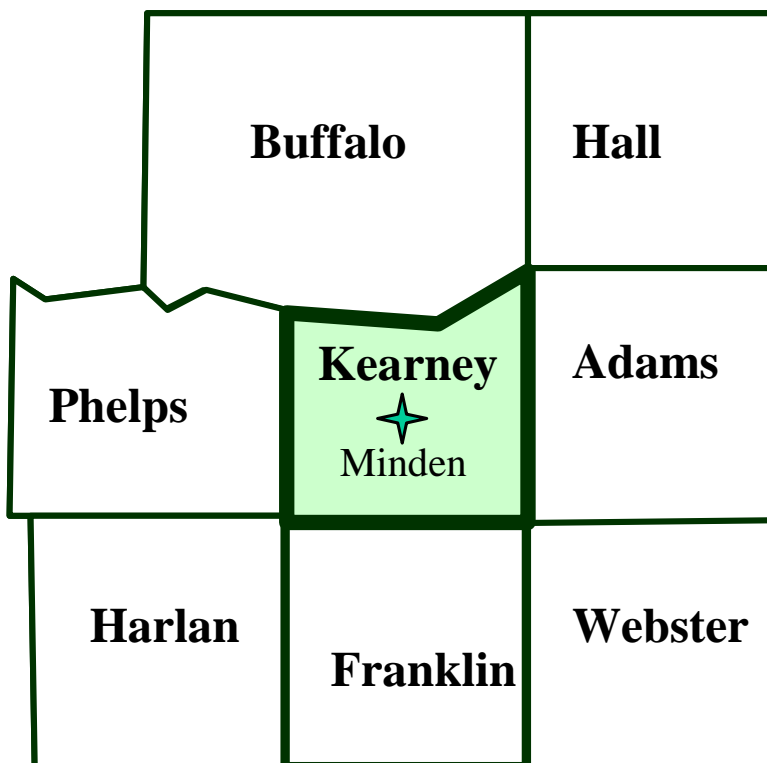


Economic and Demographic Trends

Minden, Kearney County,
and the Surrounding Area



April 2008

Prepared by: Jenny Overhue
Nebraska Public Power District
Economic Development Department
PO Box 499, 1414 15th Street
Columbus, NE 68602-0499
(402) 563-5807
Email: jloverh@nppd.com

Available Online @ sites.nppd.com



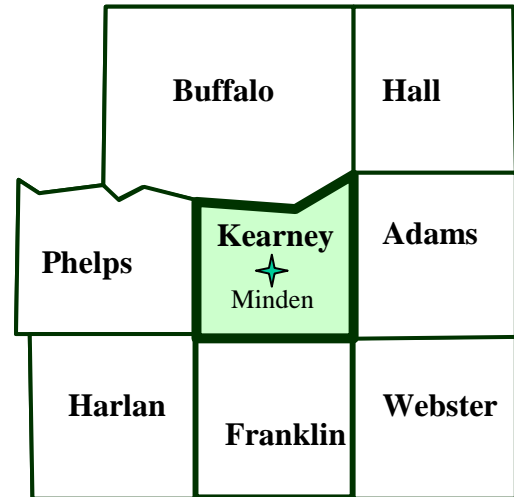
Nebraska Public Power District

"Always there when you need us"

Economic and Demographic Trends in Minden, Kearney County, and the Surrounding Area

The attached information provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the city of Minden and Kearney 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 Kearney County, other counties included in this area are Adams, Buffalo, Franklin, Hall, Harlan, Phelps, and Webster. The retail sales section also compares retail growth between Minden 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 Kearney 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
- Natural Resources, Construction & Mining
- Trade (Retail & Wholesale)
- Transportation, Warehousing & Utilities
- Information
- Financial Activities
- Professional & Business Services
- Education & Health Services
- Leisure & Hospitality
- Other Services (except Public)
- Government

Due to data being withheld to avoid disclosure of individual reporting units, the Information and Education & Health Services sectors have been combined. When comparing non-farm wage and salary employment sectors to non-metropolitan Nebraska, there are significant differences between the distributions. The largest variances fall in the Manufacturing, Combined Information, Education & Health Services, and Government sectors. Deviations from the non-metro state distribution of employment are noted in Chart 1 (next page). The more significant deviations include the following:

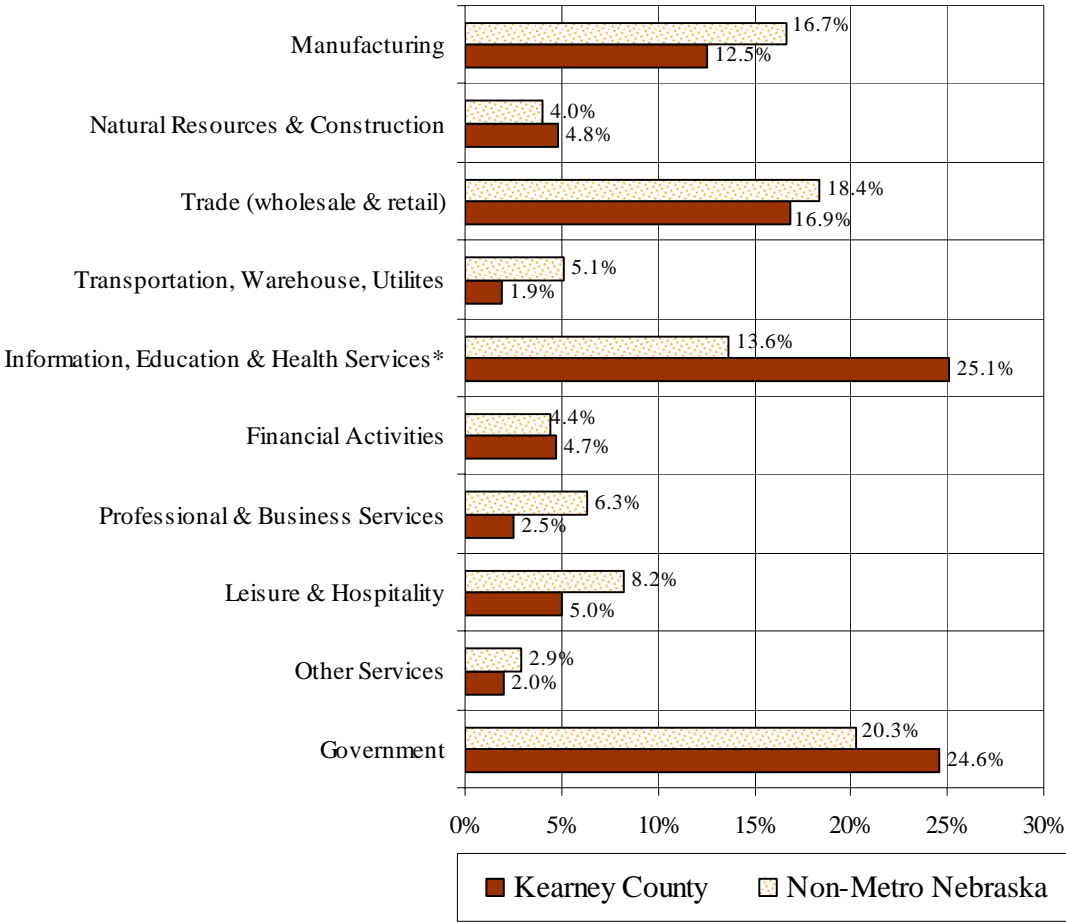
- Manufacturing (12.5 percent Kearney County vs. 16.7 percent non-metropolitan)
- Combined Information, Education & Health Services Sector (25.1 percent Kearney County vs. 13.6 percent non-metropolitan)
- Government (24.6 percent Kearney County vs. 20.3 percent non-metropolitan).

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

The largest deviation between Kearney County and non-metropolitan Nebraska employment sectors falls in the combined Information, Education & Health Services sector having 25.1 percent employment (494 employees) compared to non-metropolitan Nebraska employment at 13.6 percent of the workforce.

Chart 1

**Non-Farm Wage & Salary Employment by Major Economic Sector
 Kearney County & Non-Metropolitan Nebraska, 2007**



Source: Nebraska Department of Labor, Labor Market Information, 2008

* Note: Due to data being withheld to avoid individual disclosure, the Information and Education & Health Services sectors have been combined for this study.

