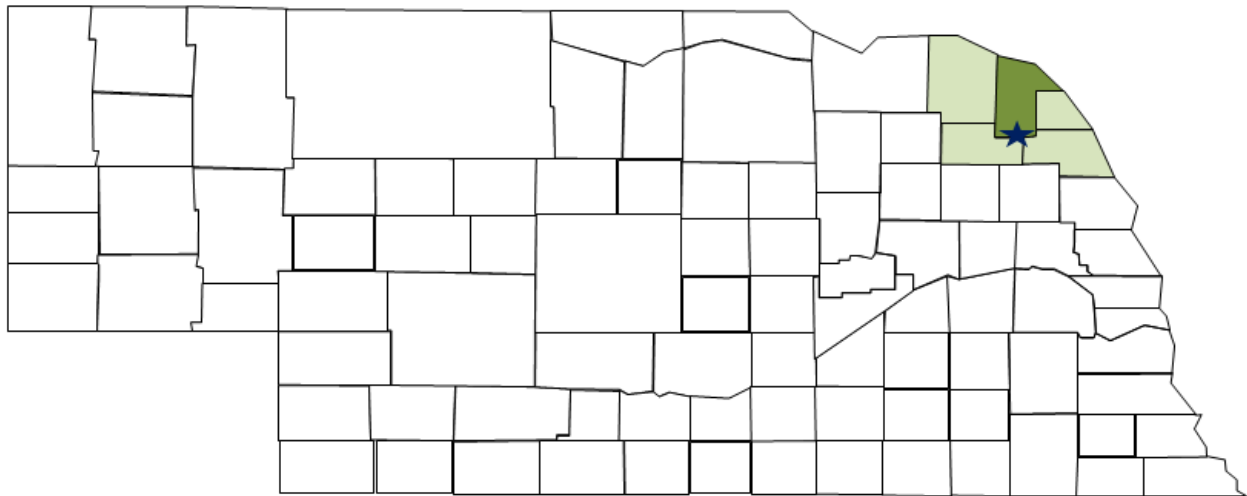


Economic and Demographic Trends

Wakefield, Dixon County, and the Surrounding Area



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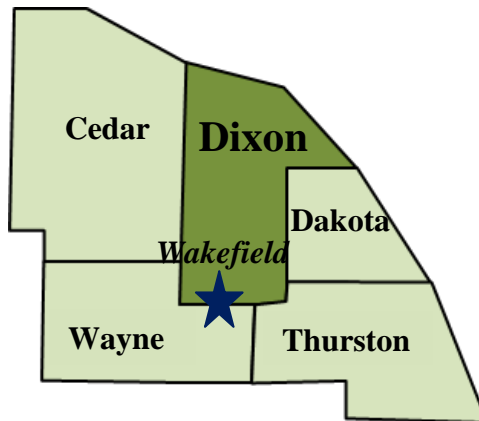
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Economic and Demographic Trends in Wakefield, Dixon County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Wakefield¹ and Dixon 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 Dixon County, other counties included in this area are Cedar, Dakota, Thurston, and Wayne. The retail sales section also compares retail growth between Wakefield 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 Dixon 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

¹ In 2013, 1,183 of Wakefield's 1,416 residents, 83.5 percent, lived in Dixon County and 233 residents, 16.5 percent lived in Wayne County.

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 Dixon County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Dixon County decreased 0.3 percent (6 jobs) between 2004 and 2013.

Table 1 also provides employment data for Dixon County by major economic sector for years 2004–2013. Of the sectors reporting complete data, the “Professional and Business Services” sector recorded the largest percentage increase in employment between 2004 and 2013 (400.0 percent or 12 jobs). The “Other Services, Except Public” sector recorded the largest actual employment increase between 2004 and 2013 (32 jobs or 177.8 percent).

Table 1

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

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	% Change 2004-2013	# Change 2004-2013
Non-farm Employment (W&S)	1,772	1,716	1,714	1,782	1,846	1,847	1,857	1,835	1,791	1,766	-0.3	-6
Total Private Industries	1,342	1,290	1,285	1,346	1,411	1,409	1,383	1,363	1,338	1,310	-2.4	-32
Goods Producing	971	953	960	993	1,053	1,059	1,033	1,007	971	943	-2.9	-28
Natural Resources & Mining	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Construction	79	71	105	142	167	155	146	123	113	110	39.2	31
Manufacturing	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Service Providing	371	337	325	353	358	350	350	356	367	367	-1.1	-4
Trade, Transportation & Utilities	176	149	140	127	114	108	115	116	118	121	-31.3	-55
Information	9	8	8	9	10	7	10	10	9	10	11.1	1
Financial Activities	34	29	29	29	29	26	25	29	30	29	-14.7	-5
Professional & Business Services	3	11	20	24	34	42	14	14	14	15	400.0	12
Education & Health Services	86	85	80	75	75	77	71	76	72	86	0.0	0
Leisure & Hospitality	46	40	35	74	80	70	69	69	65	56	21.7	10
Other Services, except Public	18	14	13	16	18	20	45	42	59	50	177.8	32
Government	430*	426	429	435	435	438	474	472	453	456	6.0	26
Federal	41	42	41	43	45	42	46	41	38	40	-2.4	-1
State	38*	38	38	37	37	44	62	70	68	68	78.9	30
Local	351*	346	350	355	353	352	366	362	347	348	-0.9	-3

* Values are estimates provided by Kenneth Lemke, NPPD using Bureau of Labor Statistics data.

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

(N/A) Not available

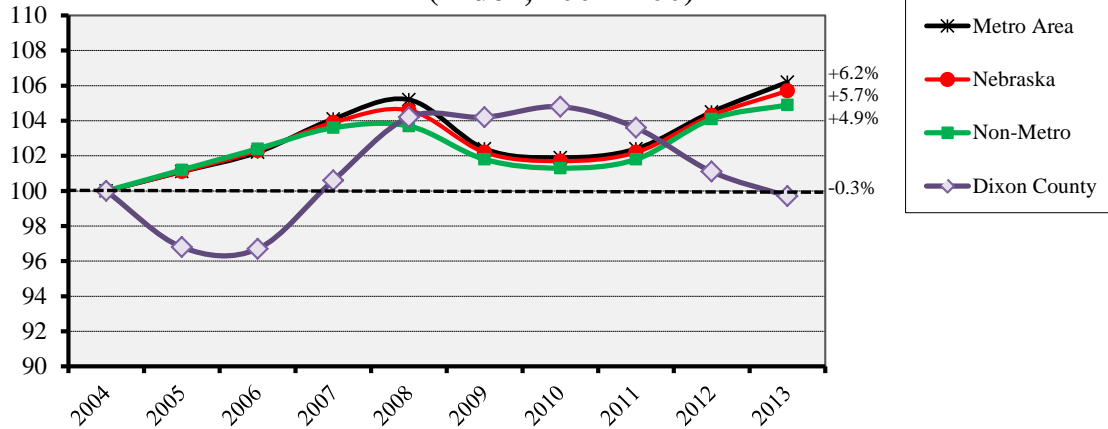
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2014

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Dixon County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2004–2013. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

As this chart indicates, total non-farm wage and salary employment in Dixon County decreased 0.3 percent (6 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, Dixon County, Nebraska, Metro, and Non-Metro Nebraska, 2004-2013
(Index, 2004=100)**

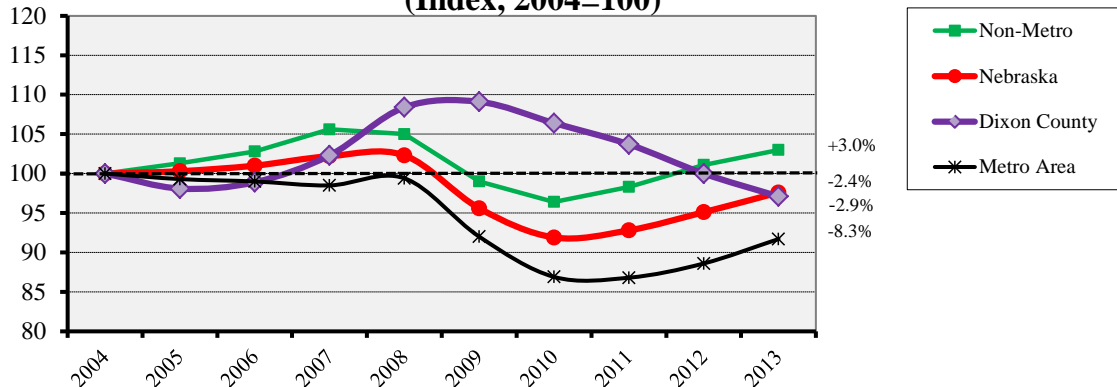


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

Chart 2 presents data on goods producing wage and salary employment growth for Dixon County, Nebraska, metropolitan, and non-metropolitan areas. The Goods Producing sector for Dixon County recorded a 2.9 percent decrease in employment (28 jobs) between 2004 and 2013. This compares to a 3.0 percent increase in employment for non-metropolitan Nebraska; a 2.4 percent decrease for Nebraska as a whole; and an 8.3 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Goods Producing Employment, Dixon County, Nebraska, Metro, and Non-Metro Nebraska, 2004-2013
(Index, 2004=100)**



