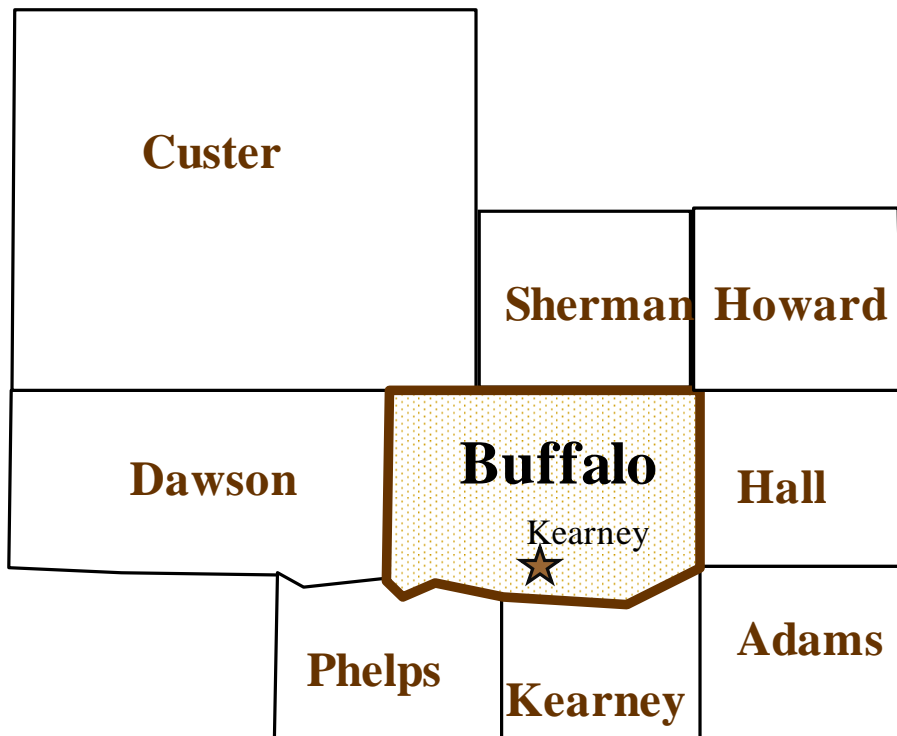


Economic and Demographic Trends

Kearney, Buffalo County,
and the Surrounding Area



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Prepared by: Jenny Overhue
Nebraska Public Power District
Economic Development Department
PO Box 499, 1414 15th Street
Columbus, NE 68602-0499
(402) 563-5807
Email: jloverh@nppd.com

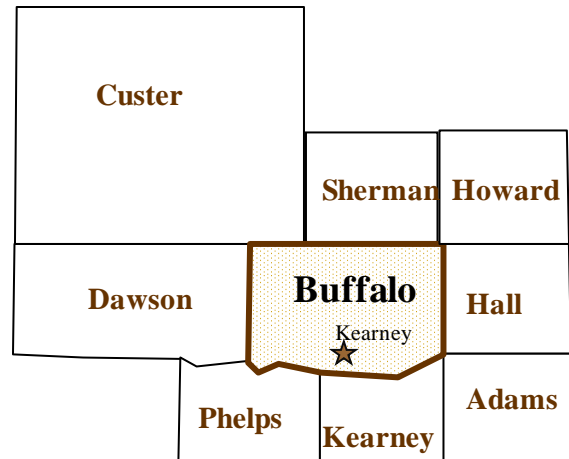
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Economic and Demographic Trends in Kearney, Buffalo County, and the Surrounding Area

This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the city of Kearney and Buffalo County. 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 Buffalo County, other counties included in this area are Adams, Custer, Dawson, Hall, Howard, Kearney, Phelps, and Sherman. The retail sales section also compares retail growth between Kearney 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 Buffalo County 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

When comparing Buffalo County non-farm wage and salary employment sectors to non-metropolitan Nebraska, there are significant differences between the distributions. The largest variances fall in the Manufacturing, Education & Health Services, and Government sectors. Deviations from the non-metropolitan state distribution of employment are noted in Chart 1 (next page). The more significant deviations include the following:

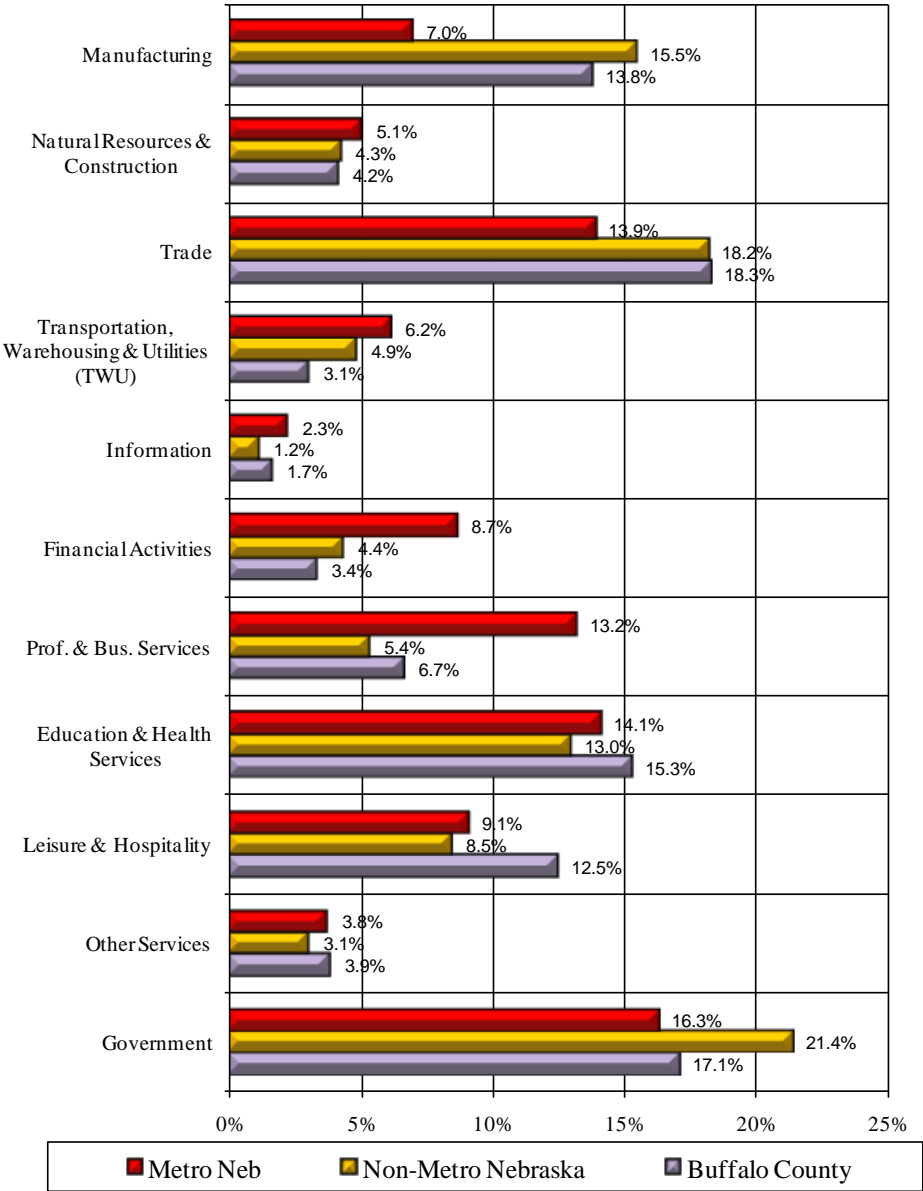
- Education & Health Services (15.3 percent Buffalo County vs. 13.0 percent non-metropolitan)
- Leisure & Hospitality (12.5 percent Buffalo County vs. 8.5 percent non-metropolitan)
- Government (17.1 percent Buffalo County vs. 21.4 percent non-metropolitan)

Chart 1 graphically displays the variances among employment by major economic sectors in Buffalo County, metropolitan Nebraska, and non-metro Nebraska. The Manufacturing sector consists of both durable and non-durable goods.

The largest deviation between Buffalo County and non-metropolitan Nebraska employment sectors falls in the Government sector having 17.1 percent employment (4,429 employees) compared to non-metropolitan Nebraska employment at 21.4 percent of the workforce. Comparing Buffalo County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (13.8 percent Buffalo County vs. 7.0 percent metropolitan Nebraska).

Chart 1

**Non-Farm Wage & Salary Employment by Major Economic Sector
 Buffalo County, Metro & Non-Metropolitan Nebraska, 2009**



Source: Nebraska Department of Labor, Labor Market Information, April 2010

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Buffalo County for the period 2001–2009. 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). The measure of employment reported in Table 1 is data on the number of people employed in the non-agriculture wage and salary sector in Buffalo County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Buffalo County increased 9.1 percent (2,153 jobs) between 2001 and 2009.

Table 1 also provides employment data for Buffalo County by major economic sector for years 2001–2009. Of the sectors reporting, the Transportation, Warehousing & Utilities sector recorded the largest percentage increase of 37.7 percent (216 jobs). The Trade sector reported the largest actual increase in employment during the study time period (763 jobs or 19.3 percent).

