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Business in Nebraska

In This Issue

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

Due to a substantial reduction in University funds for the Bureau of Business Research, several changes have been made in *Business in Nebraska*. The publication has been reduced from 12 pages to 8 pages. The December issue will be discontinued, and the July and August editions will be combined in a single summer issue. Additional changes may be necessary at a later time.

Charles Lamphear, Director

Nebraska's Labor Force: A Manufacturers Perspective

Lisa Valladao, UNL Bureau of Business Research

Are manufacturers in Nebraska facing shortages of skilled workers? Are today's workers more productive than the previous generation of workers? The Bureau of Business Research sampled manufacturers statewide to gain insights into their feelings about these and other labor force issues (Table 1). The survey focused on skills deficiencies, productivity, employee education, and hiring and promotion requirements (Table 2). The survey had an error factor of plus or minus 4.6 percent.

The manufacturers who responded to the survey felt that their current employees were capable of meeting the challenges brought by changing technologies. But they did not feel that Nebraska's labor force, in general, was capable of meeting these challenges.

Skills Deficiencies

Eighty-one percent of respondents agreed that the demands of the external competitive environment have expanded the need for employees with a broader range of skills. Respondents tended to agree that changing technologies in their industries contributed to skills deficiencies. Respondents felt that their current employees were equipped, however, with the basic skills (reading, writing, computation) needed to learn and master new technologies.

Respondents tended to disagree that such factors as employee complacency, employer complacency, employee mobility, and inadequate vocational programs in high schools and community colleges were factors contributing to skills deficiencies.

Respondents were divided on the question of whether individuals with the requisite skills to fill their present labor needs were available in Nebraska. On the question of whether Nebraska workers are equipped, in general, to perform the jobs of today and tomorrow, a majority agreed that today's needs could be met. A greater majority, however, felt that future needs could not be

Table 1
Selected Characteristics of Survey Respondents

Number of Respondents	118
Main Product Line	
Printing and publishing	21%
Industrial machinery	14%
Food and food products	11%
Fabricated metal	9%
Rubber and plastics	8%
Apparel, fabrics	7%
Transportation equipment	5%
Number of Years in Business	
0 to 10	19%
11 to 20	20%
21 to 40	34%
41+	27%
Number of Employees	
Less than 25	59%
25 to 49	11%
50 to 99	10%
100 to 199	8%
200 to 499	9%
500 to 999	3%
1,000 to 2,499	1%

Table 2
Sample Survey Results*

	SA	A	N	D	SD	NA
Changing technologies in the industry contribute to skills deficiencies in this company	5%	48%	10%	31%	3%	3%
Individuals with the requisite skills to fill this company's present labor needs are readily available in Nebraska	5%	42%	7%	35%	10%	0%
Current employees of this company are more productive than were employees 20 years ago	9%	34%	17%	20%	7%	13%
Increased costs from employee education programs are acceptable if they lead to greater productivity	8%	64%	15%	5%	1%	7%
Entry level hiring for this company is based on skills and aptitudes	11%	74%	4%	11%	0%	2%
Entry level hiring for this company is based on credentials	3%	49%	10%	34%	2%	3%
Promotions in this company are based on credentials	4%	24%	15%	42%	7%	8%
Promotions in this company are based on skills and aptitudes	16%	71%	3%	3%	1%	5%

*Percentages may not add to 100 due to rounding. Strongly Agree = SA; Agree = A; No Opinion = N; Disagree = D; Strongly Disagree = SD; Not Applicable = NA

met by Nebraska's labor force. One respondent expressed frustration with worker availability: "Nebraska has 2 percent unemployment. The biggest problems are not enough people who want to work ... "

Productivity

Forty-three percent of respondents felt that current employees were more productive than were employees 20 years ago, 27 percent disagreed with the statement, and 17 percent were unsure. There was strong agreement on strategies for improving productivity, however, including increasing employees' range of skills, diversifying responsibilities, and upgrading current skills. A substantial majority of respondents felt that additional costs from employee education programs were acceptable if these costs enhanced productivity.

Employee Education

Forty-six percent of respondents felt that employee education programs attracted higher quality employees to their firms.

