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Nebraska's Economic Outlook Compared to Neighboring States

Charles Lamphear

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Business in Nebraska

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Prepared by the Bureau of Business Research, College of Business Administration,
University of Nebraska-Lincoln, 114 CBA, Lincoln, NE 68588-0406, 402/472-2334

Nebraska's Economic Outlook Compared to Neighboring States

Charles Lamphear

The November/December 1994 issue of *Business in Nebraska* reported Nebraska's economic outlook for 1995 and 1996. In this issue, we compare 1995 and 1996 employment and income projections for Nebraska with projections for neighboring states and average annual growth rates in those measures from 1990 to 1994.

Employment

The November/December issue of *Business in Nebraska* reported that growth in Nebraska's total nonfarm employment will average 1.4 percent per year for the next two years.¹ About half of the growth will occur in the service sector, which is projected to add over 10,000 jobs during the two year period. The retail trade sector will add nearly 4,000 jobs. Nonfarm employment in Nebraska grew about 1.5 percent per year during the first five years of this decade, 1990-1994. Services added over 13,000 jobs during the five year period, an average annual growth rate of approximately 1.9 percent per year. Employment in the federal government sector declined by over 500 workers. Wholesale trade lost over 1,000 jobs during this period.

Maps show state measures as percent of U.S.

Legend



Population



Gross Domestic Product



Per Capita Income



Median Household Income



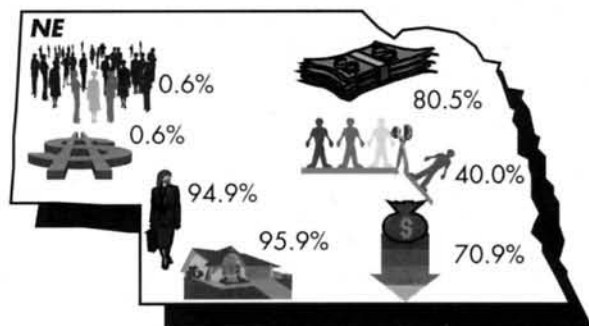
Average Wage per Job



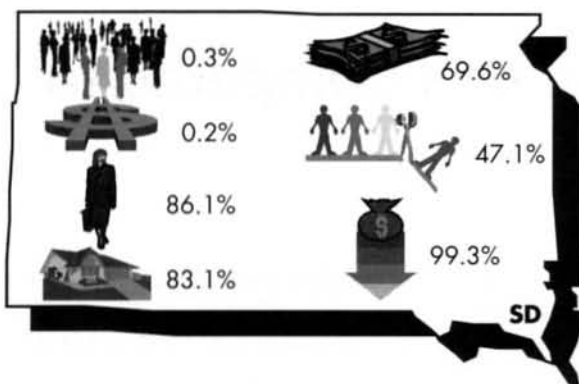
Unemployment Rate



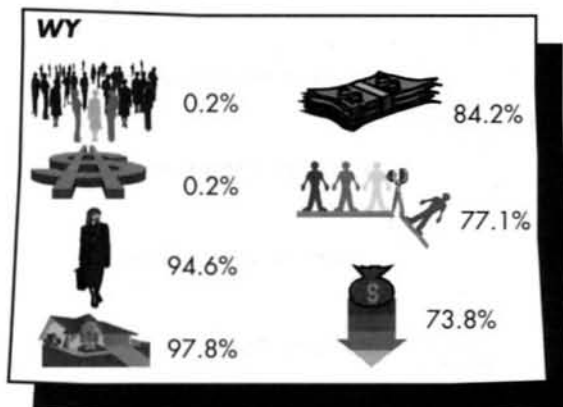
Poverty Rate



The projected average annual rate of growth in nonfarm employment in South Dakota is 1.7 percent for the next two years. The average annual rate for the period 1990 through 1994 was 2.5 percent. The two largest nonfarm employment sectors in South Dakota are services (27.2 percent of total nonfarm employment) and wholesale/retail trade (25.0 percent of total nonfarm employment). Government accounts for nearly 19 percent of the state's total nonfarm employment. The manufacturing sector provides about 10 percent of nonfarm jobs in the state.

