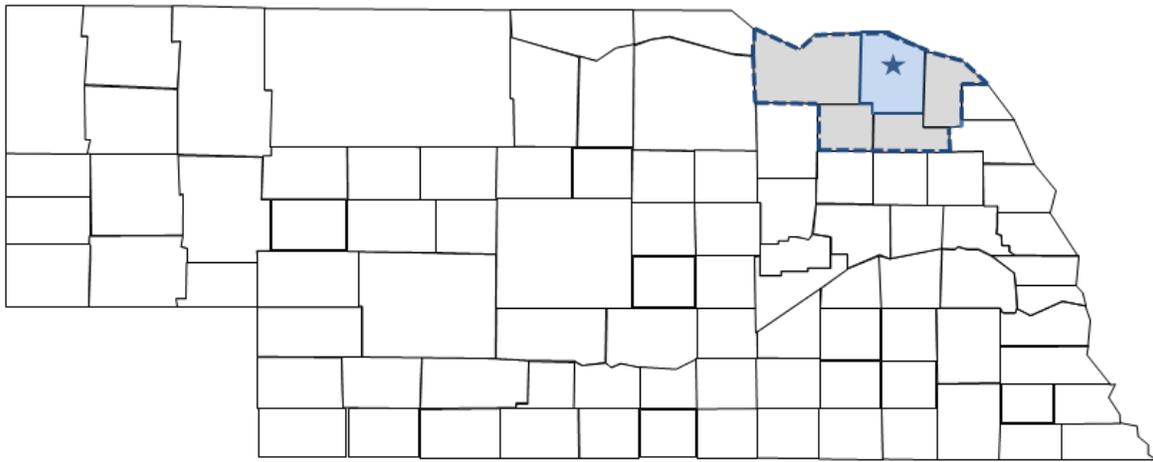


Economic and Demographic Trends

Hartington, Cedar County, Nebraska and the Surrounding Area



January 2014

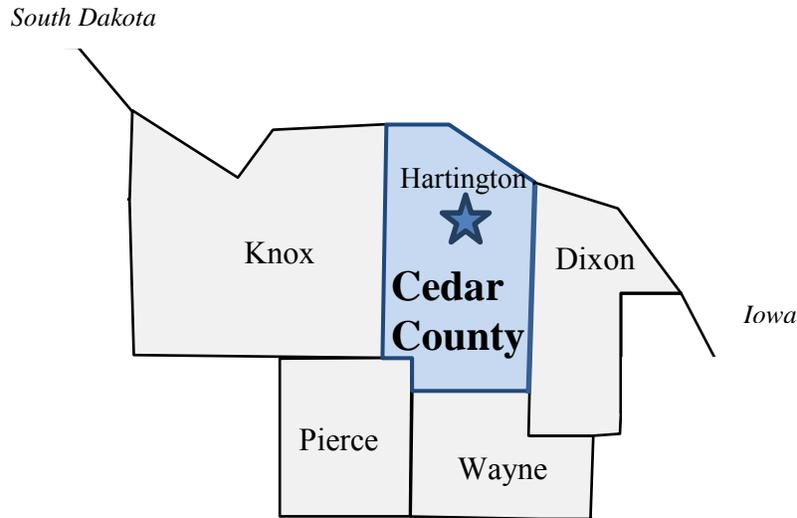
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Economic and Demographic Trends in Hartington, Cedar County, Nebraska and the Surrounding Area



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 2003–2012. 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 5.7 percent (143 jobs) between 2003 and 2012.

Table 1 also provides employment data for Cedar County by major economic sector for years 2003–2012. Of the sectors reporting complete data, the Information sector recorded the largest percentage increase in employment between 2003 and 2012 (51.5 percent or 17 jobs). The Trade, Transportation & Utilities sector recorded the largest actual employment increase between 2003 and 2012 (139 jobs or 25.6 percent).

Table 1

**Non-Farm Wage & Salary Employment Trends, Cedar County, Nebraska
 Selected Years: 2003-2012**

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	% Change 2003-12	# Change 2003-12
Non-farm Employment (W&S)	2,529	2,593	2,561	2,544	2,509	2,570	2,524	2,571	2,609	2,672	5.7	143
Total Private Industries	1,789	1,846	1,818	1,829	1,799	1,868	1,826	1,860	1,910	1,979	10.6	190
Goods Producing	531	512	482	476	500	542	513	540	545	582	9.6	51
Natural Resources & Mining	131	124	126	118	129	145	151	163	165	178	35.9	47
Construction	162	178	177	174	177	190	189	194	184	182	12.3	20
Manufacturing	238	210	179	184	194	207	173	182	196	222	-6.7	-16
Service Providing	1,258	1,334	1,336	1,353	1,299	1,326	1,313	1,320	1,365	1,397	11.0	139
Trade, Transportation & Utilities	544	566	575	582	606	623	616	625	669	683	25.6	139
Information	33	39	66	69	53	56	52	51	48	50	51.5	17
Financial Activities	128	133	135	134	138	141	142	145	146	146	14.1	18
Professional & Business Services	138	136	110	113	116	119	122	107	107	101	-26.8	-37
Education & Health Services	237	235	222	210	212	223	228	233	231	224	-5.5	-13
Leisure & Hospitality	110	158	163	182	114	97	84	85	89	92	-16.4	-18
Other Services, except Public	68	68	65	64	60	67	69	73	75	101	48.5	33
Government	740	746	743	715	710	702	698	711	700	694	-6.2	-46
Federal	99	97	96	96	98	99	98	103	99	98	-1.0	-1
State	39	37	37	36	35	33	31	28	30	29	-25.6	-10
Local	602	612	610	583	577	570	569	580	571	567	-5.8	-35

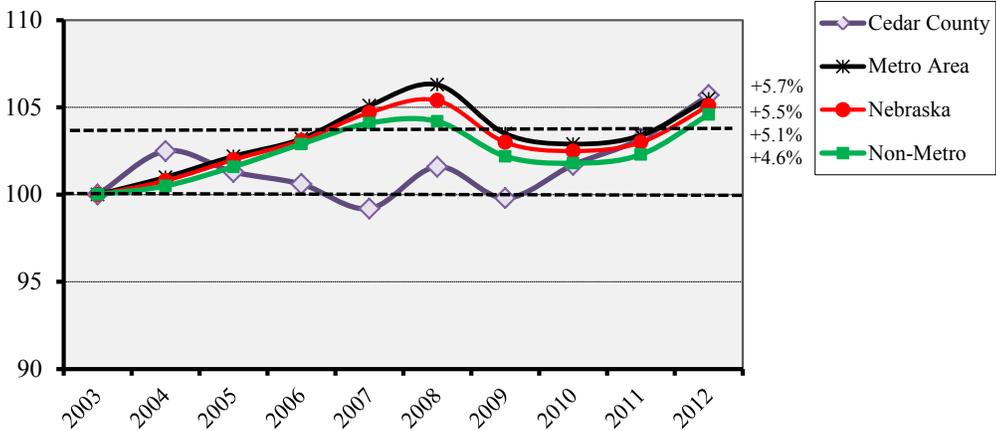
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2013.
 "Labor Force & Work Force Summary, 2003-2012, Annually, Cedar County, Nebraska (June 2013 data.)

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 2003–2012. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

As this chart indicates, total non-farm wage and salary employment in Cedar County increased 5.7 percent (143 jobs) from 2003 to 2012, compared to a 5.1 percent increase for Nebraska as a whole, a 5.5 percent increase in metropolitan Nebraska, and a 4.6 percent increase in non-metropolitan Nebraska.

Chart 1

Nonfarm (W&S) Employment, Cedar County, Nebraska, Metro, and Non-Metro Nebraska, 2003-2012 (Index, 2003=100)

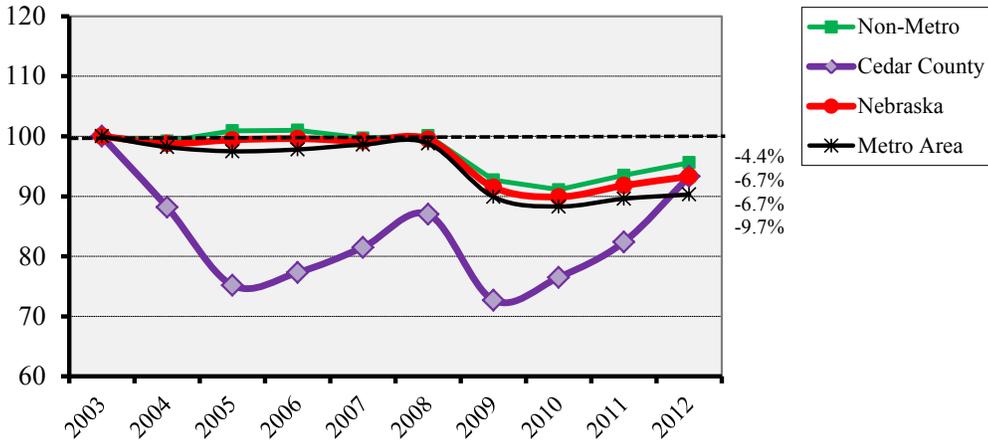


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2013.

