

# Business in Nebraska

Volume 55, No. 645

presented by Bureau of Business Research (BBR)

November/December 1999

## Nebraska Business Forecast Council Expects State's Economic Growth to Fall Below Potential

*John Austin and the Nebraska Business Forecast Council*

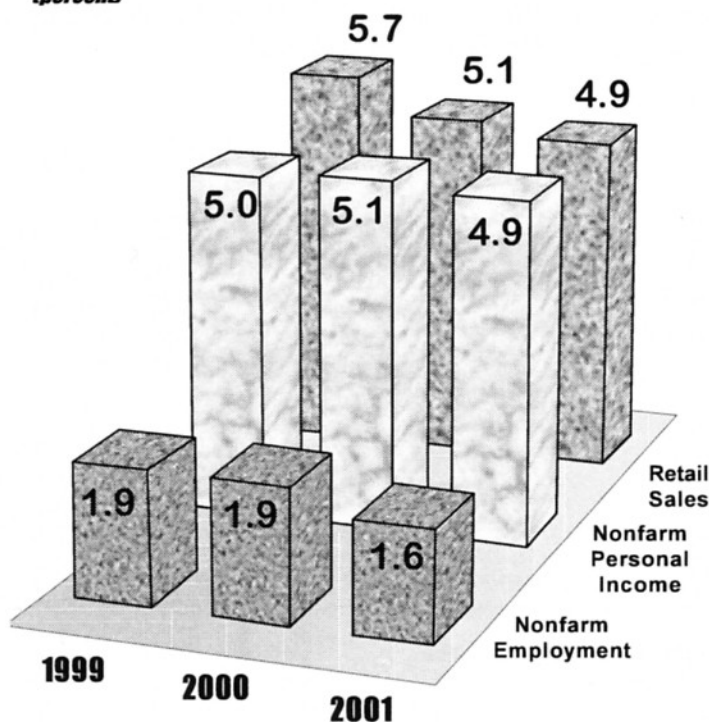
The Nebraska Business Forecast Council expects that jobs will continue to grow in Nebraska; but, the rate of job growth will slow as labor markets in Nebraska and surrounding states continue to tighten. Nebraska's total nonfarm jobs will grow just under 2 percent in both 1999 and 2000. Total job growth then will slow to 1.6 percent in 2001 (Figure 1).

In addition to restraining job growth, tight labor markets will exert upward pressure on wages. Moderate job growth, combined with increasing wage rates, will yield moderately rapid growth in wages and salaries. Consequently, total nonfarm personal income will increase by about 5 percent each year of the forecast period—1999 through 2001.

Net taxable retail sales growth rates will be highest in 1999 and then decrease in both 2000 and 2001. The slowing growth rate pattern will partially relate to a cyclical easing in the growth rate of motor vehicle sales.

Low grain prices have adversely affected Nebraska's farm income. However, federal farm payments largely will offset the fall in grain incomes.

**Figure 1**  
**Key Economic Growth Rates**  
(percent)



## Nonfarm Employment

Labor supply restrictions will keep employers from filling all available jobs. The pool of working-age Nebraskans will grow at about 1 percent per year over the forecast period, or about half the rate of the growth in jobs.

Manufacturing job growth will continue to be slow in the next few years. There has been and will be more restructuring in agricultural equipment manufacturing and in meat processing. A few new operations and many small expansions of existing operations will offset losses and allow some growth in the manufacturing industry (Table 1).

Construction activity continues at high levels. Ample construction contracting continues to demand expanded employment, especially in the state's metro areas. However, labor supply constraints will moderate employment growth rates.

Nebraska continues to offer a desirable location for the expansion of trucking firms. The opening or expansion of offices and terminals most affects Nebraska employment numbers. The truck drivers themselves may be recorded as working in other states.

The service industry is Nebraska's biggest employer; however, service employment growth is moderating when compared to its past history of growth. Labor availability noticeably impacts this sector, especially in start-up jobs.

Federal government employment data now include military employees. This new series has been on a strong downward trend throughout the 1990s. While the overall downward trend is expected to continue in the next few years, there will be an interruption in 2000 when the Census Bureau hires temporary employees across the state. While these employees will be employed for only 1 to 9 months, the impact

**Table 1**  
**Number of Nonfarm Jobs and Percent Changes by Industry**  
**Annual Averages (whole numbers)**

	Total	Manufacturing		Construction & Mining	TCU	Retail Trade	Wholesale Trade	FIRE	Services	Federal Gov't	State & Local Gov't
		Durables	Nondurables								
1996	851,515	54,780	58,855	37,796	50,201	154,873	52,948	53,079	220,848	32,748	135,387
1997	872,145	56,764	59,228	39,708	53,448	155,202	54,763	54,655	229,409	32,601	136,367
1998	890,144	58,055	60,738	42,200	56,070	157,473	54,672	57,452	237,780	30,927	134,777
1999	907,083	58,055	61,345	43,888	59,434	158,260	55,328	59,176	245,389	29,999	136,208
2000	924,141	58,345	62,204	45,556	62,406	158,735	55,605	60,655	252,996	29,999	137,640
2001	938,583	58,812	62,826	47,241	64,902	158,894	55,883	61,868	260,586	28,499	139,071
<b>Annual Percent Changes</b>											
1996	2.2	1.4	1.1	5.0	1.2	2.3	0.3	0.8	4.7	-2.2	0.8
1997	2.4	3.6	0.6	5.1	6.5	0.2	3.4	3.0	3.9	-0.4	0.7
1998	2.1	2.3	2.5	6.3	4.9	1.5	-0.2	5.1	3.6	-5.1	-1.2
1999	1.9	0.0	1.0	4.0	6.0	0.5	1.2	3.0	3.2	-3.0	0.6
2000	1.9	0.5	1.4	3.8	5.0	0.3	0.5	2.5	3.1	0.0	0.7
2001	1.6	0.8	1.0	3.7	4.0	0.1	0.5	2.0	3.0	-5.0	0.7
<b>Average Annual Growth Rates</b>											
1990 to 1992	1.2	-1.7	4.5	2.0	1.0	1.2	-1.0	1.0	2.1	-4.3	2.1
1992 to 1995	2.6	4.8	2.7	6.6	1.7	3.3	0.3	2.1	4.4	-3.8	0.9
1995 to 1998	2.2	2.4	1.4	5.4	4.2	1.3	1.2	3.0	4.1	-2.6	0.1
1990 to 1998	2.1	2.3	2.6	5.0	2.4	2.0	0.3	2.2	3.7	-3.5	0.9

Note: Federal government column has been revised to include military.

of their hiring and retention will be sufficient to offset the downward trend in federal employment for the year 2000. In 2001 the long-term trend of federal government job losses will resume.

State and local government jobs will expand slightly over the forecast period despite continuing pressure to hold down job growth. A small expansion in the number of teachers is anticipated.

