

# BUSINESS IN NEBRASKA

Prepared by the Bureau of Business Research, 200 College of Business Administration, University of Nebraska, Lincoln, NE 68588-0406, 402/472-2334

## NEBRASKA PER CAPITA PERSONAL INCOME

This article presents and analyzes estimates of per capita personal income for Nebraska and the counties and planning regions of the state. Selected historical data and the most recent per capita personal income estimates are used to make several comparisons of area income. Briefly, total personal income of an area is income received from all sources by residents of the area. Unlike total personal income, per capita income is a measure of area income on a per individual basis. Per capita income permits comparisons of wealth among areas of different sizes and types. In this context, incomes of economically diverse counties and planning regions of Nebraska will be compared.

### PERSONAL INCOME

The Bureau of Economic Analysis of the U.S. Department of Commerce regularly publishes estimates of personal income for the United States, regions, states, counties, and Standard Metropolitan Statistical Areas. At the national and state levels, the most recent annual income estimates are for 1983; the most recent county income estimates are for 1982. Personal income estimates are available to a host of users whose investigations range from analyzing past and current economic activity to predicting future economic trends. The Bureau of Business Research has constructed econometric models to generate forecasts of Nebraska economic activity. Both U.S. and state personal income are key variables in the structures of the Nebraska forecasting models.

For readers who are unfamiliar with the definition of personal income, the primary component is net earnings by place of residence. Net earnings can be further disaggregated into wages and salaries, other labor income such as fringe benefits, and proprietary income. Generally, net earnings compose the bulk of total personal income of an area. For example, 1983 net earnings for Nebraska accounted for 63 percent of total personal income. Remaining components of personal income are dividends, personal interest income, rental income, and transfer payments.

Per capita personal income of a given area is total personal income of area residents divided by resident population; it measures area wealth on a per person basis. In this format, personal income is often used as an index of the economic well-being of area residents. With per capita income, the economic well-being of residents of different areas can be compared, regardless of differences in levels of absolute income. For example, 1982 personal income estimates for Douglas County and Kearney County were \$4,937 million and \$86 million respectively. On a per capita basis, incomes were \$12,282 for Douglas County and \$12,279 for Kearney County. Clearly, absolute incomes for the

two counties are extremely different in magnitude, while per capita incomes are almost equal. Conversely, 1982 personal incomes for Morrill County and Perkins County were \$52 million and \$55 million respectively. Per capita incomes, however, were quite different—\$8,470 for Morrill County and \$14,922 for Perkins County.

As an indicator of economic well-being, per capita personal income should be used cautiously. In Nebraska, per capita income varies widely from county to county. A very high or very low per capita income is frequently temporary and can result from unusual conditions such as a bumper crop, the presence of a major construction project, or adverse weather conditions. Counties with large institutional populations will frequently show a lower than expected per capita income which is not indicative of the economic well-being of the non-institutional population. Per capita personal income is a less than perfect indicator of economic well-being; estimates presented in this article should be viewed with these constraints in mind.

### U.S. AND NEBRASKA PER CAPITA INCOME

In 1973, Nebraska per capita personal income was 106 percent of U.S. per capita income. This ratio declined to 94 percent in 1983. Figure 1 displays, as a percentage, the ratio of Nebraska per capita income to U.S. per capita income for the years 1972-1983. With the exception of 1973 and 1975, the income ratio has consistently remained below 100 percent, with sharp declines occurring in 1974 and 1976. The ratios of Figure 1 imply that Nebraska residents are not as economically well off as their counterparts in some other regions of the country. Regional differences, however, in important factors such as cost of living, taxes, and environment need to be considered when evaluating economic well-being.

