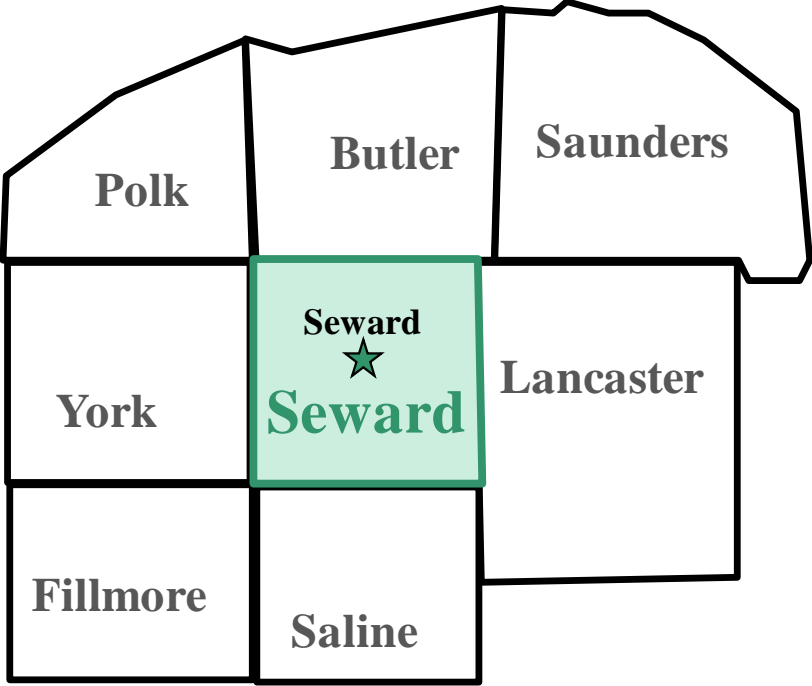


# Economic and Demographic Trends

Seward, Seward County,  
and the Surrounding Area



*August 2014*

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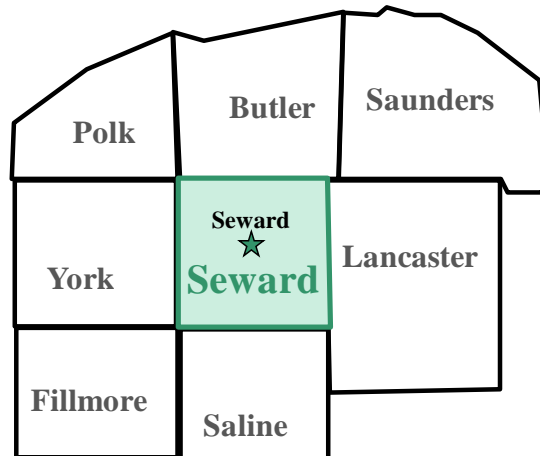
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## Economic and Demographic Trends in Seward, Seward County, and the Surrounding Area

Seward Labor Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the city of Seward and Seward 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 Seward County, other counties included in this area are Butler, Fillmore, Lancaster, Polk, Saline, Saunders, and York. The retail sales section also compares retail growth between Seward 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 Seward 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 Seward County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Seward County increased 8.0 percent (471 jobs) between 2004 and 2013.

Table 1 also provides employment data for Seward County by major economic sector for years 2004–2013. Of the sectors reporting complete data, the Natural Resources & Mining sector recorded the largest percentage increase in employment between 2004 and 2013 (46.0 percent or 125 jobs). The Manufacturing sector recorded the largest actual employment increase between 2004 and 2013 (239 jobs or 25.6 percent).

Table 1

**Non-Farm Wage & Salary Employment Trends, Seward 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>5,883</b>	<b>5,949</b>	<b>6,038</b>	<b>5,950</b>	<b>5,704</b>	<b>5,666</b>	<b>5,775</b>	<b>5,975</b>	<b>6,179</b>	<b>6,354</b>	<b>8.0</b>	<b>471</b>
<b>Total Private Industries</b>	<b>4,836</b>	<b>4,885</b>	<b>4,915</b>	<b>4,843</b>	<b>4,592</b>	<b>4,531</b>	<b>4,624</b>	<b>4,861</b>	<b>5,047</b>	<b>5,202</b>	<b>7.6</b>	<b>366</b>
<b>Goods Producing</b>	<b>1,527</b>	<b>1,561</b>	<b>1,620</b>	<b>1,625</b>	<b>1,558</b>	<b>1,548</b>	<b>1,534</b>	<b>1,691</b>	<b>1,843</b>	<b>1,957</b>	<b>28.2</b>	<b>430</b>
Natural Resources & Mining	272	268	277	277	262	320	293	289	342	397	46.0	125
Construction	323	354	348	327	338	295	293	293	312	388	20.1	65
Manufacturing	933	939	996	1,021	958	933	948	1,109	1,189	1,172	25.6	239
<b>Service Providing</b>	<b>3,309</b>	<b>3,324</b>	<b>3,295</b>	<b>3,218</b>	<b>3,034</b>	<b>2,983</b>	<b>3,090</b>	<b>3,170</b>	<b>3,204</b>	<b>3,245</b>	<b>-1.9</b>	<b>-64</b>
Trade, Transportation & Utilities	1,005	1,111	1,075	1,087	1,075	1,107	1,134	1,103	1,135	1,156	15.0	151
Information	49	47	42	42	47	46	47	50	55	55	12.2	6
Financial Activities	210	233	243	242	244	238	243	237	232	231	10.0	21
Professional & Business Services	524	492	526	441	254	206	212	249	236	242	-53.8	-282
Education & Health Services	905	859	841	824	849	854	909	930	918	960	6.1	55
Leisure & Hospitality	515	482	463	456	436	398	405	452	455	459	-10.9	-56
Other Services, except Public	103	101	106	126	131	134	140	150	174	143	38.8	40
<b>Government</b>	<b>1,046</b>	<b>1,064</b>	<b>1,122</b>	<b>1,108</b>	<b>1,112</b>	<b>1,135</b>	<b>1,151</b>	<b>1,114</b>	<b>1,132</b>	<b>1,152</b>	<b>10.1</b>	<b>106</b>
Federal	61	61	60	59	58	58	56	53	52	52	-14.8	-9
State	34	36	39	38	44	49	47	35	43	44	29.4	10
Local	951	967	1,023	1,011	1,010	1,028	1,049	1,026	1,036	1,056	11.0	105

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 Seward 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. Seward County is part of the Omaha Metropolitan Area.

As this chart indicates, total non-farm wage and salary employment in Seward County increased 8.0 percent (471 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

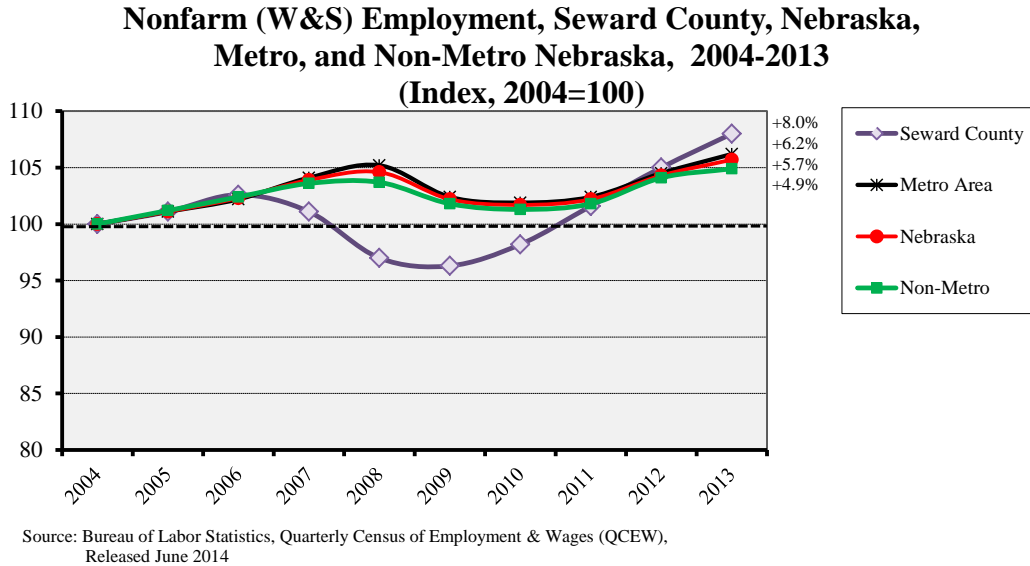
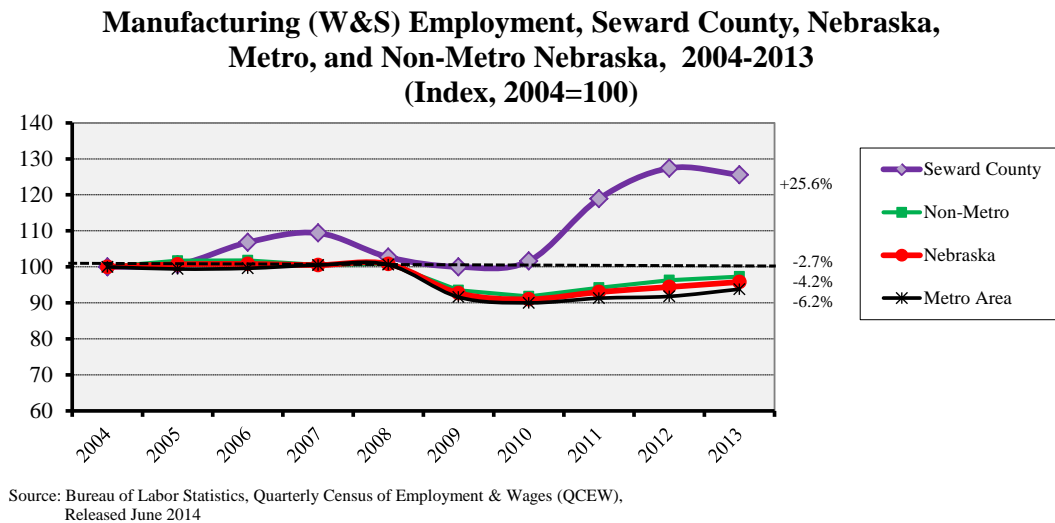


