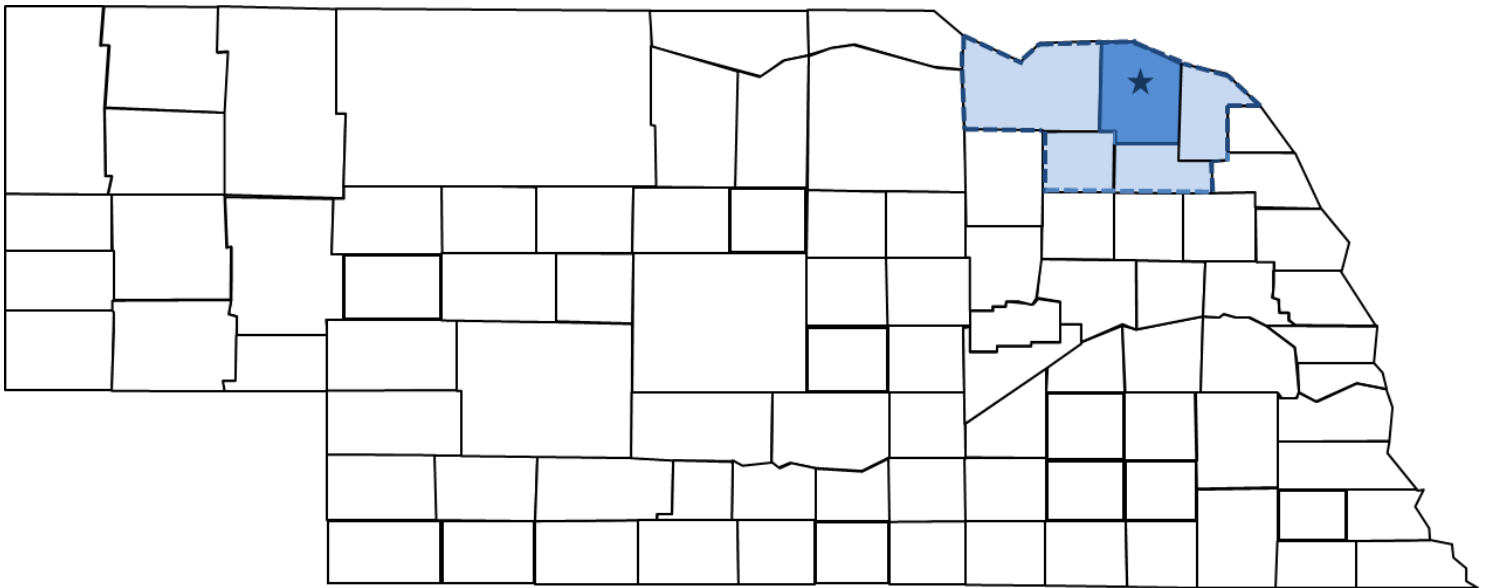


# Economic and Demographic Trends

## Hartington, Cedar County, and the Surrounding Area



*May 2017*

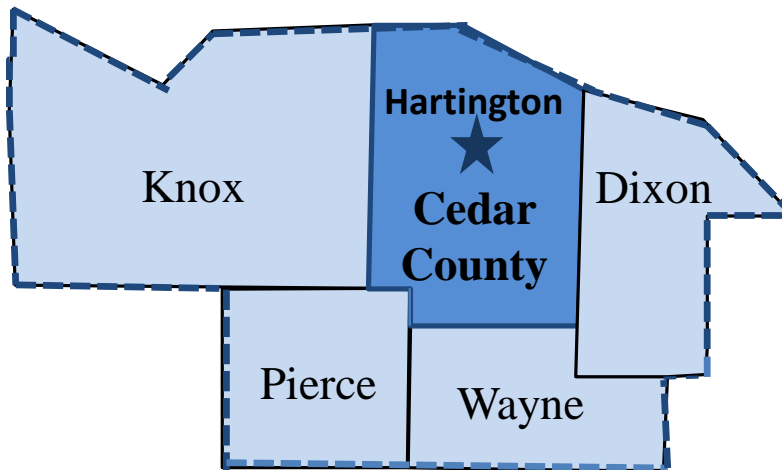
Prepared by: Ken Lemke, PhD  
Nebraska Public Power District  
Economic Development Department  
PO Box 499, 1414 15<sup>th</sup> Street  
Columbus, NE 68602-0499  
(402) 563-5535  
klemke@nppd.com

Available Online @ [econdev.nppd.com](http://econdev.nppd.com)



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## Economic and Demographic Trends in Hartington, Cedar County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Cedar 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 Cedar County, other counties included in this area are Dixon, Knox, Pierce, and Wayne. The retail sales section also compares retail growth between Hartington 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 Cedar County for the period 2006–2015. Nonfarm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS).

Nonfarm wage and salary employment consists of the following 11 sectors:

- Natural Resources & Mining
- Construction
- Manufacturing
- Trade, Transportation & Utilities
- Information
- Financial Activities
- Professional & Business Services
- Education & Health Services
- Leisure & Hospitality
- Other Services (except Public)
- Government

The measure of employment reported in Table 1 (below) is data on the number of people employed in the non-agriculture wage and salary sector in Cedar County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Cedar County increased 7.5 percent (192 jobs) between 2006 and 2015.

Table 1 also provides employment data for Cedar County by major economic sector for years 2006–2015. Of the sectors reporting complete data, the Natural Resources & Mining sector recorded the largest percentage increase in employment between 2006 and 2015 (82.2 percent or 97 jobs). The Natural Resources & Mining sector also recorded the largest actual employment increase between 2006 and 2015 (97 jobs or 82.2 percent).

Table 1

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

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change 2006-2015	# Change 2006-2015
<b>Nonfarm Employment (W&amp;S)</b>	<b>2,544</b>	<b>2,509</b>	<b>2,570</b>	<b>2,524</b>	<b>2,571</b>	<b>2,610</b>	<b>2,672</b>	<b>2,691</b>	<b>2,734</b>	<b>2,736</b>	<b>7.5</b>	<b>192</b>
<b>Total Private Industries</b>	<b>1,829</b>	<b>1,799</b>	<b>1,868</b>	<b>1,826</b>	<b>1,860</b>	<b>1,910</b>	<b>1,979</b>	<b>2,017</b>	<b>2,043</b>	<b>2,040</b>	<b>11.5</b>	<b>211</b>
<b>Goods Producing</b>	<b>476</b>	<b>500</b>	<b>542</b>	<b>513</b>	<b>540</b>	<b>545</b>	<b>582</b>	<b>618</b>	<b>657</b>	<b>659</b>	<b>38.4</b>	<b>183</b>
Natural Resources & Mining	118	129	145	151	163	165	178	200	214	215	82.2	97
Construction	174	177	190	189	194	184	182	185	203	189	8.6	15
Manufacturing	184	194	207	173	182	196	222	233	239	255	38.6	71
<b>Service Providing</b>	<b>1,353</b>	<b>1,299</b>	<b>1,326</b>	<b>1,313</b>	<b>1,320</b>	<b>1,365</b>	<b>1,397</b>	<b>1,399</b>	<b>1,386</b>	<b>1,381</b>	<b>2.1</b>	<b>28</b>
Trade, Transportation & Utilities	582	606	623	616	625	669	683	694	693	673	15.6	91
Information	69	53	56	52	51	48	50	50	47	44	-36.2	-25
Financial Activities	134	138	141	142	145	146	146	145	144	142	6.0	8
Professional & Business Services	113	116	119	122	107	107	101	96	100	105	-7.1	-8
Education & Health Services	210	212	223	228	233	231	224	257	235	235	11.9	25
Leisure & Hospitality	182	114	97	84	85	89	92	86	97	106	-41.8	-76
Other Services, except Public	64	60	67	69	73	75	101	71	71	76	18.8	12
<b>Government</b>	<b>715</b>	<b>710</b>	<b>702</b>	<b>698</b>	<b>711</b>	<b>700</b>	<b>693</b>	<b>674</b>	<b>691</b>	<b>696</b>	<b>-2.7</b>	<b>-19</b>
Federal	96	98	99	98	103	99	98	97	99	101	5.2	5
State	36	35	33	31	28	30	29	29	29	29	-19.4	-7
Local	583	577	570	569	580	571	567	548	564	566	-2.9	-17

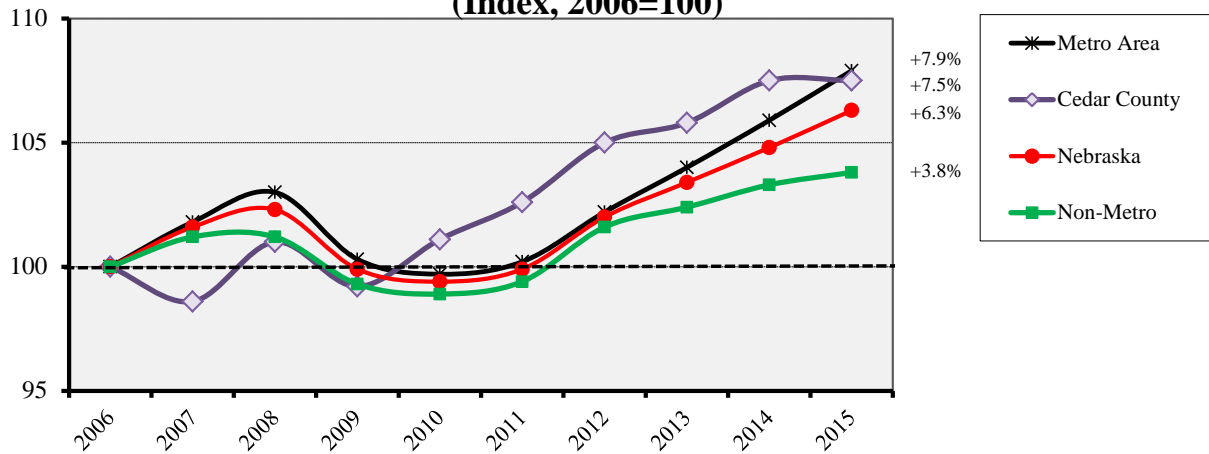
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2016  
Labor Force & Work Force Summary, 2006-2015, Annually, Cedar County, Nebraska (June 2016 data)

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Cedar County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2006–2015. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

As this chart indicates, total nonfarm wage and salary employment in Cedar County increased 7.5 percent (192 jobs) from 2006 to 2015, compared to a 6.3 percent increase for Nebraska as a whole, a 7.9 percent increase in metropolitan Nebraska, and a 3.8 percent increase in non-metropolitan Nebraska.

