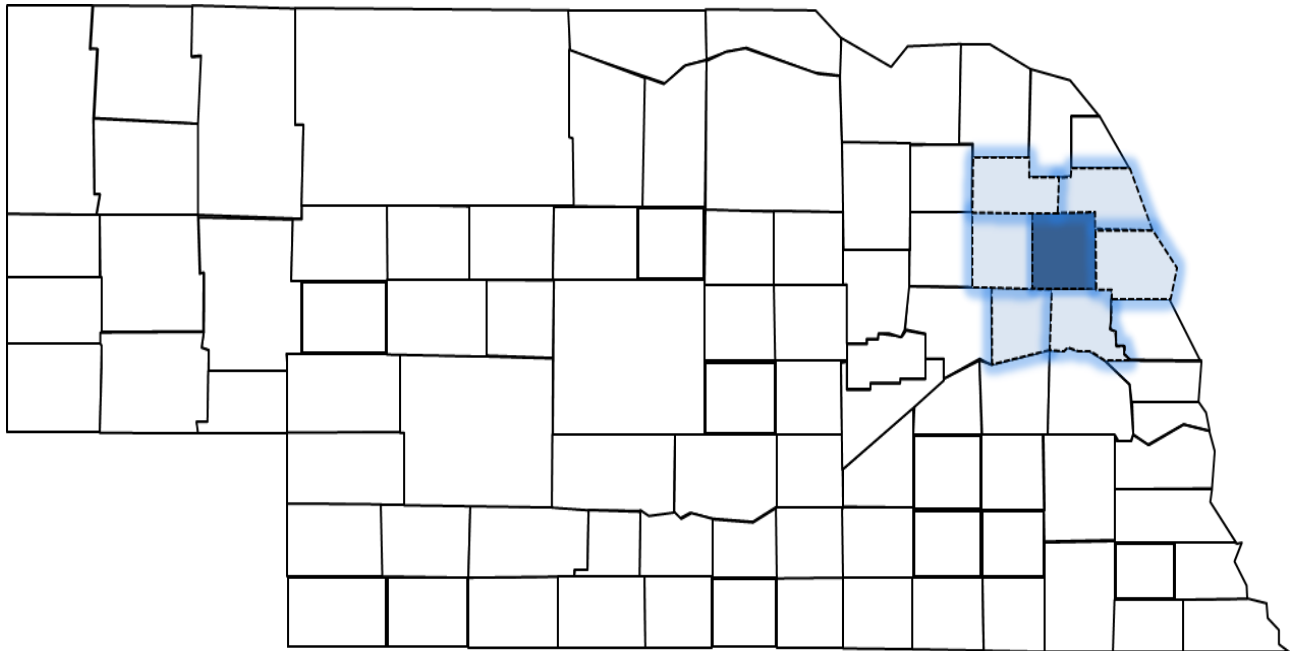


Economic and Demographic Trends

Cuming County, Nebraska and the Surrounding Area



July 2014

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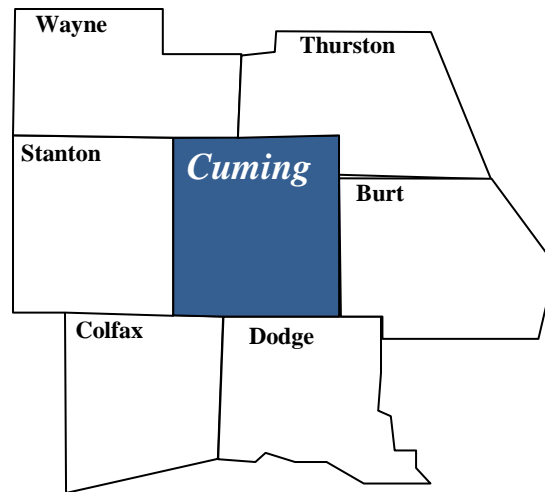
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Economic and Demographic Trends in Cuming County and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Cuming County. For select measures, comparable data are provided for the surrounding area (selected counties and communities). The map featured above shows the general area for which selected comparable data are shown. In addition to Cuming County, other counties included in this area are Burt, Colfax, Dodge, Stanton, Thurston, and Wayne. The retail sales section also compares retail growth between West Point and eight other similarly sized Nebraska communities.

Labor Force and Employment

Table 1 and Charts 1–5 (next pages) present nonfarm wage and salary data for Cuming County for the period 2004–2013. Nonfarm 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).

Nonfarm wage and salary employment consists of the following 11 sectors:

- Natural Resources & Mining
- Construction
- Manufacturing
- Trade, Transportation & Utilities
- Information
- Financial Activities
- Professional & Business Services
- Education & Health Services
- Leisure & Hospitality
- Other Services (except Public)
- Government

The measure of employment reported in Table 1 (below) is data on the number of people employed in the non-agriculture wage and salary sector in Cuming County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Cuming County decreased 4.3 percent (170 jobs) between 2004 and 2013.

Table 1 also provides employment data for Cuming County by major economic sector for years 2004–2013. Of the sectors reporting complete data, the Professional & Business Services sector recorded the largest percentage increase in employment between 2004 and 2013 (140.0 percent or 91 jobs). The Professional & Business Services sector also recorded the largest actual employment increase between 2004 and 2013.

Table 1

**Non-Farm Wage & Salary Employment Trends, Cuming County, Nebraska
Selected Years: 2004-2013**

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	% Change 2004-13	# Change 2004-13
Non-farm Employment (W&S)	3,994	3,888	3,640	3,718	3,650	3,577	3,758	3,772	3,792	3,824	-4.3	-170
Total Private Industries	3,283	3,179	2,944	3,012	2,959	2,865	2,945	2,977	3,008	3,058	-6.9	-225
Goods Producing	1,320	1,320	1,087	1,054	1,069	971	1,035	1,050	1,073	1,081	-18.1	-239
Natural Resources & Mining	406	417	404	430	434	397	451	447	430	416	2.5	10
Construction	190	179	182	188	193	186	199	203	223	225	18.4	35
Manufacturing	724	724	501	436	442	387	386	400	420	440	-39.2	-284
Service Providing	1,963	1,859	1,857	1,958	1,890	1,894	1,910	1,927	1,935	1,977	0.7	14
Trade, Transportation & Utilities	760	759	727	744	716	719	714	727	709	711	-6.4	-49
Information	68	77	72	72	67	65	66	66	67	66	-2.9	-2
Financial Activities	161	158	160	165	164	163	168	170	181	200	24.2	39
Professional & Business Services	65	62	84	115	106	113	129	137	149	156	140.0	91
Education & Health Services	485	378	396	401	393	385	398	393	367	419	-13.6	-66
Leisure & Hospitality	278	273	275	317	293	302	287	281	278	281	1.1	3
Other Services, except Public	146	152	144	146	151	147	148	152	183	145	-0.7	-1
Government	711	709	696	705	691	712	813	795	784	766	7.7	55
Federal	62	58	49	42	41	41	44	38	35	33	-46.8	-29
State	28	27	25	25	26	27	30	26	24	23	-17.9	-5
Local	621	624	622	638	624	644	740	731	725	711	14.5	90

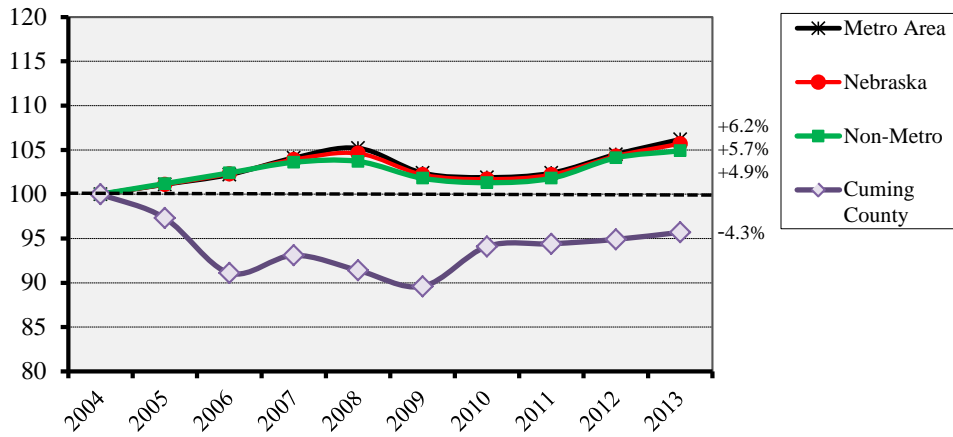
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2014

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Cuming County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2004–2013. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

As this chart indicates, total non-farm wage and salary employment in Cuming County decreased 4.3 percent (170 jobs) from 2004 to 2013, compared to a 5.7 percent increase for Nebraska as a whole, a 6.2 percent increase in metropolitan Nebraska, and a 4.9 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Cuming County, Nebraska, Metro, and Non-Metro Nebraska, 2004-2013
(Index, 2004=100)**

