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RECENT FERTILITY TRENDS

The years since 1970 have witnessed crude birth rates (births per thousand total population) below any previously recorded for Nebraska as well as for the nation. In 1973 and 1974 Nebraska births per thousand population dropped below 15.0, compared to rates above 17.0 at the beginning of the 1970s and rates as high as 24.9 in the "baby boom" years of the 1950s. Even during the depression years of the 1930s, crude birth rates for Nebraska were estimated to have remained well above 16.0. (See Figure 1, page 2.)

Crude birth rates for the nation have been slightly higher than those of Nebraska since the mid-1960s, and have shown a similar trend of dramatic decline since 1970. Provisional natality data suggest, however, that the national crude birth rate for 1975 (14.8) dropped below that of Nebraska (15.3). In terms of the absolute number of births as well, the national decline since 1970 of 15.6 percent has been sharper than Nebraska's 8.6 percent decline.

This article examines the behavior of several other measures of fertility, fertility patterns within Nebraska, and causes and effects of recent fertility trends.

MEASURES OF FERTILITY

While the behavior of crude birth rates and total numbers of births statistics are interesting, they can be somewhat misleading because they do not account for changes in the numbers of females in the childbearing ages, which would affect the expected

numbers of births. The general fertility rate (GFR), or number of births per thousand women aged 15 to 44, accounts for the size of the childbearing female population. The GFR at the national level was 87.1 in 1970 and declined to 66.7 by 1975 (see Table 1), while for Nebraska the decline was from 87.1 to 71.5. Because both Nebraska and the nation have experienced growth in the numbers of females aged 15 to 44 between 1970 and 1975 (11.3 percent growth for Nebraska and 10.2 percent for the nation), numbers of births would have been expected to increase if fertility rates had remained at their 1970 levels. The recorded declines in births from 1970 to 1975, however, combined with the larger childbearing population, caused GFRs to plummet even more drastically than did total births. The national and Nebraska GFRs dropped by 23.4 and 17.9 percent, respectively, from 1970 to 1975, compared to 15.6 and 8.6 percent declines in births recorded during that time.

Age-specific birth rates (births per thousand females in a five-year age group) take account of the age structure of the female population of childbearing age, since a population more heavily weighted by younger females (ages 20 to 29) would be expected to exhibit a higher general fertility rate than one with a relatively higher proportion of females aged 30 and over. Estimates of age-specific birth rates for Nebraska and the nation, shown in Table 1, indicate that for some age groups

(Continued on page 2)

