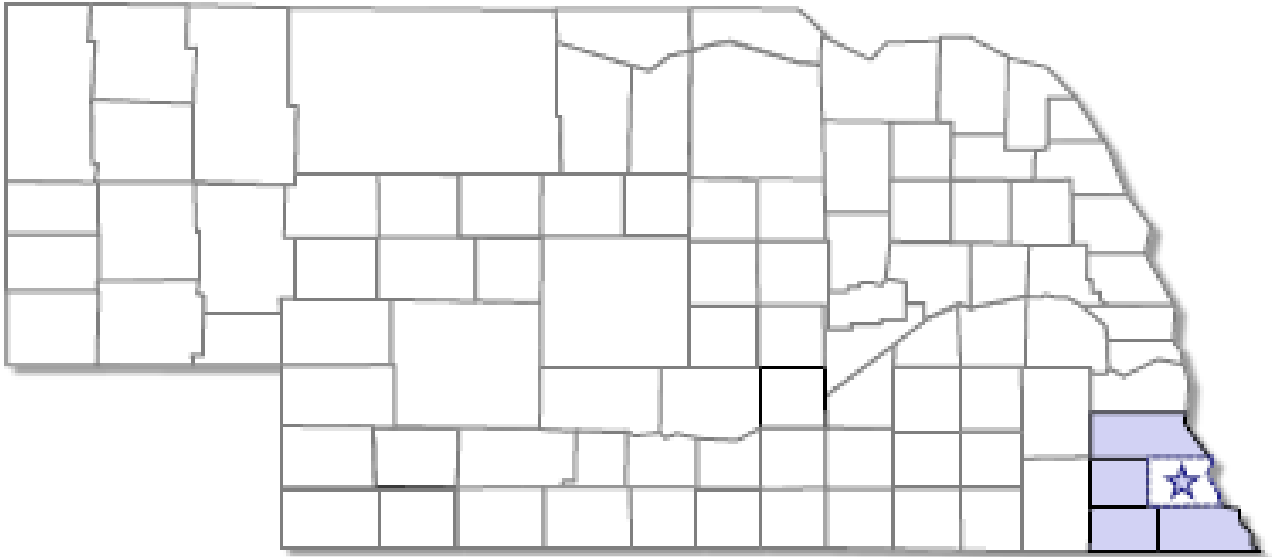


# Economic and Demographic Trends

## Auburn, Nemaha County and the Surrounding Area

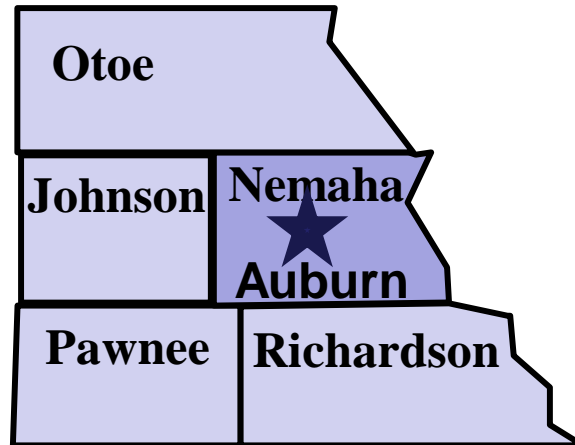


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## **Economic and Demographic Trends in Nemaha County and the Surrounding Area**



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Nemaha 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 Nemaha County, other Nebraska counties included in this area are Johnson, Otoe, Pawnee, and Richardson. The retail sales section also compares retail growth between Auburn 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 Nemaha County for the period 2005–2014. 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 Nemaha County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Nemaha County decreased 9.5 percent (326 jobs) between 2005 and 2014.

Table 1 also provides employment data for Nemaha County by major economic sector for years 2005–2014. Of the sectors reporting complete data, the Natural Resources & Mining sector recorded the largest percentage increase in employment between 2005 and 2014 (87.0 percent or 20 jobs). The Government sector recorded the largest actual employment increase between 2005 and 2014 (38 jobs or 2.4 percent).

Table 1

**Non-Farm Wage & Salary Employment Trends, Nemaha County, Nebraska  
Selected Years: 2005–2014**

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change 2005-2014	# Change 2005-2014
<b>Non-farm Employment (W&amp;S)</b>	<b>3,444</b>	<b>3,473</b>	<b>3,427</b>	<b>3,282</b>	<b>3,258</b>	<b>3,091</b>	<b>3,203</b>	<b>3,168</b>	<b>3,106</b>	<b>3,118</b>	<b>-9.5</b>	<b>-326</b>
<b>Total Private Industries</b>	<b>1,881</b>	<b>1,890</b>	<b>1,824</b>	<b>1,689</b>	<b>1,642</b>	<b>1,416</b>	<b>1,548</b>	<b>1,511</b>	<b>1,475</b>	<b>1,517</b>	<b>-19.4</b>	<b>-364</b>
<b>Goods Producing</b>	<b>708</b>	<b>627</b>	<b>598</b>	<b>433</b>	<b>418</b>	<b>252</b>	<b>352</b>	<b>361</b>	<b>345</b>	<b>383</b>	<b>-45.9</b>	<b>-325</b>
Natural Resources & Mining	23	16	13	13	18	19	14	20	35	43	87.0	20
Construction	102	94	123	53	56	50	52	57	48	47	-53.9	-55
Manufacturing	582	517	461	366	345	184	285	283	262	293	-49.7	-289
<b>Service Providing</b>	<b>1,173</b>	<b>1,263</b>	<b>1,226</b>	<b>1,256</b>	<b>1,224</b>	<b>1,164</b>	<b>1,196</b>	<b>1,150</b>	<b>1,130</b>	<b>1,134</b>	<b>-3.3</b>	<b>-39</b>
Trade, Transportation & Utilities	371	369	388	387	369	379	370	374	373	378	1.9	7
Information	26	24	25	26	24	22	(D)	(D)	(D)	7	-73.1	-19
Financial Activities	113	126	121	120	121	117	110	113	117	113	0.0	0
Professional & Business Services	99	138	65	112	111	60	(D)	(D)	(D)	51	-48.5	-48
Education & Health Services	243	241	240	242	233	237	244	250	253	261	7.4	18
Leisure & Hospitality	264	299	320	302	293	273	281	238	243	253	-4.2	-11
Other Services, except Public	75	66	67	67	74	76	(D)	102	69	71	-5.3	-4
<b>Government</b>	<b>1,563</b>	<b>1,583</b>	<b>1,603</b>	<b>1,594</b>	<b>1,615</b>	<b>1,675</b>	<b>1,655</b>	<b>1,657</b>	<b>1,631</b>	<b>1,601</b>	<b>2.4</b>	<b>38</b>
Federal	39	36	36	35	33	39	31	32	30	30	-23.1	-9
State & Local	1,524	1,547	1,567	1,559	1,582	1,636	1,624	1,626	1,601	1,571	3.1	47

2014 Estimated values for Information and Professional & Business Services provided by Ken Lemke, Economist, Nebraska Public Power District

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

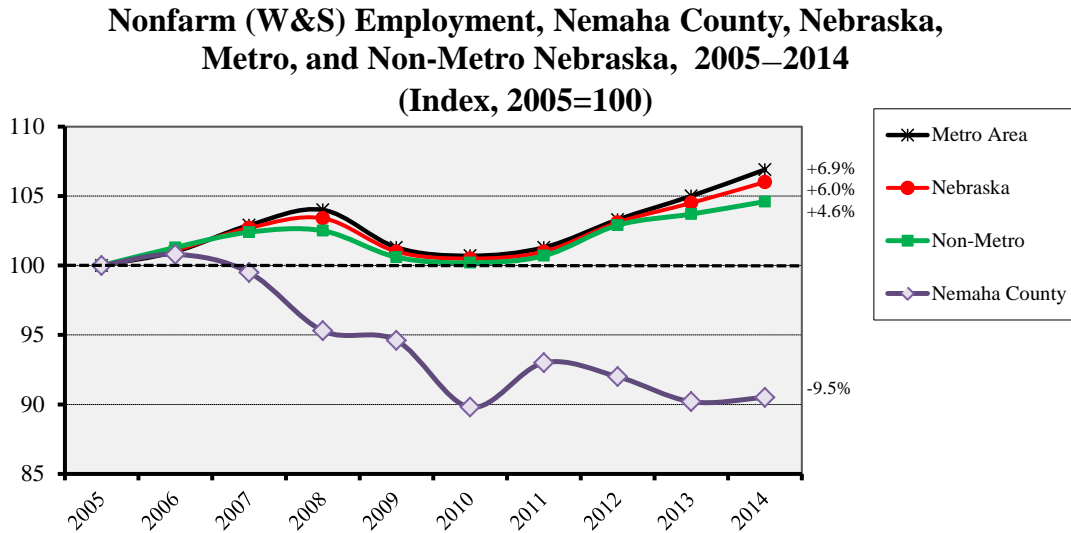
(N/A) - Data not available

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2015  
Labor Force & Work Force Summary, 2005-2014, Annually, Nemaha County (June 2015 data)

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Nemaha County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2005–2014. 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 Nemaha County decreased 9.5 percent (326 jobs) from 2005 to 2014, compared to a 6.0 percent increase for Nebraska as a whole, a 6.9 percent increase in metropolitan Nebraska, and a 4.6 percent increase in non-metropolitan Nebraska.

