

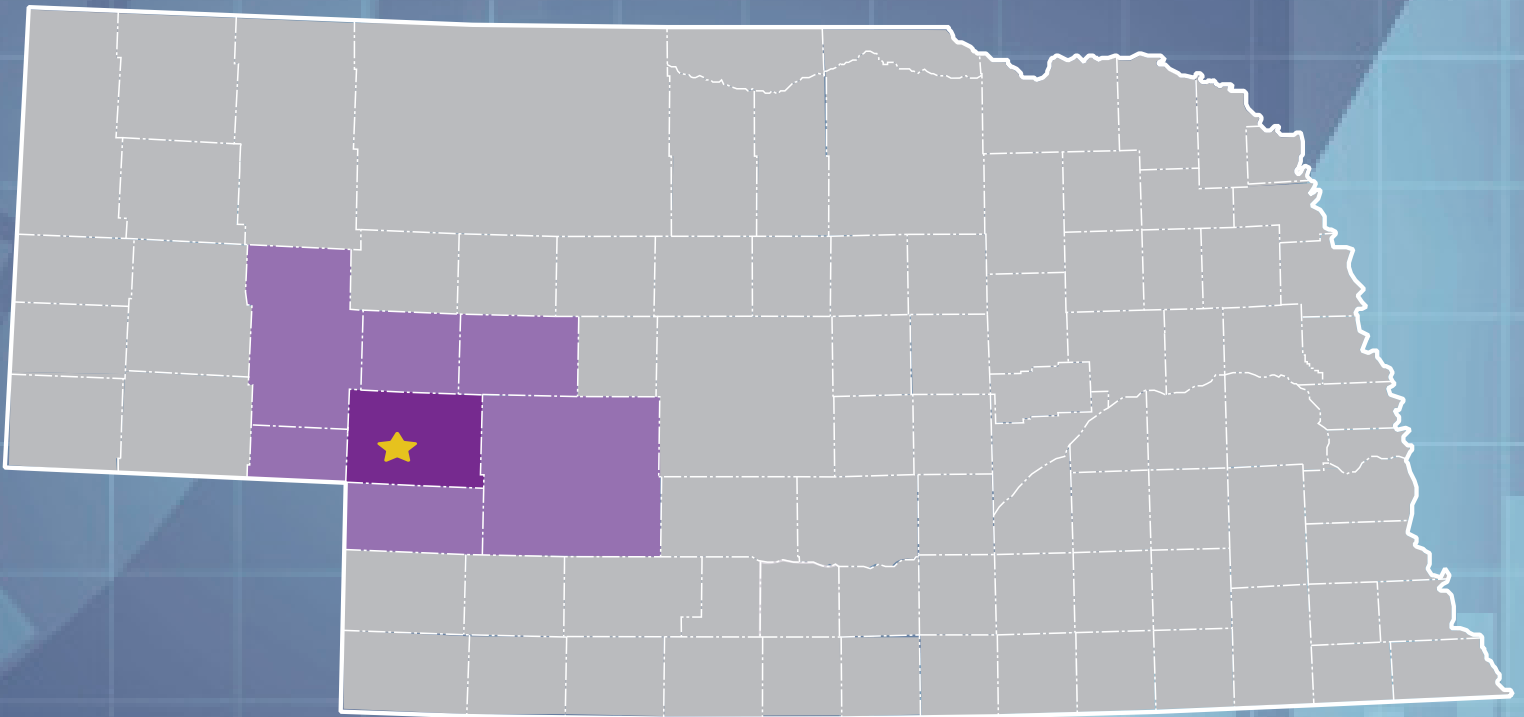
**JULY 2021 STUDY**



**Nebraska Public Power District**  
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# ECONOMIC AND DEMOGRAPHIC TRENDS

Ogallala, Keith County and the Surrounding Area

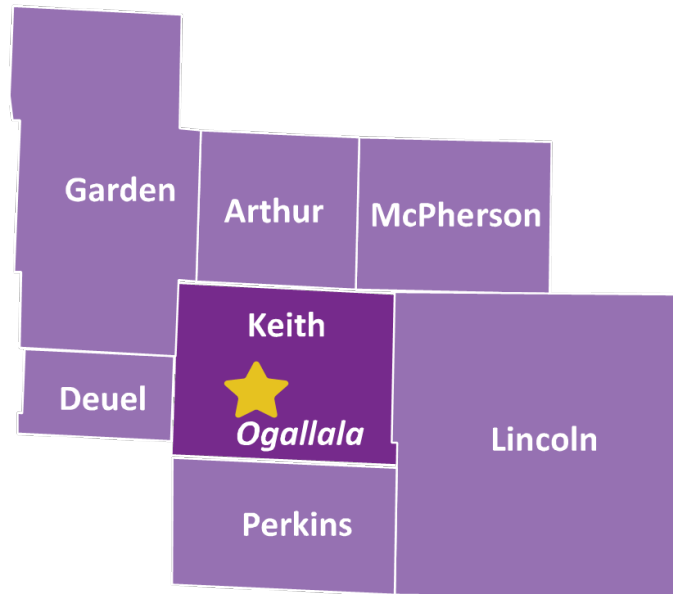


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# ECONOMIC AND DEMOGRAPHIC TRENDS IN Ogallala, Keith County AND THE SURROUNDING AREA



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Keith 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 Keith County, other counties included in this area are Arthur, Deuel, Garden, Lincoln, McPherson and Perkins. The retail sales section also compares retail growth between Ogallala and eight other similarly sized Nebraska communities.

## LABOR FORCE AND EMPLOYMENT

Table 1 and Chart 1 (next page) present nonfarm wage and salary data for Keith County for the period 2010–2020. 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 is data on the number of people employed in the Nonfarm Wage and Salary (W&S) sector in Keith County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Keith County increased 1.3 percent (41 jobs) between 2010 and 2020.

Table 1 and Chart 1 also provide employment data for Keith County by major economic sector for years 2010–2020. The Trade, Transportation & Utilities sector recorded the largest percentage increase in employment between 2010 and 2020 (22.4 percent or 171 jobs). The Trade, Transportation & Utilities sector also recorded the largest actual employment increase between 2010 and 2020 (171 jobs or 22.4 percent).

**TABLE 1**  
**Nonfarm Wage & Salary Employment Trends • 2010–2020**  
Keith County, Nebraska

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	% Change 2010-2020	# Change 2010-2020
<b>Nonfarm W&amp;S Employment</b>	<b>3,151</b>	<b>3,190</b>	<b>3,243</b>	<b>3,324</b>	<b>3,349</b>	<b>3,430</b>	<b>3,380</b>	<b>3,341</b>	<b>3,279</b>	<b>3,286</b>	<b>3,192</b>	<b>1.3</b>	<b>41</b>
<b>Total Private Industries</b>	<b>2,572</b>	<b>2,635</b>	<b>2,692</b>	<b>2,771</b>	<b>2,791</b>	<b>2,874</b>	<b>2,822</b>	<b>2,785</b>	<b>2,746</b>	<b>2,760</b>	<b>2,676</b>	<b>4.0</b>	<b>104</b>
<b>Goods Producing</b>	<b>475</b>	<b>475</b>	<b>488</b>	<b>481</b>	<b>546</b>	<b>548</b>	<b>536</b>	<b>498</b>	<b>487</b>	<b>473</b>	<b>475</b>	<b>0.0</b>	<b>0</b>
Natural Resources & Mining	130	130	118	157	164	168	166	168	157	148	138	6.2	8
Construction	120	127	126	139	137	136	124	116	104	93	103	-14.2	-17
Manufacturing	225	231	237	250	247	232	208	203	212	234	188	-16.4	-37
<b>Service Providing</b>	<b>2,097</b>	<b>2,147</b>	<b>2,211</b>	<b>2,225</b>	<b>2,243</b>	<b>2,338</b>	<b>2,324</b>	<b>2,298</b>	<b>2,273</b>	<b>2,285</b>	<b>2,247</b>	<b>7.2</b>	<b>150</b>
Trade, Transportation & Utilities	762	790	816	787	802	949	954	944	940	919	933	22.4	171
Information	52	51	53	52	46	42	42	41	41	40	24	-53.8	-28
Financial Activities	151	149	151	164	172	168	165	150	149	152	168	11.3	17
Professional & Business Services	213	233	226	231	236	228	229	218	212	202	168	-21.1	-45
Education & Health Services	289	285	299	345	362	344	326	325	298	304	339	17.3	50
Leisure & Hospitality	534	545	525	560	538	523	525	544	559	590	542	1.5	8
Other Services, except Public	96	94	141	86	87	84	83	76	74	78	73	-24.0	-23
<b>Government</b>	<b>579</b>	<b>555</b>	<b>554</b>	<b>555</b>	<b>556</b>	<b>555</b>	<b>559</b>	<b>557</b>	<b>532</b>	<b>526</b>	<b>518</b>	<b>-10.5</b>	<b>-61</b>
Federal	44	33	34	32	37	36	37	37	35	33	38	-13.6	-6
State	72	66	59	61	59	59	59	59	57	57	62	-13.9	-10
Local	463	456	461	462	460	460	463	461	440	436	418	-9.7	-45

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2020  
Labor Force & Work Summary, 2010-2020, Annual, Keith County, Nebraska (March 2021 data)

**CHART 1**  
**Employment by Industry • 2010–2020**  
Keith County, Nebraska

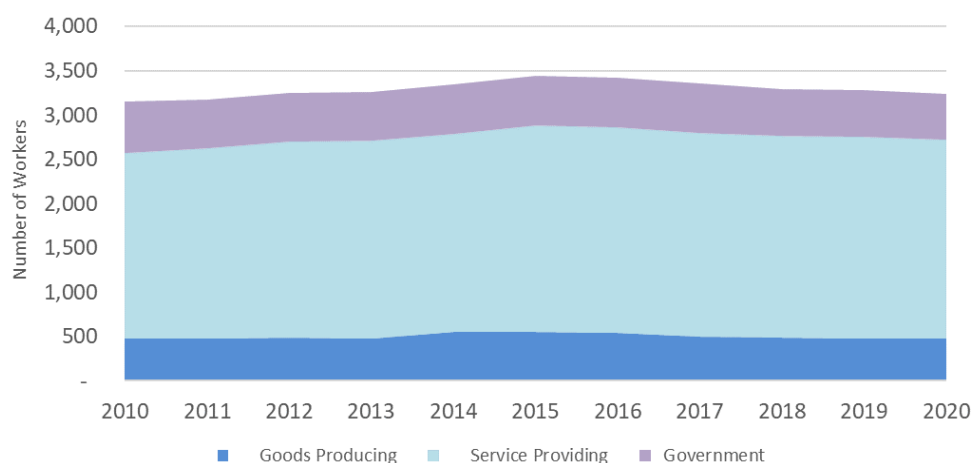


Chart 2 compares total nonfarm wage and salary employment growth in Keith County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2010–2020. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Keith County increased 1.3 percent (41 jobs) from 2010 to 2020, compared to a 5.1 percent increase for Nebraska as a whole, a 6.8 percent increase in metropolitan Nebraska and a 13.1 percent increase in non-metropolitan Nebraska.

