

Table 1: Rural Mainstreet Economy Last 2 Months & One Year Ago: (index > 50 indicates expansion)			
	Jan. 2023	Dec. 2023	Jan. 2024
Area Economic Index	53.8	41.7	48.1
Loan Volume	58.0	80.9	71.9
Checking Deposits	70.0	41.4	62.0
Certificates of Deposit and Savings Instruments	72.0	65.5	62.0
Farmland Prices	66.0	67.2	64.0
Farm Equipment Sales	61.4	49.5	47.9
Home Sales	38.5	43.3	38.0
Hiring	53.9	49.0	50.0
Retail Business	51.9	46.6	46.0
Confidence Index (area economy six months out)	40.4	43.3	38.5

Table 2: The Rural Mainstreet Economy, January 2024					
	Percentage of Bankers Reporting				
	6% to 10%	11% to 15%	16% to 20%	21% to 30%	31% to 40%
What percentage of your farm clients do you expect to face a generational transition during the next decade?	11.5%	19.2%	11.5%	23.1%	34.7%
	Percentage of Bankers Reporting				
	Threat		Opportunity		Both Threat and Opportunity
Do you view generational transitions on the farm as a threat or opportunity for your bank?	0%		19.2%		65.4%
	Heirs	Farmers in Area	Farmers Outside Area	Corporate Buyers	International Buyers
What will be the likely transfer of ownership of most farms?	53.8%	42.3%	0.0%	0.0%	0.0%

Follow Ernie Goss on Twitter: [www.twitter.com/erniegoss](https://twitter.com/erniegoss)

or historical data and forecasts, visit our website:

<https://www.creighton.edu/economicoutlook/>

For ongoing commentary on recent economic developments, visit our blog at:

<http://www.economictrends.blogspot.com/>