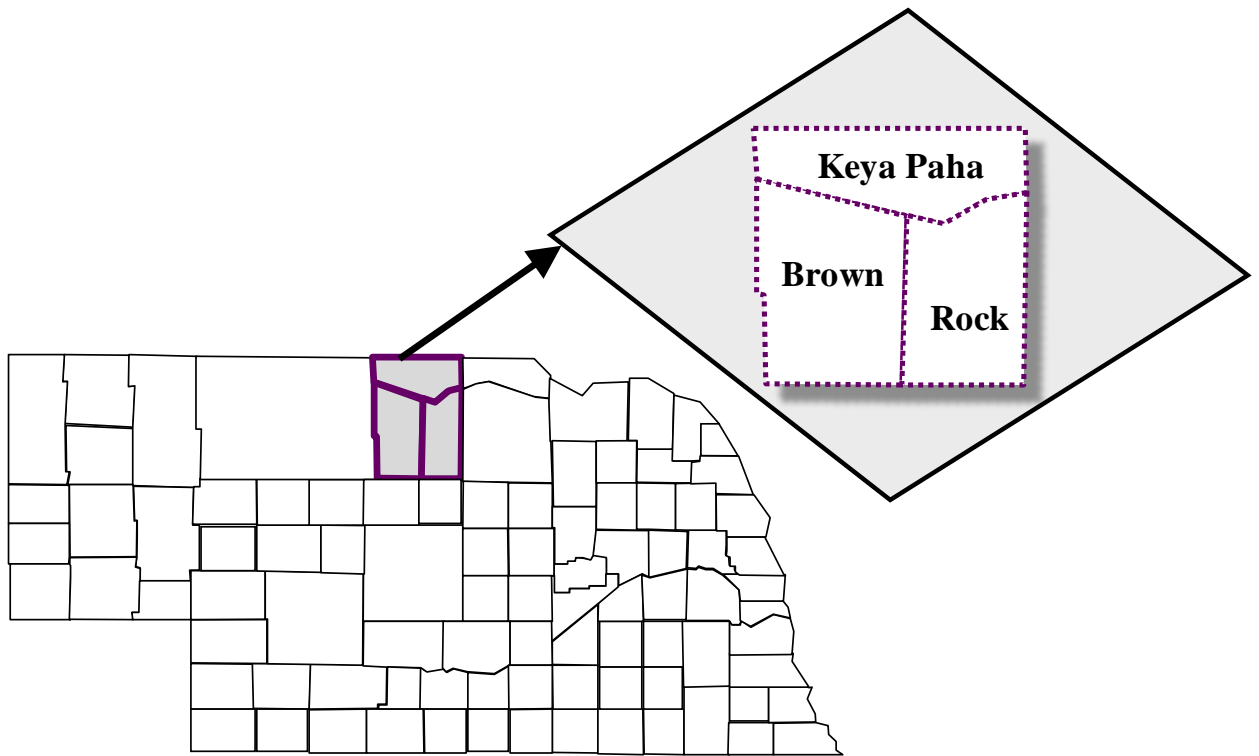


Economic and Demographic Trends

Brown, Keya Paha & Rock Counties Nebraska



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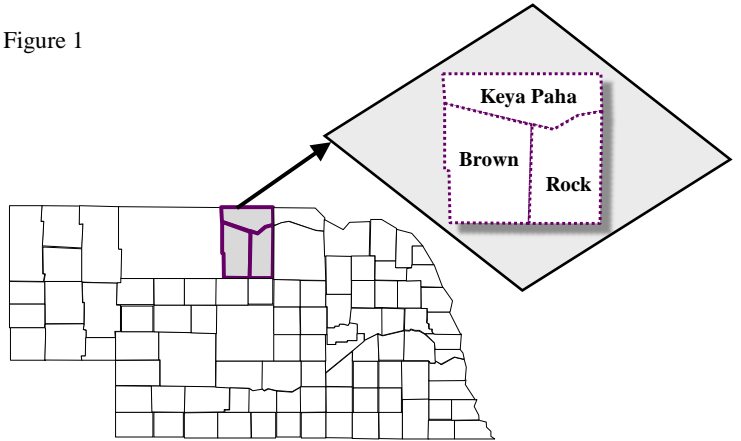
Available Online @ sites.nppd.com



Economic and Demographic Trends in Brown, Keya Paha & Rock Counties, Nebraska

This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Brown, Keya Paha, and Rock Counties. For select measures, comparable data are provided for the surrounding area (selected counties and communities). Figure 1 (map) shows the general area for which selected comparable data are shown. The retail sales section also compares retail growth between Ainsworth and eight other similarly sized Nebraska communities.

Figure 1



Labor Force and Employment

The first chart (next page) compares the distribution of non-farm wage and salary (W&S) employment by major economic sector in the Study Area with the non-metropolitan distribution. Non-metropolitan Nebraska is defined as Nebraska minus the seven metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington. Non-farm wage and salary employment consists of the following 11 sectors:

- Manufacturing (Durable & Nondurable)
- Natural Resources & Construction
- Trade (Retail & Wholesale)
- Transportation, Warehousing & Utilities
- Information
- Financial Activities
- Professional & Business Services
- Education & Health Services
- Leisure & Hospitality
- Other Services (except Public)
- Government

The measure of employment reported in Tables 1a–1d are data on the number of people employed in the non-agriculture wage and salary sector in the Study Area (regardless of their county of residence). These data indicate total non-farm wage and salary employment in the Study Area decreased 4.7 percent (-83 jobs) between 2001 and 2009.

Tables 1b–1d also provide employment data for Brown, Keya Paha & Rock Counties by major economic sector for years 2001–2009. Due to significant non-disclosure of data within the Study Area, it is difficult to identify employment sectors changes during this time period.

Table 1a

Non-Farm Wage & Salary Employment Trends, Study Area
Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	# Change 2001-2009	% Change 2001-2009
Non-farm Employment (W&S)	1,777	1,801	1,760	1,751	1,782	1,808	1,732	1,711	1,694	-83	-4.7
Manufacturing	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Durable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Non-manufacturing											
Natural Resources & Construction	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Trade	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Wholesale Trade	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Retail Trade	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Transportation, Warehousing & Utilities	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Information	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Financial Activities	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Professional & Business Services	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Education & Health Services	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Leisure and Hospitality	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Other Services, except Public	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Government	712	712	699	673	676	674	656	673	687	-25	-3.5
Federal	35	37	38	35	33	31	32	34	32	-3	-8.6
State	72	70	62	60	63	67	68	75	69	-3	-4.2
Local	604	605	600	578	579	575	557	566	586	-18	-3.0

Labor Force & Work Force Summary, 2001-2009, Annually, Brown-Keya Paha-Rock Counties, Nebraska (August 2010 data)

Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure of individual reporting units

(N/A) Data not available

Table 1b

Non-Farm Wage & Salary Employment Trends, Brown County, Nebraska
Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	# Change 2001-2009	% Change 2001-2009
Non-farm Employment (W&S)	1,185	1,181	1,160	1,182	1,211	1,216	1,178	1,194	1,170	-15	-1.3
Manufacturing	(D)	(D)	43	47	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Durable Goods	(D)	(D)	(D)	(D)	(D)	(D)	0	0	0	(N/A)	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Non-manufacturing											
Natural Resources & Construction	63	49	43	43	55	42	41	43	45	-18	-28.6
Trade	207	244	247	271	260	290	294	313	311	104	50.2
Wholesale Trade	59	67	54	53	60	66	87	97	95	36	61.0
Retail Trade	148	177	193	219	200	224	206	216	216	68	45.9
Transportation, Warehousing & Utilities	20	24	26	29	27	31	26	25	25	5	25.0
Information	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Financial Activities	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Professional & Business Services	45	(D)	40	36	40	38	59	49	52	7	15.6
Education & Health Services	(D)	139	129	132	135	(D)	125	118	111	(N/A)	(N/A)
Leisure and Hospitality	97	111	116	128	128	117	115	112	103	6	6.2
Other Services, except Public	(D)	(D)	40	38	(D)	(D)	62	57	55	(N/A)	(N/A)
Government	431	427	415	397	389	385	381	393	399	-32	-7.4
Federal	25	27	28	27	26	25	25	27	24	-1	-4.0
State	53	51	44	44	47	50	50	53	50	-3	-5.7
Local	353	349	343	326	315	309	306	313	326	-27	-7.6

