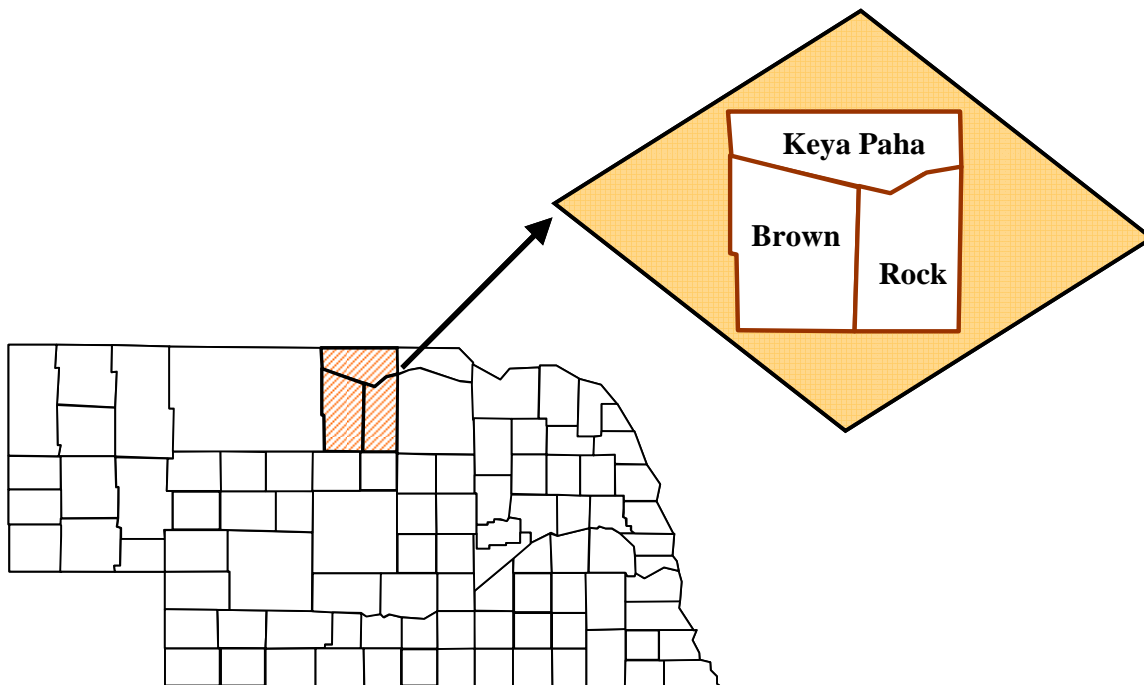


Economic and Demographic Trends

Brown, Keya Paha & Rock County Area



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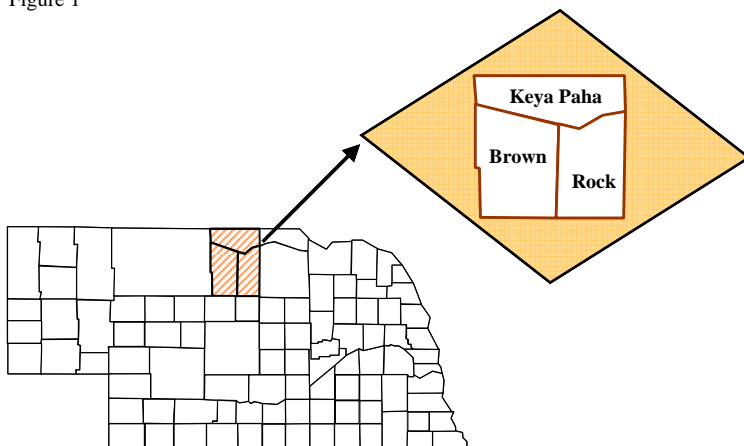


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Economic and Demographic Trends in the Brown, Keya Paha & Rock County Area

The attached information provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the Brown, Keya Paha & Rock County area (Study Area). 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. In addition to Brown, Keya Paha & Rock Counties, other counties included in this area are Blaine, Boyd, Cherry, Garfield, Holt, and Loup. The retail sales section also compares retail growth between Ainsworth, Springview, Bassett, and other similarly sized Nebraska communities.

Figure 1



Labor Force and Employment

The Tables and Charts on the next pages present non-farm wage and salary data for Brown, Keya Paha & Rock Counties (Study Area) for years 2001-2006. Non-farm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS).

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
- Natural Resources, Construction & Mining
- 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 increased 2.0 percent (35 jobs) between 2001 and 2006.

Tables 1a-1d also provide employment data for Brown, Keya Paha & Rock Counties by major economic sector for years 2001-2006. 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 Combined
 Selected Years: 2001-2006

	2001	2002	2003	2004	2005	2006	% Change 2001-2006
Non-farm Employment (W&S)	1,777	1,801	1,775	1,763	1,781	1,812	2.0
Manufacturing	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Durable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Non-manufacturing							
Natural Resources, Construction & Mining	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Trade	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Wholesale Trade	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Retail Trade	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Transportation, Warehousing & Utilities	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Information	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Financial Activities	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Professional & Business Services	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Education & Health Services	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Leisure and Hospitality	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Other Services, except Public	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Government	712	712	704	667	660	662	-7.0
Federal	35	37	38	34	34	33	-5.7
State	72	70	67	65	63	68	-5.6
Local	604	605	600	567	562	561	-7.1

Labor Force & Work Force Summary, 2001-2006, Annually, Brown, Keya Paha & Rock County, Nebraska

Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure

(N/A) Data not available

Table 1b

Non-Farm Wage & Salary Employment Trends: Brown County, Nebraska							
Selected Years: 2001-2006							
	2001	2002	2003	2004	2005	2006	% Change 2001-2006
Non-farm Employment (W&S)	1,185	1,181	1,168	1,188	1,225	1,248	5.3
Manufacturing	(D)	(D)	43	47	45	47	(N/A)
Durable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Non-manufacturing							
Natural Resources, Construction & Mining	63	49	43	37	69	84	33.3
Trade	207	244	247	274	259	263	27.1
Wholesale Trade	59	67	54	51	58	63	6.8
Retail Trade	148	177	193	223	201	199	34.5
Transportation, Warehousing & Utilities	20	24	26	26	30	31	55.0
Information	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Financial Activities	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Professional & Business Services	45	(D)	40	34	42	48	6.7
Education & Health Services	(D)	139	132	135	136	136	(N/A)
Leisure and Hospitality	97	111	116	131	132	131	35.1
Other Services, except Public	(D)	(D)	42	43	(D)	(D)	(N/A)
Government	431	427	418	396	378	374	-13.2
Federal	25	27	28	26	27	26	4.0
State	53	51	47	47	47	51	-3.8
Local	353	349	343	323	303	297	-15.9

Labor Force & Work Force Summary, 2001-2006, Annually, Brown County, Nebraska

Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure

(N/A) Data not available

Table 1c

Non-Farm Wage & Salary Employment Trends: Keya Paha County, Nebraska							
Selected Years: 2001-2006							
	2001	2002	2003	2004	2005	2006	% Change 2001-2006
Non-farm Employment (W&S)	116	117	123	117	121	117	0.9
Manufacturing	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Durable Goods	(D)	(D)	(D)	(D)	0	0	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Non-manufacturing							
Natural Resources, Construction & Mining	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Trade	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Wholesale Trade	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Retail Trade	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Transportation, Warehousing & Utilities	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Information	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Financial Activities	(D)	(D)	(D)	(D)	0	0	(N/A)
Professional & Business Services	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Education & Health Services	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Leisure and Hospitality	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Other Services, except Public	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Government	74	73	73	69	71	68	-8.1
Federal	3	3	3	2	2	2	-33.3
State	6	6	7	7	6	6	0.0
Local	64	64	64	60	63	60	-6.3

Labor Force & Work Force Summary, 2001-2006, Annually, Keya Paha County, Nebraska

Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure

(N/A) Data not available

Table 1d

Non-Farm Wage & Salary Employment Trends: Rock County, Nebraska							
Selected Years: 2001-2006							
	2001	2002	2003	2004	2005	2006	% Change 2001-2006
Non-farm Employment (W&S)	476	503	484	458	435	447	-6.1
Manufacturing	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Durable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	0	0	(N/A)
Non-manufacturing							
Natural Resources, Construction & Mining	(D)	(D)	6	(D)	7	7	(N/A)
Trade	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Wholesale Trade	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Retail Trade	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Transportation, Warehousing & Utilities	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Information	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Financial Activities	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Professional & Business Services	(D)	(D)	(D)	3	(D)	(D)	(N/A)
Education & Health Services	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Leisure and Hospitality	(D)	(D)	32	28	(D)	(D)	(N/A)
Other Services, except Public	25	29	23	22	17	17	-32.0
Government	207	212	213	202	211	220	6.3
Federal	7	7	7	6	5	5	-28.6
State	13	13	13	11	10	11	-15.4
Local	187	192	193	184	196	204	9.1