Table 1

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

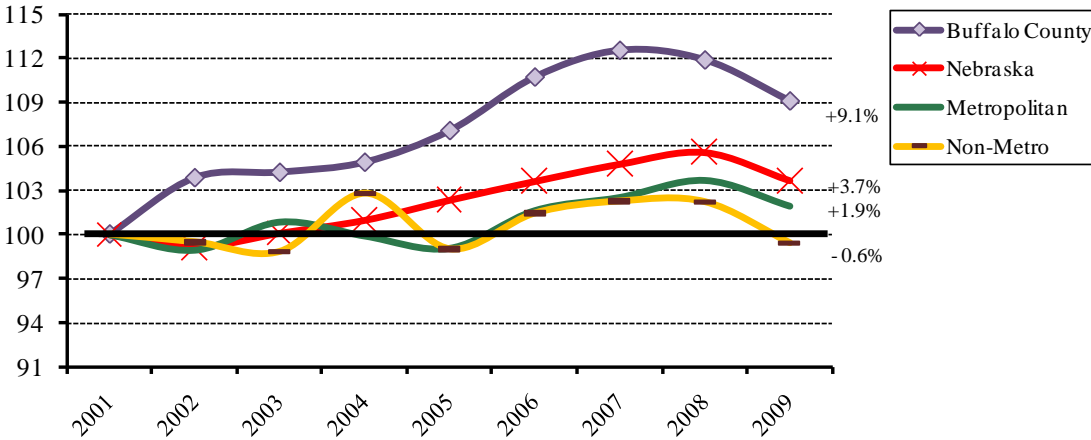
	2001	2002	2003	2004	2005	2006	2007	2008	2009	% Change 2001-2009
Non-farm Employment (W&S)	23,690	24,601	24,688	24,851	25,363	26,230	26,662	26,506	25,843	9.1
Manufacturing	3,880	3,902	3,898	4,005	4,100	4,254	4,189	4,056	3,567	-8.1
Durable Goods	2,456	2,519	2,476	2,533	2,577	2,657	2,454	2,343	1,974	-19.6
Nondurable Goods	1,424	1,383	1,421	1,472	1,523	1,597	1,735	1,713	1,593	11.9
Non-manufacturing										
Natural Resources & Construction	1,105	1,137	1,190	1,176	1,147	1,295	1,301	1,146	1,097	-0.7
Trade	3,954	4,307	4,355	4,378	4,575	4,741	4,825	4,804	4,717	19.3
Wholesale Trade	821	832	845	925	900	884	926	941	916	11.6
Retail Trade	3,133	3,475	3,510	3,454	3,675	3,857	3,899	3,863	3,801	21.3
Transportation, Warehousing & Utilities	573	571	562	590	545	712	767	841	789	37.7
Information	319	377	399	387	389	420	426	435	437	37.0
Financial Activities	834	746	749	802	861	877	884	902	872	4.6
Professional & Business Services	1,619	1,823	1,719	1,642	1,814	1,996	2,142	1,893	1,740	7.5
Education & Health Services	3,609	3,748	3,789	3,734	3,802	3,749	3,857	3,813	3,948	9.4
Leisure and Hospitality	2,879	2,991	2,965	3,023	2,957	3,021	3,052	3,205	3,240	12.5
Other Services, except Public	863	916	913	904	898	899	942	1,008	1,008	16.8
Government	4,055	4,084	4,150	4,210	4,276	4,266	4,277	4,405	4,429	9.2
Federal	168	172	177	173	164	159	163	172	162	-3.6
State	1,809	1,788	1,798	1,843	1,906	1,848	1,827	1,904	1,921	6.2
Local	2,079	2,124	2,175	2,193	2,205	2,259	2,287	2,329	2,346	12.8

Labor Force & Work Force Summary, 2001-2009, Annually, Buffalo County, Nebraska
 Source: Nebraska Department of Labor, Labor Market Information

Chart 2 compares total non-farm wage and salary employment growth in Buffalo County 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 Buffalo County increased 9.1 percent (2,153 jobs) from 2001 to 2009, compared to a 3.7 percent increase for Nebraska as a whole, a 1.9 percent increase in metropolitan Nebraska, and a 0.6 percent decrease in non-metropolitan Nebraska.

Chart 2

Non-Farm (W&S) Employment, Buffalo County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2009
 (Index, 2001=100)

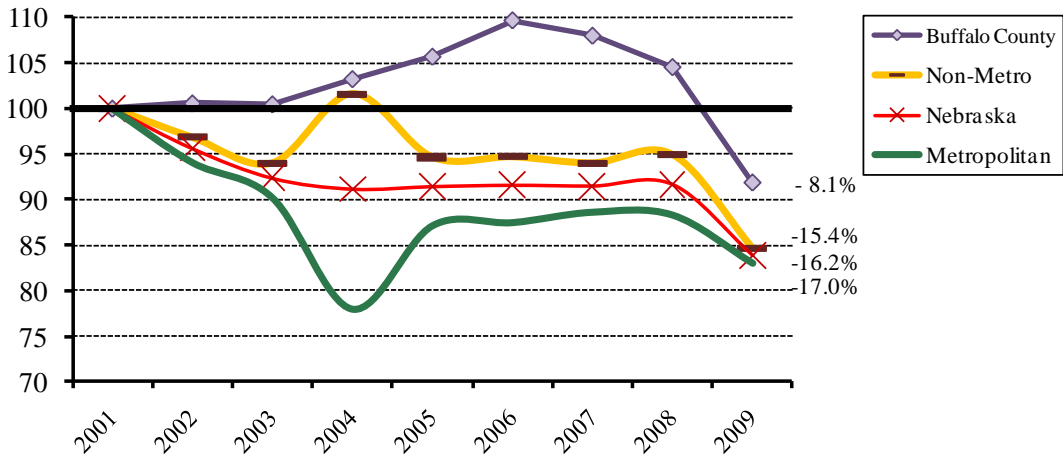


Source: Labor Force & Work Force Summary, April 2010

Chart 3 presents data on manufacturing wage and salary employment growth for Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Buffalo County experienced an 8.1 percent decrease in employment between 2001 and 2009. This decrease compares to a 15.4 percent decrease for non-metropolitan Nebraska, a 16.2 percent decrease for Nebraska as a whole, and a 17.0 percent decrease for metropolitan Nebraska over the same period.

Chart 3

Manufacturing (W&S) Employment, Buffalo County, Nebraska, Metro, Non-Metro Nebraska, 2001-2009
 (Index, 2001=100)



Source: Labor Force & Work Force Summary, April 2010

The next table (Table 2) shows labor force information for Buffalo County 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 9.8 percent increase (2,483 people) in the number of Buffalo County residents participating in the labor force between 2001 and 2009.

The percent of those unemployed in Buffalo County increased by 67.2 percent (405 people) 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 Buffalo County unemployment rate was 3.6 percent in 2009; significantly below that for metropolitan Nebraska (4.9 percent), Nebraska as a whole (4.7 percent), and non-metropolitan Nebraska (4.6 percent).

Table 2

Labor Force & Employment Trends, Buffalo County, Nebraska

Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	% Change 2001-2009
Labor Force	25,215	26,168	26,586	26,956	27,121	27,608	28,215	28,216	27,698	9.8
Unemployment	603	681	742	790	767	624	622	697	1,008	67.2
Unemployment Rate	2.4	2.6	2.8	2.9	2.8	2.3	2.2	2.5	3.6	(N/A)
Employment	24,612	25,488	25,844	26,166	26,354	26,984	27,593	27,519	26,690	8.4

Labor Force & Work Force Summary, 2001-2009, Annually, Buffalo 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 show residence (commute shed) and workflow (labor shed) patterns for the city of Kearney and Buffalo County. A commute shed report looks at where residents are working (where they are commuting to work). A labor shed area report looks at the area from which a city or county is pulling employees to fill positions. These data are from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) 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 city of Kearney and Buffalo County are from 2008.

Tables 3A–3C show employment locations for city of Kearney residents in the workforce or in other words, a commute shed report. In Table 3A, the Census identified 13,319 primary jobs within Kearney city limits. More than half of the city of Kearney workers (60.7 percent or 8,085 people) also reside within the city limits leaving 39.3 percent of the labor force (5,234 people) commuting outside the city limits for employment. Table 3B (next page) shows approximately a quarter of those residing within city limits travel outside the county line for work (25.3 percent or 3,376 people). Table 3C (next page) shows 143 residents or 1.1 percent of Kearney residents cross the state boundary for work.

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 (e.g., pay, type of work, benefits, etc.) also impacts commuting patterns. In non-metro areas, place of residence (e.g., farm or ranch) also plays an important role in commuting patterns. Other factors may include the availability and affordability of transportation.

