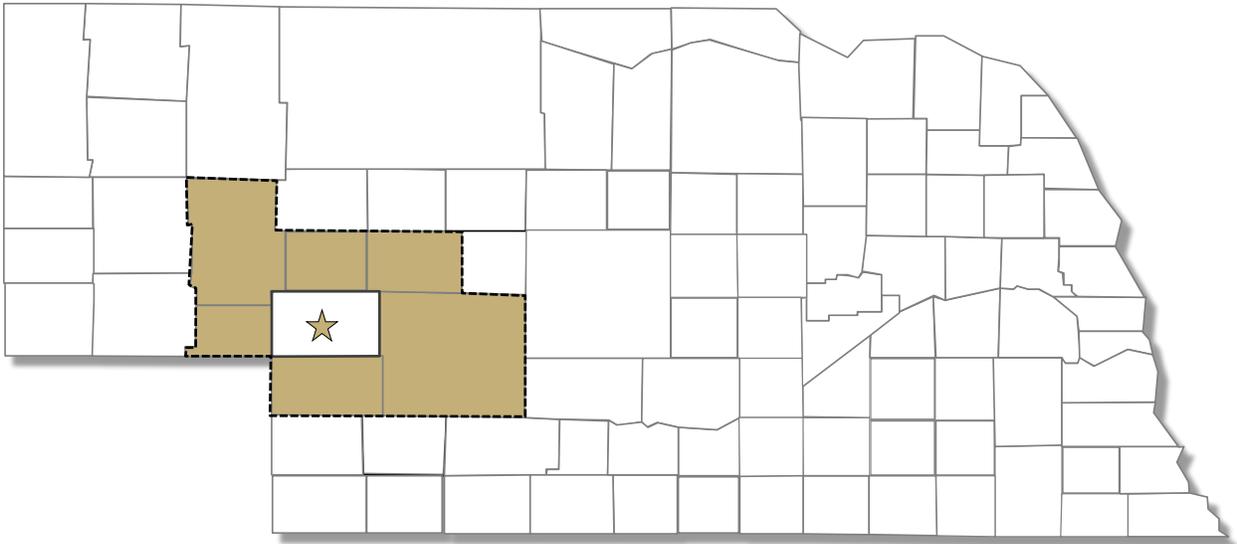


# Economic and Demographic Trends

## Ogallala, Keith County, and the Surrounding Area



*May 2013*

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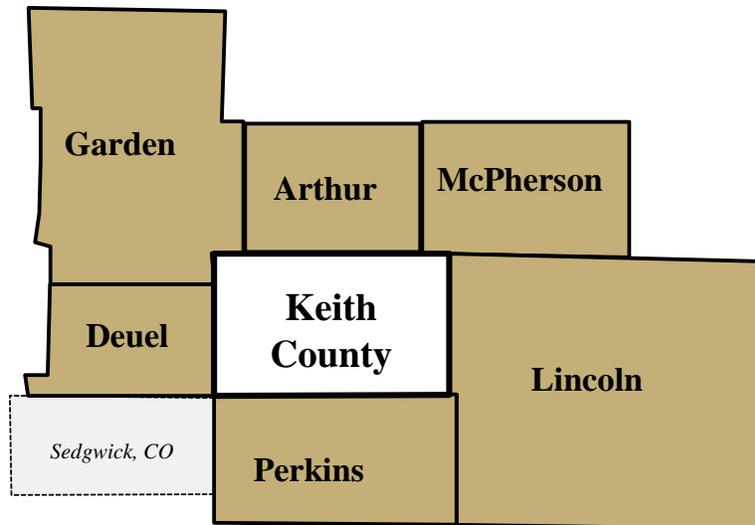
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## Economic and Demographic Trends in Ogallala, Keith County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Ogallala, Keith 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 Keith County, other Nebraska counties included in this area are Arthur, Deuel, Garden, Lincoln, McPherson, and Perkins. The retail sales section also compares retail growth between Ogallala 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 Keith 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

#### **Service 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 Keith County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Keith County decreased 13.4 percent (-494 jobs) between 2002 and 2011.

Table 1 also provides employment data for Keith County by major economic sector for years 2002–2011. Of the sectors reporting complete data, the Professional & Business Services sector recorded the largest percentage and actual employment increase between 2002 and 2011 (1.3 percent or 3 jobs).

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

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	% Change 2002-2011	# Change 2002-2011
<b>Non-farm Employment (W&amp;S)</b>	<b>3,684</b>	<b>3,562</b>	<b>3,451</b>	<b>3,436</b>	<b>3,445</b>	<b>3,373</b>	<b>3,263</b>	<b>3,111</b>	<b>3,151</b>	<b>3,190</b>	<b>-13.4</b>	<b>-494</b>
<b>Total Government Employment</b>	<b>619</b>	<b>564</b>	<b>552</b>	<b>546</b>	<b>553</b>	<b>547</b>	<b>540</b>	<b>565</b>	<b>579</b>	<b>555</b>	<b>-10.3</b>	<b>-64</b>
Federal Government	41	42	40	41	44	40	38	37	44	33	-19.5	-8
State Government	71	59	66	61	62	60	60	67	72	66	-7.0	-5
Local Government	507	463	446	444	447	447	442	461	463	456	-10.1	-51
<b>Total Private Industries</b>	<b>3,065</b>	<b>2,997</b>	<b>2,899</b>	<b>2,890</b>	<b>2,892</b>	<b>2,826</b>	<b>2,723</b>	<b>2,546</b>	<b>2,572</b>	<b>2,635</b>	<b>-14.0</b>	<b>-430</b>
Goods Producing	650	579	605	618	575	546	511	466	475	489	-24.8	-161
Natural Resources and Mining	165	134	151	155	158	139	135	136	130	130	-21.2	-35
Construction	137	123	132	129	134	110	107	107	120	127	-7.3	-10
Manufacturing	348	322	322	334	283	296	270	223	225	231	-33.6	-117
Service-Providing	2,415	2,419	2,294	2,271	2,317	2,281	2,212	2,080	2,097	2,146	-11.1	-269
Trade, Transportation, and Utilities	930	908	826	846	803	806	827	764	762	790	-15.1	-140
Information	61	59	56	58	62	62	63	59	52	51	-16.4	-10
Financial Activities	184	192	194	205	188	173	153	152	151	149	-19.0	-35
Professional and Business Services	230	227	213	178	257	254	248	228	213	233	1.3	3
Education and Health Services	333	319	314	301	302	308	300	296	289	285	-14.4	-48
Leisure and Hospitality	556	584	567	568	601	574	527	487	534	545	-2.0	-11
Other Services	120	130	124	115	105	104	94	93	96	94	-21.7	-26

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

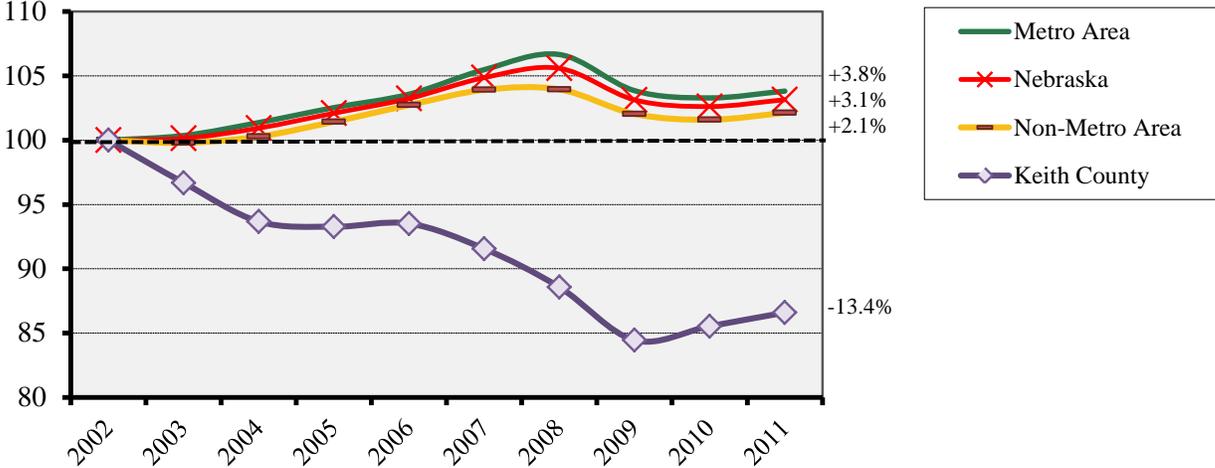
Chart 1 (next page) compares total non-farm wage and salary employment growth in Keith County with metropolitan and non-metropolitan areas as well as Nebraska as a whole for the review period 2002–2011.

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: Cass, 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 Keith County decreased 13.4 percent (-494 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.

