

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

NET TAXABLE RETAIL SALES, 1968-1971

Net taxable retail sales made by Nebraska firms were \$3,604 million in 1971 (See Table 1).¹ This represented a 9.0 percent gain over 1970's dollar volume. Following a 3.4 percent 1969-to-1970 gain, which was markedly below the 9.6 percent 1968-to-1969 increase, the 1971 situation was one of marked improvement. Thus, from 1968 to 1971 there has been a 23.5 percent increase, or an annual average rate of 7.3 percent.

The commodities component of the Consumer Price Index rose 13.2 percent, or at an annual rate of 4.2 percent, from 1968 to 1971. Thus, even after discounting the growth in dollar sales for the general rise in prices, there has been a considerable real increase in retail activity.

Estimates of population show an increase from July, 1968, to July, 1971, of 2.7 percent, or an annual rate of nearly 0.9 percent.² There has, therefore, been not only a rise in the physical volume of retail activity but also a rise in the goods consumed

per capita. Data available elsewhere indicate that the improvement is continuing at an accelerated pace. The dollar sales volume of the first four months of 1972 was 14 percent above that of the same period in 1971 (See Table 3 of Review and Outlook, page 4). Although not exactly equivalent to net taxable retail sales, retail activity indexes, *after adjustment for price level change*, have shown monthly levels of activity over the first four months of 1972 averaging 9 percent above the same period of last year. (See Table 4 of Review and Outlook, page 5.) It can be said, therefore, that retail sector of the state's economy is showing considerable strength—especially when compared with the 1970 situation.

That 1970 was a year of slow growth in the retail sector and one generally below that of 1969 is shown in Table 1. Excepting Regions 20 (McCook) and 13 (Hastings), which recorded gains greater in 1970 than in 1969, all the state's planning and development regions either had gains in net taxable retail sales in 1970 that fell far short of the 1969 gains over 1968 or experienced declines. Four regions and thirty-seven counties experienced absolute declines from 1969 to 1970. All regions and all but four counties (Greeley, Hitchcock, Kimball, and Logan) registered higher sales volumes in 1971 than 1970. (Continued on page 6)

¹The reader is referred to the September, 1969, and September and October, 1970, 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 the findings of the 1970 Census of Population.

