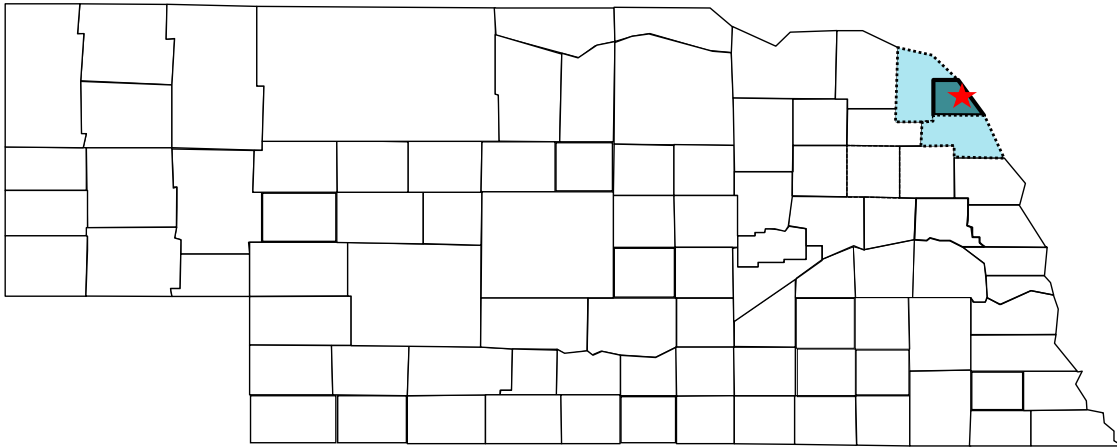


# Economic and Demographic Trends

## South Sioux City and Dakota County, Nebraska Plus Surrounding Area



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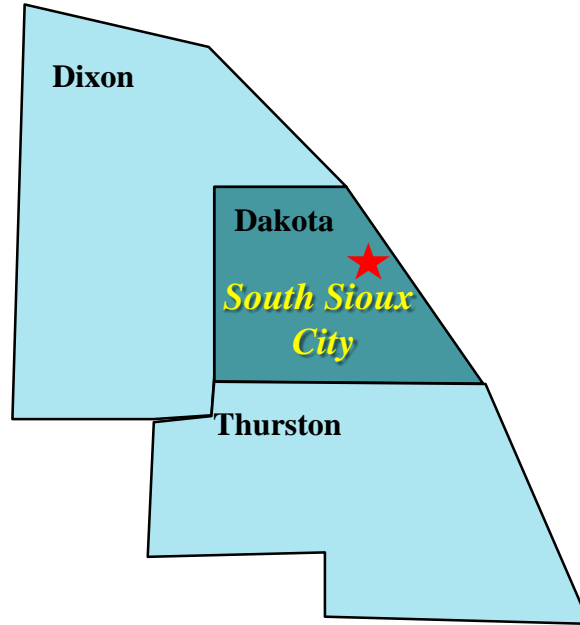
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# Economic and Demographic Trends in South Sioux City and Dakota County, Nebraska Plus Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Dakota 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 Dakota County, other Nebraska counties included in this area are Dixon and Thurston. The retail sales section also compares retail growth between South Sioux City 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 Dakota 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 Dakota County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Dakota County increased 11.0 percent (1,172 jobs) between 2004 and 2013.

Table 1 also provides employment data for Dakota County by major economic sector for years 2004–2013. Of the sectors reporting complete data, the Natural Resources and Mining sector recorded the largest percentage increase in employment between 2004 and 2013 (108.3 percent or 26 jobs). The Trade, Transportation and Utilities sector recorded the largest actual employment increase between 2004 and 2013 (703 jobs or 42.6 percent).

Table 1

**Non-Farm Wage & Salary Employment Trends, Dakota 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>10,685</b>	<b>10,718</b>	<b>11,055</b>	<b>11,140</b>	<b>11,551</b>	<b>11,562</b>	<b>11,511</b>	<b>11,685</b>	<b>11,771</b>	<b>11,857</b>	<b>11.0</b>	<b>1,172</b>
<b>Total Private Industries</b>	<b>9,546</b>	<b>9,551</b>	<b>9,863</b>	<b>9,932</b>	<b>10,369</b>	<b>10,379</b>	<b>10,312</b>	<b>10,501</b>	<b>10,656</b>	<b>10,700</b>	<b>12.1</b>	<b>1,154</b>
<b>Goods Producing</b>	<b>4,882</b>	<b>4,804</b>	<b>4,950</b>	<b>4,969</b>	<b>5,247</b>	<b>5,261</b>	<b>5,287</b>	<b>5,506</b>	<b>5,565</b>	<b>5,482</b>	<b>12.3</b>	<b>600</b>
Natural Resources & Mining	24	25	26	27	32	30	31	37	41	50	108.3	26
Construction	379	413	436	417	503	415	444	474	508	512	35.1	133
Manufacturing	4,480	4,365	4,488	4,525	4,711	4,816	4,812	4,995	5,016	4,921	9.8	441
<b>Service Providing</b>	<b>4,664</b>	<b>4,747</b>	<b>4,913</b>	<b>4,963</b>	<b>5,122</b>	<b>5,118</b>	<b>5,025</b>	<b>4,995</b>	<b>5,091</b>	<b>5,218</b>	<b>11.9</b>	<b>554</b>
Trade, Transportation & Utilities	1,649	1,698	1,895	2,023	2,085	2,094	2,053	2,321	2,280	2,352	42.6	703
Information	88	71	60	77	77	76	76	69	62	61	-30.7	-27
Financial Activities	729	731	725	726	703	687	687	664	674	699	-4.1	-30
Professional & Business Services	617	624	594	593	610	634	449	254	327	354	-42.6	-263
Education & Health Services	560	586	608	550	567	588	593	562	556	590	5.4	30
Leisure & Hospitality	667	690	699	643	748	711	657	653	677	681	2.1	14
Other Services, except Public	354	346	333	352	332	328	509	472	515	481	35.9	127
<b>Government</b>	<b>1,139</b>	<b>1,167</b>	<b>1,192</b>	<b>1,208</b>	<b>1,183</b>	<b>1,183</b>	<b>1,199</b>	<b>1,184</b>	<b>1,115</b>	<b>1,157</b>	<b>1.6</b>	<b>18</b>
Federal	85	85	86	87	80	79	83	80	81	83	-2.4	-2
State	65	69	74	75	75	75	71	65	67	64	-1.5	-1
Local	989	1,013	1,032	1,046	1,028	1,028	1,045	1,039	967	1,010	2.1	21

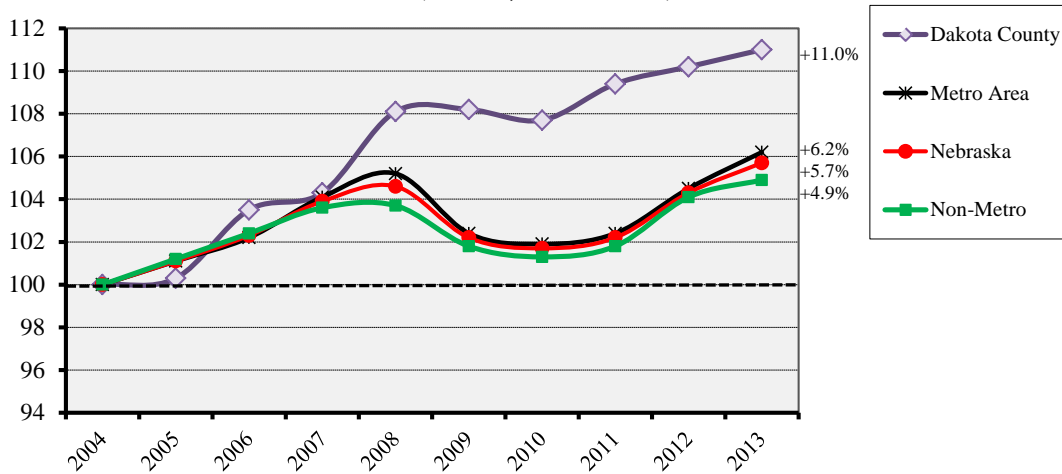
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, Released June 2014  
Labor Force & Work Force Summary, 2004-2013, Annually, Dakota County, June 2014 Data

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Dakota 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. Dakota County is part of the Sioux City Metropolitan Area.