## CHART 2

### Nonfarm W&S Employment • 2010–2020

Keith County, Nebraska, Metro and Non-Metro Nebraska

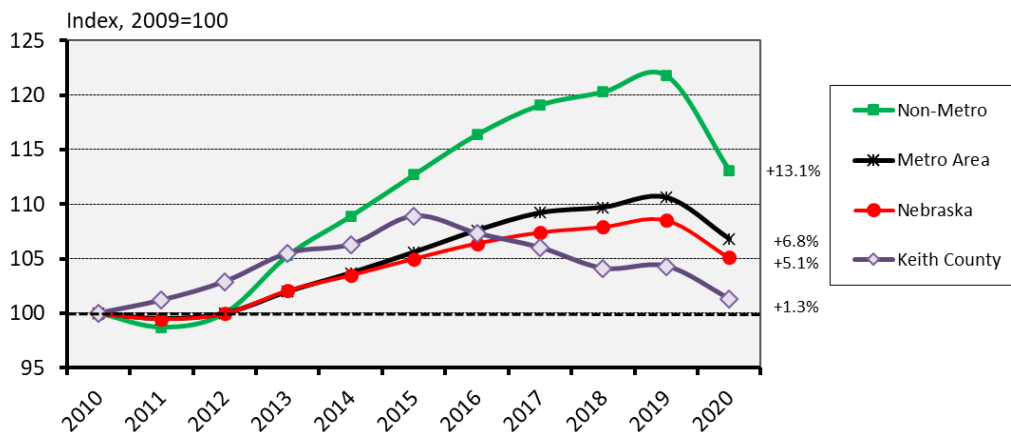
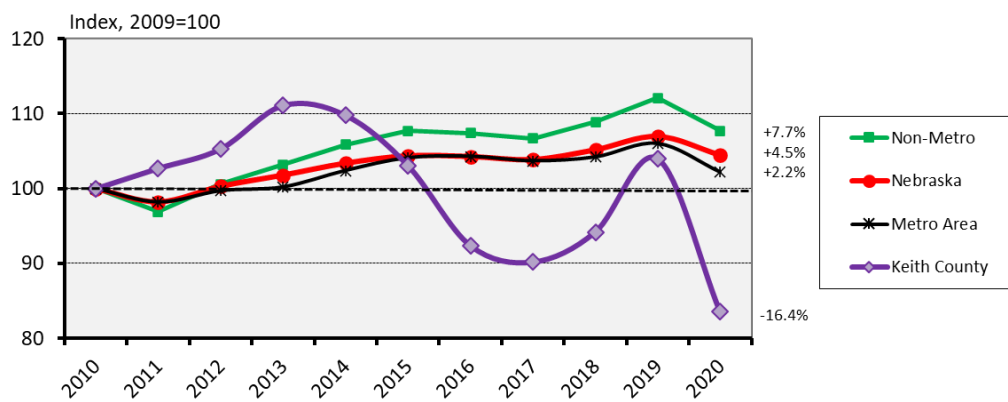


Chart 3 presents data on manufacturing wage and salary employment growth for Keith County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Keith County recorded a 16.4 percent decrease in employment (37 jobs) between 2010 and 2020. This compares to a 7.7 percent increase in employment for non-metropolitan Nebraska; a 4.5 percent increase for Nebraska as a whole; and a 2.2 percent increase for metropolitan Nebraska over the same period.

## CHART 3

### Manufacturing W&S Employment • 2010–2020

Keith County, Nebraska, Metro and Non-Metro Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2020

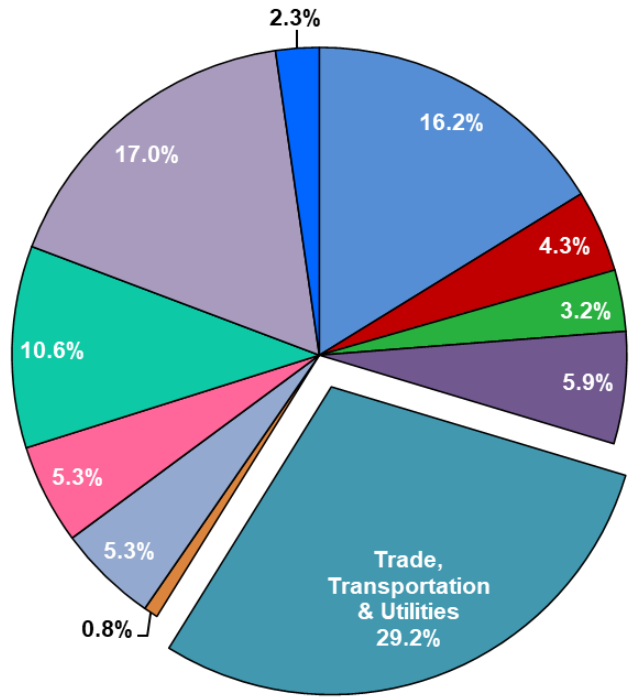
The next series of pie charts (Charts 4, 5 and 6) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Keith County compared to the non-metropolitan and metropolitan distributions.

When comparing the Keith County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Trade, Transportation, and Utilities sector which makes up 29.2 percent of the county workforce (933 employees) compared to 18.5 percent for non-metropolitan Nebraska; a difference of 10.7 percent. Comparing Keith County to the overall metropolitan distribution, the largest deviation is also found in the Trade, Transportation, and Utilities sector (29.2 percent Keith County vs. 17.4 percent metropolitan Nebraska; a difference of 11.8 percent).

**CHART 4, 5 & 6**

**Nonfarm W&S Employment by Major Economic Sector**

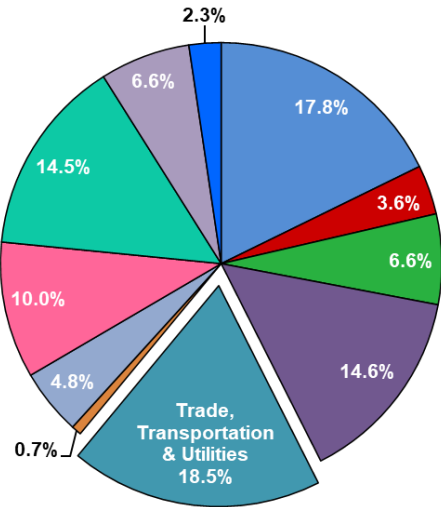
Keith County, 2020



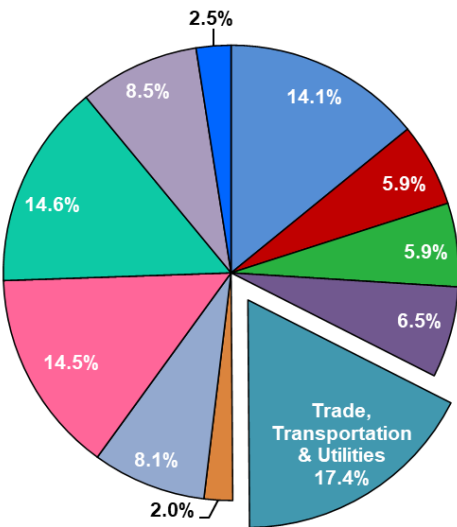
- Government
- Natural Resources and Mining
- Construction
- Manufacturing
- Trade, Transportation, and Utilities
- Information
- Financial Activities
- Professional and Business Services
- Education and Health Services
- Leisure and Hospitality
- Other Services

Source: U.S. Bureau of Labor Statistics

Non-Metropolitan Nebraska, 2020



Metropolitan Nebraska, 2020



The next table (Table 2) shows labor force information for Keith County for the time period 2010–2020. 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 Keith County residents participating in the labor force between 2010 and 2020 (0.7 percent or 31 people).

The number of those unemployed in Keith County decreased by 25.8 percent (51 people) between 2010 and 2020. 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 Keith County unemployment rate was 3.2 percent in 2020; below that for metropolitan Nebraska (4.6 percent), below Nebraska as a whole (4.2 percent), and below non-metropolitan Nebraska (3.5 percent).

**TABLE 2**

## Labor Force & Employment Trends

Keith County, Nebraska · 2010–2020

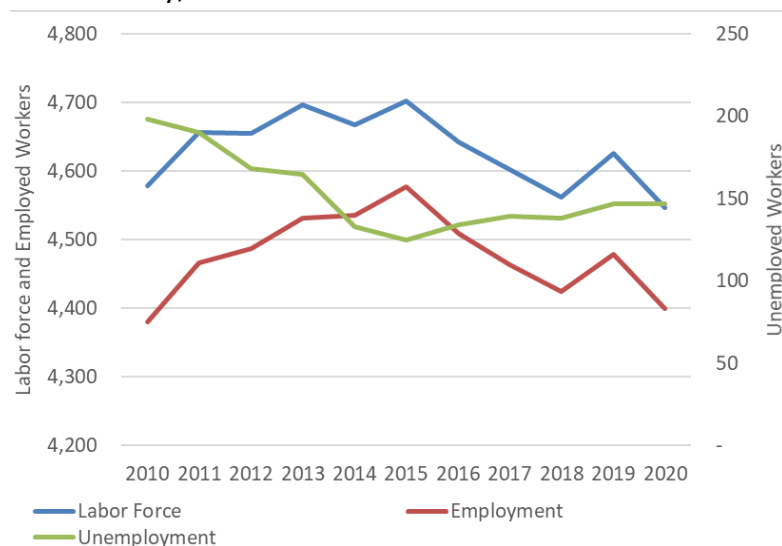
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	% Change 2009-2019	# Change 2009-2019
<b>Labor Force</b>	<b>4,578</b>	<b>4,656</b>	<b>4,655</b>	<b>4,697</b>	<b>4,668</b>	<b>4,702</b>	<b>4,643</b>	<b>4,602</b>	<b>4,562</b>	<b>4,626</b>	<b>4,547</b>	<b>-0.7</b>	<b>-31</b>
Employment	4,380	4,466	4,487	4,532	4,535	4,577	4,509	4,463	4,424	4,479	4,400	0.5	20
Unemployment	198	190	168	165	133	125	134	139	138	147	147	-25.8	-51
Unemployment Rate	4.3	4.1	3.6	3.5	2.8	2.7	2.9	3.0	3.0	3.2	3.2	N/A	N/A

(N/A) - Data not available

**CHART 7**

## Labor Force & Employment Trends

Keith County, Nebraska · 2010–2020



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2021  
The right axis on Chart 7 refers to Unemployed Workers

## RESIDENCE AND WORK FLOW PATTERNS

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for the City of Ogallala in Keith County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination Report looks at the area from which a city is pulling employees to fill positions. These data are 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 Ogallala are from 2018.

