



business in nebraska

University of Nebraska News

No. 24
Vol. 48

Number 295, April 1969

PREPARED BY THE BUREAU OF BUSINESS RESEARCH, COLLEGE OF BUSINESS ADMINISTRATION

NEBRASKA COUNTY AND CITY POPULATION ESTIMATES FOR 1968

The article accompanying our population estimates a year ago has suggested that future estimates might indicate an actual decline in total population for the State of Nebraska. This decline appears to have occurred. Our estimates as of the end of 1968 show a total population for the state of 1,501,516, a figure lower than that which we have published for the past two years. This downward movement now conforms to that previously shown by the U. S. Bureau of the Census, which has been estimating a decline in the state's total population since 1964, while our figures have shown a slight upward movement in previous years. Our estimate is still some 62,000 higher than that of the Census Bureau as of July 1, 1968.

The principal factor accounting for the decline in both estimates is the downward movement of the birth rate. The latest report from the State Department of Health shows a lower number of births in the state than in any year for the past quarter century. This movement is in conformity with the national pattern. Births per 1,000 women in the 15-24 age bracket throughout the nation have fallen about 30% in the past decade.

This decline in the birth rate nationally has come in spite of a continued increase in the number of young people and in the number of marriages. In the past decade the number of persons 18 to 24 years of age has risen from about 15 million to about 23 million. Annual marriages have increased from about 1 1/2 million to more than 2 million, but the number of births annually has fallen from about 4 1/4 million to less than 3 1/2 million. It is obvious that these contradictory movements indicate conscious decisions by young couples to postpone childbearing. Whether such postponements indicate permanent decisions to have fewer children remains uncertain.

In contrast, the death rate has stabilized, following a period of continued decline, and the number of deaths annually has increased in the sixties than in the fifties. As a consequence of these changes in the birth and death rates, population growth in the United States during the sixties has been decelerating. The rate of annual increase approached 2% in the late fifties but was just 1% in 1968. Since 1966 the U. S. Bureau of the Census has revised downward its future projections of total population for the nation, and in 1968 the actual population was apparently close to the lowest of the four projections which the Bureau makes on the basis of different assumptions.

Our estimates of county populations in Nebraska as of the end of 1968 are shown in Table I on page 2. These estimates are not directly comparable to estimates published for the past three years. Because of difficulties in the basic data, drivers' licenses were not used in the 1965, 1966, and 1967 estimates. The head

tax, one of the indicators used in our previous estimates, has been abolished, and this year for the first time this figure is not available. The difficulties with regard to drivers' licenses have been overcome, and in the 1968 estimates they are used as a substitute for the head tax. The other indicators used are vital statistics, school census, and vote in the last general election. The 1966 and 1967 estimates are being recalculated using the present method, and if substantial differences are indicated the previous estimates will be revised.

The Bureau of the Census now makes county as well as state estimates, but these figures are not available promptly. Their latest estimates, for July 1, 1966, were published October 10, 1968, and are also shown in Table I. For 31 counties our 1968 estimates are above the 1966 Census Bureau estimates, for 35 counties they are lower, and for the remaining 27 counties the two figures are substantially the same. Our estimates tend to be above those of the Census Bureau for the larger counties.

The figures in Table I indicate that 71 of the 93 counties in Nebraska have less population now than in 1960. In addition to whatever out-migration may have occurred, the decline in the birth rate referred to above is one of the factors largely responsible. For the state as a whole in the decade following World War II the ratio of births to deaths remained fairly constant around 2.5, reaching a high of 2.64 in 1954. For the past six years the figure has declined steadily from 2.5 in 1961 to 1.68 in 1967. For 30 counties of the state this figure is less than 1.00. This means that in these counties the number of births has not been sufficient to maintain a stable population, even if no out-migration took place. Of these 30, all but Grant are included in the 71 counties whose populations have declined since 1960. The counties are primarily rural, and the decline in the ratio is probably due chiefly to aging of the population rather than to conscious choice as to family size.

It has been generally thought and is no doubt true that migration within the state has been largely from rural to urban areas, but perhaps the most surprising figure in our county estimates is the continued decline indicated for Lancaster County, although our current estimate is still nearly 15,000 above that of the Census Bureau for 1966. It may be that we have not given sufficient weight to increased enrollment at the University, but again the principal factor responsible for the drop in our estimate is the birth rate. The number of births in the county in the past decade has been:

1958	4,586	1963	4,143
1959	4,457	1964	3,920
1960	4,350	1965	3,321
1961	4,330	1966	2,800
1962	4,219	1967	2,751

(Continued on page 2)

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 us in spite of population growth in most of these years the num-
 ber of annual births has declined 40% over this period of time.
 The ratio of births to deaths for Lancaster County has dropped
 from 3.74 in 1958 to 2.22 in 1967.

