

Prepared by the Bureau of Business Research  
College of Business Administration

## DOUGLAS COUNTY VACANCY RATES AND HOUSING DATA

Omaha vacancy rates were lower than those in Nebraska while rents were slightly higher, according to the 1980 Census of Housing. The value of housing in Omaha was slightly below the average for Nebraska and the United States.

In 1980, vacancy rates in Omaha were 5.5 percent of all year-round housing units. This compares with a rate of 5.9 percent for Douglas County and 7.6 percent for Nebraska. Comparable figures are not available for the United States. Rents in Omaha were below the U.S. average but above the average for Nebraska, as one would expect. The median monthly rent in the city of Omaha was \$175, which compares with a median rent of \$185 for all of Douglas County, \$170 for Nebraska, and \$198 for the United States. Map 2, p. 6, identifies Douglas County tracts.

Whenever the value of owner-occupied housing is examined, the 1980 Census of Housing established a median for Omaha of \$34,400. For all of Douglas County the median was \$39,100, while for Nebraska the median was \$38,000. Median values in Nebraska were below the U.S. median, which the Census established at \$47,200.

### TRACT DATA

An analysis of 1980 Douglas County housing data by census tract (Table 1, pp. 2,3) reveals vacancy rates from less than 1/10 of 1 percent to as high as 28.4 percent (tract 14). The Bureau of the Census defines census tracts as small areas into which large cities and adjacent areas have been divided for statistical purposes. Tracts are designed to be relatively homogeneous with regard to population characteristics and generally have an average size of approximately 4,000 residents, although this number may vary from a few inhabitants to nearly 10,000 inhabitants. Tracts are a useful small-area designation within larger metropolitan areas.

The vacancy rate for all housing—owner occupied and renter occupied—was 5.9 percent in 1980. Tracts with a vacancy rate above the average for Douglas County are identified by the shaded area in Map 1. Tracts with a high vacancy rate are concentrated near the inner parts of the city and near downtown. By contrast, tracts with below-average vacancy rates are to be found in the outer areas of the city.

Generally, the proportion of owner-occupied housing increases as one moves away from the inner part of Omaha. Within the central area, owner-occupied housing is less than one-half of total housing units. As one moves to the periphery of the city and outside Omaha's boundaries, the proportion of owner-occupied housing increases. For Douglas County, owner-occupied housing

constitutes 63.3 percent of all housing units, according to the 1980 Census.

The value of owner-occupied housing is also summarized in Table 1. For Douglas County, the median value was \$39,100 as specified by the owners. Median tract values range from a low of \$9,900 in tracts 11, 13.2, and 15 to a high of \$178,900 in tract 74.20. Tracts with median value over \$100,000 include tracts 67.02 and 74.04.

As mentioned above, Douglas County rents were above Nebraska rents but below national rents. For Douglas County, median rent was \$185. Rent values increase toward the boundaries of the city and beyond. In the central area near downtown Omaha, monthly rents of \$85-\$125 are frequent. Moving toward the west from the center part of Omaha, rents rise almost without exception. The highest median rent—\$338 per month—was recorded in tract 47. Tract 74.03 reported a median rent of \$327.

The number of housing units in Douglas County was 155,311 in 1980, up from 129,842 in 1970. The average number of occupants per housing unit declined to 2.66 in 1980, down from 3.11 in 1970.

