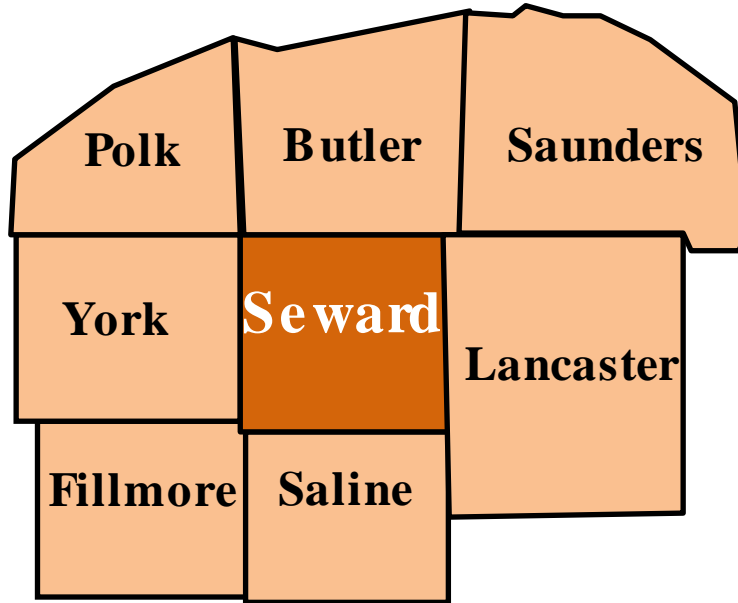


Economic and Demographic Trends in Seward County and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Seward 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 Seward County, other counties included in this area are Butler, Fillmore, Lancaster, Polk, Saline, Saunders, and York. The retail sales section also compares retail growth between Seward 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 Seward County for the period 2008–2017. 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 Nonfarm Wage and Salary sector in Seward County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Seward County increased 9.3 percent (528 jobs) between 2008 and 2017.

Table 1 also provides employment data for Seward County by major economic sector for years 2008–2017. The Construction sector recorded the largest percentage increase in employment between 2008 and 2017 (38.5 percent or 130 jobs). The Education and Health Services sector recorded the largest actual employment increase between 2008 and 2017 (204 jobs or 24.0 percent).

Table 1

**Nonfarm Wage & Salary Employment Trends, Seward County, Nebraska,
Selected Years: 2008–2017**

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	% Change 2008-2017	# Change 2008-2017
Nonfarm Employment (W&S)	5,704	5,666	5,775	5,975	6,179	6,354	6,285	6,226	6,242	6,232	9.3	528
Total Private Industries	4,592	4,531	4,624	4,861	5,047	5,202	5,149	5,078	5,095	5,118	11.5	526
Goods Producing	1,558	1,548	1,534	1,691	1,843	1,957	1,893	1,798	1,790	1,842	18.2	284
Natural Resources & Mining	262	320	293	289	342	397	301	243	273	252	-3.8	-10
Construction	338	295	293	293	312	388	425	431	449	468	38.5	130
Manufacturing	958	933	948	1,109	1,189	1,172	1,167	1,123	1,068	1,122	17.1	164
Service Providing	3,034	2,983	3,090	3,170	3,204	3,245	3,256	3,280	3,305	3,276	8.0	242
Trade, Transportation & Utilities	1,075	1,107	1,134	1,103	1,135	1,156	1,170	1,164	1,137	1,117	3.9	42
Information	47	46	47	50	55	55	49	49	48	43	-8.5	-4
Financial Activities	244	238	243	237	232	231	236	232	237	239	-2.0	-5
Professional & Business Services	254	206	212	249	236	242	232	225	249	244	-3.9	-10
Education & Health Services	849	854	909	930	918	960	985	1,015	1,049	1,053	24.0	204
Leisure & Hospitality	436	398	405	452	455	459	444	450	445	439	0.7	3
Other Services, except Public	131	134	140	150	174	143	141	146	139	140	6.9	9
Government	1,112	1,135	1,151	1,114	1,132	1,152	1,136	1,148	1,147	1,114	0.2	2
Federal	58	58	56	53	52	52	48	47	47	49	-15.5	-9
State	44	49	47	35	43	44	45	44	46	45	2.3	1
Local	1,010	1,028	1,049	1,026	1,036	1,056	1,043	1,057	1,054	1,019	0.9	9

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2018

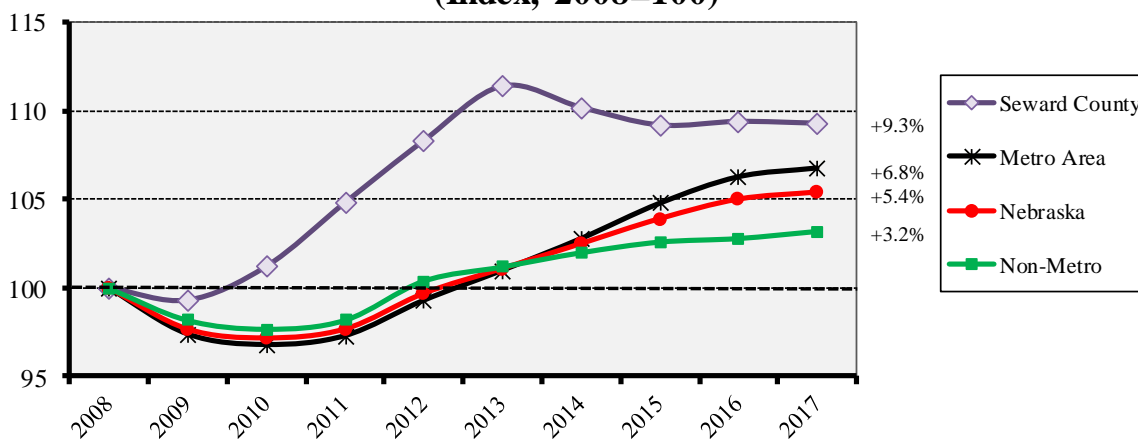
Source: Labor Force & Work Force Summary, 2008-2017, Annually, Seward County, Nebraska (March 2018 data)

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Seward County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2008–2017. 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 nonfarm wage and salary employment in Seward County increased 9.3 percent (528 jobs) from 2008 to 2017, compared to a 5.4 percent increase for Nebraska as a whole, a 6.8 percent increase in metropolitan Nebraska, and a 3.2 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Seward County, Nebraska,
Metro, and Non-Metro Nebraska, 2008–2017
(Index, 2008=100)**

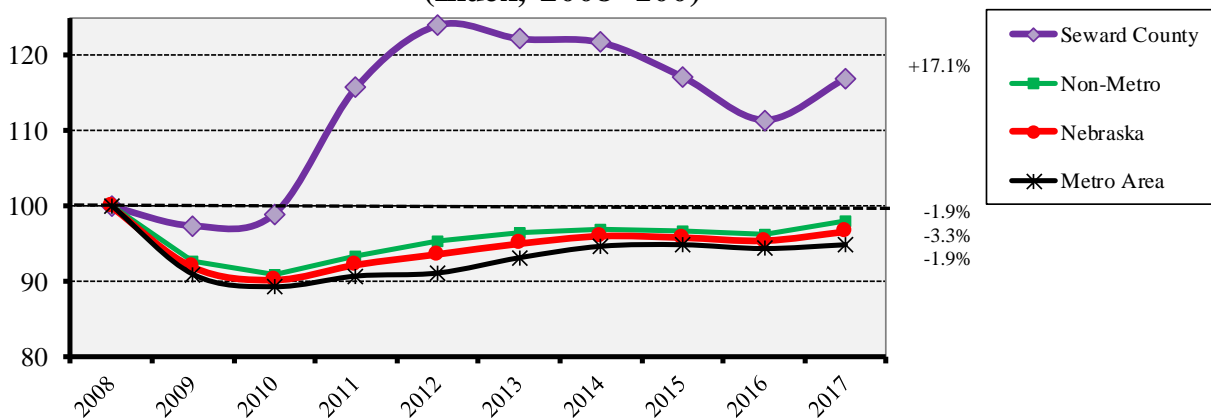


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2018

Chart 2 presents data on manufacturing wage and salary employment growth for Seward County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Seward County recorded a 17.1 percent increase in employment (164 jobs) between 2008 and 2017. This compares to a 1.9 percent decrease in employment for non-metropolitan Nebraska; a 3.3 percent decrease for Nebraska as a whole; and a 5.1 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Seward County, Nebraska,
Metro, and Non-Metro Nebraska, 2008–2017
(Index, 2008=100)**



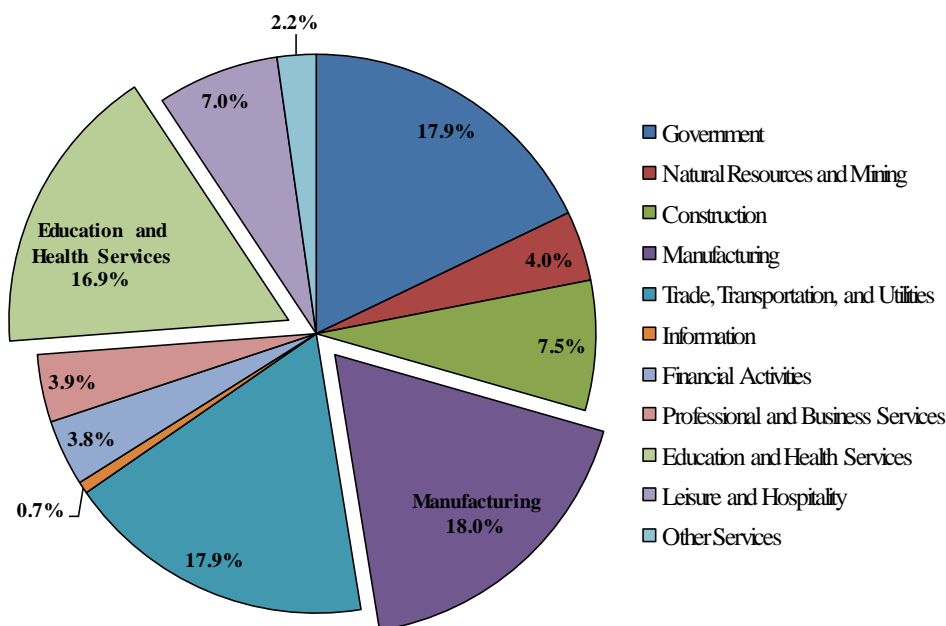
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2018

The next series of pie charts (Charts 3, 4, and 5) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Seward County compared to the non-metropolitan and metropolitan distributions.

