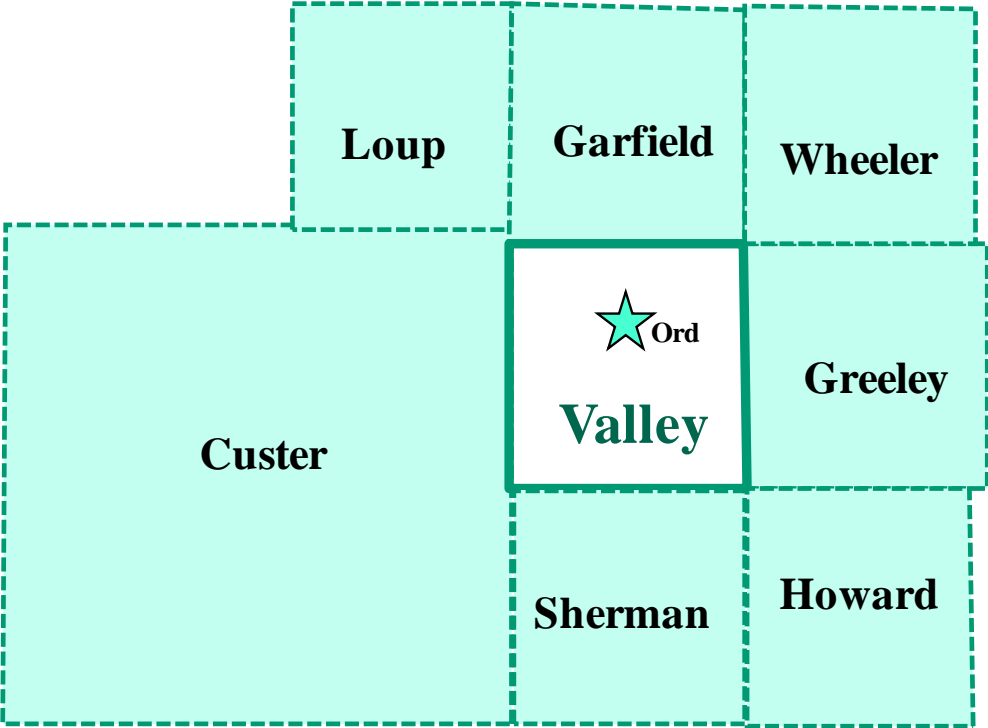


# Economic and Demographic Trends

Ord, Valley County,  
and the Surrounding Area



*January 2011*

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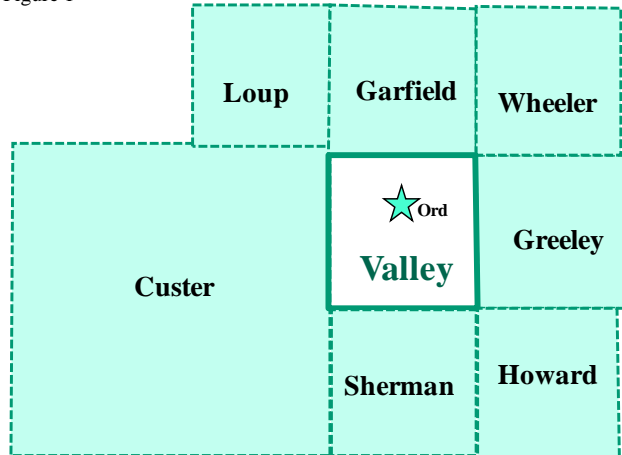
Available Online @ [sites.nppd.com](http://sites.nppd.com)



## Economic and Demographic Trends in Ord, Valley 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 Ord and Valley 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 Valley County, other counties included in this area are Custer, Garfield, Greeley, Howard, Loup, Sherman, and Wheeler. The retail sales section also compares retail growth between Ord 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 Valley County with the non-metropolitan distribution. Non-metropolitan Nebraska is defined as Nebraska minus the seven metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, 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

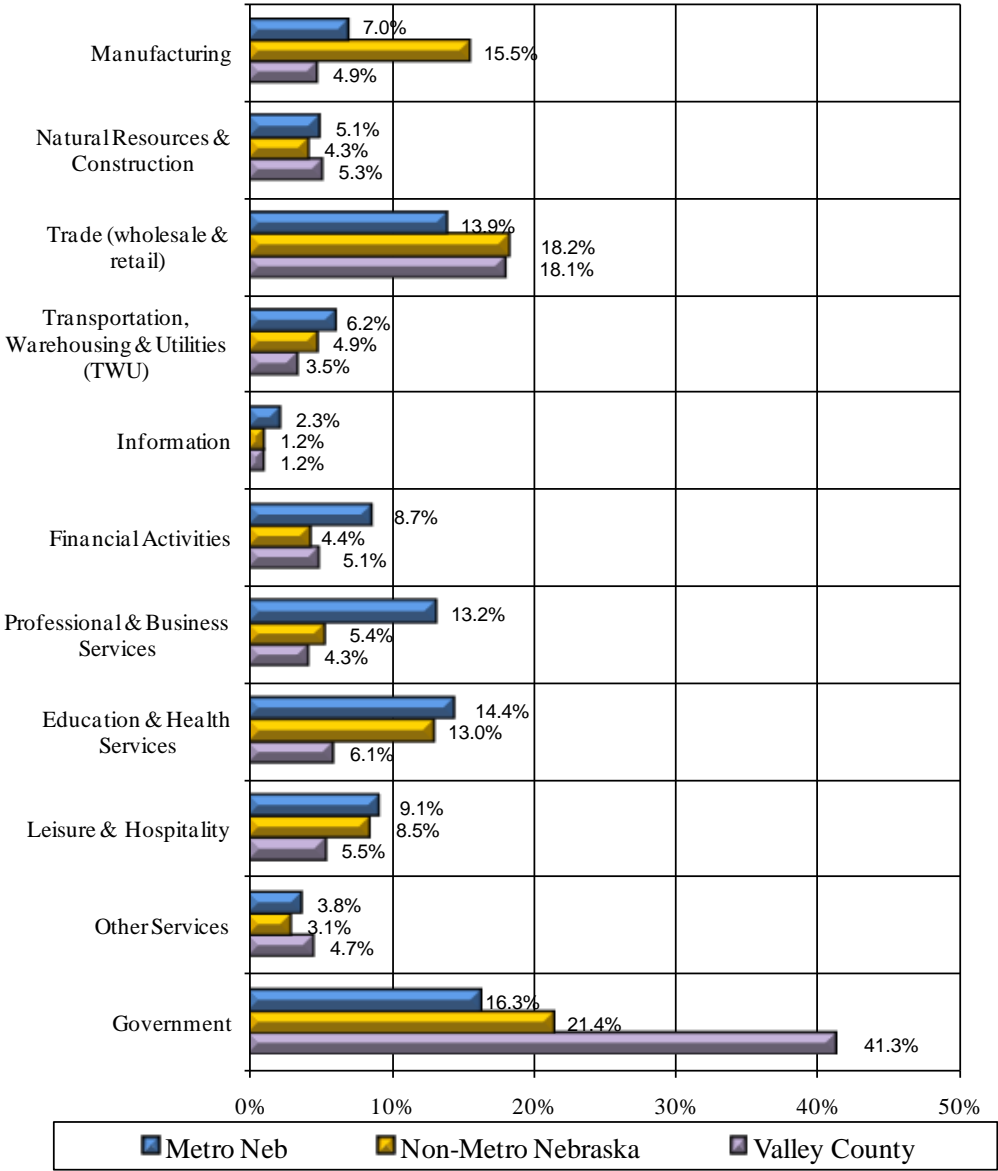
When comparing Valley County non-farm wage and salary employment sectors to non-metropolitan Nebraska and metropolitan sectors, there are significant differences between the distributions. Deviations from the non-metropolitan and metropolitan state distributions of employment are noted in Chart 1 (next page).

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

The largest deviation between Valley County and non-metropolitan Nebraska employment sectors falls in the Government sector having 41.3 percent employment (1,695 employees) compared to non-metropolitan Nebraska employment at 21.4 percent of the workforce; a difference of 19.9 percent. Comparing Valley County to the overall metropolitan distribution, the largest deviation is also found in the Government sector (41.3 percent or 1,695 employees Valley County vs. 16.3 percent metropolitan Nebraska; a difference of 25.0 percent).

Chart 1

**Non-Farm Wage & Salary Employment by Major Economic Sector  
 Metro, Non-Metropolitan & Valley County Nebraska, 2009**



Source: Nebraska Department of Labor, Labor Market Information, August 2010

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Valley County for the period 2001–2009. 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 Valley County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Valley County increased 12.7 percent (191 jobs) between 2001 and 2009.

Table 1 also provides employment data for Valley County by major economic sector for years 2001–2009. Of the sectors reporting complete data, the Natural Resources & Construction sector recorded the largest percentage increase between 2001 and 2009 (27.1 percent or 19 jobs). The greatest actual employment increase in this time frame fell in the Trade sector with 49 jobs or 19.0 percent.

