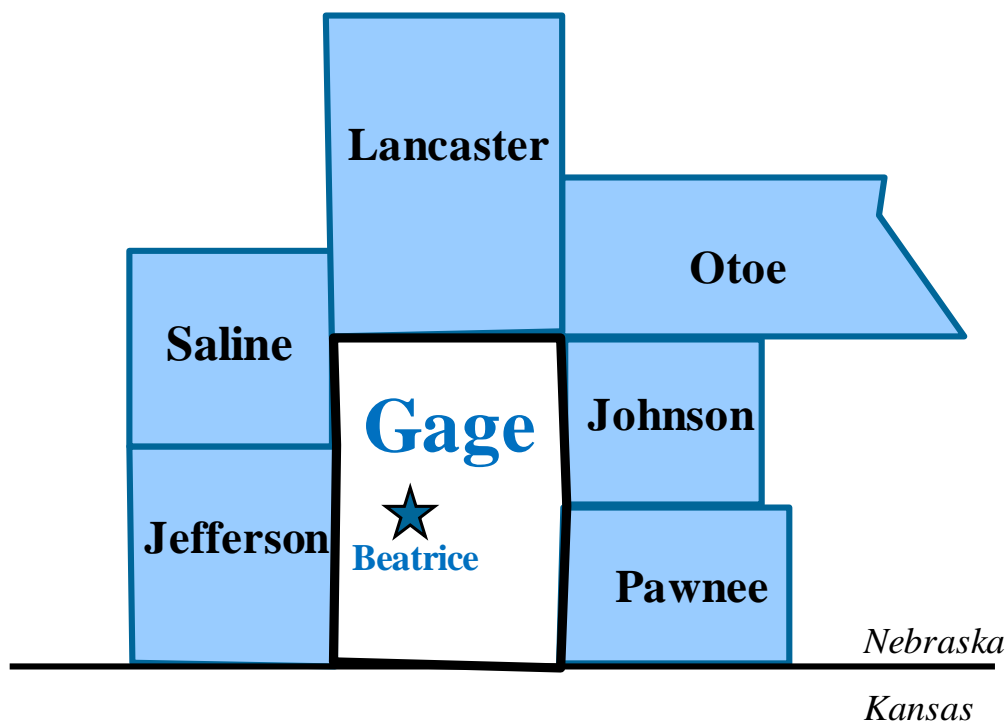


# Economic and Demographic Trends

## Beatrice, Gage County, and the Surrounding Area



*July 2009*

Prepared by: Jenny Overhue  
Nebraska Public Power District  
Economic Development Department  
PO Box 499, 1414 15<sup>th</sup> Street  
Columbus, NE 68602-0499  
(402) 563-5807  
Email: [jloverh@nppd.com](mailto:jloverh@nppd.com)

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

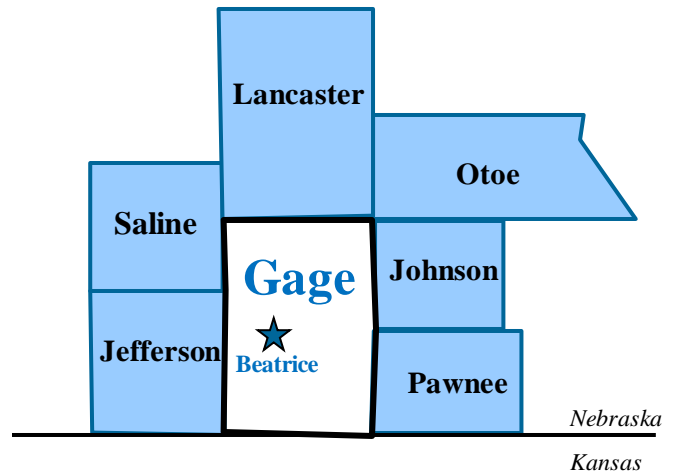


Nebraska Public Power District  
*"Always there when you need us"*

## Economic and Demographic Trends in Beatrice, Gage County, and the Surrounding Area

Figure 1

This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the city of Beatrice and Gage 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 Gage County, other counties included in this area are Jefferson, Johnson, Lancaster, Otoe, Pawnee, and Saline. The retail sales section also compares retail growth between Beatrice and eight other similarly sized Nebraska communities.



### 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 Gage County with the non-metropolitan distribution. Non-metropolitan Nebraska is defined as Nebraska minus the seven metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Beatrice, 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 Gage 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 Education & Health Services, Trade, and Government sectors. Deviations from the non-metropolitan state distribution of employment are noted in Chart 1 (next page). The more significant deviations include the following:

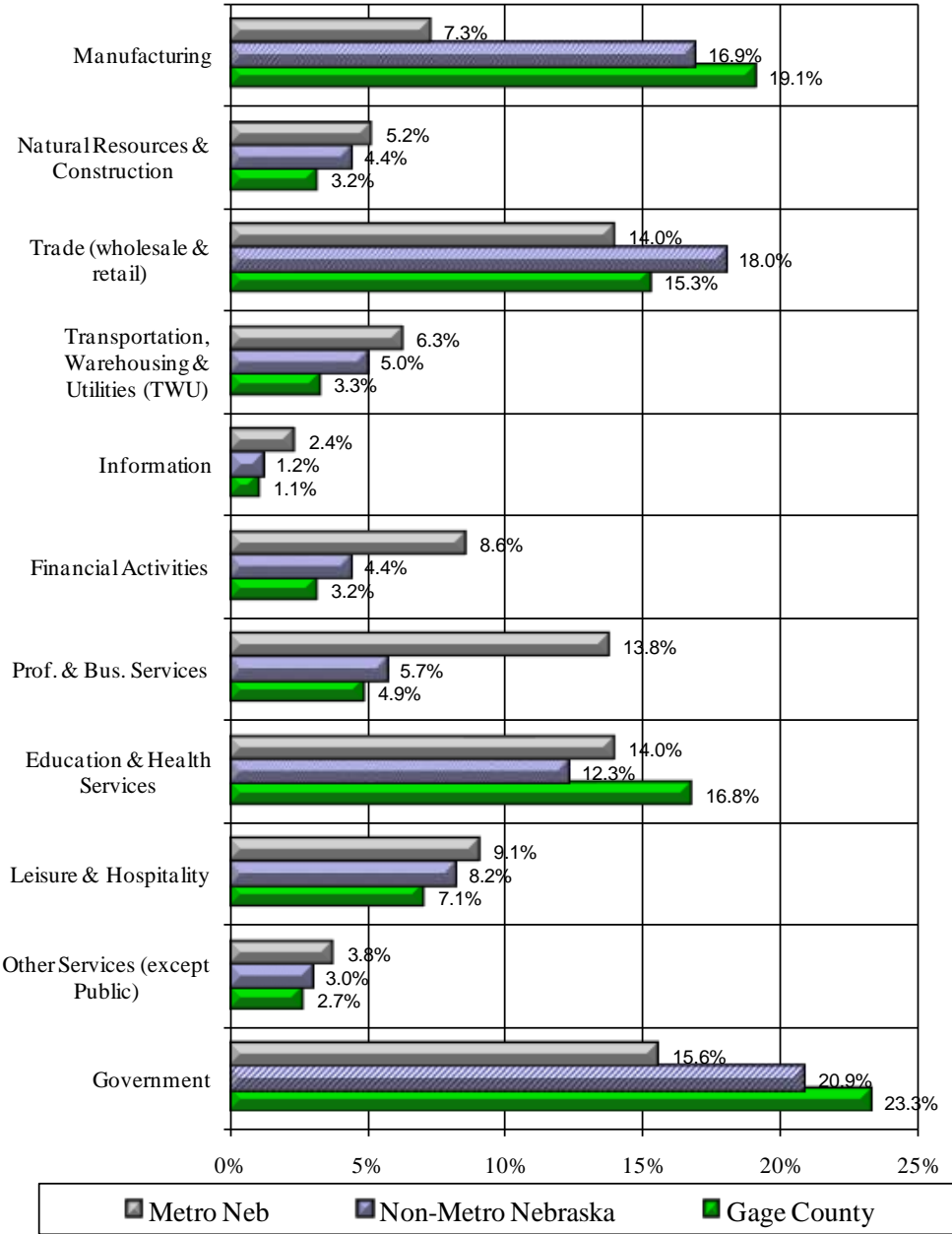
- Education & Health Services (16.8 percent Gage County vs. 12.3 percent non-metropolitan)
- Trade (15.3 percent Gage County vs. 18.0 percent non-metropolitan)
- Government (23.3 percent Gage County vs. 20.9 percent non-metropolitan)

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

The largest deviation between Gage County and non-metropolitan Nebraska employment sectors falls in the Education & Health Services sector having 16.8 percent employment (1,667 employees) compared to non-metropolitan Nebraska employment at 12.3 percent of the workforce. Comparing Gage County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (19.1 percent Gage County vs. 7.3 percent metropolitan Nebraska).

