

5-1997

# The Ins and Outs of Nebraska's International Trade

Meghan Jo Millea

*University of Nebraska - Lincoln*

Ben Buethe

*University of Nebraska - Lincoln*

Follow this and additional works at: <http://digitalcommons.unl.edu/bbrbin>

---

Millea, Meghan Jo and Buethe, Ben, "The Ins and Outs of Nebraska's International Trade" (1997). *Business in Nebraska*. 131.  
<http://digitalcommons.unl.edu/bbrbin/131>

This Article is brought to you for free and open access by the Bureau of Business Research at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Business in Nebraska by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

# Business in Nebraska

Volume 52, No. 620

presented by Bureau of Business Research (BBR)

May 1997

## The Ins and Outs of Nebraska's International Trade

Meghan Millea, Graduate Research Assistant and Ben Buethe, Undergraduate Research Assistant

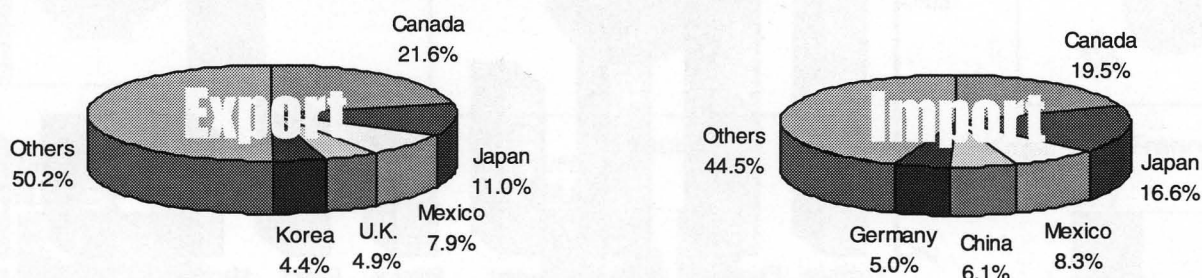
The marketplace is no longer the next community, state or the nation; now it includes Canada, Mexico, Japan, United Kingdom, and South Korea, to name a few major global markets. This translates into new markets for Nebraska's products, as well as increased competition from foreign producers. The purpose of this article is to examine Nebraska's place in this world market. Major trading partners will be identified to provide a sense of how the world market affects U.S. trade. In addition, the impact on Nebraska of international commodity markets at the national level will be examined.

The trend in the international market has been to reduce barriers to trade, or to *globalize* the marketplace. The U.S. has demonstrated its commitment to globalization through its participation in multilateral trade agreements, such as the Uruguay Round of the General Agreement on Tariffs and Trade (GATT), and the North American Free Trade

Agreement (NAFTA). Many economists agree that reducing barriers to trade promotes economic growth. Consumers benefit as a result of greater selection of goods and lower prices due to increased competition. In recent years, the slow growth in the Consumer Price Index (CPI) is due in large part to an increase in global competition. Producers gain access to new markets for their products and raw materials. However, while reductions of trade barriers do increase the U.S.'s competitive position in foreign markets, domestic producers face greater competition for U.S. market shares from foreign producers.

The export market consists of U.S. goods transported abroad, while the import market is composed of goods acquired by the U.S. from abroad. In 1995 the U.S. exported nearly half (49.8 percent) of its total exports to five countries while receiving over half of its imports from five countries. Figure 1 shows the U.S. export and import market shares of the top five trading partners in 1995.

**Figure 1**  
**U.S. Export Destinations and Import Sources—1995**



Meghan Millea is a PhD Candidate in the UN-L Department of Economics specializing in international economics, public finance, and labor economics. Ben Buethe is a participant in the UN-L Honors Program

Canada, Japan, and Mexico are the three largest U.S. trading partners. In 1995 Canada supplied nearly one-fifth of both the export and import markets of the U.S. Japan received 11 percent of all U.S. exports and produced 16.6 percent of U.S. imports. Mexico furnished nearly 8 percent in both markets. The U.K. and South Korea were fourth and fifth, respectively, in the export market for the U.S.; China and Germany were fourth and fifth, respectively, in the import market.

Table 1 identifies the top ten U.S. trading partners and their market shares in both the export and import markets. In 1995 64.7 percent of all U.S. exports were sent to the top ten countries. In addition, 71.1 percent of all U.S. imports were purchased from the top ten countries.

Major commodities exported to these countries include transportation equipment, commercial machinery, computer equipment, and electronic and electrical equipment and components. While Nebraska's share of U.S. exports of these commodities to the top ten trading partners was limited, the export market for several commodities that Nebraska produces increased from 1989 to 1995. Figure 2 illustrates the growth for U.S. exports of these selected commodity groups for the period.

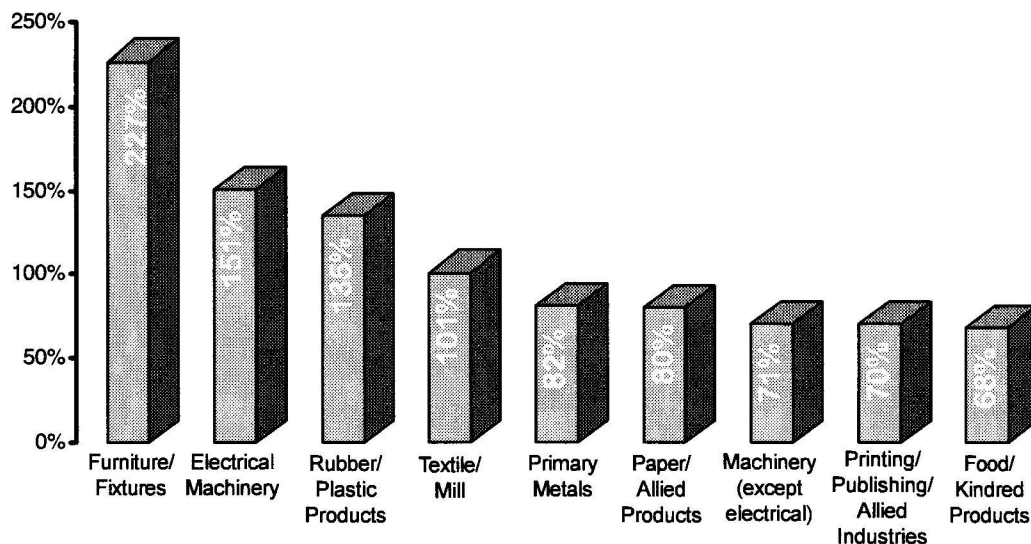
The export market for furniture and fixtures experienced the most significant growth with an increase of 227 percent over the seven-year period. Exports of electrical machinery, rubber and plastic products, and textile and mill products more than doubled over the period. Primary metals, paper and allied products, machinery (except electrical), printing/publishing/allied industries, food and kindred products, increased by nearly 70 percent.