Table 1
U.S. AND NEBRASKA BIRTHS AND BIRTH RATES
By Age of the Mother

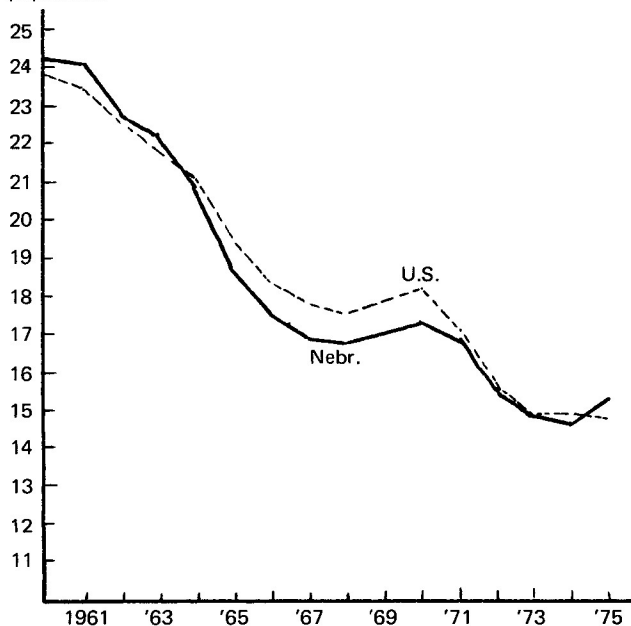
Age of Mother	1970		1971		1972		1973		1974		1975	
	U.S.	Nebr.	U.S.	Nebr.	U.S.	Nebr.	U.S.	Nebr.	U.S.	Nebr.	U.S.	Nebr.
BIRTHS												
15 to 19	644,708	3,838	627,942	3,789	616,280	3,754	604,096	3,599	595,449	3,538	NA	3,388
20 to 24	1,418,874	10,306	1,354,980	10,310	1,174,183	9,138	1,101,113	8,595	1,108,051	9,071		8,875
25 to 29	994,904	7,119	946,892	7,014	900,392	6,675	888,326	6,823	923,318	7,369		7,696
30 to 34	427,806	2,984	406,374	2,820	375,001	2,581	369,976	2,567	372,907	2,534		2,619
35 to 39	180,244	1,203	162,564	1,185	141,328	983	126,789	900	118,115	900		811
40 to 44	49,952	372	42,986	313	36,861	279	31,862	232	27,878	222		211
15 to 44	3,716,488	25,822	3,541,738	25,431	3,244,045	23,410	3,122,162	22,716	3,145,718	23,634		23,600
All Ages	3,731,386	25,877	3,555,970	25,507	3,258,411	23,473	3,136,965	22,771	3,159,958	23,695	3,149,000	23,658
BIRTH RATES*												
15 to 19	67.8	53.4	64.7	51.9	62.0	50.7	59.7	48.4	58.1	47.4	NA	45.2
20 to 24	166.2	172.9	150.6	165.2	130.9	140.1	120.7	127.4	119.0	130.2		123.5
25 to 29	144.1	158.8	134.8	145.8	118.7	130.0	113.6	126.1	113.3	129.5		129.0
30 to 34	72.9	75.6	67.6	69.0	60.2	61.2	56.1	59.6	54.4	57.6		58.4
35 to 39	31.7	30.4	28.7	29.6	24.8	24.6	22.0	22.6	20.2	22.8		20.6
40 to 44	8.1	9.1	7.1	7.7	6.2	6.8	5.4	5.7	4.8	5.6		5.3
15 to 44	87.1	87.1	81.4	83.3	73.1	74.6	68.9	71.2	68.4	72.8	66.7	71.6

*Births per thousand females in each age group.

Sources: National Center for Health Statistics, Nebraska Department of Health, and Bureau of Business Research.

Births
per thousand
population

Figure 1
CRUDE BIRTH RATES



(Continued from page 1) of females the declines have been greater than that of the general fertility rate. The greatest declines in age-specific fertility rates since 1970 occurred to women in the 40 to 44 age group. In Nebraska rates fell 38.5 percent, slightly less than the 40.7 percent national decline for 40- to 44-year-olds. However, births to women in this age range, near the end of the reproductive years, comprise less than 1 percent of total births and therefore have little effect on overall fertility trends.

The peak childbearing years typically have occurred between the ages of 20 and 24, and between 1970 and 1975 the birth rate for that age group in Nebraska declined 28.6 percent. Since births to women in this age group comprised the largest share (37 to 40 percent) of total births in Nebraska during the 1970s, the decline in birth rates for females in their early twenties contributed substantially to the declining fertility rates for the state as a whole.

Declines of 18.8 percent in births to 25- to 29-year-olds between 1970 and 1975 had similarly important consequences, for these women comprise the segment of the fecund female population second only to women in their early 20s in likelihood of bearing children. Indeed, the share of total births accounted for by females aged 25 to 29 has risen substantially since 1970 (from 27.6 in 1970 to 32.5 percent of total births in 1975) as women in their early twenties have postponed beginning families.

Birth rates for women in their thirties have declined substantially since 1970, and rates for teenagers have shown relatively smaller declines. These age groups each account for about 14 percent of total births.

The fact that women are beginning their families at older ages than they did previously is confirmed by data on parity (birth order) by age of the mother. In 1970, women aged 25 to 29 who bore children were most likely to have borne their second or third child. By 1975, however, 25- to 29-year-olds would more likely have borne their first or second child. And whereas a 30- to 34-year-old mother in 1970 was most likely to have borne her third or fourth child, a mother of that age in 1975 would more

likely have borne her second or third child.

Postponement of the birth of the first child appears to be the most pronounced, causing an increase of two years in the age of mother most likely to bear her first child—from age 19 in 1970 to age 21 in 1975. For all parities, the age of the greatest number of mothers in 1970 was 23, but by 1975 had increased to 24 years of age.

