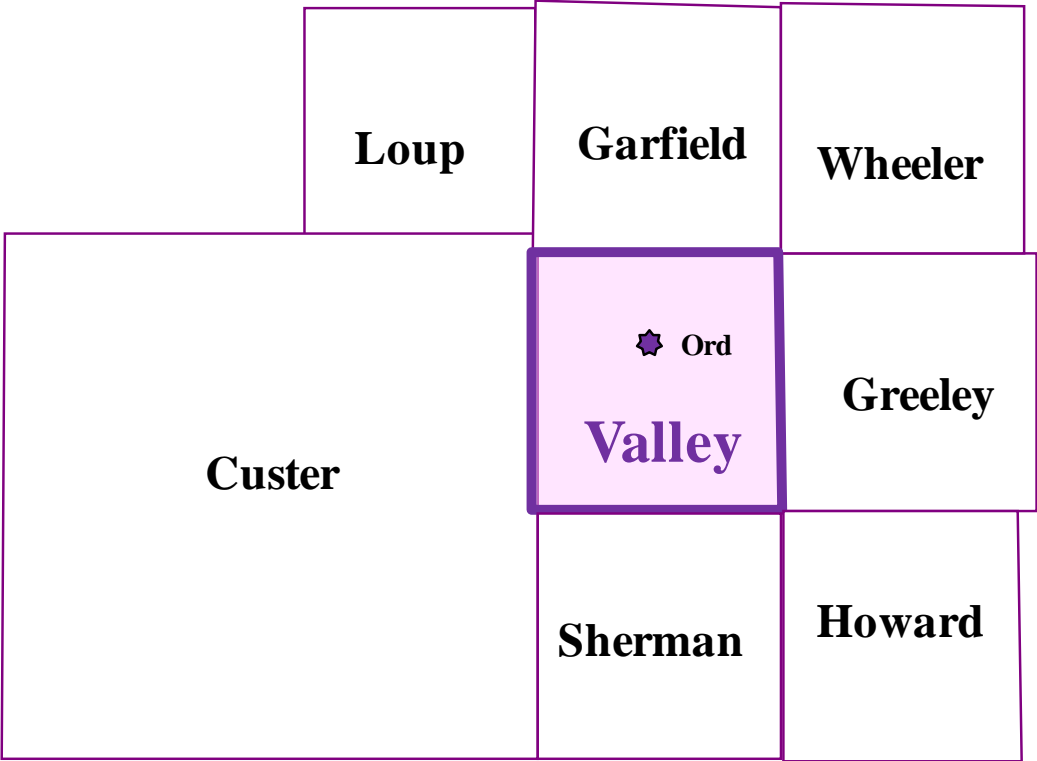


Economic and Demographic Trends

Ord, Valley County, and the Surrounding Area



January 2010

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

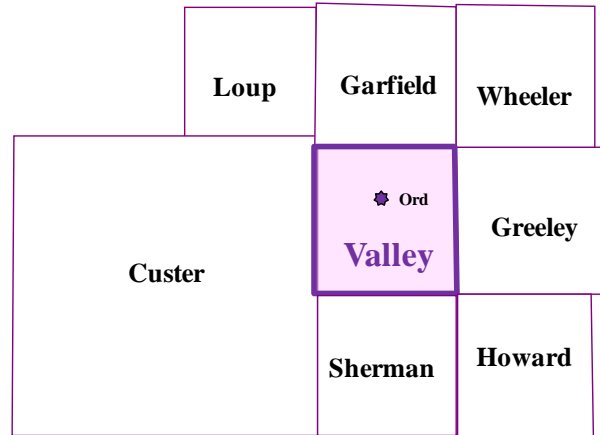
Available Online @ sites.nppd.com



Economic and Demographic Trends in Ord, Valley 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 Ord and Valley 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 Valley County, other counties included in this area are Custer, Garfield, Greeley, Howard, Loup, Sherman, and Wheeler. The retail sales section also compares retail growth between Ord 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 Valley 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

Because data were withheld in three of the eleven sectors in an attempt to avoid disclosure of individual reporting units, the sectors have been combined for the purpose of this study. The Combined Manufacturing sector consists of the Manufacturing, Trade, and Information sectors. When comparing Valley County non-farm wage and salary employment sectors to non-metropolitan Nebraska, there are significant differences between the distributions. The largest variances fall in the Government, Education & Health Services, and Combined Manufacturing sectors. Deviations from the non-metropolitan state distribution of employment are noted in Chart 1 (next page). The more significant deviations include the following:

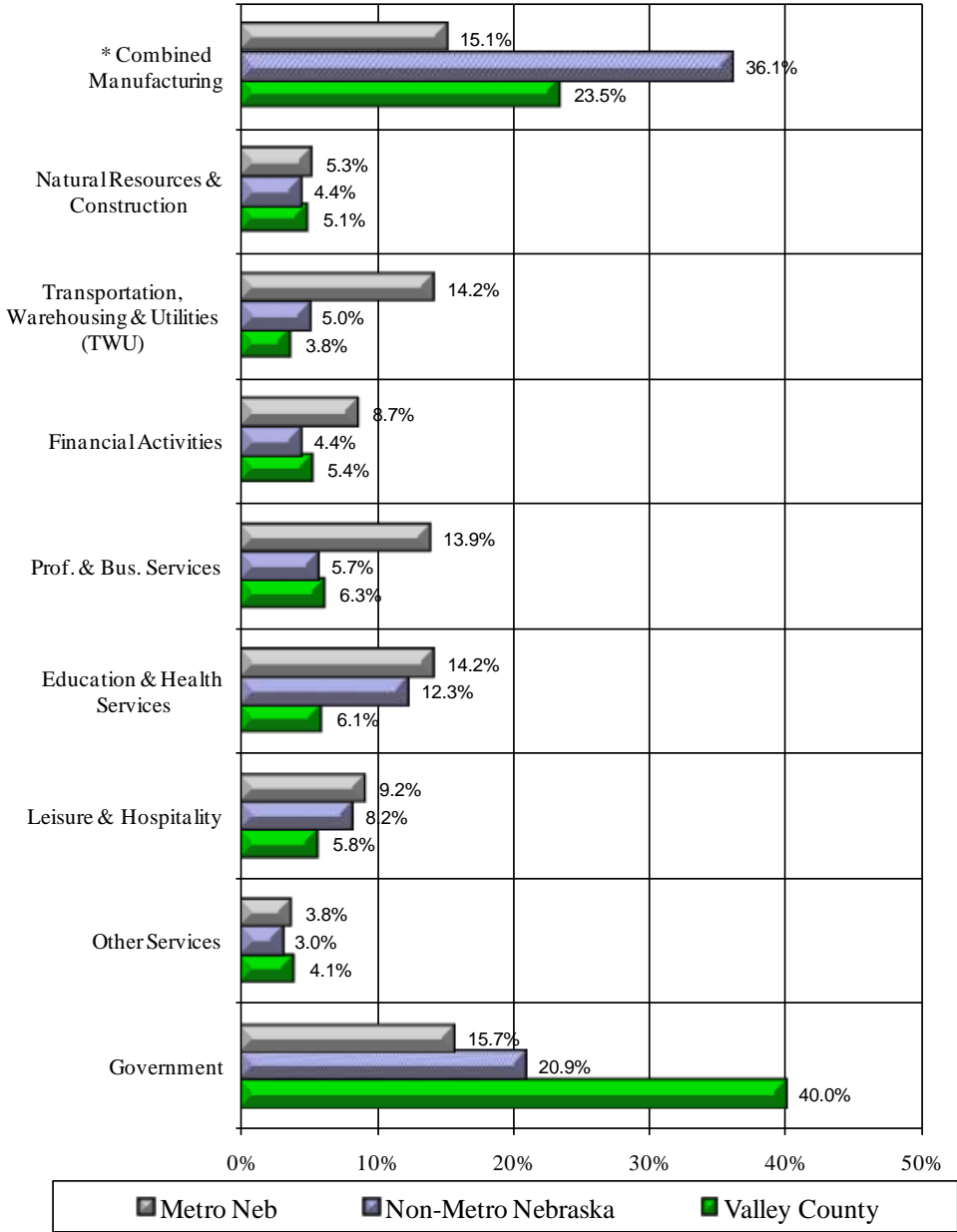
- Government (40.0 percent Valley Co. vs. 20.9 percent non-metropolitan)
- Education & Health Services (6.1 percent Valley Co. vs. 12.3 percent non-metropolitan)
- Combined Manufacturing (23.5 percent Valley Co. vs. 36.1 percent non-metropolitan)

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

The largest deviation between Valley County and non-metropolitan Nebraska employment sectors falls in the Government sector having 40.0 percent employment (697 employees) compared to non-metropolitan Nebraska employment at 20.9 percent of the workforce. Comparing Valley County to the overall metropolitan distribution, the largest deviation is also found in the Government sector (40.0 percent Valley County vs. 15.7 percent metropolitan Nebraska).

