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# Nebraska's Strong Growth Expected to Continue

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# Business in Nebraska

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## Nebraska's Strong Growth Expected to Continue

John Austin and the Nebraska Business Forecast Council\*

**E**vidence of continuing strength in the Nebraska economy mounts. In 1996 total employment grew 2.2 percent. Year-to-date data through May of this year indicate a repeat of that performance. Despite isolated difficulties in maintaining such gains throughout 1997, especially in the construction sector, the economy should match last year's total job gain overall. Incomes will respond to the increases in jobs and to increasing wage pressures. Total nonfarm personal income will grow just under 6 percent in 1997. Drought conditions will cause income losses in parts of the state, but 1997 net farm income overall will show a small gain over 1996 levels. Total net taxable retail sales gains will mimic growth in 1997 nonfarm income. The advance in motor vehicle sales will lead the total sales gain in 1997.

### Nonfarm Employment

Nebraska's private sector has shown substantial strength so far this year with total employment, on a year-to-date basis through May, 2.3 percent ahead of the same period last year. Total employment will grow 2.2 percent for the full year 1997, 2.1 percent in 1998, and 2.0 percent in 1999 (Table 1).

- The construction and mining sector has shown an advance of 5.6 percent in the period from January to May 1997 versus the same period in 1996. There is doubt that the industry can maintain that pace of expansion throughout the year. Full-year growth is expected to be 4.8 percent. Labor availability is a critical factor in the ability of this sector to expand.

**Figure 1**  
**Key Economic Growth Rates**  
(percent)



- The services sector will continue to be the state's largest employer. Employment will expand at a rate of 3.6 percent in each of the next three years.
- Durables manufacturing has rebounded from last year's growth slowdown and is expected to increase 2.6 percent in 1997. Nondurables manufacturing appears to be in a short-term lull. Growth is expected to approach 2 percent in 1998.
- Both the transportation, communication, and utilities (TCU) and finance, insurance, and real estate (FIRE) sectors experienced rebounds in early 1997 after growth rate slowdowns in 1996.
- In contrast to growth in total employment, growth in government employment will stagnate. The federal government will continue to reduce jobs in the state. There will be pressure to reduce local government employment due to state legislation aimed at reducing the growth of local expenditures.
- Private industry jobs will expand 2.7 percent in 1997, 2.6 percent in 1998, and 2.4 percent in 1999. Lack of government employment growth means that the government sector won't be competing for the limited supply of additional labor in the state.

- The ability of Nebraska's economy to expand job growth at current rates on a long-term basis likely will stimulate migration into the state. The *Nebraska Quarterly Business Conditions Survey* (NQBCS) indicates that wages paid for new jobs being created in the state should be attractive to potential migrants who possess the skills needed for those jobs.

### Nonfarm Personal Income

The Bureau of Economic Analysis total personal income series is no longer used in the forecast because the Nebraska farm income component of the total is poorly estimated and frequently revised by large amounts. Rather, the focus is on nonfarm personal income and its components.

- Nonfarm personal income will grow just under 6 percent per year from 1997 to 1999 (Table 2).
- Despite a moderate slowdown in the growth of jobs, growing wage pressures will result in wage and salary advances of 6.3 percent in each of the next three years. Wages and salaries will continue to account for just under 60 percent of total nonfarm personal income.
- Advances in other labor income have slowed in recent years as employee participation in sharing benefit costs—particularly medical insurance—has increased.

**Table 1**  
**Number of Jobs and Percent Changes by Industry**

Annual Averages (whole numbers)

	Const & Mining	Durables	Manufacturing Nondurables	TCU	Wholesale Trade	Retail Trade	FIRE	Services	Federal Gov't	State & Local Gov't	Total
1992	29,760	46,922	53,791	47,165	52,362	137,457	49,429	185,605	17,076	130,588	750,153
1993	31,778	48,752	55,032	47,338	51,998	141,160	50,506	191,681	17,312	131,655	767,212
1994	34,599	51,999	56,754	48,443	51,806	146,971	51,706	202,348	17,214	134,356	796,194
1995	36,009	54,017	58,199	49,596	52,787	151,428	52,648	210,964	16,409	134,310	816,367
1996	37,906	54,604	59,075	50,269	53,248	154,239	53,110	220,341	15,998	135,547	834,336
1997	39,725	56,024	59,666	52,028	54,313	156,861	54,438	228,273	15,678	135,954	852,960
1998	41,156	57,144	60,740	53,589	55,128	159,528	55,527	236,491	15,364	135,882	870,548
1999	42,390	58,287	61,833	54,929	55,679	161,921	56,637	245,005	15,057	135,811	887,549

Percent Changes

	3.6	-1.2	3.2	-0.5	-0.4	1.3	1.8	2.5	-2.0	1.9	1.5
1992	3.6	-1.2	3.2	-0.5	-0.4	1.3	1.8	2.5	-2.0	1.9	1.5
1993	6.8	3.9	2.3	0.4	-0.7	2.7	2.2	3.3	1.4	0.8	2.3
1994	8.9	6.7	3.1	2.3	-0.4	4.1	2.4	5.6	-0.6	2.1	3.8
1995	4.1	3.9	2.5	2.4	1.9	3.0	1.8	4.3	-4.7	0.0	2.5
1996	5.3	1.1	1.5	1.4	0.9	1.9	0.9	4.4	-2.5	0.9	2.2
1997	4.8	2.6	1.0	3.5	2.0	1.7	2.5	3.6	-2.0	0.3	2.2
1998	3.6	2.0	1.8	3.0	1.5	1.7	2.0	3.6	-2.0	-0.1	2.1
1999	3.0	2.0	1.8	2.5	1.0	1.5	2.0	3.6	-2.0	-0.1	2.0

- Growth in dividends, interest, and rent income will be below that of total nonfarm income as interest rates remain relatively low and corporations emphasize retained earnings over dividends.
- Tax receipts from small businesses in Nebraska suggest that nonfarm proprietors' income will advance sharply in 1997.

## Farm Income

- Net farm income—U.S. Department of Agriculture (USDA) basis—for 1996 is estimated at \$2.25 billion, slightly under the \$2.4 billion used in the last forecast.
- Net farm income will reach \$2.35 billion in 1997.
- While current feed grain prices and some reductions in dryland yields will cause a drop in Nebraska's grain income in 1997, there will be strength from livestock and farm payments.
- Deteriorating range conditions in parts of the state due to a summer 1997 drought will cause income reductions for some cattlemen. However, feedlot placements remain high and commodity prices for both cattle and hogs have returned to favorable levels in 1997, contributing to increased net farm income for the state.

- While current (early August) corn prices are near \$2.50 per bushel, harvest prices could move somewhat higher if continued hot, dry weather across the corn belt reduces yields.
- While there will be some dryland production losses in Nebraska due to drought conditions, irrigation will keep Nebraska corn production from plummeting.
- Soybean prices will rise due to short supply. World demand will be strong. Expect \$7 to \$8 per bushel.
- Farm program payments will peak in 1997. USDA will cover obligations incurred in earlier years when corn prices were over targets. The total 1997 payment is estimated at \$400 million, an increase of \$100 million over the 1996 payment.
- Auxiliary markets for corn (ethanol, wet milling, etc.) are at full steam.
- Net farm income will increase 6.4 percent in 1998 to a historic record level of \$2.5 billion. World market demands for Nebraska agricultural products, including beef, will continue to strengthen.
- Net farm income will increase another 6 percent to \$2.65 billion in 1999.

**Table 2**  
**Nonfarm Personal Income and Selected Components, 1992 to 1999**

Annual Averages (\$ millions)

	Nonfarm Personal Income	Total Wages & Salaries	Other Labor Income	DIR*	Transfer Payments	Nonfarm Proprietors' Income
1992	28,760	16,621	2,002	5,930	4,383	1,963
1993	30,083	17,300	2,200	6,070	4,678	2,074
1994	31,578	18,381	2,343	6,154	4,879	2,242
1995	33,902	19,617	2,483	6,744	5,200	2,424
1996	35,729	20,821	2,554	7,037	5,468	2,544
1997	37,829	22,133	2,633	7,361	5,747	2,798
1998	40,027	23,527	2,738	7,699	6,040	3,022
1999	42,306	25,009	2,847	8,053	6,372	3,188

Percent Changes

1992	7.5	5.9	12.0	8.8	9.0	7.4
1993	4.6	4.1	9.9	2.3	6.7	5.7
1994	5.0	6.2	6.5	1.4	4.3	8.1
1995	7.4	6.7	5.9	9.6	6.6	8.1
1996	5.4	6.1	2.9	4.3	5.1	5.0
1997	5.9	6.3	3.1	4.6	5.1	10.0
1998	5.8	6.3	4.0	4.6	5.1	8.0
1999	5.7	6.3	4.0	4.6	5.5	5.5

\*Dividends, Interest, Rent

- Even with the gradual phaseout of farm programs, growth of world markets will enable Nebraska's net farm income to grow in the future. Astute farmers will do well despite increased volatility in the farm sector.
- Adding net farm income (USDA basis) forecasts to total nonfarm personal income forecasts yields 1997 total personal income of over \$40 billion. Increases in total personal income will approach 6 percent in each of the three forecast years. In 1999 total personal income will near \$45 billion.

