

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

EMPLOYMENT IN NEBRASKA IN THE SIXTIES

Changes in the Nebraska economy in the sixties are mirrored to considerable extent in the figures on employment recently released by the State Department of Labor. These are presented in detail in Table I on page 6. Changes in some of the important sectors are depicted in the chart below. To avoid the seasonal factor that prevails in some types of employment, annual averages are presented.

Some salient features of the picture that emerges may be summarized as follows:

1. The total number of jobs in Nebraska increased 25,000 (4%) during the sixties.
2. Seventy percent of this increase was in government employment, 30% in the private sector. The growth in government employment was entirely at the state and local level, with 60% of it in education.
3. During the decade the private economy provided 70,000 additional jobs, but 90% of this increase was offset by the decline in agricultural employment and in the number of self-employed proprietors and domestic workers.
4. The number employed in agriculture dropped by 52,400, or nearly one-third, reducing the proportion of the work force in this area from 25% to 16%.
5. More than a third of the net increase in private nonagricultural jobs was in manufacturing, with more than half of this growth in the machinery and equipment area, and most of the other half in "other durable goods". The notable drop in food processing employment is accounted for by the decline of nearly one-fourth in the number of jobs in the meat industry.
6. Manufacturing employment increased 29% during the sixties, with machinery and equipment up more than 80%, and the manufacturing segment of the economy now employs 13% of the work force as compared with 10.5% in 1960.
7. Even more impressive were gains in the trade area, where the increase in employment nearly equaled the total employment increase for the state. Almost all of this growth was in retail trade, which climbed 30% as compared with 25% for trade as a whole. All categories of retail trade showed gains, with the largest in eating and drinking places.
8. For the first time in the state's history employment in trade during the past two years has exceeded employment in agriculture, accounting for 18% of the state's work force in 1969 as compared with 15% in 1960.
9. Employment in the service industries rose 35% during the sixties, and this field now employs 12% of the work force. All categories showed increases, with the largest numerical increase

in the area of professional services. Business services doubled, the largest percentage increase of any category of employment.

10. From data on metropolitan areas not included in Table I it appears that about 80% of the increase in nonmanufacturing wage and salary employment has been in the Omaha and Lincoln SMSAs. On the other hand, about 73% of the growth in manufacturing wage and salary employment has been in outstate areas.

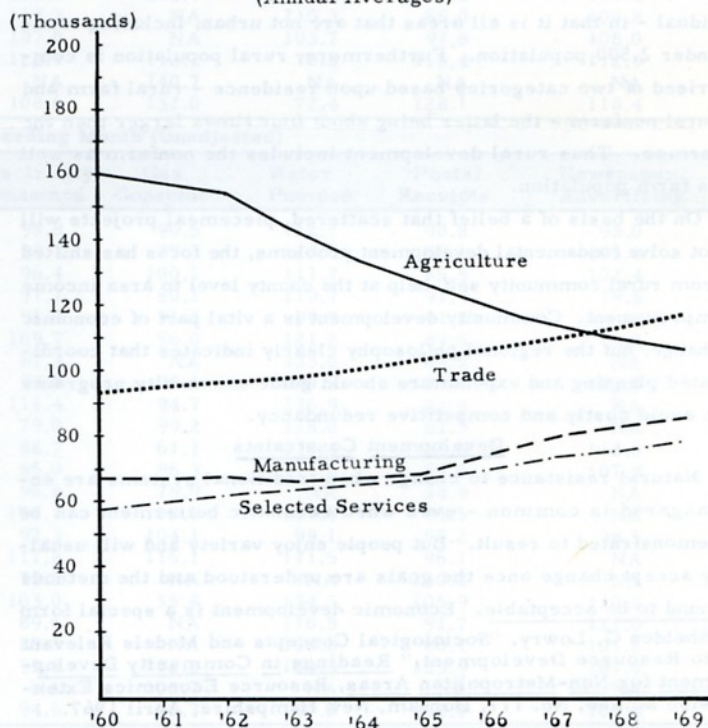
11. During the sixties the proportion of the work force in non-agricultural private employment rose from 59.5% to 66.5%, and total nonagricultural employment went up from 72% to 81%.

12. Nevertheless, the state did not keep pace with the nation in growth of nonagricultural employment, showing a gain of 17% as compared with the national figure of 29%.¹ Since Nebraska had a larger percentage decrease than the nation in agricultural employment, the necessity for out-migration is evident. This topic will be dealt with in a later article when complete preliminary figures for Nebraska from the 1970 census become available.

