

Business in Nebraska

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Fourth Quarter 1996 Business Survey Provides More Evidence of Good Economic Times in Nebraska

The 4th quarter 1996 business conditions survey results confirm BBR's latest state economic forecast that good economic times are here with no immediate end in sight, as reported in the November/December issue of *Business in Nebraska*. Good economic times are occurring in both the urban and rural areas of the state.

The quarterly business survey, a joint venture between the Nebraska Departments of Economic Development and Labor and BBR, has the following major objectives:

1. to continuously monitor business conditions throughout the Nebraska economy and detect early indications of emerging trends;
2. to assess job creation and turnover by occupation and industry;
3. to track wage levels by occupation and industry; and
4. to identify unfilled demand for labor by occupation and industry.

Nearly 1,100 businesses and organizations across the state, employing approximately 75,000 workers, participated in the 4th quarter business conditions survey. The survey covers the state's nonfarm private sector.¹ Excluding railroads, total full-time and part-time jobs in the nonfarm private sector are around 670,000. The 4th quarter survey participants represented about 11 percent of the state's total nonfarm private sector employment.

¹Does not include railroad employment. Railroads were not among the firms participating in the 4th quarter survey.

Operating Revenues

Forty-two percent of the respondents reported increases in operating revenues during the 4th quarter versus the 3rd quarter of 1996 (Table 1). That percent matched the 3rd quarter survey findings that

Table 1
Revenue Activity 4th Quarter 1996¹

	4 th Quarter Compared to	
	3 rd Quarter 1996	4 th Quarter 1995
All Establishments—number reporting	988	
Revenues increased	42%	51%
Revenues decreased	31%	27%
Revenues stayed the same	27%	22%
Manufacturing—number reporting	129	
Revenues increased	42%	55%
Revenues decreased	33%	26%
Revenues stayed the same	25%	19%
Wholesale Trade—number reporting	114	
Revenues increased	41%	48%
Revenues decreased	37%	31%
Revenues stayed the same	22%	21%
Retail Trade—number reporting	248	
Revenues increased	42%	43%
Revenues decreased	37%	33%
Revenues stayed the same	21%	24%
FIRE—number reporting	67	
Revenues increased	52%	57%
Revenues decreased	16%	18%
Revenues stayed the same	32%	25%
TCU—number reporting	47	
Revenues increased	62%	73%
Revenues decreased	19%	11%
Revenues stayed the same	19%	16%
Services—number reporting	304	
Revenues increased	42%	52%
Revenues decreased	25%	27%
Revenues stayed the same	33%	21%
Other—number reporting	79	
Revenues increased	28%	44%
Revenues decreased	34%	22%
Revenues stayed the same	38%	34%

¹Based on survey responses through March 7, 1997.

were reported in the January 1997 issue of *Business in Nebraska*.

Some caution is warranted in comparing 3rd and 4th quarter survey findings. Slightly less than 800 businesses and organizations participated in the 3rd quarter survey. Survey coverage for the 4th quarter includes 3rd quarter participants plus over 300 new participants. The expanded coverage for the 4th quarter survey means that similar statistics from both surveys are not exactly comparable, but are reasonably comparable.

Forty-six percent of the respondents in the 3rd quarter survey expected 4th quarter operating revenues to exceed 3rd quarter revenues. Since 42 percent of the businesses responding to the 4th quarter survey realized higher revenues for 4th quarter over the 3rd quarter, the survey shows that businesses generally are accurate in predicting growth in operating revenues for the new quarter.

Statistics provided in Figure 1 indicate that 43 percent of all respondents in the 4th quarter survey expect 1st quarter 1997 revenues to exceed 4th quarter 1996 revenues. Reasons cited most often for the expected increase were: 1) new or expanded markets in the state, 2) new or expanded national markets, and 3) new product lines or new services.

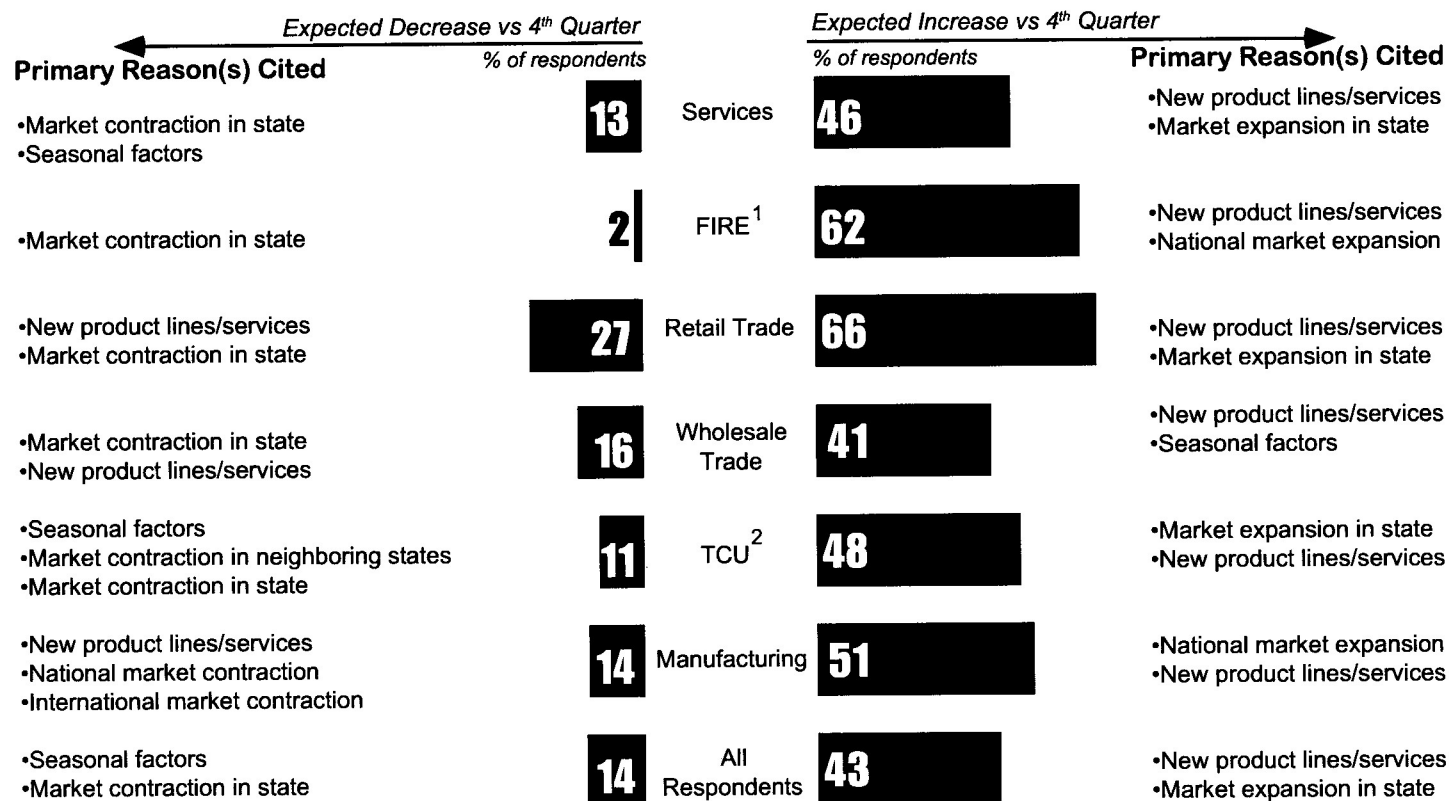
Only 14 percent of all respondents expected revenues to fall during the 1st quarter 1997. Likewise, 14 percent of the

