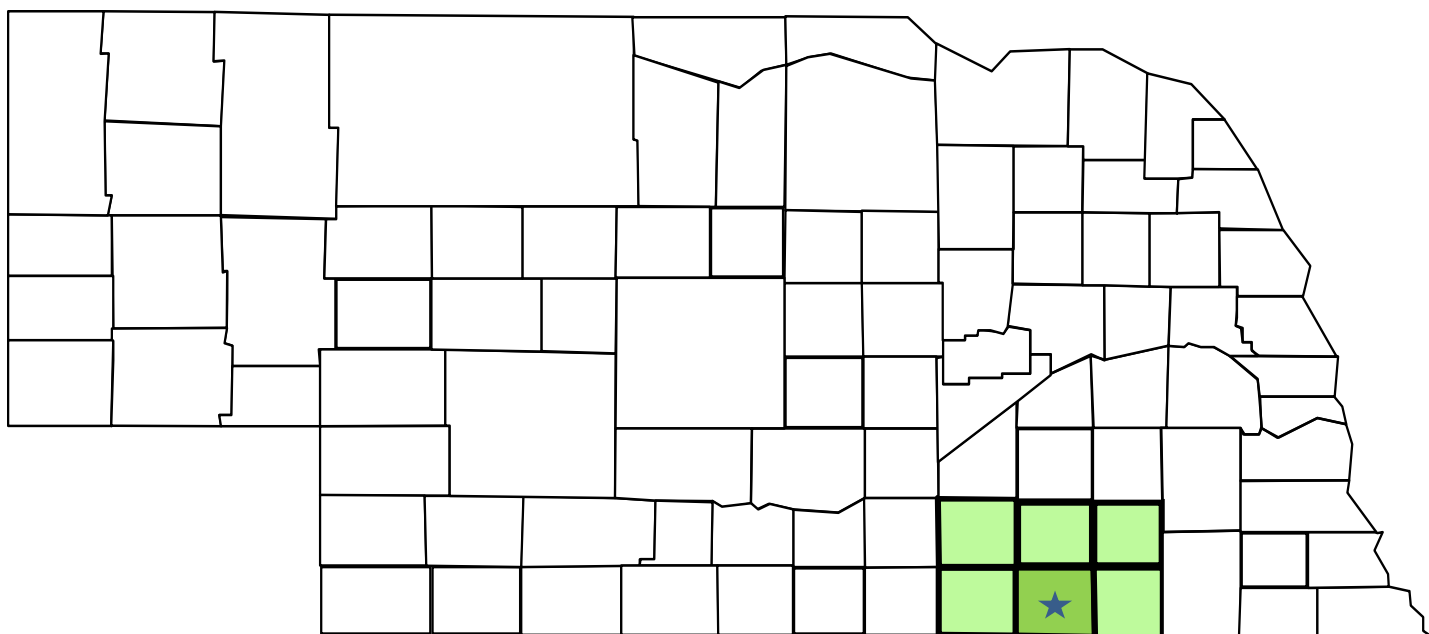


Economic and Demographic Trends

Hebron, Thayer County, and the Surrounding Area



May 2017

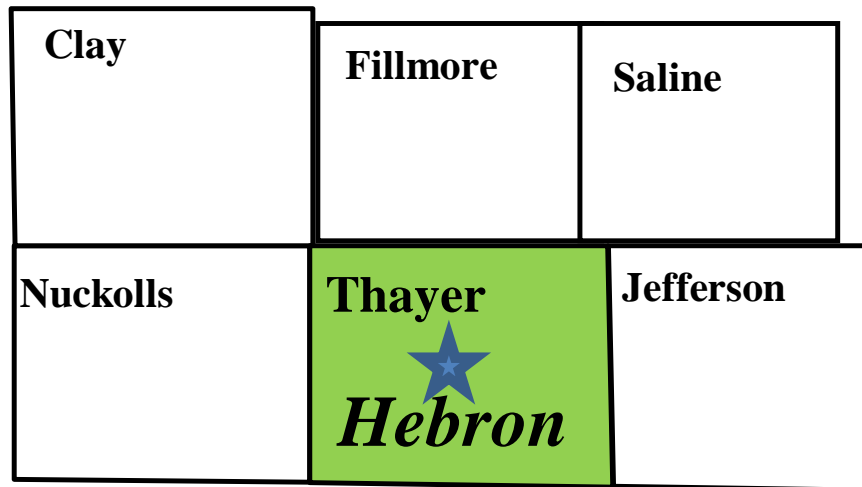
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Economic and Demographic Trends in Thayer County and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Thayer 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 Thayer County, other counties included in this area are Clay, Fillmore, Jefferson, Nuckolls, and Saline. The retail sales section also compares retail growth between Hebron 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 Thayer County for the period 2006–2015. 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 Thayer County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Thayer County increased 8.2 percent (187 jobs) between 2006 and 2015.

Table 1 also provides employment data for Thayer County by major economic sector for years 2006–2015. Of the sectors reporting complete data, the Natural Resources & Mining sector recorded the largest percentage increase in employment between 2006 and 2015 (60.9 percent or 39 jobs). The Manufacturing sector recorded the largest actual employment increase between 2006 and 2015 (41 jobs or 7.3 percent).

Table 1

**Nonfarm Wage & Salary Employment Trends, Thayer County, Nebraska
Selected Years: 2006–2015**

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change 2006-2015	# Change 2006-2015
Nonfarm Employment (W&S)	2,273	2,263	2,210	2,140	2,188	2,297	2,413	2,480	2,490	2,460	8.2	187
Total Private Industries	1,654	1,630	1,559	1,469	1,508	1,632	1,751	1,827	1,828	1,790	8.2	136
Goods Producing	712	706	646	537	542	662	798	906	888	820	15.2	108
Natural Resources & Mining	64	60	59	64	76	78	87	92	98	103	60.9	39
Construction	89	121	92	99	102	103	116	126	128	116	30.3	27
Manufacturing	559	526	495	375	364	481	595	687	662	600	7.3	41
Service Providing	942	924	913	932	966	970	953	921	940	970	3.0	28
Trade, Transportation & Utilities	462	441	433	445	469	459	457	444	463	474	2.6	12
Information	14	N/A	N/A	N/A	12	12	12	12	12	13	-7.1	-1
Financial Activities	138	150	134	134	131	135	132	129	131	133	-3.6	-5
Professional & Business Services	21	23	22	23	20	23	23	24	26	27	28.6	6
Education & Health Services	187	N/A	N/A	N/A	216	221	210	205	200	197	5.3	10
Leisure & Hospitality	81	74	83	85	77	78	66	59	61	80	-1.2	-1
Other Services, except Public	39	38	37	41	40	42	53	47	47	46	17.9	7
Government	619	633	651	671	680	665	662	653	662	670	8.2	51
Federal	40	38	36	39	40	33	32	34	34	31	-22.5	-9
State	24	24	23	25	34	31	30	31	30	29	20.8	5
Local	555	571	592	607	607	601	600	590	598	611	10.1	56

(N/A) - Data not available

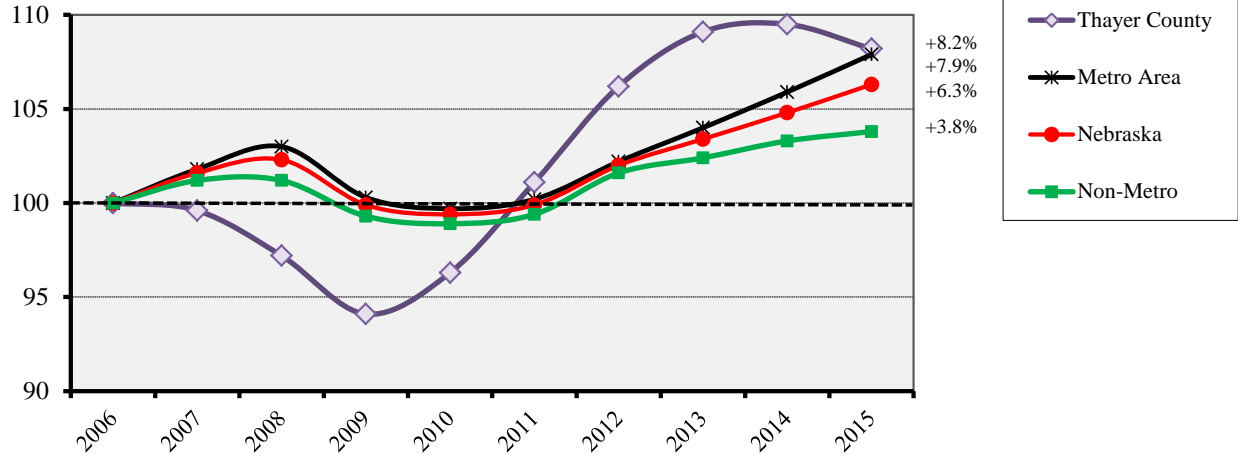
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2016
Labor Force & Work Force Summary, 2006-2015, Annually, Thayer County, Nebraska (June 2016 data)

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Thayer County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2006–2015. 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 nonfarm wage and salary employment in Thayer County increased 8.2 percent (187 jobs) from 2006 to 2015, compared to a 6.3 percent increase for Nebraska as a whole, a 7.9 percent increase in metropolitan Nebraska, and a 3.8 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Thayer County, Nebraska,
Metro, and Non-Metro Nebraska, 2006–2015
(Index, 2006=100)**