Labor Force & Work Force Summary, 2001-2009, Annually, Brown-Keya Paha-Rock Counties, Nebraska (August 2010 data)

Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure of individual reporting units

(N/A) Data not available

Table 1c

Non-Farm Wage & Salary Employment Trends, Keya Paha County, Nebraska
Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	# Change 2001-2009	% Change 2001-2009
Non-farm Employment (W&S)	116	117	120	117	124	124	112	109	105	-11	-9.5
Manufacturing	0	0	0	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Durable Goods	0	0	0	0	0	0	0	0	0	0	0.0
Nondurable Goods	0	0	0	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Non-manufacturing											
Natural Resources & Construction	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Trade	(D)	(D)	(D)	(D)	20	(D)	(D)	9	(D)	(N/A)	(N/A)
Wholesale Trade	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Retail Trade	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Transportation, Warehousing & Utilities	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Information	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Financial Activities	0	0	0	0	0	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Professional & Business Services	0	0	0	0	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Education & Health Services	0	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Leisure and Hospitality	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Other Services, except Public	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Government	74	73	72	69	74	71	66	71	68	-6	-8.1
Federal	3	3	3	2	2	1	1	2	2	-1	-33.3
State	6	6	6	6	6	6	6	8	6	0	0.0
Local	64	64	64	61	66	64	59	62	59	-5	-7.8

Labor Force & Work Force Summary, 2001-2009, Annually, Brown-Keya Paha-Rock Counties, Nebraska (August 2010 data)
Source: Nebraska Department of Labor, Labor Market Information
(D) Data withheld to avoid disclosure of individual reporting units
(N/A) Data not available

Table 1d

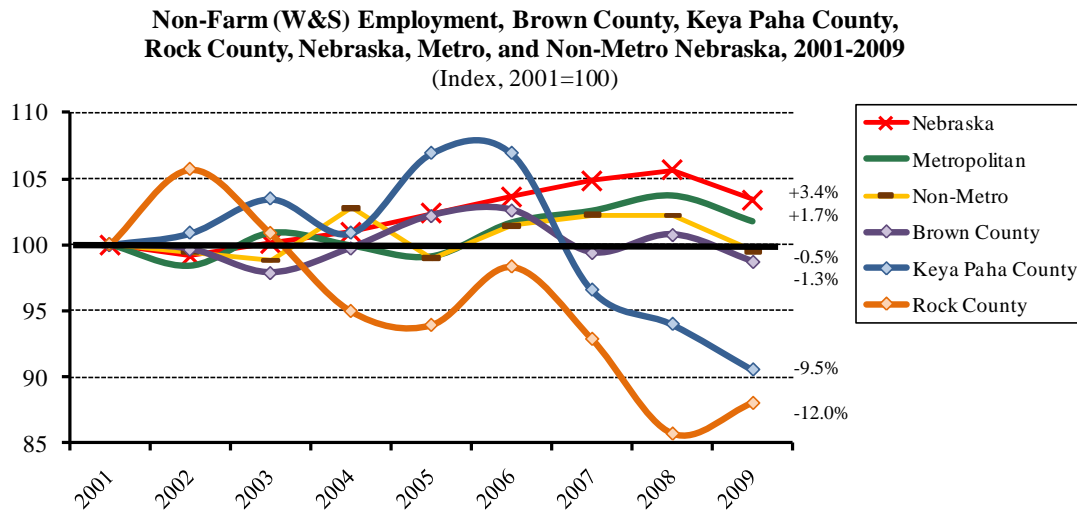
Non-Farm Wage & Salary Employment Trends, Rock County, Nebraska
Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	# Change 2001-2009	% Change 2001-2009
Non-farm Employment (W&S)	476	503	480	452	447	468	442	408	419	-57	-12.0
Manufacturing	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Durable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Nondurable Goods	(D)	(D)	(D)	0	0	0	0	0	0	(N/A)	(N/A)
Non-manufacturing											
Natural Resources & Construction	(D)	(D)	6	(D)	6	6	6	7	8	(N/A)	(N/A)
Trade	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Wholesale Trade	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Retail Trade	(D)	(D)	(D)	(D)	52	55	56	47	46	(N/A)	(N/A)
Transportation, Warehousing & Utilities	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Information	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Financial Activities	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Professional & Business Services	(D)	(D)	(D)	3	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Education & Health Services	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Leisure and Hospitality	(D)	(D)	32	30	(D)	31	(D)	19	(D)	(N/A)	(N/A)
Other Services, except Public	25	29	22	19	18	19	18	17	18	-7	-28.0
Government	207	212	212	207	213	218	209	209	220	13	6.3
Federal	7	7	7	6	5	5	6	5	6	-1	-14.3
State	13	13	12	10	10	11	12	14	13	0	0.0
Local	187	192	193	191	198	202	192	191	201	14	7.5

Labor Force & Work Force Summary, 2001-2009, Annually, Brown-Keya Paha-Rock Counties, Nebraska (August 2010 data)
Source: Nebraska Department of Labor, Labor Market Information
(D) Data withheld to avoid disclosure of individual reporting units
(N/A) Data not available

Chart 1 compares total non-farm wage and salary employment growth in Brown, Keya Paha, and Rock Counties with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2001–2009. As this chart indicates total non-farm wage and salary employment in Brown County decreased 1.3 percent (-15 jobs); Keya Paha County decreased 9.5 percent (-11 jobs); and Rock County decreased by 12.0 percent (-57 jobs) from 2001 to 2009, compared to a 3.4 percent increase for Nebraska as a whole, a 1.7 percent increase in metropolitan Nebraska, and a 0.5 percent decrease in non-metropolitan Nebraska.

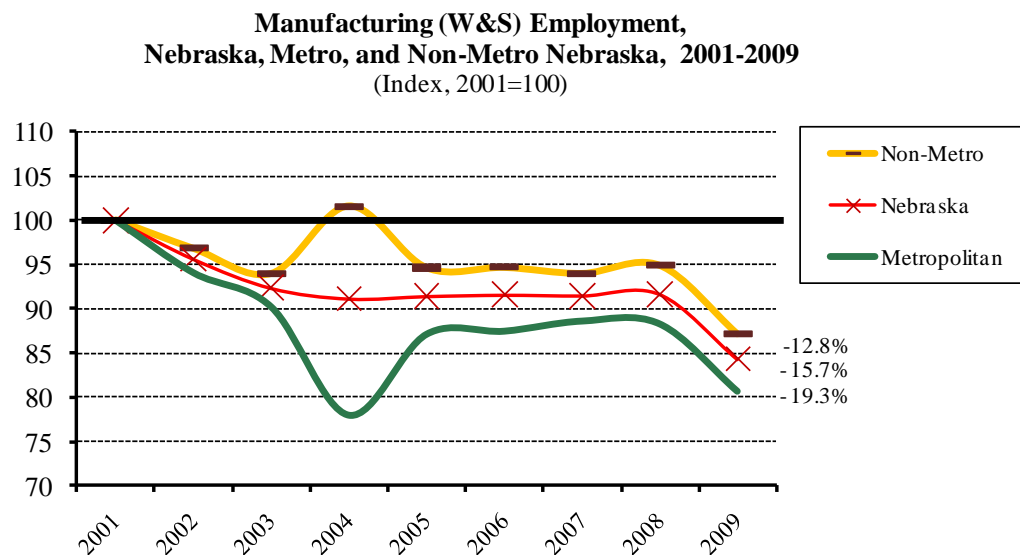
Chart 1



Source: Labor Force & Work Force Summary, August 2010

Chart 2 presents data on manufacturing wage and salary employment growth for Nebraska, metropolitan, and non-metropolitan areas. Brown, Keya Paha, and Rock Counties are not represented in this chart due to data being withheld in an attempt to avoid disclosure of individual reporting units. The Manufacturing sector for non-metropolitan Nebraska experienced a 12.8 percent decline in employment compared to a 15.7 percent decrease for Nebraska as a whole and a 19.3 percent decrease for metropolitan Nebraska over the same period.

Chart 2



Source: Labor Force & Work Force Summary, August 2010

The next tables (Table 2a-2d) shows labor force information for the combined Study Area as well as Brown, Keya Paha, and Rock Counties individually for the time period 2001–2009. In the case of the labor force information (labor force, unemployment, and total employment), these data are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was a 7.7 percent decrease (-257 people) in the number of Study Area residents participating in the labor force between 2001 and 2009.

