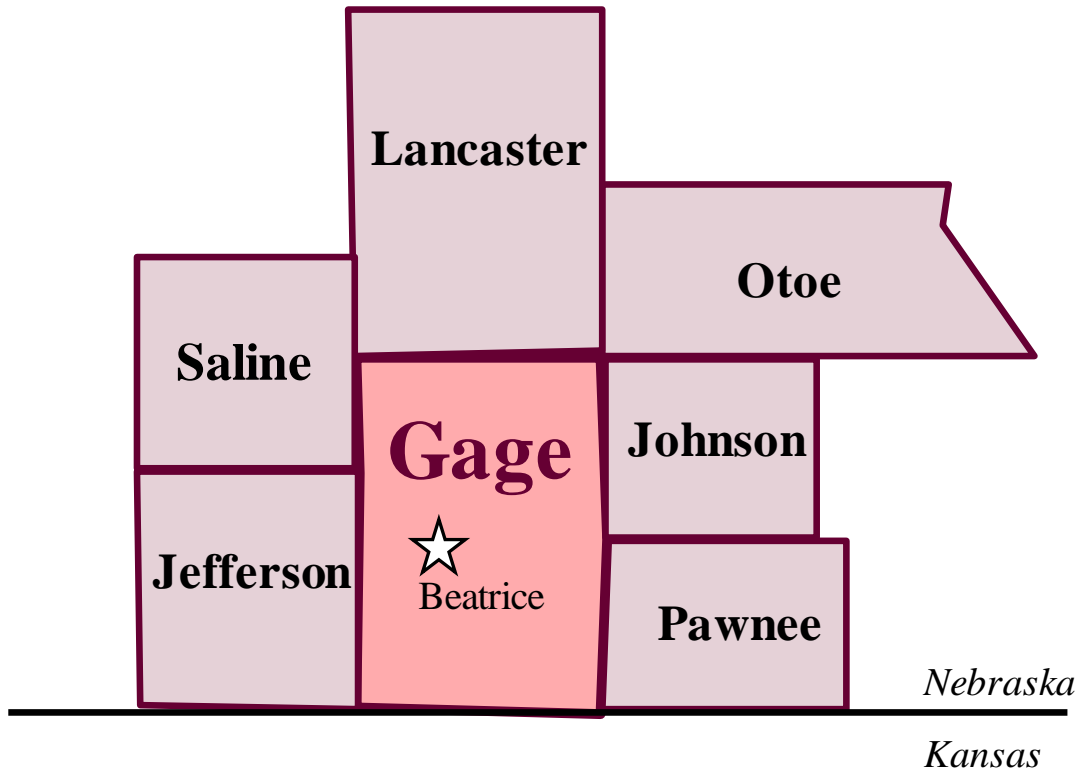


# Economic and Demographic Trends

## Beatrice, Gage County, and the Surrounding Area



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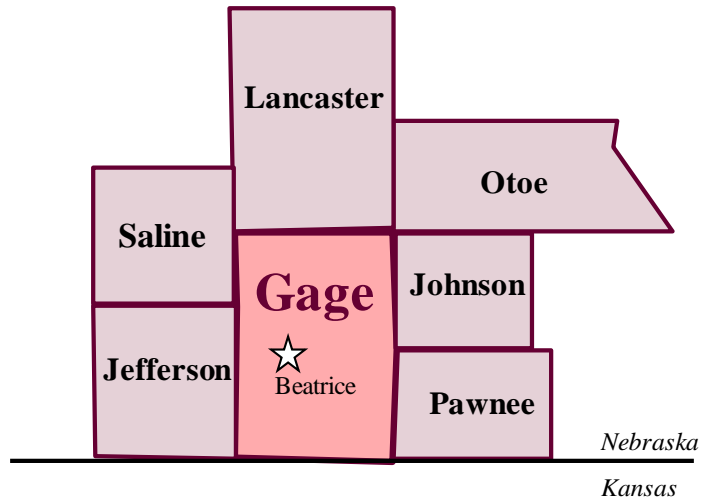


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## Economic and Demographic Trends in Beatrice, Gage County, and the Surrounding Area

This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the city of Beatrice and Gage 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 Gage County, other counties included in this area are Jefferson, Johnson, Lancaster, Otoe, Pawnee, and Saline. The retail sales section also compares retail growth between Beatrice 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 Gage 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 Gage 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 Education & Health Services; Government; and Trade sectors. Deviations from the non-metropolitan state distribution of employment are noted in Chart 1 (next page). The more significant deviations include the following:

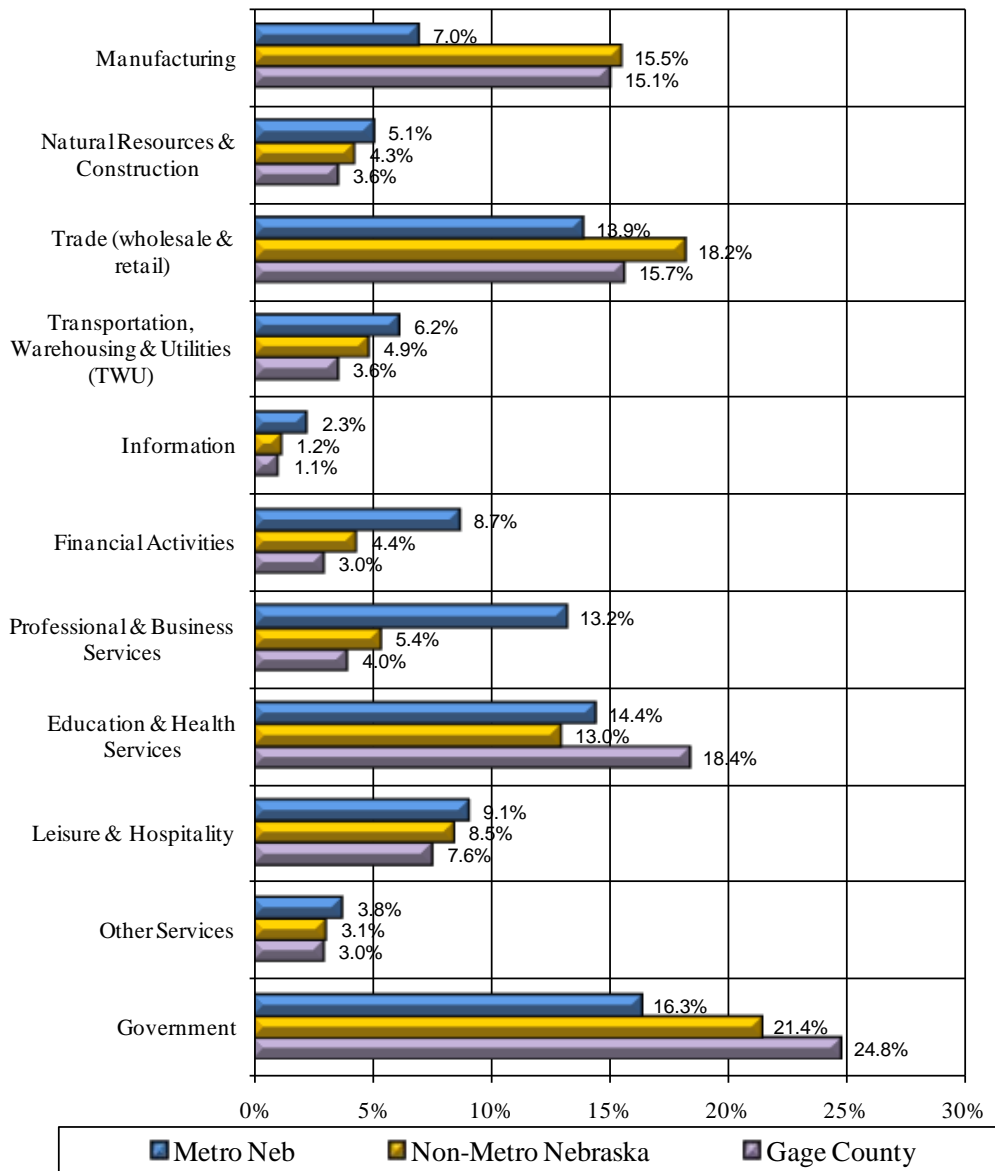
- Education & Health Services (18.4 percent Gage County vs. 13.0 percent non-metropolitan)
- Government (24.8 percent Gage County vs. 21.4 percent non-metropolitan)
- Trade (15.7 percent Gage County vs. 18.2 percent non-metropolitan)

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

The largest deviation between Gage County and non-metropolitan Nebraska employment sectors falls in the Education & Health Services sector having 18.4 percent employment (1,682 employees) compared to non-metropolitan Nebraska employment at 13.0 percent of the workforce. Comparing Gage County to the overall metropolitan distribution, the largest deviation is found in the Professional & Business Services sector (4.0 percent or 363 employees Gage County vs. 13.2 percent metropolitan Nebraska).

Chart 1

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



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

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Gage County for the period 2001–2009. Non-farm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS). The measure of employment reported in Table 1 is data on the number of people employed in the non-agriculture wage and salary sector in Gage County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Gage County decreased 12.7 percent (-1,337 jobs) between 2001 and 2009.

Table 1 also provides employment data for Gage County by major economic sector for years 2001–2009. Of the sectors reporting, the Transportation, Warehousing & Utilities sector recorded the largest percentage increase of 26.8 percent or 70 jobs. The Education & Health Services sector recorded the largest actual employment increase during the study period (112 jobs or 7.1 percent).