As this chart indicates, total non-farm wage and salary employment in Dakota County increased 11.0 percent (1,172 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, Dakota County, Nebraska,  
Metro, and Non-Metro Nebraska, 2004-2013  
(Index, 2004=100)**

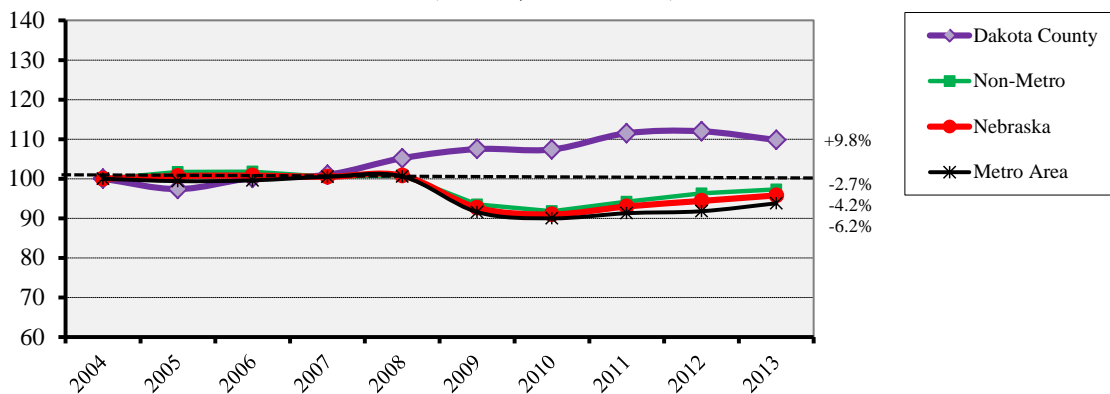


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

Chart 2 presents data on manufacturing wage and salary employment growth for Dakota County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Dakota County recorded a 9.8 percent increase in employment (441 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

**Manufacturing (W&S) Employment, Dakota County, Nebraska,  
Metro, and Non-Metro Nebraska, 2004-2013  
(Index, 2004=100)**



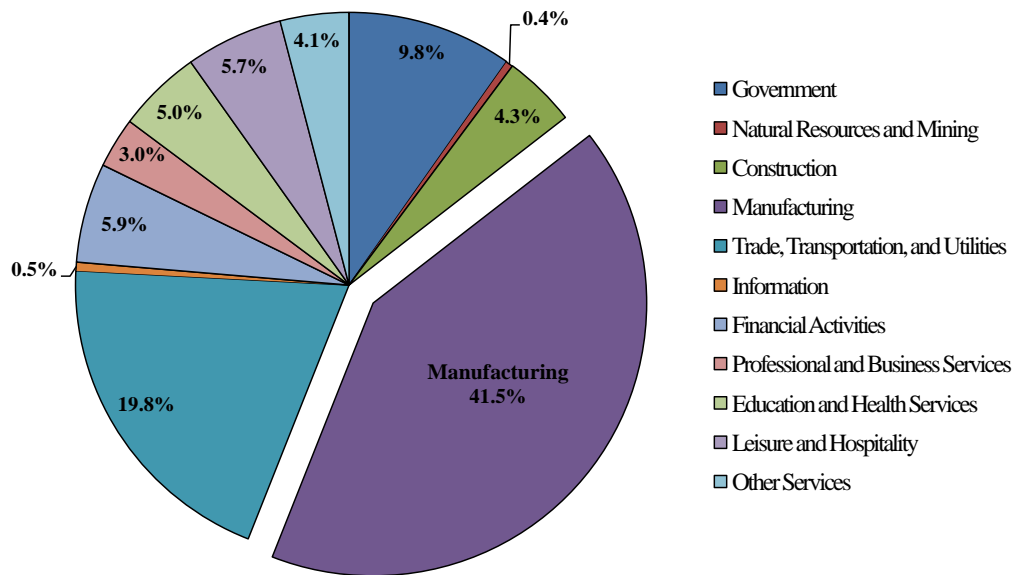
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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

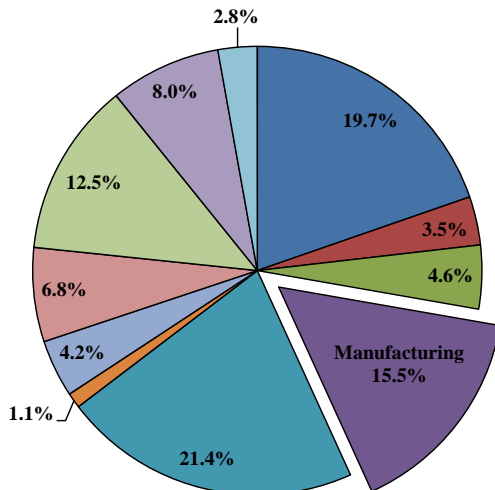
When comparing the Dakota County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 41.5 percent of the county workforce (4,921 employees) compared to 15.5 percent for non-metropolitan Nebraska; a difference of 26.0 percent. Comparing Dakota County to the overall metropolitan distribution, the largest deviation is again found in the Manufacturing sector (41.5 percent Dakota County vs. 7.1 percent metropolitan Nebraska; a difference of 34.4 percent).

Charts 3, 4, 5

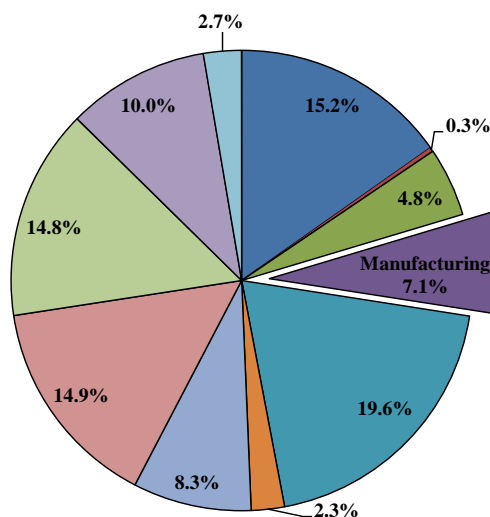
### Nonfarm Wage & Salary Employment by Major Economic Sector Dakota County, 2013



### 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 Dakota County for the time period 2004–2013. In the case of the labor force information (labor force, unemployment, and total employment), these data are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was an increase in the number of Dakota County residents participating in the labor force between 2004 and 2013 (8.8 percent or 939 people).

The number of those unemployed in Dakota County increased by 66.8 percent (320 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 Dakota County unemployment rate was 6.9 percent in 2013; above that for metropolitan Nebraska (4.1 percent), above Nebraska as a whole (3.9 percent), and above non-metropolitan Nebraska (3.7 percent).

Table 2

**Labor Force & Employment Trends, Dakota 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>10,648</b>	<b>10,534</b>	<b>10,635</b>	<b>10,959</b>	<b>11,053</b>	<b>11,079</b>	<b>11,490</b>	<b>11,212</b>	<b>11,410</b>	<b>11,587</b>	<b>8.8</b>	<b>939</b>
Unemployment	479	507	419	434	453	675	918	732	731	799	66.8	320
Unemployment Rate	4.5	4.8	3.9	4.0	4.1	6.1	8.0	6.5	6.4	6.9	(N/A)	(N/A)
Employment	10,169	10,027	10,216	10,525	10,600	10,404	10,572	10,480	10,679	10,788	6.1	619

(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 South Sioux City in Dakota County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination report looks at the area from which a city 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 South Sioux City are from 2011.

Table 3 (pages 6–7) examines the Work Destination area for South Sioux City from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 5,883 county labor force participants holding primary jobs. As Table 3 shows, 61.6 percent of South Sioux City's labor force participants are employed within the state of Nebraska. Approximately 45.5 percent of South Sioux City workers remain within Dakota County for employment with 54.5 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where South Sioux City labor force participants are employed (next page).

Table 3

### **Work Destination Report**

*Where Workers are Employed Who Live in the Selection Area*

2011

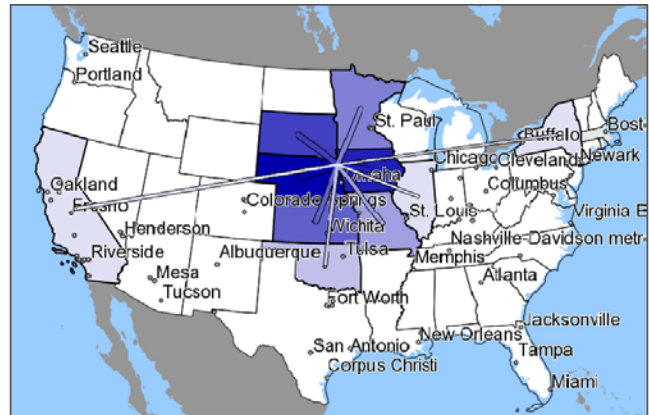
	Count	Share
<b>Total Primary Jobs</b>	<b>5,883</b>	<b>100.0%</b>

