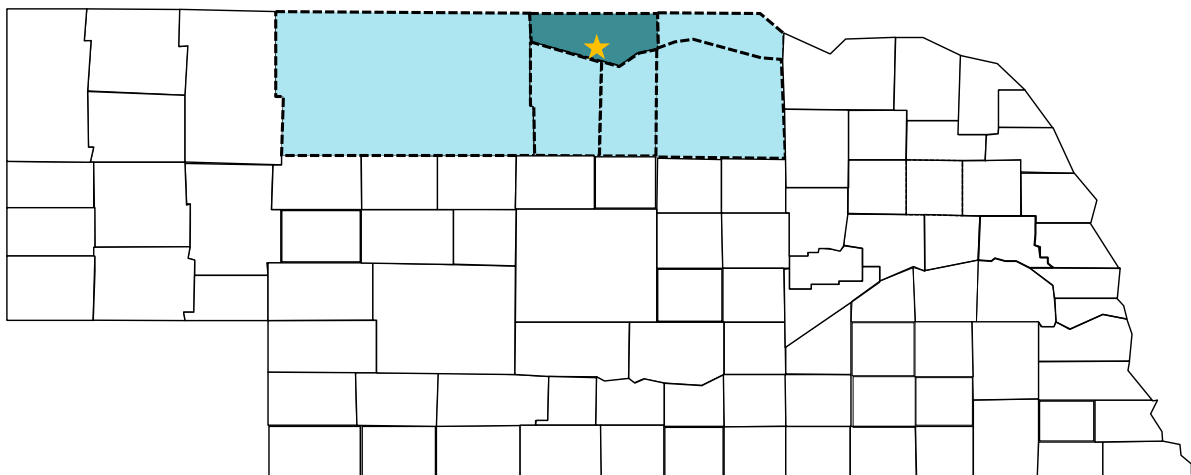


# Economic and Demographic Trends

## Springview, Keya Paha County, and the Surrounding Area



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## Economic and Demographic Trends in Springview, Keya Paha County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Springview and Keya Paha 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 Keya Paha County, other counties included in this area are Boyd, Brown, Cherry, Holt, and Rock. The retail sales section also compares retail growth between Springview 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 Keya Paha 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).

Information on nonfarm wage and salary employment for Keya Paha County is available for the following sectors:

- Natural Resources & Mining
- Manufacturing & Construction
- Trade, Transportation & Utilities
- Other Private Services
- 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 Keya Paha County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Keya Paha County increased 20 percent (25 jobs) between 2004 and 2013.

Table 1 also provides employment data for Keya Paha County by major economic sector for years 2004–2013. Of the sectors reporting complete data, the Manufacturing and Construction sector recorded the largest percentage increase in employment between 2004 and 2013 (200.0 percent or 6 jobs). The Natural Resources and Mining sector recorded the largest actual employment increase between 2004 and 2013 (22 jobs or 146.7 percent).

Table 1

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

|                                      | 2004       | 2005       | 2006       | 2007       | 2008       | 2009       | 2010       | 2011       | 2012       | 2013       | % Change<br>2004-13 | # Change<br>2004-13 |
|--------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------------|---------------------|
| <b>Non-farm Employment (W&amp;S)</b> | <b>125</b> | <b>136</b> | <b>136</b> | <b>126</b> | <b>123</b> | <b>129</b> | <b>125</b> | <b>134</b> | <b>132</b> | <b>150</b> | <b>20.0</b>         | <b>25</b>           |
| <b>Total Private Industries</b>      | <b>56</b>  | <b>63</b>  | <b>65</b>  | <b>61</b>  | <b>57</b>  | <b>63</b>  | <b>58</b>  | <b>68</b>  | <b>68</b>  | <b>78</b>  | <b>39.3</b>         | <b>22</b>           |
| <b>Goods Producing</b>               | <b>18</b>  | <b>26</b>  | <b>26</b>  | <b>29</b>  | <b>34</b>  | <b>36</b>  | <b>32</b>  | <b>41</b>  | <b>44</b>  | <b>46</b>  | <b>155.6</b>        | <b>28</b>           |
| Natural Resources & Mining           | 15         | 19         | 19         | 21         | 26         | 28         | 27         | 31         | 35         | 37         | 146.7               | 22                  |
| Manufacturing & Construction         | 3          | 7          | 7          | 8          | 8          | 8          | 5          | 10         | 9          | 9          | 200.0               | 6                   |
| <b>Service Providing</b>             | <b>38</b>  | <b>37</b>  | <b>39</b>  | <b>32</b>  | <b>23</b>  | <b>27</b>  | <b>26</b>  | <b>27</b>  | <b>24</b>  | <b>32</b>  | <b>-15.8</b>        | <b>-6</b>           |
| Trade, Transportation & Utilities    | 25         | 24         | 26         | 18         | 12         | 17         | 17         | 14         | 15         | 15         | -40.0               | -10                 |
| All Other Private Services           | 13         | 13         | 13         | 14         | 11         | 10         | 9          | 13         | 9          | 17         | 30.8                | 4                   |
| <b>Government</b>                    | <b>69</b>  | <b>73</b>  | <b>71</b>  | <b>65</b>  | <b>66</b>  | <b>66</b>  | <b>67</b>  | <b>66</b>  | <b>64</b>  | <b>72</b>  | <b>4.3</b>          | <b>3</b>            |
| Federal                              | 2          | 2          | 1          | 1          | 2          | 2          | 2          | 2          | 2          | 2          | 0.0                 | 0                   |
| State & Local                        | 67         | 71         | 70         | 64         | 64         | 64         | 65         | 64         | 62         | 70         | 4.5                 | 3                   |

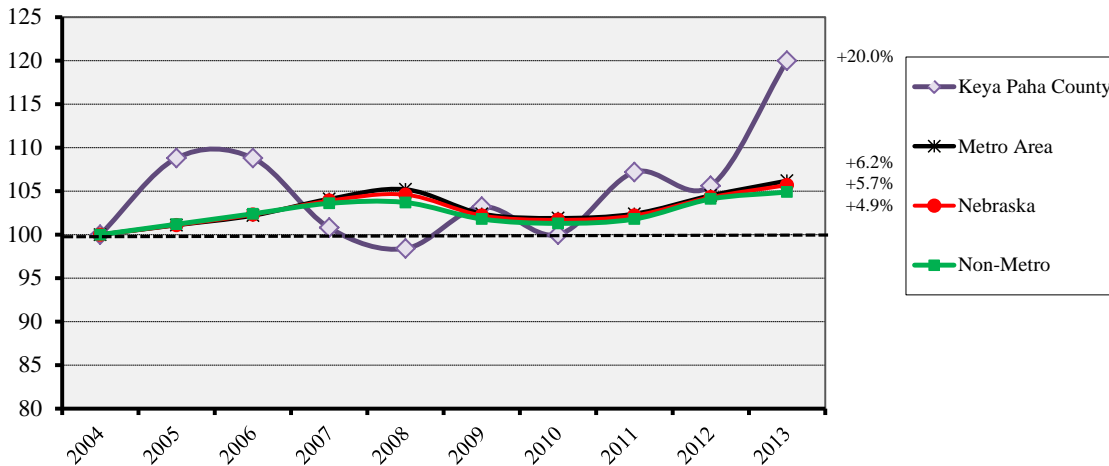
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2014  
Labor Force & Work Force Summary, 2004-2013, Annually, Keya Paha County, June 2014 Data

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Keya Paha 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 Keya Paha County increased 20.0 percent (25 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, Keya Paha County, Nebraska, Metro, and Non-Metro Nebraska, 2004-2013  
(Index, 2004=100)**

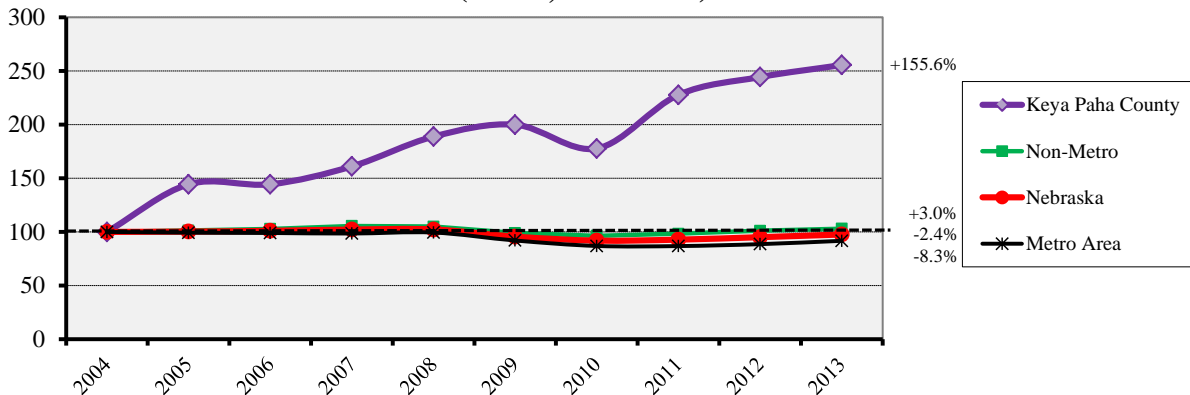


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

Chart 2 presents data on the growth in wage and salary employment in the Goods Producing sector for Keya Paha County, Nebraska, metropolitan, and non-metropolitan areas. The Goods Producing sector for Keya Paha County recorded a 155.6 percent increase in employment (28 jobs) between 2004 and 2013. This compares to a 3.0 percent increase in employment for non-metropolitan Nebraska; a 2.4 percent decrease for Nebraska as a whole; and an 8.3 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Goods Producing (W&S) Employment, Keya Paha County, Nebraska, Metro, and Non-Metro Nebraska, 2004-2013  
(Index, 2004=100)**