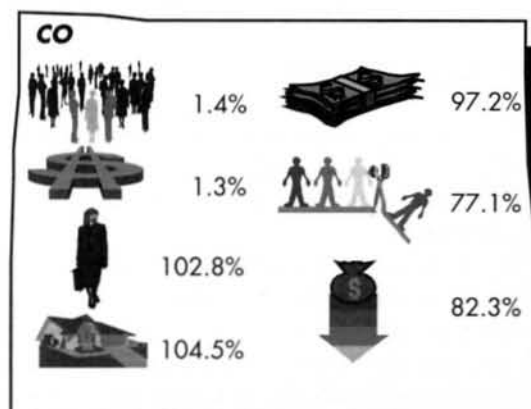


Annual growth in nonfarm employment in Wyoming is projected to average 1.4 percent for the next two years. Nonfarm employment growth averaged 1.8 percent per year during the period 1990-1994. Wyoming's two largest nonfarm employment sectors are services and government. Each sector provides nearly 24 percent of the state's total nonfarm jobs. Mining is the single most important basic economic sector in the state. Mining provides 8 percent of the state's total nonfarm employment. Natural gas production is strong and is projected to



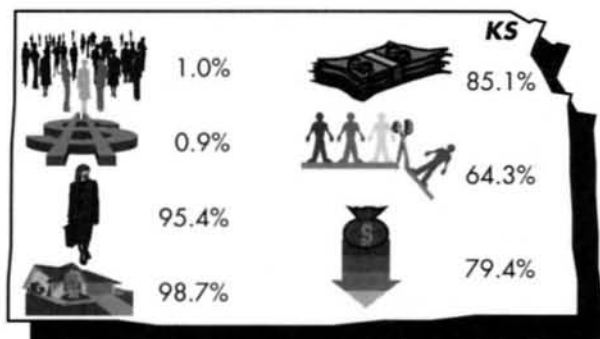
grow 3.6 percent per year through 1998. The demand for Wyoming's low sulfur coal is very strong. Coal production is projected to increase 4.4 percent per year through 1998. Oil production continues to decline.

Colorado's nonfarm employment is projected to grow 3.1 percent per year during the next two years. Colorado's nonfarm employment grew an estimated 3.3 percent per year for the period 1990-1994. Colorado's largest nonfarm employment sectors are services, trade, and government. The service sector accounts for nearly 31 percent of Colorado's total nonfarm jobs. A subcategory called *business services* accounts for 8 percent of the state's total nonfarm jobs. A recent survey of



service sector firms in Colorado revealed that employers are having difficulty in attracting and keeping good workers. A high percentage of the respondents noted that professional staff must be recruited from a national pool and paid relatively high wages to come to Colorado. They also indicated frustration finding clerical workers with adequate reading, writing, and communication skills. Colorado's wholesale and retail trade sectors account for nearly 22 percent of the state's nonfarm jobs. Government employs 17 percent of the state's nonfarm workers. With airport construction slowing, many anticipated a significant construction slowdown in 1994. The home building industry and the nonbuilding contractors of water and sewer facilities, curbs and gutters, street paving, and the like, however, experienced strong growth during 1994. Nearly 30,000 single family homes were built during 1994.

Nonfarm employment growth in Kansas is projected to average 1.5 percent annually in the next two years. Kansas' nonfarm employment growth averaged 1.7 percent per year in the period 1990-

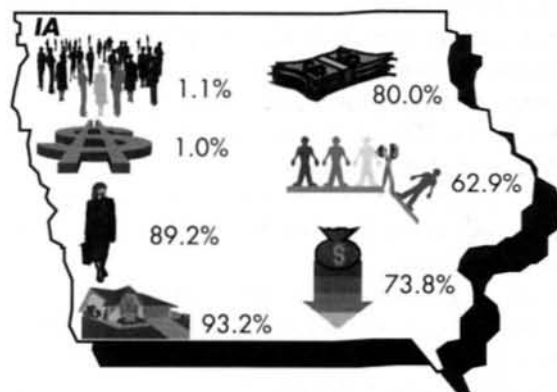


1994. Kansas' three largest nonfarm employment sectors are services (27 percent), wholesale/retail trade (22 percent), and government (19 percent). About 3 percent of the state's nonfarm employment is concentrated in transportation equipment industries.

The projected average annual growth rate for nonfarm employment in Missouri for the next two years is 2.2 percent. The 2.2 percent average annual rate compares with a rate of 1.1 percent for

at a moderate pace, with construction and professional services showing the fastest rate of increase.

1994 was a strong recovery year for Iowa, with growth in nonfarm employment in excess of 3 percent. Nonfarm employment growth for 1992 was under 2 percent. The average growth rate for the 1990-1994 period was approximately 2.0 percent. Nonfarm employment growth for 1995 and 1996 is projected to average 3.4 percent per year. The fastest growing sector is projected to be durable goods manufacturing, with an average growth rate of 5 percent per year. Durable goods manufacturing accounts for over 8 percent of the state's total nonfarm employment. Iowa's two largest nonfarm employment sectors are services (28 percent) and wholesale/retail trade (24 percent). Government accounts for about 15 percent of the state's total nonfarm employment.

