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ECONOMIC AND DEMOGRAPHIC TRENDS

ORD, VALLEY COUNTY
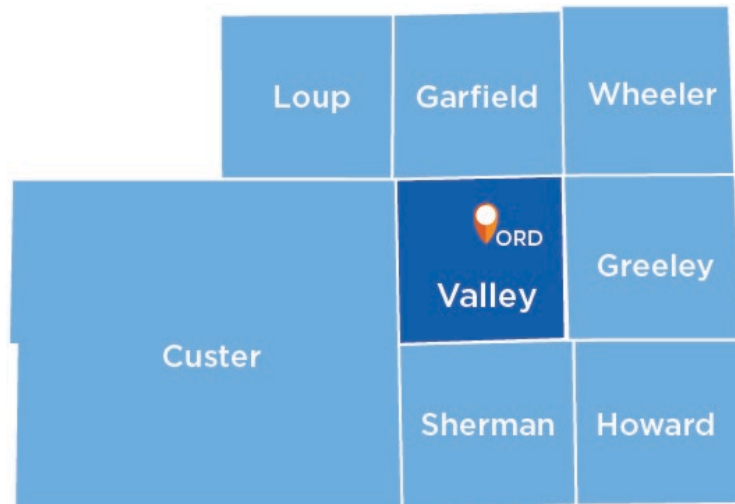## AND THE SURROUNDING AREA

2023

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OCTOBER 2023

ECONOMIC AND DEMOGRAPHIC TRENDS IN

Ord, Valley County
AND THE SURROUNDING AREA

This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Valley 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 Valley County, other counties included in this area are Custer, Garfield, Greeley, Howard, Loup, Sherman and Wheeler. The retail sales section also compares retail growth between Ord and eight other similarly sized Nebraska communities.

LABOR FORCE AND EMPLOYMENT

Table 1 and Chart 1 (next page) present nonfarm wage and salary data for Valley County for the period 2012–2022. 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 Valley County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Valley County decreased 0.3 percent (6 jobs) between 2012 and 2022.

Table 1 and Chart 1 also provide employment data for Valley County by major economic sector for years 2012–2022. The Education & Health Services sector recorded the largest percentage increase in employment between 2012 and 2022 (42.0 percent or 34 jobs). The Trade, Transportation & Utilities sector recorded the largest actual employment increase between 2012 and 2022 (44 jobs or 11.0 percent).

Nonfarm Wage & Salary Employment Trends · *2012–2022*
Valley County, Nebraska

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	% Change 2012-2022	# Change 2012-2022
Nonfarm W&S Employment	1,757	1,749	1,762	1,747	1,800	1,825	1,786	1,823	1,775	1,751	1,751	-0.3	-6
Total Private Industries	1,100	1,095	1,098	1,098	1,196	1,229	1,206	1,231	1,192	1,166	1,172	6.5	72
Goods Producing	265	264	274	293	320	316	321	354	365	339	321	21.1	56
Natural Resources & Mining	101	98	106	122	135	138	143	151	138	136	132	30.7	31
Construction	93	96	97	99	108	100	96	97	101	105	99	6.5	6
Manufacturing	70	70	70	73	77	78	82	106	126	98	90	28.6	20
Service Providing	836	831	824	804	876	913	886	876	827	827	851	1.8	15
Trade, Transportation & Utilities	399	407	405	400	442	452	445	424	419	427	443	11.0	44
Information	36	-	-	-	-	-	-	-	16	16	17	-52.8	-19
Financial Activities	84	78	78	68	66	70	76	70	72	75	72	-14.3	-12
Professional & Business Services	71	74	73	79	77	85	71	79	78	78	89	25.4	18
Education & Health Services	81	104	105	103	150	154	147	157	128	117	115	42.0	34
Leisure & Hospitality	72	-	74	-	-	-	-	66	55	60	69	-4.2	-3
Other Services, except Public	94	76	-	68	68	68	70	-	61	56	47	-50.0	-47
Government	657	654	664	649	604	596	580	592	583	585	579	-11.9	-78
Federal	30	31	32	32	30	31	29	30	29	28	26	-13.3	-4
State	21	23	23	23	25	23	23	24	23	23	25	19.0	4
Local	605	601	609	594	550	542	528	539	531	533	528	-12.7	-77

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

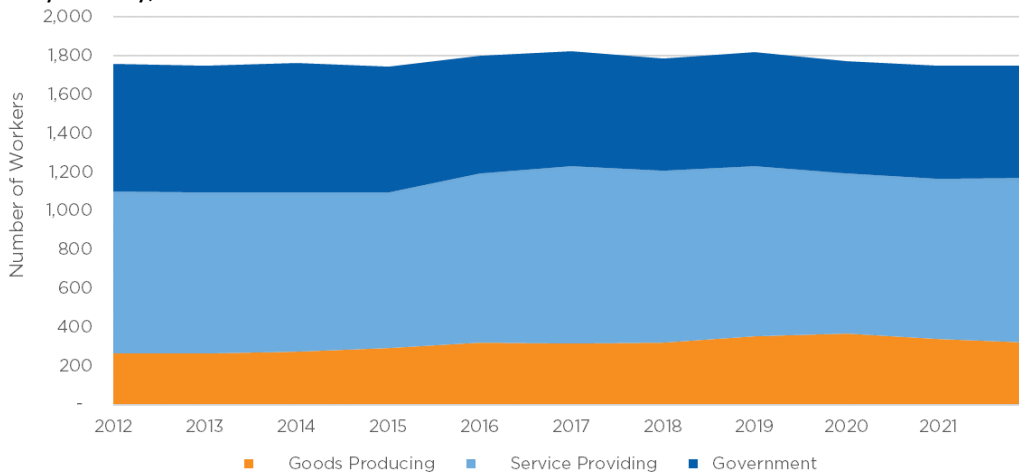## Employment by Industry · *2012–2022*
Valley County, Nebraska

Chart 2 compares total nonfarm wage and salary employment growth in Valley County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2012–2022. 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 Valley County decreased 0.3 percent (6 jobs) from 2012 to 2022, compared to a 4.9 percent increase for Nebraska as a whole, a 6.2 percent increase in metropolitan Nebraska and a 12.3 percent increase in non-metropolitan Nebraska.

CHART 2

Nonfarm W&S Employment · *2012–2022*

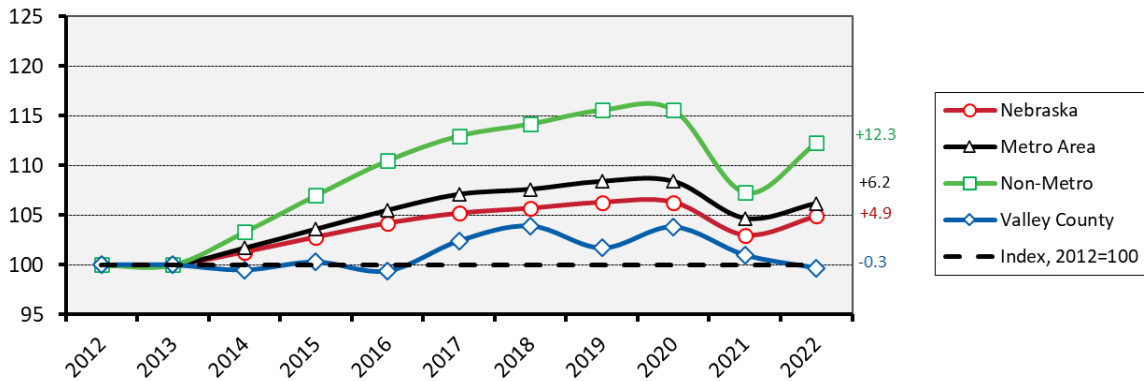Valley County, Nebraska, Metro and Non-Metro Nebraska

Chart 3 presents data on manufacturing wage and salary employment growth for Valley County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Valley County recorded a 40.0 percent increase in employment (20 jobs) between 2012 and 2022. This compares to a 8.2 percent increase in employment for non-metropolitan Nebraska; a 4.8 percent increase for Nebraska as a whole; and a 5.4 percent increase for metropolitan Nebraska over the same period.