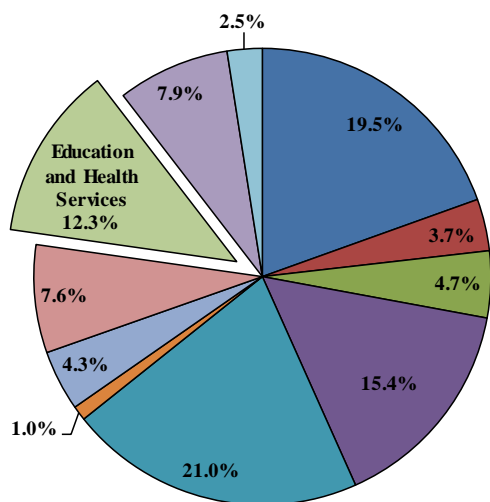
When comparing the Seward County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Education and Health Services sector which makes up 16.9 percent of the county workforce (1,053 employees) compared to 12.3 percent for non-metropolitan Nebraska; a difference of 4.6 percent. Comparing Seward County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (18.0 percent Seward County vs. 6.8 percent metropolitan Nebraska; a difference of 11.2 percent).

Charts 3, 4, 5

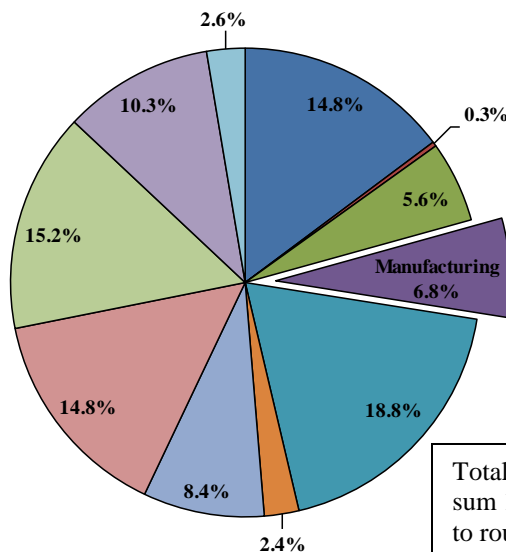
Nonfarm Wage & Salary Employment by Major Economic Sector, Seward County, 2017



Non-Metro Area W&S Employment, 2017



Metro Area W&S Employment, 2017



Totals may not sum 100% due to rounding.

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

The next table (Table 2) shows labor force information for Seward County for the time period 2008–2017. Labor force data (labor force, unemployment, and total employment) are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was a decrease in the number of Seward County residents participating in the labor force between 2008 and 2017 (3.8 percent or 349 people).

The number of those unemployed in Seward County decreased by 21.1 percent (62 people) between 2008 and 2017. 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 Seward County unemployment rate was 2.7 percent in 2017; below that for metropolitan Nebraska (2.9 percent), below Nebraska as a whole (2.9 percent), and below non-metropolitan Nebraska (2.9 percent).

Table 2

**Labor Force & Employment Trends, Seward County, Nebraska,
Selected Years: 2008–2017**

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	% Change 2008-2017	# Change 2008-2017
Labor Force	9,068	8,840	8,765	8,767	8,957	9,023	8,840	8,696	8,738	8,719	-3.8	-349
Employment	8,774	8,478	8,414	8,430	8,642	8,690	8,569	8,443	8,487	8,487	-3.3	-287
Unemployment	294	362	351	337	315	333	271	253	251	232	-21.1	-62
Unemployment Rate	3.2	4.1	4.0	3.8	3.5	3.7	3.1	2.9	2.9	2.7	(N/A)	(N/A)

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2018

(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 Seward 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 estimates 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 Seward County are from 2015.

Table 3 (pages 6–7) examines the Work Destination area for Seward County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 7,849 county labor force participants holding primary jobs. As Table 3 shows, 97.6 percent of Seward County's labor force participants are employed within the state of Nebraska. Approximately 38.2 percent of Seward County workers remain within Seward County for employment with 61.8 percent leaving the county borders for work (next page). The top ten incorporated places where Seward County labor force participants are employed are also shown on the following page.

Table 3

Work Destination Report

Where Workers are Employed Who Live in the Selection Area

2015

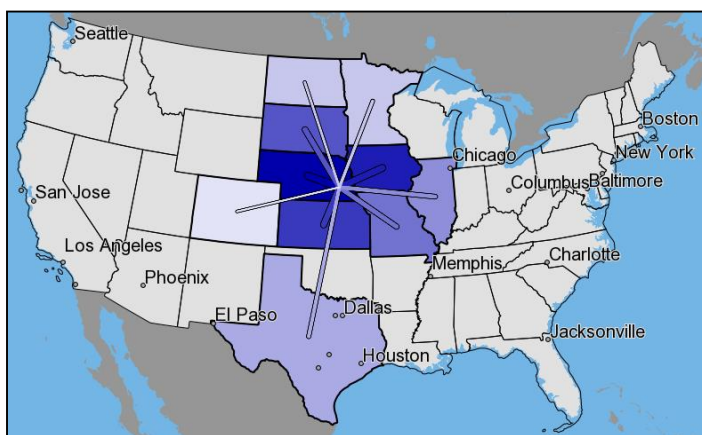
	Count	Share
Total Primary Jobs	7,849	100.0%

By States

Job Counts by States Where Workers are Employed

2015

	Count	Share
Nebraska	7,662	97.6%
Iowa	68	0.9%
Kansas	52	0.7%
South Dakota	16	0.2%
Missouri	15	0.2%
Illinois	7	0.1%
Texas	5	0.1%
Minnesota	4	0.1%
North Dakota	4	0.1%
Colorado	2	0.0%
All Other Locations	14	0.2%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, January 2019

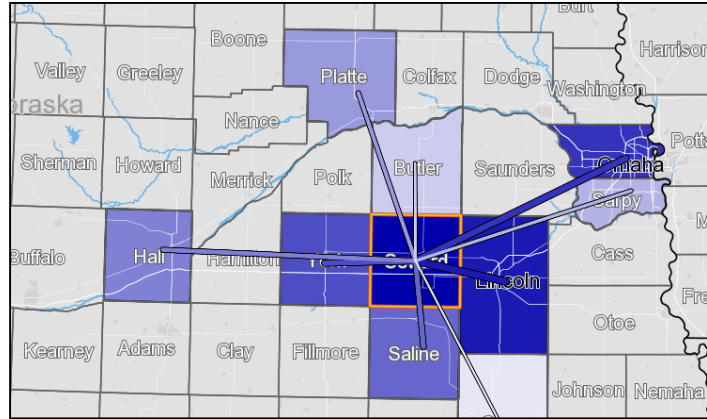
Table 3 (continued)

By Counties

Job Counts by Counties Where Workers are Employed

2015

	Count	Share
Seward County, NE	3,001	38.2%
Lancaster County, NE	2,686	34.2%
Douglas County, NE	446	5.7%
York County, NE	247	3.1%
Saline County, NE	238	3.0%
Hall County, NE	109	1.4%
Platte County, NE	100	1.3%
Sarpy County, NE	98	1.2%
Butler County, NE	87	1.1%
Gage County, NE	54	0.7%
All Other Locations	783	10.0%

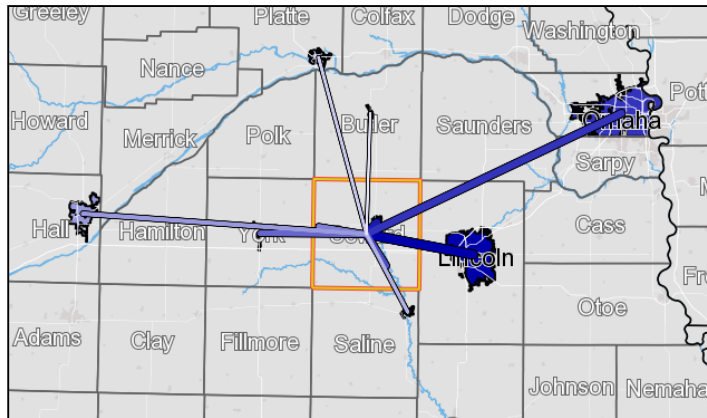


By Places (top 10)

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

2015

	Count	Share
Lincoln city, NE	2,555	32.6%
Seward city, NE	1,967	25.1%
Omaha city, NE	396	5.0%
Milford city, NE	291	3.7%
York city, NE	173	2.2%
Utica village, NE	116	1.5%
Grand Island city, NE	99	1.3%
Crete city, NE	83	1.1%
Columbus city, NE	76	1.0%
David City city, NE	61	0.8%
All Other Locations	2,032	25.9%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, January 2019

