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Lincoln MSA Led State in 4th Quarter Business Performance

Charles Lamphear

The Lincoln MSA (Lancaster County) led all regions with 52 percent of businesses reporting 4th quarter 1999 revenues over year ago. Statewide, only 39 percent of all respondents reported increases in 4th quarter revenues over year ago. Lincoln's 4th quarter rate of 52 percent was nearly equal to the region's 1999 quarterly average of 51 percent, but slightly ahead of its longer-term (three-year) trend of 48 percent. Only 20 percent of the Lincoln MSA respondents reported a decline in 4th quarter revenues. The remaining 28 percent reported no change in 4th quarter revenues from year ago.

The 4th quarter survey is the latest Nebraska Quarterly Business Conditions Survey (NQBCS). The NQBCS is a joint venture between the Nebraska Departments of Economic Development and Labor, and BBR. The NQBCS is a leading indicator of changes in business activity, job hires, and labor shortages. The latest survey covers nearly 1,300 nonfarm, private sector businesses with a combined employment of approximately 84,000 workers. Nearly all the businesses included in the survey employ at least 10 workers. Regional summaries for the 4th quarter 1999 survey are available on the web sites listed at the end of this article where regional definitions also are provided.

Revenue

Tables 1 and 2 provide summaries of revenue reports from the latest survey, along with NQBCS quarterly averages (four-quarter 1999 averages) and 4th quarter trend estimates, based on NQBCS reports for the 1997-1999 period. Fourth quarter 1999 trend estimates were derived from linear trend lines calculated from 1997-1999 NQBCS data. The 1999 quarterly averages and the 4th quarter trend estimates combined provide a useful base to evaluate actual 4th quarter business performance. Table 1 shows regional detail for all

respondents (all industries) and Table 2 shows sector detail for state, metro, and nonmetro regions.

Statewide, 39 percent of the 1,300 NQBCS respondents reported increases in 4th quarter revenues over year ago, which fell below the 1999 quarterly average of 41 percent, but equaled the 4th quarter trend estimate. Only 28 percent reported decreases in revenues from year ago. The remaining 33 percent reported no change in 4th quarter revenues.

The state's top performer in 4th quarter was manufacturing, with 45 percent of respondents reporting increases in revenues over year ago. That rate equaled the 1999 quarterly average, but exceeded the 4th quarter trend estimate by 8 percentage points. The main source of strength for the manufacturing sector was the metro region, where 55 percent of respondents reported increases in 4th quarter revenues over year ago. That rate exceeded both the metro 1999 quarterly average of 53 percent and the 4th quarter trend estimate of 46 percent. The Lincoln MSA was the top metro region in manufacturing, where 67 percent of respondents reported increases in 4th quarter revenues over year ago. The Central region was the weakest nonmetro region where 30 percent of manufacturing respondents reported increases in 4th quarter revenues. The Southeast and Panhandle regions reported 35 and 38 percent increases, respectively.

Statewide, TCU (transportation, communications, and private sector utilities) and FIRE (finance, insurance, and real estate) also demonstrated strong 4th quarter revenue performance. Nearly 45 percent of TCU respondents reported increases in 4th quarter revenues over year ago, nearly equal to the quarterly average in 1999, but about 7 percentage points above the 4th quarter trend estimate of 38 percent. A higher percentage of metro than nonmetro TCU respondents reported 4th quarter increases. However, 4th quarter performance

Table 1
Business Revenue Performance, All Industries by Region

	1999 Quarterly Average		4 th Quarter 1999 Trend		Actual 4 th Quarter 1999 Rate	
	▲	▼	▲	▼	▲	▼
State	41.1%	28.5%	38.7%	29.3%	39.4%	28.2%
Metro ¹	46.8%	24.3%	45.8%	23.0%	43.9%	25.2%
Lincoln MSA ²	51.0%	22.8%	48.3%	23.8%	52.4%	19.5%
Omaha MSA ³	44.8%	25.1%	44.6%	22.7%	39.6%	28.0%
Nonmetro	35.8%	32.4%	32.1%	35.1%	35.2%	31.1%
Northeast	32.5%	32.6%	27.5%	35.2%	32.7%	30.8%
Southeast	37.5%	35.2%	34.1%	37.6%	32.6%	38.4%
Central	35.7%	38.2%	32.3%	40.3%	33.3%	37.6%
Mid Plains	36.0%	27.1%	34.7%	31.7%	40.2%	22.8%
Panhandle	41.7%	19.6%	36.1%	21.6%	43.1%	15.4%

Notes: ▲ = Increase in current quarter revenues over year-ago levels.
▼ = Decrease in current quarter revenues over year-ago levels.

¹Includes Cass, Douglas, Lancaster, Sarpy, and Washington Counties

²Includes Lancaster County only

³Includes Cass, Douglas, Sarpy, and Washington Counties

was strong in both the metro and nonmetro regions, especially when compared to their respective quarterly averages and 4th quarter trend estimates. The performance pattern for FIRE resembles that of TCU, with the exception of the metro FIRE group's deviation from the trend. The metro FIRE group outperformed its 4th quarter trend estimate of 43 percent throughout 1999. The 4th quarter rate was 54 percent, and the 1999 quarterly average was 53 percent. Most of the strong performance was centered in the Lincoln MSA.

Fourth quarter 1999 NQBCS results indicated that the wholesale trade sector rebounded in the nonmetro region. Thirty-eight percent of respondents indicated increases in 4th quarter revenues over year ago, which surpassed the metro rate of 37 percent. The nonmetro 1999 quarterly average for wholesale trade was 31 percent, and the 4th quarter trend estimate was 22 percent. The rebound was most notable in the Central, Mid Plains, and Panhandle regions, where revenue increases over year ago were in the 42 to 45 percent range. The wholesale trade sector showed considerable weakness in these regions earlier. The turnaround may be short lived if crop producers experience another year of unprofitable prices. Most nonmetro wholesale trade respondents represent farm implement and equipment dealers.

Some weakness in the retail trade sector was indicated in 4th quarter, especially in the nonmetro region. Slightly over 31 percent of the nonmetro retail respondents reported increases in 4th quarter revenues over year ago. Notably, nearly 35 percent reported decreases in revenues. Moreover, 4th quarter performance for nonmetro retailers was about 7 percentage points below the 1999 quarterly average and over 8

percentage points below the 4th quarter trend estimate. Some decline in retail trade activity was foreseen earlier in 1999, predicated on the ripple effect of extremely low farm prices. A rebound is expected as the effect of the farm problem dissipates. Metro retail trade remains strong, but the 4th quarter performance of 43 percent fell short of the 1999 quarterly average of 47 percent and the 4th quarter trend estimate of 49 percent. There is no evidence to indicate that future metro retail trade sector performance will remain below trend.

Services has been the most stable sector statewide. There has been little deviation in services sector performance levels between the metro and nonmetro regions. However, the metro services sector has maintained a slight lead over nonmetro. The 4th quarter services sector trend estimates were 46 percent in metro and 40 percent in nonmetro.