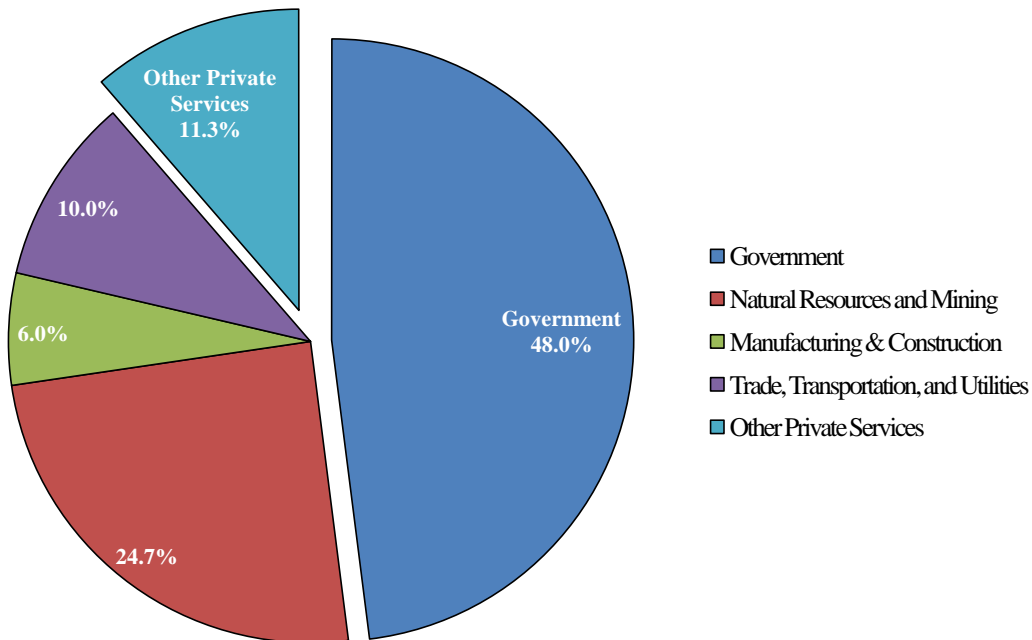
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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 Keya Paha County compared to the non-metropolitan and metropolitan distributions.

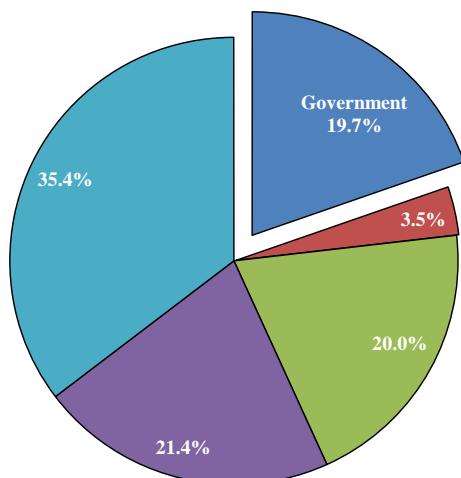
When comparing the Keya Paha employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 48.0 percent of the county workforce (72 employees) compared to 19.7 percent for non-metropolitan Nebraska; a difference of 28.3 percent. Comparing Keya Paha County to the overall metropolitan distribution, the largest deviation is found in the Other Private Services sector (11.3 percent Keya Paha County vs. 53.0 percent metropolitan Nebraska; a difference of 41.7 percent).

Charts 3, 4, 5

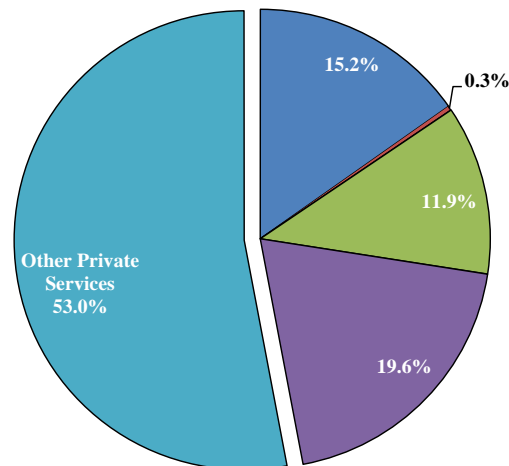
### Nonfarm Wage & Salary Employment by Major Economic Sector Keya Paha County, 2013



### 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 Keya Paha 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 increase in the number of Keya Paha County residents participating in the labor force between 2004 and 2013 (3.6 percent or 16 people).

The number of those unemployed in Keya Paha County increased by 50.0 percent (7 people) 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 Keya Paha County unemployment rate was 4.6 percent in 2013; above that for metropolitan Nebraska (4.1 percent), above Nebraska as a whole (3.9 percent), and above non-metropolitan Nebraska (3.7 percent).

Table 2

**Labor Force & Employment Trends, Keya Paha County, Nebraska  
Selected Years: 2004-2013**

|                    | 2004       | 2005       | 2006       | 2007       | 2008       | 2009       | 2010       | 2011       | 2012       | 2013       | % Change<br>2004-13 | # Change<br>2004-13 |
|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------------|---------------------|
| <b>Labor Force</b> | <b>441</b> | <b>435</b> | <b>429</b> | <b>381</b> | <b>377</b> | <b>395</b> | <b>408</b> | <b>419</b> | <b>424</b> | <b>457</b> | <b>3.6</b>          | <b>16</b>           |
| Unemployment       | 14         | 15         | 13         | 14         | 18         | 19         | 21         | 18         | 20         | 21         | 50.0                | 7                   |
| Unemployment Rate  | 3.2        | 3.4        | 3.0        | 3.7        | 4.8        | 4.8        | 5.1        | 4.3        | 4.7        | 4.6        | (N/A)               | (N/A)               |
| Employment         | 427        | 420        | 416        | 367        | 359        | 376        | 387        | 401        | 404        | 436        | 2.1                 | 9                   |

(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 Springview in Keya Paha 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 city/village 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 Springview are from 2011.

Table 3 (pages 7–8) examines the Work Destination area for Springview from three perspectives: by state, by county, and by place (city/village). In Table 3, the Census identified 43 village labor force participants holding primary jobs. As Table 3 shows, 86.0 percent of the village of Springview's labor force participants are employed within the state of Nebraska. Approximately 34.9 percent of Springview workers remain within Keya Paha County for employment with 65.1 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Springview 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         |
|---------------------------|-----------|---------------|
| <b>Total Primary Jobs</b> | <b>43</b> | <b>100.0%</b> |

#### By States

#### Job Counts by States Where Workers are Employed

2011

|                     | Count     | Share        |
|---------------------|-----------|--------------|
| <b>Nebraska</b>     | <b>37</b> | <b>86.0%</b> |
| South Dakota        | 6         | 14.0%        |
| All Other Locations | 0         | 0.0%         |



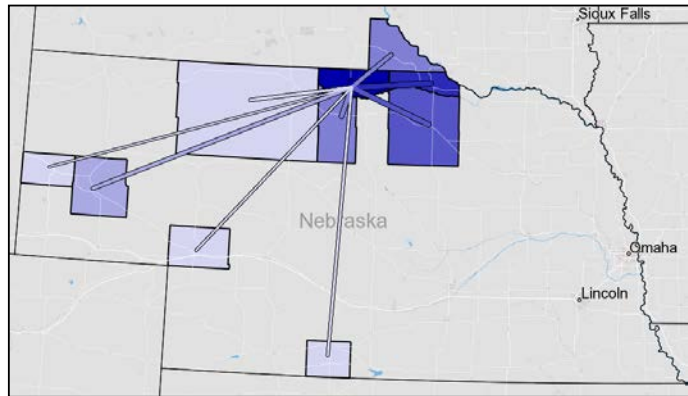
Source: U.S. Census Bureau, LED Origin-Destination Data Base, May 2015

Table 3 (continued)

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

2011

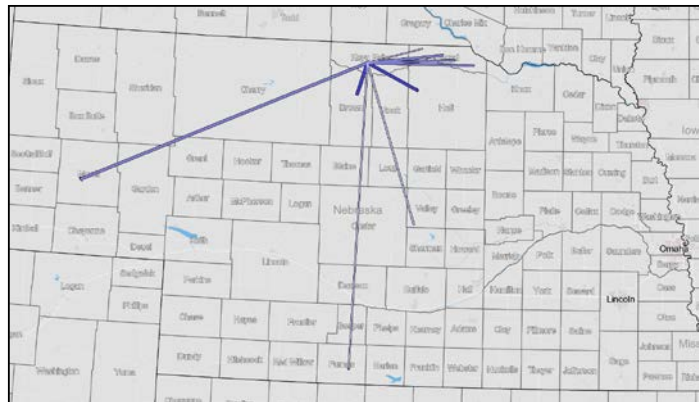
|                             | Count     | Share        |
|-----------------------------|-----------|--------------|
| <b>Keya Paha County, NE</b> | <b>15</b> | <b>34.9%</b> |
| Boyd County, NE             | 7         | 16.3%        |
| Holt County, NE             | 5         | 11.6%        |
| Brown County, NE            | 3         | 7.0%         |
| Gregory County, SD          | 3         | 7.0%         |
| Morrill County, NE          | 2         | 4.7%         |
| Cherry County, NE           | 1         | 2.3%         |
| Furnas County, NE           | 1         | 2.3%         |
| Keith County, NE            | 1         | 2.3%         |
| Scotts Bluff County, NE     | 1         | 2.3%         |
| All Other Locations         | 4         | 9.3%         |