Chart 1

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



Source: Nebraska Department of Labor, Labor Market Information, 2009
 * Combined Manufacturing. Data were withheld from three employment sectors to avoid disclosure of individual reporting units. These sectors have been combined into one "Combined Manufacturing" sector for comparison in this study. The sectors are: Manufacturing, Trade, and Information.

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Valley 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 Valley County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Valley County increased 15.9 percent (239 jobs) between 2001 and 2008.

Table 1 also provides employment data for Valley County by major economic sector for years 2001–2008. The Transportation, Warehousing & Utilities sector recorded the largest percentage increase of those reporting during the study time period (34.7 percent or 17 jobs). The Financial Activities sector reported the largest actual increase for this same time period (21 jobs or 28.8 percent).

Table 1

Non-Farm Wage & Salary Employment Trends, Valley County, Nebraska
 Selected Years: 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
Non-farm Employment (W&S)	1,504	1,639	1,638	1,624	1,607	1,697	1,748	1,743	15.9
Manufacturing	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Durable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Non-manufacturing									
Natural Resources & Construction	70	70	72	68	83	95	102	89	27.1
Trade	258	275	286	285	(D)	(D)	(D)	(D)	(N/A)
Wholesale Trade	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Retail Trade	(D)	(D)	(D)	(D)	162	190	202	207	(N/A)
Transportation, Warehousing & Utilities	49	51	49	56	52	60	68	66	34.7
Information	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Financial Activities	73	76	78	80	81	78	87	94	28.8
Professional & Business Services	(D)	(D)	(D)	(D)	(D)	(D)	117	109	(N/A)
Education & Health Services	(D)	103	113	110	115	131	112	106	(N/A)
Leisure and Hospitality	131	141	129	128	115	148	128	101	-22.9
Other Services, except Public	(D)	(D)	(D)	62	65	61	66	71	(N/A)
Government	687	683	658	648	643	654	670	697	1.5
Federal	33	33	37	36	35	35	32	33	0.0
State	41	36	32	32	30	28	30	36	-12.2
Local	613	614	589	579	578	591	608	627	2.3

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

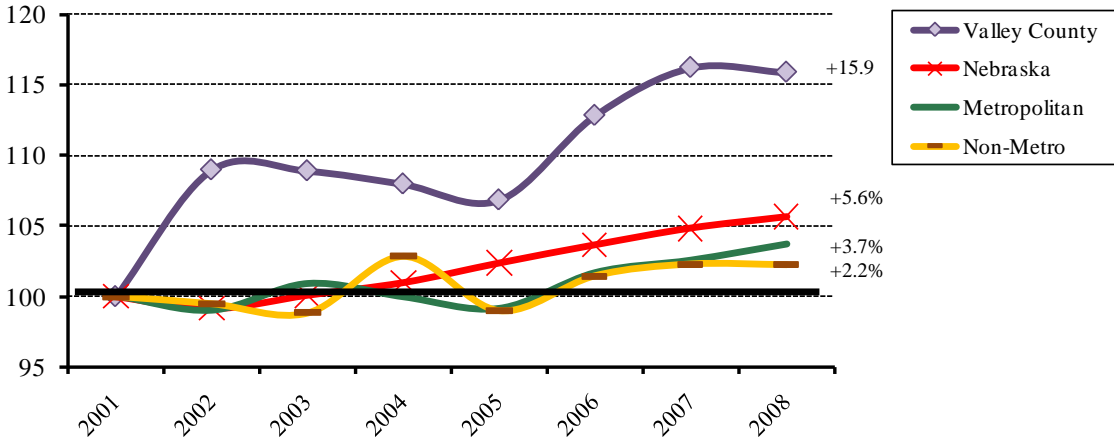
Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure

(N/A) Data not available

Chart 2 compares total non-farm wage and salary employment growth in Valley 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 Valley County increased 15.9 percent (239 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.

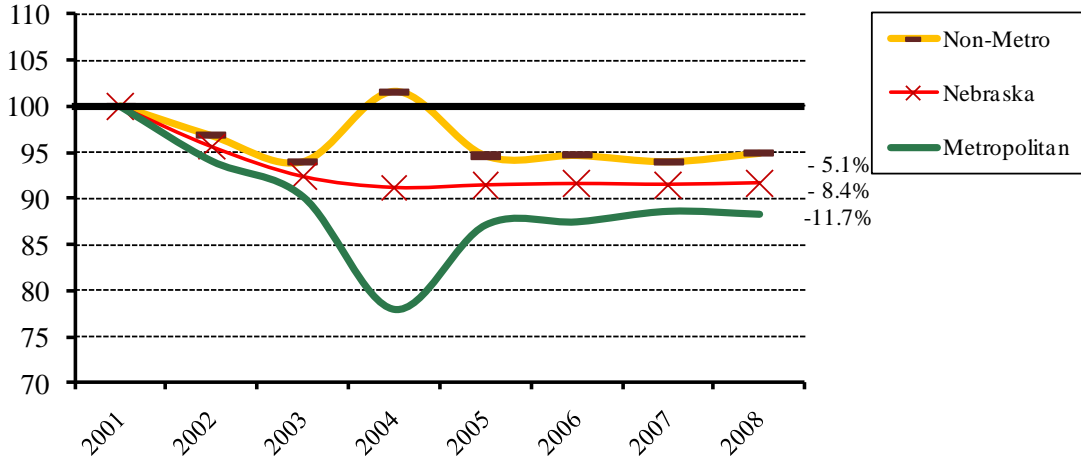
Chart 2
Non-Farm (W&S) Employment, Valley County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2008
 (Index, 2001=100)



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. Valley County is not represented in this chart due to data being withheld in an attempt to avoid disclosure of individual reporting units. The Manufacturing sector for non-metropolitan Nebraska experienced a 5.1 percent decline in employment compared to an 8.4 percent decrease 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 Valley 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 9.0 percent increase (214 people) in the number of Valley County residents participating in the labor force between 2001 and 2008.

The percent of those unemployed in Valley County decreased by 2.7 percent (-2 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 Valley County unemployment rate was 2.8 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, Valley County, Nebraska
 Selected Years: 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
Labor Force	2,385	2,546	2,616	2,578	2,519	2,579	2,589	2,599	9.0
Unemployment	75	73	90	86	89	64	61	73	-2.7
Unemployment Rate	3.1	2.9	3.4	3.3	3.5	2.5	2.4	2.8	(N/A)
Employment	2,310	2,473	2,527	2,491	2,430	2,514	2,528	2,525	9.3

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

Table 3A shows employment locations for city of Ord residents in the workforce or in other words, a commute shed report. The Census identified 1,071 primary jobs within Ord city limits. More than half of the city of Ord workers (50.6 percent or 542 people) also reside within the city limits leaving 49.4 percent of the labor force (529 people) commuting from outside the city limits for employment within the city. Approximately 46 percent (45.6 percent or 488 people) of those residing within city limits travel outside the county line for work and approximately 14 residents or 1.3 percent of Ord 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 Ord Commute Shed Report, 2008
 Where City of Ord Workforce Participants are Employed

	Count	Share
Total Primary Jobs	1,071	100%
Live in City of Ord - Work Elsewhere City		
Jobs in Places (Cities, CDPs, etc.) Where Workers are Employed		
Ord city, NE	542	50.6%
Burwell city, NE	47	4.4%
Grand Island city, NE	46	4.3%
Lincoln city, NE	31	2.9%
Kearney city, NE	28	2.6%
Hastings city, NE	23	2.1%
Broken Bow city, NE	17	1.6%
Spalding village, NE	16	1.5%
Omaha city, NE	16	1.5%
Arcadia village, NE	13	1.2%
All Other Locations	292	27.3%
Total City of Ord Residents Working Inside City:	542	50.6%
Total City of Ord Residents Working Outside City:	529	49.4%