Nonmetro construction sector performance continued to fall far behind metro construction. Only 25 percent of the nonmetro construction respondents reported increases in 4th quarter revenues over year ago. The comparable rate for the metro counties was 41 percent. Less than 11 percent of metro respondents reported decreases in 4th quarter revenues from year ago, while nearly 39 percent of nonmetro respondents reported decreases.

Jobs

Worker shortages and the lack of sufficient qualified applicants continued to be concerns for many businesses in both metro and nonmetro regions. Regional full-time job rates are presented in Table 3. Regional 4th quarter estimates for total full-time job hires and unfilled jobs are presented in Table 4. The job rates shown in Table 3 are relative numbers that are based

Table 2
Business Revenue Performance by Sectors and Regions

	1999 Quarterly Average		4 th Quarter 1999 Trend		Actual 4 th Quarter 1999 Rate	
	▲	▼	▲	▼	▲	▼
State						
All Industries	41.1%	28.5%	38.7%	29.3%	39.4%	28.2%
Construction	33.9%	25.9%	32.4%	27.1%	34.0%	23.0%
Manufacturing	44.9%	30.9%	36.9%	35.6%	45.0%	28.4%
TCU ¹	44.4%	23.3%	37.7%	22.5%	44.6%	23.1%
Wholesale Trade	34.3%	41.1%	29.5%	46.5%	37.5%	36.8%
Retail Trade	41.9%	27.7%	43.6%	25.1%	36.2%	30.7%
FIRE ²	42.9%	20.3%	39.6%	22.5%	44.3%	17.7%
Services	43.6%	26.4%	43.5%	24.4%	40.2%	27.9%
Metro³						
All Industries	46.8%	24.3%	45.8%	23.0%	43.9%	25.2%
Construction	40.8%	14.7%	44.6%	12.8%	41.1%	10.7%
Manufacturing	52.7%	29.9%	46.1%	32.5%	55.1%	24.6%
TCU ¹	48.4%	23.8%	43.3%	23.3%	48.6%	22.9%
Wholesale Trade	39.2%	32.2%	40.5%	29.5%	36.8%	35.1%
Retail Trade	47.4%	23.7%	48.8%	20.9%	43.2%	25.4%
FIRE ²	53.1%	19.0%	43.4%	23.6%	53.7%	17.1%
Services	46.7%	24.6%	46.1%	22.5%	39.7%	28.7%
Nonmetro						
All Industries	35.8%	32.4%	32.5%	35.0%	35.2%	31.1%
Construction	25.3%	40.1%	16.2%	45.8%	25.0%	38.6%
Manufacturing	39.5%	31.6%	30.6%	37.8%	38.0%	31.0%
TCU ¹	40.6%	22.7%	32.0%	22.2%	40.0%	23.3%
Wholesale Trade	30.8%	47.8%	21.7%	59.0%	38.0%	38.0%
Retail Trade	37.9%	30.6%	39.7%	28.2%	31.4%	34.3%
FIRE ²	32.5%	21.8%	36.4%	21.4%	34.2%	18.4%
Services	38.7%	29.3%	39.6%	28.4%	41.2%	26.5%

Notes: ▲ = Increase in current quarter revenues over year-ago levels.
▼ = Decrease in current quarter revenues over year-ago levels.

¹Includes Transportation, Communications, and Utilities

²Includes Finance, Insurance, and Real Estate

³Includes Cass, Douglas, Lancaster, Sarpy, and Washington Counties

on 1,000 existing jobs. For example, a 12.4 new job rate means that for every 1,000 existing nonfarm, private sector jobs, 12.4 new job hires occurred. Total estimates of job hires and unfilled jobs are based on the job rates.

The 4th quarter metro rate for new job hires was 18.4—significantly below both the 1999 quarterly average of 21.6 and the 4th quarter trend estimate of 21.2. This pattern held for both the Lincoln and the Omaha metro regions, indicating an overall slowdown in new full-time job hires. However, the 4th quarter metro rate of 18.4 still remained substantially above the nonmetro rate of 11.4. The Lincoln MSA led all regions with a rate of 23.4. The Southeast and Central regions had the lowest 4th quarter rates—8.6 and 9.3, respectively. In general, new full-time job hires (i.e., rates) declined in all regions except the Northeast. A statewide shortage of qualified workers may have been a major reason for the slowdown in new job growth.

For the metro regions, the 4th quarter Omaha MSA survey results produced the highest replacement hire rate for existing full-time positions—38.7. However, the Omaha rate was considerably below rates for earlier periods, indicating a

decline in job turnover in the Omaha area. For all regions, Central had the highest rate—44.7. Replacement hire rates are one measure of job turnover. Job turnover declined in all regions except the Northeast.

Fourth quarter rates of unfilled jobs were down or unchanged from earlier periods in all regions except the Northeast. The 4th quarter rate of 14.8 for the Northeast region exceeded its 1999 quarterly average of 11.9 and the 4th quarter trend estimate of 10.4. Fourth quarter rates of 21.9 in the Lincoln MSA and 6.4 in the Mid Plains remained unchanged from previous periods.

At the state level, 40 percent of all unfilled full-time jobs during 4th quarter 1999 were due to the lack of qualified applicants. The percent was higher for nonmetro counties—47 percent. The Southeast region had the highest rate of unqualified applicants—10.4. The Panhandle and Northeast regions had the lowest rates—3.3 and 3.5, respectively. The lack of qualified applicants continued to be a problem across the state, but the situation improved somewhat during the 4th quarter. The improvement was largely due to a general slow-

down in new job hires and replacement hires. Survey results for the Northeast region ran counter to this general observation. New job hires and replacement hires remained strong in the Northeast region, while the rate of unqualified applicants was relatively low, an unexplained anomaly.

In conclusion, the state's economy continued to demonstrate strength, but worker shortages and the lack of qualified applicants at all occupational levels continued to challenge both metro and nonmetro businesses. It is uncertain how much longer Nebraska businesses can maintain strong performances without significant increases in the availability of qualified workers.

