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Retail Sales Trends Across Nebraska Counties and Localities

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Retail Sales Trends Across Nebraska Counties and Localities

by
Bruce B. Johnson
and
Ben Blomendahl

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By

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Retail Sales Trends Across Nebraska's Counties and Localities

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Retail Sales Trends Across Nebraska's Counties and Localities

Introduction:

Retailing patterns are changing everywhere. Consumer preferences and resources are ever-changing; while simultaneously, the retail sector is constantly evolving into new configurations. Often retail trade centers are pitted against one another in a "zero-sum game" so to speak with any relative gains in trade volume by one occurring at the expense of others. Nebraska is certainly no exception to these universal changes. In fact, the changes often seem compounded across its wide size continuum of towns and cities.

This report represents an update to an earlier report, *Retailing Patterns and Trends across Nebraska, 1970-1998.* In it we are attempting to provide an accurate up-to-date assessment of geographic patterns and trends over time. Using taxable non-vehicle retail sales data maintained by the Nebraska Department of Revenue, we have developed some indicators of relative retail activity performance down to county and town/city level. Both cross-sectional and time-series performance evaluations are possible for localities. We have also provided county-level analysis by retail classification using the U.S. Census of Retailing conducted every five years. Hopefully, this analysis can provide businesses and community leaders a basis for: (1) understanding the general retailing trends underway; (2) conducting relevant comparative analysis with other communities; and (3) identifying possible strategies for contributing to retail trade viability in their respective areas.

Data Sources:

Taxable Retail Sales:

The primary data source allowing geographically-detailed measures of retailing activity is the taxable non-vehicle retail sales data series maintained by the Nebraska department of Revenue. This information is filed as part of the collection of state and local sales tax revenues.

Since retailers are required to process sales tax revenues promptly with the State Department of Revenue, this sales data series is very timely. In fact, monthly sales activity for counties and larger municipalities is published with no more than a two to three month time lag; therefore it provides a means to identify recent retail activity levels and changes very quickly. City and town taxable sales for every incorporated municipality in the state are published annually and available within four to six months of the last calendar year. The monitoring of these annual levels is especially useful in analyzing longer-term trends.

Because the data series provides geographic detail down to the municipality level (even the smallest of towns) it allows rather extensive comparative analysis to be made across both geographic classes and municipal size classes. The result is that assessing a community's taxable retail activity can be quite robust, using a variety of comparative

measures with other communities and community classes. Users of this report will find this particularly valuable. There are, however, obvious limitations to using taxable retail sales as a proxy for retail activity.

First, motor vehicle sales must be omitted from the series because taxes on vehicles purchased are collected at the location of vehicle registration, not the location of purchase. Vehicle sales do represent a very substantial part of a typical household's expenditures (albeit lumpy and intermittent by nature), so this taxable sales series is ignoring a significant component of retail activity at the outset. Moreover, there is considerable evidence that automobile dealerships are becoming fewer and larger as well as being increasingly more concentrated in the larger, more urban centers; thus, this omission will create an underestimate of these larger trade centers' true share of the state's "retail pie".

Second, Nebraska's sales tax legislation has been altered over time relative to the goods and services covered by sales tax collections. The result is that historical sales revenues have shifted at least in part by these changes rather than reflecting just sales trends. A major shift, for example, occurred in 1983 when the law was changed to exempt food items for home consumption, which resulted in much of grocery and supermarket sales being no longer measured in the sales volume series. This skewed the measure of retail activity away from the smaller, more local retail trade centers, which typically had such basic retail establishments. Likewise, the dropping of sales tax provisions from new and used agricultural equipment in 1993 led to considerable downward sales volumes for the more rural and non-metropolitan communities where these retail outlets tend to exist. More recently, in 2003 additional retail services were added to the state's list of taxable sales, including a taxation of home remodeling and repair services—only to be removed from the tax roles in 2006. In short, the longer-run trend analysis presented in this report should be interpreted with this shifting base (of taxable items) in mind.

Third, a limitation of the taxable sales data series is the fact that a number of goods and services are included that go beyond the normal, more conventional retail trade items. Such items as personal services, amusement and recreation, and rental services are subject to sales tax and therefore included the taxable sales series. They may, or may not, follow the patterns of the more typical retail establishments. Likewise, utility sales (energy and telecommunications) which are also subject to sales tax are particularly problematic since: (1) the customer has little choice in who to buy from; and (2) the sales are reported by the location of the seller (the community where the utility headquarters resides, and not the geographic point of purchase).

For these reasons, the user is cautioned to consider the taxable sales series as only a *proxy* for retail sales activity, albeit still valuable as a means to monitor retailing activity down to the local geographic area.

U. S. Census of Retailing:

While state taxable sales data provide some perspective on overall changes and trends down to the locality level, the specific type of retail activity is not identified. The

configuration of sales groups which make up the volume of sales in the series can not be determined.

Consequently, the analysis presented in this report is expanded using a second data series—the U.S. Department of Commerce's Economic Census of Retail Trade. This census is conducted every five years, the latest being for the year, 2002. In this source, county-level data and data by major municipality (in the county) are available for nine major retail categories (according to the NAICS code). This provides valuable insight as to the actual configuration of specific retail classes. This report focuses on five of the eight categories, one of which is automotive dealerships and their sales volume (which isn't part of the state taxable sales estimates).

While the Census of Retailing provides additional valuable retailing insight regarding Nebraska's counties and larger communities, it too has some limitations. First, it provides only a benchmark at five-year intervals, with considerable lag time before published results become available for public use. Secondly, detailed information in the less-populated counties is often suppressed for reasons of disclosure of information pertaining to specific firms. So, while useful, it can not be a comprehensive stand-alone information source on retailing—particularly for the lower-populated counties of the state.

Methodology

County and City/Town Classification:

In this analysis, we have classified Nebraska counties into four categories, based on 2005 population levels and the size of the largest municipality in the county. These categories are:

Rural Counties: Fifty-two Nebraska counties which contain no town larger than 2,500 people. This definition conforms to the Bureau of the Census, U.S. Department of Commerce. County populations in this category range from less than 400 people in Arthur County to more than 9,000 people in Cedar County.

Small Trade Counties: There are 21 counties categorized as such, having the largest town with a population between a 2,500 and 7,500. County population in this class ranges from less than 6,100 in Cherry County to more than 20,000 in Saunders County.

Large Trade Counties: In 2005, there 13 non-metropolitan counties that did have a city of at least 7,500 people. In most cases, these counties and their largest city serve as regional retail trade centers across the state. For this class, the 2005 populations range from about 11,000 people in Red Willow County to more than 55,000 people in Hall County.

Metro Counties: There are currently six of Nebraska's 93 counties that are classified by the U. S. Census as Standard Metropolitan Areas (SMA's). They represent counties which include all or a portion of a metropolitan area of 50,000 people or more. The range of county population size for this group is extreme, ranging from less than 20,000 people

in 2005 for Washington County to nearly 487,000 people in Douglas County (home to the state's largest city).

An alphabetized list of counties within each of these classes and their respective sales activity can be viewed in the Appendix of this report.

In addition to the county classification and detail, this analysis of retailing also classified 415 Nebraska municipalities according to population size classes on the basis of 2005 population estimates. These municipalities are listed by size class in the Appendix.

Population under 500: There are 272 municipalities of this size, essentially half of all municipalities in the state. The vast majority of these towns have been losing population over several decades, and, likewise, their role as retail centers. While there are exceptions, most of these towns provide only a few very basic retail functions to the community residents and the surrounding area.

Population of 500 to 999: A total of 91 Nebraska communities comprised this size class in 2005. Here also, the majority of towns have experienced population decline over time. Their retail function is often one of minimum convenience centers for retailing goods and services. Clearly, their relative retailing viability is often dependent upon their geographic proximity to (or isolation from) larger trade centers.

Population of 1,000 to 2,500: The 60 communities in the state in this size group are typically seen as full-convenience retail centers, offering a more diverse array of retail goods and services than their smaller counter-parts. However, the diversity in retailing volume among this size-class of towns is rather large.

Population of 2,500 to 4,999: Many of the 17 Nebraska communities in this size class are county seat towns and serve as area trade center towns for the surrounding area. They tend to be partial shopping centers, being more than full-convenience retail entities.

Population of 5,000 to 9,999: The 16 Nebraska communities in this group are scattered across the state. For those which are more isolated from larger retail centers, they tend to operate more as complete shopping centers.

Population of 10,000 to 19,999: Three of the five cities in this size class are directly adjacent to a *metropolitan* center, and therefore must compete with a larger retail center near by. Nevertheless, the population growth they are experiencing seems to be contributing to a more comprehensive retail role over time.

Population of 20,000 to 99,999: Ten cities fall into this size group. Three are part of the greater Omaha metropolitan complex, and do not perform as particularly strong retail trade centers relative to the size of their populations. However, the other seven cities tend to be strong retail centers that draw retail customers from fairly large trade areas. In addition to being complete shopping centers, they also serve as being secondary wholesale-retail centers.

Population of 100,000 or more: The state's two largest cities, Omaha and Lincoln, can be classified as primary (or complete) wholesale-retail centers, offering a complete range of retailing goods and functions. Their trade areas can reach several hundred miles, particularly for the more specialized goods and services. In the vernacular of the economic development literature, they both represent *Central Places* in the concept of Central Place Theory (Shaffer, et. al.).

Unit of Measure and Analysis

In the analysis that follows, the primary unit of measurement of retail strength is the *Pull Factor*. The pull factor (PF) is frequently used to identify and measure leakage and/or capture of retail trade across political boundaries as well as identifying trends over time. In essence, PF measures the relative market share of retailing by a specific geographic area over a specific time period. In this analysis, it is calculated by dividing the total annual per capita taxable retail sales for the local geographic area by the state average per capita sales which have occurred over the same time period.

$$\textbf{Pull Factor (PF)} = \frac{\textbf{Local per capita taxable retail sales}}{\textbf{State average per capita taxable retail sales}}$$

Adjustments for household income variation across geographic study areas can also be done to allow the pull factor measure to more realistically reflect a consistent purchasing power of the population (for example, see Peters, 2006). However, in this analysis, that adjustment was not done primarily because timely household income measures are not accessible down to the municipality level, particularly for smaller municipalities. So to maintain consistency across all the data sets as well as over time, an income adjustment was not made.

Interpreting the PF is straight-forward. If it is greater than 1.0, then the retail sales activity of that area has exceeded its own population in terms of customer equivalents. That geographic area has experienced some *retail capture* beyond the level inferred by its population base. And the greater the area's PF exceeds 1.0, the more viable is its retailing activity in relative terms. Conversely, if the PF for the area is less than 1.0, that area is losing potential retail activity to other places, and is experiencing *trade leakage,* with the pull factor falling as leakage grows greater.

There is value in using the pull factor measure instead of the actual dollar volume of sales since a comparative analysis can be done over time even when there have been changes in tax policy. For example, when additional services were added to Nebraska's taxable sales list in 2003, the total taxable sales level increased due to that addition. Thus, total volume of taxable sales cannot be used directly as a good trend indicator of retail sales volume over time. But by converting to the pull factor unit of measurement, the tax shift is essentially negated in the analysis, and the relative changes in retail viability over time can be more accurately evaluated for counties and municipalities.

The Findings

County-level Retailing Patterns

Using taxable retail sales data from the Nebraska Department of Revenue, the relative performance of the county classes is traced for the period, 1990—2005 (Table 1 and Figure 1). While the Metro counties have always captured a large, disproportionate share of this state's taxable retail sales, their share has grown from 57% in 1990 to 64% in 2005. In other words, essentially two-thirds of retailing activity currently occurs in just six of the state's 93 counties. Certainly, rapid population growth in these counties, in part at the expense of other Nebraska counties, underlies much of this retail shift. However, population growth aside, there has also been a greater retail trade capture as evidenced by the steadily rising retail pull factor for the Metro County group. In 2005, the Metro counties captured nearly $1.8 billion of taxable retail sales beyond their population equivalent, an amount more than double the total taxable sales of the state's 52 rural counties.

Table 1. Patterns of taxable retail sales by County classes, selected years, 1990-2005 [1,2]

		Non-metropolitan Counties			
Year and Item	**Metropolitan Counties**	**Large Trade Center Counties**	**Small Trade Center Counties**	**Rural Counties**	**All Counties**
1990 Taxable Sales:					
Total (Mill $)[3]	5,699.4	2,415.7	1,122.8	730.1	9,968.0
% of Total Sales	57.2%	24.2%	11.3%	7.3%	100.0%
Avg Per Capita ($)	7,281	7,044	4,682	3,528	6,339
Avg Pull Factor	1.149	1.111	0.739	0.557	1.000
2000 Taxable Sales:					
Total (Mill $)[3]	9,760.6	3,756.2	1,392.6	710.4	15,619.8
% of Total Sales	62.5%	24.0%	8.9%	4.5%	100.0%
Avg Per Capita ($)	10,847	9,898	5,565	3,580	9,128
Avg Pull Factor	1.188	1.084	0.610	0.392	1,000
2005 Taxable Sales:					
Total (Mill $)[3]	12,039.2	4,517.7	1,383.8	884.5	18,825.2
% of Total Sales	64.0%	24.0%	7.4%	4.7%	100.0%
Avg Per Capita ($)	12,581	11,533	6,357	4,597	10,704
Avg Pull Factor	1.175	1.078	0.594	0.429	1.000

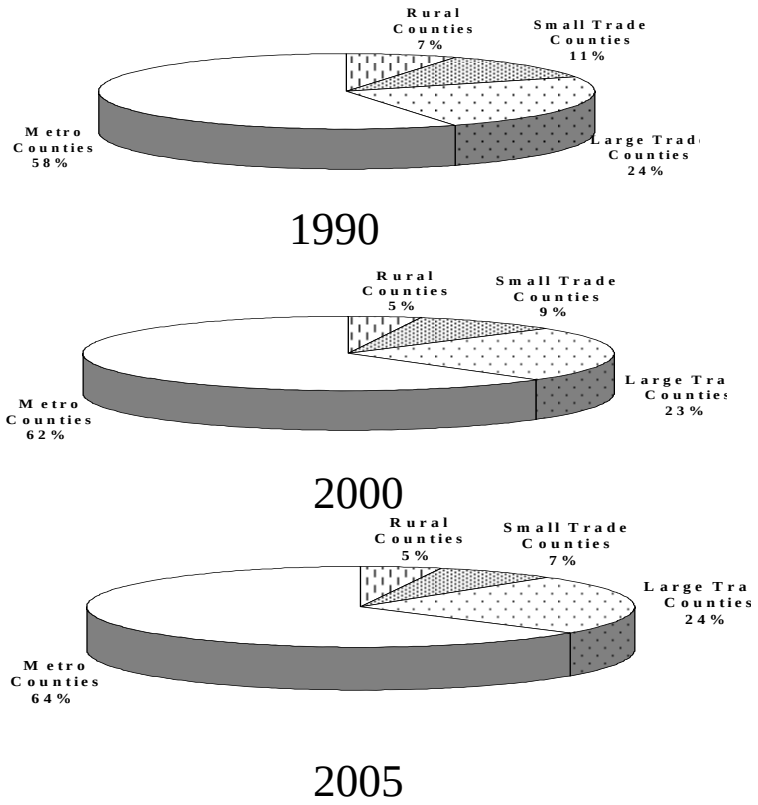
[1] Based upon taxable retail sales as reported to the Nebraska Department of Revenue. Does not include non-resident taxable sales since such sales can not be attributed to a specific geographic location or area of the state.

[2] County Classification as follows: Rural, no town of larger than 2,500; small trade center, largest town between 2,500 and 7,500; large trade center, largest city at least 7,500 and no metro; and metro, having all or a portion of a city of 50,000+ population and classified by U.S. Bureau of Census as Standard Metropolitan Area (SMA).

[3] Sales volume are as reported in nominal dollars and not adjusted for inflation overtime.

Of course, not all of the Metro counties operate as strong retail trade centers. As can be seen in Appendix Table 1, four of the six counties are essentially adjacent counties to large metro centers which, in turn, causes them to have relatively low retail activity for their population size. Only the two largest counties, Douglas and Lancaster, have strong retail functions that capture trade.

