

Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Gage 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

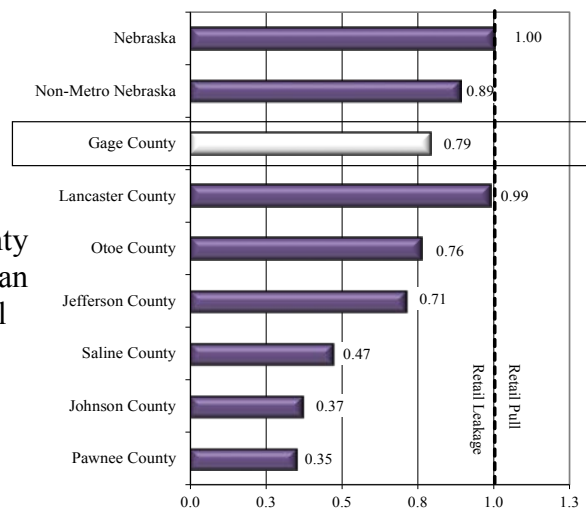
2013 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Gage County, and Surrounding Counties

| | 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 |
| Gage County | 21,864 | 206,830 | 9,460 | 0.79 |
| Jefferson County | 7,560 | 64,516 | 8,534 | 0.71 |
| Johnson County | 5,144 | 22,629 | 4,399 | 0.37 |
| Lancaster County | 297,036 | 3,523,147 | 11,861 | 0.99 |
| Otoe County | 15,752 | 143,202 | 9,091 | 0.76 |
| Pawnee County | 2,709 | 11,424 | 4,217 | 0.35 |
| Saline County | 14,416 | 80,535 | 5,586 | 0.47 |

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

Chart 10

2013 Retail Sales (NMV) Pull Factors, Nebraska, Gage County & Surrounding Counties



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

Reviewing the pull factors at the county level indicates Gage County experiences net retail leakages. The 2013 pull factor of 0.79 indicates, on a per capita basis, retail sales in Gage County are less than 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 Gage County (0.79) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Gage County are 11.5 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 15 and Chart 11 compare the 2013 pull factors for selected area communities. The community of Beatrice’s pull factor of 1.16 indicates that, on a per capita basis, non-motor vehicle retail sales in Beatrice are approximately 0.16 percent greater than the state’s average per capita sales.

Table 15

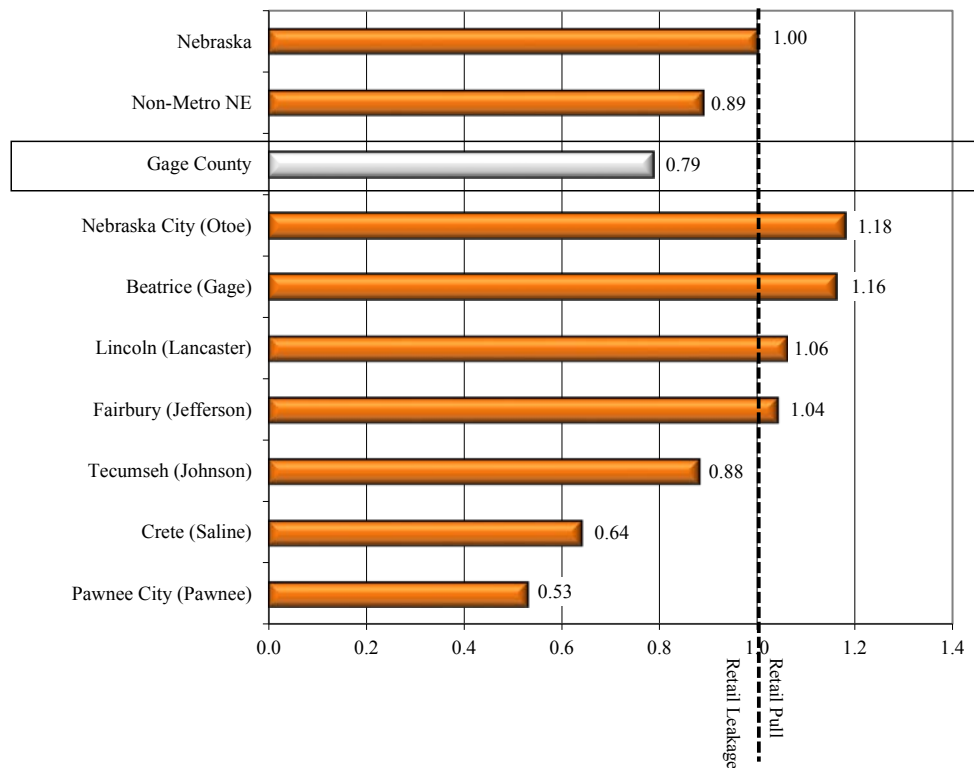
**2013 Retail Sales (NMV) Pull Factors
Nebraska, Gage County, and Selected Study Area Communities**

