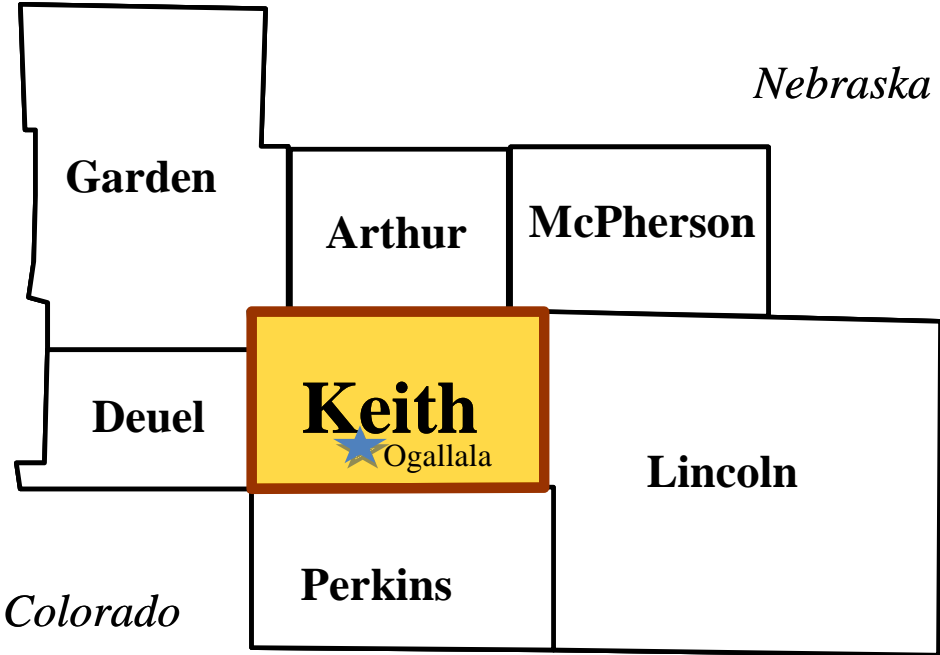


Economic and Demographic Trends

Ogallala, Keith County, and the Surrounding Area



September 2016

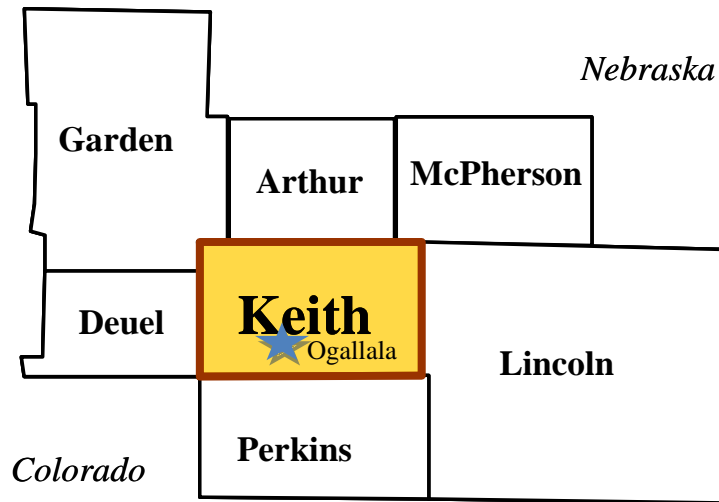
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Economic and Demographic Trends in Ogallala, Keith County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Keith 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 Keith County, other counties included in this area are Arthur, Deuel, Garden, Lincoln, McPherson, and Perkins. The retail sales section also compares retail growth between Ogallala 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 Keith County for the period 2006–2015. 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 Keith County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Keith County decreased 0.5 percent (16 jobs) between 2006 and 2015.

Table 1 also provides employment data for Keith County by major economic sector for years 2006–2015. Of the sectors reporting complete data, the Trade, Transportation & Utilities sector recorded the largest percentage increase in employment between 2006 and 2015 (18.3 percent or 147 jobs). The Trade, Transportation & Utilities sector also recorded the largest actual employment increase between 2006 and 2015 (147 jobs or 18.3 percent).

Table 1

**Non-Farm Wage & Salary Employment Trends, Keith County, Nebraska
Selected Years: 2006–2015**

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change 2006-2015	# Change 2006-2015
Non-farm Employment (W&S)	3,445	3,373	3,263	3,111	3,151	3,190	3,243	3,324	3,349	3,429	-0.5	-16
Total Private Industries	2,892	2,827	2,723	2,546	2,572	2,635	2,690	2,768	2,793	2,873	-0.7	-19
Goods Producing	575	546	511	466	475	489	480	545	548	536	-6.8	-39
Natural Resources & Mining	158	139	135	136	130	130	118	157	164	168	6.3	10
Construction	134	110	107	107	120	127	126	139	137	136	1.5	2
Manufacturing	283	296	270	223	225	231	237	250	247	232	-18.0	-51
Service Providing	2,317	2,281	2,212	2,080	2,097	2,146	2,210	2,223	2,245	2,337	0.9	20
Trade, Transportation & Utilities	803	806	827	764	762	790	816	787	802	950	18.3	147
Information	62	62	63	59	52	51	53	52	46	42	-32.3	-20
Financial Activities	188	173	153	152	151	149	151	164	172	168	-10.6	-20
Professional & Business Services	257	254	248	228	213	233	226	231	236	227	-11.7	-30
Education & Health Services	302	308	300	296	289	285	299	345	362	344	13.9	42
Leisure & Hospitality	601	574	527	487	534	545	525	560	539	523	-13.0	-78
Other Services, except Public	105	104	94	93	96	94	141	86	87	84	-20.0	-21
Government	553	546	540	565	579	555	553	556	556	556	0.5	3
Federal	44	40	38	37	44	33	34	32	37	36	-18.2	-8
State	62	60	60	67	72	66	59	61	59	59	-4.8	-3
Local	447	447	442	461	463	456	461	462	460	460	2.9	13

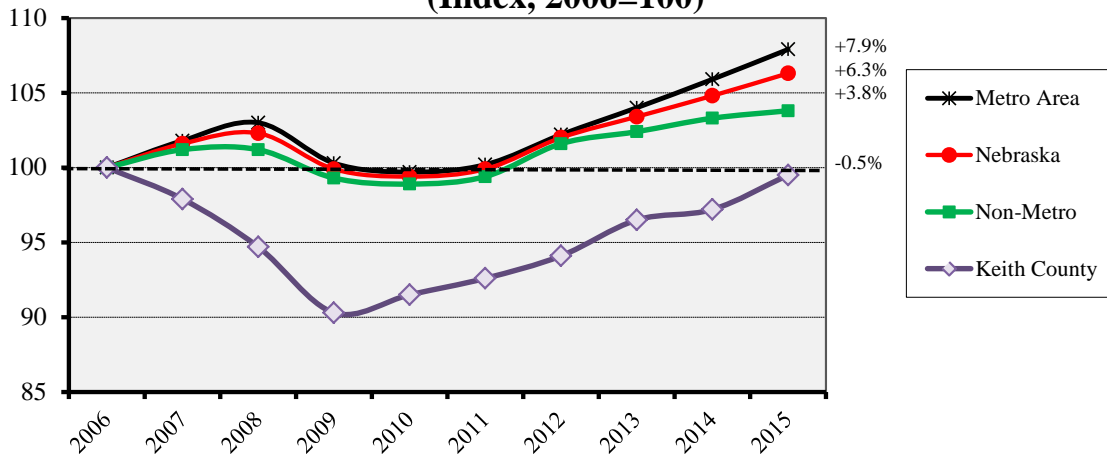
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2016
Labor Force & Work Force Summary, 2006-2015, Annually, Keith County (June 2016 data)

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Keith County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2006–2015. 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 Keith County decreased 0.5 percent (16 jobs) from 2006 to 2015, compared to a 6.3 percent increase for Nebraska as a whole, a 7.9 percent increase in metropolitan Nebraska, and a 3.8 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Keith County, Nebraska,
Metro, and Non-Metro Nebraska, 2006–2015
(Index, 2006=100)**

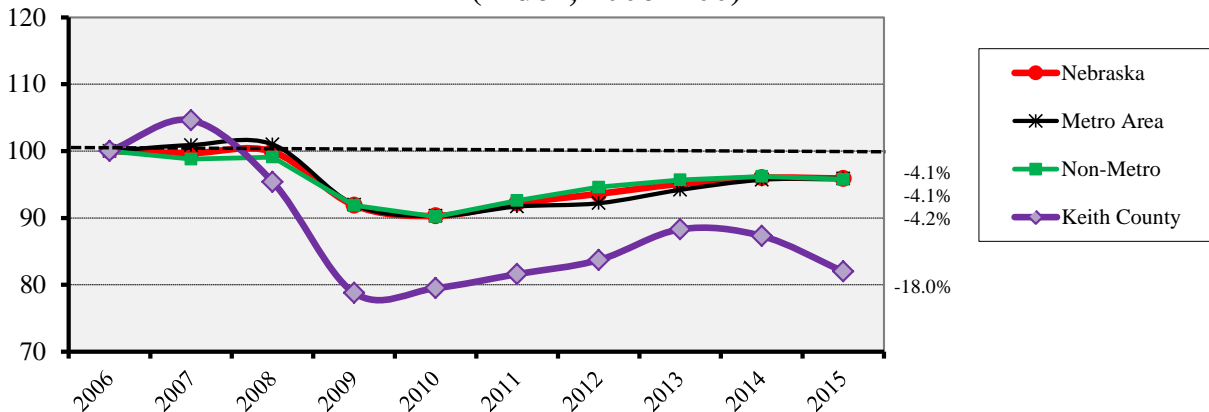


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2016

Chart 2 presents data on manufacturing wage and salary employment growth for Keith County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Keith County recorded an 18.0 percent decrease in employment (51 jobs) between 2006 and 2015. This compares to a 4.2 percent decrease in employment for non-metropolitan Nebraska; a 4.1 percent decrease for Nebraska as a whole; and a 4.1 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Keith County, Nebraska,
Metro, and Non-Metro Nebraska, 2006–2015
(Index, 2006=100)**