Figure 1: Net Taxable Sales Distributed By County Class 1990-2005



For the Large Trade County group, retailing resiliency seems evident by the fact that percent share of the state's taxable retail trade volume has essentially remained fairly constant over time. The pull factor for this county class has remained greater than 1.0 over this time period, indicating that this group has been able, on average, to operate as trade-capture counties. And, in fact between 2000 and 2005, this group's total dollar volume actually grew somewhat faster than that of the Metro group—25.8% verses 23.3%. Many of these counties, with small cities serving as regional satellite hubs, are maintaining retail competitiveness. Their size gives them the opportunity to achieve both size and agglomeration economies in retailing, thus providing retail customers a wide selection of goods and services at competitive prices. In addition, these smaller cities often serve as regional hubs for a variety of key educational, medical, governmental, and other professional services as well as being regional employment centers. The presence of these factors makes these small cities travel destination points for people from a large

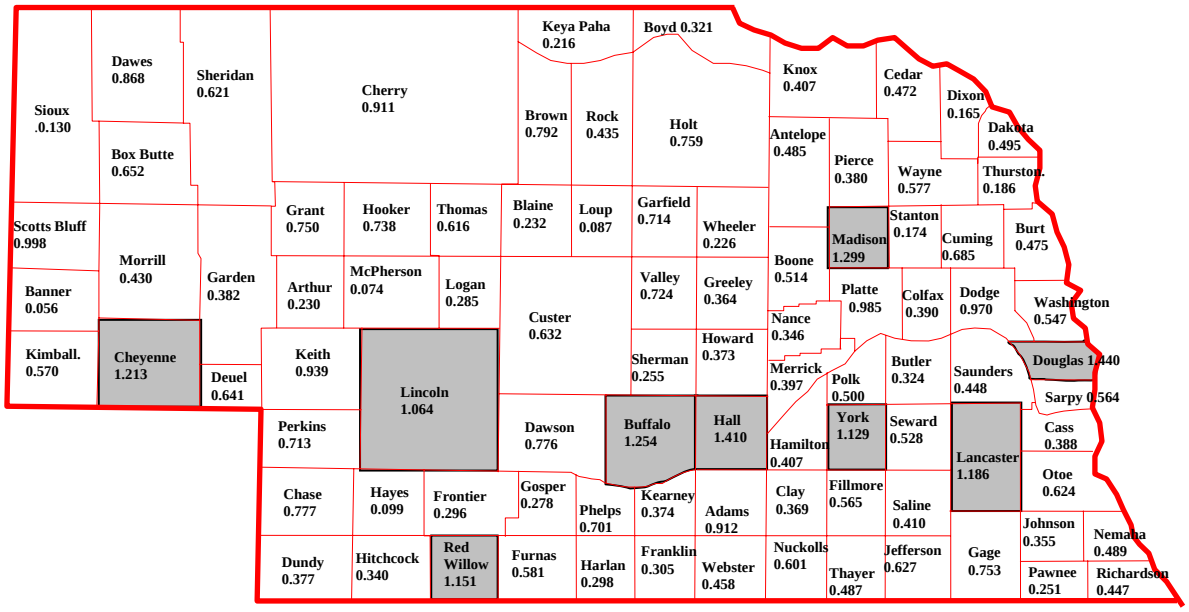
surrounding area, which, in turn, tends to enhance the level of retail activity. But, here also only six of the 13 counties in this class experienced trade capture in 2005 (PF > 1).

The counties classified as Small Trade Counties have tended to experience retail trade leakage for many years. While some may have towns that actually serve as trade-capture communities, the county-level performance still shows limited retail competitiveness. As a result, only one of the counties, Cheyenne, had a 2005 pull factor greater than one, and in that case, it was largely due to one large retailer, Cabela's, headquartered in that county.

As for the Rural County class, virtually all are experiencing severe retail trade leakage. In 2005, that leakage was more than half the trade potential of their respective population equivalents. The simultaneous loss of critical mass of retailing functions and the ever-growing mobility of consumers has lead to significant outflow of retailing from these counties. Fortunately, the level of leakage may be leveling off over time, as evidenced by a fairly constant average pull factor between 2000 and 2005.

To sum up, the current pattern of Nebraska's retailing activity continues to be marked by the prominence of the state's two major metropolitan counties and a handful of large trade center counties. As noted in Figure 2 only nine of the state's counties recorded positive retail pull factors in 2005. With the exception of Red Willow County, the others are situated on the classic *fishhook pattern* across Nebraska that follows across the state from west to east along the Platte River/Interstate 80 corridor and then turns back and upward toward Madison County in the Northeast. This pattern is influenced to a considerable extent by relative population densities as well as transportation networks. Thus, it is not unreasonable to see a similar geographic configuration for the primary retailing counties.

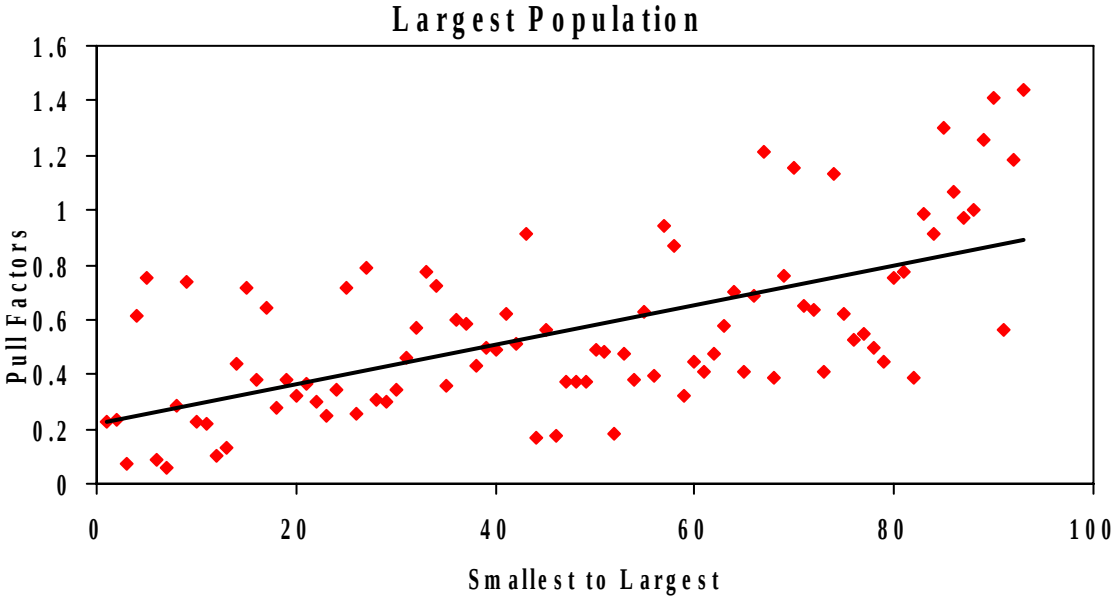
Figure 2: Nebraska Retail Pull Factors for Counties – 2005



While numerous factors enter into county retailing configurations, population of the county can explain much of the variation. Population, particularly the population of the largest municipality in the county, has been found in previous studies to be a significant variable in explaining the relative robustness of a county's retailing. It suggests a fairly close correlation of population "that forms the 'critical mass' available to support higher-order goods and services, as suggested by central place theory" (Nelson, et al., 2006). So, it is not surprising to see the scatter diagram in Figure 3, arraying 2005 pull factors from smallest (population) to largest Nebraska county. As the linear regression line fitted to these plotted points suggests, the larger the county population, the higher the county pull factor tends to be. However, it should be noted, that the fitted line also suggests the vast predominance of county pull factors far below 1.0; in other words, trade-leakage occurs in many counties, even when relative county population levels are towards the upward end.

Similarly, retail viability trends tend to be directly correlated with changes in population over time as is evident in Figure 4. Plotting 1990 to 2005 changes in county retail pull factors against population change over the same time period, more than half of the State's counties (49) experienced simultaneous decline in both population and retail pull factors. In contrast, only 7 of the counties which had population declines over the 1990 to 2005 time period experienced some percentage increase in their retail pull factors over the same period.

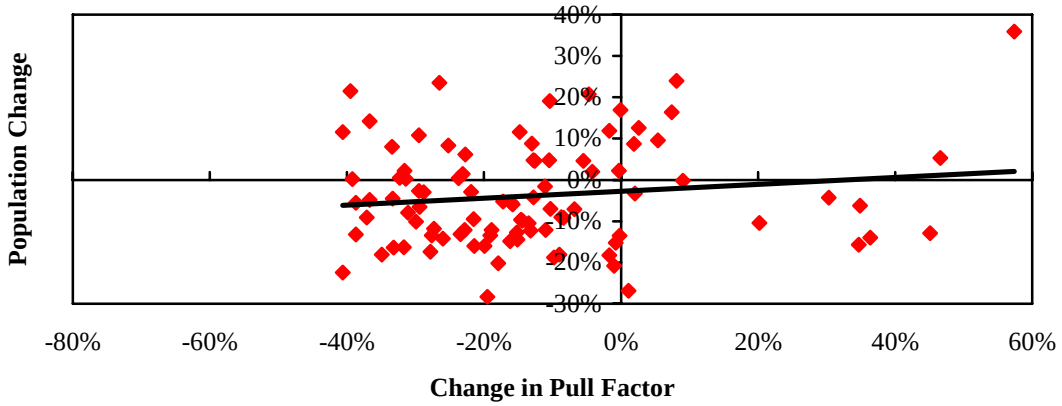
Figure 3: 2005 County Pull Factors from Smallest to Largest Population



$R^2 = 0.3875$

However, Figure 4 indicates that even many of those counties which have experienced some population increase between 1990 and 2005, are still finding some decline in their retailing viability as evidenced by falling pull factors. In other words, though population can have some direct impact on retailing, the structure of retailing patterns are gradually shifting over time such that population growth does not insure the growth of, or even the maintenance of, retailing viability.

Figure 4: 1990-2005 Percent Change in Pull Factor and Population



County Retail Patterns by Specific Function

Using U.S. Department of Commerce Census of Retailing data, the county-level analysis can be extended further to show patterns by specific retailing function. Moreover, using the 1992 Census and the latest available 2002 Census, some interesting patterns and trends can be identified.

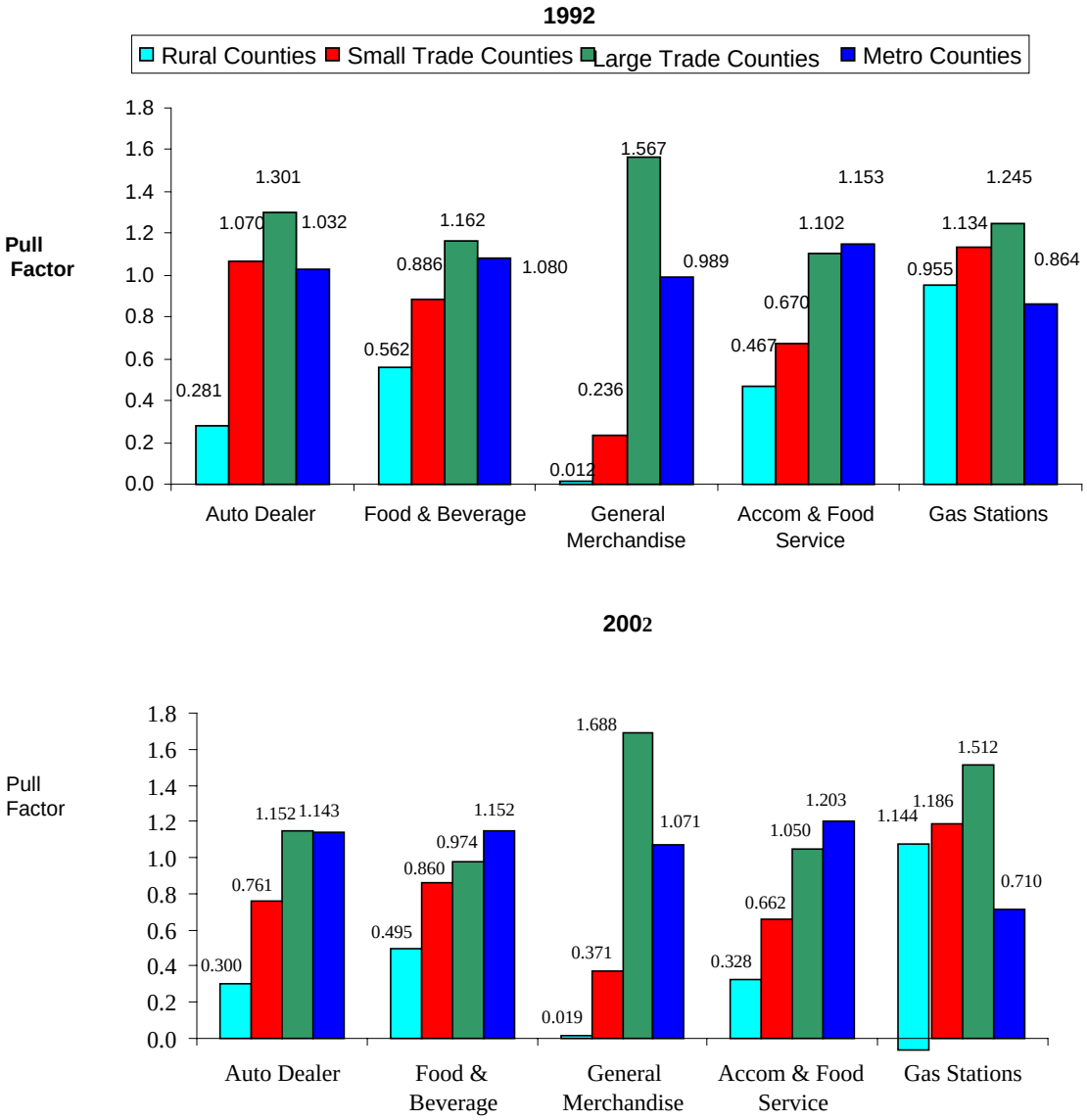
Using the previous county classifications, five major retailing categories were studied in terms of retail sales activity for 1992 and 2002. Pull factors were then calculated for these retail groups which included: Automotive Dealers, Food and Beverage Stores, General Merchandise Stores, Accommodations and Food Service Establishments, and Gas Stations.

As noted in Figure 5, auto dealerships tend to dominate in the large trade counties and metro counties where more numerous and much larger dealerships exist. For big-ticket items such as vehicles, customers will shop farther from home for price and selection. Moreover, because of the agglomeration effects when a number of large dealerships are in close geographic proximity, customers can actually experience greater convenience of comparison shopping even though they may travel a considerable distance from their residence to do so. In 2002, Nebraska's rural counties were experiencing a 70% leakage of potential automobile sales of their population equivalent, while the small trade centers were losing nearly 25% of such sales. The shift in auto sales between 1992 and 2002 is

rather dramatic. While rural counties essentially maintained their pull factor over this time period, both the small-trade and large-trade counties experienced rather sizable pull factor declines. With auto companies requiring ever-expanding business volume of their dealerships, continued growth of metro-area dealerships is likely.

Even for food and beverage retail outlets, for which regular and frequent customer purchases are typical, rural counties still experienced a 50% leakage of such sales in 2002. The presence of large, discount outlets has contributed to more food and beverage purchases in metro counties albeit less frequent.

Figure 5. Pull Factors for Country Size Classes on Various Retailing Activities, 2002



General merchandise outlets essentially no longer exist in rural counties as evident by a pull factor of .019 in Figure 5. Here, the dominant class is the large trade counties where large "big-box" retailers such as Wal-mart have generally located over the last 20 years. In these locations, their clientele base can be drawn from 50 or more miles. Thus, the trade capture of this type of retailing is extensive.

Accommodations (lodging) and food service outlets tend to be weighted towards the population centers for obvious reasons. However, small eating establishments can and do remain economically viable across all counties to the extent they serve their local customer base, even though the trade leakage overall is considerable from the less populated areas. Of course, lodging accommodations are concentrated in the larger population centers which serve as travel destination points. Metro counties show a growing trade capture for this category.

The gas station outlets show a considerable contrast from the other retail types examined in the 2002 Census of Retailing. Here, considerable trade area capture occurs in all but the metro county class. There are several reasons for this. First, people in the more remote areas of the state generally travel more miles in their daily activity, and consequently purchase more gas than their urban counterparts. Since convenience represents a key attribute of this retail good, local purchase is almost automatic. Secondly, a number of the small trade center counties and large trade center counties are situated in major highway corridors across the state, thus allowing capture of traveler dollars (this is particularly pronounced across the I-80 corridor). Third, it is becoming increasingly apparent that gas outlets have evolved into convenience in which gas sales may be only a minor portion of store sales. Even in the smallest communities and rural counties, these have essentially become the general store of a past era—at least for a number of basic convenience goods and services. Finally, such stores also serve a convenience role in metro counties as well. However, in Metro areas the available retail competition for a variety of goods and services offered by a gas/convenience store outlet is considerable, and consequently their customer base is relatively less than what is generally true in non-metro areas.

The comparisons above illustrate the extremes of geographic retailing patterns across various types of retail outlets. Obviously, any retail establishment must maintain a minimum sales volume in order to remain viable and sustainable over time. Both internal and external forces in today's retailing world are dramatically changing the relative competitiveness of retailers. To be sure, these invariably create economic challenges for many traditional retailers, who are experiencing increasing price competition, reduced customer loyalty, and declining "critical mass" of their retail centers.

However, these forces also represent opportunities to develop viable niches as retailing evolves, not only for individual retailers but for retailing centers as well. In the section to follow, which looks at patterns across municipalities, this will become more evident.

Town/City Retail Patterns

Using taxable retail sales for individual Nebraska towns and cities, we have grouped municipalities into eight population size classes and calculated average pull factors for selected years up through 2005. As noted in Table 2, the two smallest size classes of communities experience extreme trade leakage. For the 272 municipalities with populations of less than 500, the average pull factor has remained around .5 since 2000; implying their trade loss has been equivalent to half their resident population equivalent. However, their median pull factor (that level where half the pull factors are below and half are above) for this size group is even lower, .365 in 2000 and .380 for 2005, suggesting an even greater trade leakage (Figure 6). (**Note**: detailed data is available for every Nebraska municipality in the Appendix.)