D. E. P.

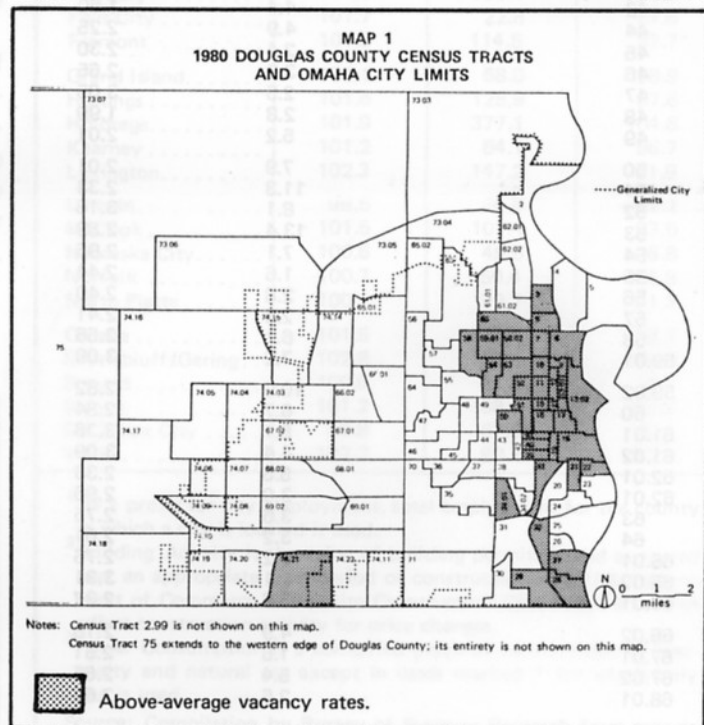


Table 1  
METROPOLITAN OMAHA HOUSING TRACT DATA, 1980 CENSUS

Tract Number	Vacancy Rate	Average Number of Persons per Housing Unit	Percent Owner Occupied	Median Rent per Month	Median Value Owner Occupied	Number of Housing Units
2	2.0	2.78	86.4	\$157	\$25,000	1,694
3	9.1	3.08	70.5	143	14,900	975
4	5.8	2.40	80.6	120	14,700	1,100
5	4.8	2.58	67.2	103	13,000	272
6	11.0	2.77	55.8	107	12,100	889
7	14.8	2.55	47.9	90	12,300	782
8	23.8	3.09	66.7	112	12,200	998
9	20.2	2.71	49.3	115	9,900	529
10	13.3	2.66	46.6	85	12,000	671
11	14.3	2.47	50.5	86	9,900	582
12	14.8	2.77	28.4	81	11,000	600
13.1	30.7	2.39	43.1	96	10,400	358
13.2	16.7	2.55	50.6	119	9,900	278
14	28.4	2.50	17.4	82	9,900	169
15	15.9	2.59	49.5	100	9,900	233
16	21.3	1.33	4.2	173	27,500	418
17	16.2	1.52	3.9	117	13,800	610
18	15.8	1.25	4.7	110	15,000	551
19	16.0	1.47	6.4	132	15,400	1,207
20	5.2	2.36	57.5	135	18,200	1,188
21	8.4	2.23	43.1	102	18,600	1,083
22	6.2	2.47	47.1	125	18,500	627
23	3.4	2.60	58.6	149	22,300	882
24	5.5	2.47	57.4	142	20,300	1,347
25	5.5	2.55	75.6	145	22,200	1,009
26	5.8	2.76	65.9	140	23,100	765
27	6.0	2.41	62.3	138	19,700	838
28	6.6	2.46	70.4	157	22,300	1,252
29	8.4	2.90	53.9	95	19,500	1,628
30	2.4	2.70	87.0	163	27,300	2,352
31	2.7	2.65	77.7	124	25,300	1,313
32	8.0	2.01	34.7	116	21,700	1,060
33	9.5	2.62	57.9	144	18,000	883
34	7.8	2.37	65.3	175	29,500	1,578
34.2	2.0	2.75	80.4	163	30,000	981
35	1.5	2.41	71.1	228	37,800	1,989
36	1.9	2.36	84.6	198	34,400	2,024
37	2.2	2.60	89.2	201	39,000	1,105
38	5.3	2.24	38.0	147	35,200	1,967
39	10.7	1.98	20.2	151	21,700	1,260
40	9.9	1.47	9.7	125	22,700	1,357
41	11.2	1.43	2.8	157	37,500	597
42	5.6	1.77	18.8	170	27,300	924
43	4.4	1.60	21.7	180	32,200	1,619
44	4.9	2.25	58.6	165	28,900	811
45	2.4	2.30	72.8	213	41,600	1,525
46	3.3	2.65	72.7	239	52,400	1,018
47	2.5	3.05	94.6	338	87,500	836
48	2.8	1.99	33.6	182	41,200	2,401
49	5.2	2.01	29.5	167	24,600	2,451
50	7.9	2.01	26.8	164	29,700	2,069
51	11.3	2.33	29.7	161	18,500	1,441
52	8.1	3.16	30.7	81	11,900	972
53	13.4	2.89	62.4	118	12,500	912
54	7.1	2.95	57.0	152	15,700	1,399
55	1.6	2.44	78.2	198	42,300	2,273
56	2.8	2.40	73.9	180	27,600	1,819
57	2.8	2.41	68.2	144	27,000	1,986
58	6.1	2.56	66.4	160	27,300	1,971
59.01	7.2	3.09	65.6	147	16,500	1,034
59.02	10.9	2.82	64.4	129	15,400	1,186
60	6.7	2.84	68.1	140	15,200	1,646
61.01	5.1	3.36	67.1	170	22,900	957
61.02	4.4	3.09	81.3	161	21,800	1,643
62.01	5.6	2.33	59.1	177	27,600	233
62.01	3.0	2.96	85.0	180	25,000	1,738
63	3.6	2.75	70.5	204	33,000	3,238
64	3.2	2.61	74.3	178	33,400	2,237
65.01	2.2	2.76	78.1	251	44,600	2,448
65.02	2.1	3.31	85.2	228	35,400	1,445
66.01	3.6	2.37	57.4	212	39,600	3,126
66.02	4.9	2.18	38.0	276	42,100	2,166
67.01	1.6	2.51	72.9	240	77,300	1,474
67.02	5.4	2.65	59.6	291	70,500	1,022
68.01	2.6	2.61	67.5	235	70,800	2,210

