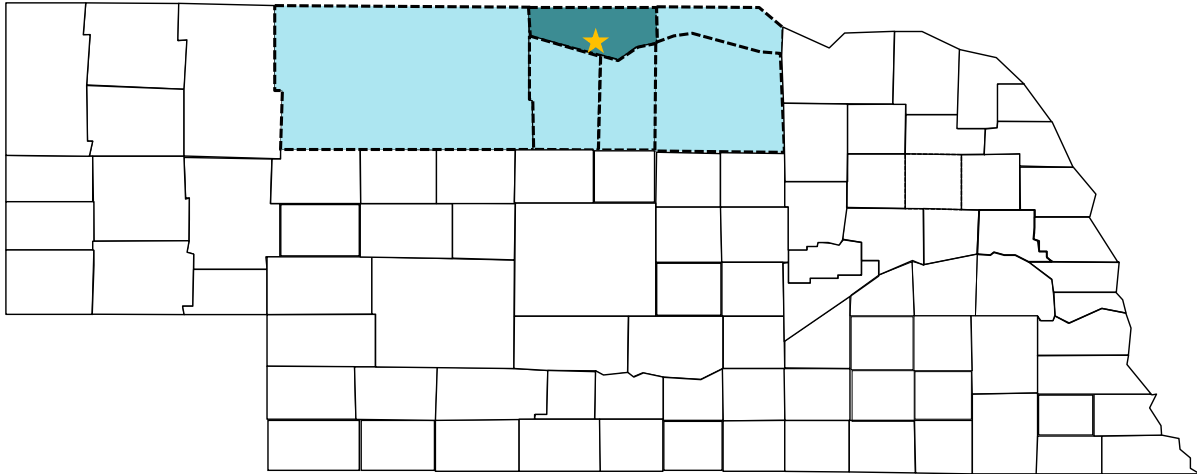


Economic and Demographic Trends

Springview, Keya Paha County, and the Surrounding Area



May 2015

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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 2004-13	# Change 2004-13
Non-farm Employment (W&S)	125	136	136	126	123	129	125	134	132	150	20.0	25
Total Private Industries	56	63	65	61	57	63	58	68	68	78	39.3	22
Goods Producing	18	26	26	29	34	36	32	41	44	46	155.6	28
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
Service Providing	38	37	39	32	23	27	26	27	24	32	-15.8	-6
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
Government	69	73	71	65	66	66	67	66	64	72	4.3	3
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

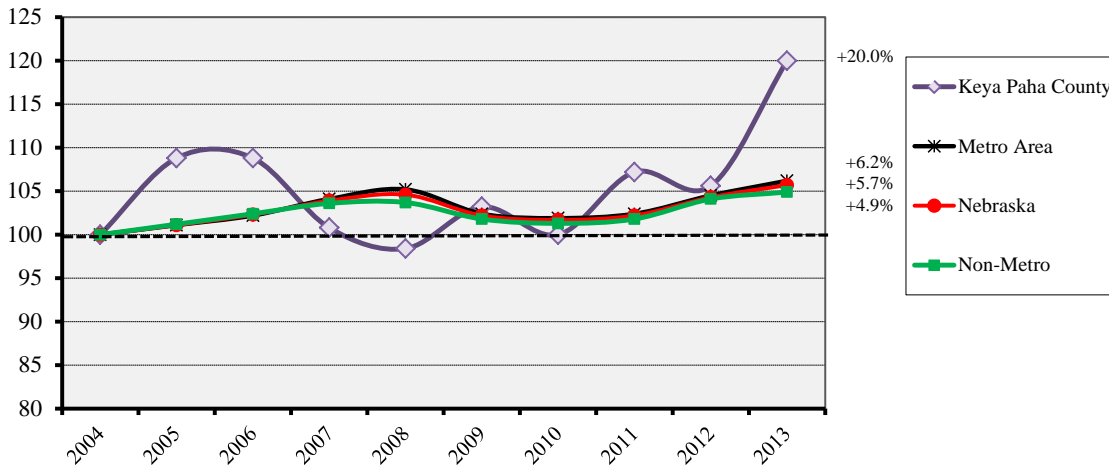
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2014
Labor Force & Work Force Summary, 2004-2013, Annually, Keya Paha County, June 2014 Data

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)**

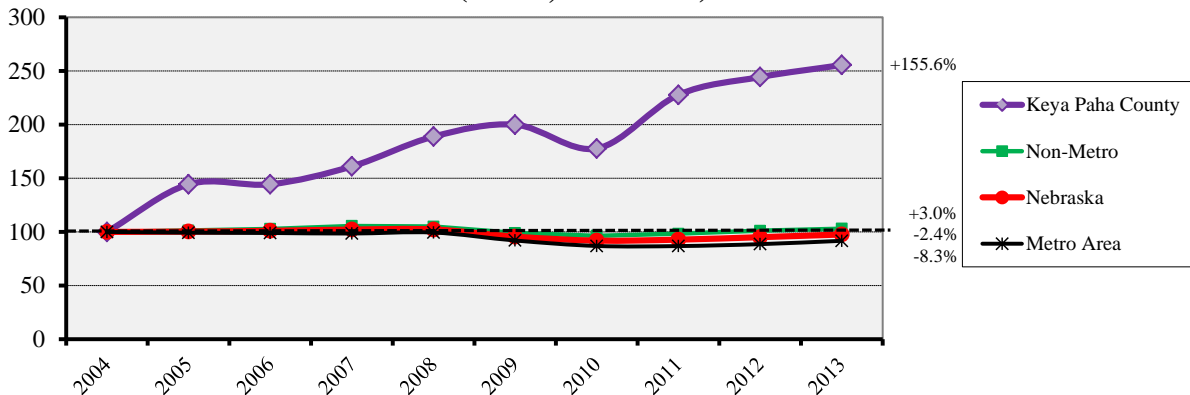


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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)**