Chart 1

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

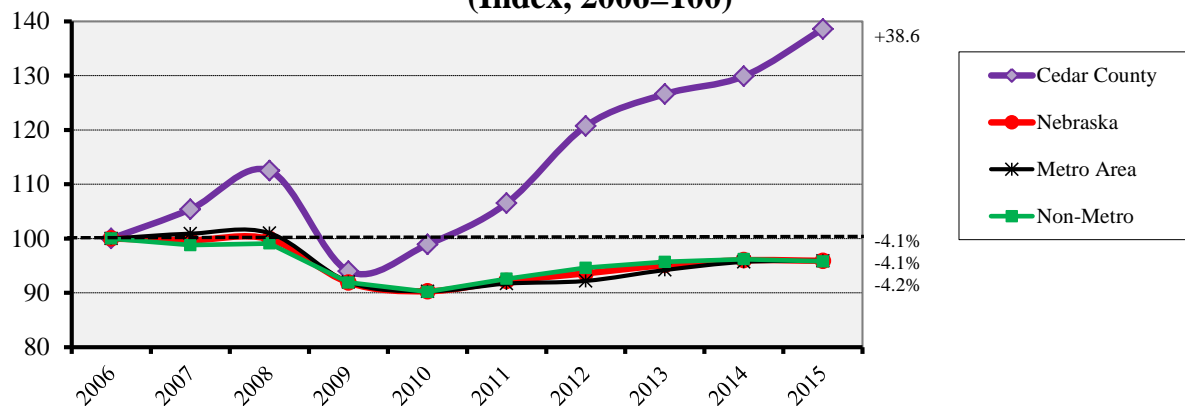


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2016

Chart 2 presents data on manufacturing wage and salary employment growth for Cedar County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Cedar County recorded a 38.6 percent increase in employment (71 jobs) between 2006 and 2015. This compares to a 4.2 percent decrease in employment for non-metropolitan Nebraska; a 4.1 percent decrease for Nebraska as a whole; and a 4.1 percent decrease for metropolitan Nebraska over the same period.

Chart 2

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



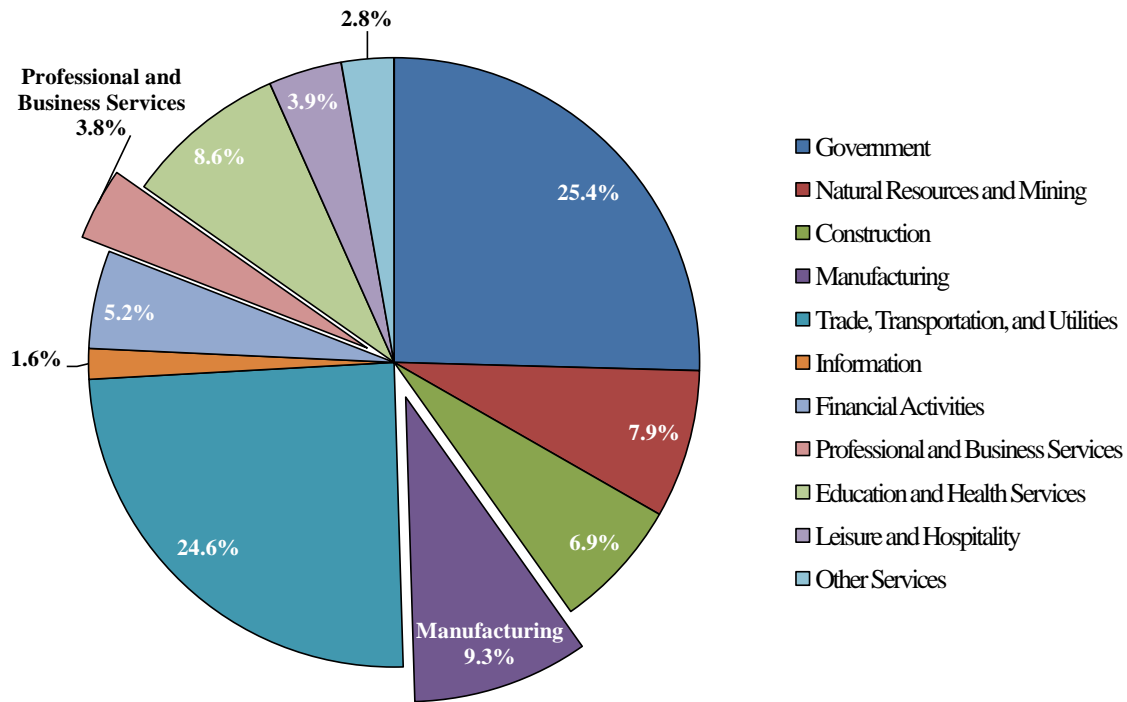
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2016

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

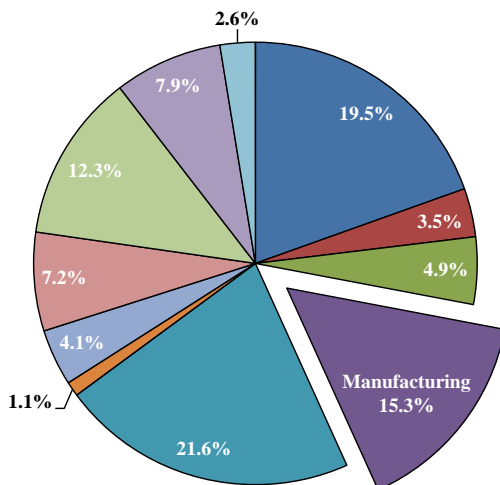
When comparing the Cedar County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 9.3 percent of the county workforce (255 employees) compared to 15.3 percent for non-metropolitan Nebraska; a difference of 6.0 percent. Comparing Cedar County to the overall metropolitan distribution, the largest deviation is found in the Professional and Business Services sector (3.8 percent Cedar County vs. 15.3 percent metropolitan Nebraska; a difference of 11.5 percent).

Charts 3, 4, 5

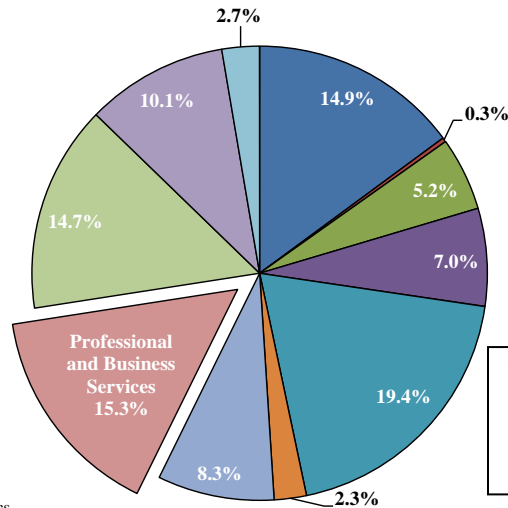
### Nonfarm Wage & Salary Employment by Major Economic Sector Cedar County, 2015



### Non-Metro Area W&S Employment, 2015



### Metro Area W&S Employment, 2015



Totals may not sum 100% due to rounding.

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

The next table (Table 2) shows labor force information for Cedar County for the time period 2006–2015. In the case of the labor force information (labor force, unemployment, and total employment), these data are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was a decrease in the number of Cedar County residents participating in the labor force between 2006 and 2015 (4.1 percent or 203 people).

The number of those unemployed in Cedar County decreased by 1.8 percent (2 people) between 2006 and 2015. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Cedar County unemployment rate was 2.4 percent in 2015; below that for metropolitan Nebraska (3.0 percent), below Nebraska as a whole (3.0 percent), and below non-metropolitan Nebraska (3.0 percent).

Table 2

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

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change 2006-2015	# Change 2006-2015
<b>Labor Force</b>	<b>4,908</b>	<b>4,776</b>	<b>4,829</b>	<b>4,844</b>	<b>4,627</b>	<b>4,709</b>	<b>4,744</b>	<b>4,738</b>	<b>4,675</b>	<b>4,705</b>	<b>-4.1</b>	<b>-203</b>
Unemployment	114	116	122	176	165	155	138	141	108	112	-1.8	-2
Unemployment Rate	2.3	2.4	2.5	3.6	3.6	3.3	2.9	3.0	2.3	2.4	(N/A)	(N/A)
Employment	4,794	4,660	4,707	4,668	4,462	4,554	4,606	4,597	4,567	4,593	-4.2	-201

(N/A) - Data not available

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

## **Residence and Work Flow Patterns**

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

Table 3 (pages 6–7) examines the Work Destination area for Hartington from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 525 city labor force participants holding primary jobs. As Table 3 shows, 69.3 percent of Hartington’s labor force participants are employed within the state of Nebraska. Approximately 49.3 percent of Hartington workers remain within Cedar County for employment with 50.7 percent leaving the Cedar County borders for work (next page). The top ten incorporated places where Hartington labor force participants are employed are also shown on the following page.

