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Rural Development Strategies for Nebraska: Results from the 1997 Annual Nebraska Rural Poll

John C. Allen
University of Nebraska - Lincoln, jallen1@unl.edu

Rebecca Filkins
University of Nebraska - Lincoln

Sam Cordes
University of Nebraska - Lincoln, scordes1@unl.edu

Amy M. Smith
University of Nebraska - Lincoln

Eric Jarecki
University of Nebraska - Lincoln

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THE CENTER FOR RURAL COMMUNITY REVITALIZATION AND DEVELOPMENT

A Working Paper*

Rural Development Strategies for Nebraska: Results from the 1997 Annual Nebraska Rural Poll**

John C. Allen
Rebecca Filkins
Sam Cordes
Amy M. Smith
Eric Jarecki

University of Nebraska-Lincoln

Institute of Agriculture and Natural Resources

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*Working Papers are used to present preliminary policy and programmatic ideas and research findings to a limited audience in a timely manner. Working Papers have not necessarily been peer reviewed and the content is the sole responsibility of the author(s). Any questions, suggestions, or concerns should be sent directly to the author(s).

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Executive Summary

This working paper presents findings from the second annual Nebraska Rural Poll. The study is based on 3,264 responses from households in the 87 non-metropolitan counties in the state. The objectives of this paper are to answer the following questions:

1. Do rural Nebraskans generally support policies of state and local governments which provide tax breaks and other financial incentives to businesses that will locate or make a commitment to stay in their state/area?
2. How effective do rural Nebraskans believe the Nebraska Employment and Investment Growth Act and the Nebraska Employment Expansion and Investment Incentive Act have been in helping rural Nebraska?
3. How high a priority do rural Nebraskans feel the following development options should be for the state?
   - Promote Nebraska agricultural products
   - Promote the location of manufacturing firms in rural Nebraska
   - Promote the development of industrial parks in rural Nebraska
   - Promote the development of retail shopping centers in rural Nebraska
   - Promote the expansion of existing industries in rural Nebraska
   - Promote the development of telecommunications networks in rural Nebraska
   - Promote the development of small businesses in rural Nebraska
   - Promote tourism in rural Nebraska

Key findings include the following:

- Over one-half of rural Nebraskans favor policies that provide tax breaks and other financial incentives to businesses that will locate or make a commitment to stay in their state/area.
- Certain groups were more likely than others to favor these policies: respondents living in larger communities, persons living in the Panhandle region, respondents with higher incomes, younger respondents, those with higher educational levels and the divorced/separated respondents.
- Opinions on the effectiveness of the Nebraska Employment and Investment Growth Act and the Nebraska Employment Expansion and Investment Act were mixed.
- Over one-half of rural Nebraskans rated the following development options "high priority": promote Nebraska agricultural products, promote the development of small businesses in rural Nebraska and promote the location of manufacturing firms in rural Nebraska. On the other hand, promoting the development of retail shopping centers in rural Nebraska had the smallest proportion of respondents rating it a high priority (22%).
- Respondents' ratings of the development options varied by community size, region and individual attributes. However, no systematic pattern existed across all of the development options.

Introduction

Government policy and rural development strategies for Nebraska have been the focus of public discussion in the state during the last decade. Nebraskans have been asking questions such as: What role should tax breaks and other financial incentives play in recruiting new businesses to the state? How should the state allocate economic development resources for rural Nebraska? This working paper examines these questions.

Methodology and Respondent Profile

This study is based on 3,264 responses from Nebraskans living in non-metropolitan counties in the state. A self-administered questionnaire was mailed in April 1997 to 6,400 randomly selected households. Metropolitan counties not included in the sample were the six Nebraska counties that are part of the Omaha, Lincoln, and Sioux City metropolitan areas. All of the other 87 counties in the state were sampled. The 14 page questionnaire included questions pertaining to well-being, community, government policy, and work. This paper will report only on the government policy portion of the survey.

A 51% response rate was achieved using the Total Design Method (Dillman, 1978). The sequence of steps in the survey process were:

1. A "pre-notification" letter was sent first. This letter requested participation in the study and was signed by the project director.
2. The questionnaire was mailed with an informational letter, signed by the project director, about seven days after the "pre-notification" letter was sent.
3. A reminder postcard was sent to the entire sample approximately seven days after the questionnaire (step #2) had been sent.

4. Those who had not responded within approximately 14 days of the original mailing were then sent a replacement questionnaire.

1997 Respondent Profile

The average respondent was 53 years of age. Seventy-three percent were married (Table 1[*]) and seventy-two percent lived in a town or village. On average, respondents had lived in their current town or village 31 years. Fifty-eight percent of the respondents were living in towns or villages smaller than 5,000 people.

Sixty percent of the respondents reported their approximate household income from all sources, before taxes, for 1996 was below $39,999. Twenty-five percent reported incomes over $50,000. Ninety percent had attained at least a high school diploma.

Fifty-two percent reported that their spouse or partner worked full-time, and an additional twenty percent said their spouse or partner was working part-time. Twenty-five percent reported that their spouse or partner was retired.

[*] Table 1 also includes demographic data from the 1996 Rural Poll, as well as similar data based on the entire non-metro population of Nebraska (using 1990 Census data).

Findings

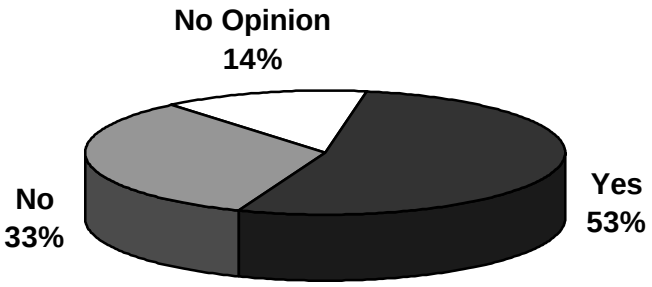
A large amount of data were generated from the 1997 Rural Poll but only the government policy portion is reflected in the subsequent tables and figures. Only selected comments will be made on the data presented. The reader is encouraged to study the tables and figures to draw additional conclusions and insights.

Tax Breaks and Incentives for Businesses

In an effort to recruit new businesses to Nebraska, economic incentives have been offered to qualifying businesses that will make investments and create employment in the state. A question was included in this survey to determine if rural Nebraskans generally support such policies. The specific question asked was:

> *"State and local governments sometimes provide tax breaks and other types of financial incentives to businesses that will locate or make a commitment to stay in their state/area. Do you generally support such policies?"*

Figure 1. Do you generally support policies that provide tax breaks and other types of financial incentives to businesses that will locate or make a commitment to stay in the state/area?



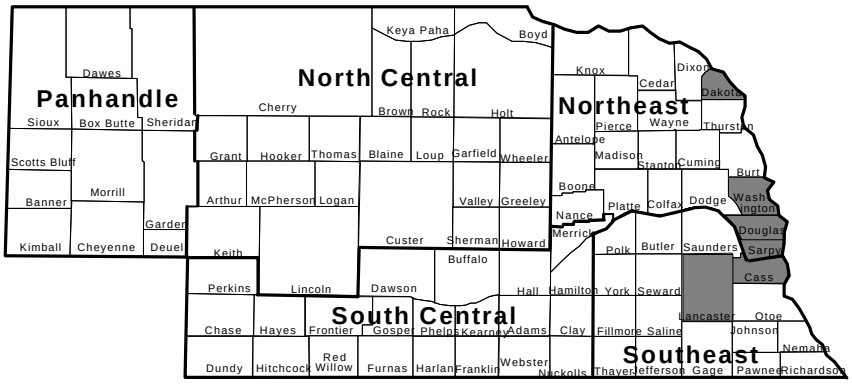
Over one-half (53%) of rural Nebraskans favor these policies, thirty-three percent do not favor them, and fourteen percent had no opinion (Figure 1). A number of comments were written by respondents regarding this question. The following are examples of the types of comments made:

> "I disagree with giving businesses tax breaks. Giving them these tax breaks is hurting us in the long run. We have big businesses that don't have to pay property taxes for so many years and our schools are already wondering where they are going to get enough money to continue to offer a good education. These businesses make a good profit, why shouldn't they put that back into the community through taxes just like everyone else?"

