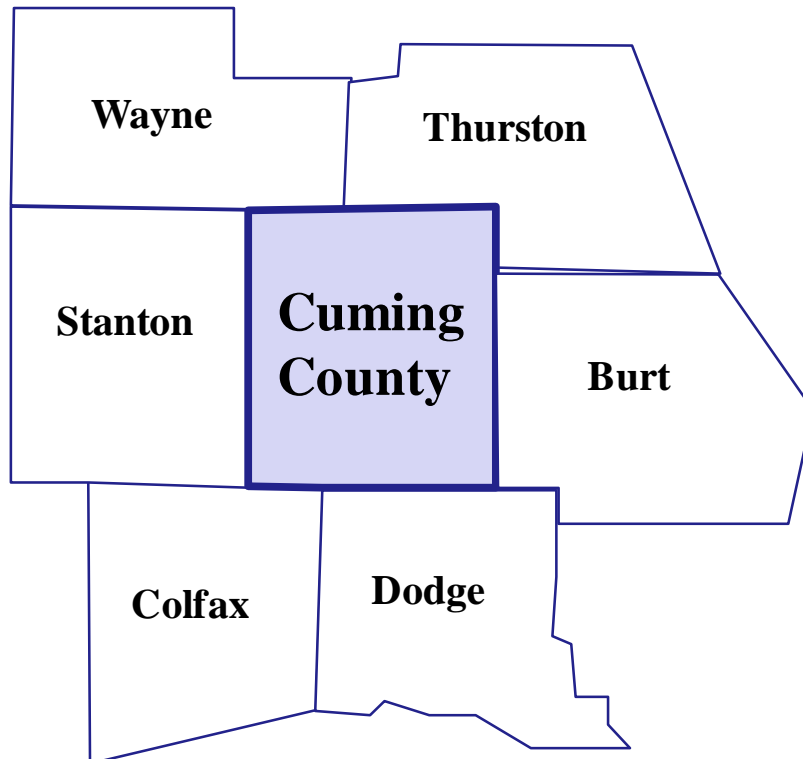


Economic and Demographic Trends

Cuming County and the Surrounding Area



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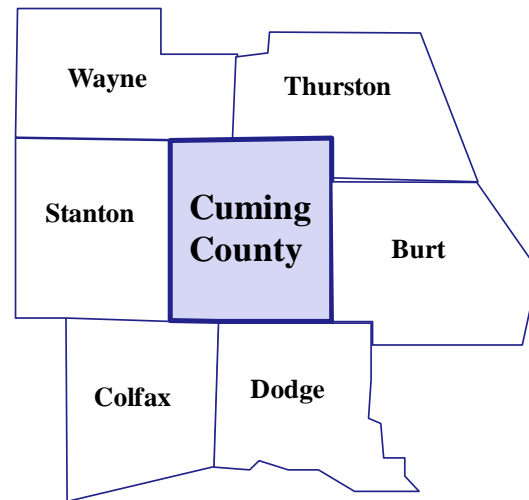


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Economic and Demographic Trends in Cuming County and the Surrounding Area

This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Cuming 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 Cuming County, other counties included in this area are Burt, Colfax, Dodge, Stanton, Thurston, and Wayne. The retail sales section also compares retail growth between West Point 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 Cuming 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 Cuming 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:

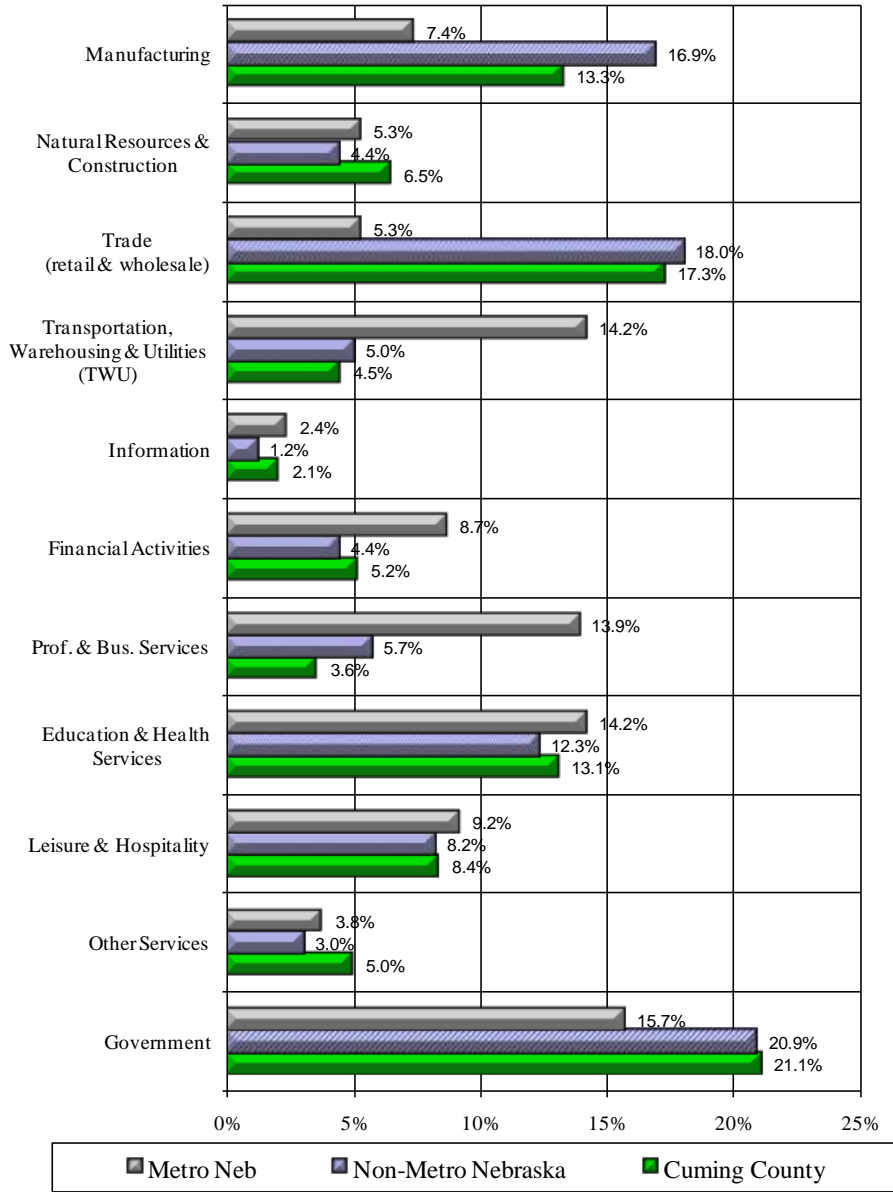
- Manufacturing (13.3 percent Cuming County vs. 16.9 percent non-metropolitan)
- Natural Resources & Construction (6.5 percent Cuming County vs. 4.4 percent non-metropolitan)
- Professional & Business Services (3.6 percent Cuming County vs. 5.7 percent non-metropolitan)

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

The largest deviation between Cuming County and non-metropolitan Nebraska employment sectors falls in the Manufacturing sector having 13.3 percent employment (441 employees) compared to non-metropolitan Nebraska employment at 16.9 percent of the workforce. Comparing Cuming County to the overall metropolitan distribution, the largest deviation is found in the Professional & Business Services sector (3.6 percent Cuming County vs. 13.9 percent metropolitan Nebraska).

Chart 1

**Non-Farm Wage & Salary Employment by Major Economic Sector
 Cuming County, Metro & Non-Metropolitan Nebraska, 2008**



Source: Nebraska Department of Labor, Labor Market Information, 2009

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Cuming County for the period 2001–2008. 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 Cuming County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Cuming County decreased 14.6 percent (-565 jobs) between 2001 and 2008.

Table 1 also provides employment data for Cuming County by major economic sector for years 2001–2008. The Other Services sector recorded the largest percentage and actual increase of those reporting during the study time period (34.4 percent or 42 jobs).

