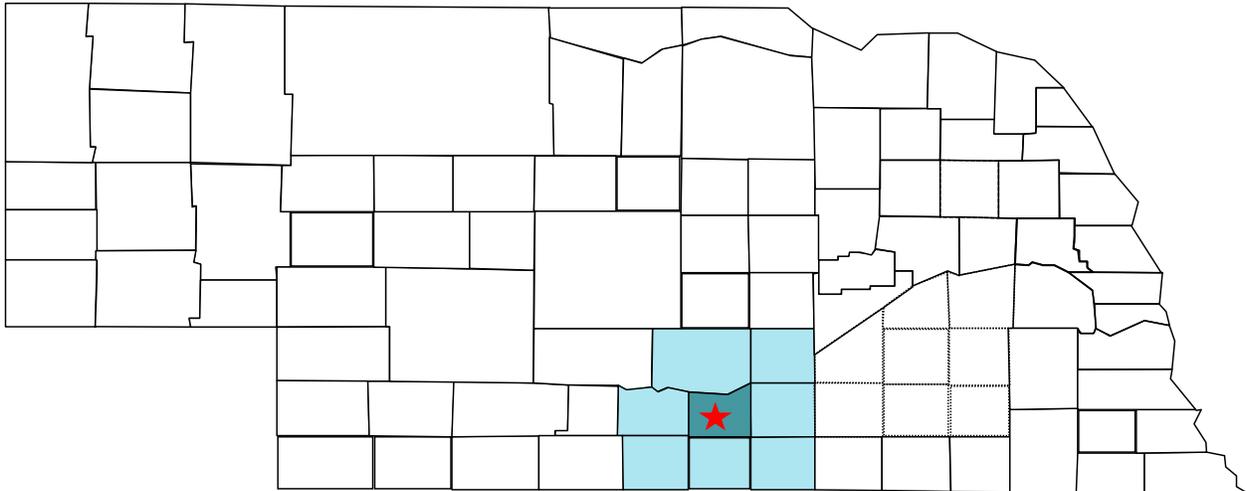


# Economic and Demographic Trends

## Minden, Kearney County, and the Surrounding Area



*March 2015*

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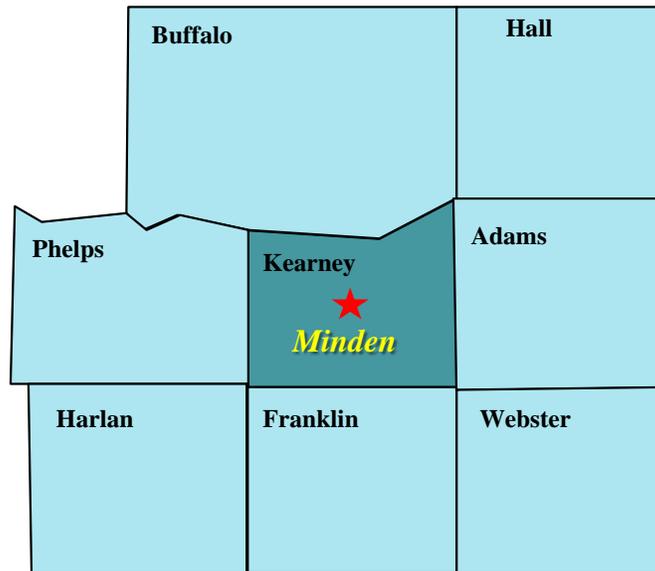
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## Economic and Demographic Trends Minden, Kearney County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the city of Minden and Kearney County, Nebraska. 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 Kearney County, other counties included in this area are Adams, Buffalo, Franklin, Hall, Harlan, Phelps, and Webster. The retail sales section also compares retail growth between Minden 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 Kearney County for the period 2004–2013. 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 Kearney County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Kearney County increased 6.8 percent (145 jobs) between 2004 and 2013.

Table 1 also provides employment data for Kearney County by major economic sector for years 2004–2013. Of the sectors reporting complete data, the Other Services, Except Public sector recorded the largest percentage increase in employment between 2004 and 2013 (70.6 percent or 24 jobs). The Manufacturing sector recorded the largest actual employment increase between 2004 and 2013 (105 jobs or 47.1 percent).

Table 1

**Non-Farm Wage & Salary Employment Trends, Kearney County, Nebraska  
Selected Years: 2004-2013**

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	% Change 2004-13	# Change 2004-13
<b>Non-farm Employment (W&amp;S)</b>	<b>2,140</b>	<b>2,086</b>	<b>2,053</b>	<b>2,034</b>	<b>2,076</b>	<b>2,146</b>	<b>2,202</b>	<b>2,259</b>	<b>2,318</b>	<b>2,285</b>	<b>6.8</b>	<b>145</b>
<b>Total Private Industries</b>	<b>1,648</b>	<b>1,595</b>	<b>1,557</b>	<b>1,541</b>	<b>1,571</b>	<b>1,644</b>	<b>1,689</b>	<b>1,760</b>	<b>1,821</b>	<b>1,792</b>	<b>8.7</b>	<b>144</b>
<b>Goods Producing</b>	<b>489</b>	<b>467</b>	<b>485</b>	<b>493</b>	<b>519</b>	<b>529</b>	<b>552</b>	<b>567</b>	<b>615</b>	<b>614</b>	<b>25.6</b>	<b>125</b>
Natural Resources & Mining	168	159	136	130	143	152	144	137	151	160	-4.8	-8
Construction	98	79	99	100	106	112	116	112	121	125	27.6	27
Manufacturing	223	229	251	264	270	265	291	318	343	328	47.1	105
<b>Service Providing</b>	<b>1,159</b>	<b>1,128</b>	<b>1,072</b>	<b>1,048</b>	<b>1,052</b>	<b>1,115</b>	<b>1,137</b>	<b>1,193</b>	<b>1,206</b>	<b>1,178</b>	<b>1.6</b>	<b>19</b>
Trade, Transportation & Utilities	354	360	355	357	358	348	356	354	357	375	5.9	21
Information	24	17	8	8	8	(D)	(D)	(D)	(D)	40*	66.7	16
Financial Activities	84	86	86	87	81	82	83	80	80	81	-3.6	-3
Professional & Business Services	49	49	50	54	56	46	44	54	(D)	79*	61.2	30
Education & Health Services	465	454	439	396	397	383	407	438	431	421	-9.5	-44
Leisure & Hospitality	150	130	102	119	117	133	128	137	142	124	-17.3	-26
Other Services, except Public	34	32	31	28	36	(D)	(D)	(D)	73	58	70.6	24
<b>Government</b>	<b>492</b>	<b>490</b>	<b>497</b>	<b>492</b>	<b>504</b>	<b>502</b>	<b>513</b>	<b>499</b>	<b>497</b>	<b>493</b>	<b>0.2</b>	<b>1</b>
Federal	35	34	33	32	33	31	32	26	26	26	-25.7	-9
State	19	20	21	16	15	15	15	15	14	14	-26.3	-5
Local	438	436	443	444	456	456	466	457	457	453	3.4	15

\*Estimate by Kenneth Lemke, Economist, NPPD.

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

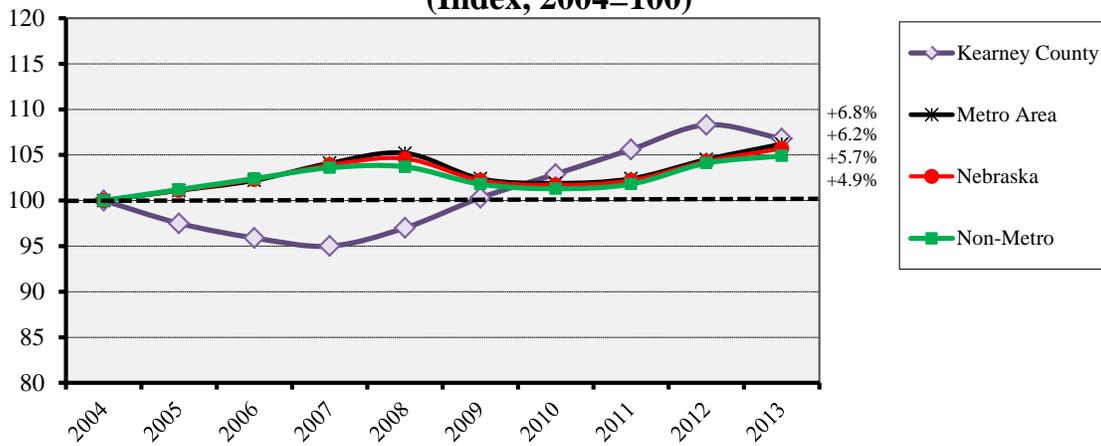
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2014  
Labor Force & Work Force Summary, 2003-2012, Annually, Kearney County (June 2013 data)

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Kearney County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2004–2013. 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 Kearney County increased 6.8 percent (145 jobs) from 2004 to 2013, compared to a 5.7 percent increase for Nebraska as a whole, a 6.2 percent increase in metropolitan Nebraska, and a 4.9 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Kearney County, Nebraska,  
Metro, and Non-Metro Nebraska, 2004-2013  
(Index, 2004=100)**