Estimates of the 1968 population of Nebraska cities are shown in
 Table II on page 3. These estimates are made by allocating to the
 city a proportionate part of the estimated county population, using
 the allocation factors births, deaths, vote, and school census.
 The estimates indicate a number of changes from last year in
 the order of size of the cities of the state. Among the 12 largest
 cities, those above 10,000 in size, Bellevue has jumped ahead of
 Hastings into fourth place. If its current annexation plans are
 completed it will apparently become the state's "third city." Fre-
 mont has also passed Hastings, which falls to sixth place, Norfolk
 has gone ahead of Kearney, and Columbus is now above Scottsbluff.
 There has been considerable shuffling among the smaller places
 also, but many of these are so close together in population that no
 one can say with any certainty what the exact order of size is.

In the 1960's, of course, the general pattern for the cities listed
 has been a growth in size. In the group above 10,000 only North
 Platte and Beatrice have failed to share in this growth since the
 1960 census. Most of the smaller places have also grown, the ex-
 ceptions being Sidney, Alliance, Falls City, Fairbury, Gothenburg,
 and Kimball. More than 40 percent of the state's numerical gain
 has been in Omaha, and 70 percent in Douglas County. The numer-
 ical gain in Douglas and Sarpy Counties combined is greater than
 that for the state as a whole.

As has come to be expected, Bellevue far exceeds the others in
 rate of growth, but Ralston, West Point, Gering, Crete, Seward,
 South Sioux City, Grand Island, and Wayne also show notably high
 percentage increases during the sixties. The 43 cities together
 have grown 13.2 percent since the 1960 census as compared with
 6.3 percent for the state as a whole. In 1960 52 percent of the
 state's population lived in these 43 cities and 42 percent in the 12
 largest. The 1968 estimates indicate that these percentages are
 now 55 and 45.

