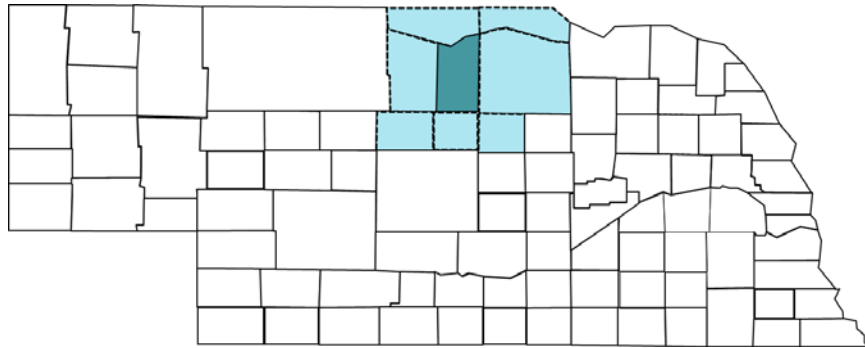


# Economic and Demographic Trends Rock County and the Surrounding Area



*May 2015*

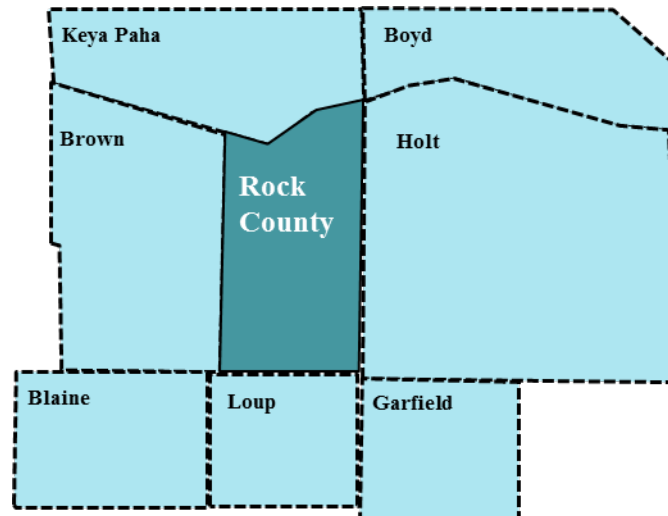
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## Economic and Demographic Trends in Rock County and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Rock 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 Rock County, other counties included in this area are Blaine, Boyd, Brown, Garfield, Holt, Keya Paha, and Loup. The retail sales section also compares retail growth between Bassett 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 Rock 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 seven sectors:

- Natural Resources & Mining
- Manufacturing & Construction
- Trade, Transportation & Utilities
- Financial Activities
- Leisure & Hospitality
- 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 Rock County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Rock County decreased 7.4 percent (36 jobs) between 2004 and 2013.

Table 1 also provides employment data for Rock County by major economic sector for years 2004–2013. Of the sectors reporting complete data, the Financial Activities sector recorded the largest percentage increase in employment and the largest actual employment increase between 2004 and 2013 (100.0 percent or 17 jobs).

Table 1

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

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	% Change 2004-13	# Change 2004-13
<b>Non-farm Employment (W&amp;S)</b>	<b>485</b>	<b>478</b>	<b>493</b>	<b>471</b>	<b>447</b>	<b>451</b>	<b>465</b>	<b>460</b>	<b>460</b>	<b>449</b>	<b>-7.4</b>	<b>-36</b>
<b>Total Private Industries</b>	<b>278</b>	<b>265</b>	<b>276</b>	<b>263</b>	<b>235</b>	<b>231</b>	<b>237</b>	<b>239</b>	<b>246</b>	<b>242</b>	<b>-12.9</b>	<b>-36</b>
<b>Goods Producing</b>	<b>60</b>	<b>60</b>	<b>57</b>	<b>55</b>	<b>51</b>	<b>49</b>	<b>49</b>	<b>35</b>	<b>35</b>	<b>32</b>	<b>-46.7</b>	<b>-28</b>
Natural Resources & Mining	43	45	39	43	43	39	40	27	27	24	-44.2	-19
Manufacturing & Construction	17	15	18	12	8	10	9	8	8	8	-52.9	-9
<b>Service Providing</b>	<b>218</b>	<b>205</b>	<b>219</b>	<b>208</b>	<b>184</b>	<b>182</b>	<b>188</b>	<b>204</b>	<b>211</b>	<b>210</b>	<b>-3.7</b>	<b>-8</b>
Trade, Transportation & Utilities	133	134	144	138	117	115	115	117	124	118	-11.3	-15
Financial Activities	17	17	-D-	-D-	-D-	-D-	22	32	33	34	100.0	17
Leisure & Hospitality	30	22	31	24	24	25	26	27	24	22	-26.7	-8
Other Private Services	38	32	N/A	N/A	N/A	N/A	25	28	30	36	-5.3	-2
<b>Government</b>	<b>207</b>	<b>212</b>	<b>217</b>	<b>209</b>	<b>212</b>	<b>220</b>	<b>228</b>	<b>221</b>	<b>214</b>	<b>207</b>	<b>0.0</b>	<b>0</b>
Federal	6	5	5	6	5	6	9	4	3	3	-50.0	-3
State	10	9	10	11	12	13	16	15	14	13	30.0	3
Local	191	198	202	192	195	201	203	201	197	191	0.0	0

-D- Data withheld to avoid disclosure of individual reporting units

N/A Data not available

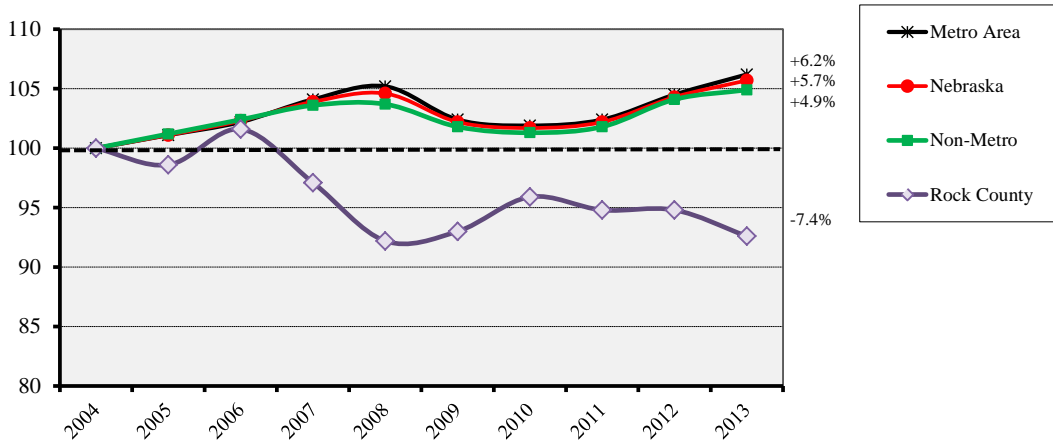
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2014

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Rock 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 Rock County decreased 7.4 percent (36 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, Rock County, Nebraska,  
Metro, and Non-Metro Nebraska, 2004-2013  
(Index, 2004=100)**

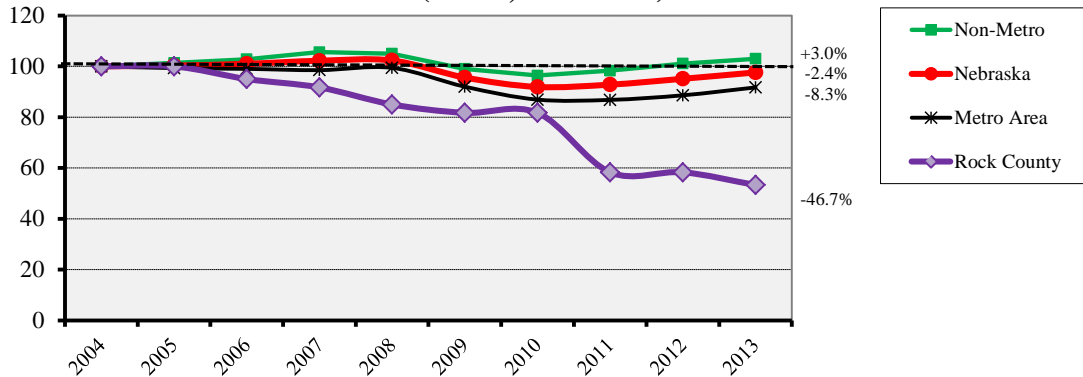


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

Chart 2 presents data on goods producing industries wage and salary employment growth for Rock County, Nebraska, metropolitan, and non-metropolitan areas. The goods producing sector for Rock County recorded a 46.7 percent decrease 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, Rock County, Nebraska,  
Metro, and Non-Metro Nebraska, 2004-2013  
(Index, 2004=100)**



