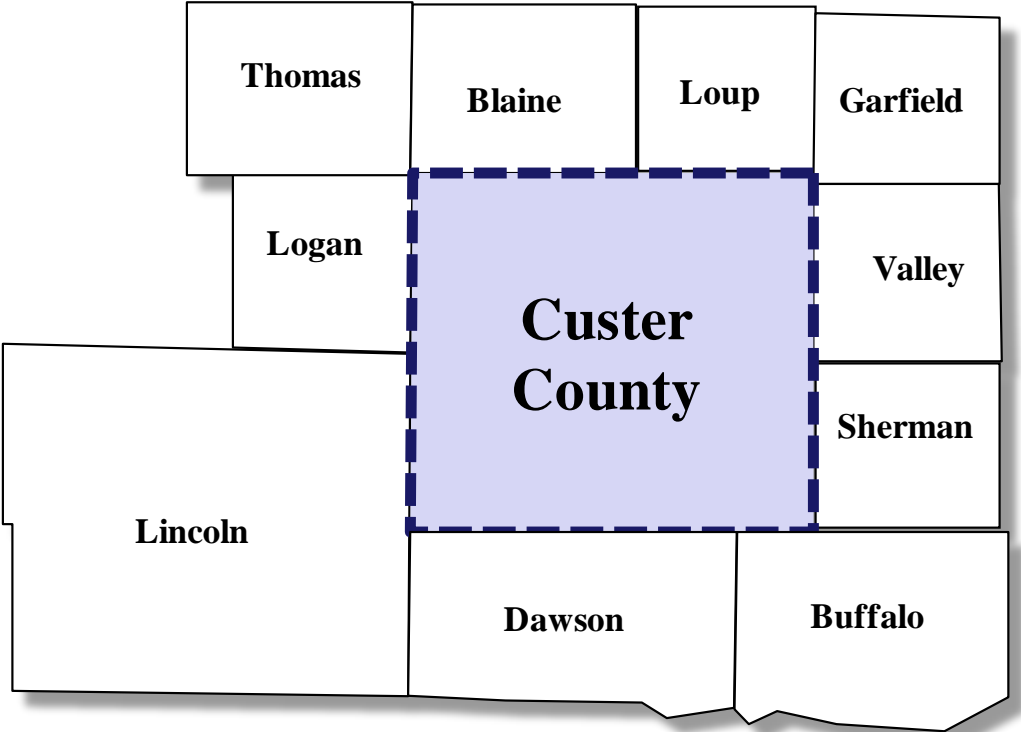


Economic and Demographic Trends

Custer County and the Surrounding Area



November 2011

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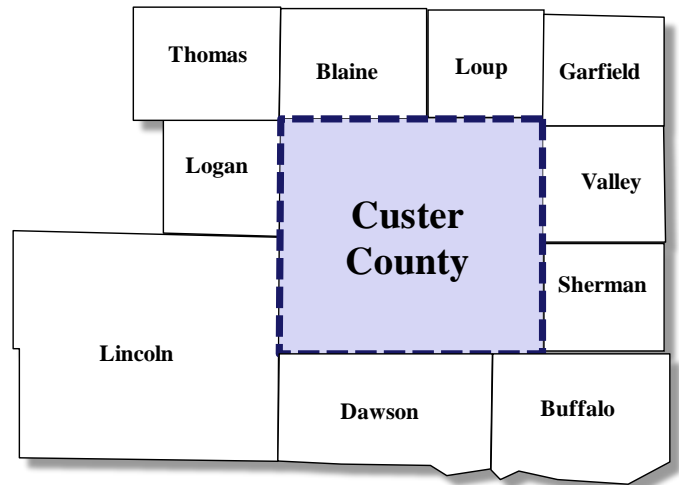
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Economic and Demographic Trends in Custer County and the Surrounding Area

Figure 1

This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Custer 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 Custer County, other counties included in this area are Blaine, Buffalo, Dawson, Garfield, Lincoln, Logan, Loup, Sherman, Thomas, and Valley. The retail sales section also compares retail growth between Broken Bow and eight other similarly sized Nebraska communities.



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 Custer 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

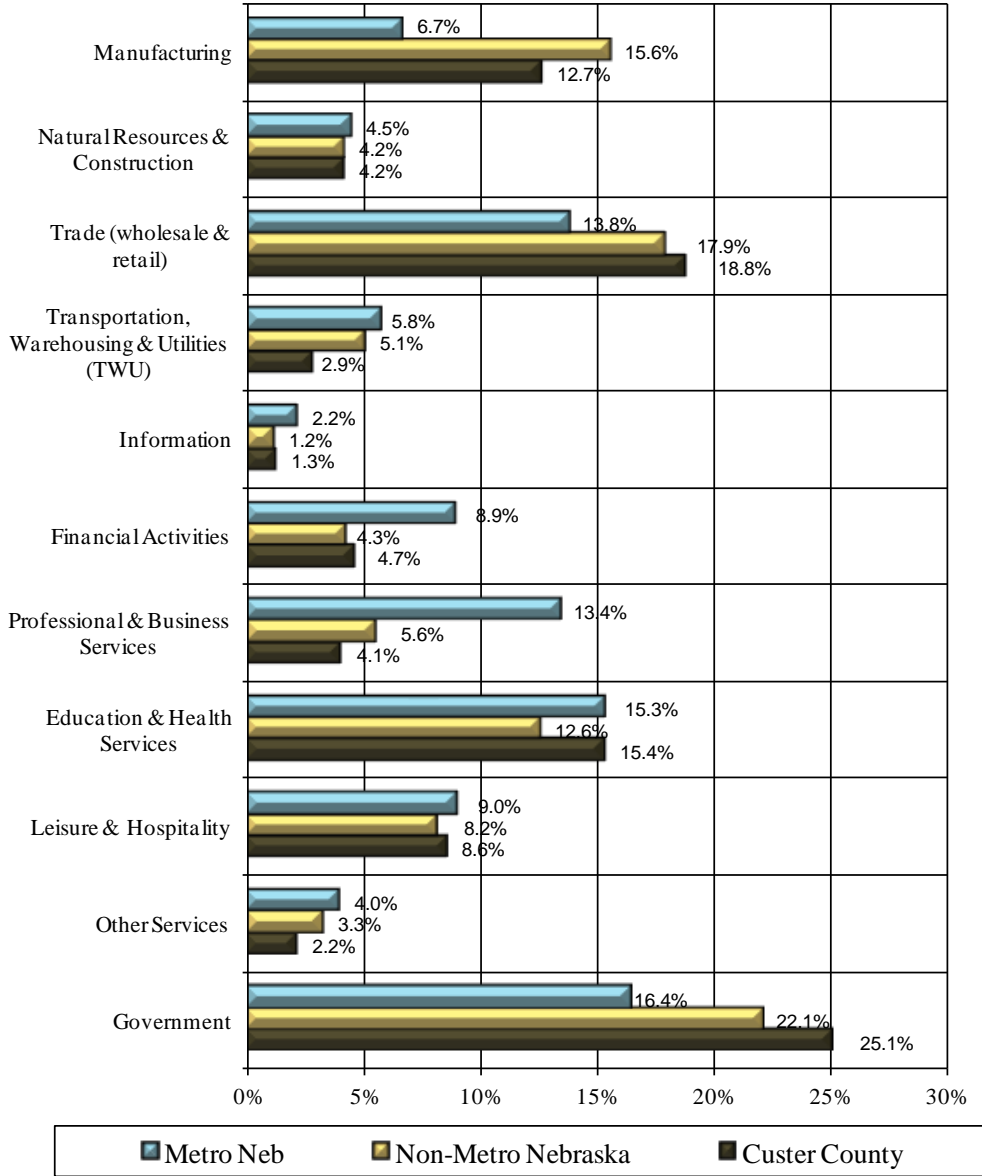
When comparing Custer County non-farm wage and salary employment sectors to non-metropolitan Nebraska and metropolitan sectors, there are significant differences between the distributions. Deviations from the non-metropolitan and metropolitan state distributions of employment are noted in Chart 1 (next page).

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

When comparing the Custer employment sectors to non-metropolitan Nebraska, the largest deviation falls in the Government sector having 25.1 percent employment (915 employees) compared to non-metropolitan Nebraska employment at 22.1 percent of the workforce; a difference of 3.0 percent. Comparing Custer County to the overall metropolitan distribution, the largest deviation is found in the Professional & Business Services sector (4.1 percent or 149 employees Custer County vs. 13.4 percent metropolitan Nebraska; a difference of 9.3 percent).

Chart 1

**Non-Farm Wage & Salary Employment by Major Economic Sector
 Metro, Non-Metropolitan & Custer County Nebraska, 2010**



Source: Nebraska Department of Labor, Labor Market Information, May 2011

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Custer County for the period 2001–2010. 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 Custer County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Custer County decreased 4.2 percent (-160 jobs) between 2001 and 2010.

Table 1 also provides employment data for Custer County by major economic sector for years 2001–2010. Of the sectors reporting complete data, the Financial Activities sector recorded the largest percentage and actual employment increase between 2001 and 2010 (27.2 percent or 37 jobs).

