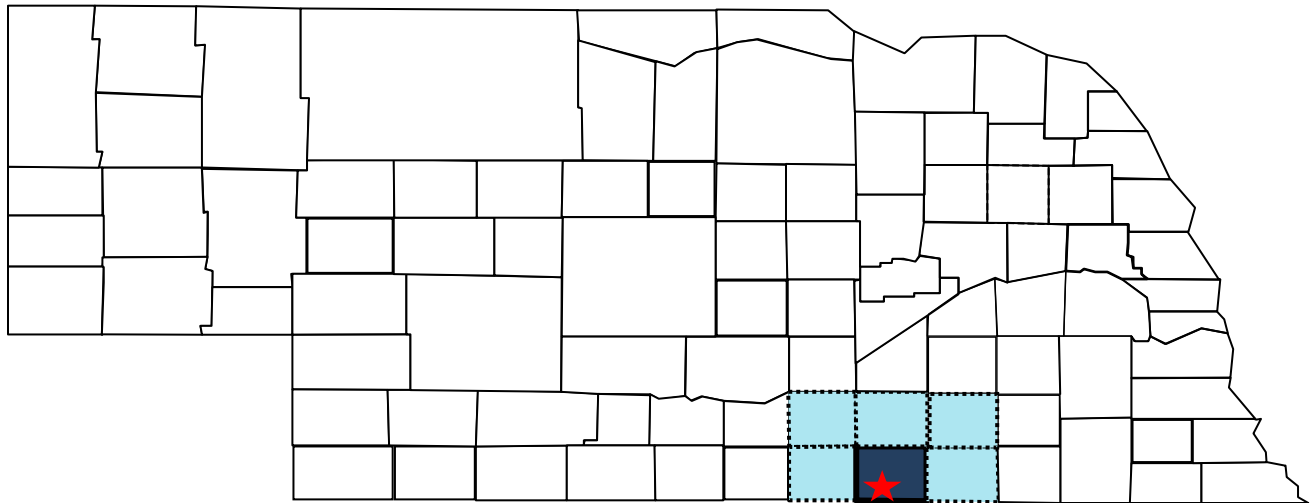


Economic and Demographic Trends

Superior, Nuckolls County, and the Surrounding Area



December 2014

Prepared by: Ken Lemke
Nebraska Public Power District
Economic Development Department
PO Box 499, 1414 15th Street
Columbus, NE 68602-0499
(402) 563-5535
klemke@nppd.com

Available Online @ econdev.nppd.com

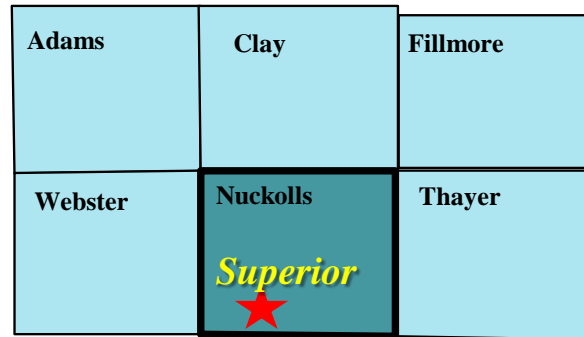


Nebraska Public Power District

Always there when you need us

Economic and Demographic Trends in Superior, Nuckolls County, and the Surrounding Area

**Figure One
Superior Labor Area**



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the city of Superior and Nuckolls 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 Nuckolls County, other Nebraska counties included in this area are Adams, Clay, Fillmore, Thayer, and Webster. The retail sales section also compares retail growth between Superior 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 Nuckolls County for the period 2004–2013. Nonfarm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS).

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

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

The measure of employment reported in Table 1 (below) is data on the number of people employed in the non-agriculture wage and salary sector in Nuckolls County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Nuckolls County decreased 5.4 percent (81 jobs) between 2004 and 2013.

Table 1 also provides employment data for Nuckolls County by major economic sector and industry for the years 2004–2013. Employment increased by 7 jobs or 15.2 percent in the Goods Producing sector, declined by 59 jobs or 5.6 percent in the Service Producing sector, and also declined by 29 jobs or 7.1 percent in the Government sector.

Table 1

**Non-Farm Wage & Salary Employment Trends, Nuckolls 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)	1,514	1,511	1,476	1,418	1,419	1,425	1,427	1,455	1,452	1,433	-5.4	-81
Total Private Industries	1,108	1,116	1,091	1,035	1,042	1,041	1,032	1,066	1,069	1,056	-4.7	-52
Goods Producing	46	47	44	38	40	50	51	47	56	53	15.2	7
Natural Resources & Mining	17	16	16	(D)	16	25	23	20	25	26	52.9	9
Construction	26	26	(D)	19	17	19	24	20	24	(D)	N/A	N/A
Manufacturing	3	5	(D)	(D)	6	5	4	7	8	(D)	N/A	N/A
Service Providing	1,062	1,069	1,047	997	1,002	991	981	1,019	1,013	1,003	-5.6	-59
Trade, Transportation & Utilities	359	346	339	334	333	339	323	333	329	314	-12.5	-45
Information	37	38	41	39	38	39	39	36	31	(D)	N/A	N/A
Financial Activities	74	73	72	72	71	71	72	76	74	75	1.4	1
Professional & Business Services	49	47	52	55	48	50	53	58	55	61	24.5	12
Education & Health Services	344	361	335	323	322	312	327	334	328	357	3.8	13
Leisure & Hospitality	139	151	150	118	134	131	121	134	129	122	-12.2	-17
Other Services, except Public	61	54	58	57	55	50	46	49	68	(D)	N/A	N/A
Government	406	396	386	383	34	384	395	389	383	377	-7.1	-29
Federal	36	35	35	34	34	35	36	34	30	29	-19.4	-7
State	10	11	10	10	(D)	10	10	10	9	(D)	N/A	N/A
Local	360	350	341	339	(D)	340	349	345	344	(D)	N/A	N/A

(D) Data withheld to avoid disclosure of individual reporting units

(N/A) Data not available

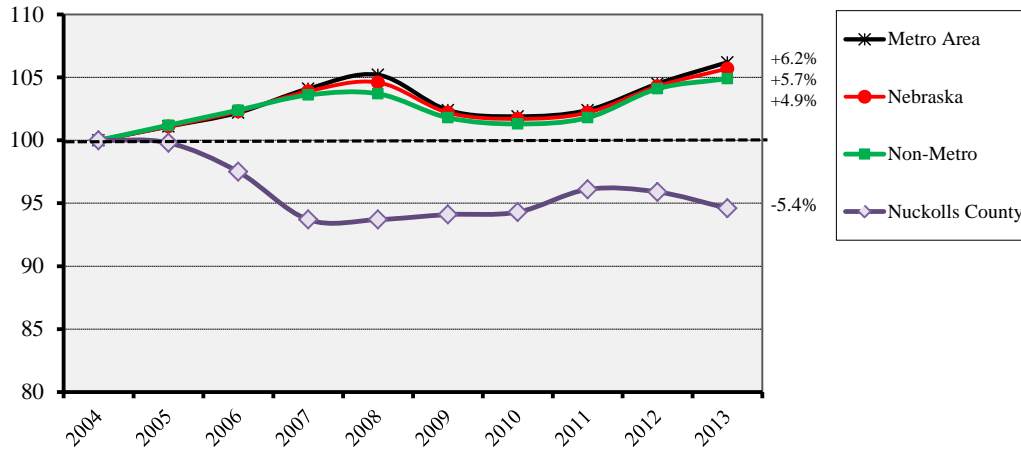
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2014
Labor Force & Work Force Summary, 2004-2013, Annually, Nuckolls County, June 2013 Data

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Nuckolls 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 One indicates, total non-farm wage and salary employment in Nuckolls County decreased 5.4 percent (81 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, Nuckolls County, Nebraska, Metro, and Non-Metro Nebraska, 2004-2013
(Index, 2004=100)**

