

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 labor markets between neighboring LaPorte and Porter counties, the state, and the nation.

Buying Power Stronger 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 1996 was based on "Personal Income" rather than "Money Income." Hence, it is not directly comparable with the EBI in or after 1996.

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 remained unchanged in the past few years.

In comparison with the nation's and state's median EBI in 1997 (\$33,482 and \$34,025 respectively), LaPorte County (\$32,398) was lower than both the state and nation while Porter County showed a much higher EBI (\$43,205). LaPorte County's median EBI was about 75 percent of Porter's in both 1996 and 1997. The latest census



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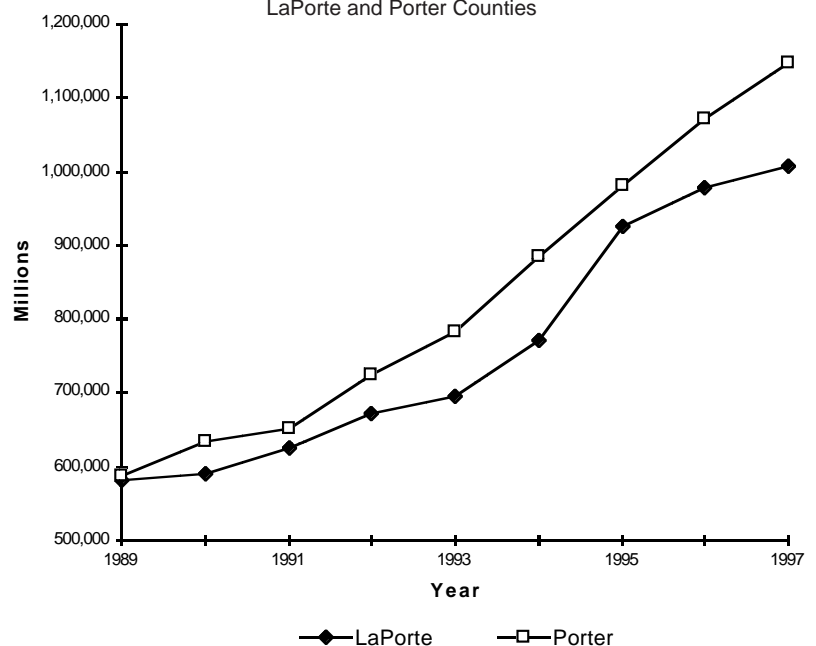
(Table 1)
EFFECTIVE BUYING INCOME (EBI)

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
LaPorte County								
1991	1,230,323	7.3	25,946	5.3	21.7	29.8	19.9	12.5
1992	1,431,170	16.3	30,184	16.3	18.9	27.6	20.8	20.7
1993	1,501,269	4.9	31,292	3.7	18.4	26.5	20.9	22.7
1994	1,613,089	7.4	33,276	6.3	17.3	24.7	20.9	26.4
1995	1,690,679	4.8	34,884	4.8	16.3	23.8	20.5	29.4
*1996	1,553,699		31,135		30.4	25.8	19.9	23.9
1997	1,623,191	4.5	32,398	4.1	28.9	25.1	19.8	26.2
Porter County								
1991	1,754,554	5.0	33,371	2.7	15.7	27.7	27.3	19.1
1992	1,869,361	6.5	36,586	9.6	14.8	24.2	24.4	28.1
1993	1,975,468	5.7	37,626	2.8	14.5	23.3	23.6	30.4
1994	2,146,746	8.7	40,041	6.4	13.5	21.5	22.5	34.8
1995	2,298,996	7.1	42,250	5.5	12.4	20.4	21.3	38.8
*1996	2,321,129		41,409		20.4	20.9	20.5	38.2
1997	2,465,772	6.2	43,205	4.3	19.3	20.1	19.6	41.0

Source: Sales & Marketing Management 1991-97 Survey of Buying Power

* Note: The EBI prior to 1996 were based on "Personal Income" rather than "Money Income." It is not directly comparable with the EBI in or after 1996.

