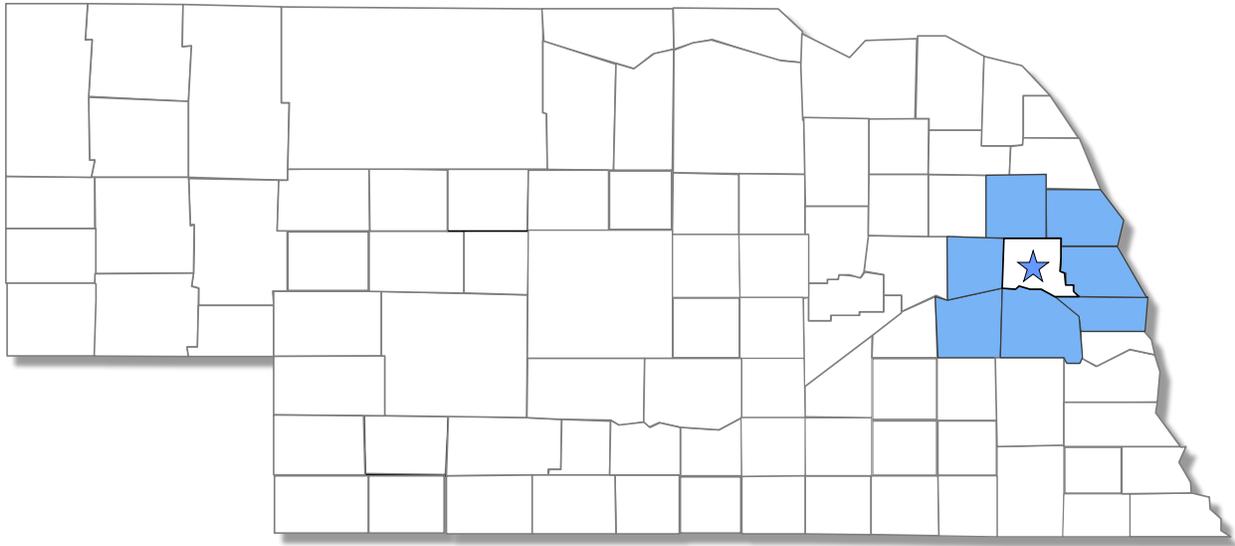


Economic and Demographic Trends

Scribner, Dodge County, and the Surrounding Area



April 2013

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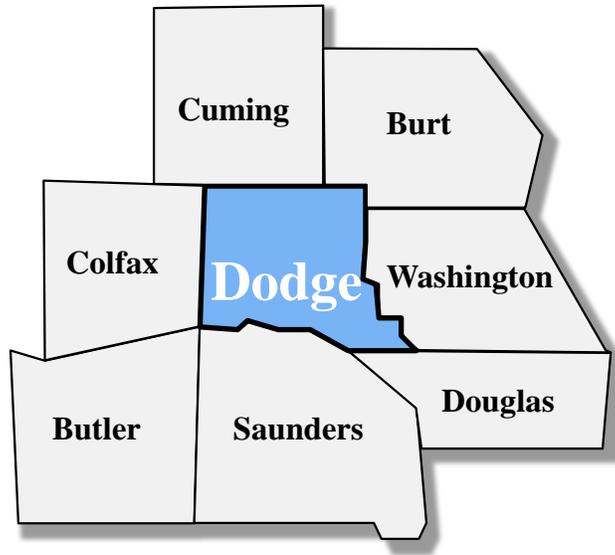
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Economic and Demographic Trends in Scribner, Dodge County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Scribner, Dodge 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 Dodge County, other Nebraska counties included in this area are Burt, Butler, Colfax, Cuming, Douglas, Saunders, and Washington. The retail sales section also compares retail growth between Scribner 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 Dodge County for the period 2002–2011. Non-farm employment is broken down into two employment sectors: Government and Private Industries. The Government sector is broken down further into Federal, State, and Local Government employment. The Private Industry sector is broken down into 10 Goods Producing and Service Providing employment sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS) as shown below.

Government

Federal Government
State Government
Local Government

Goods Producing

Natural Resources & Mining
Construction
Manufacturing

Services Providing

Trade, Transportation & Utilities
Information
Financial Activities
Professional & Business Services
Education & Health Services
Leisure & Hospitality
Other Services

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 Dodge County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Dodge County decreased 0.5 percent (-84 jobs) between 2002 and 2011.

Table 1 also provides employment data for Dodge County by major economic sector for years 2002–2011. Of the sectors reporting complete data, the State Government sector recorded the largest percentage increase in employment between 2002 and 2011 (125.2 percent or 149 jobs). The Education & Health Services sector showed the largest actual employment increase with 433 jobs (26.5 percent increase).

Table 1
Non-Farm Wage & Salary Employment Trends, Dodge 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)	16,285	16,059	16,283	16,305	16,598	16,725	16,788	16,300	15,946	16,201	-0.5	-84
Total Government Employment	2,750	2,765	2,757	2,795	2,859	2,859	2,862	2,867	2,860	2,950	7.3	200
Federal Government	129	127	121	121	118	117	119	119	126	113	-12.4	-16
State Government	119	124	135	136	137	134	128	131	160	268	125.2	149
Local Government	2,502	2,514	2,501	2,538	2,604	2,608	2,615	2,617	2,574	2,569	2.7	67
Total Private Industries	13,535	13,295	13,526	13,510	13,739	13,867	13,926	13,434	13,086	13,252	-2.1	-283
Goods Producing	4,270	4,169	4,054	3,979	4,095	4,169	4,185	4,029	3,881	3,885	-9.0	-385
Natural Resources and Mining	99	114	128	136	144	141	131	133	147	145	46.5	46
Construction	617	594	596	578	598	583	576	516	475	478	-22.5	-139
Manufacturing	3,554	3,461	3,330	3,265	3,353	3,444	3,478	3,380	3,260	3,262	-8.2	-292
Service-Providing	9,265	9,127	9,472	9,531	9,643	9,698	9,741	9,404	9,205	9,367	1.1	102
Trade, Transportation, and Utilities	3,846	3,613	3,837	3,824	3,791	3,610	3,649	3,521	3,493	3,614	-6.0	-232
Information	149	154	151	150	146	153	164	164	195	218	46.3	69
Financial Activities	570	550	587	602	588	585	578	581	587	588	3.2	18
Professional and Business Services	759	837	943	1,084	1,086	1,122	1,123	970	801	768	1.2	9
Education and Health Services	1,632	1,621	1,707	1,698	1,804	1,953	2,033	2,055	2,020	2,065	26.5	433
Leisure and Hospitality	1,682	1,789	1,713	1,650	1,684	1,711	1,609	1,547	1,537	1,539	-8.5	-143
Other Services	627	563	535	523	545	564	587	566	573	575	-8.3	-52

Labor Force & Work Force Summary, 2002-2011, Annually, Dodge County, Nebraska
 Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released 9/27/2012

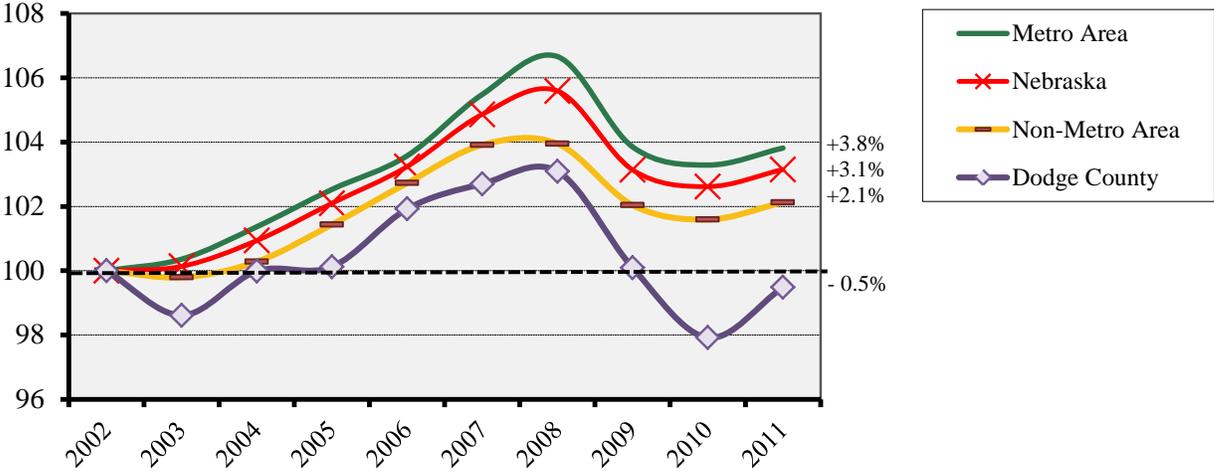
Chart 1 (next page) compares total non-farm wage and salary employment growth in Dodge County with metropolitan and non-metropolitan areas as well as Nebraska as a whole for the review period 2002–2011.

The Census Bureau has identified 13 counties in Nebraska as part of four metropolitan statistical areas (MSA) as follows: Omaha/Council Bluffs (Cass, Douglas, Sarpy, Saunders, Washington); Lincoln (Lancaster, Seward); Grand Island (Hall, Hamilton, Howard, Merrick); and Sioux City IA, NE, SD (Dakota, Dixon).

For the purposes of this study, the metropolitan area of Nebraska has been defined as the “Metro Area” and consists of the following seven counties: Dodge, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington. The non-metropolitan area is defined as the “Non-Metro Area” and consists of the counties outside of the Metro Area which are typical of NPPD’s service area.

As this chart indicates, total non-farm wage and salary employment in Dodge County decreased 0.5 percent (-84 jobs) from 2002 to 2011, compared to a 3.8 percent increase in the Metro Area, a 3.1 percent increase for Nebraska as a whole, and a 2.1 percent increase in the Non-Metro Area.