Labor Force & Work Force Summary, 2001-2006, Annually, Rock County, Nebraska

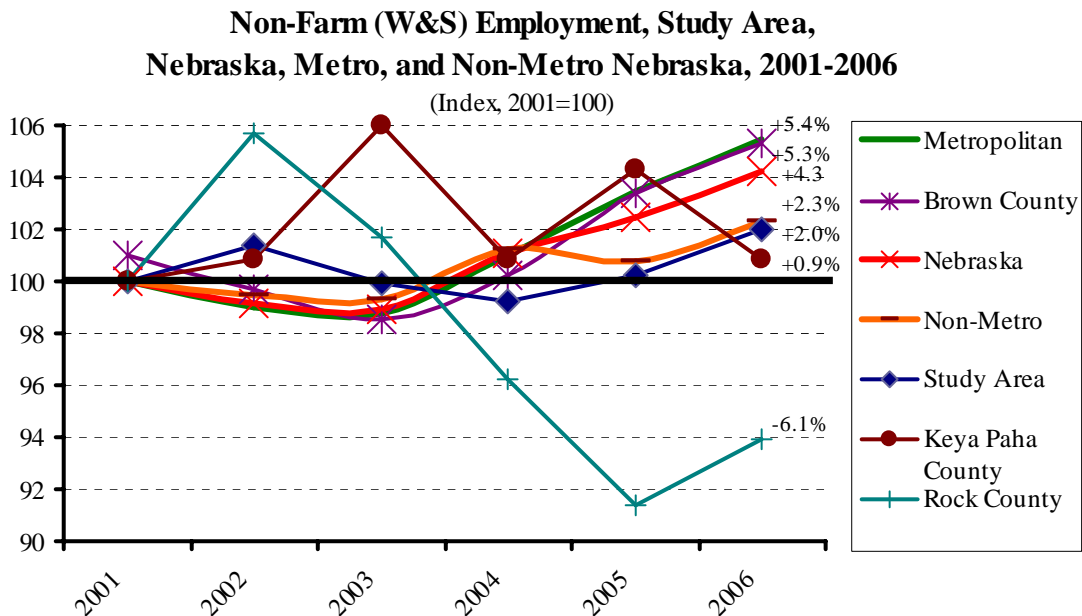
Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure

(N/A) Data not available

Chart 1 compares total non-farm wage and salary employment growth in Brown, Keya Paha & Rock Counties with metropolitan, non-metropolitan, Nebraska as a whole, and the Study Area for the review period 2001-2006. As this chart indicates, total non-farm wage and salary employment in the Study Area increased by 2.0 percent (35 jobs) from 2001 to 2006, compared to a 4.3 percent increase for Nebraska as a whole, a 2.3 percent increase in non-metropolitan Nebraska, and a 5.4 percent increase in metropolitan Nebraska.

Chart 1

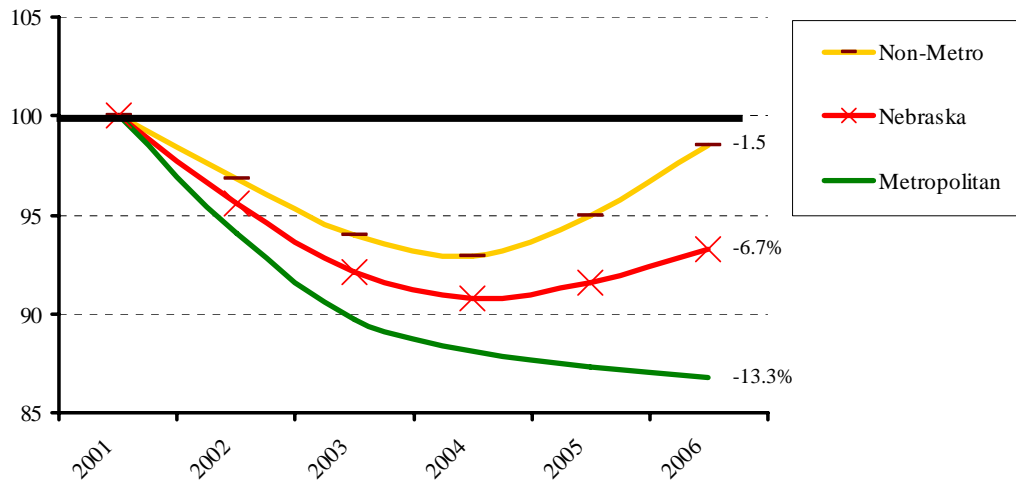


Source: Labor Force & Work Force Summary, April 2007

Chart 2 presents data on manufacturing wage and salary employment growth for Nebraska, metropolitan, and the non-metropolitan portion of Nebraska for the review period, 2001 to 2006. Manufacturing employment data in Brown, Keya Paha & Rock Counties were withheld to avoid individual disclosure of reporting units. Nebraska as a whole experienced a 6.7 percent decrease in manufacturing employment from 2001-2006 compared to a 13.3 percent decrease for metropolitan Nebraska and a 1.5 percent decrease for non-metropolitan Nebraska over the same period.

Chart 2

Manufacturing (W&S) Employment
Nebraska, Metro, and Non-Metro Nebraska, 2001-2006
(Index, 2001=100)



Source: Labor Force & Work Force Summary, April 2007

The next series of tables (Tables 2a-2d) shows labor force information for the Study Area for the time period 1996-2006. 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 has been an increase in the number of Study Area residents participating in the labor force since 1996. Total persons available for employment living in the Study Area increased from 3,209 in 1996 to 3,365 in 2006; an increase of 4.9 percent or 156 labor force participants. Labor force participants increased 7.0 percent (219 people) between 2000 and 2006.

The percent of those unemployed in the Study Area decreased 34.8 percent (-49 people) between 1996 and 2006. Those classified as unemployed fell 6.1 percent (-6 people) during the 2000-2006 time period. 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 2.7 percent in 2006; significantly below that for metropolitan Nebraska (3.3 percent), non-metropolitan Nebraska (3.1 percent), and Nebraska as a whole (3.2 percent).

Table 2a

Labor Force & Employment Trends, Study Area									
Selected Years: 1996-2006									
	1996	1997	1999	2000	2002	2004	2006	% Change 1996-2006	% Change 2000-2006
Labor Force	3,209	3,080	3,100	3,146	3,446	3,352	3,365	4.9	7.0
Unemployment	141	89	122	98	109	106	92	-34.8	-6.1
Unemployment Rate	4.4	2.9	3.9	3.1	3.2	3.2	2.7	(N/A)	(N/A)
Employment	3,068	2,991	2,978	3,048	3,337	3,246	3,275	6.7	7.4

Labor Force & Work Force Summary, 1996-2006, Annually, Brown-Keya Paha-Rock Counties, Nebraska
 Source: Nebraska Department of Labor, Labor Market Information
 (N/A) Data not available

Table 2b

Labor Force & Employment Trends, Brown County, Nebraska									
Selected Years: 1996-2006									
	1996	1997	1999	2000	2002	2004	2006	% Change 1996-2006	% Change 2000-2006
Labor Force	1,784	1,747	1,759	1,765	1,925	1,932	1,981	11.0	12.2
Unemployment	85	52	72	61	65	61	55	-35.3	-9.8
Unemployment Rate	4.8	3.0	4.1	3.4	3.4	3.2	2.8	(N/A)	(N/A)
Employment	1,699	1,695	1,687	1,704	1,860	1,871	1,926	13.4	13.0

Labor Force & Work Force Summary, 1996-2006, Annually, Brown County, Nebraska
 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: 1996-2006									
	1996	1997	1999	2000	2002	2004	2006	% Change 1996-2006	% Change 2000-2006
Labor Force	482	446	469	534	466	439	435	-9.8	-18.5
Unemployment	21	12	13	9	16	13	12	-42.9	33.3
Unemployment Rate	4.3	2.8	2.7	1.8	3.4	3.0	2.8	(N/A)	(N/A)
Employment	461	434	456	525	450	426	424	-8.0	-19.2

Labor Force & Work Force Summary, 1996-2006, Annually, Keya Paha County, Nebraska

Source: Nebraska Department of Labor, Labor Market Information

(N/A) Data not available

Table 2d

Labor Force & Employment Trends, Rock County, Nebraska									
Selected Years: 1996-2006									
	1996	1997	1999	2000	2002	2004	2006	% Change 1996-2006	% Change 2000-2006
Labor Force	943	887	872	847	1,055	981	949	0.6	12.0
Unemployment	35	25	37	28	28	32	25	-28.6	-10.7
Unemployment Rate	3.7	2.8	4.2	3.3	2.7	3.3	2.6	(N/A)	(N/A)
Employment	908	862	835	819	1,027	949	925	1.9	12.9

Labor Force & Work Force Summary, 1996-2006, Annually, Rock County, Nebraska

Source: Nebraska Department of Labor, Labor Market Information

(N/A) Data not available

Residence and Work Flow Patterns

The next series of tables and charts show residence and workflow patterns for the Study Area. These data were compiled from Census 2000 responses to the long-form (sample) questions concerning where people worked. Table 3 data show 4.9 percent of the working population (148 people) living in the Study Area leave the area to work. The most common place of employment outside of the Study Area is Lancaster County (0.9 percent or 26 people). These data also show seven out-of-state destinations represented by six states.

