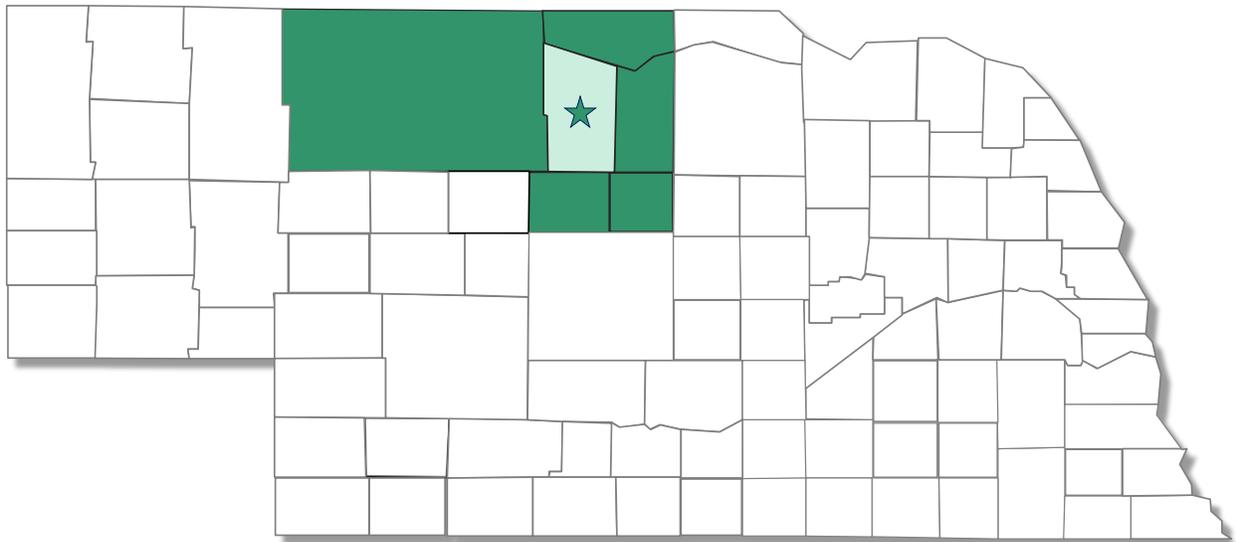


Economic and Demographic Trends

Ainsworth, Brown County, and the Surrounding Area



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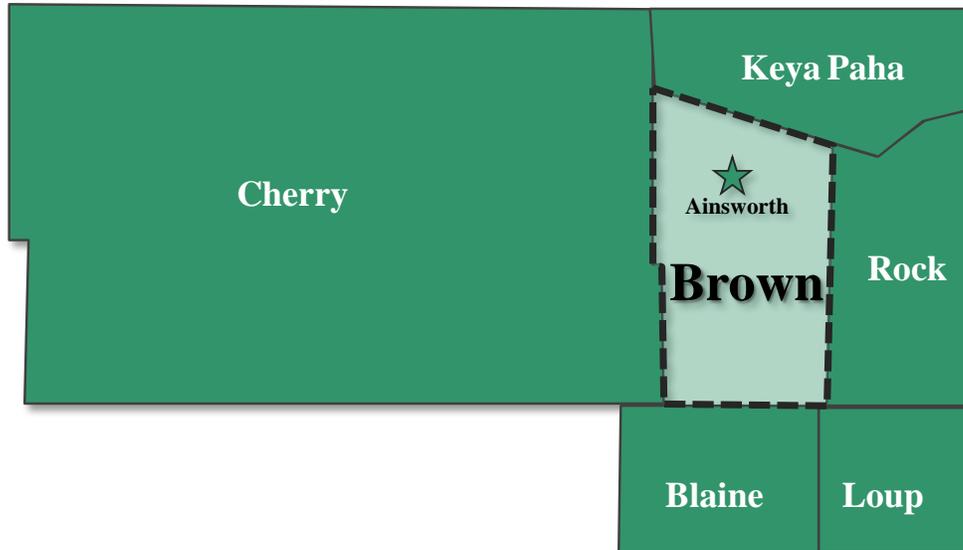
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Economic and Demographic Trends in Ainsworth, Brown County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Ainsworth, Brown County, and the surrounding area. 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 Brown County, other counties included in this area are Blaine, Cherry, Keya Paha, Loup, and Rock. The retail sales section also compares retail growth between Ainsworth and eight other similarly sized Nebraska communities.

Labor Force and Employment

Table 1 and Charts 1–5 (next pages) present non-farm wage and salary data for Brown County for the period 2002–2011. Non-farm 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).

Non-farm wage and salary employment consists of the following 11 sectors:

- Manufacturing (Durable & Nondurable)
- Natural Resources & Construction
- Trade (Retail & Wholesale)
- Transportation, Warehousing & 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 Brown County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Brown County decreased 0.5 percent (-6 jobs) between 2002 and 2011.

Table 1 also provides employment data for Brown County by major economic sector for years 2002–2011. Of the sectors reporting complete data, the Transportation, Warehousing & Utilities sector recorded the largest percentage increase in employment between 2002 and 2011 (37.5 percent or 9 jobs). The Trade sector (includes both the Wholesale and Retail Trade sectors) recorded the largest actual increase in employment during this time period (65 jobs or 26.6 percent).

Table 1 **Non-Farm Wage & Salary Employment Trends, Brown County, Nebraska**
Selected Years: 2002-2011

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	% Change 2002-2011	# Change 2002-2011
Non-farm Employment (W&S)	1,181	1,160	1,182	1,211	1,216	1,178	1,206	1,167	1,175	1,175	-0.5	-6
Manufacturing	43	43	47	46	44	30	33	28	25	25	-41.9	-18
Durable Goods	(D)	(D)	(D)	(D)	(D)	-	-	-	-	-	(N/A)	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	30	33	28	25	25	(N/A)	(N/A)
Non-manufacturing												
Natural Resources & Construction	49	43	43	55	42	41	45	43	44	48	-2.0	-1
Trade	244	247	271	260	290	294	317	312	314	309	26.6	65
Wholesale Trade	67	54	53	60	66	87	96	96	95	94	40.3	27
Retail Trade	177	193	219	200	224	206	221	216	219	215	21.5	38
Transportation, Warehousing & Utilities	24	26	29	27	31	26	25	25	29	33	37.5	9
Information	(D)	(N/A)	(N/A)									
Financial Activities	(D)	(N/A)	(N/A)									
Professional & Business Services	(D)	40	36	40	38	59	53	51	46	51	(N/A)	(N/A)
Education & Health Services	139	129	132	135	(D)	125	111	111	(D)	112	-19.4	-27
Leisure & Hospitality	111	116	128	128	117	115	124	105	79	76	-31.5	-35
Other Services, except Public	(D)	40	38	(D)	(D)	62	57	53	57	60	(N/A)	(N/A)
Government	427	415	397	389	385	381	394	397	418	415	-2.8	-12
Federal	27	28	27	26	25	25	25	25	27	24	-11.1	-3
State	51	44	44	47	50	50	53	50	47	47	-7.8	-4
Local	349	343	326	315	309	306	316	322	344	345	-1.1	-4

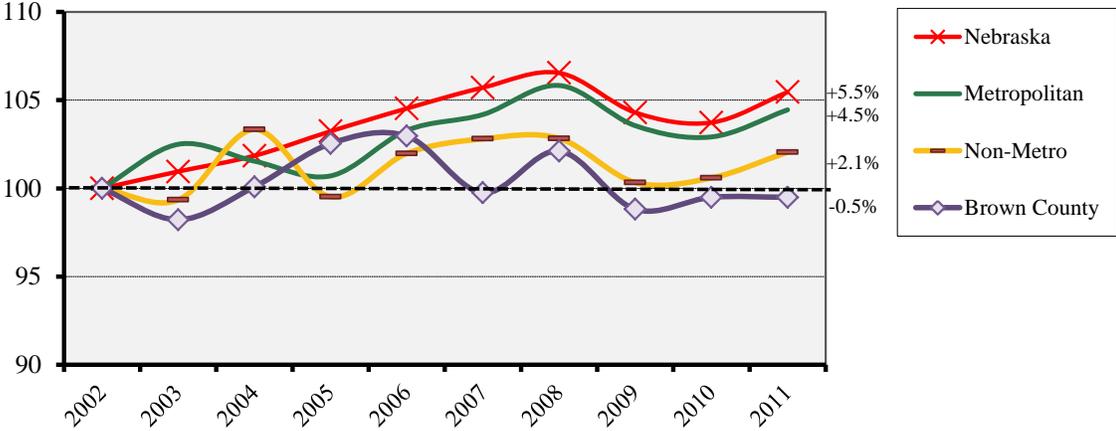
Labor Force & Work Force Summary, 2002-2011, Annually, Brown County, Nebraska (March 2012 data)
Source: Nebraska Department of Labor, Labor Market Information
(D) Data withheld to avoid disclosure of individual reporting units
(N/A) Data not available

Chart 1 (next page) compares total non-farm wage and salary employment growth in Brown County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2002–2011. Non-metropolitan Nebraska is defined as Nebraska minus the seven metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

As this chart indicates, total non-farm wage and salary employment in Brown County decreased 0.5 percent (-6 jobs) from 2002 to 2011, compared to a 5.5 percent increase for Nebraska as a whole, a 4.5 percent increase in metropolitan Nebraska, and a 2.1 percent increase in non-metropolitan Nebraska.