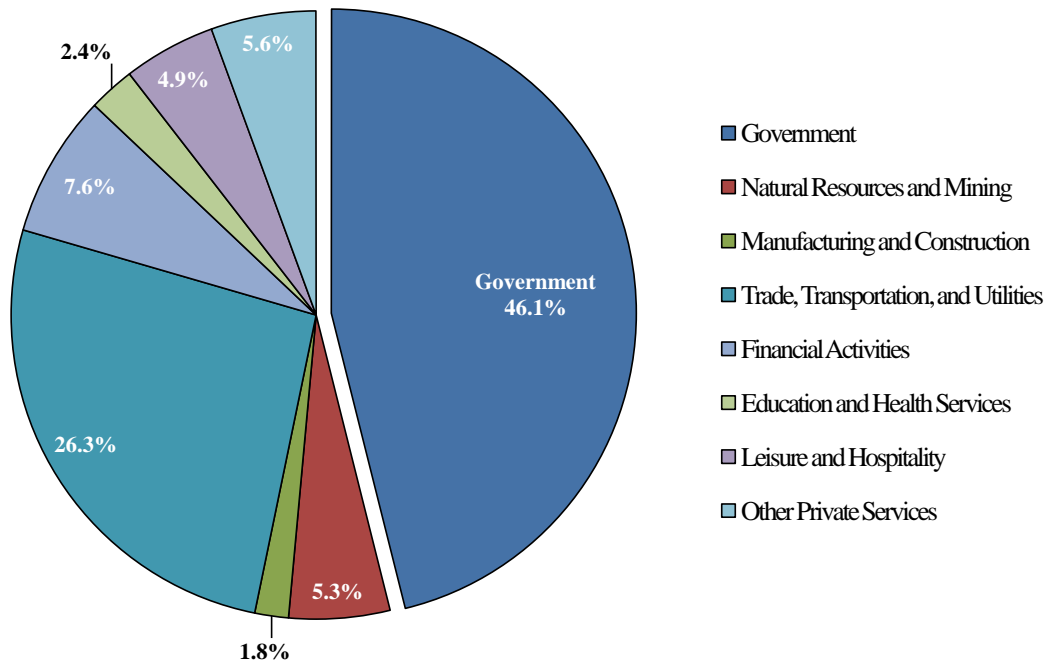
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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

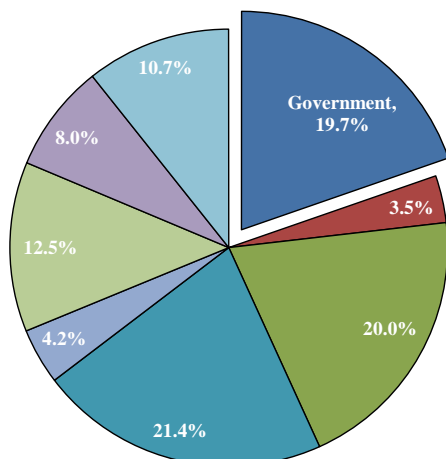
When comparing the Rock County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 46.1 percent of the county workforce (207 employees) compared to 19.7 percent for non-metropolitan Nebraska; a difference of 26.4 percent. Comparing Rock County to the overall metropolitan distribution, the largest deviation is again found in the Government sector (46.1 percent Rock County vs. 15.2 percent metropolitan Nebraska; a difference of 30.9 percent).

Charts 3, 4, 5

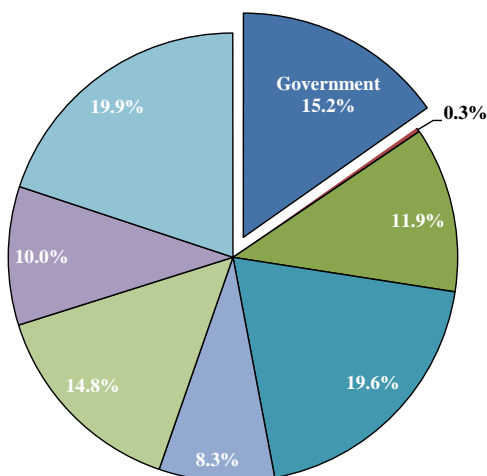
### Nonfarm Wage & Salary Employment by Major Economic Sector Rock County, 2013



**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 Rock 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 Rock County residents participating in the labor force between 2004 and 2013 (3.2 percent or 31 people).

The number of those unemployed in Rock County decreased by 18.2 percent (6 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 Rock County unemployment rate was 2.9 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, Rock County, Nebraska  
Selected Years: 2004-2013**

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	% Change 2004-13	# Change 2004-13
<b>Labor Force</b>	<b>974</b>	<b>937</b>	<b>953</b>	<b>879</b>	<b>852</b>	<b>872</b>	<b>908</b>	<b>935</b>	<b>942</b>	<b>943</b>	<b>-3.2</b>	<b>-31</b>
Unemployment	33	28	22	22	24	26	26	25	23	27	-18.2	-6
Unemployment Rate	3.4	3.0	2.3	2.5	2.8	3.0	2.9	2.7	2.4	2.9	(N/A)	(N/A)
Employment	941	909	931	857	828	846	882	910	919	916	-2.7	-25

(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 Rock 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 Rock County are from 2011.

Table 3 (pages 6–7) examines the Work Destination area for Rock County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 499 county labor force participants holding primary jobs. As Table 3 shows, 95.4 percent of Rock County's labor force participants are employed within the state of Nebraska. Approximately 41.3 percent of Rock County workers remain within Rock County for employment with 58.7 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Rock County labor force participants are employed (next page).

Table 3

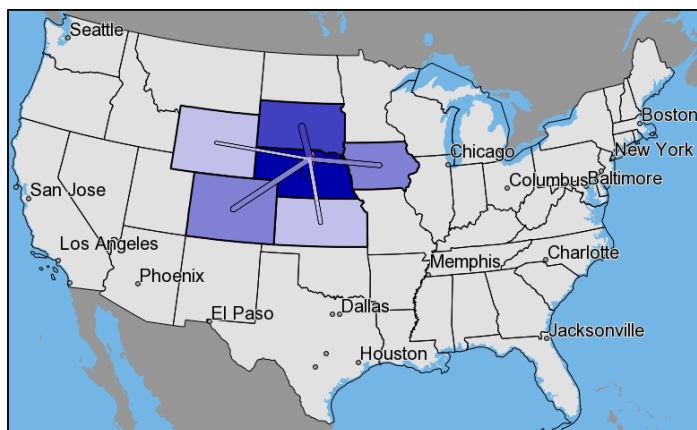
### **Work Destination Report** **Where Workers are Employed Who Live in the Selection Area**

2011		
	Count	Share
<b>Total Primary Jobs</b>	<b>499</b>	<b>100.0%</b>

#### By States

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

2011		
	Count	Share
<b>Nebraska</b>	<b>476</b>	<b>95.4%</b>
South Dakota	17	3.4%
Colorado	2	0.4%
Iowa	2	0.4%
Kansas	1	0.2%
Wyoming	1	0.2%
All Other Locations	0	0.0%



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

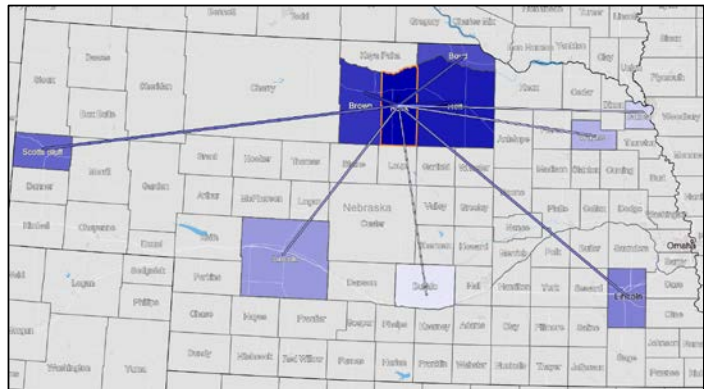
Table 3 (continued)

