

## Economic Report for LaPorte and Porter Counties

*This issue of ECON TRENDS compares information and statistical data about buying power, retail sales, retail and service sector employment and earnings, and overall unemployment rates between neighboring LaPorte and Porter counties, the state, and the nation.*

### Higher Relative Wealth in Porter County

The relative wealth of Porter County residents is substantially higher than that of their neighbors in LaPorte County. Effective buying income (EBI) is a measure of money income minus personal tax and non-tax payments. Money income is a measurement of income developed exclusively by Sales & Marketing Management. It is the aggregate of salaries and wages, net farm and nonfarm income, interest, dividends, net rental and royalty income, Social Security and railroad retirement income, disability income, public assistance income, unemployment compensation, Veterans Administration payments, alimony and child support, military family allotments, net winnings from gambling, and other periodic income. The EBI prior to 1995 was based on "Personal Income" rather than "Money Income." Hence, it is not directly comparable with the 1995 EBI.

EBI is income that is available for consumption and savings. The EBI indicates an ability to buy, which is quite important to know for business planning and marketing purposes. While Table 1 clearly presents the EBI differential among the residents of LaPorte and Porter counties, that gap has widened slightly in the past few years.

In comparison with the nation's and state's median EBI in 1998 (\$35,377 and \$35,956, respectively), LaPorte County (\$33,764) was lower than both the state and nation while Porter

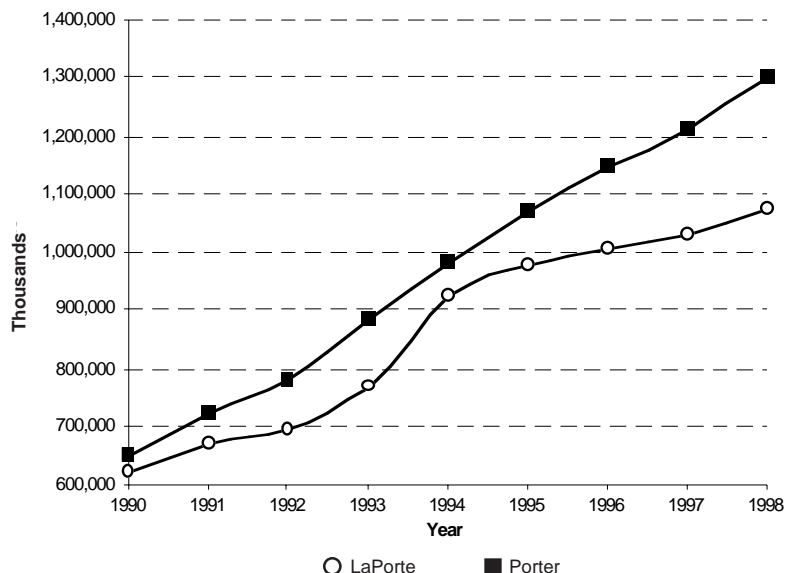
(Table 1)  
EFFECTIVE BUYING INCOME (EBI)

Year	Total EBI	% Change	Median EBI	% Change	% Households by EBI Group			
					\$10,000- \$19,999	\$20,000- \$34,999	\$35,000- \$49,999	\$50,000 & over
<b>LaPorte County</b>								
1992	1,501,269	4.9	31,292	3.7	18.4	26.5	20.9	22.7
1993	1,613,089	7.4	33,276	6.3	17.3	24.7	20.9	26.4
1994	1,690,679	4.8	34,884	4.8	16.3	23.8	20.5	29.4
*1995	1,553,699		31,135		30.4	25.8	19.9	23.9
1996	1,623,191	4.5	32,398	4.1	28.9	25.1	19.8	26.2
1997	1,683,021	3.7	33,420	3.2	27.9	24.5	19.7	27.9
1998	1,755,885	4.3	33,764	1.0	27.6	24.2	19.5	28.7
<b>Porter County</b>								
1992	1,975,468	5.7	37,626	2.8	14.5	23.3	23.6	30.4
1993	2,146,746	8.7	40,041	6.4	13.5	21.5	22.5	34.8
1994	2,298,996	7.1	42,250	5.5	12.4	20.4	21.3	38.8
*1995	2,321,129		41,409		20.4	20.9	20.5	38.2
1996	2,465,772	6.2	43,205	4.3	19.3	20.1	19.6	41
1997	2,633,860	6.8	45,207	4.6	18.3	19.3	18.7	43.7
1998	2,793,319	6.1	46,450	2.7	17.7	18.8	18	45.5

Source: Sales & Marketing Management 1989-99 Survey of Buying Power & author's calculation

\* Note: The EBI prior to 1995 was based on "Personal Income" rather than "Money Income." It is not directly comparable with the EBI in or after 1995.