**By Places (top 10)**  
**Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed**

2011

|                               | Count    | Share        |
|-------------------------------|----------|--------------|
| <b>Springview village, NE</b> | <b>8</b> | <b>18.6%</b> |
| Ainsworth city, NE            | 3        | 7.0%         |
| Stuart village, NE            | 3        | 7.0%         |
| Bridgeport city, NE           | 2        | 4.7%         |
| Butte village, NE             | 2        | 4.7%         |
| Lynch village, NE             | 2        | 4.7%         |
| Spencer village, NE           | 2        | 4.7%         |
| Arcadia village, NE           | 1        | 2.3%         |
| Beaver City city, NE          | 1        | 2.3%         |
| Naper village, NE             | 1        | 2.3%         |
| All Other Locations           | 18       | 41.9%        |



Source: U.S. Census Bureau, LED Origin-Destination Data Base, May 2015



People also travel from other locations to work in Springview—this is the Home Destination report or the labor shed area. Table 4 (pages 9–10) depicts the home locations of those employed within Springview. The Census identified 96 primary jobs within Springview. As Table 4 indicates, 82.3 percent of these jobs are held by Nebraska residents. Approximately 44.8 percent of Springview 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

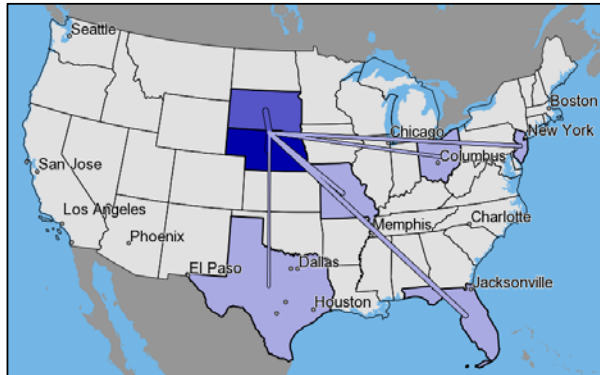
|                           | Count     | Share         |
|---------------------------|-----------|---------------|
| <b>Total Primary Jobs</b> | <b>96</b> | <b>100.0%</b> |

### By States

#### Job Counts by States Where Workers Live

2011

|                     | Count     | Share        |
|---------------------|-----------|--------------|
| <b>Nebraska</b>     | <b>79</b> | <b>82.3%</b> |
| South Dakota        | 12        | 12.5%        |
| Florida             | 1         | 1.0%         |
| Missouri            | 1         | 1.0%         |
| New Jersey          | 1         | 1.0%         |
| Ohio                | 1         | 1.0%         |
| Texas               | 1         | 1.0%         |
| All Other Locations | 0         | 0.0%         |



### By Counties

#### Job Counts by Counties Where Workers Live

2011

|                             | Count     | Share        |
|-----------------------------|-----------|--------------|
| <b>Keya Paha County, NE</b> | <b>43</b> | <b>44.8%</b> |
| Boyd County, NE             | 18        | 18.8%        |
| Brown County, NE            | 9         | 9.4%         |
| Jones County, SD            | 3         | 3.1%         |
| Holt County, NE             | 2         | 2.1%         |
| Rock County, NE             | 2         | 2.1%         |
| Hutchinson County, SD       | 2         | 2.1%         |
| Todd County, SD             | 2         | 2.1%         |
| Hillsborough County, FL     | 1         | 1.0%         |
| Clay County, MO             | 1         | 1.0%         |
| All Other Locations         | 13        | 13.5%        |



Source: U.S. Census Bureau, LED Origin-Destination Data Base, May 2015

Table 4 (continued)

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

|                        | 2011  |       |
|------------------------|-------|-------|
|                        | Count | Share |
| Springview village, NE | 8     | 8.3%  |
| Spencer village, NE    | 5     | 5.2%  |
| Ainsworth city, NE     | 4     | 4.2%  |
| Butte village, NE      | 3     | 3.1%  |
| Lynch village, NE      | 2     | 2.1%  |
| Parkston city, SD      | 2     | 2.1%  |
| Tampa city, FL         | 1     | 1.0%  |
| Kansas City city, MO   | 1     | 1.0%  |
| Bassett city, NE       | 1     | 1.0%  |
| Bristow village, NE    | 1     | 1.0%  |
| All Other Locations    | 68    | 70.8% |



Source: U.S. Census Bureau, LED Origin-Destination Data Base, May 2015

The next table (Table 5, pages 10–11) shows an inflow/outflow report for the Springview 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 Springview.

Table 5

**Inflow/Outflow Report**

| Selection Area Labor Market Size (Primary Jobs) | 2011  |        | 2010  |        |
|---|-------|--------|-------|--------|
|   | Count | Share  | Count | Share  |
| Employed in the Selection Area                  | 96    | 100.0% | 91    | 100.0% |
| Living in the Selection Area                    | 43    | 44.8%  | 69    | 75.8%  |
| Net Job Inflow (+) or Outflow (-)               | 53    | -      | 22    | -      |

| In-Area Labor Force Efficiency (Primary Jobs)     | 2011  |        | 2010  |        |
|---|-------|--------|-------|--------|
|   | Count | Share  | Count | Share  |
| Living in the Selection Area                      | 43    | 100.0% | 69    | 100.0% |
| Living and Employed in the Selection Area         | 8     | 18.6%  | 19    | 27.5%  |
| Living in the Selection Area but Employed Outside | 35    | 81.4%  | 50    | 72.5%  |

| In-Area Employment Efficiency (Primary Jobs)      | 2011  |        | 2010  |        |
|---|-------|--------|-------|--------|
|   | Count | Share  | Count | Share  |
| Employed in the Selection Area                    | 96    | 100.0% | 91    | 100.0% |
| Employed and Living in the Selection Area         | 8     | 8.3%   | 19    | 20.9%  |
| Employed in the Selection Area but Living Outside | 88    | 91.7%  | 72    | 79.1%  |

Table 5 (continued)

| <b>Outflow Job Characteristics (Primary Jobs)</b>                    | <b>2011</b>  |              | <b>2010</b>  |              |
|--|--------------|--------------|--------------|--------------|
|  | <b>Count</b> | <b>Share</b> | <b>Count</b> | <b>Share</b> |
| External Jobs Filled by Residents                                    | 35           | 100.0%       | 50           | 100.0%       |
| Workers Aged 29 or younger   | 6            | 17.1%        | 3            | 6.0%         |
| Workers Aged 30 to 54  | 21           | 60.0%        | 32           | 64.0%        |
| Workers Aged 55 or older   | 8            | 22.9%        | 15           | 30.0%        |
| Workers Earning \$1,250 per month or less                            | 10           | 28.6%        | 12           | 24.0%        |
| Workers Earning \$1,251 to \$3,333 per month                         | 23           | 65.7%        | 25           | 50.0%        |
| Workers Earning More than \$3,333 per month                          | 2            | 5.7%         | 13           | 26.0%        |
| Workers in the "Goods Producing" Industry Class                      | 8            | 22.9%        | 8            | 16.0%        |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 11           | 31.4%        | 14           | 28.0%        |
| Workers in the "All Other Services" Industry Class                   | 16           | 45.7%        | 28           | 56.0%        |

| <b>Inflow Job Characteristics (Primary Jobs)</b>                     | <b>2011</b>  |              | <b>2010</b>  |              |
|--|--------------|--------------|--------------|--------------|
|  | <b>Count</b> | <b>Share</b> | <b>Count</b> | <b>Share</b> |
| Internal Jobs Filled by Outside Workers                              | 88           | 100.0%       | 72           | 100.0%       |
| Workers Aged 29 or younger   | 11           | 12.5%        | 8            | 11.1%        |
| Workers Aged 30 to 54  | 50           | 56.8%        | 41           | 56.9%        |
| Workers Aged 55 or older   | 27           | 30.7%        | 23           | 31.9%        |
| Workers Earning \$1,250 per month or less                            | 39           | 44.3%        | 34           | 47.2%        |
| Workers Earning \$1,251 to \$3,333 per month                         | 33           | 37.5%        | 31           | 43.1%        |
| Workers Earning More than \$3,333 per month                          | 16           | 18.2%        | 7            | 9.7%         |
| Workers in the "Goods Producing" Industry Class                      | 14           | 15.9%        | 17           | 23.6%        |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 13           | 14.8%        | 9            | 12.5%        |
| Workers in the "All Other Services" Industry Class                   | 61           | 69.3%        | 46           | 63.9%        |

| <b>Interior Flow Job Characteristics (Primary Jobs)</b>              | <b>2011</b>  |              | <b>2010</b>  |              |
|--|--------------|--------------|--------------|--------------|
|  | <b>Count</b> | <b>Share</b> | <b>Count</b> | <b>Share</b> |
| Internal Jobs Filled by Residents                                    | 8            | 100.0%       | 19           | 100.0%       |
| Workers Aged 29 or younger   | 0            | 0.0%         | 2            | 10.5%        |
| Workers Aged 30 to 54  | 6            | 75.0%        | 8            | 42.1%        |
| Workers Aged 55 or older   | 2            | 25.0%        | 9            | 47.4%        |
| Workers Earning \$1,250 per month or less                            | 3            | 37.5%        | 6            | 31.6%        |
| Workers Earning \$1,251 to \$3,333 per month                         | 4            | 50.0%        | 10           | 52.6%        |
| Workers Earning More than \$3,333 per month                          | 1            | 12.5%        | 3            | 15.8%        |
| Workers in the "Goods Producing" Industry Class                      | 2            | 25.0%        | 3            | 15.8%        |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 1            | 12.5%        | 3            | 15.8%        |
| Workers in the "All Other Services" Industry Class                   | 5            | 62.5%        | 13           | 68.4%        |

Source: U.S. Census Bureau, LED Origin-Destination Data Base, May 2015

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Springview and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Springview is greater in 2011 compared to 2009. The distribution of miles traveled to work has also shifted since 2009. Figure 1 shows the location and concentration of these workplaces.