Table 1

Non-Farm Wage & Salary Employment Trends, Custer County, Nebraska
 Selected Years: 2001-2010

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	# Change 2001-2010	% Change 2001-2010
Non-farm Employment (W&S)	3,808	3,782	3,602	3,522	3,568	3,617	3,650	3,680	3,643	3,648	-160	-4.2
Manufacturing	466	458	568	459	486	475	464	458	453	462	-4	-0.9
Durable Goods	392	394	519	416	443	424	406	404	404	404	12	3.1
Nondurable Goods	74	64	49	43	43	51	58	54	49	58	-16	-21.6
Non-manufacturing												
Natural Resources & Construction	121	126	143	160	160	144	141	143	156	152	31	25.6
Trade	682	681	643	628	632	646	653	665	677	687	5	0.7
Wholesale Trade	200	216	208	201	190	191	174	187	191	192	-8	-4.0
Retail Trade	483	466	435	427	442	454	479	478	486	495	12	2.5
Transportation, Warehousing & Utilities	116	119	121	123	50	111	114	107	112	106	-10	-8.6
Information	(D)	(D)	(D)	46	46	44	48	55	52	49	(N/A)	(N/A)
Financial Activities	136	136	143	149	171	170	175	178	172	173	37	27.2
Professional & Business Services	(D)	(D)	119	117	120	127	127	135	145	149	(N/A)	(N/A)
Education & Health Services	632	649	628	599	620	618	615	613	598	562	-70	-11.1
Leisure and Hospitality	276	271	278	260	306	305	338	348	315	312	36	13.0
Other Services, except Public	92	87	(D)	71	75	76	70	75	78	80	-12	-13.0
Government	969	954	925	910	902	902	906	904	886	915	-54	-5.6
Federal	64	66	64	62	57	59	60	59	56	65	1	1.6
State	73	70	66	63	63	64	66	77	65	67	-6	-8.2
Local	832	818	795	785	783	779	780	768	765	784	-48	-5.8

Labor Force & Work Force Summary, 2001-2010, Annually, Custer County, Nebraska (May 2011 data)

Source: Nebraska Department of Labor, Labor Market Information

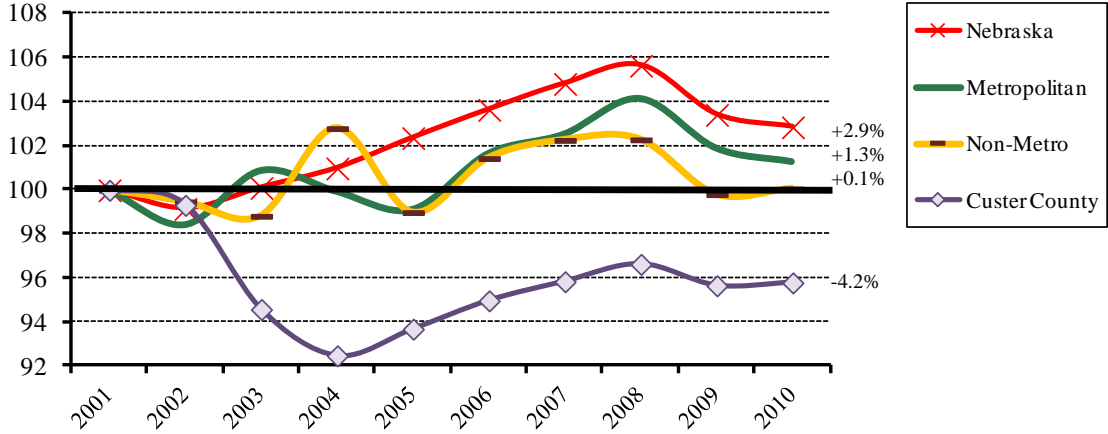
(D) Data withheld to avoid disclosure of individual reporting units

(N/A) Data not available

Chart 2 compares total non-farm wage and salary employment growth in Custer County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2001–2010. As this chart indicates total non-farm wage and salary employment in Custer County decreased 4.2 percent (-160 jobs) from 2001 to 2010, compared to a 2.9 percent increase for Nebraska as a whole, a 1.3 percent increase in metropolitan Nebraska, and a 0.1 percent increase in non-metropolitan Nebraska.

Chart 2

Non-Farm (W&S) Employment, Custer County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2010
 (Index, 2001=100)

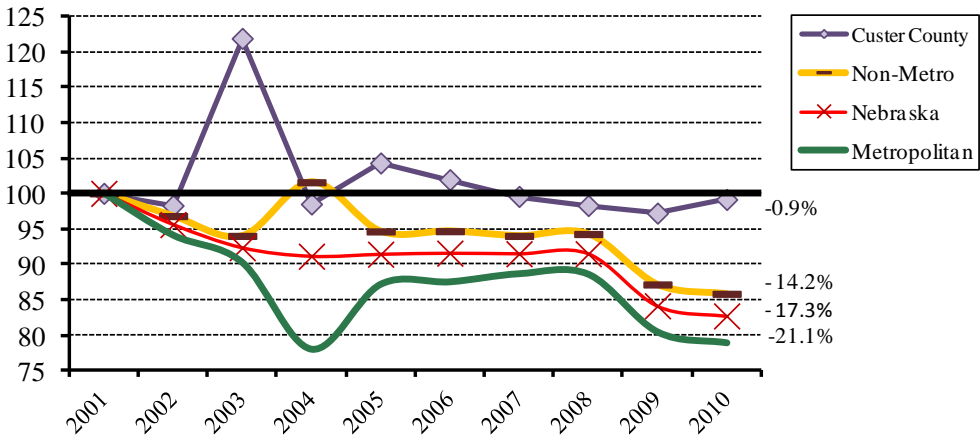


Source: Labor Force & Work Force Summary, May 2011

Chart 3 presents data on manufacturing wage and salary employment growth for Custer County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Cuming County recorded a 0.9 percent decline in employment (-4 jobs) between 2001–2010. This compares to a 14.2 percent decline in employment for non-metropolitan Nebraska; a 17.3 percent decrease for Nebraska as a whole; and a 21.1 percent decrease for metropolitan Nebraska over the same period.

Chart 3

Manufacturing (W&S) Employment, Custer County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2010
 (Index, 2001=100)



Source: Labor Force & Work Force Summary, May 2011

The next table (Table 2) shows labor force information for Custer County for the time period 2001–2010. 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 40.3 percent decrease (-63 people) in the number of Custer County residents participating in the labor force between 2001 and 2010.

The percent of those unemployed in Custer County increased by 40.3 percent (63 people) between 2001 and 2010. 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 Custer County unemployment rate was 3.5 percent in 2010; significantly below that for metropolitan Nebraska (4.9 percent), Nebraska as a whole (4.7 percent), and non-metropolitan Nebraska (4.3 percent).

Table 2

Labor Force & Employment Trends, Custer County, Nebraska
 Selected Years: 2001-2010

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	# Change 2001-2010	% Change 2001-2010
Labor Force	6,453	6,483	6,411	6,261	6,228	6,148	6,024	6,082	6,127	6,220	-233	-3.6
Unemployment	157	173	186	194	183	143	125	145	209	220	63	40.3
Unemployment Rate	2.4	2.7	2.9	3.1	2.9	2.3	2.1	2.4	3.4	3.5	(N/A)	(N/A)
Employment	6,296	6,310	6,225	6,067	6,045	6,005	5,898	5,938	5,918	6,000	-296	-4.7

Labor Force & Work Force Summary, 2001-2010, Annually, Custer County, Nebraska (May 2011 data)

Source: Nebraska Department of Labor, Labor Market Information

(N/A) Data not available

Residence and Work Flow Patterns

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Custer County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination report looks at the area from which a county is pulling employees to fill positions. These data are from the U.S. Census Bureau’s Local Employment Dynamics (LED) program. This program uses a variety of statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data. The most current data available for Custer County are from 2009.

Table 3 (pages 6–7) examines the Work Destination area for Custer County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 4,362 county labor force participants holding primary jobs. As Table 3 shows, 99.0 percent of Custer County’s labor force participants are employed within the state of Nebraska. Nearly 60 percent of Custer County workers leave the county for employment with 42.2 percent remaining within county borders (next page). Looking deeper to the locality level, the table also shows the top 10 locations where Custer County labor force participants are employed (next page).

Table 3

Work Destination Report
Where Workers are Employed Who Live in the Selection Area
 2009

	Count	Share
Total Participants	4,362	100.0%

By States

Job Counts by States Where Workers are Employed
 2009

	Count	Share
Nebraska	4,319	99.0%
Kansas	9	0.2%
Colorado	6	0.1%
South Dakota	6	0.1%
Wyoming	6	0.1%
Iowa	4	0.1%
North Dakota	2	0.0%
Utah	2	0.0%
California	1	0.0%
Illinois	1	0.0%
All Other Locations	6	0.1%

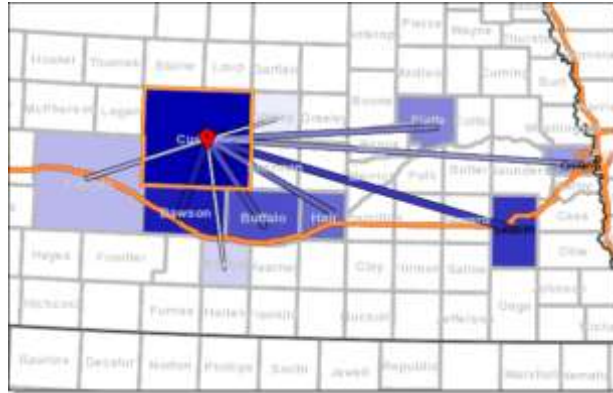


Table 3 (continued)