People also travel from other locations to work in Seward 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 Seward County. The Census identified 5,849 primary jobs within Seward County. As Table 4 indicates, 98.2 percent of these jobs are held by Nebraska residents. Approximately 51.3 percent of Seward County workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

Home Destination Report

Where Workers Live Who are Employed in the Selection Area

2015

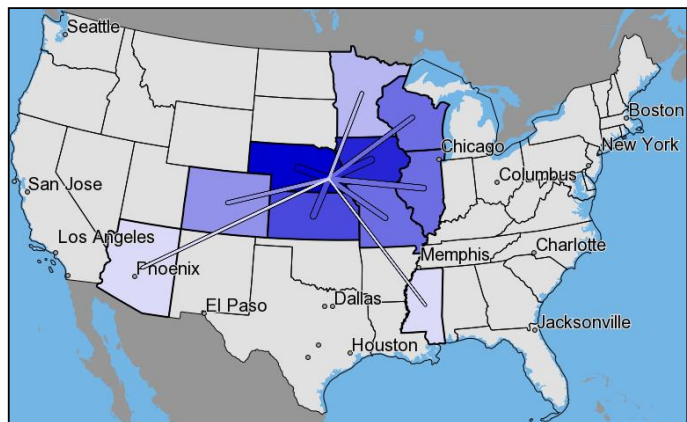
	Count	Share
Total Primary Jobs	5,849	100.0%

By States

Job Counts by States Where Workers Live

2015

	Count	Share
Nebraska	5,741	98.2%
Iowa	31	0.5%
Kansas	26	0.4%
Illinois	8	0.1%
Missouri	8	0.1%
Wisconsin	8	0.1%
Colorado	7	0.1%
Minnesota	6	0.1%
Arizona	3	0.1%
Mississippi	3	0.1%
All Other Locations	8	0.1%

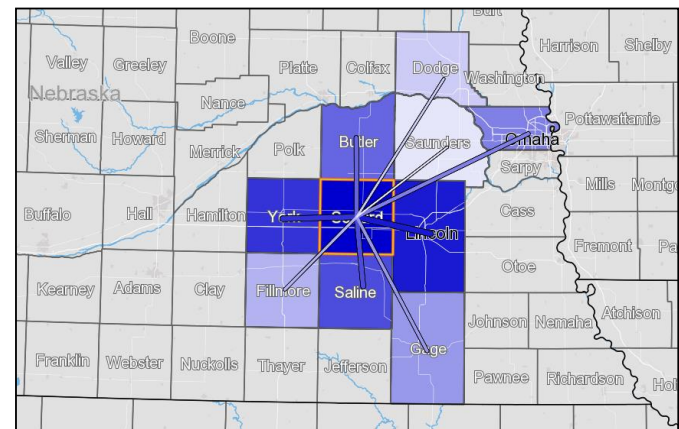


By Counties

Job Counts by Counties Where Workers Live

2015

	Count	Share
Seward County, NE	3,001	51.3%
Lancaster County, NE	986	16.9%
York County, NE	237	4.1%
Saline County, NE	205	3.5%
Butler County, NE	158	2.7%
Douglas County, NE	94	1.6%
Gage County, NE	87	1.5%
Fillmore County, NE	70	1.2%
Dodge County, NE	53	0.9%
Saunders County, NE	52	0.9%
All Other Locations	906	15.5%

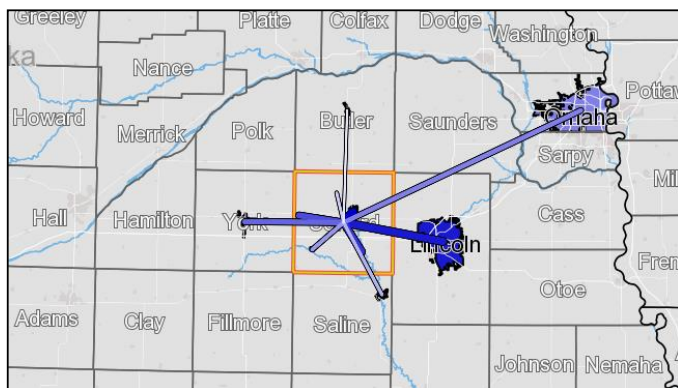


Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, January 2019

Table 4 (continued)

By Places (top 10)**Job Counts by Places (Cities, CDPs, etc.) Where Workers Live****2015**

	Count	Share
Seward city, NE	1,434	24.5%
Lincoln city, NE	865	14.8%
Milford city, NE	286	4.9%
Utica village, NE	169	2.9%
York city, NE	96	1.6%
Omaha city, NE	79	1.4%
Beaver Crossing village, NE	55	0.9%
Crete city, NE	49	0.8%
Staplehurst village, NE	42	0.7%
David City city, NE	39	0.7%
All Other Locations	2,735	46.8%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, January 2019

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

Table 5

Inflow/Outflow Report**Selection Area Labor Market Size (Primary Jobs)**

	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	5,849	100.0%	5,740	100.0%	5,880	100.0%
Living in the Selection Area	7,849	134.2%	7,892	137.5%	7,432	126.4%
Net Job Inflow (+) or Outflow (-)	-2,000	-	-2,152	-	-1,552	-

In-Area Labor Force Efficiency (Primary Jobs)

	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	7,849	100.0%	7,892	100.0%	7,432	100.0%
Living and Employed in the Selection Area	3,001	38.2%	2,901	36.8%	2,832	38.1%
Living in the Selection Area but Employed Outside	4,848	61.8%	4,991	63.2%	4,600	61.9%

In-Area Employment Efficiency (Primary Jobs)

	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	5,849	100.0%	5,740	100.0%	5,880	100.0%
Employed and Living in the Selection Area	3,001	51.3%	2,901	50.5%	2,832	48.2%
Employed in the Selection Area but Living Outside	2,848	48.7%	2,839	49.5%	3,048	51.8%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	4,848	100.0%	4,991	100.0%	4,600	100.0%
Workers Aged 29 or younger	1,140	23.5%	1,176	23.6%	1,011	22.0%
Workers Aged 30 to 54	2,586	53.3%	2,628	52.7%	2,499	54.3%
Workers Aged 55 or older	1,122	23.1%	1,187	23.8%	1,090	23.7%
Workers Earning \$1,250 per month or less	970	20.0%	1,059	21.2%	917	19.9%
Workers Earning \$1,251 to \$3,333 per month	1,643	33.9%	1,858	37.2%	1,702	37.0%
Workers Earning More than \$3,333 per month	2,235	46.1%	2,074	41.6%	1,981	43.1%
Workers in the "Goods Producing" Industry Class	950	19.6%	923	18.5%	911	19.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,180	24.3%	1,218	24.4%	1,090	23.7%
Workers in the "All Other Services" Industry Class	2,718	56.1%	2,850	57.1%	2,599	56.5%

Inflow Job Characteristics (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	2,848	100.0%	2,839	100.0%	3,048	100.0%
Workers Aged 29 or younger	641	22.5%	622	21.9%	681	22.3%
Workers Aged 30 to 54	1,440	50.6%	1,485	52.3%	1,602	52.6%
Workers Aged 55 or older	767	26.9%	732	25.8%	765	25.1%
Workers Earning \$1,250 per month or less	539	18.9%	570	20.1%	656	21.5%
Workers Earning \$1,251 to \$3,333 per month	1,121	39.4%	1,099	38.7%	1,249	41.0%
Workers Earning More than \$3,333 per month	1,188	41.7%	1,170	41.2%	1,143	37.5%
Workers in the "Goods Producing" Industry Class	900	31.6%	855	30.1%	911	29.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	740	26.0%	741	26.1%	759	24.9%
Workers in the "All Other Services" Industry Class	1,208	42.4%	1,243	43.8%	1,378	45.2%

Interior Flow Job Characteristics (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	3,001	100.0%	2,901	100.0%	2,832	100.0%
Workers Aged 29 or younger	570	19.0%	566	19.5%	575	20.3%
Workers Aged 30 to 54	1,527	50.9%	1,480	51.0%	1,474	52.0%
Workers Aged 55 or older	904	30.1%	855	29.5%	783	27.6%
Workers Earning \$1,250 per month or less	661	22.0%	669	23.1%	676	23.9%
Workers Earning \$1,251 to \$3,333 per month	1,091	36.4%	1,120	38.6%	1,119	39.5%
Workers Earning More than \$3,333 per month	1,249	41.6%	1,112	38.3%	1,037	36.6%
Workers in the "Goods Producing" Industry Class	874	29.1%	929	32.0%	832	29.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	448	14.9%	397	13.7%	393	13.9%
Workers in the "All Other Services" Industry Class	1,679	55.9%	1,575	54.3%	1,607	56.7%

Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, January 2019

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Seward County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Seward County is less in 2015 compared to 2014. The distribution of miles traveled to work has also shifted since 2013. Figure 1 shows the location and concentration of these workplaces.

