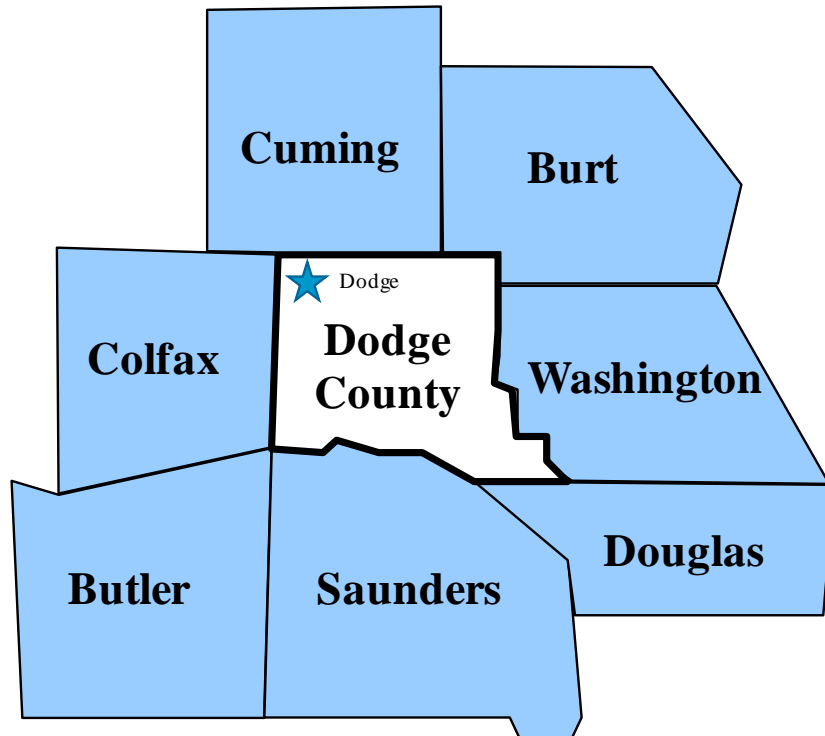


Economic and Demographic Trends

Dodge, Dodge County, and the Surrounding Area



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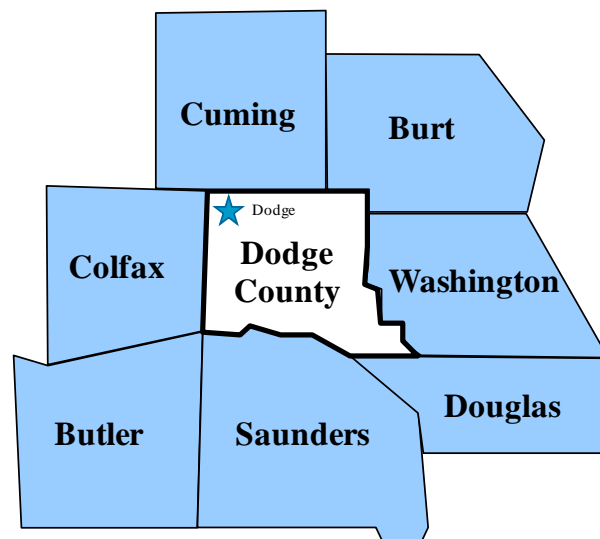
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Economic and Demographic Trends in Dodge, Dodge County, and the Surrounding Area

This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the city of Dodge and Dodge 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 Dodge County, other counties included in this area are Burt, Butler, Colfax, Cuming, Douglas, Saunders, and Washington. The retail sales section also compares retail growth between Dodge 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 Dodge 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. Three of the metropolitan counties are also part of the Dodge County study area. 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 Dodge 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 Government, Manufacturing, and the Transportation, Warehousing & Utilities sectors. Deviations from the non-metropolitan state distribution of employment are noted in Chart 1 (next page). The more significant deviations include the following:

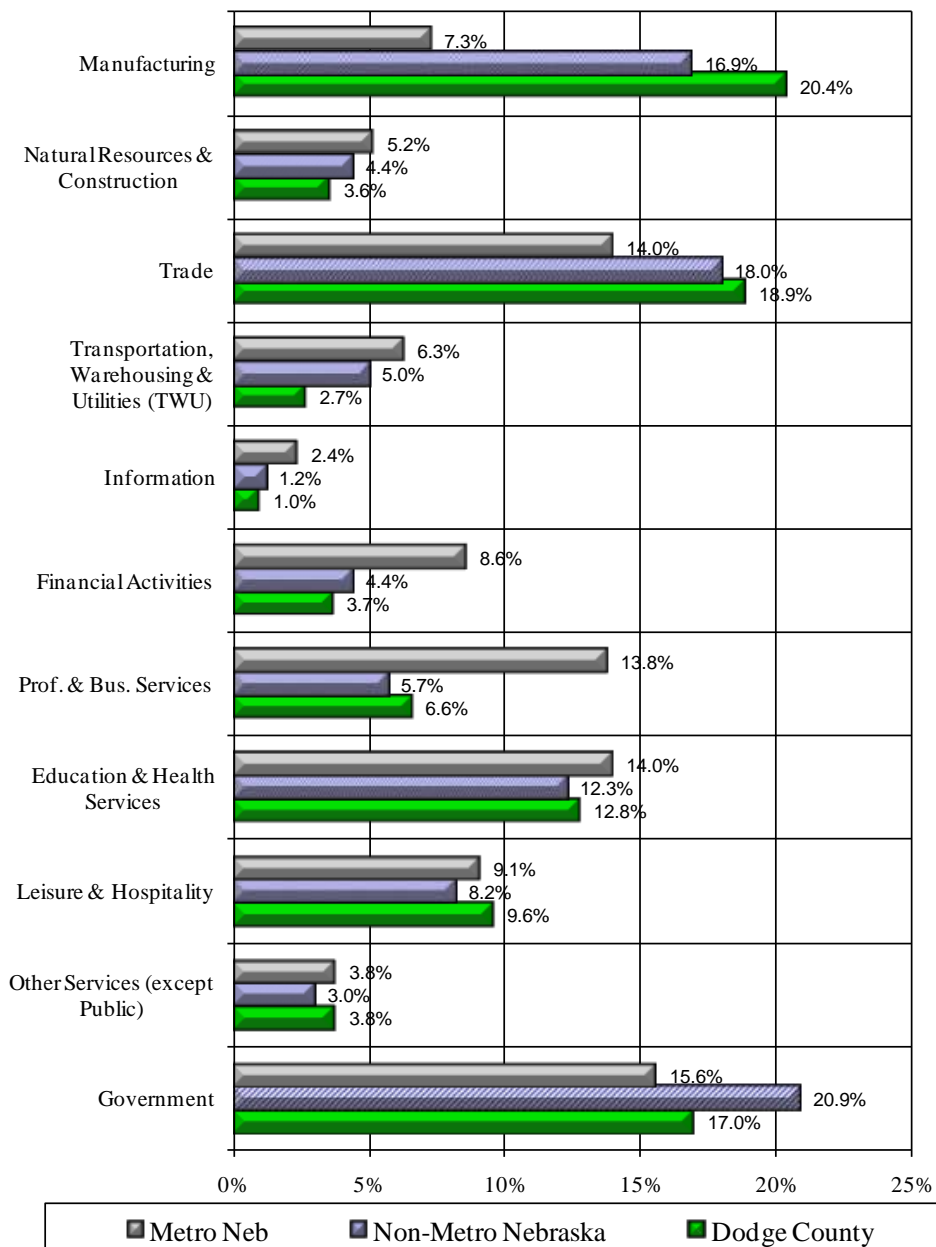
- Government (17.0 percent Dodge Co. vs. 20.9 percent non-metropolitan)
- Manufacturing (20.4 percent Dodge Co. vs. 16.9 percent non-metropolitan)
- Transportation, Warehousing & Utilities (2.7 percent Dodge Co. vs. 5.0 percent non-metropolitan)

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

The largest deviation between Dodge County and non-metropolitan Nebraska employment sectors falls in the Government sector having 17.0 percent employment (2,876 employees) compared to non-metropolitan Nebraska employment at 20.9 percent of the workforce. Comparing Dodge County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (20.4 percent Dodge County vs. 7.3 percent metropolitan Nebraska).

