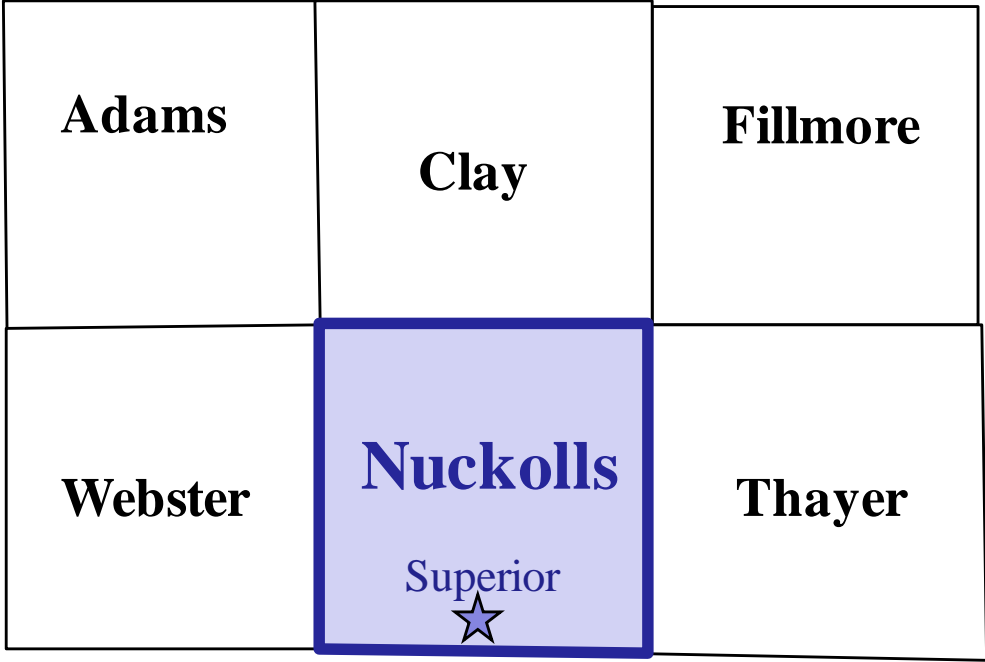


# Economic and Demographic Trends

Superior, Nuckolls County,  
and the Surrounding Area



*July 2009*

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

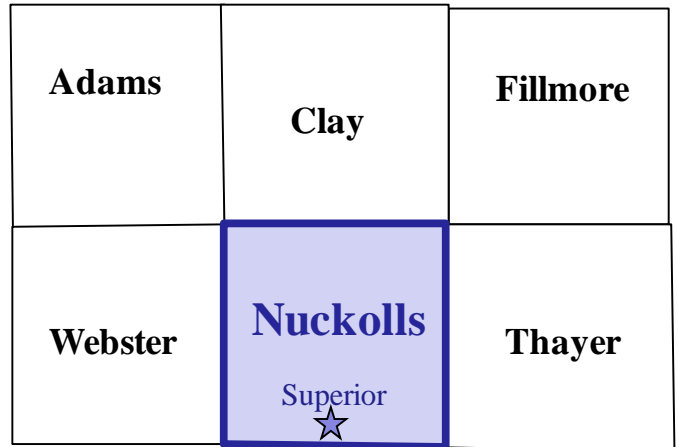
Available Online @ [sites.nppd.com](http://sites.nppd.com)



# Economic and Demographic Trends in Superior, Nuckolls County, and the Surrounding Area

Figure 1

This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the city of Superior and Nuckolls 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 Nuckolls County, other counties included in this area are Adams, Clay, Fillmore, Thayer, and Webster. The retail sales section also compares retail growth between Superior 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 Nuckolls County with the non-metropolitan distribution. Non-metropolitan Nebraska is defined as Nebraska minus the seven metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Superior, 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 Nuckolls 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 Manufacturing, Education & Health Services, and Government sectors. Deviations from the non-metropolitan state distribution of employment are noted in Chart 1 (next page). The more significant deviations include the following:

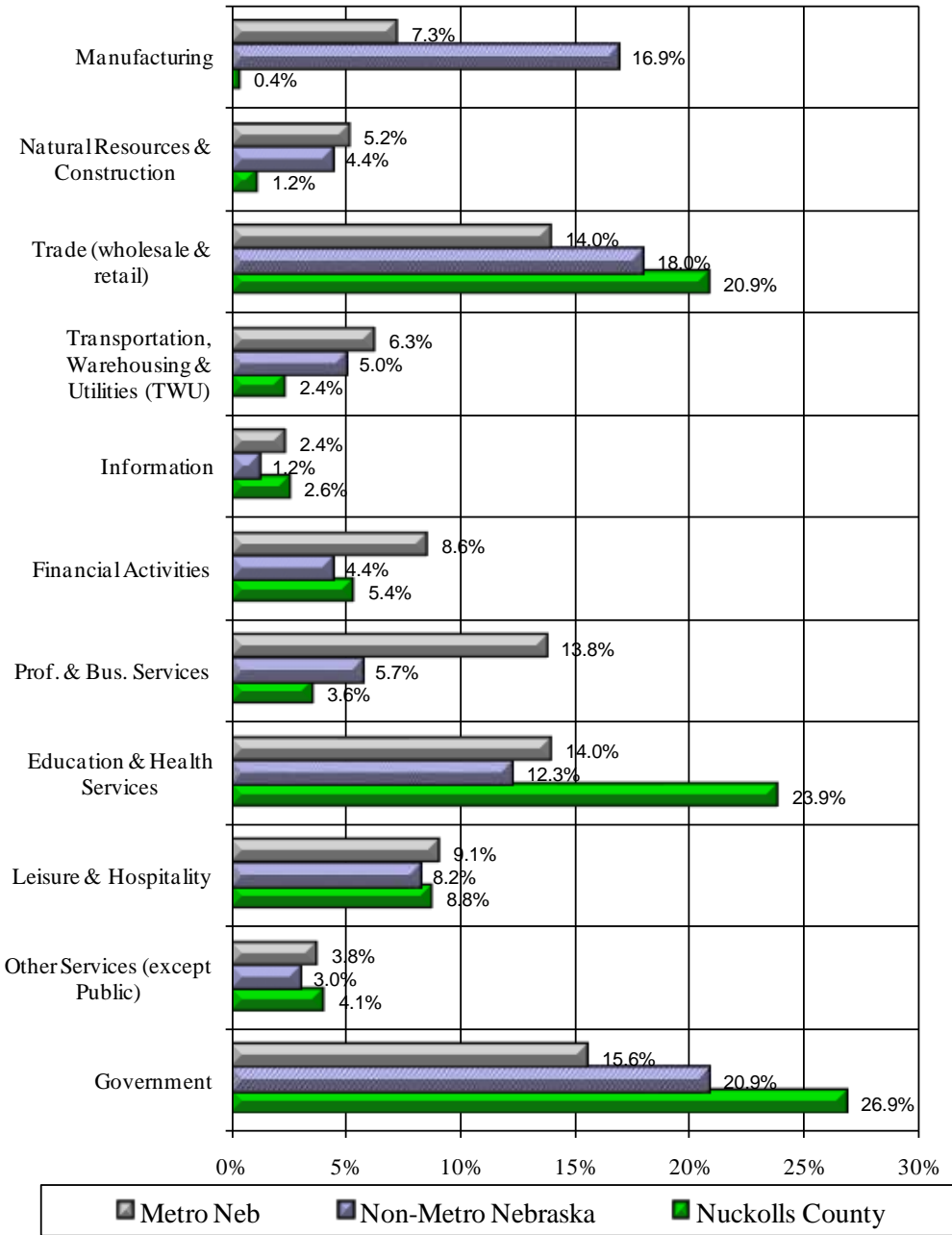
- Manufacturing (0.4 percent Nuckolls County vs. 16.9 percent non-metropolitan)
- Education & Health Services (23.9 percent Nuckolls County vs. 12.3 percent non-metropolitan)
- Government (26.9 percent Nuckolls County vs. 20.9 percent non-metropolitan)

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

The largest deviation between Nuckolls County and non-metropolitan Nebraska employment sectors falls in the Manufacturing sector having 0.4 percent employment (5 employees) compared to non-metropolitan Nebraska employment at 16.9 percent of the workforce. Comparing Nuckolls County to the overall metropolitan distribution, the largest deviation is found in the Government sector (26.9 percent Nuckolls County vs. 15.6 percent metropolitan Nebraska).