(Figure 1)  
RETAIL SALES TRENDS  
LaPorte and Porter Counties



Source: Sales & Marketing Management 1989-99 Survey of Buying Power & author's calculation

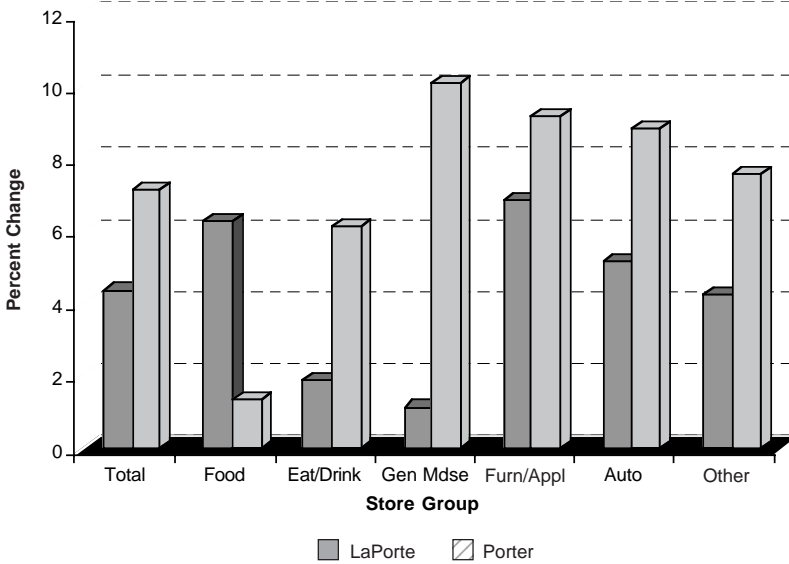


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# WEALTH

*continued from page 1*

(Figure 2)  
**RETAIL SALES GROWTH BY CATEGORY**  
 1997-98



(Table 2)  
**RETAIL SALES IN THOUSANDS**  
 LaPorte and Porter Counties

	1992	1993	1994	1995	1996	1997	1998
<b>LAPORTE COUNTY</b>							
<b>Total</b>	<b>696,637</b>	<b>770,449</b>	<b>925,268</b>	<b>978,316</b>	<b>1,007,280</b>	<b>1,031,027</b>	<b>1,076,502</b>
Food	124,452	132,065	148,385	145,391	153,731	163,786	174,176
Eating/Drinking Places	67,952	77,079	87,434	92,127	94,863	90,039	91,770
General Merchandise	101,946	112,642	109,967	110,418	113,045	110,493	111,785
Furniture/Appliance	29,674	31,948	47,891	59,144	52,836	55,796	59,650
Automotive	155,646	186,639	196,365	212,690	215,934	220,428	231,852
Drug	41,174	43,474	45,623	*	*	*	*
Other	175,793	186,602	289,603	358,546	376,871	390,485	407,269
<b>PORTER COUNTY</b>							
<b>Total</b>	<b>783,702</b>	<b>885,210</b>	<b>982,371</b>	<b>1,070,716</b>	<b>1,146,933</b>	<b>1,212,763</b>	<b>1,300,018</b>
Food	174,050	191,846	186,970	187,078	205,880	195,635	198,349
Eating/Drinking Places	83,375	96,009	105,450	105,598	113,170	114,377	121,474
General Merchandise	77,525	861,134	93,535	132,345	131,208	149,211	164,325
Furniture/Appliance	26,367	26,367	36,284	34,989	38,175	41,264	45,074
Automotive	169,422	169,422	206,356	280,522	308,146	330,951	360,426
Drug	42,760	42,760	45,389	52,076	*	*	*
Other	210,203	228,153	248,148	330,184	350,354	381,325	410,370

Source: Sales & Marketing Management 1992-98 Survey of Buying Power  
 \* Drug is included in Other.

County showed a much higher EBI (\$46,450). LaPorte County's median EBI was about 74 and 73 percent of Porter's in 1998 and 1997, respectively.

From 1997 to 1998, the median EBI in Porter County grew by 2.7 percent. This outpaced LaPorte County (1.0 percent), the state (2.0 percent) and the nation (2.2 percent).

During this period, Porter County's total EBI increased by 6.1 percent, which easily outpaced LaPorte County (4.3 percent), the state of Indiana (4.4 percent) and the nation (5 percent).

