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# REVIEW OF APPLIED URBAN RESEARCH

## CENTER FOR APPLIED URBAN RESEARCH

COLLEGE OF PUBLIC AFFAIRS AND COMMUNITY SERVICE

February 1975

UNIVERSITY OF NEBRASKA AT OMAHA

Vol. 3, No. 2

### OMAHA, 1973 AND 1974--AND A LOOK AHEAD\*

#### Introduction

This is the fourth in a series of reports being presented on intra-urban demographic and economic indicators for the Omaha urban area. In order to reveal the developing patterns and rates of change of demographic and economic activity within the Omaha urban area, Omaha and subarea totals are presented by quarter for both 1973 and 1974.

Revised data on mortgages, mechanic's liens and building permits are presented and two new indicators have been added to the list of data monitored by the Center--non-residential building permits and families and businesses served by the U.S. Post Office. In addition, the results of a public opinion survey of attitudes of residents and businessmen are included in this report.

All was not bright in 1974. Prices rose, unemployment grew, bankruptcies and liens against property jumped, new automobile sales slumped and housing construction activity was down. The general public's confidence in our local economy cannot be characterized as optimistic as the 1974 rate of inflation (12.1 percent) and the rising unemployment rate (7.1 percent) appears to have left its mark on public confidence. In general, businessmen were more confident than the general public about the outlook for the Omaha economy.

Although the indicators point to a downward trend, the downward movement locally was not as severe as for the nation. Unemployment in Omaha was still substantially below the national average and total building permit values were at a

record high. Declining wholesale prices and interest rates and an increase in the availability of mortgage money vis a vis the national trend should provide stimulus to the housing industry as should the trend of population in-migration to our area. The actual construction of new and expanded industrial, commercial, and institutional facilities announced during 1974 should spill over into 1975 and beyond. The year 1975 should provide a challenge to both the private and public sectors in preserving a healthy, prosperous and growing local economy. Each of these points is discussed in more detail in the following paragraphs.

#### Natural Increase in Population

Omaha's population growth due to natural increase (i.e. more births than deaths) increased in each quarter of 1974, but 1974's natural increase of 2,749 was less than the total of 2,953 for 1973. Only the fourth quarter of 1974 showed a greater natural increase than did the same quarter of 1973.

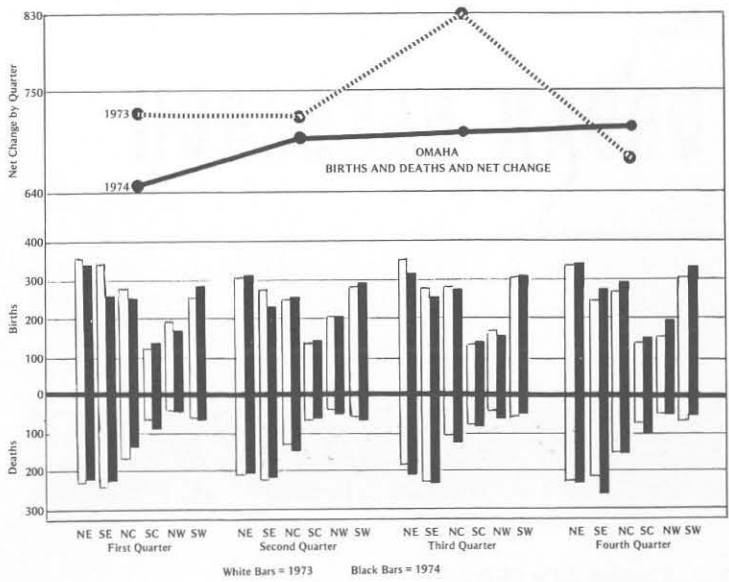
The number of births in 1974 increased in each quarter compared to the previous quarter, but there were fewer births in 1974 than in 1973. Again, only the fourth quarter of 1974 showed an increase of births compared to the same quarter of 1973. More deaths were recorded in 1974 than in 1973.

All sectors of Omaha, except the Southwest, had a smaller net natural increase in population in 1974 than in 1973. The largest decline in births by subarea occurred in Southeast Omaha (12 percent). In conjunction with an increase in deaths, Southeast Omaha's net increase in population fell from 238 in 1973 to 67 in 1974, a 72 percent decline. There were

\*The work in preparing this report was sponsored in part through a grant from the *Economic Development Council* of the Omaha Chamber of Commerce. This report reflects the work and cooperative effort of all student assistants and members of the CAUR staff.



similar birth-death changes on a smaller scale in Northeast, Northcentral and Northwest Omaha. On the other hand, Southwest Omaha's net natural increase in 1974 was higher by 81, (9 percent).

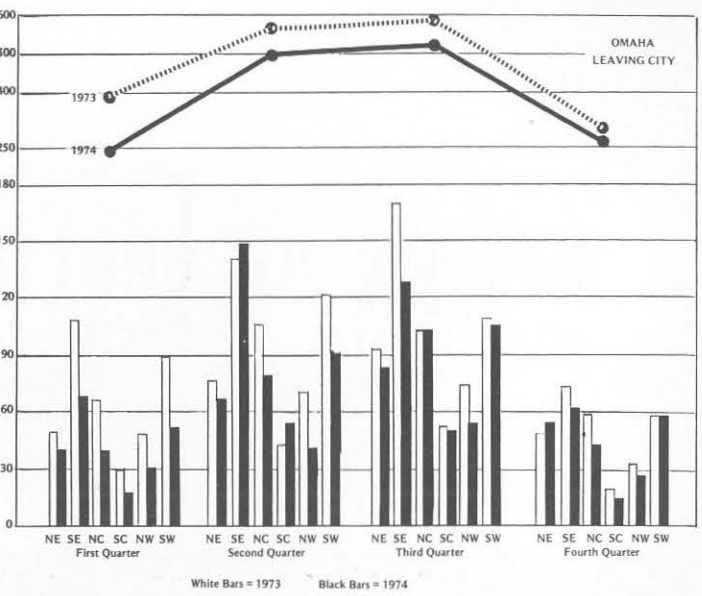
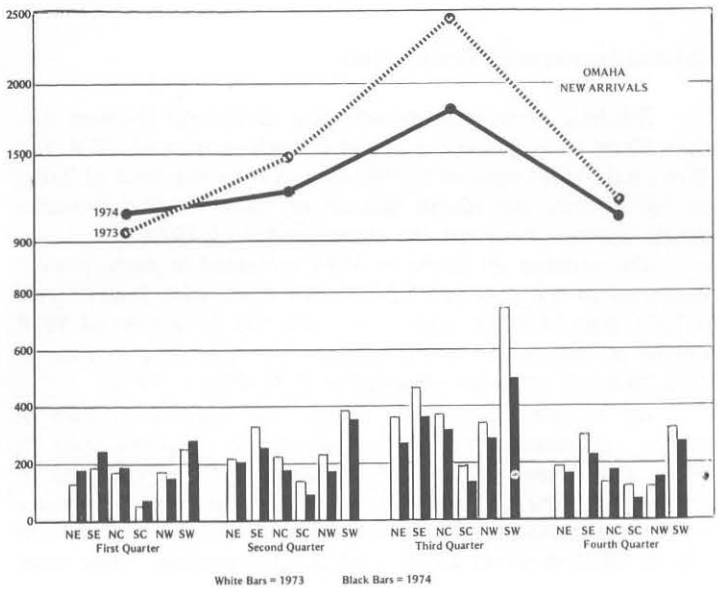


Population In-Migration

One indicator of growth reflecting appeal of Omaha as a place for investment, work and residence is the extent, if any, of in-migration (i.e. those arriving in Omaha less those leaving the city).

An examination of data on "new arrivals" and "leaving city" showed there were 3,626 more households "arriving" in Omaha than leaving the city in 1974. This figure was down 551 from 4,177 recorded in 1973.