There was general agreement on the issue of compensation for employee education programs. Sixty-eight percent felt that Nebraska employers, in general, must invest more money and time in training and retraining employees. Fifty-six percent of respondents felt that employees should be compensated to upgrade their skills in the face of immediate needs, and 60 percent felt employees should receive educational compensation in anticipation of future needs of the company. Respondents did not agree, however, that employees should be compensated to further their education in subjects not directly related to their present job descriptions.

Respondents were divided on the question of whether the employee education programs offered by their companies kept pace with changing technologies. Technical, managerial and professional, and processor/machinist occupations ranked highest in measures of occupations presently receiving the most educational support and occupations that will be affected most by new technologies.

Hiring and Promotion Requirements

Respondents were asked to rank eight skills in order of importance for entry level employees and for promotion beyond entry level. Results are shown in Table 3. Positive work ethic and ability to learn ranked highest overall in both categories. One respondent commented that "I will take entry people who have social skills over basic tech skills ... I will spend and invest dollars on 'good attitude people'."

Negotiation and teamwork, organizational effectiveness, and communication ranked lowest overall. Given the increasing attention to team-oriented production methods, it is somewhat surprising that these skills were not seen as particularly vital to a majority of respondents.

For a complete copy of survey results, contact the Bureau of Business Research.

Table 3
Ranking of Skills Necessary for Hiring and Promotion

Entry Level Hiring
1 Positive work ethic
2 Reading, writing, and computation
3 Ability to learn
4 Ability to apply, extend, and interpret facts
5 Communication
6 Goal setting and motivation
7 Negotiation and teamwork
8 Organizational effectiveness and leadership

Promotion Beyond Entry Level
1 Positive work ethic
2 Ability to learn
3 Ability to apply, extend, and interpret facts
4 Goal setting and motivation
5 Communication
6 Organizational effectiveness and leadership
7 Reading, writing, and computation
8 Negotiation and teamwork

Energy Consumption—Gross National Product

Merlin W. Erickson
UNL Bureau of Business Research

Conflicting reports exist on whether the nation as a whole has done anything about conserving energy following the first OPEC oil embargo. Using Gross National Product (GNP) as a yardstick, energy consumption per dollar of real GNP has actually declined since 1973. The ratio of energy consumption to real GNP in 1973 was 27.1 thousand Btu's per $1 GNP (1982 dollars), as shown in the table below. In 1990 the ratio stood at 19.6 thousand Btu's per dollar of GNP, down 27.7 percent from the 1973 level.

Total energy consumption, however, increased during the 1973-1990 period from 74.282 quadrillion Btu's (QBtu) in 1973 to 81.367 QBtu's in 1990. Meanwhile, GNP increased from $2.744 trillion (1982 dollars) to $4.157 trillion. GNP increased 51.5 percent, while energy consumption increased only 9.5 percent. Thus, substantial progress in energy efficiency has been achieved.

Overall, the consumption of petroleum and natural gas declined during the 18 year period; however, the amount of energy consumed from alternative sources more than offset this decline. Coal, as well as other sources, provided the additional energy needed for the nation's output of goods and services.

Table 1
Energy Consumption

Year	Petroleum and Natural Gas	Coal	Other Energy*	Total	Gross National Product	Energy Consumption per $ Real GNP
	quadrillion Btu				trillion 1982 $	thousand Btu
1973	57.352	12.971	3.959	74.282	2.744	27.1
1975	52.678	12.663	5.205	70.546	2.695	26.2
1977	57.053	13.922	5.313	76.288	2.959	25.8
1979	57.789	15.039	6.070	78.898	3.192	24.7
1981	51.859	15.907	6.224	73.990	3.249	22.8
1983	47.411	15.894	7.219	70.524	3.279	21.5
1985	48.756	17.478	7.711	73.945	3.619	20.4
1987	50.609	18.008	8.227	76.844	3.845	20.0
1989	53.593	19.944	8.808	81.345	4.118	19.7
1990	52.938	19.094	9.335	81.367	4.157	19.6

*Includes net imports of coal coke and electricity generated from nuclear power, wood, waste, geothermal, wind, photovoltaic, and solar thermal energy

Employer Hourly Costs for Employee Compensation

Merlin W. Erickson
UNL Bureau of Business Research

The cost to U.S. employers for employee compensation in private industry averaged $14.96 per hour worked in March 1990. A U.S. Department of Labor, Bureau of Labor Statistics (BLS) report shows that straight-time wages and salaries averaged $10.84 per hour or 72.5 percent of the total cost, while benefit costs averaged $4.12 per hour of the remaining 27.5 percent.