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 6.7 percent decrease in employment (16 jobs) between 2003 and 2012. This compares to a 4.4 percent decrease in employment for non-metropolitan Nebraska; a 6.7 percent decrease for Nebraska as a whole; and a 9.7 percent decrease for metropolitan Nebraska over the same period.

Chart 2

Manufacturing (W&S) Employment, Cedar County, Nebraska, Metro, and Non-Metro Nebraska, 2003-2012 (Index, 2003=100)



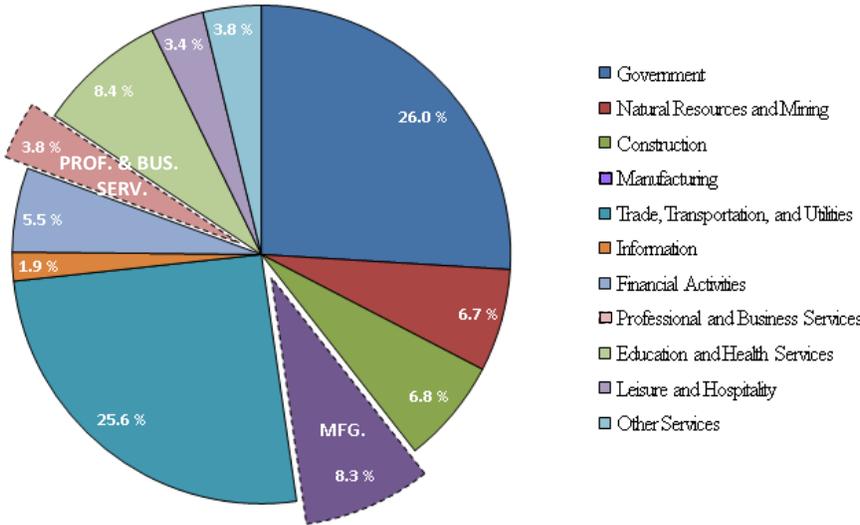
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2013.

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

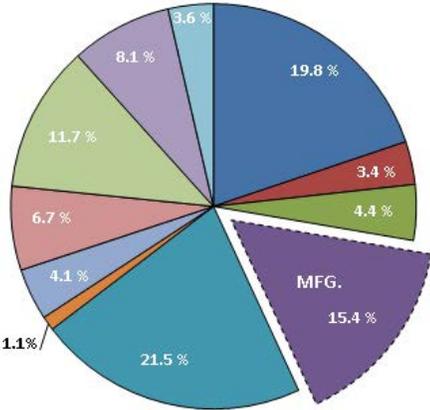
When comparing the Cedar County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 8.3 percent of the county workforce (222 employees) compared to 15.4 percent for non-metropolitan Nebraska; a difference of 7.1 percent. Comparing Cedar County to the overall metropolitan distribution, the largest deviation is found in the Professional and Business Services sector (3.8 percent Cedar County vs. 14.7 percent metropolitan Nebraska; a difference of 10.9 percent).

Charts 3, 4, 5

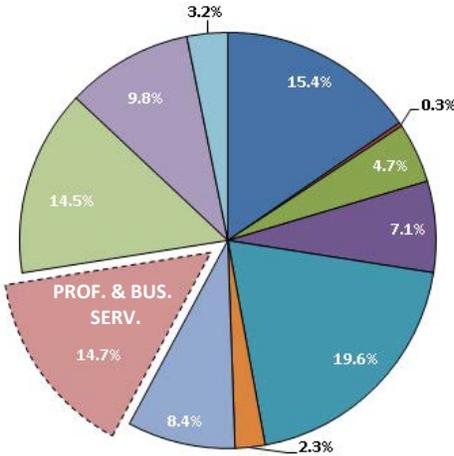
Nonfarm Wage & Salary Employment by Major Economic Sector Cedar County, 2012



Non-Metro Area W&S Employment, 2012



Metro Area W&S Employment, 2012



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

The next table (Table 2) shows labor force information for Cedar County for the time period 2003–2012. 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 Cedar County residents participating in the labor force between 2003 and 2012 (0.4 percent or 19 people).

The number of those unemployed in Cedar County decreased by 15.0 percent (24 people) between 2003 and 2012. 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 2.7 percent in 2012; below that for metropolitan Nebraska (4.2 percent), below Nebraska as a whole (3.9 percent), and below non-metropolitan Nebraska (3.7 percent).

Table 2

Labor Force & Employment Trends, Cedar County, Nebraska
Selected Years: 2003-2012

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	% Change 2003-12	# Change 2003-12
Labor Force	5,063	5,111	4,988	4,923	4,790	4,851	4,812	4,924	5,006	5,082	0.4	19
Unemployment	160	148	138	112	115	120	176	165	155	136	-15.0	-24
Unemployment Rate	3.2	2.9	2.8	2.3	2.4	2.5	3.7	3.4	3.1	2.7	(N/A)	(N/A)
Employment	4,903	4,963	4,850	4,811	4,675	4,731	4,636	4,759	4,851	4,946	0.9	43

(N/A) Data not available

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2013.

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 Hartington, Cedar County are from 2011.

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 480 county labor force participants holding primary jobs. As Table 3 shows, 67.5 percent of Hartington’s labor force participants are employed within the state of Nebraska. Approximately 47.7 percent of Hartington’s workers remain within Hartington for employment with 52.3 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Hartington labor force participants are employed (next page).

Table 3

Work Destination Report

Where Workers are Employed Who Live in the Selection Area

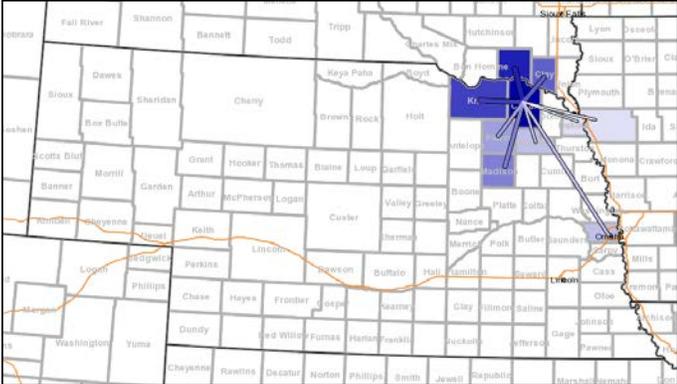
2011		
	Count	Share
Total Primary Jobs	480	100.0%
By State		
Jobs Counts by States Where Workers are Employed		
2011		
	Count	Share
Nebraska	324	67.5%
South Dakota	146	30.4%
Iowa	10	2.1%
All Other Locations	0	0.0%



Table 3 (continued)

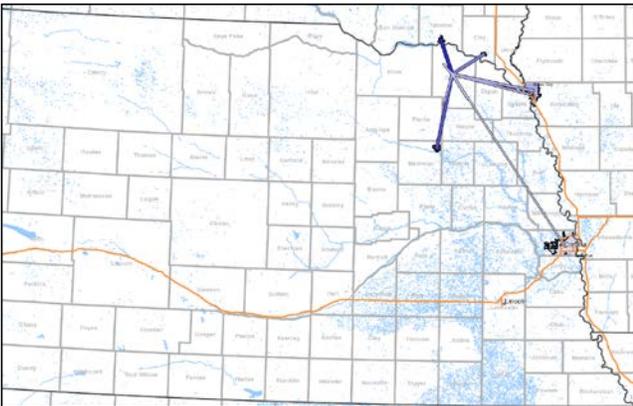
By County
Jobs Counts by Counties Where Workers are Employed
 2011

	Count	Share
Cedar County, NE	229	47.7%
Yankton County, SD	126	26.2%
Knox County, NE	19	4.0%
Clay County, SD	13	2.7%
Madison County, NE	12	2.5%
Pierce County, NE	9	1.9%
Douglas County, NE	8	1.7%
Wayne County, NE	8	1.7%
Woodbury County, IA	7	1.5%
Dakota County, NE	7	1.5%
All Other Locations	42	8.8%



By Place (top 10)
Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed
 2011

	Count	Share
Hartington city, NE	108	22.5%
Yankton city, SD	107	22.3%
Norfolk city, NE	9	1.9%
Vermillion city, SD	8	1.7%
Sioux City city, IA	7	1.5%
Laurel city, NE	7	1.5%
South Sioux City city, NE	7	1.5%
Fordyce village, NE	6	1.2%
Omaha city, NE	6	1.2%
Randolph city, NE	6	1.2%
All Other Locations	209	43.5%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, November 2013.