**Table 1**  
**U.S. Export and Import Market Shares—1995**

	<i>Percent of U.S. Export Market Share</i>	<i>Percent of U.S. Import Market Share</i>
Canada	21.6	19.5
China	**	6.1
France	2.4	2.3
Germany	3.8	5.0
Japan	11.0	16.6
Korea	4.4	3.3
Mexico	7.9	8.3
Netherlands*	2.8	**
Singapore	2.6	2.5
Taiwan	3.3	3.9
United Kingdom	4.9	3.6
<b>Total of Top 10</b>	<b>64.7</b>	<b>71.1</b>

\*\*Not one of the top ten in this category.

**Figure 2**  
**U.S. Export Growth, Selected Commodities—1989 to 1995**  
(percent)



Nebraska played a significant role in the international market for other commodities, such as food and kindred products. Table 2 illustrates Nebraska's share of U.S. exports in several growing commodity markets, as well as several countries of destination for Nebraska's exports. For example, Nebraska contributed 4.6 percent of U.S. crops exported to Mexico in 1995.

In 1995 Nebraska produced about 2.0 percent of the total U.S. export of furniture and fixtures to Japan and Germany. Nebraska contributed 1.7 percent of the total U.S. export of leather, and 2.5 percent of leather exported to South Korea. In addition, Nebraska contributed a significant share, nearly 3 percent, of the total U.S. export of food and kindred products in 1995, including 4.3 percent of the food and kindred products exported to Japan.

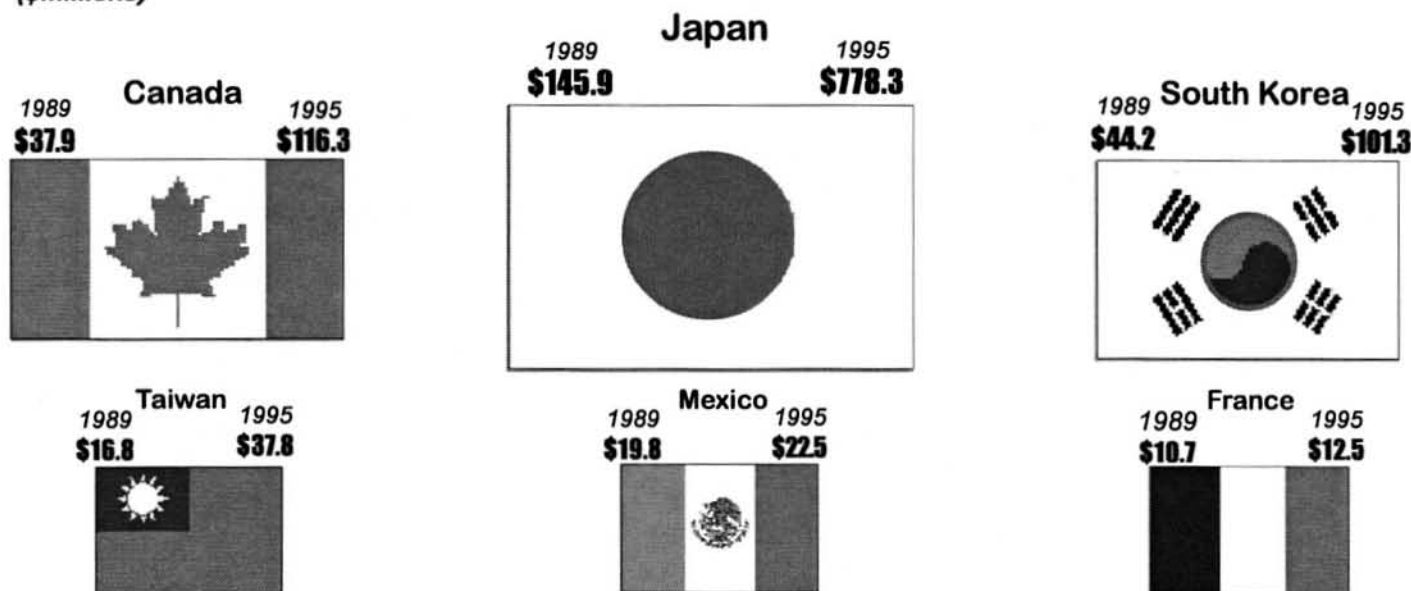
Figure 3 illustrates the growth of Nebraska's exports of food and kindred products to the top six countries of destination over the period 1989 to 1995. Nebraska's share of food and kindred products exported to Japan and the Netherlands\* increased by over 400 percent during the seven-year period. Exports to Canada increased by about 200 percent and exports to South Korea, Taiwan, and the U.K.\* more than doubled. However, Nebraska's exports to India\* fell by 24.6 percent. While Nebraska's share of several foreign markets increased, its share in several other growing markets declined. Nebraska's share of total U.S. exports of livestock, furniture and fixtures, leather, machinery, and printing declined from 1989 to 1995.

\*Not shown in Figure 3. From 1989 to 1995, the Netherlands increased from \$2.4 to \$11.7 million; the U.K. increased from \$2.6 to \$6.6 million; and India fell from \$9.1 to \$6.9 million.