Table 3A

City of Kearney Commute Shed Report, 2008
 Where City of Kearney Workforce Participants are Employed

	Count	Share
Total Primary Jobs	13,319	100%
Live in City of Kearney - Work Elsewhere City Jobs in Places (Communities) Where Workers are Employed		
Kearney city, NE	8,085	60.7%
Grand Island city, NE	652	4.9%
Lincoln city, NE	355	2.7%
Hastings city, NE	274	2.1%
Omaha city, NE	208	1.6%
Holdrege city, NE	124	0.9%
Lexington city, NE	105	0.8%
North Platte city, NE	88	0.7%
Columbus city, NE	81	0.6%
Minden city, NE	76	0.6%
All Other Locations	3,271	24.6%
Total City of Kearney Residents Working Inside City:	8,085	60.7%
Total City of Kearney Residents Working Outside City:	5,234	39.3%

Table 3B

Live in City of Kearney - Work Elsewhere County Jobs in Counties Where Workers are Employed		
Buffalo County, NE	9,943	74.7%
Hall County, NE	714	5.4%
Lancaster County, NE	386	2.9%
Adams County, NE	309	2.3%
Dawson County, NE	249	1.9%
Douglas County, NE	230	1.7%
Phelps County, NE	172	1.3%
Kearney County, NE	170	1.3%
Lincoln County, NE	102	0.8%
Platte County, NE	98	0.7%
All Other Locations	946	7.1%
Total Kearney Residents Working Inside Buffalo County:	9,943	74.7%
Total Kearney Residents Working Outside Buffalo County:	3,376	25.3%

Table 3C

Live in City of Kearney - Work Elsewhere State Jobs in States Where Workers are Employed		
Nebraska	13,176	98.9%
Kansas	66	0.5%
Wyoming	20	0.2%
South Dakota	9	0.1%
Colorado	8	0.1%
All Other Locations	40	0.3%
Total Kearney Residents Working Inside Nebraska:	13,176	98.9%
Total Kearney Residents Working Outside Nebraska:	143	1.1%

Source: U.S. Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2008)

Tables 4A–4C examine the commute shed area for Buffalo County. In Table 4A, the Census identified 4,018 primary jobs within the county borders. As Table 4A shows, 46.0 percent of Buffalo County’s labor force participants (9,044 people) work in a location other than the city of Kearney. Table 4B and Figure 2 (next page) show more than 25 percent of Buffalo County workforce residents (26.6 percent or 5,229 people) work outside Buffalo County. Table 4C shows 213 residents or 1.1 percent of Buffalo County workforce residents leave the state boundary for work.

Table 4A

Buffalo County Commute Shed Report, 2008

Where Buffalo County Workforce Participants are Employed

	Count	Share
Total Primary Jobs	19,659	100%
Live in Buffalo County - Work Elsewhere City		
Jobs in Places (Communities) Where Workers are Employed		
Kearney city, NE	10,615	54.0%
Grand Island city, NE	1,138	5.8%
Lincoln city, NE	512	2.6%
Hastings city, NE	435	2.2%
Ravenna city, NE	396	2.0%
Omaha city, NE	283	1.4%
Gibbon city, NE	221	1.1%
Holdrege city, NE	205	1.0%
Lexington city, NE	160	0.8%
North Platte city, NE	117	0.6%
All Other Locations	5,577	28.4%
Total Buffalo County Residents Working Inside Kearney:	10,615	54.0%
Total Buffalo County Residents Working Outside Kearney:	9,044	46.0%

Table 4B

Live in Buffalo County - Work Elsewhere County Jobs in Counties Where Workers are Employed		
Buffalo County, NE	14,430	73.4%
Hall County, NE	1,276	6.5%
Lancaster County, NE	555	2.8%
Adams County, NE	488	2.5%
Dawson County, NE	387	2.0%
Douglas County, NE	312	1.6%
Phelps County, NE	284	1.4%
Kearney County, NE	225	1.1%
Platte County, NE	138	0.7%
Lincoln County, NE	138	0.7%
All Other Locations	1,426	7.3%
Total Buffalo County Residents Working Inside County:	14,430	73.4%
Total Buffalo County Residents Working Outside County:	5,229	26.6%

Figure 2

Buffalo County Commute Shed
 Where Buffalo County Residents are Employed

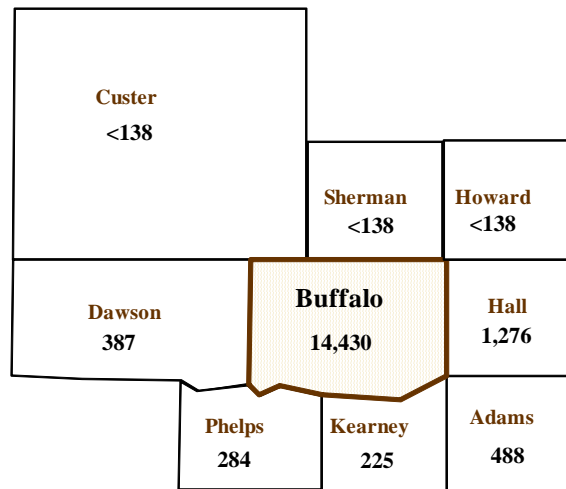


Table 4C

Live in Buffalo County - Work Elsewhere State Jobs in States Where Workers are Employed		
Nebraska	19,446	98.9%
Kansas	92	0.5%
Wyoming	25	0.1%
Colorado	18	0.1%
South Dakota	16	0.1%
All Other Locations	62	0.3%
Total Buffalo County Residents Working Inside Nebraska:	19,446	98.9%
Total Buffalo County Residents Working Outside Nebraska:	213	1.1%

U.S. Census Bureau, LED OnTheMap Origin-Destination Database, 2nd Quarter 2008

People also travel from other cities and counties of residence to work in Kearney and Buffalo County – this is the labor shed area. The Census identified 16,478 primary jobs within the Kearney city limits. Table 5A examines the labor shed area for jobs within the city of Kearney. The table shows 50.9 percent or 8,393 workers in the city of Kearney travel from outside city limits. Table 5B identifies 5,863 workers (35.6 percent of the workforce) traveling from outside Buffalo County boundaries. Table 5C shows 176 workers (1.1 percent of the workforce) traveling from outside state borders to work inside the city limits of Kearney.

Table 5A

City of Kearney Labor Shed Report, 2008

Where Workers Live who are Employed in the City of Kearney

	Count	Share
Total Primary Jobs	16,478	100%
Work in City of Kearney - Live Elsewhere City Jobs in Places (Communities) Where Workers Live		
Kearney city, NE	8,085	49.1%
Grand Island city, NE	597	3.6%
Lincoln city, NE	352	2.1%
Omaha city, NE	330	2.0%
North Platte city, NE	313	1.9%
Hastings city, NE	295	1.8%
Minden city, NE	245	1.5%
Gibbon city, NE	187	1.1%
Elm Creek village, NE	149	0.9%
Holdrege city, NE	146	0.9%
All Other Locations	5,779	35.1%
Total Kearney Workers Living Inside Kearney:	8,085	49.1%
Total Kearney Workers Living Outside Kearney:	8,393	50.9%

Table 5B

Work in City of Kearney - Live Elsewhere County Jobs in Counties Where Workers Live		
Buffalo County, NE	10,615	64.4%
Hall County, NE	760	4.6%
Kearney County, NE	614	3.7%
Dawson County, NE	415	2.5%
Lincoln County, NE	411	2.5%
Douglas County, NE	399	2.4%
Lancaster County, NE	396	2.4%
Adams County, NE	380	2.3%
Phelps County, NE	272	1.7%
Custer County, NE	116	0.7%
All Other Locations	2,100	12.7%
Total Kearney Workers Living Inside Buffalo County:	10,615	64.4%
Total Kearney Workers Living Outside Buffalo County:	5,863	35.6%

Table 5C

Work in City of Kearney - Live Elsewhere State Jobs in States Where Workers Live		
Nebraska	16,302	98.9%
Kansas	57	0.3%
Iowa	39	0.2%
Missouri	17	0.1%
Colorado	12	0.1%
All Other Locations	51	0.3%
Total Kearney Workers Living Inside Nebraska:	16,302	98.9%
Total Kearney Workers Living Outside Nebraska:	176	1.1%

Source: U.S. Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2008)

Tables 6A–6C depict the labor shed area of those employed within Buffalo County. The Census identified 22,701 primary jobs within Buffalo County. As Table 6A indicates, 56.2 percent (12,758 people) who are employed within Buffalo County live outside of the city of Kearney. Table 6B and Figure 3 (next page) show approximately 40 percent (36.4 percent or 8,271 people) who work inside Buffalo County live outside of the county borders and Table 6C shows 1.3 percent (295 people) live out-of-state.

Table 6A

Buffalo County Labor Shed Report, 2008

Where Workers Live who are Employed in Buffalo County

	Count	Share
Total Primary Jobs	22,701	100%
Work in Buffalo County - Live Elsewhere City Jobs in Places (Communities) Where Workers Live		
Kearney city, NE	9,943	43.8%
Grand Island city, NE	1,026	4.5%
Lincoln city, NE	463	2.0%
Gibbon city, NE	463	2.0%
Omaha city, NE	380	1.7%
Hastings city, NE	378	1.7%
North Platte city, NE	351	1.5%
Minden city, NE	350	1.5%
Ravenna city, NE	348	1.5%
Shelton village, NE	308	1.4%
All Other Locations	8,691	38.3%
Total Buffalo County Workers Living Inside Kearney:	9,943	43.8%
Total Buffalo County Workers Living Outside Kearney:	12,758	56.2%

Table 6B

Work in Buffalo County - Live Elsewhere County Jobs in Counties Where Workers Live		
Buffalo County, NE	14,430	63.6%
Hall County, NE	1,339	5.9%
Kearney County, NE	815	3.6%
Dawson County, NE	711	3.1%
Lancaster County, NE	522	2.3%
Adams County, NE	500	2.2%
Lincoln County, NE	466	2.1%
Douglas County, NE	462	2.0%
Phelps County, NE	374	1.6%
Custer County, NE	200	0.9%
All Other Locations	2,882	12.7%
Total Buffalo County Workers Living Inside County:	14,430	63.6%
Total Buffalo County Workers Living Outside County:	8,271	36.4%