Chart 2 presents data on manufacturing wage and salary employment growth for Seward County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Seward County recorded a 25.6 percent increase in employment (239 jobs) between 2004 and 2013. This compares to a 2.7 percent decrease in employment for non-metropolitan Nebraska; a 4.2 percent decrease for Nebraska as a whole; and a 6.2 percent decrease for metropolitan Nebraska over the same period.

Chart 2

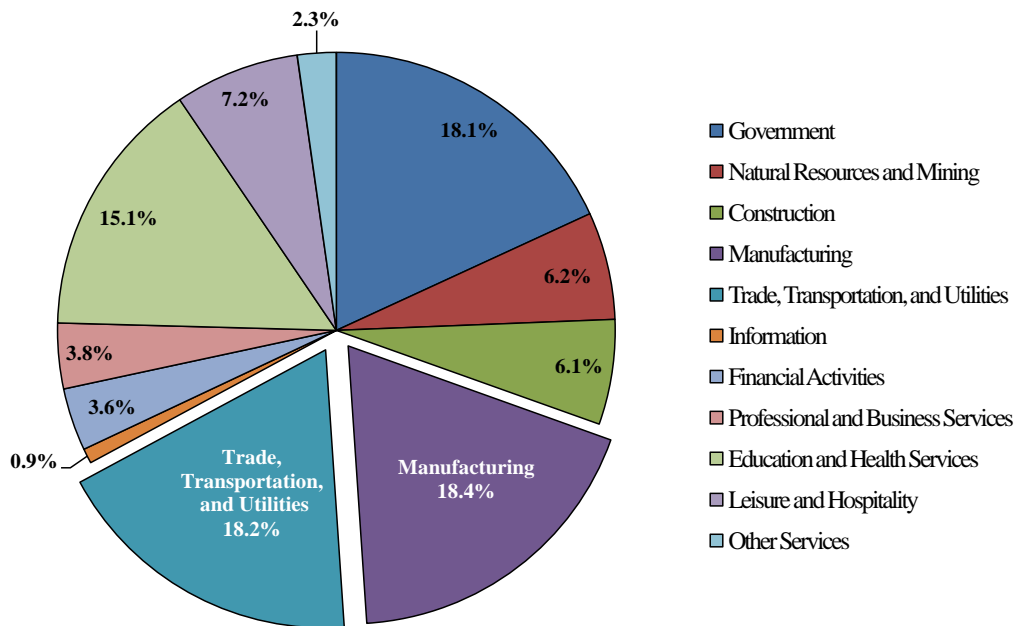


The next series of pie charts (Charts 3, 4 & 5) display the distribution of non-farm wage and salary (W&S) employment by major economic sector in Seward County compared to the non-metropolitan and metropolitan distributions.

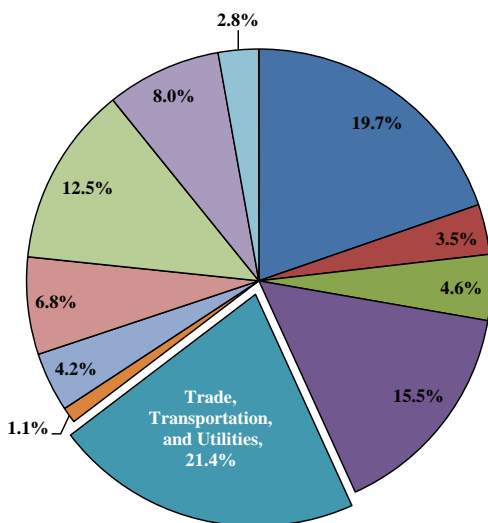
When comparing the Seward employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Trade, Transportation, and Utilities sector which makes up 18.2 percent of the county workforce (1,156 employees) compared to 21.4 percent for non-metropolitan Nebraska; a difference of 3.2 percent. Comparing Seward County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (18.4 percent Seward County vs. 7.1 percent metropolitan Nebraska; a difference of 11.3 percent).

Charts 3, 4, 5

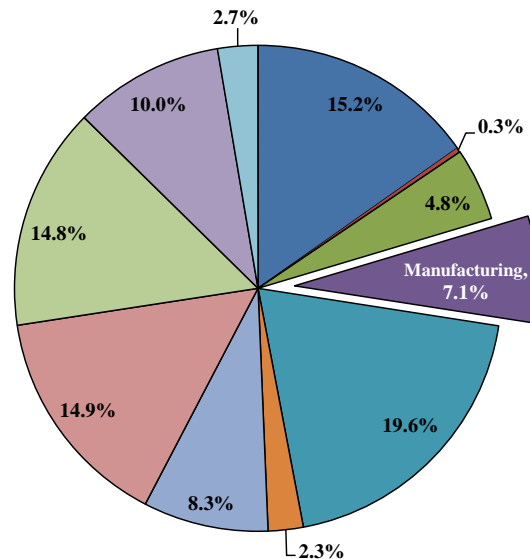
### Nonfarm Wage & Salary Employment by Major Economic Sector Seward County, 2013



Non-Metro Area W&S Employment, 2013



Metro Area W&S Employment, 2013



The next table (Table 2) shows labor force information for Seward 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 Seward County residents participating in the labor force between 2004 and 2013 (2.7 percent or 251 people).

The number of those unemployed in Seward County increased by 17.8 percent (51 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 Seward County unemployment rate was 3.7 percent in 2013; below that for metropolitan Nebraska (4.1 percent), below Nebraska as a whole (3.9 percent), and above non-metropolitan Nebraska (3.7 percent).

Table 2

**Labor Force & Employment Trends, Seward 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>9,373</b>	<b>9,251</b>	<b>9,260</b>	<b>8,921</b>	<b>9,112</b>	<b>8,780</b>	<b>8,824</b>	<b>8,785</b>	<b>8,995</b>	<b>9,122</b>	<b>-2.7</b>	<b>-251</b>
Unemployment	286	296	245	242	292	363	350	335	301	337	17.8	51
Unemployment Rate	3.1	3.2	2.6	2.7	3.2	4.1	4.0	3.8	3.3	3.7	(N/A)	(N/A)
Employment	9,087	8,955	9,015	8,679	8,820	8,417	8,474	8,450	8,694	8,785	-3.3	-302

(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 Seward, in Seward 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 Seward are from 2011.

Table 3 (pages 6–7) examines the Work Destination area for the city of Seward from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 2,982 county labor force participants holding primary jobs. As Table 3 shows, 98.9 percent of the city of Seward’s labor force participants are employed within the state of Nebraska. Approximately 43.8 percent of Seward (city) workers remain within Seward County for employment with 56.2 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Seward, Seward County labor force participants are employed (next page).

Table 3

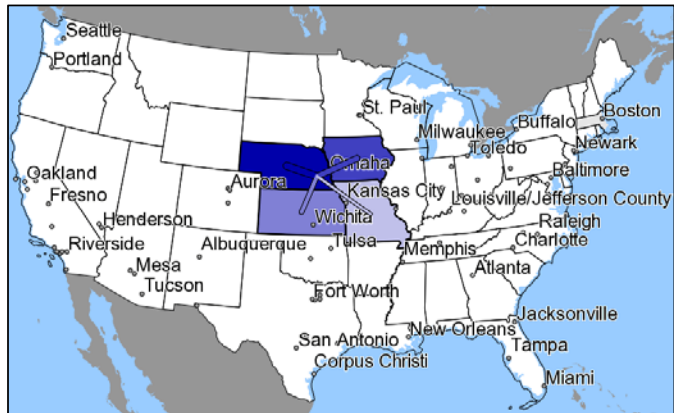
### **Work Destination Report** **Where Workers are Employed Who Live in the Selection Area**

	2011	
	Count	Share
<b>Total Primary Jobs</b>	<b>2,982</b>	<b>100.0%</b>

#### **By States**

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

	2011	
	Count	Share
<b>Nebraska</b>	<b>2,948</b>	<b>98.9%</b>
Iowa	16	0.5%
Kansas	13	0.4%
Missouri	5	0.2%
All Other Locations	0	0.0%



