

CUMING COUNTY TARGET INDUSTRY ANALYSIS



Program Summary

The Target Industry Analysis identifies a core set of industries that are likely candidates for future retention, expansion, and possible recruitment efforts of Cuming County. The analysis area, chosen based on commuting patterns, includes Burt, Colfax, Cuming, Dodge, Stanton, Thurston, and Wayne Counties. All data in this report reflects this seven-county region.

This analysis is one of the important steps in the target industry program NPPD developed to support its customer communities.

TOP 5 INDUSTRIES BY EMPLOYMENT

1. Manufacturing
2. Government
3. Retail Trade
4. Healthcare & Social Assistance
5. Agriculture

FASTEST GROWING INDUSTRIES BY EMPLOYMENT (2018-2023)

1. Arts, Entertainment, & Recreation
2. Educational Services
3. Administrative & Support & Waste Management Services
4. Construction
5. Manufacturing

DECLINING INDUSTRIES BY EMPLOYMENT (2018-2023)

1. Mining, Quarrying, Oil, & Gas Extraction
2. Information
3. Finance & Insurance
4. Government
5. Other Services (except Public Administration)

INDUSTRY STRENGTHS BY LOCATION QUOTIENT

1. Agriculture
2. Manufacturing
3. Government
4. Wholesale Trade
5. Educational Services

Note: An employment location quotient greater than one (the national average) indicates an area specializes in an industry.

TOP OCCUPATIONS BY EMPLOYMENT

1. Production Occupations
2. Transportation & Material Moving Occupations
3. Office & Administrative Support Occupations
4. Management Occupations
5. Educational Instruction & Library Occupations

ANALYSIS INDUSTRY TARGETS

Mature (Mature or Declining) - Strong current presence; Stable or decline employment decline (local or national); Projected future growth or decline (local or national); Above average compensation.

Key (Key to Future Growth) - Strong current presence; Strong recent growth (local); Projected future growth (local and national); Above average compensation.

Potential (Potential to Drive Future Growth) - Moderate to Strong current presence; recent growth or decline (local or national); projected growth (local or national) or decline (local or national); Above average compensation.

Supply Chain- Opportunities for Import Substitution

MATURE INDUSTRY TARGETS

Manufacturing

- Rubber Product Manufacturing

Wholesale Trade

- Farm Product Raw Material Merchant Wholesalers

KEY INDUSTRY TARGETS

Construction

- Other Specialty Trade Contractors Manufacturing

Manufacturing

- Animal Food Manufacturing
- Animal Slaughtering & Processing Manufacturing
- Veneer, Plywood, & Engineered Wood Products
- Architectural & Structural Metals Manufacturing
- Agriculture, Construction, & Mining Machinery Manufacturing

Wholesale Trade

- Machinery, Equipment, & Supplies Merchant Wholesalers

Transportation & Warehousing

- General Freight Trucking
- Specialized Freight Trucking

POTENTIAL INDUSTRY TARGETS

Construction

- Nonresidential Building Construction
- Building Equipment Contractors
- Building Finishing Contractors

Manufacturing

- Iron & Steel Mills & Ferroalloy Manufacturing
- Motor Vehicle Body & Tractor Manufacturing

Wholesale Trade

- Misc. Nondurable Goods Merchant Wholesalers

Transportation & Warehousing

- Warehousing & Storage

Finance & Insurance

- Depository Credit Intermediation
- Agencies, Brokerages, & Other Insurance Related Activities

POTENTIAL INDUSTRY TARGETS CONTINUED

Healthcare & Social Assistance

- Offices of Physicians
- Offices of Dentists
- Outpatient Care Centers
- General Surgical Hospitals

SUPPLY CHAIN INDUSTRY TARGETS

Construction

- Residential Building Construction
- Utility System Construction
- Foundation, Structure, & Building Exterior Contractors

Retail Trade

- Automobile Dealers
- Automotive Parts, Accessories, & Tire Retailers
- Building Material and Supplies Dealers
- Warehouse Clubs, Supercenters, & Other General Merchandise Retailers

Information

- Wired and Wireless Telecommunications (except Satellite)

Professional, Scientific, & Technical Services

- Other Professional, Scientific, and Technical Services

Administrative & Support & Waste Management & Remediation Services

- Office Administrative Services

Arts, Entertainment, & Recreation

- Other Amusement & Recreation Industries

Accommodation & Food Services

- Special Food Services
- Restaurants & Other Eating Places

Target Industry Analysis, Cuming County, Nebraska



June 2024

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Introduction

The purpose of this analysis is to provide Cuming County with information to be used as part of a process to identify industries for future retention, expansion, and possible recruitment efforts.