Table 1

Non-Farm Wage & Salary Employment Trends, Cuming County, Nebraska

Selected Years: 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
Non-farm Employment (W&S)	3,869	3,749	3,701	3,656	3,552	3,317	3,371	3,304	-14.6
Manufacturing	853	803	803	724	724	500	(D)	441	-48.3
Durable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	142	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	291	299	(N/A)
Non-manufacturing									
Natural Resources & Construction	193	200	204	207	193	196	203	216	11.9
Trade	742	691	665	641	628	594	594	570	-23.2
Wholesale Trade	323	279	270	254	240	234	246	224	-30.7
Retail Trade	419	412	395	388	388	359	348	345	-17.7
Transportation, Warehousing & Utilities	114	115	113	119	131	135	151	148	29.8
Information	86	75	69	68	77	72	(D)	69	-19.8
Financial Activities	196	191	164	165	170	165	170	171	-12.8
Professional & Business Services	93	73	66	65	62	84	(D)	119	28.0
Education & Health Services	485	504	519	525	425	443	449	432	-10.9
Leisure and Hospitality	283	276	273	278	273	275	317	277	-2.1
Other Services, except Public	122	121	120	148	157	154	156	164	34.4
Government	702	700	705	716	711	699	709	697	-0.7
Federal	59	59	61	62	58	49	42	40	-32.2
State	24	22	24	30	28	26	26	37	54.2
Local	619	620	620	623	626	624	640	619	0.0

Labor Force & Work Force Summary, 2001-2008, Annually, Cuming County, Nebraska

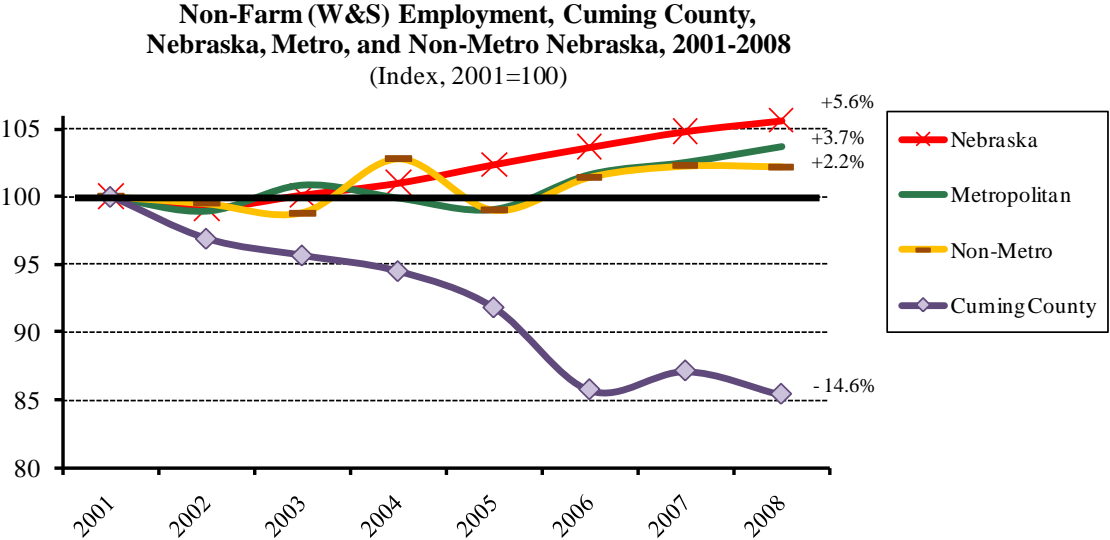
Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure

(N/A) Data not available

Chart 2 compares total non-farm wage and salary employment growth in Cuming County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2001–2008. As this chart indicates total non-farm wage and salary employment in Cuming County decreased 14.6 percent (-565 jobs) from 2001 to 2008, compared to a 5.6 percent increase for Nebraska as a whole, a 3.7 percent increase in metropolitan Nebraska, and a 2.2 percent increase in non-metropolitan Nebraska.

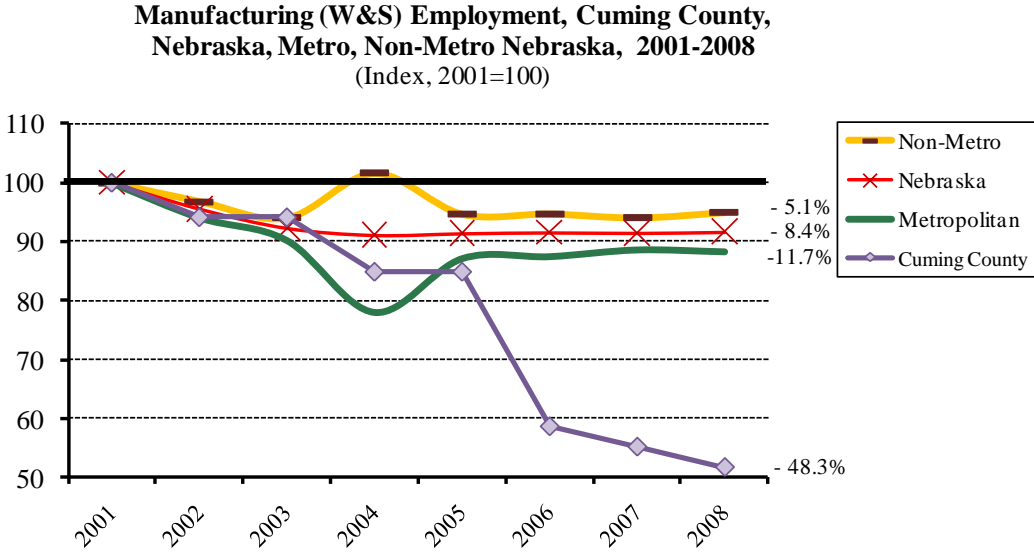
Chart 2



Source: Labor Force & Work Force Summary, April 2009

Chart 3 presents data on manufacturing wage and salary employment growth for Nebraska, metropolitan, and non-metropolitan areas. Cuming County experienced a 48.3 percent decline in the Manufacturing sector. This compares to a 5.1 percent decline in the Manufacturing sector for non-metropolitan Nebraska, an 8.4 percent decrease for Nebraska as a whole, and an 11.7 percent decrease for metropolitan Nebraska over the same period.

Chart 3



Source: Labor Force & Work Force Summary, April 2009

The next table (Table 2) shows labor force information for Cuming County for the time period 2001–2008. 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 12.1 percent decrease (-686 people) in the number of Cuming County residents participating in the labor force between 2001 and 2008.

The percent of those unemployed in Cuming County increased by 9.1 percent (12 people) between 2001 and 2008. 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 Cuming County unemployment rate was 2.9 percent in 2008; below that for metropolitan Nebraska (3.4 percent), Nebraska as a whole (3.3 percent), and non-metropolitan Nebraska (3.2 percent).

Table 2

Labor Force & Employment Trends, Cuming County, Nebraska

Selected Years: 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
Labor Force	5,663	5,562	5,641	5,577	5,369	5,085	5,025	4,977	-12.1
Unemployment	132	145	155	164	165	153	134	144	9.1
Unemployment Rate	2.3	2.6	2.7	2.9	3.1	3.0	2.7	2.9	(N/A)
Employment	5,530	5,417	5,487	5,413	5,205	4,932	4,891	4,833	-12.6

Labor Force & Work Force Summary, 2001-2008, Annually, Cuming 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 Cuming 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 Cuming County are from 2008.

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.

Tables 3A–3C examine the commute shed area for Cuming County. In Table 3A, the Census identified 4,454 primary jobs within the county borders. As Table 3A shows, 61.1 percent of Cuming County’s labor force participants (2,720 people) work in a location other than Cuming County cities. Table 3B and Figure 2 (next page) show 47 percent of Cuming County workforce residents (47.0 percent or 2,092 people) work outside Cuming County. Table 3C shows 147 residents or 3.3 percent of Cuming County workforce residents leave the state boundary for work.