Table 3

Commute Out			
Live in Study Area - Work Elsewhere (2000)			
Where Live	Where Work	Count	%
Same County & Work in Study Area	No Commute	2,674	88.7%
Study Area	Commute within Study Area	194	6.4%
Lancaster Co. NE	Brown Co. NE	26	0.9%
Holt Co. NE	Rock & Brown Cos	20	0.7%
Cherry Co. NE	Brown & Keya Paha Cos	14	0.5%
Hartford Co. CT	Brown Co. NE	13	0.4%
Hall Co. NE	Brown & Rock Cos	13	0.4%
Richardson Co. NE	Brown Co. NE	9	0.3%
McHenry Co. IL	Rock Co. NE	9	0.3%
Gregory Co. SD	Rock & Keya Paha Cos	7	0.2%
Pierce Co. NE	Brown & Rock Cos	6	0.2%
Milwaukee Co. WI	Brown Co. NE	6	0.2%
Knox Co. NE	Rock Co. NE	4	0.1%
Custer Co. NE	Brown Co. NE	4	0.1%
Sheridan Co. NE	Brown Co. NE	2	0.1%
Roger Mills Co. OK	Rock Co. NE	2	0.1%
Platte Co. NE	Brown Co. NE	2	0.1%
Jasper Co. MO	Rock Co. NE	2	0.1%
Hickory Co. MO	Keya Paha Co. NE	2	0.1%
Garfield Co. NE	Rock Co. NE	2	0.1%
Blaine Co. NE	Brown Co. NE	2	0.1%
Saunders Co. NE	Brown Co. NE	1	0.03%
Loup Co. NE	Rock Co. NE	1	0.03%
Boyd Co. NE	Rock Co. NE	1	0.03%
	Total:	3,016	
Living inside the study area, but working outside:		148	4.9%

Source: U.S. Census Bureau, Census 2000

People also commute from other counties of residence to work in the Study Area. Table 4 shows 7.0 percent or 216 workers employed in the Study Area commute from outside counties. The most common county is Cherry County (1.8 percent or 54 people) followed by Holt, Garfield, and Tripp (SD) counties. This table shows seven out-of-area locations represented by four states.

Table 4

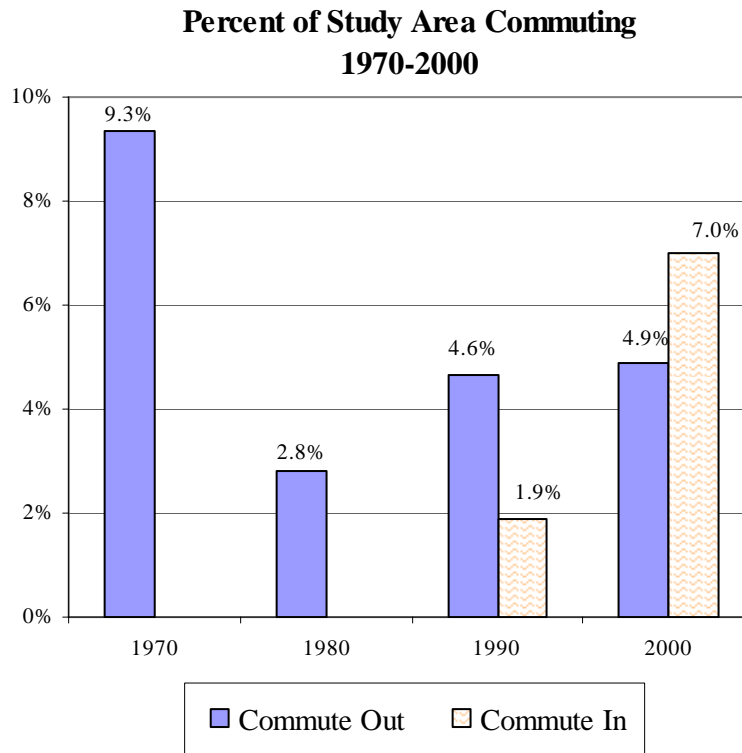
Commute In			
Work in Study Area - Live Elsewhere (2000)			
Where Live	Where Work	Count	%
Live & Work in Same County	Study Area	2,674	86.7%
Live in Study Area, but Commute	Study Area	194	6.3%
Brown, Keya Paha & Rock Cos	Cherry Co. NE	54	1.8%
Rock, Keya Paha & Brown Cos	Holt Co. NE	40	1.3%
Rock Co. NE	Garfield Co. NE	17	0.6%
Keya Paha & Brown Cos	Tripp Co. SD	16	0.5%
Keya Paha & Brown Cos	Gregory Co. SD	12	0.4%
Rock & Brown Cos	Douglas Co. NE	10	0.3%
Brown Co. NE	Dawson Co. NE	8	0.3%
Keya Paha & Brown Cos	Todd Co. SD	6	0.2%
Rock & Keya Paha Cos	Lancaster Co. NE	6	0.2%
Rock Co. & Keya Paha Cos	Boyd Co. NE	6	0.2%
Rock & Keya Paha Cos	Lincoln Co. NE	5	0.2%
Rock Co. NE	Blaine Co. NE	5	0.2%
Rock Co. NE	Platte Co. NE	3	0.1%
Brown Co. NE	Phelps Co. NE	3	0.1%
Rock & Brown Cos	Hall Co. NE	3	0.1%
Brown Co. NE	York Co. NE	2	0.1%
Brown Co. NE	Summit Co. CO	2	0.1%
Brown Co. NE	Seward Co. NE	2	0.1%
Rock Co. NE	Madison Co. NE	2	0.1%
Brown Co. NE	Logan Co. NE	2	0.1%
Brown Co. NE	Knox Co. NE	2	0.1%
Brown Co. NE	Granite Co. MT	2	0.1%
Keya Paha Co. NE	Custer Co. NE	2	0.1%
Brown Co. NE	Custer Co. NE	2	0.1%
Rock Co. NE	Clark Co. NV	2	0.1%
Keya Paha Co. NE	Mellette Co. SD	1	0.0%
Brown Co. NE	Johnson Co. NE	1	0.0%
	Total:	3,084	
	Working inside the study area, but living outside:	216	7.0%

Source: U.S. Census Bureau, Census 2000

Chart 3 depicts the historical pattern of the Study Area residents commuting for employment opportunities for the Census years, 1970-2000. As this chart shows, the overall percentage of out-of-county commuters has declined significantly since 1970. The percentage of employees commuting out of the Study Area decreased from 9.3 percent in 1970 to 4.9 percent in 2000. The percentage of employees commuting in to the Study Area has increased significantly between 1990 and 2000 (1.9 percent to 7.0 percent).

Often times the number and percentage of residents commuting can be attributed to a change in available employment within the study county or a significant change in the available employment in nearby counties. The quality of employment (pay, type of work, benefits, etc.) also impacts commuting patterns.

Chart 3



Source: U.S. Census Bureau, Journey to Work, 2000

Population and Migration Trends

The following tables (Tables 5 and 6) present population trend data for the Study Area. 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 7.6 percent (-474 people) between 2000 and 2006 compares to a 3.3 percent increase for Nebraska as a whole.

Table 5

Population 1950-2006
 Brown, Keya Paha & Rock County Study Area

Location	1950	1960	1970	1980	1990	2000	2006	% Change 1950-2000 (50 years)	% Change 2000-2006 (6 years)
Nebraska	1,325,510	1,411,330	1,485,333	1,569,825	1,578,417	1,711,265	1,768,331	29.1	3.3
Study Area:	10,350	8,662	7,592	8,061	6,705	6,264	5,790	-39.5	-7.6
Brown County	5,164	4,436	4,021	4,377	3,657	3,525	3,354	-31.7	-4.9
Keya Paha County	2,160	1,672	1,340	1,301	1,029	983	892	-54.5	-9.3
Rock County	3,026	2,554	2,231	2,383	2,019	1,756	1,544	-42.0	-12.1
Surrounding:									
Blaine County	1,203	1,016	847	867	675	583	492	-51.5	-15.6
Boyd County	4,911	4,513	3,752	3,331	2,835	2,438	2,185	-50.4	-10.4
Cherry County	8,397	8,218	6,846	6,758	6,307	6,148	5,934	-26.8	-3.5
Garfield County	2,912	2,699	2,411	2,363	2,141	1,902	1,790	-34.7	-5.9
Holt County	14,859	13,722	12,933	13,552	12,599	11,551	10,610	-22.3	-8.1
Loup County	1,348	1,097	854	859	683	712	656	-47.2	-7.9

Source: U.S. Bureau of the Census, Census of Population, April, 2007

Table 6 data show each of the communities and counties within the Study Area have experienced significant population losses between 1950 and 2000. Similarly, the rural areas experienced a 50.7 percent population decrease (-2,996 people). During the 2000 to 2006 time period, the city of Long Pine experienced a population increase of 0.3 percent (1 person). The rural areas outside of the selected communities experienced a 7.2 percent decrease (-210 people) during this time period contributing to an overall decrease in county population of 7.6 percent (-474 people) from 2000 to 2006.

