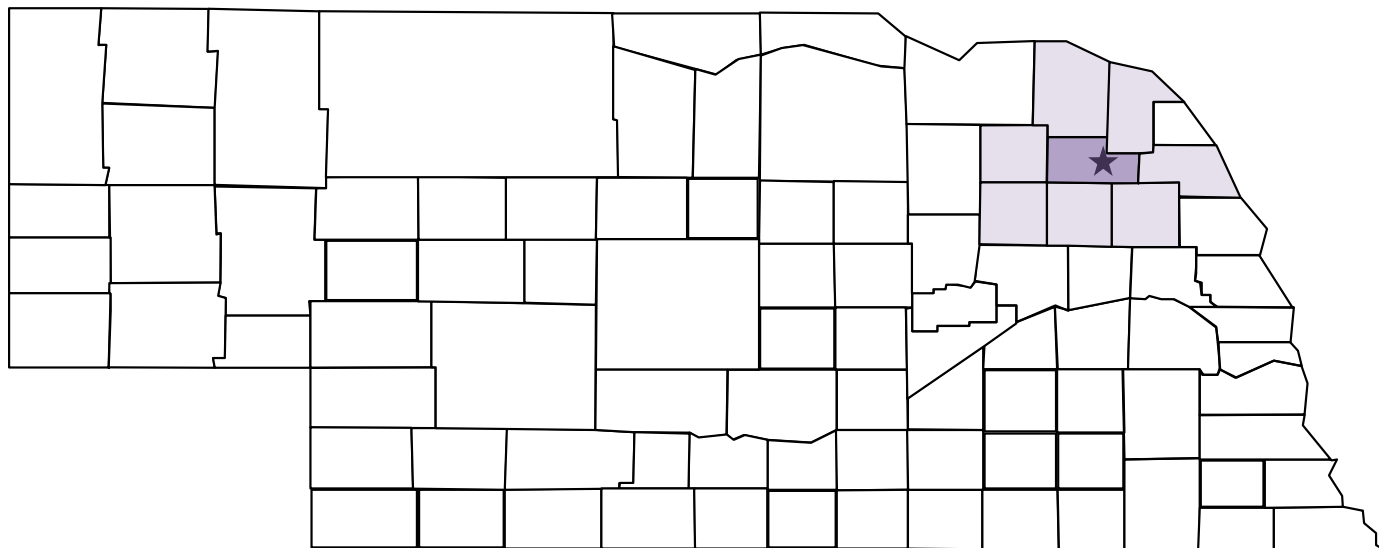


# Economic and Demographic Trends

## Wayne, Wayne County, and the Surrounding Area



*April 2016*

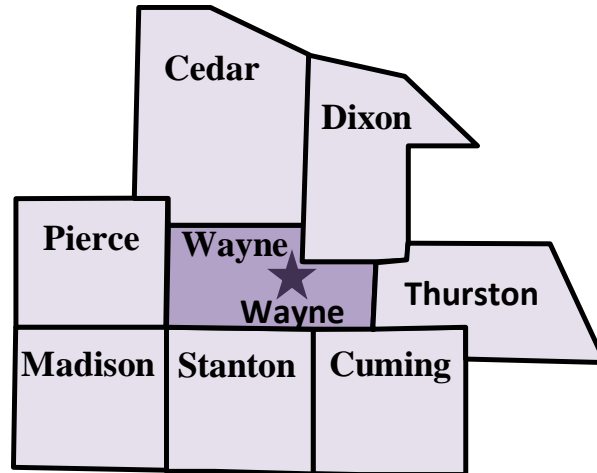
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## Economic and Demographic Trends in Wayne, Wayne County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Wayne 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 Wayne County, other counties included in this area are Cedar, Cuming, Dixon, Madison, Pierce, Stanton, and Thurston. The retail sales section also compares retail growth between Wayne 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 Wayne County for the period 2005–2014. 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 Wayne County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Wayne County decreased 6.2 percent (270 jobs) between 2005 and 2014.

Table 1 also provides employment data for Wayne County by major economic sector for years 2005–2014. Of the sectors reporting complete data, the Financial Activities sector recorded the largest percentage increase in employment between 2005 and 2014 (73.6 percent or 128 jobs). The Financial Activities sector also recorded the largest actual employment increase between 2005 and 2014 (128 jobs or 73.6 percent).

Table 1

**Non-Farm Wage & Salary Employment Trends, Wayne County, Nebraska  
Selected Years 2005–2014**

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change 2005-2014	# Change 2005-2014
<b>Non-farm Employment (W&amp;S)</b>	<b>4,352</b>	<b>4,443</b>	<b>4,280</b>	<b>4,109</b>	<b>4,026</b>	<b>4,115</b>	<b>4,046</b>	<b>4,222</b>	<b>4,143</b>	<b>4,082</b>	<b>-6.2</b>	<b>-270</b>
<b>Total Private Industries</b>	<b>3,223</b>	<b>3,288</b>	<b>3,139</b>	<b>3,015</b>	<b>2,923</b>	<b>2,987</b>	<b>2,936</b>	<b>3,126</b>	<b>3,109</b>	<b>3,019</b>	<b>-6.3</b>	<b>-204</b>
<b>Goods Producing</b>	<b>1,245</b>	<b>1,271</b>	<b>1,106</b>	<b>1,015</b>	<b>945</b>	<b>1,017</b>	<b>1,092</b>	<b>1,201</b>	<b>1,145</b>	<b>1,047</b>	<b>-15.9</b>	<b>-198</b>
Natural Resources & Mining	115	108	118	120	121	118	125	129	133	147	27.8	32
Construction	90	89	84	82	79	73	74	88	77	77	-14.4	-13
Manufacturing	1,040	1,074	905	813	745	826	894	983	935	823	-20.9	-217
<b>Service Providing</b>	<b>1,978</b>	<b>2,017</b>	<b>2,033</b>	<b>2,000</b>	<b>1,978</b>	<b>1,970</b>	<b>1,844</b>	<b>1,925</b>	<b>1,964</b>	<b>1,972</b>	<b>-0.3</b>	<b>-6</b>
Trade, Transportation & Utilities	703	753	770	751	716	697	657	650	663	687	-2.3	-16
Information	53	52	53	42	40	36	28	28	30	32	-39.6	-21
Financial Activities	174	201	290	258	277	258	256	254	273	302	73.6	128
Professional & Business Services	206	183	92	96	128	148	80	86	89	92	-55.3	-114
Education & Health Services	367	364	392	426	422	431	431	444	475	461	25.6	94
Leisure & Hospitality	393	383	363	352	320	328	330	381	366	340	-13.5	-53
Other Services, except Public	81	81	73	75	76	73	61	81	67	58	-28.4	-23
<b>Government</b>	<b>1,129</b>	<b>1,155</b>	<b>1,141</b>	<b>1,094</b>	<b>1,103</b>	<b>1,128</b>	<b>1,110</b>	<b>1,096</b>	<b>1,034</b>	<b>1,063</b>	<b>-5.8</b>	<b>-66</b>
Federal	39	39	39	37	38	43	33	30	30	37	-5.1	-2
State & Local	1,090	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	1,026	(N/A)	(N/A)

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

(N/A) - Data not available

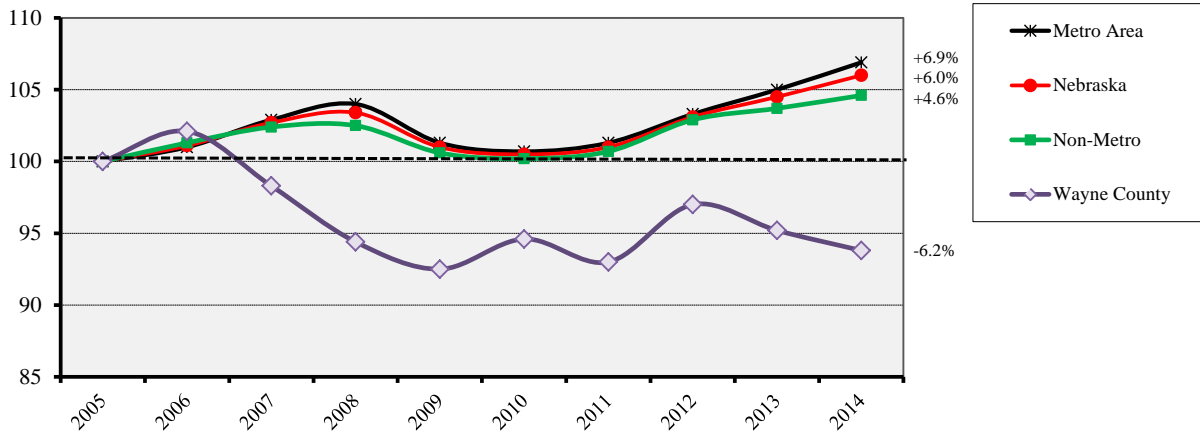
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2015  
Labor Force & Work Force Summary, 2005-2014, Annually, Wayne County (June 2015 data)

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Wayne County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2005–2014. 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 Wayne County decreased 6.2 percent (270 jobs) from 2005 to 2014, compared to a 6.0 percent increase for Nebraska as a whole, a 6.9 percent increase in metropolitan Nebraska, and a 4.6 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Wayne County, Nebraska,  
Metro, and Non-Metro Nebraska, 2005-2014  
(Index, 2005=100)**