People also travel from other locations to work in 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 736 primary jobs within Hartington. As Table 4 indicates, 90.9 percent of these jobs are held by Nebraska residents. Approximately 59.4 percent of Hartington workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

Home Destination Report

Where Workers Live Who are Employed in the Selected Area

2011

	Count	Share
Total Primary Jobs	736	100.0%

By State

Jobs Counts by States Where Workers Live

2011

	Count	Share
Nebraska	669	90.9%
South Dakota	60	8.2%
Arkansas	1	0.1%
Colorado	1	0.1%
Illinois	1	0.1%
Iowa	1	0.1%
Missouri	1	0.1%
New York	1	0.1%
Ohio	1	0.1%
All Other Locations	0	0.0%



By County

Jobs Counts by Counties Where Workers Live

2011

	Count	Share
Cedar County, NE	437	59.4%
Knox County, NE	47	6.4%
Yankton County, SD	34	4.6%
Scotts Bluff County, NE	23	3.1%
Antelope County, NE	20	2.7%
Wayne County, NE	15	2.0%
Dixon County, NE	14	1.9%
Madison County, NE	11	1.5%
Pierce County, NE	11	1.5%
Box Butte County, NE	10	1.4%
All Other Locations	114	15.5%

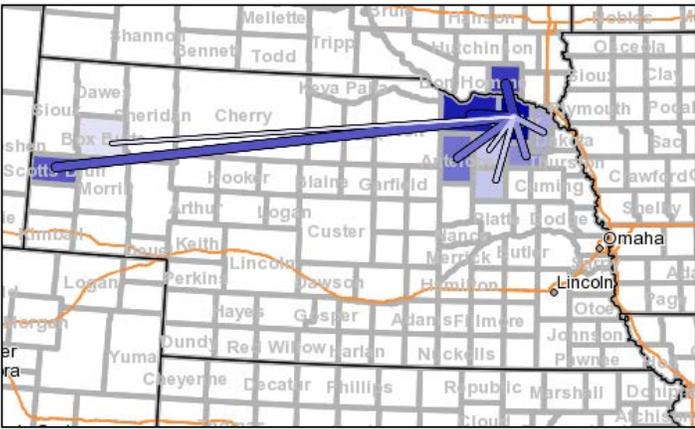


Table 4 (continued)

By Places (top 10)

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

2011

	Count	Share
Hartington city, NE	108	14.7%
Laurel city, NE	29	3.9%
Yankton city, SD	23	3.1%
Wynot village, NE	17	2.3%
Randolph city, NE	14	1.9%
Bow Valley CDP, NE	13	1.8%
Coleridge village, NE	11	1.5%
St. Helena village, NE	11	1.5%
Fordyce village, NE	10	1.4%
Alliance city, NE	9	1.2%
All Other Locations	491	66.7%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, November 2013.

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 Hartington.

Table 5

Inflow/Outflow Report – Hartington, Nebraska

Selection Area Labor Market Size (Primary Jobs)

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	736	100.0%	936	100.0%	772	100.0%
Living in the Selection Area	480	65.2%	600	64.1%	574	74.4%
Net Job Inflow (+) or Outflow (-)	256	-	336	-	198	-

In-Area Labor Force Efficiency (Primary Jobs)

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	480	100.0%	600	100.0%	574	100.0%
Living and Employed in the Selection Area	108	22.5%	189	31.5%	142	24.7%
Living in the Selection Area but Employed Outside	372	77.5%	411	68.5%	432	75.3%

In-Area Employment Efficiency (Primary Jobs)

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	736	100.0%	936	100.0%	772	100.0%
Employed and Living in the Selection Area	108	14.7%	189	20.2%	142	18.4%
Employed in the Selection Area but Living Outside	628	85.3%	747	79.8%	630	81.6%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 11/20/13.

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	372	100.0%	411	100.0%	432	100.0%
Workers Aged 29 or younger	94	25.3%	107	26.0%	119	27.5%
Workers Aged 30 to 54	195	52.4%	199	48.4%	228	52.8%
Workers Aged 55 or older	83	22.3%	105	25.5%	85	19.7%
Workers Earning \$1,250 per month or less	74	19.9%	116	28.2%	121	28.0%
Workers Earning \$1,251 to \$3,333 per month	169	45.4%	197	47.9%	212	49.1%
Workers Earning More than \$3,333 per month	129	34.7%	98	23.8%	99	22.9%
Workers in the "Goods Producing" Industry Class	124	33.3%	104	25.3%	97	22.5%
Workers in the "Trade, Transportation, and Utilities" Industry Class	83	22.3%	111	27.0%	111	25.7%
Workers in the "All Other Services" Industry Class	165	44.4%	196	47.7%	224	51.9%

Inflow Job Characteristics (Primary Jobs)

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	628	100.0%	747	100.0%	630	100.0%
Workers Aged 29 or younger	139	22.1%	163	21.8%	141	22.4%
Workers Aged 30 to 54	314	50.0%	390	52.2%	354	56.2%
Workers Aged 55 or older	175	27.9%	194	26.0%	135	21.4%
Workers Earning \$1,250 per month or less	215	34.2%	231	30.9%	156	24.8%
Workers Earning \$1,251 to \$3,333 per month	259	41.2%	324	43.4%	323	51.3%
Workers Earning More than \$3,333 per month	154	24.5%	192	25.7%	151	24.0%
Workers in the "Goods Producing" Industry Class	70	11.1%	208	27.8%	216	34.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	173	27.5%	160	21.4%	133	21.1%
Workers in the "All Other Services" Industry Class	385	61.3%	379	50.7%	281	44.6%

Interior Flow Job Characteristics (Primary Jobs)

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	108	100.0%	189	100.0%	142	100.0%
Workers Aged 29 or younger	28	25.9%	43	22.8%	28	19.7%
Workers Aged 30 to 54	49	45.4%	97	51.3%	80	56.3%
Workers Aged 55 or older	31	28.7%	49	25.9%	34	23.9%
Workers Earning \$1,250 per month or less	38	35.2%	65	34.4%	45	31.7%
Workers Earning \$1,251 to \$3,333 per month	40	37.0%	82	43.4%	59	41.5%
Workers Earning More than \$3,333 per month	30	27.8%	42	22.2%	38	26.8%
Workers in the "Goods Producing" Industry Class	12	11.1%	49	25.9%	32	22.5%
Workers in the "Trade, Transportation, and Utilities" Industry Class	29	26.9%	37	19.6%	26	18.3%
Workers in the "All Other Services" Industry Class	67	62.0%	103	54.5%	84	59.2%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 11/20/13.

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Hartington and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Hartington is less in 2011 compared to 2009. The distribution of miles traveled to work has also shifted since 2009. Figure 1 shows the location and concentration of these workplaces.

Table 6

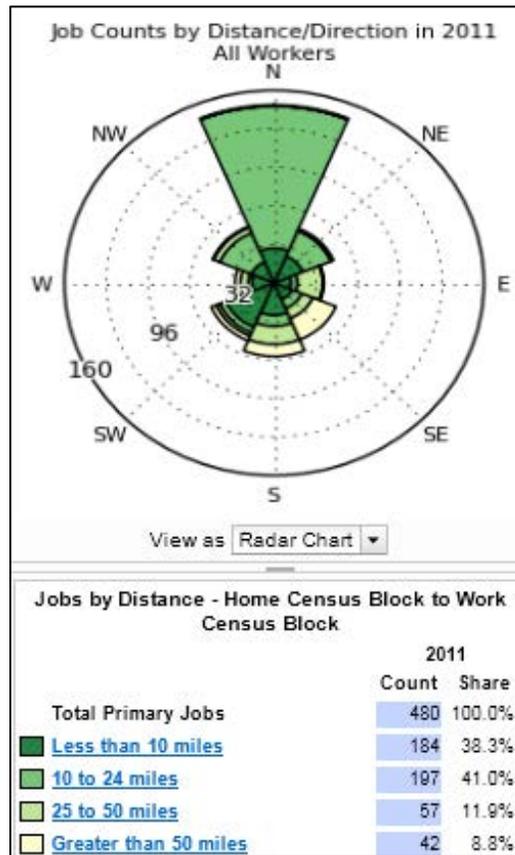
Distance/Direction Report - Home Census Block to Work Census Block
Live within study area - distance to work

Job Counts in Work Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	480	100.0%	600	100.0%	574	100.0%
Less than 10 miles	184	38.3%	251	41.8%	190	33.1%
10 to 24 miles	197	41.0%	199	33.2%	237	41.3%
25 to 50 miles	57	11.9%	48	8.0%	30	5.2%
Greater than 50 miles	42	8.8%	102	17.0%	117	20.4%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 11/20/13

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, 6.0.1, 11/20/2013.