Chart 1

**Non-Farm Wage & Salary Employment by Major Economic Sector
 Dodge 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 Dodge 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 Dodge County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Dodge County increased 0.4 percent (75 jobs) between 2001 and 2008.

Table 1 also provides employment data for Dodge County by major economic sector for years 2001–2008. The Education & Health Services sector recorded the largest percentage and actual employment increase of those reporting during the study time period (22.9 percent or 402 jobs).

Table 1

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

Selected Years: 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
Non-farm Employment (W&S)	16,806	16,439	16,216	16,431	16,459	16,785	16,920	16,881	0.4
Manufacturing	3,668	3,554	3,461	3,330	(D)	(D)	3,444	3,438	-6.3
Durable Goods	(D)	(D)	(D)	(D)	961	994	1,038	977	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	2,406	2,461	(N/A)
Non-manufacturing									
Natural Resources & Construction	621	620	598	600	586	605	594	606	-2.4
Trade	3,606	3,437	3,245	3,473	3,459	3,409	3,204	3,186	-11.6
Wholesale Trade	974	970	811	808	807	801	723	768	-21.1
Retail Trade	2,632	2,466	2,434	2,665	2,652	2,608	2,481	2,418	-8.1
Transportation, Warehousing & Utilities	495	472	432	427	365	453	483	453	-8.5
Information	(D)	(D)	(D)	(D)	(D)	(D)	153	166	(N/A)
Financial Activities	567	589	(D)	604	645	607	604	617	8.8
Professional & Business Services	987	759	837	943	1,085	1,086	1,122	1,107	12.2
Education & Health Services	1,755	1,805	1,770	1,856	1,871	1,977	2,126	2,157	22.9
Leisure and Hospitality	1,694	1,682	1,789	1,713	1,650	1,684	1,711	1,626	-4.0
Other Services, except Public	(D)	(D)	(D)	(D)	578	595	610	649	(N/A)
Government	2,715	2,770	2,775	2,768	2,806	2,871	2,869	2,876	5.9
Federal	123	129	127	121	121	118	117	114	-7.3
State	136	130	126	137	138	140	136	173	27.2
Local	2,456	2,511	2,523	2,510	2,547	2,613	2,617	2,588	5.4

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

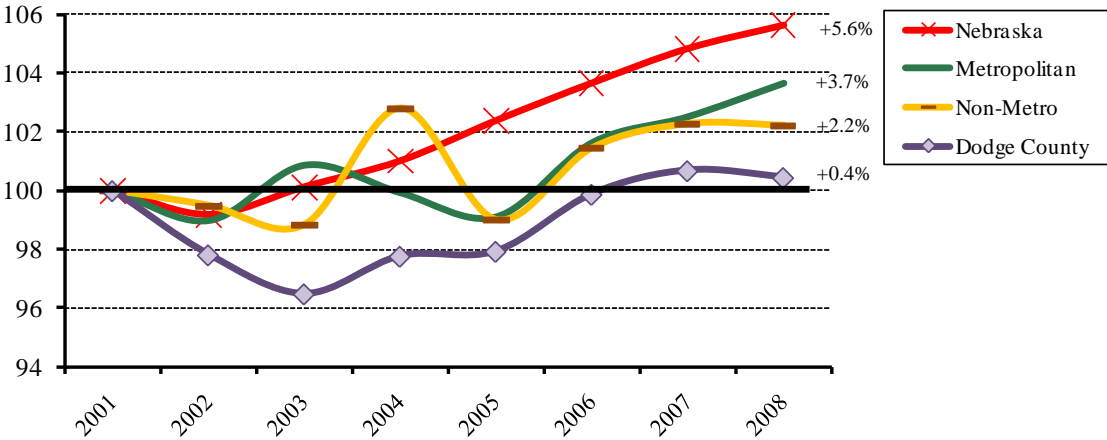
Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure

(N/A) Data not available

Chart 2 compares total non-farm wage and salary employment growth in Dodge 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 Dodge County increased 0.4 percent (75 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.

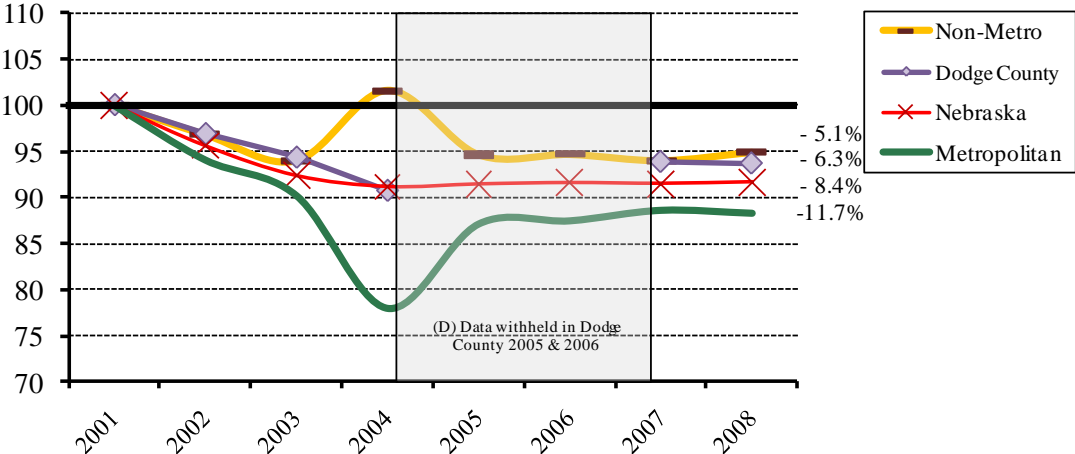
Chart 2
Non-Farm (W&S) Employment, Dodge County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2008
 (Index, 2001=100)



Source: Labor Force & Work Force Summary, April 2009

Chart 3 presents data on manufacturing wage and salary employment growth for Dodge County, Nebraska, metropolitan, and non-metropolitan areas. Dodge County reported a 6.3 percent decline in manufacturing employment (-230 jobs) between 2001 and 2008. This compares to a 5.1 percent decline in Manufacturing for non-metropolitan Nebraska, an 8.4 percent decline for Nebraska as a whole, and an 11.7 percent decrease for metropolitan Nebraska over the same period.

Chart 3
Manufacturing (W&S) Employment, Dodge County, Nebraska, Metro, Non-Metro Nebraska, 2001-2008
 (Index, 2001=100)



Source: Labor Force & Work Force Summary, April 2009

The next table (Table 2) shows labor force information for Dodge 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 1.3 percent increase (264 people) in the number of Dodge County residents participating in the labor force between 2001 and 2008.

The percent of those unemployed in Dodge County decreased by 6.5 percent (-49 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 Dodge County unemployment rate was 3.1 percent in 2008; lower than 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, Dodge County, Nebraska

Selected Years: 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
Labor Force	19,804	19,579	19,648	19,937	19,749	19,747	19,947	20,068	1.3
Unemployment	759	874	942	930	880	677	628	710	-6.5
Unemployment Rate	3.8	4.5	4.8	4.7	4.5	3.4	3.1	3.5	(N/A)
Employment	19,045	18,706	18,707	19,007	18,868	19,070	19,319	19,357	1.6

Labor Force & Work Force Summary, 2001-2008, Annually, Dodge 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 Dodge and Dodge County. A commute shed report looks at where city or county 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 Dodge and Dodge County is 2006.