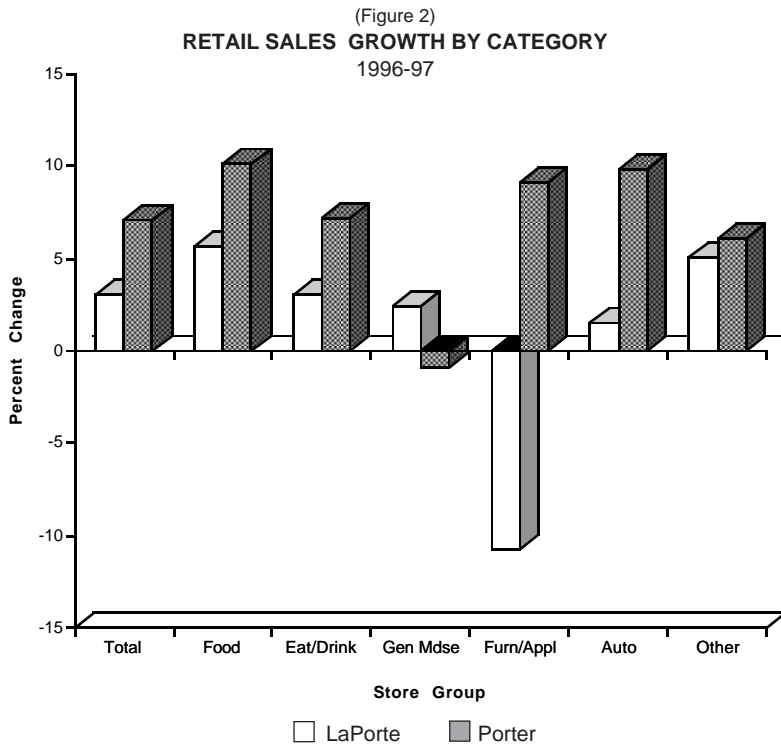
(Figure 1)
RETAIL SALES GROWTH
LaPorte and Porter Counties



Source: Sales & Marketing Management 1989-97 Survey of Buying Power

RETAIL SALES

continued from page 1



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

	1991	1992	1993	1994	1995	1996	1997
LAPORTE COUNTY							
Total	625,710	671,303	696,637	770,449	925,268	978,316	1,007,280
Food	124,150	126,383	124,452	132,065	148,385	145,391	153,731
Eating/Drinking Places	51,705	60,239	67,952	77,079	87,434	92,127	94,863
General Merchandise	77,764	90,845	101,946	112,642	109,967	110,418	113,045
Furniture/Appliance	30,741	28,154	29,674	31,948	47,891	59,144	52,836
Automotive	144,627	146,962	155,646	186,639	196,365	212,690	215,934
Drug	33,023	40,062	41,174	43,474	45,623	*	*
Other	163,700	178,658	175,793	186,602	289,603	358,546	376,871
PORTER COUNTY							
Total	652,694	723,638	783,702	885,210	982,371	1,070,716	1,146,933
Food	150,090	160,522	174,050	191,846	186,970	187,078	205,880
Eating/Drinking Places	61,673	72,058	83,375	96,009	105,450	105,598	113,170
General Merchandise	57,541	67,412	77,525	86,134	93,535	132,345	131,208
Furniture/Appliance	21,927	22,387	26,367	31,323	36,284	34,989	38,175
Automotive	133,763	144,818	169,422	206,356	259,908	280,522	308,146
Drug	33,192	40,382	42,760	45,389	52,076	*	*
Other	194,508	216,029	210,203	228,153	248,148	330,184	350,354

Source: Sales & Marketing Management 1991-97 Survey of Buying Power

* Drug is included in other.

data indicate that 41% of Porter County residents worked out of their county of residence, many in Illinois or Lake County with large steel companies (e.g., Inland Steel and Bethlehem Steel Corporations). In contrast, only about 22% of LaPorte County residents worked outside their county. Porter County also has a higher proportion of better educated people. This in part may explain the discrepancy in EBI between the two counties.

From 1996 to 1997, the median EBI in Porter County grew by 4.34 percent. This slightly outpaced LaPorte County (4.1 percent), the state (4.2 percent) and the nation (3.9 percent).

During this period, Porter County's total EBI increased by 6.2 percent, which easily outpaced LaPorte County (4.5 percent), the state of Indiana (5.1 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 60.6 percent of Porter County households had EBIs of over \$35,000, compared to 46 percent in LaPorte County. In 1996 about 58.7 percent of Porter County households had EBIs of over \$35,000, compared to 43.8 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 Continues To Outpace State, Nation

The retail sector in the two counties is growing, and qualified workers are at a premium. Porter County continues to post retail sales gains that are 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 1997, total retail sales in LaPorte County increased by 3 percent, while Porter County posted a gain of 7.1 percent. This compares to an increase for the state of 3.5 percent while the nation realized growth of 4.7 percent.

In 1996, total retail sales increased by 5.4 percent in Porter County and by 5.7 percent in LaPorte County. This was below the state's growth of 7.3 percent for the year, while staying slightly ahead of the nation's 5.1 percent gain.

While these figures have not been adjusted for inflation, the 1997 inflation rate calculated from the consumer prices of all items was estimated to be about 2.4%.