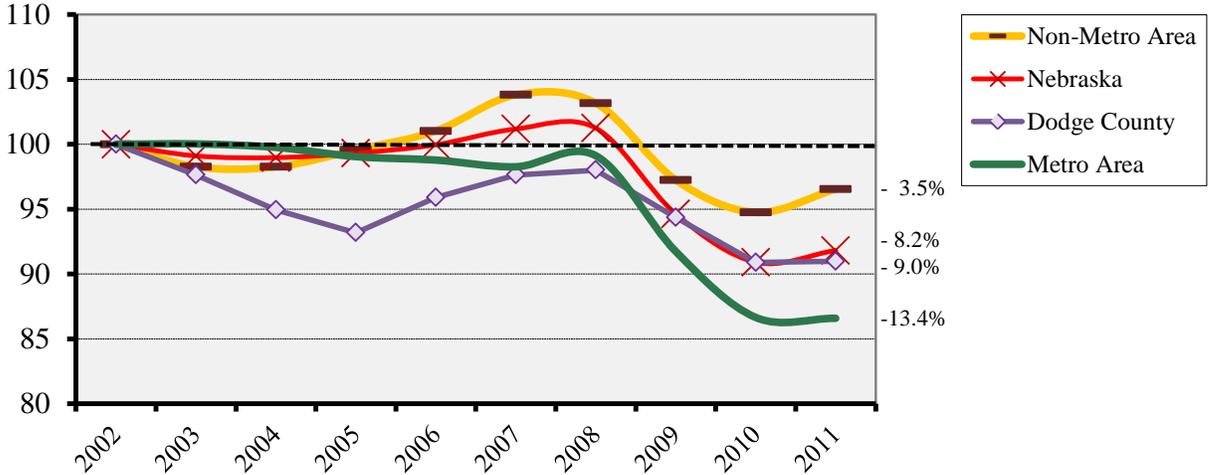
Chart 1
Non-Farm (W&S) Employment, Dodge County, Nebraska, Metro, and Non-Metro Nebraska, 2002-2011
 (Index, 2002=100)



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released 9/27/2012

Chart 2 presents data on Goods Producing wage and salary employment growth for Dodge County, Nebraska, Metro, and Non-Metro Areas. Goods Producing employment decreased 9.0 percent in Dodge County between 2002 and 2011 (-385 jobs). This compares to a 3.5 percent decrease in employment for the Non-Metro Area, an 8.2 percent decrease for Nebraska as a whole, and a 13.4 percent decrease for the Metro Area over the same period.

Chart 2
Goods Producing (W&S) Employment, Dodge County, Nebraska, Metro, and Non-Metro Nebraska, 2002-2011
 (Index, 2002=100)



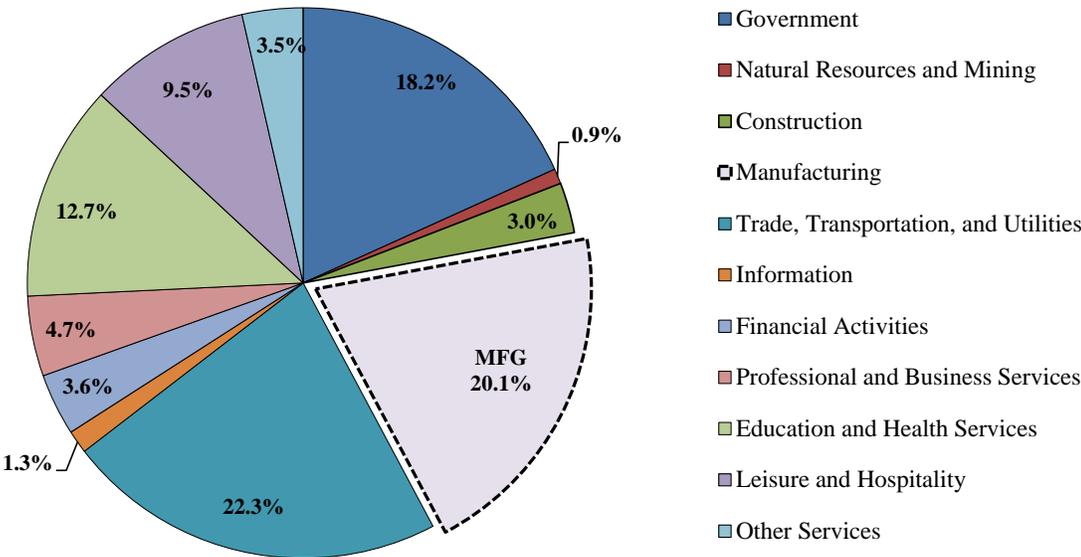
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released 9/27/2012

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 Dodge County compared to the Non-Metro Area and the Metro Area distributions.

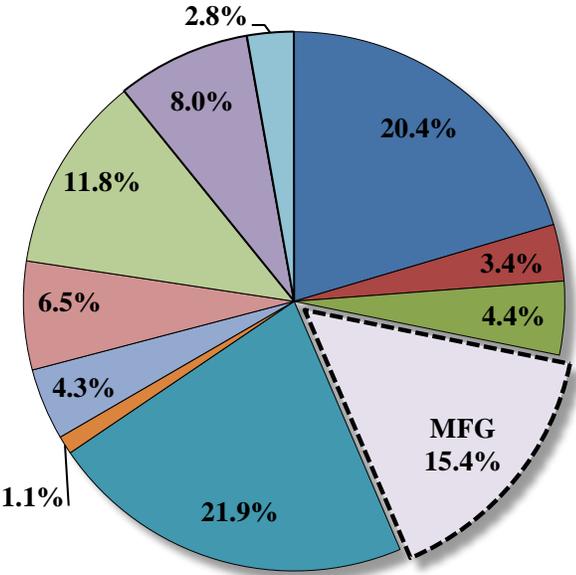
When comparing the Dodge County employment sectors to the Non-Metro Area, the largest deviation falls in the Manufacturing sector having 20.1 percent employment (3,262 employees) compared to the Non-Metro Area employment at 15.4 percent of the workforce; a difference of 4.7 percent. Comparing Dodge County to the overall Metro Area distribution, the largest deviation is also found in the Manufacturing sector (20.1 percent or 3,262 jobs Dodge County vs. 7.2 percent Metro Area; a difference of 13.0 percent).

Charts 3, 4, 5

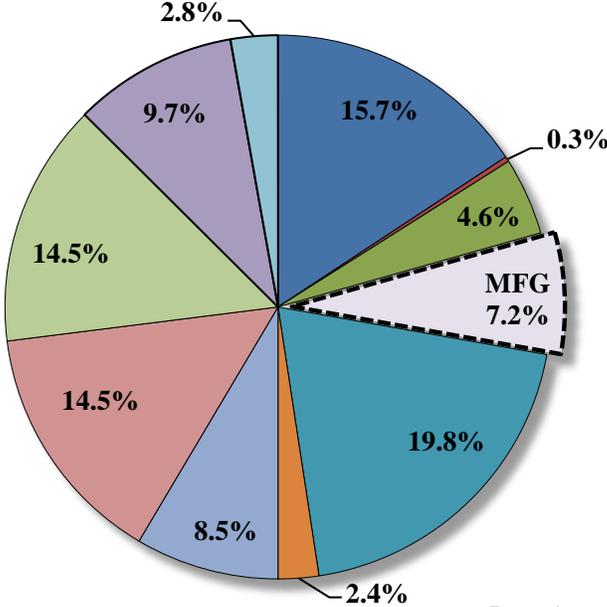
**Non-Farm Wage & Salary Employment by Major Economic Sector
 Dodge County, 2011**



Non-Metro Area W&S Employment, 2011



Metro Area W&S Employment, 2011



The next table (Table 2) shows labor force information for Dodge 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 an increase in the number of Dodge County residents participating in the labor force between 2002 and 2011 (1.7 percent or 325 people). The number of those employed in Dodge County also increased from 2002 to 2011 (1.5 percent or 275 jobs).

The number of unemployed persons in Dodge County increased by 5.7 percent (50 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 Dodge County unemployment rate was 4.6 percent in 2011; similar to that for the Metro Area (4.7 percent), Nebraska as a whole (4.4 percent), and Non-Metro Area (4.1 percent).

Table 2

Labor Force & Employment Trends, Dodge County, Nebraska

Selected Years: 2002-2011

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	% Change 2002-2011	# Change 2002-2011
Labor Force	19,580	19,648	19,922	19,685	19,697	19,885	20,068	19,722	19,524	19,905	1.7	325
Employed	18,706	18,706	18,995	18,807	19,029	19,257	19,376	18,718	18,539	18,981	1.5	275
Unemployed	874	942	927	878	668	628	692	1,004	985	924	5.7	50
Unemployment Rate	4.5	4.8	4.7	4.5	3.4	3.2	3.4	5.1	5.0	4.6	(N/A)	(N/A)

Labor Force & Work Force Summary, 2003-2011, Annually, Dodge County, Nebraska
 Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released 2012
 (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 Dodge 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 Dodge County are from 2010.

Table 3 (pages 6–7) examines the Work Destination area for Dodge County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 16,295 county labor force participants holding primary jobs. As Table 3 “By States” shows, 98.0 percent of Dodge County’s labor force participants are employed within the state of Nebraska. The next section, “By Counties” shows approximately 51.1 percent of Dodge County workers remain within Dodge County for employment with 48.9 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 Dodge County labor force participants are employed (next page).