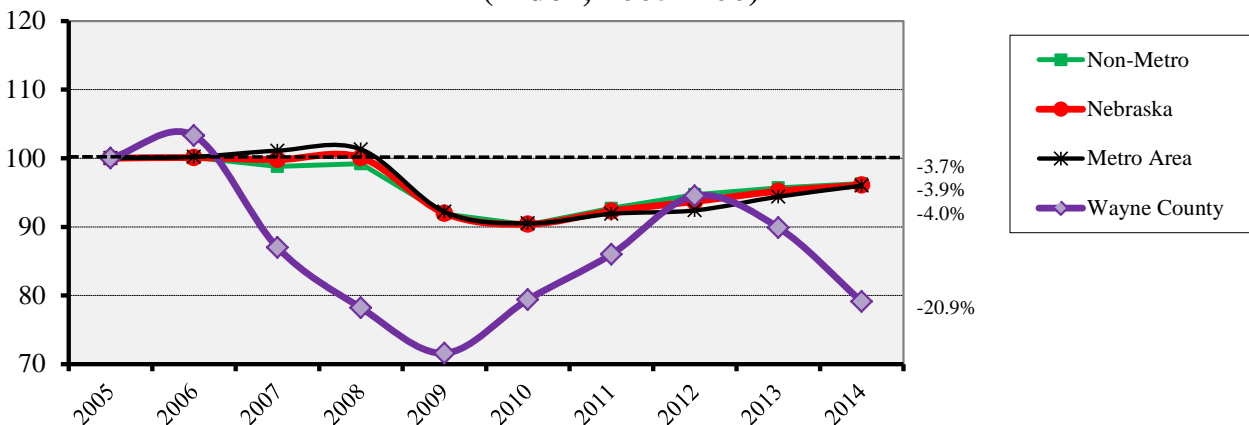


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

Chart 2 presents data on manufacturing wage and salary employment growth for Wayne County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Wayne County recorded a 20.9 percent decrease in employment (217 jobs) between 2005 and 2014. This compares to a 3.7 percent decrease in employment for non-metropolitan Nebraska; a 3.9 percent decrease for Nebraska as a whole; and a 4.0 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Wayne County, Nebraska,  
Metro, and Non-Metro Nebraska, 2005-2014  
(Index, 2005=100)**



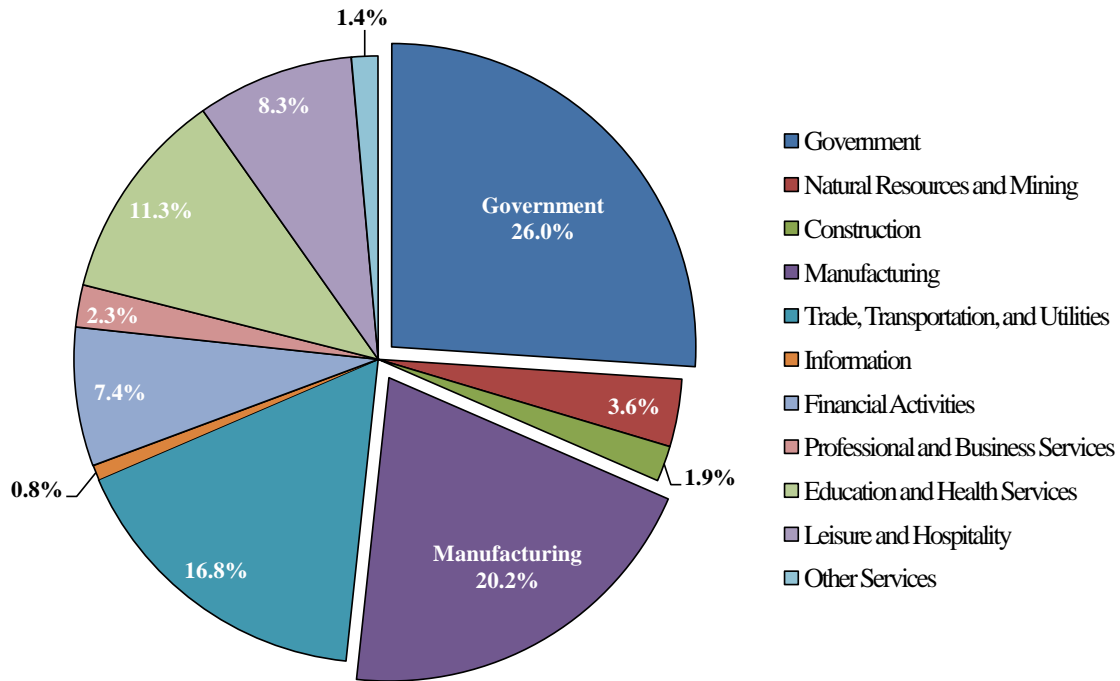
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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

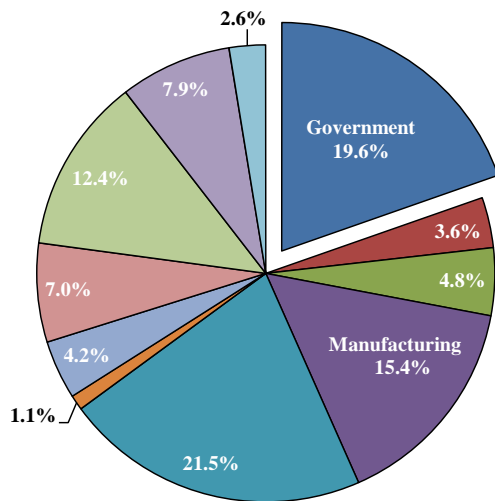
When comparing the Wayne County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 26.0 percent of the county workforce (1,063 employees) compared to 19.6 percent for non-metropolitan Nebraska; a difference of 6.4 percent. Comparing Wayne County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (20.2 percent Wayne County vs. 7.1 percent metropolitan Nebraska; a difference of 13.1 percent).

Charts 3, 4, 5

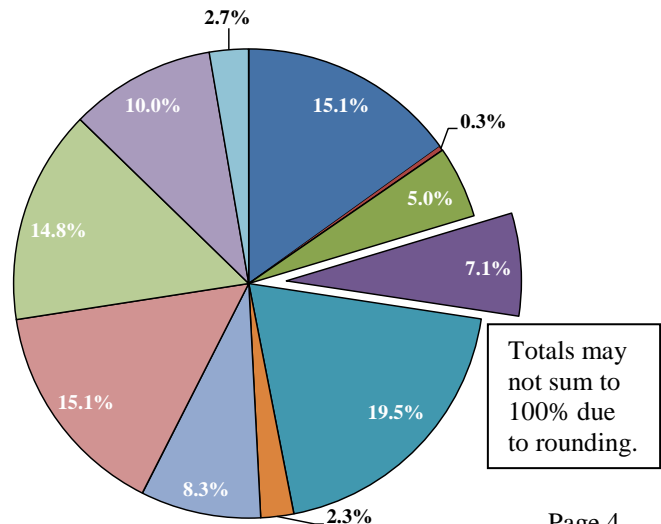
### Nonfarm Wage & Salary Employment by Major Economic Sector Wayne County, 2014



Non-Metro Area W&S Employment, 2014



Metro Area W&S Employment, 2014



Totals may not sum to 100% due to rounding.

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

The next table (Table 2) shows labor force information for Wayne County for the time period 2005–2014. 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 Wayne County residents participating in the labor force between 2005 and 2014 (2.6 percent or 141 people).

The number of those unemployed in Wayne County decreased by 5.4 percent (9 people) between 2005 and 2014. 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 Wayne County unemployment rate was 2.8 percent in 2014; below that for metropolitan Nebraska (3.4 percent), below Nebraska as a whole (3.3 percent), and below non-metropolitan Nebraska (3.3 percent).

Table 2

**Labor Force & Employment Trends, Wayne County, Nebraska  
Selected Years: 2005–2014**

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change 2005-2014	# Change 2005-2014
<b>Labor Force</b>	<b>5,475</b>	<b>5,466</b>	<b>5,320</b>	<b>5,227</b>	<b>5,155</b>	<b>5,566</b>	<b>5,518</b>	<b>5,674</b>	<b>5,649</b>	<b>5,616</b>	<b>2.6</b>	<b>141</b>
Unemployment	168	135	134	149	204	211	194	182	185	159	-5.4	-9
Unemployment Rate	3.1	2.5	2.5	2.9	4.0	3.8	3.5	3.2	3.3	2.8	(N/A)	(N/A)
Employment	5,307	5,331	5,186	5,078	4,951	5,355	5,324	5,492	5,464	5,457	2.8	150

(N/A) - Not applicable

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2015

## **Residence and Work Flow Patterns**

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

Table 3 (pages 6–7) examines the Work Destination area for the City of Wayne from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 1,983 county labor force participants holding primary jobs. As Table 3 shows, 94.6 percent of Wayne’s labor force participants are employed within the state of Nebraska. Approximately 58.7 percent of Wayne workers remain within Wayne County for employment with 41.3 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Wayne labor force participants are employed (next page).