Figure 2 and Table 2 summarize countywide retail sales by categories, from 1991 to 1997 in both LaPorte and Porter counties. The row labeled Other in Table 2 is significant because it is comprised of figures from several categories, including the many apparel and accessory stores found in Lighthouse Place and other shopping areas. Beginning in 1996,

RETAIL GROWTH

continued from page 2

the Drug category was included in Other.

The growth figures show the latest installment in a continuing trend. From 1990 to 1997 the average annual growth rate in retail sales for LaPorte and Porter counties was 7.2 and 8.7 percent, respectively. These gains easily outpaced Indiana's growth of 5.7 percent and the national figure of 5.3 percent. It must again be noted that these figures have not been adjusted for inflation and the annualized inflation rate over that period was 3.43 percent.

Also important to LaPorte County, of course, is the growing popularity of the Lighthouse Place factory outlet center in Michigan City, which brings in many visitors and dollars from out of the county and state. That figure will continue to grow. Lighthouse Place is one of the top factory outlet centers in both the Midwest and the United States, according to Perry D. Grueber, Director of Research and Investor Relations at Horizon Group, Inc., the center's owner.

In the second quarter of 1997, the center delivered an expansion of 56,500 square feet in addition to a renovation of the center. The center celebrated its tenth anniversary in 1997.

An observation of the parking lots in the summer or on weekends indicates that a large percentage of those shoppers are from out of county and out of state, meaning outside dollars to help the local economy.

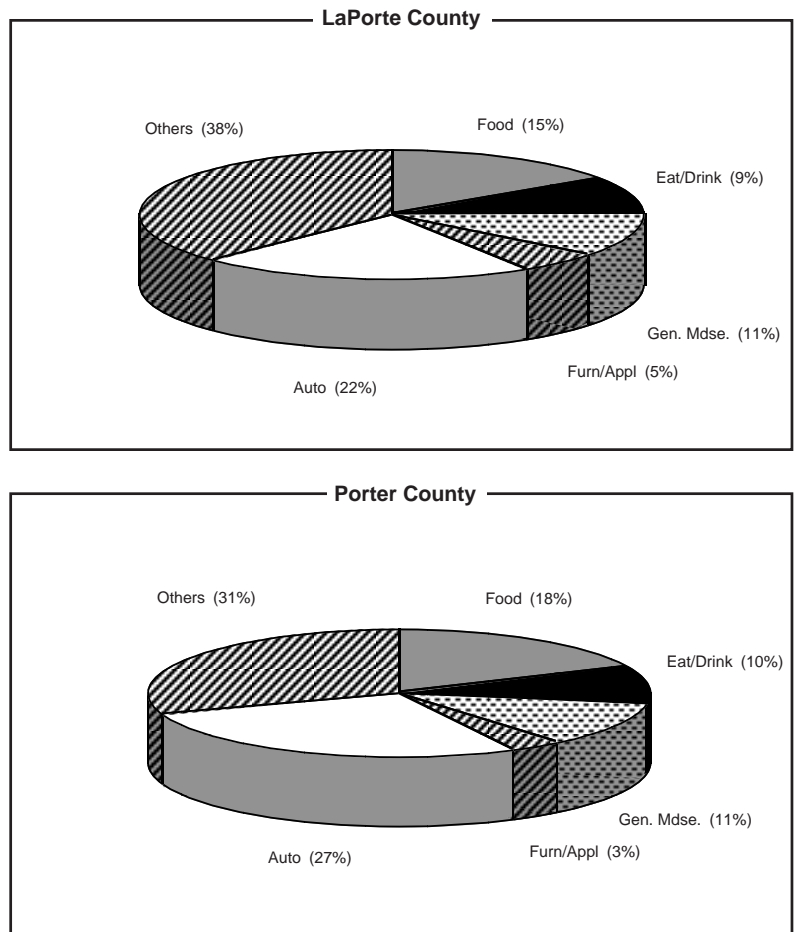
Figure 2 shows that from 1996 to 1997, Porter County gained 10.1 percent in food and 9.8 percent in auto sales, while LaPorte County reflected its largest gain (5.7 percent) in the Food category. During this period, Porter County experienced a decline in the general merchandise group (-0.9 percent), a category that includes any establishment that sells a number of lines of merchandise such as dry goods, housewares, hardware, home furnishings and accessories. Department stores, limited-price variety stores and miscellaneous general merchandise stores are also included in this group. LaPorte County experienced its decline in the Furniture/Appliance category (-10.7 percent) during this period.

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 1997, the Other and Automotive categories constitutes the largest share of the total retail sales in both LaPorte and Porter counties. The Furniture and 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.

