

Rural Development Center Newsletter-November 1999

University of Maryland Eastern Shore

CUSTOMIZED BUSINESS PROFILES ON CENSUS BUREAU COMPACT DISCS:

The Census Bureau released the first in a series of eight CD-ROMs from the 1997 Economic Census that allow users to prepare customized business-activity profiles for individual geographic areas or industries.

The 1997 Economic Census, Volume 1, NAICS (North American Industry Classification System) Report, CD-ROM Series, is part of a subscription series. The first disc contains data on selected manufacturing, mining and service industries ranging from physicians' offices to tortilla manufacturing in selected states, counties, places and metro areas. A chart showing the exact contents of the disc can be found at:

☺<http://www.census.gov/epcd/www/ec97cd1a.htm>

The disc provides four data items for each selected industry number of establishments, number of employees, annual payroll and output (i.e., shipments, sales, receipts and revenues). It comes with Windows™ software that enables users to view, print, In addition to the Volume 1 Series, the subscription series includes the three-disc Volume 2, Special Series scheduled for release between December 1999 and late 2000. The Volume 2 CDs will include Economic Census data for minority- and women-owned businesses, and also for Guam, the Virgin Islands, Northern Mariana Islands and Puerto Rico. Orders for the two-volume subscription series, which sell for \$200, should be directed to the Census Bureau's Customer Services Branch at 301-457-4100.

extract, sort and perform simple calculations (such as determining wages per employee) on the data sets they choose. The software also allows users to prepare simple, customized business profiles (e.g., tables that show how the receipts of an industry in one state compare with those for the same industry in other states or comparisons of employment for a number of industries in a single city.

Users can prepare customized business profiles more easily than they can with similar data on the Internet. Unlike the Internet, the CD-ROM software imposes no limits on the size of files users may transfer to their hard disk or print out. Transferring large files enables users to perform more detailed analysis of Economic Census data, such as projecting growth of specific industries.

As more census information is released over the next two years, seven additional discs will be issued on a quarterly basis. Each will contain all the information on the previous disc, plus new data covering additional industries, subjects, states and substate areas.

U.S. INFORMATION INDUSTRIES GENERATE \$623 BILLION:

The nation's 114,000 reported receipts of \$623 billion and employed more than 3 million people in 1997, according to Economic Census reports released by the Census Bureau.

☺[/prod/www/abs/informa.html](http://prod/www/abs/informa.html)

The reports show data for 34 kinds of businesses in the information sector of the new North American Industry Classification System (NAICS) and, for the first time,

Rural Development Center Newsletter-November 1999

University of Maryland Eastern Shore

feature data for 12 newly recognized information services industries.

Other highlights from the reports, by information subsector, include:

Broadcasting and telecommunications

❑ Broadcasting and telecommunications was the largest information subsector, with \$346 billion in receipts. Receipts for wired telecommunications carriers (\$209 billion) were more than five times as much as those of wireless telecommunications carriers (\$38 billion).

❑ The reports contain the first-ever results for cable networks (\$10 billion in receipts) and for cable and other program distributors, such as cable systems or direct-to-home satellite systems (\$35 billion in receipts).

❑ Satellite telecommunications operators, another newly recognized industrial classification, recorded \$5.1 billion in receipts.

Publishing

❑ The nation's publishing industries accounted for \$179 billion in receipts, led by software publishers with \$62 billion.

(California led all states with \$18.6 billion in receipts.)
❑ The nation's sound recording industries produced \$11 billion in receipts. New York led all states with \$5.0 billion in receipts, almost half of the nation's total. New York City, with \$4.9 billion in receipts, accounted for nearly all of its state's total. California (\$4.7 billion) and Tennessee (\$567 million) were next among states.

Information and data processing services

The information and data processing services subsector accounted for \$42 billion in

software publishing receipts, with Santa Clara County alone accounting for \$5.8 billion.)

❑ Newspaper publishers were the second-largest publishing industry, with \$42 billion in receipts, followed by periodical publishers with \$30 billion, book publishers with \$23 billion and directory publishers with \$12 billion. Publishing industries also include electronic distribution, such as the Internet.

Motion picture and sound recording

❑ The motion picture and sound recording subsector generated \$56 billion in receipts, led by the motion picture and video production industry with \$20 billion and motion picture and video distributors with \$13 billion. The integrated record production and distribution industry followed with \$8.7 billion.

❑ All motion picture and video industries produced \$45 billion in receipts. California led all states with \$26.1 billion in receipts, which represented over half of the nation's total receipts. Los Angeles County accounted for \$24 billion.

receipts; the data processing services industry led with \$31 billion, followed by online information services with \$8 billion.