Table 1

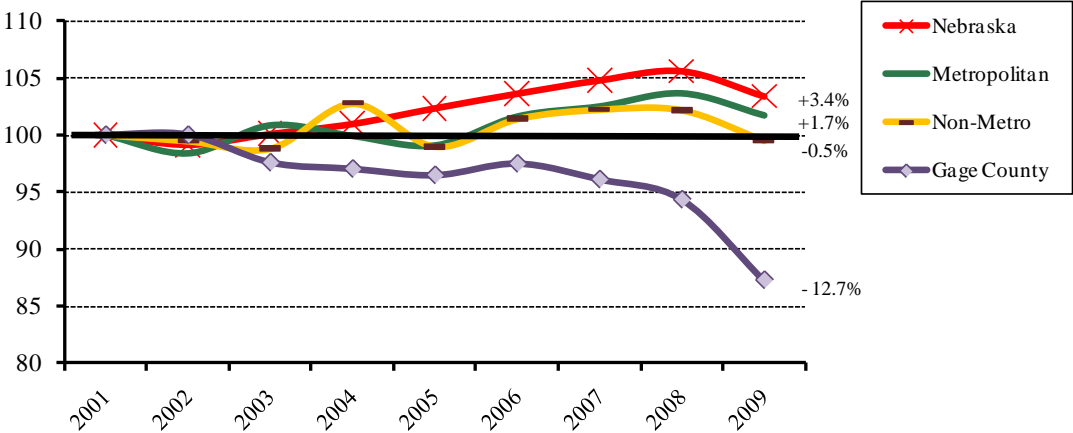
**Non-Farm Wage & Salary Employment Trends, Gage County, Nebraska**  
 Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	% Change 2001-2009
<b>Non-farm Employment (W&amp;S)</b>	<b>10,492</b>	<b>10,492</b>	<b>10,238</b>	<b>10,180</b>	<b>10,122</b>	<b>10,228</b>	<b>10,083</b>	<b>9,897</b>	<b>9,155</b>	<b>-12.7</b>
<b>Manufacturing</b>	<b>2,138</b>	<b>2,059</b>	<b>1,954</b>	<b>1,979</b>	<b>2,107</b>	<b>2,079</b>	<b>1,874</b>	<b>1,895</b>	<b>1,387</b>	<b>-35.1</b>
Durable Goods	1,763	1,750	1,654	1,677	1,821	1,820	1,587	1,583	1,077	-38.9
Nondurable Goods	375	309	301	302	286	258	287	313	310	-17.3
<b>Non-manufacturing</b>										
Natural Resources & Construction	340	353	343	347	338	334	393	312	331	-2.6
Trade	1,721	1,729	1,685	1,644	1,602	1,601	1,545	1,510	1,438	-16.4
Wholesale Trade	361	353	333	364	309	311	309	297	319	-11.6
Retail Trade	1,361	1,376	1,352	1,281	1,293	1,290	1,236	1,213	1,119	-17.8
Transportation, Warehousing & Utilities	261	268	269	286	171	295	312	330	331	26.8
Information	96	112	100	93	101	93	96	105	99	3.1
Financial Activities	294	293	388	299	318	298	303	319	279	-5.1
Professional & Business Services	384	376	387	412	405	474	503	489	363	-5.5
Education & Health Services	1,570	1,642	1,697	1,760	1,732	1,712	1,697	1,667	1,682	7.1
Leisure and Hospitality	753	761	738	678	676	694	672	698	697	-7.4
Other Services, except Public	335	324	331	333	327	318	319	269	275	-17.9
<b>Government</b>	<b>2,600</b>	<b>2,575</b>	<b>2,345</b>	<b>2,349</b>	<b>2,348</b>	<b>2,331</b>	<b>2,369</b>	<b>2,302</b>	<b>2,275</b>	<b>-12.5</b>
Federal	122	127	127	114	117	117	113	109	115	-5.7
State	1,275	1,243	963	948	943	943	982	913	890	-30.2
Local	1,203	1,205	1,254	1,287	1,288	1,271	1,274	1,280	1,271	5.7

Labor Force & Work Force Summary, 2001-2009, Annually, Gage County, Nebraska (August 2010 data)  
 Source: Nebraska Department of Labor, Labor Market Information

Chart 2 compares total non-farm wage and salary employment growth in Gage County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2001–2009. As this chart indicates total non-farm wage and salary employment in Gage County decreased 12.7 percent (-1,337 jobs) from 2001 to 2009, compared to a 3.4 percent increase for Nebraska as a whole, a 1.7 percent increase in metropolitan Nebraska, and a 0.5 percent decrease in non-metropolitan Nebraska.

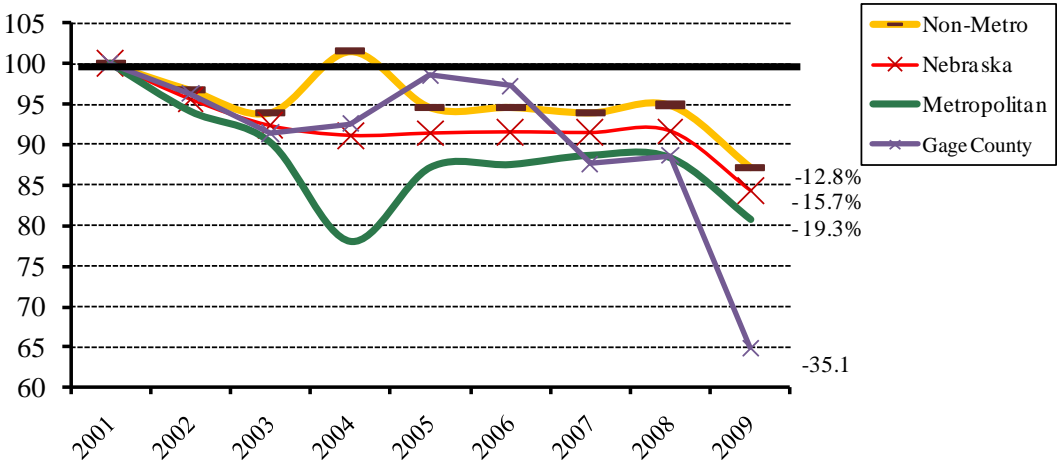
Chart 2  
**Non-Farm (W&S) Employment, Gage County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2009**  
 (Index, 2001=100)



Source: Labor Force & Work Force Summary, August 2010

Chart 3 presents data on manufacturing wage and salary employment growth for Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Gage County experienced a 35.1 percent decrease in employment (-751 jobs) between 2001 and 2009. This decrease compares to a 12.8 percent decline in non-metropolitan Nebraska employment, a 15.7 percent decrease for Nebraska as a whole and a 19.3 percent decrease for metropolitan Nebraska over the same period.

Chart 3  
**Manufacturing (W&S) Employment, Gage County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2009**  
 (Index, 2001=100)



Source: Labor Force & Work Force Summary, August 2010

The next table (Table 2) shows labor force information for Gage County for the time period 2001–2009. In the case of the labor force information (labor force, unemployment, and total employment), these data are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was a 7.5 percent decrease (-973 people) in the number of Gage County residents participating in the labor force between 2001 and 2009.

The percent of those unemployed in Gage County increased by 88.9 percent (352 people) between 2001 and 2009. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Gage County unemployment rate was 6.3 percent in 2009; significantly higher than that for metropolitan Nebraska (4.8 percent), Nebraska as a whole (4.6 percent), and non-metropolitan Nebraska (4.4 percent).

Table 2

**Labor Force & Employment Trends, Gage County, Nebraska**  
 Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	% Change 2001-2009
<b>Labor Force</b>	<b>12,907</b>	<b>12,984</b>	<b>12,981</b>	<b>12,982</b>	<b>12,838</b>	<b>12,690</b>	<b>12,543</b>	<b>12,585</b>	<b>11,934</b>	<b>-7.5</b>
Unemployment	396	492	557	578	579	468	444	587	748	88.9
Unemployment Rate	3.1	3.8	4.3	4.5	4.5	3.7	3.5	4.7	6.3	(N/A)
Employment	12,511	12,492	12,424	12,404	12,259	12,222	12,099	11,998	11,186	-10.6

Labor Force & Work Force Summary, 2001-2009, Annually, Gage County, Nebraska (August 2010 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 (commute shed) and workflow (labor shed) patterns for the city of Beatrice and Gage County. A commute shed report looks at where residents are working (where they are commuting to work). A labor shed area report looks at the area from which a city or county is pulling employees to fill positions. These data are from the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program. This program uses a variety of statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data. The most current data available for the city of Beatrice and Gage County are from 2008.

Tables 3A–3C show employment locations for city of Beatrice residents in the workforce or in other words, a commute shed report. In Table 3A, the Census identified 6,069 primary jobs within Beatrice city limits. Data show 44.6 percent of the city of Beatrice workers (2,706 people) also reside within the city limits leaving 55.4 percent of the labor force (3,363 people) commuting outside the city limits for employment. Table 3B shows 38.8 percent of those residing within city limits travel outside the county line for work (2,353 people). Table 3C shows 129 residents or 2.1 percent of Beatrice residents cross the state boundary for work.

Often times the number and percentage of residents commuting can be attributed to a change in available employment within the study county or a significant change in the available employment in nearby counties. The quality of employment (e.g., pay, type of work, benefits, etc.) also impacts commuting patterns. In non-metro areas, place of residence (e.g., farm or ranch) also plays an important role in commuting patterns. Other factors may include the availability and affordability of transportation.