Table 3

Work Destination Report
Where Workers are Employed Who Live in the Selection Area
 2010

	Count	Share
Total Participants	16,295	100.0%

By States

Job Counts by States Where Workers are Employed
 2010

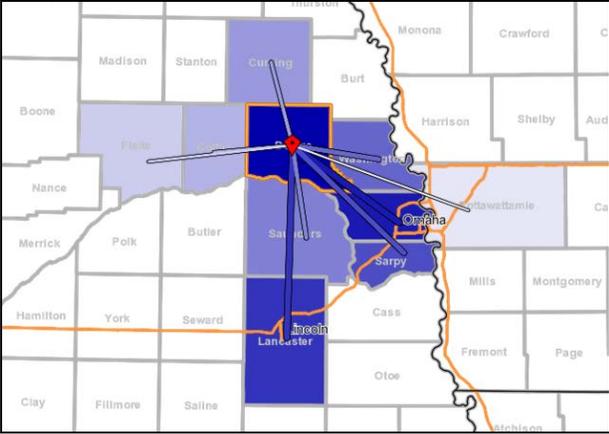
	Count	Share
Nebraska	15,976	98.0%
Iowa	204	1.3%
Kansas	31	0.2%
South Dakota	16	0.1%
Missouri	15	0.1%
Colorado	6	0.0%
Illinois	6	0.0%
Texas	6	0.0%
Wisconsin	4	0.0%
California	3	0.0%
All Other Locations	28	0.2%



Table 3 (continued)

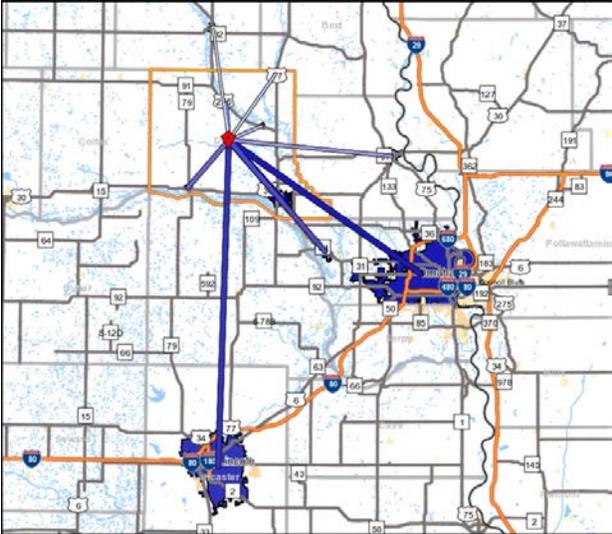
By Counties
Job Counts by Counties Where Workers are Employed
 2010

	Count	Share
Dodge County, NE	8,332	51.1%
Douglas County, NE	4,040	24.8%
Lancaster County, NE	995	6.1%
Sarpy County, NE	507	3.1%
Washington County, NE	370	2.3%
Saunders County, NE	227	1.4%
Cuming County, NE	197	1.2%
Colfax County, NE	185	1.1%
Platte County, NE	159	1.0%
Pottawattamie County, IA	98	0.6%
All Other Locations	1,185	7.3%



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

	Count	Share
Fremont city, NE	5,472	33.6%
Omaha city, NE	2,807	17.2%
Lincoln city, NE	942	5.8%
Valley city, NE	859	5.3%
North Bend city, NE	238	1.5%
Scribner city, NE	200	1.2%
Blair city, NE	186	1.1%
Hooper city, NE	146	0.9%
Uehling village, NE	145	0.9%
West Point city, NE	136	0.8%
All Other Locations	5,164	31.7%



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

People also travel from other locations to work in Dodge 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 Dodge County. The Census identified 14,243 primary jobs within Dodge County. As Table 4 “By States” indicates, 96.5 percent of these jobs are held by Nebraska residents. Approximately 58.5 percent of Dodge 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	14,243	100.0%

By States

Job Counts by States Where Workers Live

2010

	Count	Share
Nebraska	13,747	96.5%
Iowa	380	2.7%
Kansas	14	0.1%
Missouri	11	0.1%
Texas	11	0.1%
Illinois	8	0.1%
Wisconsin	8	0.1%
Minnesota	7	0.0%
Georgia	6	0.0%
South Dakota	6	0.0%
All Other Locations	45	0.3%



By Counties

Job Counts by Counties Where Workers Live

2010

	Count	Share
Dodge County, NE	8,332	58.5%
Douglas County, NE	1,401	9.8%
Saunders County, NE	762	5.3%
Washington County, NE	455	3.2%
Lancaster County, NE	340	2.4%
Cuming County, NE	295	2.1%
Sarpy County, NE	277	1.9%
Colfax County, NE	272	1.9%
Burt County, NE	194	1.4%
Platte County, NE	174	1.2%
All Other Locations	1,741	12.2%

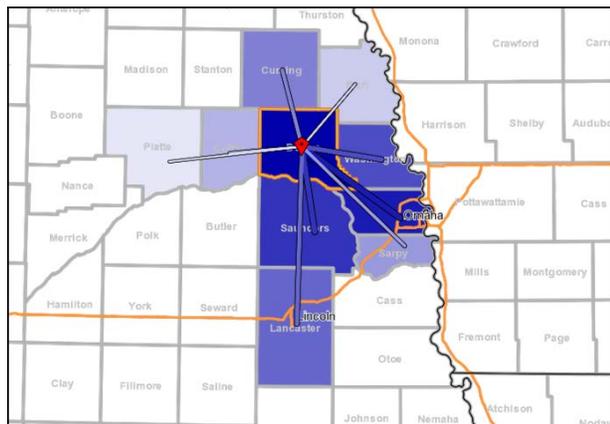
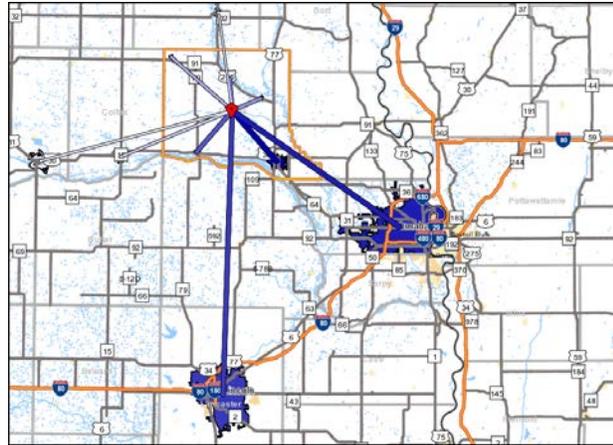


Table 4 (continued)

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

	Count	Share
Fremont city, NE	6,043	42.4%
Omaha city, NE	1,127	7.9%
Lincoln city, NE	318	2.2%
North Bend city, NE	243	1.7%
Scribner city, NE	201	1.4%
Hooper city, NE	171	1.2%
Dodge village, NE	135	0.9%
Schuyler city, NE	129	0.9%
Columbus city, NE	120	0.8%
West Point city, NE	120	0.8%
All Other Locations	5,636	39.6%



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

The next table (Table 5, pages 9–10) shows an inflow/outflow report for the Dodge 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 Dodge County. The most current data available for Dodge County are from 2010.

Table 5

Inflow/Outflow Report - Dodge County

Selection Area Labor Market Size (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	14,243	100.0%	14,643	100.0%	14,930	100.0%
Living in the Selection Area	16,295	114.4%	16,794	114.7%	17,169	115.0%
Net Job Inflow (+) or Outflow (-)	-2,052	-	-2,151	-	-2,239	-

In-Area Labor Force Efficiency (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	16,295	100.0%	16,794	100.0%	17,169	100.0%
Living and Employed in the Selection Area	8,332	51.1%	8,622	51.3%	9,090	52.9%
Living in the Selection Area but Employed Outside	7,963	48.9%	8,172	48.7%	8,079	47.1%

In-Area Employment Efficiency (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	14,243	100.0%	14,643	100.0%	14,930	100.0%
Employed and Living in the Selection Area	8,332	58.5%	8,622	58.9%	9,090	60.9%
Employed in the Selection Area but Living Outside	5,911	41.5%	6,021	41.1%	5,840	39.1%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	7,963	100.0%	8,172	100.0%	8,079	100.0%
Workers Aged 29 or younger	2,032	25.5%	2,284	27.9%	2,388	29.6%
Workers Aged 30 to 54	4,294	53.9%	4,389	53.7%	4,258	52.7%
Workers Aged 55 or older	1,637	20.6%	1,499	18.3%	1,433	17.7%
Workers Earning \$1,250 per month or less	1,708	21.4%	1,891	23.1%	1,876	23.2%
Workers Earning \$1,251 to \$3,333 per month	3,428	43.0%	3,726	45.6%	3,450	42.7%
Workers Earning More than \$3,333 per month	2,827	35.5%	2,555	31.3%	2,753	34.1%
Workers in the "Goods Producing" Industry Class	2,037	25.6%	2,162	26.5%	2,208	27.3%
Workers in the "Trade, Transp. & Utilities" Industry Class	2,207	27.7%	2,211	27.1%	2,120	26.2%
Workers in the "All Other Services" Industry Class	3,719	46.7%	3,799	46.5%	3,751	46.4%

Inflow Job Characteristics (Primary Jobs)

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	5,911	100.0%	6,021	100.0%	5,840	100.0%
Workers Aged 29 or younger	1,704	28.8%	1,835	30.5%	1,814	31.1%
Workers Aged 30 to 54	3,053	51.6%	3,036	50.4%	2,937	50.3%
Workers Aged 55 or older	1,154	19.5%	1,150	19.1%	1,089	18.6%
Workers Earning \$1,250 per month or less	1,560	26.4%	1,643	27.3%	1,671	28.6%
Workers Earning \$1,251 to \$3,333 per month	2,637	44.6%	2,751	45.7%	2,630	45.0%
Workers Earning More than \$3,333 per month	1,714	29.0%	1,627	27.0%	1,539	26.4%
Workers in the "Goods Producing" Industry Class	1,215	20.6%	1,219	20.2%	1,223	20.9%
Workers in the "Trade, Transp. & Utilities" Industry Class	1,836	31.1%	1,839	30.5%	1,803	30.9%
Workers in the "All Other Services" Industry Class	2,860	48.4%	2,963	49.2%	2,814	48.2%

Interior Flow Job Characteristics (Primary Jobs)

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	8,332	100.0%	8,622	100.0%	9,090	100.0%
Workers Aged 29 or younger	1,893	22.7%	2,058	23.9%	2,325	25.6%
Workers Aged 30 to 54	4,365	52.4%	4,553	52.8%	4,709	51.8%
Workers Aged 55 or older	2,074	24.9%	2,011	23.3%	2,056	22.6%
Workers Earning \$1,250 per month or less	2,208	26.5%	2,363	27.4%	2,551	28.1%
Workers Earning \$1,251 to \$3,333 per month	4,004	48.1%	4,292	49.8%	4,419	48.6%
Workers Earning More than \$3,333 per month	2,120	25.4%	1,967	22.8%	2,120	23.3%
Workers in the "Goods Producing" Industry Class	2,243	26.9%	2,299	26.7%	2,486	27.3%
Workers in the "Trade, Transp. & Utilities" Industry Class	1,495	17.9%	1,447	16.8%	1,518	16.7%
Workers in the "All Other Services" Industry Class	4,594	55.1%	4,876	56.6%	5,086	56.0%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 4/23/2013

