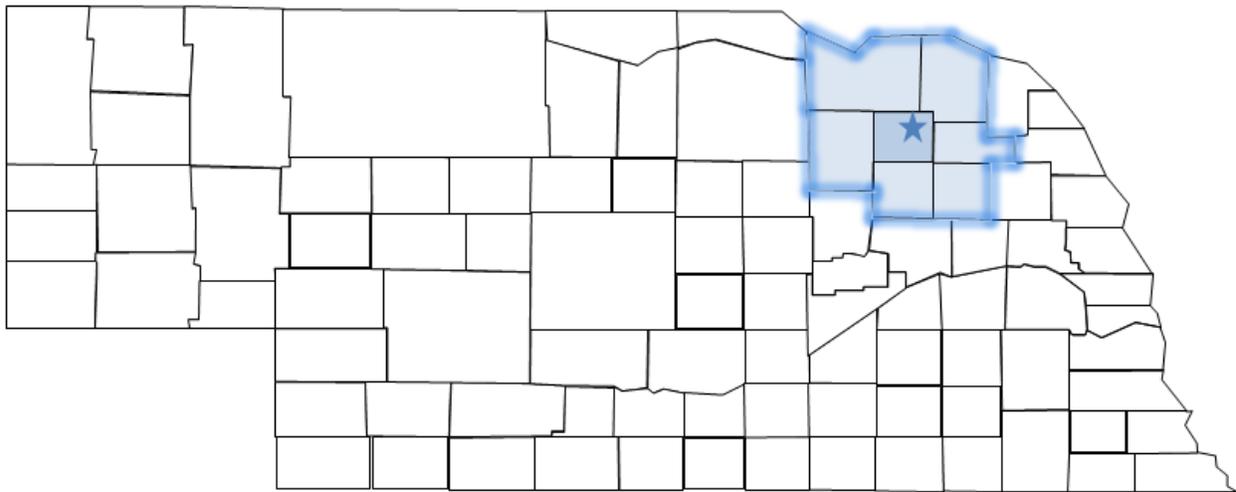


# Economic and Demographic Trends

## Osmond, Pierce County, and the Surrounding Area



*February 2014*

Prepared by: Ken Lemke  
Nebraska Public Power District  
Economic Development Department  
PO Box 499, 1414 15<sup>th</sup> Street  
Columbus, NE 68602-0499  
(402) 563-5535  
klemke@nppd.com

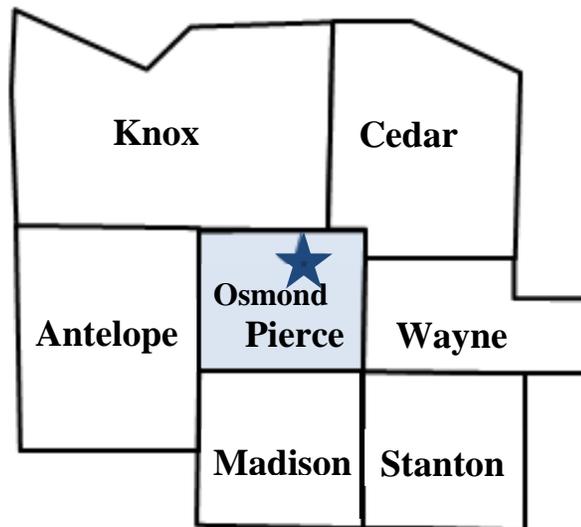
Available online @ [econdev.nppd.com](http://econdev.nppd.com)



**Nebraska Public Power District**

*Always there when you need us*

## **Economic and Demographic Trends in Pierce County, and the Surrounding Area**



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Pierce County. For select measures, comparable data are provided for the surrounding area (selected counties and communities). The map featured above shows the general area for which selected comparable data are shown. In addition to Pierce County, other counties included in this area are Antelope, Cedar, Knox, Madison, Stanton, and Wayne. The retail sales section also compares retail growth between Osmond and eight other similarly sized Nebraska communities.

### **Labor Force and Employment**

Table 1 and Charts 1–5 (next pages) present nonfarm wage and salary data for Pierce County for the period 2003–2012. Nonfarm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS).

Nonfarm wage and salary employment consists of the following 11 sectors:

- Natural Resources & Mining
- Construction
- Manufacturing
- Trade, Transportation & Utilities
- Information
- Financial Activities
- Professional & Business Services
- Education & Health Services
- Leisure & Hospitality
- Other Services (except Public)
- Government

The measure of employment reported in Table 1 (below) is data on the number of people employed in the non-agriculture wage and salary sector in Pierce County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Pierce County decreased 0.2 percent (3 jobs) between 2003 and 2012.

Table 1 also provides employment data for Pierce County by major economic sector for years 2003–2012. Of the sectors reporting complete data, the Manufacturing sector recorded the largest percentage increase in employment between 2003 and 2012 (90.6 percent or 58 jobs). The Manufacturing sector also recorded the largest actual employment increase between 2003 and 2012 (58 jobs or 90.6 percent).

Table 1

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

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	% Change 2003-12	# Change 2003-12
<b>Non-farm Employment (W&amp;S)</b>	<b>1,992</b>	<b>1,989</b>	<b>1,941</b>	<b>1,971</b>	<b>2,053</b>	<b>2,036</b>	<b>2,010</b>	<b>2,018</b>	<b>2,005</b>	<b>1,989</b>	<b>-0.2</b>	<b>-3</b>
<b>Total Private Industries</b>	<b>1,474</b>	<b>1,480</b>	<b>1,425</b>	<b>1,436</b>	<b>1,519</b>	<b>1,504</b>	<b>1,484</b>	<b>1,478</b>	<b>1,485</b>	<b>1,539</b>	<b>4.4</b>	<b>65</b>
<b>Goods Producing</b>	<b>268</b>	<b>301</b>	<b>322</b>	<b>344</b>	<b>352</b>	<b>345</b>	<b>326</b>	<b>333</b>	<b>338</b>	<b>347</b>	<b>29.5</b>	<b>79</b>
Natural Resources & Mining	50	53	47	58	63	59	69	79	65	51	2.0	1
Construction	154	170	184	181	174	168	154	154	167	174	13.0	20
Manufacturing	64	78	91	104	114	117	103	100	105	122	90.6	58
<b>Service Providing</b>	<b>1,206</b>	<b>1,179</b>	<b>1,103</b>	<b>1,092</b>	<b>1,167</b>	<b>1,159</b>	<b>1,158</b>	<b>1,145</b>	<b>1,147</b>	<b>1,192</b>	<b>-1.2</b>	<b>-14</b>
Trade, Transportation & Utilities	518	517	500	496	495	495	514	512	523	531	2.5	13
Information	44	43	34	37	47	43	39	37	37	35	-20.5	-9
Financial Activities	79	80	78	77	78	82	89	90	94	92	16.5	13
Professional & Business Services	107	116	88	82	106	100	86	83	81	92	-14.0	-15
Education & Health Services	259	274	256	254	256	270	267	263	256	290	12.0	31
Leisure & Hospitality	163	112	107	102	146	133	131	130	127	100	-38.7	-63
Other Services, except Public	35	36	40	44	39	37	32	30	30	52	48.6	17
<b>Government</b>	<b>518</b>	<b>509</b>	<b>517</b>	<b>535</b>	<b>534</b>	<b>532</b>	<b>526</b>	<b>540</b>	<b>520</b>	<b>450</b>	<b>-13.1</b>	<b>-68</b>
Federal	39	33	34	35	34	33	35	38	30	28	-28.2	-11
State	27	26	24	23	20	20	19	22	18	20	-25.9	-7
Local	452	450	459	477	480	479	472	480	472	402	-11.1	-50

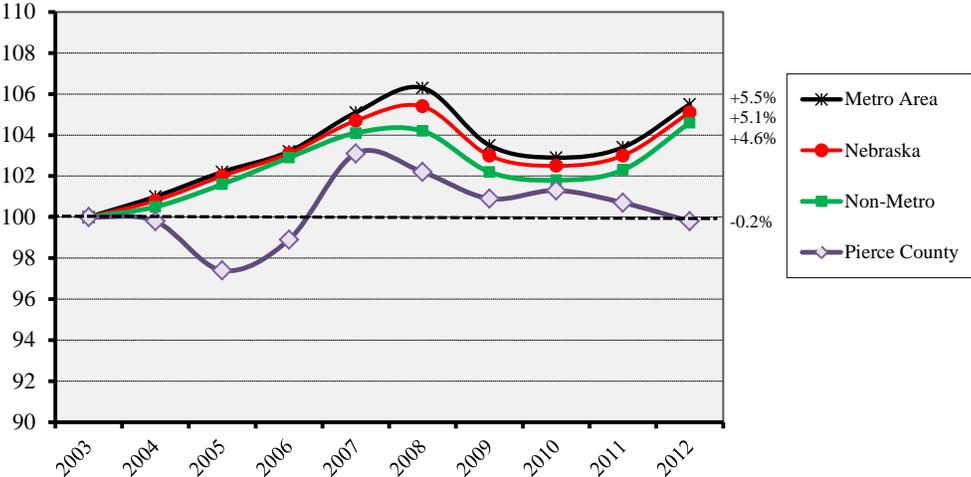
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2013

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Pierce County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2003–2012. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

As this chart indicates, total non-farm wage and salary employment in Pierce County decreased 0.2 percent (3 jobs) from 2003 to 2012, compared to a 5.1 percent increase for Nebraska as a whole, a 5.5 percent increase in metropolitan Nebraska, and a 4.6 percent increase in non-metropolitan Nebraska.