The percent of those unemployed in the study area decreased by 0.9 percent (-1 person) between 2001 and 2009. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Study Area unemployment rate was 3.4 percent in 2009; significantly below that for metropolitan Nebraska (4.8 percent), Nebraska as a whole (4.6 percent), and non-metropolitan Nebraska (4.4 percent).

Table 2a
Labor Force & Employment Trends, Combined Study Area
Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	# Change 2001-2009	% Change 2001-2009
Labor Force	3,353	3,375	3,423	3,343	3,295	3,289	3,077	3,072	3,096	-257	-7.7
Unemployment	107	113	131	112	106	90	83	92	106	-1	-0.9
Unemployment Rate	3.2	3.3	3.8	3.4	3.2	2.7	2.7	3.0	3.4	(N/A)	(N/A)
Employment	3,246	3,262	3,292	3,231	3,189	3,199	2,994	2,979	2,990	-256	-7.9

Labor Force & Work Force Summary, 2001-2009, Annually, Brown-Keya Paha-Rock Counties, Nebraska (August 2010 data)
Source: Nebraska Department of Labor, Labor Market Information
(N/A) Data not available

Table 2b
Labor Force & Employment Trends, Brown County, Nebraska
Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	# Change 2001-2009	% Change 2001-2009
Labor Force	1,905	1,903	1,922	1,928	1,923	1,908	1,818	1,848	1,835	-70	-3.7
Unemployment	65	67	75	65	63	55	47	50	60	-5	-7.7
Unemployment Rate	3.4	3.5	3.9	3.4	3.3	2.9	2.6	2.7	3.3	(N/A)	(N/A)
Employment	1,840	1,836	1,847	1,863	1,860	1,853	1,771	1,798	1,775	-65	-3.5

Labor Force & Work Force Summary, 2001-2009, Annually, Brown-Keya Paha-Rock Counties, Nebraska (August 2010 data)
Source: Nebraska Department of Labor, Labor Market Information
(N/A) Data not available

Table 2c
Labor Force & Employment Trends, Keya Paha County, Nebraska
Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	# Change 2001-2009	% Change 2001-2009
Labor Force	445	444	463	441	435	429	380	385	394	-51	-11.5
Unemployment	11	17	16	14	15	13	14	18	19	8	72.7
Unemployment Rate	2.5	3.8	3.5	3.2	3.4	3.0	3.7	4.7	4.8	(N/A)	(N/A)
Employment	434	427	447	427	420	416	366	366	375	-59	-13.6

Labor Force & Work Force Summary, 2001-2009, Annually, Brown-Keya Paha-Rock Counties, Nebraska (August 2010 data)
Source: Nebraska Department of Labor, Labor Market Information
(N/A) Data not available

Table 2d
Labor Force & Employment Trends, Rock County, Nebraska
Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	# Change 2001-2009	% Change 2001-2009
Labor Force	1,003	1,028	1,038	974	937	952	879	839	867	-136	-13.6
Unemployment	31	29	40	33	28	22	22	24	27	-4	-12.9
Unemployment Rate	3.1	2.8	3.9	3.4	3.0	2.3	2.5	2.9	3.1	(N/A)	(N/A)
Employment	972	999	998	941	909	930	857	815	840	-132	-13.6

Labor Force & Work Force Summary, 2001-2009, Annually, Brown-Keya Paha-Rock Counties, Nebraska (August 2010 data)
Source: Nebraska Department of Labor, Labor Market Information
(N/A) Data not available

Residence and Work Flow Patterns

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Brown, Keya Paha, and Rock Counties (Study Area). A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination report looks at the area from which a county is pulling employees to fill positions. These data are from the U.S. Census Bureau’s Local Employment Dynamics (LED) program. This program uses a variety of statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data. The most current data available for the Study Area are from 2008.

Table 3 examines the Work Destination area for the Study Area from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 1,760 Study Area labor force participants holding primary jobs. As Table 3 shows, 95.7 percent of Study Area’s labor force participants are employed within the state of Nebraska. The majority of the Study Area workers stay within Brown, Keya Paha, and Rock County boundaries for employment. Looking deeper to the locality level, the table also shows the top 25 locations where Study Area labor force participants are employed.

Table 3

Work Destination Report
Where Workers are Employed Who Live in the Selection Area
 2008

	Count	Share
Total Primary Jobs	1,760	100%

By States

Job Counts by States Where Workers are Employed
 2008

	Count	Share
Nebraska	1,685	95.7%
South Dakota	46	2.6%
Colorado	13	0.7%
Wyoming	4	0.2%
Kansas	2	0.1%
Missouri	2	0.1%
Alabama	1	0.1%
California	1	0.1%
Indiana	1	0.1%
Iowa	1	0.1%
All Other Locations	3	0.2%



Table 3 (continued)

By Counties

Job Counts by Counties Where Workers are Employed 2008

	Count	Share
Brown County, NE	805	45.7%
Rock County, NE	303	17.2%
Holt County, NE	137	7.8%
Keya Paha County, NE	86	4.9%
Cherry County, NE	49	2.8%
Douglas County, NE	34	1.9%
Custer County, NE	28	1.6%
Buffalo County, NE	23	1.3%
Dawes County, NE	22	1.2%
Dawson County, NE	22	1.2%
All Other Locations	230	13.1%



By Place (top 25)

Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed 2008

	Count	Share
Ainsworth city, NE	685	38.9%
Bassett city, NE	275	15.6%
O'Neill city, NE	65	3.7%
Valentine city, NE	40	2.3%
Omaha city, NE	34	1.9%
Stuart village, NE	33	1.9%
Newport village, NE	28	1.6%
Broken Bow city, NE	25	1.4%
Chadron city, NE	22	1.2%
Lincoln city, NE	20	1.1%
Atkinson city, NE	13	0.7%
Grand Island city, NE	13	0.7%
Kearney city, NE	9	0.5%
North Platte city, NE	8	0.5%
Cozad city, NE	7	0.4%
Imperial city, NE	7	0.4%
Neligh city, NE	7	0.4%
Cody village, NE	6	0.3%
Gordon city, NE	6	0.3%
Long Pine city, NE	6	0.3%
Fremont city, NE	5	0.3%
Ogallala city, NE	5	0.3%
Sidney city, NE	5	0.3%
Winner city, SD	5	0.3%
Bridgeport city, NE	4	0.2%
All Other Locations	427	24.3%



People also travel from other locations to work in Brown, Keya Paha, and Rock Counties (Study Area)—this is the Home Destination report or the labor shed area. Table 4 depicts the home locations of those employed within the Study Area. The Census identified 1,484 primary jobs within the Study Area. As Table 4 indicates, 96.7 percent of these jobs are held by Nebraska residents. Approximately 20 percent of Brown, Keya Paha, and Rock County workers live outside the Study Area borders and the Top 25 localities show the distribution of resident locations around the area.

Table 4

Home Destination Report Where Workers Live Who are Employed in the Selection Area

2008

	Count	Share
Total Primary Jobs	1,484	100%

By States

Job Counts by States Where Workers Live

2008

	Count	Share
Nebraska	1,435	96.7%
South Dakota	44	3.0%
New York	3	0.2%
Kansas	1	0.1%



By Counties

Job Counts by Counties Where Workers Live

2008

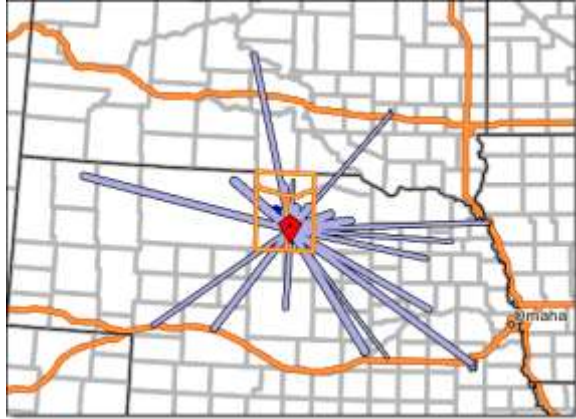
	Count	Share
Brown County, NE	808	54.4%
Rock County, NE	272	18.3%
Keya Paha County, NE	114	7.7%
Holt County, NE	50	3.4%
Cherry County, NE	43	2.9%
Hall County, NE	18	1.2%
Lincoln County, NE	10	0.7%
Dawes County, NE	9	0.6%
Sheridan County, NE	9	0.6%
Valley County, NE	9	0.6%
All Other Locations	135	9.1%



Table 4 (continued)

By Place (top 25)
Job Counts by Places (Cities, CDPs, etc.) Where Workers Live
2008