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Dodge County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Dodge County is less in 2010 compared to 2008. A greater percentage of people are driving further to work than what was reported in 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	16,295	100.0%	16,794	100.0%	17,169	100.0%
Less than 10 miles	7,587	46.6%	8,054	48.0%	8,412	49.0%
10 to 24 miles	3,259	20.0%	3,251	19.4%	3,346	19.5%
25 to 50 miles	4,235	26.0%	4,214	25.1%	4,223	24.6%
Greater than 50 miles	1,214	7.5%	1,275	7.6%	1,188	6.9%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 4/23/2013

Figure 1

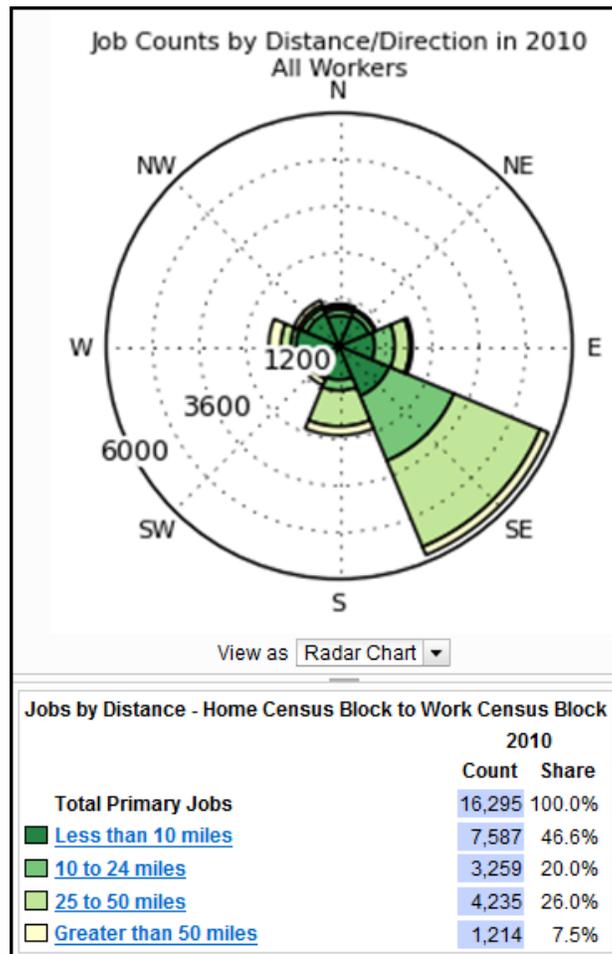


Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Dodge County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Dodge County has decreased since 2008. The data also show the majority of Dodge County employees continue to travel less than 10 miles from work to home but more people are driving further than they did in 2008. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

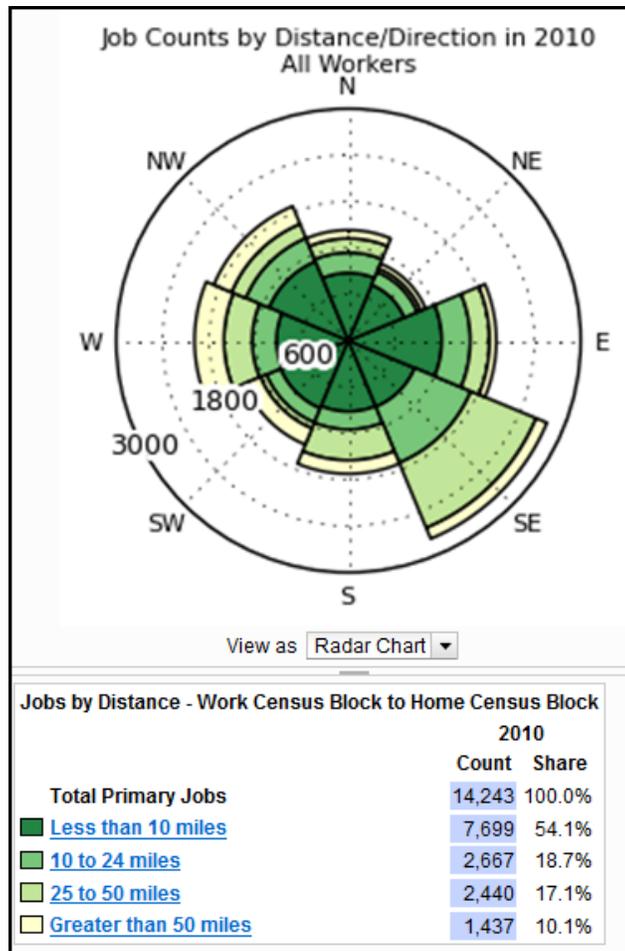
Distance/Direction Report - Work to Home Census Block
Work within study area - distance to home

Job Counts in Work Blocks by Distance Only

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	14,243	100.0%	14,643	100.0%	14,930	100.0%
Less than 10 miles	7,699	54.1%	8,144	55.6%	8,484	56.8%
10 to 24 miles	2,667	18.7%	2,570	17.6%	2,610	17.5%
25 to 50 miles	2,440	17.1%	2,433	16.6%	2,408	16.1%
Greater than 50 miles	1,437	10.1%	1,496	10.2%	1,428	9.6%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 4/23/2013

Figure 2



Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Dodge County and the surrounding area. As Table 8 indicates, Dodge County's population increased 5.5 percent (1,909 people) between 1970 and 2010. This population increase compares to a 23.0 percent increase for Nebraska as a whole. Dodge County reported a 0.2 percent increase in population from 2010 to 2012 (82 people).

Table 8

County Population 1970-2012 Dodge County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2012	% Change 1970-2010	% Change 2010-2012
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,855,525	23.0	1.6
Dodge County	34,782	35,847	34,500	36,160	36,691	36,773	5.5	0.2
Burt County	9,247	8,813	7,868	7,791	6,858	6,802	-25.8	-0.8
Butler County	9,461	9,330	8,601	8,861	8,395	8,287	-11.3	-1.3
Colfax County	9,498	9,890	9,139	10,441	10,515	10,614	10.7	0.9
Cuming County	12,034	11,664	10,117	10,203	9,139	9,181	-24.1	0.5
Douglas County	389,455	397,038	416,444	463,585	517,110	524,861	32.8	1.5
Saunders County	17,018	18,716	18,285	19,830	20,780	20,867	22.1	0.4
Washington County	13,310	15,508	16,607	18,780	20,234	20,295	52.0	0.3

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

Table 9 data reveal a variety of population change for Dodge County communities during the 1970–2010 time period. Most communities reported some increase in population between 2010 and 2011. The community of Scribner reported a 16.9 percent decrease in population (-174 people) between 1970 and 2010 and a 0.2 percent increase in population between 2010 and 2011 (2 people). The unincorporated areas outside of the selected communities experienced a 16.5 percent decrease (-1,083 people) during the 1970–2010 time period and a 0.2 percent increase during the 2010 to 2011 time period (11 people).

Table 9

Population 1970-2011 Dodge County Communities and Unincorporated Areas

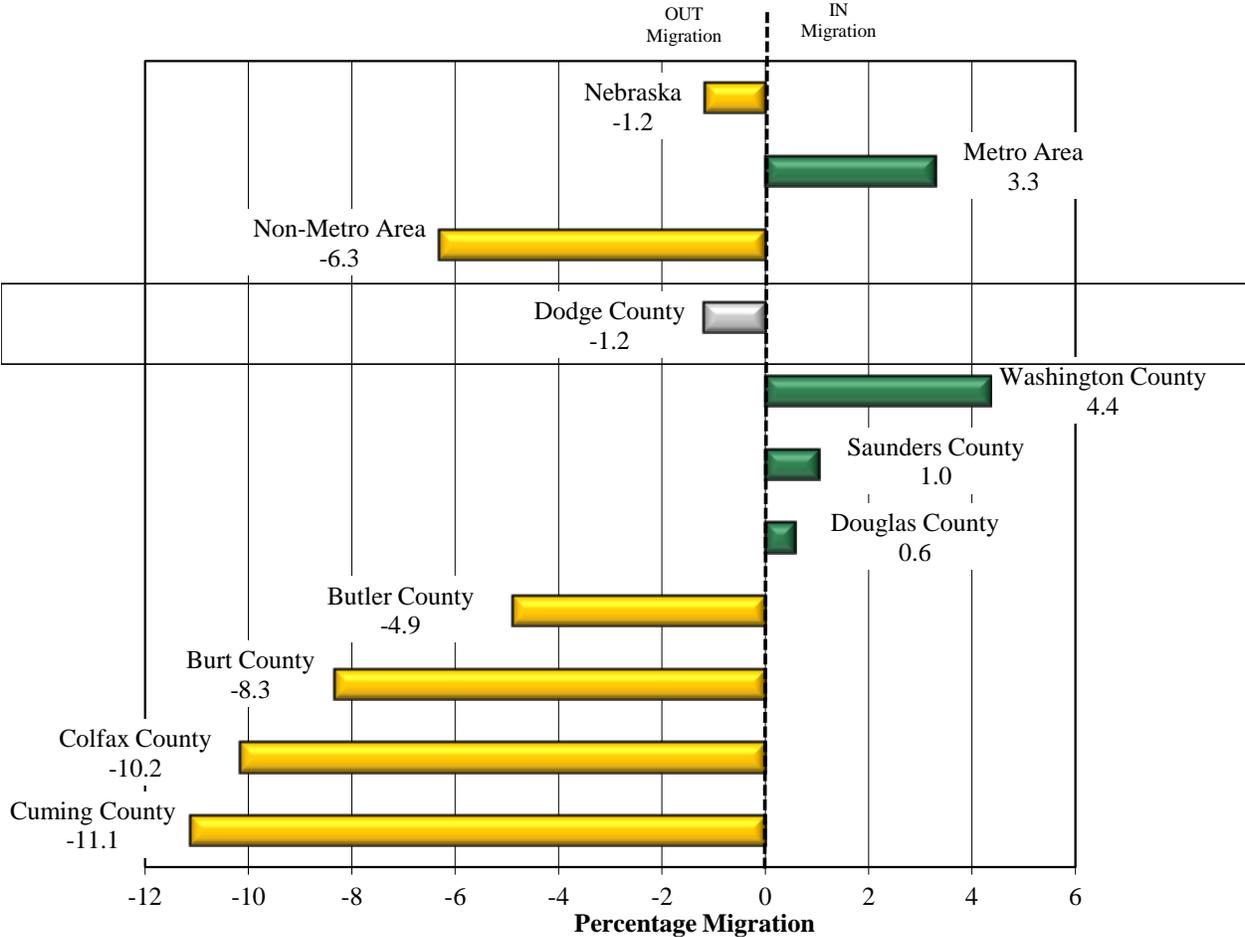
	1970	1980	1990	2000	2010	2011	% Change 1970-2010	% Change 2010-2011
Dodge County	34,782	35,847	34,500	36,160	36,691	36,773	5.5	0.2
Dodge	704	815	525	700	612	613	-13.1	0.2
Fremont	22,962	23,979	23,900	25,174	26,397	26,456	15.0	0.2
Hooper	895	932	844	827	830	833	-7.3	0.4
Inglewood	275	257	203	382	325	327	18.2	0.6
Nickerson	214	254	291	431	369	371	72.4	0.5
North Bend	1,350	1,368	1,249	1,213	1,177	1,179	-12.8	0.2
Scribner	1,031	1,011	950	971	857	859	-16.9	0.2
Snyder	383	387	491	318	300	299	-21.7	-0.3
Uehling	249	273	279	275	230	231	-7.6	0.4
Winslow	145	143	140	104	103	103	-29.0	0.0
Total								
Unincorporated Areas:	6,574	6,428	5,628	5,765	5,491	5,502	-16.5	0.2