### Net Taxable Retail Sales

- Strength in personal income and high levels of consumer confidence combined with dealer incentive programs will result in a second good year of motor vehicle sales growth in 1997. Since vehicle sales often follow a cyclical pattern, a deceleration in growth rates is expected in 1998 and 1999. Sales will advance 8 percent in 1997, 6 percent in 1998, and 4 percent in 1999 (Table 3).

- Other retail sales growth in 1997 will mimic that experienced in 1996. In 1998 and 1999 sales growth will be just over 5 percent per year.

*\*We are grateful for the help of the Nebraska Business Forecast Council: Ernie Goss, Department of Economics and Finance, Creighton University; Bruce Johnson, Department of Agricultural Economics, UNL; Gene Koepke, Department of Management and Marketing, UNK; Donis Petersan, Nebraska Public Power District; Stu Miller, Nebraska Department of Economic Development; Franz Schwartz, Nebraska Department of Revenue; Garth Taylor, Panhandle Research and Extension Center, UNL; Jolee Wheatley, Nebraska Department of Labor; Charles Lamphear and John Austin, Bureau of Business Research, UNL.* □□

**Table 3**  
**Net Taxable Retail Sales, Annual Totals**  
(*\$ millions*)

	<i>Total Sales</i>	<i>Motor Vehicle Sales</i>	<i>Other Sales</i>
1992	13,389	1,488	11,901
1993	14,173	1,699	12,474
1994	15,229	1,813	13,416
1995	15,873	1,883	13,990
1996	16,853	2,068	14,785
1997	17,862	2,234	15,628
1998	18,855	2,368	16,487
1999	19,824	2,462	17,361
<b>Percent Changes</b>			
1992	4.7	3.5	4.9
1993	5.9	14.1	4.8
1994	7.5	6.8	7.5
1995	4.2	3.8	4.3
1996	6.2	9.8	5.7
1997	6.0	8.0	5.7
1998	5.6	6.0	5.5
1999	5.1	4.0	5.3

# The School-Age Population in Nebraska: Current Trends and Projected Growth, 1990 to 2010

Lisa Darlington

The school-age population (age 5 to 17) in Nebraska will show a pattern of slowing growth through the end of the 1990s, then begin to decline in the first decade of the next century. Total population growth in the state will outpace school-age growth by increasing margins through 2010. Future declines in the state's school-age population will result, in large part, from decreases in prime childbearing-age populations that began in the 1980s, particularly in the state's rural areas.

The number of school-age children in Nebraska grew 5.4 percent from 1990 to 1995\* (Figure 1). The state's total population grew nearly 4 percent over the period. School-age children in Nebraska numbered more than 326,000 in 1995—20 percent of the state's total population. Nationally, the school-age population grew 8.5 percent from 1990 to 1995 and constituted 19 percent of total population in 1995.

The number of school-age children showed nearly no increase in rural counties, overall. Two rural county types experienced losses during the period (Table 1). The smallest rural county group showed the strongest increase from 1990 to 1995. Large and small trade center counties showed increases of 3 and 4 percent, respectively. Growth in metro counties was strong at just over 8 percent.

The state's school-age population will increase just over 1 percent in contrast with a total population growth of 3 percent from 1995 to 2000. Nationally, growth in the school-age population will outpace total population growth. The state's metro counties will experience slower growth, in the

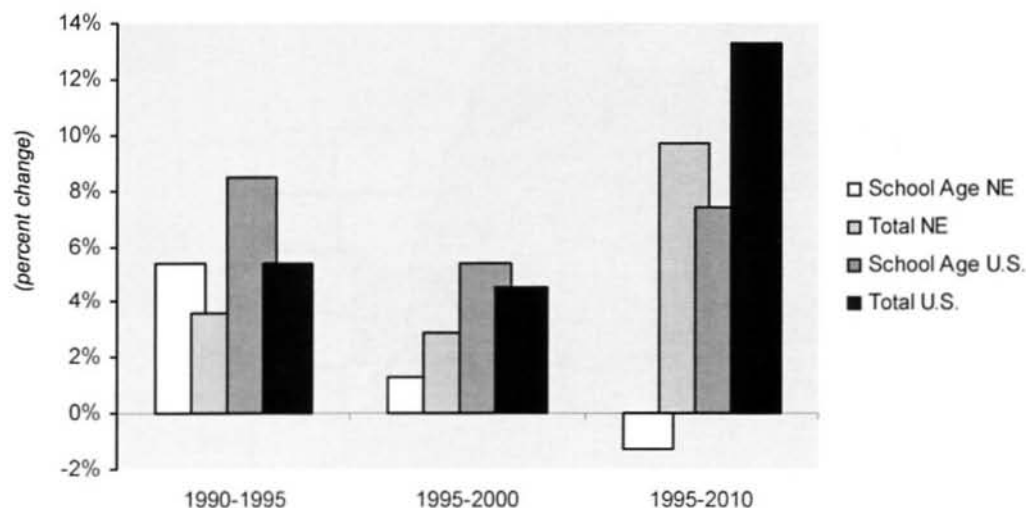
County Types	
<b>Metro</b>	County within a metropolitan statistical area (MSA)
<b>Large Trade Center</b>	County outside an MSA; population of largest town is at least 7,500
<b>Small Trade Center</b>	County outside an MSA; population of largest town ranges from 2,500 to 7,499
<b>Rural</b>	County of any size with no single community larger than 2,499 persons

area of 5 percent. Small trade center counties are projected to experience no change in school-age population, while large trade center counties will show a slight decrease. Rural counties overall will experience a 6 percent decline in school-age children. Declines in rural counties by type will range from nearly 5 percent to just over 8 percent.

Moving into the next century, growth rates generally will be negative. The number of children age 5 to 17 in the state is expected to decrease 2.5 percent from 2000 to 2010 (not

\*Data for 1995 are estimates from the BBR population model.

**Figure 1**  
Comparison of Growth in School-Age and Total Population, Nebraska and U.S., Selected Periods—1995 to 2010



**Table 1**  
**Growth in School-Age Population**  
**by County Type—1995 to 2010**

	1990-1995	1995-2000	1995-2010
<b>Metro</b>	8.2%	4.6%	4.7%
<b>Large Trade Center</b>	3.3%	-1.0%	-1.1%
<b>Small Trade Center</b>	4.0%	0.0%	-4.6%
<b>Rural</b>	0.3%	-6.3%	-20.7%
<b>Rural Counties by Size</b>			
Rural <1,000	4.3%	-8.0%	-27.1%
Rural 1,000-2,499	-1.4%	-7.8%	-37.3%
Rural 2,500-4,999	-1.5%	-8.3%	-27.5%
Rural 5,000-7,499	0.3%	-4.7%	-15.0%
Rural 7,500+	2.2%	-6.3%	-17.8%

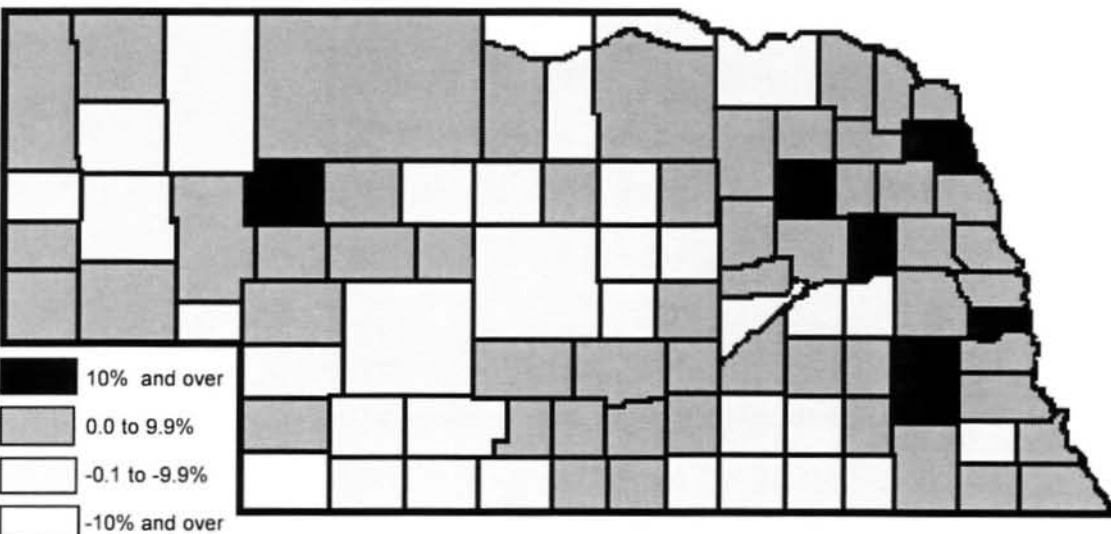
shown). Metro counties will experience almost no change. Trade center counties will show more accelerated decreases. Rural counties overall and by individual types will experience double-digit decreases, ranging from 11 to 32 percent, from 2000 to 2010.