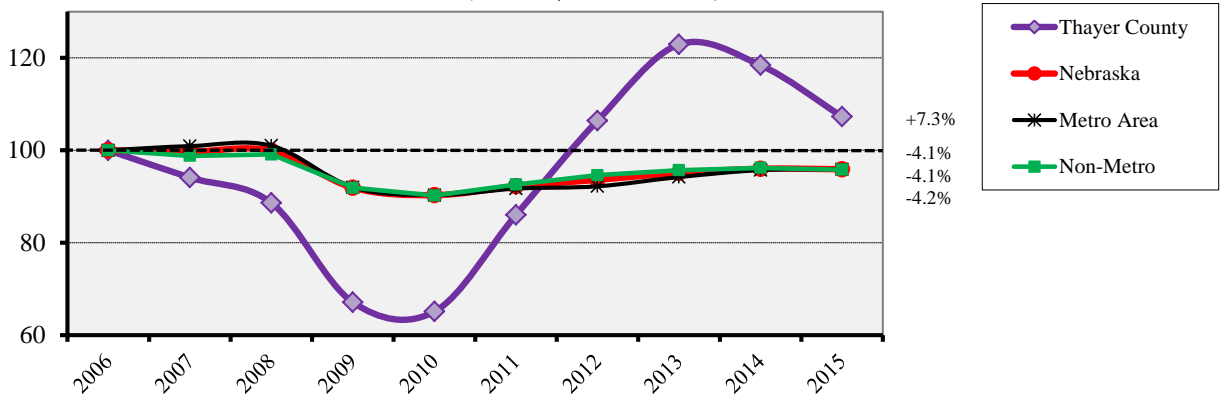


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2016

Chart 2 presents data on manufacturing wage and salary employment growth for Thayer County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Thayer County recorded a 7.3 percent increase in employment (41 jobs) between 2006 and 2015. This compares to a 4.2 percent decrease in employment for non-metropolitan Nebraska; a 4.1 percent decrease for Nebraska as a whole; and a 4.1 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Thayer County, Nebraska,
Metro, and Non-Metro Nebraska, 2006–2015
(Index, 2006=100)**



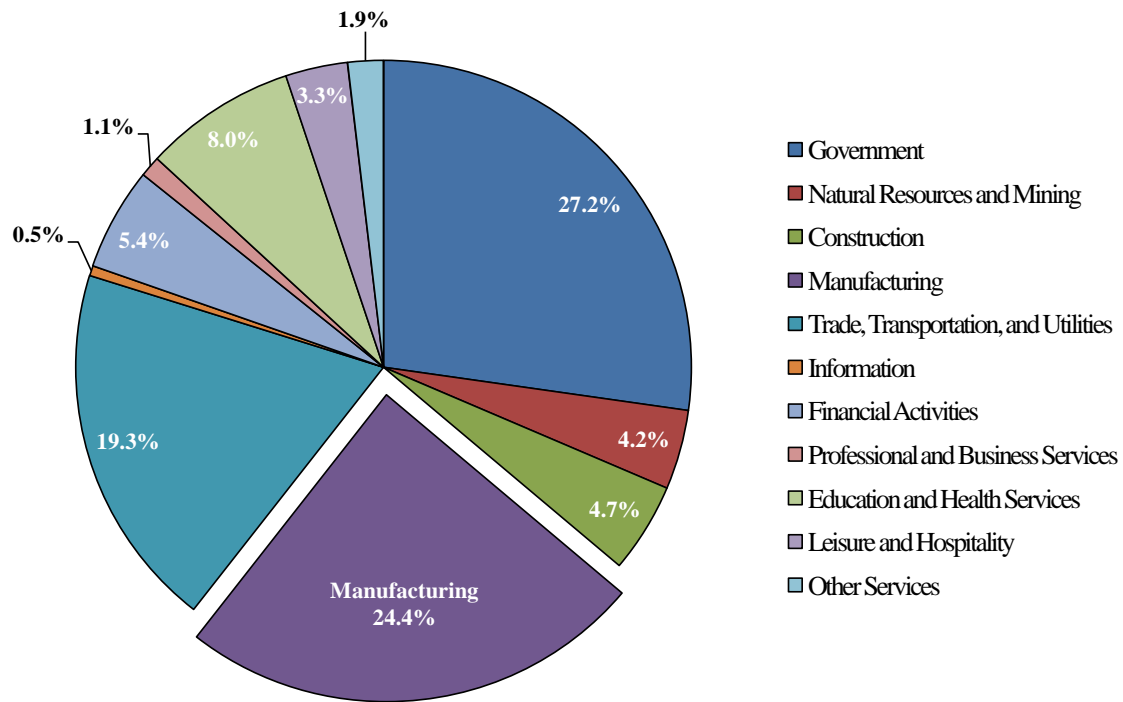
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2016

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

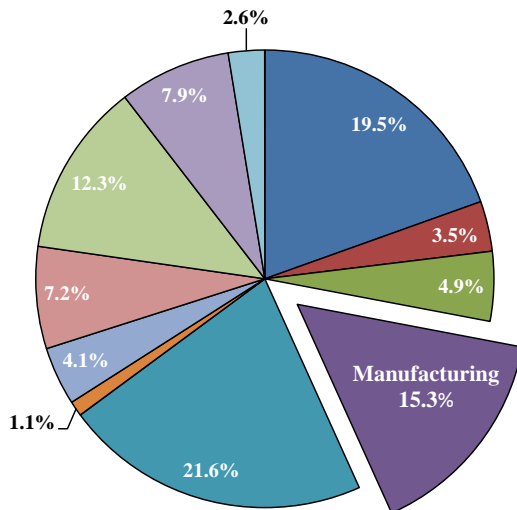
When comparing the Thayer County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 24.4 percent of the county workforce (600 employees) compared to 15.3 percent for non-metropolitan Nebraska; a difference of 9.1 percent. Comparing Thayer County to the overall metropolitan distribution, the largest deviation is also found in the Manufacturing sector (24.4 percent Thayer County vs. 7.0 percent metropolitan Nebraska; a difference of 17.4 percent).

Charts 3, 4, 5

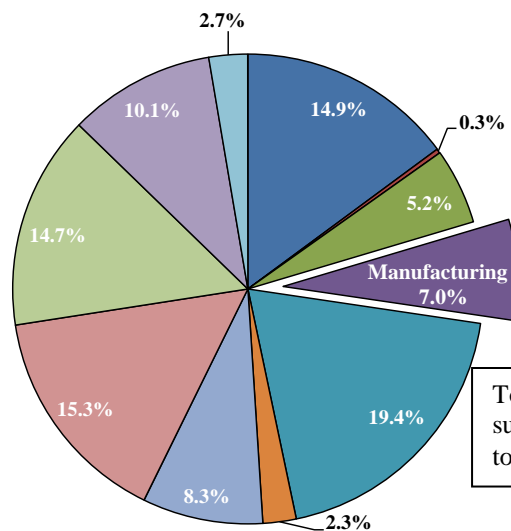
Nonfarm Wage & Salary Employment by Major Economic Sector, Thayer County, 2015



Non-Metro Area W&S Employment, 2015



Metro Area W&S Employment, 2015



Totals may not sum 100% due to rounding.

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

The next table (Table 2) shows labor force information for Thayer County for the time period 2006–2015. 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 Thayer County residents participating in the labor force between 2006 and 2015 (3.5 percent or 102 people).

The number of those unemployed in Thayer County decreased by 4.1 percent (3 people) between 2006 and 2015. 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 Thayer County unemployment rate was 2.4 percent in 2015; below that for metropolitan Nebraska (3.0 percent), below Nebraska as a whole (3.0 percent), and below non-metropolitan Nebraska (3.0 percent).

Table 2

Labor Force & Employment Trends, Thayer County, Nebraska
Selected Years: 2006–2015

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change 2006-2015	# Change 2006-2015
Labor Force	2,899	2,863	2,819	2,799	2,803	2,926	3,010	3,061	3,037	3,001	3.5	102
Unemployment	74	76	91	119	106	96	92	86	77	71	-4.1	-3
Unemployment Rate	2.6	2.7	3.2	4.3	3.8	3.3	3.1	2.8	2.5	2.4	(N/A)	(N/A)
Employment	2,825	2,787	2,728	2,680	2,697	2,830	2,918	2,975	2,960	2,930	3.7	105

(N/A) - Data not available

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2016

Residence and Work Flow Patterns

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for the City of Hebron in Thayer 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 Hebron are from 2014.

Table 3 (pages 6–7) examines the Work Destination area for Hebron from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 809 city labor force participants holding primary jobs. As Table 3 shows, 96.2 percent of Hebron's labor force participants are employed within the state of Nebraska. Approximately 56.4 percent of Hebron workers remain within Thayer County for employment with 43.6 percent leaving the county borders for work (next page). The top ten incorporated places where Hebron labor force participants are employed are also shown on the following page.