Live in City of Ord - Work Elsewhere County Jobs in Counties Where Workers are Employed		
Valley County, NE	583	54.4%
Hall County, NE	54	5.0%
Buffalo County, NE	49	4.6%
Garfield County, NE	47	4.4%
Lancaster County, NE	34	3.2%
Greeley County, NE	28	2.6%
Adams County, NE	23	2.1%
Custer County, NE	21	2.0%
Douglas County, NE	20	1.9%
Wheeler County, NE	19	1.8%
All Other Locations	193	18.0%
Total Ord Residents Working Inside Valley County:	583	54.4%
Total Ord Residents Working Outside Valley County:	488	45.6%

Live in City of Ord - Work Elsewhere State Jobs in States Where Workers are Employed		
Nebraska	1,057	98.7%
Wyoming	3	0.3%
South Dakota	3	0.3%
Iowa	2	0.2%
Missouri	1	0.1%
All Other Locations	5	0.5%
Total Ord Residents Working Inside Nebraska:	1,057	98.7%
Total Ord Residents Working Outside Nebraska:	14	1.3%

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

Table 3B examines the commute shed area for Valley County. The Census identified 1,709 primary jobs within the county borders. As Table 3B shows, 56.2 percent of Valley County's labor force participants (961 people) work in a location other than the city of Ord. More than 48 percent of Valley County workforce residents (48.7 percent or 832 people) work outside Valley County and approximately 22 residents or 1.3 percent of Valley County workforce residents leave the state boundaries for work.

Table 3B

Valley County Commute Shed Report, 2008

Where Valley County Workforce Participants are Employed

	Count	Share
Total Primary Jobs	1,709	100%
Live in Valley County - Work Elsewhere City		
Jobs in Places (Cities, CDPs, etc.) Where Workers are Employed		
Ord city, NE	748	43.8%
Grand Island city, NE	70	4.1%
Burwell city, NE	70	4.1%
Lincoln city, NE	68	4.0%
Kearney city, NE	42	2.5%
Arcadia village, NE	40	2.3%
Broken Bow city, NE	36	2.1%
Omaha city, NE	32	1.9%
Hastings city, NE	31	1.8%
Spalding village, NE	26	1.5%
All Other Locations	546	31.9%
Total Valley County Residents Working Inside Ord:	748	43.8%
Total Valley County Residents Working Outside Ord:	961	56.2%

Live in Valley County - Work Elsewhere County		
Jobs in Counties Where Workers are Employed		
Valley County, NE	877	51.3%
Hall County, NE	84	4.9%
Lancaster County, NE	73	4.3%
Garfield County, NE	70	4.1%
Buffalo County, NE	69	4.0%
Custer County, NE	47	2.8%
Greeley County, NE	44	2.6%
Douglas County, NE	38	2.2%
Adams County, NE	33	1.9%
Sherman County, NE	26	1.5%
All Other Locations	348	20.4%
Total Valley County Residents Working Inside County:	877	51.3%
Total Valley County Residents Working Outside County:	832	48.7%

Live in Valley County - Work Elsewhere State Jobs in States Where Workers are Employed		
Nebraska	1,687	98.7%
South Dakota	5	0.3%
Wyoming	3	0.2%
Kansas	3	0.2%
Iowa	3	0.2%
All Other Locations	8	0.5%
Total Valley County Residents Working Inside Nebraska:	1,687	98.7%
Total Valley County Residents Working Outside Nebraska:	22	1.3%

US Census Bureau, LED OnTheMap Origin-Destination Database, 2nd Quarter 2008

People also commute from other cities and counties of residence to work in Ord and Valley County – this is the labor shed area. The Census identified 1,214 primary jobs within the Ord city limits. Table 3C examines the labor shed area for jobs within the city of Ord. The table shows 55.4 percent or 672 workers in the city of Ord travel from outside city limits. The table also identifies 466 workers (38.4 percent of the workforce) travel from outside Valley County boundaries and five workers (0.4 percent of the workforce) travel from outside state borders to work inside the city limits of Ord.

Table 3C

City of Ord Labor Shed Report, 2008

Where Workers Live who are Employed in the City of Ord

	Count	Share
Total Primary Jobs	1,214	100%
Work in City of Ord - Live Elsewhere City Jobs in Places (Cities, CDPs, etc.) Where Workers Live		
Ord city, NE	542	44.6%
Burwell city, NE	37	3.0%
Grand Island city, NE	36	3.0%
North Loup village, NE	29	2.4%
Arcadia village, NE	29	2.4%
Aurora city, NE	13	1.1%
Broken Bow city, NE	11	0.9%
Loup City city, NE	10	0.8%
Lincoln city, NE	9	0.7%
Central City city, NE	9	0.7%
All Other Locations	489	40.3%
Total Ord Workers Living Inside Ord:	542	44.6%
Total Ord Workers Living Outside Ord:	672	55.4%

Work in City of Ord - Live Elsewhere County Jobs in Counties Where Workers Live		
Valley County, NE	748	61.6%
Garfield County, NE	68	5.6%
Hall County, NE	47	3.9%
Custer County, NE	44	3.6%
Sherman County, NE	27	2.2%
Hamilton County, NE	25	2.1%
Greeley County, NE	23	1.9%
Dawson County, NE	23	1.9%
Howard County, NE	19	1.6%
Holt County, NE	16	1.3%
All Other Locations	174	14.3%
Total Ord Workers Living Inside Valley County:	748	61.6%
Total Ord Workers Living Outside Valley County:	466	38.4%

Work in City of Ord - Live Elsewhere State Jobs in States Where Workers Live		
Nebraska	1,203	99.1%
Virginia	2	0.2%
Utah	2	0.2%
New York	2	0.2%
Kansas	2	0.2%
All Other Locations	3	0.2%
Total Ord Workers Living Inside Nebraska:	1,203	99.1%
Total Ord Workers Living Outside Nebraska:	5	0.4%

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

Table 3D depicts the labor shed area of those employed within Valley County. The Census identified 1,470 primary jobs within Valley County. As Table 3D indicates, 60.3 percent (887 people) who are employed within Valley County live outside of the city of Ord. Approximately 40 percent (40.3 percent or 593 people) who work inside Valley County live outside of the county borders and 0.5 percent (7 people) live out-of-state.

Table 3D

Valley County Labor Shed Report, 2008

Where Workers Live who are Employed in Valley County

	Count	Share
Total Primary Jobs	1,470	100%
Work in Valley County - Live Elsewhere City		
Jobs in Places (Cities, CDPs, etc.) Where Workers Live		
Ord city, NE	583	39.7%
Arcadia village, NE	48	3.3%
Grand Island city, NE	43	2.9%
North Loup village, NE	40	2.7%
Burwell city, NE	37	2.5%
Loup City city, NE	18	1.2%
Broken Bow city, NE	16	1.1%
Aurora city, NE	14	1.0%
Elyria village, NE	11	0.7%
Central City city, NE	11	0.7%
All Other Locations	649	44.1%
Total Valley County Workers Living Inside Ord:	583	39.7%
Total Valley County Workers Living Outside Ord:	887	60.3%

Work in Valley County - Live Elsewhere County		
Jobs in Counties Where Workers Live		
Valley County, NE	877	59.7%
Garfield County, NE	70	4.8%
Custer County, NE	69	4.7%
Hall County, NE	55	3.7%
Sherman County, NE	48	3.3%
Greeley County, NE	30	2.0%
Hamilton County, NE	27	1.8%
Dawson County, NE	24	1.6%
Howard County, NE	23	1.6%
Merrick County, NE	20	1.4%
All Other Locations	227	15.4%
Total Valley County Workers Living Inside County:	877	59.7%
Total Valley County Workers Living Outside County:	593	40.3%

Work in Valley County - Live Elsewhere State		
Nebraska	1,455	99.0%
South Dakota	4	0.3%
Virginia	2	0.1%
Utah	2	0.1%
New York	2	0.1%
All Other Locations	5	0.3%
Total Valley County Workers Living Inside Nebraska:	1,455	99.0%
Total Valley County Workers Living Outside Nebraska:	7	0.5%

US Census Bureau, LED OnTheMap Origin-Destination Database, 2nd Quarter 2008

Population and Migration Trends

The following tables (Tables 4 and 5) present population trend data for Ord, Valley County, and the surrounding area. As Table 4 indicates, Valley County's population decreased by 35.9 percent (-2,605 people) between 1950 and 2000. Valley County's population decrease of 10.0 percent (-465 people) between 2000 and 2008 compares to a 4.2 percent increase for Nebraska as a whole.

