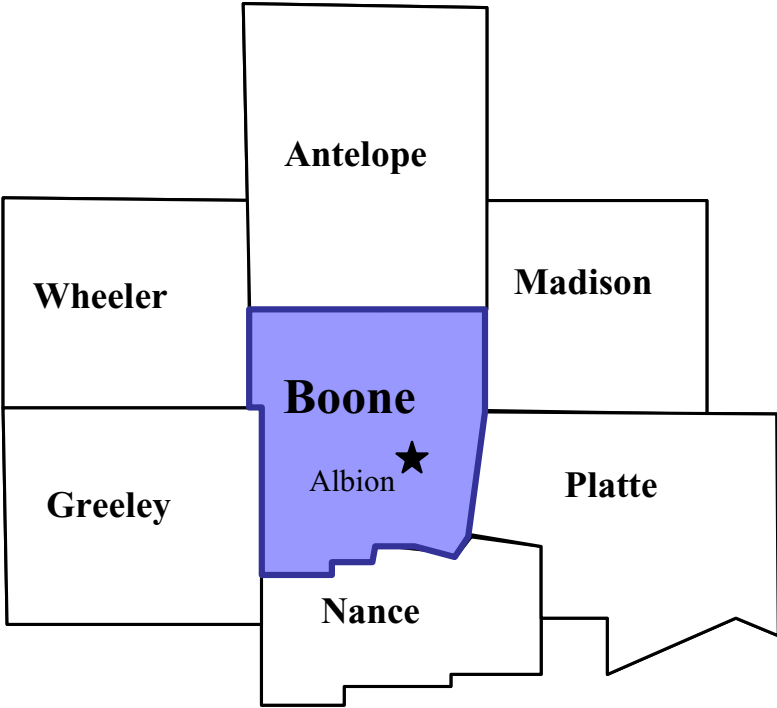


Economic and Demographic Trends

Albion, Boone County, and the Surrounding Area



August 2007

Prepared by:
Jenny Overhue, Economic Research Specialist
Nebraska Public Power District
Economic Development Department
PO Box 499, 1414 15th Street
Columbus, NE 68602-0499
(402) 563-5807 • jloverh@nppd.com

Available Online @ sites.nppd.com



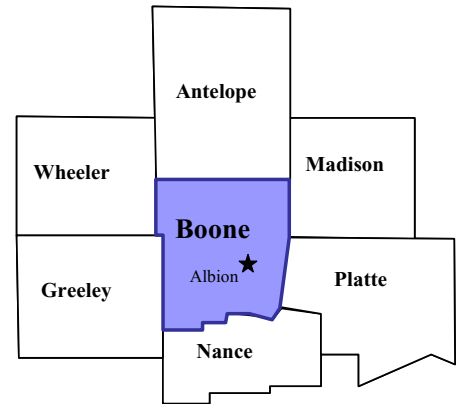
Nebraska Public Power District

"Always there when you need us"

Economic and Demographic Trends in Albion, Boone County, and the Surrounding Area

Figure 1

The attached information provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for the city of Albion and Boone 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 Boone County, other counties included in this area are Antelope, Greeley, Madison, Nance, Platte, and Wheeler. The retail sales section also compares retail growth between Albion 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 Boone 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 | € Professional & Business Services (PBS) |
| € Natural Resources & Construction | € Education & Health Services |
| € Trade (Retail & Wholesale) | € Leisure & Hospitality |
| € Transportation, Warehousing & Utilities (TWU) | € Other Services (except Public) |
| € Information | € Government |
| € Financial Activities | |

For the purpose of this study, three sectors have been combined in an effort to avoid disclosure of individual reporting units. The combined sectors include: Manufacturing, Information, and Professional and Business Services. There are significant differences between the distribution of non-farm wage and salary employment in Boone County and the non-metropolitan distribution. The largest variances fall in the Manufacturing, Trade, and Leisure & Hospitality sectors. Deviations from the non-metropolitan state distribution of employment are noted in Chart 1 (next page). The more significant deviations include the following:

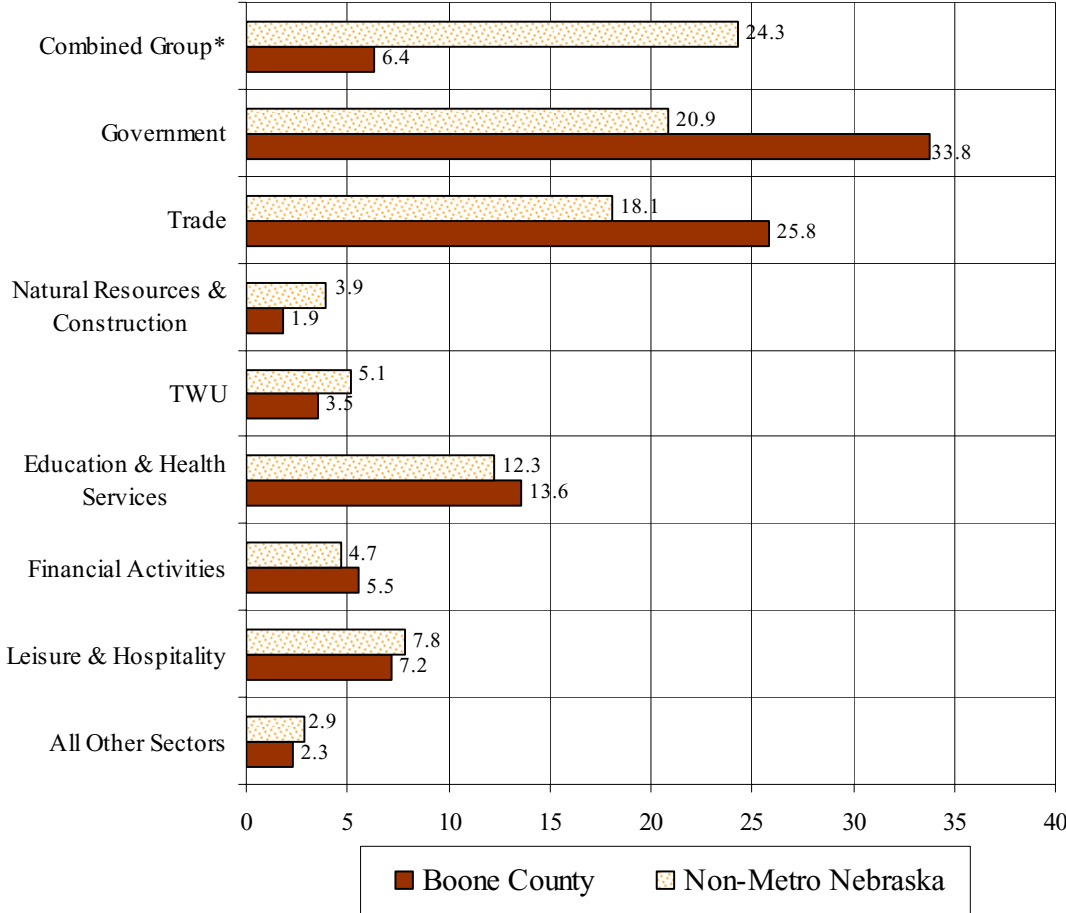
- € Combined Group (6.4 percent Boone County vs. 24.3 percent non-metropolitan)
- € Government (33.8 percent Boone County vs. 20.9 percent non-metropolitan)
- € Trade (25.8 percent Boone County vs. 18.1 percent non-metropolitan).

Chart 1 graphically displays the variances among employment by major economic sectors in Boone County and non-metropolitan Nebraska.

The largest deviation between Boone County and non-metropolitan Nebraska employment sectors falls in the Combined Group sector having 6.4 percent employment (116 employees) compared to non-metropolitan Nebraska employment at 24.3 percent of the workforce.

Chart 1

**Non-Farm Wage & Salary Employment by Major Economic Sector
 Boone County & Non-Metropolitan Nebraska, 2006**



Source: Nebraska Department of Labor, Labor Market Information, 2007
 *Data combined to avoid individual disclosure. Combined Group consists of the Manufacturing, Information, and Professional & Business Services sectors.

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Boone County for the period 2001-2006. 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 Boone County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Boone County increased 1.8 percent (32 jobs) between 2001 and 2006.

Table 1 also provides employment data for Boone County by major economic sector for years 2001-2006. For those sectors disclosing data, the Financial Activities sector enjoyed the largest reported percentage increase in employment growth during this period (16.1 percent or 14 jobs). The Trade sector (Wholesale and Retail combined) reported the largest actual employment increase with 63 jobs (15.4 percent) during this same time period.

