

## Bankruptcy filings are on the decline

The Administrative Office for U.S. Courts reports that all bankruptcy filings for 1994 were down 6.6 percent compared to 1993. Total filings were 837,797 compared to 897,251 in 1993. Business bankruptcies decreased 16.1 percent, and non-business filings decreased 5.9 percent.

Filings in eight states accounted for 53.1 percent of the business filings, led by

California's 12,144. Other top states: New York (3,593), Texas (3,395), Florida (2,248), Minnesota (2,025), Pennsylvania (1,956), Illinois (1,861), Georgia (1,717).

California, incidentally, also led in non-business bankruptcy filings with 134,227, nearly three times that of the second-highest state, New York with 43,980.

## Keeping pace with inflation?

To find out if your personal income has kept up with inflation, multiply your earnings in any year by the multiplier for that year. If your current earnings are less than the total, your "real" income has declined.

1960 .. 5.01	1970 .. 3.82	1980 .. 1.80	1990 .. 1.13
1961 ... 4.96	1971 ... 3.66	1981 ... 1.63	1991 ... 1.09
1962 ... 4.91	1972 ... 3.55	1982 ... 1.54	1992 ... 1.06
1963 ... 4.85	1973 ... 3.34	1983 ... 1.49	1993 ... 1.03
1964 ... 4.78	1974 ... 3.01	1984 ... 1.43	1994 ... 1.00
1965 ... 4.71	1975 ... 2.76	1985 ... 1.38	
1966 ... 4.58	1976 ... 2.61	1986 ... 1.35	
1967 ... 4.44	1977 ... 2.45	1987 ... 1.31	
1968 ... 4.26	1978 ... 2.27	1988 ... 1.25	
1969 ... 4.04	1979 ... 2.04	1989 ... 1.20	

## Pay her, hug him

Working women want more money, while men yearn for security, according to a telephone poll of workers conducted by ICR Survey Research.

Sixty-one percent of women vs. 54 percent of men would opt for higher salary over increased job security. The female focus on pay is entirely logical: they make 28 percent less, on average, than men.

Only about 40 percent of women, compared with 50 percent of men, think they are paid what they're worth.

Nearly 56 percent of workers with household incomes of \$50,000 or more are satisfied with their pay, as opposed to 42 percent of those with incomes of \$40,000 a year or less, the survey notes.

## College grads most likely to buy tree care

Seventy-three percent of all tree care services are purchased by college-educated consumers, according to statistics from the National Gardening Association. The average college-educated consumer spends about \$400 per year on such services.

In 1994, a survey by the Gallup Organization noted, 4.9 million U.S. households purchased professional tree care services. Average spent was \$337. More survey highlights, courtesy of the National Arborist Association, in its "NAA Reporter:"

	Client	Average spent	% total sales
BY SEX	Male	\$274	40
	Female	\$384	60
BY AGE	18-29	\$347	12
	30-49	\$394	45
	50+	\$296	43
BY EDUCATION	college	\$400	73
	H.S.	\$248	26
	grade school	\$40	1
BY OCCUPATION	professional	\$344	29
	business	\$359	18
	clerical/sales	\$223	4
	manual labor	\$384	15
	farmer	\$0	0
	retired	\$204	13
	non-labor	\$200	1
BY MARITAL STATUS	undesignated	\$1,343	19
	married, no children	\$277	37
	married, children	\$505	41
	single	\$286	14
BY INCOME	sep/div/wid	\$214	8
	\$99,999+	\$404	9
	\$75K-\$100K	\$549	6
	\$50K-\$75K	\$340	17
	\$40K-\$49K	\$240	8
	\$30K-\$39K	\$435	24
	\$20K-\$29K	\$264	8
	\$15K-\$19K	\$192	7
under \$15K	\$135	4	
undesignated	\$397	17	