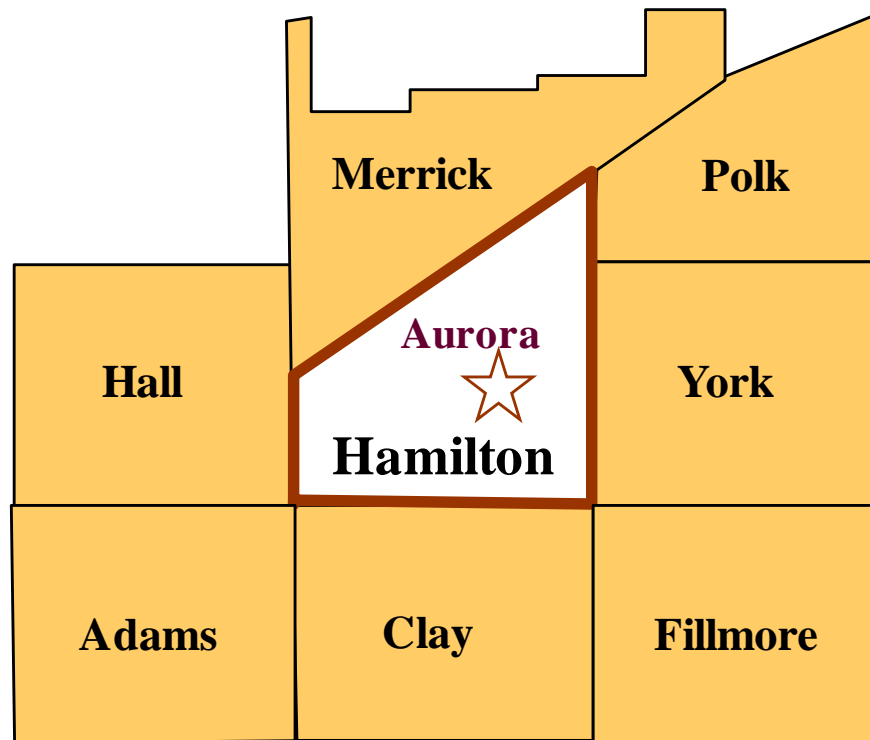


# Economic and Demographic Trends

Aurora, Hamilton County,  
and the Surrounding Area



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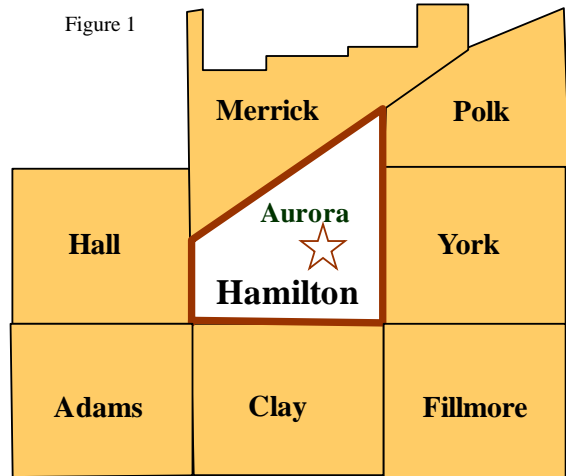
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## Economic and Demographic Trends in Aurora, Hamilton County, and the Surrounding Area

This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the city of Aurora and Hamilton 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 Hamilton County, other counties included in this area are Adams, Clay, Fillmore, Hall, Merrick, Polk, and York. The retail sales section also compares retail growth between Aurora 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 Hamilton 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

Data were withheld in five of the employment sectors in an attempt to avoid disclosure of individual reporting units. For the purposes of this study, a Combined sector has been created consisting of the Natural Resources & Construction; Trade; Information; Professional & Business Services; and Education & Health Services sectors. When comparing Hamilton 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 Leisure & Hospitality; Transportation, Warehousing & Utilities; and Combined sectors. Deviations from the non-metropolitan state distribution of employment are noted in Chart 1 (next page). The more significant deviations include the following:

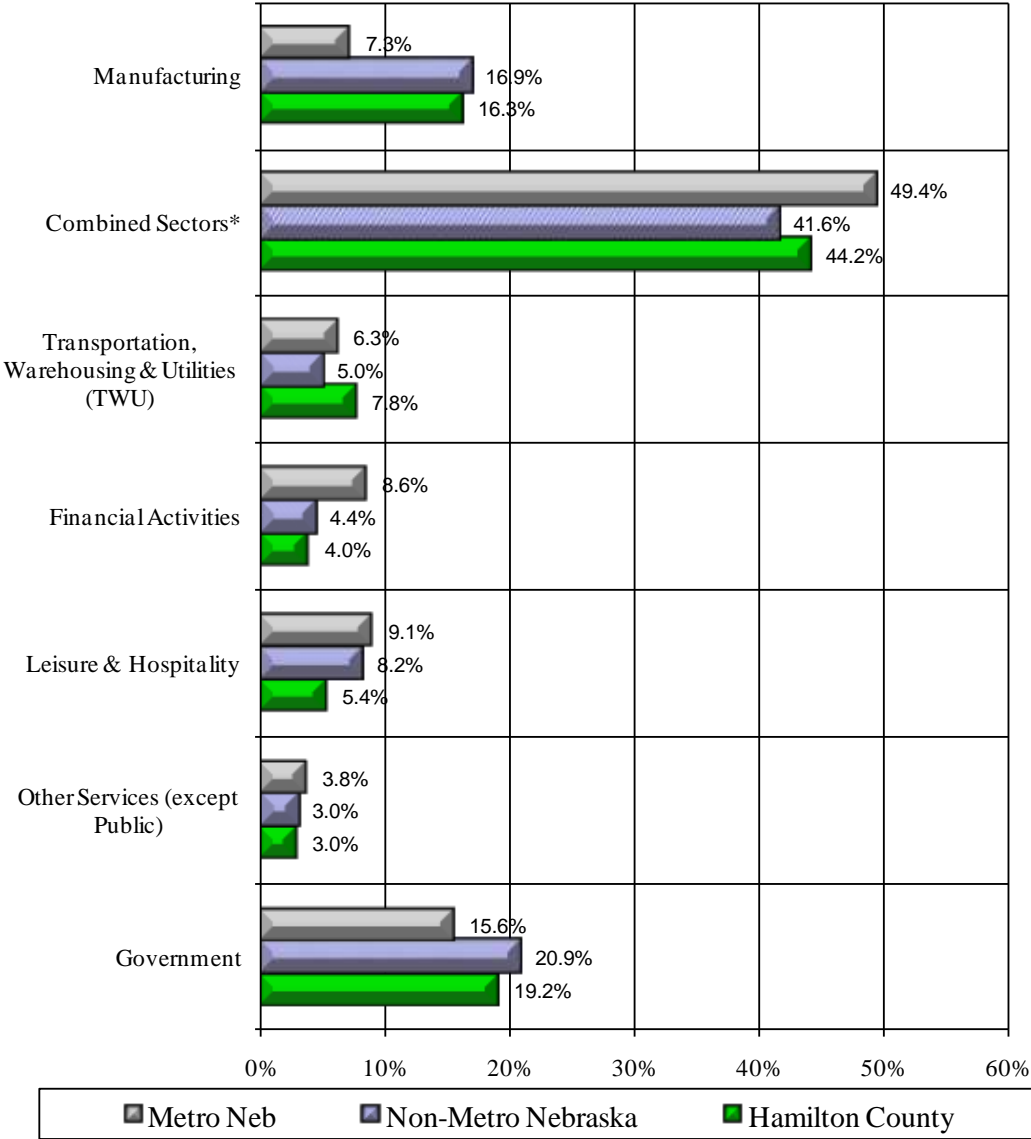
- Leisure & Hospitality (5.4 percent Hamilton County vs. 8.2 percent non-metropolitan)
- Transportation, Warehousing & Utilities (7.8 percent Hamilton County vs. 5.0 percent non-metropolitan)
- Combined (44.2 percent Hamilton County vs. 41.6 percent non-metropolitan)

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

The largest deviation between Hamilton County and non-metropolitan Nebraska employment sectors falls in two sectors: Leisure & Hospitality and Transportation, Warehousing & Utilities having 5.4 percent employment (186 employees) and 7.8 percent (270 employees) respectfully. This compares to non-metropolitan Nebraska employment at 8.2 percent for Leisure & Hospitality and 5.0 percent for Transportation, Warehousing & Utilities. Comparing Hamilton County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (16.3 percent Hamilton County vs. 7.3 percent metropolitan Nebraska).