Chart 1

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



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

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Gage 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 Gage County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Gage County decreased 5.7 percent (-595 jobs) between 2001 and 2008.

Table 1 also provides employment data for Gage County by major economic sector for years 2001–2008. The Professional & Business Services sector recorded the largest percentage and actual employment increase of those reporting during the study time period (27.3 percent or 105 jobs).

Table 1

**Non-Farm Wage & Salary Employment Trends, Gage County, Nebraska**  
 Selected Years: 2001-2008

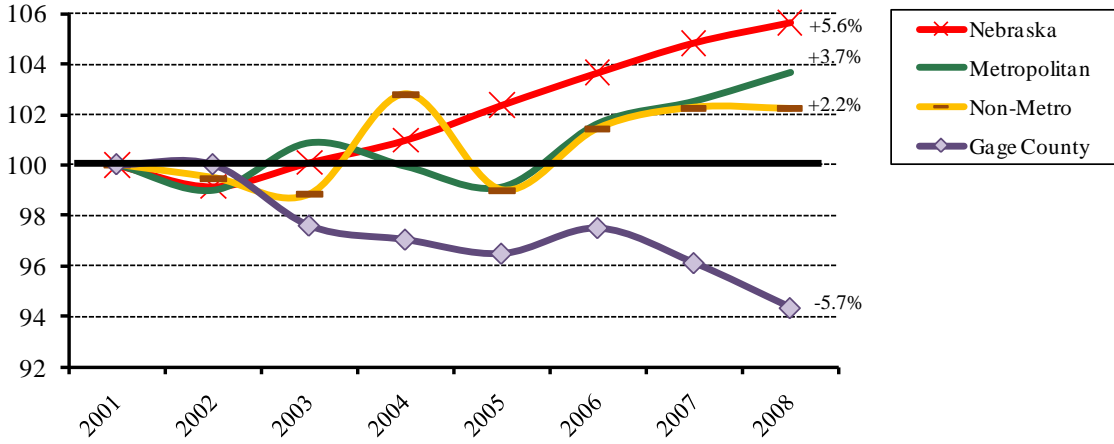
	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
<b>Non-farm Employment (W&amp;S)</b>	<b>10,492</b>	<b>10,492</b>	<b>10,238</b>	<b>10,180</b>	<b>10,122</b>	<b>10,228</b>	<b>10,083</b>	<b>9,897</b>	<b>-5.7</b>
Manufacturing	2,138	2,059	1,954	1,979	2,107	2,079	1,874	1,895	-11.4
Durable Goods	1,763	1,750	1,654	1,677	1,821	1,820	1,587	1,583	-10.2
Nondurable Goods	375	309	301	302	286	258	287	313	-16.5
<b>Non-manufacturing</b>									
Natural Resources & Construction	340	353	343	347	338	334	393	312	-8.2
Trade	1,721	1,729	1,685	1,644	1,602	1,601	1,545	1,510	-12.3
Wholesale Trade	361	353	333	364	309	311	309	297	-17.7
Retail Trade	1,361	1,376	1,352	1,281	1,293	1,290	1,236	1,213	-10.9
Transportation, Warehousing & Utilities	261	268	269	286	171	295	312	330	26.4
Information	96	112	100	93	101	93	96	105	9.4
Financial Activities	294	293	388	299	318	298	303	319	8.5
Professional & Business Services	384	376	387	412	405	474	503	489	27.3
Education & Health Services	1,570	1,642	1,697	1,760	1,732	1,712	1,697	1,667	6.2
Leisure and Hospitality	753	761	738	678	676	694	672	698	-7.3
Other Services, except Public	335	324	331	333	327	318	319	269	-19.7
<b>Government</b>	<b>2,600</b>	<b>2,575</b>	<b>2,345</b>	<b>2,349</b>	<b>2,348</b>	<b>2,331</b>	<b>2,369</b>	<b>2,302</b>	<b>-11.5</b>
Federal	122	127	127	114	117	117	113	109	-10.7
State	1,275	1,243	963	948	943	943	982	913	-28.4
Local	1,203	1,205	1,254	1,287	1,288	1,271	1,274	1,280	6.4

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

Chart 2 compares total non-farm wage and salary employment growth in Gage 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 Gage County decreased by 5.7 percent (-595 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, Gage County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2008**  
 (Index, 2001=100)

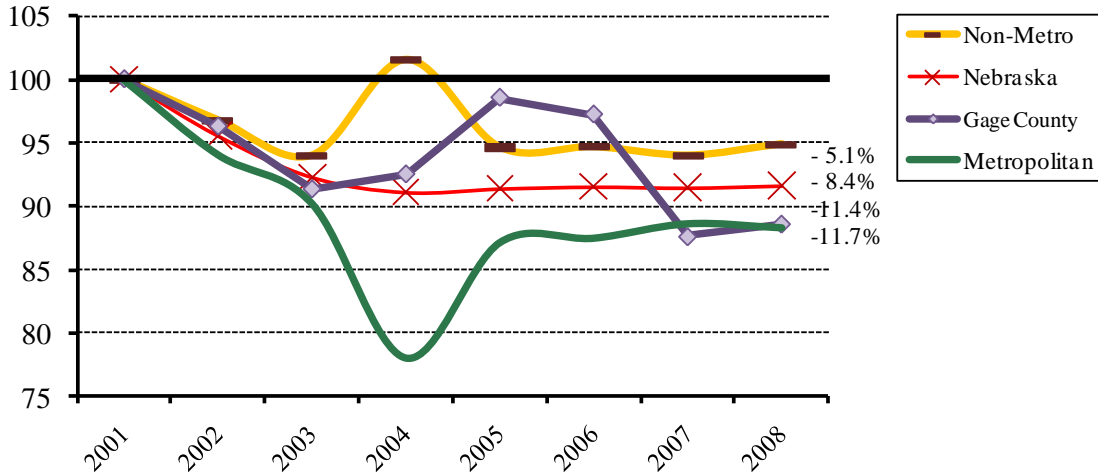


Source: Labor Force & Work Force Summary, April 2009

Chart 3 presents data on manufacturing wage and salary employment growth for Gage County, Nebraska, metropolitan, and non-metropolitan areas. Gage County reported an 11.4 percent decline in manufacturing employment (-243 jobs) between 2001 and 2008. This compares to a 5.1 percent decline in Manufacturing for non-metropolitan Nebraska, an 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, Gage County, 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 Gage 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 2.5 percent decrease (-322 people) in the number of Gage County residents participating in the labor force between 2001 and 2008.

The percent of those unemployed in Gage County grew 48.2 percent (191 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 Gage County unemployment rate was 4.7 percent in 2008; significantly above 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, Gage County, Nebraska**  
 Selected Years: 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008	% Change 2001-2008
<b>Labor Force</b>	<b>12,907</b>	<b>12,984</b>	<b>12,981</b>	<b>12,992</b>	<b>12,878</b>	<b>12,730</b>	<b>12,585</b>	<b>12,585</b>	<b>-2.5</b>
Unemployment	396	492	557	580	581	470	444	587	48.2
Unemployment Rate	3.1	3.8	4.3	4.5	4.5	3.7	3.5	4.7	(N/A)
Employment	12,511	12,492	12,424	12,412	12,298	12,260	12,140	11,998	-4.1

Labor Force & Work Force Summary, 2001-2008, Annually, Gage 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 Beatrice and Gage 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 Beatrice and Gage County is 2006.

