



Data Line Ohio



Ohio Department
of Development

Prepared by the Office of Strategic Research

Volume 7, Number 10

October, 1999



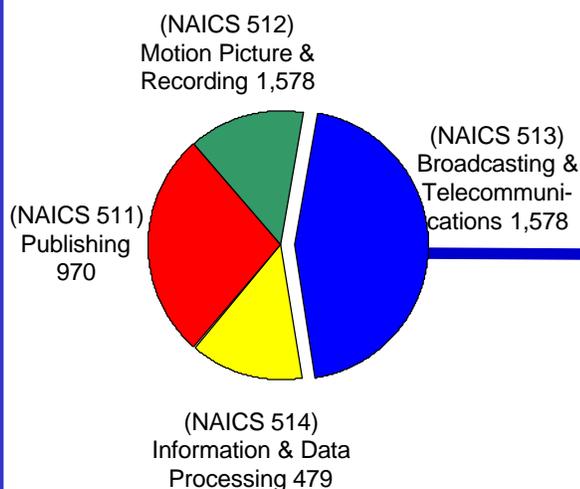
NORTH AMERICAN INDUSTRIAL CLASSIFICATION SYSTEM

In 1997, the U.S. Office of Management and Budget announced the adoption of a new industry classification system to replace the Standard Industrial Classifications (SIC) which, since the 1930s, has been used to classify most of the data on industries or kinds of businesses in the American economy. The North American Industrial Classification System (NAICS) was designed to better reflect the new "high tech" industries, and our shift to an economy dominated by the services sector. Developing the new system in cooperation with Canada and Mexico makes it possible to compare data with our North American Free Trade Agreement (NAFTA) partners.

Many of the new NAICS sectors reflect recognizable parts of SIC divisions, such as the Utilities and Transportation sectors, taken from the SIC division Transportation, Communications, and Utilities. Other sectors represent combinations of pieces from more than one SIC division. For instance, the new Information sector contains components from Transportation, Communications, and Utilities (broadcasting and telecommunications), Manufacturing (publishing), and Services (software publishing, data processing, information services, motion picture and sound recording). Comparisons with past Censuses will require some work in making crossovers between SICs and NAICS. NAICS manuals with tables showing correspondence between NAICS and SIC are available from the National Technical Information Service, 1-800-553-6847; www.ntis.gov/naics.

Release of the 1997 Economic Census marks the debut of NAICS. The first report, on the Information sector, features data for 34 kinds of businesses in the Information industries. This report, and all 1997 Economic Census reports will be available from the U.S. Census Bureau, Washington, DC 20233-8300, or telephone 301-457-4100, or on the Internet at www.census.gov.

Number of Establishments in Ohio's (NAICS 51) Information Sector



SOURCE: U.S. Census Bureau, 1997 Economic Census.

Ohio's Broadcasting & Telecommunications Subsector & Industry Group

NAICS Code	Industry	Estab-lishments	Receipts (\$1,000)	Annual Payroll (\$1,000)
5131	<u>Radio & Television Broadcasting</u>	302	1,219,440	330,288
51311	Radio Broadcasting	232	417,932	143,212
51312	Television Broadcasting	70	801,508	187,076
5132	<u>Cable Networks & Program Distribution</u>	170	1,454,203	200,742
51321	Cable Networks	19	59,488	7,526
51322	Cable & Other Program Distribution	151	1,394,715	193,216
5133	<u>Telecommunications</u>	1,106	8,603,825	1,353,410
51331	Wired Carriers	770	7,224,060	1,127,772
51332	Wireless Carriers	279	1,279,184	200,661
51333	Telecommunications resellers	35	74,047	20,610
51334	Satellite	7	13,289	2,082
51339	Other	15	13,245	2,285

