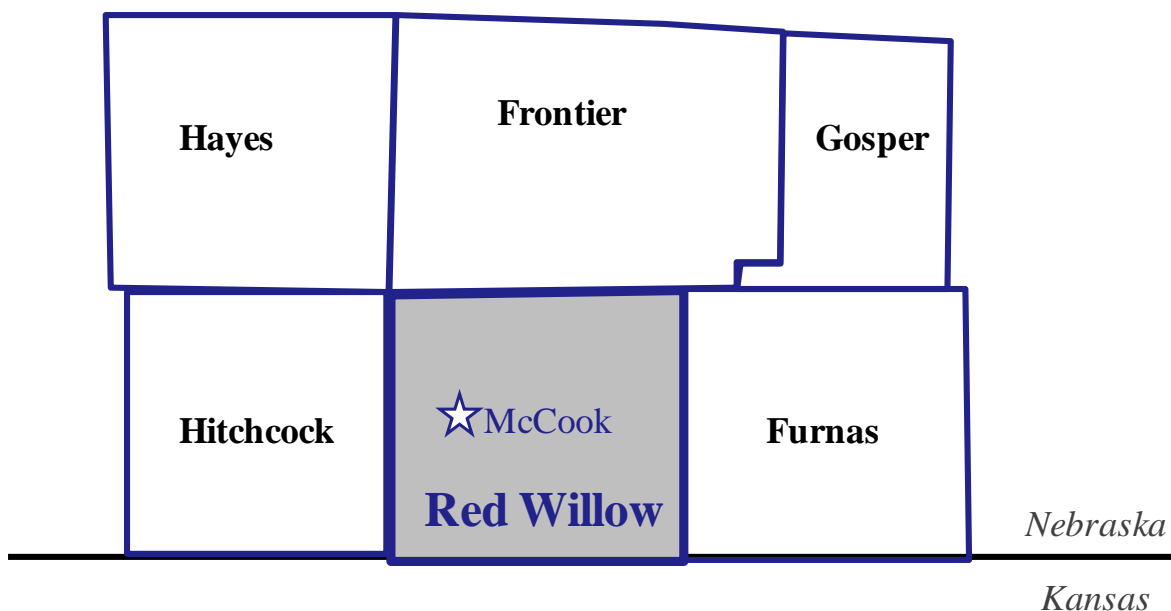


Economic and Demographic Trends

McCook, Red Willow County, and the Surrounding Area



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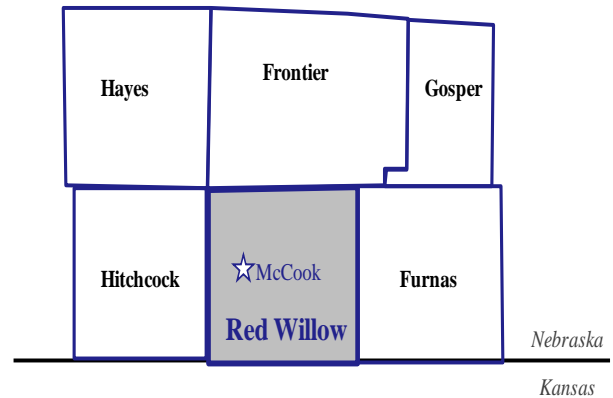
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Economic and Demographic Trends in McCook, Red Willow County, and the Surrounding Area

This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the city of McCook and Red Willow County. For select measures, comparable data are provided for the surrounding area (selected counties and communities). Figure 1 (map) shows the general area for which selected comparable data are shown. In addition to Red Willow County, other counties included in this area are Frontier, Furnas, Gosper, Hayes, and Hitchcock. The retail sales section also compares retail growth between McCook and eight other similarly sized Nebraska communities.

Figure 1



Labor Force and Employment

The first chart (next page) compares the distribution of non-farm wage and salary (W&S) employment by major economic sector in Red Willow County with the non-metropolitan distribution. Non-metropolitan Nebraska is defined as Nebraska minus the seven metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, McCook, and Washington. 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

Data were withheld in two of the employment sectors in an attempt to avoid disclosure of individual reporting units. For the purposes of this study, the Manufacturing and Information sectors have been combined in to a Combined Manufacturing sector. When comparing Red Willow County non-farm wage and salary employment sectors to non-metropolitan Nebraska, there are significant differences between the distributions. The largest variances fall in the Combined Manufacturing, Trade, and Leisure & Hospitality sectors. Deviations from the non-metropolitan state distribution of employment are noted in Chart 1 (next page). The more significant deviations include the following:

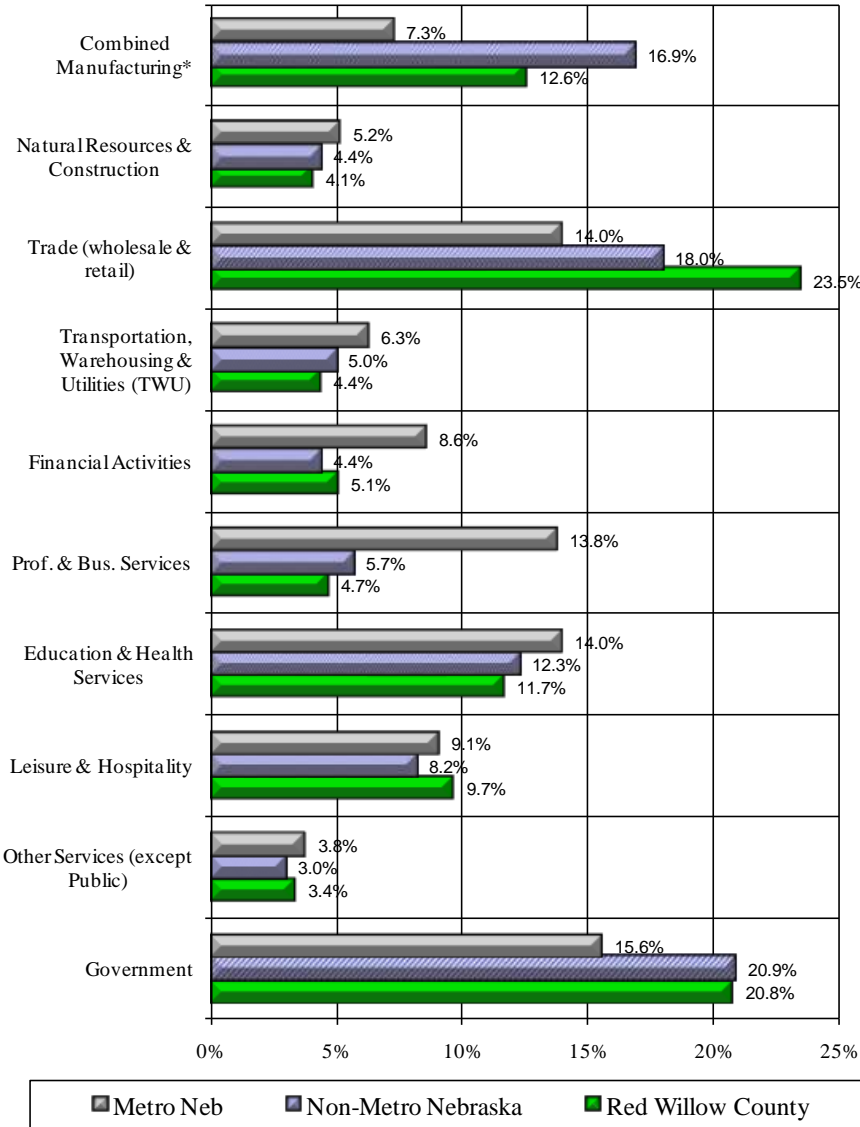
- Combined Manufacturing (12.6 percent Red Willow County vs. 16.9 percent non-metropolitan)
- Trade (23.5 percent Red Willow County vs. 18.0 percent non-metropolitan)
- Leisure & Hospitality (9.7 percent Red Willow County vs. 8.2 percent non-metropolitan)

Chart 1 graphically displays the variances among employment by major economic sectors in Red Willow County, metropolitan Nebraska, and non-metro Nebraska. The Combined Manufacturing sector consists of both durable and non-durable goods.

The largest deviation between Red Willow County and non-metropolitan Nebraska employment sectors falls in the Trade sector having 23.5 percent employment (1,235 employees) compared to non-metropolitan Nebraska employment at 18.0 percent of the workforce. Comparing Red Willow County to the overall metropolitan distribution, the largest deviation is also found in the Trade sector (23.5 percent Red Willow County vs. 14.0 percent metropolitan Nebraska).

Chart 1

**Non-Farm Wage & Salary Employment by Major Economic Sector
 Red Willow County, Metro & Non-Metropolitan Nebraska, 2008**



Source: Nebraska Department of Labor, Labor Market Information, 2009

* Combined Manufacturing. Due to data being withheld to avoid disclosure of individual reporting units the Information and Manufacturing sectors have been combined.