## Nonfarm Personal Income

Wage rates will outpace overall inflation rates. Higher wage rates, combined with a moderate reduction in employment growth, will keep nonfarm wages and salaries growth close to its 1990 to 1998 average. Nonfarm wages and salaries will grow 5.7, 5.6, and 5.3 percent, respectively, over the forecast period (Table 2).

While nonfarm proprietors' income is a small part of the nonfarm personal income total, it is a rapidly growing part. In 1997 and 1998 nonfarm proprietors' income grew by 9 percent or more. A repeat of the 9 percent growth rate will occur in 1999. Over the remainder of the forecast period, nonfarm proprietors' income growth will converge toward its 1990 to 1998 average of about 7 percent.

Low interest rates helped to dramatically slow the growth of dividends, interest, and rent (DIR) income in 1998. A moderate growth rate recovery will occur as interest rates rise slowly over the remainder of the forecast period.

The moderate growth forecast in transfer payments results from slow growth in the number of new persons receiving transfer payments (principally social security recipients) and slow growth in the cost of living adjustment that applies to these payments.

**Table 2**  
**Nonfarm Personal Income and Selected Components, and Net Farm Income (USDA)**  
**(\$ millions)**

Annual Averages	Nonfarm Personal Income	DIR <sup>1</sup>	Transfer Payments	Nonfarm Wages & Salaries	Other Labor Income	Nonfarm Proprietors' Income	Net Farm Income USDA Basis
1996	35,280	6,559	5,547	20,585	2,295	2,751	3,414
1997	37,588	7,061	5,809	22,036	2,331	2,999	2,011
1998	39,514	7,250	6,014	23,389	2,365	3,280	1,759
1999	41,475	7,468	6,237	24,716	2,401	3,575	1,950
2000	43,571	7,729	6,499	26,102	2,437	3,861	2,000
2001	45,727	8,038	6,791	27,481	2,473	4,132	2,100
<b>Annual Percent Changes</b>							
1996	6.1	8.1	6.5	6.2	-1.5	5.5	111.9
1997	6.5	7.7	4.7	7.0	1.6	9.0	-41.1
1998	5.1	2.7	3.5	6.1	1.5	9.4	-12.5
1999	5.0	3.0	3.7	5.7	1.5	9.0	10.9
2000	5.1	3.5	4.2	5.6	1.5	8.0	2.6
2001	4.9	4.0	4.5	5.3	1.5	7.0	5.0
<b>Average Annual Growth Rates</b>							
1990 to 1992	5.9	4.3	8.6	5.5	10.9	3.5	0.1
1992 to 1995	5.0	1.5	5.9	5.7	5.2	9.0	-13.8
1995 to 1998	5.9	6.1	4.9	6.5	0.5	8.0	3.0
1990 to 1998	5.6	3.9	6.2	5.9	4.8	7.2	-4.3

<sup>1</sup>Dividends, Interest, and Rent

Notes: The nonfarm personal income and net farm income columns are from different sources. The two columns do not add to total personal income. Data shown exclude adjustments for place of residence and personal contributions for social insurance.

## Farm Income

Nebraska's farming activity divides into two closely related sectors—livestock and grain. Reasonable economic health for the cattle industry for both cattle feeders and cowherd operators has been evident in 1999. The return to profitability is at least partially related to low feed grain prices. The outlook for the cattle industry remains cautiously optimistic. Domestic supply and demand appears to be in balance. Even hog producers have recovered from last year's market collapse, and they now can expect some return on investment.

Record production has resulted in low prices for several key grains. Grain farmers continue to rely on government payments to maintain the economic viability of their businesses. One analyst estimates that government payments, including marketing loans and loan deficiency payments, could exceed 60 percent of Nebraska's 1999 net farm income. A recovery in the dollar volumes of exports would be a key ingredient in recovery of grain prices.

Nebraska's net farm income will remain close to \$2 billion each year in the forecast period (Table 2). With a

continuation of low grain prices, Nebraska's net farm income will lag somewhat behind its 1990 to 1998 average of \$2.2 billion.

## Net Taxable Retail Sales

With continued strength in nonfarm personal income and federal payments sufficient to offset a large part of the negative impact of low grain prices on net farm income, retail sales will continue to grow.

The pattern of growth in net taxable retail sales will moderate over the forecast period. While the largest portion of net taxable retail sales, other sales, will grow 5.5 percent in 1999, its rate of growth will slow, nearly matching the rate of growth of nonfarm personal income in both 2000 and 2001 (Table 3).

Net taxable motor vehicle sales will grow 7 percent in 1999. The growth rate will take a cyclical drop in 2000 and 2001. It is characteristic of motor vehicle sales growth to fall after two consecutive years of strength.

**Table 3**  
**Net Taxable Retail Sales, Annual Totals**  
**(\$ millions)**

	<i>Total Sales</i>	<i>Motor Vehicle</i>	<i>Other Sales<sup>1</sup></i>
1996	16,853	2,068	14,785
1997	17,815	2,205	15,610
1998	19,005	2,417	16,588
1999	20,087	2,586	17,501
2000	21,121	2,710	18,411
2001	22,163	2,832	19,331
<b>Annual Percent Changes</b>			
1996	6.2	9.8	5.7
1997	5.7	6.6	5.6
1998	6.7	9.6	6.3
1999	5.7	7.0	5.5
2000	5.1	4.8	5.2
2001	4.9	4.5	5.0
<b>Average Annual Growth Rates</b>			
1990 to 1992	3.6	-0.5	4.1
1992 to 1995	5.8	8.2	5.5
1995 to 1998	6.2	8.7	5.8
1990 to 1998	5.4	6.1	5.3

<sup>1</sup>Retail sales excluding motor vehicle sales



BBR is grateful for the help of the Nebraska Business Forecast Council. Serving this session were: Tom Doering and Al Wenstrand, Nebraska Department of Economic Development; Ernie Goss, Department of Economics and Finance, Creighton University; Bruce Johnson, Department of Agricultural Economics, UNL; Don Macke, Nebraska Rural Development Commission; Donis Petersan, Nebraska Public Power District; Franz Schwarz, Nebraska Department of Revenue; Bryan Skalberg, Nebraska Department of Labor; Keith Turner, Department of Economics, UNO (emeritus); Lisa Darlington, Charles Lamphear, and John Austin, BBR.

