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ANALYSIS OF SELECTED SERVICE TRADES IN THE CAPE KENNEDY AREA by Ralph H. Blodgett

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SELECTED SERVICE TRADES

Another important index of state and regional development is found in the total receipts of and number of establishments in the selected service trades. The selected service trades include the following classifications:

1. Personal Services (Power, hand, and self-service laundries, industrial launderers, linen supply shops, and diaper service; cleaning and dyeing plants; beauty and barber shops; shoe repair shops; photographic studios, shoeshine parlors; hat cleaning shops; morticians and crematories; cleaning and pressing shops; shops repairing and altering clothing; shops providing fur repairs and storage; Turkish baths, massage and reducing salons; and miscellaneous personal services).

2. Miscellaneous Business Services (Shops and establishments providing advertising services; mercantile and consumer credit reports, collection and adjustment; duplication, addressing, mailing, mailing list, and stenographic services; blueprinting and photocopying services; window cleaning; exterminating and disinfecting services; news, pictures, features, and reporting services; employment services; research, development, and testing services; business and management consulting services; interior decorating; sign painting; equipment rental; auctioneers' services; photofinishing; telephone answering; and other services).

3. Automobile Repair, Automobile Services, and Garages.

4. Miscellaneous Repair Services (Establishments providing repairs for radio and television sets, refrigerators, and other electrical appliances; watches, clocks, and jewelry; locks and guns;

Selected Service Trades

musical instruments; farm machinery; lawn mowers, saws, knives, and tools; and typewriters. Also firms engaged in armature rewinding, electric motor repair and rebuilding, reupholstery and furniture repair, welding; and miscellaneous activities).

5. Motion pictures (Firms producing and distributing or exhibiting motion picture films, and furnishing services to the motion picture industry).

6. Amusement and Recreation Services, except Motion Pictures (Dance halls, studios, schools, bands and orchestras; entertainment and classical music groups; theatrical presentations and services; billiard and pool parlors; bowling establishments; baseball, football, and other athletic clubs and promoters; race track operations, including racing stables; public golf courses, golf clubs, and country clubs; swimming pools; skating rinks; boat and canoe rentals; other commercial sports; amusement parks and devices; carnivals, circuses, and fairs; tourist attractions; coin-operated amusement devices; and other commercial amusements).

7. Hotels, Motels, Tourist Courts, and Camps.

The selected service trades do not include medical and other health services, legal services, education service, museums, art galleries, botanical and zoological gardens, or non-profit membership organizations.

Selected Service Trades - Total Receipts

The status of Florida in relation to the United States was more favorable for total receipts from the selected service trades than for total retail sales in past years. In 1948, for example, Florida

Selected Service Trades

had 2.48 per cent of the nation's total receipts from the selected service trades, but only 1.74 per cent of the nation's total retail sales. In 1954, the shares were 2.79 per cent of the total receipts from the selected service trades and 2.36 per cent of the total retail sales.

On the other hand, the situation of the seven-county region under study relative to the State of Florida as a whole has been less favorable for total receipts from the selected service trades than for total retail sales. In 1948, the region had 11.89 per cent of the state's total retail sales, but only 8.39 per cent of the state's total receipts from the selected service trades. In 1954, the comparable figures were 11.45 per cent for total retail sales and 8.61 per cent for total receipts from the selected service trades.

From 1939 to 1954, total receipts from the selected service trades increased by 34.40 per cent a year on the average in the region, but at an annual average of 41.90 per cent in the state. As a result, the region's share of the state's total receipts declined from 10.24 per cent in 1939 to 8.61 per cent in 1954. Over the period, the region contributed only 8.35 per cent of the increase which occurred in the state's total receipts from the selected service trades.

From 1954 to 1963 the situation was quite different under the influence of the NASA program. The region's receipts from the selected service trades increased at an average annual rate of 28.73 per cent, or more than double the rate of 14.15 per cent achieved by the state. The region's share of the state's total receipts increased from 8.61 per cent to 13.58 per cent over the period, and the

Selected Service Trades

region furnished 17.48 per cent of the increase which occurred in the state's total receipts from the selected service trades. The average annual rate of increase of 28.73 per cent for the region from 1954 to 1963 may be compared with its rate of increase of 15.19 per cent a year on the average in total retail sales.

Brevard County was far and away the leading county in the region in the matter of rates of increase in total receipts from the selected service trades from 1954 to 1963 with an amazing rate of increase of 151.06 per cent a year. This meant that total receipts were between 14 and 15 times as great in 1963 as in 1954. Brevard County furnished almost 44 per cent of the increase in total receipts which occurred in the region over this period and 7.64 per cent of the increase which took place in the state.

With all this going on in Brevard County, it is not surprising that no other county in the region had an average annual rate of increase in total receipts as great as that for the region as a whole from 1954 to 1963. However, all counties in the region except Volusia and Lake had average annual rates of increase which were above that for the state as a whole. Brevard County's share of the region's total receipts increased from 8.27 per cent in 1954 to a tremendous 33.85 per cent in 1963. The latter figure even exceeded Orange County's 32.83 per cent. Of course, all counties in the region except Brevard had smaller shares of the region's total receipts in 1963 than in 1954.

Details concerning the relative proportions of county populations and total receipts from the selected service trades in 1954, 1958, and 1963 are shown in Table 1. While every county in the region