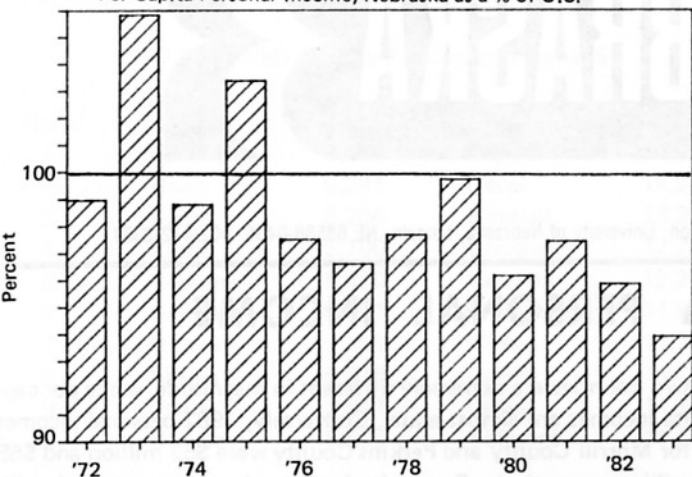
An examination of the components of total personal income reveals why the per capita income ratio is subject to extreme fluctuation. Below, total personal income is disaggregated into farm and nonfarm income for the years 1972-1976, a time frame selected since the greatest fluctuations in the income ratio occurred during this period :

Nebraska Total Personal Income (millions of \$)					
	1972	1973	1974	1975	1976
Farm	808	1,332	793	1,183	579
Nonfarm	5,977	6,773	7,485	8,127	9,039

(continued on page 2)

Figure 1\*

Per Capita Personal Income, Nebraska as a % of U.S.



(continued from page 1)

It is evident from the above data that wide swings in the income ratio are primarily the result of instability of farm income. While nonfarm income has increased at a steady rate, farm income is up one year, down the next year. The instability of farm income is caused by the volatility of the agricultural sector. Commodity and livestock prices, world market demand, interest rates, and variations in weather are factors that affect farm income. From a different perspective, Nebraska farm income ranged from 16 percent of total personal income in 1973 to 3 percent in 1980. Nationally, farm income ranged from 1 percent to 4 percent of total personal income during the same period. Based on these observations, it is clear why the per capita income ratio lacks stability.

### NOMINAL AND REAL PER CAPITA INCOME

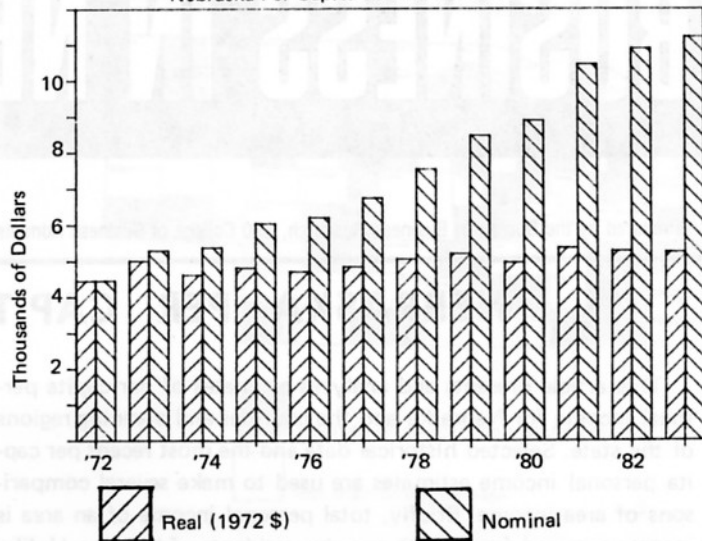
To present an accurate picture of the growth of Nebraska per capita personal income, it is necessary to discuss changes in both nominal and real income over an extended time period. Nominal income, the current dollar value of income, is not adjusted for price changes that occur over time. Real income, on the other hand, is adjusted for inflation and expressed in base year dollars. The base year depends on which deflator is selected to change nominal income to real income. In this article, the personal consumption expenditures deflator was used to change nominal per capita income to 1972 dollars.

The bar graph of Figure 2 presents levels of both nominal and real Nebraska per capita income for the years 1972-1983. Nominal per capita income grew from \$4,469 in 1972 to \$11,212 in 1983, a 151 percent absolute increase and an annual growth rate of 8.7 percent. The impressive increase in Nebraska per capita income is illusory when the effects of inflation are taken into account. Over the same period, real per capita income grew from \$4,469 to \$5,249, an absolute increase of only 17 percent and a 1.5 percent annual growth rate. As indicated in Figure 2, growth of real per capita income differs significantly from that of its nominal counterpart.

The rather flat growth of real per capita income is punctuated by several periods of decline. Since nonfarm income has increased

Figure 2\*

Nebraska Per Capita Personal Income



uniformly, declines in real per capita income are the result of an increase in inflation, a decline in farm income, or a combination of both factors. More recently, Nebraska real per capita income declined during 1982 and 1983, years in which inflation remained in check. It is likely that real per capita income for Nebraska will continue to decline in 1984 if farm income remains down and inflation holds its current course.