See detailed
regional reports

www.bbr.unl.edu
www.ded.state.ne.us
www.dol.state.ne.us

Table 3

Full-time Job Rates Per 1,000 Existing Nonfarm, Private Sector Employees

	1999 Quarterly Average	4 th Quarter 1999 Trend	Actual 4 th Quarter 1999
Metro¹			
New Jobs	21.6	21.2	18.4
Replacement Hires	49.9	57.0	35.9
Unfilled Jobs	19.6	20.3	16.2
Lack of Qualified Applicants	10.6	11.3	6.9
Lincoln MSA²			
New Jobs	26.7	32.2	23.4
Replacement Hires	43.3	47.0	29.6
Unfilled Jobs	21.0	20.0	21.9
Lack of Qualified Applicants	10.5	10.3	7.9
Omaha MSA³			
New Jobs	20.5	18.0	16.2
Replacement Hires	52.8	62.1	38.7
Unfilled Jobs	18.6	20.0	13.7
Lack of Qualified Applicants	10.7	11.8	6.5
Nonmetro			
New Jobs	15.6	12.8	11.4
Replacement Hires	40.8	41.6	34.0
Unfilled Jobs	13.3	13.9	12.9
Lack of Qualified Applicants	6.6	7.0	5.3
Northeast			
New Jobs	11.7	4.0	10.9
Replacement Hires	36.8	35.6	33.6
Unfilled Jobs	11.9	10.4	14.8
Lack of Qualified Applicants	4.0	3.1	3.5
Southeast			
New Jobs	17.7	20.2	8.6
Replacement Hires	31.1	33.3	26.4
Unfilled Jobs	19.3	22.3	16.9
Lack of Qualified Applicants	13.1	16.4	10.4
Central			
New Jobs	14.5	11.9	9.3
Replacement Hires	54.9	57.8	44.7
Unfilled Jobs	14.1	15.5	12.4
Lack of Qualified Applicants	7.3	8.5	5.7
Mid Plains			
New Jobs	19.8	24.6	17.2
Replacement Hires	30.8	34.3	21.5
Unfilled Jobs	7.1	6.9	6.4
Lack of Qualified Applicants	3.2	2.8	4.1
Panhandle			
New Jobs	26.7	25.4	17.4
Replacement Hires	43.6	42.1	33.2
Unfilled Jobs	11.4	10.8	8.9
Lack of Qualified Applicants	3.7	2.5	3.3

¹Includes Cass, Douglas, Lancaster, Sarpy, and Washington Counties

²Includes Lancaster County only

³Includes Cass, Douglas, Sarpy, and Washington Counties

Table 4

Estimated Total Filled and Unfilled Full-time Jobs by Region, 4th Quarter 1999

	State	Metro ¹	Nonmetro	Omaha MSA ²	Lincoln MSA ³	Southeast	Central	Mid Plains	Panhandle	Northeast
New Position Hires	11,035	7,874	3,161	5,202	2,672	404	732	593	510	921
Replacement Hires	25,253	15,666	9,587	12,304	3,362	1,278	3,611	766	999	2,933
Unfilled Positions	10,597	7,000	3,597	4,451	2,549	814	1,000	227	266	1,290
Unfilled Due to Lack of Qualified Applicants	4,471	2,975	1,496	2,075	900	498	456	146	98	298

¹Includes Cass, Douglas, Lancaster, Sarpy, and Washington Counties

²Includes Cass, Douglas, Sarpy, and Washington Counties

³Includes Lancaster County only

Regional Composition

Omaha MSA—Cass, Douglas, Sarpy, and Washington Counties

Lincoln MSA—Lancaster County

Northeast—Antelope, Boone, Boyd, Brown, Burt, Cedar, Colfax, Cuming, Dakota, Dixon, Dodge, Holt, Keya Paha, Knox, Madison, Pierce, Platte, Rock, Stanton, Thurston, and Wayne Counties

Southeast—Butler, Fillmore, Gage, Jefferson, Johnson, Nemaha, Otoe, Pawnee, Polk, Richardson, Saline, Saunders, Seward, Thayer, and York Counties

Central—Adams, Blaine, Buffalo, Clay, Custer, Franklin, Garfield, Greeley, Hall, Hamilton, Harlan, Howard, Kearney, Loup, Merrick, Nance, Nuckolls, Phelps, Sherman, Valley, Webster, and Wheeler Counties

Mid Plains—Arthur, Chase, Cherry, Dawson, Dundy, Frontier, Furnas, Gosper, Grant, Hayes, Hitchcock, Hooker, Keith, Lincoln, Logan, McPherson, Perkins, Red Willow, and Thomas Counties

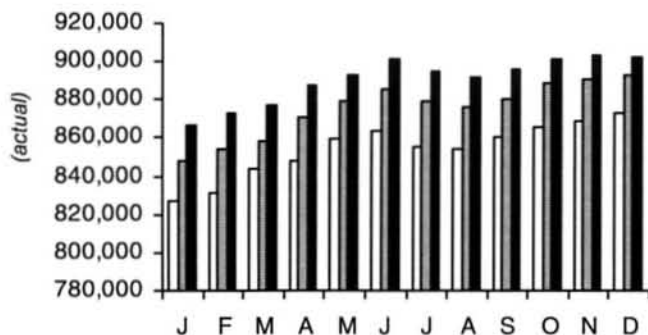
Panhandle—Banner, Box Butte, Cheyenne, Dawes, Deuel, Garden, Kimball, Morrill, Scotts Bluff, Sheridan, and Sioux Counties

NQBCS is a joint project of the Nebraska Departments of Economic Development and Labor, and BBR. The following individuals contributed to the completion of this report: Phil Baker, Jolee Wheatley, Jane Sutherland, and Clarence Waldman, Nebraska Department of Labor; Tom Doering and Stu Miller, Nebraska Department of Economic Development; and David Bennett and Charles Lamphear, BBR.

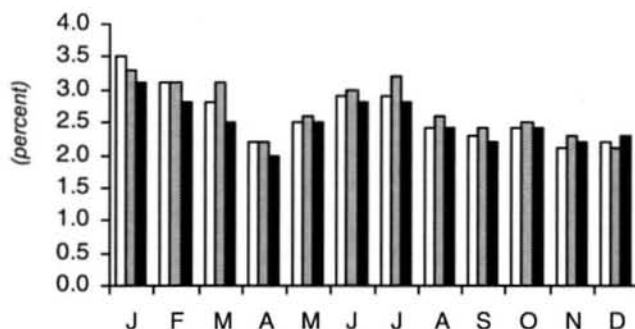
1997
 1998
 1999

Nebraska Stats

Total Nonfarm Wage & Salary Employment



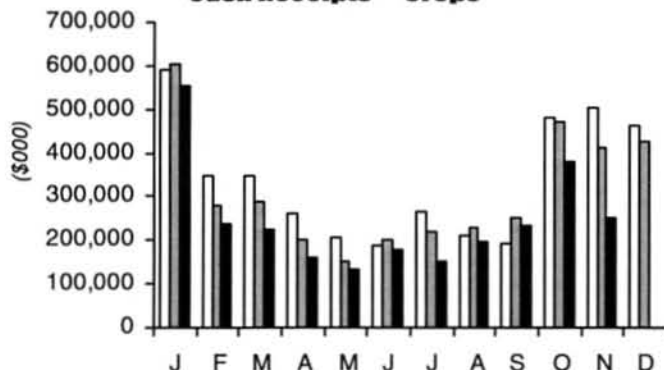
Unemployment Rate



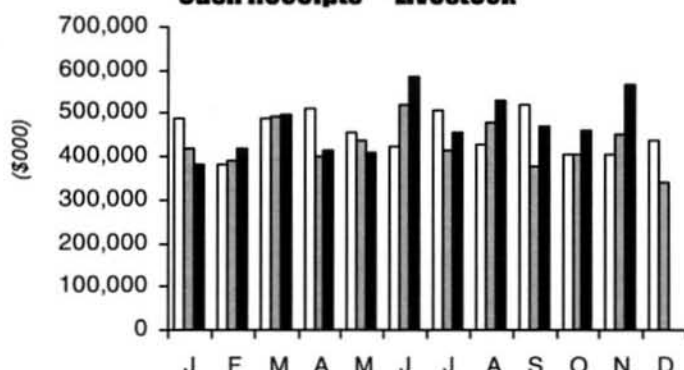
Note: All 1999 monthly employment data are considered estimates until benchmarked in March of 2000. Data shown for 1999 are the most current revised estimates available. Final benchmarked monthly data for 1999 are expected to be released by the Nebraska Department of Labor in mid-2000.