respondents for the 3rd quarter survey expected revenues to fall during the 4th quarter 1996. For this most recent survey, reasons cited most often for the expected downturn were: 1) market contraction in the state, 2) competition from new product lines or new services, and 3) seasonal factors (Figure 1).

Job Creation and Replacement Hires

Survey respondents reported the creation of slightly over 2,000 new full-time nonfarm private-sector jobs in the state during the 4th quarter 1996 (Table 2). Forty-six percent of the new jobs were created in the state's non-metro areas. Total reported full-time hires during the 4th quarter 1996 were slightly over 5,100, indicating that, on average, two of every five hires (or 40 percent) were new jobs. The data given in Table 2 indicate that the ratio was essentially the same for both the metro and non-metro areas of the state. If the survey results on employment growth are representative of the state's total nonfarm private sector, then an estimated 44,000 full-time hires occurred during the 4th quarter of 1996, of which over 17,000 represented new jobs. Table 3 provides statistics on hires by region and by occupation. Table 3 shows that most of the new full-time positions/hires for the 4th quarter were concentrated in two occupations—production/craft/repair and operators/fabricators/laborers.

Figure 1
Respondents Expecting Revenue Change in 1st Quarter 1997



¹Finance, Insurance, and Real Estate

²Transportation, Communication, and Utilities

Table 2
Number of New and Replacement Hires
4th Quarter 1996

	State		Metro ¹		Nonmetro	
	Full-time	Part-time	Full-time	Part-time	Full-time	Part-time
Replacement hires	3,085	1,958	1,710	1,126	1,367	832
New job hires	2,049	934	1,100	570	949	364
Total	5,134	2,892	2,810	1,696	2,316	1,196

¹Metro includes Cass, Douglas, Lancaster, Sarpy, and Washington Counties.

Table 3
Number of New and Replacement Hires by Occupation
4th Quarter 1996 (Full-time Positions)

Occupation	State		Metro ¹		Nonmetro	
	New Position Hires	Replacement Hires	New Position Hires	Replacement Hires	New Position Hires	Replacement Hires
Executives/Administrators	71	10	31	5	40	5
Managers	190	89	97	53	93	36
Professional Specialists	242	170	194	115	48	55
Marketing/Sales	90	317	61	204	29	113
Administrative Support/Clerical	250	283	162	190	88	93
Service Workers	250	664	99	390	151	274
Transportation/Material Movers	74	196	15	48	59	148
Production/Craft/Repair	432	502	179	300	253	202
Operators/Fabricators/Laborers	450	854	262	409	188	445
Total	2,049	3,085	1,100	1,714	949	1,371

¹Metro includes Cass, Douglas, Lancaster, Sarpy, and Washington Counties.

Wages

The 4th quarter survey results on wages indicate that workers also are sharing in the state's recent economic growth. Survey findings on wages that are reported in Table 4 show that new full-time jobs, on average, pay \$3.64 more per hour than existing jobs that involved replacement hires. The state average hourly rate for new full-time jobs for the 4th quarter was \$12.21. The comparable average hourly rate for existing jobs that involved replacement hires was \$8.57. The

average hourly wage rate for new full-time jobs in the state's non-metro areas was nearly a dollar higher than the state average at \$13.12. Comparing metro and non-metro areas, the non-metro average rate for full-time new jobs was \$1.70 above the metro average rate. At the state level, the average hourly rate for new part-time jobs exceeded the average rate for existing jobs that involved replacement hires. Tables 5 and 6 show average wages by region and by occupation.

Table 4
Average Hourly Wages for New and Replacement Hires
4th Quarter 1996

	State		Metro ¹		Nonmetro	
	Full-time	Part-time	Full-time	Part-time	Full-time	Part-time
Replacement hires	\$8.57	\$6.20	\$8.60	\$6.38	\$8.54	\$5.94
New hires	\$12.21	\$6.42	\$11.42	\$6.61	\$13.12	\$6.12

¹Metro includes Cass, Douglas, Lancaster, Sarpy, and Washington Counties.

Table 5
Average Hourly Wages for Replacement Hires by Occupation
4th Quarter 1996

Occupation	State		Metro ¹		Nonmetro	
	Full-time	Part-time	Full-time	Part-time	Full-time	Part-time
Executives/Administrators	\$15.15	—	\$13.80	—	\$16.50	—
Managers	\$14.64	—	\$14.63	—	\$14.65	—
Professional Specialists	\$13.07	\$10.89	\$13.50	\$11.33	\$12.18	\$10.47
Marketing/Sales	\$8.16	\$6.21	\$8.89	\$6.60	\$6.86	\$5.41
Administrative Support/Clerical	\$8.52	\$6.55	\$8.64	\$6.62	\$8.26	\$6.37
Service Workers	\$6.41	\$5.74	\$6.64	\$5.82	\$6.12	\$5.64
Transportation/Material Movers	\$13.73	\$5.89	\$9.69	\$5.65	\$15.05	\$6.48
Production/Craft/Repair	\$8.29	\$6.61	\$8.94	\$7.13	\$7.34	\$6.24
Operators/Fabricators/Laborers	\$7.79	\$6.73	\$7.72	\$7.24	\$7.85	\$6.29

¹Metro includes Cass, Douglas, Lancaster, Sarpy, and Washington Counties.

