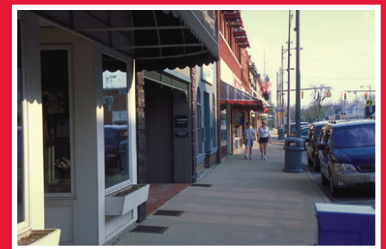


Nebraska Retail Sales 2005: An Alternative Analysis

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Abstract

This report provides base information that facilitates a better understanding of local retail trade areas in Nebraska. Using retail sales data for 2000 through 2005, several basic trade area calculations are presented by county. These indicators include sales, per capita sales, income-weighted pull factors, and sales surplus/leakage. In general, the strongest retail pull factors in the state were found in metropolitan urban counties and in micropolitan counties not adjacent to metros, which pulled in 16 percent and 30 percent more sales than expected, respectively. These strong pull factors are explained by the inflow of consumers into the region from surrounding areas to take advantage of more diverse retail goods. This is evidenced by looking at the location of the lowest retail pull factors. Sizable market share losses of 50 percent or more were found in noncore metro adjacent, noncore micro adjacent, and metro suburban counties.

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Introduction

Understanding the market conditions of your local retail trade area is important for several reasons.

First and foremost, sales taxes are an important source of revenue for many local governments. Understanding trends in retail sales will help in budgeting for future programs.

Second, the geographic concentration of retailing is an important trend that directly affects smaller communities. Understanding the flow of retail dollars between communities will help in developing local development strategies.

Third, taxable sales does not always mean the retail sector. Understanding that a community's taxable sales base need not exclusively rely on retail allows for the development of alternative strategies to develop the sales tax base, especially in the areas of tourism and recreation.

This analysis provides some base information that allows a better understanding of local trade areas. It should be considered a first step in developing a larger trade area plan and strategies for expanding the retail sales base. The information contained in this report should be used in community discussions of a local trade area plan, which identifies a community's strengths and weaknesses.

This analysis looks at trends in local trade areas using retail sales data reported by the Nebraska Department of Revenue for years 2000 through 2005 at the county level. Several basic retail trade area statistics are presented and briefly discussed, such as total sales, per capita sales, pull factors, and sales surplus/leakage. This analysis complements similar work previously done by University of Nebraska–Lincoln Extension, but differs in several ways.

Users will find this report more useful if they are interested in: (a) information on the retail trade sector only; (b) trends back to 2000; (c) county-level data; and (d) trade area statistics that are adjusted for income differences. Users will find the report *Retailing Patterns and Trends Across Nebraska 1970-1998* by Johnson and Radatz (1999) more useful if they are interested in: (a) information on total taxable sales; (b) trends back to 1970; (c) municipal-level data; and (d) trade area statistics that are not adjusted for income. It is advised that users consult both reports to make the best informed decisions.

In the economic literature, the personal services and retail trade industries are generally characterized as nonbasic or residuary sectors of the economy. Nonbasic industries generally sell their goods and services to consumers within the local economy, thus circulating

existing dollars in the local economy. By contrast, basic or export industries are those that sell their goods and services to consumers outside of the local economy, thus bringing dollars into the local economy. Manufacturing and agriculture are generally considered basic industries. A strand of economy theory called economic base or export base theory argues that communities are more likely to be economically developed if their economies are composed of more basic industries rather than nonbasic industries. The argument rests on two assumptions. First, that basic industries bring new dollars into the local economy because someone outside of the local community purchases the goods or services. Second, that the potential for growth is much greater for basic industries since the consumer base is much broader than the local community. Conversely, nonbasic industries can only grow as fast as local population and income grows, since the customer base is narrowly focused on the local community. In fact, economic base theory argues that the stability and growth of the nonbasic sector is wholly dependent upon the basic sector.

However, there are many examples where the “non-basic” sector exhibits characteristics of more basic industries. First, the trade area may become sufficiently large enough to be self-sustaining, where the volume of trade between business and households within the community is large enough to support nonbasic industries without infusions of new dollars. Good examples of this are metropolitan and other larger population centers. Second, in-migration of people into the local community would stimulate growth in the nonbasic sector and make it more independent of basic industries. Examples of this are the in-migration of retirees and lifestyle migrants who move to areas with high cultural and natural amenities. Third, tourism-related development would also cause the nonbasic sector to grow. Tourism is in some ways a basic sector turned around, where consumers are “imported” to the local community to buy goods and services, instead of exporting commodities to consumers. The most common examples of this include entertainment and recreation associated with natural or cultural resources.

The fourth and most common example of how the nonbasic sector grows independently of the export sector is the development of regional trade centers. In this scenario, consumers from surrounding areas come into the local community to purchase goods and services, rather than spending it in their own communities. Of course this is a zero-sum approach for the regional economy as a whole, as no new money is generated and spending is shifted from one community to another. In other words, growth in one community comes at the expense of another nearby community. These examples highlight some limitations of economic base theory and the danger of thinking about the local economy as a bifurcated system.

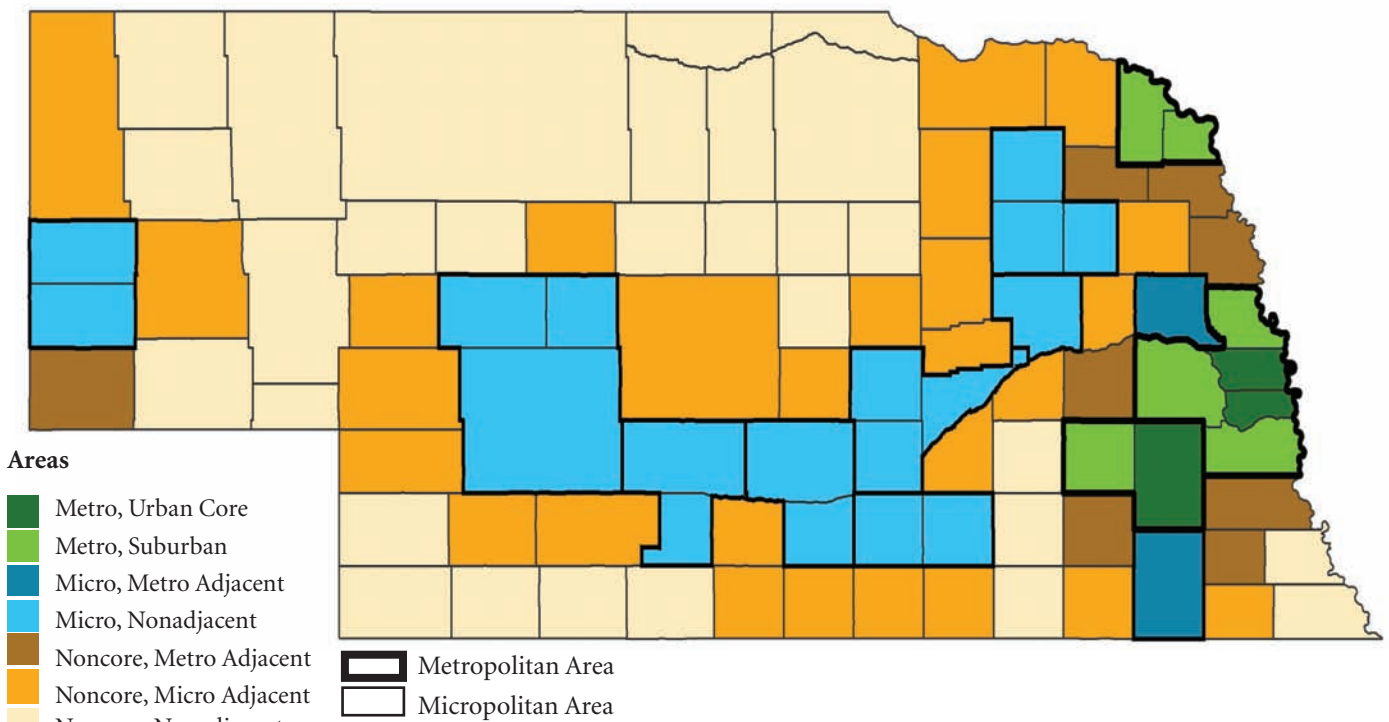
Data and Methods

This analysis looks at trends in local trade areas using retail sales data reported by the Nebraska Department of Revenue for years 2000 through 2005 at the county level. All dollar figures have been inflation adjusted to 2005 to permit valid comparisons across years. The data are compared across seven categories of urban influence using Urban Influence Codes developed by the U.S. Department of Agriculture, which groups counties based on being metropolitan, micropolitan, or noncore (Figure 1). Metro areas have one or more core urbanized areas of 50,000 or more population, and are coupled with adjacent areas that have a high degree of economic integration. Micro areas have at least one core urban area of 10,000 or more, and are also coupled with integrated adjacent areas. Noncore areas do not meet either definition. Specifically, the categories used in this analysis are: metro urban core (two counties), metro suburban (seven counties), metro suburban adjacent to metros (two counties), micro metropolitan adjacent to metros (two counties), micro metropolitan not adjacent to metros (18 counties), noncore adjacent to metros (eight counties), noncore adjacent to micros (30 counties), and noncore not adjacent (26 counties). A list of these counties is presented in the appendix.

Several basic trade area calculations are presented in this report and are explained below. Retail sales are the dollar value of goods purchased at retail establishments that were subject to Nebraska sales tax. The tax is imposed upon the gross receipts from all sales, leases, or rentals of tangible personal property. However, exempted from sales tax are food purchases for use at home. Although subject to sales tax, motor vehicle sales are excluded from this analysis since these are recorded by county of residence not by county of sale. Per capita sales are simply the amount of retail sales per person in the county, and are used to assess the level of sales removing the effect of population size. Population data are taken from the Regional Economic Information System (REIS) produced by the U.S. Bureau of Economic Analysis.

Pull factors (PF) are calculated to assess the performance of a county's trade sector, adjusting for its

Urban Influence Codes



Note: Metro UIC codes (1-2) are disaggregated by core and suburban. Other UIC codes are collapsed by adjacency.

Source: Economic Research Service, USDA.

Analysis: Agricultural Economics, University of Nebraska–Lincoln (September 2006).

Figure 1. Comparison of Nebraska counties based on the urban influence codes developed by the U.S. Department of Agriculture.

population and income. Pull factors estimate the portion of consumers and sales that a county draws from outside its boundaries; and/or the degree of per capita sales expenditures of residents within the county relative to the state average. Pull factors greater than 1.0 indicate that the county is attracting consumers from outside its borders; and/or that local residents are spending more on sales than the state average. Pull factors less than 1.0 indicate that the county is losing consumers to other areas, and/or that local residents are spending less on sales than the state average. Pull factors around 1.0 indicate that the county is capturing all trade in the county, or that sales spending by local residents is on par with the state average.

Pull factors can also be interpreted as the proportion of consumer sales that a community draws from outside its borders, or conversely the proportion of sales it loses to other markets. It is a measure of how well a community captures its local market share. For example, a pull factor of 1.2 means the community is drawing in 20 percent more retail sales than would be expected given its population and income. By contrast, a pull factor of 0.4 means the community is losing 60 percent of its local market share to other areas. Implicit in the pull factor calculation is the assumption that a community can capture 100 percent of local resident spending, or what is termed its potential sales. However, this assumption ignores the characteristics of the trade area and its consumers. In reality, not all goods and services can be supplied by a single market and not all consumers will have similar tastes. Regardless, pull factors are a straightforward way to assess how well a community captures its local trade. The pull factor calculation is presented in Equation 1. Population and total personal income data is taken from REIS, U.S. Bureau of Economic Analysis. Income data is inflation adjusted to 2005 dollars.

Equation 1:

$$PF_{ir} = \frac{\left(\frac{Sales_{ir}}{PerCapitaSales_s \left(\frac{PerCapitaIncome_r}{PerCapitaIncome_s} \right)} \right)}{Population_r}$$

Where:

- i is the industry or sector.
- r is the region or county.
- s is the state.

Sales surplus or leakage (PS) is used to estimate the dollar value of sales that are flowing into or out of a local community, assuming 100 percent local market capture. This is calculated by taking the difference between actual sales in the community and the potential sales expected given its population and income, assuming a community captures all resident spending. When used in tandem with pull factors, these two measures provide an estimate of sales gain or loss in both relative and absolute terms. For example, suppose a community has a retail pull factor of 0.4, meaning it is losing 60 percent of its potential retail sales given its population and income. The sales surplus/leakage calculation would provide an estimate of the dollar value of that leakage, which for example might be \$-250,000. In terms of economic development policy the question becomes: How much time and resources is a community willing to invest in strengthening the retail sector for a gain of \$250,000 in sales? The sales surplus/leakage calculation is presented in Equation 2. Population and total personal income data is taken from REIS, U.S. Bureau of Economic Analysis. Again, income data is inflation adjusted.

Equation 2:

$$PS_{ir} = Sales_{ir} - \left(Population_r (PerCapitaSales_s) \frac{PerCapitaIncome_r}{PerCapitaIncome_s} \right)$$

Where:

- i is the industry or sector.
- r is the region or county.
- s is the state.

This analysis differs from previous work done by University of Nebraska–Lincoln Extension (see Johnson and Raddatz, 1999) in two key ways.

First, the performance of a county's retail trade area is assessed controlling for population size and income levels, relative to state averages. The logic behind this approach assumes that high income areas also have high discretionary incomes, which in part drives local retail spending. Discretionary income is the amount of money left after taxes and fixed household operation expenses are removed (such as food, housing, health care, transportation, etc.). Without controlling for differences in income, the trade area performance of higher income communities will be overestimated, while the performance of lower income ones will be underestimated. For example, a large volume of retail sales in a high income county may be attributed to the increased spending of discretionary income by local residents, rather than nonlocal consumers coming into the county to shop. By contrast, a large volume of retail sales in a low income county would likely be due to the inflow of consumers from outside the county, as the level of local discretionary income is smaller.

Second, this report only looks at taxable sales made at retail establishments. One issue that often arises when conducting a trade area analysis is to confuse taxable sales with retail sales. Taxable sales include all goods and services subject to sales tax. This runs the gamut from retail trade, to personal services, to amusement and recreation, to utility sales, to rental sales. Needless to say, a trade area analysis of many of these taxable sales would be inappropriate because it measures the flow of consumer spending between communities. For example, taxable purchases made by the industrial sector are dependent on global demand and export markets, not flows of local consumer spending. Taxable purchases in nonretail establishments also reflect use taxes rather than sales taxes, where use taxes are collected on purchases made outside of Nebraska, usually for specialized equipment and supplies not available within the region. Lastly, utility sales (energy and telecommunications) are problematic since consumers have little choice in who to buy from, and the sales are reported by the location of the seller (i.e., utility headquarters) and not by the location of the purchaser (i.e. customer's residence). This report addresses these issues by only focusing on the retail trade sector, where trade area measures are most meaningful.

The next section presents an overview of retail sales in Nebraska between 2000 and 2005. The narrative is meant to provide a statewide context for the data and to note extreme cases where they occur. It is not feasible in a written report to give a complete discussion for all counties. However, to facilitate analysis at the local level, data for all counties is presented in the appendix. Further

questions should be directed to your local extension educator or the author of this report.

Retail Sales

As stated earlier, there is a tendency to confuse taxable sales with retail sales, even though in many areas retail sales make up only a small portion of total taxable sales. Retail sales account for less than half of all taxable sales in most rural Nebraska counties (Figure 2). Thus any changes in total taxable sales may be due to changes in the industrial or services sectors rather than retailing. On the other hand, retail sales make up a large part of taxable sales in rural western counties and in micropolitan areas, thus taxable and retail sales are more synonymous. Because of this, a pull factor type analysis is most appropriate for the retail sector, and is the focus of this report.

Retail Sales

The majority of retail spending in Nebraska occurred in metro urban areas, accounting for roughly \$5 billion in retail sales in 2005 (Figure 3). The large population and economic base of Omaha and Lincoln drove this concentration. Sizable retail sales also occurred in micropolitan nonadjacent areas, generating a little under \$2 billion in retail sales in 2005. An interesting finding is that nonadjacent areas tended to show larger levels of sales than adjacent and metro suburban areas, even though these areas tended to have larger populations and higher incomes.

Between 2000 and 2005 the fastest growing retail areas were located in metro suburban (6.6%), metro core (5.7%), and micro nonadjacent (4.4%) counties. These were the only areas experiencing long-term growth in retail sales during this period. The worst declines in retail sales occurred in noncore metro adjacent (-8.1%) and noncore nonadjacent (-5.5%) areas of Nebraska (Figure 4). This indicates a trend of retail growth in core metro and nonadjacent micro areas, while surrounding adjacent and noncore areas experienced declines. The exception to this occurred in metro suburban areas, which experienced a fast growth rate likely due to urban sprawl, especially in Sarpy County south of Omaha.