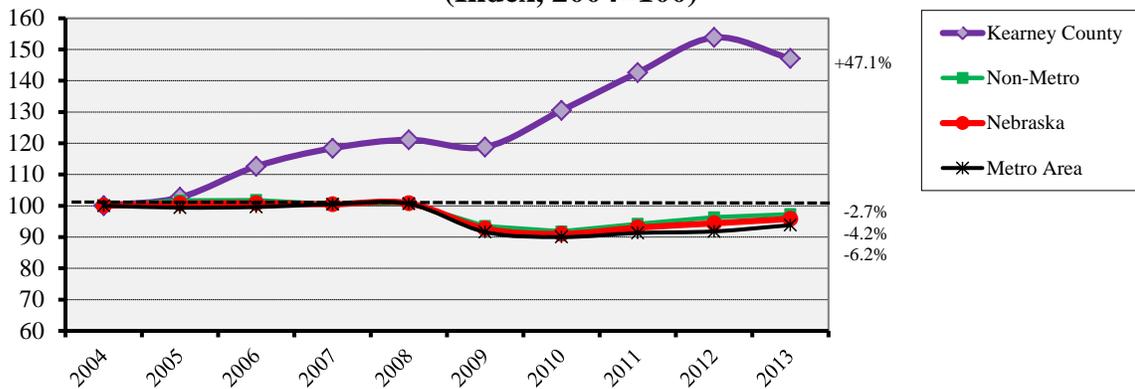


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

Chart 2 presents data on manufacturing wage and salary employment growth for Kearney County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Kearney County recorded a 47.1 percent increase in employment (105 jobs) between 2004 and 2013. This compares to a 2.7 percent decrease in employment for non-metropolitan Nebraska; a 4.2 percent decrease for Nebraska as a whole; and a 6.2 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Kearney County, Nebraska,  
Metro, and Non-Metro Nebraska, 2004-2013  
(Index, 2004=100)**



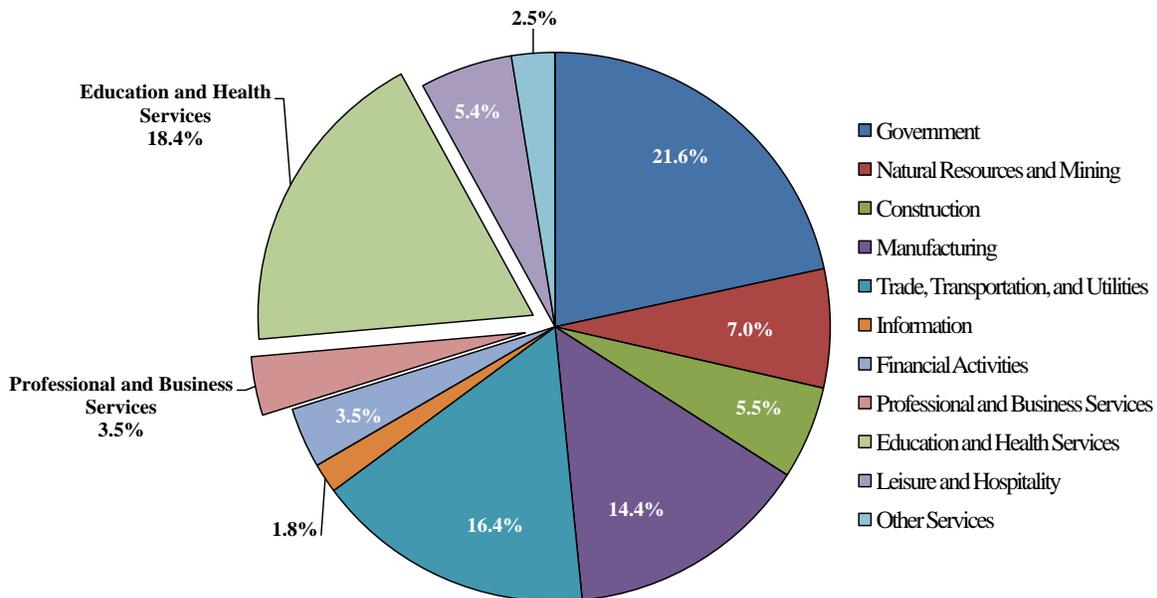
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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

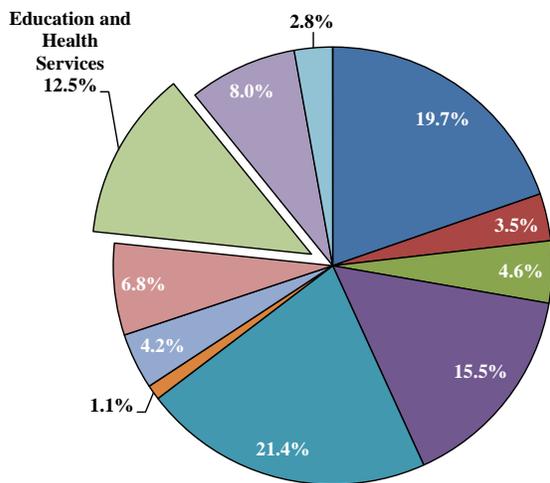
When comparing the Kearney employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Education and Health Services sector which makes up 18.4 percent of the county workforce (421 employees) compared to 12.5 percent for non-metropolitan Nebraska; a difference of 5.9 percent. Comparing Kearney County to the overall metropolitan distribution, the largest deviation is found in the Professional and Business Services sector (3.5 percent Kearney County vs. 14.9 percent metropolitan Nebraska; a difference of 11.4 percent).

Charts 3, 4, 5

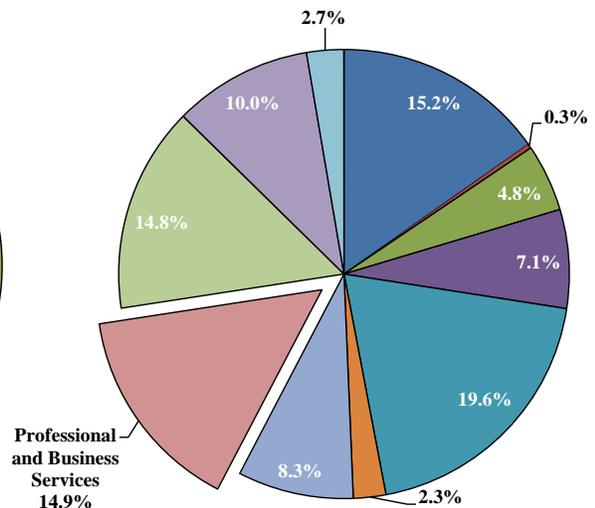
### Nonfarm Wage & Salary Employment by Major Economic Sector Kearney County, 2013



### Non-Metro Area W&S Employment, 2013



### Metro Area W&S Employment, 2013



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

The next table (Table 2) shows labor force information for Kearney County for the time period 2004–2013. 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 Kearney County residents participating in the labor force between 2004 and 2013 (5.4 percent or 213 people).

The number of those unemployed in Kearney County decreased by 0.9 percent (1 person) between 2004 and 2013. 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 Kearney County unemployment rate was 3.0 percent in 2013; below that for metropolitan Nebraska (4.1 percent), below Nebraska as a whole (3.9 percent), and below non-metropolitan Nebraska (3.7 percent).

Table 2

**Labor Force & Employment Trends, Kearney County, Nebraska**  
**Selected Years: 2004-2013**

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	% Change 2004-13	# Change 2004-13
<b>Labor Force</b>	<b>3,935</b>	<b>3,892</b>	<b>3,886</b>	<b>3,821</b>	<b>3,711</b>	<b>3,601</b>	<b>3,624</b>	<b>3,744</b>	<b>3,710</b>	<b>3,722</b>	<b>-5.4</b>	<b>-213</b>
Unemployment	114	112	88	84	100	141	128	120	111	113	-0.9	-1
Unemployment Rate	2.9	2.9	2.3	2.2	2.7	3.9	3.5	3.2	3.0	3.0	(N/A)	(N/A)
Employment	3,821	3,780	3,798	3,737	3,611	3,460	3,496	3,624	3,599	3,609	-5.5	-212

(N/A) Data not available

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2014

## **Residence and Work Flow Patterns**

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Minden, in Kearney 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 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 Kearney County are from 2011.

Table 3 (pages 6–7) examines the Work Destination area for Minden from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 1,468 county labor force participants holding primary jobs. As Table 3 shows, 95.6 percent of Minden’s labor force participants are employed within the state of Nebraska. Approximately 45.8 percent of Minden workers remain within Minden for employment with 54.2 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Minden labor force participants are employed (next page).