E. S. WALLACE

TABLE I
 POPULATION OF NEBRASKA COUNTIES, 1960 AND ESTIMATES FOR 1966 AND 1968

County	1960 Census	Census Bureau Estimate 1966	Business Research Estimate 1968	Percentage Change 1960-68	County	1960 Census	Census Bureau Estimate 1966	Business Research Estimate 1968	Percentage Change 1960-68
Adams	28,944	30,100	29,638	+ 2.4	Jefferson	11,620	10,400	11,170	- 3.9
Antelope	10,176	8,700	8,875	-12.8	Johnson	6,281	6,100	5,903	- 6.0
Arthur	680	700	668	- 1.8	Kearney	6,580	6,500	6,839	+ 3.9
Banner	1,269	1,000	1,103	-13.1	Keith	7,958	8,300	8,173	+ 2.7
Blaine	1,016	900	990	-12.6	Keya Paha	1,672	1,400	1,354	-19.0
Boone	9,134	8,200	8,230	- 9.9	Kimball	7,975	5,700	5,827	-26.9
Box Butte	11,688	10,400	10,713	- 8.3	Knox	13,300	13,900	12,100	- 9.0
Boyd	4,513	4,200	4,049	-10.3	Lancaster	155,272	153,200	167,642	+ 8.0
Brown	4,436	5,200	4,335	- 2.3	Lincoln	28,491	28,400	27,875	- 2.2
Buffalo	26,236	29,400	27,545	+ 5.0	Logan	1,108	1,000	1,092	- 1.4
Burt	10,192	9,000	9,163	-10.1	Loup	1,097	800	918	-16.3
Butler	10,312	8,900	9,318	- 9.6	Madison	25,674*	27,000	27,861	+ 8.5
Cass	17,821	17,200	17,012	- 4.5	McPherson	735	600	719	- 2.2
Cedar	13,368	12,700	12,768	- 4.5	Merrick	8,363	8,700	8,365	0.0
Chase	4,317	4,600	4,119	- 4.6	Morrill	7,057	5,700	6,308	-10.6
Cherry	8,218	7,500	7,709	- 6.2	Nance	5,635	5,600	5,111	- 9.3
Cheyenne	14,828	12,800	11,994	-19.1	Nemaha	9,099	8,300	8,162	-10.3
Clay	8,717	8,500	8,433	- 3.3	Nickolls	8,217	8,400	7,761	- 5.6
Colfax	9,595	9,600	9,473	- 1.3	Otoe	16,503	16,100	16,588	+ 0.5
Cuming	12,435	13,100	12,143	- 2.3	Pawnee	5,356	4,800	4,638	-13.4
Custer	16,517	15,400	15,561	- 5.8	Perkins	4,189	3,600	3,476	-17.0
Dakota	12,168	12,000	13,016	+ 7.0	Phelps	9,800	9,400	10,003	+ 2.1
Dawes	9,536	9,600	9,662	+ 1.3	Pierce	8,722	8,400	8,233	- 5.6
Dawson	19,405	20,200	19,693	+ 1.5	Platte	23,992	23,900	26,158	+ 9.0
Deuel	3,125	2,700	3,033	- 2.9	Polk	7,272*	7,200	6,903	- 5.1
Dixon	8,106	8,200	7,805	- 3.7	Red Willow	12,940	12,400	13,189	+ 1.9
Dodge	32,471	34,000	36,516	+12.5	Richardson	13,903	13,800	12,709	- 8.6
Douglas	343,490	372,600	406,153	+18.2	Rock	2,554	2,200	2,159	-15.5
Dundy	3,570	3,100	3,086	-13.6	Saline	12,542	13,900	12,456	- 0.7
Fillmore	9,425	9,000	8,866	- 5.9	Sarpy	31,281	52,900	61,720	+97.3
Franklin	5,449	4,800	4,834	-11.3	Saunders	17,270	17,000	15,782	- 8.6
Frontier	4,311	3,900	3,597	-16.6	Scotts Bluff	33,809	34,400	36,310	+ 7.4
Furnas	7,711	7,000	7,112	- 7.8	Seward	13,581	12,600	14,822	+ 9.1
Gage	26,818	25,700	25,099	- 6.4	Sheridan	9,049	7,700	8,008	-11.5
Garden	3,472	3,000	3,150	- 9.3	Sherman	5,382	4,700	4,683	-13.0
Garfield	2,699	2,500	2,422	-10.3	Sioux	2,575	2,300	2,103	-18.3
Gosper	2,489	1,800	2,164	-13.1	Stanton	5,783	5,000	4,690	-18.9
Grant	1,009	900	1,022	+ 1.3	Thayer	9,118	8,600	8,157	-10.5
Greeley	4,595	4,200	4,253	- 7.4	Thomas	1,078	900	882	-18.2
Hall	35,757	38,100	44,206	+23.6	Thurston	7,237	7,300	7,047	- 2.6
Hamilton	8,714	8,700	8,630	- 1.0	Valley	6,590	5,900	5,999	- 9.0
Harlan	5,081	4,900	4,601	- 9.4	Washington	12,103	12,100	12,979	+ 7.2
Hayes	1,919	2,000	1,599	-16.7	Wayne	9,959	10,000	9,887	- 0.7
Hitchcock	4,829	3,800	4,080	-15.5	Webster	6,224	5,800	5,554	-10.8
Holt	13,722	13,300	12,896	- 6.0	Weeeler	1,297	1,100	1,186	- 8.6
Hooker	1,130	1,000	1,086	- 3.9	York	13,724	13,000	13,331	- 2.9
Howard	6,541	6,700	6,264	- 4.2	TOTAL	1,411,921	1,438,800	1,501,516	+ 6.3

*As corrected by Bureau of the Census.

Source: Calculated by Bureau of Business Research from data furnished by state and county governmental agencies.

REVIEWS IN BRIEF

The Euromonitor Review, Quarterly Journal of Market Research, published by European Research Consultants Limited, 125 Pall Mall, London, S.W.I. Subscription \$25 per year.

Because Nebraska exporters and prospective exporters are very much interested in specific information about the markets of Western Europe it appears to be appropriate to mention this new journal which actually investigates market conditions through on-the-spot surveys. Every quarter the Review publishes results of the surveys in the form of detailed reports for each major country and product market in the Western European countries. In the course of a year a global qualitative and quantitative assessment of consumer behavior in the various nations will also be provided. Getting news to exporters about foreign market developments without an appreciable time-lag is one objective of the new publication. Although the Bureau of Business Research has not subscribed to the periodical, Nebraska exporters, prospective exporters, and other interested persons are invited to inspect Volume 1, Issue 1, August, 1968, in the Bureau offices at 1116 Oldfather Hall.

Governmental Response to Urbanization: Three Townships on the Rural-Urban Gradient, Agricultural Economic Report No. 132, USDA in cooperation with Institute for Community Development and Service, Michigan State University, 1968. U.S. Government Printing Office, Washington, D.C. 20402. Paperback, 45¢.

This report illustrates the fact that as local governments in once rural communities respond to urban growth over time by adopting new and expanded services and by changing their patterns of finance and administration, such governmental changes are neither automatic nor immediate; a political process must operate to translate the conditions of urbanization into new public activities.

The findings in this publication emerge from a comparative study of three Michigan townships extending westward from Lansing and included in that core city's metropolitan area. The experiences of the three townships show the sequence of govern-

mental response that occurred in rural communities undergoing urbanization as local governments moved from regulatory to facilitative programs, from minimum to maximum levels of finance and administration, and from stable to changing formal structures.