Table 1

**Non-Farm Wage & Salary Employment Trends, Valley County, Nebraska**  
 Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	# Change 2001-2009	% Change 2001-2009
<b>Non-farm Employment (W&amp;S)</b>	<b>1,504</b>	<b>1,639</b>	<b>1,638</b>	<b>1,624</b>	<b>1,607</b>	<b>1,697</b>	<b>1,748</b>	<b>1,743</b>	<b>1,695</b>	<b>191</b>	<b>12.7</b>
<b>Manufacturing</b>	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	83	(N/A)
Durable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
Nondurable Goods	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(N/A)	(N/A)
<b>Non-manufacturing</b>											
Natural Resources & Construction	70	70	72	68	83	95	102	89	89	19	27.1
Trade	258	275	286	285	(D)	(D)	(D)	(D)	307	49	19.0
Wholesale Trade	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	81	(N/A)	(N/A)
Retail Trade	(D)	(D)	(D)	(D)	162	190	202	207	226	(N/A)	(N/A)
Transportation, Warehousing & Utilities	49	51	49	56	52	60	68	66	59	10	20.4
Information	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	20	(N/A)	(N/A)
Financial Activities	73	76	78	80	81	78	87	94	86	13	17.8
Professional & Business Services	(D)	(D)	(D)	(D)	(D)	(D)	117	109	73	(N/A)	(N/A)
Education & Health Services	(D)	103	113	110	115	131	112	106	104	(N/A)	(N/A)
Leisure and Hospitality	131	141	129	128	115	148	128	101	94	-37	-28.2
Other Services, except Public	(D)	(D)	(D)	62	65	61	66	71	80	(N/A)	(N/A)
<b>Government</b>	<b>687</b>	<b>683</b>	<b>658</b>	<b>648</b>	<b>643</b>	<b>654</b>	<b>670</b>	<b>697</b>	<b>700</b>	<b>13</b>	<b>1.9</b>
Federal	33	33	37	36	35	35	32	33	36	3	9.1
State	41	36	32	32	30	28	30	36	31	-10	-24.4
Local	613	614	589	579	578	591	608	627	632	19	3.1

Labor Force & Work Force Summary, 2001-2009, Annually, Valley County, Nebraska (August 2010 data)

Source: Nebraska Department of Labor, Labor Market Information

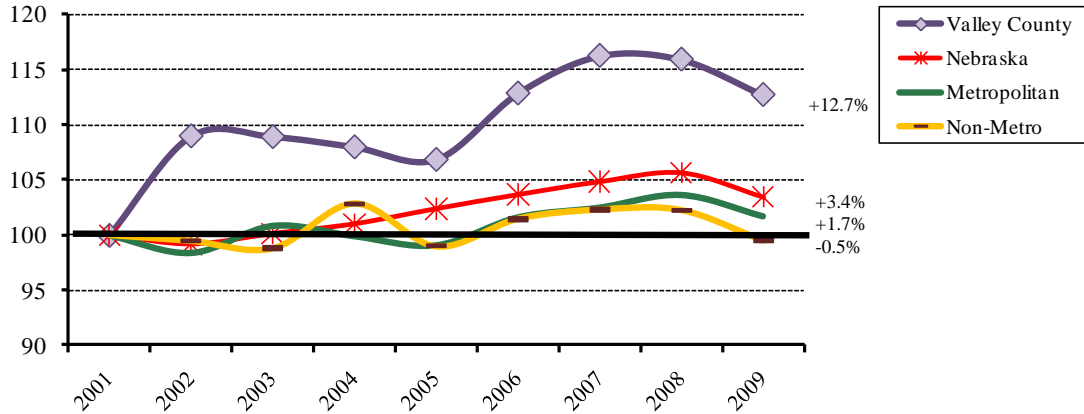
(D) Data withheld to avoid disclosure of individual reporting units

(N/A) Data not available

Chart 2 compares total non-farm wage and salary employment growth in Valley County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2001–2009. As this chart indicates total non-farm wage and salary employment in Valley County increased 12.7 percent (191 jobs) from 2001 to 2009, compared to a 3.4 percent increase for Nebraska as a whole, a 1.7 percent increase in metropolitan Nebraska, and a 0.5 percent decrease in non-metropolitan Nebraska.

Chart 2

**Non-Farm (W&S) Employment, Valley County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2009**  
 (Index, 2001=100)

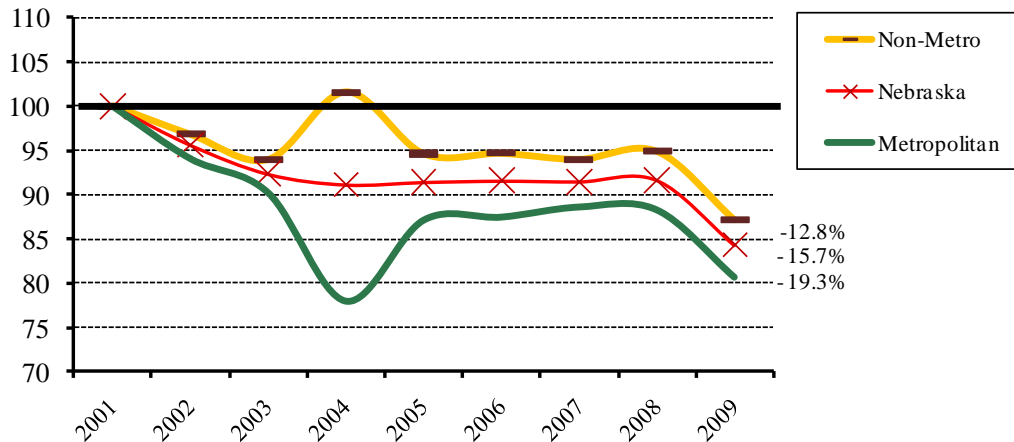


Source: Labor Force & Work Force Summary, August 2010

Chart 3 presents data on manufacturing wage and salary employment growth for Nebraska, metropolitan, and non-metropolitan areas. Valley County is not represented in this chart due to data being withheld in the Manufacturing sector in an attempt to avoid disclosure of individual reporting units. The Manufacturing sector for non-metropolitan Nebraska experienced a 12.8 percent decline in employment compared to a 15.7 percent decrease for Nebraska as a whole and a 19.3 percent decrease for metropolitan Nebraska over the same period.

Chart 3

**Manufacturing (W&S) Employment, Nebraska, Metro, and Non-Metro Nebraska, 2001-2009**  
 (Index, 2001=100)



Source: Labor Force & Work Force Summary, August 2010

The next table (Table 2) shows labor force information for Valley County for the time period 2001–2009. 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 7.4 percent increase (176 people) in the number of Valley County residents participating in the labor force between 2001 and 2009.

The percent of those unemployed in Valley County increased by 17.3 percent (13 people) between 2001 and 2009. 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 Valley County unemployment rate was 3.4 percent in 2009; significantly below that for metropolitan Nebraska (4.8 percent), Nebraska as a whole (4.6 percent), and non-metropolitan Nebraska (4.4 percent).

Table 2

**Labor Force & Employment Trends, Valley County, Nebraska**  
 Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	# Change 2001-2009	% Change 2001-2009
<b>Labor Force</b>	<b>2,385</b>	<b>2,546</b>	<b>2,617</b>	<b>2,576</b>	<b>2,511</b>	<b>2,571</b>	<b>2,580</b>	<b>2,599</b>	<b>2,561</b>	<b>176</b>	<b>7.4</b>
Unemployment	75	73	90	86	89	64	61	73	88	13	17.3
Unemployment Rate	3.1	2.9	3.4	3.3	3.5	2.5	2.4	2.8	3.4	(N/A)	(N/A)
Employment	2,310	2,473	2,527	2,490	2,422	2,507	2,519	2,525	2,473	163	7.1

Labor Force & Work Force Summary, 2001-2009, Annually, Valley County, Nebraska (August 2010 data)

Source: Nebraska Department of Labor, Labor Market Information

(N/A) Data not available

**Residence and Work Flow Patterns**

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Valley County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination report looks at the area from which a county is pulling employees to fill positions. These data are from the U.S. Census Bureau’s Local Employment Dynamics (LED) 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 Valley County are from 2008.

Table 3 (pages 6-7) examines the Work Destination area for Valley County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 1,709 county labor force participants holding primary jobs. As Table 3 shows, 98.7 percent of Valley County’s labor force participants are employed within the state of Nebraska. Nearly half of Valley County workers leave the county for employment with 51.3 percent remaining within county borders. Looking deeper to the locality level, the table also shows the top 10 locations where Valley County labor force participants are employed (next page).

Table 3

**Work Destination Report**

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

2008

	Count	Share
<b>Total Primary Jobs</b>	<b>1,709</b>	<b>100%</b>

**By States**

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

2008

	Count	Share
<b>Nebraska</b>	<b>1,687</b>	<b>98.7%</b>
South Dakota	5	0.3%
Colorado	3	0.2%
Iowa	3	0.2%
Kansas	3	0.2%
Wyoming	3	0.2%
Arkansas	2	0.1%
California	1	0.1%
Florida	1	0.1%
Missouri	1	0.1%
All Other Locations	0	0.0%

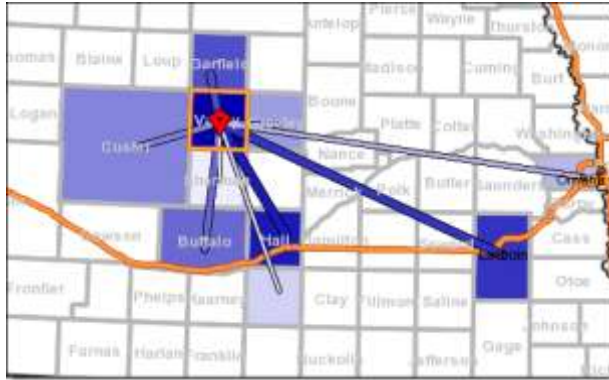


Table 3 (continued)

## By Counties

### Job Counts by Counties Where Workers are Employed 2008

	Count	Share
<b>Valley County, NE</b>	<b>877</b>	<b>51.3%</b>
Hall County, NE	84	4.9%
Lancaster County, NE	73	4.3%
Garfield County, NE	70	4.1%
Buffalo County, NE	69	4.0%
Custer County, NE	47	2.8%
Greeley County, NE	44	2.6%
Douglas County, NE	38	2.2%
Adams County, NE	33	1.9%
Sherman County, NE	26	1.5%
All Other Locations	348	20.4%



## By Place (top 10)

### Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed 2008

	Count	Share
<b>Ord city, NE</b>	<b>748</b>	<b>43.8%</b>
Lincoln city, NE	73	4.3%
Burwell city, NE	70	4.1%
Grand Island city, NE	69	4.0%
Kearney city, NE	42	2.5%
Arcadia village, NE	40	2.3%
Broken Bow city, NE	37	2.2%
Omaha city, NE	32	1.9%
Hastings city, NE	30	1.8%
Spalding village, NE	26	1.5%
All Other Locations	542	31.7%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, January 2011



People also travel from other locations to work in Valley County—this is the Home Destination report or the labor shed area. Table 4 (pages 8-9) depicts the home locations of those employed within Valley County. The Census identified 1,470 primary jobs within Valley County. As Table 4 indicates, 99.0 percent of these jobs are held by Nebraska residents. Approximately 60 percent of Valley County workers live outside the county borders and the top 10 localities show the distribution of employees' residents around the area (next page).