Chart 1

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

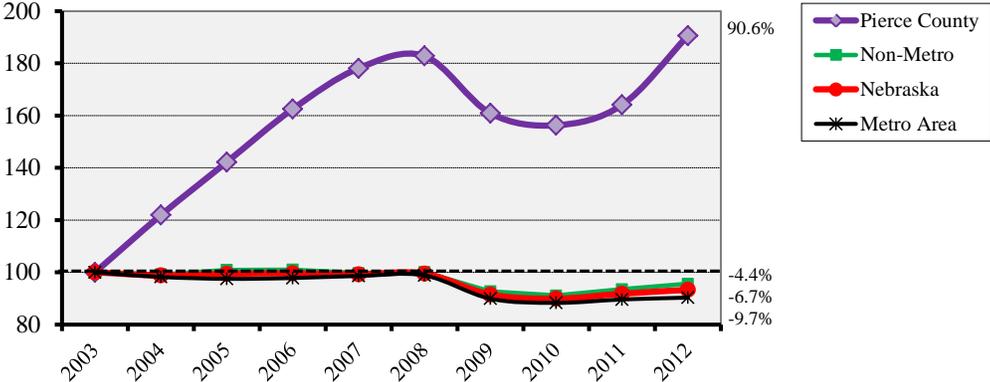


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2013

Chart 2 presents data on manufacturing wage and salary employment growth for Pierce County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Pierce County recorded a 90.6 percent increase in employment (58 jobs) between 2003 and 2012. This compares to a 4.4 percent decrease in employment for non-metropolitan Nebraska; a 6.7 percent decrease for Nebraska as a whole; and a 9.7 percent decrease for metropolitan Nebraska over the same period.

Chart 2

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



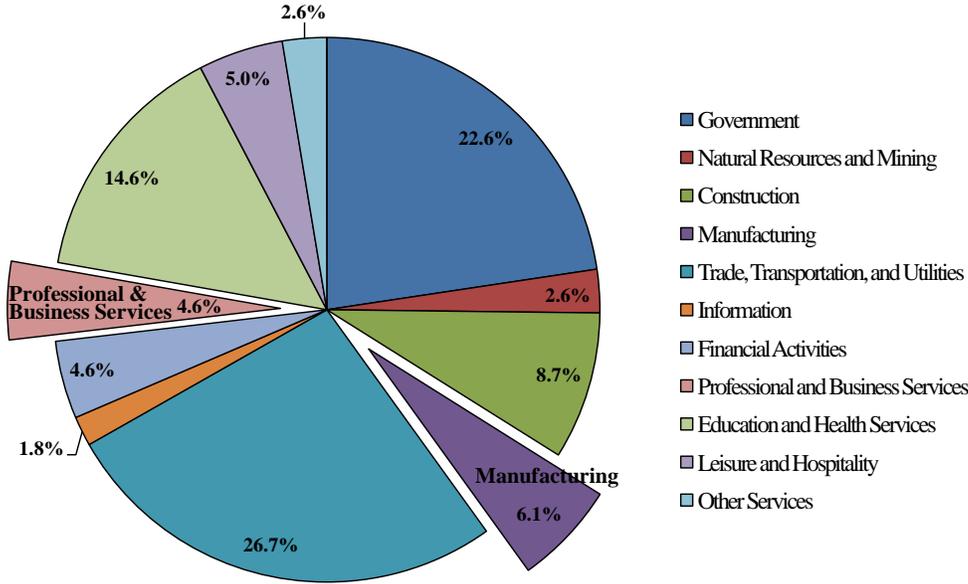
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2013

The next series of pie charts (Charts 3, 4 & 5) display the distribution of non-farm wage and salary (W&S) employment by major economic sector in Pierce County compared to the non-metropolitan and metropolitan distributions.

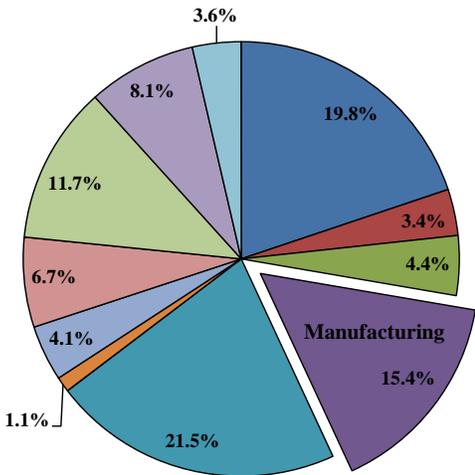
When comparing the Pierce employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 6.1 percent of the county workforce (122 employees) compared to 15.4 percent for non-metropolitan Nebraska; a difference of 9.3 percent. Comparing Pierce County to the overall metropolitan distribution, the largest deviation is found in the Professional and Business Services sector (4.6 percent Pierce County vs. 14.7 percent metropolitan Nebraska; a difference of 10.1 percent).

Charts 3, 4, 5

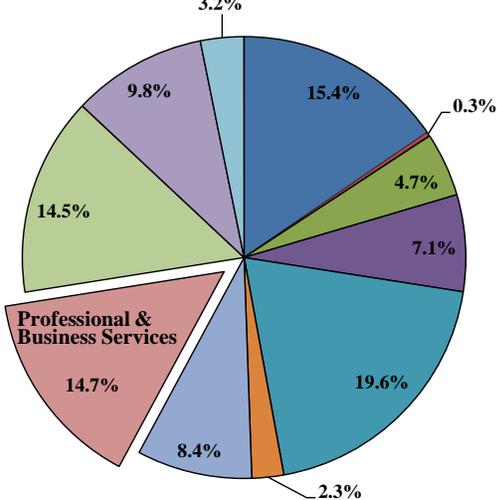
**Nonfarm Wage & Salary Employment by Major Economic Sector  
 Pierce County, 2012**



**Non-Metro Area W&S Employment, 2012**



**Metro Area W&S Employment, 2012**



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

The next table (Table 2) shows labor force information for Pierce County for the time period 2003–2012. In the case of the labor force information (labor force, unemployment, and total employment), these data are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was a decrease in the number of Pierce County residents participating in the labor force between 2003 and 2012 (8.5 percent or 372 people).

The number of those unemployed in Pierce County decreased by 11.7 percent (18 people) between 2003 and 2012. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Pierce County unemployment rate was 3.4 percent in 2012; below that for metropolitan Nebraska (4.2 percent), below Nebraska as a whole (3.9 percent), and below non-metropolitan Nebraska (3.7 percent).

Table 2

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

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	% Change 2003-12	# Change 2003-12
<b>Labor Force</b>	<b>4,353</b>	<b>4,331</b>	<b>4,267</b>	<b>4,057</b>	<b>3,966</b>	<b>3,958</b>	<b>3,849</b>	<b>3,920</b>	<b>3,944</b>	<b>3,981</b>	<b>-8.5</b>	<b>-372</b>
Unemployment	154	147	153	116	117	116	154	154	146	136	-11.7	-18
Unemployment Rate	3.5	3.4	3.6	2.9	3.0	2.9	4.0	3.9	3.7	3.4	(N/A)	(N/A)
Employment	4,199	4,184	4,114	3,941	3,849	3,842	3,695	3,766	3,798	3,845	-8.4	-354
(N/A) Data not available												

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

**Residence and Work Flow Patterns**

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for the city of Osmond. 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 the city of Osmond are from 2011.

Table 3 (pages 6–7) examines the Work Destination area for the city of Osmond from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 252 city labor force participants holding primary jobs. As Table 3 shows, 96.4 percent of the city of Osmond’s labor force participants are employed within the state of Nebraska. Approximately 46.4 percent of the city of Osmond workers remain within Pierce County for employment with 53.6 percent leaving the city for work (next page). Looking deeper to the locality level, the table also shows the top locations where the city of Osmond labor force participants are employed (next page).

Table 3

**Work Destination Report**

*Where Workers are Employed Who Live in the Selection Area - by States*

**Total Primary Jobs**

2011

Count Share

<b>Total Primary Jobs</b>	<b>252</b>	<b>100.0%</b>
---------------------------	------------	---------------

**By States**

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

2011

Count Share

<b>Nebraska</b>	<b>243</b>	<b>96.4%</b>
Iowa	5	2.0%
South Dakota	4	1.6%
All Other Locations	0	0.0%

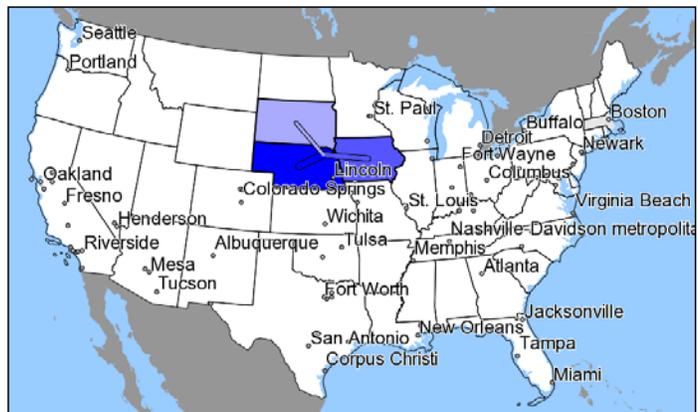
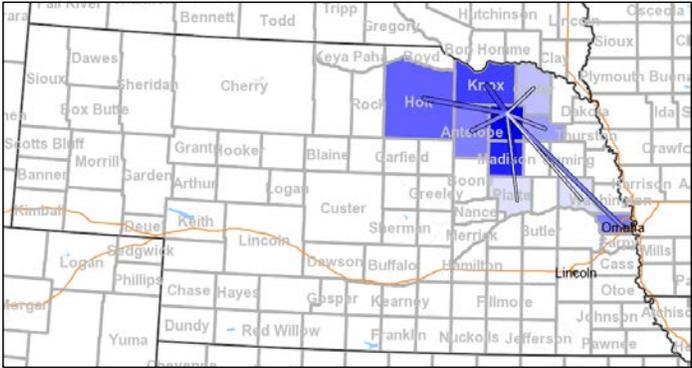


