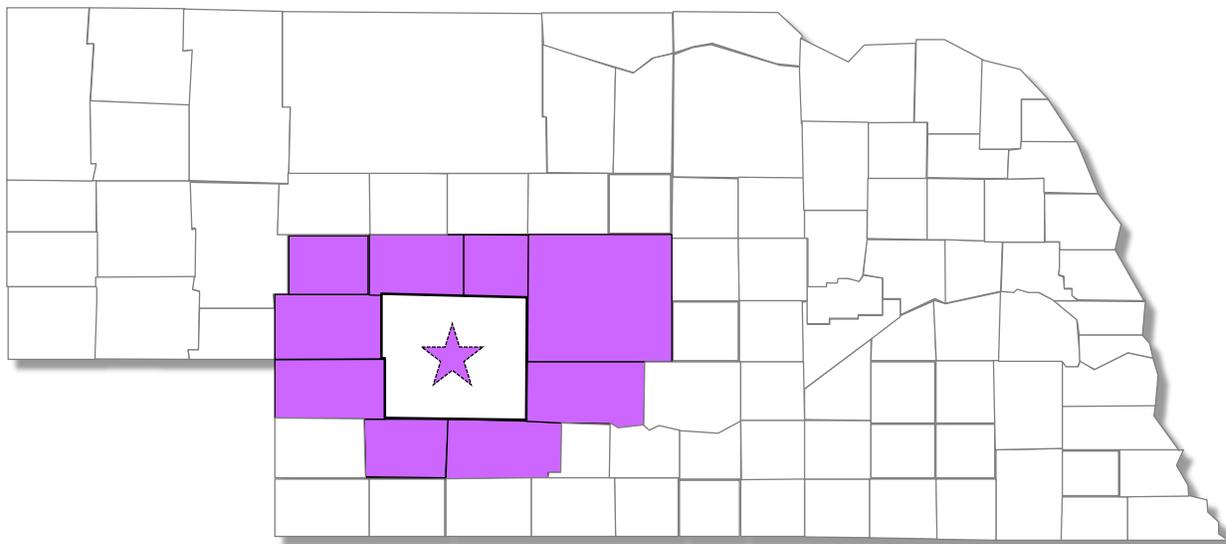


# Economic and Demographic Trends

## North Platte, Lincoln County, and the Surrounding Area



*April 2013*

Prepared by: Jenny Overhue  
Nebraska Public Power District  
Economic Development Department  
PO Box 499, 1414 15<sup>th</sup> Street  
Columbus, NE 68602-0499  
(402) 563-5807  
jloverh@nppd.com

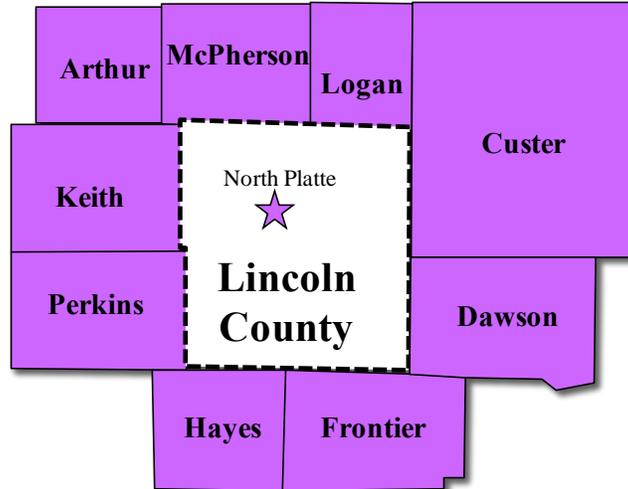
Available Online @ [econdev.nppd.com](http://econdev.nppd.com)



**Nebraska Public Power District**

*"Always there when you need us"*

## Economic and Demographic Trends in North Platte, Lincoln County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for North Platte, Lincoln 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 Lincoln County, other Nebraska counties included in this area are Arthur, Custer, Dawson, Frontier, Hayes, Keith, Logan, McPherson, and Perkins. The retail sales section also compares retail growth between North Platte 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 Lincoln 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 Lincoln County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Lincoln County increased 7.8 percent (1,039 jobs) between 2002 and 2011.

Table 1 also provides employment data for Lincoln County by major economic sector for years 2002–2011. Of the sectors reporting complete data, the Professional & Business Services sector recorded the largest percentage increase in employment between 2002 and 2011 (38.9 percent or 213 jobs). The Education & Health Services sector showed the largest actual employment increase with 353 jobs (16.5 percent increase).

Table 1

**Non-Farm Wage & Salary Employment Trends, Lincoln 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>13,395</b>	<b>13,713</b>	<b>14,077</b>	<b>14,269</b>	<b>14,424</b>	<b>14,734</b>	<b>14,857</b>	<b>14,442</b>	<b>14,665</b>	<b>14,434</b>	<b>7.8</b>	<b>1,039</b>
<b>Total Government Employment</b>	<b>2,754</b>	<b>2,726</b>	<b>2,762</b>	<b>2,817</b>	<b>2,855</b>	<b>2,807</b>	<b>2,862</b>	<b>2,876</b>	<b>2,945</b>	<b>2,841</b>	<b>3.2</b>	<b>87</b>
Federal Government	244	243	233	236	232	224	224	226	303	250	2.5	6
State Government	390	387	397	399	397	388	387	389	390	385	-1.3	-5
Local Government	2,120	2,096	2,132	2,182	2,226	2,195	2,251	2,261	2,252	2,206	4.1	86
<b>Total Private Industries</b>	<b>10,642</b>	<b>10,987</b>	<b>11,316</b>	<b>11,452</b>	<b>11,570</b>	<b>11,926</b>	<b>11,995</b>	<b>11,566</b>	<b>11,720</b>	<b>11,594</b>	<b>8.9</b>	<b>952</b>
<b>Goods Producing</b>	<b>1,451</b>	<b>1,385</b>	<b>1,405</b>	<b>1,359</b>	<b>1,427</b>	<b>1,433</b>	<b>1,450</b>	<b>1,362</b>	<b>1,381</b>	<b>1,343</b>	<b>-7.4</b>	<b>-108</b>
Natural Resources and Mining	281	276	293	315	299	308	324	356	349	365	29.9	84
Construction	803	771	775	694	737	701	758	677	735	695	-13.4	-108
Manufacturing	367	338	338	350	391	424	368	330	297	284	-22.6	-83
<b>Service-Providing</b>	<b>9,191</b>	<b>9,602</b>	<b>9,911</b>	<b>10,093</b>	<b>10,143</b>	<b>10,494</b>	<b>10,544</b>	<b>10,204</b>	<b>10,339</b>	<b>10,251</b>	<b>11.5</b>	<b>1060</b>
Trade, Transportation, and Utilities	3,368	3,653	3,909	3,990	4,014	4,101	4,064	3,941	3,868	3,930	16.7	562
Information	221	229	220	225	218	202	211	199	185	179	-19.0	-42
Financial Activities	696	717	727	748	690	671	661	607	613	606	-12.9	-90
Professional and Business Services	548	528	540	578	631	804	859	781	814	761	38.9	213
Education and Health Services	2,142	2,192	2,244	2,244	2,277	2,317	2,379	2,431	2,550	2,495	16.5	353
Leisure and Hospitality	1,770	1,831	1,794	1,827	1,817	1,904	1,861	1,762	1,829	1,819	2.8	49
Other Services	447	452	476	481	496	495	509	483	481	461	3.1	14

Labor Force & Work Force Summary, 2002-2011, Annually, Lincoln 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 Lincoln County with metropolitan and non-metropolitan areas as well as Nebraska as a whole for the review period 2002–2011.

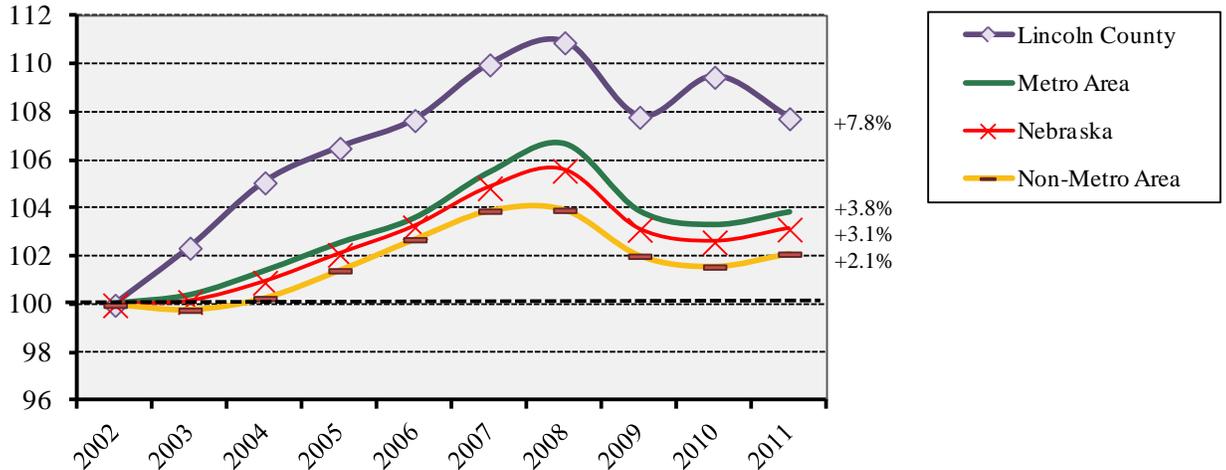
The Census Bureau has identified 13 counties in Nebraska as part of four metropolitan statistical areas (MSA) as follows: Omaha/Council Bluffs (Cass, Douglas, Sarpy, Saunders, Washington); Lincoln (Lancaster, Seward); Grand Island (Hall, Hamilton, Howard, Merrick); and Sioux City IA, NE, SD (Dakota, 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: Lincoln, 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 Lincoln County increased 7.8 percent (1,039 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, Lincoln County, Nebraska, Metro, and Non-Metro Nebraska, 2002-2011**  
 (Index, 2002=100)

