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Three California Counties Among Top 10 in Employment and Establishments

Los Angeles County is an economic giant. Not only does it head the list of U.S. counties in the number of employees and the number of establishments, but it also has more employees than all but eight states and more business establishments than all but nine.

Its 3.4 million employees were 4 percent of the U.S. total and a million more than second place Cook County. Two other California counties – Orange County and San Diego County – also ranked in the top 10.

Overall, the top 10 counties had 15 percent of the nation's total employees and 14 percent of all establishments.

Source: *County Business Patterns*. Printed reports (call 301-457-4100). Pdf versions – <www.census.gov/epcd/cbp/view/cbpview.html>. See also article on “Map Stats,” page 4.

Contact:

Thomas Bell
301-457-2580
<cbp@census.gov>

U.S. Department of Commerce
Economics and Statistics
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Top 40 Counties in Number of Employees: 1994

(1993 rank in parentheses)

Rank		Number of employees	Rank		Number of employees
1	Los Angeles, CA (1)	3,391,482	21	Nassau, NY (20)	523,126
2	Cook, IL (2)	2,325,108	22	Franklin, OH (24)	521,412
3	New York, NY (3)	1,812,001	23	Hamilton, OH (22)	513,510
4	Harris, TX (4)	1,385,913	24	Broward, FL (27)	505,004
5	Dallas, TX (5)	1,182,929	25	Alameda, CA (23)	503,906
6	Orange, CA (6)	1,116,840	26	Suffolk, MA (26)	502,403
7	Maricopa, AZ (7)	959,158	27	Tarrant, TX (28)	492,682
8	King, WA (8)	838,157	28	Du Page, IL (31)	484,237
9	San Diego, CA (9)	816,049	29	San Francisco, CA (25)	479,155
10	Dade, FL (10)	793,725	30	Marion, IN (29)	477,419
11	Santa Clara, CA (11)	767,525	31	Milwaukee, WI (30)	463,793
12	Hennepin, MN (12)	731,616	32	Bexar, TX (32)	457,245
13	Middlesex, MA (13)	708,301	33	Suffolk, NY (34)	447,152
14	Wayne, MI (14)	707,076	34	Hartford, CT (33)	438,035
15	Cuyahoga, OH (15)	689,845	35	Montgomery, PA (35)	430,905
16	Allegheny, PA (16)	648,842	36	Orange, FL (38)	420,939
17	Oakland, MI (17)	641,007	37	Clark, NV (44)	413,087
18	Philadelphia, PA (18)	585,384	38	Queens, NY (37)	410,706
19	Fulton, GA (19)	568,709	39	Hillsborough, FL (41)	410,397
20	St. Louis, MO (21)	529,458	40	Bergen, NJ (36)	409,919

Note: Excludes most government employees, railroad employees, and self-employed persons.

Source: U.S. Census Bureau, Department of Commerce, *County Business Patterns: 1994, U.S. Summary*. Table 2.

Inside This Issue!

- Housing Units in 1996, page 2.
- Landlords and Tenants, page 3.
- Home Health Care, page 4.
- Commodity Flows, page 5.
- Import and Export, page 5.
- Two-Earner Couples, page 6
- Widows and Divorcees, page 6.
- County Population Estimates, page 6.
- Families, page 8.
- Radio and TV, page 8.

115 Million Housing Units

At the end of 1996, the nation had an estimated 114.6 million housing units. Owners occupied 66.3 million units; renters 35.0 million. Another 13.3 million were vacant, while 3.3 million were seasonal.

Homeownership rates were highest in the Midwest (70.8 percent) and lowest in the West (58.9 percent). The Northeast had a rate of 62.3 percent; the South was 67.6 percent.

Homeownership was 39.1 percent for householders under 35 and 79.2 percent for those 65 and over.

Source: *Housing Vacancy Survey, Fourth Quarter 1996*. Print (call 301-457-4100). <www.census.gov/hhes/www/hvs.html>.

Contacts:

Robert R. Callis
Alan Friedman
301-763-8165
<hhes-info@census.gov>

Metro Areas – Definitions, Please!