Postponement of births probably has been accompanied by a reduction in average completed family size, and in particular, by a permanent reduction in the proportion of fourth and higher order births. Since 1970, fourth and higher order births have accounted for declining shares of total births, having accounted for almost 19 percent of all births in 1970 but only 11 percent by 1975. Furthermore, while even the share of third births had declined by 1975, first and second births have increased as proportions of total annual births. Whereas in 1970 first and second births combined accounted for over two-thirds of annual births (65.6 percent), by 1975 they accounted for almost three-fourths of annual births (74.4 percent).

While many other measures may be used to describe fertility fluctuations, the final measure to be discussed here is the total fertility rate (TFR), a measure used by demographers to indicate the average number of children a woman would have while passing through the childbearing ages if current age-specific fertility rates were to prevail. In 1970 the TFRs for the United States and Nebraska were 2.45 and 2.50, respectively. By 1974 (the last year detailed data for the United States are available) TFRs had declined to only 1.85 children per woman in the United States and 1.97 in Nebraska. 1975 data for Nebraska show the TFR has continued to drop, reaching 1.91 births per woman. A TFR of 2.1 is considered to be adequate for "replacement level" fertility, that is, each female cohort would bear a sufficient number of children to replace itself. Both the national and Nebraska TFRs have been below replacement level every year since 1972.

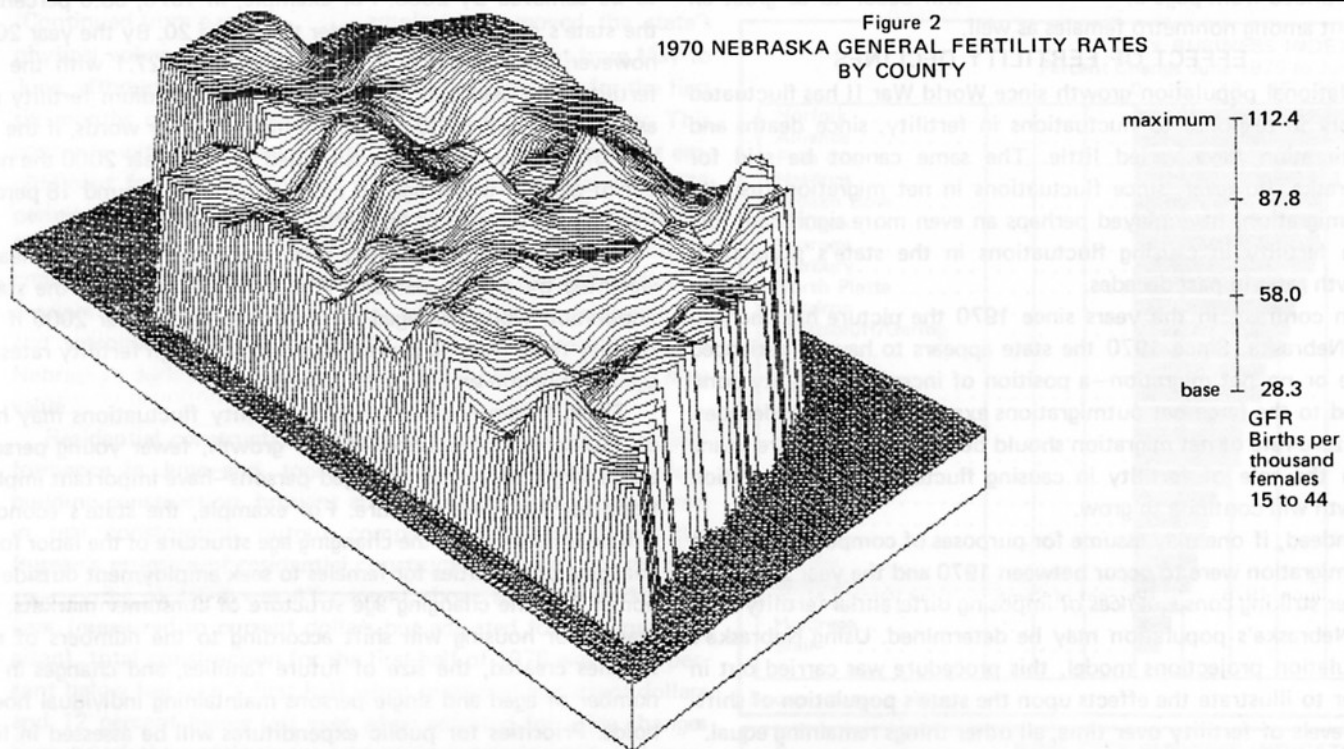
Demographers are not in agreement concerning whether current low fertility rates will continue or whether they are only temporary. [The latest data for both the nation and Nebraska suggest that 1976 births to date (as of June) were almost 2 percent below 1975 births recorded by the same date.] If desired completed family sizes of the past were to be achieved at a later age by the female cohorts currently postponing their childbearing (a strong possibility, according to some demographers), birth rates could rise at the time when postponement came to an end and possibly only the timing and spacing of births would have been affected. As time goes on, however, the probability that those cohorts currently postponing childbearing will later achieve high rates of fertility drops as age increases, careers become firmly established, and other lifestyles are adopted.