Table 3 (pages 6–7) examines the Work Destination area for Ogallala from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 2,096 city labor force participants holding primary jobs. As Table 3 shows, 97.2 percent of Ogallala's labor force participants are employed within the state of Nebraska. Approximately 63.8 percent of Ogallala workers remain within Keith County for employment with 36.2 percent leaving the county borders for work (next page). The top ten incorporated places where Ogallala labor force participants are employed are also shown on the following page.

**TABLE 3**

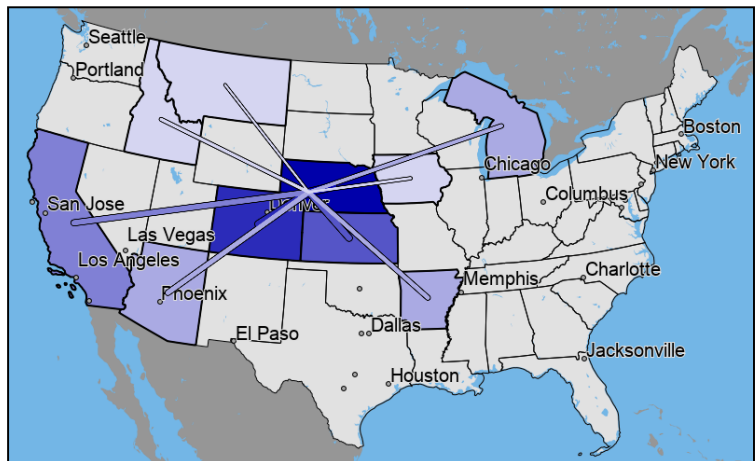
### Work Destination Report • 2018

Where Workers are Employed Who Live in the Selection Area

<b>Total Primary Jobs</b>	<b>2,096</b>	<b>100.0%</b>
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#### By States

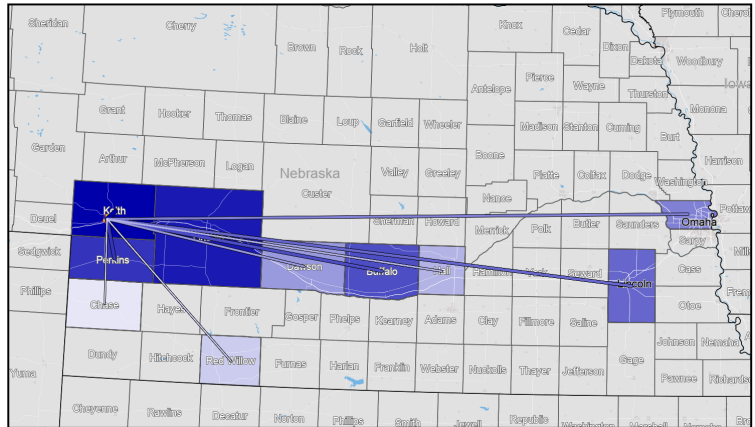
	Count	Share
<b>Nebraska</b>	<b>2,037</b>	<b>97.2%</b>
Colorado	28	1.3%
Kansas	13	0.6%
California	4	0.2%
Arizona	2	0.1%
Arkansas	2	0.1%
Michigan	2	0.1%
Idaho	1	0.0%
Iowa	1	0.0%
Montana	1	0.0%
All Other Locations	5	0.2%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, July 2021

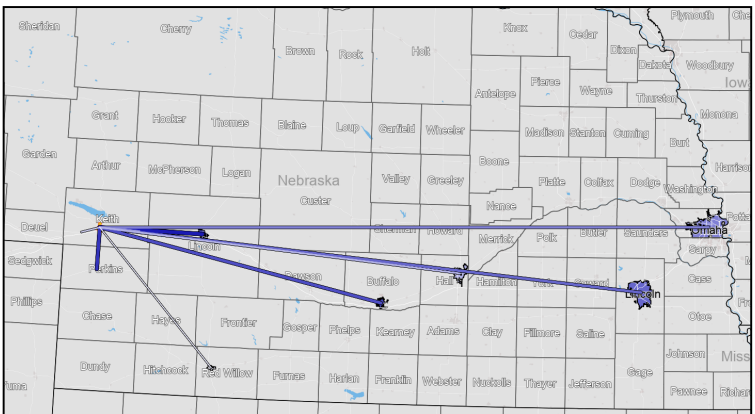
## By Counties

	Count	Share
<b>Keith County, NE</b>	<b>1,338</b>	<b>63.8%</b>
Lincoln County, NE	159	7.6%
Perkins County, NE	105	5.0%
Buffalo County, NE	55	2.6%
Lancaster County, NE	47	2.2%
Douglas County, NE	44	2.1%
Dawson County, NE	33	1.6%
Hall County, NE	28	1.3%
Red Willow County, NE	23	1.1%
Chase County, NE	20	1.0%
All Other Locations	244	11.6%



## By Places *Top 10 Cities, CDPS, etc.*

	Count	Share
<b>Ogallala city, NE</b>	<b>1,173</b>	<b>56.0%</b>
North Platte city, NE	131	6.3%
Grant city, NE	83	4.0%
Kearney city, NE	46	2.2%
Lincoln city, NE	44	2.1%
Omaha city, NE	42	2.0%
Paxton village, NE	35	1.7%
Grand Island city, NE	23	1.1%
Brule village, NE	22	1.0%
McCook city, NE	19	0.9%
All Other Locations	478	22.8%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, July 2021



People also travel from other locations to work in Ogallala—this is the Home Destination Report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Ogallala. The Census identified 2,375 primary jobs within Ogallala. As Table 4 indicates, 95.1 percent of these jobs are held by Nebraska residents. Approximately 65.1 percent of Ogallala workers live within the Keith County borders and the top localities show the distribution of employee residents around the area (next page).

**TABLE 4**

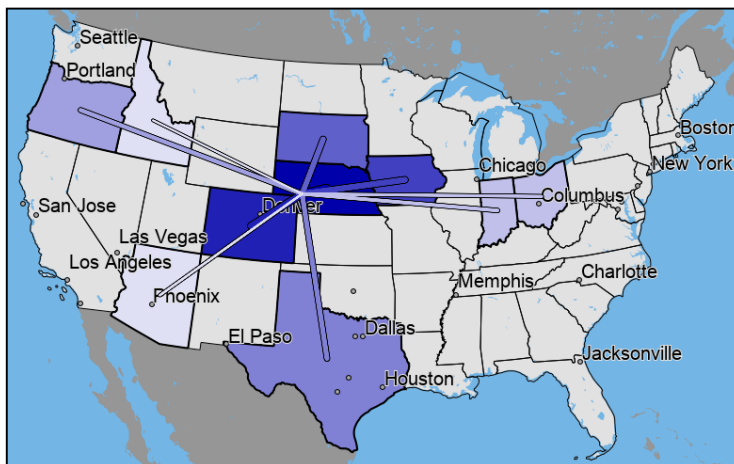
## Home Destination Report • 2018

Where Workers Live Who are Employed in the Selection Area

	Count	Share
<b>Total Primary Jobs</b>	<b>2,375</b>	<b>100.0%</b>

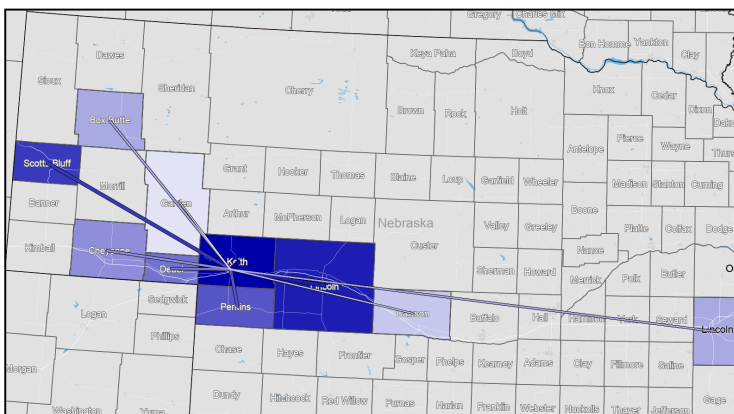
### By States

	Count	Share
<b>Nebraska</b>	<b>2,259</b>	<b>95.1%</b>
Colorado	53	2.2%
Iowa	11	0.5%
South Dakota	7	0.3%
Texas	6	0.3%
Oregon	5	0.2%
Indiana	4	0.2%
Ohio	4	0.2%
Arizona	3	0.1%
Idaho	3	0.1%
All Other Locations	20	0.8%



### By Counties

	Count	Share
<b>Keith County, NE</b>	<b>1,546</b>	<b>65.1%</b>
Lincoln County, NE	110	4.6%
Scotts Bluff County, NE	67	2.8%
Perkins County, NE	65	2.7%
Deuel County, NE	44	1.9%
Cheyenne County, NE	37	1.6%
Box Butte County, NE	34	1.4%
Lancaster County, NE	34	1.4%
Dawson County, NE	32	1.3%
Garden County, NE	23	1.0%
All Other Locations	383	16.1%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, July 2021

## By Places *Top 10 cities, CDPS, etc.*

	Count	Share
<b>Ogallala city, NE</b>	<b>1,173</b>	<b>49.4%</b>
Paxton village, NE	64	2.7%
North Platte city, NE	60	2.5%
Belmar CDP, NE	35	1.5%
Lincoln city, NE	32	1.3%
Brule village, NE	30	1.3%
Alliance city, NE	28	1.2%
Grant city, NE	26	1.1%
Sidney city, NE	26	1.1%
Scottsbluff city, NE	24	1.0%
All Other Locations	877	36.9%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, July 2021

The next table and charts (Table 5, page 9, Charts 8–16, pages 10–12) show an inflow/outflow report for the Ogallala 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 Ogallala. More detailed figures can also be found in Tables 6–8 (pages 10–12).

