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NEBRASKA COUNTY AND CITY POPULATION ESTIMATES FOR 1969

Nebraska's total population at the end of 1969 is estimated to have been 1,532,324. This is an increase of nearly 31,000 or 2.1% over the figure published last year. The annual numerical and percentage gains are the largest of the decade.

The 2.1% increase appears unrealistic when compared with the rates of change shown by estimates for previous years. It will be remembered, however, that last year's estimate showed no change from the revised estimate for 1967, and that this in turn showed a slight decline from 1966. Viewed as a three-year increase, therefore, the current figure is in line with the average annual growth of approximately 0.8% shown by our estimates for the decade of the sixties.

Our estimating methods do not necessarily pinpoint exactly the timing of population changes. Over a period of years, however, they should prove reasonably accurate. In this article, therefore, emphasis is placed on changes over the decade of the sixties rather than on annual changes.

Since our state totals for most of the years have been revised slightly subsequent to publication, however, the annual tabulation

which follows may be of interest, particularly to those working with trends based on annual estimates. The first figure is the April 1, 1960, census figure. All other figures are estimates as of December 31 of the year indicated.

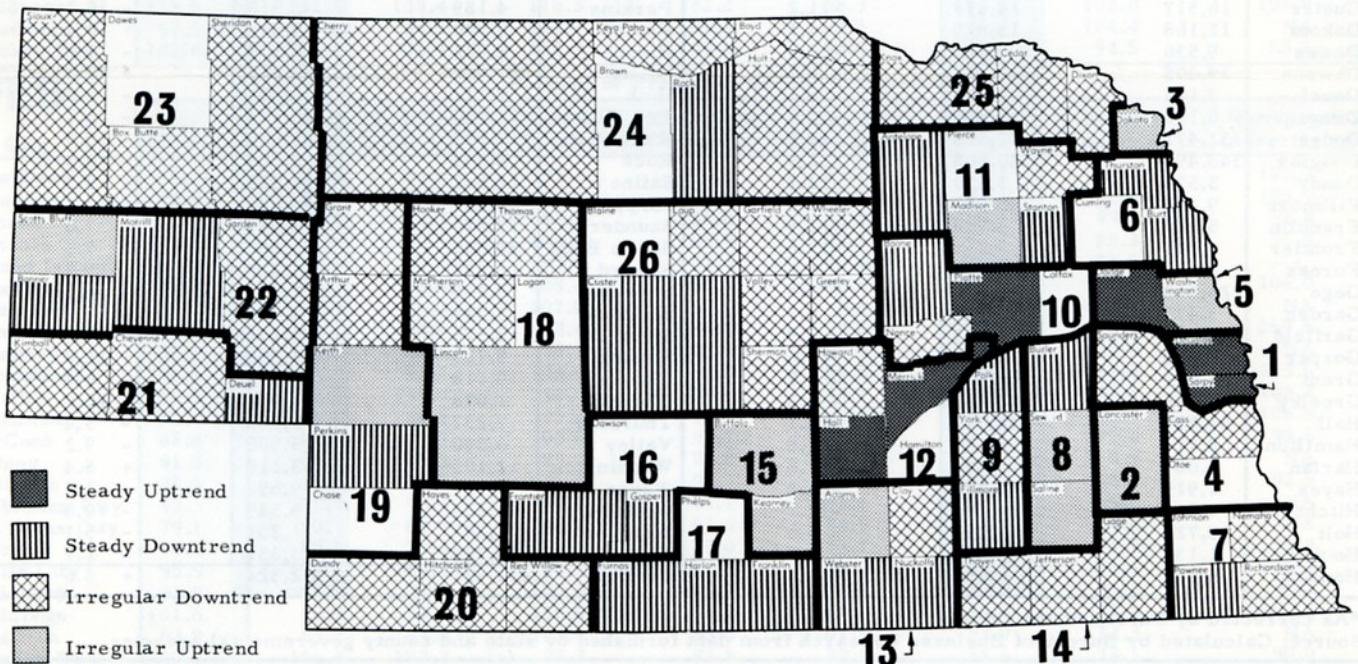
Year	Population	Numerical Change	Percentage Change
1960	1,411,921**		
1960*	1,422,553	+ 10,632	+ 0.8
1961	1,436,730	+ 14,177	+ 1.0
1962	1,460,767	+ 24,037	+ 1.7
1963	1,483,522	+ 22,755	+ 1.6
1964	1,485,043	+ 1,521	+ 0.1
1965	1,497,869	+ 12,826	+ 0.9
1966	1,516,704	+ 18,835	+ 1.3
1967	1,501,513	- 14,531	- 1.0
1968	1,501,516	+ 3	0.0
1969	1,532,324	+ 30,808	+ 2.1
April, 1960- Dec. 31, 1969		+120,403	+ 8.5

*Interpolated. **As corrected by Bureau of the Census.