Table 1

Non-Farm Wage & Salary Employment Trends, Boone County, Nebraska
 Selected Years: 2001-2006

| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | % Change 2001-2006 |
|---|--------------|--------------|--------------|--------------|--------------|--------------|-----------------------|
| Non-farm Employment (W&S) | 1,791 | 1,828 | 1,808 | 1,781 | 1,789 | 1,823 | 1.8 |
| Manufacturing | (D) | (D) | (D) | (D) | (D) | (D) | (N/A) |
| Durable Goods | (D) | (D) | (D) | (D) | (D) | (D) | (N/A) |
| Nondurable Goods | (D) | (D) | 27 | 18 | (D) | (D) | (N/A) |
| Non-manufacturing | | | | | | | |
| Natural Resources & Construction | 42 | 37 | 33 | 24 | 31 | 34 | -19.0 |
| Trade | 408 | 437 | 460 | 471 | 464 | 471 | 15.4 |
| Wholesale Trade | 170 | 198 | 220 | 231 | 226 | 238 | 40.0 |
| Retail Trade | 237 | 240 | 241 | 240 | 237 | 233 | -1.7 |
| Transportation, Warehousing & Utilities | 80 | 71 | 54 | 55 | 61 | 64 | -20.0 |
| Information | (D) | (D) | (D) | (D) | (D) | (D) | (N/A) |
| Financial Activities | 87 | 91 | 91 | 96 | 96 | 101 | 16.1 |
| Professional & Business Services | (D) | (D) | (D) | (D) | (D) | (D) | (N/A) |
| Education & Health Services | (D) | 237 | 249 | 260 | 242 | 248 | (N/A) |
| Leisure and Hospitality | 182 | 171 | 156 | 141 | 137 | 131 | -28.0 |
| Other Services (except Public) | 39 | (D) | 36 | 33 | 40 | 42 | 7.7 |
| Government | 599 | 607 | 605 | 598 | 609 | 616 | 2.8 |
| Federal | 40 | 40 | 37 | 32 | 33 | 30 | -25.0 |
| State | 23 | 20 | 25 | 26 | 21 | 19 | -17.4 |
| Local | 537 | 546 | 543 | 540 | 555 | 567 | 5.6 |

Labor Force & Work Force Summary, 2001-2006, Annually, Boone County, Nebraska

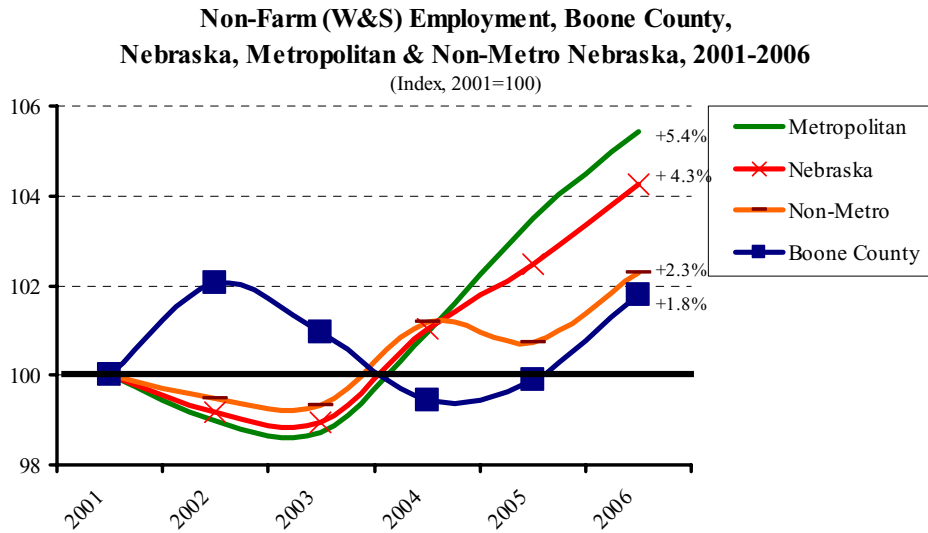
Source: Nebraska Department of Labor, Labor Market Information

(D) Data withheld to avoid disclosure

(N/A) Data not available

Chart 2 compares total non-farm wage and salary employment growth in Boone County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2001-2006. As this chart indicates, total non-farm wage and salary employment in Boone County increased by 1.8 percent (32 jobs) from 2001 to 2006, compared to a 4.3 percent increase for Nebraska as a whole, a 2.3 percent increase in non-metropolitan Nebraska, and a 5.4 percent increase in metropolitan Nebraska.

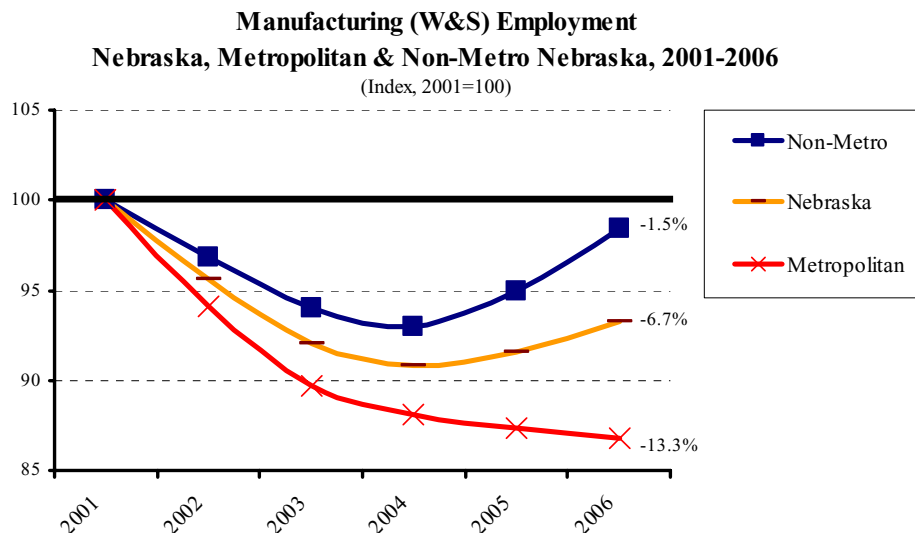
Chart 2



Source: Nebraska Department of Labor, April 2007

Chart 3 presents data on manufacturing wage and salary employment growth for Nebraska, metropolitan, and the non-metropolitan portion of Nebraska for the review period, 2001 to 2006. In an attempt to avoid disclosure of individual reporting units, manufacturing employment data have been withheld in Boone County. Nebraska as a whole reported a 6.7 percent decrease in manufacturing employment while metropolitan Nebraska experienced a 13.3 percent decrease, and non-metropolitan Nebraska recorded a 1.5 percent decrease during the 2001 to 2006 time period.

Chart 3



Source: Nebraska Department of Labor, April 2007

The next table (Table 2) shows labor force information for Boone County for the time period 1996-2006. 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 has been a slight change in the number of Boone County residents participating in the labor force since 1996. Total persons living in Boone County available for employment increased from 2,951 in 1996 to 3,246 in 2006, an increase of 10.0 percent or 295 labor force participants. Labor force participants increased by 15.0 percent (424 people) between 2000 and 2006.

Unemployment in Boone County remained the same between 1996 and 2006. Those classified as unemployed increased 8.0 percent (6 people) during the 2000-2006 time period. 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 Boone County unemployment rate was 2.5 percent in 2006, significantly lower than metropolitan Nebraska (3.3 percent), non-metropolitan Nebraska (3.1 percent), and Nebraska as a whole (3.2 percent).

Table 2

Labor Force & Employment Trends, Boone County, Nebraska

Selected Years: 1996-2006

| | 1996 | 1998 | 2000 | 2002 | 2004 | 2006 | % Change 1996-2006 | % Change 2000-2006 |
|--------------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------------|-----------------------|
| Labor Force | 2,951 | 2,853 | 2,822 | 3,293 | 3,244 | 3,246 | 10.0 | 15.0 |
| Unemployment | 81 | 70 | 75 | 99 | 103 | 81 | 0.0 | 8.0 |
| Unemployment Rate | 2.7 | 2.5 | 2.7 | 3.0 | 3.2 | 2.5 | (N/A) | (N/A) |
| Employment | 2,870 | 2,783 | 2,747 | 3,195 | 3,141 | 3,165 | 10.3 | 15.2 |

Labor Force & Work Force Summary, 1996-2006, Annually, Boone 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 and charts show residence and workflow patterns for Boone County. These data were compiled from Census 2000 responses to the long-form (sample) questions concerning where people worked. Table 3 data show 21.4 percent of the working population (631 people) living in Boone County leave the county to work. The most common place of employment outside of Boone County is Platte County (9.8 percent or 288 people) followed by Madison, Antelope, and Greeley counties. These data also show four out-of-state destinations represented by four states.