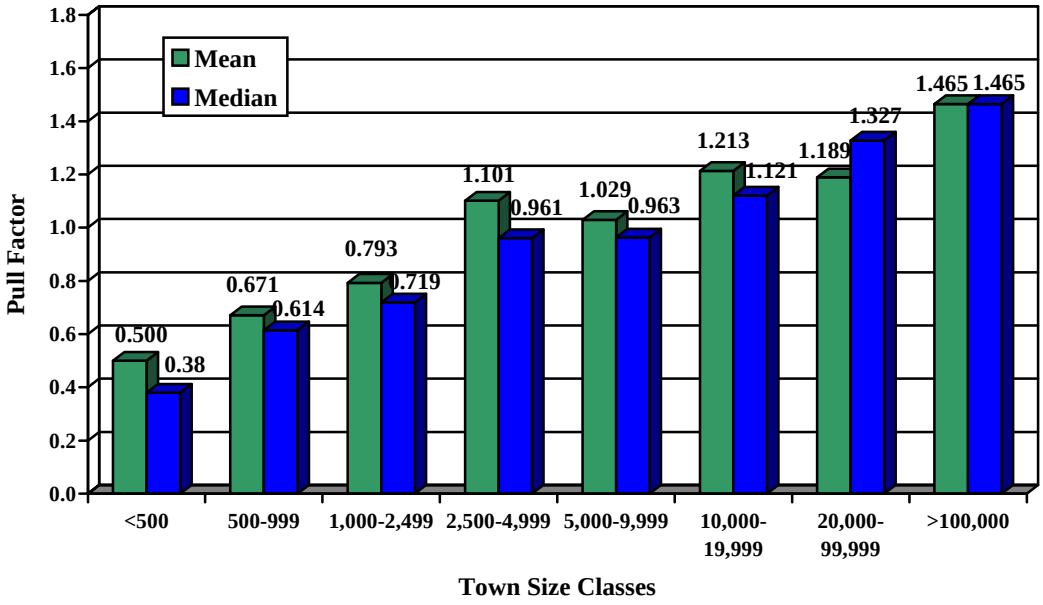
For the 91 municipalities with populations of 500 to 999 in 2005, the average and median pull factors were .671 and .614 respectively, meaning the trade loss exceeded 30 percent of their population equivalents. However, between the period 2000 and 2005 there was noticeable improvement in this group's average pull factor, as 57 of the 91 municipalities, or 63 percent saw their pull factor measure increase. The specific reason(s) underlying this increase are unclear at this time. However, it may be possible that the longer-term structural shifts of retailing away from at least some of the smaller communities may have essentially run their course.

Table 2. Weighted average pull factors by Nebraska town/city population size class for selected years and percent changes.

Town/City Population class	Average pull factors of taxable retail sales activity for selected years:			Percent change in pull factors from:	
	1990	2000	2005		
	--------- Pull Factors----------			1990 to 2000	2000 to 2005
Less than 500	0.551	0.505	0.500	-8.35%	-0.99%
500-999	0.728	0.594	0.671	-18.41%	12.96%
1,000-2,499	0.960	0.753	0.793	-21.56%	5.31%
2,500-4,999	1.177	1.118	1.101	-5.01%	-1.52%
5,000-9,999	1.100	1.084	1.029	-1.45%	-5.07%
10,000-19,000	1.287	1.189	1.213	-7.61%	2.02%
20,000-99,999	1.262	1.350	1.189	6.97%	-11.93%
100,000 and over	1.403	1.576	1.465	12.33%	-7.04%

Based on taxable retail sales as reported to the Nebraska Department of Revenue.

Figure 6. Mean and median pull factors by town/city size classes, 2005



There are 60 municipalities with populations of 1,000 to 2,500; and this size group also experienced some improvement in average retail pull factor between 2000 and 2005. Still, their size typically limits their retail performance, and significant trade leakage generally occurs.

For the 17 towns of 2,500 to 4,999, a fairly consistent trade pattern is evident since 1990. They are basically capturing the trade of their population equivalent plus 10 percent. However, given that the median pull factor for this class is less than 1.0, this is evidence that the modest trade capture is not being distributed evenly across these towns. As seen in Appendix Table 3, the town pull factors vary widely from .75 in Central City and Falls City to 1.90 in Valentine. In several instances, they represent area trade center towns in the more rural areas of the state, and maintain robust, albeit smaller, retail functions. Should consumer transportation costs increase sharply in the future, these smaller centers may experience some resurgence in retailing activity.

Towns of 5,000 to 9,999 clearly can perform a more comprehensive retailing role than their smaller counterparts; and yet their average retail trade performance is relatively modest. To be sure, some communities in this group of 16 are very strong retail centers, but a good number are geographically located in close proximity to a much larger center such that trade capture is difficult.

Moving into the three largest size class of municipalities, retail trade capture is more the norm than the exception. With the exception of those adjacent to a metropolitan center, there is strong retailing activity in 2005, even though the percentage changes in average pull factor since 2000 have decreased for the two largest classes (these decreases are

essentially more a function of these communities growing more rapidly in population over that time period than their retailing volume, which tends to lag population growth). The evidence is substantial that the larger cities of the state command a dominant retail role; and while changes can and do occur over time, it is quite unlikely that this dominance will ever subside.

High Retail Performance Towns/Cities

The retail data and analysis suggest great variability across municipalities, even when compared with their similar-sized counterparts. Therefore, it is useful to identify the high-performance towns/cities and attempt to understand the contributing factors to their strong retailing activity.

With the exception of the smallest town size class, which tends to reflect extreme variability and volatility over time due to their relatively small trade volume, we have identified the top five towns in each class by their 2005 taxable retail sales pull factor (Table 3). In the 500 to 999 population size class, Mead and Doniphan essentially shared top ranking in 2005, with trade capture of more than twice their population equivalents. The fact that they are experiencing rather substantial population growth as bedroom communities to larger population centers gives them a trade draw, particularly for the more basic retail goods and services where convenience is important to customers. As can be noted in Table 4, the community of Mead, NE has experienced considerable growth in their trade activity since 1990 as evidenced by the largest percentage increase in pull factor of any of the communities in the size class.

For towns of 1,000 to 2,499, the top five retail trade performers were all county-seat communities in lower population-density areas of the state. Their role tends to be the primary local trade center for the surrounding area, and consequently they capture a sizable trade volume beyond their own population equivalents. Particularly the near-by agricultural industry looks to these communities as key centers for such needs as banking services, livestock auction barns, feed and veterinarian services, agricultural cooperatives, farm machinery supplies and services, etc. But, while the retailing presence of these top performers remains robust, they are not necessarily experiencing greater trade capture over time as evidenced by the fact that only one of these five communities ranked in the top five regarding percentage growth of their pull factors between 1990 and 2005 (Table 4). The other four towns experiencing the greatest growth all were communities in the shadow of rapid metropolitan growth in southeastern Nebraska.

To a large extent, the same pattern noted above is also evident in the 2,500 to 4,999 class of communities. All are county-seat towns who serve a strong fairly large and significant agricultural region. Valentine, particularly, is a strong trade center for a geographically large trade area in north-central Nebraska. It performs retail functions beyond what its size would suggest because of its distance from larger, metro trade centers. Moreover, it has also experienced some impressive growth in trade capture performance since 1990, some of which appears to be attributable to growth of its tourism industry in the region. However, for this size class, the largest growth in pull factors from 1990 to 2005 were captured by Gretna and Waverly, both towns near the state’s metro centers.

Table 3. Towns/cities with highest 2005 retail pull factors by selected population size classes.[ab]

Town/city Population Class	Number of incorporated towns/cities	Highest ranking town/cities by 2005 pull factor				
		1st	2nd	3rd	4th	5th
500-999	91	Mead (2.089)	Doniphan (2.069)	Waterloo (1.808)	Ceresco (1.570)	Humphrey (1.506)
1,000-2,499	60	Hartington (1.694)	Grant (1.592)	Neligh (1.424)	Ainsworth (1.422)	Atkinson (1.387)
2,500-4,999	17	Valentine (1.896)	Broken Bow (1.630)	O'Neill (1.591)	Ogallala (1.485)	West Point (1.438)
5,000-9,999	16	York (1.861)	Sidney (1.831)	McCook (1.596)	Chadron (1.275)	Blair (1.157)
10,000-19,999	5	Scottsbluff (2.003)	Beatrice (1.186)	Lexington (1.121)	La Vista (1.017)	S Sioux City (0.739)
20,000-99,999	10	Norfolk (1.806)	Kearney (1.749)	Grand Island (1.670)	North Platte (1.499)	Columbus (1.375)
100,000 and more	2	Omaha (1.653)	Lincoln (1.277)	b	b	b

[a] Towns with fewer than 500 were not ranked due to their extreme variability.
[b] There are only two Nebraska cities in this population size class.

Most of the top performers in the smaller cities with population of 5,000 to 9,999 represent trade centers which have maintained strong retail activities for many years. In some cases it can be attributable to their relative size in a large geographic trade area—McCook and Chadron. For York, with the highest 2005 pull factor, proximity to major transportation networks, has, no doubt, contributed to both its trade volume and its growth over the past 15 years. Sidney represents a unique situation in that a single retailer, *Cabela's*, is headquartered here and captures considerable retail volume through its local retail outlet as well as in-state catalog sales (which are also added to taxable sales for Sidney in this data series). "Big-box retailers" have placed retail outlets in many communities of this size class in recent years. Population size and their locational proximities to transportation networks, etc. are seen as desirable attributes. While the distribution of sales across the retail outlets can and does lead to *win-lose* outcomes when these large entities appear, there is usually some growth in aggregate retail volume for the trade center as a whole, at least in the early years of their presence.

Table 4.Towns/cities with highest pull factor percentage increase from 1990-2005 by population size classes.[ab]

Town/city Population Class	Number of incorporated towns/cities	Highest percentage change in pull factor between 1990-2005				
		1st	2nd	3rd	4th	5th
500-999	91	Mead (+282)	Firth (+201)	Doniphan (+114)	Ft. Calhoun (+106)	Peru (+102)
1,000-2,499	60	Springfield (+291)	Eagle (+98)	Valley (+83)	Atkinson (+23)	Hickman (+19)
2,500-4,999	17	Gretna (+152)	Waverly (+63)	Valentine (+13)	Broken Bow (+3)	Cozad (-8)
5,000-9,999	16	Sidney (+65)	Chadron (+51)	Ralston (+35)	York (+26)	Plattsmouth (+25)
10,000-19,999	5	La Vista (+107)	Beatrice (+6)	Scottsbluff (+4)	Lexington (-29)	S Sioux City (-35)
20,000-99,999	10	Papillion (+33)	Kearney (+24)	North Platte (+20)	Norfolk (+15)	Grand Island (+12)
100,000 and more	2	Lincoln (+18)	Omaha (+4)	***	***	***

[a]Towns with fewer than 500 population were not ranked due to their extreme variability.
[b]There are only two Nebraska Cities in this population size class.

There are only five Nebraska communities with populations of 10,000 to 19,999; therefore, Table 3 is not particularly revealing. It does show considerable variation in which Scottsbluff records an extremely strong retail pull factor in 2005 while the other similar-sized communities are distant in their respective pull factor measures. Clearly, Scottsbluff remains as a very strong larger trade center in western Nebraska. While La Vista has experienced considerable growth in pull factor performance since 1990, it remains at just over 1.0 in 2005, essentially still not capturing a trade volume beyond its population equivalent.

The ten cities in the 20,000 to 99,000 size class are clearly of a size where very robust retailing can and usually does occur. The top five performing cities are all regional trade centers for the state, providing a full array of retail trade for their regional populations. Their trade capture performance is impressive, with the top three cities registering larger pull factors in 2005 than Omaha, the state's largest city.

For the state's two largest population centers, Omaha remains a powerful player in the state's retailing sector. Because of sheer population numbers, and continually large trade capture presence, it operates as a "retail magnet". Not only does it draw from a rapidly growing surrounding metropolitan area, but also drawing trade from hundreds of miles away. Omaha's retail economy is impressive. However, despite this dominance, Lincoln's retail trade presence has continued to grow nicely since 1990, even though it is only 50 miles away from Omaha.

Conclusions and Implications

For the period, 1990-2005 substantial changes have occurred in Nebraska retailing. These changes are due to (1) external and internal forces; (2) supplier and consumer decisions; and (3) ever-shifting population patterns. More and more of the state's retailing volume continues to move towards the larger population centers. The combination of large volume outlets on the supply side and declining consumer loyalty on the demand side has shifted retailing patterns.

In general, these trends do not bode well for many of the smaller towns across the state. Maintaining a "critical retail mass"—both in terms of dollar volume and retail diversity – is an ever-present challenge. In the extreme situations these smaller trade centers are only a shell of what they were a generation or two ago. Many have experienced an ever-diminishing retailing role, providing only the most basic of retail goods and services.

Yet, despite the major shifts, there are communities scattered across the complete size continuum that remain viable retail centers – albeit with an ever-changing retail mix. For some communities sheer distance/isolation from larger trade centers continues to give them a relative advantage in performing a valuable retailing function for the area residents. For other smaller communities, just the opposite seems to be occurring – being in the shadow of a larger metro trade center gives an opportunity to serve a growing population, not only with basic/convenience goods and services but also with retail "niches" for specialty products. Still others are overcoming travel distance barriers via internet sales and marketing which "levels the geographic playing field" for retailers. In short, there are, indeed, innumerable success stories that would imply that retailing can, and will, remain robust across the state – if not in every town at least in every county or multi-county region.

There are also a number of forces that may provide a new perspective for retail communities in the future. First, there may well be a future fundamental change in the consumer economy as society adjusts to a more costly and less-sustainable petroleum-based economy. Subtlety, but surely, a variety of forces could play out that could suggest the following:

- Consumers will travel shorter distances as fuel prices rise.
- Scale economies of large retailers will shrink as their global supply network factors in escalating transportation costs of moving goods great distances.

- Sheer mobility of people across geographic space will subside, shrinking daily commuting distances and with that the retail trade draw of the larger, more distant centers.
- The material-oriented, high-consumption economy, historically subsidized by cheap petroleum energy, simply may not be sustainable in the long run. Lower consumption levels may shift emphasis from mass-volume retailing of standardized products to more specialized consumer goods and services for which smaller local retail centers may still retain some comparative advantage.

In short, an energy crisis could change our very mobile, but unsustainable, economy into a more geographically-centered place-based focus.

Second, an electronic age may issue in an internet-driven retailing economy that literally expands a retailer's trade area to the global level. More retail players, not fewer, could be part of a more information-based, consumer-driven retail function that focuses relatively more on a market of services and less on mass retailing of advertised-driven demand for "essential sameness." Clearly, there is movement in this direction already in the form of consumer preference for organic and/or local grown foods, "green" product markets and goods for which sustainability can be documented. If, in fact, this movement continues to evolve, then both information and marketing access via internet will be the focal point. According to the U.S. Department of Commerce, U.S. e-commerce sales in 2006 exceeded $113 billion, a 40 percent increase over 2005 sales volume. (U.S. Department of Commerce.) Retailing will take a more "geographic neutral" dynamic; and literally every consumer will experience less influence of historical market forces. To the extent that the "personal connectedness" of smaller retailers and smaller trade centers can be captured in such an internet-based retail economy, the smaller retail trade centers of today's world may experience some economic revival as they tie into "emerging niches in big-box glitches."

Finally, one can not ignore that this state may well experience a rural economic revival, as people and natural resources of the state participate in the emerging renewable energy economy. Being natural-resource based, the location of this energy-driven economic growth will be largely in the non-metropolitan areas. Still in its early phases, much of its impact remains unclear. But, there is certainly evidence to suggest a new value-based agricultural and rural economy that may well contribute, if not to a resurgence of population, at least to the curbing of population decline, and with it will be a stronger consumer base for many of the smaller non-metropolitan trade centers of the state. Retail viability of smaller places could rebound, especially for those centers which still offer essential yet high-quality retail services as well as critical quality-of-life variables that attract new residents.

In summary, the dynamics of retailing seems poised for fundamental change in the near future. There will be challenges to be sure, but also encouraging opportunities in which literally all of Nebraska can participate.

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Appendix

Appendix Table 1. County Population, Taxable Sales, and Estimated Retail Pull Factors by County Classes, 2005

	2005 POPULATION (Est.)	NET TAXABLE SALES 2005 (In Dollars)	SALES PER CAPITA 2005 (In Dollars)	2005 PULL FACTOR
RURAL COUNTIES				
Antelope	7,004	36,337,065	5,188	0.485
Arthur	378	930,794	2,462	0.230
Banner	733	438,769	599	0.056
Blaine	484	1,201,696	2,483	0.232
Boone	5,772	31,768,160	5,504	0.514
Boyd	2,261	7,771,777	3,437	0.321
Brown	3,328	28,224,204	8,481	0.792
Burt	7,455	37,903,082	5,084	0.475
Cedar	9,066	45,830,525	5,055	0.472
Chase	3,866	32,171,759	8,322	0.777
Clay	6,733	26,599,829	3,951	0.369
Deuel	2,004	13,739,837	6,856	0.641
Dixon	6,155	10,902,808	1,771	0.165
Dundy	2,133	8,608,323	4,036	0.377
Fillmore	6,385	38,632,556	6,051	0.565
Franklin	3,421	11,184,713	3,269	0.305
Frontier	2,795	8,865,494	3,172	0.296
Furnas	5,019	31,201,276	6,217	0.581
Garden	1,997	8,155,594	4,084	0.382
Garfield	1,816	13,878,017	7,642	0.714
Gosper	2,020	6,012,663	2,977	0.278
Grant	670	5,378,215	8,027	0.750
Greeley	2,512	9,793,786	3,899	0.364
Harlan	3,462	11,049,481	3,192	0.298
Hayes	1,027	1,092,254	1,064	0.099
Hitchcock	2,970	10,794,406	3,634	0.340
Hooker	744	5,877,211	7,899	0.738
Howard	6,708	26,777,923	3,992	0.373
Johnson	4,695	17,831,169	3,798	0.355
Keya Paha	902	2,087,492	2,314	0.216
Kimball	3,782	23,073,481	6,101	0.570
Knox	8,916	38,887,642	4,362	0.407
Logan	740	2,257,527	3,051	0.285
Loup	686	638,912	931	0.087
McPherson	507	399,410	788	0.074
Morrill	5,165	23,753,260	4,599	0.430
Nance	3,666	13,590,623	3,707	0.346
Nuckolls	4,739	30,473,922	6,430	0.601
Pawnee	2,878	7,741,189	2,690	0.251
Perkins	3,057	23,341,456	7,635	0.713
Pierce	7,600	30,945,684	4,072	0.380
Polk	5,421	29,017,860	5,353	0.500
Rock	1,567	7,297,965	4,657	0.435
Sheridan	5,668	37,700,833	6,652	0.621