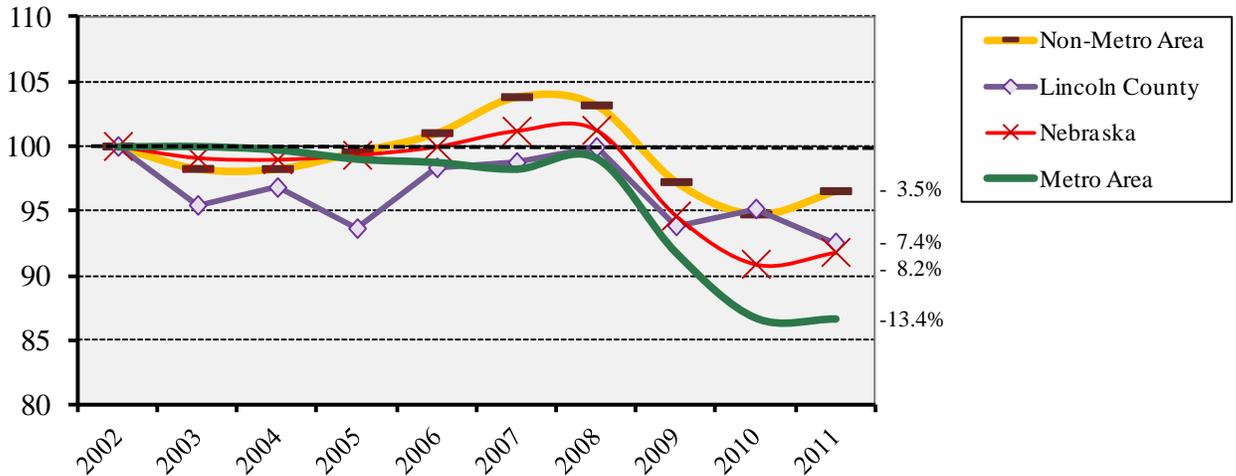


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released 9/27/2012

Chart 2 presents data on Goods Producing wage and salary employment growth for Lincoln County, Nebraska, Metro, and Non-Metro Areas. Goods Producing employment decreased 7.4 percent in Lincoln County between 2002 and 2011 (-108 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, Lincoln County, Nebraska, Metro, and Non-Metro Nebraska, 2002-2011**  
 (Index, 2002=100)



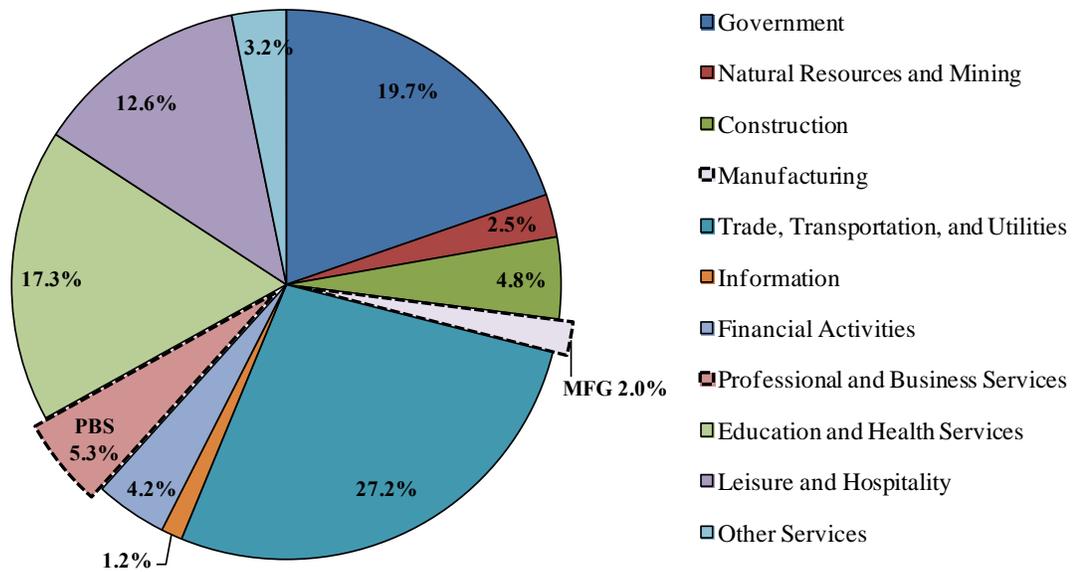
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released 9/27/2012

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

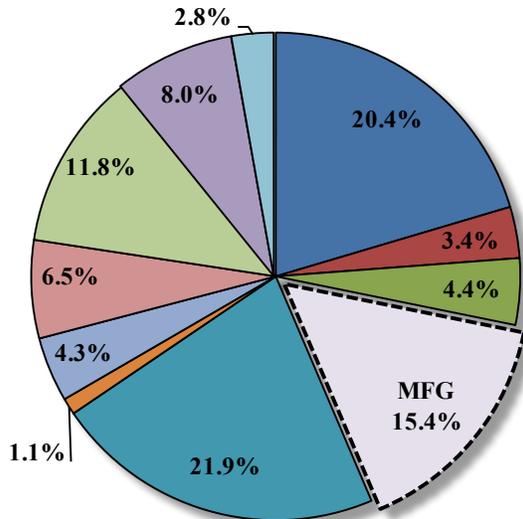
When comparing the Lincoln County employment sectors to the Non-Metro Area, the largest deviation falls in the Manufacturing sector having 2.0 percent employment (284 employees) compared to the Non-Metro Area employment at 15.4 percent of the workforce; a difference of 13.4 percent. Comparing Lincoln County to the overall Metro Area distribution, the largest deviation is found in the Professional & Business Services sector (5.3 percent or 761 jobs Lincoln County vs. 14.5 percent Metro Area; a difference of 9.2 percent).

Charts 3, 4, 5

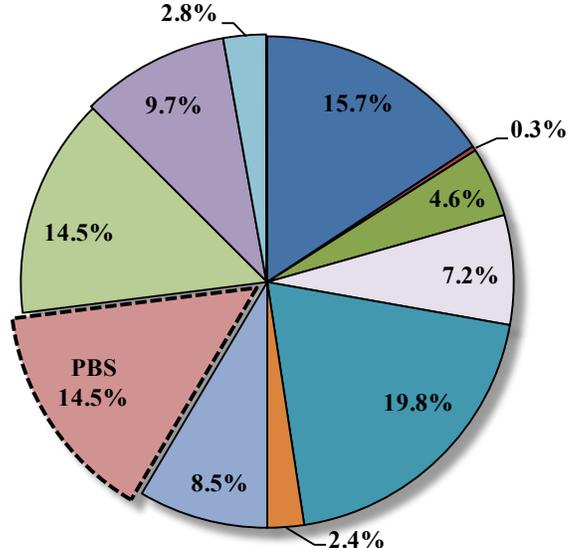
**Non-Farm Wage & Salary Employment by Major Economic Sector**  
*Lincoln County, 2011*



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



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



The next table (Table 2) shows labor force information for Lincoln 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 Lincoln County residents participating in the labor force between 2002 and 2011 (9.7 percent or 1,923 people). The number of those employed in Lincoln County also increased from 2002 to 2011 (9.0 percent or 1,738 jobs).

The number of unemployed persons in Lincoln County increased by 27.7 percent (185 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 Lincoln County unemployment rate was 3.9 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, Lincoln 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>19,924</b>	<b>20,588</b>	<b>21,033</b>	<b>21,079</b>	<b>21,230</b>	<b>21,822</b>	<b>22,052</b>	<b>21,640</b>	<b>21,728</b>	<b>21,847</b>	<b>9.7</b>	<b>1,923</b>
Employed	19,255	19,854	20,293	20,336	20,648	21,252	21,410	20,767	20,854	20,993	9.0	1,738
Unemployed	669	734	740	743	582	570	642	873	874	854	27.7	185
Unemployment Rate	3.4	3.6	3.5	3.5	2.7	2.6	2.9	4.0	4.0	3.9	(N/A)	(N/A)

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

Table 3 (pages 6–7) examines the Work Destination area for Lincoln County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 12,918 county labor force participants holding primary jobs. As Table 3 “By States” shows, 98.4 percent of Lincoln County’s labor force participants are employed within the state of Nebraska. The next section, “By Counties” shows approximately 72.9 percent of Lincoln County workers remain within Lincoln County for employment with 27.1 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 Lincoln 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>12,918</b>	<b>100.0%</b>

**By States**

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

2010

	Count	Share
<b>Nebraska</b>	<b>12,713</b>	<b>98.4%</b>
<b>Kansas</b>	<b>64</b>	<b>0.5%</b>
<b>Colorado</b>	<b>54</b>	<b>0.4%</b>
<b>South Dakota</b>	<b>14</b>	<b>0.1%</b>
<b>Wyoming</b>	<b>13</b>	<b>0.1%</b>
<b>Missouri</b>	<b>8</b>	<b>0.1%</b>
<b>Oklahoma</b>	<b>6</b>	<b>0.0%</b>
<b>California</b>	<b>4</b>	<b>0.0%</b>
<b>Minnesota</b>	<b>4</b>	<b>0.0%</b>
<b>Texas</b>	<b>4</b>	<b>0.0%</b>
<b>All Other Locations</b>	<b>34</b>	<b>0.3%</b>

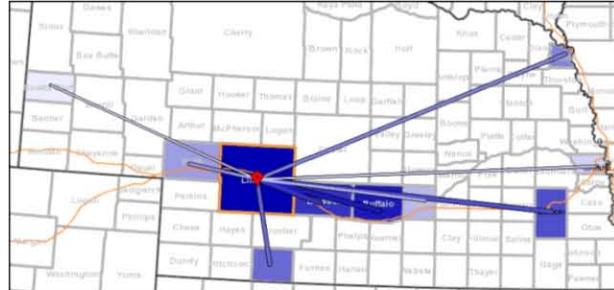


Table 3 (continued)