### COUNTY PER CAPITA INCOME

The counties and regions of Nebraska are both physically and economically diverse. As a result, per capita income can vary widely from area to area. Also, any area of the state can experience a wide range of economic conditions over time. Table 1 presents 1972 and 1982 estimates of per capita personal income for the 93 counties and 25 planning regions of Nebraska. Also included in the table are county and regional rankings of per capita income and 1972-1982 percent changes in nominal and real per capita income.

Per capita income is an index of the economic well-being of area residents. One must keep in mind the shortcomings of this indicator. Rankings are assigned to county and region per capita incomes. Simplistically, 1972 and 1982 rankings can be compared to measure improvement. In 1972, county per capita income ranged from \$2,979 for Blaine County to \$6,414 for Perkins County. In 1982, the low and high incomes were \$5,504 for Loup County and \$14,922 for Perkins County. Levels of county per capita income have increased dramatically from 1972 to 1982. If inflation is considered, increases in real per capita income are less marked. The greatest percent increases in nominal per capita income were 177 percent for Logan County, 175 percent for Cheyenne County, and 166 percent for Blaine County. In real terms, this translates into per capita income increases of 34 percent or less. Some counties suffered declines in real per capita income. From 1972 to 1982, per capita income declined by as much as 30 percent in eleven Nebraska counties.

Table 1 contains a great deal of information that can be used selectively. Information in the table is summarized below with a listing of the top ten Nebraska counties in terms of per capita income:

\*U.S. Department of Commerce, Bureau of Economic Analysis, *Survey of Current Business*, August 1984 and other sources.

(continued on page 6)

Table 1 \*  
Per Capita Personal Income, 1972 and 1982  
Income, \$  
Rank  
% Change, Nominal and Real