	2005 POPULATION (Est.)	NET TAXABLE SALES 2005 (In Dollars)	SALES PER CAPITA 2005 (In Dollars)	2005 PULL FACTOR
Sherman	3,112	8,505,678	2,733	0.255
Sioux	1,458	2,024,284	1,388	0.130
Stanton	6,534	12,163,445	1,862	0.174
Thayer	5,436	28,334,809	5,212	0.487
Thomas	623	4,104,982	6,589	0.616
Thurston	7,365	14,683,150	1,994	0.186
Valley	4,402	34,127,695	7,753	0.724
Webster	3,762	18,448,655	4,904	0.458
Wheeler	820	1,979,279	2,414	0.226
RURAL TOTALS:	**192,419**	**884,532,619**	**4,597**	**0.429**
AVERAGE:	**3,631**	**16,689,295**	**4,346**	**0.406**
MEDIAN:	**3,328**	**12,163,445**	**4,036**	**0.377**
SMALL TRADE COUNTIES				
Butler	8,720	30,227,522	3,466	0.324
Cherry	6,098	59,479,685	9,754	0.911
Cheyenne	9,993	129,718,957	12,981	1.213
Colfax	10,433	43,606,771	4,180	0.390
Cuming	9,688	71,059,431	7,335	0.685
Custer	11,410	77,229,964	6,769	0.632
Dawes	8,636	80,202,429	9,287	0.868
Hamilton	9,568	41,644,949	4,353	0.407
Holt	10,784	87,570,936	8,120	0.759
Jefferson	7,925	53,167,245	6,709	0.627
Kearney	6,774	27,127,226	4,005	0.374
Keith	8,330	83,721,824	10,051	0.939
Merrick	8,066	34,241,939	4,245	0.397
Nemaha	6,965	36,482,194	5,238	0.489
Otoe	15,509	103,656,959	6,684	0.624
Phelps	9,449	70,873,034	7,501	0.701
Richardson	8,732	41,757,291	4,782	0.447
Saline	14,195	62,326,938	4,391	0.410
Saunders	20,458	98,177,513	4,799	0.448
Seward	16,739	94,602,279	5,652	0.528
Wayne	9,211	56,880,995	6,175	0.577
SMALL TRADE TOTALS:	**217,683**	**1,383,756,081**	**6,357**	**0.594**
AVERAGE:	**10,366**	**65,893,147**	**6,499**	**0.607**
MEDIAN:	**9,449**	**62,326,938**	**6,175**	**0.577**
LARGE TRADE COUNTIES				
Adams	33,070	322,979,394	9,767	0.912
Box Butte	11,374	79,382,154	6,979	0.652
Buffalo	43,572	584,680,853	13,419	1.254
Dawson	24,617	204,377,844	8,302	0.776
Dodge	36,078	374,774,114	10,388	0.970
Gage	23,306	187,810,918	8,058	0.753

	2005 POPULATION (Est.)	NET TAXABLE SALES 2005 (In Dollars)	SALES PER CAPITA 2005 (In Dollars)	2005 PULL FACTOR
Hall	55,104	831,862,115	15,096	1.410
Lincoln	35,636	405,693,577	11,384	1.064
Madison	35,488	493,328,764	13,901	1.299
Platte	31,262	329,712,881	10,547	0.985
Red Willow	11,060	136,267,868	12,321	1.151
Scotts Bluff	36,752	392,786,525	10,687	0.998
York	14,397	174,044,925	12,089	1.129
LARGE TRADE				
TOTALS:	**391,716**	**4,517,701,932**	**11,533**	**1.078**
AVERAGE:	**30,132**	**347,515,533**	**10,995**	**1.027**
MEDIAN:	**33,070**	**329,712,881**	**15,096**	**0.998**
NON-METRO				
TOTALS:	**801,818**	**6,785,990,632**	**8,463**	**0.791**
AVERAGE:	**14,709**	**143,365,992**	**7,280**	**0.680**
MEDIAN:	**9,449**	**62,326,938**	**6,175**	**0.577**
METRO COUNTIES				
Cass	25,734	106,891,488	4,154	0.388
Dakota	20,349	107,720,448	5,294	0.495
Douglas	486,929	7,507,569,468	15,418	1.440
Lancaster	264,814	3,360,670,999	12,691	1.186
Sarpy	139,371	840,660,751	6,032	0.564
Washington	19,772	115,736,222	5,854	0.547
METRO TOTALS:	**956,969**	**12,039,249,376**	**12,581**	**1.175**
AVERAGE:	**159,495**	**2,006,541,563**	**8,240**	**0.770**
MEDIAN:	**82,553**	**478,198,487**	**5,943**	**0.555**
STATE TOTALS:	**1,758,787**	**18,825,240,008**	**10,704**	
STATE AVERAGE:	**18,912**	**202,421,936**	**6,013**	**0.562**
STATE MEDIAN:	**6,708**	**31,768,160**	**5,238**	**0.489**

Appendix Table II. Town/City Population, Taxable Sales and Estimated Retail Pull Factors by Size Class, 2005.

Town	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor
<500 Population				
Adams	486	2,826,000	5,815	0.543
Alexandria	197	144,841	735	0.069
Allen	400	728,249	1,821	0.170
Alvo	144	61,744	429	0.040
Ames	N/A	489,676		
Amherst	269	937,964	3,487	0.326
Anselmo	152	608,112	4,001	0.374
Ansley	493	3,410,803	6,918	0.646
Arcadia	337	2,786,987	8,270	0.773
Arthur	123	930,794	7,567	0.707
Ashton	220	955,272	4,342	0.406
Avoca	274	1,940,365	7,082	0.662
Ayr	103	741,511	7,199	0.673
Bancroft	490	3,922,168	8,004	0.748
Barneston	122	149,620	1,226	0.115
Bartlett	115	991,553	8,622	0.806
Bartley	348	1,343,153	3,860	0.361
Beaver Crossing	445	1,546,557	3,475	0.325
Bee	217	403,458	1,859	0.174
Belden	124	254,050	2,049	0.191
Belgrade	121	452,341	3,738	0.349
Bellwood	437	1,755,064	4,016	0.375
Belvidere	89	999,439	11,230	1.049
Benedict	276	860,238	3,117	0.291
Berwyn	131	266,227	2,032	0.190
Big Springs	399	7,517,696	18,841	1.760
Bladen	275	881,820	3,207	0.300
Blue Springs	376	468,299	1,245	0.116
Boelus	221	552,682	2,501	0.234
Bradshaw	326	1,348,650	4,137	0.386
Brady	379	928,654	2,450	0.229
Brainard	346	2,286,403	6,608	0.617
Brewster	24	215,842	8,993	0.840
Bristow	82	560,978	6,841	0.639
Broadwater	135	464,145	3,438	0.321
Brownville	137	704,419	5,142	0.480
Brule	334	2,068,901	6,194	0.579
Bruning	262	3,174,357	12,116	1.132
Bruno	103	358,072	3,476	0.325
Brunswick	167	793,587	4,752	0.444
Burchard	97	563,877	5,813	0.543
Burr	65	402,150	6,187	0.578
Bushnell	147	74,808	509	0.048
Butte	344	1,613,190	4,690	0.438
Byron	131	786,432	6,003	0.561

Town	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor
Campbell	370	1,271,892	3,438	0.321
Carleton	124	591,800	4,773	0.446
Carroll	219	456,322	2,084	0.195
Cedar Creek	409	505,690	1,236	0.116
Cedar Rapids	371	2,288,381	6,168	0.576
Center	84	220,202	2,621	0.245
Chambers	312	1,329,689	4,262	0.398
Chapman	331	2,482,803	7,501	0.701
Chester	256	837,800	3,273	0.306
Clarks	341	2,634,604	7,726	0.722
Clatonia	268	1,145,759	4,275	0.399
Clearwater	357	2,786,351	7,805	0.729
Cody	148	817,218	5,522	0.516
Coleridge	501	1,267,932	2,531	0.236
Colon	136	296,245	2,178	0.204
Comstock	103	67,699	657	0.061
Concord	156	132,471	849	0.079
Cook	309	953,917	3,087	0.288
Cordova	122	536,599	4,398	0.411
Cortland	492	1,661,068	3,376	0.315
Craig	235	623,505	2,653	0.248
Creston	213	1,497,532	7,031	0.657
Dalton	322	394,903	1,226	0.115
Danbury	124	231,543	1,867	0.174
Dannebrog	346	1,588,119	4,590	0.429
Davenport	296	2,052,495	6,934	0.648
Davey	156	1,852,340	11,874	1.109
Dawson	196	753,945	3,847	0.359
Daykin	167	1,886,848	11,298	1.056
Denton	211	1,718,204	8,143	0.761
Deweese	78	218,724	2,804	0.262
Diller	279	1,428,183	5,119	0.478
Dix	247	634,380	2,568	0.240
Dixon	105	163,358	1,556	0.145
Douglas	229	699,004	3,052	0.285
DuBois	154	343,418	2,230	0.208
Dunbar	235	933,513	3,972	0.371
Duncan	340	802,083	2,359	0.220
Dunning	90	395,300	4,392	0.410
Dwight	255	558,929	2,192	0.205
Eddyville	100	77,142	771	0.072
Edison	148	981,767	6,634	0.620
Elba	239	819,746	3,430	0.320
Elk Creek	112	1,481,279	13,226	1.236
Elsie	135	1,313,801	9,732	0.909
Emmet	72	85,792	1,192	0.111
Endicott	135	1,000,332	7,410	0.692
Ericson	97	983,131	10,135	0.947
Eustis	410	2,405,411	5,867	0.548

Town	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor
Ewing	414	4,053,889	9,792	0.915
Fairfield	441	1,116,954	2,533	0.237
Farnam	232	666,531	2,873	0.268
Farwell	145	1,209,369	8,340	0.779
Filley	175	1,139,098	6,509	0.608
Fordyce	173	1,878,416	10,858	1.014
Funk	193	503,246	2,607	0.244
Garland	246	999,209	4,062	0.379
Giltner	400	1,655,796	4,139	0.387
Glenvil	311	487,146	1,566	0.146
Goehner	176	190,487	1,082	0.101
Grafton	145	516,622	3,563	0.333
Greeley	477	1,804,867	3,784	0.353
Gresham	261	1,017,279	3,898	0.364
Guide Rock	220	789,455	3,588	0.335
Gurley	230	498,546	2,168	0.203
Hadar	325	1,257,823	3,870	0.362
Haigler	199	122,385	615	0.057
Hallam	566	388,817	687	0.064
Halsey	51	208,804	4,094	0.382
Hampton	439	2,717,153	6,189	0.578
Hardy	170	502,092	2,953	0.276
Harrisburg	73	320,267	4,387	0.410
Harrison	277	1,924,184	6,947	0.649
Hayes Center	226	956,913	4,234	0.396
Hazard	61	67,137	1,101	0.103
Heartwell	81	76,423	943	0.088
Herman	301	1,001,802	3,328	0.311
Hildreth	352	1,105,236	3,140	0.293
Holbrook	217	819,979	3,779	0.353
Holstein	240	850,996	3,546	0.331
Hordville	150	344,255	2,295	0.214
Hoskins	263	804,667	3,060	0.286
Hubbard	244	674,566	2,765	0.258
Hubbell	66	386,507	5,856	0.547
Hyannis	257	4,243,244	16,511	1.542
Ithaca	167	495,369	2,966	0.277
Jackson	207	3,864,674	18,670	1.744
Jansen	139	1,891,106	13,605	1.271
Johnson	253	974,982	3,854	0.360
Johnstown	51	285,281	5,594	0.523
Kennard	386	707,717	1,833	0.171
Keystone	225	912,359	4,055	0.379
Kilgore	99	862,196	8,709	0.814
Lawrence	297	1,974,231	6,647	0.621
Lebanon	68	34,133	502	0.047
Leigh	432	2,989,344	6,920	0.646
Lemoyne	396	547,678	1,383	0.129
Lewellen	244	1,860,245	7,624	0.712

Town	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor
Liberty	86	106,206	1,235	0.115
Lindsay	270	2,365,156	8,760	0.818
Linwood	116	92,058	794	0.074
Litchfield	260	968,508	3,725	0.348
Lodgepole	359	1,198,442	3,338	0.312
Long Pine	339	1,664,879	4,911	0.459
Loomis	375	1,219,649	3,252	0.304
Lyman	408	653,617	1,602	0.150
Lynch	239	1,627,411	6,809	0.636
Madrid	256	2,269,824	8,867	0.828
Malcolm	441	1,958,092	4,440	0.415
Malmo	103	677,232	6,575	0.614
Manley	196	275,590	1,406	0.131
Marquette	281	580,341	2,065	0.193
Martell	N/A	1,484,744		
Mason City	174	682,951	3,925	0.367
Maxwell	323	1,137,190	3,521	0.329
Maywood	294	955,252	3,249	0.304
McCool Jct.	418	2,513,362	6,013	0.562
Meadow Grove	301	1,306,822	4,342	0.406
Merna	384	1,813,979	4,724	0.441
Merriman	117	584,993	5,000	0.467
Miller	154	739,929	4,805	0.449
Milligan	299	2,330,672	7,795	0.728
Monroe	300	2,544,592	8,482	0.792
Morse Bluff	133	1,840,371	13,837	1.293
Mullen	497	5,877,211	11,825	1.105
Murdock	273	1,205,343	4,415	0.412
Murray	494	4,055,584	8,210	0.767
Naper	98	578,609	5,904	0.552
Naponee	125	105,096	841	0.079
Nehawka	228	1,800,142	7,895	0.738
Nemaha	177	123,454	697	0.065
Newcastle	285	719,015	2,523	0.236
Newport	89	228,254	2,565	0.240
Nickerson	429	1,074,804	2,505	0.234
Niobrara	358	3,349,487	9,356	0.874
North Loup	316	947,780	2,999	0.280
Oakdale	321	267,979	835	0.078
Oconto	138	896,223	6,494	0.607
Octavia	143	1,046,914	7,321	0.684
Odell	336	1,759,341	5,236	0.489
Ohiowa	135	173,164	1,283	0.120
Ong	65	108,574	1,670	0.156
Orchard	359	2,181,310	6,076	0.568
Orleans	380	789,774	2,078	0.194
Otoe	215	551,592	2,566	0.240
Page	147	726,716	4,944	0.462
Palisade	377	3,668,112	9,730	0.909

Town	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor
Palmer	458	1,601,417	3,497	0.327
Panama	249	461,177	1,852	0.173
Petersburg	340	2,163,026	6,362	0.594
Phillips	337	365,791	1,085	0.101
Pickrell	183	4,651,388	25,417	2.375
Pilger	372	1,869,908	5,027	0.470
Platte Center	350	1,599,499	4,570	0.427
Pleasant Dale	243	1,526,569	6,282	0.587
Pleasanton	344	1,994,319	5,797	0.542
Plymouth	443	5,051,122	11,402	1.065
Polk	301	1,974,195	6,559	0.613
Potter	411	1,403,799	3,416	0.319
Prague	331	954,482	2,884	0.269
Primrose	64	141,060	2,204	0.206
Prosser	99	1,131,373	11,428	1.068
Raymond	195	3,444,341	17,663	1.650
Republican City	187	2,032,415	10,869	1.015
Richland	89	410,143	4,608	0.431
Rising City	381	1,046,914	2,748	0.257
Riverdale	206	1,763,300	8,560	0.800
Roca	213	18,787,317	88,203	8.240
Rockville	103	337,546	3,277	0.306
Rogers	93	139,302	1,498	0.140
Rosalie	197	199,811	1,014	0.095
Roseland	254	563,280	2,218	0.207
Royal	70	460,509	6,579	0.615
Rulo	212	556,705	2,626	0.245
Ruskin	185	1,234,198	6,671	0.623
Salem	125	226,954	1,816	0.170
Scotia	287	1,179,481	4,110	0.384
Senaca	43	67,425	1,568	0.146
Shickley	358	5,399,691	15,083	1.409
Shubert	236	261,769	1,109	0.104
Silver Creek	428	3,464,856	8,095	0.756
Smithfield	63	535,385	8,498	0.794
Snyder	304	1,917,852	6,309	0.589
South Bend	88	161,377	1,834	0.171
Sparks	69	312,011	4,522	0.422
Springview	217	1,771,257	8,162	0.763
Stamford	187	332,382	1,777	0.166
Staplehurst	257	443,246	1,725	0.161
Stapleton	288	2,255,049	7,830	0.732
Steinauer	70	314,520	4,493	0.420
Stella	207	1,217,451	5,881	0.549
Sterling	495	2,254,528	4,555	0.426
Stratton	373	1,647,396	4,417	0.413
Sumner	241	1,362,877	5,655	0.528
Swanton	106	216,558	2,043	0.191
Table Rock	249	1,860,092	7,470	0.698