E. S. WALLACE

¹For the national figures see Employment and Earnings (U. S. Dept. of Labor), May, 1970, p. 67.

SELECTED CATEGORIES OF
NEBRASKA CIVILIAN PRIVATE EMPLOYMENT
(Annual Averages)



Source: Table I.

RURAL ECONOMIC DEVELOPMENT

The following is the second and final part of an article by Gene L. Swackhamer condensed and reprinted by permission from the December, 1969, issue of the Monthly Review of the Federal Reserve Bank of Kansas City. The first installment of the condensation appeared in these pages in our April issue.

ent appointment of a Presidential Task Force on Rural development indicates continued interest in rural communities. h communities are failing to share in the growth and y of modern times. Typical of their problems are loss ion, relative decline in the availability and quality of y services, lack of job opportunities, underemployment, incomes, and increasing per capita tax burdens.

Development Focal Points

Community development has been defined as "an effort to in- e economic opportunity and quality of living of a given y through helping the people of that community with those t that require group decision and action."¹ There are ortant aspects of this definition: economic opportunity y of living are all-inclusive goals permitting wide lati- ograms and projects; problems that require group deci- sion imply activity of public rather than private effort; mensions of the community are left unspecified.

point is important. The agrarian and village communi- thought of in the traditional sense, frequently have lost nder the advance of specialization, technology, and ur- n. Emergence of large-scale farming, development of y roadways, and decline of many local government units ples of changes that have enlarged the concept of the munity. Industrialization and specialization also have economic opportunities in urban centers, but not without ng traditional community bonds. As a consequence of ke these, preliminary study of the community becomes ore important first step in community development. he issue be a school bond election, providing jobs, or g health services, the task of effective communication rship within the community has increased in complexity. is particularly difficult if the issue requires a change ditional unit such as consolidation or reclassification. evelopment is much like resource development - both al descriptive terms. Rural, by census definition, is re- n that it is all areas that are not urban, including towns 00 population. Furthermore, rural population is com- two categories based upon residence - rural farm and arm - the latter being about four times larger than the Thus rural development includes the nonfarm as well population.

asis of a belief that scattered, piecemeal projects will undamental development problems, the focus has shifted l community self-help at the county level to area income ent. Community development is a vital part of economic t the regional philosophy clearly indicates that coordin- ing and expenditure should guide community programs ostly and competitive redundancy.

Development Constraints

resistance to change when traditional systems are en- is common - even when economic betterment can be ated to result. But people enjoy variety and will usual- change once the goals are understood and the methods e acceptable. Economic development is a special form G. Lowry, "Sociological Concepts and Models Relevant rce Development," Readings in Community Develop- Non-Metropolitan Areas, Resource Economics Exten- neo, No. 177, Durham, New Hampshire, April 1967.

of economic change. In addition to the social constraints to rural development, other important limits are frequently encountered.

An inventory of area resources quickly reveals strengths, weak- nesses, and potentials. Rural communities often depend upon a iculture as the sole economic base with a modest retail-serv- sector and little or no manufacturing or industry. Natural r- sources such as land and water are usually abundant, but a skill- labor force frequently is not. Some rural communities depend upon extractive industry, forestry, government projects, and re- eation, or a combination of these with one another or agricultur- but many rural communities lack a diversified economic base. If natural resources are lacking, the prospects of economic ba- building and income improvement are greatly diminished. "Tr- ditional rural industries are no longer growth industries in t- sense of having the capacity to provide more people with incom- To the contrary, technology has caused these industries to exp- people."²

Capital and financial availability are common rural developme- constraints. Without an economic base sufficient to generate e- port activity, internal capital generation through industry outp- is seldom sufficient to finance development activity. Further- more, the financial alternatives available to private and publi- rural development interests are limited.

An adaptive and progressive community is a necessity to rur- development. Intelligent reasoning and planning with attention facts, data, and circumstances require respected leadership and knowledgeable populace. Most important of all, rational condu- must prevail. These traits are neither automatic nor predictabl- they are, however, important determinants of economic develo- ment environment and must be understood by change agents a- influence leaders.