Not the least of the report's merits is the excellent bibliography that includes outstanding studies of socio-economic change involved in shifts of rural population to urban centers.

Apartment Communities - The Next Big Market, A Survey of Who Rents and Why. Technical Bulletin 61, Urban Land Institute, 1200 18th St., Washington, D.C., 1968. 84pp. \$6.00.

Apartment dwellers rank environment as the single most important factor in their selection of a place to live, with the size and layout of the apartment listed as second in importance, according to this study which presents the findings of a detailed survey of apartment-house residents in the Greater Kansas City area. It was found that availability of a club house and related facilities was considered to be third in importance, while location was ranked fourth. Detailed tables are used liberally to report the findings of the study.

Toward a Social Report, U.S. Dept. of Health, Education, and Welfare, U.S. Government Printing Office, Washington, D.C. 20402. Paperback, 55¢.

This study represents the Federal government's first attempt to measure systematically the social well-being of the nation. It includes seven areas selected for initial study and observation: health and illness, social mobility, physical environment, income and poverty, public order and safety, participation and alienation, and learning, science, and art. The publication represents a preliminary step toward the evolution of a regular system of social reporting and is intended to develop the necessary social statistics and indicators to supplement those prepared by the Bureau of Labor Statistics and the Council of Economic Advisors. D, S.

TABLE II
POPULATION IN NEBRASKA CITIES AND TOWNS, 1960 CENSUS AND 1968 ESTIMATE

Cities and Towns*	1960 Census	1968 Estimate	% Change 1960-1968	Cities and Towns*	1960 Census	1968 Estimate	% Change 1960-1968
Omaha	301,598	340,478	+ 12.9	Holdrege	5,226	5,648	+ 8.0
Lincoln	128,521	140,853	+ 9.5	Seward	4,208	5,200	+23.6
Grand Island	25,742	31,422	+ 22.1	Wayne	4,217	5,121	+21.4
Bellevue	8,831	24,848	+181.4	Falls City	5,598	5,042	- 9.9
Fremont	19,698	23,451	+ 19.1	Fairbury	5,572	5,035	- 9.6
Hastings	21,412	22,436	+ 4.8	Crete	3,546	4,510	+27.2
North Platte	17,184	17,045	- 0.8	Ralston	2,977	4,508	+51.4
Kearney	14,210	16,037	+ 12.9	Ogallala	4,250	4,270	+ 0.5
Norfolk	13,640	15,652	+ 14.8	West Point	2,921	4,023	+37.7
Columbus	12,476	14,900	+ 19.4	Broken Bow	3,482	3,842	+10.3
Scottsbluff	13,377	14,332	+ 7.1	Auburn	3,229	3,824	+18.4
Beatrice	12,132	12,022	- 0.9	Wahoo	3,610	3,761	+ 4.2
McCook	8,301	8,925	+ 1.1	Cozad	3,184	3,645	+14.5
South Sioux City	7,200	8,870	+ 23.2	O'Neill	3,181	3,385	+ 6.4
Nebraska City	7,252	7,763	+ 7.0	Schuyler	3,096	3,125	+ 0.9
Sidney	8,004	7,497	- 6.3	Superior	2,935	2,996	+ 2.1
Alliance	7,845	7,300	- 6.9	Gothenburg	3,050	2,989	- 2.0
Plattsmouth	6,244	6,478	+ 3.7	Kimball	4,384	2,940	-32.9
York	6,173	6,294	+ 2.0	Valentine	2,875	2,887	+ 0.4
Lexington	5,572	6,254	+ 12.2	Aurora	2,576	2,716	+ 5.4
Gering	4,585	6,006	+ 31.0				
Blair	4,931	5,734	+ 16.3				
Chadron	5,079	5,729	+ 12.8				

*Includes places having 2,500 or more in 1960 ranked in order of 1968 estimated populations.

Business Summary

Nebraska's physical and dollar volume indexes both indicate that the general level of business activity in January, 1969, was markedly above that of the same month a year ago. Contributing to the year-to-year rise was a less-than-seasonally-expected decline from December to January. The State's year-to-year gain was greater than that of the U.S.; for example, in January the State's dollar volume index was at a level nearly 9 percentage points higher than that of the U.S. Both State and U.S. physical volume indexes show similar patterns.

In general, Nebraska's individual business indicators reflect favorable conditions. Comparing January, 1969, to January, 1968, only two indicators were at levels lower than last year. December-to-January decreases in cash farm marketings and gasoline sales appear to reflect the adverse weather conditions and the end of the "holiday season."

In February, 1969, over half of the reporting cities in Nebraska showed retail sales volumes lower than in February, 1968. Increased sales of foodstuffs and equipment proved insufficient to offset declines in building material and general merchandise sales.

