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

PERSONAL INCOME

The Bureau of Economic Analysis of the U.S. Department of Commerce has estimated that the total personal income in Nebraska during the second quarter of 1974 was $7.8 billion on a seasonally adjusted, annual rate basis.[1] This level represents a decline of 5.6 percent from the first quarter of 1974, and a decline of 10.4 percent from the fourth quarter of 1973. By contrast, personal income for the nation as a whole increased 2.0 percent from the first quarter of 1974 and 3.2 percent from the fourth quarter of 1973 to the second quarter of 1974. Even the national increase did not keep pace, however, with the rise in consumer prices, which increased 5.8 percent over the latter period.

Nebraska was one of ten states to experience a decline in personal income from the last quarter of 1973 to the second quarter of 1974. Its rate of decline, moreover, was larger than that of any other state. The major reason for the personal income decline in Nebraska was a decline in farm income as a result of declines in cattle prices and the volume of crop marketings. Other nearby states, which also experienced total personal income declines that were associated to a major extent with adverse agricultural developments, were Iowa, South Dakota, and Kansas. While livestock feeders were being squeezed, however, other farmers were doing quite well in some states. The seven states with the most rapid growth of total personal income, for example, experienced substantially faster growth of farm income than nonfarm income from the fourth quarter of 1973 to the second quarter of 1974.

In terms of farm income and total personal income Nebraska did not fare particularly well during the first half of 1974. In terms of nonfarm income, however, the performance was somewhat brighter. Nonfarm personal income increased 4.9 percent from the fourth quarter of 1973 in Nebraska, compared with a national increase of 4.8 percent over the same period. Also, it should be considered that the drop in overall farm income for Nebraska during this period was from record levels experienced in 1973. Farm income in 1973 in Nebraska had risen to a level 80 percent above the 1972 level. This helped raise per capita income in the state above the national average for the first time since 1948. In light of the summer drought and the unfavorable prices facing cattle feeders in 1974, farm income for this year will certainly be well below the 1973 level. Some farmers, however, will be having their best year ever, and total net farm income for the state may not compare unfavorably with pre-1972 levels.

FARM INCOME REVISIONS

It should be noted that farm income has been the most volatile and difficult-to-measure component of personal income. Because of the problems associated with measuring farm income, the farm income component of personal income has often been subject to significant revisions when bench-mark data from censuses and special surveys become available. As might be expected, it is more difficult to obtain accurate estimates of farm income on a quarterly basis than on an annual basis. As a result the recent importance of farm income changes in determining changes in total personal income in Nebraska makes imprecise the estimated quarter-to-quarter changes in personal income for the state. The quarterly personal income estimates should be regarded, therefore, with a certain amount of skepticism. The general directions of change and the performance of Nebraska compared with other states, nevertheless, may be indicated reasonably well by the estimates.

It is particularly important to be aware of revisions in farm income at this time because the U.S. Department of Agriculture has just made substantial revisions in its historical series of farm income estimates. These revisions have not yet been incorporated into the personal income data published by the Department of Commerce.[2] The major features of the USDA changes are an upward revision in several expense items and a consequent downward revision in estimated net farm income. The revisions affected Nebraska more than many states, and for 1972, for example, resulted in a downward revision for the state from the originally published figure of 15 percent in total net farm income. Incorporation of these USDA revisions into the personal income accounts should have a greater effect on the estimated level of Nebraska's personal income relative to other states than on the pattern of year-to-year and quarter-to-quarter changes. The revised personal income data will still show a substantial gain in farm income from 1972 to 1973 and a decline from 1973 to 1974 for the state. The revisions, however, are also likely to show some drop in the overall level of personal income in Nebraska relative to the nation as a whole.

VERNON D. RENSHAW

[1] The estimates appeared in the news release, "United States Department of Commerce News," BEA 74-79, November 1, 1974.

[2] See "Farm Income Situation," FIS-224, July, 1974, and FIS-224 Supplement, September, 1974, Economic Research Service, U.S. Department of Agriculture.