Location theory has evolved to explain industrialization and u- banization. The existence of external economies such as jo- growth of related industries, market specialization, and cost mi- nimization has encouraged concentration of economic activity. T- carryover influence of past decisions and the economic adva- tages of agglomeration result in a "herd-effect" that tends to pe- petuate concentration of economic activity.³ This trend of co- tinued industrialization has been difficult to alter, partially b- cause much new investment in capital equipment tends to be ad- ditions to existing facilities. Programs of rural development see- ing to achieve a relocation of industry face these constraints as well as other market, raw material, and labor considerations.

There are costs of sparsity. Low density population, characte- istic of rural areas, creates many development problems. T- rural citizen's desire for services is similar to that of urban re- sidents, but the maintenance of a tax base sufficient to meet i- creasing wants is often impossible. The costs of transportati- increase the total cost of education, health, and many other ser- ices in rural areas.

A final constraint is the inflexibility and inadequacy of ma- rural units of government in innovating new solutions to econo- problems. Regardless of whether inertia is due to lack of leade-

²Lindley E. Juers, "Forming Rural Coalitions," a paper present- to a seminar on Communications to Build the Future Environ- ment, Minneapolis, Minn., November 20-22, 1968.

³Urban and Rural America, p. 44. Also see Lindley E. Juers, p. 6.

ship or foresight or resources, rural government often seeks to maintain the status quo, which, in reality, is to slip backwards socially, culturally, and economically over time.

Guidelines for Rural Development

The problems of rural America today will be the problems of urban America tomorrow.⁴

Not just sentiment demands that we do more to help our farms and rural communities...the welfare of this Nation demands it. The cities will never solve their problems unless we solve the problems of the towns and smaller areas.⁵

The evidence increasingly suggests that rural and urban problems are opposite sides of the same coin. The economic lag and depopulation of rural areas is interrelated to agglomeration of economic activity and the massing of population into urban centers. This does not mean that the rural exodus is a primary cause of urban development problems; natural increases account for more urban population change than in-migration. The interdependence of rural-urban development results from the integration of functional economic areas in our national economy.

The prevailing development strategy has become one of "balanced urbanization." Central to this strategy is the belief that more than 100 million Americans will be added to our population in the next 30 years - raising the total population to approximately 314 million, with 85 percent being urban. The desire for "balance" in population dispersion, economic activity, and equitable distribution of incomes results from many considerations. Past experience with urban sprawl, regional economic imbalance, and self-perpetuating poverty cycles suggests that development problems will intensify. Few disagree with this statement of the problem; but in the advocacy of solutions and creation of action programs, real conflicts materialize.

From an economic point of view, the trend toward a fully integrated national economy with activity polarized in megalopolitan concentrations seems likely; yet, from a social standpoint, such development would seem to have few merits. A major conflict arises in determining the appropriate role of Government in guiding economic development. Under the traditional independent private decision system characteristic of our society, industry and individuals are relatively free to locate where they please; thus, economic analysis concludes that future population and economic activity will be concentrated in megalopolitan strips.

Many who concur in the above projection do not accept its inevitability and offer alternative policies of public-private intervention in the urbanization process. Concepts of new towns, regional "nodal" growth centers, planned communities, decentralized government offices, and rural development commissions are examples of planned intervention for balanced economic development. Many of the programs related to these concepts would have a direct impact upon rural areas.

Action in Rural Communities

What can rural communities do to assure their survival and enhance the quality of living for their residents? First, many must acknowledge the hard fact that not all small rural towns will survive. Consolidation of resources and energy to produce a viable county or area unit may be the best strategy for some. Next, it must be realized that generations of loyalties to local institutions

⁴President Richard Nixon, in remarks to Department of Agriculture employees as quoted in "Rural Change - Perspective for the 1970's," by John H. Southern at the National Agricultural Outlook Conference, Washington, D.C., February 18, 1969.

⁵Excerpts from President Lyndon Johnson's remarks at Dallas-town, Pennsylvania, September 1966, as quoted in Urban and Rural America: Policies for Future Growth, p. xv.

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die hard, but the passage of time often makes past causes seem trivial. The shifting of allegiance to larger towns or area growth centers is often socially difficult because of past rivalries. The consolidation of school systems creates an identity vacuum for areas where schools close. The refusal to participate in government development programs on a matching grant or loan basis because of pride, stubborn independence, or lack of information is costly to rural communities because they then fail to benefit from the tax-purchased services. But if the surviving unit becomes a viable community, the school system and other services become more than adequate, and sparks of internal growth are generated, then meaningful development is more likely to result.