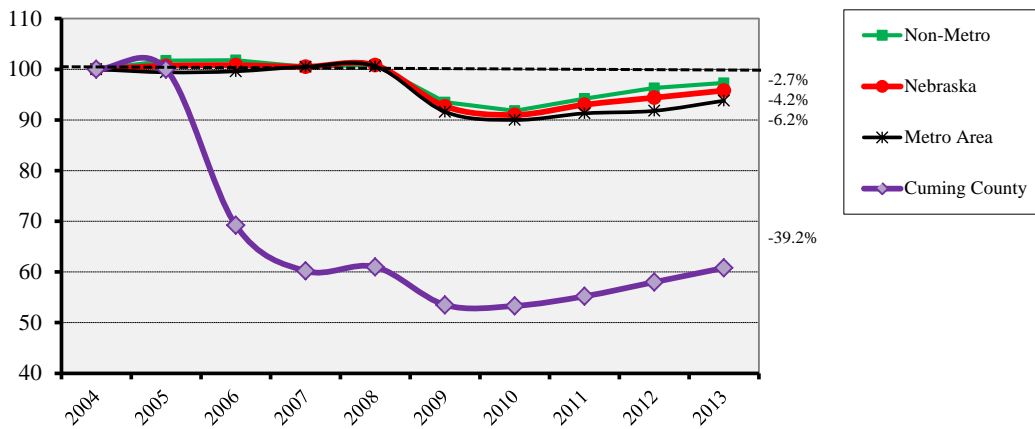


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

Chart 2 presents data on manufacturing wage and salary employment growth for Cuming County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Cuming County recorded a 39.2 percent decrease in employment (284 jobs) between 2004 and 2013. This compares to a 2.7 percent decrease in employment for non-metropolitan Nebraska; a 4.2 percent decrease for Nebraska as a whole; and a 6.2 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Cuming County, Nebraska, Metro, and Non-Metro Nebraska, 2004-2013
(Index, 2004=100)**



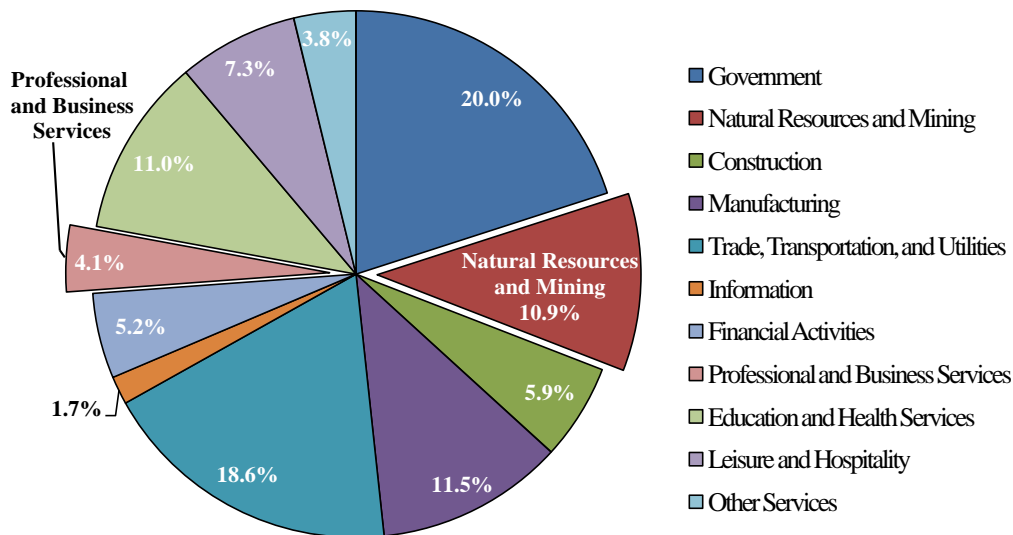
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

The next series of pie charts (Charts 3, 4 & 5) display the distribution of non-farm wage and salary (W&S) employment by major economic sector in Cuming County compared to the non-metropolitan and metropolitan distributions.

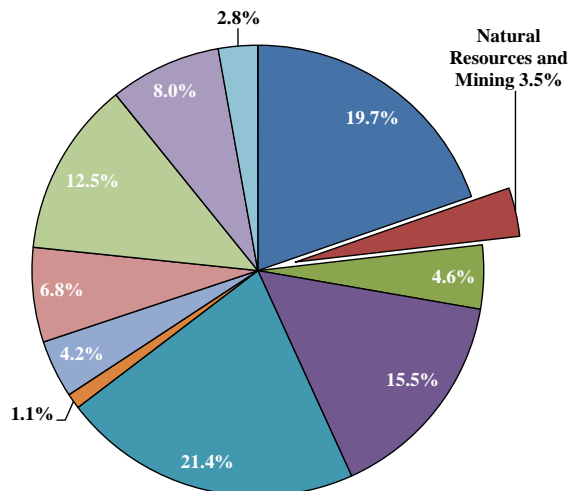
When comparing the Cuming employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Natural Resources and Mining sector which makes up 10.9 percent of the county workforce (416 employees) compared to 3.5 percent for non-metropolitan Nebraska; a difference of 7.4 percent. Comparing Cuming County to the overall metropolitan distribution, the largest deviation is found in the Professional and Business Services sector (4.1 percent Cuming County vs. 14.9 percent metropolitan Nebraska; a difference of 10.8 percent).

Charts 3, 4, 5

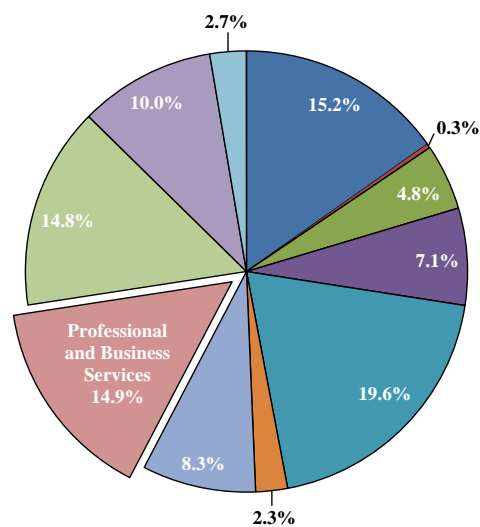
Nonfarm Wage & Salary Employment by Major Economic Sector Cuming County, 2013



Non-Metro Area W&S Employment, 2013



Metro Area W&S Employment, 2013



Source: U.S. Dept. of Labor, Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Cuming County for the time period 2004–2013. In the case of the labor force information (labor force, unemployment, and total employment), these data are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was an decrease in the number of Cuming County residents participating in the labor force between 2004 and 2013 (3.8 percent or 210 people).

The number of those unemployed in Cuming County decreased by 0.6 percent (1 person) between 2004 and 2013. 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 Cuming County unemployment rate was 3.0 percent in 2013; below metropolitan Nebraska (4.1 percent), below Nebraska as a whole (3.9 percent), and below non-metropolitan Nebraska (3.7 percent).

Table 2

Labor Force & Employment Trends, Cuming County, Nebraska
Selected Years: 2004-2013

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	% Change 2004-13	# Change 2004-13
Labor Force	5,573	5,352	5,072	5,009	4,961	4,957	5,150	5,252	5,309	5,363	-3.8	-210
Unemployment	163	164	151	134	142	190	180	170	152	162	-0.6	-1
Unemployment Rate	2.9	3.1	3.0	2.7	2.9	3.8	3.5	3.2	2.9	3.0	(N/A)	(N/A)
Employment	5,410	5,188	4,921	4,875	4,819	4,767	4,970	5,082	5,157	5,201	-3.9	-209

(N/A) Data not available

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2014

Residence and Work Flow Patterns

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Cuming County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination report looks at the area from which a 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 Cuming County are from 2011.

Table 3 (pages 6–7) examines the Work Destination area for Cuming County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 4,019 county labor force participants holding primary jobs. As Table 3 shows, 95.2 percent of Cuming County’s labor force participants are employed within the state of Nebraska. Approximately 52.3 percent of Cuming County workers remain within Cuming County for employment with 47.7 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Cuming County labor force participants are employed (next page).