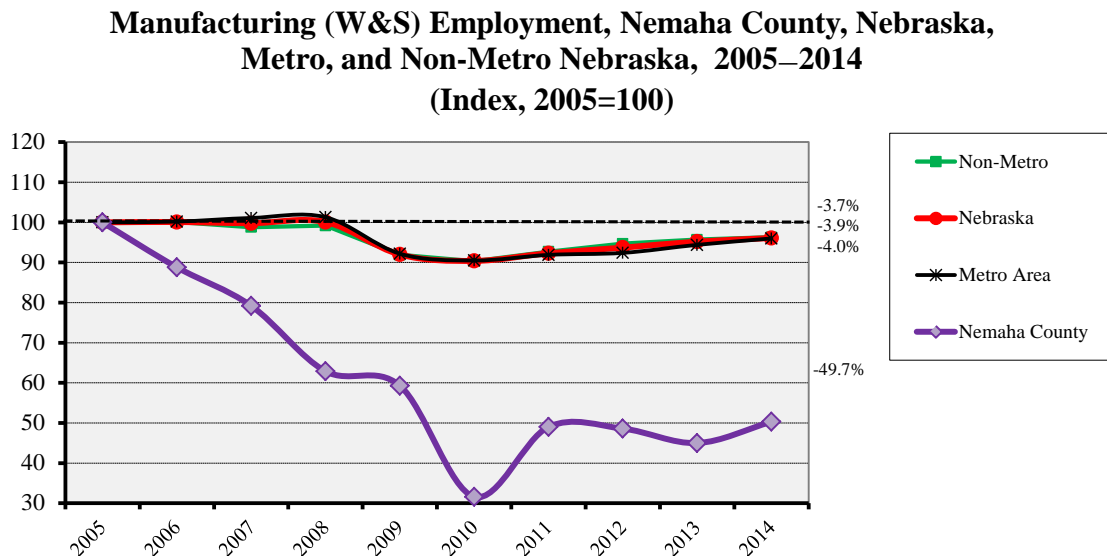
Chart 1



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

Chart 2 presents data on manufacturing wage and salary employment growth for Nemaha County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Nemaha County recorded a 49.7 percent decrease in employment (289 jobs) between 2005 and 2014. This compares to a 3.7 percent decrease in employment for non-metropolitan Nebraska; a 3.9 percent decrease for Nebraska as a whole; and a 4.0 percent decrease for metropolitan Nebraska over the same period.

Chart 2



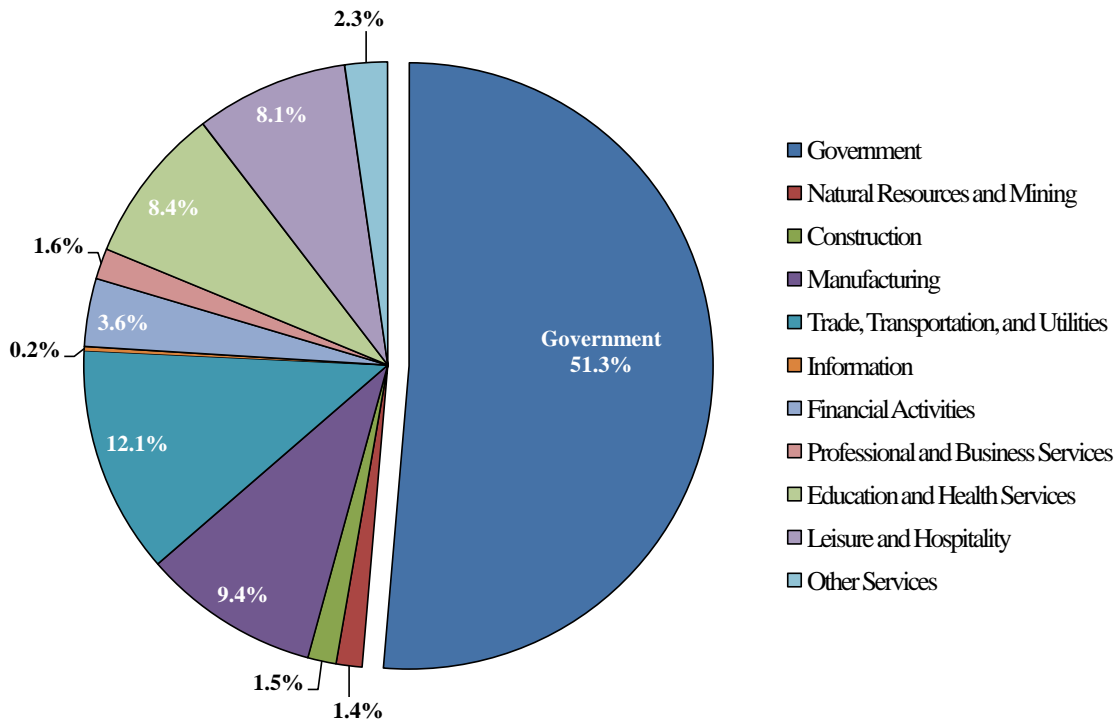
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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

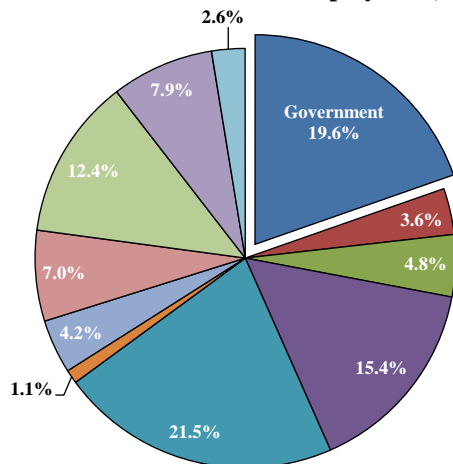
When comparing the Nemaha County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 51.3 percent of the county workforce (1,601 employees) compared to 19.6 percent for non-metropolitan Nebraska; a difference of 31.7 percent. Comparing Nemaha County to the overall metropolitan distribution, the largest deviation is also found in the Government sector (51.3 percent Nemaha County vs. 15.1 percent metropolitan Nebraska; a difference of 36.2 percent).

Charts 3, 4, 5

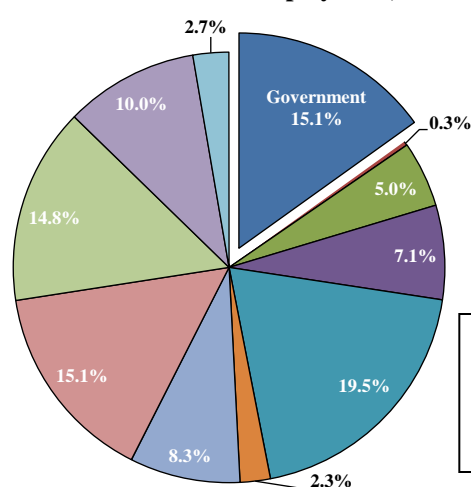
### Nonfarm Wage & Salary Employment by Major Economic Sector, Nemaha County, 2014



### Non-Metro Area W&S Employment, 2014



### Metro Area W&S Employment, 2014



Totals may not sum to 100% due to rounding.

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

The next table (Table 2) shows labor force information for Nemaha County for the time period 2005–2014. 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 Nemaha County residents participating in the labor force between 2005 and 2014 (5.6 percent or 198 people).

The number of those unemployed in Nemaha County decreased by 7.4 percent (12 people) between 2005 and 2014. 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 Nemaha County unemployment rate was 4.0 percent in 2014; above that for metropolitan Nebraska (3.4 percent), above Nebraska as a whole (3.3 percent), and above non-metropolitan Nebraska (3.3 percent).

Table 2

**Labor Force & Employment Trends, Nemaha County, Nebraska**  
**Selected Years: 2005–2014**

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change 2005-2014	# Change 2005-2014
<b>Labor Force</b>	<b>3,566</b>	<b>3,559</b>	<b>3,515</b>	<b>3,430</b>	<b>3,411</b>	<b>3,401</b>	<b>3,570</b>	<b>3,517</b>	<b>3,482</b>	<b>3,764</b>	<b>5.6</b>	<b>198</b>
Unemployment	163	140	133	157	181	206	201	190	200	151	-7.4	-12
Unemployment Rate	4.6	3.9	3.8	4.6	5.3	6.1	5.6	5.4	5.7	4.0	(N/A)	(N/A)
Employment	3,403	3,419	3,382	3,273	3,230	3,195	3,369	3,327	3,282	3,613	6.2	210

(N/A) Not applicable

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2015

## **Residence and Work Flow Patterns**

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for the city of Auburn. 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 city 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 Auburn are from 2014.

Table 3 (pages 6–7) examines the Work Destination area for the city of Auburn from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 1,570 county labor force participants holding primary jobs. As Table 3 shows, 95.2 percent of Auburn’s labor force participants are employed within the state of Nebraska. Approximately 51.3 percent of Auburn workers remain within Nemaha County for employment with 48.7 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Nemaha labor force participants are employed (next page).

Table 3

### **Work Destination Report**

*Where Workers are Employed Who Live in the Selection Area*  
2014

	<b>Count</b>	<b>Share</b>
<b>Total Primary Jobs</b>	<b>1,570</b>	<b>100.0%</b>

#### **By States**

**Job Counts by States Where Workers are Employed**  
2014

	<b>Count</b>	<b>Share</b>
<b>Nebraska</b>	<b>1,494</b>	<b>95.2%</b>
Iowa	27	1.7%
Kansas	26	1.7%
Missouri	10	0.6%
South Dakota	4	0.3%
California	2	0.1%
Arizona	1	0.1%
District of Columbia	1	0.1%
Hawaii	1	0.1%
Illinois	1	0.1%
All Other Locations	3	0.2%

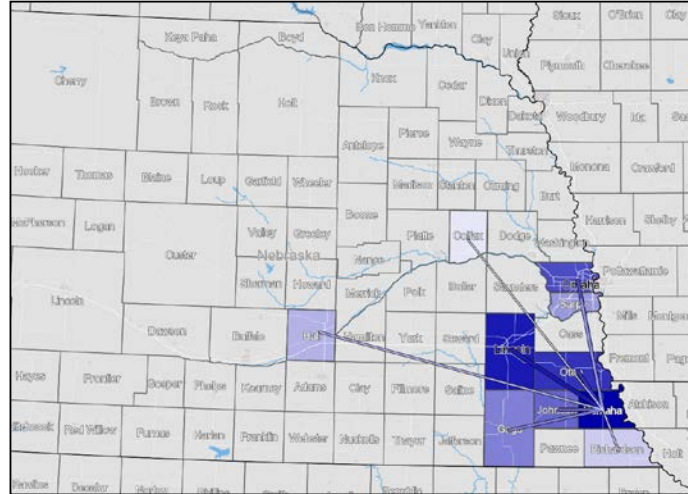


Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016

Table 3 (continued)