Figure 3

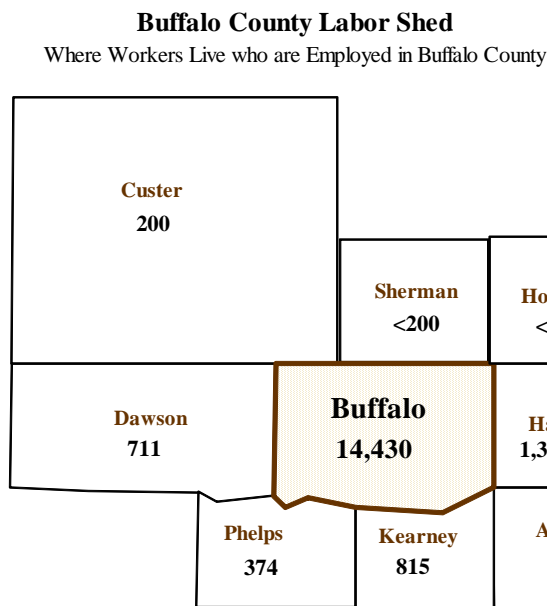


Table 6C

Work in Buffalo County - Live Elsewhere State		
Nebraska	22,406	98.7%
Kansas	84	0.4%
Iowa	49	0.2%
Colorado	31	0.1%
Texas	30	0.1%
All Other Locations	101	0.4%
Total Buffalo County Workers Living Inside Nebraska:	22,406	98.7%
Total Buffalo County Workers Living Outside Nebraska:	295	1.3%

U.S. Census Bureau, LED OnTheMap Origin-Destination Database, 2nd Quarter 2008

Population and Migration Trends

The following tables (Tables 7 and 8) present population trend data for Kearney, Buffalo County, and the surrounding area. As Table 7 indicates, Buffalo County's population increased by 68.1 percent (17,125 people) between 1950 and 2000. Buffalo County's population increase of 8.4 percent (3,555 people) between 2000 and 2009 compares to a 5.0 percent increase for Nebraska as a whole.

Table 7

County Population 1950-2009
 Buffalo County and the Surrounding Area

Location	1950	1960	1970	1980	1990	2000	2003	2006	2009	% Change 1950-2000 (50 years)	% Change 2000-2009 (9 years)
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
Buffalo County	25,134	26,236	31,222	34,797	37,447	42,259	43,208	44,490	45,814	68.1	8.4
Adams County	28,855	28,944	30,553	30,656	29,625	31,151	32,140	32,858	33,324	8.0	7.0
Custer County	19,170	16,517	14,092	13,877	12,270	11,793	11,309	10,938	10,784	-38.5	-8.6
Dawson County	19,393	19,405	19,771	22,304	19,940	24,365	24,411	24,765	25,076	25.6	2.9
Hall County	32,186	35,757	42,851	47,690	48,925	53,534	53,846	54,845	57,487	66.3	7.4
Howard County	7,226	6,541	6,807	6,773	6,057	6,567	6,570	6,463	6,443	-9.1	-1.9
Kearney County	6,409	6,580	6,707	7,053	6,629	6,882	6,771	6,562	6,460	7.4	-6.1
Phelps County	9,048	9,800	9,553	9,769	9,715	9,747	9,538	9,328	9,032	7.7	-7.3
Sherman County	6,421	5,382	4,725	4,226	3,718	3,318	3,130	2,973	2,881	-48.3	-13.2

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

Table 8 data reveal Buffalo County communities experienced mix in population gains and losses during the 1950–2000 time period. The city of Kearney reported a 126.4 percent increase in population (15,316 people) between 1950 and 2000. The city of Kearney experienced a 10.9 percent increase in population (2,986 people) between 2000 and 2008. The rural areas outside of the selected communities experienced a 9.2 percent increase (734 people) during the 1950–2000 time period and a population decrease of 1.2 percent (-105 people) during the 2000 to 2008 time period.

Table 8

Population 1950-2008
 Buffalo County Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2004	2006	2008	% Change 1950-2000 (50 years)	% Change 2000-2008 (8 years)
Buffalo County	25,134	26,236	31,222	34,797	37,447	42,259	43,682	44,490	45,186	68.1	6.9
Amherst	219	220	259	269	229	277	276	271	272	26.5	-1.8
Elm Creek	799	778	798	862	852	894	886	872	878	11.9	-1.8
Gibbon	1,063	1,083	1,388	1,531	1,525	1,759	1,783	1,799	1,847	65.5	5.0
Kearney	12,115	14,210	19,181	21,158	24,915	27,431	28,832	29,760	30,417	126.4	10.9
Miller	179	137	130	147	130	156	157	155	156	-12.8	0.0
Pleasanton	188	199	261	349	374	360	348	348	351	91.5	-2.5
Ravenna	1,451	1,417	1,356	1,296	1,371	1,341	1,308	1,291	1,316	-7.6	-1.9
Riverdale	134	144	155	204	215	213	208	208	209	59.0	-1.9
Shelton	1,032	904	1,028	1,046	956	1,140	1,148	1,139	1,157	10.5	1.5
Total Rural Areas:	7,954	7,144	6,666	7,935	6,880	8,688	8,736	8,647	8,583	9.2	-1.2

Source: U.S. Bureau of the Census, Census of Population, July 2009

The next table (Table 9) 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. Buffalo County differs from this pattern having 48.0 percent in-migration occurring in the ‘15–24’ year age group (4,160 people). This significant in-migration can be attributed to the presence of the University of Nebraska – Kearney in the community.

Table 9

**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	1.7	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

BUFFALO COUNTY					
0 - 14	8,095	8,591	6.1	395	4.9
15 - 24	8,661	9,516	9.9	4,160	48.0
25 - 44	10,633	11,251	5.8	-2,969	-27.9
45 - 64	5,514	8,021	45.5	523	9.5
Over 65	4,544	4,880	7.4	203	4.5
Total:	37,447	42,259	12.9	2,312	6.2

Table 9 (continued)

Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
ADAMS COUNTY					
0 - 14	6,273	6,324	0.8	107	1.7
15 - 24	4,254	4,987	17.2	859	20.2
25 - 44	8,795	8,149	-7.3	-656	-7.5
45 - 64	5,355	6,749	26.0	124	2.3
Over 65	4,948	4,942	-0.1	185	3.7
Total:	29,625	31,151	5.2	618	2.1

CUSTER COUNTY					
0 - 14	2,771	2,521	-9.0	232	8.4
15 - 24	1,186	1,225	3.3	-692	-58.4
25 - 44	3,081	2,769	-10.1	110	3.6
45 - 64	2,537	2,793	10.1	129	5.1
Over 65	2,695	2,485	-7.8	15	0.5
Total:	12,270	11,793	-3.9	-207	-1.7

DAWSON COUNTY					
0 - 14	4,656	5,972	28.3	745	16.0
15 - 24	2,255	3,196	41.7	-32	-1.4
25 - 44	5,622	6,721	19.5	1,785	31.7
45 - 64	3,948	5,033	27.5	324	8.2
Over 65	3,459	3,443	-0.5	112	3.2
Total:	19,940	24,365	22.2	2,934	14.7

HALL COUNTY					
0 - 14	11,671	12,123	3.9	-6	-0.1
15 - 24	6,382	7,172	12.4	-627	-9.8
25 - 44	15,088	15,165	0.5	1,071	7.1
45 - 64	8,834	11,597	31.3	327	3.7
Over 65	6,950	7,477	7.6	391	5.6
Total:	48,925	53,534	9.4	1,156	2.4

HOWARD COUNTY					
0 - 14	1,421	1,473	3.7	267	18.8
15 - 24	686	821	19.7	-163	-23.7
25 - 44	1,529	1,664	8.8	230	15.0
45 - 64	1,273	1,484	16.6	173	13.6
Over 65	1,146	1,125	-1.8	-48	-4.2
Total:	6,055	6,567	8.5	459	7.6

Table 9 (continued)

Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
KEARNEY COUNTY					
0 - 14	1,495	1,468	-1.8	110	7.4
15 - 24	740	813	9.9	-170	-22.9
25 - 44	1,938	1,893	-2.3	160	8.3
45 - 64	1,299	1,561	20.2	36	2.8
Over 65	1,157	1,147	-0.9	33	2.9
Total:	6,629	6,882	3.8	170	2.6

PHELPS COUNTY					
0 - 14	2,237	2,097	-6.3	117	5.2
15 - 24	1,064	1,078	1.3	-444	-41.7
25 - 44	2,781	2,511	-9.7	58	2.1
45 - 64	1,902	2,297	20.8	76	4.0
Over 65	1,731	1,764	1.9	128	7.4
Total:	9,715	9,747	0.3	-65	-0.7