Chart 1

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



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

\* Combined Sector. Due to data being withheld to avoid disclosure of individual reporting units, the following sectors have been combined: Natural Resources, Trade, Information, Professional & Business Services, and Education & Health Services.

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Hamilton 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 Hamilton County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Hamilton County increased 29.9 percent (798 jobs) between 2001 and 2008.

Table 1 also provides employment data for Hamilton County by major economic sector for years 2001–2008. The Transportation, Warehousing & Utilities sector recorded the largest percentage and actual increase of those reporting during the study time period (210.3 percent or 183 jobs).

Table 1

**Non-Farm Wage & Salary Employment Trends, Hamilton County, Nebraska**

Selected Years: 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
<b>Non-farm Employment (W&amp;S)</b>	<b>2,671</b>	<b>2,926</b>	<b>2,851</b>	<b>2,890</b>	<b>3,034</b>	<b>3,057</b>	<b>3,295</b>	<b>3,469</b>	<b>29.9</b>
Manufacturing	(D)	(D)	(D)	548	593	589	603	567	(N/A)
Durable Goods	76	73	81	(D)	(D)	(D)	(D)	(D)	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
<b>Non-manufacturing</b>									
Natural Resources & Construction	66	(D)	(D)	81	79	83	130	(D)	(N/A)
Trade	416	408	408	423	423	422	(D)	(D)	(N/A)
Wholesale Trade	170	142	104	111	107	119	(D)	(D)	(N/A)
Retail Trade	247	266	304	313	316	303	305	300	21.5
Transportation, Warehousing & Utilities	87	96	108	124	187	206	239	270	210.3
Information	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Financial Activities	164	160	158	146	144	138	133	139	-15.2
Professional & Business Services	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Education & Health Services	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Leisure and Hospitality	224	220	221	214	194	186	194	186	-17.0
Other Services, except Public	110	108	105	106	120	119	113	105	-4.5
<b>Government</b>	<b>609</b>	<b>621</b>	<b>616</b>	<b>622</b>	<b>625</b>	<b>625</b>	<b>617</b>	<b>667</b>	<b>9.5</b>
Federal	41	41	42	40	40	38	38	40	-2.4
State	17	17	22	26	27	30	15	25	47.1
Local	551	564	552	556	559	557	565	602	9.3

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

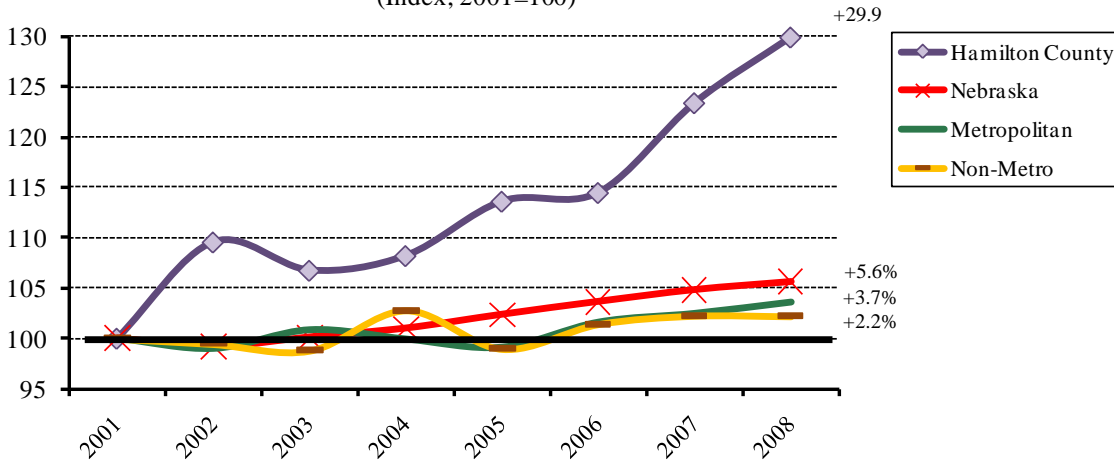
Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure

(N/A) Data not available

Chart 2 compares total non-farm wage and salary employment growth in Hamilton 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 Hamilton County increased 29.9 percent (798 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.

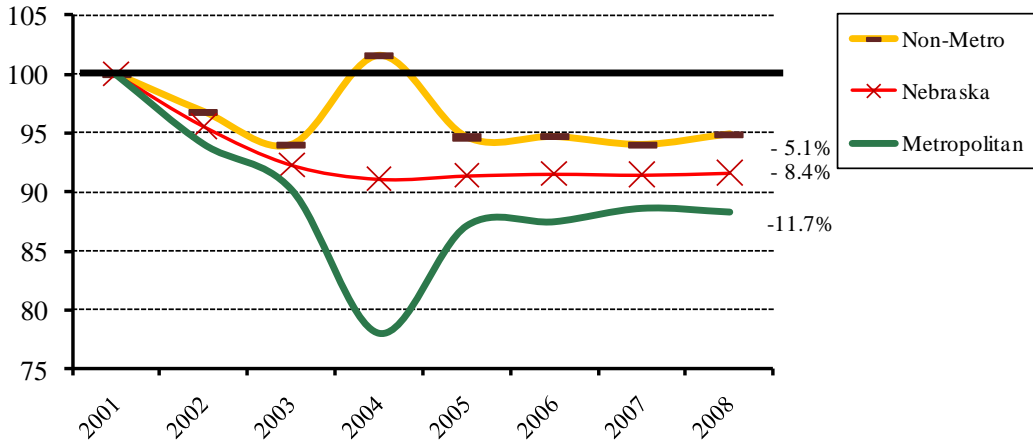
Chart 2  
**Non-Farm (W&S) Employment, Hamilton County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2008**  
 (Index, 2001=100)



Source: Labor Force & Work Force Summary, April 2009

Chart 3 presents data on manufacturing wage and salary employment growth for Hamilton County, Nebraska, metropolitan, and non-metropolitan areas. Because Manufacturing data were withheld for Hamilton County, the following chart represents other areas of the state. Non-metropolitan Nebraska experienced a 5.1 percent decline in Manufacturing between 2001 and 2008. This compares to 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, Hamilton 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 Hamilton 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 an 18.4 percent increase (916 people) in the number of Hamilton County residents participating in the labor force between 2001 and 2008.

The percent of those unemployed in Hamilton County grew 12.6 percent (16 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 Hamilton County unemployment rate was 2.4 percent in 2008; significantly below that for metropolitan Nebraska (3.4 percent), Nebraska as a whole (3.3 percent), and non-metropolitan Nebraska (3.2 percent).

Table 2

**Labor Force & Employment Trends, Hamilton County, Nebraska**

Selected Years: 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
<b>Labor Force</b>	<b>4,979</b>	<b>5,287</b>	<b>5,342</b>	<b>5,364</b>	<b>5,456</b>	<b>5,450</b>	<b>5,676</b>	<b>5,895</b>	<b>18.4</b>
Unemployment	127	161	200	171	150	121	124	143	12.6
Unemployment Rate	2.6	3.0	3.7	3.2	2.7	2.2	2.2	2.4	(N/A)
Employment	4,852	5,127	5,142	5,193	5,306	5,329	5,552	5,752	18.5

Labor Force & Work Force Summary, 2001-2008, Annually, Hamilton 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 Aurora and Hamilton 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 Aurora and Hamilton County is 2006.

