



UTAH DATA GUIDE

A NEWSLETTER FOR DATA USERS

VOL. 4 NO. 1

JANUARY 1985

1984 BASELINE PROJECTIONS

Under the leadership of the Utah Office of Planning and Budget's Data Resources Section (State Data Center), a completely new projection of "Baseline" or "most likely" economic and demographic conditions, through the year 2010, for the State of Utah, its counties, and its multi-county planning districts (MCD'S) has been prepared. The primary purpose of these projections is to make available to state agencies updated population projections for planning and budget purposes in an effort to achieve planning coordination. It is also hoped that local governments and private industry will also utilize the projections to further achieve planning coordination. It is the current policy of the office of Planning and Budget (OPB), beginning in 1985, to provide annual updates of population projections.

This projection is called "Baseline 1984." A baseline projection reflects the future based on the existing economic structure of the area and the changing demographic characteristics of the population. The baseline is not a prediction or forecast of the future but rather an attempt to depict the direction current trends are likely to take without major changes in the economic base. Characteristic of the baseline projection are declining growth rates over time. It is assumed that with a given economic structure, an area will begin to stabilize over the years as the economy matures.

These new baseline projections represent the work and thought of many people. The project has involved extensive refinement of the procedures and analyses used to calibrate the Utah Process Economic and Demographic Model (UPED) -- the model OPB has used for many years to generate both baseline and impact projections. It has also involved extensive initial data gathering both to update data sources previously and routinely used and to discover and incorporate a number of sources not previously utilized. Also, major advancements have been made in computerizing the process itself.

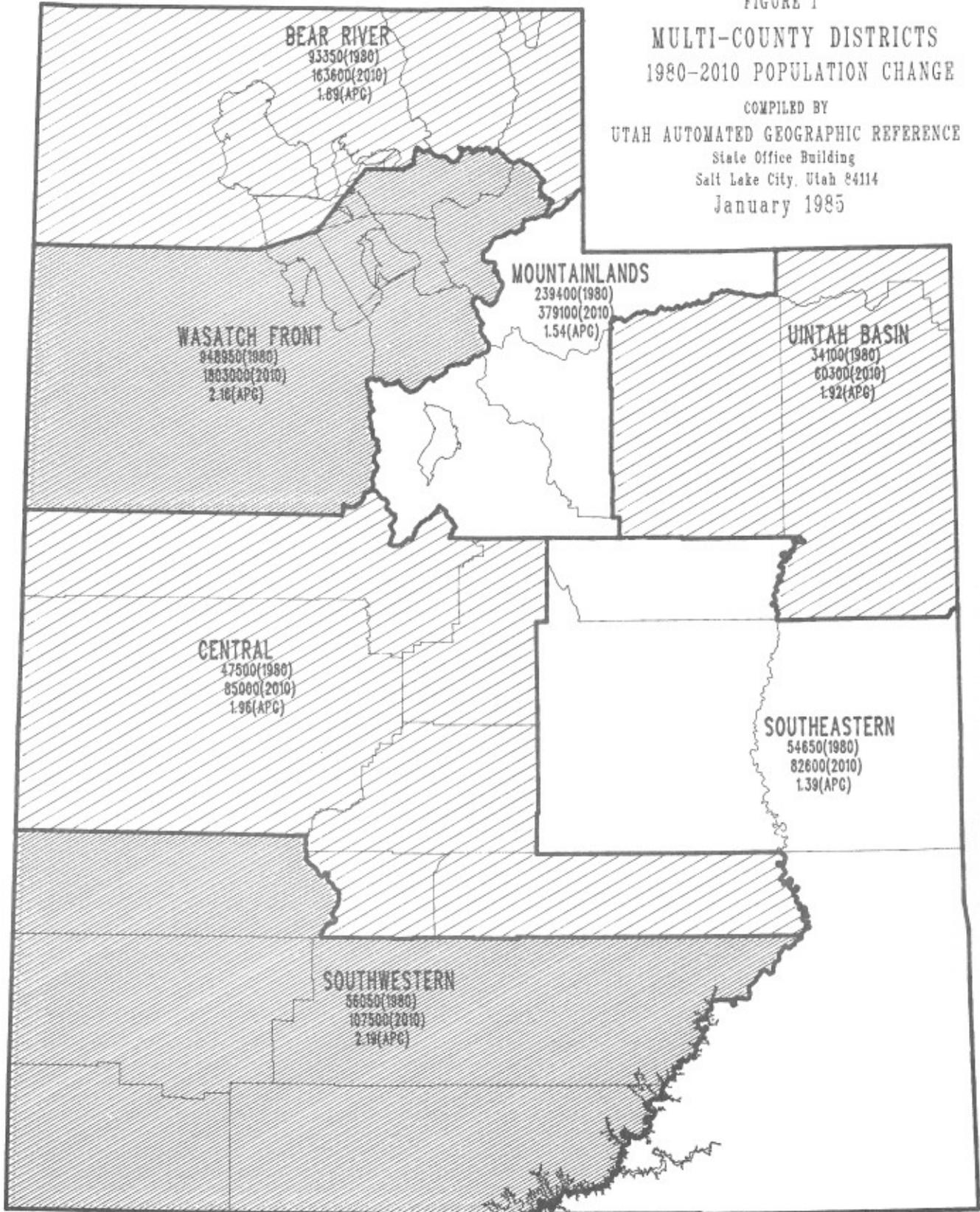
Generation of initial input data assumptions involved personnel representing a number of state agencies including the Bureau of Health Statistics, the Department of Employment Security (Job Service), and the University of Utah's Bureau of Economic and Business Research. Once initially estimated, these assumptions were subjected to review by other state agencies, multi-county Associations of Governments (AOG's), and county and city officials and planners. As a result of these