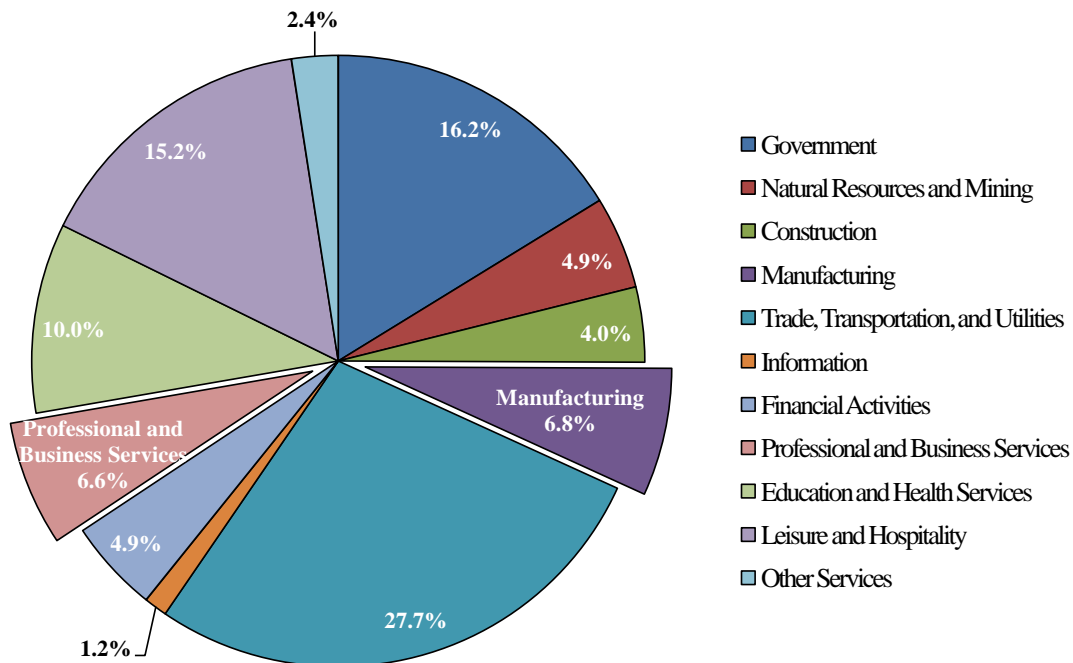
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2016

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 Keith County compared to the non-metropolitan and metropolitan distributions.

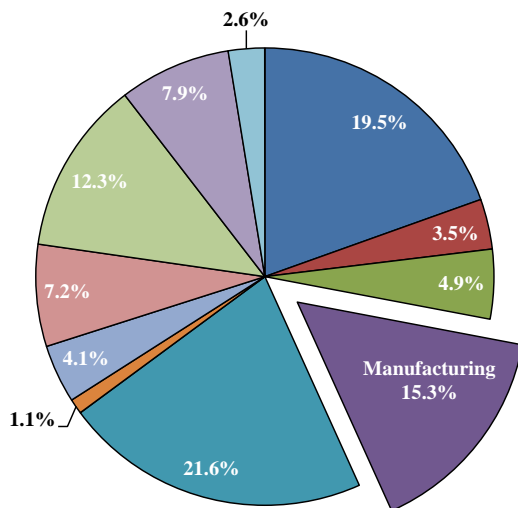
When comparing the Keith County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 6.8 percent of the county workforce (232 employees) compared to 15.3 percent for non-metropolitan Nebraska; a difference of 8.5 percent. Comparing Keith County to the overall metropolitan distribution, the largest deviation is found in the Professional and Business Services sector (6.6 percent Keith County vs. 15.3 percent metropolitan Nebraska; a difference of 8.7 percent).

Charts 3, 4, 5

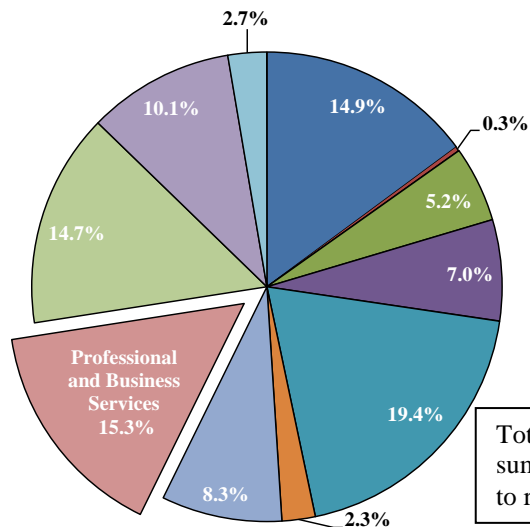
Nonfarm Wage & Salary Employment by Major Economic Sector Keith County, 2015



Non-Metro Area W&S Employment, 2015



Metro Area W&S Employment, 2015



Totals may not sum 100% due to rounding.

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

The next table (Table 2) shows labor force information for Keith County for the time period 2006–2015. 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 decrease in the number of Keith County residents participating in the labor force between 2006 and 2015 (less than 0.1 percent or 1 person).

The number of those unemployed in Keith County increased by 1.6 percent (2 people) between 2006 and 2015. 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 Keith County unemployment rate was 2.6 percent in 2015; below that for metropolitan Nebraska (3.0 percent), below Nebraska as a whole (3.0 percent), and below non-metropolitan Nebraska (3.0 percent).

Table 2

Labor Force & Employment Trends, Keith County, Nebraska
Selected Years: 2006–2015

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change 2006-2015	# Change 2006-2015
Labor Force	4,740	4,662	4,550	4,470	4,585	4,655	4,667	4,718	4,674	4,739	0.0	-1
Unemployment	123	118	130	201	195	190	173	171	134	125	1.6	2
Unemployment Rate	2.6	2.5	2.9	4.5	4.3	4.1	3.7	3.6	2.9	2.6	(N/A)	(N/A)
Employment	4,617	4,544	4,420	4,269	4,390	4,465	4,494	4,547	4,540	4,614	-0.1	-3

(N/A) - Data not available

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2016

Residence and Work Flow Patterns

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for the City of Ogallala in Keith 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 the City of Ogallala are from 2014.

Table 3 (pages 6–7) examines the Work Destination area for the City of Ogallala from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 2,140 city labor force participants holding primary jobs. As Table 3 shows, 97.7 percent of Ogallala’s labor force participants are employed within the state of Nebraska. Approximately 65.8 percent of Ogallala workers remain within Keith County for employment with 34.2 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where the City of Ogallala labor force participants are employed (next page).

Table 3

Work Destination Report

Where Workers are Employed Who Live in the Selection Area

2014

	Count	Share
Total Primary Jobs	2,140	100.0%

By States

Job Counts by States Where Workers are Employed

2014

	Count	Share
Nebraska	2,091	97.7%
Colorado	19	0.9%
Kansas	15	0.7%
Iowa	2	0.1%
Alaska	1	0.0%
Arkansas	1	0.0%
California	1	0.0%
Georgia	1	0.0%
Louisiana	1	0.0%
Minnesota	1	0.0%
All Other Locations	7	0.3%

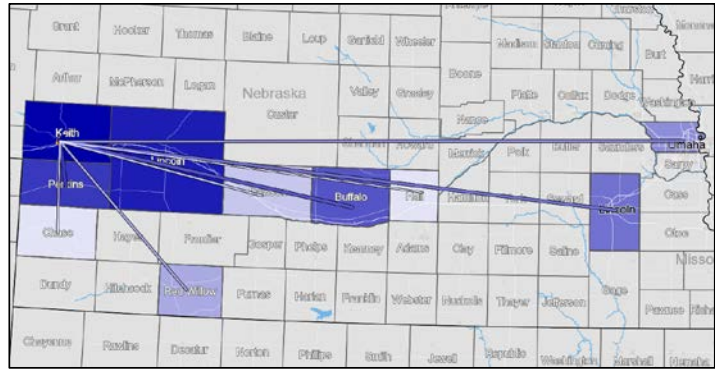


Source: U.S. Census Bureau, LED Origin-Destination Data Base, Sept. 2016

Table 3 (continued)