Table 3

### **Work Destination Report** **Where Workers are Employed Who Live in the Selection Area**

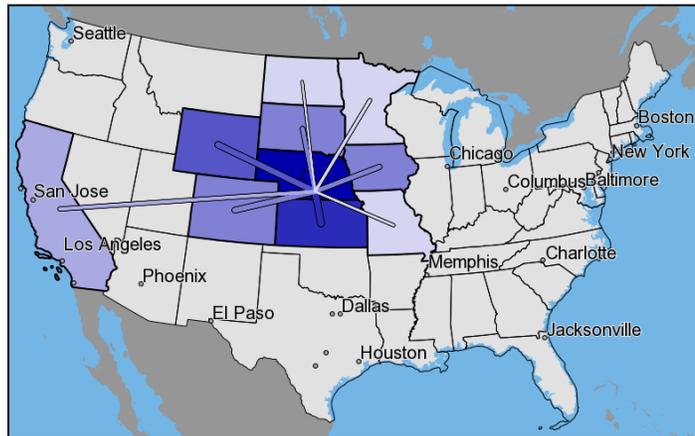
#### **Total Primary Jobs**

	2011	
	Count	Share
<b>Total Primary Jobs</b>	<b>1,468</b>	<b>100.0%</b>

#### **By States**

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

	2011	
	Count	Share
<b>Nebraska</b>	<b>1,403</b>	<b>95.6%</b>
Kansas	18	1.2%
Wyoming	8	0.5%
Colorado	6	0.4%
Iowa	6	0.4%
South Dakota	6	0.4%
California	3	0.2%
Minnesota	2	0.1%
Missouri	2	0.1%
North Dakota	2	0.1%
All Other Locations	12	0.8%

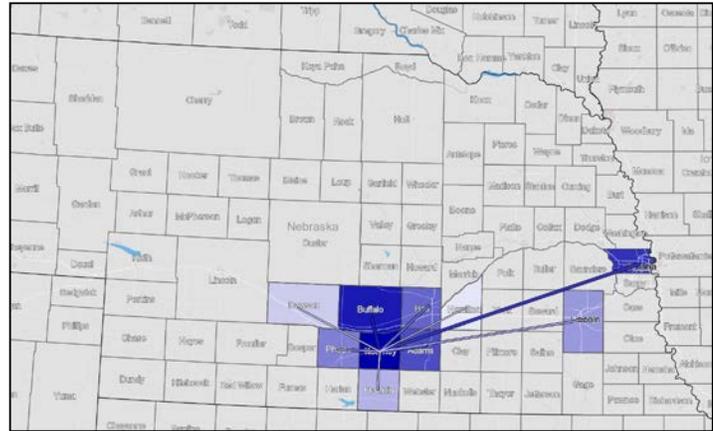


Source: U.S. Census Bureau, LED Origin-Destination Data Base, March 2015

Table 3 (continued)

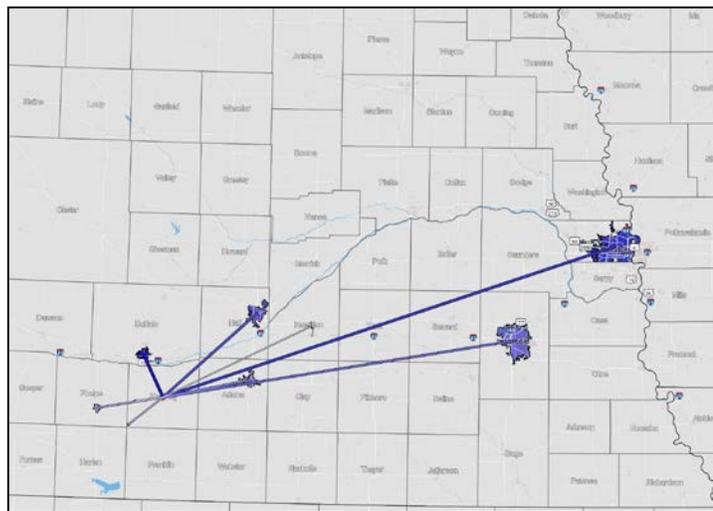
**By Counties**  
**Job Counts by Counties Where Workers are Employed**  
**2011**

	Count	Share
<b>Kearney County, NE</b>	<b>672</b>	<b>45.8%</b>
Buffalo County, NE	311	21.2%
Douglas County, NE	63	4.3%
Adams County, NE	62	4.2%
Hall County, NE	59	4.0%
Phelps County, NE	56	3.8%
Lancaster County, NE	53	3.6%
Franklin County, NE	14	1.0%
Dawson County, NE	13	0.9%
Hamilton County, NE	11	0.7%
All Other Locations	154	10.5%



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

	Count	Share
<b>Minden city, NE</b>	<b>487</b>	<b>33.2%</b>
Kearney city, NE	235	16.0%
Omaha city, NE	58	4.0%
Grand Island city, NE	56	3.8%
Lincoln city, NE	51	3.5%
Hastings city, NE	49	3.3%
Holdrege city, NE	45	3.1%
Wilcox village, NE	20	1.4%
Axtell village, NE	10	0.7%
Aurora city, NE	8	0.5%
All Other Locations	449	30.6%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, March 2015

People also travel from other locations to work in Minden—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Minden. The Census identified 1,034 primary jobs within Minden. As Table 4 indicates, 98.3 percent of these jobs are held by Nebraska residents. Approximately 64.2 percent of Minden 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

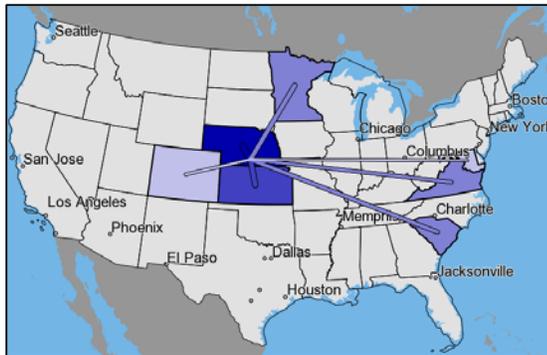
### Total Primary Jobs

	2011	
	Count	Share
<b>Total Primary Jobs</b>	<b>1,034</b>	<b>100.0%</b>

### By States

#### Job Counts by States Where Workers Live

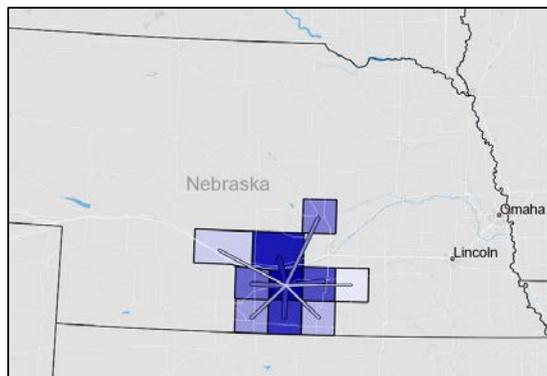
	2011	
	Count	Share
<b>Nebraska</b>	<b>1,016</b>	<b>98.3%</b>
Kansas	10	1.0%
Minnesota	2	0.2%
South Carolina	2	0.2%
Virginia	2	0.2%
Colorado	1	0.1%
Maryland	1	0.1%
All Other Locations	0	0.0%



### By Counties

#### Job Counts by Counties Where Workers Live

	2011	
	Count	Share
<b>Kearney County, NE</b>	<b>664</b>	<b>64.2%</b>
Buffalo County, NE	84	8.1%
Franklin County, NE	71	6.9%
Adams County, NE	47	4.5%
Phelps County, NE	23	2.2%
Howard County, NE	14	1.4%
Harlan County, NE	12	1.2%
Webster County, NE	11	1.1%
Dawson County, NE	9	0.9%
Clay County, NE	8	0.8%
All Other Locations	91	8.8%

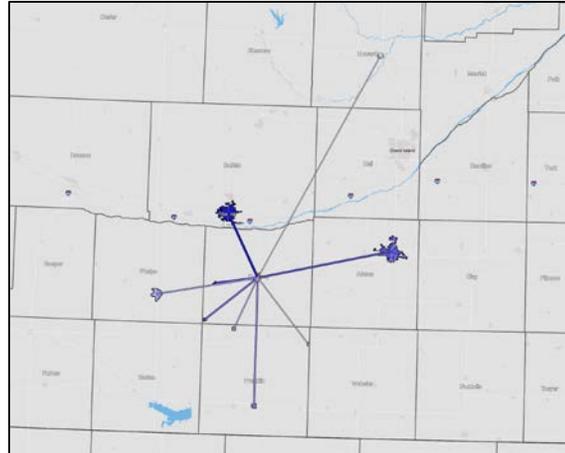


Source: U.S. Census Bureau, LED Origin-Destination Data Base, March 2015

Table 4 (continued)

**By Places (top 10)  
Job Counts by Places (Cities, CDPs, etc.)  
2011**

	Count	Share
<b>Minden city, NE</b>	<b>487</b>	<b>47.1%</b>
Kearney city, NE	54	5.2%
Axtell village, NE	34	3.3%
Hastings city, NE	28	2.7%
Wilcox village, NE	24	2.3%
Franklin city, NE	18	1.7%
Holdrege city, NE	13	1.3%
Hildreth village, NE	12	1.2%
Campbell village, NE	9	0.9%
St. Paul city, NE	7	0.7%
All Other Locations	348	33.7%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, March 2015

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

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	1,034	100.0%	1,089	100.0%	1,047	100.0%
Living in the Selection Area	1,468	142.0%	1,486	136.5%	1,455	139.0%
Net Job Inflow (+) or Outflow (-)	-434	-	-397	-	-408	-

**In-Area Labor Force Efficiency (Primary Jobs)**

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	1,468	100.0%	1,486	100.0%	1,455	100.0%
Living and Employed in the Selection Area	487	33.2%	571	38.4%	540	37.1%
Living in the Selection Area but Employed Outside	981	66.8%	915	61.6%	915	62.9%

**In-Area Employment Efficiency (Primary Jobs)**

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,034	100.0%	1,089	100.0%	1,047	100.0%
Employed and Living in the Selection Area	487	47.1%	571	52.4%	540	51.6%
Employed in the Selection Area but Living Outside	547	52.9%	518	47.6%	507	48.4%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	981	100.0%	915	100.0%	915	100.0%
Workers Aged 29 or younger	276	28.1%	239	26.1%	221	24.2%
Workers Aged 30 to 54	525	53.5%	502	54.9%	508	55.5%
Workers Aged 55 or older	180	18.3%	174	19.0%	186	20.3%
Workers Earning \$1,250 per month or less	219	22.3%	203	22.2%	207	22.6%
Workers Earning \$1,251 to \$3,333 per month	462	47.1%	466	50.9%	458	50.1%
Workers Earning More than \$3,333 per month	300	30.6%	246	26.9%	250	27.3%
Workers in the "Goods Producing" Industry Class	273	27.8%	257	28.1%	257	28.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	230	23.4%	214	23.4%	248	27.1%
Workers in the "All Other Services" Industry Class	478	48.7%	444	48.5%	410	44.8%

Inflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	547	100.0%	518	100.0%	507	100.0%
Workers Aged 29 or younger	120	21.9%	129	24.9%	126	24.9%
Workers Aged 30 to 54	280	51.2%	267	51.5%	268	52.9%
Workers Aged 55 or older	147	26.9%	122	23.6%	113	22.3%
Workers Earning \$1,250 per month or less	195	35.6%	136	26.3%	146	28.8%
Workers Earning \$1,251 to \$3,333 per month	236	43.1%	281	54.2%	262	51.7%
Workers Earning More than \$3,333 per month	116	21.2%	101	19.5%	99	19.5%
Workers in the "Goods Producing" Industry Class	103	18.8%	98	18.9%	97	19.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	99	18.1%	102	19.7%	95	18.7%
Workers in the "All Other Services" Industry Class	345	63.1%	318	61.4%	315	62.1%

Interior Flow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	487	100.0%	571	100.0%	540	100.0%
Workers Aged 29 or younger	81	16.6%	107	18.7%	112	20.7%
Workers Aged 30 to 54	241	49.5%	289	50.6%	260	48.1%
Workers Aged 55 or older	165	33.9%	175	30.6%	168	31.1%
Workers Earning \$1,250 per month or less	178	36.6%	166	29.1%	157	29.1%
Workers Earning \$1,251 to \$3,333 per month	206	42.3%	277	48.5%	267	49.4%
Workers Earning More than \$3,333 per month	103	21.1%	128	22.4%	116	21.5%
Workers in the "Goods Producing" Industry Class	68	14.0%	72	12.6%	69	12.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	63	12.9%	60	10.5%	59	10.9%
Workers in the "All Other Services" Industry Class	356	73.1%	439	76.9%	412	76.3%

Source: U.S. Census Bureau, LED Origin-Destination Data Base, March 2015

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

Table 6

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

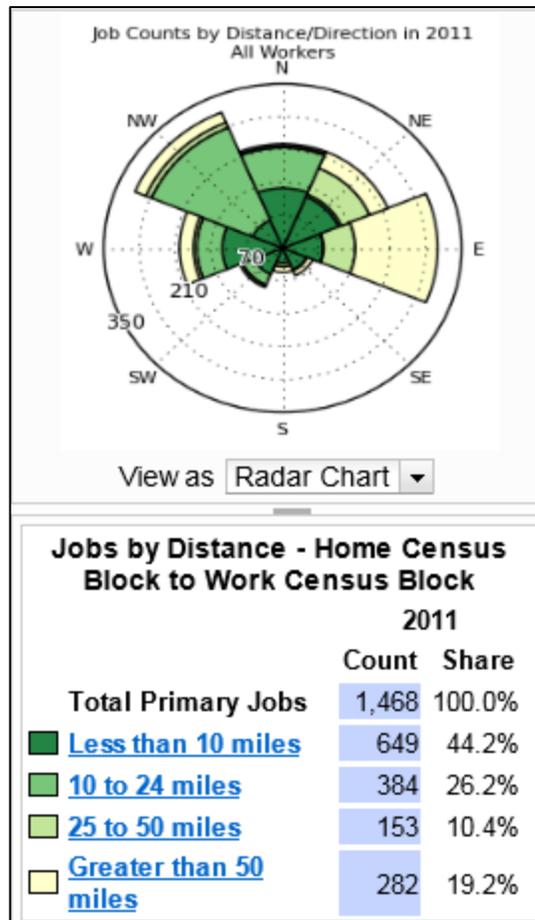
*Live within study area - distance to work*

### Job Counts in Work Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>1,468</b>	<b>100.0%</b>	<b>1,486</b>	<b>100.0%</b>	<b>1,455</b>	<b>100.0%</b>
Less than 10 miles	649	44.2%	711	47.8%	670	46.0%
10 to 24 miles	384	26.2%	412	27.7%	440	30.2%
25 to 50 miles	153	10.4%	180	12.1%	148	10.2%
Greater than 50 miles	282	19.2%	183	12.3%	197	13.5%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, March 2015

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, March 2015

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Minden and the distance to their homes. Looking at Table 7, the number of primary jobs held within Minden has slightly decreased since 2009. The data also show the majority of Minden employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

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

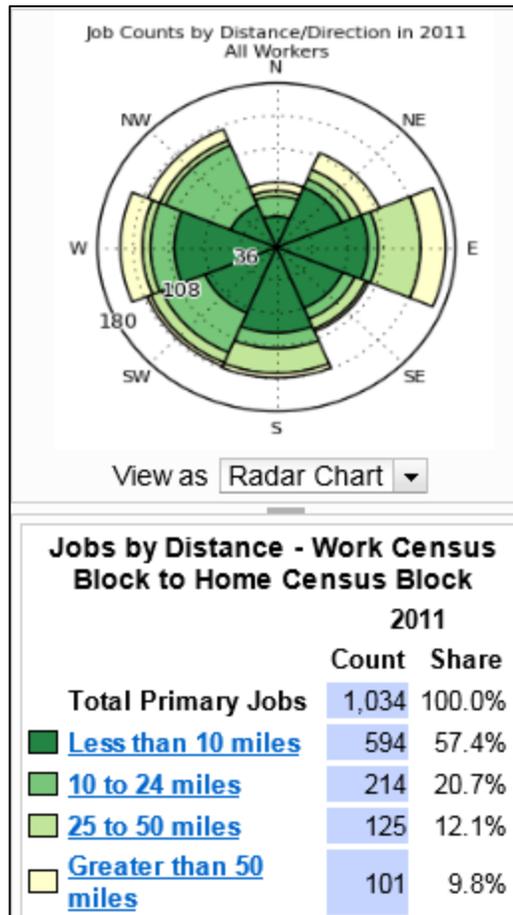
*Work within study area - distance to home*

### Job Counts in Home Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>1,034</b>	<b>100.0%</b>	<b>1,089</b>	<b>100.0%</b>	<b>1,047</b>	<b>100.0%</b>
Less than 10 miles	594	57.4%	671	61.6%	634	60.6%
10 to 24 miles	214	20.7%	214	19.7%	194	18.5%
25 to 50 miles	125	12.1%	103	9.5%	110	10.5%
Greater than 50 miles	101	9.8%	101	9.3%	109	10.4%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, March 2015

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, March 2015

## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Kearney County and the surrounding area. As Table 8 indicates, Kearney County's population experienced an average annual decrease of 0.1 percent between 1970 and 2010 for a total decrease of 3.3 percent or 218 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Kearney County reported an average annual 0.3 percent increase in population from 2010 to 2013 (59 people total).

Table 8

### County Population 1970-2013 Kearney County and the Surrounding Area

Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2013	1970-2010	2010-2013
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,868,516	0.5	0.8
<b>Kearney County</b>	<b>6,707</b>	<b>7,053</b>	<b>6,629</b>	<b>6,882</b>	<b>6,489</b>	<b>6,548</b>	<b>-0.1</b>	<b>0.3</b>
Adams County	30,553	30,656	29,625	31,151	31,364	31,610	0.1	0.3
Buffalo County	31,222	34,797	37,447	42,259	46,102	47,893	1.0	1.3
Franklin County	4,566	4,377	3,938	3,574	3,225	3,085	-0.9	-1.5
Hall County	42,851	47,690	48,925	53,534	58,607	60,720	0.8	1.2
Harlan County	4,357	4,292	3,810	3,786	3,423	3,513	-0.6	0.9
Phelps County	9,553	9,769	9,715	9,747	9,188	9,213	-0.1	0.1
Webster County	5,396	4,858	4,279	4,061	3,812	3,688	-0.9	-1.1

Source: U.S. Bureau of the Census, Census of Population, April 2014

Table 9 data reveals the population of Kearney County's incorporated places as a whole experienced an average annual population increase of 0.3 percent from 1970 to 2010 and a increase of 0.5 percent from 2010 to 2013 for a total increase of 16.1 percent (579 people) from 1970 to 2013. Minden, the county's largest city, reported an 11.9 percent increase in population (317 people) between 1970 and 2013. The unincorporated areas outside of the selected communities experienced a 23.8 percent decrease (738 people) during the period 1970–2013.

