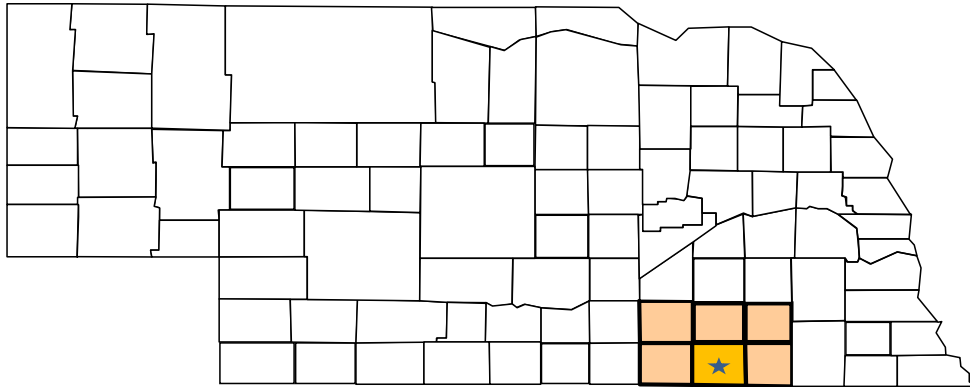


Economic and Demographic Trends

Hebron, Thayer County, and the Surrounding Area



October 2013

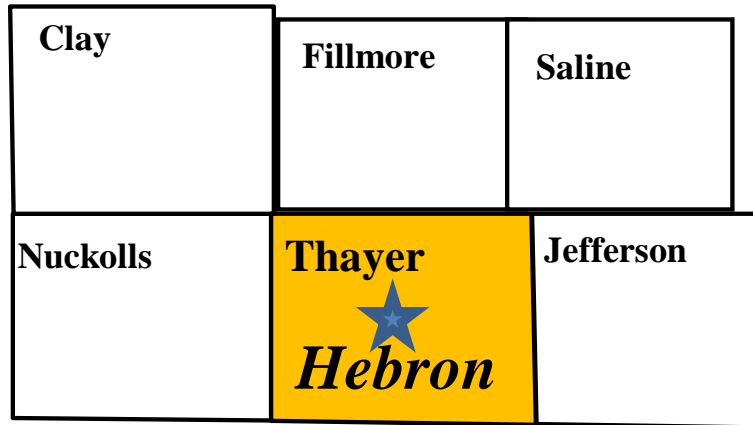
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Economic and Demographic Trends in Hebron, Thayer County, and the Surrounding Area



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 2003–2012. 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 4.5 percent (103 jobs) between 2003 and 2012.

Table 1 also provides employment data for Thayer County by major economic sector for years 2003–2012. Of the sectors reporting complete data, the Construction sector recorded the largest percentage increase in employment between 2003 and 2012 (90.2 percent or 55 jobs). The Manufacturing sector recorded the largest actual employment increase between 2003 and 2012 (77 jobs or 14.9 percent).

Table 1

**Non-Farm Wage & Salary Employment Trends, Thayer County, Nebraska
 Selected Years: 2003-2012**

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	% Change 2003-12	# Change 2003-12
Non-farm Employment (W&S)	2,310	2,341	2,314	2,273	2,263	2,210	2,140	2,188	2,297	2,413	4.5	103
Total Private Industries	1,649	1,688	1,682	1,654	1,630	1,559	1,469	1,508	1,631	1,751	6.2	102
Goods Producing	653	688	718	712	706	646	537	542	662	798	22.2	145
Natural Resources & Mining	73	66	61	64	60	59	64	76	78	87	19.2	14
Construction	61	81	76	89	121	92	99	102	103	116	90.2	55
Manufacturing	518	542	581	559	526	495	375	364	481	595	14.9	77
Service Providing	996	1,000	964	942	924	913	932	966	969	953	-4.3	-43
Trade, Transportation & Utilities	466	476	481	462	441	433	445	469	458	457	-1.9	-9
Information	31	26	-	14	-	-	-	12	12	12	-61.3	-19
Financial Activities	131	132	142	138	150	134	134	131	135	132	0.8	1
Professional & Business Services	(D)	25	20	21	23	22	23	20	23	23	NA	NA
Education & Health Services	(D)	202	(D)	187	(D)	(D)	(D)	216	221	210	NA	NA
Leisure & Hospitality	83	99	90	81	74	83	85	77	78	66	-20.5	-17
Other Services, except Public	45	41	36	39	38	37	41	40	42	53	17.8	8
Government	661	653	632	619	633	651	671	681	665	662	0.2	1
Federal	42	40	37	40	38	36	39	40	33	32	-23.8	-10
State	24	23	23	24	24	23	25	34	31	30	25.0	6
Local	595	590	572	555	571	592	607	607	601	600	0.8	5

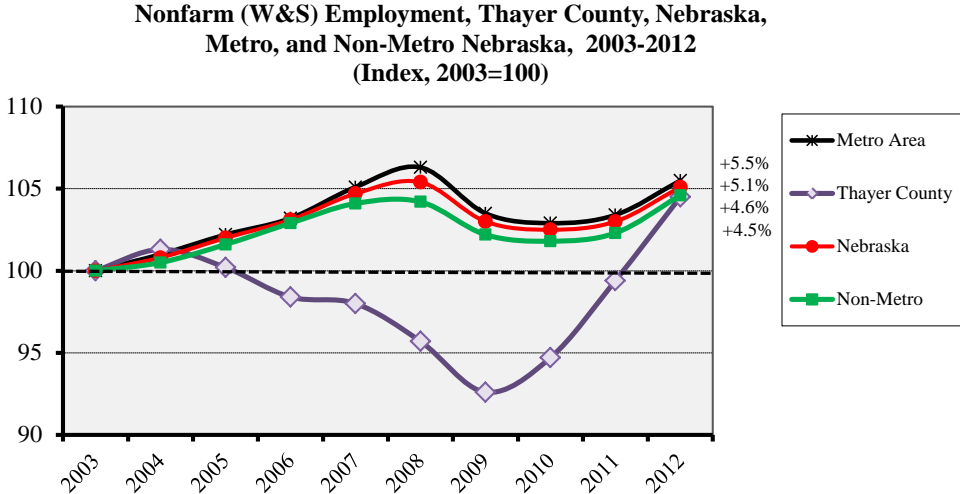
(D) Data withheld to avoid disclosure of individual reporting units

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2013

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 2003–2012. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

As this chart indicates, total non-farm wage and salary employment in Thayer County increased 4.5 percent (103 jobs) from 2003 to 2012, compared to a 5.1 percent increase for Nebraska as a whole, a 5.5 percent increase in metropolitan Nebraska, and a 4.6 percent increase in non-metropolitan Nebraska.

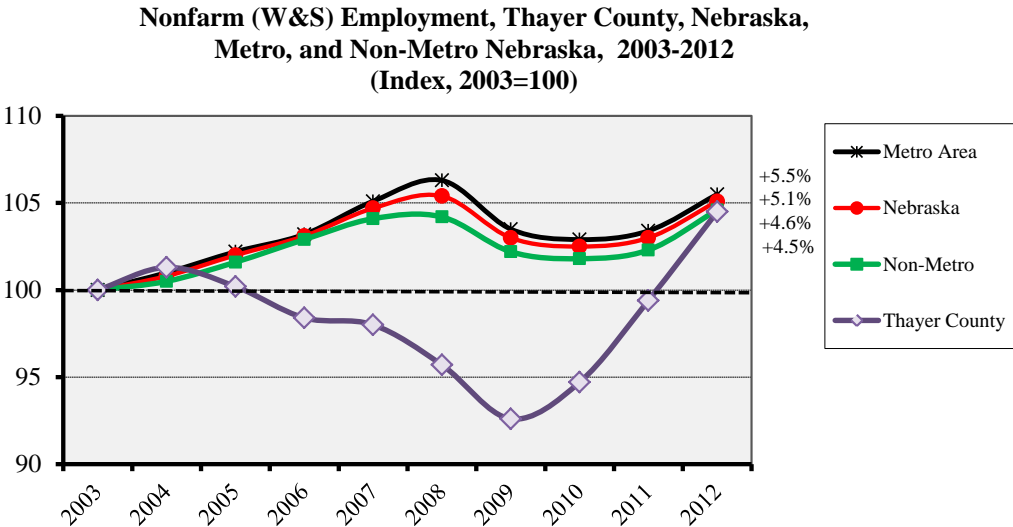
Chart 1



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2013

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 14.9 percent increase in employment (77 jobs) between 2003 and 2012. This compares to a 4.4 percent decrease in employment for non-metropolitan Nebraska; a 6.7 percent decrease for Nebraska as a whole; and a 9.7 percent decrease for metropolitan Nebraska over the same period.