MISSOURI RIVER BARGE TRAFFIC AND CONTAINERIZED SHIPPING

As part of the transportation system servicing the flow of goods into and out of Nebraska, the Missouri River may easily be overlooked. The following article presents some aspects that are interesting and informative. More important, the matters discussed are relevant to planning for the state's future development, even though such planning may be principally land oriented. The article presents some findings from a study made by Dr. John J. Brasch and Dr. Clyde K. Walter, faculty members of the Department of Marketing of the College of Business Administration of the University of Nebraska-Lincoln.[1] E. L. H.

One towboat captain recently described the Missouri as "still the trickiest river in the U.S.A." Its use for commercial purposes may be traced back to 1819 when one out of three steamboats in a feasibility experiment managed to navigate from St. Louis to Council Bluffs. Ten years later the "W. D. Duncan" began the commercial transport of freight between St. Louis and Leavenworth, Kansas. The early users of the Missouri were the fur traders. While a steamer did penetrate upstream as far as Fort Pierre, South Dakota, in 1831, man-powered scows were used beyond that point until well after 1850. Steamers navigated the 2,285 miles from St. Louis to Fort Benton, Montana, as early as 1860. Traffic peaked in 1880, with records showing freight rates of 18 cents per pound and passenger fares as high as $300.

Traffic on the Missouri River declined, section by section, as the railroad spread west. Freight operations on the river above Sioux City, Iowa, gave way to the railroad after 1884. The Missouri River Bank Stabilization and Navigation Project, first authorized in 1912, considered a navigation channel for only the 735 river miles from St. Louis to Sioux City. Subsequent projects have been authorized to provide a channel 300 feet in width and 9 feet in depth. The current project has been described as "about 90% complete and presently scheduled for completion by 1977 subject to continued adequate funding."

The navigation season on the Missouri River normally runs from April 1 to December 1. With the exception of a period of spring floods in 1973, the full eight-month season has been completed each year since 1962. During the ten-year period from 1963 through 1972, commercial tonnage averaged 2,470,659 tons per season (with 2,695,788 tons in 1972). While volume has fluctuated, its average increase has been about 30,000 tons per year, or slightly over 1 percent per year.

Farm products, including wheat, corn, sorghum grains, and soybeans, were by far the most important commodity group moved downstream. As a group these accounted for 78 percent of the traffic, according to 1972 operating figures published by the U.S. Army Engineer Division. Another 16 percent of downstream shipments were food and kindred products. Chemicals (4 percent) and stone products (1.6 percent) were the other categories with 1 percent or more of the downstream total. The traffic upstream from St. Louis was more diversified, however, consisting of chemicals (40 percent of the upstream total), food and kindred products (19 percent), nonmetallic minerals (16 percent), stone products (14 percent), petroleum products (6 percent), and paper and allied products (about 2 percent).

The Port of Omaha received more tonnage (42 percent of the total received) than any other port, while Kansas City shipped the most (48 percent of the total shipped). Barge traffic to and from the Omaha area has demonstrated more consistent growth in the last ten years than has the river as a whole. Omaha's tonnage averaged 542,722 tons per season (726,404 tons in 1972) and grew at an average of about 30,000 tons per year or about 6 percent.

The rise of containerized shipping is an important development. Whether it will increase the efficiency of inland water transport remains uncertain. Commonly, river barges measure 195 feet long by 35 feet wide, and are loaded to about 1,000 tons of dry cargo or 2,000 tons of liquid to give a 7½-foot draft. Specialized barge equipment has been developed to facilitate the handling of containerized shipments. One example is the lighter-aboard-ship (LASH) barge which can be towed from inland river or canal docks to a seaport. At the deep water port the LASH barge is lifted aboard the ocean-going vessel by the ship's gantry crane. The LASH barge has a capacity of 370 long tons and is 61½ feet long by 31 feet wide. It carries containers or general cargo in its hold (since it is itself a container).

