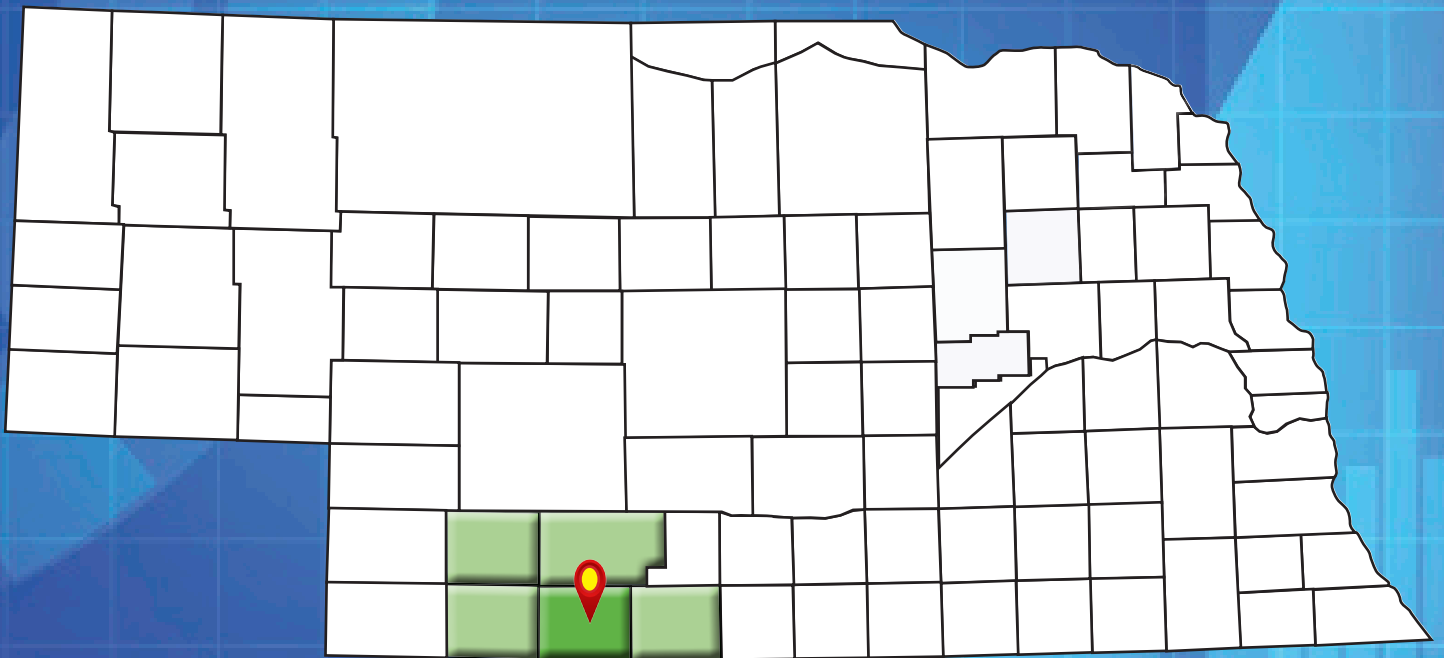


ECONOMIC AND DEMOGRAPHIC TRENDS

McCook, Red Willow County,
and the Surrounding Area
January 2018



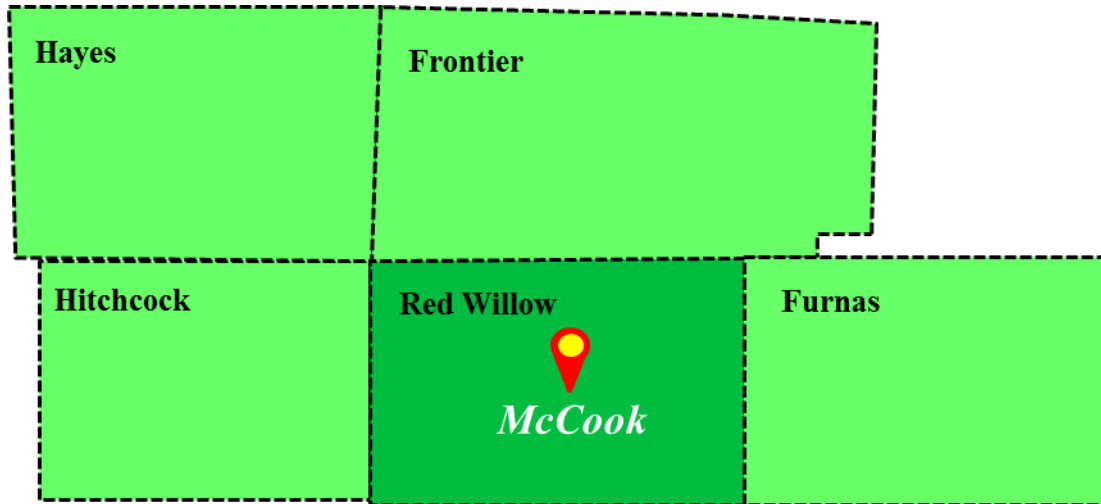
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Economic and Demographic Trends in McCook, Red Willow County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Red Willow 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 Red Willow County, other counties included in this area are Frontier, Furnas, Hayes, and Hitchcock. The retail sales section also compares retail growth between McCook 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 Red Willow County for the period 2007–2016. 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 Red Willow County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Red Willow County increased 1.6 percent (80 jobs) between 2007 and 2016.

Table 1 also provides employment data for Red Willow County by major economic sector for years 2007–2016. Of the sectors reporting complete data, the Education & Health Services sector recorded the largest percentage increase in employment between 2007 and 2016 (40.8 percent or 212 jobs). The Education & Health Services sector also recorded the largest actual employment increase between 2007 and 2016 (212 jobs or 40.8 percent).

Table 1

**Nonfarm Wage & Salary Employment Trends, Red Willow County, Nebraska
Selected Years: 2007–2016**

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change 2007-2016	# Change 2007-2016
Nonfarm Employment (W&S)	5,097	5,185	5,139	5,119	5,167	5,303	5,405	5,375	5,242	5,177	1.6	80
Total Private Industries	3,977	4,068	4,007	3,996	4,075	4,211	4,278	4,264	4,133	4,083	2.7	106
Goods Producing	850	895	821	810	869	935	944	905	833	794	-6.6	-56
Natural Resources & Mining	140	147	148	154	172	185	162	171	167	193	37.9	53
Construction	172	155	157	182	182	199	198	211	214	197	14.5	25
Manufacturing	538	593	516	474	515	551	584	523	453	404	-24.9	-134
Service Providing	3,127	3,173	3,186	3,186	3,206	3,276	3,334	3,359	3,300	3,289	5.2	162
Trade, Transportation & Utilities	1,275	1,325	1,338	1,338	1,310	1,304	1,306	1,308	1,262	1,279	0.3	4
Information	92	87	82	77	76	78	81	86	91	93	1.1	1
Financial Activities	293	259	252	236	232	242	252	249	252	255	-13.0	-38
Professional & Business Services	276	254	247	248	262	271	259	264	242	231	-16.3	-45
Education & Health Services	519	584	603	617	624	635	718	713	724	731	40.8	212
Leisure & Hospitality	505	500	502	504	542	536	552	567	540	519	2.8	14
Other Services, except Public	167	165	162	165	160	209	167	173	188	183	9.6	16
Government	1,120	1,117	1,132	1,123	1,092	1,092	1,127	1,111	1,109	1,094	-2.3	-26
Federal	78	79	76	73	67	68	66	67	66	71	-9.0	-7
State	166	164	169	169	165	162	165	165	166	163	-1.8	-3
Local	876	873	887	880	860	863	897	880	878	860	-1.8	-16

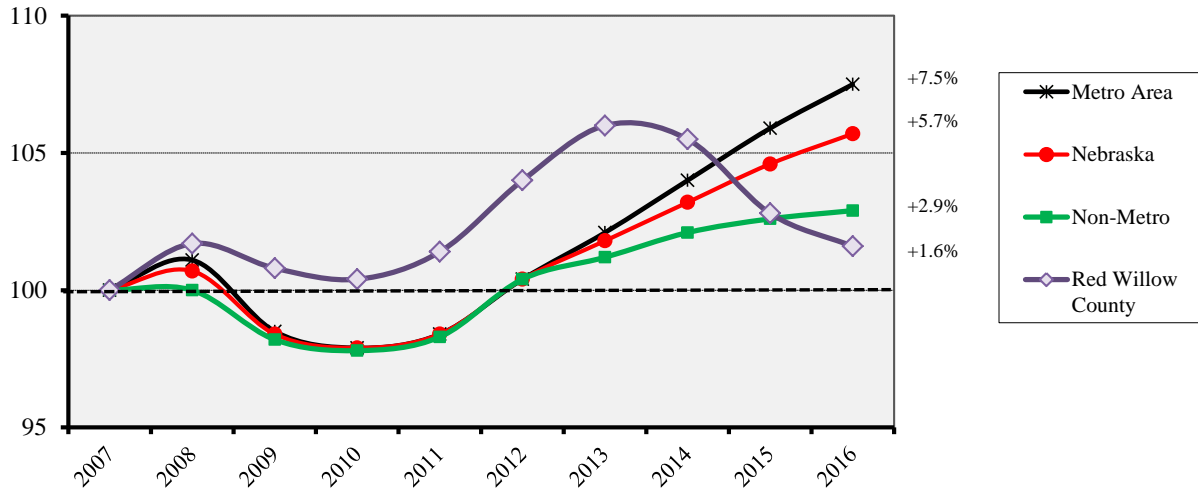
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2017
Labor Force & Work Force Summary, 2007-2016, Annually, Red Willow County (June 2017 data)