Reflecting these patterns at the county level, retail sales were heavily concentrated in Douglas (\$3.3 billion) and Lancaster (\$1.8 billion) counties, representing the core cities of Omaha and Lincoln, respectively. Retail sales greater than \$100 million were found principally in micropolitan areas, including Hall (Grand Island), Buffalo (Kearney), Madison (Norfolk), Lincoln (North Platte),

Retail Sales as Percentage of Taxable Sales, 2005

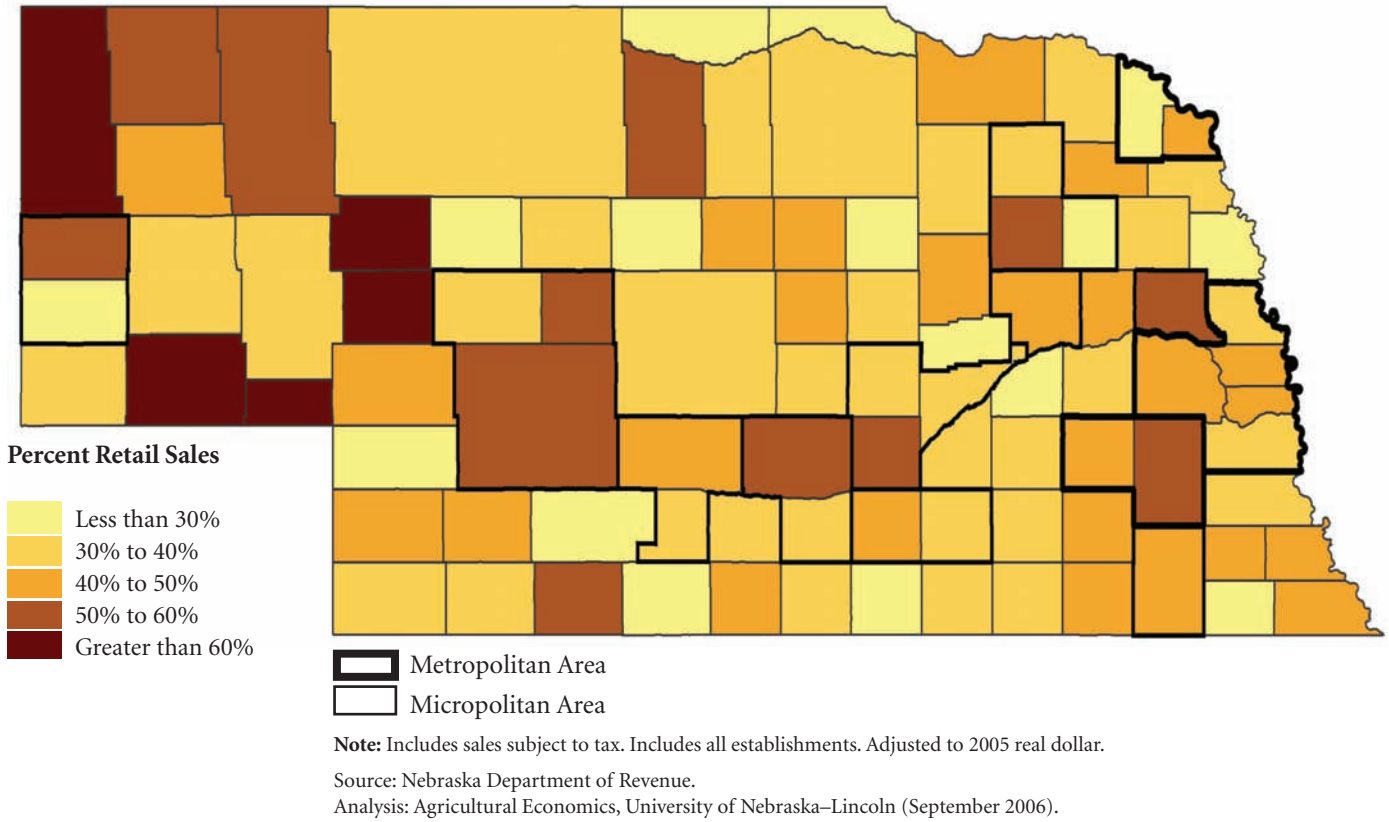


Figure 2. Retail sales account for less than half of all taxable sales in most Nebraska counties.

Retail Sales (2005\$)

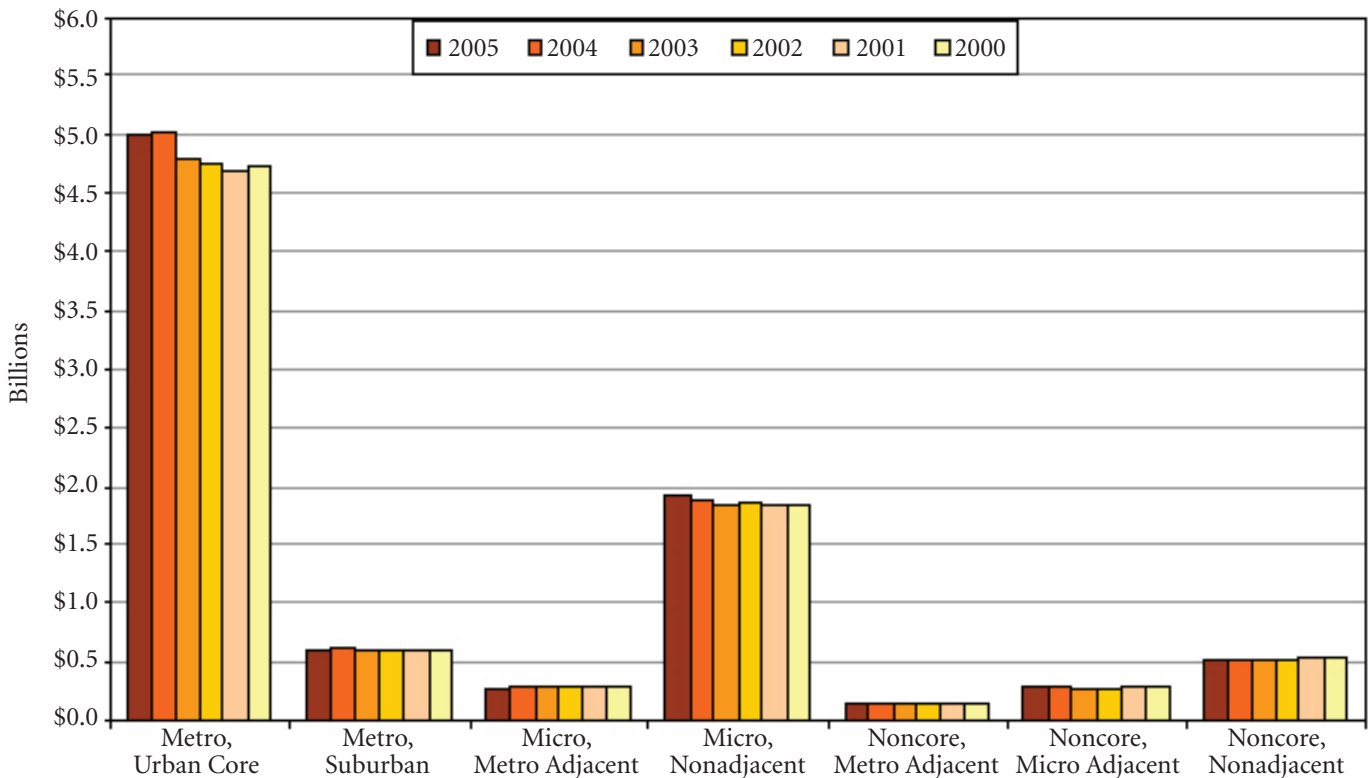


Figure 3. Metro urban areas lead retail spending in Nebraska.

Retail Sales Percent Change (2005\$)

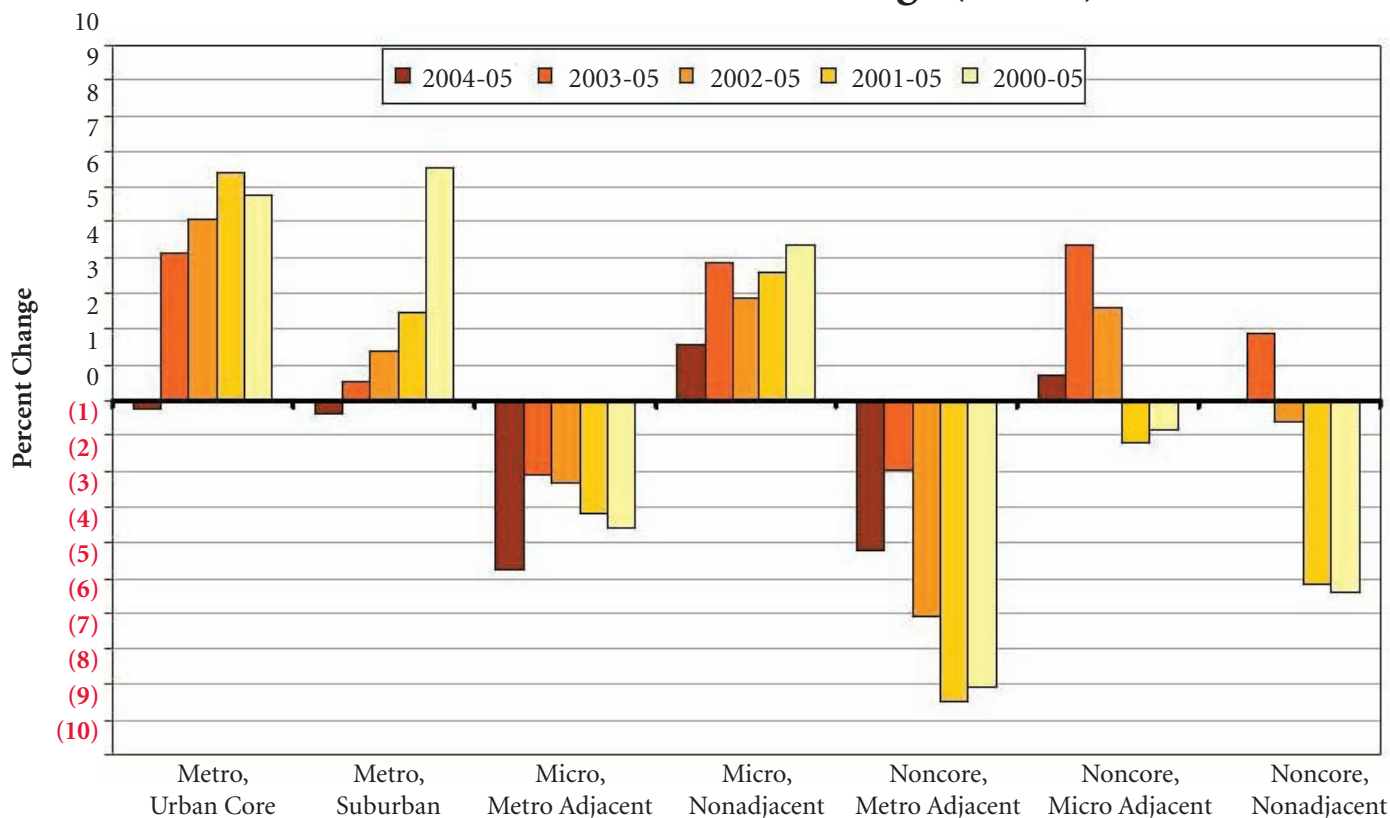


Figure 4. Retail sales in Nebraska show growth in core metro and nonadjacent micro acres, and decline in adjacent and noncore areas.

Scotts Bluff, Dodge (Fremont), Adams (Hastings), Platte (Columbus); and in suburban metropolitan Omaha for Sarpy County (Papillion). Retail sales at nearly \$100 million were found in the core micropolitan areas of Gage (Beatrice) and Dawson (Lexington) counties. All of these counties had larger retail sales due to their larger populations, higher incomes, and location as a regional trade center.

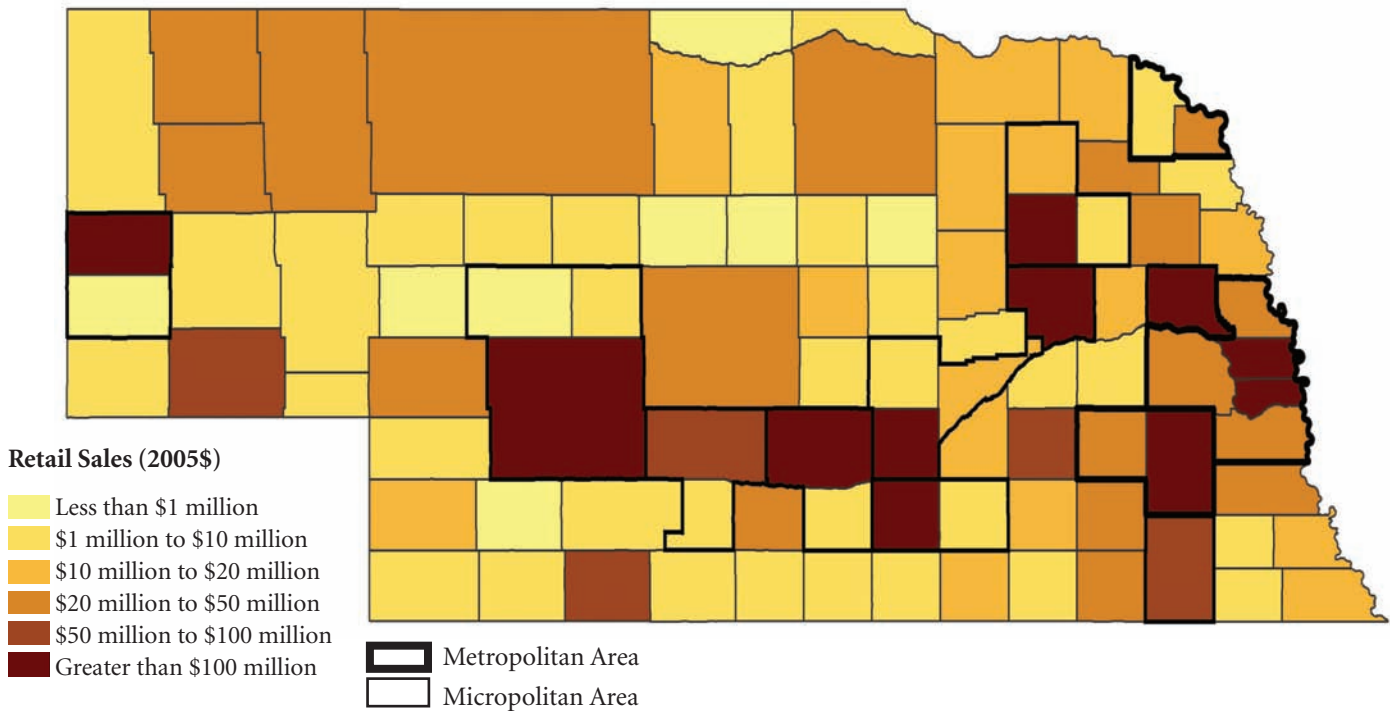
Outside of these urban influenced areas, sizeable retail sales were also posted in Red Willow (McCook), Cheyenne (Sidney), and York counties. Again, this larger retail sales base was attributable to these counties containing regional trade centers (*Figure 5*).

Looking at county trends between 2000 and 2005, counties with growth in retail sales of over 20 percent were predominately located in rural areas (*Figure 6*). In general, the fastest growth rates occurred in rural counties with low retail sales base numbers, where a small

dollar gain in sales translated into a large percentage gain. However, several rural counties had fast growth rates coupled with a large retail sales base, especially the counties of Cedar (27 percent growth and \$17 million in sales), Morrill (29 percent growth and \$9 million in sales), and Garfield (23 percent growth and nearly \$7 million in sales).

Counties experiencing retail sales declines of over 20 percent were primarily located in areas adjacent to trade centers or were located in more remote low population areas. Adjacent counties with the largest retail declines, along with the nearest trade center in parentheses, were Banner (Scottsbluff), Dixon (Sioux City), Furnas (McCook), Polk (Columbus and York), Kimball (Sidney and Cheyenne, Wyo.), Dakota (Sioux City), and Frontier (Lexington). Large declines during this period were also found in more remote areas with low population densities, notably Garden and Boyd counties.

Retail Sales, 2005



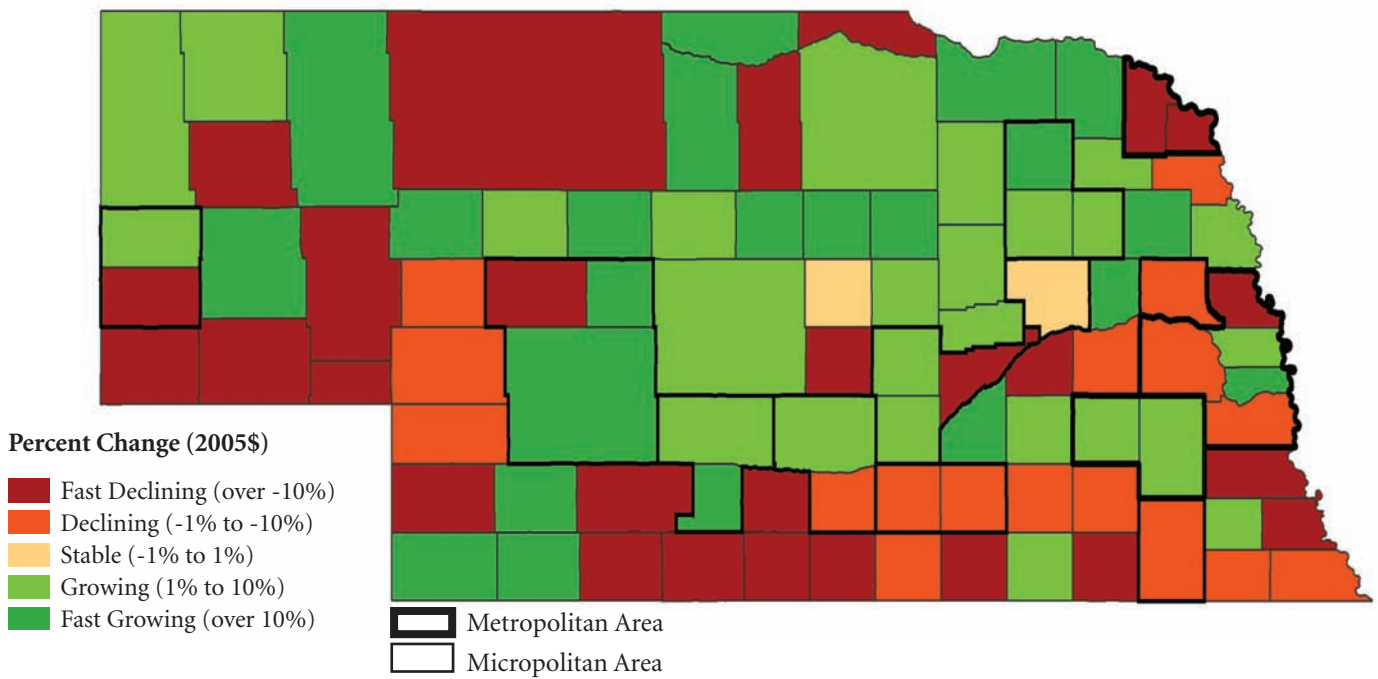
Note: Includes sales subject to tax. Includes retail establishments (NAICS 44-45). Adjusted to 2005 real dollars.