Table 3

### **Work Destination Report**

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

2014

	Count	Share
<b>Total Primary Jobs</b>	<b>525</b>	<b>100.0%</b>

#### **By States**

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

2014

	Count	Share
<b>Nebraska</b>	<b>364</b>	<b>69.3%</b>
South Dakota	155	29.5%
Iowa	6	1.1%
All Other Locations	0	0.0%

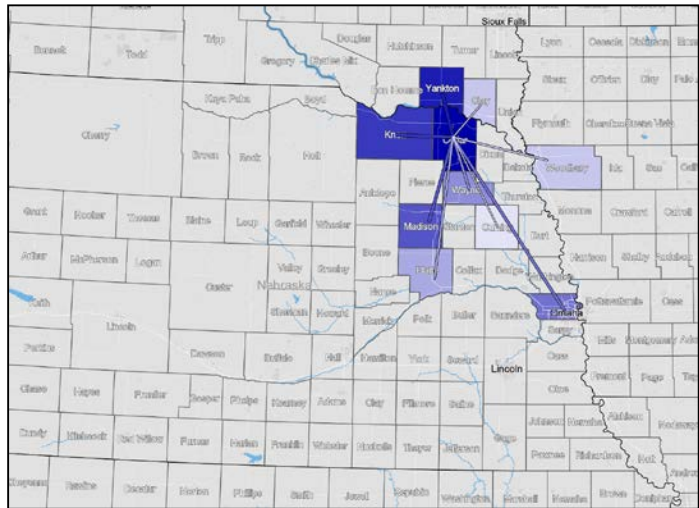


Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, May 2017

Table 3 (continued)

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

	Count	Share
<b>Cedar County, NE</b>	<b>259</b>	<b>49.3%</b>
Yankton County, SD	141	26.9%
Knox County, NE	28	5.3%
Madison County, NE	17	3.2%
Douglas County, NE	14	2.7%
Wayne County, NE	11	2.1%
Platte County, NE	7	1.3%
Woodbury County, IA	5	1.0%
Clay County, SD	5	1.0%
Cuming County, NE	4	0.8%
All Other Locations	34	6.5%



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

	Count	Share
<b>Hartington city, NE</b>	<b>145</b>	<b>27.6%</b>
Yankton city, SD	130	24.8%
Norfolk city, NE	15	2.9%
Omaha city, NE	14	2.7%
Wynot village, NE	14	2.7%
Laurel city, NE	13	2.5%
Fordyce village, NE	10	1.9%
Coleridge village, NE	6	1.1%
Columbus city, NE	6	1.1%
Crofton city, NE	6	1.1%
All Other Locations	166	31.6%



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



People also travel from other locations to work in the City of Hartington—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Hartington. The Census identified 851 primary jobs within the City of Hartington. As Table 4 indicates, 87.5 percent of these jobs are held by Nebraska residents. Approximately 63.0 percent of Hartington workers live within the Cedar 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

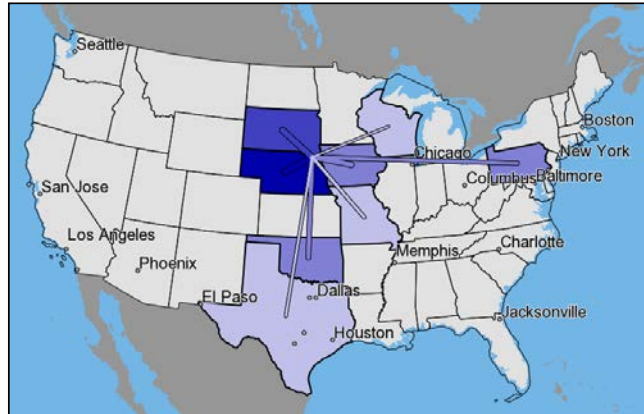
	Count	Share
<b>Total Primary Jobs</b>	<b>851</b>	<b>100.0%</b>

### By States

**Job Counts by States Where Workers Live**

2014

	Count	Share
<b>Nebraska</b>	<b>745</b>	<b>87.5%</b>
South Dakota	97	11.4%
Iowa	2	0.2%
Oklahoma	2	0.2%
Pennsylvania	2	0.2%
Missouri	1	0.1%
Texas	1	0.1%
Wisconsin	1	0.1%
All Other Locations	0	0.0%

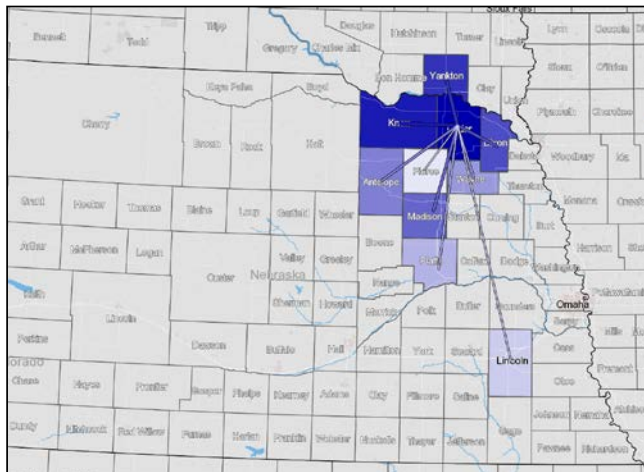


### By Counties

**Job Counts by Counties Where Workers Live**

2014

	Count	Share
<b>Cedar County, NE</b>	<b>536</b>	<b>63.0%</b>
Knox County, NE	72	8.5%
Yankton County, SD	71	8.3%
Dixon County, NE	22	2.6%
Madison County, NE	17	2.0%
Antelope County, NE	11	1.3%
Wayne County, NE	9	1.1%
Platte County, NE	8	0.9%
Lancaster County, NE	7	0.8%
Pierce County, NE	6	0.7%
All Other Locations	92	10.8%



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

Table 4 (continued)

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

	Count	Share
<b>Hartington city, NE</b>	<b>145</b>	<b>17.00%</b>
Yankton city, SD	52	6.10%
Laurel city, NE	24	2.80%
Randolph city, NE	19	2.20%
Coleridge village, NE	16	1.90%
Norfolk city, NE	15	1.80%
Wynot village, NE	13	1.50%
Aten CDP, NE	10	1.20%
Bow Valley CDP, NE	10	1.20%
Fordyce village, NE	10	1.20%
All Other Locations	537	63.10%



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

The next table (Table 5, pages 9–10) shows an inflow/outflow report for the Hartington labor force. The data show labor force and employment size, efficiency, and other characteristics. These data were also obtained from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) section and help identify characteristics of labor force movement for the City of Hartington.

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	851	100.0%	881	100.0%	871	100.0%
Living in the Selection Area	525	61.7%	469	53.2%	441	50.6%
Net Job Inflow (+) or Outflow (-)	326	-	412	-	430	-

In-Area Labor Force Efficiency (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	525	100.0%	469	100.0%	441	100.0%
Living and Employed in the Selection Area	145	27.6%	141	30.1%	140	31.7%
Living in the Selection Area but Employed Outside	380	72.4%	328	69.9%	301	68.3%

In-Area Employment Efficiency (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	851	100.0%	881	100.0%	871	100.0%
Employed and Living in the Selection Area	145	17.0%	141	16.0%	140	16.1%
Employed in the Selection Area but Living Outside	706	83.0%	740	84.0%	731	83.9%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	380	100.0%	328	100.0%	301	100.0%
Workers Aged 29 or younger	84	22.1%	81	24.7%	68	22.6%
Workers Aged 30 to 54	186	48.9%	161	49.1%	160	53.2%
Workers Aged 55 or older	110	28.9%	86	26.2%	73	24.3%
Workers Earning \$1,250 per month or less	71	18.7%	63	19.2%	64	21.3%
Workers Earning \$1,251 to \$3,333 per month	177	46.6%	156	47.6%	148	49.2%
Workers Earning More than \$3,333 per month	132	34.7%	109	33.2%	89	29.6%
Workers in the "Goods Producing" Industry Class	120	31.6%	92	28.0%	79	26.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	84	22.1%	79	24.1%	79	26.2%
Workers in the "All Other Services" Industry Class	176	46.3%	157	47.9%	143	47.5%

Inflow Job Characteristics (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	706	100.0%	740	100.0%	731	100.0%
Workers Aged 29 or younger	155	22.0%	154	20.8%	170	23.3%
Workers Aged 30 to 54	353	50.0%	364	49.2%	351	48.0%
Workers Aged 55 or older	198	28.0%	222	30.0%	210	28.7%
Workers Earning \$1,250 per month or less	173	24.5%	180	24.3%	192	26.3%
Workers Earning \$1,251 to \$3,333 per month	234	33.1%	253	34.2%	272	37.2%
Workers Earning More than \$3,333 per month	299	42.4%	307	41.5%	267	36.5%
Workers in the "Goods Producing" Industry Class	217	30.7%	221	29.9%	199	27.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	193	27.3%	175	23.6%	169	23.1%
Workers in the "All Other Services" Industry Class	296	41.9%	344	46.5%	363	49.7%

