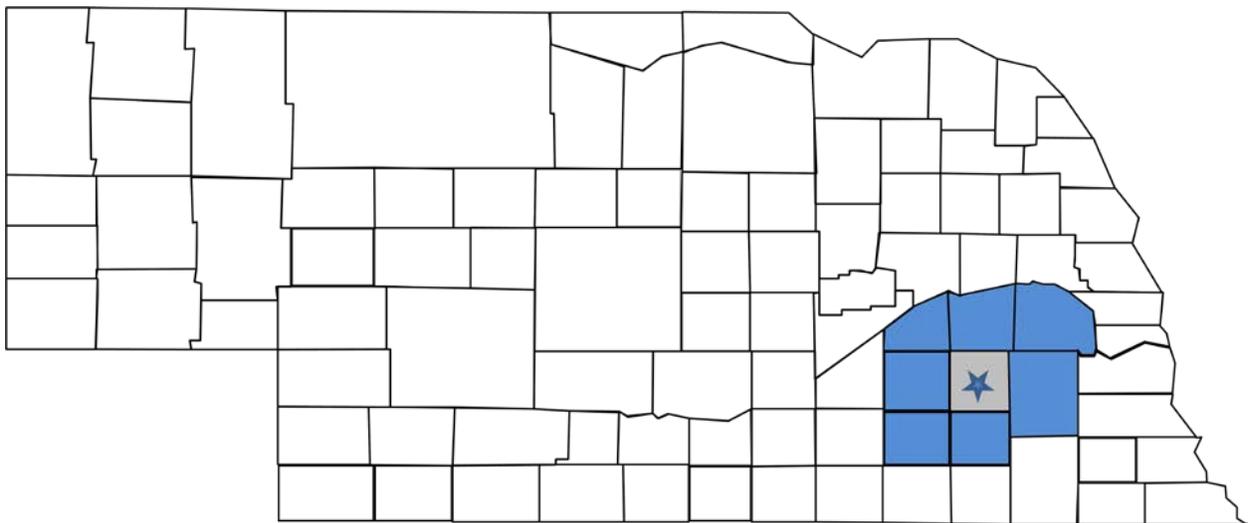


# Economic and Demographic Trends

## Seward, Seward County, and the Surrounding Area



*October 2012*

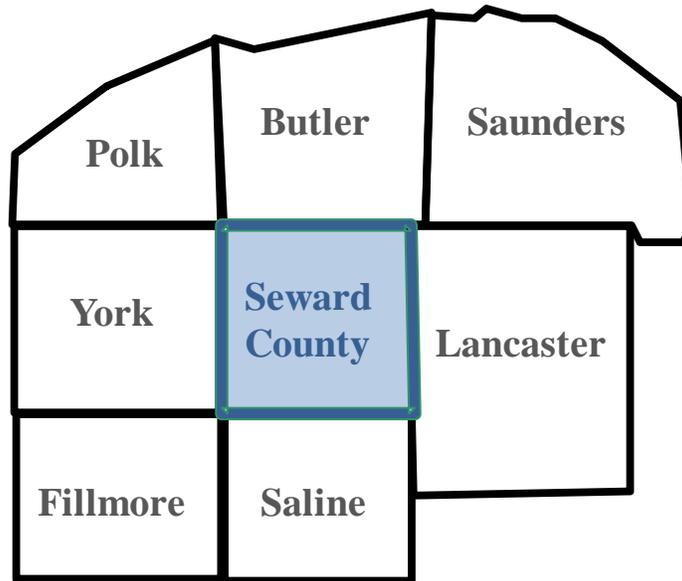
Prepared by: Mike Claborn  
Nebraska Public Power District  
Economic Development Department  
PO Box 499, 1414 15<sup>th</sup> Street  
Columbus, NE 68602-0499  
(402) 563-5699  
mlclabo@nppd.com

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



**Nebraska Public Power District**  
"Always there when you need us"

## Economic and Demographic Trends in Seward, Seward County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Seward 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 Seward County, other counties included in this area are Butler, Fillmore, Lancaster, Polk, Saline, Saunders, and York. The retail sales section also compares retail growth between the city of Seward 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 Seward County for the period 2002–2011. Non-farm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS).

Non-farm wage and salary employment consists of the following 11 sectors:

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

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 Seward County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Seward County increased 0.2 percent (11 jobs) between 2002 and 2011.

Table 1 also provides employment data for Seward County by major economic sector for years 2002–2011. Of the sectors reporting complete data, the Other Services, except Public portion of the Non-manufacturing sector recorded the largest percentage increase in employment between 2002 and 2011 (30.5 percent or 61 jobs). The Local Government sector recorded the largest actual employment increase between 2002 and 2011 (140 jobs or 14.9 percent).

Table 1

	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>6,085</b>	<b>6,195</b>	<b>6,131</b>	<b>6,280</b>	<b>6,494</b>	<b>6,275</b>	<b>5,925</b>	<b>5,853</b>	<b>5,979</b>	<b>6,096</b>	<b>0.2</b>	<b>11</b>
<b>Manufacturing</b>	<b>1,013</b>	<b>1,035</b>	<b>1,037</b>	<b>1,015</b>	<b>1,072</b>	<b>1,080</b>	<b>1,023</b>	<b>983</b>	<b>997</b>	<b>1,035</b>	<b>2.2</b>	<b>22</b>
Durable Goods	(D)	(D)										
Nondurable Goods	(D)	(D)										
<b>Non-manufacturing</b>												
Natural Resources & Construction	294	304	326	354	347	326	338	294	289	274	-6.8	-20
Trade	(D)	(D)	(D)	847	802	799	791	801	830	855	(D)	(D)
Wholesale Trade	(D)	(D)	(D)	221	223	227	225	209	241	251	(D)	(D)
Retail Trade	609	584	538	627	579	572	567	592	589	604	-0.8	-5
Transportation, Warehousing & Utilities	(D)	388	374	(D)	(D)	(D)						
Information	(D)	(D)	(D)	(D)	(D)	(D)	42	46	47	46	(D)	(D)
Financial Activities	260	268	248	259	274	275	294	308	314	321	23.5	61
Professional & Business Services	(D)	206	214	(D)	(D)	(D)						
Education & Health Services	980	1,046	1,073	1,019	1,005	914	970	1,015	1,058	1,092	11.4	112
Leisure and Hospitality	544	556	513	481	459	455	434	398	404	428	-21.3	-116
Other Services, except Public	200	204	215	211	198	238	246	255	262	261	30.5	61
<b>Government</b>	<b>1,039</b>	<b>1,086</b>	<b>1,076</b>	<b>1,297</b>	<b>1,357</b>	<b>1,338</b>	<b>1,157</b>	<b>1,159</b>	<b>1,191</b>	<b>1,173</b>	<b>12.9</b>	<b>134</b>
Federal	63	63	61	61	60	59	58	58	57	56	-11.1	-7
State	39	53	51	255	259	255	78	50	48	39	0.0	0
Local	938	970	964	981	1,037	1,025	1,021	1,051	1,086	1,078	14.9	140

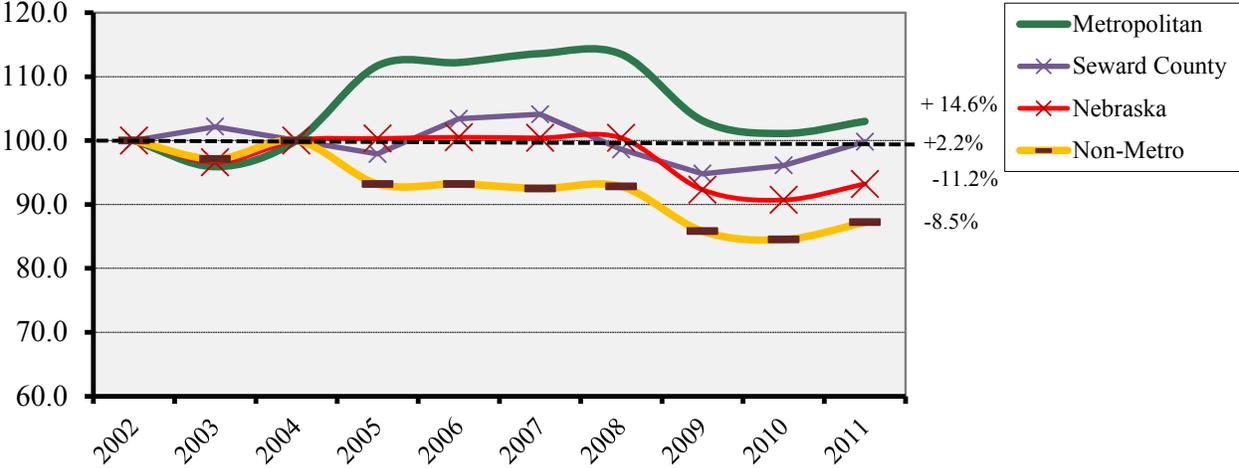
Labor Force & Work Force Summary, 2002-2011, Annually, Seward County, Nebraska (March 2012 data)  
 Source: Nebraska Department of Labor, Labor Market Information  
 (D) Data withheld to avoid disclosure of individual reporting units

Chart 1 (next page) compares total non-farm wage and salary employment growth in Seward County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2002–2011. Non-metropolitan Nebraska is defined as Nebraska minus the seven metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

As this chart indicates, total non-farm wage and salary employment in Seward County increased 0.2 percent (11 jobs) from 2002 to 2011, compared to a 5.5 percent increase for Nebraska as a whole, a 4.5 percent increase in metropolitan Nebraska, and a 2.1 percent increase in non-metropolitan Nebraska.