### Recommended Reading

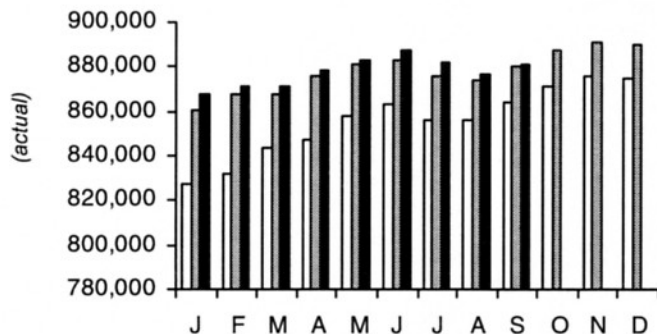
The U.S. Trade Deficit and the "New Economy" by Michael R. Pakko, St. Louis Federal Reserve

[www.stls.frb.org/docs/publications/review/99/09/9909mp.pdf](http://www.stls.frb.org/docs/publications/review/99/09/9909mp.pdf)

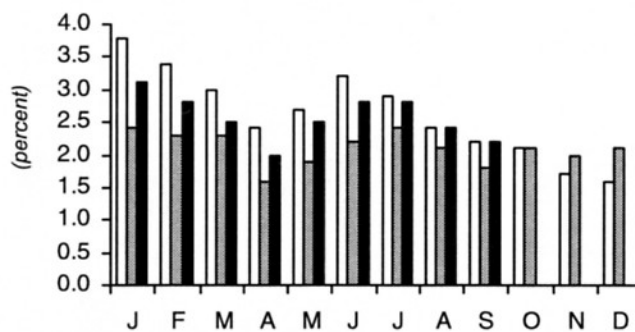
# Nebraska Stats

1997 1998 1999

## Total Nonfarm Wage & Salary Employment



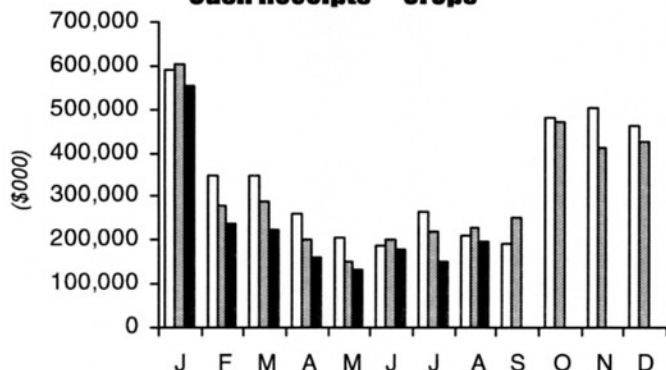
## Unemployment Rate



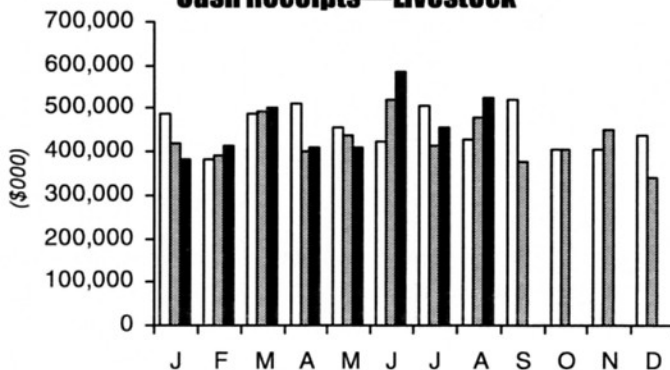
Note: All 1999 monthly employment data are considered estimates until benchmarked in March of 2000. Data shown for 1999 are the most current revised estimates available. Final benchmarked monthly data for 1999 are expected to be released by the Nebraska Department of Labor in mid-2000.