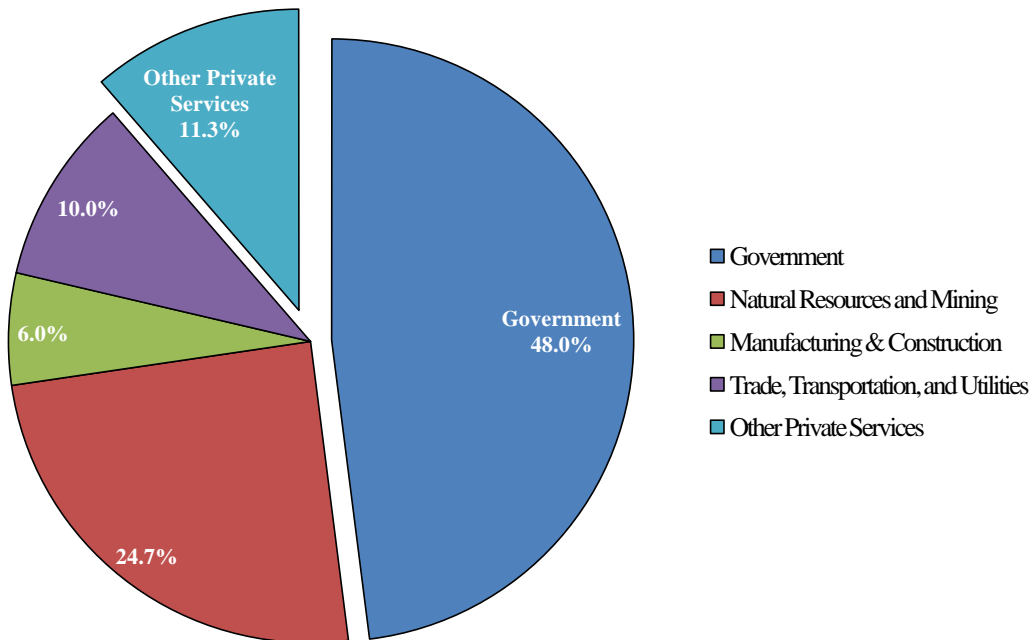
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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.

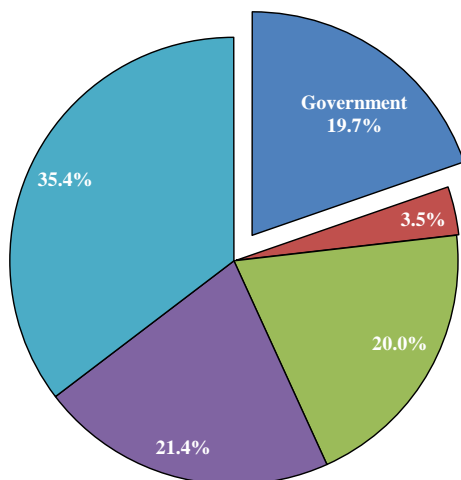
When comparing the Keya Paha employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 48.0 percent of the county workforce (72 employees) compared to 19.7 percent for non-metropolitan Nebraska; a difference of 28.3 percent. Comparing Keya Paha 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

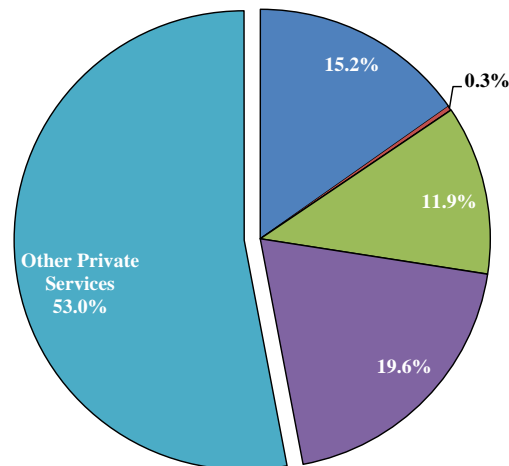
Nonfarm Wage & Salary Employment by Major Economic Sector Keya Paha County, 2013



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 2004-13	# Change 2004-13
Labor Force	441	435	429	381	377	395	408	419	424	457	3.6	16
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
Total Primary Jobs	43	100.0%

By States

Job Counts by States Where Workers are Employed

2011

	Count	Share
Nebraska	37	86.0%
South Dakota	6	14.0%
All Other Locations	0	0.0%



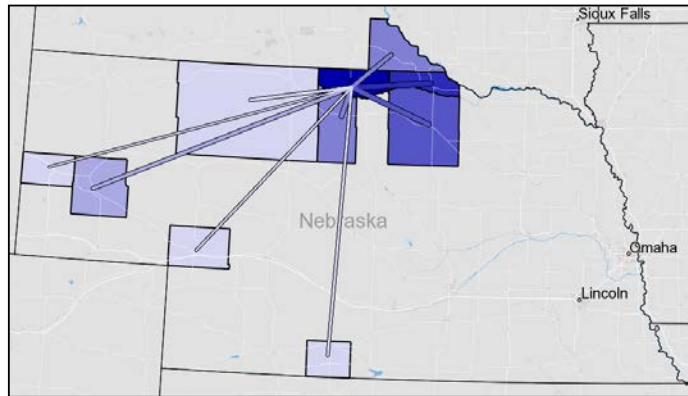
Source: U.S. Census Bureau, LED Origin-Destination Data Base, May 2015

Table 3 (continued)

By Counties
Job Counts by Counties Where Workers are Employed

2011

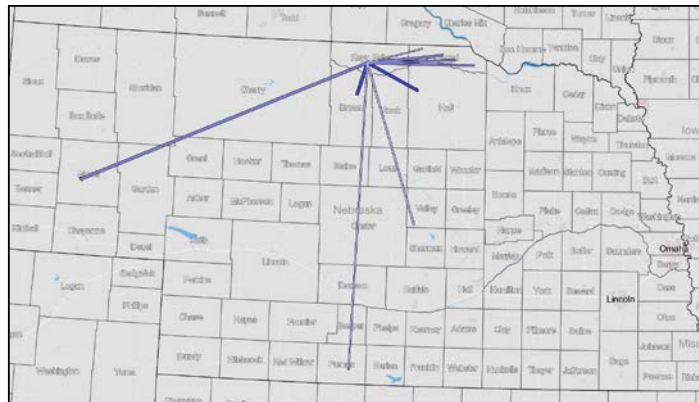
	Count	Share
Keya Paha County, NE	15	34.9%
Boyd County, NE	7	16.3%
Holt County, NE	5	11.6%
Brown County, NE	3	7.0%
Gregory County, SD	3	7.0%
Morrill County, NE	2	4.7%
Cherry County, NE	1	2.3%
Furnas County, NE	1	2.3%
Keith County, NE	1	2.3%
Scotts Bluff County, NE	1	2.3%
All Other Locations	4	9.3%