Overall, from 1995 to 2010, the state's school-age population is expected to decrease more than 1 percent—a sharp contrast to total population growth of nearly 10 percent over the fifteen-year period. Nationwide, the school-age population will grow more than 7 percent. Metro county growth will be nearly 5 percent, the majority of which will occur in the 1990s. Rural counties are expected to experience a 21 percent decrease in the number of school-age children through 2010. The smallest county types—those with total populations under 5,000—will show the largest decreases.

### County-Level Trends

Fifty-nine of the state's 93 counties experienced positive growth in school-age population from 1990 to 1995 (Figure 2). Counties experiencing positive growth rates of at least 10 percent from 1990 to 1995 included Grant, a small rural county in west central Nebraska and Lancaster, a metropolitan county in eastern Nebraska. Colfax County, a small trade center county in the northeast area of the state, experienced the highest growth—17 percent. Three of the state's metro counties—Dakota, Cass, and Douglas—and five of the smallest rural counties—Wheeler, Loup, Hooker, Banner, and Logan—each showed growth in the range of 5 to nearly 10 percent.

**Figure 2**  
**Change in School-Age Population by County and by Percent Change—1990 to 1995**



On the flip side, thirty-four counties showed decreases in their school-age populations from 1990 to 1995. None of the metro counties were included in this group, but four large trade center counties—Box Butte, Scotts Bluff, Lincoln, and Red Willow—lost school-age populations. The largest decrease—15 percent—was experienced in Keya Paha County, a small rural county in north central Nebraska.

Growth in the latter half of the 1990s will take a substantial downturn. Only 19 counties in the state will experience increases in school-age populations from 1995 to 2010. Dawson County's school-age population is expected to increase nearly 18 percent, the highest rate of growth in the state. Two counties—Grant and Thurston—will show growth above 10 percent. Among the metro counties, four will experience increases in the range of 3 to 9 percent; Cass County will show little change, and Washington County's school-age population will decrease nearly 10 percent.

Overall, from 1995 to 2010 only 18 counties will experience at least some growth in school-age population (Figure 3). Half of those will be growth rates below 5 percent. Dawson County will lead the way with a growth rate of nearly 24 percent, followed by Sarpy at 17.5 percent and Wayne at 12 percent. Among the counties expected to experience decreases in school-age populations, 35 will show losses of 20 percent or more. Two counties—Rock and Hayes—will experience decreases of more than 50 percent over the fifteen-year period.

**School-Age Share of Total County Population**

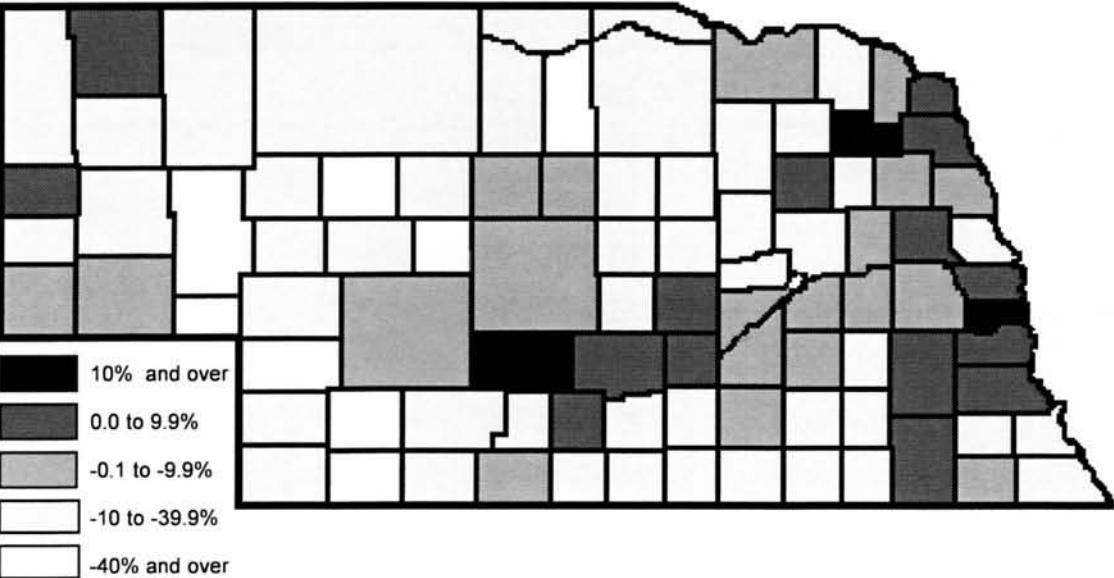
The school-age share of population by county in 1995 ranged from a low of approximately 18 percent in nine counties including Lancaster, to a high of 27 percent in Logan and Thurston. Four counties, each rural, had school-age proportions of at least one-quarter of total residents. Among the metro counties, Sarpy, Dakota, and Cass had school-age proportions ranging from 21 to 24 percent. The proportions in Washington and Douglas Counties were 20 and 19 percent, respectively.

Looking forward to 2010, the range of school-age shares of population by county will widen to approximately 14 percentage points (from 12 to 26 percent). Thurston County, a rural county in northeast Nebraska will have the highest proportion of school-age children. Hayes County, also rural, will have the lowest proportion, down from 20 percent in 1995. Logan County's proportion will fall from 27 percent—the highest in 1995—to only 15.5 percent in 2010. Only five counties will have school-age proportions at or above 20 percent, a substantial change from 1995. As a group, rural counties with total populations ranging from 1,000 to 2,499 persons will have the lowest proportion of school-age residents in 2010.

Changes in school-age populations have implications for school districts across the state. Next month's issue will present a brief analysis of the potential effects of population changes on the number of districts in each county.

BBR recently released *Nebraska County Population Projections, 1990 to 2010*, a report containing detailed projections by age for every county in the state. See page 16 of this issue for information about how to obtain a copy of this report.

**Figure 3**  
**Change in School-Age Population by County and by Percent Change—1995 to 2010**



# Gross State Product (GSP)—Comparing Nebraska and Its Neighbors

Nebraska ranked 4<sup>th</sup> in a seven-state region in terms of real (1992 dollars) per capita GSP in 1982 (Figure 1).

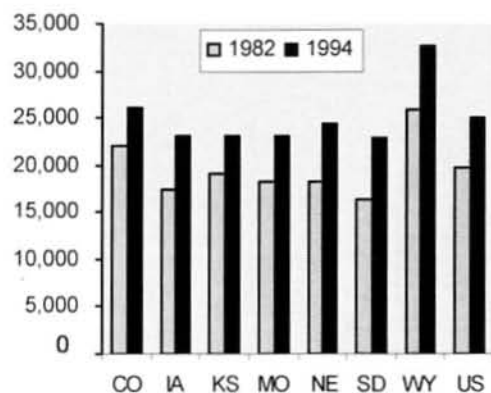
In 1994 the state ranked 3<sup>rd</sup> behind Wyoming and Colorado. South Dakota showed the highest growth among the seven states in real per capita GSP—over 39 percent from 1982 to 1994. Nebraska's growth of nearly 34 percent was 2<sup>nd</sup> in the region and outpaced U.S. growth. However, Nebraska's growth slowed in the 1990s (*not shown*). Growth from 1990 to 1994 ranked the state in the middle of the seven-state region. Colorado ranked 2<sup>nd</sup> in real per capita GSP in both 1982 and 1994, and showed the slowest growth in the region over the entire period.