The largest costs to employers among the benefit categories are the legally required benefits such as Social Security, unemployment insurance, workers' compensation, etc. The average hourly cost for legally required benefits was $1.35, accounting for a third of all benefit costs and 9 percent of total compensation costs. These relationships are shown in Figure 1.

Average costs per hour worked and their relative importance in total compensation cost for other important benefit categories were: paid leave, $1.03 (6.9 percent); insurance, $0.92 (6.1 percent); retirement and savings, $0.45 (3.0 percent); and supplemental pay, $0.37 (2.5 percent).

The BLS report also shows that hourly compensation costs varied widely by size of firm, industry, and occupational group. Employer costs ran approximately 50 percent higher in establishments with 500 or more employees when compared with companies with fewer

than 100 employees. The average cost was $20.02 per hour worked in large firms, compared with $13.08 in small businesses—a $6.94 difference. About 60 percent of the difference is due to higher wages and salaries paid to workers in large firms. The remaining 40 percent is due to higher benefits paid to workers in large firms.

The accompanying table provides an overview of compensation costs. The top set of data reflects *all* industries by size groups. The next two categories show similar information for a set of subgroups, i.e., goods producers and service industries. Meanwhile, the last two sets of cost data compare hourly costs for white collar workers with the hourly costs for blue collar employees.

Compensation costs averaged more for workers in goods-producing industries ($17.55 per hour worked) than for those in service-producing industries ($13.97). Among private industry occupational categories, average compensation costs per hour were higher for white collar workers ($17.59) than for blue collar workers ($14.57).

Compensation costs are more alike for small and medium firms than for large firms. Various factors contribute to the differences in compensation cost levels by size of establishment. Large establishments tend to be located in metropolitan areas rather than in rural areas and are more likely to be covered by union contracts. Also, the mix of industries and occupations may influence the difference in costs.

How many Nebraska businesses and employees may be affected by the differences in hourly costs for employee compensation? Based on data generally representing employment covered by the Federal Insurance Contributions Act (FICA), the U.S Department of Commerce reports in their publication *County Business Patterns* that Nebraska had a total of 43,302 business establishments in 1989. Of this total, 42,560 establishments or 98.3 percent employed less than 100 persons, as shown in the second table. Meanwhile, 646 establishments or 1.5 percent employed between 100 and 499 workers, and the remaining 96 establishments or 0.2 percent provided employment for 500 or more. Similar percentage distributions are reflected in both the goods-producing and service-producing industries of this state. In other words, most Nebraska business establishments are relatively small when measured in terms of employment-size classes.

A somewhat different overview emerges when the same size arrangements are used to display the number of employees working in these business establishments. A total of 564,125 individuals were employed in the 43,302 businesses. Businesses that employed 1-99 workers had 337,494 employees or 59.8 percent of the total. Meanwhile, establishments in the 100-499 size class employed 121,394 workers or 21.5 percent of the total. The remaining 105,237 employees, 18.7 percent of the total, worked at firms that employed over 500 persons.

Comparable data for 1979 also are shown in the second table. Although there has been an increase in total business establishments, the percentage distribution among employment-size classes remains almost constant, i.e., 98.4 percent versus 98.3 percent, 1.4 percent versus 1.5 percent, and 0.2 percent versus 0.2 percent from smallest to largest groups.

The employment side of businesses over the decade provides a somewhat different situation. Smaller firms grew smaller, while mid-size and large firms grew larger when measured by percentages of total employment in each of the three categories. In 1979, firms with 1-99 employees had 63.8 percent of total employees; by 1989, this group had only 59.8 percent, a reduction of 4 percent. Meanwhile, businesses with 100-499 employees increased from 20.5 percent to 21.5 percent, and the firms with the largest employment base increased from 15.7 percent to 18.7 percent over the decade.