This report contains information on the relative sizes and trends, both recent and projected, of area industries and their labor force, plus information on interactions between the Cuming County economy and the economies of counties linked to it by commuting patterns. Industries that are key drivers of Cuming County's recent economic growth, that are expected to be future drivers of economic growth, and that appear to have the potential to become drivers of the area economy are identified in this analysis. Also identified are industries that are currently highly important to the area's economic health but may be at risk due to expected declines in overall national employment.

Methodology

U.S. Census Department's Bureau of the Census and Lightcast are the primary sources of information for this analysis. Lightcast, a private data vendor, collects and analyzes data from a variety of public and private sources such as the U.S. Census Department, the U.S. Department of Labor, and the U.S. Department of Education. Lightcast uses this information to derive estimates of local data suppressed by government agencies to protect proprietary information. Data from Lightcast enables a level of analysis that would not be possible in many Nebraska counties due to high levels of data suppression common in areas of relatively small populations. Nebraska Public Power District (NPPD) subscribes to Lightcast data services and provides this information to wholesale and retail customers as part of its economic development services to these communities.

Data from the U.S. Census Bureau's OnTheMap Application is used to identify counties closely linked to Cuming County based on proximity and commuting patterns. OnTheMap data for Cuming County and the six adjacent counties is reported in this analysis.

Analysis of area industries, workforces, and labor forces indicated the counties could be combined in a single area, the 2024 Cuming County Analysis Area. For this analysis, data are generally reported for the 2024 Cuming County Analysis Area.

Information on recent and projected labor force, workforce, and industry trends, plus data on occupational and industry wages are reported for the 2024 Cuming County Area. This information is used to identify the relative strengths and importance of existing industries and occupations.

Industry targets were divided into three categories based on their Location Quotient (LQ), recent growth, projected future growth, and a minimum compensation level.

Mature (Mature or Declining) – Strong current presence; Stable or declining employment (national or local); Projected future growth or decline (local or national); Above average compensation.

Key (Key to Future Growth) – Strong current presence; Strong recent growth (local); Projected future growth (national or local); Above average compensation.

Potential (Potential to Driver Future Growth) – Moderate to Strong current presence; Recent growth or decline (local or national); Projected growth or decline (local or national); Above average compensation.

Lastly, sales to Key industries and to industries identified as having the potential to become Key industries (Potential industries) by businesses outside the analysis area are compared to purchases from similar local businesses. This supply chain analysis identifies possible opportunities for local input substitution.

Analysis Area Identification

The geographic area selected for this analysis is based upon commuting data from the U.S. Census Bureau's OnTheMap Application. The Cuming County Analysis Area consists of Cuming County plus Burt, Colfax, Dodge, Stanton, Thurston, and Wayne Counties.

Figure One
Analysis Area



Analysis Area – Workforce

While data about an area’s labor force describe the characteristics of residents, analysis of an area’s workforce provides information about workers at local businesses, regardless of where they live. Analysis of workforce data provides insights into the types of businesses that have been and are likely to be successful within a region. Table Four below provides information on the relative size as measured by 2023 Annual Average employment compensation paid and the most recent five-year change in employment for very broad categories of Cuming County businesses.

As shown in Table One below, **NAICS 31, Manufacturing, with 9,031 workers, is the largest 2-digit, NAICS industry in the 2024 Cuming County Analysis Area. This sector has experienced an increase in jobs during the latest five-years, and has average annual wages of \$62,552, which are higher than the regional average of \$50,341. NAICS 90, Government, with 8,658 workers, is the second largest 2-digit NAICS industry in the 2024 Cuming County Analysis Area, has average annual wages of \$47,424, lower than the regional average, and has recently experienced a decline in workers. NAICS 22, Utilities, has the highest average annual wages, \$83,326, and the lowest, 15, number of jobs.**

Table One
2024 Cuming County Analysis Area Workforce (Local Jobs) Employment
Average Wages and 5-Year Job Change by Industry
Preliminary Data, 2024 Q2