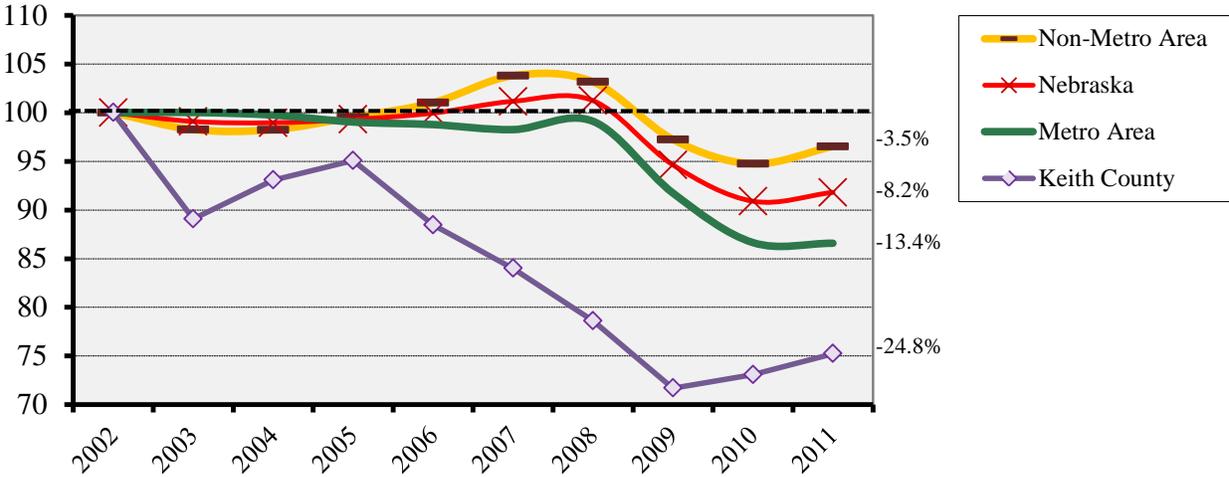
Chart 1  
**Non-Farm (W&S) Employment, Keith County, Nebraska, Metro, and Non-Metro Nebraska, 2002-2011**  
 (Index, 2002=100)



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 Keith County, Nebraska, Metro, and Non-Metro Areas. Goods Producing employment decreased 24.8 percent in Keith County between 2002 and 2011 (-161 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, Keith County, Nebraska, Metro, and Non-Metro Nebraska, 2002-2011**  
 (Index, 2002=100)



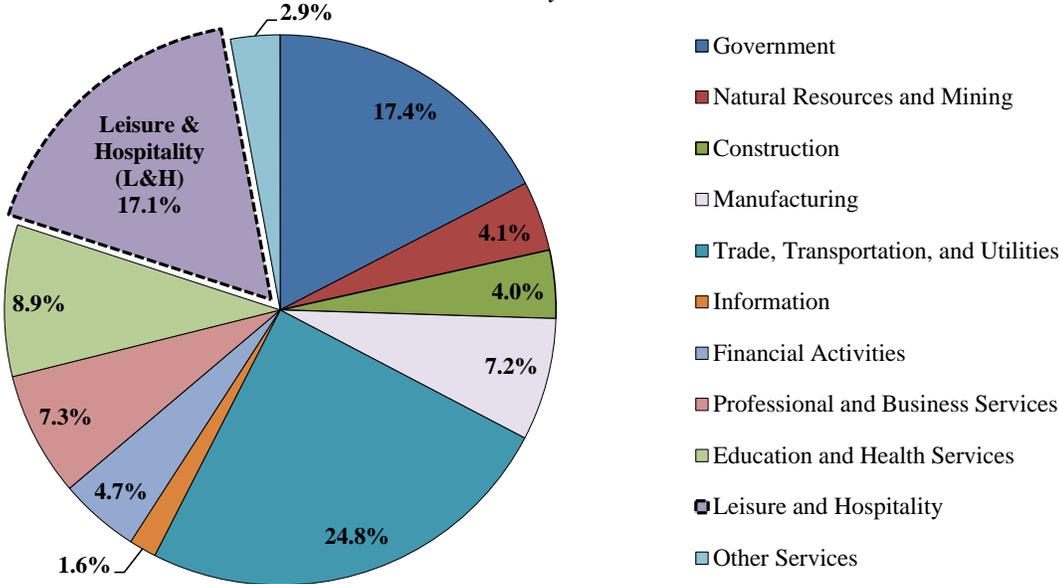
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released 9/27/2012

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

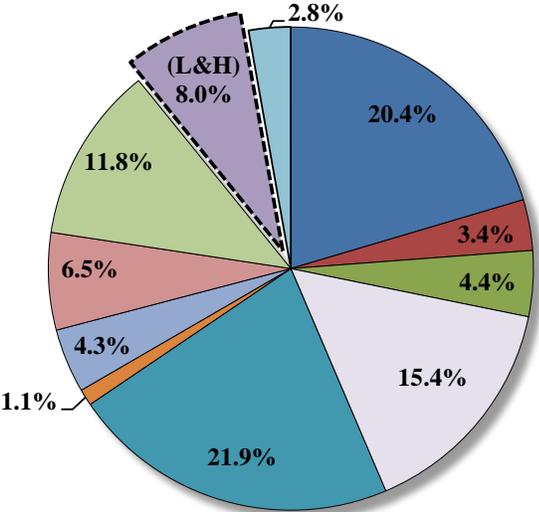
When comparing the Keith County employment sectors to the Non-Metro Area, the largest deviation falls in the Leisure & Hospitality sector having 17.1 percent employment (545 employees) compared to the Non-Metro Area employment at 8.0 percent of the workforce; a difference of 9.1 percent. Comparing Keith County to the overall Metro Area distribution, the largest deviation is also found in the Leisure & Hospitality sector (17.1 percent or 545 jobs Keith County vs. 9.7 percent Metro Area; a difference of 7.3 percent).

Charts 3, 4, 5

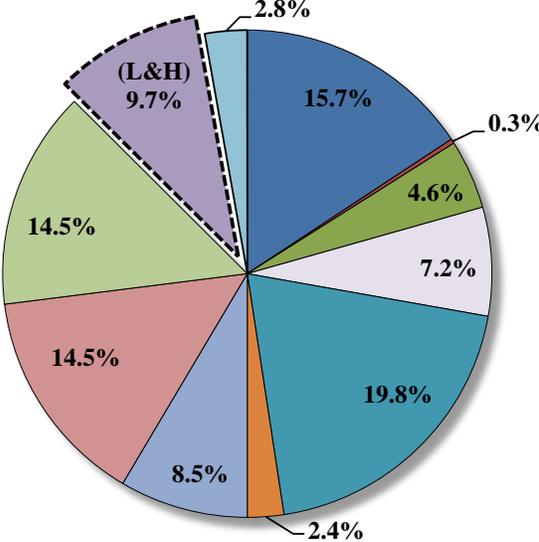
**Non-Farm Wage & Salary Employment by Major Economic Sector  
 Keith County, 2011**



**Non-Metro Area W&S Employment, 2011**



**Metro Area W&S Employment, 2011**



The next table (Table 2) shows labor force information for Keith County for the time period 2002–2011. In the case of the labor force information (labor force, unemployment, and total employment), these data are measured based on the county of residence of the labor force participants (regardless of where they work).

As the labor force and total employment data indicate, there was a decrease in the number of Keith County residents participating in the labor force between 2002 and 2011 (-7.5 percent or -379 people). The number of those employed in Keith County also decreased from 2002 to 2011 (-8.1 percent or -399 jobs).

The number of unemployed persons in Keith County increased by 12.0 percent (20 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 Keith County unemployment rate was 4.0 percent in 2011; below 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, Keith County, Nebraska**  
 Selected Years: 2002-2011

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	% Change 2002-2011	# Change 2002-2011
<b>Labor Force</b>	<b>5,062</b>	<b>5,019</b>	<b>4,874</b>	<b>4,784</b>	<b>4,753</b>	<b>4,675</b>	<b>4,565</b>	<b>4,432</b>	<b>4,514</b>	<b>4,683</b>	<b>-7.5</b>	<b>-379</b>
Employed	4,896	4,848	4,711	4,626	4,633	4,558	4,437	4,231	4,324	4,497	-8.1	-399
Unemployed	166	171	163	158	120	117	128	201	190	186	12.0	20
Unemployment Rate	3.3	3.4	3.3	3.3	2.5	2.5	2.8	4.5	4.2	4.0	(N/A)	(N/A)

Labor Force & Work Force Summary, 2003-2011, Annually, Keith 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 Keith 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 Keith County are from 2010.

