

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

NET TAXABLE RETAIL SALES, 1971-1972

Net Taxable retail sales made by Nebraska firms were \$4,020 million in 1972 (Table 1, page 2).¹ This represented an 11.6 percent gain over 1971's dollar volume of \$3,604 million. Following a 9.0 percent 1970-to-1971 increase, the 1972 situation was one of an increase in the rate of increase. From 1968, the first full year of retail taxation, to 1972 there has been a 37.8 percent increase, or an average compound annual growth rate of 8.3 percent. For the 1968-to-1971 period, the average annual rate of increase had been less, at 7.3 percent.

The commodities component of the Consumer Price Index rose 3.0 percent from 1971 to 1972; from 1968 to 1972, the increase was 16.6 percent, or at an annual compound growth rate of 3.9 percent. Estimates of population² show an increase, from July 1, 1971, to July 1, 1972, of 1.1 percent; from July 1, 1968,

to July 1, 1972, the increase was estimated as 3.6 percent, or at a compound annual growth rate of 0.9 percent (Columns 6 and 7 of Table 2, page 3).

After discounting the 1971-1972 growth in dollar sales, of 11.6 percent, for the general rise in commodity prices, of 3.0 percent, there remains a marked rise in aggregate real or physical volume of taxable retail activity. Further discounting the rise in aggregate real activity for the estimated increase in population of 1.1 percent leaves a marked rise in goods consumed per capita, or per person on the average. Despite some lack of representation of the commodities component of the Consumer Price Index and some impreciseness in the population estimates, real taxable retail activity per person—as measured in 1967 dollars—rose from \$2,036 in 1971 to \$2,180 in 1972, or slightly more than 7 percent (Table 2, page 3). Not all persons shared equally, however, in the real gains in consumption of retail commodities. There is, nevertheless, ample indication that the real consumption per person showed a notable increase (last two columns of Table 2, page 3).

First quarter, 1973, data indicate that the improvement in taxable retail activity is continuing (Table 2, page 3). From the (Continued on page 3)

¹The reader is referred to the September, 1969, September and October, 1970, and July, 1972, issues of *Business in Nebraska* for previous articles which contain data and explanations that are relevant as background material for this article. Copies of these issues may be had upon request from the Bureau of Business Research.

²Bureau of Business Research estimates as adjusted for findings of the 1970 Census of Population. See *Business in Nebraska*, February, 1973.

CHANGES IN NET TAXABLE RETAIL SALES IN NEBRASKA BY STATE PLANNING AND DEVELOPMENT REGIONS, 1971-1972

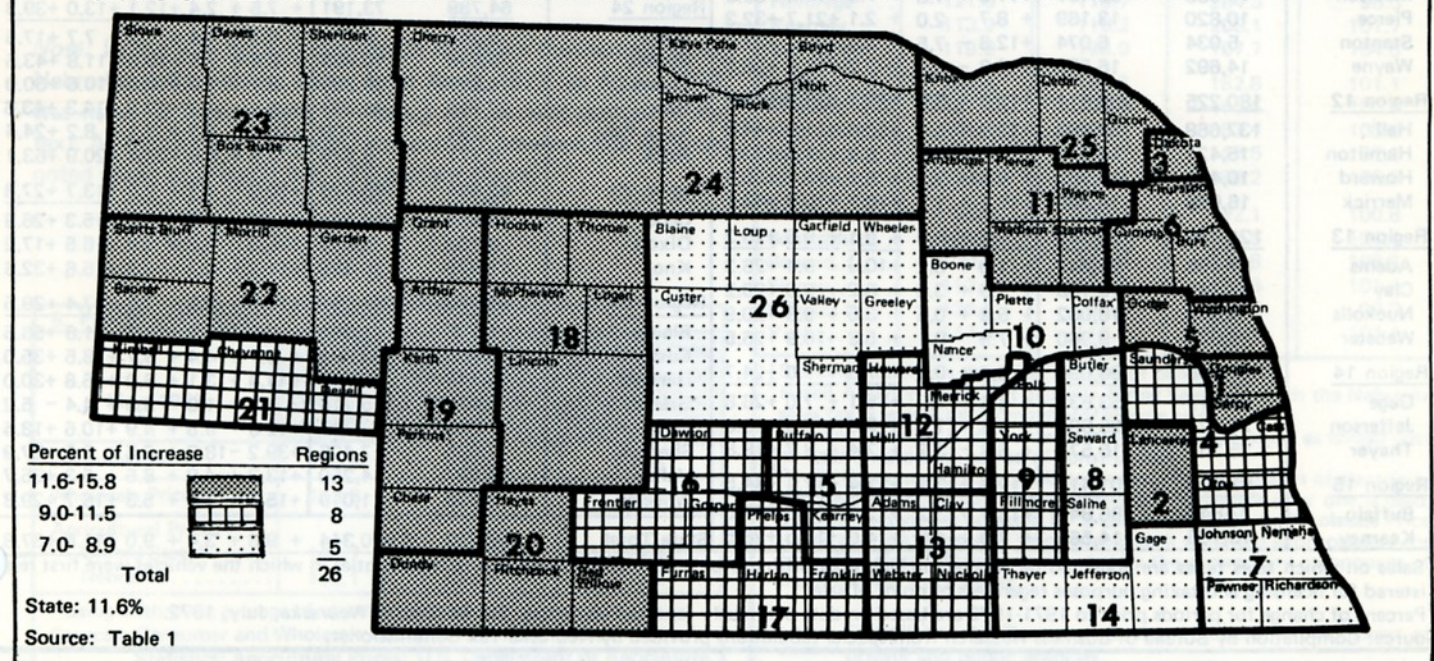


TABLE 1

NET TAXABLE RETAIL SALES¹ IN NEBRASKA'S PLANNING AND DEVELOPMENT REGIONS, 1971 and 1972,
WITH YEAR-TO-YEAR PERCENTAGE CHANGES, 1968-1972