Table 3 (continued)

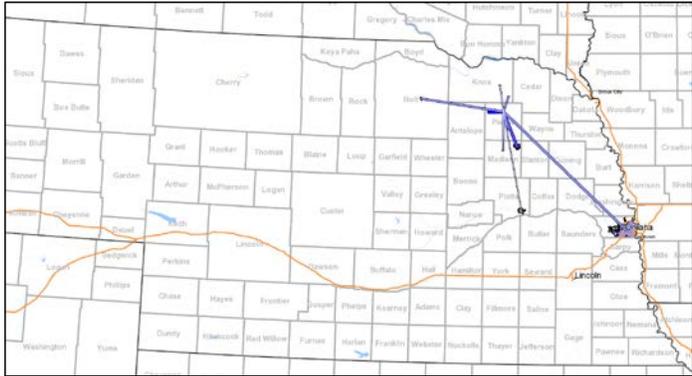
**By Counties**  
**Jobs Counts by Counties Where Workers are Employed**  
**2011**

	Count	Share
<b>Pierce County, NE</b>	<b>117</b>	<b>46.4%</b>
Madison County, NE	52	20.6%
Knox County, NE	17	6.7%
Holt County, NE	13	5.2%
Antelope County, NE	7	2.8%
Douglas County, NE	7	2.8%
Wayne County, NE	6	2.4%
Cedar County, NE	5	2.0%
Dodge County, NE	4	1.6%
Platte County, NE	4	1.6%
All Other Locations	20	7.9%



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

	Count	Share
Plainview city, NE	47	18.7%
<b>Osmond city, NE</b>	<b>34</b>	<b>13.5%</b>
Norfolk city, NE	32	12.7%
Pierce city, NE	12	4.8%
Omaha city, NE	6	2.4%
O'Neill city, NE	6	2.4%
Wausa village, NE	6	2.4%
Battle Creek city, NE	4	1.6%
Bloomfield city, NE	3	1.2%
Columbus city, NE	3	1.2%
All Other Locations	99	39.3%



Source: U.S. Census Bureau, LED Origin-Desitnation Data Base, February 2014

People also travel from other locations to work in the city of Osmond—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Osmond. The Census identified 411 primary jobs within the city of Osmond. As Table 4 indicates, 96.8 percent of these jobs are held by Nebraska residents. Approximately 48.7 percent of Osmond workers live within Pierce County. The top localities show the distribution of employee residents around the area (next page).

Table 4

### Home Destination Report

*Where Workers Live Who are Employed in the Selection Area - by States*

2011

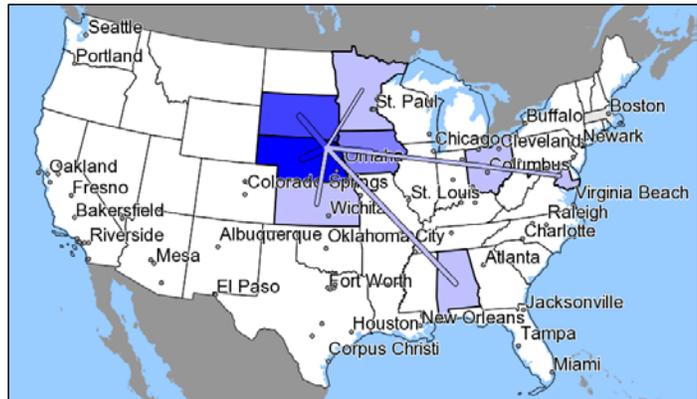
	Count	Share
<b>Total Primary Jobs</b>	<b>411</b>	<b>100.0%</b>

#### By States

#### Jobs Counts by States Where Workers Live

2011

	Count	Share
<b>Nebraska</b>	<b>398</b>	<b>96.8%</b>
South Dakota	6	1.5%
Iowa	2	0.5%
Alabama	1	0.2%
Kansas	1	0.2%
Maryland	1	0.2%
Minnesota	1	0.2%
Ohio	1	0.2%
All Other Locations	0	0.0%



#### By Counties

#### Jobs Counts by Counties Where Workers Live

2011

	Count	Share
<b>Pierce County, NE</b>	<b>200</b>	<b>48.7%</b>
Antelope County, NE	47	11.4%
Knox County, NE	34	8.3%
Madison County, NE	18	4.4%
Cedar County, NE	13	3.2%
Scotts Bluff County, NE	12	2.9%
Stanton County, NE	7	1.7%
Holt County, NE	6	1.5%
Box Butte County, NE	5	1.2%
Cheyenne County, NE	5	1.2%
All Other Locations	64	15.6%

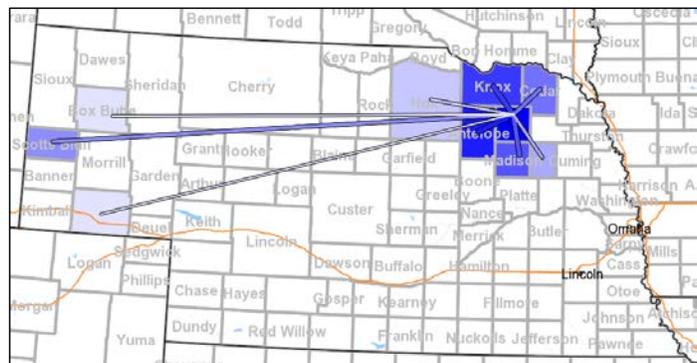


Table 4 (continued)

**By Places (top 10)**  
**Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live**  
**2011**

	Count	Share
Plainview city, NE	60	14.6%
<b>Osmond city, NE</b>	<b>34</b>	<b>8.3%</b>
Pierce city, NE	15	3.6%
Norfolk city, NE	10	2.4%
Bloomfield city, NE	7	1.7%
Orchard village, NE	7	1.7%
Creighton city, NE	6	1.5%
Foster village, NE	6	1.5%
Alliance city, NE	5	1.2%
Bayard city, NE	5	1.2%
All Other Locations	256	62.3%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, February 2014

The next table (Table 5, pages 9–10) shows an inflow/outflow report for the city of Osmond 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 the city of Osmond.

Table 5

**Inflow/Outflow Report**

Selection Area Labor Market Size (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	411	100.0%	439	100.0%	309	100.0%
Living in the Selection Area	252	61.3%	312	71.1%	268	86.7%
Net Job Inflow (+) or Outflow (-)	159	-	127	-	41	-

In-Area Labor Force Efficiency (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	252	100.0%	312	100.0%	268	100.0%
Living and Employed in the Selection Area	34	13.5%	54	17.3%	38	14.2%
Living in the Selection Area but Employed Outside	218	86.5%	258	82.7%	230	85.8%

In-Area Employment Efficiency (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	411	100.0%	439	100.0%	309	100.0%
Employed and Living in the Selection Area	34	8.3%	54	12.3%	38	12.3%
Employed in the Selection Area but Living Outside	377	91.7%	385	87.7%	271	87.7%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	218	100.0%	258	100.0%	230	100.0%
Workers Aged 29 or younger	49	22.5%	57	22.1%	53	23.0%
Workers Aged 30 to 54	115	52.8%	134	51.9%	119	51.7%
Workers Aged 55 or older	54	24.8%	67	26.0%	58	25.2%
Workers Earning \$1,250 per month or less	60	27.5%	76	29.5%	78	33.9%
Workers Earning \$1,251 to \$3,333 per month	89	40.8%	114	44.2%	103	44.8%
Workers Earning More than \$3,333 per month	69	31.7%	68	26.4%	49	21.3%
Workers in the "Goods Producing" Industry Class	54	24.8%	51	19.8%	53	23.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	46	21.1%	54	20.9%	61	26.5%
Workers in the "All Other Services" Industry Class	118	54.1%	153	59.3%	116	50.4%

Inflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	377	100.0%	385	100.0%	271	100.0%
Workers Aged 29 or younger	75	19.9%	90	23.4%	52	19.2%
Workers Aged 30 to 54	197	52.3%	214	55.6%	136	50.2%
Workers Aged 55 or older	105	27.9%	81	21.0%	83	30.6%
Workers Earning \$1,250 per month or less	125	33.2%	125	32.5%	85	31.4%
Workers Earning \$1,251 to \$3,333 per month	159	42.2%	163	42.3%	115	42.4%
Workers Earning More than \$3,333 per month	93	24.7%	97	25.2%	71	26.2%
Workers in the "Goods Producing" Industry Class	44	11.7%	97	25.2%	60	22.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	154	40.8%	115	29.9%	59	21.8%
Workers in the "All Other Services" Industry Class	179	47.5%	173	44.9%	152	56.1%

Interior Flow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	34	100.0%	54	100.0%	38	100.0%
Workers Aged 29 or younger	5	14.7%	8	14.8%	6	15.8%
Workers Aged 30 to 54	13	38.2%	27	50.0%	23	60.5%
Workers Aged 55 or older	16	47.1%	19	35.2%	9	23.7%
Workers Earning \$1,250 per month or less	8	23.5%	20	37.0%	15	39.5%
Workers Earning \$1,251 to \$3,333 per month	13	38.2%	23	42.6%	15	39.5%
Workers Earning More than \$3,333 per month	13	38.2%	11	20.4%	8	21.1%
Workers in the "Goods Producing" Industry Class	8	23.5%	15	27.8%	7	18.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	12	35.3%	14	25.9%	9	23.7%
Workers in the "All Other Services" Industry Class	14	41.2%	25	46.3%	22	57.9%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 2/6/2014.