The 1997 Economic Census marks the premiere of NAICS, a new business classification system that replaces the Standard Industrial Classification (SIC) system begun 60 years ago.

The United States developed the new system jointly with Canada and Mexico, making it

Daniel Kuennen, Director

Rural Development Center • Richard A. Henson Center • Room 2147, UMES
Princess Anne, MD 21853 • 410/651-6183 • 410/651-6207 fax

e-mail: dskuennen@mail.umes.edu

<http://skipjack.net> • <http://chesapeakebiz.org>

Rural Development Center Newsletter-November 1999

University of Maryland Eastern Shore

much easier to compare data with our North American Free Trade Agreement partners. It is also much easier to update, so that economic data can keep pace with the nation's changing economy.

The 52 reports one for each state, the District of Columbia and the United States are part of the 1997 Economic Census, Geographic Area Series, Information series. Released on the Internet, the reports present summary data by industry for the United States as a whole and each state. For selected industries, data are available for metropolitan areas, counties and places.

COMPUTER USE UP AS ONE IN FIVE USES INTERNET:

About one-half of the nation's population age 18 and over used computers in 1997, up significantly from 36 percent in 1993 and 18 percent in 1984, according to a report released by the Census Bureau.

Access to the Internet is one reason for the big increase in computer use in the last decade as 1 in 5, or 57 million people, 3-years old and older surfed the 'Net in 1997.

The Internet will play a major role in disseminating social, economic and housing information collected in Census 2000.

☐ Public school students in grades K-12 maintained parity with private school students in computer use at school in 1997. In each case, about 75 percent of the students used computers. Yet, at home, public school children had much lower rates of computer use than private school children.

The report, **Computer Use in the United States: October 1997**, includes detailed tables with characteristics of households,

Modern technology will make it possible to get Census 2000 statistics in the hands of data users faster and more efficiently than ever before.

☐ About 92 million adults (47 percent) used a computer in one or more places: 64 million at work, 56 million at home and 11 million at school.

☐ Of the adults who used computers at home, 71 percent did so for word processing. Other common uses included games (54 percent) and e-mail and communication (45 percent).

☐ About 8 in 10 adults who used the Internet at home used it for e-mail or for finding government, business, health or education information. The next most common uses were looking for news, weather and sports (50 percent); followed by checking schedules, buying tickets or making reservations (25 percent).

☐ Children who used the Internet at home used it to find government, business, health or education information (76 percent); to send and receive e-mail (58 percent); to participate in chat rooms (32 percent); and to look for news, weather and sports (28 percent).

children and adults, by the presence of computers in the home, whether or not they use computers and their access to the Internet.

☺/population/www/socdemo/computer.html

Other findings from the report include:

Adult Computer Use

Rural Development Center Newsletter-November 1999

University of Maryland Eastern Shore

❑ Half of employed adults used a computer on the job.

❑ Women used computers on the job more often than men, 57 percent versus 44 percent.

❑ Men and women used computers at work for different tasks. For example, 60 percent of women who used computers at work used them for word processing, compared to 54 percent of men. But, a higher proportion of men used the computer for analysis (34 percent versus 20 percent of women) or programming (20 percent versus 11 percent).

Adult Internet Use

❑ Of the 43 million adults who used the Internet at home, school or work, 28 million did so from home, 21 million from work and 6 million from school.

❑ More men than women used the Internet, 25 percent versus 20 percent.

❑ Men using the Internet at home were more likely than women to look for news, weather, or sports (58 percent versus 41

❑ Among all children, regardless of computer ownership, 27 percent of those in households with family incomes above \$75,000 used the Internet from home, compared with 2 percent of children in households with family incomes below \$25,000. But for children from the highest income households (above \$75,000), 20 percent used the Internet from school, compared with 12 percent from the lowest income households (below \$25,000).

RECIPIENTS OF GOVERNMENT ASSISTANCE 1993-94:

About 40 million people -- 15 percent of the

percent). Men more often than women looked at news groups (21 percent and 13 percent) and men checked schedules, bought tickets or made reservations more frequently (27 percent and 23 percent).

Children's Computer Use

❑ In 1997, half of all children had a computer at home compared with 32 percent in 1993.

❑ About 71 percent of children enrolled in school used a computer at school.

❑ Only 20 percent of children with family incomes under \$25,000 lived in a household with a computer, while 88 percent of those with family incomes above \$75,000 had a computer at home.

Children's Internet Use

❑ Of the 14 million children using the Internet, 9 million did so at school and 7 million at home. While 2 million children used the Internet at both home and school, more than half (7 million) of all children accessing the Internet used it at school only.

population -- received government assistance in an average month during 1993 and 1994, before the passage of federal welfare reform legislation in 1996, according to a report on participation in major means-tested programs released by the Census Bureau.