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Kearney County for the period 2001-2007. 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 Kearney County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Kearney County increased 2.7 percent (52 jobs) between 2001 and 2007.

Table 1 also provides employment data for Kearney County by major economic sector for years 2001-2007. The Manufacturing sector enjoyed the largest percentage and employment increase reported during this period (60.1 percent or 92 jobs).

Table 1

Non-Farm Wage & Salary Employment Trends, Kearney County, Nebraska
Selected Years: 2001-2007

	2001	2002	2003	2004	2005	2006	2007	% Change 2001-2007
Non-farm Employment (W&S)	1,914	1,925	1,960	2,071	1,998	2,038	1,966	2.7
Manufacturing	153	147	169	217	232	241	245	60.1
Durable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Non-manufacturing								
Natural Resources, Construction & Mining	92	94	117	113	79	75	94	2.2
Trade	327	309	328	347	333	341	332	1.5
Wholesale Trade	148	142	140	159	159	167	162	9.5
Retail Trade	180	166	188	188	174	174	170	-5.6
Transportation, Warehousing & Utilities	44	40	33	23	36	38	38	-13.6
Information	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Financial Activities	91	90	94	91	94	98	92	1.1
Professional & Business Services	(D)	51	57	52	51	60	49	(N/A)
Education & Health Services	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Leisure and Hospitality	161	174	162	157	142	143	99	-38.5
Other Services, except Public	55	57	(D)	(D)	40	39	39	-29.1
Government	533	535	502	493	494	499	484	-9.2
Federal	33	37	37	35	33	30	34	3.0
State	17	18	24	24	20	20	16	-5.9
Local	482	480	441	434	441	448	433	-10.2

Labor Force & Work Force Summary, 2001-2007, Annually, Kearney County, Nebraska

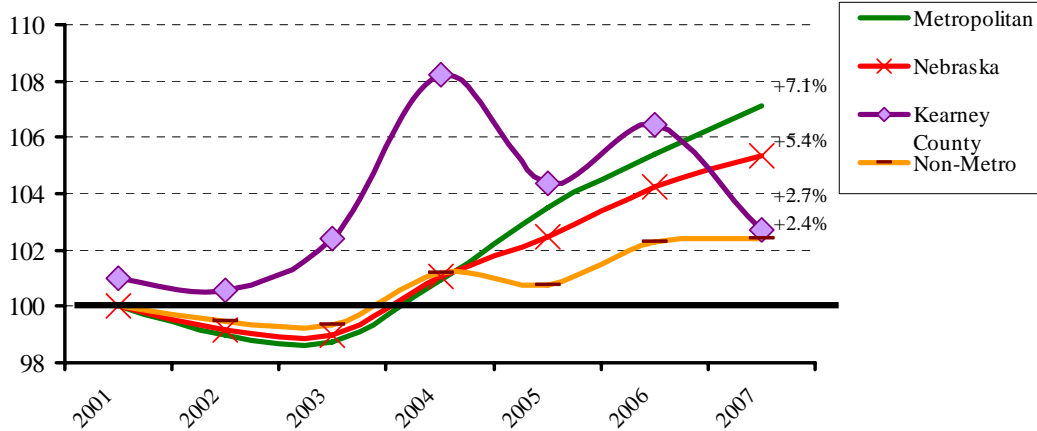
Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure

(N/A) Data not available

Chart 2 compares total non-farm wage and salary employment growth in Kearney County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2001-2007. As this chart indicates, total non-farm wage and salary employment in Kearney County increased by 2.7 percent (52 jobs) from 2001 to 2007, compared to a 5.4 percent increase for Nebraska as a whole, a 2.4 percent increase in non-metropolitan Nebraska, and a 7.1 percent increase in metropolitan Nebraska.

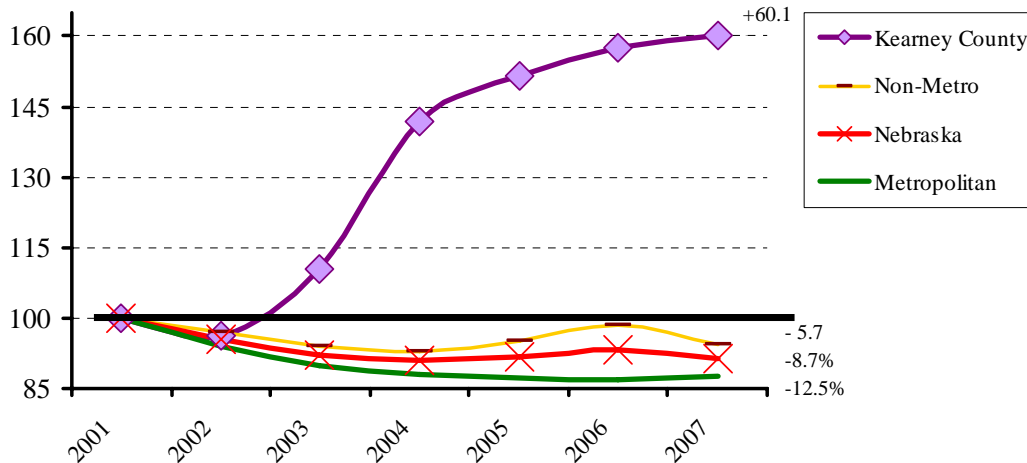
Chart 2
Non-Farm (W&S) Employment, Kearney County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2007
(Index, 2001=100)



Source: Labor Force & Work Force Summary, April 2008

Chart 3 presents data on manufacturing wage and salary employment growth for Nebraska, metropolitan, non-metropolitan, and Kearney County for the review period 2001 to 2007. The Manufacturing sector for Kearney County experienced a 60.1 percent (92 jobs) increase in employment during this time period. Nebraska as a whole experienced a 8.7 percent decrease compared to a 12.5 percent decrease for metropolitan Nebraska, and a 5.7 percent decrease for non-metropolitan Nebraska over the same period.

Chart 3
Manufacturing (W&S) Employment, Kearney County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2007
(Index, 2001=100)



Source: Labor Force & Work Force Summary, April 2008

The next table (Table 2) shows labor force information for Kearney County for the time period 1997-2007. 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 has been an increase in the number of Kearney County residents participating in the labor force since 1997. Total persons available for employment living in Kearney County increased from 3,541 in 1997 to 3,990 in 2007; an increase of 12.7 percent or 449 labor force participants. Labor force participants grew by 4.6 percent (177 people) between 2000 and 2007.

The percent of those unemployed in Kearney County increased 50.8 percent (30 people) between 1997 and 2007. Those classified as unemployed increased 7.2 percent (6 people) during the 2000-2007 time period. 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 Kearney County unemployment rate was 2.2 percent in 2007; significantly lower than that for metropolitan Nebraska (3.2 percent), non-metropolitan Nebraska (2.9 percent), and Nebraska as a whole (3.0 percent).

Table 2

Labor Force & Employment Trends, Kearney County, Nebraska
Selected Years: 1997-2007

	1997	1999	2000	2001	2003	2005	2007	% Change 1997-2007	% Change 2000-2007
Labor Force	3,541	3,723	3,813	3,780	3,942	3,985	3,990	12.7	4.6
Unemployment	59	85	83	89	107	113	89	50.8	7.2
Unemployment Rate	1.7	2.3	2.2	2.4	2.7	2.8	2.2	(N/A)	(N/A)
Employment	3,482	3,638	3,730	3,691	3,834	3,872	3,902	12.1	4.6

Labor Force & Work Force Summary, 1997-2007, Annually, Kearney 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 and charts show residence and workflow patterns for Kearney County. These data were compiled from Census 2000 responses to the long-form (sample) questions concerning where people worked. Table 3 data show 44.1 percent of the working population (1,551 people) living in Kearney County leave the county to work. The most common place of employment outside of Kearney County is Buffalo County (30.9 percent or 1,087 people) followed by Phelps, Adams, and Franklin counties. These data also show two out-of-state destinations represented by two states.