1997
 1998
 1999

Cash Receipts—Crops



Cash Receipts—Livestock



Net Taxable Retail Sales* for Nebraska Cities (\$000)

	November 1999 (\$000)	YTD (\$000)	YTD % Change vs Yr. Ago		November 1999 (\$000)	YTD (\$000)	YTD % Change vs Yr. Ago
Ainsworth, Brown	1,586	19,091	-5.6	Kenesaw, Adams	185	2,385	-6.9
Albion, Boone	1,546	19,120	-2.7	Kimball, Kimball	1,583	18,888	9.7
Alliance, Box Butte	5,403	63,546	-2.9	La Vista, Sarpy	10,812	102,628	9.2
Alma, Harlan	508	7,179	-3.0	Laurel, Cedar	270	3,945	6.0
Arapahoe, Furnas	734	8,126	-2.5	Lexington, Dawson	6,817	76,999	-0.3
Arlington, Washington	234	2,306	12.3	Lincoln, Lancaster	224,229	2,285,695	6.4
Arnold, Custer	255	2,980	4.2	Louisville, Cass	387	6,114	-25.7
Ashland, Saunders	1,312	13,753	2.9	Loup City, Sherman	418	6,638	-3.4
Atkinson, Holt	894	10,615	-1.7	Lyons, Burt	466	5,218	-6.5
Auburn, Nemaha	2,219	25,517	-1.8	Madison, Madison	796	8,419	0.7
Aurora, Hamilton	2,096	27,742	-2.9	McCook, Red Willow	11,961	126,581	3.3
Axtell, Kearney	40	639	-14.9	Milford, Seward	650	9,994	1.0
Bassett, Rock	326	5,141	0.4	Minatare, Scotts Bluff	148	1,650	-0.8
Battle Creek, Madison	520	7,023	2.4	Minden, Kearney	1,544	20,016	6.9
Bayard, Morrill	359	4,605	-4.4	Mitchell, Scotts Bluff	600	7,615	-0.7
Beatrice, Gage	10,721	116,939	1.2	Morrill, Scotts Bluff	455	5,341	4.9
Beaver City, Furnas	136	1,429	-5.2	Nebraska City, Otoe	6,423	71,322	0.3
Bellevue, Sarpy	20,072	216,563	6.2	Neligh, Antelope	1,183	14,791	-2.5
Benkelman, Dundy	493	6,087	-1.7	Newman Grove, Madison	282	3,079	-3.9
Bennington, Douglas	455	5,953	24.1	Norfolk, Madison	32,013	324,462	3.4
Blair, Washington	6,486	74,102	4.3	North Bend, Dodge	422	5,336	0.2
Bloomfield, Knox	523	6,667	-7.3	North Platte, Lincoln	22,369	250,700	5.2
Blue Hill, Webster	422	4,894	-4.6	O'Neill, Holt	4,287	46,747	2.9
Bridgeport, Morrill	1,013	12,453	5.1	Oakland, Burt	484	7,485	-1.5
Broken Bow, Custer	3,529	40,025	-2.2	Ogallala, Keith	5,003	63,383	2.3
Burwell, Garfield	718	8,373	-1.1	Omaha, Douglas	489,053	5,296,974	4.5
Cairo, Hall	226	2,788	-12.2	Ord, Valley	1,835	20,760	-2.2
Central City, Merrick	1,677	19,535	3.9	Osceola, Polk	484	7,504	-11.5
Ceresco, Saunders	1,311	15,363	12.5	Oshkosh, Garden	423	4,900	-6.0
Chadron, Dawes	4,498	51,340	6.1	Osmond, Pierce	551	5,386	6.8
Chappell, Deuel	521	5,380	11.7	Oxford, Furnas	392	4,923	7.2
Clarkson, Colfax	329	4,556	-2.9	Papillion, Sarpy	7,005	79,590	11.3
Clay Center, Clay	227	3,932	-1.9	Pawnee City, Pawnee	294	3,458	4.3
Columbus, Platte	21,017	224,667	0.5	Pender, Thurston	756	8,305	4.5
Cozad, Dawson	2,923	33,443	2.2	Pierce, Pierce	604	7,062	-1.3
Crawford, Dawes	490	6,162	4.2	Plainview, Pierce	585	6,834	-3.3
Creighton, Knox	935	12,776	8.6	Plattsmouth, Cass	3,215	37,853	2.9
Crete, Saline	2,724	36,816	6.1	Ponca, Dixon	214	5,204	-7.1
Crofton, Knox	370	4,501	4.8	Ralston, Douglas	3,304	35,882	-0.8
Curtis, Frontier	302	3,798	-1.6	Randolph, Cedar	353	4,320	-9.1
Dakota City, Dakota	307	4,456	7.3	Ravenna, Buffalo	506	7,316	-11.5
David City, Butler	1,557	16,434	6.4	Red Cloud, Webster	620	7,292	-4.2
Deshler, Thayer	218	3,011	-12.5	Rushville, Sheridan	400	5,391	-4.0
Dodge, Dodge	194	2,619	-0.3	Sargent, Custer	176	2,196	5.8
Doniphan, Hall	825	9,758	-21.1	Schuyler, Colfax	1,614	19,511	-6.1
Eagle, Cass	229	4,508	3.3	Scottsbluff, Scotts Bluff	21,881	236,144	7.3
Elgin, Antelope	471	4,506	1.3	Scribner, Dodge	525	4,995	-4.3
Elkhorst, Douglas	2,274	27,809	7.5	Seward, Seward	4,756	51,793	1.4
Elm Creek, Buffalo	374	4,359	11.4	Shelby, Polk	363	3,938	13.1
Elwood, Gosper	230	4,760	1.2	Shelton, Buffalo	399	6,356	-10.9
Fairbury, Jefferson	3,400	36,261	3.0	Sidney, Cheyenne	11,406	99,376	19.8
Fairmont, Fillmore	152	1,699	-7.5	South Sioux City, Dakota	8,107	88,102	2.4
Falls City, Richardson	2,601	28,011	1.8	Springfield, Sarpy	603	6,087	19.0
Franklin, Franklin	506	6,024	-2.1	St. Paul, Howard	1,257	13,519	1.7
Fremont, Dodge	23,559	249,636	9.2	Stanton, Stanton	561	6,663	-0.6
Friend, Saline	379	5,178	6.7	Stromsburg, Polk	1,043	10,037	-9.1
Fullerton, Nance	492	5,618	1.0	Superior, Nuckolls	1,448	17,114	0.9
Geneva, Fillmore	1,177	17,386	-7.2	Sutherland, Lincoln	391	4,112	15.9
Genoa, Nance	251	3,085	-3.7	Sutton, Clay	726	9,027	-4.3
Gering, Scotts Bluff	3,825	42,851	12.7	Syracuse, Otoe	1,076	12,479	2.3
Gibbon, Buffalo	804	9,017	-1.6	Tecumseh, Johnson	881	9,763	5.2
Gordon, Sheridan	1,496	18,495	0.4	Tekamah, Burt	965	12,397	2.5
Gothenburg, Dawson	2,069	25,807	7.3	Tilden, Madison	253	4,507	-4.4
Grand Island, Hall	52,606	553,723	1.6	Utica, Seward	254	3,248	2.0
Grant, Perkins	794	11,039	1.3	Valentine, Cherry	4,002	45,857	3.2
Gretna, Sarpy	2,995	34,027	-4.5	Valley, Douglas	1,457	14,384	7.2
Hartington, Cedar	1,443	17,392	-2.7	Wahoo, Saunders	2,007	24,792	-2.7
Hastings, Adams	20,372	226,295	1.3	Wakefield, Dixon	301	3,523	-6.3
Hay Springs, Sheridan	322	3,824	7.9	Wauneta, Chase	280	3,282	2.0
Hebron, Thayer	1,359	19,607	-4.4	Waverly, Lancaster	614	7,559	-13.3
Henderson, York	524	6,544	-6.4	Wayne, Wayne	3,482	40,347	12.6
Hickman, Lancaster	238	2,708	-2.7	Weeping Water, Cass	636	7,381	-0.3
Holdrege, Phelps	4,142	47,391	0.0	West Point, Cuming	3,453	39,312	-3.9
Hooper, Dodge	320	3,932	3.6	Wilber, Saline	436	5,221	8.0
Humboldt, Richardson	264	5,218	-1.7	Wisner, Cuming	676	6,884	5.3
Humphrey, Platte	701	8,100	-4.6	Wood River, Hall	291	4,332	-1.2
Imperial, Chase	1,725	21,688	-2.0	Wymore, Gage	390	4,623	5.4
Juniata, Adams	210	2,354	11.7	York, York	9,822	111,282	-0.5
Kearney, Buffalo	35,332	364,586	6.7				