Table 3A

Cuming County Commute Shed Report, 2008

Where Cuming County Workforce Participants are Employed

	Count	Share
Total Primary Jobs	4,454	100%
Live in Cuming County - Work Elsewhere City		
Jobs in Places (Communities) Where Workers are Employed		
West Point city, NE	1,345	30.2%
Wisner city, NE	274	6.2%
Beemer village, NE	115	2.6%
Omaha city, NE	210	4.7%
Norfolk city, NE	135	3.0%
Lincoln city, NE	109	2.4%
Fremont city, NE	99	2.2%
Hooper city, NE	76	1.7%
Pender village, NE	56	1.3%
Wayne city, NE	51	1.1%
All Other Locations	1,984	44.5%
Total County Residents Working Inside County Cities:	1,734	39.0%
Total County Residents Working Outside County Cities:	2,720	61.1%

Table 3B

Live in Cuming County - Work Elsewhere County Jobs in Counties Where Workers are Employed		
Cuming County, NE	2,362	53.0%
Dodge County, NE	314	7.0%
Douglas County, NE	284	6.4%
Thurston County, NE	234	5.3%
Madison County, NE	179	4.0%
Lancaster County, NE	118	2.6%
Burt County, NE	106	2.4%
Platte County, NE	79	1.8%
Wayne County, NE	74	1.7%
Colfax County, NE	70	1.6%
All Other Locations	634	14.2%
Total Cuming County Residents Working Inside County:	2,362	53.0%
Total Cuming County Residents Working Outside County:	2,092	47.0%

Figure 2

Cuming County Commute Shed
 Where Cuming County Residents are Employed

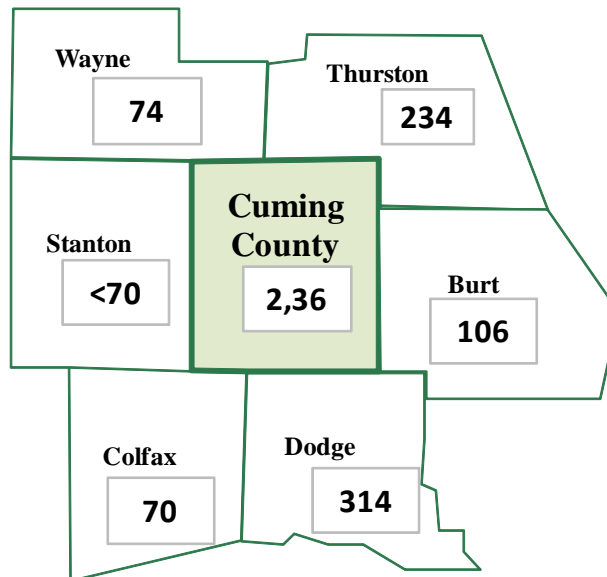


Table 3C

Live in Cuming County - Work Elsewhere State Jobs in States Where Workers are Employed		
Nebraska	4,307	96.7%
Iowa	87	2.0%
South Dakota	35	0.8%
Missouri	4	0.1%
Texas	3	0.1%
All Other Locations	18	0.4%
Total Cuming County Residents Working Inside Nebraska:	4,307	96.7%
Total Cuming County Residents Working Outside Nebraska:	147	3.3%

People also travel from other cities and counties of residence to work in Cuming County – this is the labor shed area. Tables 4A–4C depict the labor shed area of those employed within Cuming County. The Census identified 3,416 primary jobs within Cuming County. As Table 4A indicates, 56.1 percent (1,915 people) who are employed within Cuming County live outside of Cuming County cities. Table 4B and Figure 3 (next page) show approximately 31 percent (30.9 percent or 1,054 people) who work inside Cuming County live outside of the county borders and Table 4C shows 2.6 percent (90 people) live out-of-state.

Table 4A

Cuming County Labor Shed Report, 2008

Where Workers Live who are Employed in Cuming County

	Count	Share
Total Primary Jobs	3,416	100%
Work in Cuming County - Live Elsewhere City		
Jobs in Places (Communities) Where Workers Live		
West Point city, NE	954	27.9%
Wisner city, NE	282	8.3%
Beemer village, NE	150	4.4%
Bancroft village, NE	115	3.4%
Norfolk city, NE	60	1.8%
Omaha city, NE	46	1.3%
Fremont city, NE	45	1.3%
Oakland city, NE	32	0.9%
Lyons city, NE	18	0.5%
Lincoln city, NE	18	0.5%
All Other Locations	1,696	49.6%
Total County Workers Living Inside County Cities:	1,501	44.0%
Total County Workers Living Outside County Cities:	1,915	56.1%

Table 4B

Work in Cuming County - Live Elsewhere County Jobs in Counties Where Workers Live		
Cuming County, NE	2,362	69.1%
Dodge County, NE	146	4.3%
Burt County, NE	116	3.4%
Stanton County, NE	85	2.5%
Madison County, NE	75	2.2%
Colfax County, NE	74	2.2%
Thurston County, NE	66	1.9%
Douglas County, NE	65	1.9%
Wayne County, NE	37	1.1%
Saunders County, NE	32	0.9%
All Other Locations	358	10.5%
Total Cuming County Workers Living Inside County:	2,362	69.1%
Total Cuming County Workers Living Outside County:	1,054	30.9%

Figure 3

Cuming County Labor Shed
 Where Workers Live who are Employed in Cuming County

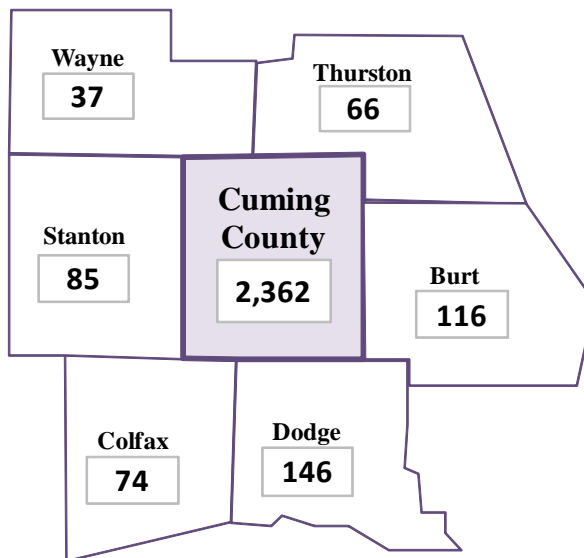


Table 4C

Work in Cuming County - Live Elsewhere State		
Nebraska	3,326	97.4%
Iowa	64	1.9%
South Dakota	8	0.2%
Missouri	4	0.1%
North Carolina	3	0.1%
All Other Locations	11	0.3%
Total Cuming County Workers Living Inside Nebraska:	3,326	97.4%
Total Cuming County Workers Living Outside Nebraska:	90	2.6%

US Census Bureau, LED OnTheMap Origin-Destination Database, 2nd Quarter 2008

Population and Migration Trends

The following tables (Tables 5 and 6) present population trend data for Cuming County and the surrounding area. As Table 5 indicates, Cuming County's population decreased by 21.5 percent (-2,791 people) between 1950 and 2000. Cuming County's population decrease of 8.8 percent (-897 people) between 2000 and 2008 compares to a 4.2 percent increase for Nebraska as a whole.