Chart 1

Non-Farm (W&S) Employment, Brown County, Nebraska, Metro, and Non-Metro Nebraska, 2002-2011
 (Index, 2002=100)

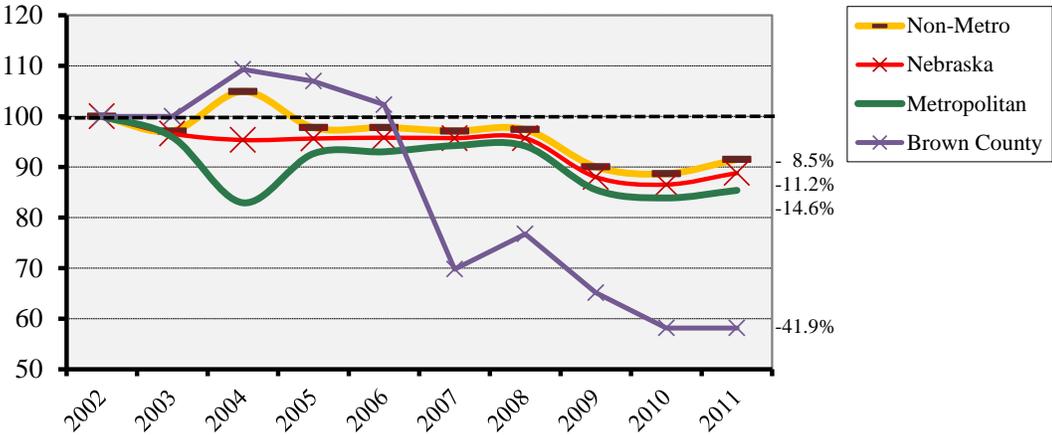


Source: Labor Force & Work Force Summary, March 2012

Chart 2 presents data on manufacturing wage and salary employment growth for Brown County, Nebraska, metropolitan, and non-metropolitan areas. Manufacturing employment decreased 41.9 percent between 2002 and 2011. This compares to an 8.5 percent decrease in employment for the non-metropolitan Nebraska area, an 11.2 percent decrease for Nebraska as a whole, and a 14.6 percent decrease for metropolitan Nebraska over the same period.

Chart 2

Manufacturing (W&S) Employment, Brown County, Nebraska, Metro, and Non-Metro Nebraska, 2002-2011
 (Index, 2002=100)



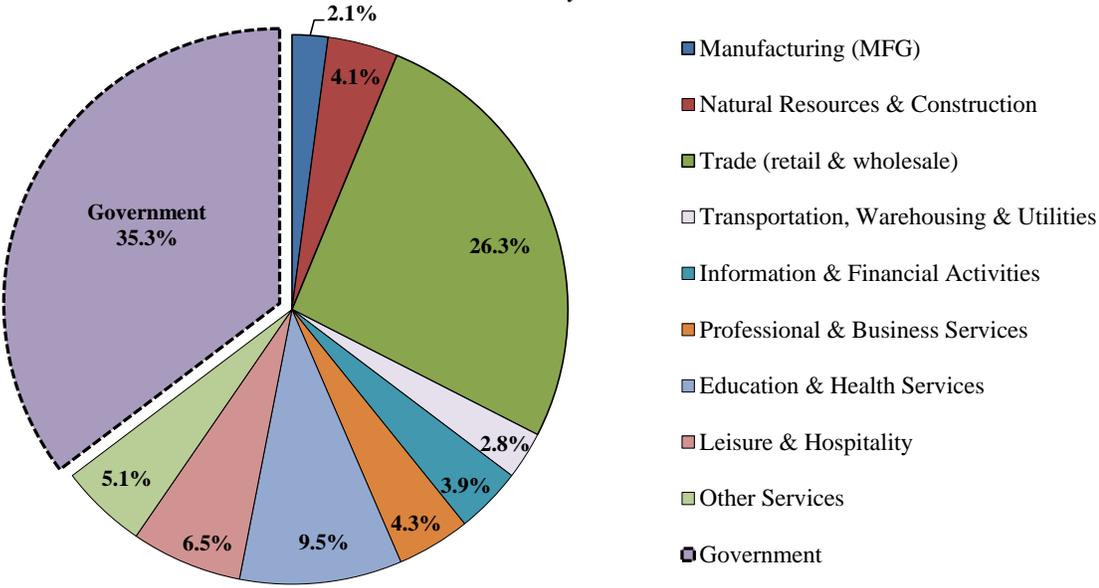
Source: Labor Force & Work Force Summary, March 2012

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 Brown County compared to the non-metropolitan and metropolitan distributions. The Information & Financial Activities sectors have been combined in these charts to avoid disclosure of individual reporting units in Brown County.

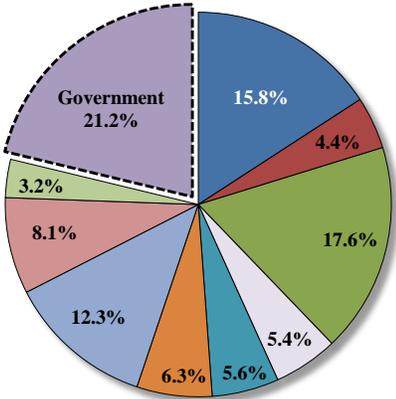
When comparing the Brown County employment sectors to non-metropolitan Nebraska, the largest deviation falls in the Government sector having 35.3 percent employment (415 employees) compared to non-metropolitan Nebraska employment at 21.2 percent of the workforce; a difference of 14.1 percent. Comparing Brown County to the overall metropolitan distribution, the largest deviation is also found in the Government sector (35.3 percent or 415 jobs Brown County vs. 16.1 percent metropolitan Nebraska; a difference of 19.2 percent).

Charts 3, 4, 5

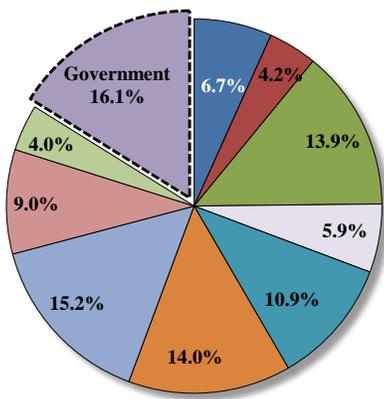
Non-Farm Wage & Salary Employment by Major Economic Sector
Brown County, 2011



Non-Metropolitan Nebraska W&S Employment, 2011



Metropolitan Nebraska W&S Employment, 2011



The next table (Table 2) shows labor force information for Brown County for the time period 2002–2011. 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 Brown County residents participating in the labor force between 2002 and 2011 (-1.8 percent or -34 people).

The percent of those unemployed in Brown County decreased by 9.0 percent (-6 people) between 2002 and 2011. 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 Brown County unemployment rate was 3.3 percent in 2011; below that for metropolitan Nebraska (4.4 percent), Nebraska as a whole (4.2 percent), and non-metropolitan Nebraska (3.9 percent).

Table 2

Labor Force & Employment Trends, Brown County, Nebraska
 Selected Years: 2002-2011

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	% Change 2002-2011	# Change 2002-2011
Labor Force	1,903	1,922	1,928	1,923	1,908	1,819	1,854	1,819	1,855	1,869	-1.8	-34
Unemployment	67	75	65	63	54	47	48	58	65	61	-9.0	-6
Unemployment Rate	3.5	3.9	3.4	3.3	2.8	2.6	2.6	3.2	3.5	3.3	(N/A)	(N/A)
Employment	1,836	1,847	1,863	1,860	1,854	1,772	1,806	1,761	1,791	1,808	-1.5	-28

Labor Force & Work Force Summary, 2002-2011, Annually, Brown County, Nebraska (March 2012 data)

Source: Nebraska Department of Labor, Labor Market Information

(N/A) Data not available

Residence and Work Flow Patterns

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Brown 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 Brown County are from 2010.

Table 3 (pages 6–7) examines the Work Destination area for Brown County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 1,069 county labor force participants holding primary jobs. As Table 3 “By States” shows, 97.6 percent of Brown County’s labor force participants are employed within the state of Nebraska. The next section, “By Counties” shows approximately 63.7 percent of Brown County workers remain within Brown County for employment with 36.3 percent leaving the county borders for work (next page). Looking deeper to the locality level or “By Place,” the table also shows the top locations where Brown County labor force participants are employed (next page).