#### **By States**

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

2011

	Count	Share
<b>Nebraska</b>	<b>3,621</b>	<b>61.6%</b>
Iowa	1,928	32.8%
South Dakota	283	4.8%
Kansas	9	0.2%
Minnesota	7	0.1%
Missouri	6	0.1%
Oklahoma	4	0.1%
California	3	0.1%
Illinois	3	0.1%
New York	3	0.1%
All Other Locations	16	0.3%

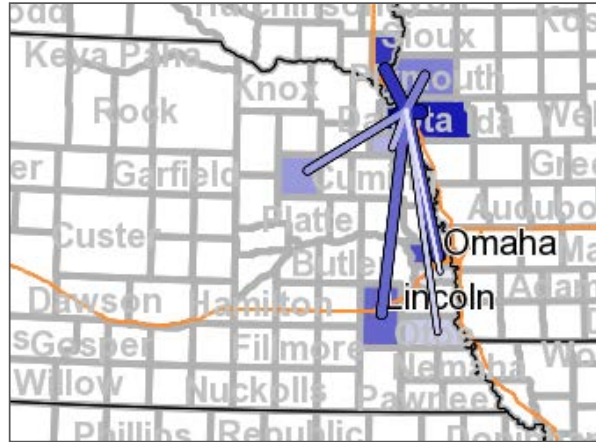


Source: U.S. Census, LED Origin-Destination Data Base, November 2014

Table 3 (continued)

**By Counties**  
**Job Counts by Counties Where Workers are Employed**  
**2011**

	Count	Share
<b>Dakota County, NE</b>	<b>2,679</b>	<b>45.5%</b>
Woodbury County, IA	1,727	29.4%
Union County, SD	256	4.4%
Douglas County, NE	214	3.6%
Lancaster County, NE	145	2.5%
Plymouth County, IA	130	2.2%
Madison County, NE	108	1.8%
Thurston County, NE	62	1.1%
Otoe County, NE	60	1.0%
Sarpy County, NE	40	0.7%
All Other Locations	462	7.9%



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

	Count	Share
Sioux City city, IA	1,605	27.3%
Dakota City city, NE	1,336	22.7%
<b>South Sioux City city, NE</b>	<b>1,131</b>	<b>19.2%</b>
Omaha city, NE	190	3.2%
Lincoln city, NE	144	2.4%
North Sioux City city, SD	127	2.2%
Le Mars city, IA	107	1.8%
Dakota Dunes CDP, SD	86	1.5%
Sergeant Bluff city, IA	83	1.4%
Nebraska City city, NE	60	1.0%
All Other Locations	1,014	17.2%



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



People also travel from other locations to work in South Sioux City—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within South Sioux City. The Census identified 5,827 primary jobs within South Sioux City. As Table 4 indicates, 46.4 percent of these jobs are held by Nebraska residents. Approximately 28.1 percent of South Sioux City 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

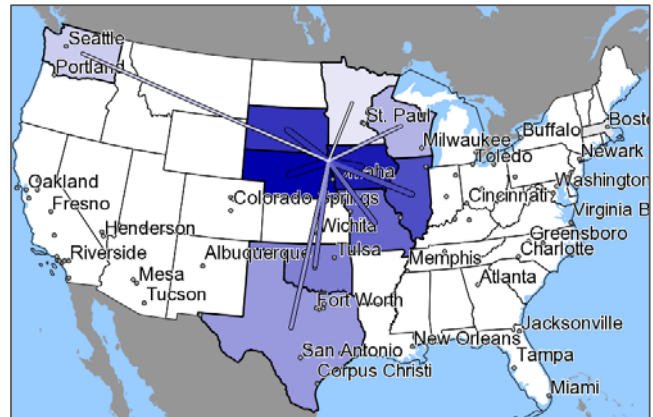
### Total Primary Jobs

	2011	
	Count	Share
<b>Total Primary Jobs</b>	<b>5,827</b>	<b>100.0%</b>

### By States

#### Job Counts by States Where Workers Live

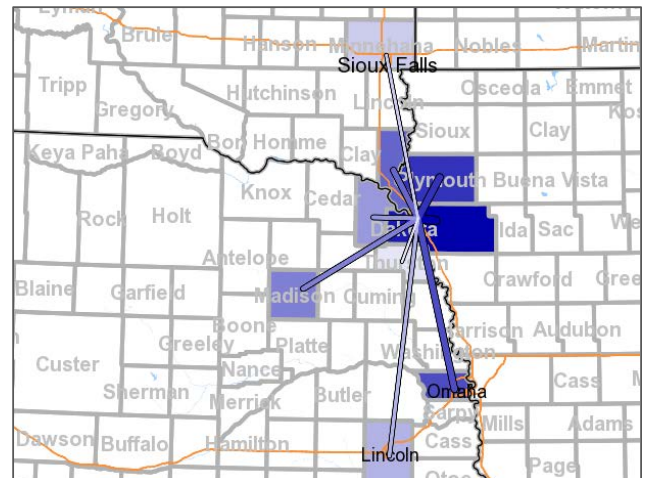
	2011	
	Count	Share
<b>Nebraska</b>	<b>2,704</b>	<b>46.4%</b>
Iowa	2,547	43.7%
South Dakota	299	5.1%
Illinois	63	1.1%
Missouri	53	0.9%
Oklahoma	26	0.4%
Texas	20	0.3%
Wisconsin	18	0.3%
Washington	17	0.3%
Minnesota	16	0.3%
All Other Locations	64	1.1%



### By Counties

#### Job Counts by Counties Where Workers Live - Primary Jobs

	2011	
	Count	Share
Woodbury County, IA	2,147	36.8%
<b>Dakota County, NE</b>	<b>1,640</b>	<b>28.1%</b>
Plymouth County, IA	160	2.7%
Douglas County, NE	134	2.3%
Union County, SD	127	2.2%
Madison County, NE	96	1.6%
Dixon County, NE	82	1.4%
Lancaster County, NE	76	1.3%
Minnehaha County, SD	62	1.1%
Thurston County, NE	55	0.9%
All Other Locations	1,248	21.4%

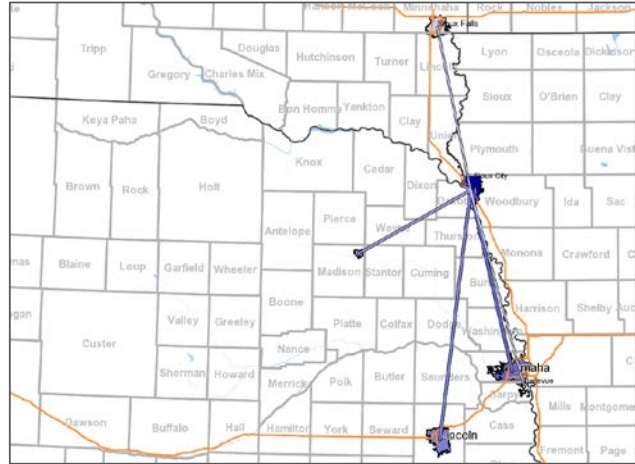


Source: U.S. Census, LED Origin-Destination Data Base, November 2014

Table 4 (continued)

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

	Count	Share
Sioux City city, IA	1,826	31.3%
<b>South Sioux City city, NE</b>	<b>1,131</b>	<b>19.4%</b>
Dakota City city, NE	158	2.7%
Sergeant Bluff city, IA	95	1.6%
Omaha city, NE	90	1.5%
Lincoln city, NE	70	1.2%
Norfolk city, NE	68	1.2%
Dakota Dunes CDP, SD	41	0.7%
Sioux Falls city, SD	39	0.7%
Bellevue city, NE	38	0.7%
All Other Locations	2,271	39.0%



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 South Sioux City 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 South Sioux City.