SUBSTATE FERTILITY

Vital statistics for small areas, such as many of the counties within Nebraska, are subject to wide variations from year to year and thus must be interpreted carefully. In addition, detailed data on births by age of the mother are not published regularly. Therefore, the discussion of fertility trends within Nebraska will be based on 1970 births by county of residence and on 1970 Census population figures with comparisons over time made among groups of counties.

As shown in Figure 2, 1970 general fertility rates exhibited wide variation among counties within Nebraska, ranging from

Figure 2
1970 NEBRASKA GENERAL FERTILITY RATES
BY COUNTY



Prepared by Duane Hackmann. Produced using SYMVU and SYMAP, Laboratory for Computer Graphics and Spatial Analysis, Harvard University.

more than 100.0 in the northeast corner of the state (Cedar, Dakota, and Thurston counties) and in Lincoln and Wheeler counties, to below 60.0 in Blaine, Gosper, Perkins, and Wayne counties. Differences in levels of fertility among counties may primarily be explained by the interplay among numerous factors, including structural factors (the age-sex and racial composition of the population), social and institutional factors (religious beliefs, cultural differences, differences in employment and educational histories of females, and other factors which influence norms of family size), as well as more direct factors, such as differences in marriage rates, in levels of sophistication at family planning, in rates of fetal mortality, and in the use of abortion.

Certain Nebraska counties illustrate vividly how some of these factors, particularly those regarding population composition, influence fertility. For example, Nebraska has many counties with relatively old age structures. In fact, many counties in the state experience natural decreases in population (annual numbers of deaths exceeding the number of births). In these counties, such as the counties along the southern border of the state, birth rates tend to be low. More than four-fifths of the state's 28 natural decrease counties had general fertility rates below the state average of 87.1 in 1970.

On the other hand, counties with relatively young age structures, such as Sarpy, Lincoln, Scotts Bluff, and Douglas, had relatively high fertility rates in 1970 because of a higher proportion of persons in the young age groups where family formation typically occurs.

Among all counties in the state, Lancaster County had the highest proportion of its population in the 18 to 64 age group in 1970. However, its young population was also disproportionately single—many single females attending college or working were included in its population—so that its fertility rates were low relative

to the state.

Since the nonwhite population tends to exhibit higher fertility rates than those of the white population, counties with high proportions of nonwhite population relative to those of the state (such as Douglas and Thurston counties) tend to exhibit relatively high fertility rates.

An indication of the extent of the variations in fertility declines experienced within Nebraska since 1970 can be obtained by examining metro and nonmetro trends. The metro counties' (Douglas, Sarpy, Dakota, and Lancaster) combined share of Nebraska births has been declining steadily since 1970, while that of the nonmetro counties has increased. In terms of numbers of births recorded, metro births declined 15.3 percent from 1970 to 1975 (from 12,720 to 10,777) while nonmetro births declined only 2.1 percent (from 13,157 to 12,881), compared to the state decline of 8.6 percent. The decline in Nebraska's metro area births was most similar to the nationwide 15.6 percent decline. Furthermore, since the estimated increase in Nebraska's metro female population has been more than twice that of the nonmetro areas (15.0 percent versus 7.1 percent, respectively) from 1970 to 1975, metro GFRs have declined even more dramatically in relation to the rest of the state than have births alone. By 1975 the Nebraska metro GFR had declined by 26.3 percent (from 90.0 in 1970 down to 66.3 births per thousand childbearing females), compared to the nonmetro decline of 8.7 percent (from 84.3 in 1970 down to 77.0) and a 17.9 percent decline for the state.