Table 3

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

	Count	Share
Total Participants	1,069	100.0%

By States

Job Counts by States Where Workers are Employed

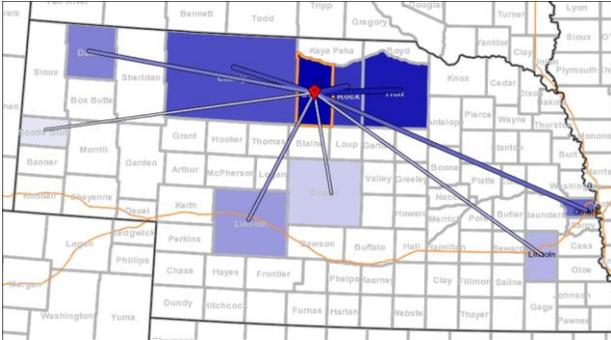
	Count	Share
Nebraska	1,043	97.6%
South Dakota	14	1.3%
Kansas	5	0.5%
Arkansas	1	0.1%
California	1	0.1%
Colorado	1	0.1%
Indiana	1	0.1%
Iowa	1	0.1%
Minnesota	1	0.1%
Wyoming	1	0.1%
All Other Locations	0	0.0%



Table 3 (continued)

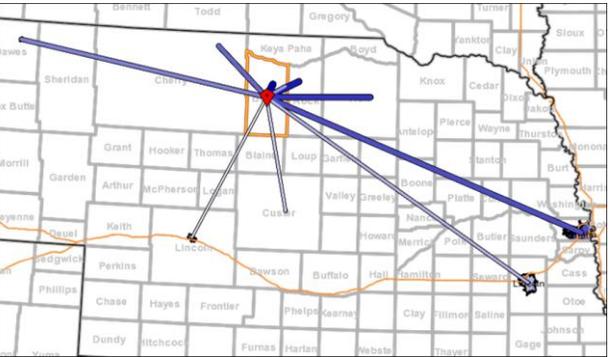
By Counties
Job Counts by Counties Where Workers are Employed
 2010

	Count	Share
Brown County, NE	681	63.7%
Holt County, NE	66	6.2%
Rock County, NE	54	5.1%
Cherry County, NE	36	3.4%
Douglas County, NE	34	3.2%
Dawes County, NE	28	2.6%
Lincoln County, NE	18	1.7%
Lancaster County, NE	16	1.5%
Custer County, NE	13	1.2%
Scotts Bluff County, NE	9	0.8%
All Other Locations	114	10.7%



By Place (top 10)
Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed
 2010

	Count	Share
Ainsworth city, NE	600	56.1%
Bassett city, NE	49	4.6%
O'Neill city, NE	41	3.8%
Omaha city, NE	32	3.0%
Valentine city, NE	31	2.9%
Chadron city, NE	28	2.6%
Long Pine city, NE	21	2.0%
Lincoln city, NE	15	1.4%
Broken Bow city, NE	13	1.2%
North Platte city, NE	12	1.1%
All Other Locations	227	21.2%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, November 2012

People also travel from other locations to work in Brown County—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Brown County. The Census identified 999 primary jobs within Brown County. As Table 4 “By States” indicates, 96.3 percent of these jobs are held by Nebraska residents. Approximately 68.2 percent of Brown County workers live within the county borders and the top “Places” section shows 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

2010

	Count	Share
Total Primary Jobs	999	100.0%

By States

Job Counts by States Where Workers Live

2010

	Count	Share
Nebraska	962	96.3%
South Dakota	27	2.7%
Delaware	2	0.2%
Indiana	2	0.2%
Michigan	2	0.2%
Pennsylvania	2	0.2%
Connecticut	1	0.1%
New York	1	0.1%
All Other Locations	0	0.0%



By Counties

Job Counts by Counties Where Workers Live

2010

	Count	Share
Brown County, NE	681	68.2%
Rock County, NE	62	6.2%
Cherry County, NE	56	5.6%
Keya Paha County, NE	21	2.1%
Holt County, NE	20	2.0%
Douglas County, NE	11	1.1%
Merrick County, NE	11	1.1%
Dawes County, NE	10	1.0%
Hall County, NE	8	0.8%
Platte County, NE	7	0.7%
All Other Locations	112	11.2%

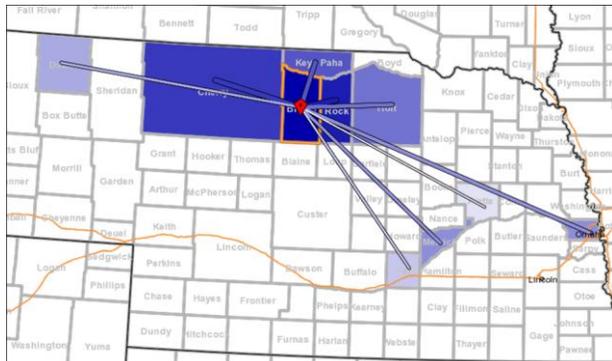
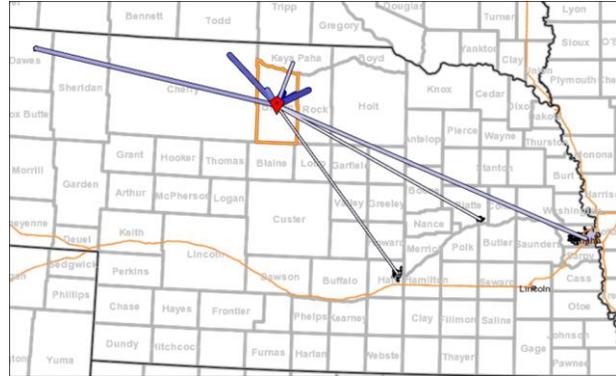


Table 4 (continued)

By Place (top 10)

Job Counts by Places (Cities, CDPs, etc.) Where Workers Live 2010

	Count	Share
Ainsworth city, NE	359	35.9%
Long Pine city, NE	69	6.9%
Bassett city, NE	23	2.3%
Valentine city, NE	21	2.1%
Johnstown village, NE	10	1.0%
Chadron city, NE	9	0.9%
Omaha city, NE	8	0.8%
Springview village, NE	8	0.8%
Columbus city, NE	7	0.7%
Grand Island city, NE	7	0.7%
All Other Locations	478	47.8%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, November 2012

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

Table 5

Inflow/Outflow Report - Brown County

Selection Area Labor Market Size (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	999	100.0%	1,045	100.0%	1,015	100.0%
Living in the Selection Area	1,069	107.0%	1,122	107.4%	1,113	109.7%
Net Job Inflow (+) or Outflow (-)	-70	-	-77	-	-98	-

In-Area Labor Force Efficiency (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	1,069	100.0%	1,122	100.0%	1,113	100.0%
Living and Employed in the Selection Area	681	63.7%	772	68.8%	749	67.3%
Living in the Selection Area but Employed Outside	388	36.3%	350	31.2%	364	32.7%

In-Area Employment Efficiency (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	999	100.0%	1,045	100.0%	1,015	100.0%
Employed and Living in the Selection Area	681	68.2%	772	73.9%	749	73.8%
Employed in the Selection Area but Living Outside	318	31.8%	273	26.1%	266	26.2%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	388	100.0%	350	100.0%	364	100.0%
Workers Aged 29 or younger	108	27.8%	86	24.6%	86	23.6%
Workers Aged 30 to 54	193	49.7%	186	53.1%	208	57.1%
Workers Aged 55 or older	87	22.4%	78	22.3%	70	19.2%
Workers Earning \$1,250 per month or less	126	32.5%	116	33.1%	120	33.0%
Workers Earning \$1,251 to \$3,333 per month	164	42.3%	155	44.3%	158	43.4%
Workers Earning More than \$3,333 per month	98	25.3%	79	22.6%	86	23.6%
Workers in the "Goods Producing" Industry Class	46	11.9%	38	10.9%	38	10.4%
Workers in the "Trade, Transp. & Utilities" Industry Class	113	29.1%	102	29.1%	123	33.8%
Workers in the "All Other Services" Industry Class	229	59.0%	210	60.0%	203	55.8%

Inflow Job Characteristics (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	318	100.0%	273	100.0%	266	100.0%
Workers Aged 29 or younger	75	23.6%	86	31.5%	75	28.2%
Workers Aged 30 to 54	171	53.8%	129	47.3%	134	50.4%
Workers Aged 55 or older	72	22.6%	58	21.2%	57	21.4%
Workers Earning \$1,250 per month or less	81	25.5%	85	31.1%	76	28.6%
Workers Earning \$1,251 to \$3,333 per month	158	49.7%	144	52.7%	135	50.8%
Workers Earning More than \$3,333 per month	79	24.8%	44	16.1%	55	20.7%
Workers in the "Goods Producing" Industry Class	32	10.1%	33	12.1%	43	16.2%
Workers in the "Trade, Transp. & Utilities" Industry Class	124	39.0%	103	37.7%	113	42.5%
Workers in the "All Other Services" Industry Class	162	50.9%	137	50.2%	110	41.4%

Interior Flow Job Characteristics (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	681	100.0%	772	100.0%	749	100.0%
Workers Aged 29 or younger	165	24.2%	159	20.6%	155	20.7%
Workers Aged 30 to 54	327	48.0%	419	54.3%	395	52.7%
Workers Aged 55 or older	189	27.8%	194	25.1%	199	26.6%
Workers Earning \$1,250 per month or less	227	33.3%	270	35.0%	283	37.8%
Workers Earning \$1,251 to \$3,333 per month	338	49.6%	363	47.0%	342	45.7%
Workers Earning More than \$3,333 per month	116	17.0%	139	18.0%	124	16.6%
Workers in the "Goods Producing" Industry Class	77	11.3%	116	15.0%	123	16.4%
Workers in the "Trade, Transp. & Utilities" Industry Class	220	32.3%	223	28.9%	208	27.8%
Workers in the "All Other Services" Industry Class	384	56.4%	433	56.1%	418	55.8%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 11/14/2012.

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Brown County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Brown County is lower in 2010 compared to 2008. The distribution of miles traveled to work has also shifted since 2008. 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

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	1,069	100.0%	1,122	100.0%	1,113	100.0%
Less than 10 miles	579	54.2%	663	59.1%	616	55.3%
10 to 24 miles	141	13.2%	161	14.3%	169	15.2%
25 to 50 miles	66	6.2%	67	6.0%	74	6.6%
Greater than 50 miles	283	26.5%	231	20.6%	254	22.8%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 11/14/2012.