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

2011

	Count	Share
Springview village, NE	8	18.6%
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

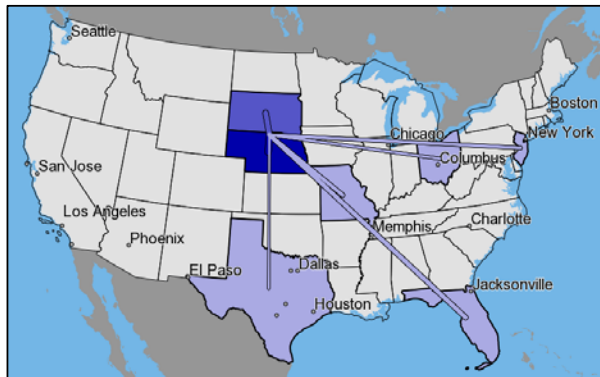
	Count	Share
Total Primary Jobs	96	100.0%

By States

Job Counts by States Where Workers Live

2011

	Count	Share
Nebraska	79	82.3%
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
Keya Paha County, NE	43	44.8%
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)

Outflow Job Characteristics (Primary Jobs)	2011		2010	
	Count	Share	Count	Share
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%

Inflow Job Characteristics (Primary Jobs)	2011		2010	
	Count	Share	Count	Share
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%

Interior Flow Job Characteristics (Primary Jobs)	2011		2010	
	Count	Share	Count	Share
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

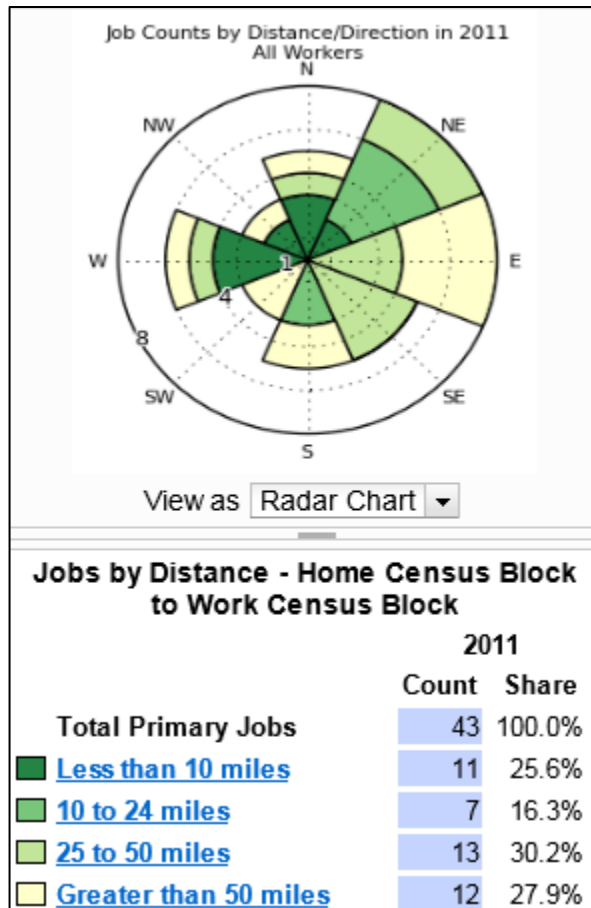
Live within study area - distance to work

Job Counts in Work Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	43	100.0%	69	100.0%	23	100.0%
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

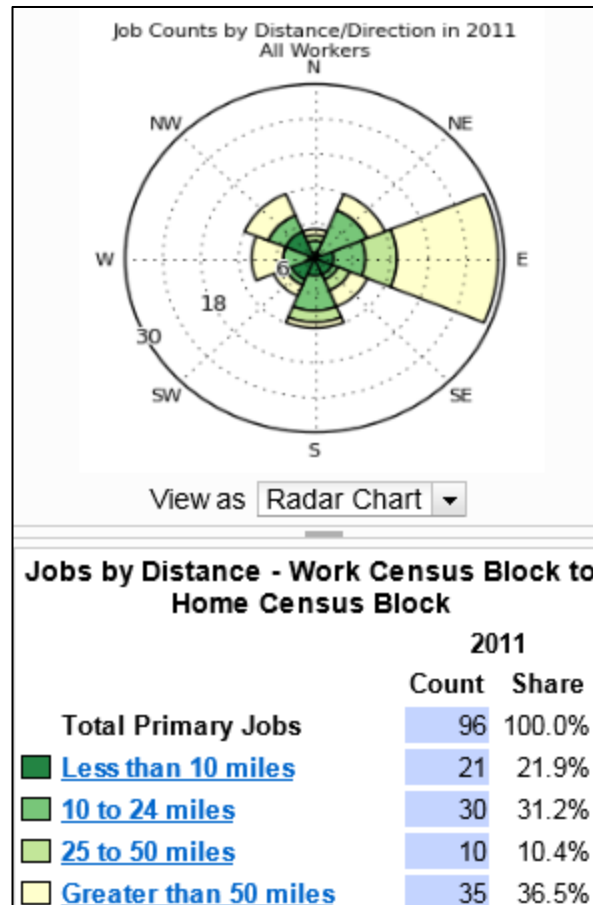
Distance/Direction Report - Work to Home Census Block *Work within study area - distance to home*

