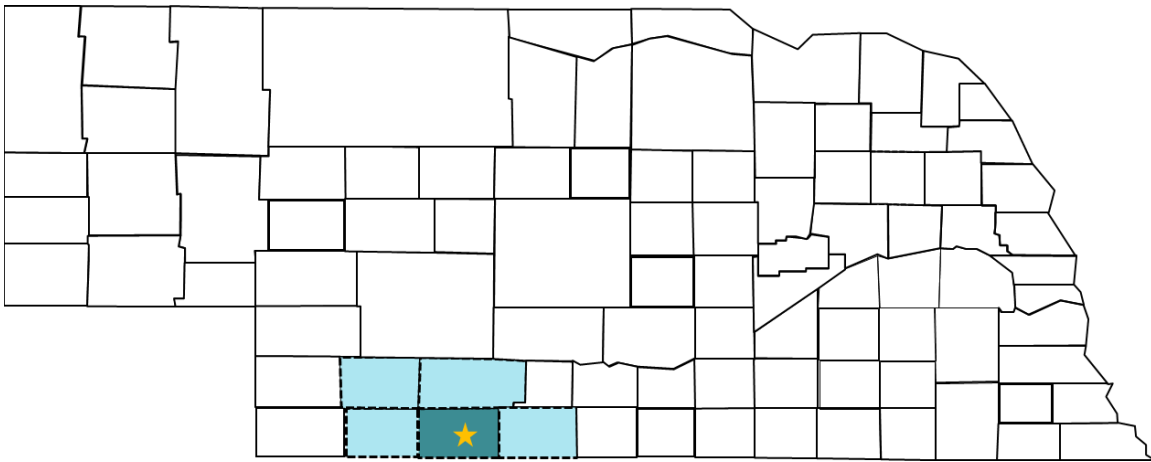


Economic and Demographic Trends

McCook, Red Willow County, and the Surrounding Area



July 2015

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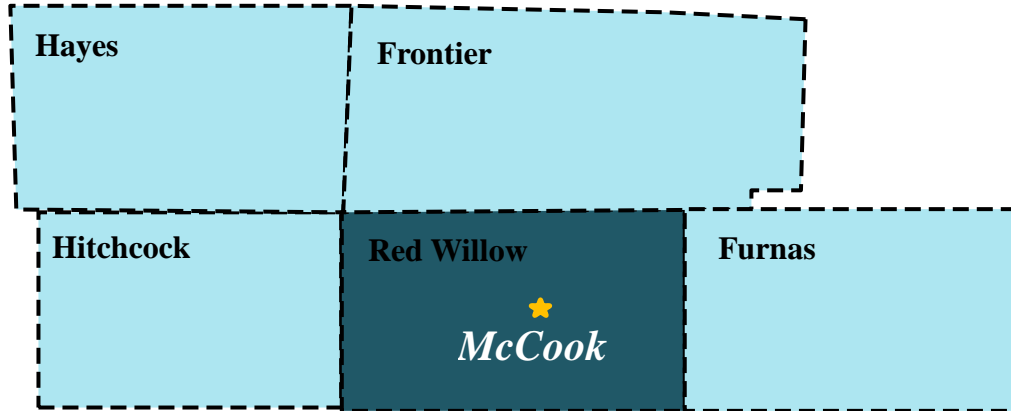
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Economic and Demographic Trends in McCook, Red Willow County, and the Surrounding Area



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). The map featured above 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, Hayes, and Hitchcock. The retail sales section also compares retail growth between McCook 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 Red Willow 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 Red Willow County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Red Willow County increased 5.5 percent (278 jobs) between 2005 and 2014.

Table 1 also provides employment data for Red Willow County by major economic sector for years 2005–2014. Of the sectors reporting complete data, the Education and Health Services sector recorded both the largest percentage increase in employment between 2005 and 2014 (35.6 percent) and the largest actual employment increase between 2005 and 2014 (187 jobs).

Table 1

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

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change 2005-14	# Change 2005-14
Non-farm Employment (W&S)	5,096	5,111	5,097	5,185	5,139	5,119	5,167	5,303	5,405	5,374	5.5	278
Total Private Industries	3,997	3,992	3,977	4,068	4,007	3,996	4,075	4,211	4,278	4,263	6.7	266
Goods Producing	852	845	850	895	821	810	869	935	944	905	6.2	53
Natural Resources & Mining	137	143	140	147	148	154	172	185	162	171	24.8	34
Construction	159	152	172	155	157	182	182	199	198	211	32.7	52
Manufacturing	556	550	538	593	516	474	515	551	584	523	-5.9	-33
Service Providing	3,145	3,147	3,127	3,173	3,186	3,186	3,206	3,276	3,334	3,358	6.8	213
Trade, Transportation & Utilities	1,288	1,291	1,275	1,325	1,338	1,338	1,310	1,304	1,306	1,308	1.6	20
Information	104	86	92	87	82	77	76	78	81	86	-17.3	-18
Financial Activities	306	310	293	259	252	236	232	242	252	249	-18.6	-57
Professional & Business Services	241	276	276	254	247	248	262	271	259	264	9.5	23
Education & Health Services	526	511	519	584	603	617	624	635	718	713	35.6	187
Leisure & Hospitality	514	514	505	500	502	504	542	536	552	566	10.1	52
Other Services, except Public	166	158	167	165	162	165	160	209	167	173	4.2	7
Government	1,100	1,119	1,120	1,116	1,132	1,123	1,092	1,092	1,127	1,111	1.0	11
Federal	76	76	78	79	76	73	67	68	66	67	-11.8	-9
State	172	172	166	164	169	169	165	162	165	165	-4.1	-7
Local	852	871	876	873	887	880	860	863	897	880	3.3	28

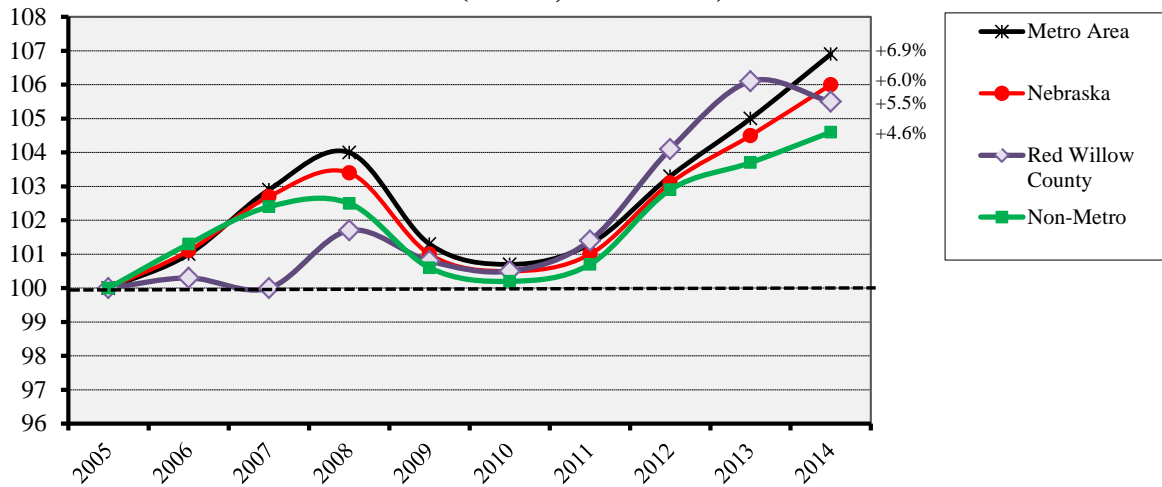
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2015
Labor Force & Work Force Summary, 2005-2014, Annually, Red Willow County, June 2015 data

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Red Willow 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 Red Willow County increased 5.5 percent (278 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

**Nonfarm (W&S) Employment, Red Willow County, Nebraska,
Metro, and Non-Metro Nebraska, 2005-2014
(Index, 2005=100)**

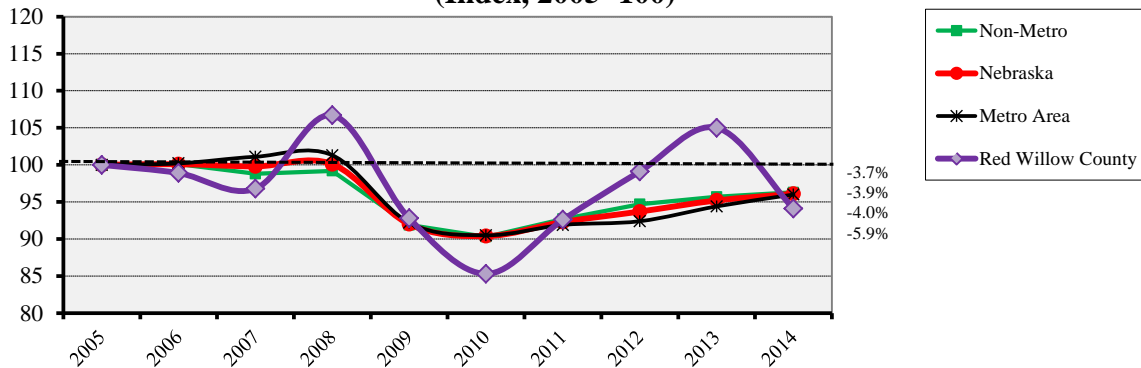


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2015

Chart 2 presents data on manufacturing wage and salary employment growth for Red Willow County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Red Willow County recorded a 5.9 percent decrease in employment (33 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