Table 3

Work Destination Report

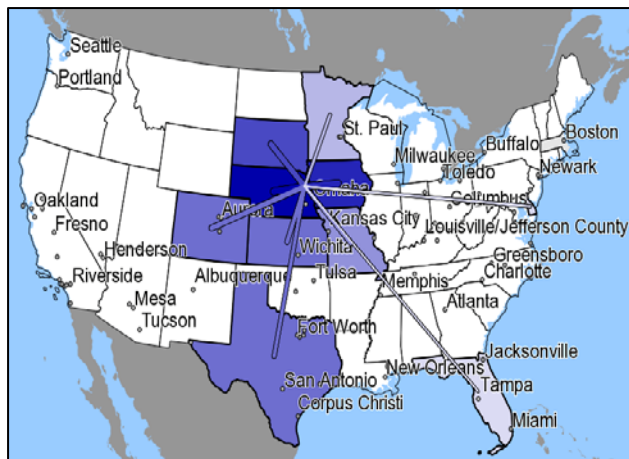
**Where Workers are Employed Who Live in the Selection Area
2011**

	Count	Share
Total Primary Jobs	4,019	100.0%

By States

**Jobs Counts by States Where Workers are Employed
2011**

	Count	Share
Nebraska	3,828	95.2%
Iowa	105	2.6%
South Dakota	43	1.1%
Colorado	5	0.1%
Kansas	5	0.1%
Texas	5	0.1%
Missouri	4	0.1%
Minnesota	3	0.1%
Delaware	2	0.0%
Florida	2	0.0%
All Other Locations	17	0.4%

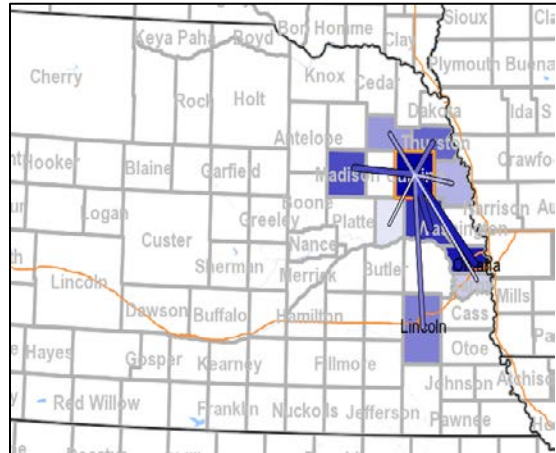


Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

Table 3 (continued)

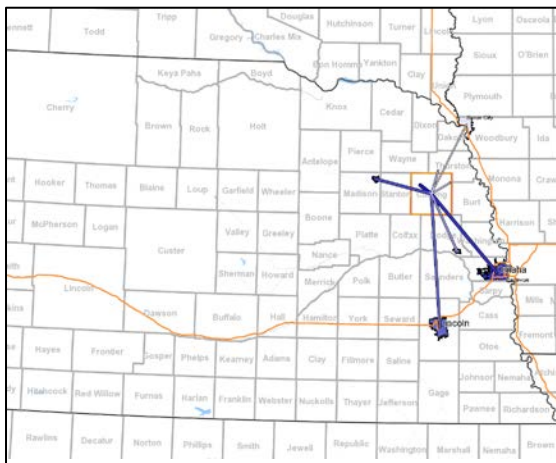
By Counties
Jobs Counts by Counties Where Workers are Employed
2011

	Count	Share
Cuming County, NE	2,102	52.3%
Douglas County, NE	276	6.9%
Dodge County, NE	257	6.4%
Madison County, NE	186	4.6%
Thurston County, NE	161	4.0%
Lancaster County, NE	136	3.4%
Wayne County, NE	97	2.4%
Burt County, NE	76	1.9%
Sarpy County, NE	62	1.5%
Colfax County, NE	60	1.5%
All Other Locations	606	15.1%



By Place (top 10)
Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed
2011

	Count	Share
West Point city, NE	1,204	30.0%
Wisner city, NE	276	6.9%
Omaha city, NE	216	5.4%
Norfolk city, NE	150	3.7%
Lincoln city, NE	125	3.1%
Beemer village, NE	97	2.4%
Fremont city, NE	88	2.2%
Pender village, NE	71	1.8%
Bancroft village, NE	65	1.6%
Sioux City city, IA	51	1.3%
All Other Locations	1,676	41.7%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

People also travel from other locations to work in Cuming County—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Cuming County. The Census identified 3,505 primary jobs within Cuming County. As Table 4 indicates, 96.6 percent of these jobs are held by Nebraska residents. Approximately 60.0 percent of Cuming County workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

Home Destination Report Where Workers Live Who are Employed in the Selection Area

2011

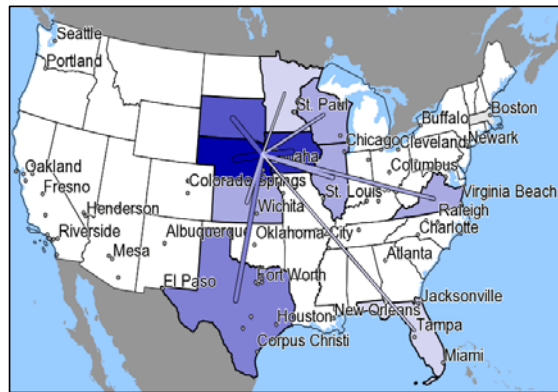
	Count	Share
Total Primary Jobs	3,505	100.0%

By States

Jobs Counts by States Where Workers Live

2011

	Count	Share
Nebraska	3,387	96.6%
Iowa	80	2.3%
South Dakota	5	0.1%
Texas	4	0.1%
Illinois	3	0.1%
Kansas	3	0.1%
Virginia	3	0.1%
Wisconsin	3	0.1%
Florida	2	0.1%
Minnesota	2	0.1%
All Other Locations	13	0.4%

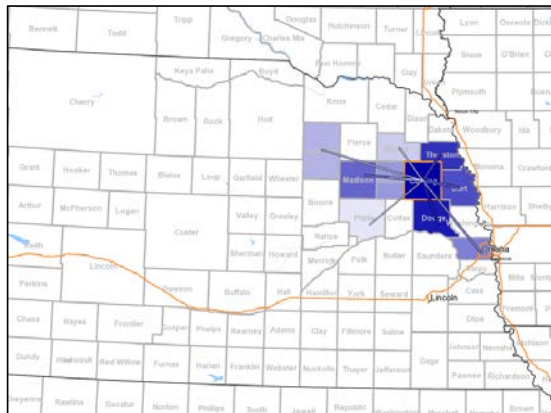


By Counties

Jobs Counts by Counties Where Workers Live

2011

	Count	Share
Cuming County, NE	2,102	60.0%
Dodge County, NE	229	6.5%
Thurston County, NE	113	3.2%
Burt County, NE	104	3.0%
Madison County, NE	89	2.5%
Douglas County, NE	81	2.3%
Stanton County, NE	73	2.1%
Antelope County, NE	72	2.1%
Wayne County, NE	64	1.8%
Platte County, NE	49	1.4%
All Other Locations	529	15.1%

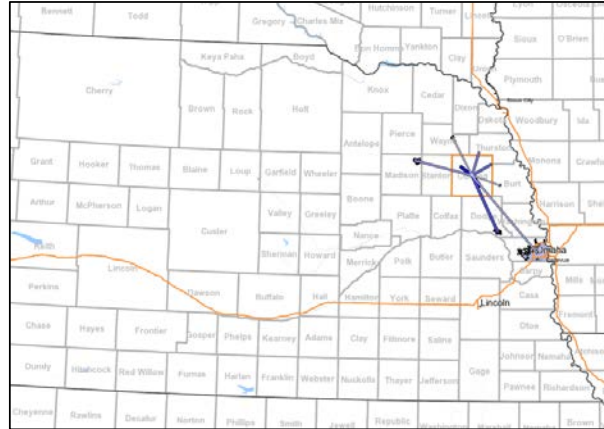


Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

Table 4 (continued)

By Places (top 10)
Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live
2011

	Count	Share
West Point city, NE	915	26.1%
Wisner city, NE	252	7.2%
Beemer village, NE	110	3.1%
Fremont city, NE	80	2.3%
Bancroft village, NE	72	2.1%
Pender village, NE	50	1.4%
Norfolk city, NE	48	1.4%
Omaha city, NE	45	1.3%
Wayne city, NE	35	1.0%
Oakland city, NE	34	1.0%
All Other Locations	1,864	53.2%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

The next table (Table 5, pages 9–10) shows an inflow/outflow report for the Cuming County labor force. The data show labor force and employment size, efficiency, and other characteristics. These data were also obtained from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) section and help identify characteristics of labor force movement for Cuming County.

Table 5

Inflow/Outflow Report

Selection Area Labor Market Size (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	3,505	100.0%	3,373	100.0%	3,263	100.0%
Living in the Selection Area	4,019	114.7%	4,415	130.9%	4,378	134.2%
Net Job Inflow (+) or Outflow (-)	-514	-	-1,042	-	-1,115	-

In-Area Labor Force Efficiency (Primary Jobs)	2011		Count	Share	Count	Share
	Count	Share				
Living in the Selection Area	4,019	100.0%	4,415	100.0%	4,378	100.0%
Living and Employed in the Selection Area	2,102	52.3%	2,318	52.5%	2,275	52.0%
Living in the Selection Area but Employed Outside	1,917	47.7%	2,097	47.5%	2,103	48.0%

In-Area Employment Efficiency (Primary Jobs)	2011		Count	Share	Count	Share
	Count	Share				
Employed in the Selection Area	3,505	100.0%	3,373	100.0%	3,263	100.0%
Employed and Living in the Selection Area	2,102	60.0%	2,318	68.7%	2,275	69.7%
Employed in the Selection Area but Living Outside	1,403	40.0%	1,055	31.3%	988	30.3%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2011		Count	Share	Count	Share
	Count	Share				
External Jobs Filled by Residents	1,917	100.0%	2,097	100.0%	2,103	100.0%
Workers Aged 29 or younger	551	28.7%	525	25.0%	579	27.5%
Workers Aged 30 to 54	939	49.0%	1,060	50.5%	1,114	53.0%
Workers Aged 55 or older	427	22.3%	512	24.4%	410	19.5%
Workers Earning \$1,250 per month or less	483	25.2%	464	22.1%	556	26.4%
Workers Earning \$1,251 to \$3,333 per month	868	45.3%	1,101	52.5%	1,023	48.6%
Workers Earning More than \$3,333 per month	566	29.5%	532	25.4%	524	24.9%
Workers in the "Goods Producing" Industry Class	451	23.5%	553	26.4%	607	28.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	460	24.0%	537	25.6%	456	21.7%
Workers in the "All Other Services" Industry Class	1,006	52.5%	1,007	48.0%	1,040	49.5%