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

Table 6

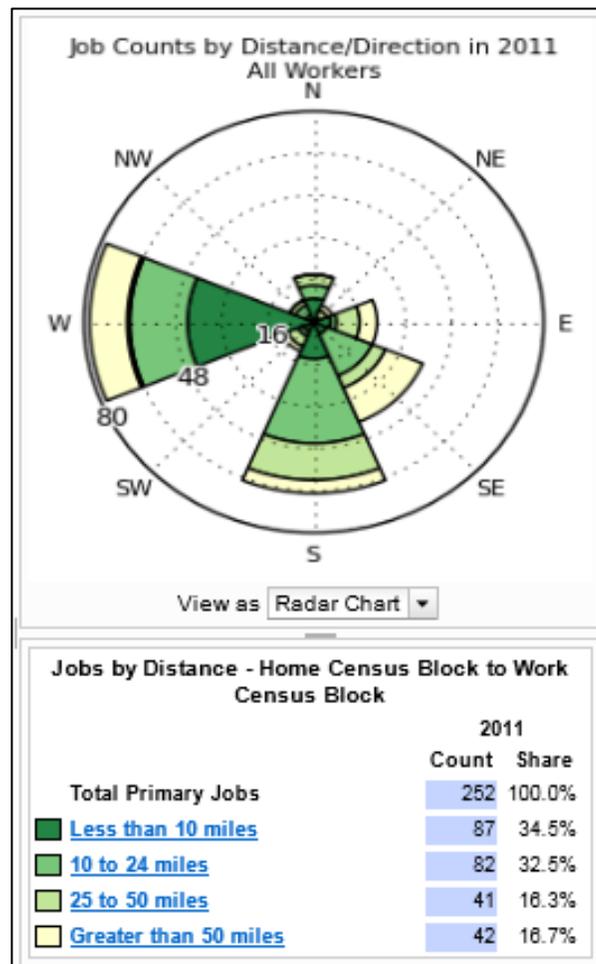
### Distance/Direction Report - Home Census Block to Work Census Block

*Live within study area - distance to work*

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

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>252</b>	<b>100.0%</b>	<b>312</b>	<b>100.0%</b>	<b>268</b>	<b>100.0%</b>
Less than 10 miles	87	34.5%	115	36.9%	103	38.4%
10 to 24 miles	82	32.5%	83	26.6%	75	28.0%
25 to 50 miles	41	16.3%	33	10.6%	31	11.6%
Greater than 50 miles	42	16.7%	81	26.0%	59	22.0%

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, 2/6/2014

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within the city of Osmond and the distance to their homes. Looking at Table 7, the number of primary jobs held within the city of Osmond has increased since 2009. The data also show the majority of the city of Osmond employees continue to travel less than 25 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

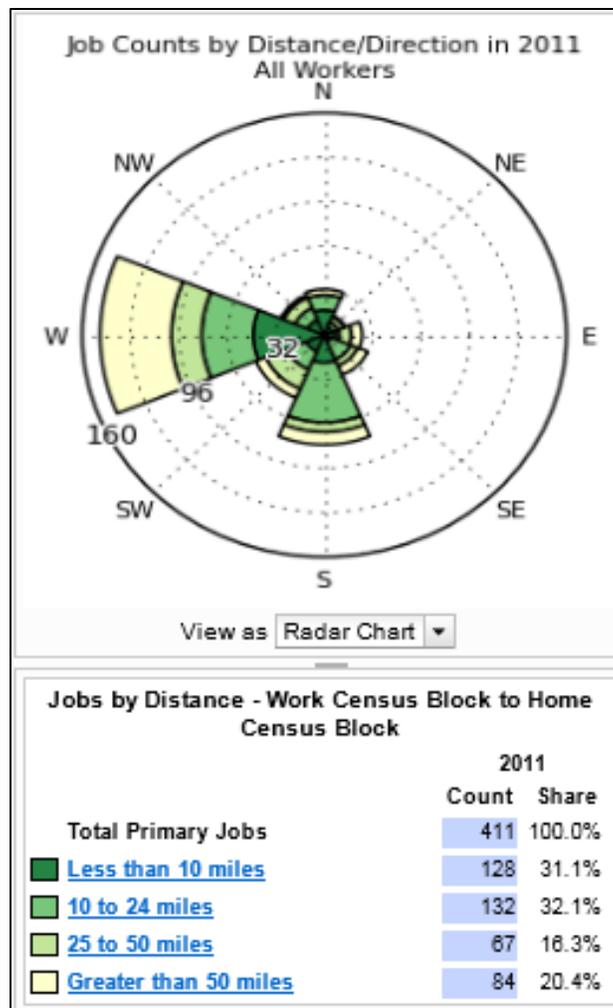
### Distance/Direction Report - Work Census Block to Home Census Block

*Live within study area - distance to home*

#### Job Counts in Home Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>411</b>	<b>100.0%</b>	<b>439</b>	<b>100.0%</b>	<b>309</b>	<b>100.0%</b>
Less than 10 miles	128	31.1%	202	46.0%	138	44.7%
10 to 24 miles	132	32.1%	152	34.6%	118	38.2%
25 to 50 miles	67	16.3%	36	8.2%	27	8.7%
Greater than 50 miles	84	20.4%	49	11.2%	26	8.4%

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, 2/6/2014

## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Pierce County and the surrounding area. As Table 8 indicates, Pierce County’s population decreased an average of 0.3 percent per year, a total of 14.4 percent or 1,227 people, between 1970 and 2010. This population decrease compares to a 23.0 percent increase for Nebraska as a whole. Pierce County reported a 1.4 percent decrease in population from 2010 to 2012 (100 people).

Table 8

**County Population 1970-2012**  
 Pierce County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2012	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2012
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,855,525</b>	<b>0.4</b>	<b>0.8</b>
<b>Pierce County</b>	<b>8,493</b>	<b>8,481</b>	<b>7,827</b>	<b>7,857</b>	<b>7,266</b>	<b>7,166</b>	<b>-0.3</b>	<b>-0.7</b>
Antelope County	9,047	8,675	7,965	7,452	6,685	6,545	-0.6	-1.1
Cedar County	12,192	11,375	10,131	9,615	8,852	8,746	-0.6	-0.6
Knox County	11,723	11,457	9,534	9,374	8,701	8,573	-0.6	-0.7
Madison County	27,402	31,382	32,655	35,226	34,876	35,031	0.5	0.2
Stanton County	5,758	6,549	6,244	6,455	6,129	6,089	0.1	-0.3
Wayne County	10,400	9,858	9,364	9,851	9,595	9,554	-0.2	-0.2

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

Table 9 data reveal a population increase of 1.8 percent (73 people) for Pierce County’s incorporated places as a whole during the 1970–2012 time period. Pierce, the county’s largest city, reported a 28.6 percent increase in population (389 people) between 1970 and 2012. The unincorporated areas outside of the selected communities experienced a 30.4 percent decrease (1,350 people) during the same, 1970–2012 time period.