**Manufacturing (W&S) Employment, Red Willow County, Nebraska,
Metro, and Non-Metro Nebraska, 2005-2014
(Index, 2005=100)**



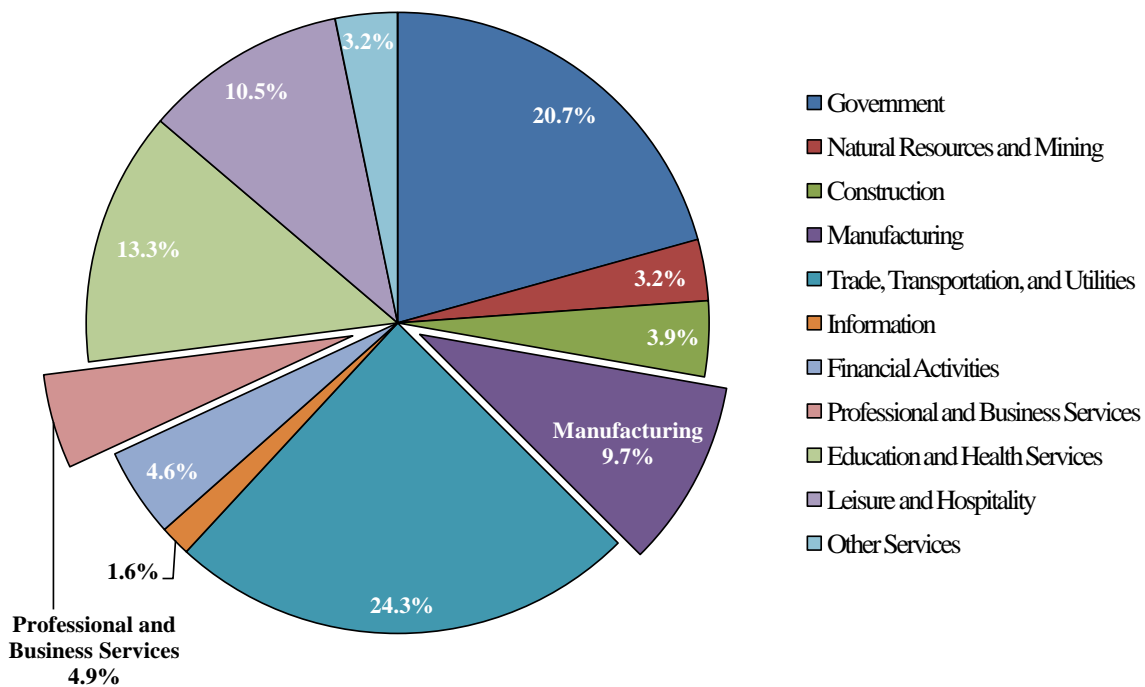
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2015

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 Red Willow County compared to the non-metropolitan and metropolitan distributions.

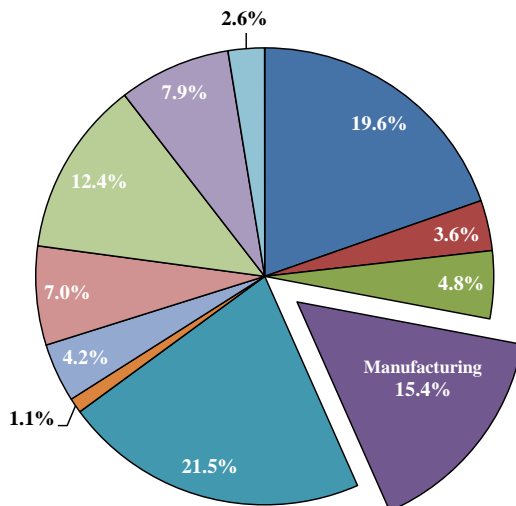
When comparing the Red Willow employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 9.7 percent of the county workforce (523 employees) compared to 15.4 percent for non-metropolitan Nebraska; a difference of 5.7 percent. Comparing Red Willow County to the overall metropolitan distribution, the largest deviation is found in the Professional and Business Services sector (4.9 percent Red Willow County vs. 15.1 percent metropolitan Nebraska; a difference of 10.2 percent).

Charts 3, 4, 5

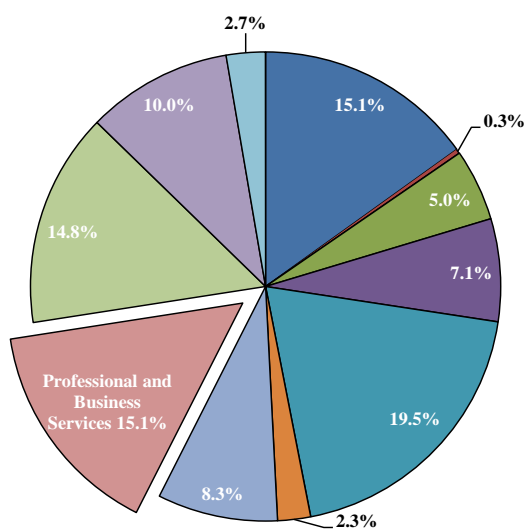
Nonfarm Wage & Salary Employment by Major Economic Sector Red Willow County, 2014



Non-Metro Area W&S Employment, 2014



Metro Area W&S Employment, 2014



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

The next table (Table 2) shows labor force information for Red Willow 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 Red Willow County residents participating in the labor force between 2005 and 2014 (5.5 percent or 329 people).

The number of those unemployed in Red Willow County decreased by 22.2 percent (47 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 Red Willow County unemployment rate was 2.6 percent in 2014; below that for metropolitan Nebraska (3.4 percent), below Nebraska as a whole (3.3 percent), and below non-metropolitan Nebraska (3.3 percent).

Table 2

**Labor Force & Employment Trends, Red Willow County, Nebraska
Selected Years: 2005-2014**

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change 2005-14	# Change 2005-14
Labor Force	6,018	5,965	5,939	6,049	6,058	6,071	6,194	6,257	6,349	6,347	5.5	329
Unemployment	212	157	148	172	275	232	224	208	198	165	-22.2	-47
Unemployment Rate	3.5	2.6	2.5	2.8	4.5	3.8	3.6	3.3	3.1	2.6	(N/A)	(N/A)
Employment	5,806	5,808	5,791	5,877	5,783	5,839	5,970	6,049	6,151	6,182	6.5	376

(N/A) Data not available

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 McCook in Red Willow 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 McCook are from 2011.

Table 3 (pages 6–7) examines the Work Destination area for McCook from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 3,287 McCook labor force participants holding primary jobs. As Table 3 shows, 98.8 percent of McCook’s labor force participants are employed within the state of Nebraska. Approximately 69.9 percent of McCook workers remain within Red Willow County for employment with 30.1 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where McCook labor force participants are employed (next page).

Table 3

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

2011

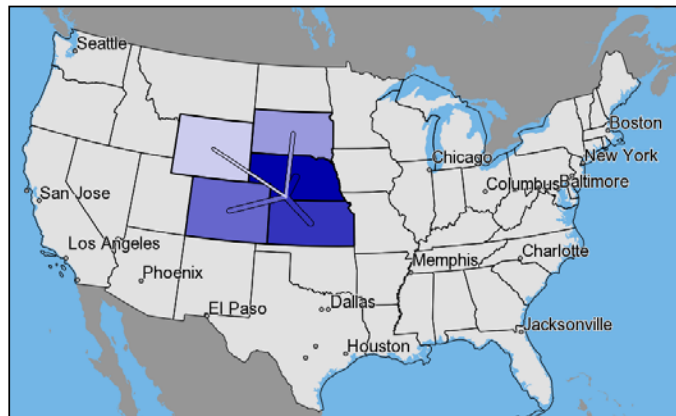
	Count	Share
Total Primary Jobs	3,287	100.0%

By States

Job Counts by States Where Workers are Employed

2011

	Count	Share
Nebraska	3,247	98.8%
Kansas	28	0.9%
Colorado	9	0.3%
South Dakota	2	0.1%
Wyoming	1	0.0%
All Other Locations	0	0.0%