Figure 1

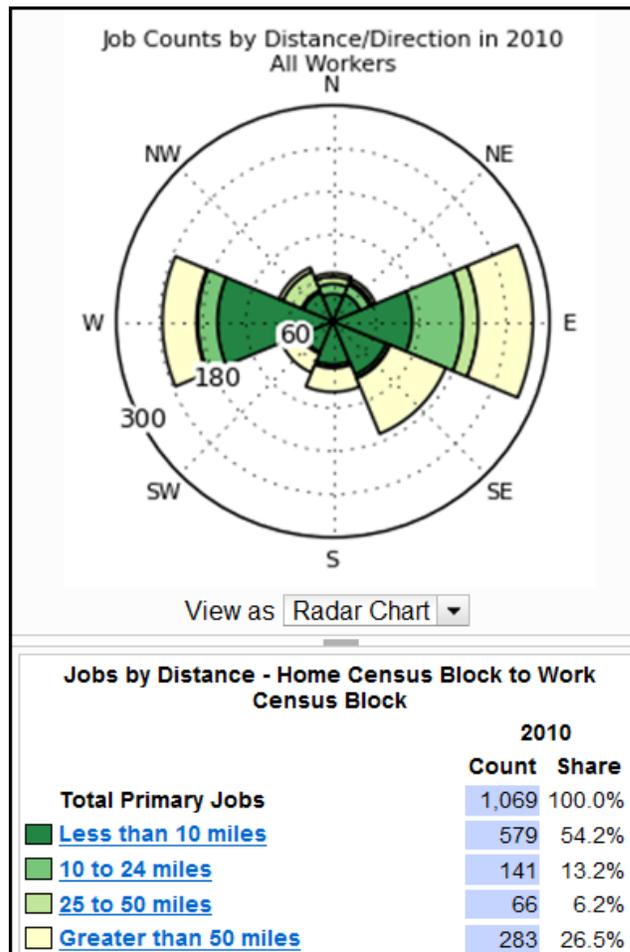


Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Brown County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Brown County has decreased since 2008. The data also show the majority of Brown County employees traveling more than 50 miles from work to home has increased. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

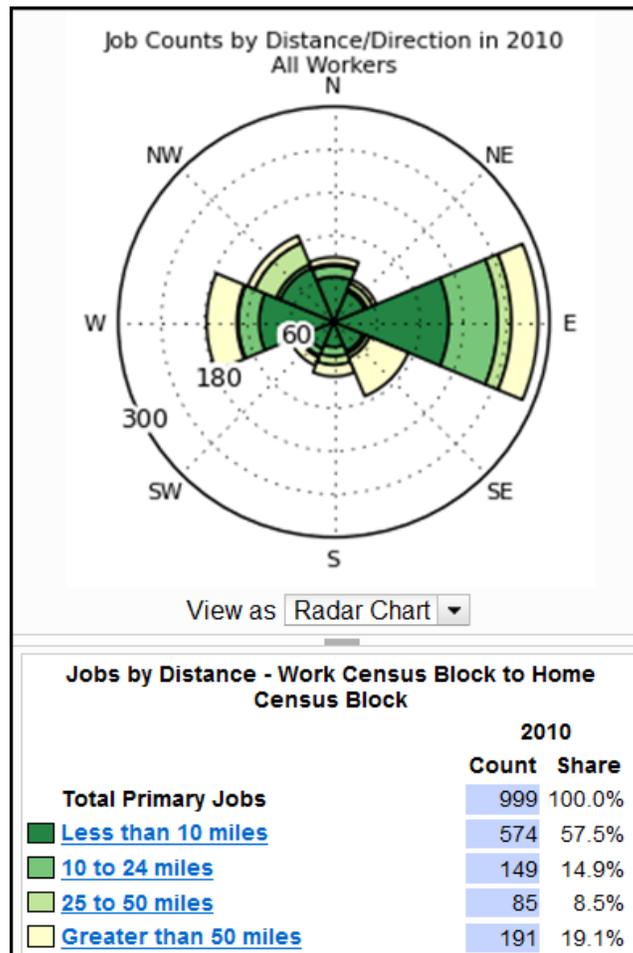
Distance/Direction Report - Work to Home Census Block
Work within study area - distance to home

Job Counts in Work Blocks by Distance Only

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	999	100.0%	1,045	100.0%	1,015	100.0%
Less than 10 miles	574	57.5%	655	62.7%	613	60.4%
10 to 24 miles	149	14.9%	139	13.3%	151	14.9%
25 to 50 miles	85	8.5%	79	7.6%	91	9.0%
Greater than 50 miles	191	19.1%	172	16.5%	160	15.8%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 11/14/2012.

Figure 2



Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Brown County and the surrounding area. As Table 8 indicates, Brown County's population decreased 21.8 percent (-876 people) between 1970 and 2010. This population increase compares to a 23.0 percent increase for Nebraska as a whole. Brown County reported less than a one percent change in population from 2010 to 2011 (-0.9 percent or -28 people).

Table 8

County Population 1970-2011 Brown County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2011	% Change 1970-2010	% Change 2010-2011
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,842,641	23.0	0.9
Brown County	4,021	4,377	3,657	3,525	3,145	3,117	-21.8	-0.9
Blaine County	847	867	675	583	478	473	-43.6	-1.0
Cherry County	6,846	6,758	6,307	6,148	5,713	5,761	-16.5	0.8
Keya Paha County	1,340	1,301	1,029	983	824	813	-38.5	-1.3
Loup County	854	859	683	712	632	610	-26.0	-3.5
Rock County	2,231	2,383	2,019	1,756	1,526	1,494	-31.6	-2.1

Source: U.S. Bureau of the Census, Census of Population, April 2012

Table 9 data reveal significant population loss for Brown County communities during the 1970–2010 time period and additional declines from 2010–2011. The city of Ainsworth reported a 16.6 percent decrease in population (-345 people) between 1970 and 2010 and less than one percent change in population between 2010 and 2011 (-0.9 percent or -16 people). The unincorporated areas outside of the selected communities experienced a 30.3 percent decrease (-455 people) during the 1970–2010 time period and a 1.1 percent decrease during the 2010 to 2011 time period (-12 people).

Table 9

Population 1970-2011 Brown County Communities and Unincorporated Areas

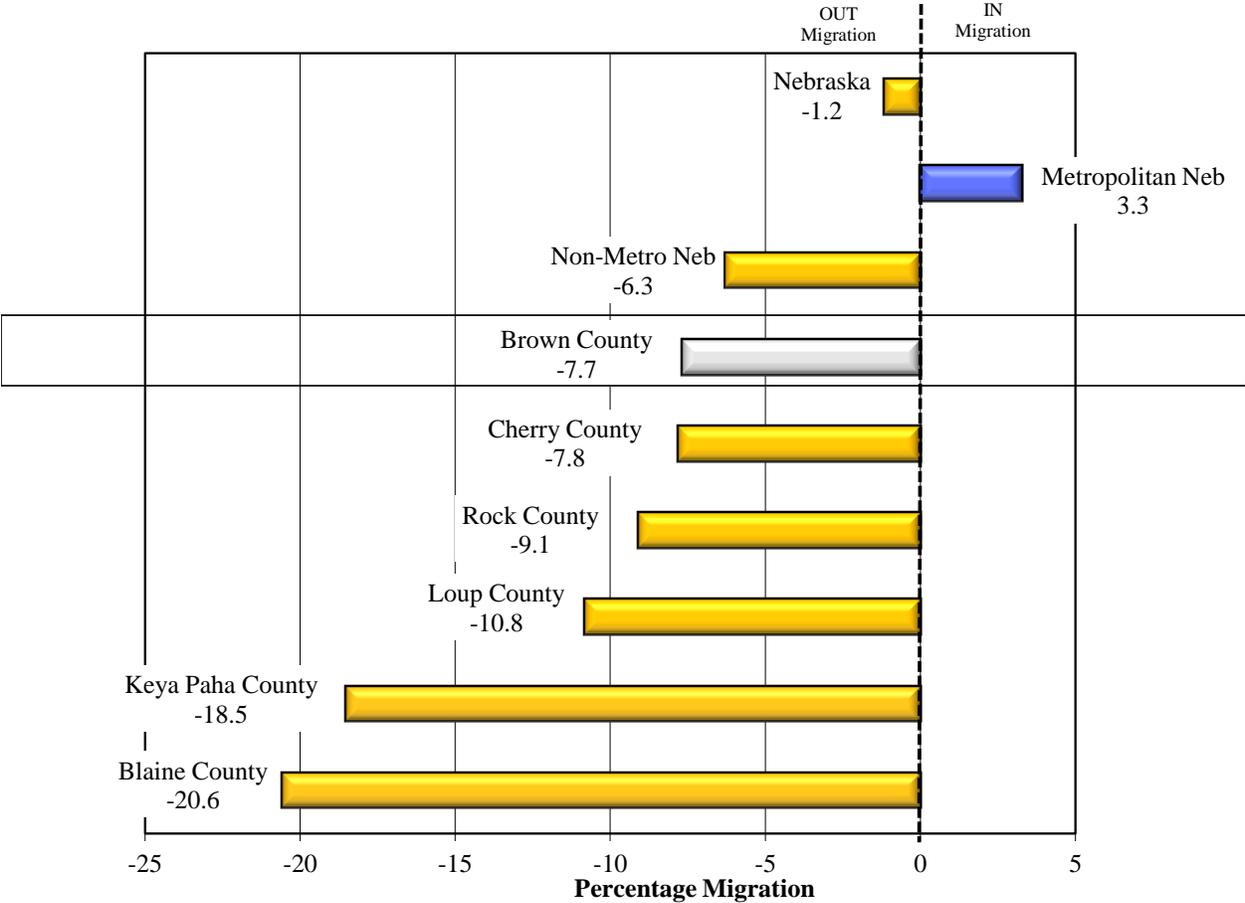
	1970	1980	1990	2000	2010	2011	% Change 1970-2010	% Change 2010-2011
Brown County	4,021	4,377	3,657	3,525	3,145	3,117	-21.8	-0.9
Ainsworth	2,073	2,256	1,942	1,862	1,728	1,712	-16.6	-0.9
Johnstown	82	78	48	53	64	64	-22.0	0.0
Long Pine	363	521	396	341	305	305	-16.0	0.0
Total								
Unincorporated Areas:	1,503	1,522	1,271	1,269	1,048	1,036	-30.3	-1.1

Source: U.S. Bureau of the Census, Census of Population, April 2012

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Brown 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, the entire study area experienced out-migration. Brown County experienced 7.7 percent out-migration (-271 people) during this time period.