Unfilled Positions

Respondents reported that 919 open full-time positions went unfilled in the 4th quarter (Table 7). Of that total, 633, or 69 percent, were not filled due to a lack of qualified job applicants. At the state level, the largest number of unfilled, full-time positions due to the lack of qualified applicants occurred in the occupational category called professional specialists. The average hourly wage for new professional specialist positions in 4th quarter 1996 was \$14.96, the third highest average hourly wage among the nine occupational categories (Table 6). The relative high level of unfilled positions being reported by respondents clearly is a matter

for further study. A later issue of *Business in Nebraska* will provide a more in-depth report on unfilled jobs in Nebraska.

Summary reports from the Nebraska Quarterly Business Conditions Survey will be a regular feature of *Business in Nebraska*. More detailed statistics from the quarterly surveys are available on Web sites that are maintained by the Departments of Economic Development and Labor and the Bureau of Business Research. These Web sites will be reporting survey data on a quarterly basis for five non-metro regions and two metro regions:

www.bbr.unl.edu
www.ded.state.ne.us
www.dol.state.ne.us

Table 6
Average Hourly Wages for New Position Hires by Occupation
4th Quarter 1996


Occupation	State		Metro ¹		Nonmetro	
	Full-time	Part-time	Full-time	Part-time	Full-time	Part-time
Executives/Administrators	\$18.99	\$7.50	\$19.35	\$7.50	\$18.70	—
Managers	\$14.80	\$11.29	\$15.42	—	\$14.15	\$8.40
Professional Specialists	\$14.96	\$11.61	\$15.49	\$11.26	\$12.81	\$12.38
Marketing/Sales	\$14.67	\$6.05	\$15.15	\$6.03	\$13.67	\$6.44
Administrative Support/Clerical	\$10.16	\$7.25	\$9.81	\$7.40	\$10.81	\$6.61
Service Workers	\$8.04	\$5.52	\$8.40	\$5.62	\$7.80	\$5.41
Transportation/Material Movers	\$13.54	\$7.40	\$8.28	\$5.83	\$14.87	\$9.10
Production/Craft/Repair	\$15.63	\$7.53	\$10.44	\$6.51	\$19.31	\$8.63
Operators/Fabricators/Laborers	\$8.03	\$5.95	\$8.11	\$6.09	\$7.92	\$5.89

¹Metro includes Cass, Douglas, Lancaster, Sarpy, and Washington Counties.

Table 7
Total Unfilled Positions and Positions Unfilled Due to Lack of Qualified Applicants (Full-time Positions)
4th Quarter 1996

Occupation	State		Metro ¹		Nonmetro	
	Total Unfilled	Unfilled Due to Lack of Qualified Applicants	Total Unfilled	Unfilled Due to Lack of Qualified Applicants	Total Unfilled	Unfilled Due to Lack of Qualified Applicants
Executives/Administrators	22	12	16	7	6	5
Managers	35	34	21	21	14	13
Professional Specialists	181	152	153	134	28	18
Marketing/Sales	37	20	29	15	8	5
Administrative Support/Clerical	102	76	68	44	34	32
Service Workers	161	115	78	53	83	62
Transportation/Material Movers	109	99	3	0	106	99
Production/Craft/Repair	146	68	121	51	25	17
Operators/Fabricators/Laborers	126	57	53	32	73	25
Total	919	633	542	357	377	276

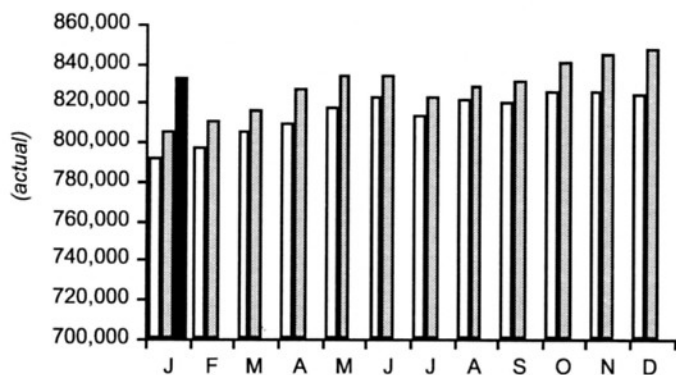
¹Metro includes Cass, Douglas, Lancaster, Sarpy, and Washington Counties.

The following individuals contributed to the compilation of this report: Phil Baker, Jolee Wheatley, Jane Sutherland, and Clarence Waldman: Nebraska Department of Labor; Tom Doering and Stu Miller: Nebraska Department of Economic Development; and David Bennett and Charles Lamphear: Bureau of Business Research (BBR). 

Nebraska Stats

 1995  1996  1997

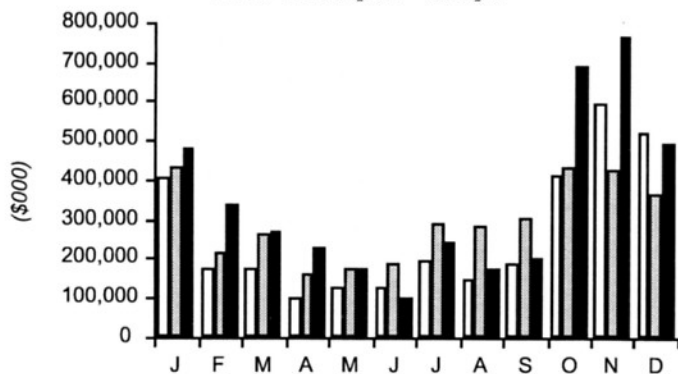
Total Nonfarm Employment



Unemployment Rate



Cash Receipts—Crops



Cash Receipts—Livestock



Net Taxable Retail Sales* for Nebraska Cities (\$000)