**By Counties**

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

2011

	Count	Share
<b>Rock County, NE</b>	<b>206</b>	<b>41.3%</b>
Holt County, NE	107	21.4%
Brown County, NE	54	10.8%
Boyd County, NE	17	3.4%
Scotts Bluff County, NE	11	2.2%
Lancaster County, NE	10	2.0%
Lincoln County, NE	8	1.6%
Wayne County, NE	7	1.4%
Dakota County, NE	6	1.2%
Buffalo County, NE	5	1.0%
All Other Locations	68	13.6%



**By Places (top 10)**

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

2011

	Count	Share
<b>Bassett city, NE</b>	<b>194</b>	<b>38.9%</b>
Ainsworth city, NE	48	9.6%
Atkinson city, NE	35	7.0%
O'Neill city, NE	16	3.2%
Lincoln city, NE	9	1.8%
Scottsbluff city, NE	8	1.6%
Spencer village, NE	8	1.6%
Chambers village, NE	7	1.4%
North Platte city, NE	7	1.4%
Stuart village, NE	7	1.4%
All Other Locations	160	32.1%



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



People also travel from other locations to work in Rock County—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Rock County. The Census identified 405 primary jobs within Rock County. As Table 4 indicates, 96.0 percent of these jobs are held by Nebraska residents. Approximately 50.9 percent of Rock County 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

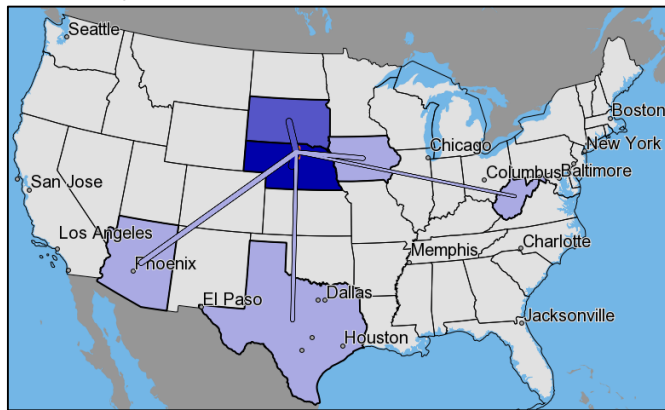
	Count	Share
<b>Total Primary Jobs</b>	<b>405</b>	<b>100.0%</b>

### By States

#### Jobs Counts by States Where Workers Live - Primary Jobs

2011

	Count	Share
<b>Nebraska</b>	<b>389</b>	<b>96.0%</b>
South Dakota	12	3.0%
Arizona	1	0.2%
Iowa	1	0.2%
Texas	1	0.2%
West Virginia	1	0.2%
All Other Locations	0	0.0%

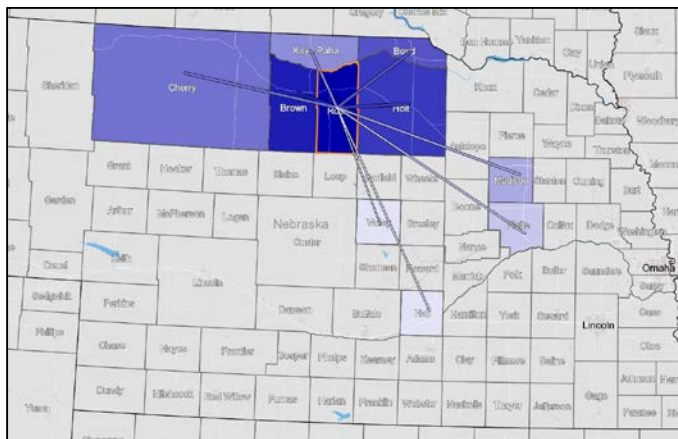


### By Counties

#### Job Counts by Counties Where Workers Live

2011

	Count	Share
<b>Rock County, NE</b>	<b>206</b>	<b>50.9%</b>
Brown County, NE	46	11.4%
Holt County, NE	24	5.9%
Boyd County, NE	21	5.2%
Cherry County, NE	20	4.9%
Keya Paha County, NE	9	2.2%
Madison County, NE	8	2.0%
Platte County, NE	6	1.5%
Hall County, NE	5	1.2%
Valley County, NE	5	1.2%
All Other Locations	55	13.6%

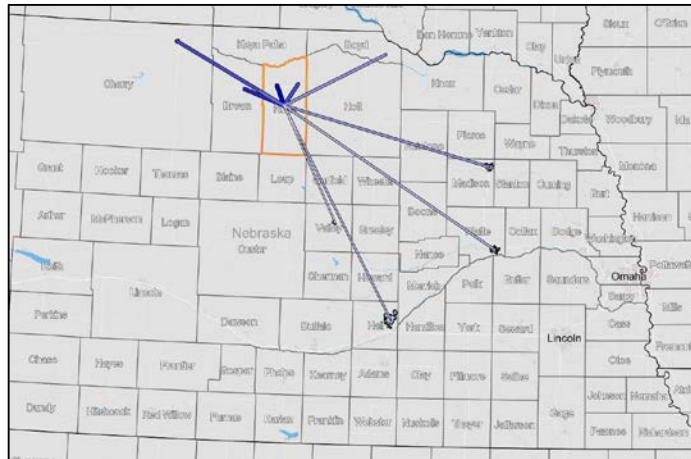


Source: U.S. Census Bureau, LED Origin-Destination Data Base, May 2015

Table 4 (continued)

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

2011		
	Count	Share
<b>Bassett city, NE</b>	<b>86</b>	<b>21.2%</b>
Ainsworth city, NE	25	6.2%
Newport village, NE	10	2.5%
Valentine city, NE	10	2.5%
Long Pine city, NE	7	1.7%
Lynch village, NE	6	1.5%
Norfolk city, NE	6	1.5%
Columbus city, NE	5	1.2%
Grand Island city, NE	5	1.2%
Ord city, NE	4	1.0%
All Other Locations	241	59.5%



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

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

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	405	100.0%	400	100.0%	353	100.0%
Living in the Selection Area	499	123.2%	473	118.3%	410	116.1%
Net Job Inflow (+) or Outflow (-)	-94	-	-73	-	-57	-

In-Area Labor Force Efficiency (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	499	100.0%	473	100.0%	410	100.0%
Living and Employed in the Selection Area	206	41.3%	248	52.4%	226	55.1%
Living in the Selection Area but Employed Outside	293	58.7%	225	47.6%	184	44.9%

In-Area Employment Efficiency (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	405	100.0%	400	100.0%	353	100.0%
Employed and Living in the Selection Area	206	50.9%	248	62.0%	226	64.0%
Employed in the Selection Area but Living Outside	199	49.1%	152	38.0%	127	36.0%

Table 5 (continued)

<b>Outflow Job Characteristics (Primary Jobs)</b>	<b>2011</b>		<b>2010</b>		<b>2009</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
External Jobs Filled by Residents	293	100.0%	225	100.0%	184	100.0%
Workers Aged 29 or younger	57	19.5%	49	21.8%	46	25.0%
Workers Aged 30 to 54	155	52.9%	130	57.8%	104	56.5%
Workers Aged 55 or older	81	27.6%	46	20.4%	34	18.5%
Workers Earning \$1,250 per month or less	85	29.0%	73	32.4%	57	31.0%
Workers Earning \$1,251 to \$3,333 per month	148	50.5%	94	41.8%	82	44.6%
Workers Earning More than \$3,333 per month	60	20.5%	58	25.8%	45	24.5%
Workers in the "Goods Producing" Industry Class	46	15.7%	32	14.2%	28	15.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	104	35.5%	66	29.3%	54	29.3%
Workers in the "All Other Services" Industry Class	143	48.8%	127	56.4%	102	55.4%

<b>Inflow Job Characteristics (Primary Jobs)</b>	<b>2011</b>		<b>2010</b>		<b>2009</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
Internal Jobs Filled by Outside Workers	199	100.0%	152	100.0%	127	100.0%
Workers Aged 29 or younger	40	20.1%	29	19.1%	21	16.5%
Workers Aged 30 to 54	101	50.8%	78	51.3%	60	47.2%
Workers Aged 55 or older	58	29.1%	45	29.6%	46	36.2%
Workers Earning \$1,250 per month or less	69	34.7%	64	42.1%	47	37.0%
Workers Earning \$1,251 to \$3,333 per month	82	41.2%	58	38.2%	58	45.7%
Workers Earning More than \$3,333 per month	48	24.1%	30	19.7%	22	17.3%
Workers in the "Goods Producing" Industry Class	9	4.5%	22	14.5%	13	10.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	47	23.6%	34	22.4%	36	28.3%
Workers in the "All Other Services" Industry Class	143	71.9%	96	63.2%	78	61.4%