**Job Counts by Counties Where Workers are Employed
2014**

	Count	Share
Keith County, NE	1,409	65.8%
Lincoln County, NE	146	6.8%
Perkins County, NE	102	4.8%
Buffalo County, NE	69	3.2%
Lancaster County, NE	40	1.9%
Douglas County, NE	33	1.5%
Red Willow County, NE	27	1.3%
Dawson County, NE	21	1.0%
Chase County, NE	20	0.9%
Hall County, NE	20	0.9%
All Other Locations	253	11.8%



By Places (top 10)

**Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed
2014**

	Count	Share
Ogallala city, NE	1,236	57.8%
North Platte city, NE	122	5.7%
Grant city, NE	72	3.4%
Kearney city, NE	58	2.7%
Paxton village, NE	57	2.7%
Lincoln city, NE	39	1.8%
Omaha city, NE	32	1.5%
McCook city, NE	20	0.9%
Grand Island city, NE	19	0.9%
Chappell city, NE	14	0.7%
All Other Locations	471	22.0%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, Sept. 2016

People also travel from other locations to work in Ogallala—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within the City of Ogallala. The Census identified 2,454 primary jobs within Ogallala. As Table 4 indicates, 96.1 percent of these jobs are held by Nebraska residents. Approximately 65.8 percent of Ogallala workers live within the Keith 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

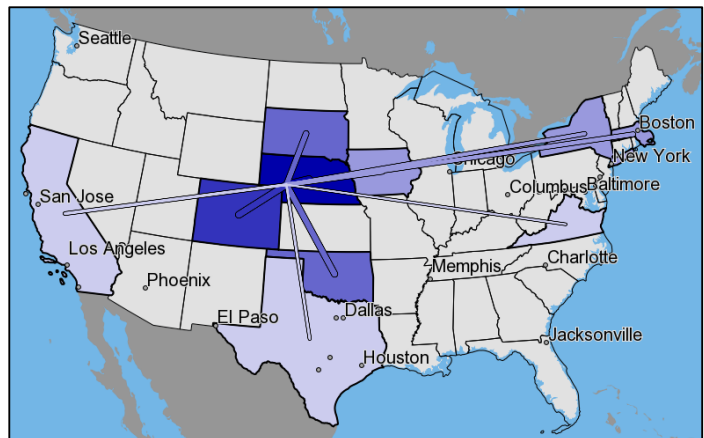
2014

	Count	Share
Total Primary Jobs	2,454	100.0%

Job Counts by States Where Workers Live

2014

	Count	Share
Nebraska	2,359	96.1%
Colorado	34	1.4%
Oklahoma	7	0.3%
South Dakota	7	0.3%
Iowa	5	0.2%
Massachusetts	5	0.2%
New York	5	0.2%
California	4	0.2%
Texas	4	0.2%
Virginia	4	0.2%
All Other Locations	20	0.8%

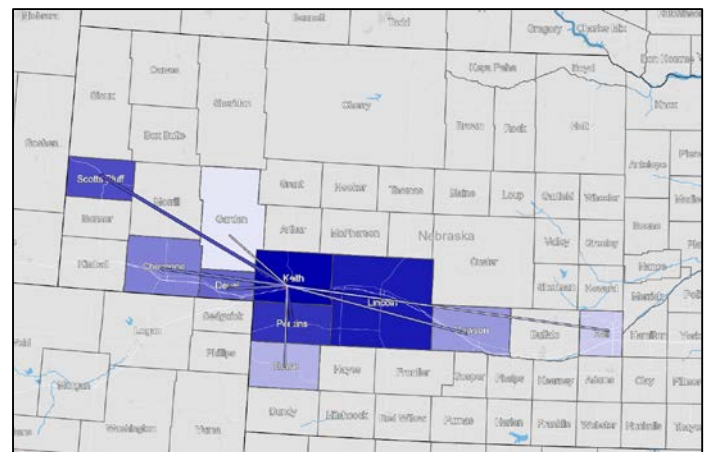


By Counties

Job Counts by Counties Where Workers Live

2014

	Count	Share
Keith County, NE	1,614	65.8%
Lincoln County, NE	152	6.2%
Perkins County, NE	67	2.7%
Scotts Bluff County, NE	56	2.3%
Deuel County, NE	52	2.1%
Cheyenne County, NE	37	1.5%
Dawson County, NE	36	1.5%
Chase County, NE	26	1.1%
Hall County, NE	22	0.9%
Garden County, NE	20	0.8%
All Other Locations	372	15.2%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, Sept. 2016

Table 4 (continued)

By Places (top 10)
Job Counts by Places (Cities, CDPs, etc.) Where Workers Live
2014

	Count	Share
Ogallala city, NE	1,236	50.4%
North Platte city, NE	82	3.3%
Paxton village, NE	57	2.3%
Brule village, NE	51	2.1%
Grant city, NE	30	1.2%
Chappell city, NE	25	1.0%
Scottsbluff city, NE	23	0.9%
Sidney city, NE	23	0.9%
Belmar CDP, NE	21	0.9%
Alliance city, NE	17	0.7%
All Other Locations	889	36.2%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, Sept. 2016

The next table (Table 5, pages 9–10) shows an inflow/outflow report for the Ogallala 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 the City of Ogallala.

Table 5

Inflow/Outflow Report

Selection Area Labor Market Size (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,454	100.0%	2,488	100.0%	2,470	100.0%
Living in the Selection Area	2,140	87.2%	2,048	82.3%	2,073	83.9%
Net Job Inflow (+) or Outflow (-)	314	-	440	-	397	-

In-Area Labor Force Efficiency (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	2,140	100.0%	2,048	100.0%	2,073	100.0%
Living and Employed in the Selection Area	1,236	57.8%	1,256	61.3%	1,235	59.6%
Living in the Selection Area but Employed Outside	904	42.2%	792	38.7%	838	40.4%

In-Area Employment Efficiency (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,454	100.0%	2,488	100.0%	2,470	100.0%
Employed and Living in the Selection Area	1,236	50.4%	1,256	50.5%	1,235	50.0%
Employed in the Selection Area but Living Outside	1,218	49.6%	1,232	49.5%	1,235	50.0%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	904	100.0%	792	100.0%	838	100.0%
Workers Aged 29 or younger	278	30.8%	205	25.9%	244	29.1%
Workers Aged 30 to 54	417	46.1%	399	50.4%	419	50.0%
Workers Aged 55 or older	209	23.1%	188	23.7%	175	20.9%
Workers Earning \$1,250 per month or less	271	30.0%	242	30.6%	268	32.0%
Workers Earning \$1,251 to \$3,333 per month	388	42.9%	321	40.5%	329	39.3%
Workers Earning More than \$3,333 per month	245	27.1%	229	28.9%	241	28.8%
Workers in the "Goods Producing" Industry Class	148	16.4%	155	19.6%	137	16.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	259	28.7%	266	33.6%	276	32.9%
Workers in the "All Other Services" Industry Class	497	55.0%	371	46.8%	425	50.7%

Inflow Job Characteristics (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,218	100.0%	1,232	100.0%	1,235	100.0%
Workers Aged 29 or younger	299	24.5%	270	21.9%	242	19.6%
Workers Aged 30 to 54	574	47.1%	586	47.6%	609	49.3%
Workers Aged 55 or older	345	28.3%	376	30.5%	384	31.1%
Workers Earning \$1,250 per month or less	362	29.7%	372	30.2%	386	31.3%
Workers Earning \$1,251 to \$3,333 per month	536	44.0%	529	42.9%	542	43.9%
Workers Earning More than \$3,333 per month	320	26.3%	331	26.9%	307	24.9%
Workers in the "Goods Producing" Industry Class	129	10.6%	111	9.0%	129	10.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	376	30.9%	368	29.9%	353	28.6%
Workers in the "All Other Services" Industry Class	713	58.5%	753	61.1%	753	61.0%

Interior Flow Job Characteristics (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,236	100.0%	1,256	100.0%	1,235	100.0%
Workers Aged 29 or younger	226	18.3%	260	20.7%	268	21.7%
Workers Aged 30 to 54	619	50.1%	667	53.1%	627	50.8%
Workers Aged 55 or older	391	31.6%	329	26.2%	340	27.5%
Workers Earning \$1,250 per month or less	369	29.9%	387	30.8%	375	30.4%
Workers Earning \$1,251 to \$3,333 per month	561	45.4%	586	46.7%	563	45.6%
Workers Earning More than \$3,333 per month	306	24.8%	283	22.5%	297	24.0%
Workers in the "Goods Producing" Industry Class	168	13.6%	196	15.6%	183	14.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	232	18.8%	218	17.4%	239	19.4%
Workers in the "All Other Services" Industry Class	836	67.6%	842	67.0%	813	65.8%

Source: U.S. Census Bureau, LED Origin-Destination Data Base, Sept. 2016

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Ogallala and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Ogallala is greater in 2014 compared to 2012. The distribution of miles traveled to work has also slightly shifted since 2012. Figure 1 shows the location and concentration of these workplaces.

