained 14 questions and the sample form contained the same questions, plus 45 more. In 1990, the sample form went to about one household in every six.

Our research for Census 2000 shows that five factors significantly improve response rates:

- Use of an advance letter saying a questionnaire is on the way.
- A simpler questionnaire, easier to understand and fill out.



New questionnaire designs

- A message on the questionnaire envelope telling respondents that response is required by law.
- A thank-you or reminder postcard sent a few days after the questionnaire.
- A replacement questionnaire, sent 3 weeks after the first questionnaire, telling households that we have not received their form and asking that they fill out and return the new one.

Outside Help

For guidance, the Census Bureau turned to an expert on questionnaire design, long familiar with the forms for past censuses. He came up with a questionnaire that we used in the 1995

Census Test. He has redesigned this form for testing in 1996.

Looking to draw upon modern mass-marketing techniques in our mailing packages, we also turned to a private company specializing in information design for help in designing forms for Census 2000. We asked them to create several prototypes.

We gave the company several guidelines:

- Forms and mailing packages had to be friendly.
- All materials had to meet postal guidelines to keep mailing costs low.

Continued on page 4

Friendlier Questionnaire

Continued from page 3

- Questionnaires had to be suitable for processing (i.e., readable by optical recognition devices).

In addition, the redesigned mailing package had to stand out from the stacks of commercial “junk” mail many Americans receive each day.

One of the notable elements of the proposed forms and mailing packages is that language actually on them stresses the benefits of census data to people and their communities.

Testing the Forms

In March, 95,000 American households received one of several questionnaires as part of the 2000 Census Test. It is designed to test the content of the census questions and the questionnaire design. In this test, we are using a sample split into two groups by race, Hispanic origin, and housing tenure (renter or owner). One is a low-coverage group made up of people from groups that traditionally have had low response rates. The other is a high-coverage group.

Housing units received the advance letter, the test questionnaire, and the reminder postcard. For those who do not respond, a second questionnaire will be sent.

More Information

For more information about the new designs and the tests, contact Judith Waldrop (301-457-2147; jwaldrop@census.gov) or Carolyn Hay (301-457-4008).

Fax inquiries to 301-457-2744, or send them to the Carolyn Hay, U.S. Census Bureau, Decennial Management Division, Washington, DC 20233.

Top 10 ZIP's in Retail Sales and Service Receipts: 1992

(\$1,000)

Retail Sales

ZIP	Place	Estab-lish-ments	Sales
10022	New York, NY (1)	1,060	\$2,477,899
07652	Paramus, NJ (2)	701	\$1,891,260
10001	New York, NY (5)	989	\$1,598,841
90701	Artesia, CA (9)	490	\$1,591,715
96814	Aliamanu, HI	844	\$1,524,943
10019	New York, NY (7)	869	\$1,524,687
96815	Honolulu, HI	823	\$1,521,050
19380	East Goshen, PA	243	\$1,450,515
33304	Fort Lauderdale, FL	347	\$1,429,751
92626	Costa Mesa, CA (6)	617	\$1,414,624

Service Industries

ZIP	Place	Estab-lish-ments	Receipts
91505	Burbank, CA (8)	631	\$8,221,239
10022	New York, NY (1)	2,365	\$6,365,031
10019	New York, NY (3)	2,023	\$5,586,589
10017	New York, NY (2)	2,368	\$5,458,104
89109	Las Vegas, NV (4)	731	\$4,937,634
90067	Los Angeles, CA (5)	1,805	\$3,662,374
10016	New York, NY (7)	2,388	\$3,182,061
19103	Philadelphia, PA	1,010	\$3,138,419
08401	Atlantic City, NJ (6)	334	\$3,097,229
10036	New York, NY (9)	1,583	\$2,817,974

Note: 1987 rank in parentheses if in top 10.

Source: U.S. Census Bureau, Department of Commerce, 1992 Economic Census, ZIP Code Statistics, Disc 2A.

Software Is the Key for the 1992 Economic ZIP Code File

Using the 1992 Economic Census ZIP Code Statistics CD-ROM (Disc 2A) is easy. To profile a ZIP Code as we did on page 1, or to sum up for a group of ZIP Code areas, as we do below, you'd use GO92 software on the disc. It's easy, menu-driven, and adaptable to most users' purposes.

For more complex tabulations (like the rankings shown above), EXTRACT comes to the rescue. EXTRACT lets you specify which statistics you want and in what format. It lets you make rudimentary calculations and gives you access to data not accessible through GO92.