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, Dodge 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, Dodge County experienced a 1.2 percent out-migration (-427 people).

Chart 6

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

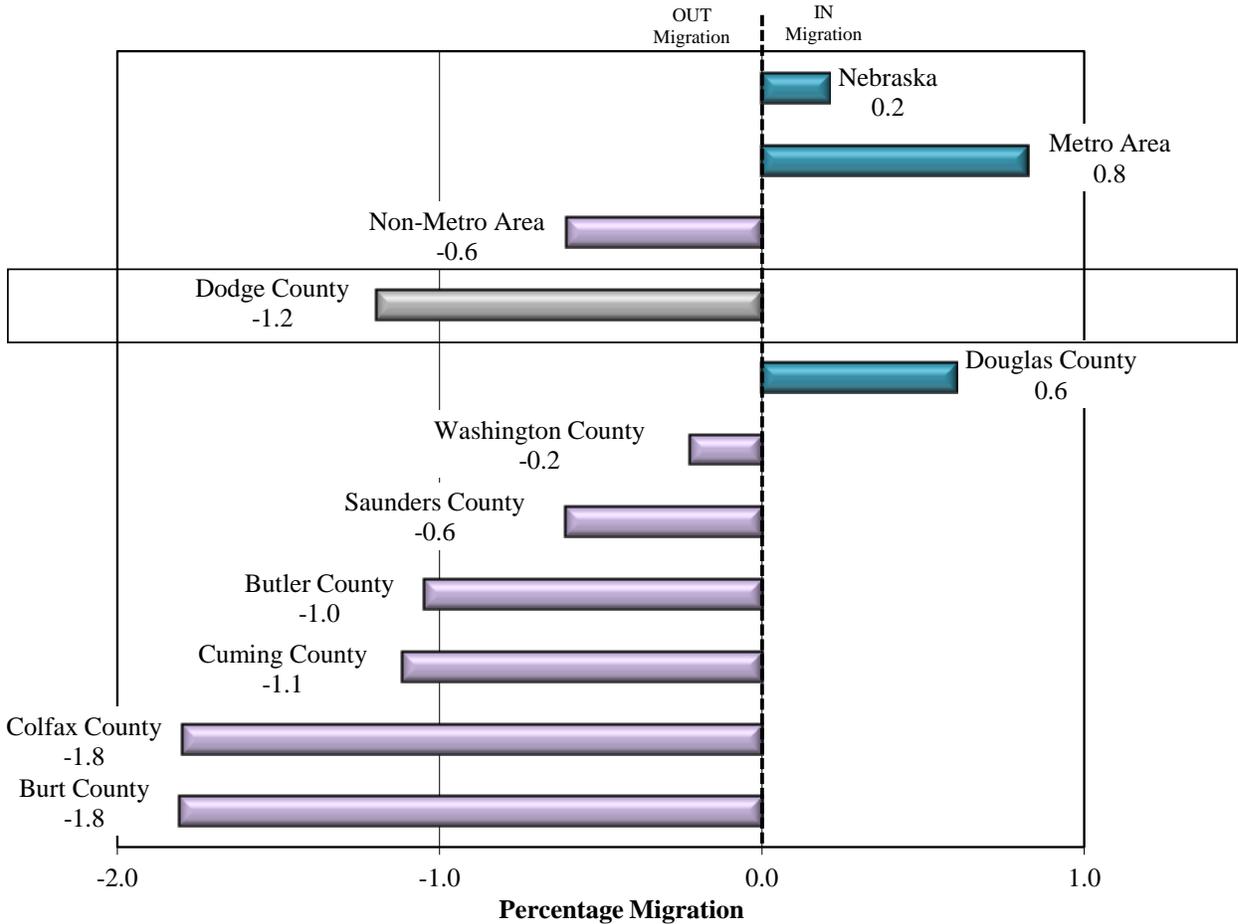


Source: U.S. Census Bureau, County population and estimated components of population change, April 2012

Looking at the years 2010–2012 (Chart 7), most counties within the study area experienced out-migration. Dodge County recorded 1.2 percent out-migration (-439 people).

Chart 7

**2010-2012 Net Migration as Percent of 2010 Population
 Dodge County and the Surrounding Area**



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

The next two tables (Tables 10 and 11) provide details on migration between counties based on the County of Current Residence. These one-year estimates are derived from the 5-year American Community Survey findings. These tables reflect migration between 2009 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 that 1,637 people moved into Dodge County from other Nebraska locations (27.3 percent). Data also reveal 813 people (13.6 percent) migrated in from other states and 102 people (1.7 percent) moved from abroad.

Table 10

2010 Dodge County, Nebraska Inflow Into County (1 year estimate)		
Movers within the United States	5,896	98.3%
Within Same County	3,446	57.5%
Different County, Same State	1,637	27.3%
Different State	813	13.6%
Movers from Abroad	102	1.7%
Total Movement 2010	5,998	

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

Reported Counties (where people moved from)					
			Florida	Seminole County	17
			Europe	-	17
			Northern America	-	17
Nebraska	Douglas County	628	Arkansas	Fulton County	16
Nebraska	Washington County	180	Illinois	Cook County	15
Nebraska	Saunders County	165	Colorado	Clear Creek County	14
Nebraska	Colfax County	140	Minnesota	Steele County	14
Nebraska	Cuming County	132	California	Kern County	13
Indiana	Howard County	89	California	Ventura County	13
Nebraska	Sarpy County	83	Nebraska	Valley County	13
Arizona	Maricopa County	78	Colorado	Arapahoe County	12
South Dakota	Union County	59	Colorado	Weld County	12
Michigan	Mason County	58	Colorado	Denver County	11
Nebraska	Hall County	56	Hawaii	Hawaii County	11
Nebraska	Lancaster County	54	Nebraska	Lincoln County	11
Iowa	Mahaska County	46	Nebraska	Platte County	8
Tennessee	Shelby County	46	Iowa	Sioux County	7
Wisconsin	Waukesha County	41	Nebraska	Merrick County	7
Minnesota	Kandiyohi County	39	Nebraska	Perkins County	7
Michigan	Saginaw County	38	Africa	-	7
Nebraska	Madison County	37	Arizona	Pima County	6
Nebraska	Wayne County	35	Minnesota	Otter Tail County	6
Nebraska	Nance County	33	Nebraska	Custer County	6
South Carolina	Colleton County	32	Florida	Sarasota County	5
Asia	-	31	Missouri	Clay County	5
Central America	-	30	Oregon	Marion County	4
Missouri	Cass County	29	Colorado	Larimer County	3
Minnesota	Clay County	27	Iowa	Woodbury County	3
Nebraska	Burt County	21	Nebraska	Red Willow County	3
Texas	Harris County	21	Ohio	Portage County	3
Minnesota	Polk County	20			
Nebraska	Adams County	18			

Table 11 data reveal 1,368 people in 2010 migrated out of Dodge County but remained in the state of Nebraska (22.8 percent). Data show 1,193 Dodge County residents (19.9 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

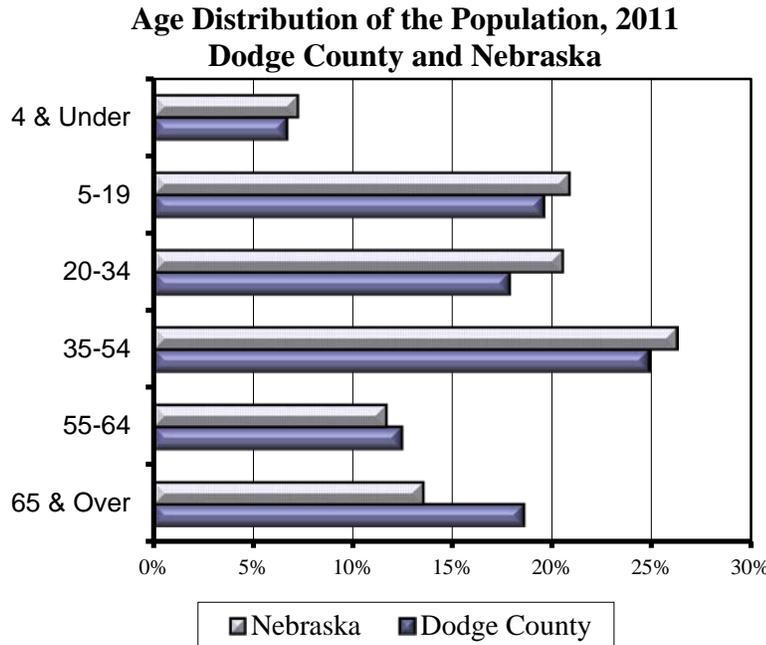
2010 Dodge County, Nebraska Outflow from County (1 year estimate)		
Movers within the United States	6,007	100.0%
Within Same County	3,446	57.4%
Different County, Same State	1,368	22.8%
Different State	1,193	19.9%
Movers to Puerto Rico	-	0.0%
Total Movement 2010	6,007	