The Counties

On the map below the direction of change during the decade is indicated for each of the counties of the state. In assigning counties

POPULATION CHANGE IN COUNTIES AND REGIONS - 1960 TO 1969



Source: Table I.

to the five categories shown on the map year-to-year fluctuations of less than two percent have been ignored, and counties with less than a two percent difference between 1960 and 1969 populations have been considered essentially stable regardless of intermediate fluctuations.

Of the 93 counties in the state, 6 show a steady upward trend, 12 an irregular upward trend, 22 a steady downward trend, and 40 an irregular downward trend, while the remaining 13 have been essentially stable.

Detailed figures for each of the counties are shown in Table I. Both the table and the map indicate that population growth has been concentrated primarily around the three Standard Metropolitan Statistical Areas that lie wholly or partially within the state and along the Platte River valley.

It will be noted from the table that only eight counties have increased more than 10% in population since 1960. Four of these are in SMSAs (Sarpy, Douglas, Dakota, and Lancaster), with percentage increases respectively of 103%, 23%, 14%, and 12%. The other four and their percentage gains are Hall (24%), Dodge (15%), Platte (13%), and Buffalo (11%).

Sarpy County has more than doubled its population since 1960,

but its rate of growth appears to have slowed. Our current estimate of 63,574 for Sarpy accords closely with the actual count of 63,282 made by the Census Bureau in a special census October 14, 1969. Lancaster County shows irregular rather than steady growth since 1960 because of the closing of the Lincoln Air Force Base and the Job Corps Center.

By way of contrast with the eight counties that show population gains of more than 10% since 1960, there are twenty-seven counties that have lost more than 10% of their 1960 populations. These losses range from 11% in seven counties upward to 26% in Hayes County.

Continuation of the rural-urban movement of population is shown by the county figures. Of the twenty-seven counties with population losses of more than 10% only two (Cheyenne and Richardson) contained an urban area of more than 5,000, and only two others (Kimball and Custer) had a town of more than 2,500.

The Cities

The rural-urban movement of population is shown also by the city estimates in Table II. This table lists all places that had a population of more than 2,500 in 1960. These forty-three cities and towns have grown 16.3% since 1960, as compared with the state