Table 3

### **Work Destination Report**

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

#### **Total Primary Jobs**

	2014	
	Count	Share
<b>Total Primary Jobs</b>	<b>1,983</b>	<b>100.0%</b>

#### **By States**

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

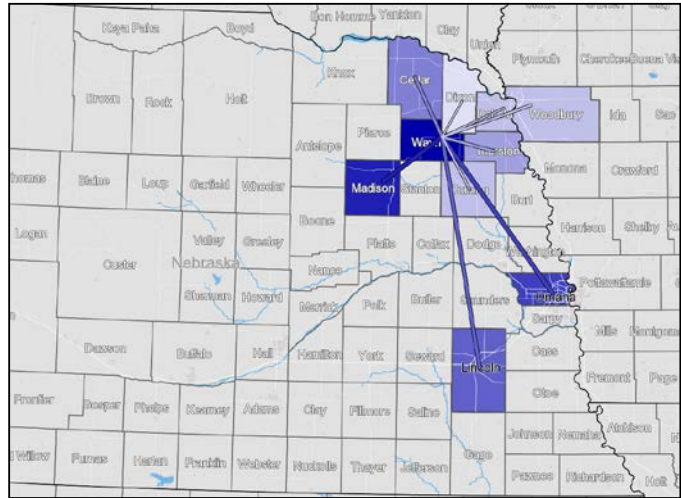
	2014	
	Count	Share
<b>Nebraska</b>	<b>1,876</b>	<b>94.6%</b>
Iowa	51	2.6%
South Dakota	27	1.4%
Kansas	5	0.3%
Colorado	3	0.2%
Illinois	2	0.1%
Minnesota	2	0.1%
Missouri	2	0.1%
North Dakota	2	0.1%
Texas	2	0.1%
All Other Locations	11	0.6%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016

**By Counties**  
**Job Counts by Counties Where Workers are Employed**  
**2014**

	Count	Share
<b>Wayne County, NE</b>	<b>1,164</b>	<b>58.7%</b>
Madison County, NE	118	6.0%
Douglas County, NE	82	4.1%
Lancaster County, NE	77	3.9%
Cedar County, NE	53	2.7%
Thurston County, NE	47	2.4%
Woodbury County, IA	29	1.5%
Cuming County, NE	29	1.5%
Dakota County, NE	29	1.5%
Dixon County, NE	27	1.4%
All Other Locations	328	16.5%



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

	Count	Share
<b>Wayne city, NE</b>	<b>901</b>	<b>45.4%</b>
Wakefield city, NE	107	5.4%
Norfolk city, NE	89	4.5%
Lincoln city, NE	76	3.8%
Omaha city, NE	71	3.6%
Sioux City city, IA	28	1.4%
Grand Island city, NE	22	1.1%
Kearney city, NE	20	1.0%
Pender village, NE	20	1.0%
South Sioux City city, NE	16	0.8%
All Other Locations	633	31.9%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016



People also travel from other locations to work in the City of Wayne—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Wayne. The Census identified 2,558 primary jobs within Wayne. As Table 4 indicates, 94.4 percent of these jobs are held by Nebraska residents. Approximately 47.3 percent of Wayne 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

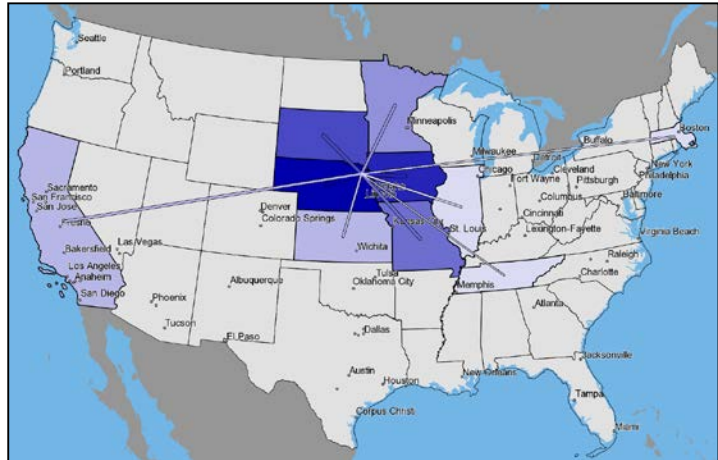
#### 2014

	Count	Share
<b>Total Primary Jobs</b>	<b>2,558</b>	<b>100.0%</b>

#### Job Counts by States Where Workers Live

#### 2014

	Count	Share
<b>Nebraska</b>	<b>2,415</b>	<b>94.4%</b>
Iowa	68	2.7%
South Dakota	24	0.9%
Missouri	9	0.4%
Minnesota	7	0.3%
California	5	0.2%
Kansas	5	0.2%
Illinois	3	0.1%
Massachusetts	3	0.1%
Tennessee	3	0.1%
All Other Locations	16	0.6%



#### By Counties

#### Job Counts by Counties Where Workers Live

#### 2014

	Count	Share
<b>Wayne County, NE</b>	<b>1,211</b>	<b>47.3%</b>
Cedar County, NE	155	6.1%
Madison County, NE	136	5.3%
Dixon County, NE	134	5.2%
Douglas County, NE	61	2.4%
Pierce County, NE	57	2.2%
Knox County, NE	51	2.0%
Stanton County, NE	51	2.0%
Cuming County, NE	49	1.9%
Platte County, NE	41	1.6%
All Other Locations	612	23.9%

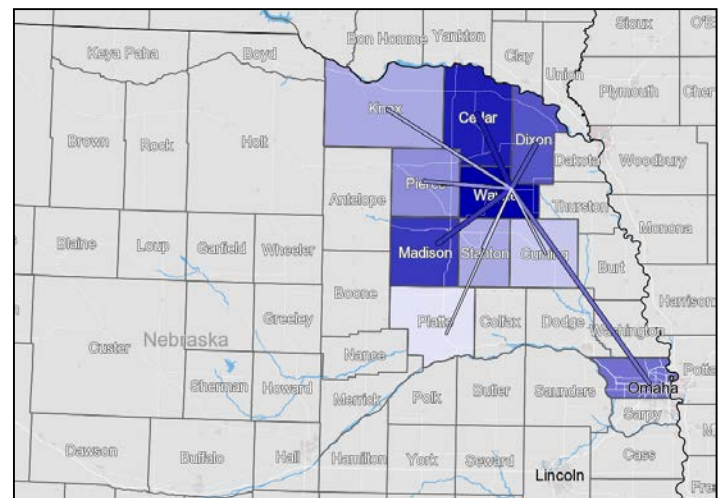


Table 4 (continued)

**9**

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

	Count	Share
<b>Wayne city, NE</b>	<b>901</b>	<b>35.2%</b>
Norfolk city, NE	106	4.1%
Omaha city, NE	49	1.9%
Wakefield city, NE	38	1.5%
Laurel city, NE	33	1.3%
Randolph city, NE	32	1.3%
Winside village, NE	32	1.3%
Columbus city, NE	29	1.1%
Lincoln city, NE	27	1.1%
Sioux City city, IA	20	0.8%
All Other Locations	1,291	50.5%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016

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

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	2,558	100.0%	2,591	100.0%	2,575	100.0%
Living in the Selection Area	1,983	77.5%	1,955	75.5%	1,882	73.1%
Net Job Inflow (+) or Outflow (-)	575	-	636	-	693	-

In-Area Labor Force Efficiency (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	1,983	100.0%	1,955	100.0%	1,882	100.0%
Living and Employed in the Selection Area	901	45.4%	951	48.6%	898	47.7%
Living in the Selection Area but Employed Outside	1,082	54.6%	1,004	51.4%	984	52.3%

In-Area Employment Efficiency (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,558	100.0%	2,591	100.0%	2,575	100.0%
Employed and Living in the Selection Area	901	35.2%	951	36.7%	898	34.9%
Employed in the Selection Area but Living Outside	1,657	64.8%	1,640	63.3%	1,677	65.1%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,082	100.0%	1,004	100.0%	984	100.0%
Workers Aged 29 or younger	346	32.0%	306	30.5%	303	30.8%
Workers Aged 30 to 54	466	43.1%	496	49.4%	479	48.7%
Workers Aged 55 or older	270	25.0%	202	20.1%	202	20.5%
Workers Earning \$1,250 per month or less	255	23.6%	240	23.9%	218	22.2%
Workers Earning \$1,251 to \$3,333 per month	488	45.1%	462	46.0%	452	45.9%
Workers Earning More than \$3,333 per month	339	31.3%	302	30.1%	314	31.9%
Workers in the "Goods Producing" Industry Class	342	31.6%	321	32.0%	329	33.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	238	22.0%	206	20.5%	190	19.3%
Workers in the "All Other Services" Industry Class	502	46.4%	477	47.5%	465	47.3%

Inflow Job Characteristics (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,657	100.0%	1,640	100.0%	1,677	100.0%
Workers Aged 29 or younger	545	32.9%	515	31.4%	516	30.8%
Workers Aged 30 to 54	666	40.2%	675	41.2%	697	41.6%
Workers Aged 55 or older	446	26.9%	450	27.4%	464	27.7%
Workers Earning \$1,250 per month or less	600	36.2%	585	35.7%	627	37.4%
Workers Earning \$1,251 to \$3,333 per month	685	41.3%	704	42.9%	709	42.3%
Workers Earning More than \$3,333 per month	372	22.5%	351	21.4%	341	20.3%
Workers in the "Goods Producing" Industry Class	224	13.5%	189	11.5%	187	11.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	349	21.1%	352	21.5%	374	22.3%
Workers in the "All Other Services" Industry Class	1,084	65.4%	1,099	67.0%	1,116	66.5%

Interior Flow Job Characteristics (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	901	100.0%	951	100.0%	898	100.0%
Workers Aged 29 or younger	178	19.8%	197	20.7%	201	22.4%
Workers Aged 30 to 54	434	48.2%	474	49.8%	439	48.9%
Workers Aged 55 or older	289	32.1%	280	29.4%	258	28.7%
Workers Earning \$1,250 per month or less	210	23.3%	254	26.7%	254	28.3%
Workers Earning \$1,251 to \$3,333 per month	323	35.8%	346	36.4%	300	33.4%
Workers Earning More than \$3,333 per month	368	40.8%	351	36.9%	344	38.3%
Workers in the "Goods Producing" Industry Class	65	7.2%	76	8.0%	66	7.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	126	14.0%	155	16.3%	147	16.4%
Workers in the "All Other Services" Industry Class	710	78.8%	720	75.7%	685	76.3%

Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016

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

Table 6

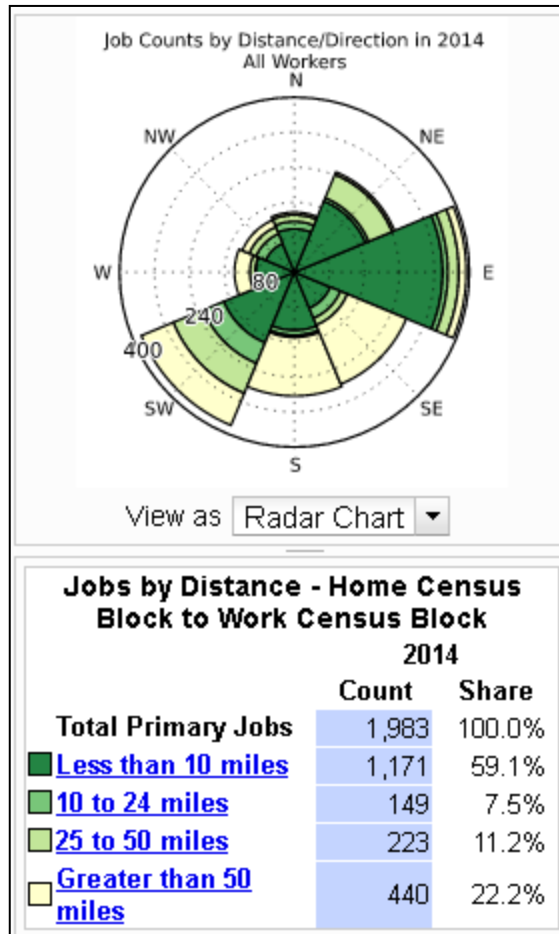
## Distance/Direction Report - Home to Work Census Block

### Job Counts in Work Blocks by Distance Only

	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>1,983</b>	<b>100.0%</b>	<b>1,955</b>	<b>100.0%</b>	<b>1,882</b>	<b>100.0%</b>
Less than 10 miles	1,171	59.1%	1,237	63.3%	1,200	63.8%
10 to 24 miles	149	7.5%	131	6.7%	128	6.8%
25 to 50 miles	223	11.2%	201	10.3%	198	10.5%
Greater than 50 miles	440	22.2%	386	19.7%	356	18.9%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2016

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2016

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within the City of Wayne and the distance to their homes. Looking at Table 7, the number of primary jobs held within ten miles of the City of Wayne has decreased since 2012. The data also show the majority of Wayne employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

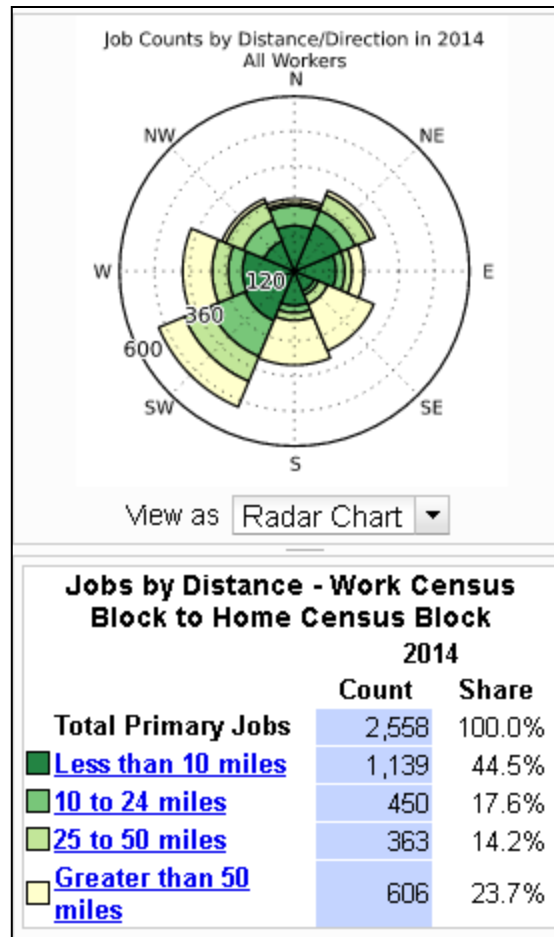
## Distance/Direction Report - Work to Home Census Block

### Job Counts in Home Blocks by Distance Only

	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>2,558</b>	<b>100.0%</b>	<b>2,591</b>	<b>100.0%</b>	<b>2,575</b>	<b>100.0%</b>
Less than 10 miles	1,139	44.5%	1,187	45.8%	1,135	44.1%
10 to 24 miles	450	17.6%	401	15.5%	385	15.0%
25 to 50 miles	363	14.2%	351	13.5%	345	13.4%
Greater than 50 miles	606	23.7%	652	25.2%	710	27.6%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2016

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2016

## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Wayne County and the surrounding area. As Table 8 indicates, Wayne County's population experienced an average annual decrease of 0.2 percent between 1970 and 2010 for a total decrease of 7.7 percent or 805 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Wayne County reported an average annual 0.4 percent decrease in population from 2010 to 2014 (164 people total).

Table 8

### County Population 1970–2014 Wayne County and the Surrounding Area

Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2014	1970-2010	2010-2014
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,881,503	0.5	0.7
Wayne County	10,400	9,858	9,364	9,851	9,595	9,431	-0.2	-0.4
Cedar County	12,192	11,375	10,131	9,615	8,852	8,610	-0.8	-0.7
Cuming County	12,034	11,664	10,117	10,203	9,139	9,027	-0.7	-0.3
Dixon County	7,453	7,137	6,143	6,338	6,000	5,782	-0.5	-0.9
Madison County	27,402	31,382	32,655	35,226	34,876	35,174	0.6	0.2
Pierce County	8,493	8,481	7,827	7,857	7,266	7,202	-0.4	-0.2
Stanton County	5,758	6,549	6,244	6,455	6,129	6,069	0.2	-0.2
Thurston County	6,942	7,186	6,936	7,171	6,940	6,969	0.0	0.1

Source: U.S. Bureau of the Census, Census of Population, May 2015

Table 9 data reveals the population of Wayne County's incorporated places as a whole experienced an average annual population increase of 0.1 percent from 1970 to 2010 and an average annual decrease of 0.4 percent from 2010 to 2014 for a total increase of 2.6 percent (167 people) from 1970 to 2014. Wayne, the county's largest city, reported a 3.7 percent increase in population (198 people) between 1970 and 2014. The unincorporated areas outside of the selected communities experienced a 28.1 percent decrease (1,136 people) during the period 1970–2014.

Table 9

### County Population 1970–2014 Wayne County Communities and Unincorporated Areas

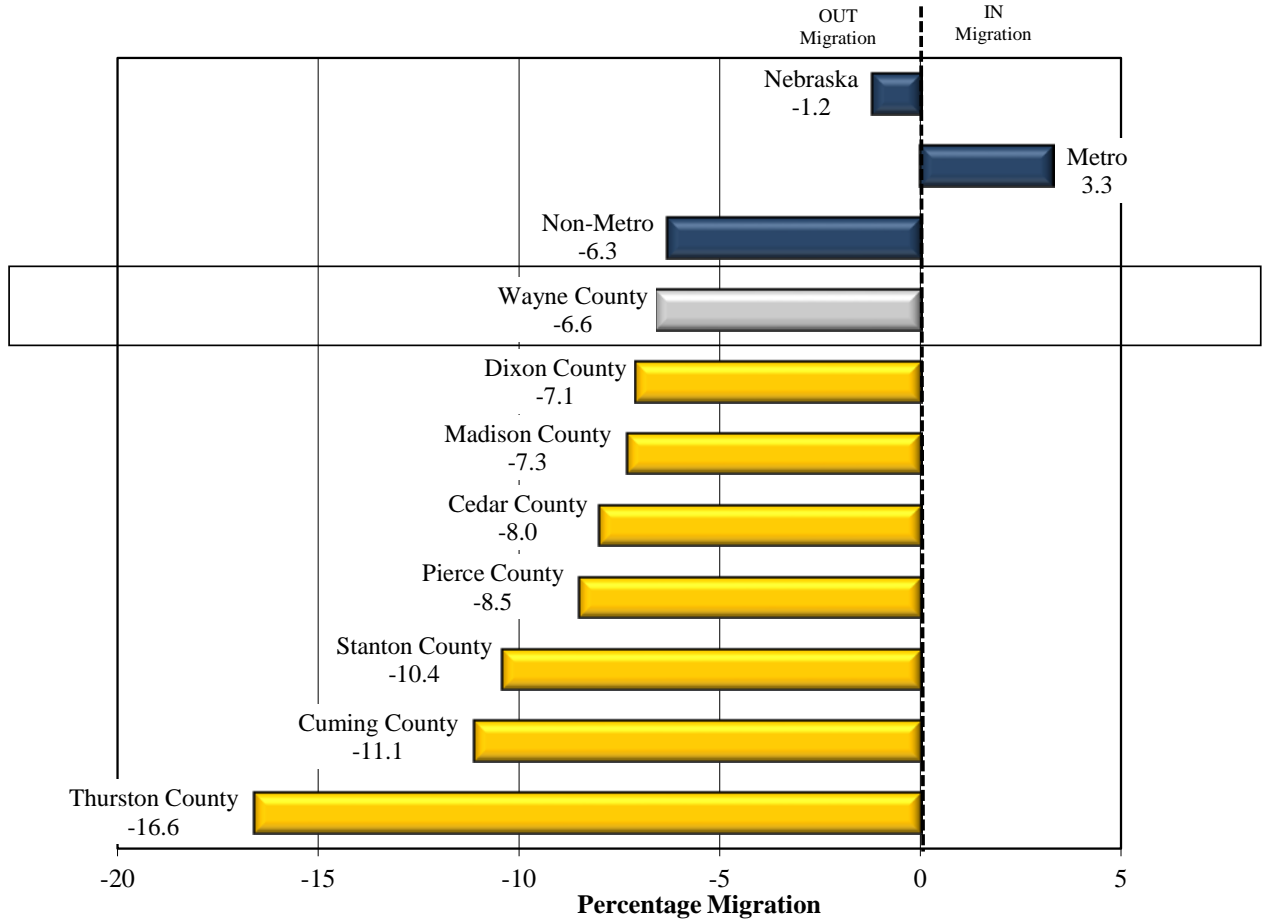
Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2014	1970-2010	2010-2014
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,881,503	0.5	0.7
Wayne County	10,400	9,858	9,364	9,851	9,595	9,431	-0.2	-0.4
Carroll	235	246	215	238	229	225	-0.1	-0.4
Hoskins	271	306	297	283	285	290	0.1	0.4
Sholes	22	27	22	24	21	21	-0.1	0.0
Wayne	5,379	5,240	5,234	5,583	5,660	5,577	0.1	-0.4
Winside	453	439	434	468	427	414	-0.1	-0.8
<b>Total Incorporated Places</b>	<b>6,360</b>	<b>6,258</b>	<b>6,202</b>	<b>6,596</b>	<b>6,622</b>	<b>6,527</b>	<b>0.1</b>	<b>-0.4</b>
<b>Unincorporated Areas</b>	<b>4,040</b>	<b>3,600</b>	<b>3,162</b>	<b>3,255</b>	<b>2,973</b>	<b>2,904</b>	<b>-0.8</b>	<b>-0.6</b>