NAICS	2023 Jobs	2023 Avg Ann Wages (\$)	5-Year Change 2018-2023	
			Jobs	Annual, Percent
NAICS 31 Manufacturing	9,031	62,552	995	12.4%
NAICS 90 Government	8,658	47,424	-614	-6.6%
NAICS 44 Retail Trade	4,483	31,766	422	10.4%
NAICS 62 Health Care and Social Assistance	3,725	51,848	90	2.5%
NAICS 11 Agriculture, Forestry, Fishing and Hunting	3,586	49,493	-241	-6.3%
NAICS 72 Accommodation and Food Services	2,269	17,344	-30	-1.3%
NAICS 23 Construction	2,115	56,890	312	17.3%
NAICS 42 Wholesale Trade	1,998	76,370	0	0.0%
NAICS 81 Other Services (except Public Administration)	1,778	30,063	-121	-6.4%
NAICS 48 Transportation and Warehousing	1,546	66,082	-2	-0.1%
NAICS 56 Administrative and Support and Waste Management and Remediation Services	1,363	62,017	209	18.1%
NAICS 61 Educational Services	1,213	32,948	201	19.9%
NAICS 52 Finance and Insurance	1,168	67,598	-168	-12.6%
NAICS 54 Professional, Scientific, and Technical Services	696	65,657	32	4.8%
NAICS 71 Arts, Entertainment, and Recreation	407	20,849	101	33.0%
NAICS 53 Real Estate and Rental and Leasing	261	52,242	-2	-0.8%
NAICS 51 Information	247	53,590	-54	-18.0%
NAICS 55 Management of Companies and Enterprises	54	56,667	3	5.9%
NAICS 21 Mining, Quarrying, and Oil and Gas Extraction	35	68,946	-10	-22.6%
NAICS 22 Utilities	15	83,326	1	7.1%
Total All Industries	44,647	50,341	1,126	2.6%

Source: Lightcast Q2 2024 Data Set

Table Two below provides a comparison of employment distributions at the 2-digit NAICS level for industries in the 2024 Cuming County Analysis Area and Nebraska. The largest differences occur within the NAICS 31, Manufacturing, Cuming County Analysis Area's, 20.2 percent vs. Nebraska's 7.7 percent.

Table Two
2024 Cuming County Analysis Area
and Nebraska Workforce Employment
Total and Percent Distribution, Preliminary Data, 2024 Q2

NAICS	2023 Jobs		Percent All Jobs	
	Cuming County Analysis Area	Nebraska	Cuming County Analysis Area	Nebraska
NAICS 31 Manufacturing	9,031	13,246,483	20.2%	7.7%
NAICS 90 Government	8,658	24,568,197	19.4%	14.3%
NAICS 44 Retail Trade	4,483	16,258,064	10.0%	9.5%
NAICS 62 Health Care and Social Assistance	3,725	22,220,305	8.3%	13.0%
NAICS 11 Agriculture, Forestry, Fishing and Hunting	3,586	2,006,855	8.0%	1.2%
NAICS 72 Accommodation and Food Services	2,269	14,237,761	5.1%	8.3%
NAICS 23 Construction	2,115	9,878,983	4.7%	5.8%
NAICS 42 Wholesale Trade	1,998	6,223,463	4.5%	3.6%
NAICS 81 Other Services (except Public Administration)	1,778	8,438,652	4.0%	4.9%
NAICS 48 Transportation and Warehousing	1,546	7,446,334	3.5%	4.3%
NAICS 56 Administrative and Support and Waste Management and Remediation Services	1,363	10,438,777	3.1%	6.1%
NAICS 61 Educational Services	1,213	4,178,531	2.7%	2.4%
NAICS 52 Finance and Insurance	1,168	7,017,080	2.6%	4.1%
NAICS 54 Professional, Scientific, and Technical Services	696	12,160,468	1.6%	7.1%
NAICS 71 Arts, Entertainment, and Recreation	407	3,015,422	0.9%	1.8%
NAICS 53 Real Estate and Rental and Leasing	261	3,030,710	0.6%	1.8%
NAICS 51 Information	247	3,221,035	0.6%	1.9%
NAICS 55 Management of Companies and Enterprises	54	2,551,452	0.1%	1.5%
NAICS 21 Mining, Quarrying, and Oil and Gas Extraction	35	596,150	0.1%	0.3%
NAICS 22 Utilities	15	579,560	0.0%	0.3%
Total All Industries	44,647	171,314,283	100.00%	100.0%

Source: Lightcast Q2 2024 Data

Major Occupations and Wages

The composition of occupations, including associated skill levels, employed within a region is determined by the mix of existing industries. An analysis of average area compensation relative to national averages provides information on the relative skill levels and the attractiveness of an area for retention and growth of industries dependent upon specific skills.

Table Three
Cuming County Analysis Area Workforce (Local Jobs) and
Labor Force (Resident Jobs) Net In-Commuters, Average Wages and
Average Wages as Percent U.S. Average, Preliminary Data, 2024 Q2