Bob Taft, Governor
State of Ohio

C. Lee Johnson, Director
Ohio Department of Development

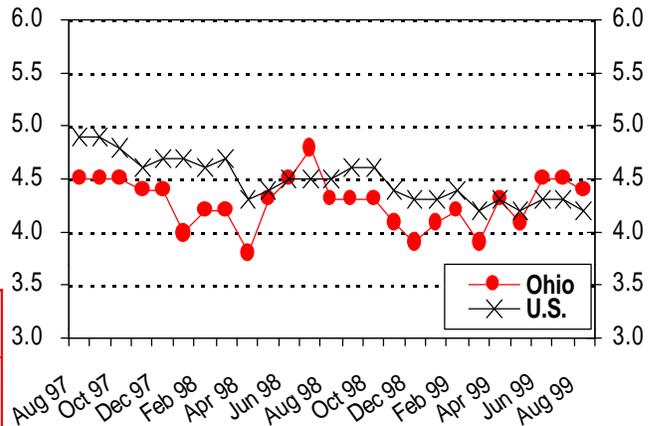


UNEMPLOYMENT RATE: August 1997 To August 1999

The unemployment rate in Ohio dropped from 4.6 in July to 4.2 in August. The number of unemployed workers decreased 3.8 percent for the month, but is 3.6 percent higher than a year ago.

The U.S. unemployment rate for August declined to 4.2 from its July level of 4.3. The number of unemployed workers has dropped 1.6 percent since July, and 5.9 percent since August 1998.

EMPLOYMENT SITUATION Monthly Data (000)	Ohio Aug 99	Ohio Jul 99	Ohio Aug 98	U.S. Aug 99	U.S. Jul 99	U.S. Aug 98
Civilian Labor Force	5,837	5,849	5,676	139,264	139,254	137,481
Employment	5,581	5,582	5,429	133,411	133,307	131,264
Unemployment	256	266	247	5,853	5,947	6,217
Unemployment Rate	4.4	4.6	4.4	4.2	4.3	4.5



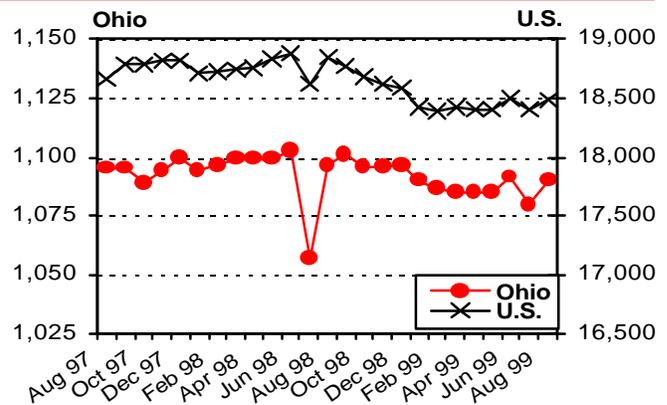
Seasonally adjusted.
SOURCE: Ohio Bureau of Employment Services, [LMI Division](#).



MANUFACTURING EMPLOYMENT: August 1997 To August 1999

August employment in Ohio's manufacturing industry rose 0.9 percent for the month with 1,089,700 workers. This was a decrease of 0.7 percent for the year. Production workers in Ohio's manufacturing industries earned an average of \$701.84 per week in August, up \$27.19 from July. This was \$29.61 more than a year ago, a 4.4 percent increase over August 1998.

The August manufacturing employment in the U.S. increased 0.4 percent for the month with 18,481,000 employees. This was a 2.0 percent decrease for the year. Average weekly earnings for production workers rose \$7.38 to \$580.88 in August 1999. This amounted to a 3.6 percent increase of \$20.01 over August 1998.



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



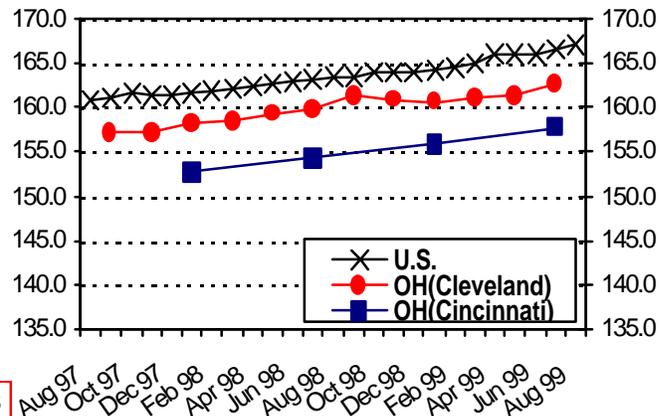
CONSUMER PRICE INDEX: August 1997 To August 1999

The August U.S. average city consumer price index (CPI-U) rose 0.2 percent to 167.1 from 166.7 in July. This was a 2.3 percent increase over August 1998.