Table 5

Population 1950-2008
 Cuming County and the Surrounding Area

Location	1950	1960	1970	1980	1990	2000	2004	2008	% Change 1950-2000 (50 years)	% Change 2000-2008 (8 years)
Nebraska	1,325,510	1,411,330	1,485,333	1,569,825	1,578,417	1,711,266	1,741,450	1,783,432	29.1	4.2
Cuming County	12,994	12,435	12,034	11,664	10,117	10,203	9,691	9,306	-21.5	-8.8
Burt County	11,536	10,192	9,247	8,813	7,868	7,791	7,396	7,023	-32.5	-9.9
Colfax County	10,010	9,595	9,498	9,890	9,139	10,441	10,386	9,989	4.3	-4.3
Dodge County	26,265	32,471	34,782	35,847	34,500	36,160	35,786	35,872	37.7	-0.8
Stanton County	6,387	5,783	5,758	6,549	6,244	6,455	6,482	6,310	1.1	-2.2
Thurston County	8,590	7,237	6,942	7,186	6,936	7,171	7,132	7,102	-16.5	-1.0
Wayne County	10,129	9,959	10,400	9,858	9,364	9,851	9,454	9,274	-2.7	-5.9

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

Table 6 data reveal Cuming County communities experienced a mix in population gains and losses during the 1950–2000 time period. The city of West Point reported a 37.7 percent increase in population (1,002 people) between 1950 and 2000. The city of West Point experienced an 8.4 percent decrease in population (-306 people) between 2000 and 2008. The rural areas outside of the selected communities experienced a 49.6 percent decrease (-3,914 people) during the 1950–2000 time period and a population decrease of 8.7 percent (-345 people) during the 2000 to 2008 time period.

Table 6

Population 1950-2008
 Cuming County Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2004	2006	2008	% Change 1950-2000 (50 years)	% Change 2000-2008 (8 years)
Cuming County	12,994	12,435	12,034	11,664	10,117	10,203	9,691	9,444	9,306	-21.5	-8.8
Bancroft	596	496	545	552	497	520	492	477	470	-12.8	-9.6
Beemer	613	667	699	853	741	773	720	701	691	26.1	-10.6
West Point	2,658	2,921	3,385	3,609	3,293	3,660	3,480	3,400	3,354	37.7	-8.4
Wisner	1,233	1,192	1,315	1,335	1,257	1,270	1,202	1,171	1,156	3.0	-9.0
Total Rural Areas:	7,894	7,159	6,090	5,315	4,329	3,980	3,797	3,695	3,635	-49.6	-8.7

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

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. Cuming County follows this pattern having 37.8 percent out-migration occurring in the ‘15–24’ year age group (-416 people).

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	1.7	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

CUMING COUNTY					
0 - 14	2,368	2,225	-6.0	176	7.4
15 - 24	1,102	1,214	10.2	-416	-37.8
25 - 44	2,577	2,571	-0.2	141	5.5
45 - 64	2,014	2,128	5.7	39	1.9
Over 65	2,056	2,065	0.4	32	1.5
Total:	10,117	10,203	0.9	-29	-0.3

Table 7 (continued)

Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
BURT COUNTY					
0 - 14	1,767	1,589	-10.1	258	14.6
15 - 24	754	831	10.2	-410	-54.3
25 - 44	2,009	1,821	-9.4	117	5.8
45 - 64	1,636	1,852	13.2	141	8.6
Over 65	1,702	1,698	-0.2	146	8.6
Total:	7,868	7,791	-1.0	253	3.2

COLFAX COUNTY					
0 - 14	2,180	2,429	11.4	283	13.0
15 - 24	985	1,479	50.2	12	1.2
25 - 44	2,436	2,912	19.5	575	23.6
45 - 64	1,663	1,949	17.2	160	9.6
Over 65	1,875	1,672	-10.8	-84	-4.5
Total:	9,139	10,441	14.2	945	10.3

DODGE COUNTY					
0 - 14	7,596	7,230	-4.8	541	7.1
15 - 24	4,507	5,181	15.0	-6	-0.1
25 - 44	9,543	9,481	-0.6	146	1.5
45 - 64	6,880	7,926	15.2	235	3.4
Over 65	5,974	6,342	6.2	313	5.2
Total:	34,500	36,160	4.8	1,229	3.6

STANTON COUNTY					
0 - 14	1,744	1,546	-11.4	153	8.8
15 - 24	732	865	18.2	-301	-41.1
25 - 44	1,851	1,766	-4.6	32	1.7
45 - 64	1,154	1,408	22.0	8	0.7
Over 65	763	870	14.0	-36	-4.7
Total:	6,244	6,455	3.4	-144	-2.3

THURSTON COUNTY					
0 - 14	2,143	2,201	2.7	-60	-2.8
15 - 24	868	1,038	19.6	-338	-38.9
25 - 44	1,726	1,717	-0.5	-80	-4.6
45 - 64	1,250	1,271	1.7	-32	-2.5
Over 65	949	944	-0.5	39	4.1
Total:	6,936	7,171	3.4	-470	-6.8

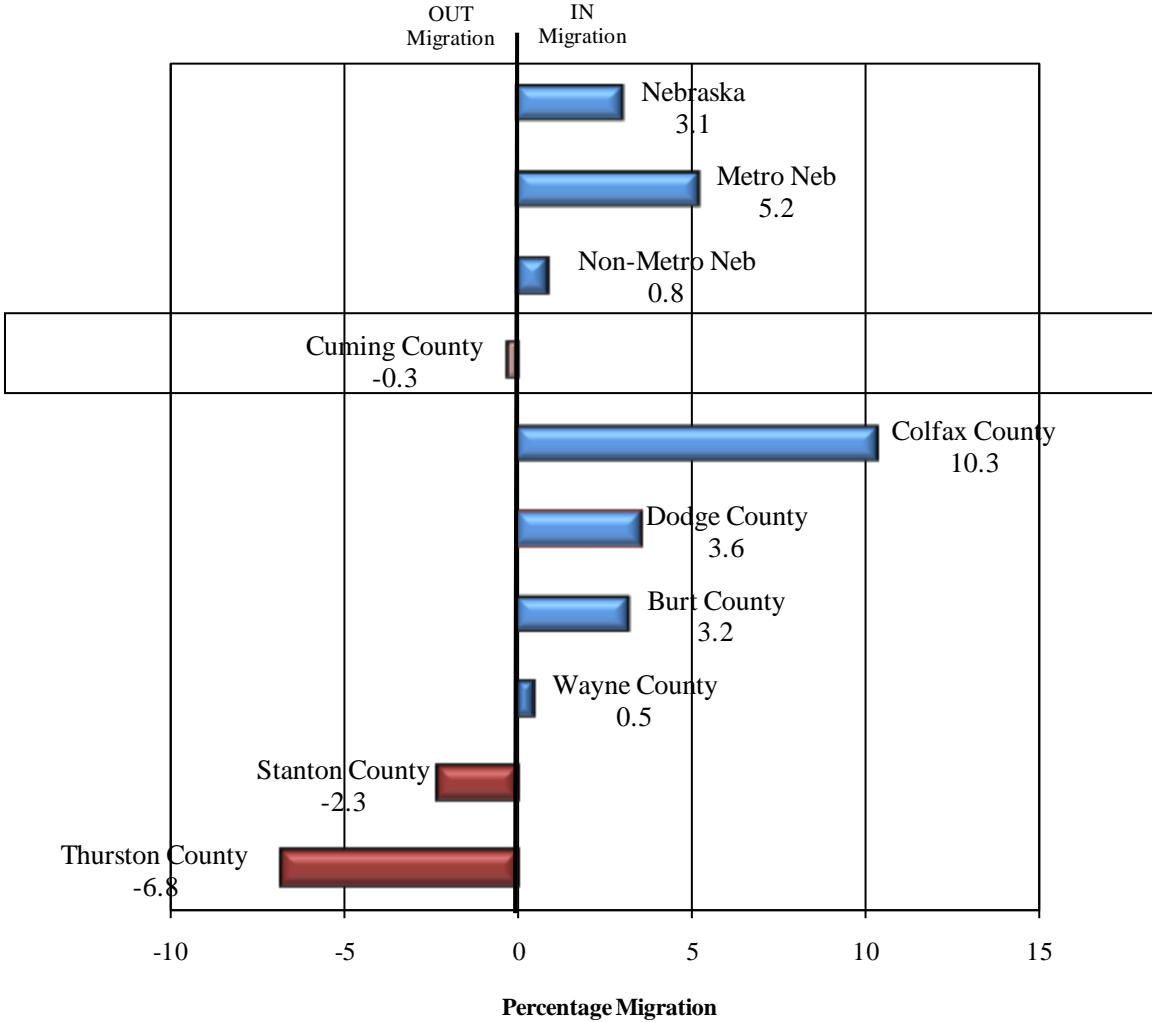
WAYNE COUNTY					
0 - 14	1,915	1,722	-10.1	-45	-2.3
15 - 24	2,323	2,916	25.5	1,649	71.0
25 - 44	2,285	2,086	-8.7	-1,470	-64.4
45 - 64	1,527	1,775	16.2	67	4.4
Over 65	1,314	1,352	2.9	-158	-12.0
Total:	9,364	9,851	5.2	43	0.5

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, Cuming County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Cuming County experienced out-migration of 0.3 percent of the 1990 population (-29 people) while Nebraska recorded net in-migration of 3.1 percent.