Table 6

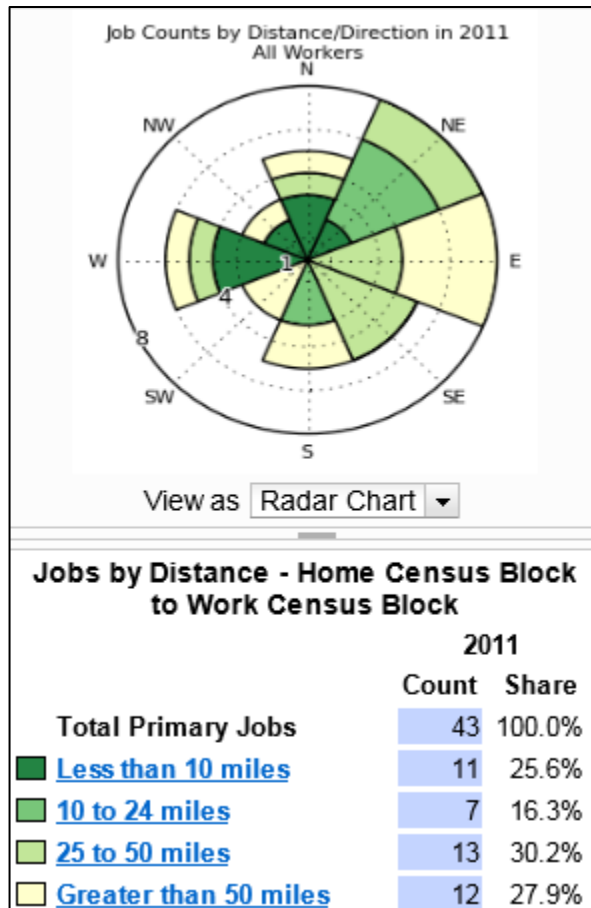
### Distance/Direction Report - Home to Work Census Block *Live within study area - distance to work*

#### Job Counts in Work Blocks by Distance Only

|                           | 2011      |               | 2010      |               | 2009      |               |
|---------------------------|-----------|---------------|-----------|---------------|-----------|---------------|
|                           | Count     | Share         | Count     | Share         | Count     | Share         |
| <b>Total Primary Jobs</b> | <b>43</b> | <b>100.0%</b> | <b>69</b> | <b>100.0%</b> | <b>23</b> | <b>100.0%</b> |
| Less than 10 miles        | 11        | 25.6%         | 19        | 27.5%         | 2         | 8.7%          |
| 10 to 24 miles            | 7         | 16.3%         | 25        | 36.2%         | 6         | 26.1%         |
| 25 to 50 miles            | 13        | 30.2%         | 10        | 14.5%         | 1         | 4.3%          |
| Greater than 50 miles     | 12        | 27.9%         | 15        | 21.7%         | 14        | 60.9%         |

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, May 2015

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, May 2015

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Springview and the distance to their homes. Looking at Table 7, the number of primary jobs held within Springview has increased significantly since 2009. The data also show the majority of Springview 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

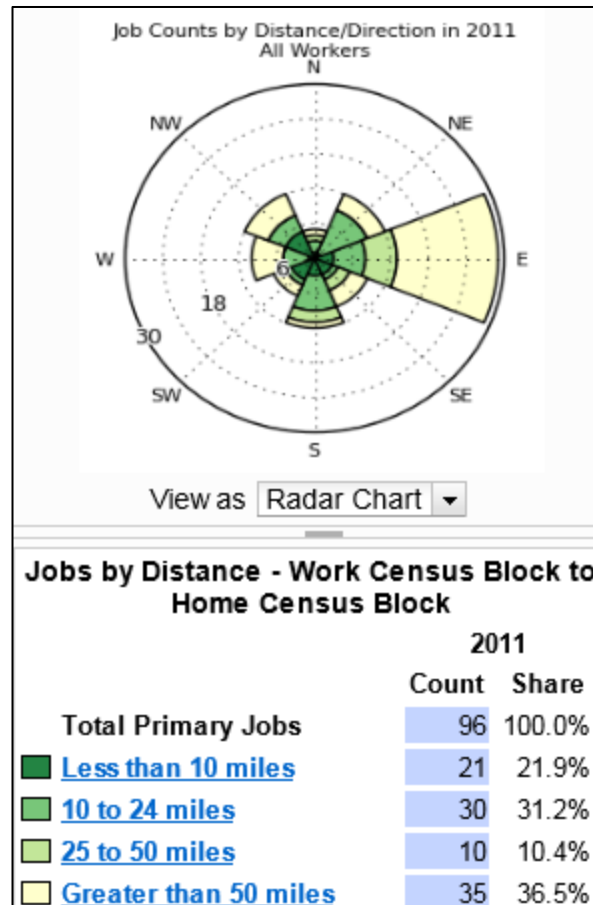
### Distance/Direction Report - Work to Home Census Block *Work within study area - distance to home*

#### Job Counts in Home Blocks by Distance Only

|                           | 2011      |               | 2010      |               | 2009     |               |
|---------------------------|-----------|---------------|-----------|---------------|----------|---------------|
|                           | Count     | Share         | Count     | Share         | Count    | Share         |
| <b>Total Primary Jobs</b> | <b>96</b> | <b>100.0%</b> | <b>91</b> | <b>100.0%</b> | <b>2</b> | <b>100.0%</b> |
| Less than 10 miles        | 21        | 21.9%         | 35        | 38.5%         | 0        | 0.0%          |
| 10 to 24 miles            | 30        | 31.3%         | 40        | 44.0%         | 2        | 100.0%        |
| 25 to 50 miles            | 10        | 10.4%         | 5         | 5.5%          | 0        | 0.0%          |
| Greater than 50 miles     | 35        | 36.5%         | 11        | 12.1%         | 0        | 0.0%          |

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, May 2015

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, May 2015

## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Keya Paha County and the surrounding area. As Table 8 indicates, Keya Paha County's population experienced an average annual decrease of 1.2 percent between 1970 and 2010 for a total decrease of 38.5 percent or 516 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Keya Paha County reported an average annual 1.4 percent decrease in population from 2010 to 2013 (34 people total).

Table 8

### County Population 1970–2013 Keya Paha County and the Surrounding Area

| Location                | ----Year----     |                  |                  |                  |                  |                  | Avg. Annual<br>% Change | Avg. Annual<br>% Change |
|-------------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------------|-------------------------|
|                         | 1970             | 1980             | 1990             | 2000             | 2010             | 2013             | 1970-2010               | 2010-2013               |
| <b>Nebraska</b>         | <b>1,485,333</b> | <b>1,569,825</b> | <b>1,578,417</b> | <b>1,711,265</b> | <b>1,826,341</b> | <b>1,868,516</b> | <b>0.5</b>              | <b>0.8</b>              |
| <b>Keya Paha County</b> | <b>1,340</b>     | <b>1,301</b>     | <b>1,029</b>     | <b>983</b>       | <b>824</b>       | <b>790</b>       | <b>-1.2</b>             | <b>-1.4</b>             |
| Boyd County             | 3,752            | 3,331            | 2,835            | 2,438            | 2,099            | 2,032            | -1.4                    | -1.1                    |
| Brown County            | 4,021            | 4,377            | 3,657            | 3,525            | 3,145            | 2,926            | -0.6                    | -2.4                    |
| Cherry County           | 6,846            | 6,758            | 6,307            | 6,148            | 5,713            | 5,788            | -0.5                    | 0.4                     |
| Holt County             | 12,933           | 13,552           | 12,599           | 11,551           | 10,435           | 10,449           | -0.5                    | 0.0                     |
| Rock County             | 2,231            | 2,383            | 2,019            | 1,756            | 1,526            | 1,411            | -0.9                    | -2.6                    |

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

Table 9 data reveals the population of Keya Paha County's incorporated places as a whole experienced an average annual population decrease of 0.3 percent from 1970 to 2010 and a decrease of 1.5 percent from 2010 to 2013 for a total decrease of 14.8 percent (42 people) from 1970 to 2013. Springview, the county's largest city, reported an 11.2 percent decrease in population (29 people) between 1970 and 2013. The unincorporated areas outside of the selected communities experienced a 48.1 percent decrease (508 people) during the period 1970–2013.