Chart 2



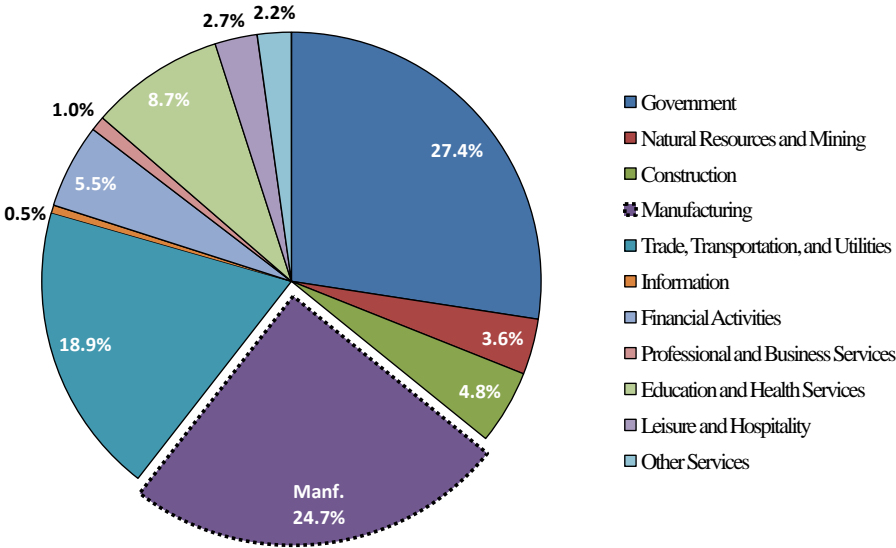
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2013

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

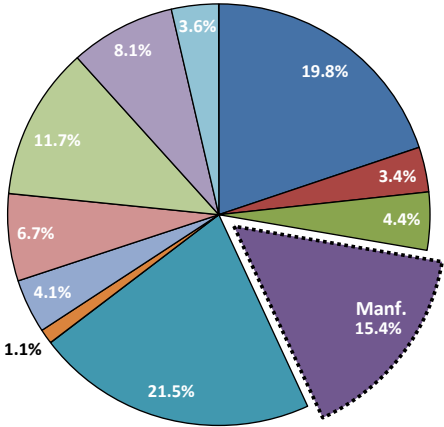
When comparing the Thayer employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 24.7 percent of the county workforce (595 employees) compared to 15.4 percent for non-metropolitan Nebraska; a difference of 9.3 percent. Comparing Thayer County to the overall metropolitan distribution, the largest deviation is also found in the Manufacturing sector (24.7 percent Thayer County vs. 7.1 percent metropolitan Nebraska; a difference of 17.6 percent).

Charts 3, 4, 5

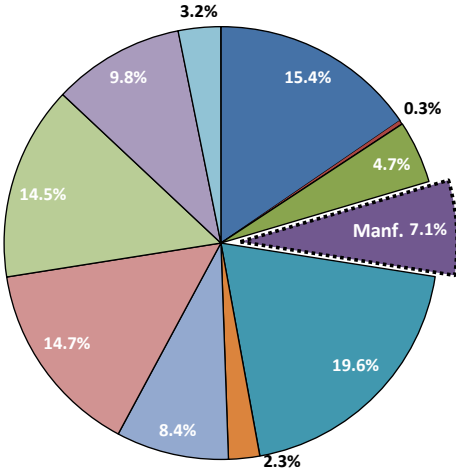
Nonfarm Wage & Salary Employment by Major Economic Sector Thayer County, 2012



Non-Metro Area W&S Employment, 2012



Metro Area W&S Employment, 2012



The next table (Table 2) shows labor force information for Thayer County for the time period 2003–2012. 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 2003 and 2012 (1.9 percent or 58 people).

The number of those unemployed in Thayer County decreased by 4.2 percent (4 people) between 2003 and 2012. 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 3.0 percent in 2012; below that for metropolitan Nebraska (4.2 percent), below Nebraska as a whole (3.9 percent), and below non-metropolitan Nebraska (3.7 percent).

Table 2

**Labor Force & Employment Trends, Thayer County, Nebraska
 Selected Years: 2003-2012**

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	% Change 2003-12	# Change 2003-12
Labor Force	3,033	3,057	2,986	2,907	2,872	2,833	2,781	2,838	2,971	3,091	1.9	58
Unemployment	96	97	93	72	76	90	119	106	96	92	-4.2	-4
Unemployment Rate	3.2	3.2	3.1	2.5	2.6	3.2	4.3	3.7	3.2	3.0	(N/A)	(N/A)
Employment	2,937	2,960	2,893	2,835	2,796	2,743	2,662	2,732	2,875	2,999	2.1	62

(N/A) Data not available

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2013

Residence and Work Flow Patterns

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for 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 Thayer County are from 2011.

Table 3 (pages 6–7) examines the Work Destination area for Thayer County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 2,568 county labor force participants holding primary jobs. As Table 3 shows, 96.1 percent of Thayer County’s labor force participants are employed within the state of Nebraska. Approximately 42.4 percent of Thayer County workers remain within Thayer County for employment with 57.6 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Thayer 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
Total Primary Jobs	2,568	100.0%

By States

Job Counts by States Where Workers are Employed

2011		
	Count	Share
Nebraska	3,581	96.1%
Kansas	62	2.4%
Iowa	15	0.6%
Missouri	3	0.1%
All Other Locations	0	0.0%

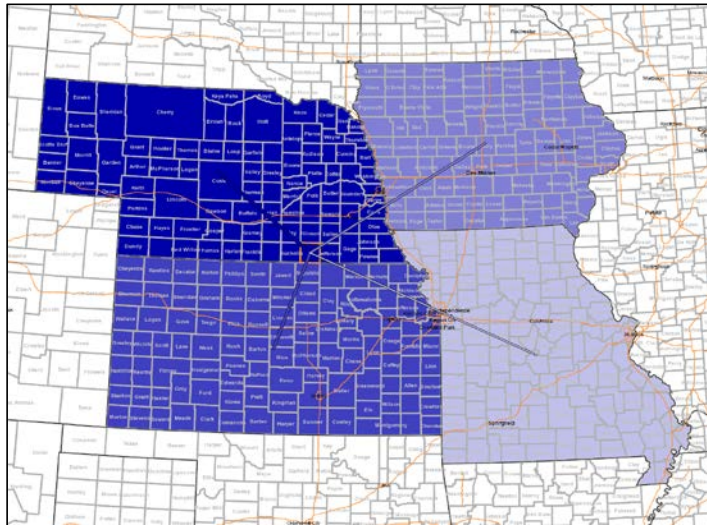
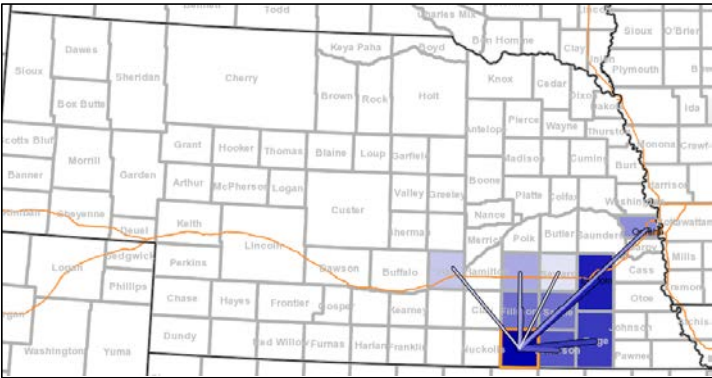


Table 3 (continued)

By Counties
Job Counts by Counties Where Workers are Employed
2011

	Count	Share
Thayer County, NE	1,088	42.4%
Lancaster County, NE	345	13.4%
Gage County, NE	134	5.2%
Jefferson County, NE	122	4.8%
Fillmore County, NE	96	3.7%
Saline County, NE	96	3.7%
Douglas County, NE	72	2.8%
York County, NE	62	2.4%
Hall County, NE	44	1.7%
Seward County, NE	42	1.6%
All Other Locations	467	18.2%



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

	Count	Share
Hebron city, NE	560	21.8%
Lincoln city, NE	320	12.5%
Deshler city, NE	140	5.5%
Beatrice city, NE	83	3.2%
Fairbury city, NE	67	2.6%
Omaha city, NE	67	2.6%
Crete city, NE	66	2.6%
Bruning village, NE	61	2.4%
Geneva city, NE	56	2.2%
Davenport village, NE	53	2.1%
All Other Locations	1,095	42.6%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, September 2013

People also travel from other locations to work in Thayer County—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Thayer County. The Census identified 2,109 primary jobs within Thayer County. As Table 4 indicates, 92.5 percent of these jobs are held by Nebraska residents. Approximately 51.6 percent of Thayer County workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