> "I would like to see industry encouraged financially to come to rural Nebraska, but I don't see that the households in these areas should have to shoulder the burden of making improvements, that these industries will greatly benefit from, by allowing tax breaks to the industry."

Respondents living in larger communities were more likely than those living in smaller towns to support policies that give financial incentives to businesses that will locate in an area (Table 2). Approximately fifty-seven percent of respondents living in towns with populations of 5,000 or more said they generally supported such policies, compared to forty-one percent of the respondents living in towns with less than 100 people. When comparing regions of the state, respondents living in the Panhandle were most likely to be in favor of offering these incentives to businesses (see Figure 2 for the counties included in each region). Sixty-one percent of respondents in the Panhandle supported these policies, in contrast to fifty percent in the Northeast region. Other groups more likely to favor these policies include: respondents with higher incomes, younger respondents, those with higher educational levels and the divorced/ separated respondents.

Figure 2. Regions of Nebraska



*Shaded counties represent the metropolitan counties of the state (unsurveyed).

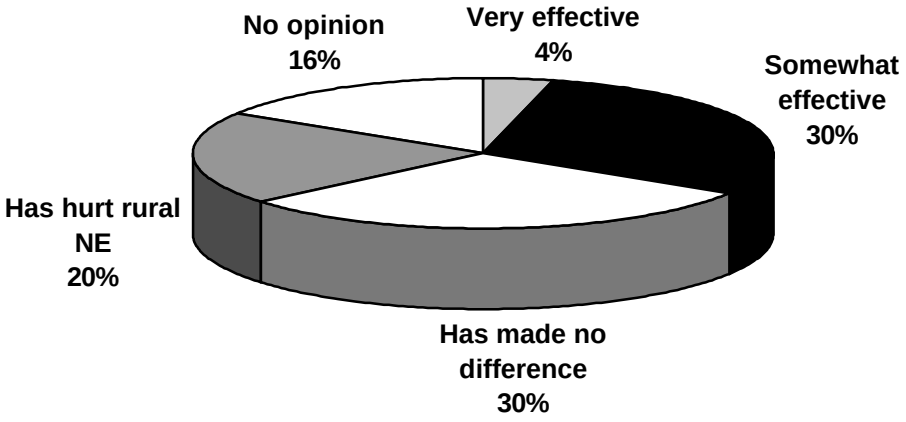
In addition to their general views about tax breaks and financial incentives, respondents were also asked about specific legislation that offers these incentives to qualifying businesses. The question was worded as follows:

> *"In 1987, the Nebraska Unicameral passed the Nebraska Employment and Investment Growth Act, and the Nebraska Employment Expansion and Investment Act, giving tax breaks to businesses who make investments and create jobs in Nebraska. How effective do you feel that this legislation has been in helping rural Nebraska? (Answer categories were very effective, somewhat effective, has made no difference, has hurt rural Nebraska, and no opinion.)*

Four percent of the respondents said this legislation has been very effective, thirty percent stated it has been somewhat effective, thirty percent said it has made no difference, twenty percent feel it has hurt rural Nebraska and sixteen percent had no opinion (Figure 3). Here again, a number of the respondents wrote comments on the questionnaire. The following comment is an example of the view that appears to be held by the fifty percent of the respondents who felt this legislation had either hurt rural Nebraska or had not made any difference in rural Nebraska, "I support this type of legislation but the benefits have mainly gone to Lincoln and Omaha, because of other

services. There needs to be incentives given for rural areas." For the reader's benefit, the geographic distribution of activity associated with this legislation is shown in Appendix A.

Figure 3. How effective do you feel this legislation has been in helping rural Nebraska?



Opinions about the effectiveness of this legislation differed by community size, region, income, age, gender, education and marital status (Table 2). Respondents living in smaller towns were more likely than those living in larger communities to think the legislation has made no difference. Forty-two percent of the respondents living in towns with less than 100 people thought the legislation has made no difference for rural Nebraska. Only twenty-seven percent of persons living in towns with populations greater than 5,000 felt the legislation had made no difference.

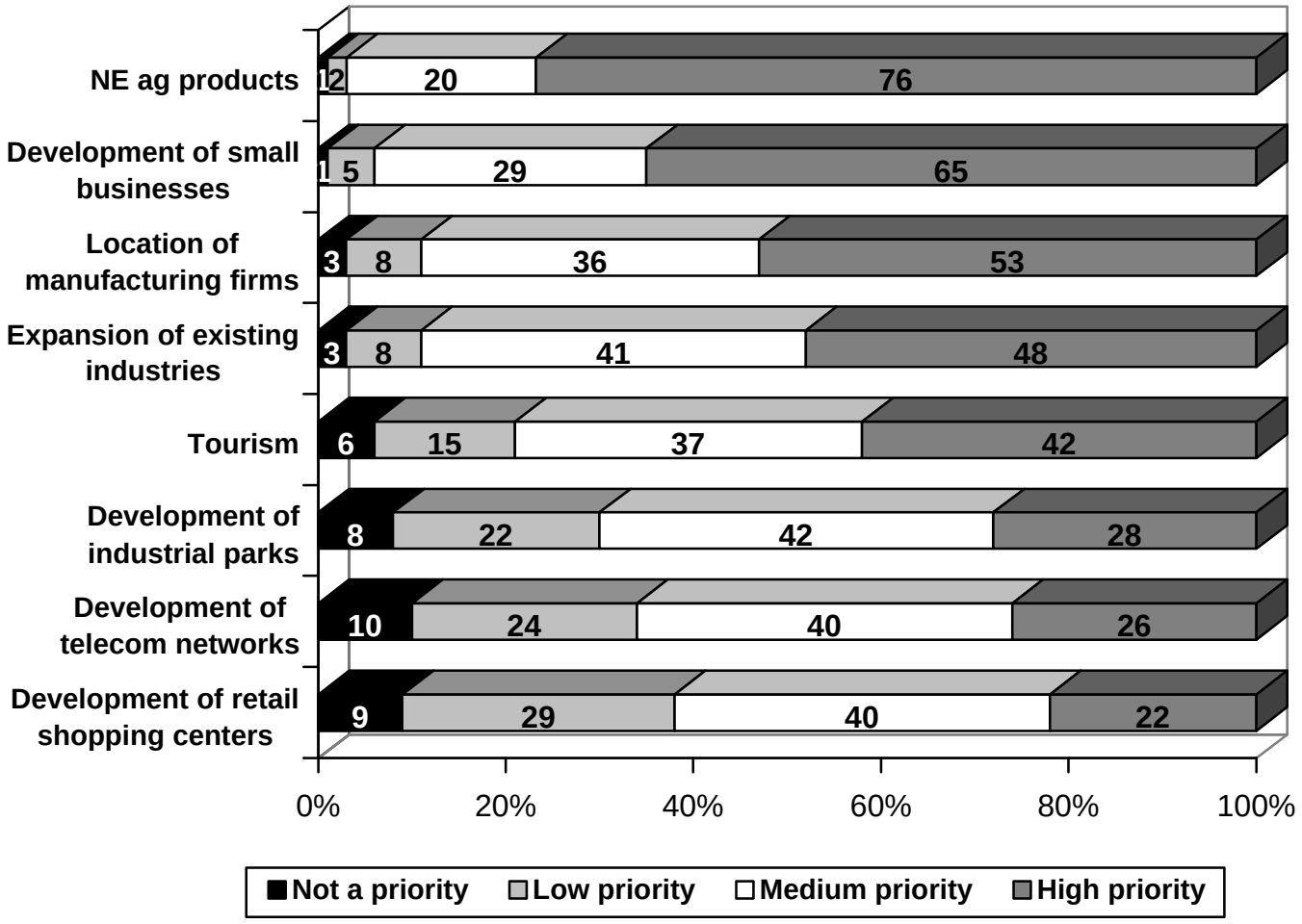
Although only one out of five respondents felt this specific legislation had actually hurt rural Nebraska, some groups were even less likely to believe this legislation had been harmful. Those groups included residents in the Panhandle region (16%), those with incomes below $10,000 (14%), those between the ages of 19-29 years (10%), female respondents (14%), those