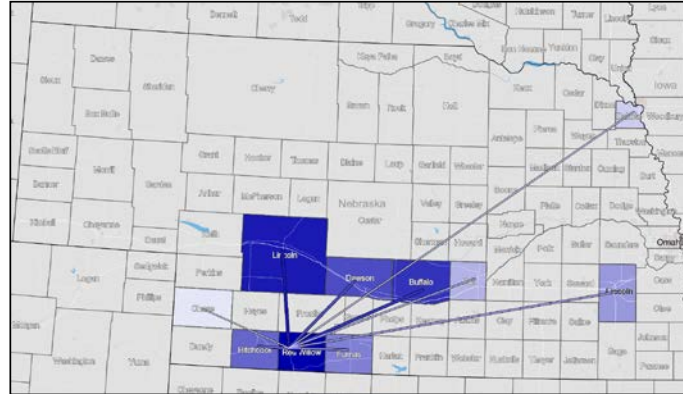
Source: U.S. Census Bureau, LED Origin-Destination Data Base, June 2015

Table 3 (continued)

By Counties
Job Counts by Counties Where Workers are Employed

2011

	Count	Share
Red Willow County, NE	2,296	69.9%
Lincoln County, NE	155	4.7%
Buffalo County, NE	101	3.1%
Dawson County, NE	81	2.5%
Hitchcock County, NE	80	2.4%
Furnas County, NE	61	1.9%
Lancaster County, NE	59	1.8%
Hall County, NE	46	1.4%
Dakota County, NE	43	1.3%
Chase County, NE	31	0.9%
All Other Locations	334	10.2%



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

2011

	Count	Share
McCook city, NE	1,882	57.3%
North Platte city, NE	143	4.4%
Kearney city, NE	94	2.9%
Lincoln city, NE	59	1.8%
Grand Island city, NE	42	1.3%
Dakota City city, NE	38	1.2%
Bartley village, NE	37	1.1%
Lexington city, NE	30	0.9%
Culbertson village, NE	29	0.9%
Indianola city, NE	28	0.9%
All Other Locations	905	27.5%



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

People also travel from other locations to work in the city of McCook—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within McCook. The Census identified 3,744 primary jobs within McCook. As Table 4 indicates, 95.3 percent of these jobs are held by Nebraska residents. Approximately 64.1 percent of McCook workers live within the Red Willow 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

2011

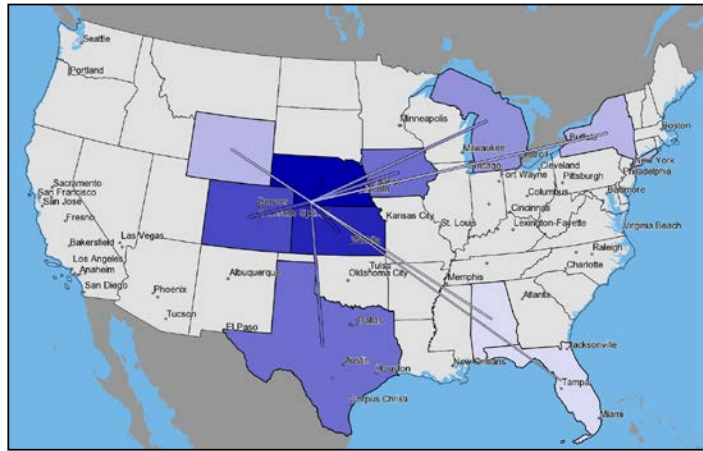
	Count	Share
Total Primary Jobs	3,744	100.0%

By States

Job Counts by States Where Workers Live

2011

	Count	Share
Nebraska	3,569	95.3%
Kansas	111	3.0%
Colorado	17	0.5%
Iowa	7	0.2%
Texas	7	0.2%
Michigan	4	0.1%
New York	3	0.1%
Wyoming	3	0.1%
Alabama	2	0.1%
Florida	2	0.1%
All Other Locations	19	0.5%

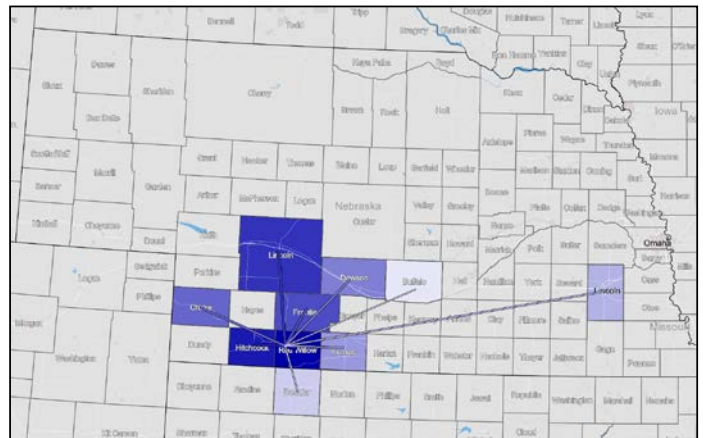


By Counties

Job Counts by Counties Where Workers Live

2011

	Count	Share
Red Willow County, NE	2,400	64.1%
Hitchcock County, NE	215	5.7%
Lincoln County, NE	156	4.2%
Frontier County, NE	78	2.1%
Chase County, NE	70	1.9%
Dawson County, NE	67	1.8%
Furnas County, NE	52	1.4%
Lancaster County, NE	51	1.4%
Decatur County, KS	47	1.3%
Buffalo County, NE	39	1.0%
All Other Locations	569	15.2%

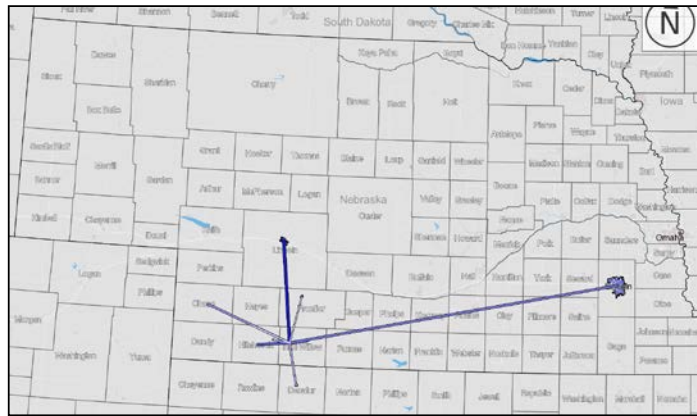


Source: U.S. Census Bureau, LED Origin-Destination Data Base, June 2015

Table 4 (continued)

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

	Count	Share
McCook city, NE	1,882	50.3%
North Platte city, NE	103	2.8%
Indianola city, NE	80	2.1%
Trenton village, NE	57	1.5%
Lincoln city, NE	41	1.1%
Imperial city, NE	38	1.0%
Oberlin city, KS	33	0.9%
Culbertson village, NE	33	0.9%
Curtis city, NE	29	0.8%
Palisade village, NE	28	0.7%
All Other Locations	1,420	37.9%



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

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

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	3,744	100.0%	3,780	100.0%	3,663	100.0%
Living in the Selection Area	3,287	87.8%	3,345	88.5%	4,066	111.0%
Net Job Inflow (+) or Outflow (-)	457	-	435	-	-403	-

In-Area Labor Force Efficiency (Primary Jobs)

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	3,287	100.0%	3,345	100.0%	4,066	100.0%
Living and Employed in the Selection Area	1,882	57.3%	1,993	59.6%	2,353	57.9%
Living in the Selection Area but Employed Outside	1,405	42.7%	1,352	40.4%	1,713	42.1%

In-Area Employment Efficiency (Primary Jobs)

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	3,744	100.0%	3,780	100.0%	3,663	100.0%
Employed and Living in the Selection Area	1,882	50.3%	1,993	52.7%	2,353	64.2%
Employed in the Selection Area but Living Outside	1,862	49.7%	1,787	47.3%	1,310	35.8%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,405	100.0%	1,352	100.0%	1,713	100.0%
Workers Aged 29 or younger	394	28.0%	327	24.2%	448	26.2%
Workers Aged 30 to 54	701	49.9%	756	55.9%	922	53.8%
Workers Aged 55 or older	310	22.1%	269	19.9%	343	20.0%
Workers Earning \$1,250 per month or less	355	25.3%	308	22.8%	466	27.2%
Workers Earning \$1,251 to \$3,333 per month	667	47.5%	679	50.2%	845	49.3%
Workers Earning More than \$3,333 per month	383	27.3%	365	27.0%	402	23.5%
Workers in the "Goods Producing" Industry Class	340	24.2%	300	22.2%	424	24.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	518	36.9%	488	36.1%	621	36.3%
Workers in the "All Other Services" Industry Class	547	38.9%	564	41.7%	668	39.0%