Table 3

| Commute Out | | | |
|---|---|--------------|--------------|
| Live in Boone County - Work Elsewhere (2000) | | | |
| Where Live | Where Work | Count | % |
| Boone Co. NE | Boone Co. NE | 2,313 | 78.6% |
| Boone Co. NE | Platte Co. NE | 288 | 9.8% |
| Boone Co. NE | Madison Co. NE | 98 | 3.3% |
| Boone Co. NE | Antelope Co. NE | 78 | 2.65% |
| Boone Co. NE | Greeley Co. NE | 35 | 1.19% |
| Boone Co. NE | Nance Co. NE | 29 | 0.99% |
| Boone Co. NE | Wheeler Co. NE | 12 | 0.41% |
| Boone Co. NE | Douglas Co. NE | 11 | 0.37% |
| Boone Co. NE | Hall Co. NE | 11 | 0.37% |
| Boone Co. NE | Lancaster Co. NE | 10 | 0.34% |
| Boone Co. NE | Valley Co. NE | 9 | 0.31% |
| Boone Co. NE | Perkins Co. NE | 8 | 0.27% |
| Boone Co. NE | York Co. NE | 7 | 0.24% |
| Boone Co. NE | Merrick Co. NE | 6 | 0.20% |
| Boone Co. NE | Howard Co. NE | 4 | 0.14% |
| Boone Co. NE | Kearney Co. NE | 4 | 0.14% |
| Boone Co. NE | Knox Co. NE | 4 | 0.14% |
| Boone Co. NE | Adams Co. NE | 3 | 0.10% |
| Boone Co. NE | Cass Co. NE | 3 | 0.10% |
| Boone Co. NE | Dickinson Co. IA | 2 | 0.07% |
| Boone Co. NE | Wilkinson Co. MS | 2 | 0.07% |
| Boone Co. NE | Other In-State | 5 | 0.17% |
| Boone Co. NE | Other Out-of-State | 2 | 0.07% |
| | Total: | 2,944 | |
| | Living inside county, but working outside: | 631 | 21.4% |

Source: U.S. Census Bureau, Journey to Work, 2000

People also commute from other counties of residence to work in Boone County. Table 4 shows 14.0 percent or 375 workers employed in Boone County commute from outside counties. The most common county is Nance County (3.6 percent or 97 people) followed by Platte, Antelope, and Greeley counties. The data also show two out-of-state locations represented by two states.

Table 4

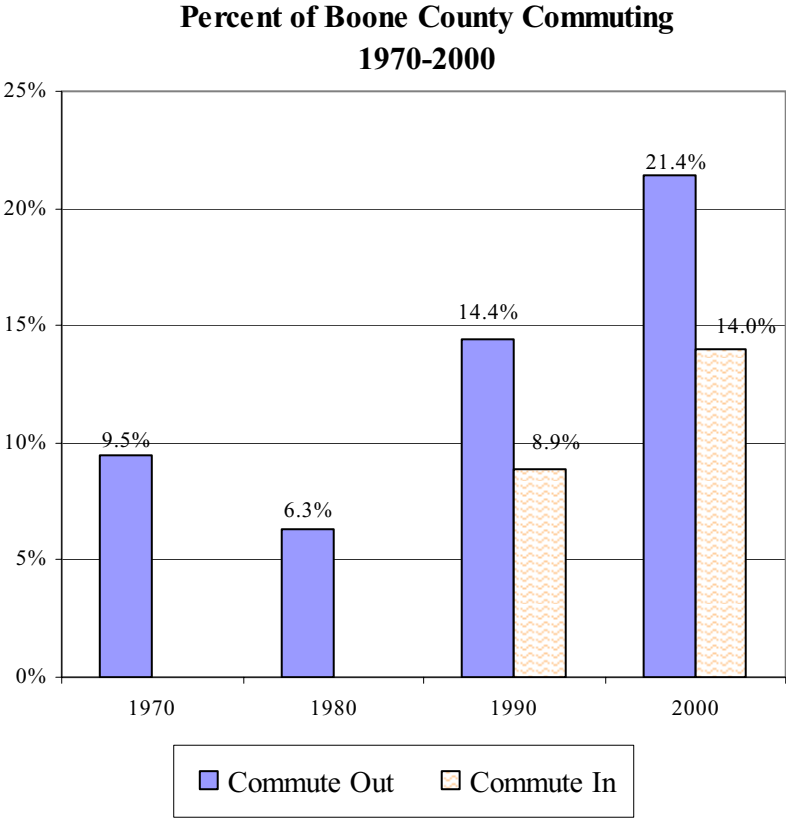
| Commute In | | | |
|---|-------------------|--------------|--------------|
| Work in Boone County - Live Elsewhere (2000) | | | |
| Where Live | Where Work | Count | % |
| Boone Co. NE | Boone Co. NE | 2,313 | 86.0% |
| Nance Co. NE | Boone Co. NE | 97 | 3.6% |
| Platte Co. NE | Boone Co. NE | 72 | 2.7% |
| Antelope Co. NE | Boone Co. NE | 63 | 2.3% |
| Greeley Co. NE | Boone Co. NE | 48 | 1.8% |
| Madison Co. NE | Boone Co. NE | 43 | 1.6% |
| Merrick Co. NE | Boone Co. NE | 12 | 0.45% |
| Buffalo Co. NE | Boone Co. NE | 10 | 0.37% |
| Howard Co. NE | Boone Co. NE | 6 | 0.22% |
| Holt Co. NE | Boone Co. NE | 4 | 0.15% |
| Knox Co. NE | Boone Co. NE | 4 | 0.15% |
| Wheeler Co. NE | Boone Co. NE | 4 | 0.15% |
| Colfax Co. NE | Boone Co. NE | 3 | 0.11% |
| Ringgold Co. IA | Boone Co. NE | 2 | 0.07% |
| Kittson Co. MN | Boone Co. NE | 2 | 0.07% |
| Valley Co. NE | Boone Co. NE | 2 | 0.07% |
| York Co. NE | Boone Co. NE | 2 | 0.07% |
| Saunders Co. NE | Boone Co. NE | 1 | 0.04% |
| | Total: | 2,688 | |
| Working inside county, but living outside: | | 375 | 14.0% |

Source: U.S. Census Bureau, Journey to Work, 2000

Chart 4 depicts the historical pattern of Boone County residents commuting for employment opportunities for the Census years, 1970-2000. As this chart shows, the overall percentage of out-of-county commuters has increased significantly since 1970. Overall, the percentage of employees commuting out of Boone County increased from 9.5 percent in 1970 to 21.4 percent in 2000. Following a drop after 1970, the commuting out percentage rapidly increased between 1980 (6.3 percent) and 2000 (21.4 percent). The percentage of employees commuting in to Boone County increased from 8.9 percent in 1990 to 14.0 percent in 2000.

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.) and housing (availability, quality, and affordability) can also impact commuting patterns.

Chart 4



Source: U.S. Census Bureau, Journey to Work, 2000

Population and Migration Trends

The following tables (Tables 5 and 6) present population trend data for Albion, Boone County, and the surrounding area. As Table 5 indicates, Boone County's population decreased by 41.6 percent (-4,462 people) between 1950 and 2000. Boone County's 9.4 percent population decrease (-591 people) between 2000 and 2006 compares to a 3.3 percent increase for Nebraska as a whole.

Table 5

Population 1950-2006
 Boone County and the Surrounding Area

| Location | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2002 | 2004 | 2006 | % Change 1950-2000 (50 years) | % Change 2000-2006 (6 years) |
|---------------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------------|------------------------------------|
| Nebraska | 1,325,510 | 1,411,330 | 1,485,333 | 1,569,825 | 1,578,417 | 1,711,265 | 1,727,040 | 1,746,980 | 1,768,331 | 29.1 | 3.3 |
| Boone County | 10,721 | 9,134 | 8,190 | 7,391 | 6,667 | 6,259 | 6,075 | 5,836 | 5,668 | -41.6 | -9.4 |
| Antelope | 11,624 | 10,176 | 9,047 | 8,675 | 7,965 | 7,452 | 7,257 | 7,086 | 6,931 | -35.9 | -7.0 |
| Greeley | 5,575 | 4,595 | 4,000 | 3,462 | 3,006 | 2,714 | 2,649 | 2,536 | 2,454 | -51.3 | -9.6 |
| Madison | 24,338 | 25,145 | 27,402 | 31,382 | 32,655 | 35,226 | 35,936 | 35,670 | 35,279 | 44.7 | 0.2 |
| Nance | 6,512 | 5,635 | 5,142 | 4,740 | 4,275 | 4,038 | 3,879 | 3,708 | 3,705 | -38.0 | -8.2 |
| Platte | 19,910 | 23,992 | 26,544 | 28,852 | 29,820 | 31,568 | 31,269 | 31,262 | 31,962 | 58.6 | 1.2 |
| Wheeler | 1,526 | 1,297 | 1,051 | 1,060 | 948 | 886 | 840 | 814 | 823 | -41.9 | -7.1 |

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

Table 6 data show the city of Albion had a population decrease of 15.7 percent (-335 people) between 1950 and 2000 while the rural areas experienced a 56.5 percent population decrease (-3,653 people). During the 2000 to 2006 time period, the city of Albion experienced an 8.1 percent decrease (-146 people) in population. The rural areas outside of the selected communities experienced a 9.8 percent population decrease (-277 people) contributing to an overall decrease in county population of 9.4 percent (-591 people) from 2000 to 2006.