with less than a ninth grade education (15%), and those who were either widowed or divorced/separated (13%).

Rural Development Options

Respondents were given a list of eight development options to help rural Nebraska and were asked how high a priority each should be for the state. The three development options that had the largest proportion of respondents considering it a "high priority" were: promote

Figure 4. How high a priority should each of the following be for the state? Promote…



Nebraska agricultural products (76%), promote the development of small businesses in rural Nebraska (65%), and promote the location of manufacturing firms in rural Nebraska (53%) (Figure 4). The option having the smallest proportion of respondents considering it a high priority was promoting the development of retail shopping centers in rural Nebraska (22%).

The priority placed on several of these development options varied by community structure, region and various individual attributes (Table 3). For example, in the case of promoting the location of manufacturing firms in rural Nebraska, fifty-nine percent of the respondents age 50 – 64 viewed this option as a high priority, compared to only forty percent of those age 19 – 29.

A greater proportion of respondents living in larger towns than those living in smaller communities said the development of industrial parks in rural Nebraska should be a high priority. Specifically, thirty-two percent of the respondents living in towns with populations greater than 5,000 said developing industrial parks should be a high priority; but only twenty percent of persons living in towns with less than 100 people agreed.

Many differences were noted in the rating of "promote the development of retail shopping centers in rural Nebraska". The largest difference occurred among income groups. Thirty-eight percent of the respondents with household incomes less than $10,000 said this option should be a high priority for the state; compared to only fifteen percent of the respondents with household incomes greater than $60,000. Gender differences were also noted. Thirty percent of the females stated that developing retail shopping centers should be a high priority; but only nineteen percent of the males viewed this as a high priority. Other groups more likely to think this option should be a high priority include: older respondents,

respondents living in the Panhandle region, respondents with less education and the respondents who are widowed.

Promoting the expansion of existing industries in rural Nebraska was more likely to be seen as a high priority for respondents living in the Panhandle region in comparison to other regions, and by the older respondents in contrast to younger respondents. Developing telecommunications networks in rural Nebraska was more likely to be viewed as a high priority by respondents with higher income levels, middle-aged respondents and those with higher educational levels.

Promoting the development of small businesses in rural Nebraska was viewed as a high priority by seventy-two percent of the respondents living in communities with populations ranging from 500 to 999. In contrast, only sixty-one percent of respondents living in towns with populations greater than 10,000 were of the same opinion.

Many differences of opinion occurred when asked how high a priority promoting tourism in rural Nebraska should be. Respondents in the larger communities were more likely to think it should be a high priority. Forty-five percent of respondents living in communities with populations greater than 10,000 thought promoting tourism should be a high priority for the state, while only twenty-one percent of respondents living in towns with less than 100 people agreed. The respondents living in the Panhandle region were the most likely to think that promoting tourism should be a high priority for the state compared to the other regional groups. Other groups more likely to think that promoting tourism should be a high priority include: older respondents, females and the respondents who are widowed.

Table 1. Demographic Profile of 1996 and 1997 Rural Poll Respondents Compared to 1990 Census

	1997 Poll	*1996 Poll*	*1990 Census*
Age: (*1)			
20 - 39	24%	22%	38%
40 - 64	48%	49%	36%
65 and over	28%	29%	26%
Gender: (*2)			
Female	28%	27%	49%
Male	72%	73%	51%
Education: (*3)			
Less than 9th grade	5%	3%	10%
9th to 12th grade (no diploma)	5%	5%	12%
High school diploma (or equivalency)	34%	34%	38%
Some college, no degree	25%	26%	21%
Associate degree	8%	7%	7%
Bachelors degree	14%	14%	9%
Graduate or professional degree	9%	10%	3%
Household Income: (*4)			
Less than $10,000	7%	8%	19%
$10,000 - $19,999	16%	17%	25%
$20,000 - $29,999	19%	19%	21%
$30,000 - $39,999	18%	18%	15%
$40,000 - $49,999	14%	15%	9%
$50,000 - $59,999	10%	9%	5%
$60,000 - $74,999	7%	7%	3%
$75,000 or more	8%	7%	3%
Marital Status: (*5)			
Married	73%	75%	64%
Never married	8%	7%	20%
Divorced/separated	9%	8%	7%
Widowed/widower	10%	10%	10%
Race: (*2)			
White, non-hispanic	97.19%	NA	97.58%
Black	0.16%	NA	0.20%
Asian and Pacific Islander	0.19%	NA	0.32%
Hispanic	0.60%	NA	*
Native American	1.40%	NA	1.00%
Other	0.40%	NA	0.90%

*1 1990 Census universe is non-metro population 20 years of age and over

*2 1990 Census universe is total non-metro population

*3 1990 Census universe is non-metro population 18 yrs of age and over

*4 1990 Census universe is all non-metro households

*5 1990 Census universe is non-metro population 15 years of age and over

* Hispanic population is included in the "Other" category in the Census data

Table 2. Opinions on Providing Tax Breaks to Businesses in Relation to Community Structure, Region and Individual Attributes.