Table 6

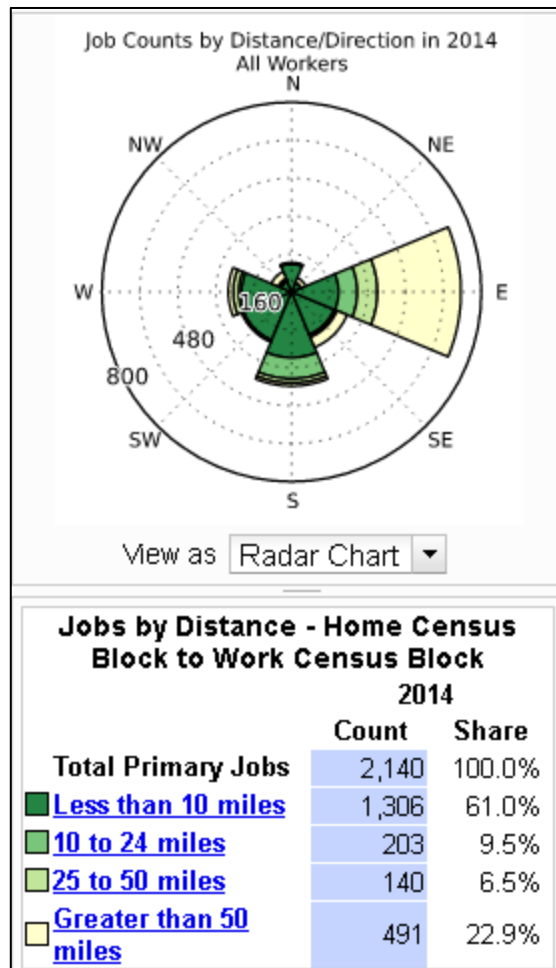
Distance/Direction Report - Home to Work Census Block

Job Counts in Work Blocks by Distance Only

	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,140	100.0%	2,048	100.0%	2,073	100.0%
Less than 10 miles	1,306	61.0%	1,309	63.9%	1,303	62.9%
10 to 24 miles	203	9.5%	142	6.9%	162	7.8%
25 to 50 miles	140	6.5%	116	5.7%	125	6.0%
Greater than 50 miles	491	22.9%	481	23.5%	483	23.3%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, Sept. 2016

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, Sept. 2016

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Ogallala and the distance to their homes. Looking at Table 7, the number of primary jobs held within Ogallala has decreased since 2012 and 2013. The data also show the majority of Ogallala employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

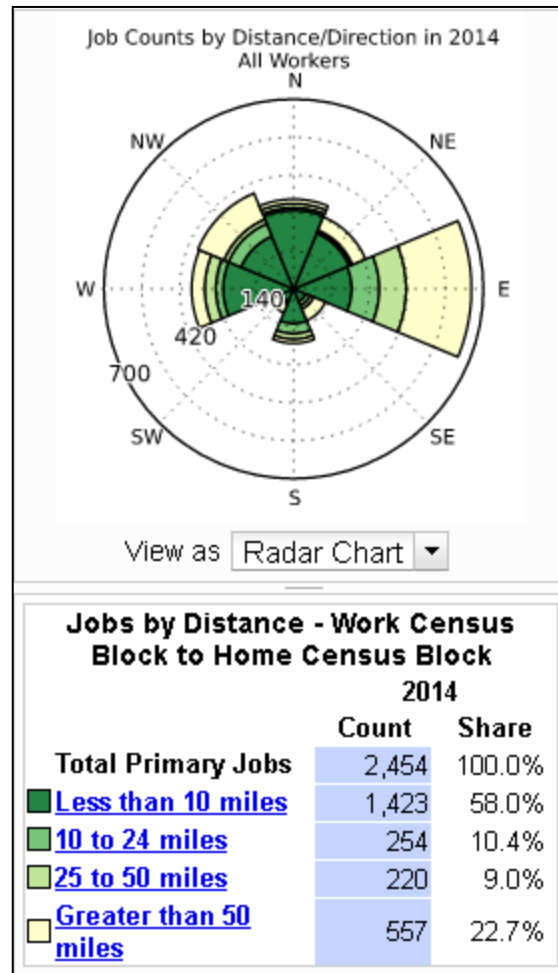
Distance/Direction Report - Work to Home Census Block

Job Counts in Home Blocks by Distance Only

	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,454	100.0%	2,488	100.0%	2,470	100.0%
Less than 10 miles	1,423	58.0%	1,440	57.9%	1,412	57.2%
10 to 24 miles	254	10.4%	223	9.0%	281	11.4%
25 to 50 miles	220	9.0%	225	9.0%	216	8.7%
Greater than 50 miles	557	22.7%	600	24.1%	561	22.7%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, Sept. 2016

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, Sept. 2016

Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Keith County and the surrounding area. As Table 8 indicates, Keith County’s population experienced an average annual decrease of less than 0.1 percent between 1970 and 2010 for a total decrease of 1.4 percent or 119 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Keith County reported an average annual 0.7 percent decrease in population from 2010 to 2015 (305 people total).

Table 8

County Population 1970–2015 Keith County and the Surrounding Area

Location	----Year----						Avg. Annual	Avg. Annual
	1970	1980	1990	2000	2010	2015	% Change 1970-2010	% Change 2010-2015
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,896,190	0.5	0.8
Keith County	8,487	9,364	8,584	8,875	8,368	8,063	0.0	-0.7
Arthur County	606	513	462	444	460	456	-0.7	-0.2
Deuel County	2,717	2,462	2,237	2,098	1,941	1,921	-0.8	-0.2
Garden County	2,929	2,802	2,460	2,292	2,057	1,918	-0.9	-1.4
Lincoln County	29,538	36,455	32,508	34,632	36,288	35,656	0.5	-0.4
McPherson County	623	593	546	533	539	475	-0.4	-2.5
Perkins County	3,423	3,637	3,367	3,200	2,970	2,944	-0.4	-0.2

Source: U.S. Bureau of the Census, Census of Population, May 2016

Table 9 data reveals the population of Keith County’s incorporated places as a whole experienced an average annual population decrease of 0.1 percent from 1970 to 2010 and an average annual decrease of 0.8 percent from 2010 to 2015 for a total decrease of 8.9 percent (523 people) from 1970 to 2015. Ogallala, the county’s largest city, reported an 8.2 percent decrease in population (406 people) between 1970 and 2015. The unincorporated areas outside of the selected communities experienced a 3.8 percent increase (99 people) during the period 1970–2015.

Table 9

County Population 1970–2015 Keith County Communities and Unincorporated Areas

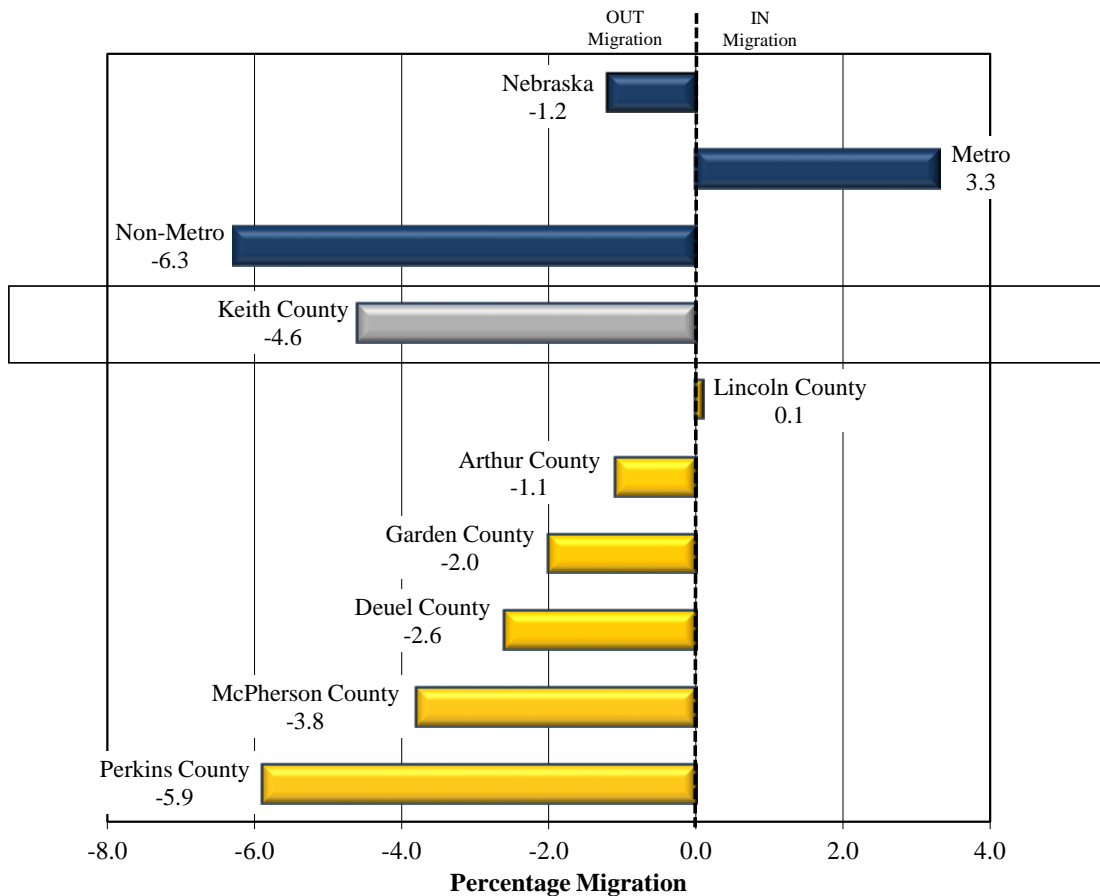
Location	----Year----						Avg. Annual	Avg. Annual
	1970	1980	1990	2000	2010	2015	% Change 1970-2010	% Change 2010-2015
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,896,190	0.5	0.8
Keith County	8,487	9,364	8,584	8,875	8,368	8,063	0.0	-0.7
Brule	423	438	408	372	326	309	-0.6	-1.1
Ogallala	4,976	5,638	5,127	4,930	4,737	4,570	-0.1	-0.7
Paxton	503	568	537	614	523	500	0.1	-0.9
Total Incorporated Places	5,902	6,644	6,072	5,916	5,586	5,379	-0.1	-0.8
Unincorporated Areas	2,585	2,720	2,512	2,959	2,782	2,684	0.2	-0.7

Source: U.S. Bureau of the Census, Census of Population, May 2016

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Keith 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, Keith County experienced a net out-migration of 409 people or 4.6 percent of its 2000 population.