Table 3

Work Destination Report

Where Workers are Employed Who Live in the Selection Area

2014

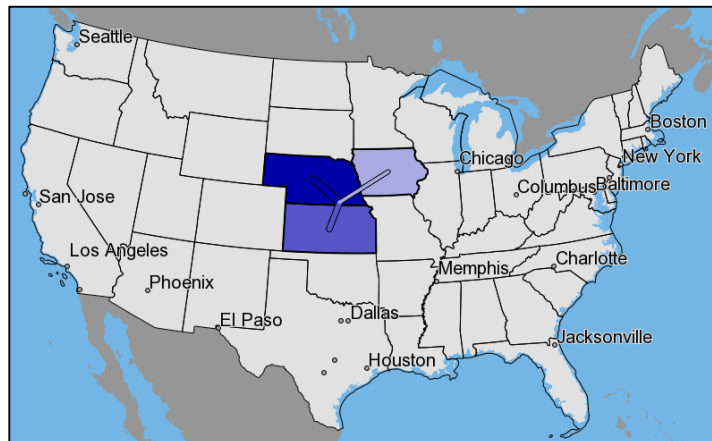
	Count	Share
Total Primary Jobs	809	100.0%

By States

Job Counts by States Where Workers are Employed

2014

	Count	Share
Nebraska	778	96.2%
Kansas	27	3.3%
Iowa	4	0.5%
All Other Locations	0	0.0%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, May 2017

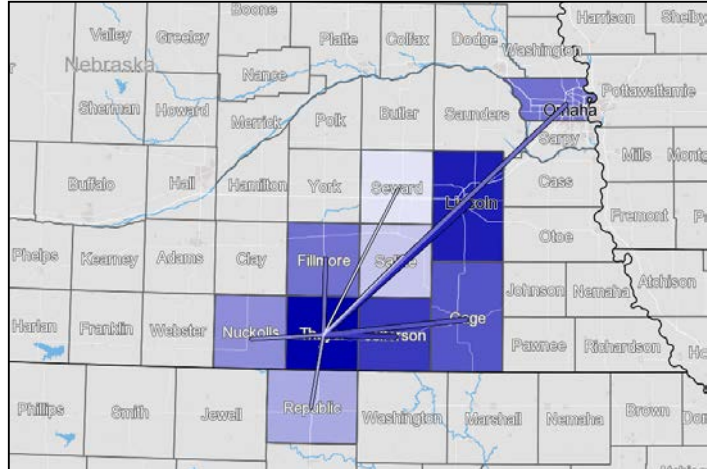
Table 3 (continued)

By Counties

Job Counts by Counties Where Workers are Employed

2014

	Count	Share
Thayer County, NE	456	56.4%
Lancaster County, NE	77	9.5%
Jefferson County, NE	46	5.7%
Gage County, NE	30	3.7%
Douglas County, NE	24	3.0%
Fillmore County, NE	24	3.0%
Nuckolls County, NE	17	2.1%
Republic County, KS	16	2.0%
Saline County, NE	13	1.6%
Seward County, NE	12	1.5%
All Other Locations	94	11.6%



By Places (top10)

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

2014

	Count	Share
Hebron city, NE	304	37.6%
Lincoln city, NE	71	8.8%
Davenport village, NE	68	8.4%
Fairbury city, NE	33	4.1%
Deshler city, NE	32	4.0%
Beatrice city, NE	25	3.1%
Omaha city, NE	23	2.8%
Belleville city, KS	16	2.0%
Bruning village, NE	15	1.9%
Geneva city, NE	12	1.5%
All Other Locations	210	26.0%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, May 2017

People also travel from other locations to work in Hebron—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Hebron. The Census identified 934 primary jobs within Hebron. As Table 4 indicates, 94.8 percent of these jobs are held by Nebraska residents. Approximately 64.7 percent of Hebron workers live within the Thayer 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

2014

	Count	Share
Total Primary Jobs	934	100.0%

By States

Job Counts by States Where Workers Live

2014

	Count	Share
Nebraska	885	94.8%
Kansas	39	4.2%
Missouri	3	0.3%
Iowa	2	0.2%
Oklahoma	2	0.2%
Arizona	1	0.1%
Arkansas	1	0.1%
Pennsylvania	1	0.1%
All Other Locations	0	0.0%

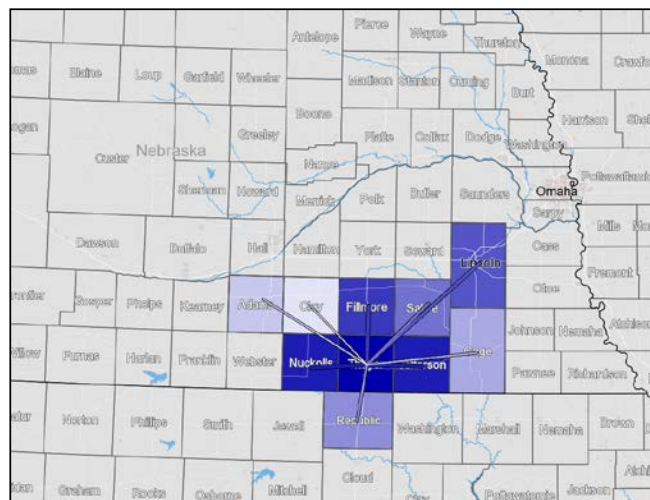


By Counties

Job Counts by Counties Where Workers Live

2014

	Count	Share
Thayer County, NE	604	64.7%
Jefferson County, NE	44	4.7%
Nuckolls County, NE	44	4.7%
Fillmore County, NE	30	3.2%
Lancaster County, NE	17	1.8%
Saline County, NE	16	1.7%
Republic County, KS	15	1.6%
Gage County, NE	13	1.4%
Adams County, NE	12	1.3%
Clay County, NE	11	1.2%
All Other Locations	128	13.7%

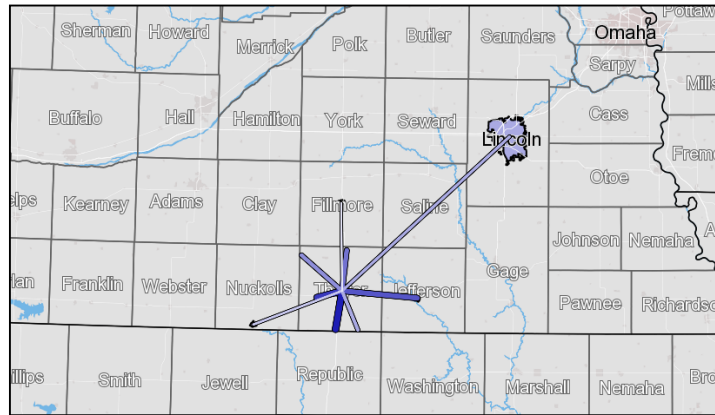


Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, May 2017

Table 4 (continued)

**By Places (top 10)
Job Counts by Places (Cities, CDPs, etc.) Where Workers Live
2014**

	Count	Share
Hebron city, NE	304	32.5%
Chester village, NE	43	4.6%
Deshler city, NE	39	4.2%
Fairbury city, NE	19	2.0%
Bruning village, NE	18	1.9%
Davenport village, NE	17	1.8%
Hubbell village, NE	15	1.6%
Lincoln city, NE	15	1.6%
Superior city, NE	14	1.5%
Geneva city, NE	9	1.0%
All Other Locations	441	47.2%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, May 2017

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

Table 5

Inflow/Outflow Report

Selection Area Labor Market Size (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	934	100.0%	897	100.0%	928	100.0%
Living in the Selection Area	809	86.6%	829	92.4%	801	86.3%
Net Job Inflow (+) or Outflow (-)	125	-	68	-	127	-

In-Area Labor Force Efficiency (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	809	100.0%	829	100.0%	801	100.0%
Living and Employed in the Selection Area	304	37.6%	263	31.7%	280	35.0%
Living in the Selection Area but Employed Outside	505	62.4%	566	68.3%	521	65.0%

In-Area Employment Efficiency (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	934	100.0%	897	100.0%	928	100.0%
Employed and Living in the Selection Area	304	32.5%	263	29.3%	280	30.2%
Employed in the Selection Area but Living Outside	630	67.5%	634	70.7%	648	69.8%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	505	100.0%	566	100.0%	521	100.0%
Workers Aged 29 or younger	111	22.0%	122	21.6%	121	23.2%
Workers Aged 30 to 54	236	46.7%	267	47.2%	227	43.6%
Workers Aged 55 or older	158	31.3%	177	31.3%	173	33.2%
Workers Earning \$1,250 per month or less	112	22.2%	124	21.9%	126	24.2%
Workers Earning \$1,251 to \$3,333 per month	231	45.7%	267	47.2%	211	40.5%
Workers Earning More than \$3,333 per month	162	32.1%	175	30.9%	184	35.3%
Workers in the "Goods Producing" Industry Class	140	27.7%	154	27.2%	130	25.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	125	24.8%	133	23.5%	129	24.8%
Workers in the "All Other Services" Industry Class	240	47.5%	279	49.3%	262	50.3%

Inflow Job Characteristics (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	630	100.0%	634	100.0%	648	100.0%
Workers Aged 29 or younger	118	18.7%	119	18.8%	138	21.3%
Workers Aged 30 to 54	299	47.5%	304	47.9%	320	49.4%
Workers Aged 55 or older	213	33.8%	211	33.3%	190	29.3%
Workers Earning \$1,250 per month or less	154	24.4%	146	23.0%	158	24.4%
Workers Earning \$1,251 to \$3,333 per month	274	43.5%	297	46.8%	308	47.5%
Workers Earning More than \$3,333 per month	202	32.1%	191	30.1%	182	28.1%
Workers in the "Goods Producing" Industry Class	102	16.2%	80	12.6%	86	13.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	132	21.0%	122	19.2%	131	20.2%
Workers in the "All Other Services" Industry Class	396	62.9%	432	68.1%	431	66.5%

Interior Flow Job Characteristics (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	304	100.0%	263	100.0%	280	100.0%
Workers Aged 29 or younger	57	18.8%	45	17.1%	42	15.0%
Workers Aged 30 to 54	135	44.4%	131	49.8%	127	45.4%
Workers Aged 55 or older	112	36.8%	87	33.1%	111	39.6%
Workers Earning \$1,250 per month or less	80	26.3%	83	31.6%	86	30.7%
Workers Earning \$1,251 to \$3,333 per month	130	42.8%	104	39.5%	117	41.8%
Workers Earning More than \$3,333 per month	94	30.9%	76	28.9%	77	27.5%
Workers in the "Goods Producing" Industry Class	23	7.6%	31	11.8%	26	9.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	39	12.8%	37	14.1%	40	14.3%
Workers in the "All Other Services" Industry Class	242	79.6%	195	74.1%	214	76.4%

Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, May 2017

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Hebron and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Hebron is greater in 2014 compared to 2012 but less than in 2013. The distribution of miles traveled to work has also shifted since 2012. Figure 1 shows the location and concentration of these workplaces.