Table 3A shows employment locations for city of Dodge residents in the workforce or in other words, a commute shed report. The Census identified 221 primary jobs within Dodge city limits. Approximately 8 percent of the city of Dodge workers (8.1 percent or 18 people) also reside within the city limits leaving 91.9 percent of the labor force (203 people) commuting from outside the city limits for employment within the city. On page 7, the tables show 33.5 percent (74 people) of those residing within city limits travel outside the county line for work and approximately 4 residents or 1.8 percent of Dodge residents leave the state boundaries 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 (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 Dodge Commute Shed Report, 2006
Where City of Dodge Workforce Participants are Employed

	Count	Share
Total Primary Jobs	221	100%
Live in City of Dodge - Work Elsewhere City		
Dodge, Nebraska	18	8.1%
Fremont, Nebraska	47	21.3%
Scribner, Nebraska	22	10.0%
Omaha, Nebraska	16	7.2%
West Point, Nebraska	10	4.5%
Valley, Nebraska	7	3.2%
Hooper, Nebraska	5	2.3%
Blair, Nebraska	4	1.8%
Lincoln, Nebraska	3	1.4%
Wisner, Nebraska	2	0.9%
All Other Locations	87	39.4%
Total City of Dodge Residents Working Outside City:	203	91.9%

Live in City of Dodge - Work Elsewhere County		
Dodge Co., Nebraska	147	66.5%
Douglas Co., Nebraska	28	12.7%
Cuming Co., Nebraska	19	8.6%
Washington Co., Nebraska	5	2.3%
Sarpy Co., Nebraska	3	1.4%
Lancaster Co., Nebraska	3	1.4%
Saline Co., Nebraska	2	0.9%
Colfax Co., Nebraska	2	0.9%
York Co., Nebraska	1	0.5%
Sherman Co., Nebraska	1	0.5%
All Other Locations	10	4.5%
Total Dodge Residents Working Outside Dodge County:	74	33.5%

Live in City of Dodge - Work Elsewhere State		
Nebraska	217	98.2%
Iowa	2	0.9%
Wisconsin	1	0.5%
Colorado	1	0.5%
All Other Locations	0	0.0%
Total Dodge Residents Working Outside Nebraska:	4	1.8%

Source: U.S. Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2006)

Table 3B examines the commute shed area for Dodge County. The Census identified 16,196 primary jobs within the county borders. As Table 3B shows, 60.5 percent of Dodge County's labor force participants (9,699 people) work in a location other than the city of Dodge. Approximately 40 percent of Dodge County workforce residents (41.3 percent or 6,694 people) work outside Dodge County and approximately 200 residents or 1.2 percent of Dodge County workforce residents leave the state boundaries for work.

Table 3B

Dodge County Commute Shed Report, 2006
Where Dodge County Workforce Participants are Employed

	Count	Share
Total Primary Jobs	16,196	100%
Live in Dodge County - Work Elsewhere City		
Dodge, Nebraska	162	1.0%
Fremont, Nebraska	6,335	39.1%
Omaha, Nebraska	2,452	15.1%
Valley, Nebraska	847	5.2%
Lincoln, Nebraska	713	4.4%
Scribner, Nebraska	191	1.2%
North Bend, Nebraska	171	1.1%
Blair, Nebraska	149	0.9%
Columbus, Nebraska	139	0.9%
Hooper, Nebraska	99	0.6%
All Other Locations	4,938	30.5%
Total Dodge Co. Residents Working Outside City of Dodge:	9,699	60.5%

Live in Dodge County - Work Elsewhere County		
Dodge Co., Nebraska	9,502	58.7%
Douglas Co., Nebraska	3,734	23.1%
Lancaster Co., Nebraska	749	4.6%
Sarpy Co., Nebraska	421	2.6%
Washington Co., Nebraska	302	1.9%
Saunders Co., Nebraska	236	1.5%
Platte Co., Nebraska	168	1.0%
Cuming Co., Nebraska	147	0.9%
Colfax Co., Nebraska	142	0.9%
Pottawattamie Co., Iowa	75	0.5%
All Other Locations	720	4.4%
Total Dodge Co. Residents Working Outside County:	6,694	41.3%

Live in Dodge County - Work Elsewhere State		
Nebraska	15,996	98.8%
Iowa	148	0.9%
Missouri	12	0.1%
Kansas	11	0.1%
Wisconsin	3	0.0%
All Other Locations	26	0.2%
Total Dodge Co. Residents Working Outside Nebraska:	200	1.2%

Source: U.S. Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2006)

People also commute from other cities and counties of residence to work in Dodge and Dodge County – this is the labor shed area. The Census identified 280 primary jobs within the Dodge city limits. Table 3C examines the labor shed area for jobs within the city of Dodge. The table shows 93.6 percent or 262 workers in the city of Dodge travel from outside city limits. The tables on the next page (page 9) identifies 118 workers (42.1 percent of the workforce) travel from outside Dodge County boundaries and 6 workers (2.1 percent of the workforce) travel from outside state borders to work inside the city limits of Dodge.

Table 3C

City of Dodge Labor Shed Report, 2006

Where Workers Live who are Employed in the City of Dodge

	Count	Share
Total Primary Jobs	280	100%
Work in City of Dodge - Live Elsewhere City		
Dodge, Nebraska	18	6.4%
Scribner, Nebraska	25	8.9%
Hooper, Nebraska	16	5.7%
West Point, Nebraska	15	5.4%
Fremont, Nebraska	14	5.0%
North Bend, Nebraska	11	3.9%
Nickerson, Nebraska	9	3.2%
Howells, Nebraska	8	2.9%
Wisner, Nebraska	7	2.5%
Snyder, Nebraska	7	2.5%
All Other Locations	150	53.6%
Total Dodge Workers Living Outside City of Dodge:	262	93.6%

Work in City of Dodge - Live Elsewhere County		
Dodge Co., Nebraska	162	57.9%
Cuming Co., Nebraska	40	14.3%
Colfax Co., Nebraska	25	8.9%
Burt Co., Nebraska	18	6.4%
Thurston Co., Nebraska	5	1.8%
Muskegon Co., Michigan	4	1.4%
Washington Co., Nebraska	3	1.1%
Knox Co., Nebraska	3	1.1%
Douglas Co., Nebraska	3	1.1%
Stanton Co., Nebraska	2	0.7%
All Other Locations	15	5.4%
Total Dodge Workers Living Outside Dodge County:	118	42.1%

Work in City of Dodge - Live Elsewhere State		
Nebraska	274	97.9%
Michigan	4	1.4%
Iowa	2	0.7%
All Other Locations	0	0.0%
Total Dodge Workers Living Outside Nebraska:	6	2.1%

Source: U.S. Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2006)

Table 3D depicts the labor shed area of those employed within Dodge County. The Census identified 14,404 primary jobs within Dodge County. As Table 3D indicates, 99.0 percent (14,257 people) who are employed within Dodge County live outside of the city of Dodge. Approximately 34 percent (34.0 percent or 4,902 people) who work inside Dodge County live outside of the county borders and 1.9 percent (277 people) live out-of-state.

Table 3D

Dodge County Labor Shed Report, 2006

Where Workers Live who are Employed in Dodge County

	Count	Share
Total Primary Jobs	14,404	100%
Work in Dodge County - Live Elsewhere City		
Dodge, Nebraska	147	1.0%
Fremont, Nebraska	7,111	49.4%
Omaha, Nebraska	517	3.6%
Lincoln, Nebraska	234	1.6%
Scribner, Nebraska	230	1.6%
North Bend, Nebraska	219	1.5%
Elkhorn, Nebraska	196	1.4%
West Point, Nebraska	161	1.1%
Hooper, Nebraska	160	1.1%
Blair, Nebraska	137	1.0%
All Other Locations	5,292	36.7%
Total Dodge Co. Workers Living Outside City of Dodge:	14,257	99.0%

Work in Dodge County - Live Elsewhere County		
Dodge Co., Nebraska	9,502	66.0%
Douglas Co., Nebraska	1,123	7.8%
Saunders Co., Nebraska	686	4.8%
Washington Co., Nebraska	454	3.2%
Cuming Co., Nebraska	339	2.4%
Colfax Co., Nebraska	296	2.1%
Lancaster Co., Nebraska	292	2.0%
Burt Co., Nebraska	208	1.4%
Platte Co., Nebraska	198	1.4%
Sarpy Co., Nebraska	184	1.3%
All Other Locations	1,122	7.8%
Total Dodge Co. Workers Living Outside County:	4,902	34.0%

Work in Dodge County - Live Elsewhere State		
Nebraska	14,127	98.1%
Iowa	247	1.7%
Missouri	7	0.0%
Michigan	7	0.0%
Minnesota	4	0.0%
All Other Locations	12	0.1%
Total Dodge Co. Workers Living Outside Nebraska:	277	1.9%

Source: U.S. Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2006)

Population and Migration Trends

The following tables (Tables 4 and 5) present population trend data for Dodge, Dodge County, and the surrounding area. As Table 4 indicates, Dodge County's population increased by 37.7 percent (9,895 people) between 1950 and 2000. Dodge County's population decrease of 0.8 percent (-288 people) between 2000 and 2008 compares to a 4.2 percent increase for Nebraska as a whole.