CHANGES IN NET TAXABLE RETAIL SALES IN NEBRASKA BY PLANNING AND DEVELOPMENT REGIONS, 1968-1971

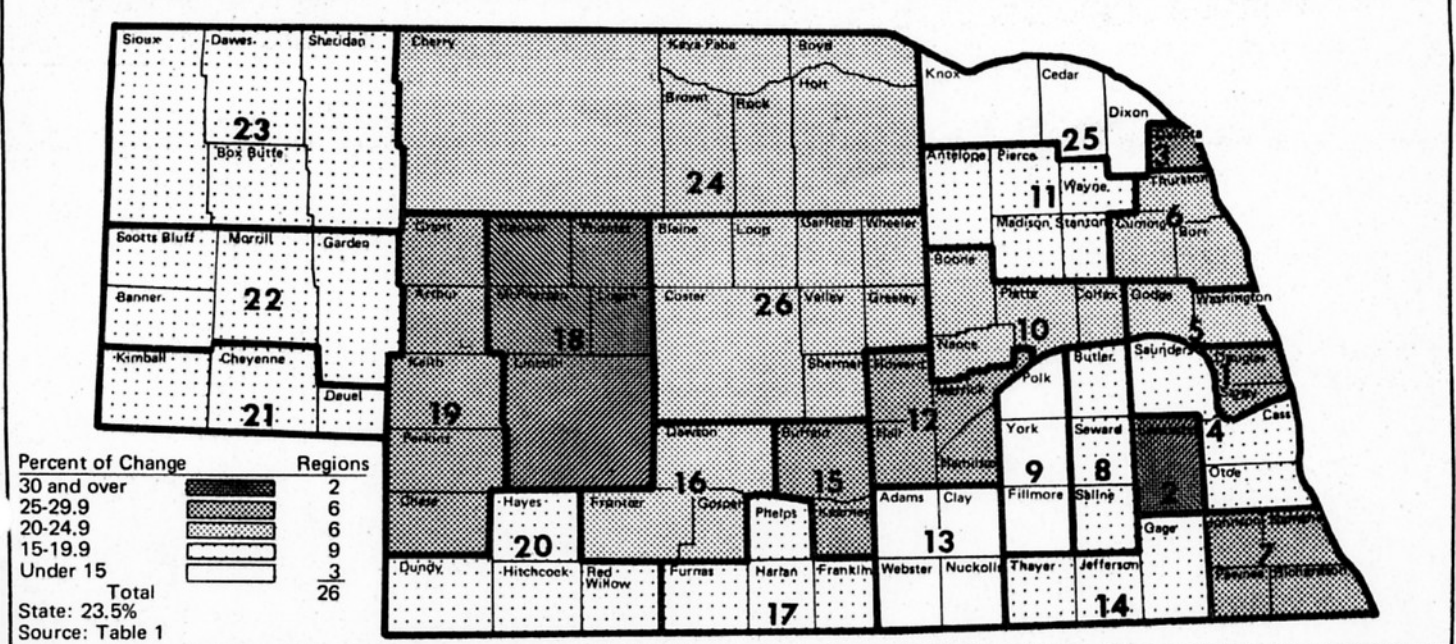


TABLE 1
NET TAXABLE RETAIL SALES IN NEBRASKA'S PLANNING AND DEVELOPMENT REGIONS, 1968, 1969, 1970, AND 1971

Region and Counties	Thousands of Dollars				Percent of Change				Region and Counties	Thousands of Dollars				Percent of Change			
	1968	1969	1970	1971	1968-1969	1969-1970	1970-1971	1968-1971		1968	1969	1970	1971	1968-1969	1969-1970	1970-1971	1968-1971
Region 1	1,023,499	1,112,819	1,172,863	1,280,066	+ 8.7	+ 5.4	+ 9.1	+25.1	Region 16	48,458	54,077	54,944	59,507	+11.6	+ 1.6	+ 8.3	+22.8
Douglas	966,768	1,052,709	1,104,607	1,201,878	+ 8.9	+ 4.9	+ 8.8	+24.3	Dawson	41,843	46,703	47,255	50,836	+11.6	+ 1.2	+ 7.6	+21.5
Sarpy	56,731	60,110	68,256	78,188	+ 6.0	+13.6	+14.6	+37.8	Frontier	4,019	4,466	4,554	5,039	+11.1	+ 2.0	+10.6	+25.4
Region 2	339,216	381,792	397,464	442,520	+12.6	+ 4.1	+11.3	+30.5	Gosper	2,596	2,908	3,135	3,632	+12.0	+ 7.8	+15.9	+39.9
Lancaster	339,216	381,792	397,464	442,520	+12.6	+ 4.1	+11.3	+30.5	Region 17	47,350	50,409	52,006	56,720	+ 6.5	+ 3.2	+ 9.1	+19.8
Region 3	23,760	26,074	27,876	30,034	+ 9.7	+ 6.9	+ 7.7	+26.4	Franklin	7,247	7,749	7,701	8,155	+ 6.9	- 0.6	+ 5.9	+12.5
Dakota	23,760	26,074	27,876	30,034	+ 9.7	+ 6.9	+ 7.7	+26.4	Furnas	11,493	12,314	12,170	13,008	+ 7.1	- 1.2	+ 6.9	+13.2
Region 4	76,069	86,078	84,402	88,211	+13.2	- 1.9	+ 4.5	+16.0	Harlan	6,141	6,819	7,329	8,396	+11.0	+ 7.5	+14.6	+36.7
Cass	21,990	23,096	24,400	25,634	+ 5.0	+ 5.6	+ 5.0	+16.6	Phelps	22,469	23,527	24,806	27,161	+ 4.7	+ 5.4	+ 9.5	+20.9
Otoe	29,459	32,034	32,816	34,608	+ 8.7	+ 2.4	+ 5.5	+17.5	Region 18	67,446	73,648	78,140	89,219	+ 9.2	+ 6.1	+14.2	+32.3
Saunders	24,620	30,948	27,186	27,969	+25.7	-12.2	+ 2.9	+13.6	Hooker	1,666	1,840	1,793	1,896	+10.4	- 2.5	+ 5.7	+13.8