Source: U.S. Bureau of the Census, Census of Population, May 2015

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Wayne 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, Wayne County experienced a net out-migration of 652 people or 6.6 percent of its 2000 population.

Chart 6

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

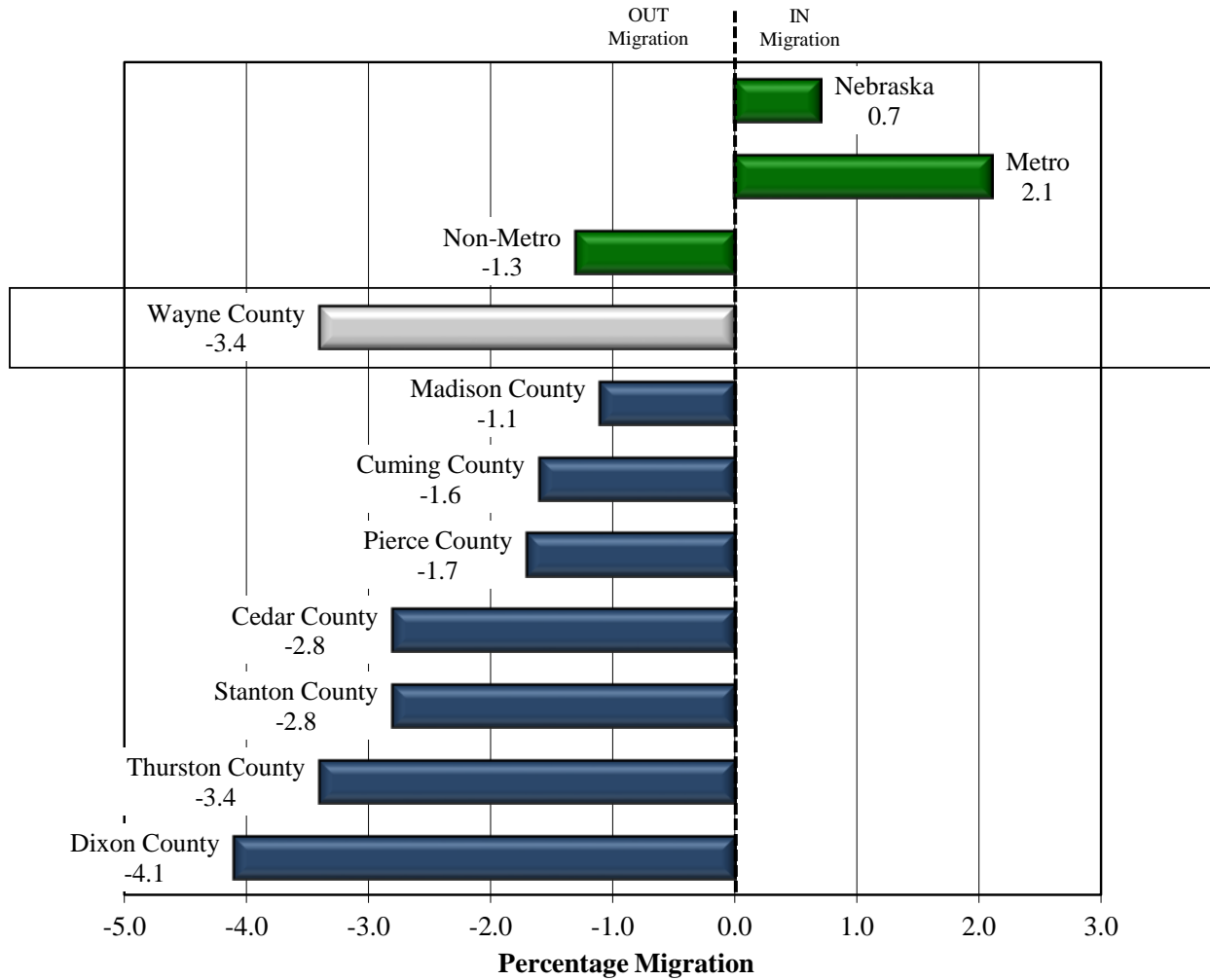


Source: U.S. Census Bureau, County population and estimated components of population change, May 2015

Looking at the years 2010–2014 (Chart 7), Wayne County experienced a net out-migration of 327 people or 3.4 percent of its 2010 population.

Chart 7

### 2010-2014 Net Migration as Percent of 2010 Population Wayne County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2015



The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2009–2013, 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 79.4 percent of the 1,198 people moving into Wayne County moved from other Nebraska locations (951 people). Data also reveal 231 people (19.3 percent) migrated into the county from other states and 16 people (1.3 percent) migrated from abroad.

Table 10

**Wayne County, Nebraska, 2009–2013, Five-Year Estimate  
Inflow Into County**

	Number	Percent
Movers within the United States	2,053	99.2
Within Same County	871	42.1
Different County, Same State	951	46.0
Different State	231	11.2
Movers from Abroad	16	0.8
<b>Total Movement</b>	<b>2,069</b>	

Source: American Community Survey, County-to-County Migration Flows, 2009-2013 data, accessed July 2015

**Reported Counties or Areas  
(where people moved from)**

State	County	Number
Nebraska	Cedar County	177
Nebraska	Dixon County	117
Nebraska	Douglas County	110
Nebraska	Madison County	109
Florida	Brevard County	55
Nebraska	Cuming County	40
Nebraska	Lancaster County	40
Nebraska	Pawnee County	39
Nebraska	Platte County	34
Nebraska	Antelope County	32
Nebraska	Dawes County	27
Nebraska	Saline County	26
Iowa	Pottawattamie County	25
Nebraska	Dakota County	25
California	Riverside County	22
Nebraska	Saunders County	22
Nebraska	Stanton County	22
Nebraska	Washington County	21
Missouri	Jackson County	20
Nebraska	Hall County	20
Nebraska	Valley County	17
South Carolina	Richland County	17
Colorado	Mesa County	15
Iowa	Plymouth County	15
Asia	-	15

Source: American Community Survey, County-to-County Migration Flows, 2009-2013 data, accessed July 2015

The 2009–2013, five-year estimates in Table 11 reveal 73.3 percent of the 659 people migrating out of Wayne County remained in the state of Nebraska (483 people). Data show 176 Wayne County residents (26.7 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

**Wayne County, Nebraska, 2009–2013, Five-Year Estimate  
Outflow From County**

	Number	Percent
Movers within the United States	1,530	100.0
Within Same County	871	56.9
Different County, Same State	483	31.6
Different State	176	11.5
Movers to Puerto Rico	0	0
<b>Total Movement</b>	<b>1,530</b>	

Source: American Community Survey, County-to-County Migration Flows, 2009-2013 data, accessed July 2015

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

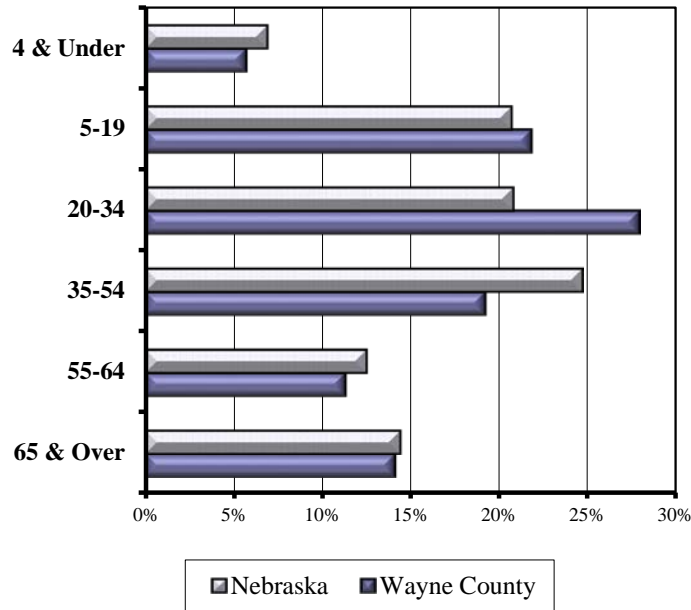
State	County	Number
Nebraska	Madison County	153
Nebraska	Douglas County	94
South Dakota	Yankton County	37
Nebraska	Lancaster County	30
Nebraska	Dixon County	26
Nebraska	Dodge County	26
Nebraska	Cedar County	25
Iowa	Woodbury County	24
Michigan	Washtenaw County	24
Iowa	Dallas County	20
Michigan	Berrien County	19
South Dakota	Brookings County	19
Nebraska	Custer County	16
Wyoming	Uinta County	16
Nebraska	Buffalo County	14
Nebraska	Washington County	13
Nebraska	Stanton County	12
Nebraska	Saunders County	11
Nebraska	Knox County	10
Nebraska	Valley County	10
Wyoming	Campbell County	10
Nebraska	Kimball County	9
Colorado	Denver County	7
Nebraska	Holt County	7
Nebraska	Merrick County	7