*Does not include motor vehicle sales. Motor vehicle net taxable retail sales are reported by county only.

Source: Nebraska Department of Revenue

Net Taxable Retail Sales for Nebraska Counties (\$000)

Motor Vehicle Sales				Other Sales				Motor Vehicle Sales				Other Sales			
November		YTD	% Chg. vs Yr. Ago	November		YTD	% Chg. vs Yr. Ago	November		YTD	% Chg. vs Yr. Ago	November		YTD	% Chg. vs Yr. Ago
1999	YTD	1999		YTD	1999	YTD		1999	YTD	1999		YTD			
(\$000)	(\$000)	(\$000)		(\$000)	(\$000)	(\$000)		(\$000)	(\$000)	(\$000)		(\$000)			
Nebraska	197,190	2,332,651	4.8	1,423,159	15,315,997	4.2		Howard	738	8,786	4.9	1,568	17,427	2.3	
Adams	3,178	39,391	6.9	20,946	234,271	1.4		Jefferson	913	11,475	-2.0	4,388	47,312	3.3	
Antelope	759	10,248	-2.6	2,049	23,912	-2.1		Johnson	599	6,222	-2.6	1,170	13,345	3.3	
Arthur	73	813	10.5	(D)	(D)	(D)		Kearney	950	10,027	-1.8	1,700	22,067	5.2	
Banner	185	1,321	-0.8	(D)	(D)	(D)		Keith	1,434	14,756	22.8	5,506	69,825	2.6	
Blaine	61	874	-28.2	(D)	(D)	(D)		Keya Paha	85	1,270	11.2	83	1,094	9.9	
Boone	905	8,994	3.4	1,989	24,335	-2.9		Kimball	550	5,685	8.8	1,614	19,267	9.1	
Box Butte	1,317	16,609	-0.3	5,639	66,648	-2.9		Knox	893	11,156	7.1	2,440	30,894	3.3	
Boyd	258	2,658	2.5	511	6,107	6.3		Lancaster	24,497	305,018	5.1	226,129	2,311,309	6.3	
Brown	436	5,072	14.6	1,678	20,272	-4.2		Lincoln	4,183	48,884	9.4	23,322	261,320	5.3	
Buffalo	4,489	55,035	2.6	37,769	396,031	5.9		Logan	222	1,573	3.4	(D)	(D)	(D)	
Burt	1,086	11,108	-0.5	2,100	27,270	0.1		Loup	72	824	-16.8	(D)	(D)	(D)	
Butler	936	12,536	11.6	1,942	21,205	2.7		McPherson	89	753	4.7	(D)	(D)	(D)	
Cass	3,235	41,615	8.2	5,858	72,716	2.3		Madison	3,646	45,671	2.3	33,911	348,061	3.2	
Cedar	1,204	13,426	10.3	2,385	28,974	-3.6		Merrick	1,213	11,703	9.2	2,205	26,330	3.3	
Chase	522	7,291	8.0	2,009	25,353	-1.6		Morrill	657	8,195	22.8	1,385	17,311	2.6	
Cherry	905	9,365	-4.1	4,177	48,178	3.1		Nance	379	5,090	-2.9	771	9,000	-1.8	
Cheyenne	1,339	16,219	24.8	11,656	102,443	19.3		Nemaha	717	10,427	-2.9	2,392	28,217	-2.1	
Clay	976	10,681	7.0	1,753	23,390	1.5		Nuckolls	560	6,917	13.1	2,026	23,508	0.8	
Colfax	1,121	13,137	5.7	2,460	28,372	-5.1		Otoe	2,159	21,954	2.0	7,938	88,648	1.1	
Cuming	1,035	13,139	-2.6	4,584	52,246	-3.1		Pawnee	374	4,057	-5.0	539	5,732	5.5	
Custer	1,445	15,904	4.4	4,415	51,228	-0.7		Perkins	606	6,617	18.0	973	13,409	3.2	
Dakota	2,177	26,777	12.1	8,929	99,245	2.3		Phelps	1,259	14,839	1.6	4,354	50,209	-0.5	
Dawes	1,172	10,498	13.4	4,988	57,536	5.9		Pierce	1,157	10,752	10.2	1,803	20,184	0.1	
Dawson	2,950	30,889	-2.7	12,221	140,900	1.5		Platte	3,881	46,406	16.7	22,231	239,092	0.3	
Deuel	341	2,957	-0.2	1,068	11,783	8.4		Polk	925	9,033	2.0	2,004	23,130	-5.5	
Dixon	833	8,846	1.3	633	9,925	-7.0		Red Willow	1,740	16,415	15.3	12,257	130,169	3.1	
Dodge	3,786	47,472	3.8	25,268	269,860	8.5		Richardson	911	11,160	-2.1	3,053	35,460	0.2	
Douglas	49,902	609,178	2.8	498,111	5,400,139	4.5		Rock	191	2,722	4.4	337	5,359	1.7	
Dundy	346	3,691	0.7	499	6,233	-2.5		Saline	1,406	17,047	1.3	3,894	51,497	6.1	
Fillmore	1,068	8,981	-9.3	1,819	25,920	-5.7		Sarpy	16,287	182,493	8.0	43,916	460,488	8.4	
Franklin	340	4,692	1.6	758	8,768	-0.7		Saunders	2,576	30,632	1.9	6,108	65,475	4.6	
Frontier	381	4,626	-4.9	610	7,248	0.3		Scotts Bluff	4,864	52,078	18.1	26,977	294,466	7.7	
Furnas	779	7,653	0.2	2,000	23,173	-1.9		Seward	1,657	23,238	1.9	5,848	67,670	1.3	
Gage	2,610	28,789	0.5	11,842	129,771	1.1		Sheridan	774	8,052	-9.3	2,483	30,745	0.2	
Garden	332	3,101	-13.2	590	6,914	-2.1		Sherman	453	4,487	6.2	556	8,038	-1.8	
Garfield	201	2,552	1.4	718	8,368	-1.1		Sioux	322	2,877	11.0	137	1,386	-6.5	
Gosper	304	3,530	4.6	299	5,432	3.1		Stanton	558	8,660	2.9	755	8,719	4.4	
Grant	56	1,669	12.5	179	2,514	1.6		Thayer	823	8,326	-3.2	2,167	28,446	-4.2	
Greeley	328	3,464	-10.9	560	7,160	-5.1		Thomas	176	1,419	35.7	291	3,086	-4.6	
Hall	6,056	70,726	0.8	54,239	574,198	1.0		Thurston	353	4,997	3.2	860	9,672	4.3	
Hamilton	1,150	14,620	17.7	2,371	31,664	-3.7		Valley	496	5,826	4.9	2,056	23,317	-1.6	
Harlan	675	5,947	8.4	675	9,613	-1.1		Washington	2,719	33,011	8.7	7,084	81,263	4.0	
Hayes	177	1,893	17.0	(D)	(D)	(D)		Wayne	1,072	10,816	-0.8	3,644	42,143	12.4	
Hitchcock	585	4,702	14.6	505	6,617	4.9		Webster	416	5,041	5.5	1,126	13,404	-4.1	
Holt	1,421	16,167	-2.7	5,806	64,867	1.4		Wheeler	110	1,444	-12.2	83	1,002	-8.7	
Hooker	98	1,197	-10.7	191	3,977	5.7		York	1,587	19,633	-3.2	10,780	122,640	-1.0	