	Do you generally support policies that give tax breaks and other incentives to businesses that will locate or commit to stay in the state/area?					***How effective has the Nebraska Employment and Investment Growth Act and the Nebraska Employment Expansion and Investment Act been in helping rural Nebraska?***					
	Yes	*No*	*No opinion*	*Total*		*Very effective*	*Somewhat effective*	*Has made no difference*	*Has hurt rural Nebraska*	*No opinion*	*Total*
Community Structure		*Percentages*						*Percentages*			
Population of Town				*							*
Less than 100	41 (34)	37 (31)	23 (19)	(84)		4 (3)	19 (16)	42 (35)	17 (14)	19 (16)	(84)
100-499	49 (222)	34 (152)	18 (80)	(454)		4 (16)	26 (117)	30 (136)	25 (112)	16 (74)	(455)
500-999	54 (218)	31 (124)	15 (62)	(404)		3 (10)	26 (105)	35 (142)	21 (85)	15 (62)	(404)
1000-4999	53 (466)	33 (293)	14 (128)	(887)		4 (33)	30 (267)	31 (273)	20 (176)	15 (135)	(884)
5000-9999	58 (243)	28 (117)	14 (58)	(418)		7 (28)	32 (132)	27 (111)	18 (74)	17 (72)	(417)
10,000 and up	57 (503)	33 (293)	10 (87)	(883)		4 (37)	33 (291)	27 (239)	20 (175)	16 (142)	(884)
Total	54 (1686)	32 (1010)	14 (434)	(3130)		4 (127)	30 (928)	30 (936)	20 (636)	16 (501)	(3128)
Region				*							*
Panhandle	61 (220)	27 (99)	12 (44)	(363)		4 (14)	30 (110)	34 (125)	16 (59)	15 (56)	(364)
North Central	52 (227)	33 (143)	16 (70)	(440)		4 (17)	24 (108)	35 (156)	20 (88)	17 (73)	(442)
South Central	55 (522)	31 (295)	14 (129)	(946)		4 (40)	30 (282)	27 (258)	21 (199)	17 (163)	(942)
Northeast	50 (372)	35 (262)	16 (118)	(752)		4 (29)	31 (236)	26 (196)	21 (160)	18 (133)	(754)
Southeast	53 (342)	34 (220)	13 (86)	(648)		4 (26)	30 (194)	32 (206)	21 (132)	14 (87)	(645)
Total	53 (1683)	32 (1019)	14 (447)	(3149)		4 (126)	30 (930)	30 (941)	20 (638)	16 (512)	(3147)
Individual Attributes											
Income Level				*							*
Under $10,000	45 (84)	22 (40)	33 (62)	(186)		7 (12)	27 (50)	24 (45)	14 (26)	29 (53)	(186)
$10,000-19,999	47 (217)	34 (158)	20 (91)	(466)		4 (17)	27 (123)	32 (147)	19 (88)	19 (88)	(463)
$20,000-29,999	57 (314)	32 (176)	11 (60)	(550)		5 (29)	31 (169)	30 (167)	17 (93)	17 (91)	(549)
$30,000-39,999	54 (282)	33 (172)	14 (72)	(526)		3 (17)	25 (129)	36 (190)	20 (106)	16 (81)	(523)
$40,000-49,999	54 (210)	37 (143)	10 (37)	(390)		2 (7)	32 (124)	30 (117)	23 (88)	14 (55)	(391)
$50,000-59,999	61 (172)	34 (95)	6 (17)	(284)		6 (16)	31 (88)	29 (81)	24 (69)	11 (30)	(284)
$60,000-74,999	63 (134)	32 (69)	5 (11)	(214)		2 (5)	36 (76)	26 (55)	27 (58)	9 (20)	(214)
$75,000 and over	63 (154)	31 (75)	6 (15)	(244)		5 (12)	39 (95)	25 (60)	21 (52)	10 (24)	(243)
Total	55 (1567)	32 (928)	13 (365)	(2860)		4 (115)	30 (854)	30 (862)	20 (580)	16 (442)	(2853)
Age				*							*
19-29	59 (124)	21 (43)	20 (42)	(209)		3 (6)	34 (70)	32 (66)	10 (20)	22 (46)	(208)
30-39	62 (327)	28 (145)	10 (53)	(525)		3 (14)	29 (152)	37 (192)	18 (95)	13 (69)	(522)
40-49	58 (421)	34 (245)	8 (60)	(726)		4 (25)	29 (213)	34 (244)	22 (159)	12 (83)	(724)
50-64	52 (422)	37 (300)	11 (86)	(808)		5 (38)	29 (237)	29 (239)	23 (190)	13 (109)	(813)
65 and up	45 (385)	33 (282)	22 (188)	(855)		5 (41)	29 (252)	24 (201)	20 (167)	23 (196)	(857)
Total	54 (1679)	33 (1015)	14 (429)	(3123)		4 (124)	30 (924)	30 (942)	20 (631)	16 (503)	(3124)

* Statistically significant at .05 level.

Note: Numbers in parentheses are numbers of observations.

Table 2. Opinions on Providing Tax Breaks to Businesses in Relation to Community Structure, Region and Individual Attributes.

	Do you generally support policies that give tax breaks and other incentives to businesses that will locate or commit to stay in the state/area?					***How effective has the Nebraska Employment and Investment Growth Act and the Nebraska Employment Expansion and Investment Act been in helping rural Nebraska?***					
	Yes	*No*	*No opinion*	*Total*		*Very effective*	*Somewhat effective*	*Has made no difference*	*Has hurt rural Nebraska*	*No opinion*	*Total*
Gender		*Percentages*		*				*Percentages*			*
Male	54 (1225)	35 (803)	11 (254)	(2282)		4 (94)	31 (703)	30 (682)	23 (515)	13 (290)	(2284)
Female	53 (456)	26 (219)	21 (182)	(857)		4 (31)	26 (226)	31 (262)	14 (120)	25 (217)	(856)
Total	54 (1681)	33 (1022)	14 (436)	(3139)		4 (125)	30 (929)	30 (944)	20 (635)	16 (507)	(3140)
Education				*							*
Less than 9th grade	37 (49)	31 (42)	32 (43)	(134)		5 (7)	21 (28)	29 (38)	15 (20)	29 (38)	(131)
9th to 12th grade	42 (64)	33 (51)	25 (38)	(153)		5 (8)	29 (45)	26 (40)	20 (30)	20 (31)	(154)
High school diploma	48 (500)	35 (361)	17 (172)	(1033)		4 (41)	30 (309)	28 (293)	21 (216)	17 (172)	(1031)
Some college	58 (437)	31 (233)	12 (88)	(758)		5 (35)	27 (204)	34 (259)	20 (150)	15 (112)	(760)
Associate degree	58 (146)	34 (87)	8 (21)	(254)		4 (9)	29 (74)	34 (86)	20 (50)	14 (36)	(255)
Bachelors degree	62 (277)	29 (131)	9 (39)	(447)		3 (14)	33 (148)	31 (138)	18 (82)	14 (64)	(446)
Grad or prof degree	60 (175)	33 (96)	8 (23)	(294)		3 (9)	32 (95)	25 (73)	26 (76)	14 (40)	(293)
Total	54 (1648)	33 (1001)	14 (424)	(3073)		4 (123)	29 (903)	30 (927)	20 (624)	16 (493)	(3070)
Marital Status				*							*
Married	54 (1243)	35 (798)	11 (260)	(2301)		4 (87)	30 (699)	30 (688)	23 (519)	14 (311)	(2304)
Never married	48 (117)	33 (81)	20 (48)	(246)		2 (6)	29 (70)	35 (85)	16 (40)	18 (45)	(246)
Divorced/separated	66 (185)	22 (62)	12 (33)	(280)		6 (16)	29 (80)	34 (94)	13 (35)	19 (53)	(278)
Widowed	44 (136)	26 (80)	31 (96)	(312)		5 (16)	25 (78)	25 (77)	13 (41)	32 (100)	(312)
Total	54 (1681)	33 (1021)	14 (437)	(3139)		4 (125)	30 (927)	30 (944)	20 (635)	16 (509)	(3140)

* Statistically significant at .05 level.
Note: Numbers in parentheses are numbers of observations.

Table 3. Importance of Development Options by Community Structure, Region and Individual Attributes.

Indicate how high a priority each of the following options should be for the state.