Chart 1

**Manufacturing (W&S) Employment, Seward County, Nebraska, Metro, and Non-Metro Nebraska, 2002-2011**  
 (Index, 2002=100)

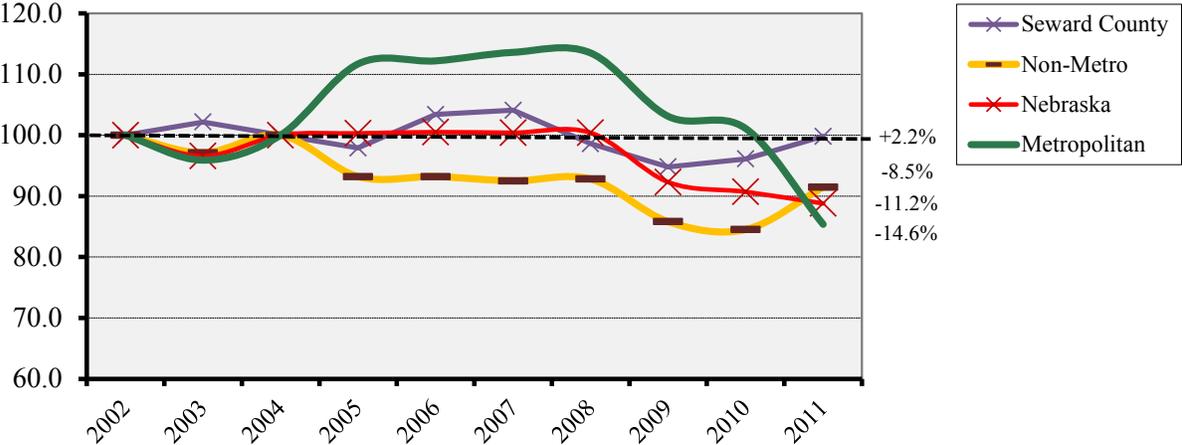


Source: Labor Force & Work Force Summary, March 2012

Chart 2 presents data on manufacturing wage and salary employment growth for Seward County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Seward County recorded a 2.2 percent increase in employment (22 jobs) between 2002 and 2011. This compares to an 8.5 percent decrease in employment for non-metropolitan Nebraska; an 11.2 percent decrease for Nebraska as a whole; and a 14.6 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Seward County, Nebraska, Metro, and Non-Metro Nebraska, 2002-2011**  
 (Index, 2002=100)



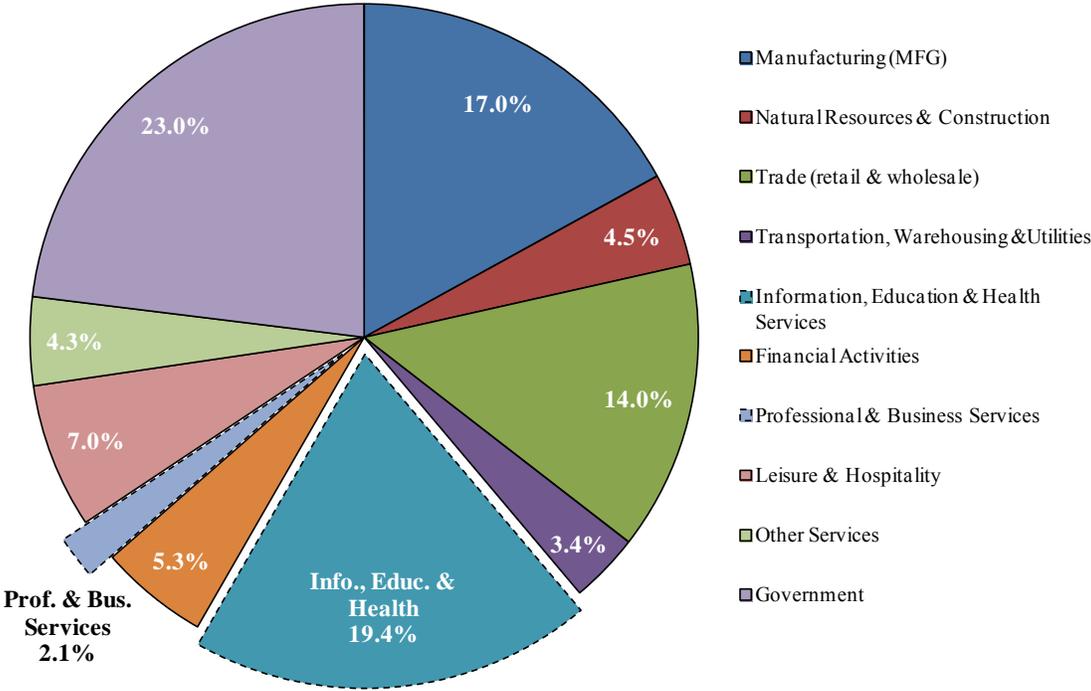
Source: Labor Force & Work Force Summary, March 2012

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 Seward County compared to the non-metropolitan and metropolitan distributions.

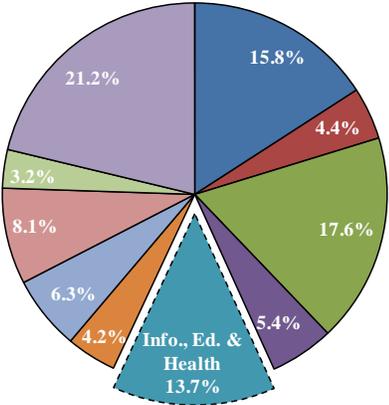
When comparing the Seward employment sectors to non-metropolitan Nebraska, the largest deviation falls in the Information, Education & Health Services sector having 19.4 percent employment (1,185 employees) compared to non-metropolitan Nebraska employment at 13.7 percent of the workforce; a difference of 5.7 percent. Comparing Seward County to the overall metropolitan distribution, the largest deviation is found in the Professional & Business Services sector (2.1 percent Seward County vs. 14.0 percent metropolitan Nebraska; a difference of 11.9 percent).

Charts 3, 4, 5

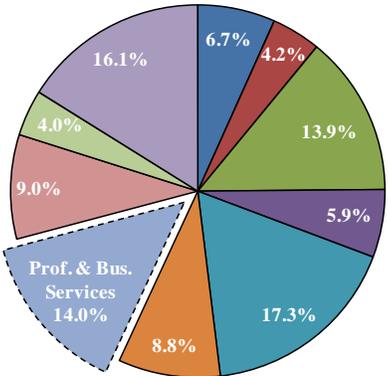
**Non-Farm Wage & Salary Employment by Major Economic Sector**  
*Seward County, 2011*



**Non-Metropolitan Nebraska W&S Employment, 2011**



**Metropolitan Nebraska W&S Employment, 2011**



The next table (Table 2) shows labor force information for Seward 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 Seward County residents participating in the labor force between 2002 and 2011 (4.5 percent or 417 people).

The percent of those unemployed in Seward County increased by 12.1 percent (34 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 Seward County unemployment rate was 3.6 percent in 2011; significantly below that for metropolitan Nebraska (4.4 percent), Nebraska as a whole (4.2 percent), and non-metropolitan Nebraska (3.9 percent).

Table 2

**Labor Force & Employment Trends, Seward 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>9,251</b>	<b>9,248</b>	<b>9,373</b>	<b>9,251</b>	<b>9,259</b>	<b>8,920</b>	<b>9,101</b>	<b>8,744</b>	<b>19,142</b>	<b>8,834</b>	<b>-4.5</b>	<b>-417</b>
Unemployment	280	303	286	296	245	238	292	369	1,028	314	12.1	34
Unemployment Rate	3.0	3.3	3.1	3.2	2.6	2.7	3.2	4.2	5.4	3.6	(N/A)	(N/A)
Employment	8,971	8,945	9,087	8,955	9,015	8,683	8,809	8,375	18,114	8,520	-5.0	-451

Labor Force & Work Force Summary, 2002-2011, Annually, Seward County, Nebraska (August 2012 data)

Source: Nebraska Department of Labor, Labor Market Information

(N/A) Data not available

**Residence and Work Flow Patterns**

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Seward 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 Seward County are from 2010.