(continued on p. 3)

Table 1 (continued)

Tract Number	Vacancy Rate	Average Number of Persons per Housing Unit	Percent Owner Occupied	Median Rent per Month	Median Value Owner Occupied	Number of Housing Units
68.02	1.8	3.04	87.4	\$252	\$79,300	1,280
69.01	1.3	3.19	81.6	244	41,500	1,966
69.02	2.5	3.16	77.6	232	65,200	2,596
70	4.2	2.57	61.1	228	36,900	3,705
71	2.9	3.02	79.2	177	33,000	2,249
74.03	5.1	2.48	50.7	327	82,900	709
74.04	2.0	3.49	96.8	243	85,000	1,063
74.06	2.9	3.52	92.9	273	67,600	962
74.07	3.0	2.79	62.4	257	57,900	1,340
74.08	3.2	3.05	64.9	221	40,400	1,631
74.09	0.2	3.36	79.4	189	43,200	444
74.14	2.3	3.04	73.2	266	46,600	3,869
74.15	3.2	2.70	67.9	254	65,700	712
74.19	2.4	3.12	80.0	193	41,800	819
74.20	2.6	3.26	77.2	229	48,700	1,811
74.21	15.8	1.63	0.1	235	- - -	1,977
74.22	3.7	2.83	58.3	212	49,400	1,722