	Promote Nebraska agricultural products						***Promote location of manufacturing firms in rural Nebraska***				
	Not a Priority	*Low Priority*	*Medium Priority*	*High Priority*	*Total*		*Not a Priority*	*Low Priority*	*Medium Priority*	*High Priority*	*Total*
Population of Town											
Less than 100	4 (3)	2 (2)	17 (14)	77 (63)	(82)		5 (4)	7 (6)	38 (31)	49 (40)	(81)
100-499	1 (5)	2 (10)	17 (74)	80 (355)	(444)		4 (17)	9 (39)	39 (171)	49 (216)	(443)
500-999	1 (2)	4 (14)	18 (72)	78 (310)	(398)		3 (10)	10 (38)	32 (126)	56 (219)	(393)
1000-4999	1 (11)	2 (16)	19 (169)	78 (678)	(874)		2 (21)	7 (62)	37 (321)	54 (465)	(869)
5000-9999	2 (7)	3 (11)	23 (95)	73 (310)	(423)		2 (9)	10 (41)	34 (143)	54 (228)	(421)
10,000 and up	1 (9)	2 (19)	24 (207)	73 (642)	(877)		2 (21)	8 (66)	36 (315)	54 (477)	(879)
Total	1 (37)	2 (72)	20 (631)	76 (2358)	(3098)		3 (82)	8 (252)	36 (1107)	53 (1645)	(3086)
Region											
Panhandle	1 (4)	2 (7)	18 (67)	79 (288)	(366)		2 (6)	6 (22)	33 (121)	59 (216)	(365)
North Central	1 (2)	2 (8)	22 (93)	76 (330)	(433)		3 (11)	9 (37)	35 (149)	54 (233)	(430)
South Central	1 (9)	3 (25)	19 (173)	78 (724)	(931)		2 (18)	8 (75)	37 (343)	53 (493)	(929)
Northeast	2 (12)	2 (18)	22 (161)	75 (558)	(749)		3 (24)	9 (64)	37 (274)	51 (382)	(744)
Southeast	2 (12)	3 (17)	22 (142)	73 (465)	(636)		4 (28)	9 (55)	36 (226)	51 (326)	(635)
Total	1 (39)	2 (75)	20 (636)	76 (2365)	(3115)		3 (87)	8 (253)	36 (1113)	53 (1650)	(3103)
Income Level											
Under $10,000	2 (4)	3 (5)	23 (40)	72 (128)	(177)		6 (10)	10 (17)	32 (55)	53 (92)	(174)
$10,000-19,999	2 (10)	2 (11)	21 (93)	75 (339)	(453)		3 (12)	7 (33)	36 (160)	55 (246)	(451)
$20,000-29,999	1 (7)	3 (15)	20 (109)	76 (421)	(552)		2 (9)	7 (40)	35 (194)	56 (308)	(551)
$30,000-39,999	0.2 (1)	2 (12)	18 (93)	80 (414)	(520)		2 (12)	9 (48)	32 (166)	57 (294)	(520)
$40,000-49,999	1 (2)	3 (13)	20 (80)	76 (298)	(393)		4 (16)	8 (31)	35 (135)	54 (209)	(391)
$50,000-59,999	1 (3)	2 (7)	25 (70)	72 (206)	(286)		2 (5)	8 (22)	36 (104)	54 (156)	(287)
$60,000-74,999	1 (1)	1 (1)	25 (52)	74 (155)	(209)		3 (6)	9 (19)	42 (87)	46 (97)	(209)
$75,000 and over	0 (0)	2 (4)	25 (59)	74 (177)	(240)		1 (3)	8 (18)	40 (96)	51 (123)	(240)
Total	1 (28)	2 (68)	21 (596)	76 (2138)	(2830)		3 (73)	8 (228)	35 (997)	54 (1525)	(2823)
Age					*						*
19-29	1 (1)	6 (12)	22 (46)	72 (149)	(208)		1 (1)	15 (31)	45 (93)	40 (84)	(209)
30-39	1 (4)	2 (11)	24 (124)	73 (383)	(522)		3 (15)	8 (40)	39 (204)	51 (265)	(524)
40-49	1 (5)	2 (17)	24 (172)	73 (528)	(722)		2 (13)	8 (58)	38 (277)	52 (373)	(721)
50-64	1 (7)	2 (18)	18 (147)	79 (635)	(807)		2 (14)	8 (64)	32 (255)	59 (471)	(804)
65 and up	2 (19)	2 (15)	17 (143)	79 (654)	(831)		5 (38)	7 (58)	34 (275)	55 (450)	(821)
Total	1 (36)	2 (73)	21 (632)	76 (2349)	(3090)		3 (81)	8 (251)	36 (1104)	53 (1643)	(3079)
Gender											
Male	1 (26)	2 (53)	20 (463)	76 (1725)	(2267)		3 (62)	8 (183)	36 (804)	54 (1216)	(2265)
Female	1 (12)	3 (21)	21 (175)	75 (631)	(839)		3 (23)	9 (71)	37 (307)	52 (430)	(831)
Total	1 (38)	2 (74)	21 (638)	76 (2356)	(3106)		3 (85)	8 (254)	36 (1111)	53 (1646)	(3096)
Education					*						*
High school or less	2 (25)	2 (30)	20 (260)	76 (977)	(1292)		3 (44)	7 (93)	33 (424)	56 (726)	(1287)
Some college	1 (9)	2 (22)	18 (186)	79 (798)	(1015)		2 (23)	9 (88)	35 (349)	55 (552)	(1012)
College grad	0.1 (1)	3 (21)	25 (183)	72 (528)	(733)		2 (17)	9 (66)	42 (310)	46 (340)	(733)
Total	1 (35)	2 (73)	21 (629)	76 (2303)	(3040)		3 (84)	8 (247)	36 (1083)	53 (1618)	(3032)
Marital Status					*						*
Married	1 (21)	2 (48)	21 (472)	76 (1753)	(2294)		2 (55)	8 (188)	35 (804)	54 (1245)	(2292)
Never married	1 (3)	5 (11)	22 (52)	73 (174)	(240)		3 (7)	13 (31)	39 (95)	45 (109)	(242)
Divorced/separated	2 (5)	3 (8)	23 (63)	73 (200)	(276)		3 (9)	6 (15)	39 (106)	53 (145)	(275)
Widowed	3 (10)	2 (6)	17 (50)	78 (230)	(296)		5 (14)	7 (20)	37 (105)	52 (148)	(287)
Total	1 (39)	2 (73)	21 (637)	76 (2357)	(3106)		3 (85)	8 (254)	36 (1110)	53 (1647)	(3096)

* Statistically significant at .05 level.

Note: Numbers in parentheses are numbers of observations.

Table 3. Importance of Development Options by Community Structure, Region and Individual Attributes.

Indicate how high a priority each of the following options should be for the state.