Source: American Community Survey, County-to-County Migration Flows, 2009-2013 data, accessed July 2015

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 Wayne County. The population of Wayne County is significantly younger in age than Nebraska as a whole. The median age for Wayne County residents in 2014 was 29.8 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8

### Age Distribution of the Population, 2014 Wayne County and Nebraska



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2015

Table 12

### Age Distribution of the Population, 2014 Wayne County and Nebraska

	2014 Population		Percent	
	Nebraska	Wayne County	Nebraska	Wayne County
4 & Under	130,178	539	6.9%	5.7%
5-19	389,683	2,053	20.7%	21.8%
20-34	391,432	2,629	20.8%	27.9%
35-54	464,329	1,810	24.7%	19.2%
55-64	234,892	1,068	12.5%	11.3%
65 & Over	270,989	1,332	14.4%	14.1%
<b>Total</b>	<b>1,881,503</b>	<b>9,431</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.2</b>	<b>29.8</b>		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2015

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Wayne 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

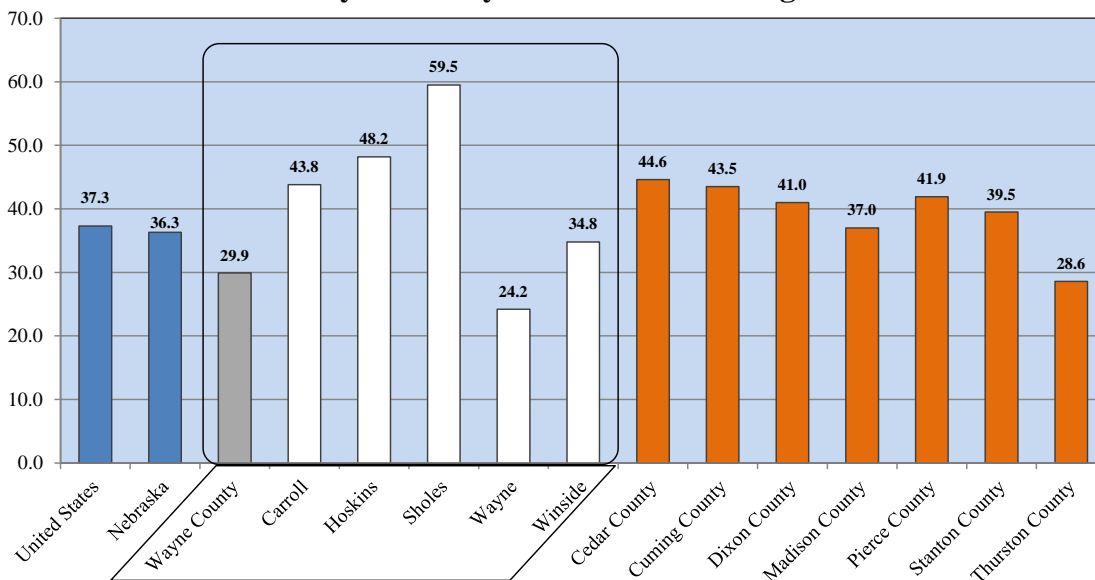
**Median Age by Location and Gender  
Five-Year Estimate, 2009–2013  
Wayne County and the Surrounding Area**

	Median Age		
	Total	Male	Female
<b>United States</b>	<b>37.3</b>	<b>36.0</b>	<b>38.7</b>
<b>Nebraska</b>	<b>36.3</b>	<b>35.0</b>	<b>37.5</b>
<b>Wayne County</b>	<b>29.9</b>	<b>29.1</b>	<b>30.9</b>
Carroll	43.8	44.5	43.5
Hoskins	48.2	52.0	46.1
Sholes	59.5	54.3	66.4
Wayne	24.2	23.3	27.2
Winside	34.8	34.8	34.7
<b>Cedar County</b>	<b>44.6</b>	<b>42.6</b>	<b>46.6</b>
<b>Cuming County</b>	<b>43.5</b>	<b>43.2</b>	<b>43.9</b>
<b>Dixon County</b>	<b>41.0</b>	<b>39.8</b>	<b>42.5</b>
<b>Madison County</b>	<b>37.0</b>	<b>35.3</b>	<b>38.4</b>
<b>Pierce County</b>	<b>41.9</b>	<b>40.1</b>	<b>43.6</b>
<b>Stanton County</b>	<b>39.5</b>	<b>36.8</b>	<b>41.6</b>
<b>Thurston County</b>	<b>28.6</b>	<b>26.9</b>	<b>31.3</b>

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, 2009–2013  
Wayne 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 Wayne County and the surrounding area for 2014. 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

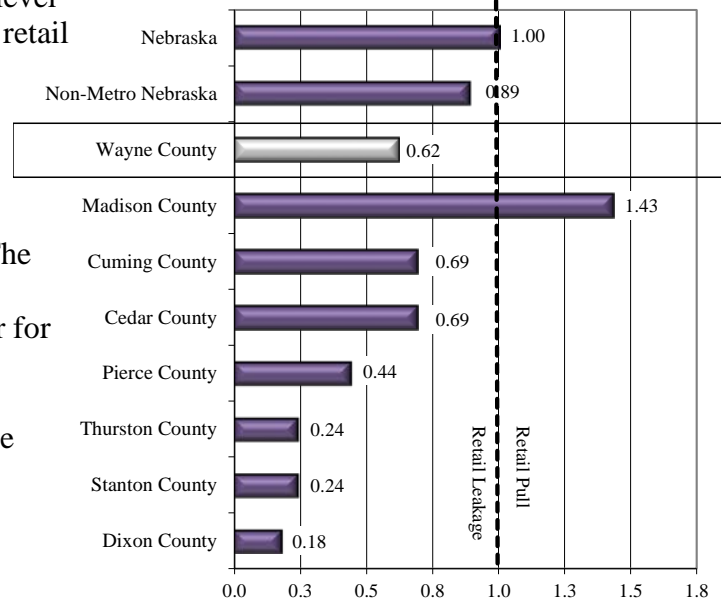
### 2014 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Wayne County, and Surrounding Counties

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
<b>Nebraska</b>	<b>1,855,487</b>	<b>23,068,893</b>	<b>12,261</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,665</b>	<b>8,496,437</b>	<b>10,887</b>	<b>0.89</b>
<b>Wayne County</b>	<b>9,514</b>	<b>72,094</b>	<b>7,644</b>	<b>0.62</b>
Cedar County	8,770	73,062	8,486	0.69
Cuming County	9,090	76,608	8,487	0.69
Dixon County	5,907	12,536	2,168	0.18
Madison County	35,122	617,636	17,559	1.43
Pierce County	7,180	38,879	5,398	0.44
Stanton County	6,093	17,886	2,947	0.24
Thurston County	6,923	20,276	2,909	0.24

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 10

#### 2014 Retail Sales (NMV) Pull Factors, Nebraska, Wayne County & Surrounding Counties



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Reviewing the pull factors at the county level indicates Wayne County experiences net retail leakages. The 2014 pull factor of 0.62 indicates, on a per capita basis, retail sales in Wayne County are similar to 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 Wayne County (0.62) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Wayne County are 29.8 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 15 and Chart 11 compare the 2014 pull factors for selected area communities. The City of Wayne’s pull factor of 1.00 indicates that, on a per capita basis, non-motor vehicle retail sales in Wayne are the same as the state’s average per capita sales.

Table 15

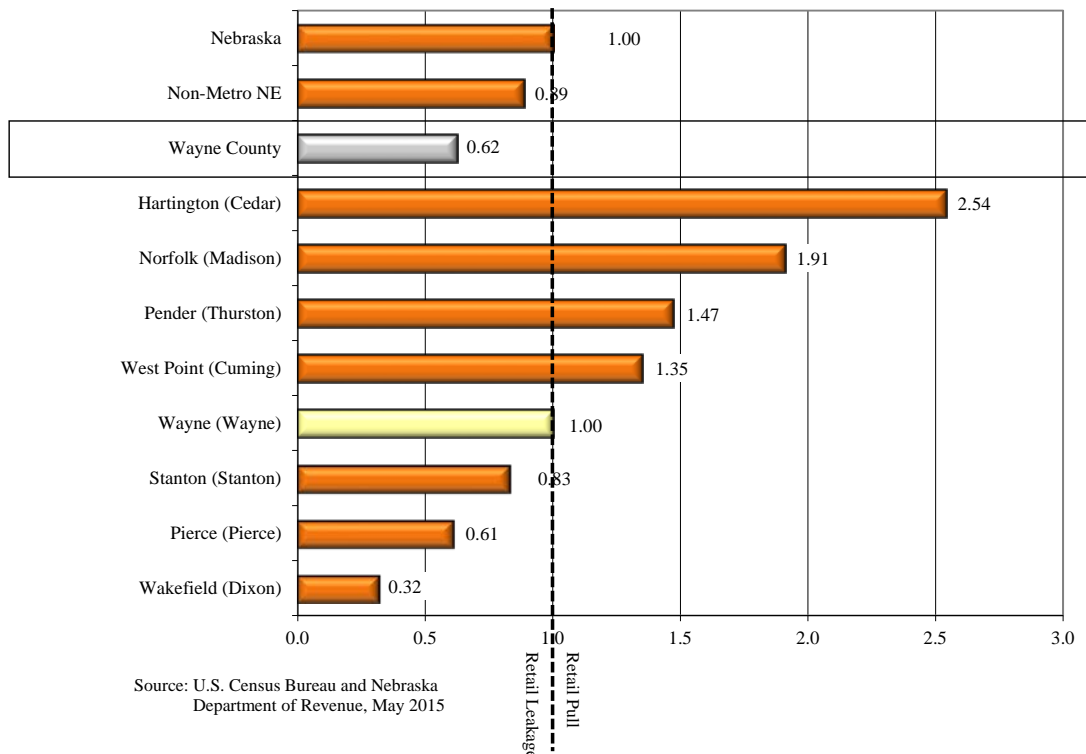
### 2014 Retail Sales (NMV) Pull Factors Nebraska, Wayne County, and Selected Study Area Communities