Table 1 also shows that there are many more households in Porter County in the higher income bracket than there are in LaPorte County. In 1997 about 62.4 percent of Porter County households had EBIs of over \$35,000, compared to 47.6 percent in LaPorte County. In 1998 about 63.5 percent of Porter County households had EBIs of over \$35,000, compared to 48.2 percent in LaPorte County. While these figures have not been adjusted for inflation, the trend seems clear. The increase in relatively affluent households will stimulate retail sales of top-of-the-line big ticket items such as automobiles and home furnishings.

## Retail Growth in Porter County continues to Outpace State, Nation

Retail sales are growing and qualified workers are at a premium. Porter County continues to post a retail sales gain that is well above national and state levels, and additional development in the retail sector is likely to cause more growth in the coming year.

Data from Sales and Marketing Management are estimates as of January 1 of each year. In 1998, total retail sales increased by 7.2 percent in Porter County and by 4.4 percent in LaPorte County. Porter County's figure stayed ahead the state's growth of 5.0 percent and the nation's 5.9 percent gain for the year.

In 1997, total retail sales in LaPorte County increased by 2.4 percent, while Porter County posted a gain of 5.7 percent. This compares to an increase for the state of 3.0 percent while the nation realized growth of 3.3 percent.

While these figures have not been adjusted for inflation, the 1997 and 1998 inflation rates calculated from the consumer prices of all items were only 2.3 and 1.6 percent, respectively.

Figure 1 and Table 2 summarize county-wide retail sales by categories, from 1990 to 1998 in both LaPorte and Porter counties. The row labeled Other in Table 1 is significant because it is comprised of figures from several categories, including the many apparel and accessory stores

# RETAIL GROWTH

*continued from page 2*

found in Prime Outlets center in LaPorte County and other shopping areas. Beginning in 1995, the Drug category was included in Other.

The growth figures show the latest installment in a continuing trend. From 1990 to 1998 the average annual growth rate in retail sales for LaPorte and Porter counties was 6.5 and 8.3 percent, respectively. These gains easily outpaced Indiana's growth of 5.4 percent and the national figure of 5.1 percent. It must again be noted that these figures have not been adjusted for inflation and the annualized inflation rate over that period was 3.1 percent.

Also important to LaPorte County, of course, is the growing popularity of the Prime Outlets center in Michigan City, which brings in many visitors – and dollars – from out of the county and state. This figure will likely continue to grow, as it is one of the top factory outlet centers in both the Midwest and the United States.

Furthermore, a large percentage of those shoppers are from out of county and out of state, bringing outside dollars to help the local economy.

Figure 2 shows that from 1997 to 1998, Porter County gained 9.2 percent in Furniture/Appliances and 8.9 percent in Automotive, while LaPorte County reflected its largest gain (6.9 percent) in the Furniture/Appliance category. During this period neither of these two counties experienced a decline in any categories.

## What contributes to the Total Retail Sales?

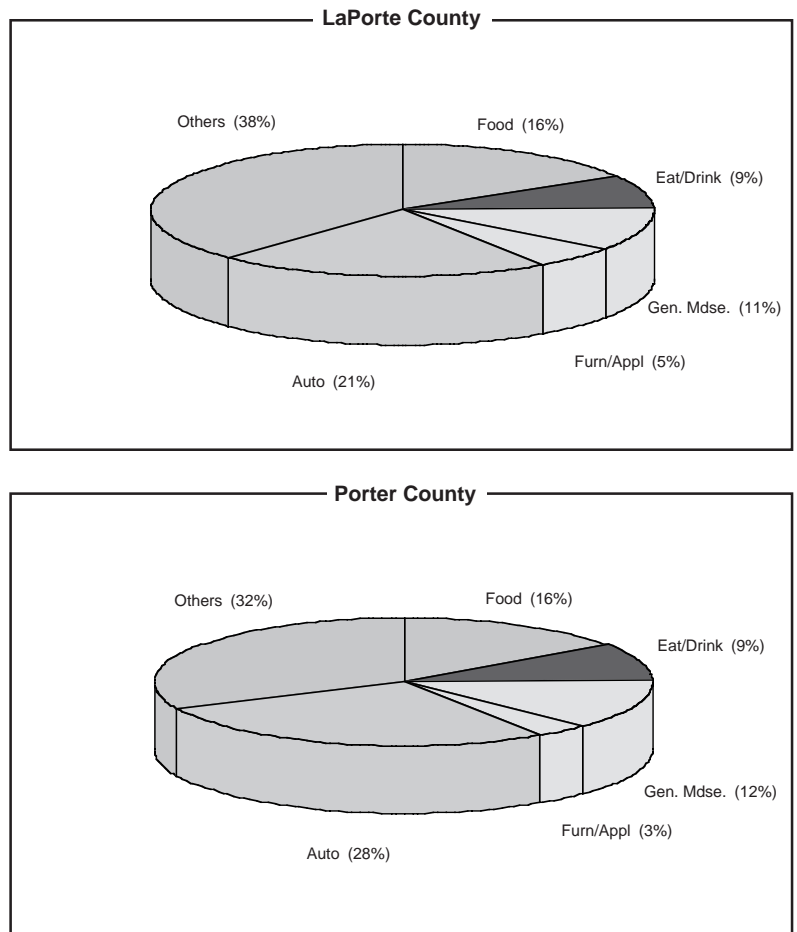
As we see the growing number of large general merchandise stores in both counties, we may assume that the largest proportion of total retail sales comes from this General Merchandise category. However, Figure 3 shows that of all the leading categories in 1998, the Other and Automotive categories constitute the largest share of the total retail sales in both LaPorte and Porter counties. The Furniture/Appliance category accounted for the smallest proportion of sales in both counties.