Table 9

**County Population 1970-2012**  
 Pierce County Communities and Unincorporated Areas

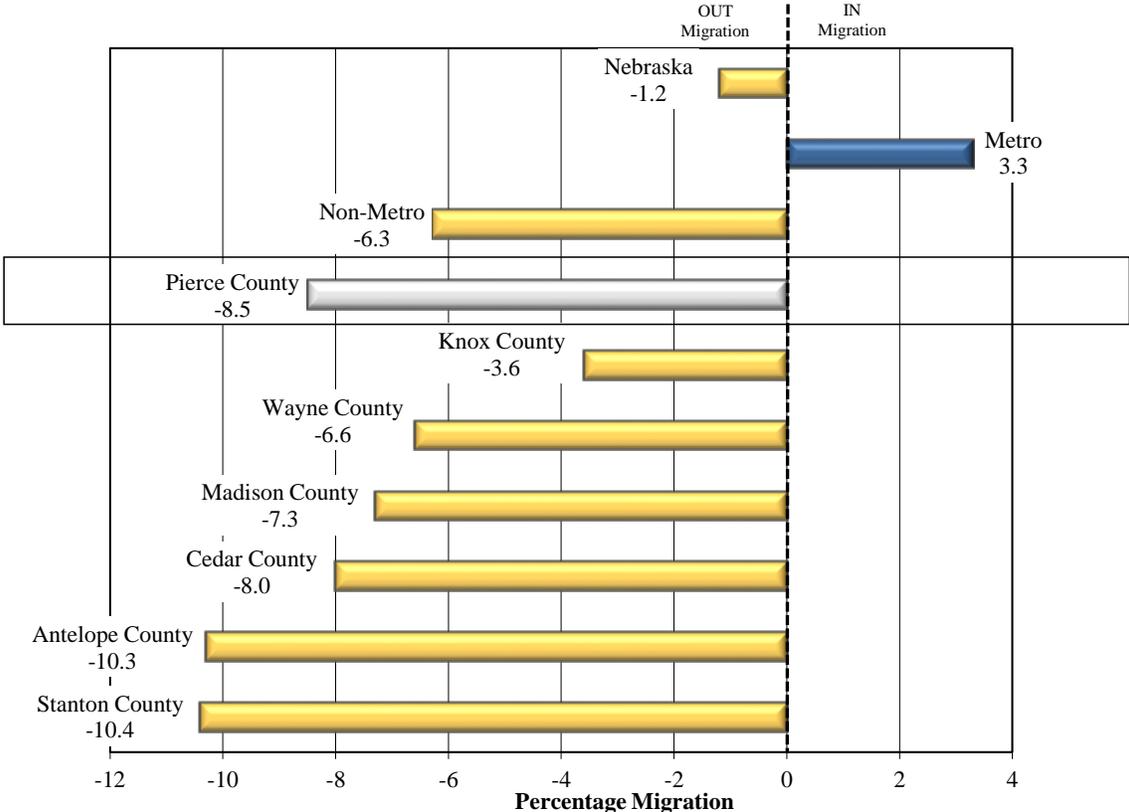
Location	1970	1980	1990	2000	2010	2012	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2012
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,855,525</b>	<b>0.4</b>	<b>0.8</b>
<b>Pierce County</b>	<b>8,493</b>	<b>8,481</b>	<b>7,827</b>	<b>7,857</b>	<b>7,266</b>	<b>7,216</b>	<b>-0.3</b>	<b>-0.3</b>
Foster	79	81	57	63	51	50	-0.9	-1.0
Hadar	172	286	291	312	293	290	1.1	-0.5
McLean	67	46	49	38	36	36	-1.2	0.0
Osmond	883	871	774	796	783	773	-0.2	-0.6
Pierce	1,360	1,535	1,619	1,774	1,767	1,749	0.5	-0.5
Plainview	1,494	1,483	1,342	1,353	1,246	1,230	-0.4	-0.6
<b>Total Incorporated</b>	<b>4,055</b>	<b>4,302</b>	<b>4,132</b>	<b>4,336</b>	<b>4,176</b>	<b>4,128</b>	<b>0.1</b>	<b>-0.6</b>
<b>Unincorporated</b>	<b>4,438</b>	<b>4,179</b>	<b>3,695</b>	<b>3,521</b>	<b>3,090</b>	<b>3,088</b>	<b>-0.7</b>	<b>0.0</b>

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

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Pierce 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, Pierce County experienced a net out-migration of 665 people or 8.5 percent of its 2000 population.

Chart 6

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

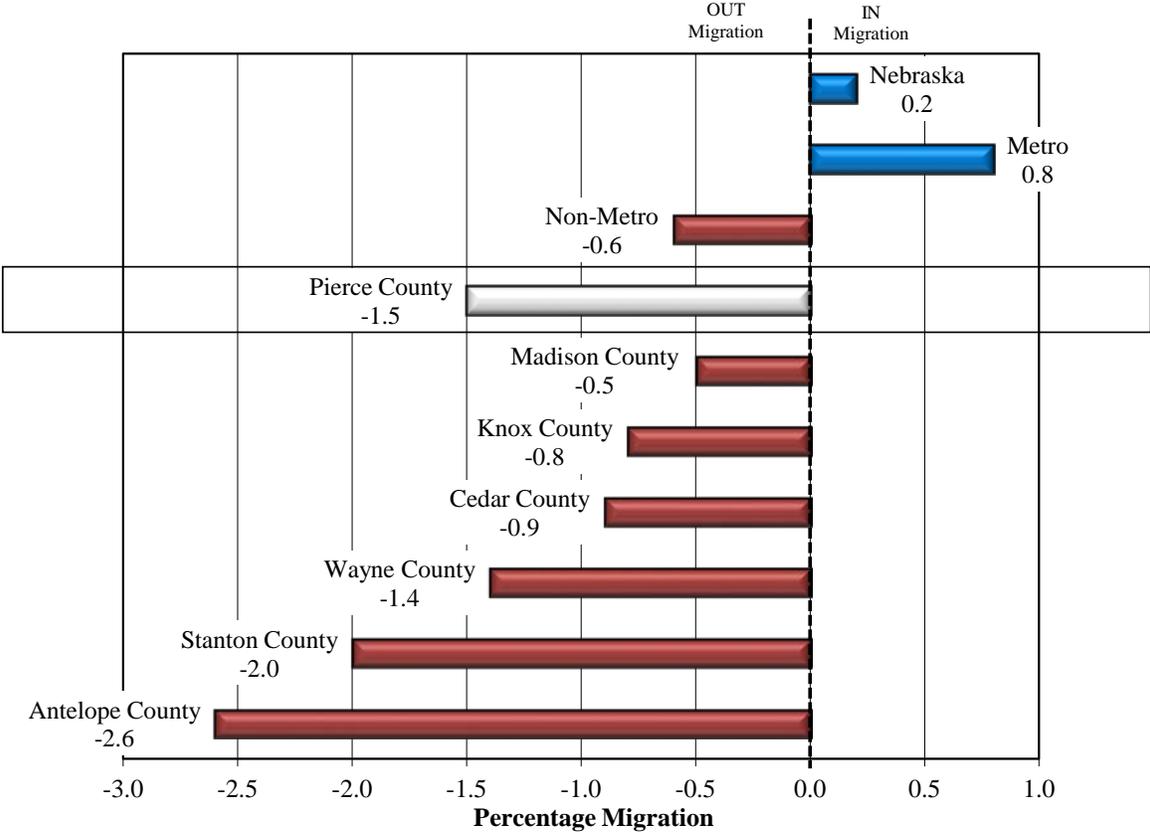


Source: U.S. Census Bureau, County population and estimated components of population change, June 2013

Looking at the years 2010–2012 (Chart 7), Pierce County experienced a net out-migration of 112 people or 1.5 percent of its 2010 population.

Chart 7

### 2010-2012 Net Migration as Percent of 2010 Population Pierce County and the Surrounding Area



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

The next two tables (Tables 10 and 11) provide detail on migration between 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 96 percent of those moving into Pierce County between 2009 and 2010 moved from other Nebraska locations (310 people). Data also reveal 7 people (2.2 percent) migrated into the county from other states.

Table 10

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

	<b>Number</b>	<b>Percent</b>
Movers within the United States	560	98.9
Within Same County	243	42.9
Different County, Same State	310	54.8
Different State	7	1.2
Movers from Abroad	6	1.1
<b>Total Movement</b>	<b>566</b>	

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

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

<b>State</b>	<b>County</b>	<b>Number</b>
Nebraska	Madison County	103
Nebraska	Antelope County	71
Nebraska	Holt County	26
Nebraska	Lancaster County	24
Nebraska	Howard County	17
Nebraska	Kimball County	13
Nebraska	Seward County	12
Nebraska	Knox County	10
Nebraska	Wayne County	9
Nebraska	Stanton County	8
Nebraska	Platte County	7
Asia	-	6
Iowa	Buena Vista County	5
Nebraska	Phelps County	4
Nebraska	Cedar County	3
Nebraska	Cuming County	3
Washington	Island County	2

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

Table 11 data reveal 75.3 percent of people migrating out of Pierce County between 2009 and 2010 remained in the state of Nebraska (330 people). Data show 108 Pierce County residents (24.7 percent) also moved to other states during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 11

**Pierce County, Nebraska, 2010  
 Outflow Into County (1 year estimate)**

	<b>Number</b>	<b>Percent</b>
Movers within the United States	681	100
Within Same County	243	35.7
Different County, Same State	330	48.5
Different State	108	15.9
Movers to Puerto Rico	0	0
<b>Total Movement</b>	<b>681</b>	

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

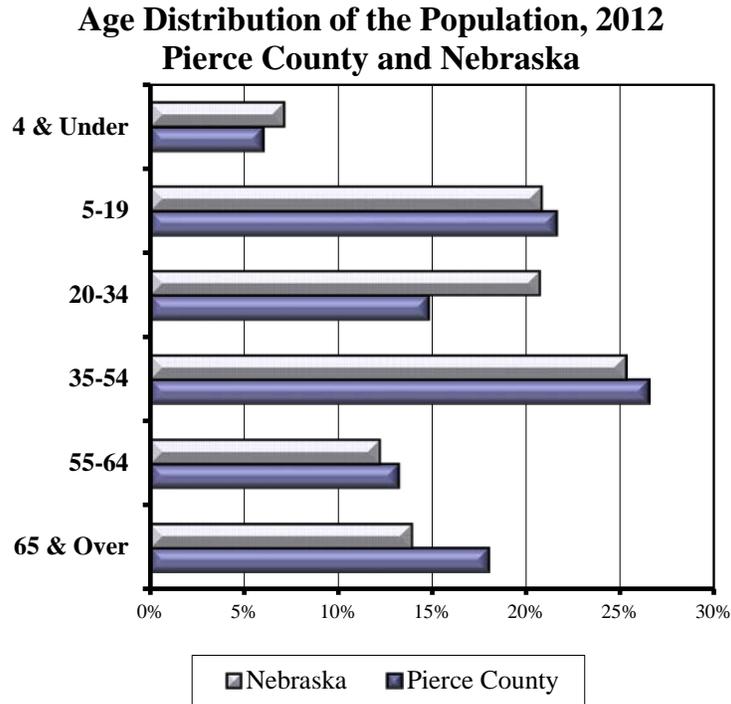
**Reported Counties  
 (where people moved to)**