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 slightly since 2009. 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.

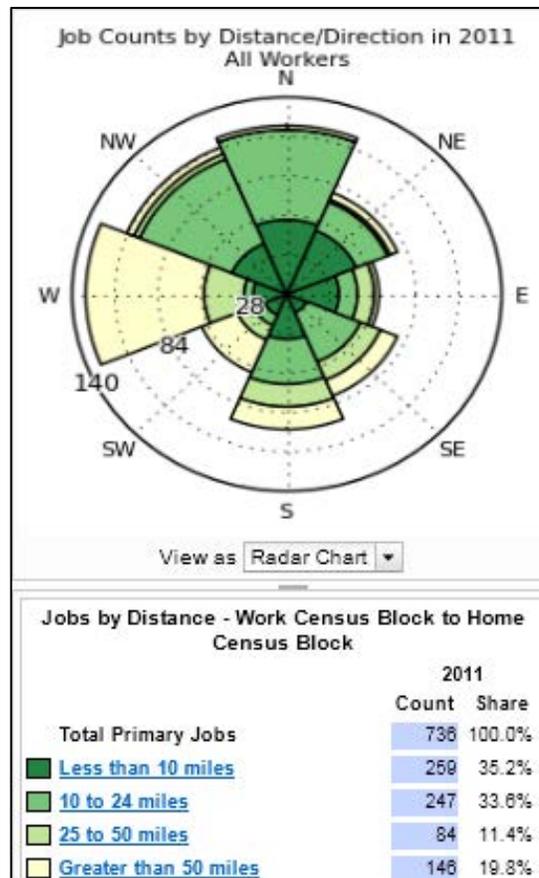
Table 7

Job Counts in Home Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	736	100.0%	936	100.0%	772	100.0%
Less than 10 miles	259	35.2%	421	45.0%	323	41.8%
10 to 24 miles	247	33.6%	356	38.0%	322	41.7%
25 to 50 miles	84	11.4%	71	7.6%	58	7.5%
Greater than 50 miles	146	19.8%	88	9.4%	69	8.9%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 5/25/2012.

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, 6.0.1, 11/20/2013.

Population and Migration Trends

As Table 8 indicates, Cedar County’s population decreased by 3,340 people between 1970 and 2010. This was a 27.4 percent decrease or an average decrease of 0.6 percent per year. This population decrease compares to a 23.0 percent increase (0.4 percent increase per year) for Nebraska as a whole. Cedar County reported a 1.2 percent decrease in population from 2010 to 2012 (106 people) or an average annual decrease of 0.6 percent.

Table 8

County Population 1970-2012
 Cedar County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2012	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2012
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,855,525	0.4	0.8
Cedar County	12,192	11,375	10,131	9,615	8,852	8,746	-0.6	-0.6
Dixon County	7,453	7,137	6,143	6,338	6,000	5,918	-0.4	-0.7
Knox County	11,723	11,457	9,534	9,374	8,701	8,573	-0.6	-0.7
Pierce County	8,493	8,481	7,827	7,857	7,266	7,166	-0.3	-0.7
Wayne County	10,400	9,858	9,364	9,851	9,595	9,554	-0.2	-0.2

Source: U.S. Bureau of the Census, Census of Population, April 2013.

Table 9 data reveal Cedar County’s population living in incorporated places decreased by 611 people between 1970 and 2012. This was a 12.0 percent decrease or an average decrease of 0.2 percent per year. Hartington, Cedar County’s largest city, reported a 3.1 percent decrease in population of 49 people between 1970 and 2012 or an average annual decrease of 0.1 percent. The unincorporated areas outside of the selected communities experienced an average annual decrease of 1.0 percent per year for a total decrease of 39.9 percent (2,835 people) during the same 1970–2012 time period.

Table 9

County Population 1970-2012
 Cedar County Communities and Unincorporated Areas

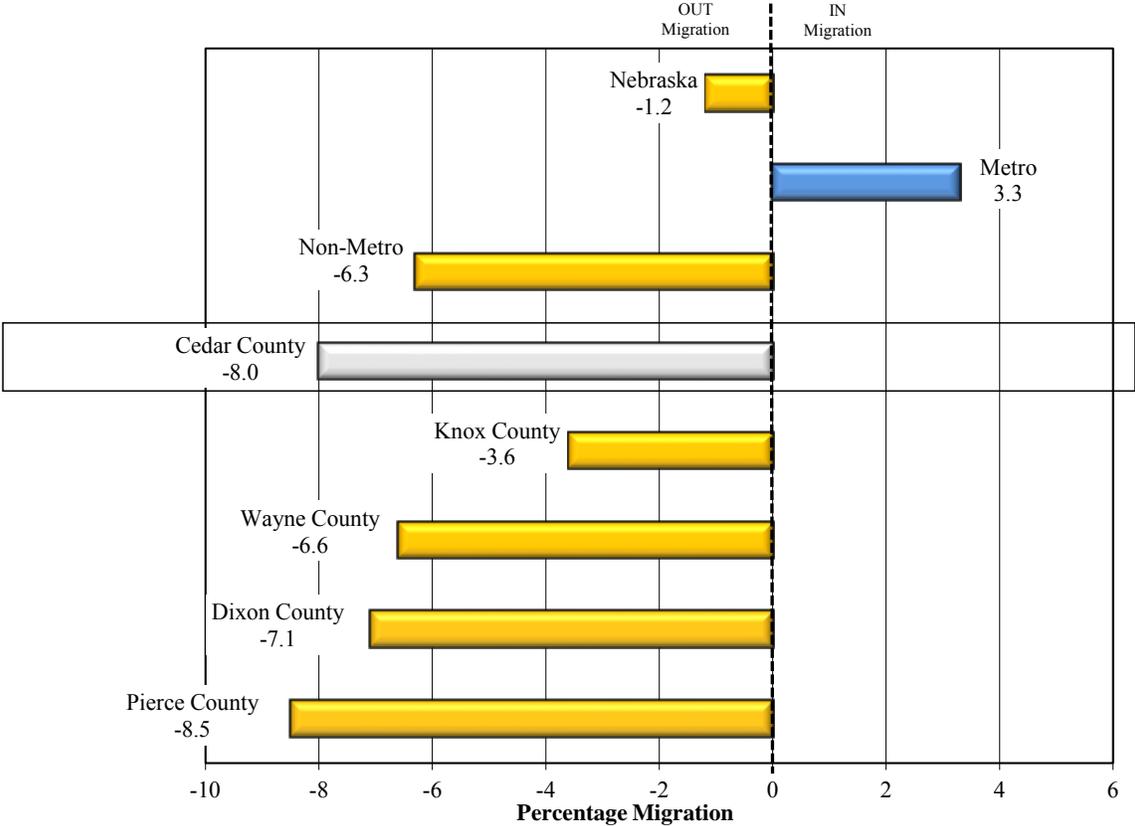
Location	1970	1980	1990	2000	2010	2012	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2012
Cedar County	12,192	11,375	10,131	9,615	8,852	8,746	-0.6	-0.6
Belden	162	151	149	131	115	114	-0.7	-0.4
Coleridge	608	673	596	541	473	467	-0.5	-0.6
Fordyce	146	148	190	182	139	138	-0.1	-0.4
Hartington	1,581	1,730	1,665	1,640	1,554	1,532	0.0	-0.7
Laurel	1,009	1,031	986	986	964	954	-0.1	-0.5
Magnet	88	59	69	79	57	57	-0.9	0.0
Obert	36	44	39	49	23	23	-0.9	0.0
Randolph	1,130	1,106	983	955	944	932	-0.4	-0.6
St. Helena	102	111	87	86	96	95	(0)	-0.5
Wynot	226	222	213	191	166	165	-0.62	-0.3
Total Incorporated	5,088	5,275	4,977	4,840	4,531	4,477	-0.2	-0.6
Unincorporated	7,104	6,100	5,154	4,775	4,321	4,269	-1.0	-0.6

Source: U.S. Bureau of the Census, Census of Population, April 2013.