## Population Growing Steadily, but Average Age is Going Up

Population in the 1990's in LaPorte and Porter counties has shown greater growth than in the 1980's. The numbers recently released for last year show that the growth trend has continued year to year.

Population and buying power are two of the major factors that determine the total value of retail sales and services. According to Table 3, population in LaPorte and Porter counties grew by

(Figure 3)  
**RETAIL SALES BY CATEGORY**  
1998



Source: Sales & Marketing Management 1998 Survey of Buying Power & author's calculation

(Table 3)  
**POPULATION BY AGE GROUP**  
LaPorte and Porter Counties  
(In Thousands)

County	Total	% Population by Age Group				Households
		18-24	25-34	35-49	+50	
<b>1/1/95</b>						
LaPorte	109.7	8.5	15.1	23.5	27.3	39.5
Porter	139.2	9.5	14.2	25.6	22.9	49.0
<b>1/1/96</b>						
LaPorte	110.0	8.1	14.8	24.2	27.4	39.8
Porter	140.9	9.1	13.8	26.1	23.1	49.9
<b>1/1/1997</b>						
LaPorte	110.2	7.9	14.6	24.2	27.8	40.0
Porter	142.8	8.8	13.7	26.2	23.5	50.8
<b>1/1/1998</b>						
LaPorte	109.9	7.6	13.6	23.7	28.3	40.1
Porter	144.0	8.4	13.4	26.5	23.9	51.7
<b>1/1/1999</b>						
LaPorte	109.9	7.9	13.9	24.4	28.7	40.9
Porter	146.4	8.6	13.0	26.3	24.4	52.9

Source: Sales & Marketing Management 1995-99 Survey of Buying Power

# POPULATION

*continued from page 3*

(Table 4)  
**RETAIL TRADE EMPLOYMENT**  
 LaPorte and Porter Counties

SIC	Retail Trade	1997		1998		1st Qtr. 1999		Change 1997-1998	
		L	P	L	P	L	P	L	P
52	Building materials, hardware & mobile home dealers	549	698	548	616	557	594	-1	-82
53	General merchandise stores	1,387	1,352	1,552	1,443	1,529	1,420	165	91
54	Food stores	1,144	1,526	1,021	1,412	993	1,357	-123	-114
55	Auto dealers and gas service stations	1,089	1,476	1,070	1,596	989	1,528	-19	120
56	Apparel & accessory stores	846	147	819	150	688	148	-27	3
57	Home furniture, furnishings, & equipment stores	366	277	352	308	360	309	-14	31
58	Eating & drinking places	3,397	4,492	3,437	4,427	3,216	4,222	40	-65
59	Miscellaneous retail	936	1,076	945	1,175	938	1,102	9	99
	<b>Retail Trade Totals</b>	<b>9,714</b>	<b>11,044</b>	<b>9,744</b>	<b>11,127</b>	<b>9,270</b>	<b>10,780</b>	<b>30</b>	<b>83</b>

Source: Indiana Department of Workforce Development  
 SIC = Standard Industrial Classification

0.2 and 5.2 percent, respectively, from 1994 to 1998. Rapid growth was seen in Porter County while LaPorte County grew very slightly. Meanwhile, the American population is aging as a result of an increase in life expectancy and a decline in the birth rate. Early middle-agers represented the fastest growing market during the 1980s, and the relative size of the middle-aged market continues to expand as late baby boomers enter middle age.

Population growth and changes in consumer age composition will continue to have profound implications on merchandising. Certainly, this creates new market opportunities that require continuous and innovative adjustments.