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Red Willow County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2007–2016. 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 Red Willow County increased 1.6 percent (80 jobs) from 2007 to 2016, compared to a 5.7 percent increase for Nebraska as a whole, a 7.5 percent increase in metropolitan Nebraska, and a 2.9 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Red Willow County, Nebraska,
Metro, and Non-Metro Nebraska, 2007–2016
(Index, 2007=100)**

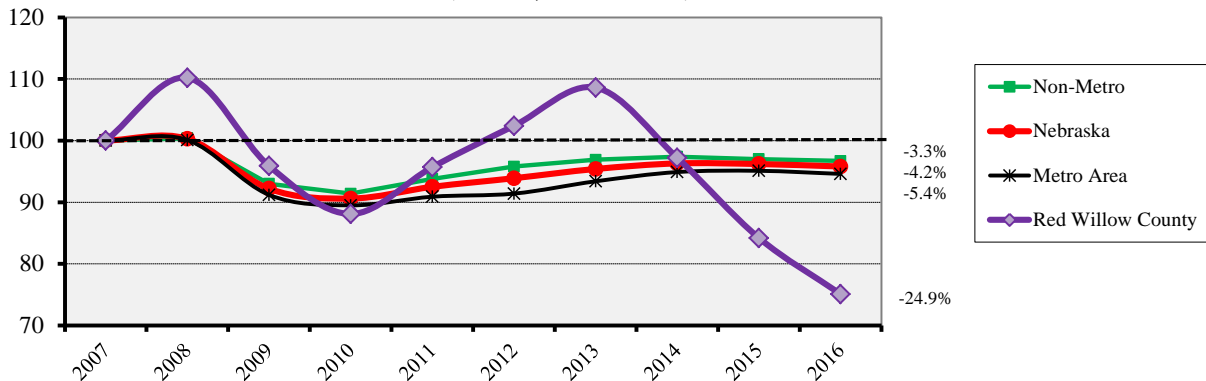


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2017

Chart 2 presents data on manufacturing wage and salary employment growth for Red Willow County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Red Willow County recorded a 24.9 percent decrease in employment (134 jobs) between 2007 and 2016. This compares to a 3.3 percent decrease in employment for non-metropolitan Nebraska; a 4.2 percent decrease for Nebraska as a whole; and a 5.4 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Red Willow County, Nebraska,
Metro, and Non-Metro Nebraska, 2007–2016
(Index, 2007=100)**



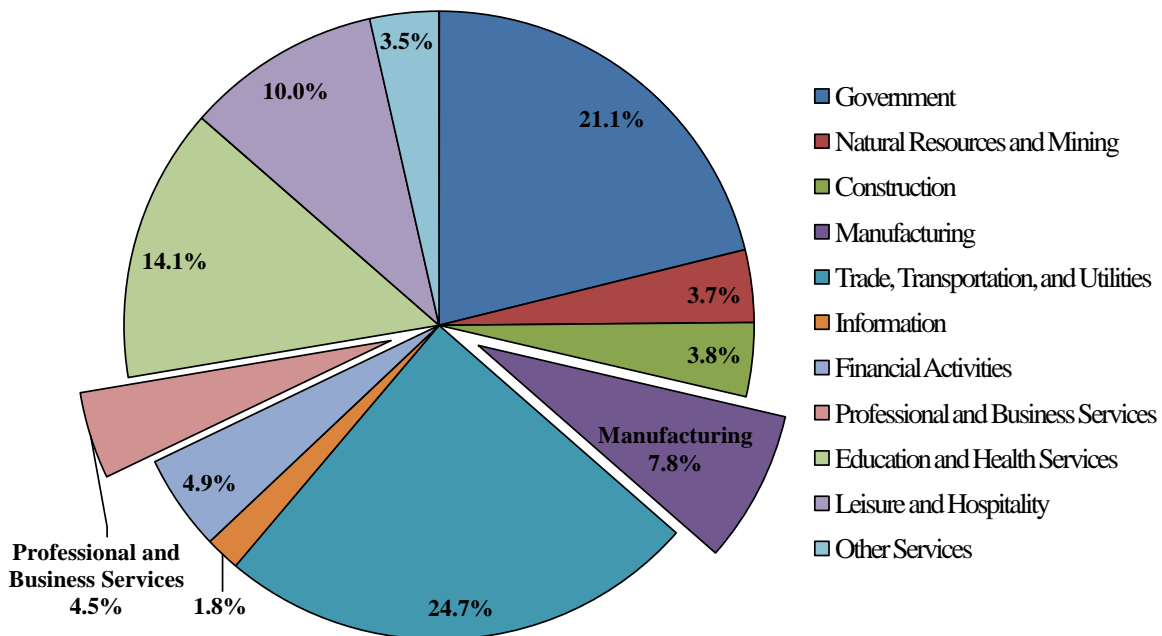
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2017

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 Red Willow County compared to the non-metropolitan and metropolitan distributions.

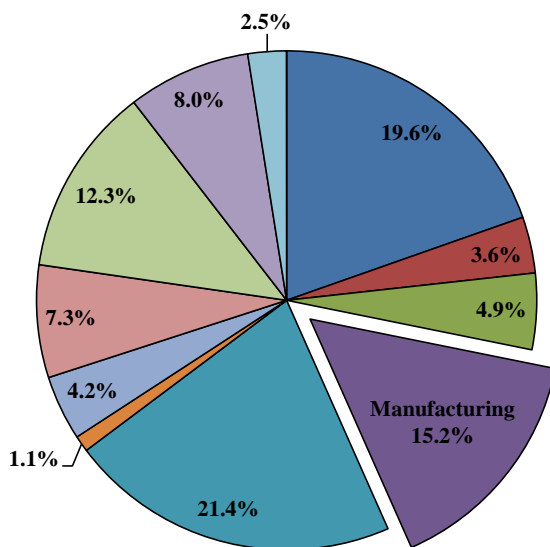
When comparing the Red Willow County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 7.8 percent of the county workforce (404 employees) compared to 15.2 percent for non-metropolitan Nebraska; a difference of 7.4 percent. Comparing Red Willow County to the overall metropolitan distribution, the largest deviation is found in the Professional and Business Services sector (4.5 percent Red Willow County vs. 15.1 percent metropolitan Nebraska; a difference of 10.6 percent).

Charts 3, 4, 5

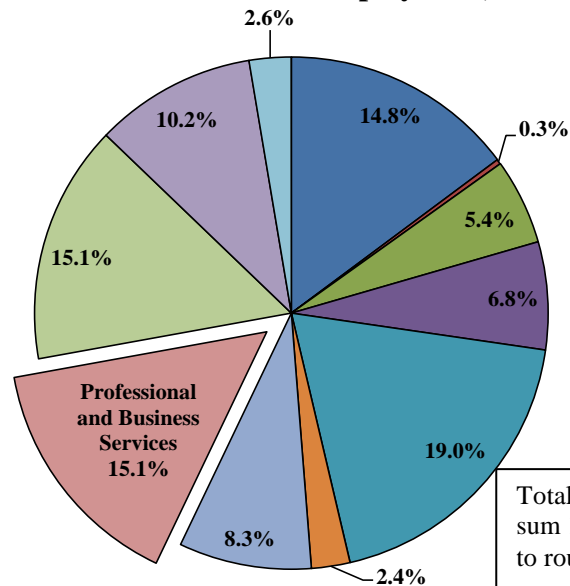
Nonfarm Wage & Salary Employment by Major Economic Sector Red Willow County, 2016



Non-Metro Area W&S Employment, 2016



Metro Area W&S Employment, 2016



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

Totals may not sum 100% due to rounding.

The next table (Table 2) shows labor force information for Red Willow County for the time period 2007–2016. 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 Red Willow County residents participating in the labor force between 2007 and 2016 (1.3 percent or 76 people).

The number of those unemployed in Red Willow County increased by 18.8 percent (28 people) between 2007 and 2016. 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 Red Willow County unemployment rate was 3.0 percent in 2016; slightly below that for metropolitan Nebraska (3.2 percent), slightly below Nebraska as a whole (3.2 percent), and also slightly below non-metropolitan Nebraska (3.2 percent).

Table 2

Labor Force & Employment Trends, Red Willow County, Nebraska
Selected Years: 2007–2016

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change 2007-2016	# Change 2007-2016
Labor Force	5,921	6,020	6,099	6,216	6,287	6,357	6,438	6,285	6,107	5,997	1.3	76
Unemployment	149	174	274	227	218	207	191	162	164	177	18.8	28
Unemployment Rate	2.5	2.9	4.5	3.7	3.5	3.3	3.0	2.6	2.7	3.0	(N/A)	(N/A)
Employment	5,772	5,846	5,825	5,989	6,069	6,150	6,247	6,123	5,943	5,820	0.8	48

(N/A) - Data not available

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2017

Residence and Work Flow Patterns

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for the City of McCook in Red Willow 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 city 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 McCook are from 2015.