	November 1996 \$	YTD \$	YTD % Change		November 1996 \$	YTD \$	YTD % Change
Ainsworth, Brown	1,630	18,020	-3.7	Kearney, Buffalo	27,554	303,806	5.1
Albion, Boone	2,049	21,166	17.0	Kenesaw, Adams	112	1,140	1.2
Alliance, Box Butte	6,179	62,992	4.8	Kimball, Kimball	1,165	15,546	-8.5
Alma, Harlan	553	7,096	1.8	La Vista, Sarpy	8,511	79,472	8.9
Arapahoe, Furnas	589	6,974	2.8	Laurel, Cedar	343	3,992	6.6
Arlington, Washington	179	1,910	-0.8	Lexington, Dawson	7,128	78,636	0.2
Arnold, Custer	262	2,817	-1.4	Lincoln, Lancaster	177,648	1,904,128	9.9
Ashland, Saunders	822	10,171	1.0	Louisville, Cass	300	4,558	19.1
Atkinson, Holt	663	8,701	7.0	Loup City, Sherman	455	6,263	7.6
Auburn, Nemaha	2,279	26,124	0.1	Lyons, Burt	411	5,017	2.7
Aurora, Hamilton	2,315	27,781	2.0	Madison, Madison	729	8,357	14.9
Axtell, Kearney	80	926	6.3	McCook, Red Willow	10,827	112,824	9.1
Bassett, Rock	294	4,726	-2.4	Milford, Seward	655	8,893	9.4
Battle Creek, Madison	636	6,509	1.2	Minatare, Scotts Bluff	187	2,142	-12.7
Bayard, Morrill	331	4,375	-12.4	Minden, Kearney	1,274	16,853	-3.8
Beatrice, Gage	10,107	103,502	5.1	Mitchell, Scotts Bluff	653	7,544	-11.8
Beaver City, Furnas	111	1,258	-5.8	Morrill, Scotts Bluff	327	4,261	0.3
Bellevue, Sarpy	18,417	189,038	19.1	Nebraska City, Otoe	5,365	59,352	8.7
Benkelman, Dundy	437	5,541	8.5	Neligh, Antelope	1,055	13,042	0.3
Bennington, Douglas	306	4,065	32.1	Newman Grove, Madison	361	3,580	5.4
Blair, Washington	5,532	63,619	0.8	Norfolk, Madison	28,381	295,369	7.0
Bloomfield, Knox	513	6,480	7.3	North Bend, Dodge	368	5,016	2.3
Blue Hill, Webster	491	4,567	13.4	North Platte, Lincoln	20,021	222,949	2.5
Bridgeport, Morrill	842	10,272	-2.7	O'Neill, Holt	4,162	46,172	8.2
Broken Bow, Custer	3,883	45,746	-3.9	Oakland, Burt	613	6,715	8.4
Burwell, Garfield	637	7,491	0.0	Ogallala, Keith	5,005	58,559	5.8
Cairo, Hall	218	2,054	0.6	Omaha, Douglas	410,477	4,548,122	4.9
Cambridge, Furnas	1,471	12,417	38.1	Ord, Valley	1,655	18,662	-2.3
Central City, Merrick	1,335	17,477	8.9	Osceola, Polk	572	7,609	-1.7
Ceresco, Saunders	1,285	12,293	9.1	Oshkosh, Garden	400	4,566	-10.5
Chadron, Dawes	3,141	34,963	-2.9	Osmond, Pierce	408	4,664	8.5
Chappell, Deuel	326	4,054	-11.4	Oxford, Furnas	269	3,313	-11.7
Clarkson, Colfax	441	4,736	9.3	Papillion, Sarpy	5,374	54,427	45.1
Clay Center, Clay	267	2,994	17.1	Pawnee City, Pawnee	275	3,024	-5.2
Columbus, Platte	19,535	208,739	2.4	Pender, Thurston	752	7,407	11.8
Cozad, Dawson	2,554	28,736	0.6	Pierce, Pierce	544	6,648	-1.0
Crawford, Dawes	458	5,309	6.0	Plainview, Pierce	586	6,460	-4.1
Creighton, Knox	1,014	10,656	1.5	Plattsmouth, Cass	2,759	32,462	6.5
Crete, Saline	3,368	36,822	-2.0	Ponca, Dixon	370	5,294	10.5
Crofton, Knox	285	4,341	14.2	Ralston, Douglas	2,606	31,253	11.6
Curtis, Frontier	277	3,157	0.7	Randolph, Cedar	331	3,943	4.5
Dakota City, Dakota	384	5,790	-3.2	Ravenna, Buffalo	602	6,791	-4.1
David City, Butler	1,219	15,831	3.2	Red Cloud, Webster	591	6,928	-4.6
Deshler, Thayer	225	2,462	4.3	Rushville, Sheridan	493	5,785	0.1
Dodge, Dodge	177	2,390	1.7	Sargent, Custer	217	2,127	-5.3
Doniphan, Hall	547	6,245	6.6	Schuyler, Colfax	1,784	20,116	3.4
Eagle, Cass	191	3,297	-3.7	Scottsbluff, Scotts Bluff	20,465	209,973	5.5
Elgin, Antelope	425	4,452	5.2	Scribner, Dodge	497	5,178	8.4
Elkhorn, Douglas	1,441	19,251	17.1	Seward, Seward	4,808	50,502	1.9
Elm Creek, Buffalo	292	3,024	25.6	Shelby, Polk	351	3,455	3.9
Elwood, Gosper	307	4,269	6.7	Shelton, Buffalo	525	6,468	6.1
Fairbury, Jefferson	3,102	32,394	2.7	Sidney, Cheyenne	7,505	75,314	7.5
Fairmont, Fillmore	128	1,422	-15.8	South Sioux City, Dakota	7,812	85,846	3.0
Falls City, Richardson	2,393	26,605	4.1	Springfield, Sarpy	170	2,971	44.4
Franklin, Franklin	425	5,029	-0.3	St. Paul, Howard	972	12,296	3.3
Fremont, Dodge	19,098	220,405	4.0	Stanton, Stanton	552	5,886	4.5
Friend, Saline	370	4,957	-6.5	Stromsburg, Polk	1,003	10,813	13.1
Fullerton, Nance	403	5,181	-6.5	Superior, Nuckolls	1,684	16,427	7.4
Geneva, Fillmore	1,442	18,148	0.7	Sutherland, Lincoln	210	3,126	10.9
Genoa, Nance	222	2,835	9.1	Sutton, Clay	1,521	13,547	15.3
Gering, Scotts Bluff	2,876	36,218	3.8	Syracuse, Otoe	850	10,805	4.1
Gibbon, Buffalo	641	7,519	-0.9	Tecumseh, Johnson	961	10,898	3.1
Gordon, Sheridan	1,593	17,952	1.9	Tekamah, Burt	953	11,212	4.6
Gothenburg, Dawson	1,905	21,672	2.5	Tilden, Madison	365	4,717	5.8
Grand Island, Hall	44,845	488,291	-0.6	Utica, Seward	192	2,757	7.9
Grant, Perkins	752	9,674	4.7	Valentine, Cherry	3,486	39,799	4.9
Gretna, Sarpy	3,074	36,510	-0.7	Valley, Douglas	952	12,438	8.5
Hartington, Cedar	1,531	16,371	-0.7	Wahoo, Saunders	2,194	25,613	0.4
Hastings, Adams	19,004	209,926	-0.1	Wakefield, Dixon	340	3,869	0.7
Hay Springs, Sheridan	288	3,387	3.9	Wauneta, Chase	294	3,450	9.8
Hebron, Thayer	1,441	16,896	-4.0	Waverly, Lancaster	595	6,709	9.8
Henderson, York	460	7,261	12.6	Wayne, Wayne	2,884	32,575	2.7
Hickman, Lancaster	219	2,382	2.9	Weeping Water, Cass	580	6,349	-4.1
Holdrege, Phelps	4,525	50,516	3.9	West Point, Cuming	3,864	39,570	11.4
Hooper, Dodge	297	3,337	14.5	Wilber, Saline	383	4,639	-3.6
Humboldt, Richardson	404	5,182	6.2	Wisner, Cuming	527	5,884	3.6
Humphrey, Platte	588	7,777	11.8	Wood River, Hall	277	4,601	-1.4
Imperial, Chase	1,502	17,659	5.2	Wymore, Gage	364	4,371	3.5
Juniata, Adams	236	2,222	4.7				