Table 4

Population 1950-2008
Dodge 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
Dodge County	26,265	32,471	34,782	35,847	34,500	36,160	35,786	35,872	37.7	-0.8
Burt County	11,536	10,192	9,247	8,813	7,868	7,791	7,396	7,023	-32.5	-9.9
Butler County	11,432	10,312	9,461	9,330	8,601	8,861	8,664	8,326	-22.5	-6.0
Colfax County	10,010	9,595	9,498	9,890	9,139	10,441	10,386	9,989	4.3	-4.3
Cuming County	12,994	12,435	12,034	11,664	10,117	10,203	9,691	9,306	-21.5	-8.8
Douglas County	281,020	343,490	389,455	397,038	416,444	463,585	480,904	502,032	65.0	8.3
Saunders County	16,923	17,270	17,018	18,716	18,285	19,830	20,045	20,034	17.2	1.0
Washington County	11,511	12,103	13,310	15,508	16,607	18,780	19,402	19,812	63.1	5.5

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

Table 5 data reveal Dodge County communities experienced a variety of population shifts during the 1950–2000 time period. The city of Dodge reported a 10.6 percent increase in population (67 people) between 1950 and 2000. The city of Dodge experienced a 3.9 percent decrease in population (-27 people) between 2000 and 2008. The rural areas outside of the selected communities experienced a 21.0 percent decrease (-1,530 people) during the 1950–2000 time period and a population decrease of 4.0 percent (-229 people) during the 2000 to 2008 time period.

Table 5

Population 1950-2008
Dodge County Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2004	2006	2008	% Change 1950-2000 (50 years)	% Change 2000-2008 (8 years)
Dodge County	26,265	32,471	34,782	35,847	34,500	36,160	35,786	35,856	35,872	37.7	-0.8
Dodge	633	649	704	815	525	700	681	675	673	10.6	-3.9
Fremont	14,762	19,698	22,962	23,979	23,900	25,174	25,081	25,198	25,224	70.5	0.2
Hooper	859	832	895	932	844	827	793	789	788	-3.7	-4.7
Inglewood	(N/A)	480	275	257	203	382	380	388	386	(N/A)	1.0
Nickerson	140	168	214	254	291	431	429	429	422	207.9	-2.1
North Bend	906	1,174	1,350	1,368	1,249	1,213	1,209	1,211	1,229	33.9	1.3
Scribner	913	1,021	1,031	1,011	950	971	937	958	954	6.4	-1.8
Snyder	369	325	383	387	491	318	306	302	300	-13.8	-5.7
Uehling	250	231	249	273	279	275	265	261	262	10.0	-4.7
Winslow	138	136	145	143	140	104	100	99	98	-24.6	-5.8
Total Rural Areas:	7,295	7,757	6,574	6,428	5,628	5,765	5,605	5,546	5,536	-21.0	-4.0

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

(N/A) Data not available

The next table (Table 6) 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. Dodge County follows this pattern having the only out-migration occurring in the ‘15–24’ year age group (-0.1 percent or -6 people).

Table 6

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

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

Table 6 (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

BUTLER COUNTY					
0 - 14	2,029	1,947	-4.0	287	14.2
15 - 24	900	1,072	19.1	-343	-38.1
25 - 44	2,233	2,222	-0.5	200	9.0
45 - 64	1,686	1,973	17.0	151	8.9
Over 65	1,753	1,553	-11.4	-104	-5.9
Total:	8,601	8,767	1.9	191	2.2

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

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

DOUGLAS COUNTY					
0 - 14	95,128	102,584	7.8	-941	-1.0
15 - 24	60,238	68,308	13.4	6,905	11.5
25 - 44	140,592	144,560	2.8	8,620	6.1
45 - 64	73,153	97,338	33.1	-1,130	-1.5
Over 65	47,333	50,795	7.3	-1,866	-3.9
Total:	416,444	463,585	11.3	11,589	2.8

Table 6 (continued)

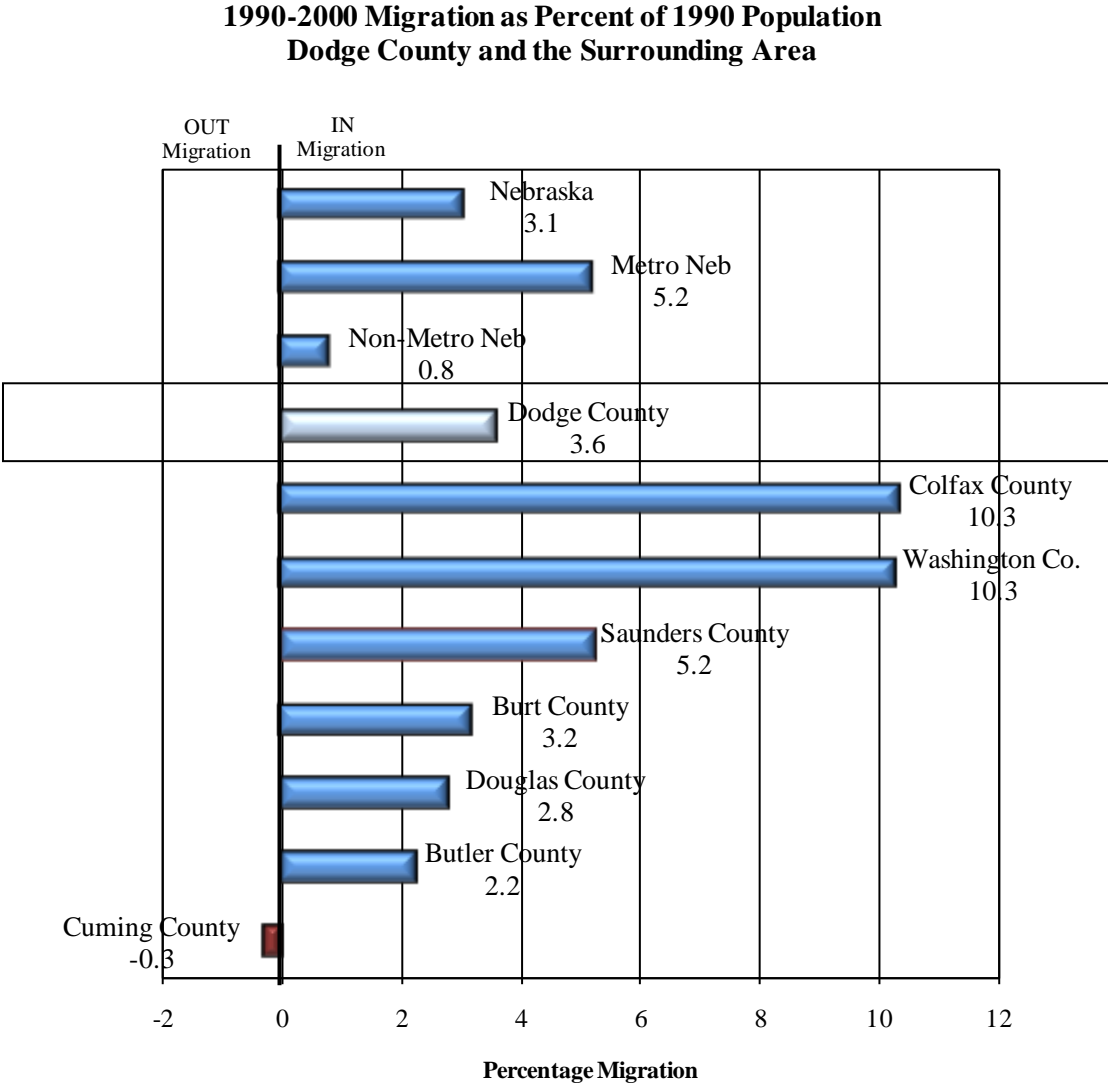
Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
SAUNDERS COUNTY					
0 - 14	4,403	4,512	2.5	728	16.5
15 - 24	1,999	2,264	13.3	-756	-37.8
25 - 44	5,280	5,468	3.6	804	15.2
45 - 64	3,684	4,543	23.3	325	8.8
Over 65	2,919	3,043	4.2	-142	-4.9
Total:	18,285	19,830	8.4	959	5.2

WASHINGTON COUNTY					
0 - 14	3,792	4,109	8.4	1,054	27.8
15 - 24	2,227	2,720	22.1	8	0.4
25 - 44	4,997	5,007	0.2	481	9.6
45 - 64	3,339	4,519	35.3	243	7.3
Over 65	2,252	2,425	7.7	-79	-3.5
Total:	16,607	18,780	13.1	1,706	10.3

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, Dodge County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Dodge County experienced in-migration of 3.6 percent of the 1990 population (1,229 people) while Nebraska recorded net in-migration of 3.1 percent.