Table 3

Commute Out			
Live in Kearney County - Work Elsewhere (2000)			
Where Live	Where Work	Count	%
Kearney Co. NE	Kearney Co. NE	1,964	55.9%
Kearney Co. NE	Buffalo Co. NE	1,087	30.9%
Kearney Co. NE	Phelps Co. NE	174	5.0%
Kearney Co. NE	Adams Co. NE	91	2.6%
Kearney Co. NE	Franklin Co. NE	42	1.2%
Kearney Co. NE	Hall Co. NE	38	1.1%
Kearney Co. NE	Dawson Co. NE	25	0.7%
Kearney Co. NE	Douglas Co. NE	19	0.5%
Kearney Co. NE	Hamilton Co. NE	19	0.5%
Kearney Co. NE	Lancaster Co. NE	11	0.3%
Kearney Co. NE	Platte Co. NE	9	0.3%
Kearney Co. NE	Otoe Co. NE	8	0.2%
Kearney Co. NE	Merrick Co. NE	4	0.1%
Kearney Co. NE	Saunders Co. NE	4	0.1%
Kearney Co. NE	Sherman Co. NE	4	0.1%
Kearney Co. NE	Red Willow Co. NE	3	0.1%
Kearney Co. NE	York Co. NE	3	0.1%
Kearney Co. NE	Ada Co. ID	2	0.1%
Kearney Co. NE	Dodge Co. NE	2	0.1%
Kearney Co. NE	Johnson Co. KS	2	0.1%
Kearney Co. NE	Madison Co. NE	2	0.1%
Kearney Co. NE	Other Neb. Locations	2	0.1%
Kearney Co. NE	Outside Nebraska	0	0.0%
	Total:	3,515	
Living inside county, but working outside:		1,551	44.1%

Source: U.S. Census Bureau, Census 2000

People also commute from other counties of residence to work in Kearney County. Table 4 shows 23.9 percent or 616 workers employed in Kearney County commute from outside counties. The most common county is Buffalo County (8.7 percent or 224 people) followed by Franklin, Phelps, and Adams counties. There are two out of state locations represented by two states.

Table 4

Commute In			
Work in Kearney County - Live Elsewhere (2000)			
Where Live	Where Work	Count	%
Kearney Co. NE	Kearney Co. NE	1,964	76.1%
Buffalo Co. NE	Kearney Co. NE	224	8.7%
Franklin Co. NE	Kearney Co. NE	160	6.2%
Phelps Co. NE	Kearney Co. NE	85	3.3%
Adams Co. NE	Kearney Co. NE	64	2.5%
Harlan Co. NE	Kearney Co. NE	18	0.7%
Hall Co. NE	Kearney Co. NE	12	0.5%
Webster Co. NE	Kearney Co. NE	7	0.3%
Poinsett Co. AR	Kearney Co. NE	6	0.2%
Lancaster Co. NE	Kearney Co. NE	6	0.2%
Gosper Co. NE	Kearney Co. NE	5	0.2%
Osborne Co. KS	Kearney Co. NE	4	0.2%
Boone Co. NE	Kearney Co. NE	4	0.2%
Colfax Co. NE	Kearney Co. NE	4	0.2%
Sheridan Co. NE	Kearney Co. NE	3	0.1%
Custer Co. NE	Kearney Co. NE	2	0.1%
Furnas Co. NE	Kearney Co. NE	2	0.1%
Nemaha Co. NE	Kearney Co. NE	2	0.1%
Perkins Co. NE	Kearney Co. NE	2	0.1%
Saunders Co. NE	Kearney Co. NE	2	0.1%
Scotts Bluff Co. NE	Kearney Co. NE	2	0.1%
Other Neb. Locations	Kearney Co. NE	2	0.1%
Outside Nebraska	Kearney Co. NE	0	0.0%
	Total:	2,580	
Working inside county, but living outside:		616	23.9%

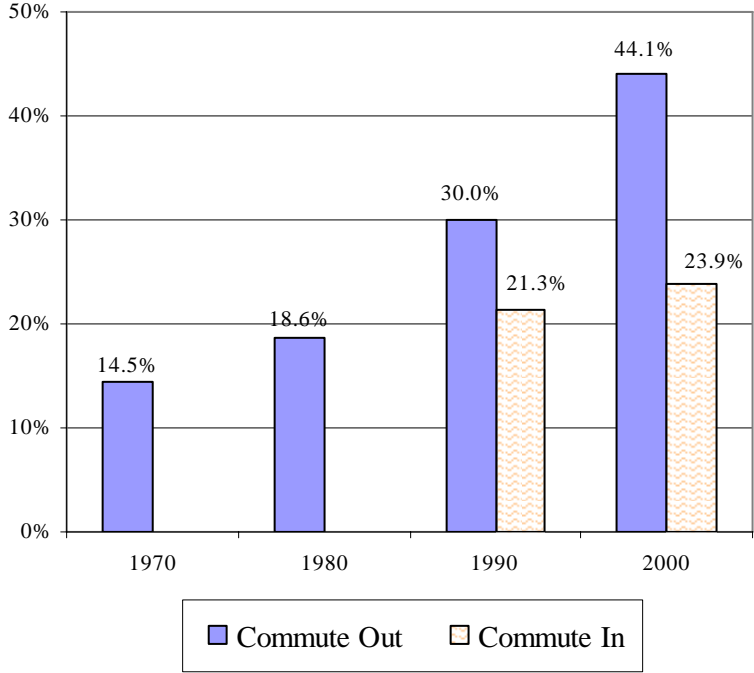
Source: U.S. Census Bureau, Census 2000

Chart 4 depicts the historical pattern of Kearney County residents commuting for employment opportunities for the Census years, 1970-2000. As this chart shows, the overall percentage of out-of-county commuters has increased since 1970. The percentage of employees commuting out of Kearney County increased from 14.5 percent in 1970 to 44.1 percent in 2000. The percentage of employees commuting in to Kearney County also increased between 1990 and 2000 (21.3 percent to 23.9 percent).

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. Other factors may include the availability and affordability of transportation.

Chart 4

**Percent of Kearney County Commuting
1970-2000**



Source: U.S. Census Bureau, Journey to Work, 2000

Population and Migration Trends

The following tables (Tables 5 and 6) present population trend data for Minden, Kearney County, and the surrounding area. As Table 5 indicates, Kearney County's population increased by 7.4 percent (473 people) between 1950 and 2000. Kearney County's population decrease of 4.1 percent (-280 people) between 2000 and 2007 compares to a 3.7 percent increase for Nebraska as a whole.

Table 5

Population 1950-2007
Kearney County and the Surrounding Area

Location	1950	1960	1970	1980	1990	2000	2007	% Change 1950-2000 (50 years)	% Change 2000-2007 (7 years)
Nebraska	1,325,510	1,411,330	1,485,333	1,569,825	1,578,417	1,711,265	1,774,571	29.1	3.7
Kearney County	6,409	6,580	6,707	7,053	6,629	6,882	6,602	7.4	-4.1
Adams County	28,855	28,944	30,553	30,656	29,625	31,151	32,990	8.0	5.9
Buffalo County	25,134	26,236	31,222	34,797	37,447	42,259	44,976	68.1	6.4
Franklin County	7,096	5,449	4,566	4,377	3,938	3,574	3,158	-49.6	-11.6
Hall County	32,186	35,757	42,851	47,690	48,925	53,534	55,642	66.3	3.9
Harlan County	7,189	5,081	4,357	4,292	3,810	3,786	3,392	-47.3	-10.4
Phelps County	9,048	9,800	9,553	9,769	9,715	9,747	9,175	7.7	-5.9
Webster County	7,395	6,224	5,396	4,858	4,279	4,061	3,609	-45.1	-11.1

Source: U.S. Bureau of the Census, Census of Population, April 2008

Table 6 data show several communities enjoyed significant population growth during the 1950-2000 time period. Minden reported a 39.8 percent increase in population (844 people) between 1950 and 2000. The city of Minden experienced a 2.9 percent decline in population (-87 people) between 2000 and 2006. The rural areas outside of the selected communities experienced a 20.7 percent decrease (-715 people) during the 1950-2000 time period and a population decrease of 8.5 percent (-231 people) during the 2000 to 2006 time period.