Table 6

Population 1950-2006
 Boone County Communities / Rural Populations

| | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2002 | 2004 | 2006 | % Change 1950-2000 (50 years) | % Change 2000-2006 (6 years) |
|---------------------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------------------------------|------------------------------------|
| Boone County | 10,721 | 9,134 | 8,190 | 7,391 | 6,667 | 6,259 | 6,075 | 5,836 | 5,668 | -41.6 | -9.4 |
| Albion | 2,132 | 1,982 | 2,074 | 1,997 | 1,944 | 1,797 | 1,726 | 1,687 | 1,651 | -15.7 | -8.1 |
| Cedar Rapids | 541 | 512 | 449 | 447 | 464 | 407 | 398 | 376 | 363 | -24.8 | -10.8 |
| Petersburg | 508 | 400 | 370 | 381 | 388 | 374 | 358 | 342 | 333 | -26.4 | -11.0 |
| Primrose | 154 | 117 | 88 | 102 | 69 | 69 | 67 | 65 | 63 | -55.2 | -8.7 |
| St. Edward | 917 | 777 | 853 | 891 | 827 | 796 | 778 | 744 | 719 | -13.2 | -9.7 |
| Total Rural Areas: | 6,469 | 5,346 | 4,356 | 3,573 | 2,975 | 2,816 | 2,748 | 2,622 | 2,539 | -56.5 | -9.8 |

Source: U.S. Bureau of the Census, Census of Population, July 2007

The next table (Table 7) 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' and '25-44' year age groups. The lowest percentage of out-migration occurred in the '45-64' and 'Over 65' age groups. Boone County follows this pattern with the most significant out-migration in the '15-24' year age group (70.8 percent or -446 people). Educational and local employment opportunities play major roles in this pattern.

Table 7

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

| Age Group | --- Population --- | | % Change 1990-2000 | Net Migration | % of 1990 Population |
|---------------------------|--------------------|------------------|-----------------------|------------------|-------------------------|
| | 1990 | 2000 | | | |
| NEBRASKA | | | | | |
| 0 - 14 | 363,390 | 369,427 | 1.66 | 15,750 | 4.3 |
| 15 - 24 | 221,509 | 255,240 | 15.23 | 13,009 | 5.9 |
| 25 - 44 | 486,020 | 487,107 | 0.22 | 12,644 | 2.6 |
| 45 - 64 | 284,398 | 367,294 | 29.15 | 6,387 | 2.2 |
| Over 65 | 223,068 | 232,195 | 4.09 | 476 | 0.2 |
| Total: | 1,578,385 | 1,711,263 | 8.42 | 48,267 | 3.1 |
| NON-METRO NEBRASKA | | | | | |
| 0 - 14 | 179,510 | 169,176 | -5.76 | 9,886 | 5.5 |
| 15 - 24 | 95,548 | 109,817 | 14.93 | -12,543 | -13.1 |
| 25 - 44 | 214,544 | 203,423 | -5.18 | -296 | -0.1 |
| 45 - 64 | 147,243 | 176,709 | 20.01 | 6,828 | 4.6 |
| Over 65 | 137,212 | 136,227 | -0.72 | 2,405 | 1.8 |
| Total: | 774,057 | 795,352 | 2.75 | 6,280 | 0.8 |
| BOONE COUNTY | | | | | |
| 0 - 14 | 1,665 | 1,454 | -12.67 | 140 | 8.4 |
| 15 - 24 | 631 | 678 | 7.45 | -446 | -70.8 |
| 25 - 44 | 1,726 | 1,512 | -12.40 | -36 | -2.1 |
| 45 - 64 | 1,310 | 1,340 | 2.29 | -2 | -0.1 |
| Over 65 | 1,335 | 1,275 | -4.49 | -88 | -6.6 |
| Total: | 6,667 | 6,259 | -6.12 | -433 | -6.5 |
| ANTELOPE COUNTY | | | | | |
| 0 - 14 | 2,057 | 1,606 | -21.93 | 29 | 1.4 |
| 15 - 24 | 794 | 904 | 13.85 | -489 | -61.5 |
| 25 - 44 | 2,086 | 1,733 | -16.92 | -122 | -5.8 |
| 45 - 64 | 1,477 | 1,726 | 16.86 | 76 | 5.2 |
| Over 65 | 1,551 | 1,483 | -4.38 | -10 | -0.7 |
| Total: | 7,965 | 7,452 | -6.44 | -515 | -6.5 |

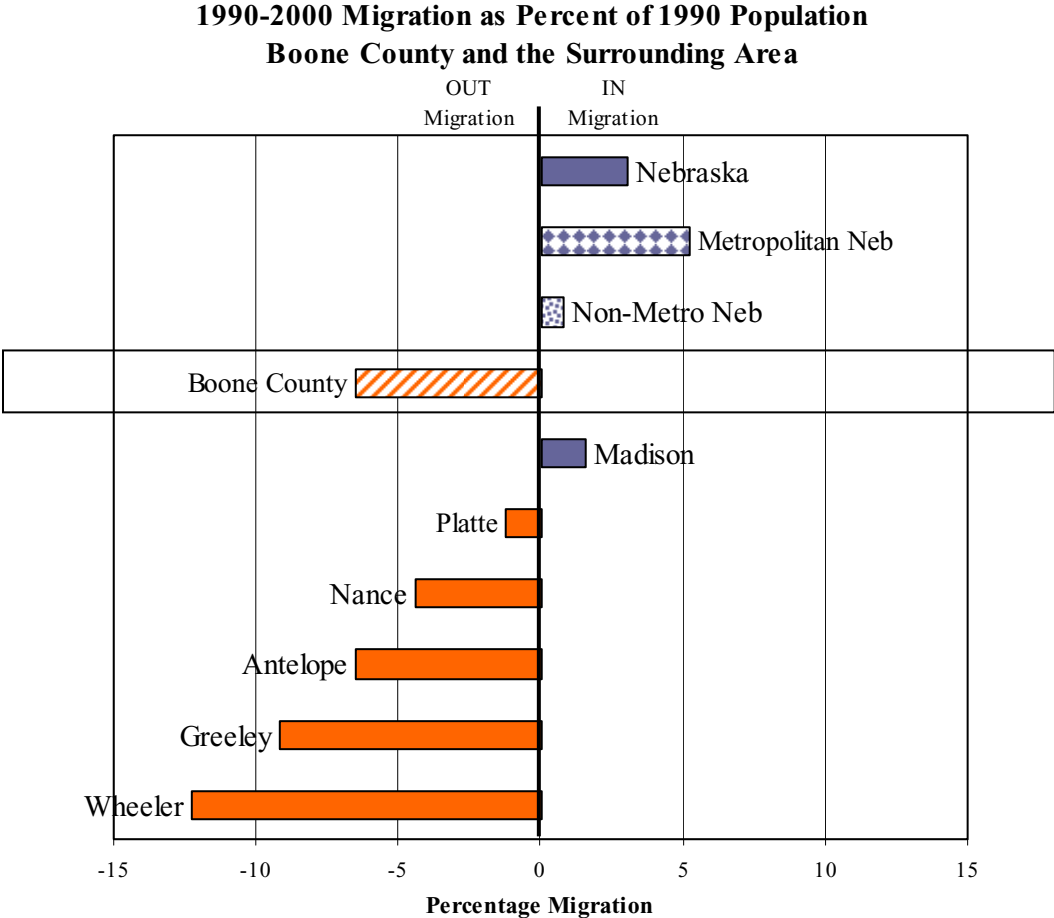
Table 7 (continued)

| Age Group | --- Population --- | | % Change 1990-2000 | Net Migration | % of 1990 Population |
|-----------------------|--------------------|---------------|-----------------------|------------------|-------------------------|
| | 1990 | 2000 | | | |
| GREELEY COUNTY | | | | | |
| 0 - 14 | 771 | 589 | -23.61 | 20 | 2.6 |
| 15 - 24 | 295 | 302 | 2.37 | -257 | -87.0 |
| 25 - 44 | 742 | 587 | -20.89 | -73 | -9.9 |
| 45 - 64 | 571 | 607 | 6.30 | -3 | -0.6 |
| Over 65 | 627 | 629 | 0.32 | 37 | 6.0 |
| Total: | 3,006 | 2,714 | -9.71 | -276 | -9.2 |
| MADISON COUNTY | | | | | |
| 0 - 14 | 8,035 | 7,691 | -4.28 | -426 | -5.3 |
| 15 - 24 | 4,328 | 5,832 | 34.75 | 501 | 11.6 |
| 25 - 44 | 10,101 | 9,547 | -5.48 | -260 | -2.6 |
| 45 - 64 | 5,375 | 7,072 | 31.57 | 134 | 2.5 |
| Over 65 | 4,816 | 5,084 | 5.56 | 563 | 11.7 |
| Total: | 32,655 | 35,226 | 7.87 | 512 | 1.6 |
| NANCE COUNTY | | | | | |
| 0 - 14 | 1,044 | 879 | -15.80 | 46 | 4.4 |
| 15 - 24 | 408 | 523 | 28.19 | -181 | -44.5 |
| 25 - 44 | 1,142 | 953 | -16.55 | -51 | -4.4 |
| 45 - 64 | 842 | 887 | 5.34 | 19 | 2.3 |
| Over 65 | 839 | 796 | -5.13 | -22 | -2.6 |
| Total: | 4,275 | 4,038 | -5.54 | -189 | -4.4 |
| PLATTE COUNTY | | | | | |
| 0 - 14 | 7,925 | 7,459 | -5.88 | 294 | 3.7 |
| 15 - 24 | 3,677 | 4,293 | 16.75 | -1,023 | -27.8 |
| 25 - 44 | 8,967 | 8,707 | -2.90 | 348 | 3.9 |
| 45 - 64 | 5,292 | 6,824 | 28.95 | 131 | 2.5 |
| Over 65 | 3,959 | 4,379 | 10.61 | -123 | -3.1 |
| Total: | 29,820 | 31,662 | 6.18 | -373 | -1.3 |
| WHEELER COUNTY | | | | | |
| 0 - 14 | 266 | 204 | -23.31 | -17 | -6.6 |
| 15 - 24 | 88 | 111 | 26.14 | -65 | -73.9 |
| 25 - 44 | 261 | 194 | -25.67 | -38 | -14.6 |
| 45 - 64 | 193 | 228 | 18.13 | 27 | 14.2 |
| Over 65 | 140 | 149 | 6.43 | -23 | -16.2 |
| Total: | 948 | 886 | -6.54 | -116 | -12.2 |

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

Chart 5 graphically depicts the 1990-2000 migration patterns of Nebraska, Boone County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Boone County experienced out-migration of 6.5 percent of the 1990 population (-433 people) while Nebraska as a whole recorded net in-migration of 3.1 percent, metropolitan Nebraska experienced 5.2 percent in-migration, and non-metropolitan Nebraska showed 0.8 percent in-migration of the 1990 population.