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UTAH STATE OFFICE OF PLANNING AND BUDGET
116 STATE CAPITOL BLDG. SALT LAKE CITY, UTAH

FIGURE 1
 MULTI-COUNTY DISTRICTS
 1980-2010 POPULATION CHANGE

COMPILED BY
 UTAH AUTOMATED GEOGRAPHIC REFERENCE
 State Office Building
 Salt Lake City, Utah 84114
 January 1985



EXPLANATION

2.1% - 2.2%
 1.7% - 2.0%

0.0% - 1.6%

MCD NAME
 1980 POPULATION
 2010 POPULATION
 AVE. ANNUAL % GROWTH

PRIMARY SOURCE MAP:
 U.S. DEPARTMENT OF COMMERCE
 BUREAU OF THE CENSUS, 1980
 POPULATION DATA:
 UTAH OFFICE OF PLANNING
 AND BUDGET
 DATA RESOURCES SECTION

Table 1
Baseline Population Projections by
Multi-County Planning Districts (MCD)
1980-2010

MCD	1980	1985	1990	1995	2000	2010
Bear River	93,350	106,500	121,200	131,800	139,900	163,600
Wasatch Front	948,950	1,058,200	1,230,200	1,378,200	1,490,700	1,803,000
Mountainlands	239,400	277,300	309,700	325,100	326,900	379,100
Central	47,500	63,600	67,600	67,400	72,000	85,000
Southwest	56,050	65,600	72,800	79,800	87,200	107,500
Uintah Basin	34,100	40,700	46,700	49,300	51,600	60,300
Southeast	54,650	59,700	64,200	68,100	70,300	82,600
State Total	1,474,000	1,665,700	1,912,400	2,099,600	2,238,700	2,681,100

reviews, the input assumptions were adjusted where appropriate to reflect reviewers' concerns and specialized knowledge. In this sense, this projection represents a consensus best estimate of future conditions as generated by the UPED Model when "fed" the assumptions resulting from this extensive analytical/judgmental process.