The services sector accounted for the largest proportion of GSP in Nebraska in 1994 followed by manufacturing and government (Figure 3, page 9). Construction accounted for the second-lowest proportion of GSP in 1994, but experienced the highest growth from 1982 to 1994—77 percent (Figure 4, page 9).

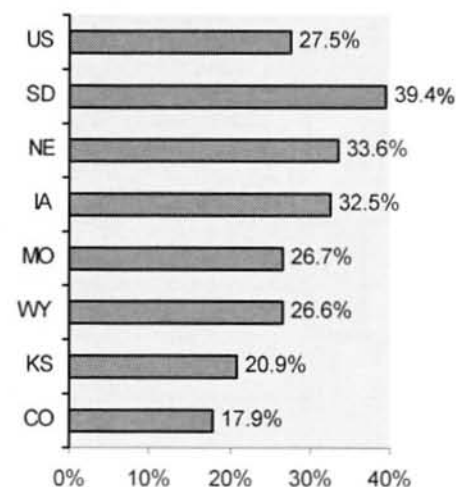
Total GSP in Nebraska increased over 35 percent in real terms from 1982 to 1994. Four sectors (including construction) experienced growth of more than 60 percent over the period. The finance, insurance, and real estate (FIRE) sector showed the slowest growth. Construction and transportation, communication, and utilities (TCU) led during the 1990 to 1994 period (*not shown*). GSP growth in manufacturing lagged wholesale and retail trade, and mining and government growth slowed to nearly zero from 1990 to 1994.

**Gross State Product (GSP)** represents an individual state's contribution to the nation's Gross National Product (GNP). GSP is *not* equivalent to total business revenues. The components of GSP are: wages and salaries, retained earnings taxes, and depreciation. These components constitute the value that a firm adds to a good or service produced, not what it earns on the sale of the good or service.

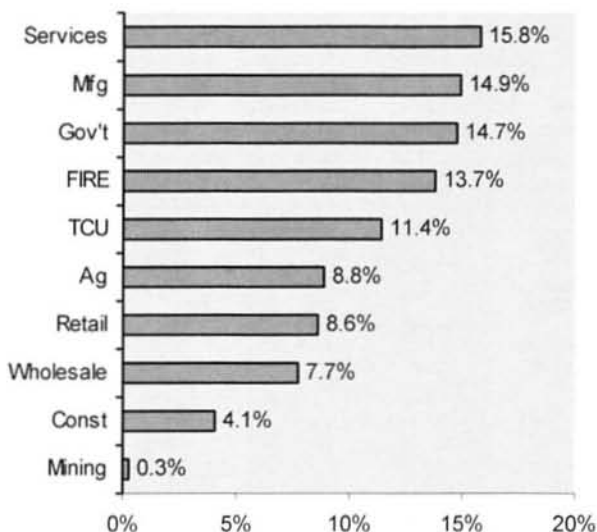
**Figure 1**  
**Real Per Capita GSP**  
**Selected States and U.S.—1982 and 1994**  
(whole \$)



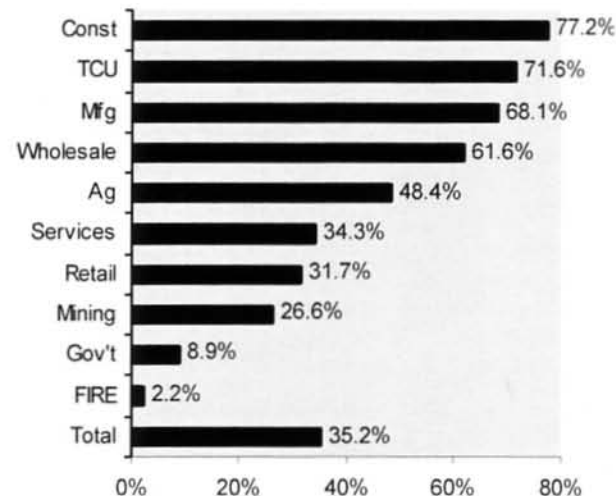
**Figure 2**  
**Change in Real Per Capita GSP—1982 to 1994**