Chart 4

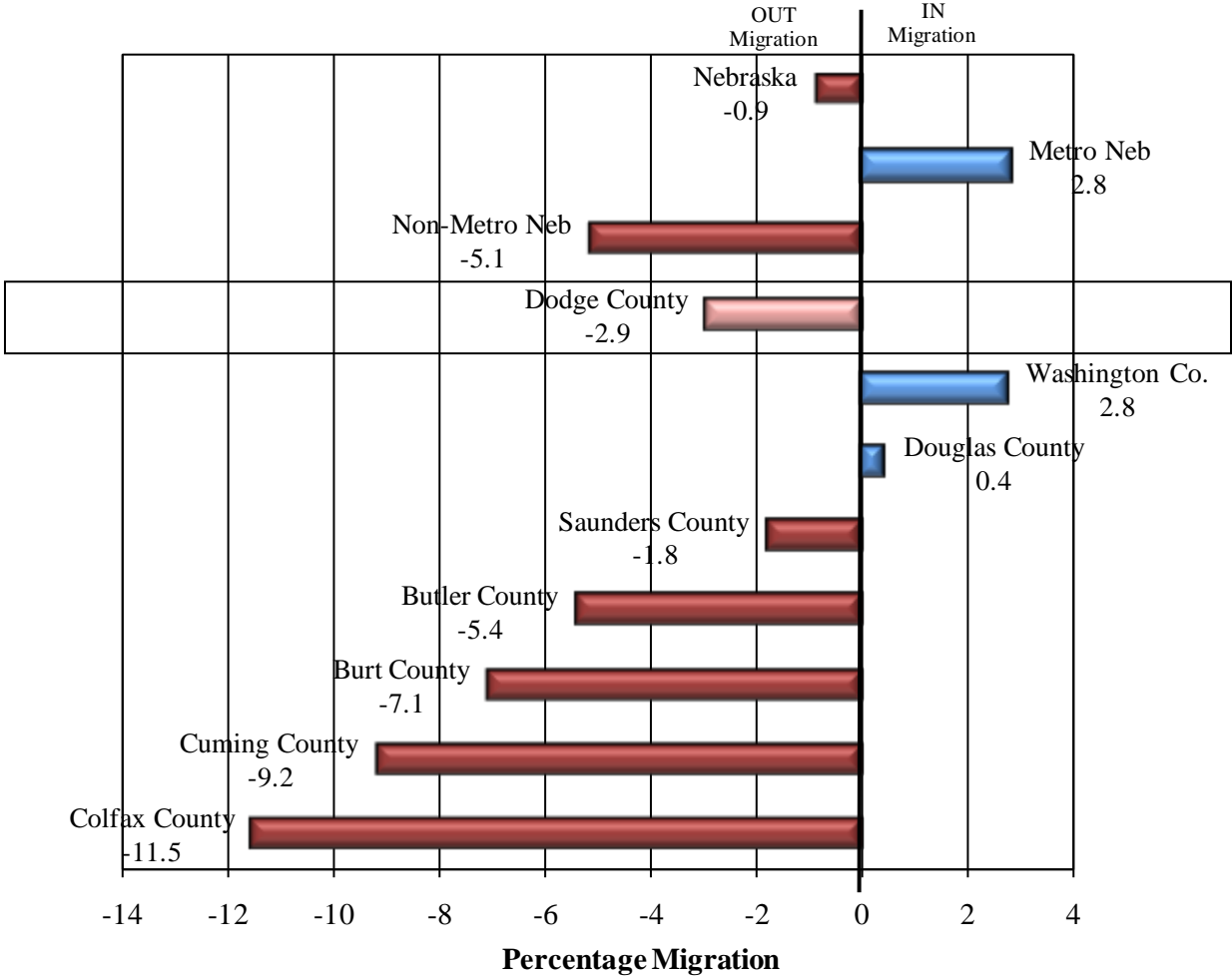


Source: U.S. Census Bureau, Population Estimates and Population Change, July 2005

Chart 5 shows the 2000–2008 migration pattern for the study area as a percentage of the 2000 population. Dodge County’s 2.9 percent out-migration (-1,064 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
 Knox County and the Surrounding Area**



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

The next series of tables (Tables 7–10) provides further detail on migration between 1995 and 2000. Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors. While these data provide further insight to where counties are gaining and losing population due to migration, it is important to recognize these data do not reflect migration to or from foreign localities.

Table 7 data show 63.3 percent of those moving in to Dodge County between 1995 and 2000 moved from other Nebraska locations (4,017 people). People also migrated in from 39 other states. Table 8 shows in-state migration flows. Migration to Dodge County from within Nebraska came primarily from Douglas, Saunders, and Lancaster Counties.

Table 7

**IN Migration - Dodge County
1995-2000**

"From" Location	# People	Percent
Other Nebraska Counties	4,017	63.3%
Iowa	459	7.2%
California	242	3.8%
Arizona	168	2.6%
Colorado	156	2.5%
Illinois	127	2.0%
South Dakota	112	1.8%
Missouri	102	1.6%
Texas	98	1.5%
Minnesota	95	1.5%
Kansas	80	1.3%
Other States (29)	688	10.8%
Total:	6,344	100%

Table 8

**Top 10 Migration Origins to Dodge County
from Other Nebraska Locations, 1995-2000**

In-State Movement:	# People	Percent
Douglas County	810	20.2%
Saunders County	415	10.3%
Lancaster County	295	7.3%
Washington County	287	7.1%
Cuming County	245	6.1%
Platte County	237	5.9%
Colfax County	172	4.3%
Madison County	138	3.4%
Burt County	109	2.7%
Hall County	99	2.5%

Source: US Census Bureau, July 2005

Table 9 data reveal 63.8 percent of people migrating out of Dodge County between 1995 and 2000 remained in the state of Nebraska (3,698 people). Dodge County residents also moved to 36 other states during this time period. Looking within Nebraska, Table 10 shows the majority of people leaving Dodge County (but staying in Nebraska) went to Douglas, Lancaster, and Saunders Counties during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 9

**OUT Migration - Dodge County
1995-2000**

"To" Location	# People	Percent
Other Nebraska Counties	3,698	63.8%
Iowa	270	4.7%
Texas	200	3.5%
Oklahoma	168	2.9%
Minnesota	156	2.7%
Arizona	155	2.7%
Colorado	126	2.2%
California	121	2.1%
Missouri	88	1.5%
Washington	87	1.5%
Kansas	82	1.4%
Other States (26)	641	11.1%
Total:	5,792	100%

Table 10

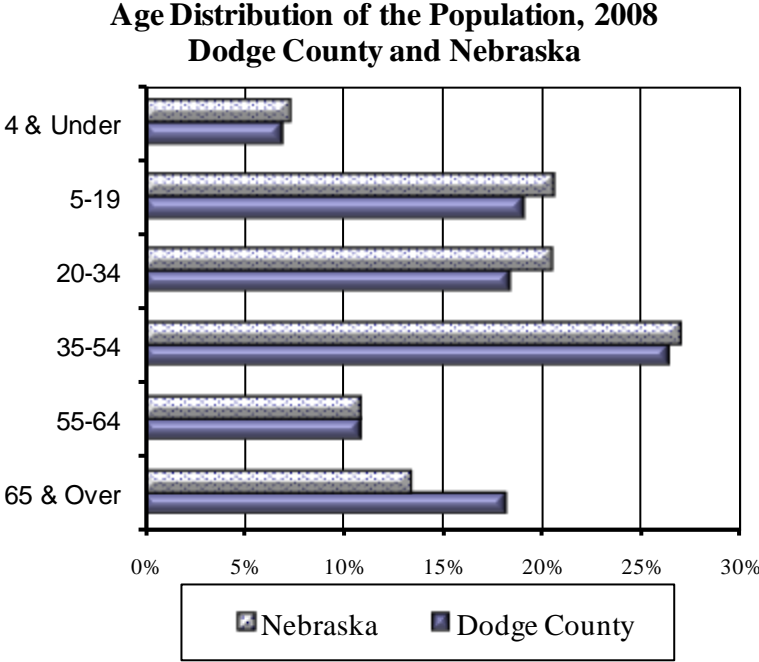
**Top 10 Migration Destinations from Dodge County
to Other Nebraska Locations, 1995-2000**