The Nebraska business community continues to be dominated by small businesses and reflects the national pattern. Using the same employment-size classes shown above, nearly 98 percent of the nation's business establishments employ less than 100 workers. They provide jobs for 56.4 percent of all employees. The mid-size class contains 1.9 percent of the establishments and 24.2 percent of the employees. Firms employing more than 500 individuals account for 0.2 percent of the businesses and 19.4 percent of the workers.

Figure 1
Relative Importance of Components of Employer Costs for Employee Compensation, Private Industry, March 1990

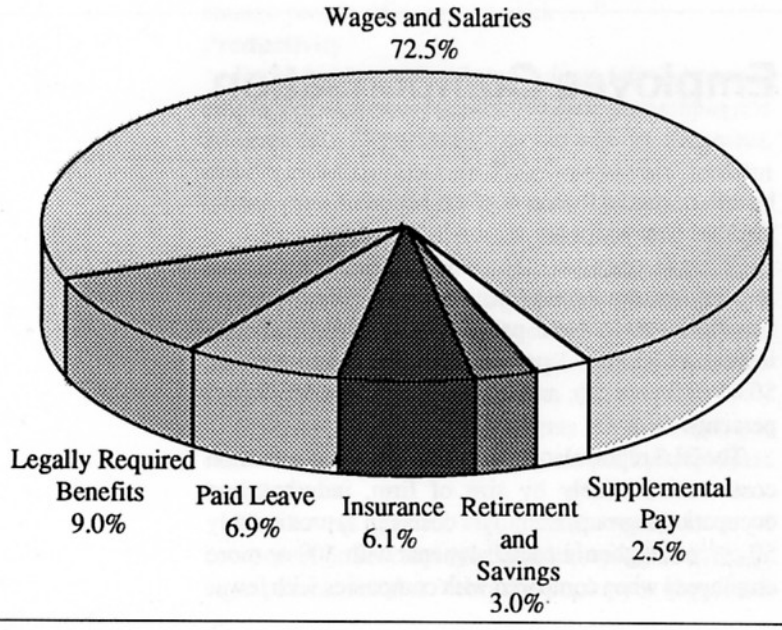


Table 1
Employer Hourly Costs for Employee Compensation, March 1990

	Total Compensation	Wages & Salaries	Benefits: Total Benefits	Paid Leave	Supplemental Pay	Insurance	Retirement Savings	Legally Required
	($ per hour)							
All Industries and Employment Sizes	14.96	10.84	4.12	1.03	0.37	0.92	0.45	1.35
1-99 workers	13.08	9.77	3.31	0.74	0.30	0.69	0.33	1.25
100-499	13.82	10.22	3.81	0.94	0.31	0.88	0.39	1.28
500 or more	20.02	13.90	6.12	1.70	0.57	1.44	0.76	1.61
Goods-Producing Industries—All	17.55	12.14	5.41	1.19	0.61	1.26	0.61	1.70
1-99	15.13	10.92	4.21	0.70	0.44	0.82	0.46	1.77
100-499	15.66	10.94	4.72	1.02	0.50	1.17	0.48	1.55
500 or more	22.03	14.63	7.40	1.90	0.93	1.83	0.90	1.78
Service-Producing Industries—All	13.97	10.34	3.63	0.96	0.28	0.79	0.39	1.21
1-99	12.56	9.48	3.09	0.75	0.26	0.65	0.30	1.12
100-499	12.91	9.56	3.35	0.91	0.22	0.73	0.34	1.15
500 or more	18.83	13.46	5.37	1.58	0.38	1.21	0.67	1.51
White Collar Workers—All	17.59	12.90	4.60	1.35	0.34	1.02	0.54	1.34
1-99	15.22	11.73	3.79	1.03	0.32	0.82	0.40	1.22
100-499	16.39	12.15	4.24	1.26	0.26	0.97	0.46	1.28
500 or more	22.22	15.90	6.32	1.99	0.45	1.42	0.85	1.58
Blue Collar Workers—All	14.57	10.04	4.53	0.86	0.53	1.03	0.47	1.62
1-99	12.97	9.33	3.64	0.59	0.37	0.73	0.37	1.57
100-499	13.62	9.41	4.21	0.81	0.49	1.00	0.41	1.50
500 or more	19.20	12.36	6.83	1.52	0.92	1.70	0.76	1.85

Table 2
Number of Employees and Business Establishments in Nebraska by Employment-Size Class*
1989 and 1979