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

Reported Counties (where people moved to)			Minnesota	Lyon County	16
			Nebraska	Cedar County	16
Nebraska	Douglas County	618	Nebraska	Colfax County	16
Arizona	Pima County	276	Kansas	Johnson County	15
Texas	Anderson County	187	Missouri	St. Louis County	14
Nebraska	Hall County	143	Nebraska	Saline County	14
Nebraska	Lancaster County	119	Nebraska	Valley County	14
Nebraska	Saunders County	119	Nebraska	Fillmore County	13
Iowa	Page County	115	Missouri	Greene County	12
South Dakota	Minnehaha County	94	Iowa	Crawford County	11
Missouri	Stone County	56	Nebraska	Gage County	11
Nebraska	Buffalo County	55	Nevada	Washoe County	11
Montana	Yellowstone County	53	Minnesota	Faribault County	10
Iowa	Pottawattamie County	48	Minnesota	Crow Wing County	9
Alabama	Houston County	47	Nebraska	Cass County	9
Ohio	Preble County	47	California	Merced County	8
Nebraska	Washington County	45	Nebraska	Lincoln County	8
Colorado	Jefferson County	34	Nebraska	York County	8
South Dakota	Brown County	27	Minnesota	Otter Tail County	7
Nebraska	Cuming County	25	Nebraska	Antelope County	6
Wisconsin	Dane County	25	Nebraska	Sarpy County	6
Nebraska	Burt County	21	Colorado	Douglas County	5
Nebraska	Jefferson County	20	Iowa	Harrison County	5
Nebraska	Platte County	20	Iowa	Cass County	4
North Carolina	Lincoln County	19	Nebraska	Butler County	4
Nebraska	Madison County	18	Nebraska	Seward County	4
Nebraska	Nemaha County	18	Pennsylvania	Montour County	3
Georgia	Cook County	17	Georgia	Richmond County	1
Kansas	Lyon County	17	Nebraska	Stanton County	1
Nebraska	Wayne County	17			

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, Dodge County, and the surrounding area. The population of Dodge County is older in age than Nebraska as a whole. The median age for Dodge County residents in 2011 was 40.4 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
 Dodge County and Nebraska**

	2010 Population		Percent	
	Nebraska	Dodge County	Nebraska	Dodge County
4 & Under	131,908	2,461	7.2%	6.7%
5-19	380,564	7,200	20.8%	19.6%
20-34	374,452	6,563	20.5%	17.8%
35-54	479,564	9,140	26.3%	24.9%
55-64	213,176	4,581	11.7%	12.5%
65 & Over	246,677	6,828	13.5%	18.6%
Total	1,826,341	36,773	100%	100%
Median Age	36.3	40.4		

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 Dodge 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 (next page) graphically depicts the median age distribution for the study area.

Table 13

**Median Age by Location and Gender, 2011
 Dodge County and the Surrounding Area**

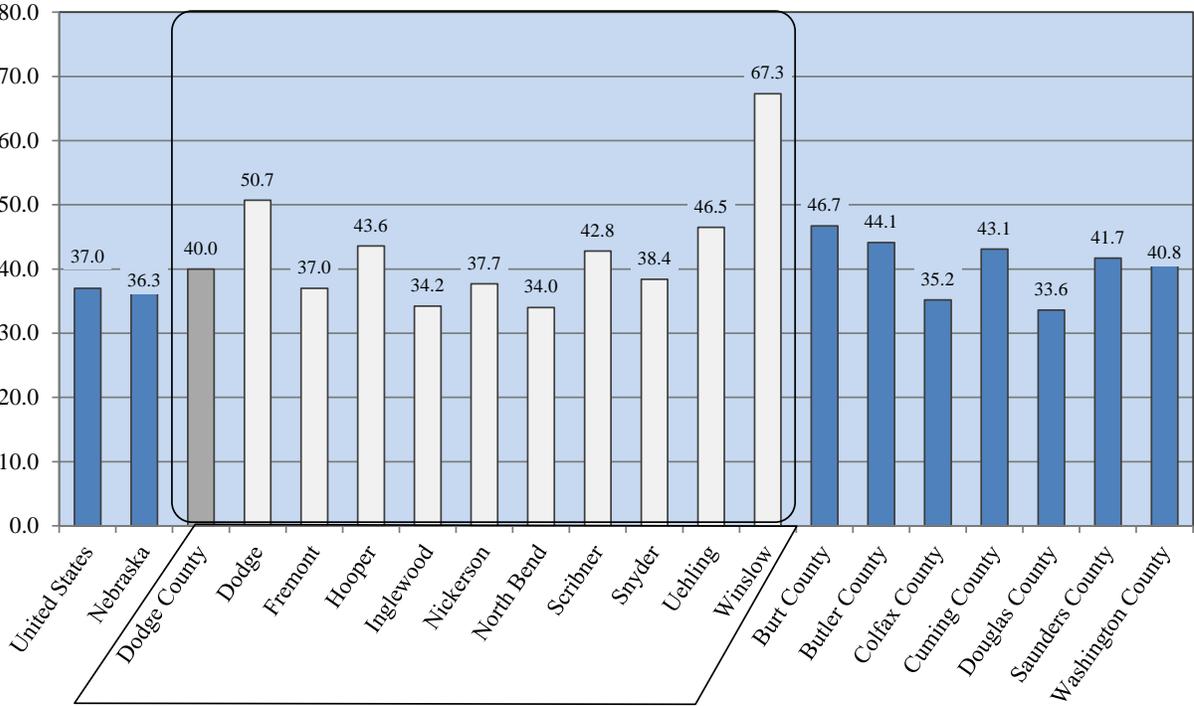
	Median Age 2011		
	Total	Male	Female
United States	37.0	35.7	38.3
Nebraska	36.3	35.0	37.5
Dodge County	40.0	39.2	40.9
Dodge	50.7	48.0	52.4
Fremont	37.0	35.0	38.9
Hooper	43.6	40.8	46.8
Inglewood	34.2	38.3	33.1
Nickerson	37.7	41.0	37.0
North Bend	34.0	32.9	34.1
Scribner	42.8	42.1	43.7
Snyder	38.4	42.0	26.7
Uehling	46.5	46.8	45.5
Winslow	67.3	67.3	67.3
Burt County	46.7	46.1	47.3
Butler County	44.1	42.3	45.0
Colfax County	35.2	33.4	37.3
Cuming County	43.1	42.9	43.4
Douglas County	33.6	32.6	34.6
Saunders County	41.7	40.7	42.3
Washington County	40.8	39.4	41.9

Data Set: 2007-2011 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2007-2011 American Community Survey, January 2013

Chart 9

**Median Age by Location, 2011
Dodge County and the Surrounding Area**



Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Dodge 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, Dodge 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 Area	782,366	7,822,513	9,999	0.89
Dodge County	36,773	400,363	10,887	0.96
Burt County	6,802	45,783	6,731	0.60
Butler County	8,287	43,449	5,243	0.46
Colfax County	10,614	50,411	4,749	0.42
Cuming County	9,181	71,109	7,745	0.69
Douglas County	524,861	8,213,178	15,648	1.39
Saunders County	20,867	95,647	4,584	0.41
Washington County	20,295	127,005	6,258	0.55

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

Reviewing the pull factors at the county level indicates Dodge County experiences slight retail leakage out of the county. The 2011 pull factor of 0.96 indicates, on a per capita basis, retail sales in Dodge County are just 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 Dodge County (0.96) with the pull factor for the Non-Metro Area (0.89) indicates per capita retail sales in Dodge County are 8.9 percent above the average per capita retail sales in the Non-Metro Area.

Chart 10

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

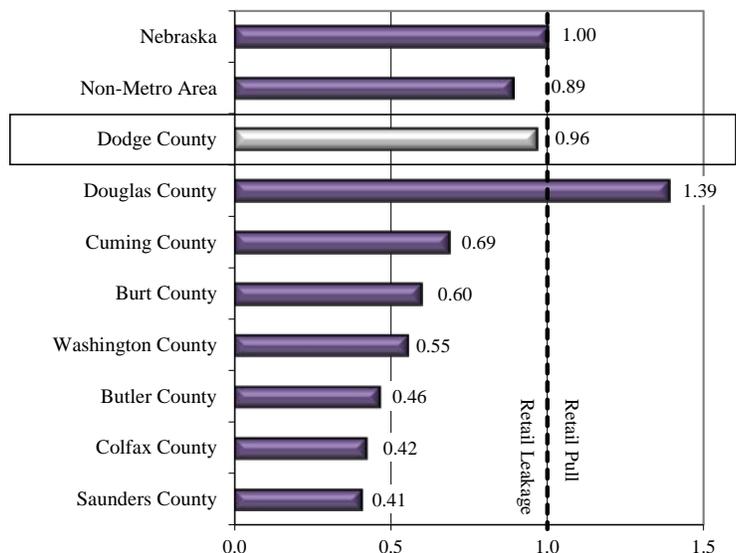


Table 15 and Chart 11 compare the 2011 pull factors for selected area communities. The community of Fremont’s pull factor of 1.25 indicates that, on a per capita basis, non-motor vehicle retail sales in Fremont are approximately 25 percent greater than the state’s average per capita sales.