A larger barge which follows the same concept is the Seabee, operated by Lykes Lines. The capacity of a Seabee barge is 834 long tons (with a draft of 10½ feet), and it measures 91½ feet long by 35 feet wide. In its hold it carries general cargo on the lower deck, up to ten 30-foot containers on the second level, and up to sixteen 40-foot containers topside. At the seaport, the barge is floated into the stern of the mother ship and then raised by the ship's elevator to one of three decks and rolled forward to a tie-down position. One ship has a capacity of 958 20-foot container equivalents. LASH and Seabee ships are being used more extensively to serve the Gulf Coast ports than the East and West Coasts because the Mississippi River and other inland waterways provide the feeder system necessary for barge utilization.

Given existent conditions, the outlook for containerized barge shipments on the Missouri River is minimal. The relatively narrow and shallow channel prohibits large tows. When bucking the current, upstream speeds are around 4 to 5 miles per hour and downstream speeds are kept slow, about 10 to 12 miles per hour, to maintain safe control. These restrictions and an equipment shortage have been cited as factors underlying the practice of allocating barge equipment to rivers which can handle the more productive larger and faster tows. According to a Lykes representative, Seabee barges would not be used on the Missouri River unless the channel project were completed to allow a draft of nine feet throughout. Otherwise the barges' capacity could not be sufficiently utilized and hence would be economically unfeasible.

(Continued on page 3)

[1]The study was financed in part through the Office of Economic Opportunity and performed pursuant to Contract No. RDP-02-006 with Omaha-Council Bluffs Metropolitan Area Planning Agency (MAPA).

STATE POPULATION ESTIMATES

The U.S. Bureau of the Census has released provisional July, 1974, and revised July, 1973, population estimates for states.[1] The revised 1973 estimate for Nebraska is 1,533,000, which is 9,000 below the provisional estimate of 1,542,000 released last year. The provisional 1974 estimate is 1,543,000, which is 4 percent higher than the April, 1970, Census count. The national increase for the 1970-1974 period was also estimated at 4 percent, but the growth was not uniform throughout the country. The population of the Northeast Region was estimated to have increased by only .8 percent over the four-year period and the North Central Region by 1.7 percent, while the South and West regions each were estimated to have increased 7 percent. Nebraska's estimated rate was higher than that of any other state in the North Central Region.

In contrast to population growth patterns prior to 1970, the pattern since 1970 shows the slowest growing states in the nation to be the large, highly urbanized states in the Northeast and North Central regions, rather than the largely rural states of the Plains and the South. New York, Pennsylvania, Ohio, and Illinois, for example, were all estimated to have had slight declines in population from 1973 to 1974. New York's population was also estimated to be lower in 1973 than in 1970, while the other states in this group experienced much slower growth than the nation over the 1970-1973 period.

Florida continued to lead population growth in the South with an estimated 19.2 percent increase from 1970 to 1973. In contrast to pre-1970 trends, however, most of the other southern states (12 of 15) have grown more rapidly than the national average since 1970. Many states in the West, particularly the Mountain States, also have had increased population growth rates since 1970. A comparatively sluggish growth in the two largest western states (California and Washington), however, has reduced the overall population growth rate of the West below its pre-1970 trend. The estimated growth rate for California from 1970 to 1974 was 4.8 percent, or only slightly higher than the national rate, contrasting sharply with the 1960s when California's growth rate was more than double that of the national average. In California, moreover, the rate of population growth has declined most sharply in the highly urbanized Los Angeles and San Francisco metropolitan areas. Declining growth in the urbanized North, increasing growth in the South, and shifting growth patterns within the West all may reflect a real or imagined reduction in the attractiveness of large metropolitan areas and, hence, improved growth prospects for smaller metropolitan areas and nonmetropolitan areas.

REVISIONS

As already noted, the 1973 Nebraska population estimate was revised downward by 9,000 persons from the estimate made last year. The 1973 estimates for most of the other states in the agricultural West North Central Census Division were also revised downward. The largest downward revisions were in Iowa (41,000) and Kansas (15,000), while Missouri was the only state in the division with an upward revision for 1973 (up 11,000). On a regional basis the 1973 populations were revised downward for the Northeast and North Central regions, and revised upward for the South and West.