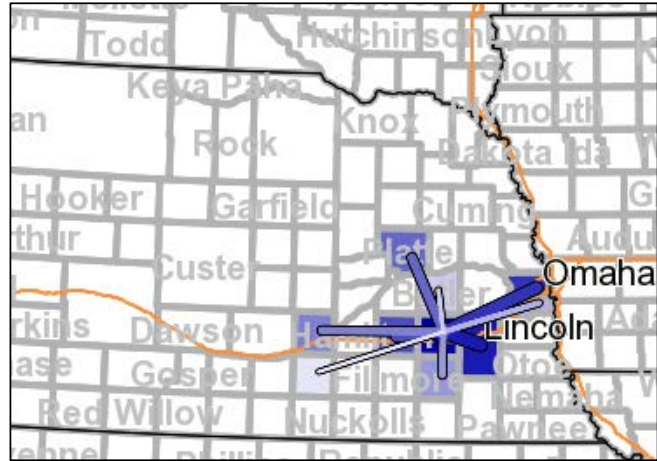
Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

Table 3 (continued)

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

2011

	Count	Share
<b>Seward County, NE</b>	<b>1,305</b>	<b>43.8%</b>
Lancaster County, NE	971	32.6%
Douglas County, NE	192	6.4%
York County, NE	71	2.4%
Platte County, NE	43	1.4%
Hall County, NE	41	1.4%
Saline County, NE	40	1.3%
Sarpy County, NE	35	1.2%
Butler County, NE	34	1.1%
Adams County, NE	25	0.8%
All Other Locations	225	7.5%



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

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

2011

	Count	Share
<b>Seward city, NE</b>	<b>1,102</b>	<b>37.0%</b>
Lincoln city, NE	921	30.9%
Omaha city, NE	178	6.0%
York city, NE	50	1.7%
Milford city, NE	38	1.3%
Grand Island city, NE	37	1.2%
Columbus city, NE	34	1.1%
Crete city, NE	27	0.9%
David City city, NE	27	0.9%
Hastings city, NE	23	0.8%
All Other Locations	545	18.3%



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



People also travel from other locations to work in Seward—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within the city of Seward. The Census identified 3,174 primary jobs within the city of Seward. As Table 4 indicates, 98.2 percent of these jobs are held by Nebraska residents. Approximately 54.4 percent of the city of Seward workers live within the Seward County borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

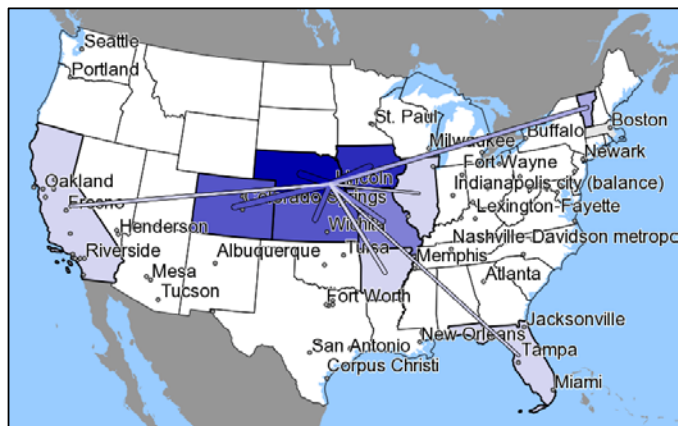
## Home Destination Report Where Workers Live Who are Employed in the Selection Area

2011		
	Count	Share
<b>Total Primary Jobs</b>	<b>3,174</b>	<b>100.0%</b>

### By States

#### Job Counts by States Where Workers Live

2011		
	Count	Share
<b>Nebraska</b>	<b>3,118</b>	<b>98.2%</b>
Iowa	15	0.5%
Colorado	6	0.2%
Kansas	6	0.2%
Missouri	5	0.2%
Vermont	4	0.1%
Arkansas	2	0.1%
California	2	0.1%
Florida	2	0.1%
Illinois	2	0.1%
All Other Locations	12	0.4%

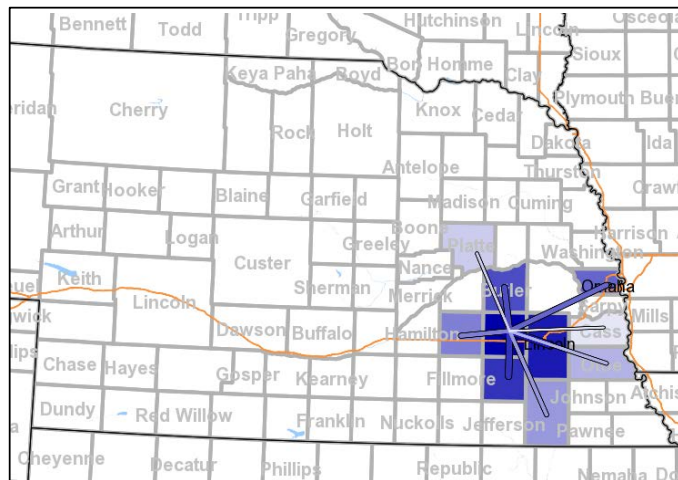


Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

### By Counties

#### Job Counts by Counties Where Workers Live

2011		
	Count	Share
<b>Seward County, NE</b>	<b>1,727</b>	<b>54.4%</b>
Lancaster County, NE	368	11.6%
Saline County, NE	120	3.8%
Butler County, NE	112	3.5%
Douglas County, NE	66	2.1%
York County, NE	65	2.0%
Gage County, NE	40	1.3%
Otoe County, NE	39	1.2%
Platte County, NE	34	1.1%
Cass County, NE	32	1.0%
All Other Locations	571	18.0%

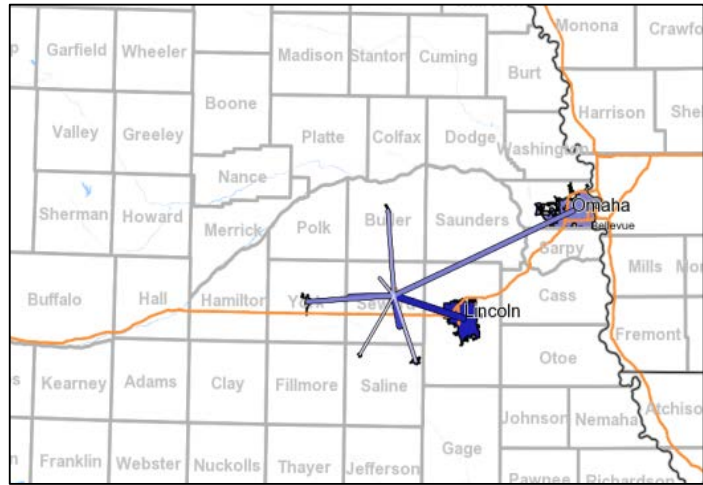


Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

Table 4 (continued)

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

	2011	
	Count	Share
<b>Seward city, NE</b>	<b>1,102</b>	<b>34.7%</b>
Lincoln city, NE	331	10.4%
Milford city, NE	65	2.0%
Utica village, NE	62	2.0%
Omaha city, NE	36	1.1%
York city, NE	36	1.1%
David City city, NE	29	0.9%
Crete city, NE	28	0.9%
Staplehurst village, NE	28	0.9%
Friend city, NE	24	0.8%
All Other Locations	1,433	45.1%



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

The next table (Table 5, pages 9–10) shows an inflow/outflow report for the Seward, Seward 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 Seward, Seward 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	3,174	100.0%	2,650	100.0%	2,578	100.0%
Living in the Selection Area	2,982	94.0%	3,122	117.8%	3,096	120.1%
Net Job Inflow (+) or Outflow (-)	192	-	-472	-	-518	-

In-Area Labor Force Efficiency (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	2,982	100.0%	3,122	100.0%	3,096	100.0%
Living and Employed in the Selection Area	1,102	37.0%	1,004	32.2%	973	31.4%
Living in the Selection Area but Employed Outside	1,880	63.0%	2,118	67.8%	2,123	68.6%

In-Area Employment Efficiency (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	3,174	100.0%	2,650	100.0%	2,578	100.0%
Employed and Living in the Selection Area	1,102	34.7%	1,004	37.9%	973	37.7%
Employed in the Selection Area but Living Outside	2,072	65.3%	1,646	62.1%	1,605	62.3%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,880	100.0%	2,118	100.0%	2,123	100.0%
Workers Aged 29 or younger	462	24.6%	557	26.3%	532	25.1%
Workers Aged 30 to 54	1,049	55.8%	1,174	55.4%	1,181	55.6%
Workers Aged 55 or older	369	19.6%	387	18.3%	410	19.3%
Workers Earning \$1,250 per month or less	413	22.0%	485	22.9%	446	21.0%
Workers Earning \$1,251 to \$3,333 per month	692	36.8%	871	41.1%	982	46.3%
Workers Earning More than \$3,333 per month	775	41.2%	762	36.0%	695	32.7%
Workers in the "Goods Producing" Industry Class	327	17.4%	428	20.2%	451	21.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	509	27.1%	517	24.4%	555	26.1%
Workers in the "All Other Services" Industry Class	1,044	55.5%	1,173	55.4%	1,117	52.6%

Inflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	2,072	100.0%	1,646	100.0%	1,605	100.0%
Workers Aged 29 or younger	455	22.0%	364	22.1%	366	22.8%
Workers Aged 30 to 54	1,076	51.9%	887	53.9%	872	54.3%
Workers Aged 55 or older	541	26.1%	395	24.0%	367	22.9%
Workers Earning \$1,250 per month or less	460	22.2%	425	25.8%	434	27.0%
Workers Earning \$1,251 to \$3,333 per month	862	41.6%	585	35.5%	813	50.7%
Workers Earning More than \$3,333 per month	750	36.2%	636	38.6%	358	22.3%
Workers in the "Goods Producing" Industry Class	791	38.2%	483	29.3%	486	30.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	344	16.6%	241	14.6%	232	14.5%
Workers in the "All Other Services" Industry Class	937	45.2%	922	56.0%	887	55.3%

Interior Flow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,102	100.0%	1,004	100.0%	973	100.0%
Workers Aged 29 or younger	218	19.8%	227	22.6%	214	22.0%
Workers Aged 30 to 54	613	55.6%	517	51.5%	520	53.4%
Workers Aged 55 or older	271	24.6%	260	25.9%	239	24.6%
Workers Earning \$1,250 per month or less	249	22.6%	287	28.6%	280	28.8%
Workers Earning \$1,251 to \$3,333 per month	418	37.9%	379	37.7%	443	45.5%
Workers Earning More than \$3,333 per month	435	39.5%	338	33.7%	250	25.7%
Workers in the "Goods Producing" Industry Class	343	31.1%	180	17.9%	192	19.7%
Workers in the "Trade, Transportation, and Utilities" Industry Class	104	9.4%	75	7.5%	64	6.6%
Workers in the "All Other Services" Industry Class	655	59.4%	749	74.6%	717	73.7%

Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 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 Seward, Seward County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Seward, Seward County is less in 2011 compared to 2009. The distribution of miles traveled to work has changed slightly since 2009. Figure 1 shows the location and concentration of these workplaces.

Table 6

### Distance/Direction Report - Home to Work Census Block

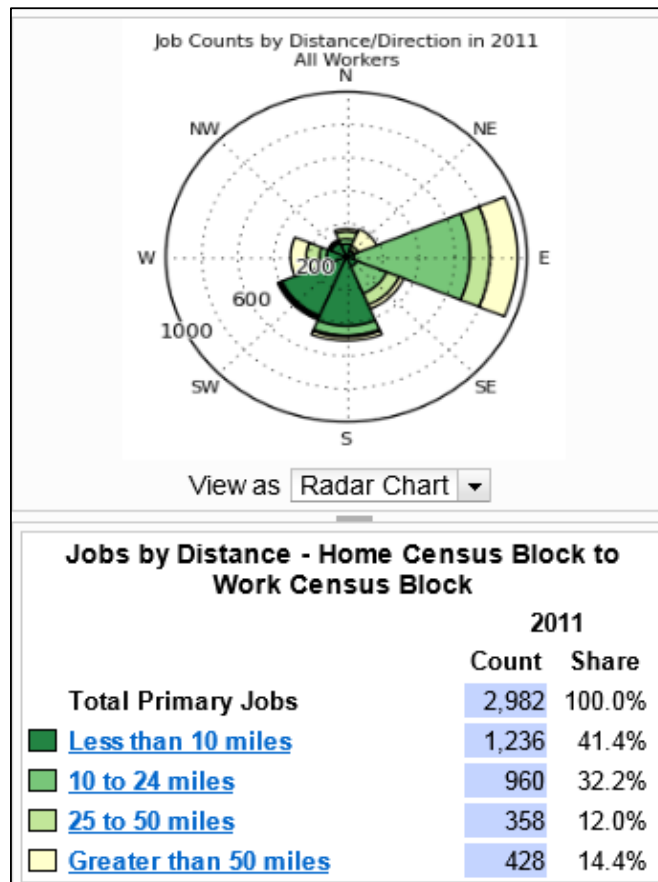
*Live within study area - distance to work*

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

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,982	100.0%	3,122	100.0%	3,096	100.0%
Less than 10 miles	1,236	41.4%	1,274	40.8%	1,260	40.7%
10 to 24 miles	960	32.2%	992	31.8%	962	31.1%
25 to 50 miles	358	12.0%	385	12.3%	392	12.7%
Greater than 50 miles	428	14.4%	471	15.1%	482	15.6%

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

Figure 1



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

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

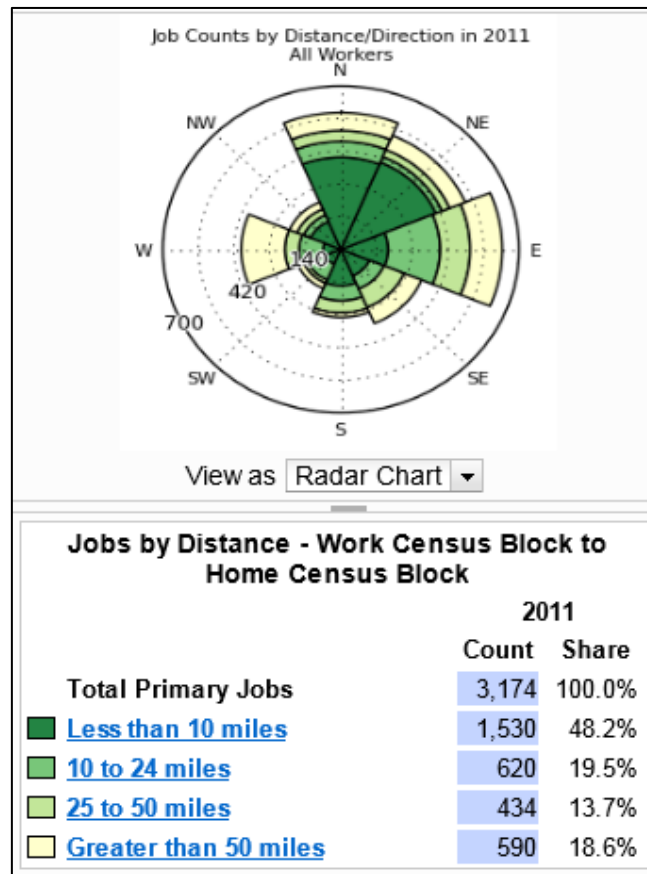
*Live within study area - distance to home*

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

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	3,174	100.0%	2,650	100.0%	2,578	100.0%
Less than 10 miles	1,530	48.2%	1,412	53.3%	1,289	50.0%
10 to 24 miles	620	19.5%	547	20.6%	566	22.0%
25 to 50 miles	434	13.7%	302	11.4%	314	12.2%
Greater than 50 miles	590	18.6%	389	14.7%	409	15.9%

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

Figure 2



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

## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Seward County and the surrounding area. As Table 8 indicates, Seward County's population increased an annual average of 0.4 percent between 1970 and 2010 for a total increase of 15.8 percent or 2,290 people. This population increase compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Seward County reported an average annual 0.7 percent increase in population from 2010 to 2013 (339 people total).

Table 8

**County Population 1970-2013  
Seward 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>Seward County</b>	<b>14,460</b>	<b>15,789</b>	<b>15,450</b>	<b>16,496</b>	<b>16,750</b>	<b>17,089</b>	<b>0.4</b>	<b>0.7</b>
Butler County	9,461	9,330	8,601	8,861	8,395	8,312	-0.3	-0.3
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,698	-0.8	-1.1
Lancaster County	167,972	192,884	213,641	250,291	285,407	297,036	1.3	1.3
Polk County	6,468	6,320	5,668	5,639	5,406	5,275	-0.4	-0.8
Saline County	12,809	13,131	12,715	13,843	14,200	14,416	0.3	0.5
Saunders County	17,018	18,716	18,285	19,830	20,780	20,929	0.5	0.2
York County	13,685	14,798	14,428	14,598	13,665	13,883	0.0	0.5

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

Table 9 data reveals the population of Seward County's incorporated places as a whole experienced an average annual population increase of 0.5 percent from 1970 to 2010 and an annual average increase of 0.7 percent from 2010 to 2013 for a total increase of 25.5 percent (2,389 people) from 1970 to 2013. Seward, the county's largest city, reported a 34.5 percent increase in population (1,826 people) between 1970 and 2013. The unincorporated areas outside of the selected communities experienced a 4.7 percent decrease (240 people) during the period 1970–2013.