| | 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 |
| Gage County | 21,864 | 206,830 | 9,460 | 0.79 |
| Beatrice (Gage) | 12,157 | 168,933 | 13,896 | 1.16 |
| Fairbury (Jefferson) | 3,927 | 48,996 | 12,477 | 1.04 |
| Tecumseh (Johnson) | 1,644 | 17,426 | 10,600 | 0.88 |
| Lincoln (Lancaster) | 268,738 | 3,424,469 | 12,743 | 1.06 |
| Nebraska City (Otoe) | 7,255 | 102,669 | 14,151 | 1.18 |
| Pawnee City (Pawnee) | 852 | 5,429 | 6,372 | 0.53 |
| Crete (Saline) | 7,135 | 55,204 | 7,737 | 0.64 |

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

Chart 11

**2013 Retail Sales (NMV) Pull Factors
Nebraska, Gage 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 Gage County. As this table indicates, the community of Pickrell had the strongest pull factor (2.20) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.79 for Gage County in 2013.

Table 16

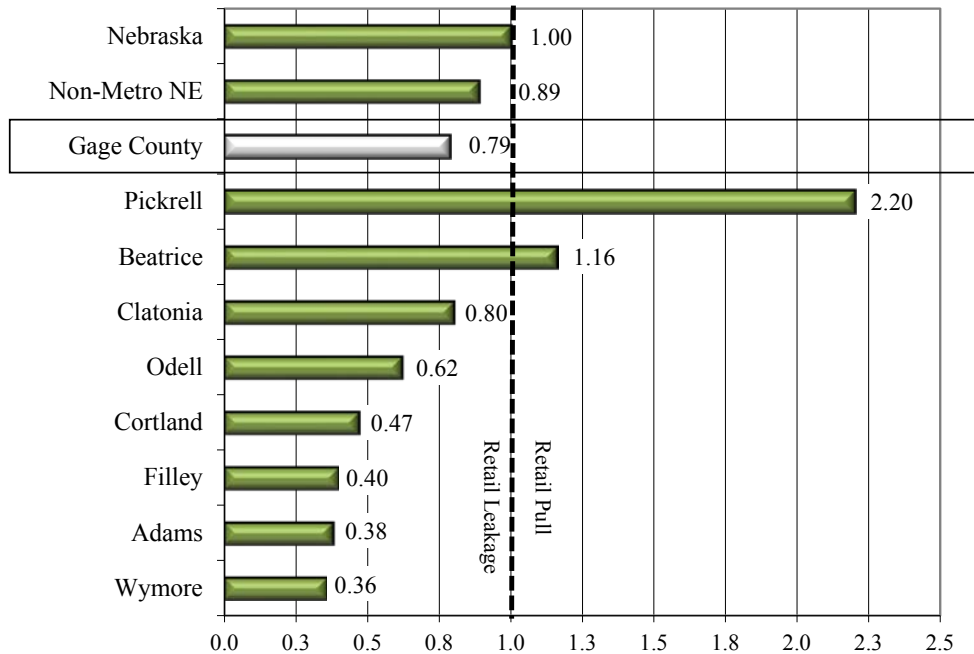
**2013 Retail Sales (NMV) Pull Factors
Nebraska and Available Gage County Area Communities**

| | 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 |
| Gage County | 21,864 | 206,830 | 9,460 | 0.79 |
| Beatrice | 12,157 | 168,933 | 13,896 | 1.16 |
| Wymore | 1,430 | 6,142 | 4,295 | 0.36 |
| Adams | 586 | 2,674 | 4,563 | 0.38 |
| Cortland | 472 | 2,688 | 5,696 | 0.47 |
| Blue Springs | 320 | 307 | 961 | 0.08 |
| Odell | 302 | 2,264 | 7,495 | 0.62 |
| Clatonia | 222 | 2,132 | 9,603 | 0.80 |
| Pickrell | 196 | 5,180 | 26,427 | 2.20 |
| Filley | 130 | 633 | 4,868 | 0.40 |

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

Chart 12

**2013 Retail Sales (NMV) Pull Factors,
Nebraska and Available Gage 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, Beatrice, and eight other similarly sized communities selected from around the state. Papillion’s pull factor of 2.13 leads the group for 2013 thus indicating Papillion has greater retail pull.