Table 4

### Home Destination Report Where Workers Live Who are Employed in the Selection Area 2008

	Count	Share
<b>Total Primary Jobs</b>	<b>1,470</b>	<b>100%</b>

#### By States

##### Job Counts by States Where Workers Live 2008

	Count	Share
<b>Nebraska</b>	<b>1,455</b>	<b>99.0%</b>
South Dakota	4	0.3%
Kansas	2	0.1%
New York	2	0.1%
Utah	2	0.1%
Virginia	2	0.1%
Iowa	1	0.1%
Oregon	1	0.1%
Wisconsin	1	0.1%
All Other Locations	0	0.0%



#### By Counties

##### Job Counts by Counties Where Workers Live 2008

	Count	Share
<b>Valley County, NE</b>	<b>877</b>	<b>59.7%</b>
Garfield County, NE	70	4.8%
Custer County, NE	69	4.7%
Hall County, NE	55	3.7%
Sherman County, NE	48	3.3%
Greeley County, NE	30	2.0%
Hamilton County, NE	27	1.8%
Dawson County, NE	24	1.6%
Howard County, NE	23	1.6%
Merrick County, NE	20	1.4%
All Other Locations	227	15.4%



Table 4 (continued)

**By Place (top 10)**  
**Job Counts by Places (Cities, CDPs, etc.) Where Workers Live**  
 2008

	Count	Share
<b>Ord city, NE</b>	<b>583</b>	<b>39.7%</b>
Arcadia village, NE	48	3.3%
Grand Island city, NE	43	2.9%
North Loup village, NE	40	2.7%
Burwell city, NE	37	2.5%
Loup City city, NE	19	1.3%
Broken Bow city, NE	16	1.1%
Aurora city, NE	14	1.0%
Elyria village, NE	11	0.7%
Central City city, NE	10	0.7%
All Other Locations	649	44.1%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, Dec. 2010

The next table (Table 5, pages 9-10) shows an inflow/outflow report for the Valley County labor force. The data show labor force and employment size, efficiency, and other characteristics. These data were obtained from the U.S. Census Bureau's Labor Area Dynamics section and help identify characteristics of labor force movement for Valley County.

Table 5

**Inflow/Outflow Report - Valley County**

<b>Selection Area Labor Market Size (Primary Jobs)</b>	<b>2008</b>		<b>2007</b>		<b>2006</b>	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,470	100.0%	1,485	100.0%	1,516	100.0%
Living in the Selection Area	1,709	116.3%	1,615	108.8%	1,530	100.9%
Net Job Inflow (+) or Outflow (-)	-239	-	-130	-	-14	-

<b>In-Area Labor Force Efficiency (Primary Jobs)</b>	<b>2008</b>		<b>2007</b>		<b>2006</b>	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	1,709	100.0%	1,615	100.0%	1,530	100.0%
Living and Employed in the Selection Area	877	51.3%	878	54.4%	962	62.9%
Living in the Selection Area but Employed Outside	832	48.7%	737	45.6%	568	37.1%

<b>In-Area Employment Efficiency (Primary Jobs)</b>	<b>2008</b>		<b>2007</b>		<b>2006</b>	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,470	100.0%	1,485	100.0%	1,516	100.0%
Employed and Living in the Selection Area	877	59.7%	878	59.1%	962	63.5%
Employed in the Selection Area but Living Outside	593	40.3%	607	40.9%	554	36.5%

Table 5 (continued)

<b>Outflow Job Characteristics (Primary Jobs)</b>	<b>2008</b>		<b>2007</b>		<b>2006</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
External Jobs Filled by Residents	832	100.0%	737	100.0%	568	100.0%
Workers Aged 29 or younger	224	26.9%	214	29.0%	129	22.7%
Workers Aged 30 to 54	429	51.6%	354	48.0%	312	54.9%
Workers Aged 55 or older	179	21.5%	169	22.9%	127	22.4%
Workers Earning \$1,250 per month or less	263	31.6%	261	35.4%	200	35.2%
Workers Earning \$1,251 to \$3,333 per month	379	45.6%	366	49.7%	267	47.0%
Workers Earning More than \$3,333 per month	190	22.8%	110	14.9%	101	17.8%
Workers in the "Goods Producing" Industry Class	122	14.7%	96	13.0%	60	10.6%
Workers in the "Trade, Transp. & Utilities" Industry Class	280	33.7%	236	32.0%	197	34.7%
Workers in the "All Other Services" Industry Class	430	51.7%	405	55.0%	311	54.8%

<b>Inflow Job Characteristics (Primary Jobs)</b>	<b>2008</b>		<b>2007</b>		<b>2006</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
Internal Jobs Filled by Outside Workers	593	100.0%	607	100.0%	554	100.0%
Workers Aged 29 or younger	150	25.3%	150	24.7%	170	30.7%
Workers Aged 30 to 54	329	55.5%	327	53.9%	271	48.9%
Workers Aged 55 or older	114	19.2%	130	21.4%	113	20.4%
Workers Earning \$1,250 per month or less	211	35.6%	229	37.7%	251	45.3%
Workers Earning \$1,251 to \$3,333 per month	293	49.4%	290	47.8%	264	47.7%
Workers Earning More than \$3,333 per month	89	15.0%	88	14.5%	39	7.0%
Workers in the "Goods Producing" Industry Class	94	15.9%	87	14.3%	61	11.0%
Workers in the "Trade, Transp. & Utilities" Industry Class	176	29.7%	219	36.1%	180	32.5%
Workers in the "All Other Services" Industry Class	323	54.5%	301	49.6%	313	56.5%

<b>Interior Flow Job Characteristics (Primary Jobs)</b>	<b>2008</b>		<b>2007</b>		<b>2006</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
Internal Jobs Filled by Residents	877	100.0%	878	100.0%	962	100.0%
Workers Aged 29 or younger	164	18.7%	148	16.9%	184	19.1%
Workers Aged 30 to 54	446	50.9%	498	56.7%	527	54.8%
Workers Aged 55 or older	267	30.4%	232	26.4%	251	26.1%
Workers Earning \$1,250 per month or less	277	31.6%	299	34.1%	345	35.9%
Workers Earning \$1,251 to \$3,333 per month	411	46.9%	416	47.4%	455	47.3%
Workers Earning More than \$3,333 per month	189	21.6%	163	18.6%	162	16.8%
Workers in the "Goods Producing" Industry Class	119	13.6%	128	14.6%	110	11.4%
Workers in the "Trade, Transp. & Utilities" Industry Class	190	21.7%	196	22.3%	228	23.7%
Workers in the "All Other Services" Industry Class	568	64.8%	554	63.1%	624	64.9%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 5.0.1, 1/20/11

The Distance/Direction Report depicted in Table 6 and Figure 2 shows the number (count) and percentage (share) of primary job holders living in Valley County and the distance they travel to work. Looking at Table 6, the count of primary job holders within Valley County has increased since 2006 as well as the count of Valley County residents traveling more than 50 miles to their workplace. Figure 2 shows the locations and concentration of these workplaces.

Table 6

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

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

	2008		2007		2006	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	1,709	100.0%	1,615	100.0%	1,530	100.0%
Less than 10 miles	708	41.4%	721	44.6%	768	50.2%
10 to 24 miles	285	16.7%	260	16.1%	295	19.3%
25 to 50 miles	158	9.2%	139	8.6%	125	8.2%
Greater than 50 miles	558	32.7%	495	30.7%	342	22.4%

Figure 2

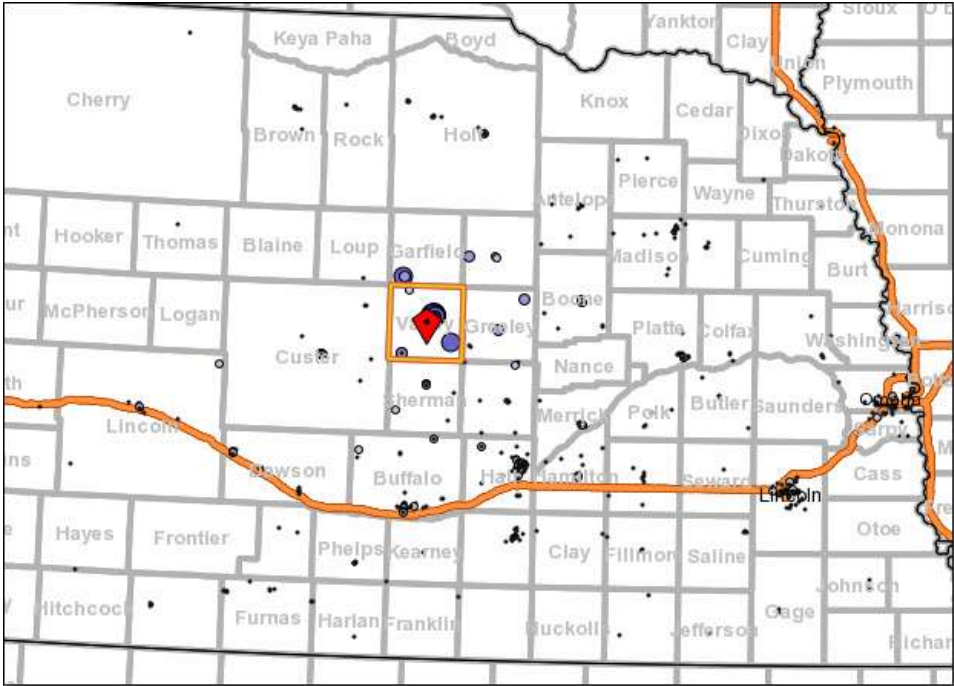


Table 7 and Figure 3 show the number (count) and percentage (share) of people employed within Valley County and the distance to their homes. Looking at Table 7, the majority of Valley County employees travel less than 10 miles from home for employment. Figure 3 helps to show many of the residential locations could be considered farm or ranch locations. In this case, we can see the number of primary jobs held within Valley County has fallen since 2006.