Region 5	94,567	103,689	107,907	116,577	+ 9.6	+ 4.1	+ 8.0	+23.3	Lincoln	63,139	68,345	73,117	83,744	+ 8.2	+ 7.0	+14.5	+32.6
Dodge	75,406	81,498	83,939	90,034	+ 8.1	+ 3.0	+ 7.3	+19.4	Logan	1,024	1,051	1,189	1,105	+ 2.6	+13.1	- 7.1	+ 7.9
Washington	19,161	22,191	23,968	26,543	+15.8	+ 8.0	+10.7	+38.5	McPherson	348	404	361	412	+16.1	-10.6	+14.1	+18.4
Region 6	39,651	44,215	44,571	47,577	+11.5	+ 0.8	+ 6.7	+20.0	Thomas	1,269	2,008	1,680	2,062	+58.2	-16.3	+22.7	+62.5
Burt	14,546	16,202	16,651	17,151	+11.4	+ 2.8	+ 3.0	+17.9	Region 19	36,934	40,604	40,859	47,055	+ 9.9	+ 0.6	+15.2	+27.4
Cuming	17,569	19,803	19,476	21,458	+12.7	- 1.6	+10.2	+22.1	Arthur	500	575	502	667	+15.0	-12.7	+32.9	+33.4
Thurston	7,536	8,210	8,444	8,968	+ 8.9	+ 2.8	+ 6.2	+19.0	Chase	8,359	9,458	9,552	10,807	+13.1	+ 1.0	+13.1	+29.3
Region 7	45,632	54,389	53,970	57,117	+19.2	- 0.8	+ 5.8	+25.2	Grant	1,561	1,879	2,001	2,018	+20.4	+ 6.5	+ 0.8	+29.3
Johnson	8,449	9,080	8,701	9,349	+ 7.5	- 4.2	+ 7.4	+10.7	Keith	20,631	21,885	21,677	25,376	+ 6.1	- 1.0	+17.1	+23.0
Nemaha	13,170	15,980	15,886	16,687	+21.3	- 0.6	+ 5.0	+26.7	Perkins	5,883	6,807	7,127	8,187	+15.7	+ 4.7	+14.9	+39.2
Pawnee	4,962	5,664	5,291	5,609	+14.1	- 6.6	+ 6.0	+13.0	Region 20	41,353	42,472	45,853	48,547	+ 2.7	+ 8.0	+ 5.9	+17.4
Richardson	19,051	23,665	24,092	25,472	+24.2	+ 1.8	+ 5.7	+33.7	Dundy	4,420	4,670	4,753	5,067	+ 5.7	+ 1.8	+ 6.6	+16.6
Region 8	55,771	61,886	61,833	66,301	+10.6	+ 0.2	+ 7.2	+18.9	Hayes	882	873	925	932	- 1.0	+ 6.0	+ 0.8	+ 5.7
Butler	11,704	12,841	12,823	13,544	+ 9.7	- 0.1	+ 5.6	+15.7	Hitchcock	5,116	4,973	4,790	4,739	- 2.8	- 3.7	- 0.9	- 7.4
Seward	22,819	25,257	24,980	26,983	+10.7	- 1.1	+ 8.0	+18.2	Red Willow	30,935	31,956	35,385	37,809	+ 3.3	+10.7	+ 6.9	+22.2