	Promote the development of industrial parks in rural Nebraska					***Promote the development of retail shopping centers in rural Nebraska***				
	Not a Priority	*Low Priority*	*Medium Priority*	*High Priority*	*Total*	*Not a Priority*	*Low Priority*	*Medium Priority*	*High Priority*	*Total*
Population of Town					*					*
Less than 100	15 (12)	34 (27)	31 (25)	20 (16)	(80)	19 (15)	39 (31)	29 (23)	13 (10)	(79)
100-499	11 (46)	24 (104)	43 (187)	23 (103)	(440)	11 (47)	35 (156)	35 (153)	20 (86)	(442)
500-999	10 (39)	24 (91)	42 (162)	24 (93)	(385)	12 (47)	27 (106)	39 (152)	22 (85)	(390)
1000-4999	7 (63)	21 (181)	43 (367)	28 (241)	(852)	9 (73)	29 (247)	40 (348)	23 (194)	(862)
5000-9999	7 (28)	22 (92)	40 (166)	32 (133)	(419)	6 (27)	24 (100)	43 (182)	26 (110)	(419)
10,000 and up	6 (51)	19 (167)	43 (376)	32 (277)	(871)	9 (78)	28 (248)	41 (355)	22 (194)	(875)
Total	8 (239)	22 (662)	42 (1283)	28 (863)	(3047)	9 (287)	29 (888)	40 (1213)	22 (679)	(3067)
Region					*					*
Panhandle	9 (34)	21 (75)	41 (148)	29 (107)	(364)	6 (23)	27 (97)	39 (143)	28 (100)	(363)
North Central	10 (43)	24 (102)	39 (166)	27 (114)	(425)	9 (38)	31 (134)	36 (153)	24 (103)	(428)
South Central	5 (47)	22 (204)	42 (384)	30 (278)	(913)	8 (75)	31 (281)	43 (393)	19 (171)	(920)
Northeast	9 (65)	21 (153)	46 (338)	24 (174)	(730)	11 (78)	28 (205)	39 (289)	23 (168)	(740)
Southeast	9 (56)	20 (126)	41 (256)	31 (192)	(630)	12 (75)	28 (179)	39 (246)	21 (134)	(634)
Total	8 (245)	22 (660)	42 (1292)	28 (865)	(3062)	9 (289)	29 (896)	40 (1224)	22 (676)	(3085)
Income Level										*
Under $10,000	14 (24)	17 (29)	37 (63)	31 (53)	(169)	9 (15)	19 (32)	35 (59)	38 (64)	(170)
$10,000-19,999	9 (40)	22 (96)	41 (183)	28 (123)	(442)	12 (52)	26 (116)	36 (162)	27 (119)	(449)
$20,000-29,999	8 (42)	22 (117)	40 (218)	31 (168)	(545)	8 (43)	29 (158)	42 (230)	21 (117)	(548)
$30,000-39,999	7 (37)	22 (113)	42 (216)	30 (155)	(521)	7 (38)	29 (148)	41 (212)	23 (119)	(517)
$40,000-49,999	8 (29)	22 (86)	42 (161)	29 (112)	(388)	11 (41)	30 (116)	42 (163)	18 (71)	(391)
$50,000-59,999	5 (15)	19 (54)	44 (127)	32 (91)	(287)	8 (24)	30 (84)	43 (123)	19 (54)	(285)
$60,000-74,999	6 (13)	24 (49)	48 (99)	23 (47)	(208)	10 (20)	37 (77)	38 (79)	15 (31)	(207)
$75,000 and over	4 (10)	20 (47)	48 (113)	28 (67)	(237)	8 (19)	40 (95)	38 (90)	15 (36)	(240)
Total	8 (210)	21 (591)	42 (1180)	29 (816)	(2797)	9 (252)	29 (826)	40 (1118)	22 (611)	(2807)
Age					*					*
19-29	4 (9)	28 (58)	47 (98)	21 (44)	(209)	5 (11)	28 (58)	49 (101)	18 (38)	(208)
30-39	7 (34)	22 (117)	44 (231)	27 (141)	(523)	7 (37)	35 (184)	43 (222)	15 (78)	(521)
40-49	7 (48)	21 (153)	41 (291)	32 (226)	(718)	8 (56)	31 (221)	42 (299)	20 (144)	(720)
50-64	6 (51)	20 (161)	42 (333)	32 (255)	(800)	8 (64)	28 (224)	38 (303)	26 (208)	(799)
65 and up	12 (94)	21 (167)	43 (335)	24 (192)	(788)	14 (113)	25 (206)	35 (284)	26 (209)	(812)
Total	8 (236)	22 (656)	42 (1288)	28 (858)	(3038)	9 (281)	29 (893)	40 (1209)	22 (677)	(3060)
Gender										*
Male	7 (164)	21 (479)	43 (971)	28 (627)	(2241)	10 (227)	32 (713)	39 (879)	19 (430)	(2249)
Female	9 (76)	22 (182)	40 (320)	29 (233)	(811)	7 (58)	22 (184)	41 (336)	30 (250)	(828)
Total	8 (240)	22 (661)	42 (1291)	28 (860)	(3052)	9 (285)	29 (897)	40 (1215)	22 (680)	(3077)
Education					*					*
High school or less	10 (126)	20 (251)	43 (538)	28 (348)	(1263)	12 (148)	26 (324)	39 (491)	24 (309)	(1272)
Some college	7 (73)	22 (219)	40 (404)	31 (309)	(1005)	7 (74)	32 (323)	39 (397)	21 (215)	(1009)
College grad	5 (37)	24 (175)	44 (323)	27 (193)	(728)	8 (59)	32 (232)	41 (301)	19 (137)	(729)
Total	8 (236)	22 (645)	42 (1265)	28 (850)	(2996)	9 (281)	29 (879)	40 (1189)	22 (661)	(3010)
Marital Status					*					*
Married	7 (164)	22 (490)	43 (984)	28 (633)	(2271)	9 (210)	31 (708)	39 (887)	21 (470)	(2275)
Never married	8 (18)	28 (66)	38 (91)	26 (62)	(237)	8 (18)	28 (67)	47 (112)	18 (43)	(240)
Divorced/separated	9 (24)	17 (47)	38 (104)	36 (97)	(272)	8 (21)	23 (62)	43 (117)	27 (73)	(273)
Widowed	13 (34)	21 (58)	41 (112)	25 (68)	(272)	13 (36)	21 (60)	34 (98)	32 (93)	(287)
Total	8 (240)	22 (661)	42 (1291)	28 (860)	(3052)	9 (285)	29 (897)	40 (1214)	22 (679)	(3075)

* Statistically significant at .05 level.

Note: Numbers in parentheses are numbers of observations.

Table 3. Importance of Development Options by Community Structure, Region and Individual Attributes.

Indicate how high a priority each of the following options should be for the state.