TABLE I
POPULATION OF NEBRASKA COUNTIES, 1960, AND ESTIMATES FOR 1969

County	Number of Persons		Percent Change to 1969 from 1960	County	Number of Persons		Percent Change to 1969 from 1960
	1960*	1969			1960*	1969	
Adams	28,944	31,297	+ 8.1	Jefferson	11,620	10,979	- 5.5
Antelope	10,176	8,703	-14.5	Johnson	6,281	6,161	- 1.9
Arthur	680	662	- 2.6	Kearney	6,580	6,921	+ 5.2
Banner	1,269	1,037	-18.3	Keith	7,958	8,280	+ 4.0
Blaine	1,016	1,010	- 0.6	Keya Paha	1,672	1,336	- 20.1
Boone	9,134	8,167	-10.6	Kimball	7,975	6,219	- 22.0
Box Butte	11,688	11,091	- 5.1	Knox	13,300	12,417	- 6.6
Boyd	4,513	4,030	-10.7	Lancaster	155,272	173,369	+ 11.7
Brown	4,436	4,484	+ 1.1	Lincoln	28,491	28,613	+ 4.3
Buffalo	26,236	29,111	+11.0	Logan	1,108	1,093	- 1.4
Burt	10,192	9,294	- 8.8	Loup	1,097	957	- 12.8
Butler	10,312	9,212	-10.7	Madison	25,674	27,502	+ 7.1
Cass	17,821	17,220	- 3.4	McPherson	735	704	- 4.2
Cedar	13,368	13,042	- 2.4	Merrick	8,363	8,774	+ 4.9
Chase	4,317	4,265	- 1.2	Morrill	7,057	6,408	- 9.2
Cherry	8,218	7,554	- 8.1	Nance	5,635	5,344	- 5.2
Cheyenne	14,828	12,186	-17.8	Nemaha	9,099	8,614	- 5.3
Clay	8,717	8,532	- 2.1	Nuckolls	8,217	7,805	- 5.0
Colfax	9,595	9,533	- 0.6	Otoe	16,503	16,220	- 1.7
Cuming	12,435	12,458	-10.2	Pawnee	5,356	4,661	- 13.0
Custer	16,517	14,675	-11.2	Perkins	4,189	3,518	- 16.0
Dakota	12,168	13,879	+14.1	Phelps	9,800	9,843	+ 0.4
Dawes	9,536	9,484	- 0.6	Pierce	8,722	8,578	- 1.6
Dawson	19,405	19,408	+ 0.0	Platte	23,992	27,070	+ 12.8
Deuel	3,125	2,934	- 6.1	Polk	7,272	6,833	- 6.0
Dixon	8,106	7,817	- 3.6	Red Willow	12,940	12,674	- 2.1
Dodge	32,471	37,322	+14.9	Richardson	13,903	12,096	- 13.0
Douglas	343,490	420,806	+22.5	Rock	2,554	2,199	- 13.9
Dundy	3,570	3,120	-12.7	Saline	12,542	12,959	+ 3.3
Fillmore	9,425	8,922	- 5.3	Sarpy	31,281	63,574	+103.2
Franklin	5,449	4,748	-12.9	Saunders	17,270	16,067	- 7.0
Frontier	4,311	3,639	-15.6	Scotts Bluff	33,809	36,909	+ 9.2
Furnas	7,711	7,206	- 6.6	Seward	13,581	14,355	+ 5.7
Gage	26,818	25,095	- 6.4	Sheridan	9,049	7,732	- 14.6
Garden	3,472	3,239	- 6.7	Sherman	5,382	4,405	- 18.2
Garfield	2,699	2,513	- 6.9	Sioux	2,575	2,282	- 11.4
Gosper	2,489	2,150	-13.6	Stanton	5,783	4,568	- 21.0
Grant	1,009	931	- 7.7	Thayer	9,118	8,575	- 6.0
Greeley	4,595	4,396	- 4.3	Thomas	1,078	910	- 15.6
Hall	35,757	44,370	+24.1	Thurston	7,237	6,843	- 5.4
Hamilton	8,714	8,874	+ 1.8	Valley	6,590	5,986	- 9.2
Harlan	5,081	4,497	-11.5	Washington	12,103	13,119	+ 8.4
Hayes	1,919	1,416	-26.2	Wayne	9,959	9,690	- 2.7
Hitchcock	4,829	4,245	-12.1	Webster	6,224	5,549	- 10.8
Holt	13,722	13,234	- 3.6	Wheeler	1,297	1,231	- 5.1
Hooker	1,130	1,064	- 5.8	York	13,724	13,351	- 2.7
Howard	6,541	6,159	- 5.8	TOTAL	1,411,921	1,532,324	+ 8.6

*As corrected by Bureau of the Census.

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

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Conclusion

Our estimates indicate that out-migration from the state has been substantially slowed during the decade of the sixties and particularly since 1965. This out-migration trend will be examined in detail in a later article when final birth and death figures for 1969 become available.

As this article is written and published the actual count that will confirm or contradict our estimates has been substantially completed. It is to be hoped that Nebraskans have cooperated fully with the census takers to the end that the enumeration will be complete and accurate. The results are scheduled for release some six months hence. Publication of these 1970 Census figures is awaited with much interest and with some trepidation by those responsible for making intercensal estimates.

E. S. WALLACE

The 1969 estimates used in the preceding article were calculated by Walt Oxford, Gary Bergmeir, and Dorothy Wilson of the Bureau staff under the supervision of Dr. Alfredo Roldan and with the assistance of Dr. Edward Hauswald.