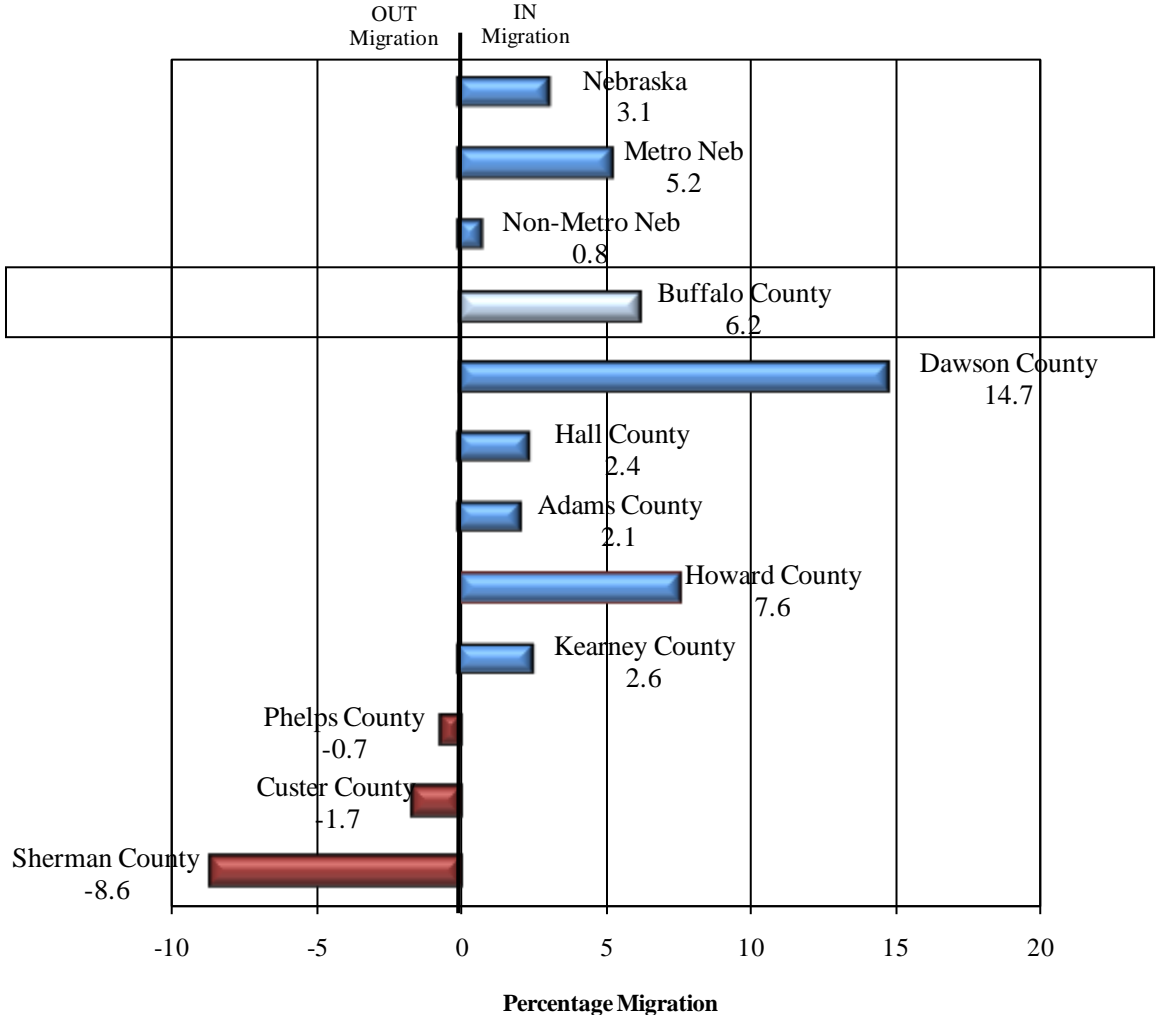
SHERMAN COUNTY					
0 - 14	844	644	-23.7	10	1.2
15 - 24	436	320	-26.6	-278	-63.8
25 - 44	866	786	-9.2	-51	-5.9
45 - 64	780	800	2.6	10	1.3
Over 65	792	768	-3.0	-11	-1.4
Total:	3,718	3,318	-10.8	-320	-8.6

Source: Nebraska Public Power District, 2002, using Bureau of Census, Census of Population data

Chart 4 graphically depicts the 1990–2000 migration patterns of Nebraska, Buffalo County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Buffalo County experienced in-migration of 6.2 percent of the 1990 population (2,312 people) while Nebraska recorded net in-migration of 3.1 percent.

Chart 4

**1990-2000 Migration as Percent of 1990 Population
 Buffalo County and the Surrounding Area**

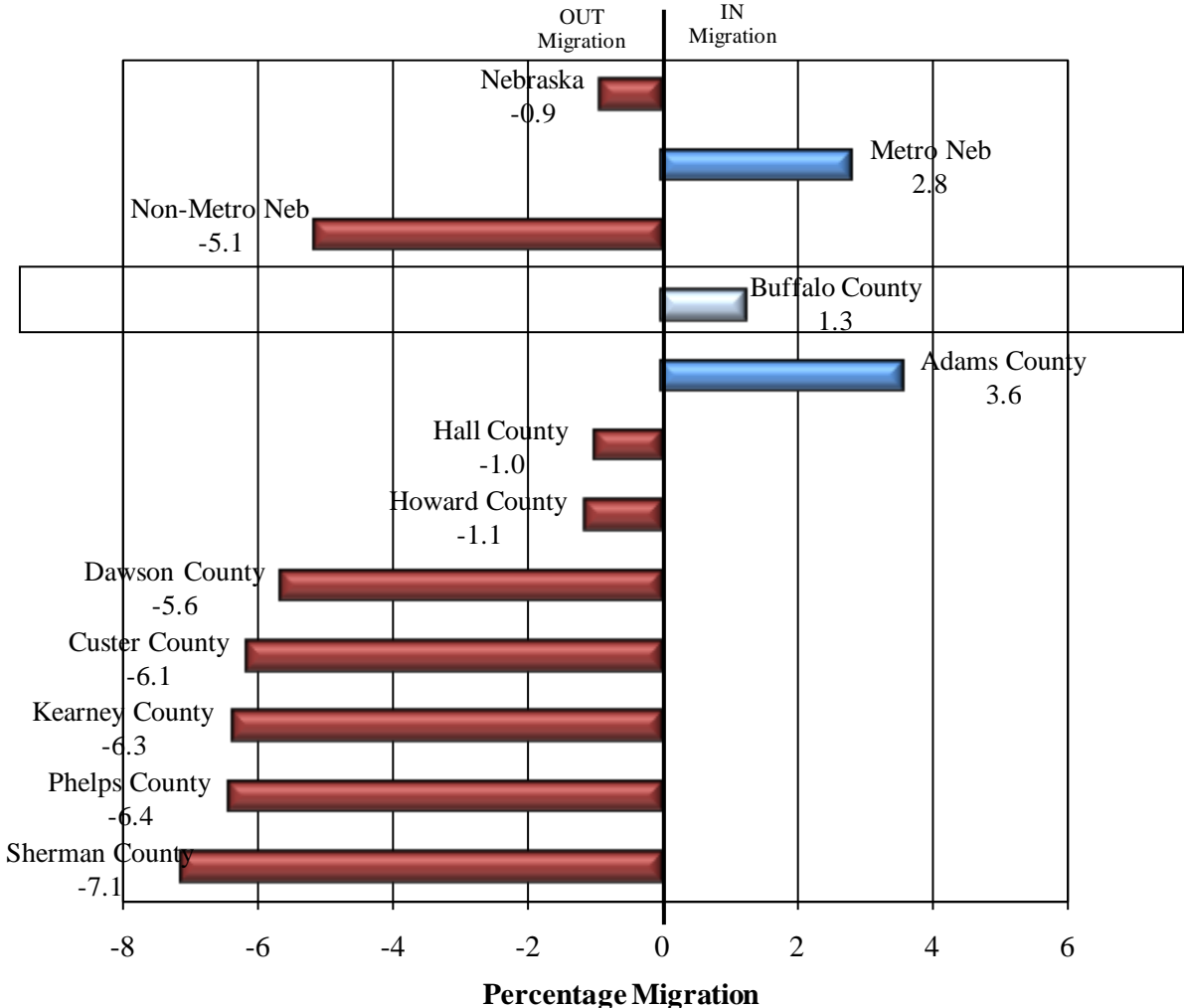


Source: U.S. Census Bureau, Population Estimates and Population Change, July 2005

Chart 5 shows the 2000–2008 migration pattern for the study area as a percentage of the 2000 population. Buffalo County’s 1.3 percent in-migration (529 people) compares to a 0.9 percent out-migration for Nebraska as a whole, a 5.1 percent out-migration for non-metropolitan Nebraska, and a 2.8 percent in-migration for Metropolitan Nebraska during the 2000 to 2008 time period.

Chart 5

**2000-2008 Migration as Percent of 2000 Population
 Buffalo County and the Surrounding Area**



Source: U.S. Census Bureau, Population Estimates and Population Change, May 2009

The next two tables (Tables 10–11) 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 citizens.

Table 10 data show 69.1 percent of those moving in to Buffalo County between 2007 and 2008 moved from other Nebraska locations (1,636 people). Data also reveal 702 people also migrated in from other states and 31 people migrated in from a foreign locality. Table 10 also shows in-state migration flows. Migration to Buffalo County from within Nebraska came primarily from Lancaster, Dawson, Kearney, and Hall Counties.