Job Counts in Home Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	96	100.0%	91	100.0%	2	100.0%
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 % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2013	1970-2010	2010-2013
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,868,516	0.5	0.8
Keya Paha County	1,340	1,301	1,029	983	824	790	-1.2	-1.4
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

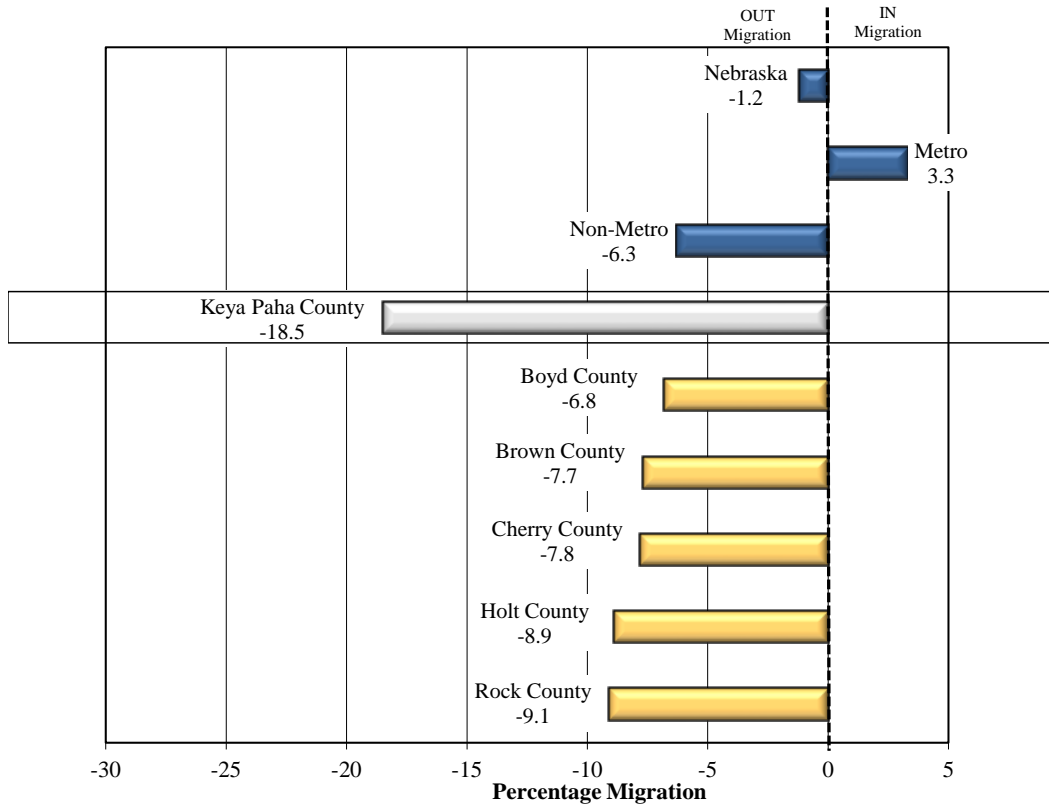
Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2013	1970-2010	2010-2013
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,868,516	0.5	0.8
Keya Paha County	1,340	1,301	1,029	983	824	790	-1.2	-1.4
Burton	23	12	9	11	10	10	-2.1	0.0
Springview	260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