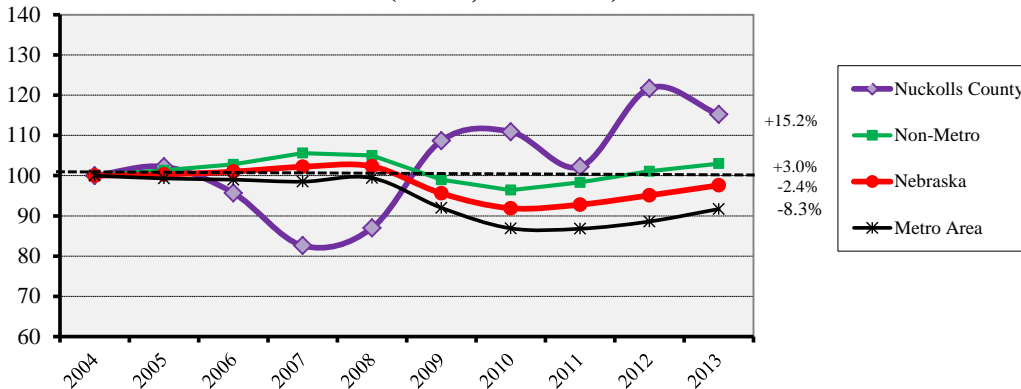


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

Chart 2 presents data on the Goods Producing sector's wage and salary employment growth for Nuckolls County, Nebraska, metropolitan, and non-metropolitan areas. The Goods Producing sector for Nuckolls County recorded a 15.2 percent increase in employment (7 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 Employment, Nuckolls County, Nebraska, Metro, and Non-Metro Nebraska, 2004-2013
(Index, 2004=100)**



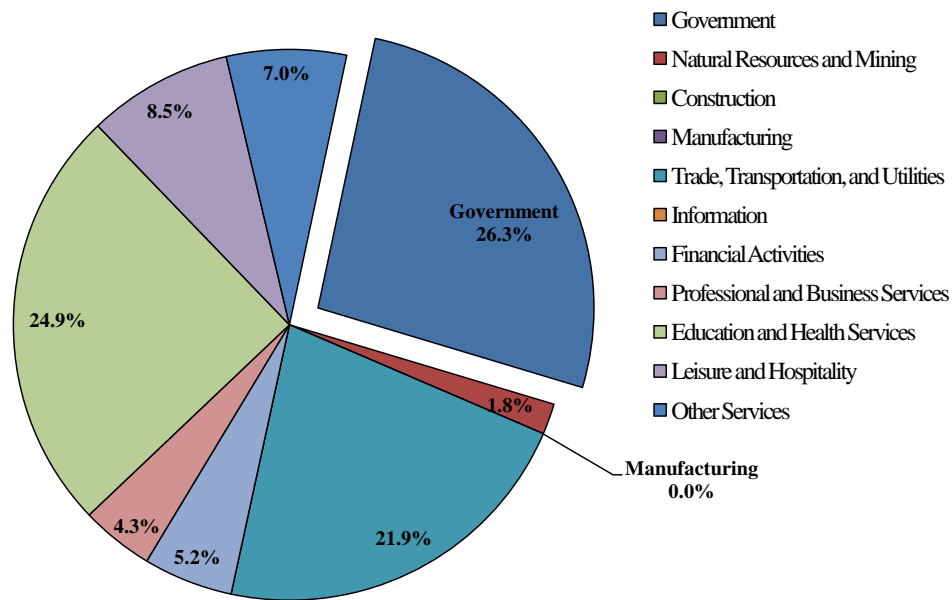
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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

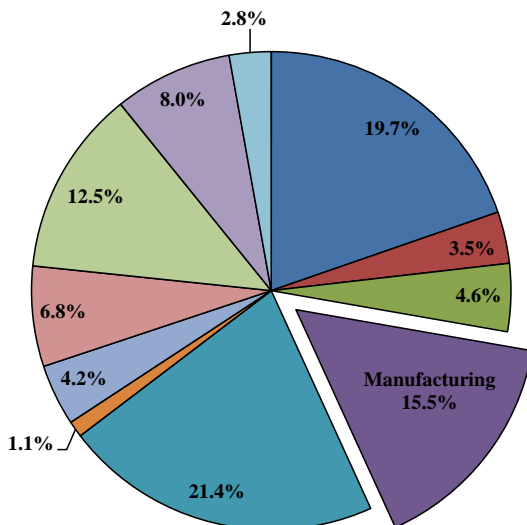
When comparing the Nuckolls employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up less than 1.0 percent of the county workforce (about 8 employees) compared to 15.5 percent for non-metropolitan Nebraska; a difference of 15.5 percent. Comparing Nuckolls County to the overall metropolitan distribution, the largest deviation is found in the Government sector (26.3 percent Nuckolls County vs. 15.2 percent metropolitan Nebraska; a difference of 11.1 percent).

Charts 3, 4, 5

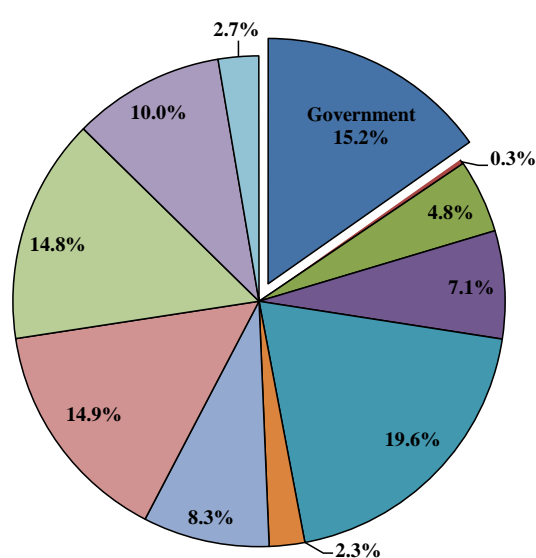
Nonfarm Wage & Salary Employment by Major Economic Sector Nuckolls County, 2013



Non-Metro Area W&S Employment, 2013



Metro Area W&S Employment, 2013



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

The next table (Table 2) shows labor force information for Nuckolls 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 a decrease in the number of Nuckolls County residents participating in the labor force between 2004 and 2013 (2.6 percent or 63 people).

The number of unemployed persons in Nuckolls County increased by 5.1 percent (4 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 Nuckolls County unemployment rate was 3.5 percent in 2013; below that for metropolitan Nebraska (4.1 percent), below Nebraska as a whole (3.9 percent), and below non-metropolitan Nebraska (3.7 percent).

Table 2

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

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	% Change 2004-13	# Change 2004-13
Labor Force	2,457	2,416	2,344	2,247	2,264	2,297	2,325	2,392	2,400	2,394	-2.6	-63
Unemployment	79	81	62	58	65	105	99	89	85	83	5.1	4
Unemployment Rate	3.2	3.4	2.6	2.6	2.9	4.6	4.3	3.7	3.5	3.5	(N/A)	(N/A)
Employment	2,378	2,335	2,282	2,189	2,199	2,192	2,226	2,303	2,315	2,311	-2.8	-67

(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 the city of Superior in Nuckolls County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination report looks at the area from which a county is pulling employees to fill positions. These data are from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) program. This program uses a variety of statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data. The most current data available for the city of Superior are from 2011.

Table 3 (pages 6–7) examines the Work Destination area for Superior from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 802 Superior labor force participants holding primary jobs. As Table 3 shows, 91.8 percent of the Superior’s labor force participants are employed within the state of Nebraska. Approximately 50.4 percent of the Superior workers remain within Nuckolls County for employment with 49.6 percent leaving the Nuckolls County borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Superior labor force participants are employed (next page).

Table 3

Work Destination Report

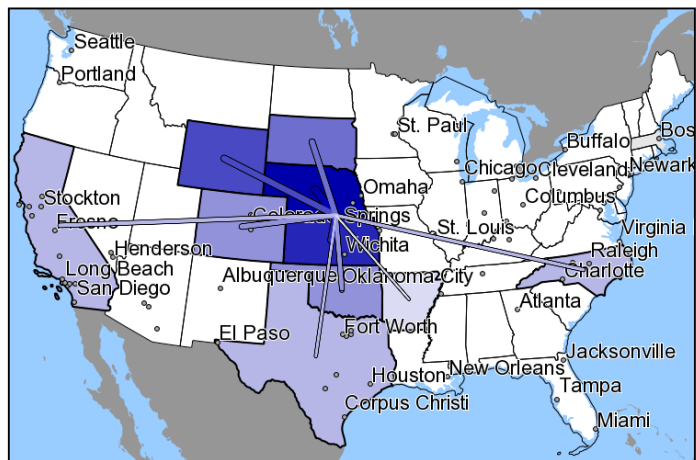
Where Workers are Employed Who Live in the Selection Area

2011		
	Count	Share
Total Primary Jobs	802	100.0%

By States

Job Counts by States Where Workers are Employed

2011		
	Count	Share
Nebraska	736	91.8%
Kansas	38	4.7%
Wyoming	7	0.9%
South Dakota	4	0.5%
Colorado	3	0.4%
Oklahoma	3	0.4%
California	2	0.2%
North Carolina	2	0.2%
Texas	2	0.2%
Arkansas	1	0.1%
All Other Locations	4	0.5%