**Figure 3**  
Distribution of GSP by Major Industry  
Nebraska—1994

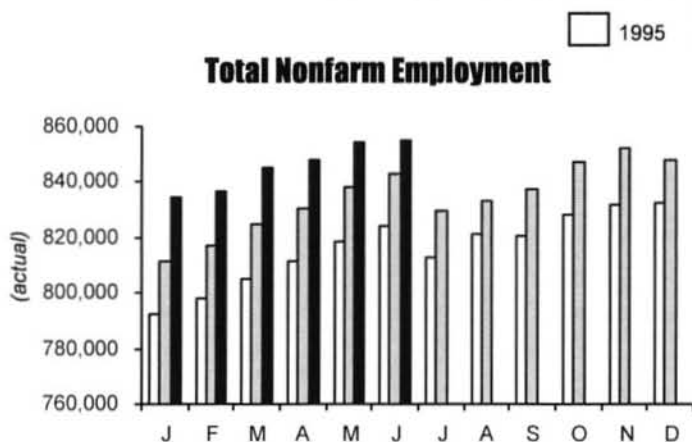


**Figure 4**  
Change in Real GSP by Major Industry  
Nebraska—1982 to 1994

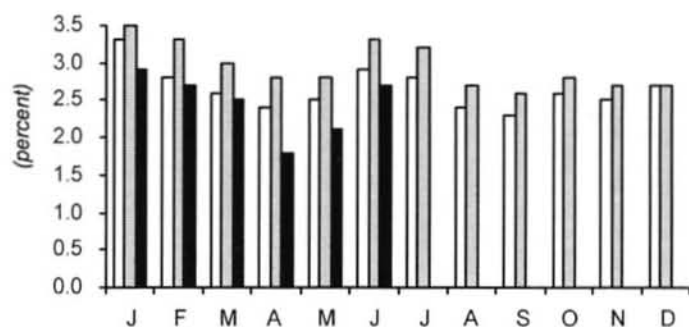


# Nebraska Stats

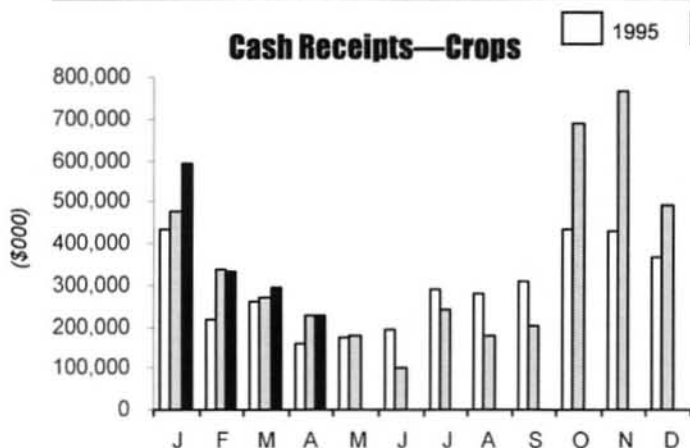
**Total Nonfarm Employment**



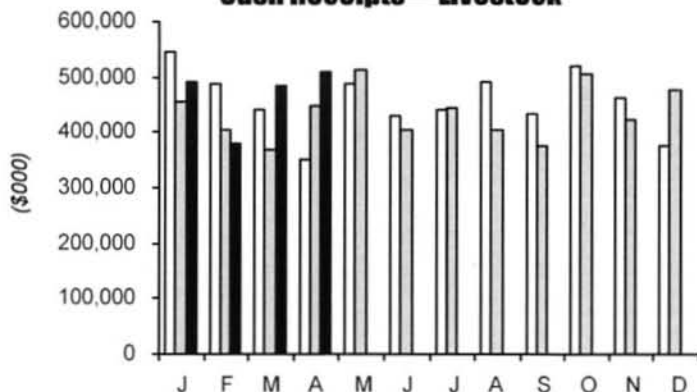
**Unemployment Rate**



**Cash Receipts—Crops**



**Cash Receipts—Livestock**



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

	March 1997 \$	YTD \$	YTD % Chg. vs Yr. Ago	April 1997 \$	YTD % Chg. vs Yr. Ago		March 1997 \$	YTD \$	YTD % Chg. vs Yr. Ago	April 1997 \$	YTD % Chg. vs Yr. Ago		
Ainsworth, Brown	1,709	4,850	12.9	1,596	6,446	13.2	Kenesaw, Adams	107	275	0.7	79	354	-10.2
Albion, Boone	1,657	4,726	-10.6	1,505	6,231	-13.2	Kimball, Kimball	1,586	4,185	15.2	1,536	5,721	15.1
Alliance, Box Butte	5,787	16,638	10.6	5,794	22,432	9.4	LaVista, Sarpy	7,402	19,923	2.4	7,177	27,100	3.6
Alma, Harlan	662	1,790	2.2	590	2,380	0.6	Laurel, Cedar	377	1,016	8.4	375	1,391	7.8
Arapahoe, Fumas	665	1,843	17.7	740	2,583	13.7	Lexington, Dawson	6,734	20,464	-1.7	6,488	26,952	-2.9
Arlington, Washington	199	573	5.9	174	747	7.2	Lincoln, Lancaster	183,352	514,047	7.6	173,997	688,044	6.7
Arnold, Custer	283	768	8.9	240	1,008	6.6	Louisville, Cass	433	1,089	18.8	481	1,570	26.9
Ashland, Saunders	959	2,602	4.6	1,015	3,617	8.4	Loup City, Sherman	652	1,622	9.5	494	2,116	5.7
Atkinson, Holt	877	2,378	17.3	766	3,144	15.2	Lyons, Burt	456	1,199	10.8	398	1,597	10.9
Auburn, Nemaha	2,575	6,993	5.8	2,455	9,448	5.3	Madison, Madison	811	2,207	12.8	738	2,945	11.9
Aurora, Hamilton	2,708	7,513	3.3	2,507	10,020	0.5	McCook, Red Willow	10,455	30,015	10.3	10,345	40,360	9.6
Axtell, Kearney	93	224	0.9	77	301	3.4	Milford, Seward	862	2,785	7.5	925	3,710	12.3
Bassett, Rock	371	975	-6.0	435	1,410	-2.7	Minatare, Scotts Bluff	185	697	61.7	177	874	34.5
Battle Creek, Madison	610	1,964	4.2	583	2,547	3.7	Minden, Kearney	1,709	4,604	25.2	1,707	6,311	22.0
Bayard, Morrill	429	1,192	-0.1	348	1,540	-1.0	Mitchell, Scotts Bluff	1,343	2,881	49.9	896	3,777	44.0
Beatrice, Gage	10,626	29,254	15.2	10,554	39,808	14.5	Morrill, Scotts Bluff	456	1,193	32.6	467	1,660	23.2
Beaver City, Fumas	146	336	10.5	94	430	11.1	Nebraska City, Otoe	6,284	15,995	17.3	5,647	21,642	14.9
Bellevue, Sarpy	16,599	45,833	-1.0	16,802	62,635	0.6	Neligh, Antelope	1,459	3,946	45.3	1,486	5,432	42.0
Benkelman, Dundy	509	1,346	4.2	557	1,903	8.0	Newman Grove, Madison	414	1,022	12.3	342	1,364	8.8
Bennington, Douglas	367	834	1.2	425	1,259	1.9	Norfolk, Madison	28,355	77,467	6.6	27,276	104,743	6.4
Blair, Washington	6,343	18,387	16.4	5,649	24,036	12.7	North Bend, Dodge	549	1,410	9.1	479	1,889	3.8
Bloomfield, Knox	655	1,668	11.2	589	2,257	11.0	North Platte, Lincoln	19,655	55,396	1.2	20,663	76,059	2.8
Blue Hill, Webster	463	1,207	12.4	462	1,669	15.6	O'Neill, Holt	3,996	11,380	-4.7	3,941	15,321	-4.8
Bridgeport, Morrill	1,064	3,012	28.8	1,134	4,146	30.6	Oakland, Burt	656	1,884	3.0	557	2,441	1.6
Broken Bow, Custer	3,652	10,625	-22.3	3,822	14,447	-22.3	Ogallala, Keith	5,011	13,918	5.1	4,802	18,720	3.8
Burwell, Garfield	667	1,712	4.2	611	2,323	8.4	Omaha, Douglas	432,164	1,215,353	4.5	411,189	1,626,542	3.7
Cairo, Hall	298	628	23.4	158	786	12.0	Ord, Valley	2,017	5,333	18.6	1,756	7,089	17.0
Cambridge, Fumas	947	3,010	-19.9	668	3,678	-26.8	Osceola, Polk	761	2,026	2.0	752	2,778	3.9
Central City, Merrick	1,847	4,640	9.5	1,667	6,307	8.6	Oshkosh, Garden	380	1,135	-1.2	400	1,535	-0.2
Chadron, Dawes	3,222	9,566	22.5	3,141	12,707	19.0	Osmond, Pierce	368	852	12.8	417	1,269	5.6
Chappell, Deuel	454	1,167	12.0	344	1,511	11.3	Oxford, Fumas	558	1,760	143.8	529	2,289	131.0
Clarkson, Colfax	443	1,123	-4.2	515	1,638	5.5	Papillion, Sarpy	6,159	16,987	39.3	5,420	22,407	29.1
Clay Center, Clay	330	878	23.5	240	1,118	20.3	Pawnee City, Pawnee	299	918	6.4	307	1,225	11.3
Columbus, Platte	19,480	54,532	-1.4	19,091	73,623	-0.6	Pender, Thurston	680	1,876	14.8	722	2,598	11.0
Cozad, Dawson	3,030	8,008	16.0	2,925	10,933	14.7	Pierce, Pierce	671	1,821	10.0	624	2,445	8.9
Crawford, Dawes	391	1,183	23.7	410	1,593	22.8	Plainview, Pierce	686	2,261	43.7	601	2,862	33.1
Creighton, Knox	908	2,759	4.2	884	3,643	5.0	Plattsmouth, Cass	3,225	9,157	18.3	2,975	12,132	15.5
Crete, Saline	3,311	9,173	0.1	3,090	12,263	-0.7	Ponca, Dixon	494	1,434	-1.0	466	1,900	-1.8
Crofton, Knox	368	969	0.0	360	1,329	-1.7	Ralston, Douglas	3,685	8,877	17.7	2,998	11,875	11.1
Curtis, Frontier	339	843	12.0	278	1,121	8.4	Randolph, Cedar	428	1,031	4.9	320	1,351	6.4
Dakota City, Dakota	431	1,163	-27.2	384	1,547	-26.8	Ravenna, Buffalo	720	1,991	16.2	787	2,778	18.4
David City, Butler	1,333	3,832	-8.0	1,419	5,251	-5.5	Red Cloud, Webster	809	2,208	39.4	748	2,956	37.7
Deshler, Thayer	255	605	-2.9	201	806	-2.1	Rushville, Sheridan	530	1,474	0.2	387	1,861	-4.5
Dodge, Dodge	318	628	5.0	181	809	2.0	Sargent, Custer	197	586	6.5	173	759	4.1
Doniphan, Hall	593	1,633	38.6	1,260	2,893	53.3	Schuyler, Colfax	1,982	5,450	2.5	1,565	7,015	1.2
Eagle, Cass	257	650	13.2	268	918	12.6	Scottsbluff, Scotts Bluff	20,855	59,421	15.0	19,164	78,585	12.7
Elgin, Antelope	496	1,319	12.6	398	1,717	10.6	Scribner, Dodge	450	1,152	3.7	487	1,639	3.9
Elkhorn, Douglas	2,003	5,255	23.2	1,795	7,050	21.1	Seward, Seward	4,533	13,413	6.1	4,545	17,958	6.1
Elm Creek, Buffalo	290	831	23.3	273	1,104	23.1	Shelby, Polk	338	963	3.2	290	1,253	-1.6
Elwood, Gosper	337	921	8.0	321	1,242	5.9	Shelton, Buffalo	495	1,341	-6.9	680	2,021	-2.8
Fairbury, J efferson	3,074	8,678	1.8	2,704	11,382	1.2	Sidney, Cheyenne	6,561	17,737	23.7	5,859	23,596	17.6
Fairmont, Fillmore	160	497	24.9	118	615	19.4	South Sioux City, Dakota	7,949	22,656	0.3	7,683	30,339	0.4
Falls City, Richardson	2,846	7,541	10.6	2,519	10,060	10.2	Springfield, Sarpy	262	632	2.8	284	916	-0.5
Franklin, Franklin	515	1,161	-5.3	380	1,541	-5.3	St. Paul, Howard	1,218	3,528	28.6	1,212	4,740	24.8
Fremont, Dodge	19,829	53,650	-6.3	18,837	72,487	-5.9	Stanton, Stanton	552	1,744	8.7	504	2,248	7.4
Friend, Saline	595	1,549	10.6	491	2,040	7.9	Stromsburg, Polk	1,164	2,655	42.1	1,146	3,801	40.2
Fullerton, Nance	641	1,733	19.0	507	2,240	21.3	Superior, Nuckolls	1,528	4,661	22.1	1,660	6,321	23.6
Geneva, Fillmore	1,782	5,014	7.8	1,881	6,895	9.1	Sutherland, Lincoln	288	786	7.4	234	1,020	-0.6
Genoa, Nance	227	654	4.5	213	867	0.2	Sutton, Clay	1,099	3,175	-18.8	985	4,160	-19.7
Gering, Scotts Bluff	2,989	8,348	-1.9	3,104	11,452	-1.0	Syracuse, Otoe	1,098	2,712	4.9	1,022	3,734	4.2
Gibbon, Buffalo	825	2,372	20.3	837	3,209	19.6	Tecumseh, Johnson	1,054	3,016	4.9	822	3,838	1.7
Gordon, Sheridan	1,775	5,009	11.9	1,524	6,533	11.1	Tekamah, Burt	1,132	3,161	12.5	910	4,071	10.6
Gothensburg, Dawson	1,987	5,930	25.8	2,038	7,968	24.2	Tilden, Madison	420	1,231	-0.2	393	1,624	-0.4
Grand Island, Hall	47,430	131,676	7.2	44,181	175,857	5.5	Utica, Seward	203	582	-5.1	253	835	0.5
Grant, Perkins	1,119	2,847	18.1	887	3,734	13.1	Valentine, Cherry	3,588	10,227	12.1	3,355	13,582	10.4
Gretna, Sarpy	3,430	8,160	3.8	3,104	11,264	3.0	Valley, Douglas	1,056	2,693	21.9	1,291	3,984	19.4
Hartington, Cedar	1,494	4,411	19.4	1,609	6,020	18.4	Wahoo, Saunders	2,482	7,139	12.5	2,650	9,789	15.4
Hastings, Adams	20,427	55,839	4.5	19,585	75,424	2.9	Wakefield, Dixon	364	1,076	7.8	345	1,421	3.1
Hay Springs, Sheridan	352	976	-1.3	262	1,238	-2.9	Wauneta, Chase	339	983	13.4	291	1,274	14.9
Hebron, Thayer	2,002	5,385	24.9	1,876	7,261	25.9	Wayverly, Lancaster	680	2,461	44.5	664	3,125	37.4
Henderson, York	562	1,411	-11.1	621	2,032	-9.7	Wayne, Wayne	3,025	8,846	7.6	2,877	11,723	6.7
Hickman, Lancaster	234	646	3.4	174	820	3.5	Weeping Water, Cass	710	1,794	28.2	592	2,386	20.6
Holdrege, Phelps	4,482	12,589	6.0	4,496	17,085	2.4	West Point, Cuming	3,807	11,380	16.2	3,538	14,918	13.6
Hooper, Dodge	326	1,025	8.8	314	1,339	9.1	Wilber, Saline	488	1,369	16.8	405	1,774	14.5
Humboldt, Richardson	584	1,507	8.9	463	1,970	5.6	Wisner, Cuming	679	1,743	21.1	538	2,281	17.9
Humphrey, Platte	880	1,944	2.3	637	2,581	-2.3	Wood River, Hall	394	939	-10.8	446	1,385	-3.1
Imperial, Chase	1,791	4,839	13.7	1,791	6,630	12.5	Wymore, Gage	447	1,230	7.6	374	1,604	9.2
Juniata, Adams	235	769	11.3	180	949	9.0	York, York	9,025	24,825	10.6	8,334	33,159	8.0
Kearney, Buffalo	29,037	79,003	6.6	26,683	105,686	5.2							