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

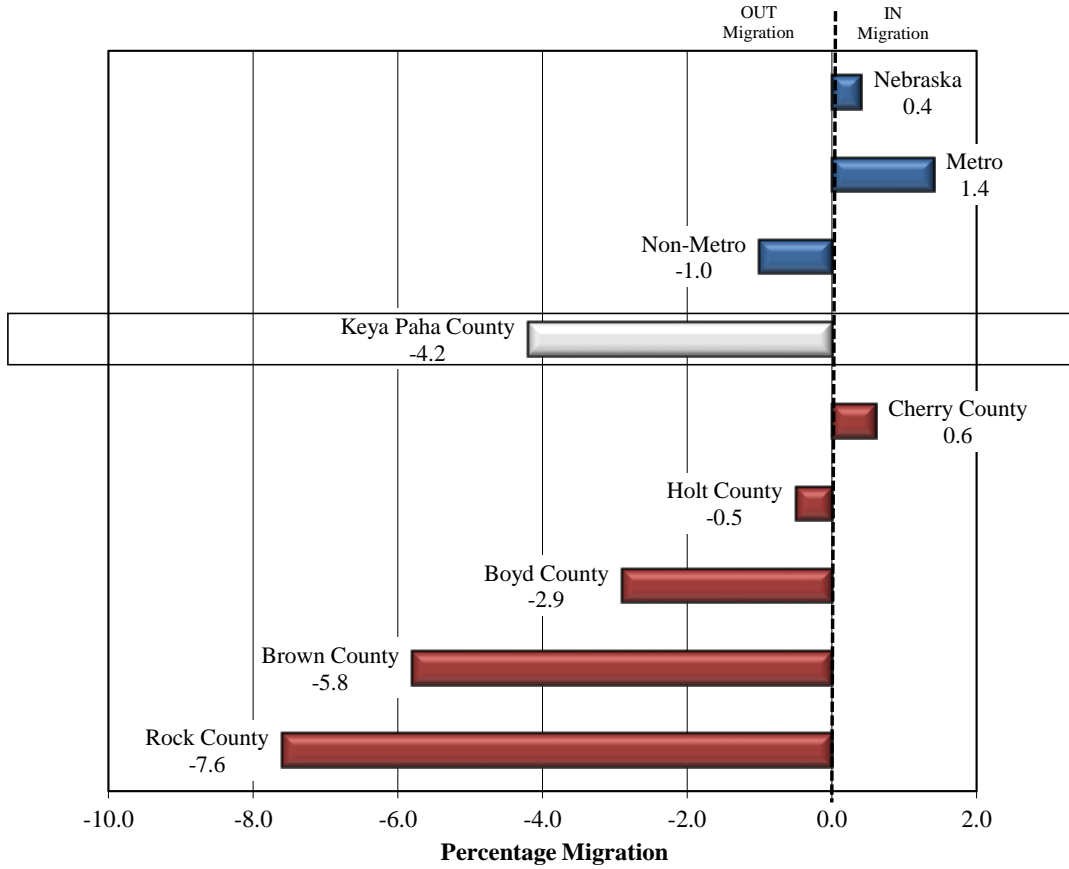


Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

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
Total Movement	12	

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
Total Movement	33	

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

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

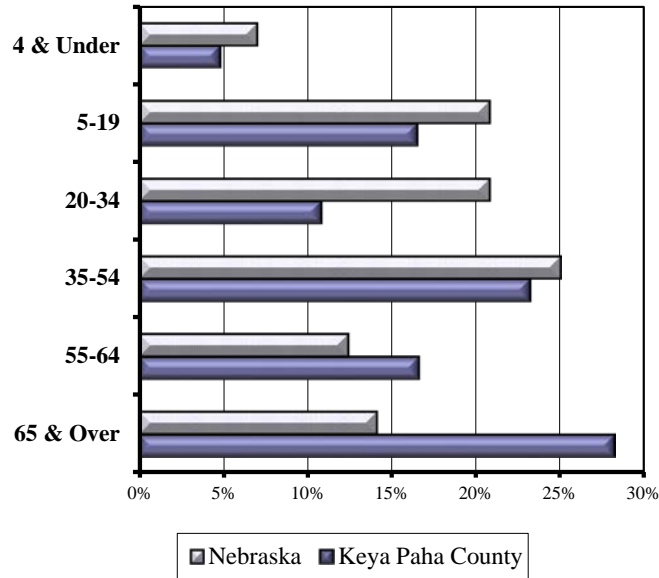
State	County	Number
Nevada	Clark County	17
Nebraska	Antelope County	5
South Dakota	Pennington County	5
Nebraska	Brown County	3
South Dakota	Gregory County	1

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%
Total	1,868,516	790	100%	100%
Median Age	36.2	52.4		

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

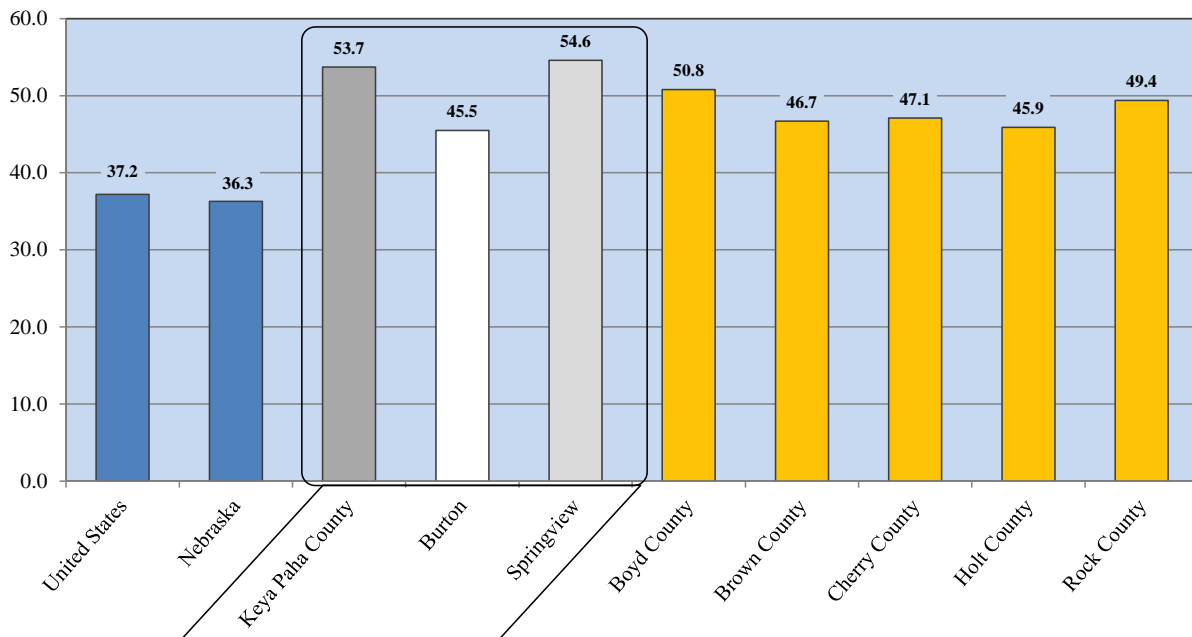
**Median Age by Location and Gender
5-Year Estimate, 2008–2012
Keya Paha County and the Surrounding Area**

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

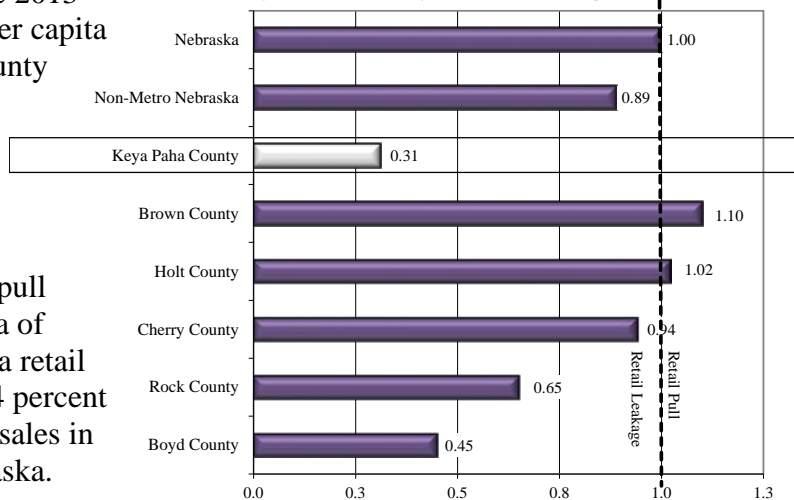
	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
Nebraska	1,868,516	22,469,705	12,025	1.00
Non-Metro Nebraska	781,295	8,349,191	10,686	0.89
Keya Paha County	790	2,924	3,701	0.31
Boyd County	2,032	10,991	5,409	0.45
Brown County	2,926	38,737	13,239	1.10
Cherry County	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 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
Nebraska	1,868,516	22,469,705	12,025	1.00
Non-Metro Nebraska	781,295	8,349,191	10,686	0.89
Keya Paha County	790	2,924	3,701	0.31
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**