**Table 2**  
**Nebraska's Share of U.S. Exports,**  
**Selected Commodities—1995**

<b>Crops</b>	
Mexico	4.6%
<b>Total</b>	<b>0.4%</b>
<b>Agricultural Livestock</b>	
Mexico	0.3%
<b>Total</b>	<b>0.1%</b>
<b>Food and kindred products</b>	
Japan	4.3%
<b>Total</b>	<b>2.9%</b>
<b>Furniture and Fixtures</b>	
Japan	1.1%
Germany	1.0%
<b>Total</b>	<b>0.4%</b>
<b>Leather</b>	
Canada	0.5%
South Korea	2.5%
<b>Total</b>	<b>1.7%</b>
<b>Printing and Publishing</b>	
Canada	0.5%
<b>Total</b>	<b>0.3%</b>

**Figure 3**  
**Nebraska's Export Markets for Food and Kindred Products, 1989 and 1995**  
**(\$millions)**





Exports contribute significantly to the nation's income, but are only one side of the international trade equation. The U.S. market is comprised of products made in the U.S. as well as those imported from abroad. In 1995 over 70 percent of all commodities imported came from the top 10 trading partners; nearly 20 percent came from Canada and approximately 17 percent came from Japan.

Nebraska producers compete with foreign producers in several U.S. commodity markets. Figure 4 identifies major foreign competitors by illustrating the 1995 import market shares of many countries that competed with Nebraska producers.

Canada controlled the largest share of U.S. import markets for cereals, meat, and printed products over the 1993 to 1995 period. Canadian market share in imported cereals increased from just over 69 percent in 1993 to 77 percent in 1995. Canada also controlled about 24 percent of the printed products market. Canada shared the U.S. market for imported meat with Australia and New Zealand. Canada's share of the imported meat market increased from 32 percent in 1993 to over 40 percent in 1995, while Australia's

share fell from about 32 percent to 24 percent. New Zealand's share remained steady at around 20 percent. Canada also ranked a close second behind Germany in the industrial machinery market, with each nation contributing nearly 20 percent of U.S. imports. Canada increased its market share of edible preparations of meat to 15.5 percent in 1995, an increase of 4 percent from 1993. However, Canada continued to lag behind Thailand, which controlled nearly 27 percent of this market in 1995.

Canada continued to be Nebraska's more obvious foreign competitor in the agricultural market as well as in manufacturing. From 1993 to 1995 nearly all imported yellow dent corn and durum wheat came from Canada. However, U.S. imports of grain sorghum, another of Nebraska's major agricultural commodities, were insignificant.

Nebraska has created trade relations with several major U.S. trading partners. As the trend of globalization continues, there will be greater competition in the U.S. market, primarily from Canada. However, there also will be increasing opportunities for Nebraska producers to expand into foreign markets.

**Figure 4**  
**U.S. Import Distribution, Selected Commodities—1995**  
(percent)

### **Cereal**

Canada 77%	Thailand 12%	Others 11%
---------------	-----------------	---------------

### **Meat**

Canada 40%	Australia 24%	New Zealand 22%	Others 14%
---------------	------------------	--------------------	---------------

### **Printed Products**

Canada 24%	U.K. 16%	Hong Kong 11%	Others 49%
---------------	-------------	------------------	---------------

### **Industrial Machinery**

Canada 20%	Germany 21%	Japan 16%	Italy 13%	Others 30%
---------------	----------------	--------------	--------------	---------------

### **Edible Preparations of Meat**

Canada 15%	Argentina 11%	Thailand 27%	Others 47%
---------------	------------------	-----------------	---------------

# Exports:

Export data were collected from the National Trade Data Bank, Exports, State of Origin series housed at the Massachusetts Institute for Social and Economic Research (MISER), at the University of Massachusetts at Amherst. MISER derived the data from the Bureau of the Census. Export value was based on transaction price, including charges incurred in placing the merchandise alongside the carrier at the U.S. port of exportation.

# Imports:

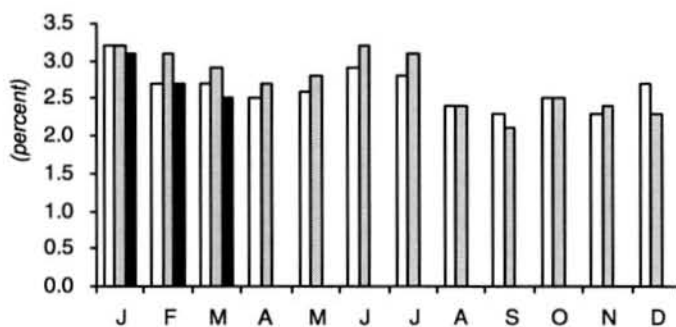
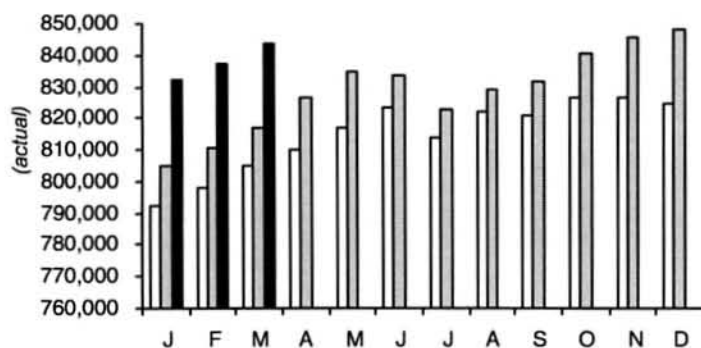
Import data were collected from the National Trade Data Bank, Merchandise Trade - U.S. Imports by Commodity series compiled by the U.S. Bureau of the Census. Import value was based on customs value plus all charges incurred in bringing the merchandise from the exporting country to the first U.S. port.