TABLE II
 POPULATION IN NEBRASKA CITIES AND TOWNS, 1960 CENSUS AND 1969 ESTIMATE

Cities and Towns*	1960 Census	1969 Estimate	% Change 1960-1969	Cities and Towns*	1960 Census	1969 Estimate	% Change 1960-1969
Omaha	301,598	353,477	+ 17.2	Blair	4,931	5,568	+12.9
Lincoln	128,521	145,959	+ 13.6	Fairbury	5,572	5,406	- 3.0
Grand Island	25,742	31,676	+ 23.1	Falls City	5,598	5,294	- 5.4
Bellevue	8,831	24,164	+173.6	Seward	4,208	5,063	+20.3
Fremont	19,698	23,550	+ 19.6	Wayne	4,217	4,943	+17.2
Hastings	21,412	23,415	+ 9.7	Crete	3,546	4,679	+32.0
North Platte	17,184	17,265	+ 0.5	Ralston	2,977	4,587	+54.1
Kearney	14,210	16,916	+ 19.1	Ogallala	4,250	4,466	+ 5.1
Columbus	12,476	15,779	+ 26.5	West Point	2,921	4,187	+43.3
Norfolk	13,640	15,415	+ 13.0	Auburn	3,229	4,074	+26.2
Scottsbluff	13,377	14,664	+ 9.6	Wahoo	3,610	3,792	+ 5.0
Beatrice	12,132	13,328	+ 9.9	Broken Bow	3,482	3,754	+ 7.8
South Sioux City	7,200	9,607	+ 33.4	O'Neill	3,181	3,679	+15.7
Sidney	8,004	7,897	- 1.3	Cozad	3,184	3,620	+13.7
Alliance	7,845	7,809	- 0.5	Kimball	4,384	3,447	-21.4
McCook	8,301	7,604	- 8.4	Schuyler	3,096	3,121	+ 0.8
Nebraska City	7,252	7,440	+ 2.6	Aurora	2,576	3,006	+16.7
Plattsmouth	6,244	6,466	+ 3.6	Gothenburg	3,050	2,869	- 5.9
York	6,173	6,454	+ 4.6	Superior	2,935	2,861	- 2.5
Lexington	5,572	6,209	+ 11.4	Valentine	2,875	2,818	- 2.0
Gering	4,585	5,857	+ 27.7	Total	734,124	853,723	+16.3
Chadron	5,079	5,835	+ 14.9	*Includes places having 2,500 or more in 1960 ranked in order of 1969 estimated populations.			
Holdrege	5,226	5,623	+ 7.6	Source: Same as Table I.			

Business Summary

General business activity in Nebraska in January, 1970, was about 4 percent above that of the same month last year. The year-to-year rise in Dollar Volume was 4.4 percent; that in Physical Volume 3.7 percent. The state's gains were not, however, equal to those of the U.S. as a whole, which showed rises of 14.0 and 6.1 percent in dollar and physical volumes respectively.

Notable gains in individual indicators were recorded for Nebraska's Life Insurance Sales, Cash Farm Marketings, and Retail Sales. Manufacturing Employment, Other Employment, Gasoline

Sales, and Bank Debits also showed increases.

Nebraska's gains in both categories of employment exceeded those for the U.S., for which manufacturing employment actually fell. Construction continued in its doldrums, with the state decline from last year much greater than the national.

Nebraska's February Retail Sales were 8.3 percent higher than last year's. Soft Goods, up 9 percent, led the gain, with Hard Goods up about 4 percent. All categories of stores except automotive and home equipment showed levels notably higher than last year. Year-to-year gains were especially large for Grand Island, Fairbury, and Alliance.

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.

E. L. HAUSWALD

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	351.7	426.0	104.4	114.0	103.4
Physical Volume of Business	224.1	246.8	103.7	106.1	101.4	102.1
Bank debits (checks, etc.)	251.3	426.8	104.0	107.3	104.7	101.7
Construction activity	207.9	163.5	57.2	94.5	101.0	99.4
Retail sales	173.0	179.8	111.9	96.4	109.4	99.2
Life insurance sales	474.4	572.9	120.5	103.6	109.6	111.9
Cash farm marketings	152.8	144.8	112.1	103.7	63.7	87.2
Electricity produced	430.3	525.5	100.6	107.5	103.0	101.1
Newspaper advertising	170.7	156.7	95.2	96.7	99.5	100.6
Manufacturing employment	181.1	130.3	104.1	99.8	100.5	99.8
Other employment	152.9	174.9	103.8	102.4	100.7	100.3
Gasoline sales	278.2	251.3	129.1	107.9	103.9	111.3