**TABLE 5**

## Inflow/Outflow Report

### Ogallala, Primary Jobs

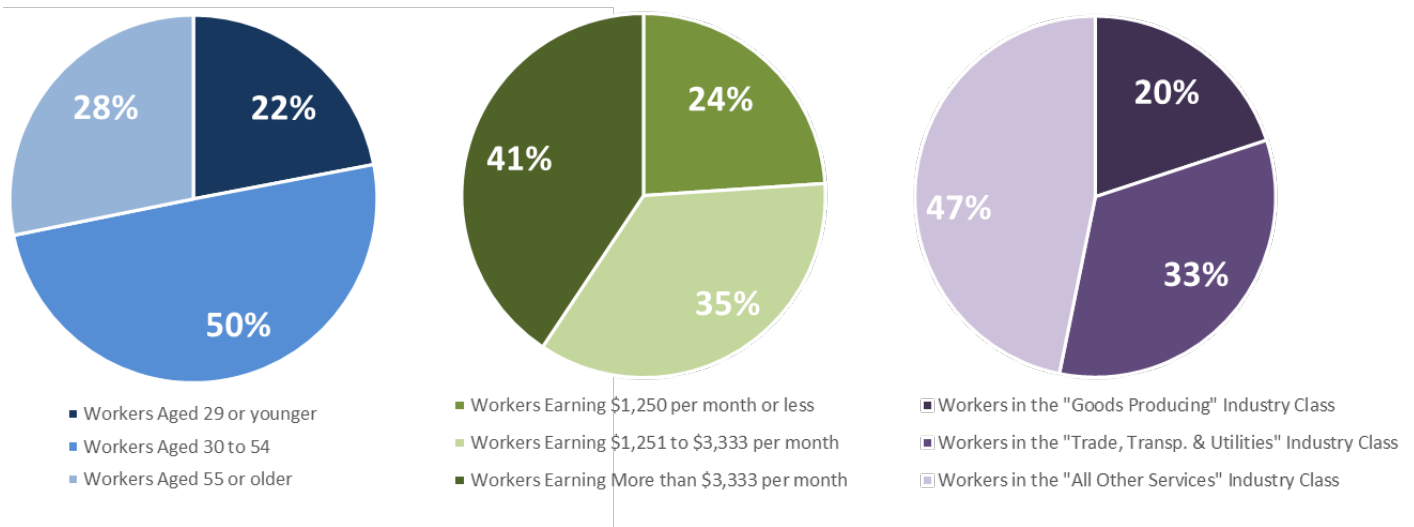
Selection Area Labor Market Size	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,375	100.0%	2,443	100.0%	2,482	100.0%
Living in the Selection Area	2,096	88.3%	2,141	87.6%	2,186	88.1%
Net Job Inflow (+) or Outflow (-)	279	-	302	-	296	-

In-Area Labor Force Efficiency	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	2,096	100.0%	2,141	100.0%	2,186	100.0%
Living and Employed in the Selection Area	1,173	56.0%	1,210	56.5%	1,297	59.3%
Living in the Selection Area but Employed Outside	923	44.0%	931	43.5%	889	40.7%

In-Area Employment Efficiency	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,375	100.0%	2,443	100.0%	2,482	100.0%
Employed and Living in the Selection Area	1,173	49.4%	1,210	49.5%	1,297	52.3%
Employed in the Selection Area but Living Outside	1,202	50.6%	1,233	50.5%	1,185	47.7%

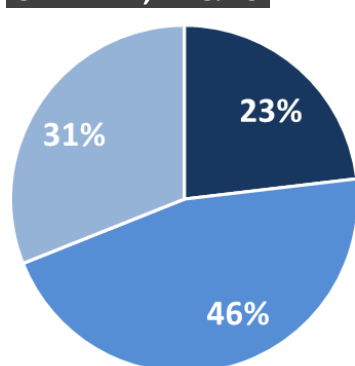
**TABLE 6****Worker Outflow by Job Characteristic****Ogallala**

Outflow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	923	100.0%	931	100.0%	889	100.0%
Workers Aged 29 or younger	203	22.0%	230	24.7%	217	24.4%
Workers Aged 30 to 54	460	49.8%	438	47.0%	434	48.8%
Workers Aged 55 or older	260	28.2%	263	28.2%	238	26.8%
Workers Earning \$1,250 per month or less	221	23.9%	232	24.9%	210	23.6%
Workers Earning \$1,251 to \$3,333 per month	327	35.4%	363	39.0%	352	39.6%
Workers Earning More than \$3,333 per month	375	40.6%	336	36.1%	327	36.8%
Workers in the "Goods Producing" Industry Class	184	19.9%	190	20.4%	150	16.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	307	33.3%	285	30.6%	342	38.5%
Workers in the "All Other Services" Industry Class	432	46.8%	456	49.0%	397	44.7%

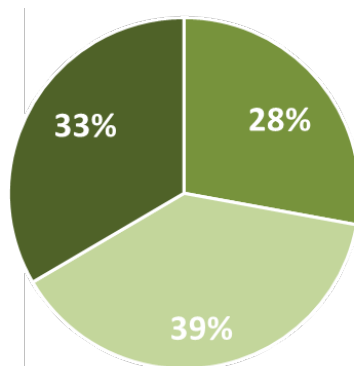
**CHART 8, 9 & 10**

**TABLE 7****Worker Inflow by Job Characteristic****Ogallala**

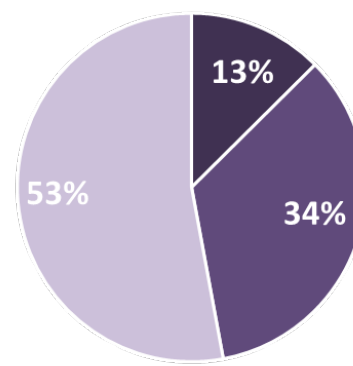
Inflow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	<b>1,202</b>	<b>100.0%</b>	1,233	100.0%	1,185	100.0%
Workers Aged 29 or younger	278	23.1%	277	22.5%	245	20.7%
Workers Aged 30 to 54	551	45.8%	568	46.1%	559	47.2%
Workers Aged 55 or older	373	31.0%	388	31.5%	381	32.2%
Workers Earning \$1,250 per month or less	335	27.9%	352	28.5%	316	26.7%
Workers Earning \$1,251 to \$3,333 per month	465	38.7%	529	42.9%	519	43.8%
Workers Earning More than \$3,333 per month	402	33.4%	352	28.5%	350	29.5%
Workers in the "Goods Producing" Industry Class	151	12.6%	112	9.1%	134	11.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	415	34.5%	416	33.7%	398	33.6%
Workers in the "All Other Services" Industry Class	636	52.9%	705	57.2%	653	55.1%

**CHART 11, 12 & 13**

- Workers Aged 29 or younger
- Workers Aged 30 to 54
- Workers Aged 55 or older



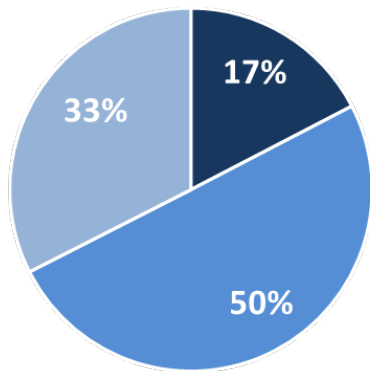
- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



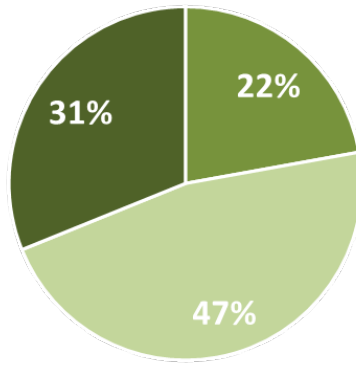
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transp. & Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

**TABLE 8****Worker Interior by Job Characteristic****Ogallala**

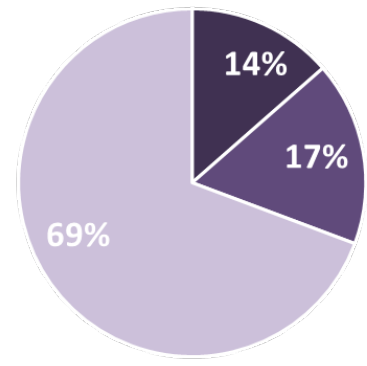
Interior Flow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,173	100.0%	1,210	100.0%	1,297	100.0%
Workers Aged 29 or younger	204	17.4%	235	19.4%	262	20.2%
Workers Aged 30 to 54	588	50.1%	576	47.6%	625	48.2%
Workers Aged 55 or older	381	32.5%	399	33.0%	410	31.6%
Workers Earning \$1,250 per month or less	260	22.2%	378	31.2%	315	24.3%
Workers Earning \$1,251 to \$3,333 per month	548	46.7%	478	39.5%	637	49.1%
Workers Earning More than \$3,333 per month	365	31.1%	354	29.3%	345	26.6%
Workers in the "Goods Producing" Industry Class	159	13.6%	160	13.2%	154	11.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	201	17.1%	206	17.0%	228	17.6%
Workers in the "All Other Services" Industry Class	813	69.3%	844	69.8%	915	70.5%

**CHART 14, 15 & 16**

■ Workers Aged 29 or younger  
 ■ Workers Aged 30 to 54  
 ■ Workers Aged 55 or older



■ Workers Earning \$1,250 per month or less  
 ■ Workers Earning \$1,251 to \$3,333 per month  
 ■ Workers Earning More than \$3,333 per month



■ Workers in the "Goods Producing" Industry Class  
 ■ Workers in the "Trade, Transp. & Utilities" Industry Class  
 ■ Workers in the "All Other Services" Industry Class

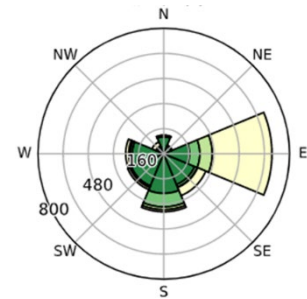
The Distance/Direction Report depicted in Table 9 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Ogallala and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Ogallala is less in 2018 compared to 2017 and 2016. The distribution of miles traveled to work has also shifted since 2016. Figure 1 shows the location and concentration of these workplaces.

**TABLE 9 & FIGURE 1**

## Distance/Direction Report · *Home to Work Census Block*

Live within study area – distance to work

Job Counts in Work Blocks	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>2,096</b>	<b>100.0%</b>	<b>2,141</b>	<b>100.0%</b>	<b>2,186</b>	<b>100.0%</b>
Less than 10 miles	1,250	59.6%	1,307	61.0%	1,391	63.6%
10 to 24 miles	196	9.4%	189	8.8%	195	8.9%
25 to 50 miles	132	6.3%	131	6.1%	123	5.6%
Greater than 50 miles	518	24.7%	514	24.0%	477	21.8%



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, July 2021

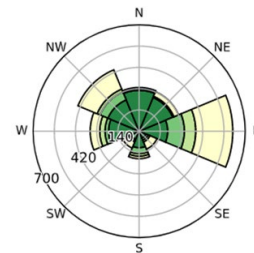
Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Ogallala and the distance to their homes. Looking at Table 10, the number of primary jobs held within Ogallala has decreased since 2017 and 2016. The data also show the majority of Ogallala employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

**TABLE 10 & FIGURE 2**

## Distance/Direction Report · *Work to Home Census Block*

Work within study area – distance to home

Job Counts in Home Blocks	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>2,375</b>	<b>100.0%</b>	<b>2,443</b>	<b>100.0%</b>	<b>2,482</b>	<b>100.0%</b>
Less than 10 miles	1,339	56.4%	1,393	57.0%	1,514	61.0%
10 to 24 miles	269	11.3%	255	10.4%	238	9.6%
25 to 50 miles	173	7.3%	199	8.1%	201	8.1%
Greater than 50 miles	594	25.0%	596	24.4%	529	21.3%



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, July 2021

## POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Keith County and the surrounding area. As Table 11 indicates, Keith County's population experienced an average annual decrease of less than 0.1 percent between 1970 and 2010 for a total decrease of 1.4 percent or 119 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Keith County reported an average annual 0.5 percent decrease in population from 2010 to 2020 (385 people total).