1992 Economic Census — Service Industries: Firms Subject to Federal Income Tax SIC: 723 Beauty Shops State: CALIFORNIA						
Area Name	Establishments Operated Entire Year by Number of Employees					
	<5	5-9	10-19	20-49	50-99	100+
90210 Beverly Hills, CA	16	2	7	8	0	0
90211 Beverly Hills, CA	11	1	2	2	0	0
90212 Beverly Hills, CA	6	3	0	2	0	0
90220 Carson, CA	1	0	0	0	0	0
90221 Compton, CA	2	0	0	0	0	0
90230 Culver City, CA	7	0	1	0	0	0
90232 Culver City, CA	5	0	0	0	0	0
90240 Downey, CA	5	4	0	1	0	0
90241 Downey, CA	11	3	2	1	0	0
90242 Bellflower, CA	6	2	0	0	0	0
90245 EL Segundo, CA	2	0	1	0	0	0
90247 Carson, CA	8	1	1	0	0	0
90248 Carson, CA	3	1	0	0	0	0
90249 Aloondra Park, CA	9	0	1	0	0	0

↑↓Sort Print Copy Esc-Reset End-Quit

Browsing Beauty Shops by ZIP Code

Here is a screen from the ZIP Code file produced by the GO92 software. GO92 lets you profile one ZIP Code or to show certain predetermined tabulations for multiple ZIP Codes. All you do is type “Go” and the software leads you from there.

Nancy Gordon Named Associate Director for Demographic Programs



Dr. Nancy Gordon

The Census Bureau welcomes Nancy M. Gordon as our new Associate Director for Demographic Programs. She has been a visiting professor of economics at American University.

From 1980 to 1995, she was the Assistant Director for Health and Human Resources of the Congressional Budget Office, a nonpartisan organization charged with providing objective, balanced information to the Congress. Her division was responsible for policy analyses in the areas of health, income security, education, employment, and housing.

She served as Executive Director of President Carter's Task Force on Women. She also was a senior research associate at the Urban Institute,

a Brookings Economic Policy Fellow at the Department of Labor, and an assistant professor of economics at the Graduate School of Industrial Administration, Carnegie-Mellon University.

Dr. Gordon received her Bachelor of Arts degree in economics and statistics from the University of California at Berkeley and her Ph.D. in economics from Stanford University. She has been active in a variety of professional and volunteer activities, including chairing the American Economic Association's Committee on the Status of Women in the Economics Profession from 1985 to 1987.

From 1982 to 1990, she served as president, officer, or member of the board of directors of Worldwide Assurance for Employees of Public Agencies (WAEPA), a nonprofit organization that provides life insurance for Federal employees.

Marvin Raines Heads Up Field Operations

Marvin D. Raines has been named Associate Director for Field Operations.

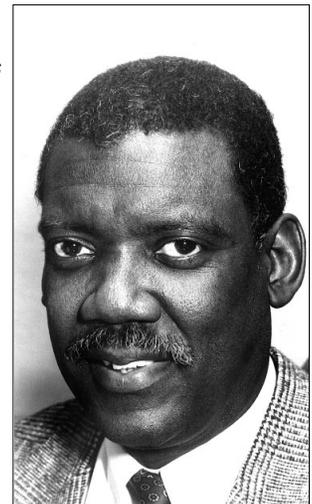
Mr. Raines joined the Census Bureau in 1987 as the Assistant Division Chief for Operations, Computer Services Division, and served as the chief of this division from November 1988 to the present.

Before 1987, he served as the senior information resources management official with the District of Columbia public school system. Before that, he was Chief of the

Electric Power Coal Data Development Division with the Department of Energy, responsible for the development of survey systems for the collection and processing of national electric power and coal data.

Mr. Raines received a B.S. in mathematics from Morehouse College and a M.S. in technology of management from the American University. He currently serves as the vice chair of the regional council for the United Way in Prince Georges County, Maryland.

Marvin Raines



Welcome to the Firm!

Few landmarks are as widespread on the American scene as neighborhood convenience stores – the places we go for a quart of milk or a corn dog when everyone else is closed. The 1992 Economic Census counted –

- 21,790 firms operating 30,748 convenience food stores (SIC 541 part).
- 12,263 firms operating 23,035 convenience food/gas stores (SIC 541 part) where you could fill up both ways.