Chart 4

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

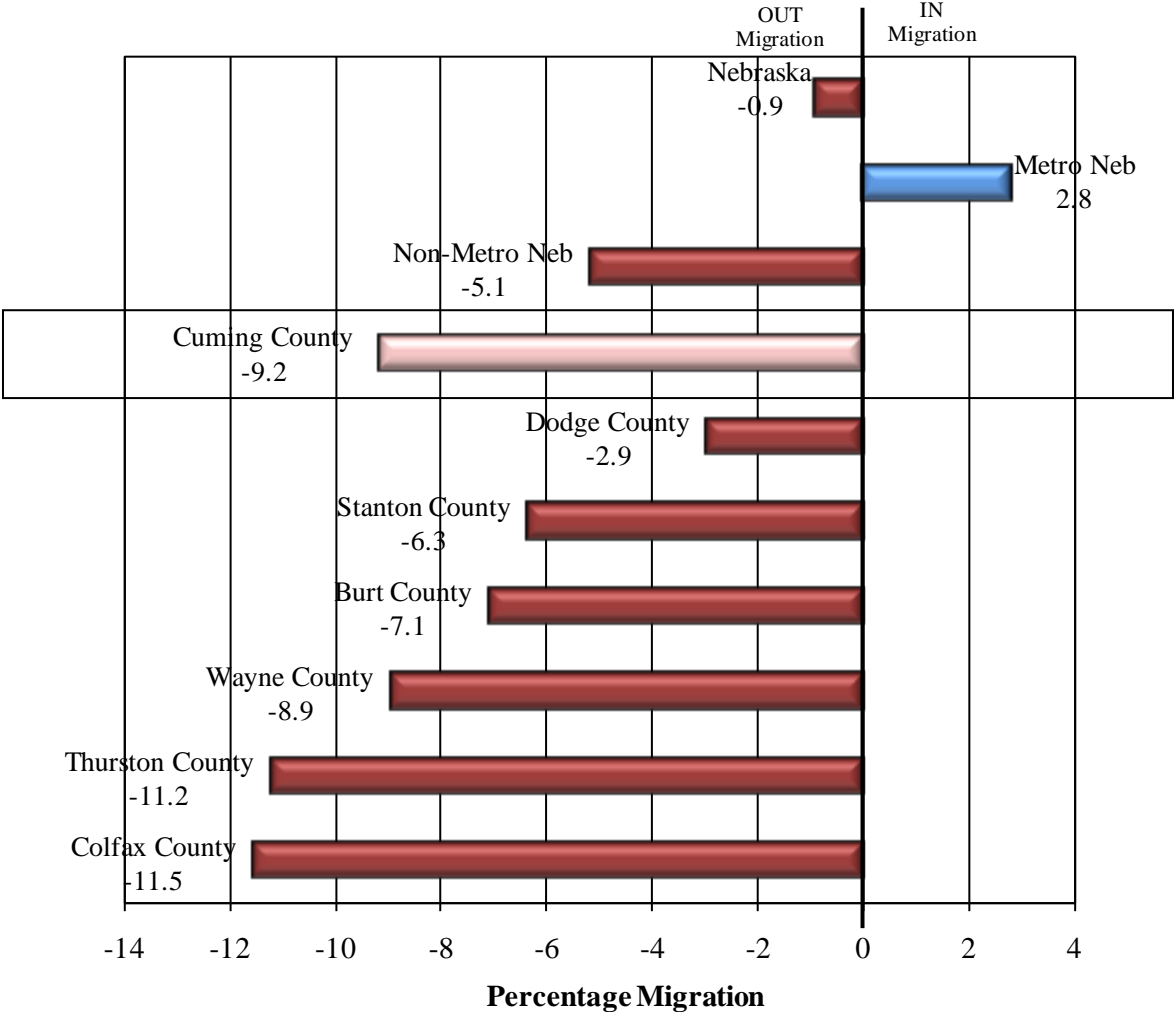


Source: U.S. Census Bureau, Population Estimates and Population Change, July 2005

Chart 5 shows the 2000–2008 migration pattern for the study area as a percentage of the 2000 population. Cuming County’s 9.2 percent out-migration (-935 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
 Cuming County and the Surrounding Area**



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

The next two tables (Tables 8–9) 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 citizens.

Table 8 data show 73.1 percent of those moving in to Cuming County between 2007 and 2008 moved from other Nebraska locations (294 people). Data reveal 108 people also migrated in from other states. Table 8 also shows in-state migration flows. Migration to Cuming County from within Nebraska came primarily from Dodge, Lancaster, and Douglas Counties.

Table 8

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

Moved to Cuming County From:		
Location	#	%
Total U.S.	402	100%
Total Foreign	0	0%
Nebraska	294	73.1%
Different State	108	26.9%

County Specific Flows:		
Location	#	%
Dodge County	49	12.2%
Lancaster County	24	6.0%
Douglas County	22	5.5%
Stanton County	22	5.5%
Burt County	18	4.5%
Madison County	19	4.7%
Other Flows - Same State	140	34.8%

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

Table 9 data reveal 70.6 percent of people migrating out of Cuming County between 2007 and 2008 remained in the state of Nebraska (333 people). Data show 139 Cuming County residents also moved to other states during this time period. Looking within Nebraska, Table 9 shows the majority of people leaving Cuming County (but staying in Nebraska) went to Douglas, Dodge, and Lancaster Counties 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
 Cuming County, Nebraska**

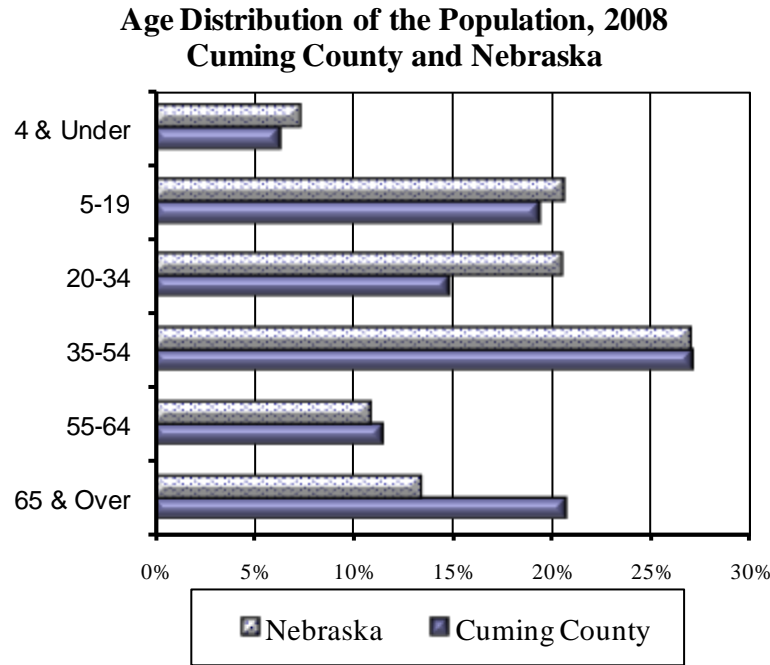
Moved from Cuming County From:		
Location	#	%
Total U.S.	472	100%
Total Foreign	0	0%
Nebraska	333	70.6%
Different State	139	29.4%