Table 6

Population 1950-2006
 Study Area Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2003	2006	% Change 1950-2000 (50 years)	% Change 2000-2006 (6 years)
Study Area:	10,350	8,662	7,592	8,061	6,705	6,264	6,024	5,790	-39.5	-7.6
Brown County	5,164	4,436	4,021	4,377	3,657	3,525	3,473	3,354	-31.7	-4.9
Ainsworth	2,150	1,982	2,073	2,256	1,942	1,862	1,806	1,729	-13.4	-7.1
Johnstown	109	81	82	78	48	53	53	51	-51.4	-3.8
Long Pine	567	487	363	521	396	341	346	342	-39.9	0.3
Keya Paha County	2,160	1,672	1,340	1,301	1,029	983	949	892	-54.5	-9.3
Burton	45	17	23	12	9	11	11	10	-75.6	-9.1
Springview	298	281	260	326	304	244	234	217	-18.1	-11.1
Rock County	3,026	2,554	2,231	2,383	2,019	1,756	1,602	1,544	-42.0	-12.1
Bassett	1,066	1,023	983	1,009	743	743	676	652	-30.3	-12.2
Newport	207	162	141	141	136	98	89	87	-52.7	-11.2
Total Rural Areas:	5,908	4,629	3,667	3,718	3,127	2,912	2,809	2,702	-50.7	-7.2

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

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' and '25-44' year age groups. The lowest percentage of out-migration occurred in the '45-64' and 'Over 65' age groups. The Study Area followed this pattern with the largest out-migration occurring in the '15-24' year age group (-55.7 percent or -370 people). Individual counties within the Study Area also followed this pattern.

Table 7

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

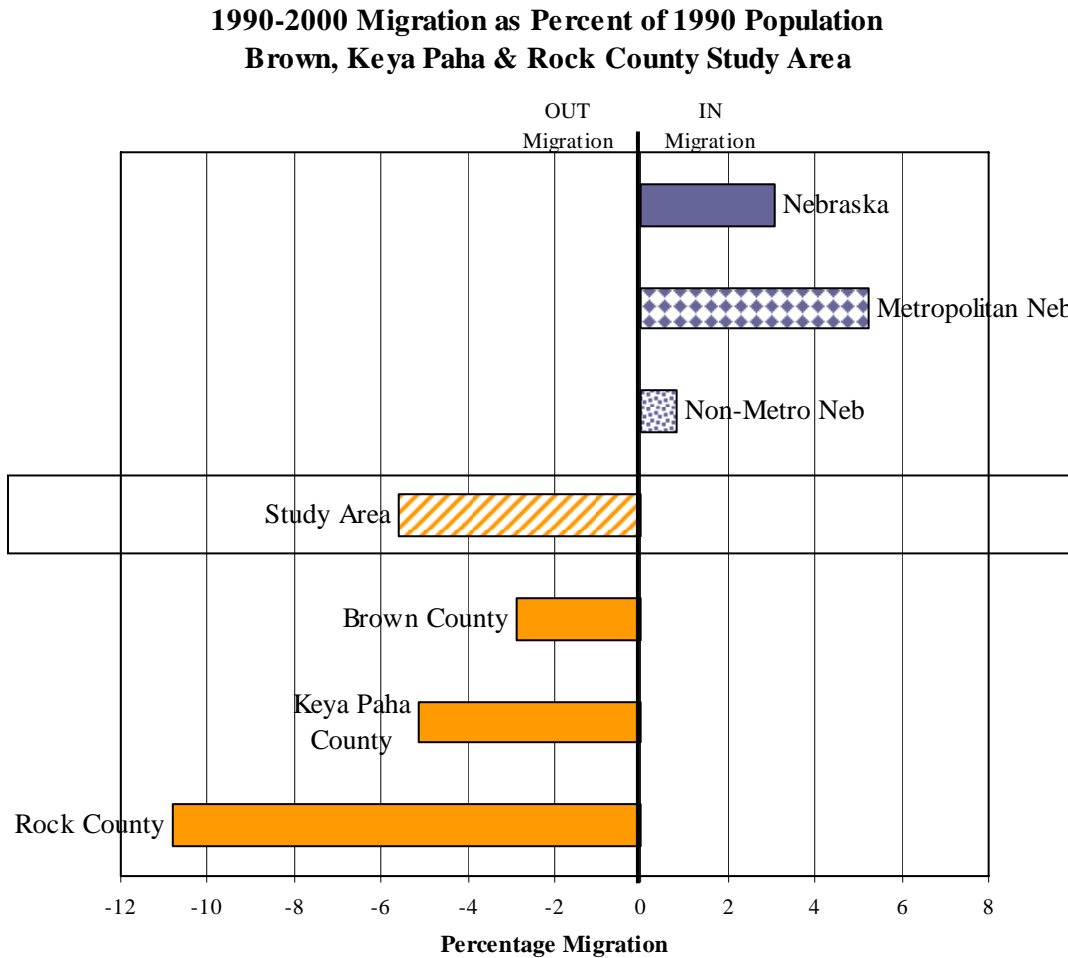
Age Group	--- Population ---		% Change	Net	% of 1990
	1990	2000	1990-2000	Migration	Population
NEBRASKA					
0 - 14	363,390	369,427	1.66	15,750	4.3
15 - 24	221,509	255,240	15.23	13,009	5.9
25 - 44	486,020	487,107	0.22	12,644	2.6
45 - 64	284,398	367,294	29.15	6,387	2.2
Over 65	223,068	232,195	4.09	476	0.2
Total:	1,578,385	1,711,263	8.42	48,267	3.1
NON-METRO NEBRASKA					
0 - 14	56,364	50,873	-9.74	634	1.1
15 - 24	95,548	109,817	14.93	-12,543	-13.1
25 - 44	214,544	203,423	-5.18	-296	-0.1
45 - 64	147,243	176,709	20.01	6,828	4.6
Over 65	137,212	136,227	-0.72	2,405	1.8
Total:	774,057	795,352	2.75	6,280	0.8
STUDY AREA (Brown, Keya Paha & Rock Counties)					
0 - 14	1,507	1,197	-20.57	14	0.9
15 - 24	664	681	2.56	-370	-55.7
25 - 44	1,757	1,449	-17.53	-66	-3.8
45 - 64	1,407	1,551	10.23	35	2.5
Over 65	1,370	1,386	1.17	11	0.8
Total:	19,940	24,365	22.19	2,934	14.7

Table 7 (continued)

Age Group	--- Population ---		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
BROWN COUNTY					
0 - 14	810	681	-15.93	-15	-1.9
15 - 24	360	378	5.00	-173	-48.0
25 - 44	923	805	-12.78	-11	-1.2
45 - 64	778	869	11.70	55	7.0
Over 65	786	792	0.76	39	5.0
Total:	3,657	3,525	-3.61	-105	-2.9
KEYA PAHA COUNTY					
0 - 14	217	200	-7.83	31	14.49
15 - 24	96	100	4.17	-66	-68.86
25 - 44	275	230	-16.36	0	-0.08
45 - 64	224	250	11.61	13	5.73
Over 65	217	203	-6.45	-31	-14.26
Total:	1,029	983	-4.47	-53	-5.15
ROCK COUNTY					
0 - 14	480	316	-34.17	-2	-0.45
15 - 24	208	203	-2.40	-131	-63.01
25 - 44	559	414	-25.94	-55	-9.86
45 - 64	405	432	6.67	-33	-8.11
Over 65	367	391	6.54	3	0.87
Total:	2,019	1,756	-13.03	-218	-10.80

Chart 4 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 of the 2000 population.