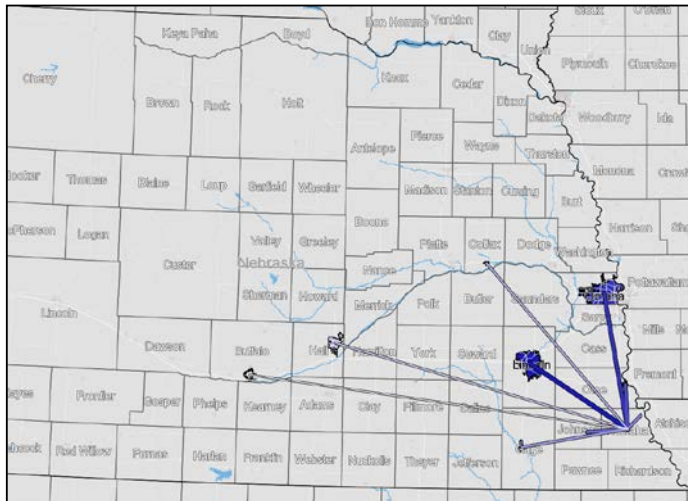
**By Counties**  
**Job Counts by Counties Where Workers are Employed**  
**2014**

	Count	Share
<b>Nemaha County, NE</b>	<b>806</b>	<b>51.3%</b>
Lancaster County, NE	183	11.7%
Otoe County, NE	110	7.0%
Douglas County, NE	81	5.2%
Johnson County, NE	51	3.2%
Gage County, NE	26	1.7%
Sarpy County, NE	24	1.5%
Hall County, NE	21	1.3%
Richardson County, NE	20	1.3%
Colfax County, NE	19	1.2%
All Other Locations	229	14.6%



**By Places (top 10)**  
**Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed**  
**2014**

	Count	Share
<b>Auburn city, NE</b>	<b>557</b>	<b>35.5%</b>
Lincoln city, NE	173	11.0%
Omaha city, NE	77	4.9%
Nebraska City city, NE	67	4.3%
Tecumseh city, NE	46	2.9%
Peru city, NE	39	2.5%
Beatrice city, NE	22	1.4%
Schuyler city, NE	18	1.1%
Grand Island city, NE	17	1.1%
Kearney city, NE	15	1.0%
All Other Locations	539	34.3%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016



People also travel from other locations to work in Auburn—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within the city of Auburn. The Census identified 1,434 primary jobs within Auburn. As Table 4 indicates, 92.8 percent of these jobs are held by Nebraska residents. Approximately 57.6 percent of Auburn workers live within the Nemaha County borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

## Home Destination Report

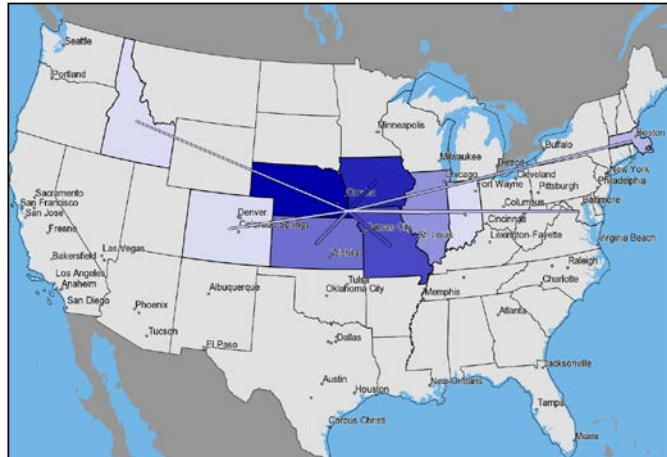
*Where Workers Live Who are Employed in the Selection Area*  
2014

	Count	Share
<b>Total Primary Jobs</b>	<b>1,434</b>	<b>100.0%</b>

### By States

**Job Counts by States Where Workers Live**  
2014

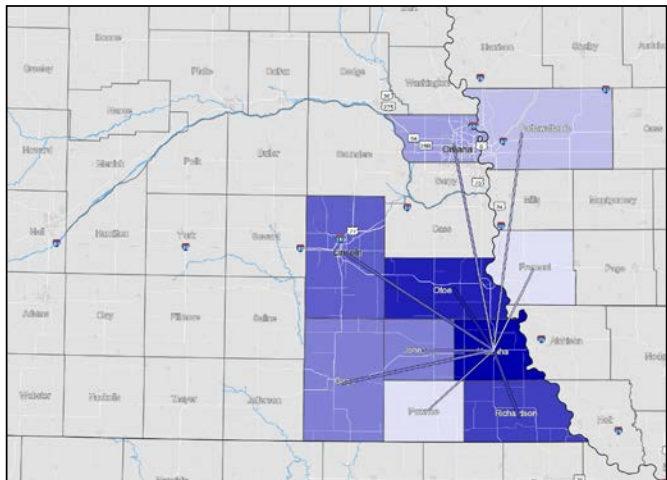
	Count	Share
<b>Nebraska</b>	<b>1,331</b>	<b>92.8%</b>
Iowa	51	3.6%
Missouri	28	2.0%
Kansas	12	0.8%
Illinois	4	0.3%
District of Columbia	2	0.1%
Massachusetts	2	0.1%
Colorado	1	0.1%
Idaho	1	0.1%
Indiana	1	0.1%
All Other Locations	1	0.1%



### By Counties

**Job Counts by Counties Where Workers Live**  
2014

	Count	Share
<b>Nemaha County, NE</b>	<b>826</b>	<b>57.6%</b>
Otoe County, NE	118	8.2%
Richardson County, NE	81	5.6%
Lancaster County, NE	46	3.2%
Gage County, NE	38	2.6%
Johnson County, NE	38	2.6%
Douglas County, NE	31	2.2%
Pottawattamie County, IA	22	1.5%
Fremont County, IA	13	0.9%
Pawnee County, NE	13	0.9%
All Other Locations	208	14.5%

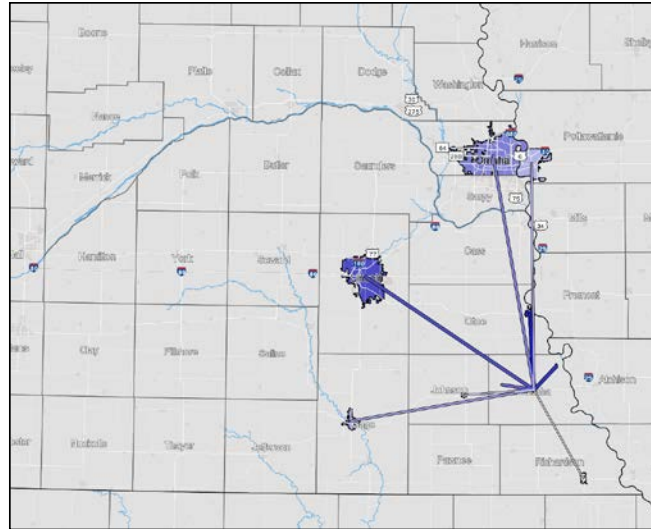


Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016

Table 4 (continued)

**By Places (top 10)**  
**Jobs Count by Places (Cities, CDPs, etc.) Where Workers Live**  
**2014**

	Count	Share
<b>Auburn city, NE</b>	<b>557</b>	<b>38.8%</b>
Nebraska City city, NE	69	4.8%
Peru city, NE	52	3.6%
Lincoln city, NE	41	2.9%
Johnson village, NE	26	1.8%
Omaha city, NE	24	1.7%
Beatrice city, NE	22	1.5%
Council Bluffs city, IA	14	1.0%
Tecumseh city, NE	12	0.8%
Falls City city, NE	10	0.7%
All Other Locations	607	42.3%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016

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

Table 5

**Inflow/Outflow Report**

Selection Area Labor Market Size (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,434	100.0%	1,452	100.0%	1,470	100.0%
Living in the Selection Area	1,570	109.5%	1,629	112.2%	1,639	111.5%
Net Job Inflow (+) or Outflow (-)	-136	-	-177	-	-169	-

In-Area Labor Force Efficiency (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	1,570	100.0%	1,629	100.0%	1,639	100.0%
Living and Employed in the Selection Area	557	35.5%	547	33.6%	538	32.8%
Living in the Selection Area but Employed Outside	1,013	64.5%	1,082	66.4%	1,101	67.2%

In-Area Employment Efficiency (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,434	100.0%	1,452	100.0%	1,470	100.0%
Employed and Living in the Selection Area	557	38.8%	547	37.7%	538	36.6%
Employed in the Selection Area but Living Outside	877	61.2%	905	62.3%	932	63.4%

Table 5 (continued)

<b>Outflow Job Characteristics (Primary Jobs)</b>	<b>2014</b>		<b>2013</b>		<b>2012</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
External Jobs Filled by Residents	1,013	100.0%	1,082	100.0%	1,101	100.0%
Workers Aged 29 or younger	265	26.2%	297	27.4%	266	24.2%
Workers Aged 30 to 54	512	50.5%	523	48.3%	573	52.0%
Workers Aged 55 or older	236	23.3%	262	24.2%	262	23.8%
Workers Earning \$1,250 per month or less	226	22.3%	255	23.6%	246	22.3%
Workers Earning \$1,251 to \$3,333 per month	353	34.8%	406	37.5%	431	39.1%
Workers Earning More than \$3,333 per month	434	42.8%	421	38.9%	424	38.5%
Workers in the "Goods Producing" Industry Class	191	18.9%	191	17.7%	198	18.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	337	33.3%	347	32.1%	371	33.7%
Workers in the "All Other Services" Industry Class	485	47.9%	544	50.3%	532	48.3%