In 1974 all subareas of Omaha experienced in-migration. The largest net increases were in Southwest (1,081) and Southeast (649) Omaha. The smallest recorded in-migration was in Southcentral (212) and Northeast (542) Omaha. Although there was a 15 percent decline in "new arrivals" and an 18 percent decline in those "leaving city" from 1973 to 1974, in-migration continues to be a very noticeable new trend. The trend for in-migration will present both opportunity and challenge. The opportunity is the increase in labor supply. The challenge is in creating employment opportunities to utilize that increased labor supply.

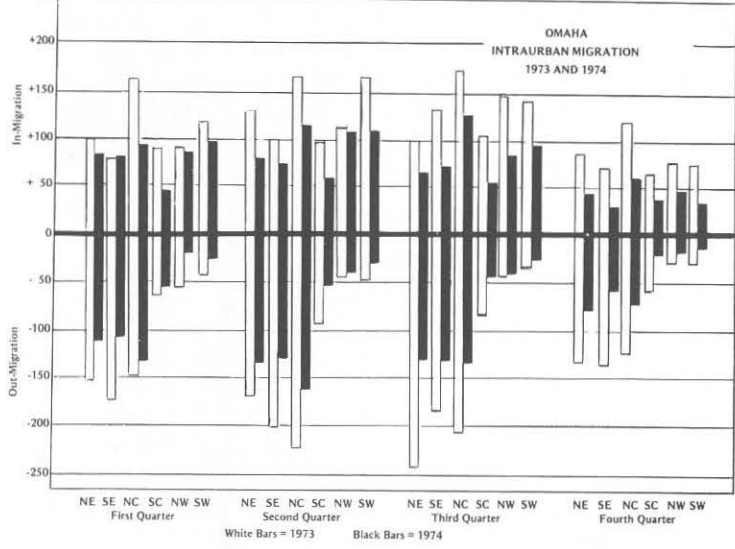


Intraurban Migration

Intraurban migration--the movement of households within the Omaha area--fell sharply in 1974 compared to 1973. In 1974, 3,534 intraurban moves were recorded compared to 5,708 in 1973. This 38 percent decline probably reflected the difficulty of obtaining mortgage money and concern about the state of the local economy. The fourth quarter of 1974 had the smallest amount of intraurban migration of the last two years.

Other than this decline, patterns in 1974 were similar to those in 1973. For example approximately half of those moves represented a shift from one of the six subareas to another part of the city. The Northeast, Southeast, and Northcentral subareas continued to show a net loss (i.e. more moved out of the area than into it), while the Southcentral, Northwest, and Southwest had a net gain from other subareas. Similarly, most of the new households in the Northeast and Southeast were those moving from the same subarea, while in the other sectors most of the new households had come from other parts of Omaha. The Northwest had the largest proportion of new households coming from other subareas (80 percent). The Southwest continued to show the highest net gain, with the Northwest second, while the areas east of 42nd street continued to show the largest net loss.

An earlier study of Omaha intraurban migration patterns found a movement to the west to be the predominant pattern.<sup>1</sup> The study reported only relatively minor movement across Dodge Street and found little evidence of a move back to the city from the suburbs. The data for 1974 continues to support these conclusions. The net flow of intraurban migration was in a westerly direction; in 1974 (omitting moves within the same subarea) there were 1,009 moves in a westerly direction and only 355 in an easterly direction, for a net western migration of 654. In the same year there were 449 moves southerly across Dodge and 358 northerly for a net southern migration of 91. The net western migration, as a percentage of all moves involving a change of subarea increased from 35.7 percent in 1973 to 37.2 percent in 1974, while the net southern migration showed a greater proportional growth increasing from 3.1 percent in 1973 to 5.2 percent in 1974. Migration to the two subareas east of 42nd Street from the two subareas west of 72nd Street totaled only 36 while the reverse flow was 219.



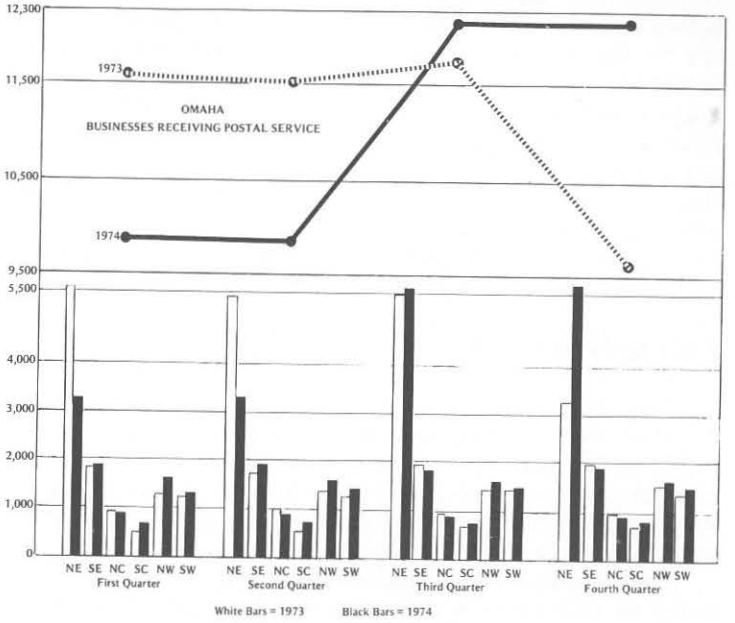
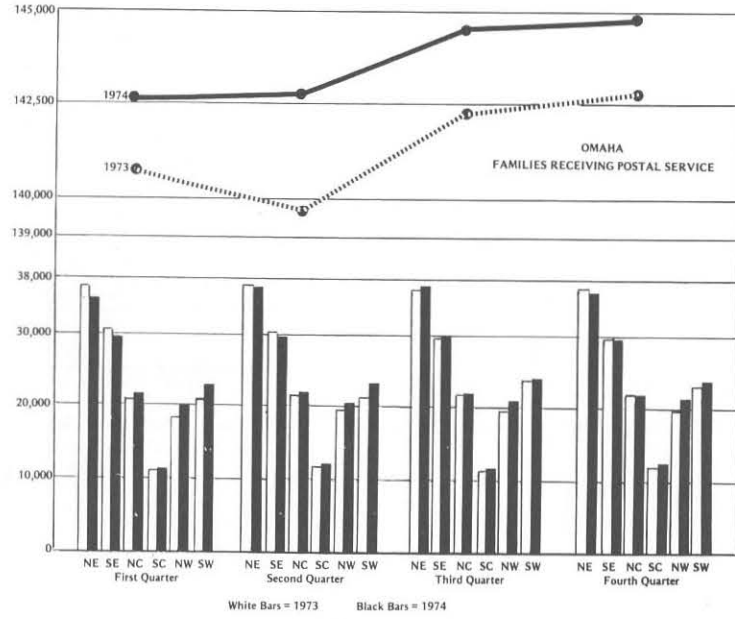
Families and Businesses Served by the U.S. Post Office

Two new indicators presented in this issue of the *Review* are families and businesses served by the U.S. Post Office. The reader should view the data with some caution as the series pertaining to Northeast Omaha reflect some sharp unexplainable changes between 1973 and 1974.

The new data being presented for the first time showed that the number of families served by the U.S. Post Office increased from 140,803 in the first quarter of 1973 to 144,673 in the fourth quarter of 1974, a net gain of 3,870.

Both Northeast and Southeast Omaha had fewer families served in the fourth quarter 1974 compared to the first quarter 1973. The decline was 311 and 2,030 respectively in Northeast and Southeast Omaha. Northcentral and Southcentral Omaha showed respective gains of 431 and 396, with the largest increases in Southwest (2,594) and Northwest (2,790) Omaha.

Over the same period of time the number of businesses served by the U.S. Post Office increased from 11,548 to 12,288, a net gain of 740. Northeast Omaha lost 36 businesses. Northcentral and Southeast Omaha gained 35 and 27 businesses respectively, while the largest gains were recorded in Southcentral (188), Northwest (256) and Southwest (270) Omaha.