CHART 3

Manufacturing W&S Employment · *2012–2022*

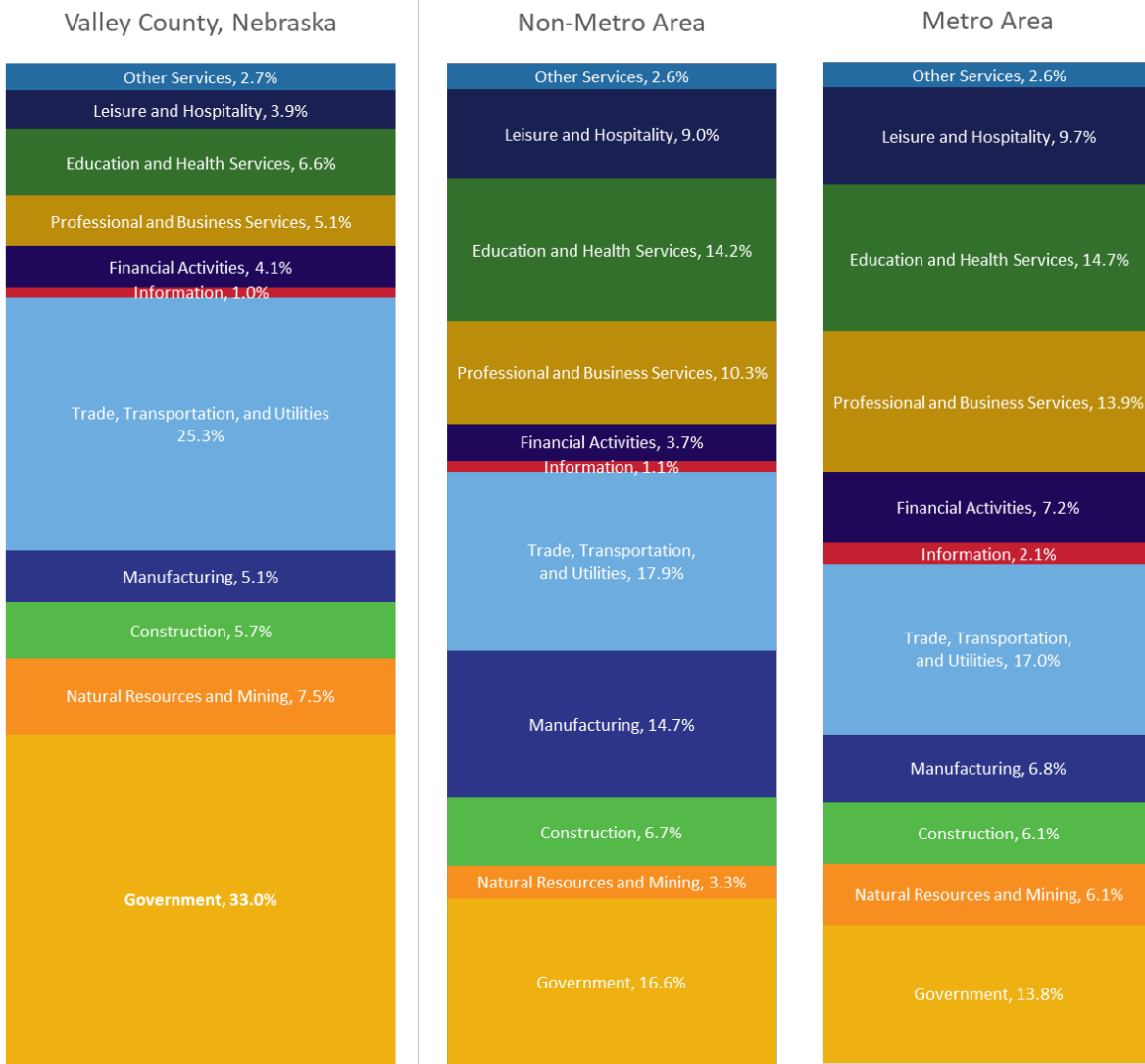Valley County, Nebraska, Metro and Non-Metro Nebraska
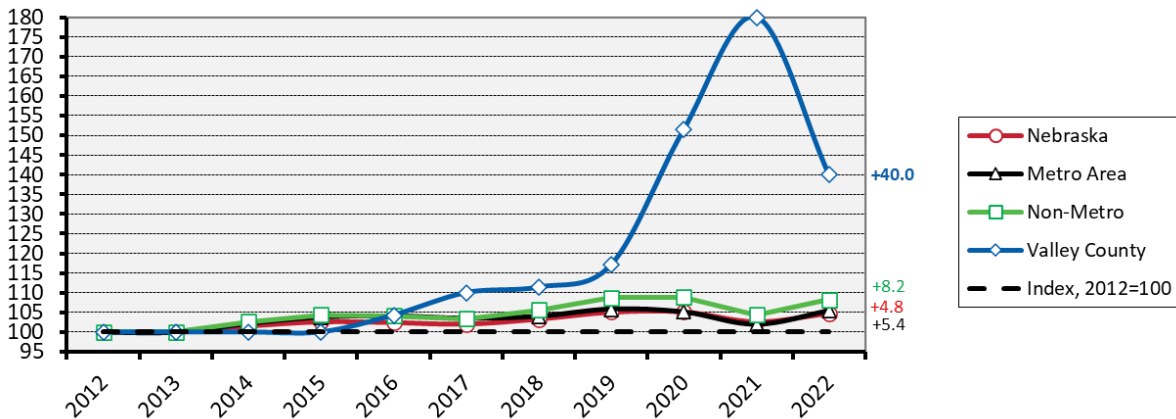
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW)

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

When comparing the Valley County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 33.0 percent of the county workforce (579 employees) compared to 16.6 percent for non-metropolitan Nebraska; a difference of 16.4 percent. Comparing Valley County to the overall metropolitan distribution, the largest deviation is found in the Government sector (33.0 percent Valley County vs. 13.8 percent metropolitan Nebraska; a difference of 19.2 percent).

CHART 4, 5 & 6
Nonfarm W&S Employment by Major Economic Sector

Valley County, Nebraska

Sector	%
Other Services	2.7%
Leisure and Hospitality	3.9%
Education and Health Services	6.6%
Professional and Business Services	5.1%
Financial Activities	4.1%
Information	1.0%
Trade, Transportation, and Utilities	25.3%
Manufacturing	5.1%
Construction	5.7%
Natural Resources and Mining	7.5%
Government	33.0%

Non-Metro Area

Sector	%
Other Services	2.6%
Leisure and Hospitality	9.0%
Education and Health Services	14.2%
Professional and Business Services	10.3%
Financial Activities	3.7%
Information	1.1%
Trade, Transportation, and Utilities	17.9%
Manufacturing	14.7%
Construction	6.7%
Natural Resources and Mining	3.3%
Government	16.6%

Metro Area

Sector	%
Other Services	2.6%
Leisure and Hospitality	9.7%
Education and Health Services	14.7%
Professional and Business Services	13.9%
Financial Activities	7.2%
Information	2.1%
Trade, Transportation, and Utilities	17.0%
Manufacturing	6.8%
Construction	6.1%
Natural Resources and Mining	6.1%
Government	13.8%

Source: U.S. Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Valley County for the time period 2012–2022. 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 Valley County residents participating in the labor force between 2012 and 2022 (0.7 percent or 14 people).

The number of those unemployed in Valley County decreased by 35.6 percent (26 people) between 2012 and 2022. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Valley County unemployment rate was 2.2 percent in 2022; the same as non-metropolitan Nebraska (2.2 percent), below that for metropolitan Nebraska (2.4 percent), and below Nebraska as a whole (2.3 percent).
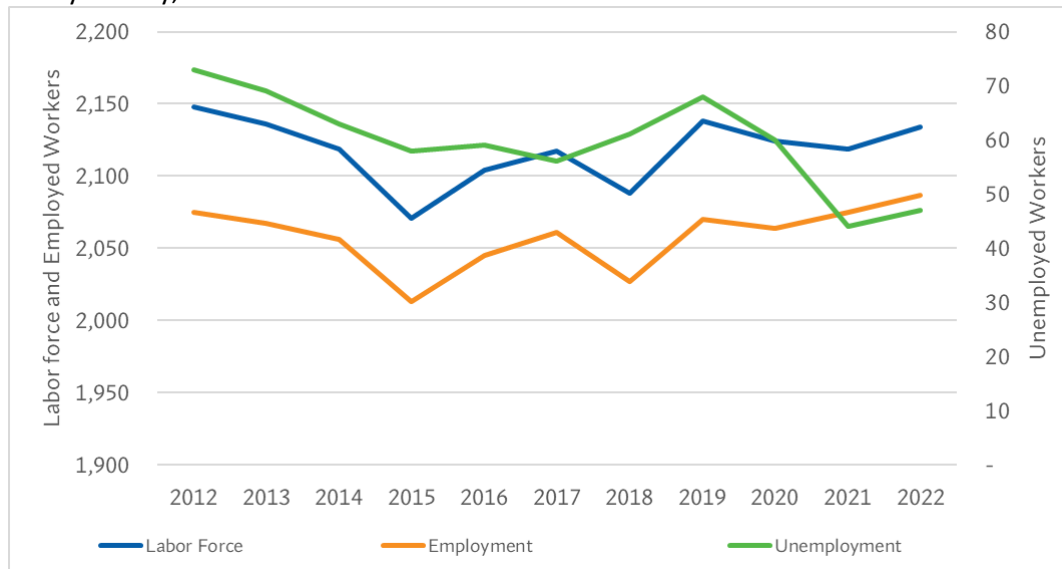
TABLE 2
Labor Force & Employment Trends
Valley County, Nebraska · *2012–2022*