**TABLE 11**

### County Population • 1970–2020

Keith County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2020	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2020
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,937,552</b>	<b>0.5</b>	<b>0.6</b>
<b>Keith County</b>	<b>8,487</b>	<b>9,364</b>	<b>8,584</b>	<b>8,875</b>	<b>8,368</b>	<b>7,983</b>	<b>0.0</b>	<b>-0.5</b>
Arthur County	606	513	462	444	460	466	-0.7	0.1
Deuel County	2,717	2,462	2,237	2,098	1,941	1,793	-0.8	-0.8
Garden County	2,929	2,802	2,460	2,292	2,057	1,847	-0.9	-1.1
Lincoln County	29,538	36,455	32,508	34,632	36,288	34,347	0.5	-0.5
McPherson County	623	593	546	533	539	474	-0.4	-1.3
Perkins County	3,423	3,637	3,367	3,200	2,970	2,867	-0.4	-0.4

Table 12 data reveals the population of Keith County's incorporated places as a whole experienced an average annual population decrease of 0.1 percent from 1970 to 2010 and an average annual decrease of 0.6 percent from 2010 to 2020 for a total decrease of 10.8 percent (639 people) from 1970 to 2020. Ogallala, the county's largest city, reported a 10.1 percent decrease in population (503 people) between 1970 and 2020. The unincorporated areas outside of the selected communities experienced a 5.2 percent decrease (135 people) during the period 1970–2020.

**TABLE 12**

### Population • 1970–2020

Keith County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2020	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2020
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,937,552</b>	<b>0.5</b>	<b>0.6</b>
<b>Keith County</b>	<b>8,487</b>	<b>9,364</b>	<b>8,584</b>	<b>8,875</b>	<b>8,368</b>	<b>7,983</b>	<b>0.0</b>	<b>-0.5</b>
Brule	423	438	408	372	326	303	-0.6	-0.7
Ogallala	4,976	5,638	5,127	4,930	4,737	4,473	-0.1	-0.6
Paxton	503	568	537	614	523	487	0.1	-0.7
<b>Total Incorporated Places</b>	<b>5,902</b>	<b>6,644</b>	<b>6,072</b>	<b>5,916</b>	<b>5,586</b>	<b>5,263</b>	<b>-0.1</b>	<b>-0.6</b>
<b>Unincorporated Areas</b>	<b>2,585</b>	<b>2,720</b>	<b>2,512</b>	<b>2,959</b>	<b>2,782</b>	<b>2,720</b>	<b>0.2</b>	<b>-0.2</b>

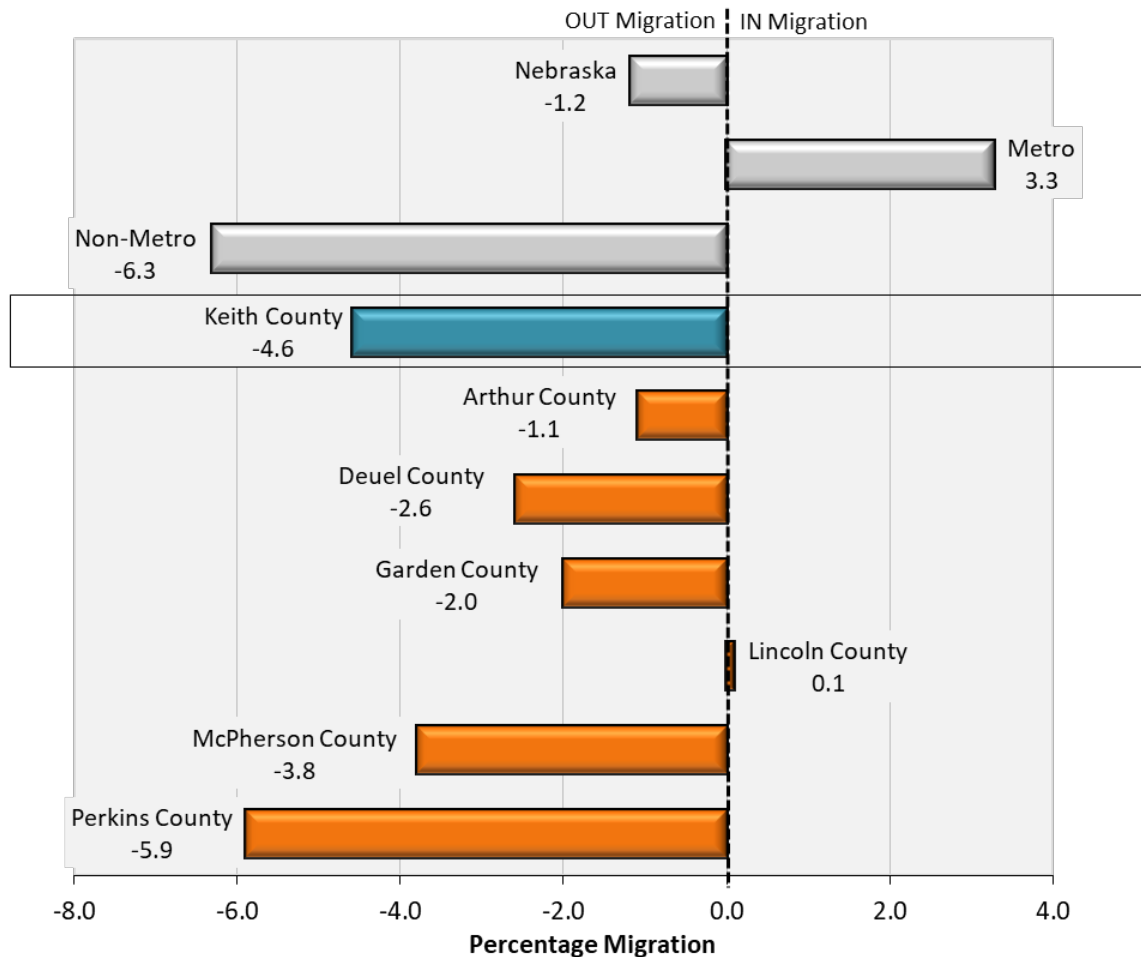
Source: U.S. Bureau of the Census, Census of Population, May 2021

The next two charts (Chart 17 and 18, next page) graphically depict the migration patterns for Nebraska, Keith 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, Keith County experienced a net out-migration of 409 people or 4.6 percent of its 2000 population.

#### CHART 17

### Net Migration as Percent of 2000 Population • 2000–2010

Keith County and the Surrounding Area



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

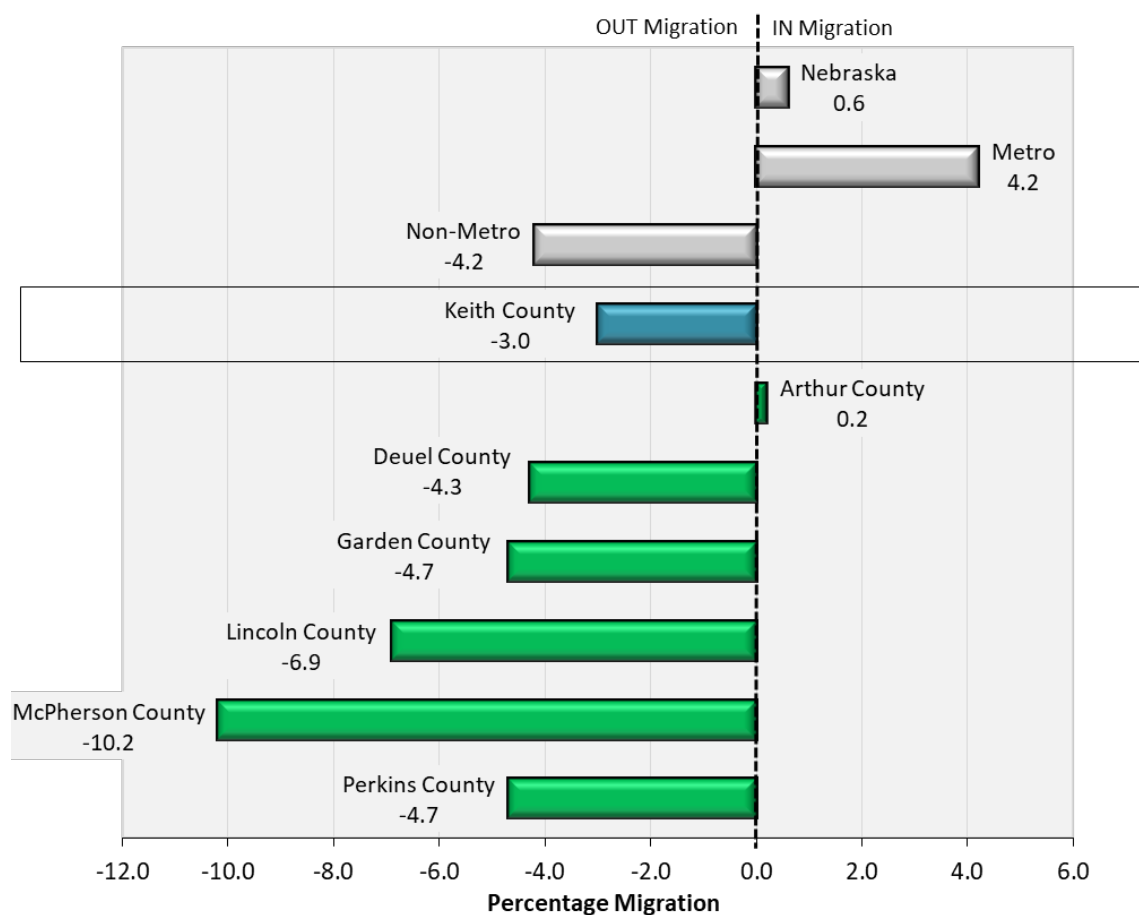


Looking at the years 2010–2020 (Chart 18), Keith County experienced a net out-migration of 252 people or 3.0 percent of its 2010 population.

#### CHART 18

### Net Migration as Percent of 2010 Population • 2010–2020

Keith County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2021

The next table and chart (Tables 13 and Chart 19, next page) provide detail on migration patterns. Data reported in these tables are 2015–2019, 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 13 data show the current population one-year or older is 307 greater than the number of people living in Keith County one-year ago. This indicates Keith 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 13**

### **5-Year Estimate Population Change Due to Migration and Mortality • 2015–2019**

Keith County, Nebraska

Current population one-year or older	7,974
Number of people living in the area one-year ago	7,667
<u>Population change due to migration and mortality</u>	<u>307</u>

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 April 2021

The 2015–2019, five-year estimates in Chart 19 reveal a net gain of 146 people from other Nebraska counties and a net gain of 148 people from other states for a total net gain of 294 people one-year or older. As shown in Chart 19, net gains occurred in the age groups Age 1 to 17 (gain of 170), Age 25 to 44 (gain of 124), Age 45 to 64 (gain of 4) and Age 65 and over (gain of 40) and a net loss in age group Age 18 to 24 (loss of 44).