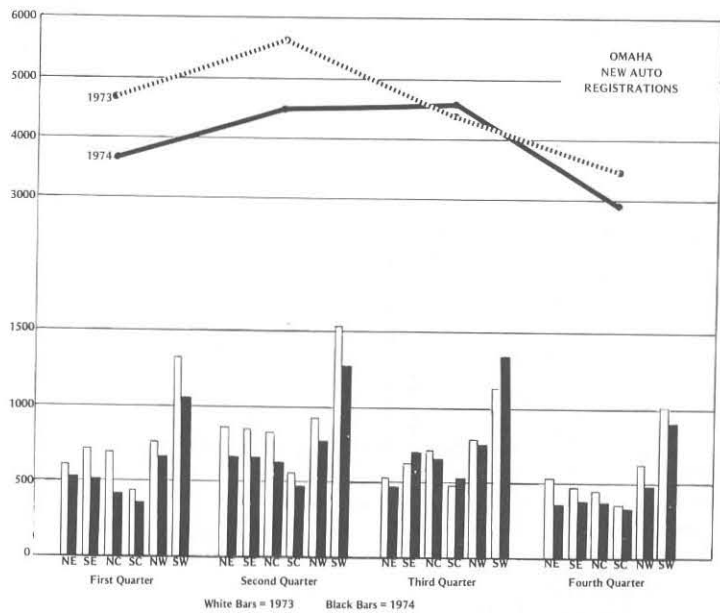


New Automobile Registrations

New 1974 automobile registrations were down sharply from 1973, declining 14.1 percent. Registrations per 100 families dropped from 12.5 in 1973 to 10.6 in 1974.<sup>2</sup>

A quarter by quarter analysis showed automobile registrations down in three of the four quarters of 1974. The third quarter registrations, however, exceeded those of the same quarter in 1973 (up 4.5 percent), apparently reflecting decisions to purchase 1974 models rather than higher priced 1975 models.

The greatest percentage declines for 1974 were on automobiles registered to residents in Northeast and Northcentral Omaha (down 21.6 and 22.5 percent respectively). The smallest declines were in Southcentral and Southwest Omaha 5.8 and 8.3 percent respectively).



Consumer concern over gasoline shortages, rising prices and uncertainty about the state of the economy has played a major role in the decline in new automobile registrations. Since an estimated one of every six workers in Nebraska are dependent upon automobile manufacturing and related services, sharp declines locally are also likely to have a ripple-like effect on the rest of the area's economy.<sup>3</sup> With the automobile manufacturers' cash rebate program now in affect, new automobile registrations should begin to pick up. Future registrations should reflect a growing share for American automobiles as foreign-built cars no longer have the lower price advantage they once enjoyed.

## Building Permits

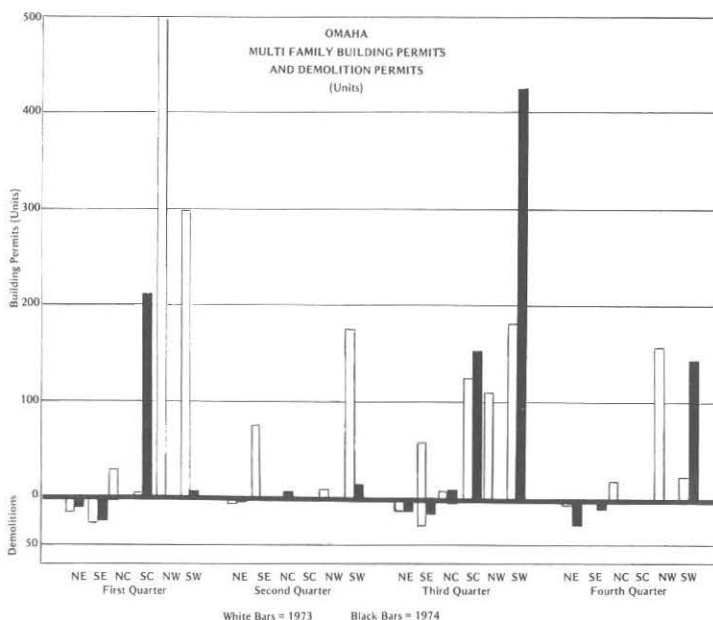
Building permit values in Omaha reached a new high of \$120.5 million in 1974, up 30.4 percent from \$92.4 million in 1973. A few very large projects (see non-residential building permits) contributed to the record high. At the same time, a major part of the construction industry (see residential building permits) was in a downward trend.

**Residential Building Permits.** New residential housing authorized by building permits dropped sharply in 1974 from 1973. The total number of single-family units for which permits were issued declined 52 percent (2,062 to 980 units), and single-family permit values declined 54 percent (\$24.1 million to \$11.1 million). An examination of demolition permit data showed that 19 percent of the single-family units were for replacement housing in 1973 compared to 43 percent in 1974. In contrast, approximately 90 percent of the multi-family units were net additions to Omaha's housing stock both in 1973 and 1974.

The decline in residential building permits parallels national rates, which show new housing starts down over 40 percent in 1974 compared to 1973.<sup>4</sup> (New housing starts closely parallel trends in building permits, with a 30 to 90 day lag.) At least one national authority expects housing activity to climb slowly throughout 1975 and lead the economy out of the current downturn.<sup>5</sup> However, the extent to which this trend may hold for Omaha is problematical because of the unsold inventory of approximately 400 single-family units and 700 condominiums, and the unrented inventory of approximately 4,500 apartments in the area as of December, 1974.<sup>6</sup>

An analysis of data by subarea showed both the greatest absolute decline (556 units) and greatest percentage decline (68 percent) in single-family units authorized by building permit from

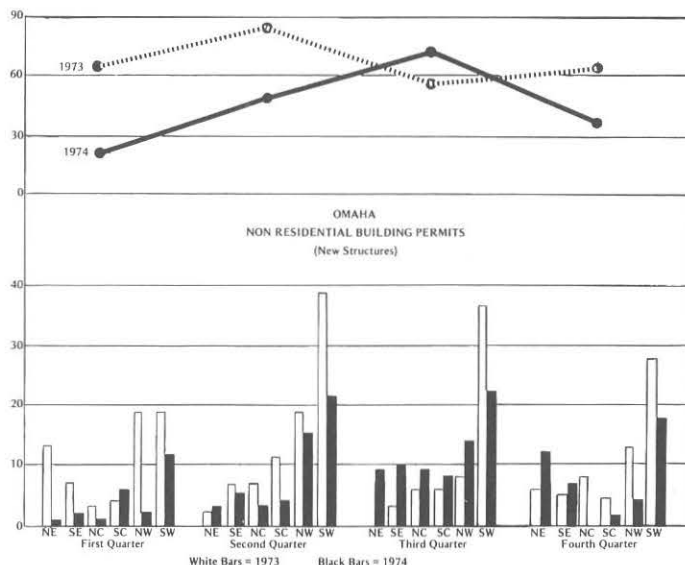
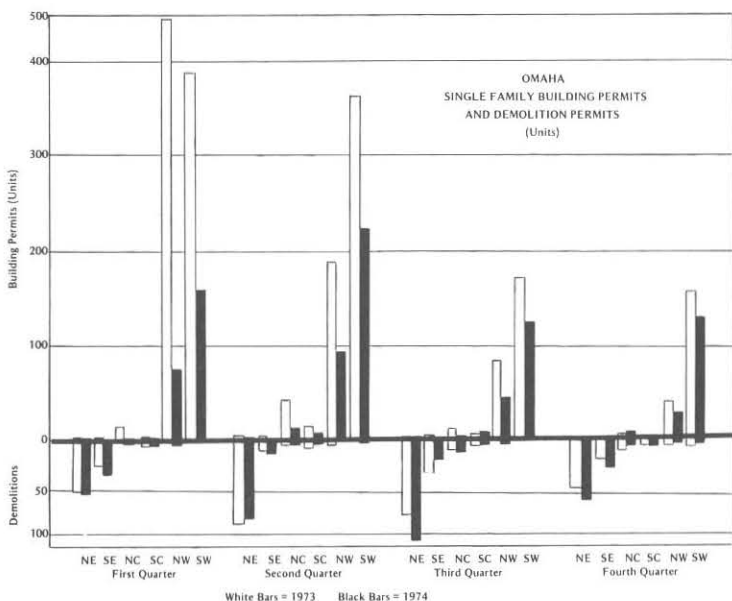
1973 to 1974 was in Northwest Omaha. Declines in Northwest and Southwest Omaha combined accounted for 93 percent of the overall decline in single-family building permits. At the same time almost all of the decline in multi-family units from 1973 to 1974 can be attributed to a 795 unit drop in Northwest Omaha. Southcentral Omaha showed the only increase in multi-family units (up 259) in 1974.