Month	Nebraska	U.S.
	1969-70	1969-70
January	216.1	232.7
February	231.1	239.6
March	223.9	238.1
April	224.8	240.0
May	219.6	240.7
June	225.0	243.3
July	219.1	243.7
August	218.2	240.1
September	218.0	239.9
October	214.6	243.1
November	206.4	238.1
December	220.9	241.7
January	224.1	246.8

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	Total	Hard Goods	
THE STATE	663	108.3	103.8	109.1	101.4	Fremont	26	107.5	107.6	107.5	104.9
Omaha	46	110.1	112.9	107.8	101.9	Fairbury	23	143.3	197.4	97.0	145.4
Lincoln	61	94.0	85.6	100.9	105.5	Norfolk	23	103.6	101.1	105.9	96.1
Grand Island	29	117.1	119.4	115.1	101.2	Scottsbluff	35	101.6	106.6	97.4	105.3
Hastings	26	109.6	112.7	106.9	112.0	Columbus	26	106.0	100.8	112.2	98.3
North Platte	18	111.6	118.9	104.4	91.0	McCook	17	99.9	88.4	117.1	106.1
						York	22	111.9	116.9	108.6	102.1

IV. RETAIL SALES, Other Cities and Rural Counties

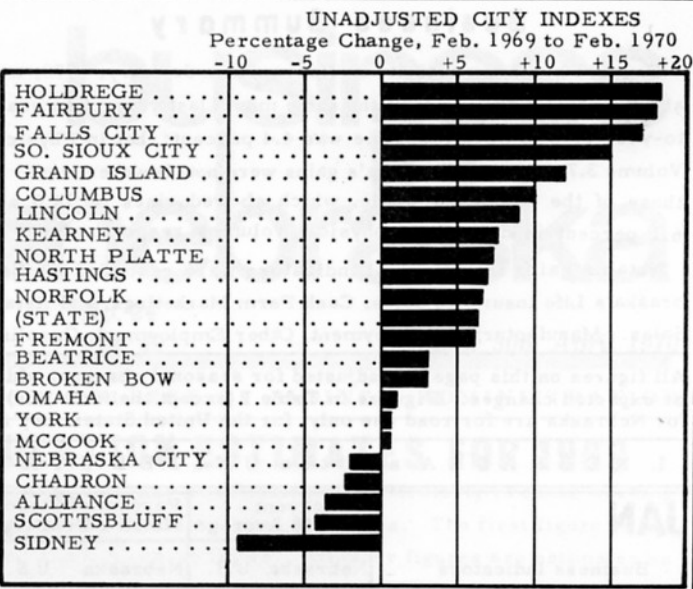
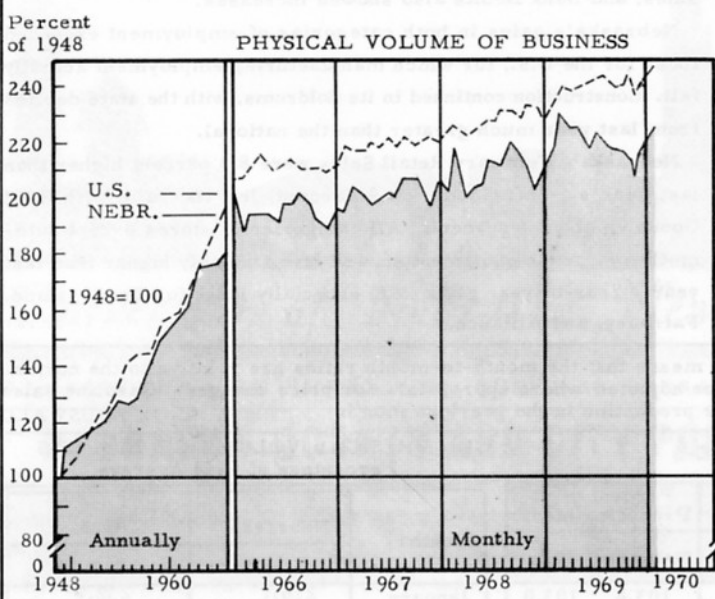
V. RETAIL SALES, by Subgroups, for the State and Major Divisions