Region and Counties	Thousands of Dollars		Percent of Change ²					Region and Counties	Thousands of Dollars		Percent of Change ²				
	1971	1972	1968-1969	1969-1970	1970-1971	1971-1972	1968-1972		1971	1972	1968-1969	1969-1970	1970-1971	1971-1972	1968-1972
Region 1	1,280,066	1,428,924	+ 8.7 + 5.4 + 9.1 + 11.6 + 39.6					Region 16	59,507	65,527	+ 11.6 + 1.6 + 8.3 + 10.1 + 35.7				
Douglas	1,201,878	1,336,006	+ 8.9 + 4.9 + 8.8 + 11.2 + 38.2					Dawson	50,836	55,939	+ 11.6 + 1.2 + 7.6 + 10.0 + 33.7				
Sarpy	78,188	92,918	+ 6.0 + 13.6 + 14.6 + 18.8 + 63.8					Frontier	5,039	5,385	+ 11.1 + 2.0 + 10.6 + 6.9 + 34.0				
Region 2	442,520	500,445	+ 12.6 + 4.1 + 11.3 + 13.1 + 47.5					Gosper	3,632	4,203	+ 12.0 + 7.8 + 15.9 + 15.7 + 61.9				
Lancaster	442,520	500,445	+ 12.6 + 4.1 + 11.3 + 13.1 + 47.5					Region 17	56,720	63,081	+ 6.5 + 3.2 + 9.1 + 11.2 + 33.2				
Region 3	30,034	34,480	+ 9.7 + 6.9 + 7.7 + 14.8 + 45.0					Franklin	8,155	8,763	+ 6.9 - 0.6 + 5.9 + 7.5 + 20.9				
Dakota	30,034	34,480	+ 9.7 + 6.9 + 7.7 + 14.8 + 45.0					Furnas	13,008	14,652	+ 7.1 - 1.2 + 6.9 + 12.6 + 27.5				
Region 4	88,211	96,485	+ 13.2 - 1.9 + 4.5 + 9.4 + 26.7					Harlan	8,396	9,285	+ 11.0 + 7.5 + 14.6 + 10.6 + 51.2				
Cass	25,634	27,819	+ 5.0 + 5.6 + 5.0 + 8.5 + 26.4					Phelps	27,161	30,381	+ 4.7 + 5.4 + 9.5 + 11.9 + 35.2				
Otoe	34,608	38,131	+ 8.7 + 2.4 + 5.5 + 10.2 + 29.2					Region 18	89,219	100,713	+ 9.2 + 6.1 + 14.2 + 12.9 + 49.3				
Saunders	27,969	30,535	+ 25.7 - 12.2 + 2.9 + 9.2 + 24.0					Hooker	1,896	1,989	+ 10.4 - 2.5 + 5.7 + 4.9 + 19.4				
Region 5	116,577	130,362	+ 9.6 + 4.1 + 8.0 + 11.8 + 37.8					Lincoln	83,744	94,938	+ 8.2 + 7.0 + 14.5 + 13.4 + 50.4				
Dodge	90,034	101,388	+ 8.1 + 3.0 + 7.3 + 12.6 + 34.5					Logan	1,105	1,247	+ 2.6 + 13.1 - 7.1 + 12.9 + 21.8				
Washington	26,543	28,974	+ 15.8 + 8.0 + 10.7 + 9.2 + 50.8					McPherson	412	481	+ 16.1 - 10.6 + 14.1 + 16.7 + 38.2				
Region 6	47,577	55,104	+ 11.5 + 0.8 + 6.7 + 15.8 + 38.8					Thomas	2,062	2,058	+ 58.2 - 16.3 + 22.7 - 0.2 + 62.2				
Burt	17,151	19,342	+ 11.4 + 2.8 + 3.0 + 12.8 + 33.1					Region 19	47,055	53,113	+ 9.9 + 0.6 + 15.2 + 12.8 + 43.8				
Cuming	21,458	25,926	+ 12.7 - 1.6 + 10.2 + 20.8 + 47.2					Arthur	667	632	+ 15.0 - 12.7 + 32.9 - 5.2 + 26.4				
Thurston	8,968	9,836	+ 8.9 + 2.8 + 6.2 + 9.7 + 30.7					Chase	10,807	13,128	+ 13.1 + 1.0 + 13.1 + 21.5 + 57.1				
Region 7	57,117	61,626	+ 19.2 - 0.8 + 5.8 + 7.9 + 35.0					Grant	2,018	2,035	+ 20.4 + 6.5 + 0.8 + 0.8 + 30.4				
Johnson	9,349	9,904	+ 7.5 - 4.2 + 7.4 + 5.9 + 17.2					Keith	25,376	28,609	+ 6.1 - 1.0 + 17.1 + 12.7 + 38.7				
Nemaha	16,687	18,051	+ 21.3 - 0.6 + 5.0 + 8.2 + 37.1					Perkins	8,187	8,709	+ 15.7 + 14.7 + 14.9 + 6.4 + 48.0				
Pawnee	5,609	6,058	+ 14.1 - 6.6 + 6.0 + 8.0 + 22.1					Region 20	48,547	54,432	+ 2.7 + 8.0 + 5.9 + 12.1 + 31.6				
Richardson	25,472	27,613	+ 24.2 + 1.8 + 5.7 + 8.4 + 44.9					Dundy	5,067	5,784	+ 5.7 + 1.8 + 6.6 + 14.2 + 30.9				
Region 8	66,301	71,803	+ 10.6 + 0.2 + 7.2 + 8.3 + 28.7					Hayes	932	1,199	- 1.0 + 6.0 + 0.8 + 28.6 + 35.9				
Butler	13,544	14,455	+ 9.7 - 0.1 + 5.6 + 6.7 + 23.5					Hitchcock	4,739	5,311	- 2.8 - 3.7 - 0.9 + 12.1 + 3.8				
Seward	26,983	29,917	+ 10.7 - 1.1 + 8.0 + 10.9 + 31.1					Red Willow	37,809	42,138	+ 3.3 + 10.7 + 6.9 + 11.4 + 36.2				
Saline	25,774	27,431	+ 11.0 + 1.9 + 7.3 + 6.4 + 29.1					Region 21	43,840	47,888	+ 9.1 + 2.4 + 3.2 + 9.2 + 26.0				
Region 9	64,002	69,820	+ 3.7 - 1.6 + 11.0 + 9.1 + 23.6					Cheyenne	23,386	26,098	+ 7.8 + 2.7 + 6.8 + 11.6 + 32.0				
Fillmore	16,518	17,940	+ 1.7 - 6.6 + 4.3 + 8.6 + 7.6					Deuel	5,834	6,315	+ 15.2 - 3.7 + 9.6 + 8.2 + 31.6				