Selected Service Trades

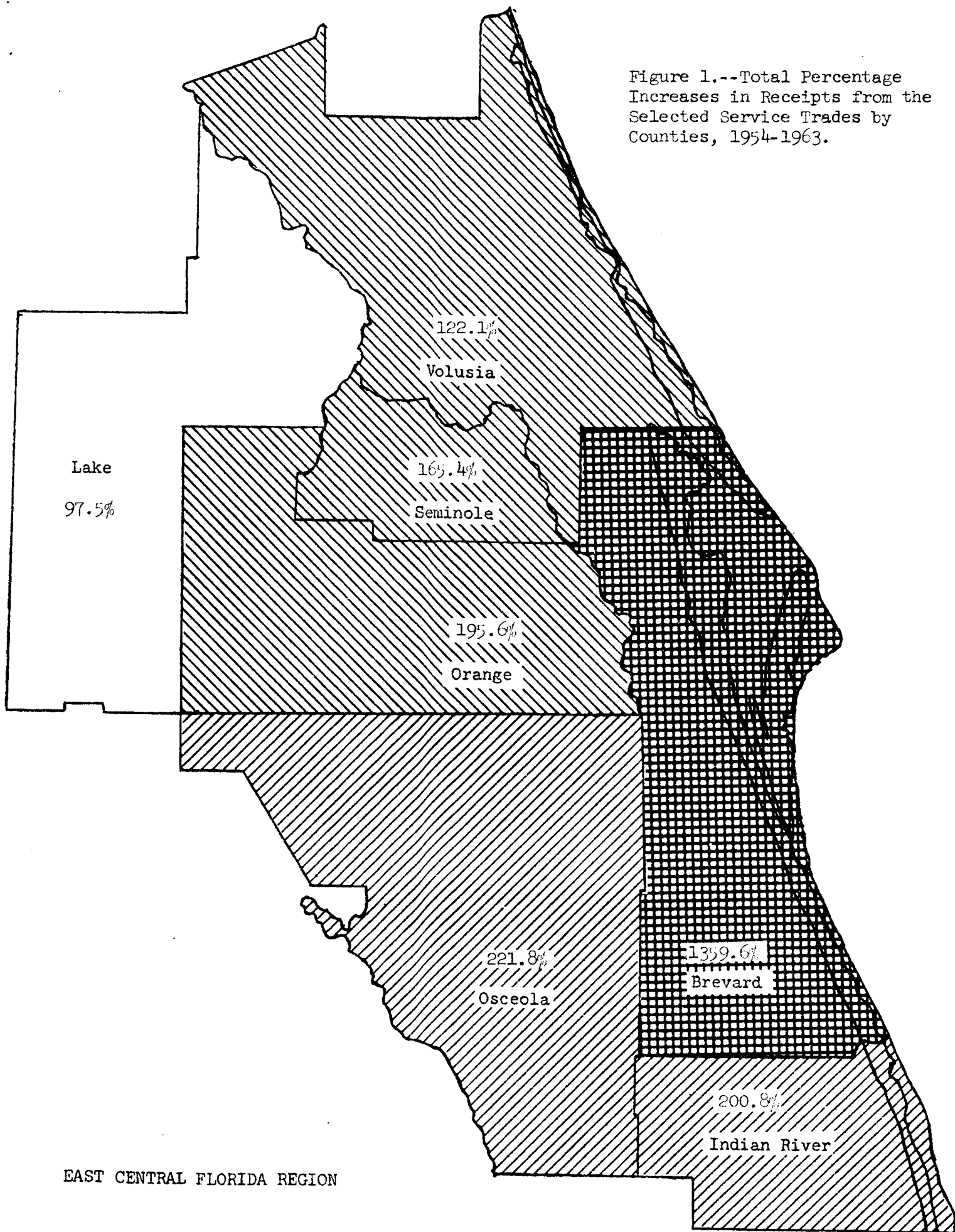
gained receipts from the selected service trades at a more rapid rate than that at which it gained population from 1954 to 1963, it may be seen from the table that only Brevard and Volusia Counties had larger shares of the region's total receipts than of its population by 1963. Figure 1 indicates the total percentage increases in receipts from the selected service trades which the various counties in the region experienced from 1954 to 1963.

Table 1. - Relative Proportions of County Populations and Receipts from the Selected Service Trades to Regional Totals

County	1954		1958		1963	
	Total Receipts %	Population %	Total Receipts %	Population %	Total Receipts %	Population %
Brevard	8.27	10.64	11.95	15.49	33.85	19.54
Indian River	3.14	3.62	4.24	4.11	2.65	4.03
Lake	6.81	10.74	6.11	8.80	3.77	8.17
Orange	39.62	42.03	42.99	42.30	32.83	38.46
Osceola	1.19	3.22	1.58	2.75	1.07	2.72
Seminole	5.32	8.27	4.19	8.26	3.96	8.70
Volusia	35.65	21.46	28.55	18.29	21.87	18.38
Ratio of Region to State	8.61	11.56	9.55	12.98	13.58	13.65

It was relatively easy to project the growth of total receipts from the selected service trades in the United States as a whole and come up with figures of \$49.2 billions for 1965, \$60.9 billions for 1970, and \$72.5 billions for 1975. Projections for the State of Florida were made on the basis of all the methods which were described in connection with retail trade. It seemed likely that Florida would continue to grow rapidly in terms of total receipts from the selected service trades, so the projections finally selected for presentation

Figure 1.--Total Percentage Increases in Receipts from the Selected Service Trades by Counties, 1954-1963.



EAST CENTRAL FLORIDA REGION

Selected Service Trades

were those based upon the changing ratio of the state's total receipts to those of the country as a whole in the past. Starting from a level of \$1,492 millions in 1963, these projections indicate total receipts for the state of \$1,710 millions in 1965, \$2,305 millions in 1970, and \$2,973 millions in 1975. If these increases should occur, the state's total receipts would be 3.47 per cent of the national total in 1965, 3.79 per cent in 1970, and 4.10 per cent in 1975.

In many areas and, indeed, in the country as a whole, sales of services seem to develop rather slowly while retail trade in commodities is building up rapidly. Later, when retail trade has reached a high level and personal and family incomes have increased greatly, people tend to spend an increasing share of their total incomes on services and total receipts from such sales come on with a rush. This seems to be what has been going on in the seven-county region under study.

Thus, while regional projections were made on the basis of all the methods previously described in connection with retail trade, the ones finally selected for use were the relatively high ones based upon the changing ratio of the region's total receipts from the selected service trades to those of the country as a whole in recent years. From a level of \$202.6 millions in 1963, these projections indicate total receipts of \$247.4 millions in 1965, \$378.7 millions in 1970, and \$537.9 millions in 1975. On a percentage basis, it is indicated that the region will advance from 13.48 per cent of the state total in 1963 to 14.47 per cent in 1965, 16.43 per cent in 1970, and 18.09 per cent in 1975.

Selected Service Trades

Projections of total receipts from the selected service trades for the individual counties in the region were also made on the basis of the various methods previously noted in connection with retail trade. In the present case, it was considered unrealistic to use projections based upon the changing ratios of the individual counties' total receipts to those of the state as a whole in recent years. Two counties had rapidly declining shares of the state's total receipts in recent years and this type of projection would have left these counties with very low receipts from the selected service trades by 1975. The projections finally used were those based upon past trends in the total receipts of the individual counties themselves, without reference to those of any larger area. Of course, the projections were adjusted for each year to add to the regional totals previously projected. Projections for 1965, 1970, and 1975, as well as actual data for 1963, covering the individual counties, the region, and the state are shown in Table 2. The county projections, along with actual total receipts in 1948, 1954, 1958, and 1963, are presented in Figure 2, while the increases which the various counties would achieve by 1975, in terms of percentages of the state's total receipts, are shown in Figure 3.