Saline	21,248	23,588	24,030	25,774	+11.0	+ 1.9	+ 7.3	+21.3	Region 21	38,018	41,479	42,478	43,840	+ 9.1	+ 2.4	+ 3.2	+15.3
Region 9	56,469	58,561	57,653	64,002	+ 3.7	- 1.6	+11.0	+13.3	Cheyenne	19,771	21,314	21,897	23,386	+ 7.8	+ 2.7	+ 6.8	+18.3
Fillmore	16,676	16,963	15,837	16,518	+ 1.7	- 6.6	+ 4.3	- 0.9	Deuel	4,798	5,529	5,324	5,834	+15.2	- 3.7	+ 9.6	+21.6
Polk	9,264	9,916	8,968	9,813	+ 7.0	- 9.6	+ 9.4	+ 5.9	Kimball	13,449	14,636	15,257	14,620	+ 8.8	+ 4.2	- 4.2	+ 8.7
York	30,529	31,682	32,848	37,671	+ 3.8	+ 3.7	+14.7	+23.4	Region 22	92,739	100,722	101,914	110,193	+ 8.6	+ 1.2	+ 8.1	+18.8
Region 10	90,619	102,337	102,524	108,800	+12.9	+ 0.2	+ 6.1	+20.1	Banner	535	523	476	621	- 2.2	- 9.0	+30.5	+16.1
Boone	13,810	15,702	15,116	15,962	+13.7	- 3.7	+ 5.6	+15.6	Garden	3,773	4,620	4,654	5,013	+22.4	+ 0.7	+ 7.7	+32.9
Colfax	15,843	18,202	18,061	18,694	+14.9	- 0.8	+ 3.5	+18.0	Morrill	10,166	10,348	10,517	11,534	+ 1.8	+ 1.6	+ 9.7	+13.5
Nance	6,064	6,726	6,438	6,639	+10.9	- 4.3	+ 3.1	+ 9.5	Scotts Bluff	78,265	85,231	86,267	93,025	+ 8.9	+ 3.6	+ 5.4	+18.9
Platte	54,902	61,707	62,909	67,505	+12.4	+ 1.9	+ 7.3	+23.0	Region 23	53,446	56,856	58,814	64,066	+ 6.4	+ 3.4	+ 8.9	+19.9
Region 11	105,459	117,364	117,710	125,703	+11.3	+ 0.3	+ 6.8	+19.2	Box Butte	20,744	21,774	22,179	24,628	+ 5.0	+ 1.9	+11.0	+18.7
Antelope	12,876	14,458	14,126	16,089	+12.3	- 2.3	+13.9	+25.0	Dawes	15,723	17,136	17,966	19,188	+ 9.0	+ 3.8	+ 7.8	+22.0
Madison	64,725	72,377	73,678	79,066	+11.8	+ 1.8	+ 7.3	+22.2	Sheridan	15,636	16,481	17,483	18,824	+ 5.4	+ 6.1	+ 7.7	+20.4
Pierce	9,953	10,816	10,596	10,820	+ 8.7	- 2.0	+ 2.1	+ 8.7	Sioux	1,343	1,465	1,356	1,426	+ 9.1	- 7.4	+ 5.2	+ 6.2
Stanton	4,750	5,334	4,934	5,034	+12.3	- 7.5	+ 2.0	+ 6.0	Region 24	52,535	56,456	57,800	64,789	+ 7.5	+ 2.4	+12.1	+23.3