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	5,827	100.0%	5,488	100.0%	5,113	100.0%
Living in the Selection Area	5,883	101.0%	5,879	107.1%	6,297	123.2%
Net Job Inflow (+) or Outflow (-)	-56	-	-391	-	-1,184	-

**In-Area Labor Force Efficiency (Primary Jobs)**

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	5,883	100.0%	5,879	100.0%	6,297	100.0%
Living and Employed in the Selection Area	1,131	19.2%	1,140	19.4%	1,055	16.8%
Living in the Selection Area but Employed Outside	4,752	80.8%	4,739	80.6%	5,242	83.2%

**In-Area Employment Efficiency (Primary Jobs)**

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	5,827	100.0%	5,488	100.0%	5,113	100.0%
Employed and Living in the Selection Area	1,131	19.4%	1,140	20.8%	1,055	20.6%
Employed in the Selection Area but Living Outside	4,696	80.6%	4,348	79.2%	4,058	79.4%

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	4,752	100.0%	4,739	100.0%	5,242	100.0%
Workers Aged 29 or younger	1,391	29.3%	1,388	29.3%	1,540	29.4%
Workers Aged 30 to 54	2,560	53.9%	2,507	52.9%	2,849	54.3%
Workers Aged 55 or older	801	16.9%	844	17.8%	853	16.3%
Workers Earning \$1,250 per month or less	876	18.4%	907	19.1%	921	17.6%
Workers Earning \$1,251 to \$3,333 per month	2,842	59.8%	2,752	58.1%	3,239	61.8%
Workers Earning More than \$3,333 per month	1,034	21.8%	1,080	22.8%	1,082	20.6%
Workers in the "Goods Producing" Industry Class	2,339	49.2%	2,132	45.0%	2,482	47.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	689	14.5%	786	16.6%	768	14.7%
Workers in the "All Other Services" Industry Class	1,724	36.3%	1,821	38.4%	1,992	38.0%

<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	4,696	100.0%	4,348	100.0%	4,058	100.0%
Workers Aged 29 or younger	932	19.8%	915	21.0%	863	21.3%
Workers Aged 30 to 54	2,754	58.6%	2,571	59.1%	2,415	59.5%
Workers Aged 55 or older	1,010	21.5%	862	19.8%	780	19.2%
Workers Earning \$1,250 per month or less	908	19.3%	807	18.6%	734	18.1%
Workers Earning \$1,251 to \$3,333 per month	2,101	44.7%	2,096	48.2%	1,952	48.1%
Workers Earning More than \$3,333 per month	1,687	35.9%	1,445	33.2%	1,372	33.8%
Workers in the "Goods Producing" Industry Class	741	15.8%	690	15.9%	626	15.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,645	35.0%	1,464	33.7%	1,432	35.3%
Workers in the "All Other Services" Industry Class	2,310	49.2%	2,194	50.5%	2,000	49.3%

<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	1,131	100.0%	1,140	100.0%	1,055	100.0%
Workers Aged 29 or younger	275	24.3%	272	23.9%	262	24.8%
Workers Aged 30 to 54	563	49.8%	579	50.8%	542	51.4%
Workers Aged 55 or older	293	25.9%	289	25.4%	251	23.8%
Workers Earning \$1,250 per month or less	348	30.8%	288	25.3%	327	31.0%
Workers Earning \$1,251 to \$3,333 per month	485	42.9%	551	48.3%	459	43.5%
Workers Earning More than \$3,333 per month	298	26.3%	301	26.4%	269	25.5%
Workers in the "Goods Producing" Industry Class	163	14.4%	151	13.2%	146	13.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	247	21.8%	238	20.9%	224	21.2%
Workers in the "All Other Services" Industry Class	721	63.7%	751	65.9%	685	64.9%

Source: U.S. Census Bureau, 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 South Sioux City and the distance they travel to work. Looking at Table 6, the count of primary job holders living within South Sioux City is less 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

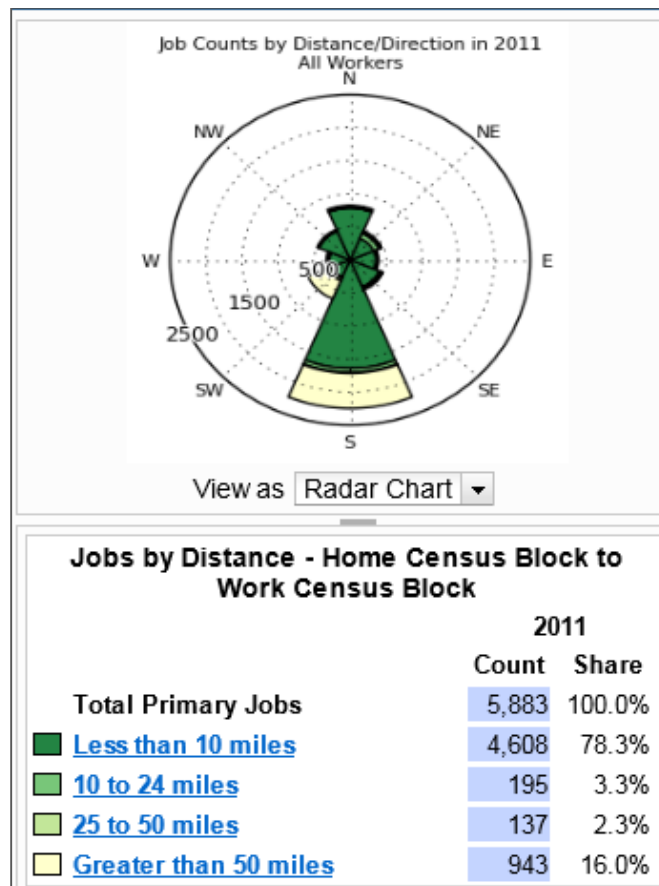
*Live within study area - distance to work*

### Job Counts in Work Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>5,883</b>	<b>100.0%</b>	<b>5,879</b>	<b>100.0%</b>	<b>6,297</b>	<b>100.0%</b>
Less than 10 miles	4,608	78.3%	4,537	77.2%	4,171	66.2%
10 to 24 miles	195	3.3%	233	4.0%	967	15.4%
25 to 50 miles	137	2.3%	141	2.4%	137	2.2%
Greater than 50 miles	943	16.0%	968	16.5%	1,022	16.2%

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

Figure 1



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

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within South Sioux City and the distance to their homes. Looking at Table 7, the number of primary jobs held within South Sioux City has increased since 2009. The data also show the majority of South Sioux City employees continue to travel less than 10 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

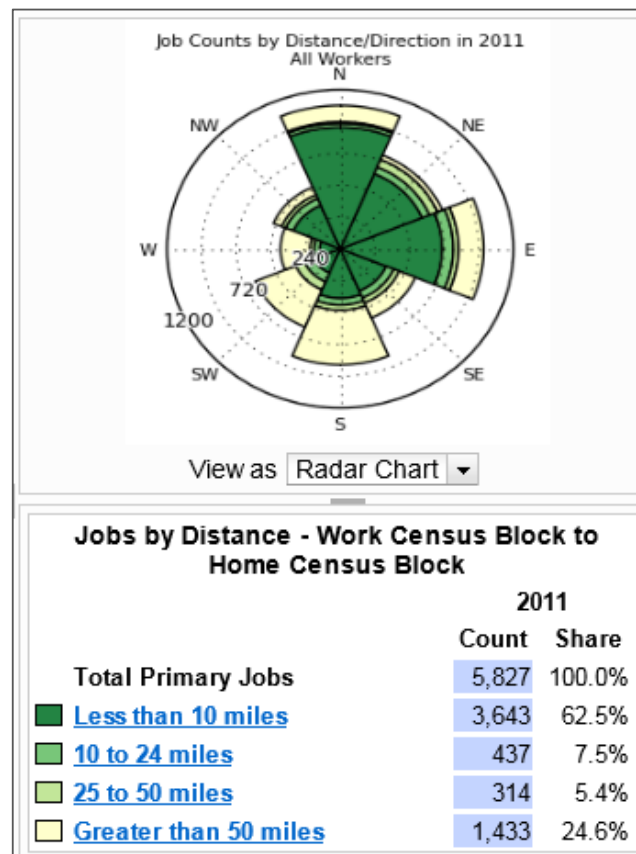
### Live within study area - distance to home

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

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>5,827</b>	<b>100.0%</b>	<b>5,488</b>	<b>100.0%</b>	<b>5,113</b>	<b>100.0%</b>
Less than 10 miles	3,643	62.5%	3,438	62.6%	3,234	63.3%
10 to 24 miles	437	7.5%	459	8.4%	417	8.2%
25 to 50 miles	314	5.4%	359	6.5%	341	6.7%
Greater than 50 miles	1,433	24.6%	1,232	22.4%	1,121	21.9%

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

Figure 2



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

## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Dakota County and the surrounding area. As Table 8 indicates, Dakota County's population experienced an average annual increase of 1.2 percent between 1970 and 2010 for a total increase of 60.0 percent or 7,869 people. This population increase compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Dakota County reported an average annual 0.1 percent decrease in population from 2010 to 2013 (59 people total).

Table 8

### **County Population 1970-2013 Dakota 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
Dakota County	13,137	16,573	16,742	20,253	21,006	20,947	1.2	-0.1
Dixon County	7,453	7,137	6,143	6,338	6,000	5,851	-0.5	-0.8
Thurston County	6,942	7,186	6,936	7,171	6,940	6,895	0.0	-0.2

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

Table 9 data reveals the population of Dakota County's incorporated places as a whole experienced an average annual population increase of 1.2 percent from 1970 to 2010 and a decrease of 1.5 percent from 2010 to 2013 for a total increase of 53.2 percent (5,677 people) from 1970 to 2013. South Sioux City, the county's largest city, reported a 69.5 percent increase in population (5,504 people) between 1970 and 2013. The unincorporated areas outside of the selected communities experienced a 57.3 percent increase (1,296 people) during the period 1970–2013.