Selected Service Trades

Table 2. - Total Receipts of Selected Service Trades in the Individual Counties, the Seven-County Region, and the State of Florida in 1963, and Projections for 1965, 1970, and 1975

County	1963 Total (thousands)	1965 Projection (thousands)	1970 Projection (thousands)	1975 Projection (thousands)
Brevard	\$ 68,599	\$ 87,120	\$ 141,640	\$ 208,130
Indian River	5,364	6,470	9,750	13,710
Lake	7,640	8,920	12,660	17,140
Orange	66,529	80,290	120,650	169,460
Osceola	2,172	2,640	3,990	5,640
Seminole	8,024	9,610	14,270	19,890
Volusia	44,310	52,320	75,730	103,910
Region	\$ 202,638	\$ 247,370	\$ 378,690	\$ 537,880
State	\$1,492,073	\$1,709,770	\$2,304,850	\$2,972,580

Selected Service Trades - Receipts by Types of Services

Data are not available to permit a detailed study of the distribution of the total receipts from sales of services among the various classifications of services in the region and the state over a long period of time. In the state as a whole it is possible to observe that, as the state grew up rapidly from 1948 to 1958, the share of total receipts going to firms selling personal services declined noticeably, as did the shares going to firms operating hotels, motels, tourist courts, and camps and those furnishing motion pictures and other amusements and recreations. There were slight increases in the shares of total receipts going to firms selling automobile repairs and services and miscellaneous repair services, but the most conspicuous change was a tripling of the percentage of total receipts going to firms selling miscellaneous business services.

Table 3 shows the percentage distribution of the total receipts from the selected service trades among the various classifications of

Figure 2.--Actual and Projected Total Receipts from the Selected Service Trades by Counties.

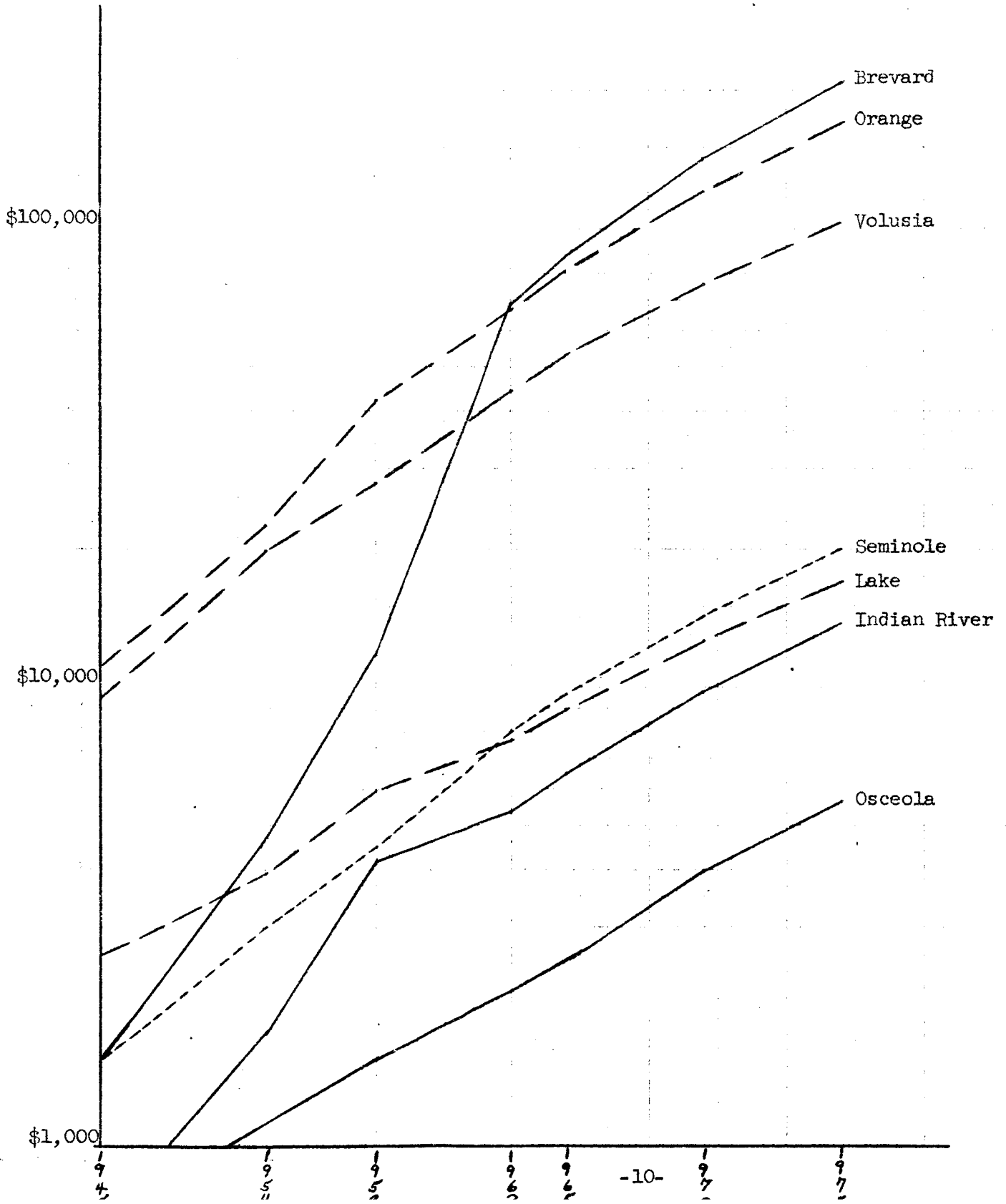
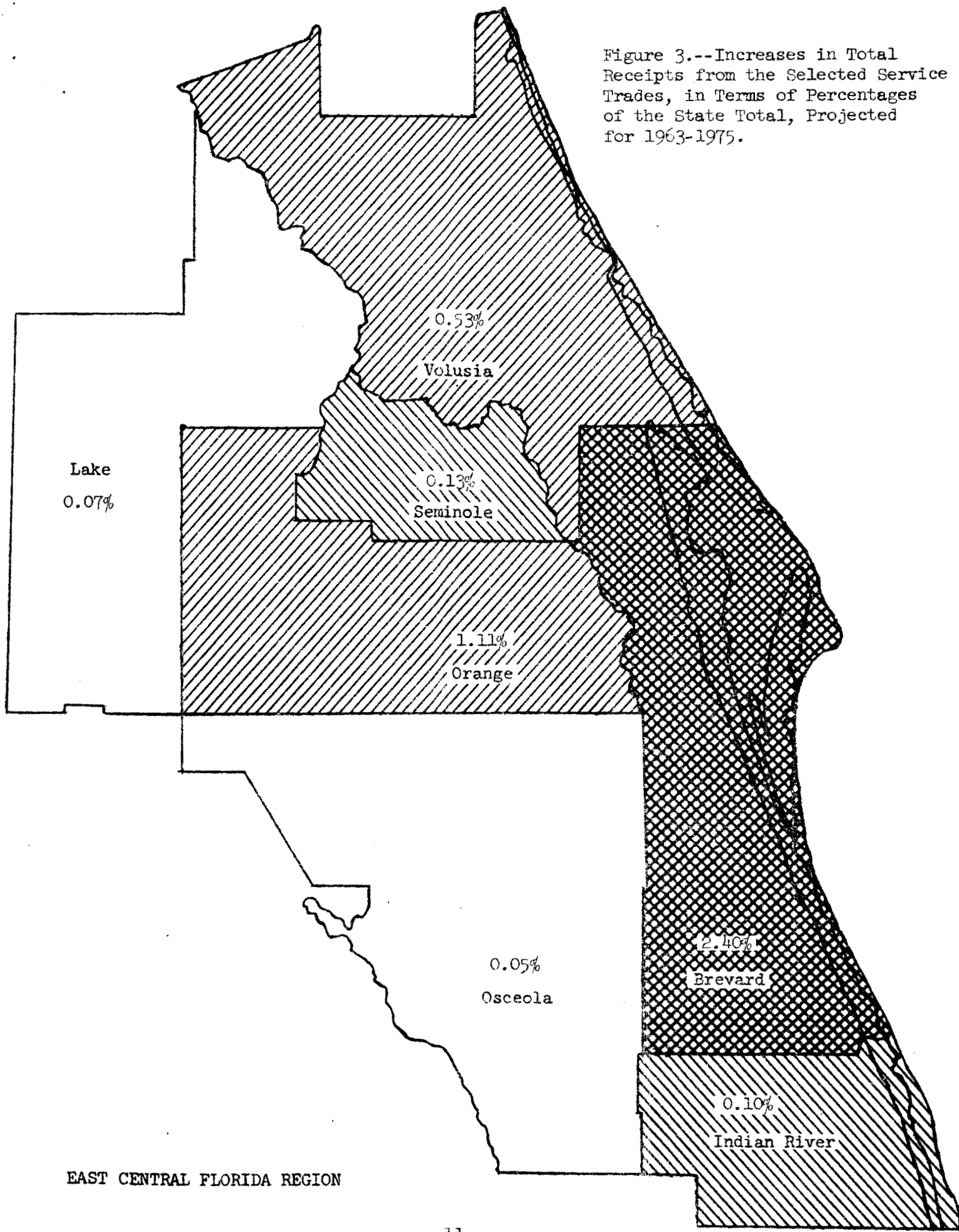