- 10,796 firms operating 33,998 gas/convenience food stores (SIC 554 part) where gas is most of the business (see table).

To profile stores or firms of any sort, you can turn to one of the *Establishment and Firm Size* reports based on the census. The information above comes from the report based on the 1992 Census of Retail Trade. These reports have statistics only for firms with payrolls.

You can size up an industry like convenience food stores (see page 7, column 1): 14 firms with 100 or more establishments operate 5,142 establishments with \$3.7 billion in sales. These firms operate only 17 percent of such establishments, but comprise 22 percent of sales.

The 4 largest firms operate 3,026 establishments, with \$2.5 billion in sales, approximately 15 percent of all convenience food sales.

For other economic sectors (wholesale trade; service industries; transportation, communications, and utilities; and finance, insurance, and real estate), you can get a similar report on establishment and firm size (including legal form of organization). For manufacturing and mineral industries, similar information will be found in the *General Summary* reports, not in separate reports as in years past. The construction report does not have company statistics.

Reports Available and to Come

- *Establishment and Firm Size (Including Legal Form of Organization)*. 1992 Census of Wholesale Trade, Subject Series (WC 92-S-1). \$14.50. Disc 1G. Contact: John Trimble, Services Division (301-457-2694).
- *Establishment and Firm Size (Including Legal Form of Organization)*. 1992 Census of Retail Trade, Subject Series (RC 92-S-1). \$9.50. Disc 1G. Contact: Fay Dorsett, Services Division (301-457-2687).
- *Establishment and Firm Size (Including Legal Form of Organization)*. 1992 Census of Service Industries, Subject Series (SC 92-S-1). \$15.50. Disc 1G. Contact: Jack Moody, Services Division (301-457-2689).
- *Establishment and Firm Size (Including Legal Form of Organization)*. 1992 Census of Finance, Insurance, and Real Estate Industries, Subject Series (FC92-S-1). \$5.50. Disc 1G. Contact: Sid Marcus, Services Division (301-457-2786).
- *Establishment and Firm Size (Including Legal Form of Organization)*. 1992 Census of Transportation, Communications, and Utilities, Subject Series (UC92-S-1). \$9. Disc 1G. Contact: Sid Marcus, Services Division (301-457-2786).
- *Legal Form of Organization and Type of Operation*, 1992 Census of Construction Industries, Subject Series (CC92-S-1). \$3.50. Disc 1H. Contact Pat Horning, Manufacturing and Construction Division (301-457-4680).
- *General Summary*, 1992 Census of Manufactures, Subject Series (MC92-S-1). Available Spring 1996. Disc 1I. Contact William Visnansky, Manufacturing and Construction Division (301-457-4769).
- *General Summary*, 1992 Census of Mineral Industries, Subject Series (MIC92-S-1). Available Spring 1996. Disc 1I. Contact Pat Horning, Manufacturing and Construction Division (301-457-4680).

Note: Reports available from the Census Bureau (Jeffersonville, Indiana); CD-ROM's from Customer Services at Census. For phone numbers, see page 2.

Focus on the Firm

What makes these reports especially valuable is that they profile *firms* – the companies that operate businesses. (Again, construction is the exception.) Most economic census reports focus on the *establishment* as the unit of measure.

In the box, left, we identify the source reports, also available on CD-ROM (e.g., Disc 1G).

You can order the reports from our Jeffersonville, Indiana office (address, see page 2).

Most of these data are on the 1992 *Economic Census CD-ROM 1G*, available for \$150 from Customer Services (301-457-4100); all will be on Disc 1I, available later this year.

ECONOMIC UPDATE

Conveniently Yours!