Table 3A shows employment locations for Beatrice residents in the workforce or in other words, a commute shed report. The Census identified 5,968 workforce participants living within Beatrice city limits. Approximately half of Beatrice workers (51.8 percent or 3,089 people) also reside within the city limits leaving 48.2 percent of the labor force (2,879 people) commuting from outside the city limits for employment within the city. Approximately 30 percent (1,793 people) of those residing within city limits travel outside the county line for work and approximately 133 residents or 2.2 percent of Beatrice 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

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

	<b>Count</b>	<b>Share</b>
<b>Total Primary Jobs</b>	5,968	100%
<b>Live in Beatrice - Work Elsewhere City</b>		
<b>Beatrice, NE</b>	<b>3,089</b>	<b>51.8%</b>
Lincoln, NE	662	11.1%
Omaha, NE	202	3.4%
Crete, NE	69	1.2%
Hastings, NE	49	0.8%
York, NE	48	0.8%
Grand Island, NE	42	0.7%
Fairbury, NE	37	0.6%
Columbus, NE	27	0.5%
Marysville, KS	25	0.4%
All Other Locations	1,718	28.8%
<b>Total Residents Working Outside Beatrice:</b>	<b>2,879</b>	<b>48.2%</b>

<b>Live in Beatrice - Work Elsewhere County</b>		
<b>Gage Co., NE</b>	<b>4,175</b>	<b>70.0%</b>
Lancaster Co., NE	731	12.2%
Douglas Co., NE	213	3.6%
Jefferson Co., NE	104	1.7%
Saline Co., NE	101	1.7%
Adams Co., NE	54	0.9%
Hall Co., NE	53	0.9%
York Co., NE	52	0.9%
Sarpy Co., NE	40	0.7%
Platte Co., NE	32	0.5%
All Other Locations	413	6.9%
<b>Total Residents Working Outside Gage County:</b>	<b>1,793</b>	<b>30.0%</b>

<b>Live in Beatrice - Work Elsewhere State</b>		
<b>Nebraska</b>	<b>5,835</b>	<b>97.8%</b>
Kansas	91	1.5%
Iowa	27	0.5%
Missouri	4	0.1%
Texas	2	0.0%
All Other Locations	9	0.2%
<b>Total Residents Working Outside Nebraska:</b>	<b>133</b>	<b>2.2%</b>

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 Gage County. The Census identified 10,299 workforce participants living within the county borders. As Table 3B shows, 57.7 percent of Gage County's labor force participants (5,945 people) work in a location other than the city of Beatrice. Nearly 40 percent (37.3 percent) of Gage County workforce residents (3,840 people) work outside Gage County and approximately 326 residents or 3.2 percent of Gage County workforce residents leave the state boundaries for work.

Table 3B

**Gage County Commute Shed Report, 2002-2006**  
 Where Gage County Workforce Participants are Employed

	Count	Share
<b>Total Primary Jobs</b>	10,299	100%
<b>Live in Gage County - Work Elsewhere City</b>		
<b>Beatrice, NE</b>	<b>4,354</b>	<b>42.3%</b>
Lincoln, NE	1,495	14.5%
Omaha, NE	360	3.5%
Adams, NE	143	1.4%
Wymore, NE	138	1.3%
Crete, NE	136	1.3%
Marysville, KS	103	1.0%
Wilber, NE	90	0.9%
York, NE	79	0.8%
Hastings, NE	67	0.7%
All Other Locations	3,334	32.4%
<b>Total Residents Working Outside Beatrice:</b>	<b>5,945</b>	<b>57.7%</b>

<b>Live in Gage County - Work Elsewhere County</b>		
<b>Gage Co., NE</b>	<b>6,459</b>	<b>62.7%</b>
Lancaster Co., NE	1,752	17.0%
Douglas Co., NE	384	3.7%
Saline Co., NE	256	2.5%
Jefferson Co., NE	212	2.1%
Marshall Co., KS	129	1.3%
York Co., NE	87	0.8%
Hall Co., NE	78	0.8%
Sarpy Co., NE	76	0.7%
Adams Co., NE	74	0.7%
All Other Locations	792	7.7%
<b>Total Residents Working Outside Gage County:</b>	<b>3,840</b>	<b>37.3%</b>

<b>Live in Gage County - Work Elsewhere State</b>		
<b>Nebraska</b>	<b>9,973</b>	<b>96.8%</b>
Kansas	248	2.4%
Iowa	49	0.5%
Missouri	11	0.1%
Illinois	4	0.0%
All Other Locations	14	0.1%
<b>Total Residents Working Outside Nebraska:</b>	<b>326</b>	<b>3.2%</b>

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 Beatrice and Gage County – this is the labor shed area. The Census identified 6,011 primary jobs within the Beatrice city limits. Table 3C examines the labor shed area for jobs within the city of Beatrice. The table shows 48.6 percent or 2,922 workers in the city of Beatrice travel from outside city limits. The table also identifies 1,657 workers (27.6 percent of the workforce) travel from outside Gage County boundaries and 103 workers (1.7 percent of the workforce) travel from outside state borders to work inside the city limits of Beatrice.

Table 3C

### **Beatrice Labor Shed Report, 2002-2006**

Where Workers Live who are Employed in the City of Beatrice

	<b>Count</b>	<b>Share</b>
<b>Total Primary Jobs</b>	6,011	100%
<b>Work in Beatrice - Live Elsewhere City</b>		
<b>Beatrice, NE</b>	<b>3,089</b>	<b>51.4%</b>
Lincoln, NE	312	5.2%
Wymore, NE	211	3.5%
Omaha, NE	132	2.2%
Fairbury, NE	109	1.8%
Blue Springs, NE	57	0.9%
Cortland, NE	49	0.8%
Adams, NE	48	0.8%
Wilber, NE	47	0.8%
Plymouth, NE	33	0.5%
All Other Locations	1,924	32.0%
<b>Total Workers Living Outside Beatrice:</b>	<b>2,922</b>	<b>48.6%</b>

<b>Work in Beatrice - Live Elsewhere County</b>		
<b>Gage Co., NE</b>	<b>4,354</b>	<b>72.4%</b>
Lancaster Co., NE	345	5.7%
Jefferson Co., NE	304	5.1%
Douglas Co., NE	149	2.5%
Saline Co., NE	140	2.3%
Pawnee Co., NE	66	1.1%
Otoe Co., NE	55	0.9%
Johnson Co., NE	44	0.7%
Buffalo Co., NE	41	0.7%
York Co., NE	37	0.6%
All Other Locations	476	7.9%
<b>Total Workers Living Outside Gage County:</b>	<b>1,657</b>	<b>27.6%</b>

<b>Work in Beatrice - Work Elsewhere State</b>		
<b>Nebraska</b>	<b>5,908</b>	<b>98.3%</b>
Kansas	70	1.2%
North Carolina	9	0.1%
Iowa	9	0.1%
Virgin Islands of the United States	5	0.1%
All Other Locations	10	0.2%
<b>Total Workers Living Outside Nebraska:</b>	<b>103</b>	<b>1.7%</b>

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 Gage County. The Census identified 8,973 primary jobs within Gage County. As Table 3D indicates, 53.5 percent (4,798 people) who are employed within Gage County live outside of the city of Beatrice. Nearly 30 percent (28.0 percent or 2,514 people) who work inside Gage County live outside of the county borders and 1.7 percent (153 people) live out-of-state.

Table 3D

### **Gage County Labor Shed Report, 2002-2006**

Where Workers Live who are Employed in Gage County

	<b>Count</b>	<b>Share</b>
<b>Total Primary Jobs</b>	<b>8,973</b>	<b>100%</b>
<b>Work in Gage County - Live Elsewhere City</b>		
<b>Beatrice, NE</b>	<b>4,175</b>	<b>46.5%</b>
Lincoln, NE	474	5.3%
Wymore, NE	421	4.7%
Fairbury, NE	182	2.0%
Omaha, NE	165	1.8%
Blue Springs, NE	114	1.3%
Adams, NE	105	1.2%
Wilber, NE	78	0.9%
Cortland, NE	74	0.8%
Clatonia, NE	51	0.6%
All Other Locations	3,134	34.9%
<b>Total Workers Living Outside Beatrice:</b>	<b>4,798</b>	<b>53.5%</b>

<b>Work in Gage County - Live Elsewhere County</b>		
<b>Gage Co., NE</b>	<b>6,459</b>	<b>72.0%</b>
Lancaster Co., NE	560	6.2%
Jefferson Co., NE	492	5.5%
Saline Co., NE	236	2.6%
Douglas Co., NE	186	2.1%
Johnson Co., NE	105	1.2%
Pawnee Co., NE	104	1.2%
Otoe Co., NE	91	1.0%
Richardson Co., NE	50	0.6%
Buffalo Co., NE	50	0.6%
All Other Locations	640	7.1%
<b>Total Workers Living Outside Gage County:</b>	<b>2,514</b>	<b>28.0%</b>

<b>Work in Gage County - Live Elsewhere State</b>		
<b>Nebraska</b>	<b>8,820</b>	<b>98.3%</b>
Kansas	108	1.2%
Texas	14	0.2%
North Carolina	10	0.1%
Iowa	10	0.1%
All Other Locations	11	0.1%
<b>Total Workers Living Outside Nebraska:</b>	<b>153</b>	<b>1.7%</b>

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 Beatrice, Gage County, and the surrounding area. As Table 5 indicates, Gage County's population decreased by 18.0 percent (-5,059 people) between 1950 and 2000. Gage County's population increase of 0.2 percent (42 people) between 2000 and 2008 compares to a 4.2 percent increase for Nebraska as a whole.