Table 3 (pages 6–7) examines the Work Destination area for Seward County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 7,466 county labor force participants holding primary jobs. As Table 3 shows, 98.0 percent of Seward County’s labor force participants are employed within the state of Nebraska. Approximately 38.3 percent of Seward County workers remain within Seward County for employment with 61.7 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Seward 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 Primary Jobs</b>	<b>7,466</b>	<b>100.0%</b>

**By States**

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

	Count	Share
<b>Nebraska</b>	<b>7,315</b>	<b>98.0%</b>
Iowa	66	0.1%
Kansas	44	0.6%
South Dakota	13	0.2%
Missouri	7	0.1%
Illinois	5	0.1%
Colorado	3	0.0%
Indiana	3	0.0%
Washington	3	0.0%
Minnesota	2	0.0%
All Other Locations	5	0.1%

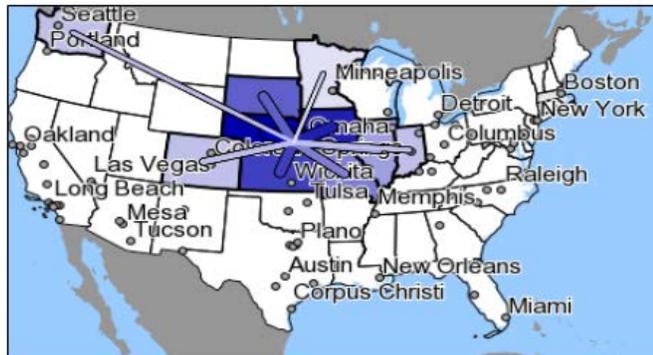
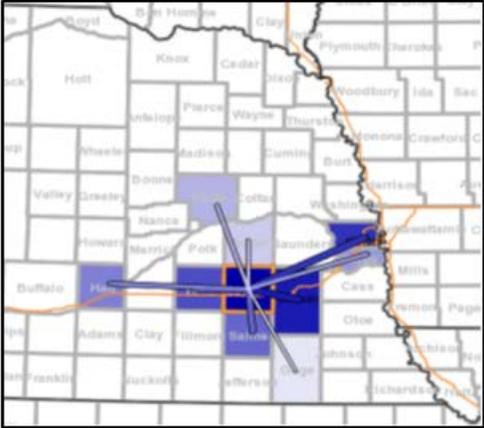


Table 3 (continued)

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

	Count	Share
<b>Seward County, NE</b>	<b>2,858</b>	<b>38.3%</b>
Lancaster County, NE	2,555	34.2%
Douglas County, NE	417	5.6%
York County, NE	242	3.2%
Saline County, NE	216	2.9%
Hall County, NE	140	1.9%
Sarpy County, NE	96	1.3%
Platte County, NE	89	1.2%
Butler County, NE	77	1.0%
Gage County, NE	55	0.7%
All Other Locations	721	9.7%



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

	Count	Share
<b>Lincoln city, NE</b>	<b>2,392</b>	<b>32.0%</b>
Seward city, NE	1,598	21.4%
Omaha city, NE	379	5.1%
Milford city, NE	270	3.6%
York city, NE	157	2.1%
Grand Island city, NE	127	1.7%
Crete city, NE	120	1.6%
Utica village, NE	92	1.2%
Columbus city, NE	67	0.9%
Friend city, NE	53	0.7%
All Other Locations	2,211	29.6%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, August 2012

People also travel from other locations to work in Seward 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 Seward County. The Census identified 5,292 primary jobs within Seward County. As Table 4 indicates, 98.1 percent of these jobs are held by Nebraska residents. Approximately 54.0 percent of Seward County workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

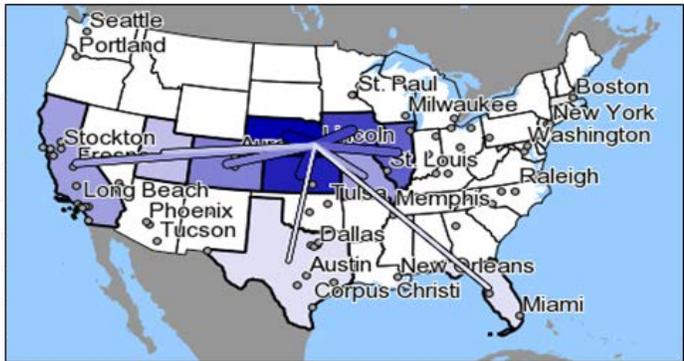
**Home Destination Report**  
*Where Workers Live Who are Employed in the Selection Area*  
 2010

	Count	Share
<b>Total Primary Jobs</b>	<b>5,292</b>	<b>100.0%</b>

**By States**

**Job Counts by States Where Workers Live**  
 2010

	Count	Share
<b>Nebraska</b>	<b>5,194</b>	<b>98.1%</b>
Kansas	37	0.7%
Iowa	23	0.4%
Illinois	7	0.1%
Colorado	6	0.1%
California	5	0.1%
Missouri	5	0.1%
Utah	4	0.1%
Florida	2	0.0%
Texas	2	0.0%
All Other Locations	7	0.1%



**By Counties**

**Job Counts by Counties Where Workers Live**  
 2010

	Count	Share
<b>Seward County, NE</b>	<b>2,858</b>	<b>54.0%</b>
Lancaster County, NE	751	14.2%
York, County, NE	213	4.0%
Saline County, NE	173	3.3%
Butler County, NE	133	2.5%
Douglas County, NE	102	1.9%
Fillmore County, NE	80	1.5%
Gage County, NE	60	1.1%
Platte County, NE	52	1.0%
Hall County, NE	51	1.0%
All Other Locations	819	15.5%



Table 4 (continued)

**By Place (top 10)**

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

	Count	Share
<b>Seward city, NE</b>	<b>1,370</b>	<b>25.9%</b>
Lincoln city, NE	662	12.5%
Milford city, NE	230	4.3%
Utica village, NE	132	2.5%
Omaha city, NE	86	1.6%
York city, NE	84	1.6%
Beaver Crossing village, NE	57	1.1%
Staplehurst village, NE	45	0.9%
Grand Island city, NE	44	0.8%
Crete city, NE	41	0.8%
All Other Locations	2,541	48.0%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, May 2012

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

Table 5

**Inflow/Outflow Report - Seward County**

Selection Area Labor Market Size (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	5,292	100.0%	5,168	100.0%	5,224	100.0%
Living in the Selection Area	7,466	141.1%	7,390	143.0%	7,168	137.2%
Net Job Inflow (+) or Outflow (-)	-2,174	-	-2,222	-	-1,944	-

In-Area Labor Force Efficiency (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	7,466	100.0%	7,390	100.0%	7,168	100.0%
Living and Employed in the Selection Area	2,858	38.3%	2,753	37.3%	2,792	39.0%
Living in the Selection Area but Employed Outside	4,608	61.7%	4,637	62.7%	4,376	61.0%

In-Area Employment Efficiency (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	5,292	100.0%	5,168	100.0%	5,224	100.0%
Employed and Living in the Selection Area	2,858	54.0%	2,753	53.3%	2,792	53.4%
Employed in the Selection Area but Living Outside	2,434	46.0%	2,415	46.7%	2,432	46.6%

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	4,608	100.0%	4,637	100.0%	4,376	100.0%
Workers Aged 29 or younger	1,141	24.8%	1,192	25.7%	1,203	27.5%
Workers Aged 30 to 54	2,605	56.5%	2,559	55.2%	2,422	55.3%
Workers Aged 55 or older	862	18.7%	886	19.1%	751	17.2%
Workers Earning \$1,250 per month or less	1,033	22.4%	1,041	22.4%	1,032	23.6%
Workers Earning \$1,251 to \$3,333 per month	1,848	40.1%	2,028	43.7%	1,903	43.5%
Workers Earning More than \$3,333 per month	1,727	37.5%	1,568	33.8%	1,441	32.9%
Workers in the "Goods Producing" Industry Class	814	17.7%	885	19.1%	859	19.6%
Workers in the "Trade, Transportation, and Utilities" Industry	1,119	24.3%	1,111	24.0%	1,134	25.9%
Workers in the "All Other Services" Industry Class	2,675	58.1%	2,641	57.0%	2,383	54.5%

<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	2,434	100.0%	2,415	100.0%	2,432	100.0%
Workers Aged 29 or younger	548	22.5%	589	24.4%	668	27.5%
Workers Aged 30 to 54	1,298	53.3%	1,327	54.9%	1,248	51.3%
Workers Aged 55 or older	588	24.2%	499	20.7%	516	21.2%
Workers Earning \$1,250 per month or less	596	24.5%	603	25.0%	707	29.1%
Workers Earning \$1,251 to \$3,333 per month	1,021	41.9%	1,218	50.4%	1,140	46.9%
Workers Earning More than \$3,333 per month	817	33.6%	594	24.6%	585	24.1%
Workers in the "Goods Producing" Industry Class	570	23.4%	625	25.9%	701	28.8%
Workers in the "Trade, Transportation, and Utilities" Industry	638	26.2%	631	26.1%	596	24.5%
Workers in the "All Other Services" Industry Class	1,226	50.4%	1,159	48.0%	1,135	46.7%

<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	2,858	100.0%	2,753	100.0%	2,792	100.0%
Workers Aged 29 or younger	602	21.1%	552	20.1%	562	20.1%
Workers Aged 30 to 54	1,519	53.1%	1,495	54.3%	1,533	54.9%
Workers Aged 55 or older	737	25.8%	706	25.6%	697	25.0%
Workers Earning \$1,250 per month or less	759	26.6%	755	27.4%	800	28.7%
Workers Earning \$1,251 to \$3,333 per month	1,218	42.6%	1,292	46.9%	1,283	46.0%
Workers Earning More than \$3,333 per month	881	30.8%	706	25.6%	709	25.4%
Workers in the "Goods Producing" Industry Class	767	26.8%	736	26.7%	791	28.3%
Workers in the "Trade, Transportation, and Utilities" Industry	414	14.5%	430	15.6%	393	14.1%
Workers in the "All Other Services" Industry Class	1,677	58.7%	1,587	57.6%	1,608	57.6%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 8/10/2012.

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Seward County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Seward County is greater in 2010 compared to 2008. As Figure 1 indicates, the distribution of miles traveled to work since 2008 has stayed relatively the same.

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>7,466</b>	<b>100.0%</b>	<b>7,390</b>	<b>100.0%</b>	<b>7,168</b>	<b>100.0%</b>
Less than 10 miles	2,276	30.5%	2,189	29.6%	2,230	31.1%
10 to 24 miles	2,706	36.2%	2,625	35.5%	2,521	35.2%
25 to 50 miles	1,303	17.5%	1,384	18.7%	1,279	17.8%
Greater than 50 miles	1,181	15.8%	1,192	16.1%	1,138	15.9%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 8/10/2012.