All figures on this page are adjusted for seasonal changes, which means that the month-to-month ratios are relative to the normal or expected changes. Figures in Table I (except the first line) are adjusted where appropriate for price changes. Gasoline sales for Nebraska are for road use only; for the United States they are production in the previous month.

R. L. BUSBOOM

I. NEBRASKA and the UNITED STATES

II. PHYSICAL VOLUME OF BUSINESS
Percentage of 1948 Average

JAN Business Indicators	Percent of 1948 Average		Percent of Same Month a Year Ago		Percent of Preceding Month	
	Nebraska	U.S.	Nebraska	U.S.	Nebraska	U.S.
Dollar Volume of Business	336.8	373.8	115.5	106.6	103.1	99.5
Physical Volume of Business	216.1	232.7	107.8	103.7	100.7	99.9
Bank debits (checks, etc.)	241.6	397.6	104.5	114.7	108.8	102.9
Construction activity	363.2	173.0	151.5	104.8	107.4	99.4
Retail sales	154.6	186.5	100.1	101.7	107.4	102.9
Life insurance sales	371.5	439.3	95.6	85.3	106.0	109.5
Cash farm marketings	136.3	139.6	95.8	96.3	68.8	87.8
Electricity produced	427.9	488.8	124.9	108.8	108.2	100.7
Newspaper advertising	179.4	162.0	103.6	110.7	109.5	101.1
Manufacturing employment	173.9	130.5	105.8	102.5	101.0	100.1
Other employment	147.3	170.8	102.8	104.1	99.9	100.6
Gasoline sales	215.5	232.8	100.0	107.3	83.6	106.5

Month	Nebraska	U.S.
	1968-69	1968-69
January	210.0	224.4
February	214.5	228.5
March	197.6	225.6
April	201.1	225.7
May	204.0	227.4
June	212.8	228.1
July	211.8	230.8
August	216.7	280.7
September	213.2	227.9
October	209.8	232.6
November	201.4	231.1
December	203.6	232.9
January	216.1	232.7

III. RETAIL SALES for Selected Cities. Total, Hard Goods, and Soft Goods Stores. Hard Goods include automobile, building material, furniture, hardware, equipment. Soft Goods include food, gasoline, department, clothing, and miscellaneous stores.

FEB City	No. of Reports*	Percent of Same Month a Year Ago			Percent of Preceding Month	FEB City	No. of Reports*	Percent of Same Month a Year Ago			Percent of Preceding Month
		Total	Hard Goods	Soft Goods				Total	Hard Goods	Soft Goods	
THE STATE	801	104.1	106.1	103.1	105.0	Fremont	29	104.2	104.1	104.3	104.7
Omaha	84	97.0	91.9	101.3	100.4	Fairbury	26	96.7	76.1	118.5	96.8
Lincoln	77	100.3	90.9	107.9	107.9	Norfolk	34	97.5	97.8	97.2	102.8
Grand Island	33	101.2	96.1	105.9	103.4	Scottsbluff	36	104.2	105.4	103.3	98.8
Hastings	29	98.7	93.9	102.9	107.7	Columbus	26	109.8	118.8	101.7	107.5
North Platte	19	108.7	104.4	112.7	94.6	McCook	19	99.6	102.0	97.0	95.8
						York	25	99.3	110.5	92.1	90.5

IV. RETAIL SALES, Other Cities and Rural Counties

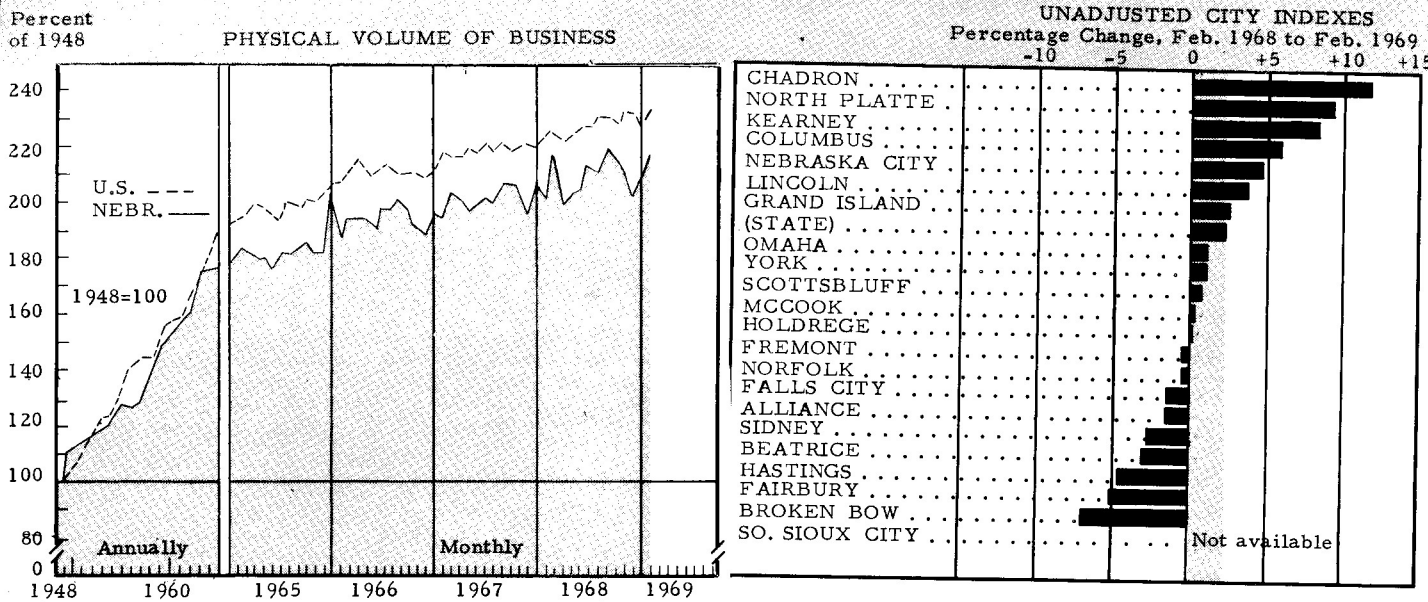
V. RETAIL SALES, by Subgroups, for the State and Major Divisions