Table 4

**Population 1950-2008**  
 Gage 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
<b>Gage County</b>	<b>28,052</b>	<b>26,818</b>	<b>25,731</b>	<b>24,456</b>	<b>22,794</b>	<b>22,993</b>	<b>23,200</b>	<b>23,035</b>	<b>-18.0</b>	<b>0.2</b>
Jefferson County	13,623	11,620	10,436	9,817	8,759	8,340	7,935	7,405	-38.8	-11.2
Johnson County	7,251	6,281	5,743	5,285	4,673	4,488	4,751	4,499	-38.1	0.2
Lancaster County	119,742	155,272	167,972	192,884	213,641	250,291	264,351	278,728	109.0	11.4
Otoe County	17,056	16,503	15,576	15,183	14,252	15,396	15,337	15,549	-9.7	1.0
Pawnee County	6,744	5,356	4,473	3,937	3,317	3,087	2,842	2,602	-54.2	-15.7
Saline County	14,046	12,542	12,809	13,131	12,715	13,843	14,046	13,771	-1.4	-0.5

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

Table 5 data reveal each of Gage County communities experienced a variety of population shifts during the 1950–2000 time period. The city of Beatrice reported a 5.8 percent increase in population (683 people) between 1950 and 2000. Beatrice experienced a 2.2 percent increase in population (273 people) between 2000 and 2008. The rural areas outside of the selected communities experienced a 44.3 percent decrease (-4,949 people) during the 1950–2000 time period and a population decrease of 2.0 percent (-123 people) during the 2000 to 2008 time period.

**Population 1950-2008**  
 Gage County Communities / Rural Populations

Table 5

	1950	1960	1970	1980	1990	2000	2004	2006	2008	% Change 1950-2000 (50 years)	% Change 2000-2008 (8 years)
<b>Gage County</b>	<b>28,052</b>	<b>26,818</b>	<b>25,731</b>	<b>24,456</b>	<b>22,794</b>	<b>22,993</b>	<b>23,200</b>	<b>23,129</b>	<b>23,035</b>	<b>-18.0</b>	<b>0.2</b>
Adams	457	387	463	395	472	489	482	487	499	7.0	2.0
Barneston	208	177	149	155	121	122	121	121	120	-41.3	-1.6
<b>Beatrice</b>	<b>11,813</b>	<b>12,132</b>	<b>12,389</b>	<b>12,891</b>	<b>12,395</b>	<b>12,496</b>	<b>12,826</b>	<b>12,801</b>	<b>12,769</b>	<b>5.8</b>	<b>2.2</b>
Blue Springs	581	509	506	521	428	383	374	372	368	-34.1	-3.9
Clatonia	192	203	224	273	296	275	269	265	262	43.2	-4.7
Cortland	288	285	326	403	397	488	492	494	493	69.4	1.0
Filley	136	149	138	172	157	174	174	173	172	27.9	-1.1
Liberty	246	174	118	105	74	86	86	85	84	-65.0	-2.3
Odell	420	358	349	322	291	345	337	332	328	-17.9	-4.9
Pickrell	161	130	118	184	203	182	182	181	180	13.0	-1.1
Virginia	113	88	83	90	94	67	67	66	66	-40.7	-1.5
Wymore	2,258	1,975	1,790	1,841	1,648	1,656	1,613	1,602	1,587	-26.7	-4.2
<b>Total Rural Areas:</b>	<b>11,179</b>	<b>10,251</b>	<b>9,078</b>	<b>7,104</b>	<b>6,218</b>	<b>6,230</b>	<b>6,177</b>	<b>6,150</b>	<b>6,107</b>	<b>-44.3</b>	<b>-2.0</b>

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. Gage County follows this pattern having 12.4 percent out-migration occurring in the ‘15–24’ year age group (-315 people).

Table 6

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

Age Group	--- Population ---		% Change	Net	% of 1990
	1990	2000	1990-2000	Migration	Population
<b>NEBRASKA</b>					
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
<b>Total:</b>	<b>1,578,385</b>	<b>1,711,263</b>	<b>8.42</b>	<b>48,267</b>	<b>3.1</b>

<b>NON-METRO NEBRASKA</b>					
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
<b>Total:</b>	<b>774,057</b>	<b>795,352</b>	<b>2.75</b>	<b>6,280</b>	<b>0.8</b>

<b>GAGE COUNTY</b>					
0 - 14	4,692	4,453	-5.09	344	7.3
15 - 24	2,546	2,836	11.39	-315	-12.4
25 - 44	6,489	6,039	-6.93	179	2.8
45 - 64	4,568	5,251	14.95	165	3.6
Over 65	4,499	4,414	-1.89	207	4.6
<b>Total:</b>	<b>22,794</b>	<b>22,993</b>	<b>0.87</b>	<b>580</b>	<b>2.5</b>

Table 6 (continued)

Age Group	Population		% Change	Net	% of 1990
	1990	2000	1990-2000	Migration	Population
<b>JEFFERSON COUNTY</b>					
0 - 14	1,798	1,554	-13.57	137	7.6
15 - 24	888	896	0.90	-327	-36.8
25 - 44	2,250	1,971	-12.40	-6	-0.3
45 - 64	1,755	2,023	15.27	144	8.2
Over 65	2,068	1,889	-8.66	18	0.9
<b>Total:</b>	<b>8,759</b>	<b>8,333</b>	<b>-4.86</b>	<b>-34</b>	<b>-0.4</b>

<b>JOHNSON COUNTY</b>					
0 - 14	958	848	-11.48	104	10.9
15 - 24	422	496	17.54	-191	-45.2
25 - 44	1,178	1,096	-6.96	49	4.2
45 - 64	1,010	1,059	4.85	57	5.7
Over 65	1,105	989	-10.50	-40	-3.6
<b>Total:</b>	<b>4,673</b>	<b>4,488</b>	<b>-3.96</b>	<b>-20</b>	<b>-0.4</b>

<b>LANCASTER COUNTY</b>					
0 - 14	43,698	48,798	11.67	1,345	3.1
15 - 24	40,738	48,569	19.22	20,237	49.7
25 - 44	71,703	76,120	6.16	-3,027	-4.2
45 - 64	34,274	50,724	48.00	1,407	4.1
Over 65	23,228	26,080	12.28	-63	-0.3
<b>Total:</b>	<b>213,641</b>	<b>250,291</b>	<b>17.15</b>	<b>19,898</b>	<b>9.3</b>

<b>OTOE COUNTY</b>					
0 - 14	3,121	3,294	5.54	601	19.3
15 - 24	1,499	1,742	16.21	-413	-27.6
25 - 44	3,786	4,023	6.26	662	17.5
45 - 64	2,893	3,512	21.40	350	12.1
Over 65	2,953	2,825	-4.33	139	4.7
<b>Total:</b>	<b>14,252</b>	<b>15,396</b>	<b>8.03</b>	<b>1,339</b>	<b>9.4</b>

<b>PAWNEE COUNTY</b>					
0 - 14	652	565	-13.34	58	9.0
15 - 24	298	292	-2.01	-144	-48.4
25 - 44	743	648	-12.79	17	2.2
45 - 64	674	746	10.68	77	11.5
Over 65	950	836	-12.00	6	0.6
<b>Total:</b>	<b>3,317</b>	<b>3,087</b>	<b>-6.93</b>	<b>14</b>	<b>0.4</b>