Area	Per Capita Income		Rank		% Change Per Capita Income		Area	Per Capita Income		Rank		% Change Per Capita Income	
	1972	1982	1972	1982	Real 1972-82	Nominal 1972-82		1972	1982	1972	1982	Real 1972-82	Nominal 1972-82
Region 1	4810	11,586	4	3	141	17	Region 16	4280	9929	13	17	132	13
Douglas	5009	12,282	10	4	145	19	Dawson	4423	10,228	26	32	131	12
Sarpy	3746	8714	75	73	133	13	Frontier	4102	9052	54	58	121	7
Washington	4475	10,441	22	27	133	13	Furnas	3967	9487	64	48	139	16
							Gosper	4254	9669	44	45	127	10
Region 2	4549	10,898	6	6	140	16	Region 17	4688	11,005	5	5	135	14
Lancaster	4549	10,898	19	16	140	16	Franklin	4369	10,151	31	35	132	13
Region 3	4191	8701	16	22	108	1	Harlan	4297	10,003	37	41	133	13
Dakota	4191	8701	48	74	108	1	Phelps	5016	11,795	8	7	135	14
Region 4	4318	9947	11	16	130	12	Region 18	4168	10,366	17	11	149	21
Cass	4266	10,142	41	36	138	15	Hooker	3990	8759	60	71	120	7
Otoe	4446	9528	24	47	114	4	Lincoln	4218	10,526	46	26	150	21
Saunders	4262	10,067	42	39	136	15	Logan	3463	9576	86	46	177	34
							McPherson	4291	7556	38	88	76	-15
Region 6	4546	10,833	7	7	138	16	Thomas	3372	8897	88	67	164	28
Burt	4740	10,414	15	28	120	7	Region 19	5169	11,863	1	2	129	11
Cuming	4450	11,454	23	11	157	25	Arthur	4168	8123	50	85	95	-5
Dodge	4627	11,252	17	12	143	18	Chase	5700	11,707	4	9	105	0
Thurston	4050	8274	56	83	104	-1	Grant	3988	10,404	62	29	161	27
							Keith	4676	11,070	16	14	137	15
Region 7	4271	8984	15	21	110	2	Perkins	6414	14,922	1	1	133	13
Johnson	4108	8903	53	65	117	5	Region 20	4272	10,406	14	9	144	18
Nemaha	4274	9067	40	57	112	3	Dundy	4816	11,789	12	8	145	19
Pawnee	4031	9008	57	61	123	8	Hayes	4345	6858	33	90	58	-23
Richardson	4431	8952	25	64	102	-2	Hitchcock	4327	9685	34	44	124	9
							Red Willow	4117	10,684	52	23	160	26
Region 8	4049	9651	19	19	138	16	Region 21	4859	12,725	3	1	162	27
Butler	4310	9394	35	51	118	6	Cheyenne	4368	11,996	32	6	175	33
Saline	4416	10,710	27	21	143	18	Deuel	6291	14,574	2	2	132	12
Seward	3587	8899	80	66	148	20	Kimball	5101	13,287	7	3	160	26
Region 9	4893	11,094	2	4	127	10	Region 22	4371	10,002	9	15	129	11
Fillmore	5191	11,694	6	10	125	9	Banner	6266	10,698	3	22	71	-17
Polk	4792	10,973	13	15	129	11	Garden	4572	10,072	18	38	120	7
York	4763	10,828	14	18	127	10	Morrill	3858	8470	68	79	120	7
							Scotts Bluff	4385	10,225	30	33	133	13
Region 10	4535	10,562	8	8	133	13	Region 23	3861	8518	22	24	121	7
Boone	4131	10,017	51	40	142	18	Box Butte	4398	8741	29	72	99	-4
Colfax	3934	10,138	66	37	158	25	Dawes	3312	8343	90	82	152	22
Nance	3763	8407	74	80	123	8	Sheridan	3993	8893	59	68	123	8
Platte	5011	11,188	9	13	123	8	Sioux	3454	6083	87	91	76	-15
Region 11	4085	10,066	18	14	146	20	Region 24	3720	8578	25	23	131	12
Antelope	4287	10,555	39	25	146	20	Boyd	3562	8388	82	81	135	14
Madison	4256	10,860	43	17	155	24	Brown	3987	8808	63	70	121	7
Pierce	3838	9311	70	53	143	18	Cherry	4502	9694	20	43	115	5
Stanton	4059	8683	55	75	114	4	Holt	3338	8177	89	84	145	19
Wayne	3657	8618	78	76	136	14	Keya Paha	3244	5577	91	92	72	-17
							Rock	3556	9180	83	55	158	25
Region 12	4345	10,192	10	13	135	14	Region 25	3793	8362	24	25	120	7
Hall	4483	10,599	21	24	136	15	Cedar	3576	8535	81	77	139	16
Hamilton	4818	10,174	11	34	111	3	Dixon	4299	8522	36	78	98	-4
Howard	3470	9051	85	59	161	27	Knox	3698	8095	77	86	119	6
Merrick	3916	8827	67	69	125	9	Region 26	3830	9046	23	20	136	15
							Blaine	2979	7926	93	87	166	29
Region 13	4284	10,402	12	10	143	18	Custer	3989	9430	61	50	136	15
Adams	4402	10,773	28	19	145	19	Garfield	3536	9225	84	54	161	27
Clay	4174	10,743	49	20	157	25	Greeley	3807	9051	72	60	138	15
Nuckolls	3942	8958	65	63	127	10	Loup	3837	5504	71	93	43	-30
Webster	4230	9441	45	49	123	8	Sherman	3789	9178	73	56	142	18
Region 14	3981	10,215	20	12	157	25	Valley	3843	8978	69	62	134	13
Gage	4013	10,305	58	31	157	25	Wheeler	3193	7029	92	89	120	7
Jefferson	3731	9896	76	42	165	29							
Thayer	4214	10,329	47	30	145	19	STATE	4469	10,641	--	--	138	16
Region 15	3944	9798	21	18	148	21	Metro	4729	11,329	--	--	140	16
Buffalo	3635	9322	79	52	156	24	Nonmetro	4257	10,065	--	--	136	15
Kearney	5400	12,279	5	5	127	10							

\*U.S. Department of Commerce, Bureau of Economic Analysis, *Survey of Current Business*, April 1984 and other sources.

## Review and Outlook

Nebraska's economy slowed in the third quarter, a reflection in part of national trends. All sectors with the exception of government recorded declines.