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	% Change 2012-2022	# Change 2012-2022
Labor Force	**2,148**	**2,136**	**2,119**	**2,071**	**2,104**	**2,117**	**2,088**	**2,138**	**2,124**	**2,119**	**2,134**	**-0.7**	**-14**
Employment	2,075	2,067	2,056	2,013	2,045	2,061	2,027	2,070	2,064	2,075	2,087	0.6	12
Unemployment	73	69	63	58	59	56	61	68	60	44	47	-35.6	-26
Unemployment Rate	3.4	3.2	3.0	2.8	2.8	2.6	2.9	3.2	2.8	2.1	2.2	N/A	N/A

(N/A) - Data not available

CHART 7
Labor Force & Employment Trends
Valley County, Nebraska · *2012–2022*

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

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Valley County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination Report looks at the area from which a county is pulling employees to fill positions. These data are 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 Valley County are from 2020.

Table 3 (pages 6–7) examines the Work Destination area for Valley County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 1,775 county labor force participants holding primary jobs. As Table 3 shows, 98.5 percent of Valley County's labor force participants are employed within the state of Nebraska. Approximately 50.3 percent of Valley County workers remain within Valley County for employment with 49.7 percent leaving the county borders for work (next page). The top ten incorporated places where Valley County labor force participants are employed are also shown on the following page.
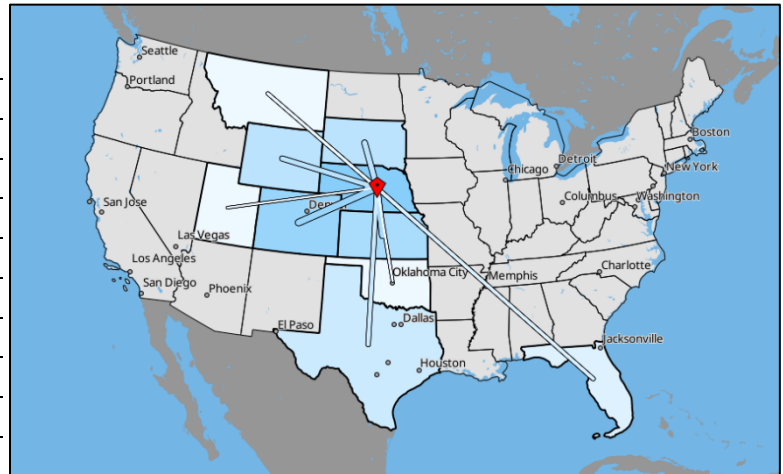
TABLE 3

Work Destination Report · *2020*
Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	1,775	100.0%

By States

	Count	Share
Nebraska	1,748	98.5%
Colorado	6	0.3%
Kansas	5	0.3%
South Dakota	4	0.2%
Wyoming	4	0.2%
Texas	3	0.2%
Florida	2	0.1%
Montana	1	0.1%
Oklahoma	1	0.1%
Utah	1	0.1%
All Other Locations	0	0.0%

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

By Counties

	Count	Share
Valley County, NE	892	50.3%
Garfield County, NE	125	7.0%
Hall County, NE	71	4.0%
Custer County, NE	65	3.7%
Lancaster County, NE	56	3.2%
Douglas County, NE	49	2.8%
Buffalo County, NE	48	2.7%
Greeley County, NE	45	2.5%
Dawson County, NE	39	2.2%
Platte County, NE	34	1.9%
All Other Locations	351	19.8%
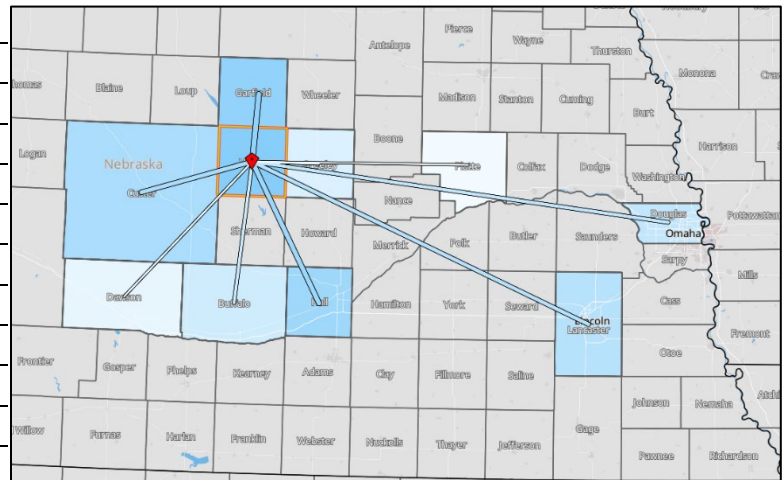
By Places *Top 10 Cities, CDPS, etc.*

	Count	Share
Ord city, NE	639	36.0%
Burwell city, NE	86	4.8%
Grand Island city, NE	64	3.6%
Arcadia village, NE	61	3.4%
Lincoln city, NE	50	2.8%
Omaha city, NE	48	2.7%
Broken Bow city, NE	32	1.8%
North Loup village, NE	30	1.7%
Kearney city, NE	29	1.6%
Hastings city, NE	24	1.4%
All Other Locations	712	40.1%
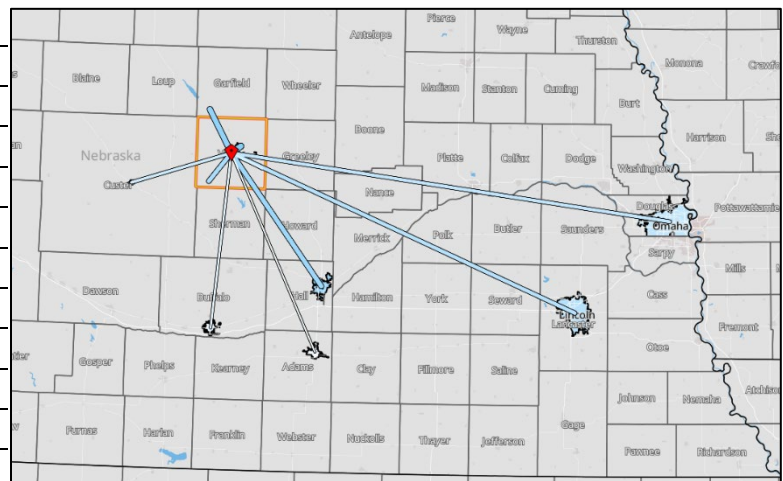
Source: U.S. Census Bureau, LEHD Origin-Destination Data Base

People also travel from other locations to work in Valley County—this is the Home Destination Report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Valley County. The Census identified 1,530 primary jobs within Valley County. As Table 4 indicates, 98.6 percent of these jobs are held by Nebraska residents. Approximately 58.3 percent of Valley 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 · *2020*

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	1,530	100.0%

By States

	Count	Share
Nebraska	1,508	98.6%
Kansas	4	0.3%
California	3	0.2%
New York	3	0.2%
Colorado	2	0.1%
Iowa	2	0.1%
South Dakota	2	0.1%
Wisconsin	2	0.1%
Illinois	1	0.1%
Minnesota	1	0.1%
All Other Locations	2	0.1%