Standard Occupational Code	Local Jobs	Residents Working in Occupation	Net In-Commuters	Mean Hourly Wage (\$)	Mean Hourly Wage as Percent U.S.
51-0000 Production Occupations	5,574	5,246	328	\$22.33	97.4%
53-0000 Transportation and Material Moving Occupations	4,748	4,852	-104	\$22.80	98.6%
43-0000 Office and Administrative Support Occupations	4,277	4,886	-609	\$20.45	88.5%
11-0000 Management Occupations	3,922	4,350	-428	\$40.42	65.0%
25-0000 Educational Instruction and Library Occupations	3,547	3,637	-90	\$27.50	84.6%
41-0000 Sales and Related Occupations	3,521	3,944	-422	\$22.34	82.3%
35-0000 Food Preparation and Serving Related Occupations	2,862	3,361	-499	\$14.56	87.7%
49-0000 Installation, Maintenance, and Repair Occupations	2,290	2,292	-3	\$25.63	91.4%
29-0000 Healthcare Practitioners and Technical Occupations	2,141	2,381	-240	\$44.70	89.4%
47-0000 Construction and Extraction Occupations	1,870	1,961	-91	\$24.90	85.5%
45-0000 Farming, Fishing, and Forestry Occupations	1,546	1,602	-56	\$18.81	102.9%
37-0000 Building and Grounds Cleaning and Maintenance Occupations	1,520	1,604	-84	\$18.71	99.7%
13-0000 Business and Financial Operations Occupations	1,410	1,838	-428	\$35.10	78.9%
31-0000 Healthcare Support Occupations	1,309	1,525	-216	\$18.75	101.7%
39-0000 Personal Care and Service Occupations	1,061	1,300	-239	\$16.71	89.0%
21-0000 Community and Social Service Occupations	707	811	-104	\$24.36	84.5%
33-0000 Protective Service Occupations	588	682	-93	\$24.31	87.1%
17-0000 Architecture and Engineering Occupations	432	521	-90	\$36.72	76.5%
27-0000 Arts, Design, Entertainment, Sports, and Media Occupations	424	425	-1	\$27.09	74.3%
15-0000 Computer and Mathematical Occupations	353	598	-245	\$38.46	71.0%
19-0000 Life, Physical, and Social Science Occupations	301	286	15	\$31.14	71.9%
23-0000 Legal Occupations	110	142	-33	\$43.66	65.8%
Total	44,647	48,465	-3,819	\$25.48	80.6%

Source: Lightcast Q2 2024 Data Set

Among the top five occupations, two, SOC 11-0000 Management Occupations and SOC 25-0000 Educational Instruction and Library Occupations, have an average annual local wage greater than the 2024 Cuming County Analysis Area average of \$25.48.

Analysis of Potential Targets

As noted in previous sections of this analysis, the 2-digit NAICS industries NAICS 31, Manufacturing, NAICS 90, Government, NAICS 44, Retail Trade, NAICS 62, Healthcare and Social Assistance and NAICS 11, Agriculture make up a large portion of the Cuming County Analysis Area economy when measured by employment.

Information in this section provides a more detailed analysis of 2024 Cuming County Analysis Area industries at the 4-digit NAICS levels. This information is used to assess the suitability of individual industries as potential targets for retention, expansion, and recruitment efforts.

Excluded from this analysis are industries whose development is usually highly dependent on local population growth. These include Government, Utilities, and the Real Estate and Rental and Leasing industry. The Accommodation and Food Service and Retail Trade industries are excluded due to low average wages. Construction industries are usually excluded from further analysis; however, because of the importance of this industry to local growth, it was retained for further analysis. Additionally, only industries with average annual total earnings (wages and benefits) of at least \$50,000 just above average for Cuming County, are included.

Location Quotient (LQ) Analysis

In this section, LQ analysis is used to identify analysis area industries that have performed better than the national average. Superior performance by area industries often indicates the presence of substantial competitive advantages or regional strengths. These advantages and/or strengths, such as access to skilled labor or specialized resources, are critical to an industry and provide a rationale for a region's expected future growth.

LQs indicate whether the percentage of total employment¹ by an area industry is greater than the national average ($LQ > 1$), is equal to the national average ($LQ = 1$) or is less than the national average ($LQ < 1$). An $LQ > 1$ often indicates the presence of a comparative advantage within a region.

Of the five NAICS with the largest LQs, two (NAICS 31, Manufacturing, and NAICS 42, Wholesale Trade) have average wages exceeding the regional average of \$50,341 and employ more than 1,000 workers.

¹ In addition to employment, location quotients can be calculated for other factors, such as total sales and taxes. For this report LQs are reported for employment only.

Table Five
Cuming County Analysis Area Workforce Employment (Local Jobs),
Average Wages and Change in Job Last 5 Years by Industry and LQs
2-Digit NAICS Industries, Preliminary Data, 2024 Q2