Wayne	13,155	14,379	14,376	14,692	+ 9.3	- 0.1	+ 2.2	+11.7	Boyd	4,902	4,917	4,984	5,347	+ 0.3	+ 1.4	+ 7.2	+ 9.1
Region 12	141,230	158,141	163,716	180,225	+12.0	+ 3.5	+10.1	+27.6	Brown	7,662	8,319	8,943	9,835	+ 8.6	+ 7.5	+10.0	+28.4
Hall	105,700	119,285	124,528	137,668	+12.9	+ 4.4	+10.6	+30.2	Cherry	12,524	13,536	13,668	14,827	+ 8.1	+ 1.0	+ 8.5	+18.4
Hamilton	13,997	14,567	14,441	15,421	+ 4.1	- 0.9	+ 6.8	+10.2	Holt	22,045	24,061	24,331	27,715	+ 9.1	+ 1.1	+13.9	+25.7
Howard	8,690	9,511	9,712	10,498	+ 9.4	+ 2.1	+ 8.1	+20.8	Keya Paha	1,125	1,237	1,197	1,294	+10.0	3.2	+ 8.1	+15.0
Merrick	12,843	14,778	15,035	16,638	+15.1	+ 1.7	+10.7	+29.5	Rock	4,277	4,386	4,677	5,771	+ 2.5	+ 6.6	+23.4	+34.9
Region 13	109,163	110,031	114,450	124,830	+ 0.8	+ 4.0	+ 9.1	+14.4	Region 25	38,091	42,241	41,686	42,624	+10.9	- 1.3	+ 2.3	+11.9
Adams	75,736	74,974	78,879	87,458	- 1.0	+ 5.2	+10.9	+15.5	Cedar	15,320	17,318	16,757	16,851	+13.0	- 3.2	+ 0.6	+10.0
Clay	12,257	12,493	12,941	13,745	+ 1.9	+ 3.6	+ 6.2	+12.1	Dixon	7,360	7,789	7,762	8,103	+ 5.8	- 0.3	+ 4.4	+10.1
Nuckolls	13,299	14,072	14,142	14,648	+ 5.8	+ 0.5	+ 3.6	+10.1	Knox	15,411	17,134	17,167	17,670	+11.2	+ 0.2	+ 2.9	+14.7
Webster	7,872	8,492	8,488	8,979	+ 7.9	- 0.1	+ 5.8	+14.1	Region 26	53,382	59,518	59,826	64,370	+11.5	+ 0.5	+ 7.6	+20.6
Region 14	77,064	83,453	83,685	89,796	+ 8.3	+ 0.3	+ 7.3	+16.5	Blaine	863	855	942	1,109	- 0.9	+10.2	+17.7	+28.5
Gage	42,286	45,882	46,352	50,117	+ 8.5	+ 1.0	+ 8.1	+18.5	Custer	24,892	27,046	28,226	30,956	+ 8.7	+ 4.4	+ 9.7	+24.4
Jefferson	20,943	22,792	23,129	24,228	+ 8.8	+ 1.5	+ 5.6	+16.6	Garfield	3,900	4,346	4,480	4,748	+11.4	+ 3.1	+ 6.0	+21.7
Thayer	13,835	14,779	14,204	15,251	+ 6.8	- 3.9	+ 7.4	+10.2	Greeley	6,030	5,718	5,658	5,474	- 5.2	- 1.0	- 3.3	- 9.2
Region 15	70,178																