Table 3 (pages 6–7) examines the Work Destination area for Keith County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 3,047 county labor force participants holding primary jobs. As Table 3 “By States” shows, 97.2 percent of Keith County’s labor force participants are employed within the state of Nebraska. The next section, “By Counties” shows approximately 64.3 percent of Keith County workers remain within Keith County for employment with 35.7 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 Keith 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
<b>Total Participants</b>	<b>3,047</b>	<b>100.0%</b>

**By States**

**Job Counts by States Where Workers are Employed**  
 2010

	Count	Share
<b>Nebraska</b>	<b>2,963</b>	<b>97.2%</b>
Colorado	42	1.4%
Kansas	19	0.6%
South Dakota	5	0.2%
Wyoming	4	0.1%
Missouri	3	0.1%
Texas	3	0.1%
Iowa	2	0.1%
Minnesota	1	0.0%
New Mexico	1	0.0%
All Other Locations	4	0.1%

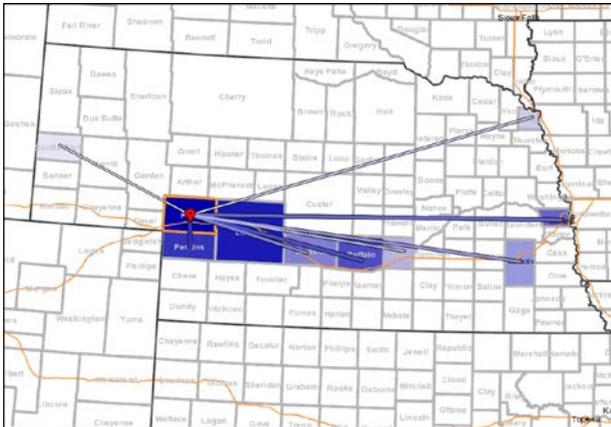


Table 3 (continued)

**By Counties**

**Job Counts by Counties Where Workers are Employed  
 2010**

	Count	Share
<b>Keith County, NE</b>	<b>1,960</b>	<b>64.3%</b>
Lincoln County, NE	232	7.6%
Perkins County, NE	101	3.3%
Buffalo County, NE	83	2.7%
Douglas County, NE	61	2.0%
Dawson County, NE	60	2.0%
Lancaster County, NE	51	1.7%
Hall County, NE	48	1.6%
Dakota County, NE	45	1.5%
Scotts Bluff County, NE	32	1.1%
All Other Locations	374	12.3%



**By Place (top 10)**

**Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed  
 2010**

	Count	Share
<b>Ogallala city, NE</b>	<b>1,611</b>	<b>52.9%</b>
North Platte city, NE	167	5.5%
Paxton village, NE	132	4.3%
Grant city, NE	70	2.3%
Kearney city, NE	66	2.2%
Omaha city, NE	60	2.0%
Lincoln city, NE	48	1.6%
Grand Island city, NE	45	1.5%
Dakota City city, NE	30	1.0%
McCook city, NE	23	0.8%
All Other Locations	795	26.1%



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

People also travel from other locations to work in Keith 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 Keith County. The Census identified 2,962 primary jobs within Keith County. As Table 4 “By States” indicates, 97.5 percent of these jobs are held by Nebraska residents. Approximately 66.2 percent of Keith 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
<b>Total Primary Jobs</b>	<b>2,962</b>	<b>100.0%</b>

### By States

#### Job Counts by States Where Workers Live

2010

	Count	Share
<b>Nebraska</b>	<b>2,889</b>	<b>97.5%</b>
Colorado	24	0.8%
Texas	11	0.4%
Kentucky	6	0.2%
California	5	0.2%
Iowa	5	0.2%
Georgia	4	0.1%
Missouri	3	0.1%
Ohio	3	0.1%
Minnesota	2	0.1%
All Other Locations	10	0.3%



### By Counties

#### Job Counts by Counties Where Workers Live

2010

	Count	Share
<b>Keith County, NE</b>	<b>1,960</b>	<b>66.2%</b>
Lincoln County, NE	201	6.8%
Perkins County, NE	90	3.0%
Scotts Bluff County, NE	53	1.8%
Cheyenne County, NE	45	1.5%
Deuel County, NE	45	1.5%
Dawson County, NE	34	1.1%
Chase County, NE	33	1.1%
Garden County, NE	31	1.0%
Hall County, NE	28	0.9%
All Other Locations	442	14.9%



Table 4 (continued)

## By Place (top 10)

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

	Count	Share
<b>Ogallala city, NE</b>	<b>1,515</b>	<b>51.1%</b>
North Platte city, NE	104	3.5%
Paxton village, NE	73	2.5%
Grant city, NE	36	1.2%
Brule village, NE	32	1.1%
Sidney city, NE	25	0.8%
Scottsbluff city, NE	24	0.8%
Grand Island city, NE	23	0.8%
Lincoln city, NE	23	0.8%
Kearney city, NE	19	0.6%
All Other Locations	1,088	36.7%



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

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

Table 5

### Inflow/Outflow Report - Keith County

Selection Area Labor Market Size (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,962	100.0%	2,894	100.0%	2,980	100.0%
Living in the Selection Area	3,047	102.9%	3,154	109.0%	3,260	109.4%
Net Job Inflow (+) or Outflow (-)	-85	-	-260	-	-280	-

In-Area Labor Force Efficiency (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	3,047	100.0%	3,154	100.0%	3,260	100.0%
Living and Employed in the Selection Area	1,960	64.3%	2,016	63.9%	2,117	64.9%
Living in the Selection Area but Employed Outside	1,087	35.7%	1,138	36.1%	1,143	35.1%

In-Area Employment Efficiency (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,962	100.0%	2,894	100.0%	2,980	100.0%
Employed and Living in the Selection Area	1,960	66.2%	2,016	69.7%	2,117	71.0%
Employed in the Selection Area but Living Outside	1,002	33.8%	878	30.3%	863	29.0%

Table 5 (continued)

**Outflow Job Characteristics (Primary Jobs)**

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,087	100.0%	1,138	100.0%	1,143	100.0%
Workers Aged 29 or younger	300	27.6%	307	27.0%	296	25.9%
Workers Aged 30 to 54	554	51.0%	590	51.8%	604	52.8%
Workers Aged 55 or older	233	21.4%	241	21.2%	243	21.3%
Workers Earning \$1,250 per month or less	321	29.5%	339	29.8%	365	31.9%
Workers Earning \$1,251 to \$3,333 per month	464	42.7%	493	43.3%	461	40.3%
Workers Earning More than \$3,333 per month	302	27.8%	306	26.9%	317	27.7%
Workers in the "Goods Producing" Industry Class	177	16.3%	160	14.1%	174	15.2%
Workers in the "Trade, Transp. & Utilities" Industry Class	376	34.6%	418	36.7%	366	32.0%
Workers in the "All Other Services" Industry Class	534	49.1%	560	49.2%	603	52.8%

**Inflow Job Characteristics (Primary Jobs)**

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,002	100.0%	878	100.0%	863	100.0%
Workers Aged 29 or younger	236	23.6%	195	22.2%	224	26.0%
Workers Aged 30 to 54	550	54.9%	482	54.9%	435	50.4%
Workers Aged 55 or older	216	21.6%	201	22.9%	204	23.6%
Workers Earning \$1,250 per month or less	311	31.0%	272	31.0%	270	31.3%
Workers Earning \$1,251 to \$3,333 per month	442	44.1%	384	43.7%	407	47.2%
Workers Earning More than \$3,333 per month	249	24.9%	222	25.3%	186	21.6%
Workers in the "Goods Producing" Industry Class	123	12.3%	115	13.1%	110	12.7%
Workers in the "Trade, Transp. & Utilities" Industry Class	370	36.9%	329	37.5%	368	42.6%
Workers in the "All Other Services" Industry Class	509	50.8%	434	49.4%	385	44.6%

**Interior Flow Job Characteristics (Primary Jobs)**

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,960	100.0%	2,016	100.0%	2,117	100.0%
Workers Aged 29 or younger	391	19.9%	405	20.1%	436	20.6%
Workers Aged 30 to 54	1,002	51.1%	1,101	54.6%	1,094	51.7%
Workers Aged 55 or older	567	28.9%	510	25.3%	587	27.7%
Workers Earning \$1,250 per month or less	620	31.6%	689	34.2%	741	35.0%
Workers Earning \$1,251 to \$3,333 per month	941	48.0%	949	47.1%	957	45.2%
Workers Earning More than \$3,333 per month	399	20.4%	378	18.8%	419	19.8%
Workers in the "Goods Producing" Industry Class	376	19.2%	348	17.3%	435	20.5%
Workers in the "Trade, Transp. & Utilities" Industry Class	373	19.0%	426	21.1%	409	19.3%
Workers in the "All Other Services" Industry Class	1,211	61.8%	1,242	61.6%	1,273	60.1%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 5/7/2013

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Keith County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Keith 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
<b>Total Primary Jobs</b>	<b>3,047</b>	<b>100.0%</b>	<b>3,154</b>	<b>100.0%</b>	<b>3,260</b>	<b>100.0%</b>
Less than 10 miles	1,583	52.0%	1,689	53.6%	1,744	53.5%
10 to 24 miles	448	14.7%	406	12.9%	500	15.3%
25 to 50 miles	239	7.8%	280	8.9%	291	8.9%
Greater than 50 miles	777	25.5%	779	24.7%	725	22.2%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, May 2013