By Counties

Job Counts by Counties Where Workers are Employed 2009

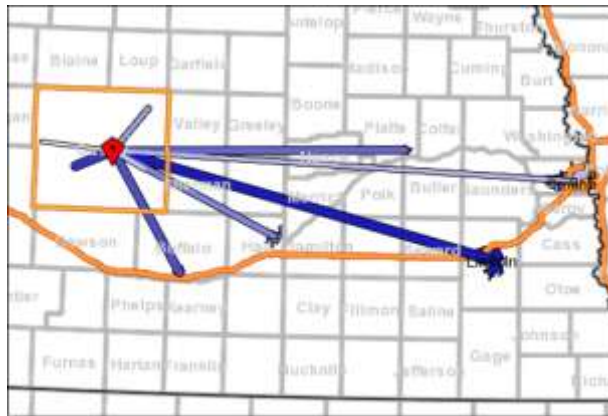
	Count	Share
Custer County, NE	2,521	57.8%
Dawson County, NE	223	5.1%
Lancaster County, NE	205	4.7%
Buffalo County, NE	183	4.2%
Hall County, NE	125	2.9%
Platte County, NE	119	2.7%
Douglas County, NE	109	2.5%
Lincoln County, NE	98	2.2%
Phelps County, NE	86	2.0%
Valley County, NE	81	1.9%
All Other Locations	612	14.0%



By Place (top 10)

Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed 2009

	Count	Share
Broken Bow city, NE	1,550	35.5%
Lincoln city, NE	195	4.5%
Callaway village, NE	141	3.2%
Kearney city, NE	121	2.8%
Columbus city, NE	116	2.7%
Grand Island city, NE	111	2.5%
Sargent city, NE	107	2.5%
Omaha city, NE	100	2.3%
Ansley village, NE	88	2.0%
Arnold village, NE	84	1.9%
All Other Locations	1,749	40.1%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, October 2011

People also travel from other locations to work in Custer County—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Custer County. The Census identified 3,485 primary jobs within Custer County. As Table 4 indicates, 98.7 percent of these jobs are held by Nebraska residents. Approximately 72 percent of Custer County workers live within the county borders and the top 10 localities show the distribution of employees’ residents around the area (next page).

Table 4

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

2009

	Count	Share
Total Primary Jobs	3,485	100.0%

By States

Job Counts by States Where Workers Live 2009

	Count	Share
Nebraska	3,441	98.7%
California	5	0.1%
Kansas	5	0.1%
Minnesota	5	0.1%
South Dakota	5	0.1%
Georgia	4	0.1%
Texas	3	0.1%
Arizona	2	0.1%
Colorado	2	0.1%
Illinois	2	0.1%
All Other Locations	11	0.3%



By Counties

Job Counts by Counties Where Workers Live 2009

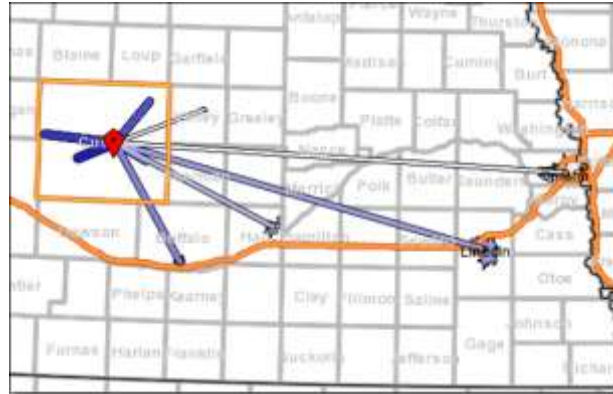
	Count	Share
Custer County, NE	2,521	72.3%
Dawson County, NE	89	2.6%
Valley County, NE	63	1.8%
Buffalo County, NE	61	1.8%
Hall County, NE	43	1.2%
Lancaster County, NE	41	1.2%
Adams County, NE	40	1.1%
Lincoln County, NE	40	1.1%
Douglas County, NE	36	1.0%
Sherman County, NE	33	0.9%
All Other Locations	518	14.9%



Table 4 (continued)

By Place (top 10)
Job Counts by Places (Cities, CDPs, etc.) Where Workers Live
2009

	Count	Share
Broken Bow city, NE	1,614	46.3%
Callaway village, NE	76	2.2%
Arnold village, NE	64	1.8%
Sargent city, NE	51	1.5%
Ansley village, NE	41	1.2%
Kearney city, NE	38	1.1%
Lincoln city, NE	37	1.1%
Grand Island city, NE	34	1.0%
Omaha city, NE	33	0.9%
Ord city, NE	33	0.9%
All Other Locations	1,464	42.0%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, October 2011

The next table (Table 5, pages 9–10) shows an inflow/outflow report for the Custer County labor force. The data show labor force and employment size, efficiency, and other characteristics. These data were also obtained from the U.S. Census Bureau’s Labor Employment Dynamics (LED) section and help identify characteristics of labor force movement for Custer County.

Table 5

Inflow/Outflow Report - Custer County

Selection Area Labor Market Size (Primary Jobs)	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	3,485	100.0%	3,438	100.0%	3,411	100.0%
Living in the Selection Area	4,362	125.2%	4,160	121.0%	4,106	120.4%
Net Job Inflow (+) or Outflow (-)	-877	-	-722	-	-695	-

In-Area Labor Force Efficiency (Primary Jobs)	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	4,362	100.0%	4,160	100.0%	4,106	100.0%
Living and Employed in the Selection Area	2,521	57.8%	2,465	59.3%	2,487	60.6%
Living in the Selection Area but Employed Outside	1,841	42.2%	1,695	40.7%	1,619	39.4%

In-Area Employment Efficiency (Primary Jobs)	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	3,485	100.0%	3,438	100.0%	3,411	100.0%
Employed and Living in the Selection Area	2,521	72.3%	2,465	71.7%	2,487	72.9%
Employed in the Selection Area but Living Outside	964	27.7%	973	28.3%	924	27.1%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,841	100.0%	1,695	100.0%	1,619	100.0%
Workers Aged 29 or younger	520	28.2%	474	28.0%	495	30.6%
Workers Aged 30 to 54	955	51.9%	867	51.2%	798	49.3%
Workers Aged 55 or older	366	19.9%	354	20.9%	326	20.1%
Workers Earning \$1,250 per month or less	529	28.7%	563	33.2%	563	34.8%
Workers Earning \$1,251 to \$3,333 per month	880	47.8%	734	43.3%	731	45.2%
Workers Earning More than \$3,333 per month	432	23.5%	398	23.5%	325	20.1%
Workers in the "Goods Producing" Industry Class	456	24.8%	455	26.8%	411	25.4%
Workers in the "Trade, Transp. & Utilities" Industry Class	552	30.0%	501	29.6%	498	30.8%
Workers in the "All Other Services" Industry Class	833	45.2%	739	43.6%	710	43.9%

Inflow Job Characteristics (Primary Jobs)	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	964	100.0%	973	100.0%	924	100.0%
Workers Aged 29 or younger	237	24.6%	244	25.1%	236	25.5%
Workers Aged 30 to 54	533	55.3%	540	55.5%	504	54.5%
Workers Aged 55 or older	194	20.1%	189	19.4%	184	19.9%
Workers Earning \$1,250 per month or less	224	23.2%	258	26.5%	246	26.6%
Workers Earning \$1,251 to \$3,333 per month	508	52.7%	501	51.5%	499	54.0%
Workers Earning More than \$3,333 per month	232	24.1%	214	22.0%	179	19.4%
Workers in the "Goods Producing" Industry Class	317	32.9%	312	32.1%	290	31.4%
Workers in the "Trade, Transp. & Utilities" Industry Class	235	24.4%	232	23.8%	235	25.4%
Workers in the "All Other Services" Industry Class	412	42.7%	429	44.1%	399	43.2%

Interior Flow Job Characteristics (Primary Jobs)	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	2,521	100.0%	2,465	100.0%	2,487	100.0%
Workers Aged 29 or younger	546	21.7%	558	22.6%	533	21.4%
Workers Aged 30 to 54	1,346	53.4%	1,280	51.9%	1,331	53.5%
Workers Aged 55 or older	629	25.0%	627	25.4%	623	25.1%
Workers Earning \$1,250 per month or less	802	31.8%	836	33.9%	844	33.9%
Workers Earning \$1,251 to \$3,333 per month	1,194	47.4%	1,103	44.7%	1,152	46.3%
Workers Earning More than \$3,333 per month	525	20.8%	526	21.3%	491	19.7%
Workers in the "Goods Producing" Industry Class	593	23.5%	579	23.5%	573	23.0%
Workers in the "Trade, Transp. & Utilities" Industry Class	532	21.1%	513	20.8%	475	19.1%
Workers in the "All Other Services" Industry Class	1,396	55.4%	1,373	55.7%	1,439	57.9%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 5.2.4, 10/24/2011.

The Distance/Direction Report depicted in Table 6 and Figure 2 shows the number (count) and percentage (share) of primary job holders living in Custer County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Custer County has increased since 2007. The distribution of miles traveled to work has shifted since 2007. Figure 2 shows the location and concentration of these workplaces.

Table 6

Distance/Direction Report - Home to Work Census Block

Live within study area - distance to work

Job Counts in Work Blocks by Distance Only

	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	4,362	100.0%	4,160	100.0%	4,106	100.0%
Less than 10 miles	1,922	44.1%	1,578	37.9%	1,529	37.2%
10 to 24 miles	551	12.6%	786	18.9%	870	21.2%
25 to 50 miles	537	12.3%	533	12.8%	522	12.7%
Greater than 50 miles	1,352	31.0%	1,263	30.4%	1,185	28.9%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 5.2.4, 10/24/2011.

