



Data Line Ohio



Ohio Department
of Development

Prepared by the Office of Strategic Research

Volume 8, Number 1

January, 2000

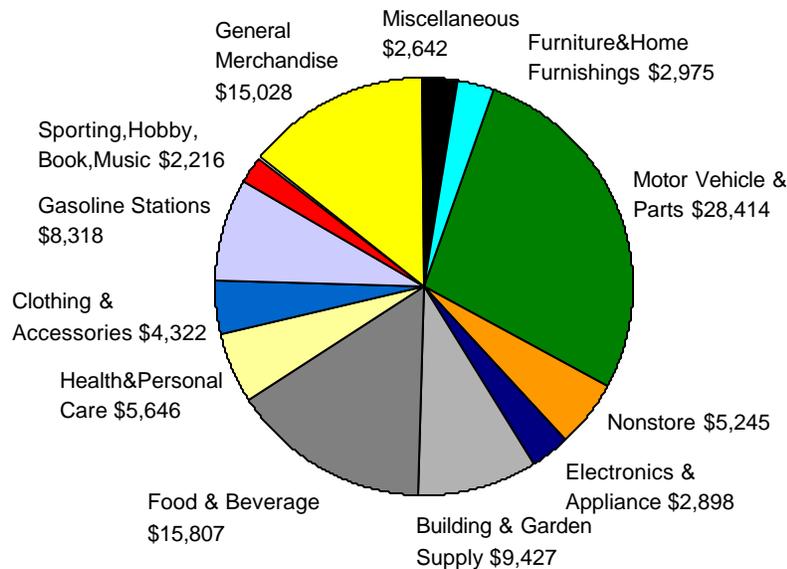
1997 CENSUS OF RETAIL TRADE, OHIO

The U.S. Department of Commerce, Bureau of the Census has recently released Ohio's retail trade figures from the **1997 Economic Census**. The 44,521 retail establishments in Ohio had 630,098 paid employees and sales totaling \$103 billion. Predictably, the more populous counties had the highest retail sales: Franklin County with \$13,622,183,000; Cuyahoga County with \$12,662,922,000; and Hamilton County had sales totaling \$9,310,392,000. However, when viewing retail sales per capita, a somewhat different picture appears. Once again, Franklin County has the highest, \$13,389; followed by Lake County with \$12,668; then Allen County with \$11,981; and in fourth place, Fayette County, the home of two large retail discount centers, had per capita retail sales of \$11,555.

As the pie chart below indicates, Ohio experienced its highest sales in the Motor Vehicle and Parts Dealers businesses, \$28,413,942,000. This category includes new and used cars, recreational vehicles, motorcycles, boats, and other vehicles dealers, as well as automotive parts, accessories, and tire stores.

The **1997 Economic Census** is the first census to present data based on the new North American Industry Classification System (NAICS). Previous Economic Census data were presented according to the Standard Industrial Classification (SIC) system. While NAICS

RETAIL SALES BY 3-DIGIT NAICS SUBSECTOR



Sales in millions of dollars.

better reflects our present-day retail trade industry, comparability between census years may be limited. An example of the change is the 1992 SIC category, Eating & Drinking Places. NAICS does not count these businesses in the Retail Trade Sector. Instead, they are now classified under a new Sector, Accommodation & Food Services.

The **1997 Census of Retail Trade, Ohio** is available at the U.S. Census Bureau's Internet site: www.census.gov, or write to U.S. Census Bureau, Washington, DC 20233-8300.