## Employment Growth In Retail, Service Sector

Although area manufacturing employment still commands the highest share of total employment, retail and service industry employment is growing in importance in both LaPorte and Porter counties. Jobs have steadily shifted from manufacturing into these sectors over the past decade. Retail employment plays a large part in this shift. The right-hand column in Table 4 shows a slight gain in retail trade employment in LaPorte County of 0.3 percent (30 jobs), while Porter County gained 0.8 percent (83 jobs) during 1997-1998. Of eight Standard Industrial Classification (SIC) retail codes listed, only three in LaPorte County and five in Porter County indicated an increase in employment during this period.

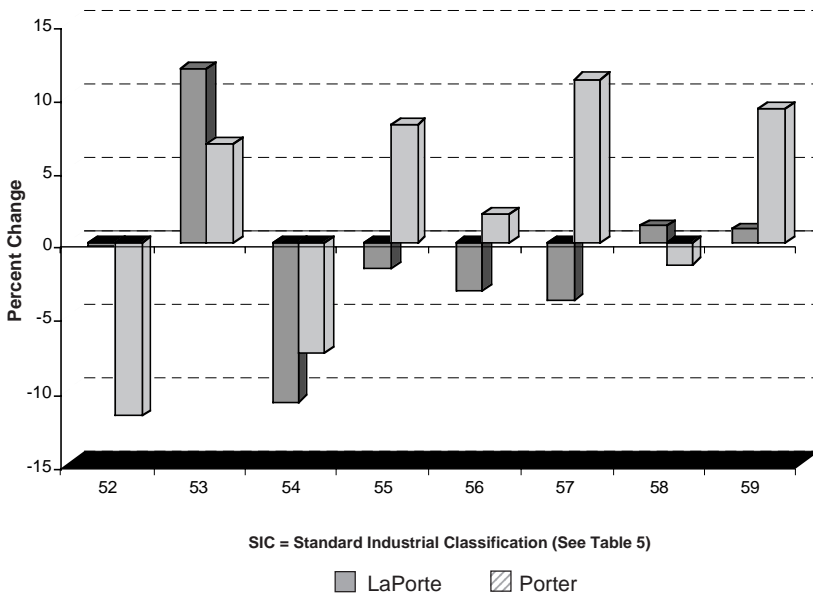
Figure 4 shows that the largest percentage reduction of retail trade employment in LaPorte County was in the Food Stores (-10.8 percent or 123 jobs). This category represented 10.5 percent of the total retail employment. In contrast, the largest gain in LaPorte County was in General Merchandise Stores (11.9 percent or 165 jobs). This category represented 16 percent of the total retail employment.

Porter County lost most of its retail trade employment in the Building Materials, Hardware & Mobile Home Dealers (11.7 percent or 82 jobs). This category represented 5.6 percent of the total retail employment.

The largest gain occurred in Home Furniture, Furnishings and Equipment Stores (11.2 percent or 31 jobs). This category comprised 2.8 percent of the total retail employment in this county.

Among the retail groups, food and food services account for a major slice of the employment pie. In 1998 the Eating and Drinking Places category had the largest share (35.3 percent in LaPorte County and 39.8 percent in Porter County), while the share for the Food Stores category was 10.5 percent in LaPorte County and 12.7 percent in Porter County

(Figure 4)  
**CHANGE IN RETAIL TRADE EMPLOYMENT**  
 1997-98 (First Quarter)



# EMPLOYMENT

*continued from page 4*

In the first quarter of 1999, the Eating and Drinking Places category also had the largest share (34.7 percent in LaPorte County and 39.2 percent in Porter County), while the share for the Food Stores category was 10.7 percent in LaPorte County and 12.6 percent in Porter County.

## Retail Wages

According to Table 5, of retail jobs in the two counties, LaPorte's retail workers in 1998 averaged only \$14,749 per year and Porter's only \$16,836 annually. In the first quarter of 1999, average retail earnings in LaPorte and Porter counties were \$3,545 and \$4,080, respectively. Auto Dealers & Service Stations represent the highest annual average retail wages in LaPorte and Porter counties, \$21,843 and \$24,860, respectively. Low wages in retail trades are accompanied by less than full-time work hours for many employees. This explains, in part, the unusually low annual wages.

Table 6 shows the number of retail trade employers. From 1997 to 1998, the number of employers in LaPorte and Porter counties decreased by about 2.5 percent (17 employers) and 1.4 percent (9 employers), respectively. In 1998, LaPorte County had 662 retail employers (30 more employers than Porter County). The largest category of employers was Eating and Drinking Places.