**Non-Residential Building Permits.** The number of non-residential building permits authorized in 1974 was down 31 percent from 1973 (274 to 190). However, the total value of non-residential (new structure) permits rose from \$36.4 million in 1973 to \$80.8 million in 1974 (up 121 percent).

Three projects--Omaha Public Power Districts emission control system at its North Omaha Station, Creighton University-St. Joseph Hospital, and a 15 story office structure--contributed more than 60 percent of the total value of non-residential building permits in 1974.

**Permits for Improvements and Additions.** The remaining category of construction activity, permits for improvements and additions, rose from \$17.9 million in 1973 to \$21.6 million in 1974. This represents a 21 percent increase.

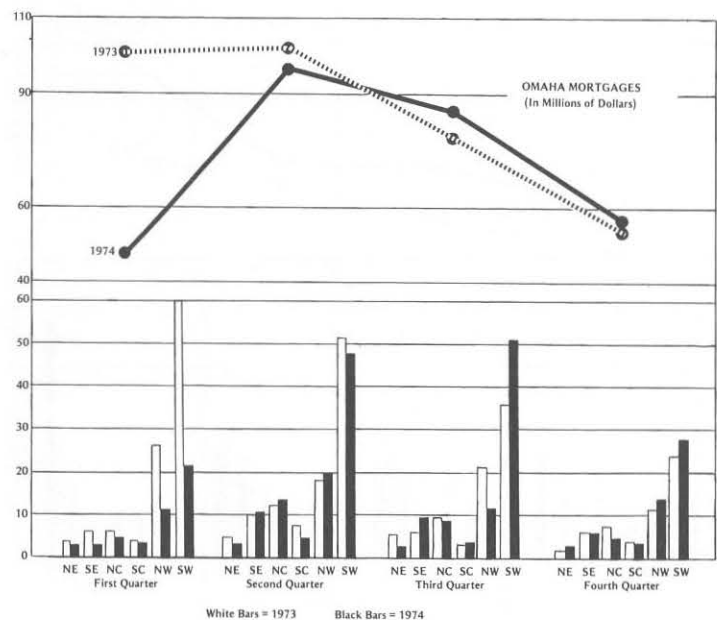
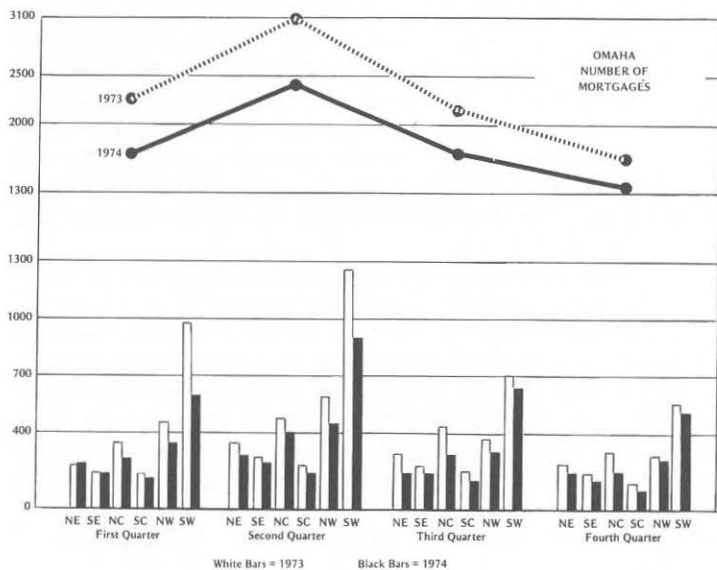


## Mortgages

Mortgage lending activity, in terms of total number of mortgages made, declined approximately 22 percent from 9,154 in 1973 to 7,133 in 1974. In terms of total money loaned, however, mortgage lending activity declined only 14 percent from approximately \$335 million in 1973 to \$289 million in 1974. This modest decline was in spite of a drastic 52 percent drop from over \$100 million in the first quarter of 1973 to less than \$47 million in the first quarter of 1974. In fact, the total amount of money loaned in the last two quarters of 1974 exceeded the amount in the last two quarters of 1973 by approximately \$10 million (\$143 million to \$133 million).

At the same time the average size of individual mortgages increased by approximately \$3,974, or 11 percent, from \$36,576 in 1973 to \$40,550 in 1974.

Mortgage money appears to be becoming more plentiful, as evidenced by three consecutive monthly declines in the average interest rate nationally on conventional first mortgages. This trend indicates the prospects are good that mortgage lending activity both nationally and in Omaha will remain strong during 1975.



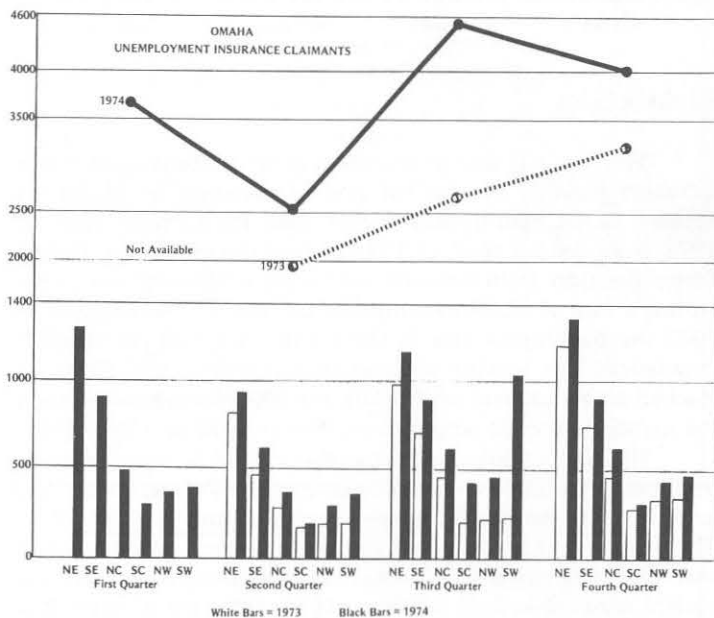
## Unemployment Insurance Claimants

One of the components used by the U.S. Department of Commerce in the index of leading indicators used to forecast economic trends is initial claims for unemployment insurance (U.I.). As of December, 1974, the government's index of leading indicators was pointing to an economic decline for the fifth month in a row-surpassed only by a six-month decline during the 1956-57 recession.<sup>8</sup>

Data on U.I. Claimants in Omaha indicates that the number of unemployment insurance claimants increased in six of the last seven quarters. The number was up 28 percent in the second quarter of 1974 compared to the second quarter of 1973. The increase in 1974 compared to 1973 was 67 percent in the third quarter and 25 percent in the fourth quarter.

Overall, increases in U.I. Claimants were most pronounced in the western subareas. Second quarter data showed a 49 and 73 percent increase for Northwest and Southwest Omaha respectively. There was a 112 and 357 percent increase respectively in the third quarter, and 52 and 57 percent increase respectively in the fourth quarter.