Table 9

**County Population 1970-2013  
Seward County Communities and Unincorporated Areas**

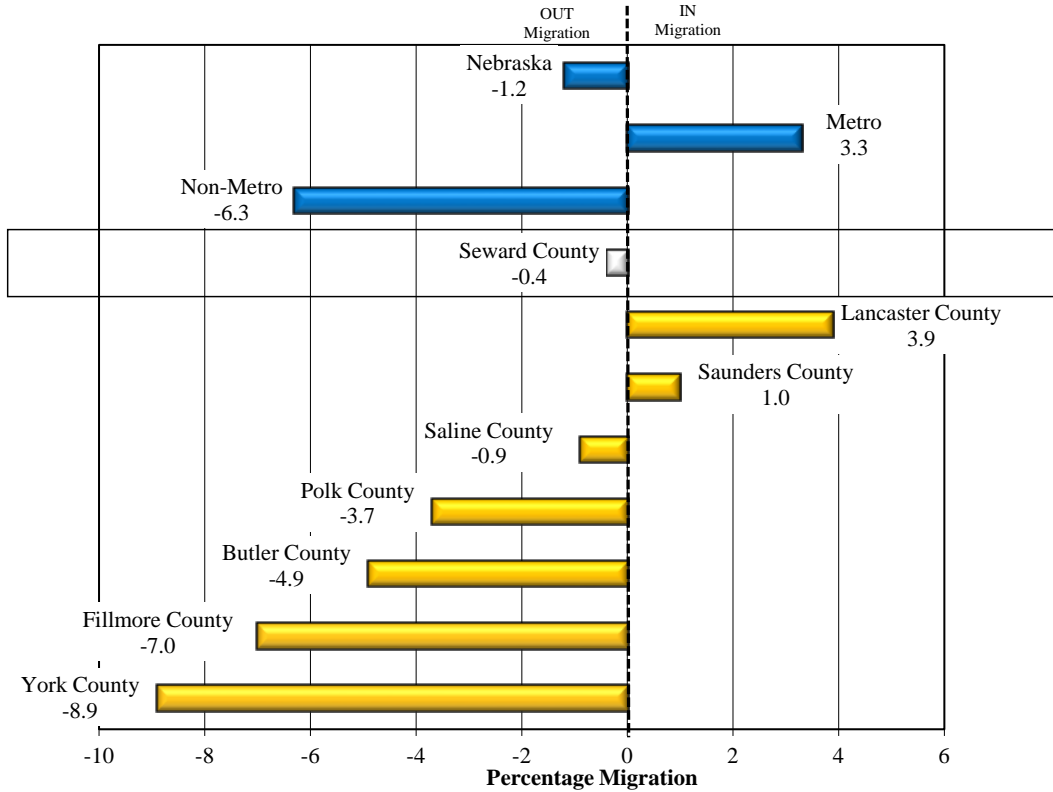
Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2013	1970-2010	2010-2013
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,868,516</b>	<b>0.5</b>	<b>0.8</b>
<b>Seward County</b>	<b>14,460</b>	<b>15,789</b>	<b>15,450</b>	<b>16,496</b>	<b>16,750</b>	<b>17,089</b>	<b>0.4</b>	<b>0.7</b>
Beaver Crossing	400	458	448	457	403	401	0.0	-0.2
Bee	156	192	209	223	191	190	0.5	-0.2
Cordova	141	129	147	127	137	138	-0.1	0.2
Garland	244	257	247	247	216	211	-0.3	-0.8
Goehner	113	165	192	186	154	155	0.8	0.2
Milford	1,846	2,108	1,942	2,070	2,090	2,191	0.3	1.6
Pleasant Dale	258	259	253	245	205	212	-0.6	1.1
<b>Seward</b>	<b>5,294</b>	<b>5,713</b>	<b>5,862</b>	<b>6,319</b>	<b>6,964</b>	<b>7,120</b>	<b>0.7</b>	<b>0.7</b>
Staplehurst	227	306	281	270	242	242	0.2	0.0
Tamora	93	50	51	0	58	46	-1.2	-7.4
Utica	602	689	725	844	861	857	0.9	-0.2
<b>Total Incorporated Places</b>	<b>9,374</b>	<b>10,326</b>	<b>10,357</b>	<b>10,988</b>	<b>11,521</b>	<b>11,763</b>	<b>0.5</b>	<b>0.7</b>
<b>Unincorporated Areas</b>	<b>5,086</b>	<b>5,463</b>	<b>5,093</b>	<b>5,508</b>	<b>5,229</b>	<b>5,326</b>	<b>0.1</b>	<b>0.6</b>

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

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Seward 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, Seward County experienced a net out-migration of 63 people or 0.4 percent of its 2000 population.

Chart 6

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

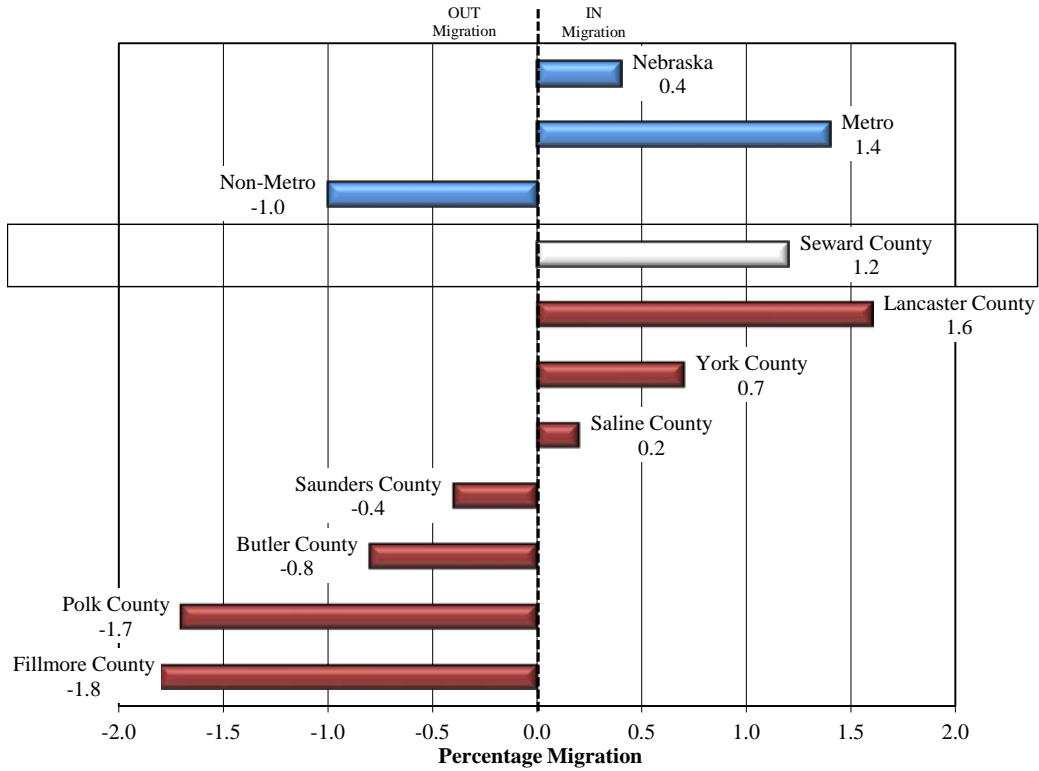


Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

Looking at the years 2010–2013 (Chart 7), Seward County experienced a net in-migration of 199 people or 1.2 percent of its 2010 population.

Chart 7

### 2010-2013 Net Migration as Percent of 2010 Population Seward 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 59.1 percent of the 1,711 people moving into Seward County moved from other Nebraska locations (1,011 people). Data also reveal 700 people (40.9 percent) migrated into the county from other states.

Table 10

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

	Number	Percent
Movers within the United States	2,741	100.0
Within Same County	1,030	37.6
Different County, Same State	1,011	36.9
Different State	700	25.5
Movers from Abroad	0	0.0
<b>Total Movement</b>	<b>2,741</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
Nebraska	Lancaster County	381
Minnesota	Houston County	102
California	Orange County	89
Nebraska	York County	86
Nebraska	Sarpy County	57
Illinois	Cook County	49
Nebraska	Fillmore County	44
Nebraska	Howard County	40
Kansas	Johnson County	39
Nebraska	Douglas County	37
Nebraska	Frontier County	37
Missouri	Boone County	32
Nebraska	Washington County	31
Nebraska	Saline County	30
Nebraska	Butler County	27
Nebraska	Saunders County	27
Texas	Cameron County	27
Nebraska	Cass County	26
Wisconsin	Winnebago County	26
Asia	-	25
North Dakota	Cass County	22
Central America	-	22
Nebraska	Scotts Bluff County	21
Iowa	Jefferson County	17
Iowa	Page County	17

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 84.9 percent of the 1,247 people migrating out of Seward County remained in the state of Nebraska (1,059 people). Data show 188 Seward County residents (15.1 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

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

	Number	Percent
Movers within the United States	2,277	100.0
Within Same County	1,030	45.2
Different County, Same State	1,059	46.5
Different State	188	8.3
Movers to Puerto Rico	0	0.0
<b>Total Movement</b>	<b>2,277</b>	