In-State Movement:	# People	Percent
Douglas County	1052	28.4%
Lancaster County	650	17.6%
Saunders County	399	10.8%
Washington County	202	5.5%
Wayne County	154	4.2%
Platte County	150	4.1%
Sarpy County	142	3.8%
Burt County	124	3.4%
Madison County	119	3.2%
Cuming County	91	2.5%

Source: US Census Bureau, July 2005

The following charts (Charts 6 and 7) compare the age distribution of population for Dodge County and Nebraska as a whole. The population of Dodge County is older than Nebraska as a whole. The median age for Dodge County residents in 2008 was 39.9 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	Dodge County	Nebraska	Dodge County
4 & Under	132,092	2,521	7.4%	7.0%
5-19	368,255	6,864	20.6%	19.1%
20-34	365,740	6,585	20.5%	18.4%
35-54	481,660	9,447	27.0%	26.3%
55-64	194,838	3,918	10.9%	10.9%
65 & Over	240,847	6,537	13.5%	18.2%
Total	1,783,432	35,872	100%	100%
Median Age	36.2	39.9		

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

Retail Sales

Table 11 and Chart 8 show the retail sales (non-motor vehicle) pull factors for Dodge 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 11 **2008 Retail Sales (Non-Motor Vehicle) Pull Factors
 Nebraska, Dodge 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
Dodge County	35,872	385,988	10,760	0.95
Burt County	7,023	35,995	5,125	0.45
Butler County	8,326	37,970	4,560	0.40
Colfax County	9,989	47,044	4,710	0.42
Cuming County	9,306	83,668	8,991	0.79
Douglas County	502,032	7,972,759	15,881	1.40
Saunders County	20,034	102,796	5,131	0.45
Washington County	19,812	120,142	6,064	0.54

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

Reviewing the pull factors at the county level indicates Dodge County experiences retail leakage. The 2008 pull factor of 0.95 indicates, on a per capita basis, retail sales in Dodge County are approximately 5 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 Dodge County (0.95) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Dodge County are approximately 12 percent greater than the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 8

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

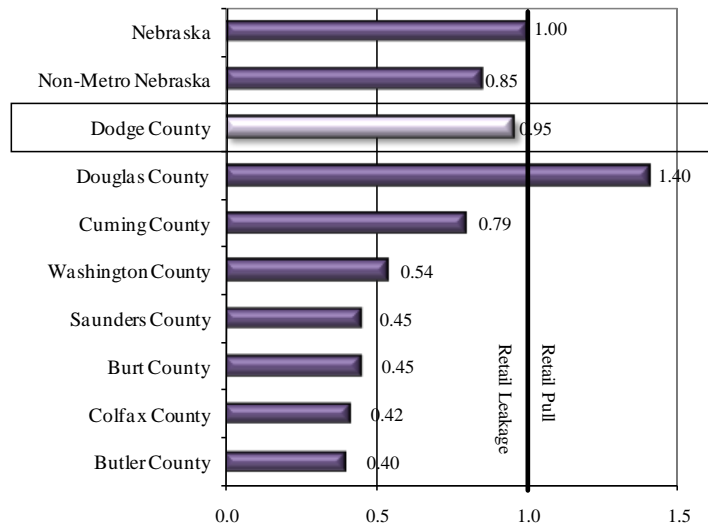


Table 12 and Chart 9 compare the 2008 pull factors for Dodge and selected area communities. The community of Dodge's pull factor of 0.51 indicates that, on a per capita basis, non-motor vehicle retail sales in Dodge are approximately 49 percent below the state's average per capita sales.

Table 12

**2008 Retail Sales (NMV) Pull Factors
 Nebraska, Dodge, 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
Dodge (Dodge)	673	3,881	5,767	0.51
Tekamah (Burt)	1,719	16,569	9,639	0.85
David City (Butler)	2,474	29,497	11,923	1.05
Schuyler (Colfax)	5,163	30,357	5,880	0.52
West Point (Cuming)	3,354	64,633	19,270	1.70
Omaha (Douglas)	438,646	7,858,484	17,915	1.58
Wahoo (Saunders)	3,966	38,158	9,621	0.85
Blair (Washington)	7,789	102,573	13,169	1.16

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

Chart 9

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

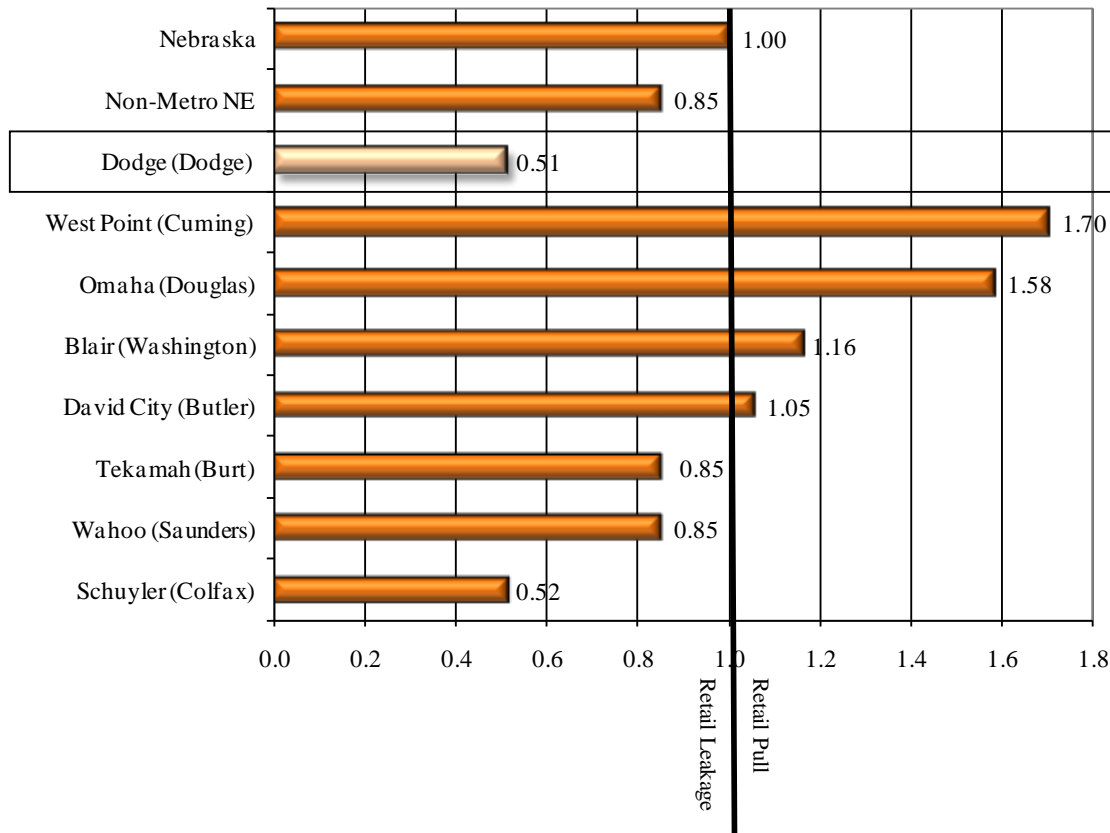


Table 13 and Chart 10 further breakdown the 2008 pull factors into the communities reporting retail sales figures within Dodge County. As this table indicates, the community of Fremont had the strongest pull factor (1.24) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.95 for Dodge County in 2008.