\*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			
	March 1997 \$	April 1997 \$	YTD \$	% Chg. vs Yr. Ago	March 1997 \$	April 1997 \$	YTD \$	% Chg. vs Yr. Ago		March 1997 \$	April 1997 \$	YTD \$	% Chg. vs Yr. Ago		March 1997 \$	April 1997 \$	YTD \$	% Chg. vs Yr. Ago
Nebraska*	185,635	195,159	696,721	7.5	1,271,534	1,183,885	4,691,525	4.5		Howard	819	886	3,264	17.4	1,650	1,510	6,087	18.9
Adams	3,236	3,559	12,597	6.3	21,414	19,990	77,760	2.8		Jefferson	976	1,131	4,144	13.3	4,029	3,625	14,724	8.0
Antelope	1,058	1,163	4,224	7.2	2,393	2,163	8,425	25.1		Johnson	418	458	1,913	-2.1	1,461	1,100	5,134	-1.9
Arthur	32	55	120	-34.8	24	(D)	(D)	(D)		Kearney	960	1,351	4,237	19.5	1,964	1,912	7,094	20.2
Banner	168	93	552	10.4	(D)	(D)	(D)	(D)		Keith	1,117	1,141	4,433	15.1	5,500	5,249	20,269	4.0
Blaine	156	93	384	69.9	65	72	289	207.4		Keya Paha	69	72	277	-36.3	86	64	322	7.7
Boone	904	994	3,794	18.4	2,305	1,978	8,302	-7.6		Kimball	442	527	1,967	1.8	1,688	1,561	5,887	15.9
Box Butte	1,433	1,689	5,838	3.6	6,072	6,060	23,548	9.5		Knox	1,228	1,148	4,360	14.7	2,588	2,333	9,523	6.2
Boyd	188	180	759	7.5	684	515	2,178	1.6		Lancaster	21,360	22,661	81,154	9.0	185,559	175,863	696,349	6.9
Brown	324	535	1,536	59.2	1,761	1,665	6,628	13.4		Lincoln	3,291	3,481	12,698	0.2	20,563	21,411	79,183	2.6
Buffalo	4,136	4,687	16,573	4.4	31,737	29,552	115,931	5.7		Logan	88	78	356	6.6	133	(D)	(D)	(D)
Burt	962	1,018	3,879	13.7	2,466	2,033	8,847	7.1		Loup	122	114	450	84.4	(D)	(D)	(D)	(D)
Butler	1,135	912	3,771	1.4	1,907	1,887	7,194	-2.2		McPherson	92	47	237	-23.8	(D)	(D)	(D)	(D)
Cass	3,238	3,736	12,046	10.9	5,895	5,436	21,720	15.8		Madison	3,774	3,981	13,947	0.9	30,681	29,373	113,483	6.4
Cedar	1,013	1,309	4,544	7.1	2,668	2,650	9,935	14.0		Merrick	1,147	983	3,934	-2.8	2,385	2,085	8,132	7.2
Chase	530	929	2,663	20.8	2,186	2,107	8,048	13.0		Morrill	718	767	2,870	36.7	1,529	1,504	5,854	21.1
Cherry	881	776	2,989	30.0	3,801	3,488	14,267	8.9		Nance	494	625	2,185	47.6	931	738	3,212	14.4
Cheyenne	1,107	1,394	4,845	-4.2	6,914	6,101	24,670	16.8		Nemaha	801	754	2,982	-3.8	2,867	2,654	10,499	5.6
Clay	838	1,063	3,963	6.2	2,408	2,088	8,473	-8.9		Nuckolls	593	654	2,442	2.5	2,108	2,140	8,304	17.8
Colfax	1,345	1,079	4,408	18.2	2,965	2,400	10,281	1.5		Otoe	1,718	1,894	6,860	3.5	7,895	7,042	26,930	13.0
Cuming	1,514	1,652	5,681	17.7	5,077	4,591	19,305	13.8		Pawnee	312	252	1,331	-5.4	594	468	2,028	6.5
Custer	1,597	1,616	5,777	19.3	4,654	4,642	17,836	-18.3		Perkins	522	410	2,007	2.1	1,342	1,096	4,491	7.6
Dakota	1,941	2,134	6,975	-7.8	9,231	8,911	35,188	0.6		Phelps	1,607	1,431	6,440	8.2	4,754	4,699	17,971	2.5
Dawes	594	802	2,557	2.1	3,615	3,554	14,310	19.5		Pierce	1,149	1,212	4,248	21.3	1,840	1,723	6,867	17.6
Dawson	3,557	3,116	12,129	24.6	12,192	11,814	47,225	5.3		Platte	3,938	4,052	14,143	6.4	21,159	20,351	78,786	0.1
Deuel	307	340	1,261	10.1	813	725	2,821	4.7		Polk	1,106	683	3,515	10.3	2,393	2,286	8,313	17.5
Dixon	726	557	2,720	11.0	996	938	3,794	1.4		Red Willow	1,396	1,121	5,137	4.7	10,801	10,611	41,512	9.6
Dodge	3,920	4,386	14,940	17.7	21,814	20,567	79,256	-5.2		Richardson	892	1,032	3,859	15.8	3,784	3,215	13,234	8.8
Douglas	44,657	49,043	164,303	1.7	441,090	419,442	1,657,967	3.9		Rock	221	221	907	29.8	406	436	1,448	-3.1
Dundy	368	327	1,448	-3.2	550	582	2,013	6.2		Saline	1,650	1,454	5,389	-9.6	4,870	4,366	17,687	2.6
Fillmore	986	788	3,787	13.6	2,599	2,697	9,960	3.3		Sarpy	13,422	14,213	47,515	9.2	34,631	33,429	126,727	6.5
Franklin	446	358	1,799	19.8	788	585	2,463	-9.9		Saunders	2,292	2,758	9,862	17.1	5,657	5,420	21,437	9.5
Frontier	415	336	1,683	24.8	728	548	2,395	10.3		Scotts Bluff	4,069	3,417	14,814	9.2	25,923	23,882	96,693	12.1
Furnas	797	584	2,778	20.4	2,659	2,138	9,794	4.9		Seward	2,171	1,824	7,130	9.4	5,899	5,954	23,507	7.2
Gage	2,644	2,530	9,297	14.2	12,009	11,586	44,370	14.5		Sheridan	561	731	2,698	-7.8	2,917	2,412	10,605	5.2
Garden	237	417	1,191	-2.9	546	508	1,971	-2.9		Sherman	338	421	1,669	4.2	855	614	2,702	3.6
Garfield	146	136	668	-8.1	667	611	2,323	8.4		Sioux	281	245	966	12.6	137	109	476	4.2
Gosper	346	280	1,317	11.0	390	373	1,459	5.0		Stanton	712	663	2,802	6.7	695	660	2,894	9.6
Grant	61	95	389	38.4	158	130	502	-5.3		Thayer	774	767	3,229	16.2	2,839	2,609	10,189	16.1
Greeley	411	313	1,342	16.2	697	677	2,375	0.7		Thomas	126	76	330	-24.3	313	259	1,228	1.4
Hall	5,292	5,687	20,497	-4.3	49,206	46,372	182,222	5.9		Thurston	795	548	2,201	4.5	891	827	3,218	10.9
Hamilton	1,549	1,061	5,556	8.4	3,113	2,928	11,575	-0.6		Valley	585	508	2,097	25.7	2,204	1,897	7,677	15.6
Harlan	500	383	1,905	-1.0	854	731	2,910	-1.3		Washington	2,466	2,331	8,809	-1.2	7,073	6,156	26,581	12.1
Hayes	201	84	631	8.6	77	(D)	(D)	(D)		Wayne	1,119	1,030	3,950	17.3	3,204	3,015	12,333	6.7
Hitchcock	297	333	1,422	-0.7	661	510	2,344	6.3		Webster	457	548	2,110	25.8	1,447	1,296	5,032	26.7
Holt	1,684	1,896	5,806	30.0	5,611	5,181	20,628	-2.5		Wheeler	114	142	745	44.4	115	63	278	13.9
Hooker	55	134	316	15.3	204	200	789	-7.3		York	1,935	1,990	8,151	28.7	10,208	9,346	37,038	7.2