From Table 1 and Figure 1, it is clear that Utah should continue to experience relatively rapid growth through the rest of the 20th century and well into the 21st century. All parts of the state are expected to participate in population growth (and its underlying economic expansion) through the next twenty five years. This growth is not uniformly distributed. In growing from a 1980 population of 56,050 to 107,500 in 2010, the Southwestern (Five County) MCD is projected to grow at an annual growth rate of 2.2 percent. This is the fastest average growth rate of all the MCD's. At the other extreme, the Southeastern MCD shows an annual average growth rate projection of 1.4 percent by growing from 54,650 in 1980 to 82,600 in 2010. The historically natural resource dependent rural counties face the prospect of not being able to provide adequate jobs to employ all of their young people as they age into the labor force.

The State as a whole is projected to reach a population just over 2,681,000 in the year 2010. This represents an average annual rate of growth of 2 percent from the July 1, 1980 population of 1,474,000. This is a rate more than double the national growth rate over the same period. The overall state-level picture for most years is one of adequate job growth to meet Utah's employment needs and of continued in-migration, however, for several years around the turn of the next century, the entire state will experience out-migration as a result of inadequate employment opportunities. The geographic distribution of these jobs will probably require migration within the state from the slower growth MCD's to those which are growing more rapidly, particularly the metropolitan counties.

A summary report of these projections is available in the Office of Planning and Budget (533-6082). Considerable detailed projection information is also available upon request. The Data Resources Section will be re-calibrating the Spatial Allocation Model (SAM) to derive still better geographic detail. Once this model is re-calibrated, projections of population and employment by industry will be available at the Census County Division (CCD) level. This effort should be completed in the next 4 to 5 months. Also the Data Resources Section will be working with the Bureau of Economic and Business Research and the Utah Office of Education, to produce county and school district projections by age and sex. This project is scheduled to be completed by June, 1985. Thus, within the next seven months, baseline projections will be available at whatever detail is necessary to accommodate planning needs.

1982 ECONOMIC CENSUS REPORTS FOR UTAH

Many of the final Utah reports from the 1982 Economic Census are now available here at the State Data Center. The geographic area reports for Utah provide economic statistics for the state, its two SMSA's, each county, and for incorporated cities of 2,500 inhabitants or more. The economic censuses constitute a comprehensive canvas of the Nation's industrial and business activities at 5 year intervals, providing data users with a major source of facts about the structure and functioning of the U.S. economy. For 1982, they cover retail trade, wholesale trade, service industries, construction industries, manufactures, mineral industries, and transportation.

The economic censuses provide information essential for government, business, industry, academic, and general-public use. For the Federal Government, these programs contribute an important part of the framework for such composite measures as the gross national product, input-output tables, indexes of industrial production, and indexes of productivity and price levels. Managers and consultants in the private sector use small-area data from the censuses to gauge potential markets, analyze sales performance, lay out sales territories, allocate funds for advertising, and decide on locations for new plants, warehouses, stores, or routes. State and local governments are interested in economic census figures to assess business activity and tax bases within their jurisdictions and in developing programs to attract business. Businesses have the opportunity to compare their own operations with industry-wide or area-wide averages derivable from these censuses.

The following four state reports are currently available for Utah.

1982 Census of Wholesale Trade — this publication covers business establishments primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, farm, or professional users; or to other wholesalers. Wholesalers are grouped and defined consistent with the Standard Industrial Classification (SIC) Manual. Data from the 1982 Census of Wholesale Trade show that Utah's 2,585 wholesale establishments had sales totaling \$8.7 billion. In 1977, 2,301 wholesalers had sales of \$5.4 billion. The 1982 payroll of all wholesalers in the State amounted to \$551 million, compared to \$328 million for 1977. Payroll per employee averaged \$17.8 thousand for all wholesalers.

There were 31,016 paid employees (full- and part-time) engaged in wholesale trade in the State as of mid-March 1982. Merchant wholesalers were the largest employers, with 25,244 employees; followed by manufacturers' sales branches and offices, with 4,423 employees; and agents, brokers, and commission merchants, with 1,349 employees.