Bob Taft, Governor
State of Ohio

C. Lee Johnson, Director
Ohio Department of Development

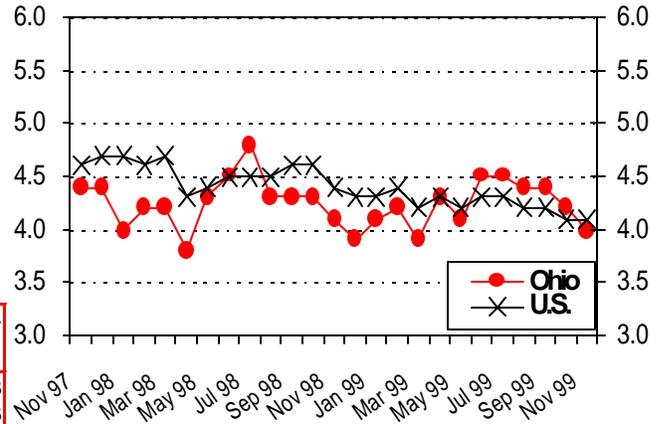


UNEMPLOYMENT RATE: November 1997 To November 1999

The unemployment rate in Ohio dropped from 4.2 in October to 4.0 in November. The number of unemployed workers decreased 4.9 percent for the month, and is 1.3 percent lower than a year ago.

The U.S. unemployment rate for November remained at its October level of 4.1. The number of unemployed workers has dropped 0.4 percent since October, and 5.5 percent since November 1998.

EMPLOYMENT SITUATION	Ohio Nov 99	Ohio Oct 99	Ohio Nov 98	U.S. Nov 99	U.S. Oct 99	U.S. Nov 98
Monthly Data (000)						
Civilian Labor Force	5,804	5,817	5,755	139,827	139,662	138,193
Employment	5,573	5,574	5,521	134,085	133,896	132,113
Unemployment	231	243	234	5,743	5,766	6,080
Unemployment Rate	4.0	4.2	4.1	4.1	4.1	4.4



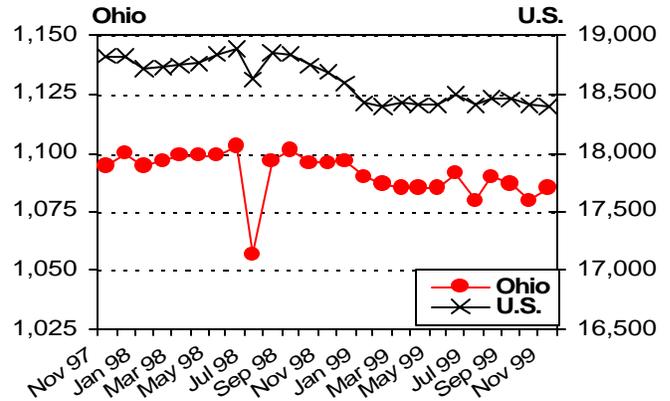
Seasonally adjusted. SOURCE: Ohio Bureau of Employment Services, [LMI Division](#).



MANUFACTURING EMPLOYMENT: November 1997 To November 1999

November employment in Ohio's manufacturing industry rose 0.4 percent for the month with 1,084,500 workers. This was a decrease of 1.1 percent for the year. Production workers in Ohio's manufacturing industries earned an average of \$714.17 per week in November, up \$7.51 from October. This was \$13.82 more than a year ago, a 2.0 percent increase over November 1998.

The November manufacturing employment in the U.S. decreased 0.1 percent for the month with 18,391,000 employees. This was a 1.5 percent decline for the year. Average weekly earnings for production workers rose \$2.67 to \$591.93 in November 1999. This amounted to a 3.1 percent increase of \$18.01 over November 1998.



Employment in thousands. Not seasonally adjusted. SOURCES: Ohio Bureau of Employment Services, [LMI Division](#); U.S. Department of Labor, [Bureau of Labor Statistics](#).



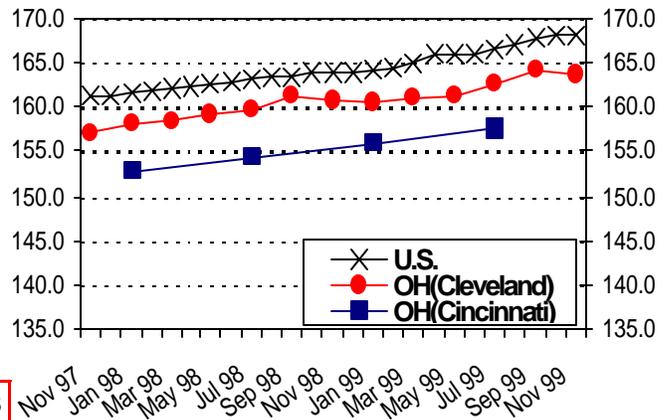
CONSUMER PRICE INDEX: November 1997 To November 1999

The November U.S. average city consumer price index for all urban consumers (CPI-U) rose 0.1 percent to 168.3 from 168.2 in October. This was a 2.6 percent increase over November 1998.