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Red Willow County for the period 2001–2008. 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). The measure of employment reported in Table 1 is data on the number of people employed in the non-agriculture wage and salary sector in Red Willow County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Red Willow County decreased 1.6 percent (-86 jobs) between 2001 and 2008.

Table 1 also provides employment data for Red Willow County by major economic sector for years 2001–2008. The Transportation, Warehousing & Utilities sector recorded the largest percentage increase of those reporting during the study time period (22.5 percent or 42 jobs). The Education & Health Services sector reported the largest actual employment increase during this same time period (101 jobs or 19.6 percent).

Table 1

Non-Farm Wage & Salary Employment Trends, Red Willow County, Nebraska

Selected Years: 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
Non-farm Employment (W&S)	5,333	5,307	5,241	5,211	5,078	5,208	5,207	5,247	-1.6
Manufacturing	(D)	(D)	(D)	544	(D)	(D)	(D)	(D)	(N/A)
Durable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)
Non-manufacturing									
Natural Resources & Construction	226	232	230	206	196	191	210	216	-4.4
Trade	1,355	1,289	1,258	1,260	1,205	1,207	1,189	1,235	-8.9
Wholesale Trade	390	393	371	385	389	437	456	446	14.4
Retail Trade	965	896	888	875	816	771	734	789	-18.2
Transportation, Warehousing & Utilities	187	188	192	197	83	211	225	229	22.5
Information	(D)	(D)	(D)	112	104	(D)	(D)	(D)	(N/A)
Financial Activities	243	238	264	304	319	316	299	269	10.7
Professional & Business Services	311	319	363	287	241	276	276	247	-20.6
Education & Health Services	514	527	525	537	581	565	573	615	19.6
Leisure and Hospitality	524	559	527	519	514	514	505	508	-3.1
Other Services, except Public	(D)	(D)	(D)	148	177	170	177	177	(N/A)
Government	1,093	1,097	1,091	1,097	1,104	1,123	1,124	1,089	-0.4
Federal	76	76	82	78	76	76	78	82	7.9
State	169	173	175	173	173	173	167	176	4.1
Local	848	848	834	846	855	874	879	831	-2.0

Labor Force & Work Force Summary, 2001-2008, Annually, Red Willow County, Nebraska

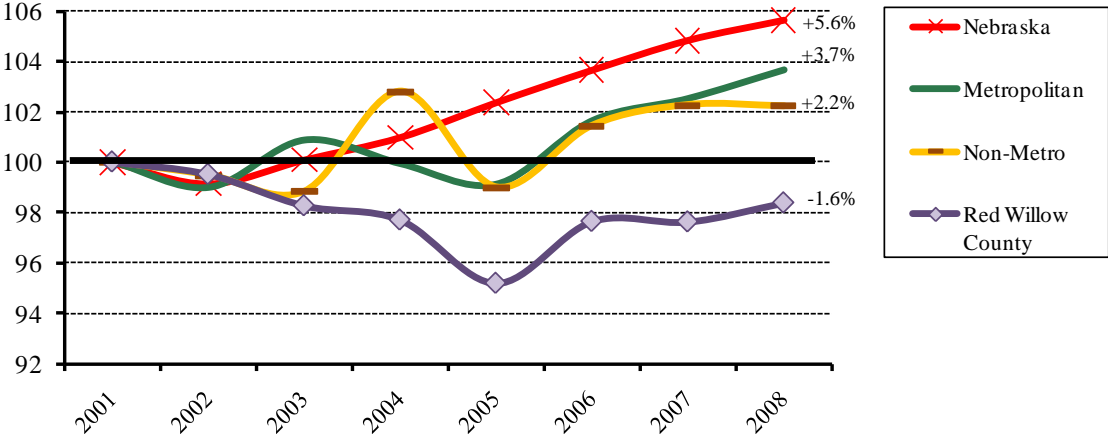
Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure

(N/A) Data not available

Chart 2 compares total non-farm wage and salary employment growth in Red Willow County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2001–2008. As this chart indicates total non-farm wage and salary employment in Red Willow County decreased by 1.6 percent (-86 jobs) from 2001 to 2008, compared to a 5.6 percent increase for Nebraska as a whole, a 3.7 percent increase in metropolitan Nebraska, and a 2.2 percent increase in non-metropolitan Nebraska.

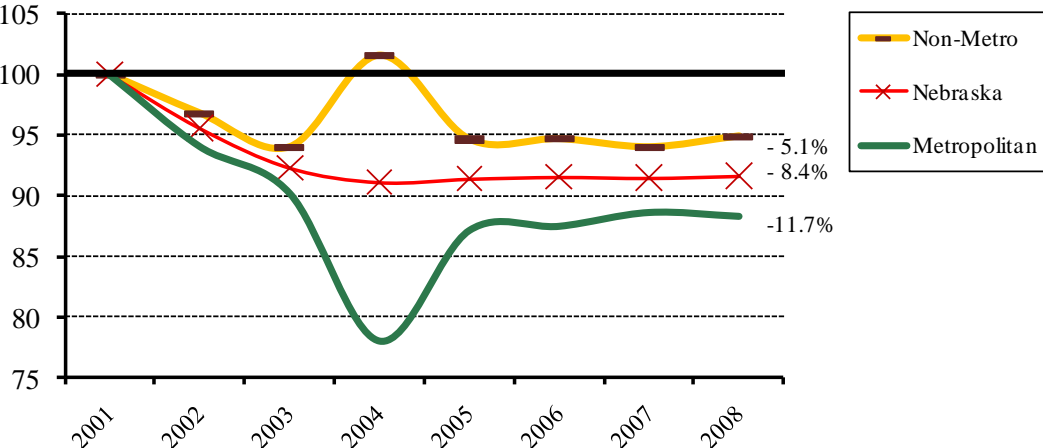
Chart 2
Non-Farm (W&S) Employment, Red Willow County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2008
 (Index, 2001=100)



Source: Labor Force & Work Force Summary, April 2009

Chart 3 presents data on manufacturing wage and salary employment growth for Red Willow County, Nebraska, metropolitan, and non-metropolitan areas. Because Manufacturing data were withheld for Red Willow County, the following chart represents other areas of the state. Non-metropolitan Nebraska experienced a 5.1 percent decline in Manufacturing between 2001 and 2008. This compares to 8.4 percent decline for Nebraska as a whole and an 11.7 percent decrease for metropolitan Nebraska over the same period.

Chart 3
Manufacturing (W&S) Employment Nebraska, Metro, Non-Metro Nebraska, 2001-2008
 (Index, 2001=100)



Source: Labor Force & Work Force Summary, April 2009

The next table (Table 2) shows labor force information for Red Willow County for the time period 2001–2008. 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 0.5 percent decrease (-29 people) in the number of Red Willow County residents participating in the labor force between 2001 and 2008.

The percent of those unemployed in Red Willow County grew 10.0 percent (16 people) between 2001 and 2008. 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 Red Willow County unemployment rate was 2.9 percent in 2008; significantly below that for metropolitan Nebraska (3.4 percent), Nebraska as a whole (3.3 percent), and non-metropolitan Nebraska (3.2 percent).

Table 2

Labor Force & Employment Trends, Red Willow County, Nebraska

Selected Years: 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
Labor Force	6,065	6,083	6,116	6,112	6,036	5,981	5,957	6,036	-0.5
Unemployment	160	184	209	215	212	160	147	176	10.0
Unemployment Rate	2.6	3.0	3.4	3.5	3.5	2.7	2.5	2.9	(N/A)
Employment	5,905	5,899	5,907	5,897	5,824	5,820	5,810	5,859	-0.8

Labor Force & Work Force Summary, 2001-2008, Annually, Red Willow County, Nebraska

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 (commute shed) and workflow (labor shed) patterns for the city of McCook and Red Willow County. A commute shed report looks at where city or county residents are working – where are they commuting to work. A labor shed area report looks at the area from which a city or county is pulling employees to fill positions. These data are from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) program. This program uses a variety of statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data. The most current data available for the city of McCook and Red Willow County is 2006.

Table 3A shows employment locations for McCook residents in the workforce or in other words, a commute shed report. The Census identified 3,724 workforce participants living within McCook city limits. Approximately 63 percent of McCook workers (63.1 percent or 2,351 people) also reside within the city limits leaving 36.9 percent of the labor force (1,373 people) commuting from outside the city limits for employment within the city. Approximately 25 percent (25.4 percent or 945 people) of those residing within city limits travel outside the county line for work and approximately 60 residents or 1.6 percent of McCook residents leave the state boundaries for work.