Town	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor
Talmage	265	433,879	1,637	0.153
Taylor	195	447,330	2,294	0.214
Thedford	180	3,828,753	21,271	1.987
Thurston	127	241,185	1,899	0.177
Tobias	158	203,670	1,289	0.120
Trenton	477	3,109,723	6,519	0.609
Trumbull	201	1,482,676	7,376	0.689
Uehling	264	1,000,902	3,791	0.354
Ulysses	264	690,324	2,615	0.244
Unadilla	340	1,260,851	3,708	0.346
Union	264	823,306	3,119	0.291
Upland	170	557,492	3,279	0.306
Venango	162	248,576	1,534	0.143
Verdigre	486	3,576,169	7,358	0.687
Verdon	199	404,152	2,031	0.190
Virginia	67	280,997	4,194	0.392
Waco	261	1,987,097	7,613	0.711
Wallace	321	1,337,772	4,168	0.389
Waterbury	87	430,100	4,944	0.462
Wellfleet	78	311,306	3,991	0.373
Western	287	494,822	1,724	0.161
Weston	307	1,252,269	4,079	0.381
Whiteclay	14	3,756,504	268,322	25.067
Whitney	88	199,507	2,267	0.212
Wilcox	351	1,530,947	4,362	0.407
Wilsonville	114	125,328	1,099	0.103
Winnetoon	66	175,524	2,659	0.248
Winside	433	922,988	2,132	0.199
Wolbach	267	1,237,953	4,637	0.433
Wynot	175	847,976	4,846	0.453
Average:	239	1,270,381	6,199	0.500
Median:	232	922,988	4,062	0.379
500-999 Population				
Alda	651	5,710,729	8,772	0.820
Arapahoe	954	9,574,567	10,036	0.938
Arnold	618	4,003,791	6,479	0.605
Axtell	708	1,399,657	1,977	0.185
Bassett	660	7,065,587	10,705	1.000
Beaver City	597	1,767,827	2,961	0.277
Beemer	717	4,798,814	6,693	0.625
Benkelman	914	8,316,516	9,099	0.850
Bennet	681	4,774,607	7,011	0.655
Bennington	913	11,663,071	12,774	1.193
Bertrand	791	4,582,209	5,793	0.541
Blue Hill	798	6,325,522	7,927	0.741
Cairo	787	4,218,502	5,360	0.501
Callaway	625	2,693,468	4,310	0.403
Cambridge	971	12,265,164	12,631	1.180

Town	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor
Cedar Bluffs	617	1,239,422	2,009	0.188
Ceresco	899	15,104,835	16,802	1.570
Champion	517	243,929	472	0.044
Chappel	935	5,999,542	6,417	0.599
Clarkson	680	6,800,412	10,001	0.934
Clay Center	813	4,047,153	4,978	0.465
Crofton	710	6,460,569	9,099	0.850
Culbertson	559	2,178,388	3,897	0.364
Curtis	736	5,277,546	7,171	0.670
Decatur	583	3,779,736	6,483	0.606
Deshler	790	4,861,088	6,153	0.575
DeWitt	577	1,931,458	3,347	0.313
Dodge	683	4,020,983	5,887	0.550
Doniphan	762	16,877,182	22,149	2.069
Dorchester	630	2,383,069	3,783	0.353
Edgar	508	5,549,255	10,924	1.021
Elgin	681	5,752,661	8,447	0.789
Elm Creek	867	7,475,911	8,623	0.806
Elmwood	715	3,009,632	4,209	0.393
Elwood	712	4,985,962	7,003	0.654
Emerson	816	2,372,523	2,908	0.272
Exeter	679	4,001,539	5,893	0.551
Fairmont	659	4,073,864	6,182	0.578
Firth	687	10,988,408	15,995	1.494
Franklin	980	7,880,971	8,042	0.751
Ft. Calhoun	917	9,987,355	10,891	1.018
Genoa	883	4,844,683	5,487	0.513
Greenwood	590	5,358,506	9,082	0.848
Hallam	566	388,817	687	0.064
Harvard	943	1,533,137	1,626	0.152
Hay Springs	585	6,133,615	10,485	0.980
Hemingford	916	6,116,973	6,678	0.624
Henderson	999	9,045,727	9,055	0.846
Hershey	568	4,380,613	7,712	0.721
Homer	603	1,314,023	2,179	0.204
Hooper	798	5,675,917	7,113	0.664
Howells	635	4,810,737	7,576	0.708
Humboldt	852	4,371,116	5,130	0.479
Humphrey	768	12,381,723	16,122	1.506
Indianola	611	3,405,937	5,574	0.521
Juniata	729	4,901,291	6,723	0.628
Kenesaw	913	4,014,792	4,397	0.411
Laurel	924	6,460,297	6,992	0.653
Loup City	924	6,176,039	6,684	0.624
Lyons	912	5,643,949	6,189	0.578
Mead	623	13,932,024	22,363	2.089
Minatare	784	1,545,355	1,971	0.184
Morrill	941	5,633,036	5,986	0.559
Nelson	539	7,554,032	14,015	1.309

Town	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor
Newman Grove	774	3,982,015	5,145	0.481
Osceola	902	6,347,187	7,037	0.657
Oshkosh	766	5,980,427	7,807	0.729
Osmond	746	7,425,625	9,954	0.930
Overton	655	3,112,674	4,752	0.444
Oxford	806	5,416,789	6,721	0.628
Palmyra	543	2,266,488	4,174	0.390
Pawnee City	946	4,419,191	4,671	0.436
Paxton	548	4,992,531	9,110	0.851
Peru	778	2,403,040	3,089	0.289
Randolph	888	5,348,896	6,024	0.563
Rushville	902	5,232,470	5,801	0.542
Sargent	612	3,100,999	5,067	0.473
Scribner	968	5,928,941	6,125	0.572
Shelby	648	5,557,907	8,577	0.801
Spalding	502	5,512,101	10,980	1.026
Spencer	504	3,391,564	6,729	0.629
St. Edward	733	3,761,725	5,132	0.479
St. Libory	963	659,713	685	0.064
Stuart	577	3,790,739	6,570	0.614
Utica	825	5,534,130	6,708	0.627
Valparaiso	598	3,023,607	5,056	0.472
Walthill	917	1,200,301	1,309	0.122
Walton	561	1,646,891	2,936	0.274
Waterloo	506	9,791,118	19,350	1.808
Wauneta	577	4,601,008	7,974	0.745
Wausa	587	3,456,923	5,889	0.550
Average:	737	5,274,184	7,181	0.671
Median:	717	4,861,088	6,570	0.614
1,000-2,499 Pop.				
Ainsworth	1,717	26,141,326	15,225	1.422
Albion	1,672	23,405,637	13,999	1.308
Alma	1,110	7,279,888	6,558	0.613
Arlington	1,192	3,649,822	3,062	0.286
Ashland	2,493	20,602,917	8,264	0.772
Atkinson	1,151	17,093,051	14,851	1.387
Battle Creek	1,178	10,593,062	8,992	0.840
Bayard	1,155	6,458,336	5,592	0.522
Bloomfield	1,049	8,244,361	7,859	0.734
Bridgeport	1,493	16,767,341	11,231	1.049
Burwell	1,063	13,878,017	13,056	1.220
Crawford	1,035	7,342,953	7,095	0.663
Creighton	1,187	13,315,282	11,218	1.048
Dakota City	1,880	3,699,364	1,968	0.184
Eagle	1,155	6,292,784	5,448	0.509
Friend	1,204	10,953,238	9,097	0.850
Fullerton	1,259	8,293,531	6,587	0.615
Geneva	2,149	21,691,897	10,094	0.943

Town	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor
Gibbon	1,753	10,879,095	6,206	0.580
Gordon	1,589	22,124,847	13,924	1.301
Grant	1,145	19,509,255	17,039	1.592
Hartington	1,587	28,773,089	18,130	1.694
Hebron	1,410	14,216,305	10,082	0.942
Hickman	1,356	5,105,912	3,765	0.352
Imperial	1,876	26,925,389	14,353	1.341
Kimball	2,341	22,350,461	9,547	0.892
Louisville	1,073	8,638,872	8,051	0.752
Madison	2,309	9,663,472	4,185	0.391
Milford	2,053	14,718,584	7,169	0.670
Mitchell	1,796	8,462,062	4,712	0.440
Neligh	1,542	23,511,744	15,248	1.424
North Bend	1,211	7,274,238	6,007	0.561
Oakland	1,298	8,171,913	6,296	0.588
Ord	2,129	29,802,277	13,998	1.308
Pender	1,165	12,361,240	10,611	0.991
Pierce	1,730	11,595,658	6,703	0.626
Plainview	1,279	7,849,820	6,137	0.573
Ponca	1,042	3,557,503	3,414	0.319
Ravenna	1,281	8,973,731	7,005	0.654
Red Cloud	1,029	10,392,824	10,100	0.944
Shelton	1,125	8,475,272	7,534	0.704
Springfield	1,497	8,180,779	5,465	0.511
St. Paul	2,268	21,825,409	9,623	0.899
Stanton	1,629	9,175,220	5,632	0.526
Stromsburg	1,165	14,822,492	12,723	1.189
Superior	1,903	18,983,154	9,975	0.932
Sutherland	1,223	5,132,055	4,196	0.392
Sutton	1,394	11,852,339	8,502	0.794
Syracuse	1,835	17,112,782	9,326	0.871
Tecumseh	1,951	13,115,379	6,722	0.628
Tekamah	1,814	19,638,721	10,826	1.011
Tilden	1,053	4,555,236	4,326	0.404
Valley	1,829	27,152,903	14,846	1.387
Wakefield	1,340	4,767,083	3,558	0.332
Weeping Water	1,118	10,458,387	9,355	0.874
Wilber	1,799	7,174,090	3,988	0.373
Wisner	1,200	8,829,197	7,358	0.687
Wood River	1,200	7,574,259	6,312	0.590
Wymore	1,615	5,546,734	3,435	0.321
Yutan	1,217	3,570,941	2,934	0.274
Average:	1,489	12,808,392	8,492	0.793
Median:	1,348	10,525,725	7,696	0.719
2,500-4,999 Pop.				
Auburn	3,076	31,639,490	10,286	0.961
Aurora	4,282	35,799,086	8,360	0.781
Broken Bow	3,311	57,763,911	17,446	1.630

Town	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor
Central City	2,891	23,322,839	8,067	0.754
Cozad	4,222	46,394,117	10,989	1.027
David City	2,558	22,820,726	8,921	0.833
Fairbury	4,020	40,619,882	10,104	0.944
Falls City	4,218	33,939,371	8,046	0.752
Gothenburg	3,692	31,028,801	8,404	0.785
Gretna	4,860	60,566,866	12,462	1.164
Minden	2,913	23,957,686	8,224	0.768
Ogallala	4,696	74,659,492	15,899	1.485
O'Neill	3,483	59,318,587	17,031	1.591
Valentine	2,786	56,550,766	20,298	1.896
Wahoo	4,063	34,849,103	8,577	0.801
Waverly	2,693	32,036,823	11,896	1.111
West Point	3,476	53,508,823	15,394	1.438
Average:	3,602	42,280,963	11,789	1.101
Median:	3,483	35,799,086	10,286	0.961
5,000-9,999 Pop.				
Alliance	8,331	73,265,181	8,794	0.822
Blair	7,765	96,190,076	12,388	1.157
Chadron	5,320	72,629,275	13,652	1.275
Crete	6,308	38,820,427	6,154	0.575
Elkhorn	8,192	47,680,077	5,820	0.544
Gering	7,767	56,539,426	7,279	0.680
Holdrege	5,349	63,528,548	11,877	1.110
McCook	7,680	131,241,200	17,089	1.596
Nebraska City	7,035	79,331,506	11,277	1.054
Plattsmouth	7,023	56,817,866	8,090	0.756
Ralston	6,193	51,672,983	8,344	0.780
Schuyler	5,327	28,361,590	5,324	0.497
Seward	6,776	68,607,624	10,125	0.946
Sidney	6,442	126,223,267	19,594	1.831
Wayne	5,163	54,140,901	10,486	0.980
York	7,888	157,138,736	19,921	1.861
Average:	6,785	75,136,793	11,013	1.029
Median:	6,900	66,068,086	10,306	0.963
10,000-19,999 Pop.				
Beatrice	12,890	163,679,774	12,698	1.186
La Vista	15,692	170,779,881	10,883	1.017
Lexington	10,085	121,036,030	12,002	1.121
S Sioux City	11,979	94,814,234	7,915	0.739
Scottsbluff	14,814	317,567,323	21,437	2.003
Average:	13,092	173,575,448	12,987	1.213
Median:	12,890	163,679,774	12,002	1.121
20,000-99,999 Pop.				

Town	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor
Bellevue	47,334	363,063,380	7,670	0.717
Columbus	20,909	307,691,483	14,716	1.375
Fremont	25,314	346,713,184	13,696	1.280
Grand Island	44,546	796,486,442	17,880	1.670
Hastings	25,437	309,939,184	12,185	1.138
Kearney	28,958	542,010,426	18,717	1.749
Millard	25,099	3,584,554	143	0.013
Norfolk	23,946	462,868,934	19,330	1.806
North Platte	24,324	390,293,637	16,046	1.499
Papillion	20,431	140,940,957	6,898	0.644
Average:	28,630	366,359,218	12,728	1.189
Median:	25,207	354,888,282	14,206	1.327

Town >100,000 Pop.	**2005 Population** (Est.)	**2005 Net Taxable Sales** (In Dollars)	**2005 Retail Per Capita** (In Dollars)	**2005 Pull Factor**
Lincoln	239,213	3,270,989,091	13,674	1.277
Omaha	414,521	7,332,479,016	17,689	1.653
Average:	326,867	5,301,734,054	15,682	1.465
Median:	326,867	5,301,734,054	15,682	1.465
			10,704	0.995

Appendix Table III. County and Town Population, Taxable Sales and Retail Pull Factor, 2005*

County or Municipality	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor	2005 Percentage Of County Trade
Adams	33,070	322,979,394	9,767	0.912	
Ayr	103	741,511	7,199	0.673	0.23%
Hastings	25347	309,939,184	12,228	1.142	95.96%
Holstein	240	850,996	3,546	0.331	0.26%
Juniata	729	4,901,291	6,723	0.628	1.52%
Kenesaw	913	4,014,792	4,397	0.411	1.24%
Prosser	99	1,131,373	11,428	1.068	0.35%
Roseland	254	563,280	2,218	0.207	0.17%
Antelope	7,004	36,337,065	5,188	0.485	
Brunswick	167	793,587	4,752	0.444	2.18%
Clearwater	357	2,786,351	7,805	0.729	7.67%
Elgin	681	5,752,661	8,447	0.789	15.83%
Neligh	1,542	23,511,744	15,248	1.424	64.70%
Oakdale	321	267,979	835	0.078	0.74%
Orchard	359	2,181,310	6,076	0.568	6.00%
Royal	70	460,509	6,579	0.615	1.27%
Tilden	1,053	582,924	554	0.052	1.60%
Arthur	378	930,794	2,462	0.230	
Arthur	378	930,794	2,462	0.230	100%
Banner	733	438,769	599	0.056	
Harrisburg	73	320,267	4,387	0.410	73%
Blaine	484	1,201,696	2,483	0.232	
Brewster	24	215,842	8,993	0.840	17.96%
Dunning	90	395,300	4,392	0.410	32.90%
Boone	5,772	31,768,160	5,504	0.514	
Albion	1,672	23,405,637	13,999	1.308	73.68%
Cedar Rapids	371	2,288,381	6,168	0.576	7.20%
Petersburg	340	2,163,026	6,362	0.594	6.81%
Primrose	64	141,060	2,204	0.206	0.44%
St. Edward	733	3,761,725	5,132	0.479	11.84%
Box Butte	11,374	79,382,154	6,979	0.652	
Alliance	8,331	73,265,181	8,794	0.822	92.29%
Hemingford	916	6,116,973	6,678	0.624	7.71%

County or Municipality	2005 Population	2005 Net Taxable Sales	2005 Retail Per Capita	2005 Pull Factor	2005 Percentage Of County Trade
	(Est.)	(In Dollars)	(In Dollars)		
Boyd	2,261	7,771,777	3,437	0.321	
Bristow	82	560,978	6,841	0.639	7.22%
Butte	344	1,613,190	4,690	0.438	20.76%
Lynch	239	1,627,411	6,809	0.636	20.94%
Naper	98	578,609	5,904	0.552	7.45%
Spencer	504	3,391,564	6,729	0.629	43.64%
Brown	3,328	28,224,204	8,481	0.792	
Ainsworth	1,717	26,141,326	15,225	1.422	92.62%
Johnstown	51	285,281	5,594	0.523	1.01%
Long Pine	339	1,664,879	4,911	0.459	5.90%
Buffalo	43,572	584,680,853	13,419	1.254	
Amherst	269	937,964	3,487	0.326	0.16%
Elm Creek	867	7,475,911	8,623	0.806	1.28%
Gibbon	1,753	10,879,095	6,206	0.580	1.86%
Kearney	28,958	542,010,426	18,717	1.749	92.70%
Miller	154	739,929	4,805	0.449	0.13%
Pleasanton	344	1,994,319	5,797	0.542	0.34%
Ravenna	1,281	8,973,731	7,005	0.654	1.53%
Riverdale	206	1,763,300	8,560	0.800	0.30%
Shelton	1,125	8,475,272	7,534	0.704	1.45%
Burt	7,455	37,903,082	5,084	0.475	
Craig	235	623,505	2,653	0.248	1.64%
Decatur	583	3,779,736	6,483	0.606	9.97%
Lyons	912	5,643,949	6,189	0.578	14.89%
Oakland	1,298	8,171,913	6,296	0.588	21.56%
Tekamah	1,814	19,638,721	10,826	1.011	51.81%
Butler	8,720	30,227,522	3,466	0.324	
Bellwood	437	1,755,064	4,016	0.375	5.81%
Brainard	346	2,286,403	6,608	0.617	7.56%
Bruno	103	358,072	3,476	0.325	1.18%
David City	2,558	22,820,726	8,921	0.833	75.50%
Dwight	255	558,929	2,192	0.205	1.85%
Linwood	116	92,058	794	0.074	0.30%
Octavia	143	1,046,914	7,321	0.684	3.46%
Rising City	381	690,324	1,812	0.169	2.28%
Ulysses	264	690,245	2,615	0.244	2.28%
Cass	25,734	106,891,488	4,154	0.388	
Alvo	144	61,744	429	0.040	0.06%
Avoca	274	1,940,365	7,082	0.662	1.82%
Cedar Creek	409	505,690	1,236	0.116	0.47%
Eagle	1,155	6,292,784	5,448	0.509	5.89%