Figure 1

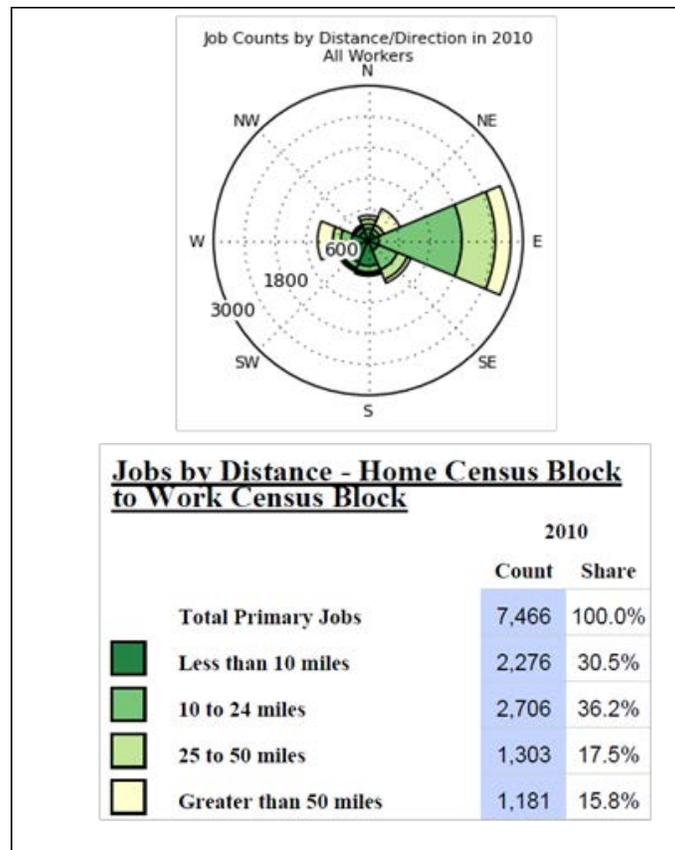


Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Seward County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Seward County has increased slightly since 2008. The data also show the majority of Seward County employees 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

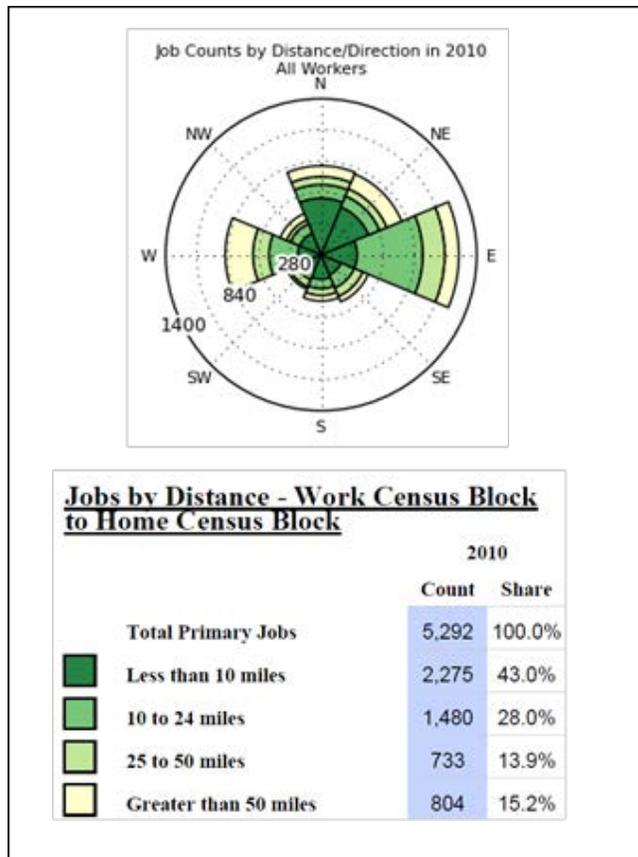
**Distance/Direction Report - Work to Home Census Block**  
*Work within study area - distance to home*

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

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>5,292</b>	<b>100.0%</b>	<b>5,168</b>	<b>100.0%</b>	<b>5,224</b>	<b>100.0%</b>
Less than 10 miles	2,275	43.0%	2,168	42.0%	2,222	42.5%
10 to 24 miles	1,480	28.0%	1,450	28.1%	1,457	27.9%
25 to 50 miles	733	13.9%	762	14.7%	734	14.1%
Greater than 50 miles	804	15.2%	788	15.2%	811	15.5%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 8/10/2012.

Figure 2



## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Seward County and the surrounding area. As Table 8 indicates, Seward County’s population increased 15.8 percent (2,290 people) between 1970 and 2010. This population increase compares to a 23.0 percent increase for Nebraska as a whole. Seward County reported a 0.3 percent decrease in population from 2010 to 2011 (47 people).

Table 8

**County Population 1970-2011**  
 Seward County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2011	% Change 1970-2010	% Change 2010-2011
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,842,641	23.0	0.9
<b>Seward County</b>	<b>14,460</b>	<b>15,789</b>	<b>15,450</b>	<b>16,496</b>	<b>16,750</b>	<b>16,703</b>	<b>15.8</b>	<b>-0.3</b>
Butler County	9,461	9,330	8,601	8,861	8,395	8,287	-11.3	-1.3
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,866	-27.6	-0.4
Lancaster County	167,972	192,884	213,641	250,291	285,407	289,800	69.9	1.5
Polk County	6,468	6,320	5,668	5,639	5,406	5,322	-16.4	-1.6
Saline County	12,809	13,131	12,715	13,843	14,200	14,345	10.9	1.0
Saunders County	17,018	18,716	18,285	19,830	20,780	20,867	22.1	0.4
York County	13,685	14,798	14,428	14,598	13,665	13,726	-0.1	0.4

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

Table 9 data reveal significant population gain for Seward County communities during the 1970–2011 time period. The city of Seward reported a 31.5 percent increase in population (1,670 people) between 1970 and 2010. The unincorporated areas outside of the selected communities experienced a 2.8 percent increase (143 people) during the 1970–2010 time period.

Table 9

**County & Incorporated Place Population 1970-2011**  
 Seward County, Incorporated, and the Unincorporated Areas

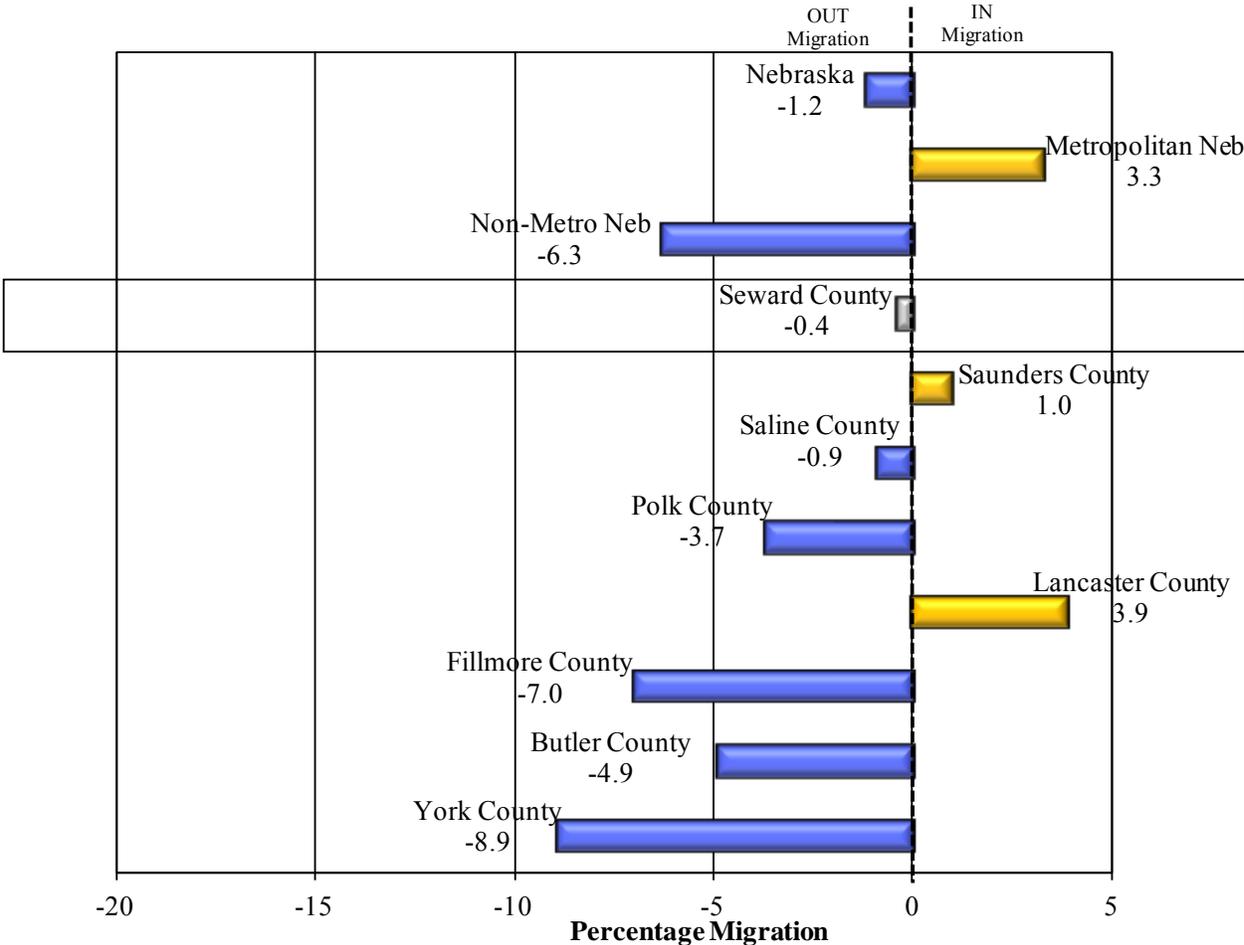
Location	1970	1980	1990	2000	2010	2011	% Change 1970-2010	% Change 2010-2011
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,842,641	23.0	0.9
<b>Seward County</b>	<b>14,460</b>	<b>15,789</b>	<b>15,450</b>	<b>16,496</b>	<b>16,750</b>	<b>16,703</b>	<b>15.8</b>	<b>-0.3</b>
Garland (Germantown)	244	257	247	247	216	215	-11.5	-0.5
Beaver Crossing	400	458	448	457	403	403	0.8	0.0
Pleasant Dale	258	259	253	245	205	204	-20.5	-0.5
Staplehurst	227	306	281	270	242	241	6.6	-0.4
Cordova	141	129	147	127	137	136	-2.8	-0.7
Goehner	113	165	192	186	154	153	36.3	-0.6
Milford	1,846	2,108	1,942	2,070	2,090	2,084	13.2	-0.3
Seward	5,294	5,713	5,862	6,319	6,964	6,946	31.5	-0.3
Tamora	93	50	51	0	58	0	-37.6	-100.0
Utica	602	689	725	844	861	860	43.0	-0.1
Bee	156	192	209	223	191	190	22.4	-0.5
<b>Total Unincorporated Areas:</b>	<b>5,086</b>	<b>5,463</b>	<b>5,093</b>	<b>5,508</b>	<b>5,229</b>	<b>5,271</b>	<b>-2.8</b>	<b>0.8</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, Seward 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, the majority of the study area experienced out-migration. Seward County experienced 0.4 percent out-migration (63 people) during this time period.