## By Counties

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

	Count	Share
<b>Lincoln County, NE</b>	<b>9,419</b>	<b>72.9%</b>
<b>Buffalo County, NE</b>	<b>520</b>	<b>4.0%</b>
<b>Dawson County, NE</b>	<b>445</b>	<b>3.4%</b>
<b>Lancaster County, NE</b>	<b>227</b>	<b>1.8%</b>
<b>Red Willow County, NE</b>	<b>223</b>	<b>1.7%</b>
<b>Dakota County, NE</b>	<b>217</b>	<b>1.7%</b>
<b>Keith County, NE</b>	<b>201</b>	<b>1.6%</b>
<b>Hall County, NE</b>	<b>189</b>	<b>1.5%</b>
<b>Douglas County, NE</b>	<b>188</b>	<b>1.5%</b>
<b>Scotts Bluff County, NE</b>	<b>123</b>	<b>1.0%</b>
All Other Locations	1,166	9.0%



## By Place (top 10)

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

	Count	Share
<b>North Platte city, NE</b>	<b>7,831</b>	<b>60.6%</b>
<b>Kearney city, NE</b>	<b>447</b>	<b>3.5%</b>
<b>Sutherland village, NE</b>	<b>240</b>	<b>1.9%</b>
<b>Lincoln city, NE</b>	<b>224</b>	<b>1.7%</b>
<b>McCook city, NE</b>	<b>180</b>	<b>1.4%</b>
<b>Dakota City city, NE</b>	<b>176</b>	<b>1.4%</b>
<b>Hershey village, NE</b>	<b>174</b>	<b>1.3%</b>
<b>Omaha city, NE</b>	<b>169</b>	<b>1.3%</b>
<b>Grand Island city, NE</b>	<b>165</b>	<b>1.3%</b>
<b>Ogallala city, NE</b>	<b>152</b>	<b>1.2%</b>
All Other Locations	3,160	24.5%



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

People also travel from other locations to work in Lincoln 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 Lincoln County. The Census identified 13,288 primary jobs within Lincoln County. As Table 4 “By States” indicates, 97.8 percent of these jobs are held by Nebraska residents. Approximately 70.9 percent of Lincoln 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>13,288</b>	<b>100.0%</b>

### By States

#### Job Counts by States Where Workers Live

2010

	Count	Share
<b>Nebraska</b>	<b>12,998</b>	<b>97.8%</b>
<b>Kansas</b>	<b>45</b>	<b>0.3%</b>
<b>Colorado</b>	<b>44</b>	<b>0.3%</b>
<b>Iowa</b>	<b>23</b>	<b>0.2%</b>
<b>Texas</b>	<b>15</b>	<b>0.1%</b>
<b>California</b>	<b>14</b>	<b>0.1%</b>
<b>Wyoming</b>	<b>14</b>	<b>0.1%</b>
<b>Pennsylvania</b>	<b>13</b>	<b>0.1%</b>
<b>South Dakota</b>	<b>12</b>	<b>0.1%</b>
<b>Michigan</b>	<b>10</b>	<b>0.1%</b>
<b>All Other Locations</b>	<b>100</b>	<b>0.8%</b>



### By Counties

#### Job Counts by Counties Where Workers Live

2010

	Count	Share
<b>Lincoln County, NE</b>	<b>9,419</b>	<b>70.9%</b>
<b>Dawson County, NE</b>	<b>346</b>	<b>2.6%</b>
<b>Scotts Bluff County, NE</b>	<b>264</b>	<b>2.0%</b>
<b>Keith County, NE</b>	<b>232</b>	<b>1.7%</b>
<b>Lancaster County, NE</b>	<b>212</b>	<b>1.6%</b>
<b>Red Willow County, NE</b>	<b>208</b>	<b>1.6%</b>
<b>Douglas County, NE</b>	<b>199</b>	<b>1.5%</b>
<b>Hall County, NE</b>	<b>199</b>	<b>1.5%</b>
<b>Buffalo County, NE</b>	<b>143</b>	<b>1.1%</b>
<b>Adams County, NE</b>	<b>120</b>	<b>0.9%</b>
<b>All Other Locations</b>	<b>1,946</b>	<b>14.6%</b>



Table 4 (continued)

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

	Count	Share
North Platte city, NE	6,769	50.9%
Sutherland village, NE	284	2.1%
Lincoln city, NE	192	1.4%
Omaha city, NE	173	1.3%
Hershey village, NE	166	1.2%
Grand Island city, NE	162	1.2%
McCook city, NE	162	1.2%
Ogallala city, NE	127	1.0%
Scottsbluff city, NE	116	0.9%
Lexington city, NE	106	0.8%
All Other Locations	5,031	37.9%



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 Lincoln 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 Lincoln County. The most current data available for Lincoln County are from 2010.

Table 5

**Inflow/Outflow Report - Lincoln County**

Selection Area Labor Market Size (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	13,288	100.0%	13,142	100.0%	13,026	100.0%
Living in the Selection Area	12,918	97.2%	12,621	96.0%	13,025	100.0%
Net Job Inflow (+) or Outflow (-)	370	-	521	-	1	-

In-Area Labor Force Efficiency (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	12,918	100.0%	12,621	100.0%	13,025	100.0%
Living and Employed in the Selection Area	9,419	72.9%	9,312	73.8%	9,744	74.8%
Living in the Selection Area but Employed Outside	3,499	27.1%	3,309	26.2%	3,281	25.2%

In-Area Employment Efficiency (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	13,288	100.0%	13,142	100.0%	13,026	100.0%
Employed and Living in the Selection Area	9,419	70.9%	9,312	70.9%	9,744	74.8%
Employed in the Selection Area but Living Outside	3,869	29.1%	3,830	29.1%	3,282	25.2%

Table 5 (continued)

<b>Outflow Job Characteristics (Primary Jobs)</b>	<b>2010</b>		<b>2009</b>		<b>2008</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
External Jobs Filled by Residents	3,499	100.0%	3,309	100.0%	3,281	100.0%
Workers Aged 29 or younger	1,067	30.5%	1,045	31.6%	1,096	33.4%
Workers Aged 30 to 54	1,769	50.6%	1,648	49.8%	1,609	49.0%
Workers Aged 55 or older	663	18.9%	616	18.6%	576	17.6%
Workers Earning \$1,250 per month or less	1,021	29.2%	989	29.9%	1,019	31.1%
Workers Earning \$1,251 to \$3,333 per month	1,533	43.8%	1,502	45.4%	1,484	45.2%
Workers Earning More than \$3,333 per month	945	27.0%	818	24.7%	778	23.7%
Workers in the "Goods Producing" Industry Class	624	17.8%	577	17.4%	571	17.4%
Workers in the "Trade, Transp. & Utilities" Industry Class	1,218	34.8%	1,214	36.7%	1,197	36.5%
Workers in the "All Other Services" Industry Class	1,657	47.4%	1,518	45.9%	1,513	46.1%

<b>Inflow Job Characteristics (Primary Jobs)</b>	<b>2010</b>		<b>2009</b>		<b>2008</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
Internal Jobs Filled by Outside Workers	3,869	100.0%	3,830	100.0%	3,282	100.0%
Workers Aged 29 or younger	1,171	30.3%	1,209	31.6%	1,069	32.6%
Workers Aged 30 to 54	1,946	50.3%	1,931	50.4%	1,591	48.5%
Workers Aged 55 or older	752	19.4%	690	18.0%	622	19.0%
Workers Earning \$1,250 per month or less	1,233	31.9%	1,253	32.7%	1,132	34.5%
Workers Earning \$1,251 to \$3,333 per month	1,718	44.4%	1,643	42.9%	1,413	43.1%
Workers Earning More than \$3,333 per month	918	23.7%	934	24.4%	737	22.5%
Workers in the "Goods Producing" Industry Class	385	10.0%	350	9.1%	322	9.8%
Workers in the "Trade, Transp. & Utilities" Industry Class	1,559	40.3%	1,626	42.5%	1,397	42.6%
Workers in the "All Other Services" Industry Class	1,925	49.8%	1,854	48.4%	1,563	47.6%

<b>Interior Flow Job Characteristics (Primary Jobs)</b>	<b>2010</b>		<b>2009</b>		<b>2008</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
Internal Jobs Filled by Residents	9,419	100.0%	9,312	100.0%	9,744	100.0%
Workers Aged 29 or younger	2,351	25.0%	2,497	26.8%	2,685	27.6%
Workers Aged 30 to 54	5,029	53.4%	4,837	51.9%	5,137	52.7%
Workers Aged 55 or older	2,039	21.6%	1,978	21.2%	1,922	19.7%
Workers Earning \$1,250 per month or less	2,839	30.1%	2,913	31.3%	3,225	33.1%
Workers Earning \$1,251 to \$3,333 per month	4,110	43.6%	4,124	44.3%	4,222	43.3%
Workers Earning More than \$3,333 per month	2,470	26.2%	2,275	24.4%	2,297	23.6%
Workers in the "Goods Producing" Industry Class	890	9.4%	916	9.8%	981	10.1%
Workers in the "Trade, Transp. & Utilities" Industry Class	2,179	23.1%	2,197	23.6%	2,326	23.9%
Workers in the "All Other Services" Industry Class	6,350	67.4%	6,199	66.6%	6,437	66.1%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 4/16/2013

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Lincoln County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Lincoln 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>12,918</b>	<b>100.0%</b>	<b>12,621</b>	<b>100.0%</b>	<b>13,025</b>	<b>100.0%</b>
Less than 10 miles	7,575	58.6%	7,745	61.4%	8,060	61.9%
10 to 24 miles	1,535	11.9%	1,291	10.2%	1,389	10.7%
25 to 50 miles	838	6.5%	730	5.8%	749	5.8%
Greater than 50 miles	2,970	23.0%	2,855	22.6%	2,827	21.7%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 4/16/2013