<b>State</b>	<b>County</b>	<b>Number</b>
Nebraska	Madison County	112
Nebraska	Cedar County	92
Texas	Tarrant County	54
Nebraska	Buffalo County	31
Nebraska	Lancaster County	24
Iowa	Woodbury County	22
Nebraska	Knox County	20
Nebraska	Antelope County	13
South Dakota	Lincoln County	12
Nebraska	Douglas County	11
Nebraska	Hamilton County	10
South Dakota	Union County	9
California	San Diego County	8
Nebraska	Platte County	8
Nebraska	Wayne County	7
North Dakota	Ward County	3
Nebraska	Richardson County	2

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

The following chart and table (Chart 8; Table 12) compare the U.S. Census Bureau’s age distribution of population for Nebraska as a whole and Pierce County. The population of Pierce County is significantly older in age than Nebraska as a whole. The median age for Pierce County residents in 2012 was 42.4 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8



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

Table 12

### Age Distribution of the Population, 2012 Pierce County and Nebraska

	2011 Population		Percent	
	Nebraska	Pierce County	Nebraska	Pierce County
4 & Under	132,268	428	7.1%	6.0%
5-19	385,109	1,549	20.8%	21.6%
20-34	383,722	1,058	20.7%	14.8%
35-54	470,026	1,897	25.3%	26.5%
55-64	227,046	947	12.2%	13.2%
65 & Over	257,354	1,287	13.9%	18.0%
<b>Total</b>	<b>1,855,525</b>	<b>7,166</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.2</b>	<b>42.4</b>		

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

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Pierce County and the surrounding counties both as a total and by gender. These are 5-year estimates and differ from the U.S. Census Bureau’s single year distributions. Chart 9 graphically depicts the median age distribution for the study area.

Table 13

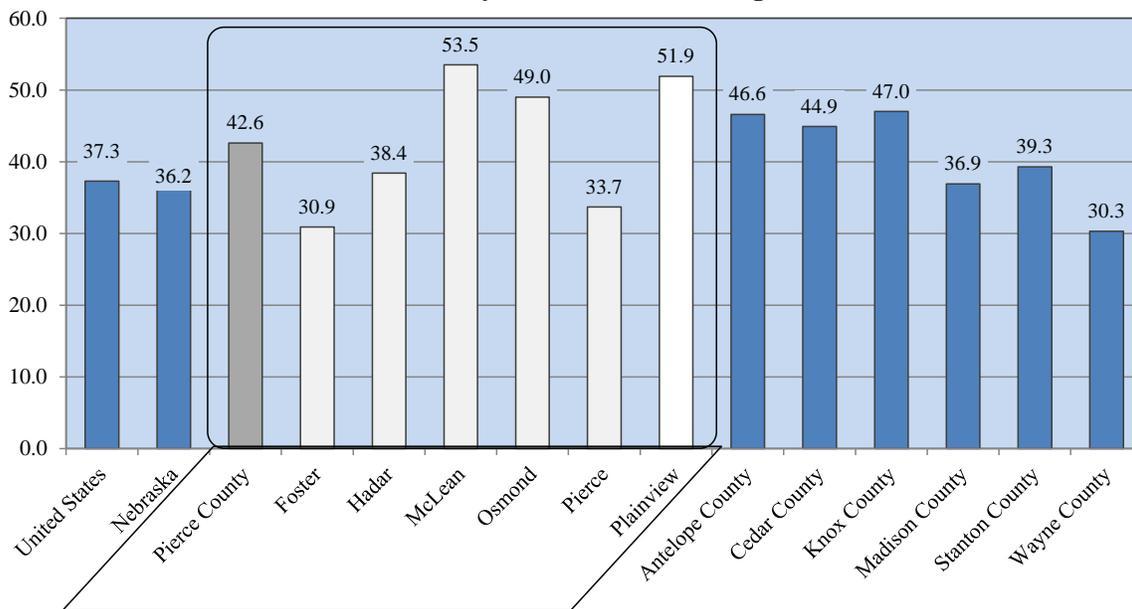
**Median Age by Location and Gender  
 5-Year Estimate, 2008–2012  
 Pierce County and the Surrounding Area**

	Median Age		
	Total	Male	Female
<b>United States</b>	<b>37.3</b>	36.0	38.7
<b>Nebraska</b>	<b>36.2</b>	35.0	37.4
<b>Pierce County</b>	<b>42.6</b>	41.0	44.3
Foster	30.9	22.5	50.5
Hadar	38.4	38.4	38.5
McLean	53.5	51.2	55.8
Osmond	49.0	47.1	51.5
Pierce	33.7	33.3	34.6
Plainview	51.9	50.1	55.7
<b>Antelope County</b>	<b>46.6</b>	44.7	48.0
<b>Cedar County</b>	<b>44.9</b>	43.2	46.5
<b>Knox County</b>	<b>47.0</b>	45.3	48.5
<b>Madison County</b>	<b>36.9</b>	35.4	38.7
<b>Stanton County</b>	<b>39.3</b>	38.2	40.2
<b>Wayne County</b>	<b>30.3</b>	30.3	30.2

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

Chart 9

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



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

**Retail Sales**

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Pierce County and the surrounding area for 2012. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

Table 14

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

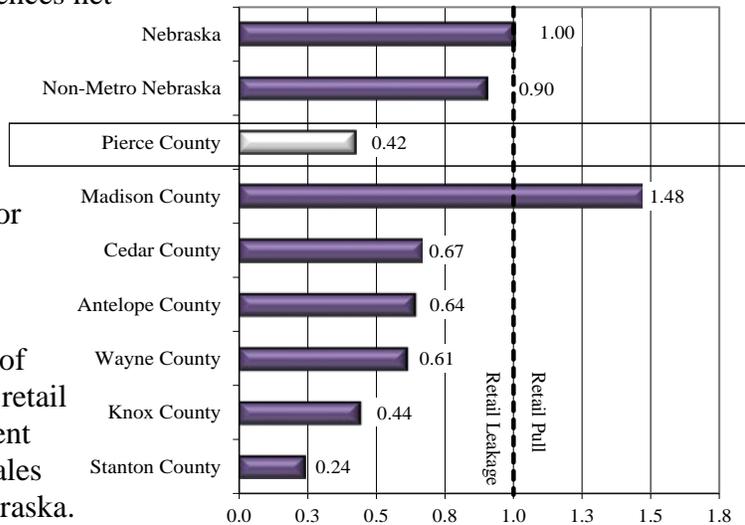
	2012 Population	2012 Retail Sales (x \$1,000)	2012 Per Cap Sales (\$)	2012 Pull Factor
Nebraska	1,855,525	21,467,686	11,570	1.00
Non-Metro Nebraska	781,857	8,144,602	10,417	0.90
<b>Pierce County</b>	<b>7,166</b>	34,979	4,881	<b>0.42</b>
Antelope County	6,545	48,481	7,407	0.64
Cedar County	8,746	67,299	7,695	0.67
Knox County	8,573	43,449	5,068	0.44
Madison County	35,031	599,925	17,126	1.48
Stanton County	6,089	17,169	2,820	0.24
Wayne County	9,554	67,205	7,034	0.61

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

Chart 10

**2012 Retail Sales (NMV) Pull Factors, Nebraska,  
 Pierce County & Surrounding Counties**

Reviewing the pull factors at the county level indicates Pierce County experiences net retail leakages. The 2012 pull factor of 0.42 indicates, on a per capita basis, retail sales in Pierce County are well below the state's average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Pierce County (0.42) with the pull factor for the non-metropolitan area of Nebraska (0.90) indicates per capita retail sales in Pierce County are 53.1 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.



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

Table 15 and Chart 11 compare the 2012 pull factors for selected area communities. The community of Osmond’s pull factor of 1.41 indicates that, on a per capita basis, non-motor vehicle retail sales in Osmond are approximately 0.41 percent greater than the state’s average per capita sales.

Table 15

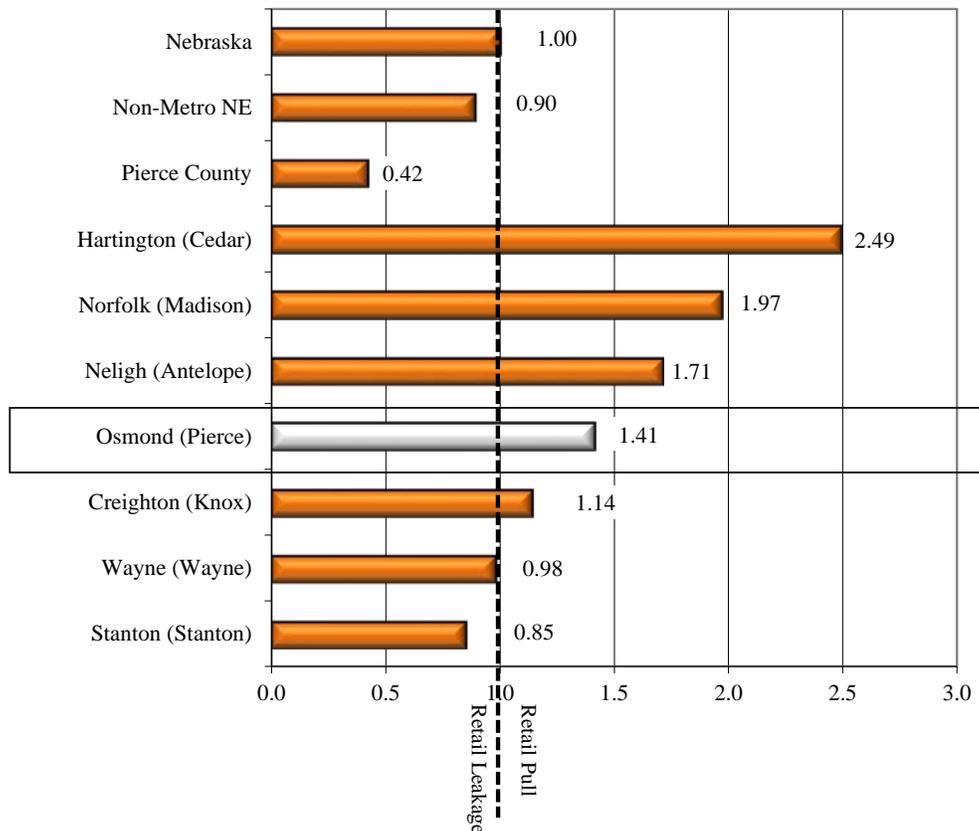
**2012 Retail Sales (NMV) Pull Factors  
 Nebraska, Pierce County, and Selected Study Area Cities**