Profile of convenience-type stores (with payroll only): 1992

	Convenience food stores (SIC 541 part)			Convenience food/gasoline stores (SIC 541 part)			Gasoline/convenience food stores (SIC 554 part)		
	Firms (No.)	Estabs. (No.)	Sales (\$1,000)	Firms (No.)	Estabs. (No.)	Sales (\$1,000)	Firms (No.)	Estabs. (No.)	Sales (\$1,000)
Firm Size									
Firms	21,790	30,748	17,310,965	12,263	23,035	19,338,037	10,796	33,998	47,993,477
Single units	20,424	20,424	10,093,735	10,642	10,642	7,162,007	7,454	7,454	9,468,052
Multiuunits	1,366	10,324	7,217,230	1,621	12,393	12,176,030	3,342	26,544	38,525,425
1 estab.	594	594	383,517	700	700	729,947	1,138	1,138	1,591,236
2 estabs.	383	766	509,023	378	756	749,873	738	1,476	1,940,177
3 or 4 estabs.	183	623	418,830	249	822	785,666	614	2,080	2,620,242
5 to 9 estabs.	93	597	314,410	157	999	895,952	441	2,864	3,579,257
10 to 24 estabs.	67	955	595,596	87	1,354	1,181,137	280	4,028	5,264,876
25 to 49 estabs.	16	549	521,034	23	800	638,047	70	2,372	3,497,008
50 to 99 estabs.	16	1,098	734,428	10	643	803,932	28	2,019	3,018,213
100 estabs. or more	14	5,142	3,740,392	17	6,319	6,391,476	33	10,567	17,014,416
Employment Size									
Firms operated entire year	16,933	25,858	16,014,499	10,642	21,384	18,831,073	9,865	33,002	47,520,290
Less than 5 employees	8,734	8,787	3,084,086	5,084	5,107	2,429,485	2,697	2,786	2,233,302
5 to 9 employees	5,036	5,127	3,512,189	3,174	3,255	2,742,098	3,161	3,323	4,394,330
10 to 19 employees	2,468	2,817	2,552,323	1,603	2,009	2,342,434	2,296	3,246	4,993,400
20 to 49 employees	541	1,266	1,060,024	576	1,597	1,793,255	1,128	3,773	5,333,955
50 to 99 employees	73	586	380,250	109	941	974,880	327	2,981	4,114,974
100 to 249 employees	39	732	514,214	61	1,222	1,076,392	168	3,349	4,882,580
250 to 499 employees	18	835	506,212	16	822	916,615	35	1,558	2,244,968
500 to 999 employees	11	764	682,614	7	818	652,896	28	2,405	3,516,252
1,000 employees or more	13	4,944	3,722,587	12	5,613	5,903,018	25	9,581	15,806,529
Firms not operated entire year	4,857	4,890	1,296,466	1,621	1,651	506,964	931	996	473,187
	Estabs. (No.)	Sales (\$1,000)	Pct. of total	Estabs. (No.)	Sales (\$1,000)	Pct. of total	Estabs. (No.)	Sales (\$1,000)	Pct. of total
Largest Firms									
4 largest firms	3,026	2,546,499	14.7	3,746	4,184,834	21.6	3,801	\$6,678,080	13.9
8 largest firms	4,092	3,265,284	18.9	4,859	5,283,503	27.3	5,219	9,541,480	19.9
20 largest firms	5,524	4,302,181	24.9	6,483	6,810,746	35.2	8,725	14,651,690	30.5
50 largest firms	6,775	5,120,789	29.6	7,677	7,896,022	40.8	11,834	19,337,785	40.3
	Firms (No.)	Estabs. (No.)	Sales (\$1,000)	Firms (No.)	Estabs. (No.)	Sales (\$1,000)	Firms (No.)	Estabs. (No.)	Sales (\$1,000)
Legal Form of Organization									
Corporations	9,445	18,086	11,176,071	5,321	15,756	14,894,789	6,732	29,168	42,663,251
Individual proprietorships	10,631	10,837	5,096,989	5,850	6,085	3,591,830	3,335	3,783	4,109,845
Partnerships	1,590	1,665	900,769	1,064	1,164	(D)	718	1,035	1,208,745
Other	124	160	137,136	28	30	(D)	11	12	11,636

D Withheld to avoid disclosing data for individual companies; data are included in broader kind-of-business totals.

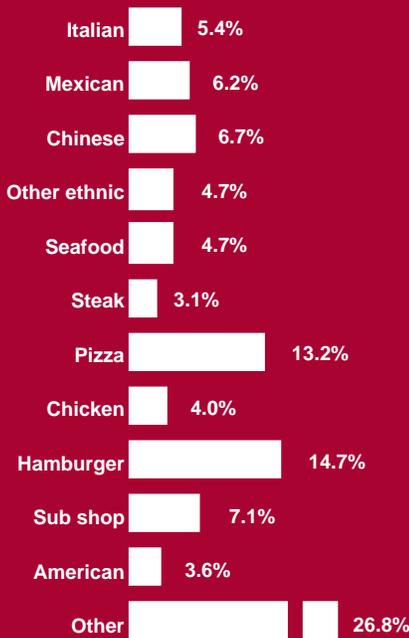
Source: U.S. Census Bureau, Department of Commerce. 1992 Census of Retail Trade, Establishment and Firm Size (Including Legal Form of Organization) Series RC92-S-1.