Table 4

Population 1950-2008
 Valley 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
Valley County	7,252	6,590	5,783	5,633	5,169	4,647	4,428	4,182	-35.9	-10.0
Custer County	19,170	16,517	14,092	13,877	12,270	11,793	11,229	10,842	-38.5	-8.1
Garfield County	2,912	2,699	2,411	2,363	2,141	1,902	1,809	1,710	-34.7	-10.1
Greeley County	5,575	4,595	4,000	3,462	3,006	2,714	2,515	2,290	-51.3	-15.6
Howard County	7,226	6,541	6,807	6,773	6,057	6,567	6,547	6,593	-9.1	0.4
Loup County	1,348	1,097	854	859	683	712	685	619	-47.2	-13.1
Sherman County	6,421	5,382	4,725	4,226	3,718	3,318	3,134	2,994	0.0	0.0
Wheeler County	1,526	1,297	1,051	1,060	948	886	789	807	-41.9	-8.9

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

Table 5 data reveal Valley County communities experienced significant population loss during the 1950–2000 time period. The city of Ord reported a 1.3 percent increase in population (30 people) between 1950 and 2000. The city of Ord experienced a 10.6 percent decrease in population (-241 people) between 2000 and 2008. The rural areas outside of the selected communities experienced a 57.5 percent decrease (-2,200 people) during the 1950–2000 time period and a population decrease of 8.3 percent (-135 people) during the 2000 to 2008 time period.

Table 5

Population 1950-2008
 Valley County Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2004	2006	2008	% Change 1950-2000 (50 years)	% Change 2000-2008 (8 years)
Valley County	7,252	6,590	5,783	5,633	5,169	4,647	4,428	4,297	4,182	-35.9	-10.0
Arcadia	574	446	418	412	385	359	339	327	317	-37.5	-11.7
Elyria	87	89	55	62	61	54	51	49	48	-37.9	-11.1
North Loup	526	453	441	405	361	339	318	307	298	-35.6	-12.1
Ord	2,239	2,413	2,439	2,658	2,559	2,269	2,144	2,081	2,028	1.3	-10.6
Total Rural Areas:	3,826	3,189	2,430	2,096	1,803	1,626	1,576	1,533	1,491	-57.5	-8.3

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. Valley County follows this pattern having 62.5 percent out-migration occurring in the ‘15–24’ year age group (-326 people).

Table 6

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

Age Group	--- Population ---		% Change	Net	% of 1990
	1990	2000	1990-2000	Migration	Population
NEBRASKA					
0 - 14	363,390	369,427	1.7	15,750	4.3
15 - 24	221,509	255,240	15.2	13,009	5.9
25 - 44	486,020	487,107	0.2	12,644	2.6
45 - 64	284,398	367,294	29.1	6,387	2.2
Over 65	223,068	232,195	4.1	476	0.2
Total:	1,578,385	1,711,263	8.4	48,267	3.1

NON-METRO NEBRASKA					
0 - 14	179,510	169,176	-5.8	9,886	5.5
15 - 24	95,548	109,817	14.9	-12,543	-13.1
25 - 44	214,544	203,423	-5.2	-296	-0.1
45 - 64	147,243	176,709	20.0	6,828	4.6
Over 65	137,212	136,227	-0.7	2,405	1.8
Total:	774,057	795,352	2.8	6,280	0.8

VALLEY COUNTY					
0 - 14	1,110	915	-17.6	71	6.4
15 - 24	522	457	-12.5	-326	-62.5
25 - 44	1,289	1,051	-18.5	-79	-6.1
45 - 64	1,055	1,109	5.1	-21	-2.0
Over 65	1,193	1,115	-6.5	-6	-0.5
Total:	5,169	4,647	-10.1	-361	-7.0

Table 6 (continued)

Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
CUSTER COUNTY					
0 - 14	2,771	2,521	-9.0	232	8.4
15 - 24	1,186	1,225	3.3	-692	-58.4
25 - 44	3,081	2,769	-10.1	110	3.6
45 - 64	2,537	2,793	10.1	129	5.1
Over 65	2,695	2,485	-7.8	15	0.5
Total:	12,270	11,793	-3.9	-207	-1.7

GARFIELD COUNTY					
0 - 14	436	360	-17.4	16	3.7
15 - 24	222	171	-23.0	-128	-57.7
25 - 44	503	390	-22.5	-69	-13.7
45 - 64	465	510	9.7	20	4.2
Over 65	515	471	-8.5	38	7.4
Total:	2,141	1,902	-11.2	-123	-5.7

GREELEY COUNTY					
0 - 14	771	589	-23.6	20	2.6
15 - 24	295	302	2.4	-257	-87.0
25 - 44	742	587	-20.9	-73	-9.9
45 - 64	571	607	6.3	-3	-0.6
Over 65	627	629	0.3	37	6.0
Total:	3,006	2,714	-9.7	-276	-9.2

HOWARD COUNTY					
0 - 14	1,421	1,473	3.7	267	18.8
15 - 24	686	821	19.7	-163	-23.7
25 - 44	1,529	1,664	8.8	230	15.0
45 - 64	1,273	1,484	16.6	173	13.6
Over 65	1,146	1,125	-1.8	-48	-4.2
Total:	6,055	6,567	8.5	459	7.6

LOUP COUNTY					
0 - 14	160	155	-3.1	46	28.9
15 - 24	53	67	26.4	-43	-81.9
25 - 44	185	159	-14.1	15	8.2
45 - 64	157	192	22.3	21	13.5
Over 65	128	139	8.6	-4	-3.2
Total:	683	712	4.2	35	5.1

Table 6 (continued)

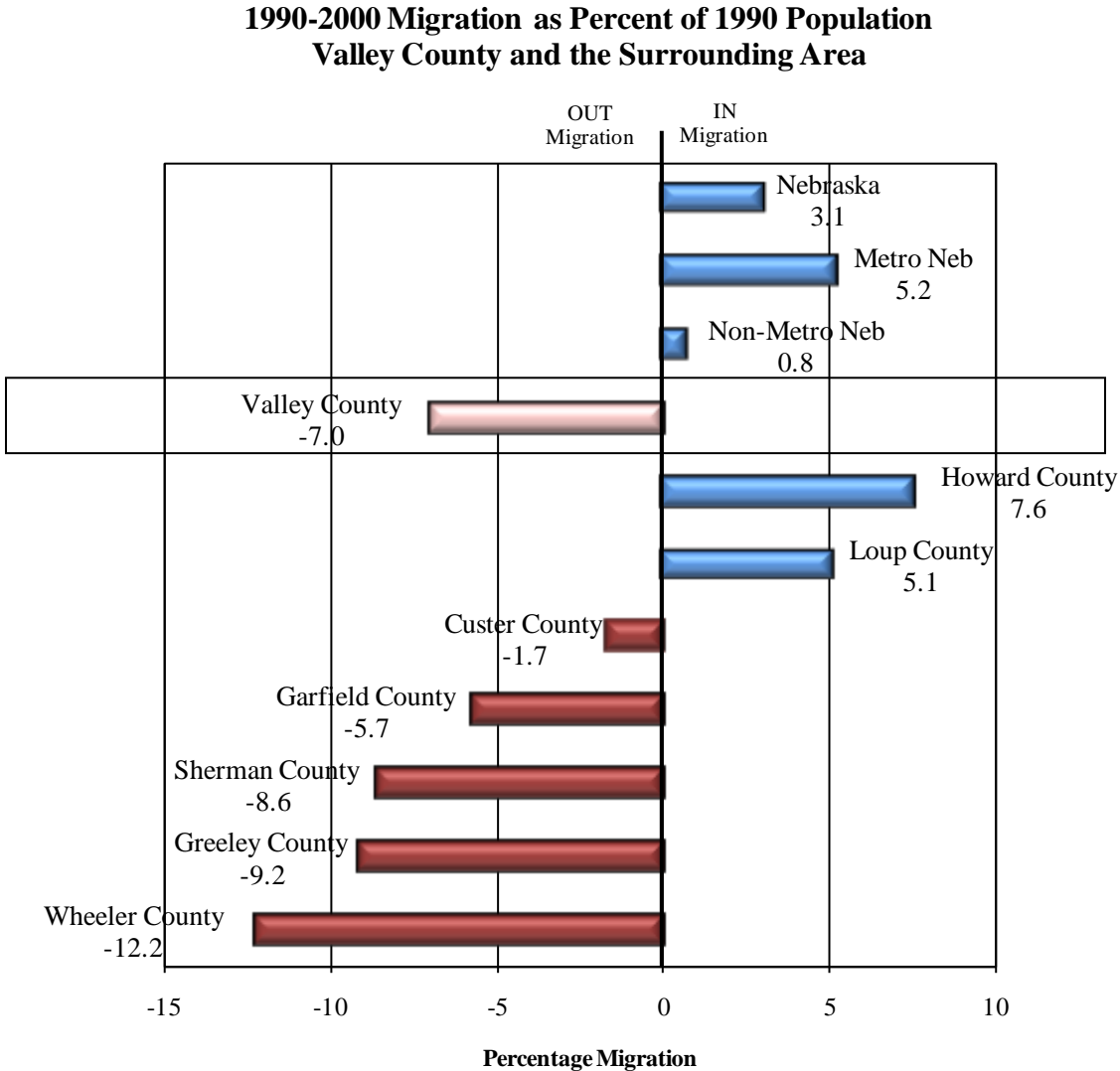
Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
SHERMAN COUNTY					
0 - 14	844	644	-23.7	10	1.2
15 - 24	436	320	-26.6	-278	-63.8
25 - 44	866	786	-9.2	-51	-5.9
45 - 64	780	800	2.6	10	1.3
Over 65	792	768	-3.0	-11	-1.4
Total:	3,718	3,318	-10.8	-320	-8.6