*Does not include motor vehicle sales. Motor vehicle net taxable retail sales are reported by county only.

Net Taxable Retail Sales for Nebraska Counties (\$000)

	Motor Vehicle Sales			Other Sales			Motor Vehicle Sales			Other Sales			
	November			November			November			November			
	1996	YTD	YTD	1996	YTD	YTD	1996	YTD	YTD	1996	YTD	YTD	
	\$	\$	% Chg	\$	\$	% Chg	\$	\$	% Chg	\$	\$	% Chg	
Nebraska *	153,947	1,911,665	9.1	1,189,945	13,121,001	5.8	Howard	796	7,611	11.8	1,285	16,098	6.1
Adams	2,658	33,449	12.4	19,566	215,959	0.0	Jefferson	829	10,008	9.1	3,943	41,447	2.8
Antelope	725	10,324	17.7	1,795	21,862	2.9	Johnson	402	4,961	3.4	1,222	14,498	3.2
Arthur	71	519	19.0	(D)	(D)	(D)	Kearney	875	9,601	13.0	1,487	19,541	-1.6
Banner	141	1,666	43.9	(D)	(D)	(D)	Keith	1,090	10,736	-1.7	5,378	63,903	7.1
Blaine	26	704	14.3	77	(D)	(D)	Keya Paha	49	1,106	4.6	98	904	9.6
Boone	679	8,876	11.0	2,575	26,793	12.9	Kimball	504	5,320	4.3	1,182	15,916	-8.4
Box Butte	1,795	16,916	-1.8	6,442	65,891	4.6	Knox	900	10,736	18.6	2,397	28,011	6.3
Boyd	75	2,173	-6.9	489	6,145	4.3	Lancaster	19,386	232,849	11.9	179,511	1,923,349	9.9
Brown	355	3,552	-1.8	1,665	18,711	-3.7	Lincoln	2,786	37,484	2.7	20,718	232,672	2.5
Buffalo	3,733	46,589	14.9	29,891	331,308	5.0	Logan	79	1,068	-6.8	(D)	(D)	(D)
Burt	841	10,599	18.2	2,162	25,083	4.8	Loup	45	664	-24.9	(D)	(D)	(D)
Butler	852	10,324	15.2	1,617	20,809	2.0	McPherson	62	708	47.2	(D)	(D)	(D)
Cass	2,930	32,857	16.1	4,754	60,020	5.7	Madison	2,922	38,812	4.4	30,532	319,289	7.1
Cedar	872	12,084	4.3	2,512	27,846	0.3	Merrick	699	10,469	25.1	1,850	23,598	10.8
Chase	452	5,666	-2.3	1,810	21,501	6.0	Morrill	538	6,226	7.1	1,210	15,010	-5.9
Cherry	725	6,857	-0.3	3,643	42,010	4.7	Nance	462	5,004	20.6	642	8,346	-1.5
Cheyenne	882	13,230	10.8	7,735	78,266	7.3	Nemaha	717	8,368	3.4	2,437	28,716	-1.4
Clay	942	9,810	18.1	2,292	25,511	12.8	Nuckolls	487	5,933	3.8	2,264	22,161	6.9
Colfax	799	10,707	8.3	2,667	29,529	5.9	Otoe	1,168	18,050	8.5	6,577	74,311	7.6
Cuming	999	13,164	21.1	4,923	51,427	9.8	Pawnee	282	3,656	33.4	485	5,452	0.8
Custer	914	12,567	1.4	4,739	55,505	-2.9	Perkins	368	4,920	11.8	892	11,923	8.1
Dakota	1,418	21,359	11.7	8,839	99,003	2.6	Phelps	1,271	16,327	38.6	4,774	53,253	4.0
Dawes	557	7,473	3.0	3,600	40,292	-1.8	Pierce	725	9,686	14.5	1,608	18,630	0.2
Dawson	1,903	26,589	4.7	11,929	133,254	0.5	Platte	2,675	38,264	11.5	20,616	222,827	2.8
Deuel	222	3,003	20.9	661	8,300	-4.2	Polk	668	7,637	5.3	2,039	23,027	4.3
Dixon	616	6,654	9.8	806	10,428	6.2	Red Willow	999	13,093	-1.1	11,128	116,123	8.9
Dodge	3,560	40,626	16.3	20,714	239,211	4.2	Richardson	960	10,161	7.8	3,084	34,943	4.6
Douglas	39,012	490,771	8.1	417,608	4,636,148	5.0	Rock	225	2,143	3.2	295	4,874	-2.0
Dundy	383	4,017	27.1	460	5,916	7.8	Saline	1,158	15,562	12.4	4,449	50,243	-2.6
Fillmore	655	9,095	6.0	2,085	27,441	2.0	Sarpy	10,738	135,134	6.2	36,030	367,477	18.0
Franklin	301	3,854	2.0	644	7,832	1.8	Saunders	2,237	25,527	15.7	5,112	58,159	3.4
Frontier	310	3,756	5.6	589	6,608	3.0	Scotts Bluff	3,998	41,719	8.2	24,583	261,068	4.4
Furnas	563	7,003	9.4	2,580	25,454	13.8	Seward	1,440	18,095	11.2	5,881	64,632	2.8
Gage	1,897	24,528	11.8	11,190	115,151	5.3	Sheridan	635	7,356	16.6	2,651	30,057	0.9
Garden	242	3,130	7.1	522	6,321	-9.1	Sherman	305	3,857	6.9	618	8,199	4.6
Garfield	139	1,937	24.2	637	7,491	0.0	Sioux	179	2,239	6.9	140	1,528	2.3
Gosper	191	3,178	15.0	368	4,876	6.6	Stanton	612	7,458	11.0	720	7,705	8.6
Grant	82	912	-8.2	134	1,790	-2.5	Thayer	589	7,736	13.7	2,154	25,754	-1.0
Greeley	372	3,232	5.9	503	6,945	3.6	Thomas	132	1,064	-3.3	286	3,726	3.0
Hall	4,922	63,113	10.3	46,215	504,893	-0.5	Thurston	306	5,373	10.8	868	8,794	9.5
Hamilton	1,074	12,730	6.4	2,667	32,500	3.2	Valley	284	4,974	1.7	1,811	20,604	-2.1
Harlan	523	5,277	17.7	694	9,342	-3.3	Washington	2,414	27,391	20.3	6,265	70,205	1.6
Hayes	124	1,505	3.4	(D)	(D)	(D)	Wayne	795	9,615	7.1	3,073	34,299	2.7
Hitchcock	358	4,301	13.2	612	6,523	2.7	Webster	528	4,593	14.0	1,176	12,650	1.6
Holt	1,003	13,244	1.9	5,353	61,951	6.5	Wheeler	121	1,444	-11.4	(D)	963	7.5
Hooker	76	1,014	45.3	226	3,431	14.3	York	1,461	17,680	2.2	9,078	103,200	3.3