It appears that the phenomena of postponement of childbearing and of possible lifetime reductions in fertility among women have thus far been most pronounced for Nebraska's metro area females. The next few years should provide interesting information as to whether these phenomena

(Continued on page 6)

Review and Outlook

Gains in business activity during the month of June, both in the state and at the national level, restored the Bureau of Business Research's twin indicators of aggregate real output to approximately the level they had attained in April after showing a small decline in May. At the close of the second quarter, the Nebraska physical volume index stood at 132.8 (relative to 1967), up from 131.3* in May and only slightly below the April figure of 133.4*. The Bureau's corresponding measure for the national economy started the quarter at 123.2*, dropped to 122.6* in May, then rose again to 123.1 in June. Measured in dollars of constant purchasing power, total output for the first quarter in Nebraska was

4.0 percent* above the first quarter of 1975, while national output rose 4.6 percent* above the previous year's figure. For the first two quarters combined, Nebraska's real output increased 3.6 percent over the same months in 1975 while national output rose 5.2 percent.

Nebraska's May-to-June gains occurred mainly in the government and agricultural sectors, with smaller increases being posted in the construction and distributive sectors. Improvement in the Bureau's national real volume of economic activity indicators was limited to the agricultural sector index, which rose 20 percent from May. Real output in the other sectors of the national economy changed only fractionally between May and June.

An increase in government (Continued on page 5)

*Revised from figures published in earlier issues of *Business in Nebraska*.

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.

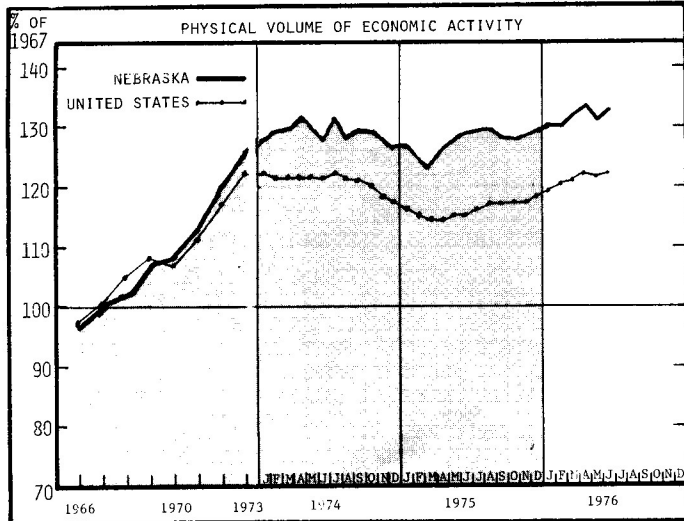
ECONOMIC INDICATORS: NEBRASKA AND UNITED STATES

1. CHANGE FROM PREVIOUS YEAR				
June, 1976	Current Month as Percent of Same Month Previous Year		1976 Year to Date as Percent of 1975 Year to Date	
	Nebraska	U.S.	Nebraska	U.S.
Indicator				
Dollar Volume	107.2	111.7	109.6	111.2
Agricultural	94.1	117.5	110.5	113.4
Nonagricultural	110.2	111.4	109.5	111.1
Construction	79.5	109.9	91.0	110.6
Manufacturing	113.0	114.9	108.2	112.2
Distributive	113.3	110.6	112.3	111.2
Government	105.4	108.4	106.2	108.8
Physical Volume	102.9	105.7	103.6	105.2
Agricultural	95.2	111.7	102.5	107.8
Nonagricultural	104.3	105.4	103.8	105.1
Construction	75.9	104.9	87.9	106.9
Manufacturing	108.4	109.3	104.9	107.1
Distributive	107.0	104.4	105.7	104.7
Government	97.7	102.5	98.9	102.8

2. CHANGE FROM 1967		
Indicator	Percent of 1967 Average	
	Nebraska	U.S.
Dollar Volume	235.0	214.0
Agricultural	253.5	254.2
Nonagricultural	231.8	212.5
Construction	182.2	177.6
Manufacturing	245.2	199.8
Distributive	230.9	219.3
Government	235.2	227.6
Physical Volume	132.8	123.1
Agricultural	129.8	131.4
Nonagricultural	133.3	122.8
Construction	91.6	89.3
Manufacturing	135.4	111.8
Distributive	135.8	128.9
Government	135.4	136.3