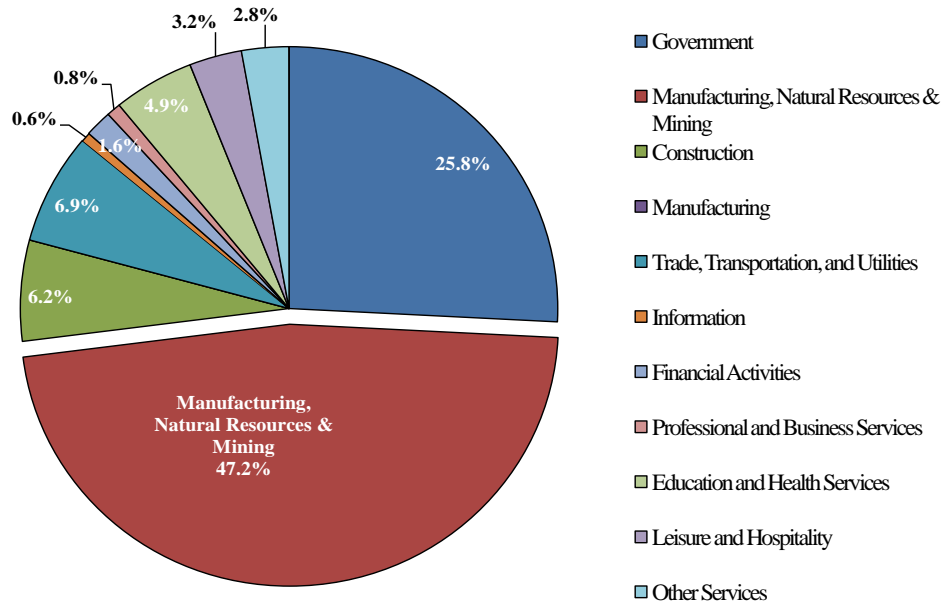
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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

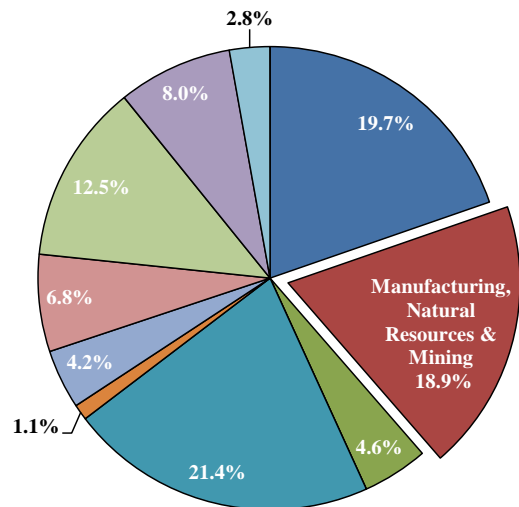
When comparing the Dixon employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing, Natural Resources & Mining sector which makes up 47.2 percent of the county workforce (833 employees) compared to 18.9 percent for non-metropolitan Nebraska; a difference of 28.3 percent. Comparing Dixon County to the overall metropolitan distribution, the largest deviation is again found in the Manufacturing, Natural Resources and Mining sector (47.2 percent Dixon County vs. 7.4 percent metropolitan Nebraska; a difference of 39.8 percent).

Charts 3, 4, 5

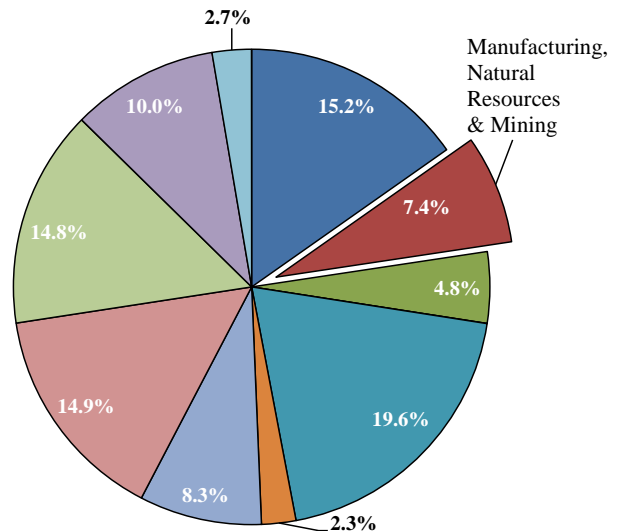
Nonfarm Wage & Salary Employment by Major Economic Sector Dixon County, 2013



Non-Metro Area W&S Employment, 2013



Metro Area W&S Employment, 2013



The next table (Table 2) shows labor force information for Dixon 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 Dixon County residents participating in the labor force between 2004 and 2013 (1.6 percent or 51 people).

The number of those unemployed in Dixon County increased by 28.8 percent (32 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 Dixon County unemployment rate was 4.5 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, Dixon County, Nebraska
Selected Years: 2004-2013

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	% Change 2004-13	# Change 2004-13
Labor Force	3,130	3,145	3,142	3,323	3,397	3,309	3,162	3,142	3,146	3,181	1.6	51
Unemployment	111	126	95	104	106	156	156	155	139	143	28.8	32
Unemployment Rate	3.5	4.0	3.0	3.1	3.1	4.7	4.9	4.9	4.4	4.5	(N/A)	(N/A)
Employment	3,019	3,019	3,047	3,219	3,291	3,153	3,006	2,987	3,007	3,038	0.6	19

(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 Wakefield in Dixon 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 Wakefield are from 2011.

Table 3 (pages 7–8) examines the Work Destination area for Wakefield from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 492 county labor force participants holding primary jobs. As Table 3 shows, 88.8 percent of Wakefield’s labor force participants are employed within the state of Nebraska. Approximately 9.3 percent of Wakefield workers remain within Dixon County for employment with 90.7 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Wakefield 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	492	100.0%
---------------------------	------------	---------------

By States

Job Counts by States Where Workers are Employed

2011

Count Share

Nebraska	437	88.8%
Iowa	45	9.1%
South Dakota	10	2.0%
All Other Locations	0	0.0%



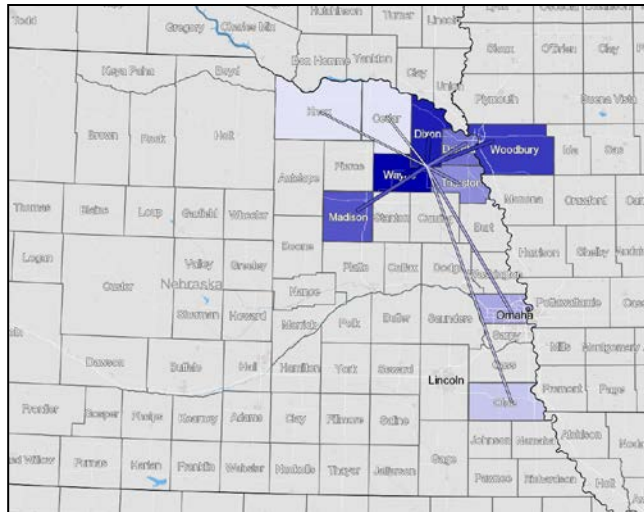
Source: U.S. Census Bureau, LED Origin-Destination Data Base, January 2015

Table 3 (continued)