*Totals may not add due to rounding

(D) Denotes disclosure suppression

Source: Nebraska Department of Revenue

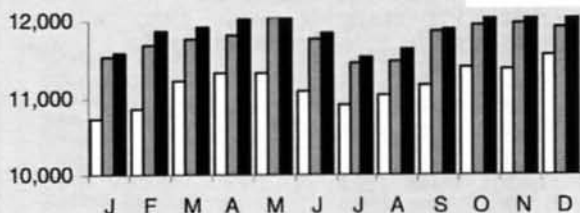
Note on Net Taxable Retail Sales

Users of this series should be aware that taxable retail sales are not generated exclusively by traditional outlets such as clothing, discount, and hardware stores. While businesses classified as retail trade firms account for, on average, slightly more than half of total taxable sales, sizable portions of taxable sales are generated by service establishments, electric and gas utilities, wholesalers, telephone and cable companies, and manufacturers.

Regional Nonfarm Wage and Salary Employment* 1997 to December** 1999

1997 1998 1999

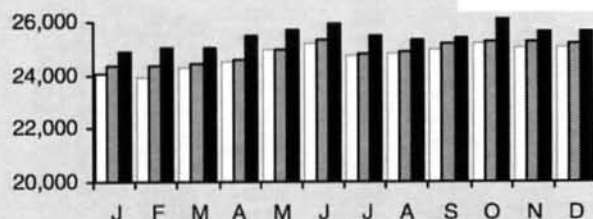
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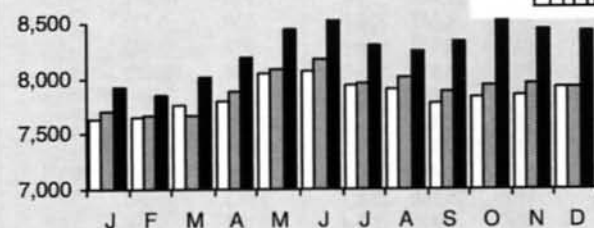
Note to Readers

The charts on pages 8 and 9 report nonfarm employment by place of work for each region.

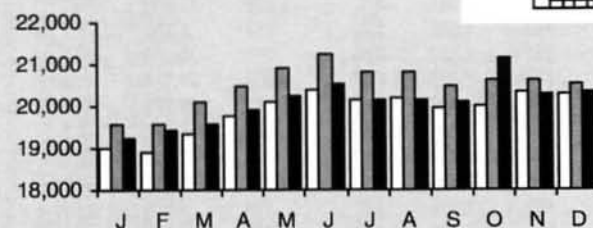
Southwest Panhandle



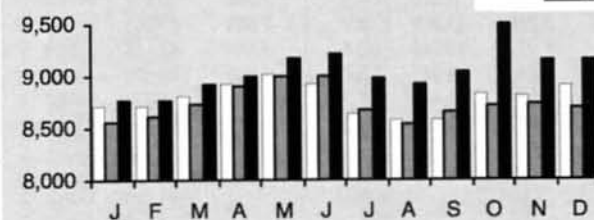
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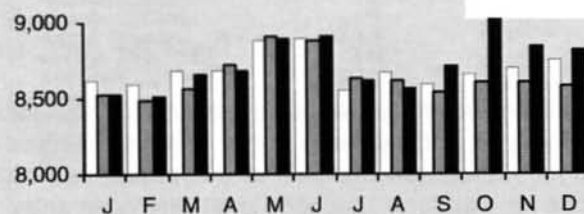
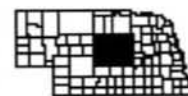
West Central