Table 3 (pages 6–7) examines the Work Destination area for McCook from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 3,478 city labor force participants holding primary jobs. As Table 3 shows, 97.3 percent of McCook’s labor force participants are employed within the state of Nebraska. Approximately 72.0 percent of McCook workers remain within Red Willow County for employment with 28.0 percent leaving the county borders for work (next page). The top ten incorporated places where McCook 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

2015

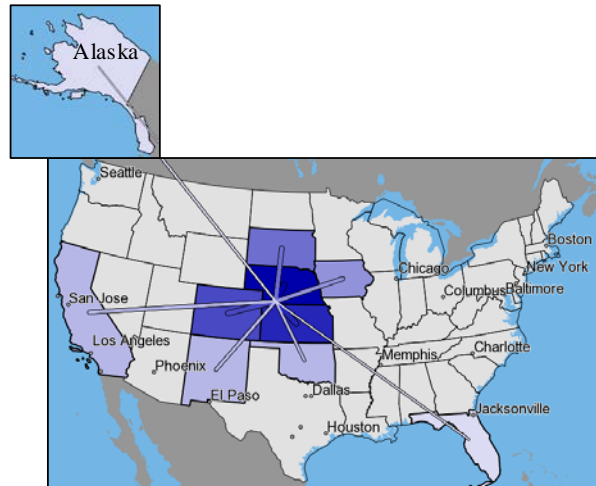
	Count	Share
Total Primary Jobs	3,478	100.0%

By States

Job Count by States Where Workers are Employed

2015

	Count	Share
Nebraska	3,383	97.3%
Kansas	43	1.2%
Colorado	23	0.7%
South Dakota	8	0.2%
Iowa	4	0.1%
California	2	0.1%
New Mexico	2	0.1%
Oklahoma	2	0.1%
Alaska	1	0.0%
Florida	1	0.0%
All Other Locations	9	0.3%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, January 2018

Table 3 (continued)

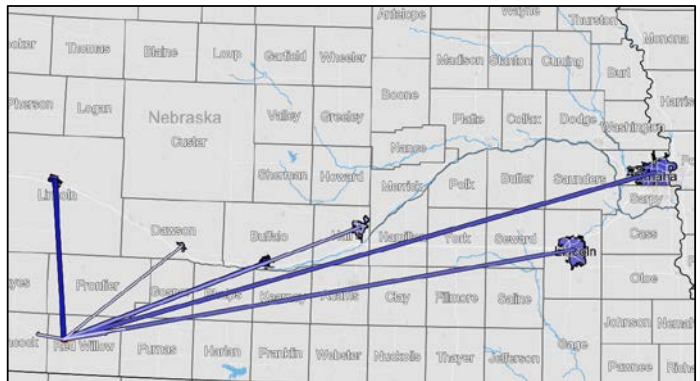
By Counties
Job Counts by Counties Where Workers are Employed
2015

	Count	Share
Red Willow County, NE	2,505	72.0%
Lincoln County, NE	130	3.7%
Hitchcock County, NE	103	3.0%
Furnas County, NE	83	2.4%
Buffalo County, NE	70	2.0%
Dawson County, NE	57	1.6%
Douglas County, NE	56	1.6%
Lancaster County, NE	53	1.5%
Hall County, NE	45	1.3%
Chase County, NE	29	0.8%
All Other Locations	347	10.0%



By Places (top 10)
Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed
2015

	Count	Share
McCook city, NE	2,133	61.3%
North Platte city, NE	115	3.3%
Kearney city, NE	63	1.8%
Omaha city, NE	55	1.6%
Lincoln city, NE	53	1.5%
Bartley village, NE	44	1.3%
Grand Island city, NE	39	1.1%
Culbertson village, NE	34	1.0%
Lexington city, NE	25	0.7%
Cambridge city, NE	23	0.7%
All Other Locations	894	25.7%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, January 2018

People also travel from other locations to work in the City of McCook—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within the City of McCook. The Census identified 3,896 primary jobs within McCook. As Table 4 indicates, 95.1 percent of these jobs are held by Nebraska residents. Approximately 68.2 percent of McCook workers live within the Red Willow County borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

Work Destination Report

Where Workers are Employed Who Live in the Selection Area

2015

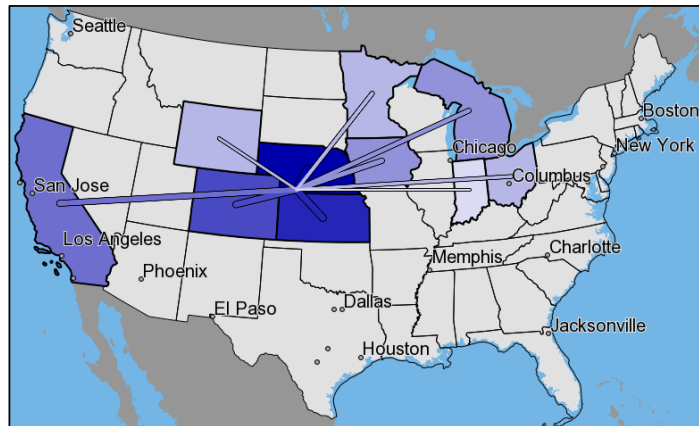
	Count	Share
Total Primary Jobs	3,896	100.0%

By States

Job Counts by States Where Workers Live

2015

	Count	Share
Nebraska	3,707	95.1%
Kansas	107	2.7%
Colorado	26	0.7%
California	8	0.2%
Iowa	5	0.1%
Michigan	5	0.1%
Minnesota	4	0.1%
Ohio	4	0.1%
Wyoming	4	0.1%
Indiana	3	0.1%
All Other Locations	23	0.6%

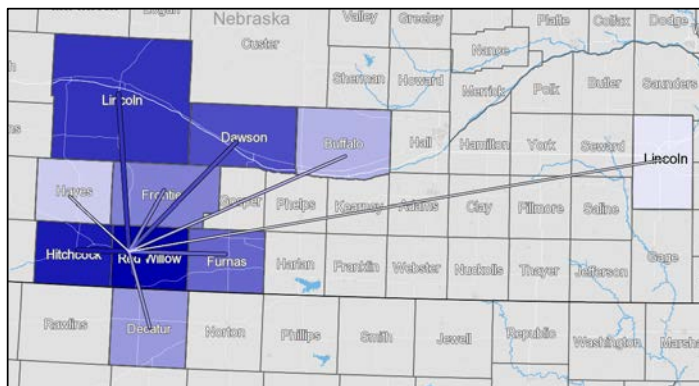


By Counties

Job Counts by Counties Where Workers Live

2015

	Count	Share
Red Willow County, NE	2,659	68.2%
Hitchcock County, NE	201	5.2%
Lincoln County, NE	145	3.7%
Dawson County, NE	84	2.2%
Furnas County, NE	77	2.0%
Frontier County, NE	75	1.9%
Decatur County, KS	48	1.2%
Buffalo County, NE	36	0.9%
Hayes County, NE	34	0.9%
Lancaster County, NE	33	0.8%
All Other Locations	504	12.9%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, January 2018

Table 4 (continued)

By Places (top 10)
Job Counts by Places (Cities, CDPs, etc.) Where Workers Live
2015

	Count	Share
McCook city, NE	2,133	54.7%
North Platte city, NE	98	2.5%
Indianola city, NE	75	1.9%
Culbertson village, NE	41	1.1%
Bartley village, NE	39	1.0%
Oberlin city, KS	38	1.0%
Trenton village, NE	36	0.9%
Curtis city, NE	29	0.7%
Lincoln city, NE	29	0.7%
Kearney city, NE	25	0.6%
All Other Locations	1,353	34.7%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, January 2018

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

Table 5

Inflow/Outflow Report

Selection Area Labor Market Size (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	3,896	100.0%	4,000	100.0%	4,136	100.0%
Living in the Selection Area	3,478	89.3%	3,388	84.7%	3,273	79.1%
Net Job Inflow (+) or Outflow (-)	418	-	612	-	863	-

In-Area Labor Force Efficiency (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	3,478	100.0%	3,388	100.0%	3,273	100.0%
Living and Employed in the Selection Area	2,133	61.3%	1,983	58.5%	2,030	62.0%
Living in the Selection Area but Employed Outside	1,345	38.7%	1,405	41.5%	1,243	38.0%

In-Area Employment Efficiency (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	3,896	100.0%	4,000	100.0%	4,136	100.0%
Employed and Living in the Selection Area	2,133	54.7%	1,983	49.6%	2,030	49.1%
Employed in the Selection Area but Living Outside	1,763	45.3%	2,017	50.4%	2,106	50.9%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,345	100.0%	1,405	100.0%	1,243	100.0%
Workers Aged 29 or younger	347	25.8%	384	27.3%	276	22.2%
Workers Aged 30 to 54	656	48.8%	669	47.6%	650	52.3%
Workers Aged 55 or older	342	25.4%	352	25.1%	317	25.5%
Workers Earning \$1,250 per month or less	318	23.6%	390	27.8%	311	25.0%
Workers Earning \$1,251 to \$3,333 per month	549	40.8%	572	40.7%	530	42.6%
Workers Earning More than \$3,333 per month	478	35.5%	443	31.5%	402	32.3%
Workers in the "Goods Producing" Industry Class	258	19.2%	250	17.8%	241	19.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	495	36.8%	550	39.1%	460	37.0%
Workers in the "All Other Services" Industry Class	592	44.0%	605	43.1%	542	43.6%

Inflow Job Characteristics (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,763	100.0%	2,017	100.0%	2,106	100.0%
Workers Aged 29 or younger	391	22.2%	473	23.5%	505	24.0%
Workers Aged 30 to 54	864	49.0%	992	49.2%	1,026	48.7%
Workers Aged 55 or older	508	28.8%	552	27.4%	575	27.3%
Workers Earning \$1,250 per month or less	465	26.4%	558	27.7%	599	28.4%
Workers Earning \$1,251 to \$3,333 per month	712	40.4%	807	40.0%	835	39.6%
Workers Earning More than \$3,333 per month	586	33.2%	652	32.3%	672	31.9%
Workers in the "Goods Producing" Industry Class	248	14.1%	375	18.6%	382	18.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	488	27.7%	474	23.5%	504	23.9%
Workers in the "All Other Services" Industry Class	1,027	58.3%	1,168	57.9%	1,220	57.9%