Table 17

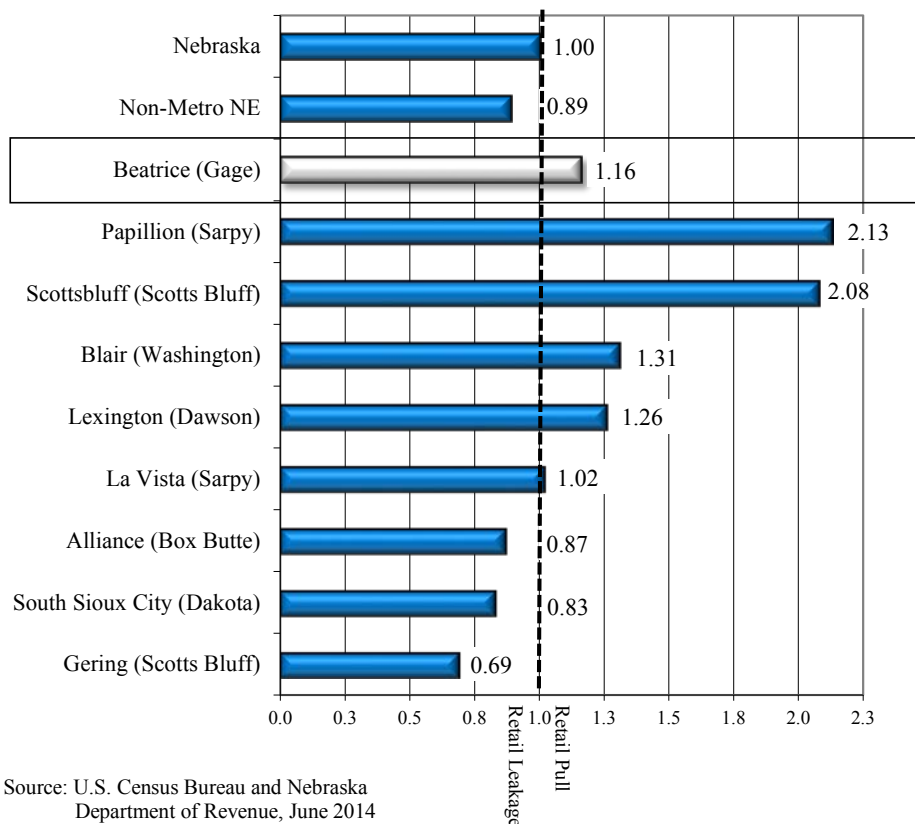
**2013 Retail Sales (NMV) Pull Factors
Beatrice & Other Similarly Sized Nebraska Communities**

| | 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 |
| Beatrice (Gage) | 12,157 | 168,933 | 13,896 | 1.16 |
| Blair (Washington) | 7,990 | 125,853 | 15,751 | 1.31 |
| Gering (Scotts Bluff) | 8,480 | 70,122 | 8,269 | 0.69 |
| Alliance (Box Butte) | 8,498 | 89,223 | 10,499 | 0.87 |
| Lexington (Dawson) | 10,204 | 154,362 | 15,128 | 1.26 |
| South Sioux City (Dakota) | 13,424 | 134,013 | 9,983 | 0.83 |
| Scottsbluff (Scotts Bluff) | 15,023 | 376,313 | 25,049 | 2.08 |
| La Vista (Sarpy) | 17,562 | 215,793 | 12,287 | 1.02 |
| Papillion (Sarpy) | 21,921 | 561,342 | 25,608 | 2.13 |