What's on the Menu?

Let's Do Lunch!

Percent of restaurants, cafeterias, and refreshment places by principal type of menu: 1992

Total: 340,037



Note: May not add to 100 percent due to rounding.

Source: U.S. Census Bureau, Department of Commerce, 1992 *Census of Retail Trade, Miscellaneous Subjects, Series RC92-S-4*.

Wholesale Trade Potpourri

We also release a report on *Miscellaneous Subjects* based on the 1992 Census of Wholesale Trade. The report is available for \$9 from our Jeffersonville, Indiana office (see page 2).

Where to Look for Specialized Info on Various Retail Industries!

Don't get a hankering for Chinese food if you're visiting Idaho.

The State has only 10 restaurants and 1 refreshment place that have Chinese food as a principal menu type. You'll have a little better luck finding Mexican food: 65 restaurants and 67 refreshment places feature it.

If you crave kung pao chicken, you might try Maryland, which has 795 Chinese restaurants and refreshment places. Maryland has far fewer than the giants (California, New York, Texas, Florida, and Illinois), but many more than other far more populous States (e.g., Ohio, Michigan, Pennsylvania, New Jersey, and Indiana).

As the chart to the left suggests, you can profile the restaurant industry in all its culinary splendor – and at the State level.

After each economic census, the Census Bureau publishes a report on *Miscellaneous Subjects* based on the census of retail trade. This report can be a gold mine for marketers or others needing specialized data about certain retail industries.

The food services industry is particularly well-represented. The report shows the number of establishments and sales by menu type, average cost per meal, type of food service (e.g., waiter/waitress service, delivery, etc.), seating capacity, concession operators, and use of a trade name authorized by a franchisor. Using this information, for example, you learn that the Nation had 16,980 restaurants

and 85,771 refreshment places using a trade name authorized by a franchisor.

The report also has substantial information on gas stations and drug stores. The report has selected data for States and metropolitan areas.

The 1992 *Census of Retail Trade, Miscellaneous Subjects*, Subject Series RC92-S-4, is available for \$18 from the U.S. Government Printing Office (S/N 003-024-08790-1).

For more information about the statistics, contact Fay Dorsett, Services Division (301-457-2687).

Selling Space

	Sales per square foot of selling space ¹ (dollars)	Selling space as percent of total floor space
Department stores ²	\$226	75.0%
Conventional ²	204	77.7%
Discount or mass merchandising ²	232	80.8%
National chain ²	243	58.7%
Variety stores	105	73.2%
Miscellaneous general merchandise stores	316	76.5%
Grocery stores	418	74.1%

¹Includes sales only of establishments in business December 31, 1992.

²Includes sales from catalog order desks, but excludes all leased department activity.

Source: U.S. Census Bureau, Department of Commerce, 1992 *Census of Retail Trade, Miscellaneous Subjects, RC92-S-4*.

Population Estimates for States on Page 10

New York Down, Texas, California, and Florida Up

New York's population dropped slightly between July 1994 and July 1995 – the first population drop for the State since the 1970's – according to population estimates released by the Census Bureau. The new estimates also show that Texas, Florida, and California had the largest population gains during this period.

New York's population on July 1, 1995, was estimated at 18,136,000, a decrease of 17,000 people, or 0.1 percent, from the previous year's estimate of 18,153,000.

The State's 1994-95 population loss was precipitated by net domestic outmigration of 219,000, and by a decline in net international migration since earlier in the decade. During the 1970's, the number of New York residents declined by 683,000 or 3.7 percent.

California Still Growing But Below National Rate

From 1990 to 1994, California experienced a decrease in its population growth rate. In 1994-95, for the second year in a row, the State's growth rate was 0.6 percent, adding 181,000 to its population. During the last 3 years, California's population has grown below the national rate.

Domestic outmigration is the principal cause of California's slowed growth this decade. California's worst year in terms of net domestic outmigration was 1993-94, when it experienced a net loss of 417,000 migrants to other States. The

outmigration lessened last year (383,000), which resulted in the State's stabilized growth rate.

Texas, the Nation's second largest State, grew by 311,000 persons (1.7 percent) last year to reach a 1995 population of 18,724,000. Natural increase (births minus deaths) and both domestic (53,000) and international (67,000) migration contributed to its growth.