Interior Flow Job Characteristics (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	2,133	100.0%	1,983	100.0%	2,030	100.0%
Workers Aged 29 or younger	530	24.8%	446	22.5%	457	22.5%
Workers Aged 30 to 54	1,021	47.9%	979	49.4%	1,023	50.4%
Workers Aged 55 or older	582	27.3%	558	28.1%	550	27.1%
Workers Earning \$1,250 per month or less	585	27.4%	537	27.1%	575	28.3%
Workers Earning \$1,251 to \$3,333 per month	891	41.8%	800	40.3%	811	40.0%
Workers Earning More than \$3,333 per month	657	30.8%	646	32.6%	644	31.7%
Workers in the "Goods Producing" Industry Class	349	16.4%	361	18.2%	367	18.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	365	17.1%	330	16.6%	339	16.7%
Workers in the "All Other Services" Industry Class	1,419	66.5%	1,292	65.2%	1,324	65.2%

Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, January 2018

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 McCook and the distance they travel to work. Looking at Table 6, the count of primary job holders living within McCook is greater in 2015 compared to 2013 and 2014. The distribution of miles traveled to work has also shifted slightly since 2013. Figure 1 shows the location and concentration of these workplaces.

Table 6

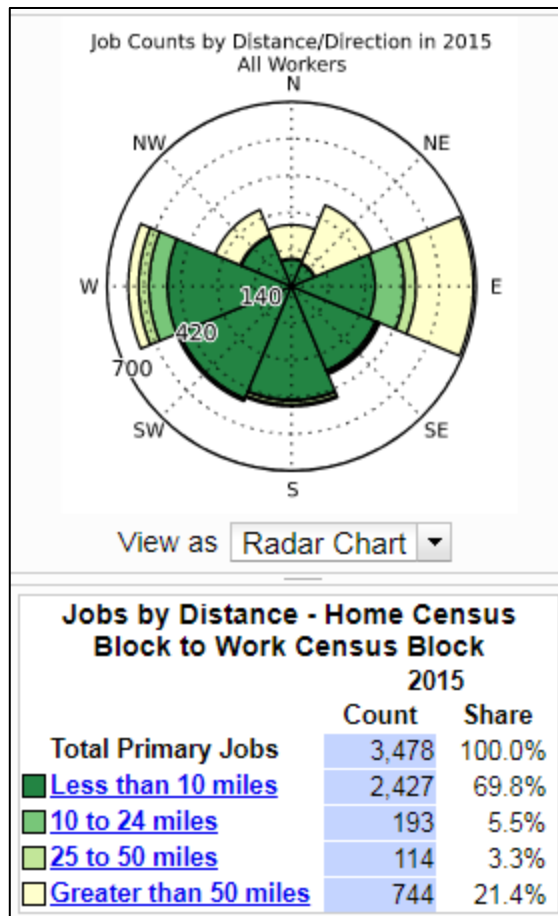
Distance/Direction Report - Home to Work Census Block *Live within study area - distance to work*

Job Counts in Work Blocks by Distance Only

	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	3,478	100.0%	3,388	100.0%	3,273	100.0%
Less than 10 miles	2,427	69.8%	2,219	65.5%	2,249	68.7%
10 to 24 miles	193	5.5%	154	4.5%	163	5.0%
25 to 50 miles	114	3.3%	95	2.8%	130	4.0%
Greater than 50 miles	744	21.4%	920	27.2%	731	22.3%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, January 2018

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, January 2018

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within the City of McCook and the distance to their homes. Looking at Table 7, the number of primary jobs held within McCook has decreased since 2013 and 2014. The data also show the majority of McCook 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

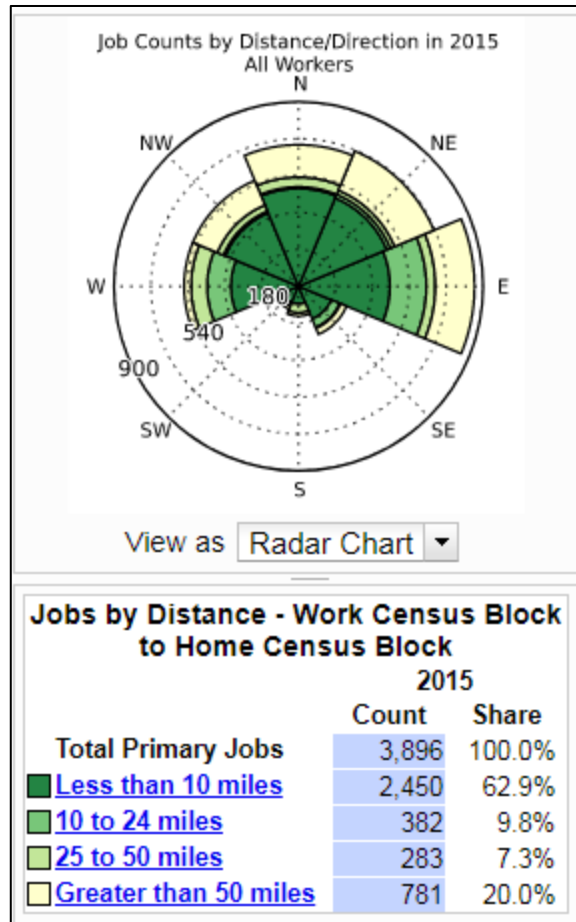
Work within study area - distance to home

Job Counts in Home Blocks by Distance Only

	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	3,896	100.0%	4,000	100.0%	4,136	100.0%
Less than 10 miles	2,450	62.9%	2,326	58.2%	2,359	57.0%
10 to 24 miles	382	9.8%	454	11.4%	440	10.6%
25 to 50 miles	283	7.3%	316	7.9%	379	9.2%
Greater than 50 miles	781	20.0%	904	22.6%	958	23.2%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, January 2018

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, January 2018

Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Red Willow County and the surrounding area. As Table 8 indicates, Red Willow County's population experienced an average annual decrease of 0.2 percent between 1970 and 2010 for a total decrease of 9.3 percent or 1,136 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Red Willow County reported an average annual 0.5 percent decrease in population from 2010 to 2016 (333 people total).

Table 8

County Population 1970–2016 Red Willow County and the Surrounding Area

Location	----Year----						Avg. Annual	Avg. Annual
	1970	1980	1990	2000	2010	2016	% Change 1970-2010	% Change 2010-2016
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,907,116	0.5	0.7
Red Willow County	12,191	12,615	11,705	11,450	11,055	10,722	-0.2	-0.5
Frontier County	3,982	3,647	3,101	3,098	2,756	2,621	-0.9	-0.8
Furnas County	6,897	6,486	5,553	5,324	4,959	4,787	-0.8	-0.6
Hayes County	1,530	1,356	1,222	1,068	967	897	-1.1	-1.2
Hitchcock County	4,051	4,079	3,750	3,113	2,908	2,825	-0.8	-0.5

Source: U.S. Bureau of the Census, Census of Population, May 2017

Table 9 data reveals the population of Red Willow County's incorporated places as a whole experienced an average annual population decrease of 0.2 percent from 1970 to 2010 and an average annual decrease of 0.4 percent from 2010 to 2016 for a total decrease of 10.2 percent (969 people) from 1970 to 2016. McCook, the county's largest city, reported a 9.2 percent decrease in population (759 people) between 1970 and 2016. The unincorporated areas outside of the selected communities experienced an 18.5 percent decrease (500 people) during the period 1970–2016.

Table 9

County Population 1970–2016 Red Willow County Communities and Unincorporated Areas