By Counties

	Count	Share
Valley County, NE	892	58.3%
Sherman County, NE	91	5.9%
Custer County, NE	77	5.0%
Greeley County, NE	63	4.1%
Garfield County, NE	43	2.8%
Howard County, NE	30	2.0%
Hall County, NE	28	1.8%
Buffalo County, NE	23	1.5%
Dawson County, NE	18	1.2%
Lincoln County, NE	18	1.2%
All Other Locations	247	16.1%
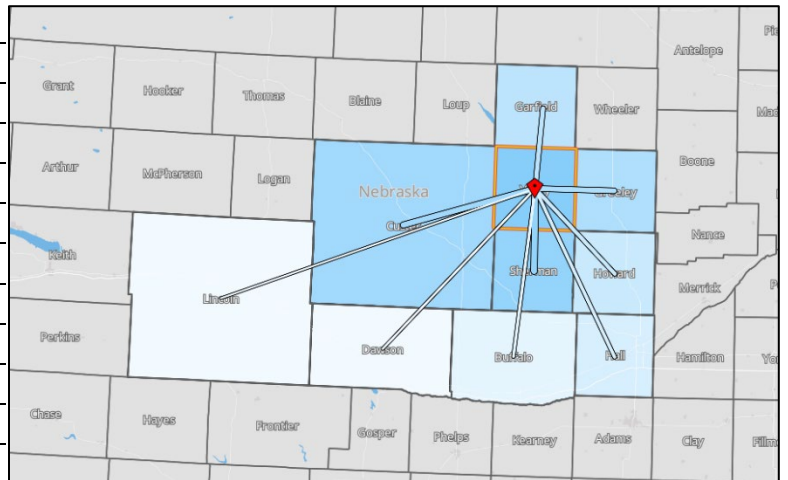
Source: U.S. Census Bureau, LEHD Origin-Destination Data Base

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

	Count	Share
Ord city, NE	512	33.5%
North Loup village, NE	52	3.4%
Arcadia village, NE	40	2.6%
Loup City city, NE	33	2.2%
Burwell city, NE	26	1.7%
Grand Island city, NE	21	1.4%
Spalding village, NE	16	1.0%
Lincoln city, NE	15	1.0%
St. Paul city, NE	14	0.9%
Kearney city, NE	13	0.8%
All Other Locations	788	51.5%
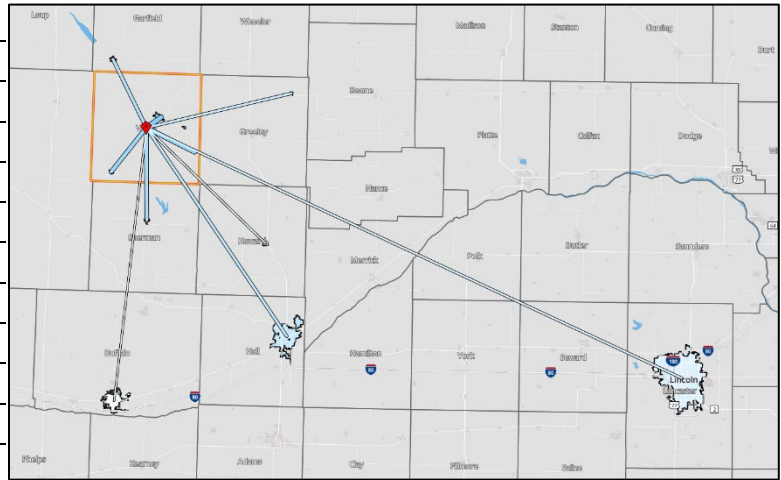
Source: U.S. Census Bureau, LEHD Origin-Destination Data Base

The next table and charts (Table 5, page 9, Charts 8–16, pages 10–12) show an inflow/outflow report for the Valley County labor force. The data show labor force and employment size, efficiency and other characteristics. These data were also obtained from the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) section and help identify characteristics of labor force movement for Valley County. More detailed figures can also be found in Tables 6–8 (pages 10–12).

TABLE 5
Inflow/Outflow Report
Valley County, Primary Jobs

Selection Area Labor Market Size (Primary Jobs)	2020		2019		2018	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,530	100.0%	1,549	100.0%	1,599	100.0%
Living in the Selection Area	1,775	116.0%	1,761	113.7%	1,838	114.9%
Net Job Inflow (+) or Outflow (-)	-245	-	-212	-	-239	-

In-Area Labor Force Efficiency (Primary Jobs)	2020		2019		2018	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	1,775	100.0%	1,761	100.0%	1,838	100.0%
Living and Employed in the Selection Area	892	50.3%	922	52.4%	933	50.8%
Living in the Selection Area but Employed Outside	883	49.7%	839	47.6%	905	49.2%

| In-Area Employment Efficiency (Primary Jobs)	2020		2019		2018	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,530	100.0%	1,549	100.0%	1,599	100.0%
Employed and Living in the Selection Area	892	58.3%	922	59.5%	933	58.3%
Employed in the Selection Area but Living Outside	638	41.7%	627	40.5%	666	41.7%

TABLE 6

Worker Outflow by Job Characteristic

Valley County

| Outflow Job Characteristics	2020		2019		2018	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	883	100.0%	839	100.0%	905	100.0%
Workers Aged 29 or younger	226	25.6%	211	25.1%	238	26.3%
Workers Aged 30 to 54	433	49.0%	374	44.6%	416	46.0%
Workers Aged 55 or older	224	25.4%	254	30.3%	251	27.7%
Workers Earning $1,250 per month or less	176	19.9%	193	23.0%	199	22.0%
Workers Earning $1,251 to $3,333 per month	333	37.7%	315	37.5%	371	41.0%
Workers Earning More than $3,333 per month	374	42.4%	331	39.5%	335	37.0%
Workers in the "Goods Producing" Industry Class	207	23.4%	160	19.1%	169	18.7%
Workers in the "Trade, Transportation, and Utilities" Industry Class	249	28.2%	234	27.9%	283	31.3%
Workers in the "All Other Services" Industry Class	427	48.4%	445	53.0%	453	50.1%

CHART 8, 9 & 10
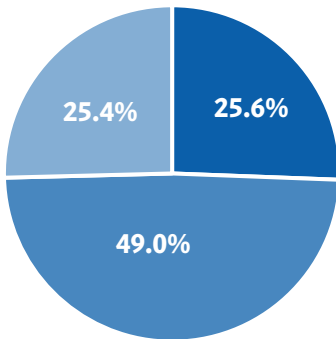
- Workers Aged 29 or younger
- Workers Aged 30 to 54
- Workers Aged 55 or older
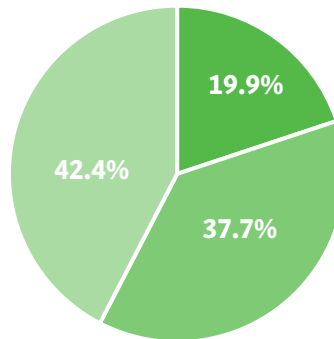
- Workers Earning $1,250 per month or less
- Workers Earning $1,251 to $3,333 per month
- Workers Earning More than $3,333 per month
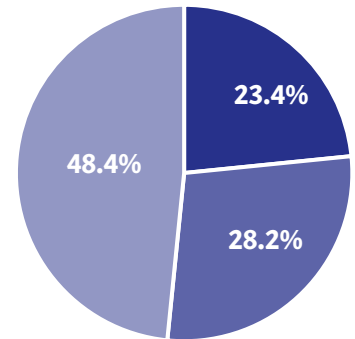
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
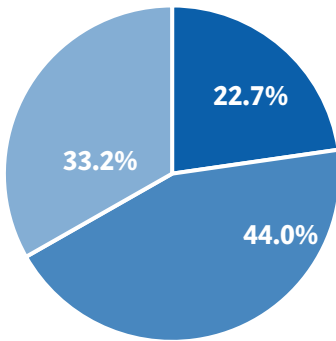- Workers in the "All Other Services" Industry Class

TABLE 7

Worker Inflow by Job Characteristic

Valley County

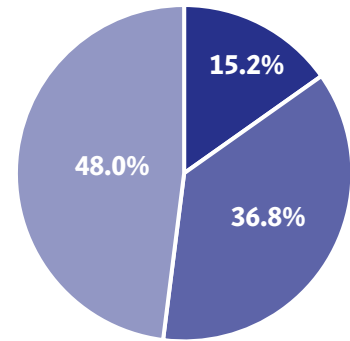| Inflow Job Characteristics	2020		2019		2018	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	638	100.0%	627	100.0%	666	100.0%
Workers Aged 29 or younger	145	22.7%	148	23.6%	130	19.5%
Workers Aged 30 to 54	281	44.0%	289	46.1%	334	50.2%
Workers Aged 55 or older	212	33.2%	190	30.3%	202	30.3%
Workers Earning $1,250 per month or less	142	22.3%	133	21.2%	138	20.7%
Workers Earning $1,251 to $3,333 per month	252	39.5%	245	39.1%	268	40.2%
Workers Earning More than $3,333 per month	244	38.2%	249	39.7%	260	39.0%
Workers in the "Goods Producing" Industry Class	97	15.2%	113	18.0%	109	16.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	235	36.8%	207	33.0%	239	35.9%
Workers in the "All Other Services" Industry Class	306	48.0%	307	49.0%	318	47.7%