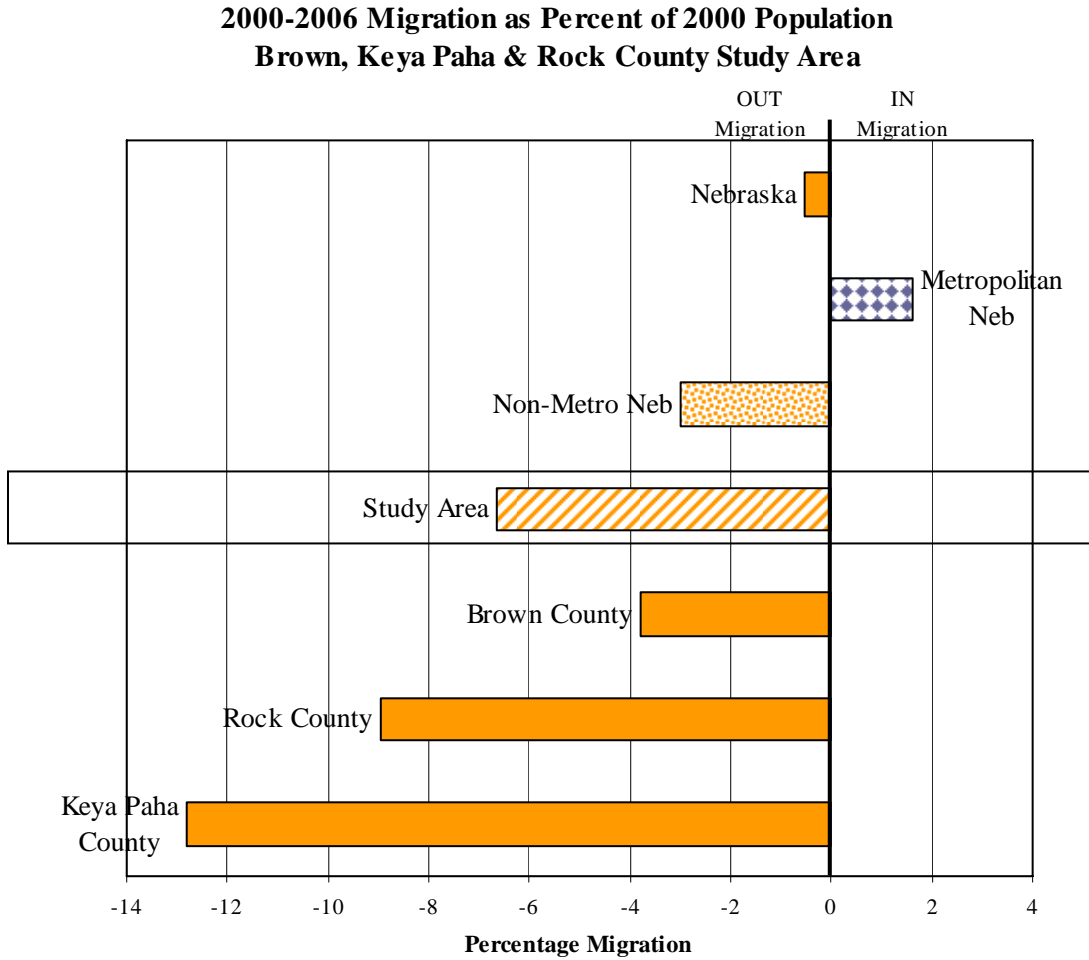
Chart 4



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

Chart 5 shows the 2000-2006 migration pattern for the study area as a percentage of the 2000 population. The Study Area's 6.7 percent out-migration (-417 people) compares to a 0.5 percent out-migration for Nebraska as a whole, a 3.0 percent out-migration for non-metropolitan Nebraska, and a 1.6 percent in-migration for metropolitan Nebraska during the 2000 to 2006 time period.

Chart 5



Source: U.S. Census Bureau, Population Estimates and Population Change, May 2007

The next series of tables (Tables 8-11) provides further detail on migration between 1995 and 2000. 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 do not reflect migration to or from foreign localities.

Table 8 data show nearly 60 percent of those moving in to the Study Area between 1995 and 2000 moved from other Nebraska locations (59.9 percent or 532 people). People also migrated in from 28 other states. Table 9 shows in-state migration flows. Migration to the Study Area from within Nebraska came primarily from the counties listed in Table 9.

Table 8

IN Migration - Study Area
1995-2000

Location	# People	Percent
From Other Nebraska Counties	532	59.9%
South Dakota	90	10.1%
Texas	40	4.5%
Colorado	35	3.9%
Washington	21	2.4%
Wyoming	19	2.1%
Missouri	18	2.0%
California	18	2.0%
Minnesota	13	1.5%
North Dakota	12	1.4%
Kansas	11	1.2%
Other States (18)	79	8.9%
Total:	888	100%

Table 9

Top 10 Migration Origins to the Study Area
from Other Nebraska Locations, 1995-2000

In-State Movement:	# People	Percent
Lancaster County	49	9.2%
Holt County	46	8.6%
Cherry County	46	8.6%
Douglas County	45	8.5%
Madison County	41	7.7%
Custer County	27	5.1%
Boyd County	23	4.3%
Blaine County	22	4.1%
Hall County	17	3.2%
Dawes County	14	2.6%

Source: US Census Bureau, July 2005

Table 10 data reveal the majority of people migrating out of the Study Area between 1995 and 2000 remained in the state of Nebraska (77.8 percent or 787 people). Study Area residents also moved to 14 other states during this time period. Looking within Nebraska, Table 11 shows the majority of people leaving the Study Area (but staying in Nebraska) went to Buffalo, Lancaster, and Madison counties during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 10

OUT Migration - Study Area
1995-2000

Location	# People	Percent
To Other Nebraska Counties	787	77.8%
South Dakota	94	9.3%
Oregon	29	2.9%
Pennsylvania	17	1.7%
Kansas	16	1.6%
New Mexico	12	1.2%
Minnesota	11	1.1%
Iowa	10	1.0%
Missouri	8	0.8%
Georgia	7	0.7%
Wisconsin	6	0.6%
Other States (4)	15	1.5%
Total:	1,012	100%

Table 11

Top 10 Migration Destinations from the Study Area
to Other Nebraska Locations, 1995-2000

In-State Movement:	# People	Percent
Buffalo County	120	15.2%
Lancaster County	117	14.9%
Madison County	78	9.9%
Cherry County	60	7.6%
Holt County	57	7.2%
Seward County	34	4.3%
Lincoln County	28	3.6%
Lincoln County	27	3.4%
Kearney County	27	3.4%
Wayne County	22	2.8%

Source: US Census Bureau, July 2005

The following charts (Charts 6 and 7) compare the age distribution of population for the Study Area and Nebraska as a whole. The overall population of the Study Area is significantly older in age compared to Nebraska as a whole. The median age for each of the counties in the Study Area is shown in Chart 7 and compared to 36.0 years of age for residents of Nebraska as a whole.

Chart 6

**Age Distribution of the Population, 2006
 Study Area and Nebraska**

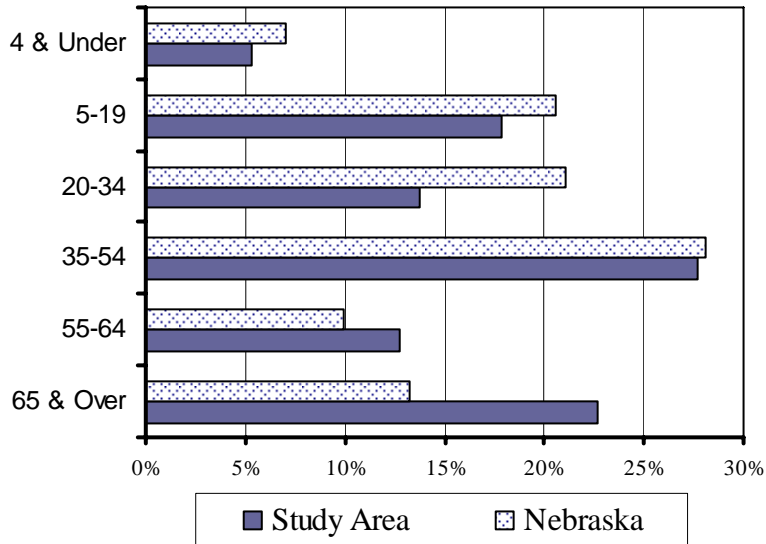


Chart 7

	2006 Population		Percent	
	Nebraska	Study Area	Nebraska	Study Area
4 & Under	123,406	308	7.0%	5.3%
5-19	361,242	1,034	20.5%	17.9%
20-34	370,553	794	21.1%	13.7%
35-54	494,566	1,603	28.1%	27.7%
55-64	175,470	738	10.0%	12.7%
65 & Over	233,550	1,313	13.3%	22.7%
Total	1,758,787	5,790	100.0%	100.0%

**Median Age, 2006
 Nebraska & Study Area Counties**

Nebraska	36.0
Brown County	45.8
Keya Paha County	44.9
Rock County	48.1

Source: Age Group, Median Age, U.S. Census Bureau, August 2007

Retail Sales

Table 12 and Chart 8 (next page) show the retail sales (non-motor vehicle) pull factors for the Study Area and the surrounding area for 2006. 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 12