Polk	9,813	10,541	+ 7.0 - 9.6 + 9.4 + 7.4 + 13.8					Kimball	14,620	15,475	+ 8.8 + 4.2 - 4.2 + 5.8 + 15.1				
York	37,671	41,339	+ 3.8 + 3.7 + 14.7 + 9.7 + 35.4					Region 22	110,193	125,580	+ 8.6 + 1.2 + 8.1 + 14.0 + 35.4				
Region 10	108,800	117,933	+ 12.9 + 0.2 + 6.1 + 8.4 + 30.1					Banner	621	816	- 2.2 - 9.0 + 30.5 + 31.4 + 52.5				
Boone	15,962	16,884	+ 13.7 - 3.7 + 5.6 + 5.8 + 22.3					Garden	5,013	5,723	+ 22.4 + 0.7 + 7.7 + 14.2 + 51.7				
Colfax	18,694	20,611	+ 14.9 - 0.8 + 3.5 + 10.3 + 30.1					Morrill	11,534	12,889	+ 1.8 + 1.6 + 9.7 + 11.7 + 26.8				
Nance	6,639	6,948	+ 10.9 - 4.3 + 3.1 + 4.7 + 14.6					Scotts Bluff	93,025	106,152	+ 8.9 + 3.6 + 5.4 + 14.1 + 35.6				
Platte	67,505	73,490	+ 12.4 + 1.9 + 7.3 + 8.9 + 33.9					Region 23	64,066	72,147	+ 6.4 + 3.4 + 8.9 + 12.6 + 35.0				
Region 11	125,703	145,252	+ 11.3 + 0.3 + 6.8 + 15.6 + 37.7					Box Butte	24,628	27,198	+ 5.0 + 1.9 + 11.0 + 10.4 + 31.1				
Antelope	16,089	18,953	+ 12.3 - 2.3 + 13.9 + 17.8 + 47.2					Dawes	19,188	21,266	+ 9.0 + 3.8 + 7.8 + 10.8 + 35.3				
Madison	79,068	90,457	+ 11.8 + 1.8 + 7.3 + 14.4 + 39.8					Sheridan	18,824	21,913	+ 5.4 + 6.1 + 7.7 + 16.4 + 40.1				
Pierce	10,820	13,169	+ 8.7 - 2.0 + 2.1 + 21.7 + 32.3					Sioux	1,426	1,770	+ 9.1 - 7.4 + 5.2 + 24.1 + 31.8				
Stanton	5,034	6,074	+ 12.3 - 7.5 + 2.0 + 20.7 + 27.9					Region 24	64,789	73,191	+ 7.5 + 2.4 + 12.1 + 13.0 + 39.3				
Wayne	14,692	16,599	+ 9.3 - 0.1 + 2.2 + 13.0 + 26.2					Boyd	5,347	5,761	+ 0.3 + 1.4 + 7.2 + 7.7 + 17.5				
Region 12	180,225	200,511	+ 12.0 + 3.5 + 10.1 + 11.3 + 42.0					Brown	9,835	10,993	+ 8.6 + 7.5 + 10.0 + 11.8 + 43.5				
Hall	137,668	153,103	+ 12.9 + 4.4 + 10.6 + 11.2 + 44.8					Cherry	14,827	16,395	+ 8.1 + 1.0 + 8.5 + 10.6 + 30.9				
Hamilton	15,421	17,242	+ 4.1 - 0.9 + 6.8 + 11.8 + 23.2					Holt	27,715	31,667	+ 9.1 + 1.1 + 13.9 + 14.3 + 43.6				
Howard	10,498	11,782	+ 9.4 + 2.1 + 8.1 + 12.2 + 35.6					Keya Paha	1,294	1,400	+ 10.0 - 3.2 + 8.1 + 8.2 + 24.4				
Merrick	16,638	18,384	+ 15.1 + 1.7 + 10.7 + 10.5 + 43.1					Rock	5,771	6,975	+ 2.5 + 6.6 + 23.4 + 20.9 + 63.1				
Region 13	124,830	136,792	+ 0.8 + 4.0 + 9.1 + 9.6 + 25.3					Region 25	42,624	48,478	+ 10.9 - 1.3 + 2.3 + 13.7 + 27.3				
Adams	87,458	95,647	- 1.0 + 5.2 + 10.3 + 9.4 + 26.3					Cedar	16,851	19,423	+ 13.0 - 3.2 + 0.6 + 15.3 + 26.8				
Clay	13,745	15,103	+ 1.9 + 3.6 + 6.2 + 9.9 + 23.2					Dixon	8,103	8,627	+ 5.8 - 0.3 + 4.4 + 6.5 + 17.2				
Nuckolls	14,648	16,082	+ 5.8 + 0.5 + 3.6 + 9.8 + 20.9					Knox	17,670	20,428	+ 11.2 + 0.2 + 2.9 + 15.6 + 32.6				
Webster	8,979	9,960	+ 7.9 - 0.1 + 5.8 + 10.9 + 26.5					Region 26	64,370	69,151	+ 11.5 + 0.5 + 7.6 + 7.4 + 29.5				
Region 14	89,796	96,096	+ 8.3 + 0.3 + 7.3 + 7.0 + 24.7					Blaine	1,109	1,351	- 0.9 + 10.2 + 17.7 + 21.8 + 56.5				
Gage	50,117	53,637	+ 8.5 + 1.0 + 8.1 + 7.0 + 26.8					Custer	30,956	33,602	+ 8.7 + 4.4 + 9.7 + 8.5 + 35.0				
Jefferson	24,428	25,884	+ 8.8 + 1.5 + 5.6 + 6.0 + 23.6					Garfield	4,748	5,071	+ 11.4 + 3.1 + 6.0 + 6.8 + 30.0				
Thayer	15,251	16,575	+ 6.8 - 3.9 + 7.4 + 8.7 + 19.8					Greeley	5,474	5,716	- 5.2 - 1.0 - 3.3 + 4.4 - 5.2				
Region 15	91,030	101,410	+ 12.6 + 3.4 + 11.4 + 11.4 + 44.5					Loup	648	717	+ 12.9 - 9.5 + 4.9 + 10.6 + 18.5				
Buffalo	77,844	86,845	+ 13.7 + 3.2 + 12.8 + 11.6 + 47.6					Sherman	7,035	7,425	+ 39.2 - 18.2 + 6.5 + 5.5 + 27.9				
Kearney	13,186	14,565	+ 7.0 + 4.6 + 4.0 + 10.5 + 28.5					Valley	13,527	14,250	+ 13.2 + 4.9 + 8.5 + 5.3 + 35.7				
								Wheeler	873	1,019	+ 15.4 - 8.5 + 5.3 + 16.7 + 29.8				
State Total	3,603,719	4,020,344	+ 9.6 + 3.4 + 9.0 + 11.6 + 37.8												