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

Chart 13

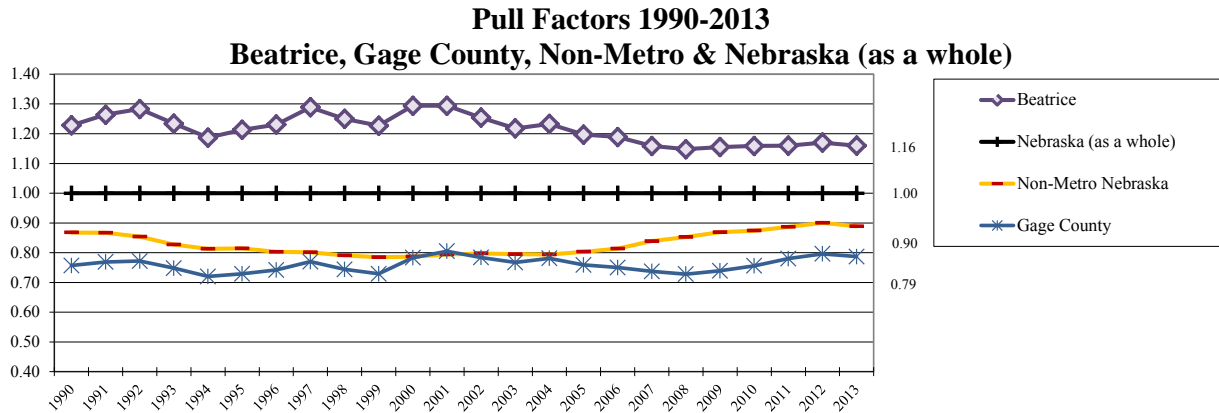
**2013 Retail Sales (NMV) Pull Factors, Beatrice
& Other Similary Sized Nebraska Communities**



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

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

Chart 14



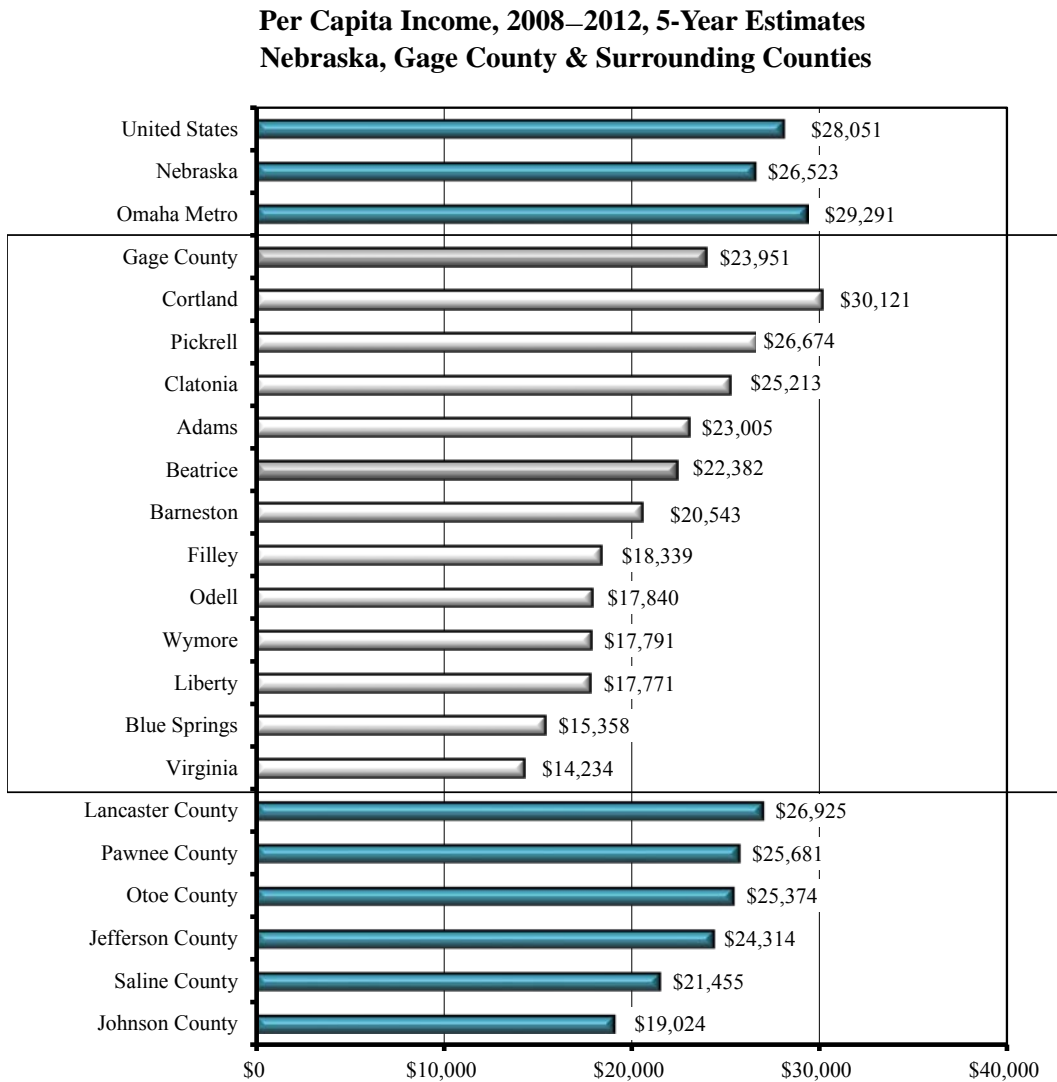
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2014