Chart 6

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

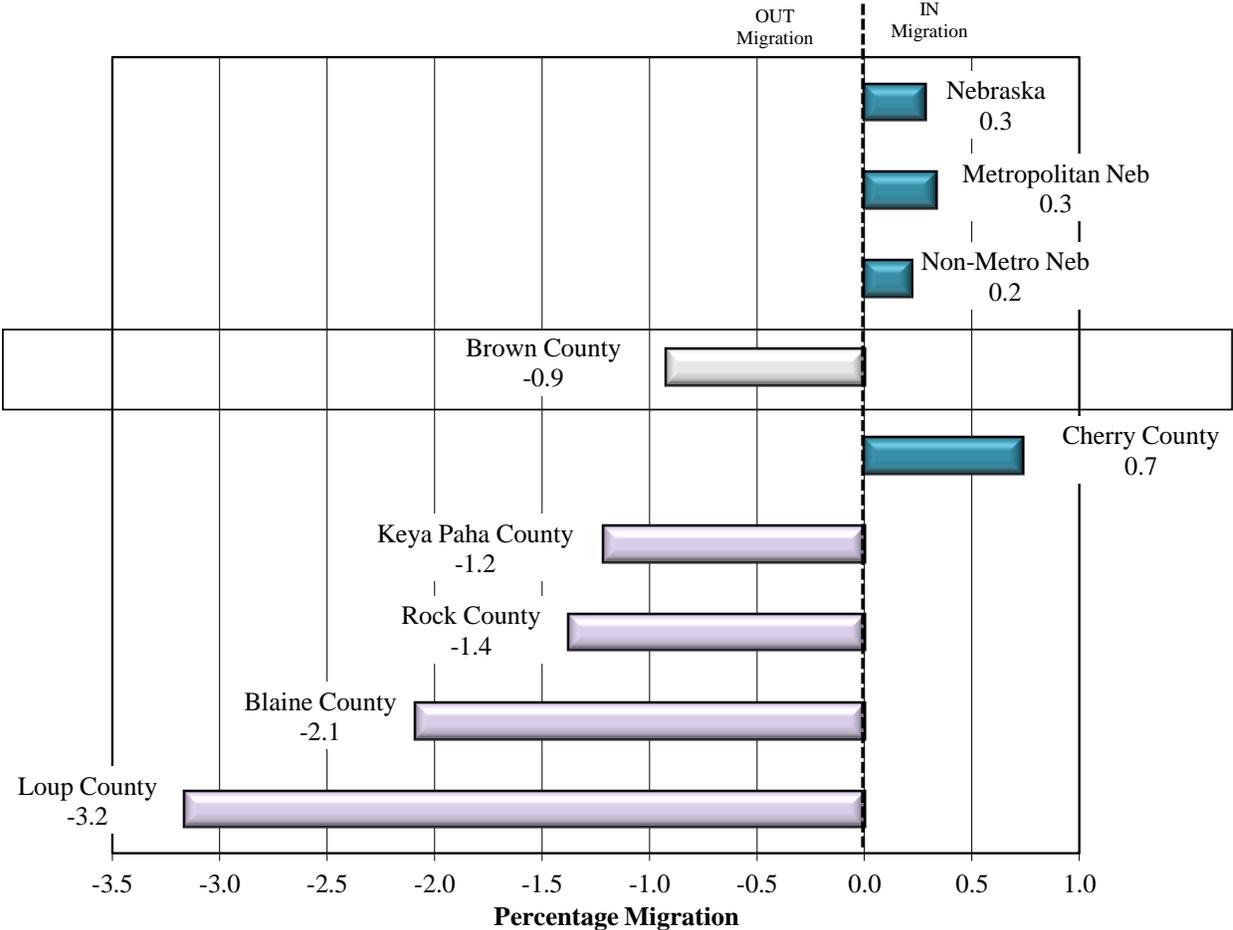


Source: U.S. Census Bureau, County population and estimated components of population change, April 2012

Looking at the year 2010–2011 (Chart 7), only Cherry County experienced in-migration within the study area. Brown County recorded 0.9 percent out-migration (-29 people).

Chart 7

**2010-2011 Net Migration as Percent of 2010 Population
 Brown County and the Surrounding Area**



Source: U.S. Census Bureau, County population and estimated components of population change, April 2012

The next two tables (Tables 10 and 11) provide detail on migration between 2009 and 2010, the latest data available. Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors. While these data provide further insight to where counties are gaining and losing population due to migration, it is important to recognize these data reflect migration activities of tax filing citizens.

Table 10 data show 57.1 percent of those moving in to Brown County between 2009 and 2010 moved from other Nebraska locations (89 people). Data also reveal 67 people (42.9 percent) migrated in from other states.

Table 10

**Migration Inflow 2009-2010
 Brown County, Nebraska**

Moved to Brown County From:		
Location	#	%
Total U.S.	156	100.0%
Nebraska (NE)	89	57.1%
Different State	67	42.9%

County Specific Flows:		
Location	#	%
Other Flows - Same State	89	57.1%
Other Flows - Diff State	67	42.9%

Source: SOI Tax Stats, County-to-County Migration Data Files, www.irs.gov, December 2011

Table 11 data reveal 48.1 percent of people migrating out of Brown County between 2009 and 2010 remained in the state of Nebraska (50 people). Data show 54 Brown County residents (51.9 percent) also moved to other states during this time period. Employment, housing, and educational opportunities located in these locations play a major role in this migration pattern.

Table 11

**Migration Outflow 2009-2010
 Brown County, Nebraska**

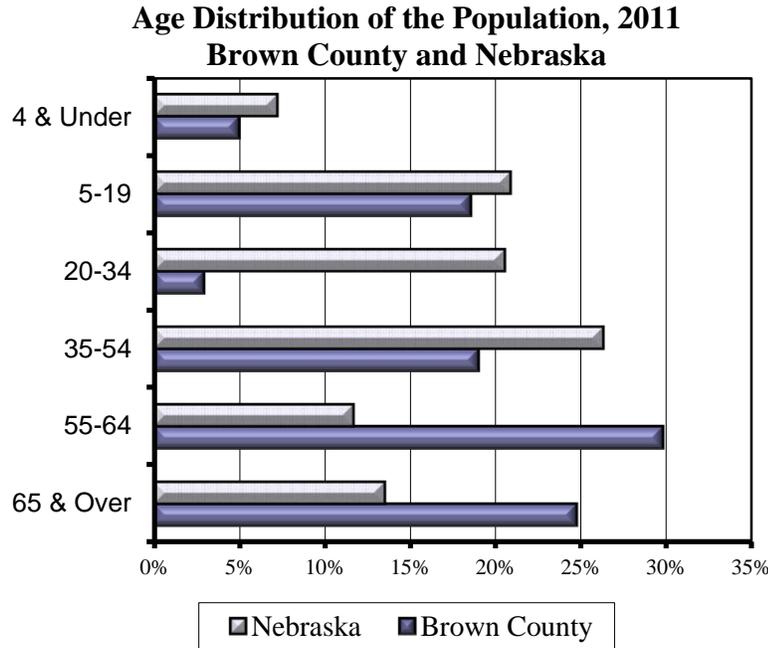
Moved from Brown County To:		
Location	#	%
Total U.S.	104	100.0%
Nebraska (NE)	50	48.1%
Different State	54	51.9%

County Specific Flows:		
Location	#	%
Other Flows - Same State	50	48.1%
Other Flows - Diff State	54	51.9%

Source: SOI Tax Stats, County-to-County Migration Data Files, www.irs.gov, December 2011

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, Brown County, and the surrounding area. The population of Brown County is significantly older in age than Nebraska as a whole. The median age for Brown County residents in 2011 was 48.5 years of age compared to 36.3 years of age for residents of Nebraska as a whole.