Average monthly participation increased noticeably from about 11 percent of the population in the 1987-90 period to 15 percent in 1993-94. Individuals were more likely to participate in Medicaid than in any other program.

Rural Development Center Newsletter-November 1999

University of Maryland Eastern Shore

The report, **Dynamics of Economic Well-Being: Program Participation 1993-94, Who Gets Assistance?**, provides a set of baseline estimates for the pre-reform era.

hhes/www/progpart9394.html

Other highlights:

❑ About 60 percent of the poor received benefits in an average month in 1994, compared with 7 percent of the non-poor.

❑ Individuals in families maintained by women were about five times as likely to participate in means-tested programs in an average month in 1994 than were individuals in married-couple families (44 percent versus 9 percent).

❑ Adults without a high school degree were more than twice as likely as high school graduates and five times as likely as those with some college to participate in an assistance program.

❑ Only a small proportion of the population participated on a long-term basis, with about 10 percent receiving some type of aid in each month. The report, **American Housing Survey for the United States: 1997**, also presents data on the size and composition of the nation's housing inventory, characteristics of its occupants, housing costs and equipment and fuels. Other subjects covered are mortgages, rent subsidies, previous housing unit of recent movers and reasons for moving. Summary data are provided for the nation and the regions, as well as for inside and outside metropolitan statistical areas.

[/prod/www/abs/cons-hou.html](http://prod/www/abs/cons-hou.html)

month of the 1993-94 period. Almost 58 percent of the poor, however, received benefits in all 24 months of the period.

❑ Children under 18 years of age were more likely than people in other age groups to be long-term program participants.

Data are from the 1993 panel of the Survey of Income and Program Participation. Statistics from sample surveys are subject to sampling and nonsampling error.

PEOPLE LIKE WHERE THEY LIVE:

More than half of all householders rated their homes and neighborhoods 8 or better on a scale of 1 to 10, with 10 being the highest in 1997, according to a report released from the Census Bureau and the Department of Housing and Urban Development.

The 8-or-better satisfaction level is reflected almost equally in every U.S. region. The proportion who scored their homes and neighborhoods at 8 or better was 59 percent in the Midwest and South; 58 percent in the Northeast; and 53 percent in the West.

INCREASE OF 1 MILLION UNINSURED PEOPLE:

An estimated 44.3 million people in the United States, or 16.3 percent of the population, had no health insurance in 1998 -- an increase of about 1 million people since 1997, the Census Bureau reported.

However, the proportion of the uninsured population was statistically unchanged from the previous year.

Those more likely to lack health insurance continue to include young adults in the 18- to 24-year-old age group, people with lower

Rural Development Center Newsletter-November 1999

University of Maryland Eastern Shore

levels of education, people of Hispanic origin, those who work part time and people born in another country according to the report: **Health Insurance Coverage: 1998.**

🌐 [/hhes/www/hlthins.html](http://hhes/www/hlthins.html)

The status of children's health-care coverage did not change significantly from 1997 to 1998, with 11.1 million, or 15.4 percent, of all children under age 18 uninsured.

Other highlights from the report include:

- Based on comparisons of two-year averages (1997-98 versus 1996-97) the proportion of the population without health insurance fell in eight states (Arkansas, Florida, Iowa, Massachusetts, Missouri, Nebraska, Ohio and Tennessee) and rose in 16 others (Alabama, Alaska, California, Illinois, Indiana, **Maryland**, Michigan, Montana, Nevada, North Dakota, Pennsylvania, South Dakota, Utah, West Virginia, Wisconsin and Wyoming).
- Children 12-to-17 years of age were slightly more likely to be without health-care coverage (16.0 percent) than those under age 12 (15.1 percent).
- About one-half (47.5 percent) of poor full-time workers did not have health insurance in 1998.
- The Medicaid program insured 14.0 million poor people, but about one-third of all poor people (11.2 million) had no health insurance.
- The proportion of people without health insurance ranged from 8.3 percent among those in households with annual incomes of \$75,000 or more, to 25.2 percent among

those in households with less than \$25,000 in income.

Daniel S. Kuennen

Director

E-mail: dkuennen@umes-bird.umd.edu

🌐 Internet Addresses:

Economic Development Administration and RB-CS, US Department of Agriculture Sponsored Pages for RD Center and Development Projects at:

<http://skipjack.net>

<http://chesapeakebiz.org>

A University Center

Economic Development Administration

Daniel Kuennen, Director

Rural Development Center • Richard A. Henson Center • Room 2147, UMES
Princess Anne, MD 21853 • 410/651-6183 • 410/651-6207 fax

e-mail: dkuennen@mail.umes.edu

<http://skipjack.net> • <http://chesapeakebiz.org>