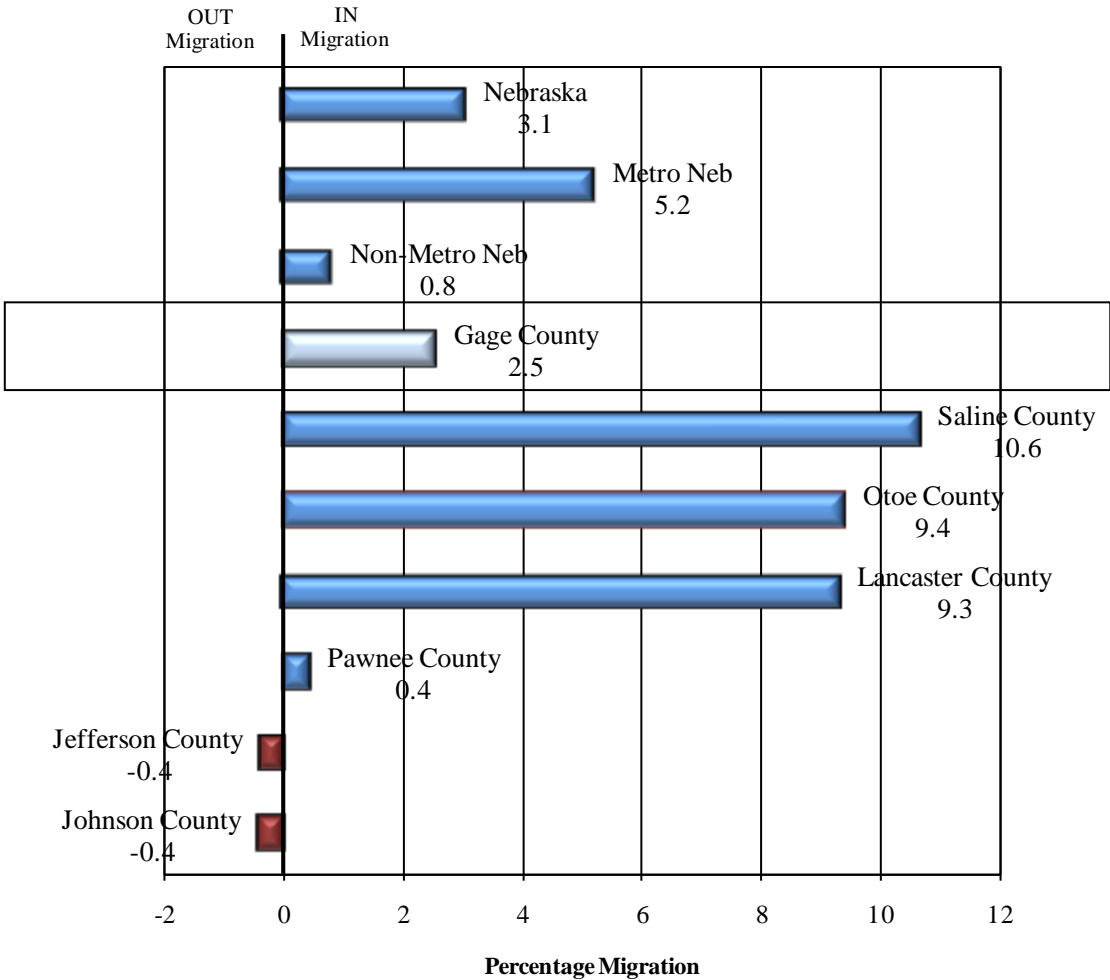
<b>SALINE COUNTY</b>					
0 - 14	2,667	2,832	6.19	537	20.1
15 - 24	1,872	2,355	25.80	527	28.2
25 - 44	3,302	3,461	4.82	-72	-2.2
45 - 64	2,258	2,817	24.76	221	9.8
Over 65	2,616	2,378	-9.10	141	5.4
<b>Total:</b>	<b>12,715</b>	<b>13,843</b>	<b>8.87</b>	<b>1,354</b>	<b>10.6</b>

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, Gage County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Gage County experienced in-migration of 2.5 percent of the 1990 population (580 people) while Nebraska recorded net in-migration of 3.1 percent.

Chart 4

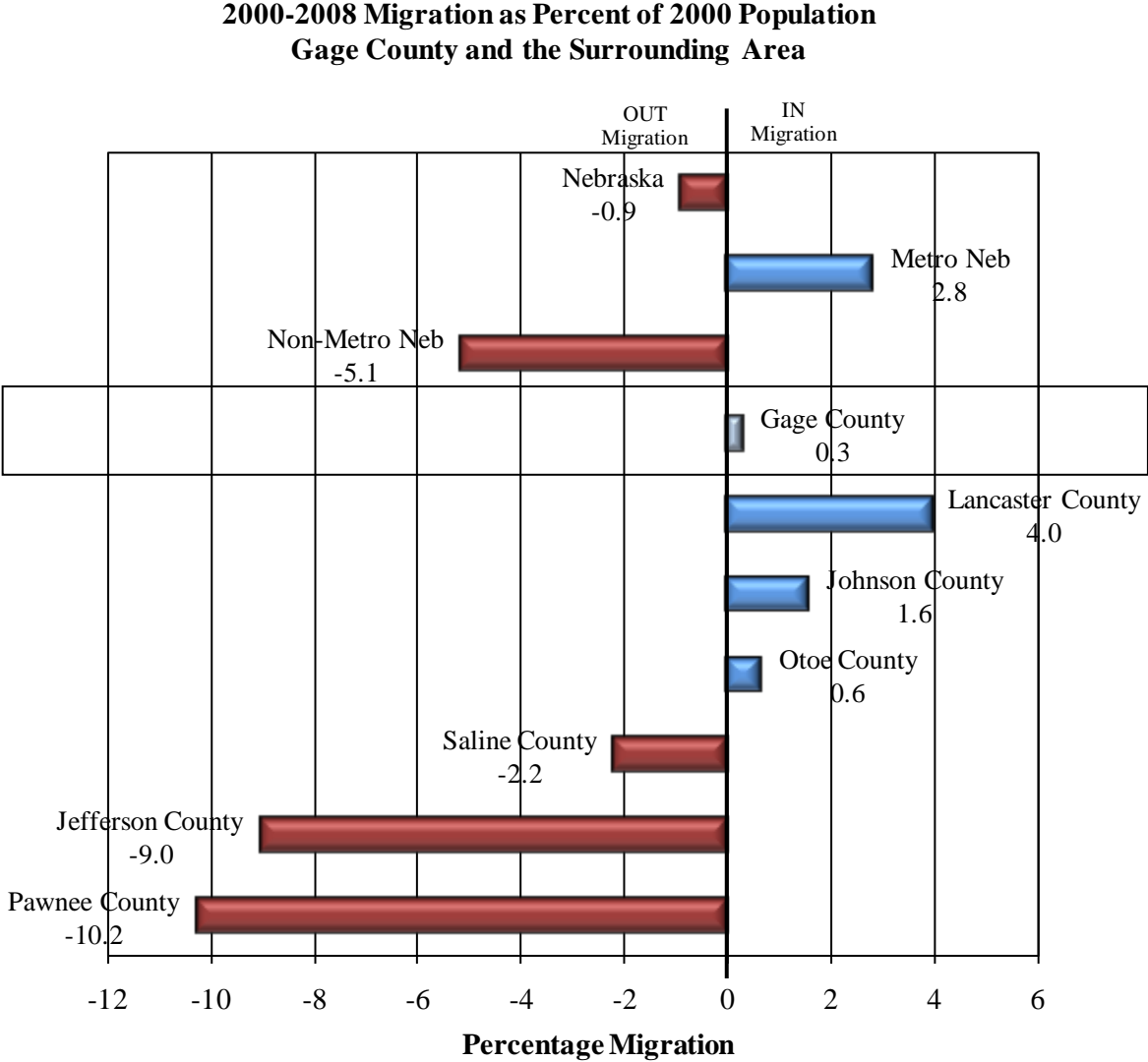
**1990-2000 Migration as Percent of 1990 Population  
 Gage County and the Surrounding Area**



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. Gage County’s 0.3 percent in-migration (69 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 65.3 percent of those moving in to Gage County between 1995 and 2000 moved from other Nebraska locations (2,358 people). People also migrated in from 31 other states. Table 8 shows in-state migration flows. Migration to Gage County from within Nebraska came primarily from Lancaster, Jefferson, and Saline Counties.

Table 7 **IN Migration - Gage County  
 1995-2000**

"From" Location	# People	Percent
Other Nebraska Counties	2,358	65.3%
Kansas	321	8.9%
Colorado	127	3.5%
Missouri	111	3.1%
Oklahoma	100	2.8%
California	68	1.9%
Arizona	65	1.8%
Iowa	61	1.7%
Wisconsin	54	1.5%
Illinois	53	1.5%
North Dakota	30	0.8%
Other States (21)	265	7.3%
<b>Total:</b>	<b>3,613</b>	<b>100%</b>

Table 8

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

In-State Movement:	# People	Percent
Lancaster County	671	28.5%
Jefferson County	367	15.6%
Saline County	184	7.8%
Douglas County	158	6.7%
Adams County	89	3.8%
Pawnee County	86	3.6%
Hall County	81	3.4%
Thayer County	47	2.0%
Buffalo County	45	1.9%
Johnson County	45	1.9%

Source: US Census Bureau, July 2005

Table 9 data reveal 62.3 percent of people migrating out of Gage County between 1995 and 2000 remained in the state of Nebraska (2,285 people). Gage County residents also moved to 32 other states during this time period. Looking within Nebraska, Table 10 shows the majority of people leaving Gage County (but staying in Nebraska) went to Lancaster, Douglas, and Jefferson 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 - Gage County  
 1995-2000**