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**

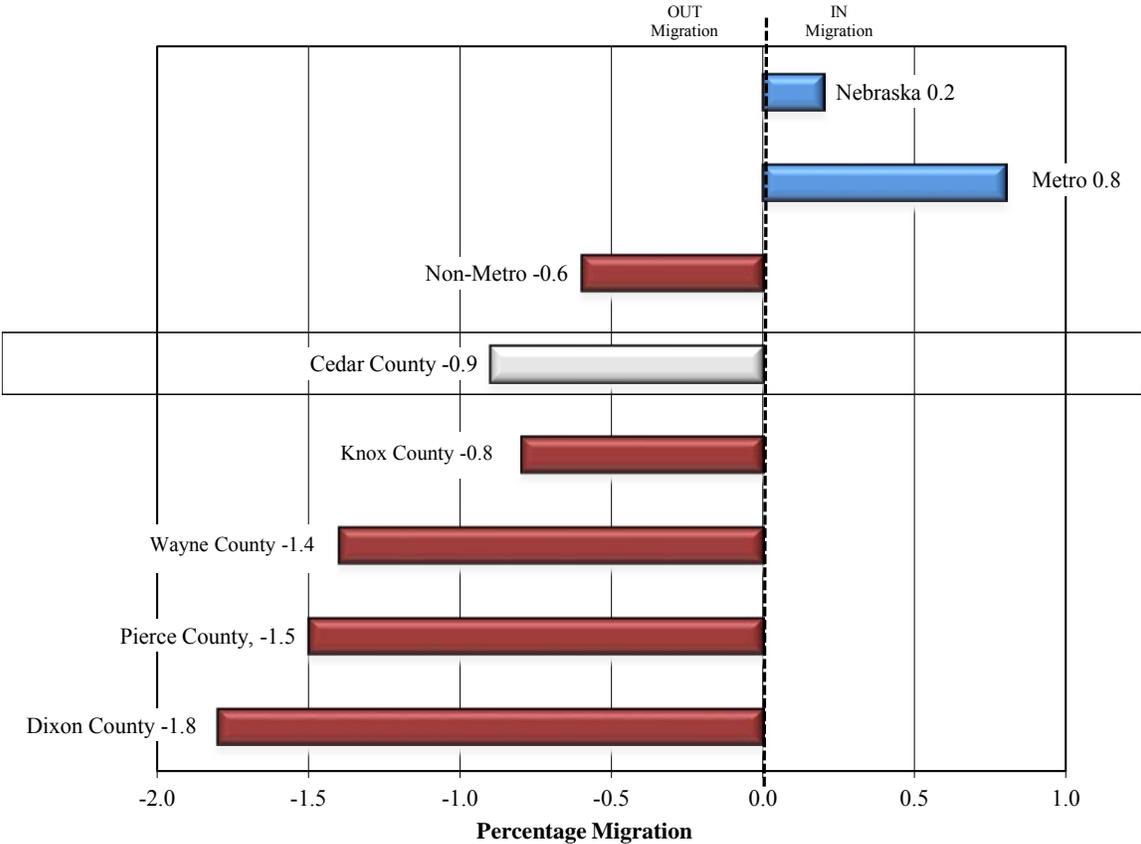


Source: U.S. Census Bureau, County population and estimated components of population change, June 2013.

Looking at the years 2010–2012 (Chart 7), Cedar County experienced a net out-migration of 82 people or 0.9 percent of its 2010 population.

Chart 7

**2010-2012 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, June 2013.

The next two tables (Tables 10 and 11) provide detail on migration between 2006 and 2010, the latest data available. Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors.

Table 10 data show 73.4 percent of the 545 people moving into Cedar County between 2006 and 2010 moved from other Nebraska locations (400 people). Data also reveal 126 people (23.1 percent) migrated into the county from other states.

Table 10

**Cedar County, Nebraska, 2010
 Inflow Into County (1 year estimate)**

	Number	Percent
Movers within the United States	918	98.0
Within Same County	392	41.8
Different County, Same State	400	42.7
Different State	126	13.4
Movers from Abroad	19	2.0
Total Movement	937	

Source: American Community Survey, County-to-County Migration Flows, 2006-2010 data, March 2013.

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

State	County	Number
Nebraska	Pierce County	92
Nebraska	Lancaster County	86
Nebraska	Hall County	66
Nebraska	Madison County	38
South Dakota	Yankton County	29
Nebraska	Wayne County	27
Iowa	Woodbury County	26
Nebraska	Antelope County	22
South Carolina	Greenville County	17
Nebraska	Dodge County	16
Nebraska	Cuming County	11
Europe	-	11
Missouri	Camden County	10
Nebraska	Burt County	10
Missouri	Barry County	9
Nebraska	Douglas County	9
Nebraska	Platte County	9
Asia	-	8
Arizona	Maricopa County	7
California	Butte County	7
Nebraska	Custer County	7
Nebraska	Knox County	7
New York	New York County	7
Mississippi	Hinds County	6
South Dakota	Pennington County	4

Source: American Community Survey, County-to-County Migration Flows, 2006-2010 data, March 2013

Table 11 data reveal 83.9 percent of people migrating out of Cedar County between 2006 and 2010 remained in the state of Nebraska (428 people). Data show 82 Cedar County residents (16.1 percent of 510 people) also moved to other states during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 11

**Cedar County, Nebraska, 2010
 Outflow From County (1 year estimate)**

	Number	Percent
Movers within the United States	902	100.0
Within Same County	392	43.5
Different County, Same State	428	47.5
Different State	82	9.1
Movers to Puerto Rico	0	0.0
Total Movement	902	

Source: American Community Survey, County-to-County Migration Flows, 2006-2010 data, March 2013.

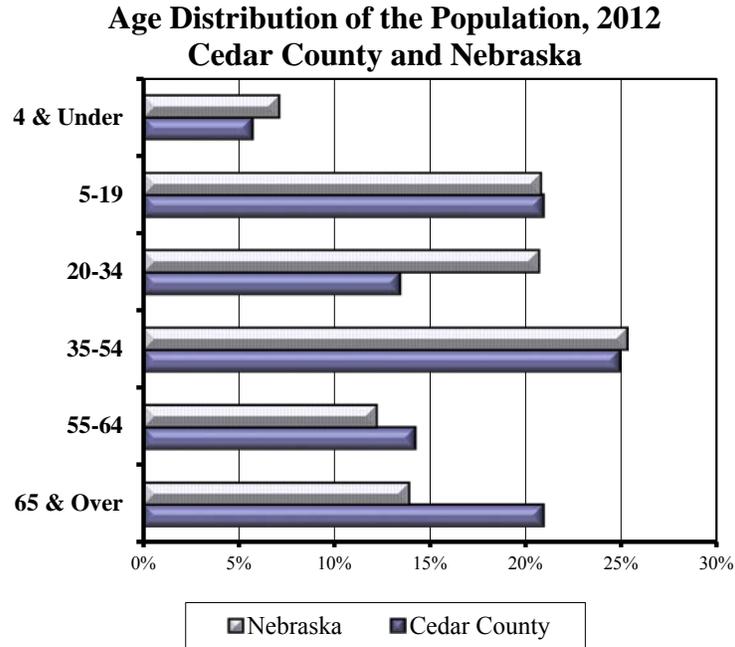
**Reported Counties
 (where people moved to)**

State	County	Number
Nebraska	Lancaster County	102
Nebraska	Dixon County	63
Nebraska	Madison County	60
Nebraska	Sarpy County	53
Nebraska	Wayne County	41
South Dakota	Yankton County	41
Nebraska	Cheyenne County	34
Nebraska	Buffalo County	22
South Dakota	Minnehaha County	16
Nebraska	Platte County	14
Nebraska	Dawson County	12
Nebraska	Thurston County	12
Colorado	Jefferson County	10
North Dakota	Grand Forks County	8
South Dakota	Brookings County	7
Nebraska	Douglas County	5
Nebraska	Cherry County	4
Nebraska	Custer County	3
Nebraska	Pierce County	3

Source: American Community Survey, County-to-County Migration Flows, 2006-2010 data, March 2013.

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 2012 was 45.3 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," June 2013.

Table 12

**Age Distribution of the Population, 2012
 Cedar County and Nebraska**

	2011 Population		Percent	
	Nebraska	Cedar County	Nebraska	Cedar County
4 & Under	132,268	500	7.1%	5.7%
5-19	385,109	1,824	20.8%	20.9%
20-34	383,722	1,168	20.7%	13.4%
35-54	470,026	2,182	25.3%	24.9%
55-64	227,046	1,242	12.2%	14.2%
65 & Over	257,354	1,830	13.9%	20.9%
Total	1,855,525	8,746	100%	100%
Median Age	36.2	45.3		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," June 2013.