Table 3A

### **City of Beatrice Commute Shed Report, 2008** Where City of Beatrice Workforce Participants are Employed

	<b>Count</b>	<b>Share</b>
<b>Total Primary Jobs</b>	6,069	100%
<b>Live in City of Beatrice - Work Elsewhere City</b>		
<b>Jobs in Places (Communities) Where Workers are Employed</b>		
<b>Beatrice city, NE</b>	<b>2,706</b>	<b>44.6%</b>
Lincoln city, NE	779	12.8%
Omaha city, NE	344	5.7%
Grand Island city, NE	77	1.3%
Crete city, NE	69	1.1%
Fairbury city, NE	50	0.8%
Hastings city, NE	45	0.7%
Columbus city, NE	39	0.6%
York city, NE	36	0.6%
Fremont city, NE	31	0.5%
All Other Locations	1,893	31.2%
<b>Total City of Beatrice Residents Working Inside City:</b>	<b>2,706</b>	<b>44.6%</b>
<b>Total City of Beatrice Residents Working Outside City:</b>	<b>3,363</b>	<b>55.4%</b>

Table 3B

<b>Live in City of Beatrice - Work Elsewhere County Jobs in Counties Where Workers are Employed</b>		
<b>Gage County, NE</b>	<b>3,716</b>	<b>61.2%</b>
Lancaster County, NE	867	14.3%
Douglas County, NE	376	6.2%
Jefferson County, NE	115	1.9%
Saline County, NE	114	1.9%
Hall County, NE	91	1.5%
Sarpy County, NE	63	1.0%
Platte County, NE	56	0.9%
Adams County, NE	49	0.8%
Dodge County, NE	44	0.7%
All Other Locations	578	9.5%
<b>Total Beatrice Residents Working Inside Gage County:</b>	<b>3,716</b>	<b>61.2%</b>
<b>Total Beatrice Residents Working Outside Gage County:</b>	<b>2,353</b>	<b>38.8%</b>

Table 3C

<b>Live in City of Beatrice - Work Elsewhere State Jobs in States Where Workers are Employed</b>		
<b>Nebraska</b>	<b>5,940</b>	<b>97.9%</b>
Kansas	70	1.2%
Iowa	27	0.4%
Missouri	7	0.1%
Colorado	7	0.1%
All Other Locations	18	0.3%
<b>Total Beatrice Residents Working Inside Nebraska:</b>	<b>5,940</b>	<b>97.9%</b>
<b>Total Beatrice Residents Working Outside Nebraska:</b>	<b>129</b>	<b>2.1%</b>

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

Tables 4A–4C examine the commute shed area for Gage County. In Table 4A, the Census identified 10,708 primary jobs within the county borders. As Table 4A shows, 64.9 percent of Gage County’s labor force participants (6,948 people) work in a location other than the city of Beatrice. Table 4B and Figure 2 report 46.3 percent of Gage County workforce residents (4,963 people) work outside Gage County. Table 4C shows 379 residents or 3.5 percent of Gage County workforce residents leave the state boundary for work.

Table 4A

### Gage County Commute Shed Report, 2008

Where Gage County Workforce Participants are Employed

	Count	Share
<b>Total Primary Jobs</b>	10,708	100%
<b>Live in Gage County - Work Elsewhere City</b>		
<b>Jobs in Places (Communities) Where Workers are Employed</b>		
<b>Beatrice city, NE</b>	<b>3,760</b>	<b>35.1%</b>
Lincoln city, NE	1,755	16.4%
Omaha city, NE	599	5.6%
Wymore city, NE	138	1.3%
Marysville city, KS	135	1.3%
Crete city, NE	126	1.2%
Adams village, NE	115	1.1%
Grand Island city, NE	108	1.0%
Fairbury city, NE	94	0.9%
Hastings city, NE	83	0.8%
All Other Locations	3,795	35.4%
<b>Total Gage County Residents Working Inside Beatrice:</b>	<b>3,760</b>	<b>35.1%</b>
<b>Total Gage County Residents Working Outside Beatrice:</b>	<b>6,948</b>	<b>64.9%</b>



Table 4C

<b>Live in Gage County - Work Elsewhere State Jobs in States Where Workers are Employed</b>		
<b>Nebraska</b>	<b>10,329</b>	<b>96.5%</b>
Kansas	260	2.4%
Iowa	48	0.4%
South Dakota	15	0.1%
Missouri	13	0.1%
All Other Locations	43	0.4%
<b>Total Gage County Residents Working Inside Nebraska:</b>	<b>10,329</b>	<b>96.5%</b>
<b>Total Gage County Residents Working Outside Nebraska:</b>	<b>379</b>	<b>3.5%</b>

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

People also travel from other cities and counties of residence to work in Beatrice and Gage County—this is the labor shed area. The Census identified 5,662 primary jobs within the Beatrice city limits. Table 5A examines the labor shed area for jobs within the city of Beatrice. The table shows 52.2 percent or 2,956 workers in the city of Beatrice travel from outside city limits. Table 5B identifies 1,902 workers (33.6 percent of the workforce) traveling from outside Gage County boundaries. Table 5C shows 95 workers (1.7 percent of the workforce) traveling from outside state borders to work inside the city limits of Beatrice.

Table 5A

### City of Beatrice Labor Shed Report, 2008

Where Workers Live who are Employed in the City of Beatrice

	<b>Count</b>	<b>Share</b>
<b>Total Primary Jobs</b>	5,662	100%
<b>Work in City of Beatrice - Live Elsewhere City Jobs in Places (Communities) Where Workers Live</b>		
<b>Beatrice city, NE</b>	<b>2,706</b>	<b>47.8%</b>
Lincoln city, NE	329	5.8%
Wymore city, NE	151	2.7%
Fairbury city, NE	119	2.1%
Omaha city, NE	99	1.7%
Wilber city, NE	54	1.0%
Cortland village, NE	49	0.9%
Grand Island city, NE	44	0.8%
Blue Springs city, NE	43	0.8%
Kearney city, NE	38	0.7%
All Other Locations	2,030	35.9%
<b>Total Beatrice Workers Living Inside Beatrice:</b>	<b>2,706</b>	<b>47.8%</b>
<b>Total Beatrice Workers Living Outside Beatrice:</b>	<b>2,956</b>	<b>52.2%</b>

Table 5B

<b>Work in City of Beatrice - Live Elsewhere County Jobs in Counties Where Workers Live</b>		
<b>Gage County, NE</b>	<b>3,760</b>	<b>66.4%</b>
Lancaster County, NE	372	6.6%
Jefferson County, NE	294	5.2%
Saline County, NE	153	2.7%
Douglas County, NE	130	2.3%
Otoe County, NE	66	1.2%
Johnson County, NE	60	1.1%
Thayer County, NE	57	1.0%
Buffalo County, NE	53	0.9%
York County, NE	51	0.9%
All Other Locations	666	11.8%
<b>Total Beatrice Workers Living Inside Gage County:</b>	<b>3,760</b>	<b>66.4%</b>
<b>Total Beatrice Workers Living Outside Gage County:</b>	<b>1,902</b>	<b>33.6%</b>

Table 5C

<b>Work in City of Beatrice - Live Elsewhere State Jobs in States Where Workers Live</b>		
<b>Nebraska</b>	<b>5,567</b>	<b>98.3%</b>
Kansas	53	0.9%
Iowa	12	0.2%
Missouri	10	0.2%
Texas	6	0.1%
All Other Locations	14	0.2%
<b>Total Beatrice Workers Living Inside Nebraska:</b>	<b>5,567</b>	<b>98.3%</b>
<b>Total Beatrice Workers Living Outside Nebraska:</b>	<b>95</b>	<b>1.7%</b>

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

Tables 6A–6C depict the labor shed area of those employed within Gage County. The Census identified 8,688 primary jobs within Gage County. As Table 6A indicates, 57.2 percent (4,972 people) who are employed within Gage County live outside of the city of Beatrice. Table 6B and Figure 3 show approximately 33.9 percent (2,943 people) who work inside Gage County live outside of the county borders and Table 6C shows 2.4 percent (207 people) live out-of-state.

Table 6A

**Gage County Labor Shed Report, 2008**  
 Where Workers Live who are Employed in Gage County

	Count	Share
<b>Total Primary Jobs</b>	8,688	100%
<b>Work in Gage County - Live Elsewhere City</b>		
<b>Jobs in Places (Communities) Where Workers Live</b>		
<b>Beatrice city, NE</b>	<b>3,716</b>	<b>42.8%</b>
Lincoln city, NE	488	5.6%
Wymore city, NE	351	4.0%
Fairbury city, NE	179	2.1%
Omaha city, NE	116	1.3%
Wilber city, NE	92	1.1%
Blue Springs city, NE	87	1.0%
Cortland village, NE	83	1.0%
Syracuse city, NE	82	0.9%
Adams village, NE	70	0.8%
All Other Locations	3,424	39.4%
<b>Total Gage County Workers Living Inside Beatrice:</b>	<b>3,716</b>	<b>42.8%</b>
<b>Total Gage County Workers Living Outside Beatrice:</b>	<b>4,972</b>	<b>57.2%</b>

Table 6B

<b>Work in Gage County - Live Elsewhere County</b>		
<b>Jobs in Counties Where Workers Live</b>		
<b>Gage County, NE</b>	<b>5,745</b>	<b>66.1%</b>
Lancaster County, NE	572	6.6%
Jefferson County, NE	466	5.4%
Saline County, NE	249	2.9%
Otoe County, NE	213	2.5%
Douglas County, NE	150	1.7%
Johnson County, NE	149	1.7%
Pawnee County, NE	86	1.0%
Thayer County, NE	68	0.8%
Nemaha County, NE	67	0.8%
All Other Locations	923	10.6%
<b>Total Gage County Workers Living Inside County:</b>	<b>5,745</b>	<b>66.1%</b>
<b>Total Gage County Workers Living Outside County:</b>	<b>2,943</b>	<b>33.9%</b>