Table 6

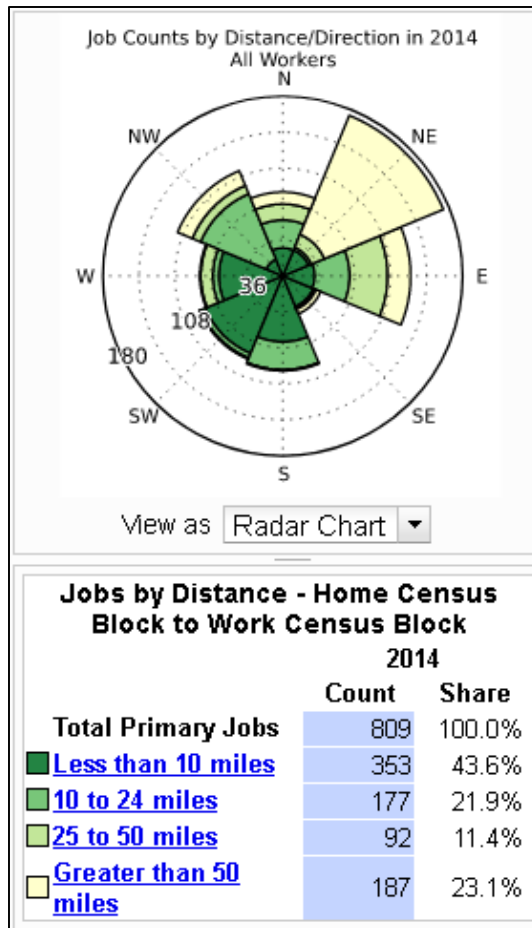
Distance/Direction Report - Home to Work Census Block

Job Counts in Work Blocks by Distance Only

	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	809	100.0%	829	100.0%	801	100.0%
Less than 10 miles	353	43.6%	294	35.5%	316	39.5%
10 to 24 miles	177	21.9%	177	21.4%	148	18.5%
25 to 50 miles	92	11.4%	102	12.3%	92	11.5%
Greater than 50 miles	187	23.1%	256	30.9%	245	30.6%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, May 2017

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, May 2017

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Hebron and the distance to their homes. Looking at Table 7, the number of primary jobs held within Hebron has increased since 2012. The data also show the majority of Hebron 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

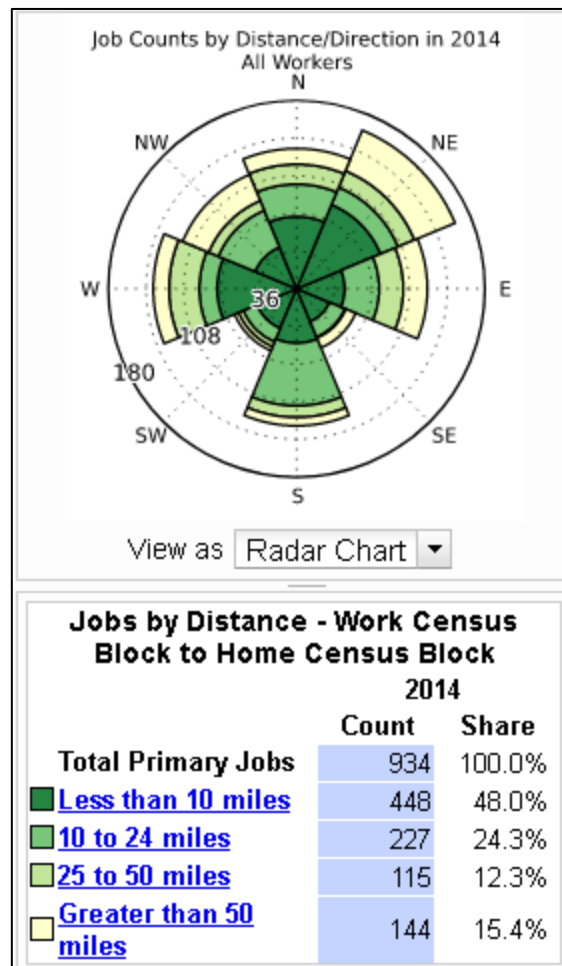
Distance/Direction Report - Work to Home Census Block

Job Counts in Home Blocks by Distance Only

	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	934	100.0%	897	100.0%	928	100.0%
Less than 10 miles	448	48.0%	421	46.9%	425	45.8%
10 to 24 miles	227	24.3%	215	24.0%	215	23.2%
25 to 50 miles	115	12.3%	93	10.4%	120	12.9%
Greater than 50 miles	144	15.4%	168	18.7%	168	18.1%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, May 2017

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, May 2017

Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Thayer County and the surrounding area. As Table 8 indicates, Thayer County's population experienced an average annual decrease of 1.0 percent between 1970 and 2010 for a total decrease of 32.8 percent or 2,551 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Thayer County reported an average annual 0.2 percent decrease in population from 2010 to 2015 (65 people total).

Table 8

County Population 1970–2015 Thayer County and the Surrounding Area

Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2015	1970-2010	2010-2015
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,896,190	0.5	0.8
Thayer County	7,779	7,582	6,635	6,048	5,228	5,163	-1.0	-0.2
Clay County	8,266	8,106	7,123	7,039	6,542	6,309	-0.6	-0.7
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,619	-0.8	-0.9
Jefferson County	10,436	9,817	8,759	8,340	7,547	7,263	-0.8	-0.8
Nuckolls County	7,404	6,726	5,786	5,057	4,500	4,329	-1.2	-0.8
Saline County	12,809	13,131	12,715	13,843	14,200	14,282	0.3	0.1

Source: U.S. Bureau of the Census, Census of Population, May 2016

Table 9 data reveals the population of Thayer County's incorporated places as a whole experienced an average annual population decrease of 0.6 percent from 1970 to 2010 and an average annual decrease of 0.3 percent from 2010 to 2015 for a total decrease of 23.1 percent (1,079 people) from 1970 to 2015. Hebron, the county's largest city, reported a 7.4 percent decrease in population (124 people) between 1970 and 2015. The unincorporated areas outside of the selected communities experienced a 49.4 percent decrease (1,537 people) during the period 1970–2015.

Table 9

County Population 1970–2015 Thayer County Communities and Unincorporated Areas

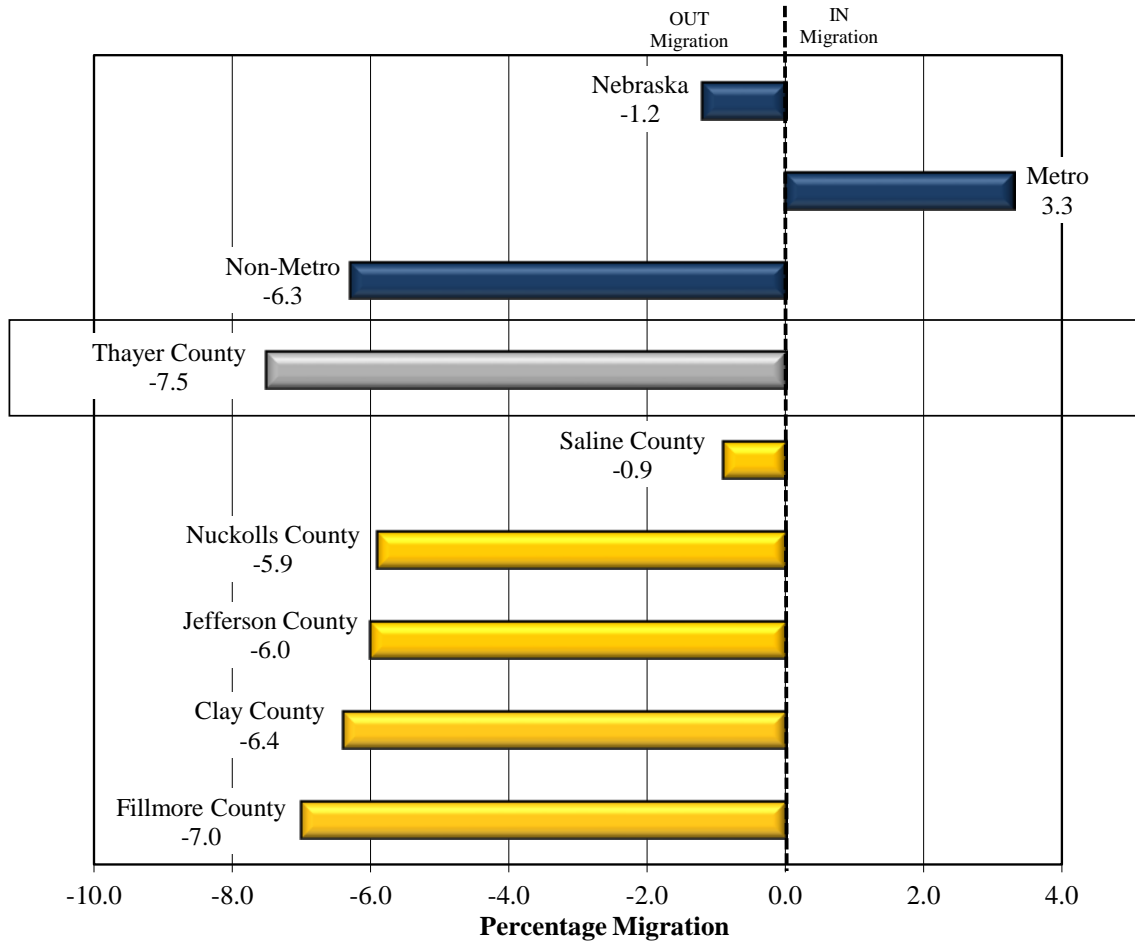
Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2015	1970-2010	2010-2015
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,896,190	0.5	0.8
Thayer County	7,779	7,582	6,635	6,048	5,228	5,163	-1.0	-0.2
Alexandria	225	255	244	216	177	175	-0.6	-0.2
Belvidere	162	158	117	98	48	47	-3.0	-0.4
Bruning	315	330	335	300	279	276	-0.3	-0.2
Byron	171	154	140	144	83	82	-1.8	-0.2
Carleton	163	160	144	136	91	90	-1.4	-0.2
Chester	459	435	351	294	232	230	-1.7	-0.2
Davenport	427	445	383	339	294	291	-0.9	-0.2
Deshler	937	997	902	879	747	750	-0.6	0.1
Gilead	60	69	37	40	39	39	-1.1	0.0
Hebron	1,667	1,906	1,772	1,565	1,579	1,543	-0.1	-0.5
Hubbell	83	71	55	73	68	67	-0.5	-0.3
Total Incorporated Places	4,669	4,980	4,480	4,084	3,637	3,590	-0.6	-0.3
Unincorporated Areas	3,110	2,602	2,155	1,964	1,591	1,573	-1.7	-0.2