Chart 6

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

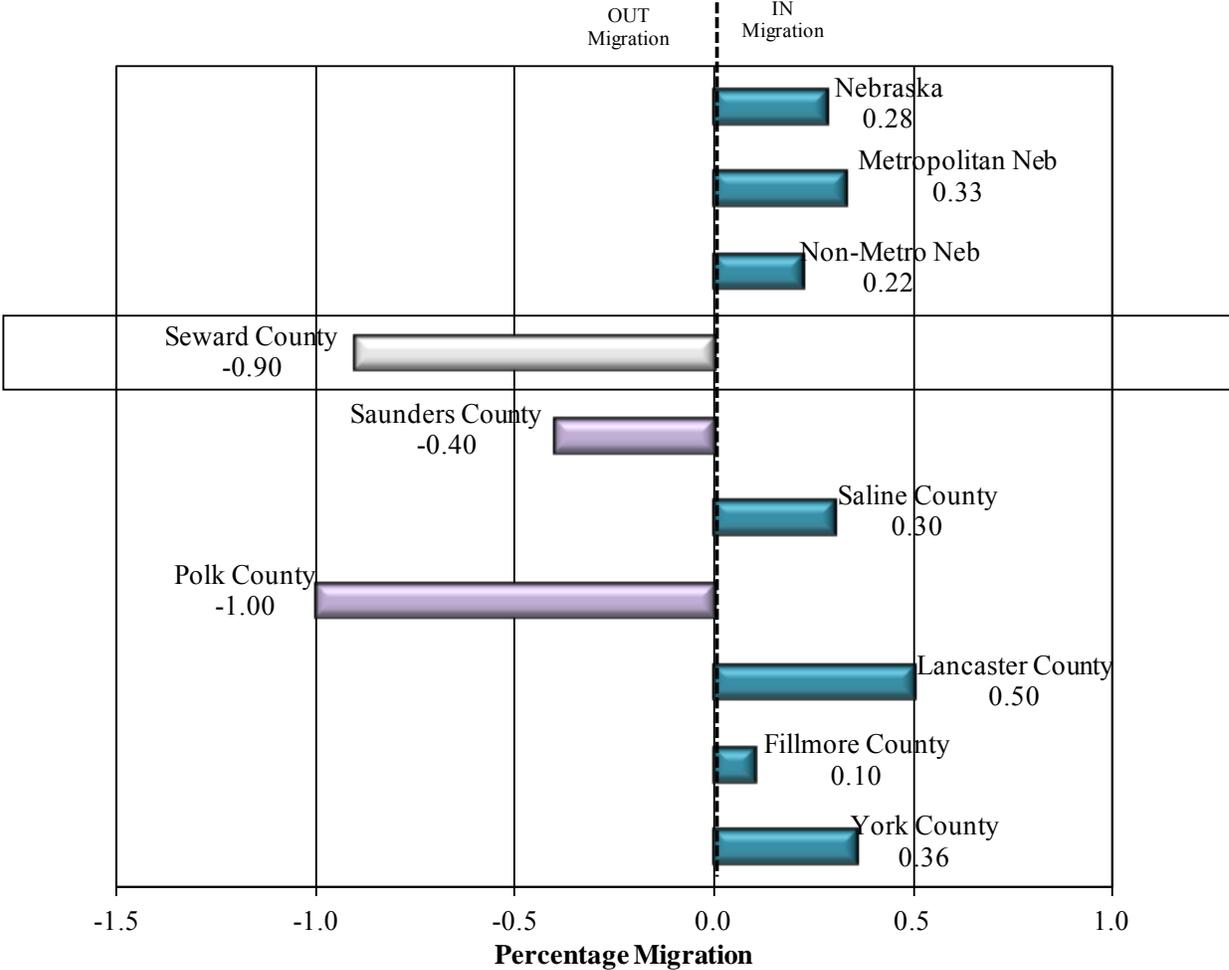


Source: U.S. Census Bureau, County population and estimated components of population change, April 2012

Looking at the year 2010–2011 (Chart 7), Seward County and two other counties experienced out-migration within the study area. Seward County recorded 0.90 percent out-migration (151 people).

Chart 7

**2010-2011 Net Migration as Percent of 2010 Population  
 Seward County and the Surrounding Area**



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

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. While these data provide further insight to where counties are gaining and losing population due to migration, it is important to recognize these data reflect migration activities of tax filing citizens.

Table 10 data show 68.9 percent of those moving in to Seward County between 2009 and 2010 moved from other Nebraska locations (578 people). Data also reveal 261 people (31.1 percent) migrated in from other states.

Table 10

**Migration Inflow 2009-2010  
 Seward County, Nebraska**

<b>Moved to Seward County From:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Total U.S.	839	100.0%
Nebraska (NE)	578	68.9%
Different State	261	31.1%

<b>County Specific Flows:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Lancaster County	289	34.4%
York County	49	5.8%
Saline County	30	3.6%
Butler County	21	2.5%
Other Flows - Same State	189	22.5%
Other Flows - Diff State	261	31.1%

Source: SOI Tax Stats, County-to-County Migration Data Files, [www.irs.gov](http://www.irs.gov), December 2011

Table 11 data reveal 77.9 percent of people migrating out of Seward County between 2009 and 2010 remained in the state of Nebraska (524 people). Data show 149 Seward County residents (22.1 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

**Migration Outflow 2009-2010  
 Seward County, Nebraska**

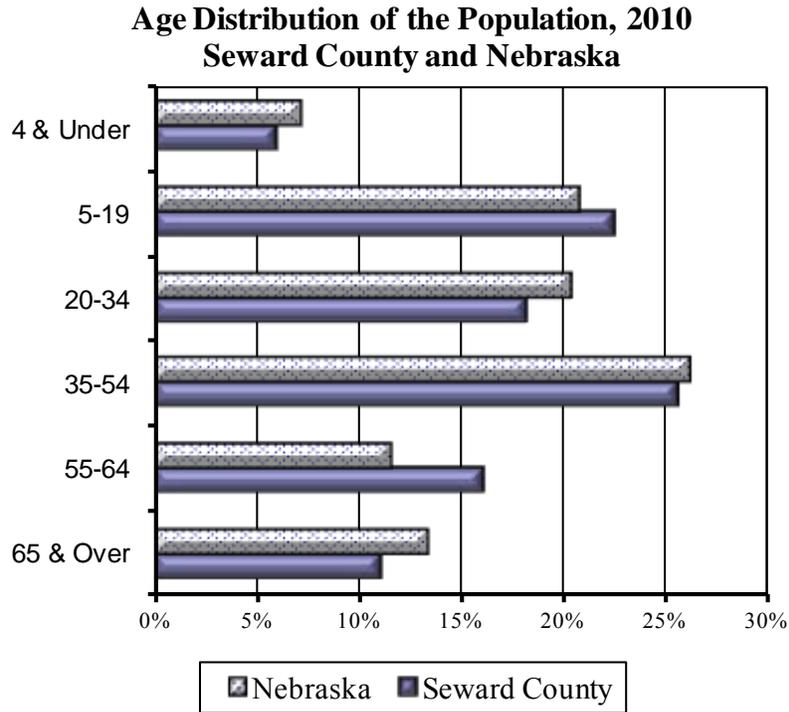
<b>Moved from Seward County To:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Total U.S.	673	100.0%
Nebraska (NE)	524	77.9%
Different State	149	22.1%

<b>County Specific Flows:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Lancaster County	274	40.7%
Douglas County	36	5.3%
York County	34	5.1%
Butler County	29	4.3%
Other Flows - Same State	300	44.6%
Other Flows - Diff State	123	18.3%