Figure 2

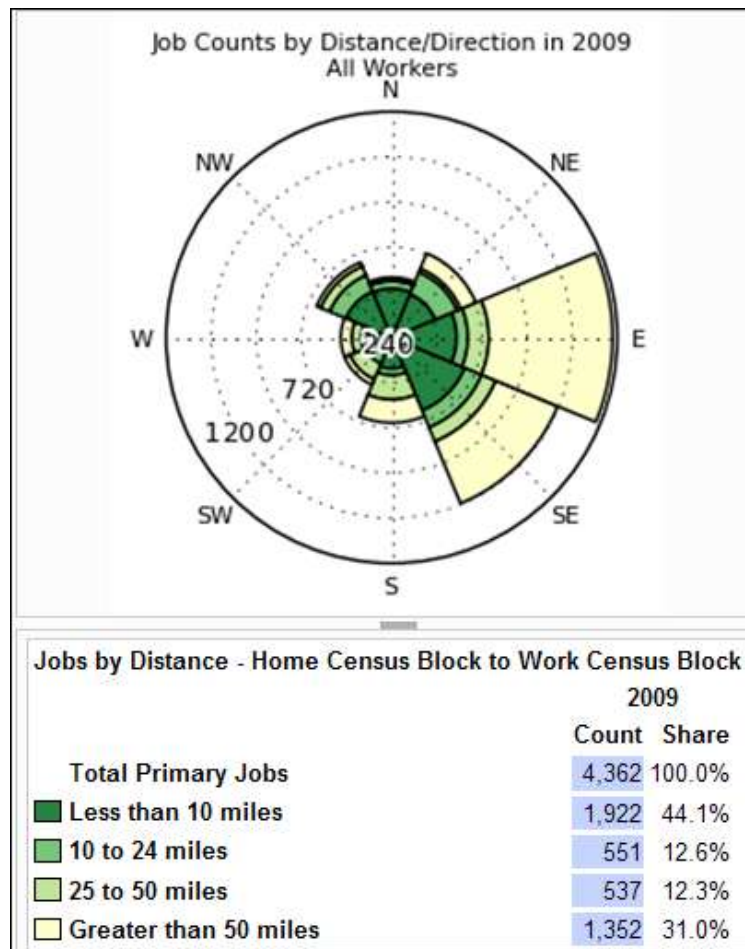


Table 7 and Figure 3 show the number (count) and percentage (share) of people employed within Custer County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Custer County has increased since 2007. The data also show the majority of Custer County employees travel less than 10 miles from home for employment. Figure 3 shows the concentration of job counts by distance and direction.

Table 7

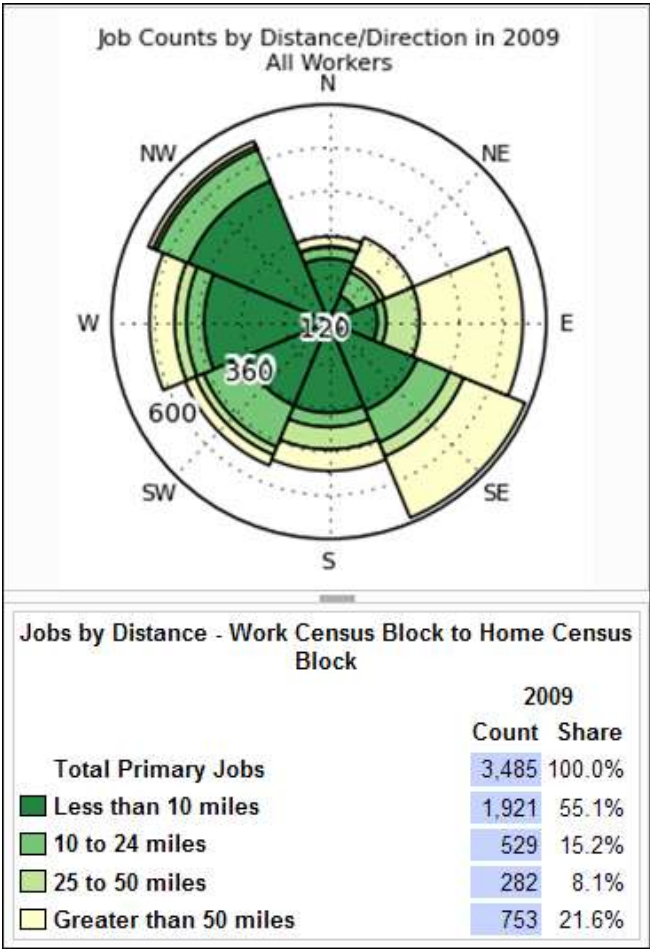
Distance/Direction Report - Work to Home Census Block
Work within study area - distance to home

Job Counts in Work Blocks by Distance Only

	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	3,485	100.0%	3,438	100.0%	3,411	100.0%
Less than 10 miles	1,921	55.1%	1,577	45.9%	1,523	44.6%
10 to 24 miles	529	15.2%	749	21.8%	812	23.8%
25 to 50 miles	282	8.1%	376	10.9%	397	11.6%
Greater than 50 miles	753	21.6%	736	21.4%	679	19.9%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 5.2.4, 10/12/2011.

Figure 3



Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Custer County and the surrounding area. As Table 8 indicates, Custer County's population decreased by 38.5 percent (-7,377 people) between 1950 and 2000. Custer County's population decrease of 7.2 percent (-854 people) between 2000 and 2010 compares to a 6.7 percent increase for Nebraska as a whole.

Table 8

County Population 1950-2010
 Custer County and the Surrounding Area

Location	1950	1960	1970	1980	1990	2000	2004	2007	2010	% Change 1950-2000	% Change 2000-2010
Nebraska	1,325,510	1,411,330	1,485,333	1,569,825	1,578,417	1,711,266	1,741,450	1,769,473	1,826,341	29.1	6.7
Custer County	19,170	16,517	14,092	13,877	12,270	11,793	11,225	10,822	10,939	-38.5	-7.2
Blaine County	1,203	1,016	847	867	675	583	498	442	478	-51.5	-18.0
Buffalo County	25,134	26,236	31,222	34,797	37,447	42,259	43,682	44,887	46,102	68.1	9.1
Dawson County	19,393	19,405	19,771	22,304	19,940	24,365	24,432	24,778	24,326	25.6	-0.2
Garfield County	2,912	2,699	2,411	2,363	2,141	1,902	1,806	1,724	2,049	-34.7	7.7
Lincoln County	27,380	28,491	29,538	36,455	32,508	34,632	34,844	35,448	36,288	26.5	4.8
Logan County	1,357	1,108	991	983	878	774	731	741	763	-43.0	-1.4
Loup County	1,348	1,097	854	859	683	712	685	673	632	-47.2	-11.2
Sherman County	6,421	5,382	4,725	4,226	3,718	3,318	3,132	2,944	3,152	-48.3	-5.0
Thomas County	1,206	1,078	954	973	851	729	621	600	647	-39.6	-11.2
Valley County	7,252	6,590	5,783	5,633	5,169	4,647	4,427	4,236	4,260	-35.9	-8.3

Source: U.S. Bureau of the Census, Census of Population, May 2011

Table 9 data reveal most Custer County communities experienced population loss during the 1950–2010 time period. The city of Broken Bow reported a 2.8 percent increase in population (95 people) between 1950 and 2000. The city of Broken Bow also experienced an increase in population between 2000 and 2010 (1.9 percent or 68 people). The rural areas outside of the selected communities experienced a 56.2 percent decrease (-6,108 people) during the 1950–2000 time period and a population decrease of 10.1 percent (-481 people) during the 2000 to 2010 time period.

Table 9

Population 1950-2010
 Custer County Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2004	2007	2010	% Change 1950-2000	% Change 2000-2010
Custer County	19,170	16,517	14,092	13,877	12,270	11,793	11,225	10,822	10,939	-38.5	-7.2
Anselmo	316	269	180	187	189	159	150	143	145	-49.7	-8.8
Ansley	711	714	631	644	555	520	488	471	441	-26.9	-15.2
Arnold	936	844	752	813	679	630	596	575	597	-32.7	-5.2
Berwyn	138	104	110	104	122	134	130	125	83	-2.9	-38.1
Broken Bow	3,396	3,482	3,734	3,979	3,781	3,491	3,283	3,158	3,559	2.8	1.9
Callaway	744	603	523	579	582	637	615	600	539	-14.4	-15.4
Comstock	302	235	155	168	135	110	101	97	93	-63.6	-15.5
Mason City	305	277	196	196	160	178	171	165	171	-41.6	-3.9
Merna	385	349	322	389	377	391	378	364	363	1.6	-7.2
Oconto	258	219	155	176	147	141	136	131	151	-45.3	7.1
Sargent	818	876	789	828	710	649	605	580	525	-20.7	-19.1
Total Rural Areas:	10,861	8,545	6,545	5,814	4,833	4,753	4,572	4,413	4,272	-56.2	-10.1

Source: U.S. Bureau of the Census, Census of Population, June 2011

The next two charts (Chart 4 & 5) graphically depict the migration patterns for Nebraska, Custer County, and the surrounding area as a percentage of the previous decade. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). For both decades, the majority of the study area experienced out-migration. Custer County experienced 1.7 percent out-migration between 1990–2000 and 5.0 percent out-migration in the 2000–2010 decade.