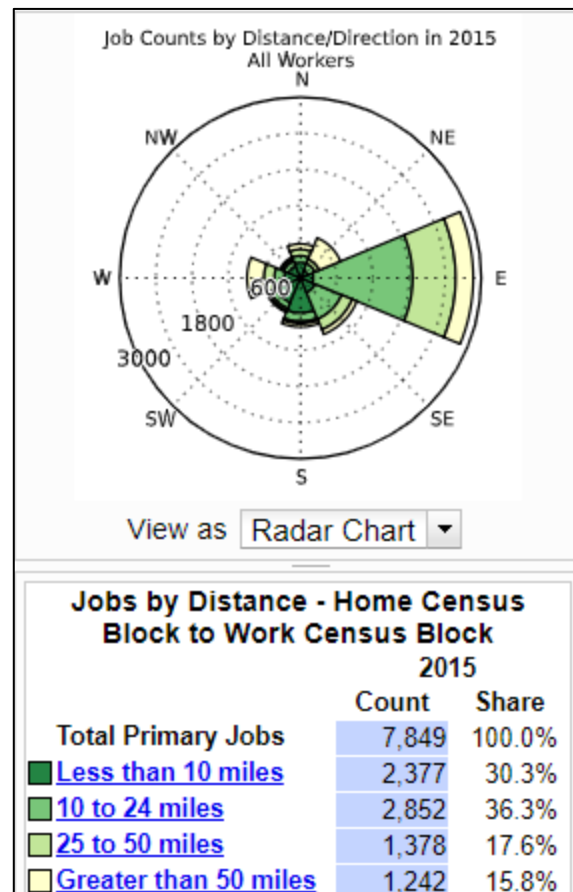
Table 6 **Distance/Direction Report - Home to Work Census Block**
Live within study area - distance to work

Job Counts in Work Blocks by Distance Only

	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	7,849	100.0%	7,892	100.0%	7,432	100.0%
Less than 10 miles	2,377	30.3%	2,305	29.2%	2,274	30.6%
10 to 24 miles	2,852	36.3%	2,901	36.8%	2,669	35.9%
25 to 50 miles	1,378	17.6%	1,341	17.0%	1,341	18.0%
Greater than 50 miles	1,242	15.8%	1,345	17.0%	1,148	15.4%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, January 2019

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, January 2019

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Seward County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Seward County has increased since 2014. The data also show the majority of Seward County employees continue to travel less than 25 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

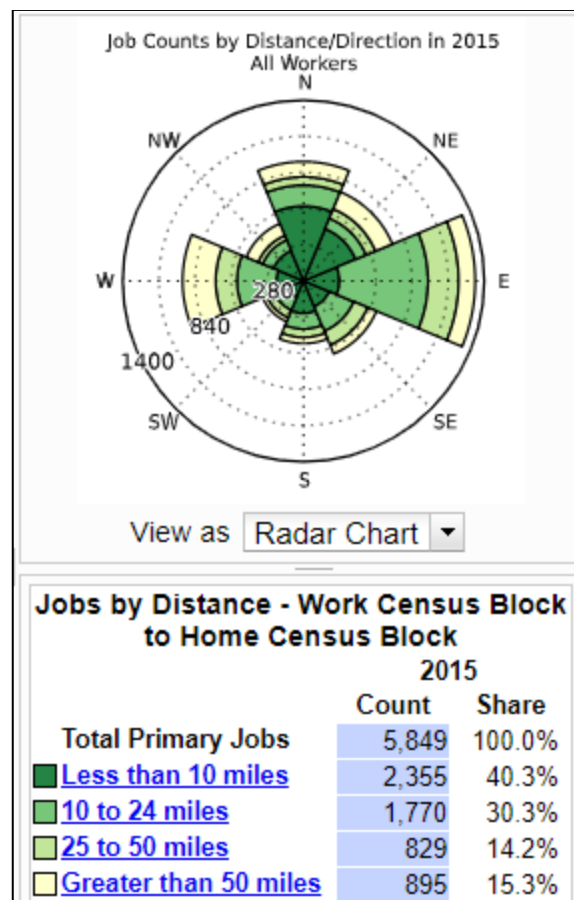
Live within study area - distance to home

Job Counts in Home Blocks by Distance Only

	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	5,849	100.0%	5,740	100.0%	5,880	100.0%
Less than 10 miles	2,355	40.3%	2,281	39.7%	2,269	38.6%
10 to 24 miles	1,770	30.3%	1,661	28.9%	1,715	29.2%
25 to 50 miles	829	14.2%	876	15.3%	882	15.0%
Greater than 50 miles	895	15.3%	922	16.1%	1,014	17.2%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, January 2019

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, January 2019

Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Seward County and the surrounding area. As Table 8 indicates, Seward County's population experienced an average annual increase of 0.4 percent between 1970 and 2010 for a total increase of 15.8 percent or 2,290 people. This population increase compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Seward County reported an average annual 0.3 percent increase in population from 2010 to 2017 (411 people total).

Table 8

**County Population, 1970–2017,
Seward County & the Surrounding Area**

Location	---Year---						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2017	1970-2010	2010-2017
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,920,076	0.5	0.7
Seward County	14,460	15,789	15,450	16,496	16,750	17,161	0.4	0.3
Butler County	9,461	9,330	8,601	8,861	8,395	8,053	-0.3	-0.6
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,582	-0.8	-0.8
Lancaster County	167,972	192,884	213,641	250,291	285,407	314,358	1.3	1.4
Polk County	6,468	6,320	5,668	5,639	5,406	5,328	-0.4	-0.2
Saline County	12,809	13,131	12,715	13,843	14,200	14,441	0.3	0.2
Saunders County	17,018	18,716	18,285	19,830	20,780	21,057	0.5	0.2
York County	13,685	14,798	14,428	14,598	13,665	13,806	0.0	0.1

Source: U.S. Bureau of the Census, Census of Population, March 2018

Table 9 data reveals the population of Seward County's incorporated places as a whole experienced an average annual population increase of 0.5 percent from 1970 to 2010 and an average annual increase of 0.2 percent from 2010 to 2017 for a total increase of 24.7 percent (2,311 people) from 1970 to 2017. Seward, the county's largest city, reported a 35.6 percent increase in population (1,887 people) between 1970 and 2017. The unincorporated areas outside of the selected communities experienced a 7.7 percent decrease (390 people) during the period 1970–2017.

Table 9

**County Population, 1970–2017,
Seward County Communities & Unincorporated Areas**

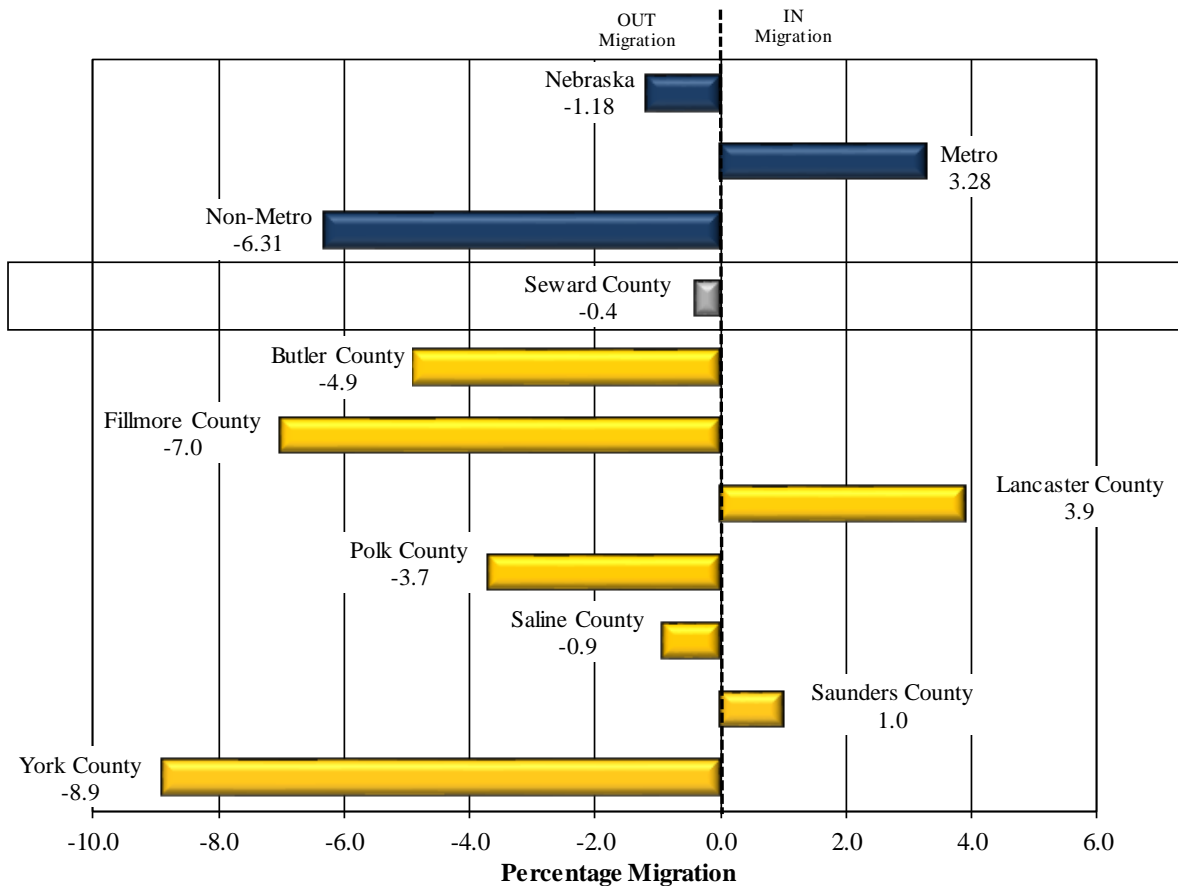
Location	---Year---						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2017	1970-2010	2010-2017
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,920,076	0.5	0.7
Seward County	14,460	15,789	15,450	16,496	16,750	17,161	0.4	0.3
Beaver Crossing	400	458	448	457	403	409	0.0	0.2
Bee	156	192	209	223	191	187	0.5	-0.3
Cordova	141	129	147	127	137	132	-0.1	-0.5
Garland	244	257	247	247	216	216	-0.3	0.0
Goehner	113	165	192	186	154	155	0.8	0.1
Milford	1,846	2,108	1,942	2,070	2,090	2,080	0.3	-0.1
Pleasant Dale	258	259	253	245	205	210	-0.6	0.3
Seward	5,294	5,713	5,862	6,319	6,964	7,181	0.7	0.4
Staplehurst	227	306	281	270	242	233	0.2	-0.5
Tamora	93	50	51	0	58	46	-1.2	-3.3
Utica	602	689	725	844	861	836	0.9	-0.4
Total Incorporated Places	9,374	10,326	10,357	10,988	11,521	11,685	0.5	0.2
Unincorporated Areas	5,086	5,463	5,093	5,508	5,229	5,476	0.1	0.7

Source: U.S. Bureau of the Census, Census of Population, May 2018

The next two charts (Chart 6 and 7) graphically depict the migration patterns for Nebraska, Seward 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, Seward County experienced a net out-migration of 63 people or 0.4 percent of its 2000 population.