Table 9

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

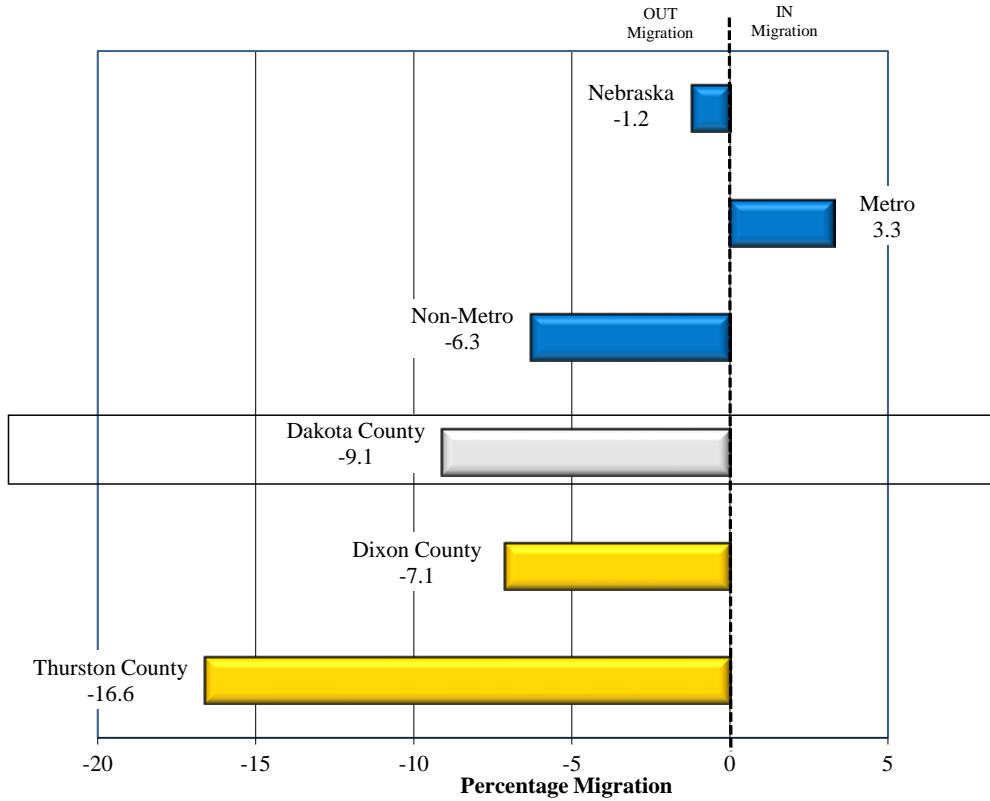
Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2013	1970-2010	2010-2013
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,868,516	0.5	0.8
Dakota County	13,137	16,573	16,742	20,253	21,006	20,947	1.2	-0.1
Dakota City	1,057	1,440	1,473	1,821	1,919	1,907	1.5	-0.2
Homer	457	564	555	590	549	554	0.5	0.3
Hubbard	151	234	199	234	236	239	1.1	0.4
Jackson	232	287	230	205	223	220	-0.1	-0.5
South Sioux City	7,920	9,339	9,785	11,925	13,353	13,424	1.3	0.2
Emerson	850	874	805	817	840	837	0.0	-0.1
<b>Total Incorporated Places</b>	<b>10,667</b>	<b>12,738</b>	<b>13,047</b>	<b>15,592</b>	<b>17,120</b>	<b>17,181</b>	<b>1.2</b>	<b>0.1</b>
<b>Unincorporated Areas</b>	<b>2,470</b>	<b>3,835</b>	<b>3,695</b>	<b>4,661</b>	<b>3,886</b>	<b>3,766</b>	<b>1.1</b>	<b>-1.0</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, Dakota 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, Dakota County experienced a net out-migration of 1,839 people or 9.1 percent of its 2000 population.

Chart 6

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

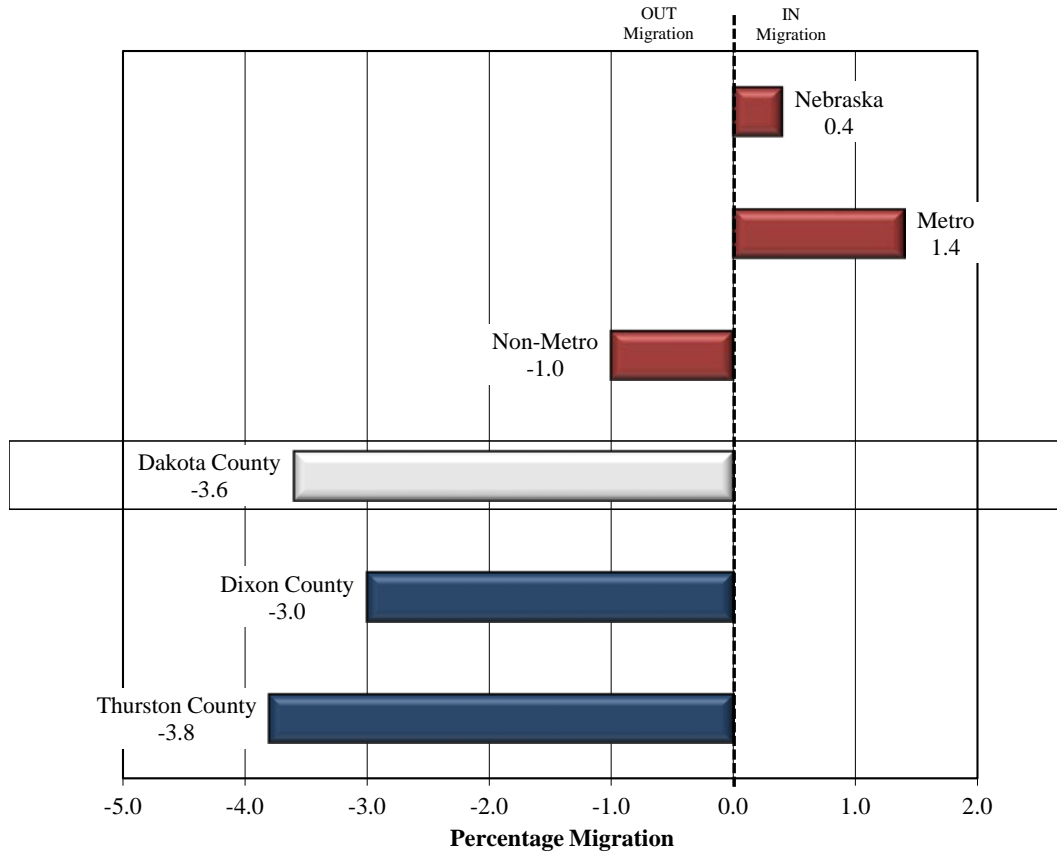


Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

Looking at the years 2010–2013 (Chart 7), Dakota County experienced a net out-migration of 749 people or 3.6 percent of its 2010 population.

Chart 7

### 2010-2013 Net Migration as Percent of 2010 Population Dakota 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 41.6 percent of the 887 people moving into Dakota County moved from other Nebraska locations (369 people). Data also reveal 518 people (58.4 percent) migrated into the county from other states.

Table 10

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

	Number	Percent
Movers within the United States	3,018	100.0
Within Same County	2,131	70.6
Different County, Same State	369	12.2
Different State	518	17.2
Movers from Abroad	0	0
<b>Total Movement</b>	<b>3,018</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
Central America	-	222
Iowa	Woodbury County	200
Nebraska	Thurston County	181
California	Kern County	121
Nebraska	Dixon County	78
Minnesota	Pipestone County	73
Arizona	Maricopa County	46
Nebraska	Lancaster County	39
Florida	Broward County	17
Nebraska	York County	17
Nebraska	Douglas County	16
South Dakota	Union County	14
California	Los Angeles County	11
Texas	Dallas County	9
Nebraska	Garfield County	7
Nebraska	Sherman County	6
Nebraska	Buffalo County	5
Nebraska	Sarpy County	5
Illinois	Cook County	4
Iowa	Sac County	4
Nebraska	Pierce County	4
Nebraska	Wayne County	4
Nevada	Clark County	4
Europe	-	4
Florida	Marion County	3

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 18.4 percent of the 1,386 people migrating out of Dakota County remained in the state of Nebraska (255 people). Data show 1,131 Dakota County residents (81.6 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

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

	Number	Percent
Movers within the United States	3,517	100.0
Within Same County	2,131	60.6
Different County, Same State	255	7.3
Different State	1,131	32.2
Movers to Puerto Rico	0	0.0
<b>Total Movement</b>	<b>3,517</b>	