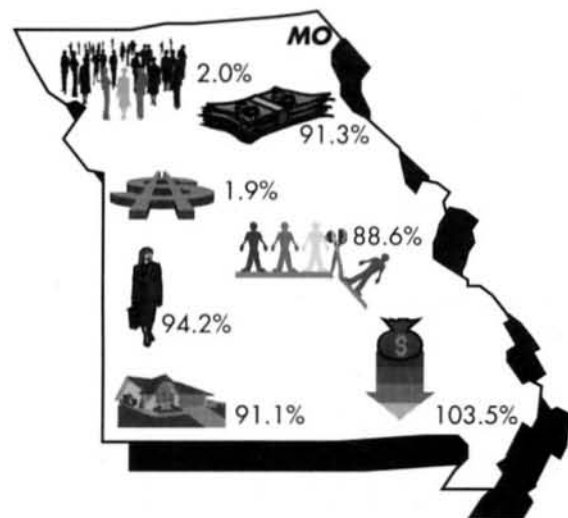


Income

Growth in Nebraska's total personal income is projected to average 5.3 percent per year for the next two years.² This compares with an average annual rate of 4.7 percent per year for the period 1990 through 1994. Table 1 presents income rankings for Nebraska and neighboring states. Table 2 shows the components of total personal income for the states.

Total personal income for South Dakota is projected to grow an average 5.0 percent per year for the next two years. This compares with an average annual growth rate of 5.1 percent for the period 1990-1994. South Dakota can expect continued income growth through at least 1996.

Growth in Wyoming's total personal income is projected to average 4.9 percent per year for the next two years. Growth in the state's total personal income averaged 6.1 percent per year for the 1990-1994 period.



the 1990-1994 period. Durable manufacturing employment is projected to grow at a slow but steady pace. Most of the strength will come from increases in employment in automobile manufacturing. Employment in the nondurable manufacturing sector is projected to grow slowly, adding several thousand jobs by the end of 1996. Non-manufacturing employment in Missouri is projected to grow

Table 1
Total Personal Income Rankings^a

| | Total Income 1993 | Income Growth 1988-1993 |
|--------------|----------------------|----------------------------|
| Nebraska | 34 | 30 |
| South Dakota | 47 | 10 |
| Wyoming | 50 | 17 |
| Colorado | 22 | 7 |
| Kansas | 31 | 33 |
| Missouri | 17 | 40 |
| Iowa | 30 | 39 |

^aRankings are based on the fifty states.

Source: Bureau of Economic Analysis, U.S. Department of Commerce

Colorado's total personal income is projected to grow 6.9 percent per year for the next two years. This represents a slight slowdown from recent rates that exceeded 7 percent. Average annual growth for the 1990-1994 period was 7.2 percent.

For Kansas, growth in total personal income is projected to average 5.5 percent per year. The average annual growth rate of total personal income for the 1990-1994 period was 5.2 percent.

Missouri's total personal income is projected to grow 5.2 percent per year for the next two years. The average annual rate for the 1990-1994 period was 5.1 percent.

Iowa's total personal income is projected to grow 6.5 percent per year for the next two years. The state's average annual growth rate for the 1990-1994 period was 4.8 percent.

Summary

Figures 1 and 2 summarize the average growth rates for employment and income for Nebraska and the neighboring states. The growth rates reflect two periods of time: historical (1990-1994) and projected (1995-1996).

For the historical period, Nebraska's average rate of growth for employment ranked sixth among the seven states. For the projection period, Nebraska ranks sixth, as does Wyoming.

Nebraska ranked seventh in total personal income growth during the historical period. For the projection period, Nebraska ranks fourth.

¹Employment growth rates refer to nonfarm employment that includes part- and full-time workers.

²The average annual growth rates represent total personal income in nominal terms, which means the data have not been adjusted for inflation. Total personal income includes earnings (wages and salaries, other labor income, and proprietors' income); dividends, interest, and rent; and transfer payments received by residents.

Sources for this article include recent economic outlook reports by university bureaus and/or state agencies in the respective states and statistical data from the Bureau of Economic Analysis, U.S. Department of Commerce.