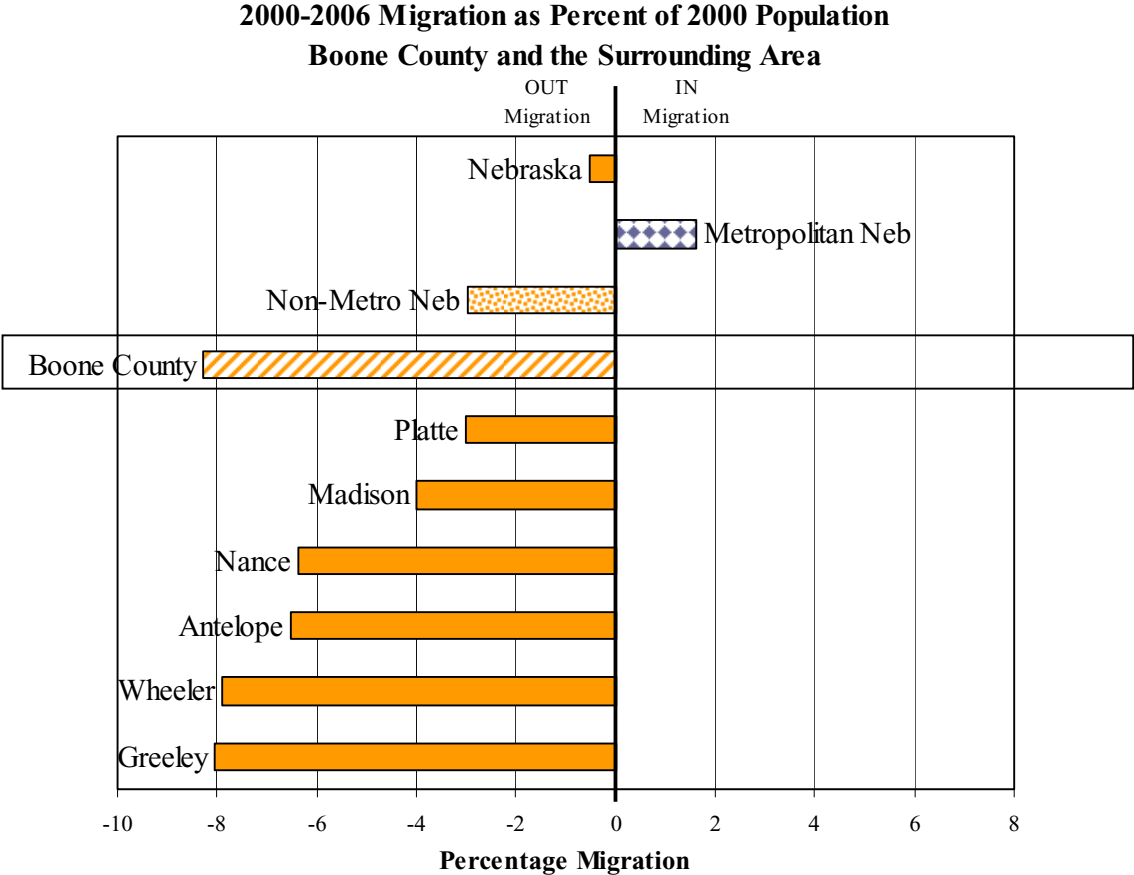
Chart 5



Source: U.S. Census Bureau, Population Estimates and Population Change, May 2007

Chart 6 shows the 2000-2006 migration pattern for the study area as a percentage of the 2000 population. Boone County's 8.3 percent out-migration (-518 people) compares to a 0.5 percent out-migration for Nebraska as a whole, 1.6 percent in-migration for metropolitan Nebraska, and 3.0 percent out-migration for non-metropolitan Nebraska during the 2000 to 2006 time period.

Chart 6



Source: U.S. Census Bureau, Population Estimates and Population Change, May 2007

The next series of tables (Tables 8-11) 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 8 data show more than 80 percent of those moving in to Boone County between 1995 and 2000 moved from other Nebraska locations (81.7 percent or 608 people). People also migrated in from 19 other states. Table 9 shows in-state migration flows. Migration to Boone County from within Nebraska came primarily from the counties listed in Table 9.

Table 8

**IN Migration - Boone County
 1995-2000**

| "From" Location | # People | Percent |
|-------------------------|------------|-------------|
| Other Nebraska Counties | 608 | 81.7% |
| Wyoming | 22 | 3.0% |
| South Dakota | 21 | 2.8% |
| Texas | 18 | 2.4% |
| Kansas | 17 | 2.3% |
| Colorado | 9 | 1.2% |
| Michigan | 9 | 1.2% |
| Arizona | 5 | 0.7% |
| California | 4 | 0.5% |
| Florida | 4 | 0.5% |
| North Dakota | 4 | 0.5% |
| Other States (9) | 23 | 3.1% |
| Total: | 744 | 100% |

Table 9

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

| In-State Movement: | # People | Percent |
|--------------------|----------|---------|
| Nance County | 91 | 15.0% |
| Madison County | 64 | 10.5% |
| Platte County | 56 | 9.2% |
| Lancaster County | 40 | 6.6% |
| Hall County | 39 | 6.4% |
| Douglas County | 34 | 5.6% |
| Antelope County | 26 | 4.3% |
| Buffalo County | 23 | 3.8% |
| Fillmore County | 17 | 2.8% |
| Greeley County | 17 | 2.8% |

Source: U.S. Census Bureau, July 2005

Table 10 data reveal just over 80 percent of the people migrating out of Boone County between 1995 and 2000 remained in the state of Nebraska (81.3 percent or 1,139 people). Boone County residents also moved to 14 other states during this time period. Looking within Nebraska, Table 11 shows the majority of people leaving Boone County (but staying in Nebraska) went to Platte, Lancaster, and Madison counties during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 10

**OUT Migration - Boone County
 1995-2000**

| "To" Location | # People | Percent |
|-------------------------|--------------|-------------|
| Other Nebraska Counties | 1,139 | 81.3% |
| Arizona | 43 | 3.1% |
| Iowa | 39 | 2.8% |
| South Dakota | 37 | 2.6% |
| Oregon | 36 | 2.6% |
| Texas | 24 | 1.7% |
| Missouri | 20 | 1.4% |
| Colorado | 14 | 1.0% |
| Wisconsin | 13 | 0.9% |
| Kentucky | 11 | 0.8% |
| Kansas | 9 | 0.6% |
| Other States (4) | 16 | 1.1% |
| Total: | 1,401 | 100% |

Table 11

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

| In-State Movement: | # People | Percent |
|--------------------|----------|---------|
| Platte County | 210 | 18.4% |
| Lancaster County | 206 | 18.1% |
| Madison County | 141 | 12.4% |
| Douglas County | 97 | 8.5% |
| Wayne County | 88 | 7.7% |
| Nance County | 66 | 5.8% |
| Hamilton County | 40 | 3.5% |
| Buffalo County | 36 | 3.2% |
| Dodge County | 25 | 2.2% |
| Hall County | 24 | 2.1% |

Source: U.S. Census Bureau, July 2005

The following charts (Charts 7 and 8) compare the age distribution of population for Boone County and Nebraska as a whole. The population of Boone County is significantly older than that of Nebraska as a whole. The median age for Boone County residents in 2005 was 44.0 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 7