The Census Bureau's Web site has the latest definitions of the nation's metro areas (June 30, 1996). Learn all about metro areas, their components (i.e., central cities and counties) and newly designated areas.

At present, the July 1, 1995, population estimates are the most recent available. We expect to release the 1996 estimates later this year.

Source: 1996 definitions – <www.census.gov/population/www/methodmet.html>.

1995 estimates – <www.census.gov/population/www/estimates/metropop.html>.

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Public Information Office
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TDD	206-728-5321

Census and You

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Editorial Information

Editor: Neil Tillman

Contributors: Robert Bernstein, Patricia Dunton and Mary Thomas.

Please send your comments to Neil Tillman, Public Information Office, U.S. Census Bureau, Washington, DC 20233-0900 (301-457-2822; ntillman@census.gov).

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Rental Property No Sure-Fire Money-Maker

Being a landlord can be profitable – but profit is not guaranteed. In 1996, owners reported losing money on more than a quarter (28 percent) of single-unit and nearly one-fifth (19 percent) of multi-unit rental properties. They broke even on another 18 percent of single-unit and 10 percent of multi-unit properties.

Fortunately for landlords, it was more common to end up in the black than in the red, as the owners of 37 percent (single-unit rentals) and 44 percent (multi-units), reported turning a profit.

Get the full story on the financial and demographic characteristics and management practices of rental property owners in data from the Census Bureau's first-ever Property Owners and Managers Survey (POMS), conducted for the Department of Housing and Urban Development.

The POMS sample consisted of more than 16,000 rented or vacant-for-rent housing units selected from the 1993 American Housing Survey Sample. Current plans call for this to be a one-time survey.

Tables on the Web allow you to analyze owners' demographic and financial characteristics, the problems they face and how they deal with them. The tables also have information on the properties.

Source: <www.census.gov/hhes/www/poms.html>. Microdata files on computer tape or CD (call 301-457-4100).

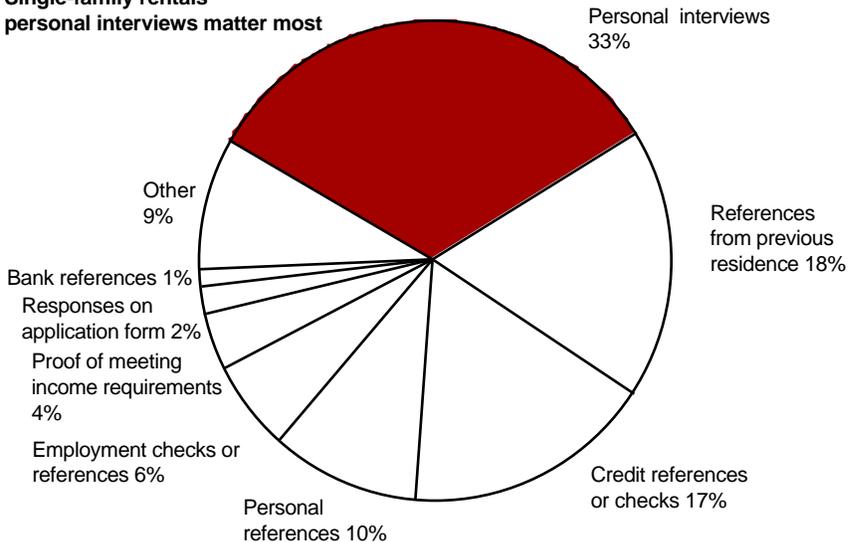
Contact:

Housing and Household Economic
Statistics Division
301-763-8165
<hhes-info@census.gov>