The agriculture sector recorded a 5.1 percent drop, according to the Bureau of Business Research's net physical volume index. Cash farm marketings were \$448 million in July, down from June, but up from one year ago. Prices received by Nebraska's agriculture producers were unchanged in July, but are 5.8 percent above year ago levels. Despite this increase, a considerable amount of stress exists in Nebraska's agriculture sector. The problem is associated with low prices resulting from substantial worldwide production of grains and high interest

rates. Any business, agricultural or nonagricultural, that is highly leveraged is damaged by current high interest rates.

Nebraska's nonagricultural sector also declined in July, recording a 0.3 percent decrease. Construction dropped 2.2 percent on a month-to-month basis. Interest rates in June and July were rising, which has a negative impact upon the construction sector.

Nebraska's manufacturing sector recorded a 1.0 percent decrease on a month-to-month basis. The index is still well below peak levels reached in 1981. Employment in Nebraska's manufacturing sector now stands at 90,000, down from a peak of 100,000.

(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.

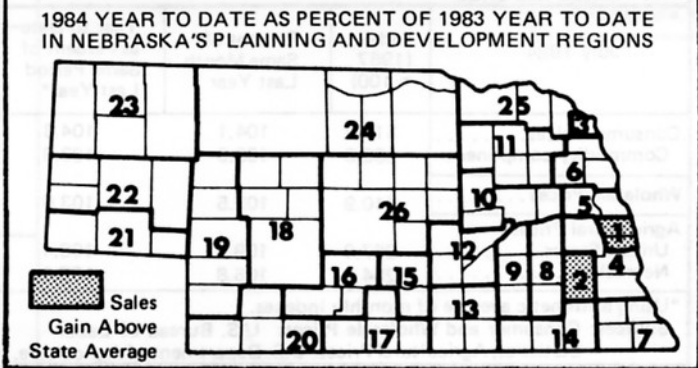
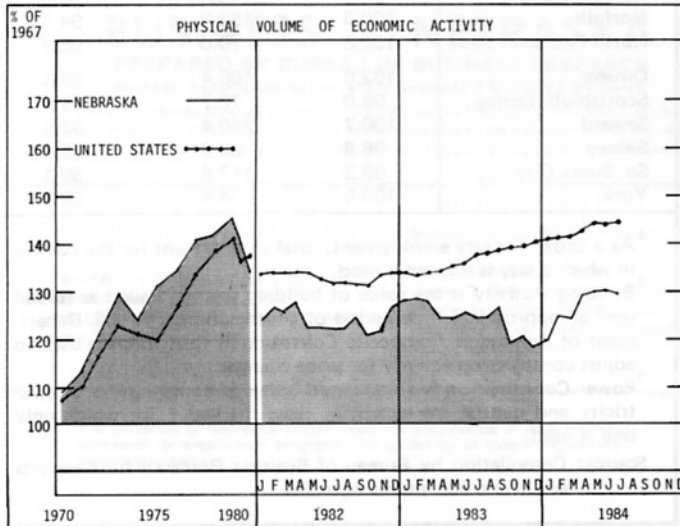
ECONOMIC INDICATORS: NEBRASKA AND UNITED STATES				
1. CHANGE FROM PREVIOUS YEAR				
July 1984	Current Month as Percent of Same Month Previous Year		1984 to date as percent of 1983 to date	
	Nebraska	U.S.	Nebraska	U.S.
Indicator				
Dollar Volume	108.4	109.4	105.1	110.7
Agricultural	107.5	96.4	87.4	96.0
Nonagricultural	108.6	109.7	107.9	111.1
Construction	111.7	114.4	133.0	120.0
Manufacturing	115.6	112.0	116.3	115.1
Distributive	105.5	109.2	102.8	110.0
Government	111.6	106.8	113.4	106.7
Physical Volume	103.9	105.1	100.3	106.1
Agricultural	101.6	88.1	83.5	88.6
Nonagricultural	104.3	105.6	103.4	106.7
Construction	110.3	113.0	129.9	117.2
Manufacturing	112.1	109.0	112.7	111.8
Distributive	101.3	104.9	98.5	105.4
Government	103.4	100.7	104.5	100.3