Figure 1

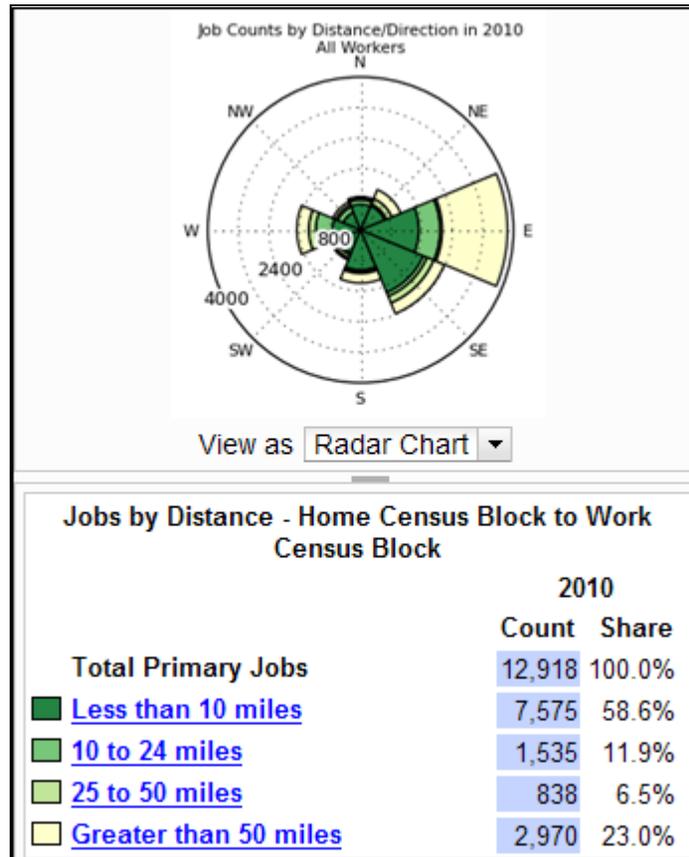


Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Lincoln County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Lincoln County has increased since 2008. The data also show the majority of Lincoln County employees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

Table 7

**Distance/Direction Report - Work to Home Census Block**

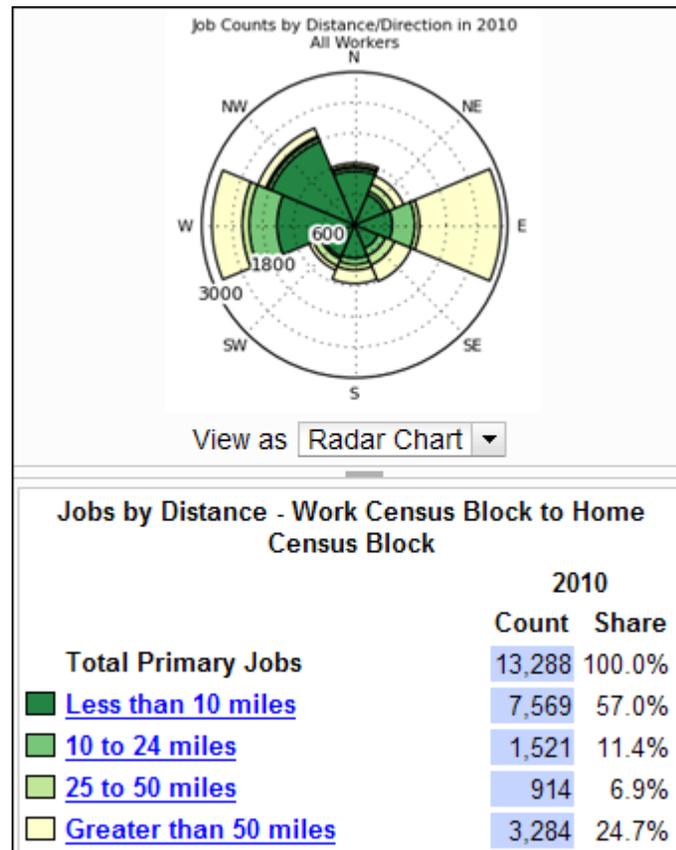
*Work within study area - distance to home*

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

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>13,288</b>	<b>100.0%</b>	<b>13,142</b>	<b>100.0%</b>	<b>13,026</b>	<b>100.0%</b>
Less than 10 miles	7,569	57.0%	7,757	59.0%	8,063	61.9%
10 to 24 miles	1,521	11.4%	1,293	9.8%	1,404	10.8%
25 to 50 miles	914	6.9%	948	7.2%	946	7.3%
Greater than 50 miles	3,284	24.7%	3,144	23.9%	2,613	20.1%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 4/16/2013

Figure 2



## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Lincoln County and the surrounding area. As Table 8 indicates, Lincoln County's population increased 22.9 percent (6,750 people) between 1970 and 2010. This population increase compares to a 23.0 percent increase for Nebraska as a whole. Lincoln County reported a 0.5 percent decline in population from 2010 to 2012 (-189 people).

Table 8

**County Population 1970-2012**  
 Lincoln 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>Lincoln 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>
Arthur County	606	513	462	444	460	486	-24.1	5.7
Custer County	14,092	13,877	12,270	11,793	10,939	10,740	-22.4	-1.8
Dawson County	19,771	22,304	19,940	24,365	24,326	24,220	23.0	-0.4
Frontier County	3,982	3,647	3,101	3,098	2,756	2,741	-30.8	-0.5
Hayes County	1,530	1,356	1,222	1,068	967	953	-36.8	-1.4
Keith County	8,487	9,364	8,584	8,875	8,368	8,220	-1.4	-1.8
Logan County	991	983	878	774	763	765	-23.0	0.3
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 strong population growth for Lincoln County communities during the 1970–2010 time period. Communities saw no growth or some decline in population between 2010 and 2011. The city of North Platte reported a 27.2 percent increase in population (5,286 people) between 1970 and 2010 and a 0.4 percent decline in population between 2010 and 2011 (-99 people). The unincorporated areas outside of the selected communities experienced a 7.7 percent increase (602 people) during the 1970–2010 time period and a 0.9 percent decline during the 2010 to 2011 time period (-76 people).

Table 9

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

	1970	1980	1990	2000	2010	2011	% Change 1970-2010	% Change 2010-2011
<b>Lincoln 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>
Brady	311	377	331	366	428	425	37.6	-0.7
Dickens	22	24	16	(N/A)	(N/A)	(N/A)	(N/A)	(N/A)
Hershey	526	633	579	572	665	663	26.4	-0.3
Maxwell	282	410	285	315	312	310	10.6	-0.6
North Platte	19,447	24,509	22,761	23,878	24,733	24,634	27.2	-0.4
Sutherland	840	1,238	1,052	1,129	1,286	1,281	53.1	-0.4
Wallace	241	349	308	329	366	364	51.9	-0.5
Wellfleet	51	83	63	76	78	78	52.9	0.0
<b>Total</b>								
<b>Unincorporated Areas:</b>	<b>7,818</b>	<b>8,832</b>	<b>7,113</b>	<b>7,967</b>	<b>8,420</b>	<b>8,344</b>	<b>7.7</b>	<b>-0.9</b>

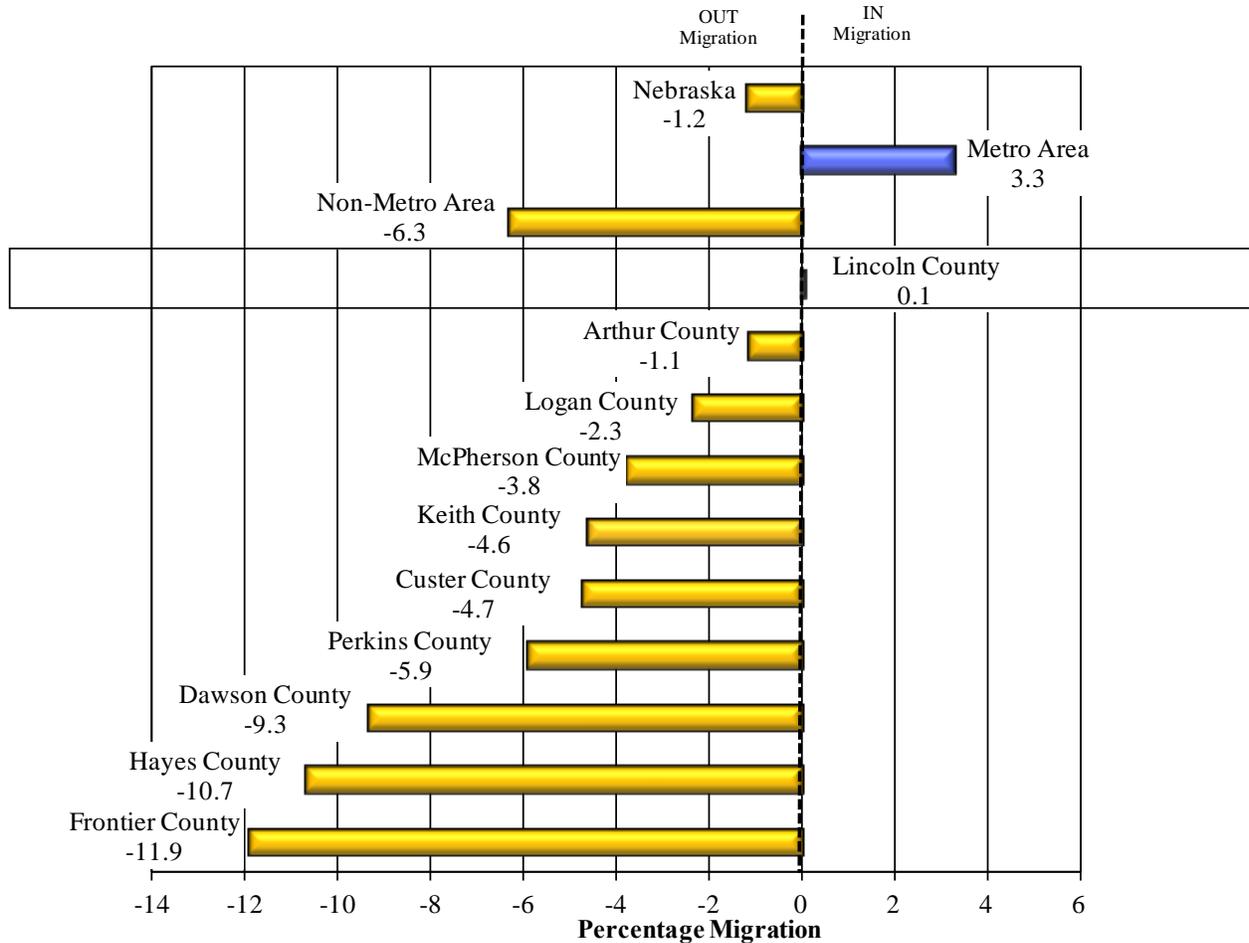
Source: U.S. Bureau of the Census, Census of Population, April 2012

(N/A) Data not available

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Lincoln 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, Lincoln County experienced a 0.1 percent in-migration (31 people).