	2012 Population	2012 Retail Sales (x \$1,000)	2012 Per Cap Sales (\$)	2012 Pull Factor
<b>Nebraska</b>	<b>1,855,525</b>	<b>21,467,686</b>	<b>11,570</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,857</b>	<b>8,144,602</b>	<b>10,417</b>	<b>0.90</b>
<b>Pierce County</b>	<b>7,166</b>	<b>34,979</b>	<b>4,881</b>	<b>0.42</b>
Osmond (Pierce)	769	12,524	16,286	1.41
Neligh (Antelope)	1,569	31,033	19,779	1.71
Hartington (Cedar)	1,532	44,203	28,853	2.49
Creighton (Knox)	1,132	14,967	13,222	1.14
Norfolk (Madison)	24,332	555,374	22,825	1.97
Stanton (Stanton)	1,557	15,272	9,809	0.85
Wayne (Wayne)	5,661	64,025	11,310	0.98

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

Chart 11

**2012 Retail Sales (NMV) Pull Factors, Nebraska,  
 Pierce County & Selected Study Area Cities**



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

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2012 pull factors into the communities reporting retail sales figures within Pierce County. As this table indicates, the community of Osmond had the strongest pull factor (1.41) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.42 for Pierce County in 2012.

Table 16

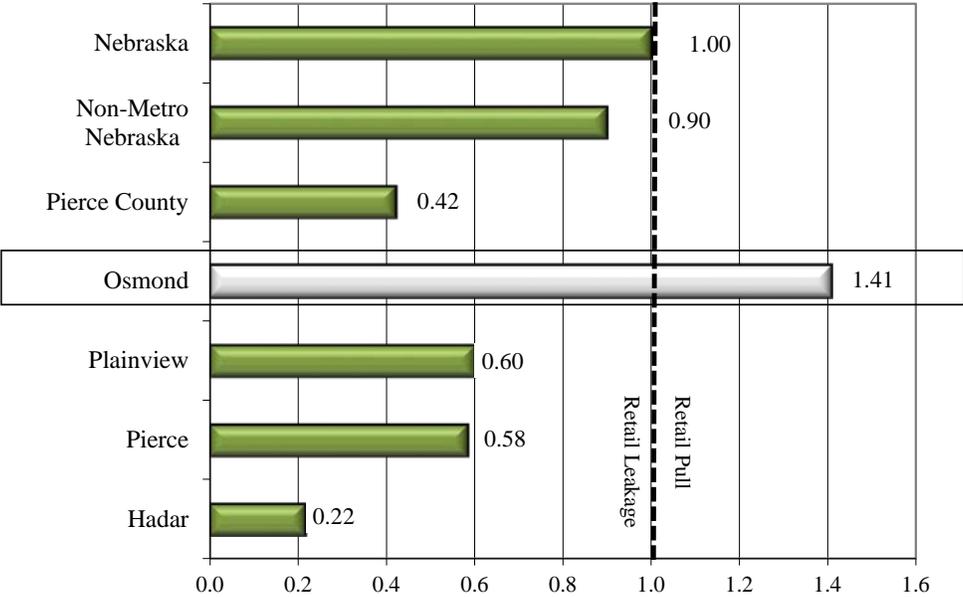
**2012 Retail Sales (NMV) Pull Factors  
 Nebraska, and Available Pierce County Area Cities**

	2012 Population	2012 Retail Sales (x \$1,000)	2012 Per Cap Sales (\$)	2012 Pull Factor
Nebraska	1,855,525	21,467,686	11,570	1.00
Non-Metro Nebraska	781,857	8,144,602	10,417	0.90
<b>Pierce County</b>	<b>7,166</b>	<b>34,979</b>	<b>4,881</b>	<b>0.42</b>
Pierce	1,745	11,798	6,761	0.58
Plainview	1,222	8,491	6,948	0.60
Osmond	769	12,524	16,286	1.41
Hadar	291	732	2,515	0.22

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

Chart 12

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



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

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2012 pull factors for Nebraska, Osmond, and eight other similarly sized communities selected from around the state. Humphrey’s pull factor of 1.93 leads the group for 2012 thus indicating Humphrey has greater retail pull.

Table 17

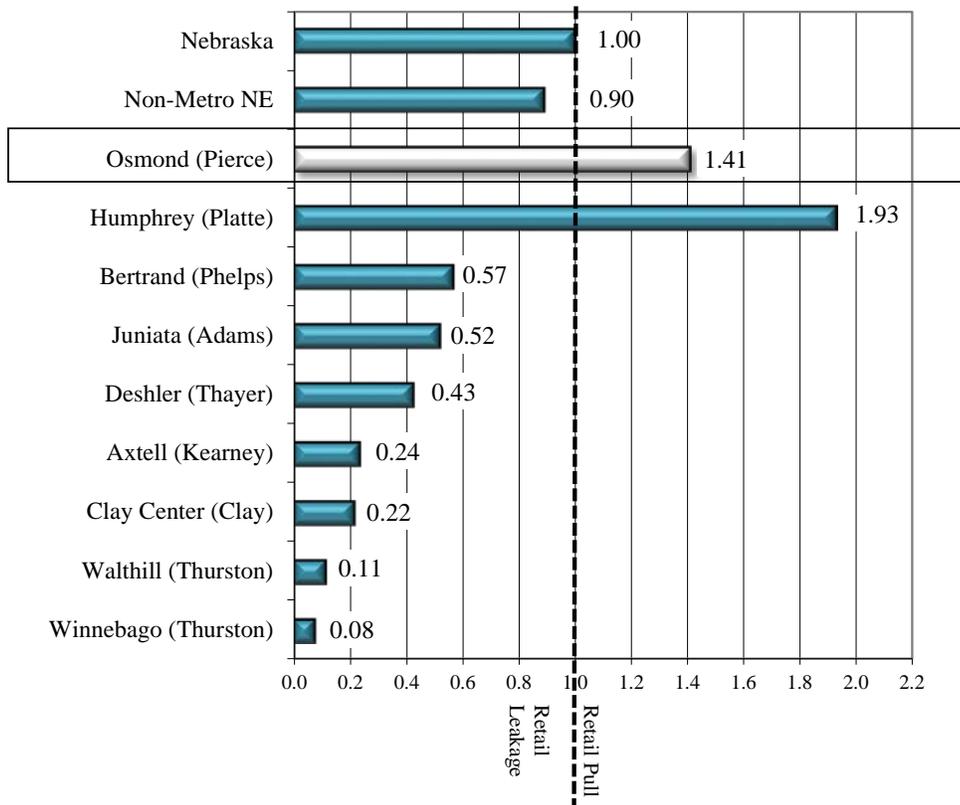
**2012 Retail Sales (NMV) Pull Factors  
 Osmond & Other Similarly Sized Nebraska Communities**

	2012 Population	2012 Retail Sales (x \$1,000)	2012 Per Cap Sales (\$)	2012 Pull Factor
<b>Nebraska</b>	<b>1,855,525</b>	<b>21,467,686</b>	<b>11,570</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,857</b>	<b>8,144,602</b>	<b>10,417</b>	<b>0.90</b>
Juniata (Adams)	787	4,731	6,012	0.52
Walthill (Thurston)	785	1,032	1,315	0.11
Winnebago (Thurston)	781	679	869	0.08
Humphrey (Platte)	774	17,271	22,314	1.93
<b>Osmond (Pierce)</b>	<b>769</b>	<b>12,524</b>	<b>16,286</b>	<b>1.41</b>
Bertrand (Phelps)	745	4,890	6,564	0.57
Clay Center (Clay)	744	1,854	2,492	0.22
Deshler (Thayer)	735	3,613	4,915	0.43
Axtell (Kearney)	718	1,956	2,724	0.24