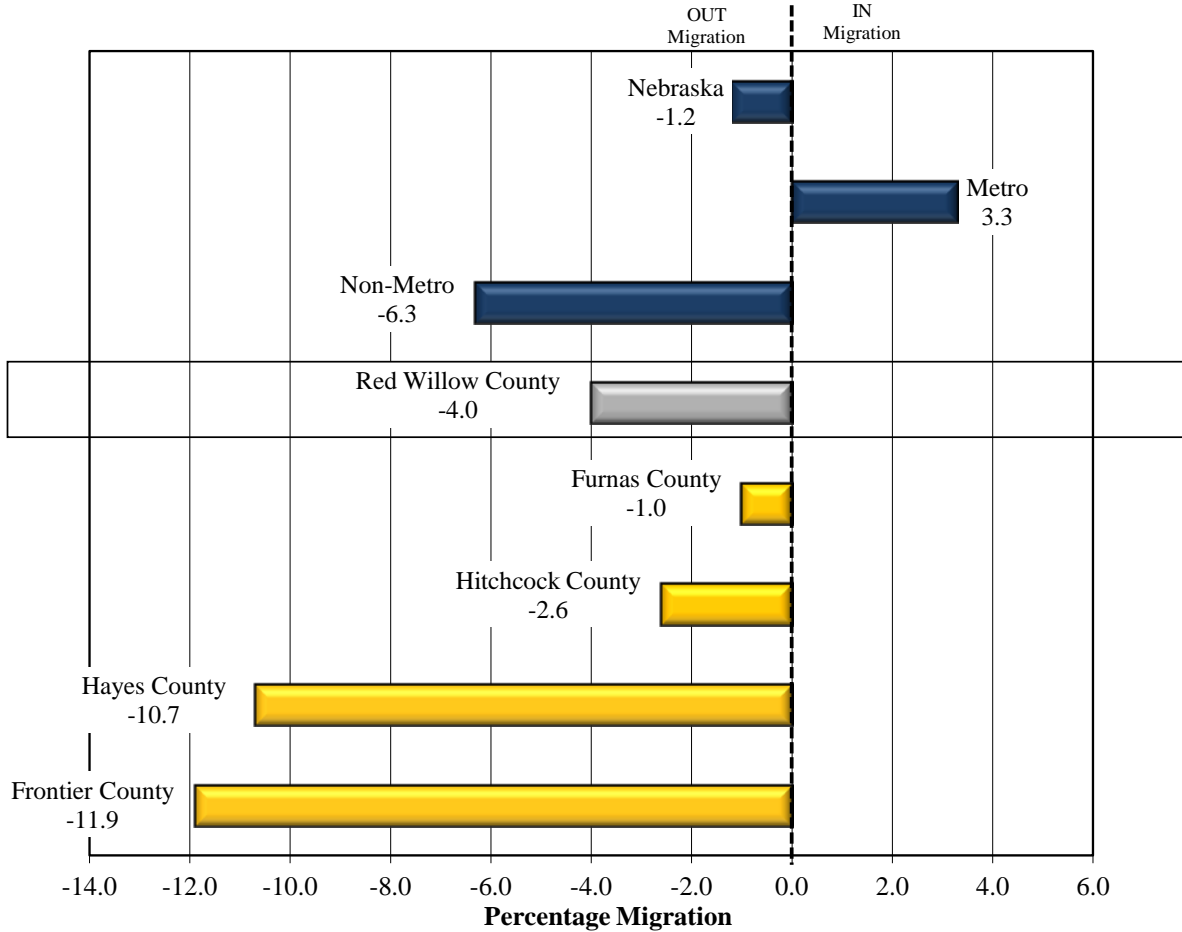
Location	----Year----						Avg. Annual	Avg. Annual
	1970	1980	1990	2000	2010	2016	% Change 1970-2010	% Change 2010-2016
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,907,116	0.5	0.7
Red Willow County	12,191	12,615	11,705	11,450	11,055	10,722	-0.2	-0.5
Bartley	283	342	339	355	283	273	0.0	-0.6
Danbury	137	143	109	127	101	97	-0.8	-0.7
Indianola	672	856	672	642	584	553	-0.4	-0.9
Lebanon	118	102	75	70	80	77	-1.0	-0.6
McCook	8,285	8,404	8,142	7,994	7,698	7,526	-0.2	-0.4
Total Incorporated Places	9,495	9,847	9,337	9,188	8,746	8,526	-0.2	-0.4
Unincorporated Areas	2,696	2,768	2,368	2,262	2,309	2,196	-0.4	-0.8

Source: U.S. Bureau of the Census, Census of Population, May 2017

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Red Willow 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, Red Willow County experienced a net out-migration of 458 people or 4.0 percent of its 2000 population.

Chart 6

**2000–2010 Net Migration as Percent of 2000 Population
Red Willow County and the Surrounding Area**

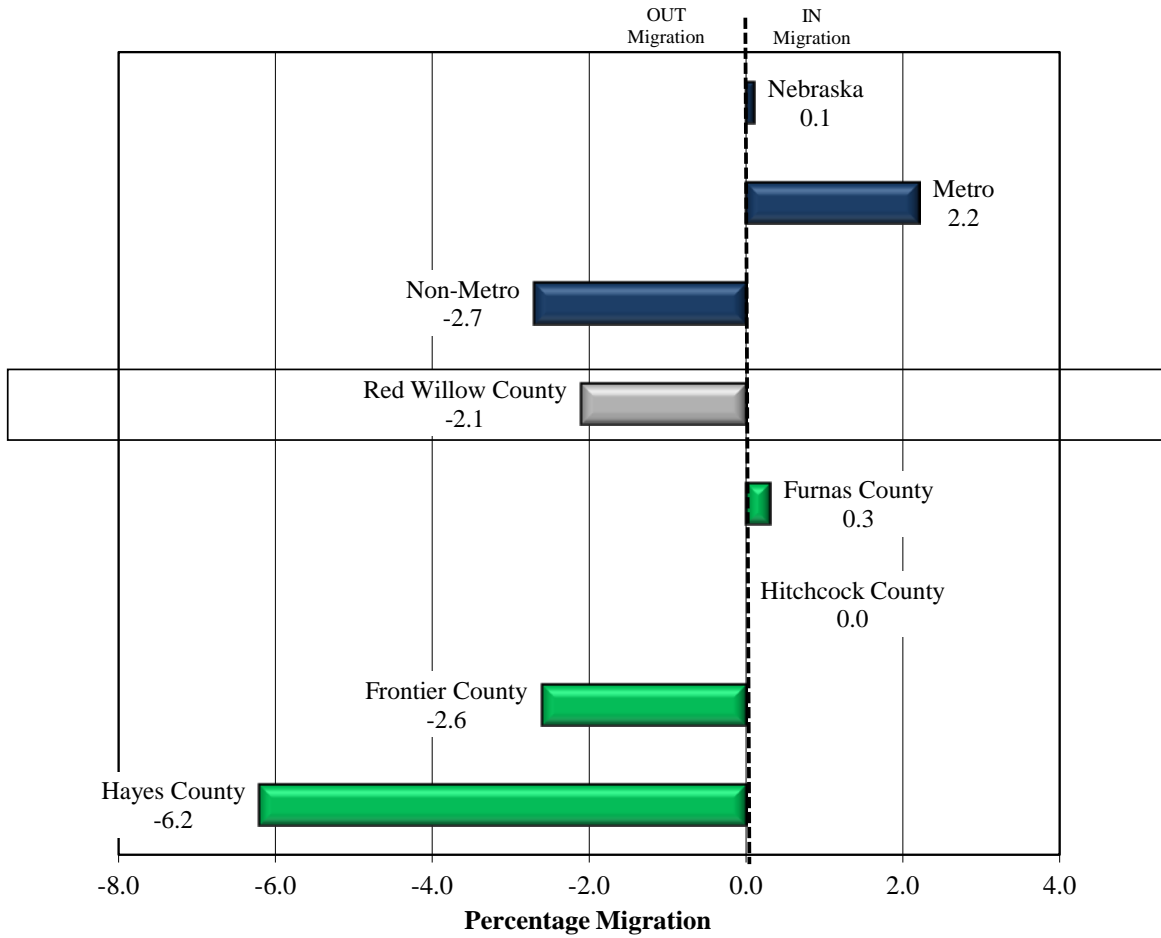


Source: U.S. Census Bureau, County population and estimated components of population change, July 2017

Looking at the years 2010–2015 (Chart 7), Red Willow County experienced a net out-migration of 228 people or 2.1 percent of its 2010 population.

Chart 7

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



Source: U.S. Census Bureau, County population and estimated components of population change, July 2017

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 194 greater than the number of people living in Red Willow County one-year ago. This indicates Red Willow 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

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

Current population one-year or older	10,896
Number of people living in the area one-year ago	10,702
Population change due to migration and mortality	194

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 loss of 63 people to other Nebraska counties and a net gain of 237 people from other states for a total net gain of 174 people one-year or older. As shown in Table 11, net gains occurred in the age groups Age 1 to 17 (gain of 69), Age 25 to 44 (gain of 84), and Age 45 to 64 (gain of 55) and net losses in age groups Age 18 to 24 (loss of 31) and Age 65 and over (loss of 3).

Table 11 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was a gain in residents with a bachelor's degree, associate's degree, or some college (gain of 160) and a loss of residents with a HS diploma or less (loss of 16) and graduate or professional degree (loss of 7).

Table 11

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

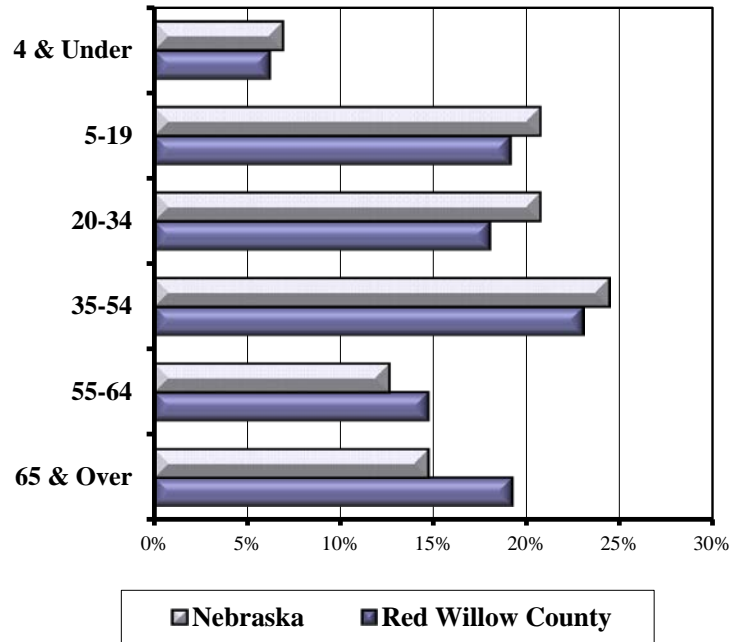
-- Part A: By Age Group --							
Age Group	Moved to Different Nebraska County	Moved From Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	74	94	20	6	55	49	69
Age 18 to 24	214	103	-111	33	113	80	-31
Age 25 to 44	134	122	-12	10	106	96	84
Age 45 to 64	10	52	42	48	61	13	55
Age 65 and over	29	27	-2	21	20	-1	-3
Total	461	398	-63	118	355	237	174
-- 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	116	74	-42	47	73	26	-16
Bachelor's or some college	50	127	77	32	115	83	160
Grad. or Prof. degree	7	0	-7	0	0	0	-7
Total	173	201	28	79	188	109	137