FEB Locality	No. of Reports*	Percent of Same Month A Year Ago	Percent of Preceding Month
Kearney	17	101.8	105.0
Alliance	26	86.0	86.6
Nebraska City	20	94.0	105.6
Broken Bow	15	101.2	97.9
Falls City	18	110.1	101.3
Holdrege	18	92.2	106.6
Chadron	24	99.8	112.2
Beatrice	17	88.5	95.8
Sidney	24	98.8	98.0
So. Sioux City	9	84.3	93.2
Antelope	11	99.3	92.2
Cass	20	98.8	100.6
Cuming	13	109.5	92.1
Sand Hills**	24	98.8	112.6
Dodge***	11	143.8	99.1
Franklin	9	98.4	100.5
Holt	15	97.2	100.4
Saunders	13	169.4	106.2
Thayer	8	104.3	95.8
Misc. Counties	52	102.4	92.5

FEB Type of Store	Percent of Same Month a Year Ago			
	Nebraska	Omaha and Lincoln	Other Cities	Rural Counties
ALL STORES****	104.1	100.9	99.5	111.8
Selected Services	99.8	106.0	93.5	100.0
Food stores	103.1	103.3	100.6	105.3
Groceries and meats	108.3	107.5	105.6	111.7
Eating and drinking pl.	91.6	88.3	93.9	92.7
Dairies and other foods	105.9	123.1	90.3	104.3
Equipment	107.7	102.4	96.6	124.1
Building material	107.6	89.2	85.8	147.9
Hardware dealers	105.5	108.2	101.5	106.9
Farm equipment	121.4	141.2	101.0	121.9
Home equipment	98.7	93.2	102.6	100.2
Automotive stores	100.5	93.4	101.7	106.3
Automotive dealers	104.0	88.1	102.7	121.3
Service stations	101.2	114.5	97.7	91.3
Miscellaneous stores	103.4	101.7	97.8	110.8
General merchandise	104.1	105.2	99.9	107.3
Variety stores	92.4	84.3	94.3	98.5
Apparel stores	105.4	97.4	105.8	113.0
Luxury goods stores	106.0	109.0	100.9	108.2
Drug stores	103.9	104.7	102.1	104.9
Other stores	105.4	106.9	71.7	137.6

**Haskell, Grant, DeWala, Cherry, and Sheridan Counties

****Not including Selected Services



Figures on this page are not adjusted for seasonal changes nor for price changes. Building activity includes the effects of past as well as present building permits, on the theory that not all building is completed in the month the permit is issued. R. L. B.