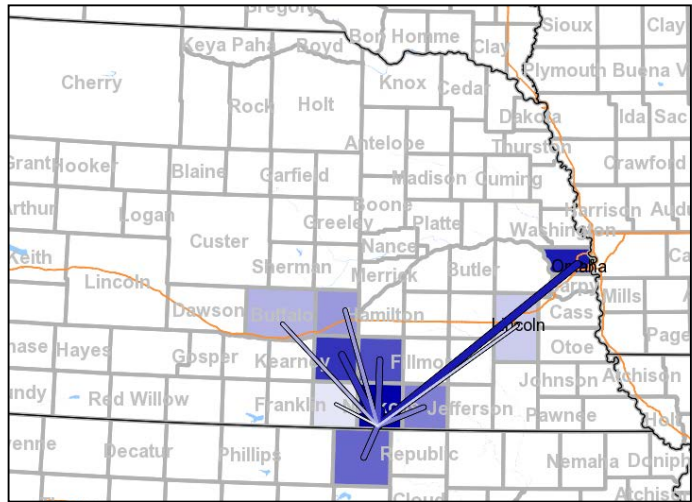


Source: U.S. Census, LED Origin-Destination Data Base, November 2014

Table 3 (continued)

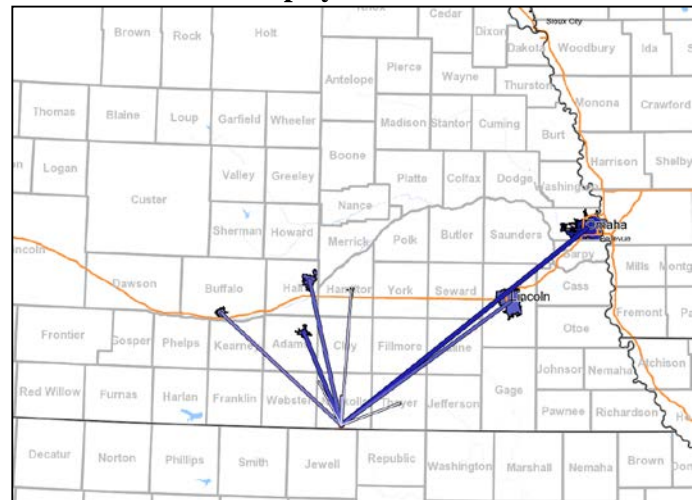
By Counties
Job Counts by Counties Where Workers are Employed

	2011	
	Count	Share
Nuckolls County, NE	404	50.4%
Douglas County, NE	62	7.7%
Adams County, NE	46	5.7%
Clay County, NE	31	3.9%
Jewell County, KS	29	3.6%
Thayer County, NE	28	3.5%
Hall County, NE	26	3.2%
Buffalo County, NE	25	3.1%
Lancaster County, NE	24	3.0%
Webster County, NE	12	1.5%
All Other Locations	115	14.3%



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

	2011	
	Count	Share
Superior city, NE	382	47.6%
Omaha city, NE	60	7.5%
Hastings city, NE	41	5.1%
Grand Island city, NE	22	2.7%
Lincoln city, NE	22	2.7%
Kearney city, NE	13	1.6%
Nelson city, NE	12	1.5%
Aurora city, NE	9	1.1%
Hebron city, NE	7	0.9%
Lawrence village, NE	7	0.9%
All Other Locations	227	28.3%



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

People also travel from other locations to work in Superior—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Superior. The Census identified 960 primary jobs within Superior. As Table 4 indicates, 90.3 percent of these jobs are held by Nebraska residents. Approximately 55.5 percent of Superior workers live within the Nuckolls County borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

Home Destination Report

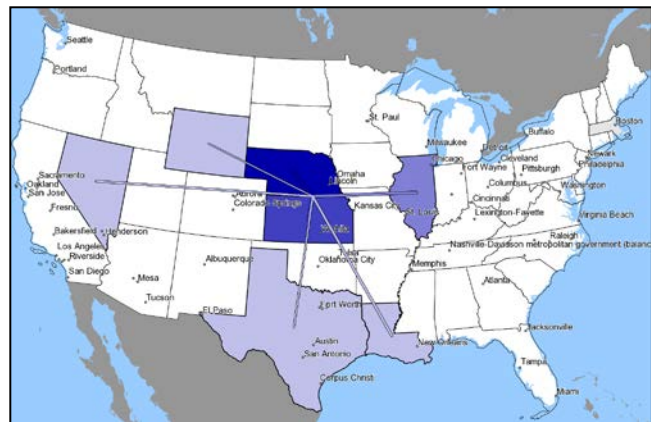
Where Workers Live Who are Employed in the Selection Area

	2011	
	Count	Share
Total Primary Jobs	960	100.0%

By States

Job Counts by States Where Workers Live

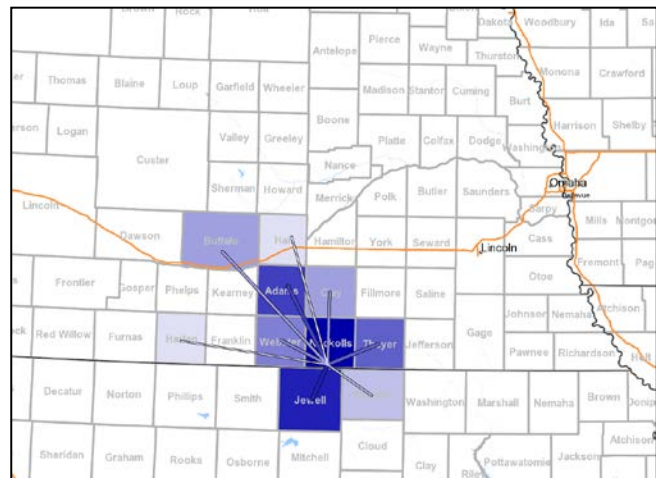
	2011	
	Count	Share
Nebraska	867	90.3%
Kansas	85	8.9%
Illinois	4	0.4%
Louisiana	1	0.1%
Nevada	1	0.1%
Texas	1	0.1%
Wyoming	1	0.1%
All Other Locations	0	0.0%



By Counties

Job Counts by Counties Where Workers Live

	2011	
	Count	Share
Nuckolls County, NE	533	55.5%
Jewell County, KS	39	4.1%
Adams County, NE	38	4.0%
Thayer County, NE	28	2.9%
Webster County, NE	26	2.7%
Buffalo County, NE	20	2.1%
Clay County, NE	20	2.1%
Republic County, KS	18	1.9%
Hall County, NE	17	1.8%
Harlan County, NE	17	1.8%
All Other Locations	204	21.3%



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

Table 4 (continued)

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

	Count	Share
Superior city, NE	382	39.8%
Hastings city, NE	26	2.7%
Nelson city, NE	23	2.4%
Grand Island city, NE	15	1.6%
Kearney city, NE	13	1.4%
Red Cloud city, NE	13	1.4%
Lincoln city, NE	12	1.3%
Hebron city, NE	11	1.1%
Lawrence village, NE	10	1.0%
Alma city, NE	9	0.9%
All Other Locations	446	46.5%



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

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

Table 5

Inflow/Outflow Report

Selection Area Labor Market Size (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	960	100.0%	930	100.0%	930	100.0%
Living in the Selection Area	802	83.5%	813	87.4%	1,043	112.2%
Net Job Inflow (+) or Outflow (-)	158	-	117	-	-113	-

In-Area Labor Force Efficiency (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	802	100.0%	813	100.0%	1,043	100.0%
Living and Employed in the Selection Area	382	47.6%	410	50.4%	468	44.9%
Living in the Selection Area but Employed Outside	420	52.4%	403	49.6%	575	55.1%

In-Area Employment Efficiency (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	960	100.0%	930	100.0%	930	100.0%
Employed and Living in the Selection Area	382	39.8%	410	44.1%	468	50.3%
Employed in the Selection Area but Living Outside	578	60.2%	520	55.9%	462	49.7%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	420	100.0%	403	100.0%	575	100.0%
Workers Aged 29 or younger	109	26.0%	108	26.8%	154	26.8%
Workers Aged 30 to 54	220	52.4%	193	47.9%	272	47.3%
Workers Aged 55 or older	91	21.7%	102	25.3%	149	25.9%
Workers Earning \$1,250 per month or less	112	26.7%	91	22.6%	145	25.2%
Workers Earning \$1,251 to \$3,333 per month	200	47.6%	238	59.1%	315	54.8%
Workers Earning More than \$3,333 per month	108	25.7%	74	18.4%	115	20.0%
Workers in the "Goods Producing" Industry Class	84	20.0%	77	19.1%	123	21.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	114	27.1%	105	26.1%	168	29.2%
Workers in the "All Other Services" Industry Class	222	52.9%	221	54.8%	284	49.4%

Inflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	578	100.0%	520	100.0%	462	100.0%
Workers Aged 29 or younger	120	20.8%	109	21.0%	114	24.7%
Workers Aged 30 to 54	295	51.0%	256	49.2%	231	50.0%
Workers Aged 55 or older	163	28.2%	155	29.8%	117	25.3%
Workers Earning \$1,250 per month or less	171	29.6%	179	34.4%	154	33.3%
Workers Earning \$1,251 to \$3,333 per month	255	44.1%	219	42.1%	192	41.6%
Workers Earning More than \$3,333 per month	152	26.3%	122	23.5%	116	25.1%
Workers in the "Goods Producing" Industry Class	9	1.6%	7	1.3%	9	1.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	137	23.7%	107	20.6%	105	22.7%
Workers in the "All Other Services" Industry Class	432	74.7%	406	78.1%	348	75.3%

Interior Flow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	382	100.0%	410	100.0%	468	100.0%
Workers Aged 29 or younger	88	23.0%	82	20.0%	93	19.9%
Workers Aged 30 to 54	193	50.5%	216	52.7%	243	51.9%
Workers Aged 55 or older	101	26.4%	112	27.3%	132	28.2%
Workers Earning \$1,250 per month or less	155	40.6%	154	37.6%	181	38.7%
Workers Earning \$1,251 to \$3,333 per month	167	43.7%	191	46.6%	215	45.9%
Workers Earning More than \$3,333 per month	60	15.7%	65	15.9%	72	15.4%
Workers in the "Goods Producing" Industry Class	9	2.4%	9	2.2%	14	3.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	77	20.2%	102	24.9%	114	24.4%
Workers in the "All Other Services" Industry Class	296	77.5%	299	72.9%	340	72.6%

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

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

Table 6

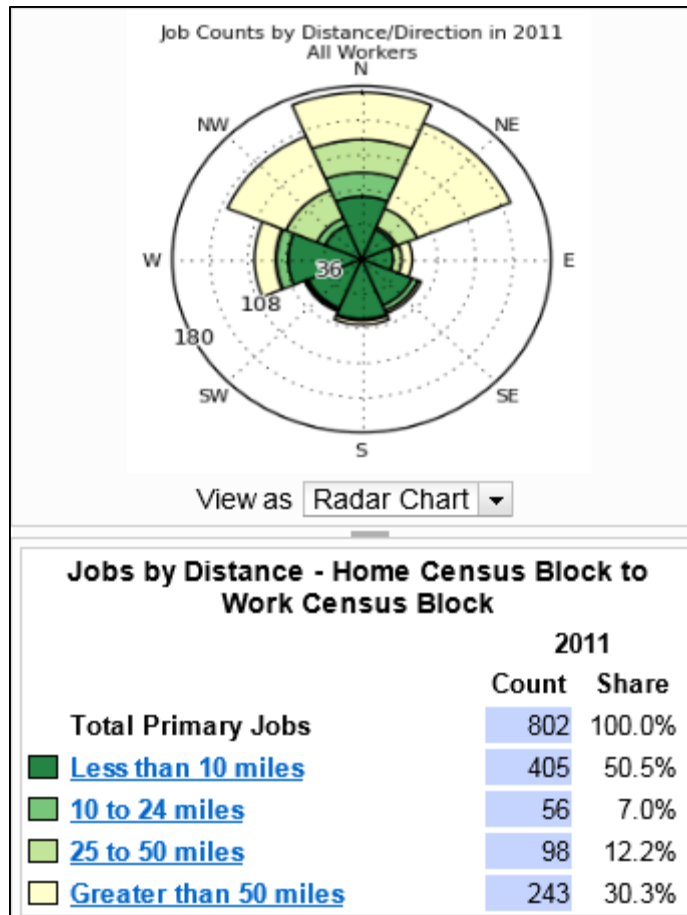
Distance/Direction Report - Home to Work Census Block

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	802	100.0%	813	100.0%	1,043	100.0%
Less than 10 miles	405	50.5%	411	50.6%	473	45.3%
10 to 24 miles	56	7.0%	100	12.3%	176	16.9%
25 to 50 miles	98	12.2%	102	12.5%	177	17.0%
Greater than 50 miles	243	30.3%	200	24.6%	217	20.8%

Figure 1



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

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

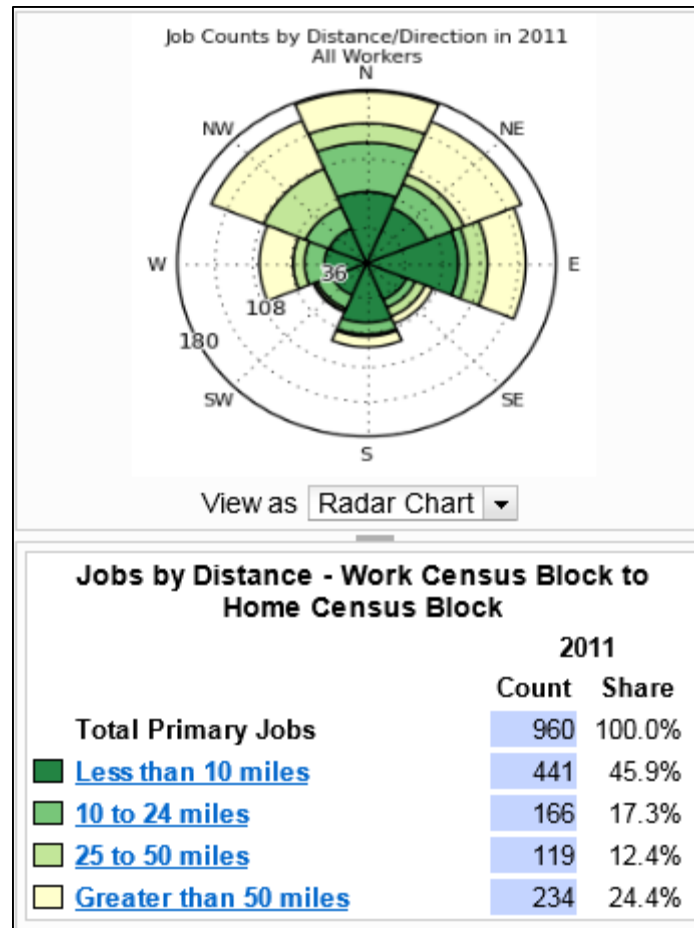
Distance/Direction Report - Work to Home Census Block

Live 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	960	100.0%	930	100.0%	930	100.0%
Less than 10 miles	441	45.9%	468	50.3%	517	55.6%
10 to 24 miles	166	17.3%	151	16.2%	90	9.7%
25 to 50 miles	119	12.4%	113	12.2%	135	14.5%
Greater than 50 miles	234	24.4%	198	21.3%	188	20.2%

Figure 2



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

Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Nuckolls County and the surrounding area. As Table 8 indicates, Nuckolls County's population experienced an average annual decrease of 1.2 percent between 1970 and 2010 for a total decrease of 39.2 percent or 2,904 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Nuckolls County reported an average annual 0.6 percent decrease in population from 2010 to 2013 (87 people total).

Table 8

County Population 1970-2013 Nuckolls 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
Nuckolls County	7,404	6,726	5,786	5,057	4,500	4,413	-1.2	-0.6
Adams County	30,553	30,656	29,625	31,151	31,364	31,610	0.1	0.3
Clay County	8,266	8,106	7,123	7,039	6,542	6,392	-0.6	-0.8
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,698	-0.8	-1.1
Thayer County	7,779	7,582	6,635	6,048	5,228	5,189	-1.0	-0.2
Webster County	5,396	4,858	4,279	4,061	3,812	3,688	-0.9	-1.1

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

Table 9 data reveals the population of Nuckolls County's incorporated places as a whole experienced an average annual population decrease of 0.9 percent from 1970 to 2010 and an average annual decrease of 0.6 percent from 2010 to 2013 for a total decrease of 40.4 percent (2,991 people) from 1970 to 2013. Superior, the county's largest city, reported a 31.0 percent decrease in population (861 people) between 1970 and 2013. The unincorporated areas outside of the selected communities experienced a 53.6 percent decrease (1,561 people) during the period 1970–2013.