Interior Flow Job Characteristics (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	145	100.0%	141	100.0%	140	100.0%
Workers Aged 29 or younger	32	22.1%	41	29.1%	20	14.3%
Workers Aged 30 to 54	68	46.9%	59	41.8%	82	58.6%
Workers Aged 55 or older	45	31.0%	41	29.1%	38	27.1%
Workers Earning \$1,250 per month or less	36	24.8%	52	36.9%	33	23.6%
Workers Earning \$1,251 to \$3,333 per month	54	37.2%	38	27.0%	39	27.9%
Workers Earning More than \$3,333 per month	55	37.9%	51	36.2%	68	48.6%
Workers in the "Goods Producing" Industry Class	48	33.1%	42	29.8%	48	34.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	32	22.1%	22	15.6%	31	22.1%
Workers in the "All Other Services" Industry Class	65	44.8%	77	54.6%	61	43.6%

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

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

Table 6

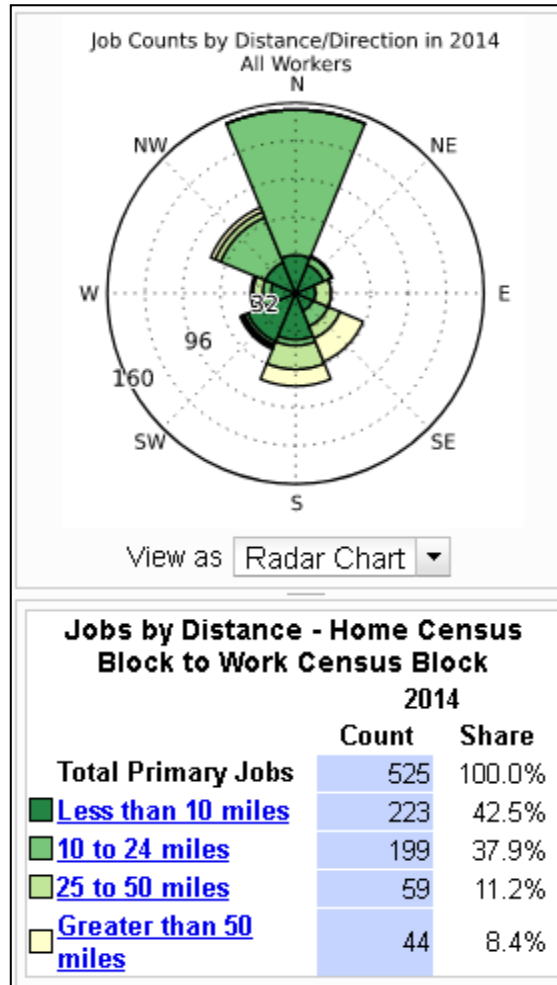
## Distance/Direction Report - Home to Work Census Block

### Job Counts in Work Blocks by Distance Only

	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>525</b>	<b>100.0%</b>	<b>469</b>	<b>100.0%</b>	<b>441</b>	<b>100.0%</b>
Less than 10 miles	223	42.5%	206	43.9%	198	44.9%
10 to 24 miles	199	37.9%	185	39.4%	172	39.0%
25 to 50 miles	59	11.2%	44	9.4%	40	9.1%
Greater than 50 miles	44	8.4%	34	7.2%	31	7.0%

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

Figure 1



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

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Hartington and the distance to their homes. Looking at Table 7, the number of primary jobs held within Hartington has decreased since 2012 and 2013. The data also show the majority of Hartington 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

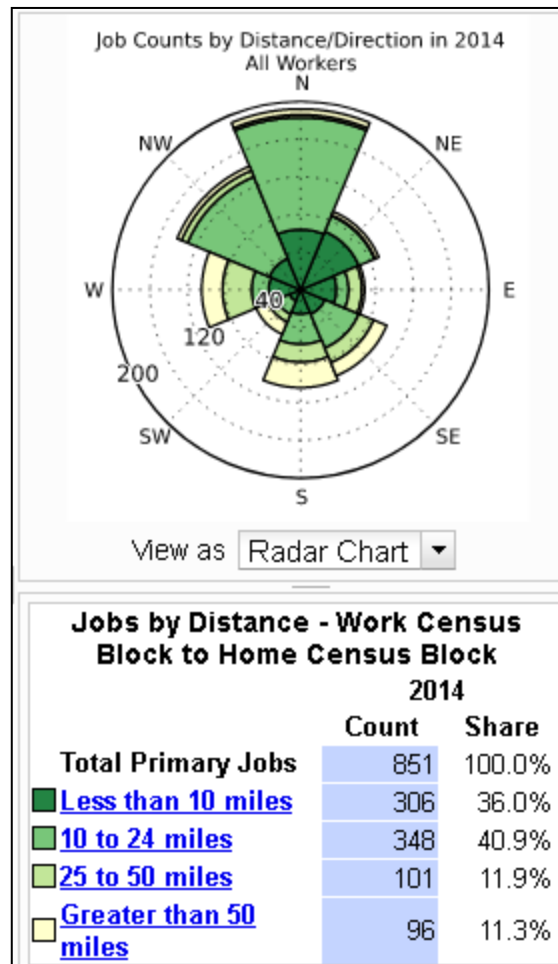
## Distance/Direction Report - Work Home Census Block

### Job Counts in Home Blocks by Distance Only

	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>851</b>	<b>100.0%</b>	<b>881</b>	<b>100.0%</b>	<b>871</b>	<b>100.0%</b>
Less than 10 miles	306	36.0%	307	34.8%	284	32.6%
10 to 24 miles	348	40.9%	310	35.2%	276	31.7%
25 to 50 miles	101	11.9%	101	11.5%	117	13.4%
Greater than 50 miles	96	11.3%	163	18.5%	194	22.3%

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

Figure 2



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

## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Cedar County and the surrounding area. As Table 8 indicates, Cedar County's population experienced an average annual decrease of 0.8 percent between 1970 and 2010 for a total decrease of 27.4 percent or 3,340 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Cedar County reported an average annual 0.7 percent decrease in population from 2010 to 2015 (288 people total).

Table 8

### County Population 1970–2015 Cedar County and the Surrounding Area

Location	---Year---						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2015	1970-2010	2010-2015
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,896,190	0.5	0.8
Cedar County	12,192	11,375	10,131	9,615	8,852	8,564	-0.8	-0.7
Dixon County	7,453	7,137	6,143	6,338	6,000	5,797	-0.5	-0.7
Knox County	11,723	11,457	9,534	9,374	8,701	8,543	-0.7	-0.4
Pierce County	8,493	8,481	7,827	7,857	7,266	7,208	-0.4	-0.2
Wayne County	10,400	9,858	9,364	9,851	9,595	9,367	-0.2	-0.5

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

Table 9 data reveals the population of Cedar County's incorporated places as a whole experienced an average annual population decrease of 0.3 percent from 1970 to 2010 and an average annual decrease of 0.6 percent from 2010 to 2015 for a total decrease of 13.5 percent (686 people) from 1970 to 2015. Hartington, the county's largest city, reported a 4.7 percent decrease in population (75 people) between 1970 and 2015. The unincorporated areas outside of the selected communities experienced a 41.4 percent decrease (2,942 people) during the period 1970–2015.

Table 9

### County Population 1970-2015 Cedar County Communities and Unincorporated Areas

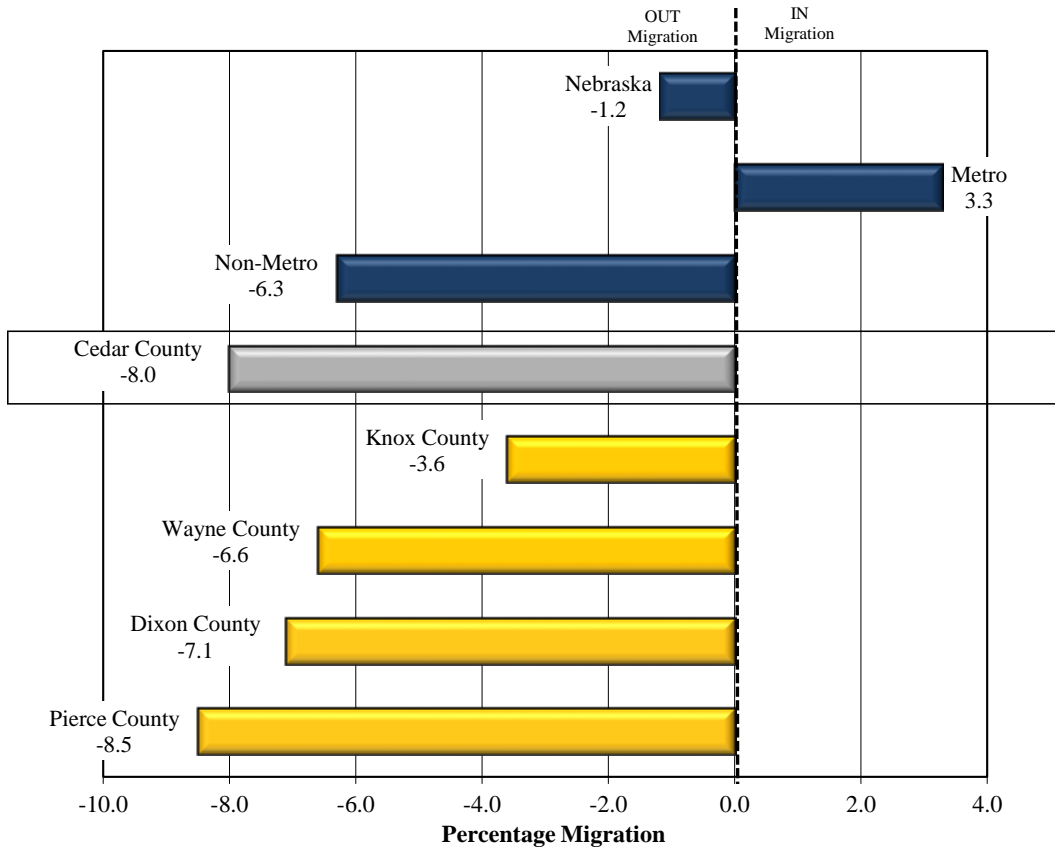
Location	---Year---						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2015	1970-2010	2010-2015
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,896,190	0.5	0.8
Cedar County	12,192	11,375	10,131	9,615	8,852	8,564	-0.8	-0.7
Belden	162	151	149	131	115	112	-0.9	-0.5
Coleridge	608	673	596	541	473	454	-0.6	-0.8
Fordyce	146	148	190	182	139	135	-0.1	-0.6
Hartington	1,581	1,730	1,665	1,640	1,554	1,506	0.0	-0.6
Laurel	1,009	1,031	986	986	964	935	-0.1	-0.6
Magnet	88	59	69	79	57	55	-1.1	-0.7
Obert	36	44	39	49	23	22	-1.1	-0.9
Randolph	1,130	1,106	983	955	944	920	-0.4	-0.5
St. Helena	102	111	87	86	96	93	-0.2	-0.6
Wynot	226	222	213	191	166	170	-0.8	0.5
<b>Total Incorporated Places</b>	<b>5,088</b>	<b>5,275</b>	<b>4,977</b>	<b>4,840</b>	<b>4,531</b>	<b>4,402</b>	<b>-0.3</b>	<b>-0.6</b>
<b>Unincorporated Areas</b>	<b>7,104</b>	<b>6,100</b>	<b>5,154</b>	<b>4,775</b>	<b>4,321</b>	<b>4,162</b>	<b>-1.2</b>	<b>-0.7</b>