Chart 6

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

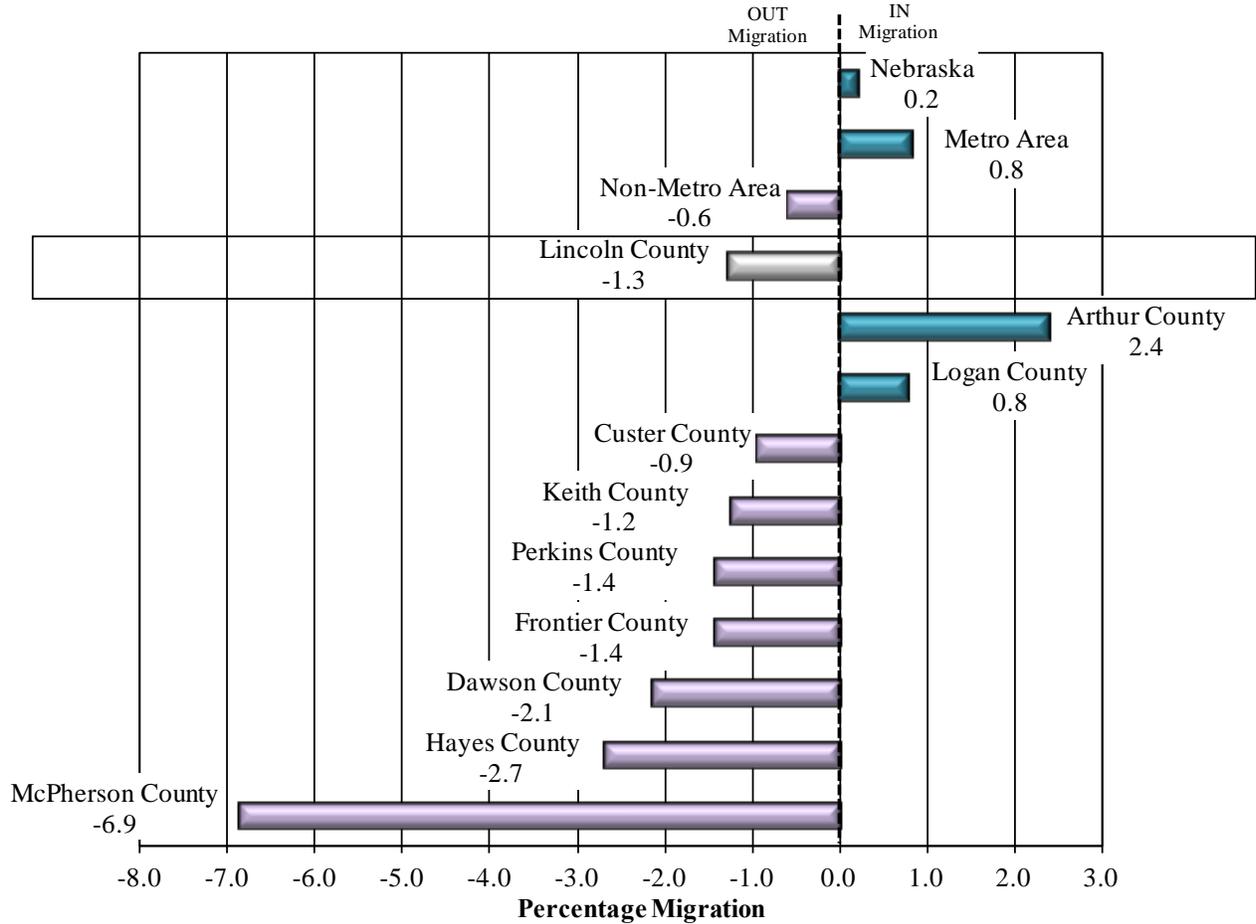


Source: U.S. Census Bureau, County population and estimated components of population change, April 2012

Looking at the years 2010–2012 (Chart 7), all but two counties within the study area experienced out-migration. Lincoln County recorded 1.3 percent out-migration (-460 people).

Chart 7

**2010-2012 Net Migration as Percent of 2010 Population  
 Lincoln 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 788 people moved into Lincoln County from other Nebraska locations (13.3 percent). Data also reveal 1,113 people (18.8 percent) migrated in from other states and 42 people (0.7 percent) moved from abroad.

Table 10

<b>2010 Lincoln County, Nebraska Inflow Into County (1 year estimate)</b>		
Movers within the United States	5,883	99.1%
Within Same County	3,992	67.3%
Different County, Same State	788	13.3%
Different State	1,113	18.8%
Movers from Abroad	42	0.7%
<b>Total Movement 2010</b>	<b>5,935</b>	

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

<b>Reported Counties (where people moved from)</b>					
Nebraska	Lancaster County	174	Texas	Lamar County	20
Colorado	Fremont County	115	Nebraska	Frontier County	18
Nebraska	Buffalo County	113	Nebraska	Sarpy County	18
Colorado	Park County	112	Nebraska	Garden County	17
Wyoming	Platte County	102	Nebraska	Logan County	16
South Carolina	Beaufort County	71	Wyoming	Carbon County	15
Maryland	Prince George's County	62	Colorado	Arapahoe County	14
Nebraska	Keith County	61	Kansas	Pratt County	14
Kansas	Sedgewick County	55	Colorado	Weld County	12
Nebraska	Wayne County	53	Kansas	Finney County	12
Minnesota	Stearns County	48	Nebraska	Scotts Bluff County	12
Wyoming	Campbell County	47	Nebraska	Cherry County	11
Nebraska	Dawson County	44	Nebraska	Dawes County	11
Virginia	Virginia Beach city	43	Nebraska	Perkins County	11
Virginia	Augusta County	41	Oregon	Clatsop County	11
Wyoming	Albany County	40	Ohio	Hamilton County	9
Washington	Thurston County	35	Nebraska	Arthur County	8
Colorado	Larimer County	34	Nebraska	Dodge County	8
Nebraska	Douglas County	34	Nebraska	York County	8
Idaho	Bannock County	33	Puerto Rico	-	8
Nebraska	Red Willow County	33	South America	-	8
Colorado	Grand County	30	Illinois	DuPage County	6
North Carolina	Mecklenburg County	30	Colorado	Boulder County	5
Kansas	Riley County	29	Nebraska	Seward County	4
Nebraska	Knox County	28	Oregon	Curry County	4
Georgia	Chatham County	27	Europe	-	4
Nebraska	Custer County	27	California	Orange County	3
Nebraska	Chase County	24	Colorado	Denver County	3
Iowa	Woodbury County	22	Missouri	Jackson County	3
Nebraska	Platte County	22	Nebraska	Fillmore County	3
Asia	-	22	Texas	Dallam County	3
Nebraska	Phelps County	20	Wyoming	Natrona County	3

Table 11 data reveal 1,026 people in 2010 migrated out of Lincoln County but remained in the state of Nebraska (16.5 percent). Data show 1,206 Lincoln County residents (19.4 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

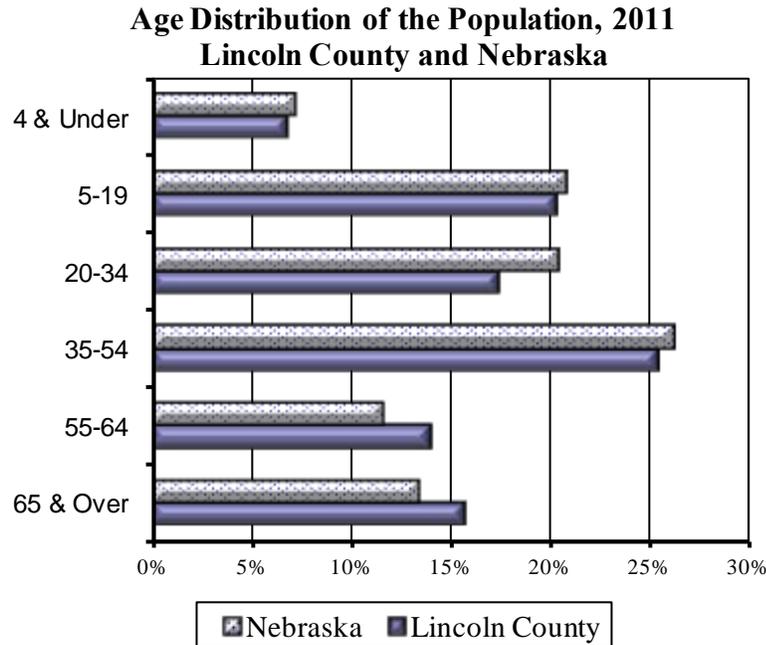
<b>2010 Lincoln County, Nebraska Outflow from County (1 year estimate)</b>		
Movers within the United States	6,224	100.0%
Within Same County	3,992	64.1%
Different County, Same State	1,026	16.5%
Different State	1,206	19.4%
Movers to Puerto Rico	-	0.0%
<b>Total Movement 2010</b>	<b>6,224</b>	