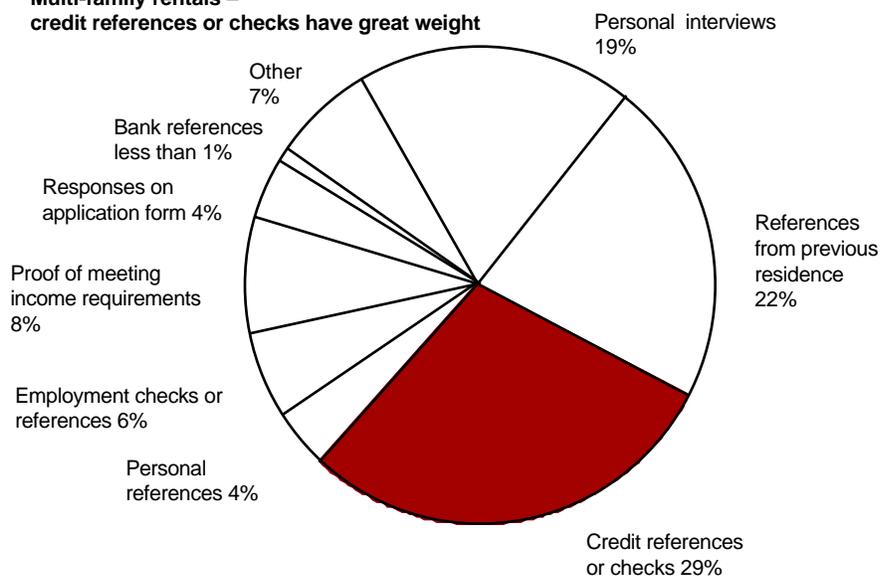
Screening Tenants

Primary method that rental property owners/managers used to screen tenants, by type of property: 1996

Single-family rentals – personal interviews matter most



Multi-family rentals – credit references or checks have great weight



Note: Universe is rental units.

Source: U.S. Census Bureau, Department of Commerce, 1996 Property Owners and Managers Survey.

More Than 17 Percent of Employees in Home Health Care Industry Work in New York

New York is the undisputed leader in the number of employees in the home health care industry. New York has 116,635 employees working in 769 home health care establishments.

Texas, Florida and California all have many more establishments devoted to home health care, but far fewer employees. Establishments in New York typically employ far more workers.

Among establishments with one to four employees, New York had only 18 percent. Florida (34 percent),

California (31 percent) and Texas (29 percent) all have many more establishments that fall into this category.

New York has substantially more large establishments: 120 with 250 or more employees, far more than Texas (75), Florida (25) and California (12). New York has 21 establishments with 1,000 or more employees. Texas has 11; California and Florida have none.

This information comes from the 1994 *County Business Patterns* reports. One big advantage of this series is that it has totals for the number of establishments in

various employment-size classes (see graph) allowing you to see whether industries in a state tend to have small or large establishments.

Source: 1994 *County Business Patterns*. Printed U.S. and state reports; also CD-ROM, tape and diskette (call 301-457-4100).

Reports and profile –
<www.census.gov/epcd/cbp/view/cbpview.html>.

Contact:

Thomas Bell
301-457-2580

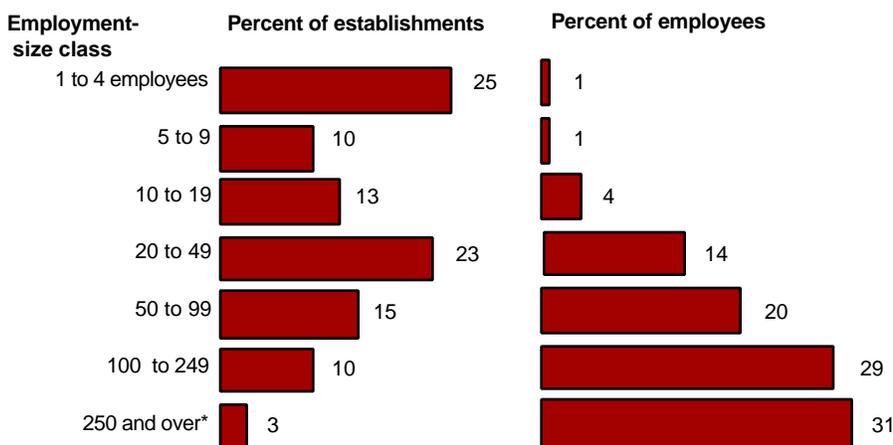
<cbp@census.gov>

Most Home Health Care Employees Work in Large Establishments: 1994

Percent of establishments and employees by employment-size class: 1994

Total home health care establishments: 12,933

Total employees: 679,595



*Source shows separate totals for 250-499 employees, 500-999 employees and 1,000 or more employees.