Table 9

County Population 1970-2013 Nuckolls County Communities and Unincorporated Areas

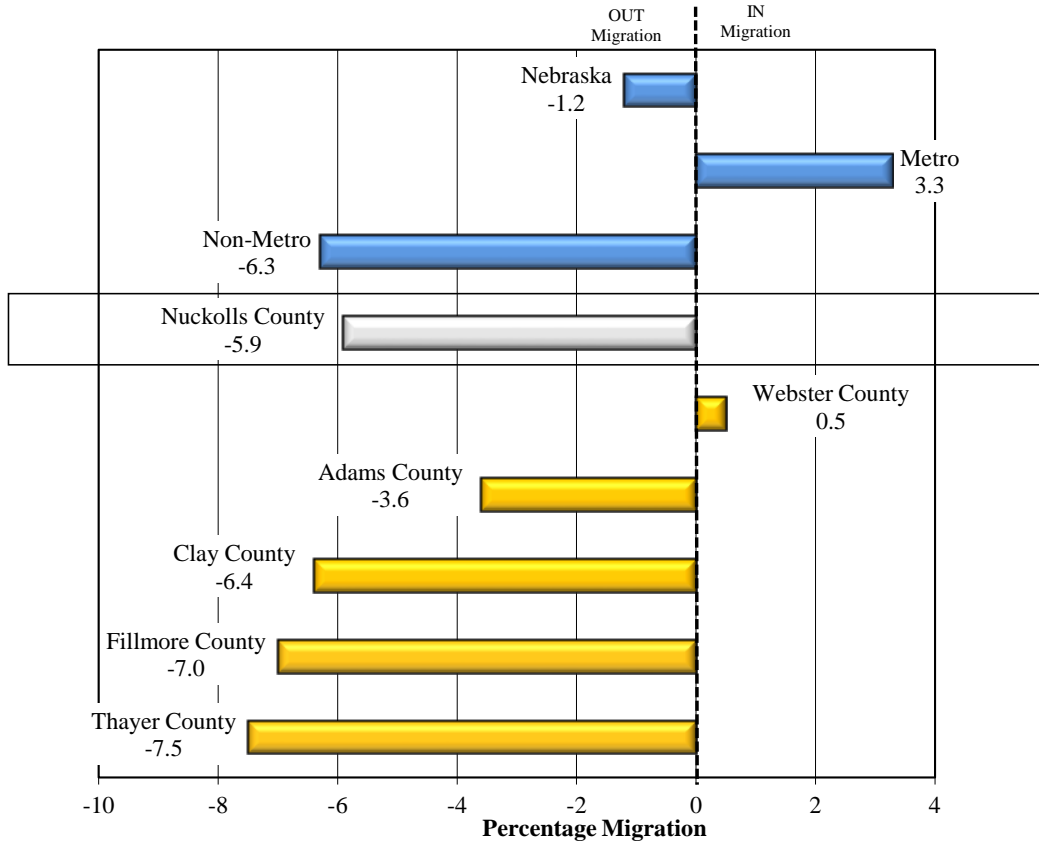
Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2013	1970-2010	2010-2013
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,868,516	0.5	0.8
Nuckolls County	7,404	6,726	5,786	5,057	4,500	4,413	-1.2	-0.6
Hardy	250	232	206	179	159	157	-1.1	-0.4
Lawrence	343	350	323	312	304	300	-0.3	-0.4
Nelson	746	733	663	587	488	477	-1.1	-0.8
Nora	43	24	10	20	21	21	-1.8	0.0
Oak	100	79	68	60	66	65	-1.0	-0.5
Ruskin	229	224	187	195	123	122	-1.5	-0.3
Superior	2,779	2,502	2,444	2,055	1,957	1,918	-0.9	-0.7
Total Incorporated Places	4,490	4,144	3,901	3,408	3,118	3,060	-0.9	-0.6
Unincorporated Areas	2,914	2,582	1,885	1,649	1,382	1,353	-1.8	-0.7

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, Nuckolls 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, Nuckolls County experienced a net out-migration of 297 people or 5.9 percent of its 2000 population.

Chart 6

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

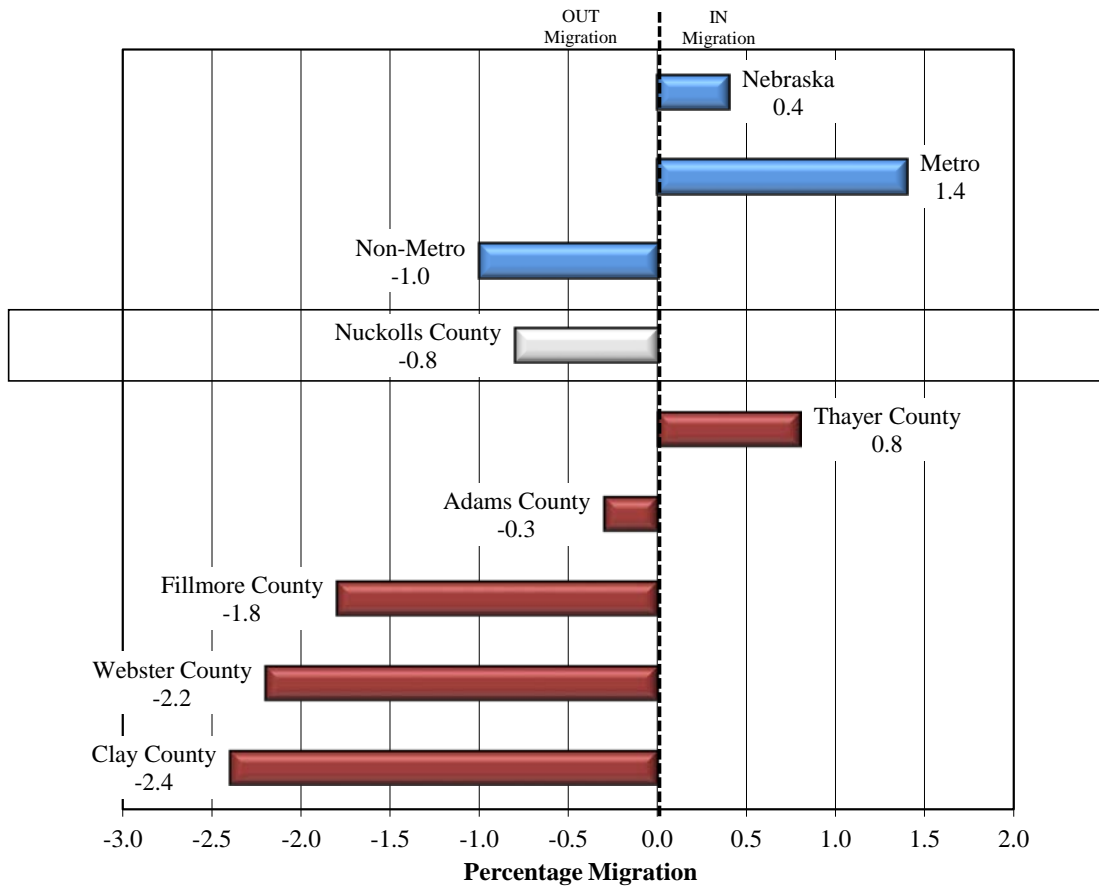


Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

Looking at the years 2010–2013 (Chart 7), Nuckolls County experienced a net out-migration of 37 people or 0.8 percent of its 2010 population.

Chart 7

2010-2013 Net Migration as Percent of 2010 Population Nuckolls 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 62.4 percent of the 237 people moving into Nuckolls County moved from other Nebraska locations (148 people). Data also reveal 89 people (37.6 percent) migrated into the county from other states.