Although the rate of increase was less in the fourth quarter, an unemployment rate of 7.1 percent in January (up from 5.8 percent in December) makes it difficult to be optimistic in the short-run. Passage of legislation authorizing federal payments to municipalities for hiring jobless persons to work in public service positions, and to provide extended unemployment benefits to state and local employees, farm workers, and domestic workers as well as extensions on the number of weeks of eligibility (which will go into affect in Nebraska in the latter part of February) will help. In contrast to the national rate (8.2 percent) unemployment in Omaha (7.1 percent) continues to be below the rate for most urban areas. However, no longer can it be said that Omaha has little or no involuntary unemployment.



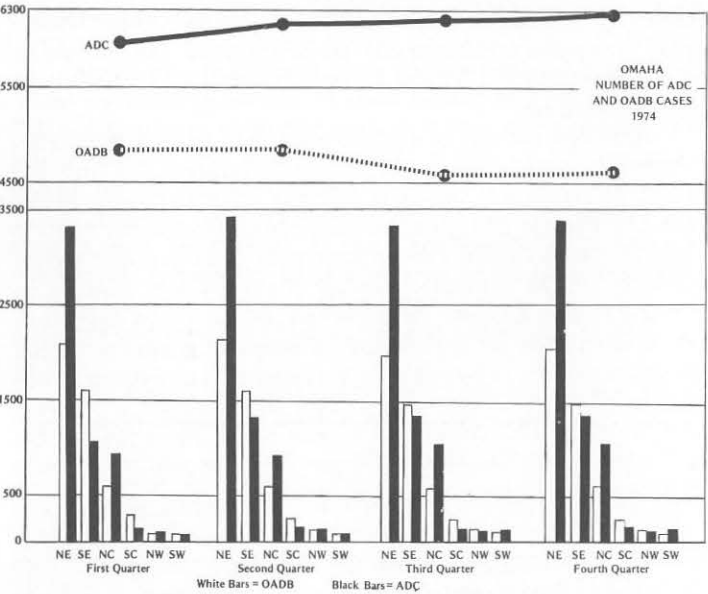
## Welfare Recipients

Data for welfare recipients is available only for 1974. Families receiving aid to dependent children (ADC) was lowest in the first quarter of 1974 and increased in each of the other quarters of the year. However, the total number of recipients in the fourth quarter was less than 1 percent more than the previous quarter, and only 3.7 percent higher than the first quarter total.



In comparing first and fourth quarter data, 86 percent of the net increase was accounted for by residents of Northeast and Northcentral Omaha. Southcentral Omaha was the only subarea to show a reduction in number of recipients in the fourth quarter compared to the third quarter of 1974.

The data on recipients of OABD (old age, blindness, or disabled) payments indicate a pattern of slight fluctuations. The totals for the last quarter of 1974 are slightly higher than the previous quarter, but lower than the first half of the year. Four of the subareas (Northeast, Southeast, Northcentral, and Southcentral Omaha) experienced a drop in the number of recipients from the first to the fourth quarter 1974. The largest decline (166) was in Southeast Omaha. While the number of recipients in Southwest Omaha remained constant the Northwest subarea recorded increases in each successive quarter, with a total increase of 49 recipients from the first to fourth quarter 1974.

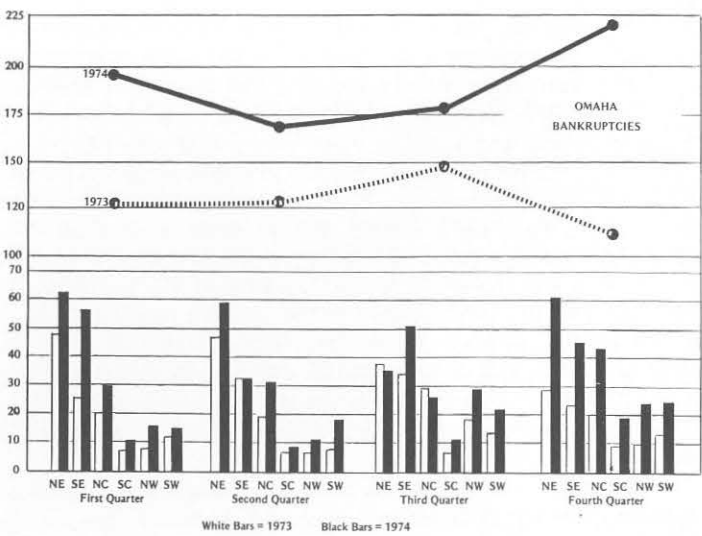


Bankruptcies

Over the last two years, the number of bankruptcies has increased greatly. The current rate of bankruptcies in Omaha appears to be considerably higher than the national rate. In 1973 there were a total of 173,197 bankruptcies in the United States (includes both personal and business bankruptcies) representing a rate of 82-85 bankruptcies per 100,000 population.<sup>9</sup> In 1973 the bankruptcy rate in Omaha was 120-125 per 100,000 population. The number of bankruptcies by the end of 1974 had reached an annual rate of 180-185 per 100,000 population, with the number rising 52 percent from 495 in 1973 to 752 in 1974.

The rise in bankruptcies parallels the rise in unemployment in Omaha. During the fourth quarter of 1974 there were 219 bankruptcies, the highest quarterly total in the last two years. This represented a 24 percent increase over the previous quarter, and more than double the total in the same quarter of 1973. The eastern subareas in both 1973 and 1974 accounted for more than 50 percent of the total bankruptcies with 17 percent contributed by Northcentral Omaha.

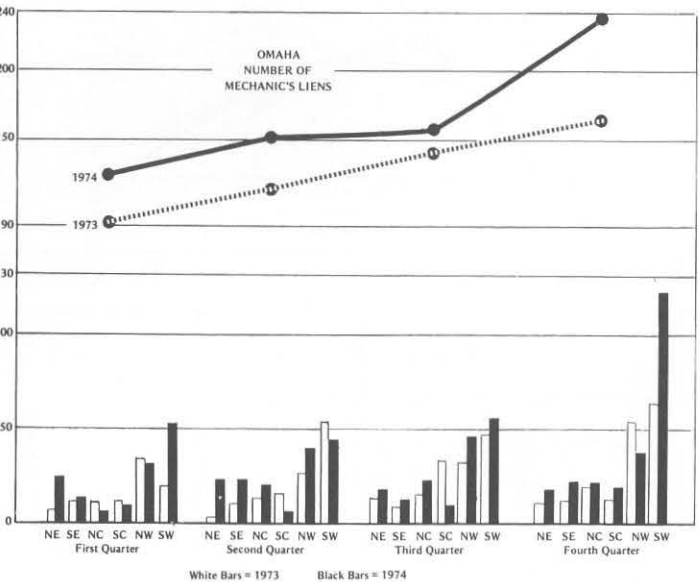
Will the rate of bankruptcies continue to grow? The remarkable increase in the rate of bankruptcies is probably attributable to both growth in the volume of personal indebtedness and short run changes in the level of unemployment. Early in 1975 the local economy is confronted with prospects for further increases in unemployment and in the short run, the bankruptcy rate will be strongly affected by changes in the state of the local economy.



Mechanic's Liens

Mechanic's liens represent claims against property. One who furnishes materials or labor that go into building or one who brings about other improvement of real estate has a vested interest and is given a statutory lien upon the premises which have been improved by the contribution. Liens should, given no statutory changes, increase with growth in the value of construction and decrease with declining building activity. To the extent that mechanic's liens deviate from this pattern they signal an increasing or decreasing problem in paying for material and labor claims against property.

Building permit values amounted to \$92.4 million in 1973. By 1974 building permit values had increased 30.4 percent to \$120.5 million.<sup>10</sup> During this same period of time the value of mechanic's liens were up 180 percent from \$1.8 million in 1973 to \$5.1 million in 1974. The average value of a mechanic's lien went from \$3,510 in 1973 to \$7,520 in 1974, with a \$1.2 million lien on property located in the South Omaha Industrial Park and a \$500,000 lien on an apartment complex in Northwest Omaha accounting for nearly 80 percent of the increase in average value of liens from 1973 to 1974.