Source: Nebraska Department of Revenue.

Analysis: Agricultural Economics, University of Nebraska–Lincoln (September 2006).

Figure 5. Retail sales were heaviest in counties containing larger populations, higher incomes, and serving as a regional trade center.

Percent Change in Retail Sales, 2000-2005



Note: Includes sales subject to tax. Includes retail establishments (NAICS 44-45). Adjusted to 2004 real dollars.

Source: Nebraska Department of Revenue.

Analysis: Agricultural Economics, University of Nebraska–Lincoln (September 2006).

Figure 6. Between 2000 and 2005, the greatest growth in retail sales occurred in counties in rural areas.

Retail Sales Per Capita

On a per capita basis, which removes the effect of population size, we find that metro urban areas have the highest rates of retail sales spending per capita (\$6,652). Micropolitan areas also had large per capita retail sales, with nonadjacent micro areas (\$5,573) spending more than metro adjacent micros (\$4,724). The lowest per capita retail sales were found in metro suburban, non-core metro adjacent, and noncore micro adjacent areas (*Figure 7*). These differences may indicate the flow of retail consumer dollars into larger trade areas. More remote from larger trade centers, noncore nonadjacent areas had moderate retail sales spending, at nearly \$4,000 per capita.

Between 2000 and 2005, the largest gains in per capita retail sales were in micro nonadjacent areas, which gained \$154. Smaller gains also occurred in noncore micro adjacent areas (\$75), as well as in metro core areas

(\$44). However, this same period also saw the declines in areas adjacent to metro and micro areas, with the largest declines occurring in micropolitan metro adjacent (\$-190) and noncore metro adjacent (\$-147) areas (*Figure 8*).

As expected, counties with the highest rates of per capita retail sales in 2005 were generally found in the state's larger trade centers. The core metropolitan areas of Douglas (Omaha) and Lancaster (Lincoln) counties had retail sales of nearly \$7,000 per capita. Most core micropolitan counties had per capita retail sales over \$5,000, which included Hall (Grand Island), Madison (Norfolk), Buffalo (Kearney), Scotts Bluff, Dodge (Fremont), and Lincoln (North Platte) counties. However, high per capita sales were also found in regional trade centers in rural Nebraska including Cheyenne (Sidney), Grant (Hyannis), and Red Willow (McCook) counties. In fact, Cheyenne County had the highest per capita retail sales in the state at over \$8,000 per person (*Figure 9*).

Retail Sales Per Capita (2005\$)

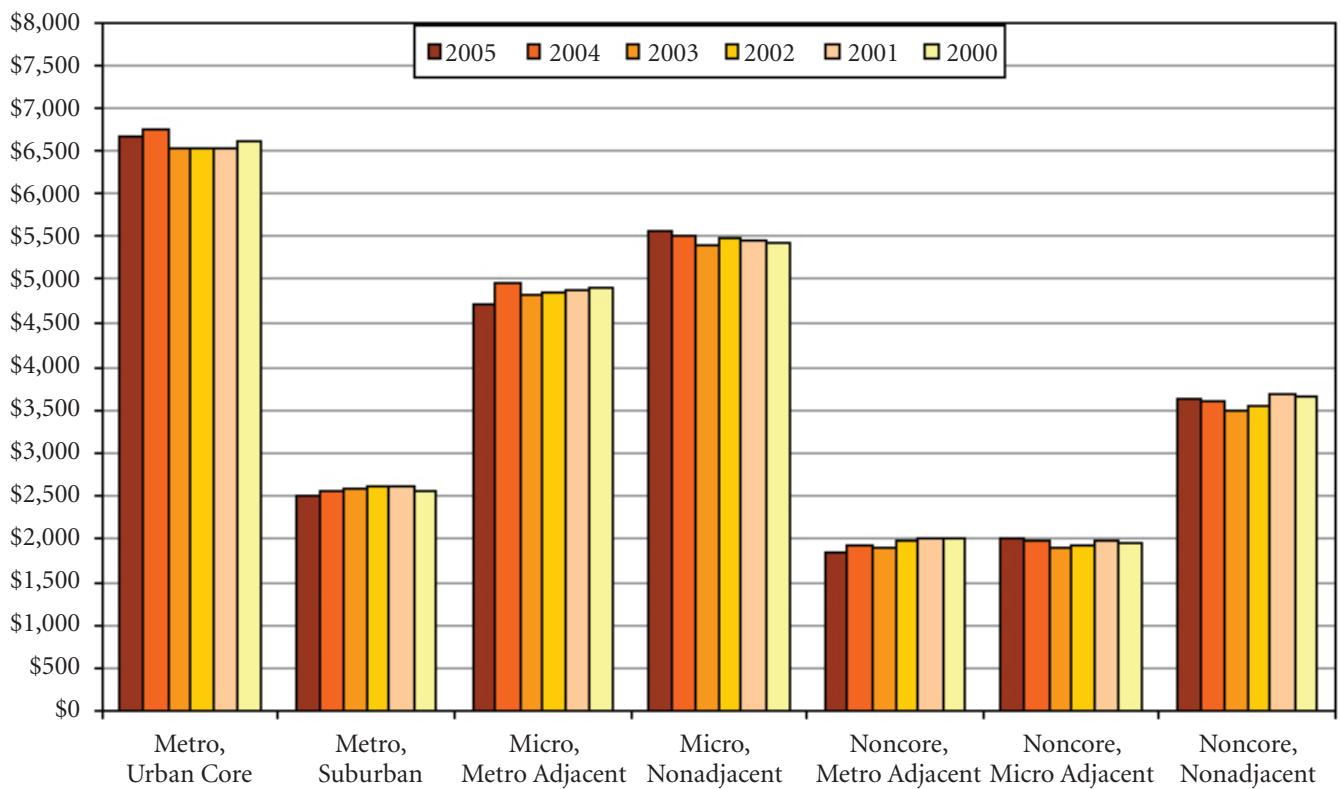


Figure 7. Per capita, metro urban and micropolitan areas had the highest rates of retail sales in 2005.

Retail Sales Per Capita Change (2005\$)

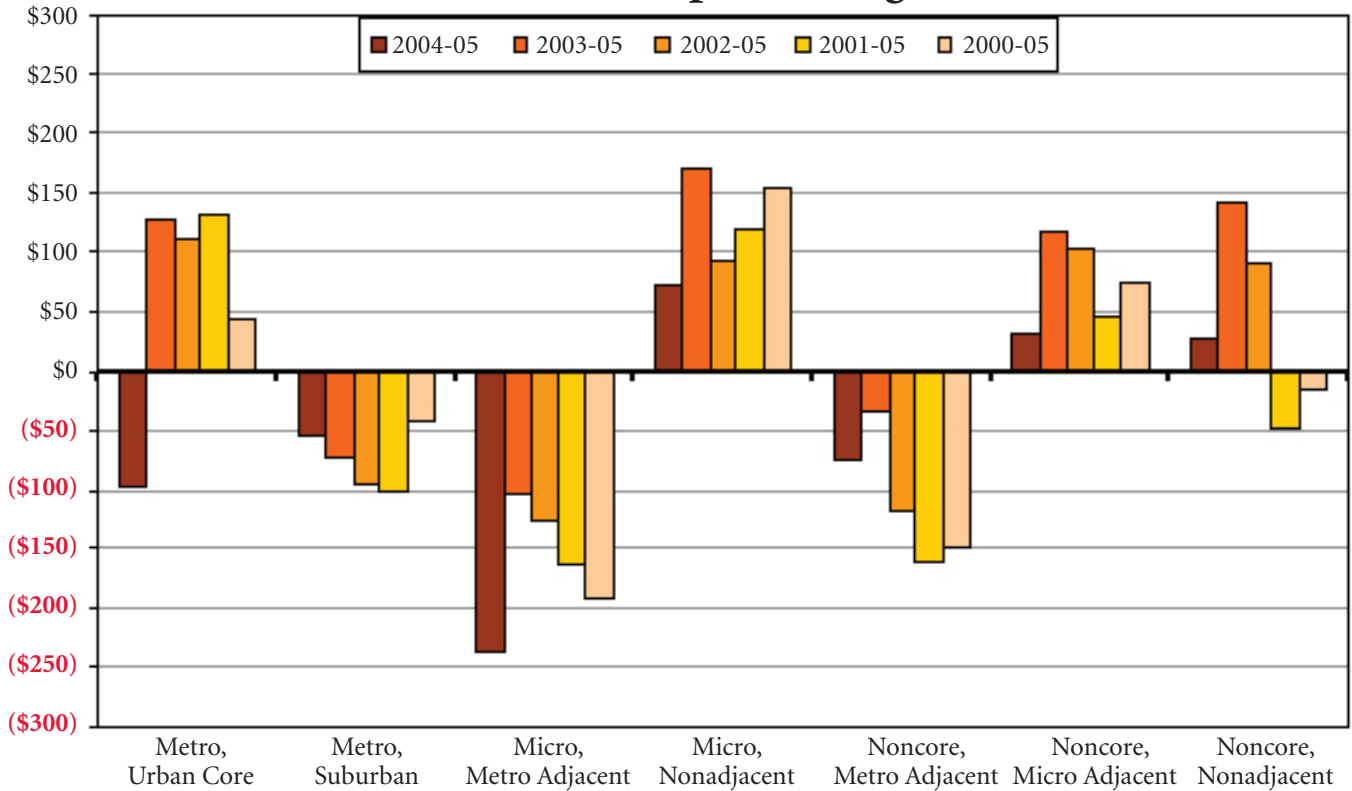
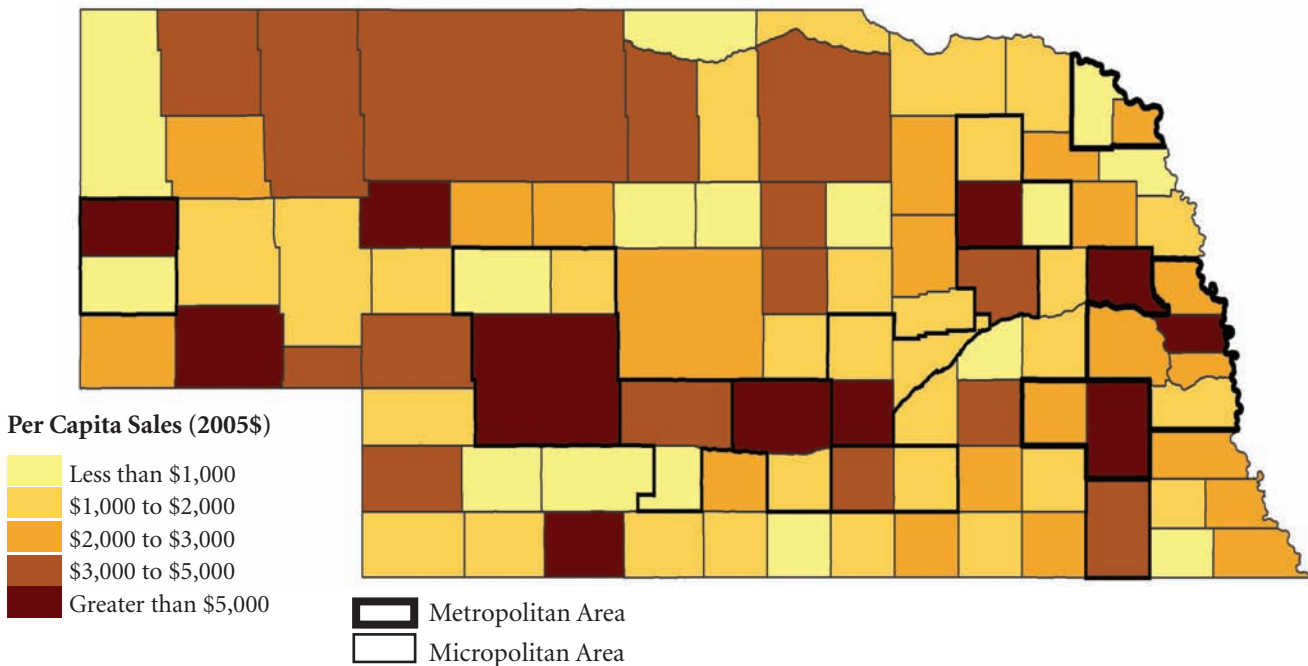


Figure 8. Between 2000 and 2005, the largest gains in per capita sales occurred in micro nonadjacent areas, while the greatest declines occurred in areas adjacent to metro and micro areas.

Per Capita Retail Sales, 2005



Note: Includes sales subject to tax. Includes retail establishments (NAICS 44-45). Adjusted to 2005 real dollars.

Source: Nebraska Department of Revenue.

Analysis: Agricultural Economics, University of Nebraska–Lincoln (September 2006).

Figure 9. The state's trade centers experienced the highest per capita retail sales in 2005, while the lowest occurred in areas adjacent to larger trade centers or in remote rural areas.

The lowest retail sales per capita were found in areas adjacent to larger trade centers or were located in remote rural areas. Counties with under \$500 in retail sales per capita that were adjacent to large urbanized areas, with the major city in parentheses, included Banner (Scottsbluff), Dixon (Sioux City), McPherson (North Platte), and Stanton (Norfolk). Low per capita retail sales in rural counties were attributable to a very small retail sales base that could not support retail establishments, and included Blaine, Loup, and Hayes counties.

Between 2000 and 2005, gains in per capita retail sales were fairly widespread throughout Nebraska. Several rural counties posted per capita gains of over \$500 during this period, and included Grant (Hyannis), Brown (Ainsworth), Garfield (Burwell), Thomas (Thedford), and Sheridan (Rushville) counties. In fact, Grant County had the largest change in per capita retail sales in the state at over \$1,800 per person, and is likely due

to Hyannis serving as a smaller regional trade center in a sparsely populated region. These counties experienced some of the largest population declines in the state while at the same time experiencing some of the fastest growth in retail sales, thus causing large gains in per capita sales. The exception to this is Lincoln County (North Platte), which also experienced a more than \$500 gain in per capita sales while gaining population (*Figure 10*).

Conversely, some of the largest declines in per capita sales were in areas adjacent to urbanized areas. Adjacent counties experiencing the largest declines of over \$500 were Dakota (adjacent to Sioux City), Washington (adjacent to Omaha), and Otoe (adjacent to Lincoln) counties. Surprisingly, several larger trade centers in rural counties also experienced large losses, especially Cheyenne (Sidney), Cherry (Valentine), and Red Willow (McCook) counties. In fact, Cheyenne County lost more than \$1,400 in per capita sales during this period.

Change in Per Capita Retail Sales, 2000-2005

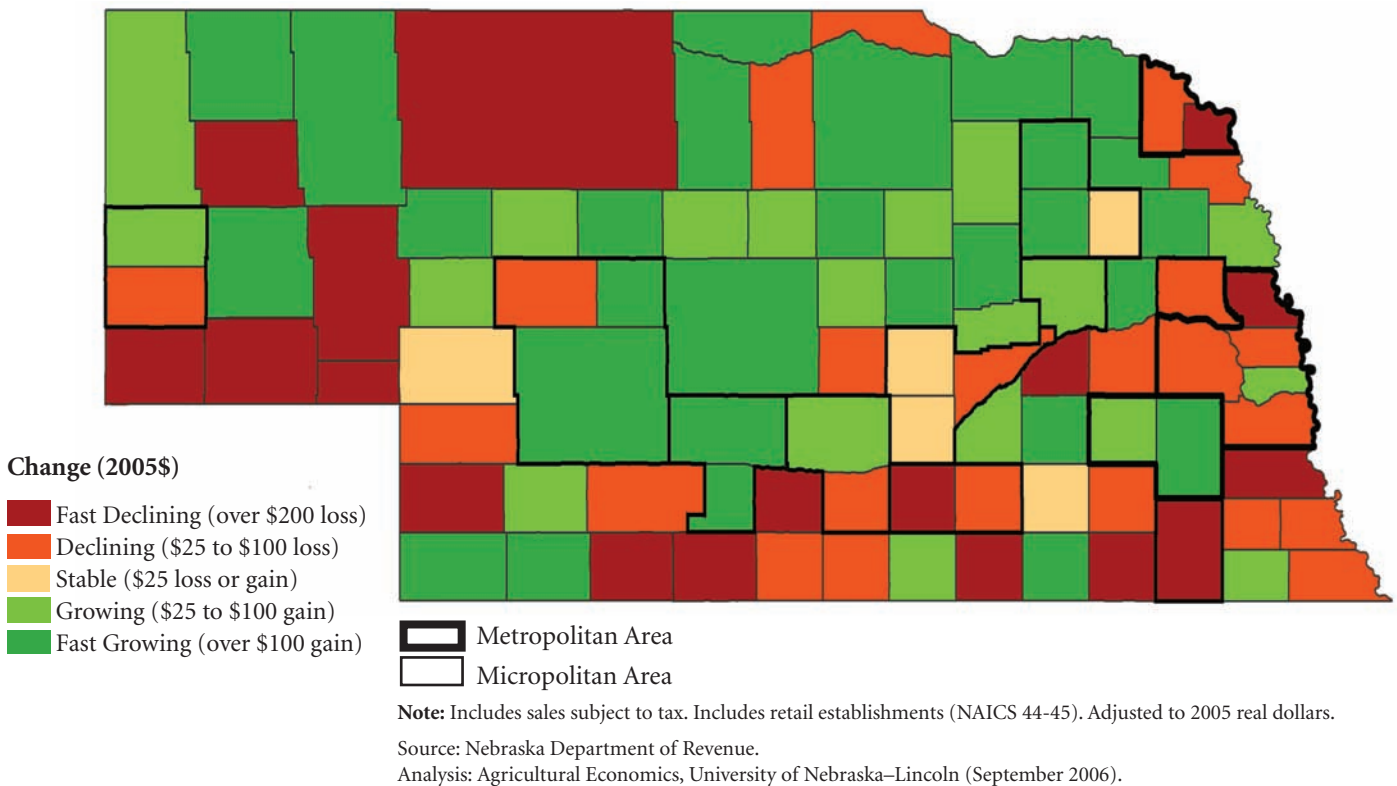


Figure 10. Counties serving as smaller regional trade centers experienced gains in per capita retail sales, while some of the largest declines occurred in areas adjacent to urban counties.