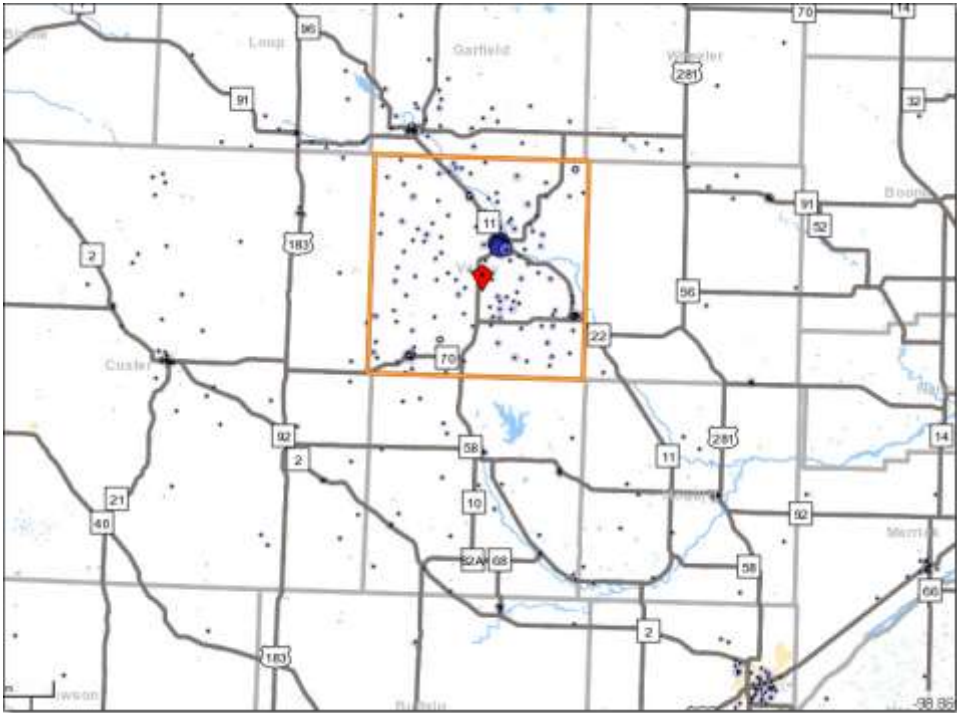
Table 7

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

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

	2008		2007		2006	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	1,470	100.0%	1,485	100.0%	1,516	100.0%
Less than 10 miles	707	48.1%	721	48.6%	765	50.5%
10 to 24 miles	302	20.5%	275	18.5%	314	20.7%
25 to 50 miles	155	10.5%	179	12.1%	188	12.4%
Greater than 50 miles	306	20.8%	310	20.9%	249	16.4%

Figure 3



## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Ord, Valley County, and the surrounding area. As Table 8 indicates, Valley County’s population decreased by 35.9 percent (-2,605 people) between 1950 and 2000. Valley County’s population decrease of 11.6 percent (-539 people) between 2000 and 2009 compares to a 5.0 percent increase for Nebraska as a whole.

Table 8

**County Population 1950-2009**  
 Valley County and the Surrounding Area

Location	1950	1960	1970	1980	1990	2000	2003	2006	2009	% Change 1950-2000	% Change 2000-2009
Nebraska	1,325,510	1,411,330	1,485,333	1,569,825	1,578,417	1,711,266	1,732,873	1,759,779	1,796,619	29.1	5.0
<b>Valley County</b>	<b>7,252</b>	<b>6,590</b>	<b>5,783</b>	<b>5,633</b>	<b>5,169</b>	<b>4,647</b>	<b>4,535</b>	<b>4,288</b>	<b>4,108</b>	<b>-35.9</b>	<b>-11.6</b>
Custer County	19,170	16,517	14,092	13,877	12,270	11,793	11,309	10,938	10,784	-38.5	-8.6
Garfield County	2,912	2,699	2,411	2,363	2,141	1,902	1,821	1,765	1,709	-34.7	-10.1
Greeley County	5,575	4,595	4,000	3,462	3,006	2,714	2,562	2,396	2,251	-51.3	-17.1
Howard County	7,226	6,541	6,807	6,773	6,057	6,567	6,570	6,463	6,443	-9.1	-1.9
Loup County	1,348	1,097	854	859	683	712	733	656	661	-47.2	-7.2
Sherman County	6,421	5,382	4,725	4,226	3,718	3,318	3,130	2,973	2,881	-48.3	-13.2
Wheeler County	1,526	1,297	1,051	1,060	948	886	797	792	763	-41.9	-13.9

Source: U.S. Bureau of the Census, Census of Population, April 2010

Table 9 data reveal most Valley County communities experienced population losses during the 1950–2009 time period. The city of Ord reported a 1.3 percent increase in population (30 people) between 1950 and 2000. The city of Ord experienced a 12.3 percent decrease in population (-279 people) between 2000 and 2009. The rural areas outside of the selected communities experienced a 57.5 percent decrease (-2,200 people) during the 1950–2000 time period and a population decrease of 9.7 percent (-158 people) during the 2000 to 2009 time period.

Table 9

**Population 1950-2009**  
 Valley County Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2005	2007	2009	% Change 1950-2000	% Change 2000-2009
<b>Valley County</b>	<b>7,252</b>	<b>6,590</b>	<b>5,783</b>	<b>5,633</b>	<b>5,169</b>	<b>4,647</b>	<b>4,328</b>	<b>4,236</b>	<b>4,108</b>	<b>-35.9</b>	<b>-11.6</b>
Arcadia	574	446	418	412	385	359	331	323	311	-37.5	-13.4
Elyria	87	89	55	62	61	54	49	48	47	-37.9	-13.0
North Loup	526	453	441	405	361	339	311	303	292	-35.6	-13.9
<b>Ord</b>	<b>2,239</b>	<b>2,413</b>	<b>2,439</b>	<b>2,658</b>	<b>2,559</b>	<b>2,269</b>	<b>2,093</b>	<b>2,049</b>	<b>1,990</b>	<b>1.3</b>	<b>-12.3</b>
<b>Total Rural Areas:</b>	<b>3,826</b>	<b>3,189</b>	<b>2,430</b>	<b>2,096</b>	<b>1,803</b>	<b>1,626</b>	<b>1,544</b>	<b>1,513</b>	<b>1,468</b>	<b>-57.5</b>	<b>-9.7</b>

Source: U.S. Bureau of the Census, Census of Population, June 2010

The next table (Table 10) 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. Valley County is no exception to this pattern having 62.5 percent out-migration occurring in the ‘15–24’ year age group (-326 people).

Table 10

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

Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
<b>NEBRASKA</b>					
0 - 14	363,390	369,427	1.7	15,750	4.3
15 - 24	221,509	255,240	15.2	13,009	5.9
25 - 44	486,020	487,107	0.2	12,644	2.6
45 - 64	284,398	367,294	29.1	6,387	2.2
Over 65	223,068	232,195	4.1	476	0.2
<b>Total:</b>	<b>1,578,385</b>	<b>1,711,263</b>	<b>8.4</b>	<b>48,267</b>	<b>3.1</b>
<b>NON-METRO NEBRASKA</b>					
0 - 14	179,510	169,176	-5.8	9,886	5.5
15 - 24	95,548	109,817	14.9	-12,543	-13.1
25 - 44	214,544	203,423	-5.2	-296	-0.1
45 - 64	147,243	176,709	20.0	6,828	4.6
Over 65	137,212	136,227	-0.7	2,405	1.8
<b>Total:</b>	<b>774,057</b>	<b>795,352</b>	<b>2.8</b>	<b>6,280</b>	<b>0.8</b>
<b>VALLEY COUNTY</b>					
0 - 14	1,110	915	-17.6	71	6.4
15 - 24	522	457	-12.5	-326	-62.5
25 - 44	1,289	1,051	-18.5	-79	-6.1
45 - 64	1,055	1,109	5.1	-21	-2.0
Over 65	1,193	1,115	-6.5	-6	-0.5
<b>Total:</b>	<b>5,169</b>	<b>4,647</b>	<b>-10.1</b>	<b>-361</b>	<b>-7.0</b>

Table 10 (continued)

Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
<b>CUSTER COUNTY</b>					
0 - 14	2,771	2,521	-9.0	232	8.4
15 - 24	1,186	1,225	3.3	-692	-58.4
25 - 44	3,081	2,769	-10.1	110	3.6
45 - 64	2,537	2,793	10.1	129	5.1
Over 65	2,695	2,485	-7.8	15	0.5
<b>Total:</b>	<b>12,270</b>	<b>11,793</b>	<b>-3.9</b>	<b>-207</b>	<b>-1.7</b>

<b>GARFIELD COUNTY</b>					
0 - 14	436	360	-17.4	16	3.7
15 - 24	222	171	-23.0	-128	-57.7
25 - 44	503	390	-22.5	-69	-13.7
45 - 64	465	510	9.7	20	4.2
Over 65	515	471	-8.5	38	7.4
<b>Total:</b>	<b>2,141</b>	<b>1,902</b>	<b>-11.2</b>	<b>-123</b>	<b>-5.7</b>

<b>GREELEY COUNTY</b>					
0 - 14	771	589	-23.6	20	2.6
15 - 24	295	302	2.4	-257	-87.0
25 - 44	742	587	-20.9	-73	-9.9
45 - 64	571	607	6.3	-3	-0.6
Over 65	627	629	0.3	37	6.0
<b>Total:</b>	<b>3,006</b>	<b>2,714</b>	<b>-9.7</b>	<b>-276</b>	<b>-9.2</b>