WHEELER COUNTY					
0 - 14	266	204	-23.3	-17	-6.6
15 - 24	88	111	26.1	-65	-73.9
25 - 44	261	194	-25.7	-38	-14.6
45 - 64	193	228	18.1	27	14.2
Over 65	140	149	6.4	-23	-16.2
Total:	948	886	-6.5	-116	-12.2

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, Valley County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Valley County experienced out-migration of 7.0 percent of the 1990 population (-361 people) while Nebraska recorded net in-migration of 3.1 percent.

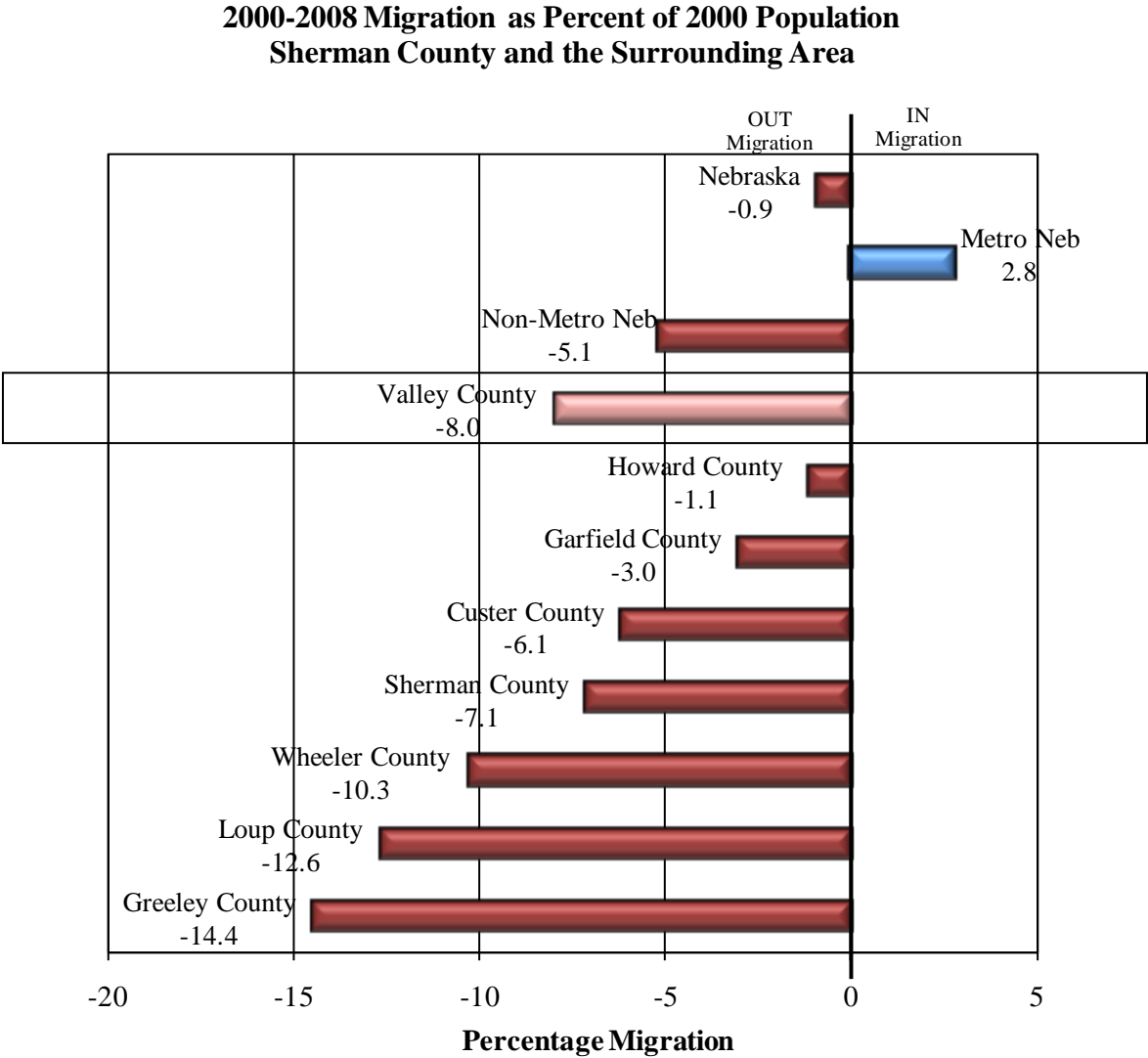
Chart 4



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

Chart 5 shows the 2000–2008 migration pattern for the study area as a percentage of the 2000 population. Valley County’s 8.0 percent out-migration (-370 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 80.6 percent of those moving in to Valley County between 1995 and 2000 moved from other Nebraska locations (582 people). People also migrated in from eight other states. Table 8 shows in-state migration flows. Migration to Valley County from within Nebraska came primarily from Garfield, Hall, and Custer Counties.

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

"From" Location	# People	Percent
Other Nebraska Counties	582	80.6%
California	27	3.7%
Missouri	18	2.5%
South Dakota	14	1.9%
Colorado	12	1.7%
Utah	11	1.5%
Arizona	9	1.2%
West Virginia	8	1.1%
Washington	7	1.0%
Mississippi	5	0.7%
Montana	5	0.7%
Other States (8)	24	3.3%
Total:	722	100%

Table 8

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

In-State Movement:	# People	Percent
Garfield County	85	14.6%
Hall County	58	10.0%
Custer County	47	8.1%
Sherman County	45	7.7%
Greeley County	41	7.0%
Buffalo County	38	6.5%
Washington County	28	4.8%
Adams County	26	4.5%
Lancaster County	26	4.5%
Scotts Bluff County	23	4.0%

Source: US Census Bureau, July 2005

Table 9 data reveal 81.4 percent of people migrating out of Valley County between 1995 and 2000 remained in the state of Nebraska (608 people). Valley County residents also moved to three other states during this time period. Looking within Nebraska, Table 10 shows the majority of people leaving Valley County (but staying in Nebraska) went to Lancaster, Hall, 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 - Valley County
 1995-2000**

"To" Location	# People	Percent
Other Nebraska Counties	608	81.4%
Missouri	34	4.6%
Oregon	23	3.1%
Iowa	22	2.9%
California	17	2.3%
Arkansas	12	1.6%
Texas	11	1.5%
Colorado	10	1.3%
Illinois	10	1.3%
Kansas	8	1.1%
Alabama	7	0.9%
Other States (3)	0	0.0%
Total:	747	100%