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

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Cedar 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, Cedar County experienced a net out-migration of 767 people or 8.0 percent of its 2000 population.

Chart 6

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

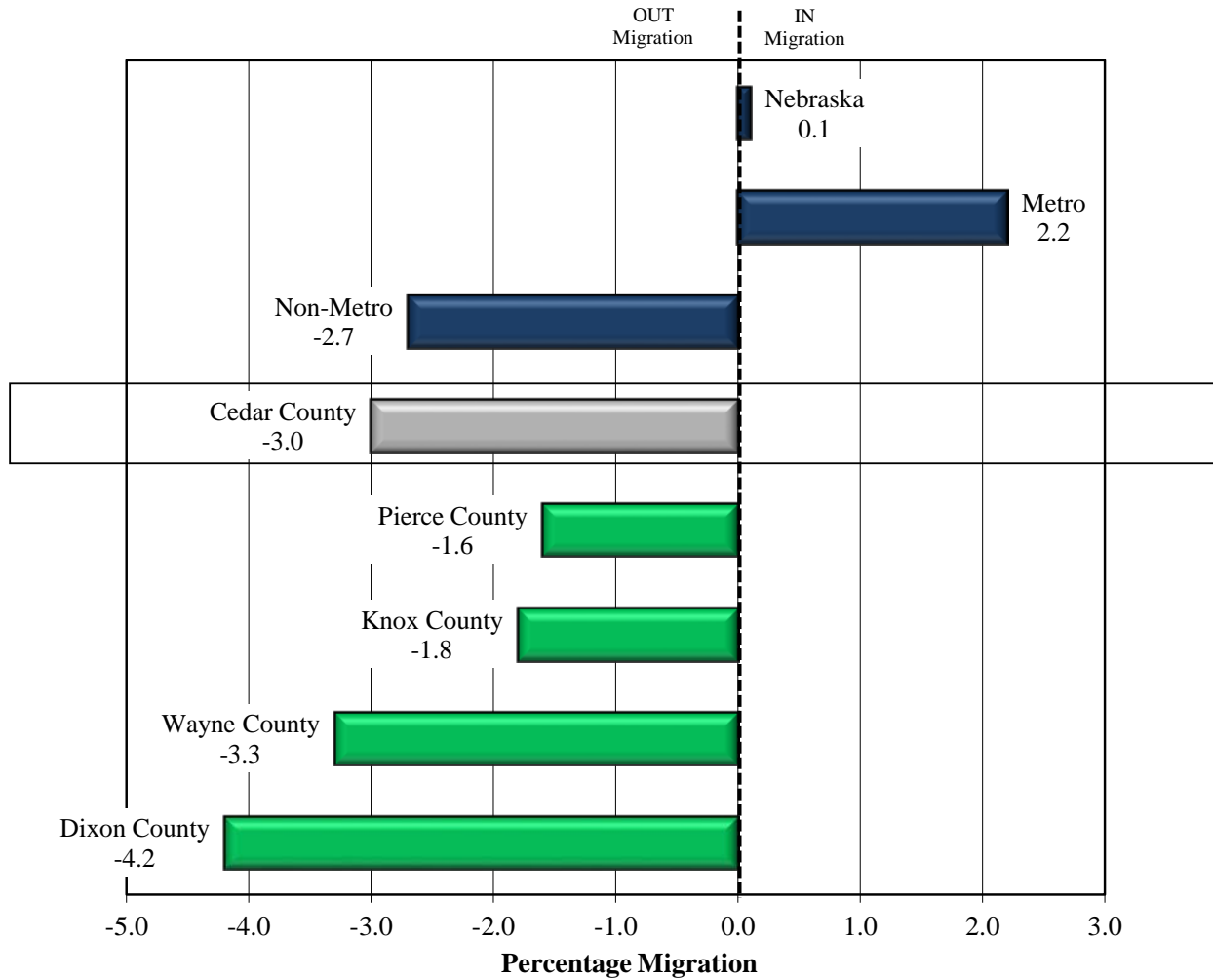


Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2015 (Chart 7), Cedar County experienced a net out-migration of 266 people or 3.0 percent of its 2010 population.

Chart 7

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



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



The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2011–2015, five-year estimates, which are the latest multiyear estimates available. Multiyear estimates from the American Community Survey are “period” estimates that represent data collected over a period of time (as opposed to “point-in-time” estimates, such as the decennial census, that approximate the characteristics of an area on a specific date). Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors.

Table 10 data show the current population one-year or older is 224 greater than the number of people living in Cedar County one-year ago. This indicates Cedar County experienced a net increase in its population age one and older and in-migration was greater than out-migration plus the number of deaths.

Table 10

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

Current population one-year or older	8,601
Number of people living in the area one-year ago	8,377
Population change due to migration and mortality	224

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

The 2011–2015, five-year estimates in Table 11 reveal a net gain of 61 people from other Nebraska counties and a net gain of 164 people from other states for a total net gain of 225 people one-year or older. As shown in Table 11, net gains occurred in the age groups Age 1 to 17 (gain of 194), Age 18 to 24 (gain of 1), Age 25 to 44 (gain of 71), Age 45 to 64 (gain of 27), and net losses in age group Age 65 and over, (loss of 68).

Table 11 also shows the net gains and losses by educational attainment for persons aged 25 and older. There was a gain in residents with a bachelor's degree, associate's degree, or some college (gain of 25), graduate or professional degree (gain of 22), and a loss of residents with a HS diploma or less (loss of 18).

Table 11

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

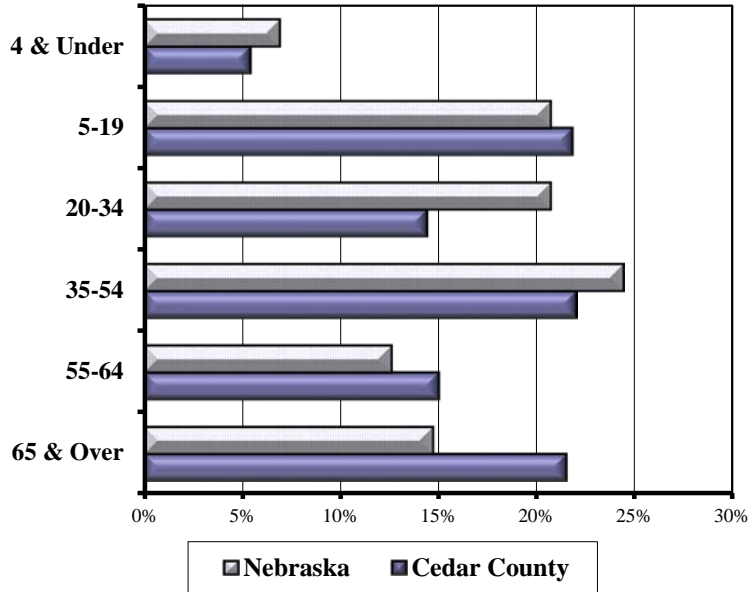
-- Part A: By Age Group --							
Age Group	Moved to Different Nebraska County	Moved From Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	51	149	98	0	96	96	194
Age 18 to 24	109	67	-42	27	70	43	1
Age 25 to 44	117	128	11	30	90	60	71
Age 45 to 64	11	50	39	26	14	-12	27
Age 65 and over	52	7	-45	26	3	-23	-68
<b>Total</b>	<b>340</b>	<b>401</b>	<b>61</b>	<b>109</b>	<b>273</b>	<b>164</b>	<b>225</b>
-- Part B: By Educational Attainment --							
Educational Attainment	Moved to Different Nebraska County	Moved From Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	130	89	-41	34	57	23	-18
Bachelor's or some college	47	70	23	48	50	2	25
Grad. or Prof. degree	3	25	22	0	0	0	22
<b>Total</b>	<b>180</b>	<b>184</b>	<b>4</b>	<b>82</b>	<b>107</b>	<b>25</b>	<b>29</b>

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

The following chart and table (Chart 8; Table 12) compare the U.S. Census Bureau’s age distribution of population for Nebraska as a whole and Cedar County. The population of Cedar County is significantly older in age than Nebraska as a whole. The median age for Cedar County residents in 2015 was 44.2 years of age compared to 36.3 years of age for residents of Nebraska as a whole.