Often times the number and percentage of residents commuting can be attributed to a change in available employment within the study county or a significant change in the available employment in nearby counties. The quality of employment (pay, type of work, benefits, etc.) also impacts commuting patterns. In non-metro areas, place of residence (e.g., farm or ranch) also plays an important role in commuting patterns. Other factors may include the availability and affordability of transportation.

Table 3A

McCook Commute Shed Report, 2002-2006
 Where McCook Workforce Participants are Employed

	Count	Share
Total Primary Jobs	3,724	100%
Live in McCook - Work Elsewhere City		
McCook, NE	2,351	63.1%
North Platte, NE	115	3.1%
Sidney, NE	87	2.3%
Lincoln, NE	65	1.7%
Kearney, NE	57	1.5%
Trenton, NE	49	1.3%
Alliance, NE	49	1.3%
Bartley, NE	43	1.2%
Grand Island, NE	31	0.8%
Culbertson, NE	31	0.8%
All Other Locations	846	22.7%
Total Residents Working Outside McCook:	1,373	36.9%

Live in McCook - Work Elsewhere County		
Red Willow Co., NE	2,779	74.6%
Lincoln Co., NE	122	3.3%
Hitchcock Co., NE	112	3.0%
Cheyenne Co., NE	99	2.7%
Buffalo Co., NE	71	1.9%
Lancaster Co., NE	65	1.7%
Box Butte Co., NE	52	1.4%
Dawson Co., NE	50	1.3%
Furnas Co., NE	47	1.3%
Hall Co., NE	34	0.9%
All Other Locations	293	7.9%
Total Residents Working Outside Red Willow County:	945	25.4%

Live in McCook - Work Elsewhere State		
Nebraska	3,664	98.4%
Kansas	37	1.0%
Colorado	16	0.4%
Texas	1	0.0%
Missouri	1	0.0%
All Other Locations	5	0.1%
Total Residents Working Outside Nebraska:	60	1.6%

Source: US Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2002, 2003, 2004, 2005, and 2006)

Table 3B examines the commute shed area for Red Willow County. The Census identified 4,745 workforce participants living within the county borders. As Table 3B shows, 40.8 percent of Red Willow County's labor force participants (1,934 people) work in a location other than the city of McCook. Nearly 28 percent (27.8 percent) of Red Willow County workforce residents (1,317 people) work outside Red Willow County and approximately 83 residents or 1.7 percent of Red Willow County workforce residents leave the state boundaries for work.

Table 3B

Red Willow County Commute Shed Report, 2002-2006

Where Red Willow County Workforce Participants are Employed

	Count	Share
Total Primary Jobs	4,745	100%
Live in Red Willow County - Work Elsewhere City		
McCook, NE	2,811	59.2%
North Platte, NE	150	3.2%
Sidney, NE	103	2.2%
Bartley, NE	102	2.1%
Lincoln, NE	86	1.8%
Kearney, NE	76	1.6%
Trenton, NE	67	1.4%
Alliance, NE	66	1.4%
Grand Island, NE	45	0.9%
Cambridge, NE	44	0.9%
All Other Locations	1,195	25.2%
Total Residents Working Outside McCook:	1,934	40.8%

Live in Red Willow County - Work Elsewhere County		
Red Willow Co., NE	3,428	72.2%
Lincoln Co., NE	169	3.6%
Hitchcock Co., NE	147	3.1%
Cheyenne Co., NE	116	2.4%
Buffalo Co., NE	93	2.0%
Furnas Co., NE	89	1.9%
Lancaster Co., NE	87	1.8%
Box Butte Co., NE	69	1.5%
Dawson Co., NE	63	1.3%
Hall Co., NE	48	1.0%
All Other Locations	436	9.2%
Total Residents Working Outside Red Willow County:	1,317	27.8%

Live in Red Willow County - Work Elsewhere State		
Nebraska	4,662	98.3%
Kansas	56	1.2%
Colorado	18	0.4%
Alabama	2	0.0%
Texas	1	0.0%
All Other Locations	6	0.1%
Total Residents Working Outside Nebraska:	83	1.7%

Source: US Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2002, 2003, 2004, 2005, and 2006)

People also commute from other cities and counties of residence to work in McCook and Red Willow County – this is the labor shed area. The Census identified 3,758 primary jobs within the McCook city limits. Table 3C examines the labor shed area for jobs within the city of McCook. The table shows 37.4 percent or 1,407 workers in the city of McCook travel from outside city limits. The table also identifies 947 workers (25.2 percent of the workforce) travel from outside Red Willow County boundaries and 57 workers (1.5 percent of the workforce) travel from outside state borders to work inside the city limits of McCook.

Table 3C

McCook Labor Shed Report, 2002-2006

Where Workers Live who are Employed in the City of McCook

	Count	Share
Total Primary Jobs	3,758	100%
Work in McCook - Live Elsewhere City		
McCook, NE	2,351	62.6%
Indianola, NE	80	2.1%
North Platte, NE	70	1.9%
Culbertson, NE	48	1.3%
Bartley, NE	41	1.1%
Lincoln, NE	38	1.0%
Trenton, NE	30	0.8%
Palisade, NE	29	0.8%
Hastings, NE	28	0.7%
Kearney, NE	25	0.7%
All Other Locations	1,018	27.1%
Total Workers Living Outside McCook:	1,407	37.4%

Work in McCook - Live Elsewhere County		
Red Willow Co., NE	2,811	74.8%
Hitchcock Co., NE	233	6.2%
Lincoln Co., NE	102	2.7%
Frontier Co., NE	60	1.6%
Lancaster Co., NE	42	1.1%
Furnas Co., NE	39	1.0%
Buffalo Co., NE	37	1.0%
Adams Co., NE	31	0.8%
Scotts Bluff Co., NE	26	0.7%
Hayes Co., NE	26	0.7%
All Other Locations	351	9.3%
Total Workers Living Outside Red Willow County:	947	25.2%

Work in McCook - Work Elsewhere State		
Nebraska	3,701	98.5%
Kansas	47	1.3%
New Jersey	3	0.1%
Colorado	3	0.1%
Oklahoma	2	0.1%
All Other Locations	2	0.1%
Total Workers Living Outside Nebraska:	57	1.5%

Source: US Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2002, 2003, 2004, 2005, and 2006)

Table 3D depicts the labor shed area of those employed within Red Willow County. The Census identified 4,670 primary jobs within Red Willow County. As Table 3D indicates, 40.5 percent (1,891 people) who are employed within Red Willow County live outside of the city of McCook. Nearly 27 percent (26.6 percent or 1,242 people) who work inside Red Willow County live outside of the county borders and 1.8 percent (85 people) live out-of-state.

Table 3D

Red Willow County Labor Shed Report, 2002-2006

Where Workers Live who are Employed in Red Willow County

	Count	Share
Total Primary Jobs	4,670	100%
Work in Red Willow County - Live Elsewhere City		
McCook, NE	2,779	59.5%
Indianola, NE	117	2.5%
North Platte, NE	90	1.9%
Bartley, NE	66	1.4%
Culbertson, NE	53	1.1%
Lincoln, NE	44	0.9%
Trenton, NE	36	0.8%
Hastings, NE	35	0.7%
Palisade, NE	34	0.7%
Stratton, NE	30	0.6%
All Other Locations	1,386	29.7%
Total Workers Living Outside McCook:	1,891	40.5%

Work in Red Willow County - Live Elsewhere County		
Red Willow Co., NE	3,428	73.4%
Hitchcock Co., NE	271	5.8%
Lincoln Co., NE	128	2.7%
Furnas Co., NE	99	2.1%
Frontier Co., NE	86	1.8%
Lancaster Co., NE	50	1.1%
Buffalo Co., NE	44	0.9%
Adams Co., NE	39	0.8%
Dawson Co., NE	36	0.8%
Decatur Co., KS	33	0.7%
All Other Locations	456	9.8%
Total Workers Living Outside Red Willow County:	1,242	26.6%

Work in Red Willow County - Live Elsewhere State		
Nebraska	4,585	98.2%
Kansas	69	1.5%
Oklahoma	4	0.1%
New Jersey	4	0.1%
Iowa	3	0.1%
All Other Locations	5	0.1%
Total Workers Living Outside Nebraska:	85	1.8%

Source: US Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2002, 2003, 2004, 2005, and 2006)

Population and Migration Trends

The following tables (Tables 4 and 5) present population trend data for McCook, Red Willow County, and the surrounding area. As Table 5 indicates, Red Willow County's population decreased by 11.8 percent (-1,527 people) between 1950 and 2000. Red Willow County's population decrease of 6.5 percent (-746 people) between 2000 and 2008 compares to a 4.2 percent increase for Nebraska as a whole.