By Counties
Job Counts by Counties Where Workers are Employed

2011

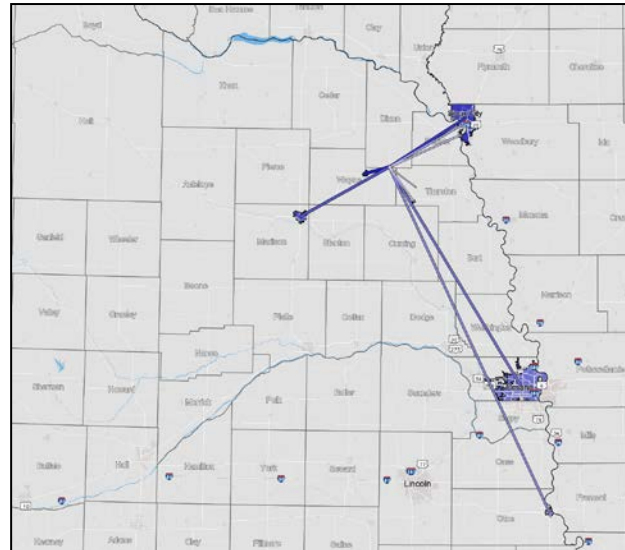
	Count	Share
Wayne County, NE	206	41.9%
Dixon County, NE	46	9.3%
Woodbury County, IA	38	7.7%
Madison County, NE	30	6.1%
Dakota County, NE	26	5.3%
Thurston County, NE	24	4.9%
Douglas County, NE	19	3.9%
Otoe County, NE	13	2.6%
Cedar County, NE	12	2.4%
Knox County, NE	12	2.4%
All Other Locations	66	13.4%



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

2011

	Count	Share
Wakefield city, NE	129	26.2%
Wayne city, NE	58	11.8%
Sioux City city, IA	33	6.7%
Norfolk city, NE	22	4.5%
Omaha city, NE	19	3.9%
Nebraska City city, NE	13	2.6%
South Sioux City city, NE	12	2.4%
Dakota City city, NE	10	2.0%
Pender village, NE	7	1.4%
Thurston village, NE	7	1.4%
All Other Locations	182	37.0%



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

People also travel from other locations to work in Wakefield—this is the Home Destination report or the labor shed area. Table 4 (pages 9–10) depicts the home locations of those employed within Wakefield. The Census identified 1,045 primary jobs within Wakefield. As Table 4 indicates, 91.9 percent of these jobs are held by Nebraska residents. Approximately 25.5 percent of Wakefield 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

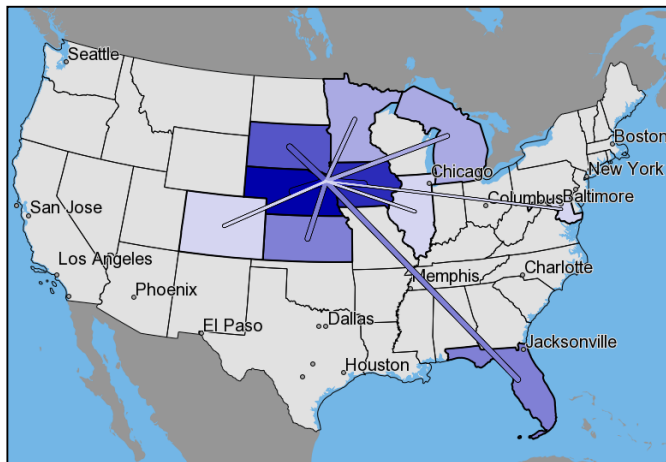
	Count	Share
Total Primary Jobs	1,045	100.0%

By States

Job Counts by States Where Workers Live

2011

	Count	Share
Nebraska	960	91.9%
Iowa	49	4.7%
South Dakota	22	2.1%
Florida	3	0.3%
Kansas	3	0.3%
Michigan	2	0.2%
Minnesota	2	0.2%
Colorado	1	0.1%
Illinois	1	0.1%
Maryland	1	0.1%
All Other Locations	1	0.1%



By Counties

Job Counts by Counties Where Workers Live

2011

	Count	Share
Dixon County, NE	266	25.5%
Wayne County, NE	215	20.6%
Knox County, NE	62	5.9%
Madison County, NE	56	5.4%
Scotts Bluff County, NE	54	5.2%
Dakota County, NE	37	3.5%
Antelope County, NE	34	3.3%
Thurston County, NE	32	3.1%
Woodbury County, IA	31	3.0%
Cedar County, NE	31	3.0%
All Other Locations	227	21.7%

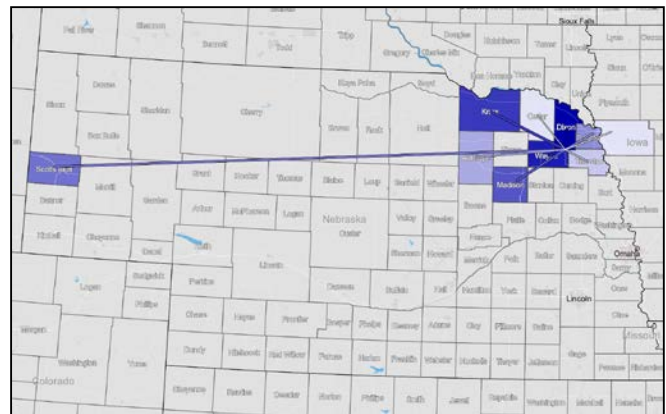
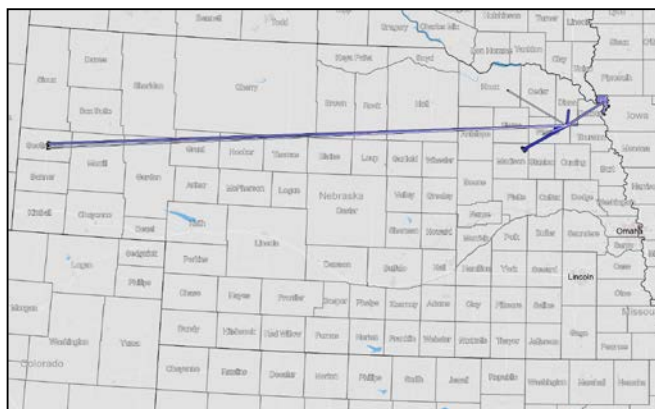


Table 4 (continued)

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

	Count	Share
Wakefield city, NE	129	12.3%
Wayne city, NE	88	8.4%
Norfolk city, NE	40	3.8%
Allen village, NE	29	2.8%
Scottsbluff city, NE	28	2.7%
Sioux City city, IA	26	2.5%
Emerson village, NE	24	2.3%
Winside village, NE	17	1.6%
Gering city, NE	13	1.2%
Bloomfield city, NE	11	1.1%
All Other Locations	640	61.2%



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

The next table (Table 5, pages 10–11) shows an inflow/outflow report for the Wakefield 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 Wakefield.

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	1,045	100.0%	1,080	100.0%	991	100.0%
Living in the Selection Area	492	47.1%	633	58.6%	596	60.1%
Net Job Inflow (+) or Outflow (-)	553	-	447	-	395	-

In-Area Labor Force Efficiency (Primary Jobs)

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	492	100.0%	633	100.0%	596	100.0%
Living and Employed in the Selection Area	129	26.2%	185	29.2%	209	35.1%
Living in the Selection Area but Employed Outside	363	73.8%	448	70.8%	387	64.9%

In-Area Employment Efficiency (Primary Jobs)

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,045	100.0%	1,080	100.0%	991	100.0%
Employed and Living in the Selection Area	129	12.3%	185	17.1%	209	21.1%
Employed in the Selection Area but Living Outside	916	87.7%	895	82.9%	782	78.9%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	363	100.0%	448	100.0%	387	100.0%
Workers Aged 29 or younger	89	24.5%	124	27.7%	105	27.1%
Workers Aged 30 to 54	197	54.3%	231	51.6%	208	53.7%
Workers Aged 55 or older	77	21.2%	93	20.8%	74	19.1%
Workers Earning \$1,250 per month or less	97	26.7%	106	23.7%	87	22.5%
Workers Earning \$1,251 to \$3,333 per month	175	48.2%	234	52.2%	205	53.0%
Workers Earning More than \$3,333 per month	91	25.1%	108	24.1%	95	24.5%
Workers in the "Goods Producing" Industry Class	125	34.4%	123	27.5%	99	25.6%
Workers in the "Trade, Transportation, and Utilities" Industry Class	62	17.1%	91	20.3%	86	22.2%
Workers in the "All Other Services" Industry Class	176	48.5%	234	52.2%	202	52.2%

Inflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	916	100.0%	895	100.0%	782	100.0%
Workers Aged 29 or younger	218	23.8%	228	25.5%	214	27.4%
Workers Aged 30 to 54	503	54.9%	475	53.1%	404	51.7%
Workers Aged 55 or older	195	21.3%	192	21.5%	164	21.0%
Workers Earning \$1,250 per month or less	201	21.9%	224	25.0%	207	26.5%
Workers Earning \$1,251 to \$3,333 per month	519	56.7%	490	54.7%	424	54.2%
Workers Earning More than \$3,333 per month	196	21.4%	181	20.2%	151	19.3%
Workers in the "Goods Producing" Industry Class	635	69.3%	615	68.7%	524	67.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	42	4.6%	27	3.0%	21	2.7%
Workers in the "All Other Services" Industry Class	239	26.1%	253	28.3%	237	30.3%

Interior Flow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	129	100.0%	185	100.0%	209	100.0%
Workers Aged 29 or younger	34	26.4%	53	28.6%	59	28.2%
Workers Aged 30 to 54	65	50.4%	102	55.1%	109	52.2%
Workers Aged 55 or older	30	23.3%	30	16.2%	41	19.6%
Workers Earning \$1,250 per month or less	33	25.6%	47	25.4%	49	23.4%
Workers Earning \$1,251 to \$3,333 per month	77	59.7%	118	63.8%	132	63.2%
Workers Earning More than \$3,333 per month	19	14.7%	20	10.8%	28	13.4%
Workers in the "Goods Producing" Industry Class	106	82.2%	157	84.9%	171	81.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	3	2.3%	4	2.2%	6	2.9%
Workers in the "All Other Services" Industry Class	20	15.5%	24	13.0%	32	15.3%

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

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Wakefield and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Wakefield is considerably 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

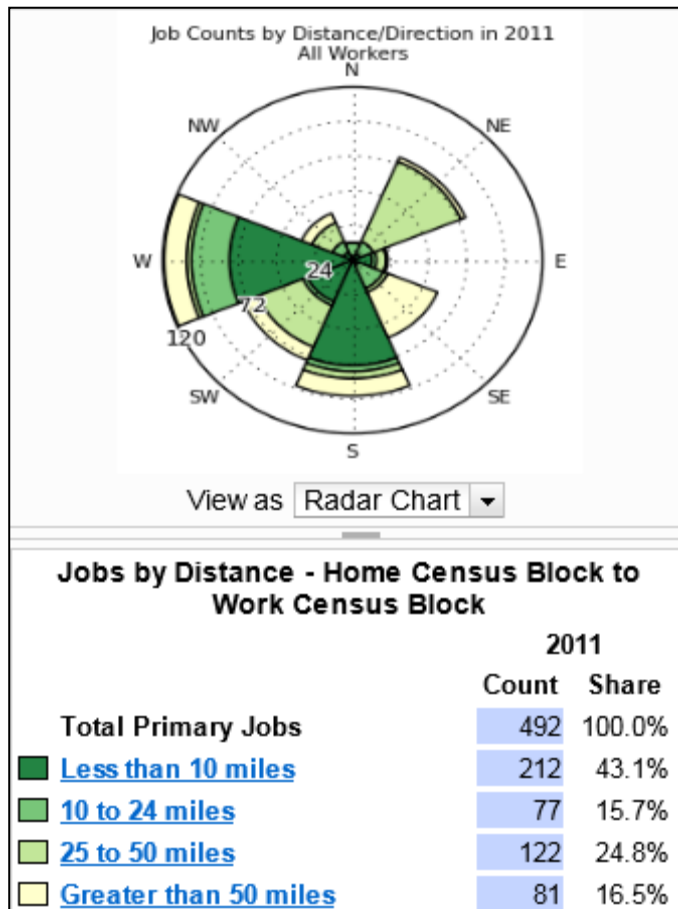
Live within study area - distance to work

Job Counts in Work Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	492	100.0%	633	100.0%	596	100.0%
Less than 10 miles	212	43.1%	285	45.0%	316	53.0%
10 to 24 miles	77	15.7%	70	11.1%	85	14.3%
25 to 50 miles	122	24.8%	151	23.9%	107	18.0%
Greater than 50 miles	81	16.5%	127	20.1%	88	14.8%

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

Figure 1



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

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

Table 7

Distance/Direction Report - Work to Home Census Block

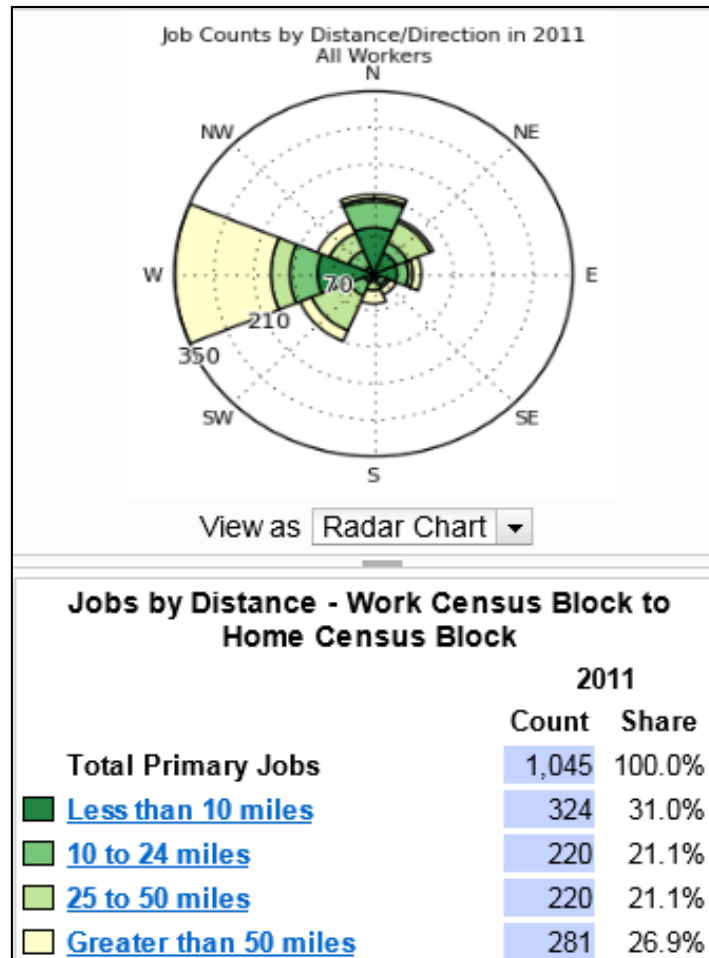
Work within study area - distance to home

Job Counts in Home Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	1,045	100.0%	1,080	100.0%	991	100.0%
Less than 10 miles	324	31.0%	478	44.3%	514	51.9%
10 to 24 miles	220	21.1%	262	24.3%	225	22.7%
25 to 50 miles	220	21.1%	217	20.1%	169	17.1%
Greater than 50 miles	281	26.9%	123	11.4%	83	8.4%

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

Figure 2



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

Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Dixon County and the surrounding area. As Table 8 indicates, Dixon County's population experienced an average annual decrease of 0.5 percent between 1970 and 2010 for a total decrease of 19.5 percent or 1,453 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Dixon County reported an average annual 0.8 percent decrease in population from 2010 to 2013 (149 people total).

Table 8

County Population 1970-2013 Dixon 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
Dixon County	7,453	7,137	6,143	6,338	6,000	5,851	-0.5	-0.8
Cedar County	12,192	11,375	10,131	9,615	8,852	8,711	-0.8	-0.5
Dakota County	13,137	16,573	16,742	20,253	21,006	20,947	1.2	-0.1
Thurston County	6,942	7,186	6,936	7,171	6,940	6,895	0.0	-0.2
Wayne County	10,400	9,858	9,364	9,851	9,595	9,411	-0.2	-0.6

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

Table 9 data reveals the population of Dixon County's incorporated places as a whole experienced an average annual population increase of 0.2 percent from 1970 to 2010 and a decrease of 0.8 percent from 2010 to 2013 for a total increase of 6.7 percent (223 people) from 1970 to 2013. Wakefield, the county's largest city, reported a 22.1 percent increase in population (256 people) between 1970 and 2013. The unincorporated areas outside of the selected communities experienced a 44.0 percent decrease (1,825 people) during the period 1970–2013.