Table 3A shows employment locations for Aurora residents in the workforce or in other words, a commute shed report. The Census identified 2,026 workforce participants living within Aurora city limits. Approximately half of Aurora workers (46.1 percent or 934 people) also reside within the city limits leaving 53.9 percent of the labor force (1,092 people) commuting from outside the city limits for employment within the city. Approximately 40 percent of those residing within city limits (823 people) travel outside the county line for work and approximately 8 residents or 0.4 percent of Aurora 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 Aurora Commute Shed Report, 2006**

Where City of Aurora Workforce Participants are Employed

	Count	Share
<b>Total Primary Jobs</b>	2,026	100%
<b>Live in Aurora - Work Elsewhere City</b>		
<b>Aurora, Nebraska</b>	<b>934</b>	<b>46.1%</b>
Grand Island, Nebraska	340	16.8%
Lincoln, Nebraska	55	2.7%
York, Nebraska	53	2.6%
Kearney, Nebraska	35	1.7%
Columbus, Nebraska	31	1.5%
Central City, Nebraska	28	1.4%
Omaha, Nebraska	25	1.2%
Hastings, Nebraska	20	1.0%
Hampton, Nebraska	13	0.6%
All Other Locations	492	24.3%
<b>Total Residents Working Outside Aurora:</b>	<b>1,092</b>	<b>53.9%</b>

<b>Live in Aurora - Work Elsewhere County</b>		
<b>Hamilton Co., Nebraska</b>	<b>1,203</b>	<b>59.4%</b>
Hall Co., Nebraska	380	18.8%
York Co., Nebraska	79	3.9%
Lancaster Co., Nebraska	60	3.0%
Buffalo Co., Nebraska	49	2.4%
Merrick Co., Nebraska	40	2.0%
Platte Co., Nebraska	36	1.8%
Adams Co., Nebraska	28	1.4%
Douglas Co., Nebraska	25	1.2%
Seward Co., Nebraska	11	0.5%
All Other Locations	115	5.7%
<b>Total Residents Working Outside Aurora County:</b>	<b>823</b>	<b>40.6%</b>

<b>Live in Aurora - Work Elsewhere State</b>		
<b>Nebraska</b>	<b>2,018</b>	<b>99.6%</b>
Colorado	4	0.2%
Florida	2	0.1%
Missouri	1	0.0%
Kansas	1	0.0%
All Other Locations	0	0.0%
<b>Total Residents Working Outside Nebraska:</b>	<b>8</b>	<b>0.4%</b>

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

Table 3B examines the commute shed area for Hamilton County. The Census identified 3,912 workforce participants living within the county borders. As Table 3B shows, 66.4 percent of Hamilton County’s labor force participants (2,596 people) work in a location other than the city of Aurora. More than 50 percent (51.2 percent) of Hamilton County workforce residents (2,002 people) work outside Hamilton County and approximately 16 residents or 0.4 percent of Hamilton County workforce residents leave the state boundaries for work.

Table 3B

### Hamilton County Commute Shed Report, 2006

Where Hamilton County Workforce Participants are Employed

	Count	Share
<b>Total Primary Jobs</b>	3,912	100%
<b>Live in Hamilton County - Work Elsewhere City</b>		
<b>Aurora, Nebraska</b>	<b>1,316</b>	<b>33.6%</b>
Grand Island, Nebraska	767	19.6%
York, Nebraska	137	3.5%
Lincoln, Nebraska	118	3.0%
Central City, Nebraska	107	2.7%
Hastings, Nebraska	66	1.7%
Omaha, Nebraska	65	1.7%
Kearney, Nebraska	63	1.6%
Columbus, Nebraska	56	1.4%
Hampton, Nebraska	53	1.4%
All Other Locations	1,164	29.8%
<b>Total Residents Working Outside Aurora:</b>	<b>2,596</b>	<b>66.4%</b>

<b>Live in Hamilton County - Work Elsewhere County</b>		
<b>Hamilton Co., Nebraska</b>	<b>1,910</b>	<b>48.8%</b>
Hall Co., Nebraska	872	22.3%
York Co., Nebraska	233	6.0%
Merrick Co., Nebraska	147	3.8%
Lancaster Co., Nebraska	131	3.3%
Buffalo Co., Nebraska	88	2.2%
Adams Co., Nebraska	84	2.1%
Douglas Co., Nebraska	66	1.7%
Platte Co., Nebraska	62	1.6%
Polk Co., Nebraska	34	0.9%
All Other Locations	285	7.3%
<b>Total Residents Working Outside Hamilton County:</b>	<b>2,002</b>	<b>51.2%</b>

<b>Live in Hamilton County - Work Elsewhere State</b>		
<b>Nebraska</b>	<b>3,896</b>	<b>99.6%</b>
Colorado	5	0.1%
Kansas	4	0.1%
Missouri	2	0.1%
Florida	2	0.1%
All Other Locations	3	0.1%
<b>Total Residents Working Outside Nebraska:</b>	<b>16</b>	<b>0.4%</b>

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

People also commute from other cities and counties of residence to work in Aurora and Hamilton County – this is the labor shed area. The Census identified 1,849 primary jobs within the Aurora city limits. Table 3C examines the labor shed area for jobs within the city of Aurora. The table shows 49.5 percent or 915 workers in the city of Aurora travel from outside city limits. The table also identifies 533 workers (28.8 percent of the workforce) who travel from outside Hamilton County boundaries and 8 workers (0.4 percent of the workforce) who travel from outside state borders to work inside the city limits of Aurora.

Table 3C

### **City of Aurora Labor Shed Report, 2006**

Where Workers Live who are Employed in the City of Aurora

	<b>Count</b>	<b>Share</b>
<b>Total Primary Jobs</b>	1,849	100%
<b>Work in Aurora - Live Elsewhere City</b>		
<b>Aurora, Nebraska</b>	<b>934</b>	<b>50.5%</b>
Grand Island, Nebraska	72	3.9%
Hampton, Nebraska	32	1.7%
York, Nebraska	27	1.5%
Marquette, Nebraska	26	1.4%
Giltner, Nebraska	25	1.4%
Phillips, Nebraska	24	1.3%
Central City, Nebraska	24	1.3%
Hastings, Nebraska	20	1.1%
Hordville, Nebraska	17	0.9%
All Other Locations	648	35.0%
<b>Total Workers Living Outside Aurora:</b>	<b>915</b>	<b>49.5%</b>

<b>Work in Aurora - Live Elsewhere County</b>		
<b>Hamilton Co., Nebraska</b>	<b>1,316</b>	<b>71.2%</b>
Hall Co., Nebraska	100	5.4%
York Co., Nebraska	61	3.3%
Merrick Co., Nebraska	48	2.6%
Clay Co., Nebraska	35	1.9%
Buffalo Co., Nebraska	26	1.4%
Adams Co., Nebraska	20	1.1%
Howard Co., Nebraska	19	1.0%
Polk Co., Nebraska	15	0.8%
Nuckolls Co., Nebraska	14	0.8%
All Other Locations	195	10.5%
<b>Total Workers Living Outside Aurora County:</b>	<b>533</b>	<b>28.8%</b>

<b>Work in Aurora - Work Elsewhere State</b>		
<b>Nebraska</b>	<b>1,841</b>	<b>99.6%</b>
Minnesota	8	0.4%
All Other Locations	0	0.0%
<b>Total Workers Living Outside Nebraska:</b>	<b>8</b>	<b>0.4%</b>

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

Table 3D depicts the labor shed area of those employed within Hamilton County. The Census identified 2,961 primary jobs within Hamilton County. As Table 3D indicates, 59.4 percent (1,758 people) who are employed within Hamilton County live outside of the city of Aurora. Approximately 35 percent (35.5 percent or 1,051 people) who work inside Hamilton County live outside of the county borders and 0.7 percent (20 people) live out-of-state.

Table 3D

### Hamilton County Labor Shed Report, 2002-2006

Where Workers Live who are Employed in Hamilton County

	<b>Count</b>	<b>Share</b>
<b>Total Primary Jobs</b>	2,961	100%
<b>Work in Hamilton County - Live Elsewhere City</b>		
<b>Aurora, Nebraska</b>	<b>1,203</b>	<b>40.6%</b>
Grand Island, Nebraska	243	8.2%
Hampton, Nebraska	66	2.2%
Hastings, Nebraska	56	1.9%
Phillips, Nebraska	49	1.7%
Central City, Nebraska	49	1.7%
Giltner, Nebraska	44	1.5%
York, Nebraska	43	1.5%
Marquette, Nebraska	43	1.5%
Kearney, Nebraska	32	1.1%
All Other Locations	1,133	38.3%
<b>Total Workers Living Outside Aurora:</b>	<b>1,758</b>	<b>59.4%</b>

<b>Work in Hamilton County - Live Elsewhere County</b>		
<b>Hamilton Co., Nebraska</b>	<b>1,910</b>	<b>64.5%</b>
Hall Co., Nebraska	302	10.2%
York Co., Nebraska	96	3.2%
Merrick Co., Nebraska	85	2.9%
Adams Co., Nebraska	58	2.0%
Clay Co., Nebraska	56	1.9%
Howard Co., Nebraska	47	1.6%
Buffalo Co., Nebraska	47	1.6%
Polk Co., Nebraska	20	0.7%
Platte Co., Nebraska	20	0.7%
All Other Locations	320	10.8%
<b>Total Workers Living Outside Hamilton County:</b>	<b>1,051</b>	<b>35.5%</b>

<b>Work in Hamilton County - Live Elsewhere State</b>		
<b>Nebraska</b>	<b>2,941</b>	<b>99.3%</b>
Minnesota	10	0.3%
South Dakota	6	0.2%
Iowa	4	0.1%
All Other Locations	0	0.0%
<b>Total Workers Living Outside Nebraska:</b>	<b>20</b>	<b>0.7%</b>

Source: US 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 Aurora, Hamilton County, and the surrounding area. As Table 5 indicates, Hamilton County's population increased by 7.1 percent (625 people) between 1950 and 2000. Hamilton County's population decrease of 1.1 percent (-103 people) between 2000 and 2008 compares to a 4.2 percent increase for Nebraska as a whole.