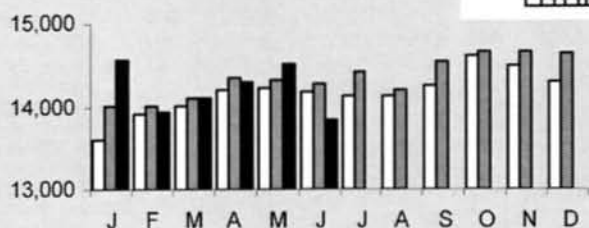
\*Totals may not add due to rounding  
(D) Denotes disclosure suppression

Source: Nebraska Department of Revenue

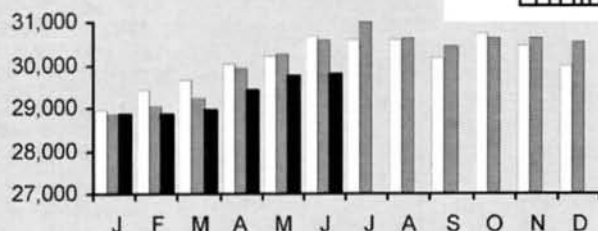
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1995 1996 1997

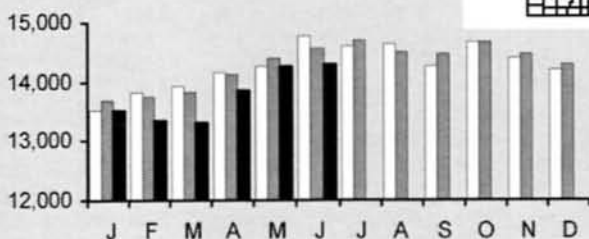
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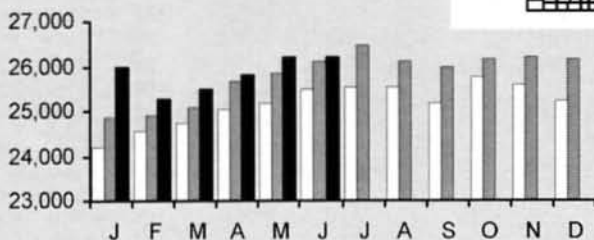
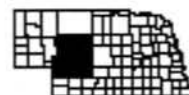
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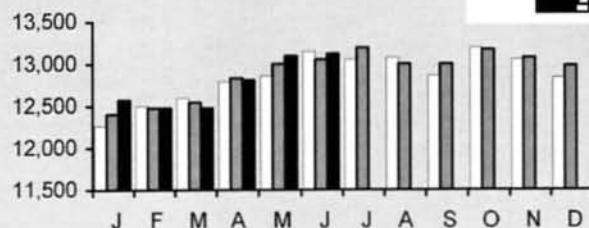
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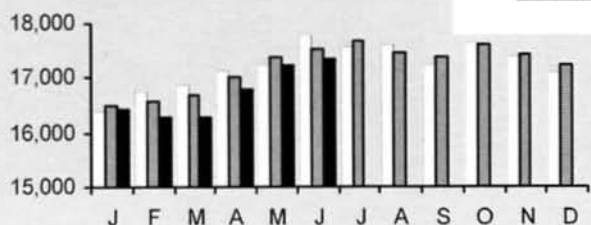
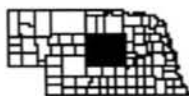
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## Southwest Central



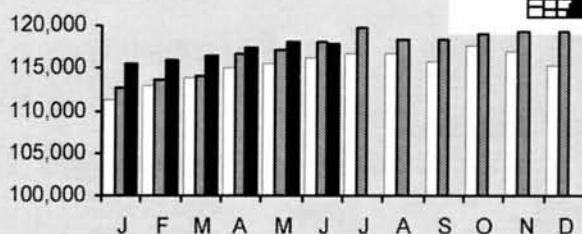
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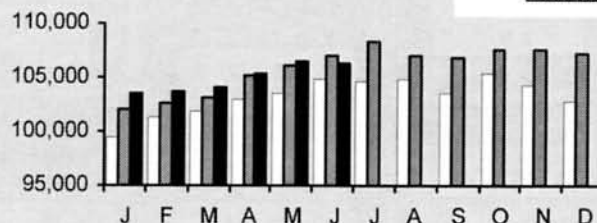
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1995 1996 1997

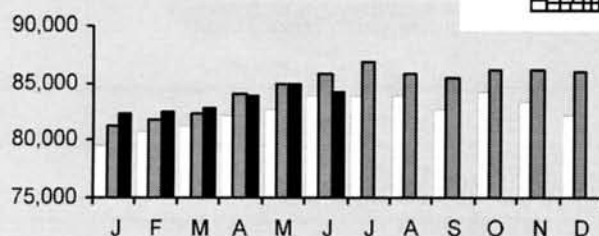
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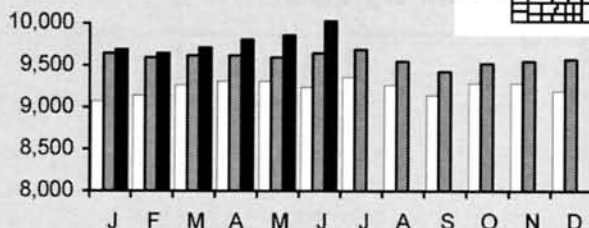
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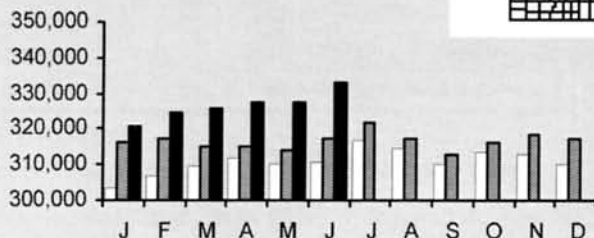
## Southeast