## Nebraska Stats

1995 1996 1997

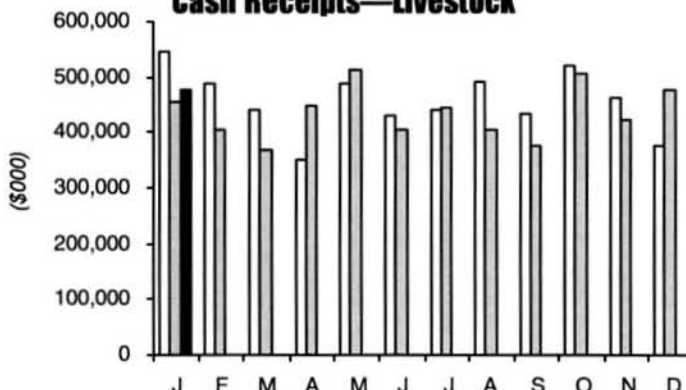
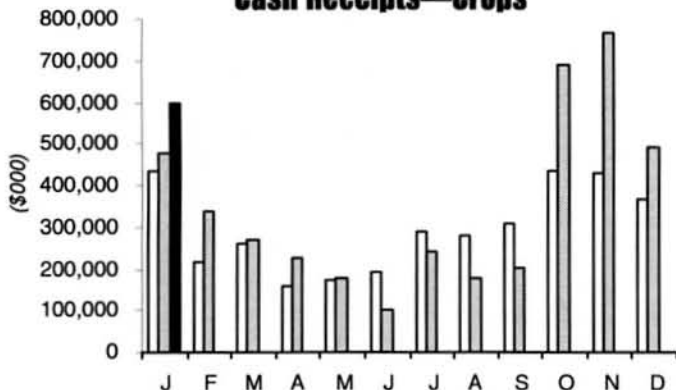
**Total Nonfarm Employment**

**Unemployment Rate**



**Cash Receipts—Crops**

**Cash Receipts—Livestock**



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

	January 1997 \$	YTD \$	YTD % Change vs Yr. Ago		January 1997 \$	YTD \$	YTD % Change vs Yr. Ago
Ainsworth, Brown	1,651	1,651	18.9	Kearney, Buffalo	26,099	26,099	8.6
Albion, Boone	1,635	1,635	-11.4	Kenesaw, Adams	78	78	0.0
Alliance, Box Butte	5,333	5,333	2.7	Kimball, Kimball	1,389	1,389	18.6
Alma, Harlan	581	581	9.6	La Vista, Sarpy	6,328	6,328	4.0
Arapahoe, Furnas	566	566	17.9	Laurel, Cedar	344	344	23.3
Arlington, Washington	219	219	31.1	Lexington, Dawson	7,241	7,241	2.5
Arnold, Custer	223	223	10.4	Lincoln, Lancaster	172,735	172,735	11.2
Ashland, Saunders	864	864	15.2	Louisville, Cass	308	308	12.4
Atkinson, Holt	681	681	10.6	Loup City, Sherman	480	480	-2.8
Auburn, Nemaha	2,349	2,349	8.4	Lyons, Burt	406	406	9.1
Aurora, Hamilton	2,485	2,485	12.2	Madison, Madison	755	755	34.3
Axtell, Kearney	72	72	-8.9	McCook, Red Willow	10,109	10,109	13.1
Bassett, Rock	325	325	-0.9	Milford, Seward	1,229	1,229	20.8
Battle Creek, Madison	723	723	13.5	Minatare, Scotts Bluff	196	196	53.1
Bayard, Morrill	404	404	1.5	Minden, Kearney	1,428	1,428	27.8
Beatrice, Gage	9,423	9,423	16.1	Mitchell, Scotts Bluff	660	660	10.4
Beaver City, Furnas	93	93	6.9	Morrill, Scotts Bluff	306	306	20.9
Bellevue, Sarpy	14,547	14,547	-7.4	Nebraska City, Otoe	4,750	4,750	18.4
Benkelman, Dund	429	429	16.6	Neligh, Antelope	1,261	1,261	55.1
Bennington, Douglas	233	233	4.0	Newman Grove, Madison	321	321	6.6
Blair, Washington	5,990	5,990	17.2	Norfolk, Madison	25,286	25,286	8.6
Bloomfield, Knox	547	547	17.1	North Bend, Dodge	458	458	15.9
Blue Hill, Webster	386	386	24.1	North Platte, Lincoln	18,667	18,667	4.5
Bridgeport, Morrill	993	993	41.7	O'Neill, Holt	3,907	3,907	-9.2
Broken Bow, Custer	3,634	3,634	-23.9	Oakland, Burt	675	675	14.6
Burwell, Garfield	539	539	2.3	Ogallala, Keith	4,605	4,605	1.2
Cairo, Hall	162	162	6.6	Omaha, Douglas	396,944	396,944	7.4
Cambridge, Furnas	1,101	1,101	-35.3	Ord, Valley	1,748	1,748	35.8
Central City, Merrick	1,347	1,347	6.1	Osceola, Polk	638	638	0.5
Ceresco, Saunders	1,380	1,380	23.5	Oshkosh, Garden	387	387	-5.6
Chadron, Dawes	3,267	3,267	15.8	Osmond, Pierce	241	241	1.3
Chappell, Deuel	354	354	12.4	Oxford, Furnas	645	645	194.5
Clarkson, Colfax	324	324	-21.7	Papillion, Sarpy	5,257	5,257	84.2
Clay Center, Clay	317	317	42.8	Pawnee City, Pawnee	353	353	34.7
Columbus, Platte	18,223	18,223	7.0	Pender, Thurston	631	631	22.5
Cozad, Dawson	2,380	2,380	11.3	Pierce, Pierce	622	622	26.7
Crawford, Dawes	442	442	48.3	Plainview, Pierce	966	966	91.7
Creighton, Knox	912	912	4.7	Plattsmouth, Cass	3,066	3,066	21.8
Crete, Saline	3,102	3,102	0.3	Ponca, Dixon	481	481	6.7
Crofton, Knox	294	294	13.5	Ralston, Douglas	2,731	2,731	12.9
Curtis, Frontier	256	256	0.0	Randolph, Cedar	307	307	11.2
Dakota City, Dakota	368	368	-17.3	Ravenna, Buffalo	680	680	21.9
David City, Butler	1,309	1,309	-0.3	Red Cloud, Webster	743	743	71.2
Deshler, Thayer	189	189	-10.0	Rushville, Sheridan	488	488	10.2
Dodge, Dodge	172	172	9.6	Sargent, Custer	232	232	28.9
Doniphan, Hall	447	447	50.5	Schuyler, Colfax	1,843	1,843	5.0
Eagle, Cass	200	200	16.3	Scottsbluff, Scotts Bluff	19,582	19,582	13.0
Elgin, Antelope	447	447	15.8	Scribner, Dodge	364	364	4.3
Elkhorn, Douglas	1,711	1,711	37.3	Seward, Seward	4,497	4,497	6.4
Elm Creek, Buffalo	322	322	77.9	Shelby, Polk	329	329	4.4
Elwood, Gosper	281	281	3.7	Shelton, Buffalo	366	366	-24.2
Fairbury, Jefferson	3,019	3,019	9.3	Sidney, Cheyenne	5,714	5,714	7.8
Fairmont, Fillmore	172	172	37.6	South Sioux City, Dakota	7,460	7,460	4.0
Falls City, Richardson	2,279	2,279	6.3	Springfield, Sarpy	175	175	4.2
Franklin, Franklin	360	360	2.3	St. Paul, Howard	1,237	1,237	48.7
Fremont, Dodge	17,037	17,037	-8.5	Stanton, Stanton	631	631	13.9
Friend, Saline	488	488	20.5	Stromsburg, Polk	813	813	23.9
Fullerton, Nance	574	574	20.8	Superior, Nuckolls	1,609	1,609	32.9
Geneva, Fillmore	1,641	1,641	15.1	Sutherland, Lincoln	282	282	19.0
Genoa, Nance	227	227	41.0	Sutton, Clay	1,079	1,079	-31.1
Gering, Scotts Bluff	2,848	2,848	11.9	Syracuse, Otoe	780	780	8.6
Gibbon, Buffalo	791	791	22.6	Tecumseh, Johnson	1,016	1,016	11.6
Gordon, Sheridan	1,722	1,722	20.1	Tekamah, Burt	1,003	1,003	16.5
Gothenburg, Dawson	2,003	2,003	50.7	Tilden, Madison	417	417	7.8
Grand Island, Hall	43,386	43,386	14.3	Utica, Seward	188	188	4.4
Grant, Perkins	970	970	39.0	Valentine, Cherry	3,399	3,399	20.5
Gretna, Sarpy	2,293	2,293	0.0	Valley, Douglas	869	869	29.1
Hartington, Cedar	1,571	1,571	28.8	Wahoo, Saunders	2,310	2,310	24.3
Hastings, Adams	17,742	17,742	6.9	Wakefield, Dixon	351	351	14.0
Hay Springs, Sheridan	331	331	1.8	Wauneta, Chase	389	389	20.4
Hebron, Thayer	1,744	1,744	25.9	Waverly, Lancaster	1,057	1,057	92.2
Henderson, York	446	446	-7.3	Wayne, Wayne	3,209	3,209	7.5
Hickman, Lancaster	220	220	0.9	Weeping Water, Cass	562	562	48.3
Holdrege, Phelps	4,296	4,296	4.8	West Point, Cuming	4,108	4,108	33.9
Hooper, Dodge	365	365	26.7	Wilber, Saline	445	445	4.2
Humboldt, Richardson	449	449	7.4	Wisner, Cuming	504	504	11.3
Humphrey, Platte	532	532	-4.7	Wood River, Hall	285	285	-19.0
Imperial, Chase	1,605	1,605	19.3	Wymore, Gage	410	410	12.6
Juniata, Adams	300	300	35.7	York, York	8,239	8,239	16.6