Table 2
Total Personal Income Composition
for 1982 and 1992
(in percentage terms)

| | 1992 | | | 1982 | | |
|------------|----------|------------------|------------------------|----------|------------------|------------------------|
| | Earnings | DIR ^a | Transfers ^b | Earnings | DIR ^a | Transfers ^b |
| Nebraska | 68.5 | 16.5 | 15.0 | 65.1 | 21.1 | 13.8 |
| So. Dakota | 66.0 | 17.1 | 16.8 | 60.4 | 23.1 | 16.4 |
| Wyoming | 65.4 | 19.5 | 15.1 | 73.4 | 16.7 | 9.9 |
| Colorado | 69.6 | 16.8 | 13.6 | 71.7 | 16.9 | 11.5 |
| Kansas | 66.5 | 17.6 | 15.9 | 66.0 | 19.9 | 14.1 |
| Missouri | 64.7 | 18.3 | 17.0 | 64.6 | 19.9 | 15.5 |
| Iowa | 65.7 | 17.7 | 16.6 | 61.8 | 23.0 | 15.2 |

^aDIR refers to income in the form of dividends, interest, and rents.

^bThe Bureau of Economic Analysis defines transfer payments as "payments to persons, generally in monetary form, for which they do not render current services."

Source: Bureau of Economic Analysis, U.S. Department of Commerce

Figure 1
Employment Growth Rates
for Nebraska and Neighboring States
(Average Annual)

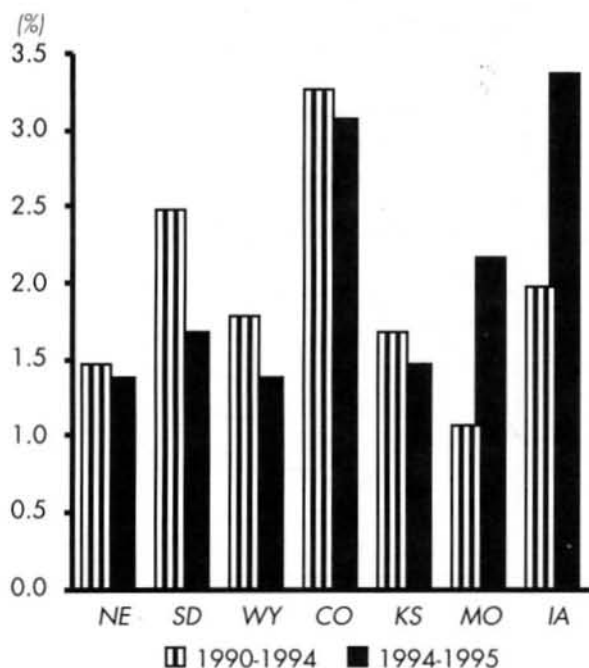
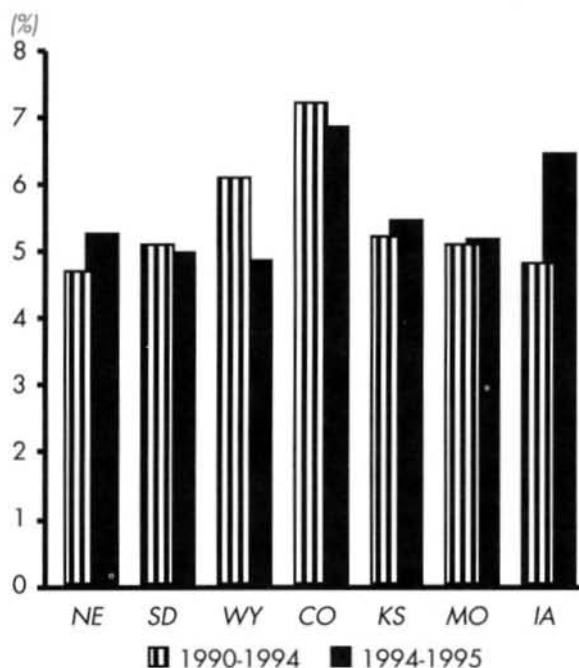
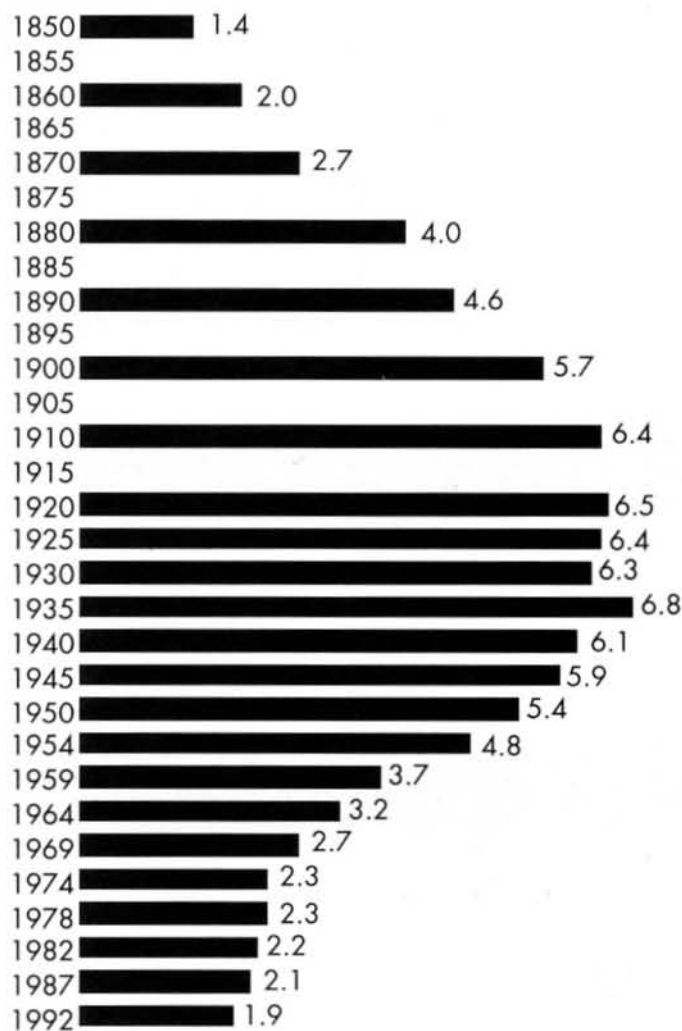