Figure 3.--Increases in Total Receipts from the Selected Service Trades, in Terms of Percentages of the State Total, Projected for 1963-1975.



EAST CENTRAL FLORIDA REGION

Selected Service Trades

services in the state and the region in 1958 and 1963. In the region, as compared with the whole state, larger shares of the receipts from the selected service trades went to firms selling personal services, automobile repairs and services, and miscellaneous repair services. On the other hand, the region was below the state in regard to the percentages of total receipts going to firms selling miscellaneous business services, operating hotels, motels, tourist courts and camps, and furnishing motion pictures and other amusements and recreations. In general, however, the differences between region and state were not very striking.

Table 3. - Percentage Distribution of Receipts from the Selected Service Trades Among the Various Classifications of Services in the Region and the State in 1958 and 1963

Class of Services	1958	1958	1963	1963
	% of Total, State	% of Total, Region	% of Total, State	% of Total, Region
Personal services	20.12	23.48	18.39	16.98
Miscellaneous business services	15.07	12.00	20.92	34.64
Auto repairs, garages	12.06	15.38	12.11	11.79
Miscellaneous repairs	7.32	8.00	8.51	6.70
Motion pictures and other amusements and recreations	15.69	13.57	14.34	11.50
Hotels, motels, tourist courts and camps	29.75	27.57	25.72	18.38

Between 1958 and 1963, the share of total receipts derived from miscellaneous business services almost tripled in the region and the region was almost 14 per cent higher than the state as a whole in this category. It is also noteworthy that most of the regional increase in receipts from this classification of services occurred in Brevard County, where the receipts from this category of services increased

Selected Service Trades

from 4.39 per cent of the county total in 1958 to 64.14 per cent in 1963. The region was below the state by varying amounts in 1963 in regard to the percentages of total receipts derived from all other categories of services.

On the whole, far greater differences existed between the individual counties than those between the region and the state in 1963. Receipts from the operation of hotels, motels, tourist courts and camps varied from 10.14 per cent of total receipts in Seminole County to 39.44 per cent in Volusia County. Receipts from this source ran high in the coastal counties of Volusia and Indian River and were kept from being high in Brevard County only by the enormous expansion of receipts from miscellaneous business services. Receipts of firms furnishing motion pictures and other amusements and recreations reached 41.03 of total receipts in Seminole County, for no discernible reason. In the rest of the region they ran from 5.42 per cent in Brevard to 16.51 per cent in Volusia.

Receipts from automobile repairs and services varied between 5.12 per cent of total receipts in Brevard County to 20.65 per cent in Orange County. With Orange County at one end of the distribution and the other populous counties, Brevard and Volusia, at the other end, no intercounty pattern could be seen. Receipts from miscellaneous repair services ran from 4.99 per cent of total receipts in Brevard County to 13.02 per cent in Seminole County. In this case, the three lowest counties were Brevard, Volusia, and Orange, so receipts from this source would seem to be more important in the less populous and less developed counties.