Chart 4

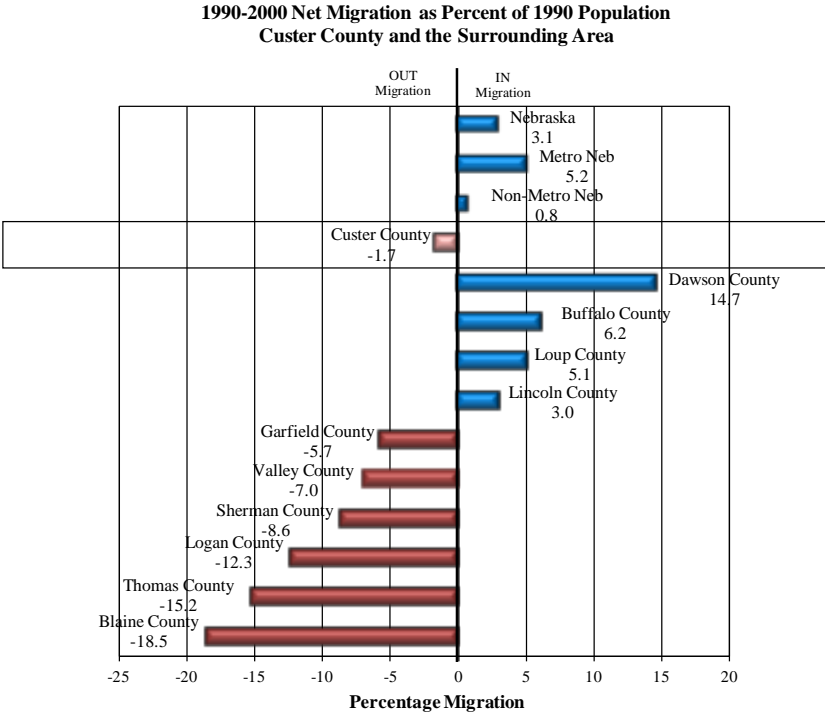
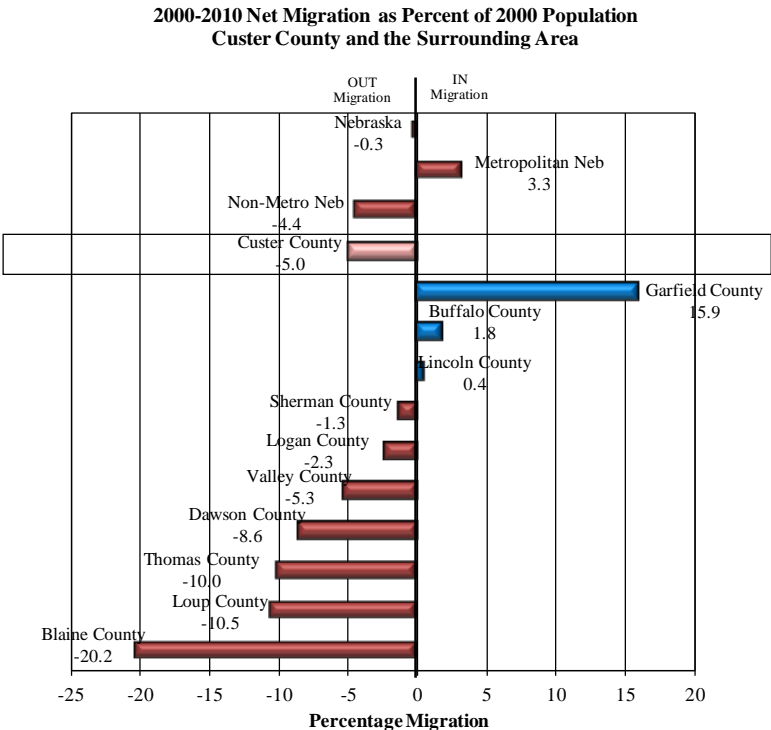


Chart 5



The next two tables (Tables 10 and 11) provide detail on migration between 2008 and 2009, the latest data available. 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 62.9 percent of those moving in to Custer County between 2008 and 2009 moved from other Nebraska locations (308 people). Data also reveal 182 people (37.1 percent) migrated in from other states.

Table 10

**Migration Inflow 2008-2009
 Custer County, Nebraska**

Moved to Custer County From:		
Location	#	%
Total U.S.	490	100.0%
Nebraska	308	62.9%
Different State	182	37.1%

County Specific Flows:		
Location	#	%
Buffalo County	38	7.8%
Dawson County	32	6.5%
Lancaster County	32	6.5%
Hall County	24	4.9%
Other Flows - Same State	182	37.1%
Other Flows - Diff State	182	37.1%

Source: SOI Tax Stats, County-to-County Migration Data Files, IRS, August 2011

Table 11 data reveal 76.8 percent of people migrating out of Custer County between 2008 and 2009 remained in the state of Nebraska (337 people). Data show 102 Custer County residents (23.2 percent) also moved to other states during this time period. Looking within Nebraska, Table 11 shows the top locations where people leaving Custer County went 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 2008-2009
 Custer County, Nebraska**

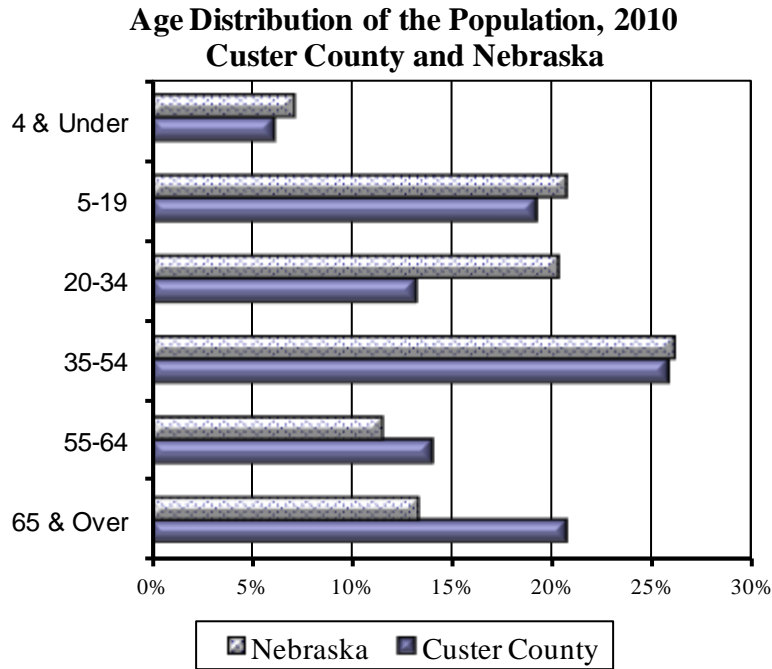
Moved from Custer County To:		
Location	#	%
Total U.S.	439	100.0%
Nebraska	337	76.8%
Different State	102	23.2%

County Specific Flows:		
Location	#	%
Buffalo County	48	10.9%
Lancaster County	37	8.4%
Hall County	23	5.2%
Dawson County	23	5.2%
Lincoln County	21	4.8%
Douglas County	15	3.4%
Other Flows - Same State	170	38.7%
Other Flows - Diff State	102	23.2%

Source: SOI Tax Stats, County-to-County Migration Data Files, IRS, August 2011

The following chart and table (Chart 6; Table 12) compare the U.S. Census Bureau’s age distribution of population for Nebraska as a whole, Custer County, and the surrounding area. The population of Custer County is older than Nebraska as a whole. The median age for Custer County residents in 2010 was 45.4 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 6



Source: U.S. Census Bureau, June 2011

Table 12

**Age Distribution of the Population, 2010
 Custer County and Nebraska**

	2010 Population		Percent	
	Nebraska	Custer County	Nebraska	Custer County
4 & Under	131,908	682	7.2%	6.2%
5-19	380,564	2,122	20.8%	19.4%
20-34	374,452	1,461	20.5%	13.4%
35-54	479,564	2,845	26.3%	26.0%
55-64	213,176	1,546	11.7%	14.1%
65 & Over	246,677	2,283	13.5%	20.9%
Total	1,826,341	10,939	100%	100%
Median Age	36.2	45.4		

Source: Age Group, Median Age, U.S. Census Bureau, June 2011

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Custer County and the surrounding counties both as a total and by gender. These are 5-year estimates and differ from the U.S. Census Bureau's single year distributions. Chart 7 (next page) graphically depicts the median age distribution for the study area.