Table 4

**Population 1950-2008**  
Hamilton 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
<b>Hamilton County</b>	<b>8,778</b>	<b>8,714</b>	<b>8,867</b>	<b>9,301</b>	<b>8,862</b>	<b>9,403</b>	<b>9,379</b>	<b>9,300</b>	<b>7.1</b>	<b>-1.1</b>
Adams County	28,855	28,944	30,553	30,656	29,625	31,151	32,653	33,238	8.0	6.7
Clay County	8,700	8,717	8,266	8,106	7,123	7,039	6,651	6,270	-19.1	-10.9
Fillmore County	9,610	9,425	8,137	7,920	7,103	6,634	6,319	6,001	-31.0	-9.5
Hall County	32,186	35,757	42,851	47,690	48,925	53,534	54,193	56,401	66.3	5.4
Merrick County	8,812	8,363	8,751	8,945	8,049	8,204	7,953	7,700	-6.9	-6.1
Polk County	8,044	7,210	6,468	6,320	5,668	5,639	5,312	5,122	-29.9	-9.2
York County	14,346	13,724	13,685	14,798	14,428	14,598	14,042	14,199	1.8	-2.7

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

Table 5 data reveal the majority of Hamilton County communities experienced population growth during the 1950–2000 time period. The city of Aurora reported a 72.1 percent increase in population (1,770 people) between 1950 and 2000. Aurora experienced a 0.6 percent decrease in population (-27 people) between 2000 and 2008. The rural areas outside of the selected communities experienced a 31.5 percent decrease (-1,622 people) during the 1950–2000 time period and a population decrease of 0.6 percent (-22 people) during the 2000 to 2008 time period.

Table 5

**Population 1950-2008**  
Hamilton County Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2004	2006	2008	% Change 1950-2000 (50 years)	% Change 2000-2008 (8 years)
<b>Hamilton County</b>	<b>8,778</b>	<b>8,714</b>	<b>8,867</b>	<b>9,301</b>	<b>8,862</b>	<b>9,403</b>	<b>9,379</b>	<b>9,249</b>	<b>9,300</b>	<b>7.1</b>	<b>-1.1</b>
<b>Aurora</b>	<b>2,455</b>	<b>2,576</b>	<b>3,180</b>	<b>3,717</b>	<b>3,879</b>	<b>4,225</b>	<b>4,205</b>	<b>4,156</b>	<b>4,198</b>	<b>72.1</b>	<b>-0.6</b>
Giltner	284	293	408	400	367	389	394	399	401	37.0	3.1
Hampton	289	331	387	419	463	439	431	421	418	51.9	-4.8
Hordville	116	128	147	155	163	150	147	144	143	29.3	-4.7
Marquette	218	210	239	303	284	282	277	269	266	29.4	-5.7
Phillips	190	192	341	405	316	336	332	321	317	76.8	-5.7
Stockham	82	69	65	68	64	60	59	58	57	-26.8	-5.0
<b>Total Rural Areas:</b>	<b>5,144</b>	<b>4,915</b>	<b>4,100</b>	<b>3,834</b>	<b>3,326</b>	<b>3,522</b>	<b>3,534</b>	<b>3,481</b>	<b>3,500</b>	<b>-31.5</b>	<b>-0.6</b>

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

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. Hamilton County follows this pattern having 44.2 percent out-migration occurring in the ‘15–24’ year age group (-408 people).

Table 6

**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>HAMILTON COUNTY</b>					
0 - 14	2,187	2,200	0.6	353	16.1
15 - 24	923	1,091	18.2	-408	-44.2
25 - 44	2,603	2,494	-4.2	295	11.3
45 - 64	1,723	2,182	26.6	109	6.3
Over 65	1,426	1,436	0.7	-23	-1.6
<b>Total:</b>	<b>8,862</b>	<b>9,403</b>	<b>6.1</b>	<b>326</b>	<b>3.7</b>

Table 6 (continued)

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

<b>CLAY COUNTY</b>					
0 - 14	1,605	1,515	-5.6	187	11.7
15 - 24	752	819	8.9	-306	-40.7
25 - 44	1,917	1,779	-7.2	70	3.7
45 - 64	1,454	1,659	14.1	38	2.6
Over 65	1,395	1,267	-9.2	-60	-4.3
<b>Total:</b>	<b>7,123</b>	<b>7,039</b>	<b>-1.2</b>	<b>-70</b>	<b>-1.0</b>

<b>FILLMORE COUNTY</b>					
0 - 14	1,539	1,354	-12.0	82	5.3
15 - 24	739	732	-0.9	-313	-42.4
25 - 44	1,874	1,592	-15.0	-62	-3.3
45 - 64	1,407	1,545	9.8	-3	-0.2
Over 65	1,544	1,411	-8.6	7	0.5
<b>Total:</b>	<b>7,103</b>	<b>6,634</b>	<b>-6.6</b>	<b>-289</b>	<b>-4.1</b>

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

<b>MERRICK COUNTY</b>					
0 - 14	1,850	1,831	-1.0	193	10.4
15 - 24	922	950	3.0	-316	-34.2
25 - 44	2,159	2,030	-6.0	20	0.9
45 - 64	1,681	1,956	16.4	120	7.1
Over 65	1,430	1,437	0.5	45	3.1
<b>Total:</b>	<b>8,042</b>	<b>8,204</b>	<b>2.0</b>	<b>62</b>	<b>0.8</b>

Table 6 (continued)

Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
<b>POLK COUNTY</b>					
0 - 14	1,253	1,116	-10.9	122	9.7
15 - 24	542	639	17.9	-264	-48.8
25 - 44	1,443	1,374	-4.8	167	11.6
45 - 64	1,133	1,303	15.0	48	4.2
Over 65	1,304	1,207	-7.4	37	2.9
<b>Total:</b>	<b>5,675</b>	<b>5,639</b>	<b>-0.6</b>	<b>110</b>	<b>1.9</b>

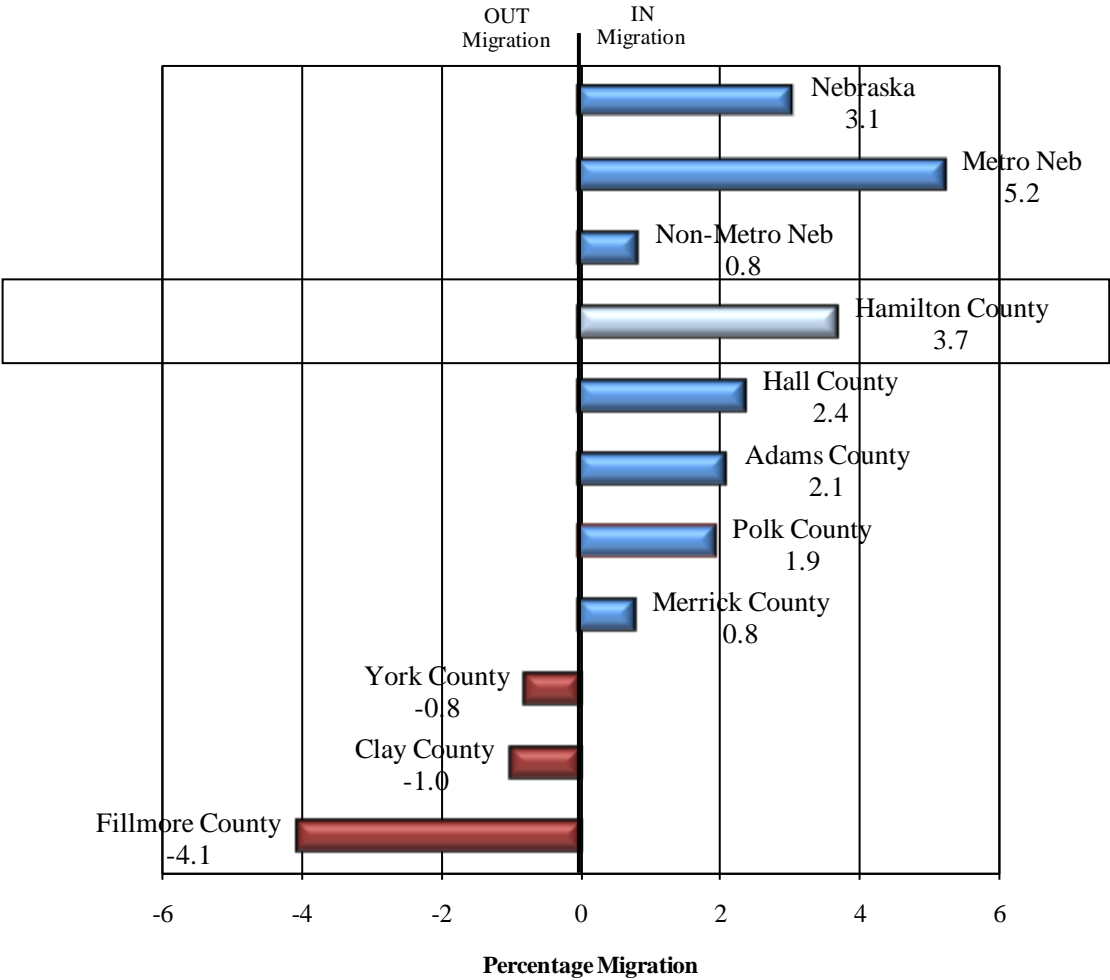
<b>YORK COUNTY</b>					
0 - 14	3,365	2,949	-12.4	7	0.2
15 - 24	1,798	2,058	14.5	-150	-8.4
25 - 44	4,108	3,707	-9.8	-149	-3.6
45 - 64	2,705	3,351	23.9	92	3.4
Over 65	2,452	2,533	3.3	86	3.5
<b>Total:</b>	<b>14,428</b>	<b>14,598</b>	<b>1.2</b>	<b>-114</b>	<b>-0.8</b>