Retail Pull Factors

The highest retail pull factors were found in micropolitan nonadjacent areas (1.3), which pulled in 30 percent more retail sales than expected given their population and income. Metro urban areas pulled in nearly 16 percent more in sales than expected (1.16). The difference in pull factors is likely due to metro areas having sufficient population and income to maintain the retail sector without large inflows of consumers (Figure 11). One possible interpretation of these findings suggests the inflow of retail consumers into these counties from surrounding areas. This is evidenced by looking at the location of the lowest pull factors, where retail market share losses of over 50 percent were found in metro and micro adjacent areas. Interestingly, it appears micropolitan metro adjacent areas have done a good job at capturing their local retail market; and is likely due to the presence of regional trade centers in these areas, such as Fremont in Dodge County and Beatrice in Gage County.

Between 2000 and 2005 the only areas gaining market share were metro urban (3 percent) and micro nonadjacent (one percent) counties. All other areas experienced losses in market share, especially those located near urban areas. For example, both noncore and micropolitan areas adjacent to metros lost over 5 percent market share. Further, noncore nonadjacent areas lost nearly 10 percent of their market share. These findings indicate that metro urban and micro nonadjacent areas fare better in the long term (Figure 12).

Pull factors estimate the relative proportion of retail sales a county draws from outside its borders, given its population and income. As expected, counties with the strongest pull factors were located in the state's metro and micro areas, with Madison (Norfolk) and Hall (Grand Island) counties pulling in 70 percent or more retail sales than expected. Counties attracting 20 percent more retail sales than expected were Buffalo (Kearney), Lincoln (North Platte), Scotts Bluff, Lancaster (Lincoln), and Dodge (Fremont) counties. To a smaller extent, sizable retail sales also flowed into Adams (Hastings) and Platte (Columbus) counties (Figure 13).

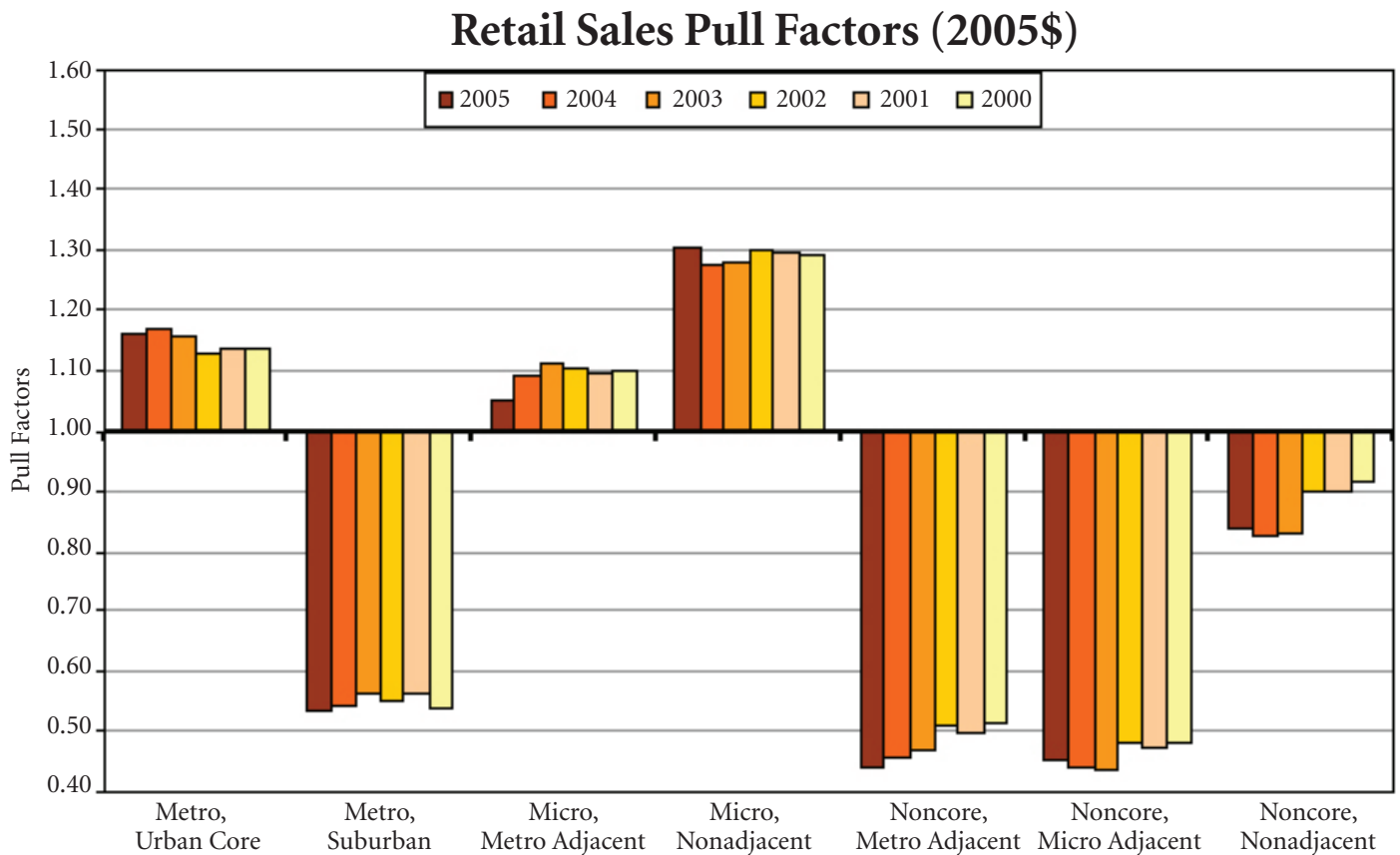


Figure 11. Micropolitan nonadjacent and metro areas had the highest retail pull factors between 2000 and 2005, possibly due to an inflow of consumers from surrounding areas.

Retail Sales Pull Factor Change (2005\$)

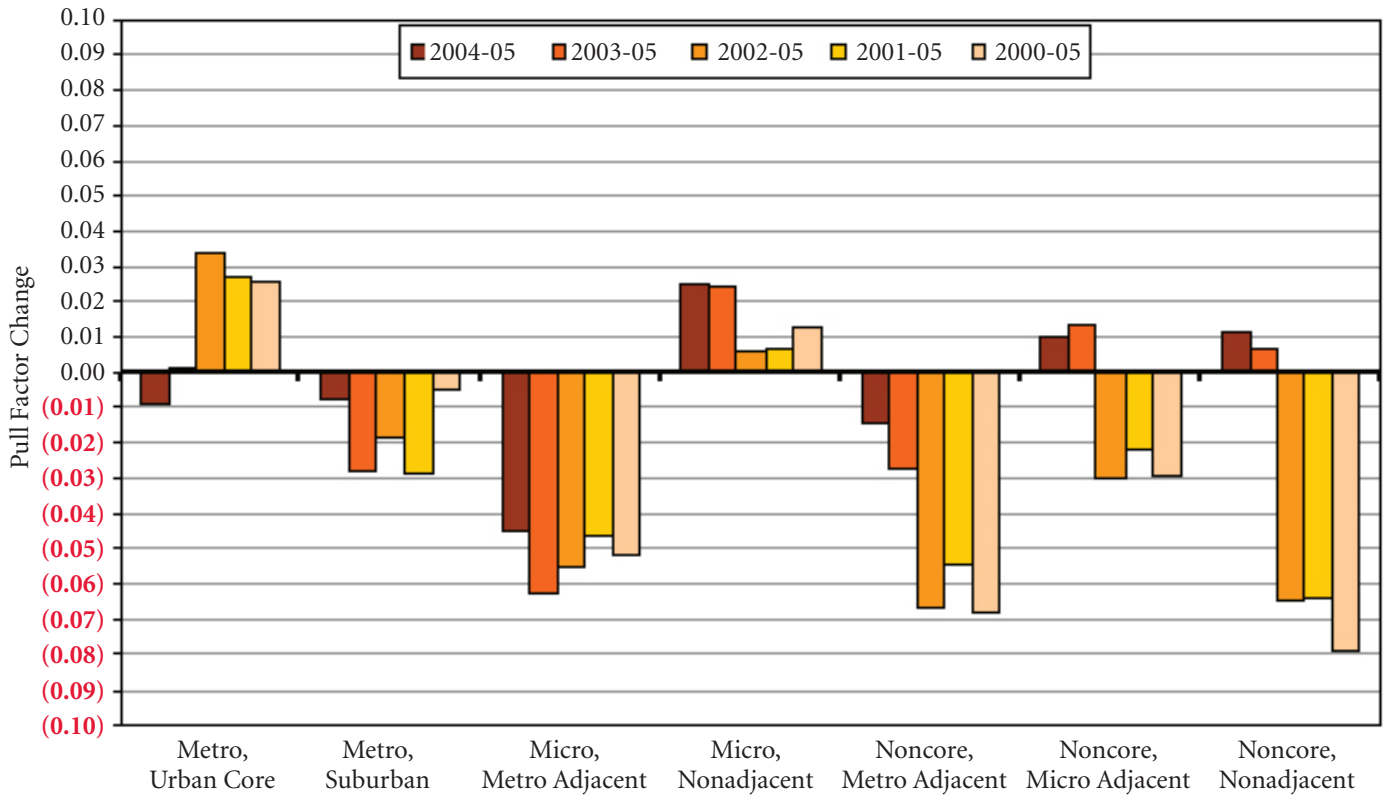
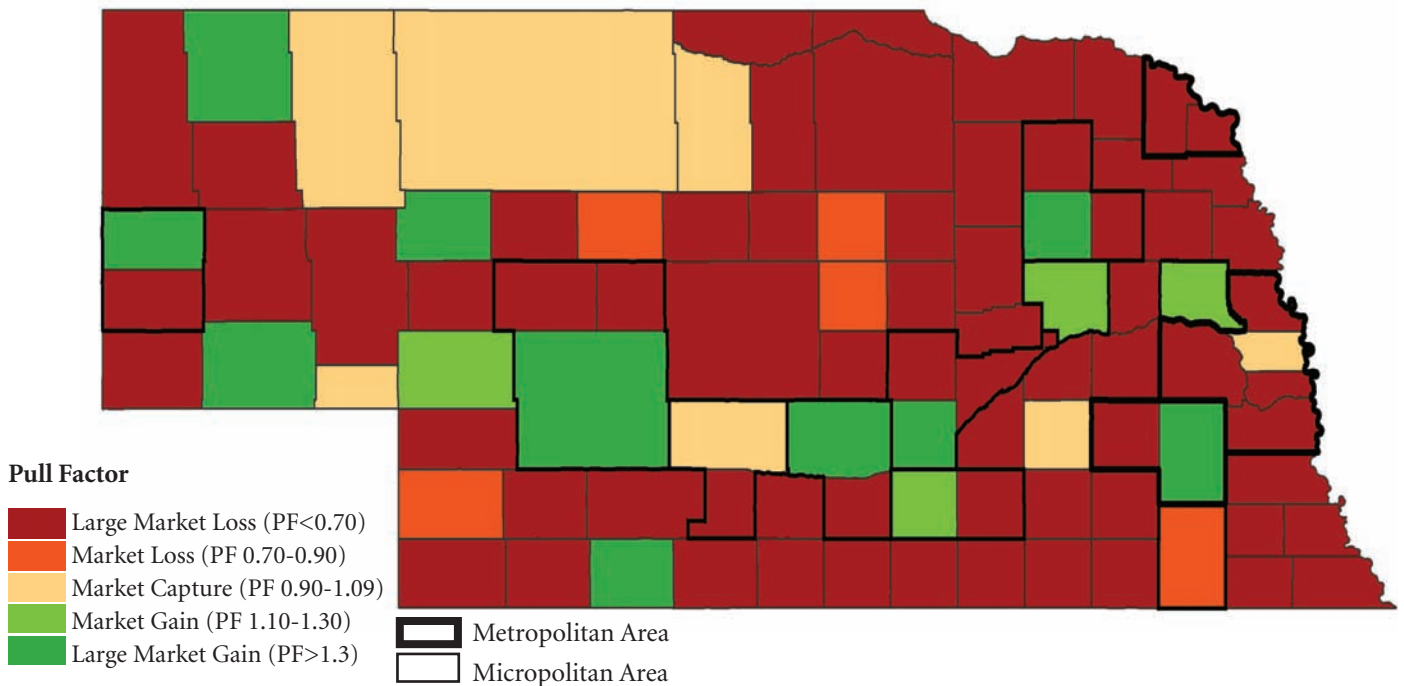


Figure 12. Only metro urban and micro adjacent counties gained market share between 2000 and 2005.

Retail Sales Pull Factors, 2005



Note: Includes sales subject to tax. Includes retail establishments (NAICS 44-45). Adjusted to 2005 real dollars.

Source: Nebraska Department of Revenue.

Analysis: Agricultural Economics, University of Nebraska-Lincoln (September 2006).

Figure 13. The strongest pull factors were found in the state's metro and micro areas, as well as in rural counties serving as regional trade centers.

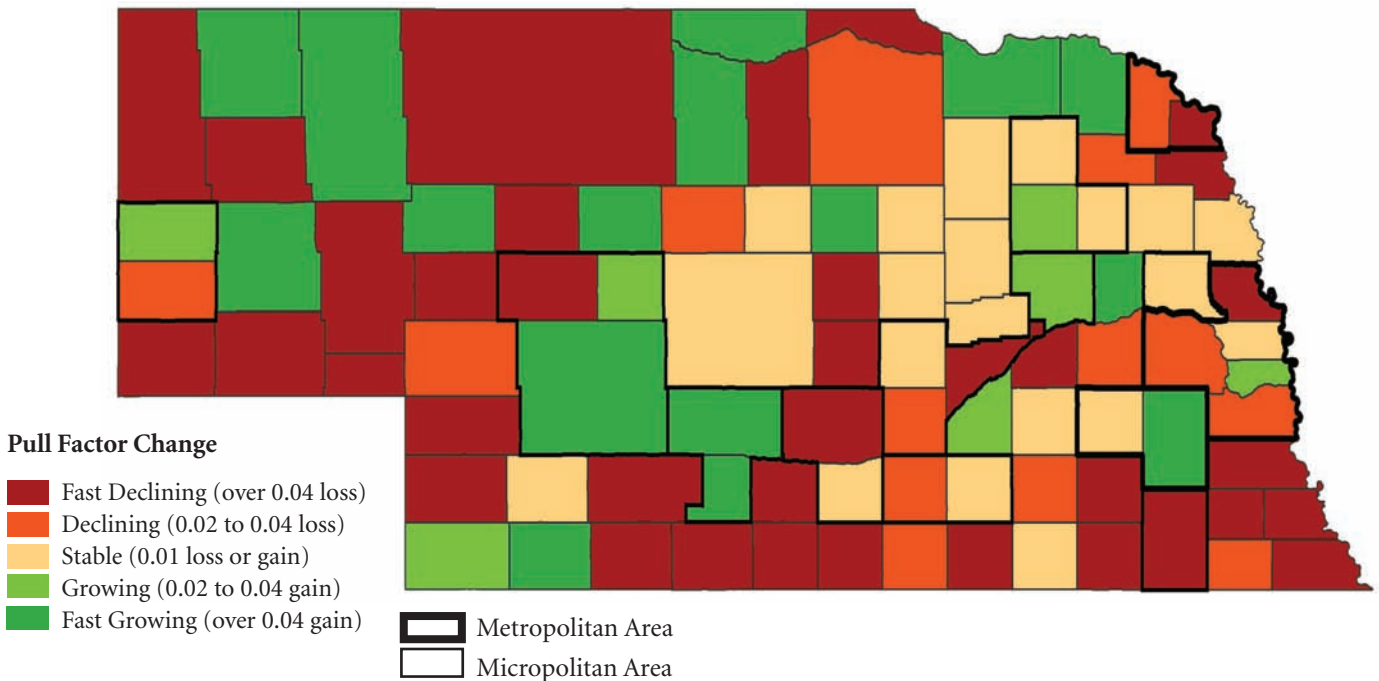
However, strong pull factors were also found in rural counties that served as regional trade centers. In fact, Grant County (Hyannis) pulled in 117 percent more in retail sales than expected given its small population and moderate income. This was likely due to the area being a small rural retail center due to location and the absence of nearby retail centers. Cheyenne (Sidney), Red Willow (McCook), and Dawes (Chadron) counties pulled in 50 percent or more retail sales than expected; and Keith County (Ogallala) pulled in an extra 14 percent in retail sales. As stated earlier, these findings may indicate the inflow of consumers from surrounding areas to take advantage of the goods and services offered by these larger trade areas. In addition, natural amenity based tourism likely played a role in the case of Dawes (public forests) and Keith (Lake McConaughy) counties.