## OUTSIDE OMAHA

63 Benson Prec.	6.8	3.17	23.7	67	45,000	308
65.02 Benson Prec.	*	*	*	*	*	19
75 Elkhorn City	1.9	2.96	81.5	167	44,400	463
75 Chicago-Baker	7.0	3.34	91.6	180	65,100	1,732
74.11 Ralston City	2.8	2.85	70.3	209	44,700	1,729
74.22 Ralston City	2.0	3.52	85.0	290	48,800	102
69.01 Rem. Douglas Prec.	4.0	3.29	100.0	*	61,500	25
71 Rem. Douglas Prec.	7.1	3.52	97.1	*	40,000	112
74.11 Rem. Douglas Prec.	2.2	3.39	99.2	*	64,300	271
74.12 Rem. Douglas Prec.	10.3	1.87	7.4	228	69,700	978
75 Elkhorn Prec.	1.7	3.42	80.5	155	55,300	287
63 Florence Prec.	4.0	2.25	100.0	*	65,000	25
73.03 Florence Prec.	6.6	3.07	88.6	206	64,200	518
73.04 Florence Prec.	2.9	3.07	97.7	155	70,600	488
73.07 Bennington Vil.	4.0	2.95	73.8	151	34,900	223
73.06 Rem. Jefferson Prec.	3.1	2.95	80.6	250	46,200	64
73.07 "	4.1	3.49	81.7	185	48,600	217
74.05 Boys Town	6.8	2.73	- - -	174	- - -	44
66.02 Rem. McArdle Prec.	6.2	1.78	96.7	*	68,600	64
67.02 "	4.2	2.44	53.2	414	137,900	1,075
74.03 "	11.2	2.53	47.2	221	46,200	934
74.04 "	12.2	2.24	41.1	283	106,700	854
74.14 "	8.4	1.57	4.6	232	45,600	645
74.15 "	8.7	2.54	42.6	242	66,400	2,418
74.16 "	5.5	3.06	96.5	288	58,100	2,046
74.17 "	8.4	3.33	97.2	386	67,200	860
74.06 Millard Prec.	19.7	2.93	60.3	222	70,800	867
74.07 "	0	3.82	100.0	- - -	89,400	77
74.08 "	2.7	3.55	96.3	*	63,100	111
74.09 "	35.1	3.21	79.2	456	64,100	74
74.17 "	8.1	3.58	96.1	424	71,800	2,127
74.18 "	5.1	3.54	88.7	325	6,500	1,855
74.19 "	2.1	3.08	70.0	239	51,900	1,373
74.20 "	11.9	2.70	97.4	*	178,900	176
74.21 "	3.2	3.36	82.3	238	57,900	1,692
75 Valley City	7.3	2.69	65.4	155	30,000	667
75 Rem. Platte Valley Prec.	18.9	2.85	80.2	154	36,900	567
65.01 Union Prec.	1.9	3.58	98.7	*	54,800	156
65.02 "	2.5	3.14	96.8	155	79,500	162
73.03 "	3.3	3.30	91.2	275	88,600	153
73.04 "	4.3	3.23	86.4	*	40,000	23
73.05 "	13.8	2.98	68.4	231	46,700	1,293
73.06 "	17.7	2.52	57.4	260	58,600	1,055
73.07 "	2.9	2.97	84.5	155	58,100	272
75 Waterloo Village	4.0	2.66	77.5	120	69,900	176
75 Rem. Waterloo Prec.	8.0	2.94	84.0	158	53,600	538

\* Suppressed to avoid disclosure.

## Review and Outlook

The Nebraska net physical volume index increased 0.8% in October from the September level. The increase was largely because of a substantial jump in cash marketing receipts which pushed the agricultural component higher. The nonagriculture component of the state's economy declined 0.1%.

Cash farm marketing receipts in Nebraska were estimated at \$836 million for October 1981. This represents an increase of \$333 million from September 1981 and was \$220 million higher than October 1980. The increase in cash farm marketing receipts was 35.7% above the October 1980 level.

Nebraska had a much greater percentage increase in cash farm, marketing receipts than nationally. Marketing receipts for the

United States totaled \$17.4 billion in October, up \$1.7 billion above the October 1980 level for an increase of approximately 11%. The tendency for increased marketing activity in October was apparent in Nebraska and nationally, but Nebraska certainly outdid the nation with regard to expanding the volume of cash marketings in October.

Prices received by Nebraska farmers were down 2.4% September-October 1981. On a year-to-year basis, prices received by Nebraska farmers were down 11.2%. This compares with a price decrease over the same interval of 9.1% for agriculture prices across the United States. Prices paid increased 4.9% over the interval October 1980-October 1981.

Among the state's nonagricultural (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.