Inflow Job Characteristics (Primary Jobs)	2011		Count	Share	Count	Share
	Count	Share				
Internal Jobs Filled by Outside Workers	1,403	100.0%	1,055	100.0%	988	100.0%
Workers Aged 29 or younger	348	24.8%	258	24.5%	275	27.8%
Workers Aged 30 to 54	705	50.2%	552	52.3%	506	51.2%
Workers Aged 55 or older	350	24.9%	245	23.2%	207	21.0%
Workers Earning \$1,250 per month or less	331	23.6%	264	25.0%	242	24.5%
Workers Earning \$1,251 to \$3,333 per month	689	49.1%	495	46.9%	496	50.2%
Workers Earning More than \$3,333 per month	383	27.3%	296	28.1%	250	25.3%
Workers in the "Goods Producing" Industry Class	393	28.0%	303	28.7%	304	30.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	282	20.1%	252	23.9%	237	24.0%
Workers in the "All Other Services" Industry Class	728	51.9%	500	47.4%	447	45.2%

Interior Flow Job Characteristics (Primary Jobs)	2011		Count	Share	Count	Share
	Count	Share				
Internal Jobs Filled by Residents	2,102	100.0%	2,318	100.0%	2,275	100.0%
Workers Aged 29 or younger	431	20.5%	477	20.6%	472	20.7%
Workers Aged 30 to 54	1,038	49.4%	1,208	52.1%	1,202	52.8%
Workers Aged 55 or older	633	30.1%	633	27.3%	601	26.4%
Workers Earning \$1,250 per month or less	597	28.4%	648	28.0%	658	28.9%
Workers Earning \$1,251 to \$3,333 per month	904	43.0%	1,032	44.5%	1,067	46.9%
Workers Earning More than \$3,333 per month	601	28.6%	638	27.5%	550	24.2%
Workers in the "Goods Producing" Industry Class	585	27.8%	659	28.4%	638	28.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	419	19.9%	448	19.3%	421	18.5%
Workers in the "All Other Services" Industry Class	1,098	52.2%	1,211	52.2%	1,216	53.5%

Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Cuming County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Cuming County is less in 2011 compared to 2009. The distribution of miles traveled to work has not changed significantly since 2009. Figure 1 shows the location and concentration of these workplaces.

Table 6

Distance/Direction Report - Home to Work Census Block

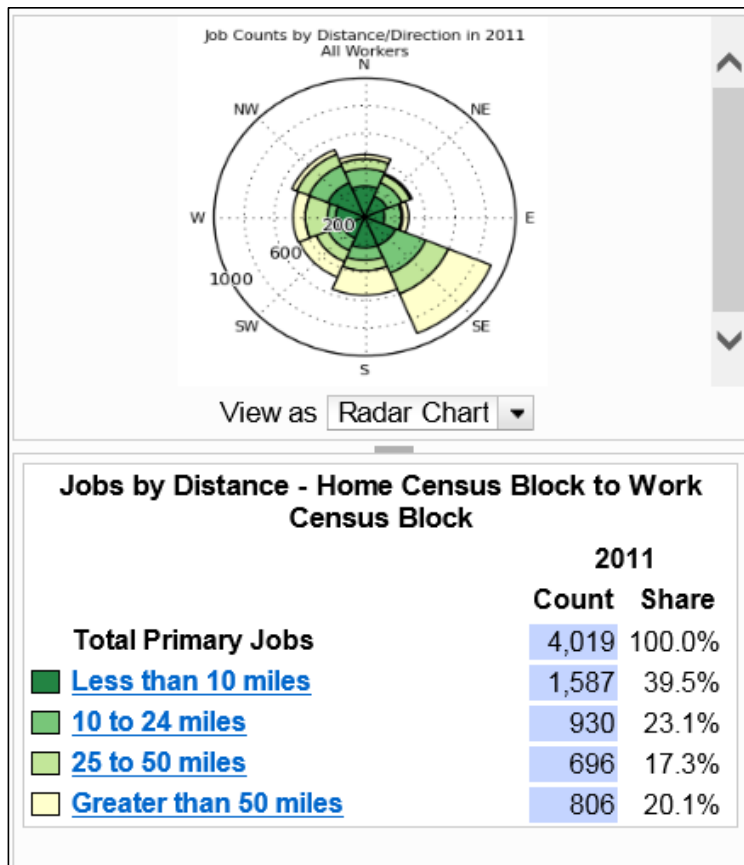
Live within study area - distance to work

Job Counts in Work Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	4,019	100.0%	4,415	100.0%	4,378	100.0%
Less than 10 miles	1,587	39.5%	1,819	41.2%	1,776	40.6%
10 to 24 miles	930	23.1%	995	22.5%	1,013	23.1%
25 to 50 miles	696	17.3%	741	16.8%	741	16.9%
Greater than 50 miles	806	20.1%	860	19.5%	848	19.4%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, July 2014

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, July 2014

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Cuming County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Cuming County has increased since 2009. The data also show the majority of Cuming County employees continue to travel less than 25 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

Distance/Direction Report - Work to Home Census Block

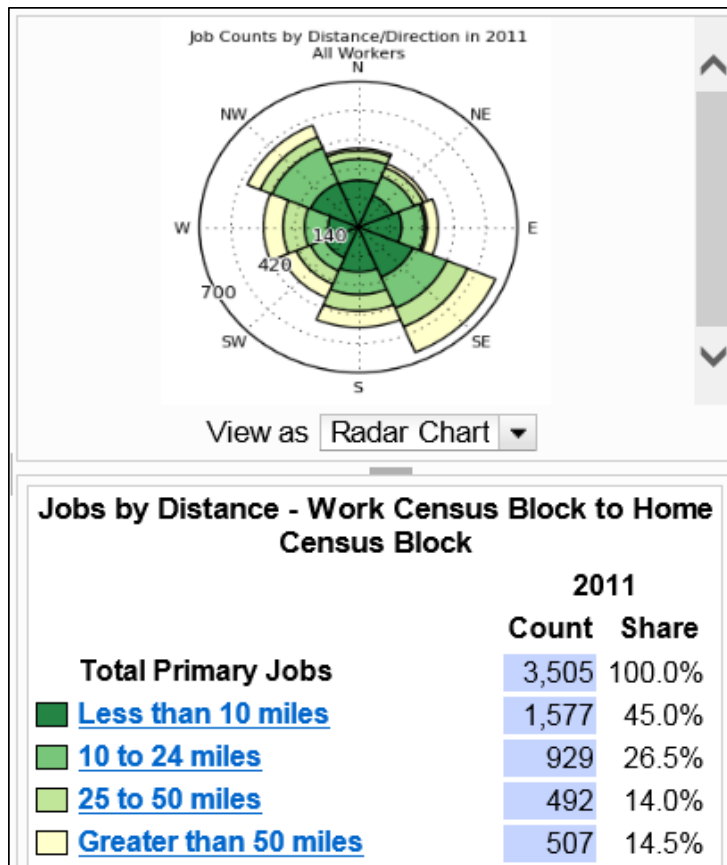
Work within study area - distance to home

Job Counts in Home Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	3,505	100.0%	3,373	100.0%	3,263	100.0%
Less than 10 miles	1,577	45.0%	1,775	52.6%	1,741	53.4%
10 to 24 miles	929	26.5%	918	27.2%	870	26.7%
25 to 50 miles	492	14.0%	346	10.3%	334	10.2%
Greater than 50 miles	507	14.5%	334	9.9%	318	9.7%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, July 2014

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, July 2014

Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Cuming County and the surrounding area. As Table 8 indicates, Cuming County's population decreased an average of 0.7 percent per year between 1970 and 2010 for a total decreased of 24.1 percent or 2,895 people. This population decreased compares to an average annual increased of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Cuming County reported an average annual 0.5 percent decrease in population from 2010 to 2013 (143 people total).

Table 8

County Population 1970-2013 Cuming County and the Surrounding Area

Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2013	1970-2010	2010-2013
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,868,516	0.5	0.8
Cuming County	12,034	11,664	10,117	10,203	9,139	8,996	-0.7	-0.5
Burt County	9,247	8,813	7,868	7,791	6,858	6,574	-0.7	-1.4
Colfax County	9,498	9,890	9,139	10,441	10,515	10,425	0.3	-0.3
Dodge County	34,782	35,847	34,500	36,160	36,691	36,515	0.1	-0.2
Stanton County	5,758	6,549	6,244	6,455	6,129	6,133	0.2	0.0
Thurston County	6,942	7,186	6,936	7,171	6,940	6,895	0.0	-0.2
Wayne County	10,400	9,858	9,364	9,851	9,595	9,411	-0.2	-0.6

Source: U.S. Bureau of the Census, Census of Population, April 2014

Table 9 data reveals the population of Cuming County's incorporated places as a whole experienced an average annual population decrease of 0.1 percent from 1970 to 2010 and a decrease of 0.5 percent from 2010 to 2013 for a total decrease of 5.5 percent (325 people) from 1970 to 2013. West Point, the county's largest city, reported a 2.2 percent decrease in population (75 people) between 1970 and 2013. The unincorporated areas outside of the selected communities experienced a 44.5 percent decrease (2,713 people) during the period 1970–2013.