<b>HOWARD COUNTY</b>					
0 - 14	1,421	1,473	3.7	267	18.8
15 - 24	686	821	19.7	-163	-23.7
25 - 44	1,529	1,664	8.8	230	15.0
45 - 64	1,273	1,484	16.6	173	13.6
Over 65	1,146	1,125	-1.8	-48	-4.2
<b>Total:</b>	<b>6,055</b>	<b>6,567</b>	<b>8.5</b>	<b>459</b>	<b>7.6</b>

<b>LOUP COUNTY</b>					
0 - 14	160	155	-3.1	46	28.9
15 - 24	53	67	26.4	-43	-81.9
25 - 44	185	159	-14.1	15	8.2
45 - 64	157	192	22.3	21	13.5
Over 65	128	139	8.6	-4	-3.2
<b>Total:</b>	<b>683</b>	<b>712</b>	<b>4.2</b>	<b>35</b>	<b>5.1</b>



Table 10 (continued)

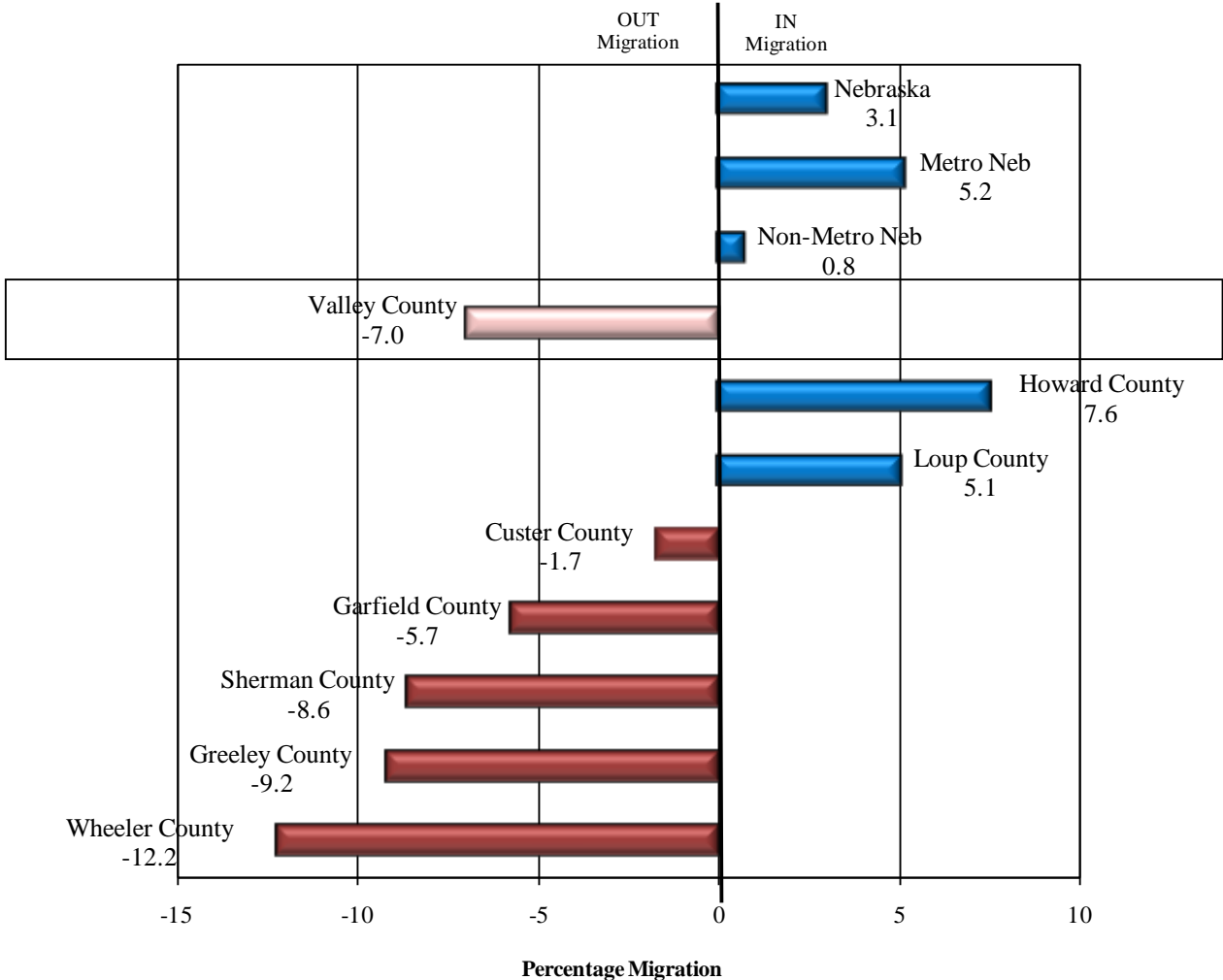
Age Group	Population		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
<b>SHERMAN COUNTY</b>					
0 - 14	844	644	-23.7	10	1.2
15 - 24	436	320	-26.6	-278	-63.8
25 - 44	866	786	-9.2	-51	-5.9
45 - 64	780	800	2.6	10	1.3
Over 65	792	768	-3.0	-11	-1.4
<b>Total:</b>	<b>3,718</b>	<b>3,318</b>	<b>-10.8</b>	<b>-320</b>	<b>-8.6</b>

<b>WHEELER COUNTY</b>					
0 - 14	266	204	-23.3	-17	-6.6
15 - 24	88	111	26.1	-65	-73.9
25 - 44	261	194	-25.7	-38	-14.6
45 - 64	193	228	18.1	27	14.2
Over 65	140	149	6.4	-23	-16.2
<b>Total:</b>	<b>948</b>	<b>886</b>	<b>-6.5</b>	<b>-116</b>	<b>-12.2</b>

Chart 4 graphically depicts the 1990–2000 migration patterns of Nebraska, Valley County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Valley County experienced out-migration of 7.0 percent of the 1990 population (-361 people) while Nebraska recorded net in-migration of 3.1 percent.

Chart 4

**1990-2000 Migration as Percent of 1990 Population  
 Valley County and the Surrounding Area**

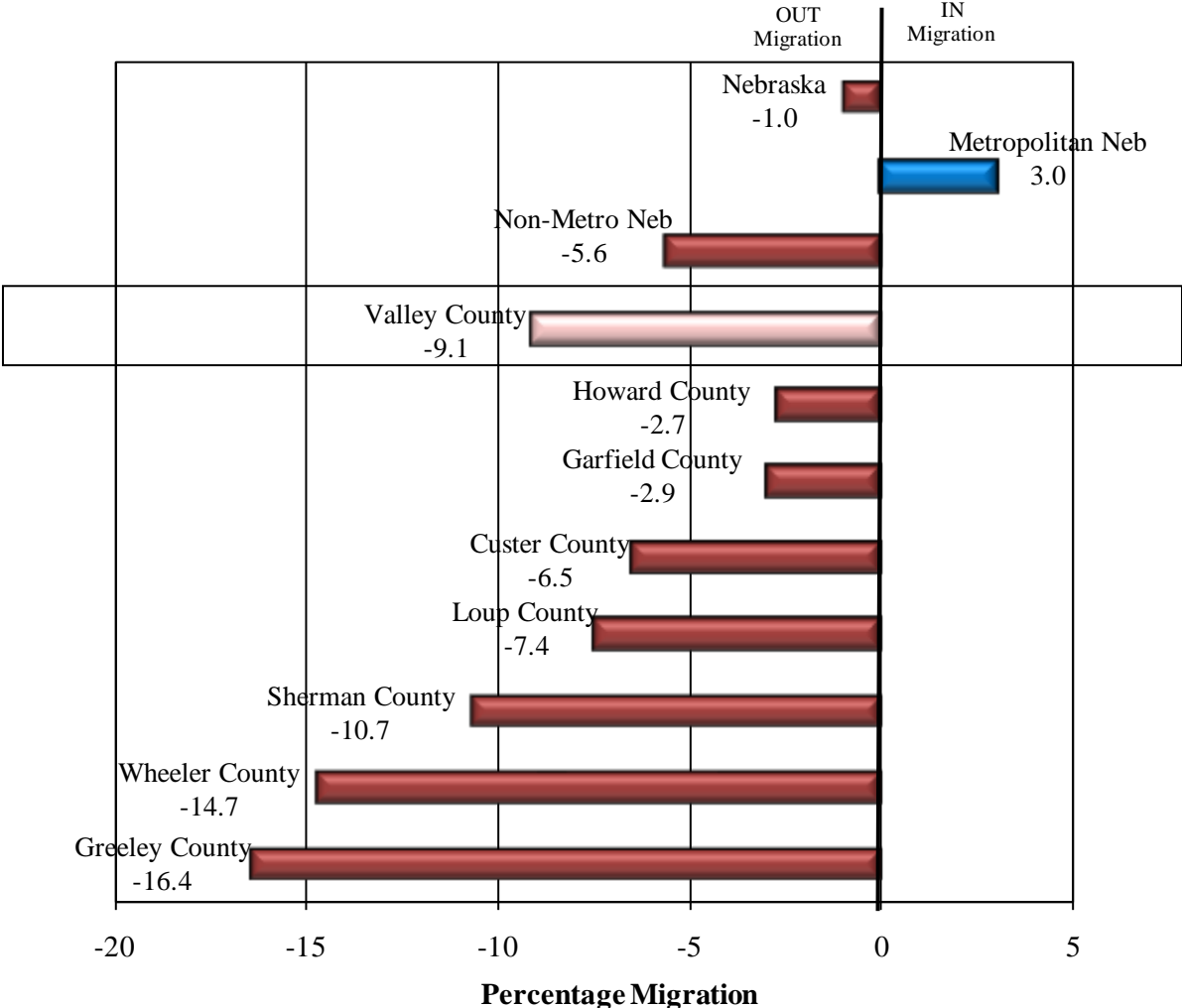


Source: U.S. Census Bureau, Population Estimates and Population Change, July 2005

Chart 5 shows the 2000–2009 migration pattern for the study area as a percentage of the 2000 population. Valley County’s 9.1 percent out-migration (-424 people) compares to a 1.0 percent out-migration for Nebraska as a whole, a 5.6 percent out-migration for non-metropolitan Nebraska, and a 3.0 percent in-migration for Metropolitan Nebraska during the 2000 to 2009 time period.