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

### Reported Counties (where people moved to)

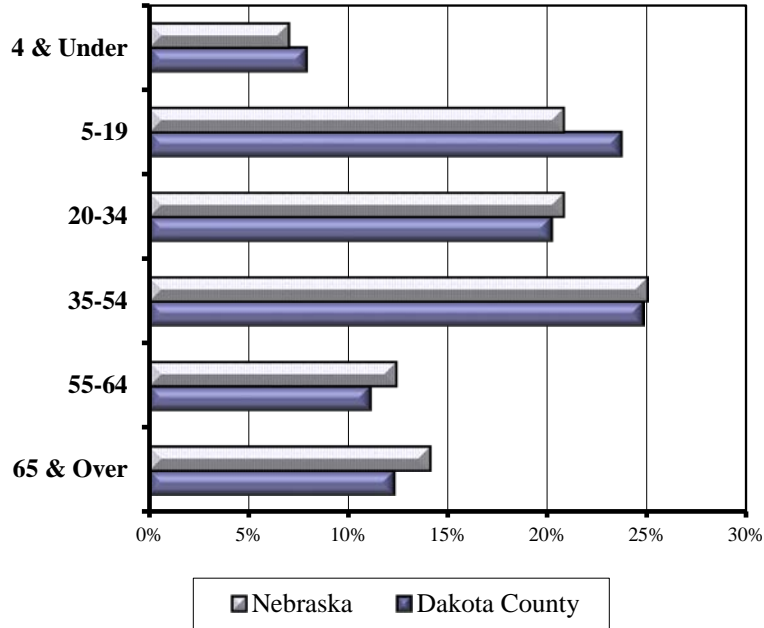
State	County	Number
Iowa	Woodbury County	772
South Dakota	Beadle County	94
South Dakota	Union County	80
Nebraska	Washington County	61
Nebraska	Dixon County	44
Oregon	Multnomah County	31
Nebraska	Wayne County	28
Iowa	Pottawattamie County	26
Nebraska	Phelps County	22
Nebraska	Douglas County	20
California	Kern County	14
South Dakota	Yankton County	14
South Dakota	Clay County	13
Iowa	Crawford County	12
Iowa	Plymouth County	12
Texas	Dallas County	11
Iowa	Johnson County	11
Nebraska	Lancaster County	11
Iowa	Buchanan County	10
Nebraska	Dawson County	10
Wisconsin	Barron County	8
Iowa	Cherokee County	7
Nebraska	Hall County	7
Nebraska	Saunders County	7
Nebraska	Seward County	7

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 Dakota County. The population of Dakota County is significantly younger in age than Nebraska as a whole. The median age for Dakota County residents in 2013 was 33.4 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8

### Age Distribution of the Population, 2013 Dakota 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 Dakota County and Nebraska

	2013 Population		Percent	
	Nebraska	Dakota County	Nebraska	Dakota County
4 & Under	130,160	1,657	7.0%	7.9%
5-19	387,807	4,966	20.8%	23.7%
20-34	388,117	4,241	20.8%	20.2%
35-54	467,120	5,185	25.0%	24.8%
55-64	231,304	2,318	12.4%	11.1%
65 & Over	264,008	2,580	14.1%	12.3%
<b>Total</b>	<b>1,868,516</b>	<b>20,947</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.2</b>	<b>33.4</b>		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," June 2014

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Dakota County and the surrounding counties both as a total and by gender. These 5-year estimates 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

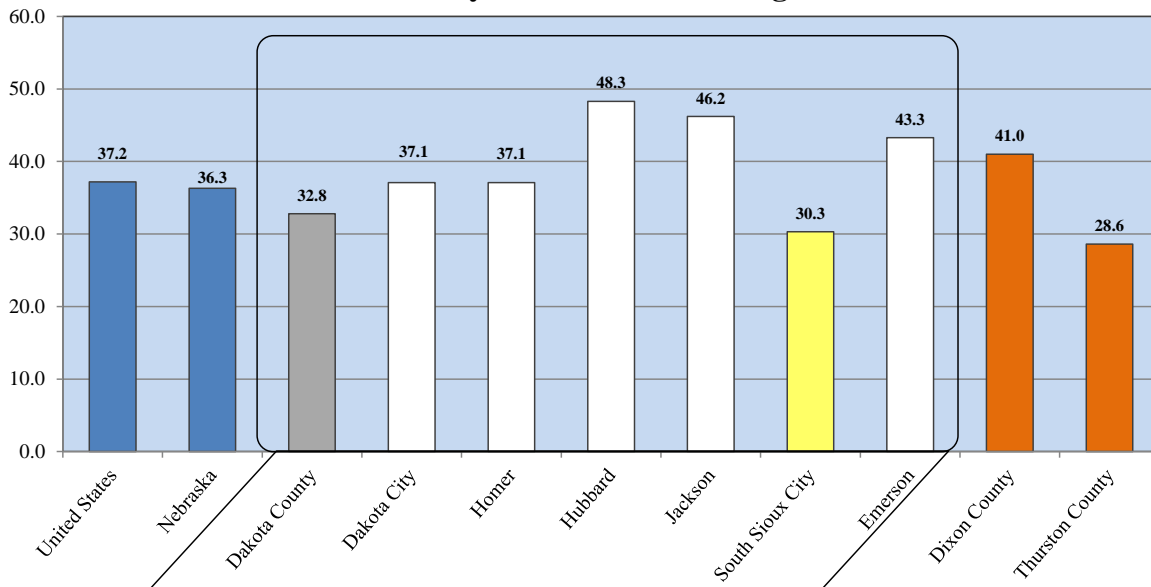
**Median Age by Location and Gender  
5-Year Estimate, 2008–2012  
Dakota County and the Surrounding Area**

	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>Dakota County</b>	<b>32.8</b>	32.3	33.0
Dakota City	37.1	36.9	38.2
Homer	37.1	37.9	34.4
Hubbard	48.3	40.0	49.6
Jackson	46.2	42.8	46.7
South Sioux City	30.3	28.9	30.8
Emerson	43.3	45.5	41.5
<b>Dixon County</b>	<b>41.0</b>	39.8	42.1
<b>Thurston County</b>	<b>28.6</b>	26.7	31.3

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  
Dakota 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 Dakota 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 (NMV) Pull Factors Nebraska, Dakota 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
Metro Nebraska	1,087,221	14,120,514	12,988	1.08
<b>Dakota County</b>	<b>20,947</b>	<b>148,909</b>	<b>7,109</b>	<b>0.59</b>
Dixon County	5,851	12,322	2,106	0.18
Thurston County	6,895	18,533	2,688	0.22

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

Chart 10

Reviewing the pull factors at the county level indicates Dakota County experiences net retail leakages. The 2013 pull factor of 0.59 indicates, on a per capita basis, retail sales in Dakota 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 Dakota County (0.59) with the pull factor for the metropolitan area of Nebraska (1.08) indicates per capita retail sales in Dakota County are 45.3 percent below the average per capita retail sales in the metropolitan area of Nebraska.

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

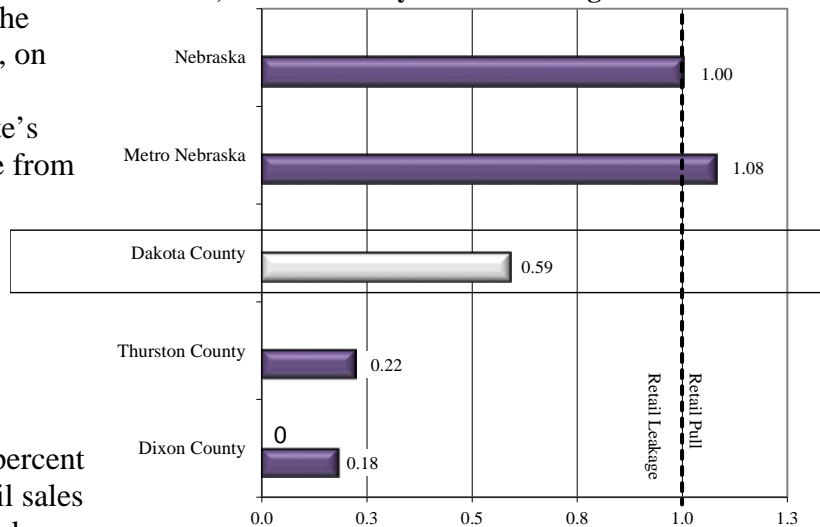


Table 15 and Chart 11 compare the 2013 pull factors for selected area communities. The community of South Sioux City’s pull factor of 0.83 indicates that, on a per capita basis, non-motor vehicle retail sales in South Sioux City are approximately 0.17 percent less than the state’s average per capita sales.