Table 4

Population 1950-2008
 Red Willow County and the Surrounding Area

Location	1950	1960	1970	1980	1990	2000	2004	2008	% Change 1950-2000 (50 years)	% Change 2000-2008 (8 years)
Nebraska	1,325,510	1,411,330	1,485,333	1,569,825	1,578,417	1,711,266	1,741,450	1,783,432	29.1	4.2
Red Willow County	12,977	12,940	12,191	12,615	11,705	11,450	11,118	10,704	-11.8	-6.5
Frontier County	5,282	4,311	3,982	3,647	3,101	3,098	2,865	2,584	-41.3	-16.6
Furnas County	9,385	7,711	6,897	6,486	5,553	5,324	4,946	4,645	-43.3	-12.8
Gosper County	2,734	2,489	2,178	2,140	1,928	2,143	2,027	1,926	-21.6	-10.1
Hayes County	2,404	1,919	1,530	1,356	1,222	1,068	1,055	1,005	-55.6	-5.9
Hitchcock County	5,867	4,829	4,051	4,079	3,750	3,113	3,011	2,836	-46.9	-8.9

Source: U.S. Bureau of the Census, Census of Population, April 2009

Table 5 data reveal each of Red Willow County communities experienced a variety of population shifts during the 1950–2000 time period. The city of McCook reported a 4.1 percent increase in population (316 people) between 1950 and 2000. McCook experienced a 7.0 percent decrease in population (-558 people) between 2000 and 2008. The rural areas outside of the selected communities experienced a 39.4 percent decrease (-1,469 people) during the 1950–2000 time period and a population decrease of 4.8 percent (-108 people) during the 2000 to 2008 time period.

Table 5

Population 1950-2008
 Red Willow County Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2004	2006	2008	% Change 1950-2000 (50 years)	% Change 2000-2008 (8 years)
Red Willow County	12,977	12,940	12,191	12,615	11,705	11,450	11,118	10,869	10,704	-11.8	-6.5
Bartley	399	309	283	342	339	355	349	342	336	-11.0	-5.4
Danbury	218	185	137	143	109	127	125	122	120	-41.7	-5.5
Indianola	738	754	672	856	672	642	614	600	592	-13.0	-7.8
Lebanon	213	143	118	102	75	70	69	67	66	-67.1	-5.7
McCook	7,678	8,301	8,285	8,404	8,142	7,994	7,728	7,549	7,436	4.1	-7.0
Total Rural Areas:	3,731	3,248	2,696	2,768	2,368	2,262	2,233	2,189	2,154	-39.4	-4.8

Source: U.S. Bureau of the Census, Census of Population, July 2009

The next table (Table 6) presents data on population migration by age group for the study area and for Nebraska for the 1990–2000 decade. This table provides further insights into the dynamics of population change. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). The data showing migration patterns by age group indicate that for most counties and for non-metropolitan Nebraska, the most significant out-migration occurred in the ‘15–24’ year age group. The lowest percentage of out-migration typically occurred in the ‘45–64’ and ‘Over 65’ age groups. Red Willow County follows this pattern having 19.9 percent out-migration occurring in the ‘15–24’ year age group (-290 people).

Table 6

**Nebraska Population and Migration,
 by Age Group, 1990 and 2000**

Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
NEBRASKA					
0 - 14	363,390	369,427	1.66	15,750	4.3
15 - 24	221,509	255,240	15.23	13,009	5.9
25 - 44	486,020	487,107	0.22	12,644	2.6
45 - 64	284,398	367,294	29.15	6,387	2.2
Over 65	223,068	232,195	4.09	476	0.2
Total:	1,578,385	1,711,263	8.42	48,267	3.1

NON-METRO NEBRASKA					
0 - 14	179,510	169,176	-5.76	9,886	5.5
15 - 24	95,548	109,817	14.93	-12,543	-13.1
25 - 44	214,544	203,423	-5.18	-296	-0.1
45 - 64	147,243	176,709	20.01	6,828	4.6
Over 65	137,212	136,227	-0.72	2,405	1.8
Total:	774,057	795,352	2.75	6,280	0.8

RED WILLOW COUNTY					
0 - 14	2,700	2,298	-14.89	2	0.1
15 - 24	1,454	1,561	7.36	-290	-19.9
25 - 44	3,250	2,820	-13.23	-309	-9.5
45 - 64	2,295	2,589	12.81	66	2.9
Over 65	2,006	2,180	8.67	67	3.4
Total:	11,705	11,448	-2.20	-463	-4.0

Table 6 (continued)

Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
FRONTIER COUNTY					
0 - 14	729	604	-17.15	70	9.7
15 - 24	310	552	78.06	22	7.1
25 - 44	838	706	-15.75	-1	-0.2
45 - 64	675	713	5.63	-34	-5.0
Over 65	549	524	-4.55	-83	-15.1
Total:	3,101	3,099	-0.06	-26	-0.8

FURNAS COUNTY					
0 - 14	1,091	1,025	-6.05	138	12.7
15 - 24	498	544	9.24	-254	-51.1
25 - 44	1,364	1,215	-10.92	75	5.5
45 - 64	1,081	1,274	17.85	122	11.3
Over 65	1,519	1,266	-16.66	95	6.3
Total:	5,553	5,324	-4.12	176	3.2

GOSPER COUNTY					
0 - 14	388	403	3.87	63	16.3
15 - 24	173	222	28.32	-60	-34.7
25 - 44	501	514	2.59	103	20.6
45 - 64	457	558	22.10	101	22.0
Over 65	409	446	9.05	43	10.6
Total:	1,928	2,143	11.15	250	13.0

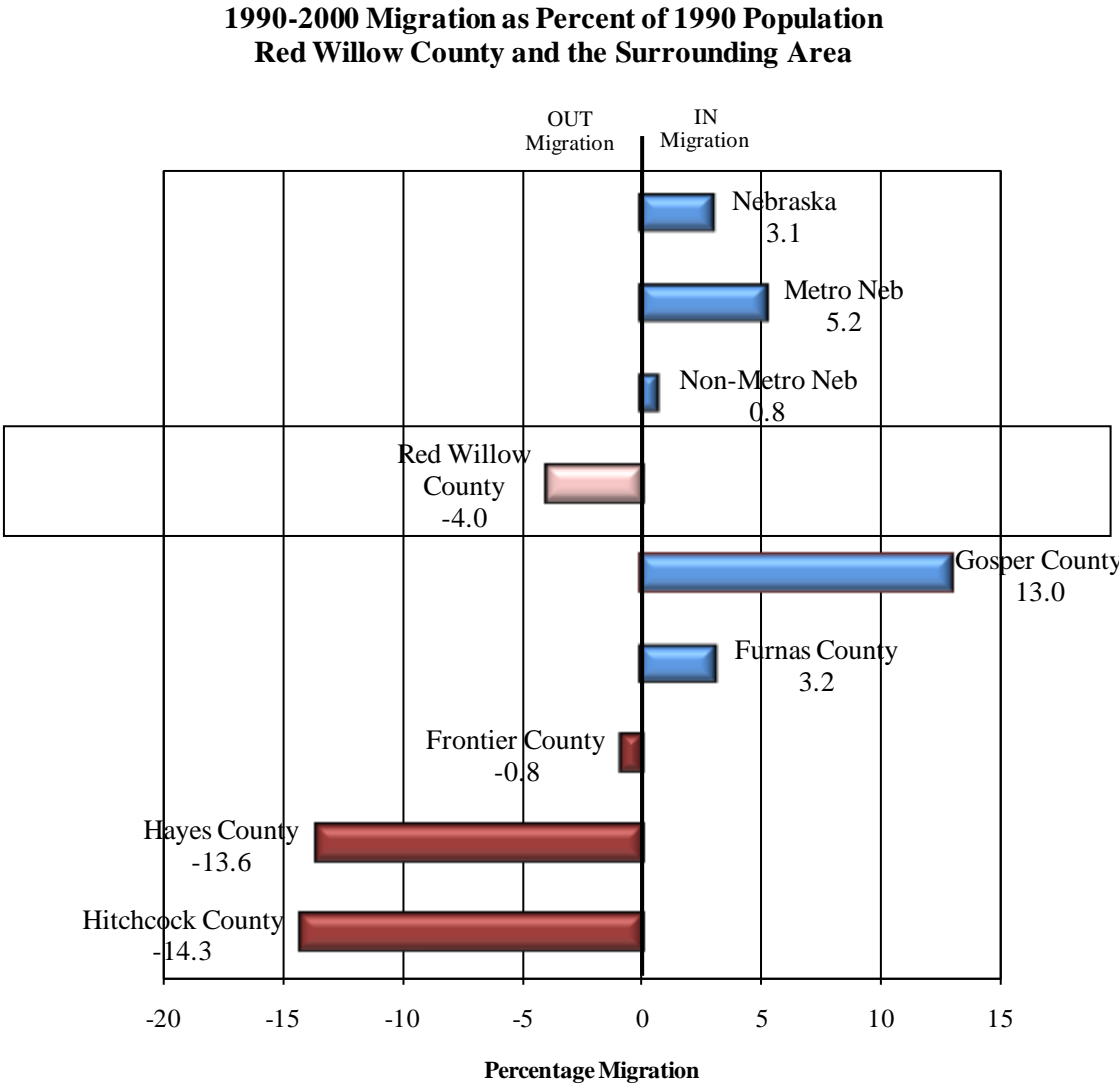
HAYES COUNTY					
0 - 14	275	228	-17.09	35	12.8
15 - 24	115	115	0.00	-68	-59.3
25 - 44	325	230	-29.23	-49	-15.2
45 - 64	287	283	-1.39	-5	-1.7
Over 65	220	212	-3.64	-79	-35.9
Total:	1,222	1,068	-12.60	-166	-13.6