Based on the revised 1973 estimates, the West North Central Division increased in population by 1.9 percent from 1970 to 1973, compared with a national increase of 3.3 percent. This represents, however, an improvement over the 1960s, when this division grew at less than half the national rate. It also suggests that agricultural states in this part of the country have not benefited as much as the rural southern and low-density mountain states from the apparent large-scale exodus from congested big-city states.

Unfortunately, the reliability of intercensal population estimates is not sufficiently great to permit precise indications of comparative growth in different states. Recent estimates showing a 3.5 percent increase in the *farm population* in the West North Central Division,[2] for example, would suggest that the Census state estimates may be understating growth in some of the agricultural states in this area—especially in the case of Iowa, which was estimated by the Census Bureau to have grown only 1 percent from 1970 to 1974. The estimates of the farm population are, however, also subject to error. It will be necessary, therefore, to obtain additional and improved data in order to make a more reliable assessment of the extent and stability of the apparent trend toward increased population retention in agricultural states.

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[1] "Estimates of the Population of States: July 1, 1973 and 1974 (Advance Report)," *Current Population Reports,* Series P-25, No. 533, U.S. Department of Commerce, Bureau of the Census, October, 1974.

[2] See "Farm Population Estimates for 1973," ERS-561, U.S. Department of Agriculture, Economic Research Service, August, 1974.

MISSOURI RIVER
(continued from page 2)

The time required for barge shipments is also a significant factor. Average elapsed travel times downstream from Omaha-Council Bluffs, not including stopovers and handling, are: to Kansas City, 24 hours; to St. Louis, 63 hours; to New Orleans, 146 hours. Upstream times to Omaha-Council Bluffs are, of course, considerably greater: from Kansas City, 71 hours; from St. Louis, 176 hours; and from New Orleans, 304 hours. Since most outbound containerized shipments would be headed for a port to meet a ship with a definite sailing schedule, shippers would probably prefer the faster service readily provided by the rail or truck lines over the less certain schedules of barges. On incoming shipments, it is also unlikely that shippers, customers, or carriers would select barge for the upstream portion, tying up container equipment and inventory investment for several weeks more than required by truck or rail. Given the completion of projects designed to modify the waterway conditions, however, there might be further gains from application of the technology of containerization.

Review and Outlook

Due to the change in the publication date of *Business in Nebraska,* which is occasioned by the desirability of having all the data presented herein apply to the same month, we are not showing the "dollar volume" or the "physical volume" indexes for Nebraska and the United States this month. They were given for August in the last issue, and will be resumed in the next issue for September, at which time the September retail sales data will also be available.

The retail sales data for August, 1974, are given in the table below. These data are not exactly comparable with the data of a year ago because of the change in procedures in the Tax Commissioner's office, as explained in these columns in recent issues.

The state as a whole shows a drop in retail sales of almost 2 percent on a price-adjusted basis, from August of 1973. Omaha showed a drop of less than 1 percent, and Lincoln almost no drop at all. Most other cities also fell—except South Sioux City, Grand Island, Kearney, Lexington, Holdrege, McCook, and Scottsbluff. The city figures do not, however, include motor vehicle sales.

In the regional data, which do include motor vehicle sales, the results are similar. The areas along and close to the interstate highway show the best results. The North Platte and the Sidney-Kimball regions are exceptions.