An often overlooked source of growth is the existing economic base. Major employers generally have grown with the community and provide "basic" employment - meaning employment in the production of goods and services sold primarily outside local markets. Employment which serves local markets is called "non-basic" and is usually dependent upon the level of basic employment. Support and expansion of basic industries is a growth stimulant.

In some areas, basic employment is declining. Before major expenditures are made to attract industry, these communities need to analyze thoroughly their status. If, after such a study, the community seeks to attract new industry, to build an industrial park, or to promote an existing attribute, then, hopefully, the chance of success has been enhanced. It is much easier to grow by broadening the economic base than it is to gain a larger relative share of existing output - especially in cases such as manufacturing where total employment has remained nearly constant.

NEW PUBLICATION

The Economy of the Four-County Southeast Nebraska Region, Parts I and II, by Dr. Edward L. Hauswald, has been published as Area Study Number Four by the Bureau of Business Research.

Intended as a reference, the comprehensive report includes in Part I complete analyses, conclusions, and recommendations, and in Part II a series of tables, charts, maps, and exhibits in support of Part I. A condensed version of the report will be made a part of the Southeast Nebraska Regional Plan.

The report analyses in depth the past and present, and projects future population, labor force, employment, income, commerce, and needs of the four-county region composed of Johnson, Nemaha, Pawnee, and Richardson Counties.

The publication is available on a loan basis from the Bureau of Business Research, University of Nebraska, Lincoln, 68508.

Business Summary

Measured in dollar volume General Business Activity in Nebraska in March was slightly below the same month last year. The decline was due principally to the low level of construction activity and a slight drop in manufacturing employment, with all other categories showing gains over March, 1969. Life insurance sales, up more than 13 percent, recorded the sharpest increase. Although the Physical Volume Index was also slightly below last year's level, the state's situation, in general, was not markedly different from the U.S. as a whole. The state and national indexes showed

the same level of manufacturing employment, but the U.S. had slight declines also in retail trade, life insurance sales, and newspaper advertising. The chief difference was that the weakness in construction activity was much more severe in the state than in the nation.

Nebraska retail sales in April were up more than 8 percent over the preceding month, with Nebraska City, Alliance, North Platte, Broken Bow, Omaha, Grand Island, and McCook showing the sharpest gains. Compared with the same month a year ago, retail trade showed an increase of 2.3 percent, reflecting a rise of more than 4 percent in "hard goods" sales and one percent in "soft goods."

All figures on this page are adjusted for seasonal changes, which means that the month-to-month ratios are relative to the normal or expected changes. Figures in Table I (except the first line) are adjusted where appropriate for price changes. Gasoline sales for Nebraska are for road use only; for the United States they are production in the previous month. WALT C. OXFORD

I. NEBRASKA and the UNITED STATES

Business Indicators	Percent of 1948 Average		Percent of Same Month a Year Ago		Percent of Preceding Month	
	Nebraska	U.S.	Nebraska	U.S.	Nebraska	U.S.
	Dollar Volume of Business	366.9	418.1	99.1	107.0	98.0
Physical Volume of Business	222.6	243.7	99.4	102.4	96.1	98.5
Bank debits (checks, etc.)	274.8	424.9	110.6	108.0	102.5	98.7
Construction activity	242.2	165.4	58.1	94.8	105.7	98.4
Retail sales	153.9	181.3	102.1	99.0	86.5	98.6
Life insurance sales	457.2	498.9	113.5	99.3	94.2	96.2
Cash farm marketings	220.6	165.9	101.8	102.1	119.2	99.2
Electricity produced	427.8	524.4	105.7	105.5	99.0	98.5
Newspaper advertising	171.7	152.6	103.7	94.8	95.8	94.9
Manufacturing employment	177.5	129.7	98.7	98.7	101.0	99.9
Other employment	156.2	176.2	103.0	102.3	101.7	100.2
Gasoline sales	186.4	256.9	101.6	108.5	64.0	100.7

II. PHYSICAL VOLUME OF BUSINESS Percentage of 1948 Average

Month	Nebraska	U.S.
	1969-70	1969-70
March	223.9	238.1
April	224.8	240.0
May	219.6	240.7
June	225.0	243.3
July	219.1	243.7
August	218.2	240.1
September	218.0	239.9
October	214.6	243.1
November	206.4	238.1
December	220.9	241.7
January	224.1	246.8
February	231.7	247.3
March	222.6	243.7

III. RETAIL SALES for Selected Cities. Total, Hard Goods, and Soft Goods Stores. Hard Goods include automobile, building material, furniture, hardware, equipment. Soft Goods include food, gasoline, department, clothing, and miscellaneous stores.