	Promote the expansion of existing industries in rural Nebraska					***Promote the development of telecomm networks in rural Nebraska***				
	Not a Priority	*Low Priority*	*Medium Priority*	*High Priority*	*Total*	*Not a Priority*	*Low Priority*	*Medium Priority*	*High Priority*	*Total*
Population of Town										
Less than 100	6 (5)	13 (10)	43 (34)	38 (30)	(79)	19 (15)	23 (18)	38 (30)	20 (16)	(79)
100-499	3 (14)	8 (37)	46 (202)	43 (187)	(440)	11 (46)	27 (116)	39 (167)	24 (105)	(434)
500-999	3 (10)	8 (33)	41 (162)	48 (188)	(393)	8 (31)	25 (96)	40 (154)	27 (105)	(386)
1000-4999	2 (13)	8 (72)	38 (328)	52 (447)	(860)	11 (93)	24 (204)	41 (351)	24 (202)	(850)
5000-9999	2 (10)	8 (33)	40 (167)	50 (211)	(421)	11 (44)	23 (94)	38 (160)	29 (119)	(417)
10,000 and up	2 (20)	7 (64)	43 (372)	48 (417)	(873)	10 (83)	22 (191)	41 (357)	28 (244)	(875)
Total	2 (72)	8 (249)	41 (1265)	48 (1480)	(3066)	10 (312)	24 (719)	40 (1219)	26 (791)	(3041)
Region					*					
Panhandle	2 (7)	6 (22)	37 (135)	55 (202)	(366)	9 (31)	24 (88)	37 (135)	30 (109)	(363)
North Central	3 (12)	7 (30)	37 (156)	54 (229)	(427)	12 (52)	23 (96)	38 (162)	27 (112)	(422)
South Central	2 (19)	9 (78)	44 (402)	46 (421)	(920)	8 (75)	25 (225)	40 (367)	27 (248)	(915)
Northeast	3 (19)	9 (63)	44 (324)	45 (331)	(737)	11 (83)	24 (174)	41 (296)	24 (178)	(731)
Southeast	3 (21)	9 (54)	40 (253)	48 (303)	(631)	12 (74)	23 (144)	42 (265)	23 (143)	(626)
Total	3 (78)	8 (247)	41 (1270)	48 (1486)	(3081)	10 (315)	24 (727)	40 (1225)	26 (790)	(3057)
Income Level					*					*
Under $10,000	6 (10)	8 (13)	35 (60)	52 (88)	(171)	18 (30)	24 (40)	31 (52)	27 (44)	(166)
$10,000-19,999	2 (9)	11 (48)	39 (173)	49 (218)	(448)	15 (65)	24 (105)	39 (172)	24 (105)	(447)
$20,000-29,999	2 (13)	8 (43)	43 (235)	47 (258)	(549)	9 (51)	27 (147)	38 (208)	25 (138)	(544)
$30,000-39,999	2 (10)	9 (44)	38 (196)	52 (266)	(516)	11 (55)	23 (117)	43 (219)	24 (124)	(515)
$40,000-49,999	2 (6)	7 (27)	42 (162)	50 (193)	(388)	8 (31)	25 (98)	44 (169)	23 (90)	(388)
$50,000-59,999	3 (8)	6 (16)	44 (124)	48 (137)	(285)	8 (23)	22 (64)	44 (125)	26 (75)	(287)
$60,000-74,999	3 (7)	5 (10)	43 (90)	49 (101)	(208)	5 (10)	20 (41)	40 (84)	35 (74)	(209)
$75,000 and over	0 (0)	8 (18)	44 (105)	49 (116)	(239)	5 (13)	21 (49)	38 (90)	36 (87)	(239)
Total	2 (63)	8 (219)	41 (1145)	49 (1377)	(2804)	10 (278)	24 (661)	40 (1119)	26 (737)	(2795)
Age					*					*
19-29	1 (2)	11 (23)	46 (97)	42 (87)	(209)	8 (17)	26 (54)	39 (82)	26 (55)	(208)
30-39	3 (13)	9 (46)	44 (231)	44 (230)	(520)	10 (51)	25 (130)	39 (206)	26 (136)	(523)
40-49	2 (12)	7 (51)	43 (306)	49 (349)	(718)	7 (47)	23 (167)	39 (284)	31 (223)	(721)
50-64	2 (16)	7 (55)	39 (316)	52 (416)	(803)	8 (65)	23 (182)	42 (339)	27 (215)	(801)
65 and up	4 (29)	9 (71)	38 (309)	49 (398)	(807)	17 (129)	23 (182)	40 (309)	21 (163)	(783)
Total	2 (72)	8 (246)	41 (1259)	48 (1480)	(3057)	10 (309)	24 (715)	40 (1220)	26 (792)	(3036)
Gender										
Male	2 (53)	8 (179)	42 (934)	48 (1085)	(2251)	10 (229)	24 (546)	40 (890)	26 (572)	(2237)
Female	3 (21)	9 (70)	40 (332)	49 (398)	(821)	10 (81)	22 (176)	41 (334)	27 (222)	(813)
Total	2 (74)	8 (249)	41 (1266)	48 (1483)	(3072)	10 (310)	24 (722)	40 (1224)	26 (794)	(3050)
Education										*
High school or less	3 (41)	9 (113)	41 (522)	47 (600)	(1276)	14 (176)	28 (349)	39 (488)	19 (242)	(1225)
Some college	2 (18)	7 (75)	39 (396)	52 (519)	(1008)	9 (92)	23 (230)	41 (411)	27 (272)	(1005)
College grad	2 (15)	7 (52)	44 (317)	47 (344)	(728)	5 (36)	18 (128)	41 (302)	36 (265)	(731)
Total	3 (74)	8 (240)	41 (1235)	49 (1463)	(3012)	10 (304)	24 (707)	40 (1201)	26 (779)	(2991)
Marital Status										
Married	2 (49)	8 (176)	42 (950)	49 (1107)	(2282)	10 (227)	25 (556)	40 (898)	26 (586)	(2267)
Never married	3 (6)	11 (25)	45 (108)	42 (100)	(239)	10 (23)	23 (55)	40 (96)	28 (67)	(241)
Divorced/separated	3 (9)	6 (17)	42 (114)	49 (133)	(273)	9 (24)	20 (53)	42 (114)	30 (81)	(272)
Widowed	4 (10)	11 (30)	34 (94)	52 (144)	(278)	13 (36)	21 (56)	43 (116)	23 (61)	(269)
Total	2 (74)	8 (248)	41 (1266)	48 (1484)	(3072)	10 (310)	24 (720)	40 (1224)	26 (795)	(3049)

* Statistically significant at .05 level.

Note: Numbers in parentheses are numbers of observations.

Table 3. Importance of Development Options by Community Structure, Region and Individual Attributes.

Indicate how high a priority each of the following options should be for the state.