Figure 2
Total Personal Income Growth Rates
for Nebraska and Neighboring States
(Average Annual)



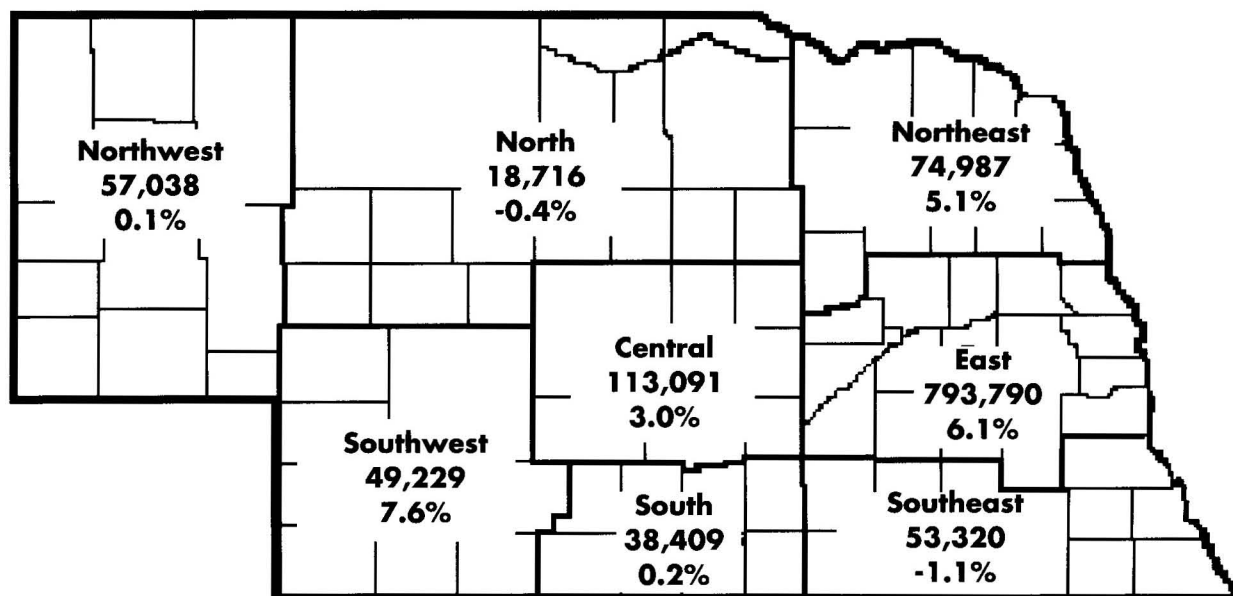
Fewest Farms Since Before the Civil War

The 1992 Census of Agriculture shows that the United States had 1,925,300 farms, making it the first census since 1850 with fewer than two million farms.