<b>Interior Flow Job Characteristics (Primary Jobs)</b>	<b>2011</b>		<b>2010</b>		<b>2009</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
Internal Jobs Filled by Residents	206	100.0%	248	100.0%	226	100.0%
Workers Aged 29 or younger	29	14.1%	34	13.7%	33	14.6%
Workers Aged 30 to 54	100	48.5%	134	54.0%	123	54.4%
Workers Aged 55 or older	77	37.4%	80	32.3%	70	31.0%
Workers Earning \$1,250 per month or less	74	35.9%	84	33.9%	83	36.7%
Workers Earning \$1,251 to \$3,333 per month	95	46.1%	120	48.4%	108	47.8%
Workers Earning More than \$3,333 per month	37	18.0%	44	17.7%	35	15.5%
Workers in the "Goods Producing" Industry Class	24	11.7%	29	11.7%	25	11.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	69	33.5%	73	29.4%	75	33.2%
Workers in the "All Other Services" Industry Class	113	54.9%	146	58.9%	126	55.8%

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 Rock County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Rock County 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

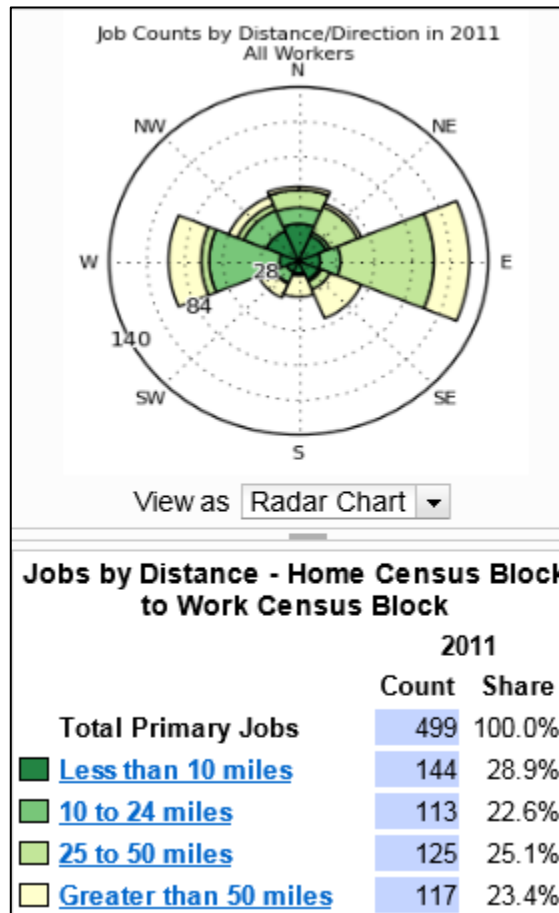
### Distance/Direction Report - Home to Work Census Block Live within study area - distance to work

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

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>499</b>	<b>100.0%</b>	<b>473</b>	<b>100.0%</b>	<b>410</b>	<b>100.0%</b>
Less than 10 miles	144	28.9%	172	36.4%	159	38.8%
10 to 24 miles	113	22.6%	128	27.1%	110	26.8%
25 to 50 miles	125	25.1%	83	17.5%	76	18.5%
Greater than 50 miles	117	23.4%	90	19.0%	65	15.9%

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 Rock County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Rock County has increased since 2009. The data also show the majority of Rock County 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

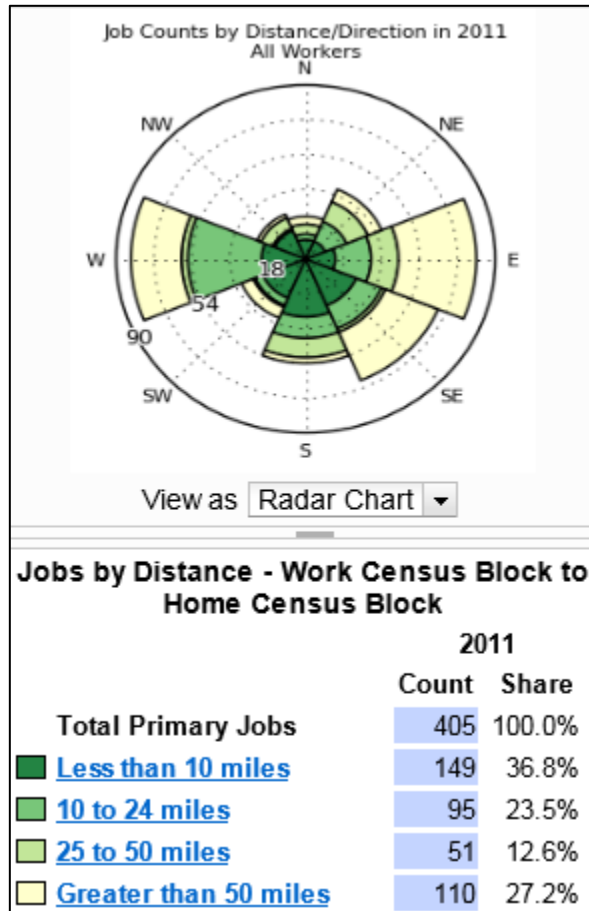
*Work within study area - distance to home*

### Job Counts in Home Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>405</b>	<b>100.0%</b>	<b>400</b>	<b>100.0%</b>	<b>353</b>	<b>100.0%</b>
Less than 10 miles	149	36.8%	175	43.8%	165	46.7%
10 to 24 miles	95	23.5%	125	31.3%	94	26.6%
25 to 50 miles	51	12.6%	47	11.8%	54	15.3%
Greater than 50 miles	110	27.2%	53	13.3%	40	11.3%

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 Rock County and the surrounding area. As Table 8 indicates, Rock County's population experienced an average annual decrease of 0.9 percent between 1970 and 2010 for a total decrease of 31.6 percent or 705 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Rock County reported an average annual 2.6 percent decrease in population from 2010 to 2013 (115 people total).

Table 8

### **County Population 1970-2013 Rock County and the Surrounding Area**

Location	---Year---						Avg. Annual % Change	Avg. Annual % 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>Rock County</b>	<b>2,231</b>	<b>2,383</b>	<b>2,019</b>	<b>1,756</b>	<b>1,526</b>	<b>1,411</b>	<b>-0.9</b>	<b>-2.6</b>
Blaine County	847	867	675	583	478	482	-1.4	0.3
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
Garfield County	2,411	2,363	2,141	1,902	2,049	2,035	-0.4	-0.2
Holt County	12,933	13,552	12,599	11,551	10,435	10,449	-0.5	0.0
Keya Paha County	1,340	1,301	1,029	983	824	790	-1.2	-1.4
Loup County	854	859	683	712	632	576	-0.7	-3.0

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

Table 9 data reveals the population of Rock County's incorporated places as a whole experienced an average annual population decrease of 1.1 percent from 1970 to 2010 and a decrease of 2.6 percent from 2010 to 2013 for a total decrease of 41.2 percent (463 people) from 1970 to 2013. Bassett, the county's largest city, reported a 42.0 percent decrease in population (413 people) between 1970 and 2013. The unincorporated areas outside of the selected communities experienced a 32.2 percent decrease (357 people) during the period 1970–2013.