Figure 3

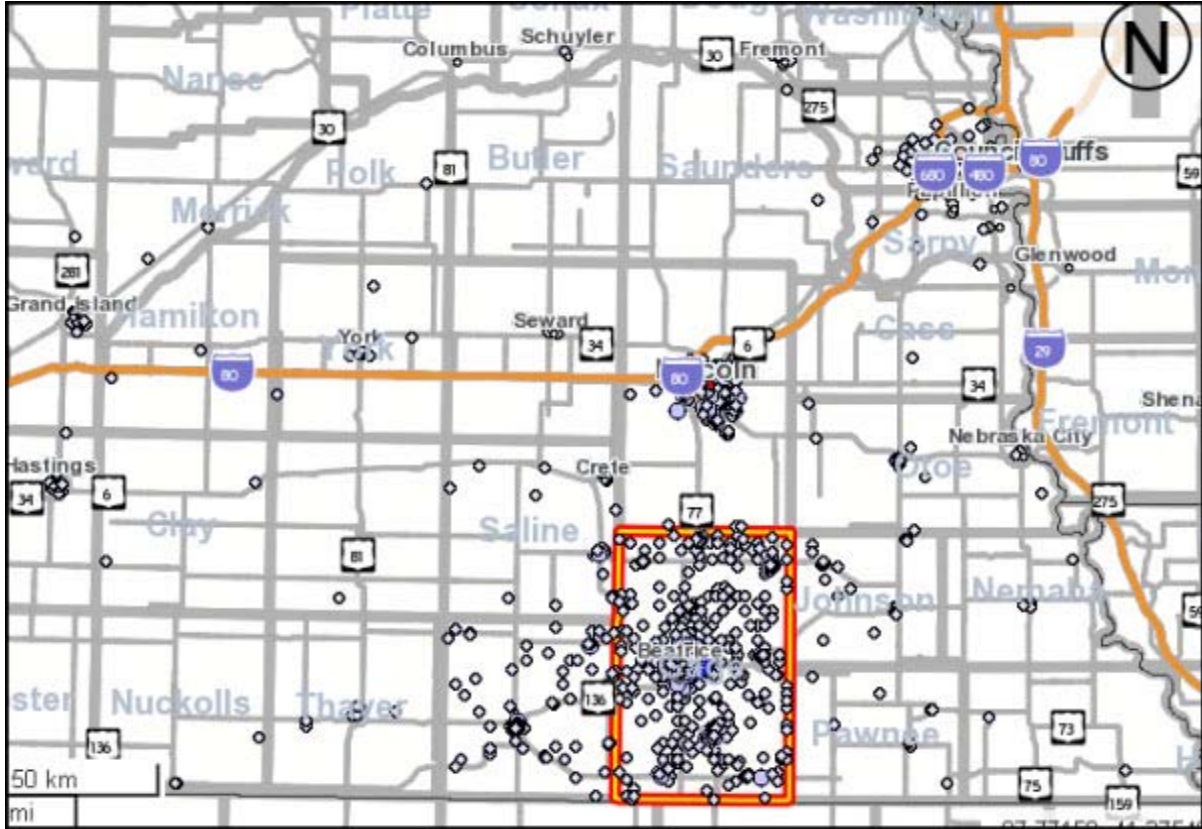


Table 6C

Work in Gage County - Live Elsewhere State		
<b>Nebraska</b>	<b>8,481</b>	<b>97.6%</b>
Kansas	132	1.5%
Iowa	22	0.3%
Missouri	13	0.1%
Texas	11	0.1%
All Other Locations	29	0.3%
<b>Total Gage County Workers Living Inside Nebraska:</b>	<b>8,481</b>	<b>97.6%</b>
<b>Total Gage County Workers Living Outside Nebraska:</b>	<b>207</b>	<b>2.4%</b>

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

## Population and Migration Trends

The following tables (Tables 7 and 8) present population trend data for Beatrice, Gage County, and the surrounding area. As Table 7 indicates, Gage County's population decreased by 18.2 percent (-5,100 people) between 1950 and 2000. Gage County's population decrease of 0.1 percent (-34 people) between 2000 and 2009 compares to a 5.0 percent increase for Nebraska as a whole.

Table 7

**County Population 1950-2009**  
 Gage County and the Surrounding Area

Location	1950	1960	1970	1980	1990	2000	2003	2006	2009	% Change 1950-2000 (50 years)	% Change 2000-2009 (9 years)
Nebraska	1,325,510	1,411,330	1,485,333	1,569,825	1,578,417	1,711,266	1,732,873	1,759,779	1,796,619	29.1	5.0
<b>Gage County</b>	<b>28,052</b>	<b>26,818</b>	<b>25,731</b>	<b>24,456</b>	<b>23,171</b>	<b>22,952</b>	<b>22,794</b>	<b>22,888</b>	<b>22,918</b>	<b>-18.2</b>	<b>-0.1</b>
Jefferson County	13,623	11,620	10,436	9,817	9,145	8,991	8,759	8,651	8,450	-34.0	-6.0
Johnson County	7,251	6,281	5,743	5,285	4,832	4,806	4,673	4,629	4,557	-33.7	-5.2
Lancaster County	119,742	155,272	167,972	192,884	203,784	205,178	213,641	226,868	237,609	71.4	15.8
Otoe County	17,056	16,503	15,576	15,183	14,616	14,476	14,252	14,541	14,761	-15.1	2.0
Pawnee County	6,744	5,356	4,473	3,937	3,547	3,457	3,317	3,298	3,219	-48.7	-6.9
Saline County	14,046	12,542	12,809	13,131	12,916	12,848	12,715	13,070	13,471	-8.5	4.8

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

Table 8 data reveal Gage County communities experienced significant population losses during the 1950–2009 time period. The city of Beatrice reported a 4.4 percent increase in population (522 people) between 1950 and 2000. The city of Beatrice experienced a 1.3 percent increase in population (161 people) between 2000 and 2009. The rural areas outside of the selected communities experienced a 42.1 percent decrease (-4,711 people) during the 1950–2000 time period and a population decrease of 4.8 percent (-313 people) during the 2000 to 2009 time period.

Table 8

**Population 1950-2009**  
 Gage County Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2005	2007	2009	% Change 1950-2000 (50 years)	% Change 2000-2009 (10 years)
<b>Gage County</b>	<b>28,052</b>	<b>26,818</b>	<b>25,731</b>	<b>24,456</b>	<b>23,171</b>	<b>22,952</b>	<b>22,796</b>	<b>22,894</b>	<b>22,918</b>	<b>-18.2</b>	<b>-0.1</b>
Adams	457	387	463	395	472	466	448	442	489	2.0	4.9
Barneston	208	177	149	155	121	122	123	123	122	-41.3	0.0
<b>Beatrice</b>	<b>11,813</b>	<b>12,132</b>	<b>12,389</b>	<b>12,891</b>	<b>12,395</b>	<b>12,335</b>	<b>12,348</b>	<b>12,296</b>	<b>12,496</b>	<b>4.4</b>	<b>1.3</b>
Blue Springs	581	509	506	521	428	428	438	444	383	-26.3	-10.5
Clatonia	192	203	224	273	296	298	306	309	275	55.2	-7.7
Cortland	288	285	326	403	397	391	377	382	488	35.8	24.8
Filley	136	149	138	172	157	158	161	163	174	16.2	10.1
Liberty	246	174	118	105	74	75	76	77	86	-69.5	14.7
Odell	420	358	349	322	291	290	294	297	345	-31.0	19.0
Pickrell	161	130	118	184	203	204	208	208	182	26.7	-10.8
Virginia	113	88	83	90	94	93	95	96	67	-17.7	-28.0
Wymore	2,258	1,975	1,790	1,841	1,648	1,624	1,568	1,558	1,656	-28.1	2.0
<b>Total Rural Areas:</b>	<b>11,179</b>	<b>10,251</b>	<b>9,078</b>	<b>7,104</b>	<b>6,595</b>	<b>6,468</b>	<b>6,354</b>	<b>6,499</b>	<b>6,155</b>	<b>-42.1</b>	<b>-4.8</b>

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

The next table (Table 9) presents data on population migration by age group for the study area and for Nebraska for the 1990–2000 decade. This table provides further insights into the dynamics of population change. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). The data showing migration patterns by age group indicate that for most counties and for non-metropolitan Nebraska, the most significant out-migration occurred in the ‘15–24’ year age group. The lowest percentage of out-migration typically occurred in the ‘45–64’ and ‘Over 65’ age groups. Gage County is no exception to this pattern having 12.4 percent out-migration occurring in the ‘15–24’ year age group (-315 people). Education and employment opportunities in Gage County play a major role in migration patterns.

Table 9

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

Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
<b>NEBRASKA</b>					
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
<b>Total:</b>	<b>1,578,385</b>	<b>1,711,263</b>	<b>8.4</b>	<b>48,267</b>	<b>3.1</b>

<b>NON-METRO NEBRASKA</b>					
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
<b>Total:</b>	<b>774,057</b>	<b>795,352</b>	<b>2.8</b>	<b>6,280</b>	<b>0.8</b>

<b>GAGE COUNTY</b>					
0 - 14	4,692	4,453	-5.1	344	7.3
15 - 24	2,546	2,836	11.4	-315	-12.4
25 - 44	6,489	6,039	-6.9	179	2.8
45 - 64	4,568	5,251	15.0	165	3.6
Over 65	4,499	4,414	-1.9	207	4.6
<b>Total:</b>	<b>22,794</b>	<b>22,993</b>	<b>0.9</b>	<b>580</b>	<b>2.5</b>

Table 9 (continued)

Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
<b>JEFFERSON COUNTY</b>					
0 - 14	1,798	1,554	-13.6	137	7.6
15 - 24	888	896	0.9	-327	-36.8
25 - 44	2,250	1,971	-12.4	-6	-0.3
45 - 64	1,755	2,023	15.3	144	8.2
Over 65	2,068	1,889	-8.7	18	0.9
<b>Total:</b>	<b>8,759</b>	<b>8,333</b>	<b>-4.9</b>	<b>-34</b>	<b>-0.4</b>

<b>JOHNSON COUNTY</b>					
0 - 14	958	848	-11.5	104	10.9
15 - 24	422	496	17.5	-191	-45.2
25 - 44	1,178	1,096	-7.0	49	4.2
45 - 64	1,010	1,059	4.9	57	5.7
Over 65	1,105	989	-10.5	-40	-3.6
<b>Total:</b>	<b>4,673</b>	<b>4,488</b>	<b>-4.0</b>	<b>-20</b>	<b>-0.4</b>