The Cleveland all urban consumers CPI for July was 162.8. This was an increase of 0.8 percent from two months ago, and a 1.8 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.

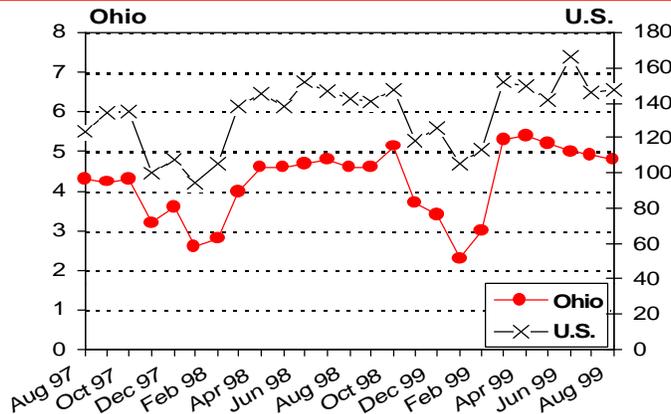
CPI-U Annual % Change	94-95	95-96	96-97	97-98
U.S. Average City	2.8%	3.0%	2.3%	1.6%
OH (Cleveland)	2.4%	2.8%	2.7%	2.4%
OH (Cincinnati)	2.7%	2.3%	1.7%	2.0%



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: August 1997 To August 1999



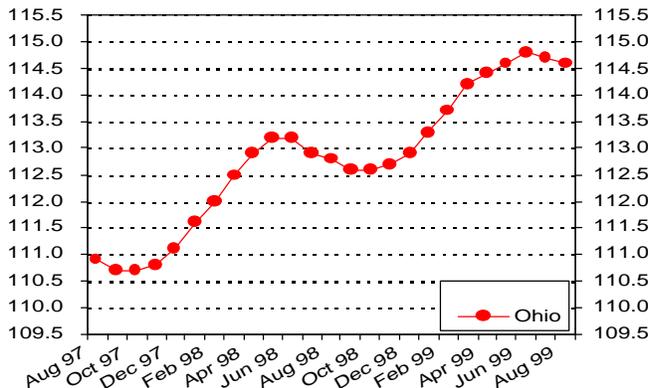
Number of units in thousands.
Percent of imputed data is greater than 25 percent.
SOURCE: U.S. Department of Commerce, [Bureau of the Census](#).

The construction of new, privately-owned housing units in Ohio dropped 4.0 percent between July 1999 and August 1999, to a total of 4,677 units. This was an increase of 1.7 percent over the August 1998 figure. The average value per single-family dwelling was \$133,914, 2.1 percent higher than last month, and 0.3 percent more than in August 1998.

In the U.S., the number of units authorized in August 1999 was 147,421, an increase of 1.3 percent from the July figure. This was 3.7 percent more than in August 1998. The average construction valuation per single-family building was \$124,343, 0.9 percent lower than last month, but 4.6 percent more than a year ago.