Inflow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,862	100.0%	1,787	100.0%	1,310	100.0%
Workers Aged 29 or younger	478	25.7%	468	26.2%	354	27.0%
Workers Aged 30 to 54	902	48.4%	908	50.8%	660	50.4%
Workers Aged 55 or older	482	25.9%	411	23.0%	296	22.6%
Workers Earning \$1,250 per month or less	596	32.0%	577	32.3%	445	34.0%
Workers Earning \$1,251 to \$3,333 per month	773	41.5%	758	42.4%	549	41.9%
Workers Earning More than \$3,333 per month	493	26.5%	452	25.3%	316	24.1%
Workers in the "Goods Producing" Industry Class	191	10.3%	197	11.0%	141	10.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	543	29.2%	543	30.4%	433	33.1%
Workers in the "All Other Services" Industry Class	1,128	60.6%	1,047	58.6%	736	56.2%

Interior Flow Job Characteristics (Primary Jobs)	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,882	100.0%	1,993	100.0%	2,353	100.0%
Workers Aged 29 or younger	440	23.4%	466	23.4%	570	24.2%
Workers Aged 30 to 54	965	51.3%	1,026	51.5%	1,236	52.5%
Workers Aged 55 or older	477	25.3%	501	25.1%	547	23.2%
Workers Earning \$1,250 per month or less	580	30.8%	639	32.1%	847	36.0%
Workers Earning \$1,251 to \$3,333 per month	759	40.3%	814	40.8%	983	41.8%
Workers Earning More than \$3,333 per month	543	28.9%	540	27.1%	523	22.2%
Workers in the "Goods Producing" Industry Class	247	13.1%	228	11.4%	261	11.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	407	21.6%	416	20.9%	513	21.8%
Workers in the "All Other Services" Industry Class	1,228	65.2%	1,349	67.7%	1,579	67.1%

Source: U.S. Census Bureau, LED Origin-Destination Data Base, June 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 McCook and the distance they travel to work. Looking at Table 6, the count of primary job holders living within McCook is less in 2011 compared to 2009. The distribution of miles traveled to work has also shifted slightly since 2009. Figure 1 shows the location and concentration of these workplaces.

Table 6

Distance/Direction Report - Home to Work Census Block

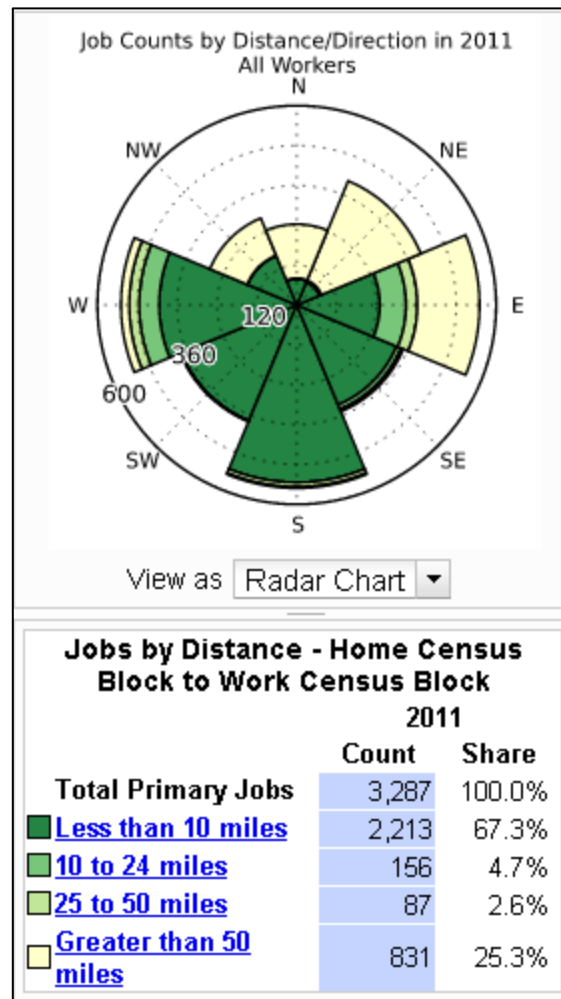
Live within study area - distance to work

Job Counts in Work Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	3,287	100.0%	3,345	100.0%	4,066	100.0%
Less than 10 miles	2,213	67.3%	2,254	67.4%	2,749	67.6%
10 to 24 miles	156	4.7%	187	5.6%	296	7.3%
25 to 50 miles	87	2.6%	110	3.3%	155	3.8%
Greater than 50 miles	831	25.3%	794	23.7%	866	21.3%

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

Figure 1



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

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within McCook and the distance to their homes. Looking at Table 7, the number of primary jobs held within McCook has increased since 2009. The data also show the majority of McCook employees continue to travel further than 50 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

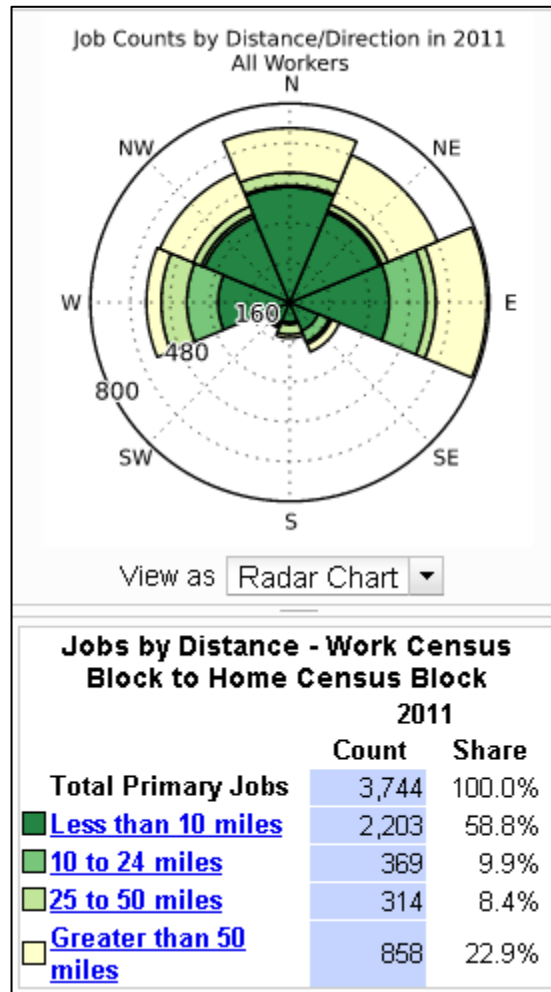
Work within study area - distance to home

Job Counts in Home Blocks by Distance Only

	2011		2010		2009	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	3,744	100.0%	3,780	100.0%	3,663	100.0%
Less than 10 miles	2,203	58.8%	2,232	59.0%	2,491	68.0%
10 to 24 miles	369	9.9%	415	11.0%	180	4.9%
25 to 50 miles	314	8.4%	302	8.0%	228	6.2%
Greater than 50 miles	858	22.9%	831	22.0%	764	20.9%

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

Figure 2



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

Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Red Willow County and the surrounding area. As Table 8 indicates, Red Willow County's population experienced an average annual decrease of 0.2 percent between 1970 and 2010 for a total decrease of 9.3 percent or 1,136 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Red Willow County reported an average annual 0.4 percent decrease in population from 2010 to 2014 (188 people total).

Table 8

County Population 1970-2014 Red Willow 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
Red Willow County	12,191	12,615	11,705	11,450	11,055	10,867	-0.2	-0.4
Frontier County	3,982	3,647	3,101	3,098	2,756	2,705	-0.9	-0.5
Furnas County	6,897	6,486	5,553	5,324	4,959	4,888	-0.8	-0.4
Hayes County	1,530	1,356	1,222	1,068	967	933	-1.1	-0.9
Hitchcock County	4,051	4,079	3,750	3,113	2,908	2,901	-0.8	-0.1

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

Table 9 data reveals the population of Red Willow County's incorporated places as a whole experienced an average annual population decrease of 0.2 percent from 1970 to 2010 and an average annual decrease of 0.3 percent from 2010 to 2014 for a total decrease of 9.1 percent (864 people) from 1970 to 2014. McCook, the county's largest city, reported an 8.1 percent decrease in population (674 people) between 1970 and 2014. The unincorporated areas outside of the selected communities experienced a 17.1 percent decrease (460 people) during the period 1970–2014.