Table 13

Median Age by Location and Gender, 2009
Custer County and the Surrounding Area

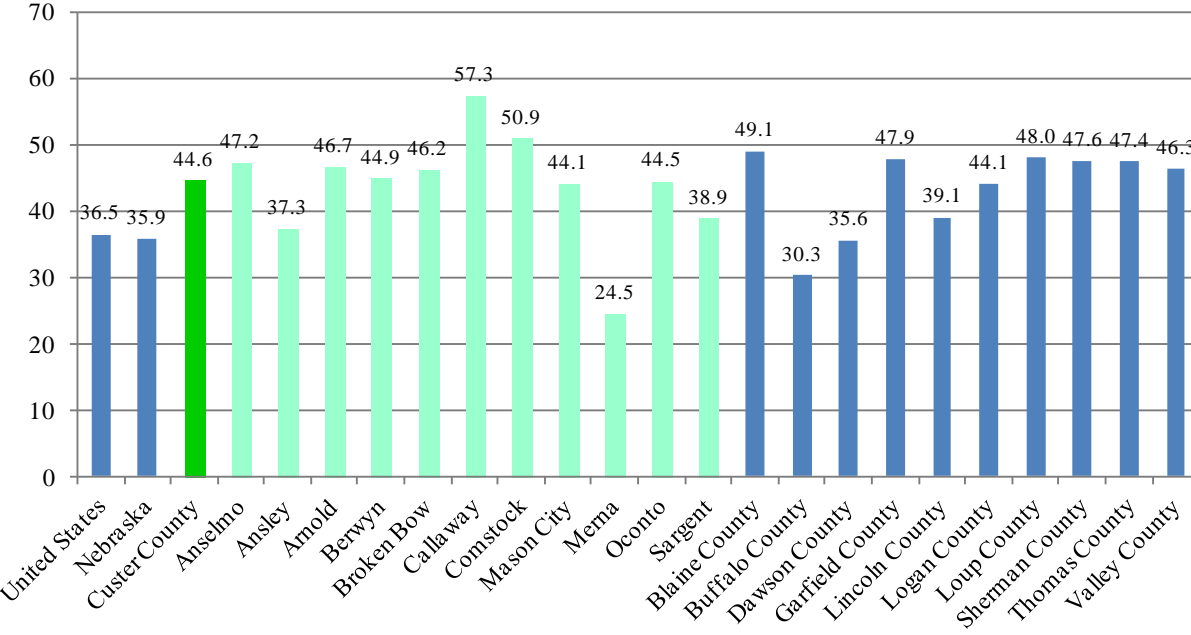
	Median Age 2009		
	Total	Male	Female
United States	36.5	35.2	37.9
Nebraska	35.9	34.6	37.3
Custer County	44.6	43.6	45.9
Anselmo	47.2	45.0	47.8
Ansley	37.3	41.3	34.3
Arnold	46.7	49.1	45.8
Berwyn	44.9	48.4	44.0
Broken Bow	46.2	40.8	49.7
Callaway	57.3	56.2	59.5
Comstock	50.9	52.9	35.6
Mason City	44.1	25.0	47.6
Merna	24.5	19.7	37.1
Oconto	44.5	42.3	48.3
Sargent	38.9	34.5	41.9
Blaine County	49.1	47.6	49.9
Buffalo County	30.3	29.4	31.5
Dawson County	35.6	34.9	36.5
Garfield County	47.9	47.3	48.6
Lincoln County	39.1	37.3	40.5
Logan County	44.1	42.2	45.3
Loup County	48.0	48.1	47.8
Sherman County	47.6	47.3	48.6
Thomas County	47.4	46.7	47.9
Valley County	46.3	44.7	49

Data Set: 2005-2009 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2005-2009 American Community Survey, January 2011

Chart 7

Median Age by Location, 2009 Custer County and the Surrounding Area



Retail Sales

Table 14 and Chart 8 show the retail sales (non-motor vehicle) pull factors for Custer County and the surrounding area for 2010. 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 14 **2010 Retail Sales (Non-Motor Vehicle) Pull Factors
 Nebraska, Custer County, and Surrounding Counties**

	2010 Population	2010 Retail Sales (x \$1,000)	2010 Per Cap Sales (\$)	2010 Pull Factor
Nebraska	1,826,341	19,916,395	10,905	1.00
Non-Metro Nebraska	781,979	7,451,196	9,529	0.87
Custer County	10,939	90,808	8,301	0.76
Blaine County	478	633	1,324	0.12
Buffalo County	46,102	659,348	14,302	1.31
Dawson County	24,326	231,541	9,518	0.87
Garfield County	2,049	16,151	7,882	0.72
Lincoln County	36,288	440,025	12,126	1.11
Logan County	763	2,845	3,728	0.34
Loup County	632	883	1,397	0.13
Sherman County	3,152	9,398	2,982	0.27
Thomas County	647	5,178	8,003	0.73
Valley County	4,260	40,858	9,591	0.88

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2011

(D) Data withheld to avoid individual disclosure

Reviewing the pull factors at the county level indicates Custer County has some retail leakage. The 2010 pull factor of 0.76 indicates, on a per capita basis, retail sales in Custer County are approximately 24 percent lower 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 Custer County (0.76) with the pull factor for the non-metropolitan area of Nebraska (0.87) indicates per capita retail sales in Custer County are approximately 12.9 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 8 **2010 Retail Sales (NMV) Pull Factors, Nebraska, Custer County & Surrounding Counties**

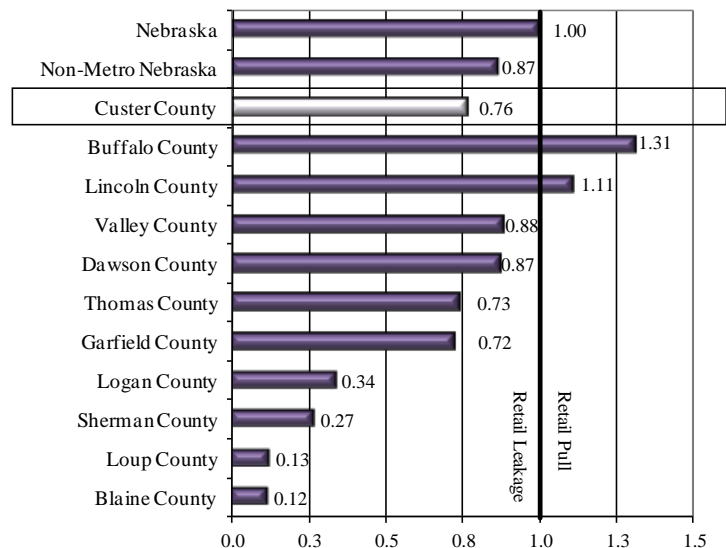


Table 15 and Chart 9 compare the 2010 pull factors for Broken Bow and selected area communities. The community of Broken Bow’s pull factor of 1.84 indicates that, on a per capita basis, non-motor vehicle retail sales in Broken Bow are approximately 84 percent greater than the state’s average per capita sales.

Table 15

**2010 Retail Sales (NMV) Pull Factors
 Nebraska and Selected Study Area Cities**

	2010 Population	2010 Retail Sales (x \$1,000)	2010 Per Cap Sales (\$)	2010 Pull Factor
Nebraska	1,826,341	19,916,395	10,905	1.00
Non-Metro Nebraska	781,979	7,451,196	9,529	0.87
Broken Bow (Custer)	3,559	71,391	20,059	1.84
Dunning (Blaine)	103	345	3,350	0.31
Kearney (Buffalo)	30,787	617,889	20,070	1.84
Lexington (Dawson)	10,230	140,613	13,745	1.26
Burwell (Garfield)	1,210	16,149	13,346	1.22
North Platte (Lincoln)	24,733	423,817	17,136	1.57
Stapleton (Logan)	305	2,835	9,295	0.85
Taylor (Loup)	190	492	2,591	0.24
Loup City (Sherman)	1,029	7,136	6,935	0.64
Theftford (Thomas)	188	4,966	26,415	2.42
Ord (Valley)	2,112	35,216	16,674	1.53

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2011

Chart 9

**2010 Retail Sales (NMV) Pull Factors
 Nebraska and Selected Study Area Cities**

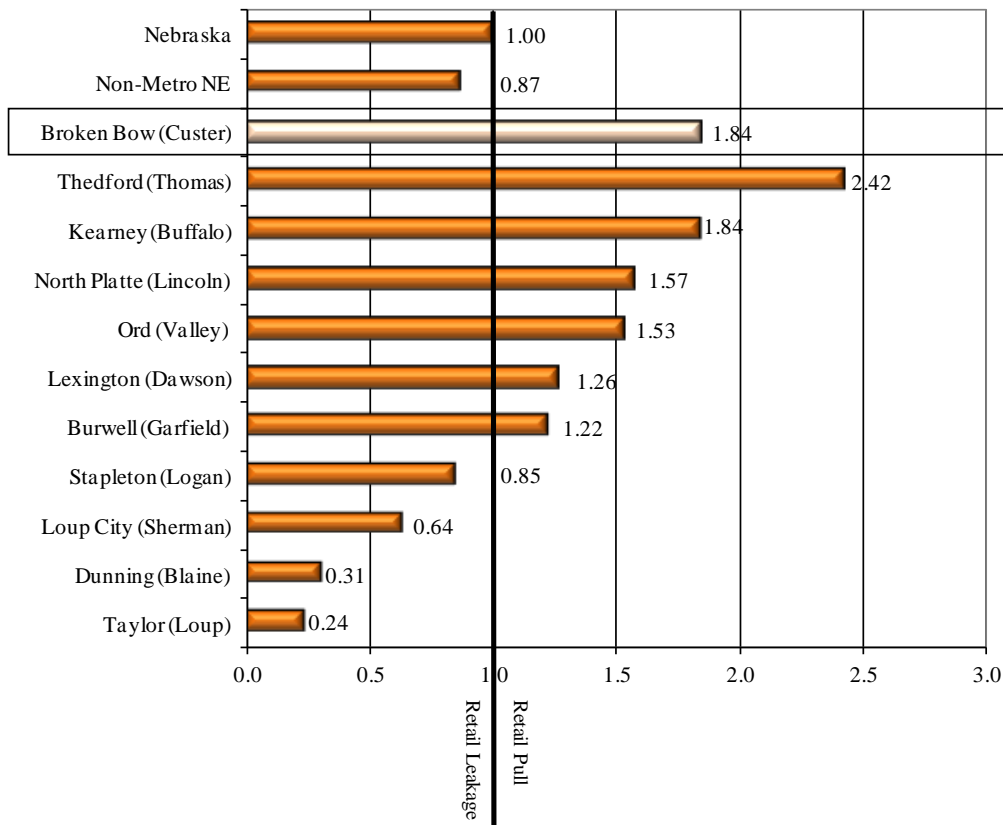


Table 16 and Chart 10 further breakdown the 2010 pull factors into the communities reporting retail sales figures within Custer County. As this table indicates, the community of Broken Bow had the strongest pull factor (1.84) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.76 for Custer County in 2010.