Source: U.S. Bureau of the Census, Census of Population, May 2016

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Thayer 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, Thayer County experienced a net out-migration of 456 people or 7.5 percent of its 2000 population.

Chart 6

2000–2010 Net Migration as Percent of 2000 Population Thayer County and the Surrounding Area

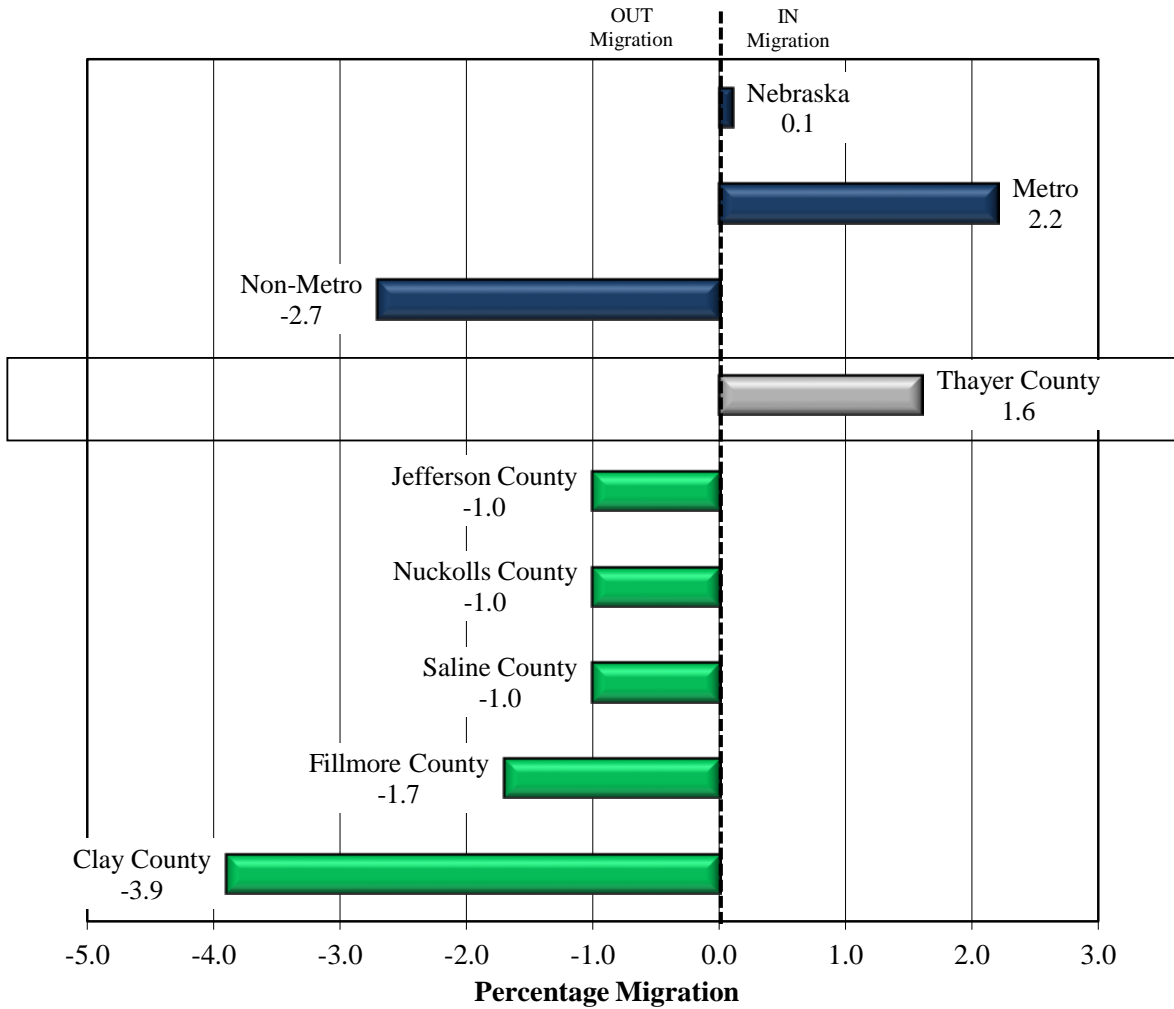


Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2015 (Chart 7), Thayer County experienced a net in-migration of 86 people or 1.6 percent of its 2010 population.

Chart 7

2010–2015 Net Migration as Percent of 2010 Population Thayer County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2011–2015, 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 the current population one-year or older is 37 greater than the number of people living in Thayer County one-year ago. This indicates Thayer County experienced a net increase in its population age one and older and in-migration was greater than out-migration plus the number of deaths.

Table 10

Thayer County, Nebraska, 2011–2015, 5-Year Estimate
Population Change Due to Migration and Mortality

Current population one-year or older	5,137
Number of people living in the area one-year ago	5,100
Population change due to migration and mortality	37

Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States* accessed March 2017.

The 2011–2015, five-year estimates in Table 11 reveal a net gain of 29 people from other Nebraska counties and a net gain of 7 people from other states for a total net gain of 36 people one-year or older. As shown in Table 11, net gains occurred in the age groups Age 1 to 17 (gain of 15), Age 45 to 64 (gain of 23), Age 65 and over (gain of 29), and net losses in age groups Age 18 to 24 (loss of 26) and Age 25 to 44 (loss of 5).

Table 11 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was a gain in residents with a HS diploma or less, (gain of 51), bachelor's degree, associate's degree, or some college (gain of 21), and a loss of residents with a graduate or professional degree (loss of 25).

Table 11

Thayer County Nebraska, 2011–2015, Five-Year Estimate Population Change Due to Migration and Mortality

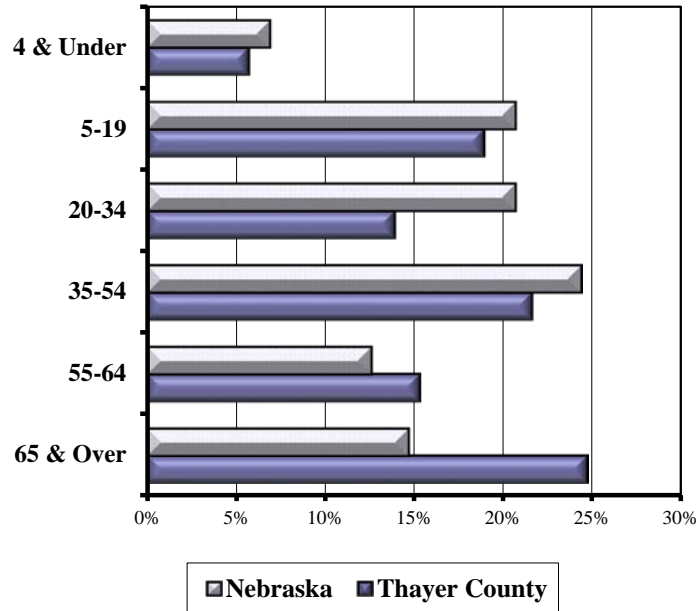
-- Part A: By Age Group --							
Age Group	Moved to Different Nebraska County	Moved From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	14	5	-9	9	33	24	15
Age 18 to 24	36	32	-4	23	1	-22	-26
Age 25 to 44	12	20	8	47	34	-13	-5
Age 45 to 64	8	23	15	0	8	8	23
Age 65 and over	46	65	19	0	10	10	29
Total	116	145	29	79	86	7	36
-- Part B: By Educational Attainment --							
Educational Attainment	Moved to Different Nebraska County	Moved From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	23	38	15	0	36	36	51
Bachelor's or some college	31	67	36	30	15	-15	21
Grad. or Prof. degree	12	3	-9	17	1	-16	-25
Total	66	108	42	47	52	5	47

Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States; Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States; Geographical Mobility In The Past Year By Educational Attainment For Current Residence In The United States & Geographical Mobility In The Past Year By Educational Attainment For Residence 1 Year Ago In The United States*; accessed March 2017.

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 Thayer County. The population of Thayer County is significantly older in age than Nebraska as a whole. The median age for Thayer County residents in 2015 was 47.1 years of age compared to 36.3 years of age for residents of Nebraska as a whole.