Southwest Central



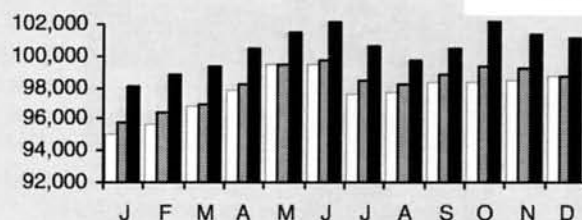
East Central



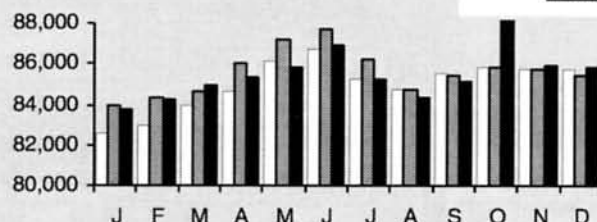
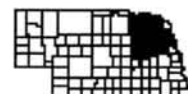
Regional Nonfarm Wage and Salary Employment* 1997 to December** 1999

1997 1998 1999

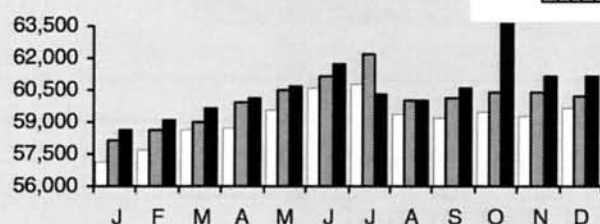
Southeast Central



Northeast

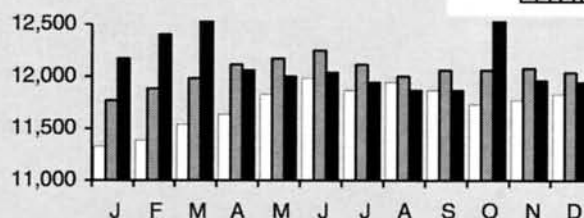
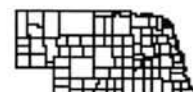


Southeast



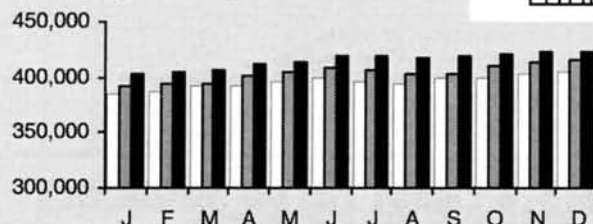
Sioux City MSA

Nebraska portion only

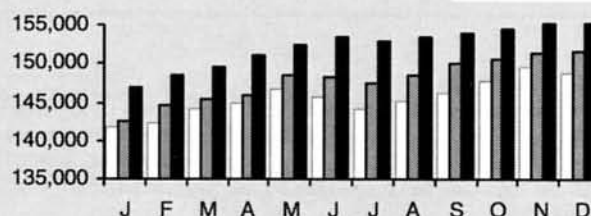
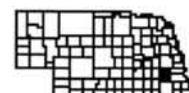


Omaha MSA

Nebraska portion only



Lincoln MSA



*By place of work

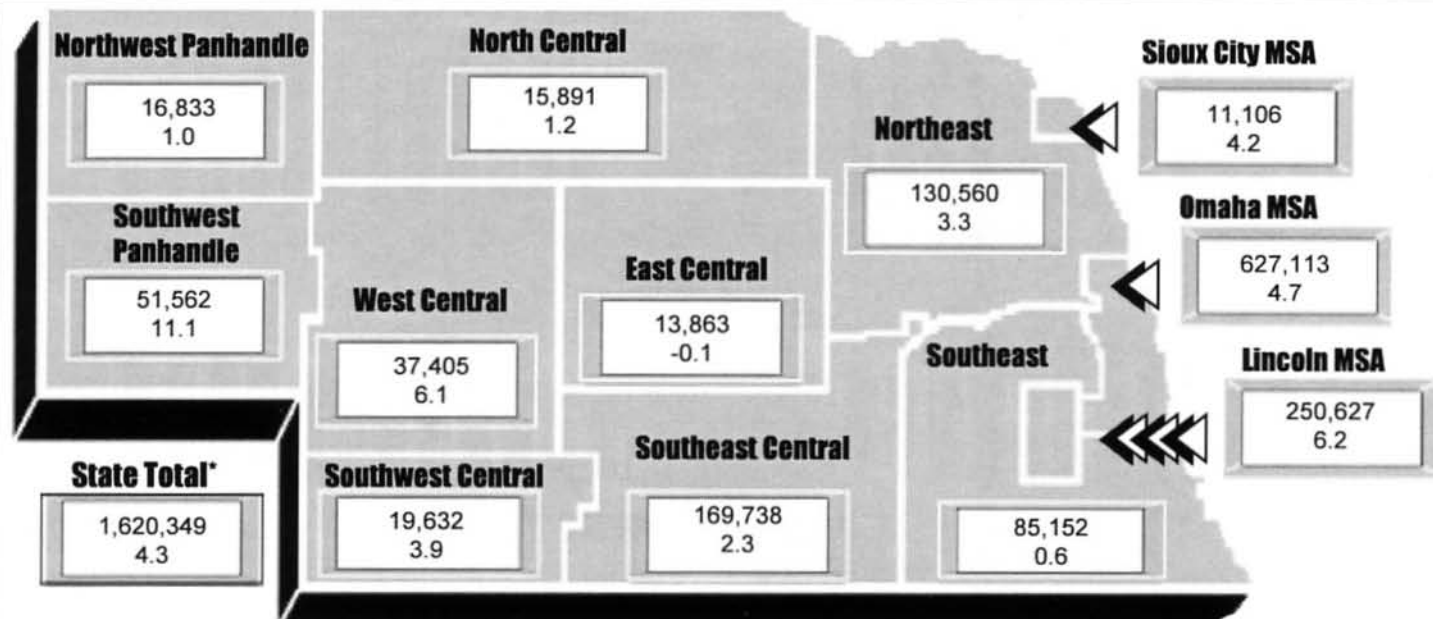
**Current month data are preliminary and subject to revision

Note: All 1999 monthly employment data are considered estimates until benchmarked in March of 2000. Data shown for 1999 are the most current revised estimates available. Final benchmarked monthly data for 1999 are expected to be released by the Nebraska Department of Labor in mid-2000.

Source: Nebraska Department of Labor, Labor Market Information - Kathy Copas and Amy Schofield

November 1999 Regional Retail Sales (\$000)

YTD Change vs Yr. Ago



*Regional values may not add to state total due to unallocated sales
Source: Nebraska Department of Revenue

State Nonfarm Wage & Salary Employment by Industry*

	December 1999
Total	901,993
Construction & Mining	45,141
Manufacturing	117,071
Durables	56,839
Nondurables	60,232
TCU**	57,570
Trade	220,188
Wholesale	55,811
Retail	164,377
FIRE***	61,150
Services	245,689
Government	155,184

*By place of work

**Transportation, Communication, and Utilities

***Finance, Insurance, and Real Estate

Source: Nebraska Department of Labor, Labor Market Information

Note: All 1999 monthly employment and labor force data are considered estimates until benchmarked in March of 2000. Data shown for 1999 are the most current revised estimates available. Final benchmarked monthly data for 1999 are expected to be released by the Nebraska Department of Labor in mid-2000.