	Count	Share
Ainsworth city, NE	418	28.20%
Bassett city, NE	102	6.90%
Long Pine city, NE	64	4.30%
Springview village, NE	33	2.20%
Valentine city, NE	26	1.80%
Newport village, NE	25	1.70%
Atkinson city, NE	18	1.20%
Grand Island city, NE	13	0.90%
O'Neill city, NE	11	0.70%
Johnstown village, NE	10	0.70%
Chadron city, NE	8	0.50%
Lincoln city, NE	6	0.40%
North Platte city, NE	6	0.40%
Columbus city, NE	4	0.30%
Ord city, NE	4	0.30%
Pierre city, SD	4	0.30%
Broken Bow city, NE	3	0.20%
Norfolk city, NE	3	0.20%
Ogallala city, NE	3	0.20%
South Sioux City city, NE	3	0.20%
Wayne city, NE	3	0.20%
Mitchell city, SD	3	0.20%
Albion city, NE	2	0.10%
Aurora city, NE	2	0.10%
Burton village, NE	2	0.10%
All Other Locations	708	47.70%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, Dec. 2010

Population and Migration Trends

The following tables (Tables 5 and 6) present population trend data for the Study Area and individual counties within. As Table 5 indicates, the Study Area’s population decreased by 39.5 percent (-4,086 people) between 1950 and 2000. The Study Area’s population decrease of 14.2 percent (-891 people) between 2000 and 2009 compares to a 5.0 percent increase for Nebraska as a whole.

Table 5
County Population 1950-2009
Study Area

Location	1950	1960	1970	1980	1990	2000	2003	2006	2009	% Change 1950-2000	% Change 2000-2009
Nebraska	1,325,510	1,411,330	1,485,333	1,569,825	1,578,417	1,711,266	1,732,873	1,759,779	1,796,619	29.1	5.0
Study Area	10,350	8,662	7,592	8,061	6,705	6,264	5,982	5,662	5,373	-39.5	-14.2
Brown County	5,164	4,436	4,021	4,377	3,657	3,525	3,446	3,271	3,062	-31.7	-13.1
Keya Paha County	2,160	1,672	1,340	1,301	1,029	983	953	877	802	-54.5	-18.4
Rock County	3,026	2,554	2,231	2,383	2,019	1,756	1,583	1,514	1,509	-42.0	-14.1

Source: U.S. Bureau of the Census, Census of Population, April 2010

Table 6 data reveal Study Area communities experienced significant population losses during the 1950–2009 time period. The rural areas outside of the selected communities experienced a 50.7 percent decrease (-2,996 people) during the 1950–2000 time period and a population decrease of 15.0 percent (-438 people) during the 2000 to 2009 time period.

Table 6
Population 1950-2009
Study Area Counties, Communities, and Rural Populations

	1950	1960	1970	1980	1990	2000	2005	2007	2009	% Change 1950-2000	% Change 2000-2009
Study Area (County)	10,350	8,662	7,592	8,061	6,705	6,264	5,700	5,521	5,373	-39.5	-14.2
Brown County	5,164	4,436	4,021	4,377	3,657	3,525	3,402	3,173	3,062	-31.7	-13.1
Ainsworth	2,150	1,982	2,073	2,256	1,942	1,862	1,695	1,640	1,581	-13.4	-15.1
Johnstown	109	81	82	78	48	53	50	48	47	-51.4	-11.3
Long Pine	567	487	363	521	396	341	336	323	313	-39.9	-8.2
Keya Paha County	2,160	1,672	1,340	1,301	1,029	983	930	841	802	-54.5	-18.4
Burton	45	17	23	12	9	11	10	9	9	-75.6	-18.2
Springview	298	281	260	326	304	244	250	240	228	-18.1	-6.6
Rock County	3,026	2,554	2,231	2,383	2,019	1,756	1,525	1,507	1,509	-42.0	-14.1
Bassett	1,066	1,023	983	1,009	743	743	643	634	636	-30.3	-14.4
Newport	207	162	141	141	136	98	86	85	85	-52.7	-13.3
Total Rural Areas:	5,908	4,629	3,667	3,718	3,127	2,912	2,630	2,542	2,474	-50.7	-15.0

Source: U.S. Bureau of the Census, Census of Population, June 2010

The next table (Table 7) presents data on population migration by age group for the Study Area and for Nebraska for the 1990–2000 decade. This table provides further insights into the dynamics of population change. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). The data showing migration patterns by age group indicate that for most counties and for non-metropolitan Nebraska, the most significant out-migration occurred in the ‘15–24’ year age group. The lowest percentage of out-migration typically occurred in the ‘45–64’ and ‘Over 65’ age groups. The Study Area is no exception to this pattern having 55.7 percent out-migration occurring in the ‘15–24’ year age group (-370 people). Individual counties are shown on the next page.

Table 7

**Nebraska Population and Migration,
 by Age Group, 1990 and 2000**

Age Group	--- Population ---		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
NEBRASKA					
0 - 14	363,390	369,427	1.7	15,750	4.3
15 - 24	221,509	255,240	15.2	13,009	5.9
25 - 44	486,020	487,107	0.2	12,644	2.6
45 - 64	284,398	367,294	29.1	6,387	2.2
Over 65	223,068	232,195	4.1	476	0.2
Total:	1,578,385	1,711,263	8.4	48,267	3.1

NON-METRO NEBRASKA					
0 - 14	179,510	169,176	-5.8	9,886	5.5
15 - 24	95,548	109,817	14.9	-12,543	-13.1
25 - 44	214,544	203,423	-5.2	-296	-0.1
45 - 64	147,243	176,709	20.0	6,828	4.6
Over 65	137,212	136,227	-0.7	2,405	1.8
Total:	774,057	795,352	2.8	6,280	0.8

STUDY AREA (3 counties)					
0 - 14	1,507	1,197	-20.6	14	0.9
15 - 24	664	681	2.6	-370	-55.7
25 - 44	1,757	1,449	-17.5	-66	-3.8
45 - 64	1,407	1,551	10.2	35	2.5
Over 65	1,370	1,386	1.2	11	0.8
Total:	6,705	6,264	-6.6	-376	-5.6

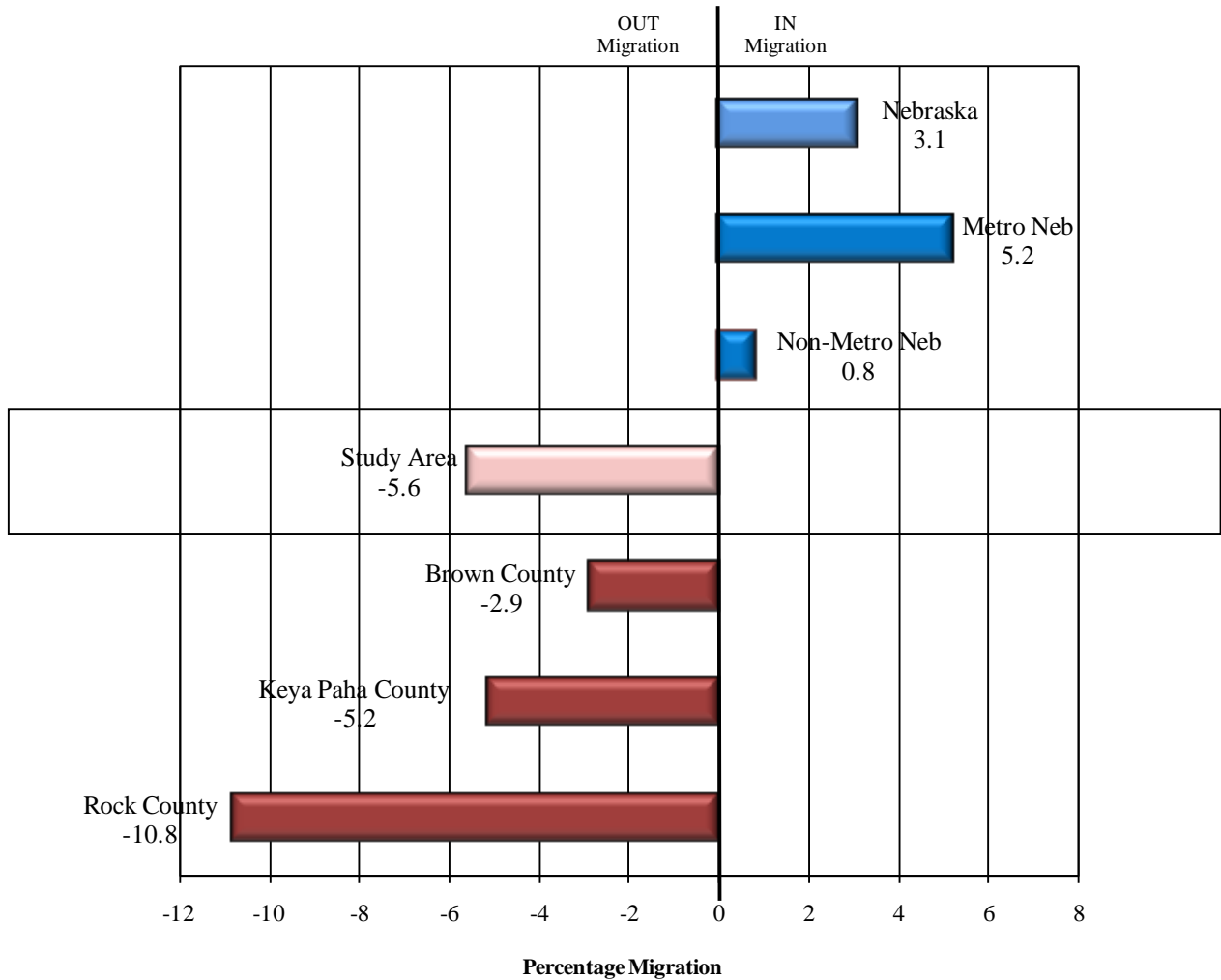
Table 7 (continued)