Source: 1992 Census of Agriculture, Geographic Area Series, U.S. Summary

**September Total Regional Retail Sales
and Percent Change from Year Ago**
(\$000)



Price Indices

| | November 1994 | % Change vs. Year Ago | YTD % Change vs. Year Ago |
|----------------------------------------------|------------------|--------------------------|------------------------------|
| Consumer Price Index - U* (1982-84 = 100) | | | |
| All Items | 149.7 | 2.7 | 2.6 |
| Commodities | 135.2 | 2.0 | 1.6 |
| Services | 164.7 | 3.2 | 3.4 |

U* = All urban consumers
Source: U.S. Bureau of Labor Statistics

Employment in Nebraska

| | Revised September 1994 | Preliminary October 1994 | % Change vs. Year Ago |
|----------------------|------------------------------|--------------------------------|--------------------------|
| Place of Work | | | |
| Nonfarm | 788,102 | 794,412 | 2.4 |
| Manufacturing | 106,091 | 106,845 | 1.8 |
| Durables | 51,439 | 52,070 | 5.8 |
| Nondurables | 54,652 | 54,775 | -1.7 |
| Mining/Construction | 36,380 | 35,943 | 1.0 |
| TCU* | 48,321 | 48,538 | 3.2 |
| Trade | 198,018 | 199,744 | 2.4 |
| Wholesale | 143,597 | 144,859 | 1.1 |
| Retail | 54,421 | 54,885 | 5.9 |
| FIRE** | 50,268 | 50,282 | -0.2 |
| Services | 196,353 | 197,376 | 3.2 |
| Government | 152,671 | 155,684 | 2.9 |
| Place of Residence | | | |
| Civilian Labor Force | 873,742 | 875,247 | 1.7 |
| Unemployment Rate | 2.5 | 2.2 | |

* Transportation, Communication, and Utilities

** Finance, Insurance, and Real Estate

Source: Nebraska Department of Labor

**City Employment
August 1994
Percent Change from Year Ago**

| | |
|--------------------------------------|------|
| The State and Its Trading Centers | |
| NEBRASKA | 2.4 |
| Alliance | 2.7 |
| Beatrice | 3.8 |
| Bellevue | 1.7 |
| Blair | 1.7 |
| Broken Bow | 4.6 |
| Chadron | 2.8 |
| Columbus | 3.8 |
| Fairbury | 2.6 |
| Falls City | 2.9 |
| Fremont | 3.1 |
| Grand Island | 2.7 |
| Hastings | 2.7 |
| Holdrege | 4.3 |
| Kearney | 3.8 |
| Lexington | 3.0 |
| Lincoln | 1.0 |
| McCook | 2.6 |
| Nebraska City | 3.7 |
| Norfolk | 3.2 |
| North Platte | 2.9 |
| Ogallala | 4.2 |
| Omaha | 1.7 |
| Scottsbluff/Gering | 3.5 |
| Seward | 3.6 |
| Sidney | 2.6 |
| South Sioux City | -0.4 |
| York | 3.7 |

As a proxy for city employment, total employment (labor force basis) for the county in which a city is located is used

