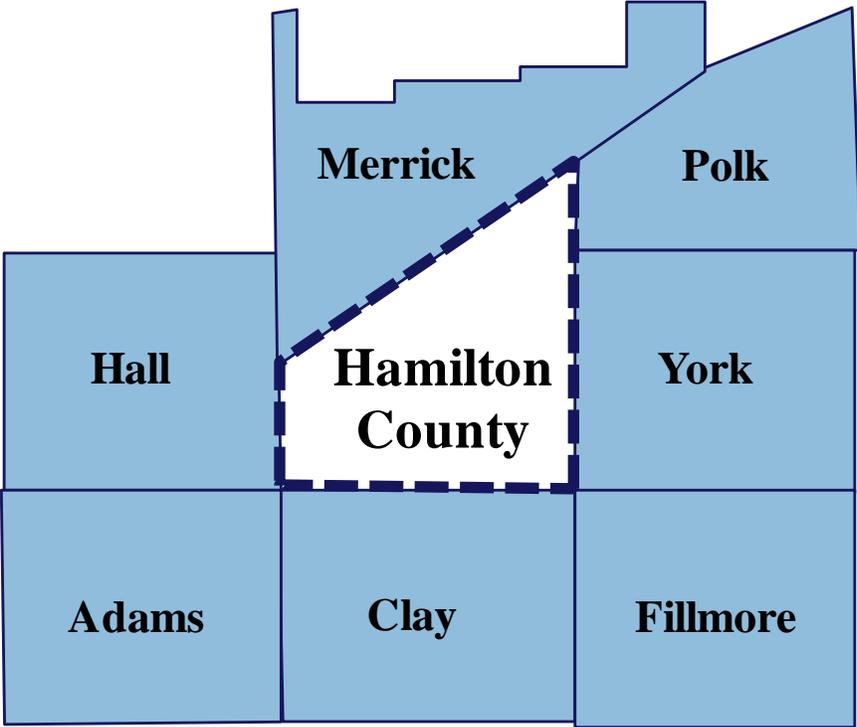


Economic and Demographic Trends

Hamilton County and the Surrounding Area



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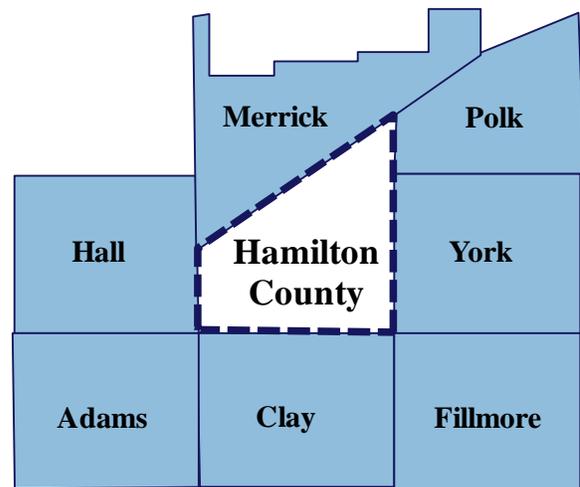
Available Online @ sites.nppd.com



Economic and Demographic Trends in Hamilton County and the Surrounding Area

Figure 1

This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Hamilton County. For select measures, comparable data are provided for the surrounding area (selected counties and communities). Figure 1 (map) shows the general area for which selected comparable data are shown. In addition to Hamilton County, other counties included in this area are Adams, Clay, Fillmore, Hall, Merrick, Polk, and York. The retail sales section also compares retail growth between Aurora and eight other similarly sized Nebraska communities.



Labor Force and Employment

The first chart (next page) compares the distribution of non-farm wage and salary (W&S) employment by major economic sector in Hamilton County with the non-metropolitan distribution. Non-metropolitan Nebraska is defined as Nebraska minus the seven metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington. 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

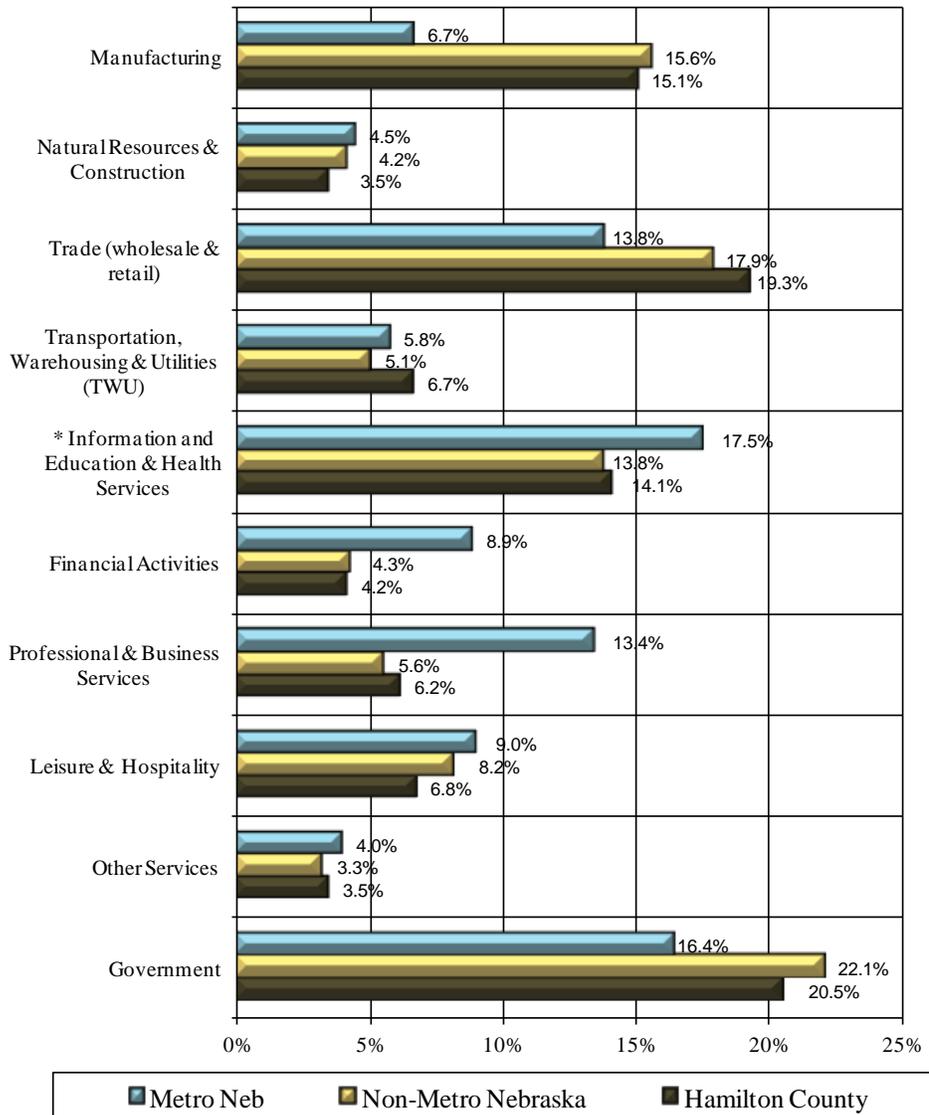
In an attempt to avoid disclosure of individual reporting units, data were withheld in two of the eleven sectors and they have been combined into a single sector titled “Information and Education & Health Services” for the purpose of this study. When comparing Hamilton County non-farm wage and salary employment sectors to non-metropolitan Nebraska and metropolitan sectors, there are significant differences between the distributions. Deviations from the non-metropolitan and metropolitan state distributions of employment are noted in Chart 1 (next page).

Chart 1 graphically displays the variances among employment by major economic sectors in Hamilton County, metropolitan Nebraska, and non-metro Nebraska. The Manufacturing sector consists of both durable and non-durable goods.

Although similar in distribution, the largest deviation between Hamilton County and non-metropolitan Nebraska employment sectors falls in the Government sector having 20.5 percent employment (651 employees) compared to non-metropolitan Nebraska employment at 22.1 percent of the workforce; a difference of 1.6 percent. Comparing Hamilton County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (15.1 percent or 480 employees Hamilton County vs. 6.7 percent metropolitan Nebraska; a difference of 8.4 percent).

Chart 1

**Non-Farm Wage & Salary Employment by Major Economic Sector
 Metro, Non-Metropolitan & Hamilton County Nebraska, 2010**



Source: Nebraska Department of Labor, Labor Market Information, May 2011

* Note: The Information and Education & Health Services sectors have been combined in an effort to avoid individual disclosure of reporting units in this study area.

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Hamilton County for the period 2001–2010. 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). The measure of employment reported in Table 1 is data on the number of people employed in the non-agriculture wage and salary sector in Hamilton County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Hamilton County increased 18.7 percent (500 jobs) between 2001 and 2010.

Table 1 also provides employment data for Hamilton County by major economic sector for years 2001–2010. Of the sectors reporting complete data, the Transportation, Warehousing & Utilities sector recorded the largest percentage increase between 2001 and 2010 (146.0 percent or 127 jobs). The greatest actual employment increase in this time frame occurred in the Trade sector with 195 jobs or 46.9 percent.