CHART 11, 12 & 13

Workers Aged 29 or younger
Workers Aged 30 to 54
Workers Aged 55 or older
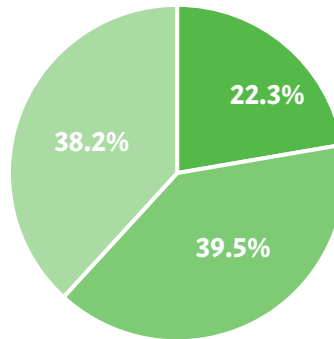
Workers Earning $1,250 per month or less
Workers Earning $1,251 to $3,333 per month
Workers Earning More than $3,333 per month
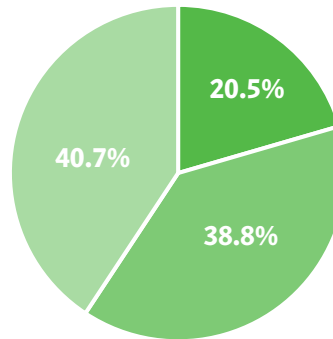
Workers in the "Goods Producing" Industry Class
Workers in the "Trade, Transportation, and Utilities" Industry Class
Workers in the "All Other Services" Industry Class

TABLE 8

Worker Interior by Job Characteristic

Valley County

Interior Flow Job Characteristics	2020		2019		2018	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	892	100.0%	922	100.0%	933	100.0%
Workers Aged 29 or younger	158	17.7%	172	18.7%	182	19.5%
Workers Aged 30 to 54	431	48.3%	438	47.5%	427	45.8%
Workers Aged 55 or older	303	34.0%	312	33.8%	324	34.7%
Workers Earning $1,250 per month or less	183	20.5%	246	26.7%	230	24.7%
Workers Earning $1,251 to $3,333 per month	346	38.8%	368	39.9%	381	40.8%
Workers Earning More than $3,333 per month	363	40.7%	308	33.4%	322	34.5%
Workers in the "Goods Producing" Industry Class	171	19.2%	166	18.0%	185	19.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	216	24.2%	218	23.6%	226	24.2%
Workers in the "All Other Services" Industry Class	505	56.6%	538	58.4%	522	55.9%

CHART 14, 15 & 16
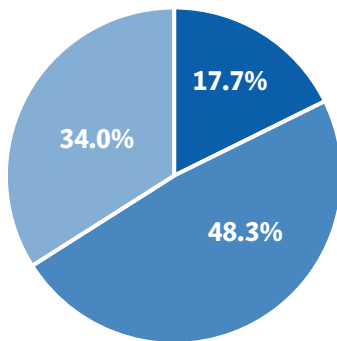
- Workers Aged 29 or younger
- Workers Aged 30 to 54
- Workers Aged 55 or older

- 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
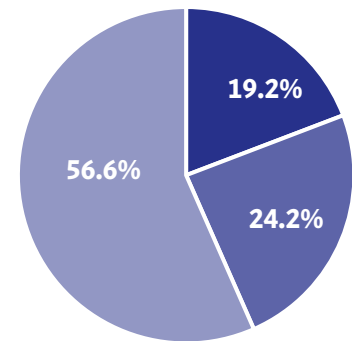
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

The Distance/Direction Report depicted in Table 9 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Valley County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Valley County is less in 2020 compared to 2018. The distribution of miles traveled to work has not shifted significantly since 2018. Figure 1 shows the location and concentration of these workplaces.

Distance/Direction Report · *Home to Work Census Block*
Live within study area – distance to work

Job Counts in Work Blocks	2020		2019		2018	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	1,775	100.0%	1,761	100.0%	1,838	100.0%
Less than 10 miles	672	37.9%	697	39.6%	701	38.1%
10 to 24 miles	378	21.3%	376	21.4%	387	21.1%
25 to 50 miles	153	8.6%	166	9.4%	177	9.6%
Greater than 50 miles	572	32.2%	522	29.6%	573	31.2%

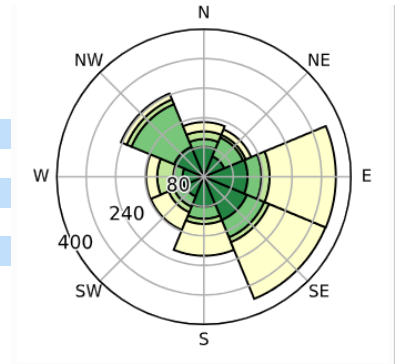Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap

Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Valley County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Valley County has decreased since 2018. The data also show the majority of Valley County employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Distance/Direction Report · *Work to Home Census Block*
Work within study area – distance to home

Job Counts in Work Blocks	2020		2019		2018	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	1,530	100.0%	1,549	100.0%	1,599	100.0%
Less than 10 miles	670	43.8%	695	44.9%	699	43.7%
10 to 24 miles	379	24.8%	375	24.2%	393	24.6%
25 to 50 miles	196	12.8%	180	11.6%	164	10.3%
Greater than 50 miles	285	18.6%	299	19.3%	343	21.5%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap
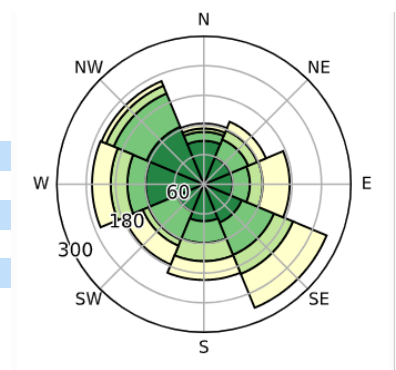
POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Valley County and the surrounding area. As Table 11 indicates, Valley County's population experienced an average annual decrease of 0.8 percent between 1970 and 2010 for a total 1,523 people. This compares to an average annual increase of 0.5 percent, 341,008 total, for Nebraska as a whole. From 2010 to 2022, Valley County experienced an average annual decrease of 0.6 percent, or 187 people. This compares to an average annual increase of 0.6 percent for Nebraska over the same time period.

TABLE 11
County Population · *1970–2022*
Valley County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2020	2022	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2022
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,967,923	0.5	0.6
Valley County	5,783	5,633	5,169	4,647	4,260	4,055	4,073	-0.8	-0.4
Custer County	14,092	13,877	12,270	11,793	10,939	10,493	10,476	-0.6	-0.4
Garfield County	2,411	2,363	2,141	1,902	2,049	1,807	1,801	-0.4	-1.1
Greeley County	4,000	3,462	3,006	2,714	2,538	2,175	2,227	-1.1	-1.1
Howard County	6,807	6,773	6,057	6,567	6,274	6,484	6,515	-0.2	0.3
Loup County	854	859	683	712	632	603	599	-0.7	-0.4
Sherman County	4,725	4,226	3,718	3,318	3,152	2,956	2,980	-1.0	-0.5
Wheeler County	1,051	1,060	948	886	818	775	785	-0.6	-0.3

Table 12 data reveals the population of Valley County's incorporated places as a whole experienced an average annual population decrease of 0.5 percent from 1970 to 2010 and an average annual decrease of 0.2 percent from 2010 to 2022 for a total of 19.4% percent (649 people) from 1970 to 2022. Ord, the county's largest city, reported a 13.4 percent decrease in population (326 people) between 1970 and 2022. The unincorporated areas outside of the selected communities experienced a 43.7 percent decrease (1,061 people) during the period 1970–2022.

TABLE 12
Population · *1970–2022*
Valley County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2020	2022	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2022
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,967,923	0.5	0.6
Valley County	5,783	5,633	5,169	4,647	4,260	4,227	4,073	-0.8	-0.4
Arcadia	418	412	385	359	311	308	284	-0.7	-0.8
Elyria	55	62	61	54	51	51	51	-0.2	0.0
North Loup	441	405	361	339	297	294	256	-1.0	-1.2
Ord	2,439	2,658	2,559	2,269	2,112	2,136	2,113	-0.4	0.0
Total Incorporated Places	3,353	3,537	3,366	3,021	2,771	2,789	2,704	-0.5	-0.2
Unincorporated Areas	2,430	2,096	1,803	1,626	1,489	1,438	1,369	-1.2	-0.7

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

The next table and chart (Tables 13 and Chart 17, next page) provide detail on migration patterns. Data reported in these tables are 2017-2021, 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 15 greater than the number of people living in Valley County one-year ago. This indicates Valley 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 · *2017-2021*
Valley County, Nebraska

Current population one-year or older	4,005
Number of people living in the area one-year ago	3,990
Population change due to migration and mortality	15

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*

The 2017-2021, five-year estimates in Chart 17 reveal a net gain of 6 people from other Nebraska counties and a net gain of 3 people from other states for a total net gain of 9 people one-year or older. As shown in Chart 17, net gains occurred in the age groups Age 45 to 64 (gain of 57), Age 65 and over (gain of 11), and net losses in age groups Age 1 to 17, (loss of 1), Age 18 to 24, (loss of 53), and Age 25 to 44, (loss of 5).