Chart 6

**2000–2010 Net Migration as Percent of 2000 Population
Keith County and the Surrounding Area**

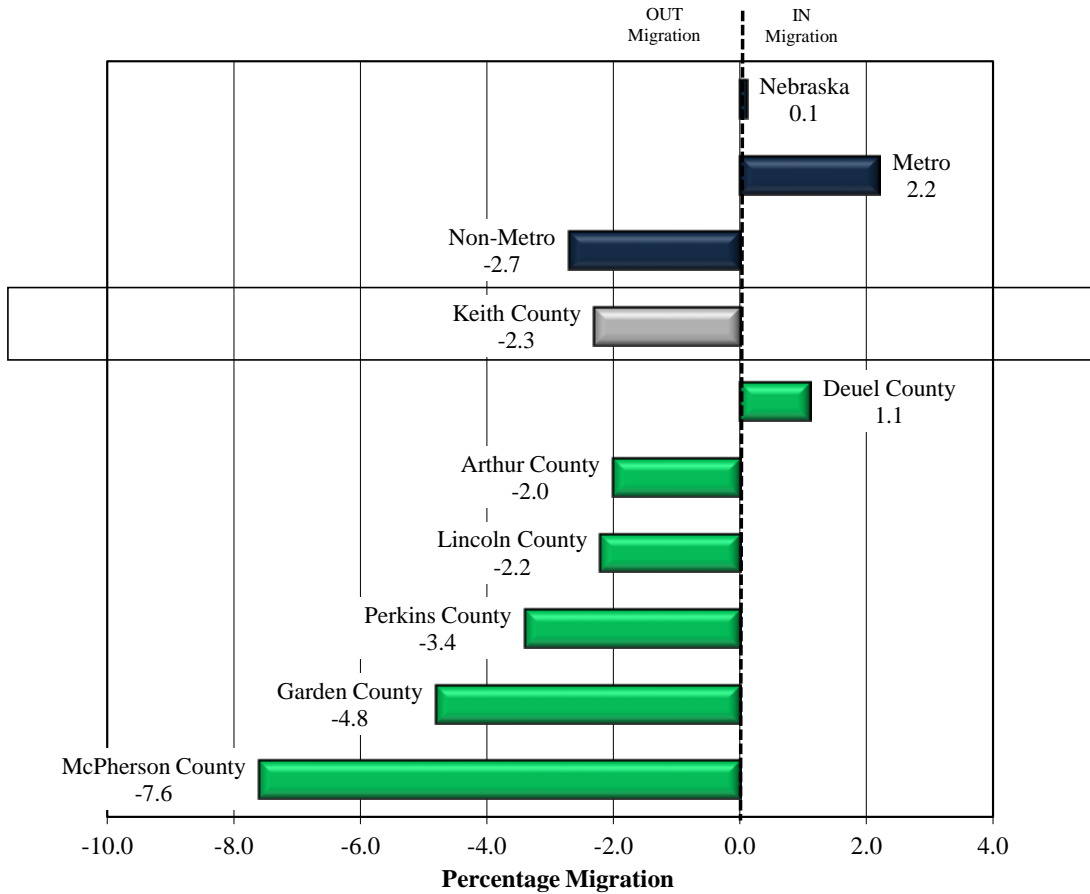


Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2015 (Chart 7), Keith County experienced a net out-migration of 190 people or 2.3 percent of its 2010 population.

Chart 7

**2010–2015 Net Migration as Percent of 2010 Population
Keith County and the Surrounding Area**



Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2009–2013, 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 37.18 percent of the 1,119 people moving into Keith County moved from other Nebraska locations (416 people). Data also reveal 702 people (62.73 percent) migrated into the county from other states while 1 person (0.09 percent) migrated from abroad.

Table 10

Keith County, Nebraska 2009–2013, Five-Year Estimate
Inflow Into County

	Number	Percent
Movers within the United States	1,507	99.9
Within Same County	389	25.8
Different County, Same State	416	27.6
Different State	702	46.6
Movers from Abroad	1	0.1
Total Movement	1,508	

Source: American Community Survey, County-to-County Migration
Flows, 2009-2013 data, accessed May 2016

Reported Counties and Other Areas
(where people moved from)

State	County	Number
Iowa	Woodbury County	167
Kansas	Reno County	155
Nebraska	Lincoln County	71
Nebraska	Lancaster County	68
Nebraska	Cheyenne County	62
Colorado	Jefferson County	54
Colorado	Larimer County	52
Ohio	Seneca County	50
Arizona	Maricopa County	40
Nebraska	Douglas County	31
Colorado	Douglas County	28
Nebraska	Buffalo County	28
Nebraska	Dawson County	28
Nebraska	Hall County	27
Kansas	Gray County	24
Michigan	Gratiot County	23
Colorado	Denver County	18
Nebraska	Greeley County	17
Nebraska	Hayes County	17
Nebraska	Dawes County	16
Nebraska	Custer County	15
Colorado	El Paso County	14
Kansas	Wichita County	14
Oregon	Yamhill County	14
Alaska	Anchorage Municipality	13

Source: American Community Survey, County-to-County Migration
Flows, 2009-2013 data, accessed May 2016

The 2009–2013, five-year estimates in Table 11 reveal 53.6 percent of the 666 people migrating out of Keith County remained in the state of Nebraska (357 people). Data show 309 Keith County residents (46.4 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

Keith County, Nebraska 2009–2013, Five-Year Estimate Outflow From County

	Number	Percent
Movers within the United States	1,055	100.0
Within Same County	389	36.9
Different County, Same State	357	33.8
Different State	309	29.3
Movers to Puerto Rico	0	0
Total Movement	1,055	

Source: American Community Survey, County-to-County Migration Flows, 2009-2013 data, accessed May 2016

Reported Counties (where people moved to)

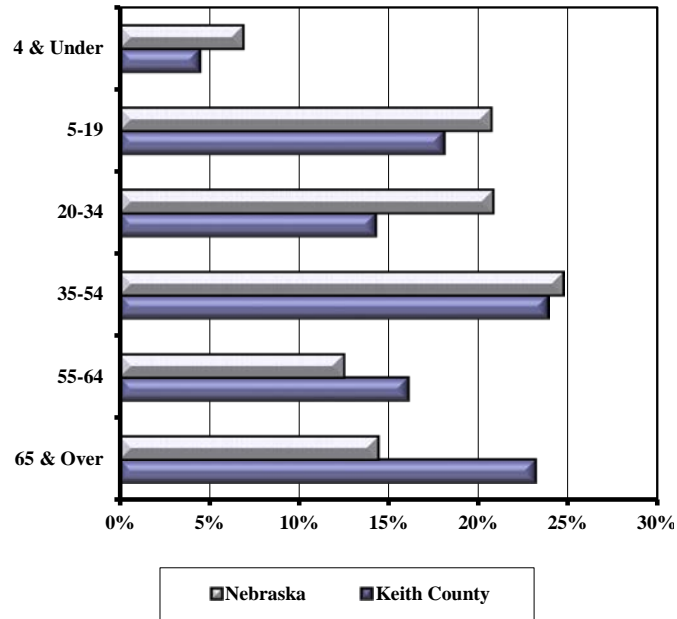
State	County	Number
Colorado	Douglas County	111
Nebraska	Lincoln County	79
Texas	Ochiltree County	66
Nebraska	Lancaster County	64
Colorado	Denver County	42
Nebraska	Madison County	36
Nebraska	Buffalo County	34
Nebraska	Cheyenne County	31
Ohio	Wyandot County	31
Oklahoma	Mayes County	29
Nebraska	Custer County	25
Nebraska	Nance County	21
Wyoming	Goshen County	15
Nebraska	Garden County	14
Nebraska	Gage County	12
Minnesota	Faribault County	11
Nebraska	Chase County	10
Nebraska	Douglas County	9
Nebraska	Arthur County	7
Nebraska	Perkins County	6
Nebraska	Scotts Bluff County	5
Colorado	Sedgwick County	4
Nebraska	Fillmore County	2
Nebraska	Knox County	2

Source: American Community Survey, County-to-County Migration Flows, 2009-2013 data, accessed May 2016

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 Keith County. The population of Keith County is significantly older in age than Nebraska as a whole. The median age for Keith County residents in 2014 was 47.7 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8