“Go West!”

The Nation's five fastest-growing States during the 1994-95 period were all in the West. Nevada was the fastest-growing State, expanding by 4.7 percent. Arizona was second at 3.4 percent, followed by Idaho (2.5 percent), Colorado (2.3 percent), and Utah (2.2 percent). The West as a whole grew 1.3 percent.

The South also grew by 1.3 percent during the same period. The fastest-growing States in the South were Georgia (2.0 percent), North Carolina (1.8 percent), and Texas (1.7 percent). Florida, which had the Nation's second largest population gain (208,000), tied Tennessee at 1.5-percent growth. The South was the only region to experience growth from net domestic migration.

Minnesota was narrowly the fastest-growing Midwestern State during the 12-month period, growing by 0.9 percent. Growth in the Midwest has been 0.6 or 0.7 percent during the 1990's.

In the Northeast region, population growth during the 1994-95 period

remained sluggish at 0.2 percent. New Hampshire and Vermont – the only Northeastern States to experience a net gain of migrants from other States – were the region's fastest-growing States.

New York (-17,000) and Rhode Island (-5,000) were the only two States in the Nation to lose population during the 1994-95 period; and the District of Columbia's population dropped by 13,000.

The Nation's population increased from 260.4 million in 1994 to 262.8 million in 1995, a growth of 2.4 million, or 0.9 percent. Both natural increase (1,664,000) and net international migration (702,000) contributed to the growth.

More detailed estimates can be obtained online from our Web site (<http://www.census.gov/>; select “Population and Housing,” “Population,” and “Population Estimates – Current and Historical”).

For more information, contact Ed Byerly, Population Division (301-457-2419).

Population Projections Coming!

The Census Bureau soon will release population projections to 2050. They will show age, sex, race, and Hispanic origin. Look for release information in a future *Census and You* – or check our Internet site (<http://www.census.gov/>). Select “Population and Housing,” “Population,” and “Population Projections.”

Population Estimates and Change

(In thousands)