1997 1998 1999

## Cash Receipts—Crops



## Cash Receipts—Livestock



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

	July 1999 \$	YTD \$	YTD % Chg. vs Yr. Ago	August 1999 \$	YTD \$	YTD % Chg. vs Yr. Ago		July 1999 \$	YTD \$	YTD % Chg. vs Yr. Ago	August 1999 \$	YTD \$	YTD % Chg. vs Yr. Ago
Ainsworth, Brown	2,032	12,221	-3.7	1,854	14,075	-3.4	Kenesaw, Adams	161	1,728	-7.2	159	1,887	-6.8
Albion, Boone	1,642	12,287	-1.3	1,626	13,913	-2.2	Kimball, Kimball	2,011	12,069	8.1	1,710	13,779	7.8
Alliance, Box Butte	6,623	40,693	-1.9	5,891	46,584	-2.2	La Vista, Sarpy	9,474	62,458	8.8	9,441	71,899	8.5
Alma, Harlan	732	4,676	-2.8	735	5,411	-1.7	Laurel, Cedar	336	2,441	9.5	331	2,772	9.8
Arapahoe, Furnas	767	5,146	-4.0	710	5,856	-3.4	Lexington, Dawson	7,337	48,366	-1.7	7,485	55,851	-1.1
Arlington, Washington	221	1,383	9.4	211	1,594	7.6	Lincoln, Lancaster	208,900	1,414,386	6.0	219,567	1,633,953	6.1
Arnold, Custer	310	1,809	-2.8	277	2,086	-0.9	Louisville, Cass	691	4,054	-20.9	535	4,589	-24.0
Ashland, Saunders	1,571	8,202	-1.0	1,434	9,636	-1.2	Loup City, Sherman	670	4,434	1.5	666	5,100	1.7
Atkinson, Holt	1,012	6,799	-5.1	1,037	7,836	-3.2	Lyons, Burt	567	3,189	0.8	499	3,688	-2.7
Auburn, Nemaha	2,248	16,264	-1.2	2,164	18,428	-2.1	Madison, Madison	734	5,318	1.7	715	6,033	1.5
Aurora, Hamilton	2,578	17,918	-1.3	2,649	20,567	-1.2	McCook, Red Willow	12,352	78,017	1.6	12,138	90,155	2.1
Axtell, Kearney	62	443	-9.2	41	484	-10.5	Milford, Seward	1,064	6,357	1.1	881	7,238	1.8
Bassett, Rock	672	3,423	6.8	540	3,963	6.8	Minatare, Scotts Bluff	162	986	-8.6	158	1,144	-6.5
Battle Creek, Madison	754	4,451	3.5	707	5,158	5.0	Minden, Kearney	2,012	12,658	6.6	2,079	14,737	8.2
Bayard, Morrill	421	2,969	-5.6	418	3,387	-6.4	Mitchell, Scotts Bluff	611	4,939	-2.6	702	5,641	-1.8
Beatrice, Gage	10,996	73,016	0.8	11,416	84,432	1.5	Morrill, Scotts Bluff	501	3,288	-2.3	529	3,817	0.1
Beaver City, Furnas	141	874	-6.8	143	1,017	-5.2	Nebraska City, Otoe	6,572	43,269	-0.7	6,895	50,164	-0.6
Bellevue, Sarpy	20,734	134,834	6.6	20,725	155,559	6.5	Neligh, Antelope	1,396	9,498	-2.7	1,288	10,786	-2.8
Benkelman, Dundy	555	3,867	-3.8	555	4,422	-2.5	Newman Grove, Madison	288	1,968	-2.2	290	2,258	-4.8
Bennington, Douglas	480	3,843	28.4	436	4,279	25.6	Norfolk, Madison	29,910	200,024	2.0	31,173	231,197	2.3
Blair, Washington	7,244	46,063	1.8	7,615	53,678	4.2	North Bend, Dodge	468	3,457	-0.5	467	3,924	-0.1
Bloomfield, Knox	653	4,210	-8.0	646	4,856	-7.5	North Platte, Lincoln	24,302	157,726	5.9	25,153	182,879	6.1
Blue Hill, Webster	428	3,095	-5.1	422	3,517	-5.7	O'Neill, Holt	4,404	28,952	0.2	4,260	33,212	0.9
Bridgeport, Morrill	1,333	7,820	3.0	1,208	9,028	2.7	Oakland, Burt	687	4,897	3.1	739	5,636	1.1
Broken Bow, Custer	3,693	25,275	-4.8	3,813	29,088	-3.8	Ogallala, Keith	7,416	39,899	2.3	6,684	46,583	2.4
Burwell, Garfield	941	5,163	-2.1	775	5,938	-2.0	Omaha, Douglas	496,383	3,317,539	5.3	503,208	3,820,747	4.8
Cairo, Hall	248	1,813	-18.2	235	2,048	-17.1	Ord, Valley	1,911	13,243	-0.4	1,868	15,111	-1.4
Central City, Merrick	1,682	12,280	2.1	1,729	14,009	2.6	Osceola, Polk	718	4,965	-6.6	712	5,677	-7.5
Chadron, Dawes	5,011	31,887	4.8	5,412	37,299	5.2	Oshkosh, Garden	493	3,111	-2.4	472	3,583	-3.3
Chappell, Deuel	499	3,248	5.1	558	3,806	8.6	Osmond, Pierce	514	3,013	5.3	607	3,620	4.9
Clarkson, Colfax	364	2,922	2.2	369	3,291	2.5	Oxford, Furnas	409	3,275	8.8	388	3,663	9.4
Clay Center, Clay	475	2,621	6.4	443	3,064	6.0	Papillion, Sarpy	7,436	50,364	12.1	7,543	57,907	12.1
Columbus, Platte	21,763	140,851	1.4	21,132	161,983	0.5	Pawnee City, Pawnee	313	2,262	7.1	291	2,553	7.0
Cozad, Dawson	3,105	21,052	1.5	3,238	24,290	2.3	Pender, Thurston	704	5,040	6.3	787	5,827	5.1
Crawford, Dawes	822	3,812	3.1	720	4,532	2.7	Pierce, Pierce	673	4,386	-2.6	674	5,060	-2.6
Craigton, Knox	1,164	8,193	11.5	1,353	9,546	13.3	Plainville, Pierce	573	4,347	-2.0	546	4,893	-3.2
Crete, Saline	3,725	24,124	13.8	3,927	28,051	13.3	Plattsmouth, Cass	3,687	23,797	4.3	3,713	27,510	4.5