"To" Location	# People	Percent
Other Nebraska Counties	2,285	62.3%
Kansas	237	6.5%
Missouri	175	4.8%
Arizona	127	3.5%
Washington	85	2.3%
Arkansas	69	1.9%
Iowa	62	1.7%
Ohio	60	1.6%
Texas	60	1.6%
Florida	58	1.6%
Wisconsin	44	1.2%
Other States (22)	407	11.1%
<b>Total:</b>	<b>3,669</b>	<b>100%</b>

Table 10

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

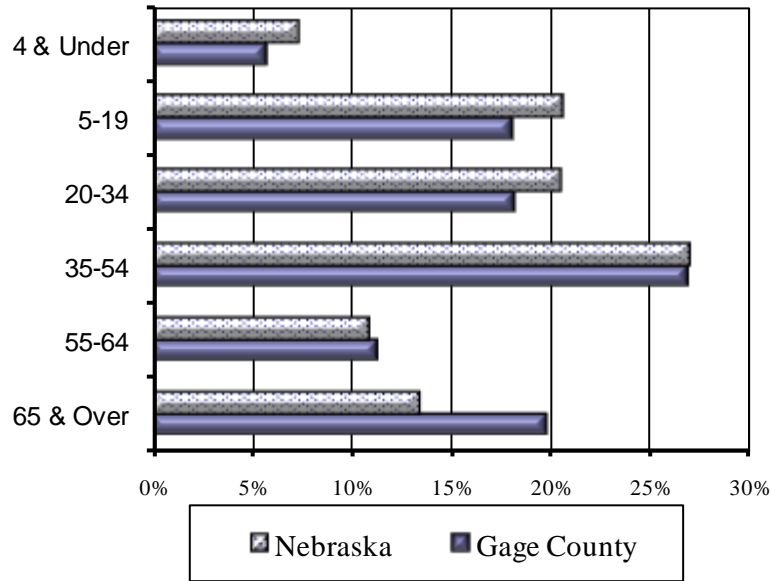
In-State Movement:	# People	Percent
Lancaster County	808	35.4%
Douglas County	232	10.2%
Jefferson County	187	8.2%
Saline County	168	7.4%
Johnson County	98	4.3%
Pawnee County	76	3.3%
Dodge County	74	3.2%
Seward County	69	3.0%
Buffalo County	63	2.8%
Otoe County	51	2.2%

Source: US Census Bureau, July 2005

The following charts (Charts 6 and 7) compare the age distribution of population for Gage County and Nebraska as a whole. The population of Gage County is significantly older than Nebraska as a whole. The median age for Gage County residents in 2008 was 42.0 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  
 Gage County and Nebraska**



Source: U.S. Census Bureau, July 2009

Chart 7

	2008 Population		Percent	
	Nebraska	Gage County	Nebraska	Gage County
<b>4 &amp; Under</b>	132,092	1,340	7.4%	5.8%
<b>5-19</b>	368,255	4,164	20.6%	18.1%
<b>20-34</b>	365,740	4,195	20.5%	18.2%
<b>35-54</b>	481,660	6,180	27.0%	26.8%
<b>55-64</b>	194,838	2,602	10.9%	11.3%
<b>65 &amp; Over</b>	240,847	4,554	13.5%	19.8%
<b>Total</b>	<b>1,783,432</b>	<b>23,035</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Median Age</b>	<b>36.2</b>	<b>42.0</b>		

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 Gage 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, Gage 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
<b>Gage County</b>	<b>23,035</b>	<b>188,474</b>	<b>8,182</b>	<b>0.72</b>
Jefferson County	7,405	59,992	8,102	0.72
Johnson County	4,499	21,085	4,687	0.41
Lancaster County	278,728	3,311,146	11,879	1.05
Otoe County	15,549	135,188	8,694	0.77
Pawnee County	2,602	8,397	3,227	0.29
Saline County	13,771	73,251	5,319	0.47

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

Reviewing the pull factors at the county level indicates Gage County suffers from retail leakage. The 2008 pull factor of 0.72 indicates, on a per capita basis, retail sales in Gage County are approximately 28 percent below the state’s average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Gage County (0.72) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Gage County are approximately 15.1 percent lower than the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 8

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

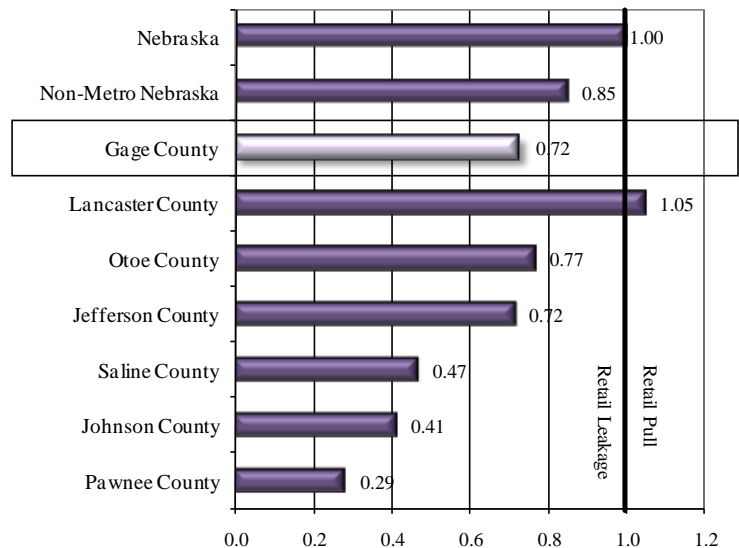


Table 12 and Chart 9 compare the 2008 pull factors for Beatrice and selected area communities. The community of Beatrice’s pull factor of 1.14 indicates that, on a per capita basis, non-motor vehicle retail sales in Beatrice are approximately 14 percent greater than the state’s average per capita sales.

Table 12

**2008 Retail Sales (NMV) Pull Factors  
 Nebraska, Beatrice, 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
<b>Beatrice (Gage)</b>	<b>12,769</b>	<b>164,533</b>	<b>12,885</b>	<b>1.14</b>
Fairbury (Jefferson)	3,755	46,435	12,366	1.09
Tecumseh (Johnson)	1,577	15,359	9,740	0.86
Lincoln (Lancaster)	251,624	3,245,483	12,898	1.14
Nebraska City (Otoe)	7,032	105,021	14,935	1.32
Pawnee City (Pawnee)	864	5,171	5,985	0.53
Crete (Saline)	6,241	53,359	8,550	0.76

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, Beatrice, and Selected Area Cities**

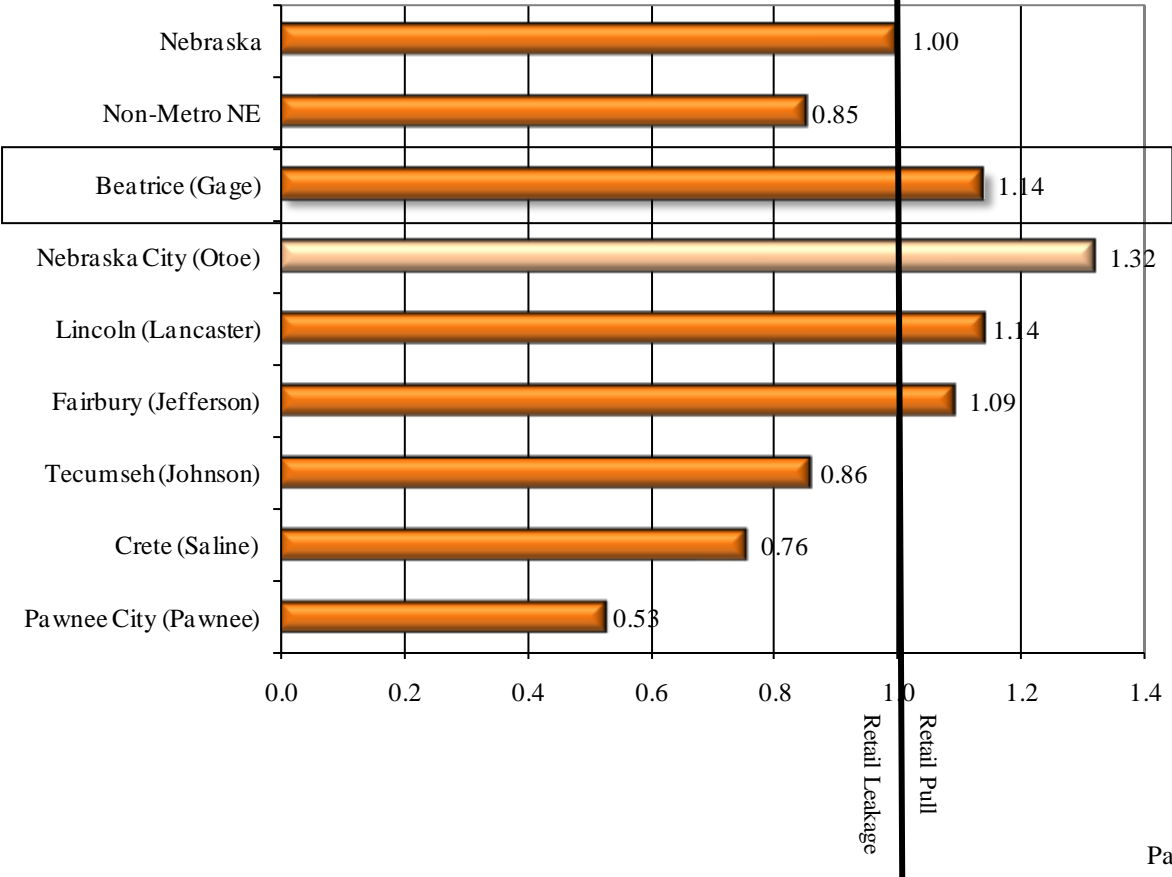


Table 13 and Chart 10 further breakdown the 2008 pull factors into the communities reporting retail sales figures within Gage County. As this table indicates, the community of Pickrell had the strongest pull factor (2.21) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.72 for Gage County in 2008.