	July 1, 1994, to July 1, 1995											Apr 1, '90, to Jul 1, '95	
	April 1, 1990 ¹	July 1, 1994	July 1, 1995	Population change ²		Components of change				Population change ²			
				Number	Percent	Births	Deaths	Net migration		Number	Percent		
								Internat.	Domestic				
United States	248,718	260,350	262,755	2,405	0.9	3,963	2,299	702	-	14,037	5.6		
New England	13,207	13,265	13,312	47	0.4	179	120	26	-37	105	0.8		
Connecticut	3,287	3,275	3,275	-	-	46	30	7	-23	-12	-0.4		
Maine	1,228	1,239	1,241	2	0.2	14	12	1	-2	13	1.1		
Massachusetts	6,016	6,041	6,074	32	0.5	84	55	16	-10	57	0.9		
New Hampshire	1,109	1,135	1,148	13	1.1	15	9	1	6	39	3.5		
Rhode Island	1,003	994	990	-5	-0.5	13	9	1	-10	-14	-1.4		
Vermont	563	580	585	5	0.8	7	5	-	1	22	3.9		
Middle Atlantic	37,604	38,117	38,153	36	0.1	552	370	143	-285	549	1.5		
New Jersey	7,730	7,903	7,945	43	0.5	117	73	33	-36	215	2.8		
New York	17,991	18,153	18,136	-17	-0.1	279	169	99	-219	145	0.8		
Pennsylvania	11,883	12,062	12,072	10	0.1	157	129	11	-31	189	1.6		
East North Central	42,009	43,193	43,456	263	0.6	636	395	67	-54	1,447	3.4		
Illinois	11,431	11,759	11,830	71	0.6	190	108	43	-57	399	3.5		
Indiana	5,544	5,755	5,803	49	0.8	83	53	3	14	259	4.7		
Michigan	9,295	9,492	9,549	58	0.6	138	84	11	-9	254	2.7		
Ohio	10,847	11,104	11,151	47	0.4	156	104	6	-15	303	2.8		
Wisconsin	4,892	5,083	5,123	40	0.8	68	45	4	12	231	4.7		
West North Central	17,660	18,215	18,348	132	0.7	254	171	15	32	687	3.9		
Iowa	2,777	2,831	2,842	11	0.4	37	28	2	-	65	2.3		
Kansas	2,478	2,551	2,565	14	0.6	37	24	2	-3	88	3.5		
Minnesota	4,376	4,568	4,610	42	0.9	64	37	5	10	234	5.3		
Missouri	5,117	5,279	5,324	44	0.8	73	54	4	21	207	4.0		
Nebraska	1,578	1,624	1,637	13	0.8	23	15	1	3	59	3.7		
North Dakota	639	639	641	2	0.3	9	6	1	-1	3	0.4		
South Dakota	696	723	729	6	0.8	11	7	-	2	33	4.7		
South Atlantic	43,571	46,378	46,995	618	1.3	672	433	86	272	3,424	7.9		
Delaware	666	708	717	9	1.3	10	6	1	4	51	7.7		
District of Columbia	607	567	554	-13	-2.2	10	7	2	-18	-53	-8.7		
Florida	12,938	13,958	14,166	208	1.5	192	149	47	118	1,227	9.5		
Georgia	6,478	7,058	7,201	143	2.0	112	57	8	77	723	11.2		
Maryland	4,781	5,000	5,042	43	0.9	75	41	11	-3	262	5.5		
North Carolina	6,632	7,070	7,195	125	1.8	102	64	4	78	563	8.5		
South Carolina	3,486	3,643	3,673	30	0.8	53	33	1	7	187	5.4		
Virginia	6,189	6,551	6,618	67	1.0	97	55	11	8	429	6.9		
West Virginia	1,793	1,824	1,828	5	0.2	21	20	-	2	35	1.9		
East South Central	15,180	15,895	16,066	172	1.1	230	158	6	86	887	5.8		
Alabama	4,040	4,220	4,253	33	0.8	61	42	1	10	213	5.3		
Kentucky	3,687	3,828	3,860	32	0.8	53	37	2	13	173	4.7		
Mississippi	2,575	2,670	2,697	27	1.0	43	27	1	9	122	4.7		
Tennessee	4,877	5,176	5,256	80	1.5	74	51	3	53	379	7.8		
West South Central	26,703	28,440	28,828	388	1.4	471	235	72	70	2,125	8.0		
Arkansas	2,351	2,453	2,484	30	1.2	35	27	1	21	133	5.7		
Louisiana	4,220	4,316	4,342	26	0.6	69	40	2	-7	122	2.9		
Oklahoma	3,146	3,257	3,278	21	0.6	46	32	2	3	132	4.2		
Texas	16,986	18,413	18,724	311	1.7	322	137	67	53	1,738	10.2		
Mountain	13,659	15,233	15,645	412	2.7	250	113	27	242	1,986	14.5		
Arizona	3,665	4,079	4,218	139	3.4	71	35	10	92	553	15.1		
Colorado	3,294	3,662	3,747	85	2.3	54	24	6	48	452	13.7		
Idaho	1,007	1,134	1,163	29	2.5	17	8	2	18	157	15.5		
Montana	799	856	870	14	1.6	11	7	-	10	71	8.9		
Nevada	1,202	1,462	1,530	68	4.7	24	12	4	52	328	27.3		
New Mexico	1,515	1,655	1,685	30	1.8	28	12	3	10	170	11.2		
Utah	1,723	1,909	1,951	43	2.2	38	11	2	12	229	13.3		
Wyoming	454	476	480	4	0.9	6	4	-	1	27	5.9		
Pacific	39,125	41,615	41,951	336	0.8	719	304	259	-326	2,826	7.2		
Alaska	550	603	604	1	0.1	11	2	1	-9	54	9.7		
California	29,758	31,408	31,589	181	0.6	569	226	234	-383	1,831	6.2		
Hawaii	1,108	1,178	1,187	9	0.7	20	8	5	-11	79	7.1		
Oregon	2,842	3,087	3,141	53	1.7	42	28	6	34	298	10.5		
Washington	4,867	5,338	5,431	93	1.7	77	40	13	43	564	11.6		

¹ April 1, 1990, census counts include count resolution corrections processed through March 1994; they do not include adjustments for census coverage errors. ² Population change reflects births, deaths, net international migration, net domestic migration, Federal citizen movement, and a small residual.

- Represents zero.