Chart 19 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 101); a gain in residents with a bachelor's degree, associate's degree, or some college (gain of 50) and a gain in residents with a graduate or professional degree (gain of 17).

#### CHART 19

### Population Change Due to Migration and Mortality

#### Five-Year Estimate • 2015–2019

Keith County and Nebraska

-- Part A: By Age Group --							
Age Group	Moved to Different Nebraska County	Moved From Different 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	15	101	86	0	84	84	170
Age 18 to 24	112	96	-16	37	9	-28	-44
Age 25 to 44	12	90	78	9	55	46	124
Age 45 to 64	50	34	-16	21	41	20	4
Age 65 and over	9	23	14	10	36	26	40
<b>Total</b>	<b>198</b>	<b>344</b>	<b>146</b>	<b>77</b>	<b>225</b>	<b>148</b>	<b>294</b>
-- Part B: By Educational Attainment --							
Educational Attainment	Moved to Different Nebraska County	Moved From Different 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	15	52	37	18	82	64	101
Bachelor's or some college	50	72	22	22	50	28	50
Grad. or Prof. degree	6	23	17	0	0	0	17
<b>Total</b>	<b>71</b>	<b>147</b>	<b>76</b>	<b>40</b>	<b>132</b>	<b>92</b>	<b>168</b>

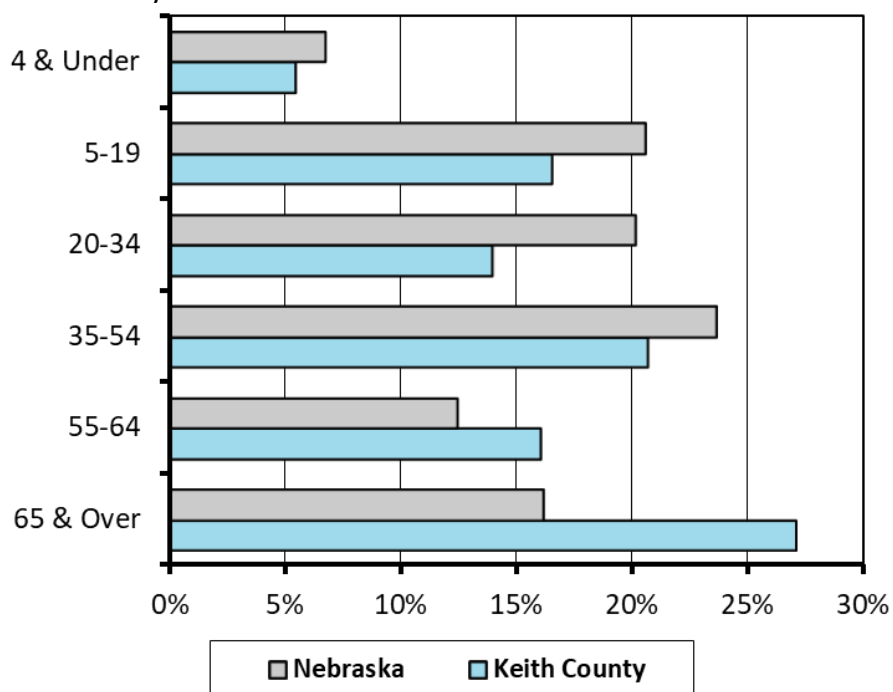
Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States; Geographical Mobility In The Past Year By Educational Attainment For Current Residence In The United States & Geographical Mobility In The Past Year By Educational Attainment For Residence 1 Year Ago In The United States*; accessed April 2021

The following chart and table (Chart 20; Table 14) compare the U.S. Census Bureau's age distribution of population for Nebraska as a whole and Keith County. The population of Keith County is significantly older in age than Nebraska as a whole. The median age for Keith County residents in 2019 was 49.0 years of age compared to 36.8 years of age for residents of Nebraska as a whole.

**CHART 20**

## Age Distribution of the Population • 2019

Keith County and Nebraska



**TABLE 14**

	2018 Population		Percent	
	Nebraska	Keith County	Nebraska	Keith County
4 & Under	130,880	443	6.8%	5.5%
5-19	398,941	1,332	20.6%	16.6%
20-34	390,889	1,126	20.2%	14.0%
35-54	458,947	1,665	23.7%	20.7%
55-64	242,293	1,291	12.5%	16.1%
65 & Over	312,458	2,177	16.2%	27.1%
<b>Total</b>	<b>1,934,408</b>	<b>8,034</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.8</b>	<b>49.0</b>		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," March 2021

Table 15 shows additional median ages as estimated by the American Community Survey for communities within Keith 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 21 graphically depicts the median age distribution for the study area.

**TABLE 15**

## Median Age by Location and Gender • 2019

Keith County and the Surrounding Area

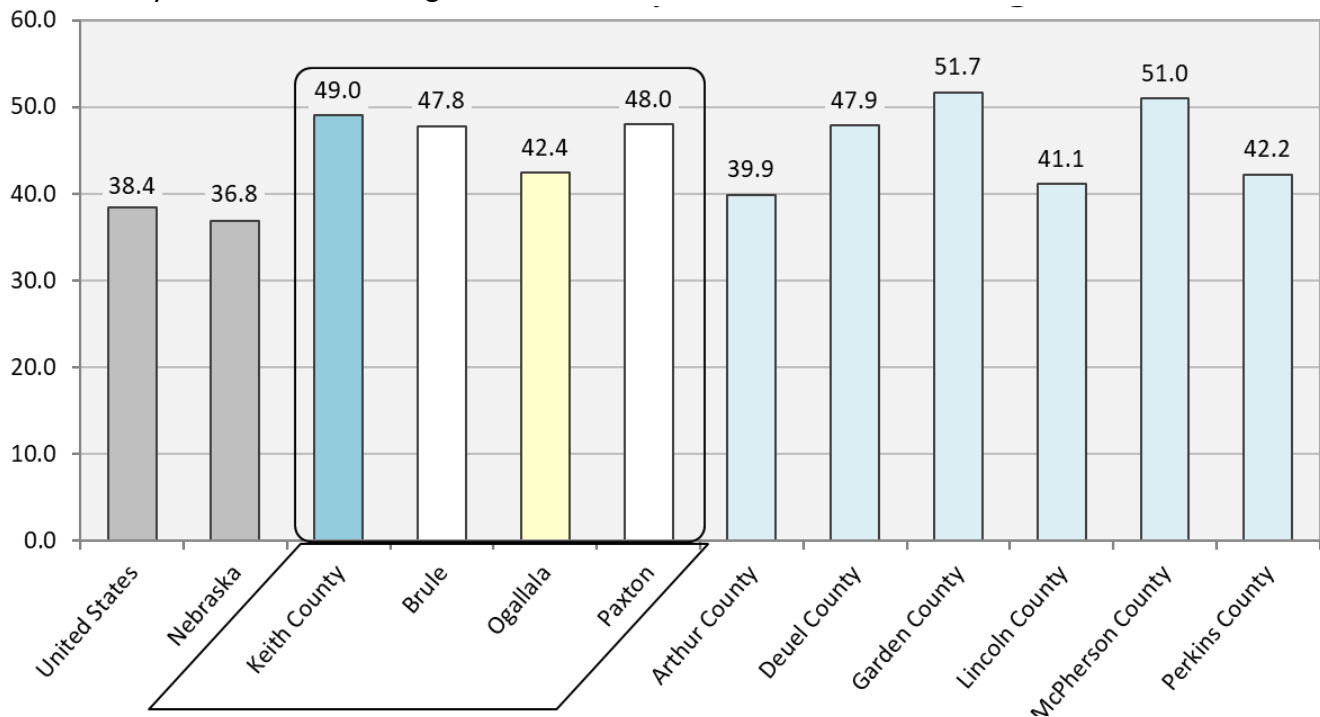
	Median Age		
	Total	Male	Female
<b>United States</b>	<b>38.4</b>	<b>37.2</b>	<b>39.7</b>
<b>Nebraska</b>	<b>36.8</b>	<b>35.8</b>	<b>37.8</b>
<b>Keith County</b>	<b>49.0</b>	<b>48.1</b>	<b>49.9</b>
Brule	47.8	47.9	47.7
Ogallala	42.4	41.6	42.9
Paxton	48.0	39.3	51.5

Arthur County	39.9	40.5	39.5
Deuel County	47.9	46.5	48.9
Garden County	51.7	49.2	54.0
Lincoln County	41.1	40.0	42.2
McPherson County	51.0	49.6	52.8
Perkins County	42.2	40.6	44.1

**CHART 21**

## Median Age by Location • 2019

Keith County and the Surrounding Area



Source: U.S. Census Bureau, 2015-2019 American Community Survey, March, 2021

## RETAIL SALES

Table 16 and Chart 22 show the retail sales (non-motor vehicle) pull factors for Keith County and the surrounding area for 2020. 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.

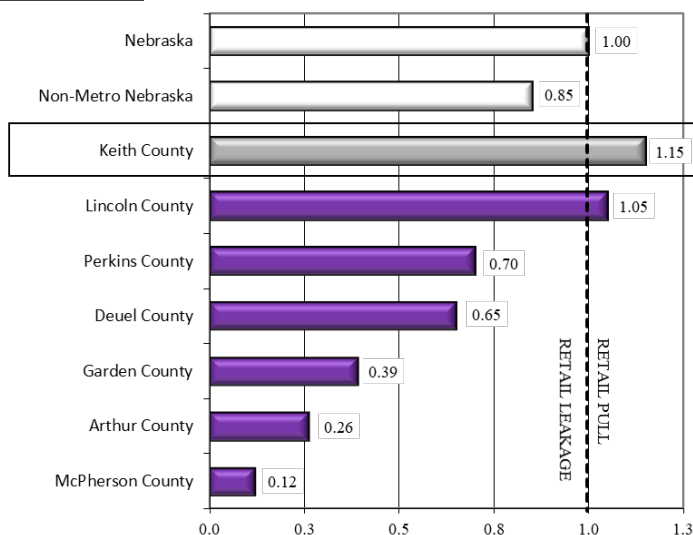
**TABLE 16**

### Retail Sales Non-Motor Vehicles Pull Factors • 2020

Nebraska, Keith County and Surrounding Counties

	2020 Population	2020 Retail Sales (x \$1,000)	2020 Per Cap Sales (\$)	2020 Pull Factor
Nebraska	1,937,552	25,033,747	12,920	1.00
Non-Metro Nebraska	767,468	8,476,731	11,045	0.85
<b>Keith County</b>	<b>7,983</b>	<b>118,240</b>	<b>14,811</b>	<b>1.15</b>
Arthur County	466	1,552	3,331	0.26
Deuel County	1,793	14,980	8,355	0.65
Garden County	1,847	9,282	5,026	0.39
Lincoln County	34,347	466,394	13,579	1.05
McPherson County	474	756	1,595	0.12
Perkins County	2,867	25,857	9,019	0.70

**CHART 22**



Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2021

Reviewing the pull factors at the county level indicates Keith County experiences net positive retail injections. The 2020 pull factor of 1.15 indicates, on a per capita basis, retail sales in Keith County are higher when compared to 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 Keith County (1.15) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Keith County are 34.1 percent above the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 17 and Chart 23 compare the 2020 pull factors for selected area communities. The community of Ogallala's pull factor of 1.86 indicates that, on a per capita basis, non-motor vehicle retail sales in Ogallala are approximately 86.0 percent greater than the state's average per capita sales.