HITCHCOCK COUNTY					
0 - 14	891	552	-38.05	-32	-3.5
15 - 24	372	371	-0.27	-264	-71.1
25 - 44	973	702	-27.85	-140	-14.4
45 - 64	713	791	10.94	2	0.3
Over 65	801	695	-13.23	-101	-12.6
Total:	3,750	3,111	-17.04	-535	-14.3

Source: Nebraska Public Power District, 2002, using Bureau of Census, Census of Population data

Chart 4 graphically depicts the 1990–2000 migration patterns of Nebraska, Red Willow County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Red Willow County experienced out-migration of 4.0 percent of the 1990 population (-463 people) while Nebraska recorded net in-migration of 3.1 percent.

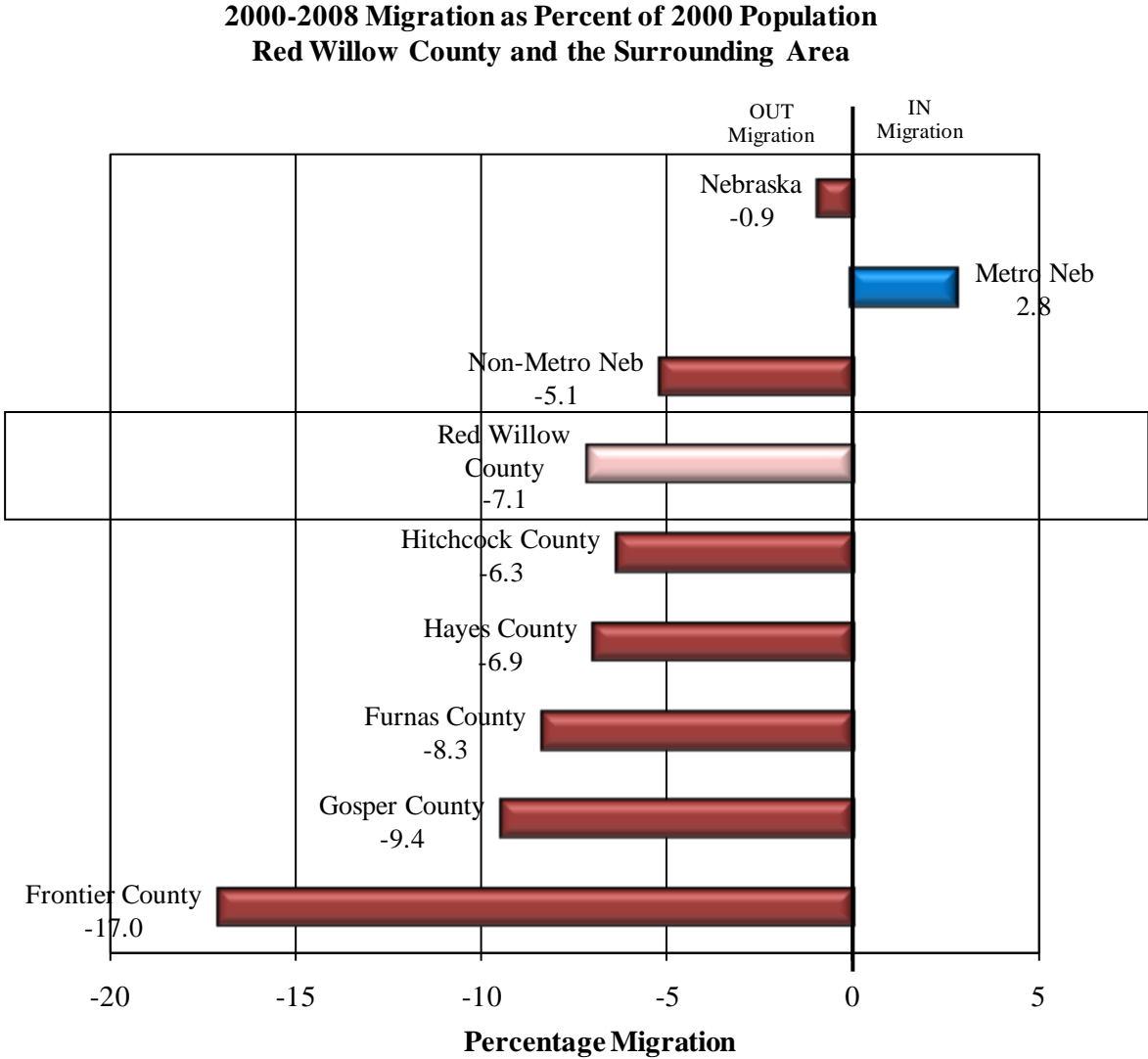
Chart 4



Source: U.S. Census Bureau, Population Estimates and Population Change, July 2005

Chart 5 shows the 2000–2008 migration pattern for the study area as a percentage of the 2000 population. Red Willow County’s 7.1 percent out-migration (-816 people) compares to a 0.9 percent out-migration for Nebraska as a whole, a 5.1 percent out-migration for non-metropolitan Nebraska, and a 2.8 percent in-migration for Metropolitan Nebraska during the 2000 to 2008 time period.

Chart 5



Source: U.S. Census Bureau, Population Estimates and Population Change, May 2009

The next series of tables (Tables 7–10) provides further detail on migration between 1995 and 2000. 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 do not reflect migration to or from foreign localities.

Table 7 data show 53.9 percent of those moving in to Red Willow County between 1995 and 2000 moved from other Nebraska locations (1,062 people). People also migrated in from 30 other states. Table 8 shows in-state migration flows. Migration to Red Willow County from within Nebraska came primarily from Hitchcock, Phelps, and Buffalo Counties.

Table 7

**IN Migration - Red Willow County
 1995-2000**

"From" Location	# People	Percent
Other Nebraska Counties	1,062	53.9%
Colorado	359	18.2%
Kansas	199	10.1%
Florida	35	1.8%
Wyoming	35	1.8%
Minnesota	33	1.7%
California	29	1.5%
Texas	27	1.4%
Connecticut	18	0.9%
New Mexico	18	0.9%
Illinois	17	0.9%
Other States (20)	137	7.0%
Total:	1,969	100%

Table 8

**Top 10 Migration Origins to Red Willow County
 from Other Nebraska Locations, 1995-2000**

In-State Movement:	# People	Percent
Hitchcock County	155	14.6%
Phelps County	81	7.6%
Buffalo County	72	6.8%
Dawson County	64	6.0%
Hayes County	63	5.9%
Frontier County	55	5.2%
Kearney County	42	4.0%
Adams County	41	3.9%
Dundy County	32	3.0%
Scotts Bluff County	32	3.0%

Source: US Census Bureau, July 2005

Table 9 data reveal 53.5 percent of people migrating out of Red Willow County between 1995 and 2000 remained in the state of Nebraska (1,477 people). Red Willow County residents also moved to 26 other states during this time period. Looking within Nebraska, Table 10 shows the majority of people leaving Red Willow County (but staying in Nebraska) went to Lancaster, Buffalo, and Lincoln Counties during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 9

**OUT Migration - Red Willow County
 1995-2000**

"To" Location	# People	Percent
Other Nebraska Counties	1,477	53.5%
Kansas	290	10.5%
Colorado	136	4.9%
Missouri	128	4.6%
Wyoming	102	3.7%
California	92	3.3%
Texas	76	2.8%
Indiana	61	2.2%
Oklahoma	40	1.4%
Nevada	38	1.4%
Kentucky	32	1.2%
Other States (16)	288	10.4%
Total:	2,760	100%