2. CHANGE FROM 1967		
Indicator	Percent of 1967 Average	
	Nebraska	U.S.
Dollar Volume	371.2	425.1
Agricultural	334.0	315.8
Nonagricultural	376.6	428.7
Construction	310.1	414.6
Manufacturing	383.4	327.7
Distributive	373.0	486.1
Government	428.7	429.5
Physical Volume	129.0	144.6
Agricultural	131.5	122.9
Nonagricultural	128.6	145.3
Construction	92.0	123.0
Manufacturing	153.6	128.5
Distributive	119.7	155.9
Government	153.8	148.2

3. NET TAXABLE RETAIL SALES OF NEBRASKA REGIONS AND CITIES (Adjusted for Price Changes)			
Region Number <sup>1</sup> and City	City Sales <sup>2</sup>	Sales in Region <sup>2</sup>	
	July 1984 as percent of July 1983	July 1984 as percent of July 1983	1984 to date as percent of 1983 to date
<i>The State</i>	114.5	115.6	108.2
1 Omaha	119.3	119.9	114.3
Bellevue	122.4		
2 Lincoln	109.8		
3 So. Sioux City	117.6	121.2	111.0
4 Nebraska City	105.9	106.1	105.7
5 Fremont	107.0	107.6	99.1
Blair	109.2	102.2	99.1
6 West Point	90.7		
7 Falls City	89.7	98.9	94.5
8 Seward	107.3	105.4	100.7
9 York	109.7	114.0	101.3
10 Columbus	116.7	112.7	99.3
11 Norfolk	100.7	102.7	97.0
Wayne	105.1		
12 Grand Island	107.8	109.3	102.9
13 Hastings	123.2	112.9	101.8
14 Beatrice	103.3	100.7	94.7
Fairbury	93.9		
15 Kearney	113.2	109.5	102.7
16 Lexington	97.3	99.1	96.4
17 Holdrege	121.7	112.7	97.3
18 North Platte	101.9	104.5	100.0
19 Ogallala	102.4	107.9	104.0
20 McCook	117.2	115.6	98.5
21 Sidney	110.5	112.8	104.4
Kimball	100.6		
22 Scottsbluff/Gering	98.7	101.9	101.4
23 Alliance	113.6	103.9	98.3
Chadron	99.8		
24 O'Neill	108.2	97.6	94.5
25 Hartington	103.8	91.5	89.6
26 Broken Bow	90.3	96.0	93.2

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)

Output from Nebraska's government sector recorded a 2.9 percent increase on a month-to-month basis. Nebraska's distributive trade sector recorded a decrease of 0.8 percent June-July 1984.

Despite the slowdown in the state's economy, retail sales were up 15.6 percent in July on a dollar volume basis (unadjusted for price changes). When adjustments for price changes are made, the increase was 11.0 percent. Nonmotor vehicle sales were up 14.5 percent on a dollar volume basis, 11.3 percent when adjusted for price changes. Motor vehicle sales were up a substantial 23.7 percent unadjusted for price changes, 9.4 percent when adjusted for price changes.

The boom in motor vehicle sales in Nebraska is concentrated in the metropolitan area. Motor vehicle sales in July 1984 were \$19.5 million above year previous levels. The metropolitan Omaha area recorded an increase of \$8.1 million, nearly half of the dollar volume increase. Lincoln recorded an increase of \$4.9 million. Combined, Omaha and Lincoln automobile sales gains accounted for two-thirds of the state increase.

Hastings led all Nebraska cities with a 13.4 percent jump in its city business index. Bellevue and Omaha followed, with Kearney ranking fourth in terms of growth in its city business index. Fremont, Lincoln, Columbus, and Holdrege all ranked above the state average.