(Figure 3)
RETAIL SALES BY CATEGORY
1997



Source: Sales & Marketing Management 1997 Survey of Buying Power

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

County	Total (,000)	Median Age	% Population by Age Group				Households (,000)
			18-24	25-34	35-49	+50	
1/1/97 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
1/1/96 LaPorte	110		8.1	14.8	24.2	27.4	39.8
Porter	140.9		9.1	13.8	26.1	23.1	49.9
1/1/95 LaPorte	109.7	35.5	8.5	15.1	23.5	27.3	39.5
Porter	139.2	33.9	9.5	14.2	25.6	22.9	49.0

Source: Sales & Marketing Management 1995-97 Survey of Buying Power

POPULATION

continued from page 3

(Table 4)
PROJECTED POPULATION
 (In Thousands)

County	1995	2000	2005	2010	2015	2020	2025	2030
LaPorte	109.7	108.2	108.9	109.6	110.2	110.6	110.7	110.4
Porter	132.5	133.0	134.4	135.3	135.0	133.5	130.7	127.1

Source: 1996 Bureau of Economic Analysis Regional Projections, U.S. Bureau Economic Analysis

(Table 5)
RETAIL TRADE EMPLOYMENT
 LaPorte and Porter Counties

SIC	Retail Trade	1995		1996		1st Qtr. 1997		Change 1995-1997 1st Qtr.	
		L	P	L	P	L	P	L	P
52	Building materials, hardware & mobile home dealers	566	583	546	661	535	695	-31	112
53	General merchandise stores	1,208	1,126	1,124	1,227	1,116	1,278	-92	152
54	Food stores	1,166	1,593	1,316	1,556	1,155	1,540	-11	-53
55	Auto dealers and gas service stations	992	1,323	1,036	1,507	1,041	1,455	49	132
56	Apparel & accessory stores	853	146	810	143	804	145	-49	-1
57	Home furniture, furnishings, & equipment stores	370	245	389	263	364	269	-6	24
58	Eating & drinking places	3,401	4,295	3,297	4,467	3,268	4,292	-133	-3
59	Miscellaneous retail	928	1,024	928	1,069	900	1,003	-28	-21
	Retail Trade Totals	9,484	10,335	9,446	10,893	9,183	10,677	-301	342

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

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 0.5 and 2.6 percent, respectively, from 1995 to 1997. Table 4 shows that from the year 2000 to 2030, population growth will average 0.34 and -0.74 percent in LaPorte and Porter counties (respectively) in each five-year period. Population in LaPorte County will increase at a slower rate until the year 2025. It will decline thereafter. Porter County's population will grow at decreasing rate up to the year 2010. Then it will decrease at an increasing rate. 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.

In 1995, the median age in both the nation and state was 34.1, while LaPorte and Porter counties were 35.5 and 33.9, respectively. 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

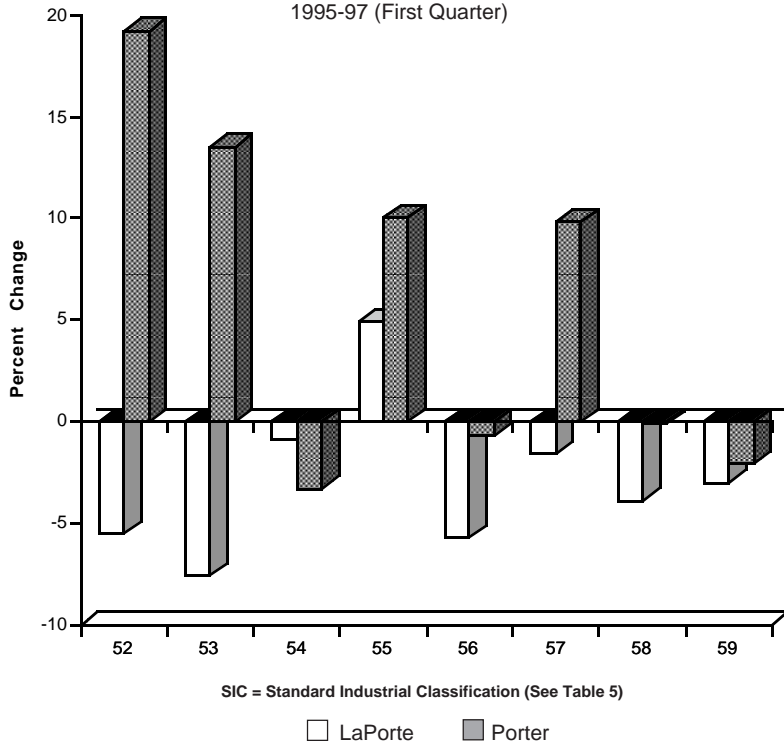
Although area manufacturing employment still commands the highest share of total employment, retail and service industry employment is growing in importance in both LaPorte and Porter counties. Jobs have steadily shifted from manufacturing into these sectors over the past decade. Retail employment plays a large part in this shift. The right-hand column in Table 5 shows a total decline in retail trade employment in LaPorte County of 3.2 percent (301 jobs), while Porter County gained 3.3 percent (342 jobs) from 1995 to the first quarter of 1997. Of eight Standard Industrial Classification (SIC) retail codes listed, only one in LaPorte County and four 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 General merchandise stores (-7.6 percent or 92 jobs). This category represented 12 percent of the total retail employment. In contrast, the largest gain in LaPorte County was in Automotive dealers and gasoline stations (4.9 percent or 49 jobs).