Table 10

**Top 10 Migration Destinations from Red Willow County
 to Other Nebraska Locations, 1995-2000**

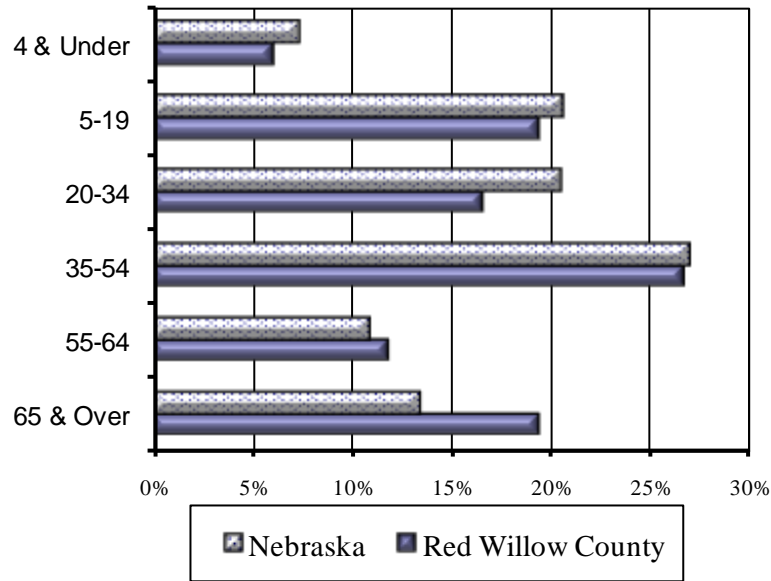
In-State Movement:	# People	Percent
Lancaster County	229	15.5%
Buffalo County	163	11.0%
Lincoln County	129	8.7%
Furnas County	114	7.7%
Hitchcock County	104	7.0%
York County	44	3.0%
Adams County	41	2.8%
Douglas County	41	2.8%
Keith County	41	2.8%
Chase County	38	2.6%

Source: US Census Bureau, July 2005

The following charts (Charts 6 and 7) compare the age distribution of population for Red Willow County and Nebraska as a whole. The population of Red Willow County is significantly older than Nebraska as a whole. The median age for Red Willow County residents in 2008 was 42.7 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 6

**Age Distribution of the Population, 2008
 Red Willow County and Nebraska**



Source: U.S. Census Bureau, July 2009

Chart 7

	2008 Population		Percent	
	Nebraska	Red Willow County	Nebraska	Red Willow County
4 & Under	132,092	651	7.4%	6.1%
5-19	368,255	2,081	20.6%	19.4%
20-34	365,740	1,777	20.5%	16.6%
35-54	481,660	2,851	27.0%	26.6%
55-64	194,838	1,266	10.9%	11.8%
65 & Over	240,847	2,078	13.5%	19.4%
Total	1,783,432	10,704	100%	100%
Median Age	36.2	42.7		

Source: Age Group, Median Age, U.S. Census Bureau, July 2009

Retail Sales

Table 11 and Chart 8 show the retail sales (non-motor vehicle) pull factors for Red Willow County and the surrounding area for 2008. 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 11

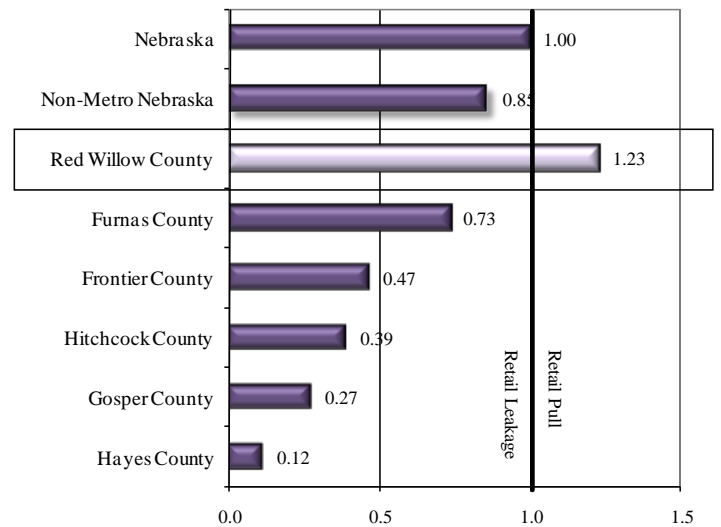
**2008 Retail Sales (Non-Motor Vehicle) Pull Factors
 Nebraska, Red Willow County, and Surrounding Counties**

	2008 Population	2008 Retail Sales (x \$1,000)	2008 Per Cap Sales (\$)	2008 Pull Factor
Nebraska	1,783,432	20,177,971	11,314	1.00
Non-Metro Nebraska	770,003	7,417,475	9,633	0.85
Red Willow County	10,704	148,896	13,910	1.23
Frontier County	2,584	13,686	5,296	0.47
Furnas County	4,645	38,559	8,301	0.73
Gosper County	1,926	5,990	3,110	0.27
Hayes County	1,005	1,319	1,313	0.12
Hitchcock County	2,836	12,601	4,443	0.39

Source: U.S. Census Bureau and Nebraska Department of Revenue, April 2009

Chart 8

**2008 Retail Sales (NMV) Pull Factors, Nebraska,
 Red Willow County & Surrounding Counties**



Reviewing the pull factors at the county level indicates Red Willow County enjoys significant retail pull. The 2008 pull factor of 1.23 indicates, on a per capita basis, retail sales in Red Willow County are approximately 23 percent above the state's average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Red Willow County (1.23) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Red Willow County are approximately 44.4 percent greater than the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 12 and Chart 9 compare the 2008 pull factors for McCook and selected area communities. The community of McCook’s pull factor of 1.70 indicates that, on a per capita basis, non-motor vehicle retail sales in McCook are approximately 70 percent greater than the state’s average per capita sales.

Table 12

**2008 Retail Sales (NMV) Pull Factors
 Nebraska, McCook, and Selected Area Cities**

	2008 Population	2008 Retail Sales (x \$1,000)	2008 Per Cap Sales (\$)	2008 Pull Factor
Nebraska	1,783,432	20,177,971	11,314	1.00
Non-Metro Nebraska	770,003	7,417,475	9,633	0.85
McCook (Red Willow)	7,436	143,123	19,247	1.70
Curtis (Frontier)	681	9,250	13,582	1.20
Cambridge (Furnas)	915	13,476	14,728	1.30
Elwood (Gosper)	679	4,576	6,740	0.60
Hayes Center (Hayes)	221	1,318	5,965	0.53
Culbertson (Hitchcock)	530	2,295	4,329	0.38

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2009

Chart 9

**Per Cap Sales (\$) Pull Factor Retail Sales (NMV) Pull Factors
 Nebraska, McCook, and Selected Area Cities**

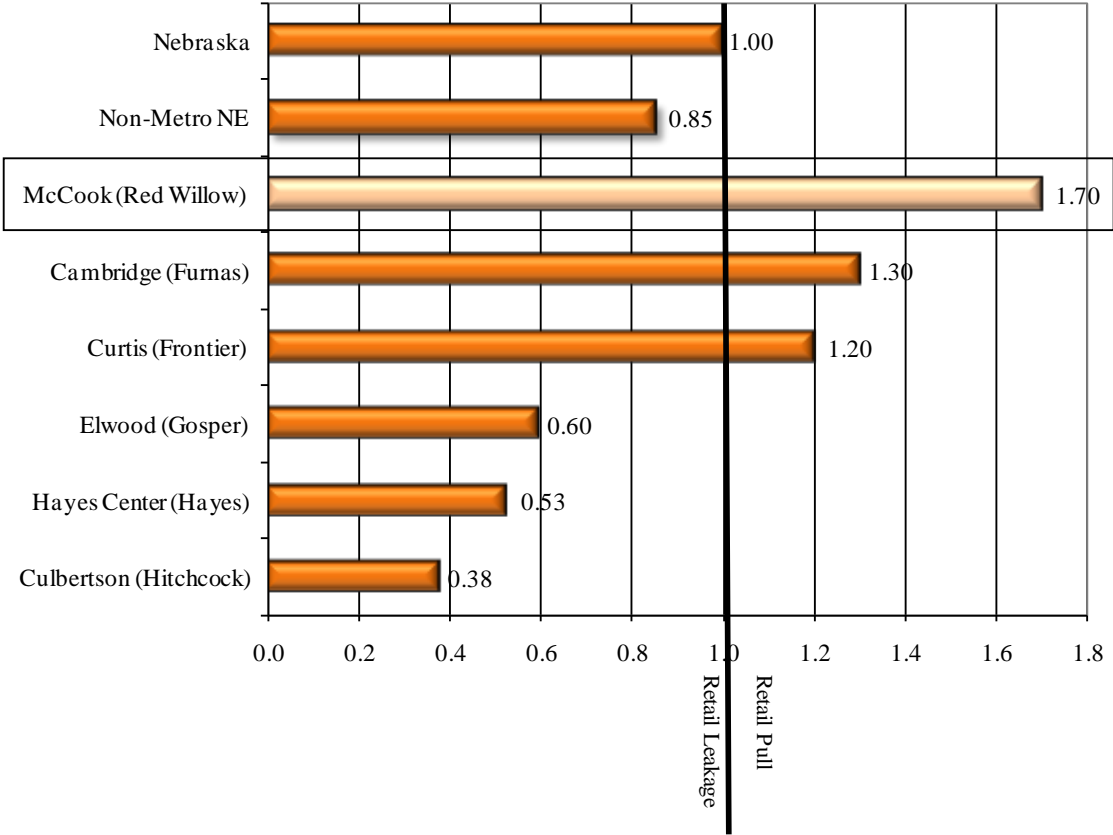


Table 13 and Chart 10 further breakdown the 2008 pull factors into the communities reporting retail sales figures within Red Willow County. As this table indicates, the community of McCook had the strongest pull factor (1.70) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 1.23 for Red Willow County in 2008.