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 5-year estimates and differ from the U.S. Census Bureau’s single year distributions. Chart 9 graphically depicts the median age distribution for the study area.

Table 13

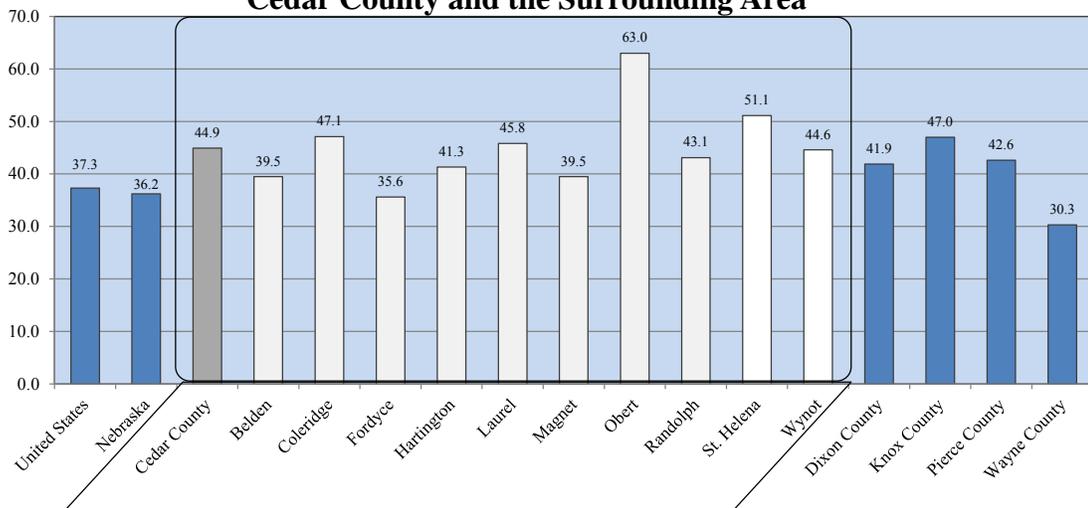
Median Age by Location and Gender
5-Year Estimate, 2008–2012
Cedar County and the Surrounding Area

	Median Age		
	Total	Male	Female
United States	37.3	36.0	38.7
Nebraska	36.2	35.0	37.4
Cedar County	44.9	43.2	46.5
Belden	39.5	34.8	44.0
Coleridge	47.1	42.9	52.4
Fordyce	35.6	36.5	35.5
Hartington	41.3	34.4	46.4
Laurel	45.8	30.7	49.9
Magnet	39.5	52.5	37.8
Obert	63.0	64.7	61.3
Randolph	43.1	41.1	46.0
St. Helena	51.1	52.5	51.1
Wynot	44.6	44.3	47.5
Dixon County	41.9	41.3	42.8
Knox County	47.0	45.3	48.5
Pierce County	42.6	41.0	44.3
Wayne County	30.3	30.3	30.2

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

Chart 9

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



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

Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Cedar County and the surrounding area for 2012. 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

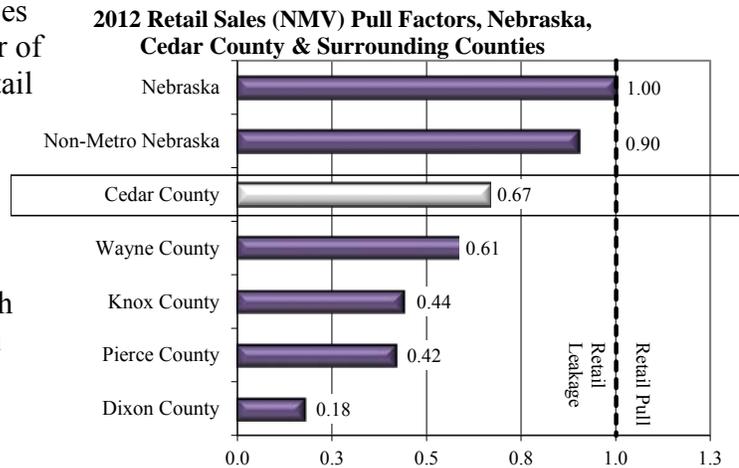
**2012 Retail Sales (Non-Motor Vehicle) Pull Factors
 Nebraska, Cedar County, and Surrounding Counties**

	2012 Population	2012 Retail Sales (x \$1,000)	2012 Per Cap Sales (\$)	2012 Pull Factor
Nebraska	1,855,525	21,467,686	11,570	1.00
Non-Metro Nebraska	781,857	8,144,602	10,417	0.90
Cedar County	8,746	67,299	7,695	0.67
Dixon County	5,918	12,545	2,120	0.18
Knox County	8,573	43,449	5,068	0.44
Pierce County	7,166	34,979	4,881	0.42
Wayne County	9,554	67,205	7,034	0.61

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2013.

Reviewing the pull factors at the county level indicates Cedar County experiences net retail leakages. The 2012 pull factor of 0.67 indicates, on a per capita basis, retail sales in Cedar 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 Cedar County (0.67) with the pull factor for the non-metropolitan area of Nebraska (0.90) indicates per capita retail sales in Cedar County are 26.1 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 10



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2013.

Table 15 and Chart 11 compare the 2012 pull factors for selected area communities. The community of Hartington’s pull factor of 2.49 indicates that, on a per capita basis, non-motor vehicle retail sales in Hartington are approximately 1.49 percent greater than the state’s average per capita sales.

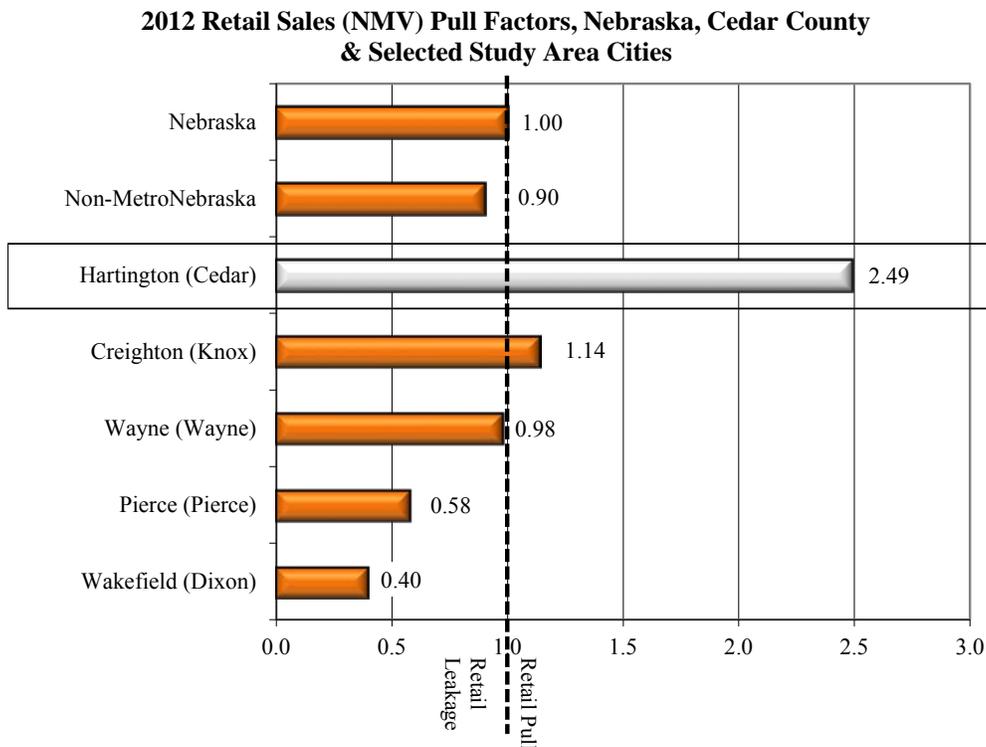
Table 15

**2012 Retail Sales (NMV) Pull Factors
 Nebraska Cedar County, and Selected Study Area Communities**

	2012 Population	2012 Retail Sales (x \$1,000)	2012 Per Cap Sales (\$)	2012 Pull Factor
Nebraska	1,855,525	21,467,686	11,570	1.00
Non-Metro Nebraska	781,857	8,144,602	10,417	0.90
Cedar County	8,746	67,299	7,695	0.67
Hartington (Cedar)	1,532	44,203	28,853	2.49
Wakefield (Dixon)	1,189	5,528	4,649	0.40
Creighton (Knox)	1,132	14,967	13,222	1.14
Pierce (Pierce)	1,745	11,798	6,761	0.58
Wayne (Wayne)	5,661	64,025	11,310	0.98

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2013.