Table 9

### **County Population 1970-2013 Rock County Communities and Unincorporated Areas**

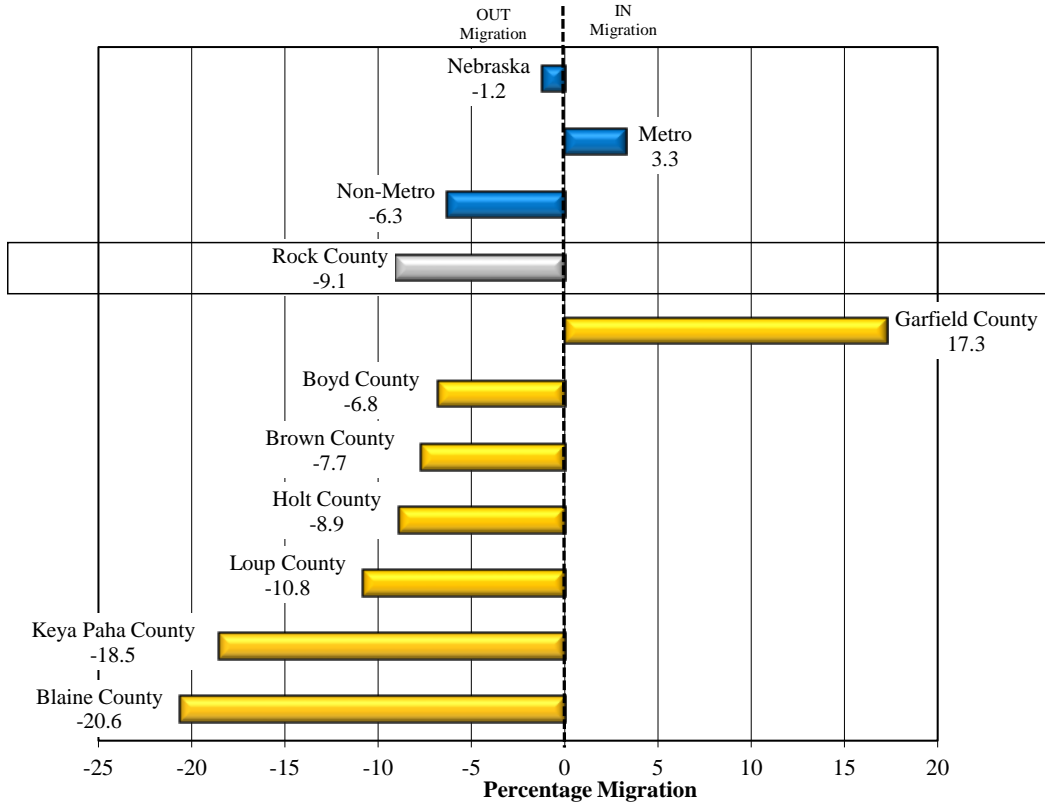
Location	---Year---						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2013	1970-2010	2010-2013
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,868,516</b>	<b>0.5</b>	<b>0.8</b>
<b>Rock County</b>	<b>2,231</b>	<b>2,383</b>	<b>2,019</b>	<b>1,756</b>	<b>1,526</b>	<b>1,411</b>	<b>-0.9</b>	<b>-2.6</b>
Bassett	983	1,009	743	743	619	570	-1.1	-2.7
Newport	141	141	136	98	97	91	-0.9	-2.1
Total Incorporated Places	1,124	1,150	879	841	716	661	-1.1	-2.6
Unincorporated Areas	1,107	1,233	1,140	915	810	750	-0.8	-2.5

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, Rock 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, Rock County experienced a net out-migration of 160 people or 9.1 percent of its 2000 population.

Chart 6

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

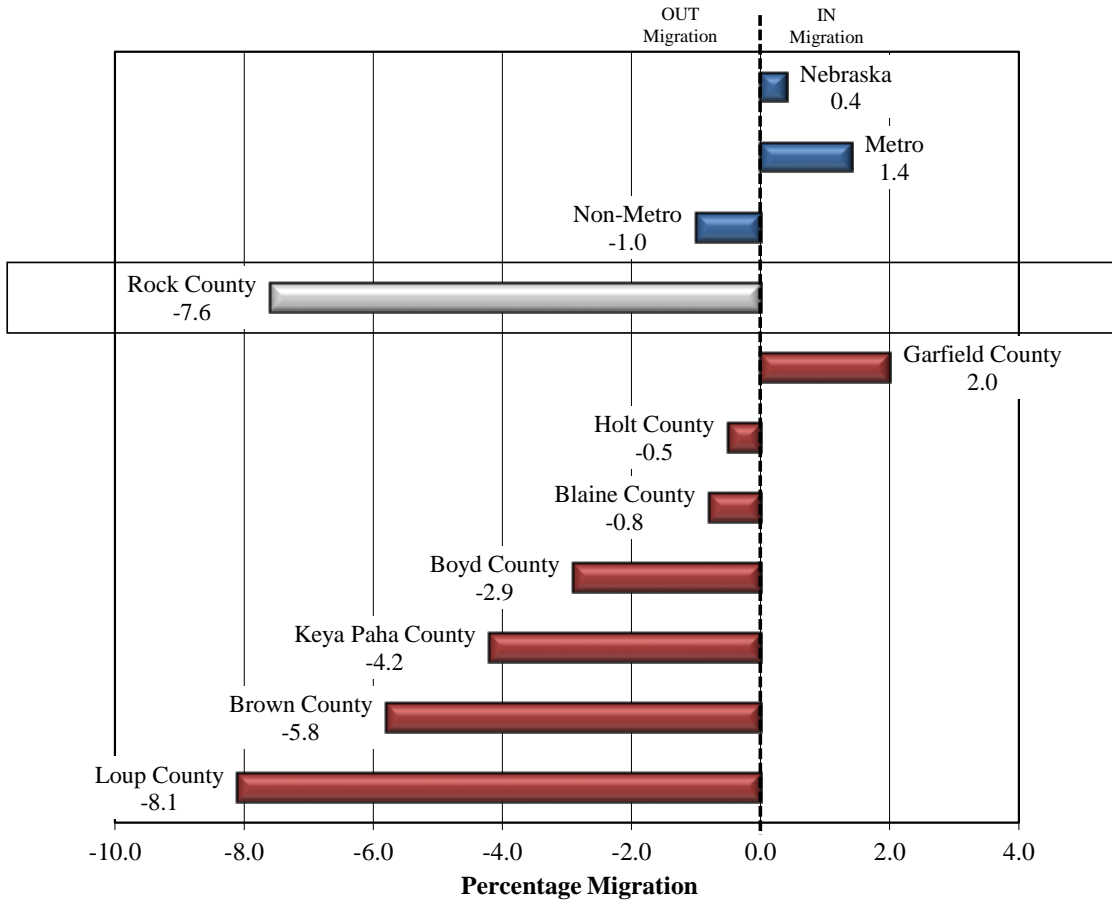


Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

Looking at the years 2010–2013 (Chart 7), Rock County experienced a net out-migration of 116 people or 7.6 percent of its 2010 population.

Chart 7

### 2010-2013 Net Migration as Percent of 2010 Population Rock 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 18.8 percent of the 117 people moving into Rock County moved from other Nebraska locations (22 people). Data also reveal 95 people (81.2 percent) migrated into the county from other states.

Table 10

### **Rock County, Nebraska, 2007-2011, Five-Year Estimate Inflow Into County**

	Number	Percent
Movers within the United States	149	100.0
Within Same County	32	21.5
Different County, Same State	22	14.8
Different State	95	63.8
Movers from Abroad	0	0.0
<b>Total Movement</b>	<b>149</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
Illinois	Macon County	68
Nebraska	Nemaha County	14
Kansas	Sedgwick County	12
Arkansas	Hot Spring County	6
Nebraska	Saunders County	6
Idaho	Nez Perce County	5
California	Tehama County	4
Asia	-	3
Nebraska	Brown County	1
Nebraska	Valley 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 58.6 percent of the 128 people migrating out of Rock County remained in the state of Nebraska (75 people). Data show 53 Rock County residents (41.4 percent) also moved to other states during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 11

### **Rock County, Nebraska, 2007-2011, Five-Year Estimate Outflow From County**

	<b>Number</b>	<b>Percent</b>
Movers within the United States	160	100.0
Within Same County	32	20.0
Different County, Same State	75	46.9
Different State	53	33.1
Movers to Puerto Rico	0	0.0
<b>Total Movement</b>	<b>160</b>	

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

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

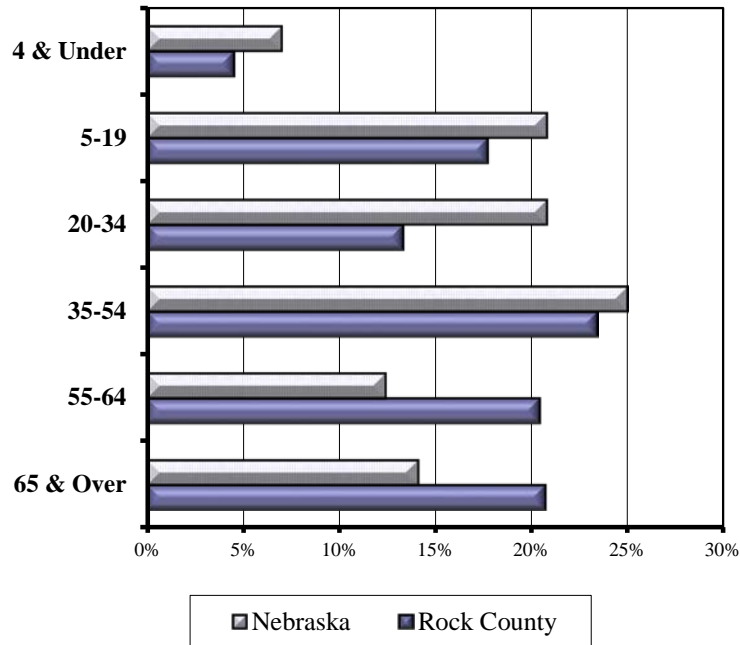
<b>State</b>	<b>County</b>	<b>Number</b>
California	Los Angeles County	53
Nebraska	Holt County	31
Nebraska	Hamilton County	19
Nebraska	Brown County	10
Nebraska	Hall County	9
Nebraska	Scotts Bluff County	3
Nebraska	Sheridan County	3