Home Destination Report
Where Workers Live Who are Employed in the Selection Area
 2011

	Count	Share
Total Primary Jobs	2,109	100.0%

By States

Job Counts by States Where Workers Live
 2011

	Count	Share
Nebraska	1,951	92.5%
Kansas	127	6.0%
Iowa	7	0.3%
Missouri	5	0.2%
Louisiana	3	0.1%
Oklahoma	2	0.1%
Tennessee	2	0.1%
Texas	2	0.1%
Washington	2	0.1%
Arkansas	1	0.0%
All Other Locations	7	0.3%



By Counties

Job Counts by Counties Where Workers Live
 2011

	Count	Share
Thayer County, NE	1,088	51.6%
Jefferson County, NE	107	5.1%
Nuckolls County, NE	106	5.0%
Fillmore County, NE	88	4.2%
Republic County, KS	71	3.4%
Lancaster County, NE	62	2.9%
Gage County, NE	50	2.4%
Saline County, NE	48	2.3%
York County, NE	31	1.5%
Adams County, NE	29	1.4%
All Other Locations	429	20.3%

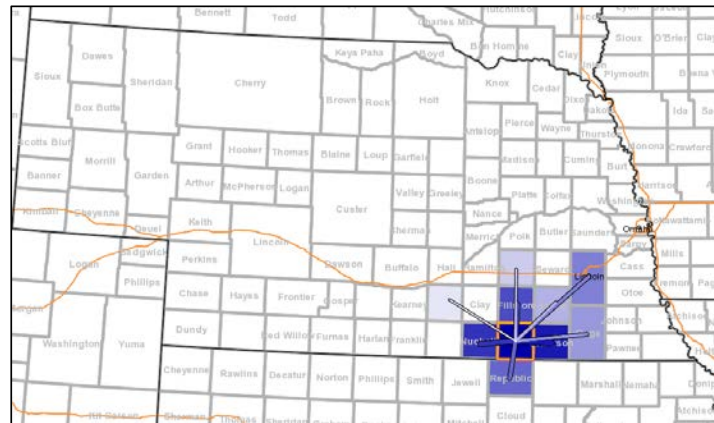


Table 4 (continued)

By Place (top 10)

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

	Count	Share
Hebron city, NE	404	19.2%
Deshler city, NE	134	6.4%
Davenport village, NE	62	2.9%
Lincoln city, NE	55	2.6%
Fairbury city, NE	50	2.4%
Chester village, NE	49	2.3%
Bruning village, NE	47	2.2%
Geneva city, NE	37	1.8%
Belleville city, KS	31	1.5%
Beatrice city, NE	29	1.4%
All Other Locations	1,211	57.4%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, September 2013

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

Table 5

Inflow/Outflow Report - Holt County

Selection Area Labor Market Size (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,109	100.0%	1,997	100.0%	1,971	100.0%
Living in the Selection Area	2,568	121.8%	2,181	109.2%	2,062	104.6%
Net Job Inflow (+) or Outflow (-)	-459	-	-184	-	-91	-

In-Area Labor Force Efficiency (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	2,568	100.0%	2,181	100.0%	2,062	100.0%
Living and Employed in the Selection Area	1,088	42.4%	1,262	57.9%	1,223	59.3%
Living in the Selection Area but Employed Outside	1,480	57.6%	919	42.1%	839	40.7%

In-Area Employment Efficiency (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,109	100.0%	1,997	100.0%	1,971	100.0%
Employed and Living in the Selection Area	1,088	51.6%	1,262	63.2%	1,223	62.0%
Employed in the Selection Area but Living Outside	1,021	48.4%	735	36.8%	748	38.0%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,480	100.0%	919	100.0%	839	100.0%
Workers Aged 29 or younger	342	23.1%	221	24.0%	210	25.0%
Workers Aged 30 to 54	761	51.4%	482	52.4%	421	50.2%
Workers Aged 55 or older	377	25.5%	216	23.5%	208	24.8%
Workers Earning \$1,250 per month or less	390	26.4%	266	28.9%	248	29.6%
Workers Earning \$1,251 to \$3,333 per month	684	46.2%	418	45.5%	402	47.9%
Workers Earning More than \$3,333 per month	406	27.4%	235	25.6%	189	22.5%
Workers in the "Goods Producing" Industry Class	309	20.9%	165	18.0%	147	17.5%
Workers in the "Trade, Transp. & Util." Industry Class	379	25.6%	283	30.8%	258	30.8%
Workers in the "All Other Services" Industry Class	792	53.5%	471	51.3%	434	51.7%

Inflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,021	100.0%	735	100.0%	748	100.0%
Workers Aged 29 or younger	208	20.4%	150	20.4%	156	20.9%
Workers Aged 30 to 54	548	53.7%	426	58.0%	410	54.8%
Workers Aged 55 or older	265	26.0%	159	21.6%	182	24.3%
Workers Earning \$1,250 per month or less	218	21.4%	140	19.0%	150	20.1%
Workers Earning \$1,251 to \$3,333 per month	485	47.5%	365	49.7%	409	54.7%
Workers Earning More than \$3,333 per month	318	31.1%	230	31.3%	189	25.3%
Workers in the "Goods Producing" Industry Class	343	33.6%	243	33.1%	275	36.8%
Workers in the "Trade, Transp. & Util." Industry Class	244	23.9%	225	30.6%	212	28.3%
Workers in the "All Other Services" Industry Class	434	42.5%	267	36.3%	261	34.9%

Interior Flow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,088	100.0%	1,262	100.0%	1,223	100.0%
Workers Aged 29 or younger	192	17.6%	212	16.8%	196	16.0%
Workers Aged 30 to 54	542	49.8%	628	49.8%	631	51.6%
Workers Aged 55 or older	354	32.5%	422	33.4%	396	32.4%
Workers Earning \$1,250 per month or less	291	26.7%	353	28.0%	366	29.9%
Workers Earning \$1,251 to \$3,333 per month	497	45.7%	644	51.0%	619	50.6%
Workers Earning More than \$3,333 per month	300	27.6%	265	21.0%	238	19.5%
Workers in the "Goods Producing" Industry Class	278	25.6%	264	20.9%	285	23.3%
Workers in the "Trade, Transp. & Util." Industry Class	209	19.2%	245	19.4%	205	16.8%
Workers in the "All Other Services" Industry Class	601	55.2%	753	59.7%	733	59.9%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 9/22/2013.

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

Table 6

Distance/Direction Report - Home to Work Census Block

Live within study area - distance to work

Job Counts in Work Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,568	100.0%	2,181	100.0%	2,062	100.0%
Less than 10 miles	606	23.6%	737	33.8%	687	33.3%
10 to 24 miles	627	24.4%	670	30.7%	678	32.9%
25 to 50 miles	409	15.9%	288	13.2%	261	12.7%
Greater than 50 miles	926	36.1%	486	22.3%	436	21.1%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 5/25/2013.

Figure 1

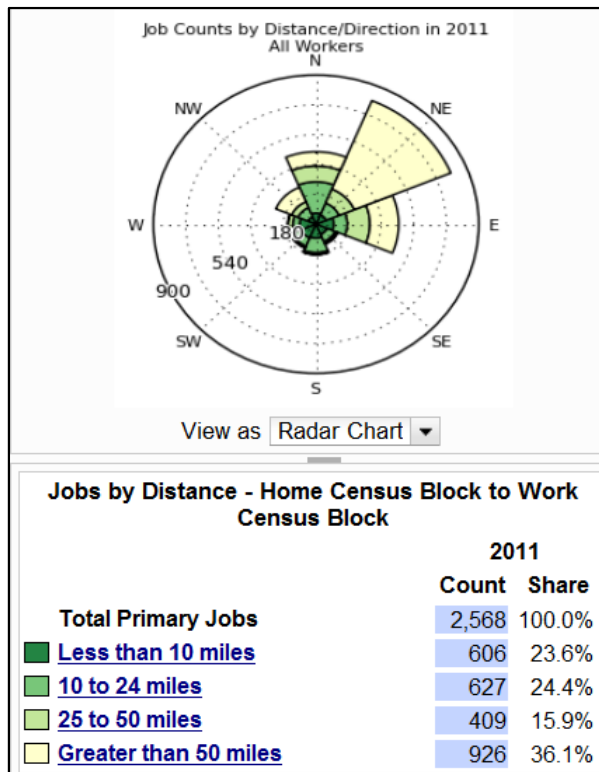


Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Thayer County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Thayer County has increased since 2009. The data also show the majority of Thayer County employees continue to travel less than 25 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