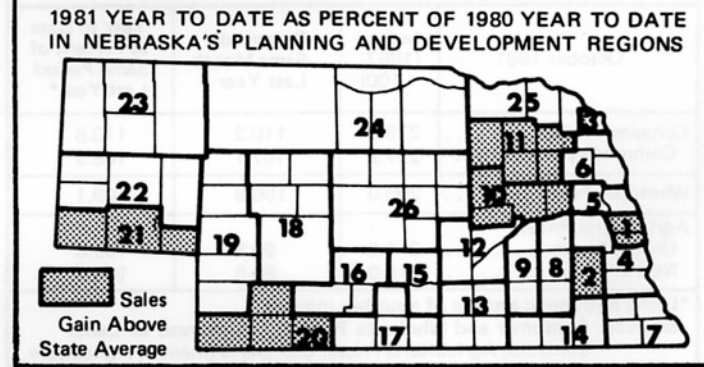
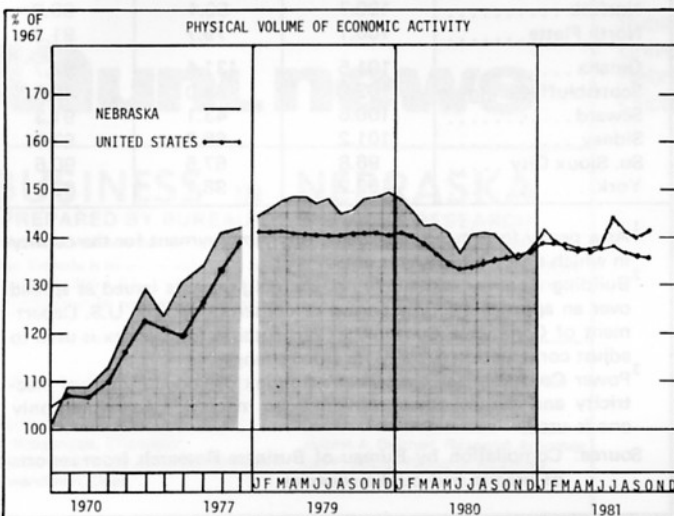
ECONOMIC INDICATORS: NEBRASKA AND UNITED STATES				
1. CHANGE FROM PREVIOUS YEAR				
October 1981	Current Month as Percent of Same Month Previous Year		1981 Year to Date as Percent of 1980 Year to Date	
	Nebraska	U.S.	Nebraska	U.S.
Indicator	Nebraska	U.S.	Nebraska	U.S.
Dollar Volume	107.4	108.6	108.6	110.6
Agricultural	121.3	110.6	108.3	108.8
Nonagricultural	105.4	108.5	108.6	110.7
Construction	95.6	100.8	124.6	104.7
Manufacturing	105.7	107.9	108.5	110.6
Distributive	105.4	109.6	108.1	111.6
Government	107.5	107.7	106.8	108.6
Physical Volume	101.9	99.9	99.6	100.6
Agricultural	136.7	121.6	103.9	102.6
Nonagricultural	97.5	99.3	99.1	100.5
Construction	90.9	95.9	117.4	98.6
Manufacturing	101.1	100.4	99.7	100.6
Distributive	95.6	99.4	97.8	101.0
Government	101.2	97.4	99.9	99.0

2. CHANGE FROM 1967		
Indicator	Percent of 1967 Average	
	Nebraska	U.S.
Dollar Volume	374.5	358.2
Agricultural	399.9	350.0
Nonagricultural	370.4	358.5
Construction	226.8	307.3
Manufacturing	383.7	316.4
Distributive	381.7	389.8
Government	378.0	345.4
Physical Volume	141.7	135.8
Agricultural	163.2	145.2
Nonagricultural	138.4	135.5
Construction	69.8	94.6
Manufacturing	162.5	130.3
Distributive	136.4	139.3
Government	147.5	147.2