Porter County gained most of its retail trade employment in the Building materials, hardware & mobile home dealers (19.2 percent or 112 jobs). The decline occurred in Food stores (3.3 percent or 53 jobs). This category comprised 14.4 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 1995, the Eating and drinking places category had the largest share (35.9 percent in LaPorte County

(Figure 4)
CHANGE IN RETAIL TRADE EMPLOYMENT
 1995-97 (First Quarter)



EMPLOYMENT

continued from page 4

and 41.6 percent in Porter County), while the share for the Food stores category was 12.3 percent in LaPorte County and 15.4 percent in Porter County

In the first quarter of 1997, the Eating and drinking places category also had the largest share (35.6 percent in LaPorte County and 40.2 percent in Porter County), while the share for the Food stores category was 12.6 percent in LaPorte County and 14.4 percent in Porter County.

Figure 5 shows the trends of retail trade employment from 1991 to the first quarter of 1997. From 1991, Porter County has outpaced LaPorte County in retail trade employment. The average annual rate of growth in LaPorte and Porter counties was 1.52 and 3.13 percent, respectively.

Table 6 shows the number of retail trade employers. From 1995 to the first quarter of 1997, the number of employers in LaPorte and Porter counties increased by about 0.6 percent (4 employers) and 4 percent (25 employers), respectively. In the first quarter of 1997, LaPorte County had 680 retail employers (31 more employers than Porter County). The largest category of employers was Eating and drinking places.

In 1995, LaPorte County had 676 retail employers (52 more employers than Porter County). The largest category of employers was also Eating and drinking places.

Figure 6 shows that from 1995 to the first quarter of 1997, the largest growth in number of employers in LaPorte County was in Miscellaneous retail (9 percent) while in Porter County it was Auto dealers and Gas service stations (13.9 percent). The largest decline in LaPorte County was in Apparel & accessory stores, while Food stores led the slowdown category in Porter County.

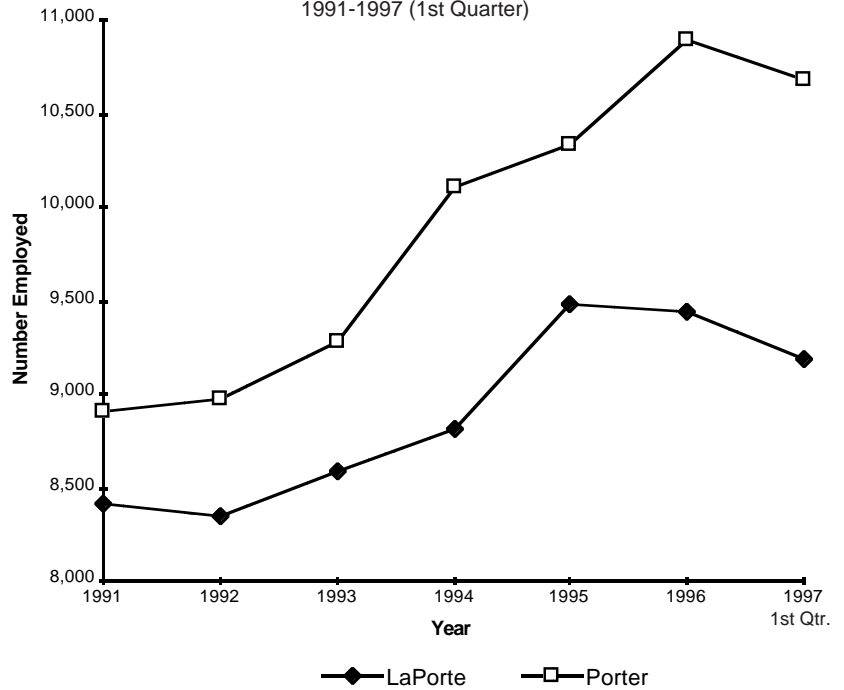
More Stable In Service Industry

The service industry appeared to be more stable throughout the business cycles. Both counties showed overall employment growth in the service industry during 1995 through the first quarter of 1997. Table 7 indicates a 3.8 percent (467 jobs) service-sector employment growth in LaPorte County and a 7.3 percent (1,197 jobs) growth in Porter County. Of 15 service categories, LaPorte experienced a decline in seven and Porter in only three categories.