Crofton, Knox	376	2,726	1.5	463	3,189	2.7	Ponca, Dixon	572	3,402	-4.9	637	4,039	-2.4
Curtis, Frontier	356	2,440	-1.0	379	2,819	0.9	Ralston, Douglas	3,217	21,670	-2.4	3,600	25,270	-0.7
Dakota City, Dakota	442	2,973	9.0	359	3,332	9.0	Randolph, Cedar	369	2,792	-8.1	370	3,162	-8.6
David City, Butler	1,508	10,148	7.7	1,519	11,667	7.4	Ravenna, Buffalo	726	4,986	-8.9	665	5,651	-9.0
Deshler, Thayer	287	1,955	-13.5	277	2,232	-14.0	Red Cloud, Webster	686	4,665	-2.7	669	5,334	-3.1
Dodge, Dodge	255	1,649	-0.6	228	1,877	-0.5	Rushville, Sheridan	509	3,589	-2.3	456	4,045	-2.0
Doniphan, Hall	758	6,851	-20.8	683	7,534	-20.7	Sargent, Custer	201	1,376	4.6	166	1,542	4.2
Eagle, Cass	601	2,835	-0.8	592	3,427	0.3	Schuyler, Colfax	1,860	12,404	-8.8	1,662	14,066	-7.9
Elgin, Antelope	395	2,766	-4.1	392	3,158	-2.9	Scottsbluff, Scotts Bluff	23,336	144,694	4.2	23,539	168,233	5.3
Elkhorn, Douglas	3,281	17,700	14.4	2,683	20,383	12.2	Scribner, Dodge	473	2,818	-10.5	520	3,338	-10.2
Elm Creek, Buffalo	390	2,747	14.4	530	3,277	19.0	Seward, Seward	4,741	31,931	0.4	5,010	36,941	1.3
Elwood, Gosper	590	3,218	2.7	564	3,782	3.3	Shelby, Polk	384	2,408	13.7	380	2,788	15.0
Fairbury, Jefferson	3,213	22,862	5.9	3,271	26,133	5.0	Shelton, Buffalo	620	4,389	-7.0	572	4,961	-7.3
Fairmont, Fillmore	163	1,050	-3.6	194	1,244	3.0	Sidney, Cheyenne	10,767	54,578	12.7	11,661	66,239	15.1
Falls City, Richardson	2,431	17,529	3.3	2,523	20,052	2.6	South Sioux City, Dakota	8,312	55,013	1.0	8,611	63,624	1.9
Franklin, Franklin	506	3,826	-2.5	475	4,301	-3.4	Springfield, Sarpy	600	3,522	21.9	658	4,180	20.0
Fremont, Dodge	24,273	155,810	9.9	23,479	179,289	9.6	St. Paul, Howard	1,244	8,331	-0.7	1,375	9,706	0.6
Friend, Saline	553	3,412	7.1	418	3,830	5.9	Stanton, Stanton	647	4,170	-1.0	661	4,831	-0.1
Fullerton, Nance	529	3,533	0.8	561	4,094	-0.4	Stromsburg, Polk	740	5,710	-9.0	1,135	6,845	-10.9
Geneva, Fillmore	1,793	11,532	-4.6	1,608	13,140	-4.7	Superior, Nuckolls	1,665	11,003	-0.1	1,607	12,610	0.0
Genoa, Nance	284	1,999	-3.0	262	2,261	-3.7	Sutherland, Lincoln	405	2,502	10.0	394	2,896	13.7
Gering, Scotts Bluff	4,533	26,374	9.1	4,375	30,749	10.4	Sutton, Clay	895	5,716	-4.7	814	6,530	-5.1
Gibbon, Buffalo	773	5,586	-1.6	795	6,381	-2.6	Syracuse, Otoe	1,123	7,795	2.9	1,068	8,863	1.7
Gordon, Shendan	1,907	11,848	2.1	1,737	13,585	1.8	Tecumseh, Johnson	912	6,224	7.4	819	7,043	5.7
Gothenburg, Dawson	2,650	16,468	7.1	2,450	18,918	7.0	Tekamah, Burt	1,151	7,777	3.8	1,311	9,088	5.1
Grand Island, Hall	51,710	343,921	0.6	52,979	396,900	0.6	Tilden, Madison	482	2,983	-1.1	493	3,476	-0.3
Grant, Perkins	1,102	7,088	1.5	1,147	8,235	3.2	Utica, Seward	262	2,077	3.0	269	2,346	3.2
Gretna, Sarpy	3,445	20,361	-5.8	3,644	24,005	-5.2	Valentine, Cherry	4,790	28,447	2.7	4,768	33,215	3.0
Hartington, Cedar	1,610	10,838	-4.5	1,746	12,584	-2.7	Valley, Douglas	1,538	7,541	-3.5	1,623	9,164	1.7
Hastings, Adams	21,536	142,025	1.8	22,224	164,249	2.0	Wahoo, Saunders	2,334	15,386	-4.0	2,170	17,556	-4.2
Hay Springs, Sheridan	331	2,316	4.5	340	2,656	4.4	Wakefield, Dixon	308	2,149	-9.0	462	2,611	-4.8
Hebron, Thayer	1,913	12,708	-2.8	1,987	14,695	-1.9	Wauneta, Chase	306	2,126	0.2	241	2,367	-1.7
Henderson, York	711	4,208	-8.6	595	4,803	-7.1	Waverly, Lancaster	746	4,895	-13.7	654	5,549	-15.6
Hickman, Lancaster	259	1,724	0.4	243	1,967	0.4	Wayne, Wayne	3,802	25,077	18.1	4,162	29,239	17.6
Holdrege, Phelps	4,710	30,411	-0.5	4,259	34,670	-0.3	Weeping Water, Cass	794	4,765	2.4	673	5,438	1.1
Hooper, Dodge	350	2,435	1.3	330	2,765	-0.6	West Point, Cuming	3,575	24,837	-4.3	3,607	28,444	-4.0
Humboldt, Richardson	517	3,527	6.2	513	4,040	4.8	Wilber, Saline	487	3,282	7.1	506	3,788	6.8
Humphrey, Platte	754	4,824	-4.3	842	5,666	-3.4	Wisner, Cuming	659	4,085	3.2	638	4,723	2.3
Imperial, Chase	2,183	14,109	-2.0	1,969	16,078	-1.8	Wood River, Hall	405	2,726	-6.6	564	3,290	-4.1
Juniata, Adams	226	1,484	7.8	188	1,672	8.8	Wymore, Gage	431	2,904	6.2	409	3,313	6.8
Kearney, Buffalo	34,507	223,245	5.8	37,043	260,288	6.1	York, York	10,715	69,406	0.0	10,919	80,325	-0.3