Chart 8



Source: U.S. Census Bureau, June 2012

Table 12

**Age Distribution of the Population, 2011
 Brown County and Nebraska**

	2010 Population		Percent	
	Nebraska	Brown County	Nebraska	Brown County
4 & Under	131,908	156	7.2%	5.0%
5-19	380,564	578	20.8%	18.5%
20-34	374,452	92	20.5%	3.0%
35-54	479,564	592	26.3%	19.0%
55-64	213,176	928	11.7%	29.8%
65 & Over	246,677	771	13.5%	24.7%
Total	1,826,341	3,117	100%	100%
Median Age	36.3	48.5		

Source: Age Group, Median Age, U.S. Census Bureau, June 2012

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Brown 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, 2010
Brown County and the Surrounding Area

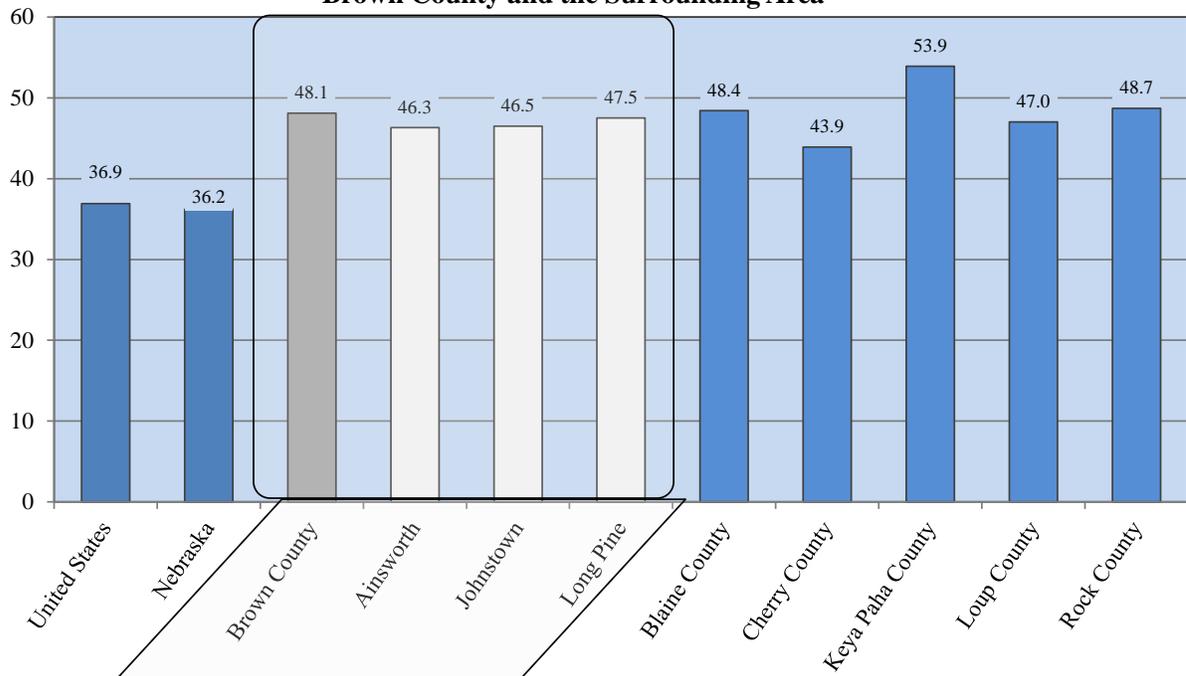
	Median Age 2010		
	Total	Male	Female
United States	36.9	35.6	38.1
Nebraska	36.2	35.0	37.4
Brown County	48.1	46.0	49.7
Ainsworth	46.3	42.6	48.7
Johnstown	46.5	49.2	46.4
Long Pine	47.5	44.7	49.6
Blaine County	48.4	45.9	50.6
Cherry County	43.9	43.1	45.0
Keya Paha County	53.9	53.0	55.3
Loup County	47.0	46.6	48.4
Rock County	48.7	49.4	47.5

Data Set: 2006-2010 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2006-2010 American Community Survey, March 2012

Chart 9

Median Age by Location, 2010
Brown County and the Surrounding Area



Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Brown County and the surrounding area for 2011. 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

**2011 Retail Sales (Non-Motor Vehicle) Pull Factors
 Nebraska, Brown County, and Surrounding Counties**

	2011 Population	2011 Retail Sales (x \$1,000)	2011 Per Cap Sales (\$)	2011 Pull Factor
Nebraska	1,842,641	20,794,827	11,285	1.00
Non-Metro Nebraska	782,366	7,822,513	9,999	0.89
Brown County	3,117	32,230	10,340	0.92
Blaine County	473	665	1,405	0.12
Cherry County	5,761	57,216	9,932	0.88
Keya Paha County	813	2,392	2,942	0.26
Loup County	610	1,090	1,787	0.16
Rock County	1,494	9,272	6,206	0.55

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2012

Reviewing the pull factors at the county level indicates Brown County suffers from retail leakage. The 2011 pull factor of 0.92 indicates, on a per capita basis, retail sales in Brown County are 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 Brown County (0.92) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Brown County are 3.4 percent above the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 10

**2011 Retail Sales (NMV) Pull Factors, Nebraska,
 Brown County & Surrounding Counties**

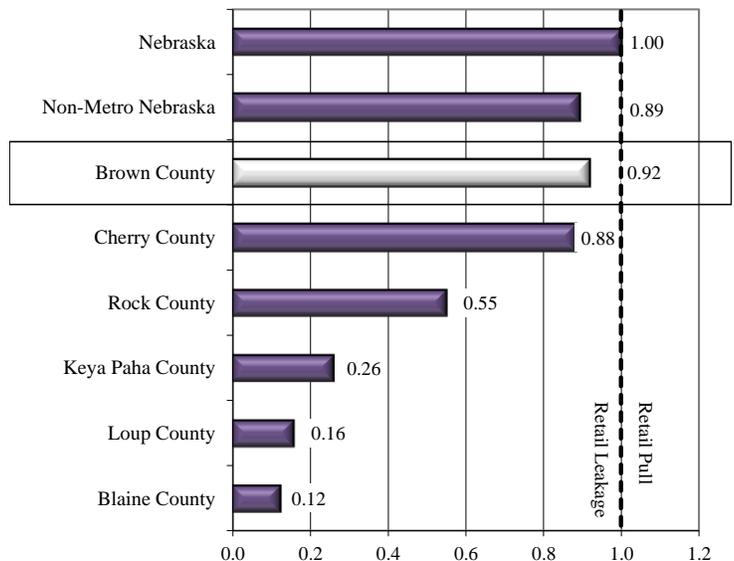


Table 15 and Chart 11 compare the 2011 pull factors for selected area communities. The community of Ainsworth’s pull factor of 1.58 indicates that, on a per capita basis, non-motor vehicle retail sales in Ainsworth are approximately 58 percent greater than the state’s average per capita sales.

Table 15

**2011 Retail Sales (NMV) Pull Factors
 Nebraska and Selected Study Area Cities**

	2011 Population	2011 Retail Sales (x \$1,000)	2011 Per Cap Sales (\$)	2011 Pull Factor
Nebraska	1,842,641	20,794,827	11,285	1.00
Non-Metro Nebraska	782,366	7,822,513	9,999	0.89
Ainsworth (Brown)	1,712	30,578	17,861	1.58
Brewster (Blaine)	17	113	6,621	0.59
Valentine (Cherry)	2,760	54,436	19,723	1.75
Springview (Keya Paha)	239	2,079	8,699	0.77
Taylor (Loup)	183	613	3,348	0.30
Bassett (Rock)	607	9,084	14,966	1.33

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2012

Chart 11

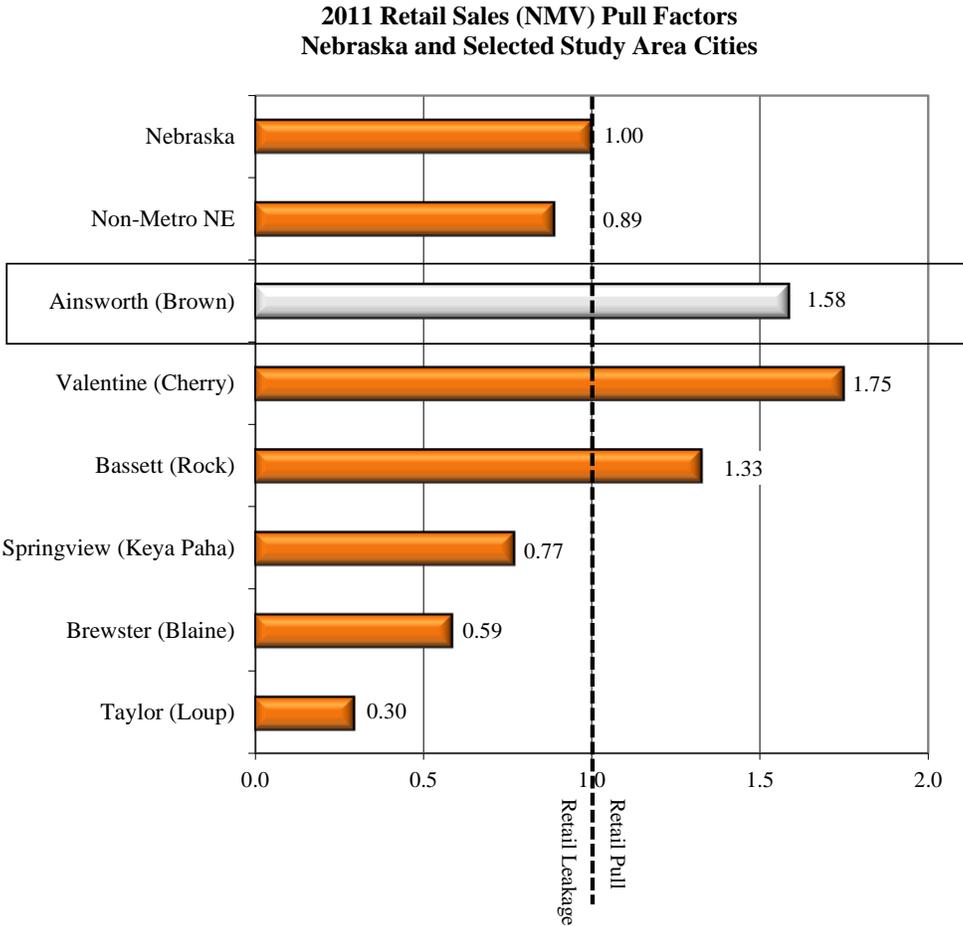


Table 16 and Chart 12 further breakdown the 2011 pull factors into the communities reporting retail sales figures within Brown County. As this table indicates, the community of Ainsworth had the strongest pull factor (1.58) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.92 for Brown County in 2011.