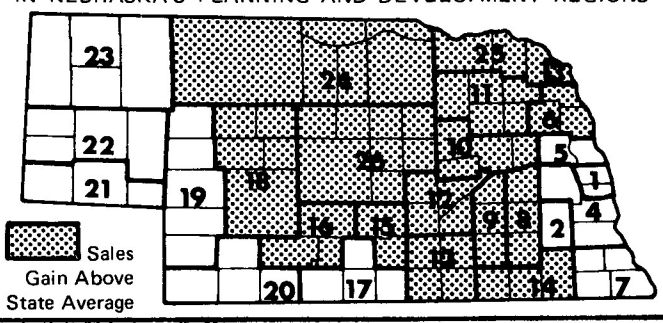
3. NET TAXABLE RETAIL SALES OF NEBRASKA REGIONS AND CITIES (Adjusted for Price Changes)

Region Number ¹ and City	Sales in Region ²		
	June, 1976 as percent of June, 1975	June, 1976 as percent of June, 1975	Year to date '76 as percent of Year to date '75
<i>The State</i>	116.9	117.7	113.2
1 Omaha	117.6	115.7	110.8
Bellevue	107.9		
2 Lincoln	113.4	115.9	110.2
3 So. Sioux City	114.8	109.6	115.6
4 Nebraska City	112.2	112.7	111.5
5 Fremont	120.2	122.4	112.4
Blair	107.9		
6 West Point	132.6	118.6	121.8
7 Falls City	109.7	109.4	105.2
8 Seward	99.7	112.3	118.0
9 York	100.2	119.7	114.1
10 Columbus	117.7	123.9	119.9
11 Norfolk	129.0	126.1	122.8
12 Grand Island	116.2	122.0	114.6
13 Hastings	114.7	117.8	113.6
14 Beatrice	106.9	122.3	113.9
Fairbury	129.1		
15 Kearney	121.9	118.2	120.2
16 Lexington	111.5	117.8	120.1
17 Holdrege	99.1	111.9	108.5
18 North Platte	128.0	128.6	117.1
19 Ogallala	118.3	118.6	104.7
20 McCook	117.7	116.9	110.8
21 Sidney	110.8	111.7	103.1
Kimball	114.7		
22 Scottsbluff/Gering	118.1	115.8	110.3
23 Alliance	115.3	118.6	113.2
Chadron	118.9		
24 O'Neill	120.6	122.7	126.4
25 Hartington	128.9	115.4	118.9
26 Broken Bow	112.4	121.8	122.0



¹ See region map below.
² Sales on which sales taxes are collected by retailers located in the state. Region totals include motor vehicle sales; city totals exclude motor vehicle sales.
 Compiled from data provided by Nebraska Department of Revenue.

1976 YEAR TO DATE AS PERCENT OF 1975 YEAR TO DATE IN NEBRASKA'S PLANNING AND DEVELOPMENT REGIONS



(Continued from page 4) employment moved the state's physical volume index for the sector up 2.7 percent from May to June, although government employment in Nebraska for the first six months of 1976 was about 1 percent below last year. This contrasts with a national gain of 2.8 percent in government employment for the first half of 1976 over the comparable 1975 period. Total cash receipts from sales of farm products rose about 9 percent in Nebraska from May to June, with a 65 percent increase in receipts from crops offsetting an 11 percent decline in receipts from livestock sales. After adjustment for price changes and seasonal factors, this brought the index of real output in Nebraska's agricultural sector to a level 2.4 percent above its May value.

Residential construction in Nebraska continued its strong performance in June and, together with a small increase in non-building construction, brought about a 1.6 percent improvement in real construction output compared with May. While the Bureau's estimate of residential construction activity for the first six months of 1976 was 47 percent above the same period last year (measured in current dollars but adjusted for seasonal variation), total construction for the first half of 1976 was still 9 percent below last year's first half when measured in current dollars and 12 percent below last year when adjusted for price changes because of the continuing weakness in nonresidential and non-building construction.