Chart 11



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2013.

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2012 pull factors into the communities reporting retail sales figures within Cedar County. As this table indicates, the community of Hartington had the strongest pull factor (2.49) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.67 for Cedar County in 2012.

Table 16

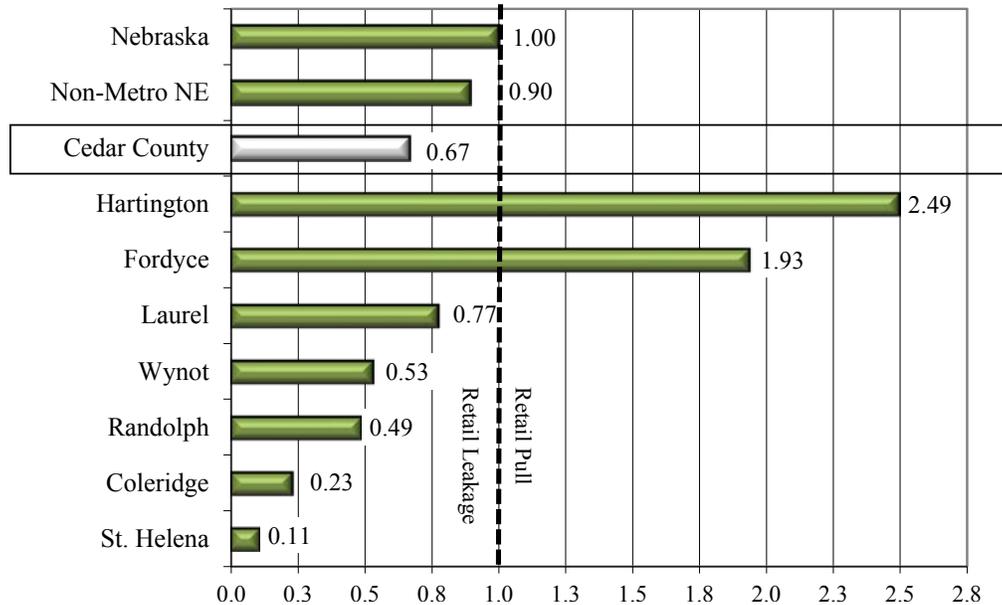
**2012 Retail Sales (NMV) Pull Factors
 Nebraska and Available Cedar County Area Communities**

	2012 Population	2012 Retail Sales (x \$1,000)	2012 Per Cap Sales (\$)	2012 Pull Factor
Nebraska	1,855,525	21,467,686	11,570	1.00
Non-Metro Nebraska	781,857	8,144,602	10,417	0.90
Cedar County	8,746	67,299	7,695	0.67
Hartington	1,532	44,203	28,853	2.49
Laurel	954	8,549	8,961	0.77
Randolph	932	5,278	5,664	0.49
Coleridge	467	1,247	2,670	0.23
Wynot	165	1,014	6,148	0.53
Fordyce	138	3,087	22,372	1.93
St. Helena	95	121	1,270	0.11

Source: U.S. Census Bureau and the Nebraska Department of Revenue, June 2013.

Chart 12

**2012 Retail Sales (NMV) Pull Factors, Nebraska and Available
 Cedar County Communities**



Source: U.S. Census Bureau and the Nebraska Department of Revenue, June 2013.

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2012 pull factors for Nebraska, Hartington, and eight other similarly sized communities selected from around the state. Hartington’s pull factor of 2.49 leads the group for 2012 thus indicating Hartington has greater retail pull.

Table 17

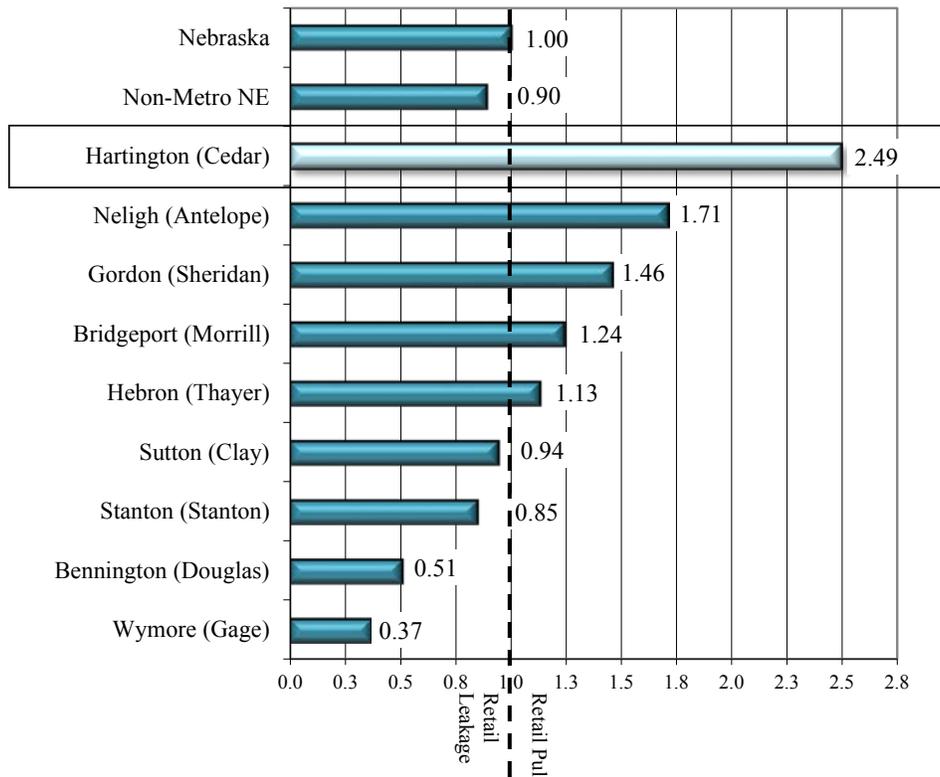
**2012 Retail Sales (NMV) Pull Factors
 Hartington & Other Similarly Sized Nebraska Communities**

	2012 Population	2012 Retail Sales (x \$1,000)	2012 Per Cap Sales (\$)	2012 Pull Factor
Nebraska	1,855,525	21,467,686	11,570	1.00
Non-Metro Nebraska	781,857	8,144,602	10,417	0.90
Hartington (Cedar)	1,532	44,203	28,853	2.49
Neligh (Antelope)	1,569	31,033	19,779	1.71
Gordon (Sheridan)	1,566	26,425	16,874	1.46
Stanton (Stanton)	1,557	15,272	9,809	0.85
Hebron (Thayer)	1,546	20,226	13,083	1.13
Bridgeport (Morrill)	1,511	21,688	14,353	1.24
Bennington (Douglas)	1,472	8,645	5,873	0.51
Sutton (Clay)	1,471	16,043	10,906	0.94
Wymore (Gage)	1,413	6,049	4,281	0.37

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2013.

Chart 13

**2012 Retail Sales (NMV) Pull Factors, Hartington & Other
 Similarly Sized Nebraska Communities**

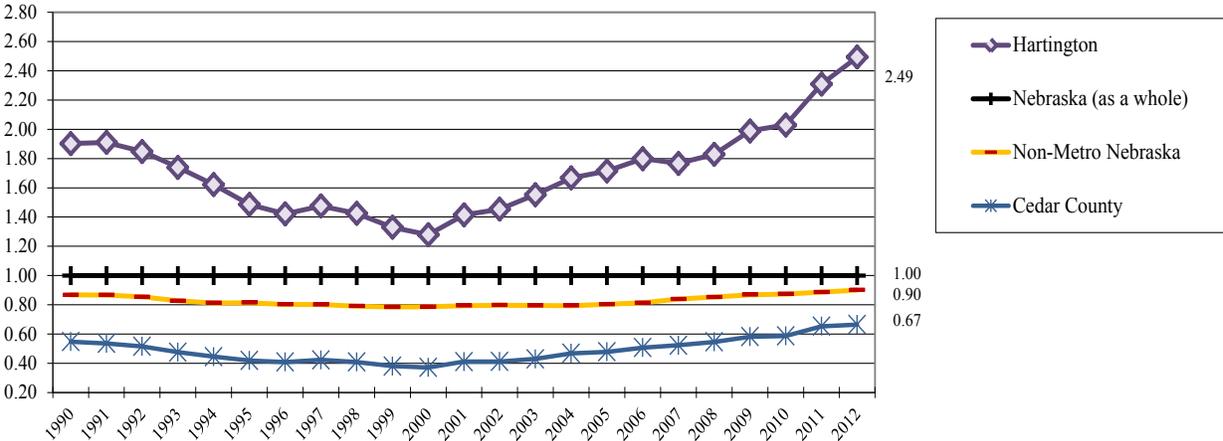


Source: U.S. Census Bureau and the Nebraska Department of Revenue, June 2013.