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

### Reported Counties (where people moved to)

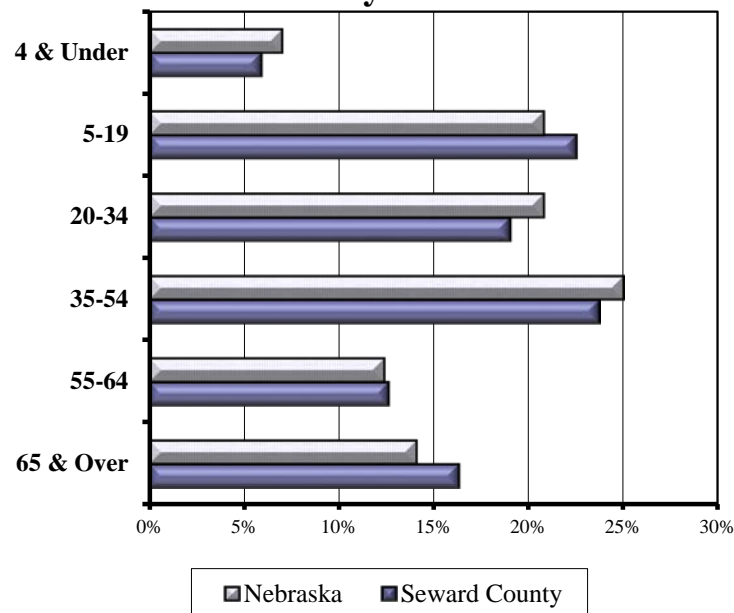
State	County	Number
Nebraska	Lancaster County	461
Nebraska	Red Willow County	76
Nebraska	York County	72
Nebraska	Douglas County	71
Nebraska	Butler County	53
Nebraska	Madison County	42
Nebraska	Platte County	42
Nebraska	Fillmore County	36
Nebraska	Sarpy County	36
Kentucky	Hardin County	31
Nebraska	Colfax County	27
Wisconsin	Sauk County	27
Colorado	Adams County	26
Nebraska	Polk County	26
California	Sacramento County	18
Nebraska	Washington County	18
California	San Diego County	17
Nebraska	Hall County	16
Nebraska	Perkins County	16
Arkansas	Pulaski County	16
Kansas	Atchison County	14
Nebraska	Saline County	11
Missouri	St. Charles County	11
Nebraska	Dawson County	9
Nebraska	Thayer County	9

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 Seward County. The population of Seward County is older in age than Nebraska as a whole. The median age for Seward County residents in 2012 was 37.6 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 Seward 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 Seward County and Nebraska

	2013 Population		Percent	
	Nebraska	Seward County	Nebraska	Seward County
4 & Under	130,160	1,016	7.0%	5.9%
5-19	387,807	3,845	20.8%	22.5%
20-34	388,117	3,248	20.8%	19.0%
35-54	467,120	4,045	25.0%	23.7%
55-64	231,304	2,149	12.4%	12.6%
65 & Over	264,008	2,786	14.1%	16.3%
<b>Total</b>	<b>1,868,516</b>	<b>17,089</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.2</b>	<b>37.6</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 Seward 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

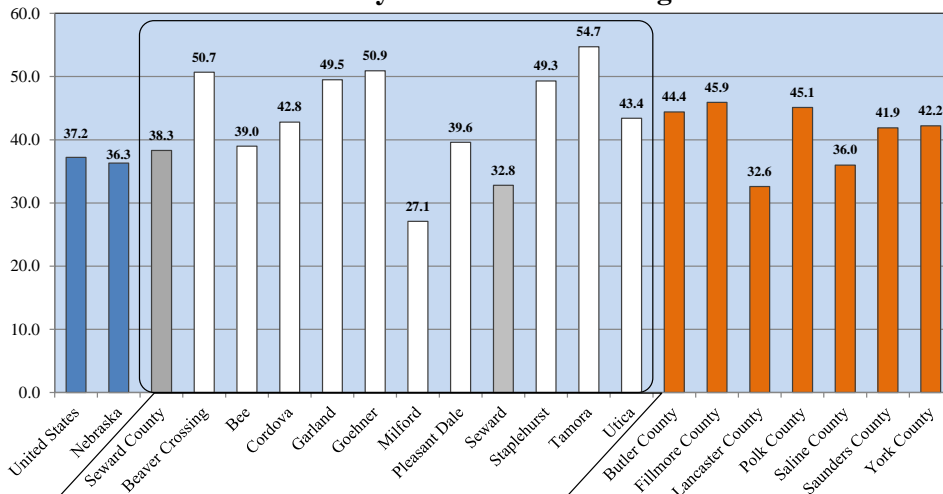
**Median Age by Location and Gender**  
**5-Year Estimate, 2008–2012**  
**Seward County and the Surrounding Area**

	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>Seward County</b>	<b>38.3</b>	35.9	41.3
Beaver Crossing	50.7	51.1	50.3
Bee	39.0	37.5	42.5
Cordova	42.8	47.5	31.4
Garland	49.5	45.8	55.5
Goehner	50.9	57.0	50.3
Milford	27.1	22.6	37.2
Pleasant Dale	39.6	38.5	39.9
<b>Seward</b>	<b>32.8</b>	<b>31.1</b>	<b>33.9</b>
Staplehurst	49.3	51.2	48.9
Tamora	54.7	56.2	54.4
Utica	43.4	39.8	46.9
<b>Butler County</b>	<b>44.4</b>	42.8	45.3
<b>Fillmore County</b>	<b>45.9</b>	45.4	46.5
<b>Lancaster County</b>	<b>32.6</b>	31.7	33.7
<b>Polk County</b>	<b>45.1</b>	44.2	46.4
<b>Saline County</b>	<b>36.0</b>	33.3	37.4
<b>Saunders County</b>	<b>41.9</b>	40.6	42.6
<b>York County</b>	<b>42.2</b>	40.5	43.2

Data Set: 2008-2012 American Community Survey 5-Year Estimates  
 Source: U.S. Census Bureau, 2008-2012 American Community Survey, March 2013

Chart 9

**Median Age by Location, 5-Year Estimate, 2008–2012**  
**Seward 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 Seward 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, Seward County, and Surrounding Counties

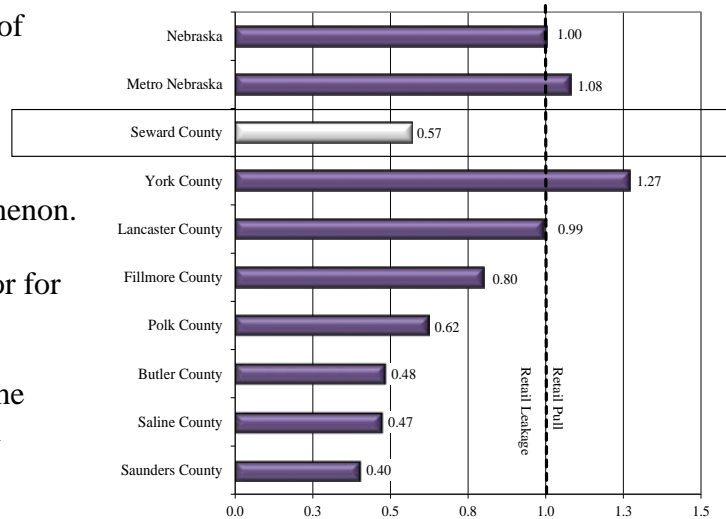
	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
<b>Nebraska</b>	<b>1,868,516</b>	<b>22,469,705</b>	<b>12,025</b>	<b>1.00</b>
<b>Metro Nebraska</b>	<b>1,087,221</b>	<b>14,120,514</b>	<b>12,988</b>	<b>1.08</b>
<b>Seward County</b>	<b>17,089</b>	<b>116,160</b>	<b>6,797</b>	<b>0.57</b>
Butler County	8,312	47,483	5,713	0.48
Fillmore County	5,698	54,518	9,568	0.80
Lancaster County	297,036	3,523,147	11,861	0.99
Polk County	5,275	39,096	7,411	0.62
Saline County	14,416	80,535	5,586	0.47
Saunders County	20,929	100,241	4,790	0.40
York County	13,883	212,138	15,280	1.27

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

Chart 10

Reviewing the pull factors at the county level indicates Seward County experiences net retail leakages. The 2013 pull factor of 0.57 indicates, on a per capita basis, retail sales in Seward 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 Seward County (0.57) with the pull factor for the metropolitan area of Nebraska (1.08) indicates per capita retail sales in Seward County are 52.3 percent below the average per capita retail sales in the total metropolitan area of Nebraska.

#### 2013 Retail Sales (NMV) Pull Factors, Nebraska, Seward 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 Seward’s pull factor of 1.01 indicates that, on a per capita basis, non-motor vehicle retail sales in Seward are approximately 0.01 percent greater than the state’s average per capita sales.