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

Source: Nebraska Department of Revenue

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

	Motor Vehicle Sales				Other Sales				Motor Vehicle Sales				Other Sales				
	July 1999	August 1999	YTD	% Chg. vs Yr. Ago	July 1999	August 1999	YTD	% Chg. vs Yr. Ago	July 1999	August 1999	YTD	% Chg. vs Yr. Ago	July 1999	August 1999	YTD	% Chg. vs Yr. Ago	
	\$	\$	\$		\$	\$	\$		\$	\$	\$		\$	\$	\$		
Nebraska	216,015	230,622	1,704,274	3.4	1,418,754	1,464,123	11,013,354	4.1	Howard	700	767	6,423	-0.8	1,572	1,691	12,446	1.5
Adams	3,325	3,289	29,957	8.4	22,168	22,782	170,283	2.1	Jefferson	1,062	1,314	8,577	-6.1	4,242	4,303	33,851	4.4
Antelope	943	1,052	7,738	-7.1	2,125	2,050	17,144	-2.8	Johnson	530	570	4,706	0.2	1,174	1,105	9,603	3.3
Arthur	88	91	653	25.6	(D)	(D)	(D)	(D)	Kearney	834	1,031	7,608	-5.8	2,209	2,261	16,292	6.4
Banner	130	202	820	-11.8	(D)	(D)	(D)	(D)	Keith	1,137	1,401	10,827	21.8	8,211	7,432	51,347	2.7
Blaine	61	98	614	-20.1	(D)	(D)	(D)	(D)	Keya Paha	67	88	836	-3.1	93	106	809	16.7
Boone	944	654	6,199	-9.3	2,085	2,016	17,613	-2.4	Kimball	454	595	4,205	8.9	2,046	1,738	14,050	7.2
Box Butte	1,680	1,357	12,226	-2.7	6,941	6,196	48,885	-2.2	Knox	956	956	8,176	-1.7	2,802	3,105	22,571	4.9
Boyd	211	348	1,985	0.3	518	520	4,295	3.7	Lancaster	28,603	29,669	224,430	6.2	211,200	221,682	1,652,833	6.0
Brown	405	400	3,543	4.8	2,204	1,985	14,894	-2.3	Lincoln	4,789	4,740	36,656	9.8	25,334	26,122	190,479	6.0
Buffalo	5,518	5,057	40,556	1.1	37,397	40,081	283,613	5.4	Logan	151	124	996	-14.4	(D)	(D)	(D)	(D)
Burt	917	961	7,932	-3.9	2,624	2,731	19,918	2.9	Loup	42	45	566	-19.8	(D)	(D)	(D)	(D)
Butler	1,088	1,237	9,348	11.6	1,873	1,847	15,043	2.9	McPherson	49	155	548	6.2	(D)	(D)	(D)	(D)
Cass	4,261	4,050	30,631	11.5	7,522	7,298	53,005	3.3	Madison	3,740	4,547	33,586	-0.8	32,208	33,416	248,543	2.2
Cedar	1,032	1,155	9,688	-1.1	2,622	2,789	20,830	-3.6	Merrick	972	1,079	8,465	3.7	2,365	2,495	18,867	2.0
Chase	651	631	5,301	6.3	2,522	2,219	18,723	-2.0	Morrill	898	933	6,098	25.5	1,773	1,640	12,622	0.8
Cherry	1,034	850	6,754	-9.2	5,043	4,963	34,886	2.9	Nance	451	582	3,831	-4.3	847	841	6,573	-2.6
Cheyenne	1,464	2,136	11,475	18.2	11,031	11,932	68,475	14.8	Nemaha	1,022	959	7,791	-1.4	2,413	2,531	20,368	-2.5
Clay	957	1,003	8,015	2.1	2,369	2,194	17,208	0.5	Nuckolls	572	660	5,053	5.6	2,238	2,175	17,186	0.8
Colfax	1,264	1,335	9,769	2.0	2,590	2,343	20,313	-6.1	Otoe	2,178	2,233	16,091	-1.5	8,076	8,383	62,397	-0.5
Cuming	1,435	1,174	9,961	-4.3	4,824	4,802	37,568	-2.9	Pawnee	428	351	2,946	-12.1	490	494	4,061	5.7
Custer	1,408	1,303	11,206	-6.4	4,777	4,817	37,056	-2.4	Perkins	462	510	4,783	10.9	1,310	1,351	9,964	4.4
Dakota	1,817	2,555	19,311	11.3	9,386	9,494	71,872	2.1	Phelps	1,313	1,597	11,097	-0.3	4,994	4,459	36,745	-0.7
Dawes	1,055	897	7,096	6.8	5,839	6,132	41,863	5.0	Pierce	1,118	893	7,651	2.5	1,821	1,898	14,212	-0.7
Dawson	2,808	2,781	22,388	-7.0	13,581	13,664	102,318	1.2	Platte	3,649	4,868	34,463	4.1	23,146	22,585	172,301	0.4
Deuel	196	339	2,093	-1.3	1,206	1,198	8,446	6.9	Polk	791	759	6,523	-1.7	1,987	2,364	16,563	-4.3
Dixon	679	995	6,409	-6.3	988	1,207	7,463	-4.6	Red Willow	1,466	1,542	11,732	9.9	12,701	12,467	92,823	2.0
Dodge	4,064	4,966	34,585	4.2	26,103	25,341	193,507	8.6	Richardson	1,173	1,158	8,392	-4.8	3,122	3,222	25,655	1.7
Douglas	58,114	60,645	444,634	3.7	507,085	513,145	3,893,897	4.8	Rock	227	252	1,857	-10.7	684	551	4,087	7.4
Dundy	229	458	2,801	2.0	568	567	4,535	-3.4	Saline	1,381	1,537	12,469	0.2	5,073	5,176	38,703	10.9
Fillmore	702	780	6,573	-15.6	2,732	2,384	19,606	-4.0	Sarpy	17,754	18,882	129,856	6.8	43,841	44,334	327,418	8.3
Franklin	427	377	3,488	-5.4	747	708	6,252	-1.8	Saunders	2,748	3,069	22,279	0.2	6,212	6,233	45,237	-1.1
Frontier	518	430	3,378	-10.4	667	682	5,285	0.7	Scotts Bluff	5,310	7,815	36,866	13.3	29,221	29,373	210,184	5.6
Furnas	699	818	5,531	-7.7	2,097	1,949	16,896	-1.5	Seward	2,194	2,348	17,391	2.8	6,299	6,394	48,477	1.4
Gage	2,496	2,777	20,975	-2.8	12,154	12,454	93,448	1.6	Sheridan	794	712	5,793	-10.9	2,983	2,777	22,477	0.9
Garden	340	274	2,280	-14.9	714	682	5,012	-0.4	Sherman	304	479	3,190	-0.7	757	783	6,001	1.0
Garfield	220	260	1,848	3.4	940	774	5,933	-2.1	Sioux	318	252	1,998	-7.9	118	124	931	-10.9
Gosper	339	205	2,608	-4.2	650	621	4,233	4.6	Stanton	843	940	6,396	0.9	792	946	6,323	5.9
Grant	100	136	1,194	9.1	272	249	1,812	1.7	Thayer	504	822	6,043	-9.9	2,681	2,781	20,926	-3.9
Greeley	313	250	2,629	-11.2	684	669	5,098	-2.7	Thomas	144	113	961	26.1	305	291	2,080	-11.3
Hall	6,039	6,389	51,580	-0.7	53,481	54,824	412,344	-0.2	Thurston	401	476	3,693	3.2	796	890	6,841	5.0
Hamilton	1,416	1,267	10,919	17.3	2,926	3,024	23,318	-2.5	Valley	325	627	4,243	-0.5	2,178	2,096	16,863	-1.2
Harlan	398	618	4,298	3.0	1,068	988	7,223	-0.4	Washington	3,103	3,136	24,467	8.0	7,829	8,248	58,708	4.0
Hayes	154	207	1,381	9.4	(D)	(D)	(D)	(D)	Wayne	951	877	8,077	-2.3	3,932	4,304	30,444	17.0
Hitchcock	335	503	3,195	-0.2	621	629	4,683	4.1	Webster	557	809	3,839	11.0	1,217	1,190	9,685	-3.8
Holt	1,422	1,609	11,941	-7.3	6,046	6,107	46,301	-0.5	Wheeler	191	118	996	-24.6	118	93	703	-11.3
Hooker	115	69	921	-3.2	601	644	2,770	4.0	York	1,731	1,821	14,609	-4.6	11,815	11,928	88,380	-1.1

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

Source: Nebraska Department of Revenue

## Note on Net Taxable Retail Sales

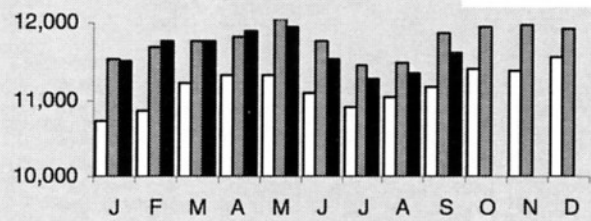
Users of this series should be aware that taxable retail sales are not generated exclusively by traditional outlets such as clothing, discount, and hardware stores. While businesses classified as retail trade firms account for, on average, slightly more than half of total taxable sales, sizable portions of taxable sales are generated by service establishments, electric and gas utilities, wholesalers, telephone and cable companies, and manufacturers.



# Regional Nonfarm Wage and Salary Employment\* 1997 to September\*\* 1999

1997 1998 1999

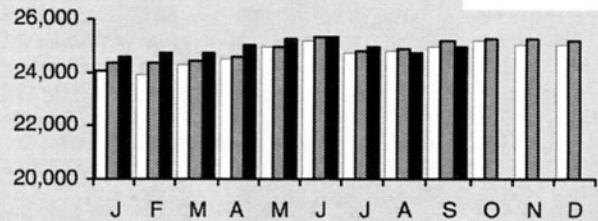
## Northwest Panhandle



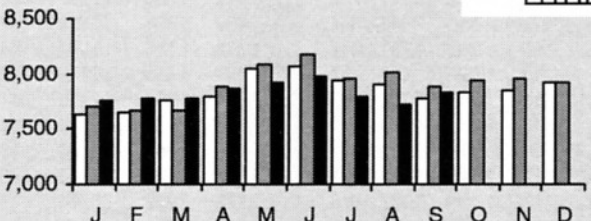
## Note to Readers

The charts on pages 8 and 9 report nonfarm employment by place of work for each region.