Table 6

Population 1950-2006
Kearney County Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2003	2006	% Change 1950-2000 (50 years)	% Change 2000-2006 (6 years)
Kearney County	6,409	6,580	6,707	7,053	6,629	6,882	6,775	6,568	7.4	-4.6
Axtell	352	477	500	602	690	696	718	714	97.7	2.6
Heartwell	125	113	104	87	69	80	81	80	-36.0	0.0
Minden	2,120	2,383	2,669	2,939	2,763	2,964	2,943	2,877	39.8	-2.9
Norman	68	57	52	58	48	49	50	49	-27.9	0.0
Wilcox	296	260	280	379	349	360	357	346	21.6	-3.9
Total Rural Areas:	3,448	3,290	3,102	2,988	2,710	2,733	2,626	2,502	-20.7	-8.5

Source: U.S. Bureau of the Census, Census of Population, April 2007

The next table (Table 7) presents data on population migration by age group for the study area and for Nebraska for the 1990-2000 decade. This table provides further insights into the dynamics of population change. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). The data showing migration patterns by age group indicate that for most counties and for non-metropolitan Nebraska, the most significant out-migration occurred in the '15-24' and '25-44' year age groups. The lowest percentage of out-migration occurred in the '45-64' and 'Over 65' age groups. Kearney County follows this pattern having 22.9 percent out-migration occurring in the '15-24' year age group (-170 people).

Table 7

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

Age Group	--- Population ---		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
NEBRASKA					
0 - 14	363,390	369,427	1.66	15,750	4.3
15 - 24	221,509	255,240	15.23	13,009	5.9
25 - 44	486,020	487,107	0.22	12,644	2.6
45 - 64	284,398	367,294	29.15	6,387	2.2
Over 65	223,068	232,195	4.09	476	0.2
Total:	1,578,385	1,711,263	8.42	48,267	3.1

NON-METRO NEBRASKA					
0 - 14	56,364	50,873	-9.74	634	1.1
15 - 24	95,548	109,817	14.93	-12,543	-13.1
25 - 44	214,544	203,423	-5.18	-296	-0.1
45 - 64	147,243	176,709	20.01	6,828	4.6
Over 65	137,212	136,227	-0.72	2,405	1.8
Total:	774,057	795,352	2.75	6,280	0.8

KEARNEY COUNTY					
0 - 14	1,495	1,468	-1.81	110	7.4
15 - 24	740	813	9.86	-170	-22.9
25 - 44	1,938	1,893	-2.32	160	8.3
45 - 64	1,299	1,561	20.17	36	2.8
Over 65	1,157	1,147	-0.86	33	2.9
Total:	6,629	6,882	3.82	170	2.6

Table 7 (continued)

Age Group	--- Population ---		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
ADAMS COUNTY					
0 - 14	6,273	6,324	0.81	107	1.7
15 - 24	4,254	4,987	17.23	859	20.2
25 - 44	8,795	8,149	-7.35	-656	-7.5
45 - 64	5,355	6,749	26.03	124	2.3
Over 65	4,948	4,942	-0.12	185	3.7
Total:	29,625	31,151	5.15	618	2.1

BUFFALO COUNTY					
0 - 14	8,095	8,591	6.13	395	4.88
15 - 24	8,661	9,516	9.87	4,160	48.03
25 - 44	10,633	11,251	5.81	-2,969	-27.93
45 - 64	5,514	8,021	45.47	523	9.48
Over 65	4,544	4,880	7.39	203	4.47
Total:	37,447	42,259	12.85	2,312	6.17

FRANKLIN COUNTY					
0 - 14	762	696	-8.66	47	6.17
15 - 24	344	340	-1.16	-161	-46.72
25 - 44	958	842	-12.11	27	2.78
45 - 64	828	841	1.57	3	0.33
Over 65	1,046	855	-18.26	-28	-2.64
Total:	3,938	3,574	-9.24	-112	-2.84

HALL COUNTY					
0 - 14	11,671	12,123	3.87	-6	-0.05
15 - 24	6,382	7,172	12.38	-627	-9.83
25 - 44	15,088	15,165	0.51	1,071	7.10
45 - 64	8,834	11,597	31.28	327	3.70
Over 65	6,950	7,477	7.58	391	5.63
Total:	48,925	53,534	9.42	1,156	2.36

HARLAN COUNTY					
0 - 14	797	737	-7.53	94	11.78
15 - 24	307	369	20.20	-181	-58.81
25 - 44	1,000	817	-18.30	42	4.21
45 - 64	792	992	25.25	143	18.01
Over 65	914	871	-4.70	18	1.97
Total:	3,810	3,786	-0.63	116	3.04

Table 7 (continued)

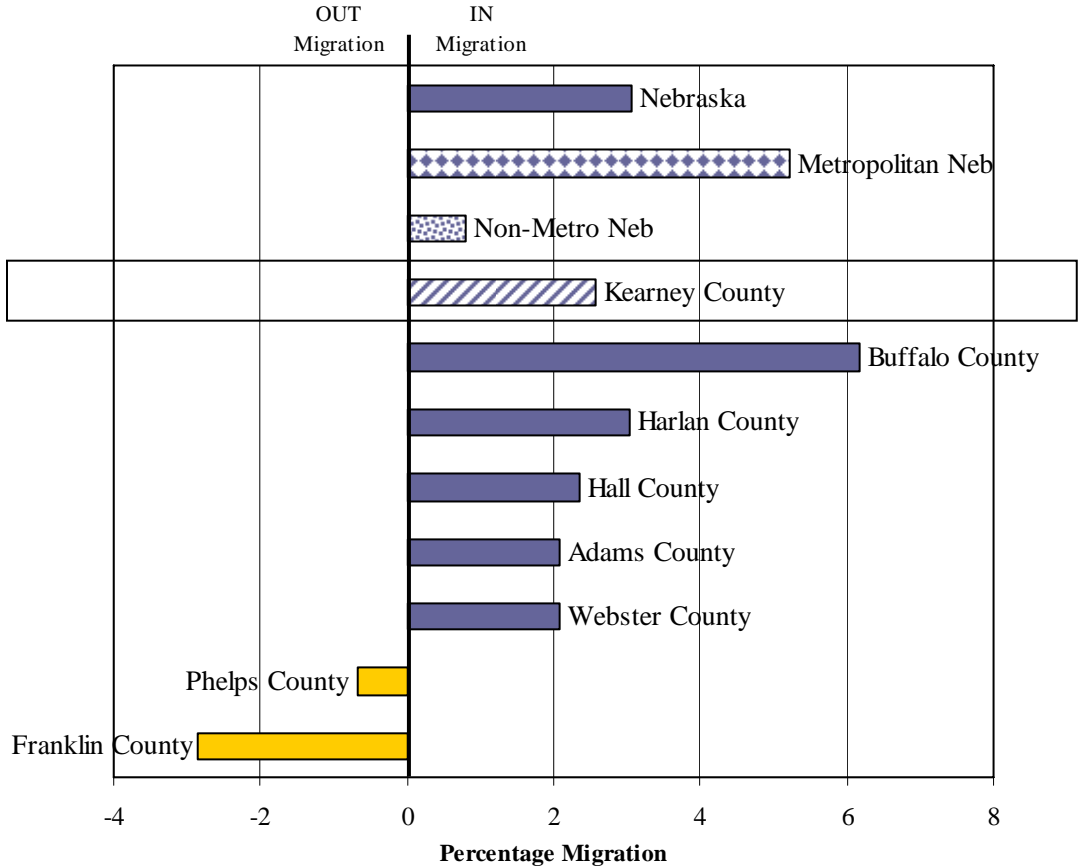
Age Group	--- Population ---		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
PHELPS COUNTY					
0 - 14	2,237	2,097	-6.26	117	5.2
15 - 24	1,064	1,078	1.32	-444	-41.7
25 - 44	2,781	2,511	-9.71	58	2.1
45 - 64	1,902	2,297	20.77	76	4.0
Over 65	1,731	1,764	1.91	128	7.4
Total:	9,715	9,747	0.33	-65	-0.7
WEBSTER COUNTY					
0 - 14	840	781	-7.02	78	9.3
15 - 24	367	362	-1.36	-211	-57.5
25 - 44	990	931	-5.96	65	6.5
45 - 64	937	1,000	6.72	131	14.0
Over 65	1,145	987	-13.80	26	2.3
Total:	4,279	4,061	-5.09	89	2.1

Source: Nebraska Public Power District, 2002, using Bureau of Census, Census of Population data

Chart 5 graphically depicts the 1990-2000 migration patterns of Nebraska, Kearney County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Kearney County experienced in-migration of 2.6 percent of the 1990 population (170 people) while Nebraska recorded net in-migration of 3.1 percent.