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 estimates show per capita personal income for Gage County to be \$23,951 compared to \$26,523 for Nebraska as a whole.

Chart 15



Source: U.S. Census Bureau, inflation adjusted values, 2008-2012, Five-Year Estimates, American Community Survey, accessed February 2014.

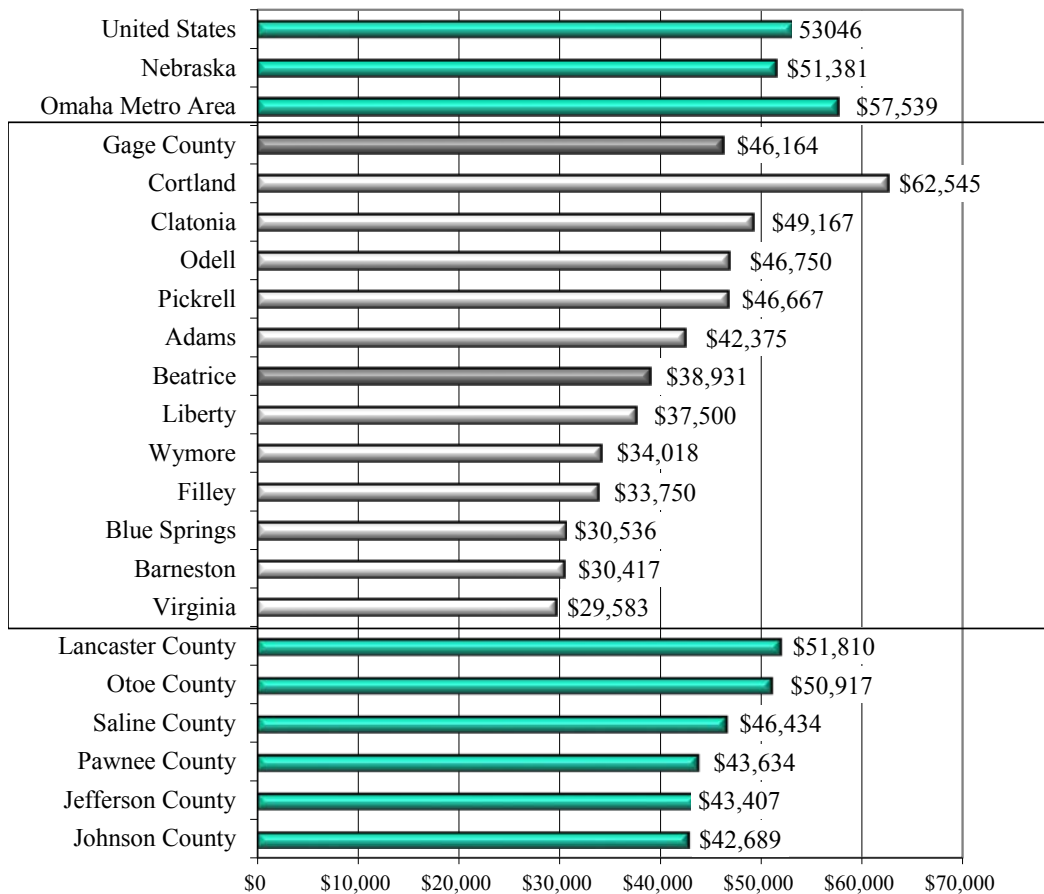
Median Household Income

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 Gage County to be \$46,164 in 2012 compared to \$51,381 for Nebraska as a whole.

Chart 16

Median Household Income, 2008-2012, 5-Year Estimates Nebraska, Gage County & Surrounding Counties



Source: U.S. Census Bureau, inflation adjusted values, 2008-2012, Five-Year Estimates, American Community Survey, accessed February 2014.