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

<b>Reported Counties (where people moved to)</b>					
Nebraska	Lancaster County	266	Iowa	Marshall County	15
Texas	Brazos County	221	Nebraska	Chase County	15
Nebraska	Buffalo County	156	Nebraska	Otoe County	15
Colorado	El Paso County	155	Idaho	Bonner County	14
Oklahoma	Creek County	73	Illinois	Cook County	14
Colorado	Larimer County	69	Nebraska	Deuel County	14
Washington	Pierce County	69	Kansas	Finney County	13
Nebraska	Logan County	66	Nebraska	Thomas County	13
Iowa	Mills County	57	Arizona	Maricopa County	12
Nebraska	Seward County	56	Minnesota	Ramsey County	12
Colorado	Adams County	55	Ohio	Clark County	12
Texas	Harris County	52	Nebraska	Dodge County	11
Nebraska	Perkins County	51	Nebraska	Furnas County	11
Nebraska	Custer County	50	Utah	Salt Lake County	11
Nebraska	Keith County	48	California	San Mateo County	10
Oklahoma	Okmulgee County	47	Nebraska	Gage County	10
Tennessee	Shelby County	47	Nebraska	Webster County	10
Nebraska	Madison County	41	Texas	Ellis County	10
Kansas	Harper County	37	Colorado	Denver County	9
Kansas	Riley County	35	Nebraska	York County	8
Nebraska	Douglas County	35	Illinois	Whiteside County	7
California	Riverside County	33	Kansas	Rooks County	7
California	Napa County	29	Wyoming	Natrona County	7
Nebraska	Dawes County	29	Texas	Crosby County	5
Utah	Utah County	25	Alaska	Juneau City and Borough	4
Nebraska	Frontier County	24	Nebraska	Adams County	4
Colorado	Yuma County	23	Nebraska	Antelope County	4
Nebraska	Dawson County	20	Nebraska	Hooker County	4
Nebraska	Sarpy County	20	Nebraska	Phelps County	4
Nebraska	Wayne County	20	Nebraska	Morrill County	2
Nebraska	McPherson County	17	Nebraska	Hitchcock County	1
Pennsylvania	Beaver County	17	Nebraska	Kearney County	1

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, Lincoln County, and the surrounding area. The population of Lincoln County is older in age than Nebraska as a whole. The median age for Lincoln County residents in 2011 was 39.6 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  
 Lincoln County and Nebraska**

	2010 Population		Percent	
	Nebraska	Lincoln County	Nebraska	Lincoln County
<b>4 &amp; Under</b>	131,908	2,482	7.2%	6.9%
<b>5-19</b>	380,564	7,353	20.8%	20.3%
<b>20-34</b>	374,452	6,308	20.5%	17.5%
<b>35-54</b>	479,564	9,218	26.3%	25.5%
<b>55-64</b>	213,176	5,081	11.7%	14.1%
<b>65 &amp; Over</b>	246,677	5,700	13.5%	15.8%
<b>Total</b>	<b>1,826,341</b>	<b>36,142</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.3</b>	<b>39.6</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 Lincoln 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  
 Lincoln 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>Lincoln County</b>	<b>38.7</b>	37.9	39.9
Brady	34.1	36.7	32.4
Dickens	(N/A)	(N/A)	(N/A)
Hershey	47.2	49.2	44.4
Maxwell	43.7	45.5	41.8
North Platte	36.1	34.9	38.4
Sutherland	42.3	45.3	40.3
Wallace	36.0	41.0	32.2
Wellfleet	45.3	49.5	36.5
<b>Arthur County</b>	<b>37.7</b>	37.8	37.7
<b>Custer County</b>	<b>44.8</b>	43.9	46.2
<b>Dawson County</b>	<b>36.1</b>	34.4	36.8
<b>Frontier County</b>	<b>43.7</b>	40.9	44.6
<b>Hayes County</b>	<b>46.5</b>	45.7	47.4
<b>Keith County</b>	<b>47.2</b>	45.9	48.2
<b>Logan County</b>	<b>45.8</b>	46.0	45.6
<b>McPherson County</b>	<b>43.5</b>	42.4	46.4
<b>Perkins County</b>	<b>42.9</b>	40.7	45.8

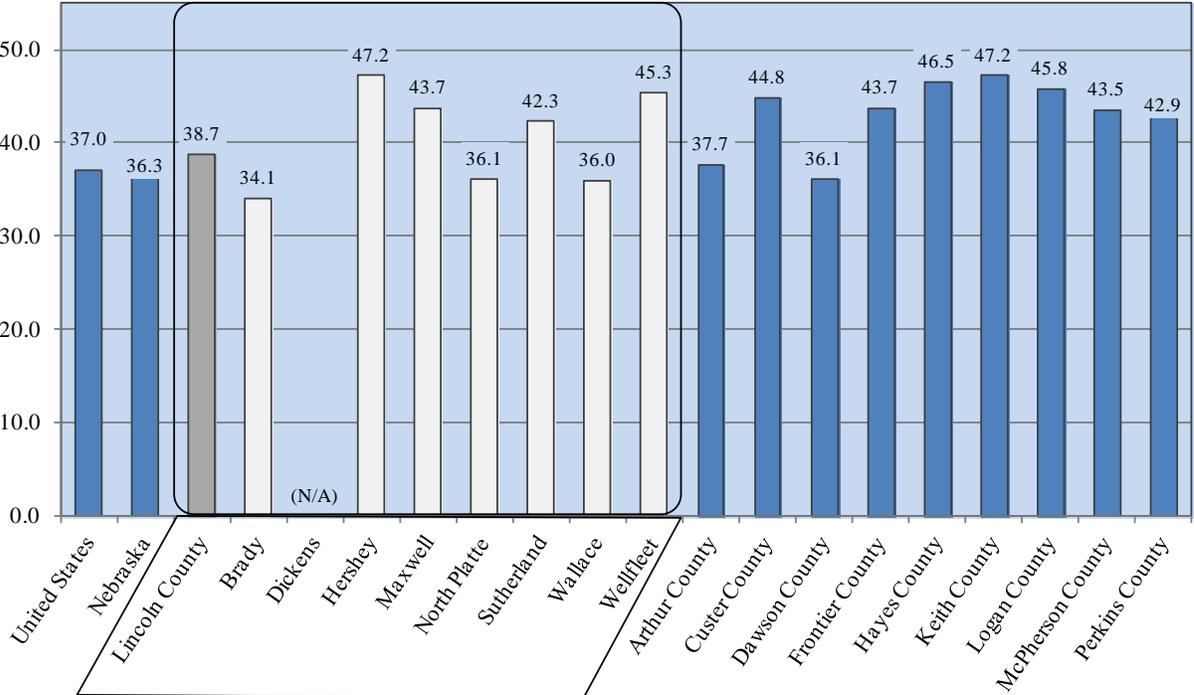
Data Set: 2007-2011 American Community Survey 5-Year Estimates

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

(N/A) Data not available

Chart 9

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



## Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Lincoln 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, Lincoln 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>Lincoln County</b>	<b>36,142</b>	<b>453,819</b>	<b>12,557</b>	<b>1.11</b>
Arthur County	469	1,364	2,909	0.26
Custer County	10,903	93,422	8,568	0.76
Dawson County	24,388	246,776	10,119	0.90
Frontier County	2,723	10,254	3,766	0.33
Hayes County	960	1,383	1,440	0.13
Keith County	8,301	97,867	11,790	1.04
Logan County	762	3,097	4,065	0.36
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 Lincoln County enjoys retail pull into the county. The 2011 pull factor of 1.11 indicates, on a per capita basis, retail sales in Lincoln County are above 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 Lincoln County (1.11) with the pull factor for the Non-Metro Area (0.89) indicates per capita retail sales in Lincoln County are 25.6 percent above the average per capita retail sales in the Non-Metro Area.

Chart 10

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

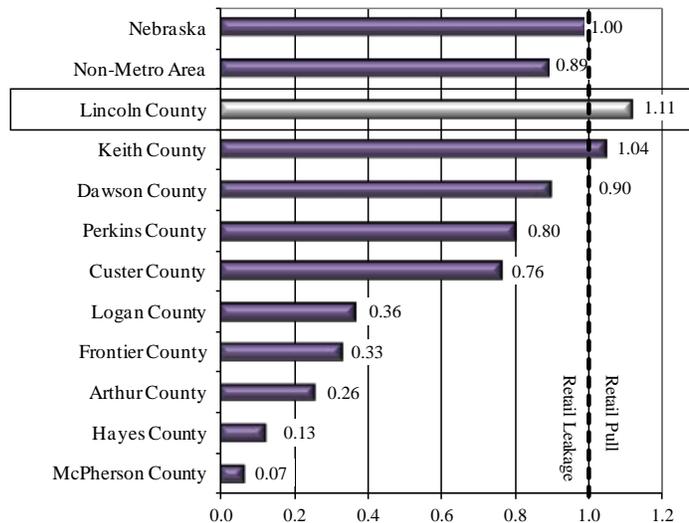


Table 15 and Chart 11 compare the 2011 pull factors for selected area communities. The community of North Platte’s pull factor of 1.57 indicates that, on a per capita basis, non-motor vehicle retail sales in North Platte are approximately 57 percent greater than the state’s average per capita sales.