1989

	Unit	Total	Employment-Size Class: 1-99	100-499	500 or more
Employees	Number	564,125	337,494	121,394	105,237
	Percent	100.0	59.8	21.5	18.7
Business Establishments:	Number	43,302	42,560	646	96
	Percent	100	98.3	1.5	0.2
Goods-Producing	Number	5,836	5,628	170	38
Service-Producing	Number	34,986	34,452	476	58
Unclassified	Number	2,480	2,480	—	—

1979

	Unit	Total	Employment-Size Class: 1-99	100-499	500 or more
Employees	Number	485,332	309,532	99,365	76,435
	Percent	100.0	63.8	20.5	15.7
Business Establishments:	Number	37,959	37,359	526	74
	Percent	100.0	98.4	1.4	0.2

*Data represent employment covered by the Federal Insurance Contributions Act (FICA) and excludes agricultural production workers, most government employees, railroad employees, self-employed persons, and domestic service workers
Source: U.S. Department of Commerce, Bureau of the Census, *County Business Patterns*, 1989, Nebraska, CBP-89-29

Review & Outlook

John S. Austin
UNL Bureau of Business Research

National Outlook

The economic recovery we had looked forward to earlier this year began in the spring, only to sputter in the summer. We remain optimistic that the recovery will continue, but are disappointed that the nation's economic performance over the last few months has been so flat.

Some of the mixed reports on major indicators are:

- Auto sales have deteriorated since the start of the July sales period. August domestic producers sold at an annual rate of 6.1 million units. The September total was 6.3 million units.
- Despite low mortgage interest rates, the recovery in housing starts has been far from robust.
- The unemployment rate remained virtually flat over the summer, with July and August at 6.8 percent and September at 6.7 percent.
- Manufacturing is one area showing continuous signs of recovery. Industrial production has increased five months in a row. The August increase of 0.3 percent occurred despite a large drop in auto production.
- Personal income rose 0.5 percent in August, however, consumers held spending to an increase of 0.1 percent.
- Inflation is not a problem at this point. Both the Consumer Price Index and the Producer Price Index increased 0.2 percent in August.
- Interest rates remained low in nominal terms. The federal funds rate remains around 5.5 percent. The Federal Reserve apparently believes that the absence of inflation allows further easing of interest rates to stimulate the economy.

Table I
Employment in Nebraska

	Revised July 1991	Preliminary August 1991	% Change vs. Year Ago
Place of Work			
Nonfarm	764,587	770,098	5.5
Manufacturing	100,920	103,055	3.6
Durables	49,243	50,258	2.2
Nondurables	51,677	52,797	5.0
Mining	2,030	2,003	7.6
Construction	34,783	35,270	17.9
TCU*	46,002	46,122	0.6
Trade	193,592	195,682	3.8
Wholesale	52,399	52,281	-0.2
Retail	141,193	143,401	5.4
FIRE**	50,255	50,368	3.3
Services	192,527	194,049	7.9
Government	144,478	143,549	5.6
Place of Residence			
Civilian Labor Force	877,633	869,317	3.8
Unemployment Rate	2.8	2.6	

* Transportation, Communication, and Utilities
** Finance, Insurance, and Real Estate
Source: Nebraska Department of Labor

What can we conclude from all this? The recovery started in the spring and then stalled in the summer. Net current economic activity best can be described as flat. Although some analysts are concerned that the economy may turn down again, the consensus of economic forecasters is that the economy will resume its recovery.

There should be a spurt of activity in the near future. What is needed is something to get the ball rolling. Several months of rapidly advancing housing starts and a two or three month spurt in auto sales would help.

Nebraska Outlook

Once again, the increase in job figures versus year ago is outstanding. In August employment measured on the workforce basis (job count) increased a staggering 5.5 percent. Construction activity led the pack with an increase of 17.9 percent versus year-ago levels. Not even the rapidly growing services area could keep pace with that. Services grew only 7.9 percent versus year ago.