Table 13

**2008 Retail Sales (NMV) Pull Factors
 Nebraska, McCook, and Available Red Willow County Communities**

	2008 Population	2008 Retail Sales (x \$1,000)	2008 Per Cap Sales (\$)	2008 Pull Factor
Nebraska	1,783,432	20,177,971	11,314	1.00
Non-Metro Nebraska	770,003	7,417,475	9,633	0.85
Red Willow County	10,704	148,896	13,910	1.23
Bartley	336	1,166	3,471	0.31
Danbury	120	302	2,520	0.22
Indianola	592	4,241	7,163	0.63
Lebanon	66	(D)	(NA)	(NA)
McCook	7,436	143,123	19,247	1.70

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2009

(D) Data withheld to avoid individual disclosure

(NA) Data not available

Chart 10

**2008 Retail Sales (NMV) Pull Factors, Nebraska,
 McCook, and Available Red Willow County Communities**

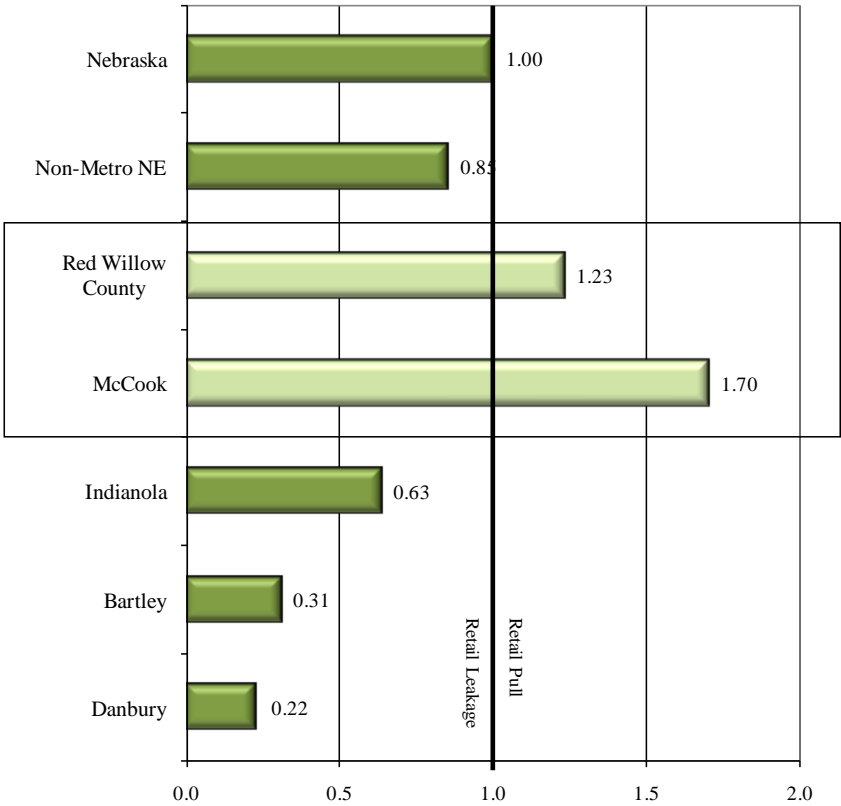


Table 14 (sorted by population) and Chart 11 (sorted by pull factor) show the 2008 pull factors for Nebraska, McCook, and eight other similarly sized communities selected from around the state. York’s pull factor of 1.84 leads the group for 2008 thus indicating York has greater retail pull.

Table 14

**2008 Retail Sales (NMV) Pull Factors
 McCook & Other Similarly Sized Nebraska Communities**

	2008 Population	2008 Retail Sales (x \$1,000)	2008 Per Cap Sales (\$)	2008 Pull Factor
Nebraska	1,783,432	20,177,971	11,314	1.00
Non-Metro Nebraska	770,003	7,417,475	9,633	0.85
McCook (Red Willow)	7,436	143,123	19,247	1.70
Gretna (Sarpy)	6,572	60,200	9,160	0.81
Seward (Seward)	6,841	75,973	11,105	0.98
Plattsmouth (Cass)	6,902	52,630	7,625	0.67
Nebraska City (Otoe)	7,032	105,021	14,935	1.32
Gering (Scotts Bluff)	7,679	58,306	7,593	0.67
Blair (Washington)	7,789	102,573	13,169	1.16
York (York)	7,870	163,430	20,766	1.84
Alliance (Box Butte)	8,109	111,488	13,749	1.22

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2009

Chart 11

**2008 Retail Sales (NMV) Pull Factors, Nebraska,
 McCook & Other Similarly Sized Nebraska Communities**

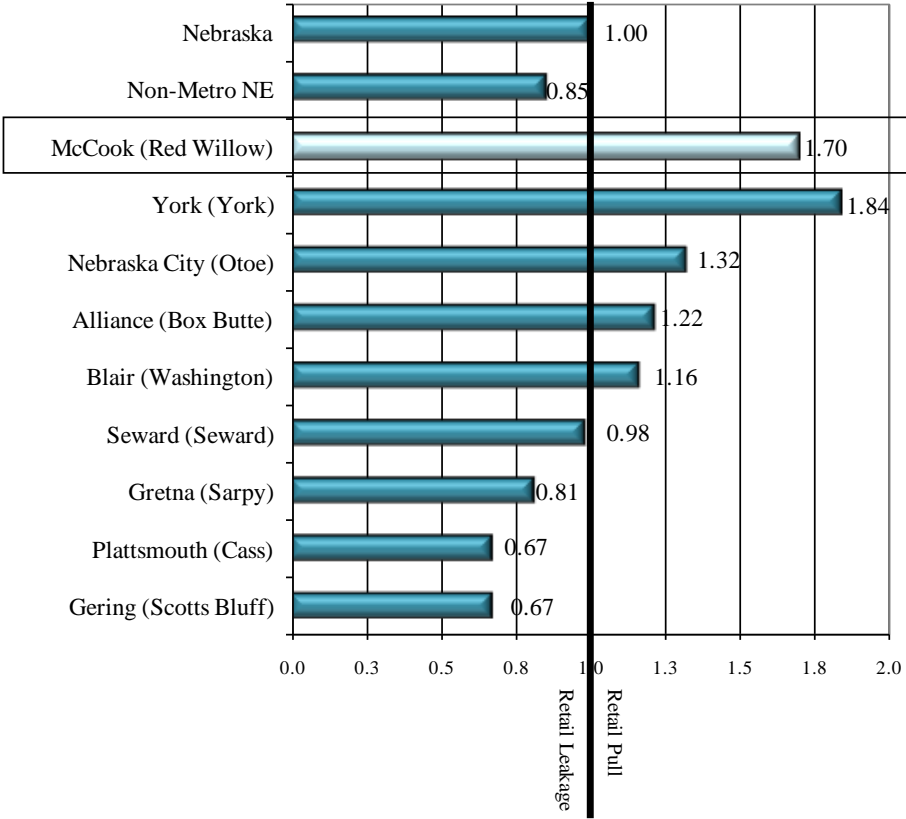
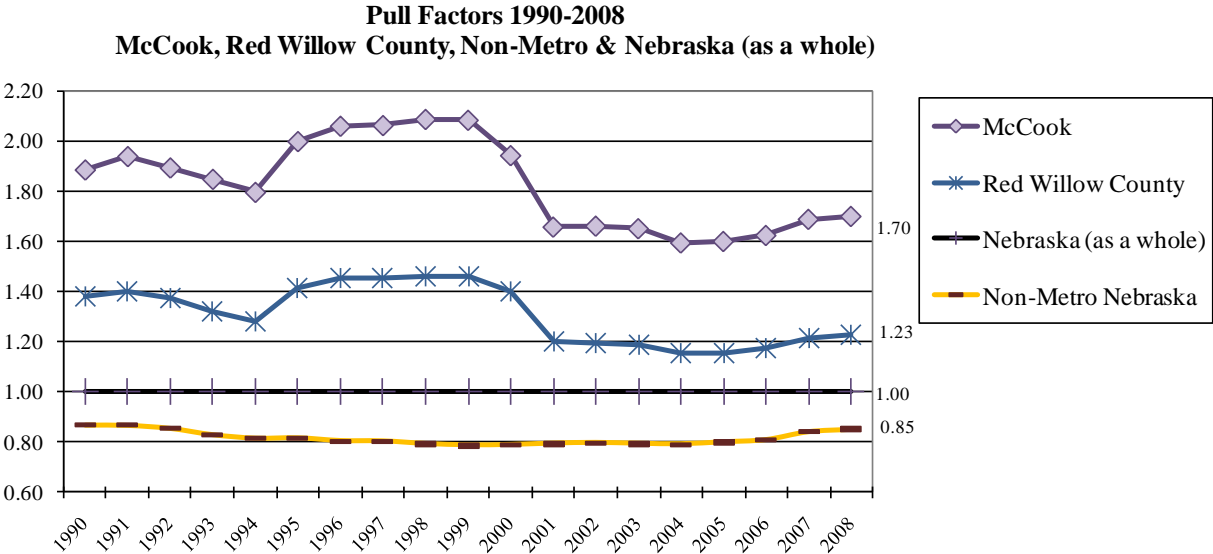


Chart 12 illustrates the pull factor trend for McCook, Red Willow County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2008. In examining the time line, it is apparent the city of McCook has enjoyed significant retail pull since 1990. Data within Red Willow County (as a whole) have also consistently shown retail pull throughout the time period.