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, Hamilton County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Hamilton County experienced in-migration of 3.7 percent of the 1990 population (326 people) while Nebraska recorded net in-migration of 3.1 percent.

Chart 4

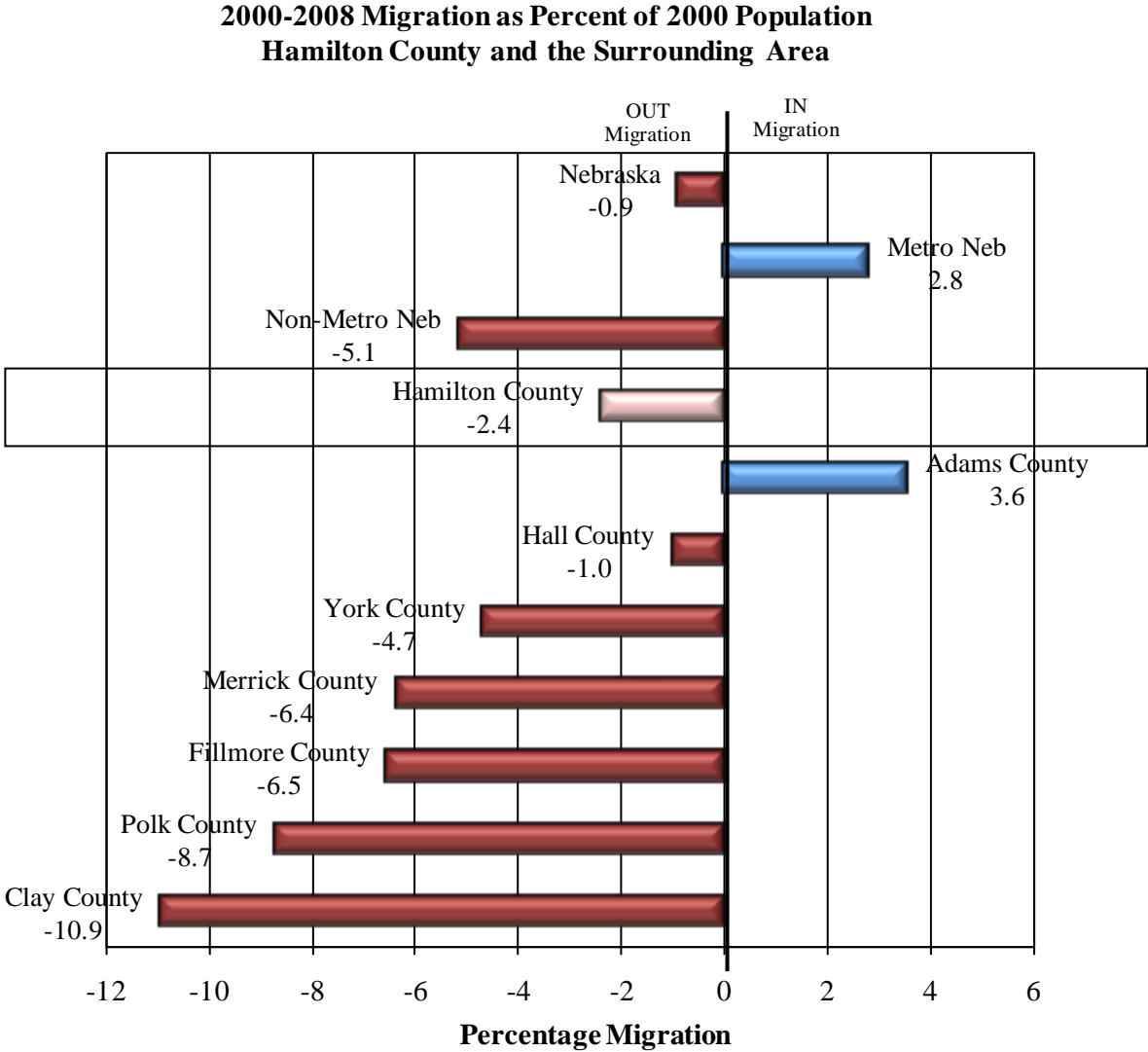
**1990-2000 Migration as Percent of 1990 Population  
 Hamilton County and the Surrounding Area**



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

Chart 5 shows the 2000–2008 migration pattern for the study area as a percentage of the 2000 population. Hamilton County’s 2.4 percent out-migration (-224 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



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 74.4 percent of those moving in to Hamilton County between 1995 and 2000 moved from other Nebraska locations (1,163 people). People also migrated in from 24 other states. Table 8 shows in-state migration flows. Migration to Hamilton County from within Nebraska came primarily from Hall, Merrick, and Lancaster Counties.

Table 7

**IN Migration - Hamilton County  
1995-2000**

"From" Location	# People	Percent
Other Nebraska Counties	1,163	74.4%
Colorado	46	2.9%
Kansas	39	2.5%
Texas	37	2.4%
Oklahoma	36	2.3%
Missouri	34	2.2%
South Dakota	27	1.7%
California	27	1.7%
Alaska	23	1.5%
Iowa	20	1.3%
Montana	16	1.0%
Other States (14)	95	6.1%
<b>Total:</b>	<b>1,563</b>	<b>100%</b>

Table 8

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

In-State Movement:	# People	Percent
Hall County	365	31.4%
Merrick County	100	8.6%
Lancaster County	95	8.2%
York County	74	6.4%
Clay County	66	5.7%
Adams County	58	5.0%
Howard County	46	4.0%
Boone County	40	3.4%
Douglas County	39	3.4%
Buffalo County	31	2.7%

Source: US Census Bureau, July 2005

Table 9 data reveal 75.4 percent of people migrating out of Hamilton County between 1995 and 2000 remained in the state of Nebraska (1,333 people). Hamilton County residents also moved to 19 other states during this time period. Looking within Nebraska, Table 10 shows the majority of people leaving Hamilton County (but staying in Nebraska) went to Hall, Lancaster, and Merrick 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 - Hamilton County  
1995-2000**

"To" Location	# People	Percent
Other Nebraska Counties	1,333	75.4%
Missouri	77	4.4%
Kansas	76	4.3%
Iowa	65	3.7%
California	41	2.3%
Wyoming	31	1.8%
Colorado	25	1.4%
Nevada	23	1.3%
Arkansas	19	1.1%
Illinois	14	0.8%
South Dakota	13	0.7%
Other States (9)	52	2.9%
<b>Total:</b>	<b>1,769</b>	<b>100%</b>