Selected Service Trades

Miscellaneous business services furnished 64.14 per cent of total receipts in Brevard County, but only 6.49 per cent in Seminole County. Brevard, Orange, and Volusia, the largest and most fully developed counties in the region, were the top three in regard to receipts from this classification of services. Receipts from the sale of personal services varied from 8.49 per cent of total receipts in Brevard County to 29.12 per cent in Lake County. Orange was next to high, Volusia in the middle, and Brevard at the bottom, so there seemed to be no intercounty pattern.

Selected Service Trades - Number of Establishments

In 1939, when Florida had 2.33 per cent of the country's total receipts from the selected service trades, it had only 1.53 per cent of the country's establishments in these trades. However, the state came up to 2.96 per cent of the country's establishments by 1954, but only to 2.79 per cent of the country's total receipts. In 1958 the percentages were 3.34 for the number of establishments and 3.17 for total receipts, while in 1963 they were 3.72 for number of establishments and 3.35 for total receipts. Thus, as measured by total receipts, the average establishment in the selected service trades in Florida must have been somewhat smaller than its national counterpart in recent years.

The seven-county region under study had 12.68 per cent of the total number of establishments in the selected service trades in the State of Florida in 1939, but only 10.24 per cent of the state's total receipts from these trades. From 1939 to 1954, the region gained

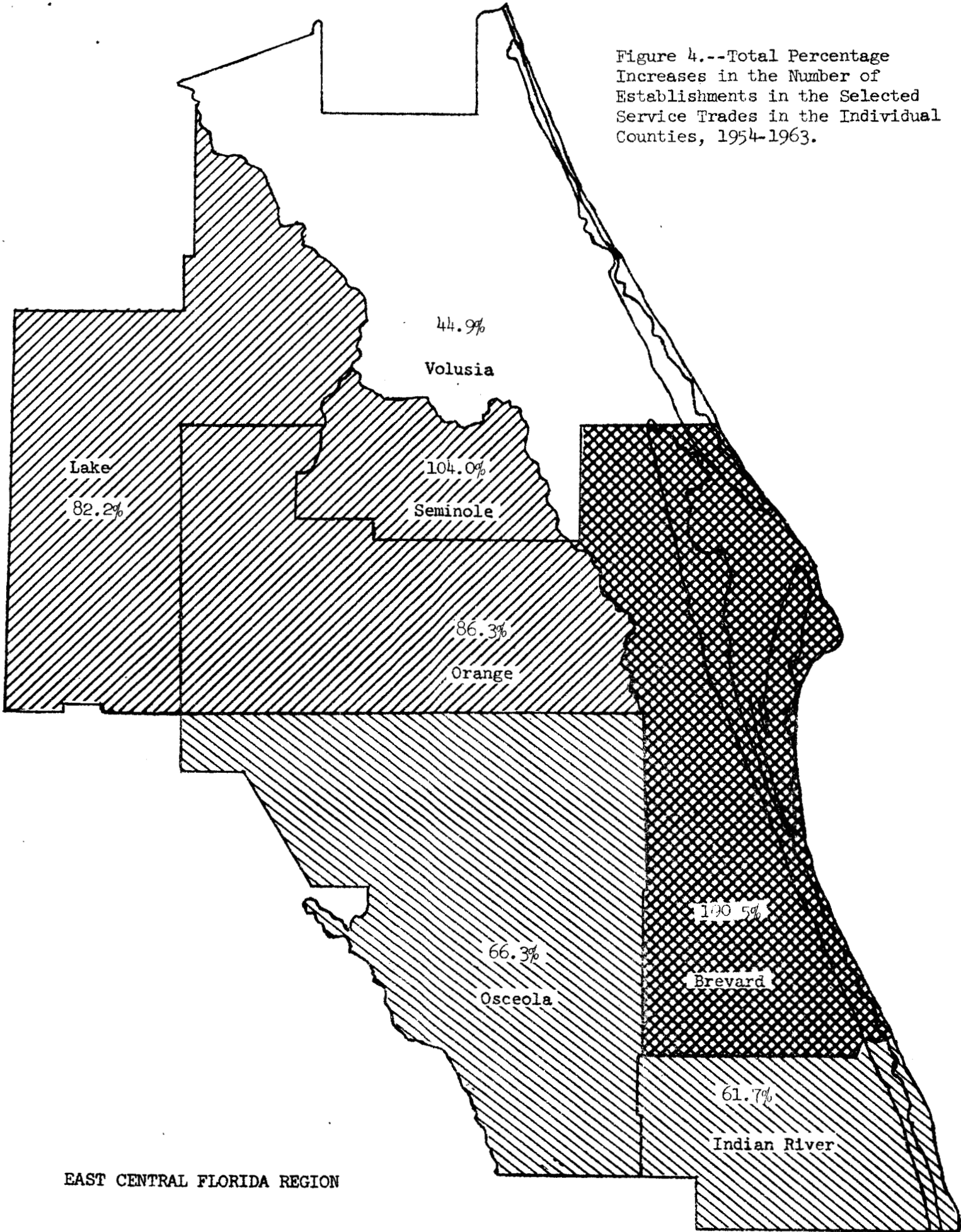
Selected Service Trades

establishments at the rate of 8.96 per cent a year on the average, as compared with 8.83 per cent for the state, and the region's share of the state total increased only from 12.68 per cent to 12.79 per cent. Since the region had 12.79 per cent of the state's total number of establishments in 1954 but only 8.61 per cent of the state's total receipts, the size of the average service establishment, as measured in terms of total receipts, must have been much smaller for the region than for the state.

In more recent times, however, the region has been catching up. From 1954 to 1963 the average annual rate of increase in the number of establishments was 9.11 per cent for the region and 7.73 per cent for the state. The region's share of the state total increased from 12.79 to 13.73 per cent. Over the same period, the region's share of the state's total receipts increased from 8.61 to 13.58 per cent. Thus, the size of the average establishment in the region, as measured by total receipts, had grown considerably relative to the size of the state's average establishment.

Brevard County gained establishments at the rate of 21.16 per cent a year on the average from 1954 to 1963. This rate was about two-thirds greater than that which it had achieved from 1939 to 1954 and was well above the rates for the region and the state. Three other counties (Seminole, Orange, and Lake) had annual average rates of increase which were somewhat above those for the region and the state from 1954 to 1963. The rates of increase for the other three counties were below those for both the region and the state. Figure 4 shows the total percentage increases in the numbers of establishments

Figure 4.--Total Percentage Increases in the Number of Establishments in the Selected Service Trades in the Individual Counties, 1954-1963.