FEB Locality	No. of Reports	Percent of Same Month A Year Ago	Percent of Preceding Month
Kearney	13	111.0	99.2
Alliance	25	115.1	93.7
Nebraska City	19	110.9	101.6
Broken Bow	12	112.9	98.8
Falls City	16	110.5	107.3
Holdrege	16	116.3	121.6
Chadron	22	108.1	104.2
Beatrice	17	105.4	103.3
Sidney	22	101.2	91.6
So. Sioux City	9	107.2	98.4
Antelope	7	115.3	102.8
Cass	17	115.5	101.3
Cuming	11	109.4	96.0
Sand Hills**	19	103.4	98.0
Dodge***	10	99.4	100.8
Franklin	9	103.7	90.9
Holt	13	107.0	95.1
Saunders	13	107.7	104.7
Thayer	7	119.3	96.7
Misc. Counties	34	121.8	94.7

FEB Type of Store	Percent of Same Month a Year Ago			
	Nebraska	Omaha and Lincoln	Other Cities	Rural Counties
ALL STORES****	108.3	103.5	108.8	112.6
Selected Services	108.2	111.8	112.0	100.9
Food stores	108.1	102.2	109.4	112.8
Groceries and meats	107.4	101.6	110.6	109.9
Eating and drinking pl.	109.7	106.8	108.6	113.6
Dairies and other foods	108.0	91.6	104.7	127.7
Equipment	108.8	99.5	113.2	113.7
Building material	119.0	111.8	113.9	131.4
Hardware dealers	108.6	91.5	114.7	119.5
Farm equipment	111.1	105.9	116.2	111.1
Home equipment	92.7	88.0	110.3	79.9
Automotive stores	99.2	96.6	100.5	100.6
Automotive dealers	97.5	97.1	101.1	94.4
Service stations	99.9	94.4	98.4	106.8
Miscellaneous stores	111.9	110.2	111.2	114.2
General merchandise	114.0	108.5	106.7	126.8
Variety stores	115.9	113.4	106.6	127.6
Apparel stores	106.5	109.1	113.9	96.5
Luxury goods stores	109.7	109.1	110.8	109.2
Drug stores	107.3	110.9	104.3	106.8
Other stores	118.9	114.9	131.1	110.7

**Hooker, Grant, Dawes, 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. E. L. H.

VI. CITY BUSINESS INDICATORS

Percent of Same Month a Year Ago

FEB City	City Index	Bank Debits	Building Activity	Retail Sales	Electricity Consumed	Gas Consumed	Water Pumped	Postal Receipts	Newspaper Advertising
The State	106.4	111.3	87.1	108.3	109.1	95.3	104.9	110.3	103.1
Beatrice	102.9	117.5	80.1	105.4	101.5	87.6	108.0	96.6	118.8
Omaha	100.8	102.9	62.2	110.1	106.5	97.0	96.8	123.5	97.0
Lincoln	109.1	114.8	125.3	94.0	110.9	90.6	104.1	117.5	106.5
Grand Island	111.9	114.5	87.6	117.1	130.5	104.2	121.2	93.2	- - -
Hastings	107.0	122.4	147.7	109.6	107.1	91.0	101.1	105.1	106.0
Fremont	106.2	116.2	95.9	107.5	111.2	NA	99.6	106.6	NA
North Platte	107.4	117.1	56.5	111.6	106.5	90.0	97.8	129.7	113.5
Kearney	107.6	114.9	53.2	111.0	112.7	98.0	111.6	100.3	NA
Scottsbluff	95.7	100.4	68.2	101.6	124.2	86.3	125.4	94.5	73.3
Norfolk	106.8	113.9	145.0	103.6	107.6	98.7	100.0	107.7	108.2
Columbus	109.9	116.0	173.6	106.0	107.7	87.0	98.2	NA	119.0
McCook	100.5	123.4	122.8	99.9	100.0	89.1	NA	96.5	101.5
Sidney	90.5	117.4	75.2	101.2	86.7	83.6	82.9	119.6	NA
Alliance	96.3	130.6	69.3	115.1	95.3	85.2	107.8	89.9	92.3
Nebraska City	97.9	113.1	91.4	110.9	102.8	93.3	95.9	94.9	NA
So. Sioux City	115.0	97.3	453.8	107.2	131.5	100.7	NA	120.4	NA
York	100.6	119.5	64.2	111.9	94.1	89.1	94.0	102.5	117.0
Falls City	117.2	132.9	748.6	110.5	154.6	105.1	120.2	95.4	102.6
Fairbury	117.9	124.3	167.8	143.3	116.9	NA	112.6	110.9	109.2
Holdrege	118.6	122.2	139.4	116.3	132.2	98.9	159.5	103.8	101.0
Chadron	97.5	106.3	34.1	108.1	81.3	93.5	94.5	104.4	NA
Broken Bow	102.8	113.9	778.6	112.9	103.6	92.0	100.0	94.5	85.1