Chart 1

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



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

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Nuckolls 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 Nuckolls County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Nuckolls County decreased 10.4 percent (-165 jobs) between 2001 and 2008.

Table 1 also provides employment data for Nuckolls County by major economic sector for years 2001–2008. The Leisure & Hospitality sector recorded the largest percentage and actual employment increase of those reporting during the study time period (13.5 percent or 15 jobs).

Table 1

**Non-Farm Wage & Salary Employment Trends, Nuckolls 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>1,593</b>	<b>1,583</b>	<b>1,584</b>	<b>1,522</b>	<b>1,528</b>	<b>1,499</b>	<b>1,442</b>	<b>1,428</b>	<b>-10.4</b>
Manufacturing	(D)	(D)	(D)	(D)	(D)	(D)	(D)	5	(N/A)
Durable Goods	(D)	(D)	0	(D)	(D)	(D)	0	0	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	5	(N/A)
<b>Non-manufacturing</b>									
Natural Resources & Construction	(D)	(D)	(D)	26	26	22	19	17	(N/A)
Trade	370	335	341	328	321	310	304	298	-19.5
Wholesale Trade	112	101	91	89	89	83	75	79	-29.5
Retail Trade	258	233	250	239	232	227	229	219	-15.1
Transportation, Warehousing & Utilities	42	36	38	38	25	37	38	34	-19.0
Information	(D)	(D)	(D)	(D)	(D)	(D)	(D)	37	(N/A)
Financial Activities	71	69	74	76	79	75	75	77	8.5
Professional & Business Services	76	90	75	49	47	53	55	51	-32.9
Education & Health Services	362	384	(D)	(D)	(D)	358	346	341	-5.8
Leisure and Hospitality	111	120	121	139	151	150	118	126	13.5
Other Services, except Public	(D)	(D)	(D)	56	57	62	61	58	(N/A)
<b>Government</b>	<b>420</b>	<b>414</b>	<b>422</b>	<b>407</b>	<b>397</b>	<b>386</b>	<b>384</b>	<b>384</b>	<b>-8.6</b>
Federal	38	36	40	36	35	35	34	36	-5.3
State	10	10	10	10	11	10	10	14	40.0
Local	373	367	372	361	351	342	340	334	-10.5

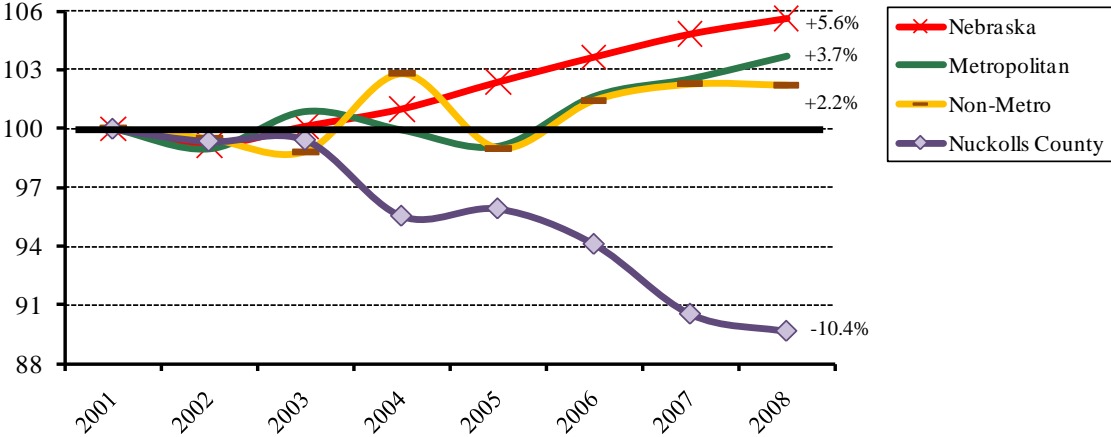
Labor Force & Work Force Summary, 2001-2008, Annually, Nuckolls County, Nebraska

Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure

Chart 2 compares total non-farm wage and salary employment growth in Nuckolls 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 Nuckolls County decreased by 10.4 percent (-165 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.

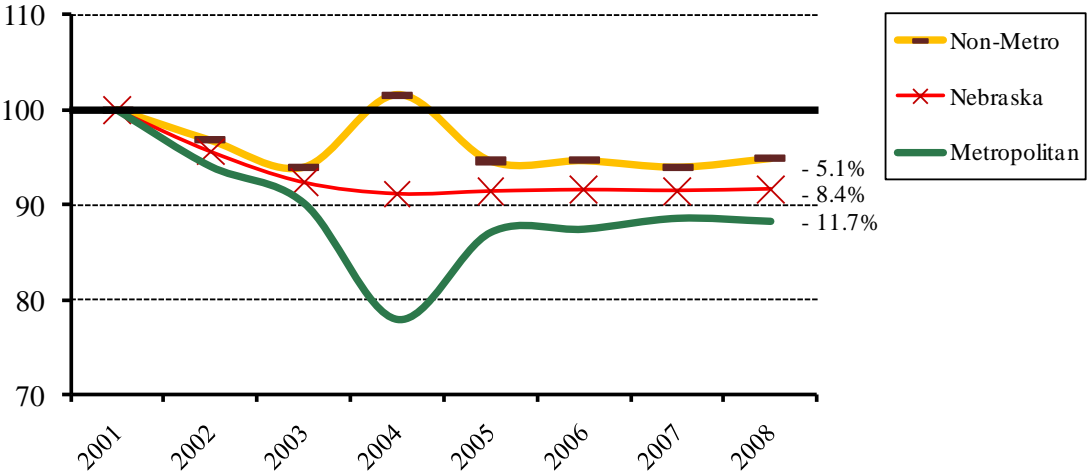
Chart 2  
**Non-Farm (W&S) Employment, Nuckolls County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2008**  
 (Index, 2001=100)



Source: Labor Force & Work Force Summary, April 2009

Chart 3 presents data on manufacturing wage and salary employment growth for Nebraska, metropolitan, and non-metropolitan areas. Data were withheld in the Manufacturing sector to avoid disclosure of individual reporting units. The other areas reported a 5.1 percent decline in Manufacturing for non-metropolitan Nebraska, an 8.4 percent decline for Nebraska as a whole, and an 11.7 percent decrease for metropolitan Nebraska over the same period.

Chart 3  
**Manufacturing (W&S) Employment 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 Nuckolls County for the time period 2001–2008. In the case of the labor force information (labor force, unemployment, and total employment), these data are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was a 9.7 percent decrease (-242 people) in the number of Nuckolls County residents participating in the labor force between 2001 and 2008.

The percent of those unemployed in Nuckolls County fell 9.6 percent (-7 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 Nuckolls County unemployment rate was 2.9 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, Nuckolls County, Nebraska**  
 Selected Years: 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
<b>Labor Force</b>	<b>2,498</b>	<b>2,483</b>	<b>2,528</b>	<b>2,459</b>	<b>2,424</b>	<b>2,349</b>	<b>2,252</b>	<b>2,256</b>	<b>-9.7</b>
Unemployment	73	76	79	80	82	62	57	66	-9.6
Unemployment Rate	2.9	3.1	3.1	3.3	3.4	2.6	2.5	2.9	(N/A)
Employment	2,425	2,407	2,449	2,380	2,342	2,287	2,196	2,190	-9.7

Labor Force & Work Force Summary, 2001-2008, Annually, Nuckolls 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 Superior and Nuckolls County. 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 Superior and Nuckolls County is 2006.

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 shows employment locations for Superior residents in the workforce or in other words, a commute shed report. The Census identified 927 workforce participants living within Superior city limits. Approximately half of Superior workers (49.8 percent or 462 people) also reside within the city limits leaving 50.2 percent of the labor force (465 people) commuting from outside the city limits for employment within the city. Approximately 43.6 percent (404 people) of those residing within city limits travel outside the county line for work and approximately 69 residents or 7.4 percent of Superior residents leave the state boundaries for work.