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>North Platte (Lincoln)</b>	<b>24,634</b>	<b>437,622</b>	<b>17,765</b>	<b>1.57</b>
Arthur (Arthur)	119	1,364	11,465	1.02
Broken Bow (Custer)	3,546	74,417	20,986	1.86
Lexington (Dawson)	10,257	147,490	14,379	1.27
Curtis (Frontier)	928	5,134	5,532	0.49
Hayes Center (Hayes)	213	1,337	6,276	0.56
Ogallala (Keith)	4,699	85,786	18,256	1.62
Stapleton (Logan)	304	3,086	10,151	0.90
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

(NA) Data not available

Chart 11

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

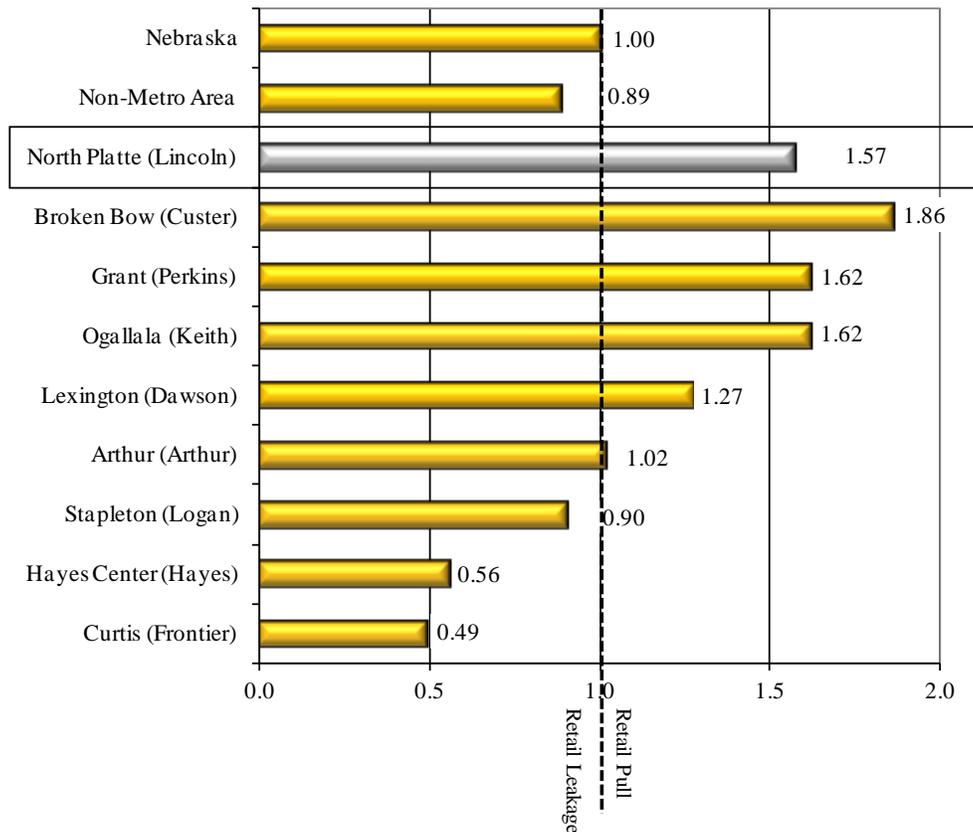


Table 16 and Chart 12 further breakdown the 2011 pull factors into the communities reporting retail sales figures within Lincoln County. As this table indicates, the community of North Platte had the strongest pull factor (1.57) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 1.11 for Lincoln County in 2011.

Table 16

**2011 Retail Sales (NMV) Pull Factors  
 Nebraska and Available Lincoln 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>Lincoln County</b>	<b>36,142</b>	<b>453,819</b>	<b>12,557</b>	<b>1.11</b>
Brady	425	1,143	2,688	0.24
Dickens	(D)	(D)	(NA)	(NA)
Hershey	663	4,558	6,874	0.61
Maxwell	310	1,675	5,403	0.48
North Platte	24,634	437,622	17,765	1.57
Sutherland	1,281	5,673	4,429	0.39
Wallace	364	1,223	3,361	0.30
Wellfleet	78	54	695	0.06

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 Lincoln County Communities**

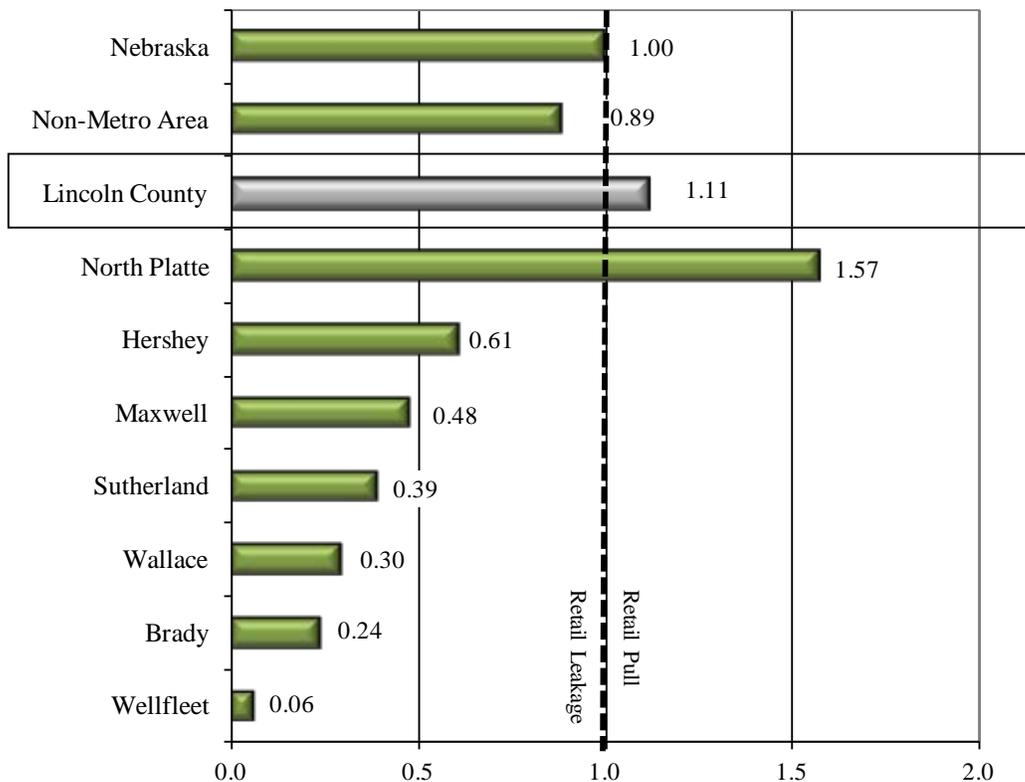


Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2011 pull factors for Nebraska, North Platte, and eight other similarly sized communities selected from around the state. Norfolk’s pull factor of 1.89 leads the group for 2011 thus indicating Norfolk has greater retail pull.

Table 17

**2011 Retail Sales (NMV) Pull Factors  
 North Platte & 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>North Platte (Lincoln)</b>	<b>24,634</b>	<b>437,622</b>	<b>17,765</b>	<b>1.57</b>
La Vista (Sarpy)	16,129	186,821	11,583	1.03
Papillion (Sarpy)	19,331	359,372	18,590	1.65
Columbus (Platte)	22,381	345,166	15,422	1.37
Norfolk (Madison)	24,248	518,311	21,375	1.89
Hastings (Adams)	24,788	351,035	14,162	1.25
Fremont (Dodge)	26,456	372,225	14,070	1.25
Kearney (Buffalo)	31,174	643,317	20,636	1.83
Grand Island (Hall)	49,239	921,349	18,712	1.66

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

Chart 13

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

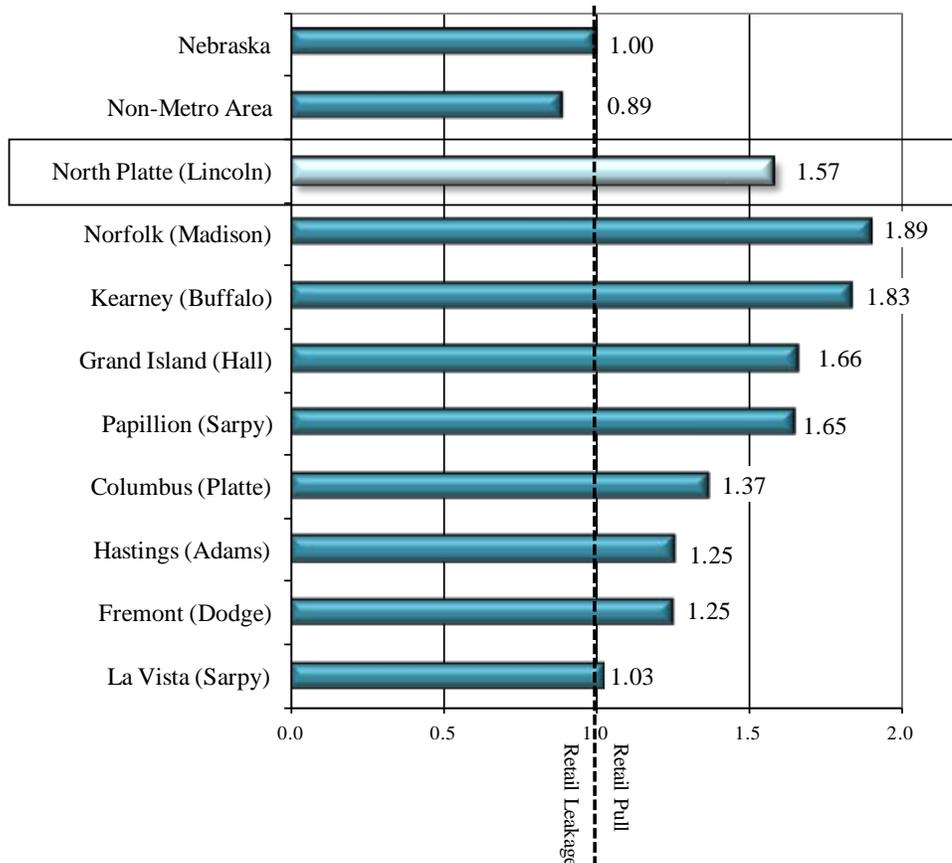
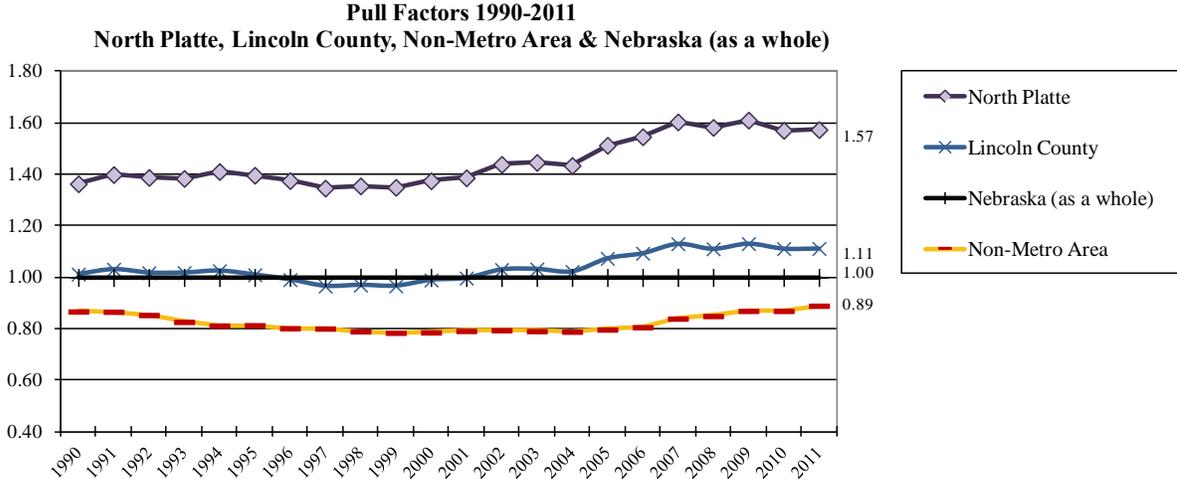