Table 13

**2008 Retail Sales (NMV) Pull Factors  
 Nebraska, Beatrice, and Available Gage 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
<b>Gage County</b>	<b>23,035</b>	<b>188,474</b>	<b>8,182</b>	<b>0.72</b>
Adams	499	2,102	4,213	0.37
Barneston	120	(D)	(NA)	(NA)
<b>Beatrice</b>	<b>12,769</b>	<b>164,533</b>	<b>12,885</b>	<b>1.14</b>
Blue Springs	368	376	1,023	0.09
Clatonia	262	1,020	3,891	0.34
Cortland	493	1,689	3,426	0.30
Filley	172	839	4,877	0.43
Liberty	84	(D)	(NA)	(NA)
Odell	328	2,404	7,329	0.65
Pickrell	180	4,491	24,949	2.21
Virginia	66	50	753	0.07
Wymore	1,587	5,681	3,580	0.32

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,  
 Beatrice, and Available Gage County Communities**

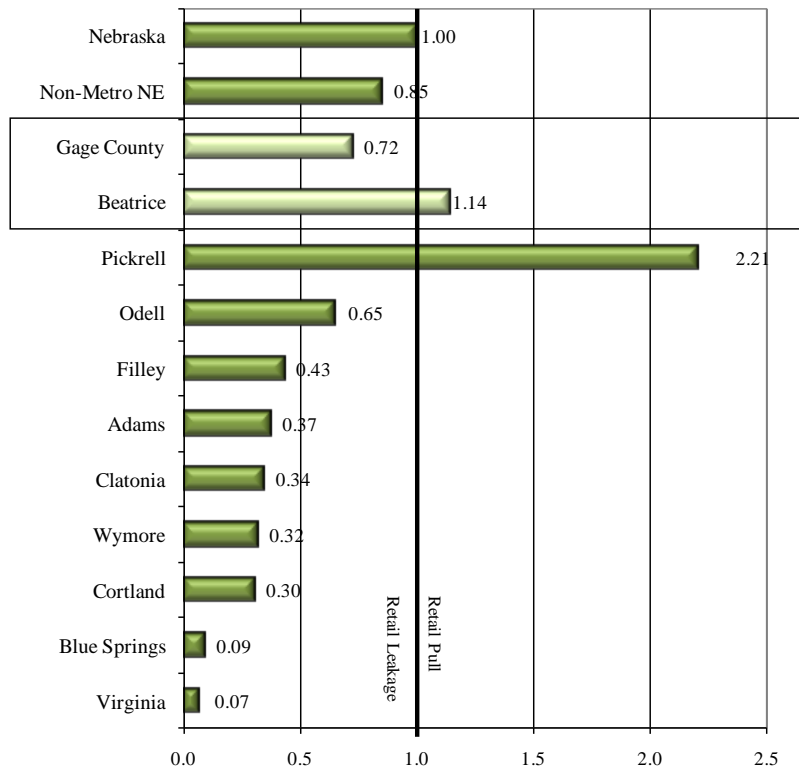


Table 14 (sorted by population) and Chart 11 (sorted by pull factor) show the 2008 pull factors for Nebraska, Beatrice, and eight other similarly sized communities selected from around the state. Scottsbluff's pull factor of 2.08 leads the group for 2008 thus indicating Scottsbluff has greater retail pull.

Table 14

**2008 Retail Sales (NMV) Pull Factors  
 Beatrice & 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
<b>Beatrice (Gage)</b>	<b>12,769</b>	<b>164,533</b>	<b>12,885</b>	<b>1.14</b>
York (York)	7,870	163,430	20,766	1.84
Alliance (Box Butte)	8,109	111,488	13,749	1.22
Lexington (Dawson)	10,126	131,889	13,025	1.15
South Sioux City (Dakota)	11,936	123,946	10,384	0.92
Scottsbluff (Scotts Bluff)	14,785	347,109	23,477	2.08
La Vista (Sarpy)	16,643	183,883	11,049	0.98
Columbus (Platte)	21,595	345,218	15,986	1.41
Norfolk (Madison)	22,940	478,993	20,880	1.85

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

Chart 11

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

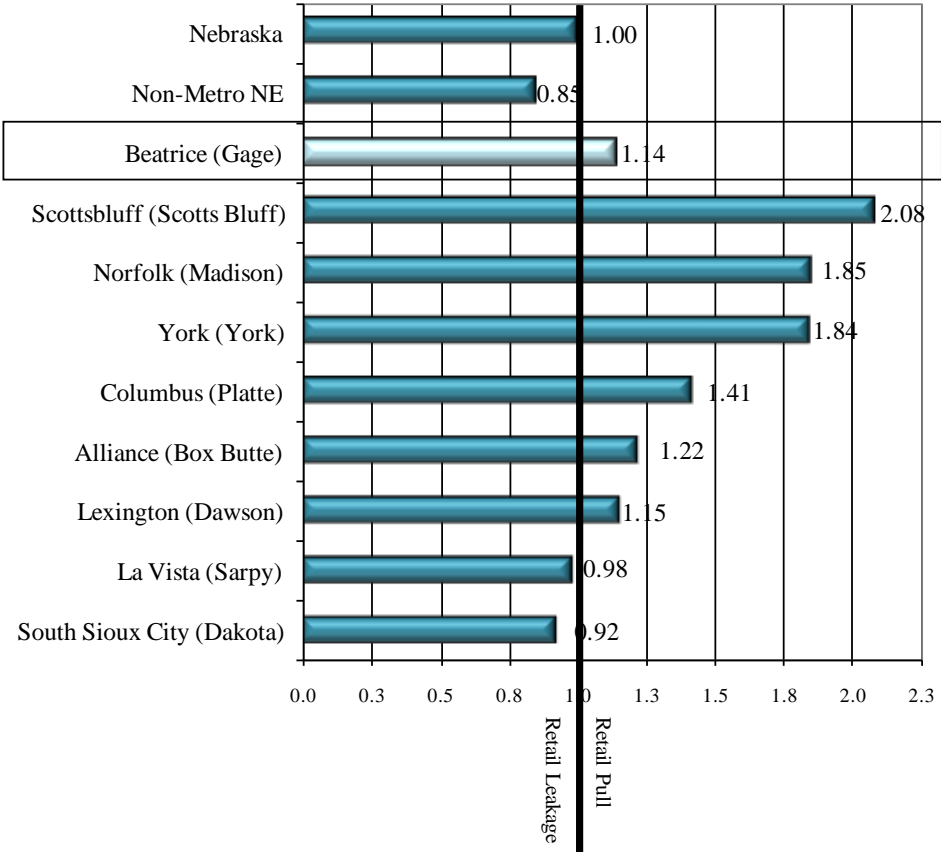
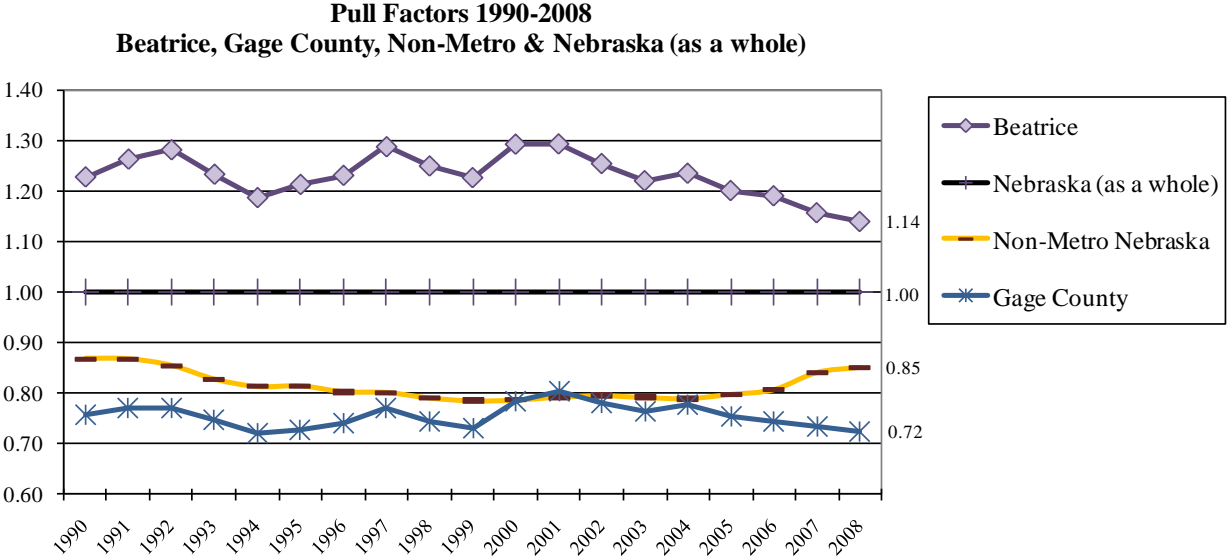