Chart 5

**2000-2009 Migration as Percent of 2000 Population  
 Valley County and the Surrounding Area**



Source: U.S. Census Bureau, Population Estimates and Population Change, June 2010

The next two tables (Tables 11–12) provide further detail on migration between 2007 and 2008. Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors. While these data provide further insight to where counties are gaining and losing population due to migration, it is important to recognize these data reflect migration activities of tax filing citizens.

Table 11 data show 67.8 percent of those moving in to Valley County between 2007 and 2008 moved from other Nebraska locations (118 people). Data also reveal 56 people (32.2 percent) also migrated in from other states.

Table 11

**Migration Inflow 2007-2008  
 Valley County, Nebraska**

<b>Moved to Valley County From:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Total U.S.	174	100.0%
Total Foreign	0	0.0%
Nebraska	118	67.8%
Different State	56	32.2%

<b>County Specific Flows:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Other Flows - Same State	118	67.8%
Other Flows - Diff State	56	32.2%

Source: SOI Tax Stats, County-to-County Migration Data Files, IRS, November 2009

Table 12 data reveal 77.9 percent of people migrating out of Valley County between 2007 and 2008 remained in the state of Nebraska (180 people). Data show 51 Valley County residents (22.1 percent) also moved to other states during this time period. Looking within Nebraska, Table 12 shows the majority of people leaving Valley County (but staying in Nebraska) primarily went to Lancaster County during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 12

**Migration Outflow 2007-2008  
 Valley County, Nebraska**

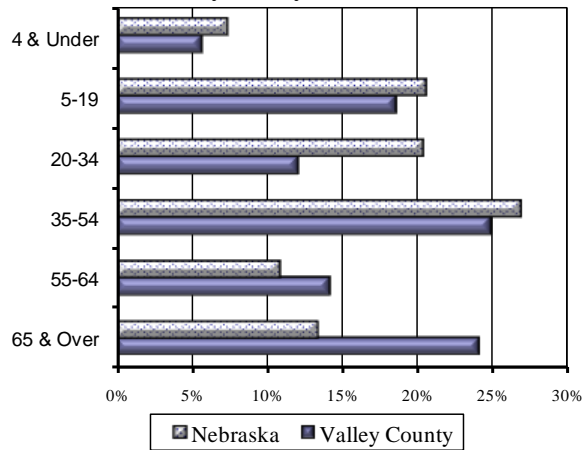
<b>Moved from Valley County To:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Total U.S.	231	100%
Total Foreign	0	0%
Nebraska	180	77.9%
Different State	51	22.1%

<b>County Specific Flows :</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Lancaster County	29	12.6%
Other Flows - Same State	151	65.4%
Other Flows - Diff State	51	22.1%

Source: SOI Tax Stats, County-to-County Migration Data Files, IRS, November 2009

The following charts and table (Chart 6; Tables 13 and 14) compare the age distribution of population for Nebraska as a whole, Valley County, and the surrounding area. The population of Valley County is significantly older than Nebraska as a whole. The median age for Valley County residents in 2009 was 46.3 years of age compared to 35.9 years of age for residents of Nebraska as a whole.

Chart 6  
**Age Distribution of the Population, 2009  
 Valley County and Nebraska**



Source: U.S. Census Bureau, July 2010

Table 13  
**Age Distribution of the Population, 2009  
 Valley County and Nebraska**

	2009 Population		Percent	
	Nebraska	Valley County	Nebraska	Valley County
<b>4 &amp; Under</b>	132,092	235	7.4%	5.7%
<b>5-19</b>	368,255	768	20.6%	18.7%
<b>20-34</b>	365,740	501	20.5%	12.2%
<b>35-54</b>	481,660	1,025	27.0%	25.0%
<b>55-64</b>	194,838	585	10.9%	14.2%
<b>65 &amp; Over</b>	240,847	994	13.5%	24.2%
<b>Total</b>	<b>1,783,432</b>	<b>4,108</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>35.9</b>	<b>46.3</b>		

Source: Age Group, Median Age, U.S. Census Bureau, July 2010

Table 14 shows additional median ages for communities within Valley County and the surrounding counties both as a total and by gender.

Table 14

**Median Age by Location and Gender, 2009  
 Valley County and the Surrounding Area**

	Median Age 2009		
	Total	Male	Female
<b>United States</b>	<b>36.5</b>	35.2	37.9
<b>Nebraska</b>	<b>35.9</b>	34.6	37.3
<b>Valley County</b>	<b>46.3</b>	44.7	49.0
Arcadia	<b>51.4</b>	50.9	51.6
Elyria	<b>66.5</b>	55.0	69.5
North Loup	<b>44.5</b>	42.2	49.5
Ord	<b>45.8</b>	44.8	47.4
<b>Custer County</b>	<b>44.6</b>	43.6	45.9
<b>Garfield County</b>	<b>47.9</b>	47.3	48.6
<b>Greeley County</b>	<b>43.3</b>	40.9	49.3
<b>Howard County</b>	<b>41.5</b>	39.5	43.9
<b>Loup County</b>	<b>48.0</b>	48.1	47.8
<b>Sherman County</b>	<b>47.6</b>	47.3	48.6
<b>Wheeler County</b>	<b>44.1</b>	45.6	42.5

Data Set: 2005-2009 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2005-2009 American Community Survey, January 2011

**Retail Sales**

Table 15 and Chart 7 show the retail sales (non-motor vehicle) pull factors for Valley County and the surrounding area for 2009. 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 15

**2009 Retail Sales (Non-Motor Vehicle) Pull Factors  
 Nebraska, Valley County, and Surrounding Counties**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
<b>Valley County</b>	<b>4,108</b>	<b>40,299</b>	<b>9,810</b>	<b>0.91</b>
Custer County	10,784	88,662	8,222	0.76
Garfield County	1,709	15,866	9,284	0.86
Greeley County	2,251	11,321	5,029	0.47
Howard County	6,443	32,284	5,011	0.46
Loup County	661	945	1,430	0.13
Sherman County	2,881	9,457	3,283	0.30
Wheeler County	763	2,046	2,682	0.25

Source: U.S. Census Bureau and Nebraska Department of Revenue, April 2010

Reviewing the pull factors at the county level indicates Valley County has retail leakage. The 2009 pull factor of 0.91 indicates, on a per capita basis, retail sales in Valley County are approximately 8 percent lower 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 Valley County (0.91) with the pull factor for the non-metropolitan area of Nebraska (0.87) indicates per capita retail sales in Valley County are approximately 4.7 percent above the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 7

**2009 Retail Sales (NMV) Pull Factors, Nebraska,  
 Valley County & Surrounding Counties**

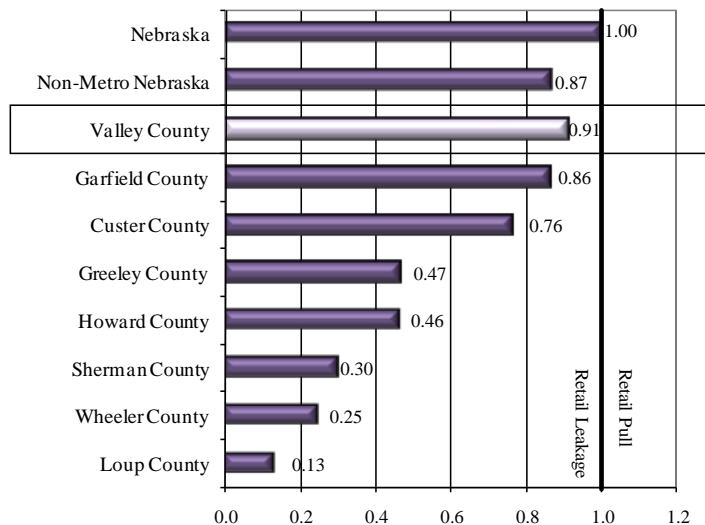


Table 16 and Chart 8 compare the 2009 pull factors for Ord and selected area communities. The community of Ord’s pull factor of 1.62 indicates that, on a per capita basis, non-motor vehicle retail sales in Ord are approximately 62 percent greater than the state’s average per capita sales.

Table 16

**2009 Retail Sales (NMV) Pull Factors  
 Nebraska, Ord, and Selected Area Cities**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
<b>Ord (Valley)</b>	<b>1,990</b>	<b>34,760</b>	<b>17,467</b>	<b>1.62</b>
Broken Bow (Custer)	3,139	68,564	21,843	2.03
Burwell (Garfield)	1,003	15,863	15,815	1.47
Spalding (Greeley)	471	7,168	15,219	1.41
St. Paul (Howard)	2,133	27,239	12,770	1.18
Taylor (Loup)	184	488	2,651	0.25
Loup City (Sherman)	845	6,946	8,220	0.76
Bartlett (Wheeler)	106	985	9,293	0.86