Chart 17 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 27), bachelor's degree, associate's degree, or some college (gain of 35), and graduate or professional degree (gain of 1).

CHART 17

Population Change Due to Migration and Mortality
Five-Year Estimate · *2017–2021*

Valley 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	6	5	-1	0	0	0	-1
Age 18 to 24	108	48	-60	0	7	7	-53
Age 25 to 44	22	32	10	19	4	-15	-5
Age 45 to 64	12	63	51	0	6	6	57
Age 65 and over	23	29	6	0	5	5	11
Total	**171**	**177**	**6**	**19**	**22**	**3**	**9**
- - Part B: By Educational Attainment - -							
ucational 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	21	46	25	0	2	2	27
Bachelor's or some college	36	77	41	19	13	-6	35
Grad. or Prof. degree	0	1	1	0	0	0	1
Total	**57**	**124**	**67**	**19**	**15**	**-4**	**63**

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

The following chart and table (Chart 18; Table 14) compare the U.S. Census Bureau's age distribution of population for Nebraska as a whole and Valley County. The population of Valley County is significantly older in age than Nebraska as a whole. The median age for Valley County residents in 2022 was 44.1 years of age compared to 37.3 years of age for residents of Nebraska as a whole.

CHART 18

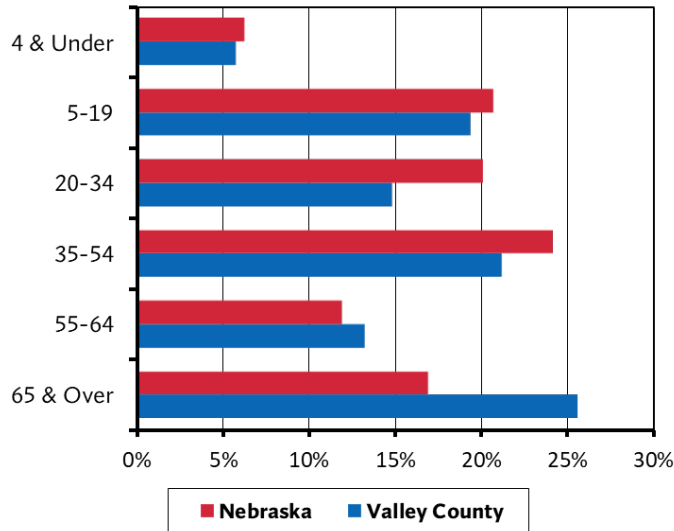# Age Distribution of the Population · *2022*

Valley County and Nebraska

TABLE 14

	2022 Population		Percent	
	Nebraska	**Valley County**	**Nebraska**	**Valley County**
4 & Under	123,837	236	6.3%	5.8%
5-19	406,957	790	20.7%	19.4%
20-34	395,053	604	20.1%	14.8%
35-54	474,870	862	24.1%	21.2%
55-64	234,150	540	11.9%	13.3%
65 & Over	333,056	1,041	16.9%	25.6%
Total	**1,967,923**	**4,073**	**100%**	**100%**
Median Age	**37.3**	**44.1**		

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

Table 15 shows additional median ages as estimated by the American Community Survey for communities within Valley 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 19 graphically depicts the median age distribution for the study area.

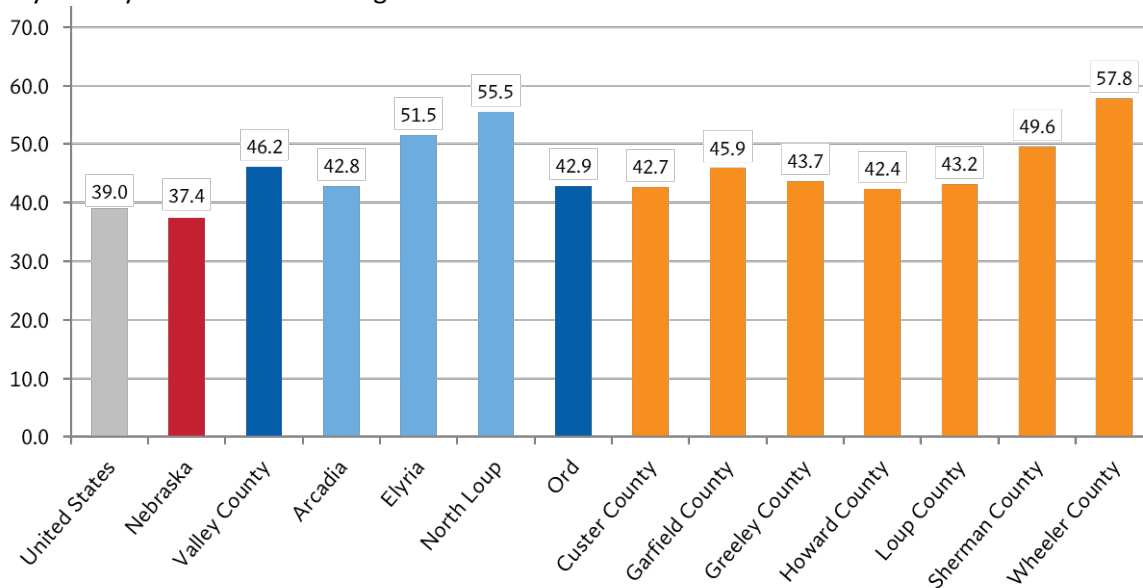TABLE 15

Median Age by Location and Gender · *2017-2021*

Valley County and the Surrounding Area

	Median Age		
	Total	**Male**	**Female**
United States	**39.0**	**37.9**	**40.1**
Nebraska	**37.4**	**36.7**	**38.1**
Valley County	**46.2**	**45.9**	**46.4**
Arcadia	42.8	33.5	44.2
Elyria	51.5	45.2	67.5
North Loup	55.5	56.3	52.5
Ord	42.9	41.5	48.5
Custer County	42.7	41.8	44.3
Garfield County	45.9	42.2	46.6
Greeley County	43.7	43.3	45.3
Howard County	42.4	42.1	43.3
Loup County	43.2	35.3	47.8
Sherman County	49.6	47.9	51.3
Wheeler County	57.8	53.6	60.1

CHART 19

Median Age by Location · *2017-2021*

Valley County and the Surrounding Area

Source: U.S. Census Bureau, American Community Survey

RETAIL SALES

Table 16 and Chart 20 show the retail sales (non-motor vehicle) pull factors for Valley County and the surrounding area for 2022. 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 · *2022*
Nebraska, Valley County and Surrounding Counties

	2022 Population	2022 Retail Sales (x $1,000)	2022 Per Capita Sales ($)	2022 Pull Factor
Nebraska	1,967,923	$30,977,448	$15,741	1.00
Non-Metro Nebraska	771,188	$10,279,275	$13,329	0.85
Valley County	**4,073**	**$48,978**	**$12,025**	**0.76**
Custer County	10,476	$112,021	$10,693	0.68
Garfield County	1,801	$25,813	$14,333	0.91
Greeley County	2,227	$12,662	$5,686	0.36
Howard County	6,515	$43,310	$6,648	0.42
Loup County	599	$1,797	$3,000	0.19
Sherman County	2,980	$13,636	$4,576	0.29
Wheeler County	785	$4,240	$5,401	0.34

CHART 20
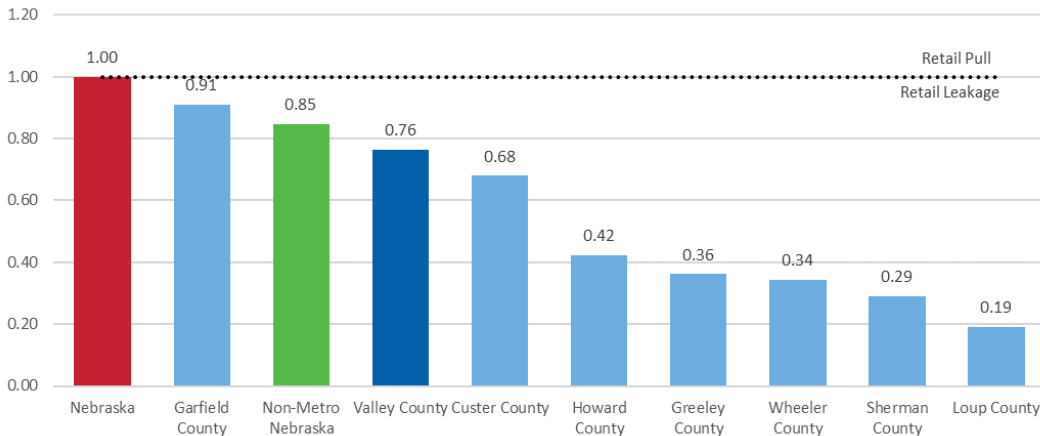
Source: U.S. Census Bureau and Nebraska Department of Revenue