Chart 12



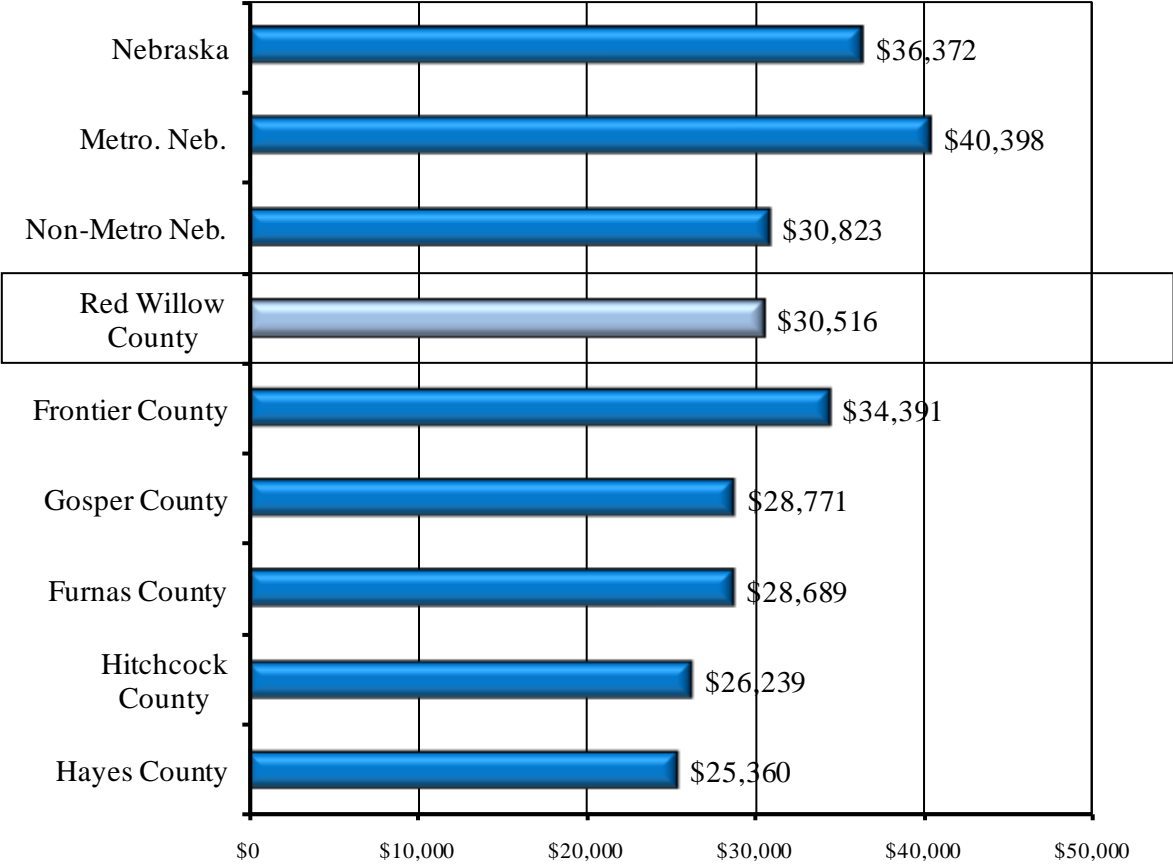
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2009

Per Capita Personal Income

Per capita personal income in Red Willow County was \$30,516 in 2007 the last year in which such data are available. Red Willow County’s per capita income is \$5,856 or 16.1 percent less than that for Nebraska as a whole (\$36,372); \$9,882 or 24.5 percent less than metropolitan Nebraska (\$40,398); and \$307 or 1.0 percent less than non-metropolitan Nebraska (\$30,823).

Chart 13

**Per Capita Personal Income, 2007
 Nebraska, Red Willow County, and Surrounding Counties**



Source: Bureau of Economic Analysis, US Department of Commerce, May 2009

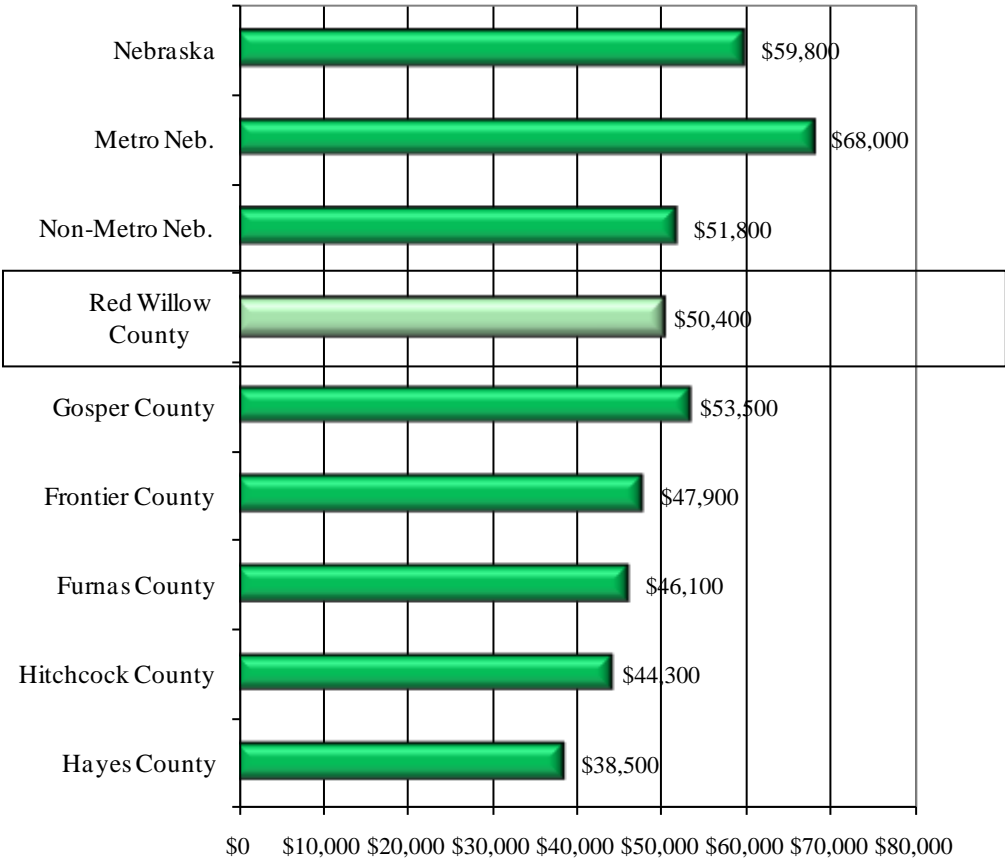
Median Family Income

Median family income provides a different perspective of income levels in Nebraska, Red Willow County, and the surrounding area. Median family income is the midpoint in the ranked distribution of the sum of income for all family members 15 years of age and older. The U.S. Department of Housing and Urban Development (HUD) estimates median family income based on 2000 Census data updated with a combination of Bureau of Labor Statistics and Census Divisional data.

Median family income in Red Willow County is estimated to be \$50,400 in 2008. This amount is \$9,400 or 15.7 percent less than the median family income for Nebraska as a whole (\$59,800); \$17,600 or 25.9 percent less than metropolitan Nebraska (\$68,000); and \$1,400 or 2.7 percent less than non-metro median family income (\$51,800) in 2008.

Chart 14

**Median Family Income 2008
 Nebraska, Red Willow County & Surrounding Counties**



Source: U.S. Department of Housing and Urban Development, est. April 2009