Table 13

**2008 Retail Sales (NMV) Pull Factors
Nebraska, Dodge, and Available Dodge 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
Dodge County	35,872	385,988	10,760	0.95
Ames	(D)	144	(NA)	(NA)
Dodge	673	3,881	5,767	0.51
Fremont	25,224	355,244	14,084	1.24
Hooper	788	5,906	7,496	0.66
Inglewood	386	(D)	(NA)	(NA)
Nickerson	422	1,085	2,571	0.23
North Bend	1,229	8,431	6,860	0.61
Scribner	954	5,931	6,217	0.55
Snyder	300	3,492	11,641	1.03
Uehling	262	778	2,968	0.26
Winslow	98	(D)	(NA)	(NA)

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,
Dodge, and Available Dodge County Communities**

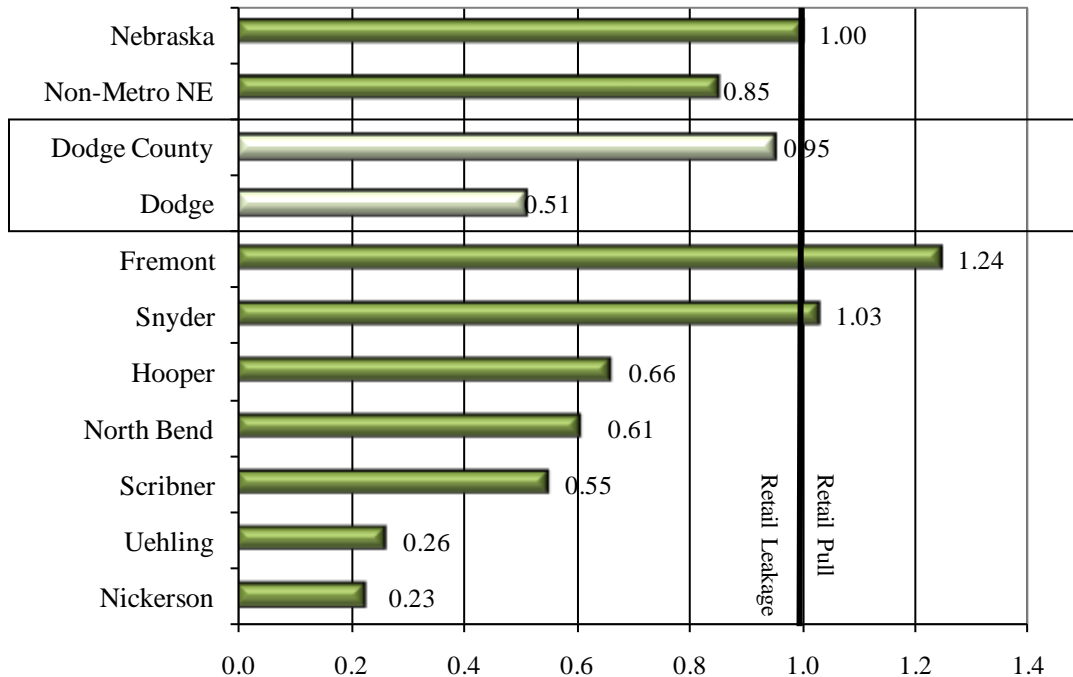


Table 14 (sorted by population) and Chart 11 (sorted by pull factor) show the 2008 pull factors for Nebraska, Dodge, and eight other similarly sized communities selected from around the state. Curtis' pull factor of 1.20 leads the group for 2008 thus indicating Curtis has greater retail pull compared to these similarly sized communities.

Table 14

**2008 Retail Sales (NMV) Pull Factors
 Dodge & 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
Dodge (Dodge)	673	3,881	5,767	0.51
Exeter (Fillmore)	641	4,679	7,299	0.65
Elgin (Antelope)	649	5,322	8,200	0.72
Clarkson (Colfax)	654	7,708	11,786	1.04
Overton (Dawson)	655	3,685	5,625	0.50
Oshkosh (Garden)	673	7,486	11,123	0.98
Elwood (Gosper)	679	4,576	6,740	0.60
Curtis (Frontier)	681	9,250	13,582	1.20
Crofton (Knox)	684	6,243	9,128	0.81

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

Chart 11

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

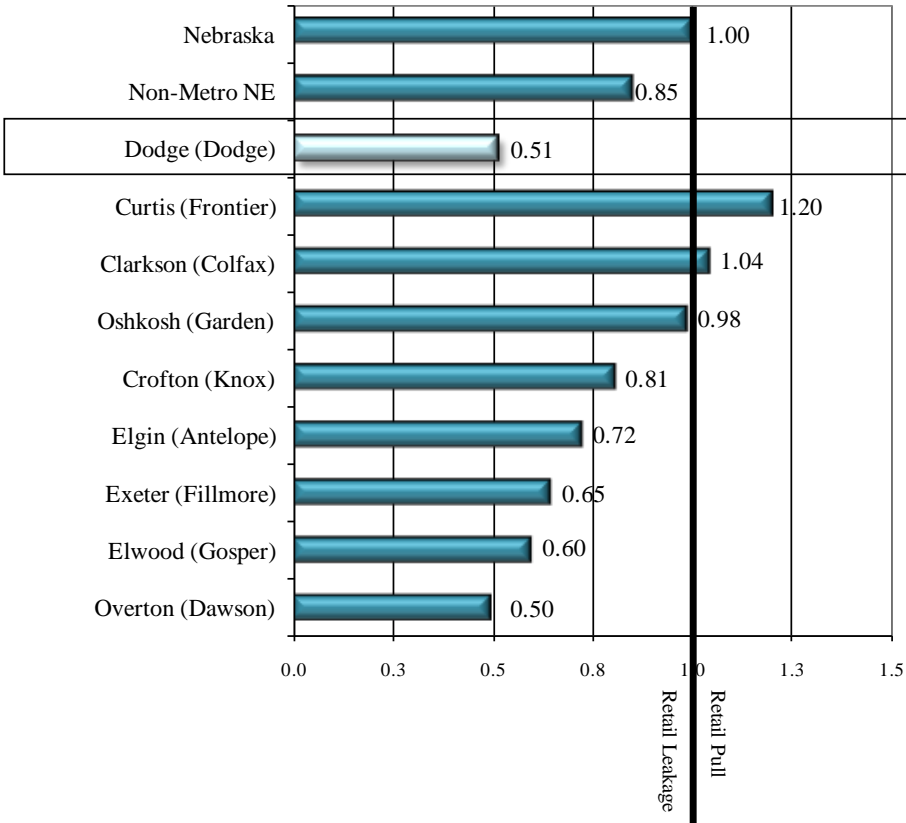
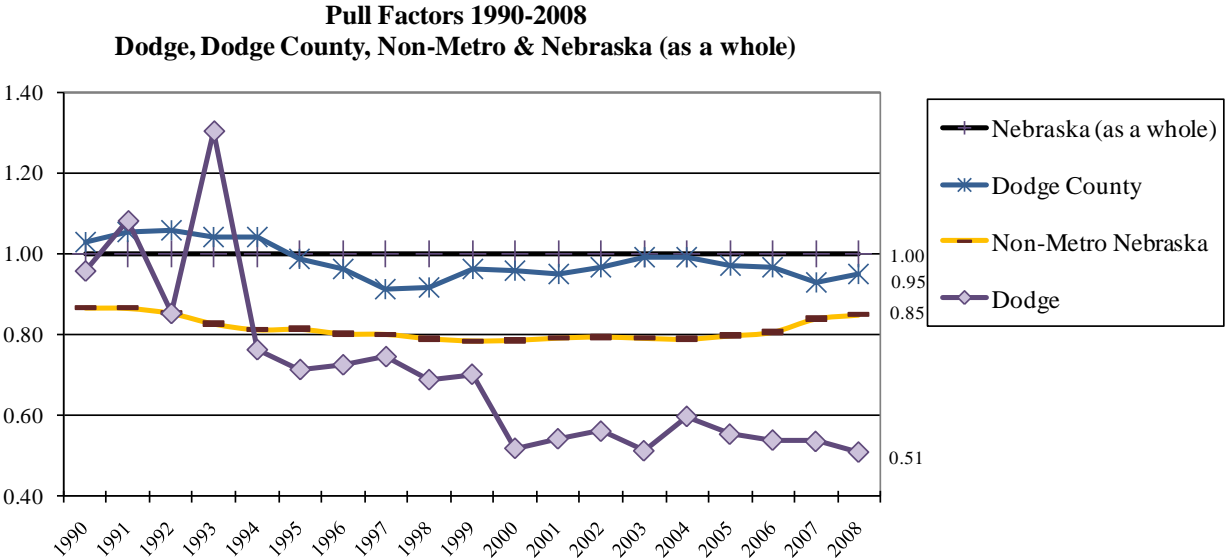


Chart 12 illustrates the pull factor trend for Dodge, Dodge County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2008. In examining the time line, it is apparent the city of Dodge has suffered from an increase in retail leakage since the early 1990s. Data within Dodge County (as a whole) shows a retail balance similar to the state average throughout the time period.