Table 1

Non-Farm Wage & Salary Employment Trends, Hamilton County, Nebraska
 Selected Years: 2001-2010

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	# Change 2001-2010	% Change 2001-2010
Non-farm Employment (W&S)	2,671	2,926	2,851	2,890	3,034	3,057	3,295	3,469	3,115	3,171	500	18.7
Manufacturing	(D)	(D)	(D)	548	593	589	603	567	522	480	(N/A)	(N/A)
Durable Goods	76	73	81	(D)	(D)	(D)	(D)	(D)	97	94	18	23.7
Nondurable Goods	(D)	425	386	(N/A)	(N/A)							
Non-manufacturing												
Natural Resources & Construction	66	(D)	(D)	81	79	83	130	(D)	99	111	45	68.2
Trade	416	408	408	423	423	422	(D)	(D)	(D)	611	195	46.9
Wholesale Trade	170	142	104	111	107	119	(D)	(D)	(D)	292	122	71.8
Retail Trade	247	266	304	313	316	303	305	300	295	319	72	29.1
Transportation, Warehousing & Utilities	87	96	108	124	187	206	239	270	192	214	127	146.0
Information	(D)	(N/A)	(N/A)									
Financial Activities	164	160	158	146	144	138	133	139	129	132	-32	-19.5
Professional & Business Services	(D)	198	(N/A)	(N/A)								
Education & Health Services	(D)	(N/A)	(N/A)									
Leisure and Hospitality	224	220	221	214	194	186	194	186	217	217	-7	-3.1
Other Services, except Public	110	108	105	106	120	119	113	105	110	111	1	0.9
Government	609	621	616	622	625	625	617	667	643	651	42	6.9
Federal	41	41	42	40	40	38	38	40	40	40	-1	-2.4
State	17	17	22	26	27	30	15	25	14	14	-3	-17.6
Local	551	564	552	556	559	557	565	602	589	597	46	8.3

Labor Force & Work Force Summary, 2001-2010, Annually, Hamilton County, Nebraska (May 2011 data)

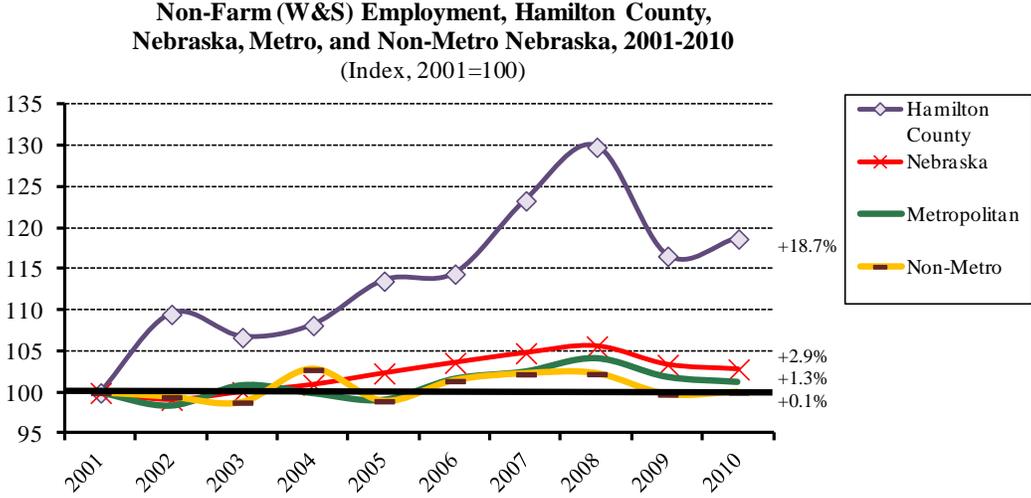
Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure of individual reporting units

(N/A) Data not available

Chart 2 compares total non-farm wage and salary employment growth in Hamilton County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2001–2010. As this chart indicates total non-farm wage and salary employment in Hamilton County increased 18.7 percent (500 jobs) from 2001 to 2010, compared to a 2.9 percent increase for Nebraska as a whole, a 1.3 percent increase in metropolitan Nebraska, and a 0.1 percent increase in non-metropolitan Nebraska.

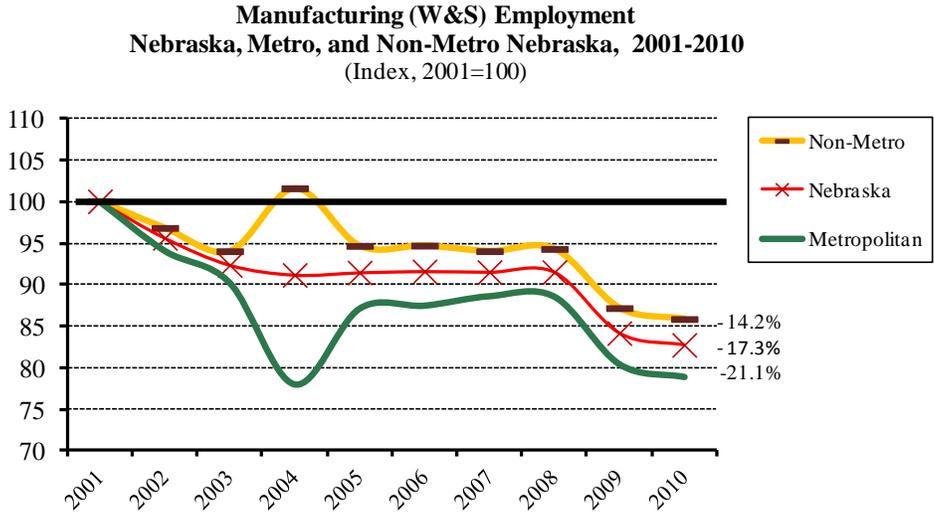
Chart 2



Source: Labor Force & Work Force Summary, May 2011

Chart 3 presents data on manufacturing wage and salary employment growth for Hamilton County, Nebraska, metropolitan, and non-metropolitan areas. Hamilton County is not represented in this chart due to data being withheld in an attempt to avoid disclosure of individual reporting units. The Manufacturing sector for non-metropolitan Nebraska experienced a 14.2 percent decline in employment compared to a 17.3 percent decrease for Nebraska as a whole and a 21.1 percent decrease for metropolitan Nebraska over the same period.

Chart 3



Source: Labor Force & Work Force Summary, May 2011

The next table (Table 2) shows labor force information for Hamilton County for the time period 2001–2010. 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 11.7 percent increase (583 people) in the number of Hamilton County residents participating in the labor force between 2001 and 2010.

The percent of those unemployed in Hamilton County increased by 40.8 percent (52 people) between 2001 and 2010. 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 Hamilton County unemployment rate was 3.2 percent in 2010; significantly below that for metropolitan Nebraska (4.9 percent), Nebraska as a whole (4.7 percent), and non-metropolitan Nebraska (4.3 percent).

Table 2

Labor Force & Employment Trends, Hamilton County, Nebraska
 Selected Years: 2001-2010

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	# Change 2001-2010	% Change 2001-2010
Labor Force	4,979	5,288	5,342	5,360	5,440	5,436	5,658	5,904	5,471	5,562	583	11.7
Unemployment	127	161	200	170	150	119	122	142	184	179	52	40.8
Unemployment Rate	2.6	3.0	3.7	3.2	2.8	2.2	2.2	2.4	3.4	3.2	(N/A)	(N/A)
Employment	4,852	5,127	5,142	5,190	5,290	5,318	5,536	5,763	5,287	5,383	531	11.0

Labor Force & Work Force Summary, 2001-2010, Annually, Hamilton County, Nebraska (May 2011 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 Hamilton 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 Local Employment Dynamics (LED) 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 Hamilton County are from 2009.

Table 3 (pages 6-7) examines the Work Destination area for Hamilton County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 4,064 county labor force participants holding primary jobs. As Table 3 shows, 99.2 percent of Hamilton County’s labor force participants are employed within the state of Nebraska. Nearly 60 percent of Hamilton County workers leave the county for employment with 41.6 percent remaining within county borders. Looking deeper to the locality level, the table also shows the top 10 locations where Hamilton County labor force participants are employed (next page).