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
<b>Nebraska</b>	<b>1,855,487</b>	<b>23,068,893</b>	<b>12,261</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,665</b>	<b>8,496,437</b>	<b>10,887</b>	<b>0.89</b>
<b>Wayne County</b>	<b>9,514</b>	<b>72,094</b>	<b>7,644</b>	<b>0.62</b>
Wayne (Wayne)	5,577	68,720	12,322	1.00
Hartington (Cedar)	1,513	47,065	31,107	2.54
West Point (Cuming)	3,330	55,011	16,520	1.35
Wakefield (Dixon)	1,408	5,439	3,863	0.32
Norfolk (Madison)	24,444	572,592	23,425	1.91
Pierce (Pierce)	1,741	12,942	7,434	0.61
Stanton (Stanton)	1,557	15,806	10,152	0.83
Pender (Thurston)	1,035	18,602	17,973	1.47

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 11

### 2014 Retail Sales (NMV) Pull Factors Nebraska, Wayne County & Selected Study Area Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2014 pull factors into the communities reporting retail sales figures within Wayne County. As this table indicates, the community of Wayne had the strongest pull factor (1.00) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.62 for Wayne County in 2014.

Table 16

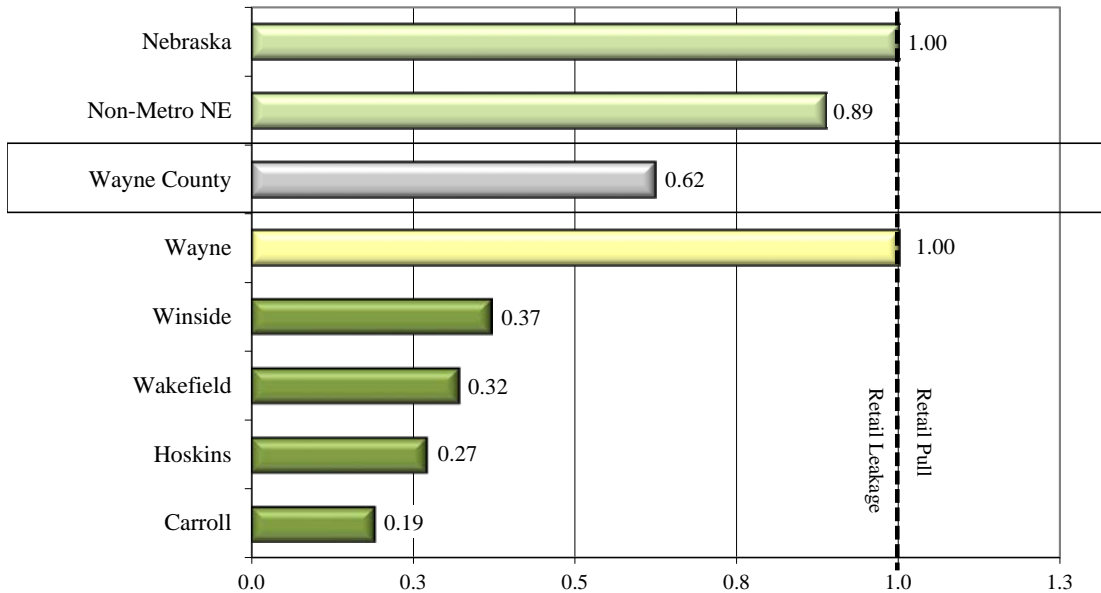
### 2014 Retail Sales (NMV) Pull Factors Nebraska and Available Wayne County Area Communities

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
<b>Nebraska</b>	<b>1,855,487</b>	<b>23,068,893</b>	<b>12,261</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,665</b>	<b>8,496,437</b>	<b>10,887</b>	<b>0.89</b>
<b>Wayne County</b>	<b>9,514</b>	<b>72,094</b>	<b>7,644</b>	<b>0.62</b>
Wayne	5,577	68,720	12,322	1.00
Wakefield	1,408	5,439	3,863	0.32
Winside	414	1,864	4,503	0.37
Hoskins	290	945	3,257	0.27
Carroll	225	533	2,370	0.19

Source: U.S. Census Bureau and the Nebraska Department of Revenue, May 2015

Chart 12

### 2014 Retail Sales (NMV) Pull Factors Nebraska and Available Wayne County Communities



Source: U.S. Census Bureau and the Nebraska Department of Revenue, May 2015

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2014 pull factors for Nebraska, Wayne, and eight other similarly sized communities selected from around the state. Gretna’s pull factor of 2.78 leads the group for 2014 thus indicating Gretna has greater retail pull.

Table 17

### 2014 Retail Sales (NMV) Pull Factors Wayne & Other Similarly Sized Nebraska Communities

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
<b>Nebraska</b>	<b>1,855,487</b>	<b>23,068,893</b>	<b>12,261</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,665</b>	<b>8,496,437</b>	<b>10,887</b>	<b>0.89</b>
<b>Wayne (Wayne)</b>	<b>5,577</b>	<b>68,720</b>	<b>12,322</b>	<b>1.00</b>
Aurora (Hamilton)	4,472	49,221	11,007	0.90
Wahoo (Saunders)	4,485	39,210	8,742	0.71
Ogallala (Keith)	4,594	92,857	20,213	1.65
Holdrege (Phelps)	5,508	94,855	17,221	1.40
Chadron (Dawes)	5,767	84,646	14,678	1.20
Gretna (Sarpy)	5,890	200,658	34,068	2.78
Schuyler (Colfax)	6,169	35,790	5,802	0.47
Plattsmouth (Cass)	6,487	58,027	8,945	0.73

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 13

### 2014 Retail Sales (NMV) Pull Factors Wayne & Other Similarly Sized Nebraska Communities

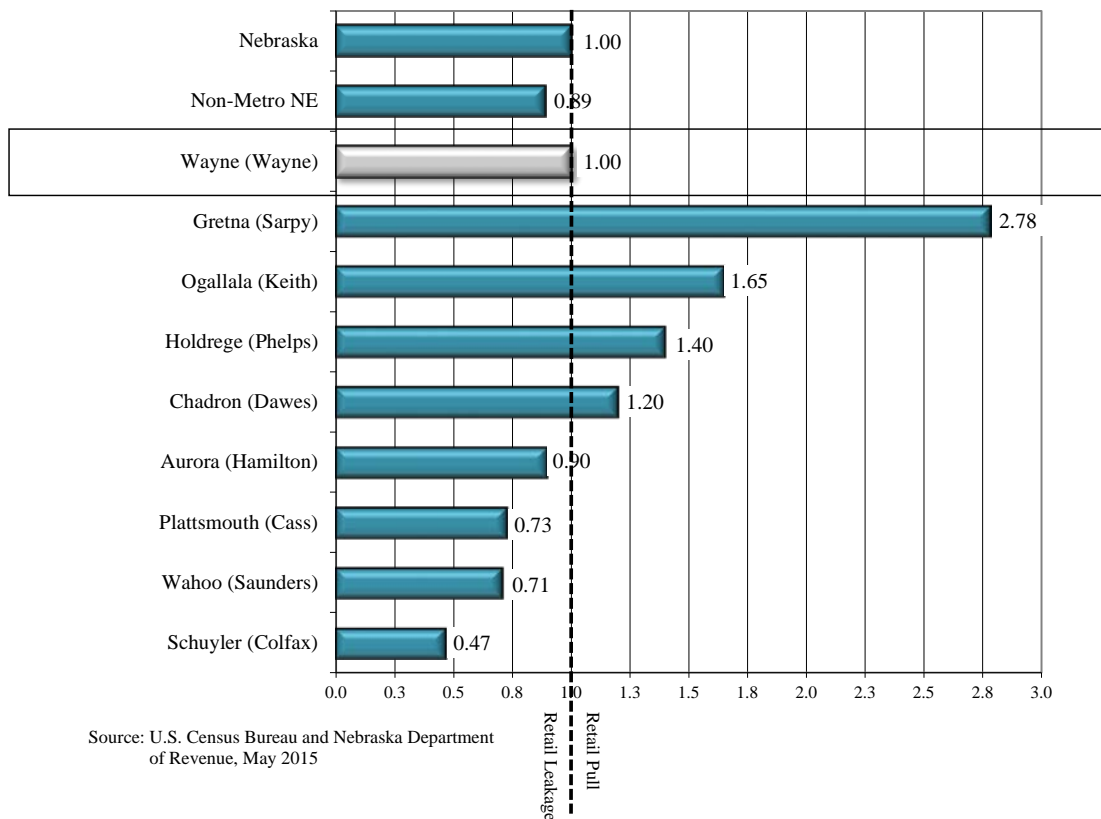
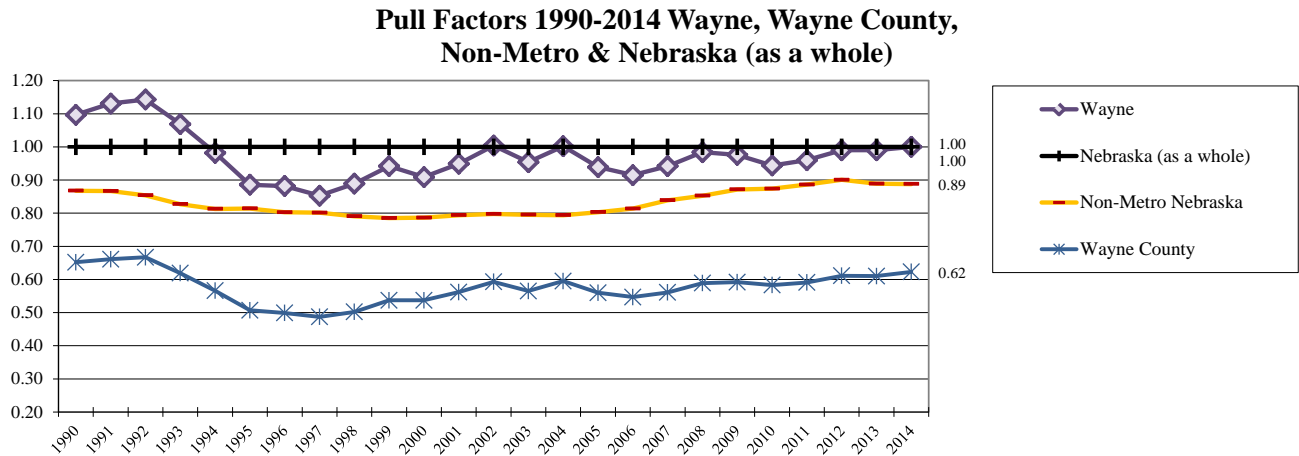