Age Distribution of the Population, 2014 Keith County and Nebraska



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2015

Table 12

Age Distribution of the Population, 2014 Keith County and Nebraska

	2014 Population		Percent	
	Nebraska	Keith County	Nebraska	Keith County
4 & Under	130,178	364	6.9%	4.5%
5-19	389,683	1,470	20.7%	18.1%
20-34	391,432	1,158	20.8%	14.3%
35-54	464,329	1,941	24.7%	23.9%
55-64	234,892	1,304	12.5%	16.1%
65 & Over	270,989	1,884	14.4%	23.2%
Total	1,881,503	8,121	100%	100%
Median Age	36.2	47.7		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2015

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Keith County and the surrounding counties both as a total and by gender. These are five-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 Five-Year Estimate, 2009–2013 Keith County and the Surrounding Area

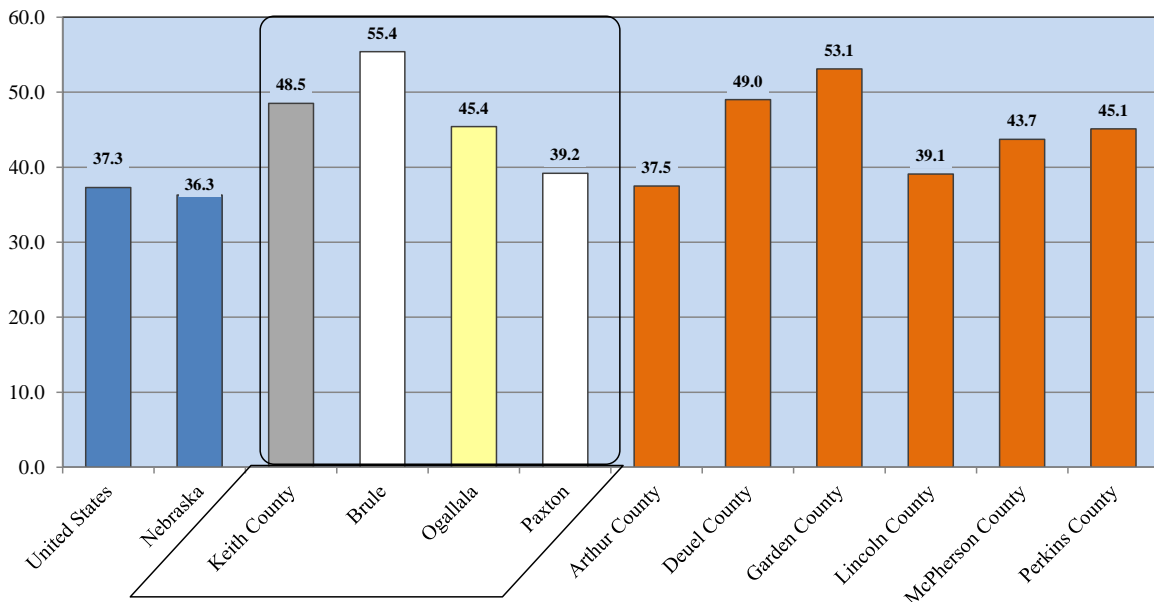
	Median Age		
	Total	Male	Female
United States	37.3	36.0	38.7
Nebraska	36.3	35.0	37.5
Keith County	48.5	46.3	49.4
Brule	55.4	52.0	55.7
Ogallala	45.4	41.6	48.0
Paxton	39.2	38.5	41.4
Arthur County	37.5	38.6	35.6
Deuel County	49.0	47.2	51.9
Garden County	53.1	53.0	53.2
Lincoln County	39.1	38.4	40.1
McPherson County	43.7	40.9	45.7
Perkins County	45.1	41.7	46.4

Data Set: 2009-2013 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2009-2013 American Community Survey, March 2015

Chart 9

Median Age by Location, Five-Year Estimate, 2009–2013 Keith County and the Surrounding Area



Data Set: 2009-2013 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2009-2013 American Community Survey, March 2015

Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Keith County and the surrounding area for 2015. 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

2015 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Keith County, and Surrounding Counties

	2015 Population	2015 Retail Sales (x \$1,000)	2015 Per Cap Sales (\$)	2015 Pull Factor
Nebraska	1,896,190	23,132,070	12,199	1.00
Non-Metro Nebraska	780,080	8,265,546	10,596	0.87
Keith County	8,063	115,013	14,264	1.17
Arthur County	456	1,647	3,613	0.30
Deuel County	1,921	15,904	8,279	0.68
Garden County	1,918	9,433	4,918	0.40
Lincoln County	35,656	488,760	13,708	1.12
McPherson County	475	826	1,739	0.14
Perkins County	2,944	23,405	7,950	0.65

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Chart 10

Reviewing the pull factors at the county level indicates Keith County experiences net positive retail injections. The 2015 pull factor of 1.17 indicates, on a per capita basis, retail sales in Keith County are above 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 Keith County (1.17) with the pull factor for the non-metropolitan area of Nebraska (0.87) indicates per capita retail sales in Keith County are 34.6 percent above the average per capita retail sales in the non-metropolitan area of Nebraska.

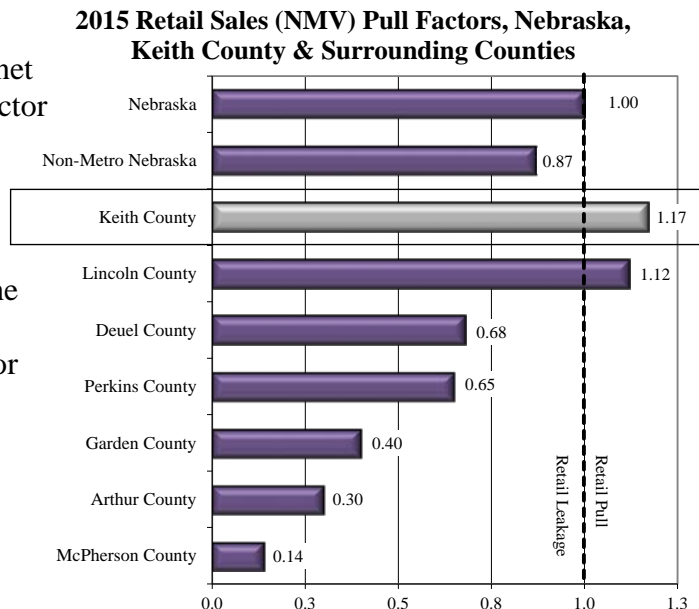


Table 15 and Chart 11 compare the 2015 pull factors for selected area communities. The community of Ogallala’s pull factor of 1.85 indicates that, on a per capita basis, non-motor vehicle retail sales in Ogallala are approximately 85.0 percent greater than the state’s average per capita sales. An incorporated community is not present in McPherson County therefore the county is not listed in the following table and chart.

Table 15

2015 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Keith County, and Selected Study Area Communities

	2015 Population	2015 Retail Sales (x \$1,000)	2015 Per Cap Sales (\$)	2015 Pull Factor
Nebraska	1,896,190	23,132,070	12,199	1.00
Non-Metro Nebraska	780,080	8,265,546	10,596	0.87
Keith County	8,063	115,013	14,264	1.17
Ogallala (Keith)	4,570	103,327	22,610	1.85
Arthur (Arthur)	117	1,625	13,886	1.14
Chappell (Deuel)	921	6,138	6,665	0.55
Oshkosh (Garden)	828	7,817	9,441	0.77
North Platte (Lincoln)	24,194	473,283	19,562	1.60
Grant (Perkins)	1,133	19,286	17,022	1.40