INDEX OF LEADING INDICATORS: August 1997 To August 1999



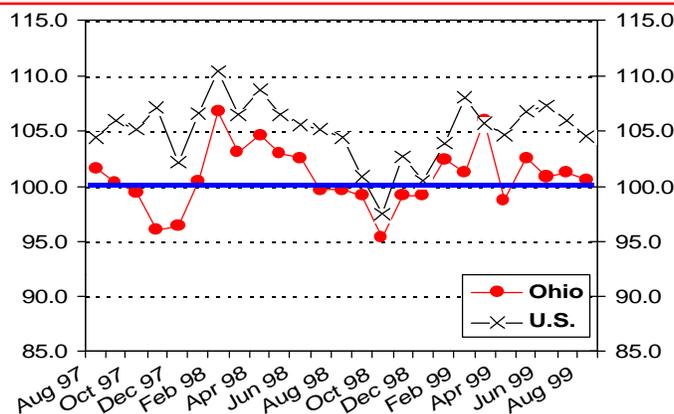
1990=100 Components are not seasonally adjusted.
Components used in index: 1. valuation of housing permits; 2. Initial claims for unemployment insurance; 3. average weekly hours in manufacturing; 4. U.S. domestic auto production; and the national composite index of leading economic indicators.
SOURCE: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

The composite index of leading economic indicators for Ohio decreased 0.1 percent in August to 114.6. This was 1.6 percent higher than a year ago. Initial claims for unemployment insurance dropped 38.4 percent for the month and were 12.5 percent fewer than in August 1998. Valuation of housing permits dropped 4.9 percent over the month, but was 7.9 percent higher than at this time last year. Average weekly hours for manufacturing have risen 2.6 percent since July, and were 0.7 percent more than in August 1998.

The national composite index of leading indicators declined 0.1 percent in August to 107.9. This was 2.1 percent higher than in August 1998. Domestic auto production increased 75.1 percent to 5.9 million units on an annual basis. This was the same as a year ago.



CONSUMER CONFIDENCE INDEX: August 1997 To August 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 0.7 percent to 100.6 in August from the July figure of 101.3. The index remains above the 100.0 point for the fourth consecutive month. The August 1999 Index was 0.9 percent higher than in August 1998.

The U.S. **Index of Consumer Sentiment** declined to 104.5 in August from 106.0 in July, a 1.4 percent decrease. This was 0.1 percent higher than the August 1998 index of 104.4. This is the tenth month in a row that the national index has remained above the 100.0 mark.



COMPUTER USE IN THE U.S.

In 1997, more than one-third of all households in the United States had a computer. According to the Current Population Report, **Computer Use in the United States**, there has been a 60.5 percent increase in the number of home computer owners since 1993.

About 92 million people age 18 and over used a computer in one or more places in 1997. Of employed adults, 49.8 percent use a computer on the job, and of those adults with a home computer, 70.9 percent reported using it regularly.

One major use of computers is accessing the Internet. At school, at home, and at work, 56.7 million Americans age 3 and over used the Internet during 1997. Children tended to use the Internet for researching information for school assignments; however, a great deal of time was spent in checking the latest news, weather, and sports, and in sending and receiving e-mail. Adults most often use the Internet for e-mail or for finding government, business, health, or education information.

Detailed tables are available on the internet at www.census.gov/population/www/socdemo/computer.html, or contact the U.S. Census Bureau, P.O. Box 277943, Atlanta, GA 30384-7943, or call 301-457-2422.

United States Census 2000

This month, the Census Bureau will unveil its plans for a nationwide multicultural and multi-

lingual outreach campaign aimed at stressing the importance of participating in Census 2000.

The Bureau is planning an advertising campaign that, for the first time, will incorporate paid television, radio and print ads. The ads target African Americans, Hispanics, Asians, American Indians, and other ethnic groups who may be less likely to respond.

The outreach campaign includes partners from nearly 30,000 community groups, civic organizations, labor unions, corporations, federal agencies, and elected officials at the state, local and tribal-government level. Announced recently, is a new partnership with the U.S. Congress formed to promote Census 2000 participation.

For additional information about Census 2000, visit the Bureau's website at www.census.gov or write to the Director, Bureau of the Census, Washington, DC 20233.

This report should be cited as follows: Data Line Ohio, Volume 7, Number 10, prepared and distributed by the Office of Strategic Research, Ohio Department of Development, Columbus, Ohio, October, 1999. 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.ohio.gov/osr/dataline.htm>.

The State of Ohio is an Equal Opportunity Employer.



OHIO DEPARTMENT OF DEVELOPMENT
77 South High Street, P.O. Box 1001
Columbus, OH 43216-1001