NAICS Industry	2023 Jobs	2023 Wages (\$)	Change in Jobs 2018 to 2023	2023 LQ
NAICS 11 Agriculture, Forestry, Fishing and Hunting	3,586	49,493	-241	6.87
NAICS 31 Manufacturing	9,031	62,552	995	2.62
NAICS 90 Government	8,658	47,424	-614	1.35
NAICS 42 Wholesale Trade	1,998	76,370	0	1.23
NAICS 61 Educational Services	1,213	32,948	201	1.12
NAICS 44 Retail Trade	4,483	31,766	422	1.06
NAICS 23 Construction	2,115	56,890	312	0.82
NAICS 81 Other Services (except Public Administration)	1,778	30,063	-121	0.81
NAICS 48 Transportation and Warehousing	1,546	66,082	-2	0.80
NAICS 62 Health Care and Social Assistance	3,725	51,848	90	0.64
NAICS 52 Finance and Insurance	1,168	67,598	-168	0.64
NAICS 72 Accommodation and Food Services	2,269	17,344	-30	0.61
NAICS 71 Arts, Entertainment, and Recreation	407	20,849	101	0.52
NAICS 56 Administrative and Support and Waste Management and Remediation Services	1,363	62,017	209	0.50
NAICS 53 Real Estate and Rental and Leasing	261	52,242	-2	0.33
NAICS 51 Information	247	53,590	-54	0.29
NAICS 54 Professional, Scientific, and Technical Services	696	65,657	32	0.22
NAICS 21 Mining, Quarrying, and Oil and Gas Extraction	35	68,946	-10	0.22
NAICS 22 Utilities	15	83,326	1	0.10
NAICS 55 Management of Companies and Enterprises	54	56,667	3	0.08
Total All Industries	44,647	50,341	1,126	

Source: Lightcast Q2 2024 Data Set

The information in Table Five shows industries in NAICS 11, Agriculture, Forestry, Fishing, and Hunting; NAICS 31, Manufacturing, and NAICS 90, Government, have been major drivers of the Cuming County Analysis Area's economy by location quotient.

Table Six , next page, provides employment, wage, employment growth and LQ information for 25, 4-digit NAICS industries², with average 2023 employment of 100 or more workers, average wages greater than \$50,000, and/or LQs greater than 1.1 for the Cuming County Analysis Area. These more narrowly defined industries are sub-sectors of the 2-digit industries in Table Five.

² Does not include industries in NAICS 92 Public Administration.

Table Six
Cuming County Analysis Area Workforce Employment (Local Jobs),
Average Wages and Change in Job Last 5 Years by Industry and LQs,
Select* 4-Digit NAICS Industries, Preliminary Data, 2024 Q2

Industry	Jobs	Wages (\$)	Change in Jobs 2018 to 2023	LQ
Construction				
NAICS 2362 Nonresidential Building Construction	233	\$62,611	39	0.94
NAICS 2382 Building Equipment Contractors	671	\$57,462	114	0.95
NAICS 2383 Building Finishing Contractors	179	\$52,143	-15	0.53
NAICS 2389 Other Specialty Trade Contractors	329	\$58,028	49	1.11
Manufacturing				
NAICS 3111 Animal Food Manufacturing	389	\$65,556	105	20.07
NAICS 3116 Animal Slaughtering and Processing	4,929	\$59,556	853	34.33
NAICS 3212 Veneer, Plywood, and Engineered Wood Product Manufacturing	577	\$52,401	191	26.50
NAICS 3262 Rubber Product Manufacturing	172	\$68,771	102	4.84
NAICS 3311 Iron and Steel Mills and Ferroalloy Manufacturing	365	\$149,587	-32	16.41
NAICS 3323 Architectural and Structural Metals Manufacturing	295	\$55,227	-1	2.75
NAICS 3331 Agriculture, Construction, and Mining Machinery Manufacturing	243	\$62,116	-25	4.19
NAICS 3362 Motor Vehicle Body and Trailer Manufacturing	586	\$55,873	-119	13.10
Wholesale Trade				
NAICS 4238 Machinery, Equipment, and Supplies Merchant Wholesalers	345	\$93,701	33	1.73
NAICS 4245 Farm Product Raw Material Merchant Wholesalers	431	\$69,786	32	22.69
NAICS 4249 Miscellaneous Nondurable Goods Merchant Wholesalers	649	\$71,197	-47	7.27
Transportation & Warehousing				
NAICS 4841 General Freight Trucking	742	\$77,045	9	2.08
NAICS 4842 Specialized Freight Trucking	417	\$51,918	56	3.26
NAICS 4931 Warehousing and Storage	171	\$53,298	-6	0.35
Finance & Insurance				
NAICS 5221 Depository Credit Intermediation	612	\$61,310	-100	1.30
NAICS 5242 Agencies, Brokerages, and Other Insurance Related Activities	333	\$77,890	-41	0.73
Administrative and Support and Waste Management and Remediation Services				
NAICS 5613 Employment Services	343	\$89,387	58	0.36
Healthcare & Social Assistance				
NAICS 6211 Offices of Physicians	385	\$95,413	55	0.50
NAICS 6212 Offices of Dentists	212	\$67,893	17	0.76
NAICS 6214 Outpatient Care Centers	180	\$68,043	-127	0.60
NAICS 6221 General Medical and Surgical Hospitals	1,056	\$61,296	589	0.83

* Industries other than NAICS 92 Public Administration and NAICS 90 Government Enterprises with average wages greater than \$50,000, employment greater than 100, and/or LQ greater than 1.10.