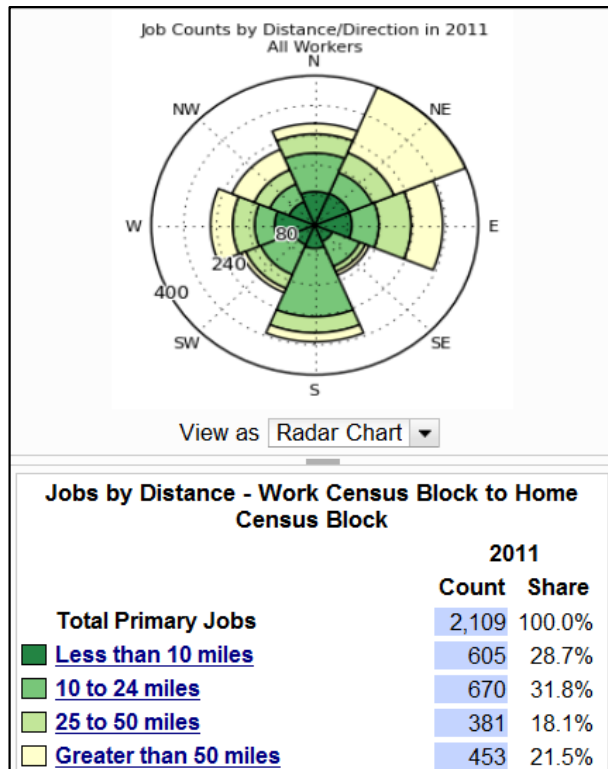
Distance/Direction Report - Work to Home Census Block
Work within study area - distance to home

Job Counts in Work Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,109	100.0%	1,997	100.0%	1,971	100.0%
Less than 10 miles	605	28.7%	747	37.4%	691	35.1%
10 to 24 miles	670	31.8%	715	35.8%	755	38.3%
25 to 50 miles	381	18.1%	302	15.1%	301	15.3%
Greater than 50 miles	453	21.5%	233	11.7%	224	11.4%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 5/25/2013.

Figure 2



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 decreased by 2,551 people between 1970 and 2010. This was a 32.8 percent decrease or an average of 0.8 percent per year. This population decrease compares to a 23.0 percent increase (0.4 percent increase per year) for Nebraska as a whole. Thayer County reported a 1.8 percent decrease in population from 2010 to 2012 (94 people) or an average annual decrease of 0.9 percent.

Table 8

County Population 1970-2012
 Thayer County and the Surrounding Area

Location	----Year----						Avg. Annual	Avg. Annual
	1970	1980	1990	2000	2010	2012	% Change 1970-2010	% Change 2010-2012
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,855,525	0.4	0.8
Thayer County	7,779	7,582	6,635	6,048	5,228	5,134	-0.8	-0.9
Clay County	8,266	8,106	7,123	7,039	6,542	6,411	-0.5	-1.0
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,771	-0.6	-1.0
Jefferson County	10,436	9,817	8,759	8,340	7,547	7,521	-0.6	-0.2
Nuckolls County	7,404	6,726	5,786	5,057	4,500	4,438	-1.0	-0.7
Saline County	12,809	13,131	12,715	13,843	14,200	14,557	0.2	1.2

Source: U.S. Bureau of the Census, Census of Population, April 2013

Table 9 data reveal a population decrease of 23.5 percent (1,099 people) for Thayer County’s incorporated places as a whole during the 1970–2012 time period. Hebron, the county’s largest city, reported a 7.3 percent decrease in population (121 people) between 1970 and 2012. The rural areas outside of the selected communities experienced a 49.7 percent decrease (1,546 people) during the same, 1970–2012 time period.

Table 9

County Population 1970-2012
 Thayer County Communities and Unincorporated Areas

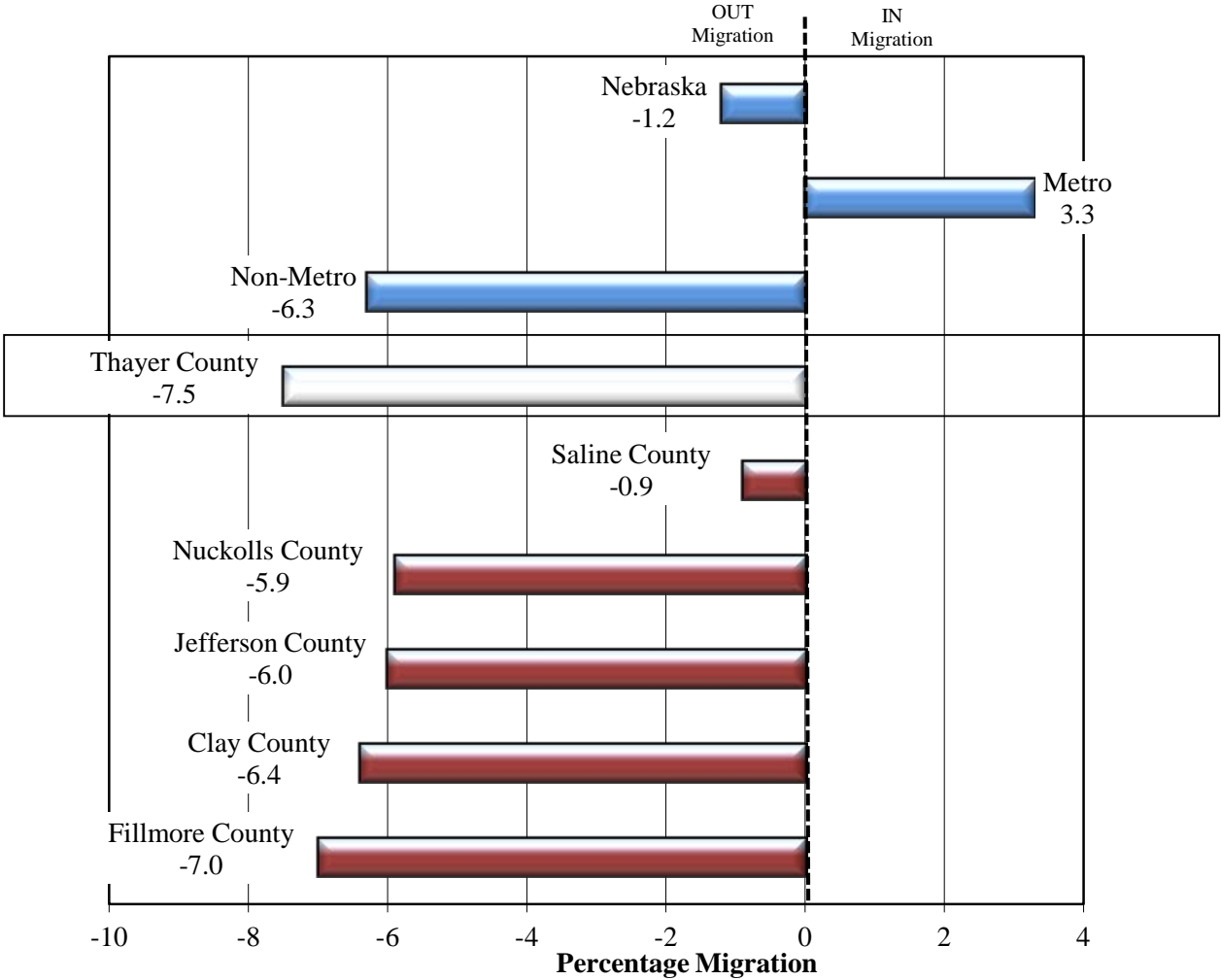
Location	----Year----						Avg. Annual	Avg. Annual
	1970	1980	1990	2000	2010	2012	% Change 1970-2010	% Change 2010-2012
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,855,525	0.4	0.8
Thayer County	7,779	7,582	6,635	6,048	5,228	5,134	-0.8	-0.9
Alexandria	225	255	244	216	177	174	-0.5	-0.9
Belvidere	162	158	117	98	48	47	-2.4	-1.0
Bruning	315	330	335	300	279	274	-0.2	-0.9
Byron	171	154	140	144	83	82	-1.4	-0.6
Carleton	163	160	144	136	91	90	-1.2	-0.6
Chester	459	435	351	294	232	228	-1.4	-0.9
Davenport	427	445	383	339	294	289	-0.7	-0.9
Deshler	937	997	902	879	747	735	-0.5	-0.8
Gilead	60	69	37	40	39	38	-0.9	-1.3
Hebron	1,667	1,906	1,772	1,565	1,579	1,546	-0.1	-1.1
Hubbell	83	71	55	73	68	67	-0.4	-0.7
Total Incorp.	4,669	4,980	4,480	4,084	3,637	3,570	-0.6	-0.9
Total Unincorp.	3,110	2,602	2,155	1,964	1,591	1,564	-1.3	-0.9