County or Municipality	2005 Population	2005 Net Taxable Sales	2005 Retail Per Capita	2005 Pull Factor	2005 Percentage Of County Trade
	(Est.)	(In Dollars)	(In Dollars)		
Elmwood	715	3,009,632	4,209	0.393	2.82%
Greenwood	590	5,358,506	9,082	0.848	5.01%
Louisville	1,073	8,638,872	8,051	0.752	8.08%
Manley	196	275,590	1,406	0.131	0.26%
Murdock	273	1,205,343	4,415	0.412	1.13%
Murray	494	4,055,584	8,210	0.767	3.79%
Nehawka	228	1,800,142	7,895	0.738	1.68%
Plattsmouth	7,023	56,817,866	8,090	0.756	53.15%
South Bend	88	161,377	1,834	0.171	0.15%
Union	264	823,306	3,119	0.291	0.77%
Weeping Water	1,118	10,458,387	9,355	0.874	9.78%
Cedar	9,066	45,830,525	5,055	0.472	
Belden	124	254,050	2,049	0.191	0.55%
Coleridge	501	1,267,932	2,531	0.236	2.77%
Fordyce	173	1,878,416	10,858	1.014	4.10%
Hartington	1,587	28,773,089	18,130	1.694	62.78%
Laurel	924	6,460,297	6,992	0.653	14.10%
Randolph	888	5,348,896	6,024	0.563	11.67%
Wynot	175	847,976	4,846	0.453	1.85%
Chase	3,866	32,171,759	8,322	0.777	
Champion	517	243,929	472	0.044	0.76%
Enders	170	234,190	1,378	0.129	0.73%
Imperial	1,876	26,925,389	14,353	1.341	83.69%
Wauneta	577	4,601,008	7,974	0.745	14.30%
Cherry	6,098	59,479,685	9,754	0.911	
Cody	148	817,218	5,522	0.516	1.37%
Kilgore	99	862,196	8,709	0.814	1.45%
Merriman	117	584,993	5,000	0.467	0.98%
Sparks	69	312,011			0.52%
Valentine	2,786	56,550,766	20,298	1.896	95.08%
Cheyenne	9,993	127,453,239	12,754	1.192	
Dalton	322	394,903	1,226	0.115	0.31%
Gurley	230	498,546	2,168	0.203	0.39%
Lodgepole	359	1,198,442	3,338	0.312	0.94%
Potter	411	1,403,799	3,416	0.319	1.10%
Sidney	6,442	126,223,267	19,594	1.831	99.03%

County or Municipality	2005 Population	2005 Net Taxable Sales	2005 Retail Per Capita	2005 Pull Factor	2005 Percentage Of County Trade
	(Est.)	(In Dollars)	(In Dollars)		
Clay	6,733	26,599,829	3,951	0.369	
Clay Center	813	4,047,153	4,978	0.465	15.21%
Deweese	78	218,724	2,804	0.262	0.82%
Edgar	508	5,549,255	10,924	1.021	20.86%
Fairfield	441	1,116,954	2,533	0.237	4.20%
Glenvil	311	487,146	1,566	0.146	1.83%
Harvard	943	1,533,137	1,626	0.152	5.76%
Ong	65	108,574	1,670	0.156	0.41%
Sutton	1,394	11,852,339	8,502	0.794	44.56%
Trumbull	201	1,482,676	7,376	0.689	5.57%
Colfax	10,433	43,606,771	4,180	0.390	
Clarkson	680	6,800,412	10,001	0.934	15.59%
Howells	635	4,810,737	7,576	0.708	11.03%
Leigh	432	2,989,344	6,920	0.646	6.86%
Richland	89	410,143	4,608	0.431	0.94%
Rogers	93	139,302	1,498	0.140	0.32%
Schuyler	5,327	28,361,590	5,324	0.497	65.04%
Cuming	9,688	71,059,431	7,335	0.685	
Bancroft	490	3,922,168	8,004	0.748	5.52%
Beemer	717	4,798,814	6,693	0.625	6.75%
West Point	3,476	53,508,823	15,394	1.438	75.30%
Wisner	1,200	8,829,197	7,358	0.687	12.43%
Custer	11,410	77,229,964	6,769	0.632	
Anselmo	152	608,112	4,001	0.374	0.79%
Ansley	493	3,410,803	6,918	0.646	4.42%
Arnold	618	4,003,791	6,479	0.605	5.18%
Berwyn	131	266,227	2,032	0.190	0.34%
Broken Bow	3,311	57,763,911	17,446	1.630	74.79%
Callaway	625	2,693,468	4,310	0.403	3.49%
Comstock	103	67,699	657	0.061	0.09%
Mason City	174	682,951	3,925	0.367	0.88%
Merna	384	1,813,979	4,724	0.441	2.35%
Oconto	138	896,223	6,494	0.607	1.16%
Sargent	612	3,100,999	5,067	0.473	4.02%
Dakota	20,349	107,720,448	5,294	0.495	
Dakota City	1,880	3,699,364	1,968	0.184	3.43%
Emerson	816	2,372,523	2,908	0.272	2.20%
Homer	603	1,314,023	2,179	0.204	1.22%
Hubbard	244	674,566	2,765	0.258	0.63%
Jackson	207	3,864,674	18,670	1.744	3.59%
S Sioux City	11,979	94,814,234	7,915	0.739	88.02%

County or Municipality	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor	2005 Percentage Of County Trade
Dawes	8,636	80,202,429	9,287	0.868	
Chadron	5,320	72,629,275	13,652	1.275	90.56%
Crawford	1,035	7,342,953	7,095	0.663	9.16%
Whitney	88	199,507	2,267	0.212	0.25%
Dawson	24,617	204,377,844	8,302	0.776	
Cozad	4,222	46,394,117	10,989	1.027	22.70%
Eddyville	100	77,142	771	0.072	0.04%
Farnam	232	666,531	2,873	0.268	0.33%
Gothenburg	3,692	31,028,801	8,404	0.785	15.18%
Lexington	10,085	121,036,030	12,002	1.121	59.22%
Overton	655	3,112,674	4,752	0.444	1.52%
Sumner	241	1,362,877	5,655	0.528	0.67%
Deuel	2,004	13,739,837	6,856	0.641	
Big Springs	399	7,517,696	18,841	1.760	54.71%
Chappel	935	5,999,542	6,417	0.599	43.67%
Dixon	6,155	10,902,808	1,771	0.165	
Allen	400	728,249	1,821	0.170	6.68%
Concord	156	132,471	849	0.079	1.22%
Dixon	105	163,358	1,556	0.145	1.50%
Newcastle	285	719,015	2,523	0.236	6.59%
Ponca	1,042	3,557,503	3,414	0.319	32.63%
Wakefield	1,340	4,767,083	3,558	0.332	43.72%
Waterbury	87	430,100	4,944	0.462	3.94%
Dodge	36,078	374,774,114	10,388	0.970	
Ames	N/A	489,676			0.13%
Dodge	683	4,020,983	5,887	0.550	1.07%
Fremont	25,314	346,713,184	13,696	1.280	92.51%
Hooper	798	5,675,917	7,113	0.664	1.51%
Nickerson	429	1,074,804	2,505	0.234	0.29%
North Bend	1,211	7,274,238	6,007	0.561	1.94%
Scribner	968	5,928,941	6,125	0.572	1.58%
Snyder	304	1,917,852	6,309	0.589	0.51%
Uehling	264	1,000,902	3,791	0.354	0.27%
Douglas	486,929	7,507,569,468	15,418	1.440	
Bennington	913	11,663,071	12,774	1.193	0.16%
Elkhorn	8,192	47,680,077	5,820	0.544	0.64%
Millard	25,099	3,584,554	143	0.013	0.05%
Omaha	414,521	7,332,479,016	17,689	1.653	97.67%
Ralston	6,193	51,672,983	8,344	0.780	0.69%
Valley	1,829	27,152,903	14,846	1.387	0.36%

County or Municipality	2005 Population	2005 Net Taxable Sales	2005 Retail Per Capita	2005 Pull Factor	2005 Percentage Of County Trade
	(Est.)	(In Dollars)	(In Dollars)		
Waterloo	506	9,791,118	19,350	1.808	0.13%
Dundy	2,133	8,608,323	4,036	0.377	
Benkelman	914	8,316,516	9,099	0.850	96.61%
Haigler	199	122,385	615	0.057	1.42%
Fillmore	6,385	38,632,556	6,051	0.565	
Exeter	679	4,001,539	5,893	0.551	10.36%
Fairmont	659	4,073,864	6,182	0.578	10.55%
Geneva	2,149	21,691,897	10,094	0.943	56.15%
Grafton	145	516,622	3,563	0.333	1.34%
Milligan	299	2,330,672	7,795	0.728	6.03%
Ohiowa	135	173,164	1,283	0.120	0.45%
Shickley	358	5,399,691	15,083	1.409	13.98%
Strang	32	442,761	13,836	1.293	1.15%
Franklin	3,421	11,184,713	3,269	0.305	
Campbell	370	1,271,892	3,438	0.321	11.37%
Franklin	980	7,880,971	8,042	0.751	70.46%
Hildreth	352	1,105,236	3,140	0.293	9.88%
Naponee	125	105,096	841	0.079	0.94%
Upland	170	557,492	3,279	0.306	4.98%
Frontier	2,795	8,865,494	3,172	0.296	
Curtis	736	5,277,546	7,171	0.670	59.53%
Eustis	410	2,405,411	5,867	0.548	27.13%
Maywood	294	955,252	3,249	0.304	10.77%
Furnas	5,019	31,201,276	6,217	0.581	
Arapahoe	954	9,574,567	10,036	0.938	30.69%
Beaver City	597	1,767,827	2,961	0.277	5.67%
Cambridge	971	12,265,164	12,631	1.180	39.31%
Edison	148	981,767	6,634	0.620	3.15%
Holbrook	217	819,979	3,779	0.353	2.63%
Oxford	806	5,416,789	6,721	0.628	17.36%
Wilsonville	114	125,328	1,099	0.103	0.40%
Gage	23,306	187,810,918	8,058	0.753	
Adams	486	2,826,000	5,815	0.543	1.50%
Barneston	122	149,620	1,226	0.115	0.08%
Beatrice	12,890	163,679,774	12,698	1.186	87.15%
Blue Springs	376	468,299	1,245	0.116	0.25%
Clatonia	268	1,145,759	4,275	0.399	0.61%
Cortland	492	1,661,068	3,376	0.315	0.88%
Filley	175	1,139,098	6,509	0.608	0.61%
Liberty	86	106,206	1,235	0.115	0.06%

County or Municipality	2005 Population	2005 Net Taxable Sales	2005 Retail Per Capita	2005 Pull Factor	2005 Percentage Of County Trade
	(Est.)	(In Dollars)	(In Dollars)		
Odell	336	1,759,341	5,236	0.489	0.94%
Pickrell	183	4,651,388	25,417	2.375	2.48%
Virginia	67	280,997	4,194	0.392	0.15%
Wymore	1,615	5,546,734	3,435	0.321	2.95%
Garden	1,997	8,155,594	4,084	0.382	
Lewellen	244	1,860,245	7,624	0.712	22.81%
Oshkosh	766	5,980,427	7,807	0.729	73.33%
Garfield	1,816	13,878,017	7,642	0.714	
Burwell	1,063	13,878,017	13,056	1.220	100.00%
Gosper	2,020	6,012,663	2,977	0.278	
Elwood	712	4,985,962	7,003	0.654	82.92%
Smithfield	63	535,385	8,498	0.794	8.90%
Grant	670	5,378,215	8,027	0.750	
Hyannis	257	4,243,244	16,511	1.542	78.90%
Greeley	2,512	9,793,786	3,899	0.364	
Greeley	477	1,804,867	3,784	0.353	18.43%
Scotia	287	1,179,481	4,110	0.384	12.04%
Spalding	502	5,512,101	10,980	1.026	56.28%
Wolbach	267	1,237,953	4,637	0.433	12.64%
Hall	55,104	831,862,115	15,096	1.410	
Alda	651	5,710,729	8,772	0.820	0.69%
Cairo	787	4,218,502	5,360	0.501	0.51%
Doniphan	762	16,877,182	22,149	2.069	2.03%
Grand Island	44,546	796,486,442	17,880	1.670	95.75%
Wood River	1,200	7,574,259	6,312	0.590	0.91%
Hamilton	9,568	41,644,949	4,353	0.407	
Aurora	4,282	35,799,086	8,360	0.781	85.96%
Giltner	400	1,655,796	4,139	0.387	3.98%
Hampton	439	2,717,153	6,189	0.578	6.52%
Hordville	150	344,255	2,295	0.214	0.83%
Marquette	281	580,341	2,065	0.193	1.39%
Phillips	337	365,791	1,085	0.101	0.88%
Harlan	3,462	11,049,481	3,192	0.298	
Alma	1,110	7,279,888	6,558	0.613	65.88%
Orleans	380	789,774	2,078	0.194	7.15%
Republican City	187	2,032,415	10,869	1.015	18.39%
Stamford	187	332,382	1,777	0.166	3.01%

County or Municipality	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor	2005 Percentage Of County Trade
Hayes	1,027	1,092,254	1,064	0.099	
Hayes Center	226	956,913	4,234	0.396	87.61%
Hitchcock	2,970	10,794,406	3,634	0.340	
Culbertson	559	2,178,388	3,897	0.364	20.18%
Palisade	377	3,668,112	9,730	0.909	33.98%
Stratton	373	1,647,396	4,417	0.413	15.26%
Trenton	477	3,109,723	6,519	0.609	28.81%
Holt	10,784	87,570,936	8,120	0.759	
Atkinson	1,151	17,093,051	14,851	1.387	19.52%
Chambers	312	1,329,689	4,262	0.398	1.52%
Emmet	72	85,792	1,192	0.111	0.10%
Ewing	414	4,053,889	9,792	0.915	4.63%
O'Neill	3,483	59,318,587	17,031	1.591	67.74%
Page	147	726,716	4,944	0.462	0.83%
Stuart	577	3,790,739	6,570	0.614	4.33%
Hooker	744	5,877,211	7,899	0.738	
Mullen	497	5,877,211	11,825	1.105	100.00%
Howard	6,708	26,777,923	3,992	0.373	
Boelus	221	552,682	2,501	0.234	2.06%
Dannebrog	346	1,588,119	4,590	0.429	5.93%
Elba	239	819,746	3,430	0.320	3.06%
Farwell	145	1,209,369	8,340	0.779	4.52%
St. Libory	963	659,713	685	0.064	2.46%
St. Paul	2,268	21,825,409	9,623	0.899	81.51%
Jefferson	7,925	53,167,245	6,709	0.627	
Daykin	167	1,886,848	11,298	1.056	3.55%
Diller	279	1,428,183	5,119	0.478	2.69%
Endicott	135	1,000,332	7,410	0.692	1.88%
Fairbury	4,020	40,619,882	10,104	0.944	76.40%
Jansen	139	1,891,106	13,605	1.271	3.56%
Plymouth	443	5,051,122	11,402	1.065	9.50%
Johnson	4,695	17,831,169	3,798	0.355	
Cook	309	953,917	3,087	0.288	5.35%
Elk Creek	112	1,481,279	13,226	1.236	8.31%
Sterling	495	2,254,528	4,555	0.426	12.64%
Tecumseh	1,951	13,115,379	6,722	0.628	73.55%
	6,774	27,127,226	4,005	0.374	

County or Municipality	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor	2005 Percentage Of County Trade
Kearney					
Axtell	708	1,399,657	1,977	0.185	5.16%
Heartwell	81	76,423	943	0.088	0.28%
Minden	2,913	23,957,686	8,224	0.768	88.32%
Wilcox	351	1,530,947	4,362	0.407	5.64%
Keith	8,330	83,721,824	10,051	0.939	
Brule	334	2,068,901	6,194	0.579	2.47%
Keystone	225	912,359	4,055	0.379	1.09%
Lemoyne	396	547,678	1,383	0.129	0.65%
Ogallala	4,696	74,659,492	15,899	1.485	89.18%
Paxton	548	4,992,531	9,110	0.851	5.96%
Keya Paha	902	2,087,492	2,314	0.216	
Springview	217	1,771,257	8,162	0.763	84.85%
Kimball	3,782	23,073,481	6,101	0.570	
Bushnell	147	74,808	509	0.048	0.32%
Dix	247	634,380	2,568	0.240	2.75%
Kimball	2,341	22,350,461	9,547	0.892	96.87%
Knox	8,916	38,887,642	4,362	0.407	
Bloomfield	1,049	8,244,361	7,859	0.734	21.20%
Center	84	220,202	2,621	0.245	0.57%
Creighton	1,187	13,315,282	11,218	1.048	34.24%
Crofton	710	6,460,569	9,099	0.850	16.61%
Niobrara	358	3,349,487	9,356	0.874	8.61%
Verdigre	486	3,576,169	7,358	0.687	9.20%
Wausa	587	3,456,923	5,889	0.550	8.89%
Winnetoon	66	175,524	2,659	0.248	0.45%
Lancaster	264,814	3,360,670,999	12,691	1.186	
Bennet	681	4,774,607	7,011	0.655	0.14%
Davey	156	1,852,340	11,874	1.109	0.06%
Denton	211	1,718,204	8,143	0.761	0.05%
Firth	687	10,988,408	15,995	1.494	0.33%
Hallam	566	388,817	687	0.064	0.01%
Hickman	1,356	5,105,912	3,765	0.352	0.15%
Lincoln	239,213	3,270,989,091	13,674	1.277	97.33%
Malcolm	441	1,958,092	4,440	0.415	0.06%
Martell	N/A	1,484,744			0.04%
Panama	249	461,177	1,852	0.173	0.01%
Raymond	195	3,444,341	17,663	1.650	0.10%
Roca	213	18,787,317	88,203	8.240	0.56%
Walton	561	1,646,891	2,936	0.274	0.05%