<b>LANCASTER COUNTY</b>					
0 - 14	43,698	48,798	11.7	1,345	3.1
15 - 24	40,738	48,569	19.2	20,237	49.7
25 - 44	71,703	76,120	6.2	-3,027	-4.2
45 - 64	34,274	50,724	48.0	1,407	4.1
Over 65	23,228	26,080	12.3	-63	-0.3
<b>Total:</b>	<b>213,641</b>	<b>250,291</b>	<b>17.2</b>	<b>19,898</b>	<b>9.3</b>

<b>OTOE COUNTY</b>					
0 - 14	3,121	3,294	5.5	601	19.3
15 - 24	1,499	1,742	16.2	-413	-27.6
25 - 44	3,786	4,023	6.3	662	17.5
45 - 64	2,893	3,512	21.4	350	12.1
Over 65	2,953	2,825	-4.3	139	4.7
<b>Total:</b>	<b>14,252</b>	<b>15,396</b>	<b>8.0</b>	<b>1,339</b>	<b>9.4</b>

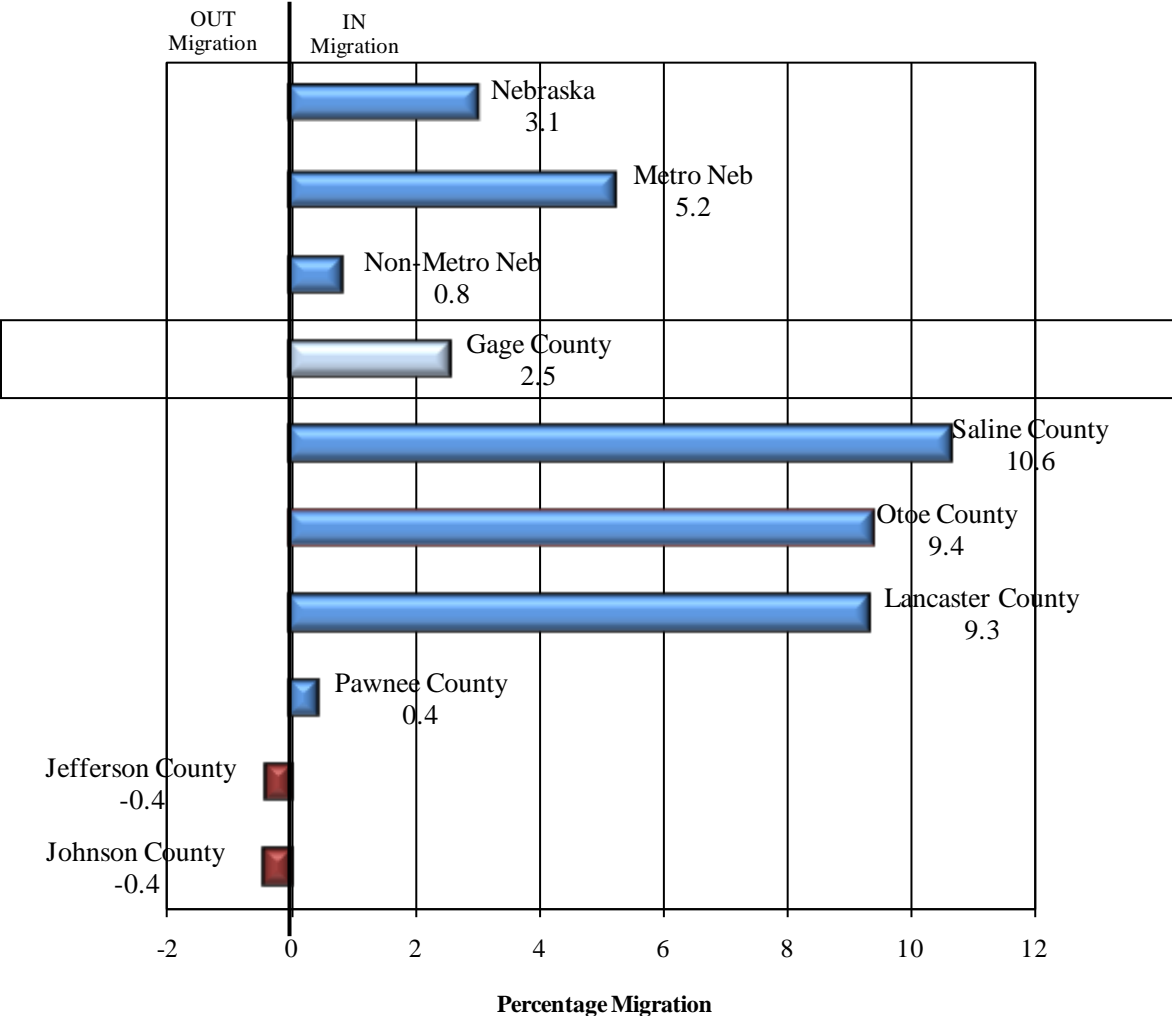
<b>PAWNEE COUNTY</b>					
0 - 14	652	565	-13.3	58	9.0
15 - 24	298	292	-2.0	-144	-48.4
25 - 44	743	648	-12.8	17	2.2
45 - 64	674	746	10.7	77	11.5
Over 65	950	836	-12.0	6	0.6
<b>Total:</b>	<b>3,317</b>	<b>3,087</b>	<b>-6.9</b>	<b>14</b>	<b>0.4</b>

<b>SALINE COUNTY</b>					
0 - 14	2,667	2,832	6.2	537	20.1
15 - 24	1,872	2,355	25.8	527	28.2
25 - 44	3,302	3,461	4.8	-72	-2.2
45 - 64	2,258	2,817	24.8	221	9.8
Over 65	2,616	2,378	-9.1	141	5.4
<b>Total:</b>	<b>12,715</b>	<b>13,843</b>	<b>8.9</b>	<b>1,354</b>	<b>10.6</b>

Chart 4 graphically depicts the 1990–2000 migration patterns of Nebraska, Gage County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Gage County experienced in-migration of 2.5 percent of the 1990 population (580 people) while Nebraska recorded net in-migration of 3.1 percent.

Chart 4

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

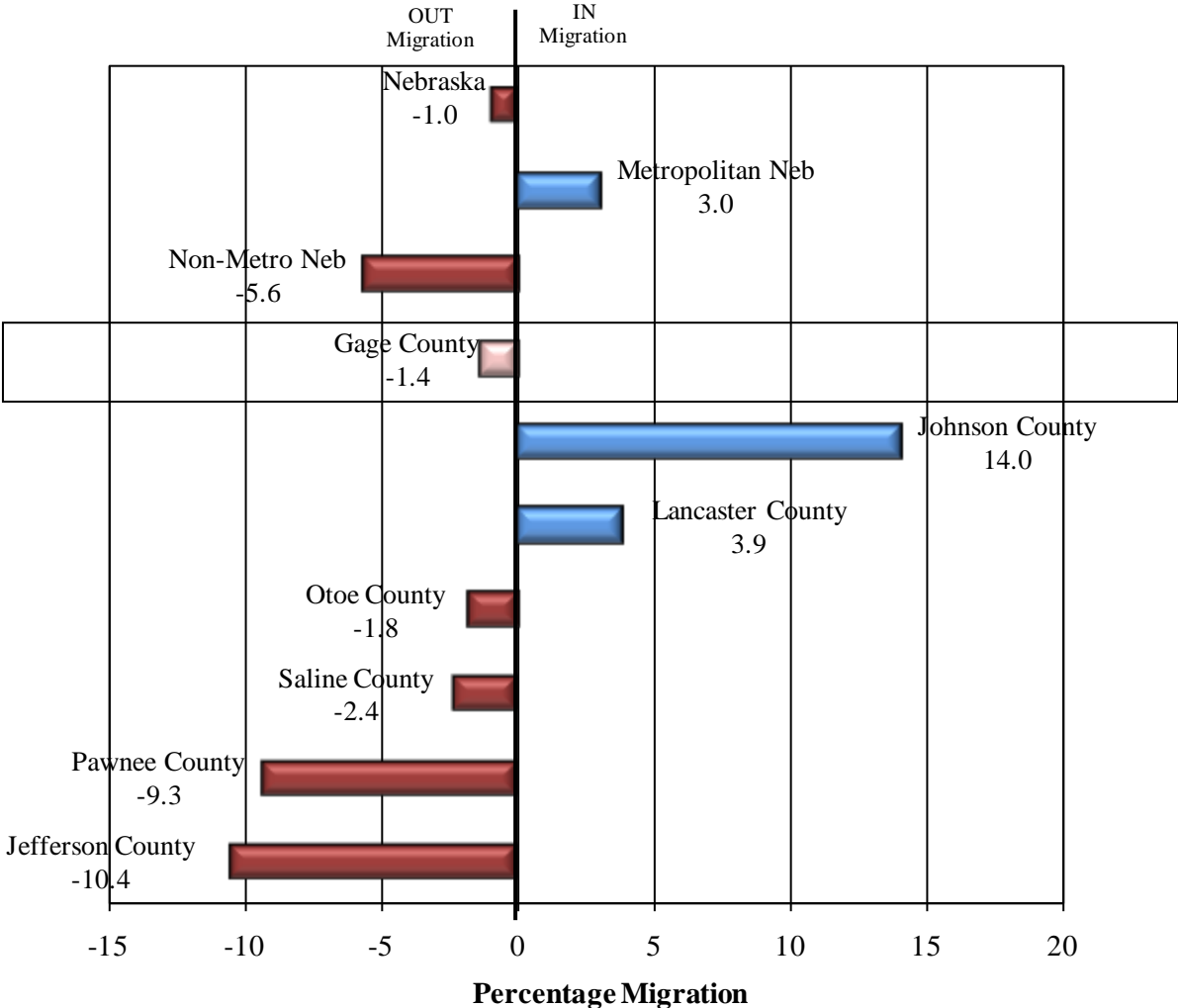


Source: U.S. Census Bureau, Population Estimates and Population Change, July 2005

Chart 5 shows the 2000–2009 migration pattern for the study area as a percentage of the 2000 population. Gage County’s 1.4 percent out-migration (-313 people) compares to a 1.0 percent out-migration for Nebraska as a whole, a 5.6 percent out-migration for non-metropolitan Nebraska, and a 3.0 percent in-migration for Metropolitan Nebraska during the 2000 to 2009 time period.