Figure 1

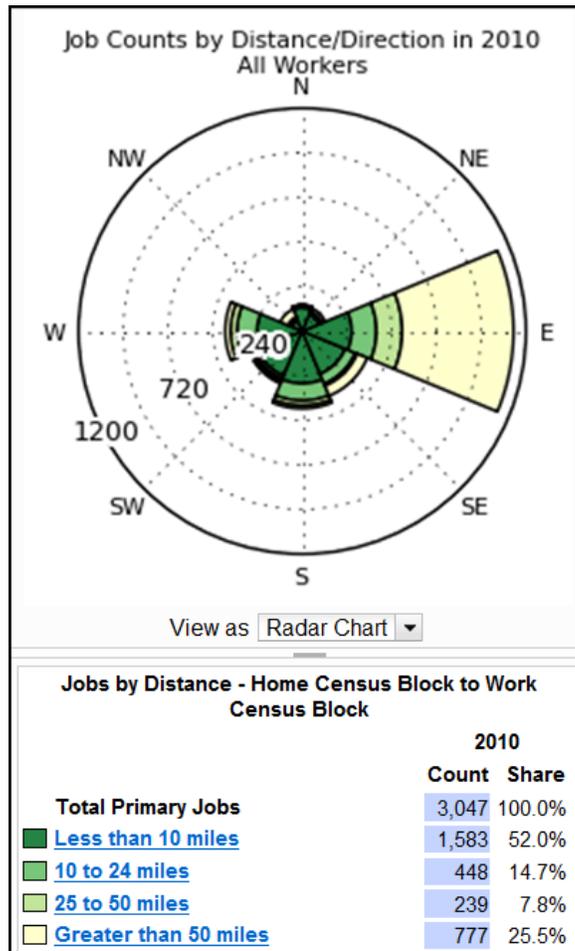


Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Keith County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Keith County has also decreased since 2008. The data also show the majority of Keith County employees continue to travel less than 10 miles from work to home in 2010 although a greater percentage is now driving further. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

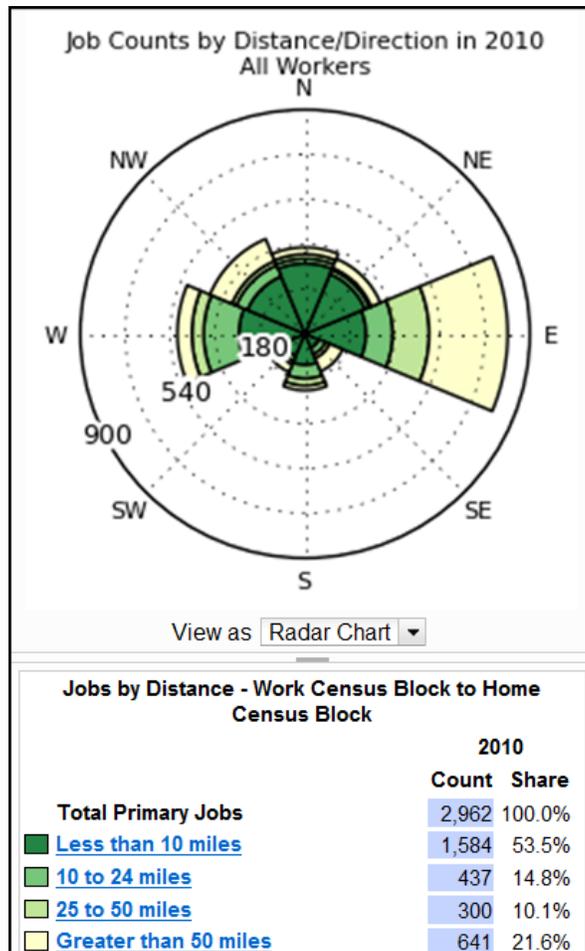
**Distance/Direction Report - Work to Home Census Block**  
*Work within study area - distance to home*

**Job Counts in Work Blocks by Distance Only**

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>2,962</b>	<b>100.0%</b>	<b>2,894</b>	<b>100.0%</b>	<b>2,980</b>	<b>100.0%</b>
Less than 10 miles	1,584	53.5%	1,690	58.4%	1,747	58.6%
10 to 24 miles	437	14.8%	375	13.0%	405	13.6%
25 to 50 miles	300	10.1%	300	10.4%	305	10.2%
Greater than 50 miles	641	21.6%	529	18.3%	523	17.6%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, May 2013

Figure 2



## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Keith County and the surrounding area. As Table 8 indicates, Keith County's population decreased 1.4 percent (-119 people) between 1970 and 2010. This population decrease compares to a 23.0 percent increase for Nebraska as a whole. Keith County reported a 1.8 percent decline in population from 2010 to 2012 (-148 people).

Table 8

**County Population 1970-2012**  
 Keith 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
<b>Keith County</b>	<b>8,487</b>	<b>9,364</b>	<b>8,584</b>	<b>8,875</b>	<b>8,368</b>	<b>8,220</b>	<b>-1.4</b>	<b>-1.8</b>
Arthur County	606	513	462	444	460	486	-24.1	5.7
Deuel County	2,717	2,462	2,237	2,098	1,941	1,972	-28.6	1.6
Garden County	2,929	2,802	2,460	2,292	2,057	1,953	-29.8	-5.1
Lincoln County	29,538	36,455	32,508	34,632	36,288	36,099	22.9	-0.5
McPherson County	623	593	546	533	539	509	-13.5	-5.6
Perkins County	3,423	3,637	3,367	3,200	2,970	2,931	-13.2	-1.3

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

Table 9 data reveal a mix in population growth for Keith County communities during the 1970–2010 time period. All Keith County communities saw decline in population between 2010 and 2011. The city of Ogallala reported a 4.8 percent decrease in population (-239 people) between 1970 and 2010 and a 0.8 percent decline in population between 2010 and 2011 (-38 people). The unincorporated areas outside of the selected communities experienced a 29.9 percent increase (7,066 people) during the 1970–2010 time period and a 0.5 percent decline during the 2010 to 2011 time period (-144 people).

Table 9

**Population 1970-2011**  
 Keith County Communities and Unincorporated Areas

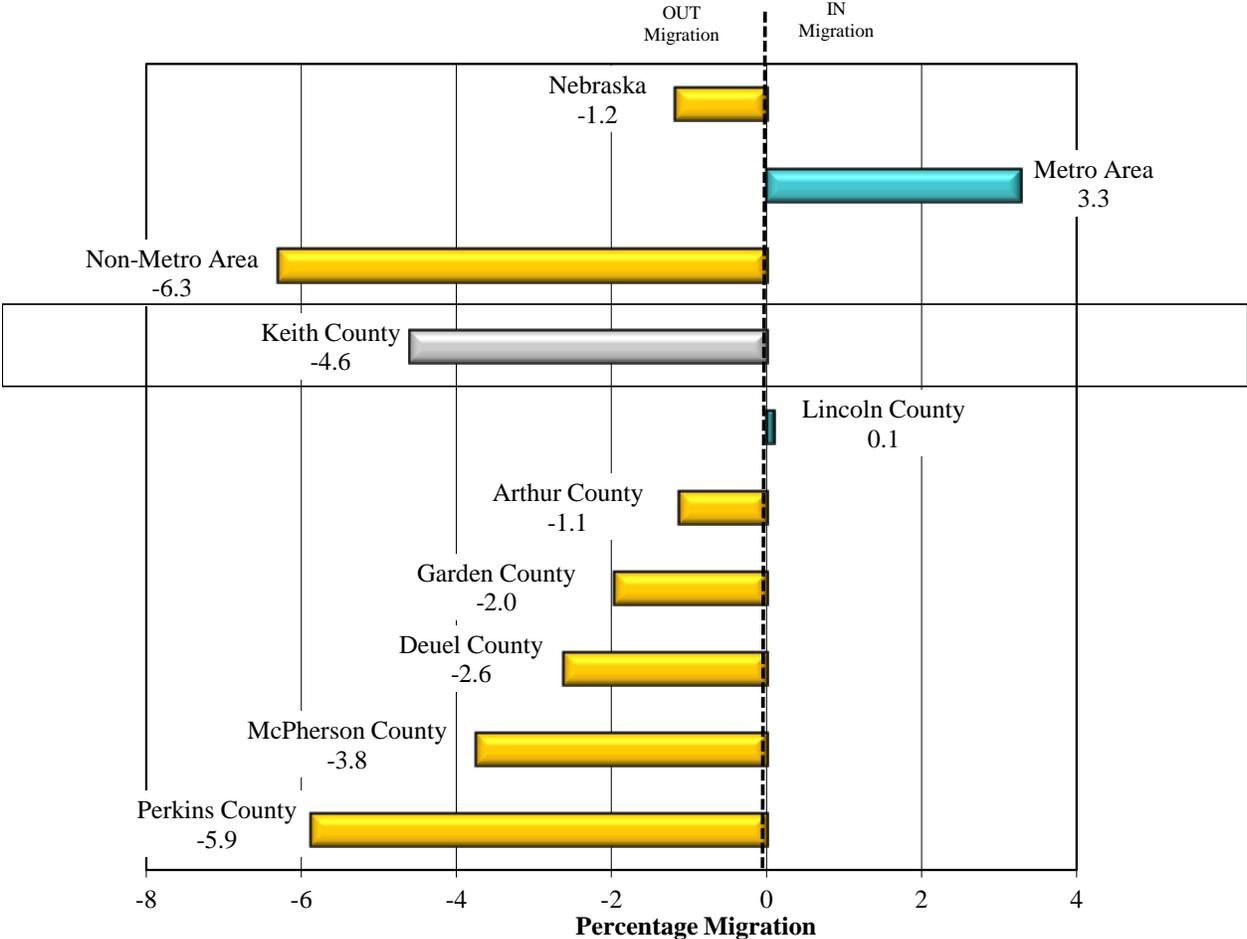
	1970	1980	1990	2000	2010	2011	% Change 1970-2010	% Change 2010-2011
<b>Keith County</b>	<b>29,538</b>	<b>36,455</b>	<b>32,508</b>	<b>34,632</b>	<b>36,288</b>	<b>36,099</b>	<b>22.9</b>	<b>-0.5</b>
Brule	423	438	408	372	326	323	-22.9	-0.9
Ogallala	4,976	5,638	5,127	4,930	4,737	4,699	-4.8	-0.8
Paxton	503	568	537	614	523	519	4.0	-0.8
<b>Total</b>								
<b>Unincorporated Areas:</b>	<b>23,636</b>	<b>29,811</b>	<b>26,436</b>	<b>28,716</b>	<b>30,702</b>	<b>30,558</b>	<b>29.9</b>	<b>-0.5</b>

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, Keith 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, Keith County experienced a 4.6 percent out-migration (-409 people).