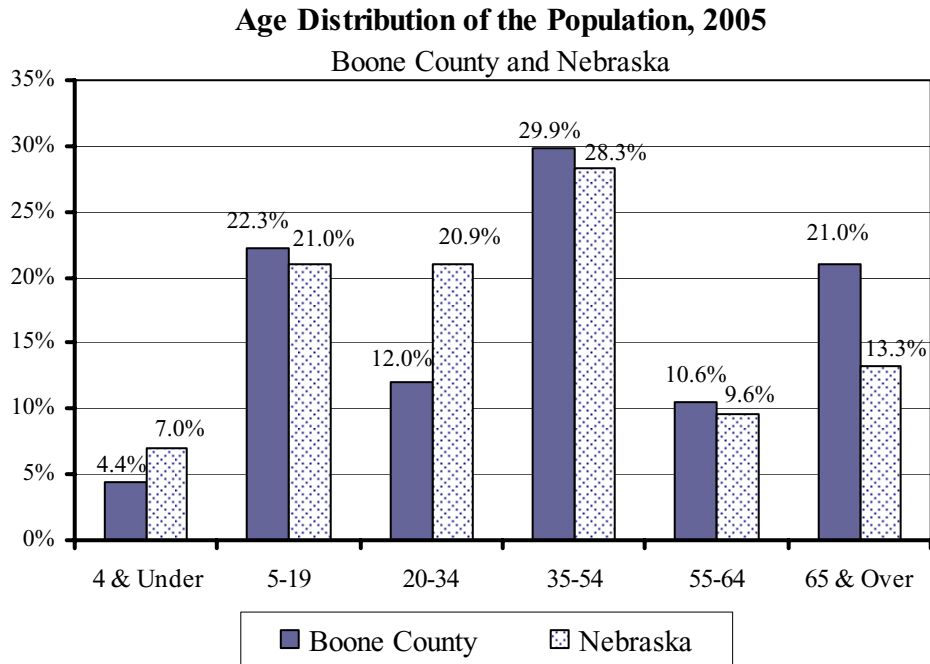


Chart 8

2005 Age Distribution

| | Population | | Percent | |
|----------------------|------------------|--------------|---------------|---------------|
| | Nebraska | Boone County | Nebraska | Boone County |
| 4 & Under | 122,049 | 252 | 7.0% | 4.4% |
| 5-19 | 366,548 | 1,286 | 21.0% | 22.3% |
| 20-34 | 366,009 | 691 | 20.9% | 12.0% |
| 35-54 | 493,630 | 1,724 | 28.3% | 29.9% |
| 55-64 | 167,175 | 609 | 9.6% | 10.6% |
| 65 & Over | 231,803 | 1,210 | 13.3% | 21.0% |
| Total | 1,747,214 | 5,772 | 100.0% | 100.0% |
| Median Age | 36.2 | 44.0 | | |

Source: Age Group, Median Age, U.S. Census Bureau, 2005

Retail Sales

Table 12 and Chart 9 show the retail sales (non-motor vehicle) pull factors for Boone County and the surrounding area for 2006. 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 12

**2006 Retail Sales (Non-Motor Vehicle) Pull Factors
 Nebraska, Boone County, and Surrounding Counties**

| | 2006 Population | 2006 Retail Sales (x \$1,000) | 2006 Per Cap Sales (\$) | 2006 Pull Factor |
|---------------------|--------------------|----------------------------------|----------------------------|---------------------|
| Nebraska | 1,768,331 | 19,139,733 | 10,824 | 1.00 |
| Non-Metro Nebraska | 783,370 | 6,839,002 | 8,730 | 0.81 |
| Boone County | 5,668 | 34,968 | 6,169 | 0.57 |
| Antelope | 6,931 | 35,889 | 5,178 | 0.48 |
| Greeley | 2,454 | 9,432 | 3,843 | 0.36 |
| Madison | 35,279 | 495,538 | 14,046 | 1.30 |
| Nance | 3,705 | 13,502 | 3,644 | 0.34 |
| Platte | 31,962 | 331,789 | 10,381 | 0.96 |
| Wheeler | 823 | 2,042 | 2,481 | 0.23 |

Source: U.S. Census Bureau and Nebraska Department of Revenue, 2006

Reviewing the pull factors at the county level indicates Boone County has significant retail leakage. The 2006 pull factor of 0.57 indicates, on a per capita basis, retail sales in Boone County are approximately 43 percent less more than the state's per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Boone County (0.57) with the pull factor for the non-metropolitan area of Nebraska (0.80) indicates per capita retail sales in Boone County are 29.3 percent less more than the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 9

**2006 Retail Sales (NMV) Pull Factors,
 Nebraska, Boone County & Surrounding Counties**

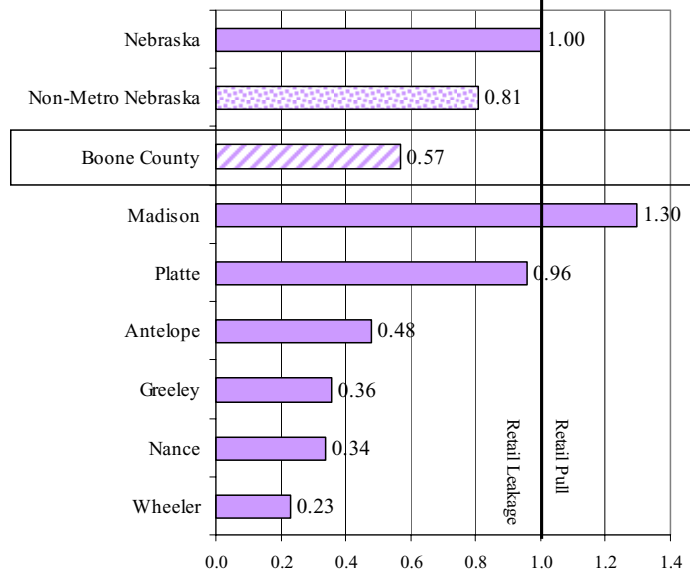


Table 13 and Chart 10 compare the 2006 pull factors for Albion and selected area communities. The community of Albion’s pull factor of 1.41 indicates that, on a per capita basis, non-motor vehicle retail sales in Albion are approximately 41 percent greater than the state’s average per capita sales.

Table 13

**2006 Retail Sales (NMV) Pull Factors
 Nebraska, Albion, and Selected Area Cities**

| | 2006 Population | 2006 Retail Sales (x \$1,000) | 2006 Per Cap Sales (\$) | 2006 Pull Factor |
|-----------------------|--------------------|----------------------------------|----------------------------|---------------------|
| Nebraska | 1,768,331 | 19,139,733 | 10,824 | 1.00 |
| Non-Metro NE | 783,370 | 6,839,002 | 8,730 | 0.81 |
| Albion (Boone) | 1,651 | 25,165 | 15,242 | 1.41 |
| Neligh (Antelope) | 1,521 | 22,837 | 15,014 | 1.39 |
| Spalding (Greeley) | 491 | 5,554 | 11,312 | 1.05 |
| Norfolk (Madison) | 23,896 | 462,697 | 19,363 | 1.79 |
| Fullerton (Nance) | 1,272 | 8,129 | 6,390 | 0.59 |
| Columbus (Platte) | 21,414 | 308,819 | 14,421 | 1.33 |
| Ericson (Wheeler) | 97 | 1,099 | 11,327 | 1.05 |

Source: U.S. Census Bureau and Nebraska Department of Revenue, 2006

Chart 10

**2006 Retail Sales (NMV) Pull Factors
 Nebraska, Albion & Selected Area Cities**

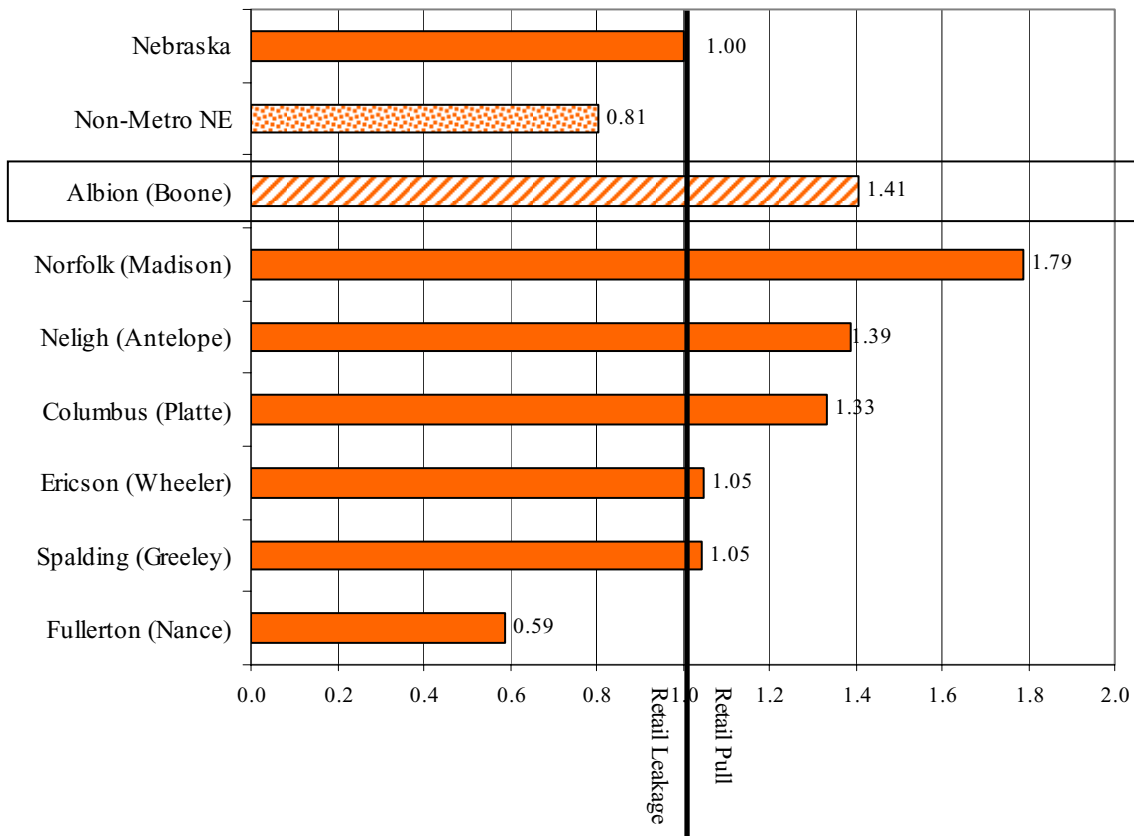


Table 14 and Chart 11 further breakdown the 2006 pull factors into the communities reporting retail sales figures within Boone County. As this table indicates, the community of Albion had the strongest pull factor (1.41) compared to the other reporting communities in the county. Together, these communities contributed to an overall pull factor of 0.57 for Boone County.