Douglas County (Omaha) only captured its local retail market, although this amounted to a stunning \$3.3 billion. This was due to Omaha's large population and high incomes that maintain the retail sector without a large percentage of sales inflows. On a smaller scale the same can be said for Dawson (Lexington) and York counties. Areas with large losses of retail consumers were generally located in areas surrounding large trade cen-

ters. Again, low pull factors in these counties were likely attributable to the outflow of retail spending by local residents to nearby trade centers to take advantage of more diverse goods.

Increases in retail pull factors indicate gains in retail market share. Several counties across Nebraska gained 5 percent or more market share since 2000. Some of the largest gains occurred in rural counties that had a small retail sales base, where a small dollar gain is sales translated into a large pull factor gain. These areas included Grant (Hyannis), Keya Paha (Springview), Hitchcock (Trenton), and Thomas (Thedford) counties. However, large gains also occurred in rural counties with a large sales base, reflecting a sizable growth in sales. These areas included Sheridan (Rushville), Garfield (Burwell), Morrill (Bridgeport), Brown (Ainsworth), and Colfax (Schuyler) counties. Pull factor gains in most of these areas also were aided by declining populations and growing sales. Several micropolitan counties also experienced large gains in market share, especially Lincoln County (North Platte), and the counties of Dawson and Gosper (both Lexington). Lancaster County (Lincoln) was the only metropolitan area to experience sizable pull factor gains (Figure 14).

Change in Retail Sales Pull Factors, 2000-2005



Note: Includes sales subject to tax. Includes retail establishments (NAICS 44-45). Adjusted to 2005 real dollars.

Source: Nebraska Department of Revenue.

Analysis: Agricultural Economics, University of Nebraska–Lincoln (September 2006).

Figure 14. The greatest pull factor gains between 2000 and 2005 occurred in rural counties.

Retail Sales Net Surplus/Leakage (2005\$)

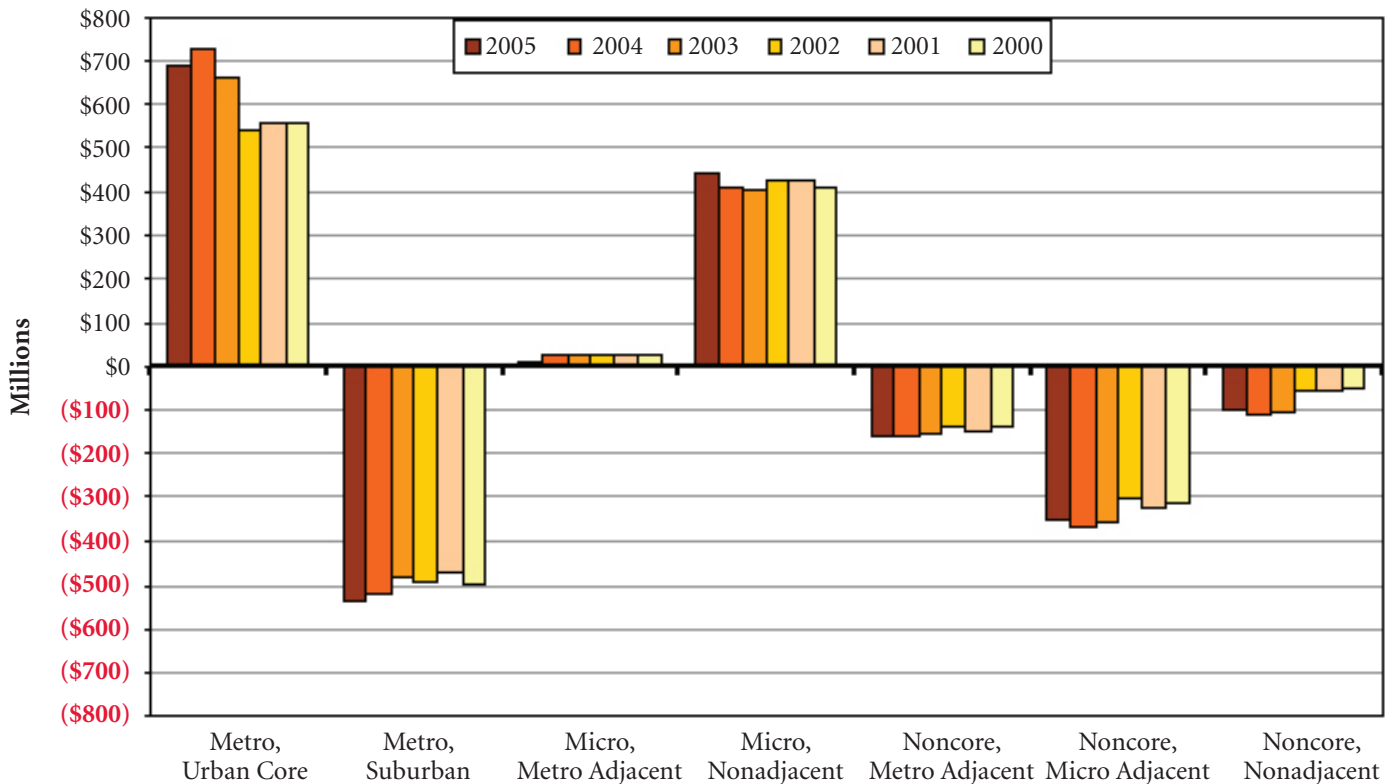


Figure 15. Surpluses in retail sales come at the expense of surrounding areas.

However, many western and southern-tier counties experienced sizable losses in retail market share. For the most part, largest losses occurred in counties that were near large trade centers. One example of this is Dakota County, adjacent to Sioux City, which experienced a 20 percent loss in retail market share. In addition, large losses also occurred in low population areas where income growth far outpaced growth in retail sales. For example, both Arthur and Hooker counties saw per capita incomes nearly double during the past six years, while retail sales during this same period remained stable or declined. Cheyenne County (Sidney) experienced the largest drop in pull factors in the state, losing over 50 percent in retail market share since 2000.

Retail Sales Surplus/Leakage

Although pull factors are useful in measuring retail flows on a percentage basis, it also is important to quantify these flows in dollar terms. Retail sales surplus or leakage is a measure of the dollar value of retail sales that are assumed to be flowing into or out of a local community, assuming 100 percent local market capture. This measure should be used in tandem with pull factors to produce estimates of retail flows in both relative and absolute terms.

In 2005, \$691.3 million in surplus retail sales flowed into metro urban areas of Nebraska, and this has grown substantially in real terms over the past six years. In addition, \$443.2 million in surplus retail sales flowed into micropolitan nonadjacent counties, but these surpluses have grown slowly in real terms since 2000. These surpluses represent additional retail sales above and beyond what one would expect given the area's population and income. Note that while metro urban areas only pulled in 16 percent more sales than expected, this amounted to nearly \$700 million in additional sales. By contrast, micro nonadjacent areas pulled in 30 percent more sales, yet this amounted to only \$450 million. This illustrates why it is important to understand retail flows in both relative and absolute terms (*Figure 15*).

Surpluses in the areas listed above come at the expense of surrounding areas, which reinforces the idea that retail development is often a zero-sum approach. This is evidenced by looking at the outflows or leakages of retail sales. In 2005, metro suburban counties experienced a net leakage of \$496.3 million in retail sales, with spending likely flowing to core metro cities. Similarly, noncore micro adjacent counties saw the outflow of \$351.8 million in retail sales to other areas, most likely micropolitan counties. In both cases, retail sales leakages

Retail Sales Surplus/Leakage, 2005

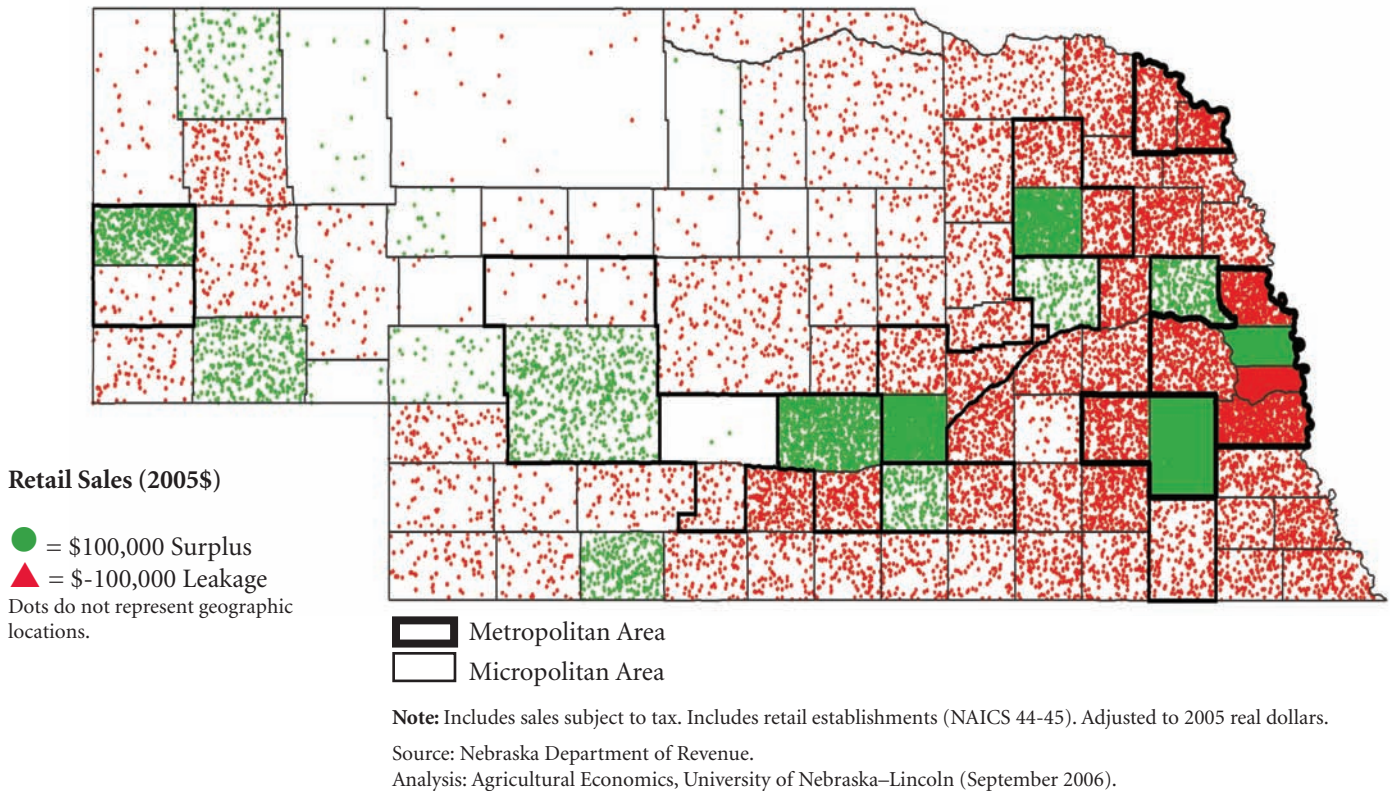


Figure 16. The state’s metropolitan and trade center areas in the east had the greatest retail sales surpluses in 2005.

have increased in real terms over time. These leakages represent the amount of retail sales lost to other regions. Leakages also represent the potential amount of new retail sales that could be generated in the local economy if the community captured 100 percent of its local retail market. Again, although it is unlikely that any community can capture all of its local retail market, the leakage figures do provide a benchmark for use in local planning.

In 2005, retail sales surpluses were generally located in the state’s metropolitan areas and regional trade centers. Lancaster (Lincoln), Douglas (Omaha) and Hall (Grand Island) counties all had over \$200 million in surplus retail sales. Counties with over \$100 million in surplus retail sales were in Madison (Norfolk) and Buffalo (Kearney) Counties.

The result on this concentration is that counties with the largest leakages of retail sales were located adjacent to metropolitan and regional trade areas (*Figure 16*). Nearly \$250 million in retail sales flowed out of Sarpy County alone, which is adjacent to Omaha. Counties with leakages of over \$50 million were also located near Omaha, and included Cass, Washington, and Saunders counties.

Areas with smaller leakages in retail sales were generally located adjacent to micropolitan areas, especially in the eastern quarter of Nebraska.

It is important to note that very high or very low retail pull factors do not necessarily translate into a very large or very small dollar amount of retail sales surplus or leakage. For example, Grant County (Hyannis) had one of the highest retail pull factors at about 2.2, meaning it pulled in about 120 percent more sales than expected. Sheridan County (Rushville) had one of the lowest positive pull factors at 1.06, meaning only 6 percent in added retail sales. Yet both counties had roughly the same level of retail sales surpluses, at about \$1.5 million in additional retail sales. This is due to the calculation, which weights expected retail sales according to an area’s population and income. So in this example, Grant County had a smaller population and lower income than Sheridan County, which means that a higher pull factor resulted in smaller surplus sales in Grant County; and a lower pull factor resulted in larger surpluses in Sheridan County.

Summary and Implications

The best manner in which to summarize this report is to discuss the results of the pull factors analysis. A pull factor estimates the relative proportion of sales that a county draws from outside its borders, given its population and income. In short, it measures how well a community captures its local market share. However, there is a tendency to confuse taxable sales with retail sales, even though in many areas retail sales make up only a small portion of total taxable sales. Retail sales account for less than half of all taxable sales in most rural Nebraska counties. Thus, any changes in total taxable sales may be due to changes in the industrial or services sectors rather than retailing. On the other hand, retail sales make up a large part of taxable sales in rural western counties and in micropolitan areas, thus taxable and retail sales are more synonymous. In general, a pull factor type analysis is most appropriate for the retail sector.

Retail sales include all purchases of taxable goods sold at retail establishments. The highest retail pull factors were found in micropolitan nonadjacent areas, which pulled in 30 percent more retail sales than expected given their population and income. Metro urban areas posted pulled in 16 percent more in sales than expected. The difference in pull factors is likely due to metro areas having sufficient population and income to maintain the retail sector without large inflows of consumers. One interpretation of these findings suggests the inflow of retail consumers into these counties, likely from surrounding areas. This is evidenced by looking at the location of the lowest pull factors, where retail market share losses of over 50 percent were found in counties adjacent to metro and micro areas. Interestingly, it appears micropolitan metro adjacent areas have done a good job at capturing their local retail market. This is likely due to the presence of regional trade centers in these areas, such as Fremont in Dodge County and Beatrice in Gage County.

As expected, counties with the strongest pull factors were located in the state's metro and micro areas, with Madison (Norfolk) and Hall (Grand Island) counties pulling in 70 percent or more retail sales than expected (using the state retail spending average) given their population and income. Counties attracting 20 percent or more retail sales than expected were Buffalo (Kearney), Lincoln (North Platte), Scotts Bluff, Lancaster (Lincoln), and Dodge (Fremont) counties. To a smaller extent, sizable retail sales also flowed into Adams (Hastings) and Platte (Columbus) counties.

However, strong pull factors also were found in rural counties that served as regional trade centers. In fact, Grant County (Hyannis) pulled in 117 percent more in retail sales than expected given its small population and

moderate income. This was likely due to the area being a small rural retail center due to location and the absence of nearby retail centers. Cheyenne (Sidney), Red Willow (McCook), and Dawes (Chadron) counties pulled in 50 percent or more retail sales than expected; and Keith County (Ogallala) pulled in an extra 14 percent in retail sales. As stated earlier, this is likely due to the inflow of consumers from surrounding areas to take advantage of diverse retail goods. In addition, natural amenity based tourism likely played a role in the case of Dawes (public forests) and Keith (Lake McConaughy) counties.

Douglas County (Omaha) only captured its local retail market, although this amounted to a stunning \$3.3 billion. This was due to Omaha's large population and high incomes that maintain the retail sector without a large percentage of sales flowing in from outside the county. On a smaller scale the same can be said for Dawson (Lexington) and York counties. Areas with large losses of retail consumers were generally located in areas surrounding large trade centers. Again, low pull factors in these counties were likely attributable to the outflow of retail spending by local residents to nearby trade centers to take advantage of more diverse goods.

This analysis has provided some base information that allows a better understanding of local trade areas. It should be considered a first step in developing a larger trade area plan and strategies for expanding the retail sales base. The preceding narrative is meant to provide a statewide context for the data, and to note extreme cases where they occur. It is not feasible in a written report to give a complete discussion for all counties. However, to facilitate analysis at the local level, data for all counties are presented in the appendix. Further questions should be directed to your area extension educator or the author of this report.