**2006 Retail Sales (Non-Motor Vehicle) Pull Factors
 Nebraska, Study Area, and Surrounding Counties**

	2006 Population	2006 Retail Sales (x \$1,000)	2006 Per Cap Sales (\$)	2006 Pull Factor
Nebraska	1,768,331	19,139,733	10,824	1.00
Non-Metro Nebraska	783,370	6,839,002	8,730	0.81
Study Area:	5,790	37,367	15,510	0.60
Brown County	3,354	27,836	8,299	0.77
Keya Paha County	892	2,191	2,457	0.23
Rock County	1,544	7,340	4,754	0.44
Surrounding Area:				
Blaine County	492	1,356	2,756	0.25
Boyd County	2,185	7,910	3,620	0.33
Cherry County	5,934	57,856	9,750	0.90
Garfield County	1,790	14,686	8,205	0.76
Holt County	10,610	89,114	8,399	0.78
Loup County	656	634	967	0.09
Phelps County	9,442	71,839	7,608	0.70

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2007

Reviewing the pull factors at the county level indicates the Study Area has significant retail leakage. The 2006 pull factor of 0.60 indicates, on a per capita basis, retail sales in the Study Area are approximately 40 percent less than the state's 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 (0.60 with the pull factor for the non-metropolitan area of Nebraska (0.81) indicates per capita retail sales in Brown, Keya Paha & Rock Counties are 26.3 percent less than the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 8

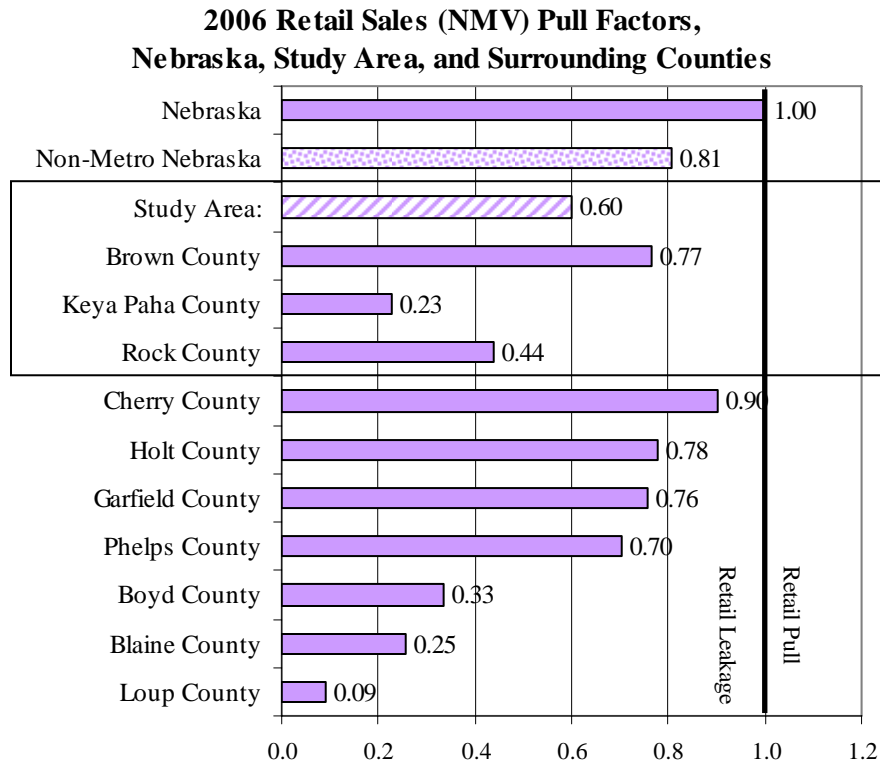


Table 13 and Chart 9 compare the 2006 pull factors for selected area communities. The community of O'Neill's pull factor of 1.63 indicates that, on a per capita basis, non-motor vehicle retail sales in O'Neill are approximately 63 percent greater than the state's average per capita sales.

Table 13

**2006 Retail Sales (NMV) Pull Factors
Nebraska, Non-Metro, and Selected Study Area Cities**

	2006 Population	2006 Retail Sales (x \$1,000)	2006 Per Cap Sales (\$)	2006 Pull Factor
Nebraska	1,768,331	19,139,733	10,824	1.00
Non-Metro NE	783,370	6,839,002	8,730	0.81
Study Area	5,790	37,367	15,510	0.60
Ainsworth (Brown)	1,729	25,905	14,983	1.38
Bassett (Rock)	652	7,096	10,884	1.01
Burwell (Garfield)	1,048	14,686	14,014	1.29
Cody (Cherry)	143	823	5,754	0.53
Dunning (Blaine)	92	471	5,123	0.47
O'Neill (Holt)	3,429	60,484	17,639	1.63
Spencer (Boyd)	487	3,524	7,236	0.67
Springview (Keya Paha)	217	1,793	8,262	0.76
Taylor (Loup)	186	384	2,066	0.19

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2007

(D) Data withheld to avoid individual disclosure

(NA) Data not available.

Chart 9

**2006 Retail Sales (NMV) Pull Factors
Nebraska, Non-Metro, and Selected Study Area Cities**

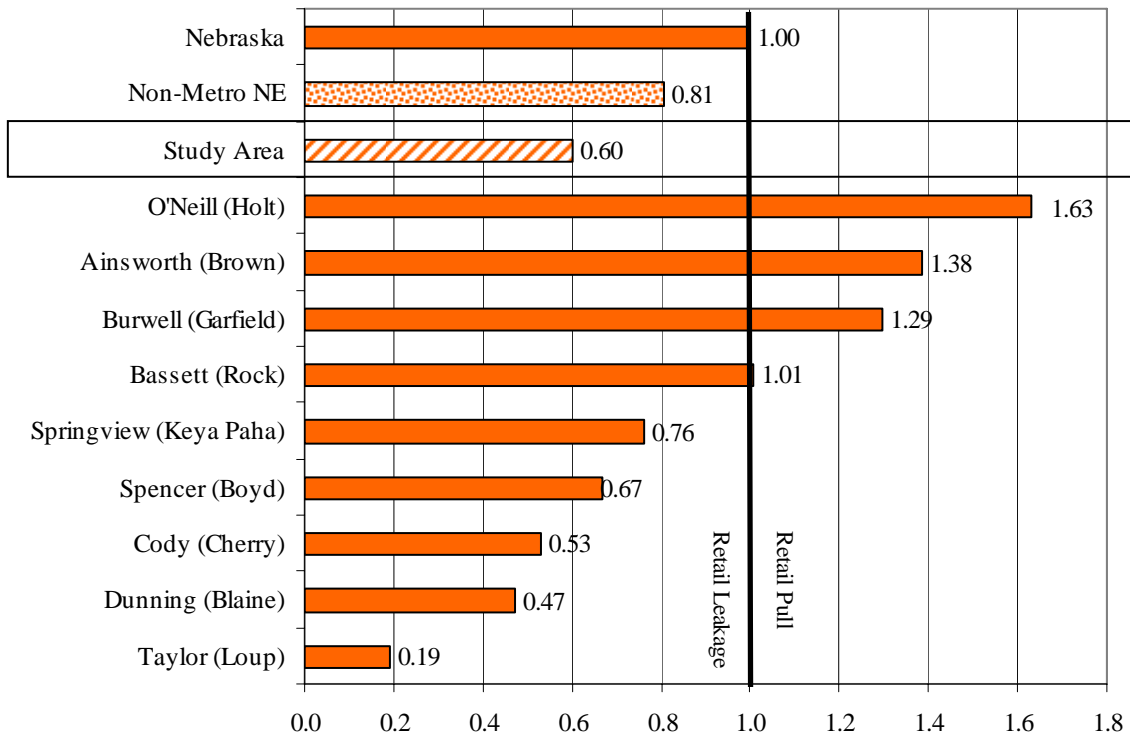


Table 14 and Chart 10 further breakdown the 2006 pull factors into the communities reporting retail sales figures within the Study Area. As this table indicates, the community of Ainsworth had the strongest pull factor (1.38) compared to the other reporting communities in the Study Area. Together, these communities contributed to an overall pull factor of 0.60 for the Study Area.

Table 14

**2006 Retail Sales (NMV) Pull Factors
 Nebraska and Available Study Area Communities**

	2006 Population	2006 Retail Sales (x \$1,000)	2006 Per Cap Sales (\$)	2006 Pull Factor
Nebraska	1,768,331	19,139,733	10,824	1.00
Non-Metro NE	783,370	6,839,002	8,730	0.81
Study Area	5,790	37,367	15,510	0.60
Brown County				
Ainsworth	1,729	25,905	14,983	1.38
Johnstown	51	212	4,158	0.38
Long Pine	342	1,649	4,821	0.45
Keya Paha County				
Burton	10	(D)	(NA)	(NA)
Springview	217	1,793	8,262	0.76
Rock County				
Bassett	652	7,096	10,884	1.01
Newport	87	241	2,767	0.26

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2007

(D) Data withheld to avoid individual disclosure

(NA) Data not available.