Table 16

**2010 Retail Sales (NMV) Pull Factors
 Nebraska and Available Custer County Communities**

	2010 Population	2010 Retail Sales (x \$1,000)	2010 Per Cap Sales (\$)	2010 Pull Factor
Nebraska	1,826,341	19,916,395	10,905	1.00
Non-Metro Nebraska	781,979	7,451,196	9,529	0.87
Custer County	10,939	90,808	8,301	0.76
Anselmo	145	662	4,564	0.42
Ansley	441	2,704	6,131	0.56
Arnold	597	3,769	6,312	0.58
Berwyn	83	447	5,383	0.49
Broken Bow	3,559	71,391	20,059	1.84
Callaway	539	2,847	5,283	0.48
Comstock	93	323	3,478	0.32
Mason City	171	250	1,465	0.13
Merna	363	2,113	5,821	0.53
Oconto	151	718	4,757	0.44
Sargent	525	5,087	9,689	0.89

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2011

Chart 10

**2010 Retail Sales (NMV) Pull Factors
 Nebraska and Available Custer County Communities**

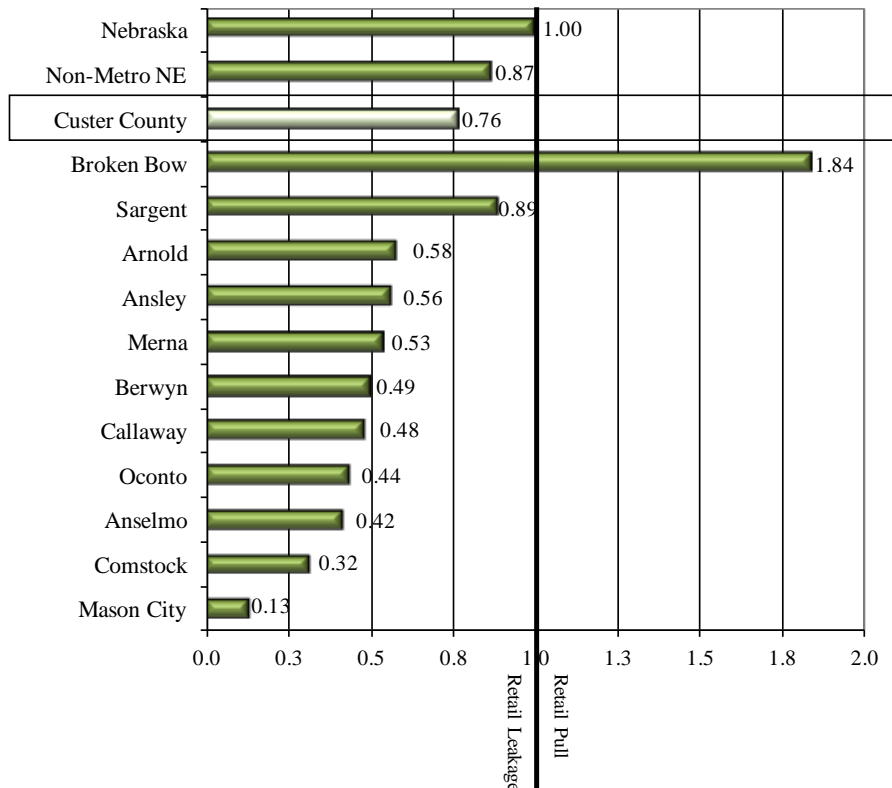


Table 17 (sorted by population) and Chart 11 (sorted by pull factor) show the 2010 pull factors for Nebraska, Broken Bow, and eight other similarly sized communities selected from around the state. Broken Bow's pull factor of 1.84 leads the group for 2010 thus indicating Broken Bow has greater retail pull.

Table 17

**2010 Retail Sales (NMV) Pull Factors
 Broken Bow & Other Similarly Sized Nebraska Communities**

	2010 Population	2010 Retail Sales (x \$1,000)	2010 Per Cap Sales (\$)	2010 Pull Factor
Nebraska	1,826,341	19,916,395	10,905	1.00
Non-Metro Nebraska	781,979	7,451,196	9,529	0.87
Broken Bow (Custer)	3,559	71,391	20,059	1.84
Central City (Merrick)	2,934	28,337	9,658	0.89
Waverly (Lancaster)	3,277	18,720	5,713	0.52
West Point (Cuming)	3,364	48,940	14,548	1.33
Auburn (Nemaha)	3,460	28,406	8,210	0.75
Gothenburg (Dawson)	3,574	37,432	10,473	0.96
O'Neill (Holt)	3,705	73,831	19,927	1.83
Fairbury (Jefferson)	3,942	46,663	11,837	1.09
Cozad (Dawson)	3,977	46,015	11,570	1.06

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2011

Chart 11

**2010 Retail Sales (NMV) Pull Factors, Nebraska,
 Broken Bow & Other Similarly Sized Nebraska Communities**

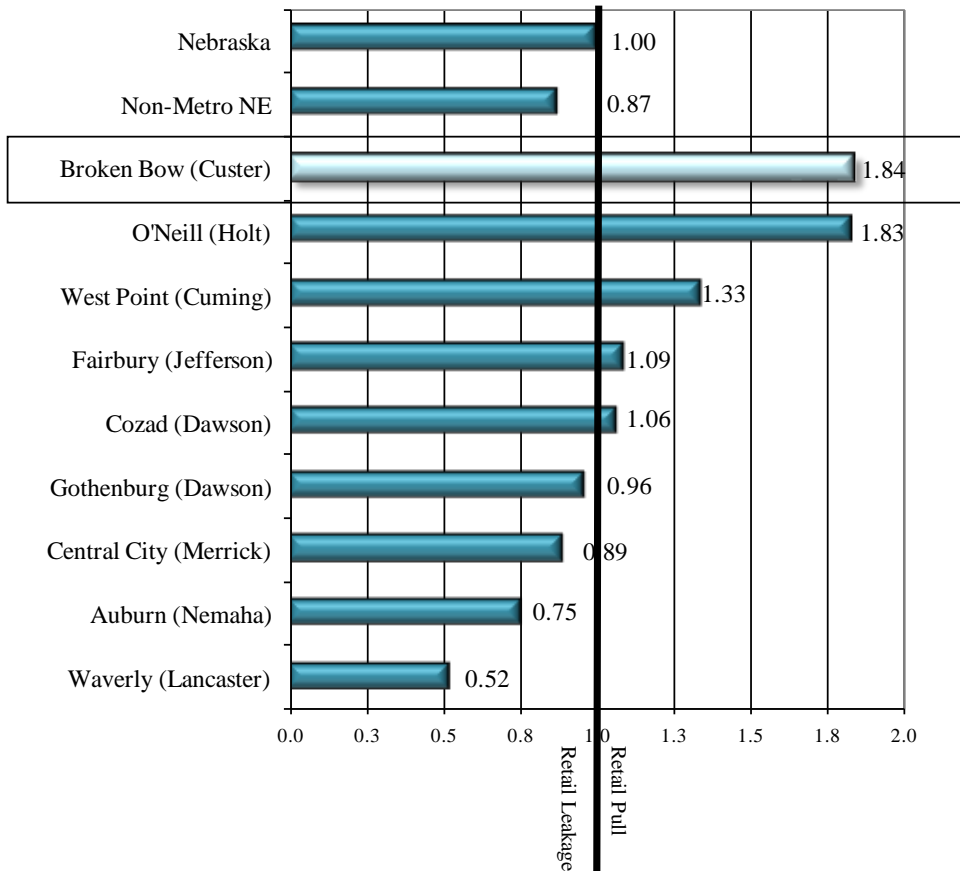
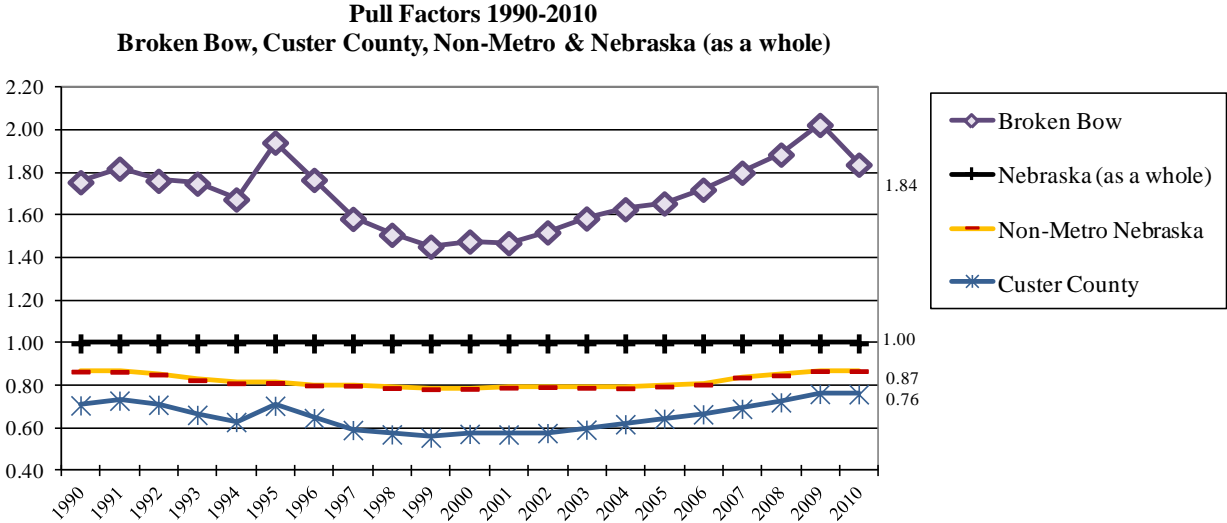


Chart 12 illustrates the pull factor trend for Broken Bow, Custer County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2010. In examining the time line, the city of Broken Bow shows retail pull significantly greater than the non-metropolitan average. Data within Custer County (as a whole) shows the pull factor has shown an average below the non-metropolitan county average throughout the time period.