City	No. of Reports	Percent of Same Month a Year Ago			Percent of Preceding Month	City	No. of Reports	Percent of Same Month a Year Ago			Percent of Preceding Month
		Total	Hard Goods	Soft Goods				Total	Hard Goods	Soft Goods	
THE STATE	643	102.3	104.2	101.1	108.4	Fremont	26	98.9	97.6	100.0	99.9
Omaha	44	103.7	100.3	106.6	113.4	Fairbury	24	99.9	100.0	99.8	104.7
Lincoln	61	85.9	83.6	87.8	103.3	Norfolk	25	100.1	100.0	100.1	106.7
Grand Island	29	99.8	92.0	106.8	112.9	Scottsbluff	35	98.7	102.0	95.9	104.4
Hastings	27	94.8	94.3	95.2	100.8	Columbus	26	104.9	103.3	106.7	105.7
North Platte	17	101.1	107.7	94.5	117.2	McCook	13	124.5	140.7	98.0	111.9
						York	22	93.2	89.2	95.9	103.3

IV. RETAIL SALES, Other Cities and Rural Counties

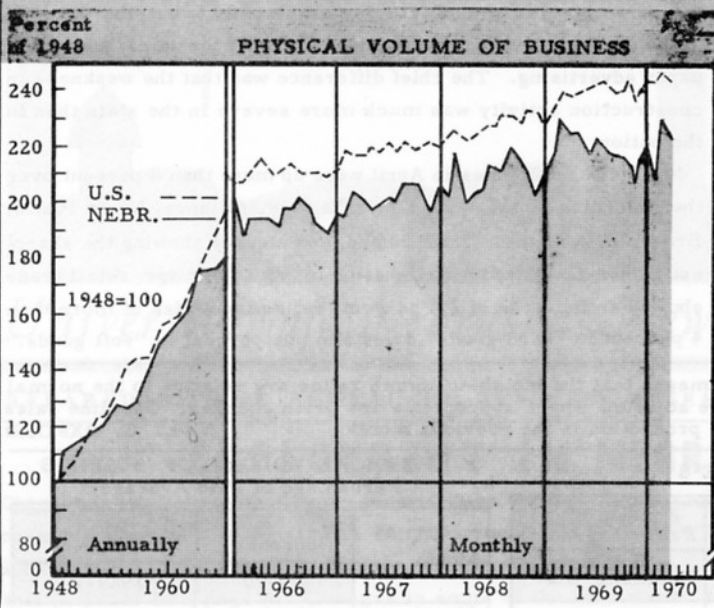
Locality	No. of Reports	Percent of Same Month A Year Ago	Percent of Preceding Month
Kearney	14	92.0	103.1
Alliance	26	85.8	120.3
Nebraska City	16	114.4	126.5
Broken Bow	12	111.3	113.5
Falls City	15	86.9	100.1
Holdrege	15	99.2	109.7
Chadron	19	92.1	91.3
Beatrice	15	115.7	102.3
Sidney	19	99.2	97.2
So. Sioux City	9	97.9	95.5
Antelope	7	121.2	111.7
Cass	15	110.7	110.8
Cuming	9	103.1	110.2
Sand Hills**	21	95.6	93.0
Dodge***	9	102.5	98.8
Franklin	9	108.0	105.9
Holt	13	95.5	98.7
Saunders	12	122.5	106.7
Thayer	7	113.3	109.5
Misc. Counties	32	112.4	104.1

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

Type of Store	Percent of Same Month a Year Ago			
	Nebraska	Omaha and Lincoln	Other Cities	Rural Counties
ALL STORES****	102.3	96.4	100.8	109.7
Selected Services	101.3	99.3	102.8	101.8
Food stores	103.6	99.0	105.6	106.1
Groceries and meats	101.5	89.8	107.7	107.0
Eating and drinking pl.	105.0	115.4	103.1	96.5
Dairies and other foods	112.0	105.1	101.2	129.8
Equipment	111.1	107.3	98.6	127.4
Building material	118.7	103.9	95.6	156.7
Hardware dealers	95.8	99.2	98.8	89.5
Farm equipment	119.3	134.5	95.9	127.6
Home equipment	103.2	101.0	102.9	105.8
Automotive stores	94.8	79.7	95.5	109.3
Automotive dealers	95.5	77.3	95.2	113.9
Service stations	96.9	89.5	96.7	104.6
Miscellaneous stores	99.3	98.8	99.2	99.8
General merchandise	97.6	97.9	95.5	99.3
Variety stores	99.7	104.1	99.1	96.0
Apparel stores	97.1	96.8	96.9	97.5
Luxury goods stores	99.5	101.3	101.0	96.2
Drug stores	106.5	105.1	106.7	107.6
Other stores	101.0	91.7	105.6	105.6