3. NET TAXABLE RETAIL SALES OF NEBRASKA REGIONS AND CITIES (Adjusted for Price Changes)			
Region Number and City	City Sales*	Sales in Region*	
	Oct. 1981 as percent of Oct. 1980	Oct. 1981 as percent of Oct. 1980	Year to date '81 as percent of Year to date '80
<i>The State</i>	91.9	91.4	98.6
1 Omaha	93.3	93.9	101.4
Bellevue	99.6		
2 Lincoln	86.6	86.7	100.1
3 So. Sioux City	87.2	88.5	97.7
4 Nebraska City	93.1	93.7	95.6
5 Fremont	93.1	87.2	96.0
Blair	92.5		
6 West Point	92.4	89.6	92.5
7 Falls City	92.0	94.2	95.6
8 Seward	92.0	83.2	93.2
9 York	92.9	87.2	91.2
10 Columbus	87.5	88.7	99.1
11 Norfolk	93.7	94.0	99.2
Wayne	94.8		
12 Grand Island	87.3	83.8	94.0
13 Hastings	93.7	91.9	96.7
14 Beatrice	92.0	93.3	96.9
Fairbury	106.4		
15 Kearney	93.0	89.5	97.9
16 Lexington	100.8	91.6	94.5
17 Holdrege	86.6	88.6	95.8
18 North Platte	92.4	91.3	94.4
19 Ogallala	83.3	85.3	96.8
20 McCook	101.6	93.9	98.7
21 Sidney	102.7	103.9	100.5
Kimball	108.6		
22 Scottsbluff/Gering	91.6	86.1	97.0
23 Alliance	101.1	89.5	97.9
Chadron	86.6		
24 O'Neill	96.5	89.0	96.3
25 Hartington	106.0	86.0	95.2
26 Broken Bow	87.8	89.3	93.8

\*State totals include sales not allocated to cities or regions. The year-to-year ratios for city and region sales may be misleading because of changes in the portion of unallocated sales. Region totals include, and city totals exclude, motor vehicle sales. Sales are those on which sales taxes are collected by retailers located in the state. Compiled from data provided by Nebraska Department of Revenue.



(continued from page 4) sectors, output was down 0.1% September-October. Construction recorded a 4.8% decline in October, the seventh consecutive monthly decline in this index. The construction index peaked at 102.7 in March 1981 and has declined since. The construction index for October 1981 was below the levels recorded in October 1979 and 1980. The index is only about four points above the bottom reached in June 1980.

Output from the manufacturing sector, as measured by the Bureau of Business Research's physical volume index, declined 2.3% in October. The index is above the October 1980 reading of 160.7, but below the October 1979 reading of 172.8.

The manufacturing index reached its trough in August 1980 at 159.1 and has moved erratically since. The index peaked in 1981 at 168.9, dropped in August only to recover somewhat in September, but has now dropped again with the October reading.

The distributive trade component of the net physical volume index increased 0.9% September-October. Output in the distributive trade sector has shown little change during the past three months. Like the other sector indexes, this component is below levels recorded in October 1979 and 1980.

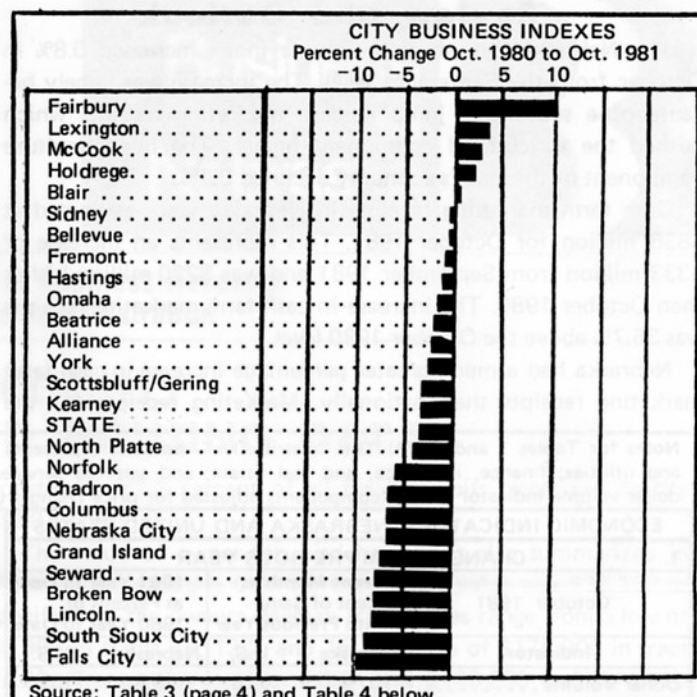
Output in the government sector was up 0.1% in September-October. The index is approximately 1% above the October 1979 and 1980 levels.