TABLE 2
NET TAXABLE RETAIL SALES¹ IN SELECTED NEBRASKA CITIES, 1968-1970

City	Thousands of Dollars				Percent of Change				City	Thousands of Dollars				Percent of Change			
	1968	1969	1970	1971	'68-'69	'69-'70	'70-'71	'68-'71		1968	1969	1970	1971	'68-'69	'69-'70	'70-'71	'68-'71
Alliance	17,237	18,044	18,471	20,456	+ 4.7	+ 2.4	+10.7	+18.7	Lincoln	303,465	340,174	361,131	395,575	+12.1	+ 6.2	+ 9.5	+30.4
Beatrice	31,138	33,517	34,498	37,658	+ 7.6	+ 2.9	+ 9.2	+20.9	McCook	26,008	26,854	30,059	31,415	+ 3.3	+11.9	+ 4.5	+20.7
Bellevue	37,127	37,630	42,711	48,945	+ 1.4	+13.5	+14.6	+31.8	Nebraska City	17,863	19,459	20,938	21,238	+ 8.9	+ 7.6	+ 1.4	+18.9
Broken Bow	13,947	15,274	16,865	18,412	+ 9.5	+10.4	+ 9.2	+32.0	Norfolk	49,441	55,176	57,256	61,300	+11.6	+ 3.8	+ 7.1	+24.0
Chadron	11,039	12,393	13,241	13,964	+12.3	+ 6.8	+ 5.5	+26.5	North Platte	53,454	57,219	61,895	70,311	+ 7.0	+ 8.2	+13.6	+31.5
Columbus	42,812	47,251	48,975	52,297	+10.4	+ 3.6	+ 6.8	+22.2	Ogallala	16,321	17,227	17,147	19,665	+ 5.5	- 0.5	+14.7	+20.5
Fairbury	14,748	16,052	16,456	17,656	+ 8.8	+ 2.5	+ 7.3	+19.7	O'Neill	12,015	13,180	13,504	15,358	+ 9.7	+ 2.5	+13.7	+27.8
Falls City	11,734	15,150	15,232	16,543	+29.1	+ 0.5	+ 8.6	+41.0	Omaha	862,129	925,999	985,380	1,062,420	+ 7.4	+ 6.4	+ 7.8	+23.2
Fremont	55,735	58,042	62,077	66,494	+ 4.1	+ 7.0	+ 7.1	+19.3	Scottsbluff	51,383	55,725	58,653	62,488	+ 8.5	+ 5.3	+ 6.5	+21.6
Grand Island	81,279	103,256	109,944	110,262	+13.1	+ 6.5	+ 0.3	+20.8	Seward	14,248	15,508	15,544	17,041	+ 8.8	+ 0.2	+ 9.6	+19.6
Hartington	5,033	5,875	5,794	5,662	+16.7	- 1.4	- 2.3	+12.5	Sidney	15,484	16,526	17,531	18,058	+ 6.7	+ 6.1	+ 3.0	+16.6
Hastings	66,771	64,739	69,384	76,522	- 3.0	+ 7.2	+10.3	+14.6	So. Sioux City	16,913	18,393	19,733	21,743	+ 8.8	+ 7.3	+10.2	+28.6
Holdrege	17,235	18,073	18,819	21,419	+ 4.9	+ 4.1	+13.8	+24.3	West Point	8,257	9,211	9,250	10,555	+11.6	+ 0.4	+14.1	+27.8
Kearney	42,238	48,173	49,743	55,444	+14.1	+ 3.3	+11.5	+31.3	York	22,219	23,643	24,744	28,431	+ 6.4	+ 4.7	+14.9	+28.0
Kimball	11,424	12,371	12,956	12,053	+ 8.3	+ 4.7	- 7.0	+ 5.5	Total-30 Cities	1,955,409	2,118,430	2,247,266	2,429,888	+ 8.3	+ 6.1	+ 8.1	+24.3
Lexington	16,712	18,296	19,335	20,503	+ 9.5	+ 5.7	+ 6.0	+22.7	Total-State	2,610,864	2,834,212	2,965,831	3,206,056	+ 8.5	+ 4.6	+ 8.0	+22.8

¹Excluding motor vehicle sales.

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

(Continued from first page) Only Hitchcock and Greeley have had sales declines in all three years since 1968.

Analysis of the 1968 to 1971 changes reveals that regional increases ranged from a low of 11.9 percent for Region 25 (Hartington) to a high of 32.3 percent for Region 18 (North Platte). Eight of the state's 26 regions had relative increases that exceeded the state increase of 23.5 percent. (See Table 1 and Map on page 1.) Regions 18 (North Platte) and 2 (Lincoln) recorded gains exceeding 30 percent; the other six regions' sales increased between 25 and 30 percent. Only Region 25 (Hartington) registered a dollar volume gain of less than 13 percent, the rise in the price level for commodities between 1968 and 1971. Thus, even after adjusting the figures for price level change, there have been real increases in retail activity in all but one region.