E. Z. P.

NET TAXABLE RETAIL SALES OF NEBRASKA REGIONS AND CITIES (Adjusted for Price Changes)

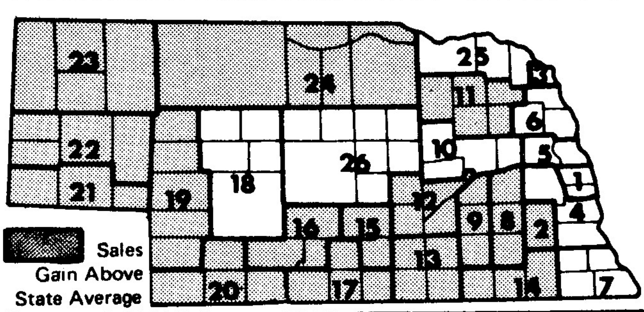
Region Number[1] and City	City Sales[2]: August, 1974 as percent of August, 1973	Sales in Region[2]: August, 1974 as percent of August, 1973	Sales in Region[2]: Year to Date'74 as percent of Year to Date'73
The State	98.3	98.4	102.2
1 Omaha	99.1	98.5	98.4
Bellevue	99.4		
2 Lincoln	99.8	99.6	102.5
3 So. Sioux City	103.4	108.7	99.8
4 Nebraska City	99.2	87.5	100.9
5 Fremont	99.8	94.3	101.7
Blair	86.9		
6 West Point	95.2	81.9	98.7
7 Falls City	82.9	83.5	97.6
8 Seward	92.8	99.4	103.6
9 York	97.2	97.9	108.4
10 Columbus	98.8	94.2	101.9
11 Norfolk	86.6	94.0	106.7
12 Grand Island	111.0	105.3	106.6
13 Hastings	97.1	103.8	107.0
14 Beatrice	95.0	96.4	103.5
Fairbury	96.8		
15 Kearney	111.0	109.2	105.8
16 Lexington	109.1	104.2	106.4
17 Holdrege	102.9	103.5	106.1
18 North Platte	95.4	96.2	98.8
19 Ogallala	99.4	99.7	116.8
20 McCook	108.6	105.9	111.2
21 Sidney	91.5	93.6	110.9
Kimball	96.1		
22 Scottsbluff	102.6	105.5	106.5
23 Alliance	88.9	95.0	105.0
Chadron	93.1		
24 O'Neill	88.2	96.7	104.4
25 Hartington	95.7	91.7	98.7
26 Broken Bow	81.6	94.1	101.0

[1]See region map below.

[2]Sales on which sales taxes are collected by retailers located in the state. Region totals include motor vehicle sales; city totals exclude motor vehicle sales.

Compiled from data provided by the Nebraska Department of Revenue.

1974 YEAR TO DATE AS PERCENT OF 1973 YEAR TO DATE IN NEBRASKA'S PLANNING AND DEVELOPMENT REGIONS



NET TAXABLE RETAIL SALES, 1972-1973

Net Taxable Retail Sales made by Nebraska firms were $4,650 million in 1973 (Table 1, page 5).[1] This represented a 15.7 percent gain over the 1972 dollar volume of $4,020 million. The increased dollar-volume activity reflects, however, a mixture of changes in the real or physical volume and the level of prices.

The commodities component of the Consumer Price Index rose 7.4 percent from 1972 to 1973. Estimates of population show an increase from July 1, 1972, to July 1, 1973, of 1.0 percent.

After discounting the 1972-1973 growth in dollar sales (15.7 percent) for the general rise in commodity prices (7.4 percent), there remains a marked rise in real or physical volume of taxable retail activity. Further discounting the rise in real activity for the estimated 1 percent increase in population leaves a 6.7 percent rise in goods purchased on the average per person.

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 $2,176 in 1972 to $2,322 in 1973, or 6.7 percent. Not all persons shared equally, of course, in the real gains in consumption of retail commodities. There is, nevertheless, ample indication that the real consumption on the average per person increased considerably during 1973.

First and second quarter 1974 data[2] indicate that, although there continues to be a rise in the per capita real volume of retail activity, there has been a decrease in the rate of increase. From the first quarter 1973 to the first quarter 1974, real or constant-dollar sales per person increased about 4.5 percent; from the second quarter 1973 to the second quarter 1974, the increase was down to about 2.5 percent. It would appear that the effects of the recession are beginning to be felt in the retail sector of the state's economy.