Table 9

County Population 1970-2013 Red Willow County Communities and Unincorporated Areas

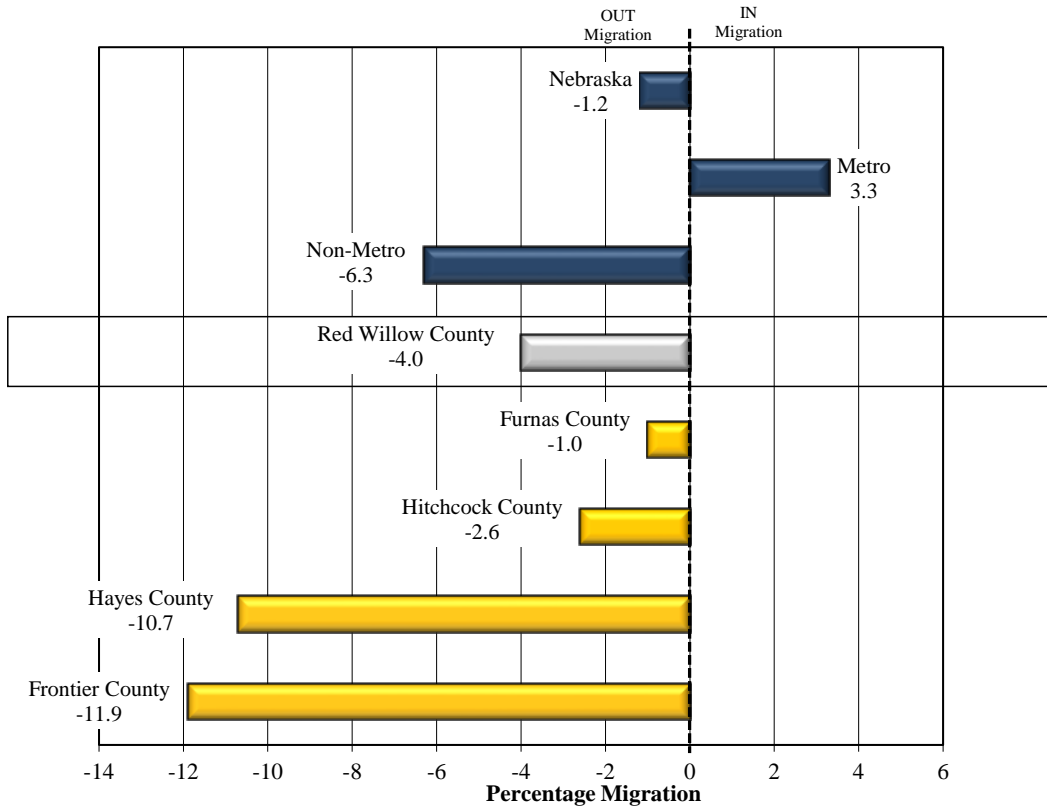
Location	----Year----						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2014	1970-2010	2010-2014
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,881,503	0.5	0.7
Red Willow County	12,191	12,615	11,705	11,450	11,055	10,867	-0.2	-0.4
Bartley	283	342	339	355	283	277	0.0	-0.5
Danbury	137	143	109	127	101	99	-0.8	-0.5
Indianola	672	856	672	642	584	566	-0.4	-0.8
Lebanon	118	102	75	70	80	78	-1.0	-0.6
McCook	8,285	8,404	8,142	7,994	7,698	7,611	-0.2	-0.3
Total Incorporated Places	9,495	9,847	9,337	9,188	8,746	8,631	-0.2	-0.3
Unincorporated Areas	2,696	2,768	2,368	2,262	2,309	2,236	-0.4	-0.8

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, Red Willow 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, Red Willow County experienced a net out-migration of 458 people or 4.0 percent of its 2000 population.

Chart 6

2000–2010 Net Migration as Percent of 2000 Population Red Willow County and the Surrounding Area

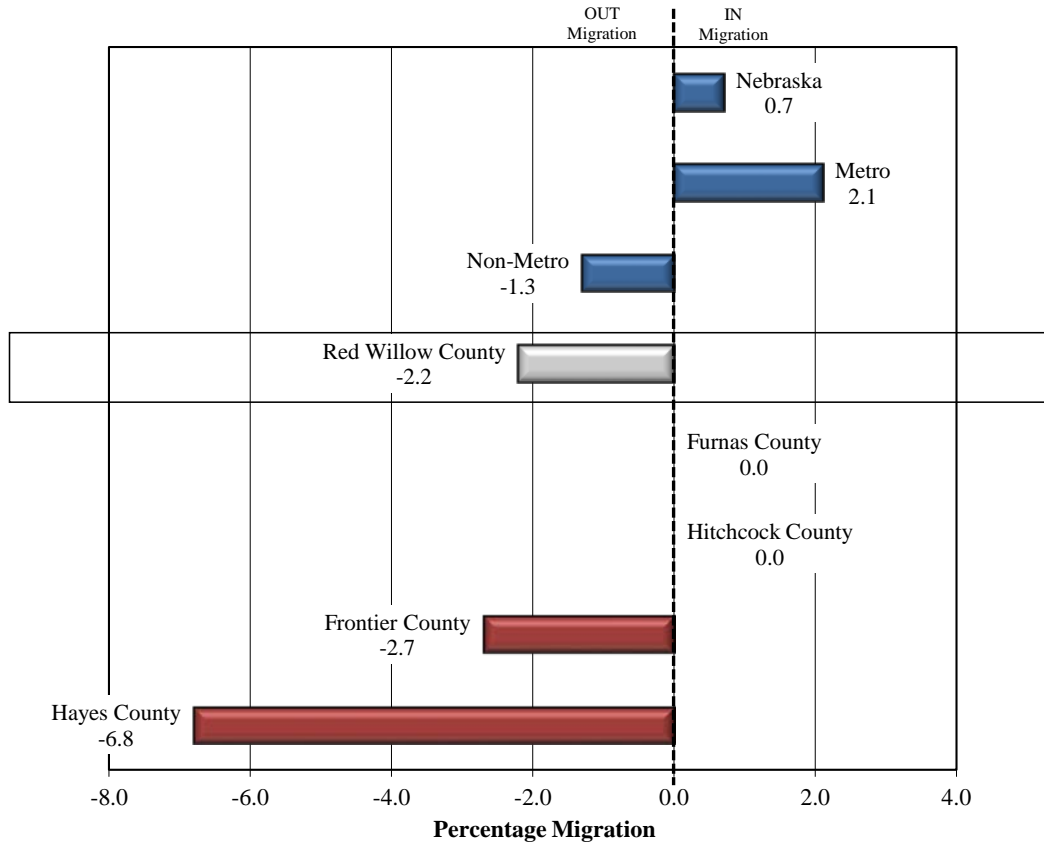


Source: U.S. Census Bureau, County population and estimated components of population change, May 2015

Looking at the years 2010–2014 (Chart 7), Red Willow County experienced a net out-migration of 242 people or 2.2 percent of its 2010 population.

Chart 7

2010–2014 Net Migration as Percent of 2010 Population Red Willow 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 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 55.5 percent of the 1,003 people moving into Red Willow County moved from other Nebraska locations (557 people). Data also reveal 446 people (44.5 percent) migrated into the county from other states.

Table 10

**Red Willow County, Nebraska, 2007–2011, Five-Year Estimate
Inflow Into County**

	Number	Percent
Movers within the United States	1,679	100.0
Within Same County	676	40.3
Different County, Same State	557	33.2
Different State	446	26.6
Movers from Abroad	0	0.0
Total Movement	1,679	

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

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

State	County	Number
California	Tehama County	252
Nebraska	Seward County	76
Nebraska	Buffalo County	73
Nebraska	Furnas County	64
Nebraska	Lancaster County	58
Colorado	Lincoln County	51
Nebraska	Douglas County	51
Colorado	Weld County	49
Nebraska	Frontier County	43
Nebraska	Madison County	41
Nebraska	Platte County	35
Asia	-	27
Nebraska	Cass County	26
Nebraska	Boone County	22
Nebraska	Hall County	22
California	Los Angeles County	21
Wyoming	Albany County	20
Nebraska	Burt County	13
California	Lake County	12
Kansas	Thomas County	11
Nebraska	Scotts Bluff County	10
Colorado	Jefferson County	7
Nebraska	Lincoln County	7
Iowa	Pottawattamie County	6
Nebraska	Hayes County	6

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 87.6 percent of the 541 people migrating out of Red Willow County remained in the state of Nebraska (474 people). Data show 67 Red Willow County residents (12.4 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

**Red Willow County, Nebraska, 2007–2011, Five-Year Estimate
Outflow From County**

	Number	Percent
Movers within the United States	1,217	100.0
Within Same County	676	55.5
Different County, Same State	474	38.9
Different State	67	5.5
Movers to Puerto Rico	0	0.0
Total Movement	1,217	