Table 9

### County Population 1970-2013 Keya Paha County Communities and Unincorporated Areas

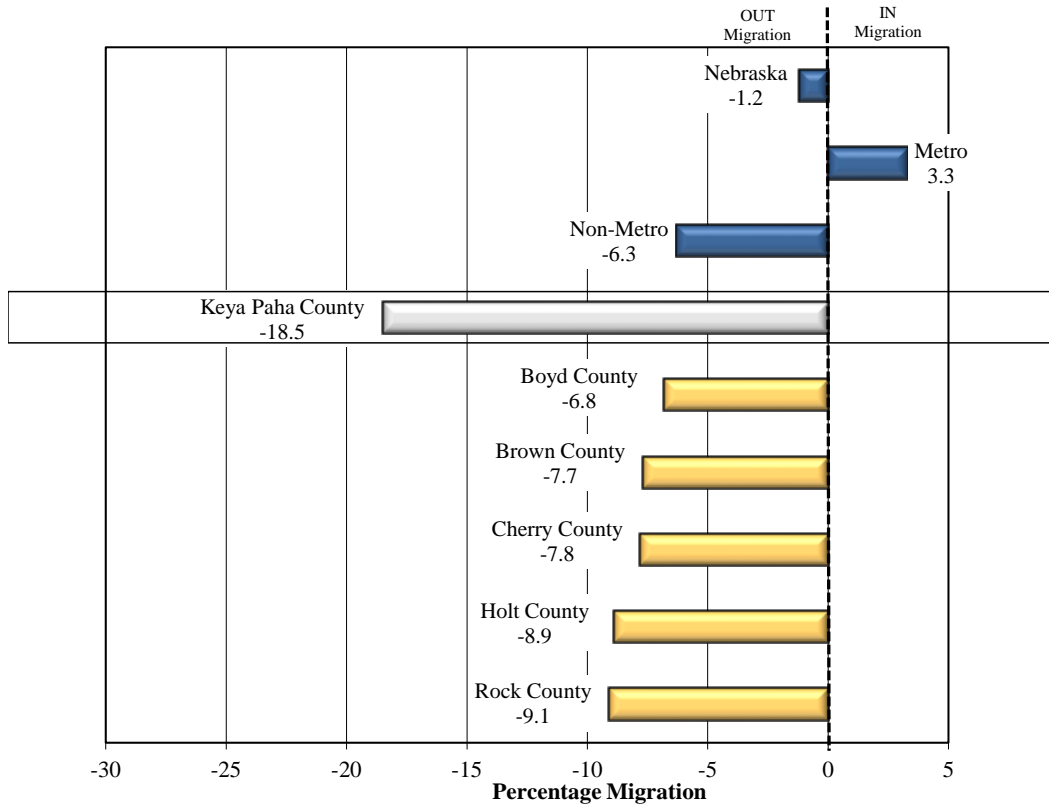
| Location                         | ----Year----     |                  |                  |                  |                  |                  | Avg. Annual<br>% Change | Avg. Annual<br>% Change |
|----------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------------|-------------------------|
|                                  | 1970             | 1980             | 1990             | 2000             | 2010             | 2013             | 1970-2010               | 2010-2013               |
| <b>Nebraska</b>                  | <b>1,485,333</b> | <b>1,569,825</b> | <b>1,578,417</b> | <b>1,711,265</b> | <b>1,826,341</b> | <b>1,868,516</b> | <b>0.5</b>              | <b>0.8</b>              |
| <b>Keya Paha County</b>          | <b>1,340</b>     | <b>1,301</b>     | <b>1,029</b>     | <b>983</b>       | <b>824</b>       | <b>790</b>       | <b>-1.2</b>             | <b>-1.4</b>             |
| Burton                           | 23               | 12               | 9                | 11               | 10               | 10               | -2.1                    | 0.0                     |
| Springview                       | 260              | 326              | 304              | 244              | 242              | 231              | -0.2                    | -1.5                    |
| <b>Total Incorporated Places</b> | <b>283</b>       | <b>338</b>       | <b>313</b>       | <b>255</b>       | <b>252</b>       | <b>241</b>       | <b>-0.3</b>             | <b>-1.5</b>             |
| <b>Unincorporated Areas</b>      | <b>1,057</b>     | <b>963</b>       | <b>716</b>       | <b>728</b>       | <b>572</b>       | <b>549</b>       | <b>-1.5</b>             | <b>-1.4</b>             |

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, Keya Paha 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, Keya Paha County experienced a net out-migration of 182 people or 18.5 percent of its 2000 population.

Chart 6

### 2000–2010 Net Migration as Percent of 2000 Population Keya Paha County and the Surrounding Area

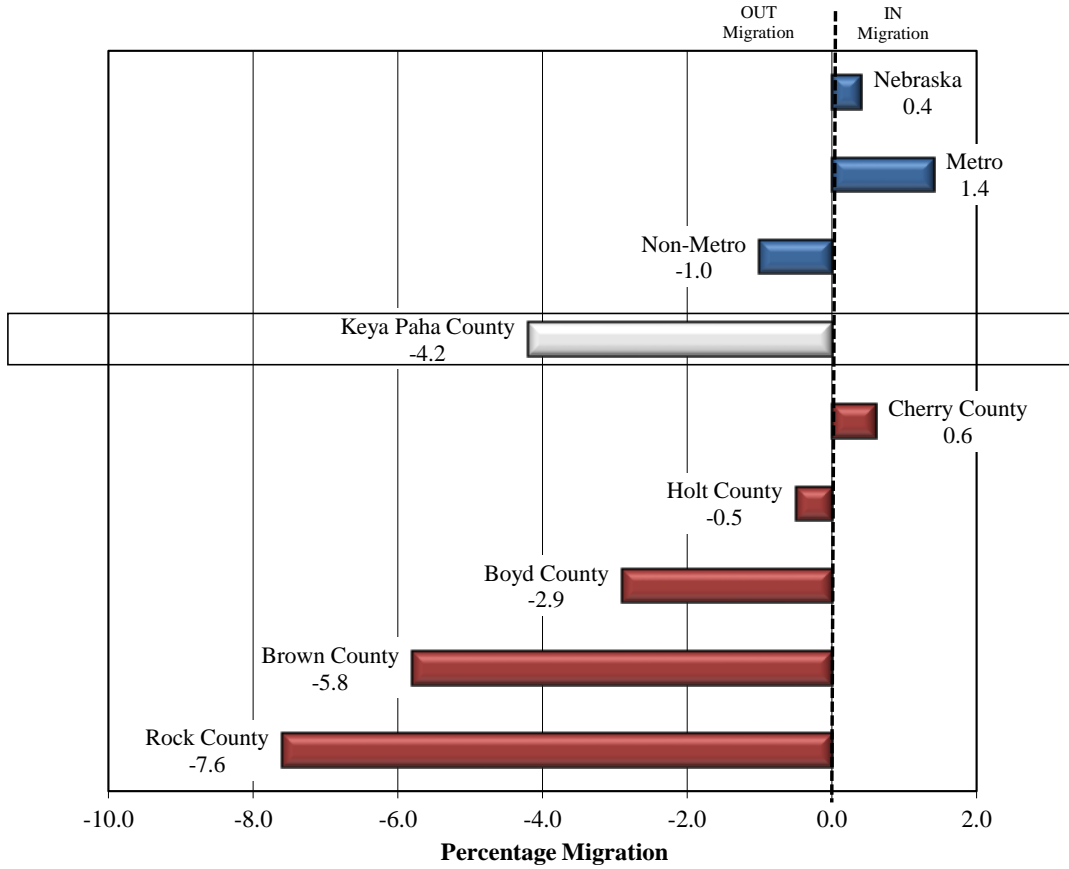


Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

Looking at the years 2010–2013 (Chart 7), Keya Paha County experienced a net out-migration of 35 people or 4.2 percent of its 2010 population.

Chart 7

**2010–2013 Net Migration as Percent of 2010 Population  
Keya Paha 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 50 percent of the 10 people moving into Keya Paha County moved from other Nebraska locations (5 people). Data also reveal 5 people (50 percent) migrated into the county from other states.

Table 10

**Keya Paha County, Nebraska, 2007–2011, Five-Year Estimate  
Inflow Into County**

|                                 | Number    | Percent |
|---------------------------------|-----------|---------|
| Movers within the United States | 12        | 100.00  |
| Within Same County              | 2         | 16.70   |
| Different County, Same State    | 5         | 41.70   |
| Different State                 | 5         | 41.70   |
| Movers from Abroad              | 0         | 0.00    |
| <b>Total Movement</b>           | <b>12</b> |         |

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

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

| State    | County              | Number |
|----------|---------------------|--------|
| Alaska   | Bristol Bay Borough | 5      |
| Nebraska | Holt County         | 5      |

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 25.8 percent of the 31 people migrating out of Keya Paha County remained in the state of Nebraska (8 people). Data show 23 Keya Paha County residents (74.2 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

**Keya Paha County, Nebraska 2007–2011, Five-Year Estimate  
Outflow From County**

|                                 | Number    | Percent |
|---------------------------------|-----------|---------|
| Movers within the United States | 33        | 100.0   |
| Within Same County              | 2         | 6.1     |
| Different County, Same State    | 8         | 24.2    |
| Different State                 | 23        | 69.7    |
| Movers to Puerto Rico           | 0         | 0.0     |
| <b>Total Movement</b>           | <b>33</b> |         |

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

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

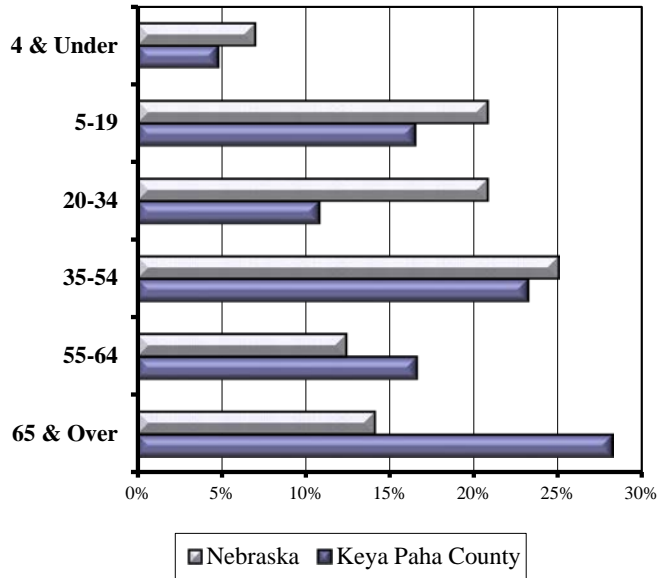
| State        | County            | Number |
|--------------|-------------------|--------|
| Nevada       | Clark County      | 17     |
| Nebraska     | Antelope County   | 5      |
| South Dakota | Pennington County | 5      |
| Nebraska     | Brown County      | 3      |
| South Dakota | Gregory 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 Keya Paha County. The population of Keya Paha County is significantly older in age than Nebraska as a whole. The median age for Keya Paha County residents in 2013 was 52.4 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  
Keya Paha 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  
Keya Paha County and Nebraska**

|                   | 2013 Population  |                  | Percent     |                  |
|-------------------|------------------|------------------|-------------|------------------|
|                   | Nebraska         | Keya Paha County | Nebraska    | Keya Paha County |
| 4 & Under         | 130,160          | 38               | 7.0%        | 4.8%             |
| 5-19              | 387,807          | 130              | 20.8%       | 16.5%            |
| 20-34             | 388,117          | 85               | 20.8%       | 10.8%            |
| 35-54             | 467,120          | 183              | 25.0%       | 23.2%            |
| 55-64             | 231,304          | 131              | 12.4%       | 16.6%            |
| 65 & Over         | 264,008          | 223              | 14.1%       | 28.2%            |
| <b>Total</b>      | <b>1,868,516</b> | <b>790</b>       | <b>100%</b> | <b>100%</b>      |
| <b>Median Age</b> | <b>36.2</b>      | <b>52.4</b>      |             |                  |