Table 9

County Population 1970-2013 Cuming County Communities and Unincorporated Areas

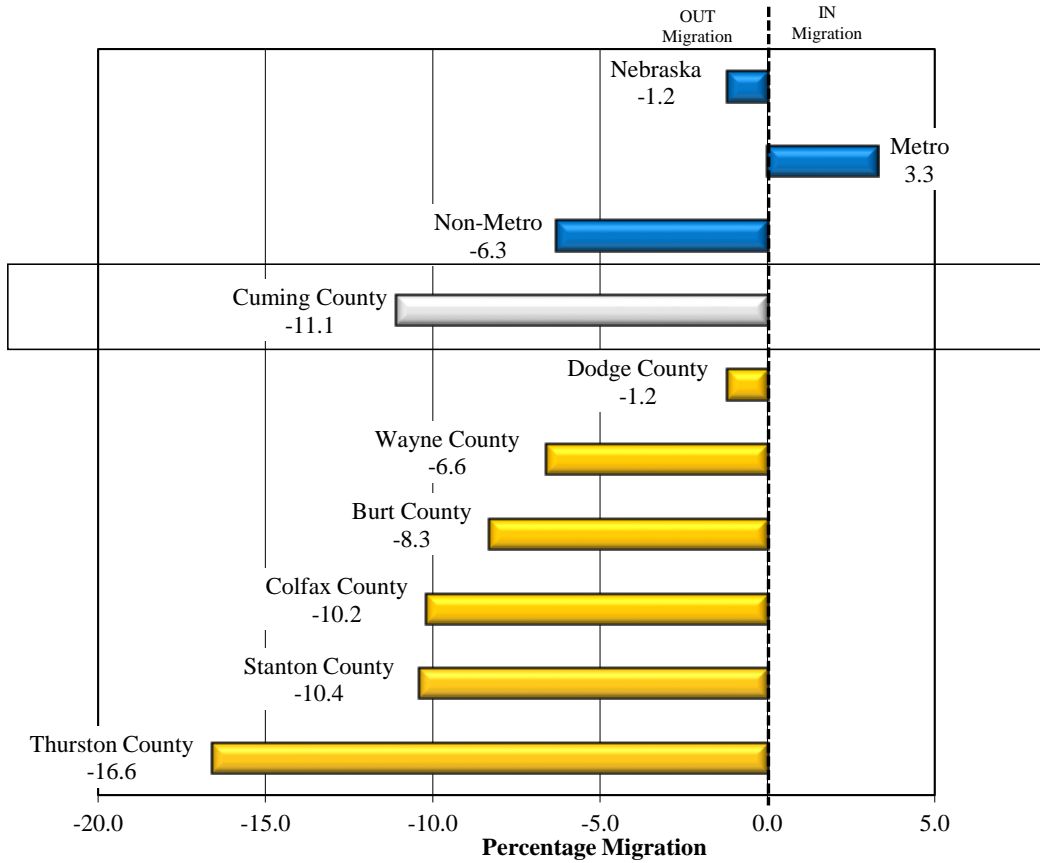
Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2013	1970-2010	2010-2013
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,868,516	0.5	1.1
Cuming County	12,034	11,664	10,117	10,203	9,139	8,996	-0.7	-0.8
Bancroft	545	552	497	520	495	484	-0.2	-1.1
Beemer	699	853	741	773	678	666	-0.1	-0.9
West Point	3,385	3,609	3,293	3,660	3,364	3,310	0.0	-0.8
Wisner	1,315	1,335	1,257	1,270	1,170	1,159	-0.3	-0.5
Total Incorporated Places	5,944	6,349	5,788	6,223	5,707	5,619	-0.1	-0.8
Unincorporated Areas	6,090	5,315	4,329	3,980	3,432	3,377	-1.4	-0.8

Source: U.S. Bureau of the Census, Census of Population, April 2014

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Cuming County, and the surrounding area as a percentage of the previous decade. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). For the 2000–2010 decade, Cuming County experienced a net out-migration of 1,136 people or 11.1 percent of its 2000 population.

Chart 6

2000-2010 Net Migration as Percent of 2000 Population Cuming County and the Surrounding Area

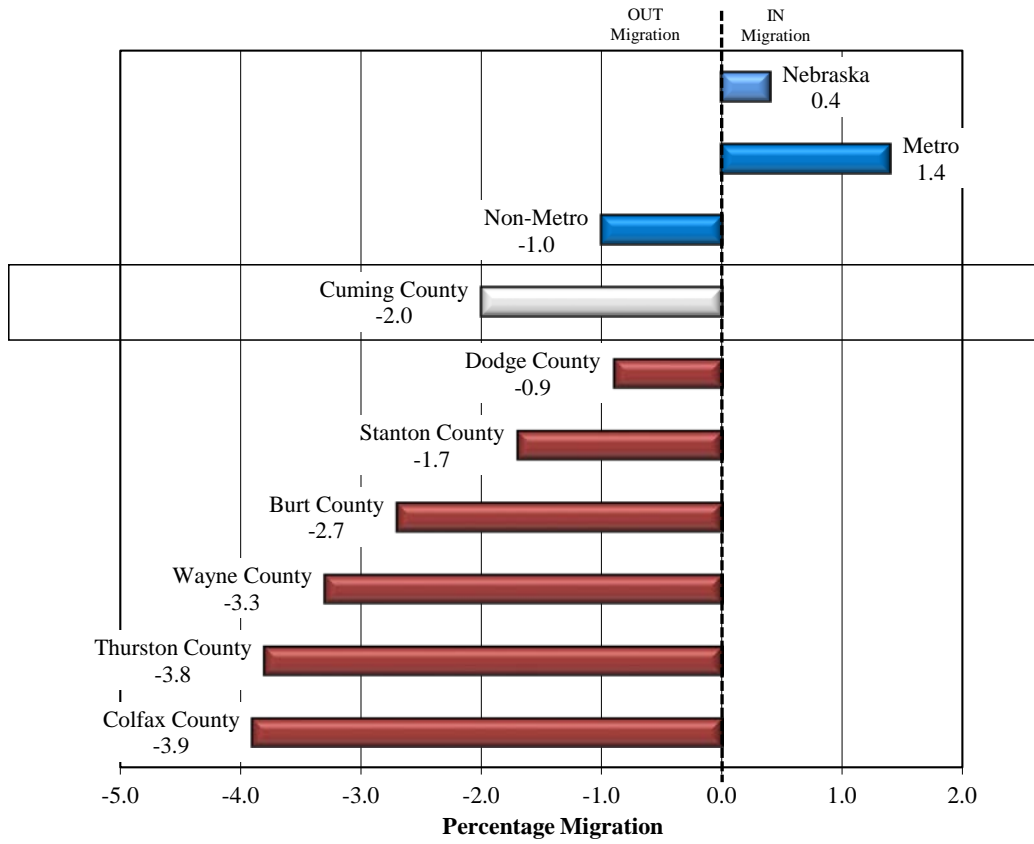


Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

Looking at the years 2010–2013 (Chart 7), Cuming County experienced a net out-migration of 183 people or 2.0 percent of its 2010 population.

Chart 7

2010-2013 Net Migration as Percent of 2010 Population Cuming County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2007–2011 five-year estimates, which are the latest multiyear estimates available. Multiyear estimates from the American Community Survey are “period” estimates that represent data collected over a period of time (as opposed to “point-in-time” estimates, such as the decennial census, that approximate the characteristics of an area on a specific date). Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors.

Table 10 data show 52.4 percent of 288 people moving into Cuming County moved from other Nebraska locations (151 people). Data also reveal 137 people (47.6 percent) migrated into the county from other states.