Source: U.S. Bureau of the Census, Census of Population, April 2013

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**

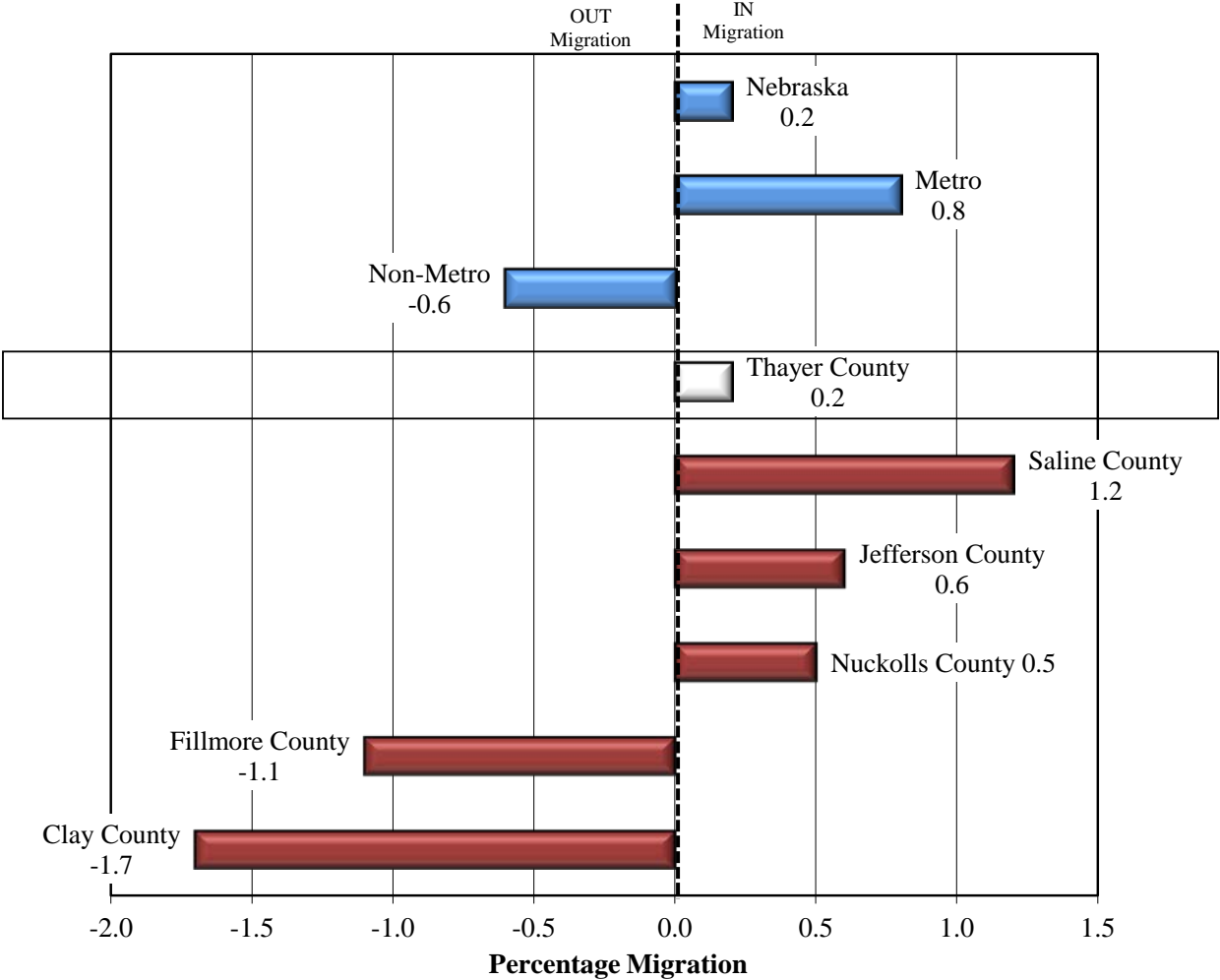


Source: U.S. Census Bureau, County population and estimated components of population change, June 2013

Looking at the years 2010–2012 (Chart 7), Thayer County experienced a net in-migration of 9 people or 0.2 percent of its 2010 population.

Chart 7

**2010-2012 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, June 2013

The next two tables (Tables 10 and 11) provide detail on migration between 2009 and 2010, the latest data available. Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors.

Table 10 data show 263 of the 316 people moving into Thayer County between 2009 and 2010 moved from other Nebraska locations (83.2 percent), while 281 moved within the county. Data also reveal 53 people (16.8 percent of those moving into the county) migrated into the Thayer County from other states.

Table 10

Thayer County, Nebraska, 2010			Reported Counties		
Inflow Into County (1 year estimate)			(where people moved from)		
	Number	Percent	State	County	Number
Movers within the United States	597	100.0	Nebraska	Gage County	52
Within Same County	281	47.1	Nebraska	Hall County	41
Different County, Same State	263	44.1	Nebraska	Adams County	35
Different State	53	8.9	Nebraska	Jefferson County	28
Movers from Abroad	0	0.0	Nebraska	Lancaster County	26
Total Movement	597		Nebraska	Clay County	21
			California	San Benito County	12
			Nebraska	Nuckolls County	11
			Nebraska	Seward County	10
			Texas	Bell County	10
			Colorado	Denver County	9
			Nebraska	Fillmore County	9
			Nebraska	Cuming County	8
			Iowa	Marion County	6
			California	Butte County	5
			Nebraska	Douglas County	5
			Colorado	Adams County	4
			Nebraska	Dakota County	4
			Nebraska	Richardson County	4
			New York	Cattaraugus County	4
			Kansas	Riley County	3
			Nebraska	Boone County	3
			Nebraska	Buffalo County	2
			Nebraska	Holt County	2
			Nebraska	Johnson County	2

Source: American Community Survey, County-to-County Migration Flows, 2006-2010 data, March 2013

Table 11 data reveal 56.5 percent of people migrating out of Thayer County between 2009 and 2010 remained in the state of Nebraska (253 people). Data show 195 Thayer County residents (43.5 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

Thayer County, Nebraska, 2010
Outflow Into County (1 year estimate)

	Number	Percent
Movers within the United States	729	100.0
Within Same County	281	38.5
Different County, Same State	253	34.7
Different State	195	26.7
Movers to Puerto Rico	0	0.0
Total Movement	729	

Source: American Community Survey, County-to-County Migration Flows, 2006-2010 data, March 2013

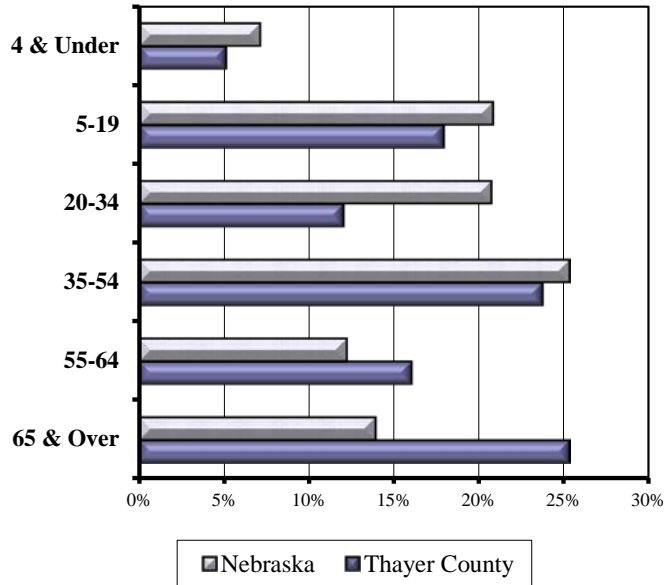
Reported Counties
(where people moved to)

State	County	Number
Kansas	Republic County	113
Nebraska	Gage County	50
Nebraska	Nuckolls County	50
Nebraska	Lancaster County	46
Michigan	Bay County	36
Kansas	Rice County	27
Nebraska	Jefferson County	23
Nebraska	Sarpy County	21
Nebraska	York County	21
Nebraska	Fillmore County	19
Nebraska	Seward County	13
Kansas	Shawnee County	12
Nebraska	Clay County	7
Iowa	Dickinson County	5
Nebraska	Saline County	3
Missouri	Nodaway County	2

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 2012 was 49.4 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8

**Age Distribution of the Population,
 2012 Thayer County and Nebraska**



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," June 2013

Table 12

**Age Distribution of the Population, 2012
 Thayer County and Nebraska**

	2011 Population		Percent	
	Nebraska	Thayer County	Nebraska	Thayer County
4 & Under	132,268	260	7.1%	5.1%
5-19	385,109	921	20.8%	17.9%
20-34	383,722	614	20.7%	12.0%
35-54	470,026	1,219	25.3%	23.7%
55-64	227,046	823	12.2%	16.0%
65 & Over	257,354	1,297	13.9%	25.3%
Total	1,855,525	5,134	100%	100%
Median Age	36.2	49.4		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," June 2013