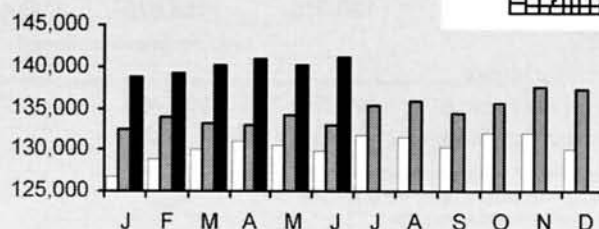
## Sioux City MSA



## Omaha MSA

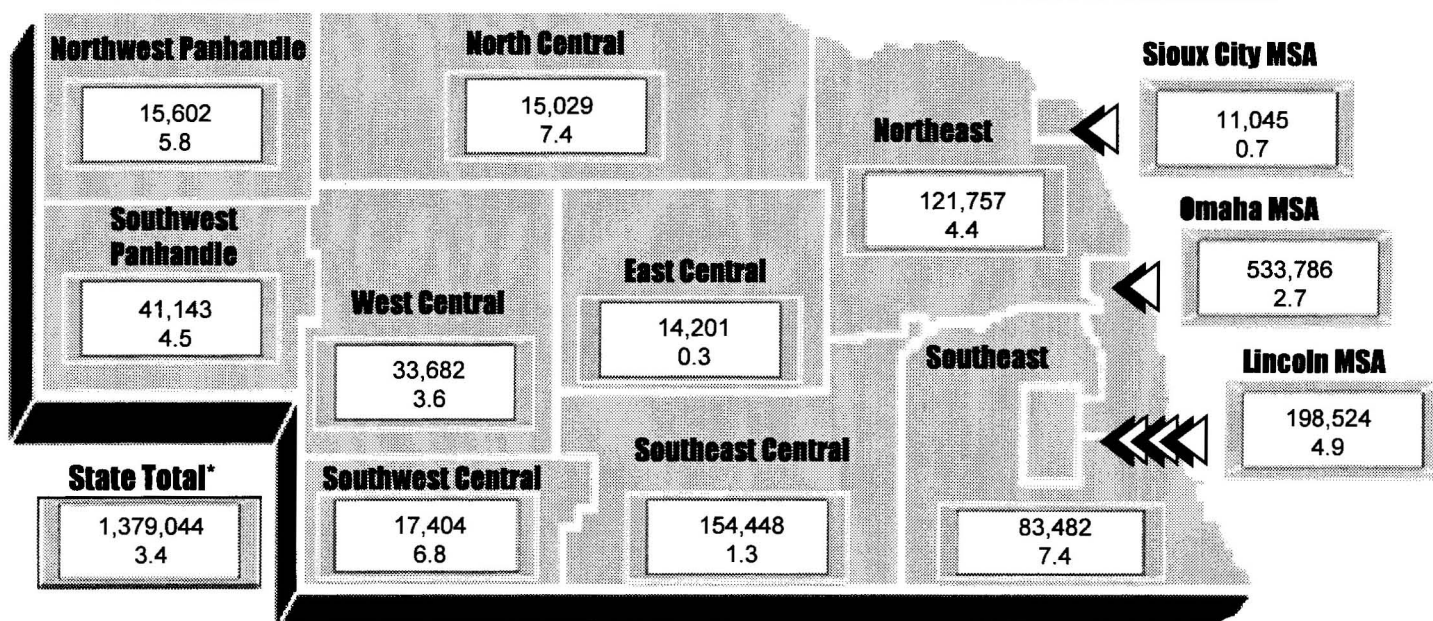


## Lincoln MSA



# April 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 May 1997	Preliminary June 1997	% Change vs Yr. Ago
<b>Place of Work</b>			
Nonfarm	854,099	854,912	1.4
Construction & Mining	40,026	41,276	1.4
Manufacturing	114,461	115,432	1.1
Durables	55,943	56,273	2.6
Nondurables	58,518	59,159	-0.2
TCU*	53,156	53,184	5.9
Trade	207,971	208,002	-0.4
Wholesale	54,076	53,776	0.9
Retail	153,895	154,226	-0.8
FIRE**	54,763	55,246	3.4
Services	228,406	228,896	3.1
Government	155,316	152,876	-0.4
<b>Place of Residence</b>			
Civilian Labor Force	921,569	932,462	0.7
Unemployment Rate	2.1	2.7	

\* 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)

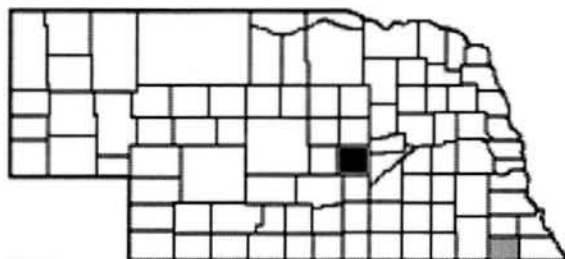
	June 1997	% Change vs Yr. Ago	YTD % Change vs Yr. Ago
All Items	160.3	2.3	2.7
Commodities	141.5	1.1	2.0
Services	179.3	3.1	3.2

\*U = All urban consumers

Source: U.S. Bureau of Labor Statistics

# Howard

## St. Paul-County Seat



Next County of Month

**License plate prefix number:** 49

**Size of county:** 564 square miles, ranks 64th in the state

**Population:** 6,444 in 1996, a change of 6.4 percent from 1990

**Per capita personal income:** \$15,309 in 1994, ranks 85th in the state

**Net taxable retail sales (\$000):** \$26,594 in 1996, a change of 8.8 percent from 1995; \$9,351 from January through April of 1997, a change of 18.4 percent from the same period the previous year.

**Number of business and service establishments:** 154 in 1994, 72.1 percent had less than five employees

**Unemployment rate:** 2.4 percent in Howard County, 2.4 percent in Nebraska for 1996

	State	Howard County
<b>Nonfarm employment (1996):</b>	834,336	1,113
	<i>(percent of total)</i>	
Construction and Mining	4.5	3.8
Manufacturing	13.6	(D)
TCU	6.0	1.4
Wholesale Trade	6.4	7.2
Retail Trade	18.5	26.3
FIRE	6.4	(D)
Services	26.4	16.7
Government	18.2	37.6
(D) denotes disclosure suppression		

### Agriculture:

**Number of farms:** 657 in 1992, 696 in 1987

**Average farm size:** 495 acres in 1992

**Market value of farm products sold:** \$72.5 million in 1992 (\$110,291 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 Web Access Instructions Preview

Access to **NU ONRAMP** requires version 3.0 or above of either Netscape Navigator or Internet Explorer, and a one-time installation of **NU ONRAMP** client software on the user's computer. First-time users must follow all steps. Return visitors simply click the **Enter NU ONRAMP** button on the access page.

**STEP 1**—Browser Upgrade (if needed)

**STEP 2**—Download Client Software

**STEP 3**—Install Client Software

**STEP 4**—Mark **NU ONRAMP** Access Page

**STEP 5**—Enter **NU ONRAMP**—be sure to select **Open It** in the first dialog box and **Full Access** in the ICA Client File Security dialog box (in order to download data)

Expanded instructions are on the initial page of **NU ONRAMP** link on the BBR homepage.

*NOTE: If your company or organization does not permit you to download software online, contact BBR: 402/472-7922, or [janey@cbamail.unl.edu](mailto:janey@cbamail.unl.edu) to obtain a disk copy of the client software.*

Visit BBR's home page for  
access to **NU ONRAMP**,  
**Consumer Price Index**  
**updates, and**  
**1st Quarter 1997 Nebraska**  
**Quarterly Business Conditions**  
**Survey Results**

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

## Population Projections Report...

...contains county-level projections to 2010 by age category for each county in Nebraska. The cost, \$15 per copy, includes postage and handling. Contact the Bureau of Business Research (BBR) to order.

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