Table 9

### County Population 1970-2013 Kearney County Communities and Unincorporated Areas

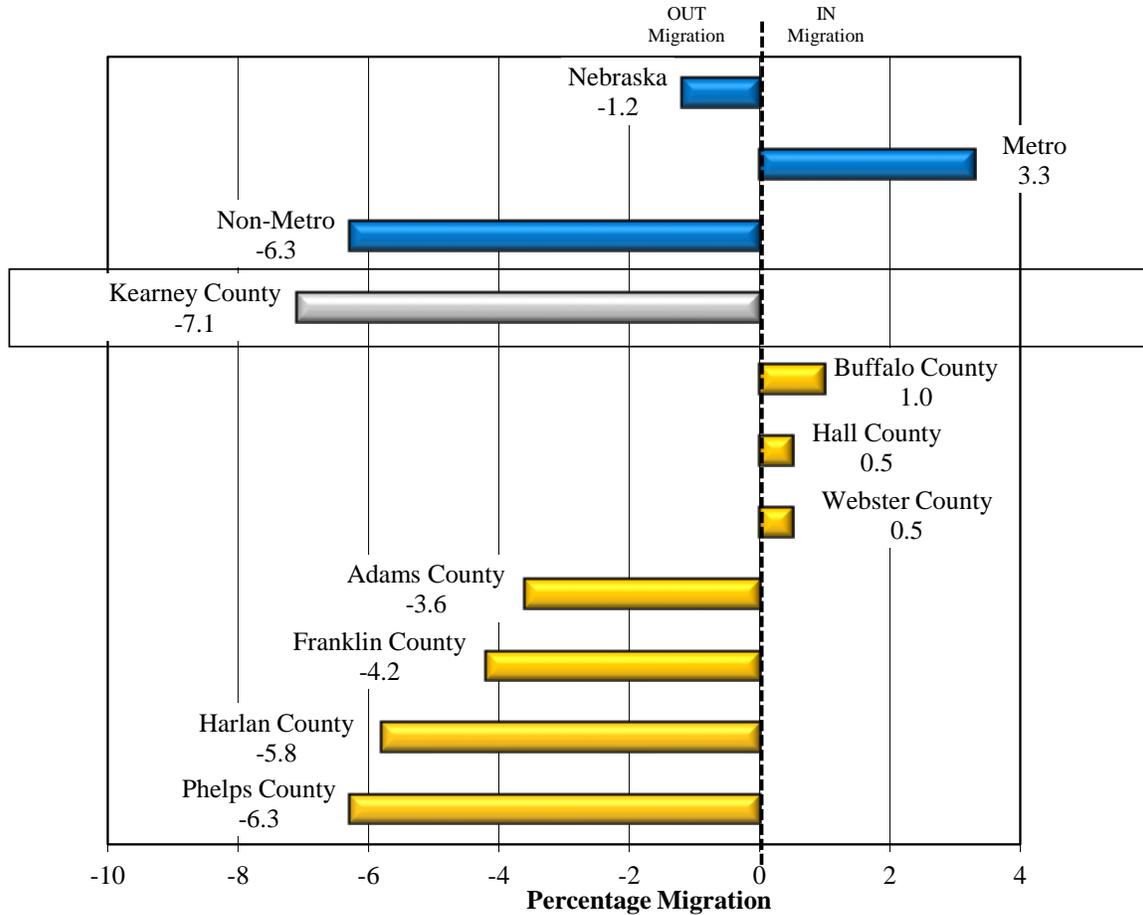
Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2013	1970-2010	2010-2013
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,868,516	0.5	0.8
<b>Kearney County</b>	<b>6,707</b>	<b>7,053</b>	<b>6,629</b>	<b>6,882</b>	<b>6,489</b>	<b>6,548</b>	<b>-0.1</b>	<b>0.3</b>
Axtell	500	602	690	696	726	730	0.9	0.2
Heartwell	104	87	69	80	71	71	-0.9	0.0
Minden	2,669	2,939	2,763	2,964	2,923	2,986	0.2	0.7
Norman	52	58	48	49	43	43	-0.5	0.0
Wilcox	280	379	349	360	358	354	0.6	-0.4
<b>Total Incorporated Places</b>	<b>3,605</b>	<b>4,065</b>	<b>3,919</b>	<b>4,149</b>	<b>4,121</b>	<b>4,184</b>	<b>0.3</b>	<b>0.5</b>
<b>Unincorporated Areas</b>	<b>3,102</b>	<b>2,988</b>	<b>2,710</b>	<b>2,733</b>	<b>2,368</b>	<b>2,364</b>	<b>-0.7</b>	<b>-0.1</b>

Source: U.S. Bureau of the Census, Census of Population, April 2014

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Kearney 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, Kearney County experienced a net out-migration of 486 people or 7.1 percent of its 2000 population.

Chart 6

### 2000-2010 Net Migration as Percent of 2000 Population Kearney County and the Surrounding Area

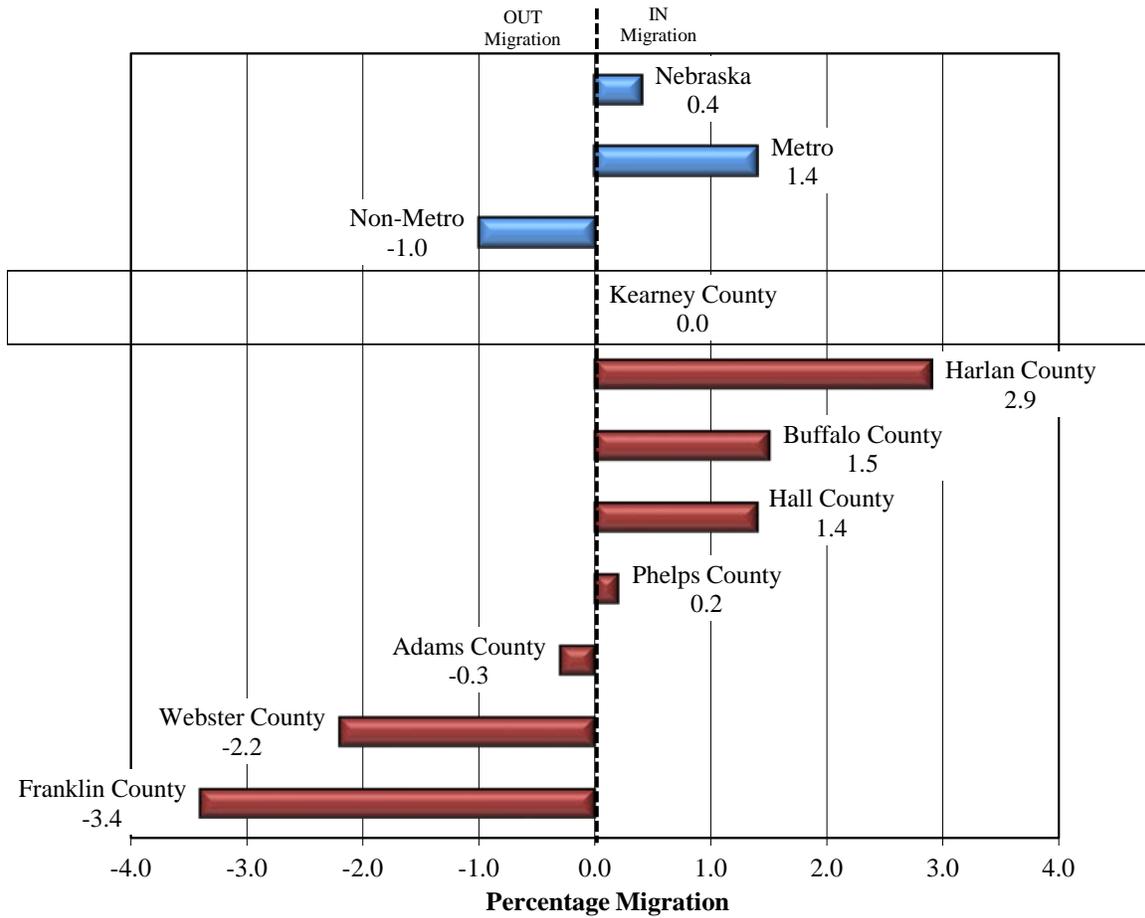


Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

Looking at the years 2010–2013 (Chart 7), Kearney County experienced a net out-migration of 2 people or 0.0 percent of its 2010 population.

Chart 7

### 2010-2013 Net Migration as Percent of 2010 Population Kearney County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2007–2011 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 76.9 percent of the 566 people moving into Kearney County moved from other Nebraska locations (435 people). Data also reveal 131 people (23.1 percent) migrated into the county from other states.

Table 10

### Kearney County, Nebraska, 2007-2011, Five-Year Estimate Inflow Into County

	Number	Percent
Movers within the United States	894	100.0
Within Same County	328	36.7
Different County, Same State	435	48.7
Different State	131	14.7
Movers from Abroad	0	0.0
<b>Total Movement</b>	<b>894</b>	

Source: American Community Survey, County-to-County Migration Flows, 2007-2011 data, accessed February 2014

### Reported Counties (where people moved from)

State	County	Number
Nebraska	Buffalo County	238
Nebraska	Phelps County	70
Nebraska	Douglas County	35
Nebraska	Franklin County	33
Alabama	Dale County	29
Nebraska	Frontier County	29
Missouri	Atchison County	23
California	Solano County	22
Nebraska	Lancaster County	17
Kansas	Wyandotte County	16
California	Orange County	11
Nebraska	Harlan County	8
Rhode Island	Providence County	8
Texas	Sherman County	8
Iowa	Pottawattamie County	4
Washington	Benton County	4
Iowa	Jasper County	3
Nebraska	Lincoln County	3
Nebraska	Gage County	2
Arizona	Maricopa County	1
California	Alameda County	1
Iowa	Polk County	1

Source: American Community Survey, County-to-County Migration Flows, 2007-2011 data, accessed February 2014

The 2007–2011, five-year estimates in Table 11 reveal 87.4 percent of the 398 people migrating out of Kearney County remained in the state of Nebraska (348 people). Data show 50 Kearney County residents (12.6 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

**Kearney County, Nebraska, 2007-2011, Five-Year Estimate  
Outflow From County**

	Number	Percent
Movers within the United States	726	100.0
Within Same County	328	45.2
Different County, Same State	348	47.9
Different State	50	6.9
Movers to Puerto Rico	0	0.0
<b>Total Movement</b>	<b>726</b>	

Source: American Community Survey, County-to-County Migration Flows, 2007-2011 data, accessed February 2014