Table 15

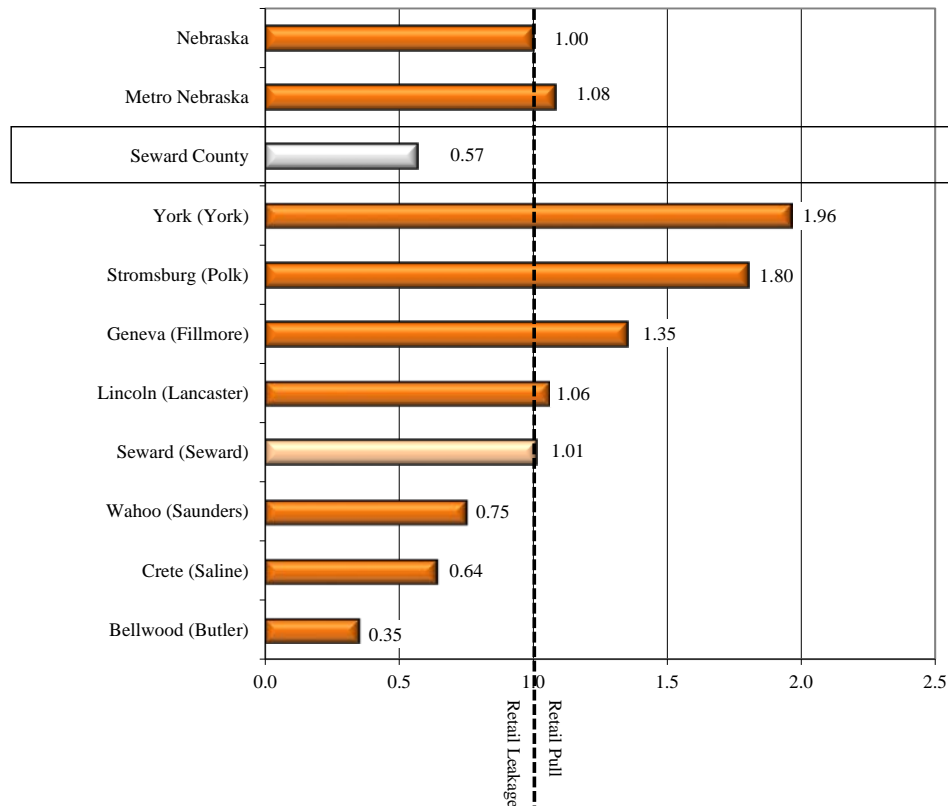
**2013 Retail Sales (NMV) Pull Factors  
Nebraska, Seward County, and Selected Study Area Communities**

	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>Metro Nebraska</b>	<b>1,087,221</b>	<b>14,120,514</b>	<b>12,988</b>	<b>1.08</b>
<b>Seward County</b>	<b>17,089</b>	<b>116,160</b>	<b>6,797</b>	<b>0.57</b>
Seward (Seward)	7,120	86,728	12,181	1.01
Bellwood (Butler)	424	1,772	4,179	0.35
Geneva (Fillmore)	2,152	34,901	16,218	1.35
Lincoln (Lancaster)	268,738	3,424,469	12,743	1.06
Stromsburg (Polk)	1,142	24,661	21,595	1.80
Crete (Saline)	7,135	55,204	7,737	0.64
Wahoo (Saunders)	4,512	40,730	9,027	0.75
York (York)	7,961	187,649	23,571	1.96

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

Chart 11

**2013 Retail Sales (NMV) Pull Factors, Nebraska,  
Seward 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 Seward County. As this table indicates, the community of Seward had the strongest pull factor (1.01) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.57 for Seward County in 2013.

Table 16

### 2013 Retail Sales (NMV) Pull Factors Nebraska, and Available Seward 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>Metro Nebraska</b>	<b>1,087,221</b>	<b>14,120,514</b>	<b>12,988</b>	<b>1.08</b>
<b>Seward County</b>	<b>17,089</b>	<b>116,160</b>	<b>6,797</b>	<b>0.57</b>
Seward	7,120	86,728	12,181	1.01
Milford	2,191	17,389	7,937	0.66
Utica	857	5,506	6,424	0.53
Beaver Crossing	401	1,064	2,653	0.22
Staplehurst	242	165	681	0.06
Pleasant Dale	212	935	4,409	0.37
Garland	211	2,397	11,362	0.94
Bee	190	448	2,359	0.20
Goehner	155	741	4,780	0.40
Cordova	138	773	5,601	0.47

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

Chart 12

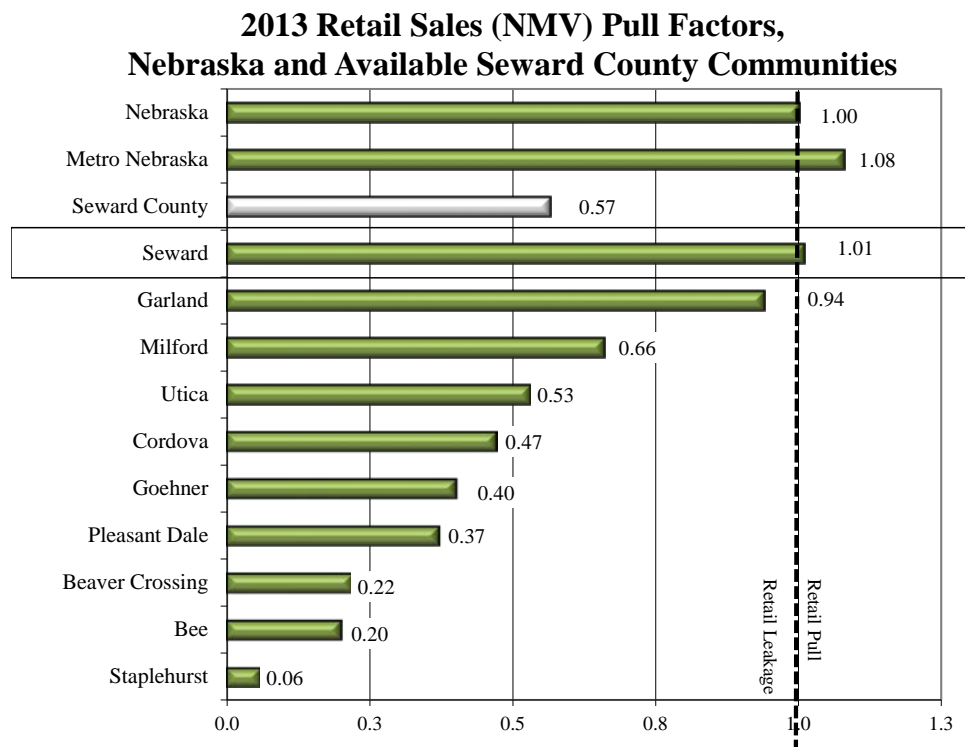


Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2013 pull factors for Nebraska, Seward, and eight other similarly sized communities selected from around the state. Sidney's pull factor of 1.9 leads the group for 2013 thus indicating Sidney has greater retail pull.

Table 17

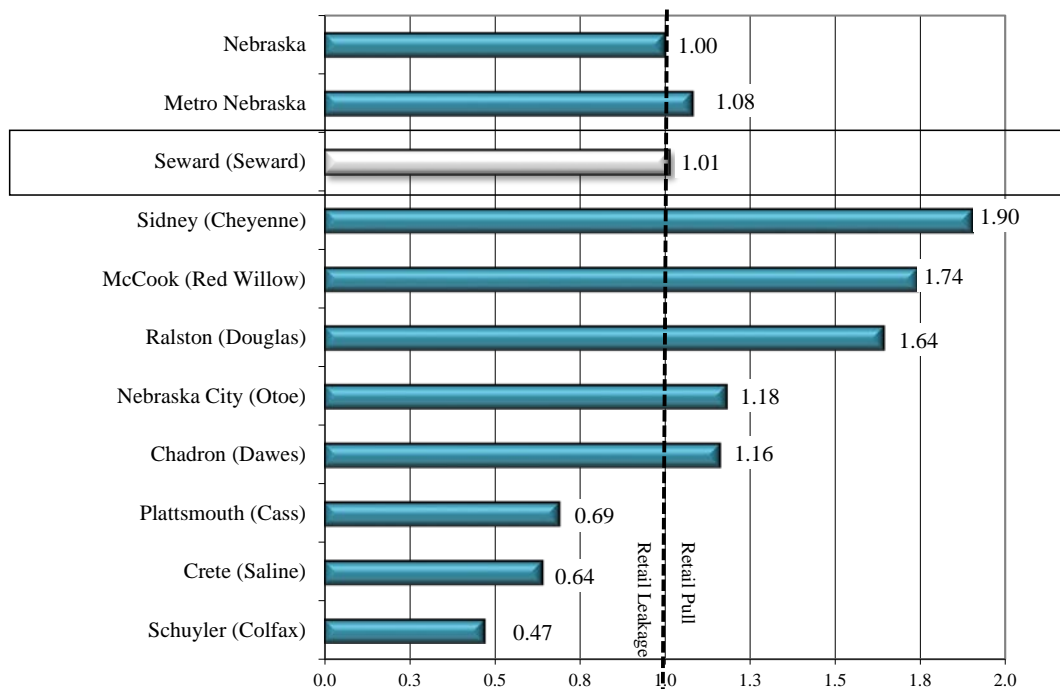
### 2013 Retail Sales (NMV) Pull Factors Seward & Other Similarly Sized Nebraska Communities

	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>Metro Nebraska</b>	<b>1,087,221</b>	<b>14,120,514</b>	<b>12,988</b>	<b>1.08</b>
<b>Seward (Seward)</b>	<b>7,120</b>	<b>86,728</b>	<b>12,181</b>	<b>1.01</b>
Chadron (Dawes)	5,787	80,668	13,940	1.16
Schuyler (Colfax)	6,143	34,502	5,617	0.47
Plattsmouth (Cass)	6,467	53,969	8,345	0.69
Sidney (Cheyenne)	6,829	156,079	22,855	1.90
Crete (Saline)	7,135	55,204	7,737	0.64
Ralston (Douglas)	7,220	8,543,213	1,183,270	1.64
Nebraska City (Otoe)	7,255	102,669	14,151	1.18
McCook (Red Willow)	7,697	160,708	20,879	1.74