County Specific Flows:		
Location	#	%
Douglas County	54	11.4%
Dodge County	52	11.0%
Lancaster County	40	8.5%
Madison County	45	9.5%
Burt County	22	4.7%
Other Flows - Same State	120	25.4%

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 Cuming County and Nebraska as a whole. The population of Cuming County is significantly older than Nebraska as a whole. The median age for Cuming County residents in 2008 was 43.4 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 6



Source: U.S. Census Bureau, July 2009

Chart 7

	2008 Population		Percent	
	Nebraska	Cuming County	Nebraska	Cuming County
4 & Under	132,092	595	7.4%	6.4%
5-19	368,255	1,802	20.6%	19.4%
20-34	365,740	1,384	20.5%	14.9%
35-54	481,660	2,520	27.0%	27.1%
55-64	194,838	1,077	10.9%	11.6%
65 & Over	240,847	1,928	13.5%	20.7%
Total	1,783,432	9,306	100%	100%
Median Age	36.2	43.4		

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

Retail Sales

Table 10 and Chart 8 show the retail sales (non-motor vehicle) pull factors for Cuming 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 10

**2008 Retail Sales (Non-Motor Vehicle) Pull Factors
 Nebraska, Cuming 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
Cuming County	9,306	83,668	8,991	0.79
Burt County	7,023	35,995	5,125	0.45
Colfax County	9,989	47,044	4,710	0.42
Dodge County	35,872	385,988	10,760	0.95
Stanton County	6,310	12,237	1,939	0.17
Thurston County	7,102	17,099	2,408	0.21
Wayne County	9,274	61,456	6,627	0.59

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

Reviewing the pull factors at the county level indicates Cuming County suffers from significant retail leakage. The 2008 pull factor of 0.79 indicates, on a per capita basis, retail sales in Cuming County are approximately 21 percent below 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 Cuming County (0.79) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Cuming County are approximately 6.7 percent less than the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 8

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

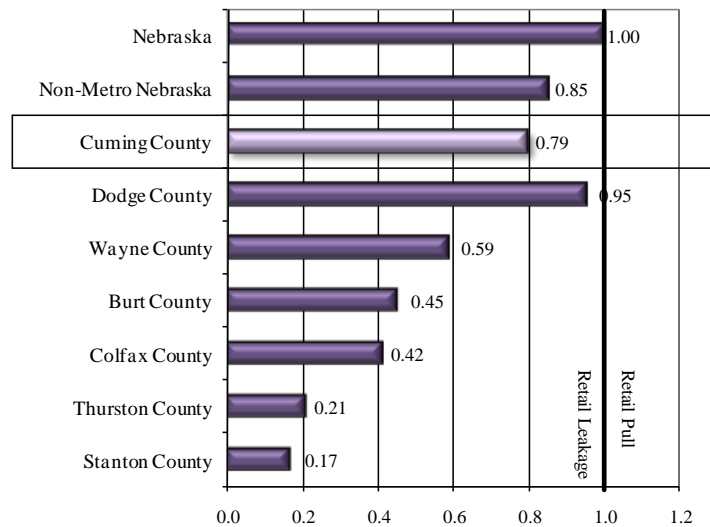


Table 11 and Chart 9 compare the 2008 pull factors for West Point and selected area communities. The community of West Point’s pull factor of 1.70 indicates that, on a per capita basis, non-motor vehicle retail sales in West Point are approximately 70 percent greater than the state’s average per capita sales.

Table 11

**2008 Retail Sales (NMV) Pull Factors
 Nebraska, West Point, 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
West Point (Cuming)	3,354	64,633	19,270	1.70
Tekamah (Burt)	1,719	16,569	9,639	0.85
Clarkson (Colfax)	654	7,708	11,786	1.04
Fremont (Dodge)	25,224	355,244	14,084	1.24
Stanton (Stanton)	1,555	10,161	6,534	0.58
Pender (Thurston)	1,117	14,835	13,281	1.17
Wayne (Wayne)	5,296	58,619	11,069	0.98

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

Chart 9

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

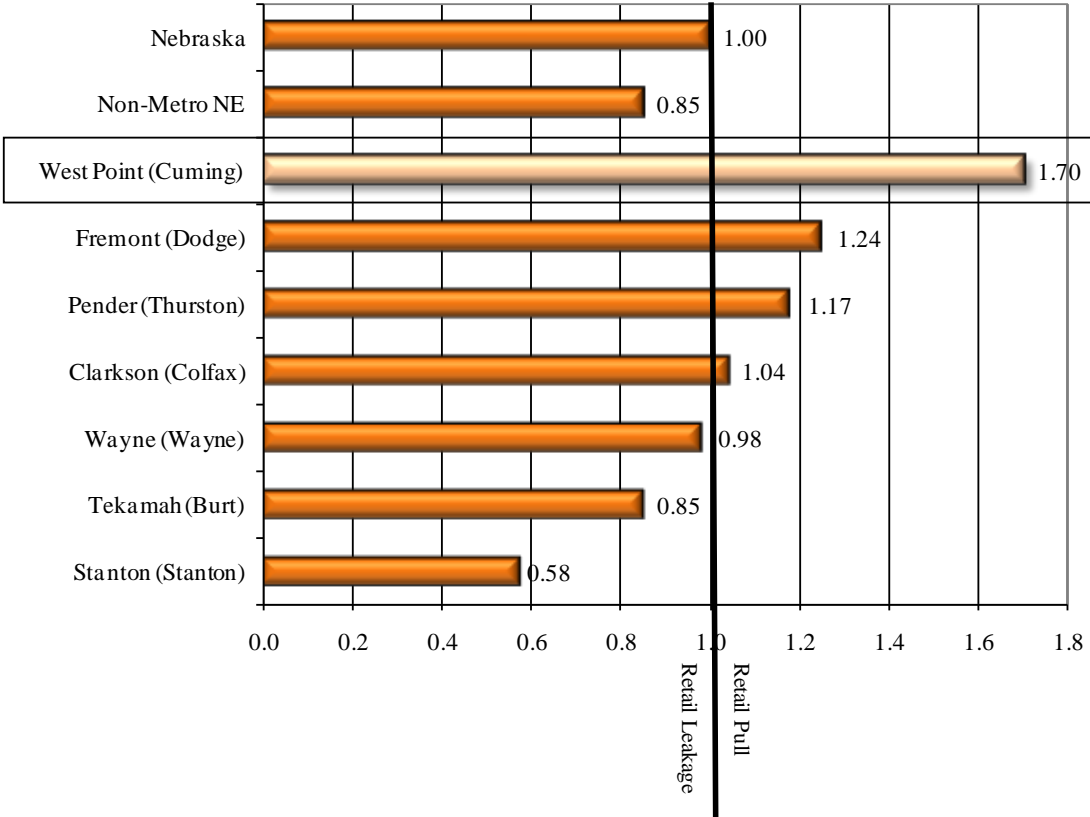


Table 12 and Chart 10 further breakdown the 2008 pull factors into the communities reporting retail sales figures within Cuming County. As this table indicates, the community of West Point had the strongest pull factor (1.70) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.79 for Cuming County in 2008.