\*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		
	January 1997 \$	YTD \$	YTD % Chg vs Yr. Ago	January 1997 \$	YTD \$	YTD % Chg vs Yr. Ago		January 1997 \$	YTD \$	YTD % Chg vs Yr. Ago		January 1997 \$	YTD \$	YTD % Chg vs Yr. Ago
Nebraska *	164,140	164,140	13.7	1,150,214	1,150,214	9.5		Howard	805	805	3.2	1,564	1,564	37.7
Adams	3,061	3,061	16.6	18,217	18,217	7.0		Jefferson	1,009	1,009	27.9	3,793	3,793	13.7
Antelope	1,121	1,121	28.6	1,991	1,991	32.8		Johnson	584	584	26.7	1,350	1,350	5.6
Arthur	32	32	-23.8	(D)	(D)	(D)		Keamey	1,119	1,119	17.2	1,619	1,619	26.6
Banner	150	150	19.0	(D)	(D)	(D)		Keith	1,287	1,287	35.9	4,924	4,924	2.8
Blaine	78	78	59.2	86	86	(D)		Keya Paha	61	61	-58.8	103	103	19.8
Boone	1,086	1,086	33.1	2,084	2,084	-6.7		Kimball	526	526	11.2	1,411	1,411	18.7
Box Butte	1,244	1,244	-11.7	5,613	5,613	3.2		Knox	1,052	1,052	42.0	2,433	2,433	14.7
Boyd	215	215	40.5	541	541	22.4		Lancaster	18,819	18,819	30.2	175,104	175,104	11.5
Brown	327	327	32.4	1,684	1,684	19.1		Lincoln	3,024	3,024	10.6	19,447	19,447	4.6
Buffalo	4,110	4,110	18.1	28,511	28,511	9.0		Logan	90	90	7.1	(D)	(D)	(D)
Burt	1,020	1,020	23.5	2,264	2,264	14.4		Loup	111	111	91.4	(D)	(D)	(D)
Butler	982	982	15.0	1,802	1,802	6.4		McPherson	58	58	-35.6	(D)	(D)	(D)
Cass	2,457	2,457	29.1	5,479	5,479	26.0		Madison	3,432	3,432	2.0	27,584	27,584	9.3
Cedar	1,241	1,241	21.8	2,464	2,464	22.3		Merrick	961	961	-12.3	1,835	1,835	9.5
Chase	535	535	21.6	2,028	2,028	20.2		Morrill	759	759	15.3	1,423	1,423	27.1
Cherry	627	627	41.5	3,580	3,580	19.7		Nance	623	623	32.8	811	811	24.8
Cheyenne	1,295	1,295	10.5	5,964	5,964	7.3		Nemaha	743	743	-10.2	2,695	2,695	10.0
Clay	1,115	1,115	23.2	2,032	2,032	-16.4		Nuckolls	637	637	-8.7	2,104	2,104	27.1
Colfax	1,150	1,150	9.7	2,594	2,594	0.9		Otoe	1,798	1,798	18.8	5,882	5,882	17.4
Cuming	1,188	1,188	-7.7	5,146	5,146	30.7		Pawnee	338	338	-36.6	545	545	25.9
Custer	1,383	1,383	20.2	4,465	4,465	-18.7		Perkins	535	535	17.1	1,161	1,161	28.9
Dakota	1,353	1,353	5.3	8,662	8,662	4.7		Phelps	1,882	1,882	-3.7	4,534	4,534	5.7
Dawes	650	650	-4.0	3,711	3,711	19.0		Pierce	976	976	19.0	1,880	1,880	46.2
Dawson	2,987	2,987	30.4	11,914	11,914	10.2		Platte	3,450	3,450	4.2	19,411	19,411	7.9
Deuel	422	422	55.7	663	663	5.7		Polk	1,066	1,066	15.1	1,920	1,920	13.3
Dixon	711	711	56.3	930	930	10.1		Red Willow	1,418	1,418	9.1	10,384	10,384	13.2
Dodge	3,667	3,667	47.3	18,683	18,683	-6.7		Richardson	1,048	1,048	25.7	3,091	3,091	7.4
Douglas	35,225	35,225	3.1	404,390	404,390	7.6		Rock	221	221	39.0	326	326	-1.8
Dundy	425	425	-22.0	450	450	16.0		Saline	1,147	1,147	3.0	4,435	4,435	4.1
Fillmore	1,206	1,206	35.8	2,373	2,373	14.6		Sarpy	9,368	9,368	7.2	29,101	29,101	6.5
Franklin	616	616	54.0	585	585	0.3		Saunders	2,693	2,693	35.9	5,534	5,534	21.6
Frontier	582	582	59.0	610	610	28.7		Scotts Bluff	3,631	3,631	25.9	23,673	23,673	13.2
Furnas	798	798	52.9	2,557	2,557	-2.5		Seward	1,685	1,685	20.0	6,152	6,152	9.1
Gage	2,181	2,181	24.0	10,614	10,614	17.5		Sheridan	852	852	2.4	2,794	2,794	16.0
Garden	259	259	-43.7	466	466	-12.9		Sherman	507	507	38.5	625	625	-1.0
Garfield	112	112	-27.7	539	539	2.3		Sioux	245	245	-10.9	131	131	13.9
Gosper	364	364	11.7	346	346	4.5		Stanton	769	769	17.6	845	845	18.8
Grant	102	102	-2.9	108	108	-12.2		Thayer	984	984	22.7	2,501	2,501	17.7
Greeley	398	398	20.6	531	531	14.2		Thomas	95	95	-33.6	384	384	23.1
Hall	4,839	4,839	10.1	44,537	44,537	14.2		Thurston	460	460	-25.8	798	798	23.7
Hamilton	1,770	1,770	11.3	2,851	2,851	13.5		Valley	584	584	8.6	1,877	1,877	33.4
Harlan	429	429	8.3	675	675	5.8		Washington	2,364	2,364	35.8	6,780	6,780	18.9
Hayes	287	287	96.6	(D)	(D)	(D)		Wayne	1,004	1,004	53.3	3,370	3,370	7.8
Hitchcock	449	449	21.0	644	644	16.7		Webster	642	642	36.6	1,203	1,203	46.4
Holt	1,087	1,087	11.6	5,086	5,086	-6.6		Wheeler	289	289	112.5	55	55	12.2
Hooker	81	81	-5.8	218	218	0.5		York	2,326	2,326	83.3	9,141	9,141	15.6