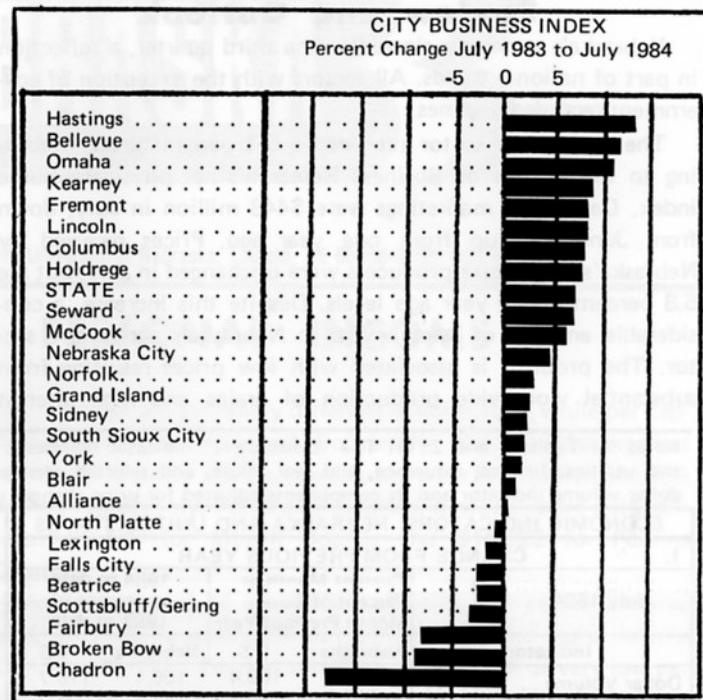
Nebraska's economy seems to be following national trends of slower economic growth. Overall, Nebraska's economy is expanding at a real rate of 2 to 3 percent a year, but this increase is unevenly distributed. The metropolitan Omaha area is far outdistancing other parts of the state in economic growth; retail sales, employment, personal income, and output are far stronger in Omaha than in other areas. Nearly 40 percent of all employment gains over the past year were in the metropolitan Omaha area, and, as noted above, automobile sales are far stronger than in the rest of the state.

The reason for Omaha's stronger economy appears to be related to its diversity. The economic base of Omaha is far more diversified than other areas in Nebraska. It is less dependent upon the agriculture sector. Omaha processes less grain and livestock than ten or twenty years ago. The economic base of Omaha has shifted toward services and away from agriculture and manufacturing. The rise of firms associated with telecommunications and telemarketing is important in broadening Omaha's base and in explaining its current prosperity in a regional economy impacted by a lagging agriculture sector.

DONALD E. PURSELL

5. PRICE-INDEXES			
July 1984	Index (1967 = 100)	Percent of Same Month Last Year	Year to Date as Percent of Same Period Last Year*
Consumer Prices . . . . .	311.7	104.1	104.3
Commodity component	280.6	103.0	103.8
Wholesale Prices . . . . .	310.9	102.5	103.0
Agricultural Prices			
United States . . . . .	257.0	109.4	108.4
Nebraska . . . . .	254.0	105.8	105.0

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



4. July 1984 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>
The State . . . . .	100.7	126.9	98.9
Alliance . . . . .	98.2	46.9	86.2*
Beatrice . . . . .	100.0	55.3	98.9
Bellevue . . . . .	102.0	146.2	93.3
Blair . . . . .	99.3	70.3	89.8*
Broken Bow . . . . .	100.3	47.2	90.9
Chadron . . . . .	97.2	4.3	150.9
Columbus . . . . .	100.7	116.4	103.2
Fairbury . . . . .	100.3	38.8	104.4
Falls City . . . . .	99.0	208.1	93.2
Fremont . . . . .	100.0	247.1	135.4*
Grand Island . . . . .	100.4	92.9	101.9
Hastings . . . . .	100.3	253.2	N/A
Holdrege . . . . .	99.4	82.3	102.5
Kearney . . . . .	100.4	193.8	104.9
Lexington . . . . .	100.3	101.0	92.5
Lincoln . . . . .	101.4	102.2	99.3
McCook . . . . .	98.3	107.7	98.0
Nebraska City . . . . .	99.7	168.4	90.8
Norfolk . . . . .	100.3	193.8	94.3
North Platte . . . . .	102.8	70.0	98.3
Omaha . . . . .	102.0	166.4	98.4
Scottsbluff/Gering . . . . .	99.9	70.7	103.5
Seward . . . . .	100.7	240.4	92.9
Sidney . . . . .	98.8	82.6	95.4
So. Sioux City . . . . .	99.2	117.8	89.1
York . . . . .	100.5	74.4	88.4

<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.