<b>Inflow Job Characteristics (Primary Jobs)</b>	<b>2014</b>		<b>2013</b>		<b>2012</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	877	100.0%	905	100.0%	932	100.0%
Workers Aged 29 or younger	225	25.7%	252	27.8%	235	25.2%
Workers Aged 30 to 54	403	46.0%	420	46.4%	429	46.0%
Workers Aged 55 or older	249	28.4%	233	25.7%	268	28.8%
Workers Earning \$1,250 per month or less	232	26.5%	271	29.9%	307	32.9%
Workers Earning \$1,251 to \$3,333 per month	427	48.7%	419	46.3%	419	45.0%
Workers Earning More than \$3,333 per month	218	24.9%	215	23.8%	206	22.1%
Workers in the "Goods Producing" Industry Class	141	16.1%	151	16.7%	142	15.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	132	15.1%	132	14.6%	124	13.3%
Workers in the "All Other Services" Industry Class	604	68.9%	622	68.7%	666	71.5%

<b>Interior Flow Job Characteristics (Primary Jobs)</b>	<b>2014</b>		<b>2013</b>		<b>2012</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
Internal Jobs Filled by Residents	557	100.0%	547	100.0%	538	100.0%
Workers Aged 29 or younger	124	22.3%	110	20.1%	136	25.3%
Workers Aged 30 to 54	285	51.2%	285	52.1%	265	49.3%
Workers Aged 55 or older	148	26.6%	152	27.8%	137	25.5%
Workers Earning \$1,250 per month or less	166	29.8%	180	32.9%	157	29.2%
Workers Earning \$1,251 to \$3,333 per month	250	44.9%	247	45.2%	255	47.4%
Workers Earning More than \$3,333 per month	141	25.3%	120	21.9%	126	23.4%
Workers in the "Goods Producing" Industry Class	88	15.8%	70	12.8%	77	14.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	66	11.8%	60	11.0%	65	12.1%
Workers in the "All Other Services" Industry Class	403	72.4%	417	76.2%	396	73.6%

Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Auburn and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Auburn is less in 2014 compared to 2012 and 2013. The distribution of miles traveled to work has also slightly shifted since 2012. Figure 1 shows the location and concentration of these workplaces.

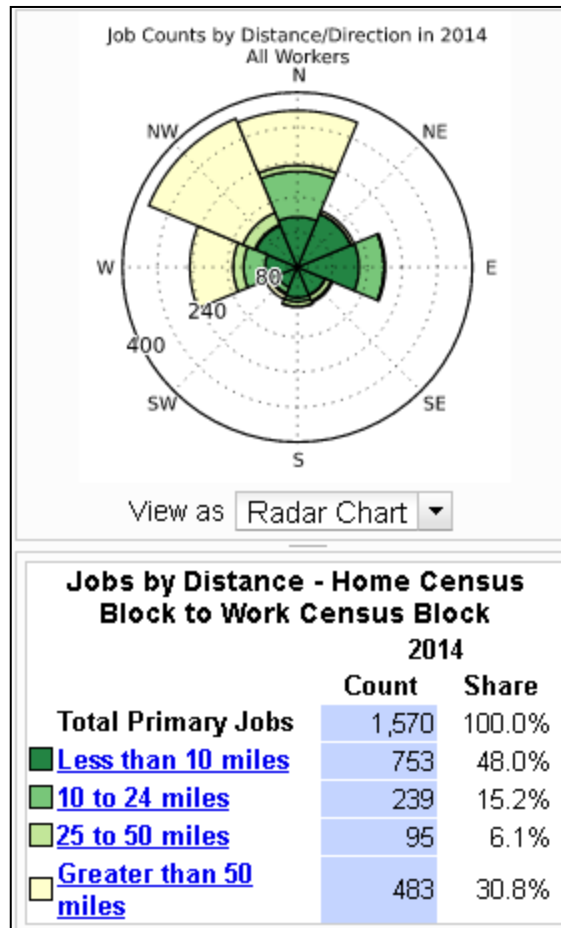
Table 6

### Distance/Direction Report - Home to Work Census Block Job Counts in Work Blocks by Distance Only

	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>1,570</b>	<b>100.0%</b>	<b>1,629</b>	<b>100.0%</b>	<b>1,639</b>	<b>100.0%</b>
Less than 10 miles	753	48.0%	724	44.4%	742	45.3%
10 to 24 miles	239	15.2%	219	13.4%	254	15.5%
25 to 50 miles	95	6.1%	103	6.3%	106	6.5%
Greater than 50 miles	483	30.8%	583	35.8%	537	32.8%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2016

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2016

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Auburn and the distance to their homes. Looking at Table 7, the number of primary jobs held within Auburn has decreased since 2012 and 2013. The data also show the majority of Auburn employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

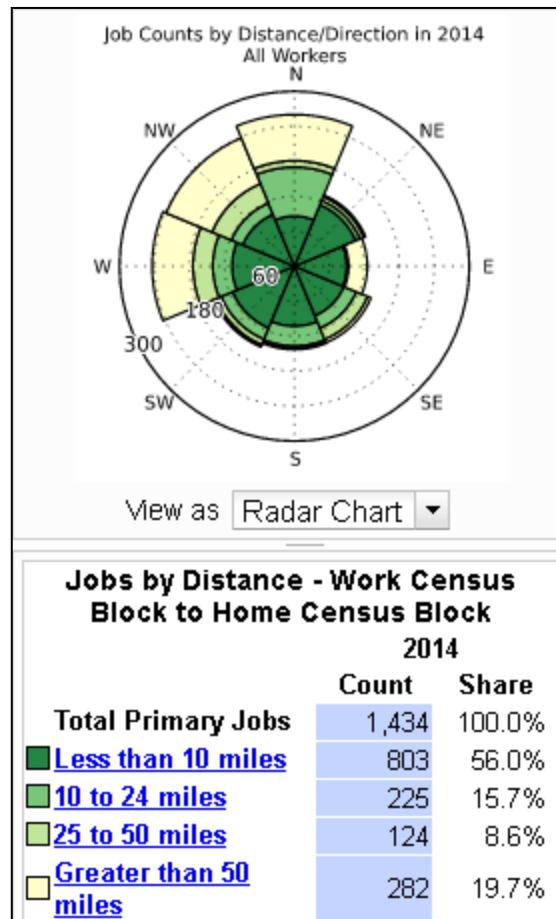
Table 7

### Distance/Direction Report - Work to Home Census Block Job Counts in Home Blocks by Distance Only

	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	1,434	100.0%	1,452	100.0%	1,470	100.0%
Less than 10 miles	803	56.0%	805	55.4%	763	51.9%
10 to 24 miles	225	15.7%	209	14.4%	241	16.4%
25 to 50 miles	124	8.6%	128	8.8%	160	10.9%
Greater than 50 miles	282	19.7%	310	21.3%	306	20.8%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2016

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2016

## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Nemaha County and the surrounding area. As Table 8 indicates, Nemaha County's population experienced an average annual decrease of 0.5 percent between 1970 and 2010 for a total decrease of 19.3 percent or 1,728 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Nemaha County reported an average annual 0.3 percent decrease in population from 2010 to 2014 (73 people total).

Table 8

### County Population 1970–2014 Nemaha County and the Surrounding Area

Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2014	1970-2010	2010-2014
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,881,503	0.5	0.7
Nemaha County	8,976	8,367	7,980	7,576	7,248	7,175	-0.5	-0.3
Johnson County	5,743	5,285	4,673	4,488	5,217	5,185	-0.2	-0.2
Otoe County	15,576	15,183	14,252	15,396	15,740	15,797	0.0	0.1
Pawnee County	4,473	3,937	3,317	3,087	2,773	2,702	-1.2	-0.6
Richardson County	12,277	11,315	9,937	9,531	8,363	8,128	-1.0	-0.7

Source: U.S. Bureau of the Census, Census of Population, May 2015

Table 9 data reveals the population of Nemaha County's incorporated places as a whole experienced an average annual population decrease of 0.4 percent from 1970 to 2010 and an average annual decrease of 0.5 percent from 2010 to 2014 for a total decrease of 17.2 percent (1,036 people) from 1970 to 2014. Auburn, the county's largest city, reported a 7.3 percent decrease in population (268 people) between 1970 and 2014. The unincorporated areas outside of the selected communities experienced a 26.0 percent decrease (765 people) during the period 1970–2014.