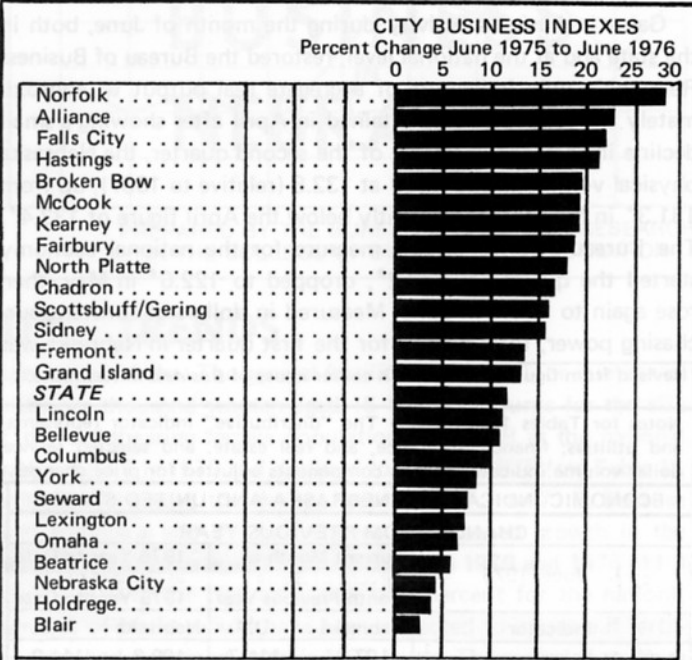
Retail sales rose briskly in Nebraska from May to June, registering a 7 percent increase after adjustment for price changes and accounting entirely for the 1 percent increase in the distributive sector's physical volume index. The 17 percent improvement over June, 1975, sales (Table 3) is perhaps a bit misleading, since that month's sales were depressed about 3 percent from the general level of price-adjusted sales which prevailed from May through October of 1975. The greatest increases in retail sales relative to 1975 continue to occur in much the same areas of the state as in the preceding several months. Fairbury's 29 percent increase restored Region 14 to the group with strong year-to-date improvements. Sales in Region 23, Alliance-Chadron, continued strong. The fact that each of the city business indexes shows improvement over June, 1975, is due in large part to the widespread improvement in retail sales.

Manufacturing was the only sector of the Nebraska economy for which the index indicates a decline in real output from May to June. This decline was very slight and was attributable to a small drop in seasonally adjusted employment. Actual manufacturing employment increased 1,000 in this period. The performance of this sector will have to wait the release of revised data.

DUANE HACKMANN

5. PRICE INDEXES			
June, 1976	Index (1967 = 100)	Percent of Same Month Last Year	Year to Date as Percent of Same Period Last Year*
Consumer Prices	170.1	105.9	106.2
Commodity component	165.2	104.6	105.0
Wholesale Prices	183.1	105.4	105.0
Agricultural Prices			
United States	193.5	105.2	105.2
Nebraska	195.3	98.8	108.3

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



Source: Table 4 below.

4. JUNE CITY BUSINESS INDICATORS			
The State and Its Trading Centers	Percent of Same Month a Year Ago		
	Banking Activity ¹ (Adjusted for Price Changes) ⁴	Building Activity ²	Power Consumption ³
<i>The State</i>	111.6	118.9	86.8
Alliance	119.6	522.4	114.2
Beatrice	106.8	113.5	97.2
Bellevue	113.6	126.7	107.2*
Blair	89.7	213.9	102.9
Broken Bow	127.5	194.7	108.1
Chadron	115.3	227.9	90.4
Columbus	112.8	59.4	100.3
Fairbury	112.8	126.8	105.4*
Falls City	134.5	187.2	117.3
Fremont	108.6	125.0	107.3*
Grand Island	111.9	114.6	111.7
Hastings	133.4	140.4	106.7
Holdrege	110.2	99.7	101.1
Kearney	117.4	134.7	117.4
Lexington	93.9	152.5	130.4
Lincoln	108.7	130.6	105.0
McCook	120.2	206.5	107.3
Nebraska City	104.8	61.7	94.0
Norfolk	128.7	183.0	129.3
North Platte	115.0	130.2	92.4
Omaha	104.7	102.0	69.6
Scottsbluff/Gering	119.8	109.6	103.7
Seward	110.2	190.9	104.8
Sidney	120.3	253.1	92.9
So. Sioux City	NA	NA	NA
York	129.0	40.1	104.6

¹Banking Activity is the dollar volume of bank debits.
²Building Activity is the value of building permits issued as spread over an appropriate time period of construction.
³Power Consumption is a combined index of consumption of electricity and natural gas except in cases marked * for which only one is used.
⁴Banking Activity is adjusted by a combination of the Wholesale Price Index and the Consumer Price Index, each weighted appropriately for each city.