Table 14

**2006 Retail Sales (NMV) Pull Factors
 Nebraska, Albion, and Available Boone County Communities**

| | 2006 Population | 2006 Retail Sales (x \$1,000) | 2006 Per Cap Sales (\$) | 2006 Pull Factor |
|---------------------|--------------------|----------------------------------|----------------------------|---------------------|
| Nebraska | 1,768,331 | 19,139,733 | 10,824 | 1.00 |
| Non-Metro NE | 783,370 | 6,839,002 | 8,730 | 0.81 |
| Boone County | 5,668 | 34,968 | 6,169 | 0.57 |
| Albion | 1,651 | 25,165 | 15,242 | 1.41 |
| Cedar Rapids | 363 | 2,448 | 6,744 | 0.62 |
| Petersburg | 333 | 2,134 | 6,409 | 0.59 |
| Primrose | 63 | 162 | 2,568 | 0.24 |
| St Edward | 719 | 5,045 | 7,016 | 0.65 |

Source: U.S. Census Bureau and Nebraska Department of Revenue, 2007

Chart 11

**2005 Retail Sales (NMV) Pull Factors, Nebraska,
 Albion & Available Boone County Communities**

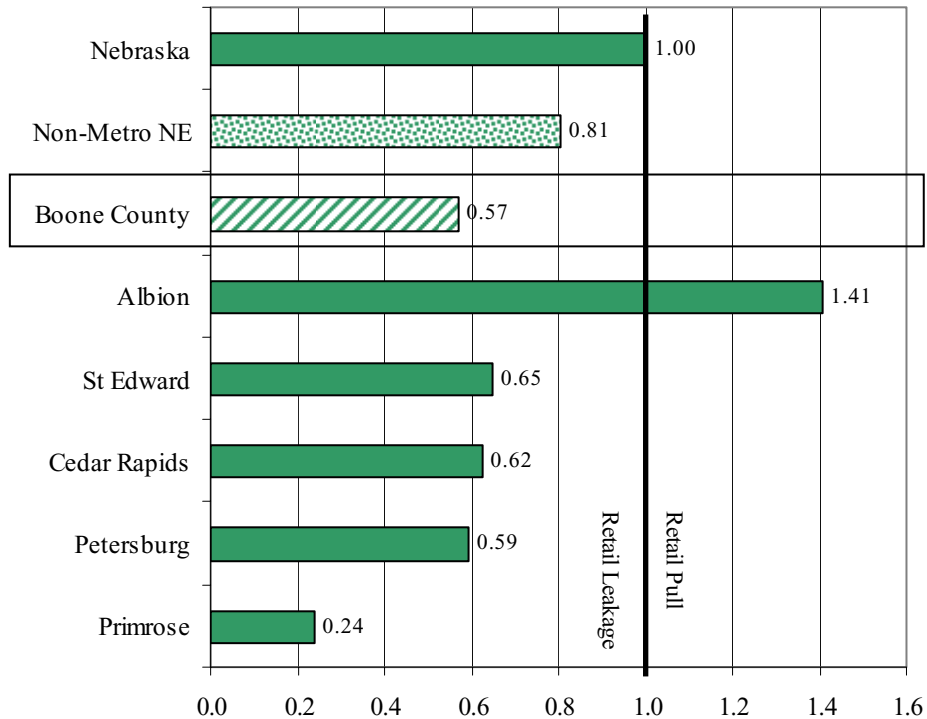


Table 15 (sorted by population) and Chart 12 (sorted by pull factor) show the 2006 pull factors for Nebraska, Albion, and eight other similarly sized communities selected from around the state. Hartington's pull factor of 1.78 leads the group for 2006 thus indicating Hartington has greater retail pull.

Table 15

**2006 Retail Sales (NMV) Pull Factors, Nebraska,
 Albion & Other Similarly Sized Nebraska Communities**

| | 2006 Population | 2006 Retail Sales (x \$1,000) | 2006 Per Cap Sales (\$) | 2006 Pull Factor |
|-------------------------|--------------------|----------------------------------|----------------------------|---------------------|
| Nebraska | 1,768,331 | 19,139,733 | 10,824 | 1.00 |
| Non-Metro NE | 783,370 | 6,839,002 | 8,730 | 0.81 |
| Albion (Boone) | 1,651 | 25,165 | 15,242 | 1.41 |
| Hartington (Cedar) | 1,541 | 29,684 | 19,263 | 1.78 |
| Gordon (Sheridan) | 1,561 | 22,536 | 14,437 | 1.33 |
| Wymore (Gage) | 1,618 | 5,816 | 3,595 | 0.33 |
| Stanton (Stanton) | 1,633 | 9,374 | 5,740 | 0.53 |
| Pierce (Pierce) | 1,720 | 10,816 | 6,289 | 0.58 |
| Ainsworth (Brown) | 1,729 | 25,905 | 14,983 | 1.38 |
| Gibbon (Buffalo) | 1,775 | 11,272 | 6,351 | 0.59 |
| Mitchell (Scotts Bluff) | 1,781 | 8,487 | 4,765 | 0.44 |

Source: U.S. Census Bureau and Nebraska Department of Revenue, 2005

Chart 12

**2005 Retail Sales (NMV) Pull Factors, Nebraska,
 Albion & Other Similarly Sized Nebraska Communities**

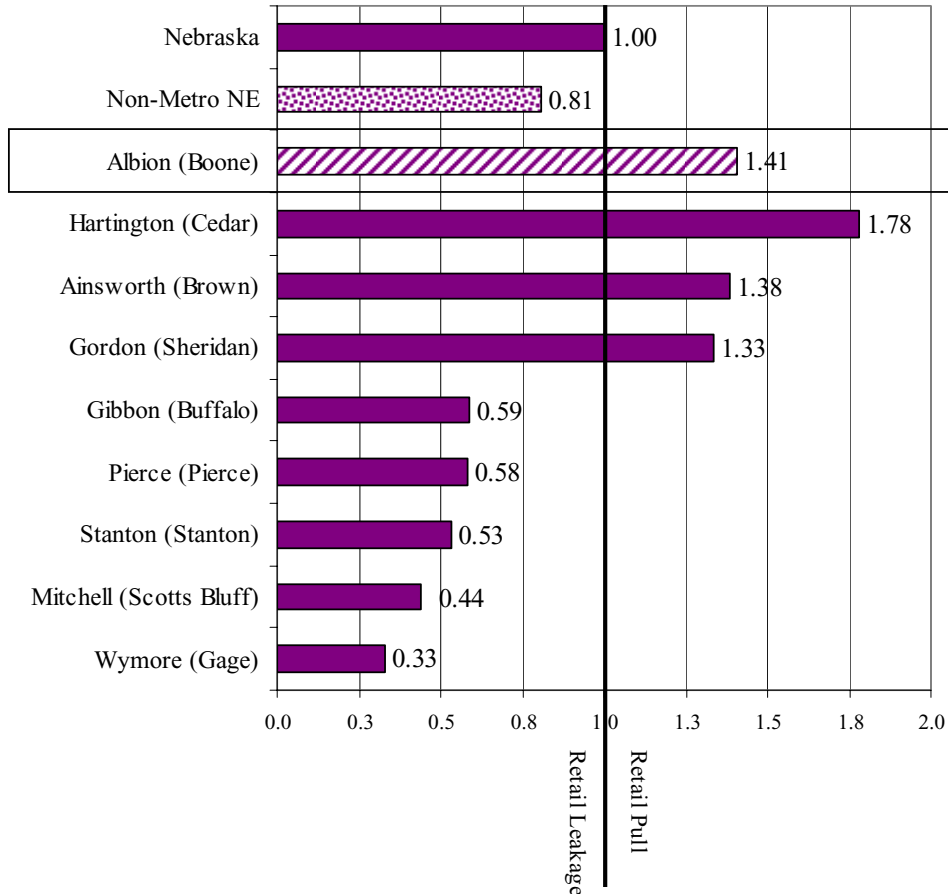
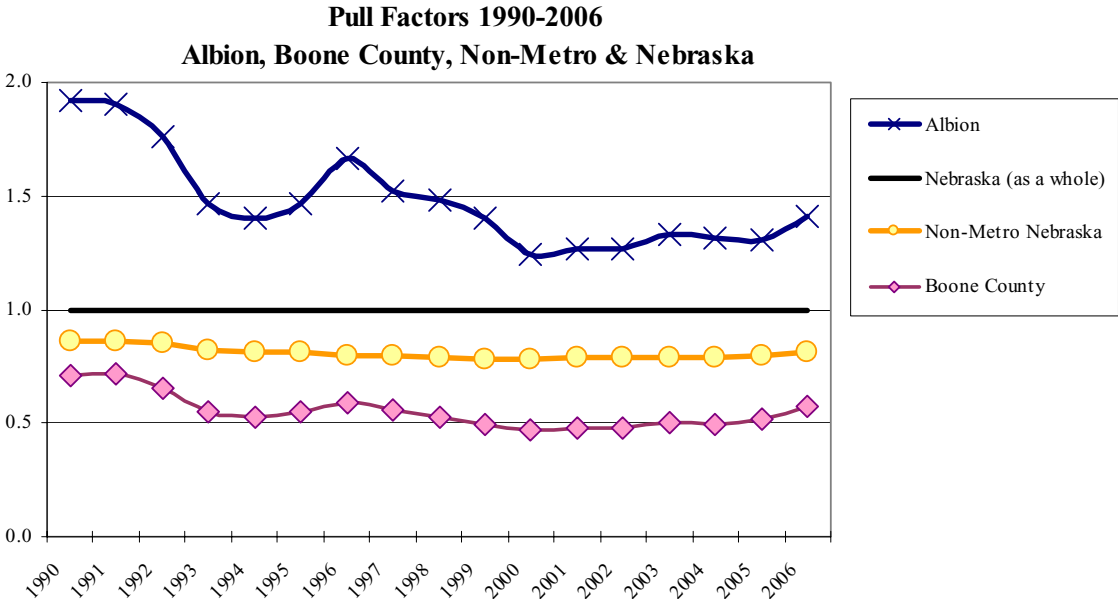