Table 9

### County Population 1970–2014 Nemaha County Communities and Unincorporated Areas

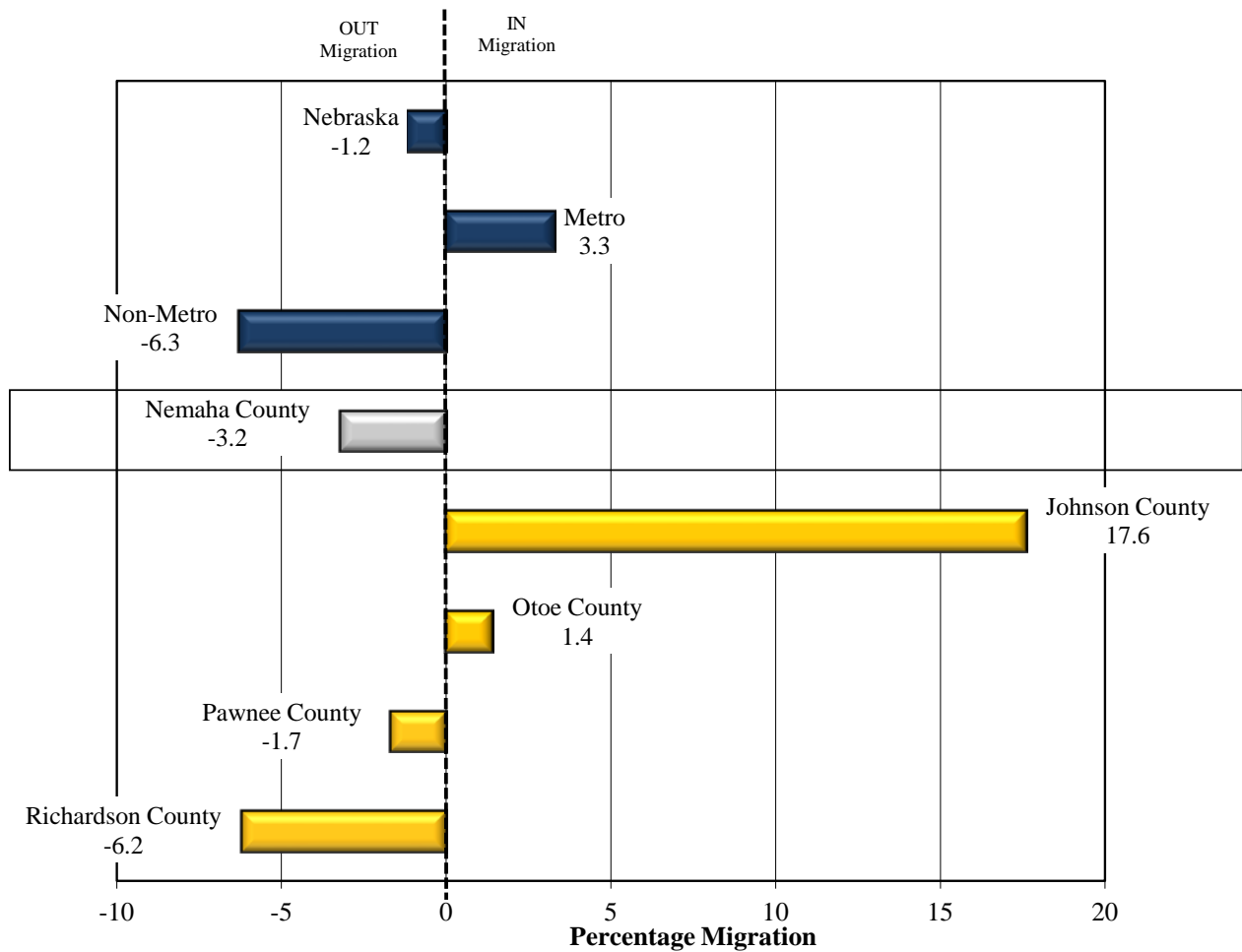
Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2014	1970-2010	2010-2014
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,881,503	0.5	0.7
Nemaha County	8,976	8,367	7,980	7,576	7,248	7,175	-0.5	-0.3
Auburn	3,650	3,482	3,447	3,350	3,460	3,382	-0.1	-0.6
Brock	192	189	143	162	112	110	-1.3	-0.4
Brownville	174	203	148	146	132	130	-0.7	-0.4
Johnson	350	341	325	280	328	334	-0.2	0.5
Julian	80	87	71	63	59	58	-0.8	-0.4
Nemaha	207	209	188	178	149	146	-0.8	-0.5
Peru	1,380	998	1,106	569	865	837	-1.2	-0.8
<b>Total Incorporated Places</b>	<b>6,033</b>	<b>5,509</b>	<b>5,428</b>	<b>4,748</b>	<b>5,105</b>	<b>4,997</b>	<b>-0.4</b>	<b>-0.5</b>
<b>Unincorporated Areas</b>	<b>2,943</b>	<b>2,858</b>	<b>2,552</b>	<b>2,828</b>	<b>2,143</b>	<b>2,178</b>	<b>-0.8</b>	<b>0.4</b>

Source: U.S. Bureau of the Census, Census of Population, May 2015

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Nemaha 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, Nemaha County experienced a net out-migration of 240 people or 3.2 percent of its 2000 population.

Chart 6

### 2000–2010 Net Migration as Percent of 2000 Population Nemaha County and the Surrounding Area

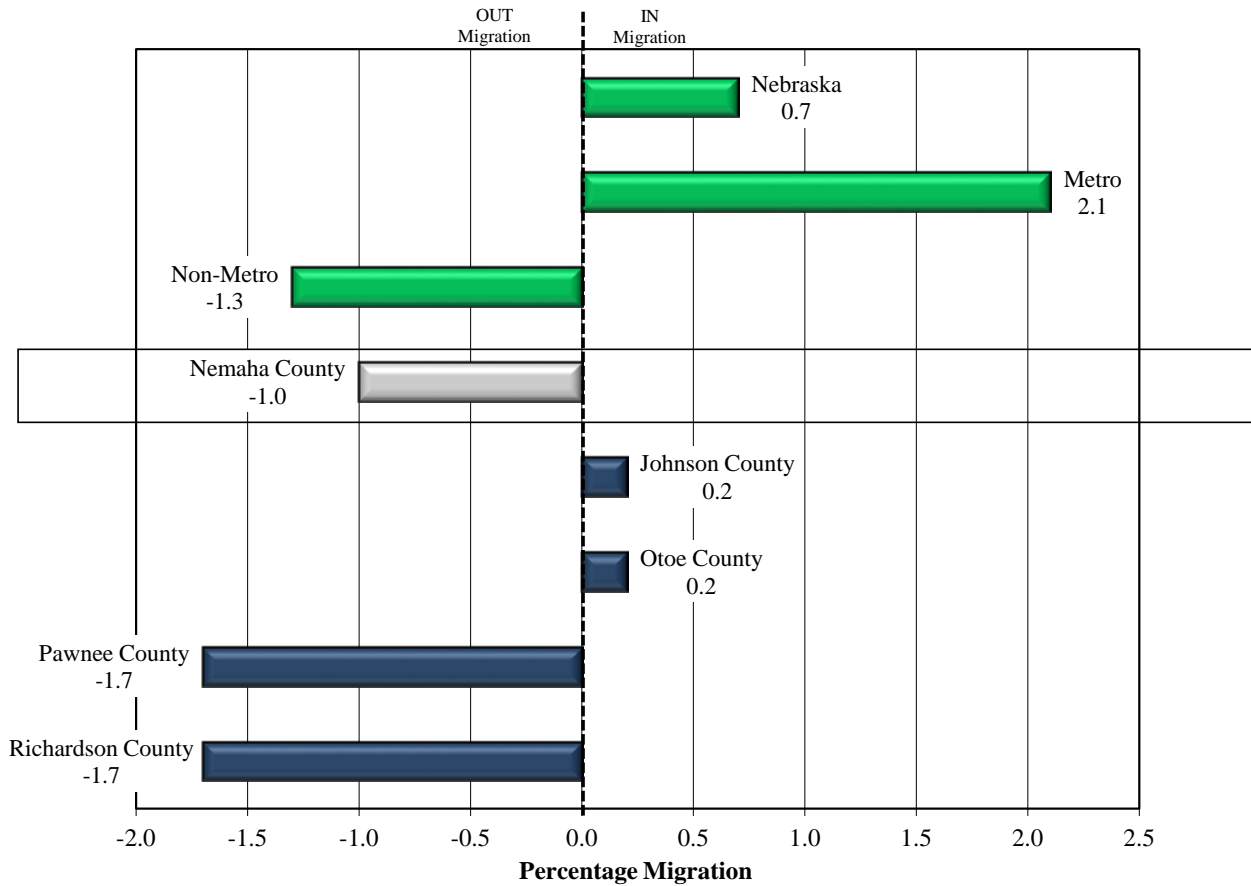


Source: U.S. Census Bureau, County population and estimated components of population change, May 2015

Looking at the years 2010–2014 (Chart 7), Nemaha County experienced a net out-migration of 70 people or 1.0 percent of its 2010 population.

Chart 7

### 2010–2014 Net Migration as Percent of 2010 Population Nemaha County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2015



The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2009–2013, five-year estimates, which are the latest multiyear estimates available. Multiyear estimates from the American Community Survey are “period” estimates that represent data collected over a period of time (as opposed to “point-in-time” estimates, such as the decennial census, that approximate the characteristics of an area on a specific date). Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors.

Table 10 data show 61.7 percent of the 874 people moving into Nemaha County moved from other Nebraska locations (539 people). Data also reveal 332 people (38.0 percent) migrated into the county from other states and 0.3 percent (3 people) migrated into the county from abroad.

Table 10

**Nemaha County, Nebraska, 2009–2013, Five-Year Estimate  
Inflow Into County**

	Number	Percent
Movers within the United States	1,342	99.8
Within Same County	471	35.0
Different County, Same State	539	40.1
Different State	332	24.7
Movers from Abroad	3	0.2
<b>Total Movement</b>	<b>1,345</b>	

Source: American Community Survey, County-to-County Migration  
Flows, 2009-2013 data, accessed July 2015

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

State	County	Number
Nebraska	Otoe County	89
Nebraska	Lancaster County	74
Nebraska	Johnson County	57
Nebraska	Pawnee County	53
Nebraska	Douglas County	46
Nebraska	Jefferson County	42
Missouri	Andrew County	38
Nebraska	Sarpy County	37
Wyoming	Campbell County	35
California	Kern County	32
Iowa	Scott County	27
Kansas	Franklin County	27
Kansas	Pratt County	24
Nebraska	Cass County	24
Georgia	Cobb County	23
Missouri	Pettis County	23
Nebraska	Saline County	19
Nebraska	Fillmore County	18
Nebraska	Gage County	17
California	Riverside County	15
California	Orange County	14
Missouri	Jackson County	12
Nebraska	Butler County	10
Nebraska	Richardson County	9
Illinois	McLean County	8

Source: American Community Survey, County-to-County Migration  
Flows, 2009-2013 data, accessed July 2015

The 2009–2013, five-year estimates in Table 11 reveal 49.1 percent of the 493 people migrating out of Nemaha County remained in the state of Nebraska (242 people). Data show 251 Nemaha County residents (50.9 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

### Nemaha County, Nebraska, 2009–2013, Five-Year Estimate Outflow From County

	Number	Percent
Movers within the United States	964	100.0
Within Same County	471	48.9
Different County, Same State	242	25.1
Different State	251	26.0
Movers to Puerto Rico	0	0
<b>Total Movement</b>	<b>964</b>	

Source: American Community Survey, County-to-County Migration Flows, 2009-2013 data, accessed July 2015