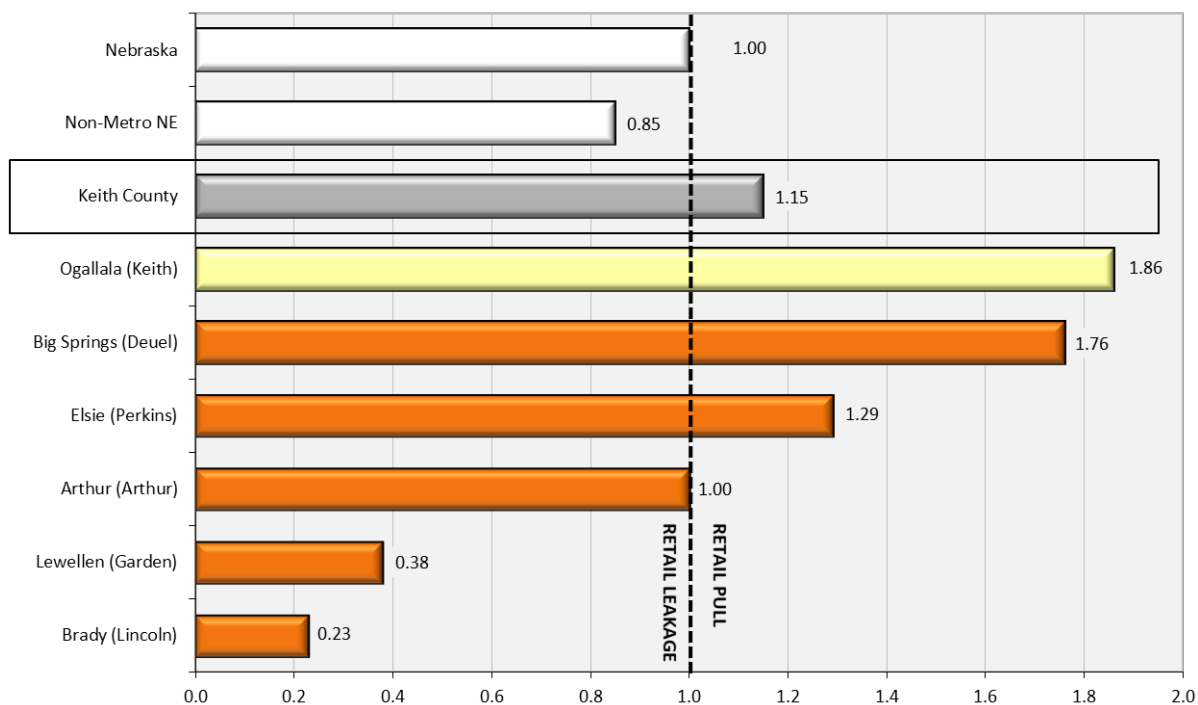
**TABLE 17**

## Retail Sales Non-Motor Vehicles Pull Factors • 2020

Nebraska and Selected Study Area Cities

	2020 Population	2020 Retail Sales (x \$1,000)	2020 Per Cap Sales (\$)	2020 Pull Factor
Nebraska	1,937,552	25,033,747	12,920	1.00
Non-Metro Nebraska	767,468	8,476,731	11,045	0.85
<b>Keith County</b>	<b>7,983</b>	<b>118,240</b>	<b>14,811</b>	<b>1.15</b>
Ogallala (Keith)	4,473	107,719	24,082	1.86
Arthur (Arthur)	119	1,534	12,891	1.00
Big Springs (Deuel)	379	8,603	22,701	1.76
Lewellen (Garden)	199	968	4,866	0.38
Brady (Lincoln)	419	1,244	2,970	0.23
Elsie (Perkins)	103	1,721	16,712	1.29

**CHART 23**



Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2021

Table 18 (sorted by population) and Chart 24 (sorted by pull factor) further breakdown the 2020 pull factors into the communities reporting retail sales figures within Keith County. As this table indicates, the community of Ogallala had the strongest pull factor (1.86) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 1.15 for Keith County in 2020.

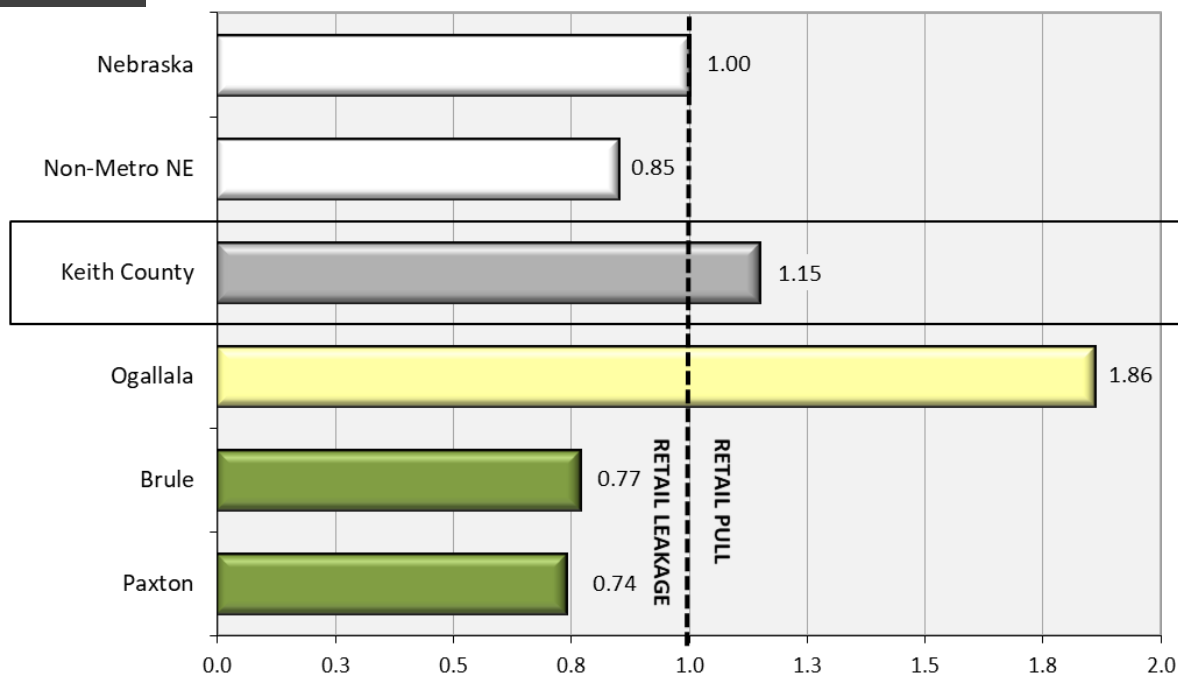
**TABLE 18**

## Retail Sales Non-Motor Vehicles Pull Factors • 2020

Nebraska and Available Keith County Communities

	2020 Population	2020 Retail Sales (x \$1,000)	2020 Per Cap Sales (\$)	2020 Pull Factor
Nebraska	1,937,552	25,033,747	12,920	1.00
Non-Metro Nebraska	767,468	8,476,731	11,045	0.85
<b>Keith County</b>	<b>7,983</b>	<b>118,240</b>	<b>14,811</b>	<b>1.15</b>
Ogallala	4,473	107,719	24,082	1.86
Brule	303	3,015	9,951	0.77
Paxton	487	4,671	9,591	0.74

**CHART 24**



Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2021



Table 19 (sorted by population) and Chart 25 (sorted by pull factor) show the 2020 pull factors for Nebraska, Ogallala, and eight other similarly sized communities selected from around the state. Gretna's pull factor of 4.73 leads the group for 2020 thus indicating Gretna has greater retail pull.

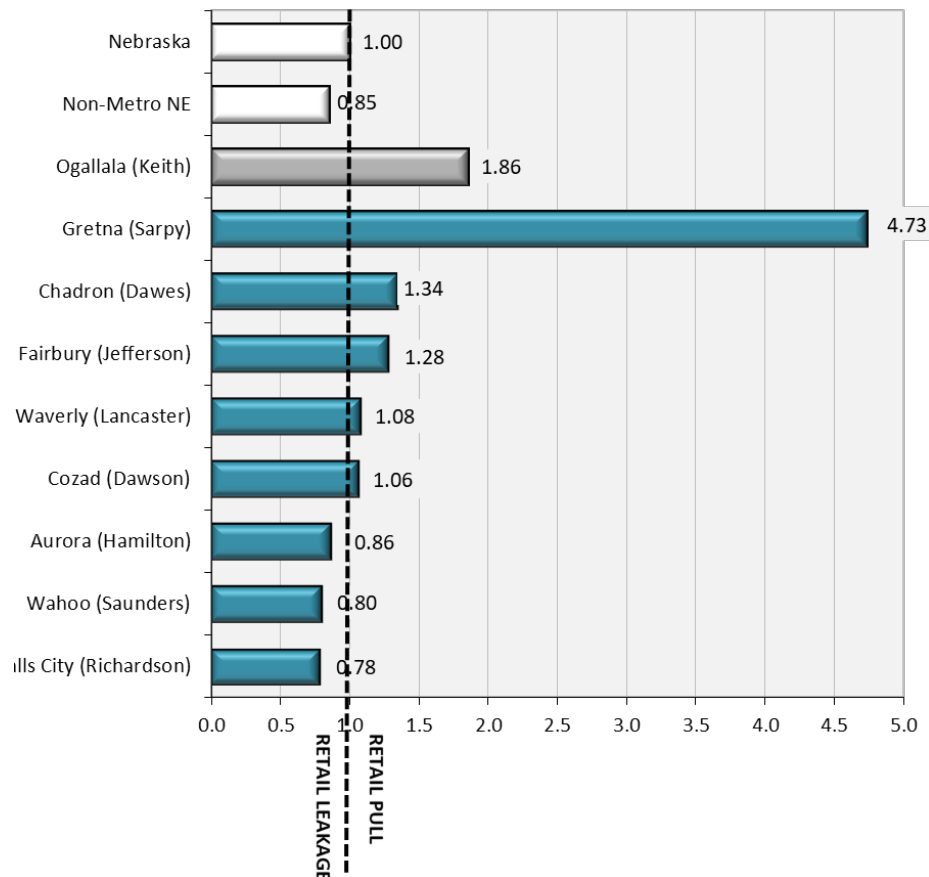
**TABLE 19**

## Retail Sales Non-Motor Vehicles Pull Factors • 2020

Ogallala & Other Similarly Sized Nebraska Communities

	2020 Population	2020 Retail Sales (x \$1,000)	2020 Per Cap Sales (\$)	2020 Pull Factor
Nebraska	1,937,552	25,033,747	12,920	1.00
Non-Metro Nebraska	767,468	8,476,731	11,045	0.85
<b>Ogallala (Keith)</b>	<b>4,473</b>	<b>107,719</b>	<b>24,082</b>	<b>1.86</b>
Fairbury (Jefferson)	3,646	60,340	16,550	1.28
Cozad (Dawson)	3,715	50,707	13,649	1.06
Falls City (Richardson)	4,076	40,921	10,039	0.78
Waverly (Lancaster)	4,128	57,368	13,897	1.08
Aurora (Hamilton)	4,490	49,624	11,052	0.86
Wahoo (Saunders)	4,603	47,552	10,331	0.80
Gretna (Sarpy)	5,024	306,908	61,088	4.73
Chadron (Dawes)	5,250	90,753	17,286	1.34