Table 10

**Migration Inflow 2007-2008
 Buffalo County, Nebraska**

Moved to Buffalo County From:		
Location	#	%
Total U.S.	2,338	98.7%
Total Foreign	31	1.3%
Nebraska	1,636	69.1%
Different State	702	29.6%

County Specific Flows:		
Location	#	%
Lancaster County	169	7.2%
Dawson County	177	7.6%
Kearney County	178	7.6%
Hall County	173	7.4%
Phelps County	121	5.2%
Douglas County	70	3.0%
Adams County	66	2.8%
Custer County	51	2.2%
Sherman County	42	1.8%
Lincoln County	46	2.0%
Franklin County	32	1.4%
Red Willow County	23	1.0%
Madison County	21	0.9%
Sarpy County	21	0.9%
Harlan County	24	1.0%
Frontier County	19	0.8%
Platte County	16	0.7%
Furnas County	16	0.7%
Keith County	25	1.1%
Merrick County	21	0.9%
Other Flows - Same State	325	13.9%

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

Table 11 data reveal 62.3 percent of people migrating out of Buffalo County between 2007 and 2008 remained in the state of Nebraska (1,495 people). Data show 904 Buffalo County residents also moved to other states during this time period. Looking within Nebraska, Table 11 shows the majority of people leaving Buffalo County (but staying in Nebraska) went to Lancaster, Douglas, and Hall Counties during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 11

**Migration Outflow 2007-2008
 Buffalo County, Nebraska**

Moved from Buffalo County To:		
Location	#	%
Total U.S.	2,399	100%
Total Foreign	0	0%
Nebraska	1,495	62.3%
Different State	904	37.7%

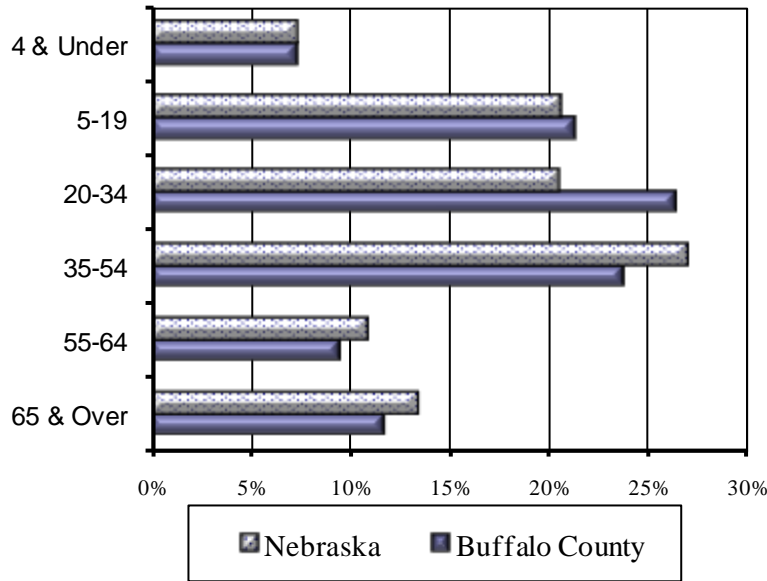
County Specific Flows:		
Location	#	%
Lancaster County	210	8.8%
Douglas County	138	5.8%
Hall County	169	7.0%
Kearney County	145	6.0%
Dawson County	98	4.1%
Adams County	64	2.7%
Lincoln County	72	3.0%
Sarpy County	49	2.0%
Custer County	51	2.1%
Phelps County	53	2.2%
Johnson County	31	1.3%
Larimer County	26	1.1%
Sherman County	30	1.3%
Scotts Bluff County	28	1.2%
Platte County	25	1.0%
Maricopa County	23	1.0%
Red Willow County	22	0.9%
Arapahoe County	15	0.6%
Denver County	13	0.5%
Cheyenne County	15	0.6%
Madison County	14	0.6%
Pennington County	20	0.8%
Other Flows - Same State	184	7.7%

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

The following charts (Charts 6 and 7) compare the age distribution of population for Buffalo County and Nebraska as a whole. The population of Buffalo County is significantly younger than Nebraska as a whole. The median age for Buffalo County residents in 2008 was 31.4 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 6

**Age Distribution of the Population, 2008
 Phelps County and Nebraska**



Source: U.S. Census Bureau, July 2009

Chart 7

	2008 Population		Percent	
	Nebraska	Buffalo County	Nebraska	Buffalo County
4 & Under	132,092	3,357	7.4%	7.4%
5-19	368,255	9,681	20.6%	21.3%
20-34	365,740	11,941	20.5%	26.3%
35-54	481,660	10,756	27.0%	23.7%
55-64	194,838	4,316	10.9%	9.5%
65 & Over	240,847	5,303	13.5%	11.7%
Total	1,783,432	45,354	100%	100%
Median Age	36.2	31.4		

Source: Age Group, Median Age, U.S. Census Bureau, July 2009

Retail Sales

Table 12 and Chart 8 show the retail sales (non-motor vehicle) pull factors for Buffalo County and the surrounding area for 2008. 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

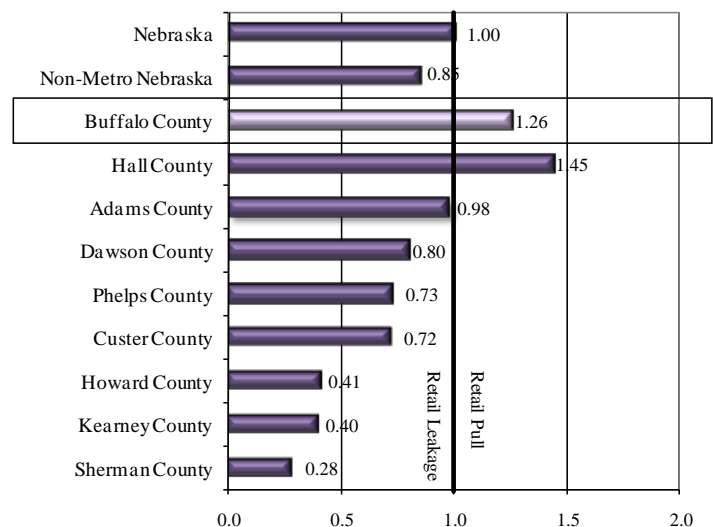
**2008 Retail Sales (Non-Motor Vehicle) Pull Factors
 Nebraska, Buffalo County, and Surrounding Counties**

	2008 Population	2008 Retail Sales (x \$1,000)	2008 Per Cap Sales (\$)	2008 Pull Factor
Nebraska	1,783,432	20,177,971	11,314	1.00
Non-Metro Nebraska	770,003	7,417,475	9,633	0.85
Buffalo County	45,354	645,323	14,229	1.26
Adams County	33,238	366,666	11,032	0.98
Custer County	10,842	88,513	8,164	0.72
Dawson County	24,665	224,601	9,106	0.80
Hall County	56,401	923,152	16,368	1.45
Howard County	6,593	30,884	4,684	0.41
Kearney County	6,479	29,479	4,550	0.40
Phelps County	9,127	75,194	8,239	0.73
Sherman County	2,994	9,627	3,215	0.28

Source: U.S. Census Bureau and Nebraska Department of Revenue, April 2009

Chart 8

**2008 Retail Sales (NMV) Pull Factors, Nebraska,
 Buffalo County & Surrounding Counties**



Reviewing the pull factors at the county level indicates Buffalo County enjoys retail pull. The 2008 pull factor of 1.26 indicates, on a per capita basis, retail sales in Buffalo County are approximately 26 percent greater 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 Buffalo County (1.26) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Buffalo County are approximately 47.7 percent greater than the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 13 and Chart 9 compare the 2008 pull factors for Kearney and selected area communities. The community of Kearney’s pull factor of 1.75 indicates that, on a per capita basis, non-motor vehicle retail sales in Kearney are approximately 75 percent greater than the state’s average per capita sales.

Table 13

**2008 Retail Sales (NMV) Pull Factors
 Nebraska, Kearney, and Selected Area Cities**

	2008 Population	2008 Retail Sales (x \$1,000)	2008 Per Cap Sales (\$)	2008 Pull Factor
Nebraska	1,783,432	20,177,971	11,314	1.00
Non-Metro Nebraska	770,003	7,417,475	9,633	0.85
Kearney (Buffalo)	30,417	602,816	19,818	1.75
Hastings (Adams)	25,394	356,545	14,041	1.24
Broken Bow (Custer)	3,154	67,427	21,378	1.89
Lexington (Dawson)	10,126	131,889	13,025	1.15
Grand Island (Hall)	45,801	891,470	19,464	1.72
St. Paul (Howard)	2,199	25,751	11,710	1.04
Minden (Kearney)	2,802	25,637	9,150	0.81
Holdrege (Phelps)	5,172	69,149	13,370	1.18
Loup City (Sherman)	883	6,797	7,698	0.68