Chart 6

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

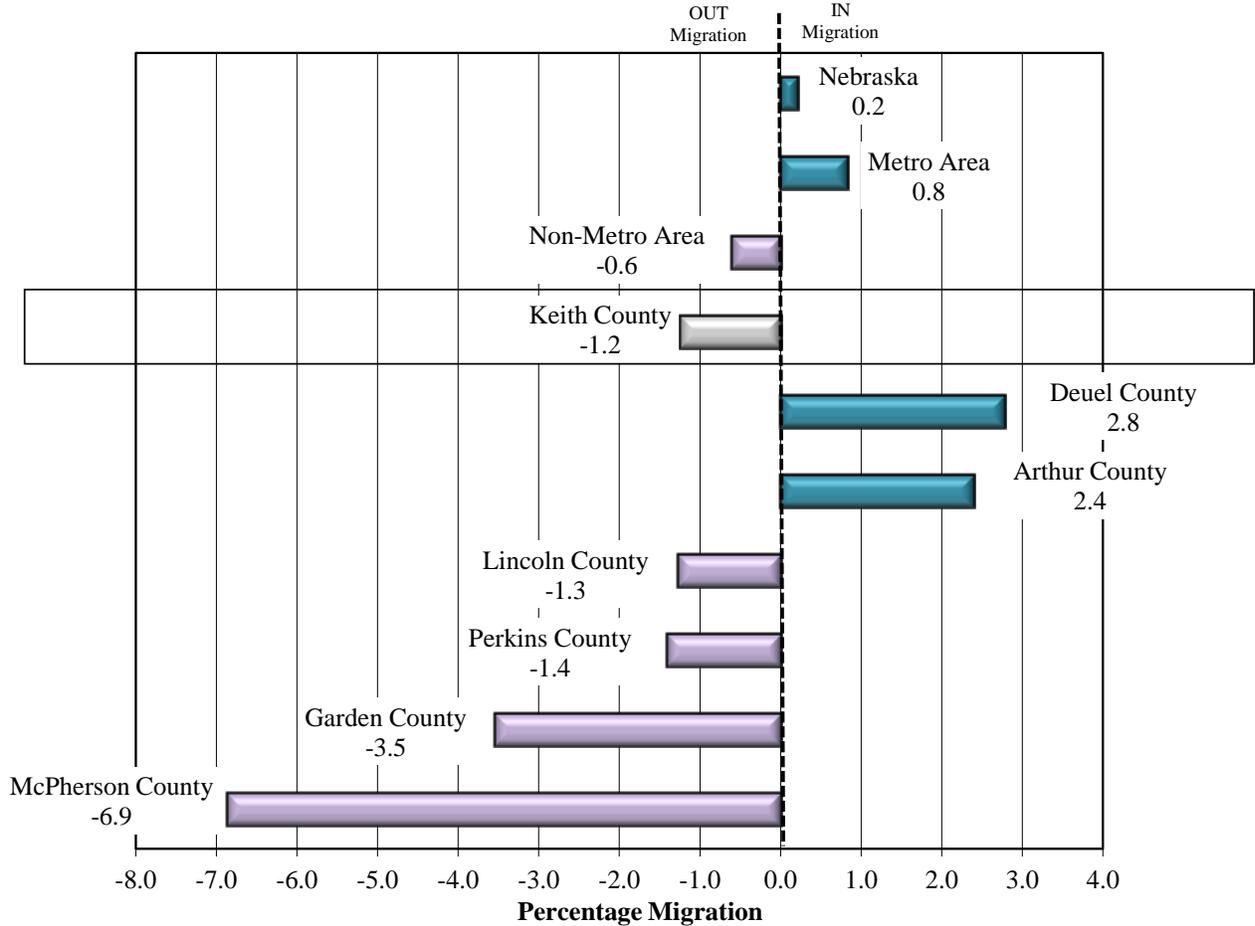


Source: U.S. Census Bureau, County population and estimated components of population change, April 2012

Looking at the years 2010–2012 (Chart 7), all but two counties within the study area experienced out-migration. Keith County recorded 1.2 percent out-migration (-104 people).

Chart 7

### 2010-2012 Net Migration as Percent of 2010 Population Keith 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 327 people moved into Keith County from other Nebraska locations (26.6 percent). Data also reveal 473 people (38.5 percent) migrated in from other states and 13 people (1.1 percent) moved from abroad.

Table 10

<b>2010 Keith County, Nebraska Inflow Into County (1 year estimate)</b>		
Movers within the United States	1,217	98.9%
Within Same County	417	33.9%
Different County, Same State	327	26.6%
Different State	473	38.5%
Movers from Abroad	13	1.1%
<b>Total Movement 2010</b>	<b>1,230</b>	

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

<b>Reported Counties (where people moved from)</b>		
Texas	Tarrant County	196
Iowa	Woodbury County	109
Nebraska	Dawson County	69
Nebraska	Lancaster County	59
Nebraska	Buffalo County	52
Nebraska	Lincoln County	48
Colorado	Jefferson County	45
Arizona	Maricopa County	37
Ohio	Seneca County	32
Nebraska	Custer County	24
Nebraska	Hall County	23
Michigan	Gratiot County	16
Nebraska	Deuel County	15
Asia	-	13
Nebraska	Greeley County	10
Alaska	Anchorage Municipality	9
South Dakota	Brown County	7
Colorado	Larimer County	6
Mississippi	Noxubee County	6
Nebraska	Cheyenne County	6
Nebraska	Platte County	6
Nebraska	Thomas County	6
Colorado	Broomfield County	5
Nebraska	Sarpy County	5
Colorado	El Paso County	4
Nebraska	Cass County	4
Wyoming	Johnson County	1

Table 11 data reveal 258 people in 2010 migrated out of Keith County but remained in the state of Nebraska (27.8 percent). Data show 253 Keith County residents (27.3 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

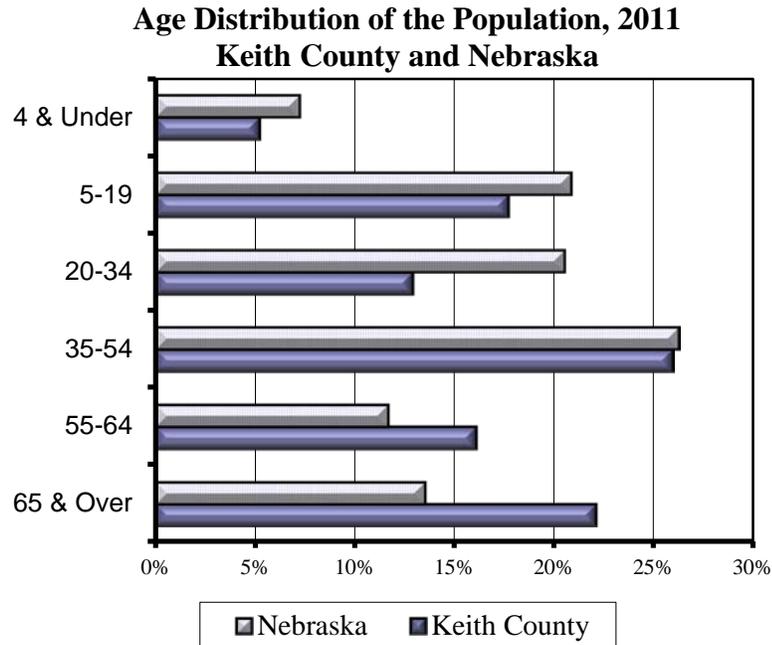
<b>2010 Keith County, Nebraska Outflow from County (1 year estimate)</b>		
Movers within the United States	928	100.0%
Within Same County	417	44.9%
Different County, Same State	258	27.8%
Different State	253	27.3%
Movers to Puerto Rico	-	0.0%
<b>Total Movement 2010</b>	<b>928</b>	

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

<b>Reported Counties (where people moved to)</b>		
Nebraska	Lincoln County	61
Nebraska	Buffalo County	54
Nebraska	Douglas County	42
Nebraska	Cheyenne County	35
Wyoming	Laramie County	35
Arizona	Maricopa County	29
Oklahoma	Mayes County	25
Colorado	El Paso County	24
South Dakota	Lawrence County	23
Colorado	Routt County	21
Nebraska	Hall County	20
Wyoming	Albany County	20
Wyoming	Natrona County	16
Georgia	Muscogee County	15
Missouri	Ray County	14
Colorado	Arapahoe County	12
Nebraska	Chase County	12
Colorado	Jefferson County	10
Colorado	Logan County	9
Nebraska	Arthur County	8
Nebraska	Lancaster County	7
Nebraska	Scotts Bluff County	7
Nebraska	Perkins County	6
Nebraska	Burt County	4
Nebraska	Saline County	2

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, Keith County, and the surrounding area. The population of Keith County is significantly older in age than Nebraska as a whole. The median age for Keith County residents in 2011 was 48.3 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  
 Keith County and Nebraska**

	2010 Population		Percent	
	Nebraska	Keith County	Nebraska	Keith County
<b>4 &amp; Under</b>	131,908	433	7.2%	5.2%
<b>5-19</b>	380,564	1,470	20.8%	17.7%
<b>20-34</b>	374,452	1,072	20.5%	12.9%
<b>35-54</b>	479,564	2,155	26.3%	26.0%
<b>55-64</b>	213,176	1,336	11.7%	16.1%
<b>65 &amp; Over</b>	246,677	1,835	13.5%	22.1%
<b>Total</b>	<b>1,826,341</b>	<b>8,301</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.3</b>	<b>48.3</b>		

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 Keith 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.