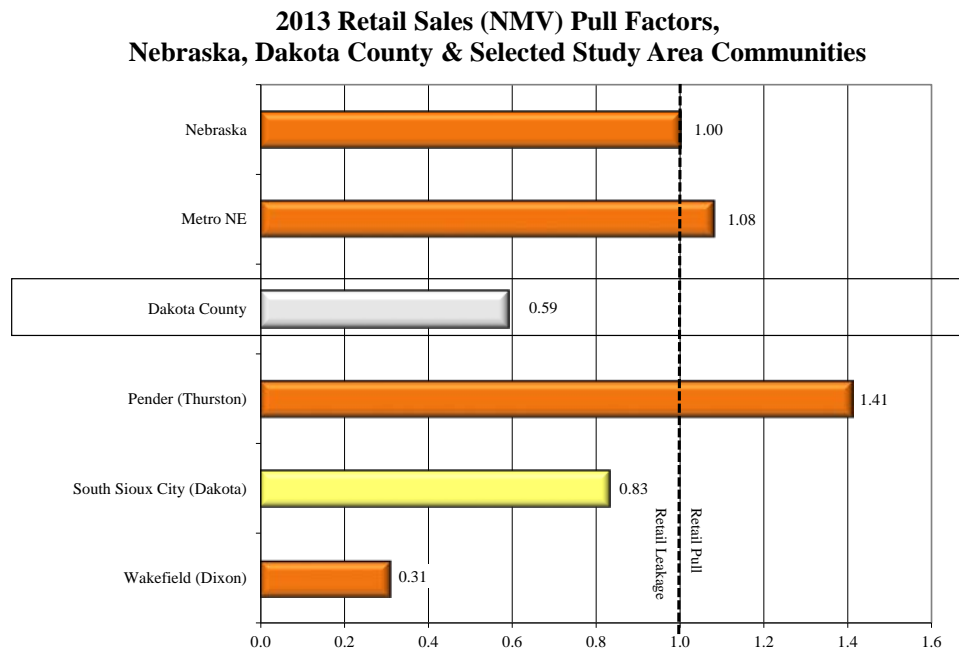
Table 15

### 2013 Retail Sales (NMV) Pull Factors Nebraska, Dakota 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>Dakota County</b>	<b>20,947</b>	<b>148,909</b>	<b>7,109</b>	<b>0.59</b>
South Sioux City (Dakota)	13,424	134,013	9,983	0.83
Wakefield (Dixon)	1,416	5,258	3,713	0.31
Pender (Thurston)	999	16,958	16,975	1.41

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

Chart 11



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 Dakota County. As this table indicates, the community of Jackson 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 0.59 for Dakota County in 2013.

Table 16

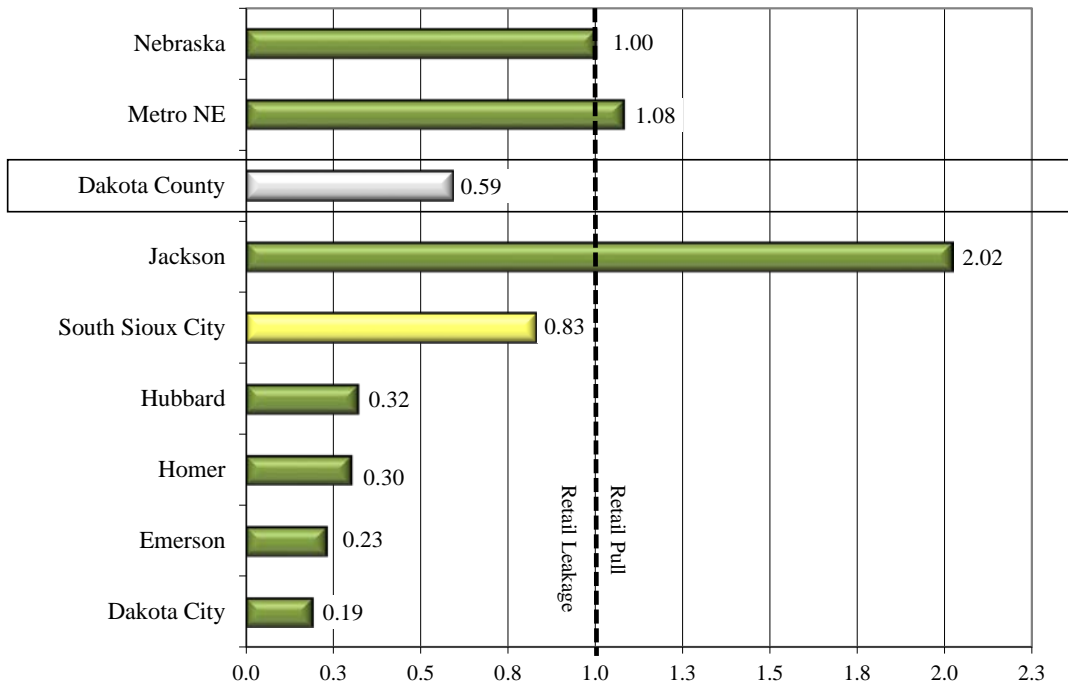
### 2013 Retail Sales (NMV) Pull Factors Nebraska, and Available Dakota County Area Communities

	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>Dakota County</b>	<b>20,947</b>	<b>148,909</b>	<b>7,109</b>	<b>0.59</b>
South Sioux City	13,424	134,013	9,983	0.83
Dakota City	1,907	4,352	2,282	0.19
Emerson	827	2,238	2,707	0.23
Homer	554	2,022	3,649	0.30
Hubbard	239	920	3,851	0.32
Jackson	220	5,345	24,297	2.02

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

Chart 12

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



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

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2013 pull factors for Nebraska, South Sioux City, and eight other similarly sized communities selected from around the state. Papillion’s pull factor of 2.13 leads the group for 2013 thus indicating Papillion has greater retail pull.

Table 17

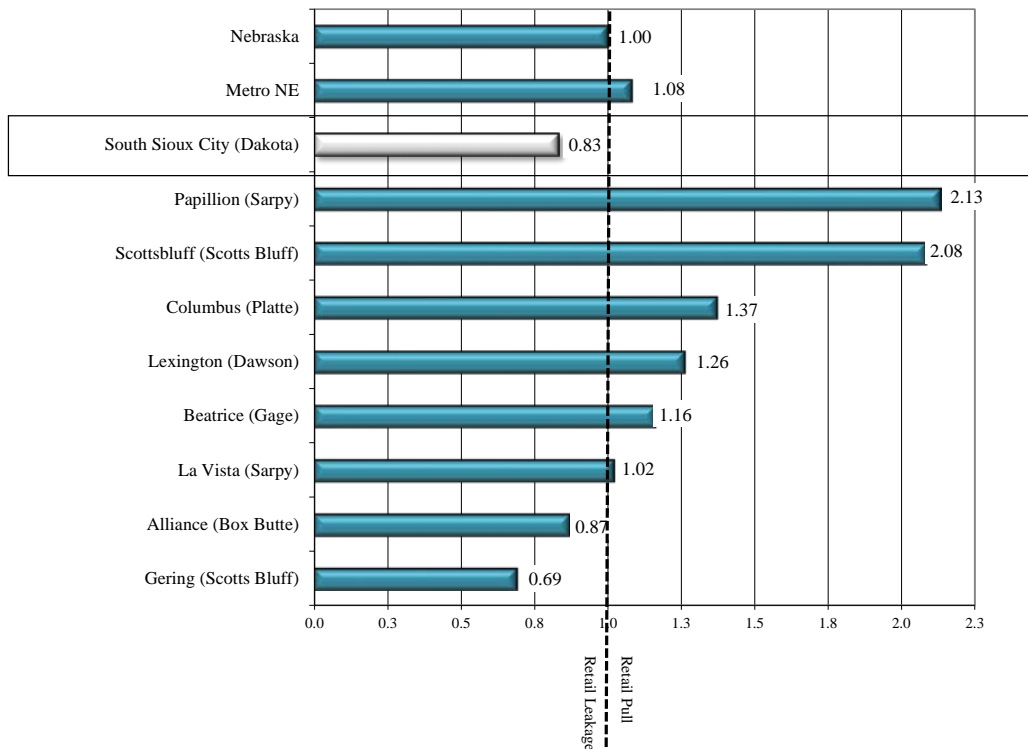
**2013 Retail Sales (NMV) Pull Factors  
South Sioux City & Other Similarly Sized Nebraska Communities**

	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>South Sioux City (Dakota)</b>	<b>13,424</b>	<b>134,013</b>	<b>9,983</b>	<b>0.83</b>
Gering (Scotts Bluff)	8,480	70,122	8,269	0.69
Alliance (Box Butte)	8,498	89,223	10,499	0.87
Lexington (Dawson)	10,204	154,362	15,128	1.26
Beatrice (Gage)	12,157	168,933	13,896	1.16
Scottsbluff (Scotts Bluff)	15,023	376,313	25,049	2.08
La Vista (Sarpy)	17,562	215,793	12,287	1.02
Papillion (Sarpy)	21,921	561,342	25,608	2.13
Columbus (Platte)	22,533	371,600	16,491	1.37