Percent of Preceding Month (Unadjusted)

FEB City	City Index	Bank Debits	Building Activity	Retail Sales	Electricity Consumed	Gas Consumed	Water Pumped	Postal Receipts	Newspaper Advertising
The State	89.2	82.8	86.5	97.1	89.9	89.7	89.7	87.3	105.3
Beatrice	88.9	89.5	75.7	100.2	88.1	86.4	91.6	81.6	105.9
Omaha	91.2	78.1	84.9	98.2	86.0	92.2	88.7	99.1	97.8
Lincoln	94.4	87.2	95.5	102.0	96.9	98.5	90.1	88.3	95.0
Grand Island	90.9	85.4	88.4	97.9	107.4	96.4	88.0	72.8	- -
Hastings	89.4	80.9	68.6	108.4	87.1	68.8	96.1	93.3	106.0
Fremont	87.0	79.3	71.1	107.5	87.0	NA	89.9	91.7	NA
North Platte	92.0	88.1	94.6	88.4	97.1	99.5	87.0	76.0	267.6
Kearney	90.6	80.0	82.4	96.3	115.9	93.0	96.4	69.8	NA
Scottsbluff	85.1	84.5	81.2	102.3	81.8	85.8	86.8	83.2	113.6
Norfolk	93.5	82.0	139.0	92.8	79.4	79.1	90.8	118.1	108.4
Columbus	87.9	86.1	80.8	95.2	84.2	84.8	97.5	85.4	106.8
McCook	86.8	88.2	80.9	103.6	99.7	81.5	NA	77.6	90.6
Sidney	81.6	88.8	81.3	89.0	74.8	72.3	56.8	110.9	NA
Alliance	85.6	80.0	71.5	91.2	94.1	78.7	95.9	78.5	92.5
Nebraska City	93.3	75.8	98.3	97.7	91.7	91.1	97.2	85.8	NA
So. Sioux City	79.1	80.9	62.0	94.2	82.9	84.9	NA	67.8	NA
York	93.2	80.8	73.4	98.8	137.0	72.7	98.4	98.7	94.8
Falls City	95.9	91.7	69.4	103.3	111.4	93.9	94.7	56.9	105.8
Fairbury	92.9	96.2	72.6	143.3	86.9	NA	82.0	95.6	98.3
Holdrege	101.6	75.9	79.1	118.0	104.1	106.0	156.3	71.5	117.2
Chadron	92.9	81.2	64.6	101.1	83.5	101.5	94.0	122.3	NA
Broken Bow	90.0	106.8	102.3	95.7	85.5	79.5	88.6	78.1	90.0

RURAL ECONOMIC DEVELOPMENT

The following is the first installment of an article by Gene L. Swackhamer condensed and re-printed by permission from the December, 1969, issue of the Monthly Review of the Federal Reserve Bank of Kansas City. The remainder of the condensation will appear next month.

Real personal income per capita (total personal income for an area adjusted for price and population changes) is the most widely used measure of economic welfare, especially when combined with additional information on income distribution. This measure excludes other important welfare considerations such as leisure, quality changes in goods, services and environment, and the spiritual and noneconomic aspects of human welfare.¹

Real personal income per capita is also a good measure of economic growth, especially at local or subnational levels. Economic growth is not dependent upon maintaining or increasing population, but prolonged loss of population leads to declines in demand for goods and services and, hence, employment, which may make continued income gains unsustainable. In sparsely populated regions, a larger proportion of personal income per capita may be required for education and other governmental services. Because economic growth is a many-sided process, real personal income per capita is often used in combination with population and other welfare measures.²

Not all rural residents want growth and development or, at least, they don't want what accompanies it. This realization immediately introduces some important aspects of temporal and intangible value. The availability of fresh air, unobstructed views, less population stress, accessibility to place of work, outdoor recreation, and numerous other intangibles compensate some rural residents for the income foregone by not pursuing other employment alternatives.