The use of "new housing units authorized by building permits" as a basis for comparing 1973 and 1974 relationships between construction activity and liens also illustrates a dramatic change. In 1973 there was one lien per 7.4 units authorized by building permit and in 1974 there was one lien per 2.9 units.

The data on number of mechanic's liens suggest considerable variation by subarea. In both 1973 and 1974 almost two-thirds of all liens were against property located west of 72nd Street. The greatest percentage increase between 1973 and 1974 was recorded in Northeast Omaha (145 percent) followed by Southeast Omaha (79 percent). Southcentral Omaha showed an actual decline (44 percent), while the number of liens was up 50 percent and 7 percent respectively in Southwest and Northwest Omaha.

A Look Ahead: A Survey of Public Opinion<sup>11</sup>

Most Omaha residents are not looking for economic conditions to improve during the remainder of 1975. Omahan's expect 1974's inflation rate to continue through 1975 and unemployment to become a serious problem for the local economy during the remainder of the year.

In contrast to the general public, local businessmen are more optimistic. The majority feel that they will either have higher or the same volume of business, investment, employment and profits during 1975 as compared to 1974.

These were among the major findings of interviews carried out with 504 residents of Omaha (January 20-24, 1975) and businessmen representing 183 local firms (February 5-7, 1975). The results reflect attitudes of residents and businessmen after President Ford's "State of the Union Message".

Specifically, four of every five residents interviewed felt that the rate of inflation experienced in 1974 will continue through 1975, while a similar number indicated unemployment will be a serious problem in Omaha during 1975.

In response to the question "which will be the most serious problem locally, inflation or unemployment"? 46 percent replied that unemployment will be, 41 percent indicated that the most serious problem in 1975 will be inflation. A total of 10 percent thought inflation and unemployment would be equally serious while 3 percent had no opinion. Individuals under 35 years of age tended to be more concerned about inflation rather than unemployment (52 vs. 44 percent), while those 55 years and older expressed a greater concern about unemployment as opposed to inflation (50 vs. 30 percent).

In general, businessmen were more confident about the outlook for the Omaha economy. Of businessmen representing 183 firms with total aggregate employment of over 40,000 workers, two of five anticipated a higher volume of business in 1975. Two of five also predicted that their business volume would remain the same. Firms in the construction and manufacturing industries were most pessimistic, with 40 percent and 22 percent respectively anticipating lower business volumes in 1975.

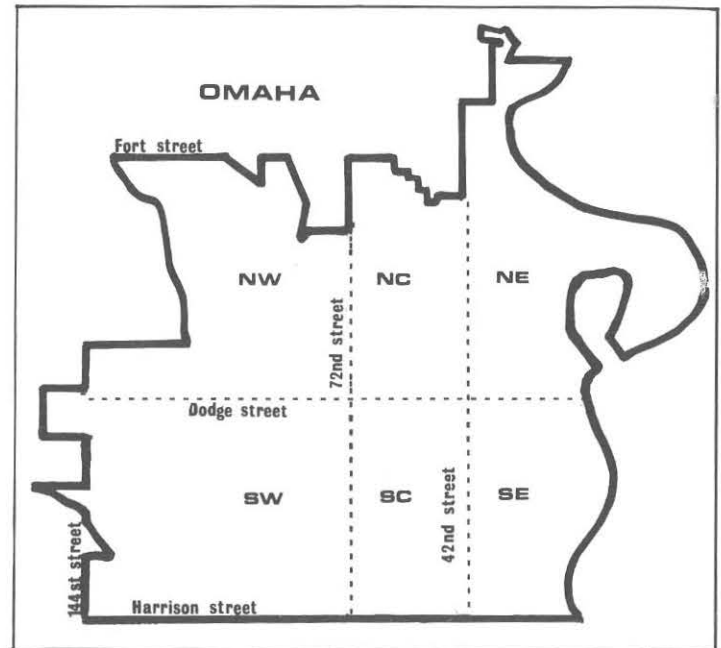
	No. of Respondents	Do you think the high rate of inflation during 1974 will continue through 1975?			Do you think unemployment will be a serious problem in our local economy during 1974?			What do you think will be the most serious problem in Omaha during 1975, inflation or unemployment?			
		Yes	No	No Opinion	Yes	No	No Opinion	Inflation	Unemployment	Equally Serious	No Opinion
	Percent	Percent			Percent			Percent			
Total Omaha	504	80	15	5	79	17	4	41	46	10	3
Male	133	78	20	2	77	19	4	47	42	8	3
Female	371	81	13	6	80	16	4	39	48	10	3
Under 35	207	88	11	1	76	20	4	52	44	3	1
35 - 55	150	79	15	5	83	13	5	36	46	13	5
Over 55	147	71	20	9	80	16	4	30	50	16	4
Under \$8,000	143	81	13	6	88	8	4	34	50	12	4
\$8 - 12,000	130	80	16	4	79	17	4	39	50	9	2
\$12 - 20,000	117	82	15	3	78	19	3	45	44	8	3
Over \$20,000	61	75	18	7	71	26	3	56	34	8	2
No Response	53	81	13	6	70	23	8	36	45	11	8
Northeast	89	84	12	4	88	9	3	36	53	11	0
Southeast	121	82	12	6	82	12	7	34	52	11	3
Northcentral	92	83	14	3	81	17	2	36	51	10	3
Southcentral	57	79	18	3	74	25	2	42	40	16	2
Northwest	66	77	18	5	74	23	3	53	41	3	3
Southwest	79	75	18	7	73	22	5	52	34	8	6

		Will your firms local volume of business in 1975 be higher, lower, or about the same as in 1974?				Will the number of those working for your firm increase, decrease or remain the same as in 1974?			Do you expect your firms profit margin in 1975 to go up, down, or remain about the same as in 1974?			
		No. of Firms										
	Higher	Same	Lower	Don't Know	Increase	Same	Decrease	Up	Same	Down	Don't Know	
			Percent				Percent			Percent		
Total Firms	183	42	40	17	1	16	65	19	21	36	36	7
Manufacture	71	30	48	22	0	10	66	24	18	34	38	10
Retail	35	54	29	14	3	23	57	20	26	37	34	3
Wholesale	26	42	50	8	0	15	81	4	19	35	38	8
Construction	19	16	37	40	5	16	37	47	21	37	42	0
Finance	32	72	28	0	0	25	72	3	25	41	25	9

Four of five businessmen representing local firms felt their work force would either increase or remain the same in 1975. The firms anticipating declines in number of employees were most pronounced in the construction industry, (47 percent), while firms in retailing and finance were most optimistic. Of the 183 firms, approximately 75 percent expected their investments in capital goods and inventories in 1975 to equal or exceed 1974 investments.

Overall, businessmen were less optimistic about their profit margins. More than one-third anticipated that their profit margins will decrease compared to one-fifth anticipating higher profit margins.

Will your investment in capital goods and inventories in 1975 increase, decrease or remain about the same as in 1974?					
	No. of Firms	Increase	Same	Decrease	No Response
		Percent			
Total Business	151	31	41	27	1
Manufacture	71	30	37	32	1
Retail	35	40	37	23	0
Wholesale	26	35	42	23	0
Construction	19	16	63	21	0



### Footnotes

<sup>1</sup>Review of Applied Urban Research, July 1974, pp. 4-5.

<sup>2</sup>Number of families as recorded by the U.S. Post Office.

<sup>3</sup>Motor Vehicle Manufacturers Association, 1973-74. In Nebraska there are 125,055 workers out of 675,000 working in automobiles and related jobs. This includes manufacturers of parts, petroleum refining, automobile sales and service, road crews, truck, bus and taxi drivers.