Chart 5

**2000-2009 Migration as Percent of 2000 Population  
 Gage County and the Surrounding Area**



Source: U.S. Census Bureau, Population Estimates and Population Change, June 2010

The next two tables (Tables 10–11) provide further detail on migration between 2007 and 2008. Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors. While these data provide further insight to where counties are gaining and losing population due to migration, it is important to recognize these data reflect migration activities of tax filing citizens.

Table 10 data show 64.3 percent of those moving in to Gage County between 2007 and 2008 moved from other Nebraska locations (644 people). Data also reveal 357 people (35.7 percent) also migrated in from other states. Table 10 also shows in-state migration flows. Migration to Gage County from within Nebraska came primarily from Lancaster, Jefferson, and Saline Counties.

Table 10

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

<b>Moved to Gage County From:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Total U.S.	1,001	100.0%
Total Foreign	0	0.0%
Nebraska	644	64.3%
Different State	357	35.7%

<b>County Specific Flows:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Lancaster County	227	22.7%
Jefferson County	73	7.3%
Saline County	84	8.4%
Marshall County	33	3.3%
Pawnee County	21	2.1%
Other Flows - Same State	239	23.9%
Other Flows - Diff State	324	32.4%

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

Table 11 data reveal 63.0 percent of people migrating out of Gage County between 2007 and 2008 remained in the state of Nebraska (743 people). Data show 436 Gage County residents (37.0 percent) also moved to other states during this time period. Looking within Nebraska, Table 11 shows the majority of people leaving Gage County (but staying in Nebraska) went to Lancaster, Jefferson, and Douglas Counties during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 11

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

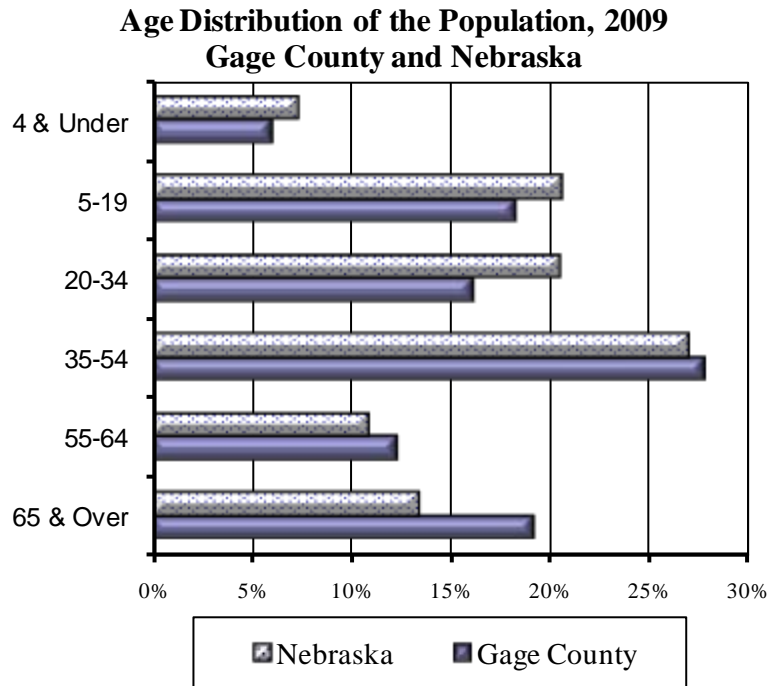
<b>Moved from Gage County To:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Total U.S.	1,179	100%
Total Foreign	0	0%
Nebraska	743	63.0%
Different State	436	37.0%

<b>County Specific Flows:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Lancaster County	322	27.3%
Jefferson County	56	4.7%
Douglas County	43	3.6%
Saline County	54	4.6%
Johnson County	30	2.5%
Pawnee County	15	1.3%
Other Flows - Same State	223	18.9%
Other Flows - Diff State	436	37.0%

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 Gage County and Nebraska as a whole. The population of Gage County is significantly older than Nebraska as a whole. The median age for Gage County residents in 2009 was 43.1 years of age compared to 35.8 years of age for residents of Nebraska as a whole.

Chart 6



Source: U.S. Census Bureau, July 2010

Chart 7

	2009 Population		Percent	
	Nebraska	Gage County	Nebraska	Gage County
<b>4 &amp; Under</b>	132,092	1,391	7.4%	6.1%
<b>5-19</b>	368,255	4,138	20.6%	18.3%
<b>20-34</b>	365,740	3,673	20.5%	16.2%
<b>35-54</b>	481,660	6,298	27.0%	27.8%
<b>55-64</b>	194,838	2,793	10.9%	12.3%
<b>65 &amp; Over</b>	240,847	4,360	13.5%	19.2%
<b>Total</b>	<b>1,783,432</b>	<b>22,653</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>35.8</b>	<b>43.1</b>		

Source: Age Group, Median Age, U.S. Census Bureau, July 2010

**Retail Sales**

Table 12 and Chart 8 show the retail sales (non-motor vehicle) pull factors for Gage County and the surrounding area for 2009. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

Table 12

**2009 Retail Sales (Non-Motor Vehicle) Pull Factors  
 Nebraska, Gage County, and Surrounding Counties**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
<b>Gage County</b>	<b>22,653</b>	<b>180,480</b>	<b>7,967</b>	<b>0.74</b>
Jefferson County	7,238	58,582	8,094	0.75
Johnson County	5,077	19,889	3,917	0.36
Lancaster County	281,531	2,990,749	10,623	0.99
Otoe County	15,214	128,733	8,461	0.78
Pawnee County	2,614	9,372	3,585	0.33
Saline County	13,872	71,093	5,125	0.48

Source: U.S. Census Bureau and Nebraska Department of Revenue, April 2010

Reviewing the pull factors at the county level indicates Gage County suffers from retail leakage. The 2009 pull factor of 0.74 indicates, on a per capita basis, retail sales in Gage County are approximately 26 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 Gage County (0.74) with the pull factor for the non-metropolitan area of Nebraska (0.87) indicates per capita retail sales in Gage County are approximately 14.9 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 8  
**2009 Retail Sales (NMV) Pull Factors, Nebraska,  
 Gage County & Surrounding Counties**

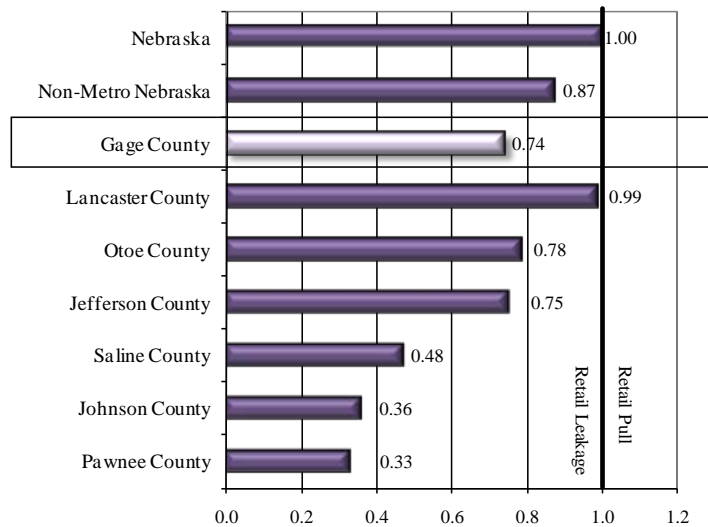


Table 13 and Chart 9 compare the 2009 pull factors for Beatrice and selected area communities. The community of Beatrice’s pull factor of 1.16 indicates that, on a per capita basis, non-motor vehicle retail sales in Beatrice are approximately 16 percent greater than the state’s average per capita sales.

Table 13

**2009 Retail Sales (NMV) Pull Factors  
 Nebraska, Beatrice, and Selected Area Cities**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
<b>Beatrice (Gage)</b>	<b>12,564</b>	<b>156,497</b>	<b>12,456</b>	<b>1.16</b>
Fairbury (Jefferson)	3,663	45,189	12,337	1.14
Tecumseh (Johnson)	1,586	15,045	9,486	0.88
Lincoln (Lancaster)	254,001	2,925,600	11,518	1.07
Nebraska City (Otoe)	6,869	99,911	14,545	1.35
Pawnee City (Pawnee)	863	4,824	5,590	0.52
Crete (Saline)	6,290	51,795	8,235	0.76