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 Area	782,366	7,822,513	9,999	0.89
Fremont (Dodge)	26,456	372,225	14,070	1.25
Tekamah (Burt)	1,722	17,839	10,359	0.92
David City (Butler)	2,871	35,294	12,293	1.09
Schuyler (Colfax)	6,269	31,900	5,089	0.45
West Point (Cuming)	3,379	51,619	15,276	1.35
Omaha (Douglas)	415,068	7,933,415	19,114	1.69
Wahoo (Saunders)	4,528	38,750	8,558	0.76
Blair (Washington)	8,013	104,749	13,072	1.16

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

Chart 11

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

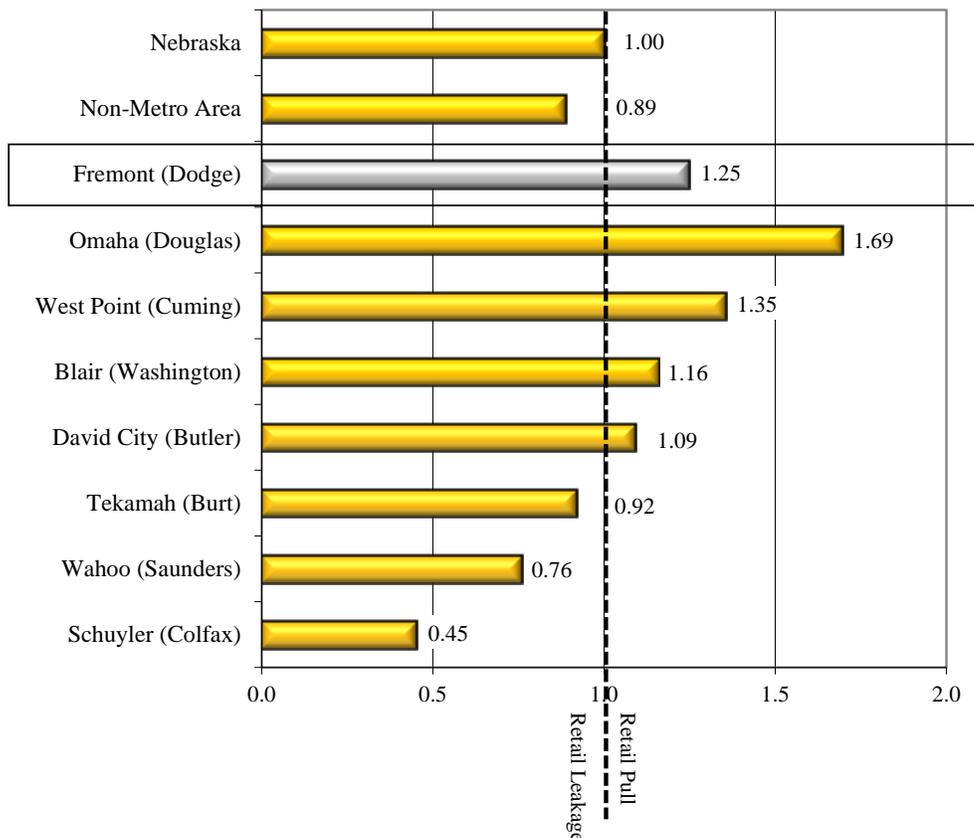


Table 16 and Chart 12 further breakdown the 2011 pull factors into the communities reporting retail sales figures within Dodge County. As this table indicates, the community of Fremont had the strongest pull factor (1.25) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.96 for Dodge County in 2011.

Table 16

**2011 Retail Sales (NMV) Pull Factors
 Nebraska and Available Dodge 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 Area	782,366	7,822,513	9,999	0.89
Dodge County	36,773	400,363	10,887	0.96
Dodge	613	3,092	5,044	0.45
Fremont	26,456	372,225	14,070	1.25
Hooper	833	5,140	6,170	0.55
Inglewood	327	(D)	(NA)	(NA)
Nickerson	371	783	2,111	0.19
North Bend	1,179	8,434	7,154	0.63
Scribner	859	6,306	7,341	0.65
Snyder	299	2,582	8,635	0.77
Uehling	231	713	3,085	0.27
Winslow	103	(D)	(NA)	(NA)

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 Dodge County Communities**

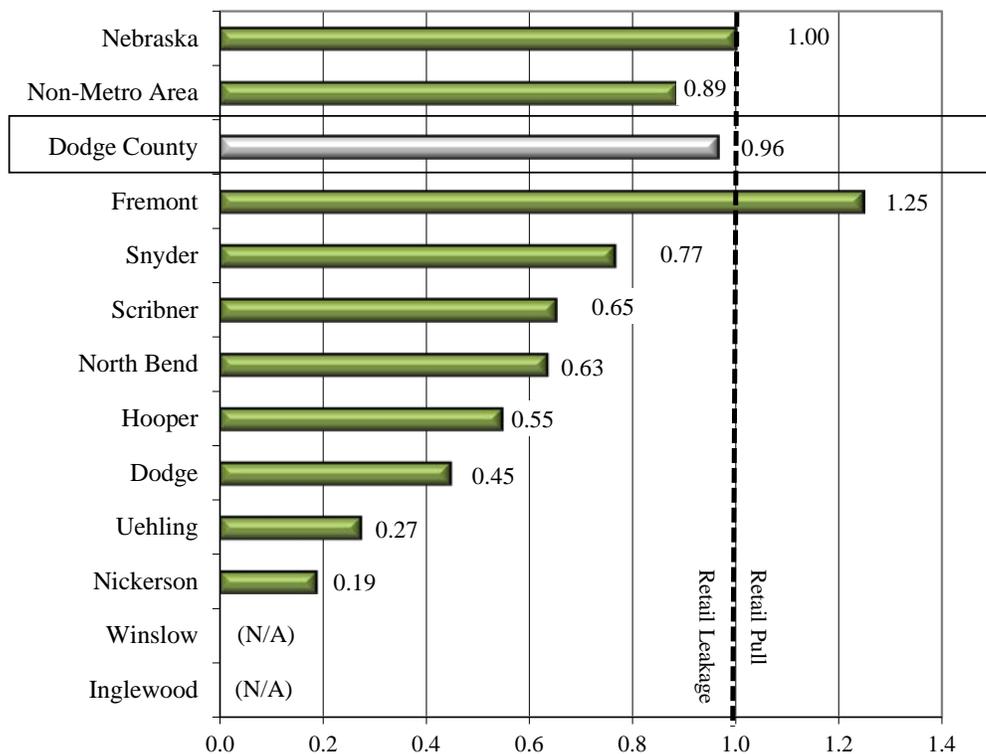


Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2011 pull factors for Nebraska, Scribner, and eight other similarly sized communities selected from around the state. Waterloo’s pull factor of 1.30 leads the group for 2011 thus indicating Waterloo has greater retail pull.

Table 17

**2011 Retail Sales (NMV) Pull Factors
 Scribner & 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 Area	782,366	7,822,513	9,999	0.89
Scribner (Dodge)	859	6,306	7,341	0.65
Hooper (Dodge)	833	5,140	6,170	0.55
Emerson (Dakota)	839	2,457	2,929	0.26
Doniphan (Hall)	843	11,992	14,225	1.26
Lyons (Burt)	845	7,241	8,569	0.76
Waterloo (Douglas)	860	12,628	14,684	1.30
Utica (Seward)	860	4,429	5,150	0.46
Pawnee City (Pawnee)	866	5,029	5,807	0.51
Osceola (Polk)	867	8,327	9,604	0.85

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

Chart 13

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

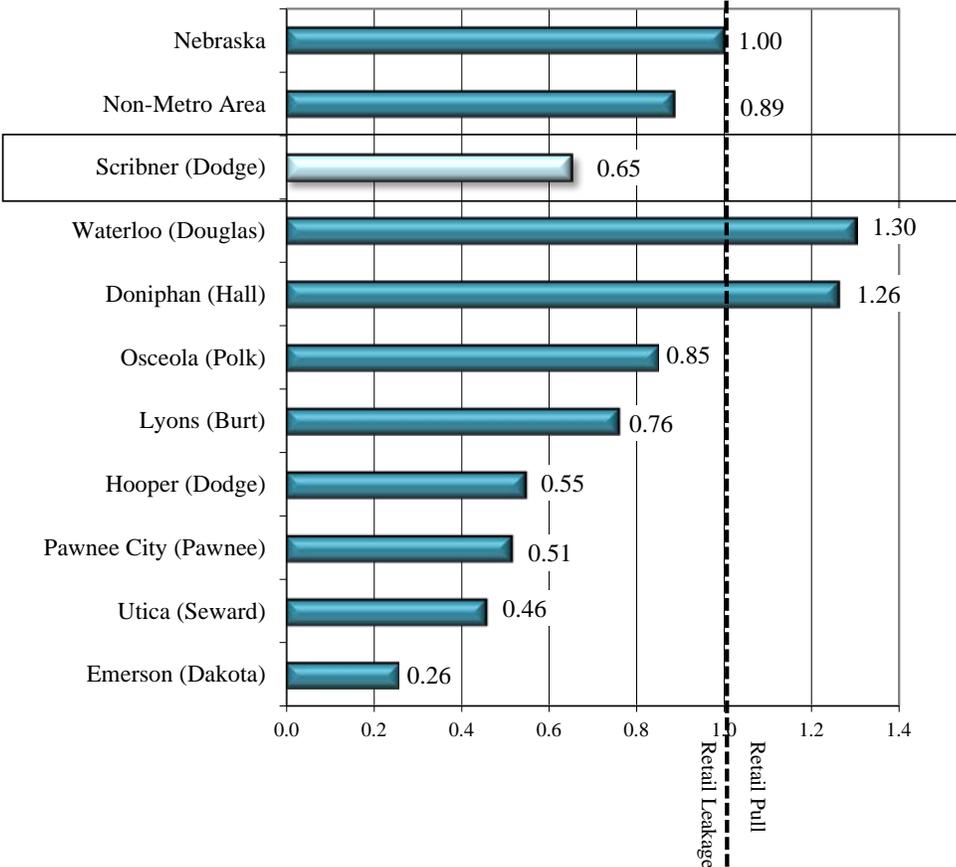
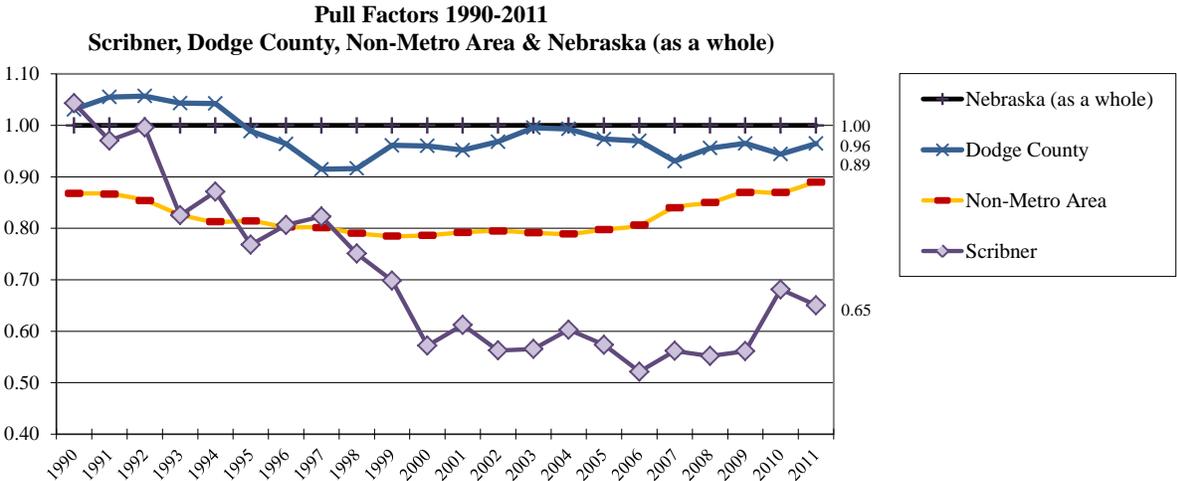