Table 10

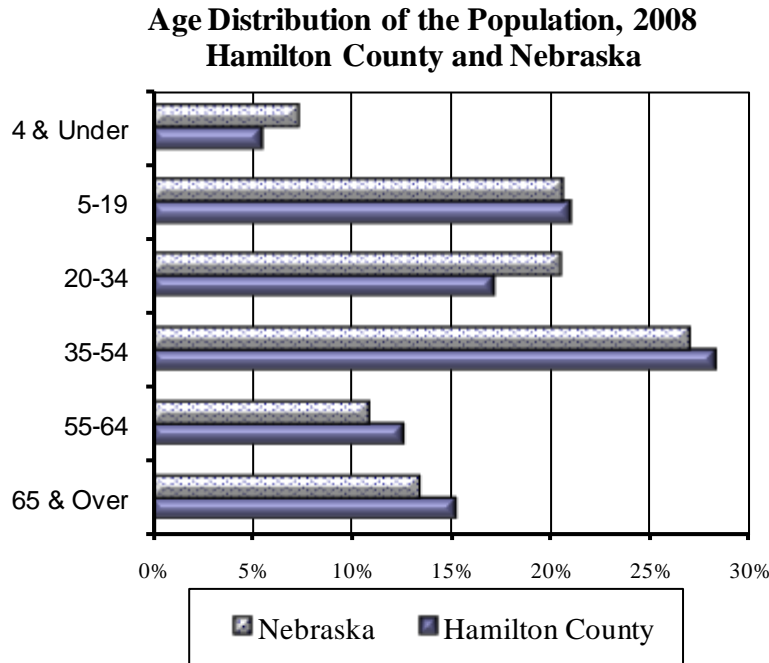
**Top 10 Migration Destinations from Hamilton County  
to Other Nebraska Locations, 1995-2000**

In-State Movement:	# People	Percent
Hall County	288	21.6%
Lancaster County	173	13.0%
Merrick County	121	9.1%
York County	106	8.0%
Buffalo County	78	5.9%
Douglas County	76	5.7%
Dawson County	63	4.7%
Adams County	62	4.7%
Clay County	47	3.5%
Washington County	43	3.2%

Source: US Census Bureau, July 2005

The following charts (Charts 6 and 7) compare the age distribution of population for Hamilton County and Nebraska as a whole. The population of Hamilton County is older than Nebraska as a whole. The median age for Hamilton County residents in 2008 was 40.3 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	Hamilton County	Nebraska	Hamilton County
<b>4 &amp; Under</b>	132,092	518	7.4%	5.6%
<b>5-19</b>	368,255	1,956	20.6%	21.0%
<b>20-34</b>	365,740	1,595	20.5%	17.2%
<b>35-54</b>	481,660	2,633	27.0%	28.3%
<b>55-64</b>	194,838	1,177	10.9%	12.7%
<b>65 &amp; Over</b>	240,847	1,421	13.5%	15.3%
<b>Total</b>	<b>1,783,432</b>	<b>9,300</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Median Age</b>	<b>36.2</b>	<b>40.3</b>		

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 Hamilton 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

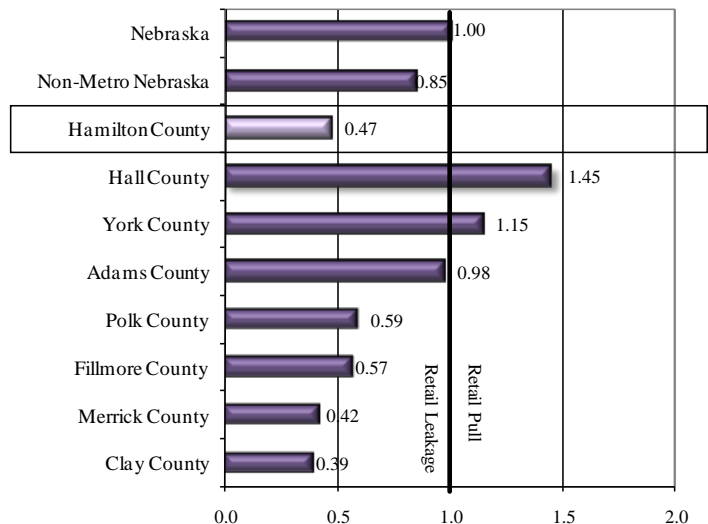
**2008 Retail Sales (Non-Motor Vehicle) Pull Factors  
Nebraska, Hamilton County, and Surrounding Counties**

	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
<b>Hamilton County</b>	<b>9,300</b>	<b>49,927</b>	<b>5,368</b>	<b>0.47</b>
Adams County	33,238	366,666	11,032	0.98
Clay County	6,270	27,907	4,451	0.39
Fillmore County	6,001	38,611	6,434	0.57
Hall County	56,401	923,152	16,368	1.45
Merrick County	7,700	36,695	4,766	0.42
Polk County	5,122	34,161	6,670	0.59
York County	14,199	183,976	12,957	1.15

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

Chart 8

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



Reviewing the pull factors at the county level indicates Hamilton County suffers from significant retail leakage. The 2008 pull factor of 0.47 indicates, on a per capita basis, retail sales in Hamilton County are approximately 53 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 Hamilton County (0.47) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Hamilton County are approximately 44 percent lower than the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 12 and Chart 9 compare the 2008 pull factors for Aurora and selected area communities. The community of Aurora’s pull factor of 0.77 indicates that, on a per capita basis, non-motor vehicle retail sales in Aurora are approximately 23 percent less than the state’s average per capita sales.

Table 12

**2008 Retail Sales (NMV) Pull Factors  
 Nebraska, Aurora, 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
<b>Aurora (Hamilton)</b>	<b>4,198</b>	<b>36,491</b>	<b>8,692</b>	<b>0.77</b>
Hastings (Adams)	25,394	356,545	14,041	1.24
Sutton (Clay)	1,317	11,636	8,835	0.78
Geneva (Fillmore)	2,037	22,581	11,085	0.98
Grand Island (Hall)	45,801	891,470	19,464	1.72
Central City (Merrick)	2,828	27,707	9,797	0.87
Stromsburg (Polk)	1,110	20,589	18,549	1.64
York (York)	7,870	163,430	20,766	1.84

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

Chart 9

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

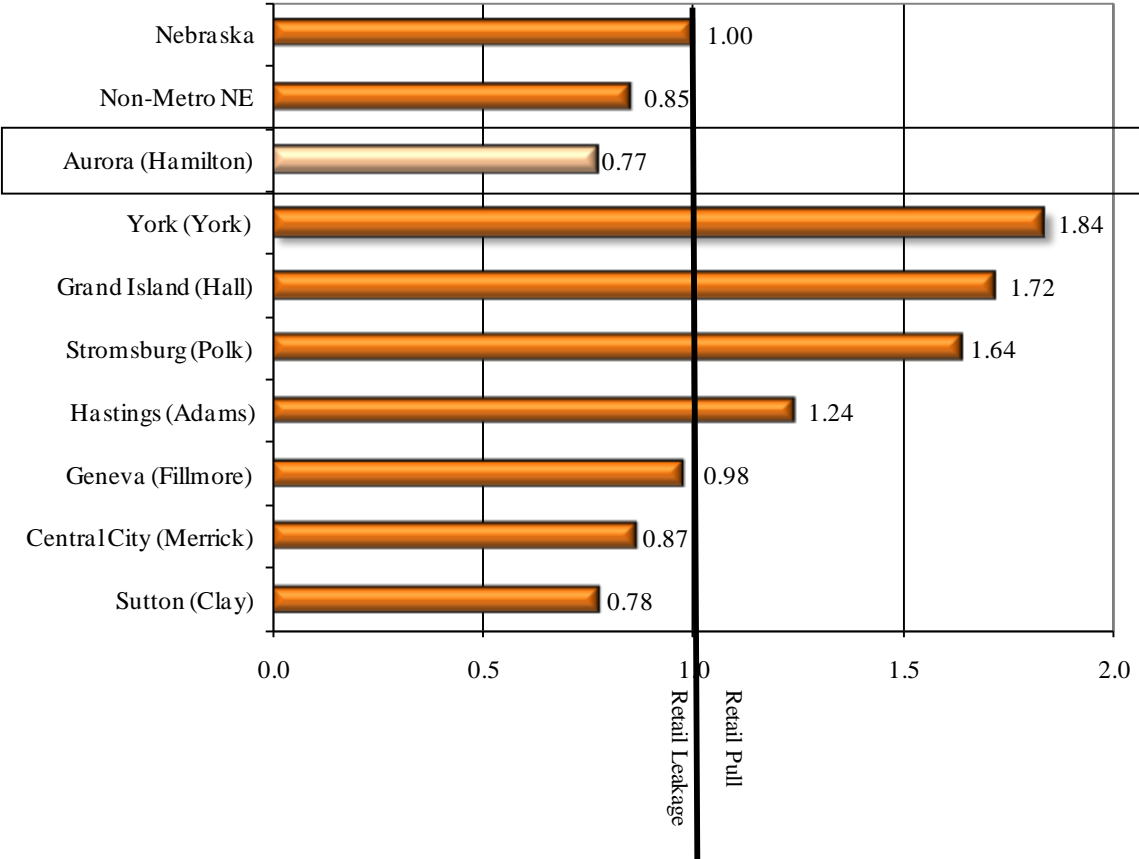


Table 13 and Chart 10 further breakdown the 2008 pull factors into the communities reporting retail sales figures within Hamilton County. As this table indicates, the community of Giltner had the strongest pull factor (1.72) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.47 for Hamilton County in 2008.