Note: Numbers may not total 100 percent due to rounding.

Source: U.S. Census Bureau, Department of Commerce, 1994 *County Business Patterns*, U.S. Summary.

Map Stats Makes It Easy!

Get at County Business Patterns (see above) the easy way – via “Map Stats” on our Web site (<www.census.gov/datamap/www/index.html>).

“Map Stats” starts with a U.S. map. You click on a state, then on a county, and select the database you want – statistics from the 1990 census, the 1993 and 1994 *County Business Patterns* series or the 1994 and 1996 *USA Counties* file.

County Business Patterns gives you the number of establishments, the number of employees, the establishments in nine employment-size classes (e.g., one to four employees) for each industry in the area selected.

Stop by our Web site and check it out for yourself.

Wardrobes on Wheels?

Companies in the United States shipped 4.9 billion tons of women's, misses', children's or infants' clothing worth \$131 billion in 1993. These clothing shipments traveled a considerable distance – an average of 946 miles. About 60 percent went in for-hire trucks, 26 percent in private trucks and 9 percent through parcel post, USPS or courier.

Do you have questions about the flow of goods? About how they're shipped, hauled or mailed? How far they're shipped? About the value of these shipments?

Get a national or state view in Census Bureau reports based on the

1993 Commodity Flow Survey, a part of the 1992 Census of Transportation, Communications and Utilities. The 1993 CFS is a sample survey of establishments in the mining, manufacturing, wholesale and selected retail and service industries.

Source: Printed reports (U.S. and state data) and CD-ROMs (U.S., state and National Transportation Analysis Regions) available from the Services Division at Census (phone number below).

U.S. and state reports in pdf format – www.census.gov/prod/2/trans/93comflo/. CFS information also can be found at the Web site of the survey's cosponsor, the Bureau of Transportation Statistics, a part of the U.S. Department of Transportation (www.bts.gov).

Contact:

John Fowler
301-457-2805/2114
<john.l.fowler@cmail.census.gov>

Pick a Country!

In 1996, the United States exported \$4.5 billion worth of goods to Argentina and received imports from Argentina totaling \$2.3 billion. Machinery and transportation equipment at \$2.4 billion was the major class of commodities we exported to Argentina.

Pick a country, any country, from Afghanistan to Zimbabwe, and you can get monthly and 1996 annual trade figures from the Census Bureau's Web site. For each country we show total imports and exports and totals by

one-digit standard international trade classification (SITC). These figures can be found for 246 trading partners. The site also explains the SITC system.

Useful as it is, our site shows just a fraction of the vast import and export data we collect each month. Users can get statistics on thousands of import and export commodities on a monthly CD-ROM. Our Foreign Trade Division can provide more detail about the CD-ROM subscription and other options.

Source: www.census.gov/foreign-trade/sitc1/1996/.

Contact:

Foreign Trade Division
301-457-2311
<ftdwebmaster@cmail.census.gov>

AM/FM

U.S. manufacturers – seven in all – shipped 3.5 million AM/FM radios with tape player combinations, to the tune of \$468 million. Thirteen companies shipped 4.7 million pieces of other auto audio equipment (equalizers and amplifiers, but not speakers), with an estimated value of \$271 million. The data are for 1995.

U.S. manufacturers shipped 62,661 compact and video disc players, worth about \$50 million.

Audio, video and TV equipment is the focus of *Consumer Electronics*.

Source: www.census.gov/industry/ma36m95.txt.

Contact:

Cynthia Ramsey
301-457-4823
<cynthia.j.ramsey@cmail.census.gov>

Kidney Dialysis Centers

In 1995, taxable kidney dialysis centers took in over \$3.3 billion, more than a 13-percent jump over the \$2.9 billion taken in during 1994. Tax-exempt centers took in \$592 million, 16 percent more than the year before.

Source: *Service Annual Survey: 1995*. Printed report due soon. Selected tables in pdf format – www.census.gov/econ/www/servmenu.html.