Chart 14 illustrates the pull factor trend for Scribner, Dodge County, the Non-Metro Area, and Nebraska as a whole from 1990 to 2011. In examining the time line, the community of Scribner shows retail pull falling from above the Nebraska average to significantly below the State and Non-Metro Area average by the end of the study period. Data for Dodge County show the pull factor above the Non-Metro Area average throughout the time period.

Chart 14



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

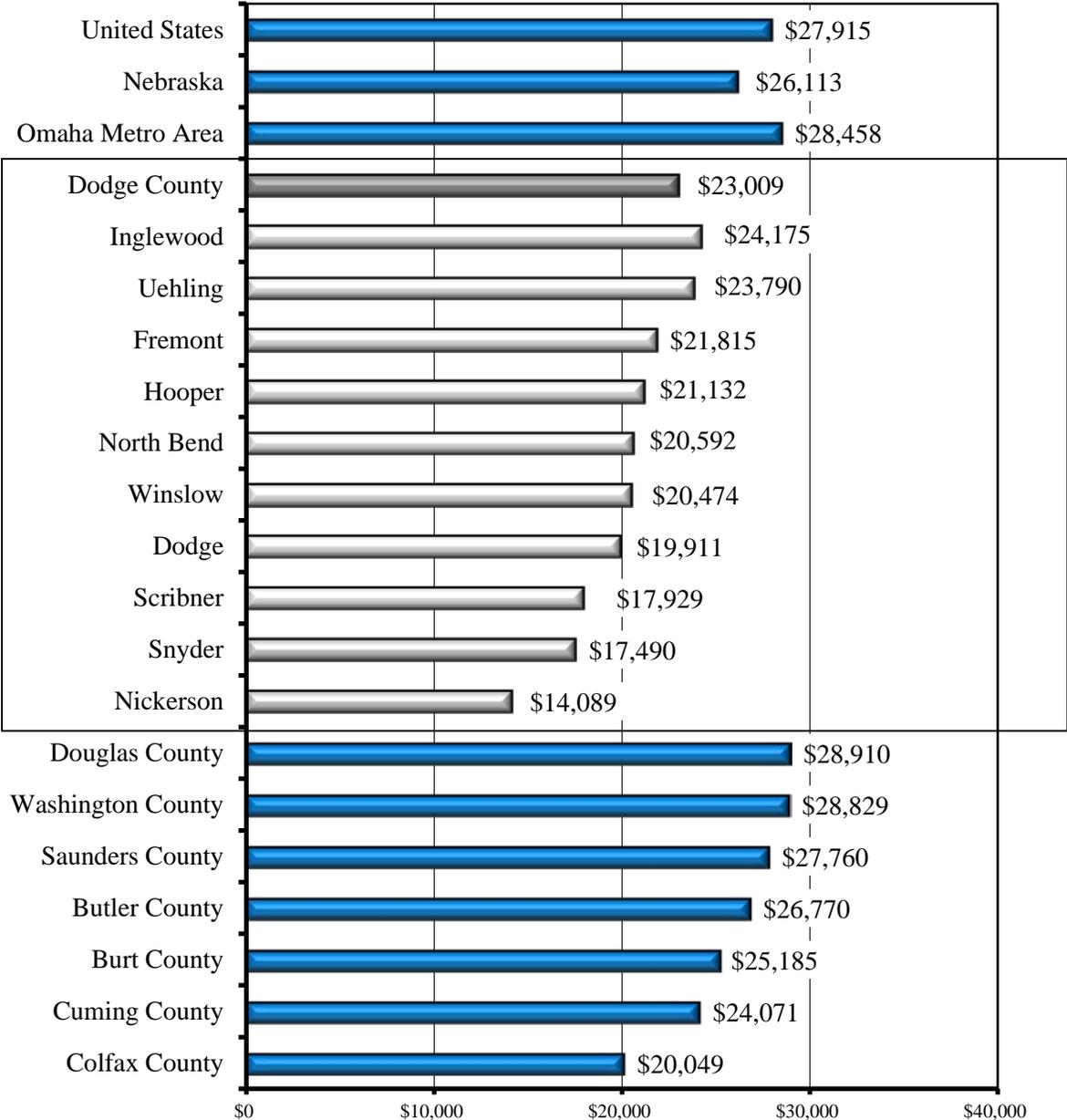
Per Capita Personal Income

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 2011 for Dodge County is estimated to be \$23,009 compared to \$26,113 for Nebraska as a whole.

Chart 15

**Per Capita Personal Income, 2011
 Nebraska, Dodge County & Surrounding Counties**



Source: U.S. Census Bureau, 2011 inflation adjusted past 12-months, 2007-2011 American Community Survey, released December 2012
 (D) Data withheld to avoid disclosure of individual reporting units.

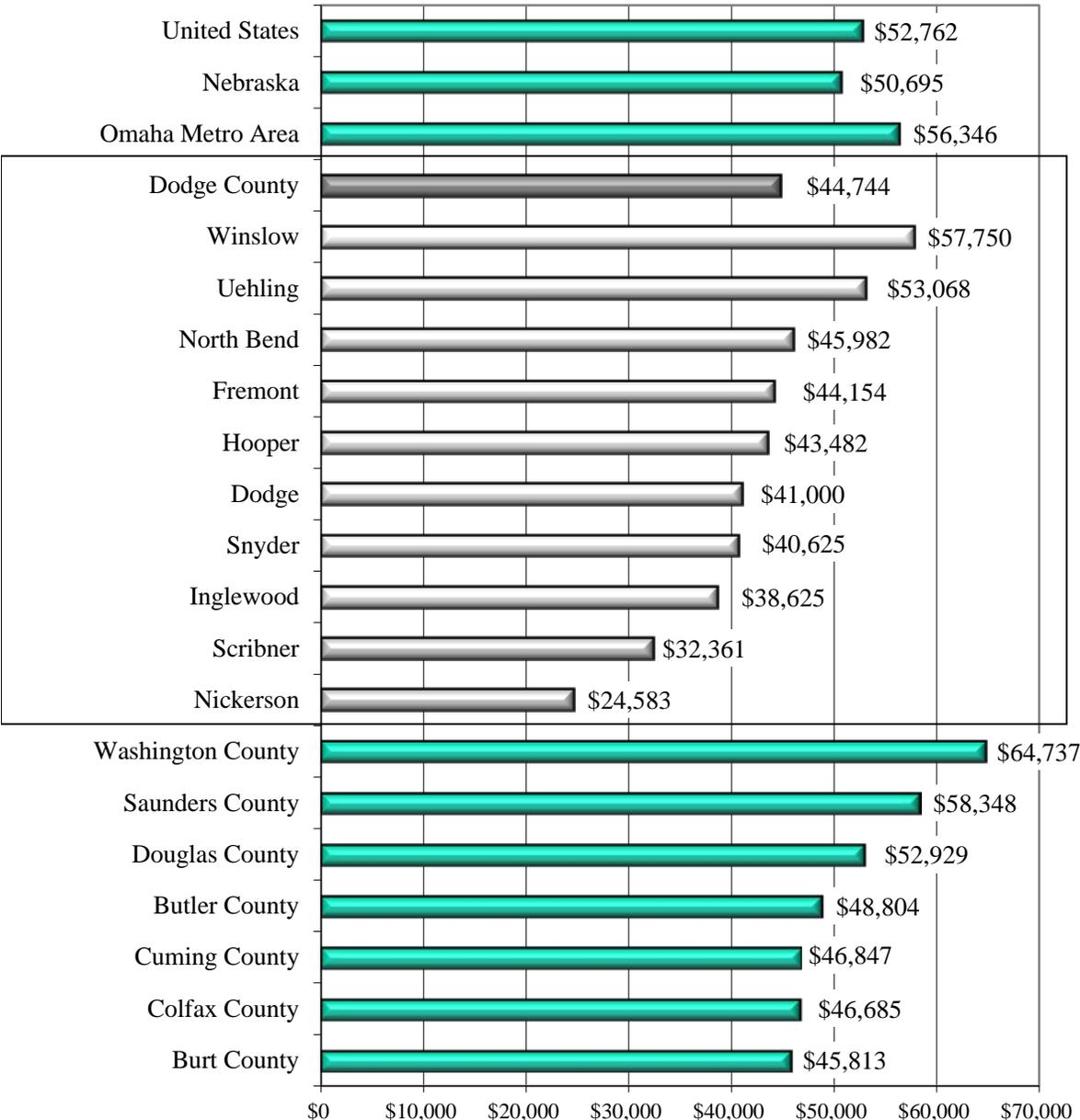
Median Household Income

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 Dodge County is estimated to be \$44,744 in 2011 compared to \$50,695 for Nebraska as a whole.

Chart 16

**Median Household Income 2011
 Nebraska, Dodge County & Surrounding Counties**



Source: U.S. Census Bureau, 2007-2011 American Community Survey, released December 2012
 (D) Data withheld to avoid disclosure of individual reporting units.