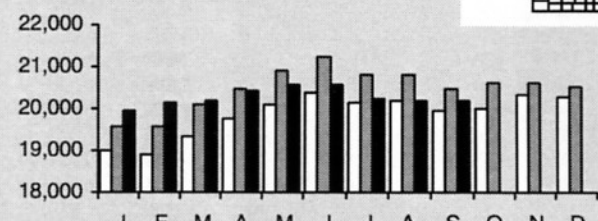
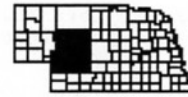
## Southwest Panhandle



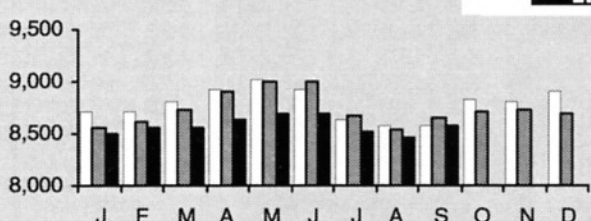
## North Central



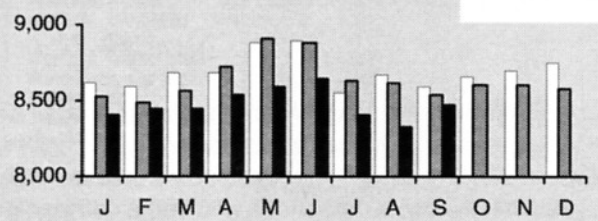
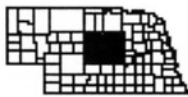
## West Central



## Southwest Central



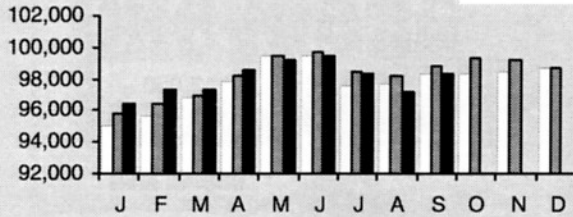
## East Central



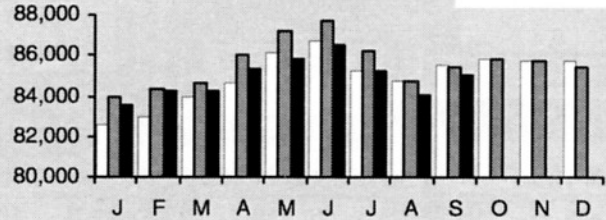
# Regional Nonfarm Wage and Salary Employment\* 1997 to September\*\* 1999

1997 1998 1999

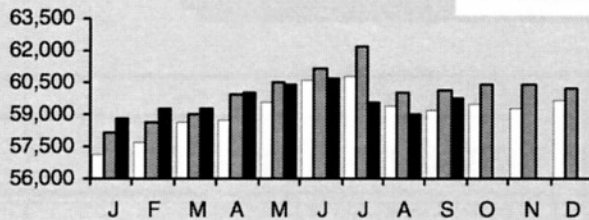
## Southeast Central



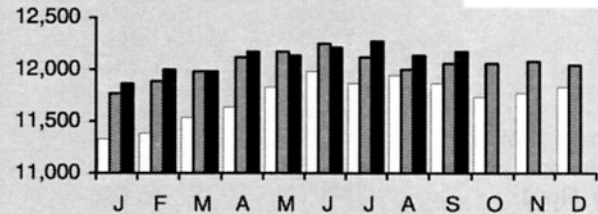
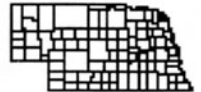
## Northeast



## Southeast

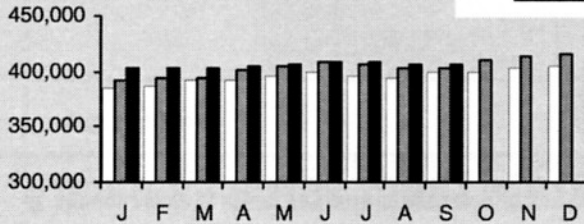


## Sioux City MSA Nebraska portion only

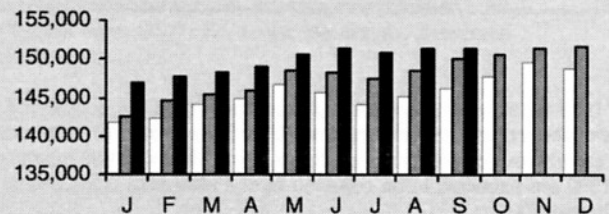


## Omaha MSA

Nebraska portion only



## Lincoln MSA



\*By place of work

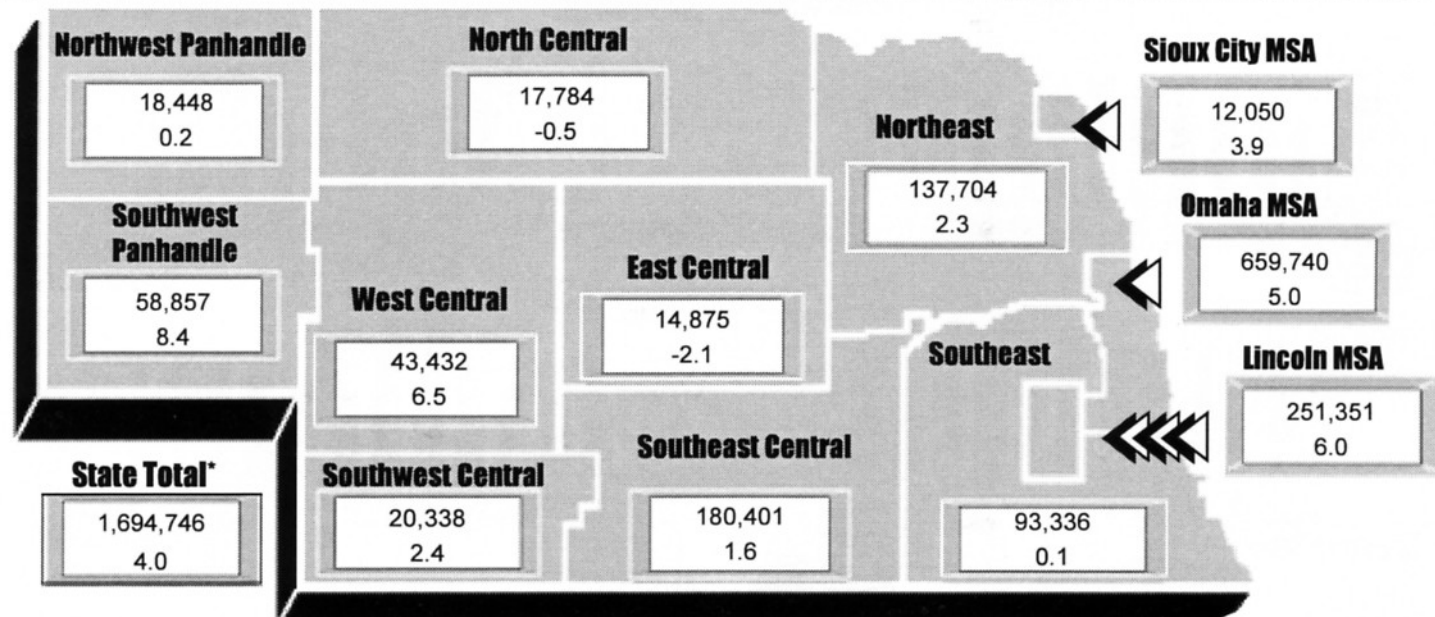
\*\*Current month data are preliminary and subject to revision

Note: All 1999 monthly employment data are considered estimates until benchmarked in March of 2000. Data shown for 1999 are the most current revised estimates available. Final benchmarked monthly data for 1999 are expected to be released by the Nebraska Department of Labor in mid-2000.