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

Chart 13

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

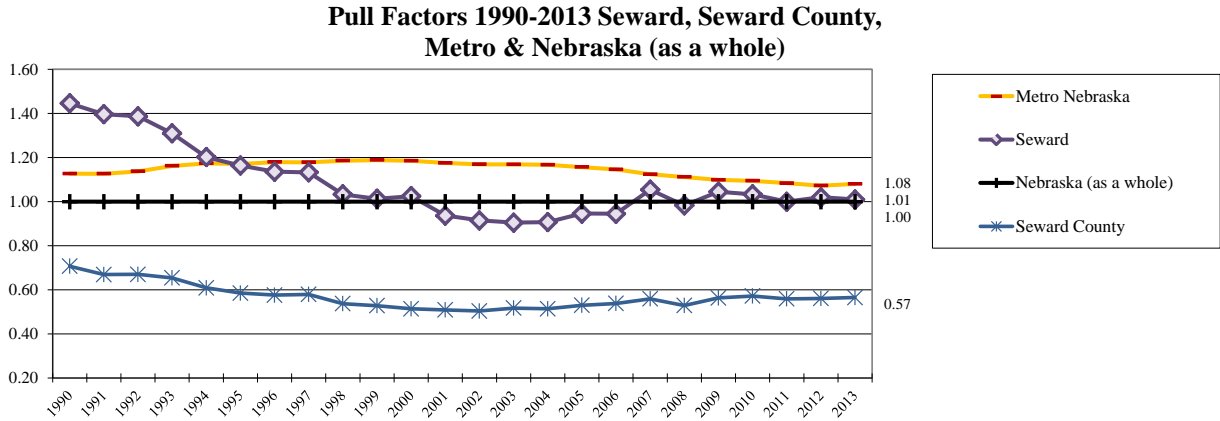


Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014



Chart 14 illustrates the pull factor trend for Seward, Seward County, metropolitan Nebraska, and Nebraska as a whole from 1990 to 2013. In examining the time line, the city of Seward shows retail pull fluctuating well above the state average in the beginning of the study period until 1998 when it was right at the state level thru 2000, then dropped below the state average between 2001 and 2007, and remained steady with the state average from that point on. Data within Seward County (as a whole) shows the pull factor well below the 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

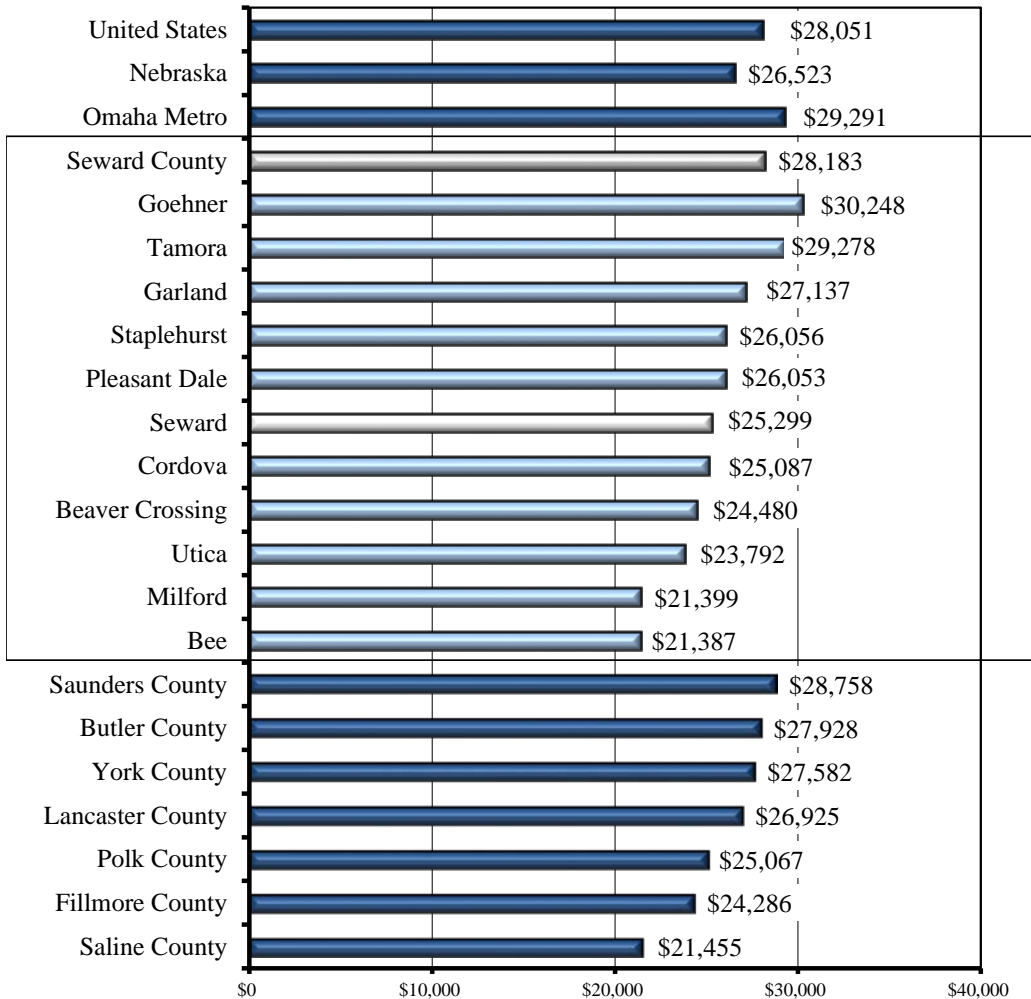
**Per Capita Personal Income**

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 Seward County is estimated to be \$28,183 compared to \$26,523 for Nebraska as a whole.

Chart 15

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



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

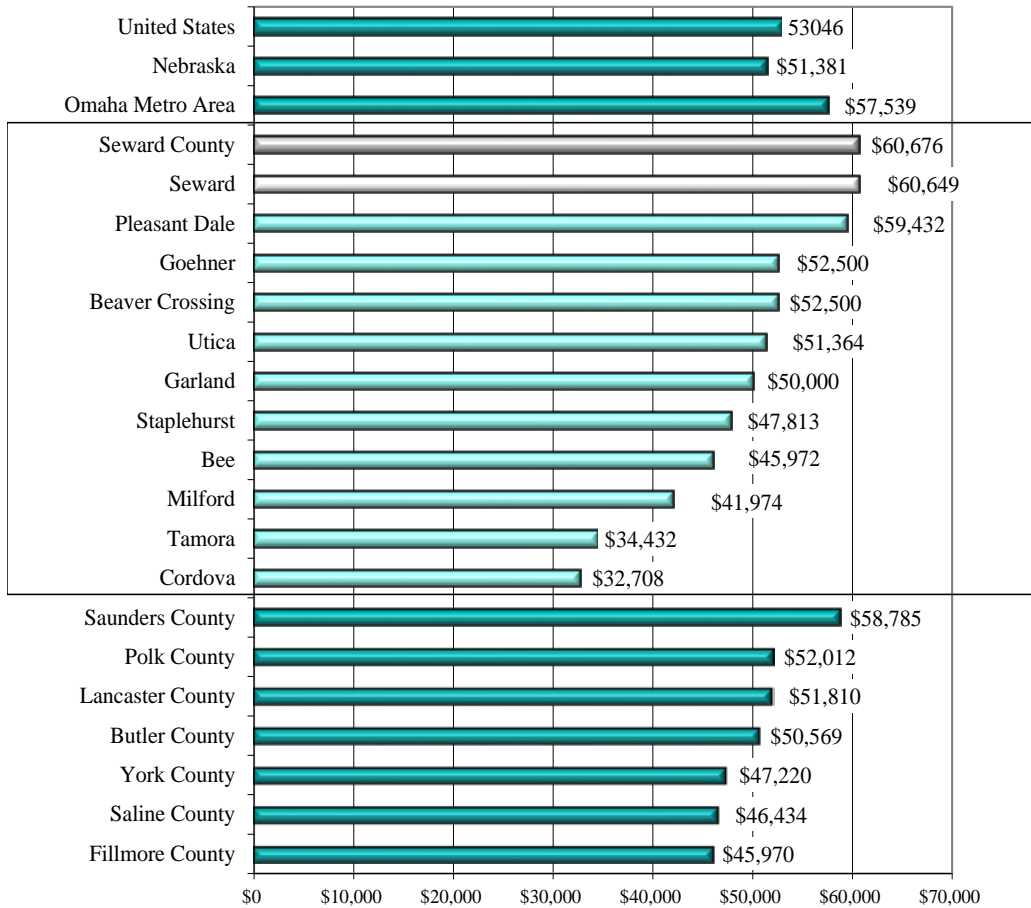
## Median Household Income

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 Seward County is estimated to be \$60,676 in 2012 compared to \$51,381 for Nebraska as a whole.

Chart 16

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



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