VI. CITY BUSINESS INDICATORS

FEB
Percent of Same Month a Year Ago

State or City	City Index	Bank Debits	Building Activity	Retail Sales	Electricity Consumed	Gas Consumed	Water Pumped	Postal Receipts	Newspaper Advertising
The State	102.3	103.3	102.8	104.1	109.2	103.5	98.1	90.4	99.6
Beatrice	96.9	117.1	70.2	88.5	109.0	109.7	49.9	93.4	96.6
Omaha	101.1	103.7	129.5	97.0	103.1	94.4	100.7	93.2	109.6
Lincoln	103.7	110.8	138.3	100.3	110.3	104.8	99.5	83.3	92.6
Grand Island	102.5	102.3	75.2	101.2	114.4	119.6	101.3	105.3	93.7
Hastings	95.3	86.5	15.7	98.7	NA	100.6	81.7	101.0	140.7
Fremont	99.5	98.0	71.7	104.2	94.0	NA	108.8	101.7	NA
North Platte	109.4	107.6	216.3	108.7	120.7	123.6	100.7	78.5	82.9
Kearney	108.4	99.0	249.2	101.8	119.2	119.9	104.3	102.3	NA
Scottsbluff	100.8	120.5	43.0	104.2	123.2	122.3	77.5	86.0	92.5
Norfolk	99.5	99.1	89.9	97.5	110.1	96.6	104.8	95.9	116.2
Columbus	105.9	106.2	73.4	109.8	112.1	111.8	101.8	NA	82.2
McCook	100.3	102.0	37.4	99.6	105.9	105.3	NA	98.1	99.2
Sidney	97.2	94.9	21.6	98.8	97.8	108.9	118.6	94.0	NA
Alliance	98.4	79.0	153.3	86.0	103.6	NA	109.7	94.3	NA
Nebraska City	104.8	106.5	31.4	94.0	114.0	114.4	116.5	86.5	NA
So. Sioux City	NA	NA	NA	84.3	NA	NA	NA	NA	NA
York	101.1	101.5	140.8	99.3	121.8	100.1	103.6	85.3	84.7
Falls City	98.5	96.5	94.7	110.1	102.8	112.7	100.0	94.3	84.9
Fairbury	94.9	84.9	35.4	96.7	100.0	NA	88.4	99.6	100.4
Holdrege	100.2	100.9	100.3	92.2	115.0	134.7	77.9	87.7	107.5
Chadron	111.8	115.7	92.9	99.8	112.7	142.1	107.1	129.2	NA
Broken Bow	93.0	90.8	3.6	101.2	105.1	116.3	91.2	88.9	83.3

FEB
Percent of Preceding Month (Unadjusted)

State or City	City Index	Bank Debits	Building Activity	Retail Sales	Electricity Consumed	Gas Consumed	Water Pumped	Postal Receipts	Newspaper Advertising
The State	92.2	83.2	87.2	100.5	89.0	93.2	89.9	122.9	96.6
Beatrice	92.9	95.9	68.3	92.0	88.2	95.6	100.6	81.5	98.6
Omaha	90.8	81.8	83.4	96.6	87.0	95.8	89.4	90.8	97.8
Lincoln	95.9	86.0	108.9	104.1	94.7	103.3	92.4	57.8	93.1
Grand Island	84.7	85.8	75.1	99.8	85.4	83.5	80.1	84.1	86.1
Hastings	84.8	73.2	72.5	104.0	82.3	77.1	119.5	80.2	99.8
Fremont	87.2	83.5	70.9	101.0	87.6	NA	93.5	84.2	NA
North Platte	88.8	85.7	74.9	91.1	89.5	97.6	88.7	73.6	104.9
Kearney	94.1	78.1	155.1	101.2	133.3	89.7	91.5	64.8	NA
Scottsbluff	90.0	91.0	77.9	95.2	75.0	99.8	87.0	87.1	95.0
Norfolk	86.8	86.0	81.5	99.4	87.5	78.1	92.2	77.7	101.5
Columbus	90.2	84.7	79.8	104.1	87.5	91.5	104.8	NA	91.6
McCook	87.8	79.5	83.1	92.3	102.6	88.0	NA	95.2	82.5
Sidney	92.1	90.9	94.7	95.2	86.2	91.4	92.7	92.8	NA
Alliance	83.5	68.9	67.4	83.9	92.8	81.6	93.7	75.6	97.1
Nebraska City	100.4	82.8	77.4	102.2	102.6	98.0	107.0	101.0	NA
So. Sioux City	NA	NA	NA	89.9	NA	NA	NA	NA	NA
York	86.4	78.1	70.0	86.7	105.5	77.1	100.5	89.3	91.6
Falls City	93.9	80.2	80.0	98.1	84.7	86.2	91.8	90.4	114.9
Fairbury	87.9	75.3	65.1	92.2	82.3	NA	81.4	90.0	102.5
Holdrege	92.3	71.0	88.7	103.4	80.7	97.8	102.1	78.1	123.0
Chadron	99.9	63.8	57.6	108.4	103.9	95.8	100.0	118.0	NA
Broken Bow	87.7	104.4	18.2	94.5	84.6	84.3	87.3	83.1	118.0

TOMORROW'S JOBS

Published three times in January, February, September, October, and December, and twice in other months, by the University of Nebraska Office of Publications, Nebraska Hall, Lincoln, Nebraska 68508. Second class postage paid at Lincoln, Nebraska.