<sup>4</sup>HUD Newsletter, U.S. Department of Housing and Urban Development, vol. 5, no. 52, December 30, 1974.

<sup>5</sup>HUD Newsletter, U.S. Department of Housing and Urban Development, vol. 6, no. 3, January 20, 1975.

<sup>6</sup>Omaha-Council Bluffs Metropolitan Planning Agency. MAPA reports, though, that there is a shortage relative to demand of single-family homes for sale in price categories of \$35,000 and below.

<sup>7</sup>HUD Newsletter, U.S. Department of Housing and Urban Development, vol. 6, no. 5, February 3, 1975.

<sup>8</sup>Wall Street Journal, January 30, 1975.

<sup>9</sup>Tables of Bankruptcy Statistics, Administrative Office of U.S. Courts.

<sup>10</sup>Total includes permits issued for improvements and additions to existing structures.

<sup>11</sup>Respondents were selected from the Omaha Telephone Directory, using E.S. Pearson's Table of Random Sampling Numbers. The true values are within  $\pm 1.5$  percent of calculated values at the 90 percent confidence level.

### Data Sources and Subarea Delineations

Several sources of data have been utilized in this report. The data sources were as follows: (1) automobile registrations, bankruptcies, migration, mechanic's liens, and mortgages were from the *Daily Record*, (2) building permit data were from the Division of Permits and Inspections, Housing and Community Development Department, City of Omaha, (3) births and deaths were from the Division of Vital Statistics of the Douglas County Health Department, (4) welfare cases were from the Douglas County Department of Welfare Administration, (5) unemployment insurance claimants were from the Nebraska Department of Labor, and (6) the U.S. Post Office served as the source of data on the number of businesses and families in the Omaha area.

Omaha, defined as the urban portion of Douglas County was divided into six geographic areas with 42nd and 72nd Street serving as east-west boundaries and Dodge Street serving as the north-south boundary. All data were compiled either by address, zip code zone, or census tract. Data gathered by zip code zone and census tract were aggregated to conform as closely as possible to the 42nd, 72nd and Dodge Street boundaries.

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Kwame Annor, Paul S. T. Lee, Armin K. Ludwig, *Research Assoc.*  
Margaret A. Hein, *Urban Data Base Coordinator/Interviewer*





	(000's)										(000's)				(000's)				(Millions)				(000's)												
Southwest Omaha																																			
1973																																			
I	1341	13	261	62	41	121	268	91	90	391	\$4688.3	303	\$1688.9	19	\$ 3,741	0	0	19	\$ 100.7	944	\$ 59.8	NA	NA	NA	1281	\$ 20.6									
II	1524	9	293	60	49	168	384	87	121	370	\$700.7	178	838.0	39	4,127	0	0	52	169.7	1243	50.2	137	NA	NA	1309	20.8									
III	1131	14	306	63	34	142	725	88	117	175	2090.4	165	1058.8	37	5,661	0	0	47	120.0	695	35.1	229	NA	NA	1420	22.9									
IV	1005	14	311	70	24	74	311	48	56	158	1884.0	22	595.7	27	2,985	3	0	62	345.8	543	23.4	308	NA	NA	1394	22.6									
Total	5001	50	1171	255	148	505	1688	314	384	1094	\$14363.4	668	\$4181.4	122	\$16,514	3	0	180	\$ 736.2	3425	\$168.5	—	NA	NA	—	—									
1974																																			
I	1083	15	295	64	25	91	291	62	52	166	\$1902.8	6	\$ 63.9	12	\$ 5,738	1	0	51	\$ 193.0	584	\$ 21.8	371	123	102	1384	\$ 22.7									
II	1285	18	308	71	27	107	355	73	94	230	2838.4	17	149.6	21	3,680	2	0	44	261.8	896	47.2	324	130	88	1413	22.9									
III	1340	23	317	58	27	98	491	69	114	121	1416.4	432	2050.0	22	1,744	1	0	54	414.4	625	50.0	1047	136	103	1489	23.1									
IV	876	25	334	64	11	33	260	48	56	129	1421.0	155	3700.0	18	1,939	2	0	122	856.3	490	27.2	482	145	101	1551	23.4									
Total	4584	81	1254	257	90	329	1397	252	316	646	\$7578.6	610	\$5963.5	73	\$13,101	6	0	271	\$1725.5	2595	\$146.2	—	—	394	—	—									
Omaha Totals																																			
1973																																			
I	4655	123	1561	834	633	633	963	506	391	921	\$8698.2	839	\$6142.2	65	\$ 7,486	84	39	91	\$ 368.2	2268	\$100.3	NA	NA	NA	11548	\$ 140.8									
II	5537	123	1481	760	774	774	1485	618	557	624	9082.8	267	1429.5	85	10,895	111	12	118	402.7	3078	101.6	1996	NA	NA	11492	139.6									
III	4269	141	1562	733	800	800	2413	669	599	290	3536.1	468	3666.3	59	9,528	115	49	142	542.3	2161	79.7	2704	NA	NA	11744	142.3									
IV	3368	108	1494	818	490	490	1150	449	287	227	2822.1	217	2770.0	65	8,540	82	14	167	505.0	1647	53.2	3239	NA	NA	9588	142.6									
Total	17829	496	6098	3145	2697	2697	6011	2242	1834	2062	\$24139.2	1791	\$14008.0	274	\$38,449	392	114	518	\$1818.2	9154	\$334.8	—	NA	NA	—	—									
1974																																			
I	3654	192	1454	807	466	466	1071	455	249	252	\$2839.2	221	\$ 883.9	24	\$ 8,537	92	32	133	\$1709.1	1696	\$ 47.6	3699	5979	4835	9814	\$ 142.6									
II	4452	164	1474	779	548	548	1220	591	480	352	4205.0	27	247.7	51	6,496	90	6	152	587.7	2390	97.9	2560	6128	4819	9808	142.9									
III	4451	177	1506	807	501	501	1807	687	526	185	2066.6	612	3025.3	72	51,055	137	35	157	1451.2	1698	87.0	4507	6157	4579	12168	144.2									
IV	2757	219	1600	892	241	241	1034	436	251	191	2073.7	155	3700.0	43	14,758	100	39	235	1343.2	1349	56.8	4039	6200	4599	12288	144.7									
Total	15324	752	6034	3285	1756	1756	5132	2169	1506	980	\$11184.5	1015	\$7856.9	190	\$80,846	417	112	677	\$5091.2	7133	\$289.3	—	—	—	—	—									
(R) = Revised. <i>Mechanic's Liens and Mortgages</i> revised to include land identified by range and township as well as by subdivision. <i>Single-Family and Multi-Family Building Permits</i> revised (1973 and first and second quarters of 1974) to agree with definitions used by Omaha Permits and Inspections Department.																																			
"One family houses include semi-detached row and townhouses or townhouse apartments. In the case of semi-detached row and townhouses (including townhouse apartments) they are counted as a single-family dwelling when separated from another unit by a ground-to-roof party wall".																																			
This resulted in a shifting of several hundred units from the multi-family category to the single-family category. The following units and values were shifted to the single-family category of units.																																			
First Quarter, 1973 - 478 units (90 permits) \$3,504,101													Third Quarter, 1973 - 12 units (4 permits) \$156,494													First Quarter, 1974 - 7 units (1 permit) \$82,000									
Second Quarter, 1973 - 65 units (13 permits) \$1,176,801													Fourth Quarter, 1973 - 60 units (11 permits) \$684,742													Second-Quarter, 1974 - 16 units (4 permits) \$300,000									

## ECONOMIC IMPACT OF THE UNIVERSITY OF NEBRASKA AT OMAHA ON THE OMAHA ECONOMY \*

*(Editors Note: Although many of the indicators monitored by the Center for Applied Urban Research point to a downward trend in the local economy--this is far from true in all sectors. A recent 1974 study by the Center entitled "Economic Impact of the University of Nebraska at Omaha on the Omaha Economy" points out the dramatic growth of UNO and the large economic*

*impacts that the institution has on the community. This report with the use of a money flow diagram highlights some of the economic relationships that exist between the campus and the community. Data used in the study were obtained from published reports, interviews, correspondence, and sample surveys of visitors, students, faculty, and staff.)*

## Highlights

- The University of Nebraska at Omaha (UNO) related local business volume is estimated at between \$107.6 and \$116.7 million annually.