Chart 8

### Age Distribution of the Population, 2015 Cedar County and Nebraska



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

Table 12

### Age Distribution of the Population, 2015 Cedar County and Nebraska

	2015 Population		Percent	
	Nebraska	Cedar County	Nebraska	Cedar County
4 & Under	130,631	461	6.9%	5.4%
5-19	392,651	1,864	20.7%	21.8%
20-34	392,362	1,234	20.7%	14.4%
35-54	463,120	1,881	24.4%	22.0%
55-64	238,715	1,287	12.6%	15.0%
65 & Over	278,711	1,837	14.7%	21.5%
<b>Total</b>	<b>1,896,190</b>	<b>8,564</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.3</b>	<b>44.2</b>		

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

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Cedar County and the surrounding counties both as a total and by gender. These are five-year estimates and differ from the U.S. Census Bureau’s single year distributions. Chart 9 graphically depicts the median age distribution for the study area.

Table 13

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

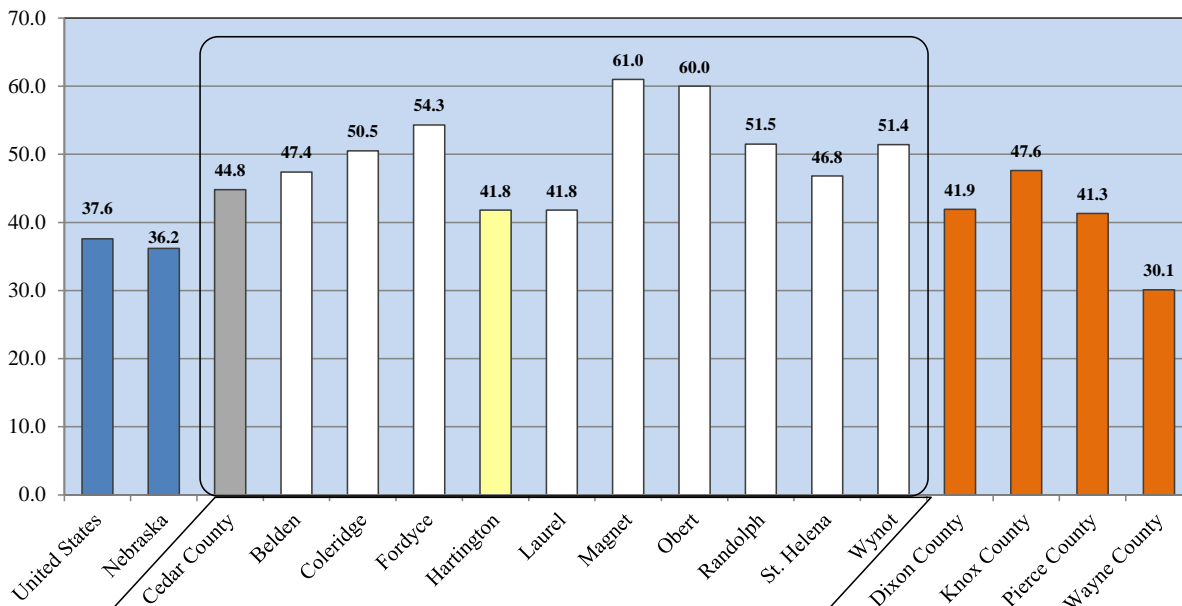
	Median Age		
	Total	Male	Female
<b>United States</b>	<b>37.6</b>	<b>36.2</b>	<b>38.9</b>
<b>Nebraska</b>	<b>36.2</b>	<b>35.1</b>	<b>37.5</b>
<b>Cedar County</b>	<b>44.8</b>	<b>42.8</b>	<b>46.7</b>
Belden	47.4	47.8	44.9
Coleridge	50.5	49.4	51.1
Fordyce	54.3	35.5	55.9
Hartington	41.8	37.0	48.5
Laurel	41.8	39.2	45.8
Magnet	61.0	65.2	57.5
Obert	60.0	51.0	69.0
Randolph	51.5	44.3	54.4
St. Helena	46.8	43.5	51.4
Wynot	51.4	58.5	47.5
<b>Dixon County</b>	<b>41.9</b>	<b>41.1</b>	<b>42.5</b>
<b>Knox County</b>	<b>47.6</b>	<b>45.9</b>	<b>49.0</b>
<b>Pierce County</b>	<b>41.3</b>	<b>39.8</b>	<b>42.9</b>
<b>Wayne County</b>	<b>30.1</b>	<b>27.2</b>	<b>32.2</b>

Data Set: 2011-2015 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2011-2015 American Community Survey, July 2016

Chart 9

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



Data Set: 2011-2015 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2011-2015 American Community Survey, July 2016

## Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Cedar County and the surrounding area for 2015. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

Table 14

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

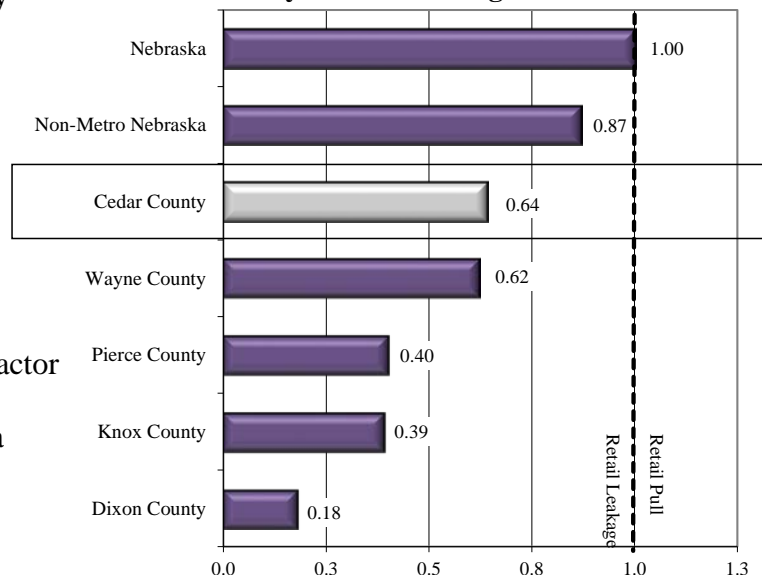
	2015 Population	2015 Retail Sales (x \$1,000)	2015 Per Cap Sales (\$)	2015 Pull Factor
<b>Nebraska</b>	<b>1,896,190</b>	<b>23,132,070</b>	<b>12,199</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>780,080</b>	<b>8,265,546</b>	<b>10,596</b>	<b>0.87</b>
<b>Cedar County</b>	<b>8,564</b>	<b>67,165</b>	<b>7,843</b>	<b>0.64</b>
Dixon County	5,797	12,449	2,148	0.18
Knox County	8,543	41,060	4,806	0.39
Pierce County	7,208	35,358	4,905	0.40
Wayne County	9,367	70,945	7,574	0.62

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

Chart 10

Reviewing the pull factors at the county level indicates Cedar County experiences net retail leakages. The 2015 pull factor of 0.64 indicates, on a per capita basis, retail sales in Cedar County are considerably 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 Cedar County (0.64) with the pull factor for the non-metropolitan area of Nebraska (0.87) indicates per capita retail sales in Cedar County are 26.0 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

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



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

Table 15 and Chart 11 compare the 2015 pull factors for selected area communities. The community of Hartington’s pull factor of 2.30 indicates that, on a per capita basis, non-motor vehicle retail sales in Hartington are approximately 130.0 percent greater than the state’s average per capita sales.

Table 15

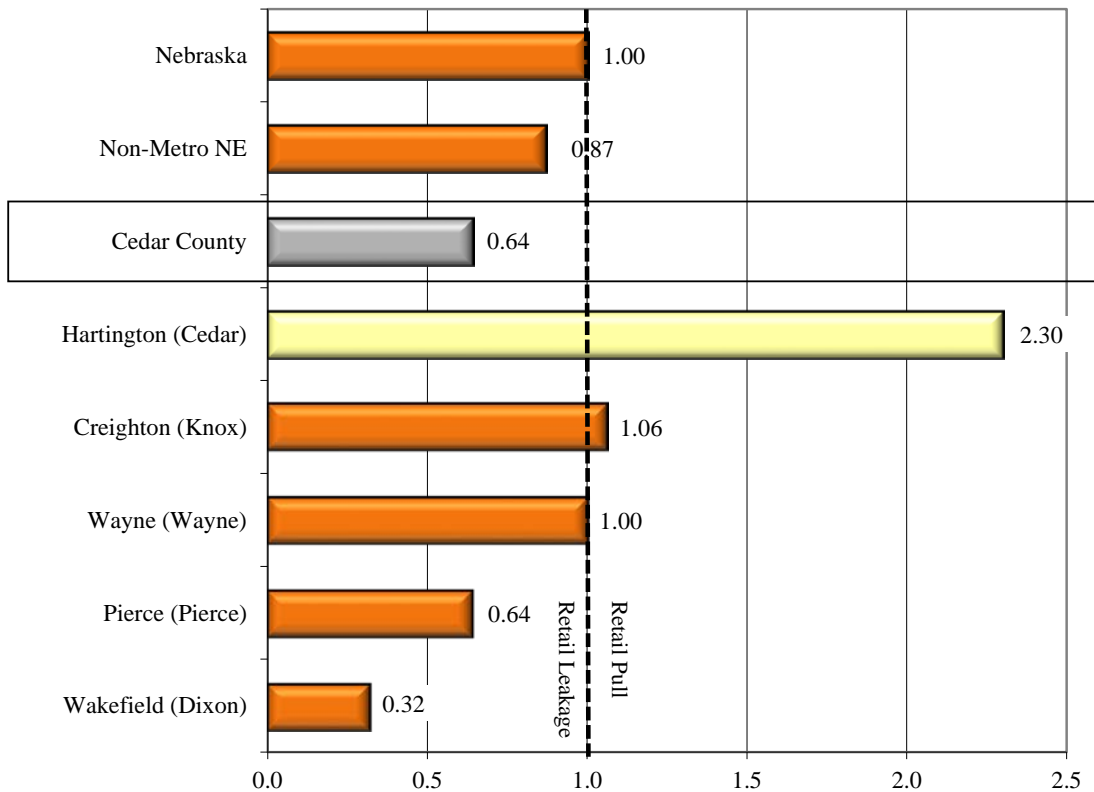
### 2015 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Cedar County, and Selected Study Area Communities