Chart 5

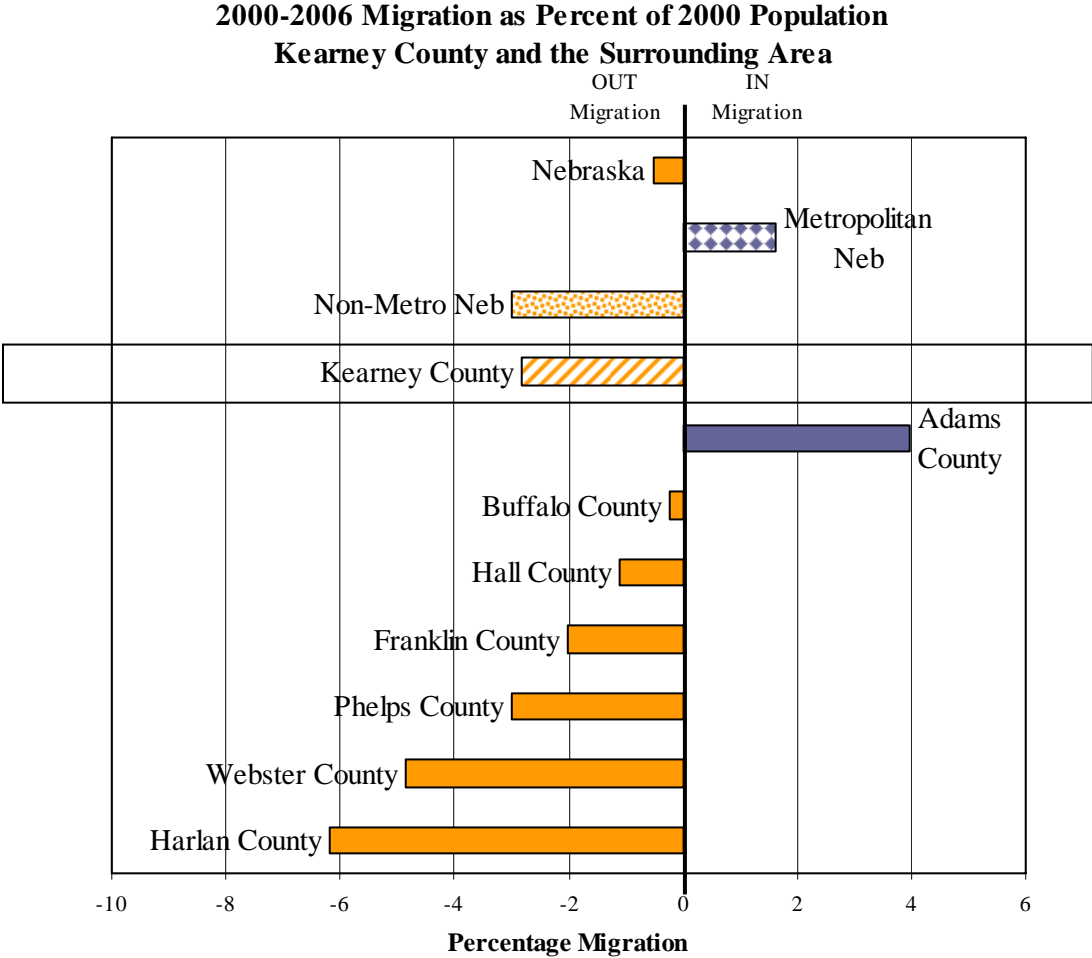
**1990-2000 Migration as Percent of 1990 Population
 Kearney County and the Surrounding Area**



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

Chart 6 shows the 2000-2006 migration pattern for the study area as a percentage of the 2000 population. Kearney County's 2.8 percent out-migration (-194 people) compares to a 0.5 percent out-migration for Nebraska as a whole, a 3.0 percent out-migration for non-metropolitan Nebraska, and a 1.6 percent in-migration for Metropolitan Nebraska during the 2000 to 2006 time period.

Chart 6



Source: U.S. Census Bureau, Population Estimates and Population Change, May 2007

The next series of tables (Tables 8-11) 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 8 data show nearly 80 percent of those moving in to Kearney County between 1995 and 2000 moved from other Nebraska locations (77.1 percent or 1,323 people). People also migrated in from 21 other states. Table 9 shows in-state migration flows. Migration to Kearney County from within Nebraska came primarily from Buffalo, Lancaster, and Phelps counties.

Table 8

IN Migration - Kearney County
1995-2000

Location	# People	Percent
From Other Nebraska Counties	1,323	77.1%
Colorado	71	4.1%
Kansas	65	3.8%
California	44	2.6%
South Dakota	34	2.0%
Texas	30	1.7%
New Mexico	19	1.1%
Minnesota	17	1.0%
Arizona	16	0.9%
Wyoming	15	0.9%
Wisconsin	15	0.9%
Other States (11)	66	3.8%
Total:	1,715	100%

Table 9

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

In-State Movement:	# People	Percent
Buffalo County	416	31.4%
Lancaster County	79	6.0%
Phelps County	71	5.4%
Dawson County	60	4.5%
Custer County	57	4.3%
Franklin County	55	4.2%
Johnson County	53	4.0%
Gage County	46	3.5%
Keith County	34	2.6%
Adams County	32	2.4%

Source: US Census Bureau, July 2005

Table 10 data reveal the majority of people migrating out of Kearney County between 1995 and 2000 remained in the state of Nebraska (74.4 percent or 1,021 people). Kearney County residents also moved to 17 other states during this time period. Looking within Nebraska, Table 11 shows the majority of people leaving Kearney County (but staying in Nebraska) went to Buffalo, Lancaster, and Phelps counties during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 10

OUT Migration - Kearney County
1995-2000

Location	# People	Percent
To Other Nebraska Counties	1,021	74.4%
Missouri	74	5.4%
Kansas	63	4.6%
Texas	46	3.4%
Colorado	40	2.9%
Minnesota	25	1.8%
South Carolina	19	1.4%
Arizona	14	1.0%
North Dakota	13	0.9%
South Dakota	10	0.7%
Oregon	10	0.7%
Other States (7)	38	2.8%
Total:	1,373	100%

Table 11

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

In-State Movement:	# People	Percent
Buffalo County	272	26.6%
Lancaster County	170	16.7%
Phelps County	119	11.7%
Adams County	74	7.2%
Franklin County	49	4.8%
Red Willow County	42	4.1%
Dawson County	39	3.8%
Douglas County	34	3.3%
Harlan County	30	2.9%
Lincoln County	26	2.5%

Source: US Census Bureau, July 2005

The following charts (Charts 7 and 8) compare the age distribution of population for Kearney County and Nebraska as a whole. The population of Kearney County is significantly older in age to that of Nebraska as a whole. The median age for Kearney County residents in 2006 was 41.1 years of age compared to 36.0 years of age for residents of Nebraska as a whole.

Chart 7

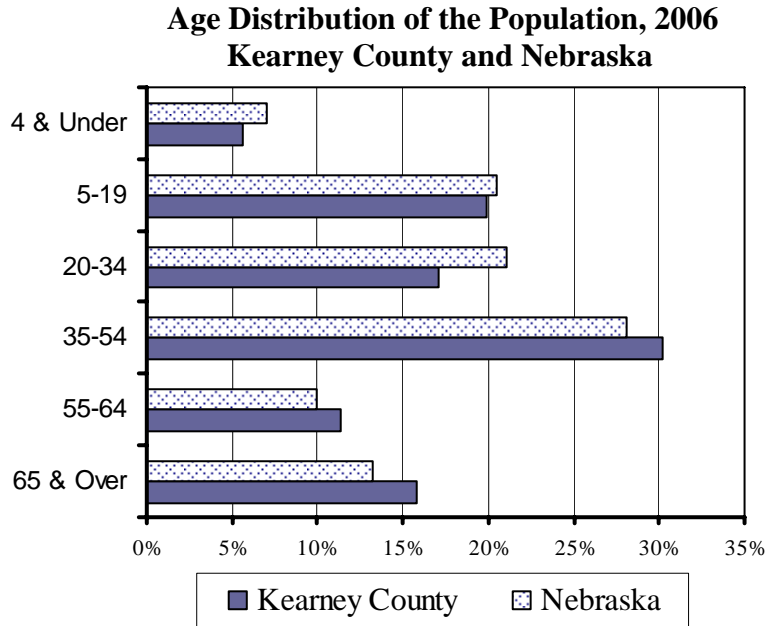


Chart 8

	2006 Population		Percent	
	Nebraska	Kearney County	Nebraska	Kearney County
4 & Under	123,406	379	7.0%	5.7%
5-19	361,242	1,335	20.5%	19.9%
20-34	370,553	1,143	21.1%	17.1%
35-54	494,566	2,021	28.1%	30.2%
55-64	175,470	762	10.0%	11.4%
65 & Over	233,550	1,061	13.3%	15.8%
Total	1,758,787	6,701	100.0%	100.0%
Median Age	36.0	41.1		