County or Municipality	2005 Population	2005 Net Taxable Sales	2005 Retail Per Capita	2005 Pull Factor	2005 Percentage Of County Trade
	(Est.)	(In Dollars)	(In Dollars)		
Waverly	2,693	32,036,823	11,896	1.111	0.95%
Lincoln	35,636	405,693,577	11,384	1.064	
Brady	379	928,654	2,450	0.229	0.23%
Hershey	568	4,380,613	7,712	0.721	1.08%
Maxwell	323	1,137,190	3,521	0.329	0.28%
North Platte	24,324	390,293,637	16,046	1.499	96.20%
Sutherland	1,223	5,132,055	4,196	0.392	1.27%
Wallace	321	1,337,772	4,168	0.389	0.33%
Wellfleet	78	311,306	3,991	0.373	0.08%
Logan	740	2,257,527	3,051	0.285	
Stapleton	288	2,255,049	7,830	0.732	99.89%
Loup	686	638,912	931	0.087	
Taylor	195	447,330	2,294	0.214	70.01%
Madison	35,488	493,328,764	13,901	1.299	
Battle Creek	1,178	10,593,062	8,992	0.840	2.15%
Madison	2,309	9,663,472	4,185	0.391	1.96%
Meadow Grove	301	1,306,822	4,342	0.406	0.26%
Newman Grove	774	3,982,015	5,145	0.481	0.81%
Norfolk	23,946	462,868,934	19,330	1.806	93.83%
Tilden	1,053	4,555,236	4,326	0.404	0.92%
McPherson	507	399,410	788	0.074	
Tryon	90	350,237	3,892	0.364	87.69%
Merrick	8,066	34,241,939	4,245	0.397	
Central City	2,891	23,322,839	8,067	0.754	68.11%
Chapman	331	2,482,803	7,501	0.701	7.25%
Clarks	341	2,634,604	7,726	0.722	7.69%
Palmer	458	1,601,417	3,497	0.327	4.68%
Silver Creek	428	3,464,856	8,095	0.756	10.12%
Morrill	5,165	23,753,260	4,599	0.430	
Bayard	1,155	6,458,336	5,592	0.522	27.19%
Bridgeport	1,493	16,767,341	11,231	1.049	70.59%
Broadwater	135	464,145	3,438	0.321	1.95%
Nance	3,666	13,590,623	3,707	0.346	
Belgrade	121	452,341	3,738	0.349	3.33%
Fullerton	1,259	8,293,531	6,587	0.615	61.02%
Genoa	883	4,844,683	5,487	0.513	35.65%

County or Municipality	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor	2005 Percentage Of County Trade
Nemaha	6,965	36,482,194	5,238	0.489	
Auburn	3,076	31,639,490	10,286	0.961	86.73%
Brownville	137	704,419	5,142	0.480	1.93%
Johnson	253	974,982	3,854	0.360	2.67%
Nemaha	177	123,454	697	0.065	0.34%
Peru	778	2,403,040	3,089	0.289	6.59%
Nuckolls	4,739	30,473,922	6,430	0.601	
Hardy	170	502,092	2,953	0.276	1.65%
Lawrence	297	1,974,231	6,647	0.621	6.48%
Nelson	539	7,554,032	14,015	1.309	24.79%
Ruskin	185	1,234,198	6,671	0.623	4.05%
Superior	1,903	18,983,154	9,975	0.932	62.29%
Otoe	15,509	103,656,959	6,684	0.624	
Burr	65	402,150	6,187	0.578	0.39%
Douglas	229	699,004	3,052	0.285	0.67%
Dunbar	235	933,513	3,972	0.371	0.90%
Nebraska City	7,035	79,331,506	11,277	1.054	76.53%
Otoe	215	551,592	2,566	0.240	0.53%
Palmyra	543	2,266,488	4,174	0.390	2.19%
Syracuse	1,835	17,112,782	9,326	0.871	16.51%
Talmage	265	433,879	1,637	0.153	0.42%
Unadilla	340	1,260,851	3,708	0.346	1.22%
Pawnee	2,878	7,741,189	2,690	0.251	
Burchard	97	563,877	5,813	0.543	7.28%
DuBois	154	343,418	2,230	0.208	4.44%
Pawnee City	946	4,419,191	4,671	0.436	57.09%
Steinauer	70	314,520	4,493	0.420	4.06%
Table Rock	249	1,860,092	7,470	0.698	24.03%
Perkins	3,057	23,341,456	7,635	0.713	
Elsie	135	1,313,801	9,732	0.909	5.63%
Grant	1,145	19,509,255	17,039	1.592	83.58%
Madrid	256	2,269,824	8,867	0.828	9.72%
Venango	162	248,576	1,534	0.143	1.06%
Phelps	9,449	70,873,034	7,501	0.701	
Bertrand	791	4,582,209	5,793	0.541	6.47%
Funk	193	503,246	2,607	0.244	0.71%
Holdrege	5,349	63,528,548	11,877	1.110	89.64%
Loomis	375	1,219,649	3,252	0.304	1.72%

County or Municipality	2005 Population	2005 Net Taxable Sales	2005 Retail Per Capita	2005 Pull Factor	2005 Percentage Of County Trade
	(Est.)	(In Dollars)	(In Dollars)		
Pierce	7,600	30,945,684	4,072	0.380	
Hadar	325	1,257,823	3,870	0.362	4.06%
Osmond	746	7,425,625	9,954	0.930	24.00%
Pierce	1,730	11,595,658	6,703	0.626	37.47%
Plainview	1,279	7,849,820	6,137	0.573	25.37%
Platte	31,262	329,712,881	10,547	0.985	
Columbus	20,909	307,691,483	14,716	1.375	93.32%
Creston	213	1,497,532	7,031	0.657	0.45%
Duncan	340	802,083	2,359	0.220	0.24%
Humphrey	768	12,381,723	16,122	1.506	3.76%
Lindsay	270	2,365,156	8,760	0.818	0.72%
Monroe	300	2,544,592	8,482	0.792	0.77%
Platte Center	350	1,599,499	4,570	0.427	0.49%
Polk	5,421	29,017,860	5,353	0.500	
Osceola	902	6,347,187	7,037	0.657	21.87%
Polk	301	1,974,195	6,559	0.613	6.80%
Shelby	648	5,557,907	8,577	0.801	19.15%
Stromsburg	1,165	14,822,492	12,723	1.189	51.08%
Red Willow	11,060	136,267,868	12,321	1.151	
Bartley	348	1,343,153	3,860	0.361	0.99%
Danbury	124	231,543	1,867	0.174	0.17%
Indianola	611	3,405,937	5,574	0.521	2.50%
Lebanon	68	34,133	502	0.047	0.03%
McCook	7,680	131,241,200	17,089	1.596	96.31%
Richardson	8,732	41,757,291	4,782	0.447	
Dawson	196	753,945	3,847	0.359	1.81%
Falls City	4,218	33,939,371	8,046	0.752	81.28%
Humboldt	852	4,371,116	5,130	0.479	10.47%
Rulo	212	556,705	2,626	0.245	1.33%
Salem	125	226,954	1,816	0.170	0.54%
Shubert	236	261,769	1,109	0.104	0.63%
Stella	207	1,217,451	5,881	0.549	2.92%
Verdon	199	404,152	2,031	0.190	0.97%
Rock	1,567	7,297,965	4,657	0.435	
Bassett	660	7,065,587	10,705	1.000	96.82%
Newport	89	228,254	2,565	0.240	3.13%
	14,195	62,326,938	4,391	0.410	

County or Municipality	2005 Population	2005 Net Taxable Sales	2005 Retail Per Capita	2005 Pull Factor	2005 Percentage Of County Trade
	(Est.)	(In Dollars)	(In Dollars)		
Saline					
Crete	6,308	38,820,427	6,154	0.575	62.29%
DeWitt	577	1,931,458	3,347	0.313	3.10%
Dorchester	630	2,383,069	3,783	0.353	3.82%
Friend	1,204	10,953,238	9,097	0.850	17.57%
Swanton	106	216,558	2,043	0.191	0.35%
Tobias	158	203,670	1,289	0.120	0.33%
Western	287	494,822	1,724	0.161	0.79%
Wilber	1,799	7,174,090	3,988	0.373	11.51%
Sarpy	139,371	840,660,751	6,032	0.564	
Bellevue	47,334	363,063,380	7,670	0.717	43.19%
Gretna	4,860	60,566,866	12,462	1.164	7.20%
La Vista	15,692	170,779,881	10,883	1.017	20.31%
Papillion	20,431	140,940,957	6,898	0.644	16.77%
Springfield	1,497	8,180,779	5,465	0.511	0.97%
Saunders	20,458	98,177,513	4,799	0.448	
Ashland	2,493	20,602,917	8,264	0.772	20.99%
Cedar Bluffs	617	1,239,422	2,009	0.188	1.26%
Ceresco	899	15,104,835	16,802	1.570	15.39%
Colon	136	296,245	2,178	0.204	0.30%
Ithaca	167	495,369	2,966	0.277	0.50%
Malmo	103	677,232	6,575	0.614	0.69%
Mead	623	13,932,024	22,363	2.089	14.19%
Morse Bluff	133	1,840,371	13,837	1.293	1.87%
Prague	331	954,482	2,884	0.269	0.97%
Valparaiso	598	3,023,607	5,056	0.472	3.08%
Wahoo	4,063	34,849,103	8,577	0.801	35.50%
Weston	307	1,252,269	4,079	0.381	1.28%
Yutan	1,217	3,570,941	2,934	0.274	3.64%
Scottsbluff	36,752	392,786,525	10,687	0.998	
Gering	7,767	56,539,426	7,279	0.680	14.39%
Lyman	408	653,617	1,602	0.150	0.17%
Melbeta	140	367,404	2,624	0.245	0.09%
Minatare	784	1,545,355	1,971	0.184	0.39%
Mitchell	1,796	8,462,062	4,712	0.440	2.15%
Morrill	941	5,633,036	5,986	0.559	1.43%
Scottsbluff	14,814	317,567,323	21,437	2.003	80.85%
Seward	16,739	94,602,279	5,652	0.528	
Beaver Crossing	445	1,546,557	3,475	0.325	1.63%
Bee	217	403,458	1,859	0.174	0.43%

County or Municipality	2005 Population	2005 Net Taxable Sales	2005 Retail Per Capita	2005 Pull Factor	2005 Percentage Of County Trade
	(Est.)	(In Dollars)	(In Dollars)		
Cordova	122	536,599	4,398	0.411	0.57%
Garland	246	999,209	4,062	0.379	1.06%
Goehner	176	190,487	1,082	0.101	0.20%
Milford	2,053	14,718,584	7,169	0.670	15.56%
Pleasant Dale	243	1,526,569	6,282	0.587	1.61%
Seward	6,776	68,607,624	10,125	0.946	72.52%
Staplehurst	257	443,246	1,725	0.161	0.47%
Utica	825	5,534,130	6,708	0.627	5.85%
Sheridan	5,668	37,700,833	6,652	0.621	
Gordon	1,589	22,124,847	13,924	1.301	58.69%
Hay Springs	585	6,133,615	10,485	0.980	16.27%
Rushville	902	5,232,470	5,801	0.542	13.88%
Whiteclay	14	3,756,504	268,322	25.067	9.96%
Sherman	3,112	8,505,678	2,733	0.255	
Ashton	220	955,272	4,342	0.406	11.23%
Hazard	61	67,137	1,101	0.103	0.79%
Litchfield	260	968,508	3,725	0.348	11.39%
Loup City	924	6,176,039	6,684	0.624	72.61%
Rockville	103	337,546	3,277	0.306	3.97%
Sioux	1,458	2,024,284	1,388	0.130	
Harrison	277	1,924,184	6,947	0.649	95.06%
Stanton	6,534	12,163,445	1,862	0.174	
Pilger	372	1,869,908	5,027	0.470	15.37%
Stanton	1,629	9,175,220	5,632	0.526	75.43%
Thayer	5,436	28,334,809	5,212	0.487	
Alexandria	197	144,841	735	0.069	0.51%
Belvidere	89	999,439	11,230	1.049	3.53%
Bruning	262	3,174,357	12,116	1.132	11.20%
Byron	131	786,432	6,003	0.561	2.78%
Carleton	124	591,800	4,773	0.446	2.09%
Chester	256	837,800	3,273	0.306	2.96%
Davenport	296	2,052,495	6,934	0.648	7.24%
Deshler	790	4,861,088	6,153	0.575	17.16%
Hebron	1,410	14,216,305	10,082	0.942	50.17%
Hubbell	66	386,507	5,856	0.547	1.36%
Thomas	623	4,104,982	6,589	0.616	
Halsey	51	208,804	4,094	0.382	5.09%
Senaca	43	67,425	1,568	0.146	1.64%
Thedford	180	3,828,753	21,271	1.987	93.27%

County or Municipality	2005 Population (Est.)	2005 Net Taxable Sales (In Dollars)	2005 Retail Per Capita (In Dollars)	2005 Pull Factor	2005 Percentage Of County Trade
Thurston	7,365	14,683,150	1,994	0.186	
Pender	1,165	12,361,240	10,611	0.991	84.19%
Rosalie	197	199,811	1,014	0.095	1.36%
Thurston	127	241,185	1,899	0.177	1.64%
Walthill	917	1,200,301	1,309	0.122	8.17%
Valley	4,402	34,127,695	7,753	0.724	
Arcadia	337	2,786,987	8,270	0.773	8.17%
North Loup	316	947,780	2,999	0.280	2.78%
Ord	2,129	29,802,277	13,998	1.308	87.33%
Washington	19,772	115,736,222	5,854	0.547	
Arlington	1,192	3,649,822	3,062	0.286	3.15%
Blair	7,765	96,190,076	12,388	1.157	83.11%
Ft. Calhoun	917	9,987,355	10,891	1.018	8.63%
Herman	301	1,001,802	3,328	0.311	0.87%
Kennard	386	707,717	1,833	0.171	0.61%
Wayne	9,211	56,880,995	6,175	0.577	
Carroll	219	456,322	2,084	0.195	0.80%
Hoskins	263	804,667	3,060	0.286	1.41%
Wayne	5,163	54,140,901	10,486	0.980	95.18%
Winside	433	922,988	2,132	0.199	1.62%
Webster	3,762	18,448,655	4,904	0.458	
Bladen	275	881,820	3,207	0.300	4.78%
Blue Hill	798	6,325,522	7,927	0.741	34.29%
Guide Rock	220	789,455	3,588	0.335	4.28%
Red Cloud	1,029	10,392,824	10,100	0.944	56.33%
Wheeler	820	1,979,279	2,414	0.226	
Bartlett	115	991,553	8,622	0.806	50.10%
Ericson	97	983,131	10,135	0.947	49.67%
York	14,397	174,044,925	12,089	1.129	
Benedict	276	860,238	3,117	0.291	0.49%
Bradshaw	326	1,348,650	4,137	0.386	0.77%
Gresham	261	1,017,279	3,898	0.364	0.58%
Henderson	999	9,045,727	9,055	0.846	5.20%
McCool Jct.	418	2,513,362	6,013	0.562	1.44%
Waco	261	1,987,097	7,613	0.711	1.14%
York	7,888	157,138,736	19,921	1.861	90.29%
State	1,758,787	21,691,204,485			

**** County seat is shade**

Appendix Table IV. Historical Average Retail Pull Factors by Town/City, Selected Years

<500 Population	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Adams	0.443		0.543
Alexandria	0.217	0.105	0.069
Allen	0.297	0.206	0.170
Alvo	0.042	0.215	0.040
Amherst	0.405	0.222	0.326
Anselmo	0.305	0.479	0.374
Ansley		0.427	0.646
Arcadia	0.957	0.658	0.773
Arthur	0.767	0.681	0.707
Ashton	0.447	0.487	0.406
Avoca	0.236	0.357	0.662
Ayr		0.261	0.673
Bancroft	0.816	0.518	0.748
Barneston	0.233	0.209	0.115
Bartlett	0.566	0.537	0.806
Bartley	0.291	0.303	0.361
Beaver Crossing	0.198	0.113	0.325
Bee	0.138	0.155	0.174
Belden	0.300	0.277	0.191
Belgrade	0.256	0.404	0.349
Bellwood	0.509	0.245	0.375
Belvidere		0.373	1.049
Benedict		0.219	0.291
Berwyn		0.201	0.190
Big Springs	1.062	1.951	1.760
Bladen		0.299	0.300
Blue Springs	0.164	0.116	0.116
Boelus			0.234
Bradshaw	0.377	0.423	0.386
Brady	0.481	0.486	0.229
Brainard	0.626	0.612	0.617
Brewster		0.996	0.840
Bristow		0.476	0.639
Broadwater		0.325	0.321
Brownville	0.627	0.488	0.480
Brule	0.307	0.379	0.579
Bruning	1.290	0.933	1.132
Bruno	0.191	0.234	0.325
Brunswick	0.659	0.572	0.444
Burchard	0.454	0.606	0.543
Burr		0.608	0.578
Bushnell	0.057	0.048	0.048
Butte	0.623	0.435	0.438
Byron	0.357	0.432	0.561
Campbell	0.333	0.300	0.321
Carleton	0.721	0.463	0.446
Carroll		0.247	0.195