¹ Sales on which sales taxes are collected by retailers in Nebraska, with motor vehicle sales recorded as in the counties in which the vehicles were first registered for licensing and taxing purposes regardless of point of sale.

² Percent of change for periods prior to 1971-1972 are based on data previously reported elsewhere. See *Business in Nebraska*, July, 1972.

Source: Compilation by Bureau of Business Research from special tabulations provided by Nebraska Tax Commissioner.

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James H. Zumberge, *Chancellor*Ronald L. Smith, *Dean*

College of Business Administration

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BUREAU OF BUSINESS RESEARCH

Member, Association for University Business and Economic Research

200 CBA, City Campus
Lincoln 68508; Phone (402) 472-2334E. S. Wallace, *Director*Edward L. Hauswald, *Associate Director*Vernon Renshaw, *Statistician*Duane Hackmann, *Research Associate*Mrs. Marilyn Mertens, *Research Analyst*

(Continued from page 1)

first quarter, 1972, to the first quarter, 1973, real, or constant-dollar sales per person increased 7.4 percent. It can be said, therefore, that the retail sector of the state's economy is continuing to show considerable growth—especially when compared with the 1970-to-1971 and 1971-to-1972 changes.

In general, growth of per capita sales in the state has accelerated since the recession year of 1970. A 2.0 percent decline in 1970 in real sales per capita (dollar sales deflated for price level rises and divided by population) has been followed by gains of 3.9 percent in 1971 and 7.1 percent in 1972 (Table 2, page 3). A continuing rise is evidenced by the first quarter, 1972-to-first quarter, 1973 real gain of 7.4 percent.

Analysis of the 1971-to-1972 changes reveals that all regions and all but two counties—Arthur and Thomas—recorded gains in dollar sales (Table 1, page 2). Percentagewise, the regional gains ranged from a low of 7.0 percent for Region 14 (Gage, Jefferson, Thayer) to a high of 15.8 percent for Region 6 (Burt, Cuming, Thurston). Thirteen of the state's 26 planning and development regions had gains equal to or in excess of the 11.6 percent state increase (Map on page 1).

Countywise, gains ranged from 0.8 percent for Grant to 31.4 for Banner. Thirty-nine of the state's 93 counties had gains equal to or greater than the state's 11.6 percent. Arthur County reported a decline of 5.2 percent; Thomas County, one of 0.2 percent. As noted elsewhere,³ numerous large percentage increases stem from combinations of (1) small absolute changes on small bases and (2) unusually large changes in dollar volumes of motor vehicle "sales," which are the taxable valuations of registrations made at county seats where new vehicles are first registered for licensing and retail sales taxing purposes rather than at point of sale.

Seven regions and 22 counties show dollar sales per person in excess of the state's per person sales of \$2,636 (Table 3, page 6). As expected, the regions lie in the east-west, I-80, Platte River "belt." Countywise, the pattern reflects a combination of (1) the drawing power of principal trade centers in the more densely populated urbanized areas of the eastern and central parts of the state with (2) the drawing power of those centers in the western and north central parts of the state having greater degrees of isolation.

Some indication of the retail trade drawing power is given by

³See Bureau of Business Research's *Quarterly Release of Net Taxable Retail Sales, First Quarter, 1972 and 1973*.

the ratio of per capita sales of regions and counties to per capita sales of the state, of \$2,636. Thus, for example, Region 19, centered on Ogallala, with a ratio of 113.6 leads the regions in drawing power. This region is typical of those having few competitive trade centers and, hence, greater drawing power for those in the region. Region 25 (Cedar, Dixon, Knox), on the other hand, with the lowest regional ratio of 59.9 represents the extreme case of a region which has no major trading center. In this case, trade goes to relatively close centers, such as O'Neill, Norfolk, and South Sioux City, which are in other regions.

As expected, a review of the 22 counties reveals each as either having one of the state's principal trading centers or a situation of relative trade-center isolation. Thus Hall County, with Grand Island as its center, represents a case of a strong inter-regional competitive situation. Red Willow County, with McCook, Keith County, with Ogallala, and Brown County, with Ainsworth, represent relatively isolated intraregional trade-center situations. This, of course, is not to say that the "relatively isolated" centers have no competition. It is only meant to point them up as representing situations that differ in character from, for example, Omaha, for which the drawing power is a function, in large part, of the population density of nearby regions. The low drawing power of, for example, Region 4, with its centers of Plattsmouth, Bellevue, and Wahoo, is a distinct reflection of the competitive strengths of the Omaha and Lincoln trade centers. It is left to the readers to make similar comparisons of those regions relevant to particular trade centers.

In 1972 there were 27 localities whose net taxable retail sales, excluding motor vehicle sales,⁴ (Continued on page 6)

⁴Motor vehicle sales are collected by county treasurers and reported as originating in the county seats in which the registrations are first made rather than at points of sale. Not all localities being compared here are county seats; motor vehicle sales are excluded for comparison purposes.

TABLE 2
CHANGE IN NET TAXABLE RETAIL SALES PER CAPITA IN NEBRASKA, 1968-1972

Year	Current Dollar Sales		Consumer Price Index ¹		Population ²		Sales Adjusted for Price Changes ³			
	Millions of Dollars	Percent of Change	1967= 100.0	Percent of Change	Thousands of Persons	Percent of Change	Millions of 1967 Dollars	Percent of Change	1967 Dollars Per Person	Percent of Change
1968	\$2918.1	—	103.7	—	1472	—	\$2814.0	—	\$1912	—
1969	3198.1	+ 9.6	108.4	+ 4.5	1476	+ 0.3	2950.3	+ 4.8	1999	+ 4.5
1970	3306.6	+ 3.4	113.5	+ 4.7	1486	+ 0.7	2913.3	- 1.3	1960	- 2.0
1971	3603.7	+ 9.0	117.4	+ 3.4	1508	+ 1.5	3069.6	+ 5.4	2036	+ 3.9
1972	4020.3	+11.6	120.9	+ 3.0	1525	+ 1.1	3325.3	+ 8.3	2180	+ 7.1
First Quarter										
1971	892.8	—	119.3	—	1524	—	748.4	—	491.0	—
1972	1013.7	+13.5	124.7	+ 4.5	1541	+ 1.1	812.9	+ 8.6	527.5	+ 7.4

¹Commodities component of Bureau of Labor Statistics' Consumer Price Index.