For 1982, sales for all wholesalers in the State averaged \$3.4 million per establishment, while sales per employee in the State averaged \$281 thousand. Salt Lake County led all counties in the State, accounting for 76.6 percent of total sales by wholesalers. Salt Lake City had the largest sales among all cities in the State, and accounted for 58.1 percent of total sales by wholesalers.

1982 Census of Retail Trade — included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Utah's 11,460 retail stores had sales totaling \$6.3 billion in 1982, this compares to 10,059 stores with \$4.1 billion in sales during 1977. The average sales per establishment 1982 was \$552 thousand; compared to \$411 thousand in 1977. In 1982, department stores (including leased departments) averaged \$9.8 million sales per establishment; new car dealers, \$5.3 million; grocery stores, \$2.2 million; furniture stores, \$945 thousand; and drug and proprietary stores, \$717 thousand.

As of mid-March 1982, there were 88,740 paid employees (full- and part-time) compared to 81,048 in 1977 working in retail trade. Eating places were the largest employers, with 27,483 employees; followed by grocery stores, 13,425 employees; and department stores with 9,285. For all retail stores with a payroll, average sales per employee was \$70 thousand in 1982. Salt Lake County accounted for 48.0 percent to total sales by retailers in 1982, while Salt Lake City had the largest sales among all cities in the State, with 19.9 percent of the State total.

1982 Census of Retail Trade; Major Retail Centers in SMSA's — this report represents a recompilation of data collected in the 1982 Census of Retail Trade into two types of areas: (1) central business districts (CBD's); and (2) major retail centers (MRC's). The only areas that are covered by this publication are counties that are part of Utah's two Standard Metropolitan Statistical Areas (SMSA's); this includes Davis, Salt Lake, Tooele, Utah and Weber counties.

A *central business district (CBD)*, as defined by the Census Bureau, is the downtown retail area of an SMSA central city, or other SMSA city of 50,000 persons or more. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. There are three CBD's defined for Utah; the Provo CBD, the Salt Lake City CBD, and the Ogden CBD.

A *major retail center (MRC)*, is a concentration of at least 25 retail stores located inside an SMSA but outside a CBD. MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" and combinations of planned and unplanned centers. There are 10 MRC's defined in Utah's SMSA counties; two examples are the Sugarhouse area in Salt Lake County and the center known as Grand Central Shopping Center/Carillon Square/University Mall in Utah County.

The Major Retail Centers report includes statistics on the kinds of retail establishments there are, the number of establishments; their sales, payroll and number of employees. In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. All of the tables in this and other 1982 Economic Census reports are a summary of like firms using the SIC manual.

1982 Census of Service Industries — includes businesses or operations that are "for-profit", subject to Federal income tax; and "non-profit" firms, exempt from Federal income tax. Separate tables are provided for taxable and non-taxable businesses.

For firms subject to federal income tax, the 1982 Census of Service Industries show that Utah had 7,887 service industries establishments with receipts totaling \$2.2 billion and

payroll of \$770 million. Receipts per establishment averaged \$275 thousand and receipts per employee averaged \$36 thousand in 1982. Receipts of offices of physicians, the largest kind of service business in the State in terms of receipts, totaled \$285 million, compared to \$139 million in 1977. Other leading kinds of business in 1982 are hotels, motor hotels, and motels with receipts of \$188 million; engineering, architectural, and surveying services with \$174 million in receipts; and legal services \$151 million. There were 59,792 paid employees (full- and part-time) working in service industries in the State as of mid-March 1982. Hotels, motor hotels, and motels were the largest employers, with 7,975 employees; followed by offices of physicians, 5,060 employees; and nursing and personal care facilities, 3,448. Salt Lake County and Salt Lake City accounted for 64 percent and 42 percent respectively of total receipts in Utah.