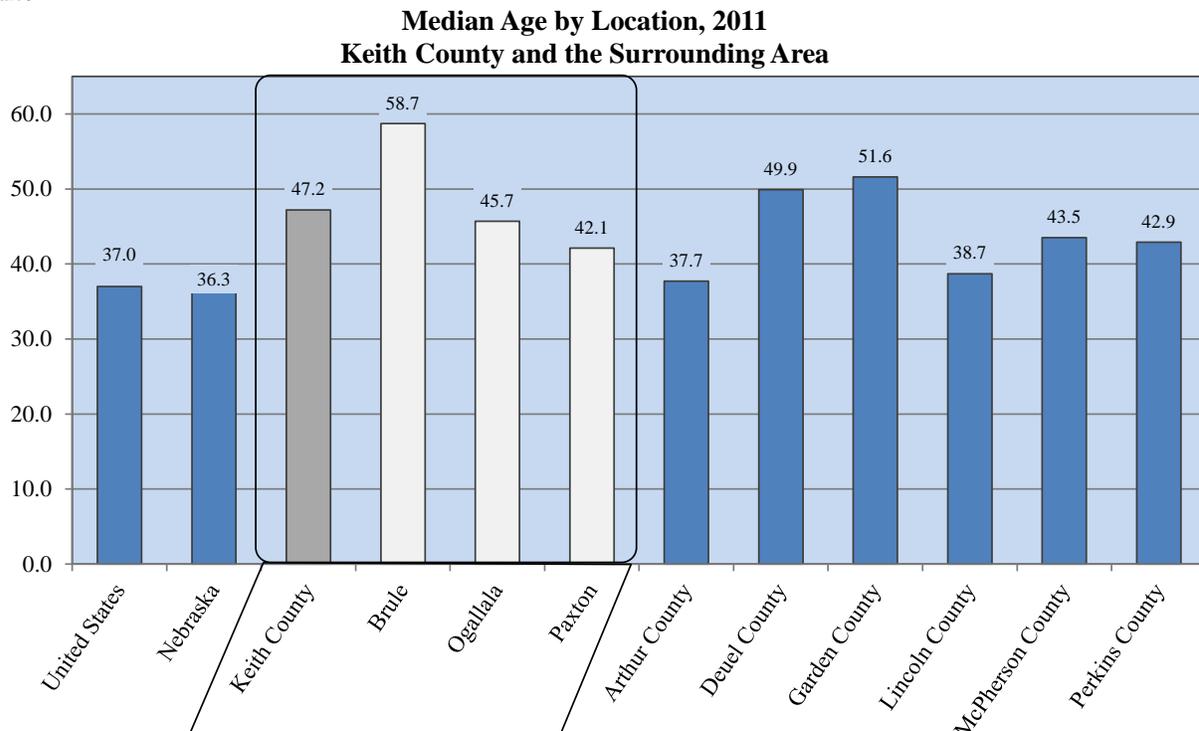
Table 13

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

	Median Age 2011		
	Total	Male	Female
<b>United States</b>	<b>37.0</b>	35.7	38.3
<b>Nebraska</b>	<b>36.3</b>	35.0	37.5
<b>Keith County</b>	<b>47.2</b>	45.9	48.2
Brule	58.7	58.7	58.8
Ogallala	45.7	43.4	48.1
Paxton	42.1	42.4	40.5
<b>Arthur County</b>	<b>37.7</b>	37.8	37.7
<b>Deuel County</b>	<b>49.9</b>	49.4	50.6
<b>Garden County</b>	<b>51.6</b>	50.2	54.0
<b>Lincoln County</b>	<b>38.7</b>	37.9	39.9
<b>McPherson County</b>	<b>43.5</b>	42.4	46.4
<b>Perkins County</b>	<b>42.9</b>	40.7	45.8

Data Set: 2007-2011 American Community Survey 5-Year Estimates  
 Source: U.S. Census Bureau, 2007-2011 American Community Survey, January 2013

Chart 9



**Retail Sales**

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Keith 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, Keith 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
<b>Keith County</b>	<b>8,301</b>	<b>97,867</b>	<b>11,790</b>	<b>1.04</b>
Arthur County	469	1,364	2,909	0.26
Deuel County	1,984	15,020	7,571	0.67
Garden County	2,069	8,266	3,995	0.35
Lincoln County	36,142	453,819	12,557	1.11
McPherson County	552	415	752	0.07
Perkins County	2,955	26,597	9,001	0.80

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

Reviewing the pull factors at the county level indicates Keith County enjoys retail pull into the county. The 2011 pull factor of 1.04 indicates, on a per capita basis, retail sales in Keith County are similar to 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 Keith County (1.04) with the pull factor for the Non-Metro Area (0.89) indicates per capita retail sales in Keith County are 17.9 percent above the average per capita retail sales in the Non-Metro Area.

Chart 10

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

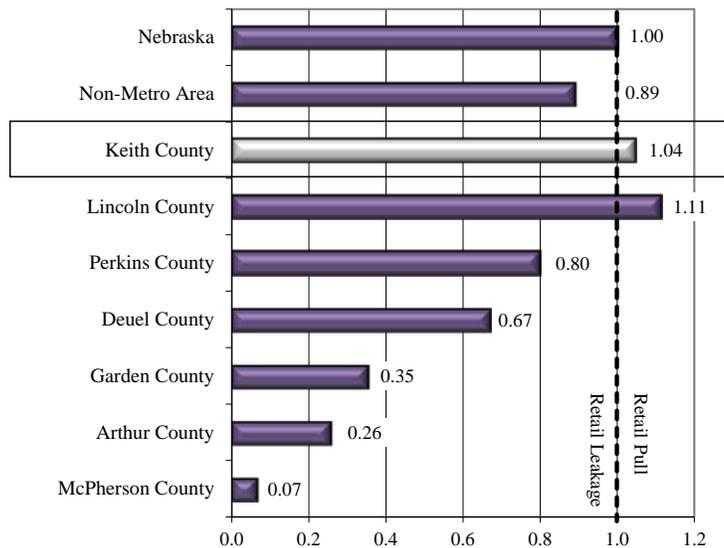


Table 15 and Chart 11 compare the 2011 pull factors for selected area communities. The community of Ogallala’s pull factor of 1.62 indicates that, on a per capita basis, non-motor vehicle retail sales in Ogallala are approximately 62 percent greater than the state’s average per capita sales.

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
<b>Ogallala (Keith)</b>	<b>4,699</b>	<b>85,786</b>	<b>18,256</b>	<b>1.62</b>
Arthur (Arthur)	119	1,364	11,465	1.02
Chappell (Deuel)	949	6,318	6,657	0.59
Oshkosh (Garden)	889	6,689	7,525	0.67
North Platte (Lincoln)	24,634	437,622	17,765	1.57
Tryon (McPherson)	(D)	411	(N/A)	(N/A)
Grant (Perkins)	1,159	21,190	18,283	1.62

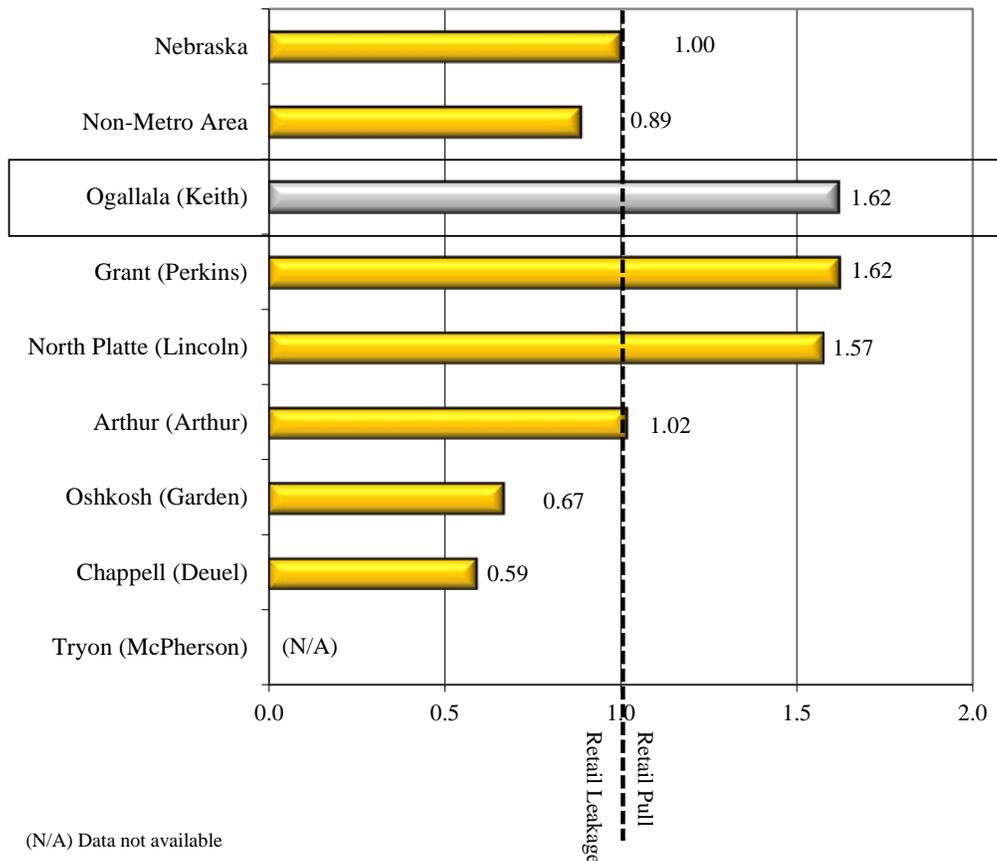
Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2012