Chart 14 illustrates the pull factor trend for Hartington, Cedar County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2012. In examining the time line, the city of Hartington shows retail pull fluctuating well above the state average throughout the entire study period. Data within Cedar County (as a whole) shows the pull factor below but similar in fluctuation to the non-metropolitan county average throughout the time period.

Chart 14

**Pull Factors 1990-2012 Hartington,
 Cedar County, Non-Metro & Nebraska (as a whole)**



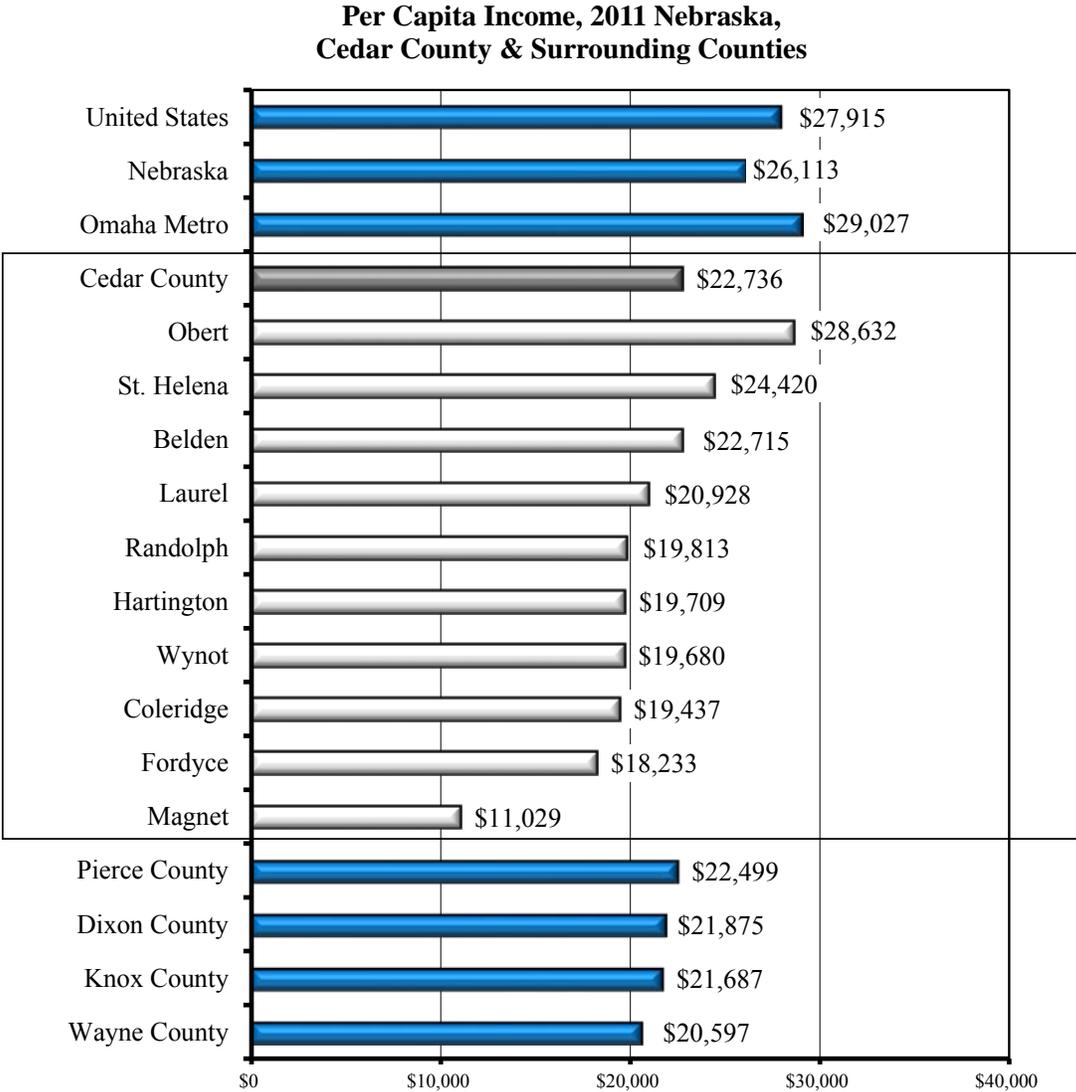
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2013

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 2011 for Cedar County is estimated to be \$22,736 compared to \$26,113 for Nebraska as a whole.

Chart 15



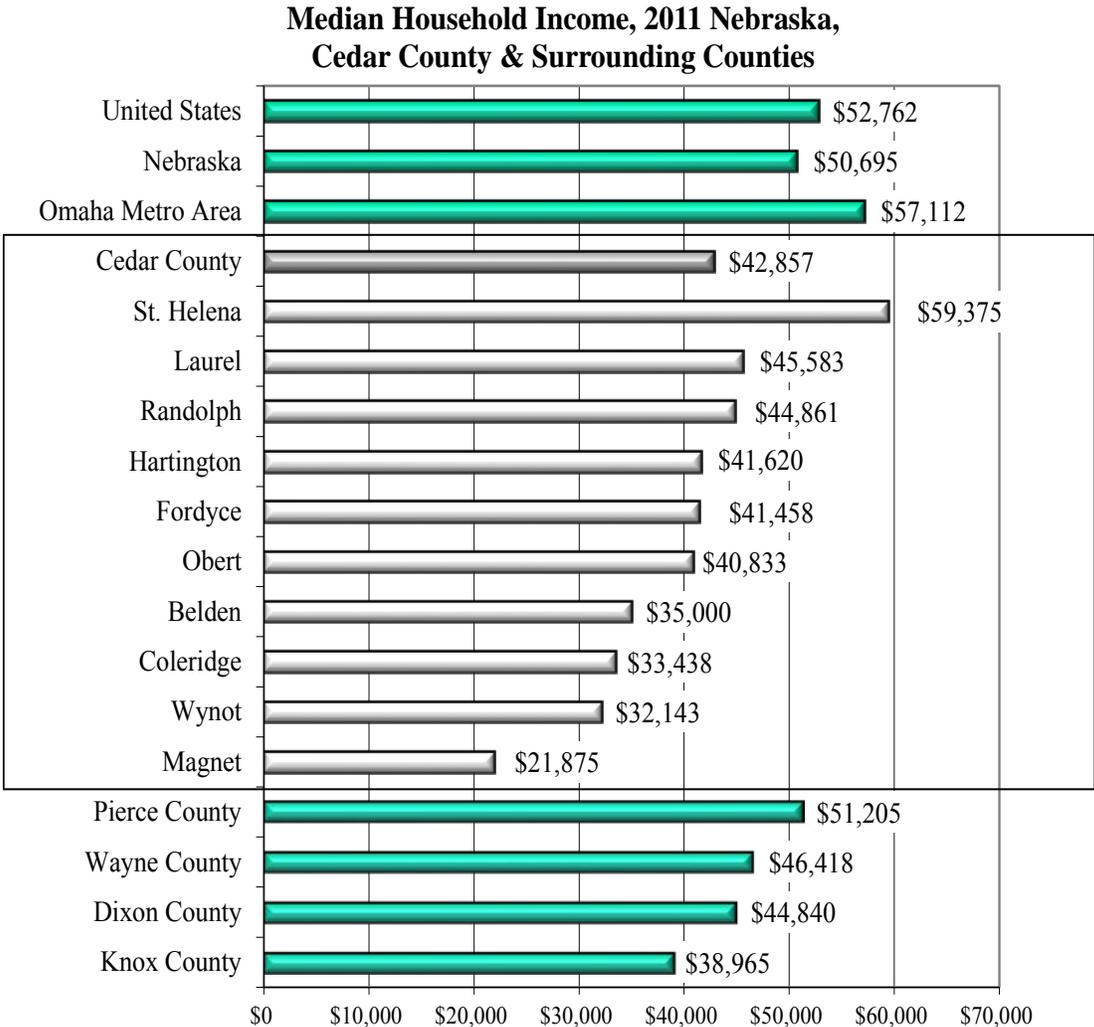
Source: U.S. Census Bureau, 2011 inflation adjusted past 12-months, 2007-2011 American Community Survey, released December 2012.

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 Cedar County is estimated to be \$42,857 in 2011 compared to \$50,695 for Nebraska as a whole.

Chart 16



Source: U.S. Census Bureau, 2007-2011 American Community Survey, released December 2012.