Reviewing the pull factors at the county level indicates Valley County experiences net retail leakages. The 2022 pull factor of 0.76 indicates, on a per capita basis, retail sales in Valley County are less than the state's average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Valley County (0.76) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Valley County are 10.6 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 17 and Chart 21 compare the 2022 pull factors for selected area communities. The Valley County community of Ord's pull factor of 1.26 indicates that, on a per capita basis, non-motor vehicle retail sales in Ord are approximately 26.0 percent greater than the state's average per capita sales.
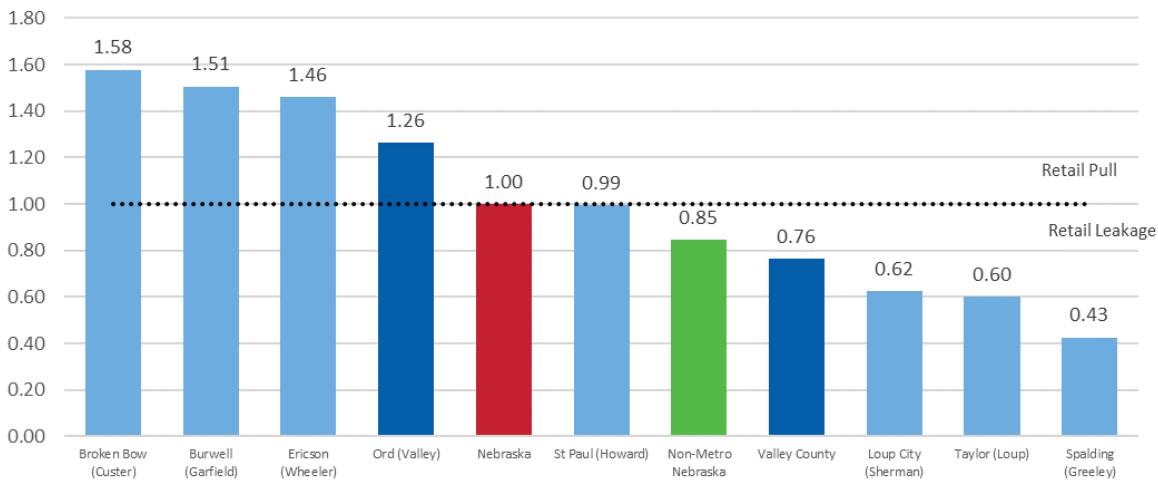
TABLE 17

Retail Sales Non-Motor Vehicles Pull Factors · *2022*

Nebraska and Selected Study Area Cities

	2022 Population	2022 Retail Sales (x $1,000)	2022 Per Capita Sales ($)	2022 Pull Factor
Nebraska	1,967,923	$30,977,448	$15,741	1.00
Non-Metro Nebraska	771,188	$10,279,275	$13,329	0.85
Valley County	4,073	$48,978	$12,025	0.76
Ord (Valley)	2,113	$42,075	$19,912	1.26
Broken Bow (Custer)	3,474	$86,302	$24,842	1.58
Burwell (Garfield)	1,079	$25,570	$23,697	1.51
Spalding (Greeley)	429	$7,840	$18,275	0.43
St Paul (Howard)	2,429	$37,978	$15,635	0.99
Taylor (Loup)	138	$1,308	$9,481	0.60
Loup City (Sherman)	1,057	$10,376	$9,817	0.62
Ericson (Wheeler)	90	$2,069	$22,985	1.46

CHART 21

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

Table 18 (sorted by population) and Chart 22 (sorted by pull factor) further breakdown the 2022 pull factors into the communities reporting retail sales figures within Valley County. As this table indicates, the community of Ord had the strongest pull factor (1.26) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.76 for Valley County in 2022.
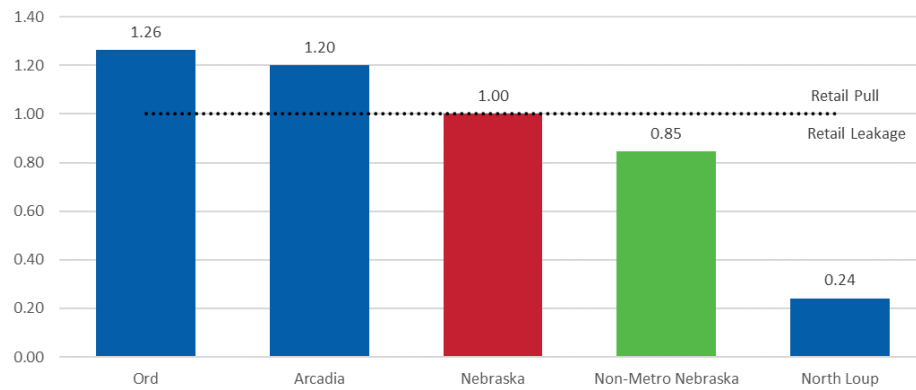
TABLE 18

Retail Sales Non-Motor Vehicles Pull Factors · *2022*

Nebraska and Available Valley County Communities

	2022 Population	2022 Retail Sales (x $1,000)	2022 Per Cap Sales ($)	2022 Pull Factor
Nebraska	1,967,923	$30,977,448	$15,741	1.00
Non-Metro Nebraska	771,188	$10,279,275	$13,329	0.85
Valley County	**4,073**	**$48,978**	**$12,025**	**0.76**
Ord	**2,113**	**$42,075**	**$19,912**	**1.26**
Arcadia	284	$5,368	$18,900	1.20
North Loup	256	$973	$3,802	0.24

CHART 22

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

Table 19 (sorted by population) and Chart 23 (sorted by pull factor) show the 2022 pull factors for Nebraska, Ord, and eight other similarly sized communities selected from around the state. Ord's pull factor of 1.26 leads the group for 2022 thus indicating Ord has greater retail pull.

TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors · *2022*

Ord & Other Similarly Sized Nebraska Communities

|	2022 Population	2022 Retail Sales (x $1,000)	2022 Per Cap Sales ($)	2022 Pull Factor
Nebraska	1,967,923	$30,977,448	$15,741	1.00
Non-Metro Nebraska	771,188	$10,279,275	$13,329	0.85
Ord (Valley)	**2,113**	**$42,075**	**$19,912**	**1.26**
Wilber (Saline)	1,908	$11,757	$6,162	0.39
Syracuse (Otoe)	1,957	$29,413	$15,029	0.95
Bennington (Douglas)	1,983	$29,105	$14,677	0.93
Imperial (Chase)	1,993	$39,113	$19,625	1.25
Dakota City (Dakota)	2,025	$7,688	$3,797	0.24
Geneva (Fillmore)	2,154	$26,932	$12,503	0.79
Madison (Madison)	2,188	$12,176	$5,565	0.35
Kimball (Kimball)	2,206	$30,352	$13,759	0.87

CHART 23
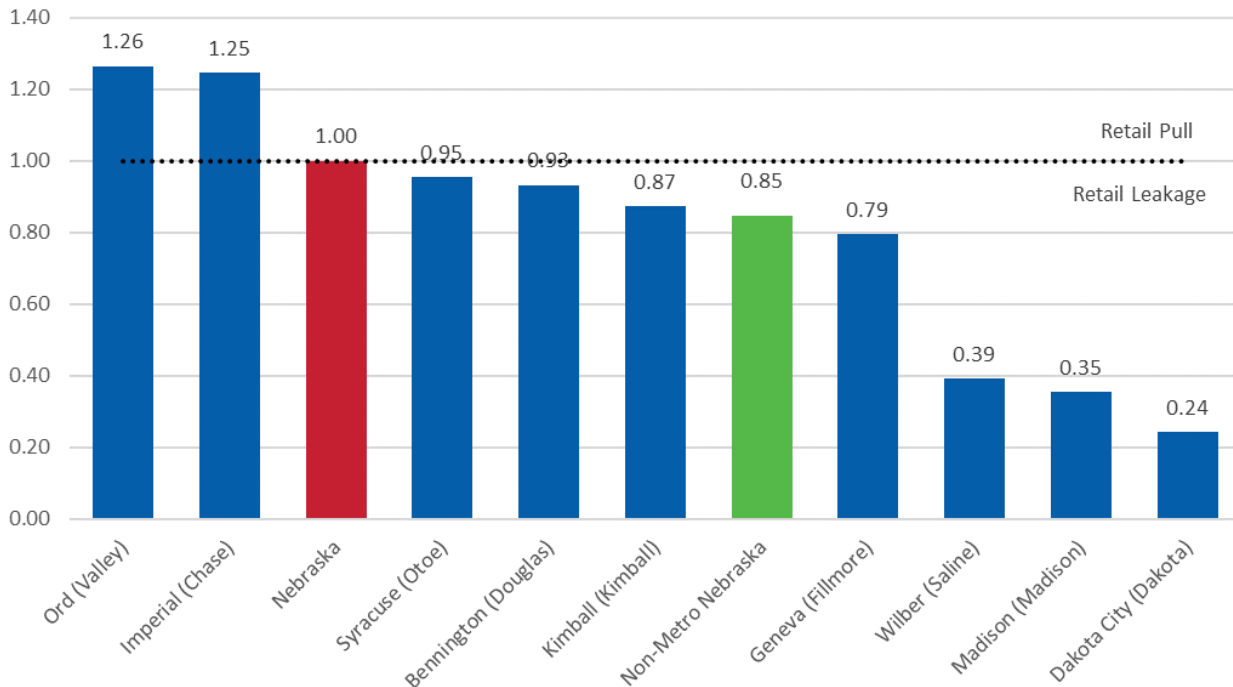
Source: U.S. Census Bureau and Nebraska Department of Revenue