Of the total business volume generated by UNO, \$45.5 million of local expenditures are made by the University, faculty, staff, students, and visitors to the campus. Another \$34.8 million of University related local expenditures are made to purchase goods and services from local businesses. In addition, between \$27.3 and \$36.4 million of local business activity is generated by the University related expenditures that are spent and respend locally.

- An estimated \$35.3 million in local business property is committed to University related business.

A total of \$21.7 of real property and \$13.6 of business inventories are committed to University related business.

- The Omaha area credit base is expanded by \$23.2 million as a result of University related deposits with local banks.

The University's average savings deposit held in local banks is \$75,000. The average savings deposit for faculty and staff members is \$2,165 and for students the amount is \$833. Average demand deposits of the University are \$68,000. Faculty and staff have average checking deposits of \$485 while students have average deposits of \$205.

\*The Authors are Ralph H. Todd, Director of the Center for Applied Urban Research and Robert F. Blair, Graduate Student, Department of Public Administration.

- A total of 6,195 local jobs are attributed to the presence of the University.

In addition to the 1,225 faculty and staff members at UNO, an estimated 4,970 jobs are generated as a result of the University's expenditures in the local economy.

- A total of \$40.1 million of personal income is generated from University related jobs and business activity.

In addition to \$11.9 million of gross compensation to faculty and staff, UNO related jobs and business activity

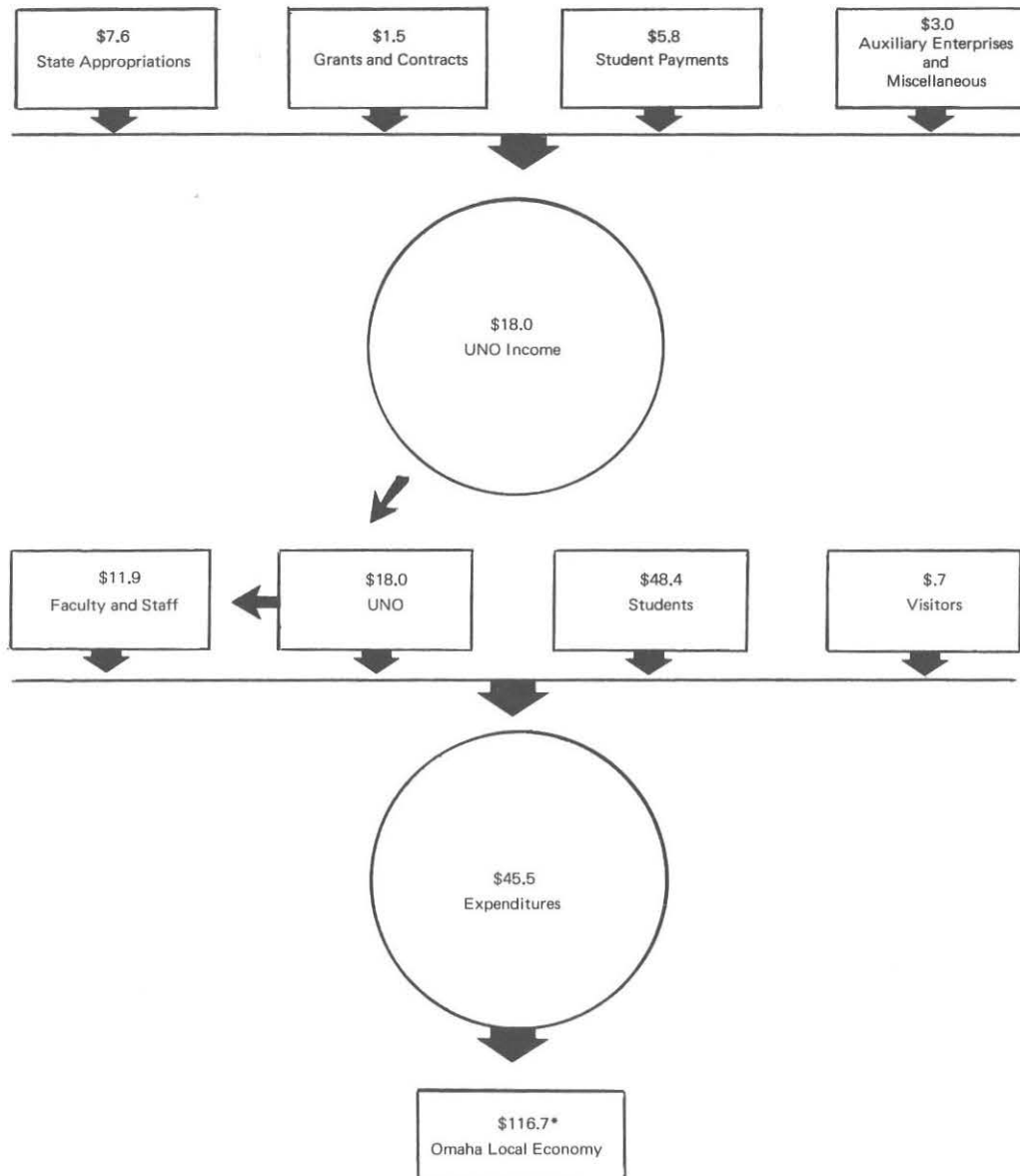
accounts for an estimated \$28.2 million in personal income to the community.

- A total of \$8.5 million of revenue received by local governments is attributed to the presence of the University.

The estimated local government revenue consists of \$5.0 million in property taxes, \$222,620 in sales taxes, and \$2.5 million of other revenues, e.g., wheel tax fees and user charges for water, sewer and sanitation paid by the University, faculty, staff, and students. In addition, an estimated \$793,375 of state aid allocable to local governments can be attributed to the presence of the University.

### MONEY FLOW BETWEEN UNO AND LOCAL ECONOMY

(Millions of Dollars)



\*Includes multiplier effects. Initial dollars spent in the local economy today will become incomes of local households, firms, and governments tomorrow. Of this new income some is saved, some is paid out in taxes, and some is respent. The dollars respent in the local economy once again will return to someone in the form of income. This process of expenditure-income transformation is called the "Multiplier Effect", because the ultimate total amount of income generated will be several times the amount of initial expenditure.

## WHAT IS CAUR?

The Center for Applied Urban Research (CAUR) is a part of the College of Public Affairs and Community Service of the University of Nebraska at Omaha. It was established to carry out research on current problems facing community leaders and officials. The range of its activities includes studies on urban finance and taxation, governmental administration, employment and economic development, environmental quality, education, health, welfare, housing and community development, recreation, transportation, intergovernmental relations and the many other aspects of urban communities large and small.

The Center's research staff of eight full-time professionals includes six Ph.D's (in Economics, Geography, Political Science, and Statistics) and a senior government official on assignment from the U.S. Department of Housing and Urban Development

under the Intergovernmental Personnel Mobility Program. Graduate assistants with training in urban planning, sociology, public administration and other urban-related skills, as well as faculty members from other departments of the University of Nebraska and Creighton University, are available to the Center as needed for various research projects.

The Center has a full-time urban information and statistical data coordinator and its own library containing over 3,500 documents concerned with urban Nebraska, the Mid-West and the United States.

The research staff serves on city, state, regional and national advisory committees and boards to make available the Center's research findings and conclusions to decisions on urban problems.

Research findings are published in the *Review of Applied Urban Research* monthly which is distributed free to those who request it.

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