Source: SOI Tax Stats, County-to-County Migration Data Files, [www.irs.gov](http://www.irs.gov), December 2011

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 Seward County. The population of Seward County is slightly older in age than Nebraska as a whole. The median age for Seward County residents in 2010 was 38.0 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8



Source: U.S. Census Bureau, June 2011

Table 12

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

	2010 Population		Percent	
	Nebraska	Seward County	Nebraska	Seward County
<b>4 &amp; Under</b>	131,908	1,021	7.2%	6.1%
<b>5-19</b>	380,564	3,783	20.8%	22.6%
<b>20-34</b>	374,452	3,060	20.5%	18.3%
<b>35-54</b>	479,564	4,300	26.3%	25.7%
<b>55-64</b>	213,176	2,713	11.7%	16.2%
<b>65 &amp; Over</b>	246,677	1,873	13.5%	11.2%
<b>Total</b>	<b>1,826,341</b>	<b>16,750</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.2</b>	<b>38.0</b>		

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

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Seward 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

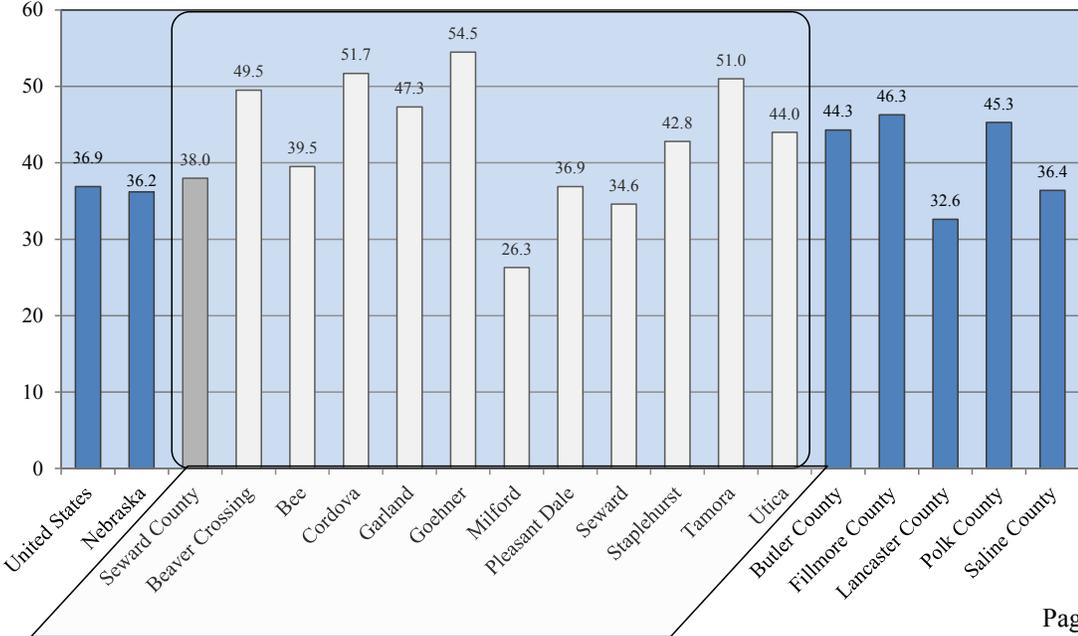
**Median Age by Location and Gender, 2010**  
**Seward County and the Surrounding Area**

	Median Age 2010		
	Total	Male	Female
<b>United States</b>	<b>36.9</b>	35.6	38.1
<b>Nebraska</b>	<b>36.2</b>	35.0	37.4
<b>Seward County</b>	<b>38.0</b>	35.7	40.1
<b>Beaver Crossing</b>	<b>49.5</b>	49.5	48.5
<b>Bee</b>	<b>39.5</b>	40.4	39.2
<b>Cordova</b>	<b>51.7</b>	48.5	63.7
<b>Garland</b>	<b>47.3</b>	45.2	48.0
<b>Goehner</b>	<b>54.5</b>	50.5	55.5
<b>Milford</b>	<b>26.3</b>	23.2	36.5
<b>Pleasant Dale</b>	<b>36.9</b>	38.2	36.5
<b>Seward</b>	<b>34.6</b>	34.4	35.5
<b>Staplehurst</b>	<b>42.8</b>	46.3	38.3
<b>Tamora</b>	<b>51.0</b>	50.5	51.0
<b>Utica</b>	<b>44.0</b>	41.0	49.4
<b>Butler County</b>	<b>44.3</b>	43.4	45.2
<b>Fillmore County</b>	<b>46.3</b>	44.9	47.5
<b>Lancaster County</b>	<b>32.6</b>	31.7	33.6
<b>Polk County</b>	<b>45.3</b>	44.6	46.4
<b>Saline County</b>	<b>36.4</b>	34.9	37.8

Data Set: 2006-2010 American Community Survey 5-Year Estimates  
 Source: U.S. Census Bureau, 2006-2010 American Community Survey,

Chart 9

**Median Age by Location, 2010**  
**Seward County and the Surrounding Area**



## Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Seward 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, Seward 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 Nebraska	782,366	7,822,513	9,999	0.89
<b>Seward County</b>	<b>16,703</b>	<b>105,609</b>	<b>6,323</b>	<b>0.56</b>
Butler County	8,287	43,449	5,243	0.46
Fillmore County	5,866	40,528	6,909	0.61
Lancaster County	289,800	3,204,759	11,059	0.98
Polk County	5,322	35,304	6,634	0.59
Saline County	14,345	74,265	5,177	0.46
Saunders County	20,867	95,647	4,584	0.41
York County	13,726	193,700	14,112	1.25

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

Reviewing the pull factors at the county level indicates Seward County has some retail leakage. The 2010 pull factor of 0.56 indicates, on a per capita basis, retail sales in Seward County are 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 Seward County (0.56) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Seward County are 33.6 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 10

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

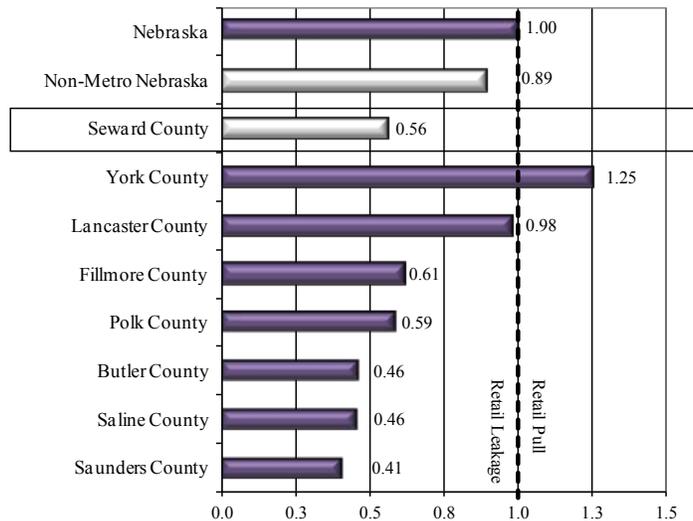


Table 15 and Chart 11 compare the 2011 pull factors for selected area communities. The community of Seward’s pull factor of 1.00 indicates that, on a per capita basis, non-motor vehicle retail sales in Seward are equal to the state’s average per capita sales.

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 Nebraska	782,366	7,822,513	9,999	0.89
<b>Seward (Seward)</b>	<b>6,946</b>	<b>78,591</b>	<b>11,315</b>	<b>1.00</b>
David City (Butler)	2,871	35,294	12,293	1.09
Geneva (Fillmore)	2,207	25,194	11,415	1.01
Lincoln (Lancaster)	262,341	3,118,670	11,888	1.05
Stromsburg (Polk)	1,153	21,309	18,481	1.64
Crete (Saline)	7,028	51,352	7,307	0.65
Wahoo (Saunders)	4,528	38,750	8,558	0.76
York, (York)	7,802	171,703	22,008	1.95