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 Keya Paha 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

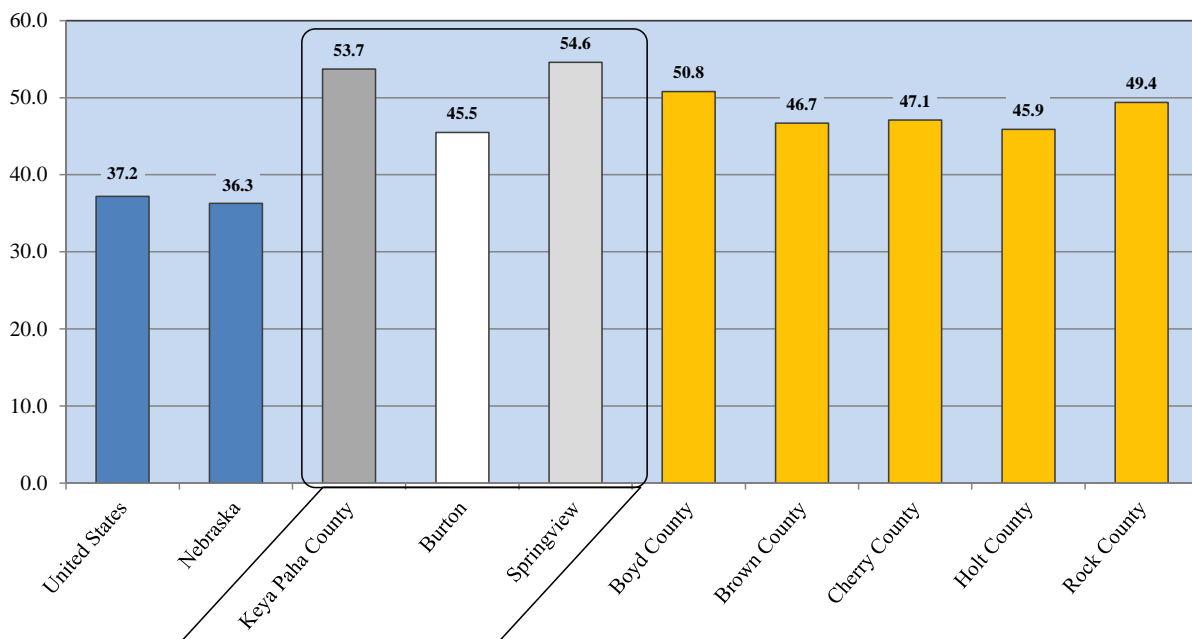
**Median Age by Location and Gender  
5-Year Estimate, 2008–2012  
Keya Paha County and the Surrounding Area**

|                         | Median Age  |      |        |
|-------------------------|-------------|------|--------|
|                         | Total       | Male | Female |
| <b>United States</b>    | <b>37.2</b> | 35.8 | 38.5   |
| <b>Nebraska</b>         | <b>36.3</b> | 35.0 | 37.5   |
| <b>Keya Paha County</b> | <b>53.7</b> | 53.2 | 55.2   |
| Burton                  | 45.5        | 45.5 | 53.0   |
| Springview              | 54.6        | 35.8 | 58.8   |
| <b>Boyd County</b>      | <b>50.8</b> | 49.3 | 52.4   |
| <b>Brown County</b>     | <b>46.7</b> | 46.0 | 48.2   |
| <b>Cherry County</b>    | <b>47.1</b> | 46.8 | 47.4   |
| <b>Holt County</b>      | <b>45.9</b> | 44.8 | 46.8   |
| <b>Rock County</b>      | <b>49.4</b> | 48.6 | 49.9   |

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  
Keya Paha 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 Keya Paha 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, Keya Paha County, and Surrounding Counties

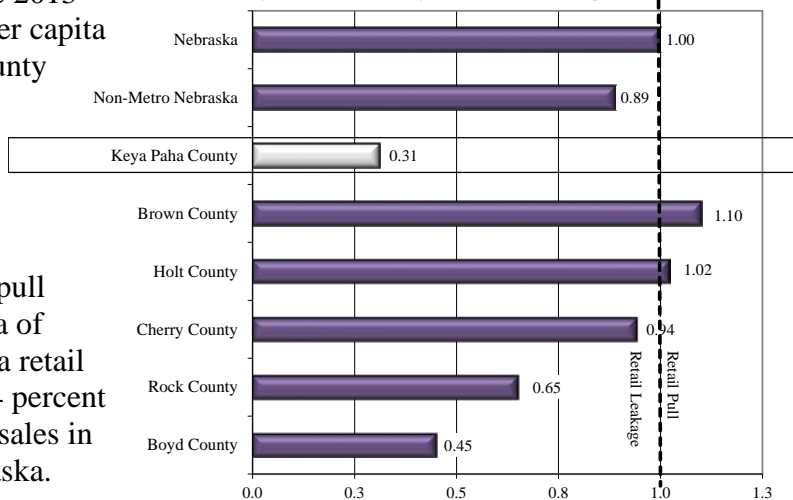
|                           | 2013<br>Population | 2013 Retail<br>Sales (x \$1,000) | 2013<br>Per Cap Sales (\$) | 2013<br>Pull Factor |
|---------------------------|--------------------|----------------------------------|----------------------------|---------------------|
| <b>Nebraska</b>           | <b>1,868,516</b>   | <b>22,469,705</b>                | <b>12,025</b>              | <b>1.00</b>         |
| <b>Non-Metro Nebraska</b> | <b>781,295</b>     | <b>8,349,191</b>                 | <b>10,686</b>              | <b>0.89</b>         |
| <b>Keya Paha County</b>   | <b>790</b>         | <b>2,924</b>                     | <b>3,701</b>               | <b>0.31</b>         |
| Boyd County               | 2,032              | 10,991                           | 5,409                      | 0.45                |
| Brown County              | 2,926              | 38,737                           | 13,239                     | 1.10                |
| Cherry County             | 5,788              | 65,498                           | 11,316                     | 0.94                |
| Holt County               | 10,449             | 127,536                          | 12,206                     | 1.02                |
| Rock County               | 1,411              | 10,987                           | 7,787                      | 0.65                |

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

Chart 10

Reviewing the pull factors at the county level indicates Keya Paha County experiences net retail leakages. The 2013 pull factor of 0.31 indicates, on a per capita basis, retail sales in Keya Paha 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 Keya Paha County (0.31) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Keya Paha County are 65.4 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

#### 2013 Retail Sales (NMV) Pull Factors, Nebraska, Keya Paha County & Surrounding Counties



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 Springview’s pull factor of 0.97 indicates that, on a per capita basis, non-motor vehicle retail sales in Springview are approximately 3.0 percent less than the state’s average per capita sales.

Table 15

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

|                           | 2013<br>Population | 2013 Retail<br>Sales (x \$1,000) | 2013<br>Per Cap Sales (\$) | 2013<br>Pull Factor |
|---------------------------|--------------------|----------------------------------|----------------------------|---------------------|
| <b>Nebraska</b>           | <b>1,868,516</b>   | <b>22,469,705</b>                | <b>12,025</b>              | <b>1.00</b>         |
| <b>Non-Metro Nebraska</b> | <b>781,295</b>     | <b>8,349,191</b>                 | <b>10,686</b>              | <b>0.89</b>         |
| <b>Keya Paha County</b>   | <b>790</b>         | <b>2,924</b>                     | <b>3,701</b>               | <b>0.31</b>         |
| Springview (Keya Paha)    | 231                | 2,692                            | 11,652                     | 0.97                |
| Spencer (Boyd)            | 440                | 5,186                            | 11,786                     | 0.98                |
| Ainsworth (Brown)         | 1,609              | 36,619                           | 22,759                     | 1.89                |
| Valentine (Cherry)        | 2,789              | 62,631                           | 22,456                     | 1.87                |
| O’Neill (Holt)            | 3,700              | 84,767                           | 22,910                     | 1.91                |
| Bassett (Rock)            | 570                | 10,860                           | 19,053                     | 1.58                |