Source: Nebraska Department of Labor, Labor Market Information - Kathy Copas and Amy Schofield



## August 1999 Regional Retail Sales (\$000) YTD Change vs Yr. Ago



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

Source: Nebraska Department of Revenue

## State Nonfarm Wage & Salary Employment by Industry\*

	August 1999	September 1999
Total	876,887	880,870
Construction & Mining	45,723	44,774
Manufacturing	117,657	117,255
Durable Goods	57,127	56,848
Nondurable Goods	60,530	60,407
TCU**	59,092	59,215
Trade	212,587	212,337
Wholesale	56,298	55,998
Retail	156,289	156,339
FIRE***	59,501	59,038
Services	238,495	238,304
Government	143,832	149,947

\*By place of work

\*\*Transportation, Communication, and Utilities

\*\*\*Finance, Insurance, and Real Estate

Source: Nebraska Department of Labor, Labor Market Information

Note: All 1999 monthly employment and labor force data are considered estimates until benchmarked in March of 2000. Data shown for 1999 are the most current revised estimates available. Final benchmarked monthly data for 1999 are expected to be released by the Nebraska Department of Labor in mid-2000.

## Consumer Price Index

Consumer Price Index - U\*  
(1982-84 = 100)  
(not seasonally adjusted)

	October 1999	% Change vs Yr. Ago	YTD % Change vs Yr. Ago (inflation rate)
All Items	168.2	2.6	2.1
Commodities	146.4	2.7	1.6
Services	190.2	2.5	2.5

\*U = All urban consumers

Source: U.S. Bureau of Labor Statistics

Inflation Rate

2.1

## State Labor Force Summary\*

	August 1999	September 1999
Labor Force	937,453	926,104
Employment	914,599	905,582
Unemployment Rate	2.4	2.2

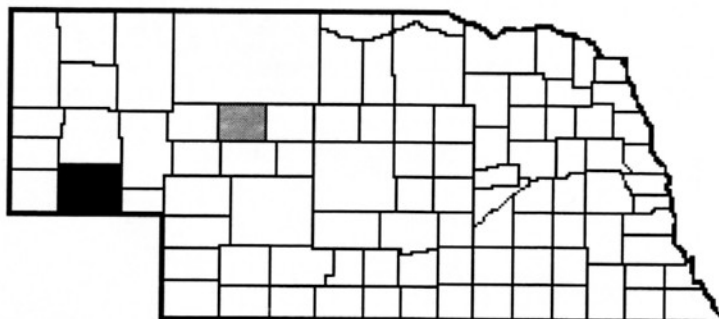
\*By place of residence

Source: Nebraska Department of Labor, Labor Market Information

County of the Month

# Cheyenne

## Sidney-County Seat



Next County of Month

License plate prefix number: 39

Size of county: 1,196 square miles, ranks 11th in the state

Population: 9,494 in 1998, a change of -0.2 percent from 1990

Per capita personal income: \$21,813 in 1997, ranks 19th in the state

Net taxable retail sales (\$000): \$110,083 in 1998, a change of 2.2 percent from 1997; \$79,954 from January through August of 1999, a change of 15.3 percent from the same period the previous year.

Number of worksites<sup>1</sup>: 367 in 1997

Unemployment rate: 2.2 percent in Cheyenne County, 2.7 percent in Nebraska for 1998

	State	Cheyenne County
<b>Nonfarm employment (1998)<sup>2</sup>:</b>	875,352	4,700
<b>(wage &amp; salary)</b>	<i>(percent of total)</i>	
Construction and Mining	4.8	3.4
Manufacturing	13.6	13.6
TCU	6.4	5.4
Wholesale Trade	6.2	3.2
Retail Trade	18.0	40.0
FIRE	6.6	3.3
Services	27.2	14.4
Government	17.2	16.6

### Agriculture:

Number of farms: 645 in 1997, 668 in 1992, 740 in 1987

Average farm size: 1208 acres in 1997, 1,156 acres in 1992

Market value of farm products sold: \$111.1 million in 1997 (\$172,597 average per farm), \$98.6 million in 1992 (\$147,655 average per farm)

<sup>1</sup>Worksites refers to business activity covered under the Nebraska Employment Security Law. Information presented has been extracted from the Employer's Quarterly Contribution Report, Nebraska Form UI-11. For further details about covered worksites, see the Nebraska Employers Guide to Unemployment Insurance.

<sup>2</sup>By place of work

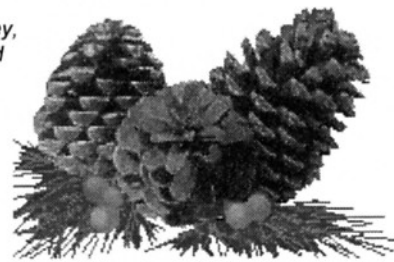
Sources: U.S. Bureau of the Census, U.S. Bureau of Economic Analysis, Nebraska Department of Labor, Nebraska Department of Revenue.

# bulletin board



Seated: (l. to r.) Carol Boyd, Lisa Darlington  
Standing: Andy Agena, Tuan Nguyen, John Austin, Eric Gruber, Jan Laney,  
William Scheideler, Charles Lamphear, David Bennett, and Matt England

## Happy Holidays, BBR Staff



Copyright 1999 by Bureau of Business Research, University of Nebraska-Lincoln. ISSN 0007-683X. *Business in Nebraska* is published in ten issues per year by the Bureau of Business Research. Subscription orders and inquiries should be directed to Bureau of Business Research, 114 CBA, University of Nebraska-Lincoln 68588-0406. Annual subscription rate is \$10.

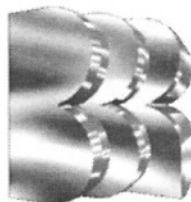
University of Nebraska-Lincoln—Dr. James C. Moeser, *Chancellor*  
College of Business Administration—Cynthia H. Milligan, *Dean*

### Bureau of Business Research (BBR)



specializes in ...

- economic impact assessment
- demographic and economic projections
- survey design
- compilation and analysis of data
- public access to information via **NU ONRAMP**



...business is not our only business

Nonprofit Org.  
U.S. Postage  
PAID  
Lincoln, Nebraska  
Permit No. 46

For more information on how BBR can assist you or your organization, contact us  
(402) 472-2334; send e-mail to: [flamphear1@unl.edu](mailto:flamphear1@unl.edu); or use the  
World Wide Web: [www.bbr.unl.edu](http://www.bbr.unl.edu)