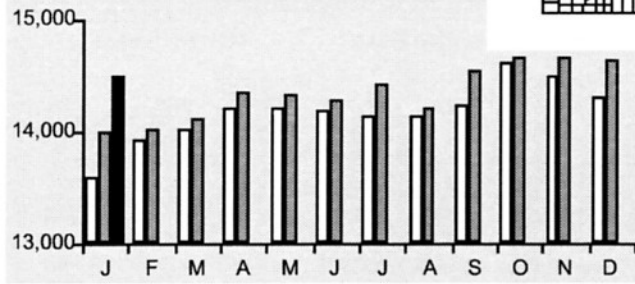
*Totals may not add due to rounding
(D) Denotes disclosure suppression

Source: Nebraska Department of Revenue

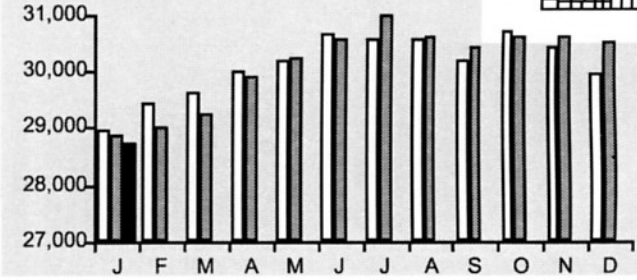
Regional Employment—1995 to January 1997

□ 1995 ▒ 1996 ■ 1997

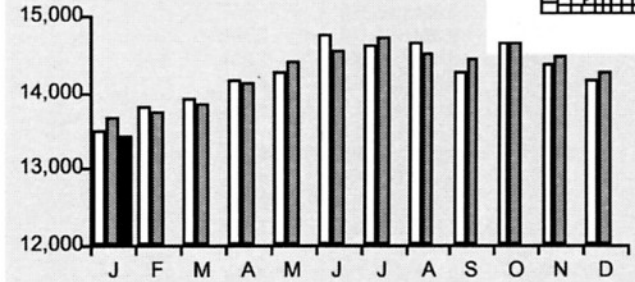
Northwest Panhandle



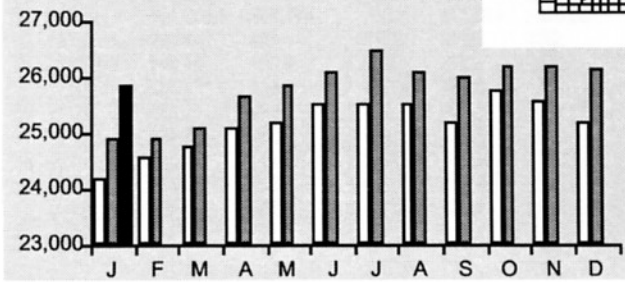
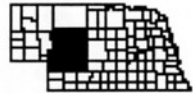
Southwest Panhandle