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

Chart 13

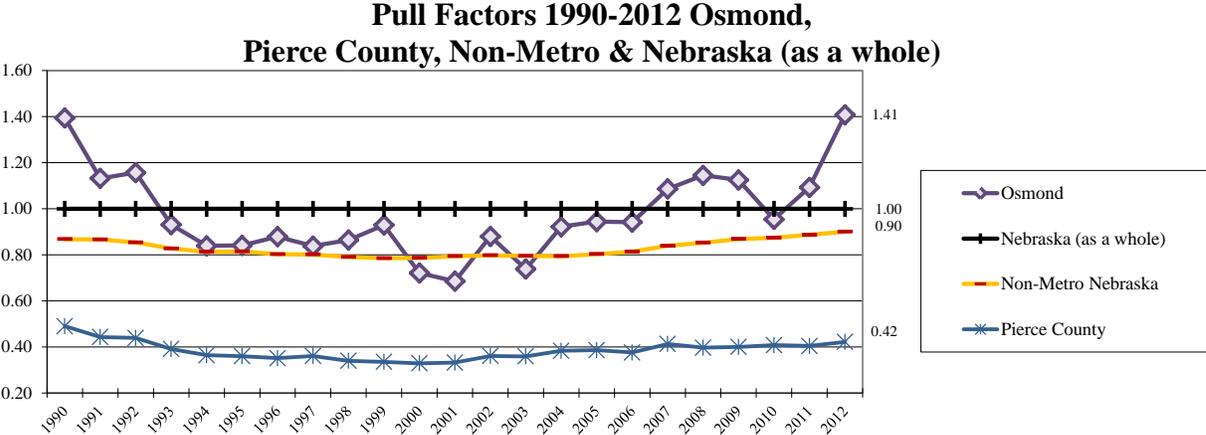
**2012 Retail Sales (NMV) Pull Factors, Osmond  
 & Other Similarly Sized Nebraska Communities**



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

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

Chart 14



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

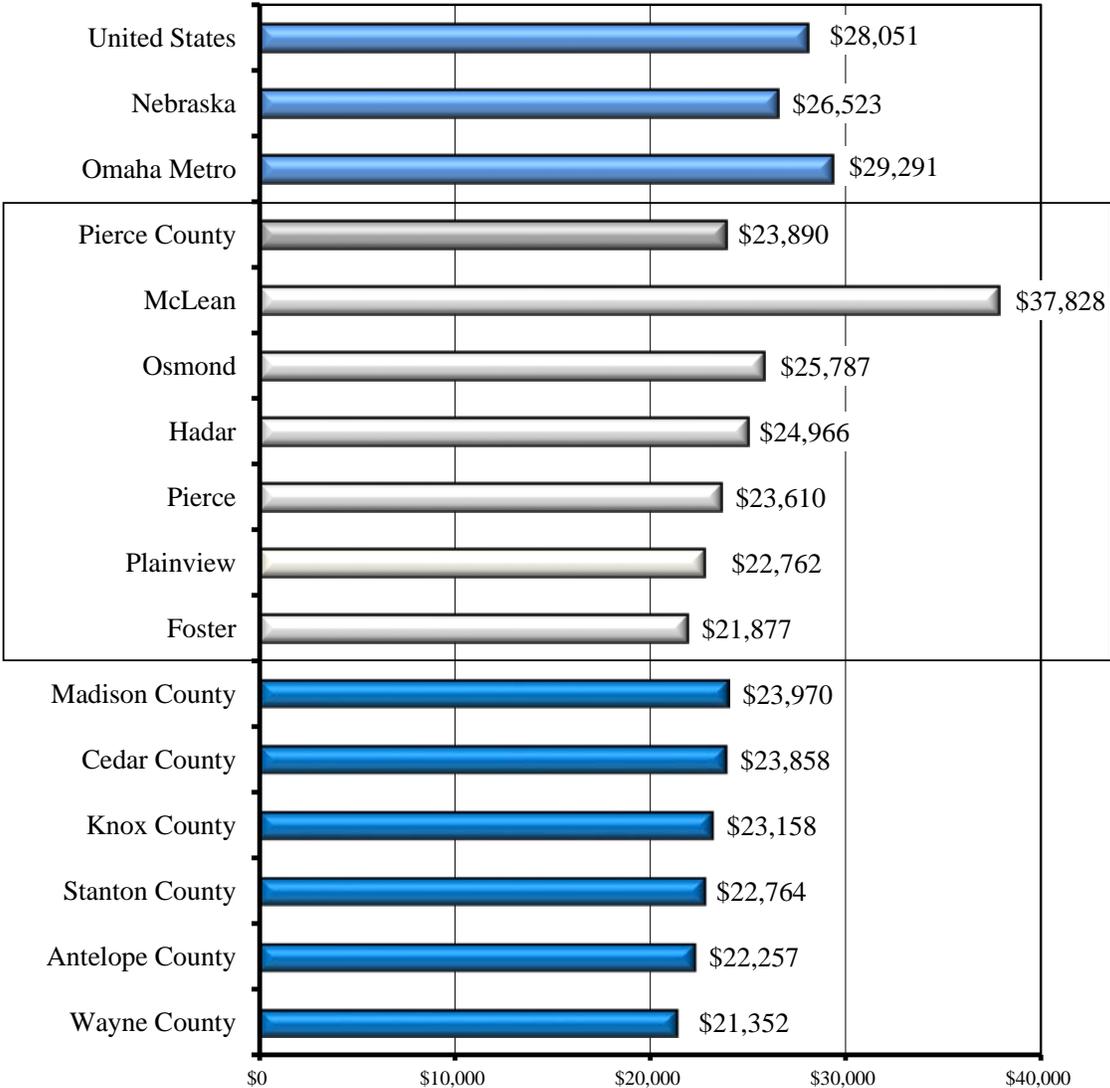
**Per Capita Personal Income**

Chart 15 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

Data show per capita personal income in 2012 for Pierce County is estimated to be \$23,890 compared to \$26,523 for Nebraska as a whole.

Chart 15

**Per Capita Income, 2012 Nebraska,  
 Pierce County & Surrounding Counties**



Source: U.S. Census Bureau, 2011 inflation adjusted past 12-months, 2008-2012 American Community Survey, released February 2014

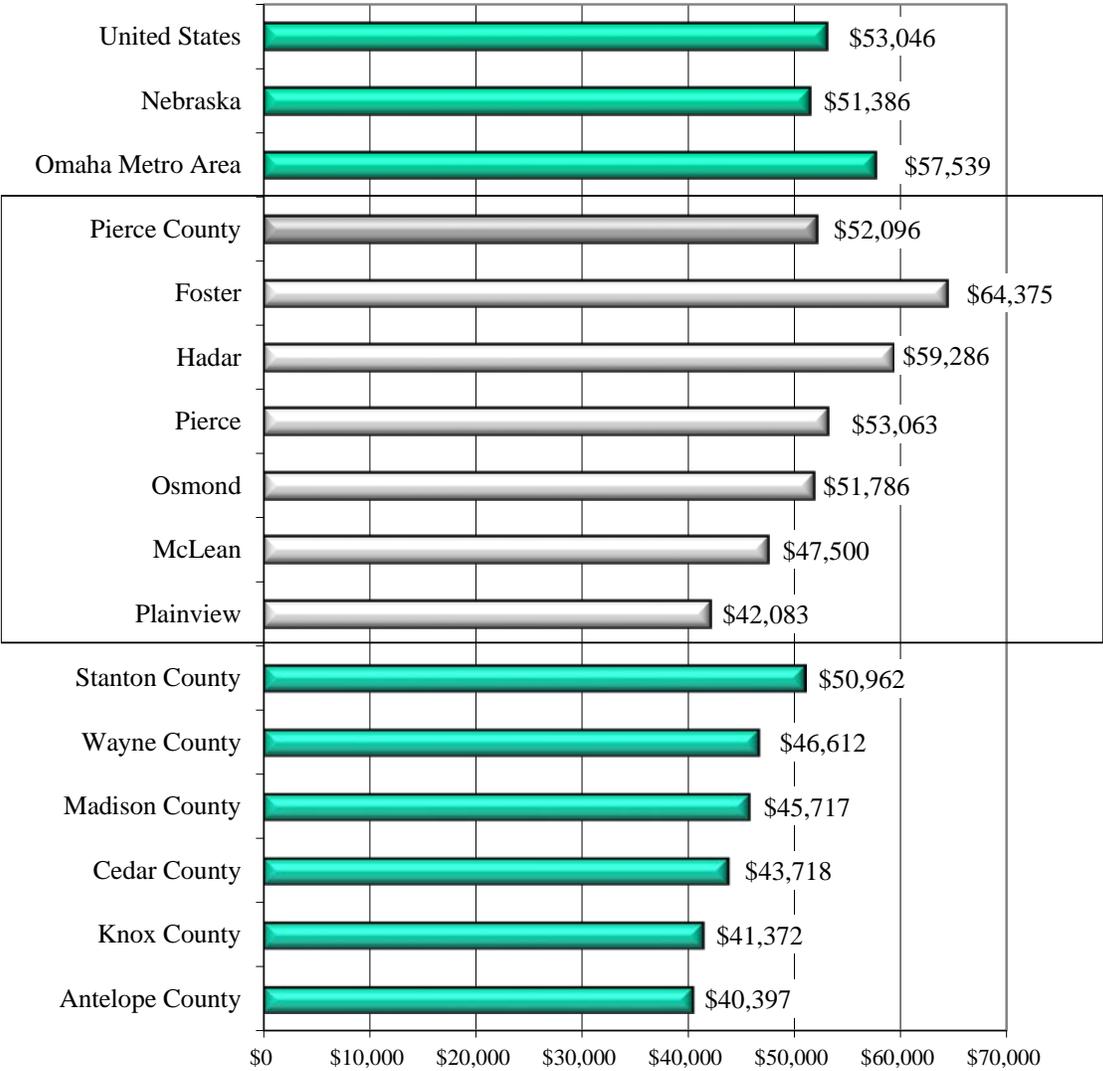
**Median Household Income**

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 Pierce County is estimated to be \$52,096 in 2012 compared to \$51,386 for Nebraska as a whole.

Chart 16

**Median Household Income, 2012 Nebraska,  
 Pierce County & Surrounding Counties**



Source: U.S. Census Bureau, 2008-2012 American Community Survey, released February 2014