Nebraska's retail sales were down 2% September-October. Nationally, retail sales were down 1.5% over the same interval. Year-to-date retail sales on a dollar volume basis are up 7.3% in Nebraska, which is well below the year-to-date 10.5% increase recorded nationally.

Some Nebraska cities had real increases in retail sales in October 1981 when compared with year-earlier levels. Cities recording real gains include Fairbury, 6.4%; Lexington, 0.8%; McCook, 1.6%; Sidney, 2.7%; Kimball, 8.6%; Alliance, 1.1%; and Hartington, 6.0%. On a year-to-date basis, cities recording an increase in real retail sales include Omaha, 1.4%; Lincoln, 0.1%; and Sidney, 0.5%. Regions performing better than the state's average include Regions 1, 2, 10, 11, 20, and 21.

Retail sales were adjusted using the commodity component of the Consumer Price Index. On an October-to-October basis (1980-1981), the total Consumer Price Index was up 10.2%. The commodity component of this index, however, was up 7.1% over the same interval. Rapidly rising housing prices are largely responsible for the higher inflation rate, as measured by the total Consumer Price Index.

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Source: Table 3 (page 4) and Table 4 below.

**4. OCTOBER CITY BUSINESS INDICATORS**

The State and Its Trading Centers	Percent of Same Month a Year Ago		
	Employment <sup>1</sup>	Building Activity <sup>2</sup>	Power Consumption <sup>3</sup>
<i>The State</i> .....	101.2	90.7	92.8
Alliance .....	99.0	66.1	93.7
Beatrice .....	100.0	151.8	88.3
Bellevue .....	101.5	82.5	109.5
Blair .....	102.2	166.1	93.5
Broken Bow .....	101.3	58.9	93.2
Chadron .....	101.1	87.6	91.6
Columbus .....	102.2	72.2	90.5
Fairbury .....	101.6	383.4	86.7
Falls City .....	101.7	22.8	91.6
Fremont .....	104.3	114.5	97.7*
Grand Island .....	101.1	68.0	98.9
Hastings .....	101.6	128.9	87.6
Holdrege .....	101.9	377.1	104.6
Kearney .....	101.2	84.1	96.7
Lexington .....	102.3	147.2	91.9
Lincoln .....	99.5	74.8	92.2
McCook .....	101.5	107.4	93.5
Nebraska City .....	100.6	49.5	86.8
Norfolk .....	100.7	50.4	96.8
North Platte .....	100.1	79.7	91.3
Omaha .....	101.5	131.4	92.7
Scottsbluff/Gering ..	102.8	83.0	85.0
Seward .....	100.6	43.1	91.3
Sidney .....	101.2	68.7	93.5
So. Sioux City .....	96.8	67.5	90.6
York .....	102.2	98.1	82.9

<sup>1</sup>As a proxy for city employment, total employment for the county in which a city is located is used.

<sup>2</sup>Building Activity is the value of building permits issued as spread over an appropriate time period of construction. The U.S. Department of Commerce Composite Construction Cost Index is used to adjust construction activity for price changes.

<sup>3</sup>Power Consumption is a combined index of consumption of electricity and natural gas except in cases marked \* for which only one is used.