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2010

Chart 8

**2009 Retail Sales (NMV) Pull Factors  
 Nebraska, Ord, and Selected Area Cities**

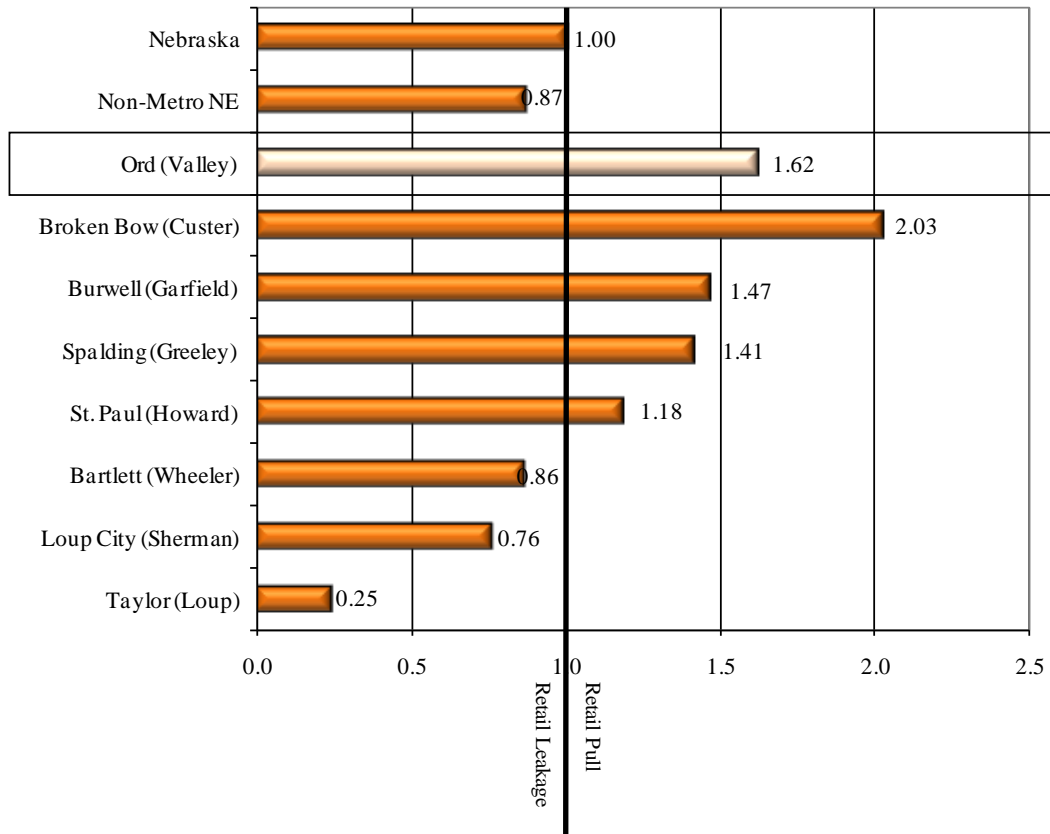




Table 17 and Chart 9 further breakdown the 2009 pull factors into the communities reporting retail sales figures within Valley County. As this table indicates, the community of Ord had the strongest pull factor (1.62) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.91 for Valley County in 2009.

Table 17

**Nebraska, Ord, and Available Valley County Communities**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
<b>Valley County</b>	<b>4,108</b>	<b>40,299</b>	<b>9,810</b>	<b>0.91</b>
<b>Ord</b>	<b>1,990</b>	<b>34,760</b>	<b>17,467</b>	<b>1.62</b>
Arcadia	311	3,482	11,195	1.04
Elyria	47	(D)	(N/A)	(N/A)
North Loup	292	1,056	3,615	0.34

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2010

Chart 9

**2009 Retail Sales (NMV) Pull Factors, Nebraska, Ord, and Available Valley County Communities**

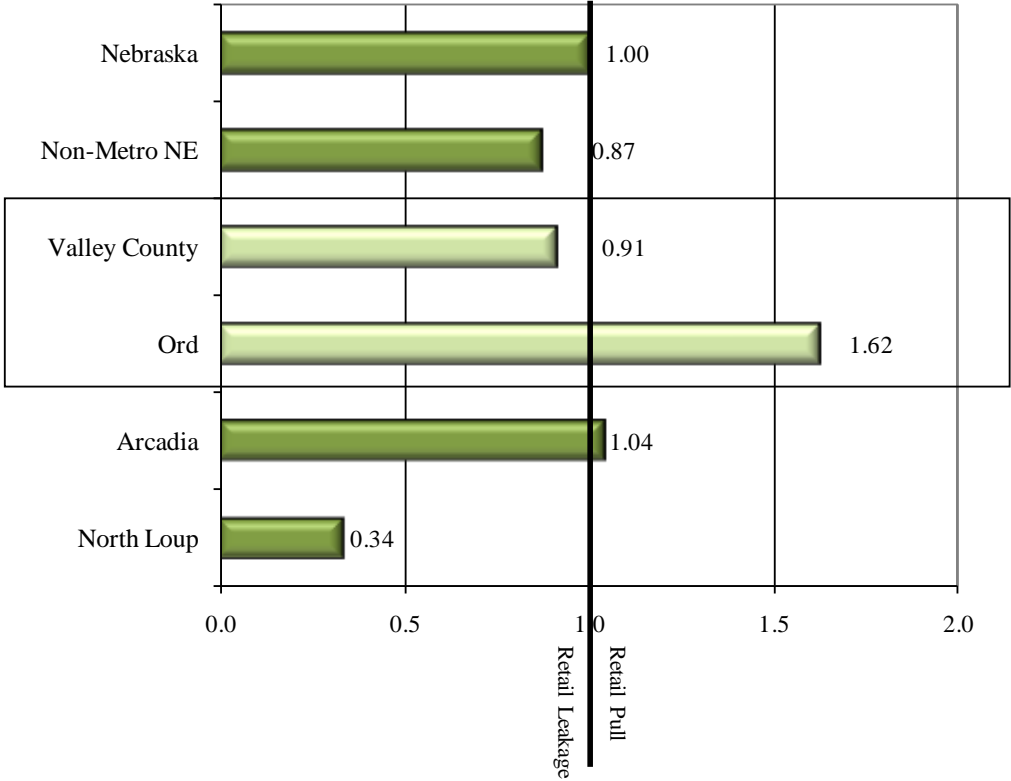


Table 18 (sorted by population) and Chart 10 (sorted by pull factor) show the 2009 pull factors for Nebraska, Ord, and eight other similarly sized communities selected from around the state. Ord's pull factor of 1.62 leads the group for 2009 thus indicating Ord has greater retail pull.

Table 18

**2009 Retail Sales (NMV) Pull Factors  
 Ord & Other Similarly Sized Nebraska Communities**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
<b>Ord (Valley)</b>	<b>1,990</b>	<b>34,760</b>	<b>17,467</b>	<b>1.62</b>
Syracuse (Otoe)	1,800	21,696	12,054	1.12
Gibbon (Buffalo)	1,858	10,192	5,486	0.51
Dakota City (Dakota)	1,908	3,625	1,900	0.18
Valley (Douglas)	1,955	20,883	10,682	0.99
Geneva (Fillmore)	2,030	22,691	11,178	1.04
Milford (Seward)	2,052	15,988	7,792	0.72
Saint Paul (Howard)	2,133	27,239	12,770	1.18
Madison (Madison)	2,208	10,045	4,549	0.42

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2010

Chart 10

**2009 Retail Sales (NMV) Pull Factors, Nebraska,  
 Ord & Other Similarly Sized Nebraska Communities**

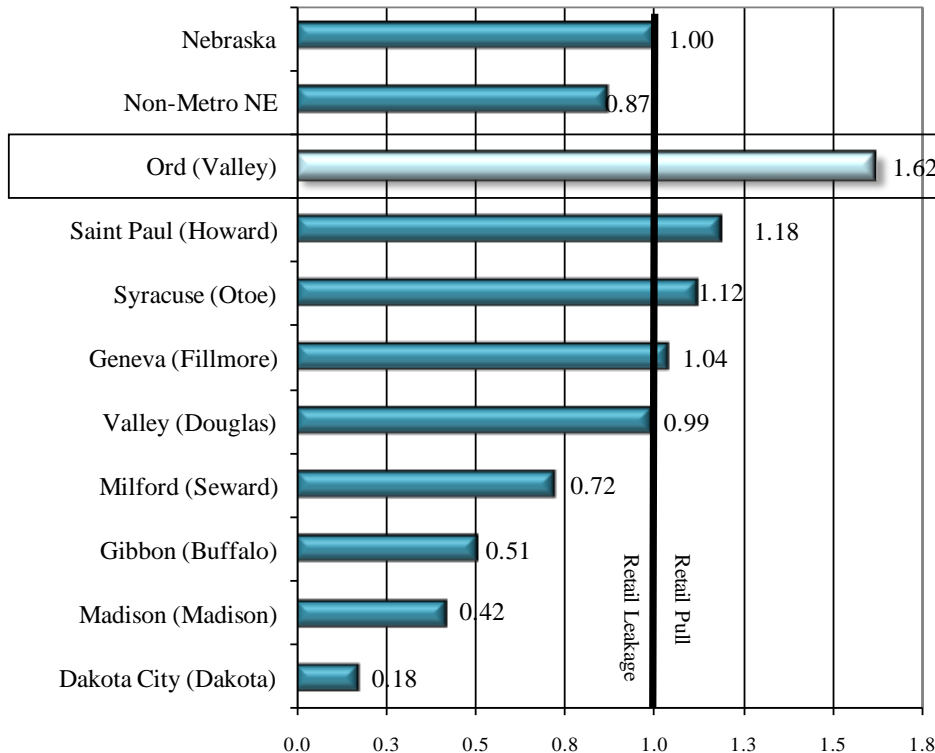
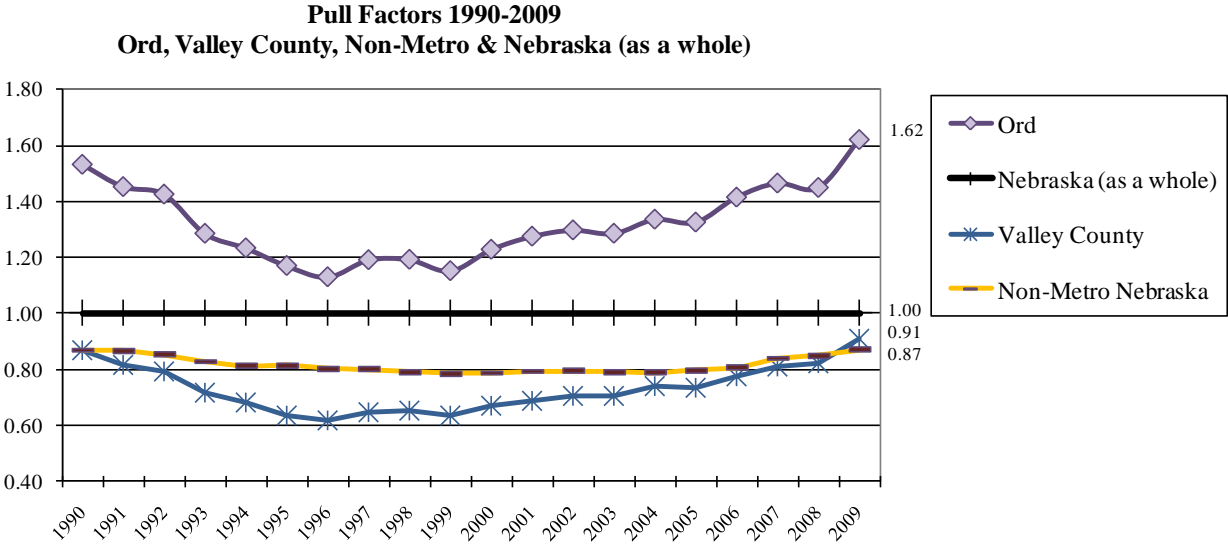


Chart 11 illustrates the pull factor trend for Ord, Valley County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2009. In examining the time line, the city of Ord shows a significant increase in retail pull since the late 1990s. Data within Valley County (as a whole) shows the pull factor has also shown an increase in retail pull since the late 1990s and currently sits above the non-metropolitan average.