Source: Age Group, Median Age, U.S. Census Bureau, August 2007

Retail Sales

Table 12 and Chart 9 show the retail sales (non-motor vehicle) pull factors for Kearney County and the surrounding area for 2006. 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

**2006 Retail Sales (Non-Motor Vehicle) Pull Factors
Nebraska, Kearney County, and Surrounding Counties**

	2006 Population	2006 Retail Sales (x \$1,000)	2006 Per Cap Sales (\$)	2006 Pull Factor
Nebraska	1,768,331	19,139,733	10,824	1.00
Non-Metro Nebraska	783,370	6,839,002	8,730	0.81
Kearney County	6,701	29,166	4,352	0.40
Adams County	33,185	324,767	9,787	0.90
Buffalo County	43,954	604,192	13,746	1.27
Franklin County	3,348	11,403	3,406	0.31
Hall County	55,555	860,631	15,492	1.43
Harlan County	3,446	10,540	3,059	0.28
Phelps County	9,442	71,839	7,608	0.70
Webster County	3,701	18,176	4,911	0.45

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2007

Reviewing the pull factors at the county level indicates Kearney County has significant retail leakage. The 2006 pull factor of 0.40 indicates, on a per capita basis, retail sales in Kearney County are approximately 60 percent less than the state’s per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Kearney County (0.40) with the pull factor for the non-metropolitan area of Nebraska (0.81) indicates per capita retail sales in Kearney County are approximately 50 percent lower than the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 9

**2006 Retail Sales (NMV) Pull Factors, Nebraska,
Kearney County & Surrounding Counties**

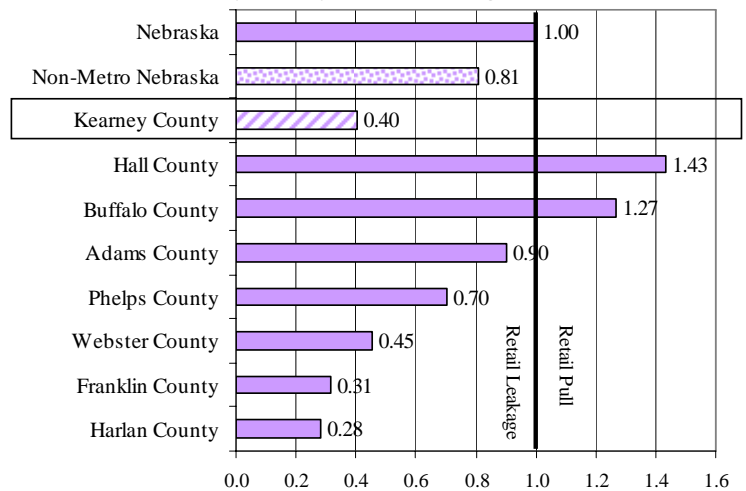


Table 13 and Chart 10 compare the 2006 pull factors for Minden and selected area communities. The community of Minden’s pull factor of 0.84 indicates that, on a per capita basis, non-motor vehicle retail sales in Minden are approximately 16 percent less than the state’s average per capita sales.

Table 13

**2006 Retail Sales (NMV) Pull Factors
Nebraska, Minden, and Selected Area Cities**

	2006 Population	2006 Retail Sales (x \$1,000)	2006 Per Cap Sales (\$)	2006 Pull Factor
Nebraska	1,768,331	19,139,733	10,824	1.00
Non-Metro NE	783,370	6,839,002	8,730	0.81
Minden (Kearney)	2,877	26,017	9,043	0.84
Hastings (Adams)	25,144	312,300	12,420	1.15
Kearney (Buffalo)	29,385	559,438	19,038	1.76
Franklin (Franklin)	959	8,208	8,558	0.79
Grand Island (Hall)	44,632	827,001	18,529	1.71
Alma (Harlan)	1,108	6,851	6,183	0.57
Holdrege (Phelps)	5,325	64,413	12,096	1.12
Red Cloud (Webster)	1,011	9,716	9,610	0.89

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2007

Chart 10

**2006 Retail Sales (NMV) Pull Factors
Nebraska, Minden, and Selected Area Cities**

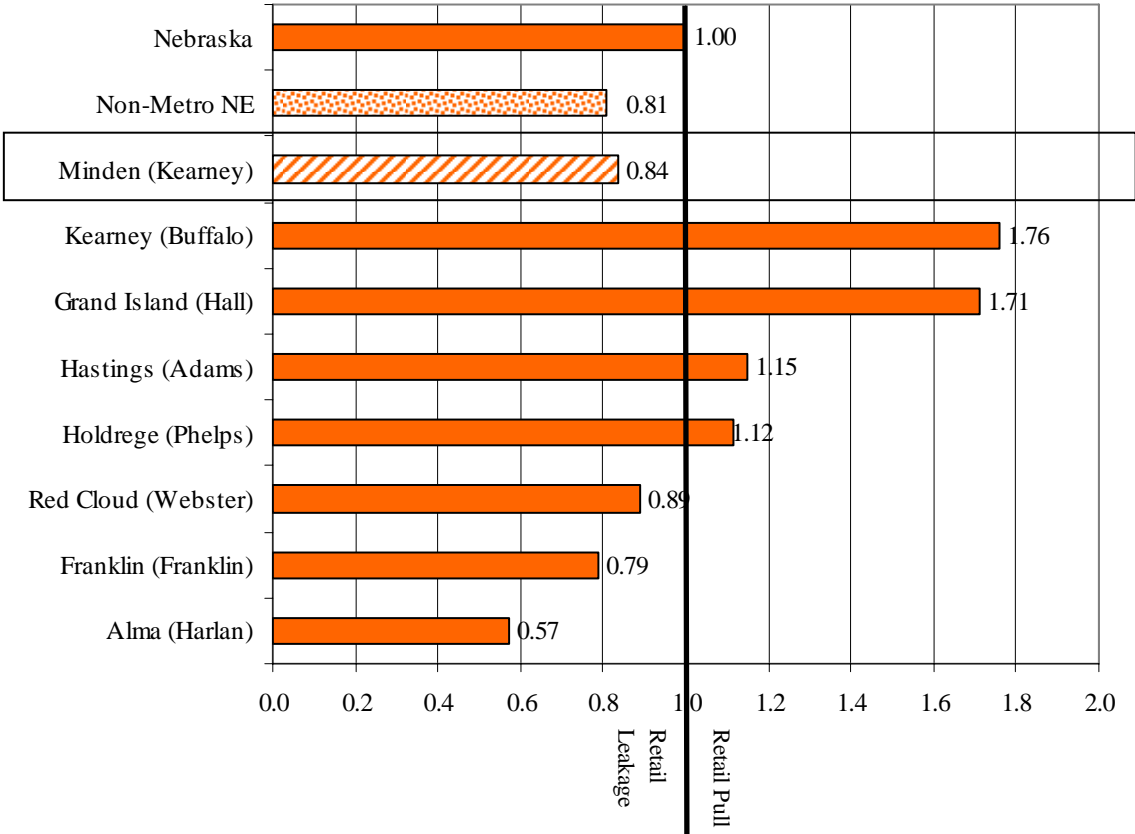


Table 14 and Chart 11 further breakdown the 2006 pull factors into the communities reporting retail sales figures within Kearney County. As this table indicates, the community of Minden had the strongest pull factor (0.84) compared to the other reporting communities in the county. Together, these communities contributed to an overall pull factor of 0.40 for Kearney County.