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 Rock County. The population of Rock County is significantly older in age than Nebraska as a whole. The median age for Rock County residents in 2013 was 50.5 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 Rock 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 Rock County and Nebraska

	2013 Population		Percent	
	Nebraska	Rock County	Nebraska	Rock County
4 & Under	130,160	64	7.0%	4.5%
5-19	387,807	250	20.8%	17.7%
20-34	388,117	187	20.8%	13.3%
35-54	467,120	330	25.0%	23.4%
55-64	231,304	288	12.4%	20.4%
65 & Over	264,008	292	14.1%	20.7%
<b>Total</b>	<b>1,868,516</b>	<b>1,411</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.2</b>	<b>50.5</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 Rock 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

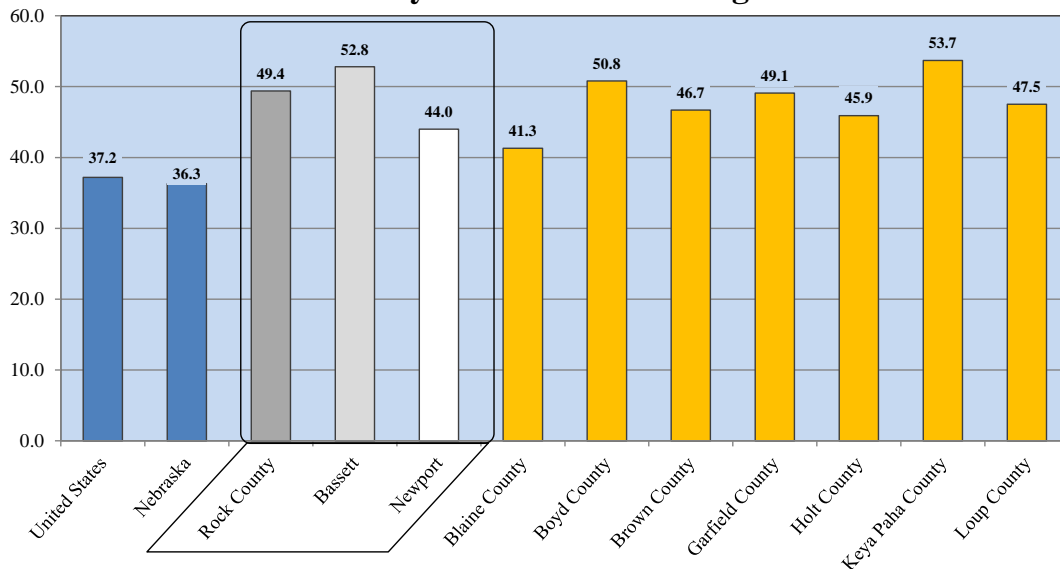
**Median Age by Location and Gender  
5-Year Estimate, 2008–2012  
Rock County and the Surrounding Area**

	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>Rock County</b>	<b>49.4</b>	48.6	49.9
Bassett	52.8	47.8	60.0
Newport	44.0	40.0	49.3
<b>Blaine County</b>	<b>41.3</b>	42.5	39.5
<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>Garfield County</b>	<b>49.1</b>	47.4	50.2
<b>Holt County</b>	<b>45.9</b>	44.8	46.8
<b>Keya Paha County</b>	<b>53.7</b>	53.2	55.2
<b>Loup County</b>	<b>47.5</b>	45.0	49.5

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  
Rock 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 Rock 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

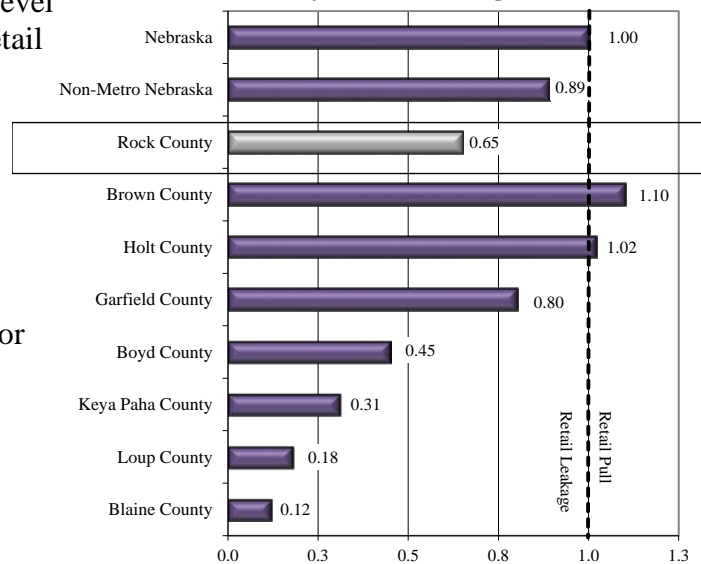
### 2013 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Rock County, and Surrounding Counties

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 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>Rock County</b>	<b>1,411</b>	<b>10,987</b>	<b>7,787</b>	<b>0.65</b>
Blaine County	482	720	1,493	0.12
Boyd County	2,032	10,991	5,409	0.45
Brown County	2,926	38,737	13,239	1.10
Garfield County	2,035	19,660	9,661	0.80
Holt County	10,449	127,536	12,206	1.02
Keya Paha County	790	2,924	3,701	0.31
Loup County	576	1,247	2,165	0.18

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

Chart 10

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



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

Reviewing the pull factors at the county level indicates Rock County experiences net retail leakages. The 2013 pull factor of 0.65 indicates, on a per capita basis, retail sales in Rock County are well 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 Rock County (0.65) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Rock County are 27.1 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 15 and Chart 11 compare the 2013 pull factors for selected area communities. The community of Bassett's pull factor of 1.58 indicates that, on a per capita basis, non-motor vehicle retail sales in Bassett are approximately 58.0 percent greater than the state's average per capita sales.

Table 15

### 2013 Retail Sales (NMV) Pull Factors Nebraska, Rock 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
<b>Rock County</b>	<b>1,411</b>	<b>10,987</b>	<b>7,787</b>	<b>0.65</b>
Bassett (Rock)	570	10,860	19,052	1.58
Dunning (Blaine)	105	422	4,019	0.33
Spencer (Boyd)	440	5,186	11,786	0.98
Ainsworth (Brown)	1,609	36,619	22,759	1.89
Burwell (Garfield)	1,213	19,622	16,176	1.35
O'Neill (Holt)	3,700	84,767	22,910	1.91
Springview (Keya Paha)	231	2,692	11,654	0.97
Taylor (Loup)	174	810	4,655	0.39