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2010

Chart 9

**2009 Retail Sales (NMV) Pull Factors  
 Nebraska, Beatrice, and Selected Area Cities**

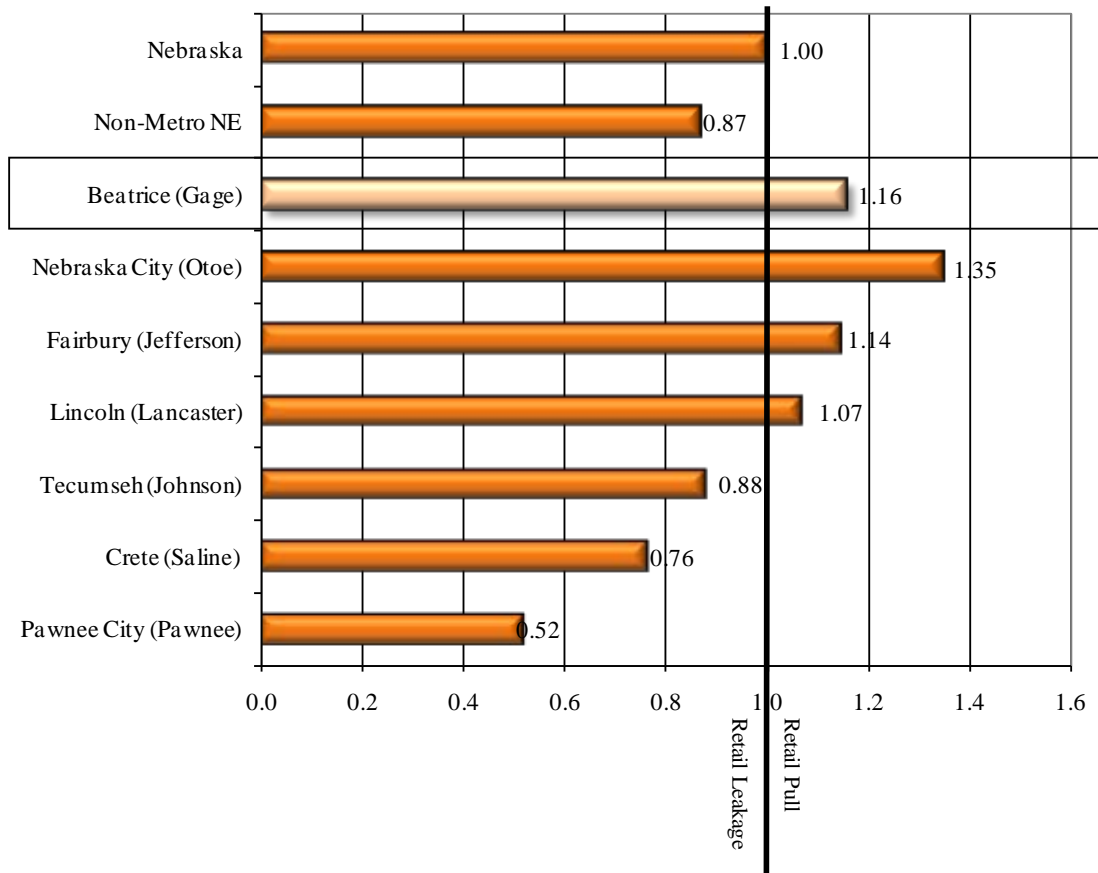


Table 14 and Chart 10 further breakdown the 2009 pull factors into the communities reporting retail sales figures within Gage County. As this table indicates, the community of Pickrell had the strongest pull factor (2.42) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.74 for Gage County in 2009.

Table 14

**2009 Retail Sales (NMV) Pull Factors  
 Nebraska, Beatrice, and Available Gage County Communities**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
<b>Gage County</b>	<b>22,852</b>	<b>188,474</b>	<b>7,967</b>	<b>0.74</b>
Adams	497	1,773	3,566	0.33
Barneston	117	(D)	(N/A)	(N/A)
<b>Beatrice</b>	<b>12,564</b>	<b>156,497</b>	<b>12,456</b>	<b>1.16</b>
Blue Springs	362	266	734	0.07
Clatonia	257	995	3,873	0.36
Cortland	483	1,707	3,534	0.33
Filley	169	738	4,365	0.40
Liberty	83	(D)	(N/A)	(N/A)
Odell	322	2,718	8,440	0.78
Pickrell	176	4,589	26,075	2.42
Virginia	65	181	2,783	0.26
Wymore	1,558	5,501	3,531	0.33

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2010

(D) Data withheld to avoid individual disclosure

(NA) Data not available

Chart 10

**2009 Retail Sales (NMV) Pull Factors, Nebraska,  
 Beatrice, and Available Gage County Communities**

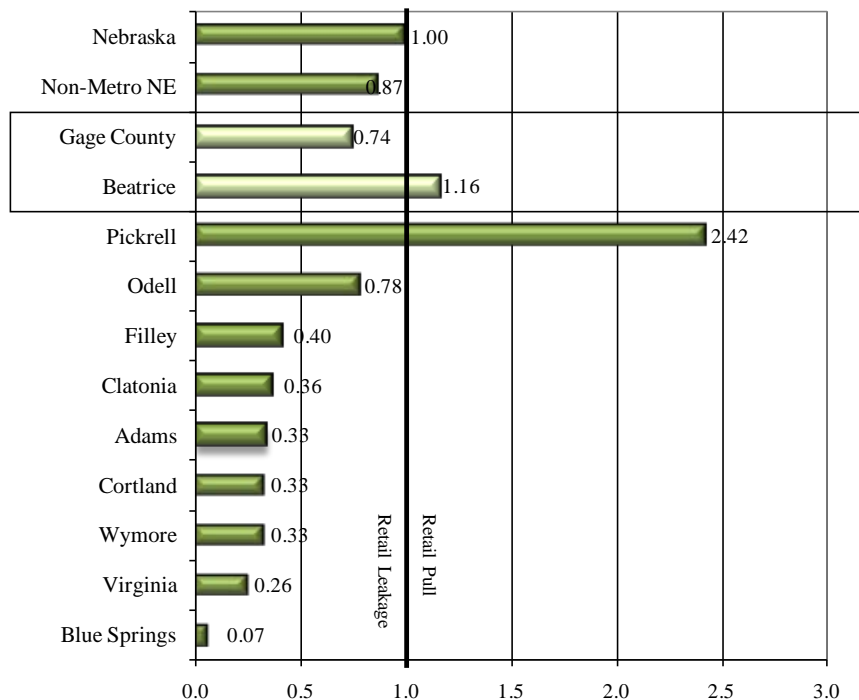


Table 15 (sorted by population) and Chart 11 (sorted by pull factor) show the 2009 pull factors for Nebraska, Beatrice, and eight other similarly sized communities selected from around the state. Scottsbluff's pull factor of 2.24 leads the group for 2009 thus indicating Scottsbluff has greater retail pull.

Table 15

**2009 Retail Sales (NMV) Pull Factors  
 Beatrice & Other Similarly Sized Nebraska Communities**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
<b>Beatrice (Gage)</b>	<b>12,564</b>	<b>156,497</b>	<b>12,456</b>	<b>1.16</b>
Gering (Scotts Bluff)	7,738	54,957	7,102	0.66
Alliance (Box Butte)	8,002	126,811	15,847	1.47
Lexington (Dawson)	10,275	135,430	13,180	1.22
South Sioux City (Dakota)	12,213	127,664	10,453	0.97
Scottsbluff (Scotts Bluff)	14,886	359,763	24,168	2.24
La Vista (Sarpy)	16,887	182,170	10,788	1.00
Columbus (Platte)	21,914	331,861	15,144	1.40
Norfolk (Madison)	23,272	468,323	20,124	1.87

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2010

Chart 11

**2009 Retail Sales (NMV) Pull Factors, Nebraska,  
 Beatrice & Other Similarly Sized Nebraska Communities**

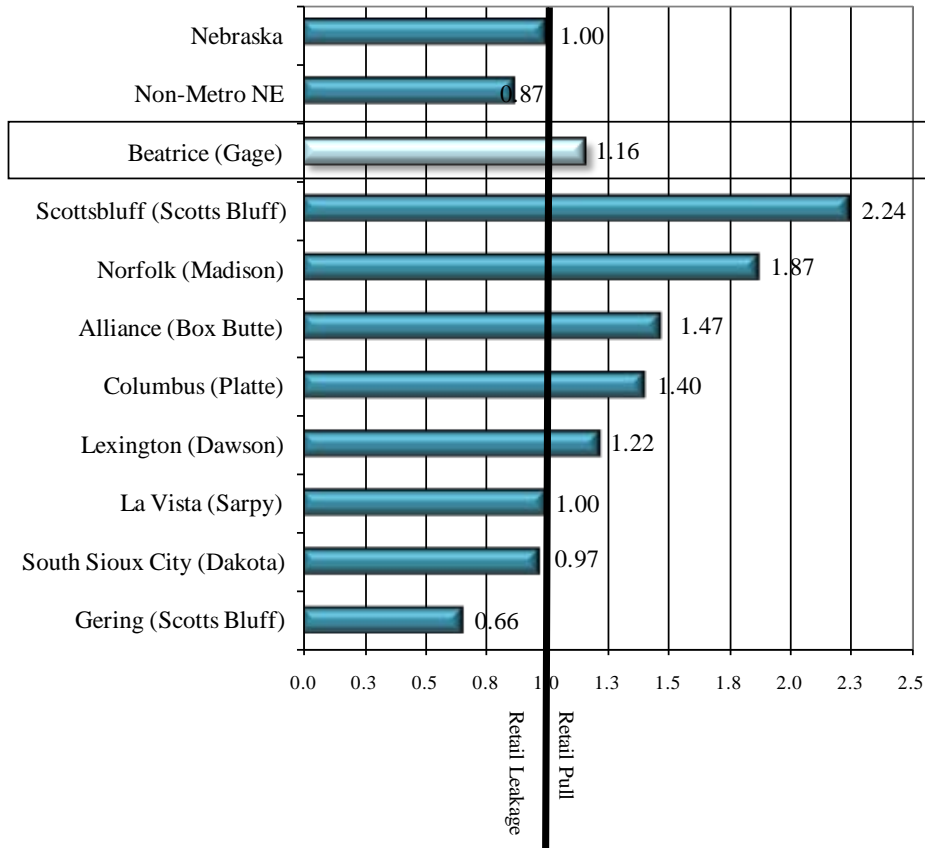
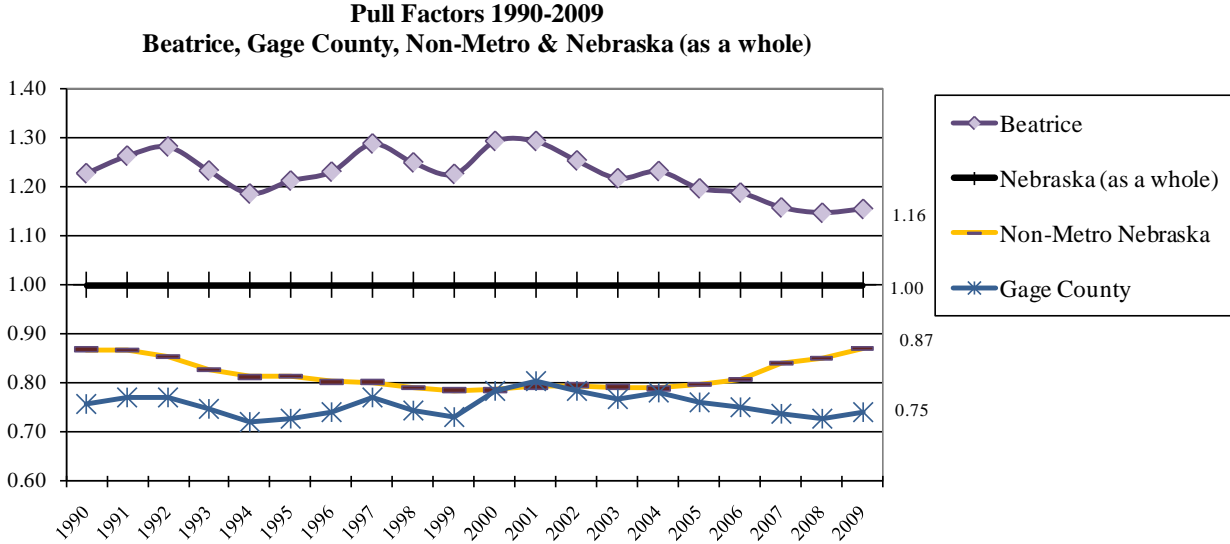