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

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

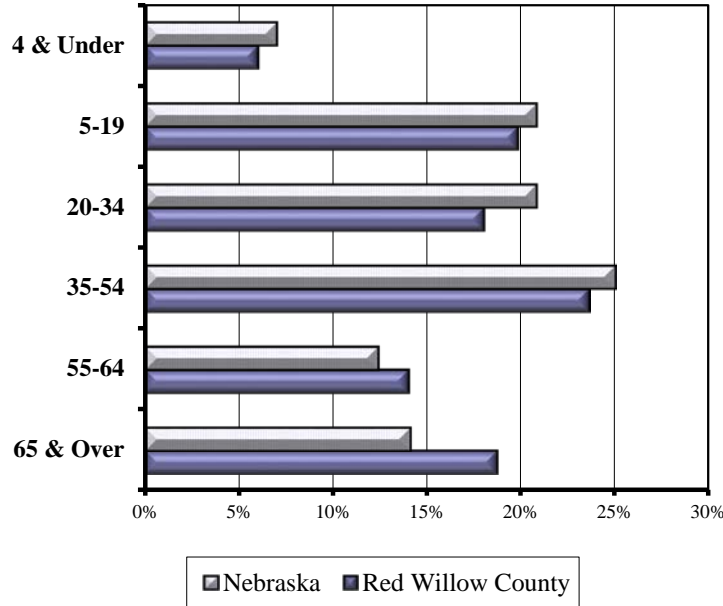
State	County	Number
Nebraska	Douglas County	138
Nebraska	Lancaster County	94
Nebraska	Adams County	52
Nebraska	Buffalo County	29
Kansas	Ellis County	28
Nebraska	Hitchcock County	24
Nebraska	Cheyenne County	22
South Dakota	Brookings County	13
Nebraska	Box Butte County	11
Nebraska	Dawson County	11
Nebraska	Lincoln County	10
Idaho	Ada County	9
Nebraska	Scotts Bluff County	9
Nebraska	Valley County	9
Nebraska	Cass County	8
Nebraska	Fillmore County	8
Nebraska	Furnas County	8
North Dakota	Burleigh County	5
Nebraska	Dundy County	5
Kansas	Ford County	5
Nebraska	Frontier County	5
Nebraska	Custer County	4
Nebraska	Dodge County	4
Nebraska	Hall County	4
Kansas	Pottawatomie County	4

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 Red Willow County. The population of Red Willow County is older in age than Nebraska as a whole. The median age for Red Willow County residents in 2013 was 41.5 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8

Age Distribution of the Population, 2013 Red Willow County and Nebraska



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 Red Willow County and Nebraska

	2013 Population		Percent	
	Nebraska	Red Willow County	Nebraska	Red Willow County
4 & Under	130,160	658	7.0%	6.0%
5-19	387,807	2,178	20.8%	19.8%
20-34	388,117	1,980	20.8%	18.0%
35-54	467,120	2,594	25.0%	23.6%
55-64	231,304	1,538	12.4%	14.0%
65 & Over	264,008	2,058	14.1%	18.7%
Total	1,868,516	11,006	100%	100%
Median Age	36.2	41.5		

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 Red Willow 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, 2009–2013
Red Willow County and the Surrounding Area**

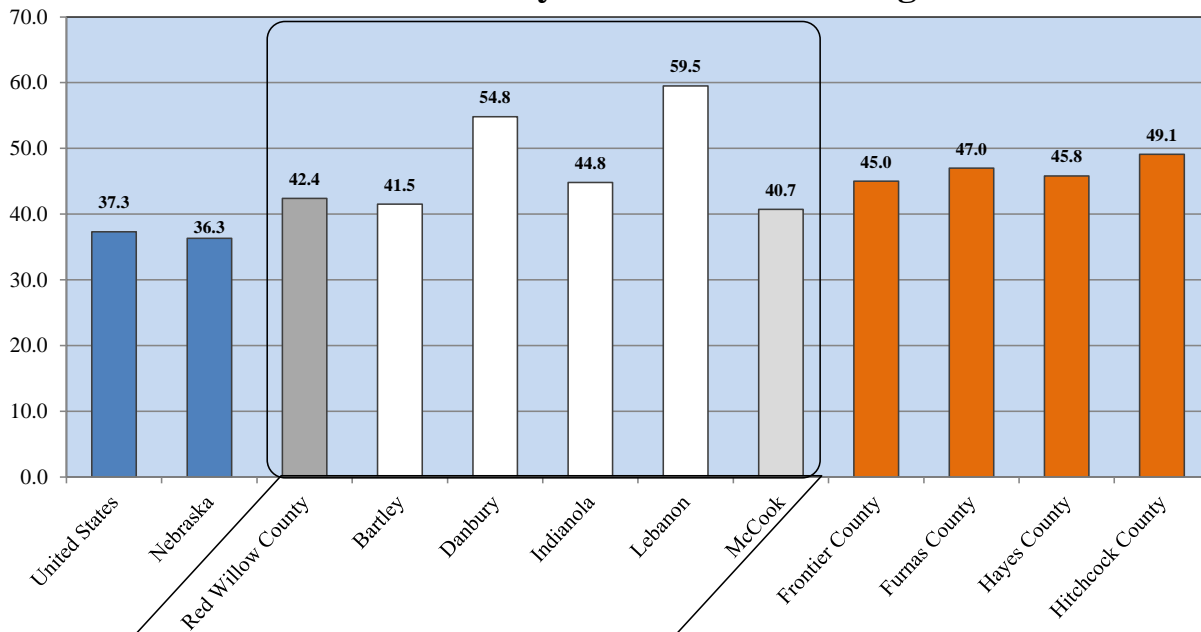
	Median Age		
	Total	Male	Female
United States	37.3	36.0	38.7
Nebraska	36.3	35.0	37.5
Red Willow County	42.4	40.7	44.1
Bartley	41.5	33.1	46.7
Danbury	54.8	56.4	50.5
Indianola	44.8	50.3	41.1
Lebanon	59.5	51.2	67.5
McCook	40.7	38.4	42.5
Frontier County	45.0	45.0	45.0
Furnas County	47.0	45.5	47.8
Hayes County	45.8	45.0	47.3
Hitchcock County	49.1	46.3	49.9

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, 5-Year Estimate, 2009–2013
Red Willow County 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 Red Willow 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, Red Willow County, and Surrounding Counties

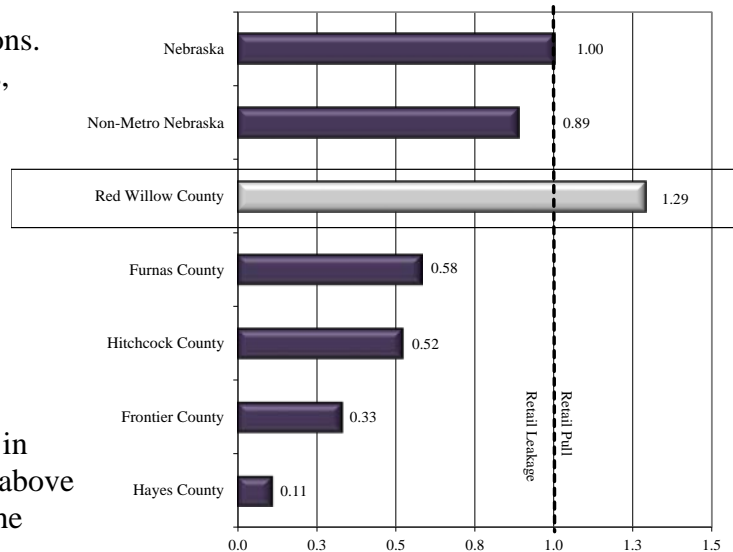
	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
Nebraska	1,855,487	23,068,893	12,261	1.00
Non-Metro Nebraska	781,665	8,496,437	10,887	0.89
Red Willow County	11,013	172,341	15,859	1.29
Frontier County	2,731	10,863	4,016	0.33
Furnas County	4,903	35,052	7,171	0.58
Hayes County	947	1,310	1,404	0.11
Hitchcock County	2,883	18,432	6,354	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 Red Willow County experiences net positive retail injections. The 2014 pull factor of 1.29 indicates, on a per capita basis, retail sales in Red Willow County are greater than 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 (1.29) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Red Willow County are 45.7 percent above the average per capita retail sales in the non-metropolitan area of Nebraska.

2014 Retail Sales (NMV) Pull Factors, Nebraska, Red Willow County & 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 McCook’s pull factor of 1.76 indicates that, on a per capita basis, non-motor vehicle retail sales in McCook are approximately 76.0 percent greater than the state’s average per capita sales.