EAST CENTRAL FLORIDA REGION

Selected Service Trades

which the individual counties achieved from 1954 to 1963.

Brevard County's share of the regional total of establishments in the selected service trades increased from 10.57 to 16.88 per cent between 1954 and 1963. Orange and Seminole Counties increased their shares of the regional total somewhat, while Lake County held about even. Indian River and Osceola Counties had small declines in their shares of the regional total, while Volusia County fell from 34.41 per cent to 27.39 per cent of the regional total.

Every county in the region had a much smaller average annual rate of increase in number of establishments in the selected service trades than in total receipts from these trades. This meant that receipts per establishment had a strong upward trend in all counties, as shown in Table 4. The case of Brevard County, where receipts per establishment increased from \$14,921 in 1954 to \$74,972 in 1963, is particularly noteworthy since the 1963 figure is more than five times the 1954 figure.

Table 4. - Receipts per Establishment in the Selected Service Trades in the Individual Counties, the Seven-County Region, and the State of Florida, 1954, 1958 and 1963.

County	1954	1958	1963
Brevard	\$14,921	\$22,316	\$74,972
Indian River	13,930	22,738	25,913
Lake	14,330	15,543	15,528
Orange	22,241	28,126	35,294
Osceola	8,438	15,206	16,331
Seminole	20,289	21,767	26,935
Volusia	19,466	21,913	29,838
Region	18,970	23,470	37,380
State	28,186	31,535	37,783

Selected Service Trades

Projections of previous rates of growth would give the United States as a whole about 1,123,000 establishments in the selected service trades in 1965, some 1,276,400 in 1970, and 1,429,800 in 1975. Projections for the total number of establishments in the State of Florida were made on the basis of all the methods previously described, but in the end it was decided to use the projections which resulted from dividing projections of total receipts from the selected service trades by projections of receipts per establishment. The figures which resulted were 42,740 establishments in 1965, 50,780 in 1970, and 58,740 in 1975. If these projections should work out in practice, the state would have 3.81 per cent of the country's total establishments in 1965, 3.98 per cent in 1970, and 4.11 per cent in 1975.

Several types of projections were also made for the seven-county region, and two methods gave similar answers. One method based the projections on the changing ratio of the total number of establishments in the region to the total number in the state in recent years. The other method projected total receipts per establishment to future years and related these amounts to the total receipts from the selected service trades which had already been projected for future years for the region.

Faced with a close choice, the latter projections were selected for presentation, so that projections for numbers of establishments would be as consistent as possible with those for total receipts. The projections indicate 5,910 establishments in the region by 1965, some 7,180 by 1970, and 8,450 for 1975. If these projected changes should actually occur, the region would have 13.83 per cent of the

Selected Service Trades

state's total number of establishments in 1965, 14.14 per cent in 1970, and 14.39 per cent in 1975.

Projections for numbers of establishments in the individual counties of the region were also made on the basis of all the methods previously mentioned in connection with retail trade. Projections based upon the changing ratios of the total number of service establishments in the individual counties to the total number in the state or region in past years were discarded on the ground that the results indicated for future years were highly improbable if not impossible. Projections based on projections of receipts per service establishment and projections of total receipts from the selected service trades were not used for the same reason.

The projections finally selected for presentation were those which resulted from extrapolating past trends in the actual numbers of establishments in the individual counties and adjusting the resulting figures so that they added to the totals already projected for the region as a whole. Projections for the individual counties in the region, the region itself, and the state, along with the actual data for 1963, are shown in Table 5. The same projections are presented graphically in Figure 5, along with the actual number of establishments in 1948, 1954, 1958, and 1963. Figure 6 shows the changes in numbers of establishments in the individual counties, in terms of percentages of the state total, which would occur from 1963 to 1975 on the basis of our projections.

Selected Service Trades

Table 5. - Numbers of Establishments in the Selected Service Trades in the Individual Counties, the Seven-County Region, and the State of Florida in 1963, and Projections for 1965, 1970, and 1975.

County	1963 Total	1965 Projection	1970 Projection	1975 Projection
Brevard	915	1,040	1,360	1,670
Indian River	207	220	260	300
Lake	492	540	650	770
Orange	1,885	2,060	2,510	2,970
Osceola	133	140	170	200
Seminole	304	340	420	500
Volusia	1,485	1,570	1,810	2,040
Region	5,421	5,910	7,180	8,450
State	39,491	42,740	50,780	58,740

Selected Service Trades -
Numbers of Establishments by Types of Services

Data are not available for an analysis of the distribution of establishments in the selected service trades among the classifications of services over the years in the region and the state. However, the necessary figures for 1963 are at hand, and are summarized in Table 6. It is evident that the distribution of establishments by categories of services in the region is very nearly the same as that in the state as a whole. On the other hand, the distribution in the country as a whole differs from those of the region and the state in two major respects. Enterprises dealing in personal services make up a much larger proportion of all establishments in the United States than in either the region or the state, whereas firms operating hotels, motels, tourist courts and camps are a much smaller proportion of all establishments in the United States than in the region and the state.

Figure 5.--Actual and Projected Numbers of Establishments in the Selected Service Trades by Counties.