	2015 Population	2015 Retail Sales (x \$1,000)	2015 Per Cap Sales (\$)	2015 Pull Factor
<b>Nebraska</b>	<b>1,896,190</b>	<b>23,132,070</b>	<b>12,199</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>780,080</b>	<b>8,265,546</b>	<b>10,596</b>	<b>0.87</b>
<b>Cedar County</b>	<b>8,564</b>	<b>67,165</b>	<b>7,843</b>	<b>0.64</b>
Hartington (Cedar)	1,506	42,301	28,088	2.30
Wakefield (Dixon)	1,403	5,493	3,915	0.32
Creighton (Knox)	1,120	14,529	12,973	1.06
Pierce (Pierce)	1,748	13,719	7,849	0.64
Wayne (Wayne)	5,569	68,014	12,213	1.00

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

Chart 11

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



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

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2015 pull factors into the communities reporting retail sales figures within Cedar County. As this table indicates, the community of Fordyce had the strongest pull factor (2.71) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.64 for Cedar County in 2015.

Table 16

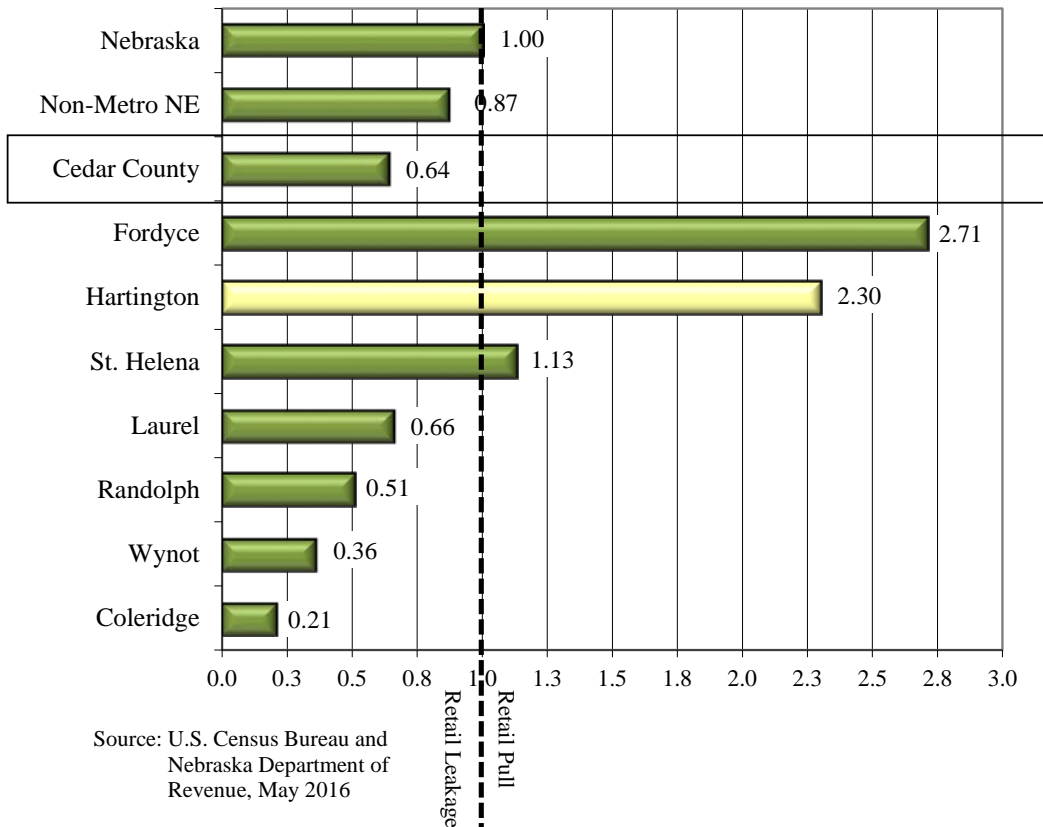
### 2015 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska and Available Cedar County Area Communities

	2015 Population	2015 Retail Sales (x \$1,000)	2015 Per Cap Sales (\$)	2015 Pull Factor
<b>Nebraska</b>	<b>1,896,190</b>	<b>23,132,070</b>	<b>12,199</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>780,080</b>	<b>8,265,546</b>	<b>10,596</b>	<b>0.87</b>
<b>Cedar County</b>	<b>8,564</b>	<b>67,165</b>	<b>7,843</b>	<b>0.64</b>
Hartington	1,506	42,301	28,088	2.30
Laurel	935	7,529	8,052	0.66
Randolph	920	5,670	6,163	0.51
Coleridge	454	1,136	2,502	0.21
Wynot	170	752	4,423	0.36
Fordyce	135	4,455	33,003	2.71
St. Helena	93	1,287	13,843	1.13

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

Chart 12

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



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

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2015 pull factors for Nebraska, Hartington, and eight other similarly sized communities selected from around the state. Hartington’s pull factor of 2.30 leads the group for 2015 thus indicating Hartington has greater retail pull.

Table 17

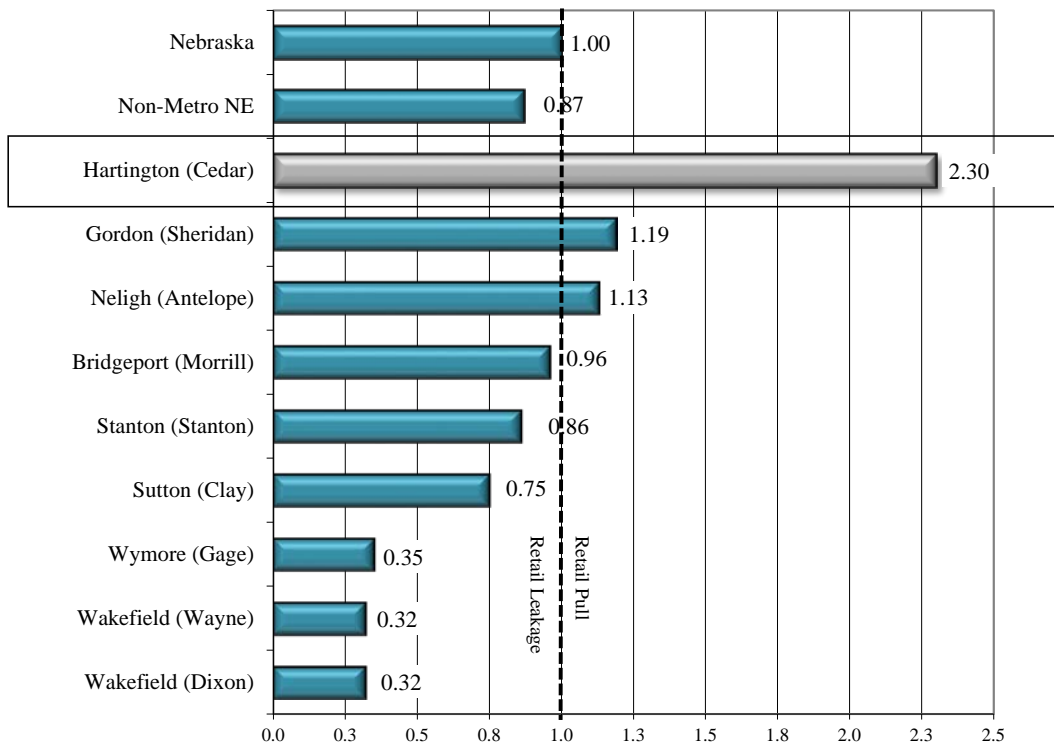
### 2015 Retail Sales (Non-Motor Vehicle) Pull Factors Hartington & Other Similarly Sized Nebraska Communities

	2015 Population	2015 Retail Sales (x \$1,000)	2015 Per Cap Sales (\$)	2015 Pull Factor
<b>Nebraska</b>	<b>1,896,190</b>	<b>23,132,070</b>	<b>12,199</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>780,080</b>	<b>8,265,546</b>	<b>10,596</b>	<b>0.87</b>
<b>Hartington (Cedar)</b>	<b>1,506</b>	<b>42,301</b>	<b>28,088</b>	<b>2.30</b>
Wakefield (Dixon)	1,403	5,493	3,915	0.32
Wakefield (Wayne)	1,403	5,493	3,915	0.32
Wymore (Gage)	1,414	6,041	4,272	0.35
Sutton (Clay)	1,440	13,130	9,118	0.75
Stanton (Stanton)	1,519	15,893	10,462	0.86
Bridgeport (Morrill)	1,521	17,798	11,702	0.96
Neligh (Antelope)	1,527	21,136	13,842	1.13
Gordon (Sheridan)	1,531	22,305	14,569	1.19