Table 9

County Population 1970-2013 Dixon 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
Dixon County	7,453	7,137	6,143	6,338	6,000	5,851	-0.5	-0.8
Allen	309	390	331	411	377	362	0.5	-1.3
Concord	180	145	156	160	166	162	-0.2	-0.8
Dixon	128	127	109	108	87	85	-1.0	-0.8
Martinsburg	73	100	90	103	94	92	0.6	-0.7
Maskell	43	76	54	67	76	74	1.4	-0.9
Newcastle	347	348	277	299	325	320	-0.2	-0.5
Ponca	984	1,057	929	1,062	961	946	-0.1	-0.5
Wakefield*	1,160	1,125	1,167	1,411	1,451	1,416	0.6	-0.8
Waterbury	81	92	95	89	73	71	-0.3	-0.9
Total Incorporated Places	3,305	3,460	3,208	3,710	3,610	3,528	0.2	-0.8
Unincorporated Areas	4,148	3,677	2,935	2,628	2,390	2,323	-1.4	-0.9

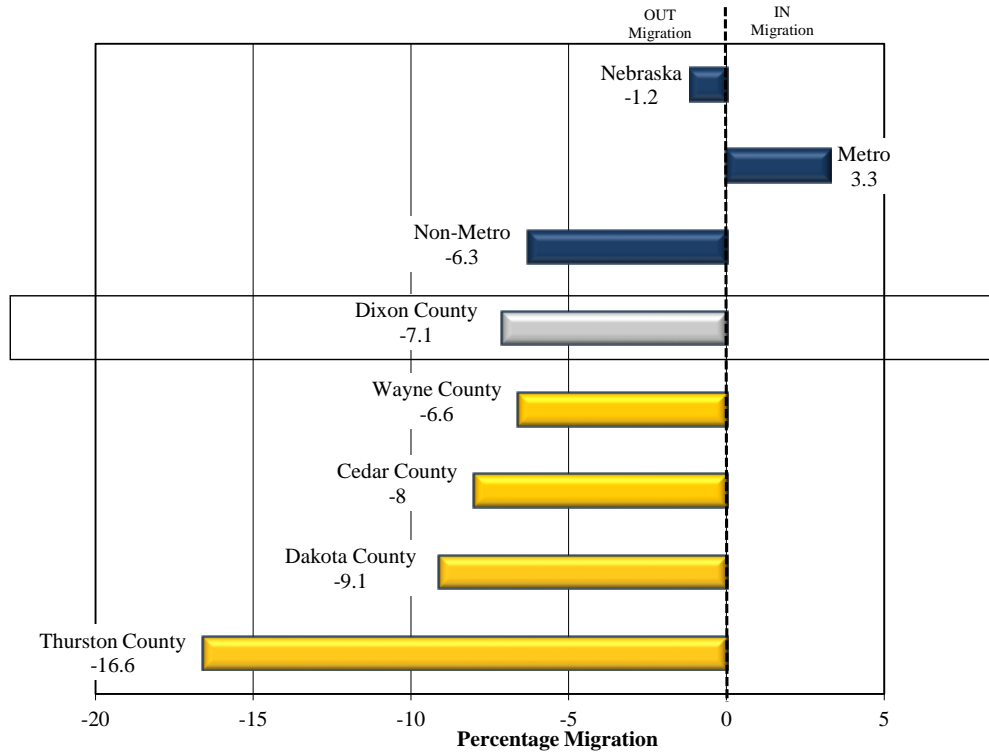
* Includes residents in Wayne County. In 2013, 233 of Wakefield's 1,416 residents lived in Wayne County.

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, Dixon 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, Dixon County experienced a net out-migration of 453 people or 7.1 percent of its 2000 population.

Chart 6

**2000-2010 Net Migration as Percent of 2000 Population
Dixon County and the Surrounding Area**

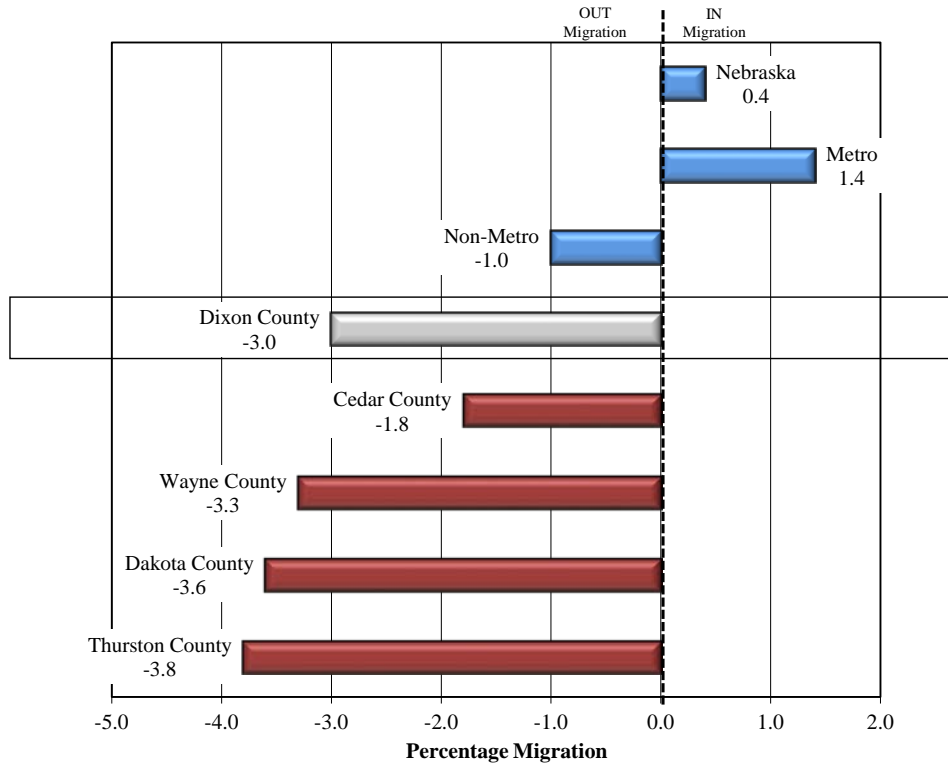


Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

Looking at the years 2010–2013 (Chart 7), Dixon County experienced a net out-migration of 181 people or 3.0 percent of its 2010 population.

Chart 7

**2010-2013 Net Migration as Percent of 2010 Population
Dixon 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 49.7 percent of the 350 people moving into Dixon County moved from other Nebraska locations (174 people). Data also reveal 176 people (50.3 percent) migrated into the county from other states.

Table 10

Dixon County, Nebraska, 2007-2011, Five-Year Estimate Inflow Into County

	Number	Percent
Movers within the United States	535	100.0
Within Same County	185	34.6
Different County, Same State	174	32.5
Different State	176	32.9
Movers from Abroad	0	0.0
Total Movement	535	

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

Reported Counties (where people moved from)

State	County	Number
Iowa	Woodbury County	81
Nebraska	Cedar County	50
Nebraska	Dakota County	44
North Dakota	Ward County	38
Nebraska	Wayne County	33
Nebraska	Madison County	15
Nebraska	Lancaster County	10
Iowa	Pottawattamie County	9
Nebraska	Colfax County	8
New Mexico	Sierra County	7
Iowa	Story County	6
Washington	Snohomish County	6
Iowa	O'Brien County	5
Minnesota	Ramsey County	5
Nebraska	Adams County	5
Nebraska	Pierce County	5
Wyoming	Teton County	5
Indiana	Harrison County	4
South Dakota	Minnehaha County	4
Iowa	Sioux County	3
Kansas	Hamilton County	3
Nebraska	Nance County	2
Nebraska	Hall County	1
Nebraska	Sarpy County	1

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

The 2007-2011, five-year estimates in Table 11 reveal 74.4 percent of the 454 people migrating out of Dixon County remained in the state of Nebraska (338 people). Data show 116 Dixon County residents (25.6 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

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

	Number	Percent
Movers within the United States	639	100.0
Within Same County	185	29.0
Different County, Same State	338	52.9
Different State	116	18.2
Movers to Puerto Rico	0	0.0
Total Movement	639	