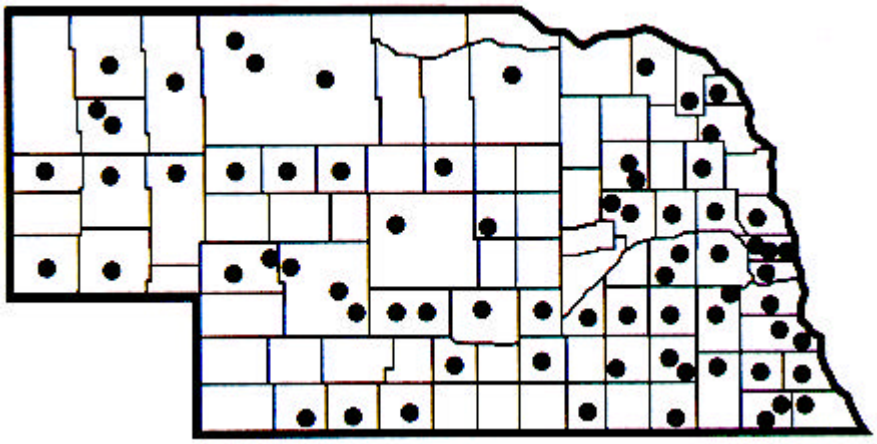
	Promote the development of small businesses in rural Nebraska						***Promote tourism in rural Nebraska***				
	Not a Priority	*Low Priority*	*Medium Priority*	*High Priority*	*Total*		*Not a Priority*	*Low Priority*	*Medium Priority*	*High Priority*	*Total*
Population of Town					*						*
Less than 100	3 (2)	9 (7)	27 (22)	62 (50)	(81)		12 (10)	30 (24)	37 (30)	21 (17)	(81)
100-499	2 (7)	3 (12)	28 (124)	68 (303)	(446)		9 (40)	18 (80)	37 (164)	36 (160)	(444)
500-999	1 (5)	4 (15)	23 (92)	72 (284)	(396)		5 (19)	16 (62)	37 (146)	42 (167)	(394)
1000-4999	1 (9)	4 (33)	30 (262)	65 (562)	(866)		6 (53)	13 (112)	38 (334)	43 (372)	(871)
5000-9999	1 (6)	6 (27)	27 (114)	65 (277)	(424)		5 (20)	15 (62)	36 (152)	44 (187)	(421)
10,000 and up	2 (13)	6 (51)	32 (277)	61 (535)	(876)		4 (39)	15 (132)	36 (312)	45 (394)	(877)
Total	1 (42)	5 (145)	29 (891)	65 (2011)	(3089)		6 (181)	15 (472)	37 (1138)	42 (1297)	(3088)
Region											*
Panhandle	1 (5)	6 (22)	27 (97)	66 (241)	(365)		7 (25)	10 (37)	32 (118)	51 (184)	(364)
North Central	2 (8)	3 (12)	29 (126)	66 (286)	(432)		6 (24)	15 (63)	37 (158)	43 (186)	(431)
South Central	1 (12)	5 (42)	31 (284)	64 (591)	(929)		6 (51)	17 (155)	36 (330)	42 (391)	(927)
Northeast	2 (15)	5 (38)	28 (205)	65 (487)	(745)		5 (40)	15 (108)	38 (285)	42 (314)	(747)
Southeast	1 (7)	5 (31)	29 (187)	65 (410)	(635)		8 (50)	17 (108)	39 (250)	36 (228)	(636)
Total	2 (47)	5 (145)	29 (899)	65 (2015)	(3106)		6 (190)	15 (471)	37 (1141)	42 (1303)	(3105)
Income Level					*						*
Under $10,000	5 (8)	6 (11)	23 (39)	67 (115)	(173)		6 (10)	14 (24)	31 (54)	49 (85)	(173)
$10,000-19,999	2 (10)	5 (24)	27 (125)	65 (297)	(456)		8 (34)	13 (58)	35 (159)	45 (205)	(456)
$20,000-29,999	1 (7)	3 (15)	28 (155)	68 (371)	(548)		5 (26)	15 (81)	35 (191)	46 (254)	(552)
$30,000-39,999	0.4 (2)	4 (22)	28 (145)	68 (351)	(520)		4 (23)	14 (74)	40 (209)	41 (213)	(519)
$40,000-49,999	1 (3)	7 (26)	26 (102)	66 (259)	(390)		4 (17)	15 (59)	34 (131)	47 (183)	(390)
$50,000-59,999	1 (2)	4 (11)	30 (86)	66 (188)	(287)		7 (20)	22 (63)	33 (95)	38 (107)	(285)
$60,000-74,999	1 (3)	4 (8)	31 (64)	64 (133)	(208)		7 (14)	14 (30)	43 (89)	36 (76)	(209)
$75,000 and over	0 (0)	6 (14)	35 (85)	59 (141)	(240)		6 (15)	18 (42)	43 (103)	33 (80)	(240)
Total	1 (35)	5 (131)	28 (801)	66 (1855)	(2822)		6 (159)	15 (431)	37 (1031)	43 (1203)	(2824)
Age					*						*
19-29	1 (3)	5 (11)	37 (77)	57 (118)	(209)		3 (7)	23 (49)	36 (76)	37 (77)	(209)
30-39	1 (4)	7 (36)	31 (161)	62 (323)	(524)		7 (38)	20 (105)	38 (201)	34 (179)	(523)
40-49	1 (9)	3 (24)	29 (210)	66 (476)	(719)		7 (48)	17 (119)	40 (287)	37 (266)	(720)
50-64	1 (5)	3 (24)	25 (202)	71 (574)	(805)		4 (32)	14 (108)	37 (297)	46 (365)	(802)
65 and up	2 (20)	6 (48)	29 (239)	63 (518)	(825)		7 (58)	11 (87)	33 (275)	49 (408)	(828)
Total	1 (41)	5 (143)	29 (889)	65 (2009)	(3082)		6 (183)	15 (468)	37 (1136)	42 (1295)	(3082)
Gender											*
Male	1 (29)	5 (105)	29 (650)	65 (1479)	(2263)		6 (143)	16 (357)	38 (863)	40 (901)	(2264)
Female	2 (14)	5 (41)	30 (246)	64 (531)	(832)		5 (42)	14 (113)	34 (280)	48 (396)	(831)
Total	1 (43)	5 (146)	29 (896)	65 (2010)	(3095)		6 (185)	15 (470)	37 (1143)	42 (1297)	(3095)
Education					*						*
High school or less	2 (28)	5 (66)	28 (361)	65 (830)	(1285)		7 (88)	15 (190)	35 (449)	43 (558)	(1285)
Some college	1 (8)	4 (36)	27 (269)	69 (700)	(1013)		4 (45)	16 (160)	36 (368)	43 (440)	(1013)
College grad	1 (6)	6 (41)	33 (244)	60 (442)	(733)		6 (47)	15 (113)	40 (294)	38 (279)	(733)
Total	1 (42)	5 (143)	29 (874)	65 (1972)	(3031)		6 (180)	15 (463)	37 (1111)	42 (1277)	(3031)
Marital Status					*						*
Married	1 (23)	5 (106)	29 (652)	66 (1510)	(2291)		6 (140)	15 (347)	38 (874)	41 (931)	(2292)
Never married	1 (3)	7 (16)	31 (76)	61 (147)	(242)		5 (12)	18 (43)	42 (100)	36 (86)	(241)
Divorced/separated	3 (8)	4 (10)	30 (83)	63 (172)	(273)		8 (21)	15 (42)	32 (89)	45 (123)	(275)
Widowed	3 (9)	5 (14)	29 (85)	63 (182)	(290)		4 (12)	13 (38)	28 (80)	55 (158)	(288)
Total	1 (43)	5 (146)	29 (896)	65 (2011)	(3096)		6 (185)	15 (470)	37 (1143)	42 (1298)	(3096)

* Statistically significant at .05 level.

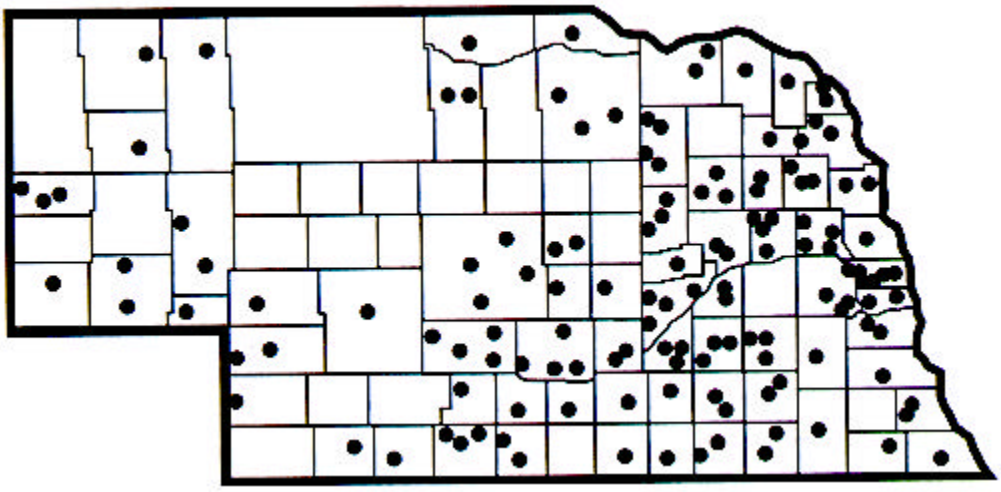
Note: Numbers in parentheses are numbers of observations.

Appendix A. Geographic Distribution of Activity of the Nebraska Employment and Investment Growth Act (LB 775) and the Nebraska Employment Expansion and Investment Incentive Act (LB 1124) Through 12/31/96.

Location of Activity[1] Associated with Employment and Investment Growth Act (LB 775)



Location of Benefits[2] of Employment Expansion and Investment Incentive Act (LB 1124*)



*as amended by LB 270, LB 335, and LB 725

[1] A dot indicates that at least one company has a project in that county. Due to space limitations, there may be more projects in a county than what the number of dots indicate. For example, 215 of the 305 signed, active LB 775 agreements (as of 1996) involved investments/employment in the metropolitan counties of the state: Cass, Dakota, Douglas, Lancaster, Sarpy and Washington Counties.
[2] A dot represents the location of a company that received the benefits provided by this bill. Due to space limitations, the number of dots in some counties may underrepresent the number of companies receiving benefits.

Source: 1996 Annual Report to the Nebraska Legislature: Employment and Investment Growth Act, Employment Expansion and Investment Incentive Act (Including Enterprise Zone Act) & Quality Jobs Act; Nebraska Department of Revenue; March 14, 1997.

Center Working Paper 97-3, September 1997.

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