Table 12

**2008 Retail Sales (NMV) Pull Factors
 Nebraska, West Point, and Available Cuming 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
Cuming County	9,306	83,668	8,991	0.79
Bancroft	470	4,663	9,922	0.88
Beemer	691	4,666	6,753	0.60
West Point	3,354	64,633	19,270	1.70
Wisner	1,156	9,702	8,393	0.74

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

(D) Data withheld to avoid individual disclosure

(NA) Data not available

Chart 10

**2008 Retail Sales (NMV) Pull Factors, Nebraska,
 West Point, and Available Cuming County Communities**

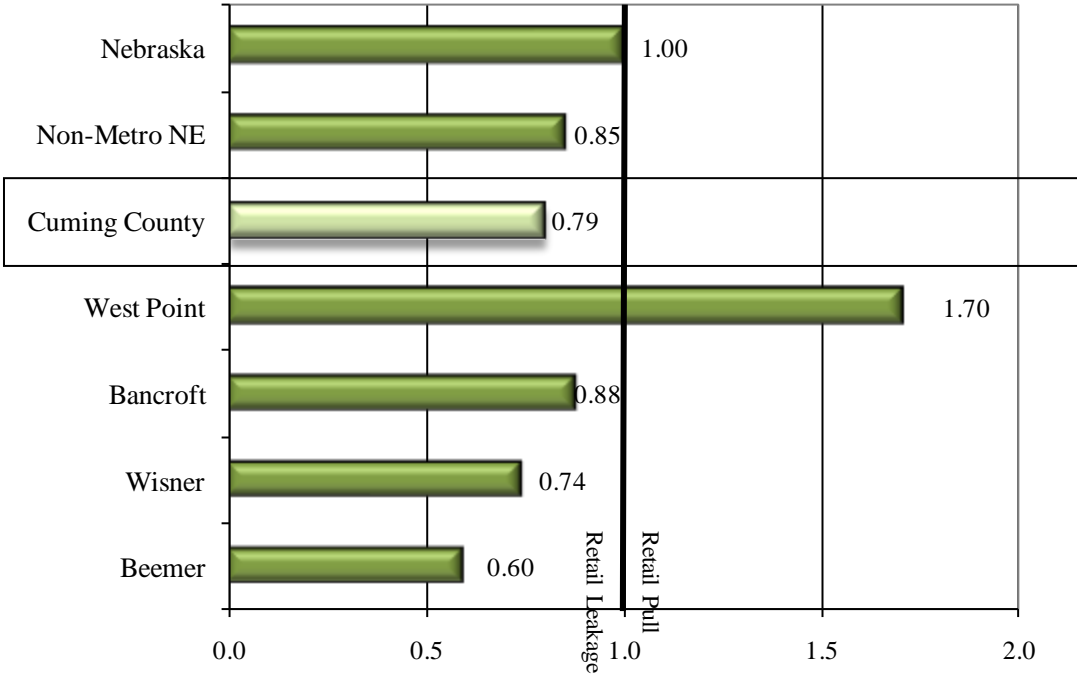


Table 13 (sorted by population) and Chart 11 (sorted by pull factor) show the 2008 pull factors for Nebraska, West Point, and eight other similarly sized communities selected from around the state. O’Neill’s pull factor of 1.93 leads the group for 2008 thus indicating O’Neill has greater retail pull.

Table 13

**2008 Retail Sales (NMV) Pull Factors
 West Point & 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
West Point (Cuming)	3,354	64,633	19,270	1.70
Central City (Merrick)	2,828	27,707	9,797	0.87
Broken Bow (Custer)	3,154	67,427	21,378	1.89
Waverly (Lancaster)	3,199	14,149	4,423	0.39
O’Neill (Holt)	3,309	72,327	21,858	1.93
Auburn (Nemaha)	3,358	28,878	8,600	0.76
Gothenburg (Dawson)	3,693	36,080	9,770	0.86
Fairbury (Jefferson)	3,755	46,435	12,366	1.09
Wahoo (Saunders)	3,966	38,158	9,621	0.85

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

Chart 11

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

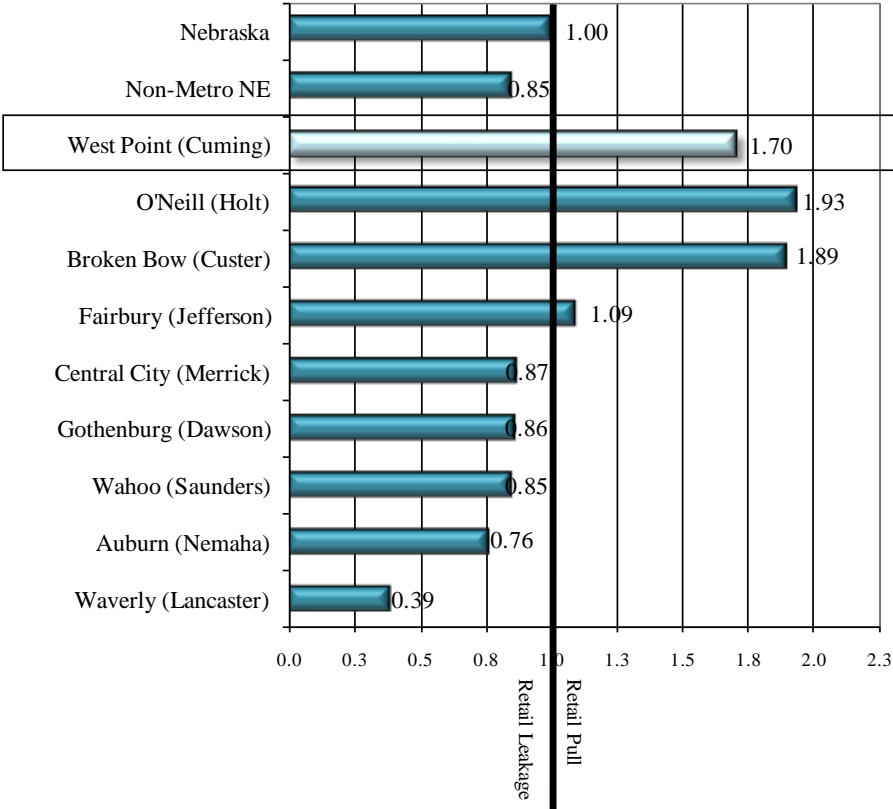
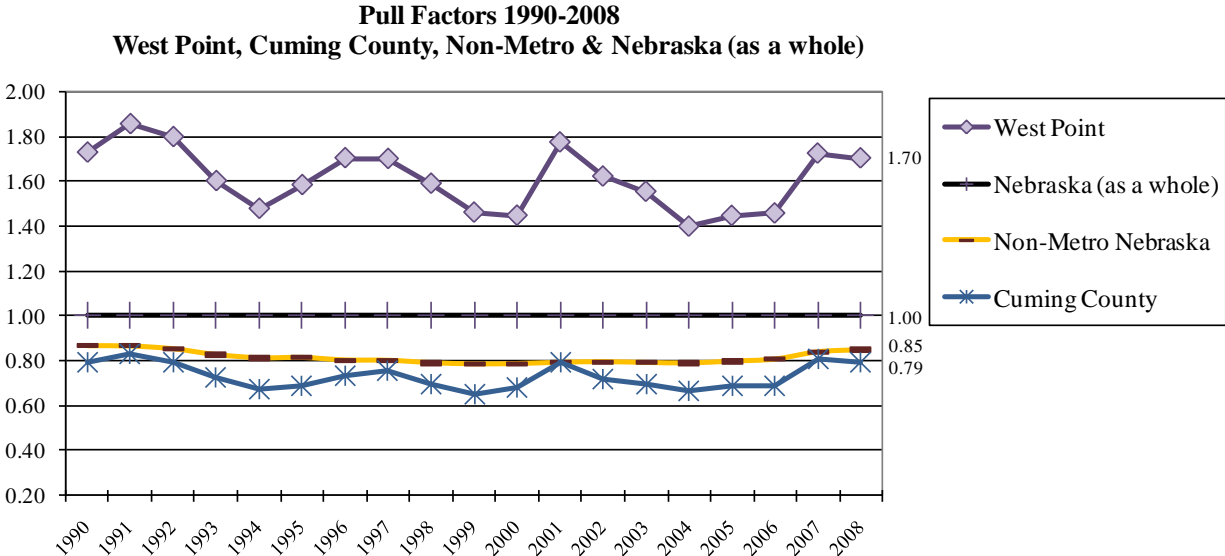