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

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

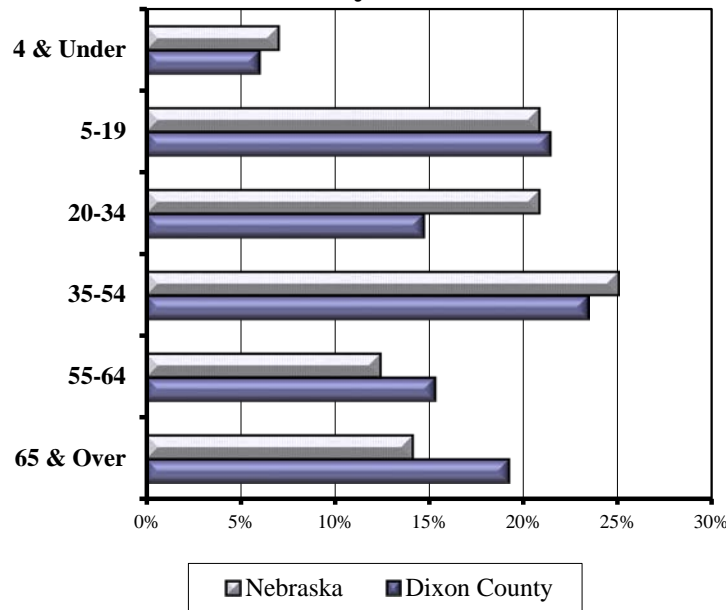
State	County	Number
Nebraska	Dakota County	78
Nebraska	Buffalo County	62
Nebraska	Wayne County	60
Nebraska	Lancaster County	50
Nebraska	Douglas County	46
Arizona	Maricopa County	26
Nebraska	Cedar County	23
South Dakota	Brookings County	18
Nebraska	Madison County	15
Kansas	Ellis County	12
Missouri	Pulaski County	12
New York	Saratoga County	12
Iowa	Sioux County	12
Indiana	Johnson County	10
Kansas	Sedgwick County	9
Nebraska	Colfax County	4
Pennsylvania	York County	4
South Dakota	Yankton County	1

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 Dixon County. The population of Dixon County is significantly older in age than Nebraska as a whole. The median age for Dixon County residents in 2013 was 42.5 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8

Age Distribution of the Population, 2013 Dixon 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 Dixon County and Nebraska

	2013 Population		Percent	
	Nebraska	Dixon County	Nebraska	Dixon County
4 & Under	130,160	349	7.0%	6.0%
5-19	387,807	1,254	20.8%	21.4%
20-34	388,117	861	20.8%	14.7%
35-54	467,120	1,372	25.0%	23.4%
55-64	231,304	893	12.4%	15.3%
65 & Over	264,008	1,122	14.1%	19.2%
Total	1,868,516	5,851	100%	100%
Median Age	36.2	42.5		

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 Dixon County and the surrounding counties both as a total and by gender. These are 5-year estimates and differ from the U.S. Census Bureau’s single year distributions. Chart 9 graphically depicts the median age distribution for the study area.

Table 13

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

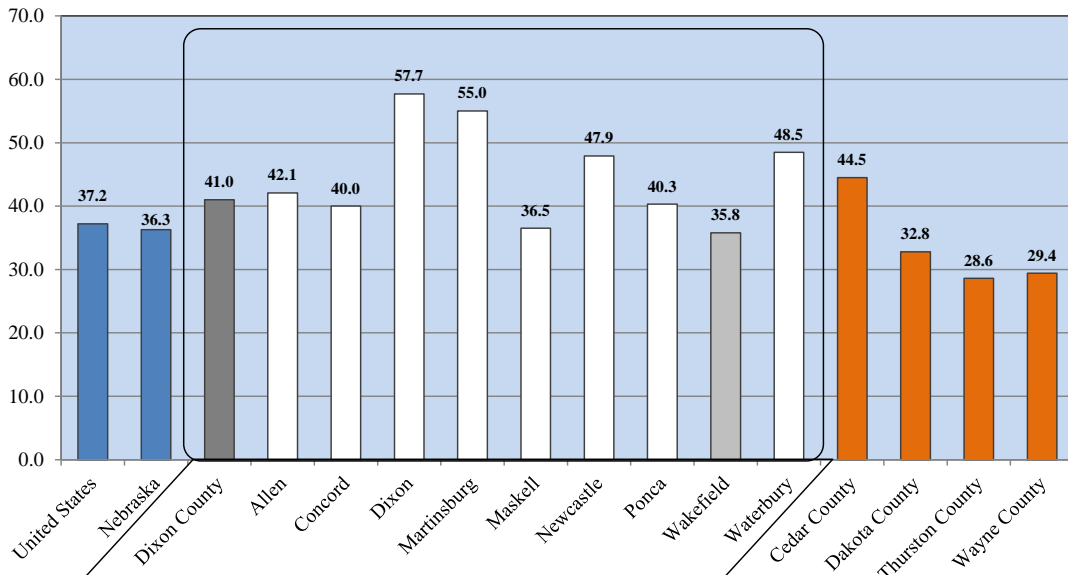
	Median Age		
	Total	Male	Female
United States	37.2	35.8	38.5
Nebraska	36.3	35.0	37.5
Dixon County	41.0	39.8	42.1
Allen	42.1	48.3	34.5
Concord	40.0	37.0	40.8
Dixon	57.7	57.4	64.0
Martinsburg	55.0	54.5	55.3
Maskell	36.5	36.5	37.5
Newcastle	47.9	45.7	50.1
Ponca	40.3	39.2	41.8
Wakefield	35.8	34.4	37.5
Waterbury	48.5	48.7	46.8
Cedar County	44.5	42.5	46.3
Dakota County	32.8	32.3	33.0
Thurston County	28.6	26.7	31.3
Wayne County	29.4	29.0	29.8

Data Set: 2008-2012 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2008-2012 American Community Survey, March 2013

Chart 9

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



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

Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Dixon County and the surrounding area for 2013. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

Table 14

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

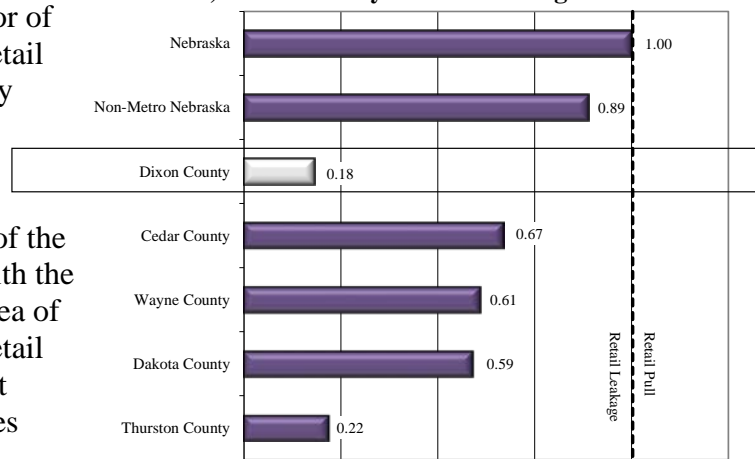
	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
Nebraska	1,868,516	22,469,705	12,025	1.00
Non-Metro Nebraska	781,295	8,349,191	10,686	0.89
Dixon County	5,851	12,322	2,106	0.18
Cedar County	8,711	70,068	8,044	0.67
Dakota County	20,947	148,909	7,109	0.59
Thurston County	6,895	18,533	2,688	0.22
Wayne County	9,411	69,242	7,358	0.61

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

Reviewing the pull factors at the county level indicates Dixon County experiences net retail leakages. The 2013 pull factor of 0.18 indicates, on a per capita basis, retail sales in Dixon 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 Dixon County (0.18) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Dixon County are 80.3 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 10

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



1.3

Table 15 and Chart 11 compare the 2013 pull factors for selected area communities. The community of Wakefield’s pull factor of 0.31 indicates that, on a per capita basis, non-motor vehicle retail sales in Wakefield are approximately 69.0 percent less than the state’s average per capita sales.

Table 15

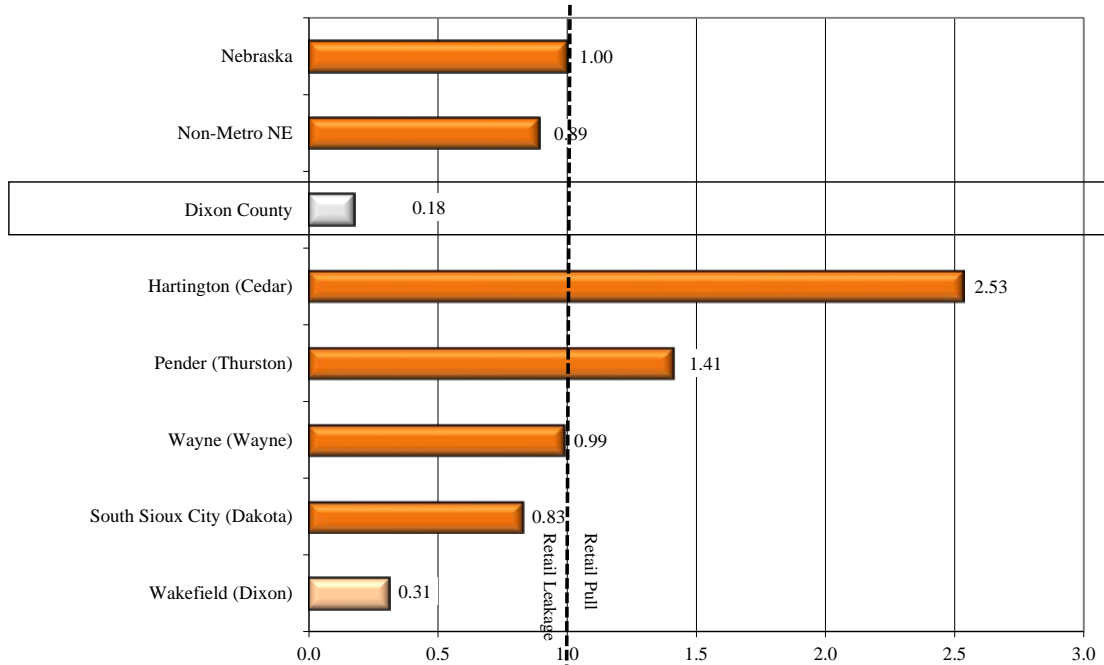
2013 Retail Sales (NMV) Pull Factors Nebraska, Dixon County, and Selected Study Area Communities