Table 10

**Cuming County, Nebraska, 2007-2011, Five-Year Estimate
Inflow Into County (1 year estimate)**

	Number	Percent
Movers within the United States	799	100
Within Same County	511	64
Different County, Same State	151	18.9
Different State	137	17.1
Movers from Abroad	0	0
Total Movement	799	

Source: American Community Survey, County-to-County Migration Flows, 2007-2011 data, accessed February 2014

**Reported Counties
(where people moved from)**

State	County	Number
South Dakota	Yankton County	59
Nebraska	Madison County	27
Nebraska	Dodge County	22
Iowa	Woodbury County	21
Asia	-	19
Nebraska	Douglas County	18
Georgia	Walker County	16
Nebraska	Lancaster County	16
Nebraska	Antelope County	13
Nebraska	Washington County	12
Michigan	Chippewa County	11
Nebraska	Thurston County	10
Nebraska	Wayne County	10
Nebraska	Burt County	9
South Dakota	Codington County	8
Nebraska	Dakota County	6
South Dakota	Davison County	6
Alaska	Matanuska-Susitna Borough	4
Nebraska	Saline County	4
California	Butte County	3
California	Los Angeles County	3
Nebraska	Cedar County	3
Florida	Palm Beach County	2
Kentucky	Madison County	2
North Dakota	Cass County	2

Source: American Community Survey, County-to-County Migration Flows, 2007-2011 data, accessed February 2014

The 2007-2011, five-year estimates in Table 11 reveal 91.7 percent of the 601 people migrating out of Cuming County remained in the state of Nebraska (556 people). Data show 50 Cuming County residents (8.3 percent) also moved to other states during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 11

**Cuming County, Nebraska, 2007-2011, Five-Year Estimate
Outflow Out of County (1 year estimate)**

	Number	Percent
Movers within the United States	1,117	100
Within Same County	511	45.7
Different County, Same State	556	49.8
Different State	50	4.5
Movers to Puerto Rico	0	0
Total Movement	1,117	

Source: American Community Survey, County-to-County Migration Flows, 2007-2011 data, accessed February 2014

**Reported Counties
(where people moved to)**

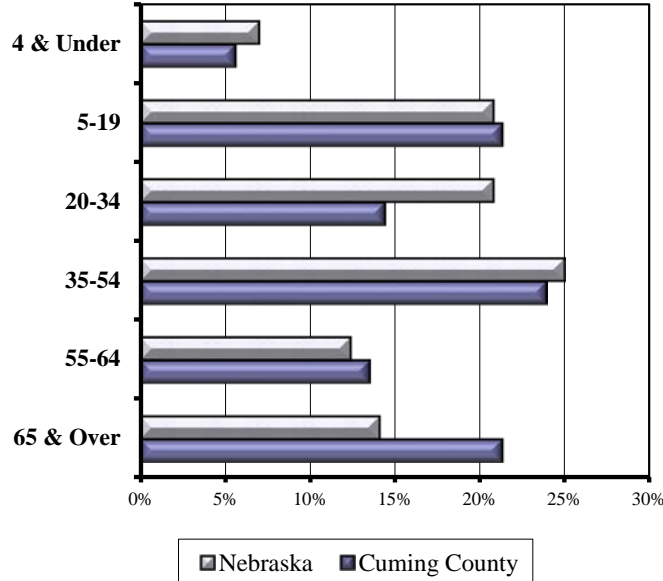
State	County	Number
Nebraska	Wayne County	150
Nebraska	Dodge County	113
Nebraska	Hall County	61
Nebraska	Lancaster County	45
Nebraska	Douglas County	44
Nebraska	Madison County	41
Florida	Palm Beach County	33
Nebraska	Frontier County	27
Nebraska	Burt County	22
Nebraska	Custer County	16
Nebraska	Cedar County	12
Nebraska	Seward County	7
Wyoming	Sheridan County	7
North Dakota	Barnes County	6
Nebraska	Lincoln County	5
Nebraska	Colfax County	4
Nebraska	Boyd County	3
Nebraska	Thurston County	3
Oklahoma	Caddo County	2
North Dakota	Dickey County	2
Nebraska	Kimball County	2
Nebraska	York County	1

Source: American Community Survey, County-to-County Migration Flows, 2007-2011 data, accessed February 2014

The following chart and table (Chart 8; Table 12) compare the U.S. Census Bureau’s age distribution of population for Nebraska as a whole and Cuming County. The population of Cuming County is significantly older in age than Nebraska as a whole. The median age for Cuming County residents in 2013 was 43.9 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8

Age Distribution of the Population, 2013 Cuming County and Nebraska



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," June 2014

Table 12

Age Distribution of the Population, 2013 Cuming County and Nebraska

	2013 Population		Percent	
	Nebraska	Cuming County	Nebraska	Cuming County
4 & Under	130,160	508	7.0%	5.6%
5-19	387,807	1918	20.8%	21.3%
20-34	388,117	1295	20.8%	14.4%
35-54	467,120	2152	25.0%	23.9%
55-64	231,304	1211	12.4%	13.5%
65 & Over	264,008	1912	14.1%	21.3%
Total	1,868,516	8996	100.1%	100.0%
Median Age	36.2	43.9		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," June 2014

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Cuming County and the surrounding counties both as a total and by gender. These are 5-year estimates and differ from the U.S. Census Bureau’s single year distributions. Chart 9 graphically depicts the median age distribution for the study area.

Table 13

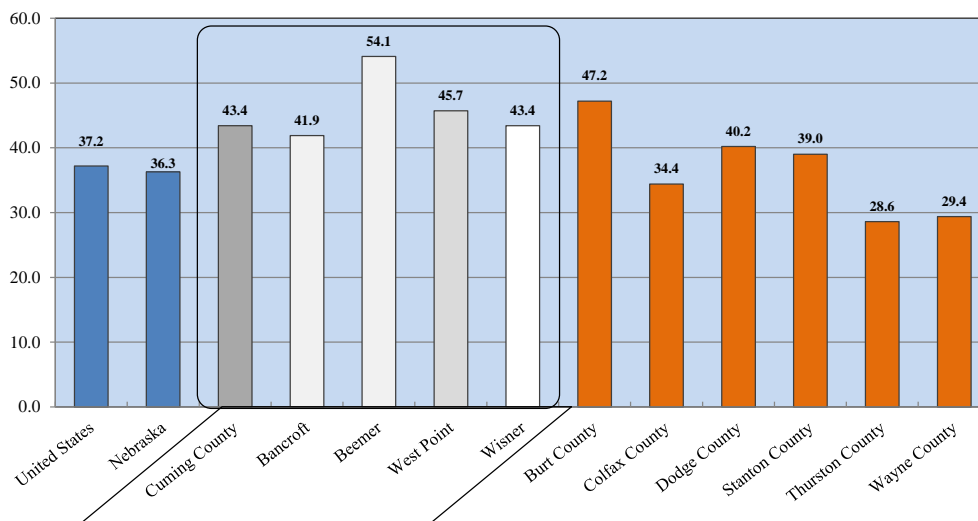
**Median Age by Location and Gender
5-Year Estimate, 2008–2012
Cuming County and the Surrounding Area**

	Median Age		
	Total	Male	Female
United States	37.2	35.8	38.5
Nebraska	36.3	35.0	37.5
Cuming County	43.4	43.3	43.6
Bancroft	41.9	37.4	45.4
Beemer	54.1	48.4	58.2
West Point	45.7	43.7	47.8
Wisner	43.4	39.1	46.4
Burt County	47.2	46.4	47.6
Colfax County	34.4	33.2	36.8
Dodge County	40.2	38.9	41.1
Stanton County	39.0	38.3	40.2
Thurston County	28.6	26.7	31.3
Wayne County	29.4	29.0	29.8

Source: U.S. Census Bureau, 2008-2012 American Community Survey, March 2013
Data Set: 2008-2012 American Community Survey 5-Year Estimates

Chart 9

**Median Age by Location, 5-Year Estimate, 2008–2012
Cuming County and the Surrounding Area**



Source: U.S. Census Bureau, 2008-2012 American Community Survey, March 2013
Data Set: 2008-2012 American Community Survey 5-Year Estimates

Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Cuming County and the surrounding area for 2013. 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 14

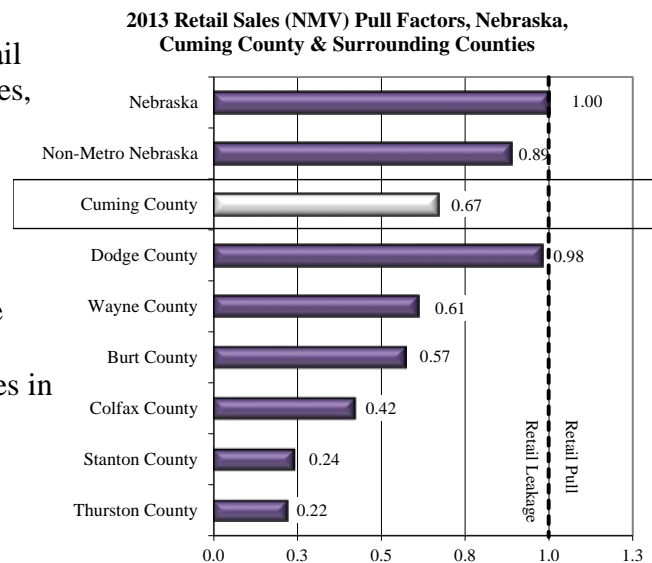
2013 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Cuming County, and Surrounding Counties

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
Nebraska	1,868,516	22,469,705	12,025	1.00
Non-Metro Nebraska	781,295	8,349,191	10,686	0.89
Cuming County	8,996	72,832	8,096	0.67
Burt County	6,574	44,648	6,792	0.57
Colfax County	10,425	52,050	4,993	0.42
Dodge County	36,515	431,146	11,807	0.98
Stanton County	6,133	17,514	2,856	0.24
Thurston County	6,895	18,533	2,688	0.22
Wayne County	9,411	69,242	7,358	0.61

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Chart 10

Reviewing the pull factors at the county level indicates Cuming County experiences net retail leakages. The 2013 pull factor of 0.67 indicates, on a per capita basis, retail sales in Cuming County are 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 Cuming County (0.67) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Cuming County are 24.2 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Table 15 and Chart 11 compare the 2013 pull factors for selected area communities. The community of West Point’s pull factor of 1.34 indicates that, on a per capita basis, non-motor vehicle retail sales in West Point are approximately 0.34 percent greater than the state’s average per capita sales.