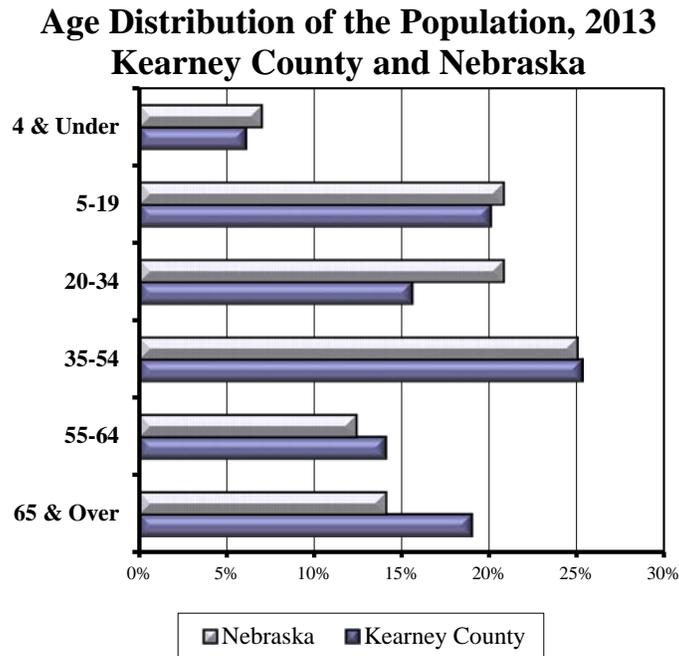
**Reported Counties  
(where people moved to)**

State	County	Number
Nebraska	Buffalo County	241
Ohio	Richland County	30
Nebraska	Saunders County	26
Nebraska	Franklin County	15
Nebraska	Lancaster County	14
Nebraska	Webster County	14
Colorado	Arapahoe County	13
Nebraska	Polk County	10
Nebraska	Howard County	8
Nebraska	Valley County	8
Nebraska	Furnas County	7
Iowa	Tama County	7
Nebraska	Douglas County	3
Nebraska	Custer County	2

Source: American Community Survey, County-to-County Migration Flows, 2007-2011 data, accessed February 2014

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 Kearney County. The population of Kearney County is significantly older in age than Nebraska as a whole. The median age for Kearney County residents in 2013 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 2014

Table 12

### Age Distribution of the Population, 2013 Kearney County and Nebraska

	2013 Population		Percent	
	Nebraska	Kearney County	Nebraska	Kearney County
4 & Under	130,160	397	7.0%	6.1%
5-19	387,807	1,314	20.8%	20.1%
20-34	388,117	1,019	20.8%	15.6%
35-54	467,120	1,656	25.0%	25.3%
55-64	231,304	921	12.4%	14.1%
65 & Over	264,008	1,241	14.1%	19.0%
<b>Total</b>	<b>1,868,516</b>	<b>6,548</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 2014

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

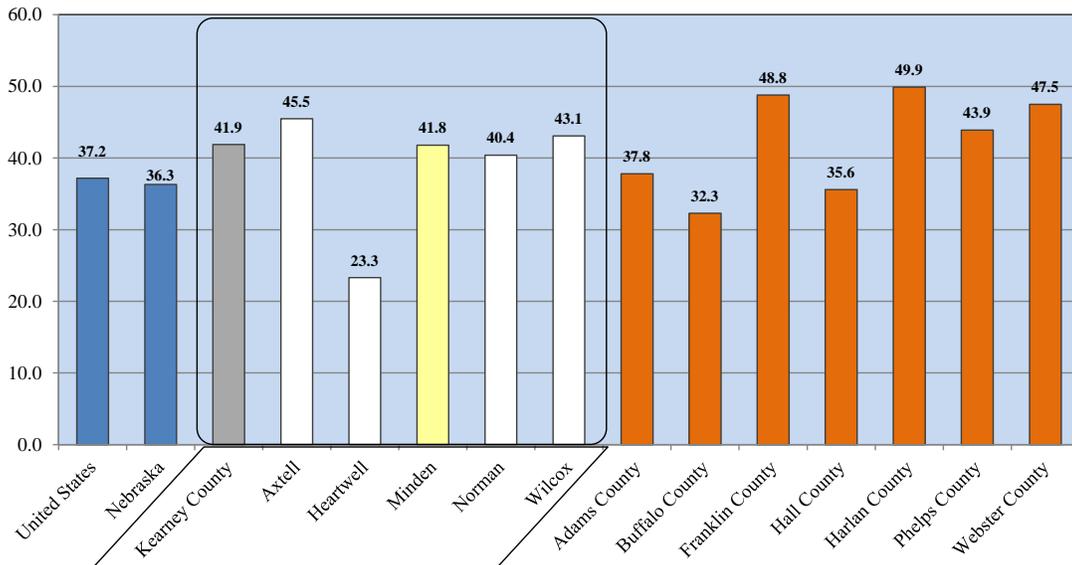
**Median Age by Location and Gender  
5-Year Estimate, 2008–2012  
Kearney County and the Surrounding Area**

	Median Age		
	Total	Male	Female
<b>United States</b>	<b>37.2</b>	35.8	38.5
<b>Nebraska</b>	<b>36.3</b>	35.0	37.5
<b>Kearney County</b>	<b>41.9</b>	41.5	42.9
Axtell	45.5	44.6	46.4
Heartwell	23.3	24.5	14.0
Minden	41.8	36.4	46.4
Norman	40.4	42.3	39.5
Wilcox	43.1	35.8	45.8
<b>Adams County</b>	<b>37.8</b>	35.5	39.8
<b>Buffalo County</b>	<b>32.3</b>	30.8	33.5
<b>Franklin County</b>	<b>48.8</b>	47.6	49.6
<b>Hall County</b>	<b>35.6</b>	34.7	36.9
<b>Harlan County</b>	<b>49.9</b>	50.2	49.3
<b>Phelps County</b>	<b>43.9</b>	41.5	45.1
<b>Webster County</b>	<b>47.5</b>	47.5	47.5

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

Chart 9

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



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

## Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Kearney County and the surrounding area for 2013. 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

### 2013 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Kearney County, and Surrounding Counties

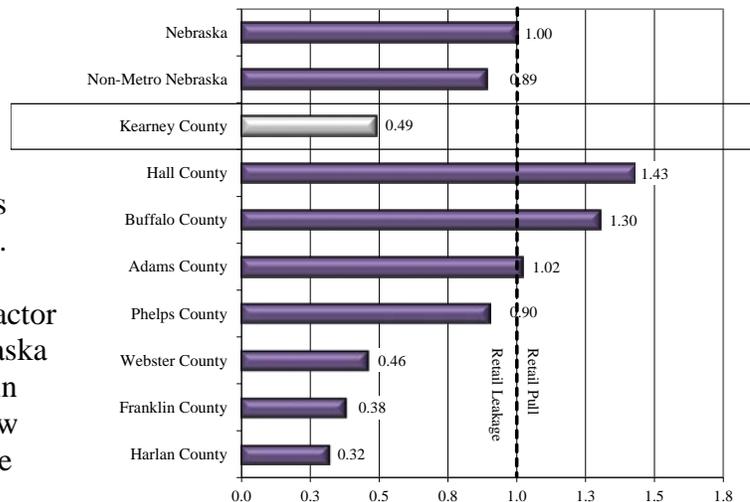
	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
<b>Nebraska</b>	<b>1,868,516</b>	<b>22,469,705</b>	<b>12,025</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,295</b>	<b>8,349,191</b>	<b>10,686</b>	<b>0.89</b>
<b>Kearney County</b>	<b>6,548</b>	<b>38,182</b>	<b>5,831</b>	<b>0.49</b>
Adams County	31,610	385,669	12,201	1.02
Buffalo County	47,893	748,643	15,632	1.30
Franklin County	3,085	14,134	4,582	0.38
Hall County	60,720	1,045,082	17,211	1.43
Harlan County	3,513	13,640	3,883	0.32
Phelps County	9,213	99,534	10,804	0.90
Webster County	3,688	20,482	5,554	0.46

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Chart 10

Reviewing the pull factors at the county level indicates Kearney County experiences net retail leakages. The 2013 pull factor of 0.49 indicates, on a per capita basis, retail sales in Kearney County are less than half of 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 Kearney County (0.49) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Kearney County are 45.4 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

#### 2013 Retail Sales (NMV) Pull Factors, Nebraska, Kearney County & Surrounding Counties



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Table 15 and Chart 11 compare the 2013 pull factors for selected area communities. The community of Minden’s pull factor of 0.91 indicates that, on a per capita basis, non-motor vehicle retail sales in Minden are approximately 9 percent less than the state’s average per capita sales.