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

Chart 13

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



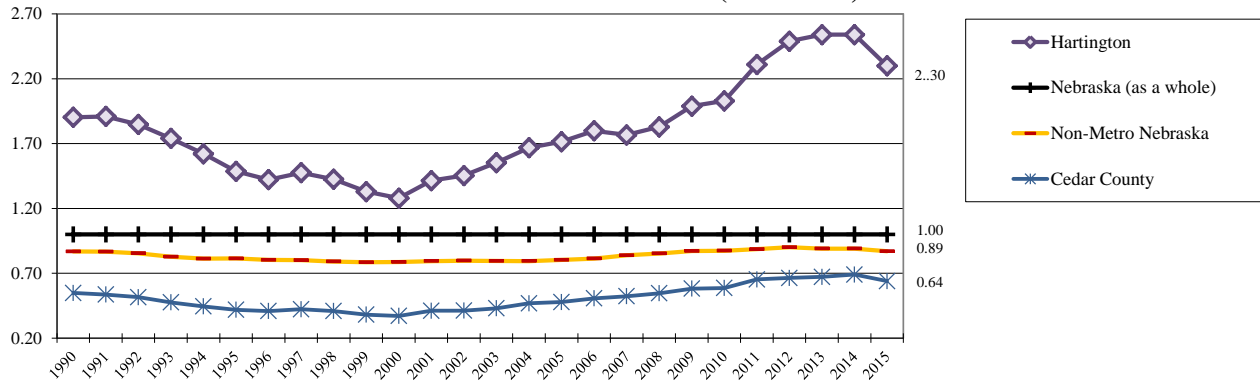
Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016



Chart 14 illustrates the pull factor trend for Hartington, Cedar County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2015. In examining the time line, the city of Hartington shows retail pull fluctuating above the state average throughout the entire study period. Data within Cedar County (as a whole) also shows the pull factor somewhat similar to the non-metropolitan county average and the Nebraska (as a whole) average only lower throughout the time period.

Chart 14

**Pull Factors 1990-2015 Hartington, Cedar County, Non-Metro & Nebraska (as a whole)**



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

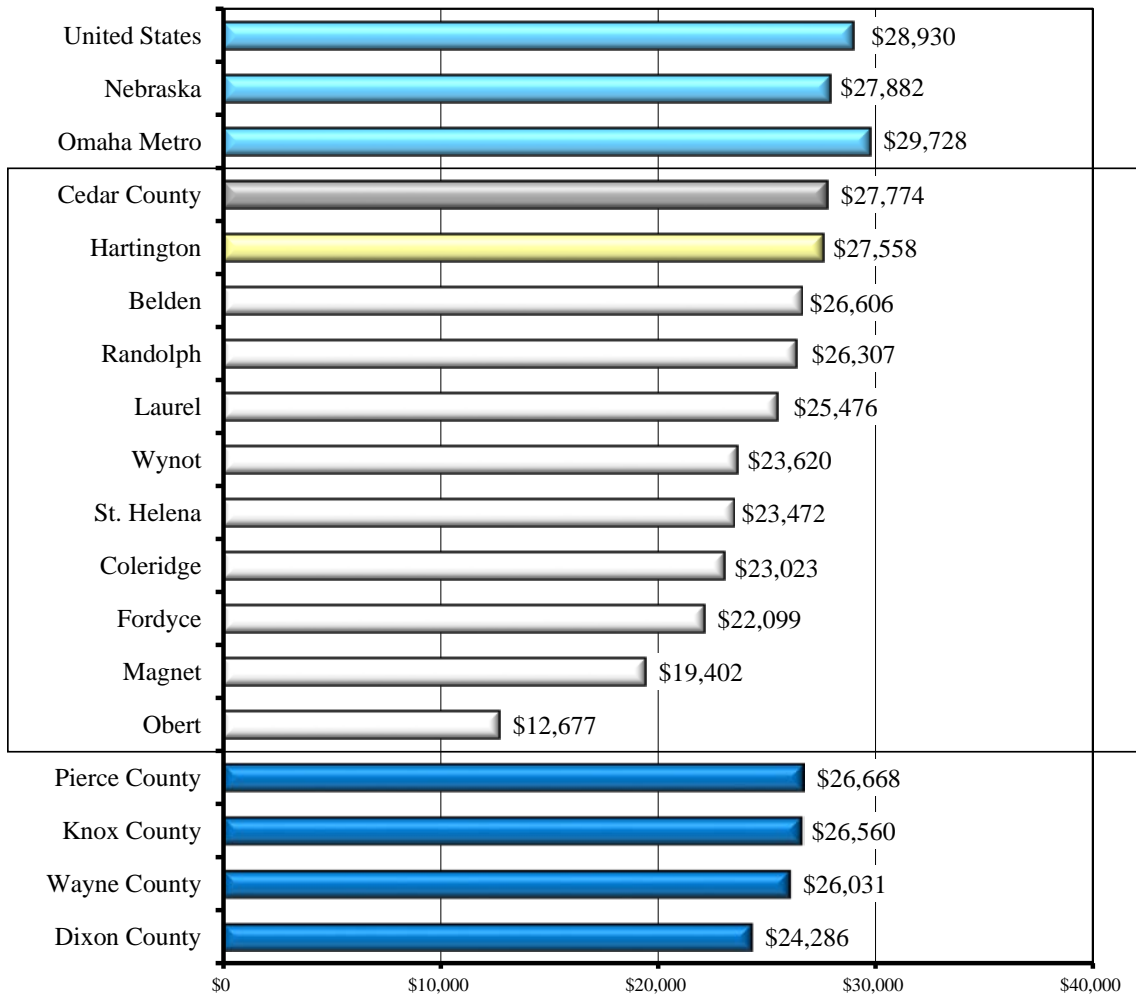
**Per Capita Personal Income**

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

The 2011–2015, five-year estimates show per capita personal income for Cedar County is estimated to be \$27,774 compared to \$27,882 for Nebraska as a whole.

Chart 15

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



Source: U.S. Census Bureau, 2015 inflation adjusted past 12-months, 2011–2015 American Community Survey, accessed May 2016.

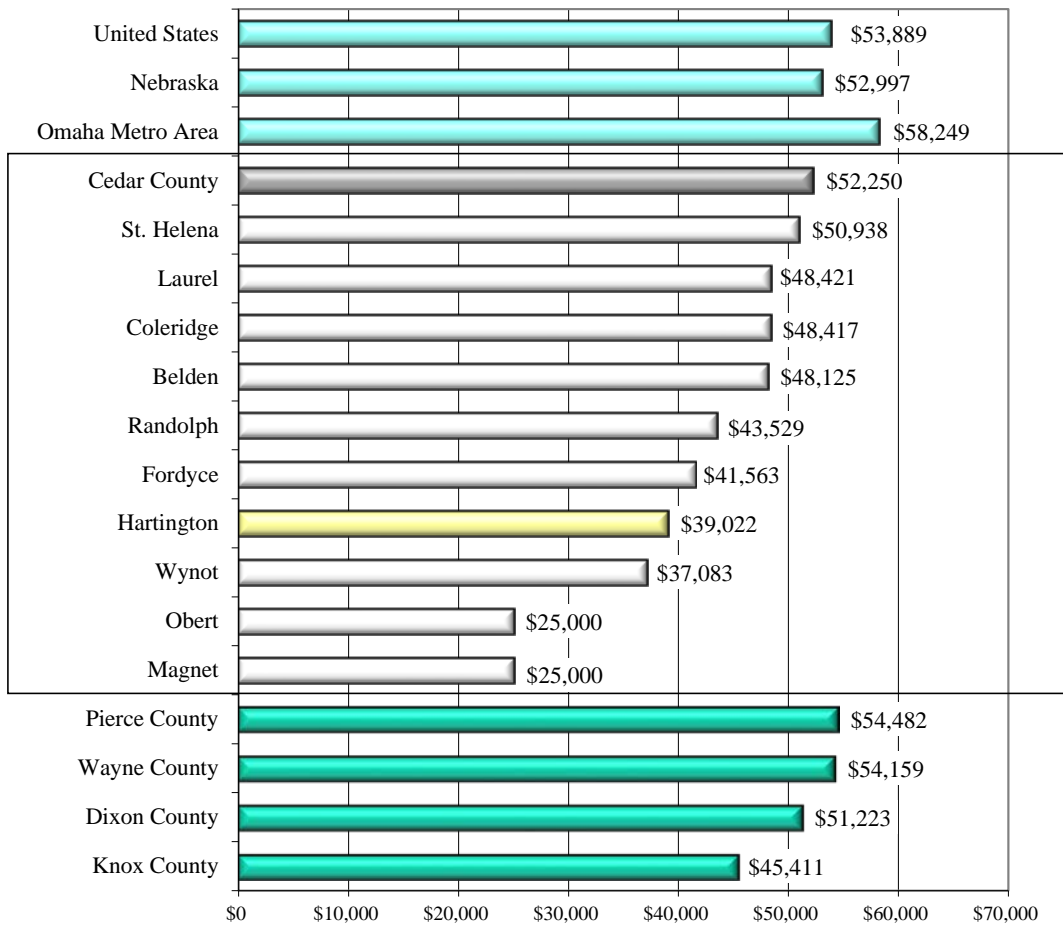
## Median Household Income

Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single person.

The 2011–2015, five-year estimates show median household income for Cedar County is estimated to be \$52,250 in 2015 compared to \$52,997 for Nebraska as a whole.

Chart 16

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



Source: U.S. Census Bureau, 2011-2015 American Community Survey, accessed May 2016.