Consumer Price Index

Consumer Price Index - U*
(1982-84 = 100)
(not seasonally adjusted)

	January 2000	% Change vs Yr. Ago	YTD % Change vs Yr. Ago (inflation rate)
All Items	168.7	2.7	2.7
Commodities	146.2	2.6	2.6
Services	191.4	2.7	2.7

*U = All urban consumers

Source: U.S. Bureau of Labor Statistics

Inflation Rate

2.7

State Labor Force Summary*

	December 1999
Labor Force	932,491
Employment	910,921
Unemployment Rate	2.3

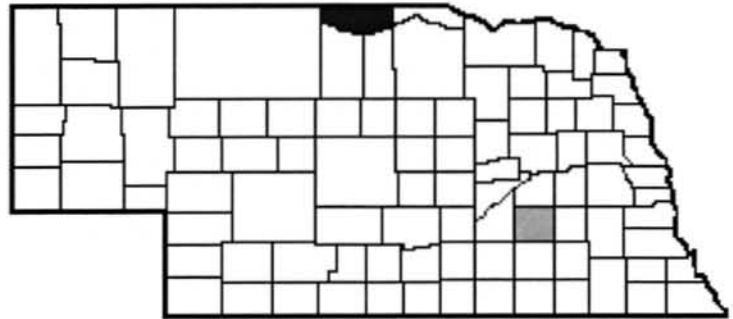
*By place of residence

Source: Nebraska Department of Labor, Labor Market Information

County of the Month

Keya Paha

Springview-County Seat



License plate prefix number: 82

Size of county: 769 square miles, ranks 28th in the state

Population: 972 in 1998, a change of -5.5 percent from 1990

Per capita personal income: \$5,666 in 1997, ranks 92nd in the state

Net taxable retail sales (\$000): \$2,537 in 1998, a change of -6.8 percent from 1997; \$2,371 from January through November of 1999, a change of 10.8 percent from the same period the previous year.

Unemployment rate: 2.1 percent in Keya Paha County, 2.7 percent in Nebraska in 1998

	State	Keya Paha County
Nonfarm employment (1998)²:	875,352	99
(wage & salary)	(percent of total)	
Construction and Mining	4.8	(D)
Manufacturing	13.6	(D)
TCU	6.4	(D)
Wholesale Trade	6.2	(D)
Retail Trade	18.0	(D)
FIRE	6.6	(D)
Services	27.2	(D)
Government	17.2	71.7
(D) = disclosure suppression		

Agriculture:

Number of farms: 225 in 1997, 206 in 1992, 259 in 1987

Average farm size: 2,221 acres in 1997, 2,165 acres in 1992

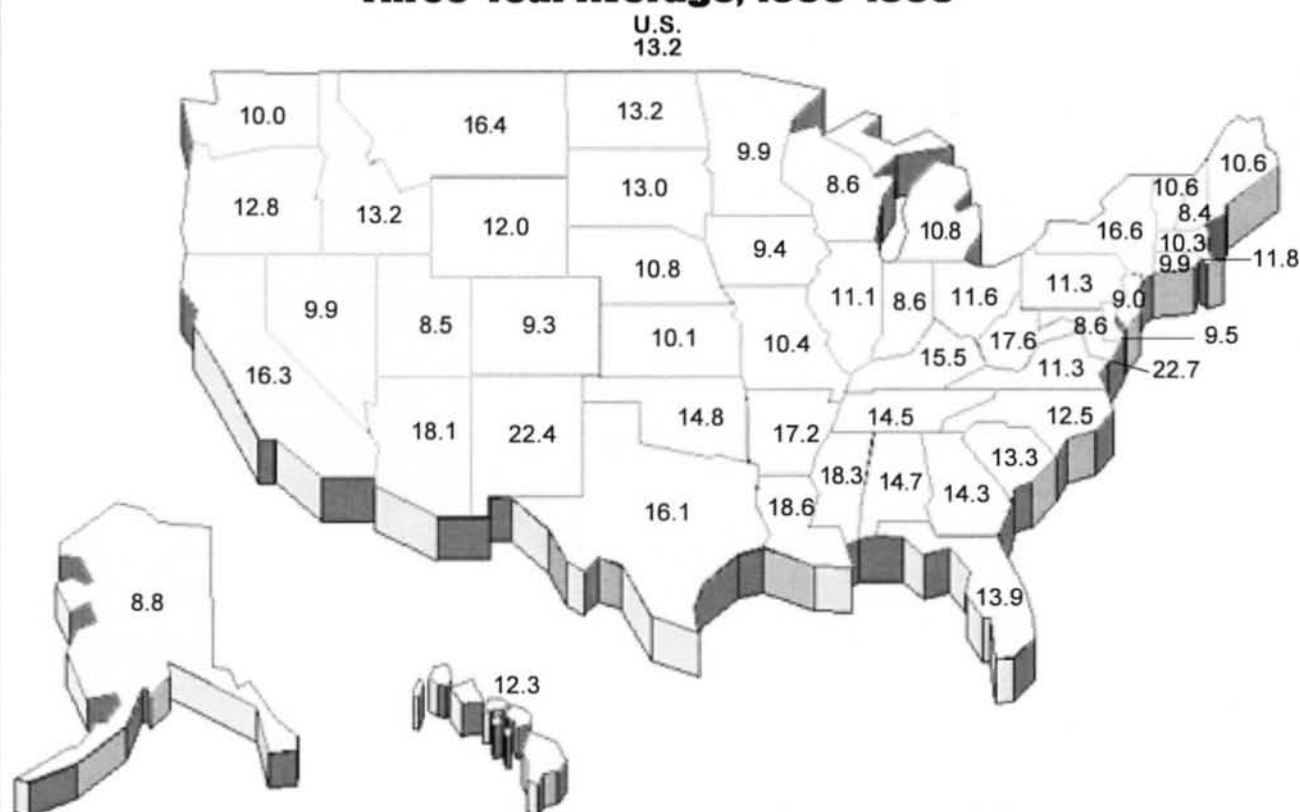
Market value of farm products sold: \$27.1 million in 1997 (\$120,633 average per farm), \$20.6 million in 1992 (\$99,906 average per farm)

²By place of work

Sources: U.S. Bureau of the Census, U.S. Bureau of Economic Analysis, Nebraska Department of Labor, Nebraska Department of Revenue.

bulletin board

Percent of Persons in Poverty, by State Three-Year Average, 1996-1998



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