In 1971 there were twenty-seven cities whose net taxable retail sales, *excluding motor vehicle sales*,³ amounted to at least 25 percent⁴ of the sales generated in those regions for which they may be designated as major retail trade centers. These localities, plus the three others also shown in Table 2, comprise most of the

³Motor vehicle sales could be included only in those cities that are county seats, at which such sales are recorded at the time vehicles are registered. Therefore, they are excluded for all cities.

⁴The criterion of "at least 25 percent" is a practical choice of the author that results generally in a single center for each region.

state's major retail trade centers. In 1971 the net taxable retail sales, thus defined, of the twenty-seven centers ranged from a high of \$1,062.4 million for Omaha to a low of \$10.6 million for West Point. As a group the thirty centers accounted for \$2,429.9 million, or nearly 76 percent, of the state's total retail sales of \$3,206.1 million, excluding motor vehicles.

Led by Falls City with its 41.0 percent gain, thirteen of the thirty centers showed sales increases from 1968 to 1971 in excess of the 22.8 percent increase registered for the state as a whole. Five other centers (Bellevue, Broken Bow, Kearney, Lincoln, and North Platte) registered gains in excess of 30 percent.

Of special concern are the changes that have occurred in "share of region" positions. A decline in a center's share of its region's sales can be taken as indicative of a weakening of that center's competitive position. The result could be an increase in the difficulty of increasing, or even maintaining, local economic growth. Table 3 presents a comparison of the shares of regional totals for the four years of 1968 through 1971. Twenty-three of the thirty centers have increased their shares of their respective regions' totals. Marked gains were registered by York, Falls City, Sidney, Broken Bow, and McCook in that order. Notable declines in shares were experienced by Grand Island and Ogallala.

EDWARD L. HAUSWALD

TABLE 3
TRADE CENTERS' SHARES OF REGIONAL TOTALS OF NET TAXABLE RETAIL SALES,¹ 1968-1971

Trade Center	Region	Percent of Region				Trade Center	Region	Percent of Region			
		1968	1969	1970	1971			1968	1969	1970	1971
Alliance	23	36.7	36.3	35.6	36.7	Lincoln	2	98.4	98.5	98.6	98.5
Beatrice	14	45.8	45.9	46.7	47.6	McCook	20	71.9	72.7	74.3	74.4
Bellevue	1	4.0	3.7	4.0	4.2	Nebraska City	4	27.6	26.6	29.0	28.8
Broken Bow	26	30.7	30.2	32.8	33.5	Norfolk	11	52.7	53.3	54.6	54.7
Chadron	23	23.5	24.9	25.5	25.0	North Platte	18	88.5	87.8	88.6	89.1
Columbus	10	53.2	52.8	53.8	54.0	Ogallala	19	50.5	49.2	48.2	48.2
Fairbury	14	21.7	22.0	22.3	22.3	O'Neill	24	27.0	27.5	27.2	27.9
Falls City	7	30.0	32.8	32.9	33.7	Omaha	1	92.2	92.1	92.1	91.6
Fremont	5	65.6	63.8	64.7	64.7	Scottsbluff	22	63.1	63.3	65.1	65.0
Grand Island	12	72.7	73.7	74.5	68.8	Seward	8	29.2	29.2	28.8	29.5
Hartington	25	15.5	16.4	16.2	15.5	Sidney	21	42.8	43.5	41.7	45.9
Hastings	13	68.1	66.5	67.5	69.0	So. Sioux City	3	79.7	79.7	80.4	81.8
Holdrege	17	41.6	41.5	41.8	43.8	West Point	6	24.6	24.9	24.7	26.3
Kearney	15	67.4	68.5	67.5	68.0	York	9	44.6	46.5	49.3	50.9
Kimball	21	34.3	34.7	34.8	32.4	Total-30 Cities		74.9	74.7	75.8	75.8
Lexington	16	39.5	39.3	40.4	40.1	Total-State		100.0	100.0	100.0	100.0

¹Excluding motor vehicle sales.

Source: Table 1, adjusted to exclude motor vehicle sales, and Table 2.