Analysis of the 1972 to 1973 changes reveals that all but Region 3 (−4.7 percent), and Dakota (−4.7 percent) and Blaine (−2.0 percent) counties gained in real sales volume. In addition to Region 3, Region 1 (Douglas, Sarpy), with a gain of 2.1 percent, and Region 2 (Lancaster), (Continued on page 6)

[1]Copies of previous issues of *Business in Nebraska* containing articles on retail sales activity are available upon request from the Bureau of Business Research.

[2]See Bureau of Business Research, *Quarterly Report of Net Taxable Retail Sales,* various issues.

TABLE 1
NET TAXABLE RETAIL SALES[1] IN NEBRASKA'S PLANNING AND DEVELOPMENT REGIONS, 1972 AND 1973 BY COUNTIES, WITH PERCENTAGE CHANGES FOR SALES UNADJUSTED AND ADJUSTED FOR PRICE CHANGES

Region and County	Unadjusted for Price Changes: Thousands of Dollars 1972	Thousands of Dollars 1973	Percent of Increase	Adjusted[2] for Prices: Percent of Increase
Region 1	1,428,924	1,566,934	9.7	2.1
Douglas	1,336,006	1,462,008	9.4	1.8
Sarpy	92,918	104,926	12.9	5.1
Region 2	500,445	566,698	13.2	5.4
Lancaster	500,445	566,698	13.2	5.4
Region 3	34,480	35,317	2.4	-4.7
Dakota	34,480	35,317	2.4	-4.7
Region 4	96,485	116,242	20.5	12.1
Cass	27,819	32,706	17.6	9.4
Otoe	38,131	44,663	17.1	9.0
Saunders	30,535	38,873	27.3	18.5
Region 5	130,362	151,433	16.2	8.1
Dodge	101,388	117,251	15.6	7.6
Washington	28,974	34,182	18.0	9.8
Region 6	55,104	68,755	24.8	16.1
Burt	19,342	25,665	32.7	23.5
Cuming	25,926	31,224	20.4	12.1
Thurston	9,836	11,866	20.6	12.3
Region 7	61,626	73,059	18.6	10.3
Johnson	9,904	12,153	22.7	14.2
Nemaha	18,051	20,633	14.3	6.4
Pawnee	6,058	7,578	25.1	16.4
Richardson	27,613	32,695	18.4	10.2
Region 8	71,803	87,605	22.0	13.6
Butler	14,455	17,764	22.9	14.4
Seward	29,917	34,112	14.0	6.1
Saline	27,431	35,729	30.0	21.2
Region 9	69,820	87,312	25.1	16.4
Fillmore	17,940	22,232	23.9	15.3
Polk	10,541	13.341	26.6	17.8
York	41,339	51,739	25.2	16.5
Region 10	117,933	146,356	24.1	15.5
Boone	16,884	20,780	23.1	14.6
Colfax	20,611	25,326	22.9	14.4
Nance	6,948	8,750	25.9	17.2
Platte	73,490	91,500	24.5	15.9
Region 11	145,252	179,013	23.2	14.7
Antelope	18,953	22,636	19.4	11.2
Madison	90,457	111.453	23.2	14.7
Pierce	13,169	15,988	21.4	13.0
Stanton	6,074	7,719	27.1	18.3
Wayne	16,599	21,217	27.8	19.0
Region 12	200,511	236,020	17.7	9.6
Hall	153,103	177,799	16.1	8.1
Hamilton	17,242	21,608	25.3	16.6
Howard	11,782	13,936	18.3	10.1
Merrick	18,384	22,677	23.4	14.8
Region 13	136,792	160,040	17.0	8.9
Adams	95,647	111,055	16.1	8.1
Clay	15,103	18,312	21.2	12.8
Nuckolls	16,082	18,885	17.4	9.3
Webster	9,960	11,788	18.4	10.1
Region 14	96,096	115,815	20.5	12.2
Gage	53,637	63,858	19.1	10.8