²Estimates by Bureau of Business Research.

³Current dollar sales (of Column 2) divided by population (of Column 6).

Source: Compilation by Bureau of Business Research.

Review and Outlook

The Nebraska dollar-volume index (Table 2) moved up sharply from April to May to a level of 172.8 percent of the 1967 average compared with a (revised) level of 159.6 in April. The upward revision of nearly 4 percentage points in the April figure (from the published level of 155.8) is the result of the incorporation into the index of newly available data on cash receipts from farm marketings and wage and salary disbursements.

The sharp rise in the overall index from April to May can be attributed primarily to a dramatic jump in cash receipts from farm marketings, which resulted in an increase in the agricultural index from a (revised) level of 135.0 in April to 200.0 in May. Given the uncertainty currently facing the agricultural sector, large month-

to-month fluctuations in farm marketings may be common in the coming months, so large monthly movements in the agricultural and overall index should not be taken to indicate changes in the trend of economic activity.

Monthly changes in the Nebraska nonagricultural indexes have not been as erratic as changes in the agricultural index, but neither have all nonagricultural changes been smooth. The overall non-agricultural index increased from a (revised) level of 164.5 in April to 167.4 in May after falling from a (revised) March level of 166.0. Limitations of the available indicators and frequent revisions of the basic data suggest that care be exercised in interpreting month-to-month changes in business indexes.

(Continued on page 5)

Notes for Tables 1 and 2: (1) The "distributive" indicator represents a composite of wholesale and retail trade; transportation, communication, and utilities; finance, insurance, and real estate; and selected services. (2) The "physical volume" indicator and its components represent the dollar volume indicator and its components adjusted for price changes using appropriate price indexes—see Table 5, page 5.

ECONOMIC INDICATORS: NEBRASKA AND UNITED STATES

1. CHANGE FROM PREVIOUS YEAR

Indicator	Current Month as Percent of Same Month Previous Year		1973 Year to Date as Percent of 1972 Year to Date	
	Nebraska	U.S.	Nebraska	U.S.
Dollar Volume	116.1	113.3	114.5	113.2
Agricultural	145.3	131.8	136.3	129.1
Nonagricultural	110.9	112.7	110.9	112.6
Construction	114.9	111.8	121.8	111.2
Manufacturing	113.4	118.8	112.2	117.5
Distributive	110.5	110.7	110.9	111.3
Government	107.8	109.5	105.4	109.3
Physical Volume	104.4	105.4	104.9	106.5
Agricultural	107.6	99.8	103.1	99.8
Nonagricultural	103.8	105.6	105.2	106.7
Construction	106.4	103.4	113.7	103.7
Manufacturing	101.1	108.4	102.5	109.4
Distributive	104.8	105.0	106.0	106.5
Government	102.2	102.8	102.0	102.9

2. CHANGE FROM 1967

Indicator	Percent of 1967 Average	
	Nebraska	U.S.
Dollar Volume	172.8	164.9
Agricultural	200.0	177.3
Nonagricultural	167.4	164.4
Construction	205.5	178.7
Manufacturing	155.8	150.2
Distributive	165.1	168.7
Government	179.7	173.1
Physical Volume	122.9	123.4
Agricultural	119.0	109.7
Nonagricultural	123.7	123.9
Construction	138.8	120.8
Manufacturing	117.7	116.7
Distributive	125.5	128.3
Government	118.5	122.7

3. NET TAXABLE RETAIL SALES¹ OF NEBRASKA REGIONS (Unadjusted for Price Changes)

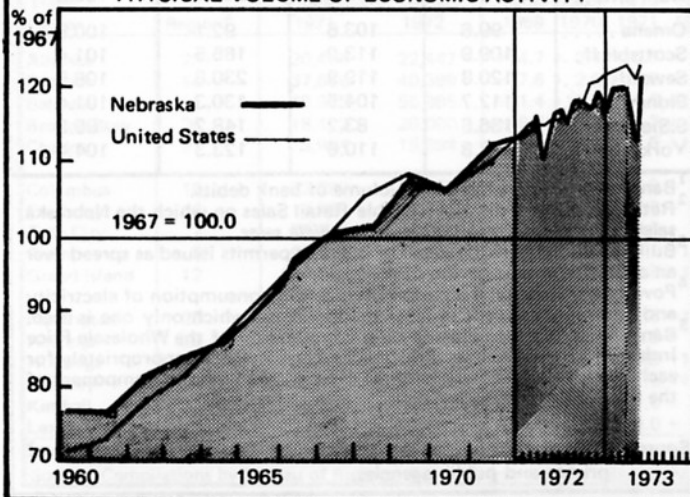
Region ² and Principal Retail Trade Center	May, 1973 as percent of May, 1972	1973 Year to Date as percent of 1972 Year to Date
<i>The State</i>	115.9	114.3
1 (Omaha)	110.3	109.6
2 (Lincoln)	114.9	113.8
3 (So. Sioux City)	78.0	99.4
4 (Nebraska City)	125.1	118.3
5 (Fremont)	124.0	114.0
6 (West Point)	127.0	121.1
7 (Falls City)	112.5	113.4
8 (Seward)	117.9	119.6
9 (York)	117.5	120.6
10 (Columbus)	121.4	120.6
11 (Norfolk)	118.7	122.5
12 (Grand Island)	120.6	117.1
13 (Hastings)	120.3	116.1
14 (Beatrice)	122.7	117.5
15 (Kearney)	113.8	115.1
16 (Lexington)	121.3	117.4
17 (Holdrege)	120.6	117.4
18 (North Platte)	121.4	117.0
19 (Ogallala)	113.7	120.3
20 (McCook)	123.0	116.9
21 (Sidney, Kimball)	118.5	114.5
22 (Scottsbluff)	128.8	116.4
23 (Alliance, Chadron)	123.5	117.1
24 (O'Neill)	123.8	122.5
25 (Hartington)	128.4	129.0
26 (Broken Bow)	121.5	117.1

¹Sales on which sales taxes are collected by retailers located in the state, including motor vehicle sales.