Chart 14 illustrates the pull factor trend for North Platte, Lincoln County, the Non-Metro Area, and Nebraska as a whole from 1990 to 2011. In examining the time line, the city of North Platte shows retail pull significantly above the state average throughout the study period. Data for Lincoln County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

Chart 14



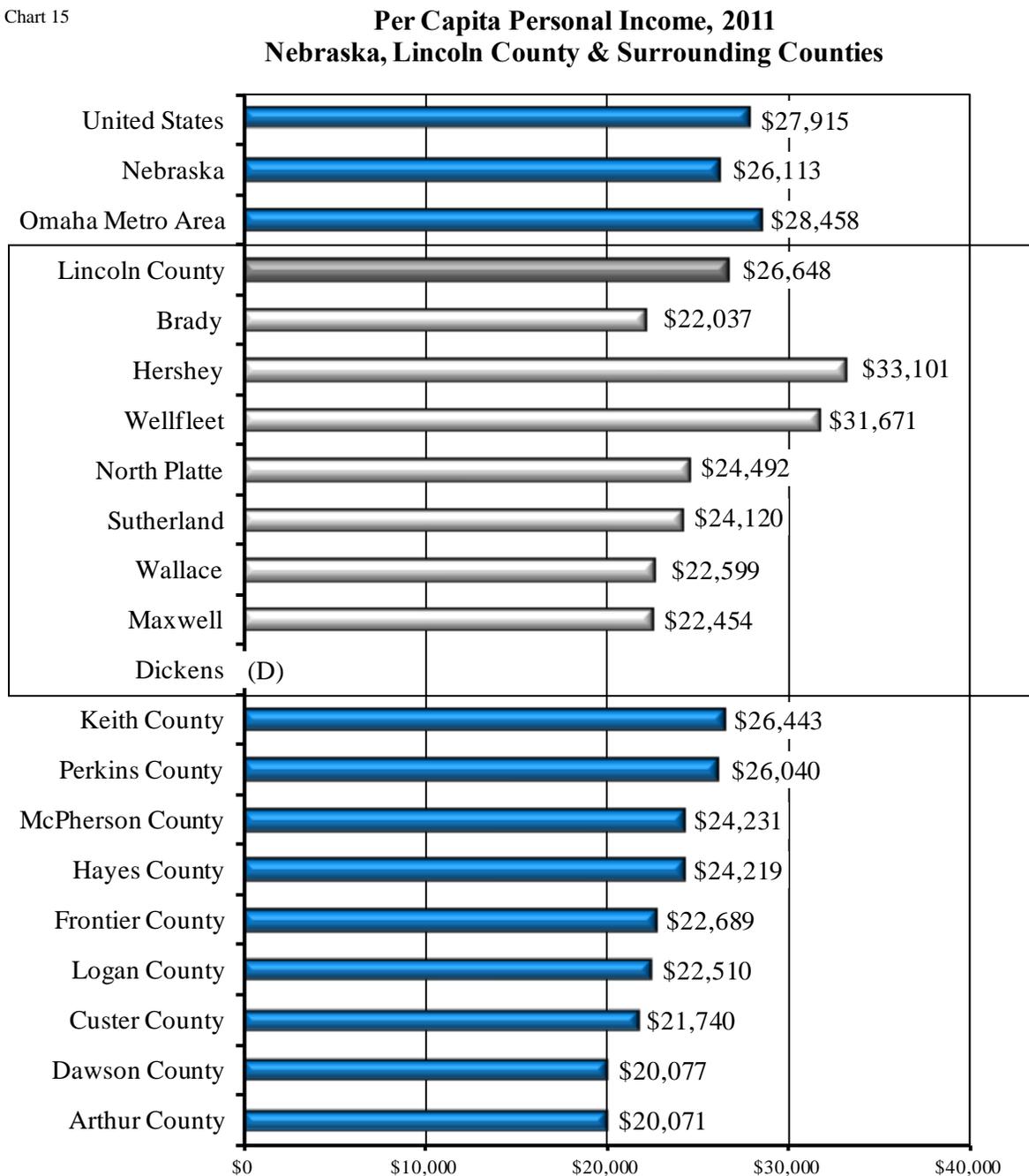
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2012

**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 Lincoln County is estimated to be \$26,648 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  
 (D) Data withheld to avoid disclosure of individual reporting units.

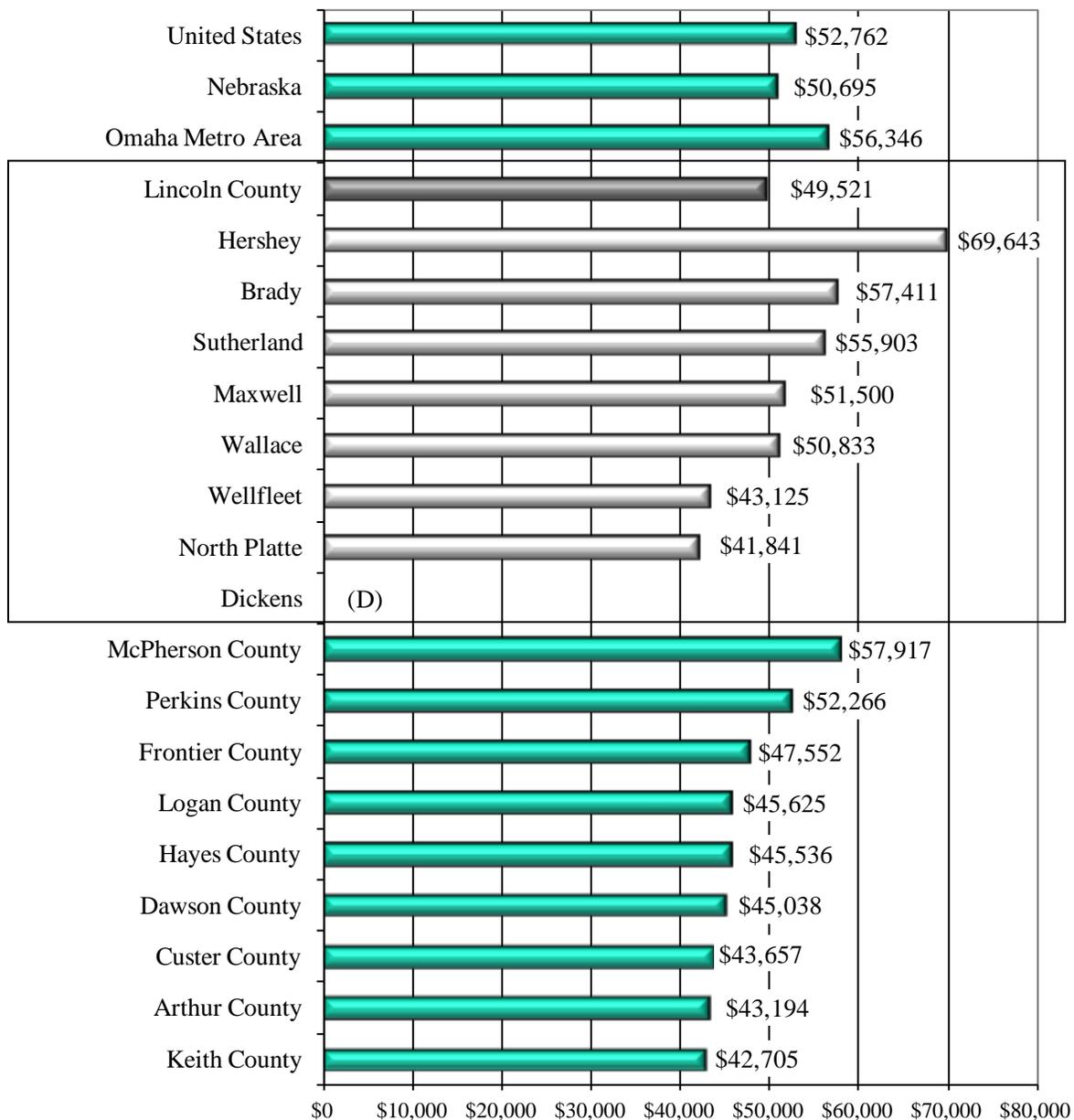
## Median Household Income

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 Lincoln County is estimated to be \$49,521 in 2011 compared to \$50,695 for Nebraska as a whole.

Chart 16

### Median Household Income 2011 Nebraska, Lincoln 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.