Chart 8

Age Distribution of the Population, 2015 Thayer County and Nebraska



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2016

Table 12

Age Distribution of the Population, 2015 Thayer County and Nebraska

	2015 Population		Percent	
	Nebraska	Thayer County	Nebraska	Thayer County
4 & Under	130,631	293	6.9%	5.7%
5-19	392,651	976	20.7%	18.9%
20-34	392,362	719	20.7%	13.9%
35-54	463,120	1,113	24.4%	21.6%
55-64	238,715	789	12.6%	15.3%
65 & Over	278,711	1,273	14.7%	24.7%
Total	1,896,190	5,163	100%	100%
Median Age	36.3	47.1		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2016

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Thayer County and the surrounding counties both as a total and by gender. These are five-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

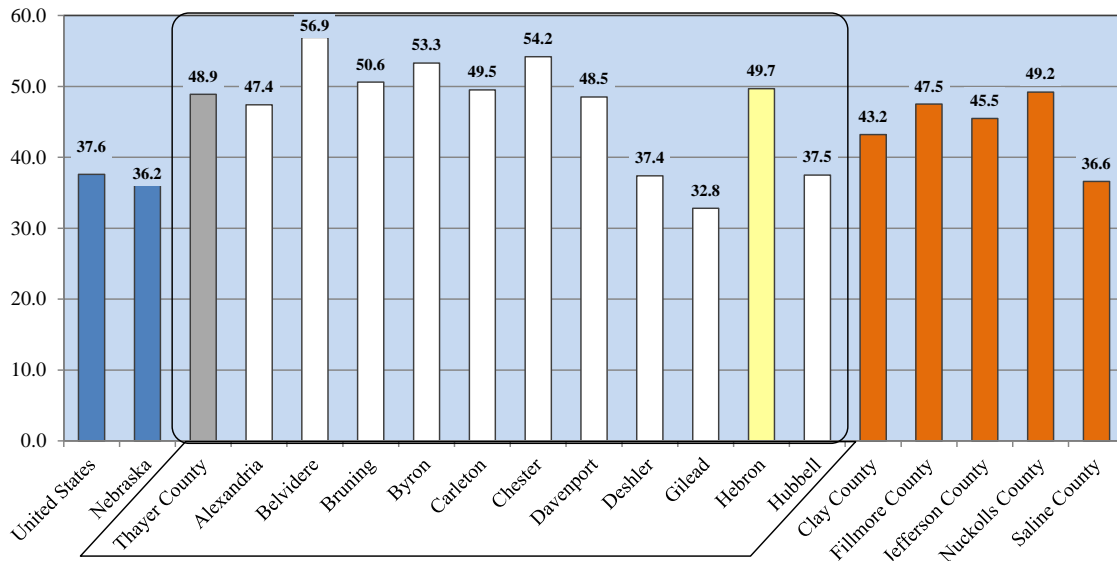
**Median Age by Location and Gender
Five-Year Estimate, 2011-2015
Thayer County and the Surrounding Area**

	Median Age		
	Total	Male	Female
United States	37.6	36.2	38.9
Nebraska	36.2	35.1	37.5
Thayer County	48.9	47.6	50.9
Alexandria	47.4	47.9	46.0
Belvidere	56.9	56.9	59.5
Bruning	50.6	45.3	54.5
Byron	53.3	48.7	55.8
Carleton	49.5	50.8	47.0
Chester	54.2	52.7	55.5
Davenport	48.5	49.3	47.5
Deshler	37.4	35.3	38.6
Gilead	32.8	48.3	16.8
Hebron	49.7	44.3	55.3
Hubbell	37.5	47.6	29.5
Clay County	43.2	42.5	43.7
Fillmore County	47.5	46.2	49.1
Jefferson County	45.5	45.0	46.4
Nuckolls County	49.2	48.0	50.9
Saline County	36.6	35.5	37.8

Data Set: 2009-2013 American Community Survey 5-Year Estimates
Source: U.S. Census Bureau, 2009-2013 American Community Survey, March 2015

Chart 9

**Median Age by Location, Five-Year Estimate, 2011–2015
Thayer County and the Surrounding Area**



Data Set: 2009-2013 American Community Survey 5-Year Estimates
Source: U.S. Census Bureau, 2009-2013 American Community Survey, March 2015

Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Thayer County and the surrounding area for 2015. 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

2015 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Thayer County, and Surrounding Counties

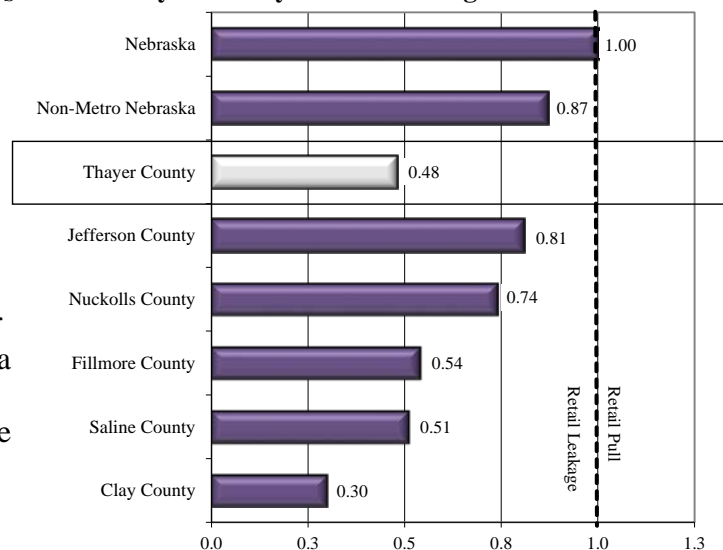
	2015 Population	2015 Retail Sales (x \$1,000)	2015 Per Cap Sales (\$)	2015 Pull Factor
Nebraska	1,896,190	23,132,070	12,199	1.00
Non-Metro Nebraska	780,080	8,265,546	10,596	0.87
Thayer County	5,163	30,438	5,895	0.48
Clay County	6,309	23,002	3,646	0.30
Fillmore County	5,619	36,821	6,553	0.54
Jefferson County	7,263	72,157	9,935	0.81
Nuckolls County	4,329	38,961	9,000	0.74
Saline County	14,282	88,191	6,175	0.51

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Chart 10

Reviewing the pull factors at the county level indicates Thayer County experiences net retail leakages. The 2015 pull factor of 0.48 indicates, on a per capita basis, retail sales in Thayer County are considerably lower than 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 Thayer County (0.48) with the pull factor for the non-metropolitan area of Nebraska (0.87) indicates per capita retail sales in Thayer County are 44.4 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

2015 Retail Sales (NMV) Pull Factors, Nebraska, Thayer County & Surrounding Counties



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Table 15 and Chart 11 compare the 2015 pull factors for selected area communities. The community of Hebron’s pull factor of 0.86 indicates that, on a per capita basis, non-motor vehicle retail sales in Hebron are approximately 14.0 percent less than the state’s average per capita sales.

Table 15

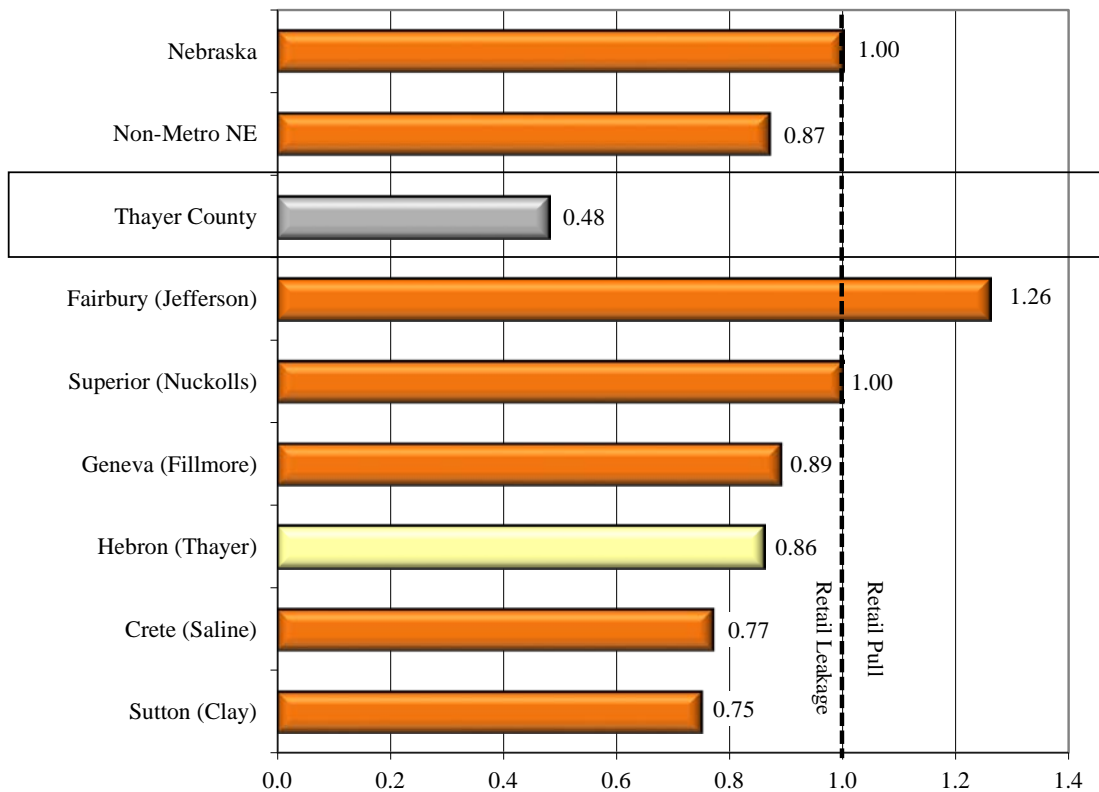
2015 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Thayer County, and Selected Study Area Communities

	2015 Population	2015 Retail Sales (x \$1,000)	2015 Per Cap Sales (\$)	2015 Pull Factor
Nebraska	1,896,190	23,132,070	12,199	1.00
Non-Metro Nebraska	780,080	8,265,546	10,596	0.87
Thayer County	5,163	30,438	5,895	0.48
Hebron (Thayer)	1,543	16,271	10,545	0.86
Sutton (Clay)	1,440	13,130	9,118	0.75
Geneva (Fillmore)	2,131	23,021	10,803	0.89
Fairbury (Jefferson)	3,751	57,788	15,406	1.26
Superior (Nuckolls)	1,884	23,051	12,235	1.00
Crete (Saline)	7,037	66,125	9,397	0.77

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Chart 11

2015 Retail Sales (NMV) Pull Factors, Nebraska, Thayer County & Selected Study Area Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2015 pull factors into the communities reporting retail sales figures within Thayer County. As this table indicates, the community of Byron had the strongest pull factor (1.36) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.48 for Thayer County in 2015.