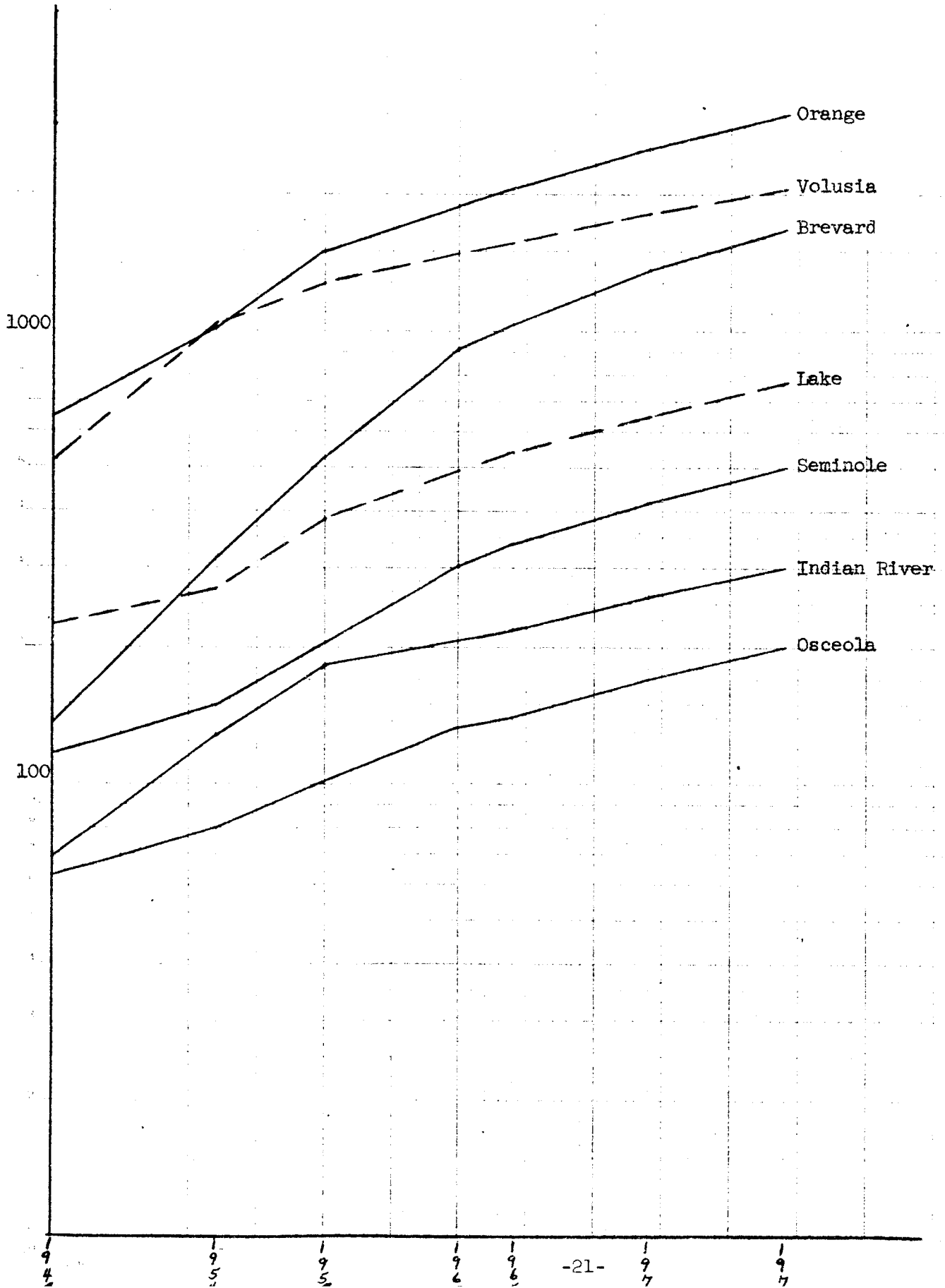
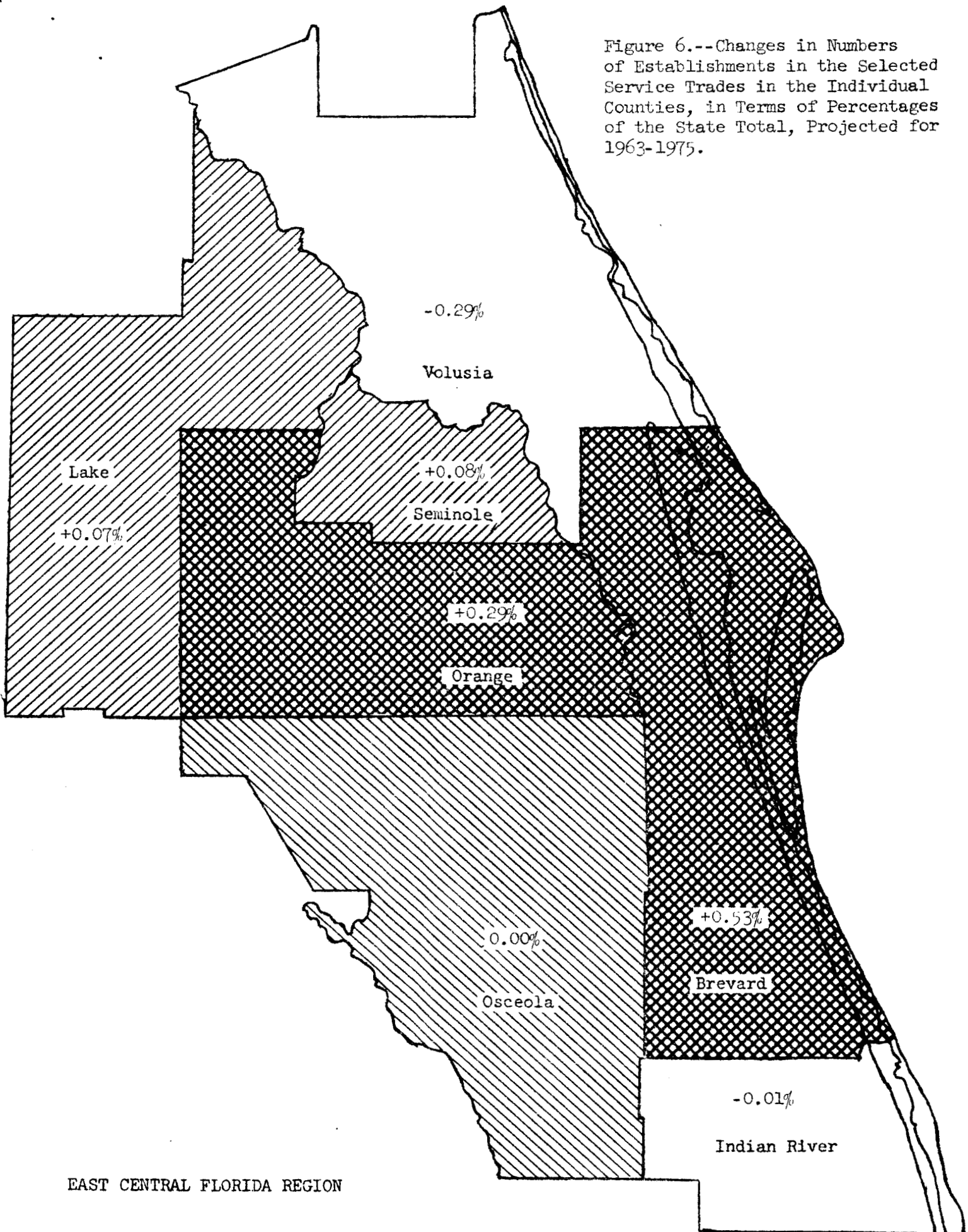


Figure 6.--Changes in Numbers of Establishments in the Selected Service Trades in the Individual Counties, in Terms of Percentages of the State Total, Projected for 1963-1975.