Table 3

Work Destination Report

Where Workers are Employed Who Live in the Selection Area

2009

	Count	Share
Total Participants	4,064	100.0%

By States

Job Counts by States Where Workers are Employed

2009

	Count	Share
Nebraska	4,030	99.2%
Kansas	6	0.1%
Colorado	5	0.1%
Wyoming	5	0.1%
South Dakota	4	0.1%
Iowa	2	0.0%
Alaska	1	0.0%
Illinois	1	0.0%
Michigan	1	0.0%
Missouri	1	0.0%
All Other Locations	8	0.2%

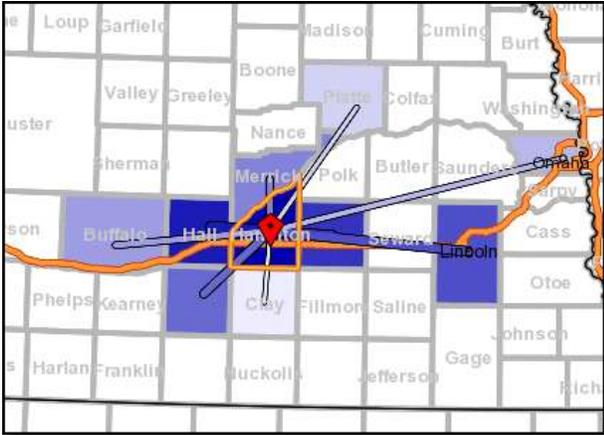


Table 3 (continued)

By Counties

**Job Counts by Counties Where Workers are Employed
 2009**

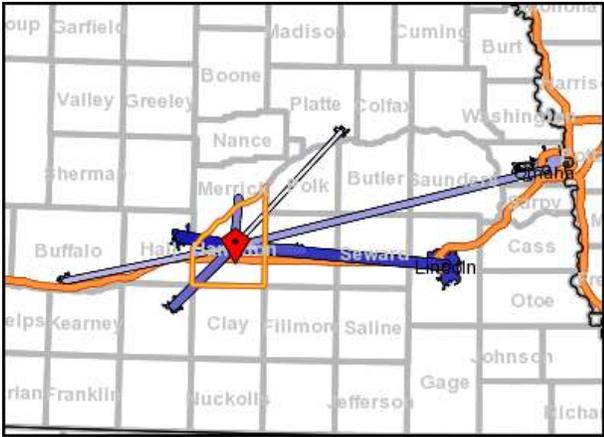
	Count	Share
Hamilton County, NE	1,689	41.6%
Hall County, NE	1,053	25.9%
York County, NE	196	4.8%
Lancaster County, NE	143	3.5%
Adams County, NE	132	3.2%
Merrick County, NE	127	3.1%
Buffalo County, NE	96	2.4%
Douglas County, NE	93	2.3%
Platte County, NE	72	1.8%
Clay County, NE	60	1.5%
All Other Locations	403	9.9%



By Place (top 10)

**Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed
 2009**

	Count	Share
Aurora city, NE	1,138	28.0%
Grand Island city, NE	964	23.7%
Lincoln city, NE	140	3.4%
York city, NE	123	3.0%
Hastings city, NE	112	2.8%
Central City city, NE	95	2.3%
Omaha city, NE	86	2.1%
Kearney city, NE	79	1.9%
Hampton village, NE	63	1.6%
Columbus city, NE	59	1.5%
All Other Locations	1,205	29.7%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, September 2011

People also travel from other locations to work in Hamilton 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 Hamilton County. The Census identified 2,952 primary jobs within Hamilton County. As Table 4 indicates, 99.0 percent of these jobs are held by Nebraska residents. Approximately 57 percent of Hamilton County workers live within the county borders and the top 10 localities show the distribution of employees’ residents around the area (next page).

Table 4

Home Destination Report

Where Workers Live Who are Employed in the Selection Area

2009

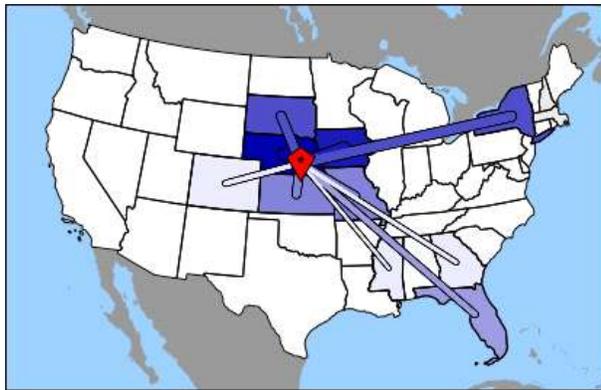
	Count	Share
Total Primary Jobs	2,952	100%

By States

Job Counts by States Where Workers Live

2009

	Count	Share
Nebraska	2,922	99.0%
Iowa	7	0.2%
New York	4	0.1%
South Dakota	4	0.1%
Kansas	3	0.1%
Missouri	3	0.1%
Florida	2	0.1%
Colorado	1	0.0%
Georgia	1	0.0%
Mississippi	1	0.0%
All Other Locations	4	0.1%



By Counties

Job Counts by Counties Where Workers Live

2009

	Count	Share
Hamilton County, NE	1,689	57.2%
Hall County, NE	305	10.3%
York County, NE	141	4.8%
Merrick County, NE	96	3.3%
Clay County, NE	78	2.6%
Buffalo County, NE	75	2.5%
Adams County, NE	68	2.3%
Howard County, NE	42	1.4%
Lancaster County, NE	38	1.3%
Polk County, NE	35	1.2%
All Other Locations	385	13.0%

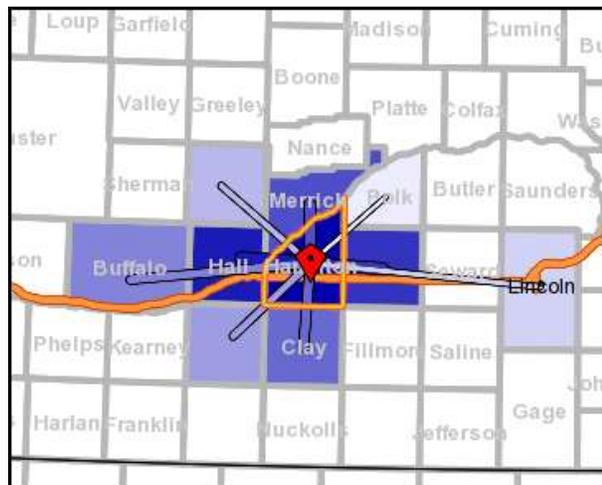


Table 4 (continued)

By Place (top 10)

Job Counts by Places (Cities, CDPs, etc.) Where Workers Live 2009

	Count	Share
Aurora city, NE	1,069	36.2%
Grand Island city, NE	238	8.1%
York city, NE	70	2.4%
Central City city, NE	69	2.3%
Hampton village, NE	58	2.0%
Hastings city, NE	53	1.8%
Phillips village, NE	38	1.3%
Giltner village, NE	37	1.3%
Kearney city, NE	36	1.2%
Lincoln city, NE	31	1.1%
All Other Locations	1,253	42.4%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, September 2011

The next table (Table 5, pages 9-10) shows an inflow/outflow report for the Hamilton 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 Labor Employment Dynamics (LED) section and help identify characteristics of labor force movement for Hamilton County.

Table 5

Inflow/Outflow Report - Hamilton County

Selection Area Labor Market Size (Primary Jobs)	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,952	100.0%	3,134	100.0%	3,019	100.0%
Living in the Selection Area	4,064	137.7%	4,123	131.6%	4,120	136.5%
Net Job Inflow (+) or Outflow (-)	-1,112	-	-989	-	-1,101	-

In-Area Labor Force Efficiency (Primary Jobs)	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	4,064	100.0%	4,123	100.0%	4,120	100.0%
Living and Employed in the Selection Area	1,689	41.6%	1,773	43.0%	1,828	44.4%
Living in the Selection Area but Employed Outside	2,375	58.4%	2,350	57.0%	2,292	55.6%

In-Area Employment Efficiency (Primary Jobs)	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,952	100.0%	3,134	100.0%	3,019	100.0%
Employed and Living in the Selection Area	1,689	57.2%	1,773	56.6%	1,828	60.5%
Employed in the Selection Area but Living Outside	1,263	42.8%	1,361	43.4%	1,191	39.5%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	2,375	100.0%	2,350	100.0%	2,292	100.0%
Workers Aged 29 or younger	585	24.6%	547	23.3%	561	24.5%
Workers Aged 30 to 54	1,288	54.2%	1,318	56.1%	1,349	58.9%
Workers Aged 55 or older	502	21.1%	485	20.6%	382	16.7%
Workers Earning \$1,250 per month or less	585	24.6%	590	25.1%	607	26.5%
Workers Earning \$1,251 to \$3,333 per month	1,122	47.2%	1,052	44.8%	1,084	47.3%
Workers Earning More than \$3,333 per month	668	28.1%	708	30.1%	601	26.2%
Workers in the "Goods Producing" Industry Class	465	19.6%	532	22.6%	522	22.8%
Workers in the "Trade, Transp. & Utilities" Industry Class	715	30.1%	673	28.6%	629	27.4%
Workers in the "All Other Services" Industry Class	1,195	50.3%	1,145	48.7%	1,141	49.8%

Inflow Job Characteristics (Primary Jobs)	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,689	100.0%	1,773	100.0%	1,828	100.0%
Workers Aged 29 or younger	359	21.3%	398	22.4%	343	18.8%
Workers Aged 30 to 54	917	54.3%	956	53.9%	1,041	56.9%
Workers Aged 55 or older	413	24.5%	419	23.6%	444	24.3%
Workers Earning \$1,250 per month or less	523	31.0%	533	30.1%	583	31.9%
Workers Earning \$1,251 to \$3,333 per month	729	43.2%	806	45.5%	806	44.1%
Workers Earning More than \$3,333 per month	437	25.9%	434	24.5%	439	24.0%
Workers in the "Goods Producing" Industry Class	329	19.5%	357	20.1%	350	19.1%
Workers in the "Trade, Transp. & Utilities" Industry Class	383	22.7%	415	23.4%	419	22.9%
Workers in the "All Other Services" Industry Class	977	57.8%	1,001	56.5%	1,059	57.9%

Interior Flow Job Characteristics (Primary Jobs)	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,467	100.0%	1,249	100.0%	1,203	100.0%
Workers Aged 29 or younger	309	21.1%	297	23.8%	256	21.3%
Workers Aged 30 to 54	811	55.3%	665	53.2%	653	54.3%
Workers Aged 55 or older	347	23.7%	287	23.0%	294	24.4%
Workers Earning \$1,250 per month or less	468	31.9%	475	38.0%	398	33.1%
Workers Earning \$1,251 to \$3,333 per month	702	47.9%	581	46.5%	605	50.3%
Workers Earning More than \$3,333 per month	297	20.2%	193	15.5%	200	16.6%
Workers in the "Goods Producing" Industry Class	458	31.2%	372	29.8%	383	31.8%
Workers in the "Trade, Transp. & Utilities" Industry Class	328	22.4%	334	26.7%	303	25.2%
Workers in the "All Other Services" Industry Class	681	46.4%	543	43.5%	517	43.0%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 5.2.4, 9/27/2011.