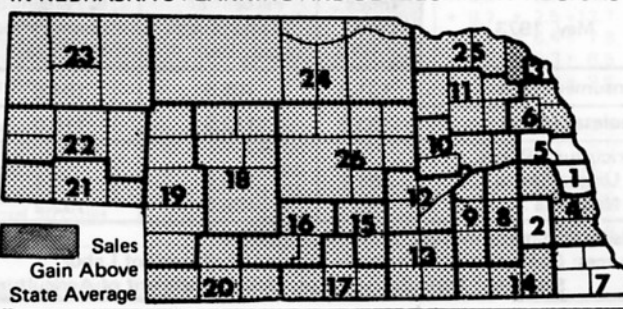
²"Planning and development" regions as established by the Nebraska Office of Planning and Programming and shown in the map below.

Source: Compilations by Bureau of Business Research from data provided by the Nebraska Tax Commissioner.

PHYSICAL VOLUME OF ECONOMIC ACTIVITY



1973 YEAR TO DATE AS PERCENT OF 1972 YEAR TO DATE IN NEBRASKA'S PLANNING AND DEVELOPMENT REGIONS



(Continued from page 4)

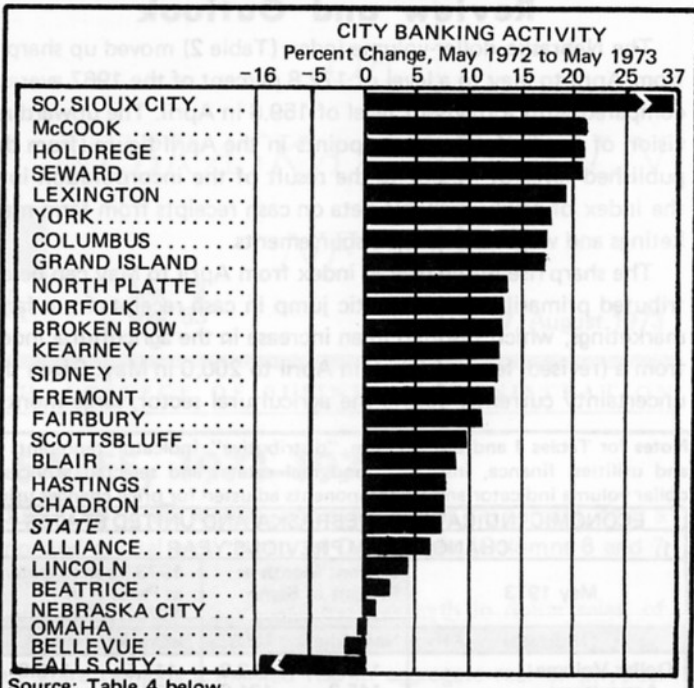
Indications of change from 1972 to 1973, however, have been more consistent than the indications of monthly change. The overall dollar-volume index for the state was up 16.1 percent from May, 1972, to May, 1973, and the state nonagricultural index increased by 10.9 percent over the same period (Table 1). The May-to-May increase in the nonagricultural index was equal to the average year-to-date increase from the first five months of 1972 to the first five months of 1973. Because of a very large May-to-May increase in the agricultural index (45.3 percent), the May-to-May increase in the overall dollar-volume index (16.1 percent) exceeded the year-to-date increase (14.5 percent). The agricultural index has had the greatest year-to-date increase from 1972 to 1973 (36.3 percent) of the five sector indexes, while the government index has had the least increase (5.4 percent).

The year-to-date increase in the overall national dollar-volume index (13.2 percent) has been less than the Nebraska dollar-volume increase, but the year-to-date increase in the national nonagricultural index (12.6 percent) has exceeded the Nebraska nonagricultural increase. As with the Nebraska economy, the fastest-growth national sector has been agriculture and the slowest-growth national sector has been government. Most of the agricultural growth has resulted from increases in agricultural prices, which rose 29.4 percent nationally and 32.2 percent in Nebraska from the first five months of 1972 to the first five months of 1973. Over the same period the wholesale price index increased 10 percent and the consumer price index rose 4.6 percent.

Net taxable retail sales in Nebraska increased 15.9 percent from May, 1972, to May, 1973 (Table 3). Of Nebraska's 26 regions, 16 experienced increases in excess of 20 percent. From the first five months of 1972 to the first five months of 1973, the rate of growth of retail activity in Nebraska was slightly less (14.3 percent) than from May to May. This acceleration of Nebraska sales in May ran counter to the national pattern of a slowdown in the rate of sales growth in May. Excluding motor vehicle sales and adjusting for price increases, the May-to-May increase in retail activity was 8.3 percent (Table 4). Over the same period price-adjusted banking activity increased 7.1 percent.

V. R.

Note: In the July issue of *Business in Nebraska* the increase in the Nebraska dollar-volume index from April, 1972, to April, 1973, was listed as 12.2 percent in Table 1 and as 11.2 percent in the text. At that time 11.2 percent was correct; however, the revisions noted above now result in a 13.9 percent figure.



Source: Table 4 below.