Table 10

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

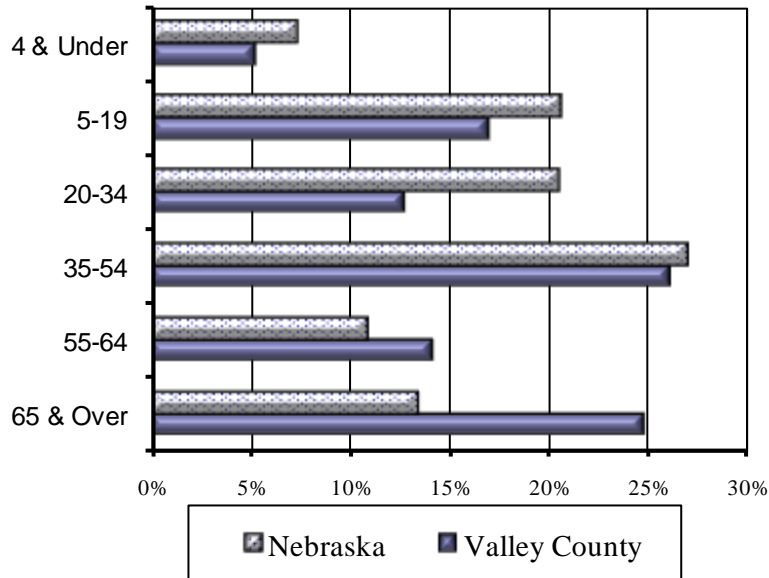
In-State Movement:	# People	Percent
Lancaster County	97	16.0%
Hall County	85	14.0%
Buffalo County	51	8.4%
Douglas County	45	7.4%
Greeley County	40	6.6%
Custer County	34	5.6%
Kearney County	28	4.6%
Seward County	25	4.1%
Lincoln County	23	3.8%
Wayne County	17	2.8%

Source: US Census Bureau, July 2005

The following charts (Charts 6 and 7) compare the age distribution of population for Valley County and Nebraska as a whole. The population of Valley County is significantly older than Nebraska as a whole. The median age for Valley County residents in 2008 was 47.8 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
 Valley County and Nebraska**



Source: U.S. Census Bureau, July 2009

Chart 7

	2008 Population		Percent	
	Nebraska	Valley County	Nebraska	Valley County
4 & Under	132,092	223	7.4%	5.3%
5-19	368,255	711	20.6%	17.0%
20-34	365,740	532	20.5%	12.7%
35-54	481,660	1,089	27.0%	26.0%
55-64	194,838	592	10.9%	14.2%
65 & Over	240,847	1,035	13.5%	24.7%
Total	1,783,432	4,182	100%	100%
Median Age	36.2	47.8		

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 Valley 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, Valley 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
Valley County	4,182	38,709	9,256	0.82
Custer County	10,842	88,513	8,164	0.72
Garfield County	1,710	16,081	9,404	0.83
Greeley County	2,290	11,273	4,923	0.44
Howard County	6,593	30,884	4,684	0.41
Loup County	619	899	1,453	0.13
Sherman County	2,994	9,627	3,215	0.28
Wheeler County	807	2,003	2,482	0.22

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

Reviewing the pull factors at the county level indicates Valley County suffers from significant retail leakage. The 2008 pull factor of 0.82 indicates, on a per capita basis, retail sales in Valley County are approximately 18 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 Valley County (0.82) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Valley County are approximately 3.9 percent less than the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 8

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

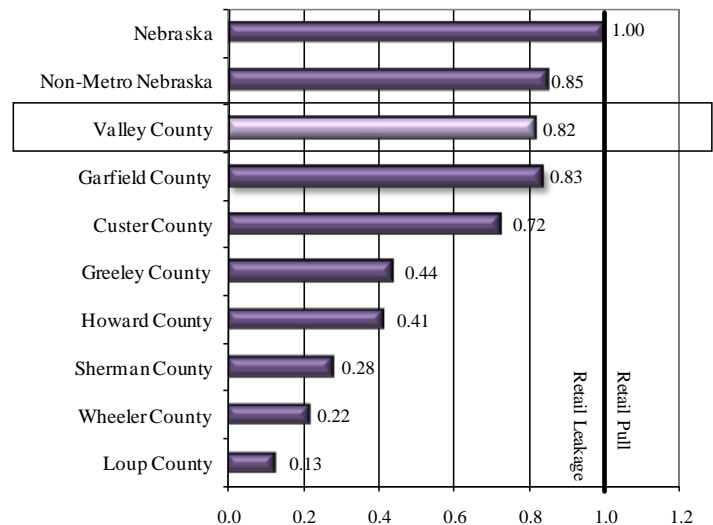


Table 12 and Chart 9 compare the 2008 pull factors for Ord and selected area communities. The community of Ord’s pull factor of 1.44 indicates that, on a per capita basis, non-motor vehicle retail sales in Ord are approximately 44 percent greater than the state’s average per capita sales.

Table 12

**2008 Retail Sales (NMV) Pull Factors
 Nebraska, Ord, 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
Ord (Valley)	2,028	32,941	16,243	1.44
Broken Bow (Custer)	3,154	67,427	21,378	1.89
Burwell (Garfield)	1,005	16,079	15,999	1.41
Spalding (Greeley)	479	7,007	14,628	1.29
St. Paul (Howard)	2,199	25,751	11,710	1.04
Taylor (Loup)	176	503	2,860	0.25
Loup City (Sherman)	883	6,797	7,698	0.68
Bartlett (Wheeler)	113	977	8,642	0.76

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

Chart 9

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

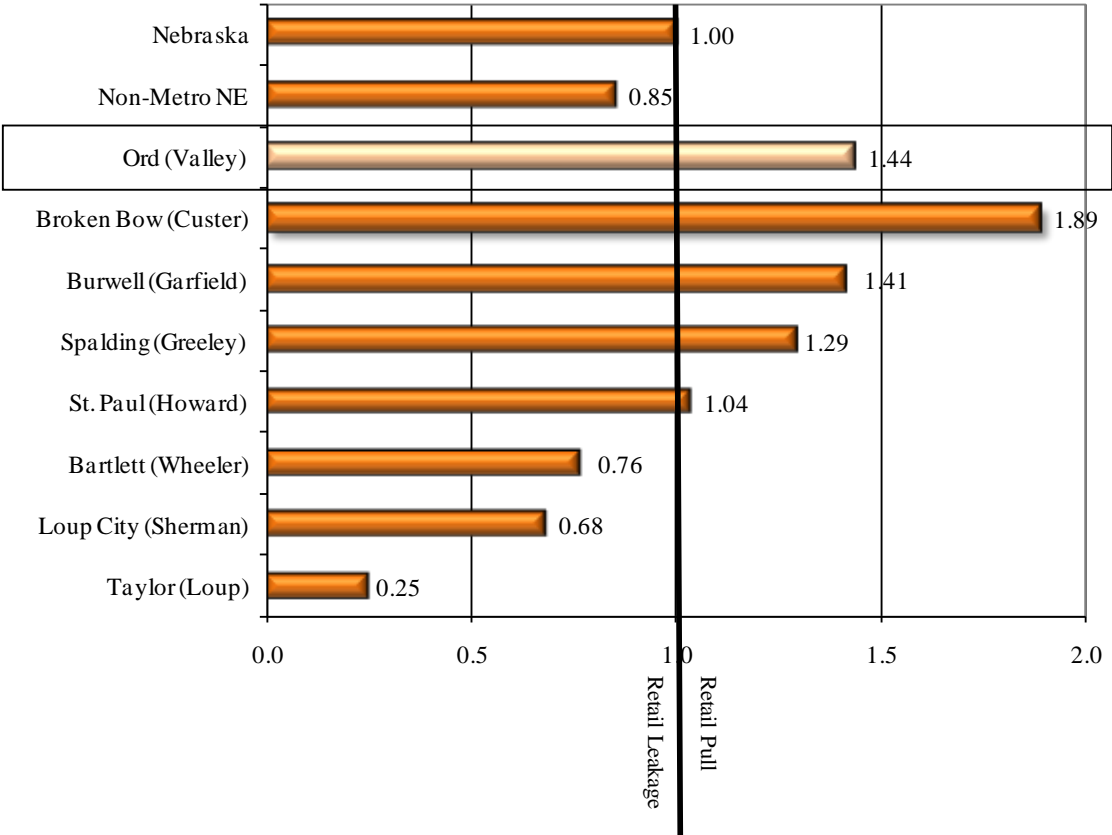


Table 13 and Chart 10 further breakdown the 2008 pull factors into the communities reporting retail sales figures within Valley County. As this table indicates, the community of Ord had the strongest pull factor (1.44) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.82 for Valley County in 2008.