The Distance/Direction Report depicted in Table 6 and Figure 2 shows the number (count) and percentage (share) of primary job holders living in Hamilton County and the distance they travel to work. Looking at Table 6, the count of primary job holders within Hamilton County has decreased since 2007. Although the majority of Hamilton County residents travel 24 miles or less to work, the overall distance being traveled has increased since 2007. Figure 2 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

	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	4,064	100.0%	4,123	100.0%	4,120	100.0%
Less than 10 miles	1,519	37.4%	1,593	38.6%	1,661	40.3%
10 to 24 miles	1,514	37.3%	1,436	34.8%	1,402	34.0%
25 to 50 miles	346	8.5%	371	9.0%	382	9.3%
Greater than 50 miles	685	16.9%	723	17.5%	675	16.4%

Figure 2

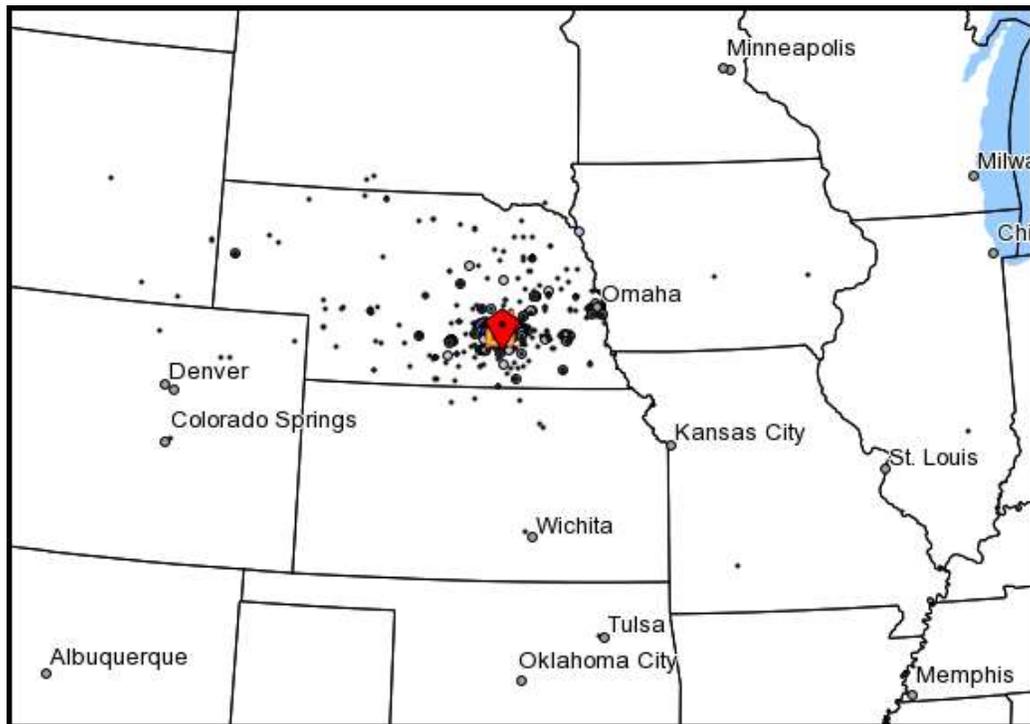


Table 7 and Figure 3 show the number (count) and percentage (share) of people employed within Hamilton County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Hamilton County has decreased since 2007. The data also show the majority of Hamilton County employees travel less than 10 miles from home for employment. The distance people are traveling to home from their Hamilton County employment location has increased since 2007.

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

	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,952	100.0%	3,134	100.0%	3,019	100.0%
Less than 10 miles	1,379	46.7%	1,463	46.7%	1,541	51.0%
10 to 24 miles	868	29.4%	870	27.8%	817	27.1%
25 to 50 miles	268	9.1%	275	8.8%	245	8.1%
Greater than 50 miles	437	14.8%	526	16.8%	416	13.8%

Figure 3



Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Hamilton County and the surrounding area. As Table 8 indicates, Hamilton County's population increased by 7.1 percent (625 people) between 1950 and 2000. Hamilton County's population decrease of 3.0 percent (-279 people) between 2000 and 2010 compares to a 6.7 percent increase for Nebraska as a whole.

Table 8

County Population 1950-2010
Hamilton County and the Surrounding Area

Location	1950	1960	1970	1980	1990	2000	2004	2007	2010	% Change 1950-2000	% Change 2000-2010
Nebraska	1,325,510	1,411,330	1,485,333	1,569,825	1,578,417	1,711,266	1,741,450	1,769,473	1,826,341	29.1	6.7
Hamilton County	8,778	8,714	8,867	9,301	8,862	9,403	9,376	9,309	9,124	7.1	-3.0
Adams County	28,855	28,944	30,553	30,656	29,625	31,151	32,640	32,873	31,364	8.0	0.7
Clay County	8,700	8,717	8,266	8,106	7,123	7,039	6,646	6,316	6,542	-19.1	-7.1
Fillmore County	9,610	9,425	8,137	7,920	7,103	6,634	6,311	6,033	5,890	-31.0	-11.2
Hall County	32,186	35,757	42,851	47,690	48,925	53,534	54,171	55,385	58,607	66.3	9.5
Merrick County	8,812	8,363	8,751	8,945	8,049	8,204	7,946	7,583	7,845	-6.9	-4.4
Polk County	8,044	7,210	6,468	6,320	5,668	5,639	5,310	5,183	5,406	-29.9	-4.1
York County	14,346	13,724	13,685	14,798	14,428	14,598	14,034	14,222	13,665	1.8	-6.4

Source: U.S. Bureau of the Census, Census of Population, May 2011

Table 9 data reveal most Hamilton County communities experienced population gain during the 1950–2010 time period. The city of Aurora reported a 72.1 percent increase in population (1,770 people) between 1950 and 2000. The city of Aurora was the only community to experience an increase in population between 2000 and 2010 (6.0 percent or 254 people). The rural areas outside of the selected communities experienced a 31.5 percent decrease (-1,622 people) during the 1950–2000 time period and a population decrease of 10.1 percent (-356 people) during the 2000 to 2010 time period.

Table 9

Population 1950-2010
Hamilton County Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2004	2007	2010	% Change 1950-2000	% Change 2000-2010
Hamilton County	8,778	8,714	8,867	9,301	8,862	9,403	9,376	9,309	9,124	7.1	-3.0
Aurora	2,455	2,576	3,180	3,717	3,879	4,225	4,201	4,192	4,479	72.1	6.0
Giltner	284	293	408	400	367	389	395	402	352	37.0	-9.5
Hampton	289	331	387	419	463	439	431	421	423	51.9	-3.6
Hordville	116	128	147	155	163	150	147	144	144	29.3	-4.0
Marquette	218	210	239	303	284	282	277	270	229	29.4	-18.8
Phillips	190	192	341	405	316	336	334	324	287	76.8	-14.6
Stockham	82	69	65	68	64	60	59	58	44	-26.8	-26.7
Total Rural Areas:	5,144	4,915	4,100	3,834	3,326	3,522	3,532	3,498	3,166	-31.5	-10.1

Source: U.S. Bureau of the Census, Census of Population, June 2011

The next two charts (Chart 4 & 5) graphically depict the migration patterns for Nebraska, Hamilton 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 1990-2000 decade, the majority of counties within this study area experienced in-migration. For the 2000-2010 decade, only Hall County experienced in-migration with the rest having out-migration. Hamilton County experienced 3.7 percent in-migration between 1990-2000 and 4.2 percent out-migration in the 2000-2010 decade.