Table 15

**2013 Retail Sales (NMV) Pull Factors  
Nebraska, Kearney County, and Selected Study Area Communities**

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
<b>Nebraska</b>	<b>1,868,516</b>	<b>22,469,705</b>	<b>12,025</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,295</b>	<b>8,349,191</b>	<b>10,686</b>	<b>0.89</b>
<b>Kearney County</b>	<b>6,548</b>	<b>38,182</b>	<b>5,831</b>	<b>0.49</b>
Minden (Kearney)	2,986	32,680	10,944	0.91
Hastings (Adams)	25,093	373,616	14,889	1.24
Kearney (Buffalo)	32,174	703,100	21,853	1.82
Franklin (Franklin)	955	10,022	10,494	0.87
Grand Island (Hall)	50,550	1,009,831	19,977	1.66
Alma (Harlan)	1,165	9,095	7,807	0.65
Holdrege (Phelps)	5,527	92,819	16,794	1.40
Red Cloud (Webster)	978	9,892	10,115	0.84

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Chart 11

**2013 Retail Sales (NMV) Pull Factors  
Nebraska, Kearney County & Selected Study Area Communities**

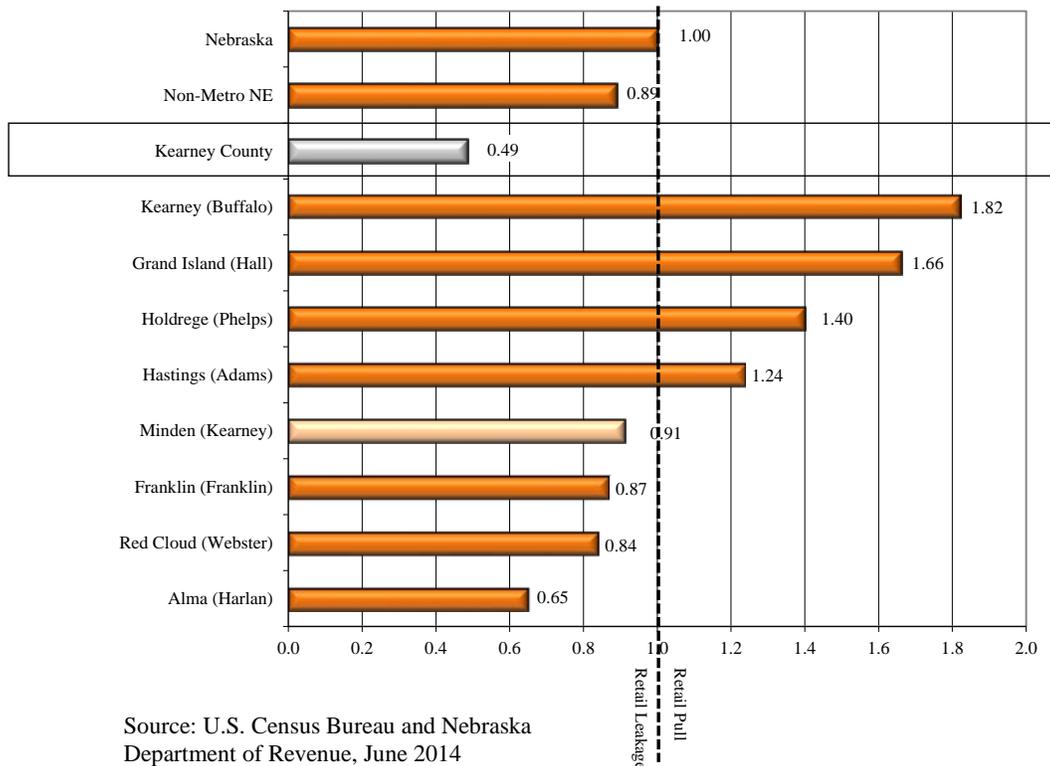


Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2013 pull factors into the communities reporting retail sales figures within Kearney County. As this table indicates, the community of Minden had the strongest pull factor (0.91) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.49 for Kearney County in 2013.

Table 16

### 2013 Retail Sales (NMV) Pull Factors Nebraska and Available Kearney County Area Communities

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
<b>Nebraska</b>	<b>1,868,516</b>	<b>22,469,705</b>	<b>12,025</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,295</b>	<b>8,349,191</b>	<b>10,686</b>	<b>0.89</b>
<b>Kearney County</b>	<b>6,548</b>	<b>38,182</b>	<b>5,831</b>	<b>0.49</b>
Minden	2,986	32,680	10,944	0.91
Axtell	730	2,016	2,761	0.23
Wilcox	354	2,140	6,046	0.50
Heartwell	71	78	1,101	0.09

Source: U.S. Census Bureau and the Nebraska Department of Revenue, June 2014

Chart 12

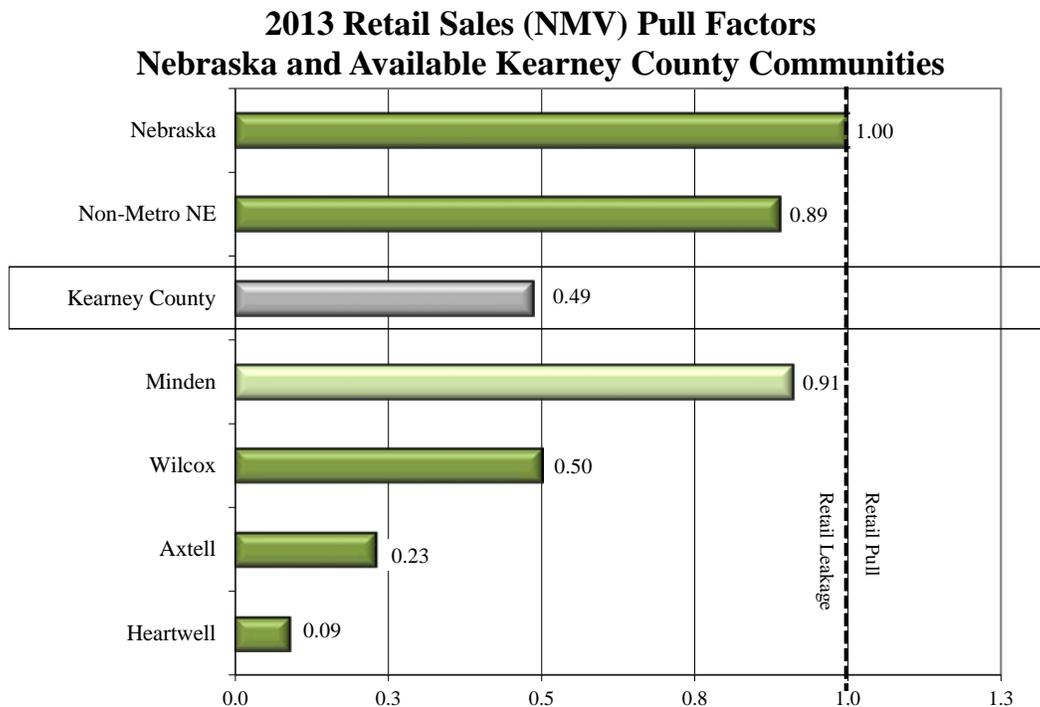


Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2013 pull factors for Nebraska, Minden, and eight other similarly sized communities selected from around the state. Broken Bow’s pull factor of 1.99 leads the group for 2013 thus indicating Broken Bow has greater retail pull.

Table 17

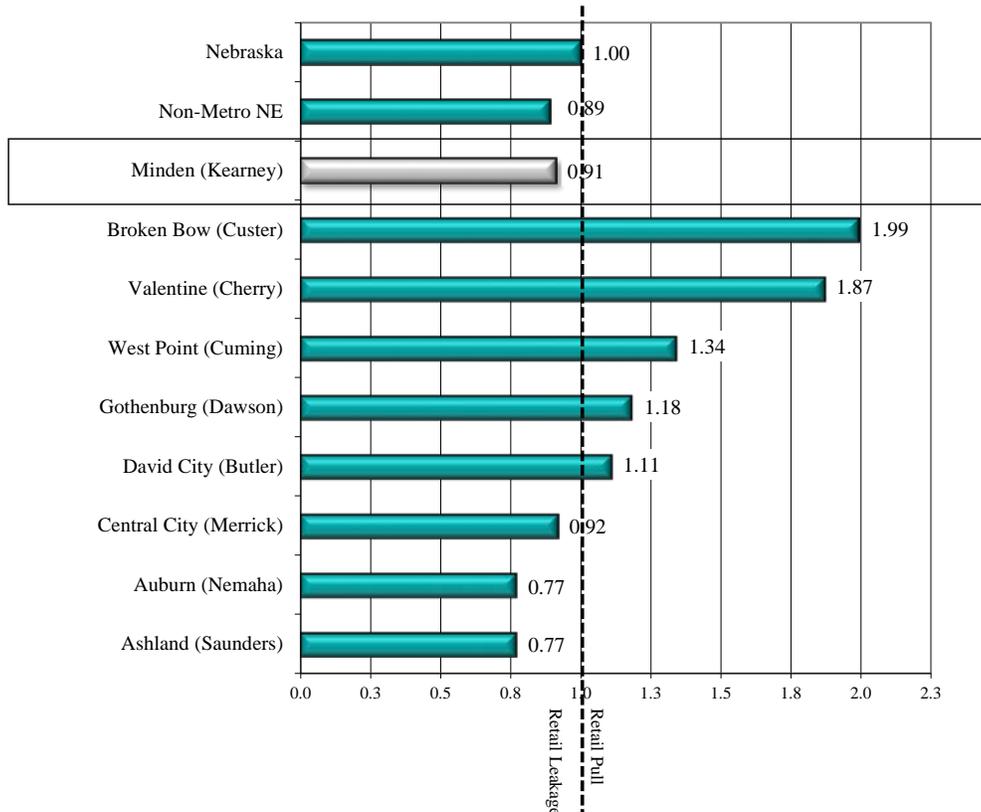
**2013 Retail Sales (NMV) Pull Factors  
Minden & Other Similarly Sized Nebraska Communities**