Table 10

Nuckolls County, Nebraska, 2007-2011, Five-Year Estimate Inflow Into County

	Number	Percent
Movers within the United States	432	100.0
Within Same County	195	45.1
Different County, Same State	148	34.3
Different State	89	20.6
Movers from Abroad	0	0
Total Movement	432	

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

Reported Counties (where people moved from)

State	County	Number
Nebraska	Webster County	49
Nebraska	Thayer County	39
Kansas	Jewell County	32
Europe	-	26
Nebraska	Adams County	24
Nebraska	Lancaster County	21
Texas	Denton County	15
Kansas	Johnson County	12
Nebraska	Saline County	11
South Carolina	Orangeburg County	10
Colorado	Jefferson County	8
New Mexico	Bernalillo County	7
Missouri	St. Louis County	2
Nebraska	Hayes County	2
Wyoming	Campbell County	2
Nebraska	Clay County	1
Nebraska	Lincoln County	1
South Dakota	Brookings County	1

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 31.2 percent of the 205 people migrating out of Nuckolls County remained in the state of Nebraska (64 people). Data show 141 Nuckolls County residents (68.8 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

Nuckolls County, Nebraska, 2007-2011, Five-Year Estimate Outflow From County

	Number	Percent
Movers within the United States	400	100.0
Within Same County	195	48.8
Different County, Same State	64	16.0
Different State	141	35.3
Movers to Puerto Rico	0	0
Total Movement	400	

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

Reported Counties (where people moved to)

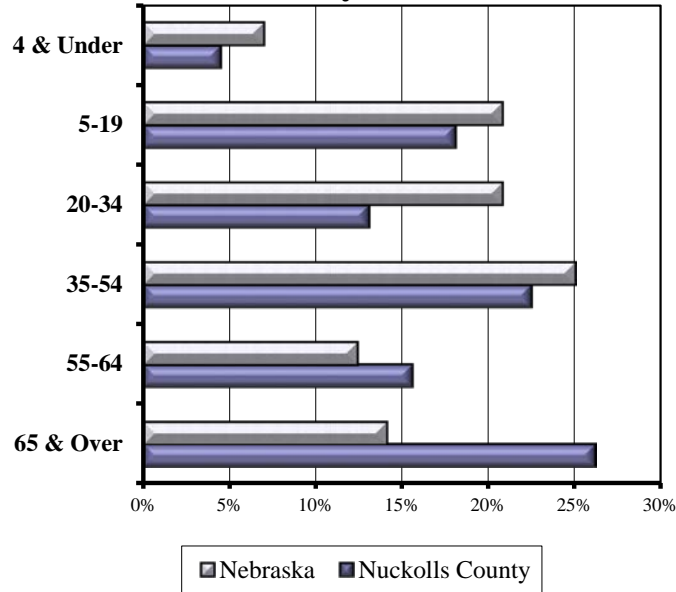
State	County	Number
South Dakota	Fall River County	60
Kansas	Mitchell County	37
Colorado	Arapahoe County	36
Nebraska	Adams County	29
Nebraska	Lancaster County	17
Nebraska	Otoe County	9
Nebraska	Webster County	6
Pennsylvania	Butler County	5
Wisconsin	Marquette County	3
Nebraska	Howard County	2
Nebraska	Gage 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 Nuckolls County. The population of Nuckolls County is significantly older in age than Nebraska as a whole. The median age for Nuckolls County residents in 2013 was 49.6 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 Nuckolls 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 Nuckolls County and Nebraska

	2013 Population		Percent	
	Nebraska	Nuckolls County	Nebraska	Nuckolls County
4 & Under	130,160	198	7.0%	4.5%
5-19	387,807	799	20.8%	18.1%
20-34	388,117	578	20.8%	13.1%
35-54	467,120	994	25.0%	22.5%
55-64	231,304	690	12.4%	15.6%
65 & Over	264,008	1,154	14.1%	26.2%
Total	1,868,516	4,413	100%	100%
Median Age	36.2	49.6		

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 Nuckolls 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

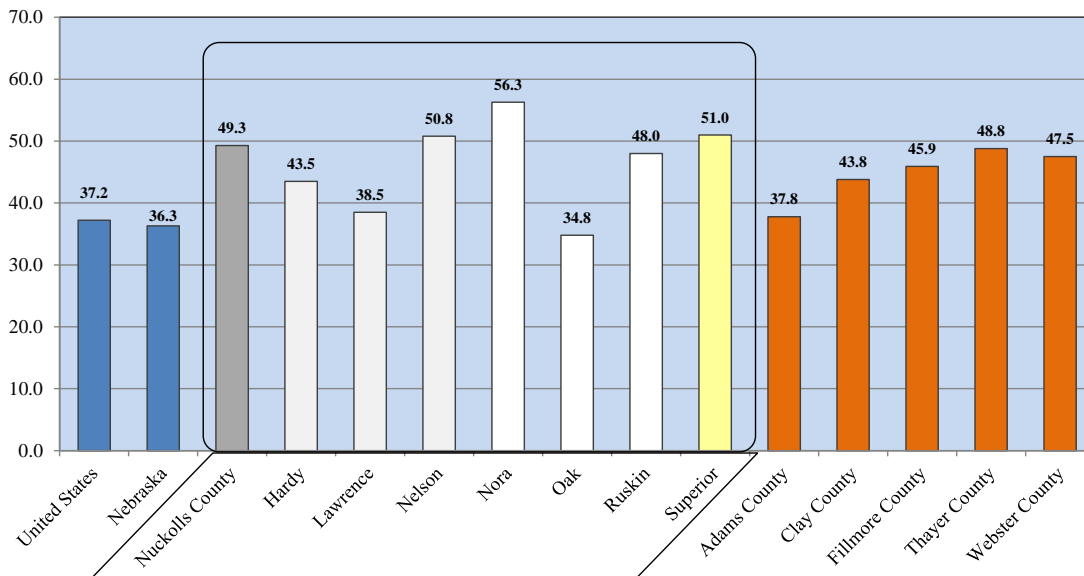
**Median Age by Location and Gender
5-Year Estimate, 2008–2012
Nuckolls County and the Surrounding Area**

	Median Age		
	Total	Male	Female
United States	37.2	35.8	38.5
Nebraska	36.3	35.0	37.5
Nuckolls County	49.3	47.8	50.2
Hardy	43.5	49.9	39.5
Lawrence	38.5	35.9	43.8
Nelson	50.8	49.5	52.0
Nora	56.3	44.0	64.2
Oak	34.8	36.5	33.8
Ruskin	48.0	51.0	46.7
Superior	51.0	50.1	51.5
Adams County	37.8	35.5	39.8
Clay County	43.8	42.6	44.6
Fillmore County	45.9	45.4	46.5
Thayer County	48.8	47.2	50.3
Webster County	47.5	47.5	47.5

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
Nuckolls 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 Nuckolls 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, Nuckolls 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
Nuckolls County	4,413	41,746	9,460	0.79
Adams County	31,610	385,669	12,201	1.02
Clay County	6,392	31,948	4,998	0.42
Fillmore County	5,698	54,518	9,568	0.80
Thayer County	5,189	39,294	7,573	0.63
Webster County	3,688	20,482	5,554	0.46

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

Chart 10

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

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

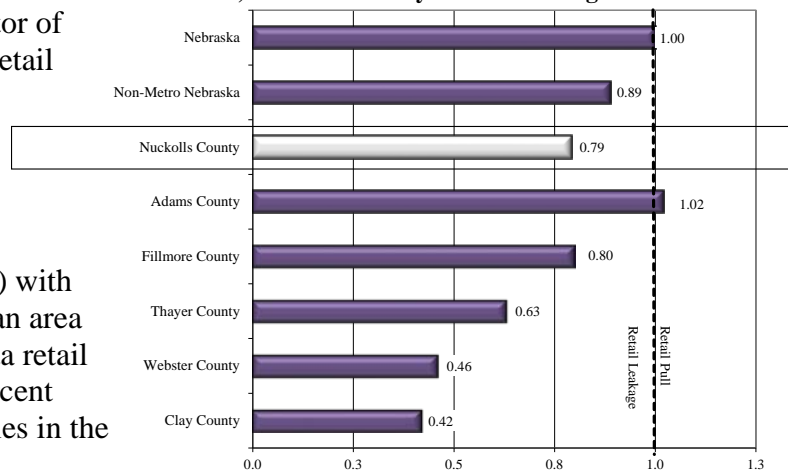


Table 15 and Chart 11 compare the 2013 pull factors for selected area communities. The community of Superior’s pull factor of 1.10 indicates that, on a per capita basis, non-motor vehicle retail sales in Superior are approximately 10 percent greater than the state’s average per capita sales.