**Hooker, Grant, Dawes, Cherry, and Sheridan Counties
***Outside Principal City

****Not including Selected Services



UNADJUSTED CITY INDEXES
Percentage Change, Apr. 1969 to Apr. 1970

	-10	-5	0	+5	+10	+15	+20
MCCOOK							
BEATRICE							
HOLDREGE							
FREMONT							
SIDNEY							
BROKEN BOW							
HASTINGS							
YORK							
GRAND ISLAND							
LINCOLN							
SCOTTSBLUFF							
NEBRASKA CITY							
KEARNEY							
FALLS CITY							
OMAHA							
(STATE)							
SO. SIOUX CITY							
NORFOLK							
COLUMBUS							
NORTH PLATTE							
FAIRBURY							
ALLIANCE							
CHADRON							
							Not available

Figures on this page are not adjusted for seasonal changes nor for price changes. Building activity includes the effects of past as well as present building permits, on the theory that not all building is completed in the month the permit is issued. W. C. O.

VI. CITY BUSINESS INDICATORS

Percent of Same Month a Year Ago

City	City Index	Bank Debits	Building Activity	Retail Sales	Electricity Consumed	Gas Consumed	Water Pumped	Postal Receipts	Newspaper Advertising
The State	106.4	112.3	92.8	102.3	110.5	111.9	110.4	101.7	102.5
Beatrice	112.9	110.5	117.1	115.7	107.8	117.9	108.4	84.2	119.3
Omaha	106.5	111.3	104.7	103.7	111.6	102.0	106.2	135.5	97.2
Lincoln	108.4	118.7	101.4	85.9	111.0	119.1	123.8	95.9	102.4
Grand Island	108.5	108.1	126.7	99.8	108.5	108.9	126.5	105.1	- - -
Hastings	109.4	113.0	155.6	94.8	111.9	123.2	93.2	100.1	112.6
Fremont	110.7	115.9	455.5	98.9	104.4	NA	121.9	100.7	NA
North Platte	103.0	108.1	87.5	101.1	106.9	122.2	81.8	105.8	98.1
Kearney	107.3	117.2	12.7	92.0	124.1	137.7	104.0	100.8	NA
Scottsbluff	108.2	125.9	82.1	98.7	107.4	118.6	190.0	78.4	NA
Norfolk	105.2	119.7	126.1	100.1	106.0	123.4	94.4	95.2	91.2
Columbus	104.4	109.9	77.5	104.9	107.7	155.6	96.2	100.8	104.2
McCook	116.0	104.7	170.1	124.5	101.7	133.0	NA	93.2	NA
Sidney	110.5	99.1	535.5	99.2	105.8	126.4	83.4	128.6	NA
Alliance	95.3	104.5	76.4	85.8	97.1	133.7	75.2	98.5	99.7
Nebraska City	108.2	104.9	208.1	114.4	105.4	116.5	84.6	101.9	NA
So. Sioux City	106.2	89.1	180.2	97.9	131.5	NA	NA	79.4	NA
York	109.0	104.8	123.1	93.2	103.3	112.7	109.2	115.3	109.3
Falls City	106.7	109.1	418.2	86.9	118.3	NA	110.3	85.0	100.8
Fairbury	100.4	97.2	12.4	99.9	107.0	NA	103.7	97.6	108.0
Holdrege	112.2	105.3	153.1	99.2	122.1	112.2	70.8	118.4	112.9
Chadron	NA	NA	NA	92.1	NA	140.7	NA	NA	NA
Broken Bow	109.8	100.7	97.8	111.3	108.6	132.0	72.4	128.1	118.4

Percent of Preceding Month (Unadjusted)