Of the total service industry employment in the first quarter of 1997, health services still represented the highest share of employment (38.2 percent or 4,861 jobs) in LaPorte County. On the other hand, the highest share of service employment in Porter County was in educational services (about 34.2 percent or 5,986 jobs).

Of the total service industry employment in 1995 health services represented the highest share of employment (38.7 percent or 4,740 jobs) in LaPorte County. On the other hand, the highest share of service employment in Porter County was in educational services (about 33.6 percent or 5,486 jobs).

(Figure 5)
RETAIL TRADE EMPLOYMENT TRENDS
1991-1997 (1st Quarter)



Source: Indiana Department of Workforce Development

(Table 6)
RETAIL TRADE EMPLOYERS
LaPorte and Porter Counties

SIC	Retail Trade	1995		1996		1st Quarter 1997		Change 1995-1997 1st Qtr.	
		L	P	L	P	L	P	L	P
52	Building materials, hardware & mobile home dealers	32	40	33	39	33	42	1	2
53	General merchandise stores	18	12	16	12	17	12	-1	0
54	Food stores	48	55	46	48	50	48	2	-7
55	Auto dealers and gas service stations	103	101	110	113	112	115	9	14
56	Apparel & accessory stores	90	27	84	27	80	25	-10	-2
57	Home furniture, furnishings, & equipment stores	53	40	52	42	52	43	-1	3
58	Eating & drinking places	199	211	192	219	191	228	-8	17
59	Miscellaneous retail	133	138	141	137	145	136	12	-2
	Retail Trade Totals	676	624	674	637	680	649	4	25

Source: Indiana Department of Workforce Development

SIC = Standard Industrial Classification

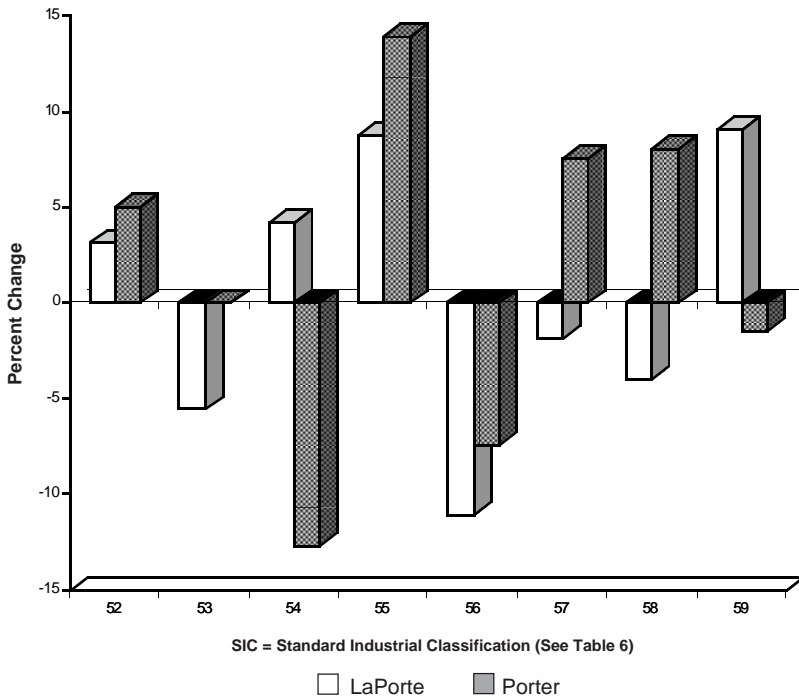
Figure 7 shows the trends of service employment from 1991 to the first quarter of 1997. Porter County has outpaced LaPorte County in service industry employment. The average annual rate of growth in LaPorte and Porter counties was 2.6 and 3.3 percent, respectively. Over the same period, seven categories in LaPorte County (Motion pictures, Miscellaneous repair services, Private households and Health services) experienced a decline. Only three categories (Auto repair, services & parking, Motion pictures, and Amusement & recreational services) declined in Porter County.

During this period, the number of employers in the service industry in LaPorte County increased by 2.7 percent (22 employers) and in Porter, 7.3 percent (74 employers).