Table 15

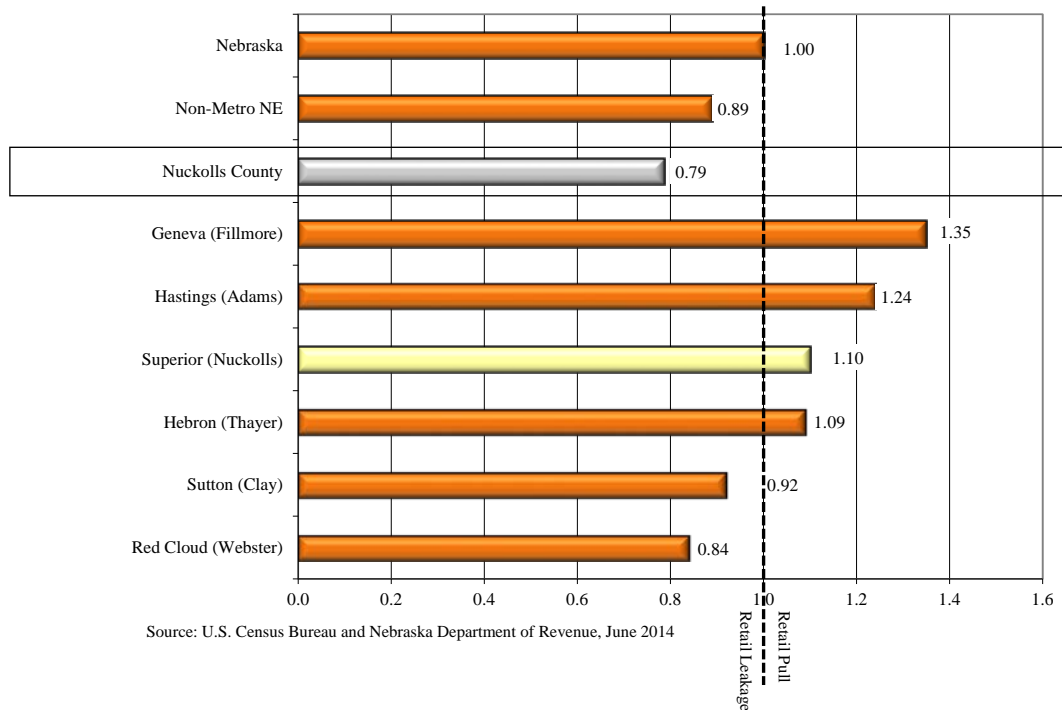
2013 Retail Sales (NMV) Pull Factors Nebraska, Nuckolls County, and Selected Study Area Communities

	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
Nuckolls County	4,413	41,746	9,460	0.79
Superior (Nuckolls)	1,918	25,481	13,285	1.10
Hastings (Adams)	25,093	373,616	14,889	1.24
Sutton (Clay)	1,460	16,214	11,105	0.92
Geneva (Fillmore)	2,152	34,901	16,218	1.35
Hebron (Thayer)	1,561	20,385	13,059	1.09
Red Cloud (Webster)	978	9,892	10,115	0.84

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

Chart 11

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



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

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2013 pull factors into the communities reporting retail sales figures within Nuckolls County. As this table indicates, the community of Nelson had the strongest pull factor (2.02) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.79 for Nuckolls County in 2013.

Table 16

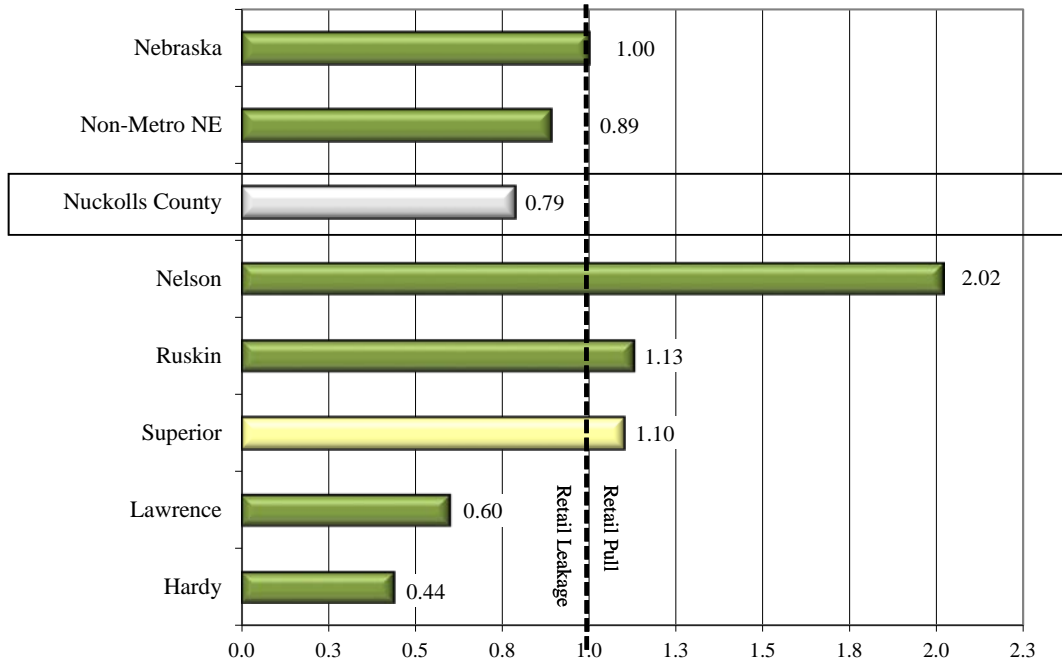
2013 Retail Sales (NMV) Pull Factors Nebraska, and Available Nuckolls County Area Communities

	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
Nuckolls County	4,413	41,746	9,460	0.79
Superior	1,918	25,481	13,285	1.10
Nelson	477	11,560	24,235	2.02
Lawrence	300	2,160	7,201	0.60
Hardy	157	829	5,283	0.44
Ruskin	122	1,657	13,578	1.13

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

Chart 12

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



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

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2013 pull factors for Nebraska, Superior, and eight other similarly sized communities selected from around the state. Imperial's pull factor of 1.84 leads the group for 2013 thus indicating Imperial has greater retail pull.

Table 17

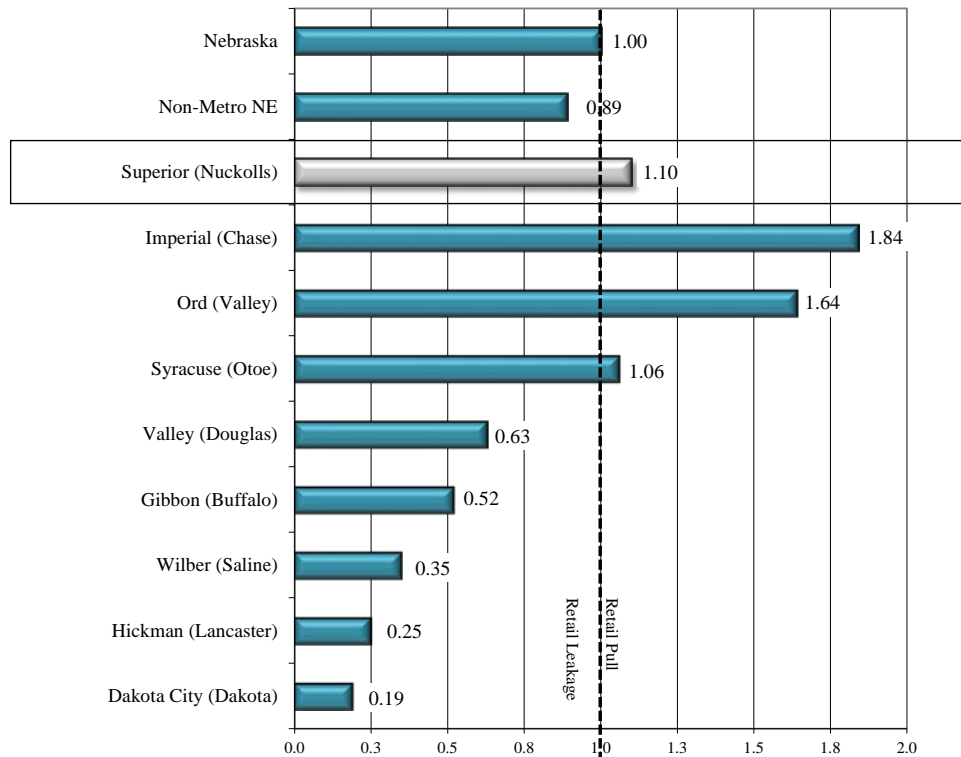
**2013 Retail Sales (NMV) Pull Factors
Superior & Other Similarly Sized Nebraska Communities**

	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
Superior (Nuckolls)	1,918	25,481	13,285	1.10
Hickman (Lancaster)	1,840	5,633	3,062	0.25
Gibbon (Buffalo)	1,851	11,664	6,302	0.52
Wilber (Saline)	1,871	7,764	4,150	0.35
Dakota City (Dakota)	1,907	4,352	2,282	0.19
Syracuse (Otoe)	1,949	24,776	12,712	1.06
Valley (Douglas)	2,003	15,182	7,579	0.63
Ord (Valley)	2,078	40,885	19,675	1.64
Imperial (Chase)	2,091	46,329	22,157	1.84