Table 15

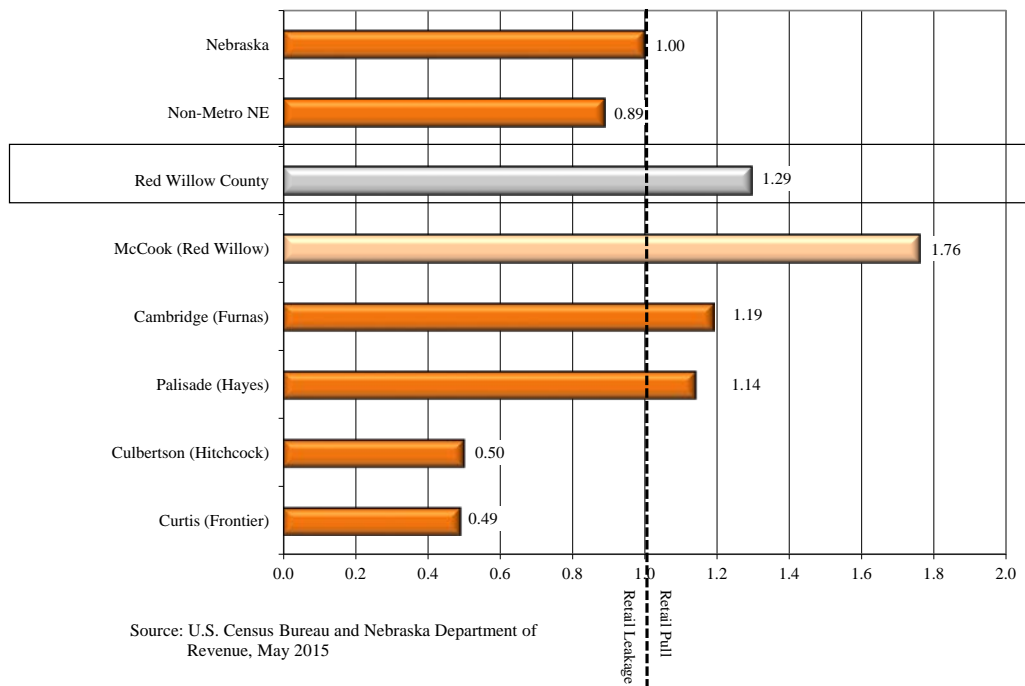
**2014 Retail Sales (NMV) Pull Factors
Nebraska, Red Willow County, and Selected Study Area Communities**

	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
Red Willow County	11,013	172,341	15,859	1.29
McCook (Red Willow)	7,611	164,623	21,630	1.76
Curtis (Frontier)	920	5,484	5,961	0.49
Cambridge (Furnas)	1,048	15,322	14,620	1.19
Palisade (Hayes)	353	4,923	13,946	1.14
Culbertson (Hitchcock)	593	3,599	6,069	0.50

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

Chart 11

**2014 Retail Sales (NMV) Pull Factors,
Nebraska, Red Willow County & 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 Red Willow County. As this table indicates, the community of McCook had the strongest pull factor (1.76) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 1.29 for Red Willow County in 2014.

Table 16

2014 Retail Sales (NMV) Pull Factors Nebraska and Available Red Willow County 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
Red Willow County	11,013	172,341	15,859	1.29
McCook	7,611	164,623	21,630	1.76
Indianola	566	5,988	10,579	0.86
Bartley	277	1,569	5,666	0.46
Danbury	99	152	1,534	0.13

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

Chart 12

2014 Retail Sales (NMV) Pull Factors, Nebraska and Available Red Willow County Communities

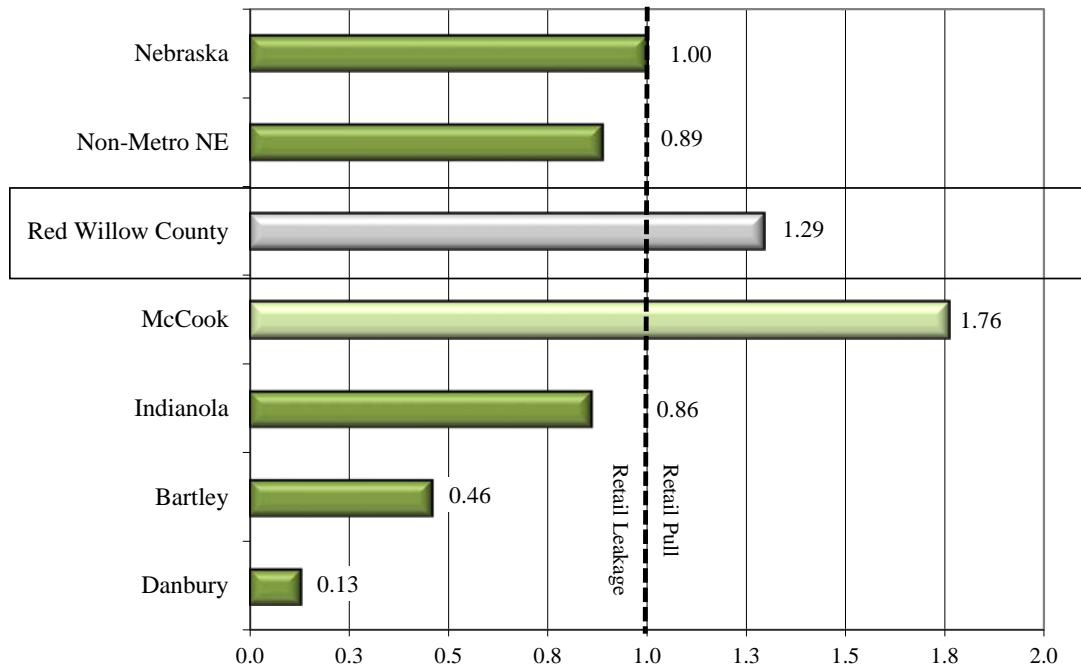


Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2014 pull factors for Nebraska, McCook, and eight other similarly sized communities selected from around the state. York’s pull factor of 1.93 leads the group for 2014 thus indicating York has greater retail pull.

Table 17

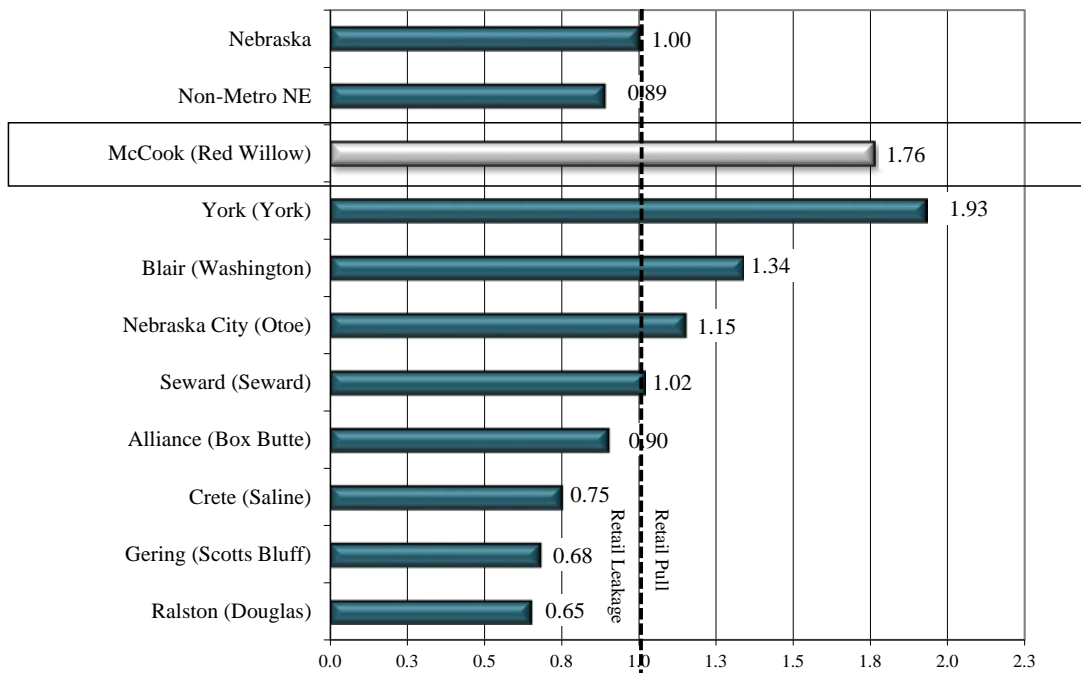
2014 Retail Sales (NMV) Pull Factors McCook & Other Similarly Sized Nebraska Communities

	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
McCook (Red Willow)	7,611	164,623	21,630	1.76
Crete (Saline)	7,034	64,420	9,158	0.75
Seward (Seward)	7,128	89,373	12,538	1.02
Ralston (Douglas)	7,216	57,460	7,963	0.65
Nebraska City (Otoe)	7,265	102,384	14,093	1.15
York (York)	7,957	188,230	23,656	1.93
Blair (Washington)	7,986	131,171	16,425	1.34
Gering (Scotts Bluff)	8,372	69,524	8,304	0.68
Alliance (Box Butte)	8,519	93,837	11,015	0.90