Table II
City Business Indicators
June 1991 Percent Change from Year Ago

The State and Its Trading Centers	Employment (1)	Building Activity (2)
NEBRASKA	2.3	5.8
Alliance	-2.6	-14.0
Beatrice	-0.3	-58.1
Bellevue	5.0	49.5
Blair	5.0	-50.7
Broken Bow	-0.9	-71.7
Chadron	-9.8	97.3
Columbus	0.6	-25.9
Fairbury	3.2	-83.0
Falls City	-0.8	103.7
Fremont	-1.3	-38.5
Grand Island	0.9	57.2
Hastings	-0.2	191.0
Holdrege	3.2	-88.9
Kearney	1.3	106.5
Lexington	-3.0	1.5
Lincoln	2.0	-11.5
McCook	4.6	33.6
Nebraska City	-1.2	-48.7
Norfolk	0.8	81.5
North Platte	-1.6	-37.7
Ogallala	-3.8	52.1
Omaha	5.0	-9.2
Scottsbluff/Gering	2.9	40.3
Seward	-1.0	275.8
Sidney	2.2	700.2
South Sioux City	2.4	29.9
York	-4.1	40.9

(1) As a proxy for city employment, total employment (labor force basis) for the county in which a city is located is used

(2) Building activity is the value of building permits issued as a spread over an appropriate time period of construction. The U.S. Department of Commerce Composite Cost Index is used to adjust construction activity for price changes

Sources: Nebraska Department of Labor and reports from private and public agencies

Nebraska's job increases are reflected in our low levels of unemployment. Nebraska's August unemployment rate was 2.6 percent, decreasing from 2.8 percent in July.

Nebraska's total construction activity in terms of contracts let remained at fairly high levels during the first eight months of the year, according to F. W. Dodge. Contracting activity was 12.0 percent below a year ago, however, when it was booming. Total building construction was down 23.0 percent, while nonbuilding construction advanced 14.0 percent on a year-to-date basis.

On a year-to-date basis, housing starts were below a year ago through August. Single family houses are at a higher level than a year ago, but apartment building construction is down 74.0 percent.

Retail sales in Nebraska continue to disappoint us. In June Nebraska's total net taxable retail sales matched year-ago levels. On a year-to-date basis total sales show a slight gain of 0.5 percent over its year-ago levels.

Table III
Price Indices

	August 1991	% Change vs. Year Ago	YTD % Change vs. Year Ago
Consumer Price Index - U* (1982-84 = 100)			
All Items	136.6	3.8	4.8
Commodities	126.4	2.9	4.1
Services	147.3	4.5	5.5
Producer Price Index (1982 = 100)			
Finished Goods	121.7	2.0	3.2
Intermediate Materials	114.3	-0.1	1.3
Crude Materials	99.2	-10.0	-2.3
Ag Index of Prices Received (1977 = 100)			
Nebraska	141	-13.0	-5.6
Crops	114	-5.0	-10.9
Livestock	158	-16.0	-3.0
United States	146	-2.7	-1.9
Crops	136	8.8	1.3
Livestock	155	-10.9	-4.6

U* = All urban consumers
Source: U.S. Bureau of Labor Statistics, Nebraska Department of Agriculture