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Chart 11

2015 Retail Sales (NMV) Pull Factors, Nebraska, Keith County & Selected Study Area Communities

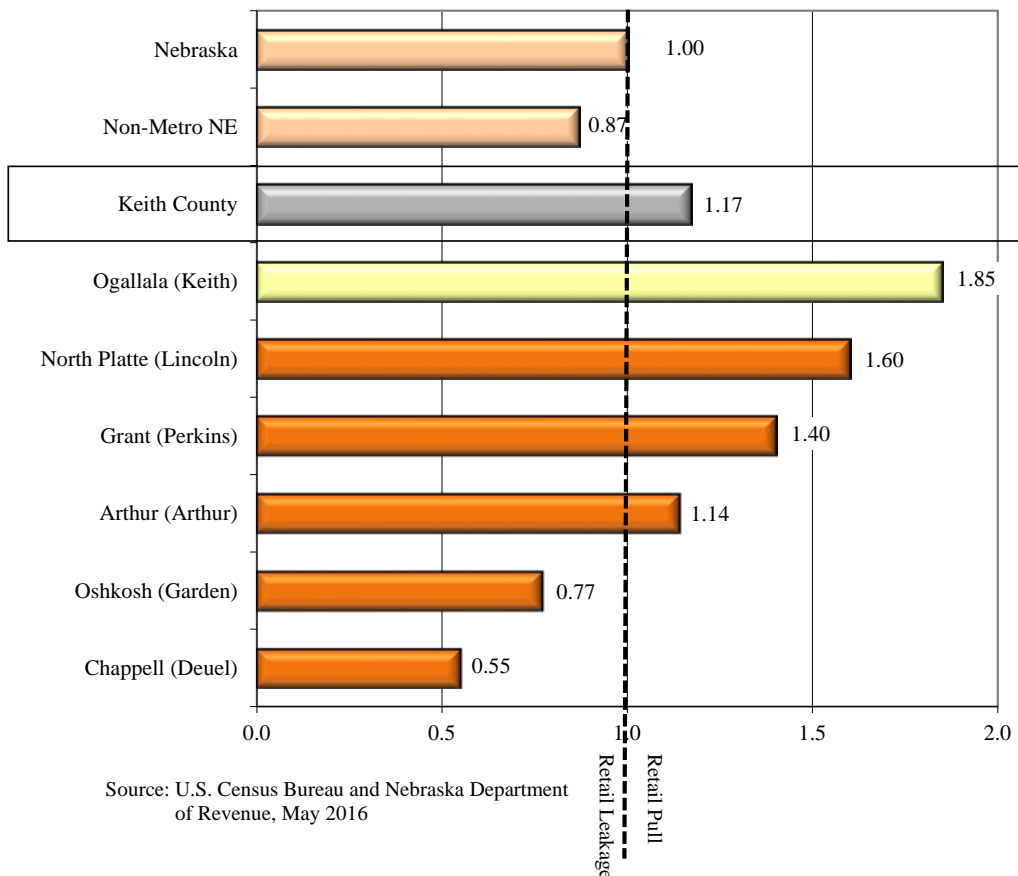


Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2015 pull factors into the communities reporting retail sales figures within Keith County. As this table indicates, the community of Ogallala had the strongest pull factor (1.85) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 1.17 for Keith County in 2015.

Table 16

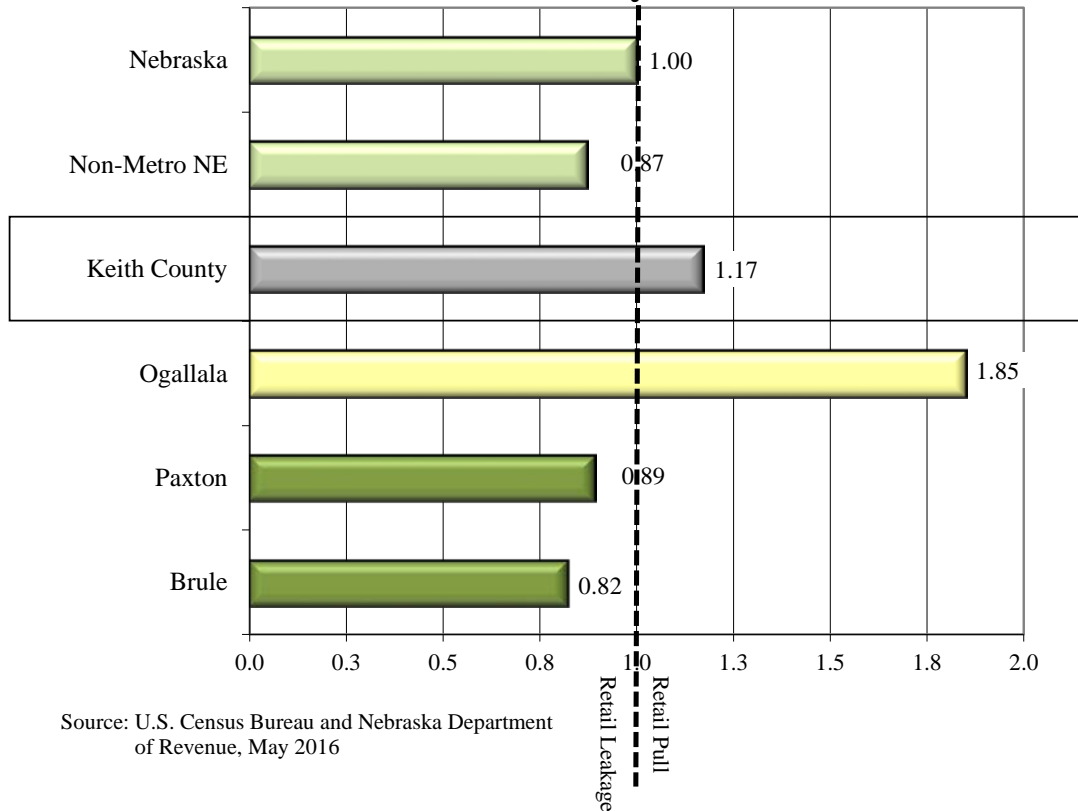
2015 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska and Available Keith County Area Communities

	2015 Population	2015 Retail Sales (x \$1,000)	2015 Per Cap Sales (\$)	2015 Pull Factor
Nebraska	1,896,190	23,132,070	12,199	1.00
Non-Metro Nebraska	780,080	8,265,546	10,596	0.87
Keith County	8,063	115,013	14,264	1.17
Ogallala	4,570	103,327	22,610	1.85
Paxton	500	5,449	10,898	0.89
Brule	309	3,085	9,983	0.82

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Chart 12

2015 Retail Sales (NMV) Pull Factors, Nebraska and Available Keith County Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2015 pull factors for Nebraska, Ogallala, and eight other similarly sized communities selected from around the state. Gretna’s pull factor of 3.72 leads the group for 2015 thus indicating Gretna has greater retail pull.

Table 17

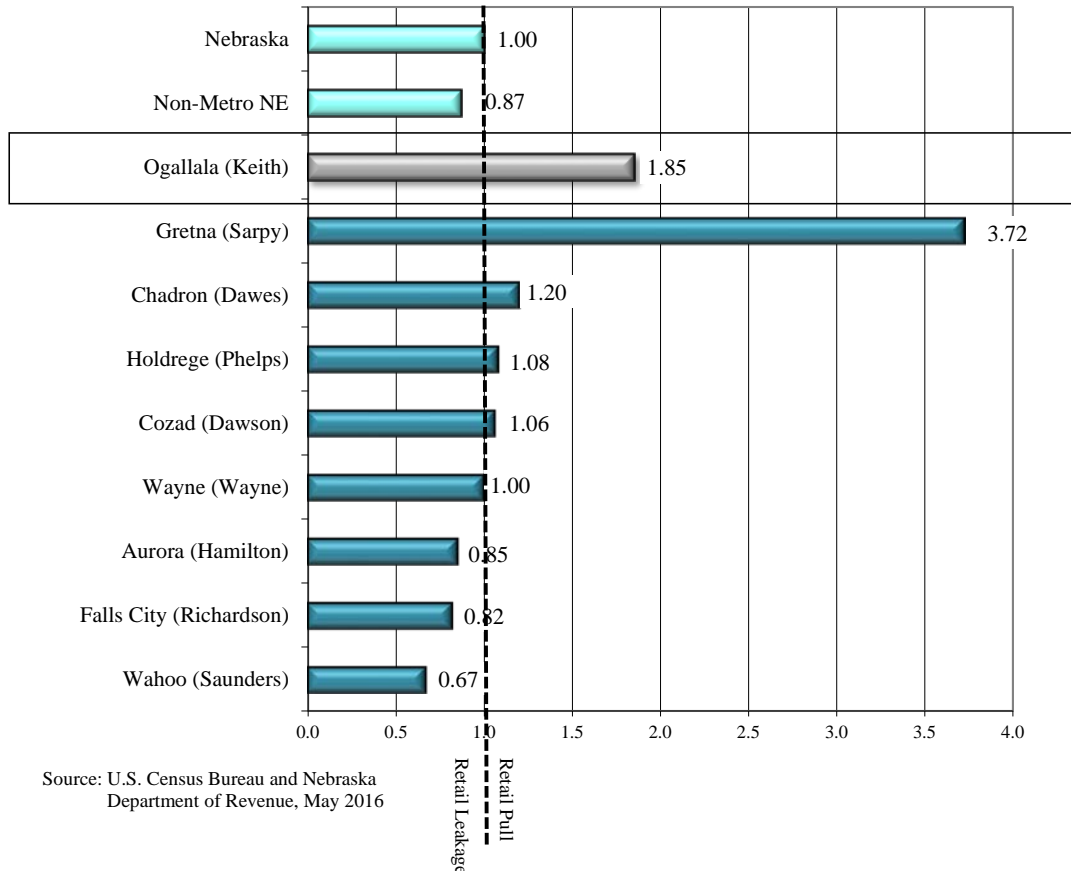
2015 Retail Sales (Non-Motor Vehicle) Pull Factors Ogallala & Other Similarly Sized Nebraska Communities

	2015 Population	2015 Retail Sales (x \$1,000)	2015 Per Cap Sales (\$)	2015 Pull Factor
Nebraska	1,896,190	23,132,070	12,199	1.00
Non-Metro Nebraska	780,080	8,265,546	10,596	0.87
Ogallala (Keith)	4,570	103,327	22,610	1.85
Cozad (Dawson)	3,863	50,102	12,970	1.06
Falls City (Richardson)	4,198	41,903	9,982	0.82
Aurora (Hamilton)	4,496	46,488	10,340	0.85
Wahoo (Saunders)	4,511	36,895	8,179	0.67
Gretna (Sarpy)	5,046	228,820	45,347	3.72
Holdrege (Phelps)	5,561	72,975	13,123	1.08
Wayne (Wayne)	5,569	68,014	12,213	1.00
Chadron (Dawes)	5,775	84,793	14,683	1.20