Chart 12



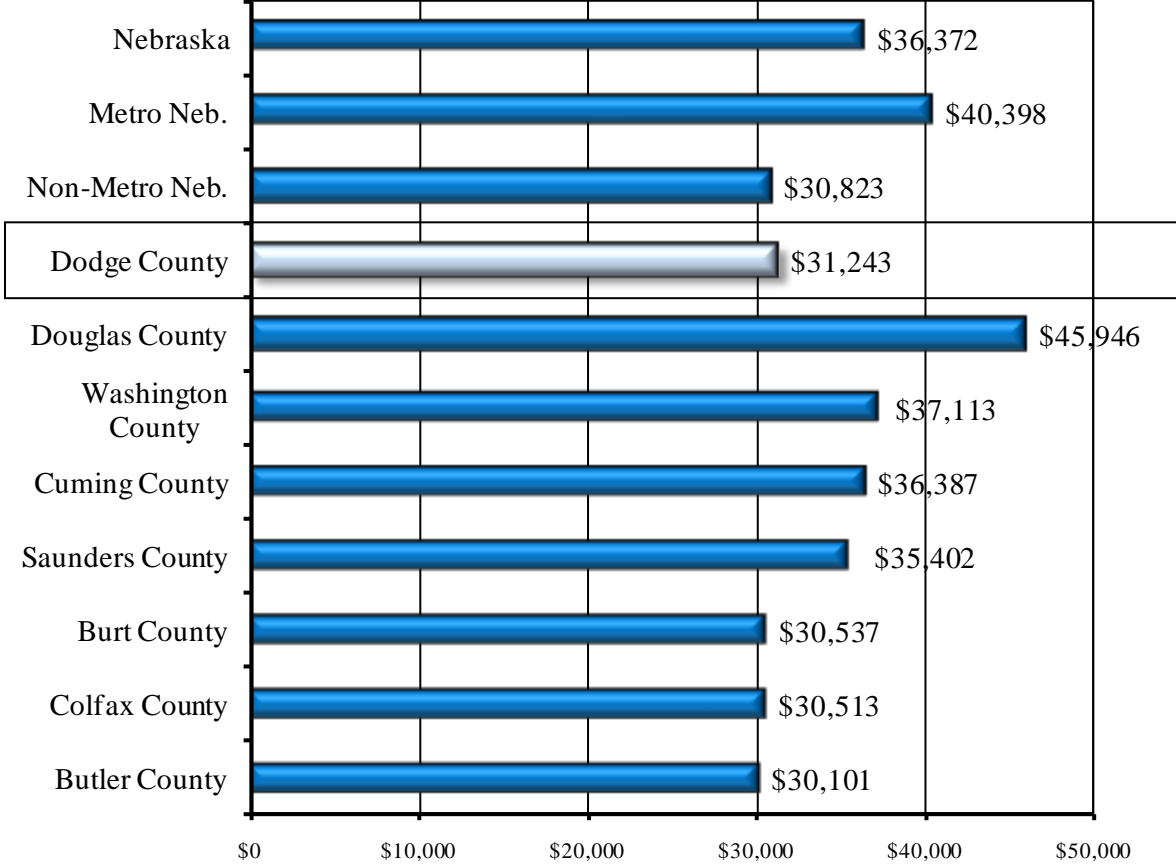
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2009

Per Capita Personal Income

Per capita personal income in Dodge County was \$31,243 in 2007 the last year in which such data are available. Dodge County’s per capita income is \$5,129 or 14.1 percent less than that for Nebraska as a whole (\$36,372); \$9,155 or 22.7 percent less than metropolitan Nebraska (\$40,398); and \$420 or 1.4 percent greater than non-metropolitan Nebraska (\$30,823).

Chart 13

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



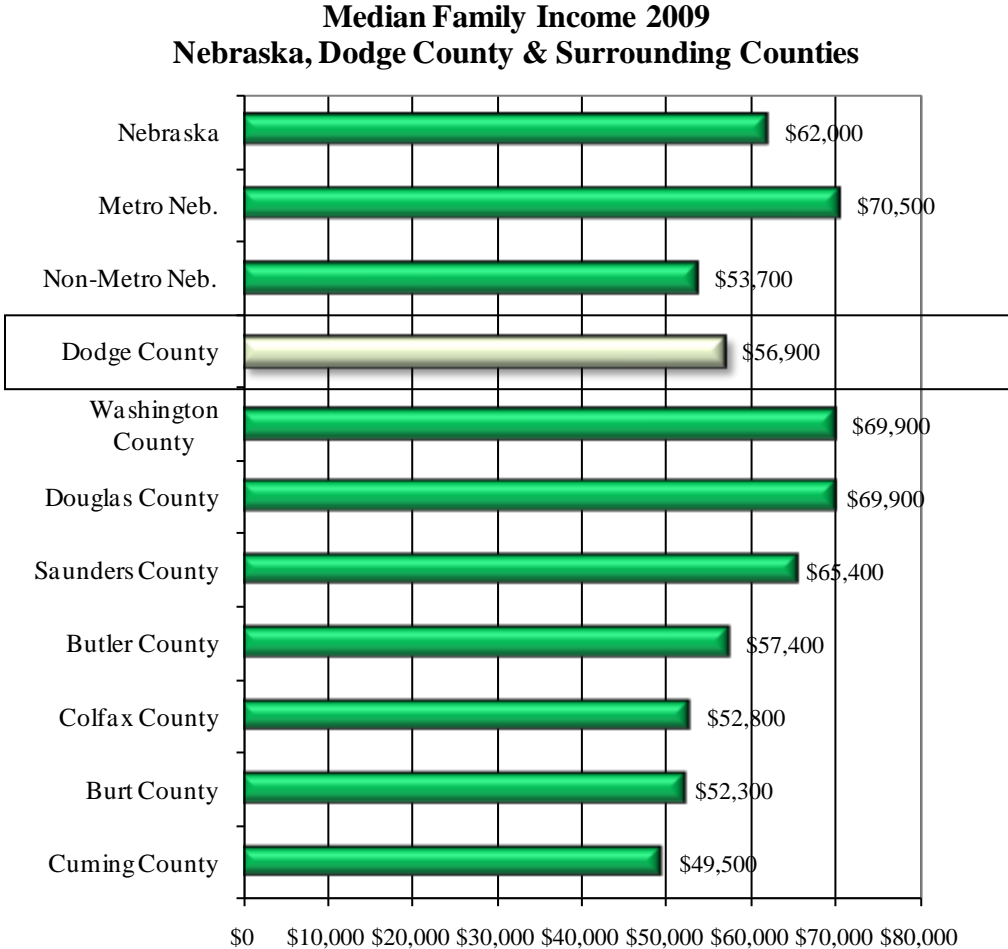
Source: Bureau of Economic Analysis, U.S. Department of Commerce, May 2009

Median Family Income

Median family income provides a different perspective of income levels in Nebraska, Dodge 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 Dodge County is estimated to be \$56,900 in 2009. This amount is \$5,100 or 8.2 percent less than the median family income for Nebraska as a whole (\$62,000); \$13,600 or 19.3 percent less than metropolitan Nebraska (\$70,500); and \$3,200 or 6.0 percent greater than non-metro median family income (\$53,700) in 2009.

Chart 14



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