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2009

Chart 9

**2008 Retail Sales (NMV) Pull Factors
 Nebraska, Kearney, and Selected Area Cities**

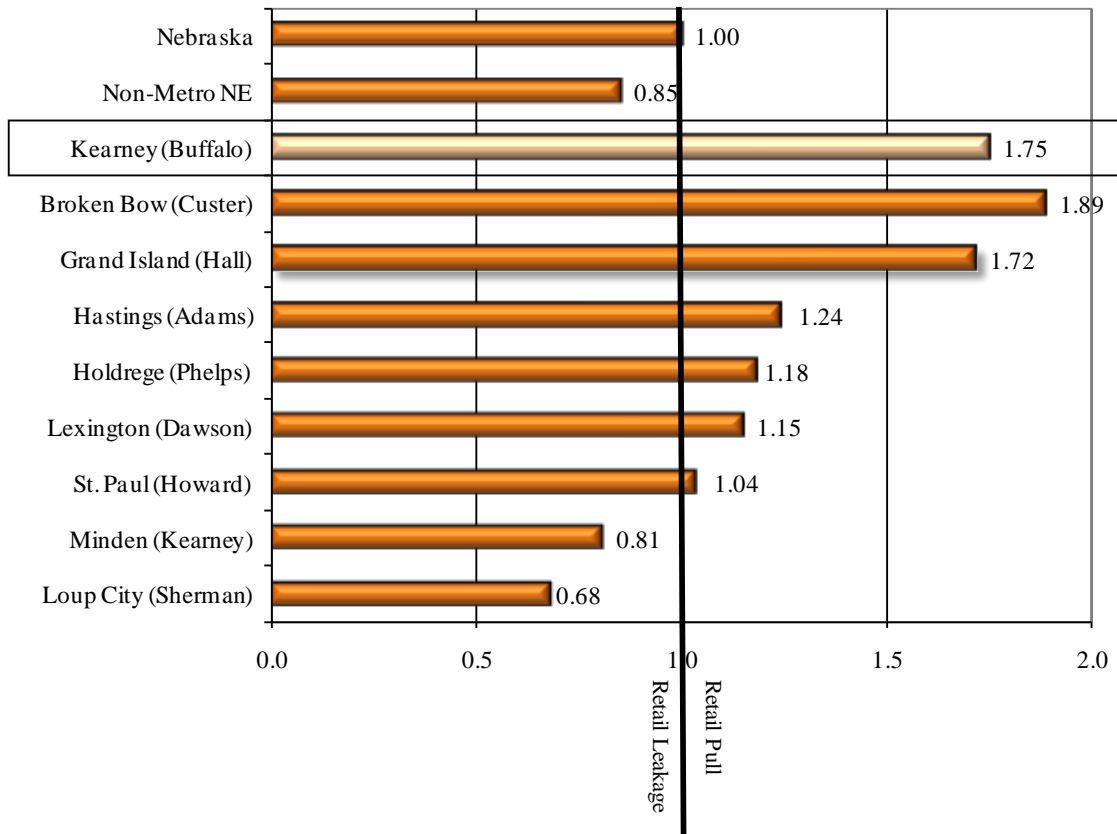


Table 14 and Chart 10 further breakdown the 2008 pull factors into the communities reporting retail sales figures within Buffalo County. As this table indicates, the community of Kearney had the strongest pull factor (1.75) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 1.26 for Buffalo County in 2008.

Table 14

**2008 Retail Sales (NMV) Pull Factors
 Nebraska, Kearney, and Available Buffalo County Communities**

	2008 Population	2008 Retail Sales (x \$1,000)	2008 Per Cap Sales (\$)	2008 Pull Factor
Nebraska	1,783,432	20,177,971	11,314	1.00
Non-Metro Nebraska	770,003	7,417,475	9,633	0.85
Buffalo County	45,354	645,323	14,229	1.26
Amherst	272	746	2,741	0.24
Elm Creek	878	9,685	11,030	0.97
Gibbon	1,847	11,080	5,999	0.53
Kearney	30,417	602,816	19,818	1.75
Miller	156	403	2,583	0.23
Pleasanton	351	2,248	6,405	0.57
Ravenna	1,316	10,165	7,724	0.68
Riverdale	209	1,514	7,242	0.64
Shelton	1,157	6,073	5,249	0.46

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2009

Chart 10

**2008 Retail Sales (NMV) Pull Factors, Nebraska,
 Kearney, and Available Buffalo County Communities**

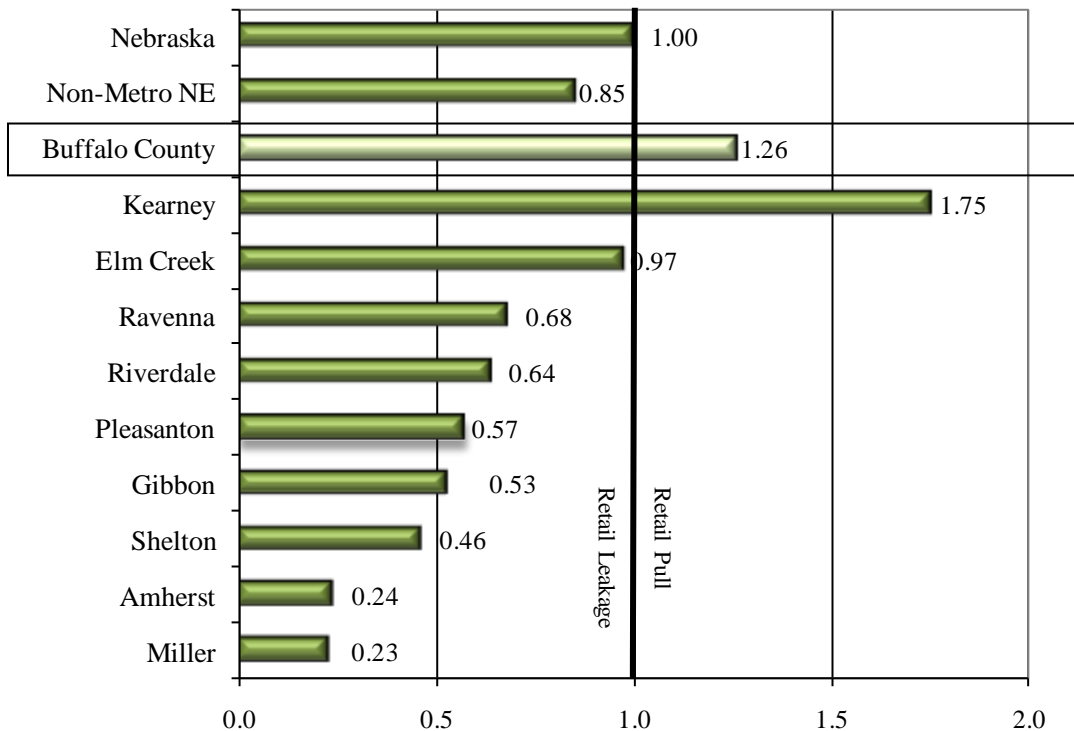


Table 15 (sorted by population) and Chart 11 (sorted by pull factor) show the 2008 pull factors for Nebraska, Kearney, and eight other similarly sized communities selected from around the state. Kearney's pull factor of 1.75 leads the group for 2008 thus indicating Kearney has greater retail pull.

Table 15

**2008 Retail Sales (NMV) Pull Factors
 Kearney & Other Similarly Sized Nebraska Communities**

	2008 Population	2008 Retail Sales (x \$1,000)	2008 Per Cap Sales (\$)	2008 Pull Factor
Nebraska	1,783,432	20,177,971	11,314	1.00
Non-Metro Nebraska	770,003	7,417,475	9,633	0.85
Kearney (Buffalo)	30,417	602,816	19,818	1.75
Papillion (Sarpy)	23,739	313,415	13,203	1.17
North Platte (Lincoln)	24,107	433,217	17,971	1.59
Fremont (Dodge)	25,224	355,244	14,084	1.24
Hastings (Adams)	25,394	356,545	14,041	1.24
Grand Island (Hall)	45,801	891,470	19,464	1.72
Bellevue (Sarpy)	49,699	367,749	7,400	0.65
Lincoln (Lancaster)	251,624	3,245,483	12,898	1.14
Omaha (Douglas)	438,646	7,858,484	17,915	1.58

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2009

Chart 11

**2008 Retail Sales (NMV) Pull Factors, Nebraska,
 Kearney & Other Similarly Sized Nebraska Communities**

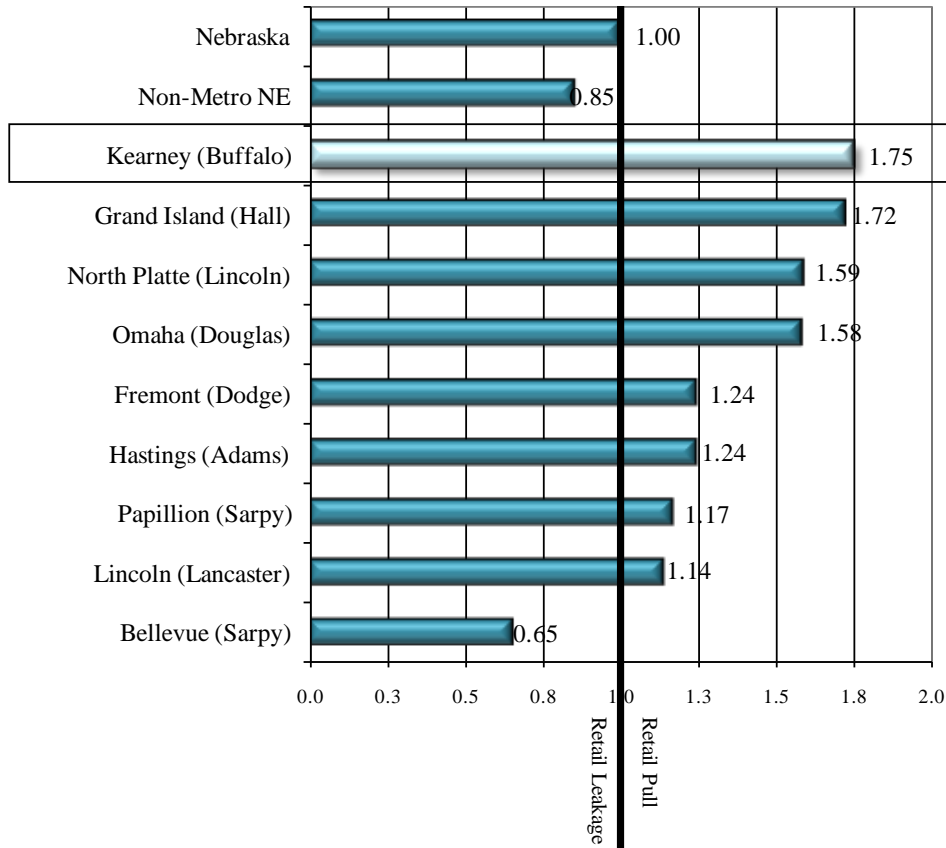
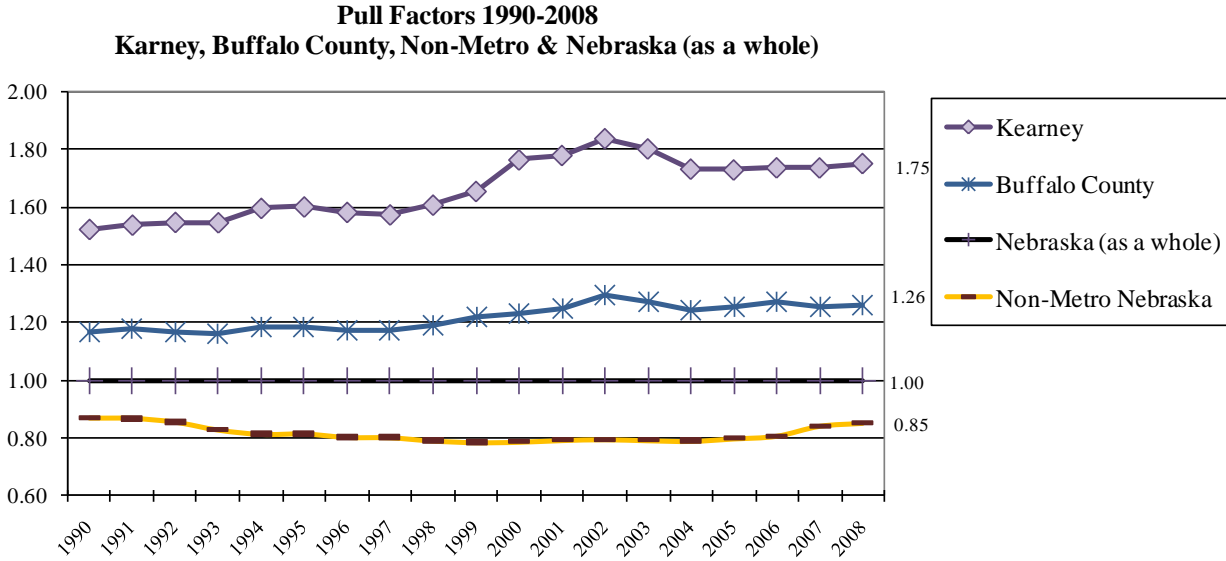