Source: Compilation by Bureau of Business Research from reports of private and public agencies.

(Continued from page 3) will occur to as great an extent among nonmetro females as well.

EFFECT OF FERTILITY DECLINES

National population growth since World War II has fluctuated largely in response to fluctuations in fertility, since deaths and immigration have varied little. The same cannot be said for Nebraska, however, since fluctuations in net migration (usually out-migration) have played perhaps an even more significant role than fertility in causing fluctuations in the state's population growth rates in past decades.

In contrast, in the years since 1970 the picture has changed for Nebraska. Since 1970 the state appears to have experienced little or no net migration—a position of increased stability compared to the large net outmigrations experienced in past decades. If a zero rate of net migration should be sustained in future years, then the role of fertility in causing fluctuations in population growth will continue to grow.

Indeed, if one may assume for purposes of comparison that no net migration were to occur between 1970 and the year 2000, the rather striking consequences of imposing differential fertility rates on Nebraska's population may be determined. Using Nebraska's population projections model, this procedure was carried out in order to illustrate the effects upon the state's population of shifting levels of fertility over time, all other things remaining equal.¹ Three levels of fertility rates—a high, medium, and low series—were applied to Nebraska's 1970 population, representing ultimate completed fertility rates of 2.7, 2.1, and 1.7 births per woman. By the year 2000, the resulting Nebraska populations that would be produced using these three birth-rate levels differed dramatically.

First, the total size of the state's population in the year 2000 would differ: 1,709,895 for the low series, 1,748,204 for the medium, and 1,806,669 for the high series. The rate of population growth between 1970 and 2000 would be lowest, of course, for the low fertility level (15.1 percent), and substantially higher for the high fertility level (21.6 percent), with the medium falling in between (17.7 percent).

Not only the size, but the character of Nebraska's population would vary significantly depending upon which fertility level were

¹Bureau of Business Research, *Nebraska Population Projections II*, July, 1976.

to be achieved by 2000. For example, in 1970, 38.0 percent of the state's population was under the age of 20. By the year 2000, however, that proportion would decline to 27.1 with the low fertility rate assumption, to 28.5 with the medium fertility rate assumption, and to 30.6 with the high. In other words, if the low rate of fertility were to be sustained, by the year 2000 the number of persons under age 20 could decline by around 18 percent from its 1970 count of 564,575.

In addition, a low fertility rate results in a population heavily weighted by elderly persons. About 16.2 percent of the state's population would be aged 60 and over in the year 2000 if low fertility rates were to prevail, whereas with high fertility rates the aged proportion would be 15.3 percent.

These long-run effects, which fertility fluctuations may have on Nebraska's population—slower growth, fewer young persons, and a larger proportion of aged persons—have important implications for Nebraska's future. For example, the state's economy will be influenced by the changing age structure of the labor force, changing propensities for females to seek employment outside the home, and the changing age structure of consumer markets. Demands for housing will shift according to the numbers of new families created, the size of future families, and changes in the number of aged and single persons maintaining individual households. Priorities for public expenditures will be assessed in light of declining school-age population, and increasing numbers of elderly persons requiring nursing home and medical services.

With careful planning, the state can be well prepared to deal with the problems and challenges likely to be presented by consequences of demographic trends.

VICKI STEPP

Two new publications are available. *Nebraska Population Projections II* (price: \$5.00), applies the most recent demographic information to the population projections made in 1973. Age-sex specific data are provided for Nebraska counties to 2020. The other new publication, *State of Nebraska Economic and Demographic User's Guide, Volume II, Higher Education, The University of Nebraska* (Price: \$3.00), identifies and analyzes those programs of the University that develop economic and demographic data. These may be ordered from Bureau of Business Research, CBA 200, University of Nebraska-Lincoln, Lincoln, Nebraska 68588.

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UNIVERSITY OF NEBRASKA BUSINESS NEWS

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