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 Red Willow County. The population of Red Willow County is significantly older in age than Nebraska as a whole. The median age for Red Willow County residents in 2015 was 41.4 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 Red Willow 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 Red Willow County and Nebraska

	2015 Population		Percent	
	Nebraska	Red Willow County	Nebraska	Red Willow County
4 & Under	130,631	667	6.9%	6.2%
5-19	392,651	2,065	20.7%	19.1%
20-34	392,362	1,944	20.7%	18.0%
35-54	463,120	2,486	24.4%	23.0%
55-64	238,715	1,593	12.6%	14.7%
65 & Over	278,711	2,074	14.7%	19.2%
Total	1,896,190	10,829	100%	100%
Median Age	36.3	41.4		

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 Red Willow 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

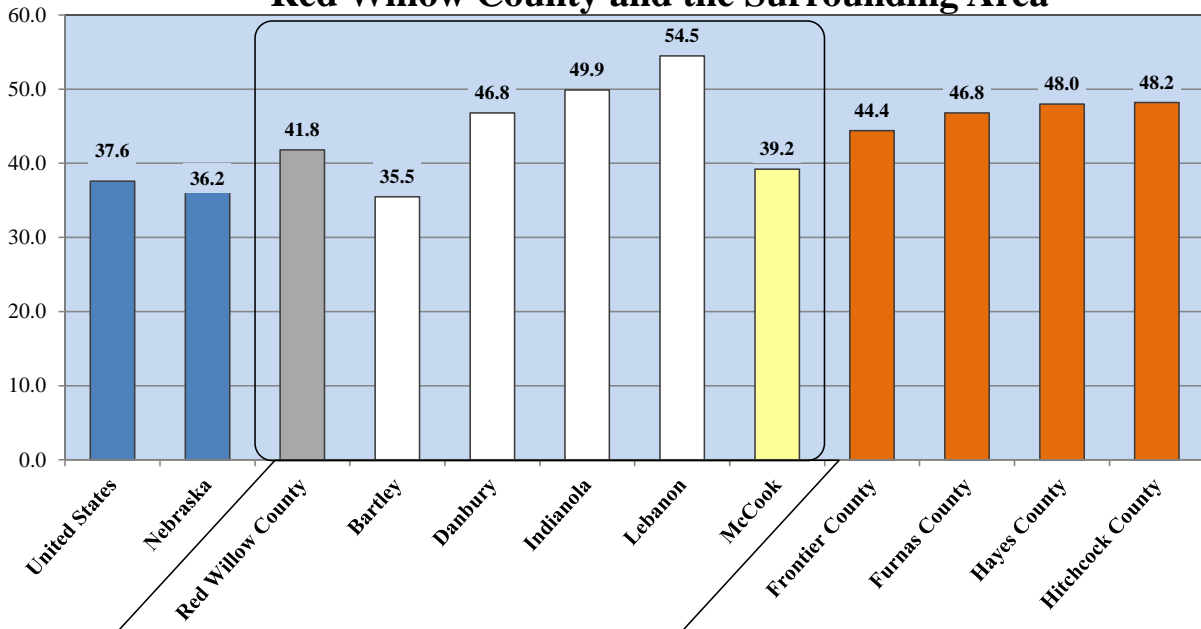
**Median Age by Location and Gender
Five-Year Estimate, 2011–2015
Red Willow County and the Surrounding Area**

	Median Age		
	Total	Male	Female
United States	37.6	36.2	38.9
Nebraska	36.2	35.1	37.5
Red Willow County	41.8	38.8	43.8
Bartley	35.5	31.8	40.8
Danbury	46.8	48.8	41.5
Indianola	49.9	51.3	46.7
Lebanon	54.5	51.8	54.7
McCook	39.2	35.8	42.7
Frontier County	44.4	42.7	45.1
Furnas County	46.8	45.8	47.5
Hayes County	48.0	46.8	49.2
Hitchcock County	48.2	44.1	49.8

Source: U.S. Census Bureau, 2011-2015 American Community Survey, March 2017

Chart 9

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



Source: U.S. Census Bureau, 2011-2015 American Community Survey, March 2017

Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Red Willow County and the surrounding area for 2016. 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

2016 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Red Willow County, and Surrounding Counties

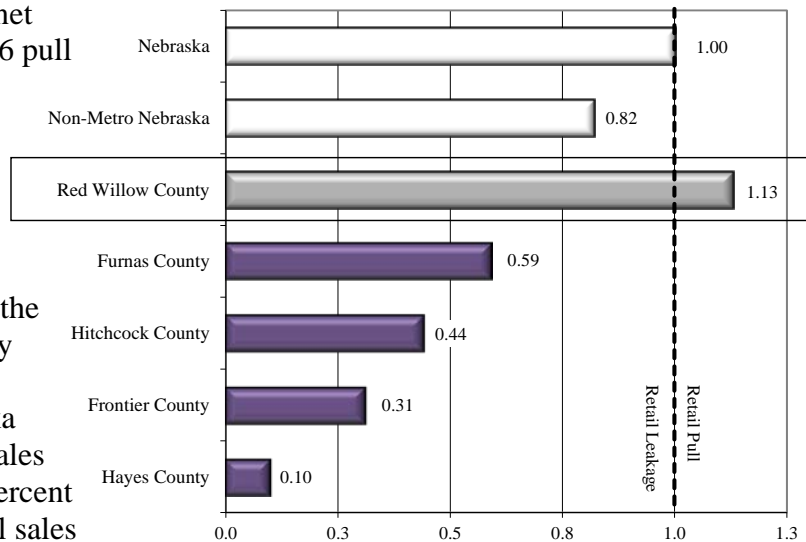
	2016 Population	2016 Retail Sales (x \$1,000)	2016 Per Cap Sales (\$)	2016 Pull Factor
Nebraska	1,907,116	23,471,035	12,307	1.00
Non-Metro Nebraska	863,461	8,673,355	10,045	0.82
Red Willow County	10,722	148,726	13,871	1.13
Frontier County	2,621	10,132	3,866	0.31
Furnas County	4,787	34,713	7,252	0.59
Hayes County	897	1,080	1,204	0.10
Hitchcock County	2,825	15,379	5,444	0.44

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 10

Reviewing the pull factors at the county level indicates Red Willow County experiences net positive retail injections. The 2016 pull factor of 1.13 indicates, on a per capita basis, retail sales in Red Willow County are above 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 Red Willow County (1.13) with the pull factor for the non-metropolitan area of Nebraska (0.82) indicates per capita retail sales in Red Willow County are 38.1 percent above the average per capita retail sales in the non-metropolitan area of Nebraska.

2016 Retail Sales (NMV) Pull Factors, Nebraska, Red Willow County & Surrounding Counties



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Table 15 and Chart 11 compare the 2016 pull factors for selected area communities. The community of McCook’s pull factor of 1.54 indicates that, on a per capita basis, non-motor vehicle retail sales in McCook are approximately 54.0 percent greater than the state’s average per capita sales.

Table 15

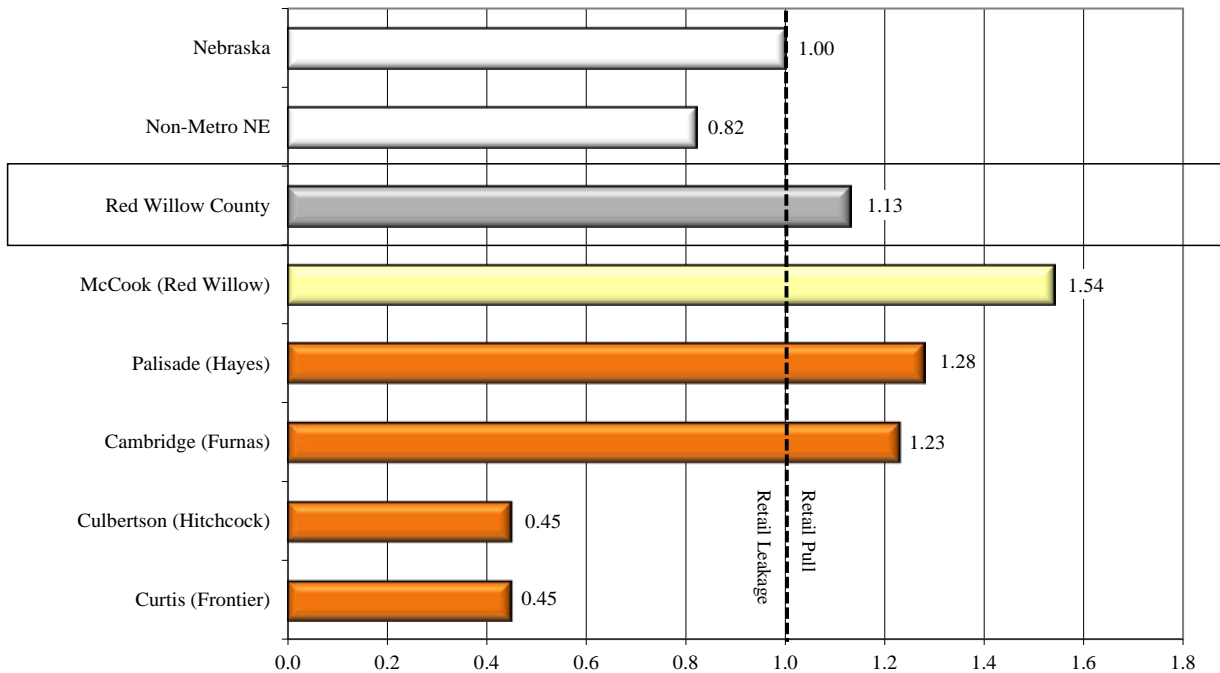
2016 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Red Willow County, and Selected Study Area Communities