Table 3A

**Superior Commute Shed Report, 2002-2006**  
 Where Superior Workforce Participants are Employed

	Count	Share
<b>Total Primary Jobs</b>	927	100%
<b>Live in Superior - Work Elsewhere City</b>		
<b>Superior, NE</b>	<b>462</b>	<b>49.8%</b>
Deshler, NE	50	5.4%
Hastings, NE	49	5.3%
Nelson, NE	38	4.1%
Lincoln, NE	28	3.0%
Courtland, KS	25	2.7%
Kearney, NE	24	2.6%
Red Cloud, NE	13	1.4%
Lawrence, NE	13	1.4%
Grand Island, NE	13	1.4%
All Other Locations	212	22.9%
<b>Total Residents Working Outside Superior:</b>	<b>465</b>	<b>50.2%</b>

<b>Live in Superior - Work Elsewhere County</b>		
<b>Nuckolls Co., NE</b>	<b>523</b>	<b>56.4%</b>
Thayer Co., NE	72	7.8%
Adams Co., NE	57	6.1%
Republic Co., KS	43	4.6%
Lancaster Co., NE	31	3.3%
Clay Co., NE	30	3.2%
Buffalo Co., NE	27	2.9%
Hall Co., NE	19	2.0%
Jewell Co., KS	18	1.9%
Webster Co., NE	17	1.8%
All Other Locations	90	9.7%
<b>Total Residents Working Outside Nuckolls County:</b>	<b>404</b>	<b>43.6%</b>

<b>Live in Superior - Work Elsewhere State</b>		
<b>Nebraska</b>	<b>858</b>	<b>92.6%</b>
Kansas	67	7.2%
Iowa	1	0.1%
Idaho	1	0.1%
All Other Locations	0	0.0%
<b>Total Residents Working Outside Nebraska:</b>	<b>69</b>	<b>7.4%</b>

Source: US Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2002, 2003, 2004, 2005, and 2006)

Table 3B examines the commute shed area Nuckolls County. The Census identified 1,715 workforce participants living within the county borders. As Table 3B shows, 64.5 percent of Nuckolls County's labor force participants (1,106 people) work in a location other than the city of Superior. More than 50 percent (52.2 percent) of Nuckolls County workforce residents (896 people) work outside Nuckolls County and approximately 87 residents or 5.1 percent of Nuckolls County workforce residents leave the state boundaries for work.

Table 3B

**Nuckolls County Commute Shed Report, 2002-2006**

Where Nuckolls County Workforce Participants are Employed

	Count	Share
<b>Total Primary Jobs</b>	1,715	100%
<b>Live in Nuckolls County - Work Elsewhere City</b>		
<b>Superior, NE</b>	<b>609</b>	<b>35.5%</b>
Hastings, NE	143	8.3%
Nelson, NE	125	7.3%
Deshler, NE	111	6.5%
Lincoln, NE	59	3.4%
Lawrence, NE	52	3.0%
Kearney, NE	46	2.7%
Courtland, KS	29	1.7%
Omaha, NE	27	1.6%
Grand Island, NE	26	1.5%
All Other Locations	488	28.5%
<b>Total Residents Working Outside Superior:</b>	<b>1,106</b>	<b>64.5%</b>

<b>Live in Nuckolls County - Work Elsewhere County</b>		
<b>Nuckolls Co., NE</b>	<b>819</b>	<b>47.8%</b>
Adams Co., NE	171	10.0%
Thayer Co., NE	154	9.0%
Clay Co., NE	80	4.7%
Lancaster Co., NE	63	3.7%
Buffalo Co., NE	55	3.2%
Republic Co., KS	49	2.9%
Hall Co., NE	41	2.4%
Webster Co., NE	36	2.1%
Douglas Co., NE	29	1.7%
All Other Locations	218	12.7%
<b>Total Residents Working Outside Nuckolls County:</b>	<b>896</b>	<b>52.2%</b>

<b>Live in Nuckolls County - Work Elsewhere State</b>		
<b>Nebraska</b>	<b>1,628</b>	<b>94.9%</b>
Kansas	83	4.8%
Oklahoma	1	0.1%
Minnesota	1	0.1%
Iowa	1	0.1%
All Other Locations	1	0.1%
<b>Total Residents Working Outside Nebraska:</b>	<b>87</b>	<b>5.1%</b>

Source: US Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2002, 2003, 2004, 2005, and 2006)

People also commute from other cities and counties of residence to work in Superior and Nuckolls County – this is the labor shed area. The Census identified 888 primary jobs within the Superior city limits. Table 3C examines the labor shed area for jobs within the city of Superior. The table shows 48 percent or 426 workers in the city of Superior travel from outside city limits. The table also identifies 279 workers (31.4 percent of the workforce) travel from outside Nuckolls County boundaries and 69 workers (7.8 percent of the workforce) travel from outside state borders to work inside the city limits of Superior.

Table 3C

### Superior Labor Shed Report, 2002-2006

Where Workers Live who are Employed in the City of Superior

	<b>Count</b>	<b>Share</b>
<b>Total Primary Jobs</b>	888	100%
<b>Work in Superior - Live Elsewhere City</b>		
<b>Superior, NE</b>	<b>462</b>	<b>52.0%</b>
Hastings, NE	29	3.3%
Nelson, NE	26	2.9%
Hebron, NE	13	1.5%
Burr Oak, KS	11	1.2%
Red Cloud, NE	10	1.1%
Lawrence, NE	10	1.1%
Grand Island, NE	9	1.0%
Mankato, KS	7	0.8%
Lincoln, NE	7	0.8%
All Other Locations	304	34.2%
<b>Total Workers Living Outside Superior:</b>	<b>426</b>	<b>48.0%</b>

<b>Work in Superior - Live Elsewhere County</b>		
<b>Nuckolls Co., NE</b>	<b>609</b>	<b>68.6%</b>
Jewell Co., KS	46	5.2%
Adams Co., NE	37	4.2%
Webster Co., NE	30	3.4%
Thayer Co., NE	28	3.2%
Republic Co., KS	14	1.6%
Clay Co., NE	14	1.6%
Hall Co., NE	13	1.5%
Gage Co., NE	10	1.1%
Lancaster Co., NE	9	1.0%
All Other Locations	78	8.8%
<b>Total Workers Living Outside Nuckolls County:</b>	<b>279</b>	<b>31.4%</b>

<b>Work in Superior - Work Elsewhere State</b>		
<b>Nebraska</b>	<b>819</b>	<b>92.2%</b>
Kansas	69	7.8%
All Other Locations	0	0.0%
<b>Total Workers Living Outside Nebraska:</b>	<b>69</b>	<b>7.8%</b>

Source: US Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2002, 2003, 2004, 2005, and 2006)

Table 3D depicts the labor shed area of those employed within Nuckolls County. The Census identified 1,226 primary jobs within Nuckolls County. As Table 3D indicates, 57.3 percent (703 people) who are employed within Nuckolls County live outside of the city of Superior. More than 30 percent (33.2 percent or 407 people) who work inside Nuckolls County live outside of the county borders and 6.7 percent (82 people) live out-of-state.

Table 3D **Nuckolls County Labor Shed Report, 2002-2006**

Where Workers Live who are Employed in Nuckolls County

	<b>Count</b>	<b>Share</b>
<b>Total Primary Jobs</b>	1,226	100%
<b>Work in Nuckolls County - Live Elsewhere City</b>		
<b>Superior, NE</b>	<b>523</b>	<b>42.7%</b>
Nelson, NE	53	4.3%
Hastings, NE	48	3.9%
Lawrence, NE	27	2.2%
Hardy, NE	18	1.5%
Red Cloud, NE	17	1.4%
Grand Island, NE	17	1.4%
Ruskin, NE	15	1.2%
Hebron, NE	14	1.1%
Kearney, NE	13	1.1%
All Other Locations	481	39.2%
<b>Total Workers Living Outside Superior:</b>	<b>703</b>	<b>57.3%</b>

<b>Work in Nuckolls County - Live Elsewhere County</b>		
<b>Nuckolls Co., NE</b>	<b>819</b>	<b>66.8%</b>
Adams Co., NE	59	4.8%
Webster Co., NE	56	4.6%
Jewell Co., KS	48	3.9%
Clay Co., NE	36	2.9%
Thayer Co., NE	33	2.7%
Hall Co., NE	23	1.9%
Republic Co., KS	21	1.7%
Buffalo Co., NE	20	1.6%
Gage Co., NE	14	1.1%
All Other Locations	97	7.9%
<b>Total Workers Living Outside Nuckolls County:</b>	<b>407</b>	<b>33.2%</b>

<b>Work in Nuckolls County - Live Elsewhere State</b>		
<b>Nebraska</b>	<b>1,144</b>	<b>93.3%</b>
Kansas	82	6.7%
All Other Locations	0	0.0%
<b>Total Workers Living Outside Nebraska:</b>	<b>82</b>	<b>6.7%</b>

Source: US Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2002, 2003, 2004, 2005, and 2006)

## Population and Migration Trends

The following tables (Tables 4 and 5) present population trend data for Superior, Nuckolls County, and the surrounding area. As Table 5 indicates, Nuckolls County's population decreased by 47.4 percent (-4,552 people) between 1950 and 2000. Nuckolls County's population decrease of 11.7 percent (-590 people) between 2000 and 2008 compares to a 4.2 percent increase for Nebraska as a whole.