Table 13

**2008 Retail Sales (NMV) Pull Factors
 Nebraska, Ord, and Available Valley 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
Valley County	4,182	38,709	9,256	0.82
Arcadia	317	3,719	11,733	1.04
Elyria	48	(D)	(NA)	(NA)
North Loup	298	1,134	3,806	0.34
Ord	2,028	32,941	16,243	1.44

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,
 Ord, and Available Valley County Communities**

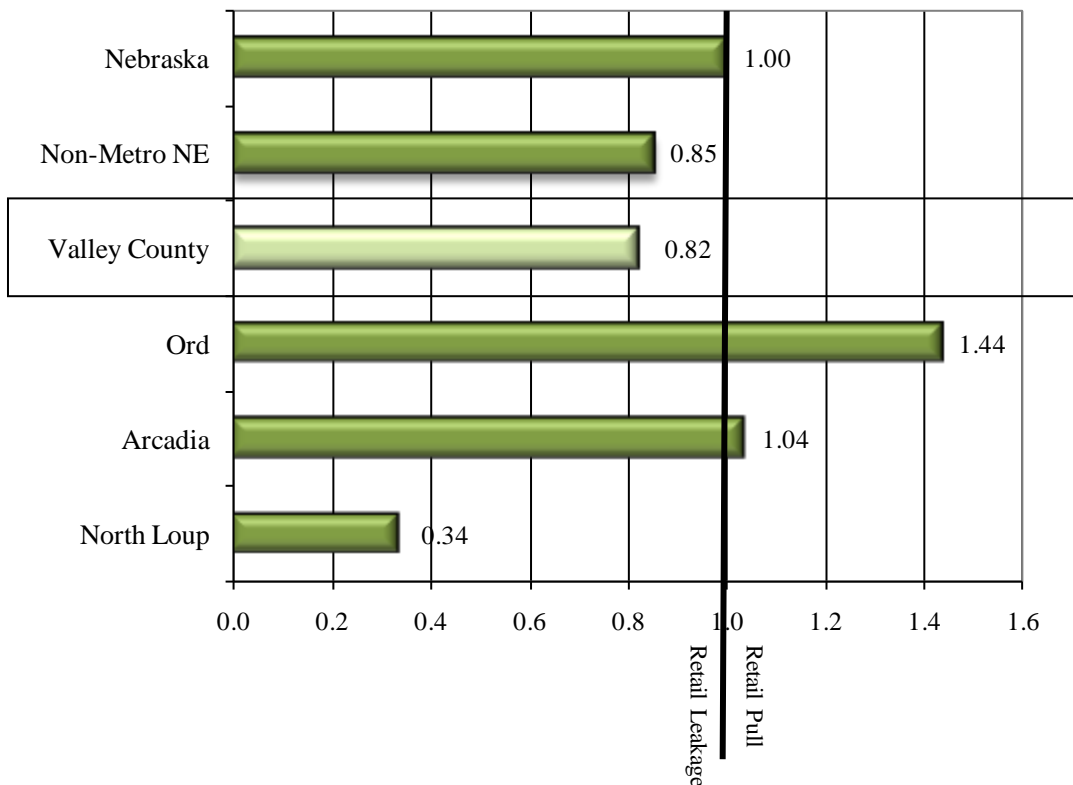


Table 14 (sorted by population) and Chart 11 (sorted by pull factor) show the 2008 pull factors for Nebraska, Ord, and eight other similarly sized communities selected from around the state. Ord's pull factor of 1.44 leads the group for 2008 thus indicating Ord has greater retail pull.

Table 14

**2008 Retail Sales (NMV) Pull Factors
 Ord & 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
Ord (Valley)	2,028	32,941	16,243	1.44
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
Geneva (Fillmore)	2,037	22,581	11,085	0.98
Milford (Seward)	2,041	15,481	7,585	0.67
Madison (Madison)	2,186	10,836	4,957	0.44
Kimball (Kimball)	2,191	25,281	11,538	1.02

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

Chart 11

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

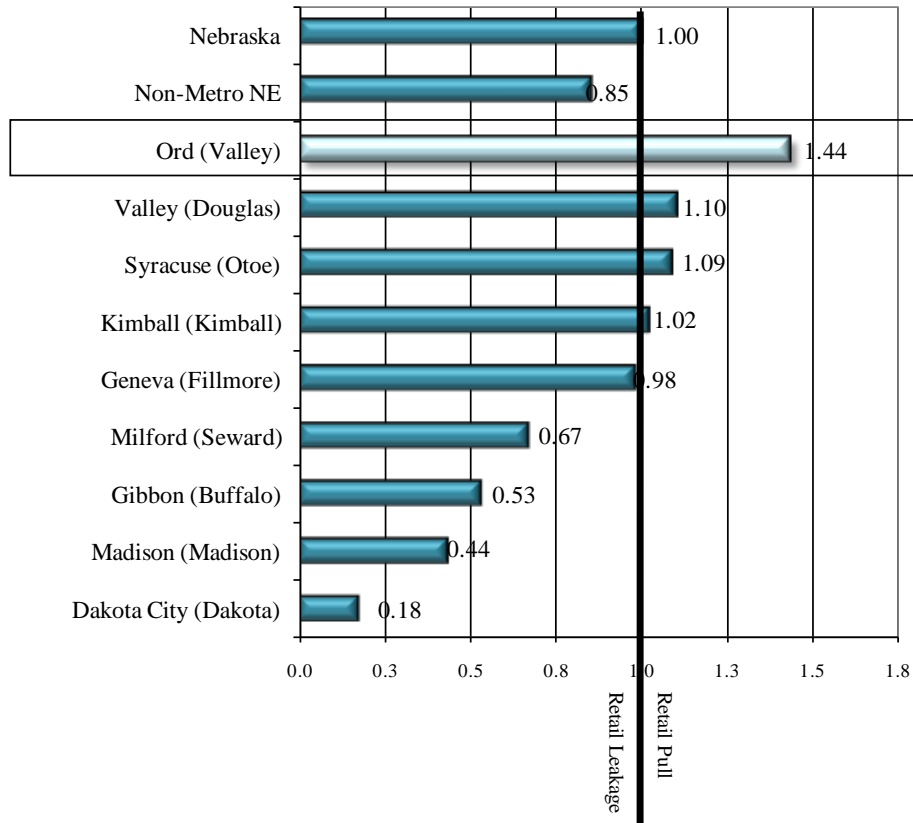
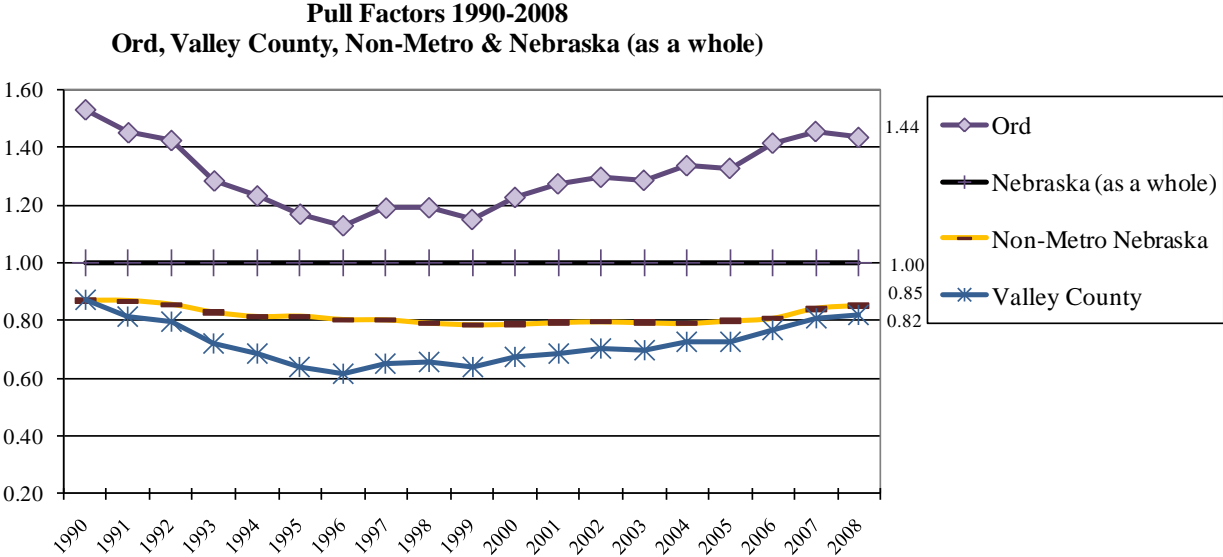


Chart 12 illustrates the pull factor trend for Ord, Valley County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2008. In examining the time line, it is apparent the city of Ord has enjoyed retail pull throughout the time period. Data within Valley County (as a whole) have shown retail leakage throughout the same time period.