Chart 4

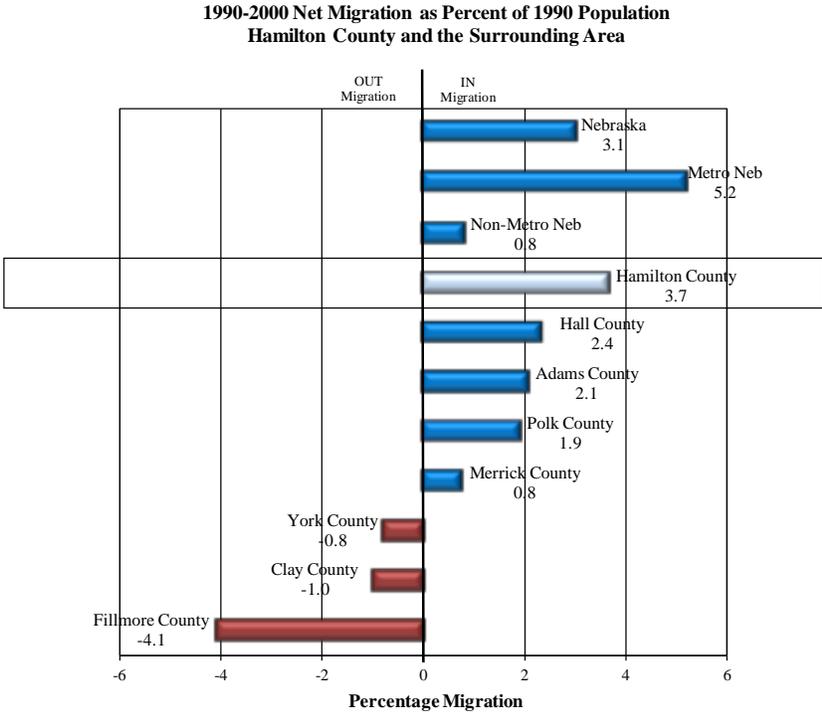
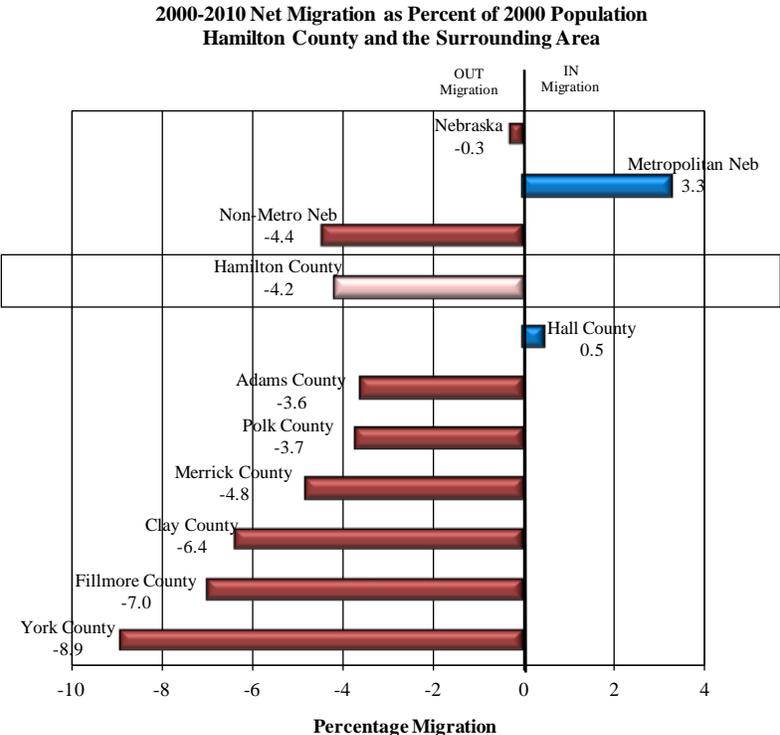


Chart 5



The next two tables (Tables 10 and 11) provide detail on migration between 2008 and 2009, 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 76.7 percent of those moving in to Hamilton County between 2008 and 2009 moved from other Nebraska locations (359 people). Data also reveal 109 people (23.3 percent) migrated in from other states.

Table 10

**Migration Inflow 2008-2009
Hamilton County, Nebraska**

Moved to Hamilton County From:		
Location	#	%
Total U.S.	468	100.0%
Total Foreign	0	0.0%
Nebraska	359	76.7%
Different State	109	23.3%

County Specific Flows :		
Location	#	%
Hall County	93	19.9%
York County	57	12.2%
Lancaster County	46	9.8%
Merrick County	41	8.8%
Buffalo County	17	3.6%
Other Flows - Same State	105	22.4%
Other Flows - Diff State	109	23.3%

Source: SOI Tax Stats, County-to-County Migration Data Files, IRS, August 2011

Table 11 data reveal 74.6 percent of people migrating out of Hamilton County between 2008 and 2009 remained in the state of Nebraska (378 people). Data show 129 Hamilton County residents (25.4 percent) also moved to other states during this time period. Looking within Nebraska, Table 11 shows the top locations where people leaving Hamilton County (but staying in Nebraska) went to during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 11

**Migration Outflow 2008-2009
Hamilton County, Nebraska**

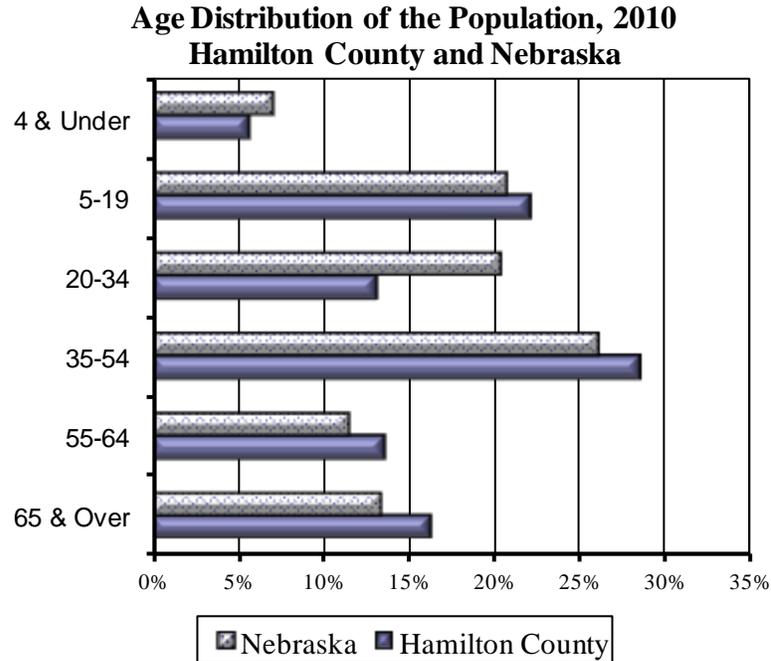
Moved from Hamilton County To:		
Location	#	%
Total U.S.	507	100%
Total Foreign	0	0%
Nebraska	378	74.6%
Different State	129	25.4%

County Specific Flows:		
Location	#	%
Hall County	102	20.1%
Lancaster County	46	9.1%
Merrick County	44	8.7%
York County	41	8.1%
Douglas County	26	5.1%
Other Flows - Same State	119	23.5%
Other Flows - Diff State	129	25.4%

Source: SOI Tax Stats, County-to-County Migration Data Files, IRS, August 2011

The following chart and table (Chart 6; Table 12) compare the U.S. Census Bureau’s age distribution of population for Nebraska as a whole, Hamilton County, and the surrounding area. The population of Hamilton County is significantly older than Nebraska as a whole. The median age for Hamilton County residents in 2010 was 42.3 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 6



Source: U.S. Census Bureau, June 2011

Table 12

**Age Distribution of the Population, 2010
 Hamilton County and Nebraska**

	2010 Population		Percent	
	Nebraska	Hamilton County	Nebraska	Hamilton County
4 & Under	131,908	526	7.2%	5.8%
5-19	380,564	2,024	20.8%	22.2%
20-34	374,452	1,212	20.5%	13.3%
35-54	479,564	2,612	26.3%	28.6%
55-64	213,176	1,251	11.7%	13.7%
65 & Over	246,677	1,499	13.5%	16.4%
Total	1,826,341	9,124	100%	100%
Median Age	36.2	42.3		

Source: Age Group, Median Age, U.S. Census Bureau, June 2011

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Hamilton County and the surrounding counties both as a total and by gender. These are 5-year estimates and differ slightly from the U.S. Census Bureau’s single year distributions. Chart 7 graphically depicts the median age distribution for the study area.