Table 15

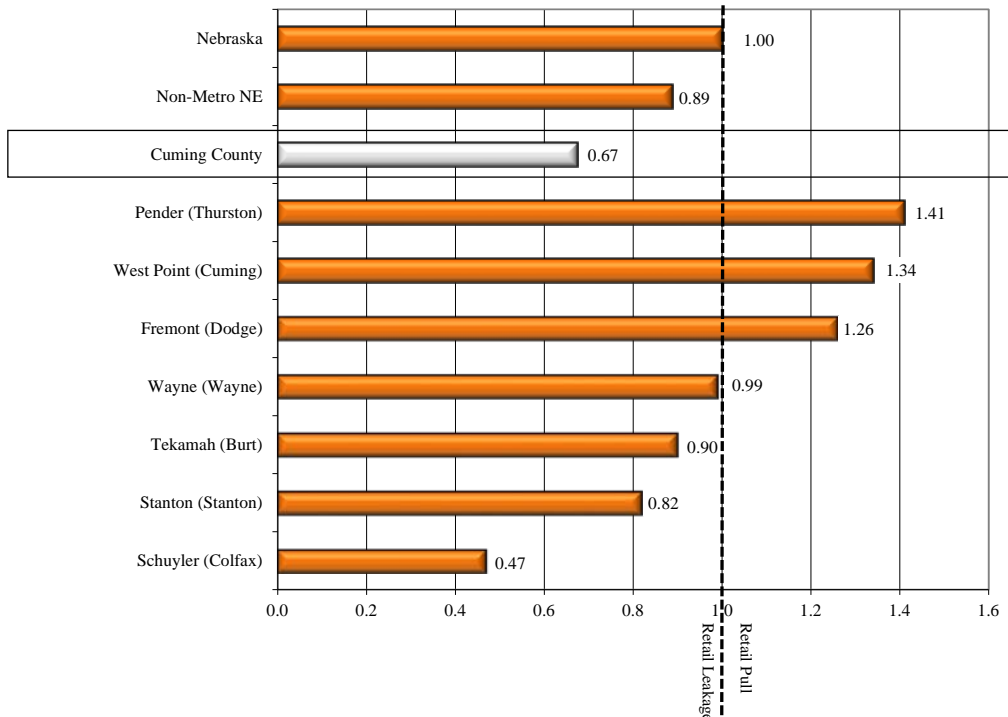
2013 Retail Sales (NMV) Pull Factors Nebraska, Cuming County, and Selected Study Area Communities

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
Nebraska	1,868,516	22,469,705	12,025	1.00
Non-Metro Nebraska	781,295	8,349,191	10,686	0.89
Cuming County	8,996	72,832	8,096	0.67
West Point (Cuming)	3,310	53,490	16,160	1.34
Tekamah (Burt)	1,739	18,780	10,799	0.90
Schuyler (Colfax)	6,143	34,502	5,616	0.47
Fremont (Dodge)	26,340	400,576	15,208	1.26
Stanton (Stanton)	1,567	15,384	9,817	0.82
Pender (Thurston)	999	16,958	16,975	1.41
Wayne (Wayne)	5,543	66,023	11,911	0.99

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Chart 11

2013 Retail Sales (NMV) Pull Factors, Nebraska, Cuming County & Selected Study Area Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2013 pull factors into the communities reporting retail sales figures within Cuming County. As this table indicates, the community of West Point had the strongest pull factor (1.34) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.67 for Cuming County in 2013.

Table 16

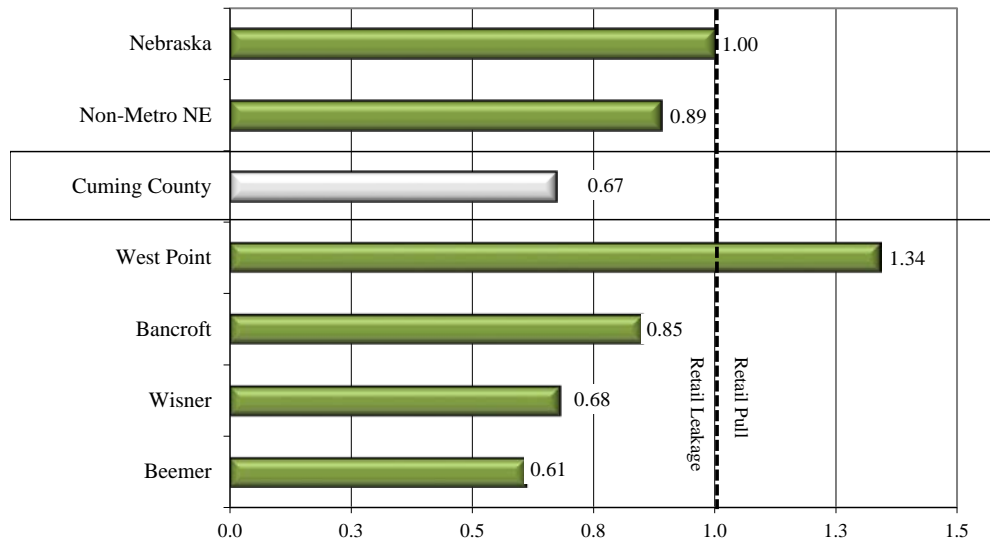
2013 Retail Sales (NMV) Pull Factors Nebraska and Available Cuming County Area Communities

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
Nebraska	1,868,516	22,469,705	12,025	1.00
Non-Metro Nebraska	781,295	8,349,191	10,686	0.89
Cuming County	8,996	72,832	8,096	0.67
West Point	3,310	53,490	16,160	1.34
Wisner	1,159	9,494	8,192	0.68
Beemer	666	4,856	7,291	0.61
Bancroft	484	4,936	10,199	0.85

Source: U.S. Census Bureau and the Nebraska Department of Revenue, June 2014

Chart 12

2013 Retail Sales (NMV) Pull Factors, Nebraska and Available Cuming County Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2013 pull factors for Nebraska, West Point, and eight other similarly sized communities selected from around the state. Broken Bow’s pull factor of 1.99 leads the group for 2013 thus indicating Broken Bow has greater retail pull.

Table 17

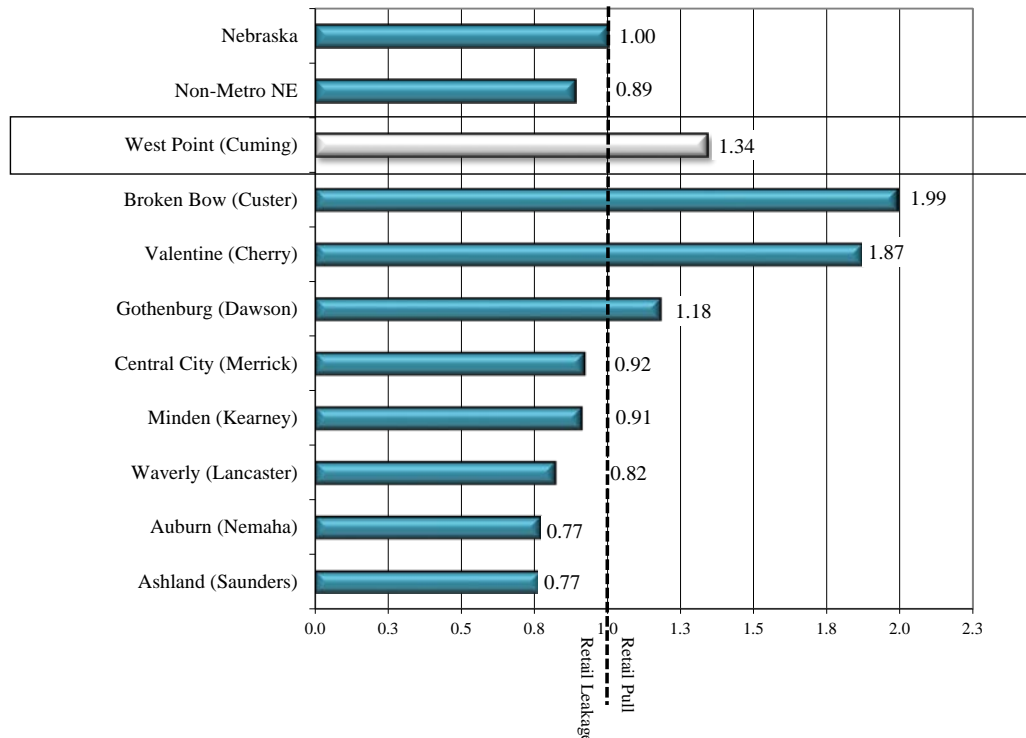
**2013 Retail Sales (NMV) Pull Factors
West Point & Other Similarly Sized Nebraska Communities**