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

Chart 13

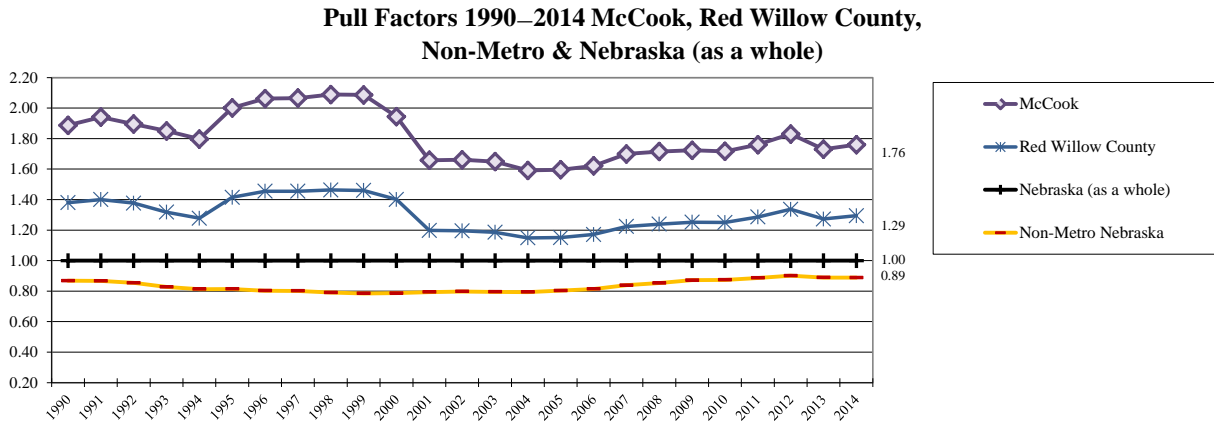
2014 Retail Sales (NMV) Pull Factors, McCook & Other Similarly Sized Nebraska Communities



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

Chart 14 illustrates the pull factor trend for McCook, Red Willow County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2014. In examining the time line, the city of McCook shows retail pull fluctuating well above the state average throughout the entire study period. Data within Red Willow County (as a whole) also shows the pull factor similar to McCook’s pull factor only below, although still higher than 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, May 2015

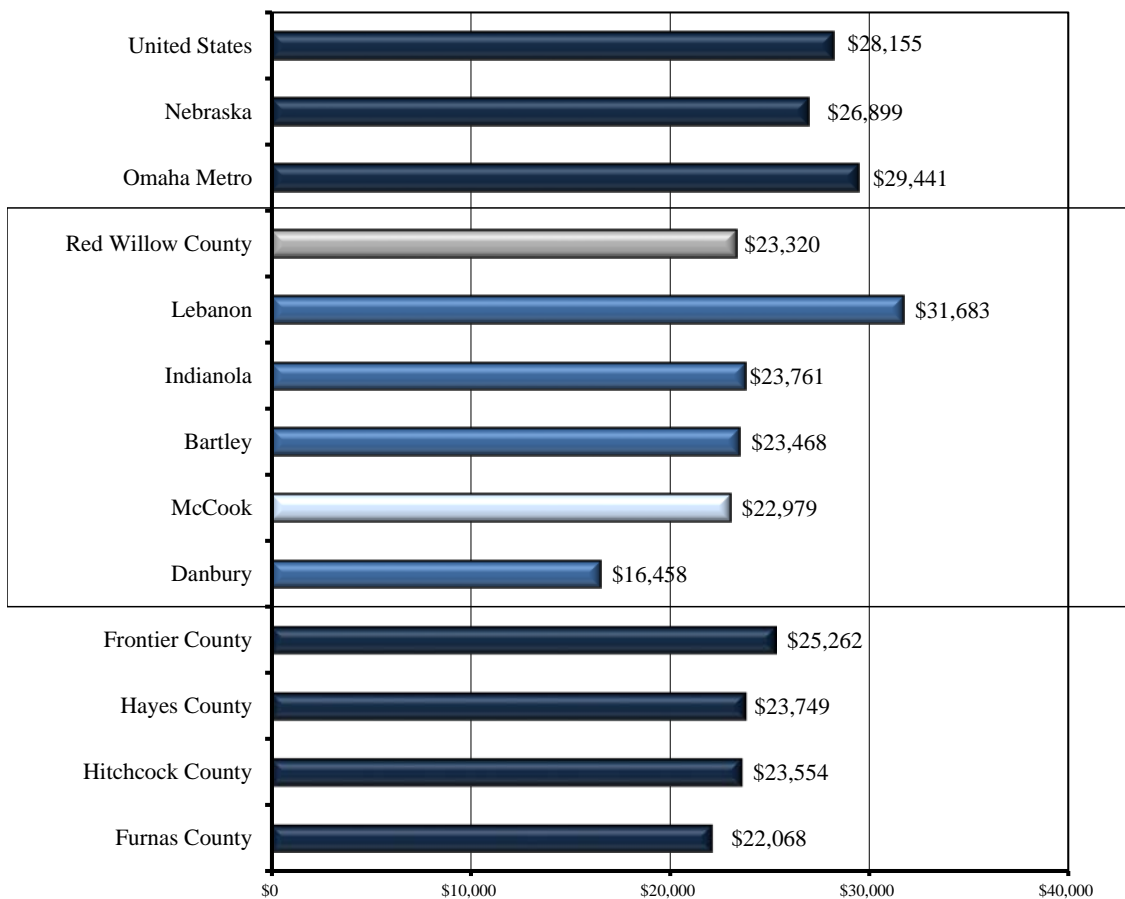
Per Capita Personal Income

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 Red Willow County is estimated to be \$23,320 compared to \$26,899 for Nebraska as a whole.

Chart 15

Per Capita Income, 2009–2013, Five-Year Estimate, Nebraska, Red Willow County & Surrounding Counties



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

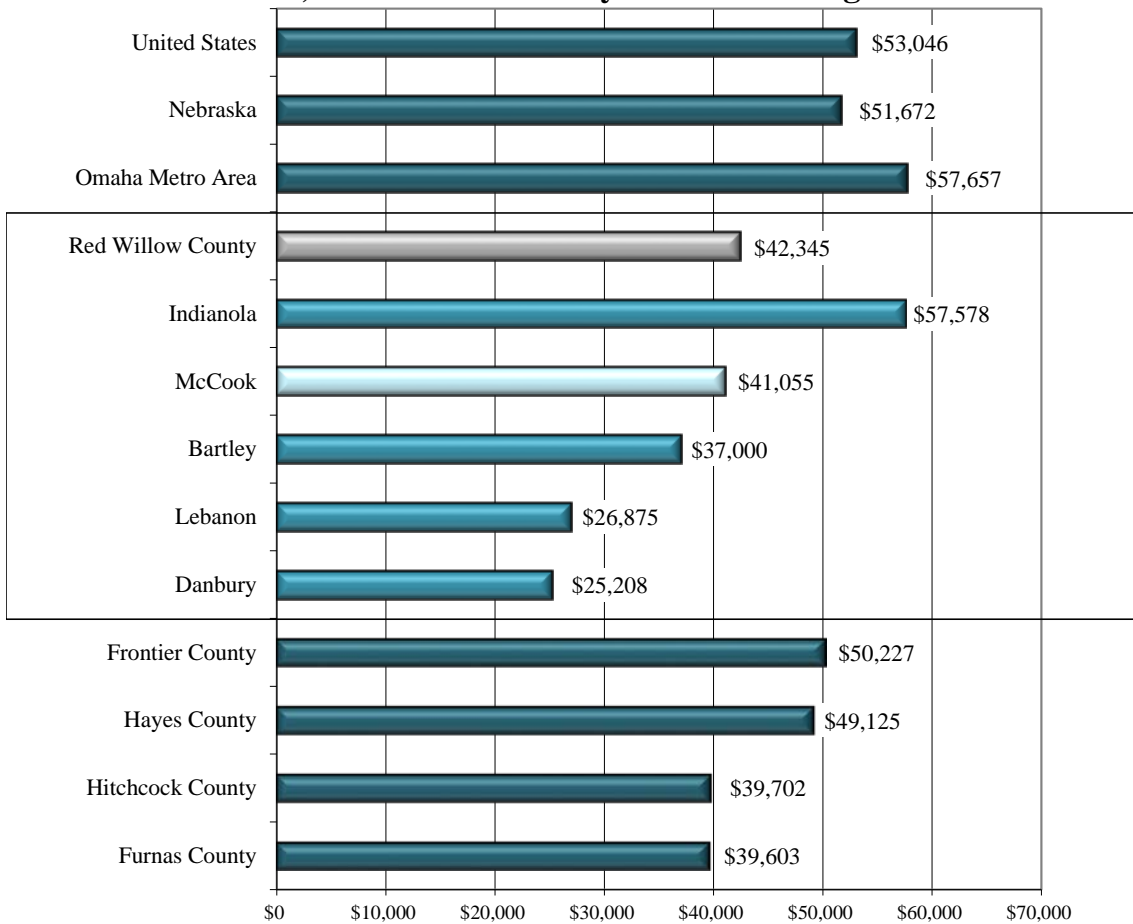
Median Household Income

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 Red Willow County is estimated to be \$42,345 in 2013 compared to \$51,672 for Nebraska as a whole.

Chart 16

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



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