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

Chart 11

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

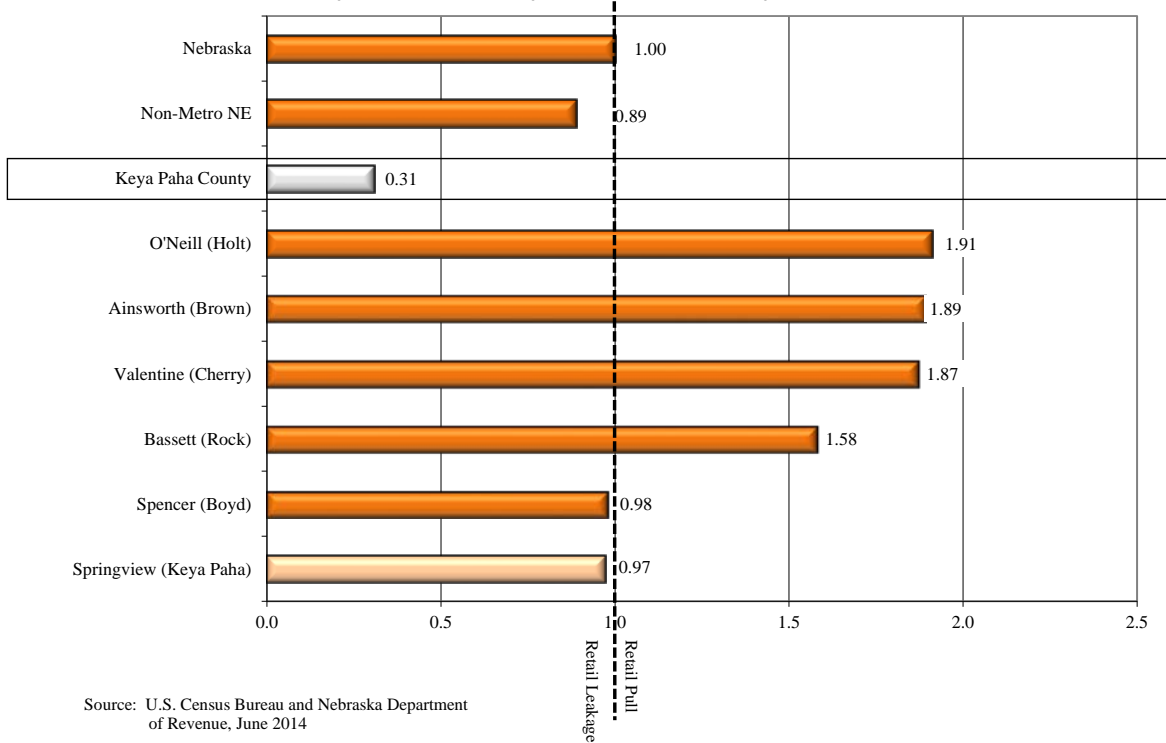


Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2013 pull factors into the communities reporting retail sales figures within Keya Paha County. As this table indicates, the community of Springview had the strongest pull factor (0.97) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.31 for Keya Paha County in 2013.

Table 16

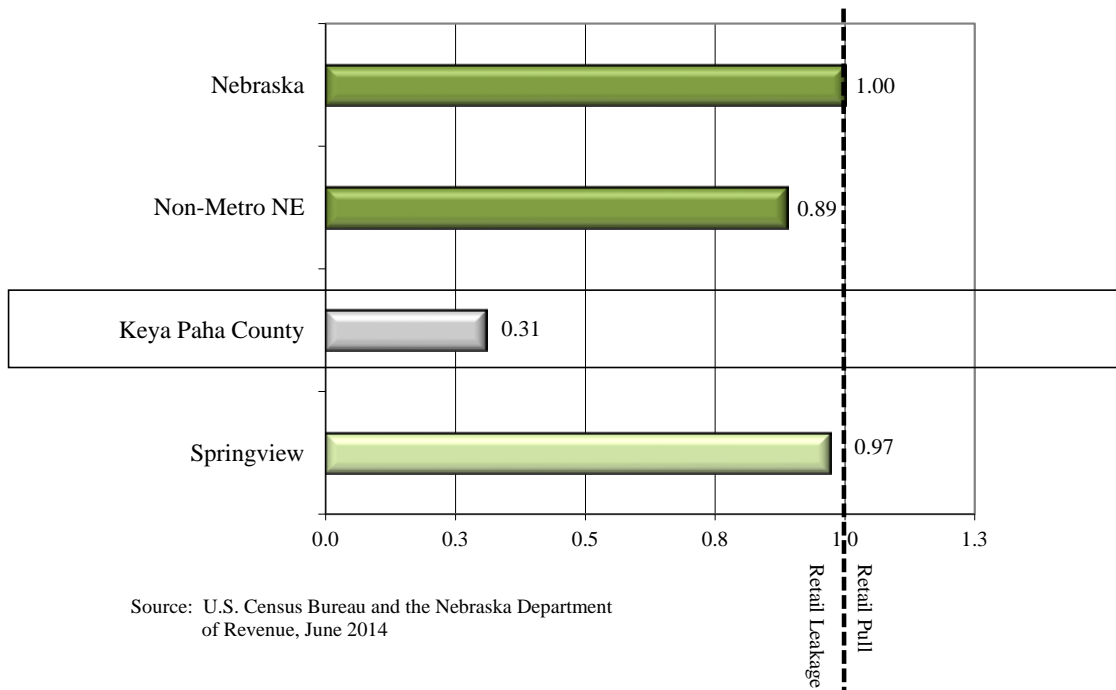
### 2013 Retail Sales (NMV) Pull Factors Nebraska and Available Keya Paha County Area Communities

|                         | 2013<br>Population | 2013 Retail<br>Sales (x \$1,000) | 2013<br>Per Cap Sales (\$) | 2013<br>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                |
| <b>Keya Paha County</b> | <b>790</b>         | <b>2,924</b>                     | <b>3,701</b>               | <b>0.31</b>         |
| Springview              | 231                | 2,692                            | 11,652                     | 0.97                |

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

Chart 12

### 2013 Retail Sales (NMV) Pull Factors, Nebraska and Available Keya Paha County Communities



Source: U.S. Census Bureau and the 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, Springview, and eight other similarly sized communities selected from around the state. Lynch's pull factor of 0.99 leads the group for 2013 thus indicating Lynch has greater retail pull.

Table 17

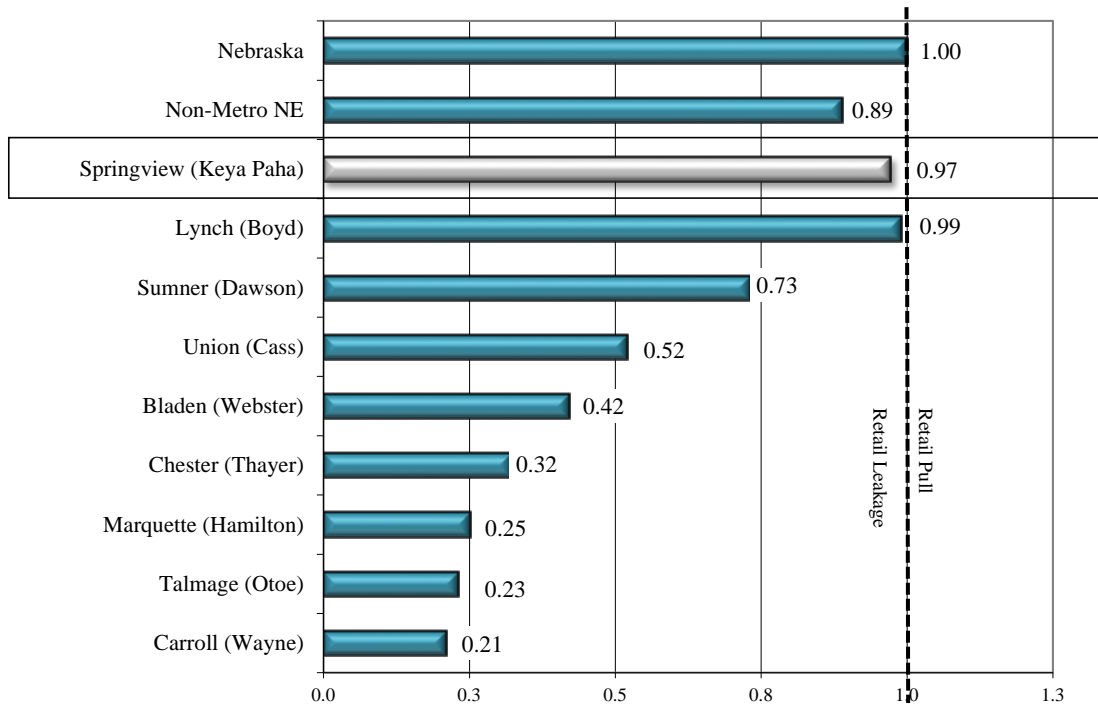
### 2013 Retail Sales (NMV) Pull Factors Springview & Other Similarly Sized Nebraska Communities

|                               | 2013<br>Population | 2013 Retail<br>Sales (x \$1,000) | 2013<br>Per Cap Sales (\$) | 2013<br>Pull Factor |
|-------------------------------|--------------------|----------------------------------|----------------------------|---------------------|
| <b>Nebraska</b>               | <b>1,868,516</b>   | <b>22,469,705</b>                | <b>12,025</b>              | <b>1.00</b>         |
| <b>Non-Metro Nebraska</b>     | <b>781,295</b>     | <b>8,349,191</b>                 | <b>10,686</b>              | <b>0.89</b>         |
| <b>Springview (Keya Paha)</b> | <b>231</b>         | <b>2,692</b>                     | <b>11,652</b>              | <b>0.97</b>         |
| Carroll (Wayne)               | 227                | 583                              | 2,567                      | 0.21                |
| Marquette (Hamilton)          | 228                | 693                              | 3,038                      | 0.25                |
| Bladen (Webster)              | 228                | 1,144                            | 5,018                      | 0.42                |
| Sumner (Dawson)               | 229                | 2,002                            | 8,743                      | 0.73                |
| Chester (Thayer)              | 231                | 901                              | 3,899                      | 0.32                |
| Union (Cass)                  | 233                | 1,461                            | 6,271                      | 0.52                |
| Talmage (Otoe)                | 233                | 854                              | 3,665                      | 0.23                |
| Lynch (Boyd)                  | 236                | 2,818                            | 11,941                     | 0.99                |