Source: Lightcast Q2 2024 Data Set

Shift Share Analysis

Further analysis and refinement of the analysis area industries is accomplished using shift share analysis. Shift share analysis decomposes actual or projected changes in a local industry's employment into three components. These are the:

National effect: the local industry's starting employment multiplied by the percent change in national average employment for all industries—this shows the change in local employment attributable to the change in economy-wide employment;

Industry effect: the local industry's starting employment multiplied by the percent change in national employment for the industry minus the national effect—this shows the change in local employment attributable to an industry's employment trends after adjusting for national employment trends; and

Competitive effect: the difference between a local industry's ending and starting employment minus the national effect and the industry effect—this is an indication of the change in local employment attributable to an area's relative advantage or competitiveness.

The following is an example of a shift share decomposition:

1. Local Industry A grows by 10.0 percent from 1,000 to 1,100.
2. The average of all industry employment change in the U.S. is a 3.0 percent increase; the national effect is 30 or 1,000 times .03.
3. Average U.S. growth for Industry A is 5.0 percent.
4. The industry effect is .05 (5.0 percent) times 1,000 minus the national effect of 30; this is 50 minus 30 and the industry effect equals 20.
5. The competitive effect is 100 minus 30, the national effect, minus 20, the industry effect, and is equal to 50 or 5.0 percent. The industry has grown twice as fast as the average of similar industries across the U.S.

If a local industry's employment changes by the same percentage as the U.S. average for that industry, 5.0 percent in the above example, the competitive effect is zero. The change in employment for a U.S. industry is also referred to as the **expected effect** for a local industry.

If the competitive effect is very strong, a local industry can grow when the national and industry effects are both negative. Likewise, if a national industry is experiencing strong growth, the expected effect can be positive when the national effect is negative. Industries with positive industry and local competitive shift share effects are either key drivers or are likely to become key drivers of the local economy.

The criteria used to evaluate 4-digit NAICS industries are shown below in Table Seven. Potential Targets were divided into three categories based on their LQ, recent growth, projected future growth, and a minimum compensation level.

Mature (Mature or Declining) – Strong current presence; Stable or declining employment (national or local); Projected future growth or decline (local or national); Above average compensation.

Key (Key to Future Growth) – Strong current presence; Strong recent growth (local); Projected future growth (national or local); Above average compensation.

Potential (Potential to Drive Future Growth) – Moderate to Strong current presence; Recent growth or decline (local or national); Projected growth or decline (local or national); Above average compensation.

Table Seven
Initial Classification of Industries by Potential to Drive Local Growth

Category	LQ	Recent Growth	Projected Growth	Compensation
Mature (Mature or Declining)	1+	+/-	+/-	>\$50,000
Key (Key to Future Growth)	1+	+	+	>\$50,000
Potential (Potential to Drive Future Growth)	>1/<1	+/-	+/-	>\$50,000

Source: Melissa Trueblood, PhD, Economist, Nebraska Public Power District.

Table Eight, on the following pages, contains information on employment, average annual wage, LQ, plus recent and forecast employment growth for 25 industry targets. These 25 possible industry targets are identified for further examination and evaluation for future expansion and retention efforts.

Table Eight
Mature, Key, & Potential Target Industries
2024 Cuming County Analysis Area
Employment, Average Wages, LQ, Job Growth 2018-2023 &
Forecast Job Growth 2023-2028, Preliminary Data, 2024 Q2

NAICS & Industry	Jobs	Wages (\$)	LQ	2018 – 2023		2023 – 2028	
				Job Change	Competitive Effect	Job Change	Competitive Effect
Mature							
Manufacturing							
NAICS 3262 Rubber Product Manufacturing	172	\$68,771	4.84	102	102	52	46
Wholesale Trade							
NAICS 4245 Farm Product Raw Material Merchant Wholesalers	431	\$69,786	22.69	32	44	7	-9
Key Target Industries							
Construction							
NAICS 2389 Other Specialty Trade Contractors	329	\$58,028	1.11	49	25	26	11
Manufacturing							
NAICS 3111 Animal Food Manufacturing	389	\$65,556	20.07	105	54	38	-14
NAICS 3116 Animal Slaughtering and Processing	4,929	\$59,556	34.33	853	701	291	-21
NAICS 3212 Veneer, Plywood, and Engineered Wood Product Manufacturing	577	\$52,401	26.50	191	154	122	86
NAICS 3323 Architectural and Structural Metals Manufacturing	295	\$55,227	2.75	-1	-23	77	57
NAICS 3331 Agriculture, Construction, and Mining Machinery Manufacturing	243	\$62,116	4.19	-25	-38	32	14
Wholesale Trade							
NAICS 4238 Machinery, Equipment, and Supplies Merchant Wholesalers	345	\$93,701	1.73	33	3	-13	-26
Transportation & Warehousing							
NAICS 4841 General Freight Trucking	742	\$77,045	2.08	9	-79	38	-14
NAICS 4842 Specialized Freight Trucking	417	\$51,918	3.26	56	50	20	1