It would be misleading, however, to believe that all rural residents value rural living above income. Migration from rural to urban living is evidence that economic considerations weigh heavily in career decisions. Although rural nonfarm population increased modestly each census from 1900 until 1960 - when definitional changes resulted in about a 1 percent decrease - farm population has declined dramatically. Net migration from farms was 6.3 million in the 1920's, 3.8 million in the 1930's, 9.5 million in the 1940's, about 8 million in the 1950's, and approximately 5.2

million through the first eight years of the current decade. In part, it is this exodus that has stimulated interest in rural economic development. Loss of population threatens numerous small towns and rural communities.

Rural merchants need customers to stay in business, so they often view any attempt to increase population as economic development - regardless of the community impact. Economic development means much more than a larger population and more employment - often called extensive growth. It also means increased economic opportunity for residents and higher per capita real incomes. Thus, providing gainful employment for the formerly unemployed, increasing the productivity of the labor force, and providing higher-skill opportunities for the underemployed³ are desirable goals of economic development.

The distinction between extensive growth (more population) and the latter - call it "intensive growth" (higher per capita real income) - is important. Although some firms may gain from population growth, the average citizen may not benefit, or may even be worse off. If the population increase is from in-migrants, or of lower-wage employment, or if the cost of additional governmental services exceeds additions to real income, then the average citizen has not gained and meaningful community economic development is questionable.

Yet, the role of population cannot be ignored. Studies have shown population growth is systematically related to growth in median family income in small- and medium-sized municipalities.⁴ In large communities, population can become a burden. Cities over 250,000 population tend to exhibit higher relative costs for public and private industry and diseconomies of scale resulting in higher per capita public expenditure and employment.⁵ On the basis of findings such as these, development guidelines advocating balanced patterns of urbanization, reduction of barriers to migration, development of new communities, and population dispersion seem to be emerging.

³Underemployment occurs when people earn less than their potential because their nominally full-time occupation is only seasonal, or when they do work they use inefficient methods of production from which they receive little income.

⁴Urban and Rural America, pp. 34-43.

⁵ibid, pp. 56-57.

¹Urban and Rural America: Policies for Future Growth, Advisory Commission on Intergovernmental Relations Report No. A-32, Washington, D. C., April, 1968.

²ibid, pp. 30-31.

TABLE III
POPULATION OF ECONOMIC DEVELOPMENT REGIONS, 1960 AND ESTIMATES FOR 1968 AND 1969

Region*	1960	1968	1969	Percentage Change		Region*	1960	1968	1969	Percentage Change	
	Census	Estimate	Estimate	1968-69	1960-69		Census	Estimate	Estimate	1968-69	1960-69
1	374,771	467,873	484,380	+ 3.53	+29.25	14	47,556	44,426	44,649	+ 0.50	- 6.11
2	155,272	167,642	173,369	+ 3.42	+11.66	15	32,816	34,384	36,032	+ 4.79	+ 9.80
3	12,168	13,016	13,879	+ 6.63	+14.06	16	26,205	25,454	25,197	- 1.01	- 3.85
4	51,594	49,382	49,507	+ 0.25	- 4.05	17	28,041	26,550	26,294	- 0.96	- 6.23
5	44,574	49,495	50,441	+ 1.91	+13.16	18	32,542	31,654	32,384	+ 2.31	- 0.49
6	29,864	28,353	28,595	+ 0.85	- 4.25	19	18,153	17,458	17,656	+ 1.13	- 2.74
7	34,639	31,412	31,532	+ 0.38	- 8.97	20	23,258	21,954	21,455	- 2.72	- 7.75
8	36,435	36,596	36,526	- 0.19	+ 0.25	21	25,928	20,854	21,339	+ 2.33	-17.70
9	30,421	29,100	29,106	+ 0.02	- 4.32	22	45,607	46,871	47,592	+ 1.54	+ 4.35
10	48,356	48,972	50,114	+ 2.33	+ 3.64	23	32,848	30,486	30,589	+ 0.34	- 6.88
11	60,314	59,546	59,041	- 0.85	- 2.11	24	35,115	32,502	32,837	+ 1.03	- 6.49
12	59,375	67,465	68,177	+ 1.06	+14.82	25	34,774	32,673	33,276	+ 1.85	- 4.31
13	52,102	51,386	53,183	+ 3.50	+ 2.07	26	39,193	36,012	35,173	- 2.33	-10.26
Total							1,411,921	1,501,516	1,532,323	+ 2.05	+ 8.53

*For delineation of regions, see map, p. 1.
Source: Calculated from Table I by Bureau of Business Research.