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Retail Sales as Percentage of Total Sales

<i>County</i>	<i>Pct Retail 2005</i>	<i>Pct Retail 2004</i>	<i>Pct Retail 2003</i>	<i>Pct Retail 2002</i>	<i>Pct Retail 2001</i>	<i>Pct Retail 2000</i>	<i>Chg 2004-05</i>	<i>Chg 2000-05</i>
Metropolitan, Urban Core								
Douglas	43.22	43.62	44.58	45.10	44.76	44.83	-0.40	-1.60
Lancaster	52.24	52.26	51.89	52.60	51.58	52.08	-0.03	0.16
Metropolitan, Suburban								
Cass	33.46	33.62	34.41	36.94	37.79	40.05	-0.16	-6.59
Dakota	45.95	44.89	45.78	49.01	50.27	54.69	1.06	-8.74
Dixon	18.83	21.77	23.15	25.73	31.28	30.90	-2.94	-12.07
Sarpy	48.94	50.41	53.19	54.97	54.41	54.76	-1.47	-5.82
Saunders	42.10	45.44	47.76	47.29	48.52	47.61	-3.34	-5.50
Seward	41.59	40.13	40.65	42.59	43.18	44.43	1.46	-2.84
Washington	35.65	37.18	38.74	42.29	43.33	46.25	-1.53	-10.60
Micropolitan, Metro Adjacent								
Dodge	50.89	52.58	53.49	54.33	54.65	55.27	-1.68	-4.37
Gage	47.80	48.30	49.84	52.56	52.41	52.14	-0.50	-4.34
Micropolitan, Nonadjacent								
Adams	47.80	48.41	50.66	52.35	52.60	52.44	-0.61	-4.64
Banner	5.08	3.26	5.08	11.97	11.97	26.76	1.82	-21.68
Buffalo	52.91	53.06	55.05	56.61	56.24	55.61	-0.15	-2.70
Clay	30.38	29.88	32.59	31.69	30.36	29.41	0.49	0.96
Dawson	45.89	45.71	44.31	45.43	45.28	46.90	0.18	-1.01
Gosper	30.96	28.77	35.46	34.95	25.74	17.91	2.19	13.05
Hall	52.85	53.75	54.64	55.57	55.32	55.26	-0.89	-2.41
Howard	34.52	36.22	35.47	36.43	37.89	38.97	-1.70	-4.45
Kearney	30.98	32.04	34.31	32.54	31.40	31.28	-1.07	-0.31
Lincoln	53.36	51.91	52.33	53.61	55.92	55.13	1.45	-1.76
Logan	58.76	52.70	51.55	54.92	62.41	62.21	6.06	-3.45
Madison	55.94	56.84	57.07	58.33	58.27	55.84	-0.90	0.10
Mcpherson	38.76	31.95	53.18	38.76	55.53	55.53	6.81	-16.77
Merrick	39.81	39.07	40.39	40.56	42.80	45.17	0.73	-5.36
Pierce	35.07	36.42	37.58	35.57	36.09	36.39	-1.35	-1.33
Platte	46.39	47.24	49.19	50.16	50.85	49.44	-0.86	-3.05
Scotts Bluff	52.56	50.98	51.72	51.82	51.96	51.79	1.58	0.77
Stanton	24.39	26.69	27.16	25.55	24.34	27.27	-2.29	-2.88
Noncore, Metro Adjacent								
Burt	29.09	33.15	32.96	32.30	31.80	33.44	-4.06	-4.35
Butler	32.84	34.06	33.71	31.68	32.05	35.75	-1.21	-2.90
Johnson	45.30	44.43	45.48	48.31	48.19	47.58	0.87	-2.29
Kimball	33.83	33.75	36.60	38.98	43.32	42.50	0.08	-8.67
Otoe	37.56	39.51	40.75	42.49	42.88	43.60	-1.95	-6.04
Saline	42.51	42.41	46.32	49.31	48.03	47.43	0.10	-4.92
Thurston	37.48	37.26	37.97	41.18	41.77	45.92	0.22	-8.44
Wayne	40.23	41.93	43.78	43.17	42.50	40.65	-1.70	-0.41
Noncore, Micro Adjacent								
Antelope	38.73	38.33	37.70	42.37	44.44	45.47	0.40	-6.75
Arthur	72.59	74.61	69.52	58.94	65.24	69.97	-2.02	2.62
Boone	44.23	41.96	42.87	41.88	43.79	45.53	2.27	-1.31
Cedar	37.15	36.57	34.28	35.70	35.67	36.92	0.58	0.23
Colfax	44.49	43.44	43.75	45.02	45.29	43.86	1.05	0.64
Cuming	30.22	31.33	29.93	29.94	27.55	27.17	-1.11	3.06
Custer	39.05	38.45	39.76	41.68	41.82	41.61	0.60	-2.56
Franklin	30.29	29.95	29.62	31.17	31.03	33.36	0.33	-3.07

Retail Sales as Percentage of Total Sales (continued)

<i>County</i>	<i>Pct Retail 2005</i>	<i>Pct Retail 2004</i>	<i>Pct Retail 2003</i>	<i>Pct Retail 2002</i>	<i>Pct Retail 2001</i>	<i>Pct Retail 2000</i>	<i>Chg 2004-05</i>	<i>Chg 2000-05</i>
Frontier	24.80	26.16	23.38	25.49	25.65	30.12	-1.36	-5.32
Greeley	37.56	36.45	35.89	37.07	37.34	36.12	1.11	1.44
Hamilton	31.79	31.95	30.68	32.56	32.67	29.75	-0.16	2.04
Harlan	44.49	42.46	46.80	46.19	48.95	50.12	2.02	-5.63
Hayes	43.00	45.00	40.00	29.00	35.00	40.00	-2.00	3.00
Jefferson	40.34	41.93	41.96	43.01	44.01	44.88	-1.59	-4.53
Keith	43.77	43.27	45.66	47.75	45.27	45.34	0.49	-1.57
Knox	44.52	42.62	41.50	38.92	40.30	41.23	1.90	3.29
Morrill	38.62	37.99	37.84	33.71	32.32	31.92	0.63	6.70
Nance	27.63	28.26	28.48	27.79	29.12	28.84	-0.63	-1.21
Nuckolls	37.60	37.93	37.53	38.23	39.24	42.04	-0.33	-4.44
Pawnee	29.54	29.13	30.18	31.24	31.75	33.11	0.41	-3.57
Perkins	20.25	20.86	20.43	23.35	27.28	27.65	-0.60	-7.39
Phelps	33.07	33.78	35.90	39.65	43.46	44.88	-0.71	-11.80
Polk	15.67	15.69	17.34	19.29	19.23	22.84	-0.02	-7.17
Sherman	37.45	41.87	42.74	43.33	40.77	42.09	-4.41	-4.63
Sioux	71.82	74.77	71.81	72.70	73.72	74.06	-2.95	-2.24
Thomas	38.68	33.64	29.32	32.09	31.43	34.04	5.05	4.65
Webster	29.81	30.64	32.00	32.70	33.84	33.87	-0.83	-4.06
Noncore, Not Adjacent								
Blaine	10.61	15.59	18.08	14.75	17.14	15.25	-4.98	-4.63
Box Butte	41.42	41.76	42.65	44.01	48.00	47.09	-0.34	-5.67
Boyd	29.31	29.62	31.39	31.14	32.32	36.27	-0.32	-6.97
Brown	51.12	52.02	51.68	50.50	52.91	51.30	-0.91	-0.18
Chase	40.85	42.19	45.97	47.40	47.23	51.04	-1.34	-10.19
Cherry	37.95	37.70	35.05	36.30	35.80	41.62	0.26	-3.67
Cheyenne	62.04	63.34	63.60	65.14	69.19	67.33	-1.30	-5.28
Dawes	53.11	51.21	49.39	50.13	45.47	53.83	1.89	-0.73
Deuel	65.83	65.43	62.65	65.45	65.80	66.53	0.40	-0.71
Dundy	33.51	33.28	31.53	30.07	28.98	31.07	0.23	2.44
Fillmore	33.45	33.01	33.09	36.00	38.42	40.73	0.44	-7.28
Furnas	23.30	24.79	24.60	25.03	28.10	33.19	-1.49	-9.89
Garden	37.87	38.78	41.01	43.40	49.22	46.55	-0.91	-8.68
Garfield	47.20	45.72	45.76	46.93	45.79	45.29	1.49	1.91
Grant	62.83	63.14	62.04	60.71	67.26	61.19	-0.31	1.64
Hitchcock	37.35	36.63	34.27	31.10	32.38	30.16	0.72	7.19
Holt	38.30	38.31	37.53	35.33	36.44	37.17	-0.02	1.13
Hooker	26.48	26.59	29.52	29.55	26.18	26.83	-0.11	-0.36
Keya Paha	26.34	25.94	26.41	19.69	13.27	6.66	0.40	19.68
Loup	40.99	35.48	43.33	53.16	58.46	51.22	5.51	-10.23
Nemaha	42.51	42.16	43.62	45.97	47.43	46.67	0.35	-4.15
Red Willow	52.87	54.13	55.79	57.10	59.29	49.90	-1.26	2.96
Richardson	42.79	42.40	44.01	45.00	44.84	45.86	0.39	-3.07
Rock	31.75	33.24	35.14	35.71	38.27	39.00	-1.49	-7.26
Sheridan	55.12	51.71	49.48	50.24	49.69	48.88	3.41	6.24
Thayer	34.42	35.91	35.23	31.96	33.87	28.54	-1.49	5.88
Valley	44.80	47.76	48.51	50.36	46.23	48.25	-2.96	-3.45
Wheeler	24.46	21.62	27.79	27.80	31.85	23.60	2.84	0.87
York	37.47	35.73	37.72	38.26	38.75	38.66	1.75	-1.19

Note: Dollar figures reported in 2005 constant dollars.

Source: Nebraska Department of Revenue.

Analysis: Agricultural Economics, University of Nebraska–Lincoln

Retail Sales

County	Sales 2005	Sales 2004	Sales 2003	Sales 2002	Sales 2001	Sales 2000	Pct-Chg 2004-05	Pct-Chg 2000-05
Metropolitan, Urban Core								
Douglas	3,245,136,513	3,265,038,102	3,148,750,147	3,127,635,802	3,129,736,210	3,130,700,313	-0.61	3.66
Lancaster	1,755,499,849	1,749,654,224	1,653,999,013	1,630,776,252	1,571,118,155	1,598,886,944	0.33	9.80
Metropolitan, Suburban								
Cass	35,768,263	35,074,203	34,340,585	34,294,008	34,300,564	36,890,626	1.98	-3.04
Dakota	49,497,089	49,986,543	53,977,870	62,491,598	64,480,607	67,694,902	-0.98	-26.88
Dixon	2,053,036	2,443,471	2,487,126	2,653,744	3,362,204	3,210,116	-15.98	-36.04
Sarpy	411,426,674	410,680,283	405,194,677	388,035,604	374,523,088	344,873,997	0.18	19.30
Saunders	41,334,689	44,368,588	44,091,271	43,070,098	43,087,881	41,887,619	-6.84	-1.32
Seward	39,343,910	36,985,522	35,638,839	36,070,926	37,192,750	38,207,478	6.38	2.97
Washington	41,260,178	43,756,187	41,524,415	45,758,363	48,650,676	49,691,403	-5.70	-16.97
Micropolitan, Metro Adjacent								
Dodge	190,739,991	200,677,616	195,655,614	190,811,727	190,675,555	195,375,451	-4.95	-2.37
Gage	89,767,853	93,948,422	90,879,865	96,395,729	99,118,869	95,607,699	-4.45	-6.11
Micropolitan, Nonadjacent								
Adams	154,378,160	149,733,183	147,140,418	152,401,116	153,578,509	157,369,443	3.10	-1.90
Banner	22,289	23,813	20,287	25,134	24,907	69,880	-6.40	-68.10
Buffalo	309,337,411	305,936,993	308,760,896	316,681,371	302,325,878	294,546,101	1.11	5.02
Clay	8,079,700	8,459,469	8,564,230	8,595,192	8,747,587	8,694,702	-4.49	-7.07
Dawson	93,788,108	90,534,478	84,198,046	83,983,683	83,740,695	87,289,370	3.59	7.45
Gosper	1,861,415	2,018,303	2,024,075	1,982,494	1,259,726	914,983	-7.77	103.44
Hall	439,680,203	447,467,568	436,937,487	430,726,767	421,638,892	425,876,571	-1.74	3.24
Howard	9,242,495	9,376,643	9,000,515	9,199,706	9,315,309	8,993,875	-1.43	2.76
Kearney	8,403,461	9,526,501	9,833,299	9,261,663	8,934,754	8,745,208	-11.79	-3.91
Lincoln	216,482,959	198,715,364	191,374,383	192,243,561	196,300,596	192,461,049	8.94	12.48
Logan	1,326,519	1,215,176	1,102,908	1,045,330	1,156,207	1,120,906	9.16	18.34
Madison	275,986,732	278,893,756	265,870,038	269,957,252	270,888,977	259,423,155	-1.04	6.38
McPherson	154,805	176,783	251,707	163,103	175,579	189,544	-12.43	-18.33
Merrick	13,630,511	14,107,287	13,832,837	13,766,171	15,033,817	15,193,808	-3.38	-10.29
Pierce	10,851,480	11,153,039	10,492,539	9,902,945	9,425,104	9,564,423	-2.70	13.46
Platte	152,941,697	150,755,402	148,916,242	150,357,170	152,840,478	152,008,157	1.45	0.61
Scotts Bluff	206,467,451	194,665,415	193,508,623	198,985,594	201,525,718	200,411,454	6.06	3.02
Stanton	2,967,106	3,493,937	3,278,720	2,984,754	2,883,036	2,934,113	-15.08	1.12
Noncore, Metro Adjacent								
Burt	11,024,359	11,167,542	10,606,553	10,915,219	10,908,971	10,624,108	-1.28	3.77
Butler	9,927,778	10,300,018	9,628,124	8,891,177	9,274,329	10,324,234	-3.61	-3.84
Johnson	8,076,823	7,615,354	7,540,383	7,847,687	8,339,343	7,948,661	6.06	1.61
Kimball	7,805,753	8,146,029	8,229,852	9,303,133	11,276,063	11,061,512	-4.18	-29.43
Otoe	38,934,686	40,807,313	41,139,882	44,126,245	45,244,786	47,093,260	-4.59	-17.32
Saline	26,493,833	27,420,198	26,875,620	28,202,601	28,789,542	27,398,103	-3.38	-3.30
Thurston	5,503,866	5,688,928	4,997,275	5,036,322	5,339,203	5,812,211	-3.25	-5.31
Wayne	22,885,149	25,298,497	24,234,658	24,788,894	23,602,269	21,896,058	-9.54	4.52
Noncore, Micro Adjacent								
Antelope	14,072,649	13,428,737	12,491,971	13,175,509	13,976,766	13,672,283	4.80	2.93
Arthur	675,667	622,802	683,517	517,722	624,490	703,267	8.49	-3.92
Boone	14,049,616	12,873,533	13,024,809	12,207,909	13,037,829	13,668,418	9.14	2.79
Cedar	17,025,626	16,517,429	13,731,164	13,778,565	13,996,829	13,401,391	3.08	27.04
Colfax	19,402,544	17,738,348	16,741,736	16,747,756	17,410,580	16,670,461	9.38	16.39
Cuming	21,476,262	21,840,027	21,099,095	21,764,104	22,471,530	19,207,656	-1.67	11.81
Custer	30,156,623	28,753,242	27,434,251	27,986,253	28,163,204	28,726,573	4.88	4.98
Franklin	3,387,787	3,414,156	3,428,247	3,640,787	3,599,850	3,896,106	-0.77	-13.05
Frontier	2,198,571	2,531,305	2,170,005	2,556,470	2,576,189	2,940,874	-13.14	-25.24
Greeley	3,678,699	3,620,714	3,265,155	3,339,817	3,634,636	3,375,261	1.60	8.99
Hamilton	13,239,063	13,178,607	11,266,310	11,682,572	12,083,451	11,269,802	0.46	17.47
Harlan	4,915,722	4,953,432	5,321,414	5,461,501	5,825,461	5,688,911	-0.76	-13.59
Hayes	469,669	458,759	412,751	289,507	378,251	417,062	2.38	12.61

Retail Sales (continued)