Table 13

**2008 Retail Sales (NMV) Pull Factors  
Nebraska, Aurora, and Available Hamilton 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
<b>Hamilton County</b>	<b>9,300</b>	<b>49,927</b>	<b>5,368</b>	<b>0.47</b>
<b>Aurora</b>	<b>4,198</b>	<b>36,491</b>	<b>8,692</b>	<b>0.77</b>
Giltner	401	7,797	19,444	1.72
Hampton	418	3,228	7,723	0.68
Hordville	143	607	4,244	0.38
Marquette	266	490	1,842	0.16
Phillips	317	1,017	3,209	0.28
Stockham	57	(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,  
Aurora, and Available Hamilton County Communities**

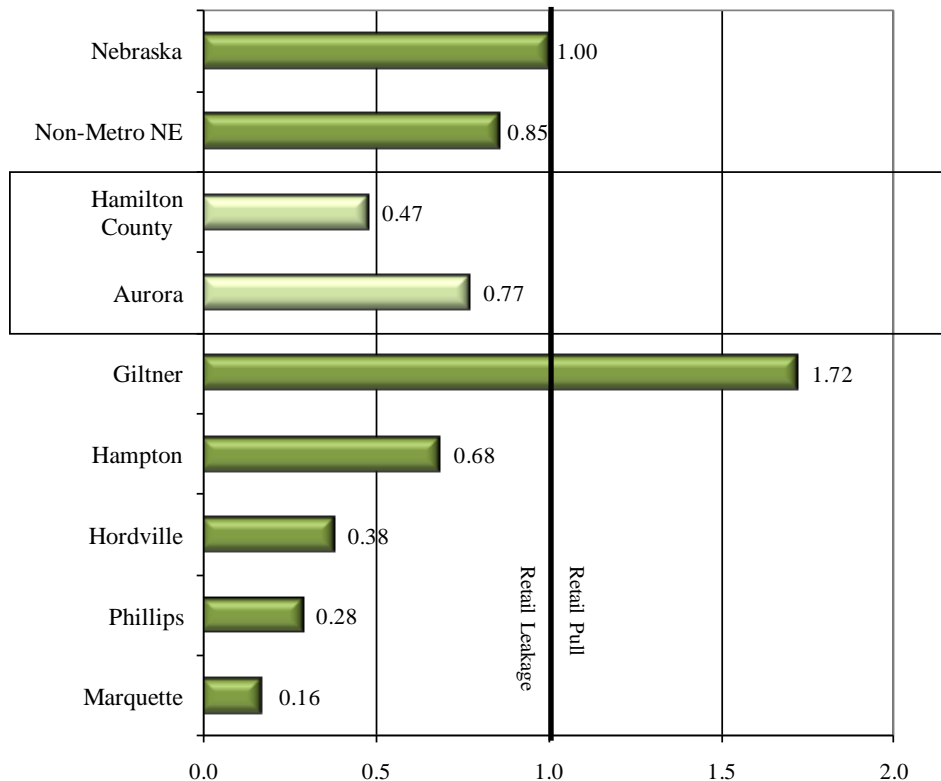


Table 14 (sorted by population) and Chart 11 (sorted by pull factor) show the 2008 pull factors for Nebraska, Aurora, and eight other similarly sized communities selected from around the state. Ogallala's pull factor of 1.61 leads the group for 2008 thus indicating Ogallala has greater retail pull.

Table 14

**2008 Retail Sales (NMV) Pull Factors  
 Aurora & 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
<b>Aurora (Hamilton)</b>	<b>4,198</b>	<b>36,491</b>	<b>8,692</b>	<b>0.77</b>
Gothenburg (Dawson)	3,693	36,080	9,770	0.86
Fairbury (Jefferson)	3,755	46,435	12,366	1.09
Wahoo (Saunders)	3,966	38,158	9,621	0.85
Falls City (Richardson)	4,017	37,161	9,251	0.82
Cozad (Dawson)	4,218	49,511	11,738	1.04
Ogallala (Keith)	4,429	80,465	18,168	1.61
Schuyler (Colfax)	5,163	30,357	5,880	0.52
Holdrege (Phelps)	5,172	69,149	13,370	1.18

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

Chart 11

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

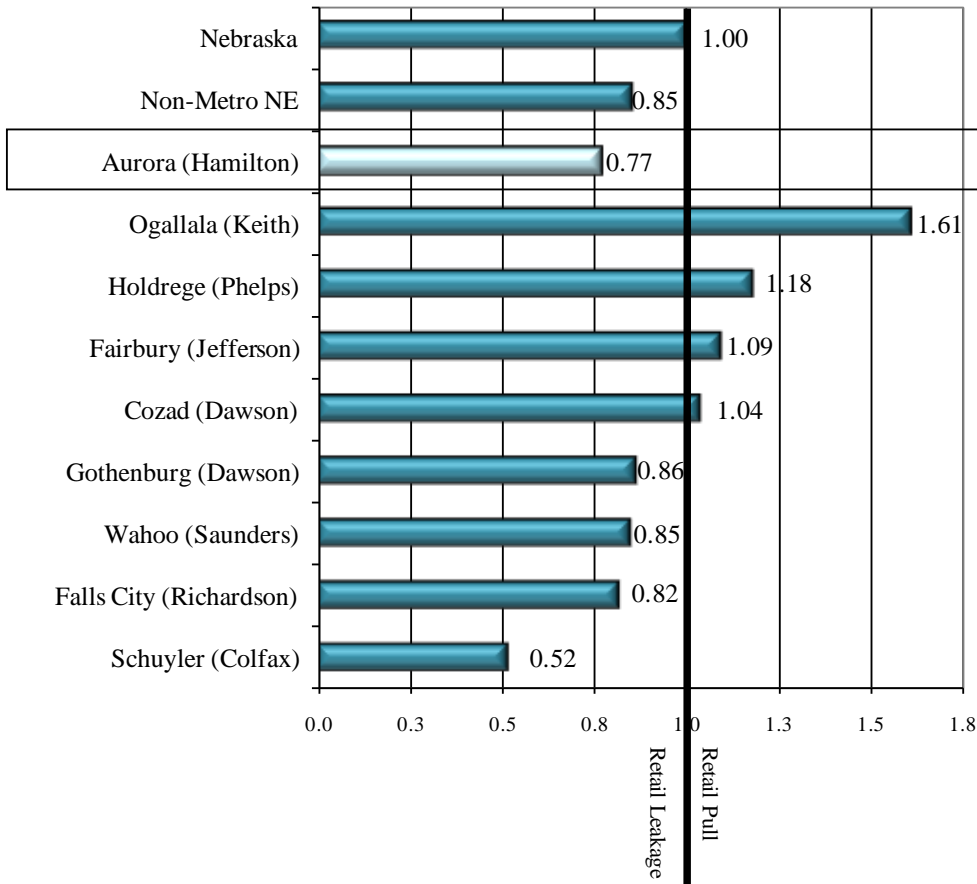
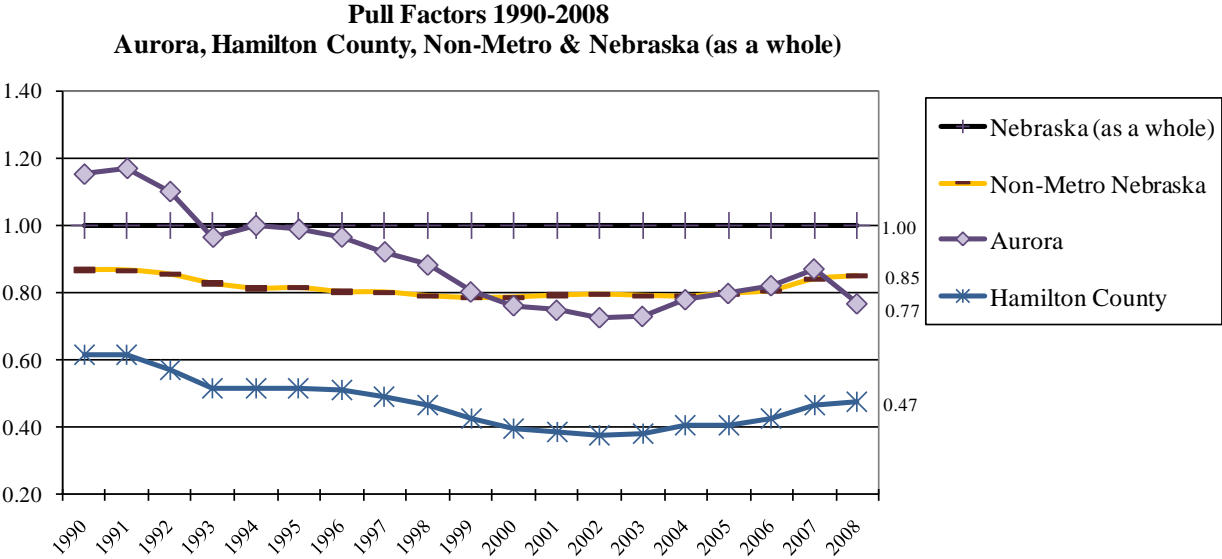