### Reported Counties (where people moved to)

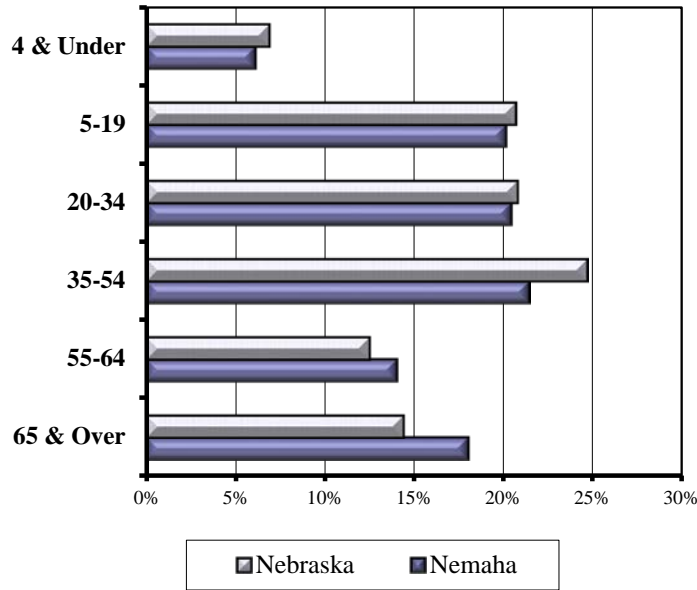
State	County	Number
Nebraska	Otoe County	56
Missouri	Platte County	49
Arizona	Maricopa County	48
Arizona	Pima County	46
Nebraska	Douglas County	39
Pennsylvania	Luzerne County	28
Florida	Orange County	23
Nebraska	Sarpy County	22
Nebraska	Scotts Bluff County	22
Nebraska	Lancaster County	20
Nebraska	Platte County	15
Pennsylvania	Juniata County	15
Virginia	Newport News city	15
Nebraska	Johnson County	14
Nebraska	Richardson County	14
Nebraska	Dawes County	13
Nebraska	Kearney County	12
Missouri	Jackson County	10
Nebraska	Rock County	10
Oregon	Clatsop County	9
Texas	McLennan County	6
Nebraska	Box Butte County	4
Hawaii	Hawaii County	2
Nebraska	Thurston County	1

Source: American Community Survey, County-to-County Migration Flows, 2009-2013 data, accessed July 2015

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 Nemaha County. The population of Nemaha County is significantly older in age than Nebraska as a whole. The median age for Nemaha County residents in 2014 was 38.7 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8

### Age Distribution of the Population, 2014 Nemaha County and Nebraska



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2015

Table 12

### Age Distribution of the Population, 2014 Nemaha County and Nebraska

	2014 Population		Percent	
	Nebraska	Nemaha	Nebraska	Nemaha
4 & Under	130,178	436	6.9%	6.1%
5-19	389,683	1,440	20.7%	20.1%
20-34	391,432	1,466	20.8%	20.4%
35-54	464,329	1,532	24.7%	21.4%
55-64	234,892	1,008	12.5%	14.0%
65 & Over	270,989	1,293	14.4%	18.0%
<b>Total</b>	<b>1,881,503</b>	<b>7,175</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.2</b>	<b>38.7</b>		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2015

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Nemaha County and the surrounding counties both as a total and by gender. These are five-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

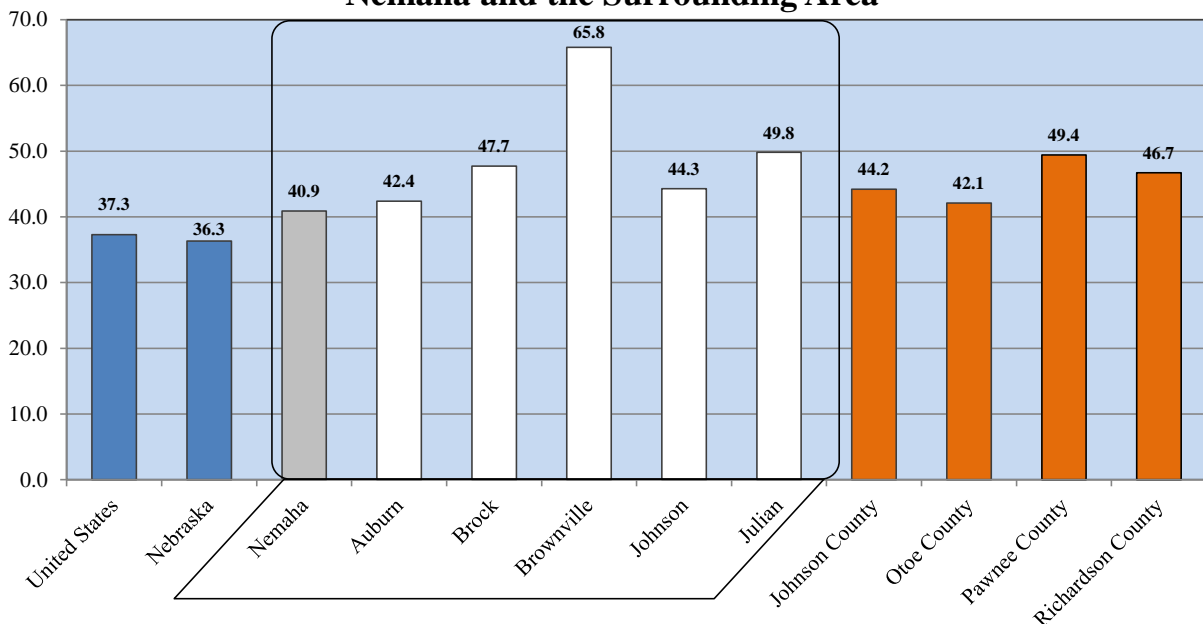
### Median Age by Location and Gender Five-Year Estimate, 2009–2013 Nemaha and the Surrounding Area

	Median Age		
	Total	Male	Female
<b>United States</b>	<b>37.3</b>	<b>36.0</b>	<b>38.7</b>
<b>Nebraska</b>	<b>36.3</b>	<b>35.0</b>	<b>37.5</b>
<b>Nemaha</b>	<b>40.9</b>	<b>37.6</b>	<b>42.6</b>
Auburn	42.4	40.5	43.5
Brock	47.7	46.5	47.8
Brownville	65.8	64.0	68.4
Johnson	44.3	36.3	48.8
Julian	49.8	47.5	54.3
<b>Johnson County</b>	<b>44.2</b>	<b>41.2</b>	<b>48.5</b>
<b>Otoe County</b>	<b>42.1</b>	<b>40.1</b>	<b>43.8</b>
<b>Pawnee County</b>	<b>49.4</b>	<b>47.5</b>	<b>51.7</b>
<b>Richardson County</b>	<b>46.7</b>	<b>46.3</b>	<b>47.5</b>

Data Set: 2009-2013 American Community Survey 5-Year Estimates  
Source: U.S. Census Bureau, 2009-2013 American Community Survey, March 2015

Chart 9

### Median Age by Location, Five-Year Estimate, 2009–2013 Nemaha and the Surrounding Area



Data Set: 2009-2013 American Community Survey 5-Year Estimates  
Source: U.S. Census Bureau, 2009-2013 American Community Survey, March 2015

## Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Nemaha County and the surrounding area for 2014. 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

### 2014 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Nemaha, and Surrounding Counties

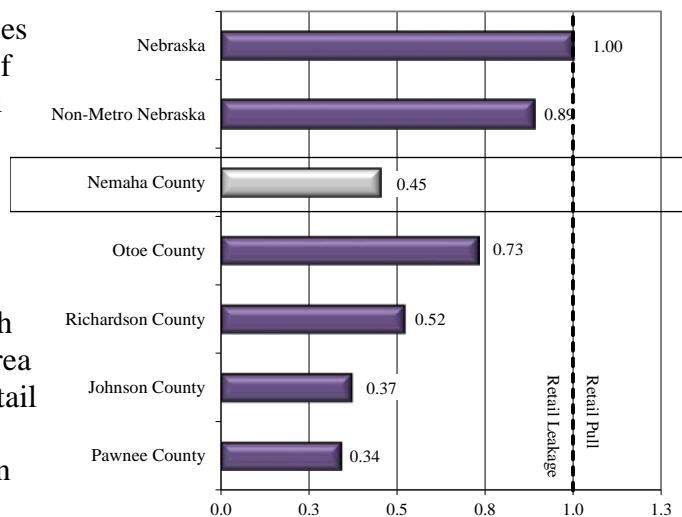
	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
<b>Nebraska</b>	<b>1,855,487</b>	<b>23,068,893</b>	<b>12,261</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,665</b>	<b>8,496,437</b>	<b>10,887</b>	<b>0.89</b>
<b>Nemaha County</b>	<b>7,197</b>	<b>39,525</b>	<b>5,509</b>	<b>0.45</b>
Johnson County	5,164	23,413	4,516	0.37
Otoe County	15,704	141,699	8,970	0.73
Pawnee County	2,782	11,375	4,210	0.34
Richardson County	8,267	51,325	6,315	0.52

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 10

Reviewing the pull factors at the county level indicates Nemaha County experiences net retail leakages. The 2014 pull factor of 0.45 indicates, on a per capita basis, retail sales in Nemaha County are considerably 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 Nemaha County (0.45) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Nemaha County are 49.4 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

#### 2014 Retail Sales (NMV) Pull Factors, Nebraska, Nemaha & Surrounding Counties



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Table 15 and Chart 11 compare the 2014 pull factors for selected area communities. The community of Auburn’s pull factor of 0.82 indicates that, on a per capita basis, non-motor vehicle retail sales in Auburn are approximately 18.0 percent less than the state’s average per capita sales.