	2016 Population	2016 Retail Sales (x \$1,000)	2016 Per Cap Sales (\$)	2016 Pull Factor
Nebraska	1,907,116	23,471,035	12,307	1.00
Non-Metro Nebraska	863,461	8,673,355	10,045	0.82
Red Willow County	10,722	148,726	13,871	1.13
McCook (Red Willow)	7,526	142,422	18,924	1.54
Curtis (Frontier)	896	4,920	5,491	0.45
Cambridge (Furnas)	1,038	15,763	15,186	1.23
Palisade (Hayes)	337	5,300	15,728	1.28
Culbertson (Hitchcock)	578	3,204	5,544	0.45

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 11

2016 Retail Sales (NMV) Pull Factors, Nebraska, Red Willow County & Selected Study Area Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2016 pull factors into the communities reporting retail sales figures within Red Willow County. As this table indicates, the community of McCook had the strongest pull factor (1.54) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 1.13 for Red Willow County in 2016.

Table 16

2016 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska and Available Red Willow County Area Communities

	2016 Population	2016 Retail Sales (x \$1,000)	2016 Per Cap Sales (\$)	2016 Pull Factor
Nebraska	1,907,116	23,471,035	12,307	1.00
Non-Metro Nebraska	863,461	8,673,355	10,045	0.82
Red Willow County	10,722	148,726	13,871	1.13
McCook	7,526	142,422	18,924	1.54
Indianola	553	4,774	8,634	0.70
Bartley	273	1,376	5,041	0.41
Danbury	97	146	1,509	0.12

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 12

2016 Retail Sales (NMV) Pull Factors, Nebraska and Available Red Willow County Communities

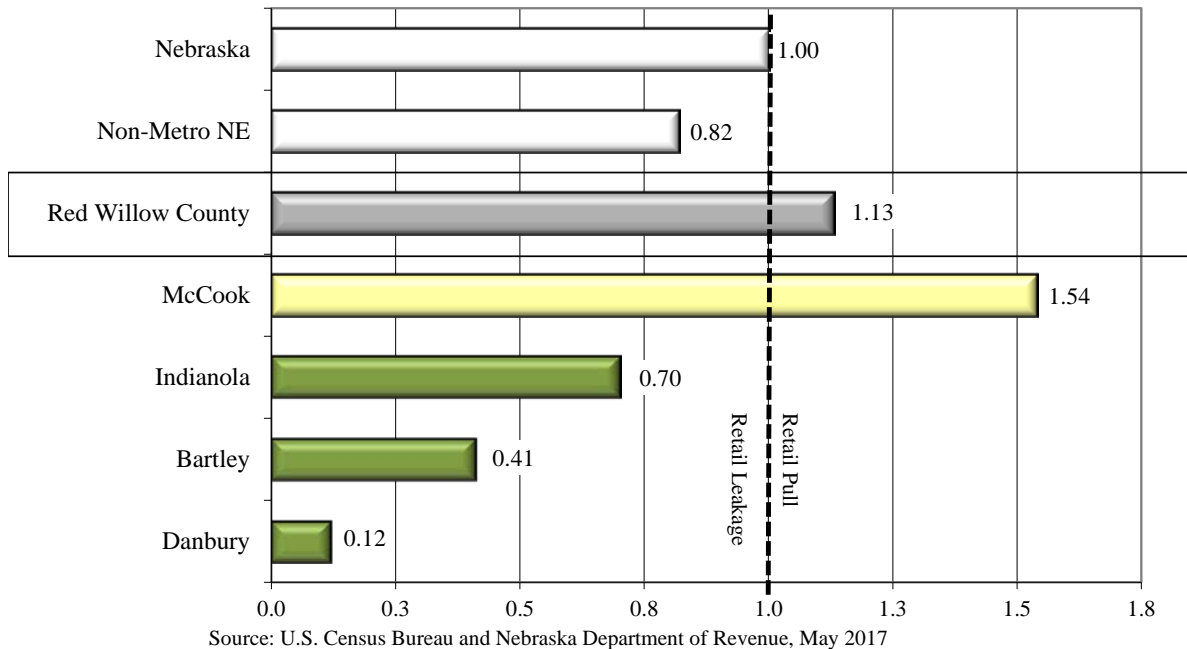


Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2016 pull factors for Nebraska, McCook, and eight other similarly sized communities selected from around the state. York's pull factor of 1.92 leads the group for 2016 thus indicating York has greater retail pull.

Table 17

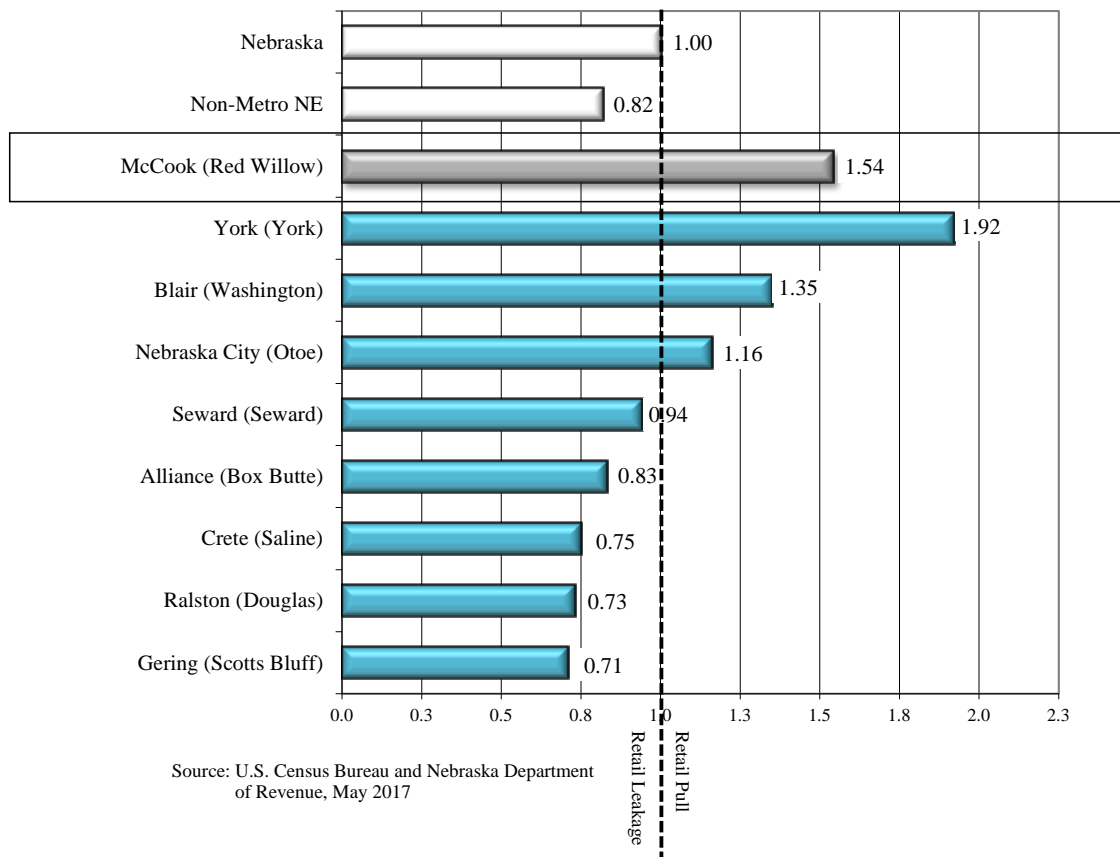
2016 Retail Sales (Non-Motor Vehicle) Pull Factors McCook & Other Similarly Sized Nebraska Communities

	2016 Population	2016 Retail Sales (x \$1,000)	2016 Per Cap Sales (\$)	2016 Pull Factor
Nebraska	1,907,116	23,471,035	12,307	1.00
Non-Metro Nebraska	863,461	8,673,355	10,045	0.82
McCook (Red Willow)	7,526	142,422	18,924	1.54
Crete (Saline)	7,059	64,924	9,197	0.75
Seward (Seward)	7,219	83,412	11,555	0.94
Ralston (Douglas)	7,329	65,586	8,949	0.73
Nebraska City (Otoe)	7,347	105,078	14,302	1.16
York (York)	7,860	186,054	23,671	1.92
Blair (Washington)	8,089	134,341	16,608	1.35
Gering (Scotts Bluff)	8,360	73,175	8,753	0.71
Alliance (Box Butte)	8,403	85,398	10,163	0.83