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
Nebraska	1,868,516	22,469,705	12,025	1.00
Non-Metro Nebraska	781,295	8,349,191	10,686	0.89
Dixon County	5,851	12,322	2,106	0.18
Wakefield (Dixon)	1,416	5,258	3,713	0.31
Hartington (Cedar)	1,528	46,440	30,393	2.53
South Sioux City (Dakota)	13,424	134,013	9,983	0.83
Pender (Thurston)	999	16,958	16,975	1.41
Wayne (Wayne)	5,543	66,023	11,911	0.99

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

Chart 11

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



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

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2013 pull factors into the communities reporting retail sales figures within Dixon County. As this table indicates, the community of Ponca had the strongest pull factor (0.37) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.18 for Dixon County in 2013.

Table 16

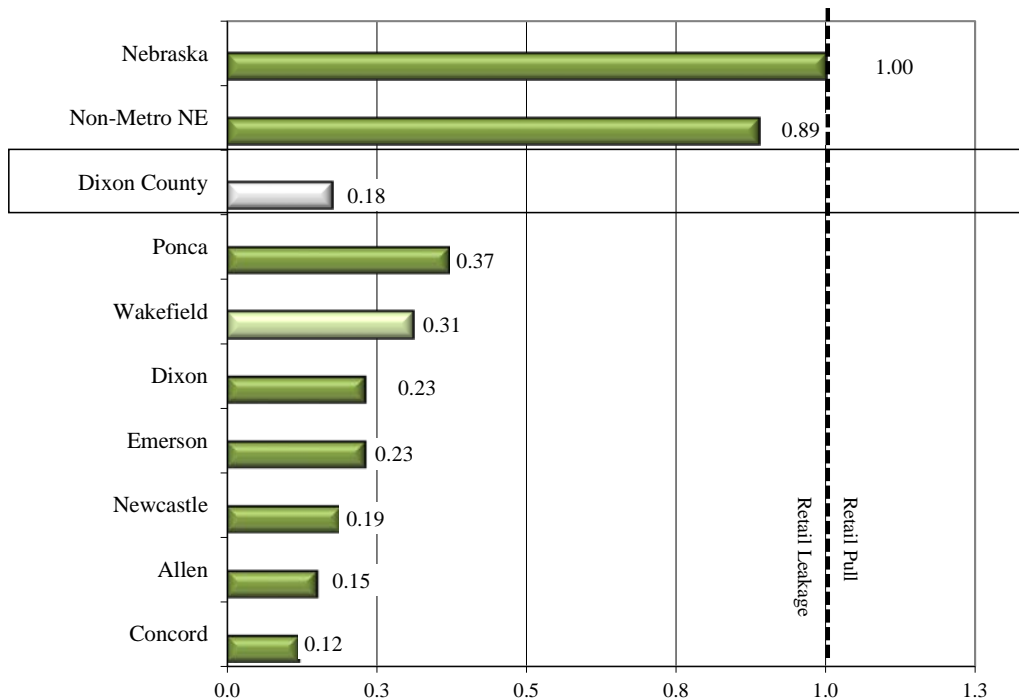
2013 Retail Sales (NMV) Pull Factors Nebraska and Available Dixon County Area Communities

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
Nebraska	1,868,516	22,469,705	12,025	1.00
Non-Metro Nebraska	781,295	8,349,191	10,686	0.89
Dixon County	5,851	12,322	2,106	0.18
Wakefield	1,416	5,258	3,713	0.31
Ponca	946	4,184	4,423	0.37
Emerson	827	2,238	2,707	0.23
Allen	362	647	1,787	0.15
Newcastle	320	746	2,330	0.19
Concord	162	241	1,489	0.12
Dixon	85	232	2,730	0.23

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

Chart 12

2013 Retail Sales (NMV) Pull Factors, Nebraska and Available Dixon 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, Wakefield, and eight other similarly sized communities selected from around the state. Bridgeport’s pull factor of 1.21 leads the group for 2013 thus indicating Bridgeport has greater retail pull.

Table 17

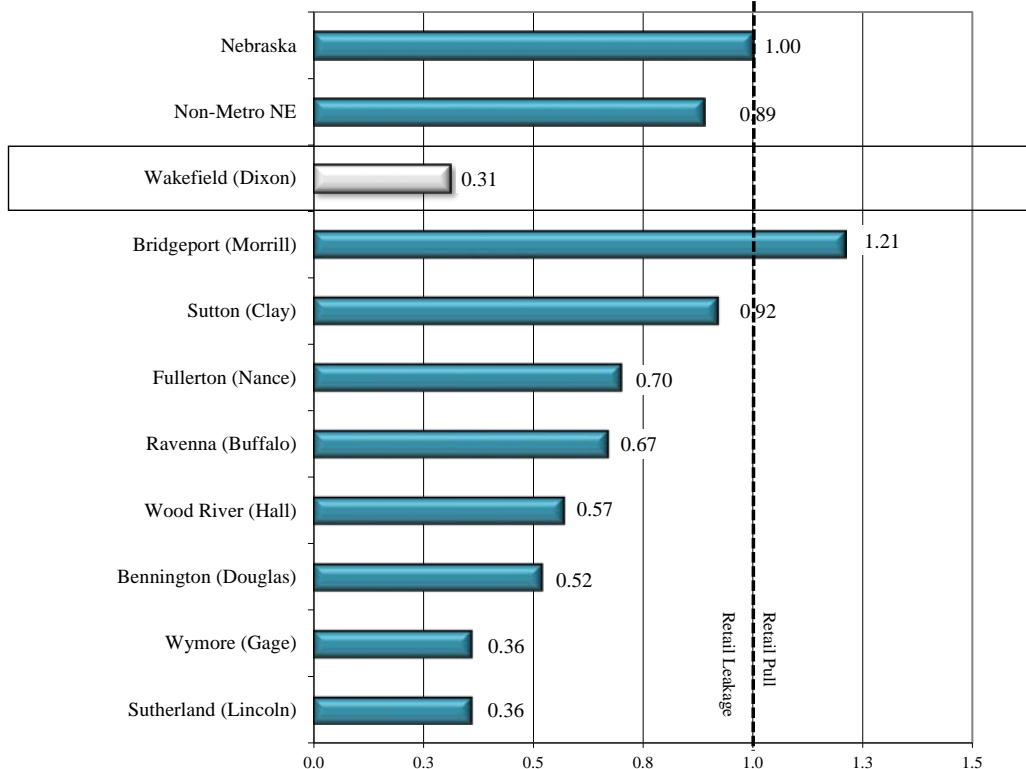
2013 Retail Sales (NMV) Pull Factors Wakefield & Other Similarly Sized Nebraska Communities

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
Nebraska	1,868,516	22,469,705	12,025	1.00
Non-Metro Nebraska	781,295	8,349,191	10,686	0.89
Wakefield (Dixon)	1,416	5,258	3,713	0.31
Fullerton (Nance)	1,259	10,645	8,455	0.70
Sutherland (Lincoln)	1,356	5,860	4,322	0.36
Wood River (Hall)	1,361	9,400	6,907	0.57
Ravenna (Buffalo)	1,378	11,026	8,001	0.67
Wymore (Gage)	1,430	6,142	4,295	0.36
Sutton (Clay)	1,460	16,214	11,106	0.92
Bennington (Douglas)	1,480	9,185	6,206	0.52
Bridgeport (Morrill)	1,522	22,157	14,558	1.21