Chart 12 illustrates the pull factor trend for Kearney, Buffalo County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2008. In examining the time line, it is apparent the city of Kearney has enjoyed significant retail pull throughout the 1990-2008 time period. Data within Buffalo County (as a whole) have shown retail pull significantly above the non-metropolitan Nebraska average throughout the same time period.

Chart 12



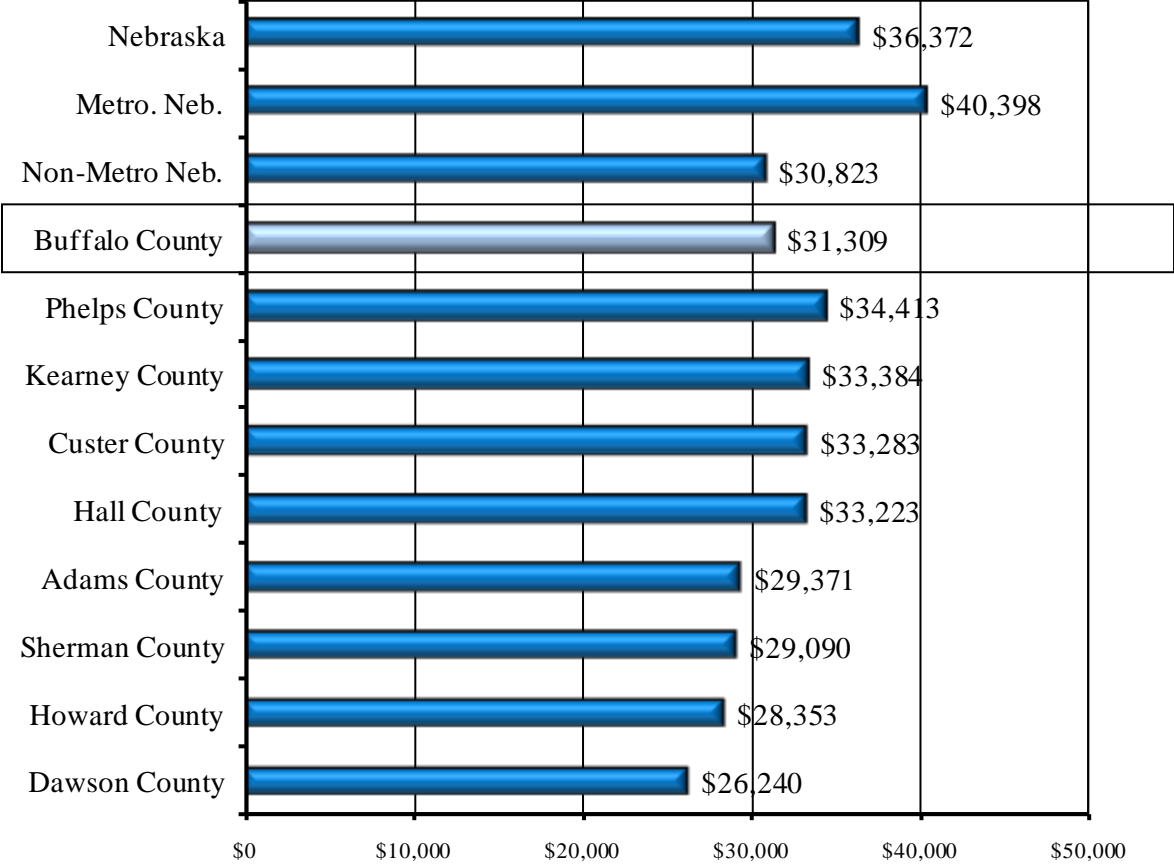
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2009

Per Capita Personal Income

Per capita personal income in Buffalo County was \$31,309 in 2007 the last year in which such data are available. Buffalo County’s per capita income is \$5,063 or 13.9 percent less than that for Nebraska as a whole (\$36,372); \$9,089 or 22.5 percent less than metropolitan Nebraska (\$40,398); and \$486 or 1.6 percent greater than non-metropolitan Nebraska (\$30,823).

Chart 13

**Per Capita Personal Income, 2007
 Nebraska, Buffalo County, and Surrounding Counties**



Source: Bureau of Economic Analysis, U.S. Department of Commerce, May 2009

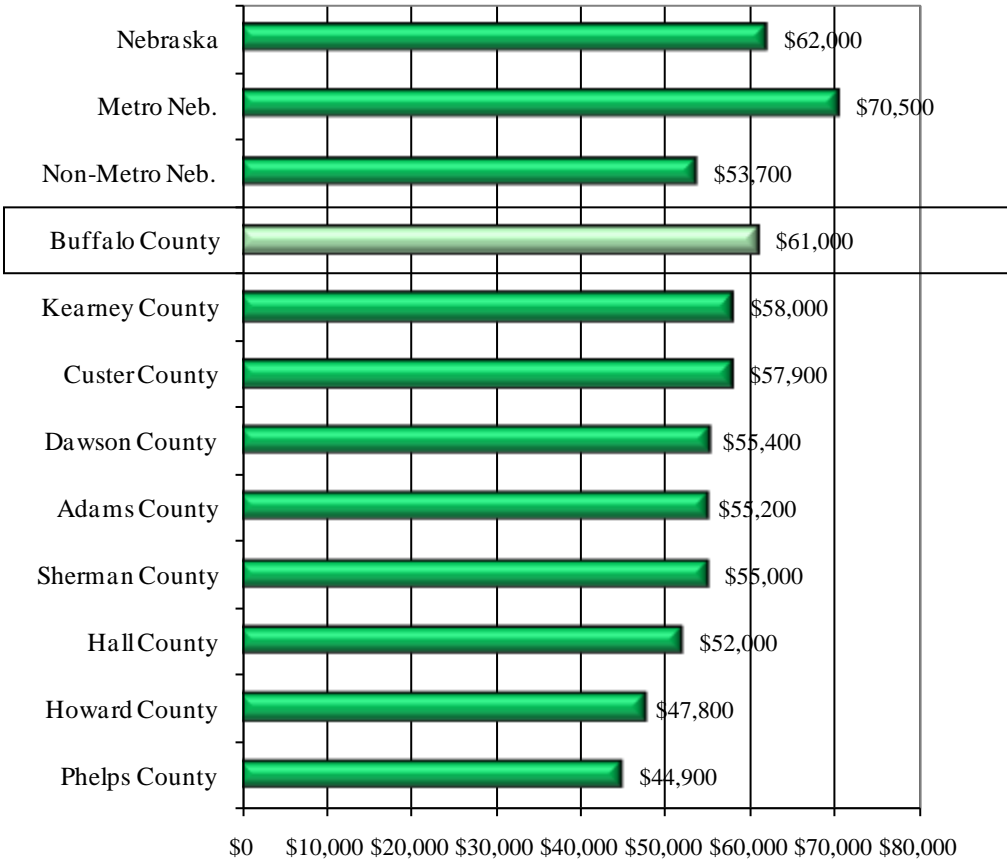
Median Family Income

Median family income provides a different perspective of income levels in Nebraska, Buffalo County, and the surrounding 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.

Median family income in Buffalo County is estimated to be \$61,000 in 2009. This amount is \$1,000 or 1.6 percent less than the median family income for Nebraska as a whole (\$62,000); \$9,500 or 13.5 percent less than metropolitan Nebraska (\$70,500); and \$7,300 or 13.6 percent greater than non-metro median family income (\$53,700) in 2009.

Chart 14

**Median Family Income 2009
 Nebraska, Buffalo County & Surrounding Counties**



Source: U.S. Department of Housing and Urban Development, est. October 2009