EMPLOYMENT

continued from page 5

(Figure 6)
RETAIL TRADE EMPLOYERS
 Percent Change 1995-1997 (1st Quarter)



(Table 7)
SERVICE INDUSTRY EMPLOYMENT
 LaPorte and Porter Counties

SIC	Retail Trade	1995		1996		1st Quarter 1997		Change 1995-1997 1st Qtr.	
		L	P	L	P	L	P	L	P
70	Hotels, rooming houses, camps & other lodging places	281	354	285	405	261	390	-20	36
72	Personal services	500	486	493	460	516	514	16	28
73	Business services	1,367	1,934	1,465	2,033	1,347	2,230	-20	296
75	Auto repair, services and parking	291	511	315	525	309	508	18	-3
76	Misc repair services	131	170	133	156	124	197	-7	27
78	Motion pictures	119	215	134	128	158	152	39	-63
79	Amusement & rec services	320	584	352	621	284	514	-36	-70
80	Health services	4,740	4,417	4,847	4,522	4,861	4,568	121	151
81	Legal services	115	242	128	258	127	263	12	21
82	Educational services	3,074	5,486	3,257	5,468	3,532	5,986	458	500
83	Social services	432	662	428	723	448	763	16	101
86	Membership organizations	539	651	569	697	430	754	-109	103
87	Engineering, accounting, research, mgnt & rld svcs	288	549	281	565	286	608	-2	59
88	Private households	48	47	30	45	28	55	-20	8
89	Miscellaneous services	2		4	3	3	3	1	3
Service Industry Totals		12,247	16,308	12,721	16,609	12,714	17,505	467	1,197

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

Dominant Service Industry

According to Bruce F. Bendull, labor market analyst, the retail and service industries make up about 41 percent of all employment in LaPorte and Porter counties. Though each industry has approximately an equal employment size, the service industry is more dominant in average and total payroll as evident below.

Of retail jobs in the two counties, LaPorte's retail workers in 1995 averaged only \$11,788 per year and Porter's only \$12,608 annually. In 1996, annual average retail earnings in LaPorte and Porter counties were \$12,286 and \$13,021, 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. The 1996 total retail payroll dollars in LaPorte and Porter counties were \$115.7 million and \$141.8 million, respectively.

In 1995, LaPorte service jobs averaged \$19,923 and Porter's averaged \$20,328 per year, numbers which would be reduced if health services were excluded. In 1996, the service industry's annual average earnings in LaPorte and Porter counties were \$20,505 and \$20,629, respectively. Though benefit data are not available, these two industry groups (retail and service) overall provide few employee benefits. The 1996 total service payroll in LaPorte and Porter counties were \$199.7 million and \$221 million, respectively. Obviously, companies providing service injected more money into these two counties' economy than did area retailers.

"Though retail and service industries made up about 41 percent of employment in these two counties, their share in terms of total payroll dollars was only 26 percent of all industry payroll," added Bendull. In 1996, total wages paid by retail establishments in both counties made up only about 10 percent of the combined payroll for all area industries while service industries made up only 16 percent of the total.

Outlook: Employment at Near Record Levels

"Employment in the two-county area, as with many areas in the state, by the third quarter of 1997, 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. The unemployment rate for the nation in October was 4.4 percent, while the state of Indiana was 3.5 percent. This figure means that only 110,800 workers in the state were unemployed. Porter County bested both numbers by posting 3.1 percent (2,320 workers) while LaPorte County employed all but 3.3 percent (1,780 workers).

OUTLOOK

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Figure 8 shows the unemployment rate in LaPorte and Porter counties and in Indiana (not seasonally adjusted) from October 1995 to October 1997, 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 1996 to 1997. And, as Figure 8 depicts, the October 1997 unemployment rates for both counties were below the figures of the previous October. Population numbers of Porter and LaPorte counties 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 labor market analyst Bendull. However, the area's offices continue to report significant numbers of people seeking work. As of the end of October 1997, the offices in the City of LaPorte and Portage had an active file of 2,049 and 3,272 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 the increase in real wage.