Jefferson	25,884	30,853	19.2	10.9
Thayer	16,575	21,104	27.3	18.5
Region 15	101,410	119,737	18.1	9.9
Buffalo	86,845	101,593	17.0	8.9
Kearney	14,565	18,144	24.6	15.9
Region 16	65,527	80,461	22.8	14.3
Dawson	55,939	68,576	22.6	14.1
Frontier	5,385	6,737	25.1	16.4
Gosper	4,203	5,148	22.5	14.0
Region 17	63,081	76,124	20.7	12.3
Franklin	8,763	11,041	26.0	17.3
Furnas	14,652	17,133	16.9	8.8
Harlan	9,285	10,802	16.3	8.3
Phelps	30,381	37,148	22.3	13.8
Region 18	100,713	120,030	19.2	10.9
Hooker	1,989	2,327	17.0	8.9
Lincoln	94,938	112,801	18.8	10.6
Logan	1,247	1,521	22.0	13.6
McPherson	481	561	16.6	8.5
Thomas	2,058	2,820	37.0	27.6
Region 19	53,113	65,993	24.3	15.6
Arthur	632	793	25.5	16.6
Chase	13,128	15,786	20.2	11.9
Grant	2,035	2,395	17.7	9.6
Keith	28,609	34,905	22.0	13.6
Perkins	8,709	12,114	39.1	29.5
Region 20	54,432	66,433	22.0	13.6
Dundy	5,784	7,177	24.1	15.5
Hayes	1,199	1,769	47.5	37.3
Hitchcock	5,311	6,519	22.7	14.2
Red Willow	42,138	50,968	21.0	12.6
Region 21	47,888	56,801	18.6	10.4
Cheyenne	26,098	30,531	17.0	8.9
Deuel	6,315	7,295	15.5	7.5
Kimball	15,475	18,975	22.6	14.1
Region 22	125,580	150,999	20.2	11.9
Banner	816	1,209	48.2	37.9
Garden	5,723	6,538	14.2	6.3
Morrill	12,889	17,104	32.7	23.5
Scotts Bluff	106,152	126,148	18.8	10.6
Region 23	72,147	85,661	18.7	10.5
Box Butte	27,198	32,343	18.9	10.7
Dawes	21,266	24,793	16.6	8.5
Sheridan	21,913	26,224	19.7	11.4
Sioux	1,770	2,301	30.0	21.0
Region 24	73,191	92,519	26.4	17.6
Boyd	5,761	6,740	17.0	8.9
Brown	10,993	14,182	29.0	20.1
Cherry	16,395	20,894	27.4	18.6
Holt	31,667	39,191	23.8	15.2
Keya Paha	1,400	1,770	26.4	17.6
Rock	6,975	9,742	39.7	30.0
Region 25	48,478	61,486	26.8	18.0
Cedar	19,423	25,012	28.8	19.9
Dixon	8,627	10,494	21.6	13.2
Knox	20,428	25,980	27.2	18.4
Region 26	69,151	83,607	20.9	12.5
Blaine	1,351	1,422	5.3	-2.0
Custer	33,602	40,573	20.7	12.4
Garfield	5,071	6,434	26.9	18.1
Greeley	5,716	6,967	21.9	13.4
Loup	717	871	21.5	13.2
Sherman	7,425	9,019	21.5	13.1
Valley	14,250	17,056	19.7	11.4
Wheeler	1,019	1,265	24.1	15.5
State Total	4,020,344	4,650,450	15.7	7.7

[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 sales.

[2]Current dollar sales adjusted (deflated) for price changes using commodity prices component of the Bureau of Labor Statistics' Consumer Price Index.

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

NET TAXABLE RETAIL SALES (Continued from page 4)

with a gain of 5.4 percent, were the only regions having less than the state's overall gains of 7.7 percent. Percentagewise, the regional gains ranged from a low of 2.1 percent for Region 1 to a high of 18.0 percent for Region 25 (Cedar, Dixon, Knox).