City	City Index	Bank Debits	Building Activity	Retail Sales	Electricity Consumed	Gas Consumed	Water Pumped	Postal Receipts	Newspaper Advertising
The State	101.4	102.3	109.7	109.8	95.8	90.5	112.7	90.8	98.0
Beatrice	104.4	108.4	126.6	104.8	98.7	77.3	120.0	88.1	105.6
Omaha	103.9	101.6	118.4	115.6	96.4	100.1	111.7	85.5	102.4
Lincoln	95.9	112.1	88.1	105.8	97.7	80.1	119.7	91.9	79.8
Grand Island	97.3	96.0	119.9	115.3	96.0	91.1	99.9	91.8	- - -
Hastings	96.3	105.5	89.8	102.6	109.7	56.0	121.2	87.5	79.3
Fremont	107.0	103.4	167.7	101.7	87.3	NA	133.6	89.5	NA
North Platte	107.7	101.1	121.7	121.7	98.8	95.1	140.5	105.0	103.0
Kearney	99.6	98.8	94.0	105.2	111.4	94.7	136.9	82.3	NA
Scottsbluff	100.3	94.8	123.5	106.8	79.0	99.2	118.0	81.9	NA
Norfolk	97.1	105.0	86.0	108.9	88.7	61.1	110.4	83.6	112.6
Columbus	107.6	111.4	85.4	108.4	85.0	96.3	111.8	91.0	107.8
McCook	89.6	94.8	81.9	115.8	96.8	75.9	NA	84.9	NA
Sidney	100.5	96.5	187.2	99.7	101.1	100.7	101.9	95.5	NA
Alliance	96.9	90.6	93.0	122.6	92.3	104.1	99.1	97.2	98.5
Nebraska City	113.1	94.9	132.6	128.3	111.8	116.1	111.5	96.1	NA
So. Sioux City	NA	NA	84.0	96.2	79.5	NA	NA	130.2	NA
York	106.1	95.9	114.6	105.4	103.0	55.8	134.5	105.9	110.0
Falls City	100.5	96.7	102.7	102.2	89.6	NA	110.8	91.7	121.0
Fairbury	97.3	101.1	70.6	106.8	89.5	NA	118.8	80.7	101.2
Holdrege	104.6	81.5	90.8	112.5	95.0	112.2	104.3	123.9	107.0
Chadron	NA	NA	NA	92.5	NA	102.7	NA	NA	NA
Broken Bow	101.5	88.3	111.8	117.3	94.6	96.7	100.0	102.0	107.4