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 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

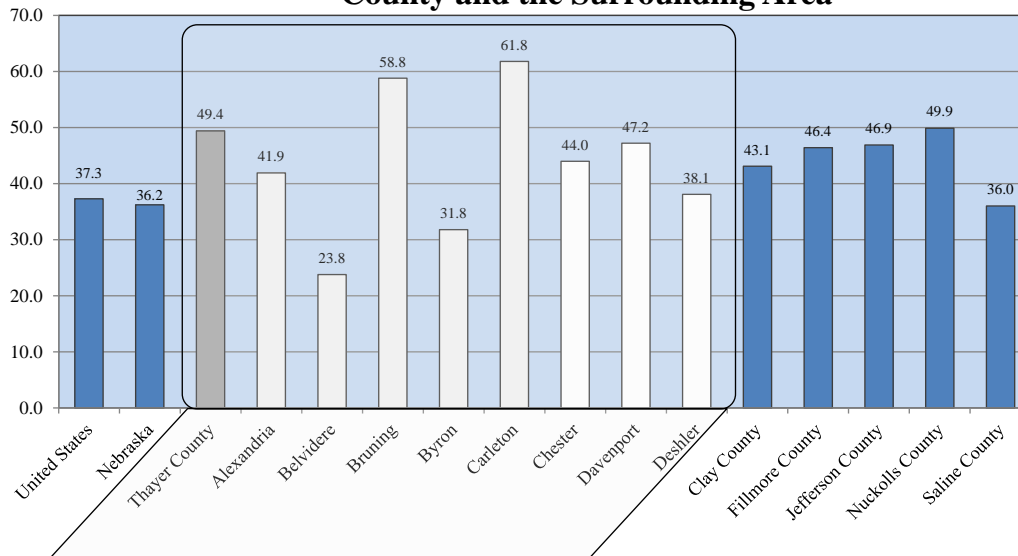
**Median Age by Location and Gender
 5-Year Estimate, 2008–12
 Thayer County and the Surrounding Area**

	Median Age		
	Total	Male	Female
United States	37.3	36.0	38.7
Nebraska	36.2	35.0	37.4
Thayer County	49.4	48.3	50.8
Alexandria	41.9	41.8	42.3
Belvidere	23.8	23.9	22.8
Bruning	58.8	50.9	75.0
Byron	31.8	31.3	35.5
Carleton	61.8	61.5	67.3
Chester	44.0	46.1	41.7
Davenport	47.2	46.9	48.5
Deshler	38.1	34.5	41.0
Clay County	43.1	42.3	43.9
Fillmore County	46.4	45.3	47.7
Jefferson County	46.9	45.8	48.1
Nuckolls County	49.9	48.1	51.3
Saline County	36.0	34.9	37.3

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, 2008–12 Thayer
 County and the Surrounding Area**



Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Thayer County and the surrounding area for 2012. 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

**2012 Retail Sales (Non-Motor Vehicle) Pull Factors
 Nebraska, Thayer County, and Surrounding Counties**

	2012 Population	2012 Retail Sales (x \$1,000)	2012 Per Cap Sales (\$)	2012 Pull Factor
Nebraska	1,855,525	21,467,686	11,570	1.00
Non-Metro Nebraska	781,857	8,144,602	10,417	0.90
Thayer County	5,134	37,628	7,329	0.63
Clay County	6,411	30,201	4,711	0.41
Fillmore County	5,771	48,320	8,373	0.72
Jefferson County	7,521	63,875	8,493	0.73
Nuckolls County	4,438	40,158	9,049	0.78
Saline County	14,557	77,487	5,323	0.46

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2013

Reviewing the pull factors at the county level indicates Thayer County experiences net retail leakages. The 2012 pull factor of 0.63 indicates, on a per capita basis, retail sales in Thayer 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 Thayer County (0.63) with the pull factor for the non-metropolitan area of Nebraska (0.90) indicates per capita retail sales in Thayer County are 29.6 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 10 **2012 Retail Sales (NMV) Pull Factors, Nebraska, Thayer County & Surrounding Counties**

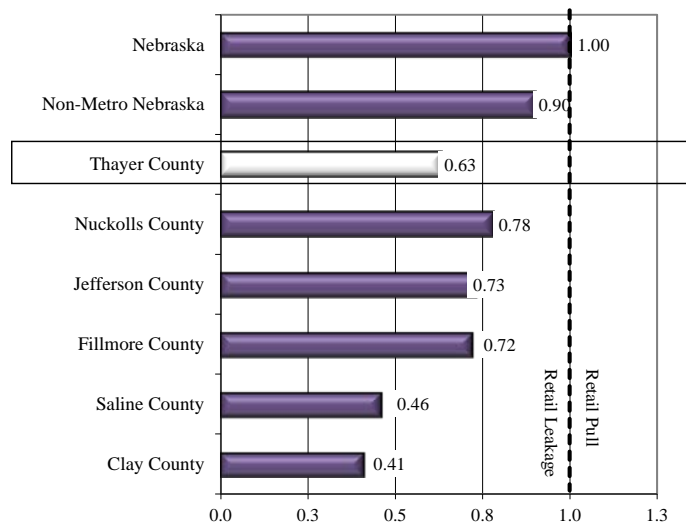


Table 15 and Chart 11 compare the 2012 pull factors for selected area communities. The community of Hebron’s pull factor of 1.13 indicates that, on a per capita basis, non-motor vehicle retail sales in Hebron are approximately 0.13 percent greater than the state’s average per capita sales.

Table 15

**2012 Retail Sales (NMV) Pull Factors
 Nebraska, Thayer County, and Selected Study Area Cities**

	2012 Population	2012 Retail Sales (x \$1,000)	2012 Per Cap Sales (\$)	2012 Pull Factor
Nebraska	1,855,525	21,467,686	11,570	1.00
Non-Metro Nebraska	781,857	8,144,602	10,417	0.90
Thayer County	5,134	37,628	7,329	0.63
Hebron (Thayer)	1,546	20,226	13,083	1.13
Sutton (Clay)	1,471	16,043	10,906	0.94
Geneva (Fillmore)	2,172	30,257	13,930	1.20
Fairbury (Jefferson)	3,916	49,153	12,552	1.09
Superior (Nuckolls)	1,933	25,017	12,942	1.12
Crete (Saline)	7,174	54,381	7,580	0.66

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2013

Chart 11

**2012 Retail Sales (NMV) Pull Factors, Nebraska, Thayer
 County & Selected Study Area Cities**

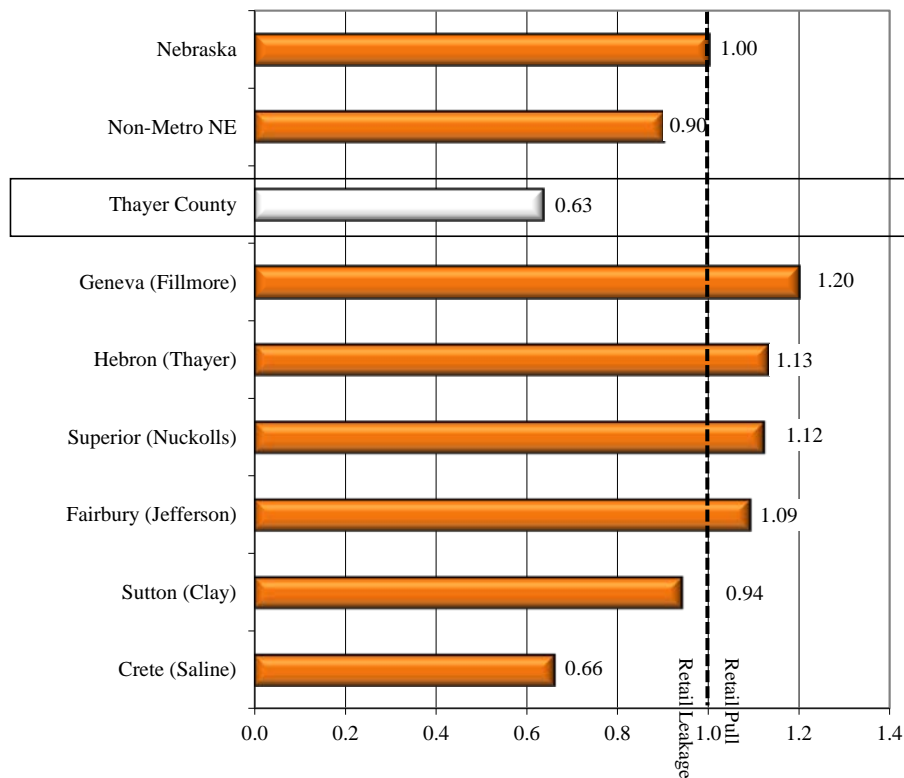


Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2012 pull factors into the communities reporting retail sales figures within Thayer County. As this table indicates, the community of Belvidere had the strongest pull factor (2.82) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.63 for Thayer County in 2012.