Chart 12



Source: U.S. Census Bureau and Nebraska Department of Revenue, 2011

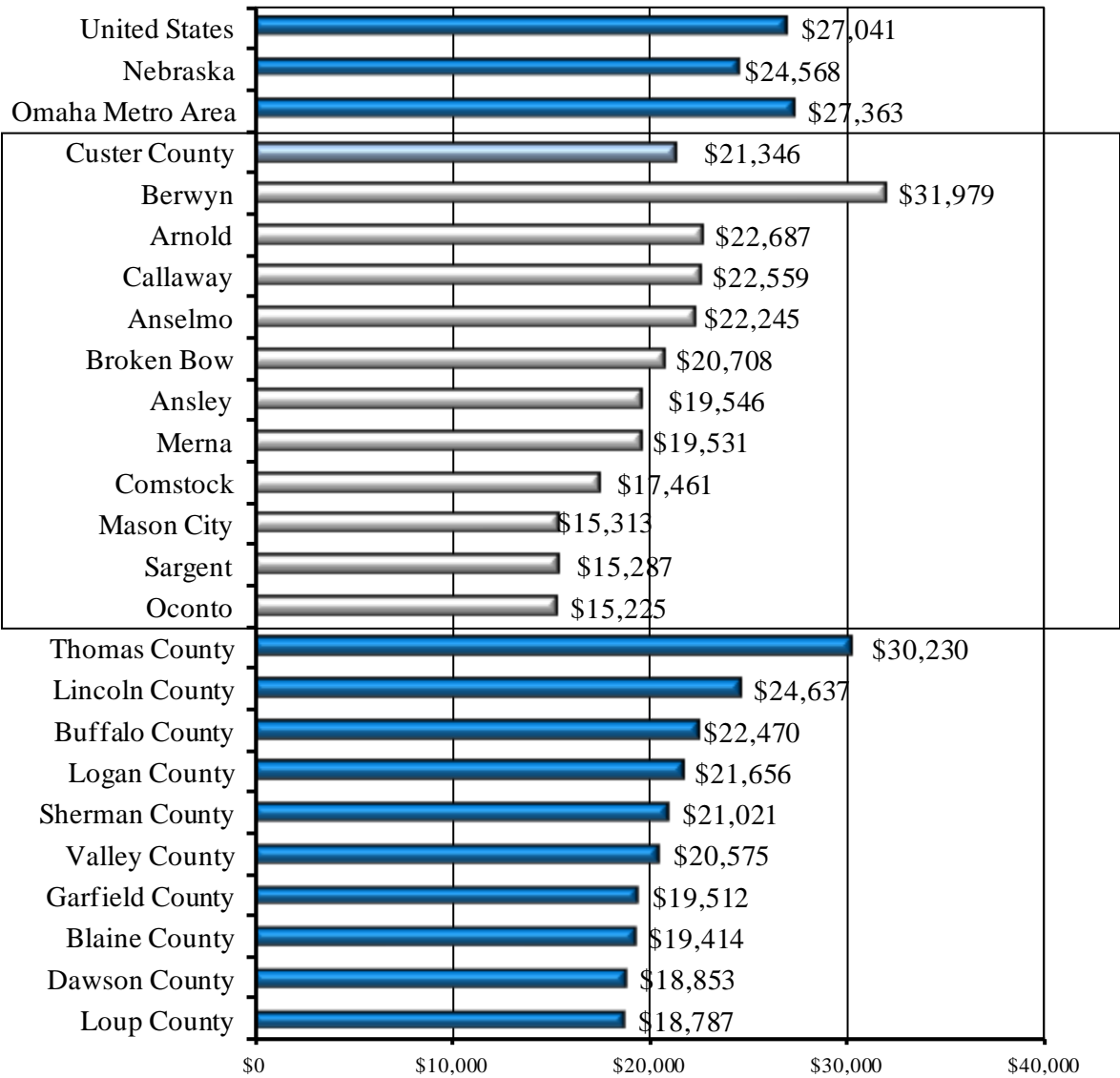
Per Capita Personal Income

Chart 13 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

Data show per capita personal income in 2009 for Custer County is estimated to be \$21,346 compared to \$24,568 for Nebraska as a whole.

Chart 13

**Per Capita Personal Income, 2009
 Nebraska, Custer County & Surrounding Counties**



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

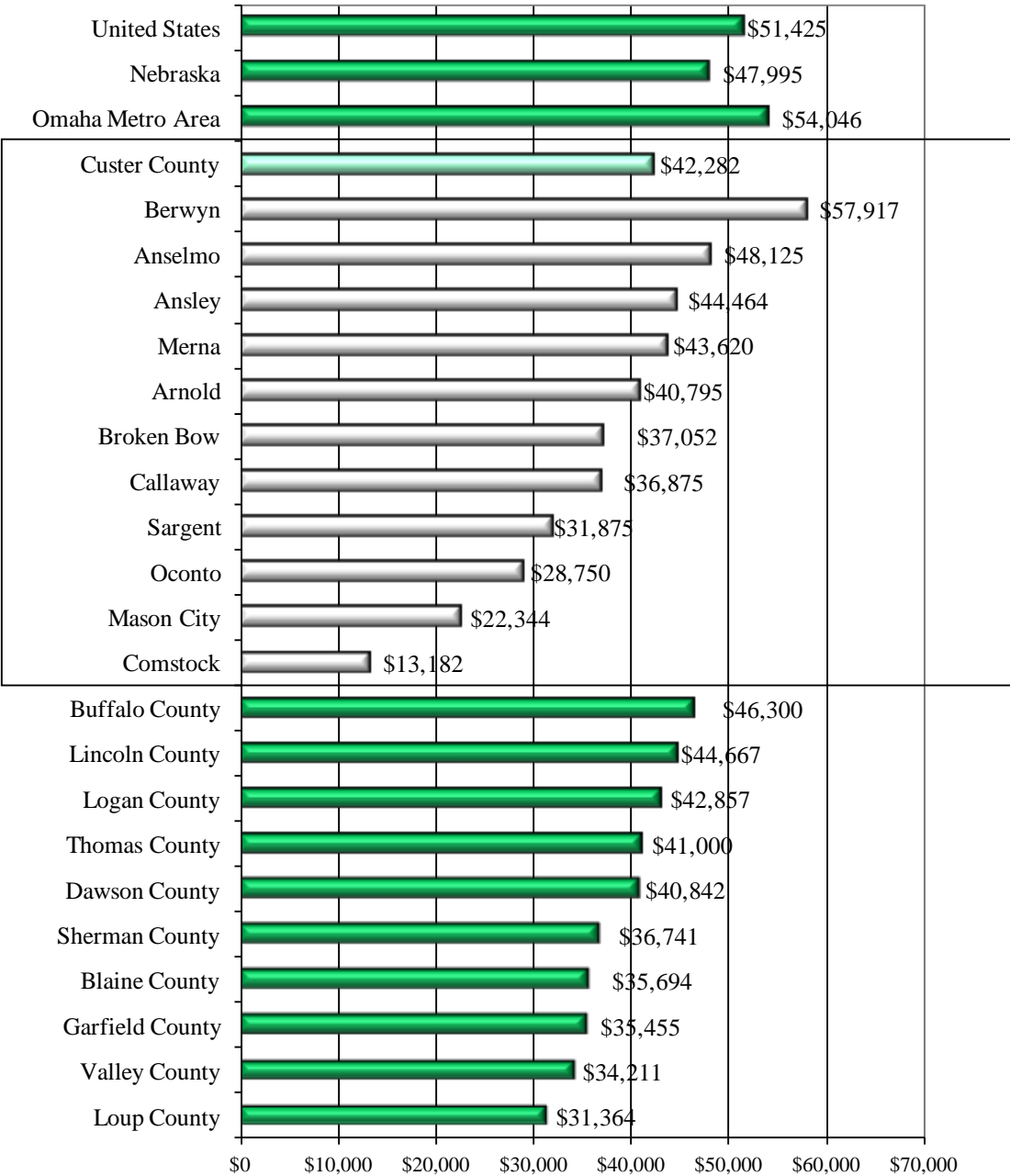
Median Household Income

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

Median household income for Custer County is estimated to be \$42,282 in 2009 compared to \$47,995 for Nebraska as a whole.

Chart 14

**Median Household Income 2009
 Nebraska, Custer County & Surrounding Counties**



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