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

Chart 13

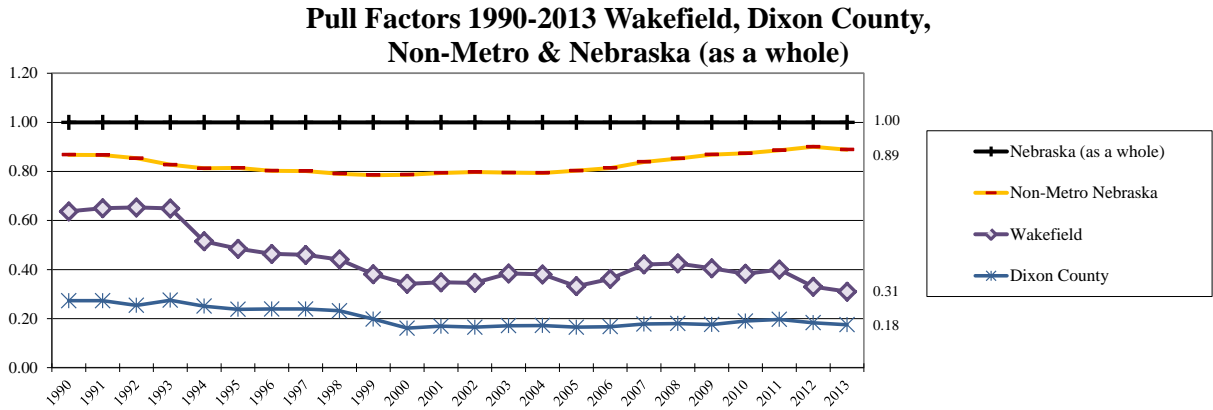
2013 Retail Sales (NMV) Pull Factors, Wakefield & Other Similarly Sized Nebraska Communities



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

Chart 14 illustrates the pull factor trend for Wakefield, Dixon County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2013. In examining the time line, the city of Wakefield shows retail pull fluctuating well below the state average throughout the entire study period. Data within Dixon County (as a whole) also shows the pull factor well below the non-metropolitan county average and the Nebraska (as a whole) throughout the time period.

Chart 14



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

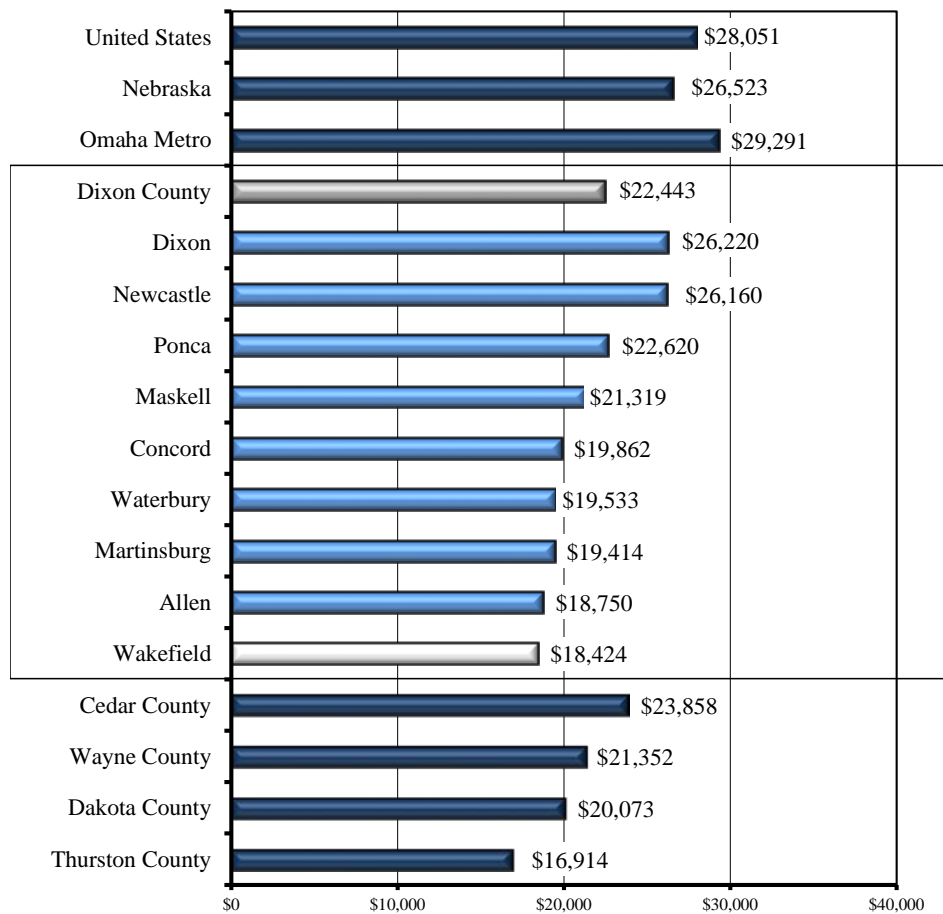
Per Capita Personal Income

Chart 15 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2008–2012, five-year data show per capita personal income for Dixon County is estimated to be \$22,443 compared to \$26,523 for Nebraska as a whole.

Chart 15

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



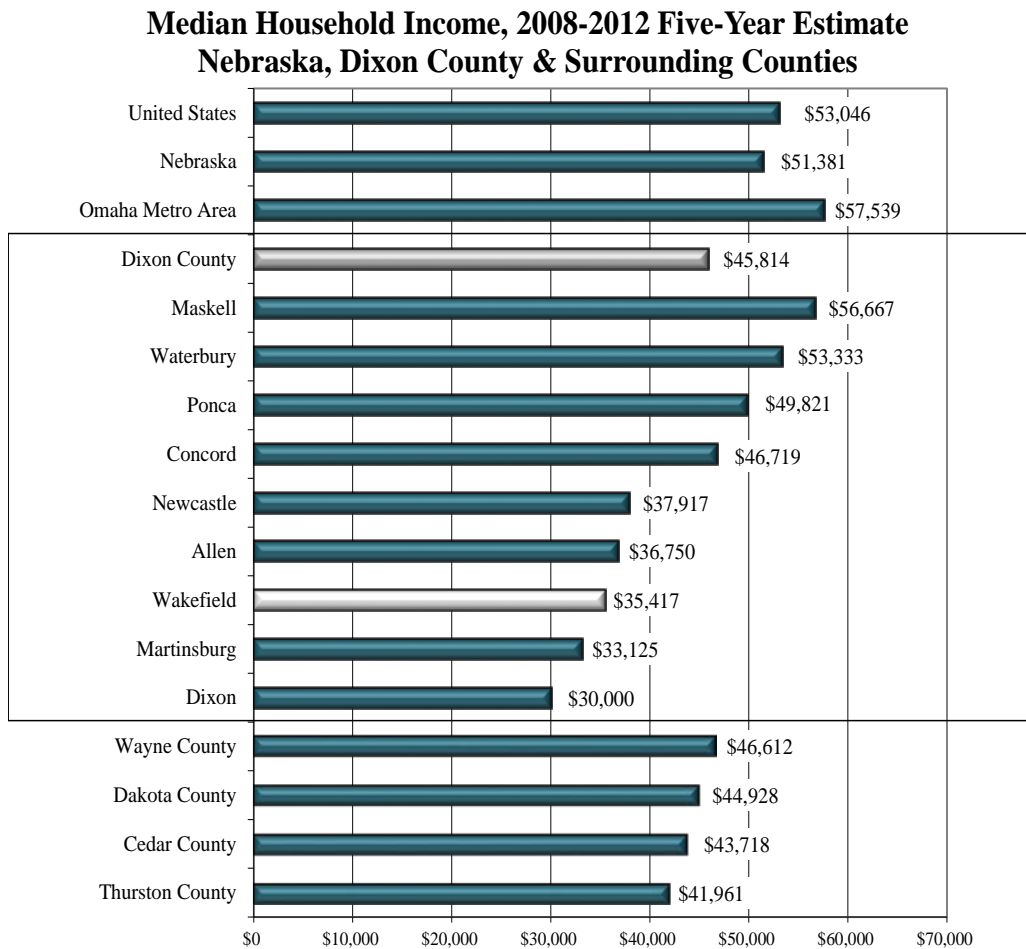
Source: U.S. Census Bureau, 2012 inflation adjusted past 12-months, 2008-2012 American Community Survey, accessed February 2014.

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 Dixon County is estimated to be \$45,814 in 2012 compared to \$51,381 for Nebraska as a whole.

Chart 16



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