In 1997, LaPorte County had 679 retail employers (38 more employers than Porter County). The largest category of employers that year was also Eating and Drinking Places.

## More Stability in Service Industry

The service industry appeared to be more stable throughout the business cycles. Both counties showed overall employment growth in the service industry during 1997-1998. Table 7 indicates a 5.1 percent (675 jobs) service-sector employment growth in LaPorte County and a 2.5 percent (430 jobs) growth in Porter County. Of 15 service categories, LaPorte County experienced a decline in six and Porter County in seven categories.

Of the total service industry employment in 1998, health services represented the highest share of employment (34.4 percent or 4,802 jobs) in LaPorte County. On the other hand, the highest share of service employment in Porter County was in educational services (about 32.4 percent or 5,784 jobs).

(Table 5)  
**RETAIL TRADE EMPLOYMENT**  
1998-1999 (1st Quarter)

SIC	Retail Trade	LaPorte		Porter	
		1998	1999 1st Qtr.	1998	1999 1st Qtr.
52	Building materials, hardware & mobile home dealers	18,569	4,262	19,971	5,037
53	General merchandise stores	12,677	3,027	13,610	3,361
54	Food stores	14,520	3,287	14,792	3,503
55	Auto dealers and gas service stations	21,843	5,546	24,860	5,956
56	Apparel & accessory stores	11,028	2,733	11,896	2,476
57	Home furniture, furnishings, & equipment stores	15,300	3,792	23,495	5,885
58	Eating & drinking places	9,314	2,149	8,356	2,080
59	Miscellaneous retail	14,741	3,550	17,706	4,345

Source: Indiana Department of Workforce Development  
SIC = Standard Industrial Classification

(Table 6)  
**RETAIL TRADE EMPLOYERS**  
LaPorte and Porter Counties

SIC	Retail Trade	1997		1998		1st Quarter 1999		Change 1997-1998	
		L	P	L	P	L	P	L	P
52	Building materials, hardware & mobile home dealers	32	41	32	36	34	31	0	-5
53	General merchandise stores	19	13	20	16	21	15	1	3
54	Food stores	50	49	48	48	49	51	-2	-1
55	Auto dealers and gas service stations	110	112	103	110	103	109	-7	-2
56	Apparel & accessory stores	79	26	78	26	71	26	-1	0
57	Home furniture, furnishings, & equipment stores	51	44	49	43	50	43	-2	-1
58	Eating & drinking places	197	223	204	217	208	216	7	-6
59	Miscellaneous retail	141	133	128	136	129	138	-13	3
	<b>Retail Trade Totals</b>	<b>679</b>	<b>641</b>	<b>662</b>	<b>632</b>	<b>665</b>	<b>629</b>	<b>-17</b>	<b>-9</b>

Source: Indiana Department of Workforce Development  
SIC = Standard Industrial Classification

Of the total service industry employment in 1997, health services represented the highest share of employment (36.2 percent or 4,806 jobs) in LaPorte County, while the highest share of service employment in Porter County was in educational services (about 32.6 percent or 5,681 jobs).

## Dominant Services Industry

Though both the retail and service industries have approximately equal employment sizes, the services industry is more dominant in average and total payroll as evident below.

In 1998, the services industry's annual average earnings in LaPorte and Porter counties were \$21,996 and \$22,659 respectively. Though benefit data are not available, these two industry groups

# EMPLOYMENT

*continued from page 5*

(Table 7)  
**SERVICE INDUSTRY EMPLOYMENT**  
 LaPorte and Porter Counties

SIC	Retail Trade	1997		1998		1st Quarter 1999		Change 1997-1998	
		L	P	L	P	L	P	L	P
70	Hotels, rooming houses, camps & other lodging places	267	473	259	570	234	567	-8	97
72	Personal services	478	490	467	470	557	468	-11	-20
73	Business services	1,562	2,072	1,527	2,251	1,503	2,349	-35	179
75	Auto repair, services and parking	320	521	331	511	350	533	11	-10
76	Misc repair services	137	194	150	144	156	137	13	-50
78	Motion pictures	175	159	214	258	233	267	39	99
79	Amusement & rec services	786	707	1,402	556	1,376	562	616	-151
80	Health services	4,806	4,595	4,802	4,635	4,699	4,565	-4	40
81	Legal services	127	263	134	262	130	256	7.0	-1
82	Educational services	3,417	5,681	3,369	5,784	3,549	6,320	-48	103
83	Social services	440	801	500	892	629	930	60	91
86	Membership organizations	449	796	450	803	445	812	1	7
87	Engineering, accounting, research, mgnt & rtd svcs	283	605	301	655	337	738	18	50
88	Private households	36	54	56	53	60	43	20	-1
89	Miscellaneous services	4	3					-4	-3
<b>Service Industry Totals</b>		<b>13,287</b>	<b>17,414</b>	<b>13,962</b>	<b>17,844</b>	<b>14,258</b>	<b>18,547</b>	<b>675</b>	<b>430</b>