Chart 24 illustrates the pull factor trend for Ord, Valley County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2022. In examining the timeline, the city of Ord shows retail pull fluctuating well above the state average throughout the entire study period. Data within Valley County (as a whole) also shows the pull factor similar to the non-metropolitan county average, but below the Nebraska (as a whole) average throughout the time period.

Pull Factors · *1990–2022*

Ord, Valley County, Non-Metro & Nebraska (as a whole)
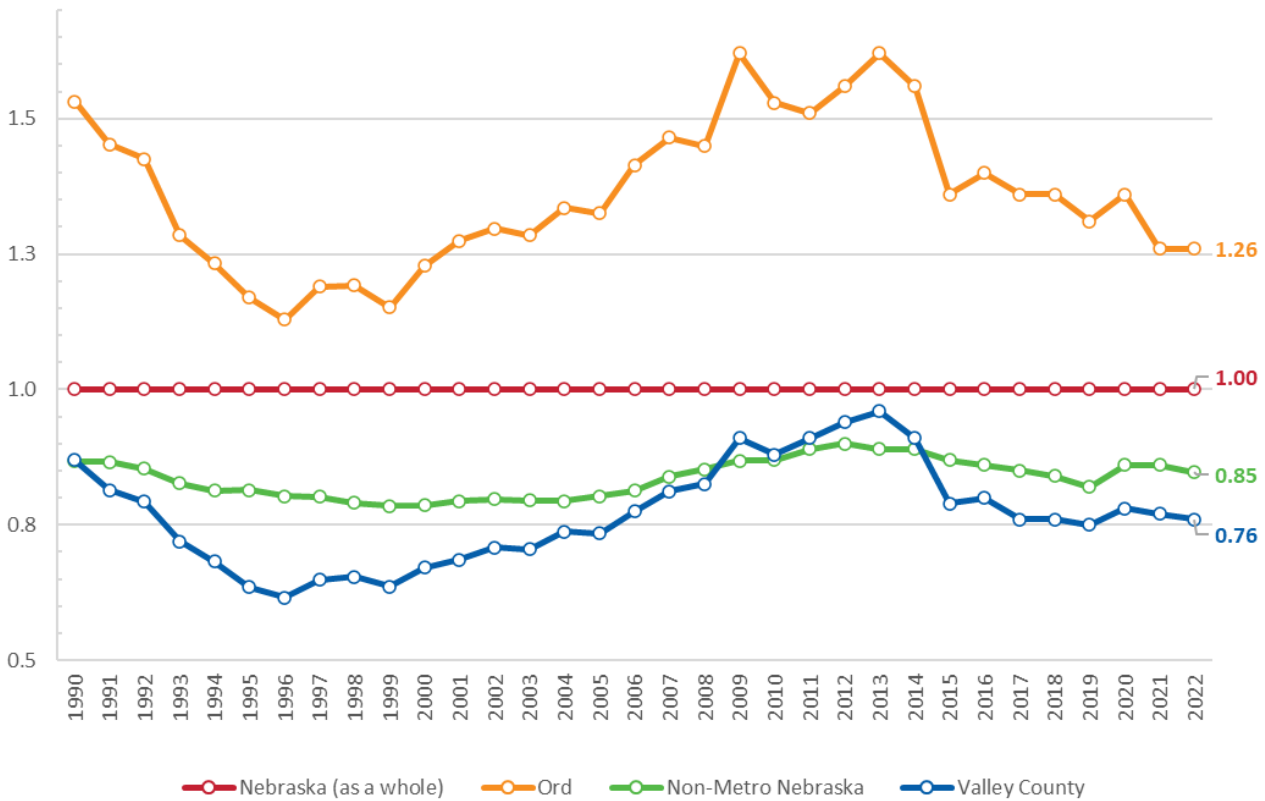
Source: U.S. Census Bureau and Nebraska Department of Revenue

PER CAPITA PERSONAL INCOME

Chart 25 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 2017-2021, five-year estimates show per capita personal income for Valley County is estimated to be $31,870 compared to $35,189 for Nebraska as a whole.

Per Capita Personal Income · *2017-2021*

Nebraska, Valley County & Surrounding Counties

Source: U.S. Census Bureau, American Community Survey
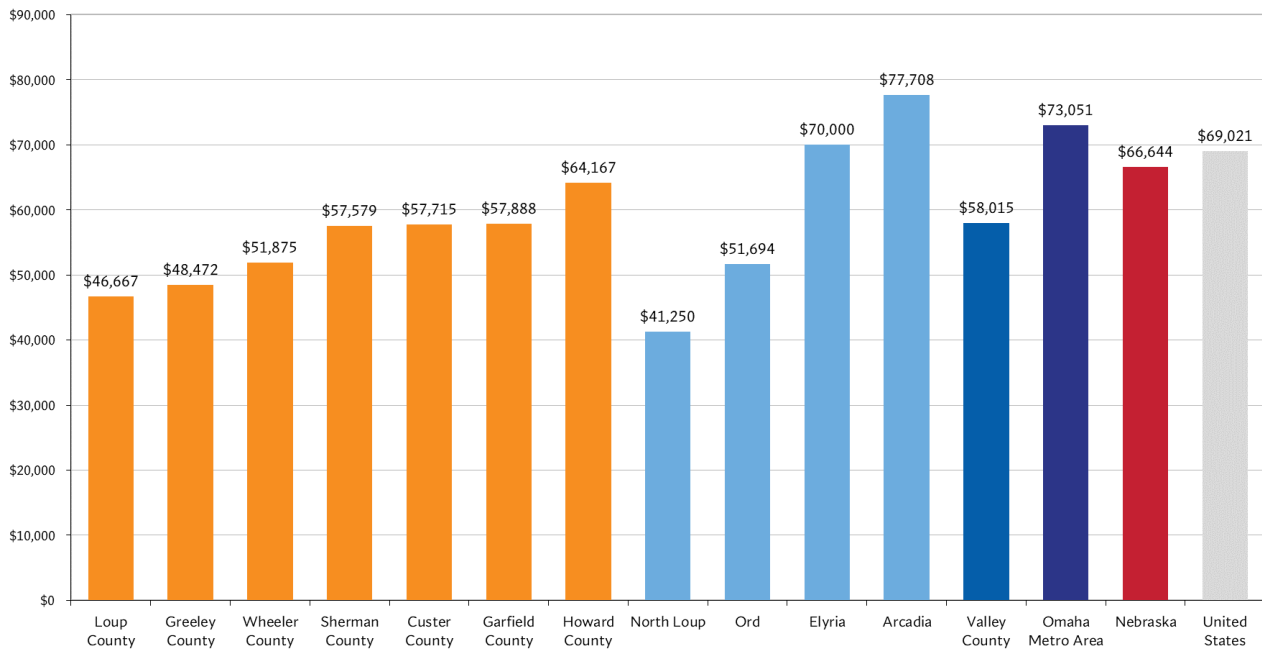
MEDIAN HOUSEHOLD INCOME

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 2017-2021, five-year estimates show median household income for Valley County is estimated to be $58,015 compared to $66,644 for Nebraska as a whole.

CHART 26

Median Household Income · *2017-2021*

Nebraska, Valley County & Surrounding Counties

Source: U.S. Census Bureau, American Community Survey