<i>County</i>	<i>Sales 2005</i>	<i>Sales 2004</i>	<i>Sales 2003</i>	<i>Sales 2002</i>	<i>Sales 2001</i>	<i>Sales 2000</i>	<i>Pct-Chg 2004-05</i>	<i>Pct-Chg 2000-05</i>
Jefferson	21,448,669	22,713,176	21,977,236	22,685,312	24,432,583	26,251,802	-5.57	-18.30
Keith	36,640,996	37,342,557	38,350,685	40,859,520	39,040,451	38,853,436	-1.88	-5.69
Knox	17,312,196	16,944,538	16,165,891	14,591,692	15,378,662	15,162,364	2.17	14.18
Morrill	9,173,406	8,957,668	8,522,515	7,451,168	7,041,893	7,103,494	2.41	29.14
Nance	3,755,289	3,880,753	3,649,950	3,586,199	3,750,120	3,502,591	-3.23	7.21
Nuckolls	11,459,059	11,645,451	12,009,644	12,162,663	13,263,968	13,492,537	-1.60	-15.07
Pawnee	2,286,922	2,201,391	2,107,655	2,289,272	2,296,675	2,342,473	3.89	-2.37
Perkins	4,727,497	4,762,159	4,592,219	5,040,347	5,693,473	5,157,915	-0.73	-8.34
Phelps	23,440,799	23,850,013	24,035,356	24,923,733	28,755,992	29,446,663	-1.72	-20.40
Polk	4,548,072	4,521,167	4,746,762	5,064,853	5,285,549	6,523,154	0.60	-30.28
Sherman	3,185,632	3,606,921	3,523,024	3,623,025	3,528,248	3,657,628	-11.68	-12.90
Sioux	1,453,880	1,536,405	1,274,992	1,341,816	1,296,981	1,406,632	-5.37	3.36
Thomas	1,587,968	1,405,766	1,164,505	1,247,962	1,299,193	1,321,375	12.96	20.18
Webster	5,499,627	5,799,465	5,817,487	5,794,453	5,915,780	5,826,360	-5.17	-5.61
Noncore, Not Adjacent								
Blaine	127,528	119,519	135,019	106,932	144,029	125,427	6.70	1.68
Box Butte	32,879,697	33,823,790	34,364,298	35,927,721	39,893,907	40,172,714	-2.79	-18.15
Boyd	2,277,541	2,276,489	2,338,915	2,403,973	2,603,993	2,884,263	0.05	-21.04
Brown	14,427,659	13,623,954	12,730,937	11,975,162	13,089,334	12,338,945	5.90	16.93
Chase	13,142,798	13,980,547	14,961,071	14,899,954	14,346,884	15,235,218	-5.99	-13.73
Cherry	22,574,764	21,839,429	22,704,601	24,174,803	26,577,430	27,748,216	3.37	-18.64
Cheyenne	80,482,953	83,175,405	81,790,405	87,624,510	95,299,616	92,863,047	-3.24	-13.33
Dawes	42,592,192	42,010,202	39,619,720	41,529,421	41,904,312	41,146,252	1.39	3.51
Deuel	9,044,557	9,024,995	8,709,880	9,834,341	9,914,739	10,164,657	0.22	-11.02
Dundy	2,884,630	2,747,060	2,449,469	2,467,683	2,563,709	2,604,455	5.01	10.76
Fillmore	12,922,686	13,310,850	11,588,946	11,458,700	12,629,131	13,414,927	-2.92	-3.67
Furnas	7,269,287	7,799,700	7,533,485	7,918,947	8,871,359	10,448,091	-6.80	-30.42
Garden	3,088,618	3,108,821	3,384,356	3,888,920	4,483,007	4,164,683	-0.65	-25.84
Garfield	6,550,464	6,217,725	5,769,647	5,818,511	6,081,358	5,343,389	5.35	22.59
Grant	3,379,076	2,858,863	2,541,534	2,462,043	2,776,012	2,410,490	18.20	40.18
Hitchcock	4,032,040	3,960,433	3,351,790	3,034,265	2,989,890	2,767,099	1.81	45.71
Holt	33,537,156	33,191,876	31,593,395	30,412,403	30,626,460	31,834,105	1.04	5.35
Hooker	1,556,062	1,532,967	1,475,442	1,495,576	1,434,133	1,510,435	1.51	3.02
Keya Paha	549,825	529,393	536,762	402,090	281,842	118,496	3.86	364.00
Loup	261,898	256,617	249,026	303,354	217,214	170,960	2.06	53.19
Nemaha	15,510,219	15,788,926	15,910,584	16,635,413	17,749,258	17,606,678	-1.77	-11.91
Red Willow	72,041,208	74,187,886	75,973,620	78,068,617	82,358,319	81,498,570	-2.89	-11.60
Richardson	17,866,551	18,656,564	18,314,240	18,600,998	19,663,479	19,839,771	-4.23	-9.95
Rock	2,316,887	2,506,659	2,465,180	2,497,931	2,667,501	2,706,121	-7.57	-14.38
Sheridan	20,779,468	19,916,003	18,781,087	18,561,584	18,953,946	18,565,805	4.34	11.92
Thayer	9,752,481	10,393,671	9,709,586	8,642,905	9,322,136	8,886,295	-6.17	9.75
Valley	15,290,535	16,748,235	15,915,452	16,290,623	14,871,040	15,312,943	-8.70	-0.15
Wheeler	484,164	435,331	438,336	427,833	417,826	373,764	11.22	29.54
York	65,223,076	59,194,449	58,111,725	58,035,624	57,970,245	60,148,264	10.18	8.44

Note: Dollar figures reported in 2005 constant dollars.

Source: Nebraska Department of Revenue.

Analysis: Agricultural Economics, University of Nebraska–Lincoln

Retail Sales per Capita

<i>County</i>	<i>Per Capita Sales 2005</i>	<i>Per Capita Sales 2004</i>	<i>Per Capita Sales 2003</i>	<i>Per Capita Sales 2002</i>	<i>Per Capita Sales 2001</i>	<i>Per Capita Sales 2000</i>	<i>Chg 2004-05</i>	<i>Chg 2000-05</i>
Metropolitan, Urban Core								
Douglas	6,664	6,785	6,613	6,639	6,692	6,739	-121	-75
Lancaster	6,629	6,685	6,360	6,361	6,205	6,366	-55	263
Metropolitan, Suburban								
Cass	1,390	1,373	1,361	1,382	1,395	1,512	17	-122
Dakota	2,432	2,436	2,625	3,062	3,164	3,337	-4	-905
Dixon	334	399	405	429	540	508	-66	-175
Sarpy	2,952	3,026	3,070	3,005	2,968	2,799	-74	153
Saunders	2,020	2,193	2,199	2,167	2,157	2,110	-172	-89
Seward	2,350	2,206	2,150	2,169	2,233	2,311	145	39
Washington	2,087	2,240	2,127	2,371	2,544	2,643	-153	-557
Micropolitan, Metro Adjacent								
Dodge	5,287	5,574	5,434	5,306	5,278	5,393	-288	-106
Gage	3,852	4,014	3,891	4,143	4,276	4,159	-162	-308
Micropolitan, Nonadjacent								
Adams	4,668	4,569	4,553	4,786	4,857	5,049	99	-381
Banner	30	31	26	33	31	85	-1	-54
Buffalo	7,099	7,047	7,171	7,401	7,143	6,961	52	139
Clay	1,200	1,241	1,247	1,247	1,264	1,236	-41	-36
Dawson	3,810	3,688	3,430	3,440	3,412	3,576	122	234
Gosper	921	986	973	956	604	427	-64	495
Hall	7,979	8,163	8,048	8,004	7,874	7,960	-184	19
Howard	1,378	1,394	1,351	1,409	1,430	1,372	-16	6
Kearney	1,241	1,390	1,434	1,358	1,303	1,270	-149	-30
Lincoln	6,075	5,661	5,512	5,573	5,665	5,553	414	522
Logan	1,793	1,690	1,547	1,392	1,505	1,454	103	339
Madison	7,777	7,819	7,430	7,513	7,601	7,377	-42	400
Mcperson	305	335	475	298	329	357	-30	-52
Merrick	1,690	1,736	1,705	1,700	1,862	1,860	-46	-170
Pierce	1,428	1,465	1,359	1,280	1,207	1,218	-37	210
Platte	4,892	4,819	4,766	4,809	4,853	4,821	73	71
Scotts Bluff	5,618	5,306	5,258	5,417	5,503	5,418	312	200
Stanton	454	534	500	457	450	457	-80	-3
Noncore, Metro Adjacent								
Burt	1,479	1,480	1,416	1,442	1,418	1,363	-1	116
Butler	1,139	1,170	1,088	999	1,040	1,165	-32	-26
Johnson	1,720	1,577	1,666	1,796	1,904	1,772	143	-52
Kimball	2,064	2,142	2,137	2,343	2,813	2,722	-78	-659
Otoe	2,510	2,637	2,666	2,855	2,922	3,053	-126	-543
Saline	1,866	1,930	1,889	2,004	2,065	1,976	-64	-110
Thurston	747	792	700	710	748	809	-44	-62
Wayne	2,485	2,708	2,554	2,596	2,438	2,234	-223	250
Noncore, Micro Adjacent								
Antelope	2,009	1,896	1,737	1,815	1,927	1,836	113	173
Arthur	1,787	1,589	1,679	1,294	1,516	1,588	199	200
Boone	2,434	2,204	2,206	2,008	2,119	2,199	230	236
Cedar	1,878	1,818	1,493	1,478	1,483	1,398	59	480
Colfax	1,860	1,686	1,595	1,594	1,662	1,596	174	264
Cuming	2,217	2,232	2,139	2,177	2,224	1,888	-15	329
Custer	2,643	2,504	2,385	2,421	2,414	2,434	139	209
Franklin	990	1,007	993	1,044	1,037	1,098	-16	-108

Retail Sales per Capita (continued)

<i>County</i>	<i>Per Capita Sales 2005</i>	<i>Per Capita Sales 2004</i>	<i>Per Capita Sales 2003</i>	<i>Per Capita Sales 2002</i>	<i>Per Capita Sales 2001</i>	<i>Per Capita Sales 2000</i>	<i>Chg 2004-05</i>	<i>Chg 2000-05</i>
Frontier	787	879	749	857	847	952	-92	-165
Greeley	1,464	1,425	1,251	1,260	1,351	1,248	39	217
Hamilton	1,384	1,388	1,190	1,242	1,289	1,200	-4	184
Harlan	1,420	1,376	1,446	1,493	1,558	1,507	44	-87
Hayes	457	429	376	262	348	389	29	69
Jefferson	2,706	2,824	2,712	2,757	2,948	3,149	-118	-442
Keith	4,399	4,456	4,528	4,680	4,453	4,388	-57	11
Knox	1,942	1,880	1,786	1,604	1,675	1,623	61	319
Morrill	1,776	1,717	1,613	1,409	1,307	1,304	59	472
Nance	1,024	1,049	974	924	941	867	-24	158
Nuckolls	2,418	2,416	2,473	2,504	2,675	2,685	2	-267
Pawnee	795	767	730	761	764	760	28	35
Perkins	1,546	1,550	1,510	1,635	1,821	1,624	-4	-78
Phelps	2,481	2,494	2,503	2,570	2,955	3,023	-13	-543
Polk	839	834	867	918	956	1,162	5	-323
Sherman	1,024	1,142	1,121	1,142	1,089	1,110	-118	-86
Sioux	997	1,064	859	922	908	956	-67	42
Thomas	2,549	2,186	1,733	1,833	1,835	1,800	363	749
Webster	1,462	1,513	1,500	1,490	1,483	1,437	-51	25
Noncore, Not Adjacent								
Blaine	263	234	250	194	254	216	30	48
Box Butte	2,891	2,957	2,954	3,032	3,354	3,316	-67	-425
Boyd	1,007	1,000	1,011	1,021	1,092	1,188	8	-181
Brown	4,335	3,957	3,660	3,437	3,739	3,504	378	831
Chase	3,400	3,542	3,707	3,727	3,599	3,764	-142	-364
Cherry	3,702	3,593	3,752	3,977	4,365	4,517	109	-815
Cheyenne	8,054	8,405	8,257	8,821	9,598	9,446	-351	-1,392
Dawes	4,932	4,806	4,414	4,598	4,648	4,558	126	374
Deuel	4,513	4,446	4,251	4,795	4,760	4,820	67	-306
Dundy	1,352	1,258	1,111	1,121	1,162	1,136	95	217
Fillmore	2,024	2,066	1,790	1,772	1,924	2,026	-42	-2
Furnas	1,448	1,528	1,451	1,510	1,692	1,970	-79	-522
Garden	1,547	1,462	1,528	1,763	1,984	1,827	85	-280
Garfield	3,607	3,374	3,131	3,072	3,206	2,818	233	789
Grant	5,043	4,242	3,657	3,405	3,696	3,227	802	1,817
Hitchcock	1,358	1,309	1,105	996	968	892	49	466
Holt	3,110	3,066	2,857	2,710	2,695	2,770	44	340
Hooker	2,091	2,055	1,991	2,027	1,902	1,936	37	155
Keya Paha	610	570	565	425	296	121	40	488
Loup	382	370	337	404	298	240	12	142
Nemaha	2,227	2,245	2,230	2,284	2,395	2,326	-18	-100
Red Willow	6,514	6,694	6,786	6,911	7,227	7,118	-181	-605
Richardson	2,046	2,101	2,045	2,041	2,127	2,085	-55	-39
Rock	1,479	1,575	1,536	1,482	1,548	1,539	-96	-61
Sheridan	3,666	3,436	3,227	3,096	3,172	3,003	231	663
Thayer	1,794	1,896	1,725	1,507	1,577	1,470	-102	324
Valley	3,474	3,722	3,452	3,573	3,208	3,296	-248	178
Wheeler	590	533	531	509	488	422	57	169
York	4,530	4,161	4,046	4,036	3,990	4,128	369	402

Note: Dollar figures reported in 2005 constant dollars.

Source: Nebraska Department of Revenue.

Analysis: Agricultural Economics, University of Nebraska–Lincoln

Retail Sales Pull Factors

County	Pull Factor 2005	Pull Factor 2004	Pull Factor 2003	Pull Factor 2002	Pull Factor 2001	Pull Factor 2000	Chg 2004-05	Chg 2000-05
Metropolitan, Urban Core								
Douglas	1.09	1.10	1.10	1.07	1.09	1.09	-0.01	0.00
Lancaster	1.31	1.31	1.29	1.25	1.23	1.23	0.00	0.09
Metropolitan, Suburban								
Cass	0.28	0.28	0.29	0.28	0.29	0.31	0.01	-0.03
Dakota	0.68	0.68	0.74	0.85	0.88	0.88	0.00	-0.20
Dixon	0.07	0.09	0.09	0.10	0.12	0.11	-0.01	-0.04
Sarpy	0.62	0.63	0.66	0.62	0.63	0.58	-0.01	0.04
Saunders	0.43	0.47	0.50	0.48	0.47	0.46	-0.03	-0.03
Seward	0.50	0.47	0.47	0.48	0.48	0.50	0.03	0.01
Washington	0.42	0.45	0.44	0.48	0.52	0.51	-0.03	-0.09
Micropolitan, Metro Adjacent								
Dodge	1.21	1.26	1.27	1.21	1.21	1.22	-0.06	-0.01
Gage	0.82	0.85	0.88	0.94	0.93	0.92	-0.03	-0.10
Micropolitan, Nonadjacent								
Adams	1.16	1.12	1.13	1.16	1.17	1.19	0.03	-0.03
Banner	0.01	0.01	0.01	0.01	0.01	0.03	0.00	-0.02
Buffalo	1.65	1.63	1.66	1.74	1.71	1.70	0.02	-0.05
Clay	0.28	0.29	0.29	0.31	0.29	0.28	-0.01	0.00
Dawson	1.00	0.96	0.89	0.90	0.90	0.92	0.04	0.08
Gosper	0.22	0.23	0.22	0.25	0.13	0.10	-0.01	0.11
Hall	1.76	1.79	1.80	1.74	1.76	1.80	-0.03	-0.04
Howard	0.35	0.35	0.34	0.38	0.37	0.36	0.00	-0.01
Kearney	0.26	0.29	0.30	0.30	0.29	0.27	-0.03	-0.01
Lincoln	1.40	1.29	1.28	1.28	1.32	1.31	0.10	0.09
Logan	0.45	0.42	0.40	0.41	0.41	0.43	0.03	0.02
Madison	1.78	1.77	1.74	1.77	1.80	1.76	0.00	0.02
McPherson	0.11	0.12	0.17	0.16	0.16	0.17	-0.01	-0.06
Merrick	0.41	0.42	0.43	0.44	0.45	0.46	-0.01	-0.05
Pierce	0.34	0.34	0.34	0.34	0.30	0.32	-0.01	0.01
Platte	1.12	1.10	1.11	1.11	1.13	1.10	0.02	0.02
Scotts Bluff	1.31	1.23	1.27	1.28	1.33	1.28	0.08	0.03
Stanton	0.11	0.13	0.13	0.13	0.12	0.12	-0.02	-0.01
Noncore, Metro Adjacent								
Burt	0.35	0.35	0.34	0.35	0.34	0.33	0.00	0.01
Butler	0.27	0.28	0.28	0.27	0.26	0.29	-0.01	-0.02
Johnson	0.40	0.36	0.38	0.45	0.46	0.47	0.04	-0.07
Kimball	0.50	0.51	0.53	0.65	0.70	0.67	-0.02	-0.17
Otoe	0.60	0.62	0.67	0.72	0.70	0.73	-0.03	-0.14
Saline	0.44	0.45	0.47	0.50	0.50	0.51	-0.01	-0.07
Thurston	0.21	0.22	0.20	0.21	0.22	0.26	-0.01	-0.05
Wayne	0.59	0.64	0.64	0.68	0.63	0.62	-0.05	-0.02
Noncore, Micro Adjacent								
Antelope	0.43	0.41	0.39	0.44	0.46	0.45	0.03	-0.01
Arthur	0.56	0.49	0.59	0.63	0.86	1.00	0.07	-0.45
Boone	0.56	0.50	0.52	0.51	0.53	0.56	0.06	-0.01
Cedar	0.38	0.37	0.34	0.36	0.34	0.34	0.01	0.05
Colfax	0.44	0.39	0.38	0.39	0.39	0.38	0.04	0.06
Cuming	0.39	0.39	0.38	0.42	0.45	0.37	0.00	0.01
Custer	0.59	0.55	0.53	0.59	0.57	0.60	0.03	-0.01
Franklin	0.23	0.23	0.24	0.29	0.25	0.28	0.00	-0.05

Retail Sales Pull Factors (continued)