Table 4

**Population 1950-2008**  
 Nuckolls 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>Nuckolls County</b>	<b>9,609</b>	<b>8,217</b>	<b>7,404</b>	<b>6,726</b>	<b>5,786</b>	<b>5,057</b>	<b>4,777</b>	<b>4,467</b>	<b>-47.4</b>	<b>-11.7</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
Thayer County	10,563	9,118	7,779	7,582	6,635	6,048	5,403	5,104	-42.7	-15.6
Webster County	7,395	6,224	5,396	4,858	4,279	4,061	3,784	3,508	-45.1	-13.6

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

Table 5 data reveal each of Nuckolls County communities suffered population loss during the 1950–2000 time period; most significantly. The city of Superior reported a 36.3 percent decrease in population (-1,172 people) between 1950 and 2000. Superior experienced a 12.7 percent decrease in population (-262 people) between 2000 and 2008. The rural areas outside of the selected communities experienced a 62.7 percent decrease (-2,770 people) during the 1950–2000 time period and a population decrease of 10.4 percent (-171 people) during the 2000 to 2008 time period.

Table 5

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

	1950	1960	1970	1980	1990	2000	2004	2006	2008	% Change 1950-2000 (50 years)	% Change 2000-2008 (8 years)
<b>Nuckolls County</b>	<b>9,609</b>	<b>8,217</b>	<b>7,404</b>	<b>6,726</b>	<b>5,786</b>	<b>5,057</b>	<b>4,777</b>	<b>4,585</b>	<b>4,467</b>	<b>-47.4</b>	<b>-11.7</b>
Hardy	348	285	250	232	206	179	172	164	160	-48.6	-10.6
Lawrence	376	338	343	350	323	312	300	288	281	-17.0	-9.9
Nelson	806	695	746	733	663	587	548	522	509	-27.2	-13.3
Nora	88	60	43	24	10	20	19	18	18	-77.3	-10.0
Oak	131	125	100	79	68	60	58	55	54	-54.2	-10.0
Ruskin	214	203	229	224	187	195	187	179	174	-8.9	-10.8
Superior	3,227	2,935	2,779	2,502	2,444	2,055	1,907	1,842	1,793	-36.3	-12.7
<b>Total Rural Areas:</b>	<b>4,419</b>	<b>3,576</b>	<b>2,914</b>	<b>2,582</b>	<b>1,885</b>	<b>1,649</b>	<b>1,586</b>	<b>1,517</b>	<b>1,478</b>	<b>-62.7</b>	<b>-10.4</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. Nuckolls County follows this pattern having 73.6 percent out-migration occurring in the ‘15–24’ year age group (-360 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	1.66	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
<b>Total:</b>	<b>1,578,385</b>	<b>1,711,263</b>	<b>8.42</b>	<b>48,267</b>	<b>3.1</b>

<b>NON-METRO NEBRASKA</b>					
0 - 14	179,510	169,176	-5.76	9,886	5.5
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
<b>Total:</b>	<b>774,057</b>	<b>795,352</b>	<b>2.75</b>	<b>6,280</b>	<b>0.8</b>

<b>NUCKOLLS COUNTY</b>					
0 - 14	1,256	911	-27.47	60	4.8
15 - 24	490	547	11.63	-360	-73.6
25 - 44	1,447	1,140	-21.22	-75	-5.2
45 - 64	1,236	1,227	-0.73	0	0.0
Over 65	1,357	1,232	-9.21	-70	-5.2
<b>Total:</b>	<b>5,786</b>	<b>5,057</b>	<b>-12.60</b>	<b>-445</b>	<b>-7.7</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	0.81	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
<b>Total:</b>	<b>29,625</b>	<b>31,151</b>	<b>5.15</b>	<b>618</b>	<b>2.1</b>

<b>CLAY COUNTY</b>					
0 - 14	1,605	1,515	-5.61	187	11.7
15 - 24	752	819	8.91	-306	-40.7
25 - 44	1,917	1,779	-7.20	70	3.7
45 - 64	1,454	1,659	14.10	38	2.6
Over 65	1,395	1,267	-9.18	-60	-4.3
<b>Total:</b>	<b>7,123</b>	<b>7,039</b>	<b>-1.18</b>	<b>-70</b>	<b>-1.0</b>

<b>FILLMORE COUNTY</b>					
0 - 14	1,539	1,354	-12.02	82	5.3
15 - 24	739	732	-0.95	-313	-42.4
25 - 44	1,874	1,592	-15.05	-62	-3.3
45 - 64	1,407	1,545	9.81	-3	-0.2
Over 65	1,544	1,411	-8.61	7	0.5
<b>Total:</b>	<b>7,103</b>	<b>6,634</b>	<b>-6.60</b>	<b>-289</b>	<b>-4.1</b>

<b>THAYER COUNTY</b>					
0 - 14	1,355	1,150	-15.13	119	8.8
15 - 24	628	603	-3.98	-364	-57.9
25 - 44	1,589	1,352	-14.92	-36	-2.2
45 - 64	1,335	1,464	9.66	71	5.3
Over 65	1,728	1,486	-14.00	-6	-0.3
<b>Total:</b>	<b>6,635</b>	<b>6,055</b>	<b>-8.74</b>	<b>-215</b>	<b>-3.2</b>

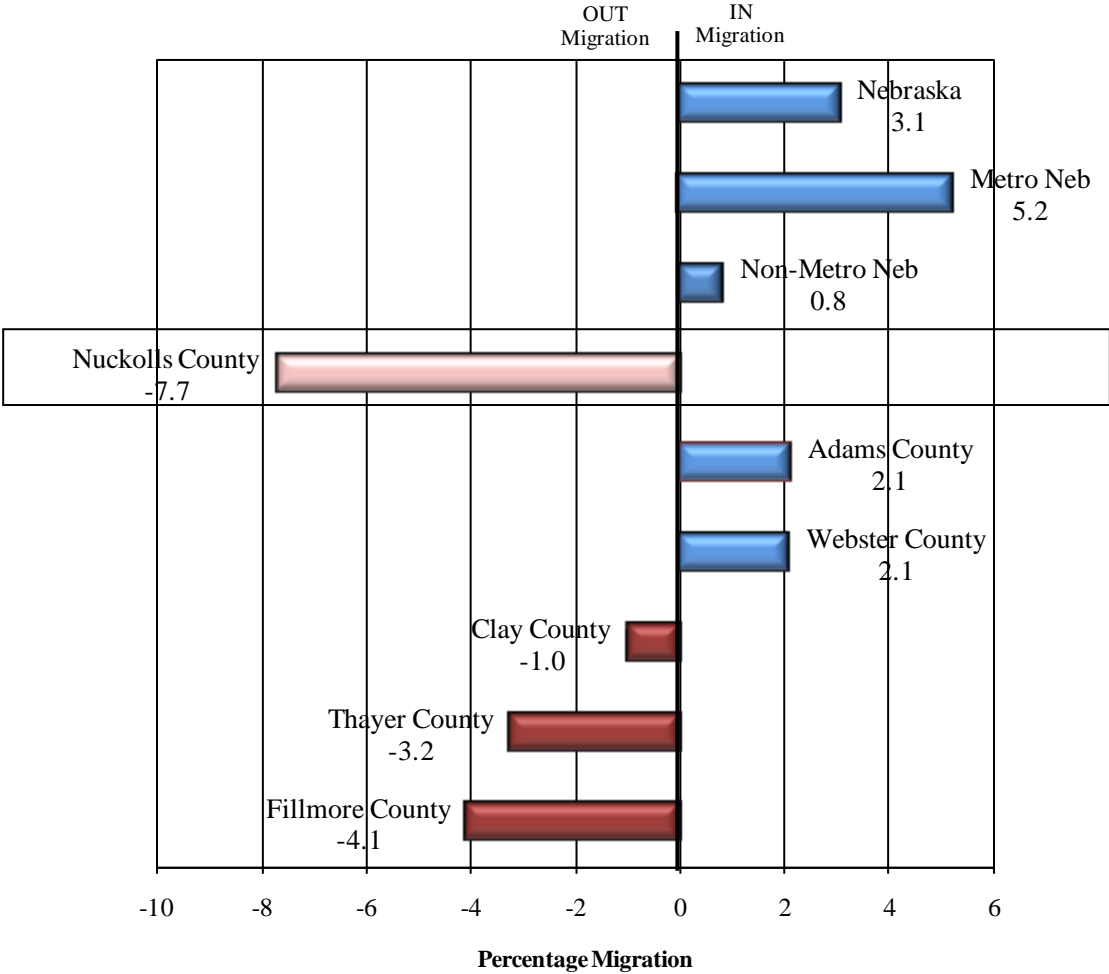
<b>WEBSTER COUNTY</b>					
0 - 14	840	781	-7.02	78	9.3
15 - 24	367	362	-1.36	-211	-57.5
25 - 44	990	931	-5.96	65	6.5
45 - 64	937	1,000	6.72	131	14.0
Over 65	1,145	987	-13.80	26	2.3
<b>Total:</b>	<b>4,279</b>	<b>4,061</b>	<b>-5.09</b>	<b>89</b>	<b>2.1</b>