Table 15

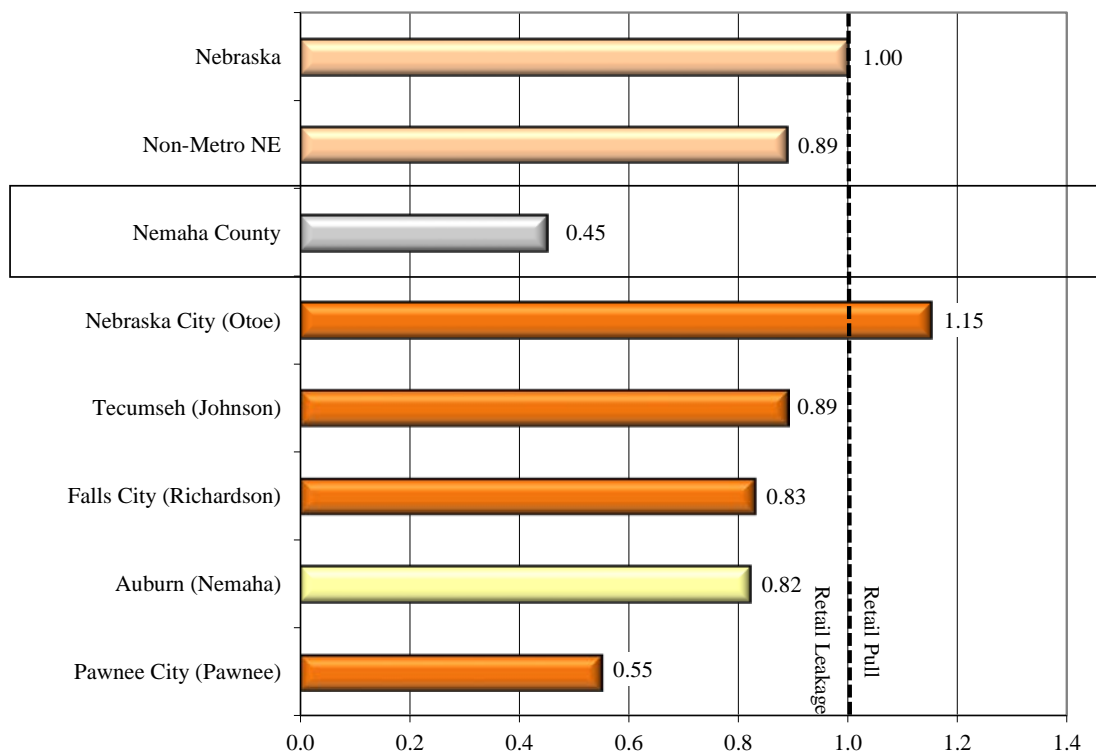
### 2014 Retail Sales (NMV) Pull Factors Nebraska, Nemaha, and Selected Study Area Communities

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
<b>Nebraska</b>	<b>1,855,487</b>	<b>23,068,893</b>	<b>12,261</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,665</b>	<b>8,496,437</b>	<b>10,887</b>	<b>0.89</b>
<b>Nemaha County</b>	<b>7,197</b>	<b>39,525</b>	<b>5,509</b>	<b>0.45</b>
Auburn (Nemaha)	3,382	33,886	10,020	0.82
Tecumseh (Johnson)	1,629	17,826	10,943	0.89
Nebraska City (Otoe)	7,265	102,384	14,093	1.15
Pawnee City (Pawnee)	843	5,646	6,698	0.55
Falls City (Richardson)	4,216	42,775	10,146	0.83

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 11

### 2014 Retail Sales (NMV) Pull Factors, Nebraska, Nemaha & Selected Study Area Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2014 pull factors into the communities reporting retail sales figures within Nemaha County. As this table indicates, the community of Brownville had the strongest pull factor (0.98) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.45 for Nemaha County in 2014.

Table 16

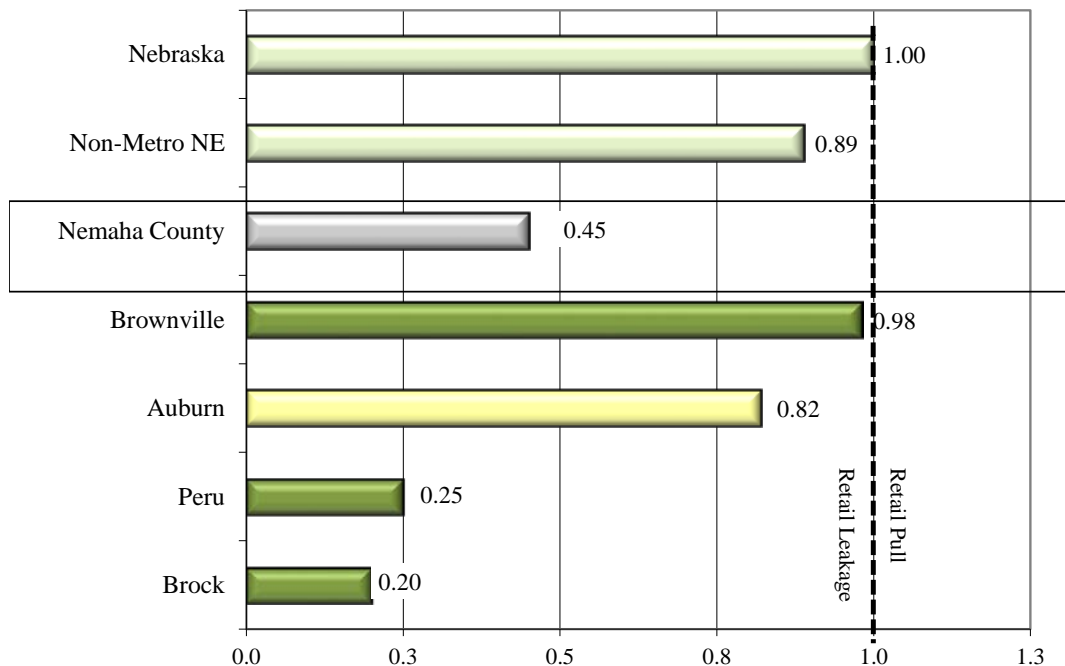
### 2014 Retail Sales (NMV) Pull Factors Nebraska and Available Nemaha Area Communities

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
Nebraska	1,855,487	23,068,893	12,261	1.00
Non-Metro Nebraska	781,665	8,496,437	10,887	0.89
<b>Nemaha County</b>	<b>7,197</b>	<b>39,525</b>	<b>5,509</b>	<b>0.45</b>
Auburn	3,382	33,886	10,020	0.82
Peru	837	2,562	3,061	0.25
Johnson	334	815	2,442	0.20
Nemaha	146	217	1,488	0.12
Brownville	130	1,569	12,066	0.98
Brock	110	268	2,436	0.20

Source: U.S. Census Bureau and the Nebraska Department of Revenue, May 2015

Chart 12

### 2014 Retail Sales (NMV) Pull Factors Nebraska and Available Nemaha Communities



Source: U.S. Census Bureau and the Nebraska Department of Revenue, May 2015

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2014 pull factors for Nebraska, Auburn, and eight other similarly sized communities selected from around the state. Broken Bow's pull factor of 2.03 leads the group for 2014 thus indicating Broken Bow has greater retail pull.

Table 17

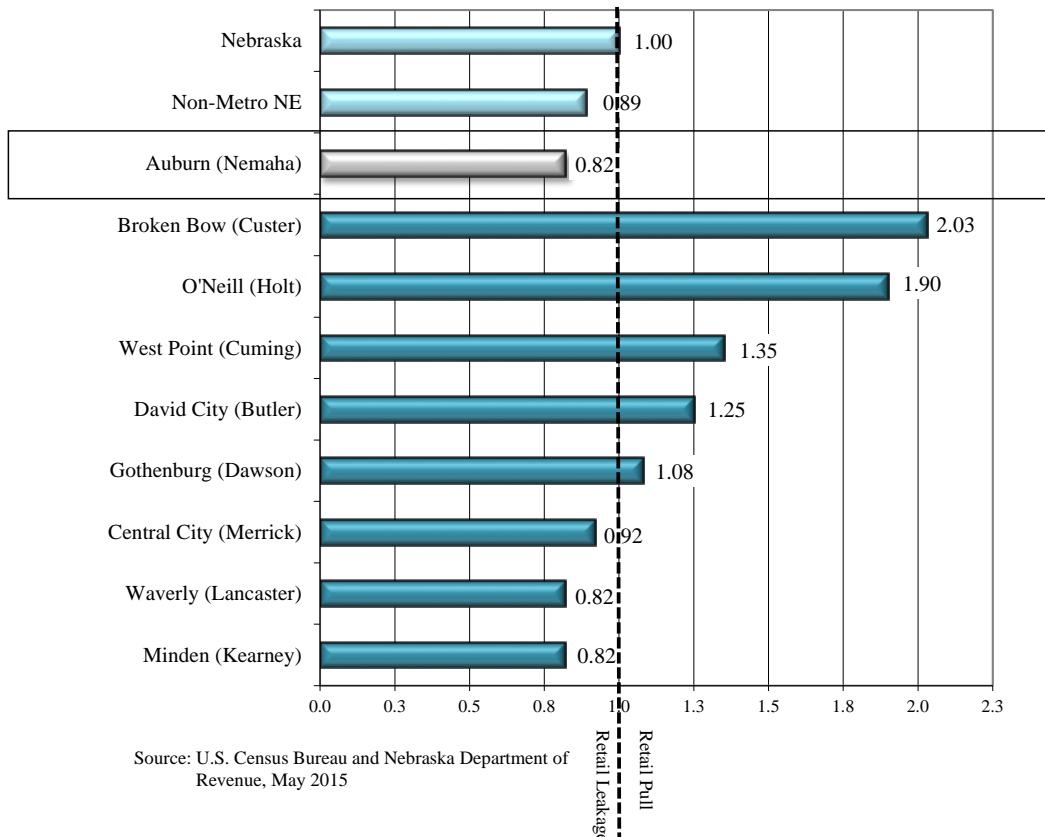
### 2014 Retail Sales (NMV) Pull Factors Auburn & Other Similarly Sized Nebraska Communities