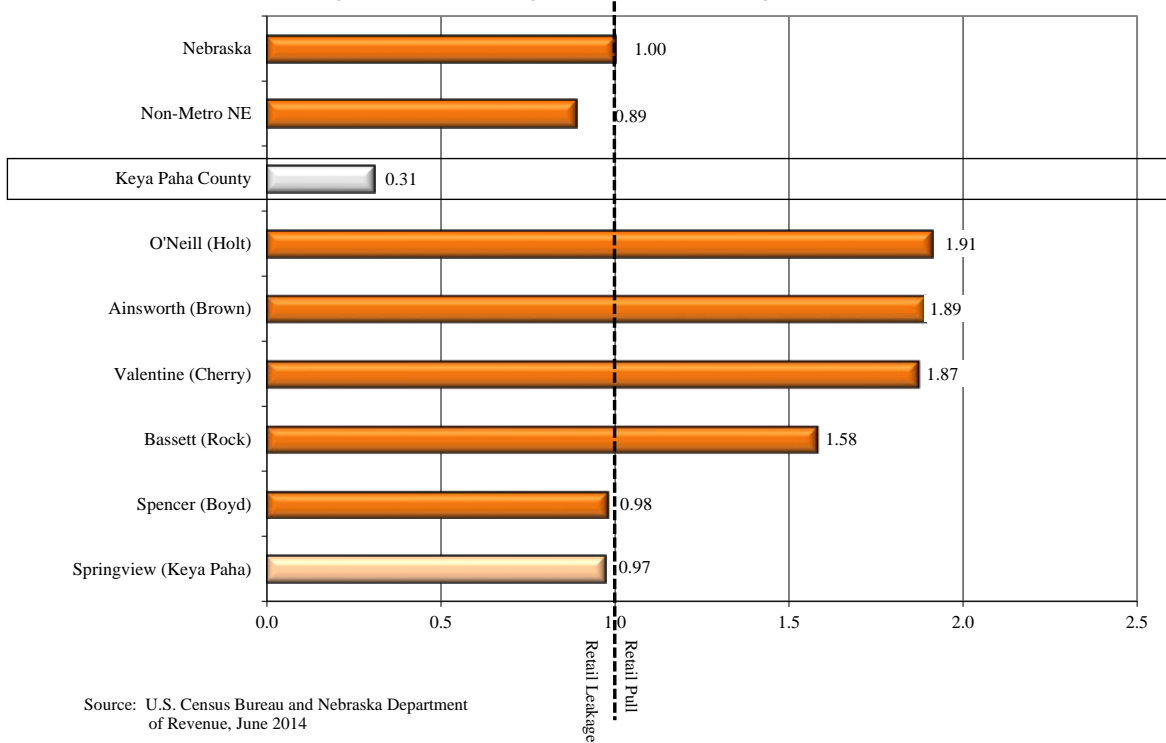


Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2013 pull factors into the communities reporting retail sales figures within Keya Paha County. As this table indicates, the community of Springview had the strongest pull factor (0.97) compared to the other communities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

Table 16

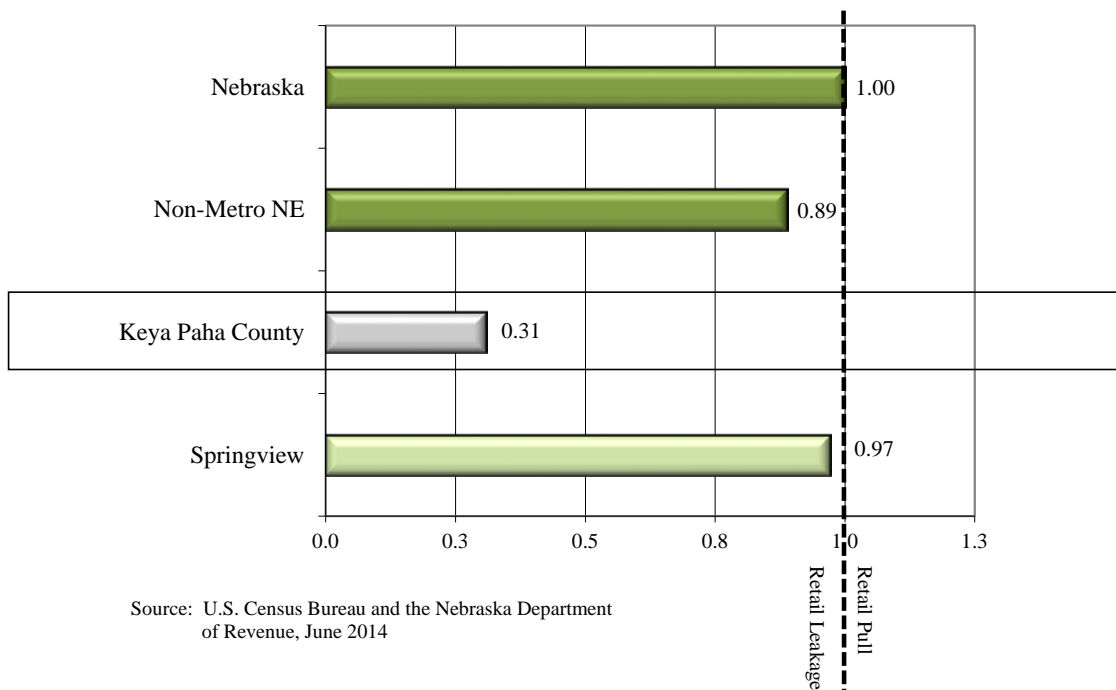
2013 Retail Sales (NMV) Pull Factors Nebraska and Available Keya Paha County Area Communities

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
Nebraska	1,868,516	22,469,705	12,025	1.00
Non-Metro Nebraska	781,295	8,349,191	10,686	0.89
Keya Paha County	790	2,924	3,701	0.31
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