Chart 6

2000–2010 Net Migration as Percent of 2000 Population, Seward County & the Surrounding Area

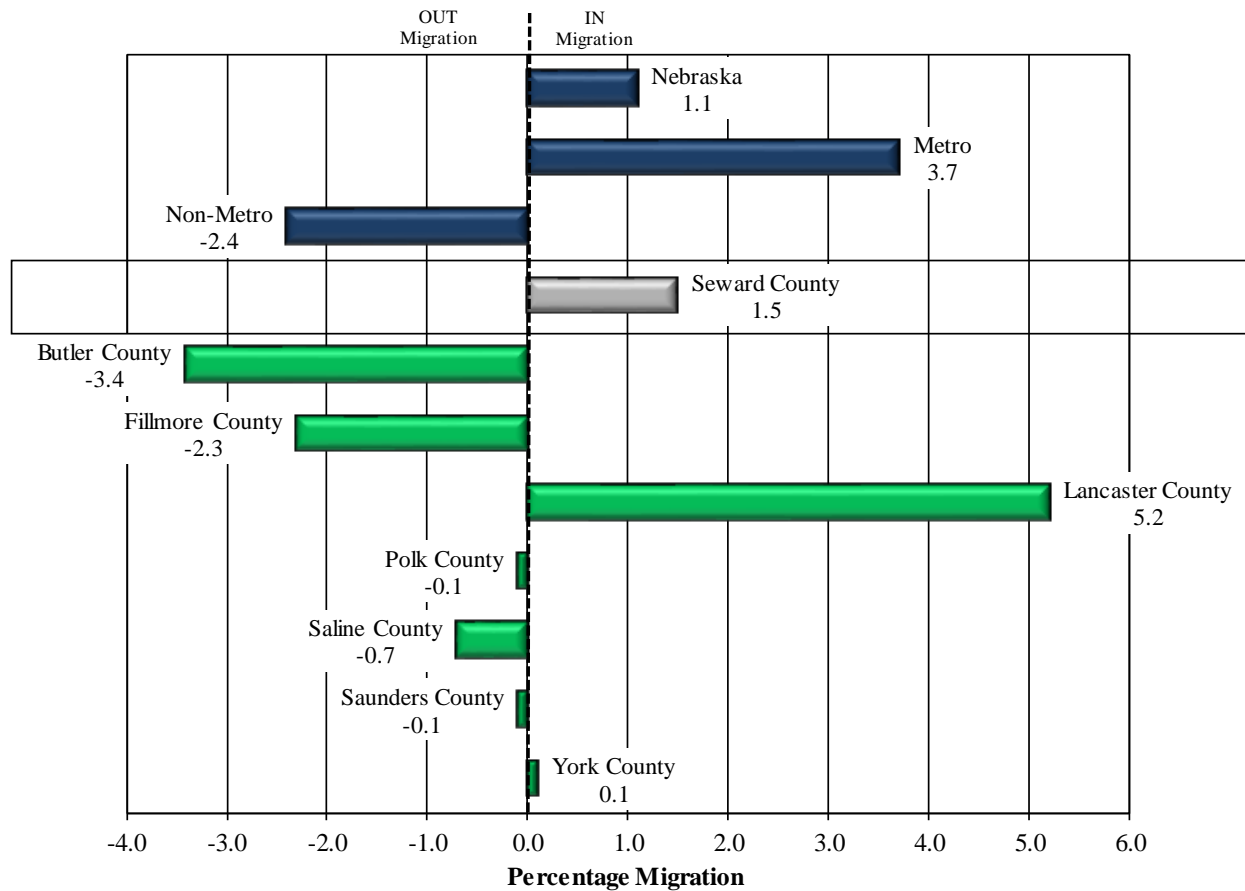


Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2017 (Chart 7), Seward County experienced a net in-migration of 247 people or 1.5 percent of its 2010 population.

Chart 7

2010–2017 Net Migration as Percent of 2010 Population, Seward County & the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, March 2018

The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2012–2016, 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.

Table 10 data show the current population one-year or older is 357 greater than the number of people living in Seward County one-year ago. This indicates Seward County experienced a net increase in its population age one and older and in-migration was greater than out-migration plus the number of deaths.

Table 10

**Seward County, Nebraska, 2012–2016, Five-Year Estimate,
Population Change Due to Migration & Mortality**

Current population one-year or older	16,863
Number of people living in the area one-year ago	16,506
Population change due to migration and mortality	357

Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States*
& *Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States*;
accessed March 2018.

The 2012–2016, five-year estimates in Table 11 reveal a net gain of 51 people from other Nebraska counties and a net gain of 299 people from other states for a total net gain of 350 people one-year or older. As shown in Table 11, net gains occurred in the age groups Age 1 to 17 (gain of 199), Age 18 to 24 (gain of 111), Age 25 to 44 (gain of 89), Age 45 to 64 (gain of 34), Age 45 to 64 (gain of 34) and net losses in age groups Age 65 and over (loss of 83).

Table 11 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was a gain in residents with a HS diploma or less, (gain of 20), bachelor's degree, associate's degree, or some college (gain of 32) and a loss of residents with a graduate or professional degree (loss of 12).

Table 11

**Seward County, Nebraska, 2012–2016, Five-Year Estimate,
Population Change Due to Migration & Mortality**

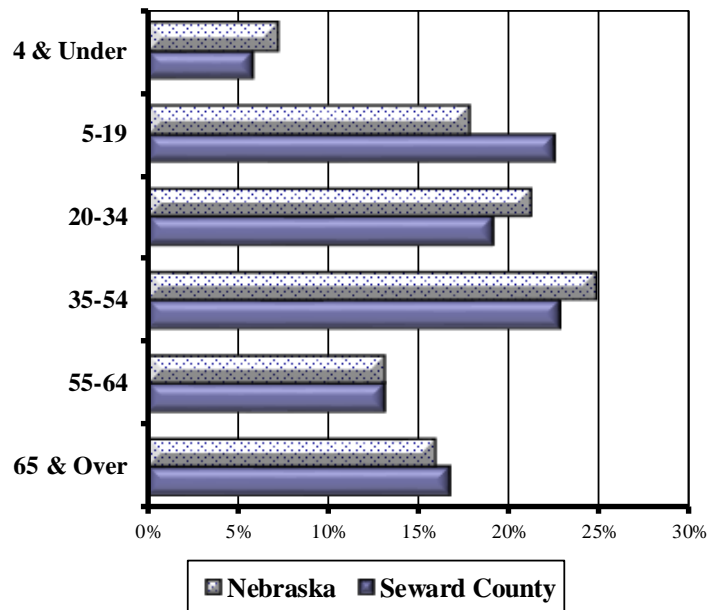
- - Part A: By Age Group - -							
Age Group	Moved to Different Nebraska County	Moved From Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	90	201	111	27	115	88	199
Age 18 to 24	413	392	-21	84	216	132	111
Age 25 to 44	196	249	53	104	140	36	89
Age 45 to 64	133	136	3	14	45	31	34
Age 65 and over	147	52	-95	38	50	12	-83
Total	979	1,030	51	267	566	299	350
- - Part B: By Educational Attainment - -							
Educational Attainment	Moved to Different Nebraska County	Moved From Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	169	139	-30	44	94	50	20
Bachelor's or some college	266	259	-7	76	115	39	32
Grad. or Prof. degree	41	39	-2	36	26	-10	-12
Total	476	437	-39	156	235	79	40

Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States; Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States; Geographical Mobility In The Past Year By Educational Attainment For Current Residence In The United States & Geographical Mobility In The Past Year By Educational Attainment For Residence 1 Year Ago In The United States*; accessed March 2018.

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 Seward County. The population of Seward County is older in age than Nebraska as a whole. The median age for Seward County residents in 2017 was 37.3 years of age compared to 36.4 years of age for residents of Nebraska as a whole.

Chart 8

Age Distribution of the Population, 2017, Seward County & Nebraska



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2018.

Table 12

Age Distribution of the Population, 2017, Seward County & Nebraska

	2017 Population		Percent	
	Nebraska	Seward County	Nebraska	Seward County
4 & Under	133,061	995	7.2%	5.8%
5-19	331,029	3,858	17.8%	22.5%
20-34	393,406	3,272	21.2%	19.1%
35-54	459,836	3,917	24.8%	22.8%
55-64	242,601	2,254	13.1%	13.1%
65 & Over	295,373	2,865	15.9%	16.7%
Total	1,855,306	17,161	100%	100%
Median Age	36.4	37.3		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2018.