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 13

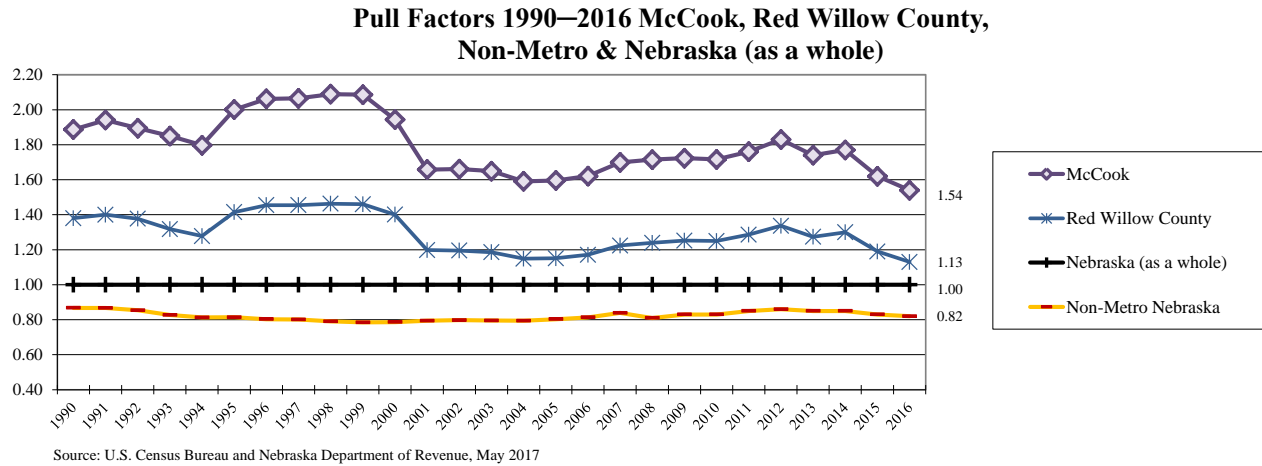
2016 Retail Sales (NMV) Pull Factors, McCook & Other Similarly Sized Nebraska Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 14 illustrates the pull factor trend for McCook, Red Willow County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2016. In examining the time line, the City of McCook shows retail pull fluctuating well above the state average throughout the entire study period. Data within Red Willow County (as a whole) also shows the pull factor above the non-metropolitan county average and the Nebraska (as a whole) average throughout the time period.

Chart 14



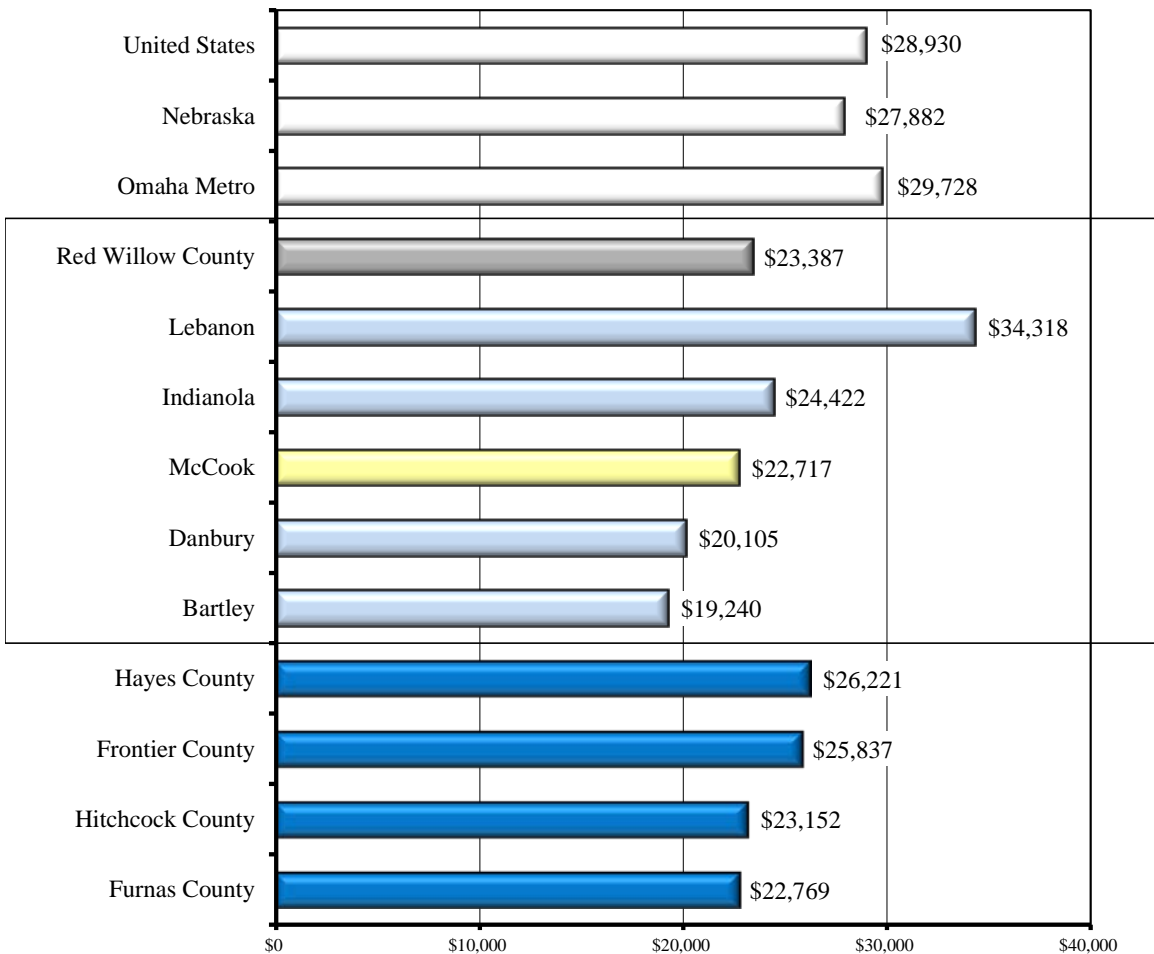
Per Capita Personal Income

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

The 2011–2015, five-year estimates show per capita personal income for Red Willow County is estimated to be \$23,387 compared to \$27,882 for Nebraska as a whole.

Chart 15

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



Source: U.S. Census Bureau, 2015 inflation adjusted past 12-months, 2011-2015 American Community Survey, accessed May 2017.

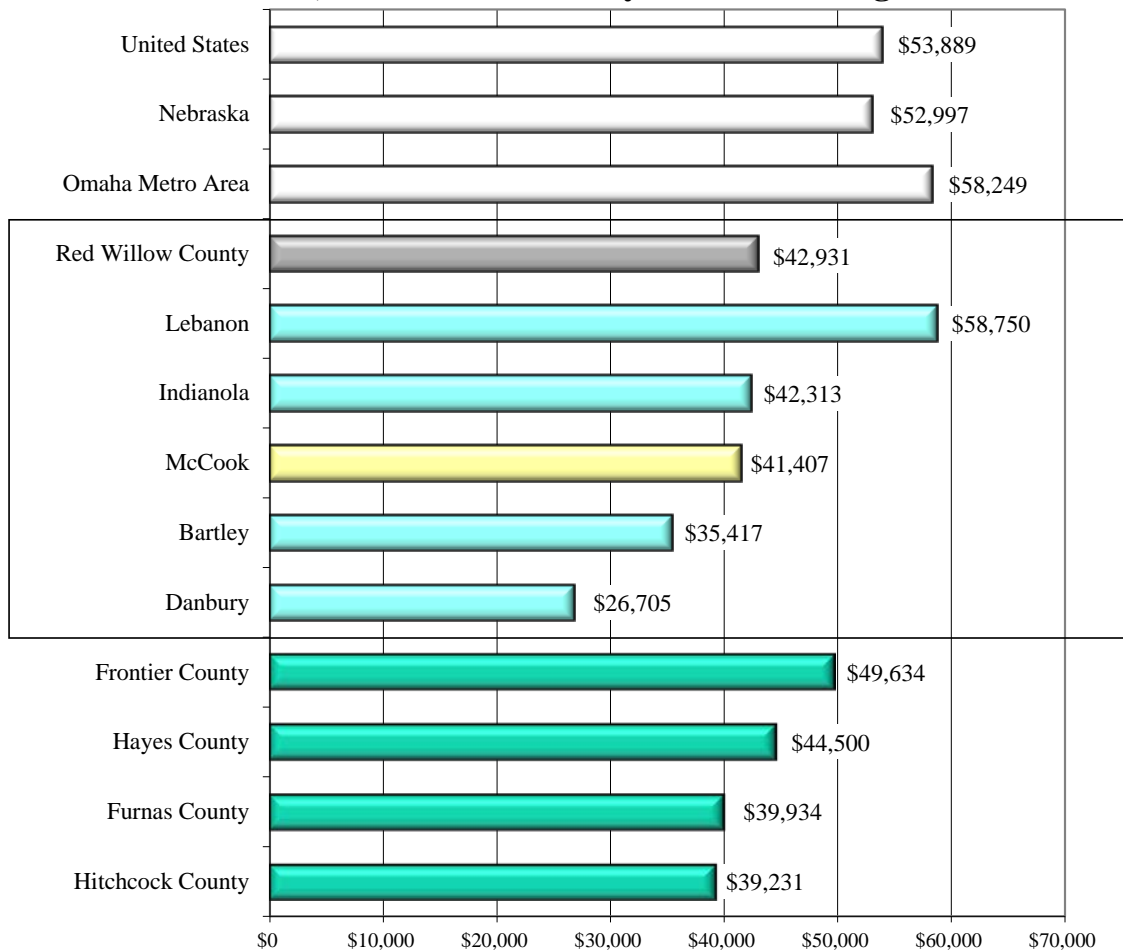
Median Household Income

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 Red Willow County is estimated to be \$42,931 in 2015 compared to \$52,997 for Nebraska as a whole.

Chart 16

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



Source: U.S. Census Bureau, 2011-2015 American Community Survey, accessed May 2017.