Table Eight Continued
Mature, Key, & Potential Target Industries
2024 Cuming County Analysis Area
Employment, Average Wages, LQ, Job Growth 2018-2023 &
Forecast Job Growth 2023-2028, Preliminary Data, 2024 Q2

NAICS & Industry	Jobs	Wages (\$)	LQ	2018 - 2023		2023 - 2028	
				Job Change	Competitive Effect	Job Change	Competitive Effect
Potential Target Industries							
Construction							
NAICS 2362 Nonresidential Building Construction	233	\$62,611	0.94	39	31	23	10
NAICS 2382 Building Equipment Contractors	671	\$57,462	0.95	114	46	54	9
NAICS 2383 Building Finishing Contractors	179	\$52,143	0.53	-15	-19	6	1
Manufacturing							
NAICS 3311 Iron and Steel Mills and Ferroalloy Manufacturing	365	\$149,587	16.41	-32	-42	-34	-38
NAICS 3362 Motor Vehicle Body and Trailer Manufacturing	586	\$55,873	13.10	-119	-180	-72	-122
Wholesale Trade							
NAICS 4249 Miscellaneous Nondurable Goods Merchant Wholesalers	649	\$71,197	7.27	-47	-63	-45	-63
Transportation and Warehousing							
NAICS 4931 Warehousing and Storage	171	\$53,298	0.35	-6	-157	-7	-37
Finance and Insurance							
NAICS 5221 Depository Credit Intermediation	612	\$61,310	1.30	-100	-120	-41	-58
NAICS 5242 Agencies, Brokerages, and Other Insurance Related Activities	333	\$77,890	0.73	-41	-102	10	-27
Administrative and Support and Waste Management and Remediation Services							
NAICS 5613 Employment Services	343	\$89,387	0.36	58	33	57	33
Healthcare & Social Assistance							
NAICS 6211 Offices of Physicians	385	\$95,413	0.50	55	25	13	-20
NAICS 6212 Offices of Dentists	212	\$67,893	0.76	17	1	17	-2
NAICS 6214 Outpatient Care Centers	180	\$68,043	0.60	-127	-182	37	4
NAICS 6221 General Medical and Surgical Hospitals	1,056	\$61,296	0.83	589	583	223	155

Source: Lightcast Q2 2024 Data Set

Supply Chain Opportunities

Regional Supply Chain Target Industries

Table Nine below contains information on 13 local area 4-Digit NAICS industries currently supplying a large portion of the total inputs purchased locally by industries in Table Eight. These industries may be able to increase their sales to Key, Mature, and Potential area industries and may also be considered potential targets for retention, expansion, and recruitment efforts.

**Table Nine
Potential Supply Chain Target Industries 2024 Cuming County Analysis Area
Employment, Average Wages, LQ, Preliminary Data, 2024 Q2**

NAICS Industry	2023 Jobs	2023 Average Annual Wage (\$)	2023 LQ	2023 Purchased Within Region (\$)	2023 Imported Into Region (\$)
Construction					
NAICS 2361 Residential Building Construction	286	\$45,602	0.75	\$1,143,169	\$1,118,803
NAICS 2371 Utility System Construction	147	\$72,467	0.95	\$386,893	\$784,400
NAICS 2381 Foundation, Structure, and Building Exterior Contractors	176	\$47,958	0.57	\$963,634	\$1,033,994
Retail Trade					
NAICS 4411 Automobile Dealers	373	\$65,297	1.10	\$636,480	\$4,173,001
NAICS 4413 Automotive Parts, Accessories, and Tire Retailers	148	\$33,421	0.95	\$457,076	\$779,339
NAICS 4441 Building Material and Supplies Dealers	352	\$34,205	1.07	\$2,033,526	\$8,347,678
NAICS 4552 Warehouse Clubs, Supercenters, and Other General Merchandise Retailers	610	\$27,535	1.05	\$772,591	\$947,011
Information					
NAICS 5171 Wired and Wireless Telecommunications (except Satellite)	128	\$65,224	0.79	\$2,937,725	\$7,464,351
Professional, Scientific, and Technical Services					
NAICS 5419 Other Professional, Scientific, and Technical Services	204	\$48,841	0.78	\$3,666,588	\$7,973,473
Administrative & Support & Waste Management & Remediation Services					
NAICS 5611 Office Administrative Services	135	\$74,555	0.82	\$3,040,806	\$3,475,033
Arts, Entertainment, and Recreation					
NAICS 7139 Other Amusement and Recreation Industries	293	\$20,823	0.73	\$517,824	\$589,992