Table 13

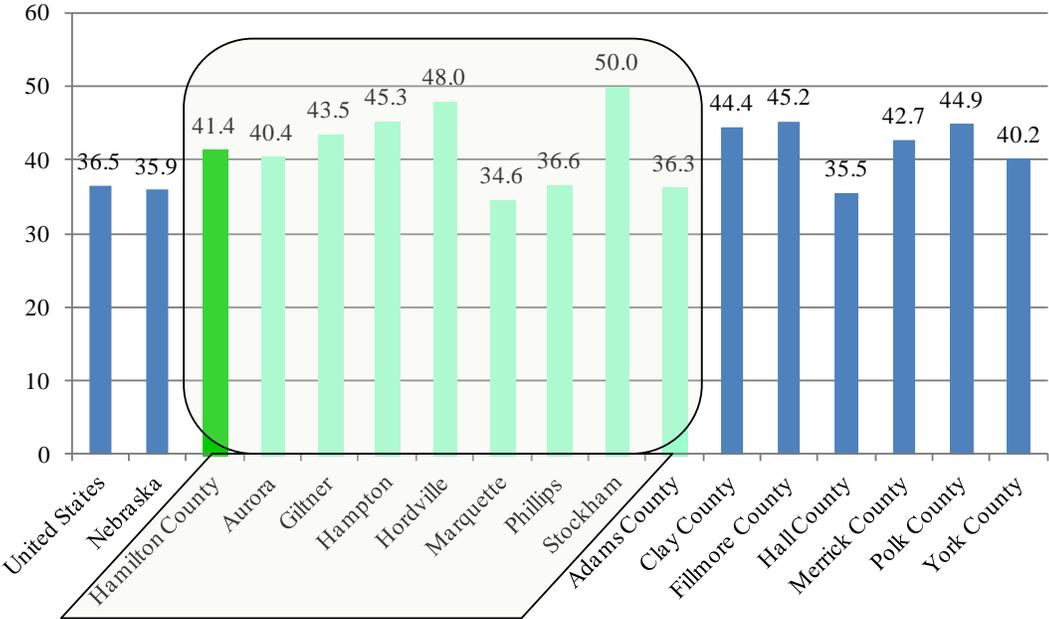
Median Age by Location and Gender, 2009
Hamilton County and the Surrounding Area

	Median Age 2009		
	Total	Male	Female
United States	36.5	35.2	37.9
Nebraska	35.9	34.6	37.3
Hamilton County	41.4	40.6	42.0
Aurora	40.4	39.1	42.9
Giltner	43.5	42.5	45.5
Hampton	45.3	45.4	45.2
Hordville	48.0	47.5	48.7
Marquette	34.6	38.0	30.8
Phillips	36.6	34.4	45.5
Stockham	50.0	55.3	47.8
Adams County	36.3	34.3	38.5
Clay County	44.4	43.9	44.8
Fillmore County	45.2	44.1	45.6
Hall County	35.5	34.3	37.1
Merrick County	42.7	42	43.5
Polk County	44.9	43.4	46.6
York County	40.2	39.9	40.8

Data Set: 2005-2009 American Community Survey 5-Year Estimates
 Source: U.S. Census Bureau, 2005-2009 American Community Survey, January 2011

Chart 7

Median Age by Location, 2009
Hamilton County and the Surrounding Area



Retail Sales

Table 14 and Chart 8 show the retail sales (non-motor vehicle) pull factors for Hamilton County and the surrounding area for 2010. 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

**2010 Retail Sales (Non-Motor Vehicle) Pull Factors
Nebraska, Hamilton County, and Surrounding Counties**

	2010 Population	2010 Retail Sales (x \$1,000)	2010 Per Cap Sales (\$)	2010 Pull Factor
Nebraska	1,826,341	19,916,395	10,905	1.00
Non-Metro Nebraska	781,979	7,451,196	9,529	0.87
Hamilton County	9,124	48,106	5,273	0.48
Adams County	31,364	357,583	11,401	1.05
Clay County	6,542	28,581	4,369	0.40
Fillmore County	5,890	38,554	6,546	0.60
Hall County	58,607	935,383	15,960	1.46
Merrick County	7,845	37,822	4,821	0.44
Polk County	5,406	33,880	6,267	0.57
York County	13,665	181,686	13,296	1.22

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2011

(D) Data withheld to avoid individual disclosure

Reviewing the pull factors at the county level indicates Hamilton County has some retail leakage. The 2010 pull factor of 0.48 indicates, on a per capita basis, retail sales in Hamilton County are approximately 52 percent lower than 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 Hamilton County (0.48) with the pull factor for the non-metropolitan area of Nebraska (0.87) indicates per capita retail sales in Hamilton County are approximately 44.7 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 8

**2010 Retail Sales (NMV) Pull Factors, Nebraska,
Hamilton County & Surrounding Counties**

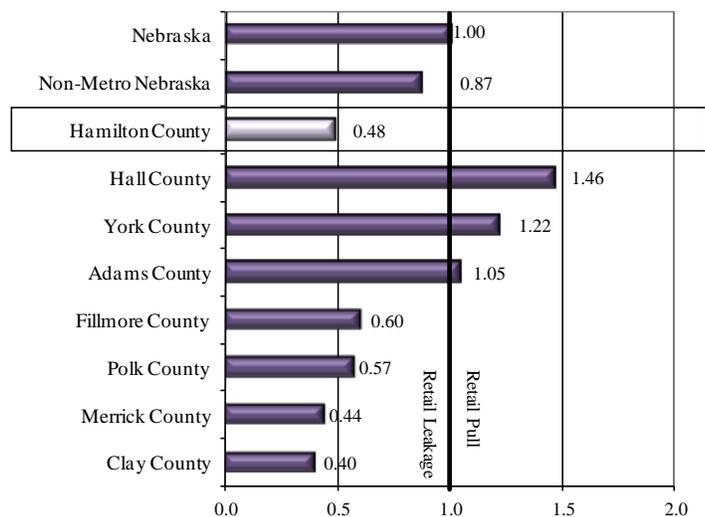


Table 15 and Chart 9 compare the 2010 pull factors for Aurora and selected area communities. The community of Aurora’s pull factor of 0.73 indicates that, on a per capita basis, non-motor vehicle retail sales in Aurora are approximately 27 percent less than the state’s average per capita sales.

Table 15

**2010 Retail Sales (NMV) Pull Factors
 Nebraska and Selected Study Area Cities**

	2010 Population	2010 Retail Sales (x \$1,000)	2010 Per Cap Sales (\$)	2010 Pull Factor
Nebraska	1,826,341	19,916,395	10,905	1.00
Non-Metro Nebraska	781,979	7,451,196	9,529	0.87
Aurora (Hamilton)	4,479	35,864	8,007	0.73
Hastings (Adams)	24,907	346,977	13,931	1.28
Sutton (Clay)	1,502	12,641	8,416	0.77
Geneva (Fillmore)	2,217	23,819	10,744	0.99
Grand Island (Hall)	48,520	884,653	18,233	1.67
Central City (Merrick)	2,934	28,337	9,658	0.89
Stromsburg (Polk)	1,171	20,614	17,603	1.61
York (York)	7,766	159,886	20,588	1.89

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2011

Chart 9

**2010 Retail Sales (NMV) Pull Factors
 Nebraska and Selected Study Area Cities**

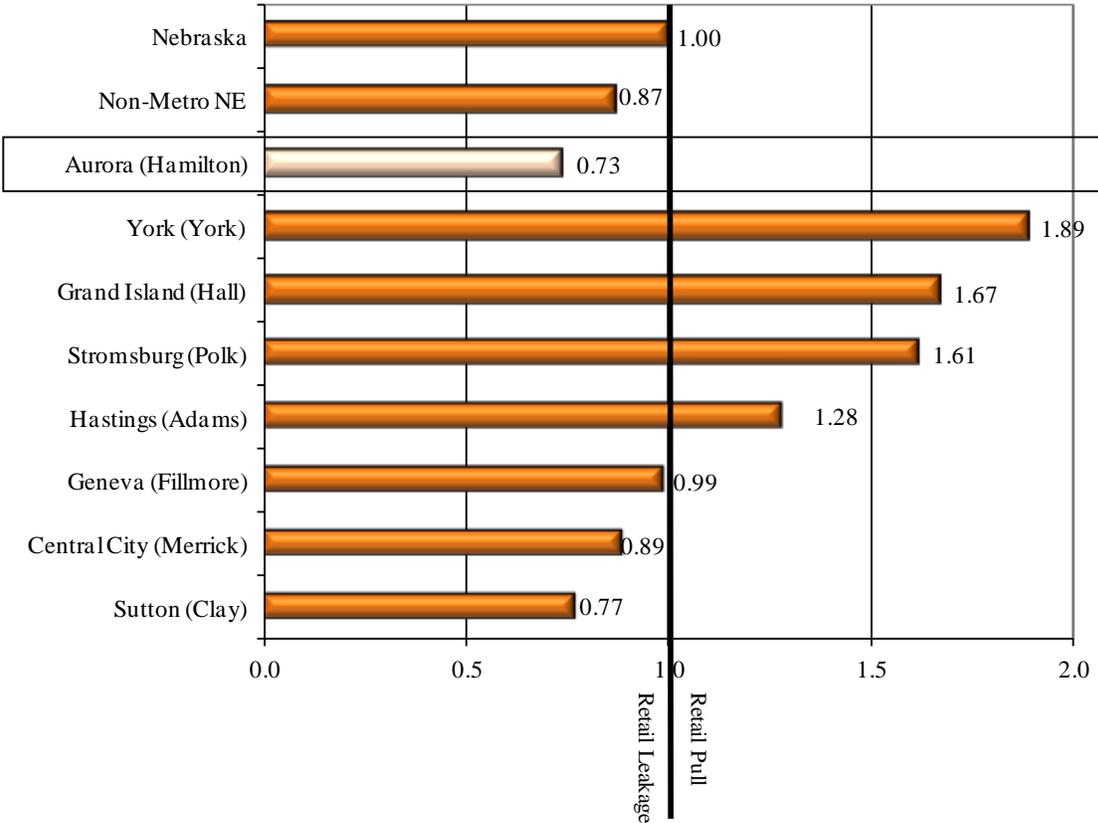


Table 16 and Chart 10 further breakdown the 2010 pull factors into the communities reporting retail sales figures within Hamilton County. As this table indicates, the community of Giltner had the strongest pull factor (1.85) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.48 for Hamilton County in 2010.