(D) Data withheld to avoid individual disclosure

(N/A) Data not available

Chart 11

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



(N/A) Data not available

Table 16 and Chart 12 further breakdown the 2011 pull factors into the communities reporting retail sales figures within Keith County. As this table indicates, the community of Ogallala had the strongest pull factor (1.62) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 1.04 for Keith County in 2011.

Table 16

**2011 Retail Sales (NMV) Pull Factors  
 Nebraska and Available Keith 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
<b>Keith County</b>	<b>8,301</b>	<b>97,867</b>	<b>11,790</b>	<b>1.04</b>
Brule	323	3,683	11,401	1.01
Keystone	(D)	761	(N/A)	(N/A)
Lemoyne	(D)	1,222	(N/A)	(N/A)
Ogallala	4,699	85,786	18,256	1.62
Paxton	519	5,748	11,076	0.98

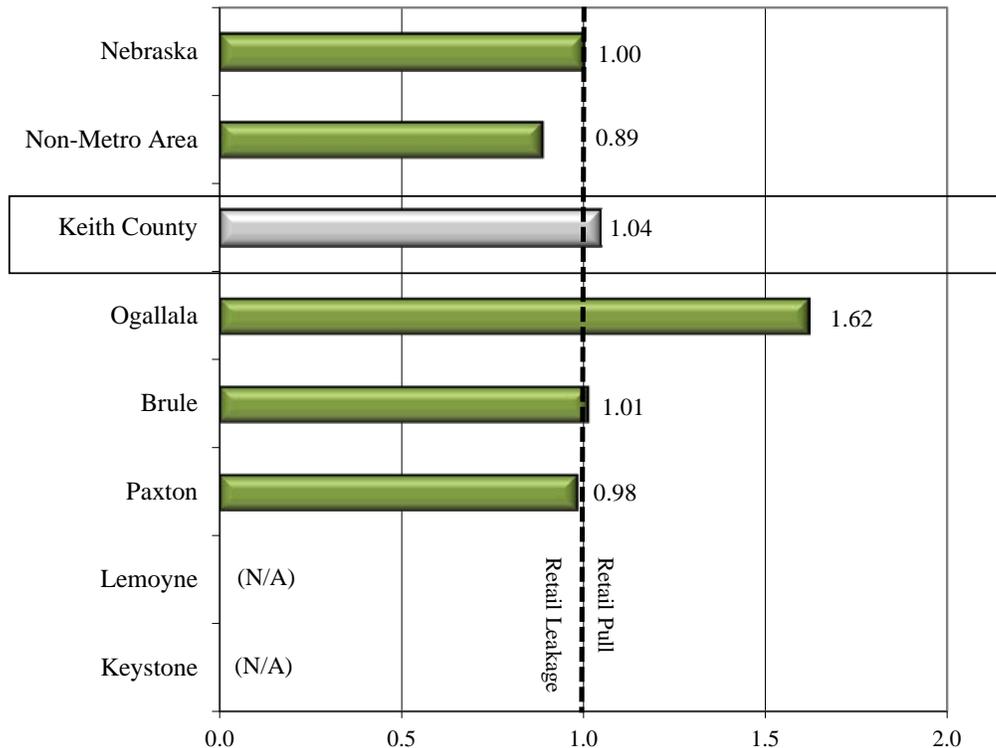
Source: U.S. Census Bureau and the Nebraska Department of Revenue, June 2012

(D) Data withheld to avoid individual disclosure

(N/A) Data not available

Chart 12

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



(N/A) Data not available

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2011 pull factors for Nebraska, Ogallala, and eight other similarly sized communities selected from around the state. Ogallala's pull factor of 1.62 leads the group for 2011 thus indicating Ogallala has greater retail pull.

Table 17

**2011 Retail Sales (NMV) Pull Factors  
 Plattsmouth & 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
<b>Ogallala (Keith)</b>	<b>4,699</b>	<b>85,786</b>	<b>18,256</b>	<b>1.62</b>
Cozad (Dawson)	3,986	48,595	12,191	1.08
Falls City (Richardson)	4,316	40,592	9,405	0.83
Aurora (Hamilton)	4,453	37,332	8,384	0.74
Wahoo (Saunders)	4,528	38,750	8,558	0.76
Gretna (Sarpy)	5,019	73,758	14,696	1.30
Holdrege (Phelps)	5,493	78,537	14,298	1.27
Wayne (Wayne)	5,613	59,948	10,680	0.95
Chadron (Dawes)	5,860	77,167	13,168	1.17

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

Chart 13

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

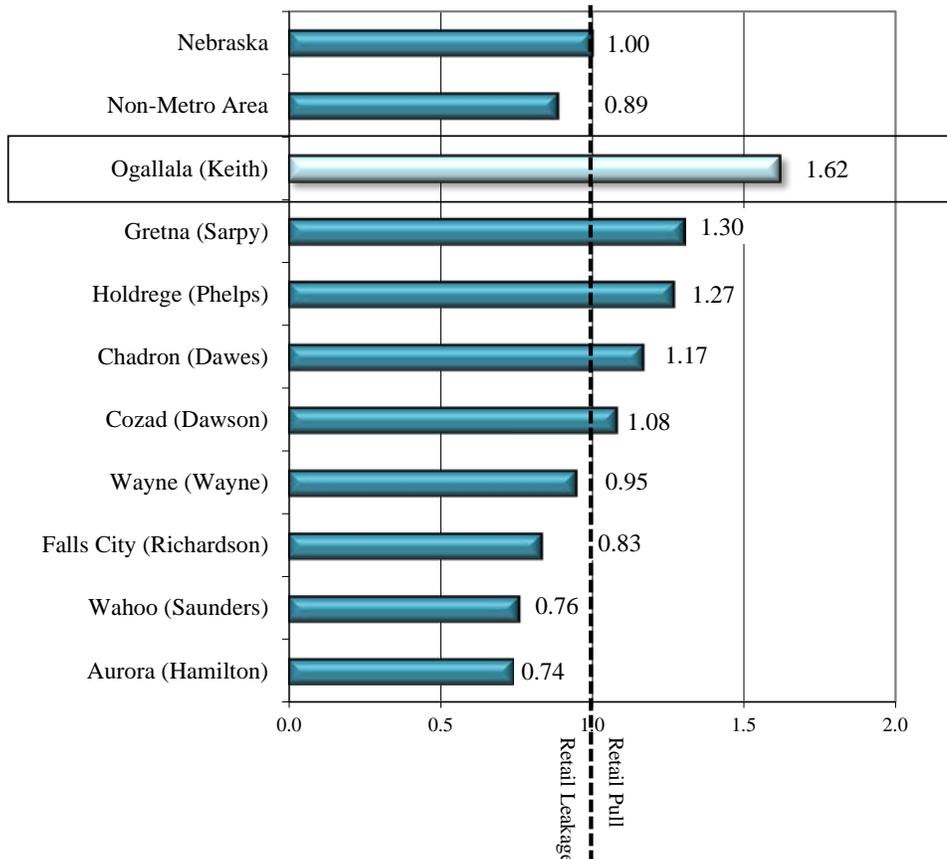
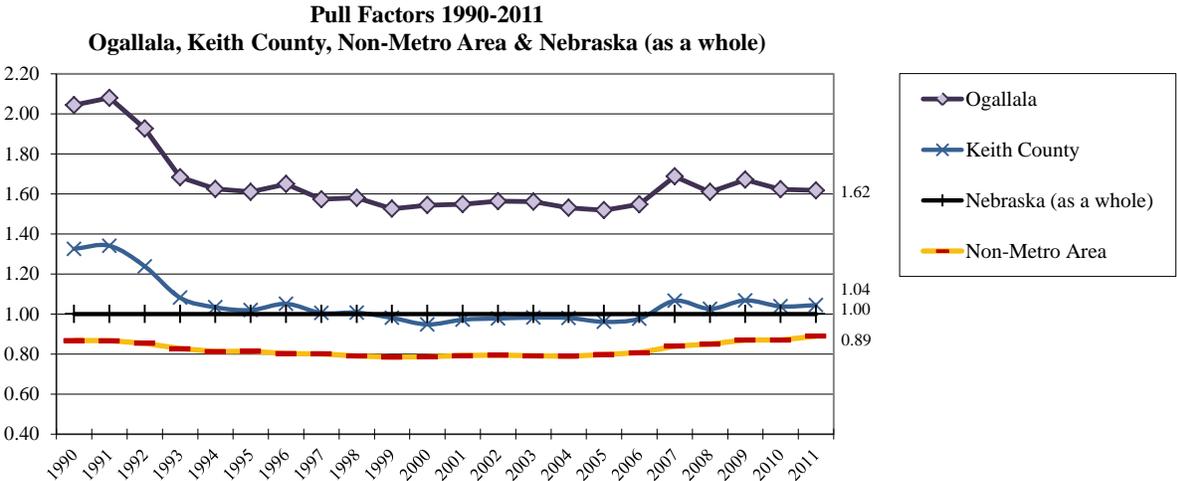


Chart 14 illustrates the pull factor trend for Ogallala, Keith County, the Non-Metro Area, and Nebraska as a whole from 1990 to 2011. In examining the time line, the city of Ogallala shows retail pull significantly above the state average throughout the study period. Data for Keith County show the pull factor similar to the state average and above the Non-Metro Area average throughout the time period.