U.S. STATISTICS AT A GLANCE

Economic Indicators

	Latest data	Unit	Latest month	Previous month	Last year	Percent change from previous month year		
Business			<i>Sources: Census Bureau, Federal Reserve Board</i>					
Retail: Sales	Dec	\$Bil	198.6	198.0	192.1	0.3	3.4	
Inventory	Dec	\$Bil	304.1	307.7	290.8	-1.1	4.6	
Inv./sales ratio	Dec	Ratio	1.52	1.55	1.52	(X)	(X)	
Consumer installment credit	Dec	\$Bil	1,022.9	1,015.0	902.9	0.8	13.3	
Merchant wholesalers: Sales	Dec	\$Bil	193.4	190.7	182.3	1.4	6.1	
Inventory	Dec	\$Bil	253.7	255.4	235.7	-0.7	7.6	
Stock/sales ratio	Dec	Ratio	1.31	1.34	1.29	(X)	(X)	
Construction and Housing			<i>Sources: Census Bureau, Federal Housing Finance Board</i>					
Residential: Building permits – AR	Jan	1,000	1,373	1,478	1,293	-7.1	6.2	
Housing starts – AR	Jan	1,000	1,446	1,385	1,370	4.4	5.5	
New home sales – AR	Nov	1,000	649	663	642	-2.1	1.1	
New home mortgage rate – NSA	Dec	Pct.	7.40	7.46	7.83	-0.8	-5.5	
New construction: Total expenditures – AR	Dec							
Current dollars		\$Bil	537.5	532.9	521.8	0.9	3.0	
Constant (1992) dollars		\$Bil	476.8	472.4	472.4	0.9	0.9	
Manufacturing			<i>Sources: Census Bureau, Federal Reserve Board</i>					
Durable goods: Shipments	Dec	\$Bil	166.7	164.9	159.3	1.1	4.6	
New orders	Dec	\$Bil	168.7	165.2	162.3	2.1	3.9	
Unfilled orders	Dec	\$Bil	441.8	439.8	431.3	0.5	2.4	
Total goods: Shipments	Dec	\$Bil	306.8	303.7	296.1	1.0	3.6	
Inventories	Dec	\$Bil	417.8	417.6	391.8	0.1	6.6	
Inv./ship ratio	Dec	Ratio	1.36	1.37	1.32	(X)	(X)	
Index of industrial production	Jan	1987=100	121.9	122.6	122.0	-0.6	-0.1	
U.S. International Trade in Goods and Services			<i>Source: Census Bureau</i>					
Exports of goods and services	Nov	\$Bil	67.4	66.7	61.7	0.9	9.1	
Imports of goods and services	Nov	\$Bil	74.4	74.9	71.4	-0.7	4.1	
Trade balance	Nov	\$Bil	-7.1	-8.2	-9.7	-13.5	-27.5	
Money Supply, Prices, Interest Rates			<i>Sources: Federal Reserve Board, Bureau of Labor Statistics, Treasury</i>					
Money supply (M1)	Jan	\$Bil	1,119	1,125	1,149	-0.5	-2.6	
Consumer Price Index – NSA	Dec	1982-84=100	153.2	153.6	149.7	-0.3	2.3	
Producer Price Index ¹	Dec	1982=100	129.3	128.6	126.5	0.5	2.2	
Prime rate charged by banks ²	Jan	Pct.	8.50	8.65	8.50	-1.7	0.0	
3-month U.S. T-bill – NSA	Jan	Pct.	5.02	5.16	5.81	-2.7	-13.6	
Other Principal Indicators			<i>Sources: Bureau of Labor Statistics, Bureau of Economic Analysis</i>					
Civilian labor force	Jan	Mil	132.8	132.3	132.1	0.4	0.5	
Unemployment rate	Jan	Rate	5.8	5.6	5.7	3.6	1.8	
Index of leading indicators	Dec	1987=100	100.7	100.5	102.6	0.2	-1.9	
Personal income – AR	Nov	\$Bil	6,210	6,198	5,842	0.2	6.3	
			Qtr. 4 1995	Qtr.3 1995	Percent change ³			
Chained (1992) dollars:								
Gross domestic product (GDP)		\$Bil	6,784	6,768	0.9			
Personal consumption expenditures		\$Bil	4,610	4,600	0.8			
Gross private domestic investment		\$Bil	1,015	1,016	-0.6			

AR Annual rate. NSA Not seasonally adjusted. X Not applicable. ¹Finished goods. ²As of end of month. ³Annualized rate.

Note: Figures are seasonally adjusted except as noted. Unless otherwise noted, all amounts are in current dollars as of the reference year.

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Population Estimates for Counties!

We are about to release the July 1, 1995, estimates via printout, diskette, and the Internet. More later!

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