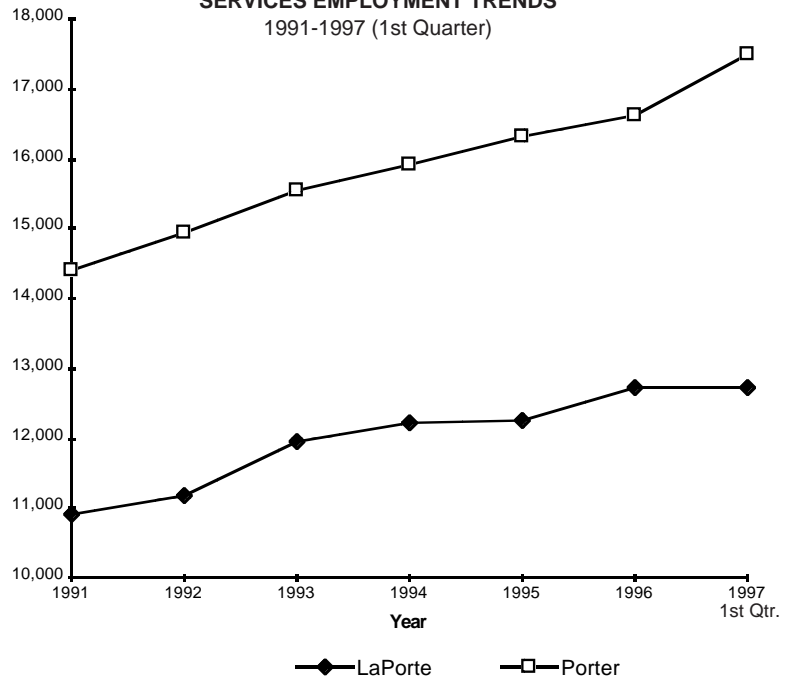
Above all, interest rates continue to be historically low. This encourages consumer spending and leads to growth in business expansion and construction in the area. "The outlook for overall employment in both LaPorte and Porter counties appears to be good for at least the first half of 1998, given weather related influences," said Bendull.

In the short term, Jeffrey M. Clapman, Service Supervisor of Manpower Inc. sees a trend the other way. 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," said Clapman. More than 16,000 employers in 488 cities throughout the U.S. participated in the survey. "The survey has been a significant indicator of actual changes in employment levels for twenty one years," added Clapman.

According to the survey, nationally, hiring patterns established in past quarters will vary little except for some seasonal variations that create a marginally brighter picture as 24 percent of firms say they will recruit new employees, 10 percent intend to cutback, 62 percent will remain unchanged and 4 percent are not yet certain.

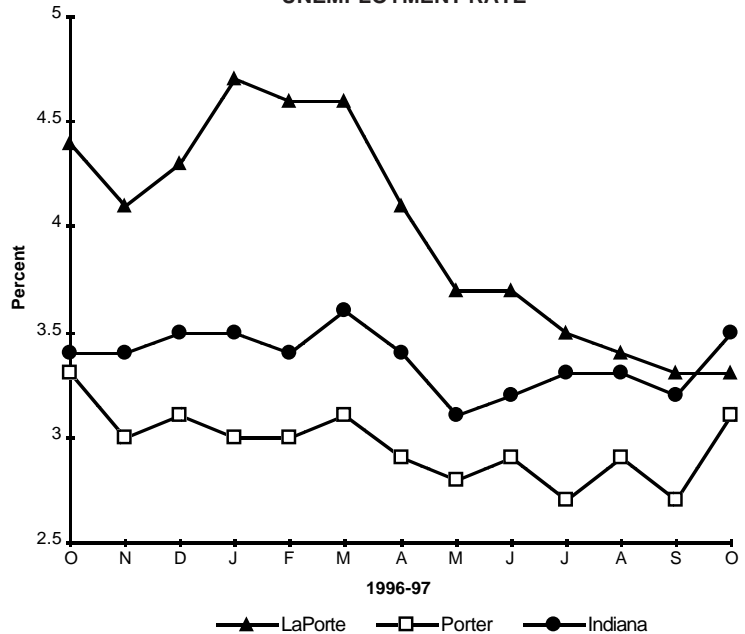
The Employment Outlook Survey for January, February, and March conducted by Manpower indicates that 16 percent of LaPorte employers contacted will add people in that period, while 6 percent say they will use fewer workers. In Michigan City, 13 percent forecast hiring, while 10 percent will have fewer on the payroll. In Valparaiso, 13 percent say they'll hire; 3 percent say hiring will be down. So look out for another strong year in retailing and service, with low unemployment rates and increased sales.

(Figure 7)
SERVICES EMPLOYMENT TRENDS
1991-1997 (1st Quarter)



Source: Indiana Department of Workforce Development

(Figure 8)
UNEMPLOYMENT RATE



(Table 8)
EMPLOYMENT OUTLOOK SURVEY
(for the 1st Quarter 1998)

(All figures are percentages)					
	Increase	No Change	Decrease	Don't Know	Net (Inc. - Dec.)
LaPorte	16	75	6	3	10
Michigan City	13	77	10	0	3
Valparaiso	13	84	3	0	10
Indiana	22	62	13	3	9
Midwest	24	62	11	3	13
National	24	62	10	4	14

Source: Manpower, Inc.

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