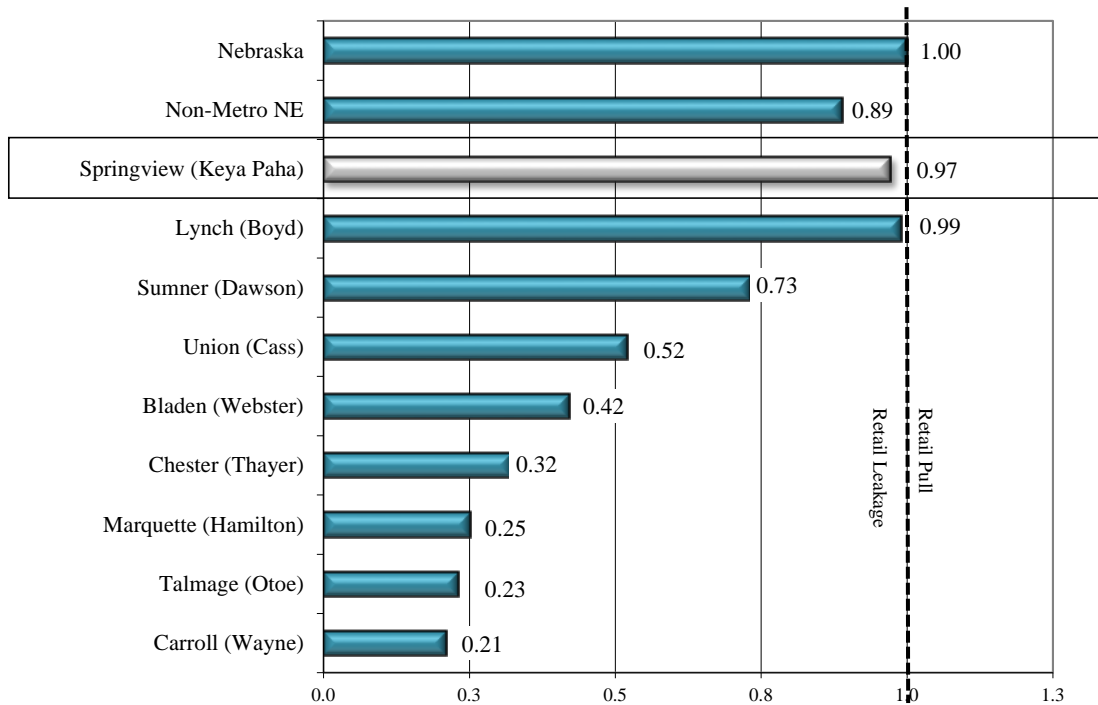
2013 Retail Sales (NMV) Pull Factors Springview & Other Similarly Sized Nebraska Communities

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
Nebraska	1,868,516	22,469,705	12,025	1.00
Non-Metro Nebraska	781,295	8,349,191	10,686	0.89
Springview (Keya Paha)	231	2,692	11,652	0.97
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

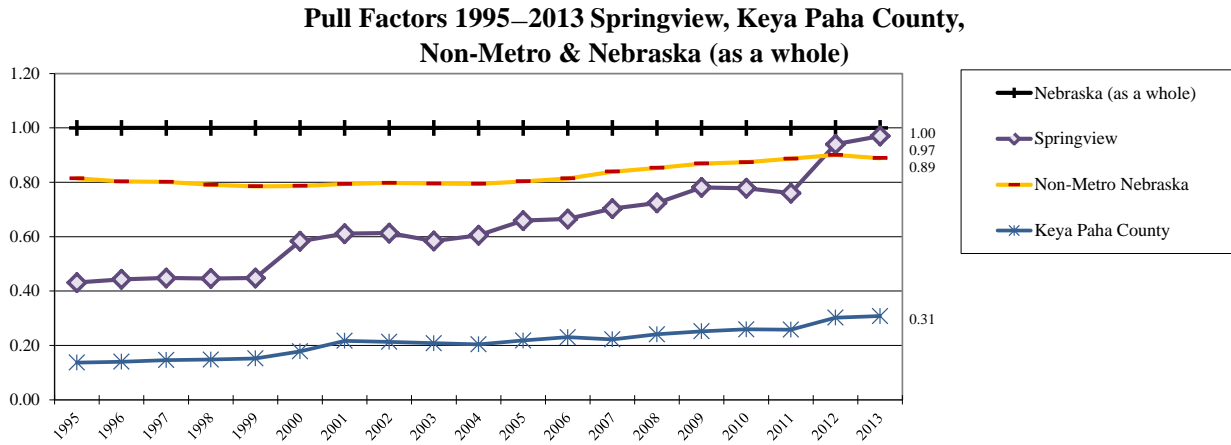
2013 Retail Sales (NMV) Pull Factors, Springview & Other Similarly Sized Nebraska Communities