**CHART 25**



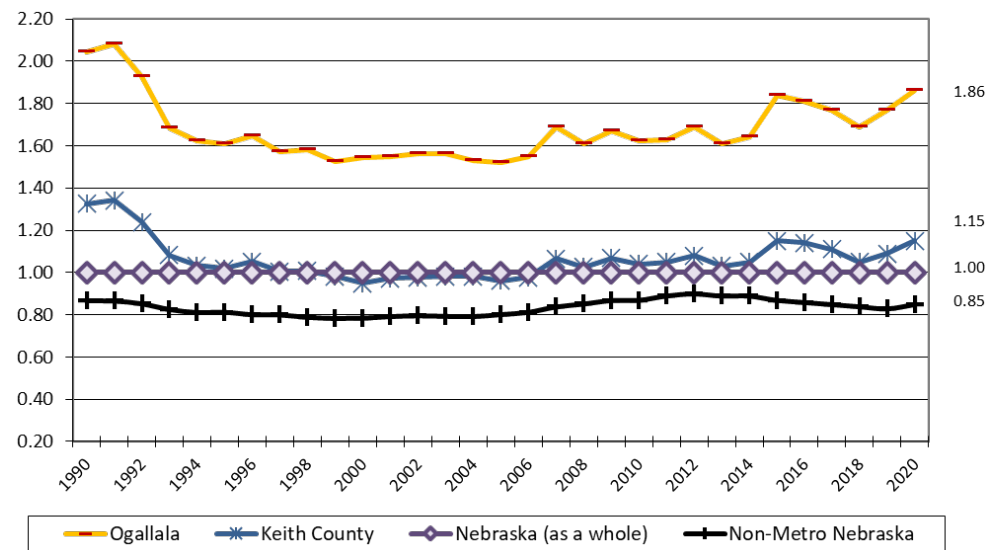
Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2021

Chart 26 illustrates the pull factor trend for Ogallala, Keith County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2020. In examining the timeline, the City of Ogallala shows retail pull fluctuating well above the state average throughout the entire study period. Data within Keith County (as a whole) also shows the pull factor similar to the non-metropolitan county average and the Nebraska (as a whole) average throughout the time period, also ending above the state average as (as a whole).

## CHART 26

### Pull Factors • 1990–2020

Ogallala, Keith County, Non-Metro & Nebraska (as a whole)



Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2021

## PER CAPITA PERSONAL INCOME

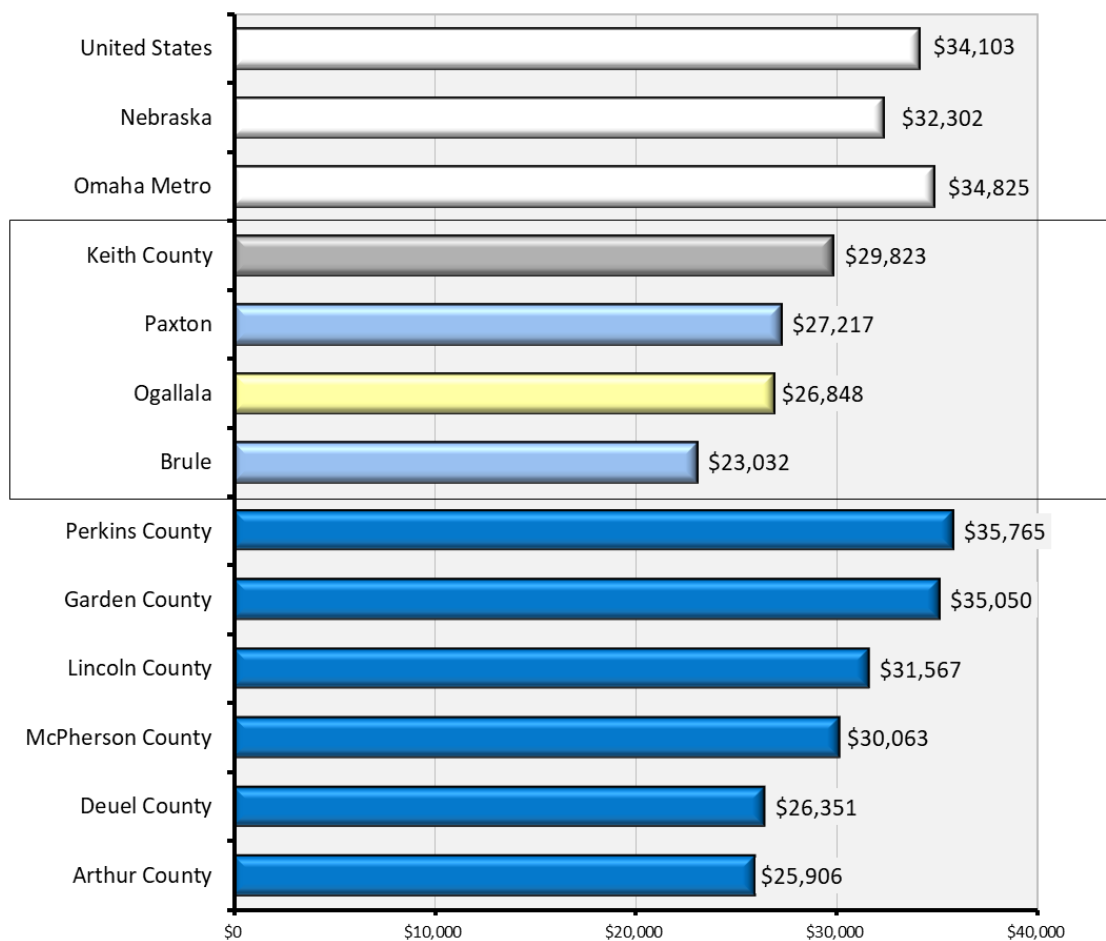
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2015–2019, five-year estimates show per capita personal income for Keith County is estimated to be \$29,823 compared to \$32,302 for Nebraska as a whole.

### CHART 27

#### Per Capita Personal Income • 2015-2019

Nebraska, Keith County & Surrounding Counties



Source: U.S. Census Bureau 2015–2019 American Community Survey, accessed March 2021

## MEDIAN HOUSEHOLD INCOME

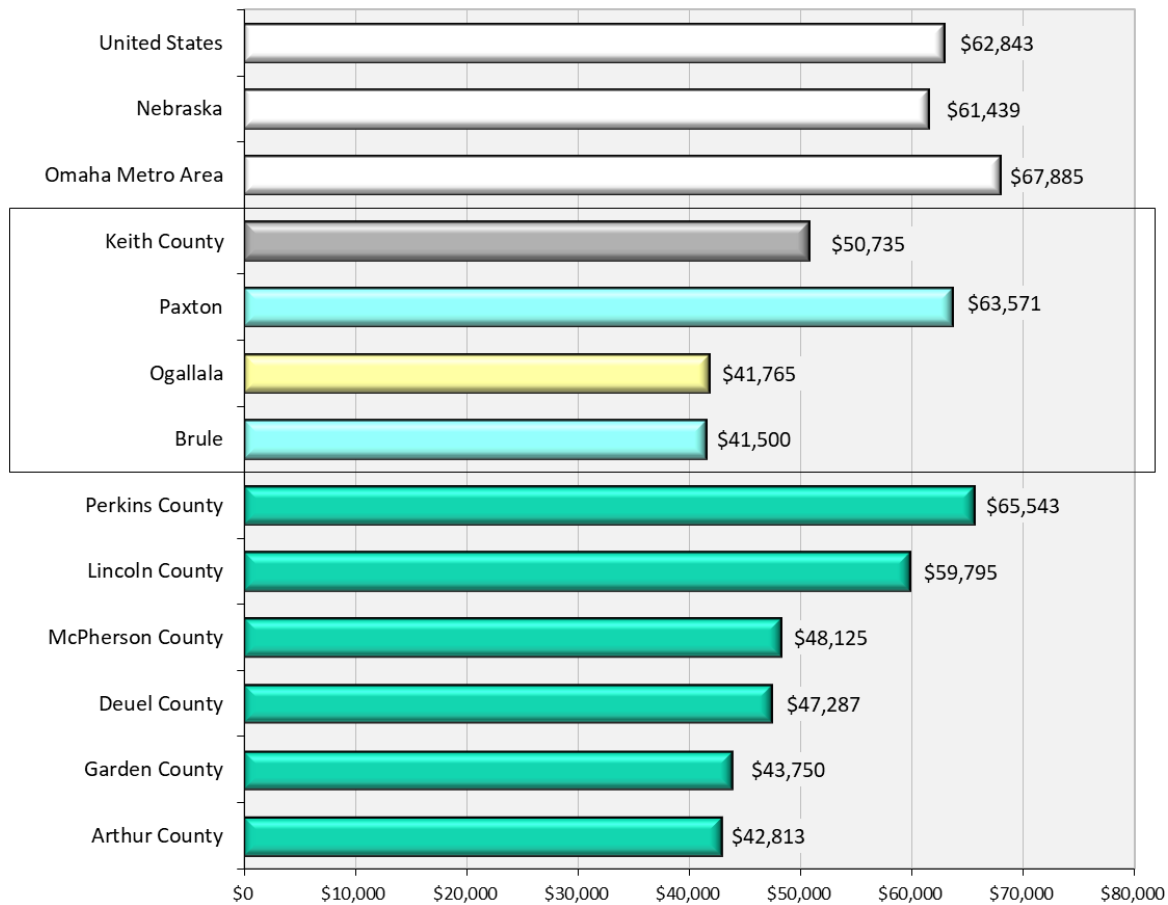
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2015–2019, five-year estimates show median household income for Keith County is estimated to be \$50,735 compared to \$61,439 for Nebraska as a whole.

### CHART 28

#### Median Household Income • 2015–2019

Nebraska, Keith County & Surrounding Counties



Source: U.S. Census Bureau 2015–2019 American Community Survey, accessed, March 2021