Table 16

**2012 Retail Sales (NMV) Pull Factors
 Nebraska, and Available Thayer County Area Cities**

	2012 Population	2012 Retail Sales (x \$1,000)	2012 Per Cap Sales (\$)	2012 Pull Factor
Nebraska	1,855,525	21,467,686	11,570	1.00
Non-Metro Nebraska	781,857	8,144,602	10,417	0.90
Thayer County	5,134	37,628	7,329	0.63
Hebron	1,546	20,226	13,083	1.13
Deshler	735	3,613	4,915	0.42
Davenport	289	3,311	11,458	0.99
Bruning	274	5,508	20,104	1.74
Chester	228	843	3,697	0.32
Carleton	90	887	9,858	0.85
Byron	82	1,047	12,763	1.10
Belvidere	47	1,531	32,581	2.82

Source: U.S. Census Bureau and the Nebraska Department of Revenue, June 2013

Chart 12

**2012 Retail Sales (NMV) Pull Factors, Nebraska and Available
 Thayer County Communities**

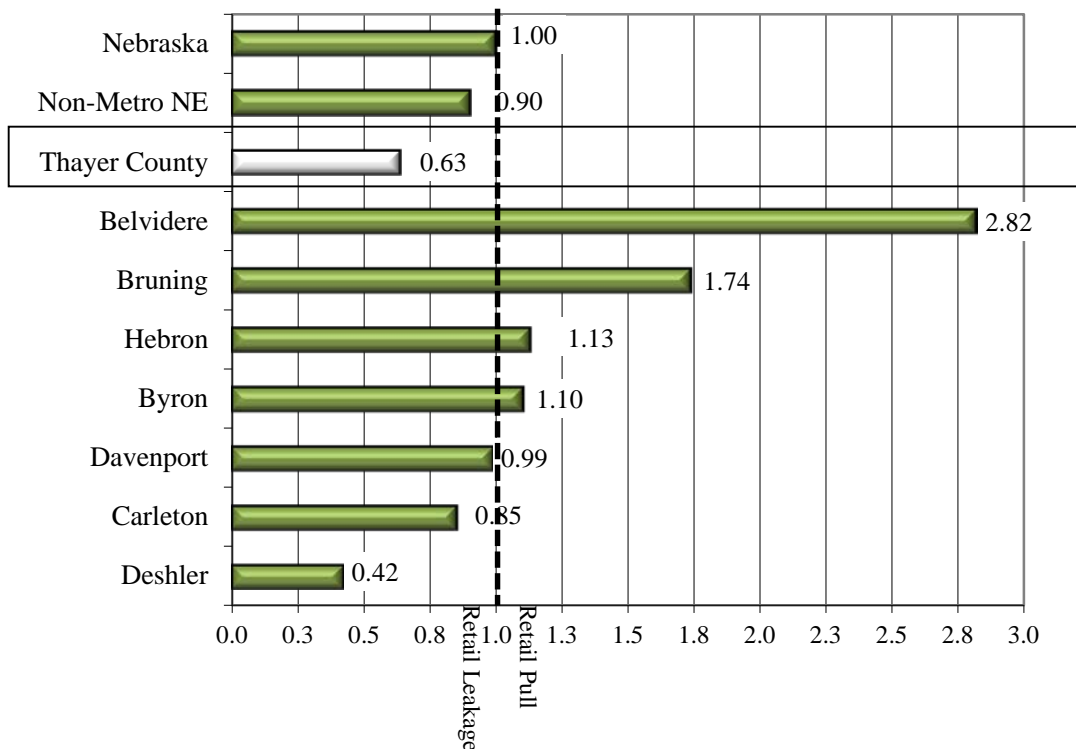


Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2012 pull factors for Nebraska, Hebron, and eight other similarly sized communities selected from around the state. Hartington’s pull factor of 2.49 leads the group for 2012 thus indicating Hartington has greater retail pull.

Table 17

**2012 Retail Sales (NMV) Pull Factors
 Hebron & Other Similarly Sized Nebraska Communities**

	2012 Population	2012 Retail Sales (x \$1,000)	2012 Per Cap Sales (\$)	2012 Pull Factor
Nebraska	1,855,525	21,467,686	11,570	1.00
Non-Metro Nebraska	781,857	8,144,602	10,417	0.90
Hebron (Thayer)	1,546	20,226	13,083	1.13
Sutton (Clay)	1,471	16,043	10,906	0.94
Bennington (Douglas)	1,472	8,645	5,873	0.51
Bridgeport (Morrill)	1,511	21,688	14,353	1.24
Hartington (Cedar)	1,532	44,203	28,853	2.49
Stanton (Stanton)	1,557	15,272	9,809	0.85
Gordon (Sheridan)	1,566	26,425	16,874	1.46
Neligh (Antelope)	1,569	31,033	19,779	1.71
Springfield (Sarpy)	1,604	10,159	6,334	0.55

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2013

Chart 13

**2012 Retail Sales (NMV) Pull Factors, Hebron & Other
 Similarly Sized Nebraska Communities**

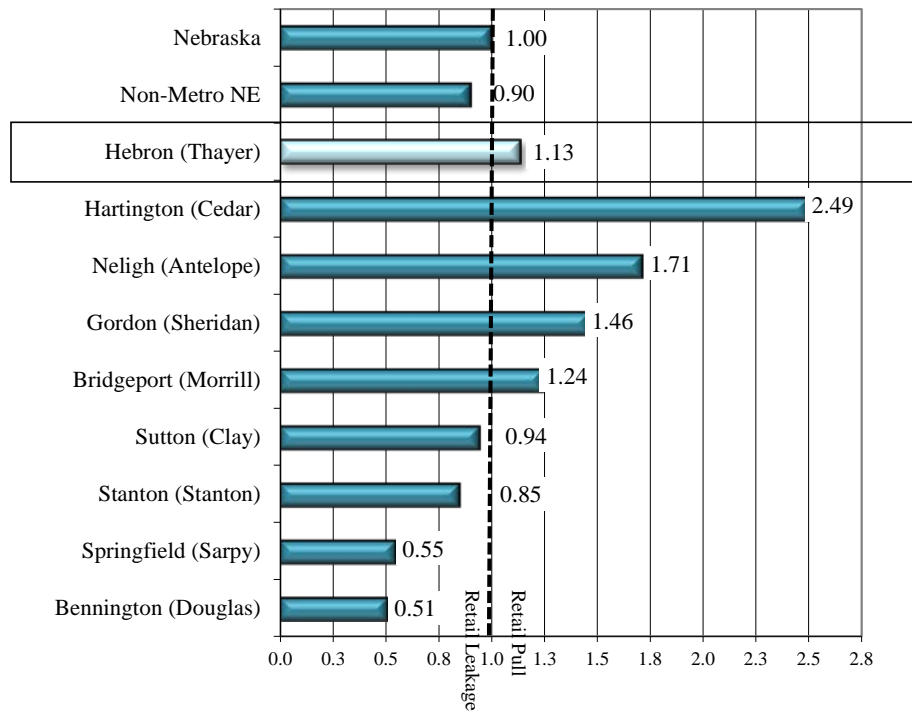
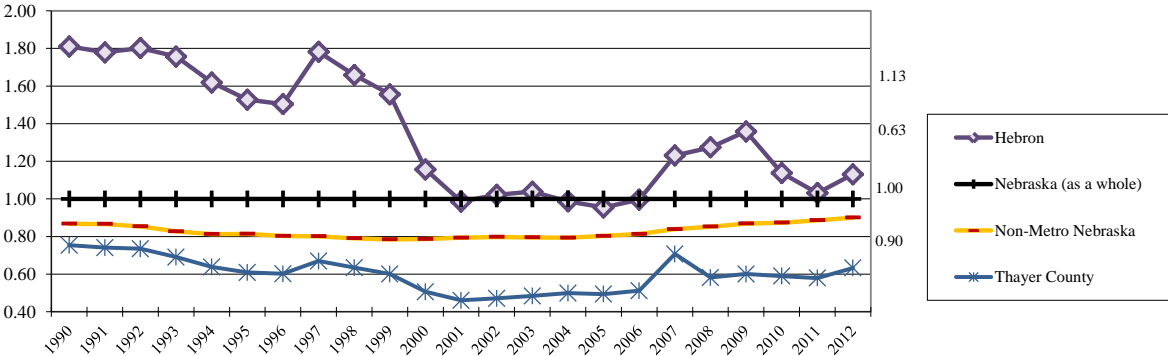


Chart 14 illustrates the pull factor trend for Hebron, Thayer County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2012. In examining the time line, the city of Hebron shows retail pull fluctuating and most often above the state average throughout the entire study period. Data within Thayer County (as a whole) also shows the pull factor well below the non-metropolitan county average and the Nebraska (as a whole) average throughout the time period.