Chart 13 illustrates the pull factor trend for Albion, Boone County, Nebraska, and non-metropolitan Nebraska, from 1990 to 2006. In examining the time line, it is apparent the city of Albion has enjoyed retail pull throughout the entire time period although it has been declining significantly since 1990. Boone County as a whole has suffered from retail leakage throughout the time period.

Chart 13

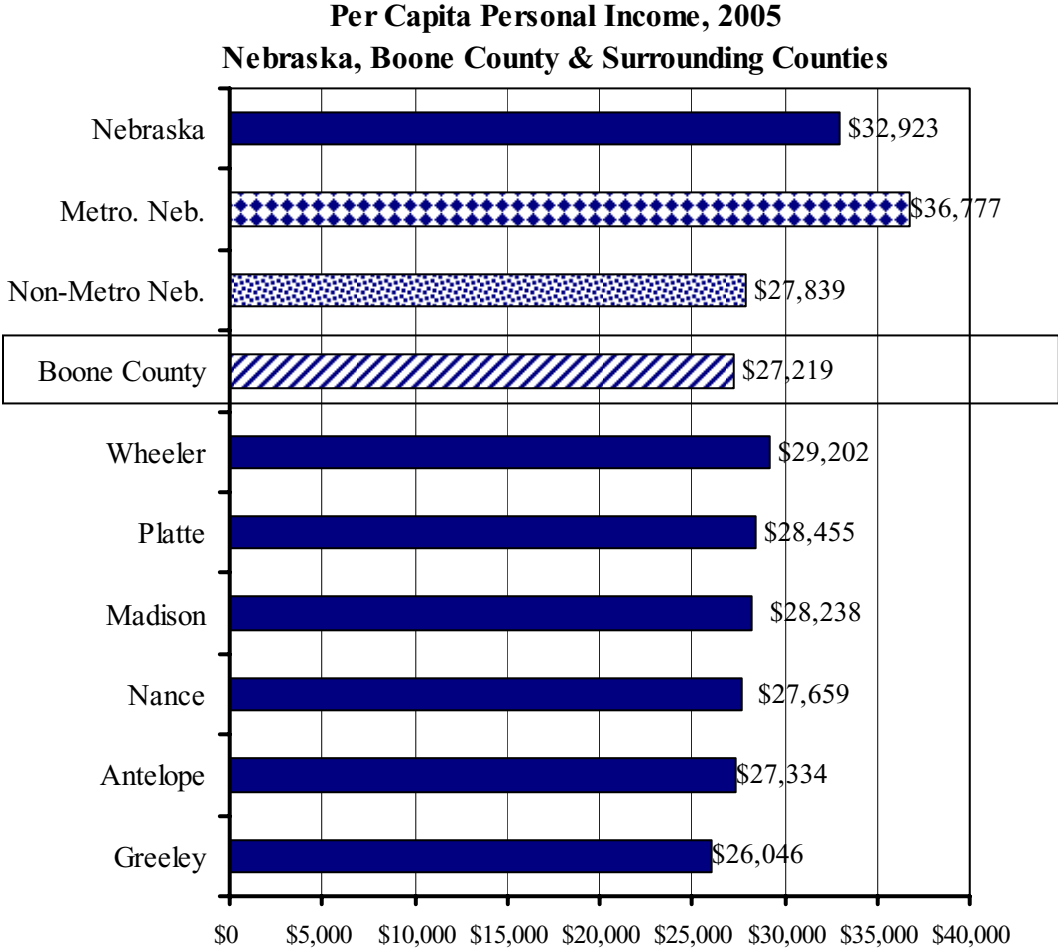


Source: U.S. Census Bureau and Nebraska Department of Revenue, 2006

Per Capita Personal Income

Per capita personal income in Boone County was \$27,219 in 2005 the last year in which such data are available. Boone County’s per capita income is \$5,704 or 17.3 percent less than that for Nebraska as a whole (\$32,923), \$9,558 or 26.0 percent less than metropolitan Nebraska (\$36,777), and \$620 or 2.2 percent less than non-metropolitan Nebraska (\$27,839).

Chart 14

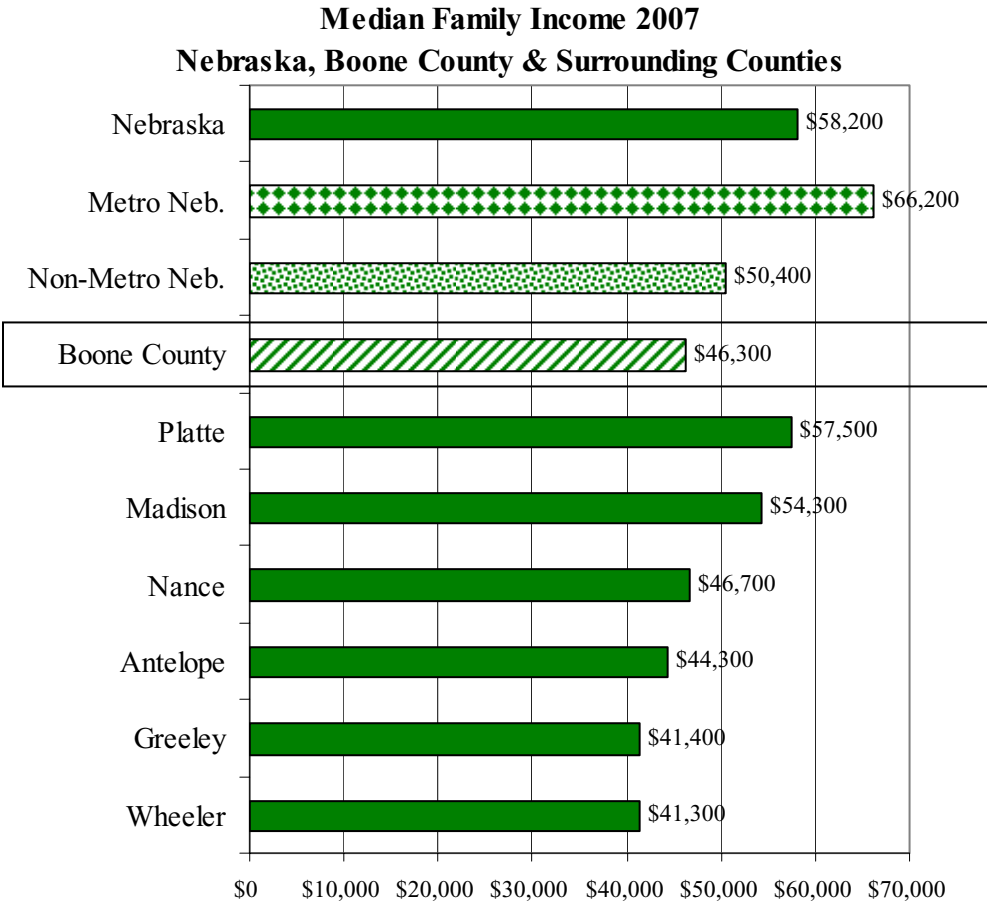


Source: Bureau of Economic Analysis, U.S. Department of Commerce

Median Family Income

Median family income provides a different perspective of income levels in Nebraska, Boone 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 Boone County was estimated to be \$46,300 in 2007. This amount is \$11,900 or 20.4 percent less than the median family income for Nebraska as a whole (\$58,200), \$19,900 or 30.1 percent less than metropolitan Nebraska (\$66,200), and \$4,100 or 8.1 percent less than non-metropolitan median family income (\$50,400) in 2007.

Chart 15



Source: U.S. Department of Housing and Urban Development, est. 2007