Age Group	Population		% Change	Net	% of 1990
	1990	2000	1990-2000	Migration	Population
BROWN COUNTY					
0 - 14	810	681	-15.9	-15	-1.9
15 - 24	360	378	5.0	-173	-48.0
25 - 44	923	805	-12.8	-11	-1.2
45 - 64	778	869	11.7	55	7.0
Over 65	786	792	0.8	39	5.0
Total:	3,657	3,525	-3.6	-105	-2.9
KEYA PAHA COUNTY					
0 - 14	217	200	-7.8	31	14.5
15 - 24	96	100	4.2	-66	-68.9
25 - 44	275	230	-16.4	0	-0.1
45 - 64	224	250	11.6	13	5.7
Over 65	217	203	-6.5	-31	-14.3
Total:	1,029	983	-4.5	-53	-5.2
ROCK COUNTY					
0 - 14	480	316	-34.2	-2	-0.4
15 - 24	208	203	-2.4	-131	-63.0
25 - 44	559	414	-25.9	-55	-9.9
45 - 64	405	432	6.7	-33	-8.1
Over 65	367	391	6.5	3	0.9
Total:	2,019	1,756	-13.0	-218	-10.8

Chart 3 graphically depicts the 1990–2000 migration patterns of Nebraska and the Study Area as a percentage of the 1990 population. As these data indicate, the Study Area experienced out-migration of 5.6 percent of the 1990 population (-376 people) while Nebraska recorded net in-migration of 3.1 percent.

Chart 3

**1990-2000 Migration as Percent of 1990 Population
 Brown County, Keya Paha County, and Rock County**

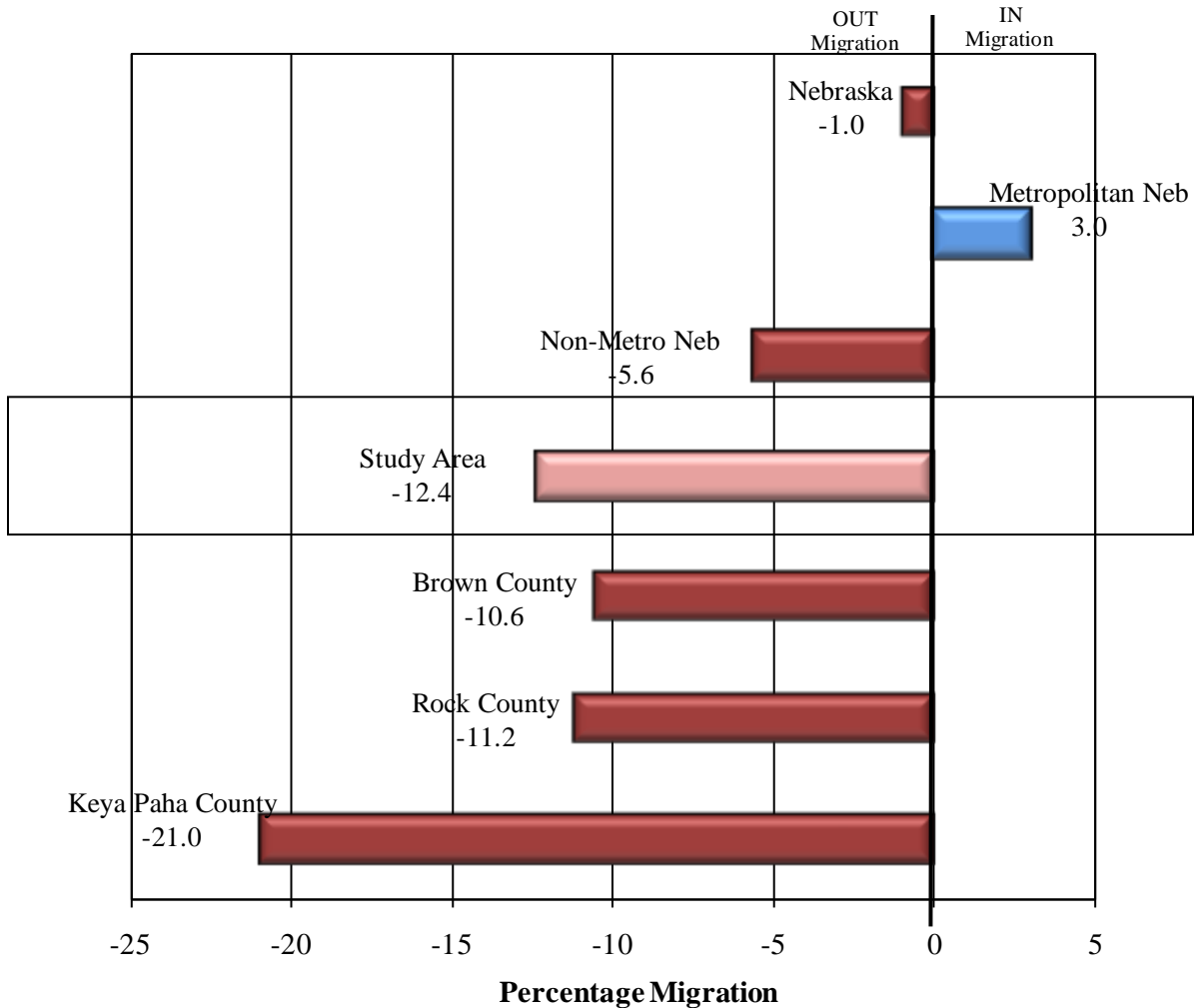


Source: U.S. Census Bureau, Population Estimates and Population Change, July 2005

Chart 4 shows the 2000–2009 migration pattern for the Study Area as a percentage of the 2000 population. The Study Area’s 12.4 percent out-migration (-774 people) compares to a 1.0 percent out-migration for Nebraska as a whole, a 5.6 percent out-migration for non-metropolitan Nebraska, and a 3.0 percent in-migration for Metropolitan Nebraska during the 2000 to 2009 time period.

Chart 4

**2000-2009 Migration as Percent of 2000 Population
 Brown County, Keya Paha County, and Rock County**



Source: U.S. Census Bureau, Population Estimates and Population Change, June 2010

The next two tables (Tables 8 and 9) provide further detail on migration between 2007 and 2008. Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors. While these data provide further insight to where counties are gaining and losing population due to migration, it is important to recognize these data reflect migration activities of tax filing households.

Table 8 data show 57.7 percent of those moving into Brown, Keya Paha, and Rock Counties between 2007 and 2008 moved from other Nebraska locations (75 people). Data also reveal 55 people (42.3 percent) also migrated in from other states.