EAST CENTRAL FLORIDA REGION

Selected Service Trades

Table 6. - Percentage Distribution of Establishments in the Selected Service Trades Among the Various Classifications of Services in the Region, the State of Florida, and the United States in 1963.

Class of Services	% of Total Region	% of Total State	% of Total United States
Personal services	31.67	32.48	42.11
Miscellaneous business services	13.48	14.93	13.91
Automobile repairs, garages	12.29	10.97	13.15
Miscellaneous repairs	13.78	13.60	13.83
Motion pictures and other amusements and recreations	9.11	10.77	9.03
Hotels, motels, tourist courts and camps	19.66	17.25	7.98

In the individual counties, enterprises selling personal services varied from 37.59 per cent of all establishments in Osceola County to 25.19 per cent in Volusia County, but without any obvious intercounty pattern. Firms furnishing miscellaneous business services ran between 3.76 per cent of all establishments in Osceola County and 17.03 per cent in Orange County. In this case, Orange, Brevard, and Volusia County were the three leaders so that it seems safe to say that the counties with the largest populations and highest degree of economic development tend to have the largest proportions of these establishments.

Firms offering automobile repairs and services made up 14.84 per cent of all service establishments in Lake County, but only 9.15 per cent in Volusia County. With Lake and Osceola Counties at the top and Volusia and Brevard at the bottom, the pattern here is clearly the opposite of that found in connection with business services. The pattern in connection with miscellaneous repair services is the same as that for automobile repairs and services with Seminole and Osceola

Selected Service Trades

Counties having the highest proportions of such enterprises and Brevard at the other extreme. The range was from 24.01 per cent of all establishments in Seminole County to 11.91 per cent in Brevard.

Establishments providing motion pictures and other amusements and recreations were 7.21 per cent of all establishments in the selected service trades in Brevard County, and 14.80 per cent in Seminole County at the other extreme. There was no clear-cut intercounty pattern. Firms operating hotels, motels, tourist courts and camps amounted to 32.32 per cent of all establishments in the selected service trades in Volusia County and 28.02 per cent in Indian River County, whereas they were only 8.59 per cent in Orange County, 10.20 per cent in Seminole County, and 14.29 per cent in Osceola County. Thus such establishments tend to be relatively more numerous in the coastal counties than in the inland counties.

Selected Service Trades - Numbers of Employees

Detailed information on the number of employees in the selected service trades in the individual counties, and hence in the seven-county region, became available for the first time in the 1963 Census of Business. In 1963 there were 18,293 such employees in the region, as compared with 129,474 in the state as a whole. This gave the region 14.13 per cent of the state's total number of employees--a percentage somewhat higher than the region achieved in total receipts from the selected service trades and in number of establishments.

Brevard County, with 915 establishments in 1963, had more than twice as many employees in the selected service trades as did Volusia County which had 1,485 establishments. Moreover, Brevard County had

Selected Service Trades

almost the same number of employees as Orange County which had 1,885 establishments. This meant that the establishments in Brevard County averaged 7.19 employees per establishment, as against 3.52 in Orange County and 2.13 in Volusia County.

Summary

The seven-county region under study was relatively backward in the past in the development of total receipts from the selected service trades. With 11.56 per cent of the state's total population and 11.45 per cent of the state's total retail sales, the region had only 8.61 per cent of the state's total receipts from the selected service trades in 1954. For 1958 the percentages were 12.98 for population, 12.66 for total retail sales, and only 9.55 per cent for total receipts from the selected service trades.

There is another way to show the same thing. For the United States, receipts from the selected service trades were 13.83 per cent as great as total retail sales. The corresponding percentages were 16.35 for Florida as a whole, but only 12.30 per cent for the region, 12.04 per cent for Brevard County, 9.56 for Indian River, 8.97 for Lake, 10.45 for Orange, and 5.20 for Osceola. In 1958 the ratios of total receipts from the selected service trades to total retail sales were 16.22 per cent for the United States and 17.58 for Florida, but 13.26 per cent for the seven-county region, and only 11.47 per cent for Brevard County, 9.55 for Lake, 12.79 for Orange, and 9.31 for Osceola.

These relationships changed considerably in the five years from 1958 to 1963. Receipts from the selected service trades in the region

Selected Service Trades

increased by 28.73 per cent a year on the average as compared with 15.19 per cent for total retail sales and 9.85 per cent for population. By 1963, the region had 13.58 per cent of the state's total receipts from the selected service trades, and this was not far below its percentages of 13.65 for population and 14.30 for total retail sales. Every county in the region had considerably greater average annual rates of increase for receipts from the selected service trades than for total retail sales from 1958 to 1963. Finally, in 1963, receipts from the selected service trades were 18.63 per cent as great as total retail sales in the region. This exceeded the 18.23 per cent shown by the United States as a whole and was only moderately below the figure of 19.61 per cent for the State of Florida. Furthermore, Brevard County soared to 31.06 per cent and Volusia County reached 20.13 per cent. Although the gains in total receipts from 1954 to 1963 under the influence of the NASA program were concentrated to a great extent in Brevard County, it remains true that five of the seven counties in the region had average annual rates of increase in total receipts which exceeded that of the state.

These developments indicate that the region has recently come on rapidly in connection with sales of the selected services, and this finds reflection in our projections. If our projections worked out, the region's total receipts from the selected service trades would have increased by 165 per cent by 1975 as compared with 106 per cent for total retail sales, starting with 1963 as the base. Moreover, the ratio of total receipts from the selected service trades to total retail sales would have become 23.97 per cent, or the same as that for

Selected Service Trades

the state and somewhat above the 21.13 per cent expected for the country as a whole.

Years ago the seven-county region was one of many establishments in the selected service trades but low total receipts per establishment, so that in 1954 the region had 12.79 per cent of the state's total number of establishments but only 8.61 per cent of the state's total receipts. From 1954 to 1963, however, the region increased its number of establishments at an annual rate only moderately higher than that for the state as a whole. As a result the region's share of the state's total number of establishments increased only from 12.79 to 13.72 per cent while its share of the state's total receipts increased from 8.61 to 13.58 per cent. These trends are reflected in our projections. If these projections work out, the region will increase its receipts from the selected service trades by means of considerably increased receipts per establishment as well as by means of an increased number of establishments.