Chart 14

**Pull Factors 1990-2012 Hebron, Thayer County,
 Non-Metro & Nebraska (as a whole)**



Source: U.S. Census Bureau and Nebraska Department of Revenue, 2013

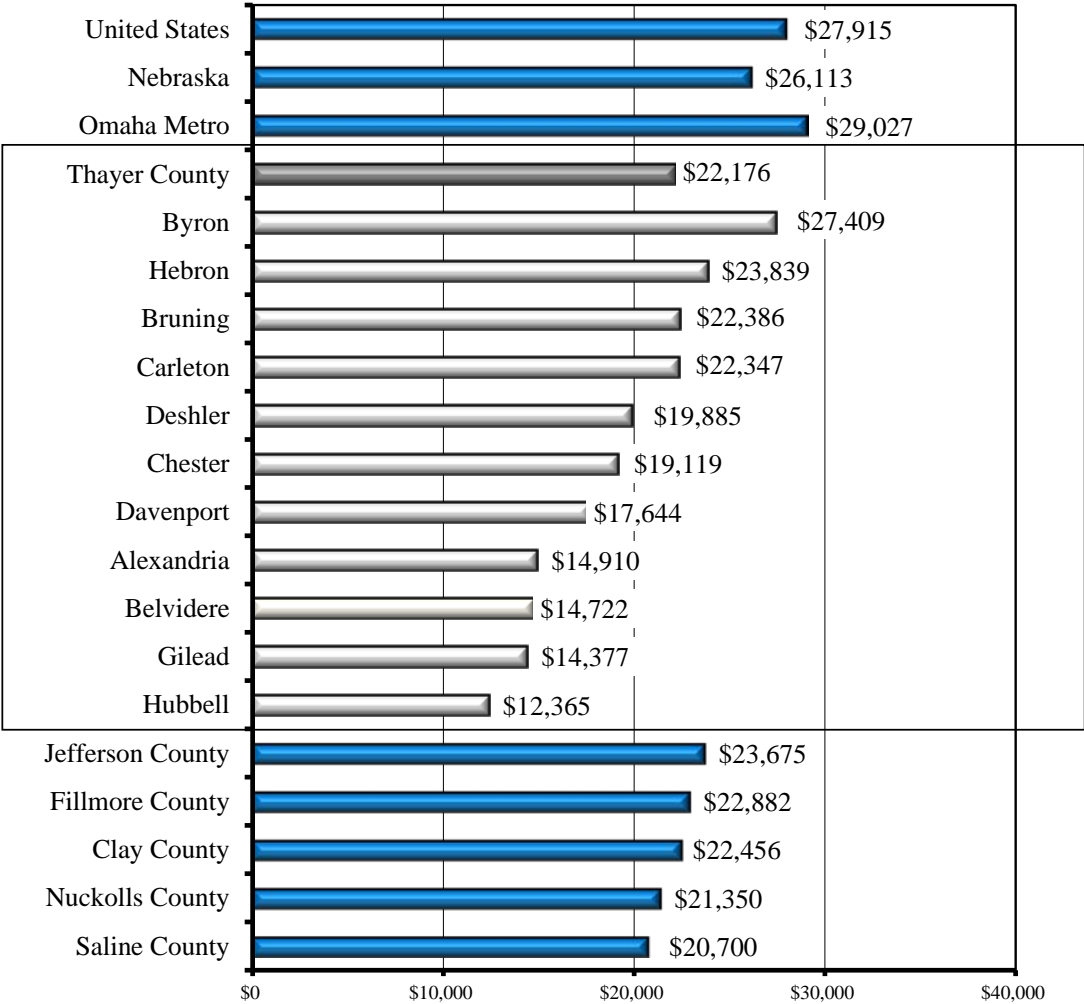
Per Capita Personal Income

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.

Data show per capita personal income in 2011 for Thayer County is estimated to be \$22,176 compared to \$26,113 for Nebraska as a whole.

Chart 15

**Per Capita Income, 2011 Nebraska,
 Thayer County & Surrounding Counties**



Source: U.S. Census Bureau, 2011 inflation adjusted past 12-months, 2007-2011 American Community Survey, released December 2012

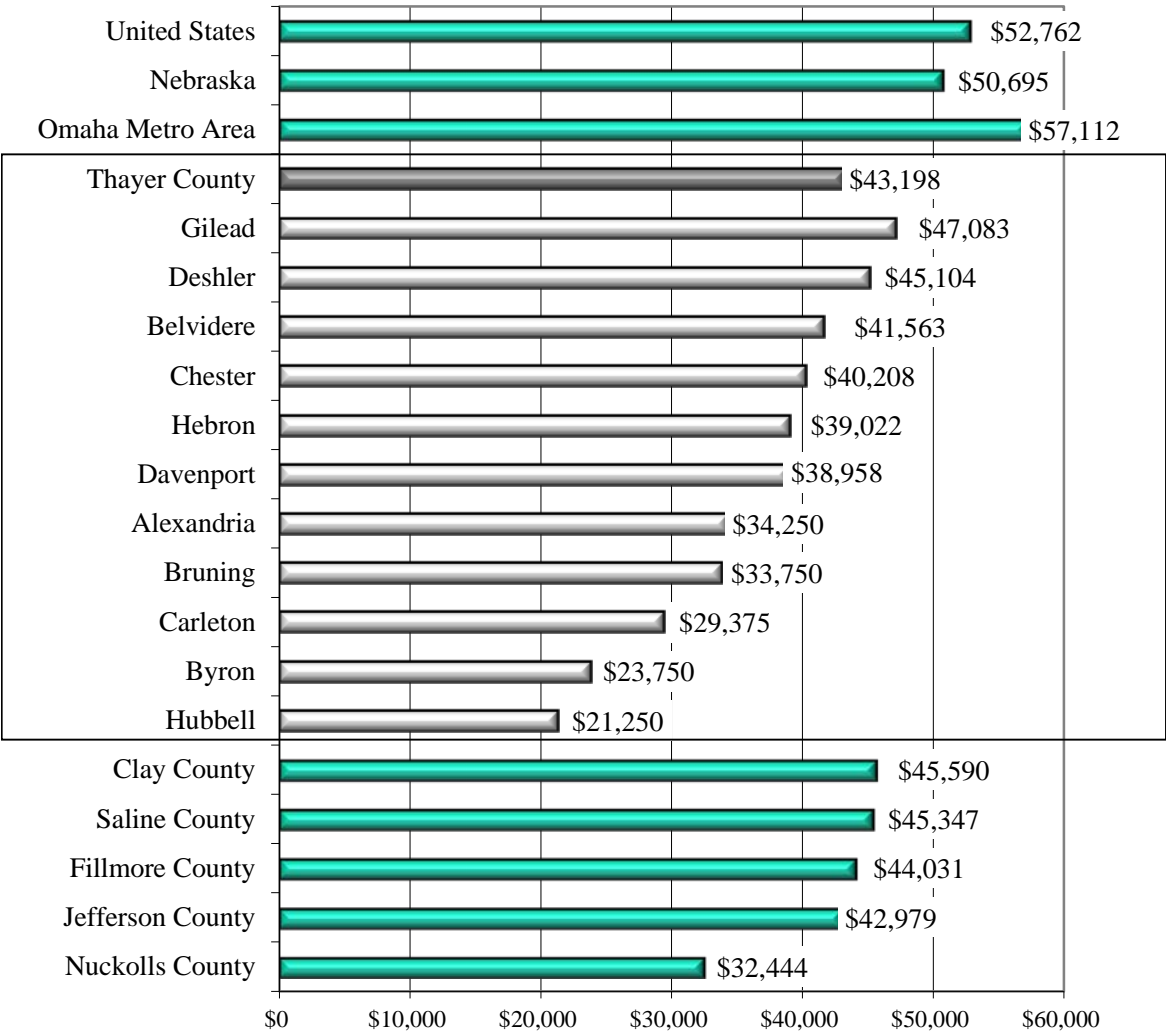
Median Household Income

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.

Median household income for Thayer County is estimated to be \$43,198 in 2011 compared to \$50,695 for Nebraska as a whole.

Chart 16

Median Household Income, 2011 Nebraska, Thayer County & Surrounding Counties



Source: U.S. Census Bureau, 2007-2011 American Community Survey, released December 2012