Table 8

Migration Inflow 2007-2008
Study Area

Moved to the Study Area From:		
Location	#	%
Total U.S.	197	100%
Total Foreign	0	0%
Nebraska	75	57.7%
Different State	55	42.3%

Source: SOI Tax Stats, County-to-County Migration Data Files, IRS, November 2009

Table 9 data reveal 59.6 percent of people migrating out of Brown, Keya Paha, and Rock Counties between 2007 and 2008 remained in the state of Nebraska (102 people). Data show 69 Study Area residents (40.4 percent) also moved to other states during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 9

Migration Outflow 2007-2008
Study Area

Moved from the Study Area to:		
Location	#	%
Total U.S.	258	100%
Total Foreign	0	0%
Nebraska	102	59.6%
Different State	69	40.4%

Source: SOI Tax Stats, County-to-County Migration Data Files, IRS, November 2009

The following chart and table (Chart 5 and Table 10) compare the age distribution of population for Study Area counties and Nebraska as a whole. The population of the Study Area counties is significantly older than Nebraska as a whole. The median age for each of the counties is shown in Table 10.

Chart 5

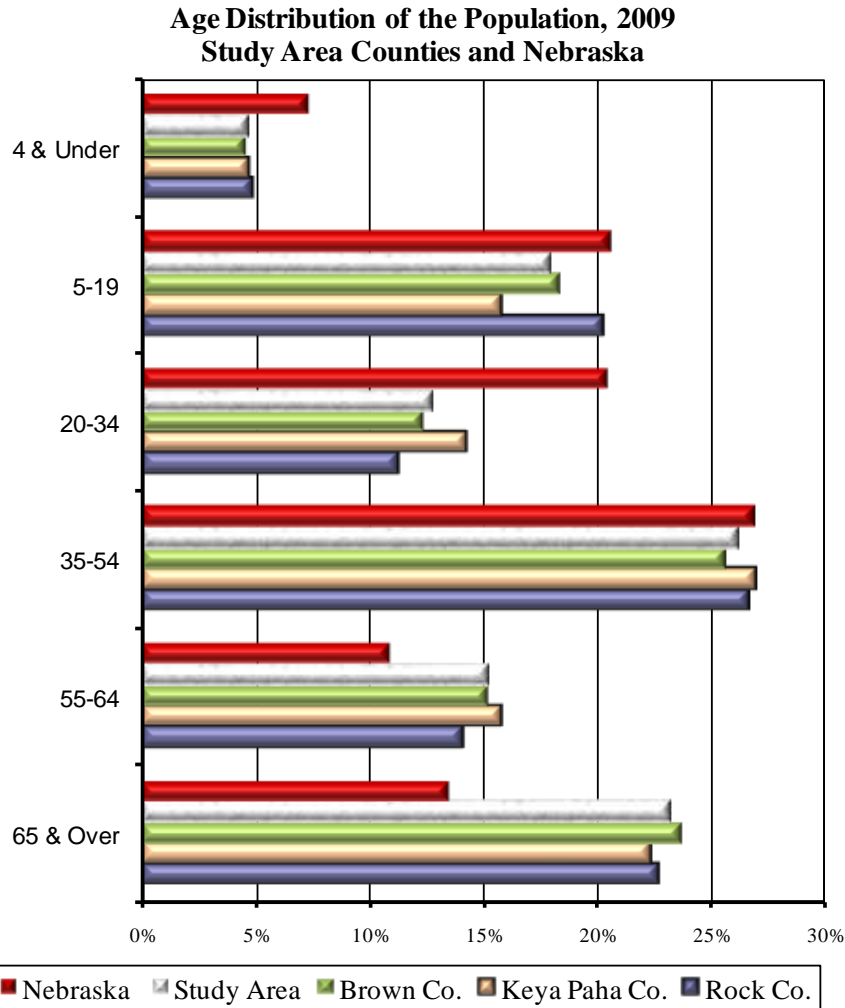


Table 10

**2009 Age Distribution
Nebraska and Study Area**

	Population Count					Percent of Population				
	Nebraska	Study Area	Brown Co.	Keya Paha Co.	Rock Co.	Nebraska	Study Area	Brown Co.	Keya Paha Co.	Rock Co.
4 & Under	132,092	250	140	39	71	7.4%	4.7%	4.6%	4.9%	4.7%
5-19	368,255	966	564	163	239	20.6%	18.0%	18.4%	20.3%	15.8%
20-34	365,740	687	380	91	216	20.5%	12.8%	12.4%	11.3%	14.3%
35-54	481,660	1,408	787	214	407	27.0%	26.2%	25.7%	26.7%	27.0%
55-64	194,838	816	465	113	238	10.9%	15.2%	15.2%	14.1%	15.8%
65 & Over	240,847	1,246	726	182	338	13.5%	23.2%	23.7%	22.7%	22.4%
Total	1,783,432	5,373	3,062	802	1,509	100%	100%	100%	100%	100%
Median Age	35.8	-	48.0	47.7	48.3					

Source: Age Group, Median Age, U.S. Census Bureau, July 2010

Retail Sales

Table 11 and Chart 6 show the retail sales (non-motor vehicle) pull factors for Brown, Keya Paha, and Rock Counties (Study Area) for 2009. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

Table 11

**2009 Retail Sales (Non-Motor Vehicle) Pull Factors
 Nebraska, Non-Metro Nebraska, and the Study Area**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
Study Area	5,373	41,554	7,734	0.72
Brown County	3,062	31,173	10,181	0.94
Keya Paha County	802	2,178	2,715	0.25
Rock County	1,509	8,203	5,436	0.50

Source: U.S. Census Bureau and Nebraska Department of Revenue, April 2010

Reviewing the pull factors at the county level indicates the Study Area suffers from retail leakage. The 2009 pull factor of 0.72 indicates, on a per capita basis, retail sales in the Study Area are approximately 28 percent less than the state's average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for the Study Area (0.72) with the pull factor for the non-metropolitan area of Nebraska (0.87) indicates per capita retail sales in the Study Area are approximately 17.4 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 6

**2009 Retail Sales (NMV) Pull Factors,
 Nebraska, Non-Metro Nebraska, and the Study Area**

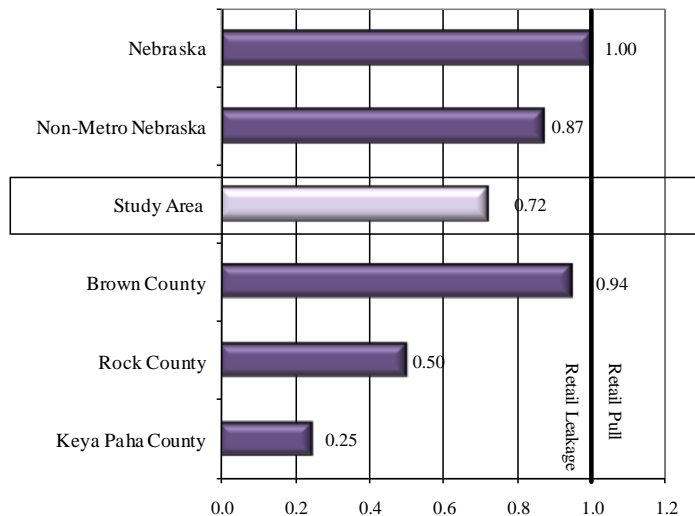


Table 12 and Chart 7 further breakdown the 2009 pull factors into the communities reporting retail sales figures within the Study Area. As this table indicates, the community of Ainsworth had the strongest pull factor (1.73) compared to the other communities reporting within the Study Area. Together, the communities and counties contributed to an overall pull factor of 0.72 for the Study Area in 2009.