Table IV
Net Taxable Retail Sales of Nebraska Regions and Cities

Region Number and City (1)	City Sales (2) June 1991 (000s)	City Sales (2) % Change vs. Year Ago	Region Sales (2) June 1991 (000s)	Region Sales (2) % Change vs. Year Ago	Region Sales (2) YTD% Change vs. Year Ago
NEBRASKA	978,437	1.6	1,107,046	0.0	0.5
1 Omaha	323,405	1.8	400,754	0.0	-0.7
Bellevue	12,955	-3.4	*	*	*
Blair	5,031	2.3	*	*	*
2 Lincoln	126,266	4.0	146,083	1.1	-1.0
3 South Sioux City	6,309	-5.9	8,389	-5.8	-7.4
4 Nebraska City	4,205	11.2	21,947	10.0	3.4
6 Fremont	17,940	0.0	32,001	-3.4	2.8
West Point	2,899	-0.6	*	*	*
7 Falls City	2,506	17.8	10,213	6.7	3.1
8 Seward	4,426	3.3	14,898	-3.8	-2.2
9 York	7,164	12.2	16,524	2.1	-0.1
10 Columbus	16,708	2.4	29,503	-3.4	-0.9
11 Norfolk	20,885	4.9	36,499	-1.3	0.0
Wayne	3,309	11.5	*	*	*
12 Grand Island	34,871	0.4	49,398	-3.5	-1.6
13 Hastings	16,443	-7.0	26,956	-5.2	0.6
14 Beatrice	8,322	6.8	18,382	-5.1	-1.5
Fairbury	2,856	-3.3	*	*	*
15 Kearney	21,888	8.3	31,477	4.0	3.4
16 Lexington	6,882	9.3	18,289	1.2	1.0
17 Holdrege	5,281	7.9	8,917	-1.0	1.4
18 North Platte	18,421	1.3	23,187	0.5	5.4
19 Ogallala	6,583	-3.8	13,529	-7.1	-6.8
20 McCook	8,766	-2.1	12,170	-5.0	-0.3
21 Sidney	4,247	8.6	8,436	-1.0	2.8
Kimball	2,020	4.1	*	*	*
22 Scottsbluff/Gering	20,104	7.0	28,145	5.0	2.5
23 Alliance	5,607	-0.9	15,527	2.8	1.2
Chadron	3,265	18.7	*	*	*
24 O'Neill	4,709	8.8	16,970	2.0	-.2
Valentine	3,517	2.2	*	*	*
25 Hartington	1,798	-2.0	8,987	-5.1	1.3
26 Broken Bow	3,717	1.6	12,644	-5.1	-0.2

(1) See Figure II of previous *BIN* issues for regional composition
(2) Sales on which sales taxes are collected by retailers located in the state. Region totals include motor vehicle sales
*Within an already designated region
Compiled from data provided by the Nebraska Department of Revenue

Coming December 11 from the UNL Bureau of Business Research and the Nebraska Chamber of Commerce & Industry

Nebraska: Development in the 1990s

What role Nebraska will play in the development of the Great Plains in the next decade will be the keynote topic of Dr. Glenn Miller, vice president and economic advisor of the Federal Reserve Bank of Kansas City, at the "Nebraska: Development in the 1990s" seminar scheduled for December 11 at the UNL Center for Continuing Education in Lincoln.

Area business, community, and educational leaders such as Alice Dittman, Charles Lamphear, Jack Swartz, John Austin, Tony Raimondo, Robert Duncan, Lance Paulsen, Stu Miller, Linda Gloe, Donis Petersan, Duane Acklie, and others will examine Nebraska's business and economic strengths, incentives for business and human resource development, and economic projections for the 1990s.

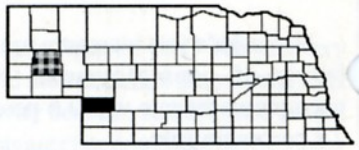
Each conference participant will receive a copy of the *1992 Annual Economic Outlook Report*. This information-packed publication takes an in-depth look at Nebraska's regional economies. Experts from across the state have contributed their thoughts and insights to this invaluable volume.

Call Jan Laney or Carol Boyd at 402/472-2334 for registration information.

County of the Month

Perkins

Grant—County Seat



License plate prefix number: 74
Size of county: 885 square miles, ranks 22nd in the state
Population: 3,367 in 1990, a change of -7.4 percent from 1980
Median age: 37.7 years in Perkins County, 33.0 years in Nebraska in 1990
Per capita personal income: $23,700 in 1989, ranks 2nd in the state
Net taxable retail sales ($000): $20,744 in 1990, a change of +0.6 percent from 1989; $10,608 during January-June 1991, a change of -8.5 percent from the same period one year ago
Number of business and service establishments: 108 in 1989; 65 percent had less than five employees
Unemployment rate: 1.4 percent in Perkins County, 2.1 percent in Nebraska for 1990
Nonfarm employment (1990):

	State	Perkins County
Wage and salary workers	731,108	879
	(percent of total)	
Manufacturing	13.5%	2.2%
Construction and Mining	3.8	4.9
TCU	6.3	5.8
Retail Trade	18.4	9.0
Wholesale Trade	7.2	21.5
FIRE	6.6	4.6
Services	24.4	8.4
Government	19.7	43.6
Total	100.0%	100.0%

Agriculture:
Number of farms: 591 in 1987, 547 in 1982
Average farm size: 965 acres in 1987
Market value of farm products sold: $48.3 million in 1987 ($81,780 average per farm)

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

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