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Seward County and the surrounding counties both as a total and by gender. These are five-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

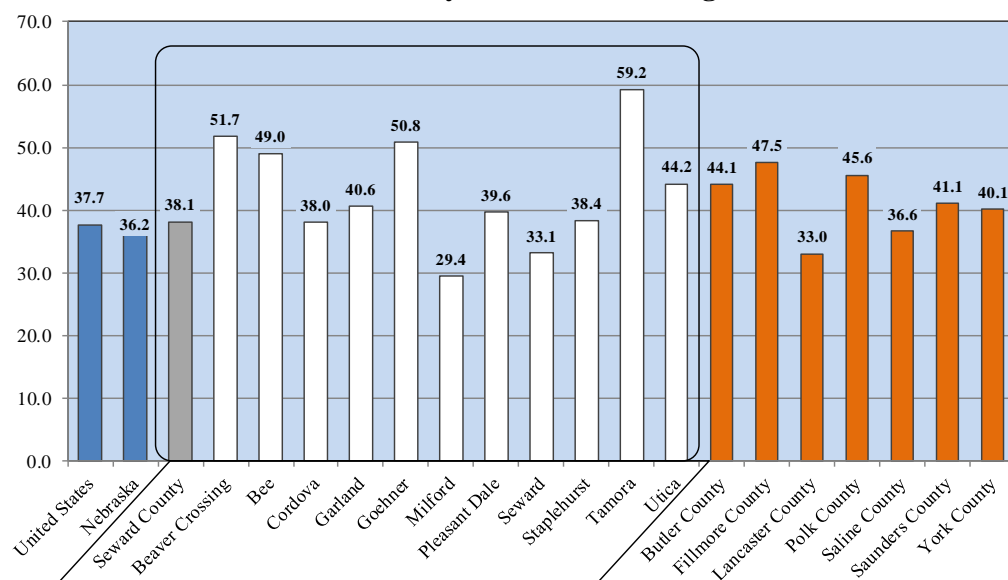
**Median Age by Location and Gender,
Five-Year Estimate, 2012–2016,
Seward County & the Surrounding Area**

	Median Age		
	Total	Male	Female
United States	37.7	36.3	39.0
Nebraska	36.2	35.1	37.5
Seward County	38.1	36.4	39.9
Beaver Crossing	51.7	54.3	51.2
Bee	49.0	35.5	49.4
Cordova	38.0	54.4	33.5
Garland	40.6	43.9	33.8
Goehner	50.8	50.3	51.1
Milford	29.4	23.6	37.4
Pleasant Dale	39.6	39.0	39.6
Seward	33.1	31.5	35.1
Staplehurst	38.4	38.0	38.4
Tamora	59.2	43.9	59.2
Utica	44.2	44.5	44.1
Butler County	44.1	42.4	46.7
Fillmore County	47.5	46.3	49.3
Lancaster County	33.0	32.2	33.9
Polk County	45.6	45.2	46.2
Saline County	36.6	35.7	37.4
Saunders County	41.1	40.5	42.1
York County	40.1	37.3	42.8

Source: U.S. Census Bureau, 2012-2016 American Community Survey, March 2018

Chart 9

**Median Age by Location, Five-Year Estimate, 2012–2016,
Seward County & the Surrounding Area**



Source: U.S. Census Bureau, 2012-2016 American Community Survey, March 2018.

Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Seward County and the surrounding area for 2017. 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

2017 Retail Sales (Non-Motor Vehicle) Pull Factors, Nebraska, Seward County & Surrounding Counties

	2017 Population	2017 Retail Sales (x \$1,000)	2017 Per Cap Sales (\$)	2017 Pull Factor
Nebraska	1,920,076	23,755,032	12,372	1.00
Non-Metro Nebraska	862,659	8,675,366	10,057	0.81
Seward County	17,161	107,267	6,251	0.51
Butler County	8,053	43,282	5,375	0.43
Fillmore County	5,582	34,093	6,108	0.49
Lancaster County	314,358	3,892,522	12,382	1.00
Polk County	5,328	32,244	6,052	0.49
Saline County	14,441	85,986	5,954	0.48
Saunders County	21,057	102,256	4,856	0.39
York County	13,806	201,048	14,562	1.18

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2018

Chart 10

Reviewing the pull factors at the county level indicates Seward County experiences net retail leakages. The 2017 pull factor of 0.51 indicates, on a per capita basis, retail sales in Seward County are considerably 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 Seward County (0.51) with the pull factor for the non-metropolitan area of Nebraska (0.81) indicates per capita retail sales in Seward County are 37.8 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

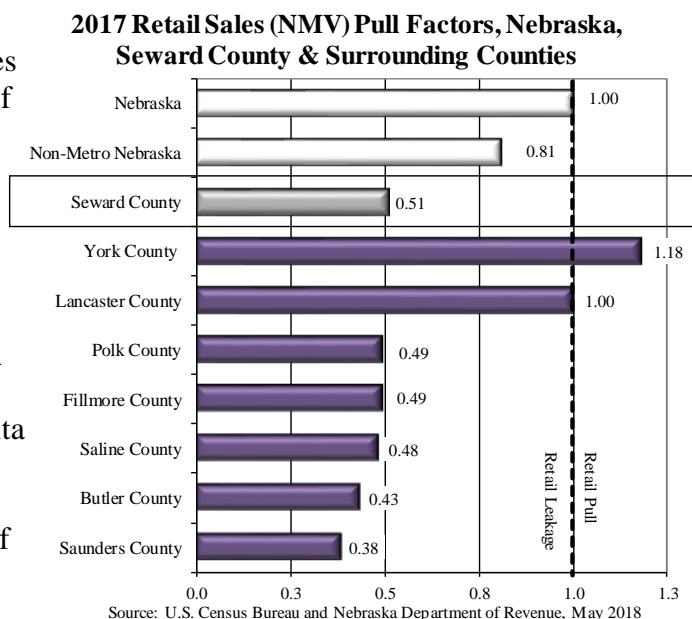


Table 15 and Chart 11 compare the 2017 pull factors for selected area communities. The community of Seward's pull factor of 0.94 indicates that, on a per capita basis, non-motor vehicle retail sales in Seward are approximately 6.0 percent less than the state's average per capita sales.

Table 15

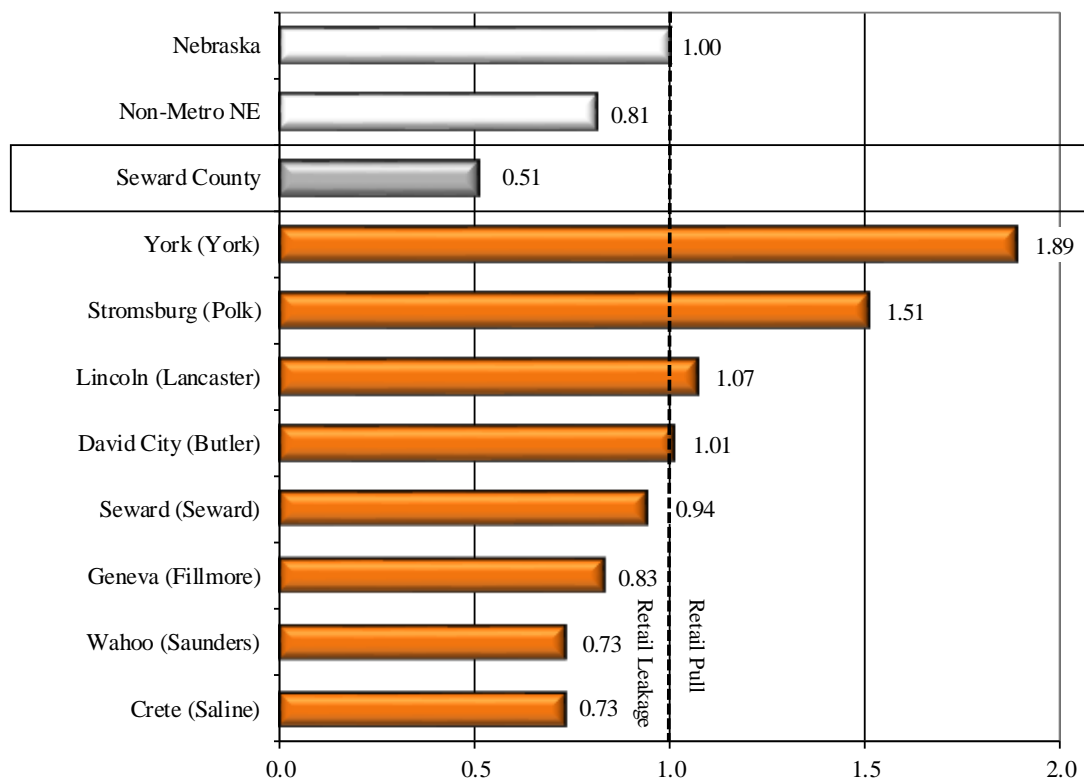
2017 Retail Sales (Non-Motor Vehicle) Pull Factors, Nebraska, Seward County & Selected Study Area Communities

	2017 Population	2017 Retail Sales (x \$1,000)	2017 Per Cap Sales (\$)	2017 Pull Factor
Nebraska	1,920,076	23,755,032	12,372	1.00
Non-Metro Nebraska	862,659	8,675,366	10,057	0.81
Seward County	17,161	107,267	6,251	0.51
Seward (Seward)	7,181	83,505	11,629	0.94
David City (Butler)	2,823	35,174	12,460	1.01
Geneva (Fillmore)	2,122	21,785	10,266	0.83
Lincoln (Lancaster)	284,736	3,765,281	13,224	1.07
Stromsburg (Polk)	1,158	21,648	18,694	1.51
Crete (Saline)	7,160	64,363	8,989	0.73
Wahoo (Saunders)	4,471	40,132	8,976	0.73
York (York)	7,862	184,309	23,443	1.89

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2018

Chart 11

2017 Retail Sales (NMV) Pull Factors, Nebraska, Seward County & Selected Study Area Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2018

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2017 pull factors into the communities reporting retail sales figures within Seward County. As this table indicates, the community of Seward had the strongest pull factor (0.94) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.51 for Seward County in 2017.