Table 16

**2010 Retail Sales (NMV) Pull Factors
 Nebraska and Available Hamilton County Communities**

	2010 Population	2010 Retail Sales (x \$1,000)	2010 Per Cap Sales (\$)	2010 Pull Factor
Nebraska	1,826,341	19,916,395	10,905	1.00
Non-Metro Nebraska	781,979	7,451,196	9,529	0.87
Hamilton County	9,124	48,106	5,273	0.48
Aurora	4,479	35,864	8,007	0.73
Giltner	352	7,120	20,226	1.85
Hampton	423	2,868	6,781	0.62
Hordville	144	545	3,787	0.35
Marquette	229	390	1,702	0.16
Phillips	287	899	3,133	0.29
Stockham	44	(D)	(N/A)	(N/A)

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2011

(D) Data withheld to avoid individual disclosure

(N/A) Data not available

Chart 10

**2010 Retail Sales (NMV) Pull Factors
 Nebraska and Available Hamilton County Communities**

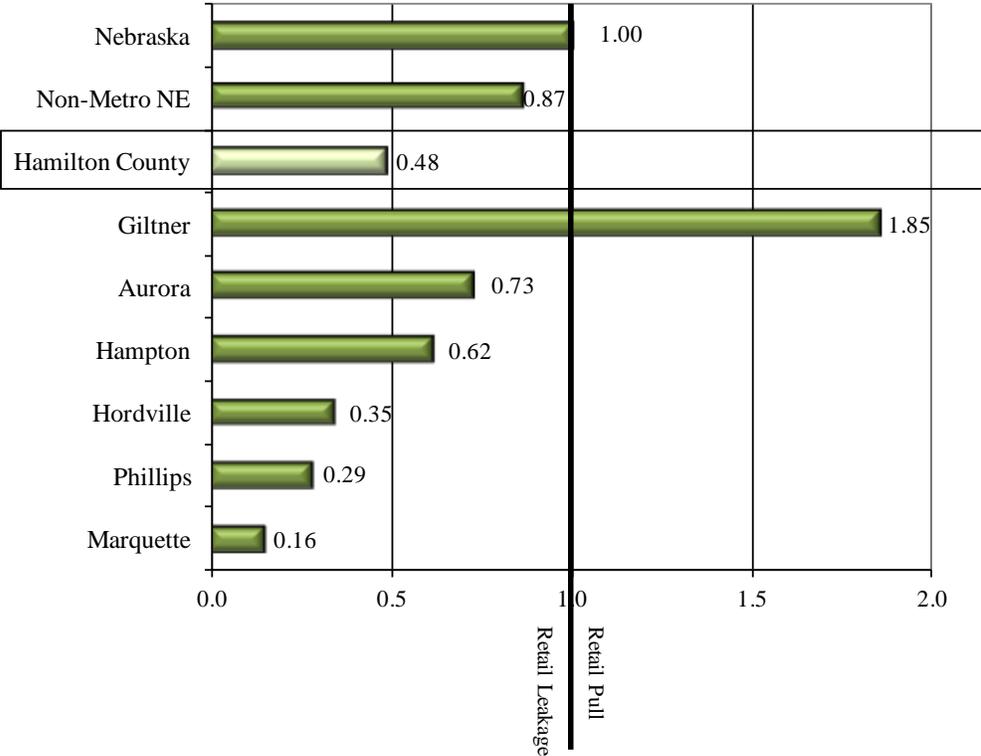


Table 17 (sorted by population) and Chart 11 (sorted by pull factor) show the 2010 pull factors for Nebraska, Aurora, and eight other similarly sized communities selected from around the state. Ogallala’s pull factor of 1.62 leads the group for 2010 thus indicating Ogallala has greater retail pull.

Table 17

**2010 Retail Sales (NMV) Pull Factors
 Aurora & Other Similarly Sized Nebraska Communities**

	2010 Population	2010 Retail Sales (x \$1,000)	2010 Per Cap Sales (\$)	2010 Pull Factor
Nebraska	1,826,341	19,916,395	10,905	1.00
Non-Metro Nebraska	781,979	7,451,196	9,529	0.87
Aurora (Hamilton)	4,479	35,864	8,007	0.73
Fairbury (Jefferson)	3,942	46,663	11,837	1.09
Cozad (Dawson)	3,977	46,015	11,570	1.06
Falls City (Richardson)	4,325	38,784	8,967	0.82
Gretna (Sarpy)	4,441	61,273	13,797	1.27
Wahoo (Saunders)	4,508	37,918	8,411	0.77
Ogallala (Keith)	4,737	83,869	17,705	1.62
Holdrege (Phelps)	5,495	75,635	13,764	1.26
Wayne (Wayne)	5,660	58,244	10,290	0.94

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2011

Chart 11

**2010 Retail Sales (NMV) Pull Factors, Nebraska,
 Aurora & Other Similarly Sized Nebraska Communities**

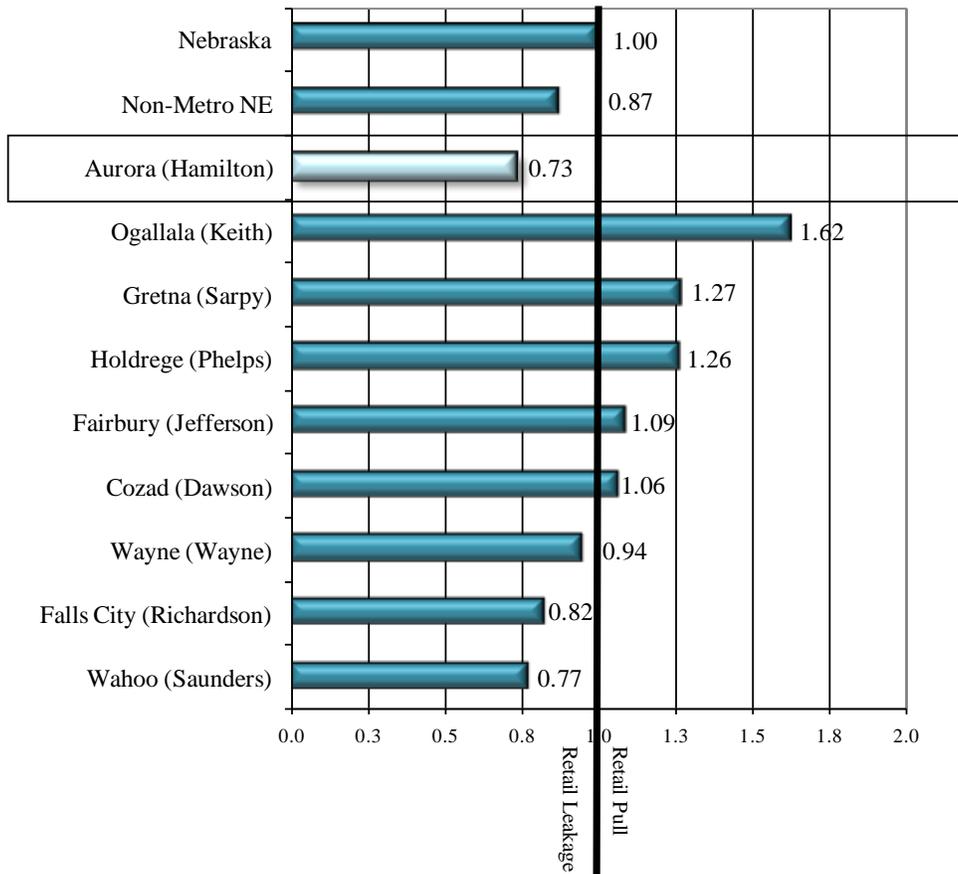
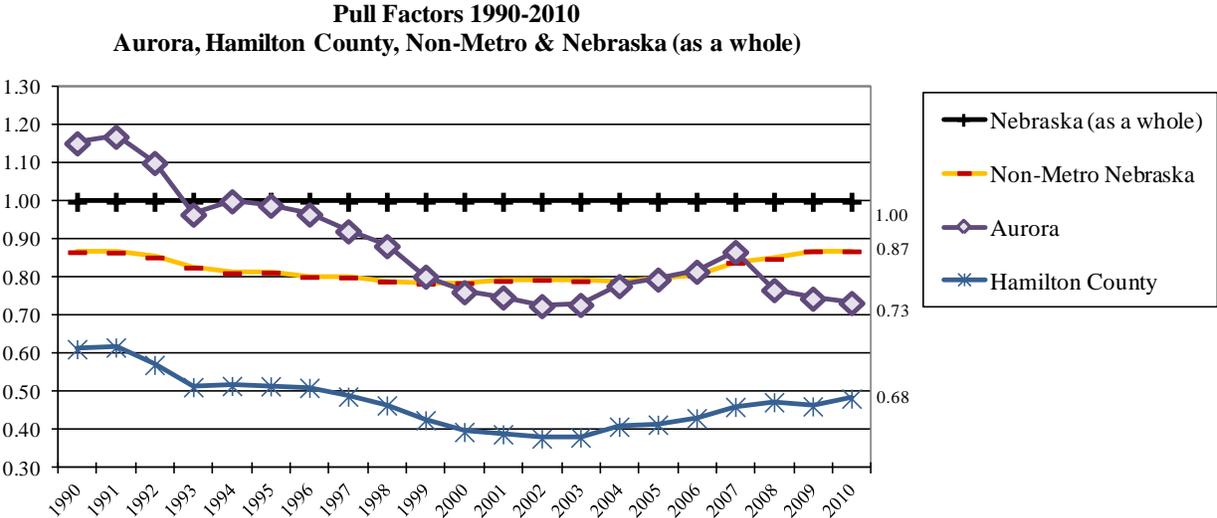


Chart 12 illustrates the pull factor trend for Aurora, Hamilton County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2010. In examining the time line, the city of Aurora shows retail pull significantly above the non-metro and Nebraska averages early in the time period but then rapidly falling to levels below the non-metro average. Data within Hamilton County (as a whole) shows the pull factor has shown an average significantly below the non-metropolitan county average.