Chart 14 illustrates the pull factor trend for Wayne, Wayne County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2014. In examining the time line, the City of Wayne shows retail pull starting out above the state average, then in 1995 falling below the state average where it bobbles at or directly below the state average until 2012 when it remains even with the state average through the end of the study period. Data within Wayne County (as a whole) also shows the pull factor somewhat similar to the non-metropolitan county average throughout the time period although considerably below.

Chart 14



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

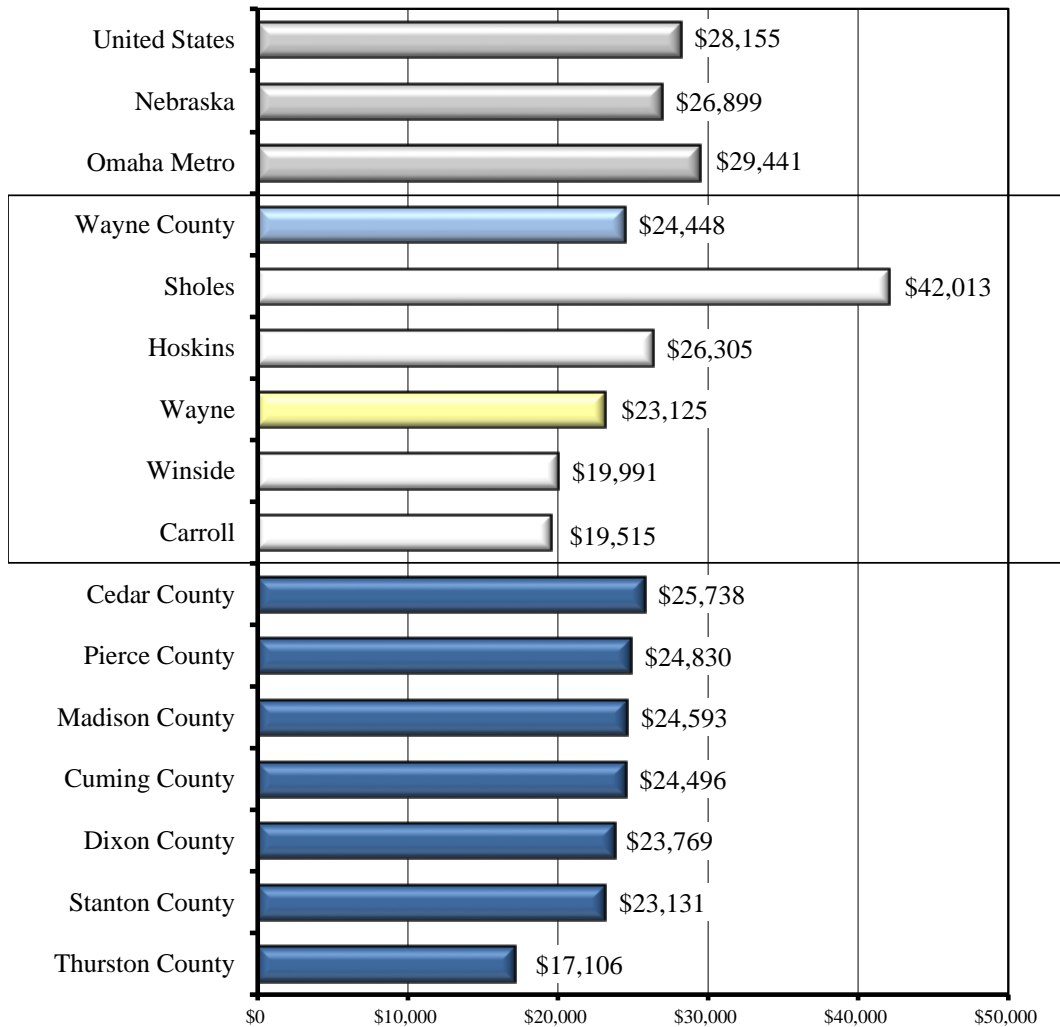
**Per Capita Personal Income**

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 2009–2013, five-year data show per capita personal income for Wayne County is estimated to be \$24,448 compared to \$26,899 for Nebraska as a whole.

Chart 15

**Per Capita Income, 2009–2013 Five-Year Estimate, Nebraska, Wayne County & Surrounding Counties**



Source: U.S. Census Bureau, 2013 inflation adjusted past 12-months, 2009-2013 American Community Survey, accessed June 2015.

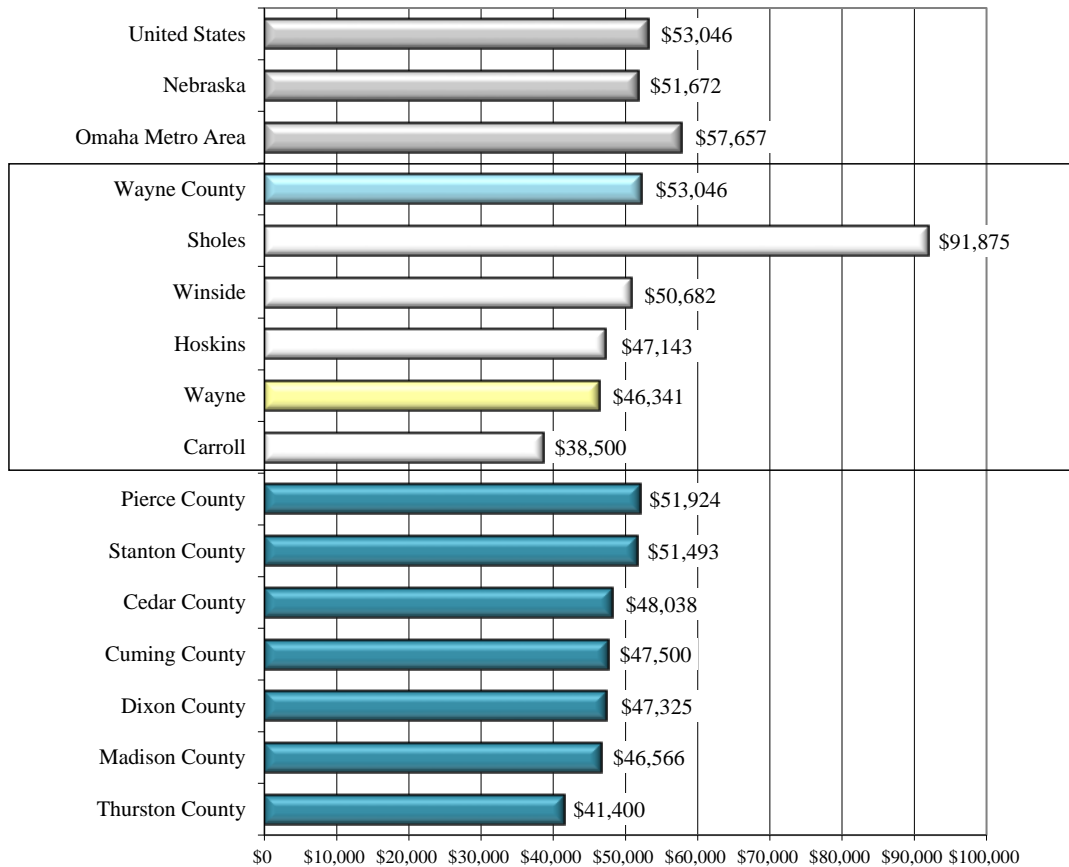
## Median Household Income

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 2009–2013, five-year data show median household income for Wayne County is estimated to be \$53,046 compared to \$51,672 for Nebraska as a whole.

Chart 16

### **Median Household Income, 2009–2013 Five-Year Estimate Nebraska, Wayne County & Surrounding Counties**



Source: U.S. Census Bureau, 2009-2013 American Community Survey, accessed June 2015.