Chart 14



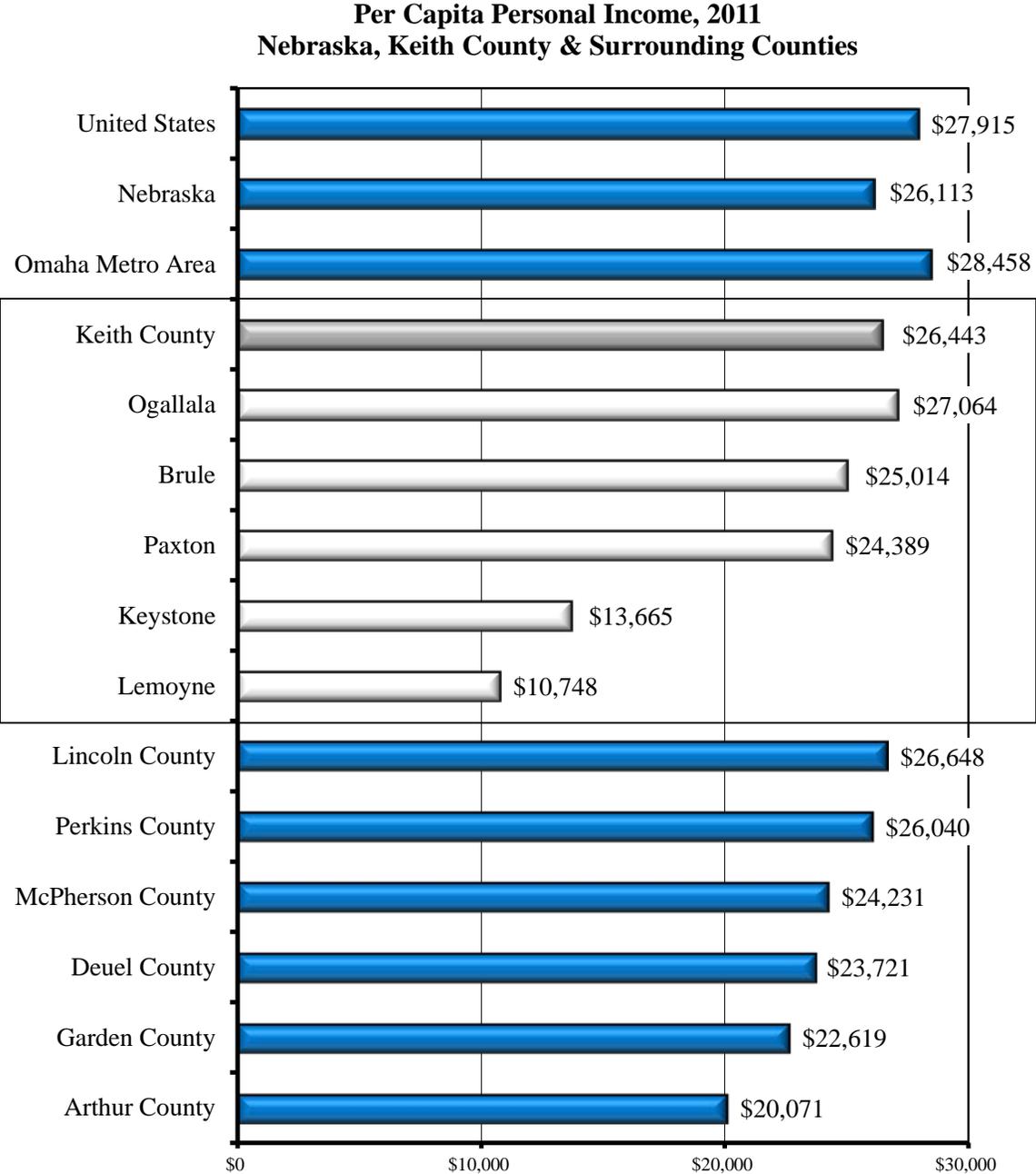
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2012

**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 Keith County is estimated to be \$26,443 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

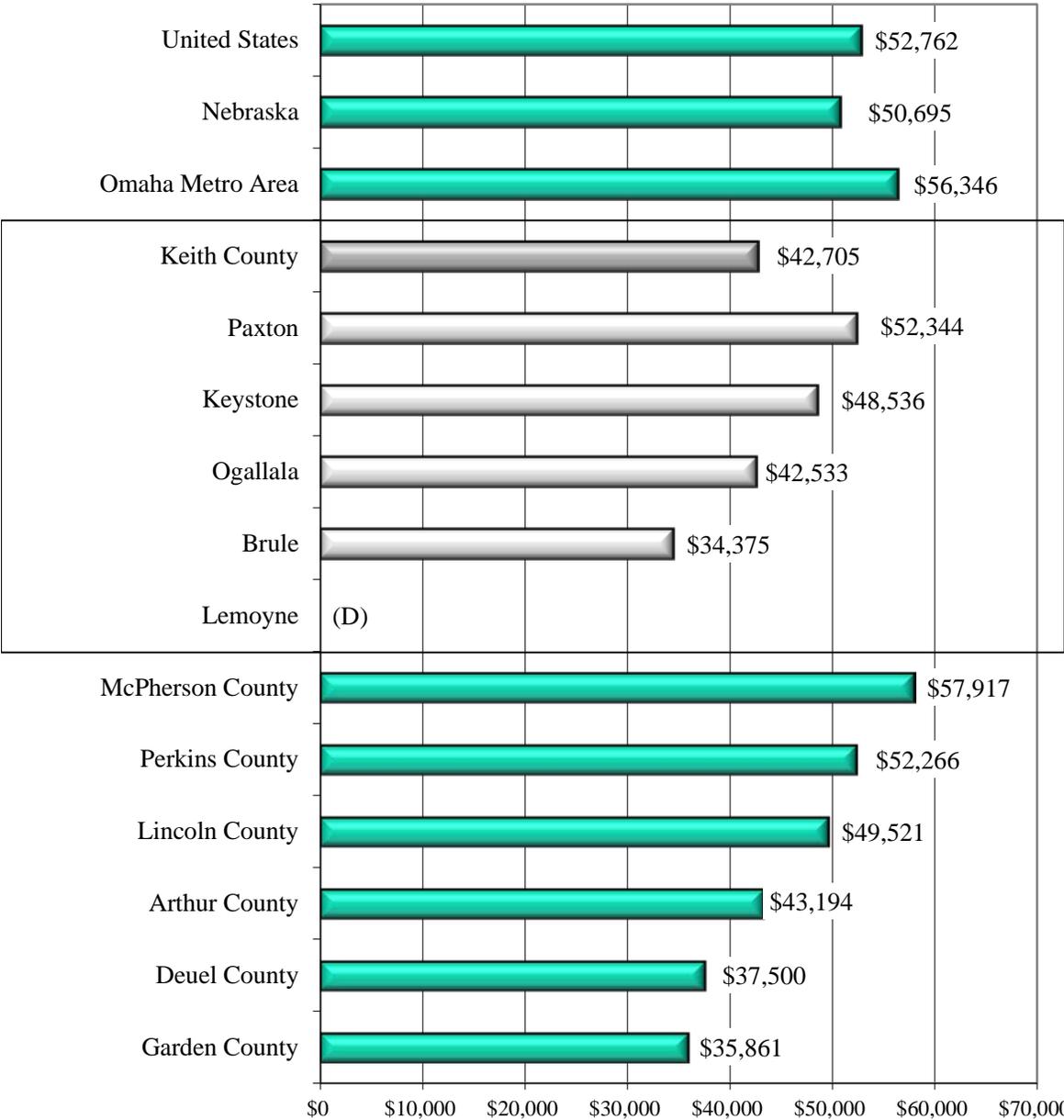
**Median Household Income**

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 Keith County is estimated to be \$42,705 in 2011 compared to \$50,695 for Nebraska as a whole.

Chart 16

**Median Household Income 2011  
 Nebraska, Keith 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.