Contact:

Dave Lassman
301-457-2789
<david.m.lassman@cmail.census.gov>

Two-Earner Couples

Are two incomes a necessity for today's families? Perhaps not, but married-couple families in which both spouses work year-round full time do have a substantially higher income (a 1995 median of \$64,283) than do families in which one of the spouses does not work.

Couples in which the husband works year-round full time but the wife does not work have a median income of \$43,128; couples in which the wife is the breadwinner take in \$40,486.

More Widows Than Divorcees – But Not by Much

Slightly more American women are widowed than divorced. In 1995, about 11.1 million were widows and 10.3 million were divorced.

For men the picture is different: 7.4 million were divorced; 2.3 million were widowed. The proportions vary greatly by age. Younger people are more likely to be divorced than widowed. Past age 65, both men and women are more likely to be widowed than divorced.

County Population Estimates

By the time you read this, the Census Bureau probably will have released the latest batch of population estimates for counties. In paper copy or on diskette or on the Web, you can get July 1, 1996, estimates for 3,142

In addition, couples without children generally have a higher median income. For example, families with children where both parents work year-round full time take in \$61,857; those without children take in \$67,418.

Source: *Money Income in the United States: 1995 (With Separate Data on Valuation of Noncash Benefits)*. Series P60-193. Printed report (\$8, call 301-457-4100).

Pdf version – www.census.gov/prod/www/titles.html#income.

Contact:

Housing and Household Economic Statistics Division
301-763-8576
hhes-info@census.gov

Source: March 1995 Current Population Survey statistics: www.census.gov/population/socdemo/ms-la/95sum1.txt. More detailed March 1995 statistics: www.census.gov/prod/www/titles.html#popspec. Also in print for \$28.50 (call 301-457-2422 and ask for PPL-52).

Contact:

Arlene Saluter
301-457-2465
asaluter@census.gov

counties, plus components of change (births, deaths and migration), rankings and more.

Source: www.census.gov/population/www/estimates/countypop.html.

Contact:

Population Division
301-457-2422
pop@census.gov

Women Undergrads Outnumber Men

In 1980, for the first time, women undergrads outnumbered men; they've continued to outnumber the men in the 1990s.

The picture changes in graduate school. Men outnumbered women until the mid 1980s. In the 1990s, the number was about equal among students under 35 years old.

Source: www.census.gov/population/socdemo/school/tablea-7.txt. Also in *School Enrollment – Social and Economic Characteristics of Students: October 1994* in print (call 301-457-4100) and in pdf – www.census.gov/prod/www/titles.html#popspec.

Contact:

Rosalind Bruno
301-457-2464
rbruno@census.gov

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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	Jan	\$Bil.	209.1	207.9	199.1	0.6	5.0
Inventory	Dec	\$Bil.	315.0	313.6	302.9	0.4	4.0
Inv./sales ratio	Dec	Ratio	1.52	1.51	1.52	(X)	(X)
Consumer installment credit	Dec	\$Bil.	1,195.4	1,190.5	1,103.3	0.4	8.3
Merchant wholesalers: Sales	Dec	\$Bil.	204.3	203.9	194.8	0.2	4.9
Inventory	Dec	\$Bil.	256.3	257.9	255.0	-0.6	0.5
Stock/sales ratio	Dec	Ratio	1.25	1.26	1.31	(X)	(X)
Construction and Housing			<i>Sources: Census Bureau, Federal Housing Finance Board</i>				
Residential: Building permits – AR	Jan	1,000	1,395	1,422	1,378	-1.9	1.2
Housing starts – AR	Jan	1,000	1,350	1,323	1,444	2.0	-6.5
New home sales – AR	Dec	1,000	783	791	683	-1.0	14.6
New home mortgage rate – NSA	Dec	Pct.	7.79	7.80	7.40	-0.1	5.3
New construction: Total expenditures – AR	Dec						
Current dollars		\$Bil.	587.7	591.6	555.7	-0.7	5.8
Constant (1992) dollars		\$Bil.	505.9	510.8	490.7	-1.0	3.1
Manufacturing			<i>Sources: Census Bureau, Federal Reserve Board</i>				
Durable goods: Shipments	Dec	\$Bil.	168.4	170.1	165.9	-1.0	1.5
New orders	Dec	\$Bil.	168.6	171.9	170.2	-1.9	1.0
Unfilled orders	Dec	\$Bil.	488.9	488.7	444.1	–	10.1
Total goods: Shipments	Dec	\$Bil.	315.6	317.5	305.9	-0.6	3.2
Inventories	Dec	\$Bil.	438.2	439.4	418.5	-0.3	4.7
Inv./ship ratio	Dec	Ratio	1.39	1.38	1.37	(X)	(X)
Index of industrial production	Jan	1992=100	117.7	117.7	112.4	–	4.7
U.S. International Trade in Goods and Services			<i>Source: Census Bureau</i>				
Exports of goods and services	Dec	\$Bil.	71.4	72.5	68.1	-1.6	4.9
Imports of goods and services	Dec	\$Bil.	81.7	80.5	74.5	1.5	9.7
Trade balance	Dec	\$Bil.	-10.3	-7.9	-6.4	29.6	60.8
Money Supply, Prices, Interest Rates			<i>Sources: Federal Reserve Board, Bureau of Labor Statistics, Treasury</i>				
Money supply (M1)	Jan	\$Bil.	1,080	1,081	1,122	-0.1	-3.7
Consumer Price Index – NSA	Jan	1982-84=100	159.1	158.6	154.4	0.3	3.0
Producer Price Index ¹	Jan	1982=100	133.0	133.4	129.7	-0.3	2.5
Prime rate charged by banks ²	Jan	Pct.	8.25	8.25	8.50	–	-2.9
3-month U.S. T-bill – NSA	Jan	Pct.	5.05	4.87	5.02	3.7	0.6
Other Principal Indicators			<i>Sources: Bureau of Labor Statistics, Bureau of Economic Analysis</i>				
Civilian labor force	Jan	Mil.	135.8	135.0	132.9	0.6	2.2
Unemployment rate	Jan	Rate	5.4	5.3	5.8	1.9	-6.9
Index of leading indicators	Dec	1992=100	102.8	102.7	101.2	0.1	1.6
Personal income – AR	Dec	\$Bil.	6,639	6,574	6,267	1.0	5.9
			Qtr. 4 1996	Qtr.3 1996	Percent change ³		
Chained (1992) dollars:							
Gross domestic product (GDP)		\$Bil.	7,009	6,928	4.7		
Personal consumption expenditures		\$Bil.	4,732	4,694	3.4		
Gross private domestic investment		\$Bil.	1,097	1,093	1.3		

– Represents zero. 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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All in the Family

In 1950, America had 20 million families with children under 18 years old; about 93 percent of them were married couples with children.

In 1995, things were very different. We had 34 million families with children under age 18. Seventy-four percent were married couples with children.

Find out what happened in the years in between through year-by-year statistics on our Web site. The table there focuses on families with children under age 18, with breakdowns for married-couple, mother-only and father-only families. (A “family” is a group of two or more people – one of whom is the householder – living

together who are related by birth, marriage or adoption.) The table includes couples or single parents living with their birth children, adopted children or stepchildren.

Source: <www.census.gov/population/socdemo/hh-fam/95his08.txt>. Paper copy (call 301-457-2422).

Contact:

Ken Bryson
301-457-2465
<kbryson@census.gov>

Advertising Drives Radio and TV

Taxable firms in radio and TV derive most of their revenue from advertising. Radio relies on local advertising (69 percent of its revenue). National and regional advertising (22 percent) also supply considerable revenue.

For broadcast TV, the picture is different. TV relies on an almost even mix of sources: network time sales (35 percent), local advertising (33 percent) and national and regional advertising (27 percent). Network time sales refers to the income generated by the network’s sale of air time to sponsors; the other two sources produce revenue for the local stations themselves.

One more big difference between radio and broadcast TV: the amount of revenue generated. Radio took in \$8.8 billion in 1995; TV, \$25.2 billion.

Source: *Annual Survey of Communications Services: 1995*. Printed report due soon. Full report or selected tables – <www.census.gov/econ/www/servmenu.html>.

Contact:

Ruth Bramblett
301-457-2766
<ruth.a.bramblett@cmail.census.gov>