Table 14

**2006 Retail Sales (NMV) Pull Factors
Nebraska, Minden, and Available Kearney County Communities**

	2006 Population	2006 Retail Sales (x \$1,000)	2006 Per Cap Sales (\$)	2006 Pull Factor
Nebraska	1,768,331	19,139,733	10,824	1.00
Non-Metro NE	783,370	6,839,002	8,730	0.81
Kearney County	6,701	29,166	4,352	0.40
Axtell	714	1,559	2,183	0.20
Heartwell	80	116	1,451	0.13
Minden	2,877	26,017	9,043	0.84
Norman	49	(D)	(NA)	(NA)
Wilcox	346	1,356	3,918	0.36

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2007
(D) Data withheld to avoid individual disclosure
(NA) Data not available

Chart 11

**2006 Retail Sales (NMV) Pull Factors, Nebraska,
Minden and Available Kearney County Communities**

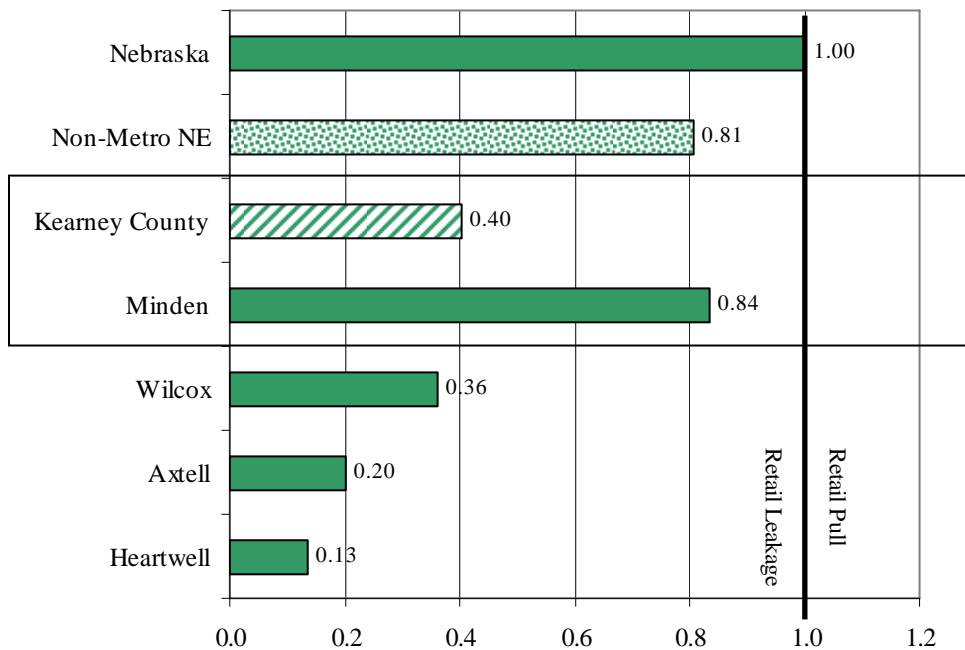


Table 15 (sorted by population) and Chart 12 (sorted by pull factor) show the 2006 pull factors for Nebraska, Minden, and eight other similarly sized communities selected from around the state. Valentine’s pull factor of 1.87 leads the group for 2006 thus indicating Valentine has greater retail pull.

Table 15

**2006 Retail Sales (NMV) Pull Factors
Minden & Other Similarly Sized Nebraska Communities**

	2006 Population	2006 Retail Sales (x \$1,000)	2006 Per Cap Sales (\$)	2006 Pull Factor
Nebraska	1,768,331	19,139,733	10,824	1.00
Non-Metro NE	783,370	6,839,002	8,730	0.81
Minden (Kearney)	2,877	26,017	9,043	0.84
Ashland (Saunders)	2,547	20,708	8,130	0.75
Valentine (Cherry)	2,703	54,788	20,269	1.87
Waverly (Lancaster)	2,851	38,662	13,561	1.25
Central City (Merrick)	2,856	24,533	8,590	0.79
Auburn (Nemaha)	3,226	29,863	9,257	0.86
Broken Bow (Custer)	3,265	59,773	18,307	1.69
O'Neill (Holt)	3,429	60,484	17,639	1.63
West Point (Cuming)	3,472	53,614	15,442	1.43

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2007

Chart 12

**2006 Retail Sales (NMV) Pull Factors, Nebraska,
Minden & Other Similarly Sized Nebraska Communities**

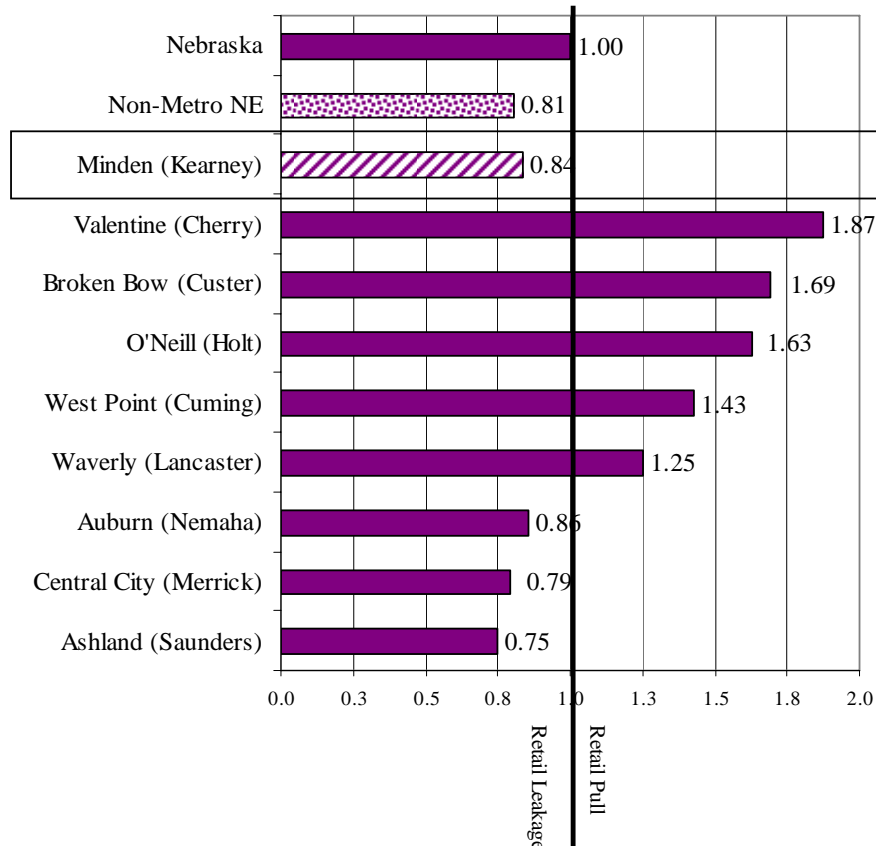
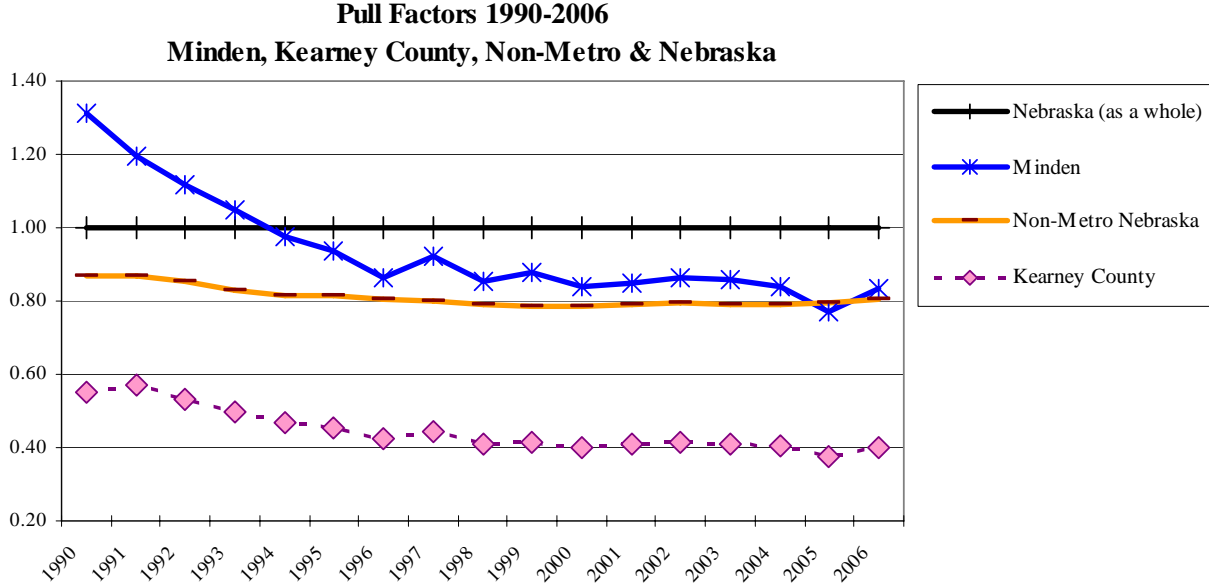


Chart 13 illustrates the pull factor trend for Minden, Kearney County, and non-metropolitan Nebraska, from 1990 to 2006. In examining the time line, it is apparent Minden and Kearney County have experienced a significant drop in retail sales since 1990. While Minden’s retail sales remain similar to that for non-metropolitan Nebraska, Kearney County as a whole suffers from significant retail loss.