Countywise, gains ranged from 1.8 percent for Douglas to 37.9 percent for Banner. Most of the large percentage gains were in the smaller volume counties. Eight of the state's ninety-three counties had gains less than the state's real gain of 7.7 percent. There is no particular uniformity to the geographic location of these counties throughout the state. It is also interesting to note that for a number of regions not all counties in a region showed gains. Also, the magnitude of the combined sales volumes of Douglas and Lancaster counties relative to the combined sales volumes of the other counties gives to the two counties the controlling influence on the state's total change. The low rate of increase for Douglas (1.8 percent) and Lancaster (5.4 percent) is the principal determinant of the low rate of the state (7.7 percent). All other regions—except for Region 3's decline—had percentage increases in excess of the state's.

Increases in real or physical volume of sales in most of the state's major trading centers were at rates lower than for the regions they serve (Table 2, below). Only Falls City, Hartington, Holdrege, Kearney, Kimball, Omaha, and York had gains equal to or greater than their regional gains. The 5.2 percentage increase for the thirty centers as a group falls below the 7.7 percent change of the state as a whole. Moreover, after subtracting the centers' total from the state total, the nontrading-center group's rate is 21.2 percent. The impact on retail activity in 1973 of agriculturally oriented developments was felt more by the smaller, rurally oriented business communities of the state. This, of course, is not unexpected.

EDWARD L. HAUSWALD

TABLE 2
NET TAXABLE RETAIL SALES[1] IN SELECTED NEBRASKA TRADING CENTERS, 1972 AND 1973
WITH PERCENTAGE CHANGES FOR SALES UNADJUSTED AND ADJUSTED FOR PRICE CHANGES

Trade Center	Region[2]	Unadjusted for Price Changes: Thousands of Dollars 1972	1973	Percent of Increase	Adjusted for Prices[3]: Percent of Increase	Trade Center	Region[2]	Unadjusted for Price Changes: Thousands of Dollars 1972	1973	Percent of Increase	Adjusted for Prices[3]: Percent of Increase
Alliance	23	22,447	26,359	17.4	9.3	Lincoln	2	447,172	505,117	13.0	5.1
Beatrice	14	40,399	47,382	17.3	9.2	McCook	20	34,771	41,316	18.8	10.6
Bellevue	1	55,985	59,566	6.4	-1.0	Nebraska City	4	22,994	26,560	15.5	7.5
Broken Bow	26	20,000	23,750	18.8	10.5	Norfolk	11	69,783	84,359	20.9	12.5
Chadron	23	15,694	18,274	16.4	8.4	North Platte	18	80,139	92,975	16.0	8.0
Columbus	10	56,758	68,063	20.0	11.6	Ogallala	19	22,063	27,353	24.0	15.4
Fairbury	14	18,590	21,352	14.9	6.9	O'Neill	24	17,981	21,153	17.6	9.5
Falls City	7	17,666	21,230	20.2	11.8	Omaha	1	1,184,027	1,300,072	9.8	2.2
Fremont	5	75,407	86,181	14.3	6.4	Scottsbluff	22	70,843	81,307	14.8	6.8
Grand Island	12	134,103	154,216	15.0	7.0	Seward	8	18.717	22,456	20.0	11.7
Hartington	25	6,499	8,348	28.5	19.5	Sidney	21	20,202	23,337	15.5	7.5
Hastings	13	84,045	97,092	15.5	7.5	So.Sioux City	3	23,473	23,833	1.5	-5.5
Holdrege	17	23,943	29,035	21.3	12.9	West Point	6	13,426	15,199	13.2	5.4
Kearney	15	62,455	73,747	18.1	9.9	York	9	30,612	39,007	27.4	18.6
Kimball	21	12,589	15,552	23.5	15.0	Total 30 Centers		2,725,129	3,081,014	13.1	5.2
Lexington	16	22,346	26,823	20.0	11.7	Total State		4,020,344	4,650,450	15.7	7.7

[1]Excluding motor vehicle sales.
[2]Nebraska Planning and Development Regions.
[3]Current dollar sales adjusted (deflated) for price changes using commodity prices component of the Bureau of Labor Statistics' Consumer Price Index.

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

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