Table 16

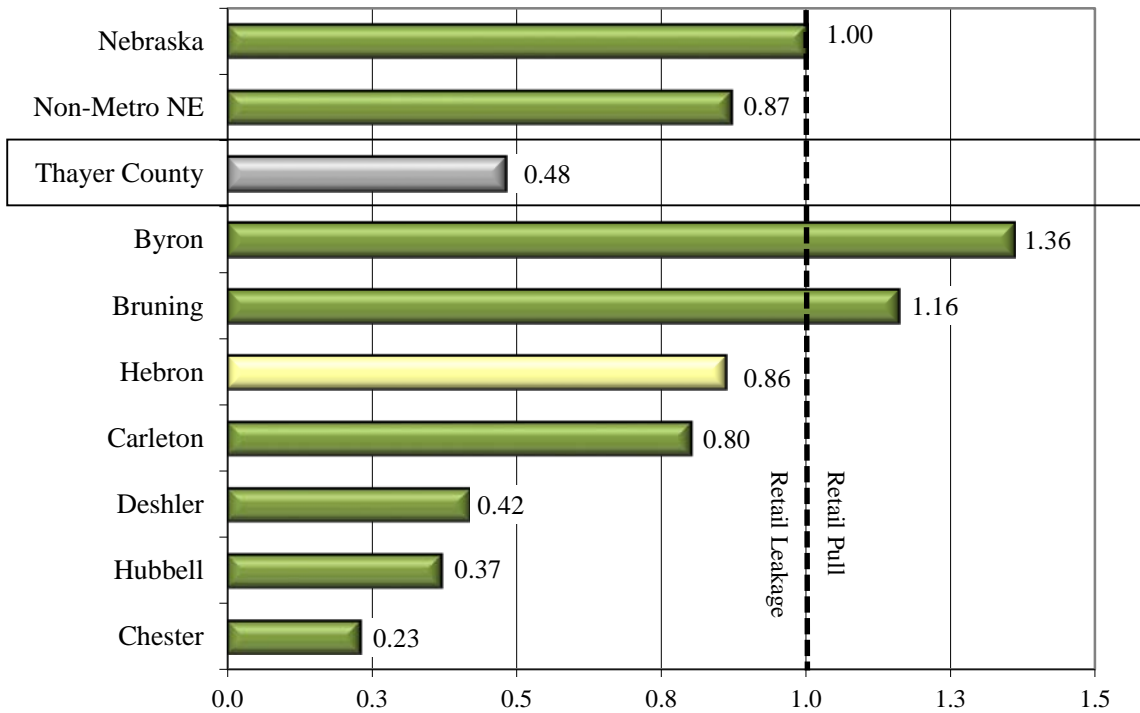
2015 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska and Available Thayer County Area Communities

	2015 Population	2015 Retail Sales (x \$1,000)	2015 Per Cap Sales (\$)	2015 Pull Factor
Nebraska	1,896,190	23,132,070	12,199	1.00
Non-Metro Nebraska	780,080	8,265,546	10,596	0.87
Thayer County	5,163	30,438	5,895	0.48
Hebron	1,543	16,271	10,545	0.86
Deshler	750	3,881	5,174	0.42
Bruning	276	3,910	14,165	1.16
Chester	230	649	2,823	0.23
Carleton	90	873	9,701	0.80
Byron	82	1,364	16,631	1.36
Hubbell	67	301	4,486	0.37

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Chart 12

2015 Retail Sales (NMV) Pull Factors, Nebraska and Available Thayer County Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2015 pull factors for Nebraska, Hebron, and eight other similarly sized communities selected from around the state. Ainsworth’s pull factor of 1.80 leads the group for 2015, thus indicating Ainsworth has greater retail pull.

Table 17

2015 Retail Sales (Non-Motor Vehicle) Pull Factors Hebron & Other Similarly Sized Nebraska Communities

	2015 Population	2015 Retail Sales (x \$1,000)	2015 Per Cap Sales (\$)	2015 Pull Factor
Nebraska	1,896,190	23,132,070	12,199	1.00
Non-Metro Nebraska	780,080	8,265,546	10,596	0.87
Hebron (Thayer)	1,543	16,271	10,545	0.86
Stanton (Stanton)	1,519	15,893	10,462	0.86
Bridgeport (Morrill)	1,521	17,798	11,702	0.96
Neligh (Antelope)	1,527	21,136	13,842	1.13
Gordon (Sheridan)	1,531	22,305	14,569	1.19
Springfield (Sarpy)	1,584	17,225	10,874	0.89
Albion (Boone)	1,589	29,332	18,459	1.51
Ainsworth (Brown)	1,626	35,756	21,990	1.80
Tecumseh (Johnson)	1,626	18,537	11,401	0.93

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

Chart 13

2015 Retail Sales (NMV) Pull Factors, Hebron & Other Similarly Sized Nebraska Communities

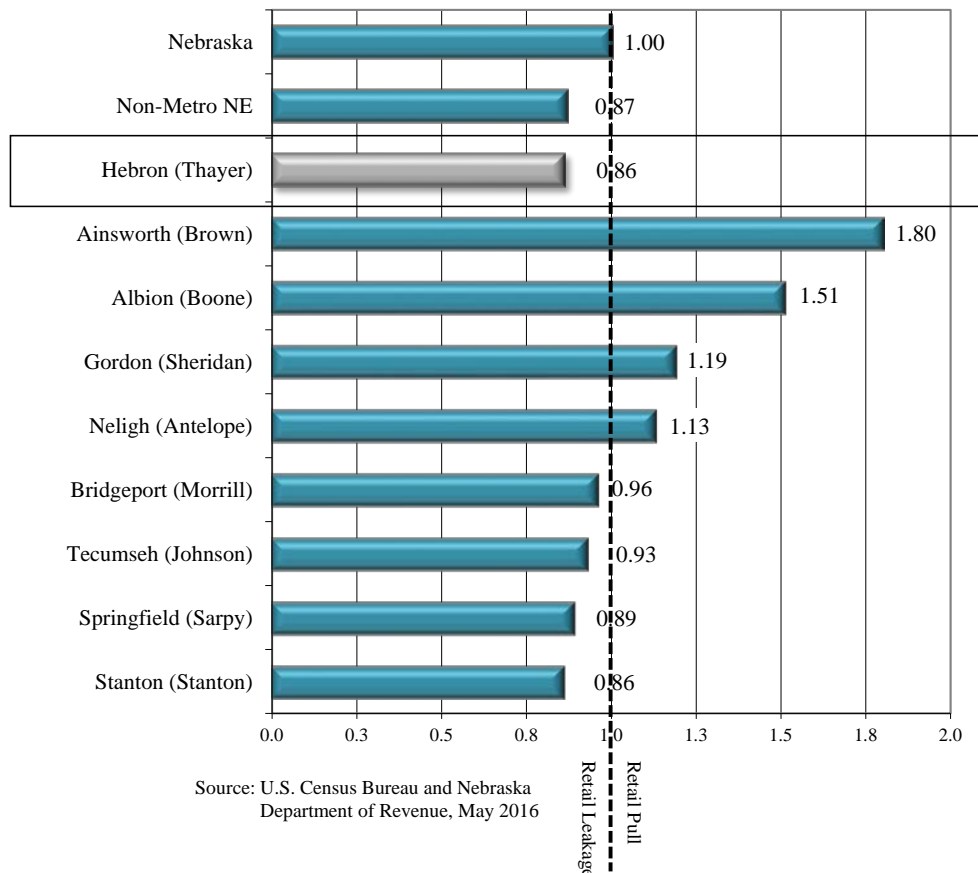
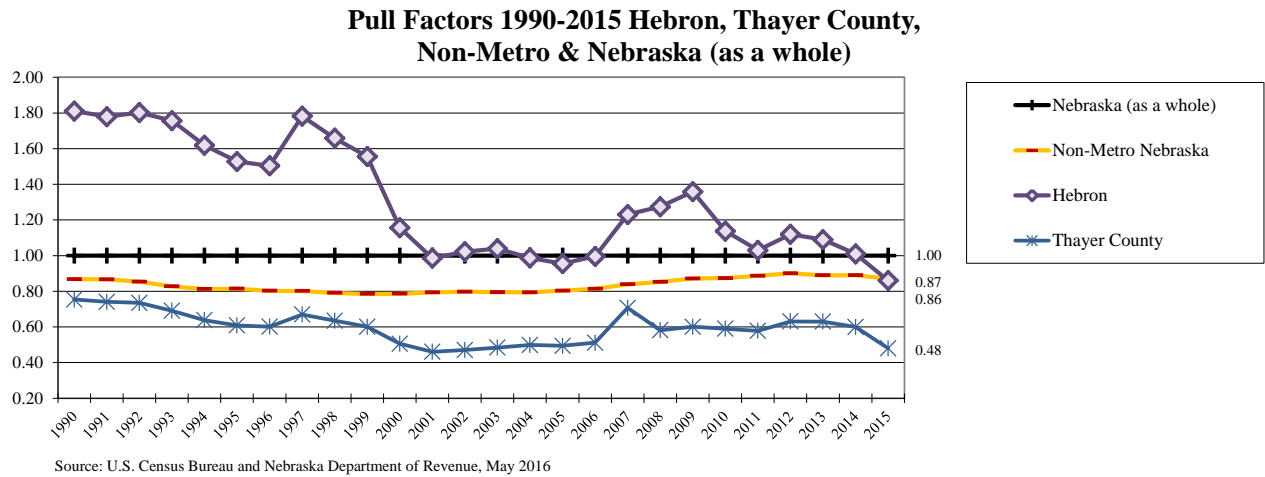