Chart 13

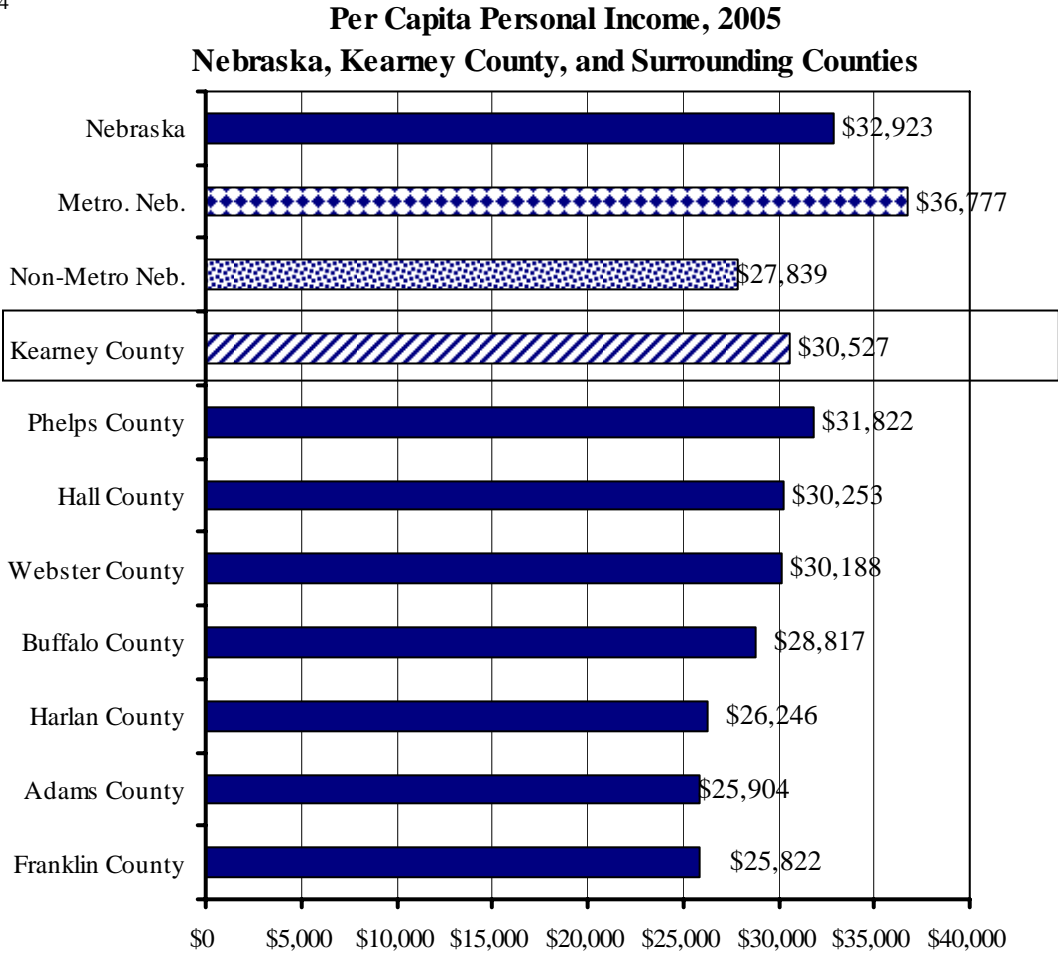


Source: U.S. Census Bureau and Nebraska Department of Revenue, 2007

Per Capita Personal Income

Per capita personal income in Kearney County was \$30,527 in 2005 the last year in which such data are available. Kearney County’s per capita income is \$2,396 or 7.3 percent lower than that for Nebraska as a whole (\$32,923); \$6,250 or 17.0 percent lower than metropolitan Nebraska (\$36,777); and \$2,688 or 9.7 percent greater than non-metropolitan Nebraska (\$27,839).

Chart 14



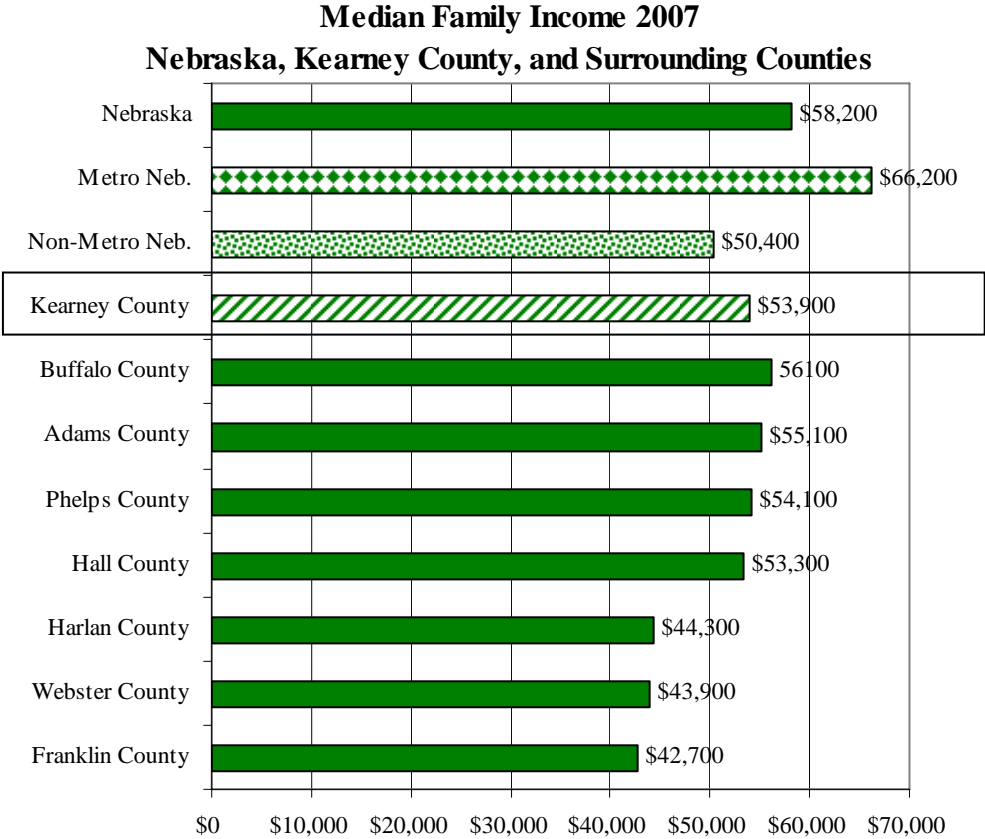
Source: Bureau of Economic Analysis, US Department of Commerce

Median Family Income

Median family income provides a different perspective of income levels in Nebraska, Kearney 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 Kearney County was estimated to be \$53,900 in 2007. This amount is \$4,300 or 7.4 percent lower than the median family income for Nebraska as a whole (\$58,200); \$12,300 or 18.6 percent less than metropolitan Nebraska (\$66,200); and \$3,500 or 6.9 percent greater than non-metro median family income (\$50,400) in 2007.

Chart 14



Source: U.S. Department of Housing and Urban Development, est. 2007