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

Chart 13

### 2013 Retail Sales (NMV) Pull Factors, Springview & Other Similarly Sized Nebraska Communities

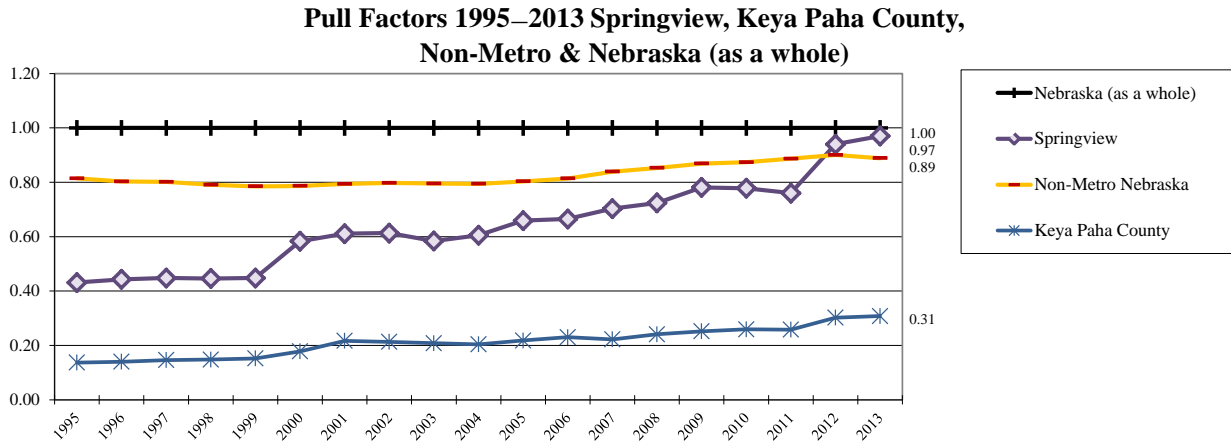


Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014



Chart 14 illustrates the pull factor trend for Springview, Keya Paha County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2013. In examining the time line, the city of Springview shows retail pull considerably below the state average from 1995 until 2012. During this period there were significant increases in retail sales in 2000 and 2012. Data within Keya Paha County (as a whole) shows the pull factor well below 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

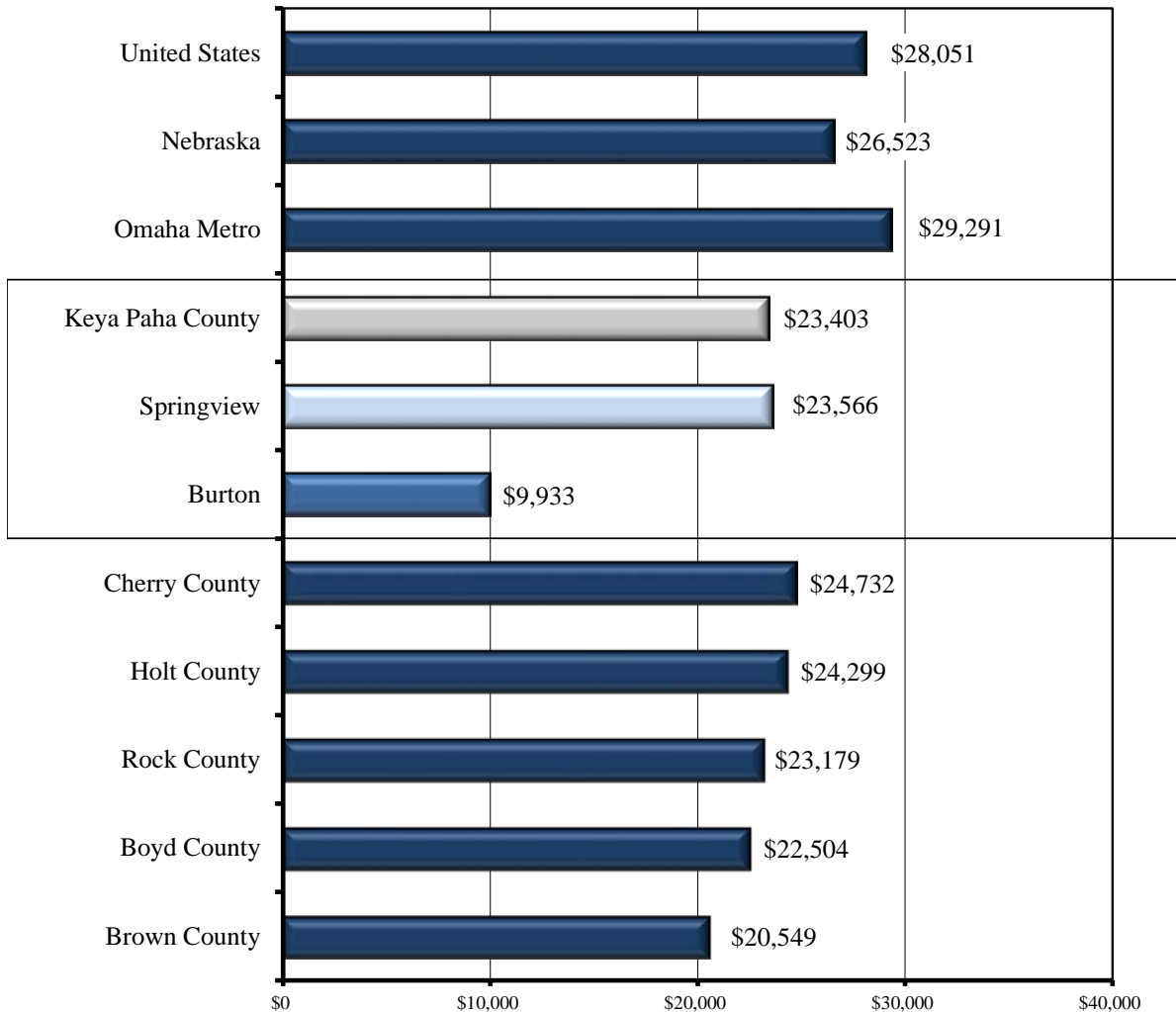
## Per Capita Personal Income

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 data show per capita personal income for Keya Paha County is estimated to be \$23,403 compared to \$26,523 for Nebraska as a whole.

Chart 15

### **Per Capita Income, 2008–2012, Five-Year Estimate, Nebraska, Keya Paha County & Surrounding Counties**



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

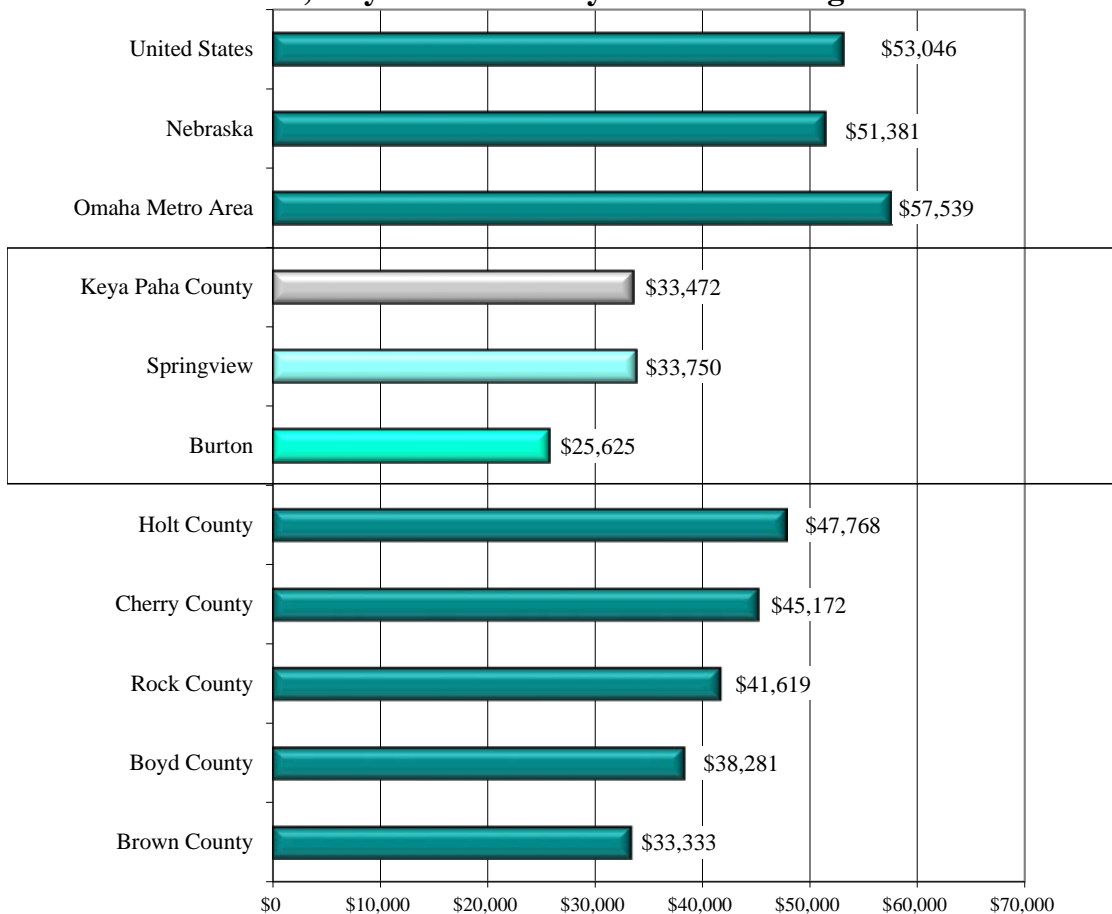
## Median Household Income

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 data show median household income for Keya Paha County is estimated to be \$33,472 in 2012 compared to \$51,381 for Nebraska as a whole.

Chart 16

### **Median Household Income, 2008–2012 Five-Year Estimate Nebraska, Keya Paha County & Surrounding Counties**



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