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

Chart 11

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

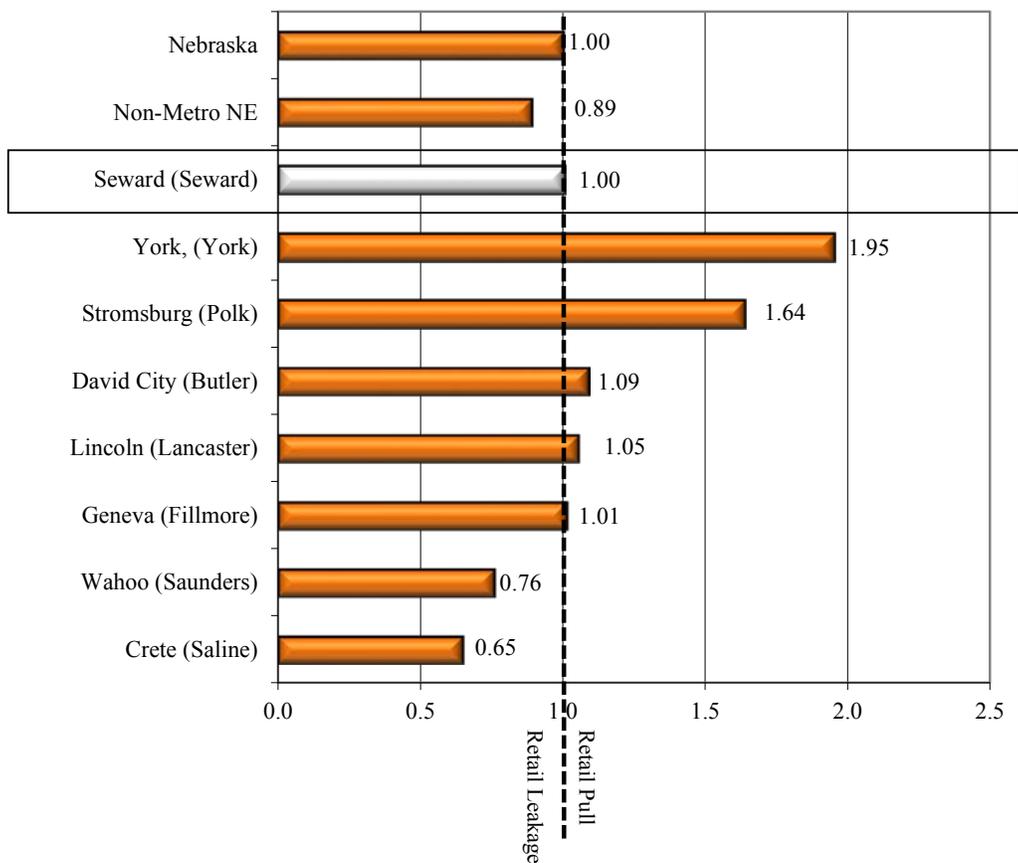


Table 16 and Chart 12 further breakdown the 2011 pull factors into the communities reporting retail sales figures within Seward County. As this table indicates, the community of Seward had the strongest pull factor (1.00) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.58 for Seward County in 2011.

Table 16

**2011 Retail Sales (NMV) Pull Factors  
 Nebraska and Available Seward 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 Nebraska	782,366	7,822,513	9,999	0.89
<b>Seward County</b>	<b>9,595</b>	<b>61,049</b>	<b>6,363</b>	<b>0.58</b>
Beaver Crossing	403	812	2,016	0.18
Bee	190	324	1,708	0.15
Cordova	136	693	5,092	0.45
Garland	215	1,096	5,096	0.45
Goehner	153	468	3,056	0.27
Milford	2,084	17,913	8,596	0.76
Pleasant Dale	204	1,091	5,349	0.47
Seward	6,946	78,591	11,315	1.00
Staplehurst	241	163	678	0.06
Tamora	(NA)	(NA)	(NA)	(NA)
Utica	860	4,429	5,150	0.46

Source: U.S. Census Bureau and Nebraska Department of Revenue, August 2012  
 (NA) Data not available

Chart 12

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

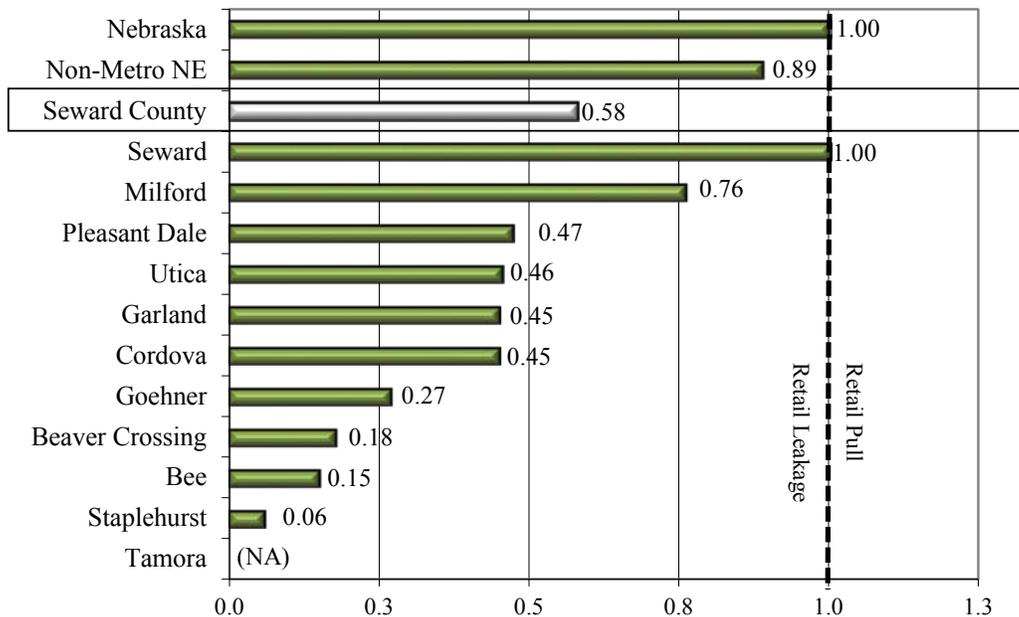


Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2011 pull factors for Nebraska, Seward, and eight other similarly sized communities selected from around the state. Sidney's pull factor of 1.80 leads the group for 2011 thus indicating Sidney has greater retail pull.

Table 17

**2011 Retail Sales (NMV) Pull Factors  
 Seward & 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 Nebraska	782,366	7,822,513	9,999	0.89
<b>Seward (Seward)</b>	<b>6,946</b>	<b>78,591</b>	<b>11,315</b>	<b>1.00</b>
Sidney (Cheyenne)	6,757	132,341	19,586	1.80
Ogallala (Keith)	4,737	83,869	17,705	1.62
Holdrege (Phelps)	5,495	75,635	13,764	1.26
Chadron (Dawes)	5,851	78,049	13,339	1.22
Wahoo (Saunders)	4,508	37,918	8,411	0.77
Plattsmouth (Cass)	6,502	50,311	7,738	0.71
Ralston (Douglas)	5,943	41,604	7,001	0.64
Schuyler (Colfax)	6,211	29,225	4,705	0.43

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

Chart 13

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

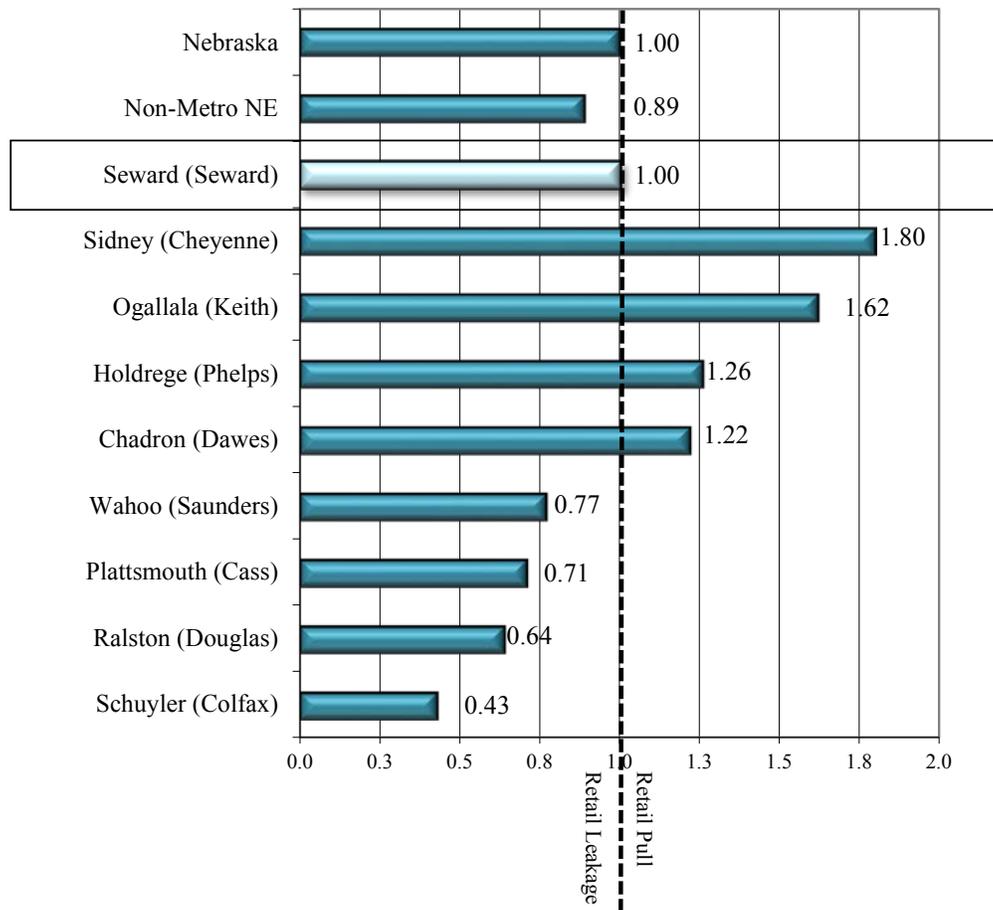
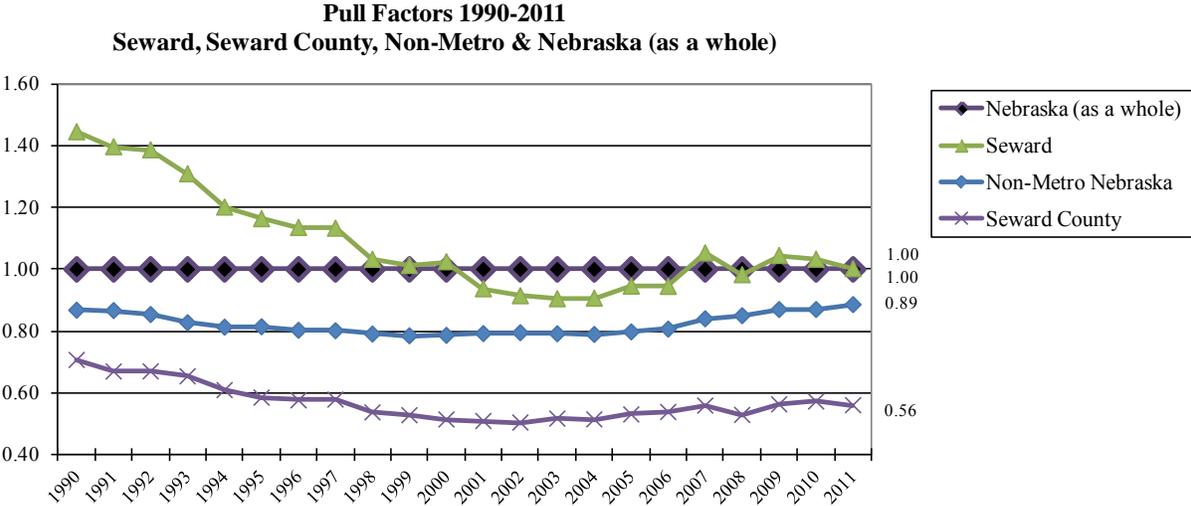


Chart 14 illustrates the pull factor trend for Seward, Seward County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2011. In examining the time line, the city of Seward shows retail pull fluctuating both above and below the state average the study period. Data within Seward County (as a whole) also shows the pull factor lower than the non-metropolitan county average throughout the time period.