Table 16

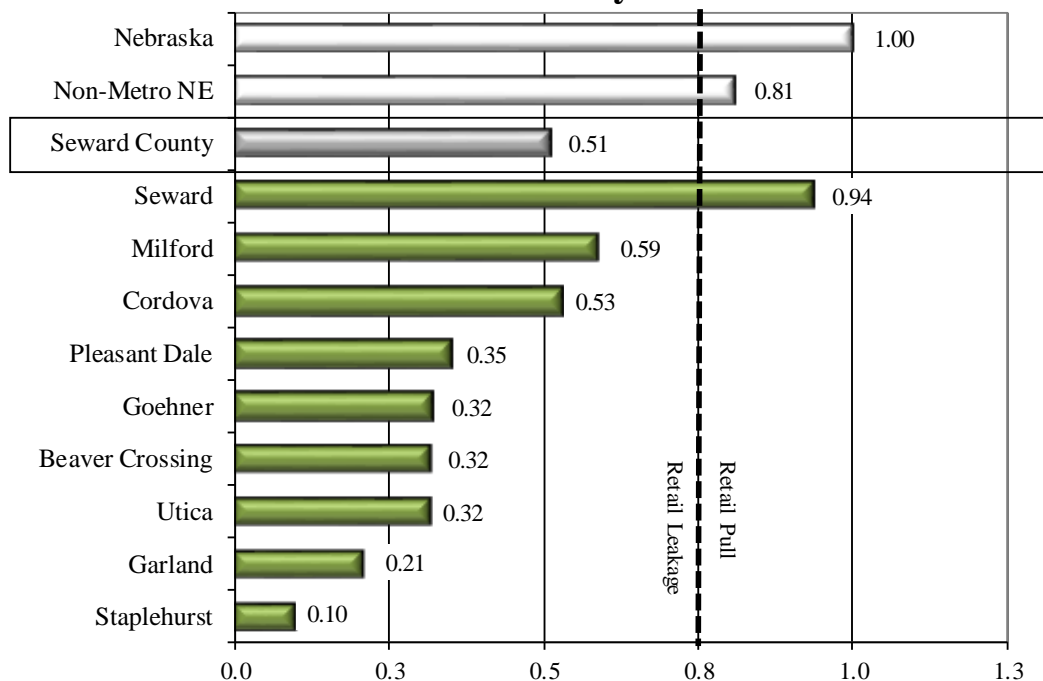
2017 Retail Sales (Non-Motor Vehicle) Pull Factors, Nebraska & Available Seward County Area Communities

	2017 Population	2017 Retail Sales (x \$1,000)	2017 Per Cap Sales (\$)	2017 Pull Factor
Nebraska	1,920,076	23,755,032	12,372	1.00
Non-Metro Nebraska	862,659	8,675,366	10,057	0.81
Seward County	17,161	107,267	6,251	0.51
Seward	7,181	83,505	11,629	0.94
Milford	2,080	15,134	7,276	0.59
Utica	836	3,311	3,960	0.32
Beaver Crossing	409	1,607	3,928	0.32
Staplehurst	233	288	1,236	0.10
Garland	216	574	2,657	0.21
Pleasant Dale	210	910	4,333	0.35
Goehner	155	623	4,018	0.32
Cordova	132	872	6,609	0.53

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2018

Chart 12

2017 Retail Sales (NMV) Pull Factors, Nebraska & Available Seward County Area Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2018

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2017 pull factors for Nebraska, Seward, and eight other similarly sized communities selected from around the state. York's pull factor of 1.89 leads the group for 2017 thus indicating York has greater retail pull.

Table 17

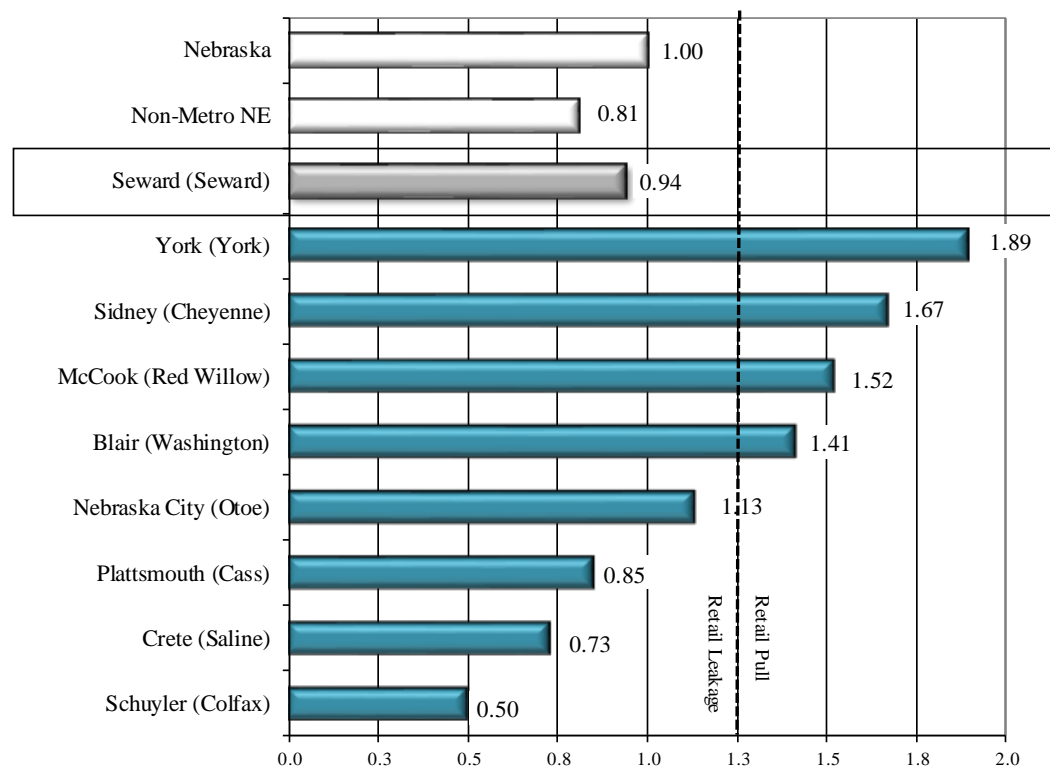
2017 Retail Sales (Non-Motor Vehicle) Pull Factors, Seward & Other Similarly Sized Nebraska Communities

	2017 Population	2017 Retail Sales (x \$1,000)	2017 Per Cap Sales (\$)	2017 Pull Factor
Nebraska	1,920,076	23,755,032	12,372	1.00
Non-Metro Nebraska	862,659	8,675,366	10,057	0.81
Seward (Seward)	7,181	83,505	11,629	0.94
Schuyler (Colfax)	6,212	38,555	6,207	0.50
Plattsmouth (Cass)	6,451	67,839	10,516	0.85
Sidney (Cheyenne)	6,620	136,528	20,624	1.67
Crete (Saline)	7,160	64,363	8,989	0.73
Nebraska City (Otoe)	7,313	102,075	13,958	1.13
McCook (Red Willow)	7,540	141,785	18,804	1.52
York (York)	7,862	184,309	23,443	1.89
Blair (Washington)	8,091	141,237	17,456	1.41

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2018

Chart 13

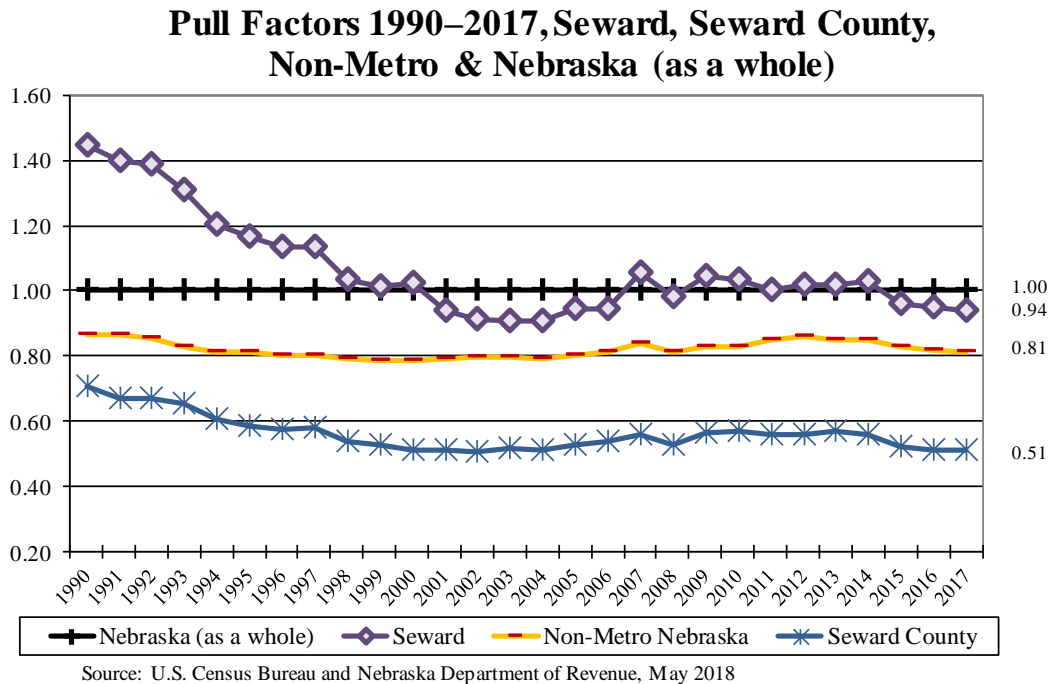
2017 Retail Sales (NMV) Pull Factors, Seward & Other Similarly Sized Nebraska Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2018

Chart 14 illustrates the pull factor trend for Seward, Seward County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2017. In examining the time line, the City of Seward shows retail pull beginning the study period considerably above the state average before falling below in 2001, then fluctuating above and below the state average (as a whole) the rest of the study period, ending at 0.94. Data within Seward County (as a whole) shows the pull factor considerably below the non-metropolitan county average and the Nebraska (as a whole) average throughout the entire time period.