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Chart 13

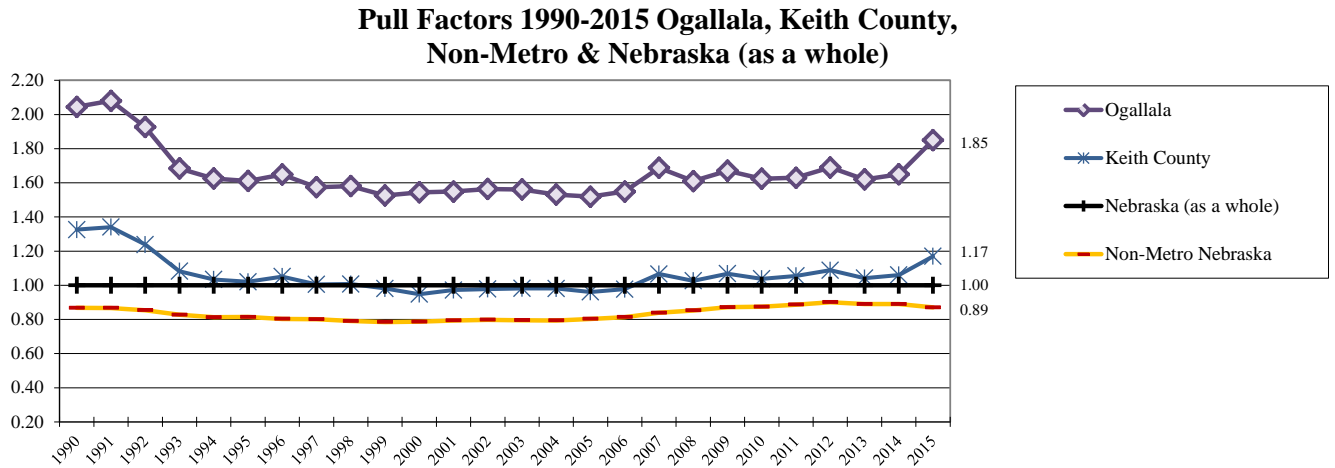
2015 Retail Sales (NMV) Pull Factors, Ogallala & Other Similarly Sized Nebraska Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Chart 14 illustrates the pull factor trend for Ogallala, Keith County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2015. In examining the time line, the city of Ogallala shows retail pull fluctuating well above the state average throughout the entire study period. Data within Keith 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 although beginning and ending above both averages.

Chart 14



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

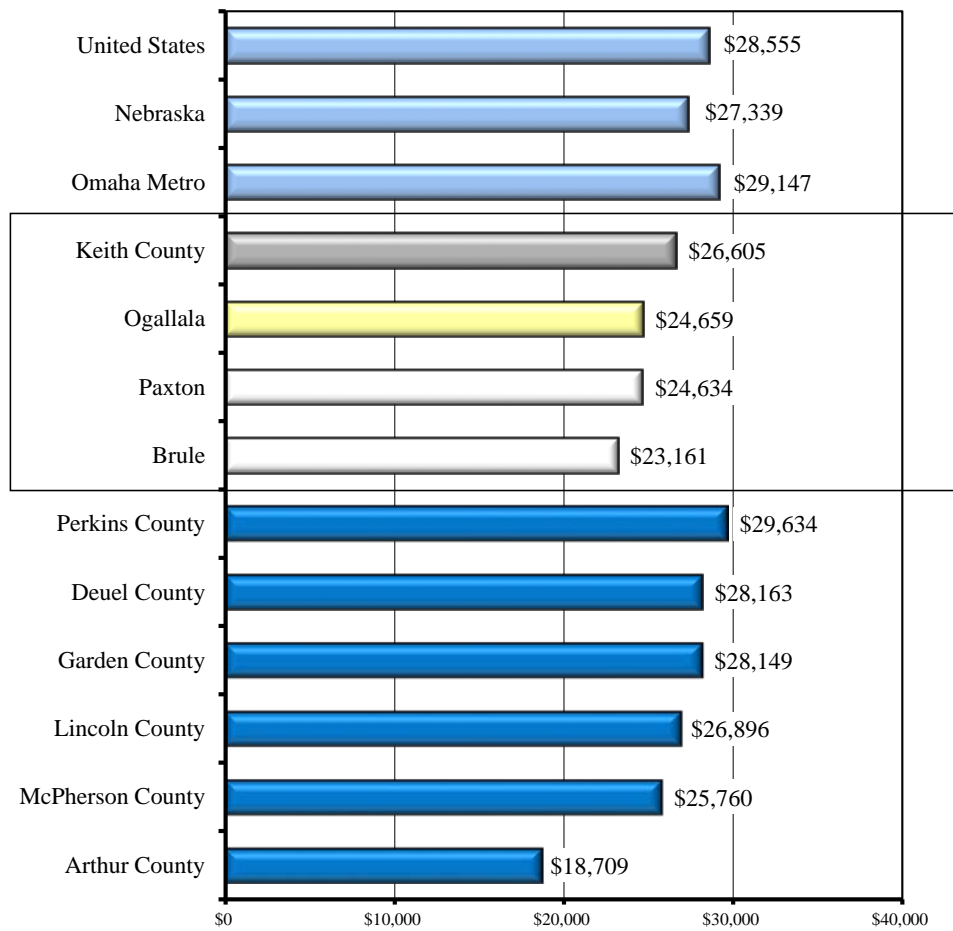
Per Capita Personal Income

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 2010–2014, five-year data show per capita personal income for Keith County is estimated to be \$26,605 compared to \$27,339 for Nebraska as a whole.

Chart 15

Per Capita Income, 2010–2014 Five-Year Estimate, Nebraska, Keith County & Surrounding Counties



Source: U.S. Census Bureau, 2013 inflation adjusted past 12-months, 2010-2014 American Community Survey, accessed May 2016.

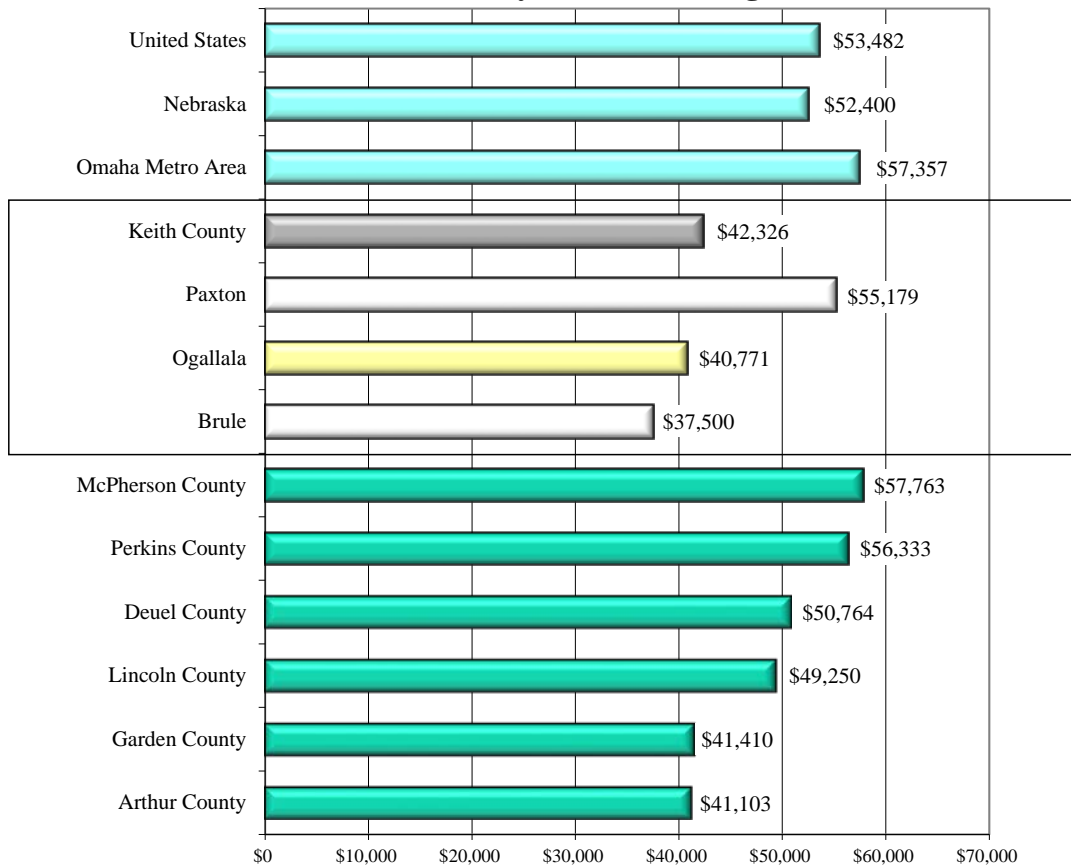
Median Household Income

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 2010–2014, five-year data show median household income for Keith County is estimated to be \$42,326 in 2012 compared to \$52,400 for Nebraska as a whole.

Chart 16

Median Household Income, 2010–2014 Five-Year Estimate Nebraska, Keith County & Surrounding Counties



Source: U.S. Census Bureau, 2010-2014 American Community Survey, accessed May 2016.