Chart 12



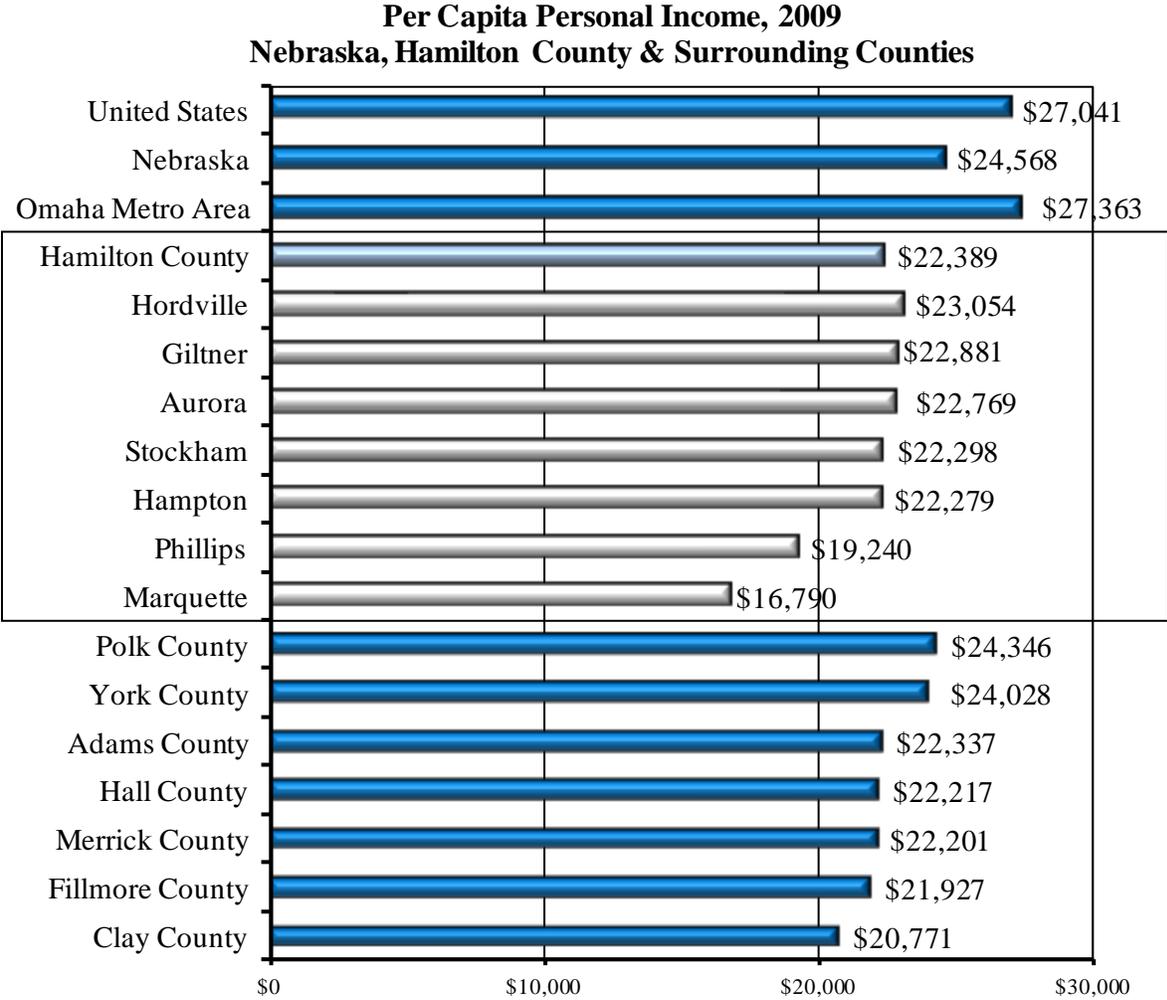
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2011

Per Capita Personal Income

Chart 13 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 2009 for Hamilton County is estimated to be \$22,389 compared to \$24,568 for Nebraska as a whole.

Chart 13



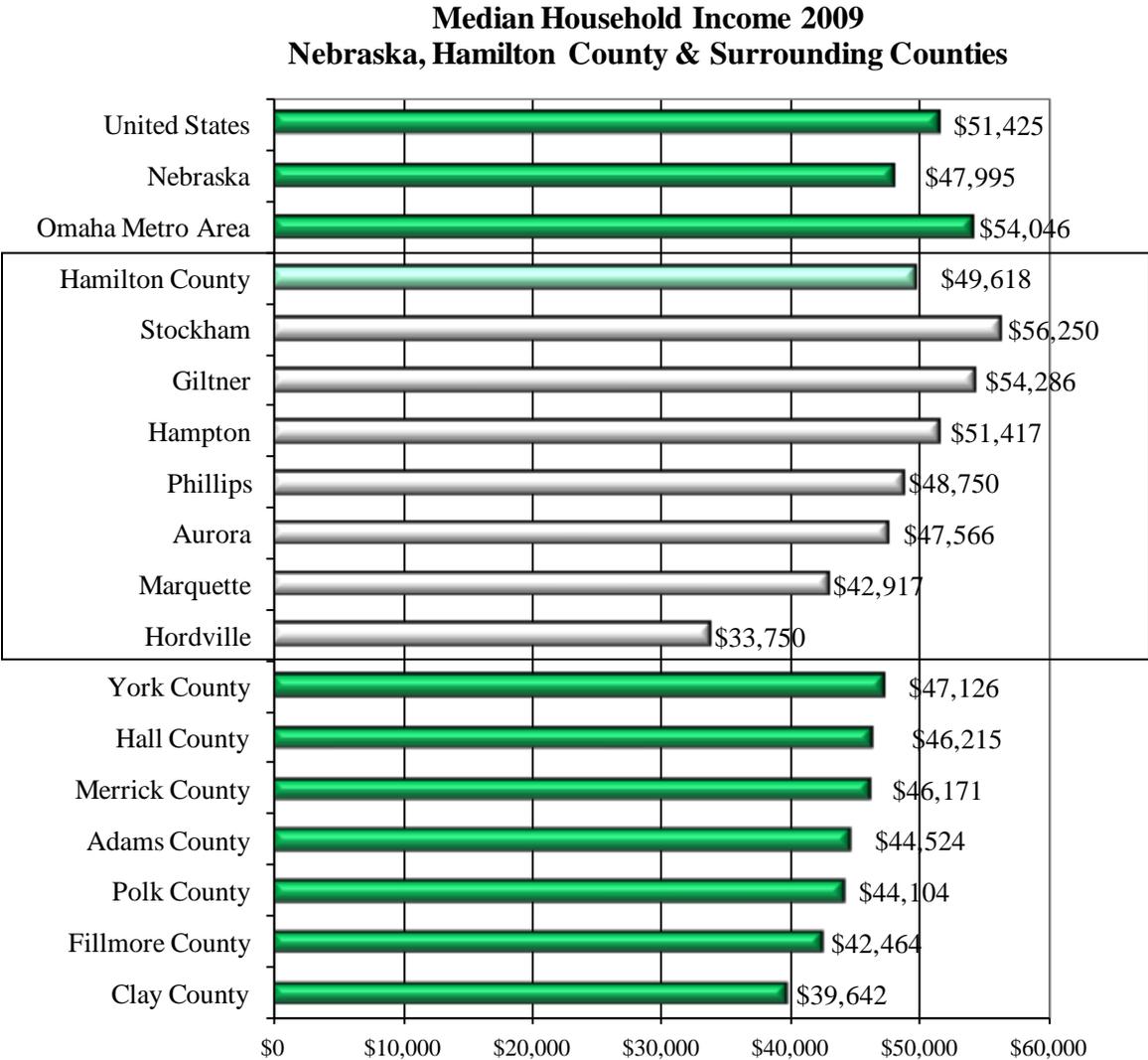
Source: U.S. Census Bureau, 2009 inflation adjusted past 12-months, 2005-2009 American Community Survey, released December 2010

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. Households (used in this study) can consist of multiple family members or can be represented by a single person.

Median household income for Hamilton County is estimated to be \$49,618 in 2009 compared to \$47,995 for Nebraska as a whole.

Chart 14



Source: U.S. Census Bureau, 2005-2009 American Community Survey, released December 2010