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

Chart 13

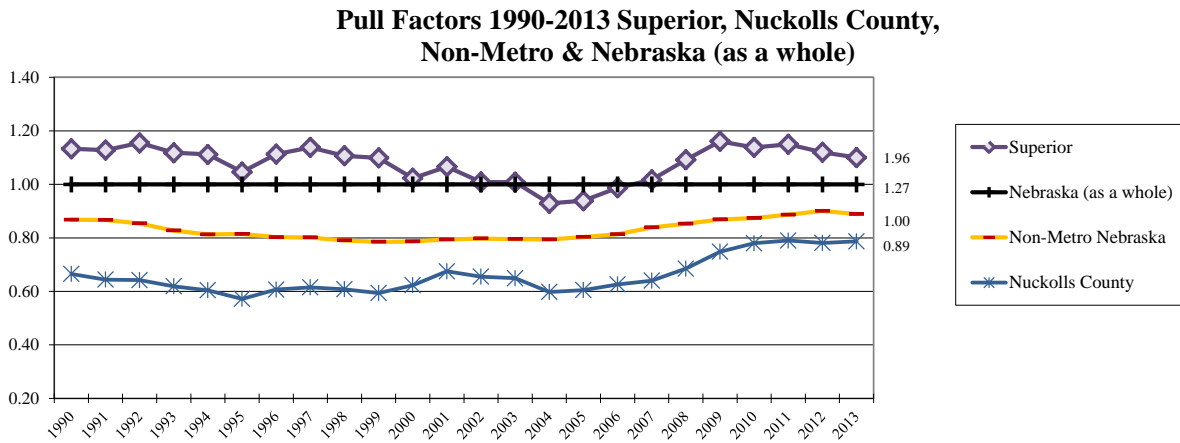
**2013 Retail Sales (NMV) Pull Factors,
Superior & Other Similarly Sized Nebraska Communities**



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

Chart 14 illustrates the pull factor trend for Superior, Nuckolls County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2013. In examining the time line, Superior shows retail pull fluctuating above the state average from 1990 to 2003, falling below the state average from 2004 to 2006, and then returning to fluctuations above the state average from 2007 to 2013. Data within Nuckolls County (as a whole) shows its pull factor fluctuating below the non-metropolitan average and the Nebraska (as a whole) average throughout the time period.

Chart 14



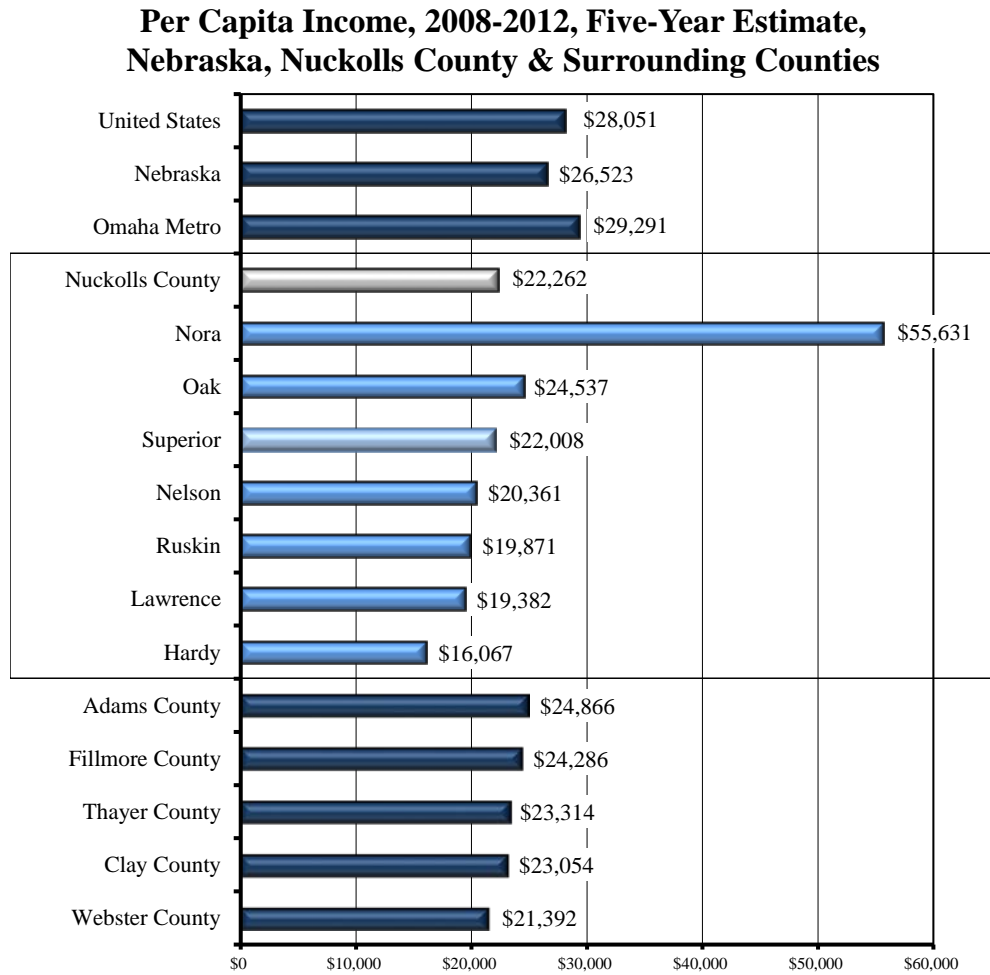
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2014

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 Nuckolls County is estimated to be \$22,262 compared to \$26,523 for Nebraska as a whole.

Chart 15



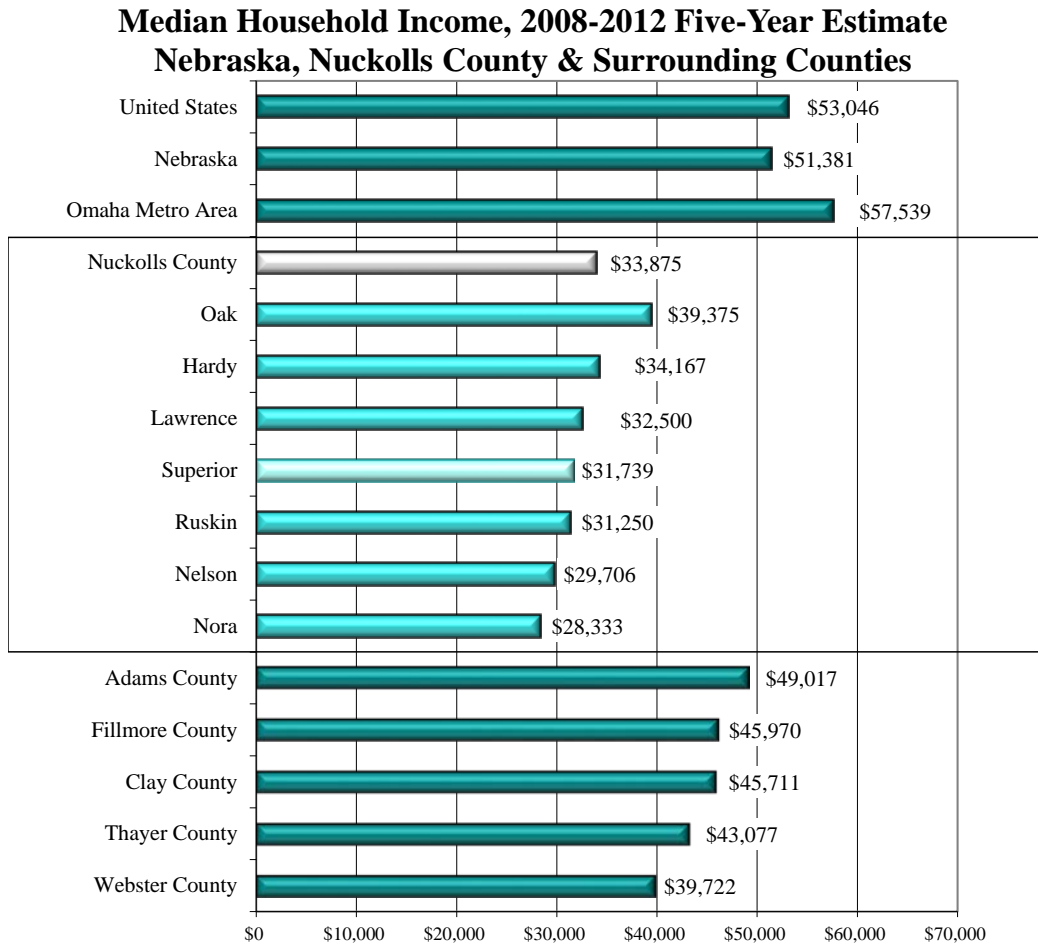
Source: U.S. Census Bureau, 2012 inflation adjusted past 12-months, 2008-2012 American Community Survey, accessed February 2014.

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 Nuckolls County is estimated to be \$33,875 in 2012 compared to \$51,381 for Nebraska as a whole.

Chart 16



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