<i>County</i>	<i>Pull Factor</i> 2005	<i>Pull Factor</i> 2004	<i>Pull Factor</i> 2003	<i>Pull Factor</i> 2002	<i>Pull Factor</i> 2001	<i>Pull Factor</i> 2000	<i>Chg</i> 2004-05	<i>Chg</i> 2000-05
Frontier	0.19	0.22	0.18	0.26	0.22	0.27	-0.02	-0.08
Greeley	0.35	0.34	0.30	0.36	0.35	0.34	0.01	0.01
Hamilton	0.33	0.33	0.29	0.31	0.32	0.30	0.00	0.04
Harlan	0.34	0.33	0.36	0.41	0.40	0.40	0.01	-0.06
Hayes	0.13	0.12	0.10	0.10	0.11	0.13	0.01	0.00
Jefferson	0.61	0.63	0.65	0.70	0.72	0.78	-0.02	-0.17
Keith	1.14	1.15	1.23	1.24	1.18	1.16	-0.01	-0.02
Knox	0.50	0.48	0.46	0.47	0.46	0.45	0.02	0.05
Morrill	0.47	0.45	0.43	0.39	0.38	0.39	0.02	0.09
Nance	0.24	0.25	0.25	0.27	0.25	0.25	0.00	0.00
Nuckolls	0.59	0.58	0.61	0.70	0.66	0.72	0.00	-0.13
Pawnee	0.16	0.15	0.16	0.20	0.17	0.18	0.01	-0.02
Perkins	0.33	0.33	0.30	0.41	0.40	0.38	0.00	-0.05
Phelps	0.48	0.48	0.50	0.54	0.61	0.63	0.00	-0.15
Polk	0.19	0.18	0.20	0.23	0.22	0.27	0.00	-0.09
Sherman	0.27	0.29	0.29	0.36	0.32	0.36	-0.03	-0.09
Sioux	0.31	0.33	0.27	0.37	0.40	0.44	-0.02	-0.12
Thomas	0.74	0.63	0.52	0.56	0.69	0.66	0.11	0.08
Webster	0.32	0.33	0.32	0.38	0.34	0.35	-0.01	-0.03
Noncore, Not Adjacent								
Blaine	0.08	0.07	0.09	0.11	0.16	0.13	0.01	-0.04
Box Butte	0.68	0.69	0.69	0.73	0.78	0.74	-0.01	-0.06
Boyd	0.32	0.31	0.30	0.35	0.31	0.40	0.00	-0.08
Brown	1.05	0.95	0.91	0.96	1.03	0.98	0.10	0.06
Chase	0.71	0.74	0.81	0.87	0.81	0.87	-0.02	-0.15
Cherry	0.91	0.88	0.93	1.02	1.15	1.23	0.03	-0.32
Cheyenne	1.67	1.73	1.72	1.99	2.08	2.22	-0.06	-0.54
Dawes	1.49	1.44	1.37	1.43	1.45	1.43	0.05	0.05
Deuel	1.08	1.06	0.97	1.26	1.19	1.31	0.02	-0.23
Dundy	0.28	0.26	0.22	0.23	0.23	0.24	0.02	0.04
Fillmore	0.42	0.42	0.39	0.40	0.41	0.43	-0.01	-0.02
Furnas	0.37	0.39	0.37	0.44	0.41	0.50	-0.02	-0.12
Garden	0.36	0.34	0.38	0.48	0.54	0.52	0.02	-0.16
Garfield	0.82	0.76	0.72	0.74	0.75	0.67	0.06	0.15
Grant	2.17	1.81	1.63	1.84	2.06	1.88	0.36	0.29
Hitchcock	0.41	0.39	0.33	0.33	0.28	0.30	0.02	0.11
Holt	0.67	0.66	0.64	0.68	0.69	0.70	0.01	-0.03
Hooker	0.58	0.57	0.62	0.68	0.73	0.82	0.01	-0.24
Keya Paha	0.17	0.16	0.15	0.15	0.10	0.04	0.01	0.12
Loup	0.19	0.18	0.17	0.27	0.19	0.18	0.01	0.00
Nemaha	0.41	0.41	0.47	0.53	0.48	0.49	0.00	-0.09
Red Willow	1.58	1.62	1.67	1.69	1.72	1.76	-0.03	-0.17
Richardson	0.46	0.47	0.50	0.53	0.51	0.51	-0.01	-0.05
Rock	0.40	0.42	0.40	0.44	0.46	0.47	-0.02	-0.07
Sheridan	1.06	0.99	0.92	0.94	0.92	0.87	0.07	0.19
Thayer	0.37	0.38	0.37	0.35	0.35	0.35	-0.02	0.01
Valley	0.86	0.92	0.88	0.96	0.85	0.93	-0.06	-0.07
Wheeler	0.11	0.10	0.09	0.12	0.12	0.10	0.01	0.01
York	0.92	0.84	0.87	0.93	0.91	0.91	0.08	0.01

Note: Dollar figures reported in 2005 constant dollars.

Source: Nebraska Department of Revenue.

Analysis: Agricultural Economics, University of Nebraska–Lincoln

Retail Sales Surplus/Leakage

County	Gain/loss 2005	Gain/loss 2004	Gain/loss 2003	Gain/loss 2002	Gain/loss 2001	Gain/loss 2000	Chg 2004-05	Chg 2000-05
Metropolitan, Urban Core								
Douglas	274,684,527	309,067,279	289,347,212	214,489,414	260,589,621	266,179,925	-34,382,752	8,504,602
Lancaster	416,631,275	417,098,609	369,651,037	321,647,247	291,524,780	294,864,925	-467,334	121,766,350
Metropolitan, Suburban								
Cass	-91,029,380	-91,708,702	-84,561,279	-86,170,592	-85,930,312	-82,143,393	679,322	-8,885,987
Dakota	-22,763,743	-23,381,989	-19,039,862	-10,928,400	-9,015,416	-8,906,604	618,246	-13,857,139
Dixon	-25,980,136	-25,633,641	-25,637,341	-23,403,357	-23,651,186	-24,877,172	-346,495	-1,102,965
Sarpy	-249,026,623	-236,889,934	-211,454,482	-237,012,014	-216,838,986	-245,632,928	-12,136,689	-3,393,695
Saunders	-54,143,611	-50,726,839	-44,928,174	-46,621,240	-48,050,712	-48,959,957	-3,416,772	-5,183,654
Seward	-39,029,790	-42,066,161	-40,280,027	-38,943,490	-39,544,177	-38,801,933	3,036,371	-227,857
Washington	-56,848,022	-53,851,280	-52,889,117	-50,335,520	-45,579,195	-47,001,096	-2,996,742	-9,846,925
Micropolitan, Metro Adjacent								
Dodge	32,548,574	41,728,585	41,321,333	32,747,981	32,925,430	34,741,332	-9,180,011	-2,192,758
Gage	-19,700,659	-16,746,191	-12,780,097	-5,827,911	-7,993,840	-8,280,988	-2,954,469	-11,419,671
Micropolitan, Nonadjacent								
Adams	20,979,572	16,627,945	17,185,920	20,514,013	21,840,463	24,888,639	4,351,627	-3,909,067
Banner	-3,128,838	-3,261,816	-3,142,952	-2,393,857	-2,644,042	-2,471,365	132,979	-657,473
Buffalo	121,923,321	117,914,653	122,625,220	134,924,902	125,166,535	120,986,754	4,008,668	936,568
Clay	-20,851,645	-21,023,897	-20,568,068	-19,281,466	-21,346,467	-22,254,328	172,252	1,402,683
Dawson	158,847	-3,494,254	-10,903,706	-8,821,822	-8,901,746	-7,591,437	3,653,101	7,750,283
Gosper	-6,775,885	-6,795,420	-7,088,798	-6,052,724	-8,204,543	-7,920,606	19,535	1,144,720
Hall	190,417,779	197,780,557	193,668,982	183,423,838	182,214,727	189,777,910	-7,362,778	639,869
Howard	-17,092,660	-17,217,081	-17,204,502	-15,124,964	-15,832,545	-16,035,814	124,421	-1,056,846
Kearney	-23,763,899	-23,247,484	-22,686,323	-21,507,487	-22,285,790	-23,261,700	-516,415	-502,199
Lincoln	61,675,510	45,156,663	42,179,680	41,831,904	48,019,923	45,798,436	16,518,847	15,877,074
Logan	-1,645,091	-1,692,218	-1,664,640	-1,484,835	-1,692,982	-1,483,679	47,127	-161,411
Madison	120,693,184	121,729,641	113,264,608	117,139,669	120,026,672	111,651,968	-1,036,457	9,041,215
McPherson	-1,278,810	-1,323,766	-1,213,496	-875,932	-937,452	-909,970	44,956	-368,840
Merrick	-19,425,749	-19,435,112	-18,402,796	-17,314,776	-18,106,866	-17,802,073	9,362	-1,623,676
Pierce	-21,473,588	-21,457,175	-20,546,138	-19,370,701	-22,133,344	-19,975,639	-16,413	-1,497,948
Platte	16,847,192	13,625,153	15,327,860	15,261,044	17,842,996	14,300,254	3,222,038	2,546,938
Scotts Bluff	49,240,817	36,627,816	40,955,481	43,255,419	49,691,461	44,117,034	12,613,001	5,123,783
Stanton	-23,318,605	-23,019,448	-21,237,843	-19,820,016	-21,620,962	-21,404,846	-299,157	-1,913,759
Noncore, Metro Adjacent								
Burt	-20,690,855	-21,162,723	-20,539,504	-19,868,551	-21,194,855	-21,227,918	471,868	537,063
Butler	-26,754,903	-26,985,558	-24,650,132	-23,493,913	-26,571,909	-25,751,907	230,656	-1,002,995
Johnson	-12,220,014	-13,406,203	-12,200,836	-9,495,789	-9,926,705	-9,061,972	1,186,189	-3,158,041
Kimball	-7,875,660	-7,732,304	-7,396,959	-5,101,821	-4,939,289	-5,449,905	-143,356	-2,425,755
Otoe	-26,235,972	-24,681,936	-20,533,368	-16,841,437	-19,486,731	-17,180,783	-1,554,036	-9,055,188
Saline	-33,927,553	-33,460,674	-30,757,360	-28,290,440	-28,938,050	-26,765,066	-466,878	-7,162,486
Thurston	-20,524,158	-19,879,860	-20,069,910	-18,880,043	-18,816,794	-16,595,732	-644,298	-3,928,426
Wayne	-15,855,957	-14,271,544	-13,592,547	-11,464,104	-14,093,087	-13,673,435	-1,584,413	-2,182,522
Noncore, Micro Adjacent								
Antelope	-18,380,628	-19,614,552	-19,486,489	-16,444,047	-16,518,206	-16,830,500	1,233,924	-1,550,128
Arthur	-537,667	-644,235	-467,349	-298,847	-97,909	1,425	106,569	-539,091
Boone	-11,169,307	-12,820,246	-12,227,300	-11,878,849	-11,519,827	-10,547,411	1,650,939	-621,896
Cedar	-27,536,066	-28,438,832	-27,013,975	-24,610,966	-27,363,267	-26,593,354	902,767	-942,712
Colfax	-25,008,998	-27,368,361	-27,041,419	-26,601,673	-27,534,316	-27,732,526	2,359,363	2,723,528
Cuming	-34,217,441	-34,814,742	-34,309,177	-30,017,866	-27,378,415	-32,045,890	597,301	-2,171,551
Custer	-21,012,734	-23,102,232	-24,790,345	-19,097,487	-21,350,220	-19,178,632	2,089,498	-1,834,102
Franklin	-11,262,120	-11,212,753	-10,907,490	-8,785,939	-10,529,497	-9,874,646	-49,367	-1,387,474
Frontier	-9,132,673	-9,229,958	-9,937,780	-7,165,586	-9,177,604	-7,927,287	97,285	-1,205,386
Greeley	-6,861,194	-7,110,903	-7,503,473	-5,832,579	-6,862,101	-6,540,665	249,709	-320,528
Hamilton	-26,593,292	-26,621,017	-27,229,269	-25,890,272	-25,979,696	-26,643,580	27,724	50,288
Harlan	-9,464,938	-10,100,450	-9,308,550	-7,786,842	-8,785,431	-8,395,198	635,512	-1,069,740
Hayes	-3,266,308	-3,460,758	-3,582,107	-2,472,993	-3,067,817	-2,789,375	194,449	-476,934

Retail Sales Surplus/Leakage (continued)

<i>County</i>	<i>Gain/loss 2005</i>	<i>Gain/loss 2004</i>	<i>Gain/loss 2003</i>	<i>Gain/loss 2002</i>	<i>Gain/loss 2001</i>	<i>Gain/loss 2000</i>	<i>Chg 2004-05</i>	<i>Chg 2000-05</i>
Jefferson	-13,823,872	-13,329,453	-11,972,172	-9,665,318	-9,476,223	-7,373,787	-494,419	-6,450,085
Keith	4,602,435	4,887,159	7,121,051	8,036,988	6,025,171	5,422,487	-284,724	-820,051
Knox	-17,394,057	-18,375,858	-18,627,014	-16,162,564	-18,074,357	-18,285,659	981,802	891,602
Morrill	-10,194,313	-10,745,095	-11,474,588	-11,457,675	-11,570,177	-11,184,825	550,782	990,512
Nance	-11,748,280	-11,875,605	-10,831,388	-9,689,556	-11,110,253	-10,678,344	127,326	-1,069,935
Nuckolls	-8,052,003	-8,341,487	-7,588,683	-5,330,770	-6,982,687	-5,264,663	289,483	-2,787,340
Pawnee	-12,065,746	-12,221,130	-10,947,529	-9,017,504	-10,941,736	-10,648,409	155,385	-1,417,337
Perkins	-9,709,256	-9,846,495	-10,556,942	-7,276,712	-8,677,043	-8,345,182	137,239	-1,364,073
Phelps	-24,926,207	-25,441,531	-24,059,710	-20,915,926	-18,367,231	-17,038,437	515,325	-7,887,770
Polk	-19,946,276	-20,134,715	-18,666,741	-16,793,912	-18,936,336	-17,387,509	188,439	-2,558,767
Sherman	-8,813,768	-8,658,558	-8,440,249	-6,463,155	-7,533,600	-6,515,386	-155,211	-2,298,383
Sioux	-3,199,903	-3,104,800	-3,462,076	-2,279,353	-1,959,924	-1,816,548	-95,103	-1,383,354
Thomas	-560,582	-827,207	-1,074,749	-968,152	-596,141	-672,547	266,625	111,965
Webster	-11,554,749	-11,702,389	-12,143,426	-9,439,485	-11,420,606	-10,631,658	147,641	-923,091
Noncore, Not Adjacent								
Blaine	-1,444,054	-1,551,293	-1,404,749	-894,739	-764,412	-869,516	107,238	-574,538
Box Butte	-15,478,090	-15,140,587	-15,102,871	-13,401,590	-11,015,242	-14,051,478	-337,503	-1,426,611
Boyd	-4,886,861	-4,988,874	-5,498,928	-4,511,226	-5,702,720	-4,320,035	102,013	-566,826
Brown	623,564	-756,631	-1,335,507	-546,609	354,378	-244,904	1,380,196	868,468
Chase	-5,270,150	-4,949,144	-3,472,576	-2,256,523	-3,391,007	-2,318,266	-321,006	-2,951,884
Cherry	-2,203,446	-3,033,651	-1,837,273	369,207	3,469,420	5,136,597	830,205	-7,340,044
Cheyenne	32,366,198	35,193,769	34,224,930	43,607,584	49,573,080	50,964,234	-2,827,571	-18,598,036
Dawes	13,913,389	12,780,497	10,610,324	12,575,110	12,989,170	12,395,920	1,132,892	1,517,469
Deuel	678,951	491,820	-287,282	2,018,568	1,550,372	2,399,818	187,131	-1,720,866
Dundy	-7,540,598	-8,001,797	-8,784,207	-8,129,208	-8,752,487	-8,375,769	461,199	835,171
Fillmore	-17,987,228	-18,092,251	-18,374,791	-17,069,300	-18,077,616	-17,424,682	105,023	-562,546
Furnas	-12,202,010	-12,147,108	-12,691,241	-10,169,517	-12,667,452	-10,588,178	-54,901	-1,613,832
Garden	-5,421,793	-6,018,742	-5,487,065	-4,290,402	-3,804,127	-3,793,149	596,949	-1,628,644
Garfield	-1,428,350	-1,936,126	-2,221,173	-2,070,329	-2,060,592	-2,599,441	507,776	1,171,091
Grant	1,823,753	1,283,355	978,098	1,125,870	1,426,529	1,127,505	540,398	696,247
Hitchcock	-5,888,836	-6,217,918	-6,793,258	-6,063,935	-7,561,601	-6,416,072	329,082	527,236
Holt	-16,525,355	-17,420,393	-17,478,568	-14,476,251	-14,071,378	-13,507,836	895,038	-3,017,519
Hooker	-1,116,812	-1,165,762	-919,385	-697,397	-528,497	-321,505	48,950	-795,307
Keya Paha	-2,719,511	-2,861,262	-3,074,486	-2,209,889	-2,588,467	-2,560,840	141,752	-158,671
Loup	-1,147,957	-1,179,615	-1,257,902	-816,477	-902,799	-773,730	31,658	-374,227
Nemaha	-22,595,348	-22,951,206	-18,008,478	-15,027,643	-19,079,966	-18,049,896	355,857	-4,545,453
Red Willow	26,563,584	28,302,361	30,514,007	31,999,628	34,594,012	35,091,555	-1,738,777	-8,527,971
Richardson	-21,185,667	-21,325,208	-18,260,726	-16,782,245	-19,002,773	-18,891,284	139,541	-2,294,383
Rock	-3,521,480	-3,466,174	-3,647,360	-3,198,703	-3,102,702	-3,045,999	-55,306	-475,480
Sheridan	1,246,085	-201,119	-1,633,940	-1,155,452	-1,729,310	-2,785,975	1,447,204	4,032,060
Thayer	-16,933,420	-16,710,466	-16,424,017	-16,139,627	-17,229,707	-16,395,769	-222,954	-537,651
Valley	-2,386,528	-1,448,251	-2,119,320	-704,028	-2,646,996	-1,077,843	-938,277	-1,308,685
Wheeler	-3,885,864	-3,943,674	-4,393,681	-3,056,606	-3,091,208	-3,354,284	57,810	-531,580
York	-5,517,494	-11,187,898	-8,720,634	-4,293,403	-5,923,835	-5,659,046	5,670,404	141,552

Note: Dollar figures reported in 2005 constant dollars.

Source: Nebraska Department of Revenue.

Analysis: Agricultural Economics, University of Nebraska–Lincoln

For More Information

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