Table 16

**2011 Retail Sales (NMV) Pull Factors
 Nebraska and Available Brown County Communities**

	2011 Population	2011 Retail Sales (x \$1,000)	2011 Per Cap Sales (\$)	2011 Pull Factor
Nebraska	1,842,641	20,794,827	11,285	1.00
Non-Metro Nebraska	782,366	7,822,513	9,999	0.89
Brown County	3,117	32,230	10,340	0.92
Ainsworth	1,712	30,578	17,861	1.58
Johnstown	64	226	3,527	0.31
Long Pine	305	1,392	4,565	0.40

Source: U.S. Census Bureau and the Nebraska Department of Revenue, June 2012

(D) Data withheld to avoid individual disclosure

(N/A) Data not available

Chart 12

**2011 Retail Sales (NMV) Pull Factors
 Nebraska and Available Brown County Communities**

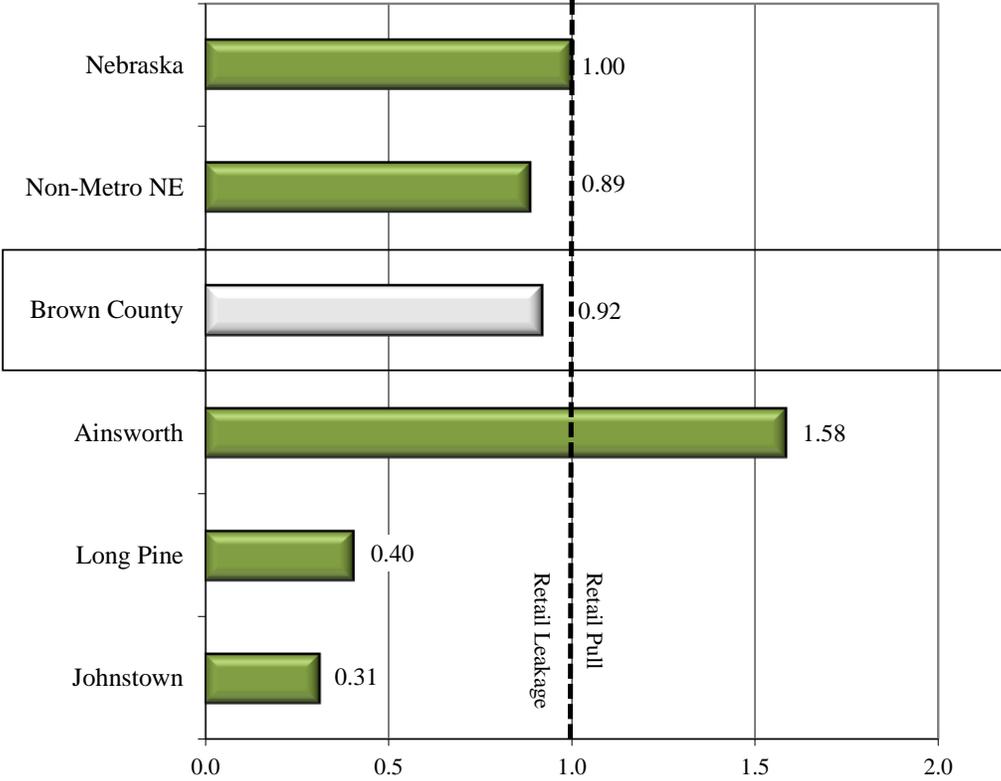


Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2011 pull factors for Nebraska, Ainsworth, and eight other similarly sized communities selected from around the state. Albion’s pull factor of 1.66 leads the group for 2011 thus indicating Albion has greater retail pull.

Table 17

**2011 Retail Sales (NMV) Pull Factors
 Ainsworth & Other Similarly Sized Nebraska Communities**

	2011 Population	2011 Retail Sales (x \$1,000)	2011 Per Cap Sales (\$)	2011 Pull Factor
Nebraska	1,842,641	20,794,827	11,285	1.00
Non-Metro Nebraska	782,366	7,822,513	9,999	0.89
Ainsworth (Brown)	1,712	30,578	17,861	1.58
Albion (Boone)	1,623	30,357	18,704	1.66
Tecumseh (Johnson)	1,675	17,135	10,230	0.91
Hickman (Lancaster)	1,682	5,438	3,233	0.29
Mitchell (Scotts Bluff)	1,705	6,936	4,068	0.36
Tekamah (Burt)	1,722	17,839	10,359	0.92
Pierce (Pierce)	1,755	12,059	6,871	0.61
Gibbon (Buffalo)	1,856	10,683	5,756	0.51
Wilber (Saline)	1,875	7,563	4,034	0.36

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2012

Chart 13

**2011 Retail Sales (NMV) Pull Factors, Nebraska,
 Ainsworth & Other Similarly Sized Nebraska Communities**

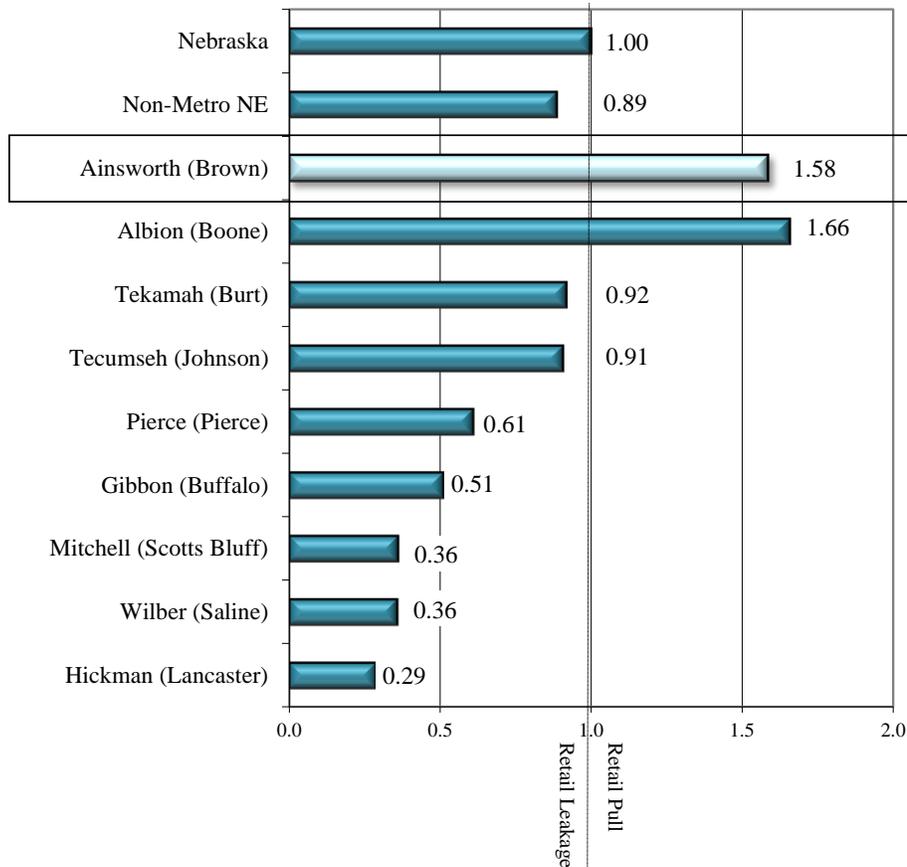
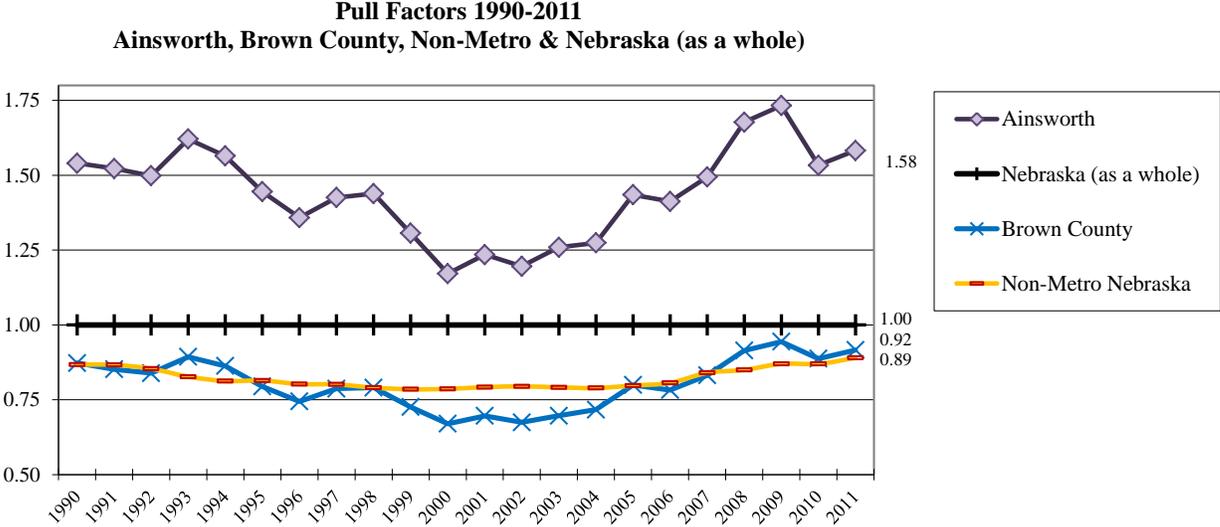


Chart 14 illustrates the pull factor trend for Ainsworth, Brown County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2011. In examining the time line, the city of Ainsworth shows retail pull fluctuating above the state average throughout the study period. Data within Brown County (as a whole) shows the pull factor similar to the non-metropolitan county average and below the Nebraska (as a whole) average throughout the time period.