	2013 Population	2013 Retail Sales (x \$1,000)	2013 Per Cap Sales (\$)	2013 Pull Factor
<b>Nebraska</b>	<b>1,868,516</b>	<b>22,469,705</b>	<b>12,025</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,295</b>	<b>8,349,191</b>	<b>10,686</b>	<b>0.89</b>
<b>Minden (Kearney)</b>	<b>2,986</b>	<b>32,680</b>	<b>10,944</b>	<b>0.91</b>
Ashland (Saunders)	2,513	23,280	9,264	0.77
Valentine (Cherry)	2,789	62,631	22,456	1.87
David City (Butler)	2,900	38,879	13,406	1.11
Central City (Merrick)	2,921	32,214	11,028	0.92
West Point (Cuming)	3,310	53,490	16,160	1.34
Auburn (Nemaha)	3,385	31,358	9,264	0.77
Broken Bow (Custer)	3,491	83,572	23,939	1.99
Gothenburg (Dawson)	3,558	50,517	14,198	1.18

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Chart 13

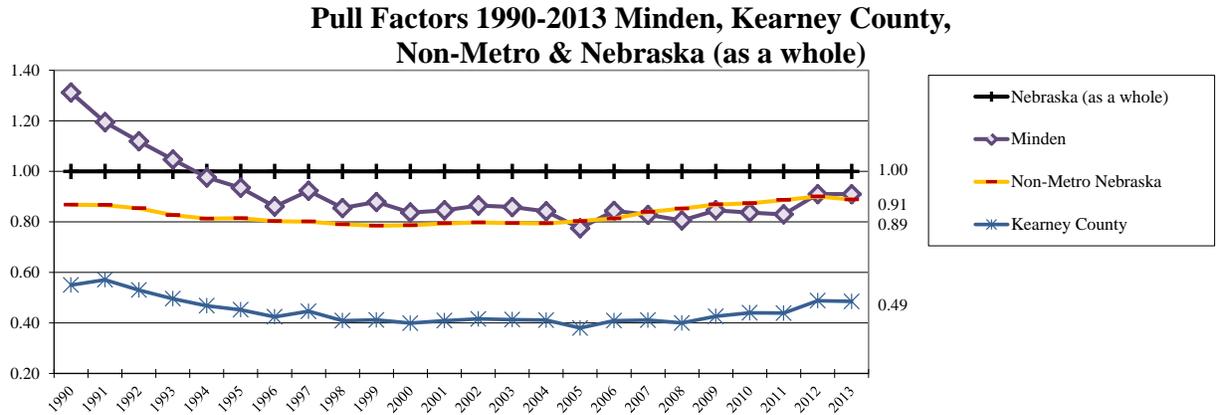
**2013 Retail Sales (NMV) Pull Factors  
Minden & Other Similarly Sized Nebraska Communities**



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Chart 14 illustrates the pull factor trend for Minden, Kearney County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2013. In examining the time line, the city of Minden shows retail pull beginning well above the state average then falling below the state average during the rest of the study period. Data within Kearney County (as a whole) also shows the pull factor well below the non-metropolitan county average and the Nebraska (as a whole) average throughout the time period.

Chart 14



Source: U.S. Census Bureau and Nebraska Department of Revenue, 2014

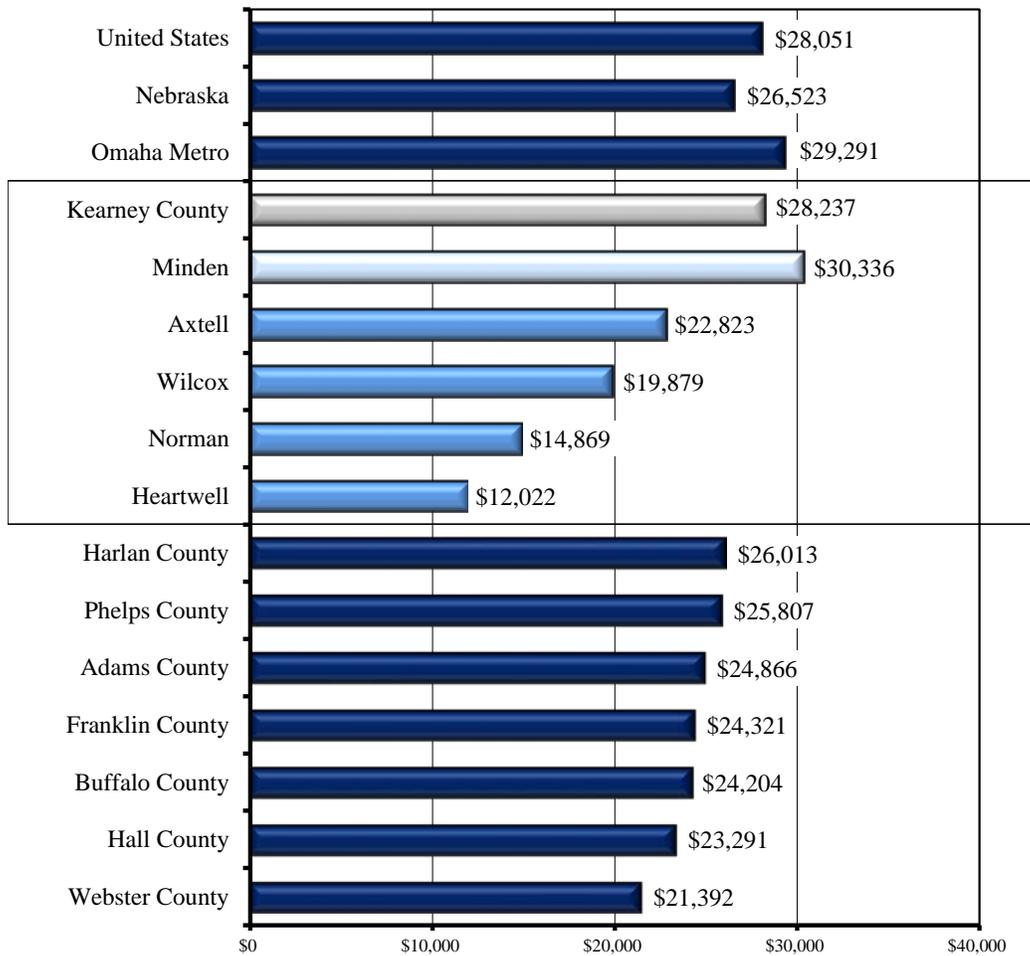
**Per Capita Personal Income**

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 2008–2012, five-year data show per capita personal income for Kearney County is estimated to be \$28,237 compared to \$26,523 for Nebraska as a whole.

Chart 15

**Per Capita Income, 2008-2012, Five-Year Estimate,  
Nebraska, Kearney County & Surrounding Counties**



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

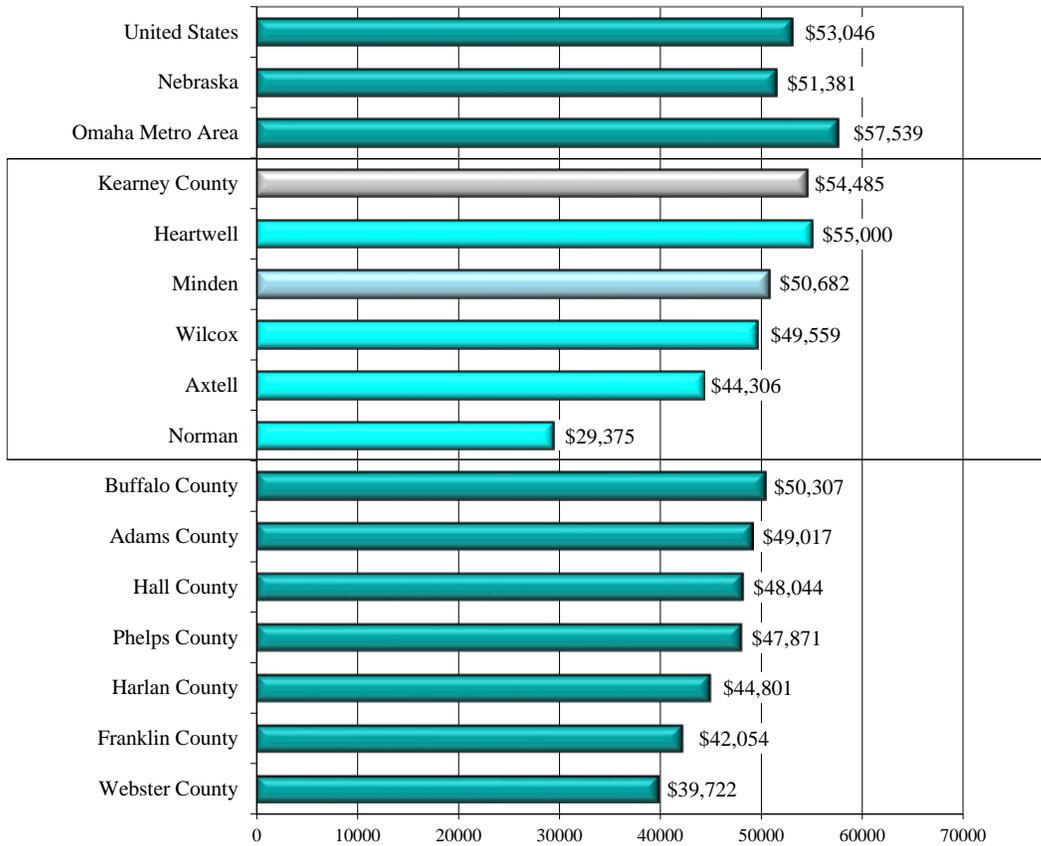
## Median Household Income

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.

The 2008–2012, five-year data show median household income for Kearney County is estimated to be \$54,485 in 2012 compared to \$51,381 for Nebraska as a whole.

Chart 16

### **Median Household Income, 2008-2012 Five-Year Estimate Nebraska, Kearney County & Surrounding Counties**



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