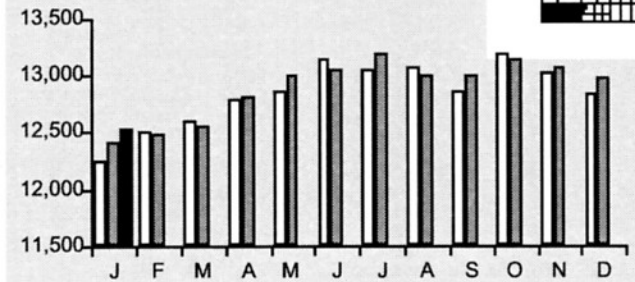
North Central



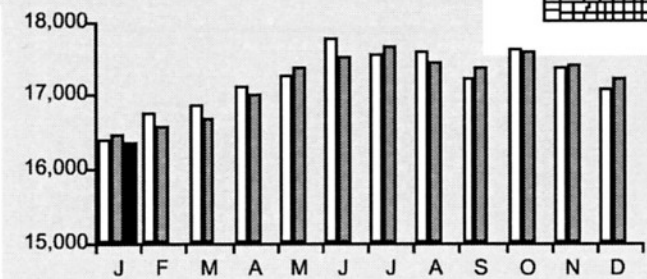
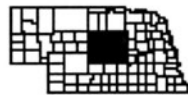
West Central



Southwest Central



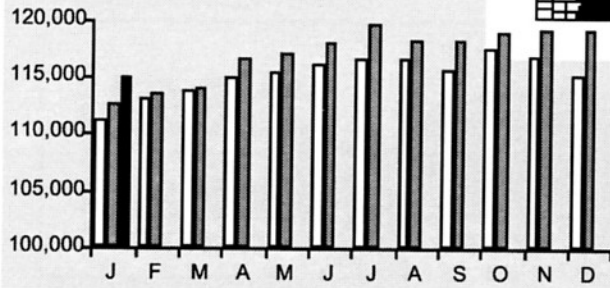
East Central



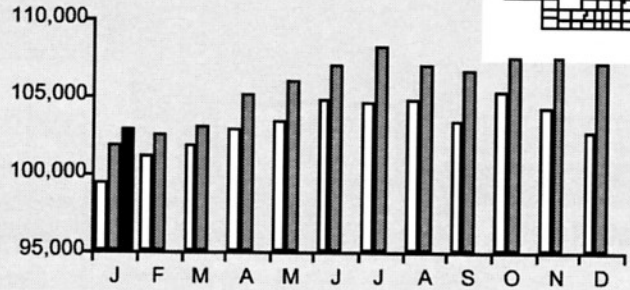
Regional Employment—1995 to January 1997