There were 647 service industries *organizations that were exempt from Federal income tax* in Utah. They had revenue totaling \$191 million, expenses of \$166 million, and payroll of \$65 million in 1982. There were 6,986 paid employees (full- and part-time) working for these organizations. Civic, social, and fraternal associations were the largest employers, with 1,566 employees and with revenue of \$30 million.

These Utah reports from the 1982 Economic Censuses are available at the State Data Center for \$2.50 each. In addition to these state reports much of the 1982 Censuses are reported by industry nationwide. Fuels and Electric Energy Consumed from the Census of Manufactures and Concrete Work Special Trade Contractors from the Census of Construction are examples of two reports currently available. A publication, **Guide to the 1982 Economic Censuses and Related Statistics**, describes the scope, coverage, classification system, data items, and publications for each of the economic censuses and their related surveys, as well as special reports. It also reviews other Census Bureau data series (agriculture, foreign trade, housing, etc.) that provide information of value to economic statistics users. Single copies are free, subject to available supply. Write or telephone: Customer Services, Data User Services Division, Bureau of the Census, Washington, D.C. 20233, (301) 763-4100. For further information or assistance concerning any part of the 1982 Economic Censuses please contact the *Utah State Data Center at 533-6082*.

1990 CENSUS PLANNING MEETING IN UTAH

Planning for the 1990 Census of Population and Housing is well under way at the Bureau of the Census. The overall goal for the next decennial census is to produce the most reliable and usable set of data possible while still containing costs. Some of the proposed changes for improving the 1990 Census include: increased publicity and community outreach, improved management and training of temporary personnel, development of a more accurate and less costly address list, greater automation and data handling at the time of data collection, and improved coverage through higher response rate and better follow-up procedures.

As you may know the Bureau of the Census is conducting a series of 1990 Census Planning Meetings throughout the county. The purpose of these meetings is to listen to the needs of local users of decennial Census information and to get their recommendations for improving the next Census in 1990. In order to better meet the needs of those who use the data the Census Bureau needs feedback from a cross-section of data users; local government officials and community leaders, businessmen, researchers, librarians and private citizens. The Utah State Data Center will be sponsoring such a planning meeting on **Tuesday, July 9, 1985**. Representatives from various divisions of the Census Bureau will give short presentations on issues relating to population, housing, geography, and data products and services. Each of these presentations will be followed by a discussion period in which participants will have an opportunity to ask questions and make suggestions.

The Census Bureau wants to hear your recommendations regarding:

- * Modifications or deletions of population and housing items
- * New population or housing subjects
- * Geographic detail needed by subject matter
- * Data products and formats
- * User guides and other material
- * User services
- * Publicity and community relations

Data users throughout Utah are encouraged to attend this meeting to express their ideas and suggestions. Those who are unable to attend the meeting are asked to submit their ideas and comments in writing to the State Data Center. Circle July 9, 1985 on your calendar and don't miss this opportunity to present your ideas on how to improve the 1990 Census of population and housing.

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MONTHLY PRODUCT ANNOUNCEMENT

The Monthly Product Announcement is a free list describing all Census Bureau products that become available each month. Included are order forms for requesting materials from the Census and the U.S. Government Printing Office. Products listed each month include: Publications, Computer Tape Files, Printed Maps and Microfiche.

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The Utah State Data Center's purpose is to assist data users in the public and private sectors in accessing and using the broad range of statistical data available from the Bureau of the Census, other federal government agencies, as well as state and local governments in Utah. There are twenty organizations (listed below) affiliated with the Utah State Data Center. The lead organization is the Data Resources Section in the State Office of Planning and Budget (533-6082).

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Marriott Library, University of Utah.....	Julie Hinz	581-8394
Harold Lee Library, Brigham Young University	Susan Fales	378-6179
Merrill Library, Utah State University	Karlo Mustonen	750-2683
Stewart Library, Weber State College	Ruth Turner	626-6546
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