Chart 12

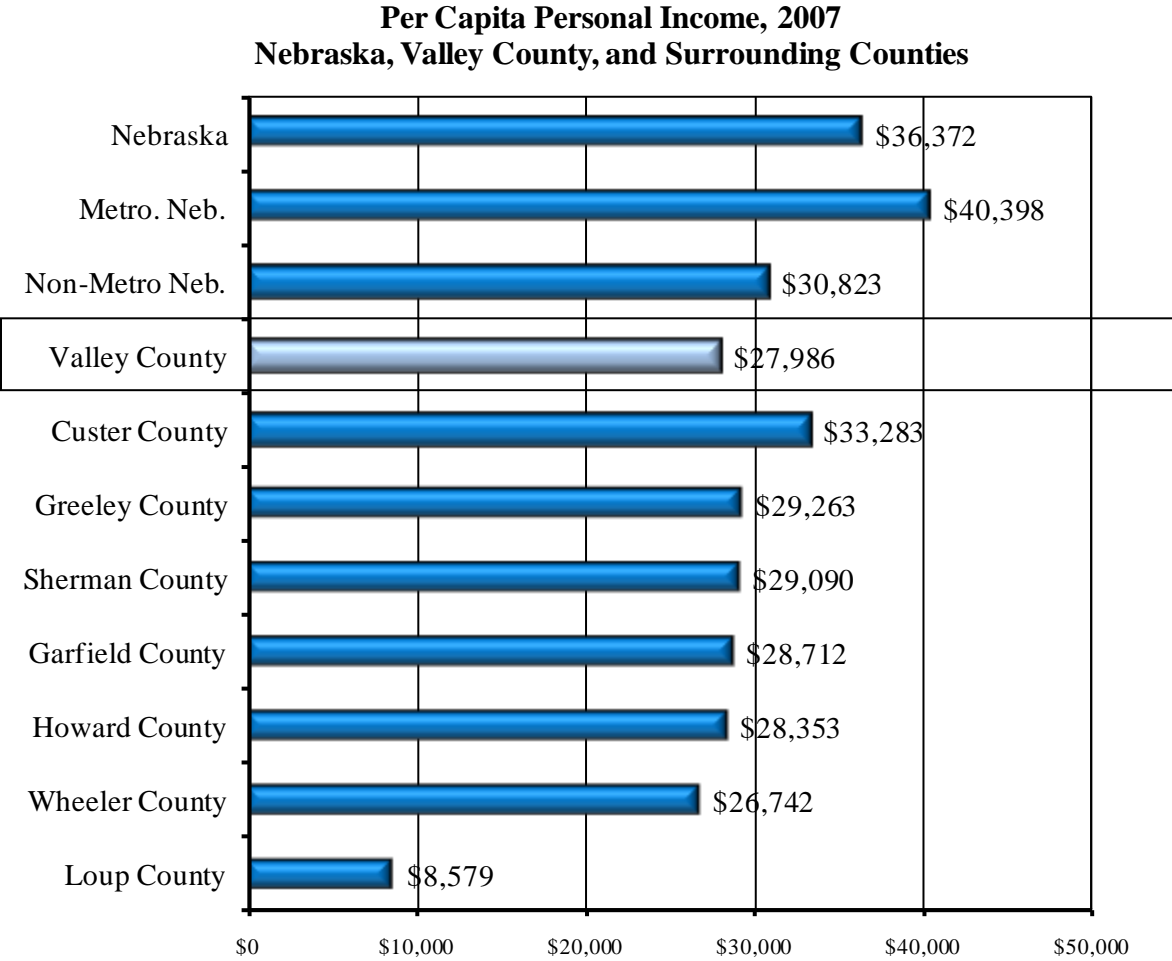


Source: U.S. Census Bureau and Nebraska Department of Revenue, 2009

Per Capita Personal Income

Per capita personal income in Valley County was \$27,986 in 2007 the last year in which such data are available. Valley County’s per capita income is \$8,386 or 23.1 percent less than that for Nebraska as a whole (\$36,372); \$12,412 or 30.7 percent less than metropolitan Nebraska (\$40,398); and \$2,837 or 9.2 percent less than non-metropolitan Nebraska (\$30,823).

Chart 13



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

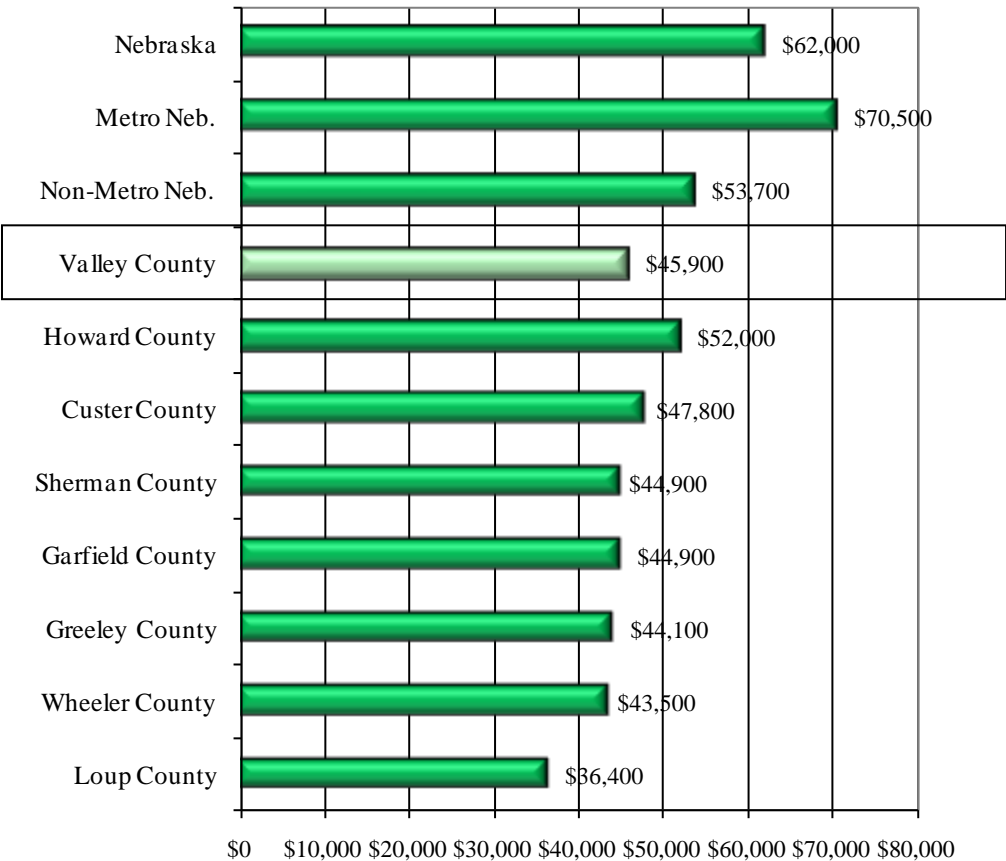
Median Family Income

Median family income provides a different perspective of income levels in Nebraska, Valley 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 Valley County is estimated to be \$45,900 in 2009. This amount is \$16,100 or 26.0 percent less than the median family income for Nebraska as a whole (\$62,000); \$24,600 or 34.9 percent less than metropolitan Nebraska (\$70,500); and \$7,800 or 14.5 percent less than non-metro median family income (\$53,700) in 2009.

Chart 14

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



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