The Cleveland all urban consumers CPI for November was 163.8. This was a decrease of 0.2 percent from two months ago, and a 1.9 percent increase over a year ago.

For the first half of 1999, Cincinnati's CPI-U increased 1.2 percent over the second half of 1998 with 157.7. This was 2.2 percent higher than the first half of 1998.

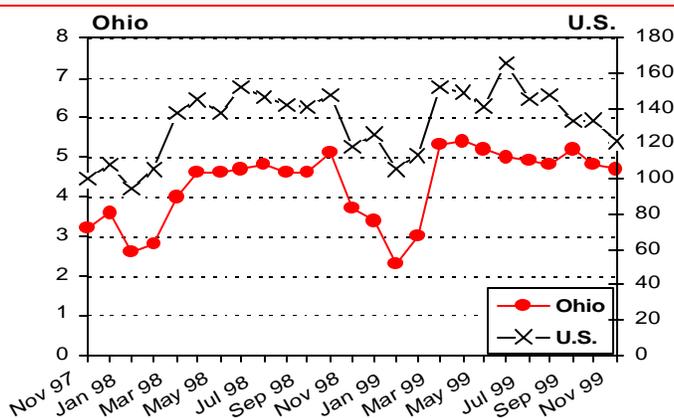
CPI-U Annual % Change	94-95	95-96	96-97	97-98
U.S. Average City	2.8%	3.0%	2.3%	1.6%
OH (Cleveland)	2.4%	2.8%	2.7%	2.4%
OH (Cincinnati)	2.7%	2.3%	1.7%	2.0%



Index for all urban consumers (CPI-U), 1982-84=100. US updated monthly; Cleveland, bi-monthly; Cincinnati, semi-annually. SOURCE: U.S. Department of Labor, [Bureau of Labor Statistics](#).



RESIDENTIAL CONSTRUCTION: November 1997 To November 1999

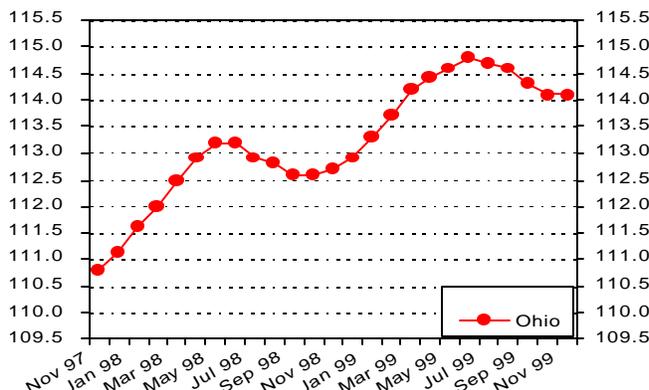


Number of units in thousands.
Percent of imputed data is greater than 25 percent.
SOURCE: U.S. Department of Commerce, [Bureau of the Census](#).

The construction of new, privately-owned housing units in Ohio dropped 0.9 percent between October 1999 and November 1999, to a total of 4,711 units. This was an increase of 26.6 percent over the November 1998 figure. The average value per single-family dwelling was \$137,765, which was no significant change from last month, but 2.0 percent more than in November 1998.

In the U.S., the number of units authorized in November 1999 was 121,125, a decrease of 9.0 percent from the October figure. This was 2.4 percent fewer than in November 1998. The average construction valuation per single-family building was \$127,110, 0.1 percent lower than last month, but 5.7 percent more than a year ago.