Chart 11



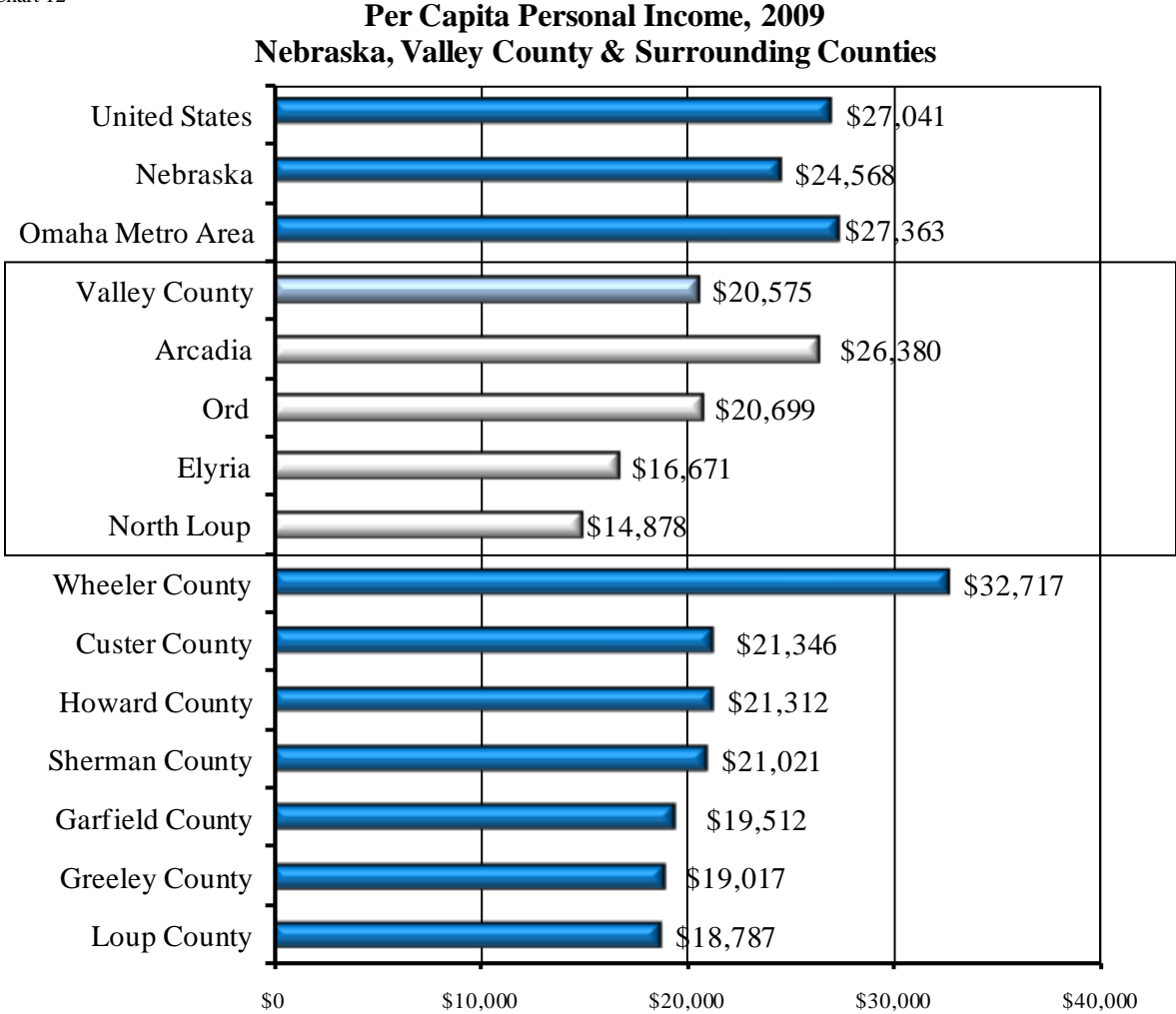
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2010

**Per Capita Personal Income**

Chart 12 examines the per capita personal income levels within the study area. Released in December 2010, the American Community Survey data allows us for the first time to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

Data show per capita personal income in 2009 for Valley County was \$20,575 compared to \$24,568 for Nebraska as a whole.

Chart 12



Source: U.S. Census Bureau, 2009 inflation adjusted past 12-months, 2005-2009 American Community Survey, released December 2010

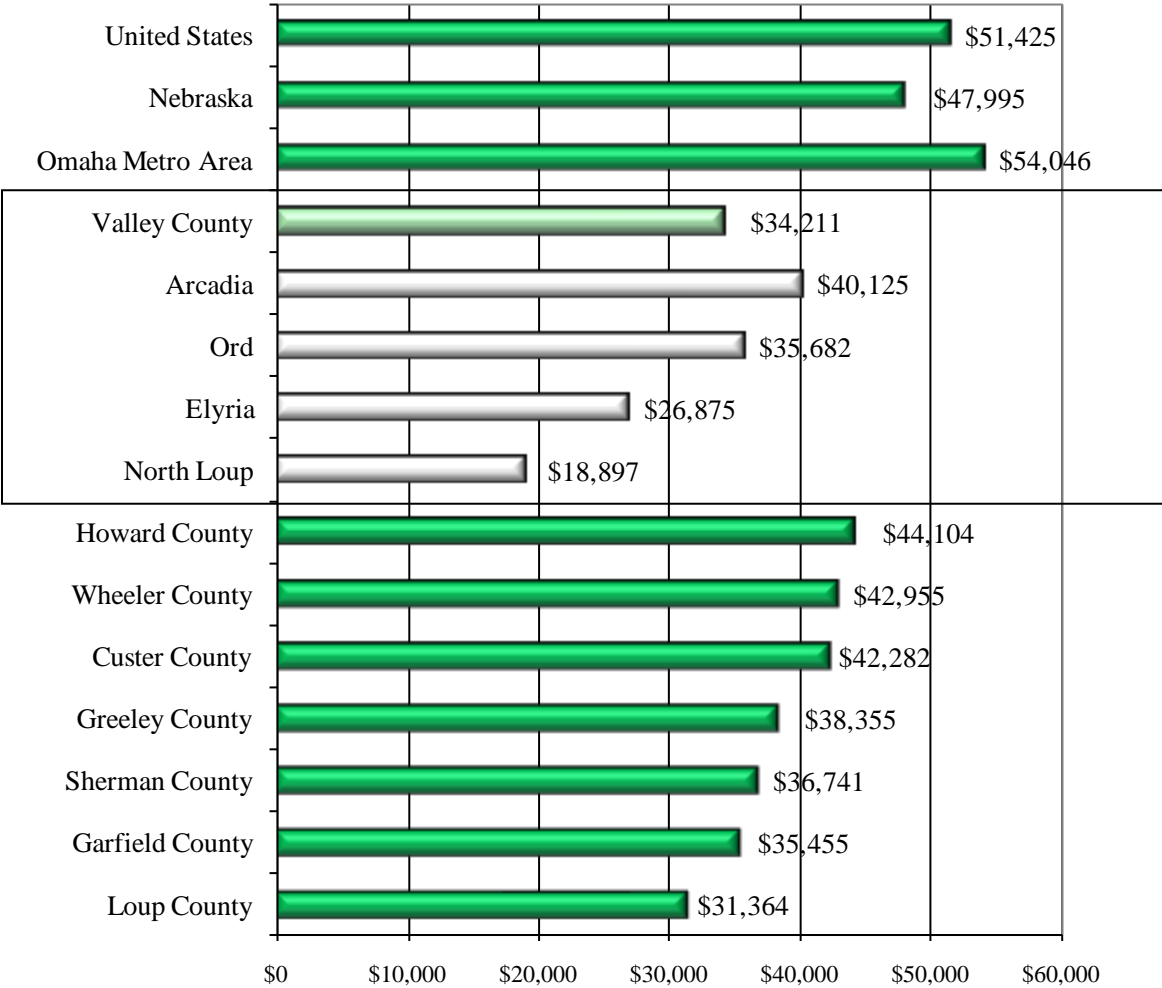
**Median Family Income**

Median household income provides a different perspective of income levels than median family or per capita income. Households, used in this study, can consist of multiple family members or can be represented by a single person. Family income is defined as having two or more related people in a household.

Median household income Valley County is estimated to be \$34,211 in 2009 compared to \$47,995 for Nebraska as a whole.

Chart 13

**Median Household Income 2009  
 Nebraska, Valley County & Surrounding Counties**



Source: U.S. Census Bureau, 2005-2009 American Community Survey, released December 2010