Chart 14 illustrates the pull factor trend for Hebron, Thayer County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2015. In examining the time line, the City of Hebron shows retail pull starting out well above the state average, falling to the state average in 2001, maintaining about that level until 2006, rising for four years, before steadily falling, ending the study period below the state level. Data within Thayer County (as a whole) shows the pull factor below the non-metropolitan county average throughout the time period.

Chart 14



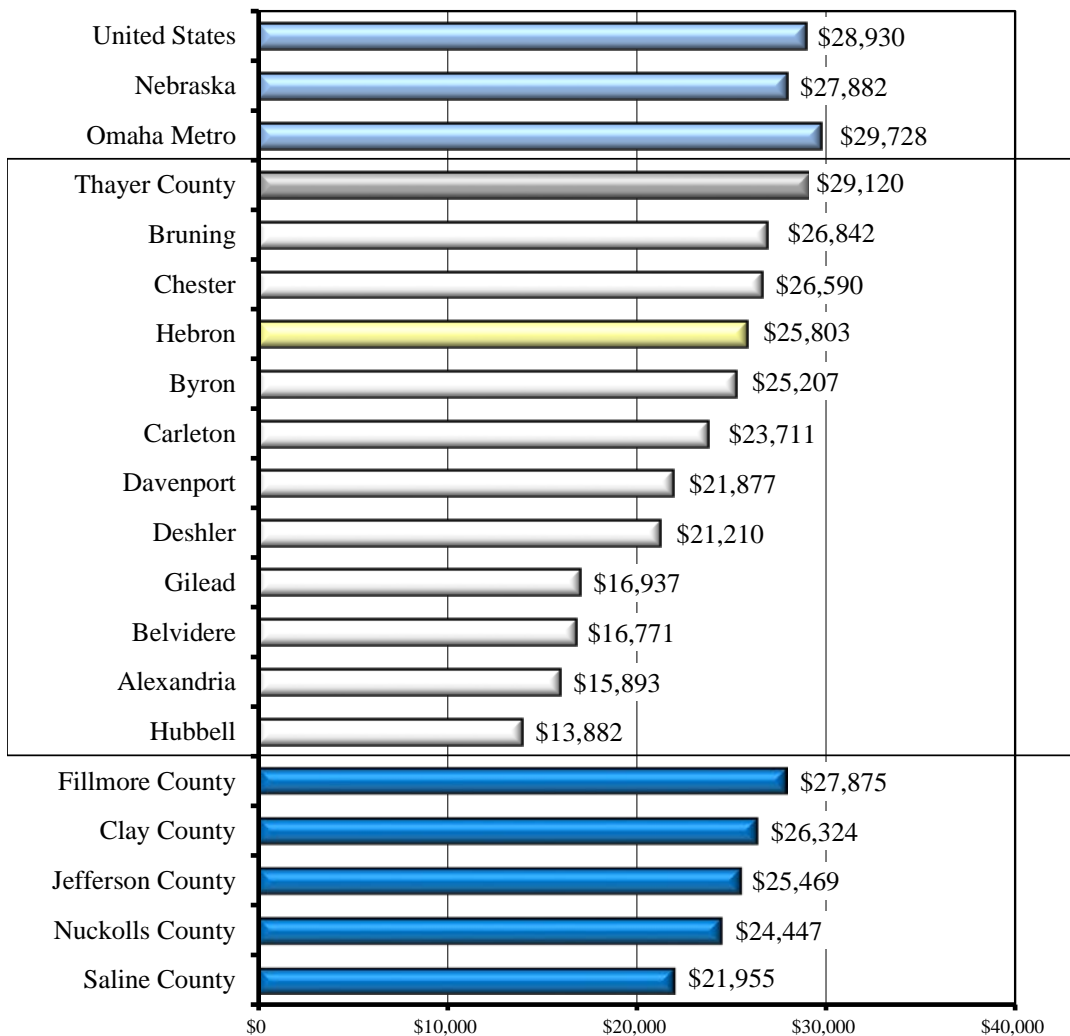
Per Capita Personal Income

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 2011–2015, five-year estimates show per capita personal income for Thayer County is estimated to be \$29,120 compared to \$27,882 for Nebraska as a whole.

Chart 15

Per Capita Income, 2011–2015 Five-Year Estimate, Nebraska, Thayer County & Surrounding Counties



Source: U.S. Census Bureau, 2014 inflation adjusted past 12-months, 2010-2015 American Community Survey, accessed May 2016.

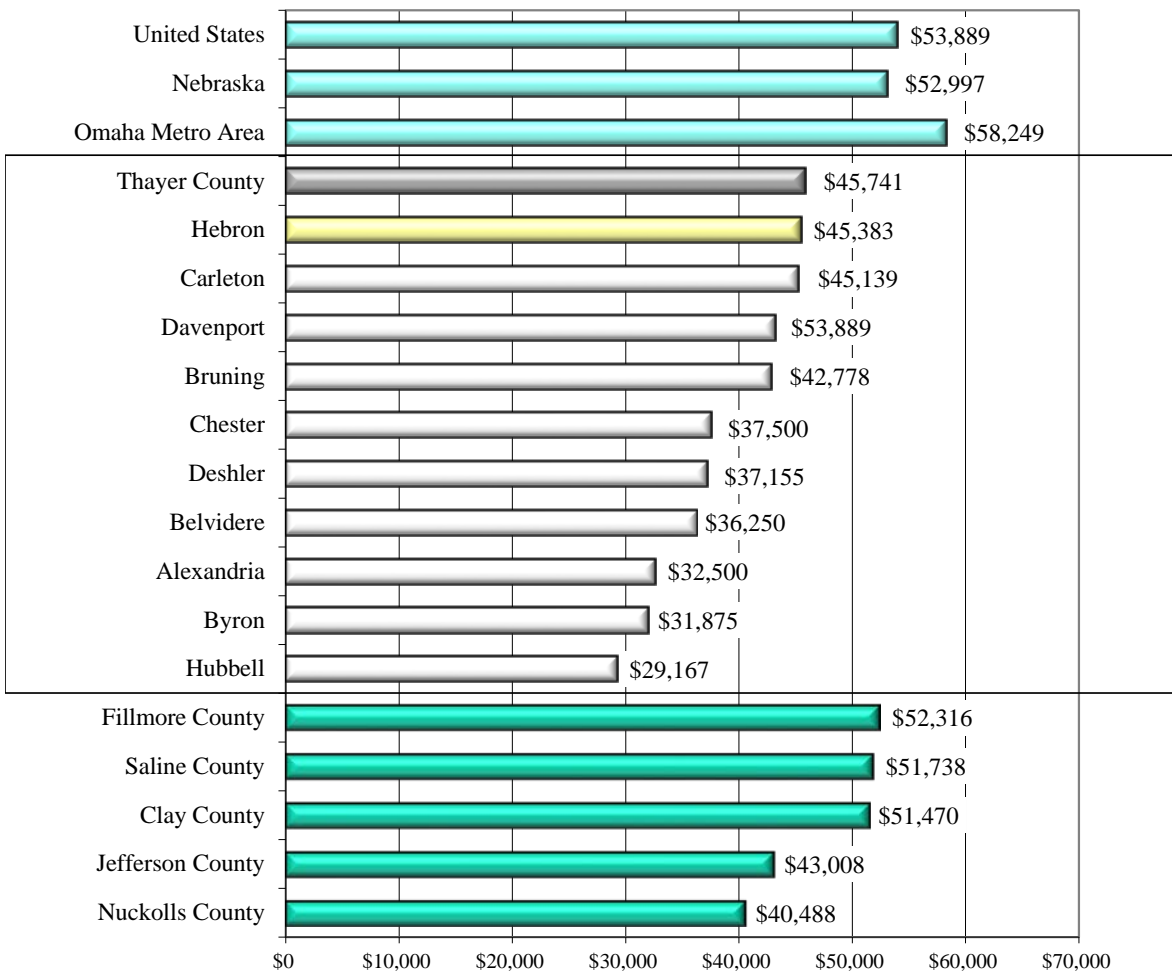
Median Household Income

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 2011–2015, five-year estimates show median household income for Thayer County is estimated to be \$45,741 in 2015 compared to \$52,997 for Nebraska as a whole.

Chart 16

**Median Household Income, 2011–2015 Five-Year Estimate
Nebraska, Thayer County & Surrounding Counties**



Source: U.S. Census Bureau, 2010-2015 American Community Survey, accessed May 2016.