<500 Population	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Cedar Creek	0.144	0.090	0.116
Cedar Rapids	0.495	0.583	0.576
Center	0.423	0.569	0.245
Chambers	0.498	0.410	0.398
Chapman		0.502	0.701
Chester	0.511	0.366	0.306
Clarks	0.998	0.927	0.722
Clatonia	0.218	0.182	0.399
Clearwater	0.496	0.500	0.729
Cody	0.626	0.522	0.516
Coleridge	0.459	0.251	0.236
Colon	0.250	0.167	0.204
Comstock	0.246	0.261	0.061
Concord	0.076	0.077	0.079
Cook	0.401	0.280	0.288
Cordova	0.326	0.238	0.411
Cortland	0.281	0.201	0.315
Craig	0.243	0.154	0.248
Creston	0.647	0.352	0.657
Dalton	0.548	0.516	0.115
Danbury	0.370	0.311	0.174
Dannebrog	0.508	0.627	0.429
Davenport	0.752	0.579	0.648
Davey	0.338	1.049	1.109
Dawson	0.552	0.375	0.359
Daykin	0.841	1.169	1.056
Denton	0.843	0.597	0.761
Deweese	0.597	0.402	0.262
Diller	0.393	1.308	0.478
Dix	0.127	0.205	0.240
Dixon	0.287	0.129	0.145
Douglas	0.535	0.375	0.285
DuBois	0.840	0.208	0.208
Dunbar	0.079	0.278	0.371
Duncan	0.119	0.186	0.220
Dunning	0.996	0.379	0.410
Dwight	0.268	0.194	0.205
Eddyville	0.763	0.241	0.072
Edison		0.511	0.620
Elba		0.312	0.320
Elk Creek		1.255	1.236
Elsie		0.774	0.909
Emmet		0.134	0.111
Endicott	0.615	0.686	0.692
Ericson	1.079	0.831	0.947
Eustis	0.776	0.715	0.548
Ewing	0.941	0.826	0.915
Fairfield	1.443	0.809	0.237
Farnam	0.325	0.230	0.268
Farwell	1.125	0.987	0.779
Filley	0.857	0.686	0.608

<500 Population	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Fordyce	0.592	0.590	1.014
Funk		0.253	0.244
Garland	0.539	0.208	0.379
Giltner	0.722	0.301	0.387
Glenvil	0.231	0.124	0.146
Goehner	0.179	0.076	0.101
Grafton		12.686	0.333
Greeley		1.001	0.353
Gresham	0.234	0.292	0.364
Guide Rock	0.383	0.414	0.335
Gurley		0.251	0.203
Hadar		0.234	0.362
Haigler	0.159	0.100	0.057
Hallam	0.183	0.256	0.064
Halsey		0.384	0.382
Hampton	0.971	0.561	0.578
Hardy	0.524	0.263	0.276
Harrisburg		0.274	0.410
Harrison	0.743	0.647	0.649
Hayes Center		0.401	0.396
Hazard		0.221	0.103
Heartwell		0.136	0.088
Herman	0.831	0.462	0.311
Hildreth	0.503	0.334	0.293
Holbrook	0.319	0.392	0.353
Holstein	0.304	0.347	0.331
Hordville		0.343	0.214
Hoskins		0.222	0.286
Hubbard		0.154	0.258
Hubbell		0.519	0.547
Hyannis	0.860	0.980	1.542
Ithaca		0.189	0.277
Jackson	1.275	2.114	1.744
Jansen	1.925	1.168	1.271
Johnson	0.564	0.463	0.360
Johnstown	0.311	0.184	0.523
Kennard		0.179	0.171
Keystone			0.379
Kilgore	1.626	1.293	0.814
Lawrence	0.689	0.532	0.621
Lebanon	0.247	0.239	0.047
Leigh	0.563	0.514	0.646
Lemoyne			0.129
Lewellen	0.734	0.876	0.712
Liberty			0.115
Lindsay	0.999	1.227	0.818
Linwood	0.170	0.135	0.074
Litchfield	0.242	0.221	0.348
Lodgepole	0.276	0.206	0.312
Long Pine	0.335	0.488	0.459
Loomis	0.355	0.320	0.304

<500 Population	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Lyman	0.138	0.155	0.150
Lynch	0.648	0.594	0.636
Madrid	0.772	0.737	0.828
Malcolm	0.555	0.175	0.415
Malmo	0.111	0.139	0.614
Manley		0.160	0.131
Marquette	0.153	0.134	0.193
Mason City	0.308	0.247	0.367
Maxwell	0.276	0.256	0.329
Maywood	0.346	0.372	0.304
McCool Jct.	0.293	0.388	0.562
Meadow Grove	0.302	0.288	0.406
Merna	0.781	0.470	0.441
Merriman	0.507	0.657	0.467
Miller			0.449
Milligan	0.526	0.740	0.728
Monroe	0.427	0.827	0.792
Morse Bluff	0.859	1.080	1.293
Mullen		1.126	1.105
Murdock	0.236	0.264	0.412
Murray	0.915	0.850	0.767
Naper	0.747	0.715	0.552
Naponee	0.297	0.197	0.079
Nehawka	0.536	0.634	0.738
Nemaha		0.081	0.065
Newcastle	0.318	0.171	0.236
Newport			0.240
Nickerson		0.226	0.234
Niobrara	0.614	0.925	0.874
North Loup		0.243	0.280
Oakdale	0.116	0.071	0.078
Oconto	0.517	0.505	0.607
Octavia			0.684
Odell	0.641	0.452	0.489
Ohiowa		0.112	0.120
Ong		0.193	0.156
Orchard	0.628	0.462	0.568
Orleans	0.307	0.177	0.194
Otoe		0.321	0.240
Page	0.235	0.259	0.462
Palisade	1.007		0.909
Palmer	0.336	0.327	0.327
Panama	0.913	0.585	0.173
Petersburg	0.478	0.365	0.594
Phillips	0.316	0.120	0.101
Pickrell	1.420	1.762	2.375
Pilger	0.731	0.492	0.470
Platte Center	0.782	0.356	0.427
Pleasant Dale	0.272	0.570	0.587
Pleasanton	0.724	0.209	0.542
Plymouth	1.517	1.065	1.065

<500 Population	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Polk	0.925	0.591	0.613
Potter	0.533	0.362	0.319
Prague	0.528	0.331	0.269
Primrose		0.274	0.206
Prosser		1.585	1.068
Raymond	0.560	1.069	1.650
Republican City	0.985	0.835	1.015
Richland	1.043	0.472	0.431
Rising City	0.387	0.260	0.257
Riverdale	0.197	0.297	0.800
Roca	2.061	5.267	8.240
Rockville			0.306
Rogers			0.140
Rosalie	0.277		0.095
Roseland	0.572	0.254	0.207
Royal		0.722	0.615
Rulo	0.595	0.275	0.245
Ruskin	0.553	0.332	0.623
Salem		0.163	0.170
Scotia	0.544	1.243	0.384
Senaca		0.048	0.146
Shickley	1.543	1.018	1.409
Shubert	0.263	0.096	0.104
Silver Creek	0.542	0.624	0.756
Smithfield	0.878	1.257	0.794
Snyder	0.816	0.630	0.589
South Bend		0.495	0.171
Sparks			0.422
Springview	0.672	0.583	0.763
Stamford	0.363	0.166	0.166
Staplehurst	0.138	0.180	0.161
Stapleton		0.588	0.732
Steinauer		0.472	0.420
Stella	0.320	0.463	0.549
Sterling	0.519	0.476	0.426
Stratton	0.783	0.397	0.413
Sumner	0.678	0.634	0.528
Swanton	0.674	0.290	0.191
Table Rock	0.957	0.526	0.698
Talmage	0.322	0.318	0.153
Taylor	0.378	0.158	0.214
Thedford	1.713	1.690	1.987
Thurston	0.193	0.204	0.177
Tobias	0.340	0.088	0.120
Trenton	0.393	0.492	0.609
Trumbull	0.868	0.940	0.689
Uehling	0.318	0.323	0.354
Ulysses	0.283	0.242	0.244
Unadilla	0.396	0.326	0.346
Union	0.348	0.201	0.291
Upland	0.392	0.333	0.306

<500 Population	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Venango	0.310	0.156	0.143
Verdigre	0.727	0.557	0.687
Verdon		0.157	0.190
Virginia	0.331	0.141	0.392
Waco	1.548	0.854	0.711
Wallace	0.885	0.382	0.389
Waterbury			0.462
Wellfleet		0.201	0.373
Western	0.309	0.150	0.161
Weston	0.490	0.313	0.381
Whiteclay			25.067
Whitney			0.212
Wilcox	0.656		0.407
Wilsonville	0.435		0.103
Winnetoon		0.448	0.248
Winside	0.278	0.148	0.199
Wolbach	0.816	0.176	0.433
Wynot	0.625	0.619	0.453
Average:	**0.551**	**0.524**	**0.579**
Median:	**0.497**	**0.365**	**0.379**

500-999 Population	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Alda	0.928	0.802	0.820
Arapahoe	1.403	1.073	0.938
Arnold	0.784	0.620	0.605
Axtell	0.238	0.127	0.185
Bassett	1.754	0.878	1.000
Beaver City	0.426	0.291	0.277
Beemer	0.949	0.617	0.625
Benkelman		0.795	0.850
Bennet	0.435	0.456	0.655
Bennington	0.762	0.878	1.193
Bertrand	0.308	0.271	0.541
Blue Hill	0.725	0.675	0.741
Cairo	0.392	0.535	0.501
Callaway	0.457	0.339	0.403
Cambridge		0.977	1.180
Cedar Bluffs	0.215	0.142	0.188
Ceresco	1.841	1.934	1.570
Champion			0.044
Chappel	0.569	0.697	0.599
Clarkson	1.896	0.820	0.934
Clay Center	0.494	0.433	0.465
Crofton	1.188	0.684	0.850
Culbertson	0.240	0.297	0.364
Curtis	0.635	0.587	0.670
Decatur	0.412	0.469	0.606
Deshler	0.438	0.484	0.575
DeWitt	0.391	0.352	0.313
Dodge	0.643	0.519	0.550
Doniphan	0.966	1.617	2.069

500-999 Population	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Dorchester	0.366	0.367	0.353
Edgar	0.877	0.973	1.021
Elgin	0.921	0.789	0.789
Elm Creek	0.444	0.573	0.806
Elmwood	0.525	0.489	0.393
Elwood	0.754	0.546	0.654
Emerson	0.618	0.287	0.272
Exeter	0.615	0.481	0.551
Fairmont	0.379	0.377	0.578
Firth	0.496	0.905	1.494
Franklin	0.862	0.777	0.751
Ft. Calhoun	0.495	0.473	1.018
Genoa	0.415	0.421	0.513
Greenwood	0.817	0.977	0.848
Hallam			0.064
Harvard	0.148	0.177	0.152
Hay Springs	0.723	0.798	0.980
Hemingford	0.524	0.449	0.624
Henderson	1.206	0.939	0.846
Hershey	0.891	0.815	0.721
Homer		0.199	0.204
Hooper	0.509	0.663	0.664
Howells	0.764	0.553	0.708
Humboldt	0.848	0.464	0.479
Humphrey	2.471	1.268	1.506
Indianola	0.565	0.510	0.521
Juniata	0.360	0.466	0.628
Kenesaw	0.219	0.367	0.411
Laurel	0.929	0.514	0.653
Loup City	0.942	0.641	0.624
Lyons	0.654	0.631	0.578
Mead	0.547	1.361	2.089
Minatare	0.445	0.267	0.184
Morrill	0.560	0.764	0.559
Nelson	0.766	1.284	1.309
Newman Grove	0.678	0.494	0.481
Osceola	1.863	0.748	0.657
Oshkosh	0.696	0.666	0.729
Osmond	1.232	0.721	0.930
Overton	0.872	0.613	0.444
Oxford	0.740	0.682	0.628
Palmyra	0.228	0.278	0.390
Pawnee City	0.732	0.398	0.436
Paxton	0.712	0.795	0.851
Peru	0.143	0.326	0.289
Randolph	0.610	0.570	0.563
Rushville		0.607	0.542
Sargent	0.533	0.517	0.473
Scribner	0.935	0.572	0.572
Shelby	0.699	0.781	0.801
Spalding	1.503	0.643	1.026

500-999 Population	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Spencer	0.740	0.638	0.629
St. Edward	0.617	0.397	0.479
St. Libory			0.064
Stuart	0.621	0.604	0.614
Utica	0.565	0.504	0.627
Valparaiso	0.598	0.465	0.472
Walthill	0.272	0.137	0.122
Walton			0.274
Waterloo	1.740	2.000	1.808
Wauneta	0.866	0.700	0.745
Wausa	0.584	0.433	0.550
Average:	**0.734**	**0.635**	**0.671**
Median:	**0.635**	**0.573**	**0.614**

1,000-2,499 Pop.	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Ainsworth	1.460	1.171	1.422
Albion	1.751	1.246	1.308
Alma	0.915	0.646	0.613
Arlington	0.267	0.256	0.286
Ashland	0.653	0.814	0.772
Atkinson	1.132	1.138	1.387
Battle Creek	0.963	0.805	0.840
Bayard	0.563	0.496	0.522
Bloomfield	1.122	0.640	0.734
Bridgeport	1.653	0.955	1.049
Burwell	1.093	1.026	1.220
Crawford	0.626	0.740	0.663
Creighton	1.275	1.096	1.048
Dakota City	0.270	0.340	0.184
Eagle	0.257	0.474	0.509
Friend	0.917	0.586	0.850
Fullerton	0.913	0.526	0.615
Geneva	1.581	0.026	0.943
Gibbon	0.737	0.639	0.580
Gordon	1.650	1.244	1.301
Grant	1.605	1.226	1.592
Hartington	1.817	1.279	1.694
Hebron	1.608	1.157	0.942
Hickman	0.295	0.325	0.352
Imperial	1.786	1.226	1.341
Kimball	1.181	0.975	0.892
Louisville	0.812	0.677	0.752
Madison	0.656	0.475	0.391
Milford	0.710	0.581	0.670
Mitchell	0.755	0.444	0.440
Neligh	1.699	1.094	1.424
North Bend	0.686	0.574	0.561
Oakland	0.908	0.583	0.588
Ord	1.426	1.228	1.308
Pender	1.002	0.902	0.991
Pierce	0.659	0.523	0.626

1,000-2,499 Pop.	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Plainview	0.951	0.703	0.573
Ponca	0.671	0.326	0.319
Ravenna	0.977	0.589	0.654
Red Cloud	1.016	0.809	0.944
Shelton	1.854	0.511	0.704
Springfield	0.131	0.588	0.511
St. Paul	1.153	0.784	0.899
Stanton	0.557	0.517	0.526
Stromsburg	1.133	1.132	1.189
Superior	1.045	1.023	0.932
Sutherland	0.394	0.496	0.392
Sutton	1.333	0.802	0.794
Syracuse	1.153	0.895	0.871
Tecumseh	0.963	0.684	0.628
Tekamah	1.008	0.732	1.011
Tilden	0.935	0.350	0.404
Valley	0.759	1.199	1.387
Wakefield	0.625	0.342	0.332
Weeping Water	1.297	0.765	0.874
Wilber	0.397	0.368	0.373
Wisner	0.816	0.710	0.687
Wood River	0.587	0.447	0.590
Wymore	0.402	0.354	0.321
Yutan	0.255	0.191	0.274
Average:	**0.964**	**0.724**	**0.793**
Median:	**0.943**	**0.680**	**0.719**

2,500-4,999 Pop.	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Auburn	1.076	0.983	0.961
Aurora	1.067	0.763	0.781
Broken Bow	1.589	1.478	1.630
Central City	1.067	0.788	0.754
Cozad	1.116	0.983	1.027
David City	0.990	0.836	0.833
Fairbury	1.127	1.012	0.944
Falls City	0.827	0.747	0.752
Gothenburg	1.109	0.925	0.785
Gretna	0.462	1.674	1.164
Minden	1.039	0.837	0.768
Ogallala	1.888	1.544	1.485
O'Neill	1.959	1.616	1.591
Valentine	1.684	2.211	1.896
Wahoo	0.890	0.812	0.801
Waverly	0.680	0.472	1.111
West Point	1.582	1.447	1.438
Average:	**1.185**	**1.125**	**1.101**
Median:	**1.076**	**0.983**	**0.961**

5,000-9,999 Pop.	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Alliance	0.931	0.885	0.822
Blair	1.203	1.251	1.157
Chadron	0.847	1.183	1.275
Crete	1.166	0.634	0.575
Elkhorn	1.104	0.516	0.544
Gering	1.457	0.742	0.680
Holdrege	1.457	1.072	1.110
McCook	1.725	1.944	1.596
Nebraska City	1.038	1.163	1.054
Plattsmouth	0.604	0.683	0.756
Ralston	0.579	0.701	0.780
Schuyler	0.726	0.474	0.497
Seward	1.366	1.025	0.946
Sidney	1.107	2.086	1.831
Wayne	1.018	0.909	0.980
York	1.474	1.696	1.861
Average:	**1.113**	**1.060**	**1.029**
Median:	**1.106**	**0.967**	**0.963**

10,000-19,999 Pop.	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Beatrice	1.118	1.294	1.186
La Vista	0.490	1.209	1.017
Lexington	1.588	1.019	1.121
S Sioux City	1.131	0.898	0.739
Scottsbluff	1.926	2.061	2.003
Average:	**1.251**	**1.296**	**1.213**
Median:	**1.131**	**1.209**	**1.121**

20,000-99,999 Pop.	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Bellevue	0.705	0.627	0.717
Columbus	1.372	1.349	1.375
Fremont	1.227	1.276	1.280
Grand Island	1.492	1.698	1.670
Hastings	1.208	1.183	1.138
Kearney	1.413	1.764	1.749
Norfolk	1.577	1.815	1.806
North Platte	1.250	1.375	1.499
Papillion	0.484	0.628	0.644
Average:	**1.192**	**1.302**	**1.320**
Median:	**1.250**	**1.349**	**1.375**

>100,000 Pop.	1990 Pull Factor	2000 Pull Factor	2005 Pull Factor
Lincoln	1.087	1.317	1.277
Omaha	1.583	1.725	1.653
Average:	**1.335**	**1.521**	**1.465**
Median:	**1.335**	**1.521**	**1.465**