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

Chart 11

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

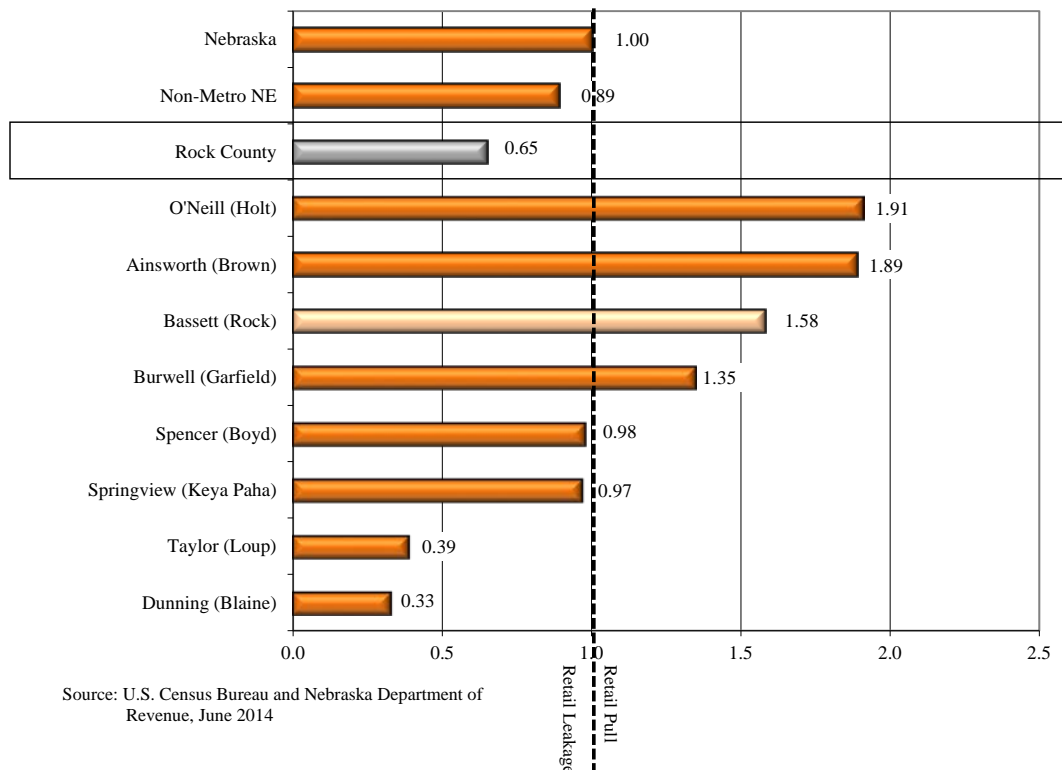


Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2013 pull factors into the communities reporting retail sales figures within Rock County. As this table indicates, the community of Bassett had the strongest pull factor (1.58) compared to the other community reporting in the county. Together, these communities contributed to an overall pull factor of 0.65 for Rock County in 2013.

Table 16

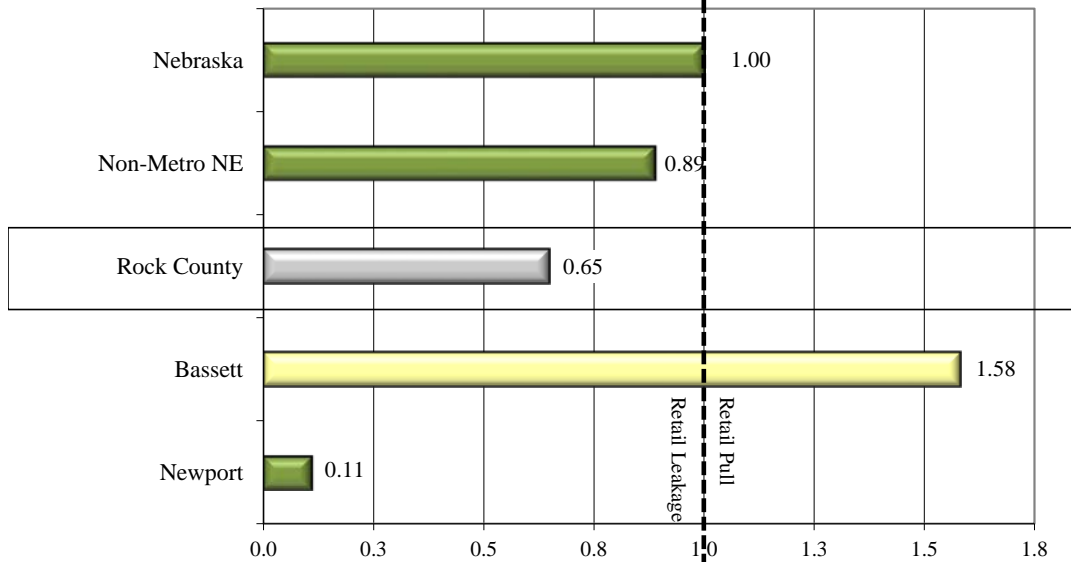
### 2013 Retail Sales (NMV) Pull Factors Nebraska and Available Rock County Area Communities

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 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>Rock County</b>	<b>1,411</b>	<b>10,987</b>	<b>7,787</b>	<b>0.65</b>
Bassett	570	10,860	19,052	1.58
Newport	91	125	1,371	0.11

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

Chart 12

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



Source: U.S. Census 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, Bassett, and eight other similarly sized communities selected from around the state. Bassett's pull factor of 1.58 leads the group for 2013 thus indicating Bassett has greater retail pull.

Table 17

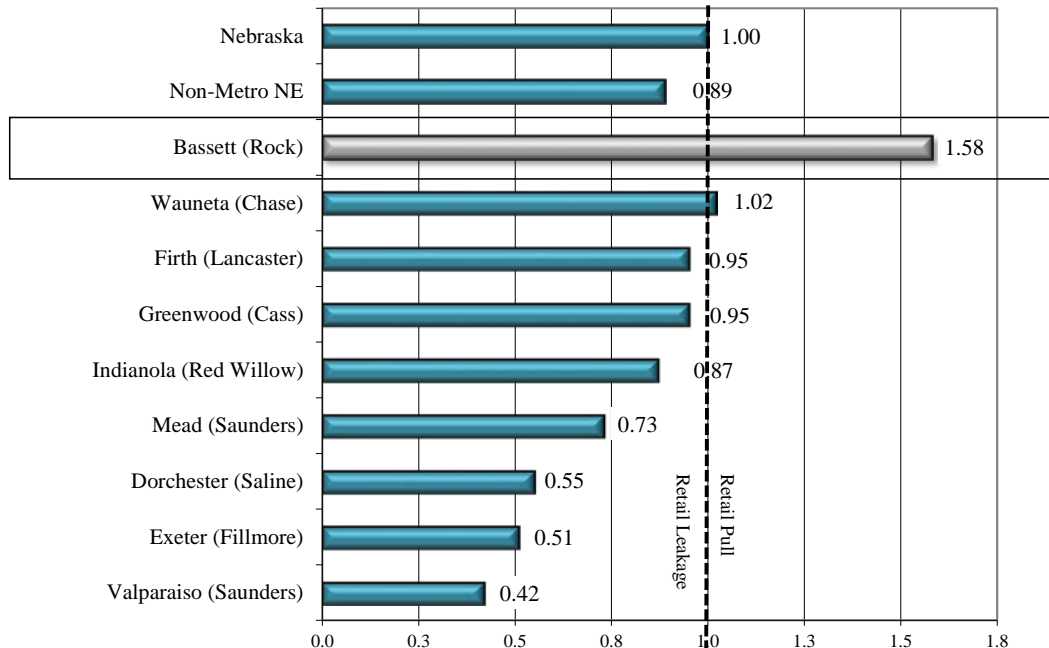
### 2013 Retail Sales (NMV) Pull Factors Bassett & Other Similarly Sized Nebraska Communities

	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
<b>Bassett (Rock)</b>	<b>570</b>	<b>10,860</b>	<b>19,052</b>	<b>1.58</b>
Mead (Saunders)	562	4,948	8,804	0.73
Valparaiso (Saunders)	562	2,857	5,083	0.42
Greenwood (Cass)	566	6,450	11,396	0.95
Exeter (Fillmore)	570	3,477	6,100	0.51
Indianola (Red Willow)	575	6,026	10,481	0.87
Firth (Lancaster)	579	6,629	11,450	0.95
Wauneta (Chase)	583	7,183	12,321	1.02
Dorchester (Saline)	585	3,850	6,582	0.55

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

Chart 13

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



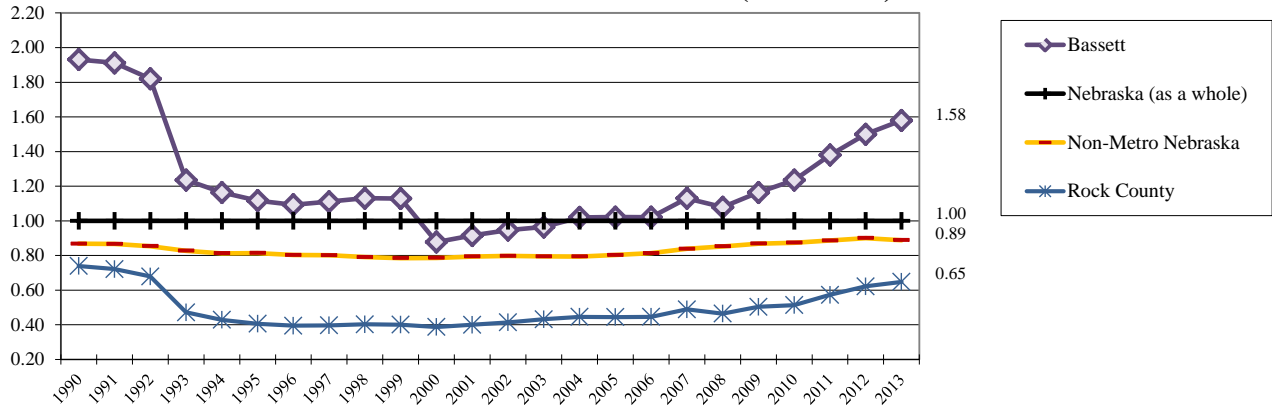
Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014



Chart 14 illustrates the pull factor trend for Bassett, Rock County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2013. In examining the time line, the city of Bassett shows retail pull declining sharply from 1992 to 1993, leveling off, then falling below the state average in 2000 and then trending upward for the remainder of the study period. Data within Rock County (as a whole) shows the pull factor remained well below the non-metropolitan county average and the Nebraska (as a whole) average throughout the time period.