\*Totals may not add due to rounding  
(D) Denotes disclosure suppression

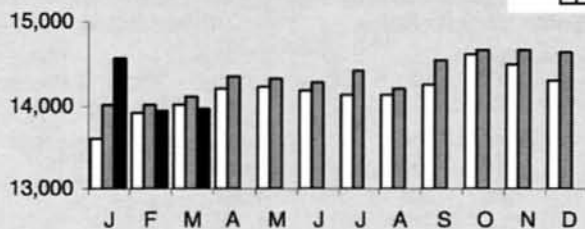
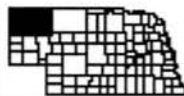
Source: Nebraska Department of Revenue



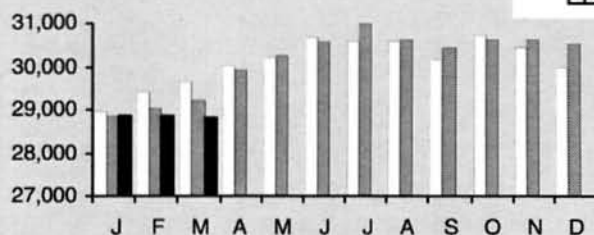
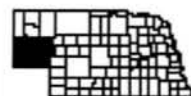
# Regional Employment—1995 to March 1997

1995 1996 1997

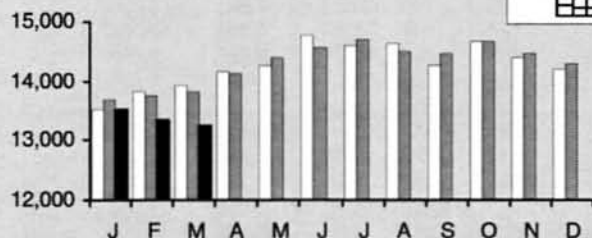
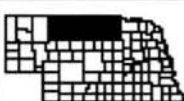
## Northwest Panhandle



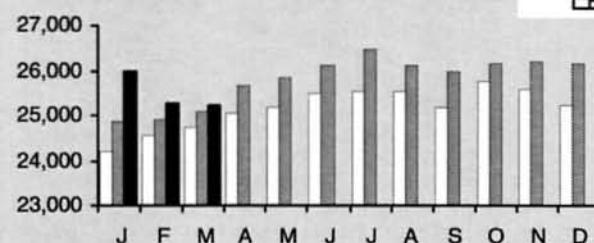
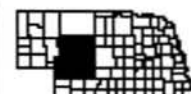
## Southwest Panhandle