Nonmotor Vehicle Net Taxable Retail Sales in Nebraska Cities

| | September 1994 (\$000) | % change vs Year Ago | | September 1994 (\$000) | % change vs Year Ago |
|---------------------------|---------------------------|-------------------------|-----------------------|---------------------------|-------------------------|
| Omaha, Douglas | 405,614 | 7.3 | Red Cloud, Webster | 783 | 0.8 |
| Lincoln, Lancaster | 167,137 | 6.8 | Ravenna, Buffalo | 782 | 4.1 |
| Grand Island, Hall | 43,892 | 4.9 | Bloomfield, Knox | 763 | 6.4 |
| Kearney, Buffalo | 25,371 | 2.2 | Shelton, Buffalo | 759 | -4.0 |
| Norfolk, Madison | 25,346 | 7.5 | Alma, Harlan | 733 | 14.4 |
| Fremont, Dodge | 20,949 | 2.7 | Oakland, Burt | 701 | -7.6 |
| North Platte, Lincoln | 20,677 | 9.4 | Plainview, Pierce | 701 | 1.3 |
| Columbus, Platte | 18,993 | 4.2 | Loup City, Sherman | 690 | -3.9 |
| Hastings, Adams | 18,561 | 0.3 | Arapahoe, Furnas | 689 | 3.5 |
| Scottsbluff, Scotts Bluff | 17,988 | -0.8 | Pierce, Pierce | 673 | 11.2 |
| Bellevue, Sarpy | 14,809 | 4.4 | Waverly, Lancaster | 668 | 38.9 |
| Beatrice, Gage | 8,732 | -0.8 | Pender, Thurston | 645 | 11.2 |
| York, York | 8,656 | 6.9 | Franklin, Franklin | 637 | 19.5 |
| McCook, Red Willow | 8,294 | -2.2 | Rushville, Sheridan | 637 | 12.1 |
| South Sioux City, Dakota | 7,366 | 2.8 | Benkelman, Dundy | 634 | 15.7 |
| Lexington, Dawson | 7,200 | -2.0 | Wisner, Cuming | 633 | -12.6 |
| Sidney, Cheyenne | 6,381 | 1.1 | Battle Creek, Madison | 598 | -19.9 |
| Blair, Washington | 6,160 | 13.1 | Lyons, Burt | 594 | 10.0 |
| La Vista, Sarpy | 5,678 | 2.2 | Weeping Water, Cass | 591 | -56.9 |
| Alliance, Box Butte | 5,388 | 3.8 | Waterloo, Douglas | 582 | 19.3 |
| Ogallala, Keith | 5,306 | 5.9 | Millard, Douglas | 582 | 17.8 |
| Nebraska City, Otoe | 5,080 | 9.6 | Cambridge, Furnas | 582 | 13.7 |
| Seward, Seward | 4,644 | -18.7 | Scribner, Dodge | 568 | -7.0 |
| Holdrege, Phelps | 4,361 | -9.6 | Crawford, Dawes | 554 | 18.1 |
| Broken Bow, Custer | 3,874 | -3.1 | Stanton, Stanton | 549 | 2.6 |
| Gering, Scotts Bluff | 3,871 | 1.3 | Doniphan, Hall | 541 | 29.4 |
| Crete, Saline | 3,670 | -7.8 | Fullerton, Nance | 539 | -17.3 |
| O'Neill, Holt | 3,599 | -9.6 | Friend, Saline | 536 | -11.0 |
| Gretna, Sarpy | 3,540 | 213.3 | Tilden, Madison | 529 | 20.5 |
| Wayne, Wayne | 3,498 | -3.0 | Bayard, Morrill | 528 | 29.4 |
| Chadron, Dawes | 3,426 | 11.7 | Humboldt, Richardson | 507 | -10.1 |
| Papillion, Sarpy | 3,363 | 8.6 | Oshkosh, Garden | 504 | 20.6 |
| Valentine, Cherry | 3,252 | -0.9 | Bassett, Rock | 499 | -15.4 |
| West Point, Cuming | 3,015 | -10.7 | Clarkson, Colfax | 498 | -1.8 |
| Fairbury, Jefferson | 2,934 | -24.3 | Osmond, Pierce | 497 | 16.9 |
| Cozad, Dawson | 2,903 | 3.0 | Wilber, Saline | 495 | 18.4 |
| Plattsmouth, Cass | 2,885 | -4.3 | Elgin, Antelope | 486 | 13.8 |
| Aurora, Hamilton | 2,758 | 20.1 | Dakota City, Dakota | 485 | -10.8 |
| Auburn, Nemaha | 2,691 | 6.6 | Ponca, Dixon | 478 | 1.5 |
| Wahoo, Saunders | 2,670 | 10.2 | Chappell, Deuel | 470 | -8.4 |
| Ralston, Douglas | 2,580 | 10.5 | North Bend, Dodge | 466 | 0.9 |
| Falls City, Richardson | 2,377 | -2.1 | Wood River, Hall | 450 | 5.9 |
| Hebron, Thayer | 2,052 | -20.4 | Laurel, Cedar | 447 | -3.0 |
| Imperial, Chase | 2,045 | 35.8 | Elwood, Gosper | 446 | 10.9 |
| Gothenburg, Dawson | 2,027 | 9.6 | Morrill, Scotts Bluff | 440 | 7.6 |
| Ainsworth, Brown | 1,890 | 4.7 | Wymore, Gage | 438 | 16.2 |
| Minden, Kearney | 1,799 | 1.9 | Randolph, Cedar | 436 | 12.7 |
| Ord, Valley | 1,749 | -3.4 | Oxford, Furnas | 433 | 23.0 |
| Gordon, Sheridan | 1,745 | -2.8 | Blue Hill, Webster | 431 | 2.1 |
| Schuyler, Colfax | 1,725 | -23.7 | Spalding, Greeley | 431 | 11.1 |
| Kimball, Kimball | 1,674 | -9.8 | Overton, Dawson | 418 | -67.5 |
| Elkhorn, Douglas | 1,672 | 13.2 | Louisville, Cass | 397 | 13.4 |
| Geneva, Fillmore | 1,664 | 3.5 | Hershey, Lincoln | 397 | 0.0 |
| Albion, Boone | 1,600 | -2.0 | Ewing, Holt | 395 | 13.5 |
| David City, Butler | 1,583 | 3.9 | Greenwood, Cass | 386 | 41.4 |
| Central City, Merrick | 1,564 | -20.2 | Crofton, Knox | 383 | -5.9 |
| Hartington, Cedar | 1,512 | -12.8 | Arnold, Custer | 379 | 45.2 |
| Superior, Nuckolls | 1,425 | -4.0 | Beemer, Cuming | 369 | 12.5 |
| Neligh, Antelope | 1,284 | -5.4 | Alda, Hall | 362 | 38.7 |
| Valley, Douglas | 1,243 | 10.1 | Big Springs, Deuel | 361 | -4.2 |
| Ceresco, Saunders | 1,202 | 18.4 | Sutherland, Lincoln | 361 | 20.3 |
| Syracuse, Otoe | 1,127 | 21.8 | Wakefield, Dixon | 356 | -17.4 |
| Stromsburg, Polk | 1,117 | -17.5 | Palisade, Hitchcock | 351 | -4.1 |
| Saint Paul, Howard | 1,087 | -12.7 | Howells, Colfax | 349 | 20.3 |
| Tekamah, Burt | 1,005 | -4.6 | Plymouth, Jefferson | 347 | 22.6 |
| Creighton, Knox | 1,003 | -6.3 | Eagle, Cass | 346 | 5.2 |
| Tecumseh, Johnson | 1,000 | -4.2 | Hooper, Dodge | 338 | -6.1 |
| Bridgeport, Morrill | 992 | -3.2 | Newman Grove, Madison | 327 | 7.6 |
| Madison, Madison | 992 | 23.2 | Nelson, Nuckolls | 327 | 24.8 |
| Mitchell, Scotts Bluff | 977 | 7.1 | Shelby, Polk | 324 | 16.1 |
| Milford, Seward | 970 | 1.5 | Thedford, Thomas | 320 | 10.0 |
| Sutton, Clay | 953 | 0.5 | Exeter, Fillmore | 318 | 16.5 |
| Burwell, Garfield | 935 | -1.3 | Curtis, Frontier | 316 | -5.1 |
| Ashland, Saunders | 934 | -27.7 | Hay Springs, Sheridan | 316 | 5.0 |
| Humphrey, Platte | 846 | -3.1 | Spencer, Boyd | 315 | 13.3 |
| Henderson, York | 843 | 32.5 | Pawnee City, Pawnee | 314 | 25.1 |
| Atkinson, Holt | 828 | -2.2 | Valparaiso, Saunders | 312 | 22.4 |
| Osceola, Polk | 821 | 2.0 | Wauweta, Chase | 307 | 0.3 |
| Gibbon, Buffalo | 799 | 1.9 | Clay Center, Clay | 305 | -7.3 |
| Grant, Perkins | 795 | 81.5 | Emerson, Dakota | 305 | -25.4 |