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, Nuckolls County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Nuckolls County experienced out-migration of 7.7 percent of the 1990 population (-445 people) while Nebraska recorded net in-migration of 3.1 percent.

Chart 4

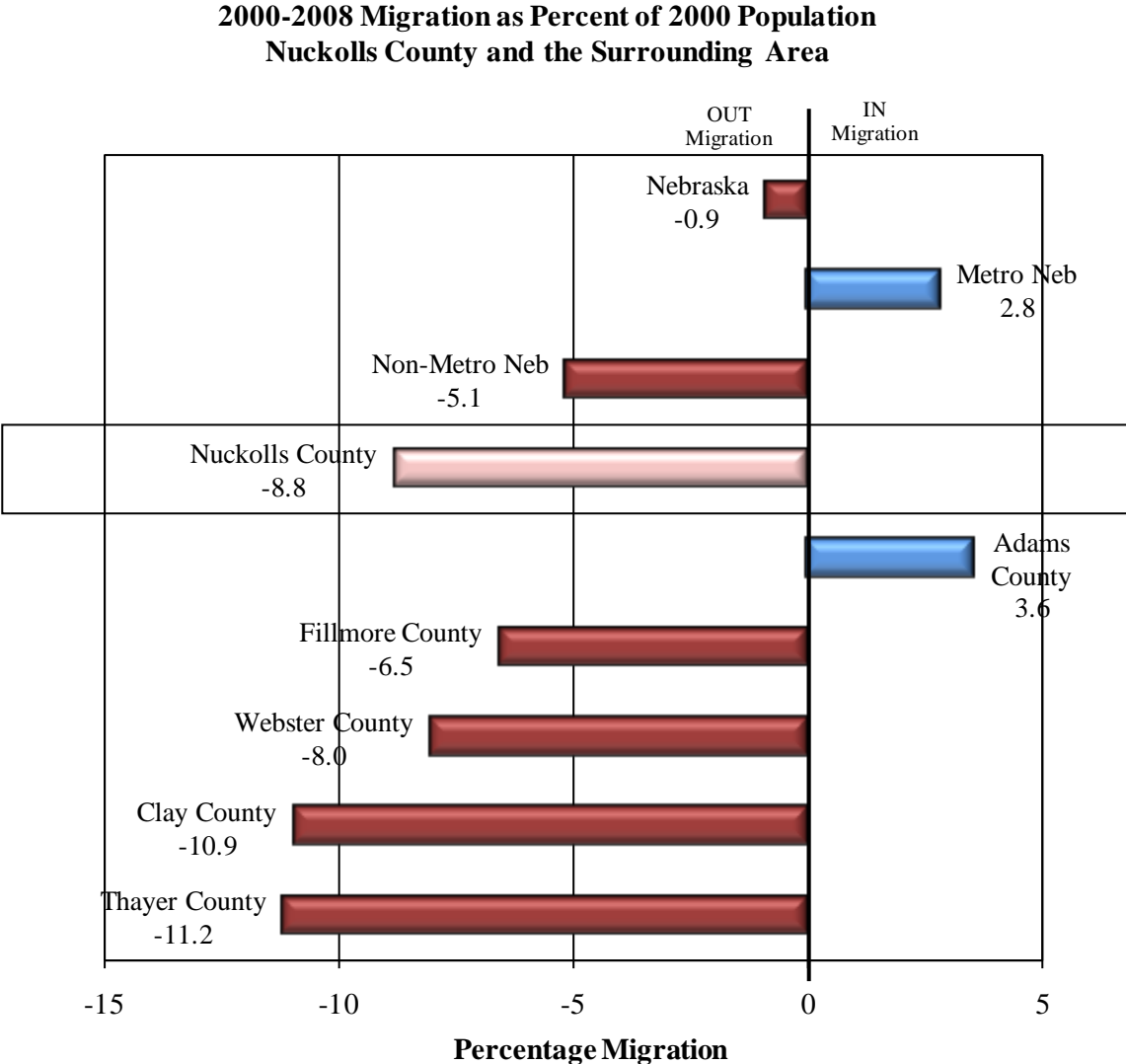
**1990-2000 Migration as Percent of 1990 Population  
 Nuckolls County and the Surrounding Area**



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. Nuckolls County’s 8.8 percent out-migration (-444 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 nearly 70 percent of those moving in to Nuckolls County between 1995 and 2000 moved from other Nebraska locations (66.8 percent or 502 people). People also migrated in from 12 other states. Table 8 shows in-state migration flows. Migration to Nuckolls County from within Nebraska came primarily from Adams, Lancaster, and Thayer Counties.

Table 7 **IN Migration - Nuckolls County  
 1995-2000**

"From" Location	# People	Percent
Other Nebraska Counties	502	66.8%
Kansas	141	18.8%
Colorado	32	4.3%
California	24	3.2%
South Carolina	17	2.3%
Iowa	13	1.7%
Nevada	5	0.7%
New Mexico	4	0.5%
Wyoming	4	0.5%
Arizona	3	0.4%
South Dakota	3	0.4%
Other States (2)	3	0.4%
<b>Total:</b>	<b>751</b>	<b>100%</b>

Table 8

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

In-State Movement:	# People	Percent
Adams County	74	14.7%
Lancaster County	64	12.7%
Thayer County	53	10.6%
Webster County	43	8.6%
Clay County	37	7.4%
Gage County	32	6.4%
Buffalo County	27	5.4%
Douglas County	20	4.0%
Sarpy County	19	3.8%
Madison County	18	3.6%

Source: US Census Bureau, July 2005

Table 9 data reveal 62.8 percent of people migrating out of Nuckolls County between 1995 and 2000 remained in the state of Nebraska (62.8 percent or 696 people). Nuckolls County residents also moved to 17 other states during this time period. Looking within Nebraska, Table 10 shows the majority of people leaving Nuckolls County (but staying in Nebraska) went to Lancaster, Adams, and Buffalo 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 - Nuckolls County  
 1995-2000**

"To" Location	# People	Percent
Other Nebraska Counties	696	62.8%
Kansas	117	10.6%
South Dakota	39	3.5%
Texas	39	3.5%
Illinois	28	2.5%
Washington	25	2.3%
California	23	2.1%
New York	23	2.1%
Oregon	19	1.7%
Iowa	18	1.6%
Tennessee	17	1.5%
Other States (7)	64	5.8%
<b>Total:</b>	<b>1,108</b>	<b>100%</b>