Chart 10

**2006 Retail Sales (NMV) Pull Factors, Nebraska
 and Available Study Area Communities**

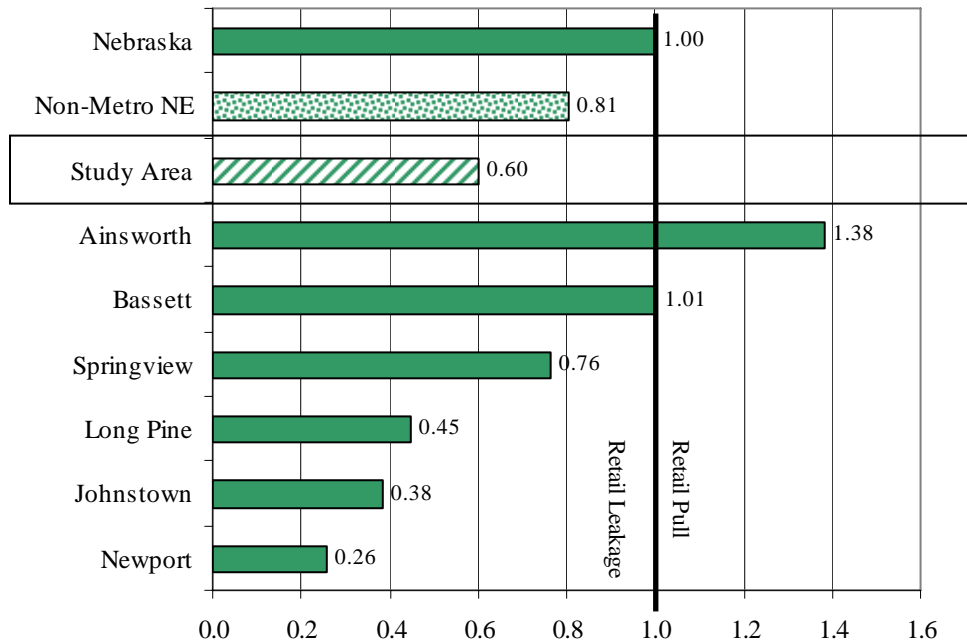


Table 15 (sorted by population) and Chart 11 (sorted by pull factor) show the 2006 pull factors for Nebraska, the Study Area, and other similarly sized communities selected from around the state.

Table 15

**2006 Retail Sales (NMV) Pull Factors
 Communities Similar in Size to Study Area Communities**

	2006 Population	2006 Retail Sales (x \$1,000)	2006 Per Cap Sales (\$)	2006 Pull Factor
Nebraska	1,768,331	19,139,733	10,824	1.00
Non-Metro NE	783,370	6,839,002	8,730	0.81
Study Area	5,790	37,367	15,510	0.60
Denton (Lancaster)	216	1,479	6,848	0.63
Otoe (Otoe)	216	387	1,793	0.17
Guide Rock (Webster)	216	853	3,947	0.36
Howard City (Howard)	216	647	2,994	0.28
Springview (Keya Paha)	217	1,793	8,262	0.80
Creston (Platte)	217	1,260	5,807	0.54
Ashton (Sherman)	217	1,123	5,175	0.48
Carroll (Wayne)	217	470	2,167	0.20
Gurley (Cheyenne)	225	519	2,309	0.21
Dorchester (Saline)	630	2,353	3,736	0.35
Shelby (Polk)	640	4,964	7,756	0.72
Fairmont (Fillmore)	648	3,089	4,767	0.44
Alda (Hall)	650	5,261	8,094	0.75
Bassett (Rock)	652	7,096	10,884	1.01
Clarkson (Colfax)	662	6,589	9,953	0.92
Overton (Dawson)	663	3,048	4,597	0.42
Exeter (Fillmore)	667	4,170	6,252	0.58
Elgin (Antelope)	673	5,676	8,433	0.78
Wymore (Gage)	1,618	5,816	3,595	0.33
Stanton (Stanton)	1,633	9,374	5,740	0.53
Albion (Boone)	1,651	25,165	15,242	1.41
Pierce (Pierce)	1,720	10,816	6,289	0.58
Ainsworth (Brown)	1,729	25,905	14,983	1.38
Gibbon (Buffalo)	1,775	11,272	6,351	0.59
Mitchell (Scotts Bluff)	1,781	8,487	4,765	0.44
Tekamah (Burt)	1,788	16,272	9,101	0.84
Wilber (Saline)	1,797	6,341	3,529	0.33

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2007

Chart 11

**2006 Retail Sales (NMV) Pull Factors, Nebraska,
 Communities Similar in Size to Study Area Communities**

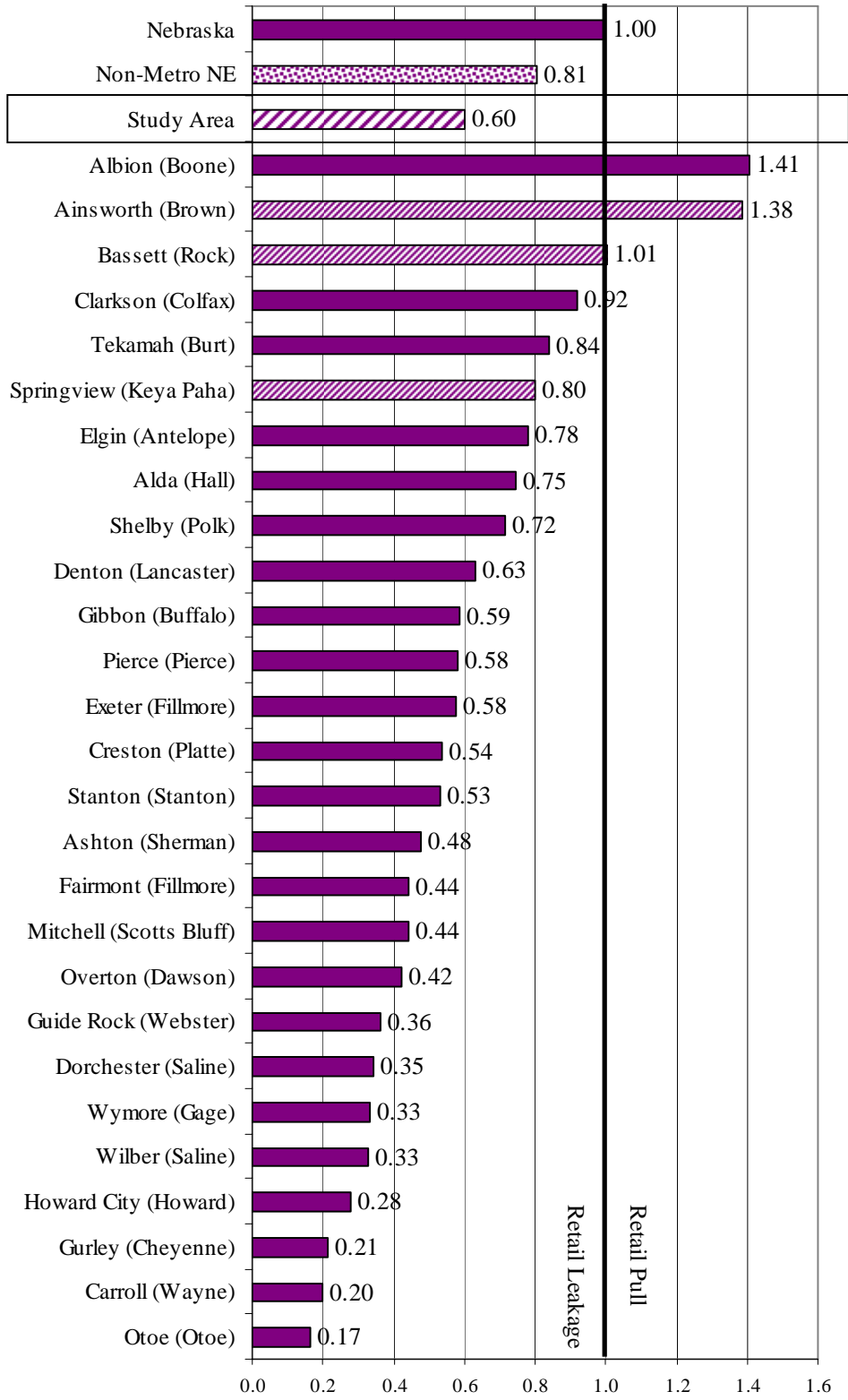
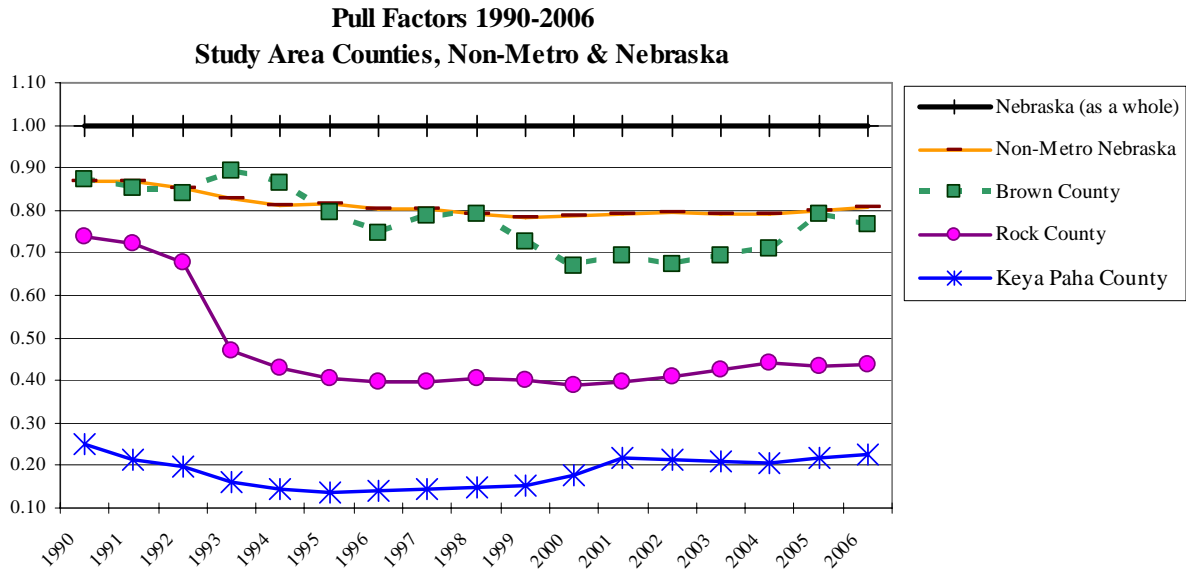