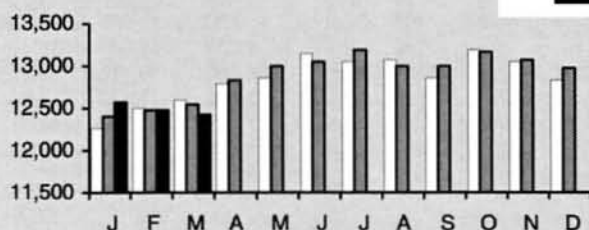
## North Central



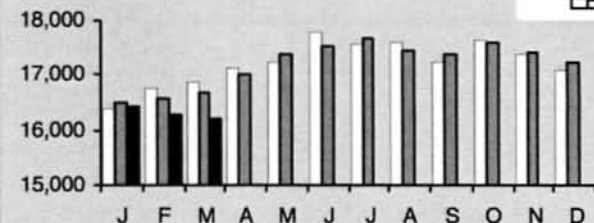
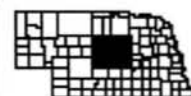
## West Central



## Southwest Central



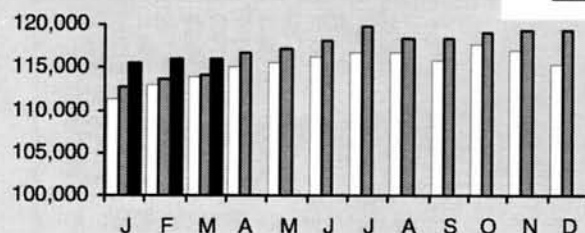
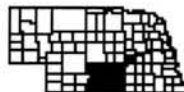
## East Central



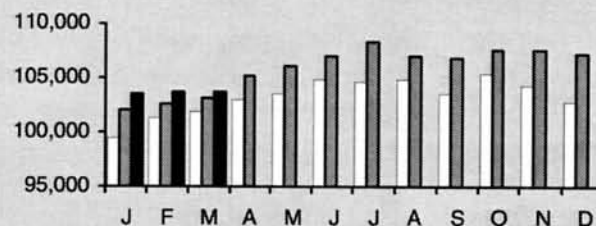
# Regional Employment—1995 to March 1997

1995 1996 1997

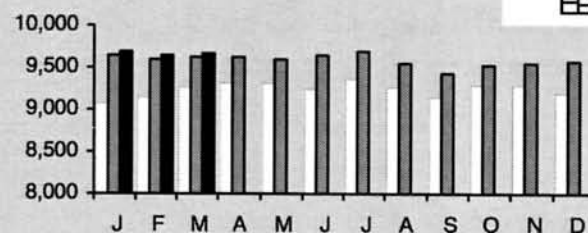
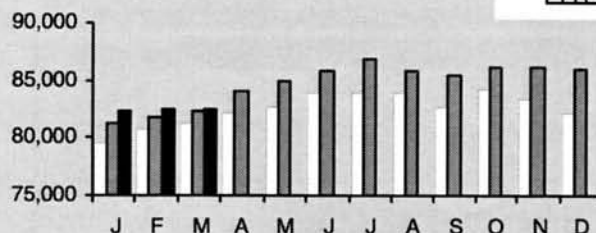
## Southeast Central



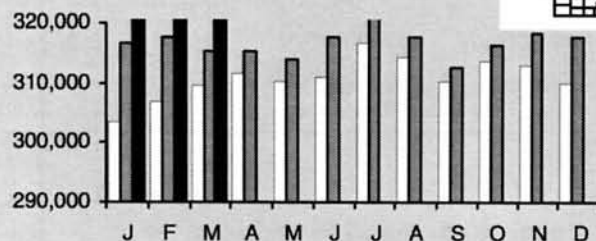
## Northeast



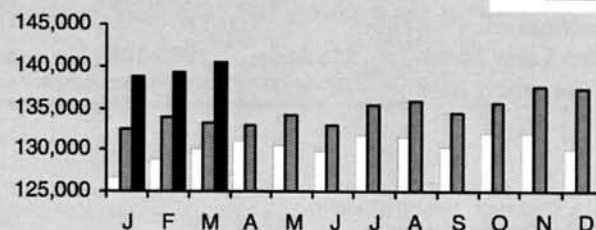
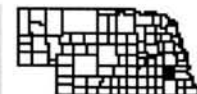
## Southeast