Table 10

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

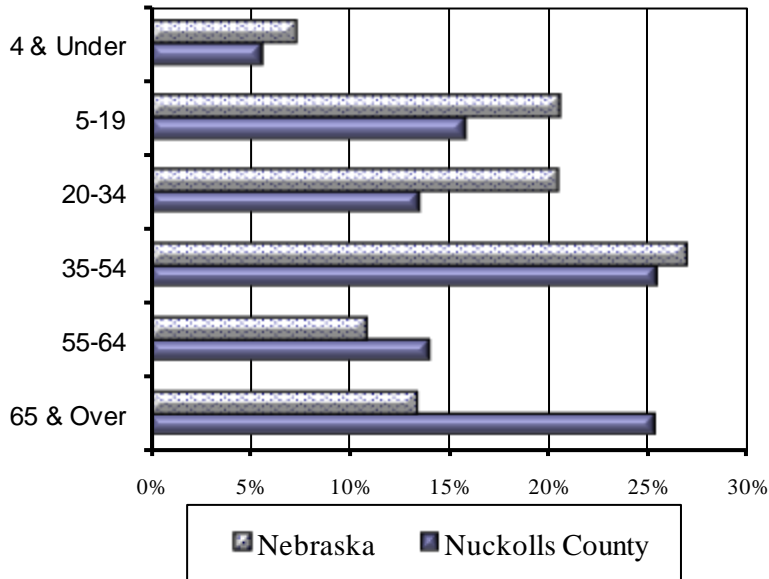
In-State Movement:	# People	Percent
Lancaster County	180	25.9%
Adams County	114	16.4%
Buffalo County	56	8.0%
Thayer County	50	7.2%
Douglas County	36	5.2%
Clay County	32	4.6%
Wayne County	32	4.6%
Gage County	18	2.6%
Seward County	17	2.4%
Jefferson County	16	2.3%

Source: US Census Bureau, July 2005

The following charts (Charts 6 and 7) compare the age distribution of population for Nuckolls County and Nebraska as a whole. The population of Nuckolls County is significantly older than Nebraska as a whole. The median age for Nuckolls County residents in 2008 was 48.6 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 6

**Age Distribution of the Population, 2008  
 Nuckolls County and Nebraska**



Source: U.S. Census Bureau, July 2009

Chart 7

	2008 Population		Percent	
	Nebraska	Nuckolls County	Nebraska	Nuckolls County
<b>4 &amp; Under</b>	132,092	256	7.4%	5.7%
<b>5-19</b>	368,255	710	20.6%	15.9%
<b>20-34</b>	365,740	604	20.5%	13.5%
<b>35-54</b>	481,660	1,136	27.0%	25.4%
<b>55-64</b>	194,838	629	10.9%	14.1%
<b>65 &amp; Over</b>	240,847	1,132	13.5%	25.3%
<b>Total</b>	<b>1,783,432</b>	<b>4,467</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Median Age</b>	<b>36.2</b>	<b>48.6</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 Nuckolls 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

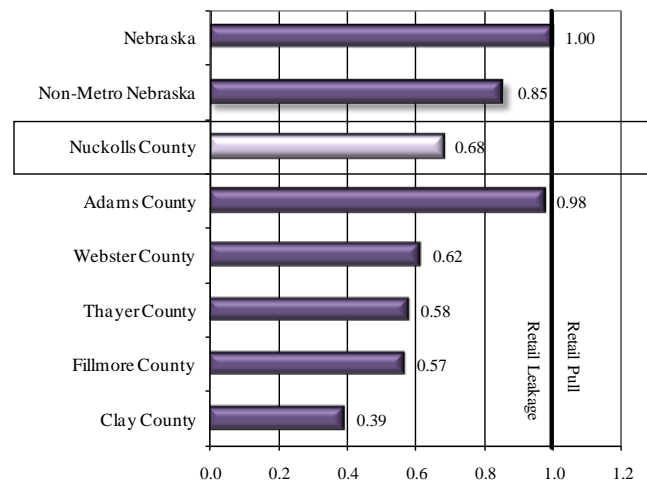
**2008 Retail Sales (Non-Motor Vehicle) Pull Factors  
 Nebraska, Nuckolls County, and Surrounding Counties**

	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>Nuckolls County</b>	<b>4,467</b>	<b>34,332</b>	<b>7,686</b>	<b>0.68</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
Thayer County	5,104	33,472	6,558	0.58
Webster County	3,508	24,411	6,959	0.62

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

Chart 8

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



Reviewing the pull factors at the county level indicates Nuckolls County experiences significant retail leakage. The 2008 pull factor of 0.68 indicates, on a per capita basis, retail sales in Nuckolls County are approximately 32 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 Nuckolls County (0.68) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Nuckolls County are approximately 20.2 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 Superior and selected area communities. The community of Superior’s pull factor of 1.08 indicates that, on a per capita basis, non-motor vehicle retail sales in Superior are approximately 8 percent greater than the state’s average per capita sales.

Table 12

**2008 Retail Sales (NMV) Pull Factors  
 Nebraska, Superior, 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>Superior (Nuckolls)</b>	<b>1,793</b>	<b>21,902</b>	<b>12,215</b>	<b>1.08</b>
Hastings (Adams)	25,394	356,545	14,041	1.24
Clay (Sutton)	1,317	11,636	8,835	0.78
Geneva (Fillmore)	2,037	22,581	11,085	0.98
Hebron (Thayer)	1,328	19,053	14,347	1.27
Red Cloud (Webster)	960	15,428	16,071	1.42

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

Chart 9

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

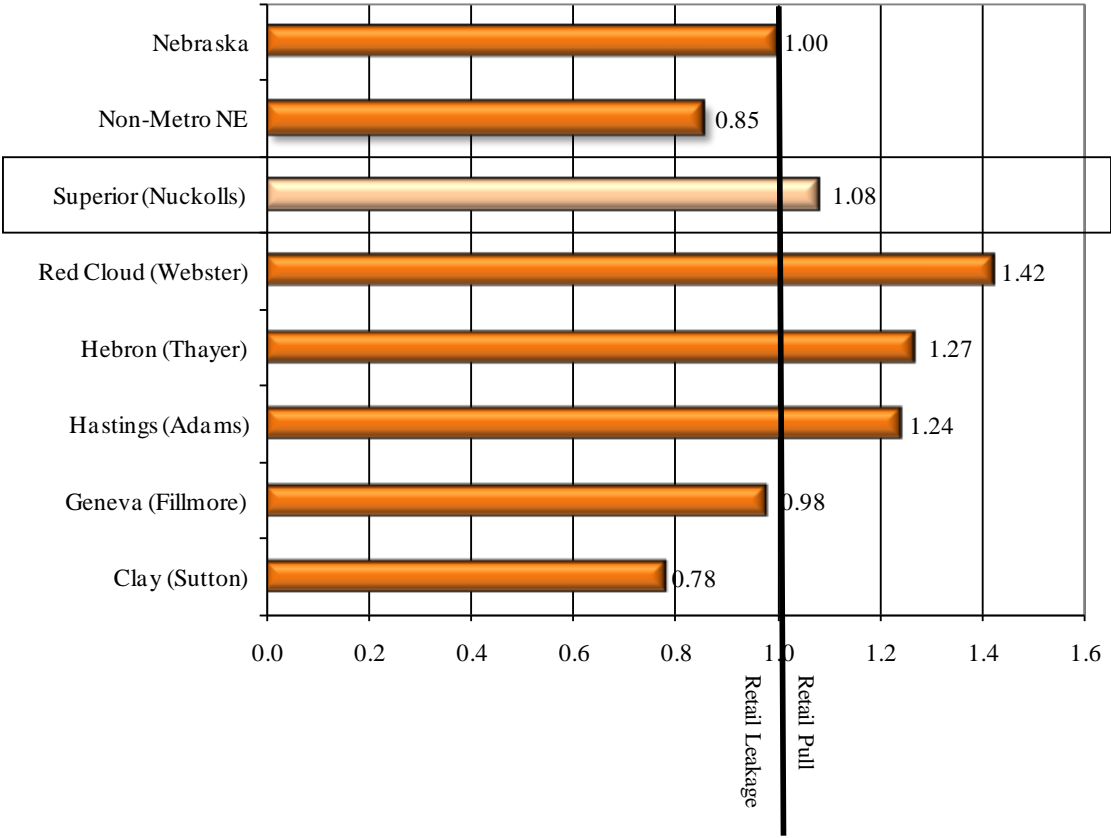


Table 13 and Chart 10 further breakdown the 2008 pull factors into the communities reporting retail sales figures within Nuckolls County. As this table indicates, the community of Nelson had the strongest pull factor (1.52) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.68 for Nuckolls County in 2008.