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

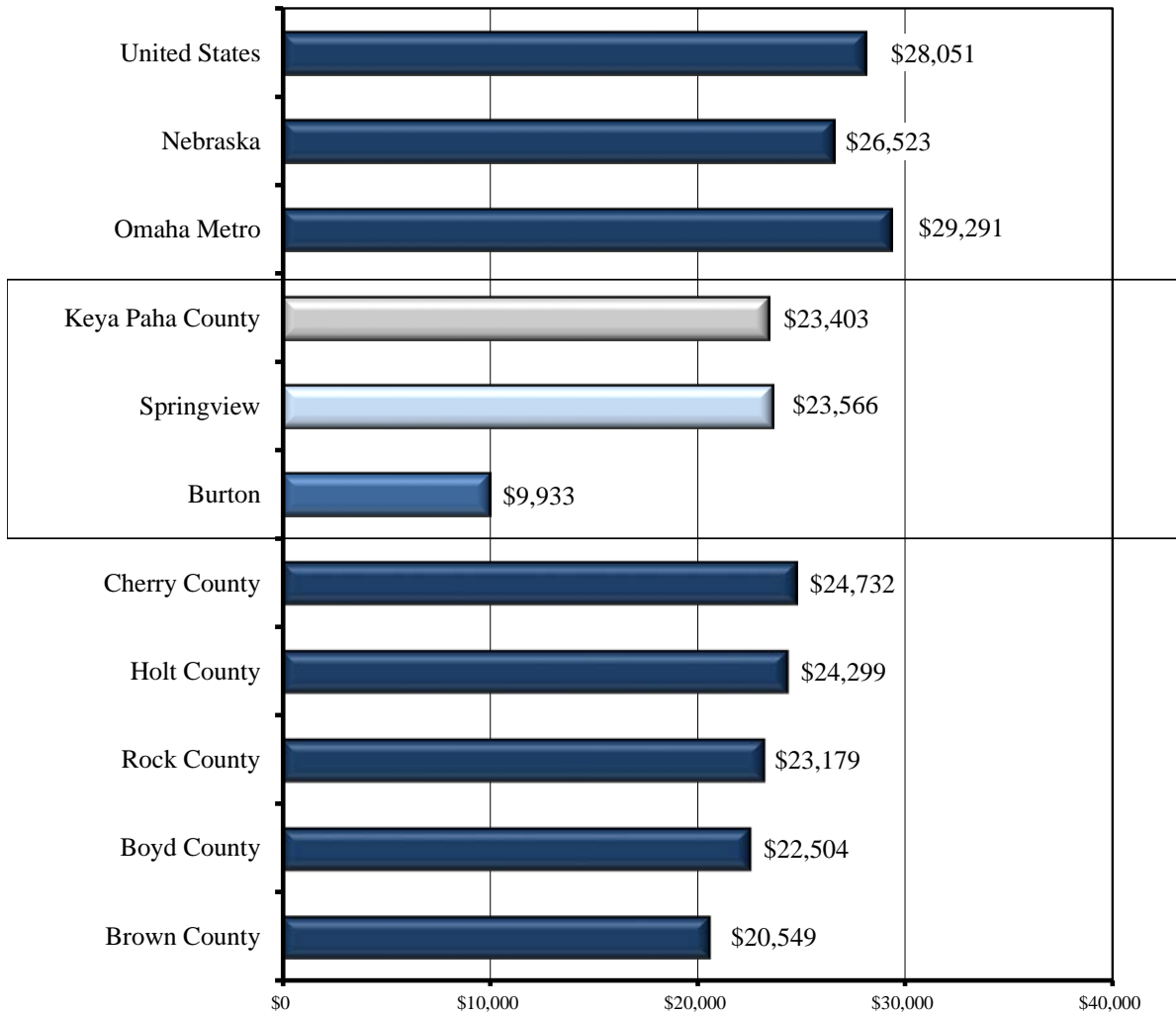
Per Capita Personal Income

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.

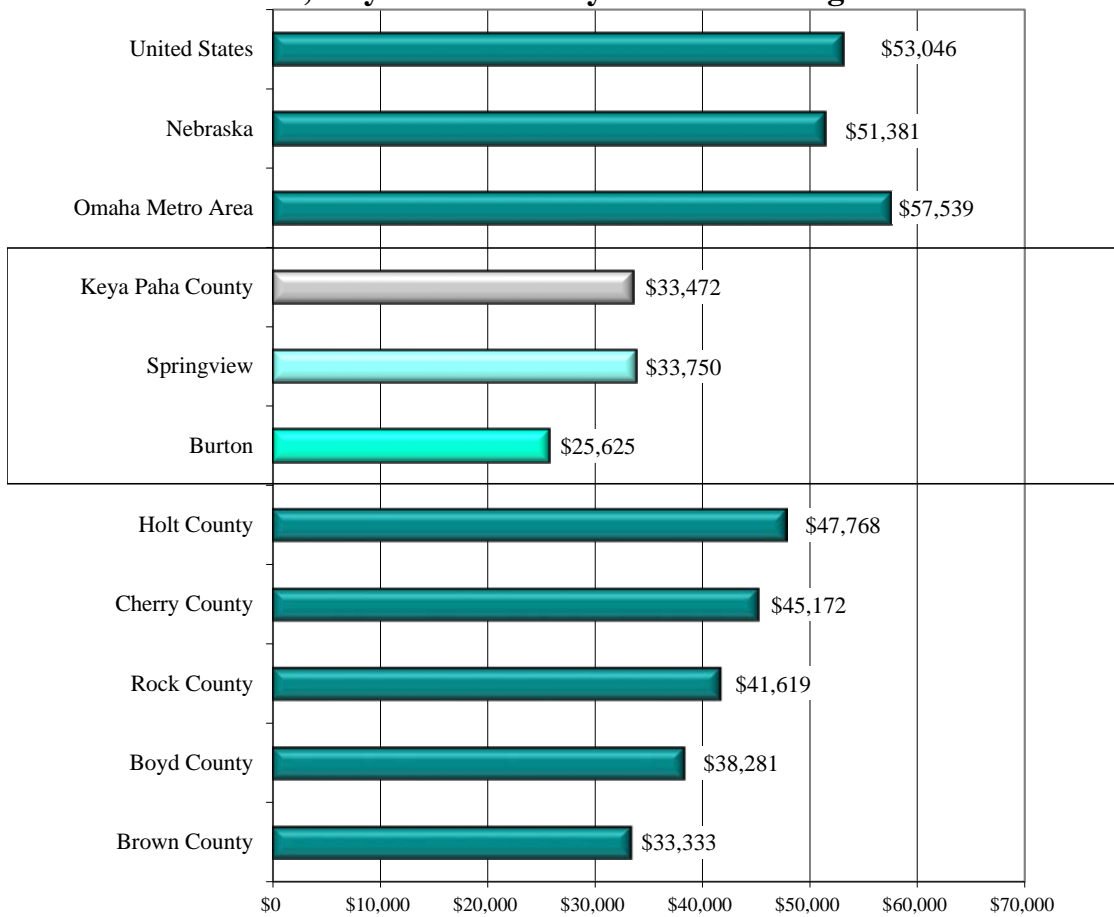
Median Household Income

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.