Vol. 48 Lincoln, Nebr., April 17, 1969 No. 24

BUSINESS IN NEBRASKA
published monthly by the
University of Nebraska College of Business Administration
Dr. C. S. Miller, Dean
BUREAU OF BUSINESS RESEARCH
309-10 Social Science Building, City Campus, Lincoln, Nebraska
Member, Associated University Bureaus of Business and Economic Research

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BUSINESS IN NEBRASKA is issued as a public service of the University and mailed free upon request. Material published herein may be reprinted with proper credit.

Economic information of prime significance to business and industry, as well as to prospective workers, is contained in the 1968-69 edition of the Occupational Outlook Handbook, recently published by the U. S. Bureau of Labor Statistics. This book discusses what fields of endeavor look especially promising and graphically answers questions about the changing trends in employment growth. For example, compared with a 20-percent increase in total employment over the next decade, employment in government, services, and the contract industries will grow much faster. Despite the long-term shift from employment in goods producing industries, manufacturing is still the largest employer among the major industry divisions. Although employment in manufacturing is expected to grow only half as fast as total employment, this industry will continue to employ the most workers.

Recent developments in the fields of education, manpower, and health and welfare have intensified the demand for services of all kinds. These and other factors, such as technological innovations, have resulted in differential growth rates of industries and, therefore, in changes in occupational requirements. In Chart I below, the anticipated wide variations in employment growth in the major sectors of the economy may be noted.

It is recognized that the future employment level of individual industries is the primary determinant of occupational requirements because each industry has a unique occupational structure. Thus, the structure of the insurance industry, which employs a large number of clerical, sales, and other white-collar workers, differs markedly from that of the construction industry, where employment is concentrated in blue-collar occupations - carpenters, electricians, and laborers. Consequently, sharp changes in employment in the insurance industry will significantly affect requirements for workers in the white-collar occupations. Conversely, changes in total employment in the construction industry will have a marked effect on the need for blue-collar workers.

The second factor influencing the trend in occupational employment is the changing occupational structure within industries. Within each occupational group there is a diversity of jobs requiring different levels of education and skill. In general, employment growth will be fastest among those professions requiring the most education and training, for employment in professional and related occupations is expected to show the most rapid gain over the next 10 years - twice as fast as overall employment. These trends may be noted in Chart II.

This edition of the Handbook (which may seem to be a misnomer because it is a bulky tome of more than 750 pages) is based on the

premise that the major manpower challenge of this decade is to insure that citizens receive the training and education they need to perform useful and rewarding work in our rapidly changing economy. There is also considerable emphasis on the importance of gearing education and training to the needs of the individual as well as the needs of society.

Monumental research has gone into preparation of the book which is current because it is revised every two years as, indeed, it must be to keep abreast of the rapid changes in the occupational structure. With its broad coverage of the entire spectrum of professions and occupations, the book seeks to define the various facets of the 20th Century world of work, and in doing so it serves as a basic tool for helping prospective workers make intelligent decisions about the occupational course they will follow. The more than 700 occupations discussed are those generally of greatest interest to young people.

Although the book is thought by many guidance counselors to be the best single source of occupational information, it is intended also to provide the individual with information about occupations and to assist him with his career decisions. Descriptions include the nature of the job; location of employment; education, training, and other qualifications required; employment outlook; earnings and working conditions; and where additional information may be obtained. Hundreds of pictures of men and women at work performing specific functions of a given profession or job increase the impact of job descriptions. Numerous charts and well-designed graphics also add to the effectiveness of the presentation. D. S.

The Occupational Outlook Handbook, Bulletin No. 1550, 1968-69 edition, may be obtained from the U.S. Government Printing Office, Washington, D.C. 20402. \$4.25.

CHART I
EMPLOYMENT GROWTH WILL VARY WIDELY

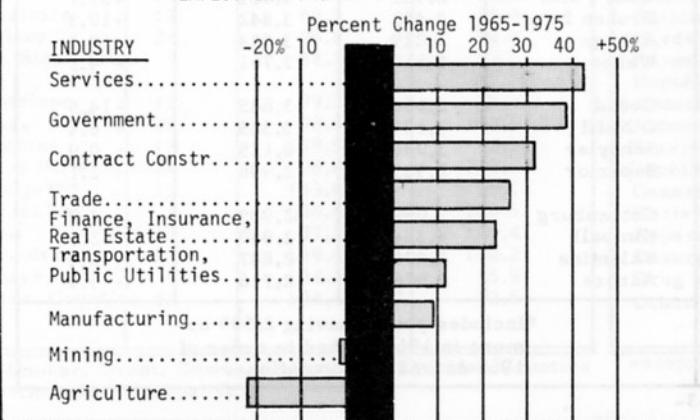


CHART II
MORE JOBS WILL REQUIRE EXTENSIVE EDUCATION AND TRAINING