Table 13  
**2008 Retail Sales (NMV) Pull Factors  
 Nebraska, Superior, and Available Nuckolls 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>Nuckolls County</b>	<b>4,467</b>	<b>34,332</b>	<b>7,686</b>	<b>0.68</b>
Hardy	160	624	3,902	0.34
Lawrence	281	1,700	6,049	0.53
Nelson	509	8,726	17,143	1.52
Nora	18	(D)	(NA)	(NA)
Oak	54	(D)	(NA)	(NA)
Ruskin	174	1,259	7,238	0.64
<b>Superior</b>	<b>1,793</b>	<b>21,902</b>	<b>12,215</b>	<b>1.08</b>

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,  
 Superior, and Available Nuckolls County Communities**

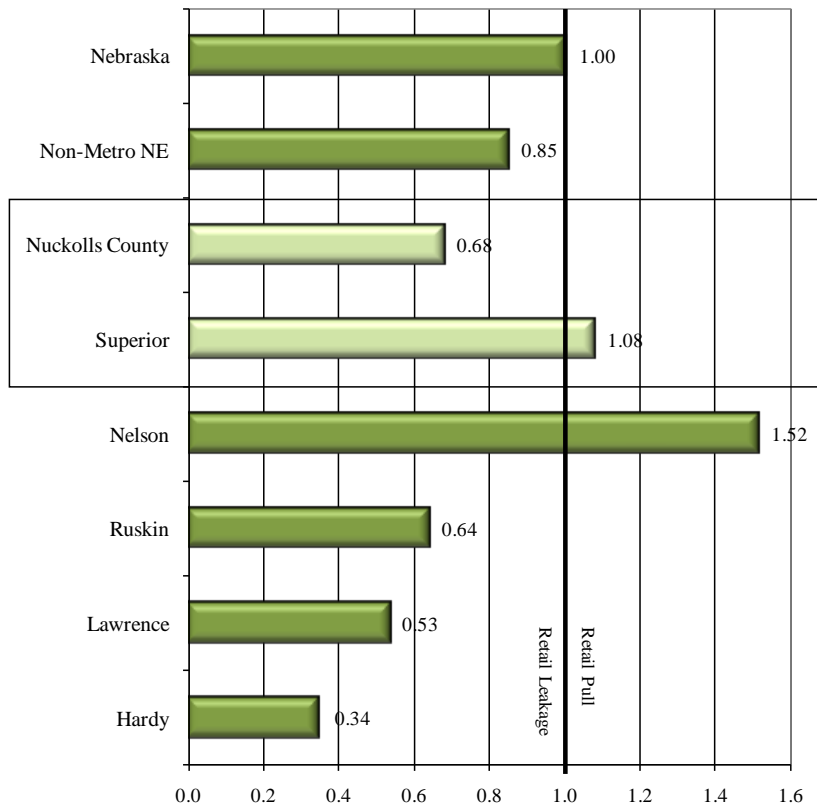


Table 14 (sorted by population) and Chart 11 (sorted by pull factor) show the 2008 pull factors for Nebraska, Superior, and eight other similarly sized communities selected from around the state. Imperial's pull factor of 1.97 leads the group for 2008 thus indicating Imperial has greater retail pull.

Table 14

**2008 Retail Sales (NMV) Pull Factors  
 Superior & 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>Superior (Nuckolls)</b>	<b>1,793</b>	<b>21,902</b>	<b>12,215</b>	<b>1.08</b>
Tekamah (Burt)	1,719	16,569	9,639	0.85
Wilber (Saline)	1,729	6,124	3,542	0.31
Imperial (Chase)	1,762	39,271	22,288	1.97
Mitchell (Scotts Bluff)	1,785	6,942	3,889	0.34
Syracuse (Otoe)	1,845	22,679	12,292	1.09
Gibbon (Buffalo)	1,847	11,080	5,999	0.53
Dakota City (Dakota)	1,872	3,717	1,985	0.18
Valley (Douglas)	1,922	23,949	12,461	1.10

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

Chart 11

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

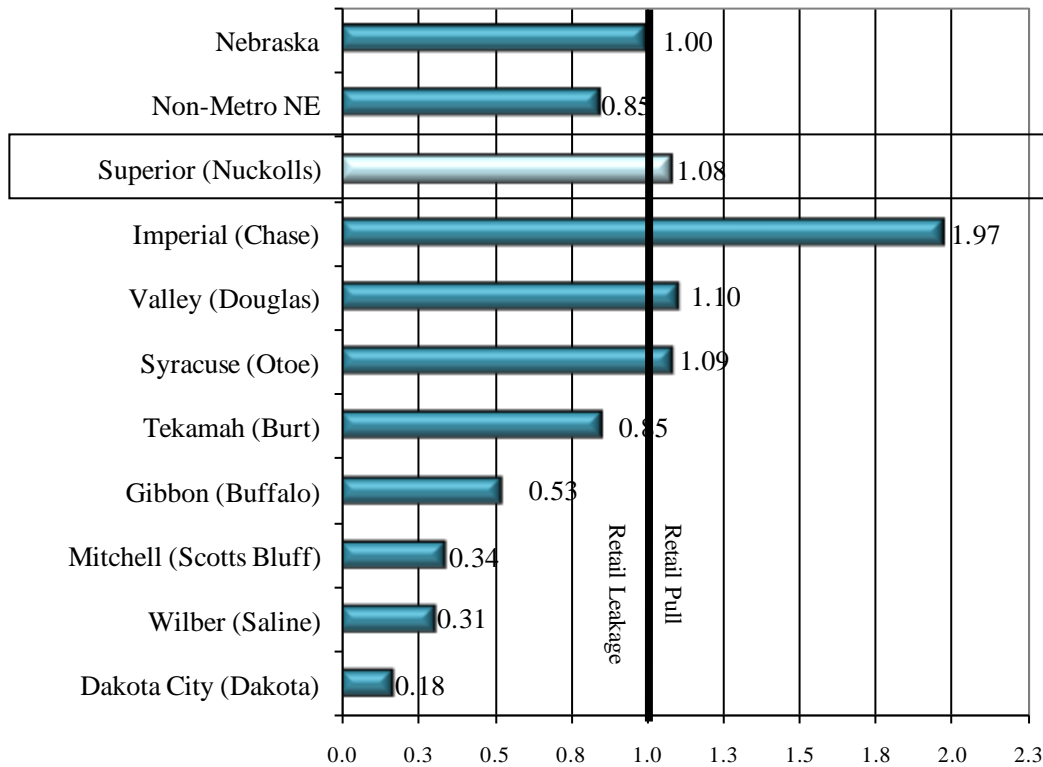
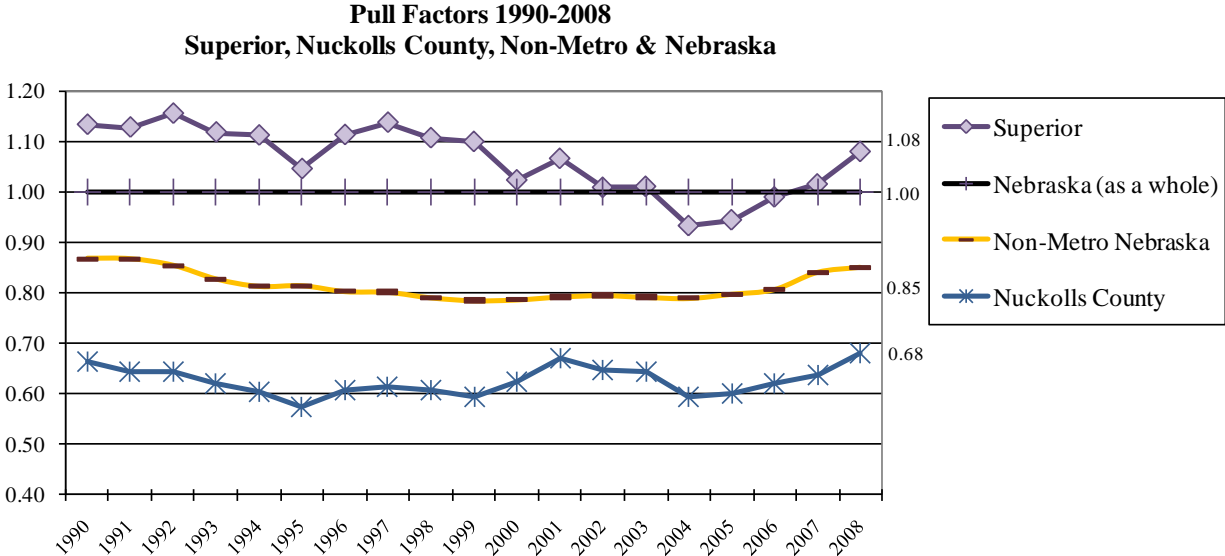