Chart 12 illustrates the pull factor trend for Beatrice, Gage County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2009. In examining the time line, the city of Beatrice’s pull factor has remained relatively stable since 1990. Data within Gage County (as a whole) have shown retail pull below the non-metropolitan Nebraska average throughout the same time period.

Chart 12



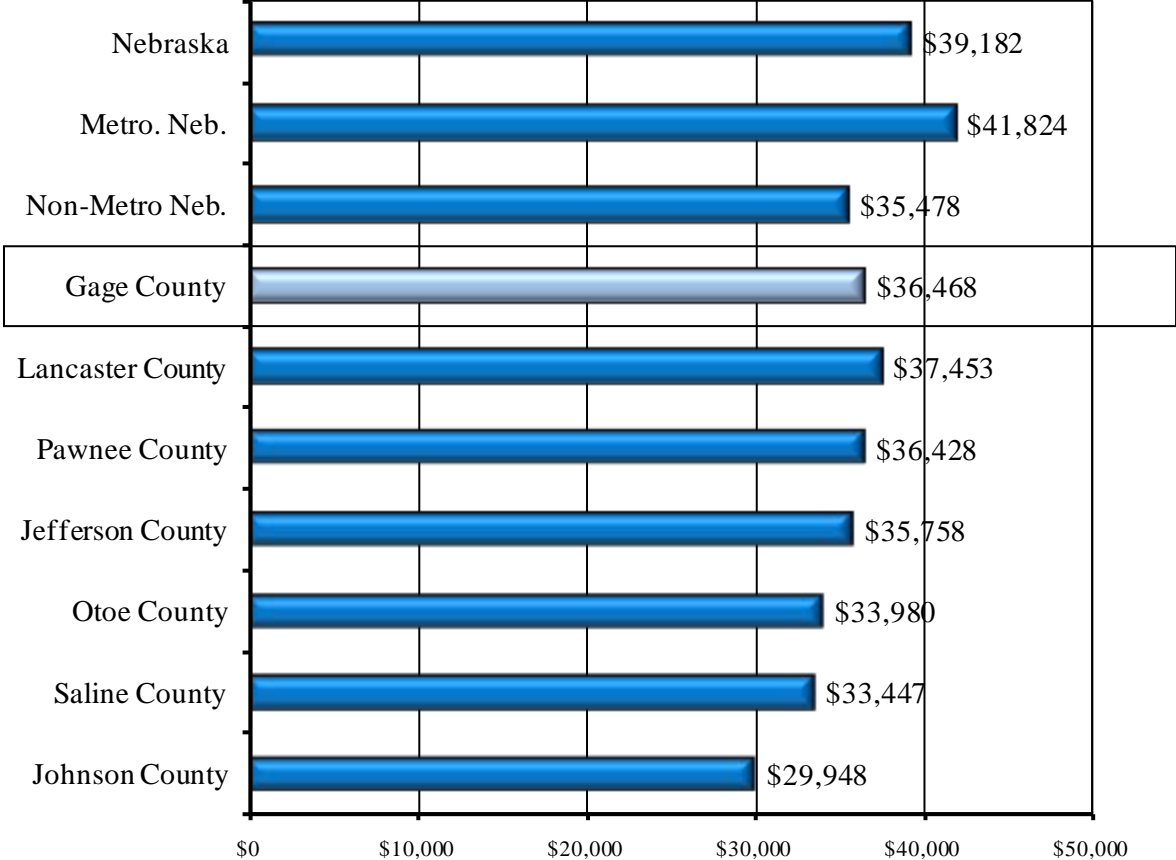
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2010

**Per Capita Personal Income**

Per capita personal income in Gage County was \$36,468 in 2008 the last year in which such data are available. Gage County’s per capita income is \$2,714 or 6.9 percent less than that for Nebraska as a whole (\$39,182); \$5,356 or 12.8 percent less than metropolitan Nebraska (\$41,824); and \$990 or 2.8 percent greater than non-metropolitan Nebraska (\$35,478).

Chart 13

**Per Capita Personal Income, 2008  
 Nebraska, Gage County, and Surrounding Counties**



Source: Bureau of Economic Analysis, U.S. Department of Commerce, May 2010

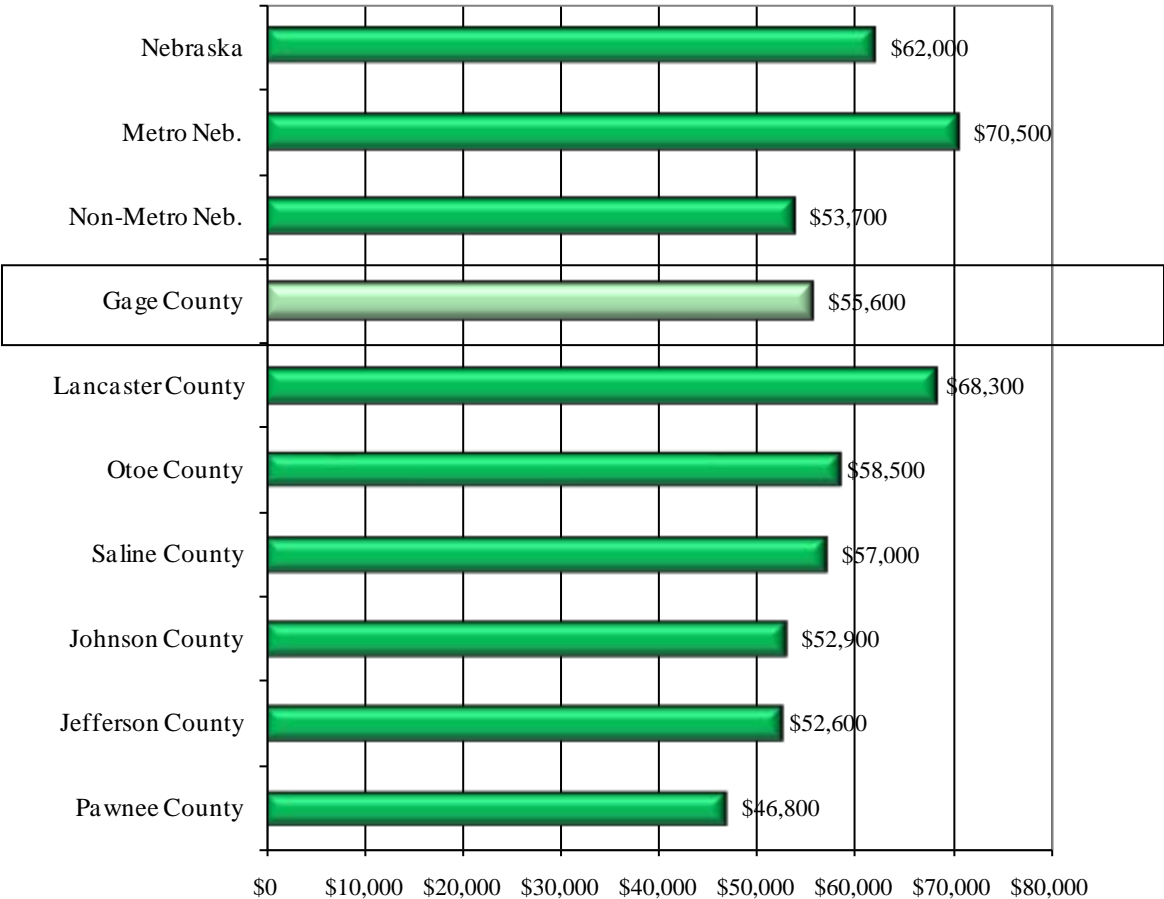
**Median Family Income**

Median family income provides a different perspective of income levels in Nebraska, Gage 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 Gage County is estimated to be \$55,600 in 2009. This amount is \$6,400 or 10.3 percent less than the median family income for Nebraska as a whole (\$62,000); \$14,900 or 21.1 percent less than metropolitan Nebraska (\$70,500); and \$1,900 or 3.5 percent greater than non-metro median family income (\$53,700) in 2009.

Chart 14

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



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