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
<b>Nebraska</b>	<b>1,855,487</b>	<b>23,068,893</b>	<b>12,261</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,665</b>	<b>8,496,437</b>	<b>10,887</b>	<b>0.89</b>
<b>Auburn (Nemaha)</b>	<b>3,382</b>	<b>33,886</b>	<b>10,020</b>	<b>0.82</b>
David City (Butler)	2,887	44,266	15,333	1.25
Central City (Merrick)	2,890	32,424	11,219	0.92
Minden (Kearney)	3,029	30,492	10,067	0.82
West Point (Cuming)	3,330	55,011	16,520	1.35
Broken Bow (Custer)	3,482	86,742	24,912	2.03
Gothenburg (Dawson)	3,542	46,843	13,225	1.08
O'Neill (Holt)	3,663	85,558	23,357	1.90
Waverly (Lancaster)	3,709	37,315	10,061	0.82

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 13

### 2014 Retail Sales (NMV) Pull Factors Auburn & Other Similarly Sized Nebraska Communities

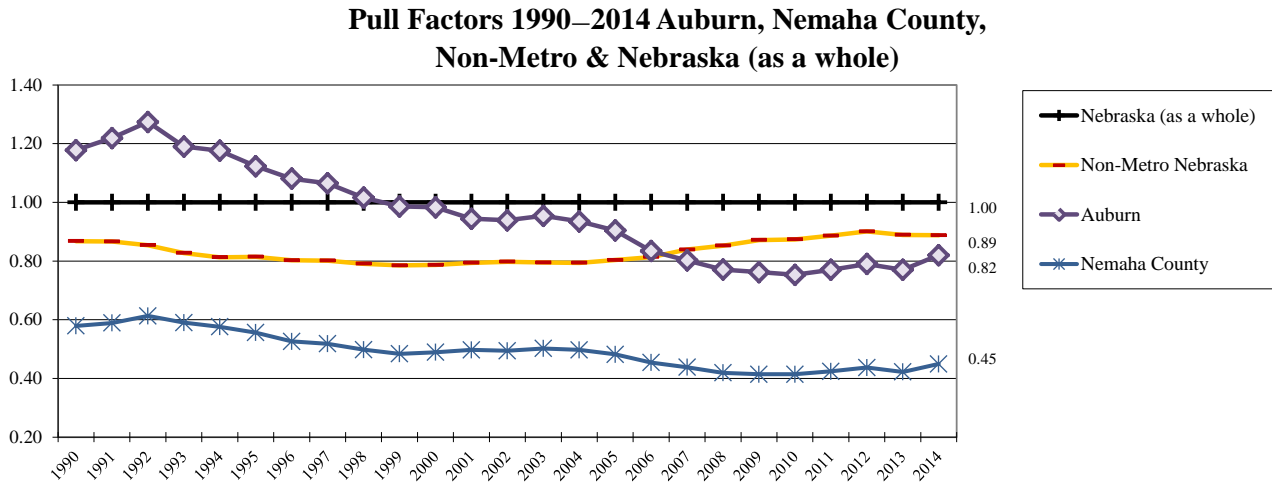


Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015



Chart 14 illustrates the pull factor trend for Auburn, Nemaha County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2014. In examining the time line, the city of Auburn shows retail pull starting out above the state average until 1999, then declining and remaining below the state average for the balance of the study period. Data within Nemaha County (as a whole) also shows the pull factor trend similar to the non-metropolitan county average only considerably lower throughout the time period.

Chart 14



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

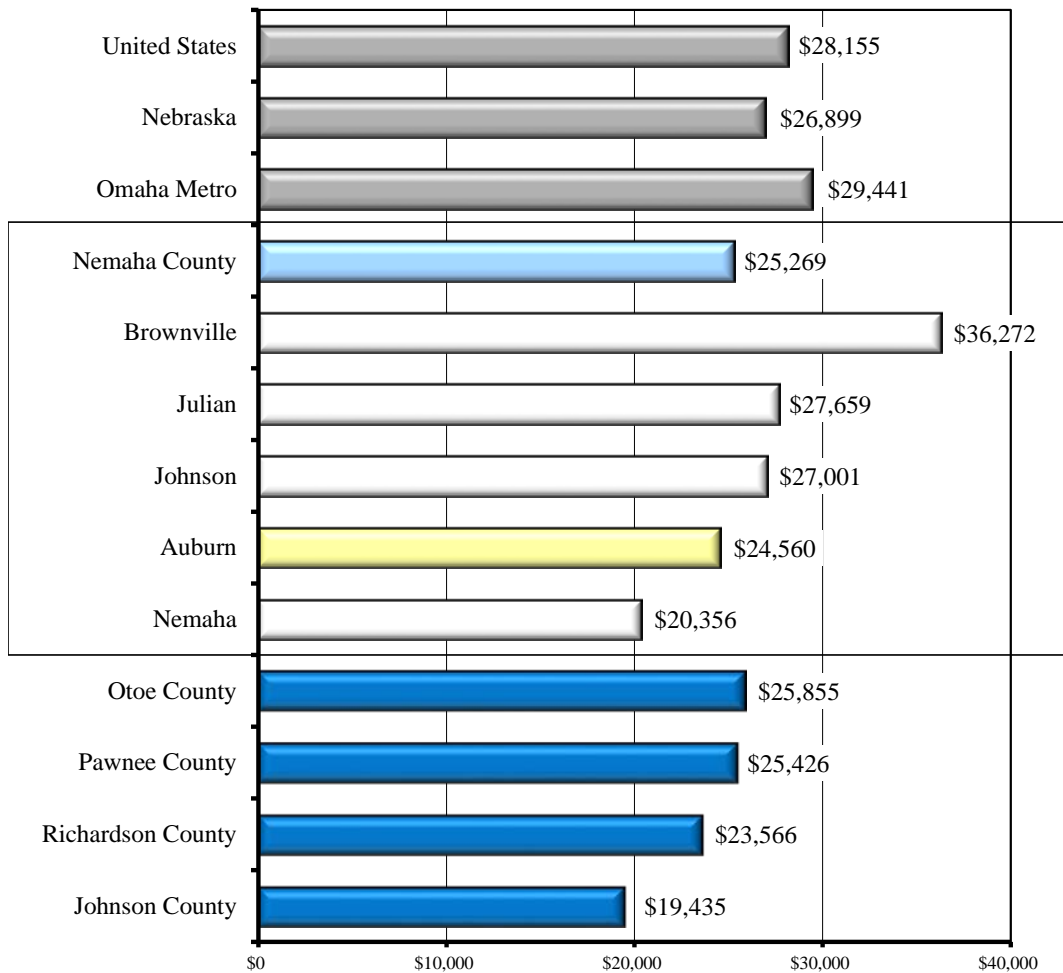
## Per Capita Personal Income

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.

The 2009–2013, five-year data show per capita personal income for Nemaha County is estimated to be \$25,269 compared to \$26,899 for Nebraska as a whole.

Chart 15

### **Per Capita Income, 2009–2013 Five-Year Estimate, Nebraska, Nemaha County & Surrounding Counties**



Source: U.S. Census Bureau, 2013 inflation adjusted past 12-months, 2009-2013 American Community Survey, accessed June 2015.

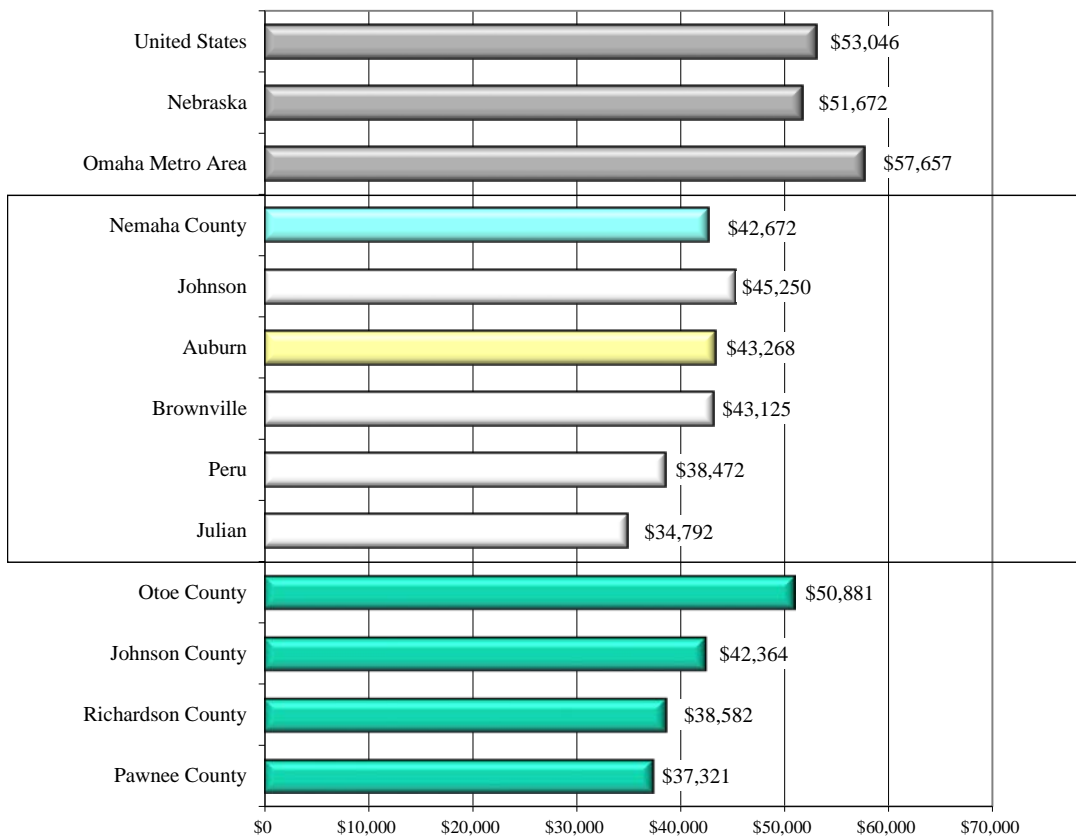
## Median Household Income

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.

The 2009–2013, five-year data show median household income for Nemaha County is estimated to be \$42,672 in 2013 compared to \$51,672 for Nebraska as a whole.

Chart 16

### **Median Household Income, 2009–2013 Five-Year Estimate Nebraska, Nemaha County & Surrounding Counties**



Source: U.S. Census Bureau, 2009-2013 American Community Survey, accessed June 2015.