INDEX OF LEADING INDICATORS: November 1997 To November 1999

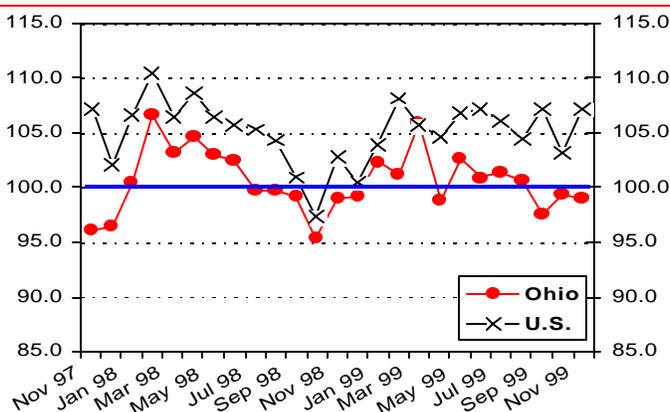


1990=100 Components are not seasonally adjusted.
Components used in index: 1. valuation of housing permits; 2. Initial claims for unemployment insurance; 3. average weekly hours in manufacturing; 4. U.S. domestic auto production; and the national composite index of leading economic indicators.
SOURCE: Ohio Bureau of Employment Services, [LMI Division](#).

The November composite index of leading economic indicators for Ohio remained at the October 1999 level of 114.1. This was 1.2 percent higher than a year ago. Initial claims for unemployment insurance rose 13.6 percent for the month but declined 14.6 percent for the year. Valuation of housing permits dropped 8.0 percent over the month, but was 15.7 percent higher than at this time last year. Average weekly hours for manufacturing increased 0.7 percent to 43.6, 0.2 percent more than in November 1998.

The national composite index of leading indicators for November rose 0.3 percent to 108.3 for the month. This was 2.0 percent higher than in November 1998. Domestic auto production decreased 3.3 percent to 5.9 million units on an annual basis. This was 13.2 percent less than a year ago.

CONSUMER CONFIDENCE INDEX: November 1997 To November 1999



Index of 100.0 is benchmark for good economic times.
SOURCE: Ohio - Ohio State University Center for Survey Research for the Columbus Dispatch/WBNS-TV; U.S. - University of Michigan.

The Ohio **Consumer Confidence index** dropped a slight 0.4 percent to 99.0 in November from the October figure of 99.4. The index remains close to the 100.0 point indicating continued consumer optimism. The November 1999 Index was 0.1 percent lower than in November 1998.

The U.S. **Index of Consumer Sentiment** rose to 107.2 in November from 103.2 in October, a 3.9 percent increase. This was 4.4 percent higher than the November 1998 index of 102.7. The monthly national index has remained above the 100.0 mark for over a year.



U.S. Census Bureau Director calls upon government leaders to encourage participation in Census 2000

Director Prewitt introduced the How America Knows What America Needs initiative in early January, calling upon local community leaders and government officials to join him in two programs to make Census 2000 a success. The first is '90 Plus Five, a program that seeks to increase mail response rates in Census 2000 by at least 5 percentage points over the 1990 level. He also asked that communities encourage public cooperation with enumerators through the Because You Count program. This effort targets households that did not respond by mail and the households in rural areas which will be visited by enumerators in late April through June.

Governor Bob Taft and Secretary of State Blackwell respond with **Count Me In Ohio** committee

In response to the U.S. Census Bureau's request for the involvement of elected officials in the Census 2000 efforts, Governor Taft and Secretary of State Blackwell have committed to raising awareness about the Census throughout Ohio's hard-to-enumerate areas. Both will be contacting statewide organizations to request their assistance. Planning for their involvement in local promotional events is currently underway. In addition, OSR staff and data affiliates have been utilizing the Census Bureau's planning database which identifies Hard to Count (HTC) tracts in Ohio. Complete count committees and local elected officials will be able to use these maps to identify areas in their communities where an undercount is expected based on demographic characteristics. Stakeholders should contact OSR for information about identifying these tracts.

This Is Your Future. Don't Leave It Blank.

This report should be cited as follows: Data Line Ohio, Volume 8, Number 1, prepared and distributed by the Office of Strategic Research, Ohio Department of Development, Columbus, Ohio, January, 2000. Annette Burgess, Editor. Data Line Ohio is available on a subscription basis for \$20.00 a year. To order, contact the Office of Strategic Research at 614-466-2115. Visit our Data Line Ohio web site at <http://www.odod.state.oh.us/osr/dataline.htm>.

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