1995 1996 1997

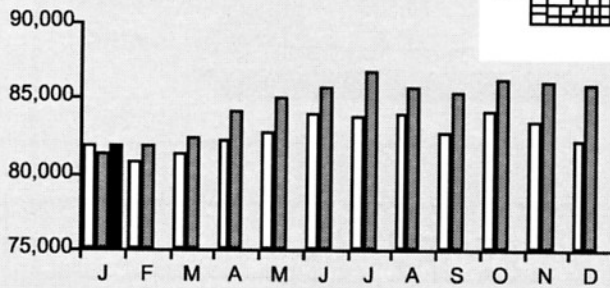
Southeast Central



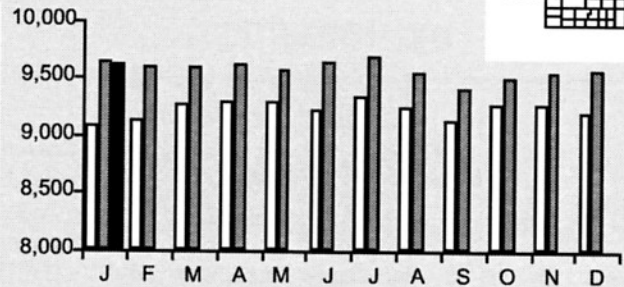
Northeast



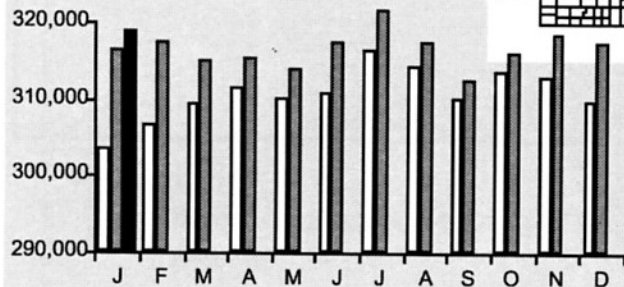
Southeast



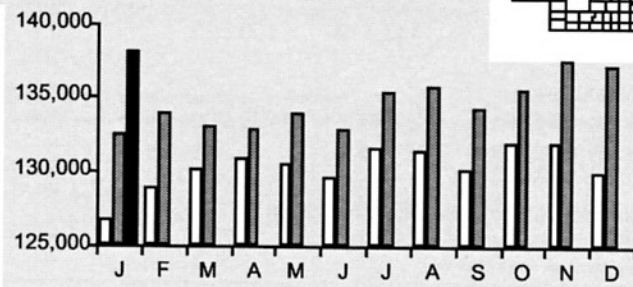
Sioux City MSA



Omaha MSA

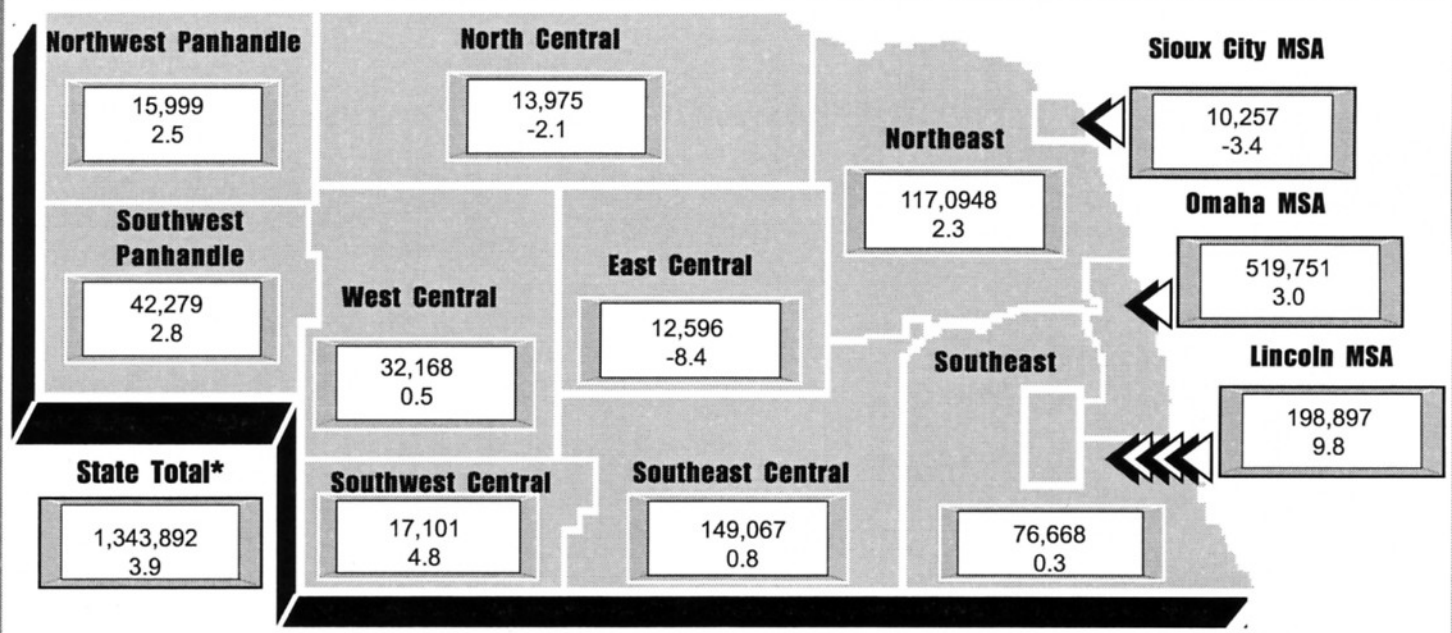


Lincoln MSA



November 1996 Regional Retail Sales (\$000)

Percent Change from Year Ago



*Regional values may not add to state total due to unallocated sales

Employment by Industry

	Revised December 1996	Preliminary January 1997	% Change vs Year Ago
Place of Work			
Nonfarm	848,183	832,721	3.4
Construction & Mining	37,329	34,091	8.8
Manufacturing	115,305	114,466	2.1
Durables	55,487	55,348	2.7
Nondurables	59,818	59,118	1.5
TCU*	50,868	50,627	3.3
Trade	213,862	208,517	2.1
Wholesale	54,036	53,091	0.1
Retail	159,826	155,426	2.9
FIRE**	53,608	53,968	3.3
Services	223,501	220,407	6.7
Government	153,710	150,645	0.7
Place of Residence			
Civilian Labor Force	913,624	905,999	1.4
Unemployment Rate	2.3	3.1	

* Transportation, Communications, and Utilities

** Finance, Insurance, and Real Estate

Source: Nebraska Department of Labor

Price Indices

	Consumer Price Index - U*		
	(1982-84 = 100)		
	February 1997	% Change vs Yr. Ago	YTD % Change vs Yr. Ago
All Items	159.6	3.0	3.0
Commodities	142.0	2.8	2.7
Services	177.7	3.2	3.3

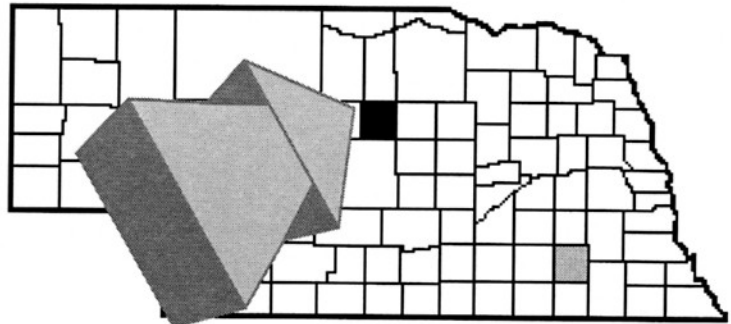
*U = All urban consumers
Source: U.S. Bureau of Labor Statistics



County of the Month

Loup

Taylor -County Seat



License plate prefix number: 88

Size of county: 574 square miles, ranks 58th in the state

Population: 695 in 1995, a change of 10.1 percent from 1990

Per capita personal income: \$11,539 in 1994, ranks 93rd in the state

Net taxable retail sales (\$000): \$1,327 in 1995, a change of 0.0 percent from 1994

Number of business and service establishments: 8 in 1993, 75 percent had less than five employees

Unemployment rate: 2.3 percent in Loup County, 2.4 percent in Nebraska for 1995

Nonfarm employment (1995):

	State	Loup County
Wage and Salary workers	815,089	474
	(percent of total)	
Construction and Mining	4.4	(D)
Manufacturing	13.7	(D)
TCU	6.1	(D)
Wholesale Trade	6.5	(D)
Retail Trade	18.6	(D)
FIRE	6.4	(D)
Services	25.8	(D)
Government	18.5	(D)

(D) denotes disclosure suppression

Agriculture:

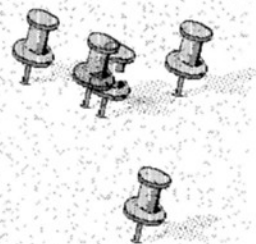
Number of farms: 134 in 1992, 142 in 1987

Average farm size: 2,465 acres in 1992

Market value of farm products sold: \$11.2 million in 1992 (\$78,804 average per farm)

Sources: U.S. Bureau of the Census, U.S. Bureau of Economic Analysis, Nebraska Department of Labor, Nebraska Department of Revenue

bulletin board



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- Nebraska Business Conditions

Federal Reserve Statistical Releases
Economic Indicators

Quarterly Business Conditions Survey

- Monitors business condition
- Assesses job creation and turnover
- Tracks wage levels
- Identifies unfilled demand for labor

Retail Sales - Nebraska Cities
Retail Sales - Nebraska Counties
Regional Employment

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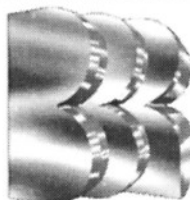
HOT

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