4. MAY CITY BUSINESS INDICATORS

The State and Its Trading Centers	Percent of Same Month a Year Ago			
	Banking Activity ¹	Retail Activity ²	Building Activity ³	Power Consumption ⁴
	(Adjusted for Price Change) ⁵			
<i>The State</i>	107.1	108.3	167.1	100.9
Alliance	106.4	118.7	692.6	92.6
Beatrice	102.2	110.0	85.8	108.6
Bellevue	98.0	99.8	103.6	110.9*
Blair	108.7	109.3	67.8	98.2
Broken Bow	113.4	125.0	244.2	101.4
Chadron	107.3	120.5	507.5	112.7
Columbus	117.3	111.6	168.1	113.2
Fairbury	111.1	118.3	137.1	98.4*
Falls City	84.2	106.9	11.3	103.2
Fremont	112.5	109.7	308.6	88.8*
Grand Island	117.1	112.1	259.3	97.2
Hastings	107.6	111.5	80.7	103.5
Holdrege	121.0	119.7	284.3	95.6
Kearney	113.2	110.2	208.1	101.7
Lexington	119.2	106.0	157.7	104.6
Lincoln	104.4	107.6	162.8	101.1
McCook	121.2	118.7	166.5	105.4
Nebr. City	101.3	106.1	53.4	108.8
Norfolk	113.5	110.3	147.5	102.1
No. Platte	113.8	113.2	289.2	100.8
Omaha	99.6	103.6	92.1	100.8
Scottsbluff	109.9	113.0	165.5	101.4
Seward	120.8	119.9	230.8	106.5
Sidney	112.7	104.5	130.3	101.4
S.Sioux City	136.6	83.2	148.2	99.3
York	117.8	110.6	123.3	104.4

¹ Banking Activity is the dollar volume of bank debits.
² Retail Activity is the Net Taxable Retail Sales on which the Nebraska sales tax is levied, excluding motor vehicle sales.
³ Building Activity is the value of building permits issued as spread over an appropriate time period of construction.
⁴ Power Consumption is a combined index of consumption of electricity and natural gas except in cases marked * for which only one is used.
⁵ Banking Activity is adjusted by a combination of the Wholesale Price Index and the Consumer Price Index, each weighted appropriately for each city; Retail Activity is adjusted by the commodity component of the Consumer Price Index.

Source: Compilation by Bureau of Business Research from reports of private and public agencies.

5. PRICE INDEXES

May, 1973	Index* (1967 = 100)	Percent of Same Month Last Year	Year to Date as Percent of Same Period Last Year*
Consumer Prices	131.5	105.5	104.6
Wholesale Prices	133.5	112.9	110.0
Agricultural Prices			
United States	161.7	132.0	129.4
Nebraska	168.1	135.0	132.2

*Using arithmetic average of monthly indexes.
 Sources: Consumer and Wholesale Prices: U.S. Bureau of Labor Statistics; Agricultural Prices: U.S. Department of Agriculture.

TABLE 3
NET TAXABLE RETAIL SALES PER CAPITA IN NEBRASKA IN 1972 BY PLANNING AND DEVELOPMENT REGIONS AND COUNTIES

Region and Counties	1972 Dollar Sales ¹ Per Capita	Percent of State Per Capita ²	Region and Counties	1972 Dollar Sales ¹ Per Capita	Percent of State Per Capita ²	Region and Counties	1972 Dollar Sales ¹ Per Capita	Percent of State Per Capita ²	Region and Counties	1972 Dollar Sales ¹ Per Capita	Percent of State Per Capita ²	Region and Counties	1972 Dollar Sales ¹ Per Capita	Percent of State Per Capita ²
Region 1	2,962	112.3	Region 8	1,924	73.0	Region 13	2,622	99.5	Logan	1,307	49.6	Region 23	2,486	94.3
Douglas	3,276	124.3	Butler	1,563	59.3	Adams	3,055	115.9	McPherson	733	27.8	Box Butte	2,710	102.8
Sarpy	1,244	47.2	Seward	1,993	75.6	Clay	1,744	66.2	Thomas	2,201	83.5	Dawes	2,130	80.8
Region 2	2,813	106.7	Saline	2,101	79.7	Nuckolls	2,255	85.5	Region 19	2,994	113.6	Sheridan	3,198	121.3
Lancaster	2,813	106.7	Region 9	2,509	95.2	Webster	1,966	74.6	Arthur	1,066	40.4	Sioux	825	31.3
Region 3	2,476	93.9	Fillmore	2,298	87.2	Region 14	2,237	84.9	Chase	3,101	117.6	Region 24	2,386	90.5
Dakota	2,476	93.9	Polk	1,646	62.4	Gage	2,152	81.6	Grant	1,879	71.3	Boyd	1,590	60.3
Region 4	1,897	72.0	York	3,035	115.1	Jefferson	2,495	94.6	Keith	3,336	126.5	Brown	2,698	102.3
Cass	1,527	57.9	Region 10	2,393	90.8	Thayer	2,161	82.0	Perkins	2,676	101.5	Cherry	2,439	92.5
Otoe	2,478	94.0	Boone	2,062	78.2	Region 15	2,575	97.7	Region 20	2,598	98.5	Holt	2,495	94.6
Saunders	1,770	67.1	Colfax	2,142	81.2	Buffalo	2,552	100.6	Dundy	1,962	74.4	Keya Paha	1,089	41.3
Region 5	2,654	100.7	Nance	1,427	54.1	Kearney	2,197	83.3	Hayes	753	28.6	Rock	3,067	116.3
Dodge	2,870	108.9	Platte	2,763	104.8	Region 16	2,465	93.5	Hitchcock	1,325	60.3	Region 25	1,580	59.9
Washington	2,101	79.7	Region 11	2,373	90.0	Dawson	2,739	103.9	Red Willow	3,398	128.9	Cedar	1,610	61.1
Region 6	1,965	74.5	Antelope	2,135	81.0	Frontier	1,374	52.1	Region 21	2,560	97.1	Dixon	1,204	45.7
Burt	2,121	80.5	Madison	3,287	124.7	Gosper	1,881	71.3	Cheyenne	2,467	93.6	Knox	1,782	67.7
Cuming	2,158	81.9	Pierce	1,569	59.5	Region 17	2,532	96.0	Deuel	2,309	87.6	Region 26	2,090	79.3
Thurston	1,423	54.0	Stanton	1,011	38.3	Franklin	1,962	74.4	Kimball	2,868	108.8	Blaine	1,678	63.6
Region 7	1,980	75.1	Wayne	1,594	60.5	Furnas	2,180	82.7	Region 22	2,770	105.1	Custer	2,360	89.5
Johnson	1,701	64.5	Region 12	2,933	111.3	Harlan	2,141	81.2	Banner	801	30.4	Garfield	2,140	81.2
Nemaha	2,028	76.9	Hall	3,513	133.3	Phelps	3,235	122.7	Garden	2,010	76.2	Greeley	1,553	58.9
Pawnee	1,326	50.3	Hamilton	1,978	75.0	Region 18	2,829	107.3	Morrill	2,310	87.6	Loup	892	33.8
Richardson	2,335	88.6	Howard	1,688	64.0	Hooker	2,217	84.1	Scotts Bluff	2,958	112.2	Sherman	1,718	65.2
			Merrick	2,023	76.7	Lincoln	2,953	112.0				Valley	2,501	94.9
												Whesler	868	32.9
												STATE	2,636	100.0

¹1972 Dollar Sales divided by Estimated July 1, 1972, population. ²1972 Per Capita Dollar Sales divided by State Per Capita Dollar Sales.
Source: Compilation by Bureau of Business Research.