Chart 14

**Pull Factors 1990-2013 Bassett, Rock County, Non-Metro & Nebraska (as a whole)**



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

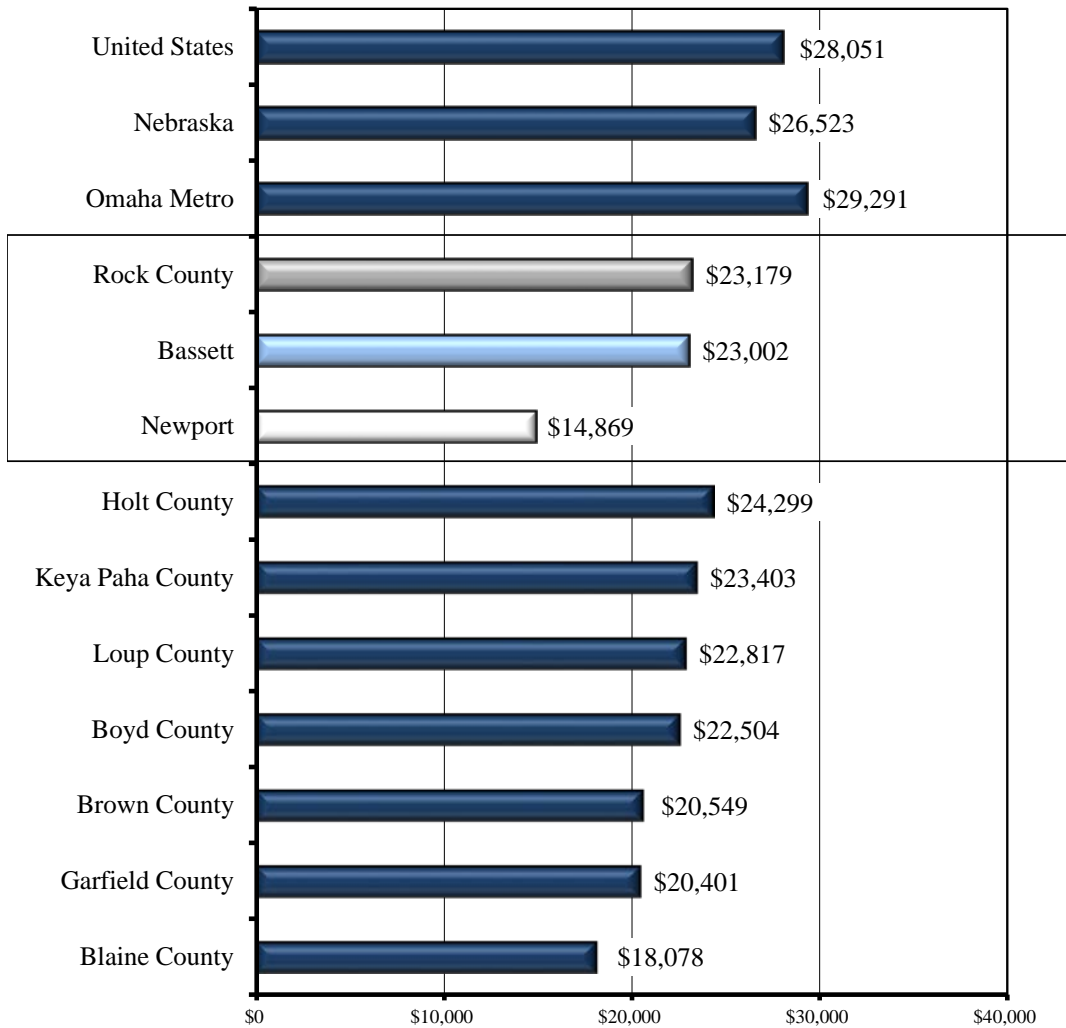
## Per Capita Personal Income

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 Rock County is estimated to be \$23,179 compared to \$26,523 for Nebraska as a whole.

Chart 15

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



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

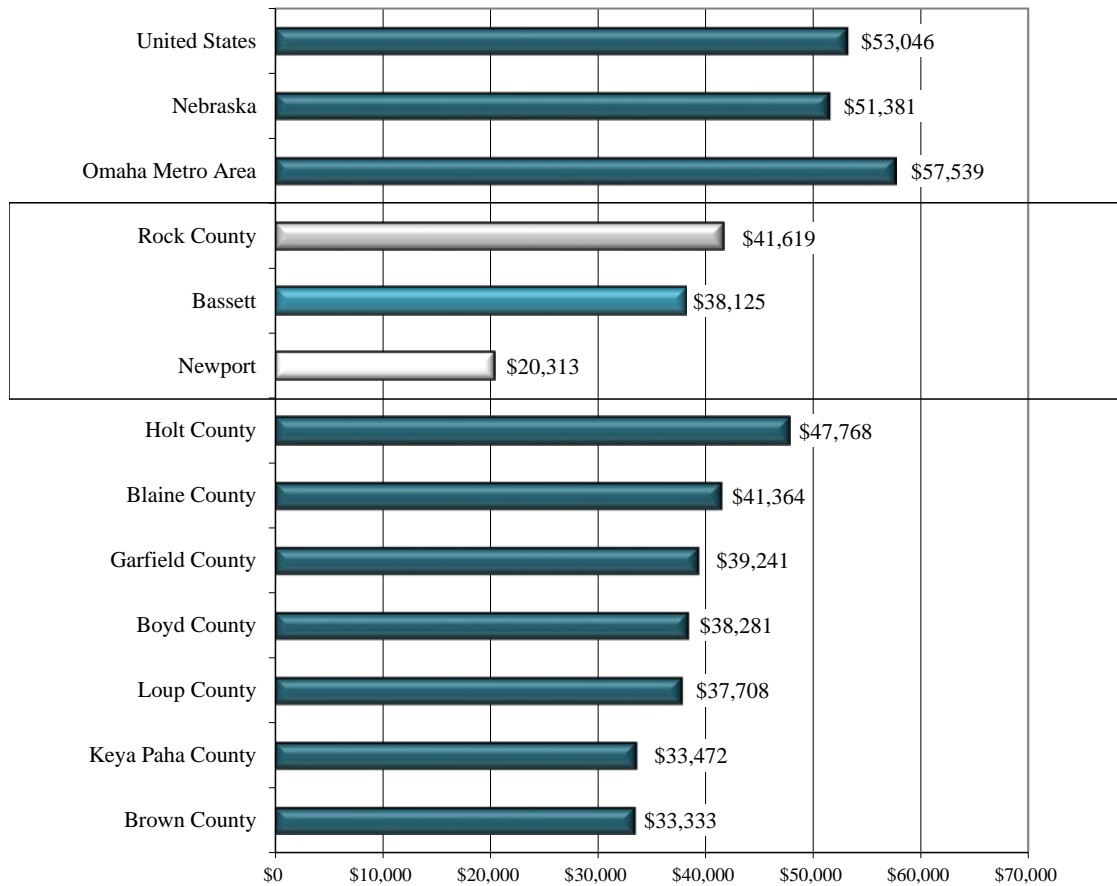
## Median Household Income

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 Rock County is estimated to be \$41,619 in 2012 compared to \$51,381 for Nebraska as a whole.

Chart 16

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



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