Table 12

**2009 Retail Sales (NMV) Pull Factors
Nebraska and Available Study Area Communities**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
Study Area	5,373	41,554	7,734	0.72
Brown County:	3,062	31,173	10,181	0.94
Ainsworth	1,581	29,534	18,680	1.73
Johnstown	47	225	4,788	0.44
Long Pine	313	1,388	4,434	0.41
Keya Paha County	802	2,178	2,715	0.25
Burton	9	(D)	(NA)	(NA)
Springview	228	1,920	8,422	0.78
Rock County	1,509	8,203	5,436	0.50
Bassett	636	7,979	12,545	1.16
Newport	85	223	2,619	0.24

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2010

(D) Data withheld to avoid individual disclosure

(NA) Data not available

Chart 7

**2009 Retail Sales (NMV) Pull Factors
Nebraska and Available Study Area Communities**

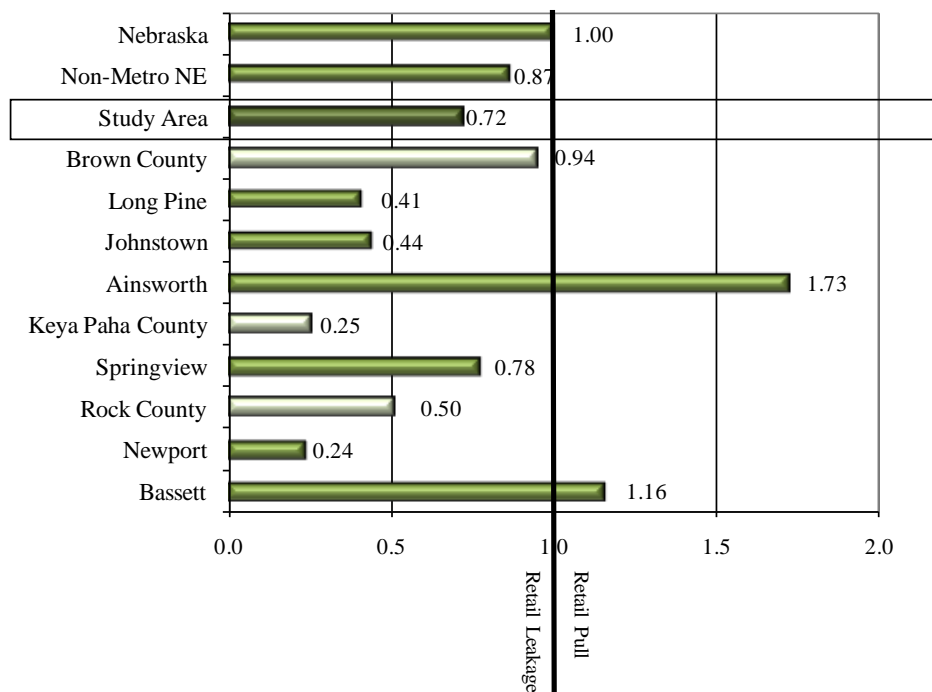


Table 13 (sorted by population) and Chart 8 (sorted by pull factor) show the 2009 pull factors for Nebraska, Ainsworth, and eight other similarly sized communities selected from around the state. Ainsworth's pull factor of 1.73 leads the group for 2009 thus indicating Ainsworth has greater retail pull.

Table 13

**2009 Retail Sales (NMV) Pull Factors
 Ainsworth & Other Similarly Sized Nebraska Communities**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
Brown (Ainsworth)	1,581	29,534	18,680	1.73
Gordon (Sheridan)	1,477	24,445	16,551	1.54
Stanton (Stanton)	1,553	9,866	6,353	0.59
Wymore (Gage)	1,558	5,501	3,531	0.33
Springfield (Sarpy)	1,579	7,932	5,023	0.47
Tecumseh (Johnson)	1,586	15,045	9,486	0.88
Albion (Boone)	1,600	27,866	17,416	1.62
Pierce (Pierce)	1,659	9,738	5,870	0.54
Hickman (Lancaster)	1,687	4,764	2,824	0.26

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2010

Chart 8

**2009 Retail Sales (NMV) Pull Factors, Nebraska,
 Ainsworth & Other Similarly Sized Nebraska Communities**

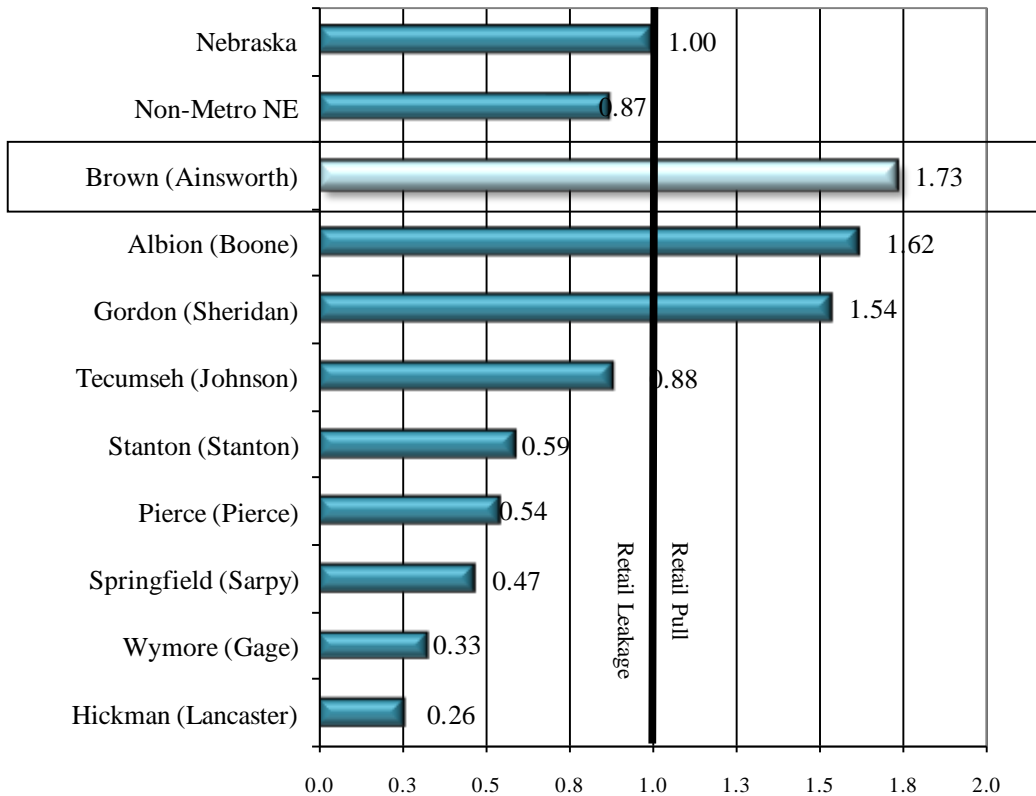
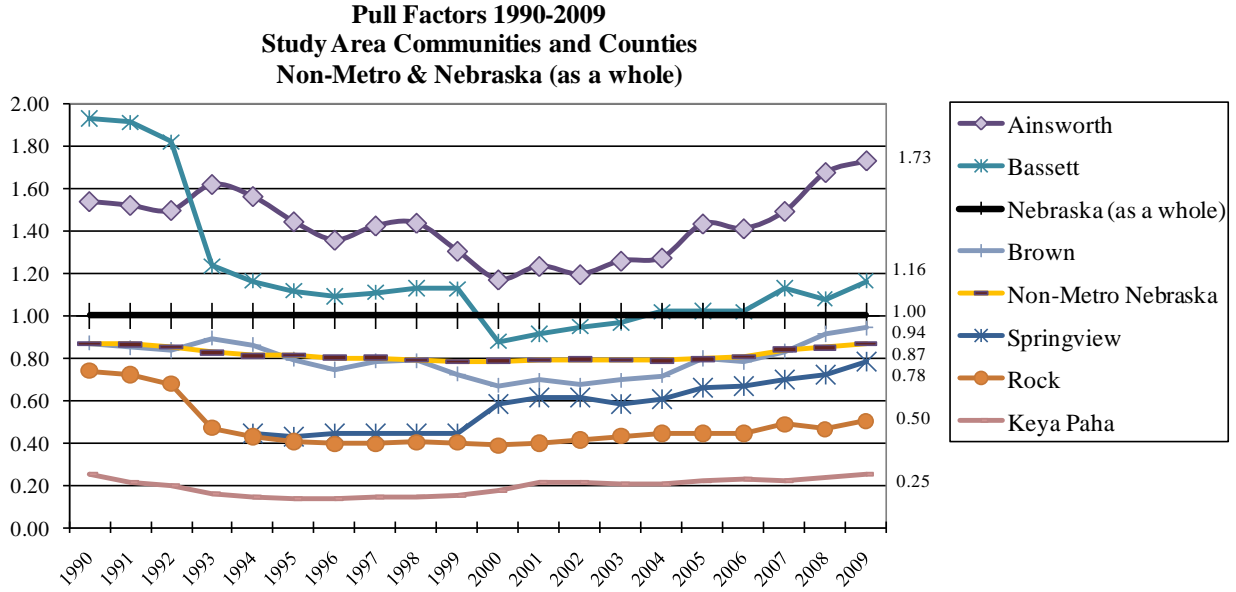


Chart 9 illustrates the pull factor trend for Study Area communities and counties, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2009. In examining the time line, it is evident that much of the area has experienced retail leakage.