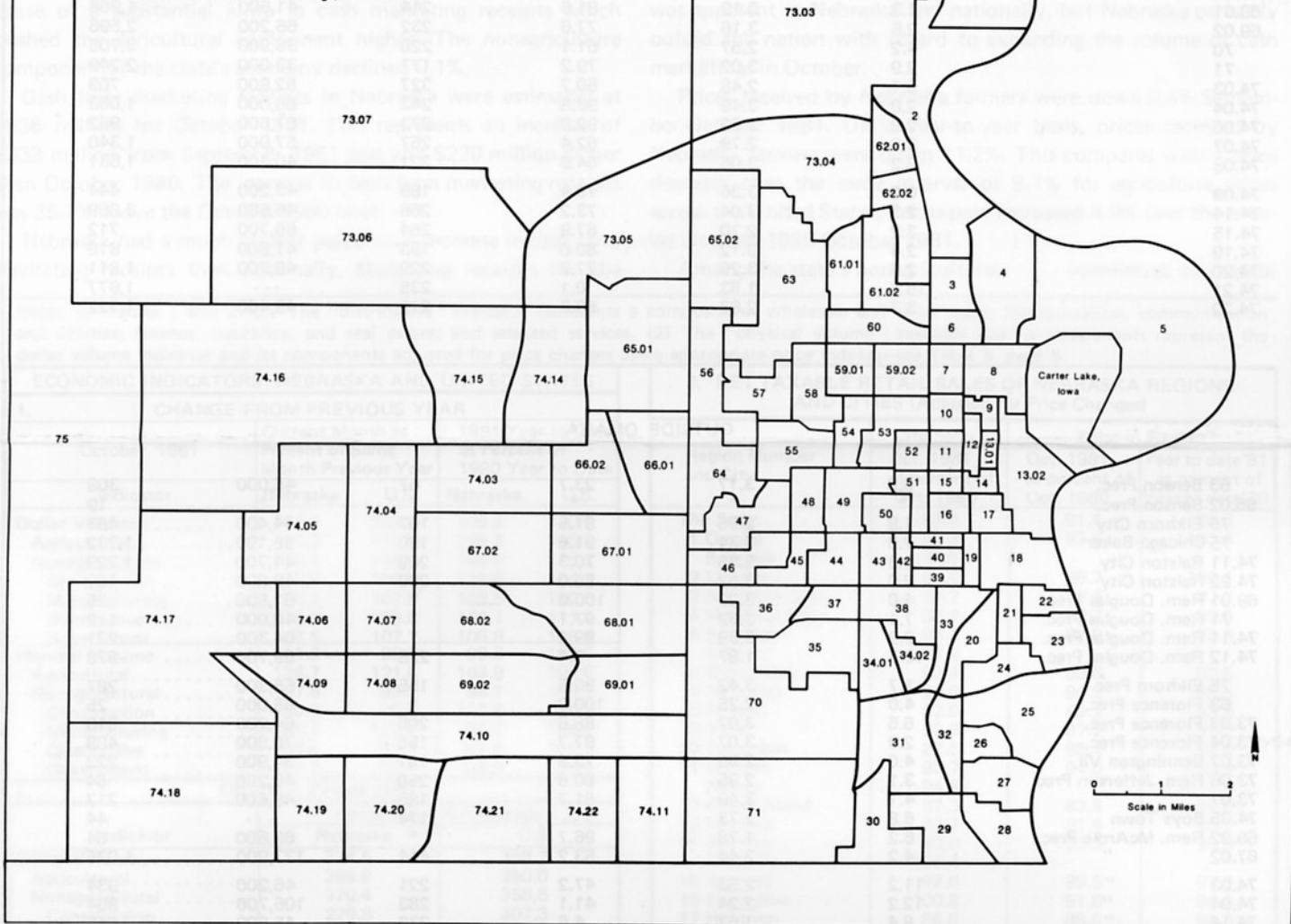
Source: Compilation by Bureau of Business Research from reports of private and public agencies.

**5. PRICE INDEXES**

October 1981	Index (1967 = 100)	Percent of Same Month Last Year	Year to Date as Percent of Same Period Last Year*
Consumer Prices .....	279.9	110.2	110.6
Commodity component	257.9	107.1	108.9
Wholesale Prices .....	296.0	106.6	109.1
Agricultural Prices			
United States .....	241.0	90.9	105.8
Nebraska .....	245.0	88.8	104.5

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

MAP 2  
**Metropolitan Census Tracts:  
 Omaha and Vicinity, 1980**



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