Source: Labor Market Information Services, Indiana Department of Workforce Development  
 SIC = Standard Industrial Classification

(Table 8)  
**SERVICE AVERAGE WAGES**  
 LaPorte and Porter Counties

SIC	Retail Trade	LaPorte		Porter	
		1998	1999 1st Qtr.	1998	1999 1st Qtr.
70	Hotels, rooming houses, camps & other lodging places	11,625	2,902	12,861	3,282
72	Personal services	13,211	2,877	13,544	3,101
73	Business services	19,012	4,418	20,536	4,960
75	Auto repair, services and parking	20,643	4,948	22,010	5,147
76	Misc repair services	26,328	6,102	29,339	7,149
78	Motion pictures	11,315	3,048	7,819	1,835
79	Amusement & rec services	19,733	5,487	12,269	4,094
80	Health services	28,646	6,659	30,921	6,985
81	Legal services	20,000	5,111	26,243	7,643
82	Educational services	25,827	7,045	24,141	5,942
83	Social services	15,913	3,868	16,963	4,222
86	Membership organizations	8,203	2,065	8,657	2,254
87	Engineering, accounting, research, mgnt & rtd svcs	33,687	7,382	41,031	9,250
88	Private households	17,224	4,340	13,134	3,424
89	Miscellaneous services	*	*	*	*

Source: Labor Market Information Services, Indiana Department of Workforce Development  
 SIC = Standard Industrial Classification  
 \* Not significant - too few to disclose.

(retail and services) overall provide relatively few employee benefits. Companies providing services injected more money into these two counties' economy than did area retailers.

Though retail and services industries made up about 43.3 percent of employment in these two counties, their share in terms of total payroll dollars was only 27.9 percent of all payroll. In 1998, total wages paid by retail establishments in both counties made up only about 10 percent of the combined payroll for all area industries while services industry made up only 17.9 percent of the total.

Table 9 shows that during this period, the number of employers in the service industry in LaPorte County increased by 0.2 percent (2 employers) and in Porter, 1.5 percent (16 employers). Over the same period, seven out of a total of 15 categories in each county experienced a decline.

## Outlook

### Employment at Near Record Levels

"Employment in the two-county area, as with many areas in the State, by the first quarter of 1999, was near record levels," said Bruce F. Bendull, labor market analyst for the Indiana Department of Workforce Development.

While jobs may be shifting from the manufacturing sector to retail and service, one thing seems abundantly clear - not many people are out of work. Unemployment rates for the nation in October were 3.8 percent, while Indiana was at 2.5 percent. This figure means that only 76,200 workers in the state were unemployed. Porter County beat both numbers by posting 2.5 percent (1,900 workers) while LaPorte County employed all but 2.9 percent (1,560 workers).

Figure 5 shows the unemployment rate in LaPorte and Porter counties and in Indiana (not seasonally adjusted) from October 1998 to October 1999, the latest month for which figures are available at press time. Both counties, the state and the nation all saw a decline in unemployment rates from 1998 to 1999. And, as Figure 5 depicts, the October 1999 unemployment rates for Porter County and the state of Indiana were below the figures of the previous October. Population numbers of Porter County have risen in the past year as indicated by the Census Bureau estimates. This has the dual effect of creating more demand for goods and services and increasing the supply of workers.

"Area labor shortages continue to exist in various skilled occupations," said Bendull. However, the area's offices continue to report significant numbers of people seeking work. As of the end of October 1999, the offices in the cities of LaPorte and

# OUTLOOK

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Portage had an active file of 1,600 and 2,169 job applicants, respectively. "These applicants span the spectrum of occupational fields, from professional and clerical to blue collar occupations," added Bendull. Given the supply of workers, labor shortage generally occurs as demand for workers increases without increases in real wage. "The outlook for overall employment in both LaPorte and Porter counties appears to be good for at least the first half of 2000, given weather related influences," said Bendull.

Recently, Manpower Inc. completed its quarterly Employment Outlook Survey. The survey is conducted on a quarterly basis as a public service of Manpower Inc. and its offices throughout the United States. The survey is a measurement of future employment plans for the permanent workforce. Nearly 16,000 employers in 485 cities throughout the U.S. participated in the survey. The survey has been a significant indicator of actual changes in employment levels for over twenty years.