Population Projections Report Available

A report on population projections to 2010 for Nebraska is now available from the Bureau of Business Research. The report contains county level projections by age category.

Addresses for ordering copies of *Nebraska County Population, 1990-2010* are given below. The price is \$12.50 per copy including handling and mailing charges.

E-mail: cboyd@unlinfo.unl.edu

FAX: (402) 472-3878

Mail: Bureau of Business Research
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University of Nebraska-Lincoln
Lincoln, NE 68588-0406



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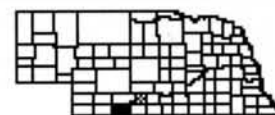
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County of the Month

Gosper

Elwood—County Seat



Next County of Month

License plate prefix number: 73

Size of county: 461 square miles, ranks 79th in the state

Population: 1,928 in 1990, a change of -9.9 percent from 1980

Median age: 40.7 years in Gosper County, 33.0 years in Nebraska in 1990

Per capita personal income: \$20,684 in 1992, ranks 11th in the state

Net taxable retail sales (\$000): \$7,480 in 1993, a change of 10.2 percent from 1992; \$6,383 during January-September 1994, a change 16.8 of percent from the same period one year ago

Number of business and service establishments: 54 in 1991; 77.8 percent had less than five employees

Unemployment rate: 1.8 percent in Gosper County, 2.9 percent in Nebraska for 1993

Nonfarm employment (1993):

| | State | Gosper County |
|-------------------------|--------------------|---------------|
| Wage and salary workers | 762,703 | 391 |
| | (percent of total) | |
| Manufacturing | 13.5% | * % |
| Construction and Mining | 4.3 | 17.1 |
| TCU | 6.2 | * |
| Retail Trade | 18.4 | 11.5 |
| Wholesale Trade | 6.8 | 9.7 |
| FIRE | 6.6 | 7.2 |
| Services | 24.6 | 5.9 |
| Government | 19.6 | 47.6 |
| Total | 100.0% | 100.0% |

*Data not available due to disclosure suppression

Agriculture:

Number of farms: 282 in 1992, 345 in 1987

Average farm size: 815 acres in 1992

Market value of farm products sold: \$37.5 million in 1992 (\$133,012 average per farm)

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