Chart 12 illustrates the pull factor trend for Superior, Nuckolls County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2008. In examining the time line, it is apparent the city of Superior has experienced a rebound in retail activity since early 2000. Data within Nuckolls County (as a whole) have consistently shown significant retail leakage throughout the time period.

Chart 12



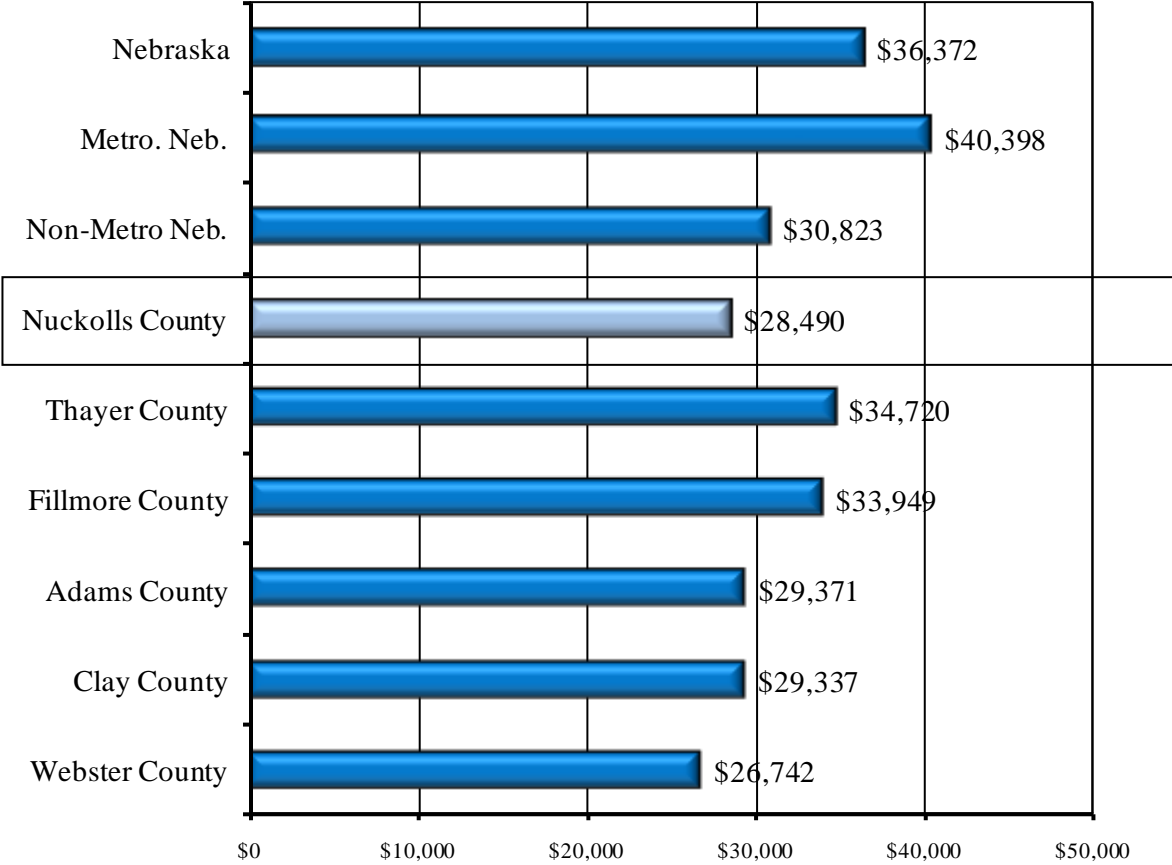
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2009

**Per Capita Personal Income**

Per capita personal income in Nuckolls County was \$28,490 in 2007 the last year in which such data are available. Nuckolls County’s per capita income is \$7,882 or 21.7 percent less than that for Nebraska as a whole (\$36,372); \$11,908 or 29.5 percent less than metropolitan Nebraska (\$40,398); and \$2,333 or 7.6 percent less than non-metropolitan Nebraska (\$30,823).

Chart 13

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



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

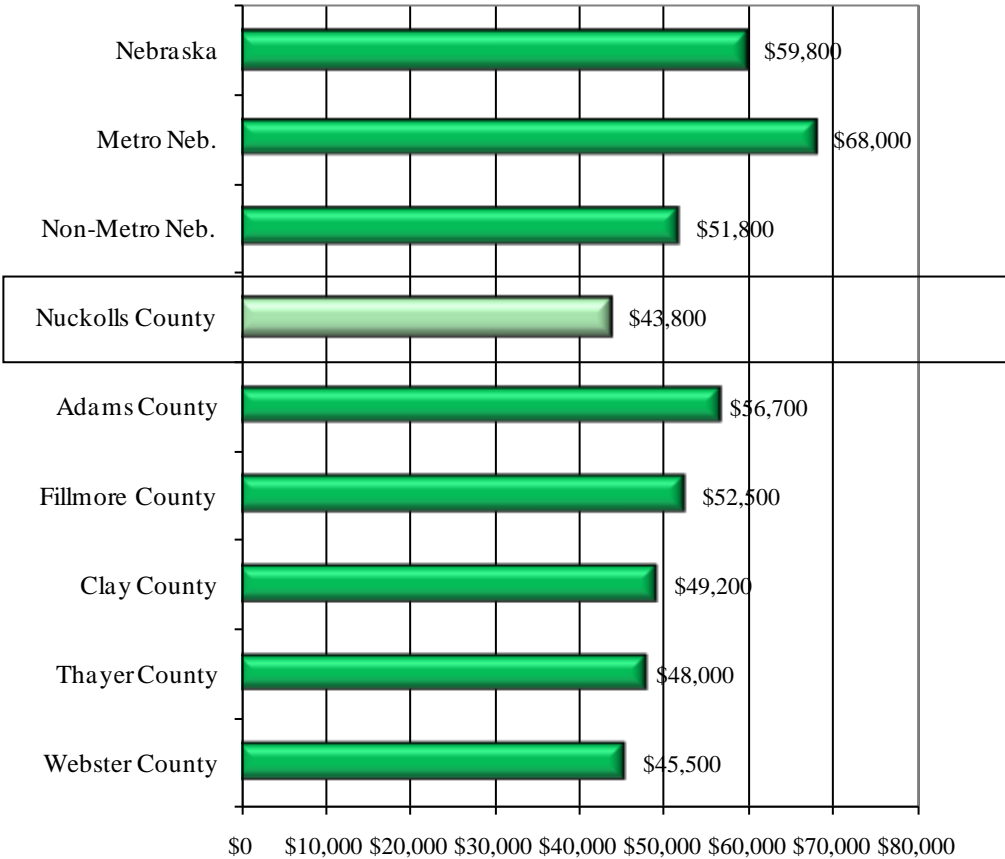
**Median Family Income**

Median family income provides a different perspective of income levels in Nebraska, Nuckolls 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 Nuckolls County is estimated to be \$43,800 in 2008. This amount is \$16,000 or 26.8 percent less than the median family income for Nebraska as a whole (\$59,800); \$24,200 or 35.6 percent less than metropolitan Nebraska (\$68,000); and \$8,000 or 15.4 percent less than non-metro median family income (\$51,800) in 2008.

Chart 14

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



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