Type of Employment	1969		1960		Change 1960-69	
	Thousands of Persons*	Percent of Total	Thousands of Persons*	Percent of Total	Thousands of Persons*	Percentage
Total Civilian Labor Force	659.6	100.0	634.9	100.0	+22.7	+ 3.6
Unemployed	15.6	2.4	17.4	2.8	- 1.8	- 10.3
Total Employed	642.0	97.6	617.5	97.2	+24.5	+ 4.0
Government	96.9	14.7	79.5	12.5	+17.4	+ 22.9
Federal	18.1	2.7	18.2	2.9	- 0.1	- -
State and Local	78.8	12.0	61.3	9.6	+17.5	+ 28.5
Education	40.0	6.1	29.4	4.6	+10.6	+ 36.0
Public Utilities	7.8	1.2	7.2	1.1	+ 0.6	+ 8.3
Other - State and Local	31.0	4.7	24.7	3.9	+ 6.3	+ 25.5
Total Private Employment	545.1	82.9	538.0	84.7	+ 7.1	+ 1.3
Agricultural ¹	107.6	16.4	160.0	25.2	-52.4	- 32.8
Nonagricultural	437.5	66.5	378.0	59.5	+59.5	+ 15.7
Mining ²	1.7	0.3	2.7	0.4	- 1.0	- 37.0
Construction	25.5	3.8	24.4	3.9	+ 1.1	+ 4.5
Manufacturing	86.0	13.1	66.8	10.5	+19.2	+ 28.7
Construction Materials	3.8	0.6	3.3	0.5	+ 0.5	+ 15.2
Metals	8.1	1.2	5.1	0.8	+ 3.0	+ 58.8
Machinery and Equipment	22.8	3.5	12.6	2.0	+10.2	+ 81.0
Food	25.9	3.9	29.3	4.6	- 3.4	- 11.6
Meat	11.1	1.7	14.7	2.3	- 3.6	- 24.5
Dairy	2.9	0.4	3.1	0.5	- 0.2	- 6.5
Grain Mill	4.2	0.6	3.6	0.6	+ 0.6	+ 16.7
Bakery	1.7	0.3	2.6	0.4	- 0.9	- 34.6
Other Food	6.0	0.9	5.3	0.8	+ 0.7	+ 13.2
Printing and Publishing	6.3	1.0	5.3	0.8	+ 1.0	+ 18.9
Chemicals	2.4	0.4	2.1	0.3	+ 0.3	+ 14.3
Other Manufacturing ³	16.7	2.5	9.1	1.5	+ 7.6	+ 83.5
Transportation, Communications, and Utilities	36.7	5.6	37.7	5.9	- 1.0	- 2.7
Railroads	13.2	2.0	15.5	2.4	- 2.3	- 14.8
Motor Freight and Warehousing	7.9	1.2	7.3	1.1	+ 0.6	+ 8.2
Other Transportation ⁴	3.1	0.5	3.6	0.6	- 0.5	- 13.9
Communications	8.8	1.3	8.2	1.3	+ 0.6	+ 7.3
Other Utilities ⁵	3.7	0.6	3.1	0.5	+ 0.6	+ 19.4
Trade	117.5	17.9	93.6	14.7	+23.9	+ 25.5
Wholesale	26.1	4.0	23.6	3.7	+ 2.5	+ 10.6
Retail	91.4	13.9	70.0	11.0	+21.4	+ 30.6
Building Supplies and Farm Equipment	7.0	1.1	6.9	1.1	+ 0.1	- -
General Merchandise	15.3	2.3	11.9	1.9	+ 3.4	+ 28.6
Food	12.0	1.8	10.0	1.6	+ 2.0	+ 20.0
Automotive ⁶	15.3	2.3	12.6	2.0	+ 2.7	+ 21.4
Apparel	5.3	0.8	4.0	0.6	+ 1.3	+ 32.5
Home Furnishings	3.6	0.6	3.3	0.5	+ 0.3	+ 9.1
Eating and Drinking Places	21.8	3.3	13.7	2.1	+ 8.1	+ 59.1
Other Retail	11.1	1.7	7.6	1.2	+ 3.5	+ 46.1
Finance, Insurance, and Real Estate	28.0	4.2	22.6	3.6	+ 5.4	+ 23.9
Services	78.9	12.0	58.4	9.2	+20.5	+ 35.1
Hotels and Lodgings	4.8	0.7	4.4	0.7	+ 0.4	+ 9.1
Personal Services	6.3	1.0	5.6	0.9	+ 0.7	+ 12.5
Business Services	7.2	1.1	3.6	0.6	+ 3.6	+100.0
Repair Services	3.4	0.5	2.8	0.4	+ 0.6	+ 21.4
Entertainment, Recreation	4.7	0.7	3.8	0.6	+ 0.9	+ 23.7
Professional Services ⁷	27.9	4.2	17.4	2.7	+10.5	+ 60.3
Private Schools and Organizations	22.1	3.4	18.6	2.9	+ 3.5	+ 18.8
Agricultural Services ⁸	2.5	0.4	2.2	0.4	+ 0.3	+ 13.6
All Other Private ⁹	63.2	9.6	71.8	11.3	- 8.6	- 12.0
Total Nonagricultural	534.4	81.2	457.5	72.0	+76.9	+ 16.8

*Figures are monthly averages rounded to the nearest hundred; therefore, changes of 100 are not significant and percentages for such changes have not been calculated. The figure for unemployment includes a few hundred each year involved in labor-management disputes.

¹Agricultural employment includes all hired agricultural workers, farm owners, operators, and unpaid family workers.

²Includes crude petroleum and natural gas, stone quarries, and sand and gravel pits.

³Includes furniture and fixtures; textile products and apparel; paper and allied products; petroleum, rubber, and leather; ordnance and accessories; scientific instruments; and miscellaneous manufacturing.

⁴Includes local and intercity passenger service, air transportation, pipelines, and services allied to transportation.

⁵Includes privately owned electric, gas, water, and steam supply companies and irrigation systems. Employees of governmental units supplying these services are included in Government.

⁶Includes service stations.

⁷Includes medical and other health services, legal services, and miscellaneous services.

⁸Includes horticultural and animal husbandry services and hatcheries.

⁹Includes proprietors, self-employed, and unpaid family workers in nonagricultural industries, and domestic workers in private households.

Source: Nebraska Department of Labor, Division of Employment, and Calculations by Bureau of Business Research.