Chart 9



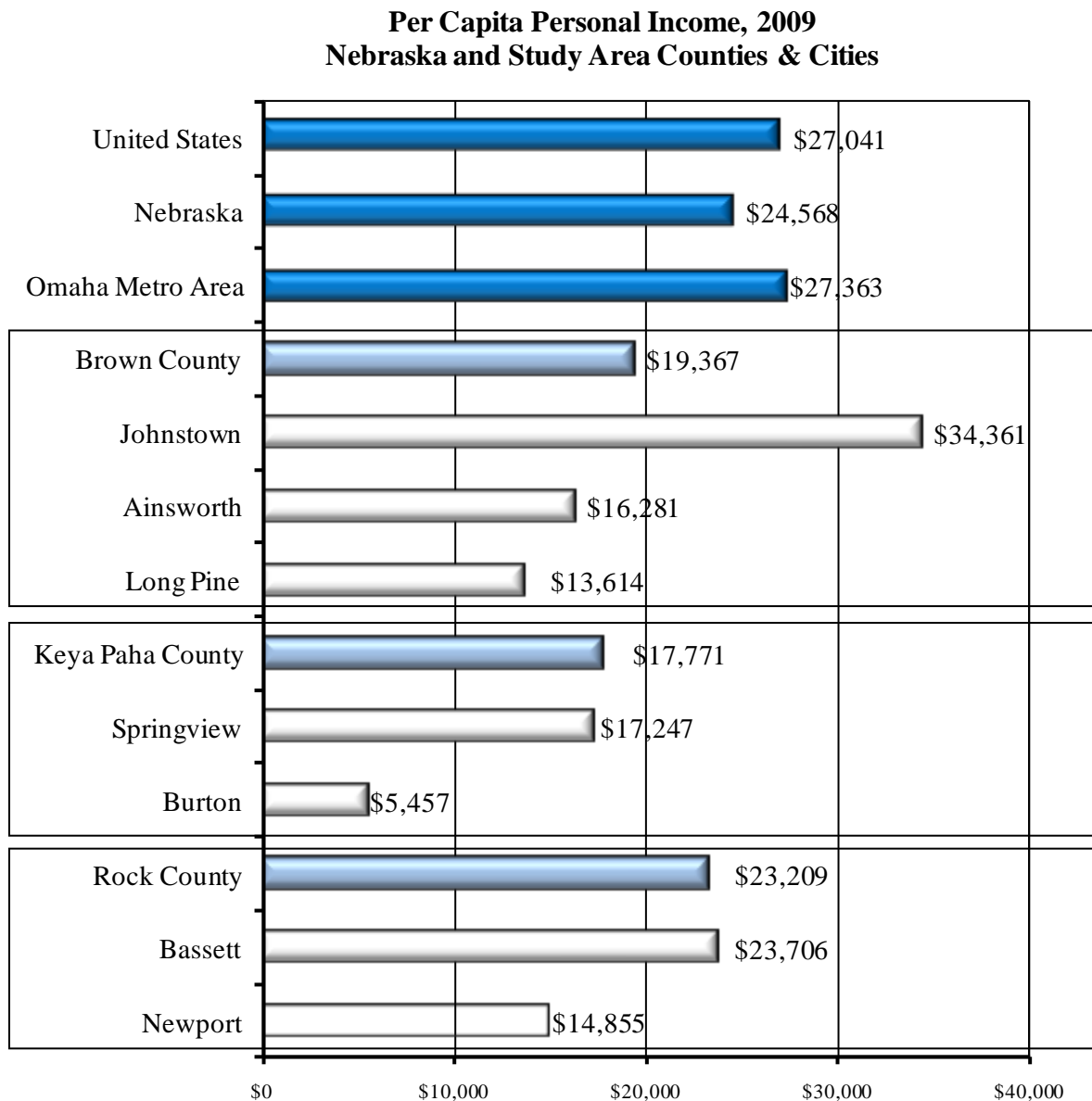
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2010

Per Capita Personal Income

Chart 10 examines the per capita personal income levels within the Study Area. Released in December 2010, the American Community Survey data allows us for the first time to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

Data show per capita personal income in 2009 for Brown, Keya Paha, and Rock Counties as well as Nebraska and the Omaha Metro area.

Chart 10



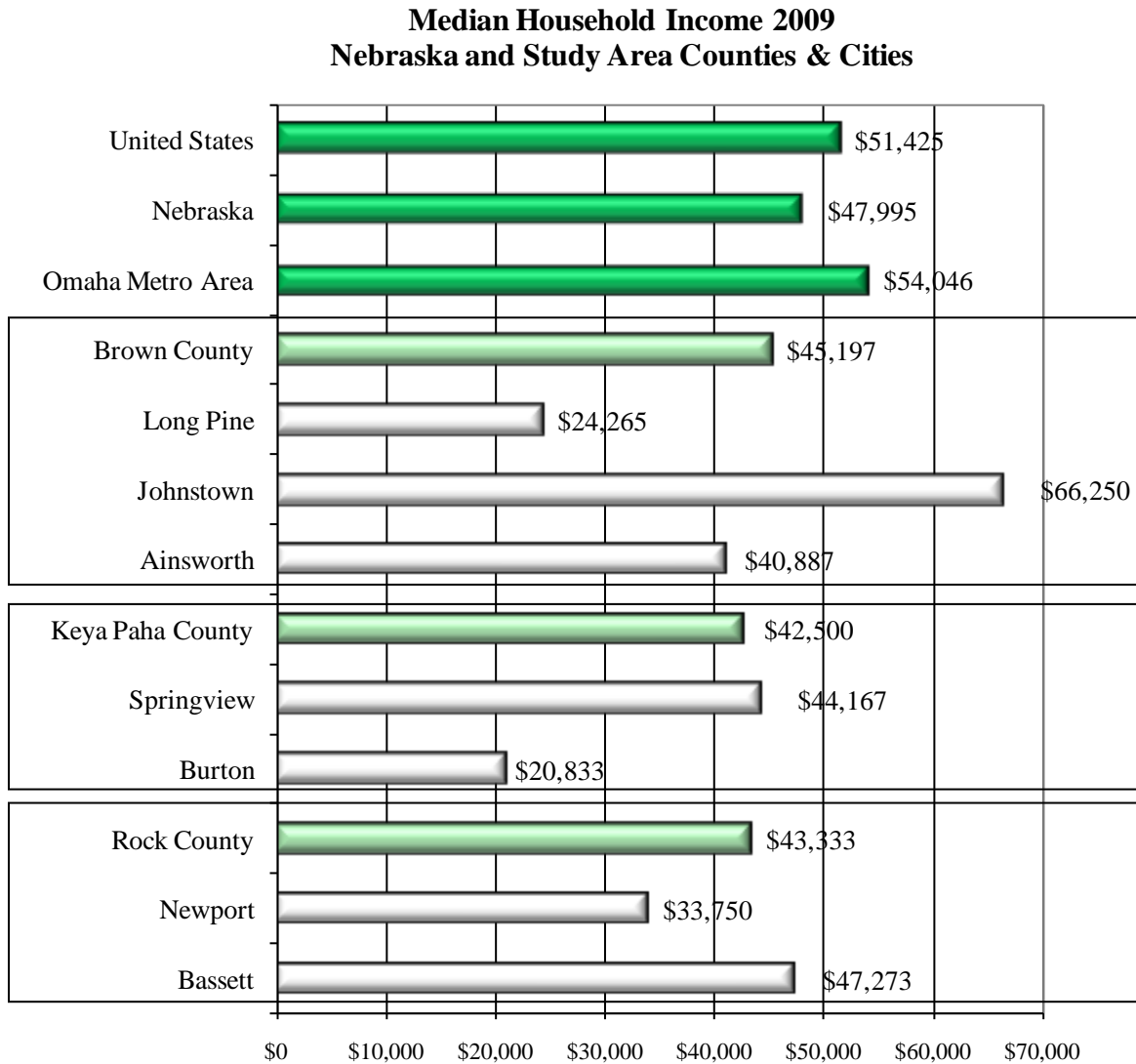
Source: U.S. Census Bureau, 2009 inflation adjusted past 12-months, 2005-2009 American Community Survey, released December 2010

Median Household Income

Median household income provides a different perspective of income levels than median family or per capita income. A household, the unit of measurement in this study, can consist of multiple family members or can be represented by a single person. Family income is defined as having two or more related people in a household.

Chart 11 shows median household incomes throughout the Study Area and in comparison to Nebraska as a whole and the Omaha Metro area.

Chart 11



Source: U.S. Census Bureau, 2005-2009 American Community Survey, released December 2010