Chart 12 illustrates the pull factor trend for Beatrice, Gage County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2008. In examining the time line, it is apparent the city of Beatrice has experienced an overall decline in retail activity since 1990. Data within Gage County (as a whole) have consistently shown retail leakage throughout the time period.

Chart 12



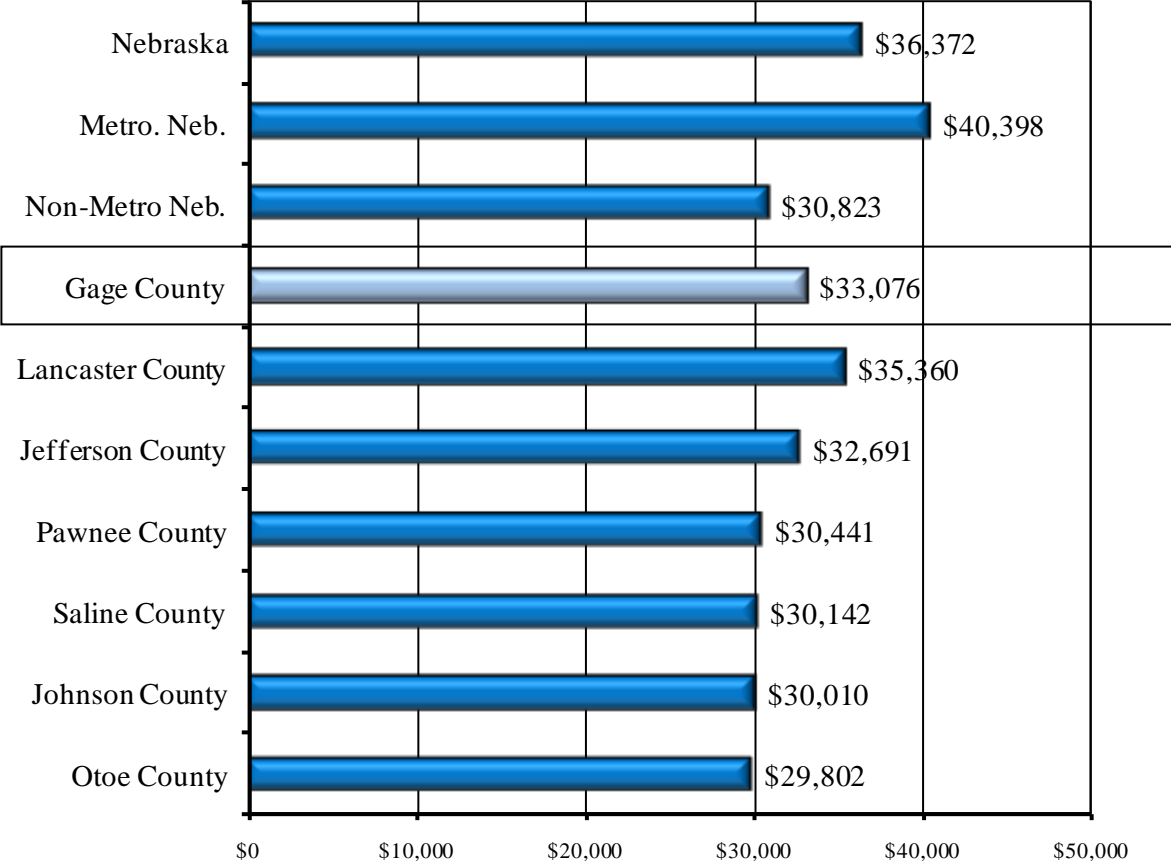
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2009

**Per Capita Personal Income**

Per capita personal income in Gage County was \$33,076 in 2007 the last year in which such data are available. Gage County’s per capita income is \$3,296 or 9.1 percent less than that for Nebraska as a whole (\$36,372); \$7,322 or 18.1 percent less than metropolitan Nebraska (\$40,398); and \$2,253 or 7.3 percent greater than non-metropolitan Nebraska (\$30,823).

Chart 13

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



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

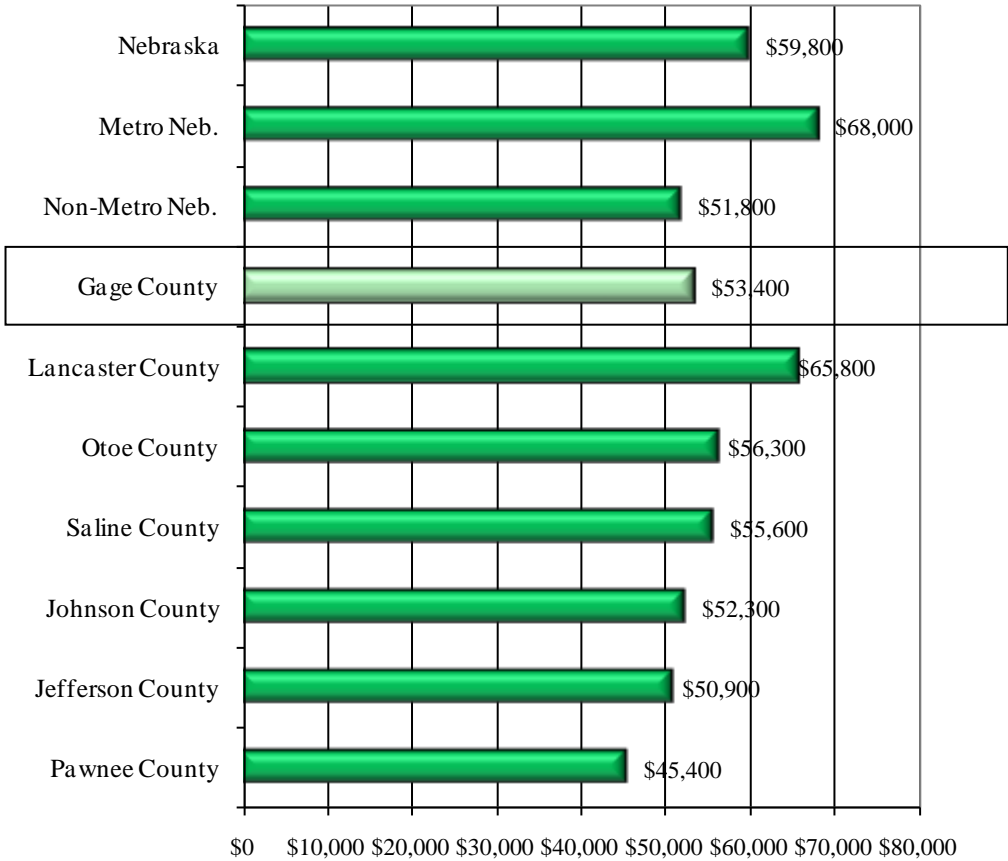
**Median Family Income**

Median family income provides a different perspective of income levels in Nebraska, Gage 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 Gage County is estimated to be \$53,400 in 2008. This amount is \$6,400 or 10.7 percent less than the median family income for Nebraska as a whole (\$59,800); \$14,600 or 21.5 percent less than metropolitan Nebraska (\$68,000); and \$1,600 or 3.1 percent greater than non-metro median family income (\$51,800) in 2008.

Chart 14

**Median Family Income 2008  
 Nebraska, Gage County & Surrounding Counties**



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