Chart 12 illustrates the pull factor trend for West Point, Cuming County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2008. In examining the time line, it is apparent the city of West Point has enjoyed significant retail pull throughout the time period. Data within Cuming County (as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

Chart 12



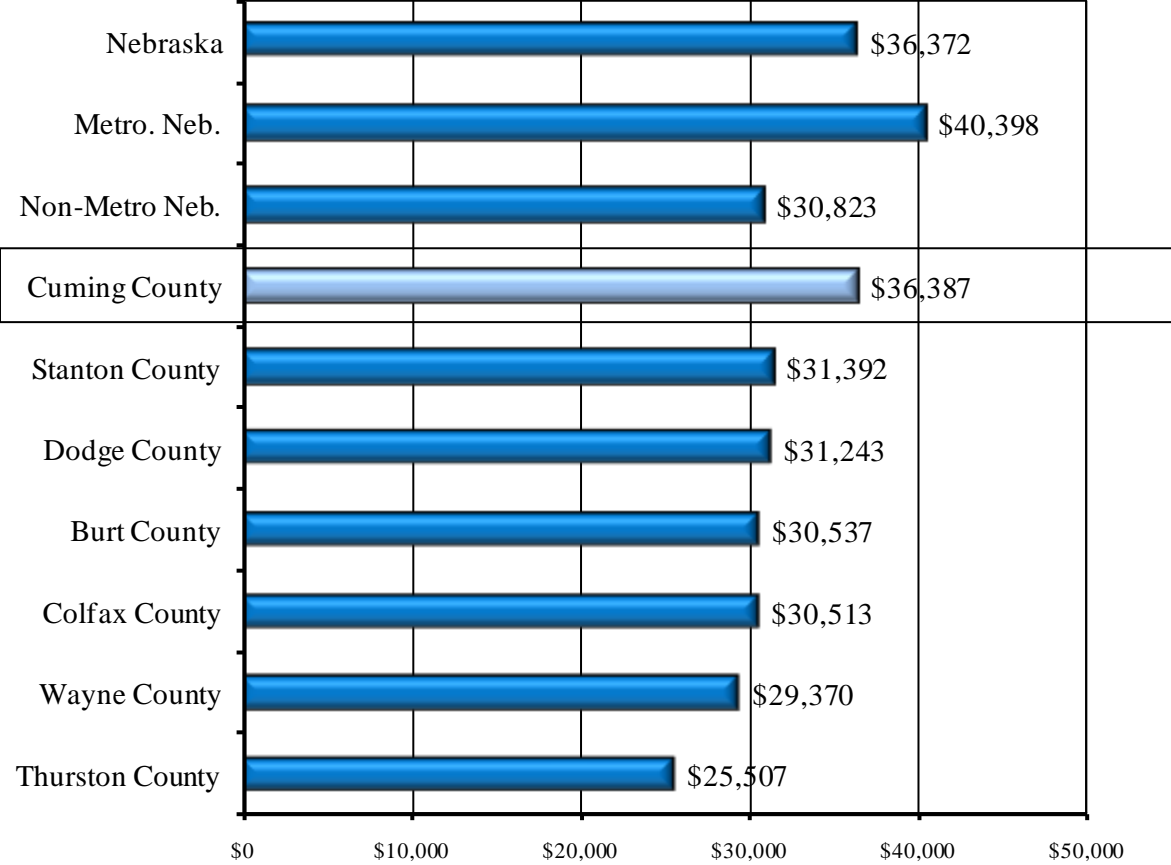
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2009

Per Capita Personal Income

Per capita personal income in Cuming County was \$36,387 in 2007 the last year in which such data are available. Cuming County’s per capita income is \$15 or nearly equal to that for Nebraska as a whole (\$36,372); \$4,011 or 9.9 percent less than metropolitan Nebraska (\$40,398); and \$5,564 or 18.1 percent greater than non-metropolitan Nebraska (\$30,823).

Chart 13

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



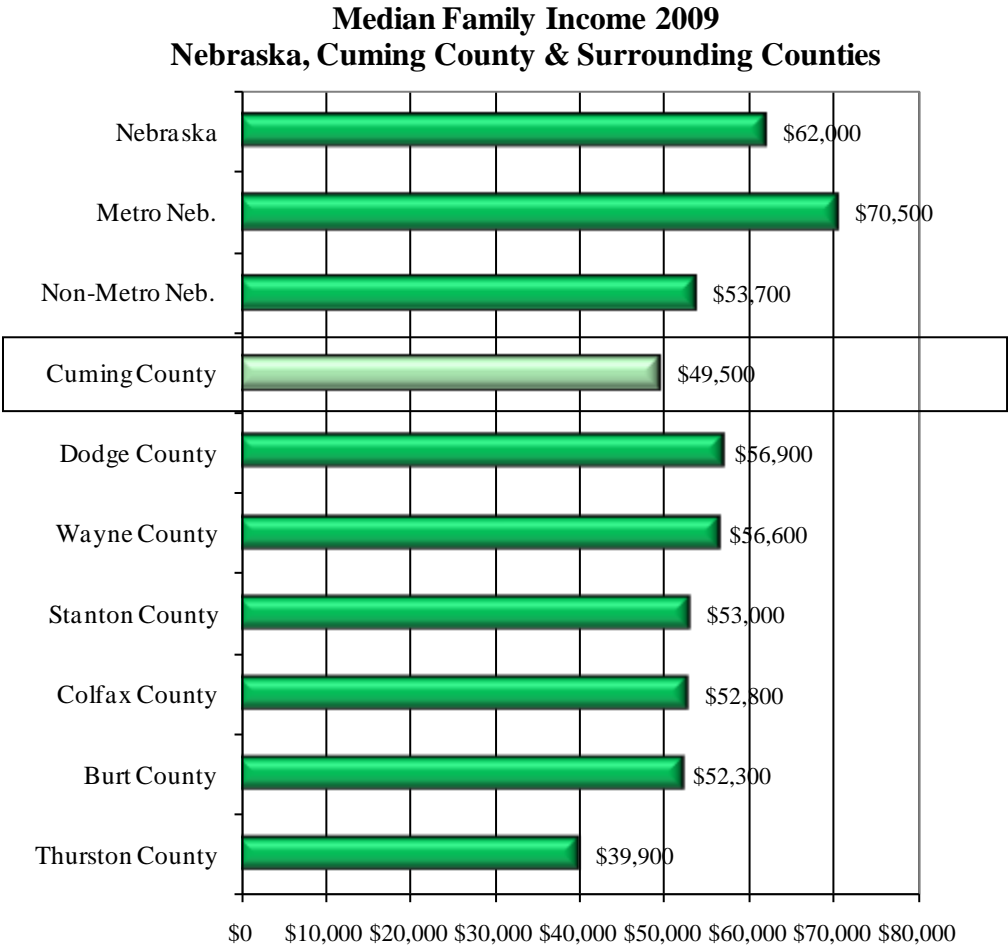
Source: Bureau of Economic Analysis, U.S. Department of Commerce, May 2009

Median Family Income

Median family income provides a different perspective of income levels in Nebraska, Cuming 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 Cuming County is estimated to be \$49,500 in 2009. This amount is \$12,500 or 20.2 percent less than the median family income for Nebraska as a whole (\$62,000); \$21,000 or 29.8 percent less than metropolitan Nebraska (\$70,500); and \$4,200 or 7.8 percent less than non-metro median family income (\$53,700) in 2009.

Chart 14



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