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

Chart 13

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

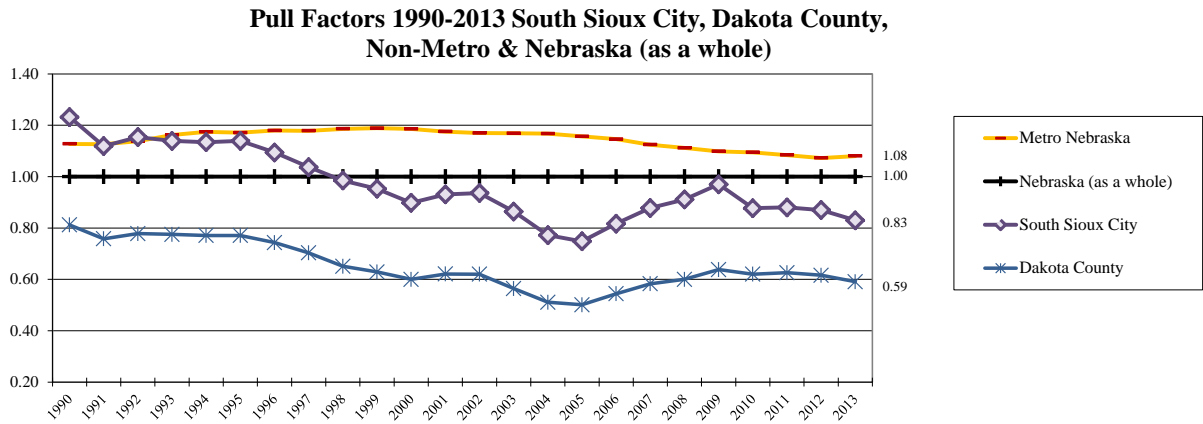


Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014



Chart 14 illustrates the pull factor trend for South Sioux City, Dakota County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2013. In examining the time line, the city of South Sioux City shows retail pull falling below the state average in 1998 and fluctuating below the state average throughout the remainder of the study period. Data within Dakota County (as a whole) also shows the pull factor below the metropolitan county average and the Nebraska (as a whole) average throughout the study time period.

Chart 14



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

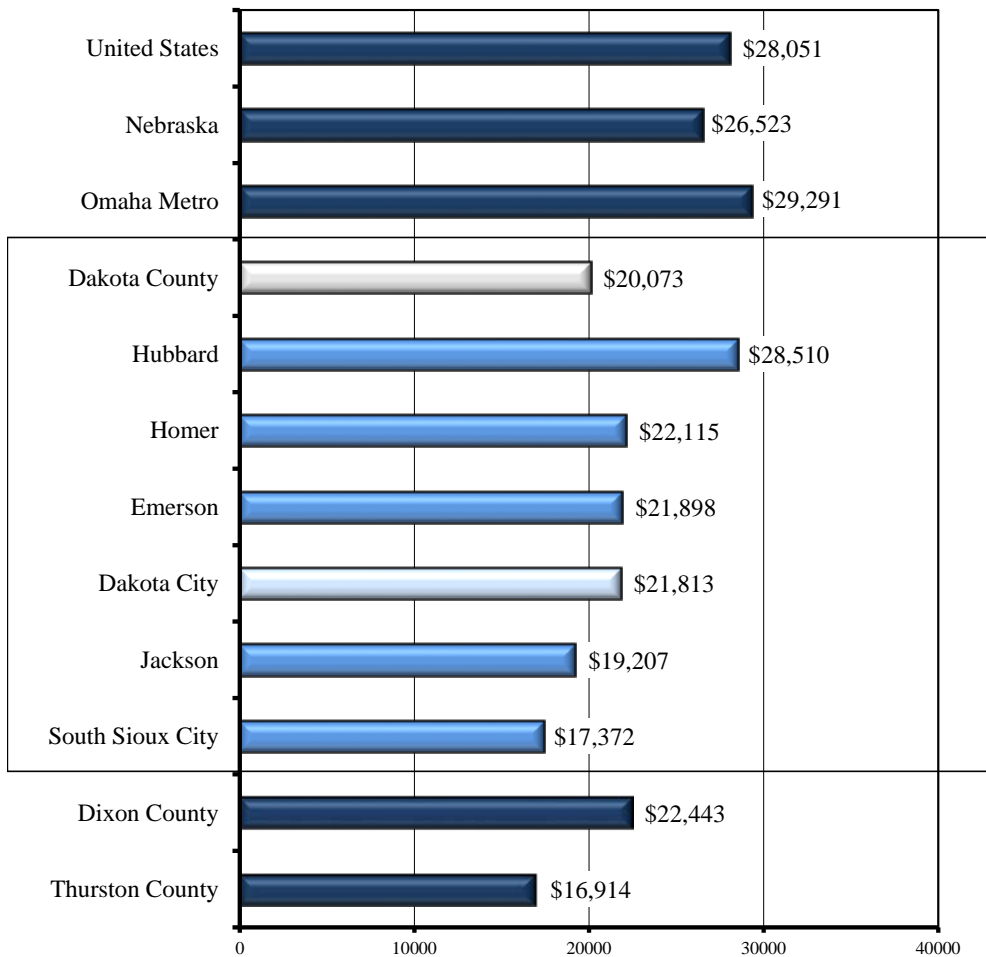
## Per Capita Personal Income

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 Dakota County is estimated to be \$20,073 compared to \$26,523 for Nebraska as a whole.

Chart 15

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



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

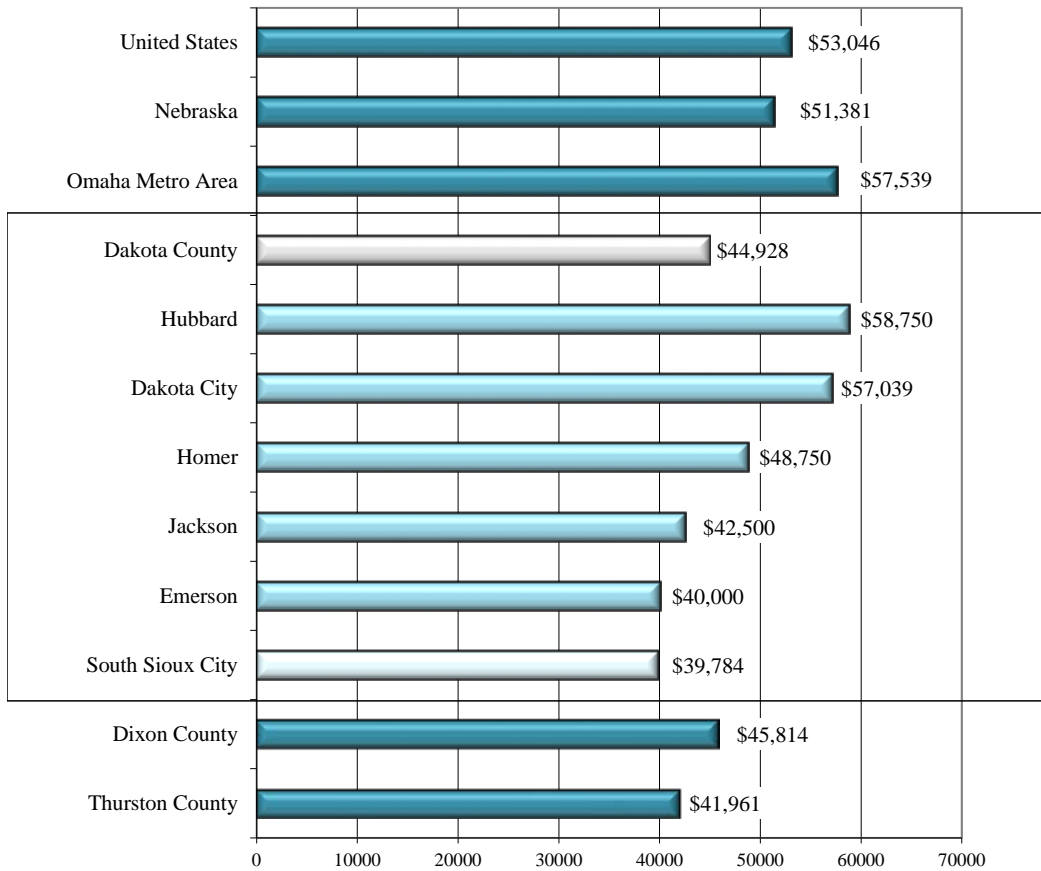
## Median Household Income

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 Dakota County is estimated to be \$44,928 compared to \$51,381 for Nebraska as a whole.

Chart 16

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



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