(Continued from page 3) amounted to at least 25 percent of the dollar sales generated in those regions for which they may be designated as the major retail trade centers. These localities plus three others comprise most of the state's major retail trade centers (Table 4, page 6). In 1972 the net taxable retail sales, as defined to exclude motor vehicle sales, of these thirty centers ranged from \$6.5 million for Hartington to \$1,184.0 million for Omaha. As a group, they accounted for \$2,725.1 million, or 76.4 percent, of the state's sales, excluding motor vehicles, of \$3,568.9 million. (It is worth noting that motor vehicle registrations produced about 12 percent of the total taxable sales in 1972. Of course, the relative portion of county and regional totals vary markedly and in numerous cases taxable motor vehicle sales equal or exceed other sales.)

Led by West Point, with a 27.2 percent gain, 16 of the 30 centers showed 1971-to-1972 increases in excess of the 11.3 percent increase in sales, other than motor vehicle, for the state as a whole (Table 4, page 6). Notably, one-third of the 30 centers had smaller relative gains from 1972 to 1973 than from 1970 to 1971. Further comparisons of the trends in various centers' trade situa-

tions may be made. Such a comparison of a particular center with its competitive center(s) should be indicative of that center's situation.
EDWARD L. HAUSWALD

QUARTERLY RETAIL SALES REPORT NOW AVAILABLE

A quarterly net taxable retail sales report is now available free upon request. This report gives the dollars of sales for the most recently available quarter and for the year to date by regions and counties for the current and preceding years with percent of the same period of the preceding year.

This report is compiled by the Bureau from monthly tabulations provided by the State Tax Commissioner's office and is issued as a service to those interested in the retail activities of local regions and counties.

To receive this publication address request to:
Bureau of Business Research, 200 CBA Building,
University of Nebraska—Lincoln, Lincoln, NE. 68508

TABLE 4
NET TAXABLE RETAIL SALES¹ IN SELECTED NEBRASKA TRADING CENTERS, 1971 and 1972,
WITH YEAR-TO-YEAR PERCENTAGE CHANGE FOR THE 1968-1972 PERIOD

Trade Center	Region ²	Thousands of Dollars		Percent of Change				Trade Center	Region ²	Thousands of Dollars		Percent of Change			
		1971	1972	1968-1969	1969-1970	1970-1971	1971-1972			1971	1972	1968-1969	1969-1970	1970-1971	1971-1972
Alliance	23	20,456	22,447	+ 4.7	+ 2.4	+10.7	+ 9.7	Lincoln	2	395,575	447,172	+12.1	+ 6.2	+ 9.5	+13.0
Beatrice	14	37,658	40,399	+ 7.6	+ 2.9	+ 9.2	+ 7.3	McCook	20	31,415	34,771	+ 3.3	+11.9	+ 4.5	+10.7
Bellevue	1	48,945	55,985	+ 1.4	+13.5	+14.6	+14.4	Nebraska City	4	21,238	22,994	+ 8.9	+ 7.6	+ 1.4	+ 8.3
Broken Bow	26	18,412	20,000	+ 9.5	+10.4	+ 9.2	+ 8.6	Norfolk	11	61,300	69,783	+11.6	+ 3.8	+ 7.1	+13.8
Chadron	23	13,964	15,694	+12.3	+ 6.8	+ 5.5	+12.4	North Platte	18	70,311	80,139	+ 7.0	+ 8.2	+13.6	+14.0
Columbus	10	52,297	56,758	+10.4	+ 3.6	+ 6.8	+ 8.5	Ogallala	19	19,665	22,063	+ 5.5	- 0.5	+14.7	+12.2
Fairbury	14	17,656	18,590	+ 8.8	+ 2.5	+ 7.3	+ 5.3	O'Neill	24	15,358	17,981	+ 9.7	+ 2.5	+13.7	+17.1
Falls City	7	16,543	17,666	+29.1	+ 0.5	+ 8.6	+ 6.8	Omaha	1	1,062,420	1,184,027	+ 7.4	+ 6.4	+ 7.8	+11.4
Fremont	5	66,494	75,407	+ 4.1	+ 7.0	+ 7.1	+13.4	Scottsbluff	22	62,488	70,843	+ 8.5	+ 5.3	+ 6.5	+13.4
Grand Island	12	119,568	134,103	+13.1	+ 6.5	+ 8.8	+12.2	Seward	8	17,041	18,717	+ 8.8	+ 0.2	+ 9.6	+ 9.8
Hartington	25	5,662	6,499	+16.7	- 1.4	- 2.3	+14.8	Sidney	21	18,058	20,202	+ 6.7	+ 6.1	+ 3.0	+11.9
Hastings	13	76,522	84,045	- 3.0	+ 7.2	+10.3	+ 9.8	So. Sioux City	3	21,100	23,473	+ 8.8	+ 7.3	+ 6.9	+11.2
Holdrege	17	21,419	23,943	+ 4.9	+ 4.1	+13.8	+11.8	West Point	6	10,555	13,426	+11.6	+ 0.4	+14.1	+27.2
Kearney	15	55,444	62,455	+14.1	+ 3.3	+11.5	+12.6	York	9	28,431	30,612	+ 6.4	+ 4.7	+14.9	+ 7.7
Kimball	21	12,053	12,589	+ 8.3	+ 4.7	- 7.0	+ 4.4	Total 30 Cities		2,438,551	2,725,129	+ 8.3	+ 6.1	+ 8.5	+11.8
Lexington	16	20,503	22,346	+ 9.5	+ 5.7	+ 6.0	+ 9.0	Total State		3,206,056	3,568,877	+ 8.5	+ 4.6	+ 8.0	+11.3

¹Excluding motor vehicle sales. ²Nebraska Planning and Development Regions.
Source: Compilations by Bureau of Business Research from special tabulations provided by Nebraska Tax Commissioner.