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
Nebraska	1,868,516	22,469,705	12,025	1.00
Non-Metro Nebraska	781,295	8,349,191	10,686	0.89
West Point (Cuming)	3,310	53,490	16,160	1.34
Ashland (Saunders)	2,513	23,280	9,264	0.77
Valentine (Cherry)	2,789	62,631	22,456	1.87
Central City (Merrick)	2,921	32,214	11,028	0.92
Minden (Kearney)	2,986	32,680	10,944	0.91
Auburn (Nemaha)	3,385	31,358	9,264	0.77
Broken Bow (Custer)	3,491	83,572	23,939	1.99
Gothenburg (Dawson)	3,558	50,517	14,198	1.18
Waverly (Lancaster)	3,634	35,647	9,809	0.82

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Chart 13

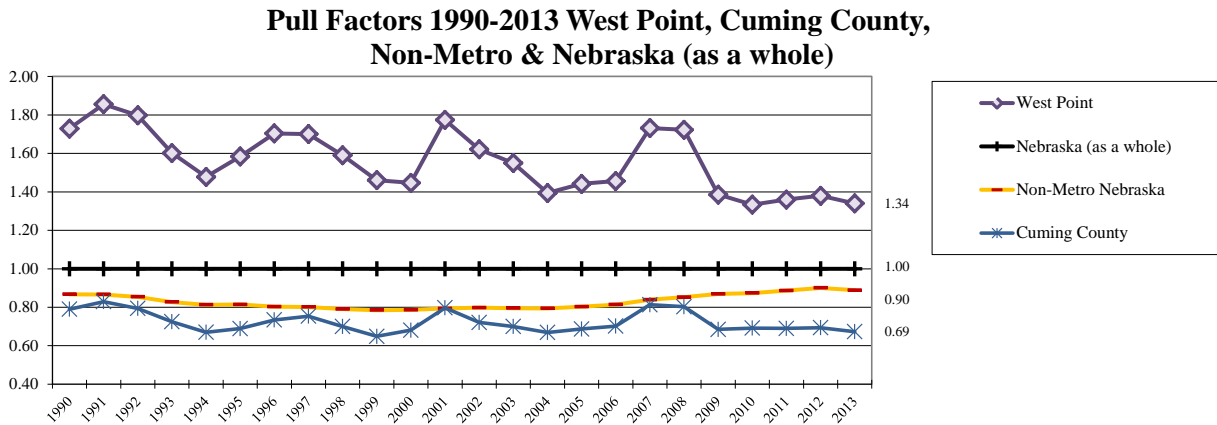
**2013 Retail Sales (NMV) Pull Factors
West Point & Other Similarly Sized Nebraska Communities**



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Chart 14 illustrates the pull factor trend for West Point, Cuming County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2013. In examining the time line, the city of West Point shows retail pull fluctuating well above the state average throughout the entire study period. Data within Cuming County (as a whole) shows the pull factor at or slightly below the non-metropolitan county average and below the Nebraska (as a whole) average throughout the time period.

Chart 14



Source: U.S. Census Bureau and Nebraska Department of Revenue, 2014

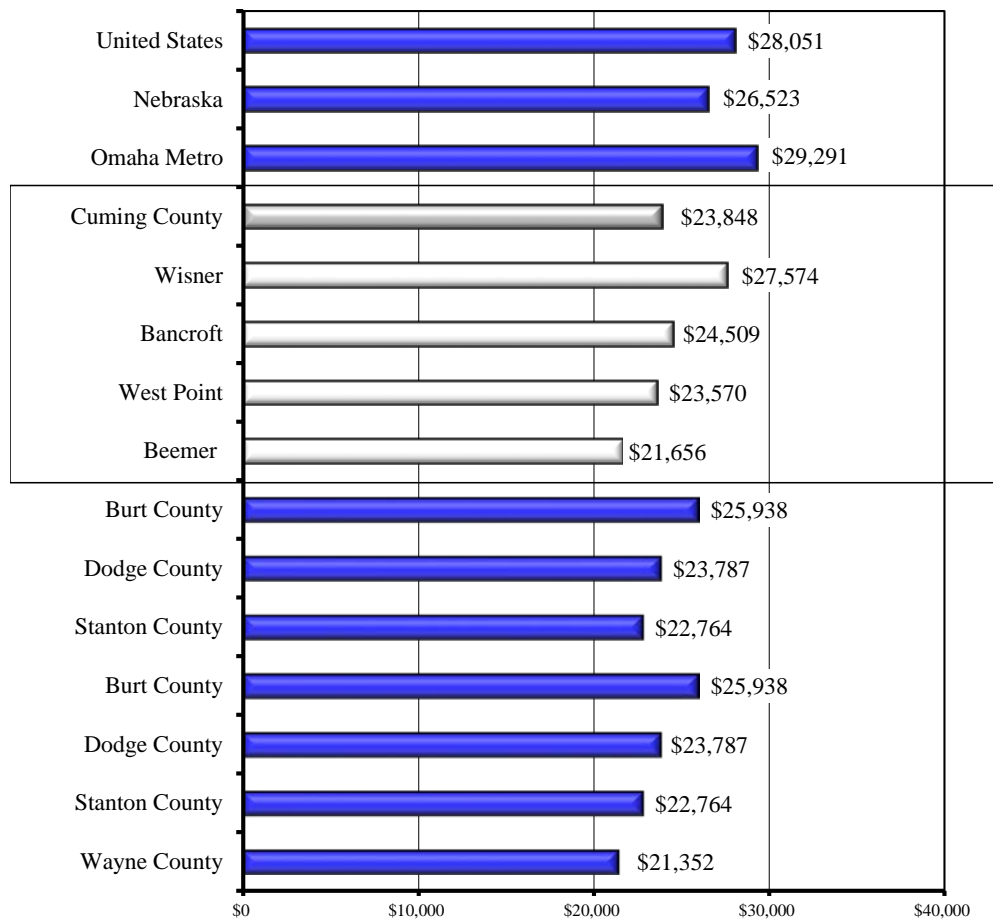
Per Capita Personal Income

Chart 15 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2008–2012 five-year estimate of per capita personal income for Cuming County is \$23,848 compared to \$26,523 for Nebraska as a whole.

Chart 15

Per Capita Income, 2008-2012, Five-Year Estimate, Nebraska, Cuming County & Surrounding Counties



Source: U.S. Census Bureau, 2012 inflation adjusted past 12-months, 2008-2012 American Community Survey, accessed February 2014.

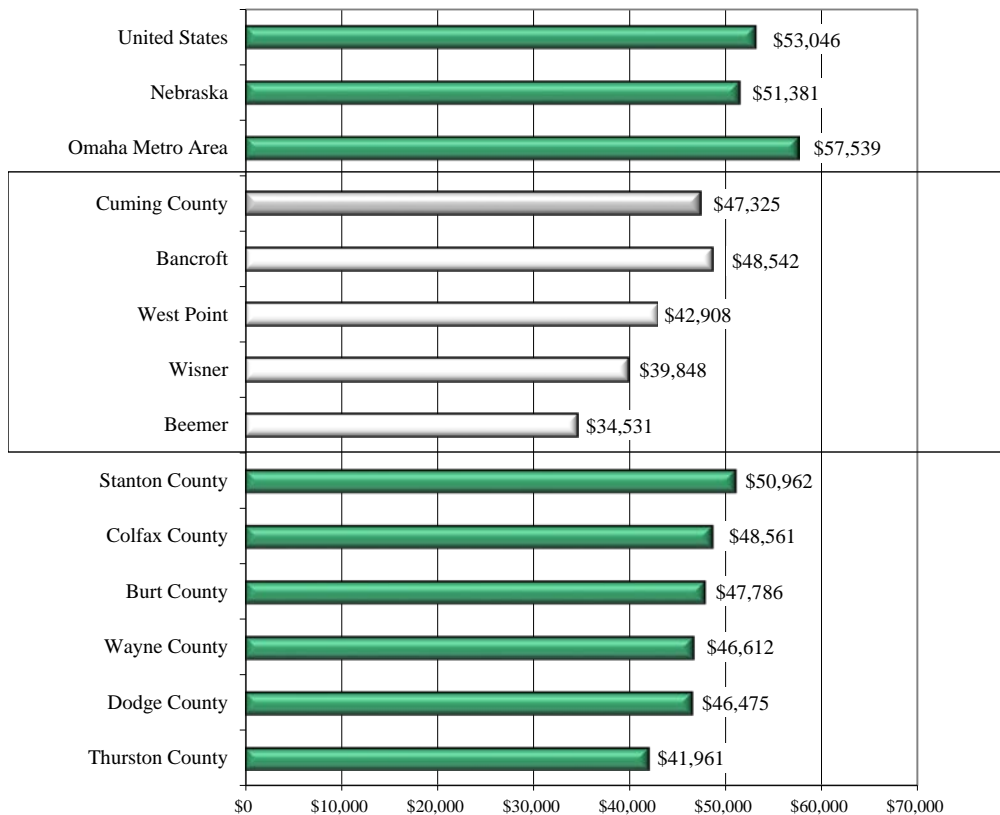
Median Household Income

Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single person.

The 2008–2012, five-year estimate of median household income for Cuming County is \$47,325 compared to \$51,381 for Nebraska as a whole.

Chart 16

Median Household Income, 2008-2012 Five-Year Estimate Nebraska, Cuming County & Surrounding Counties



Source: U.S. Census Bureau, 2008-2012 American Community Survey, accessed February 2014.