## Omaha MSA

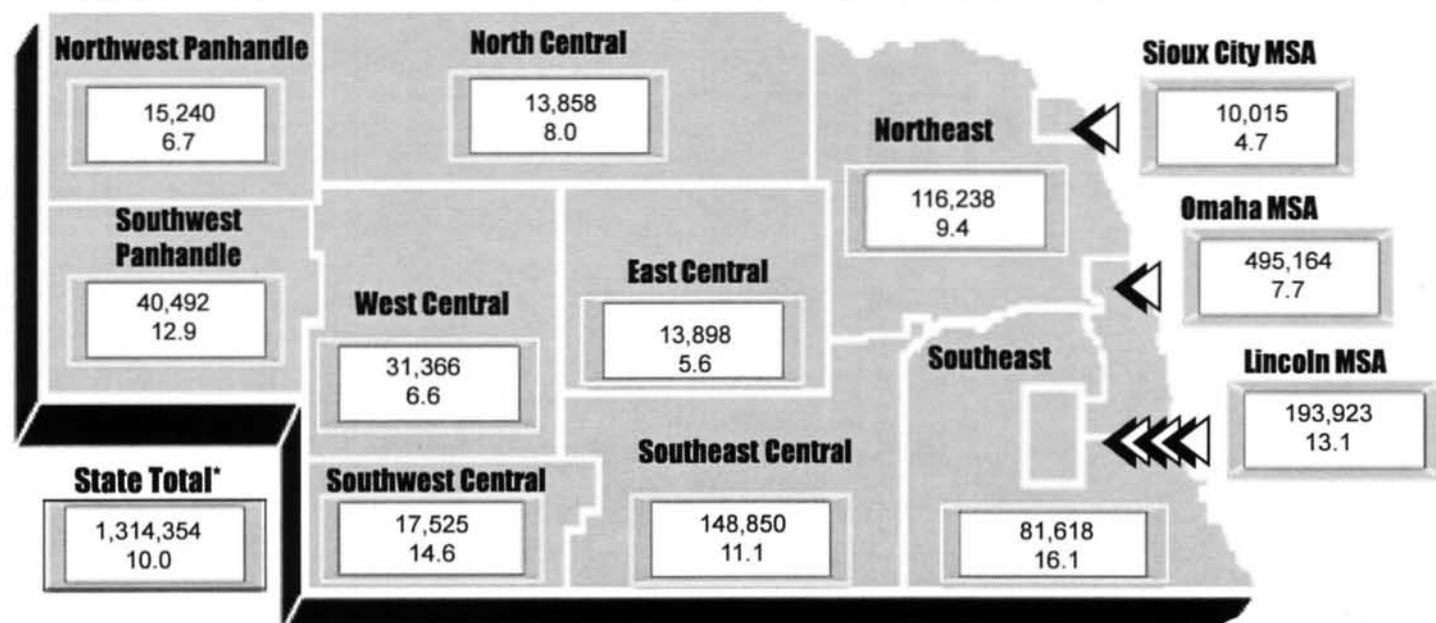


## Lincoln MSA



# January 1997 Regional Retail Sales (\$000)

## Percent Change from Year Ago



\*Regional values may not add to state total due to unallocated sales

## Employment by Industry

	Revised February 1997	Preliminary March 1997	% Change vs Yr. Ago
Place of Work			
Nonfarm	837,067	843,456	3.2
Construction & Mining	35,109	36,931	11.9
Manufacturing	114,402	114,640	2.3
Durables	55,565	55,834	3.6
Nondurables	58,837	58,806	1.1
TCU*	50,931	51,349	3.7
Trade	207,350	207,539	1.7
Wholesale	53,452	53,521	0.3
Retail	153,898	154,018	2.2
FIRE**	53,888	53,957	3.5
Services	223,199	225,484	5.8
Government	152,188	153,556	0.2
Place of Residence			
Civilian Labor Force	910,654	910,876	1.8
Unemployment Rate	2.7	2.5	

\* Transportation, Communication, and Utilities

\*\* Finance, Insurance, and Real Estate

Source: Nebraska Department of Labor

Inflation Rate

## Price Indices

Consumer Price Index - U\*  
(1982-84 = 100)

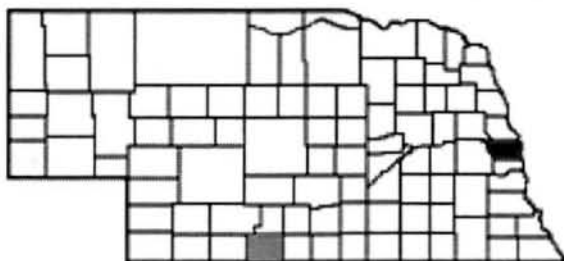
	April 1997	% Change vs Yr. Ago	YTD % Change vs Yr. Ago
All Items	160.2	2.5	2.8
Commodities	142.3	1.5	2.2
Services	178.3	3.2	3.3

\*U = All urban consumers

Source: U.S. Bureau of Labor Statistics

# Douglas

## Omaha-County Seat



License plate prefix number: 1

Size of county: 333 square miles, ranks 91st in the state

Population: 408,375 in 1995, a change of -1.9 percent from 1990

Per capita personal income: \$24,574 in 1994, ranks 3rd in the state

Net taxable retail sales (\$000): \$5,399,600 in 1995, a change of 2.8 percent from 1994; \$4,670,259 from January through October of 1996, a change of 5.6 percent from the same period the previous year.

Number of business and service establishments: 13,070 in 1993, 48.8 percent had less than five employees

Unemployment rate: 2.8 percent in Douglas County, 2.4 percent in Nebraska for 1995

Nonfarm employment (1995):

	State	Douglas County
Wage and Salary workers	815,089	304,262
	(percent of total)	
Construction and Mining	4.4	4.3
Manufacturing	13.7	9.9
TCU	6.1	6.0
Wholesale Trade	6.5	7.8
Retail Trade	18.6	16.9
FIRE	6.4	9.9
Services	25.8	33.1
Government	18.5	12.2

### Agriculture:

Number of farms: 388 in 1992, 475 in 1987

Average farm size: 248 acres in 1992

Market value of farm products sold: \$32.1 million in 1992 (\$95,580 average per farm)

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



# bulletin board

## NU ONRAMP Data Review



The Nebraska Department of Motor Vehicles 1996 Vehicle Registration records that provide county-level data by license plate type are accessible on **ONRAMP**.

Access **NU ONRAMP**

Enter *Data Central* and choose *Subject Search*

Select *Transportation (09000)* then *Vehicle Registration (090900)* from the subjects.

The Nebraska DMV data also can be located by activating a filename search of *VEHREG*.

## Consumer Price Index (CPI)

[www.bbr.unl.edu](http://www.bbr.unl.edu)  
National Business Conditions

### Reminder!

Visit BBR's home page for access to **NUONRAMP** and much more!

[www.bbr.unl.edu](http://www.bbr.unl.edu)

## Population Projections Report Available!

Nebraska Population Projections to 2010 are now available. This report contains county level projections by age category. The cost is \$15 per copy which includes postage and handling. Contact the Bureau of Business Research (BBR) to order.

E-mail: [cboyd@cbamail.unl.edu](mailto:cboyd@cbamail.unl.edu)  
Fax: (402)472-3878  
Mail: Bureau of Business Research  
114 CBA  
University of Nebraska-Lincoln  
Lincoln, NE 68588-0406

Copyright 1997 by Bureau of Business Research, University of Nebraska-Lincoln. ISSN 0007-683X. *Business in Nebraska* is published in ten issues per year by the Bureau of Business Research. Subscription orders and inquiries should be directed to Bureau of Business Research, 114 CBA, University of Nebraska-Lincoln 68588-0406. Annual subscription rate is \$10.

University of Nebraska-Lincoln—Dr. James C. Moeser, *Chancellor*  
College of Business Administration—John W. Goebel, *Dean*

## Bureau of Business Research (BBR)



...business is not our only business

Nonprofit Org.  
U.S. Postage  
PAID  
Lincoln, Nebraska  
Permit No. 46

specializes in ...

- economic impact assessment
- demographic and economic projections
- survey design
- compilation and analysis of data
- information systems design
- public access to information via **NU ONRAMP**

For more information on how BBR can assist you or your organization, contact us (402) 472-2334; send e-mail to: [clamphear@cbamail.unl.edu](mailto:clamphear@cbamail.unl.edu); or use the World Wide Web: [www.bbr.unl.edu](http://www.bbr.unl.edu)