According to Jeri Cantwell, Branch Manager of Manpower Temporary Services, national hiring patterns established in past quarters will vary little except for some seasonal variations that create a marginally brighter picture. Twenty-four percent of firms say they will recruit new employees, 10 percent intend to cut back, 61 percent will remain unchanged and 5 percent are not yet certain.

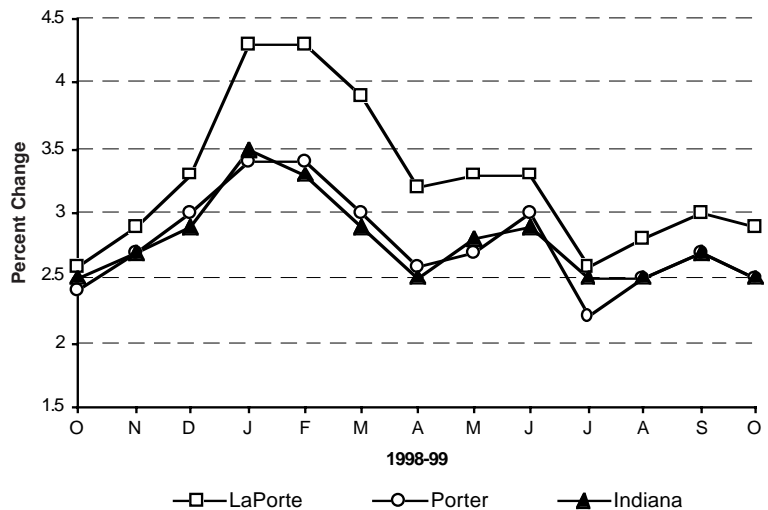
The Employment Outlook Survey for the first quarter of 2000 conducted by Manpower indicates that 20 percent of employers in the city of LaPorte contacted will add people in that period, while 7 percent say they will use fewer workers. In Michigan City, 23 percent forecast hiring, while 17 percent will have fewer on the payroll. In Valparaiso, 3 percent say they'll hire; 10 percent say hiring will be down. So look out for another strong year in retailing and service, with low unemployment rates and increased sales. All signs indicate an optimistic employment outlook for LaPorte and Michigan City, while Valparaiso will have a decline.

(Table 9)  
**SERVICES EMPLOYMENT TRENDS**  
1997-1999 (1st Quarter)

SIC	Retail Trade	1997		1998		1st Quarter 1999		Change 1997-1999 1st Qtr	
		L	P	L	P	L	P	L	P
70	Hotels, rooming houses, camps & other lodging places	20	18	21	18	20	19	1	0
72	Personal services	95	99	94	97	90	97	-1	-2
73	Business services	108	141	117	155	118	169	9	14
75	Auto repair, services and parking	77	102	77	99	80	101	0	-3
76	Misc repair services	26	40	29	38	32	36	3	-2
78	Motion pictures	14	22	15	22	17	24	1	0
79	Amusement & rec services	31	32	34	31	34	30	3	-1
80	Health services	164	234	153	235	151	236	-11	1
81	Legal services	37	63	35	61	36	63	-2	-2
82	Educational services	48	70	47	69	48	68	-1	-1
83	Social services	43	47	44	51	50	55	1	4
86	Membership organizations	61	73	59	73	59	72	-2	0
87	Engineering, accounting, research, mgnt & rtd svcs	78	115	77	126	81	129	-1	11
88	Private households	21	41	25	41	28	43	4	0
89	Miscellaneous services	2	3					-2	-3
	<b>Service Industry Totals</b>	<b>825</b>	<b>1,100</b>	<b>827</b>	<b>1,116</b>	<b>844</b>	<b>1,142</b>	<b>2</b>	<b>16</b>

Source: Labor Market Information Services Indiana Department of Workforce Development

(Figure 5)  
**UNEMPLOYMENT RATE**



Source: Indiana Department of Workforce Development & author's calculation

(Table 10)  
**EMPLOYMENT OUTLOOK SURVEY**  
(1st Quarter 2000)

(All figures are percentages)					
	Increase	No Change	Decrease	Don't Know	Net (Inc.- Dec.)
<b>LaPorte</b>	20	73	7	0	13
<b>Michigan City</b>	23	60	17	0	6
<b>Valparaiso</b>	3	84	10	3	-7
<b>Indiana</b>	21	62	13	4	8
<b>Midwest</b>	24	62	11	3	13
<b>National</b>	24	61	10	5	14

Source: Manpower, Inc.

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