Chart 14



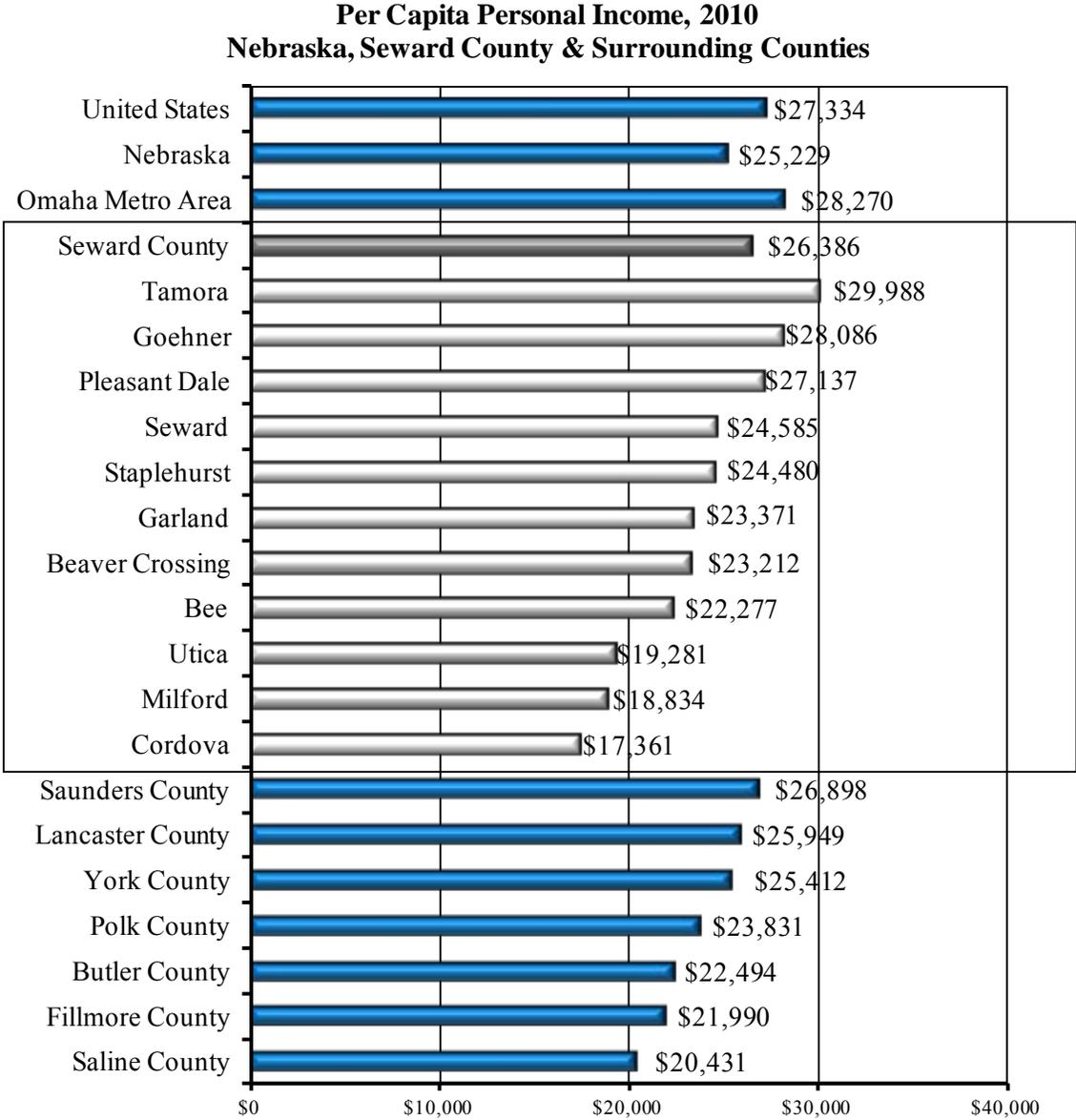
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2012

**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 2010 for Seward County is estimated to be \$26,386 compared to \$25,229 for Nebraska as a whole.

Chart 15



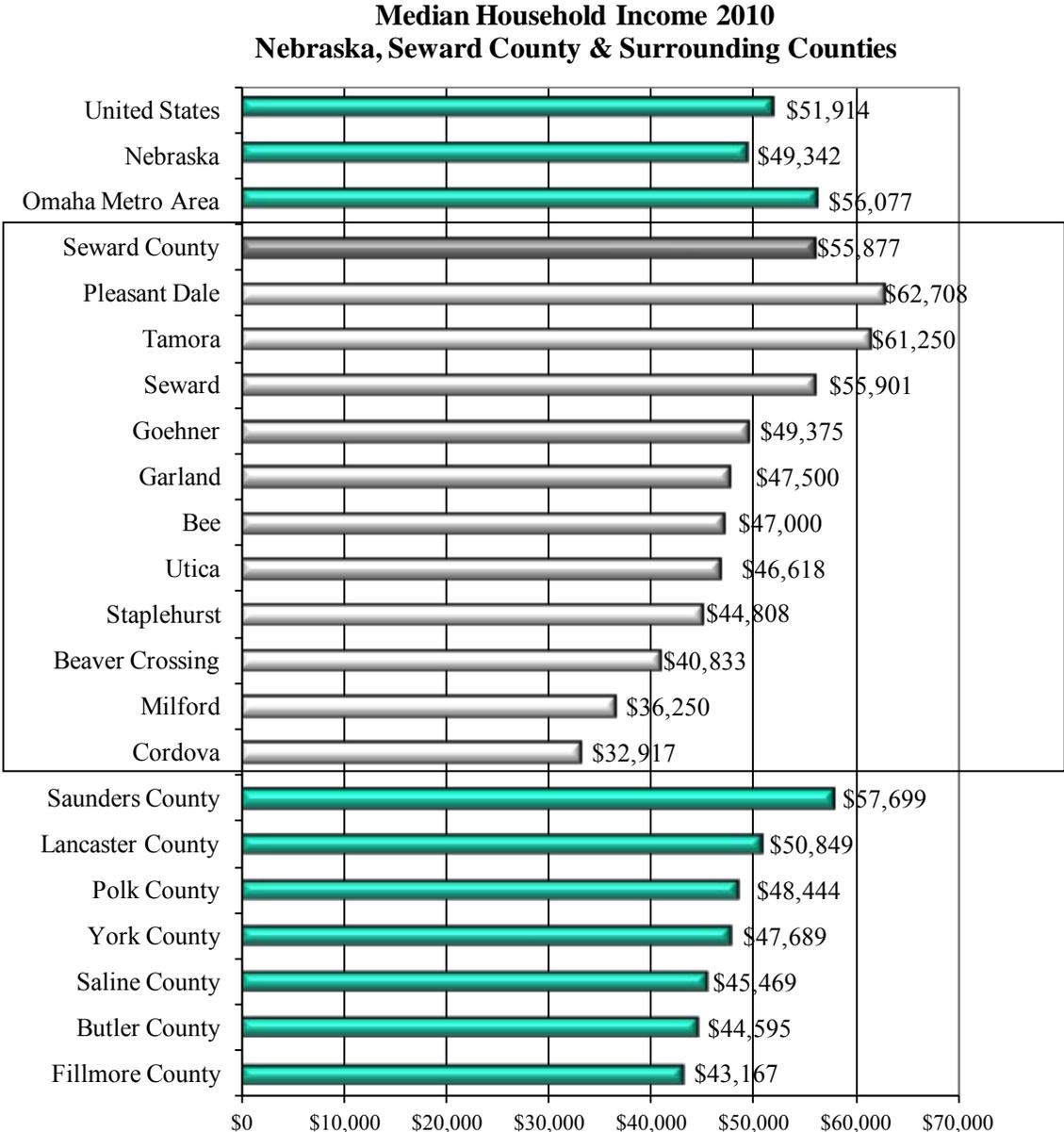
Source: U.S. Census Bureau, 2010 inflation adjusted past 12-months, 2006-2010 American Community Survey, released December 2011

**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 Seward County is estimated to be \$55,877 in 2010 compared to \$49,342 for Nebraska as a whole.

Chart 16



Source: U.S. Census Bureau, 2006-2010 American Community Survey, released December 2011