Chart 14



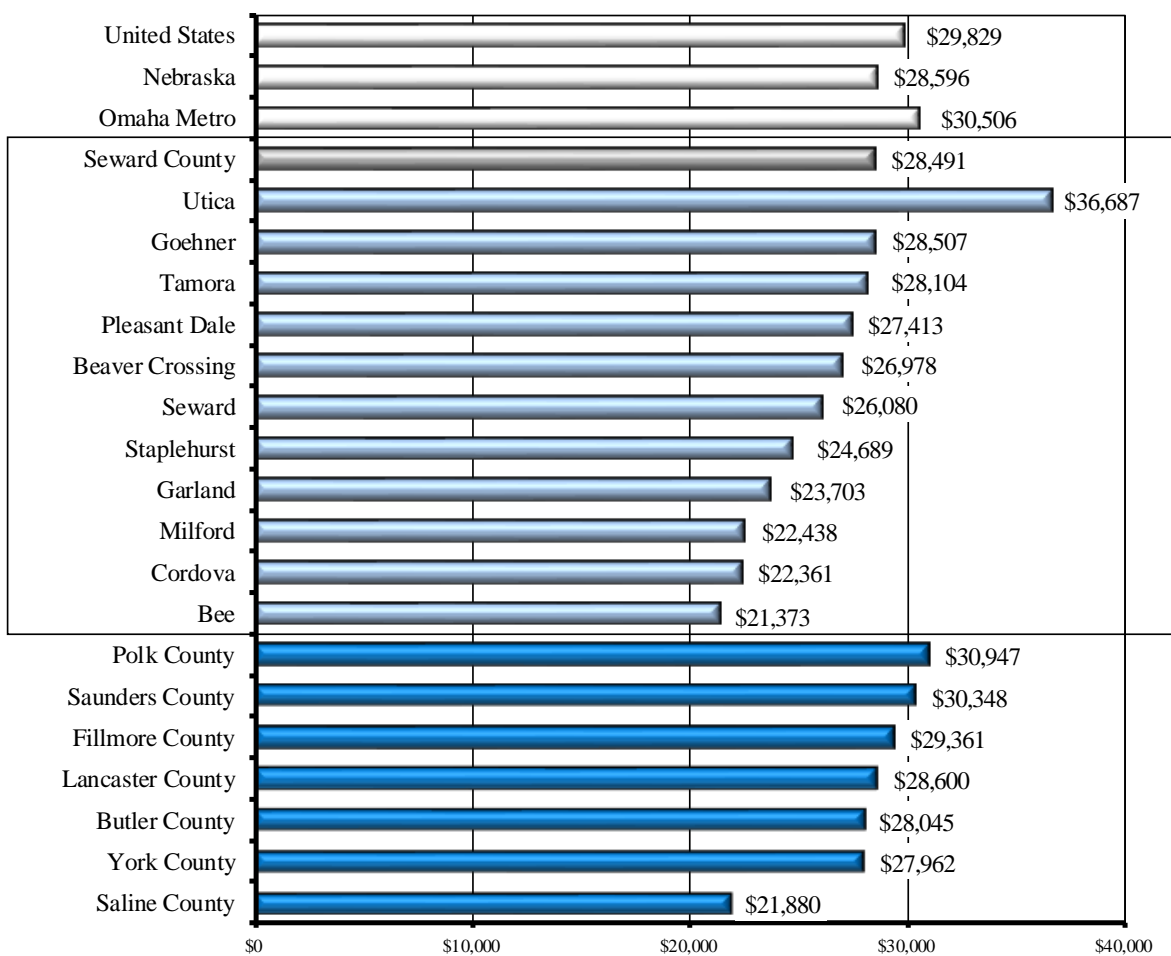
Per Capita Personal Income

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 2012–2016, five-year estimates show per capita personal income for Seward County is estimated to be \$28,491 compared to \$28,596 for Nebraska as a whole.

Chart 15

Per Capita Personal Income, 2012–2016, Five-Year Estimate, Nebraska, Seward County & Surrounding Counties



Source: U.S. Census Bureau 2012–2016 American Community Survey, accessed March 2018.

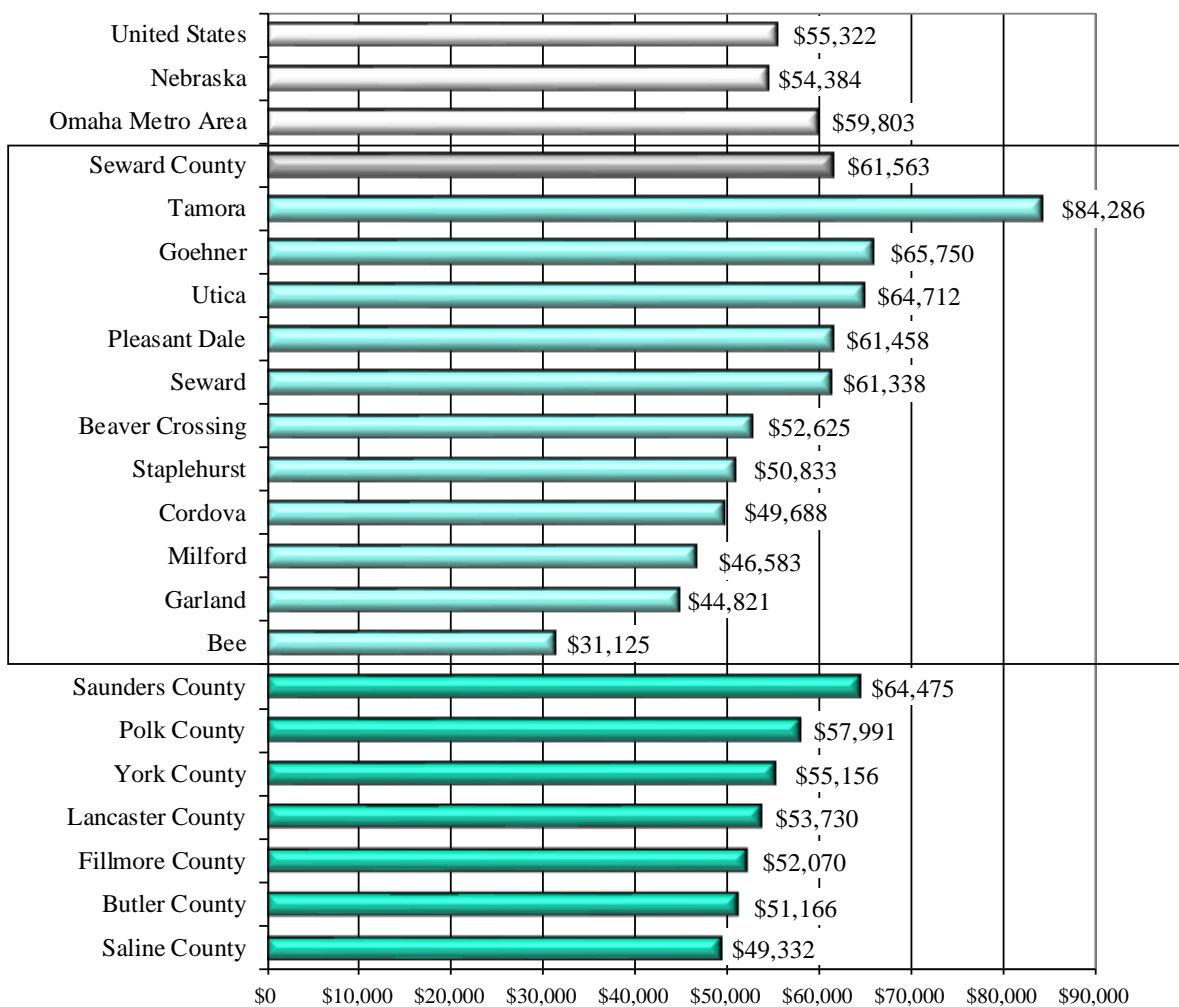
Median Household Income

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 2012–2016, five-year estimates show median household income for Seward County is estimated to be \$61,563 compared to \$54,384 for Nebraska as a whole.

Chart 16

Median Household Income, 2012–2016, Five-Year Estimate, Nebraska, Seward County & Surrounding Counties



Source: U.S. Census Bureau, 2012–2016 American Community Survey, accessed March 2018.