1972 and 1982 County Per Capita Income, \$

Rank		1972		1982
1	Perkins	6,414	Perkins	14,922
2	Deuel	6,291	Deuel	14,574
3	Banner	6,266	Kimball	13,287
4	Chase	5,700	Douglas	12,282
5	Kearney	5,400	Kearney	12,279
6	Fillmore	5,191	Cheyenne	11,996
7	Kimball	5,101	Phelps	11,795
8	Phelps	5,016	Dundy	11,789
9	Platte	5,011	Chase	11,707
10	Douglas	5,009	Fillmore	11,694

This exercise highlights shifts in per capita income that have occurred from 1972 to 1982. During this time, eight counties repeated in the top ten ranks of per capita income. Cheyenne County and Dundy County did not appear in the 1972 rankings, but were ranked sixth and eighth in 1982. Banner County and Platte County disappeared from the top ten ranks of 1982. In 1982, statewide per capita personal income was \$10,641\*, a 138 percent increase from 1972 income and a 16 percent increase in real terms. From 1972 to 1982, 36 of Nebraska's 93 counties experienced increases in nominal per capita income equal to or greater than the statewide increase. These counties are identified in Figure 3. In 1982, only 23 Nebraska counties reported per capita incomes at or above the state average. The location of these counties is presented in Figure 4.

\*This income figure was recently revised upward. The \$10,641 per capita income must be used, however, when comparing county per capita incomes to state per capita income.

CHARLES L. BARE

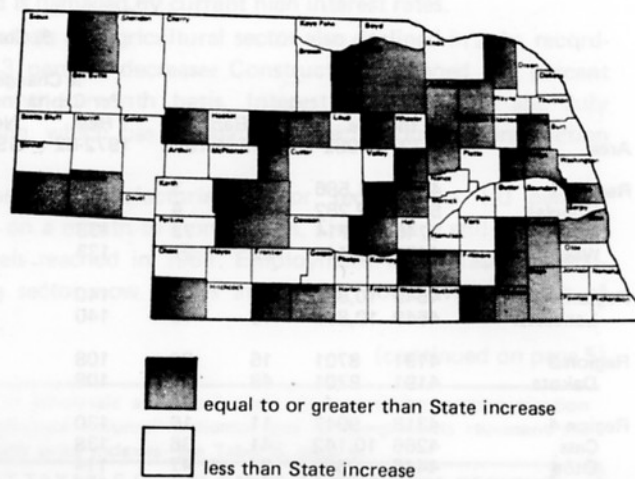
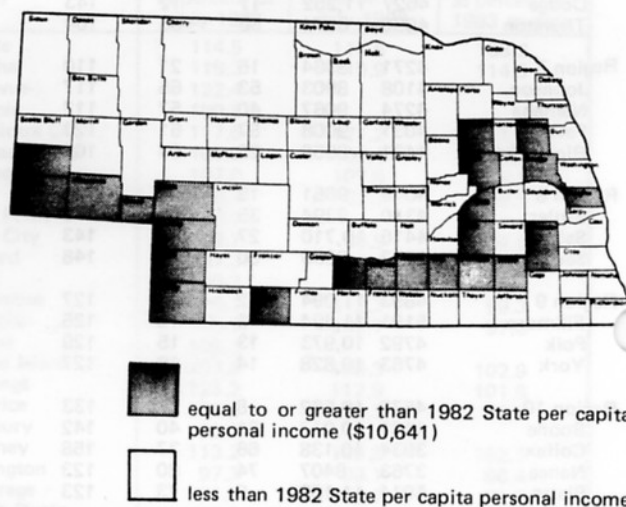


Figure 4  
1982 County Per Capita Personal Income



# BUSINESS IN NEBRASKA

PREPARED BY BUREAU OF BUSINESS RESEARCH

Member, Association for University Business & Economic Research

Business in Nebraska is issued monthly as a public service and mailed free within the State upon request to 200 CBA, University of Nebraska-Lincoln, Lincoln, NE 68588-0406. Material herein may be reproduced with proper credit. Address correction requested.

November 1984 Vol. 40 No. 482

BUREAU OF BUSINESS RESEARCH

UNIVERSITY OF NEBRASKA-LINCOLN  
Martin A. Massengale, *Chancellor*  
COLLEGE OF BUSINESS ADMINISTRATION  
Gary Schwendiman, *Dean*

Donald E. Pursell, *Director*  
Charles L. Bare, *Research Associate*  
Jerome A. Deichert, *Research Associate*  
Douglas O. Love, *Research Associate*  
Margo Young, *Editorial Assistant*

Non-Profit  
Organization  
U. S. POSTAGE  
PAID  
Lincoln, Nebr.  
Permit No. 48

The University of Nebraska-Lincoln does not discriminate in its academic admission, or employment programs and abides by all federal regulations pertaining to same.