Chart 12 illustrates the pull factor trends for the Brown County, Keya Paha County, Rock County, Nebraska, and non-metropolitan Nebraska, from 1990 to 2006. In examining the time line, it is apparent each of the counties has experienced retail leakage throughout the entire time period.

Chart 12

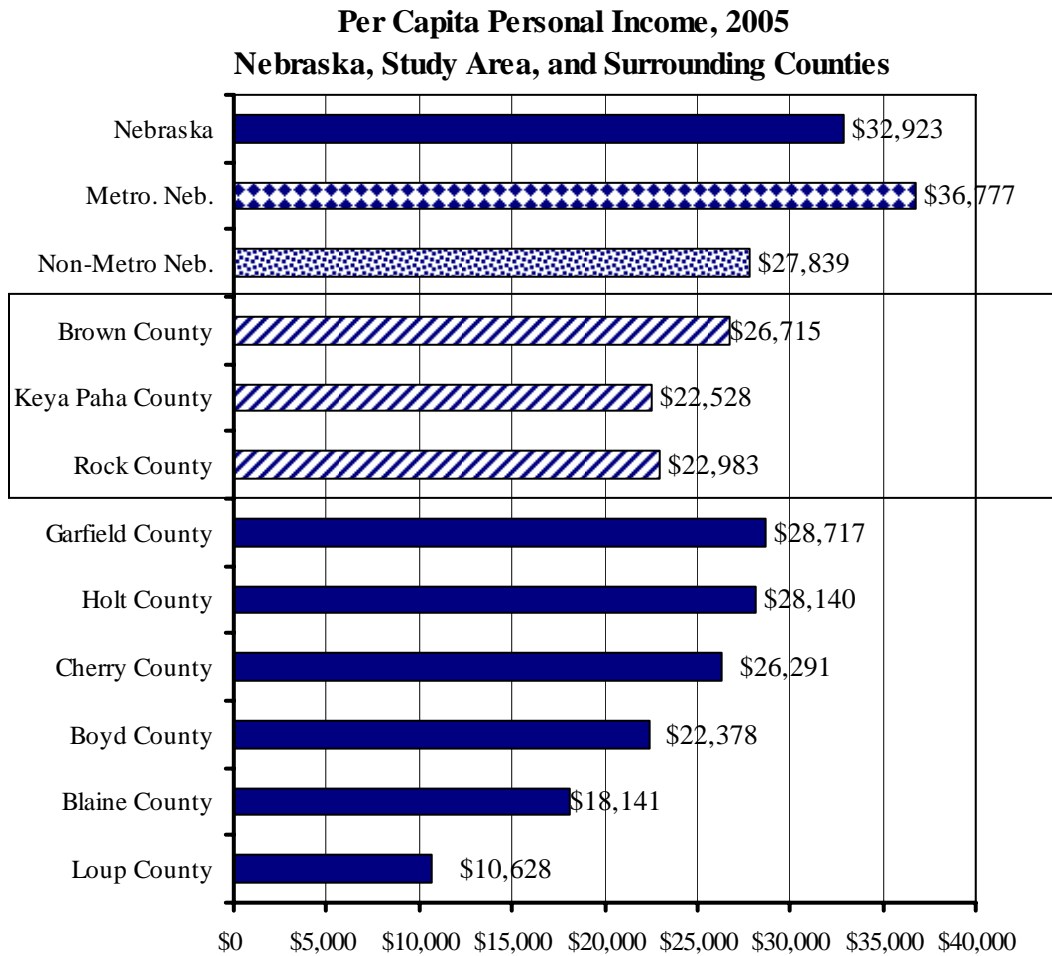


Source: U.S. Census Bureau and Nebraska Department of Revenue, 2007

Per Capita Personal Income

Per capita personal incomes in Brown, Keya Paha & Rock Counties were \$26,715, \$22,528, and \$22,983 respectively in 2005 the last year in which such data are available. Each of the Study Area counties reported lower per capita income than the non-metropolitan average falling significantly below Nebraska as a whole and metropolitan Nebraska.

Chart 13



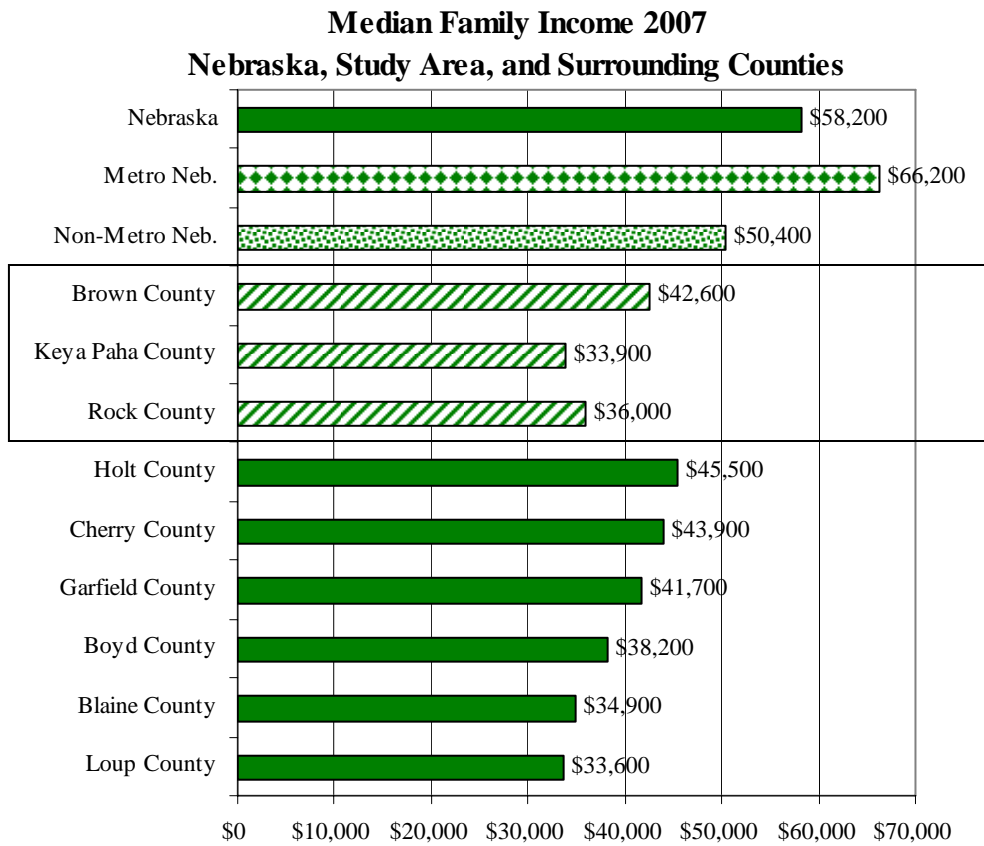
Source: Bureau of Economic Analysis, US Department of Commerce

Median Family Income

Median family income provides a different perspective of income levels in Nebraska and Study Area. Median family income is the midpoint in the ranked distribution of the sum of income for all family members 15 years of age and older. The U.S. Department of Housing and Urban Development (HUD) estimates median family income based on 2000 Census data updated with a combination of Bureau of Labor Statistics and Census Divisional data.

Similar to per capita income, median family income in the Study Area is significantly below the medians for Nebraska as a whole, metropolitan Nebraska, and non-metropolitan Nebraska in 2007.

Chart 14



Source: U.S. Department of Housing and Urban Development, est. 2007