Chart 12 illustrates the pull factor trend for Aurora, Hamilton County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2008. In examining the time line, it is apparent the city of Aurora has experienced a decline in retail sales since 1990. Data within Hamilton County (as a whole) have shown retail leakage throughout the time period.

Chart 12



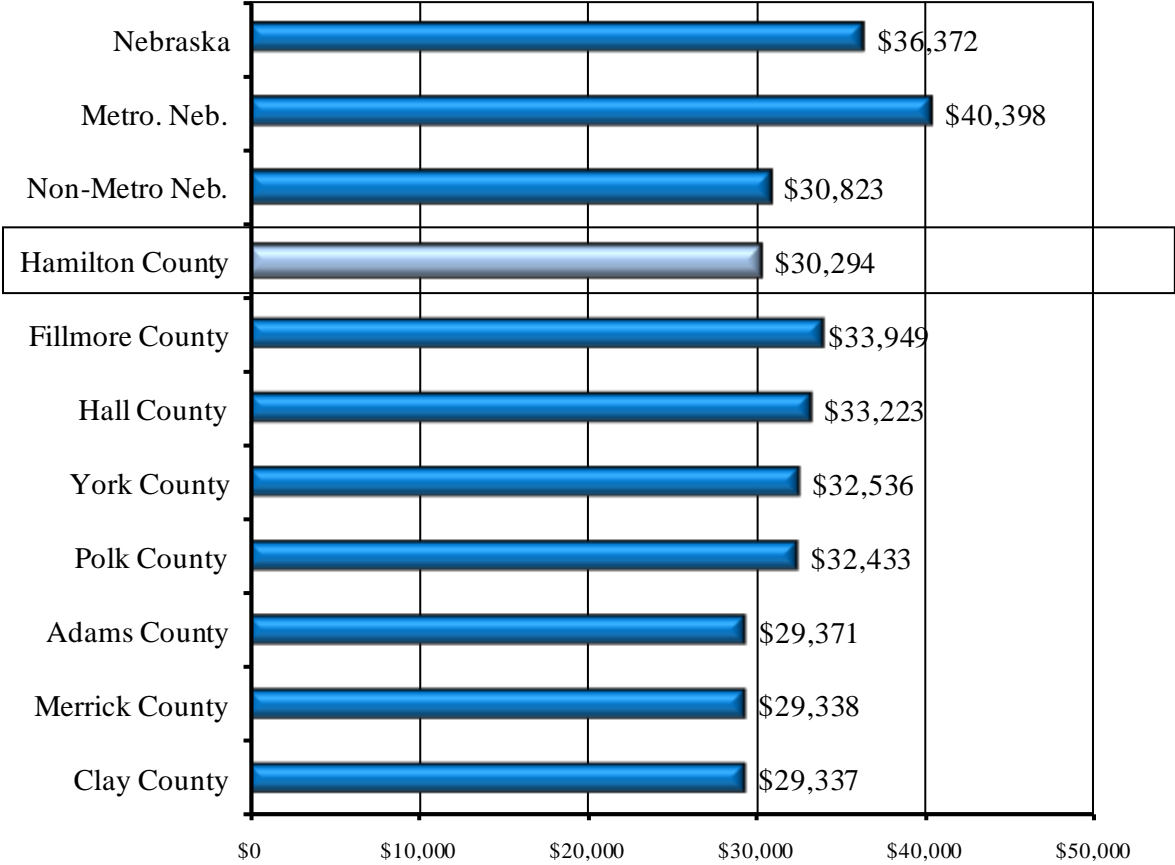
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2009

**Per Capita Personal Income**

Per capita personal income in Hamilton County was \$30,294 in 2007 the last year in which such data are available. Hamilton County’s per capita income is \$6,078 or 16.7 percent less than that for Nebraska as a whole (\$36,372); \$10,104 or 25.0 percent less than metropolitan Nebraska (\$40,398); and \$529 or 1.7 percent less than non-metropolitan Nebraska (\$30,823).

Chart 13

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



Source: Bureau of Economic Analysis, US Department of Commerce, May 2009

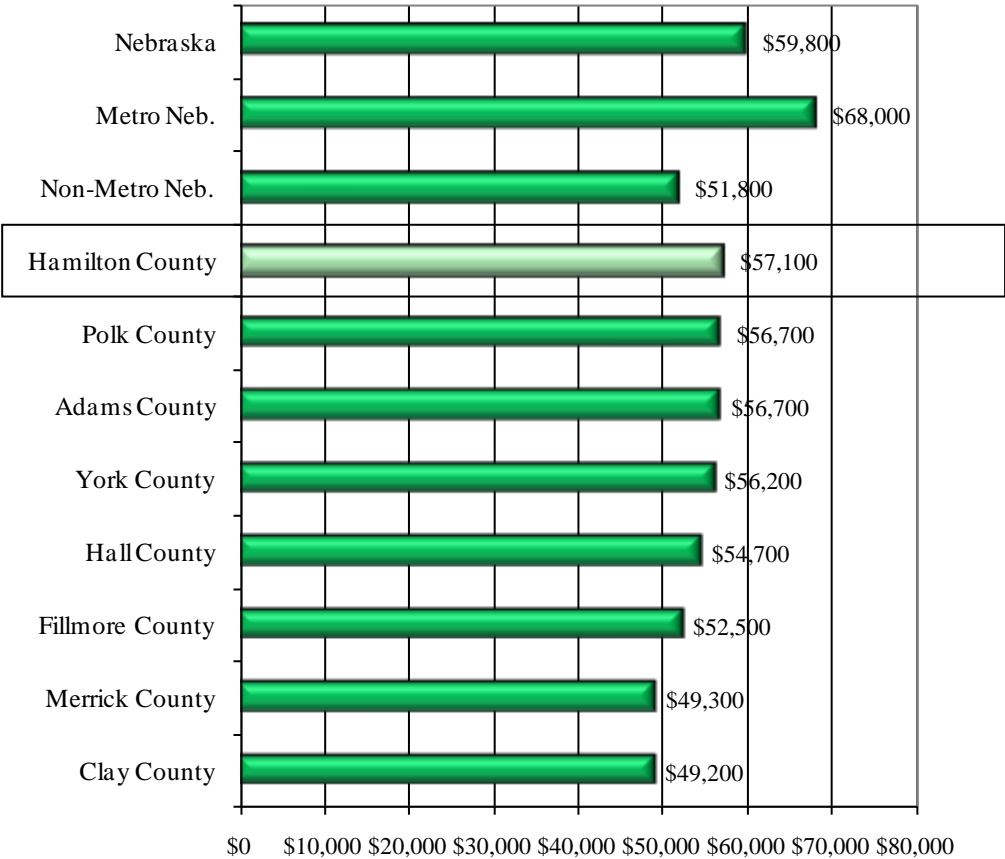
**Median Family Income**

Median family income provides a different perspective of income levels in Nebraska, Hamilton 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 Hamilton County is estimated to be \$57,100 in 2008. This amount is \$2,700 or 4.5 percent less than the median family income for Nebraska as a whole (\$59,800); \$10,900 or 16.0 percent less than metropolitan Nebraska (\$68,000); and \$5,300 or 10.2 percent greater than non-metro median family income (\$51,800) in 2008.

Chart 14

**Median Family Income 2008  
 Nebraska, Hamilton County & Surrounding Counties**



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