Chart 14



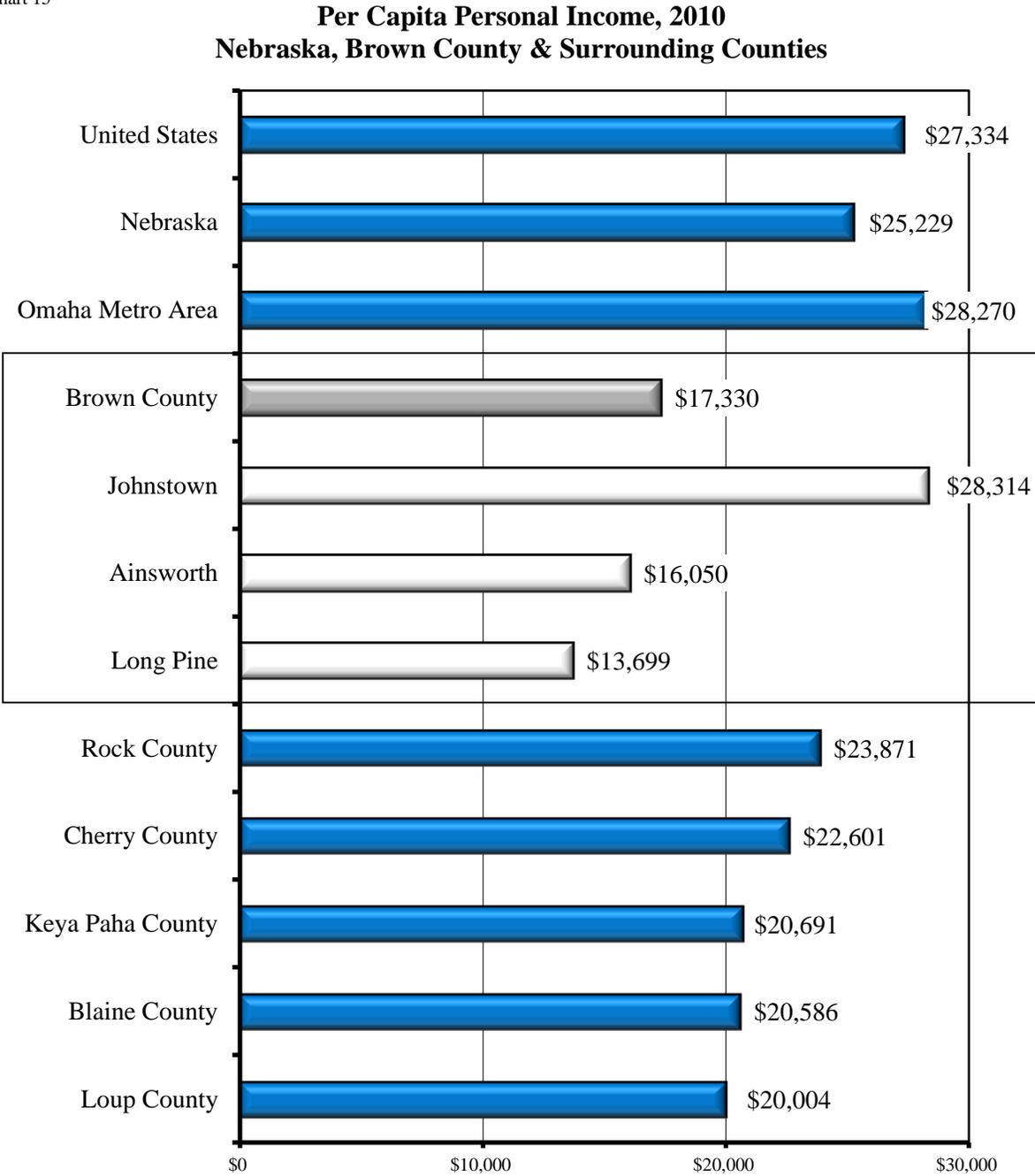
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2012

Per Capita Personal Income

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

Data show per capita personal income in 2010 for Brown County is estimated to be \$17,330 compared to \$25,229 for Nebraska as a whole.

Chart 15



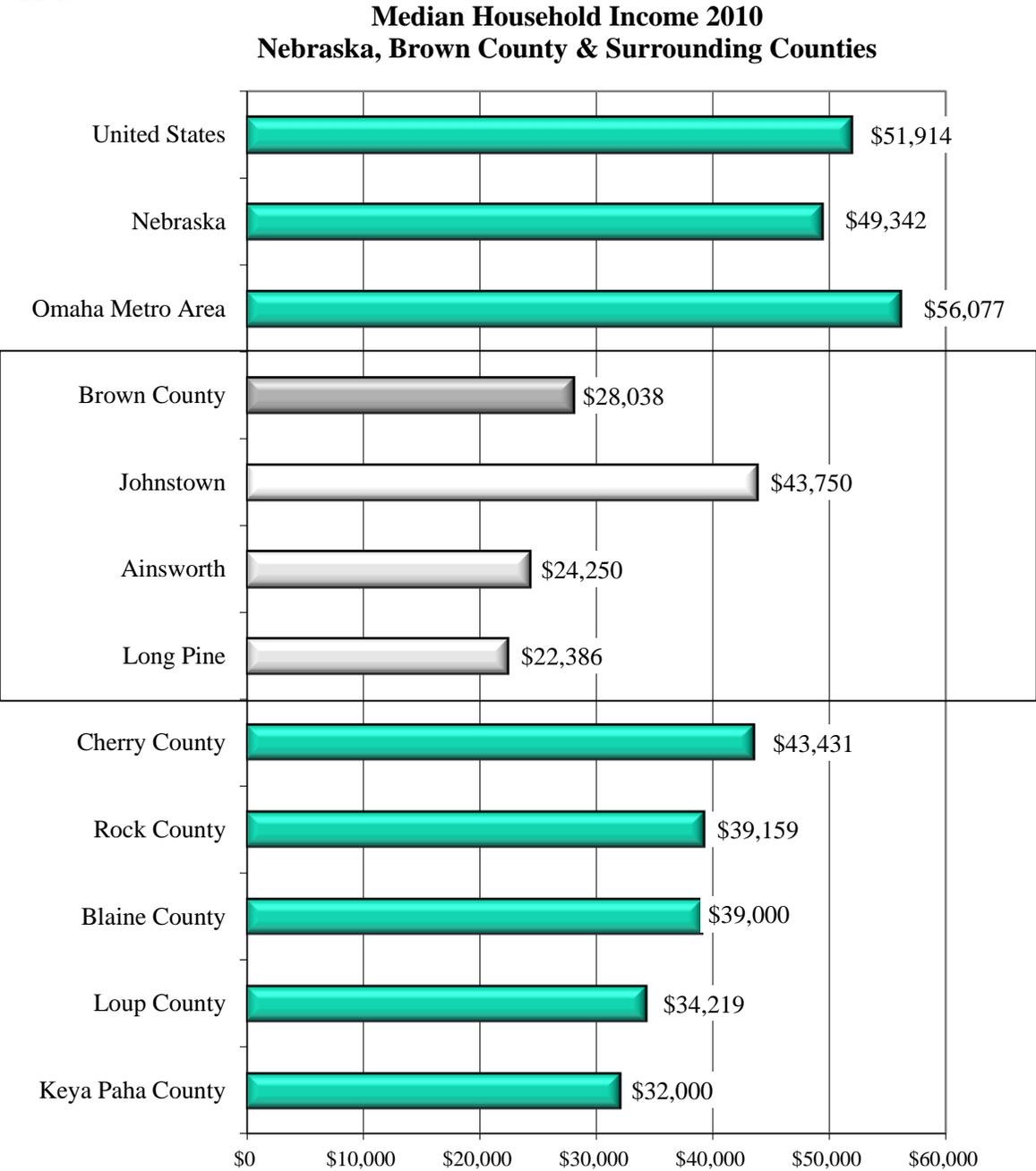
Source: U.S. Census Bureau, 2010 inflation adjusted past 12-months, 2006-2010 American Community Survey, released December 2011

Median Household Income

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

Median household income for Brown County is estimated to be \$28,038 in 2010 compared to \$49,342 for Nebraska as a whole.

Chart 16



Source: U.S. Census Bureau, 2006-2010 American Community Survey, released December 2011