Table Nine Continued
Potential Supply Chain Target Industries 2024 Cuming County Analysis Area
Employment, Average Wages, LQ, Preliminary Data, 2024 Q2

NAICS Industry	2023 Jobs	2023 Average Annual Wage (\$)	2023 LQ	2023 Purchased Within Region (\$)	2023 Imported Into Region (\$)
Accommodation & Food Services					
NAICS 7223 Special Food Services	168	\$17,844	0.72	\$742,251	\$1,066,410
NAICS 7225 Restaurants and Other Eating Places	1802	\$17,111	0.63	\$5,767,711	\$6,241,869

Source: Values calculated by Melissa L. Trueblood, Ph.D., Economist, Nebraska Public Power District from data in Lightcast Q2 2024 Data Set



Cuming County, NE



Nebraska Public Power District

Always there when you need us

1414 15th Street
PO Box 499
Columbus, Nebraska 68602-0499

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Report Parameters

1 County

31039 Cuming County, NE

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

9,048

Population (2023)

Population **grew by 135** over the last 5 years and is projected to **grow by 472** over the next 5 years.

4,835

Total Regional Employment

Jobs **decreased by 57** over the last 5 years but are projected to **grow by 131** over the next 5 years.

\$63.1K

Median Household Income (2022)

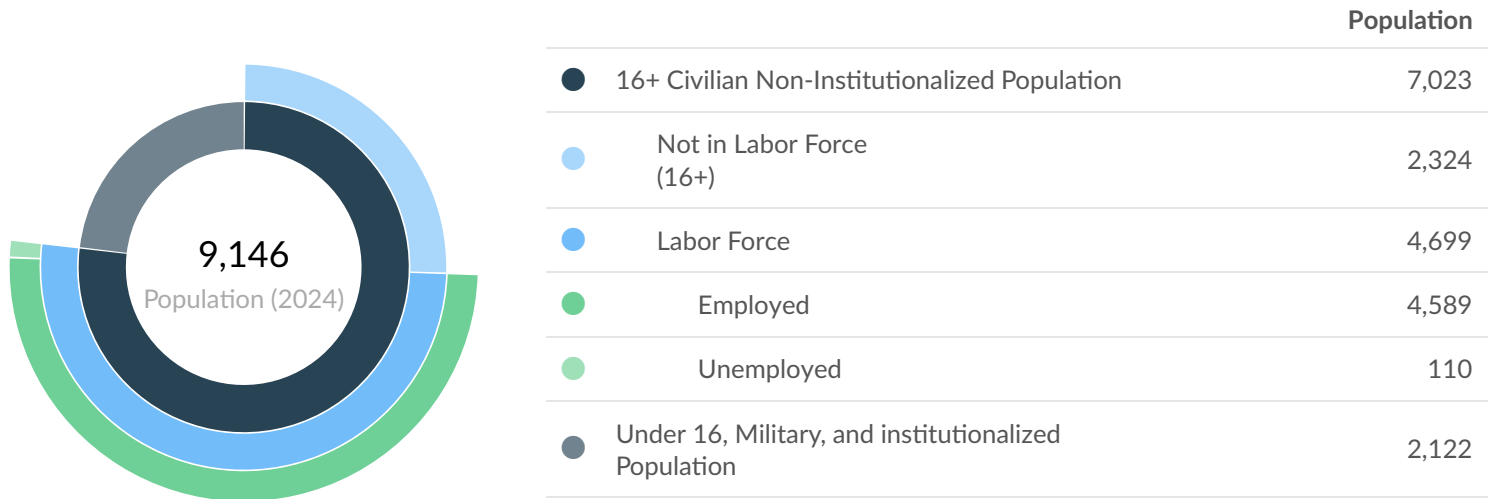
Median household income is **\$5.9K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 1.5%** since 2018, growing by 135. Population is expected to **increase by 5.2%** between 2023 and 2028, adding 472.
- From 2018 to 2023, jobs **declined by 1.2%** in Cuming County, NE from 4,892 to **4,835**. This change **fell short of the national growth rate of 3.9% by 5.1%**. As the number of jobs declined, the **labor force participation rate decreased from 69.6% to 68.6% between 2018 and 2023**.
- Concerning educational attainment, **18.1% of Cuming County, NE residents possess a Bachelor's Degree** (3.1% below the national average), and **12.0% hold an Associate's Degree** (3.2% above the national average).
- The top three industries in 2023 are Animal Production, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

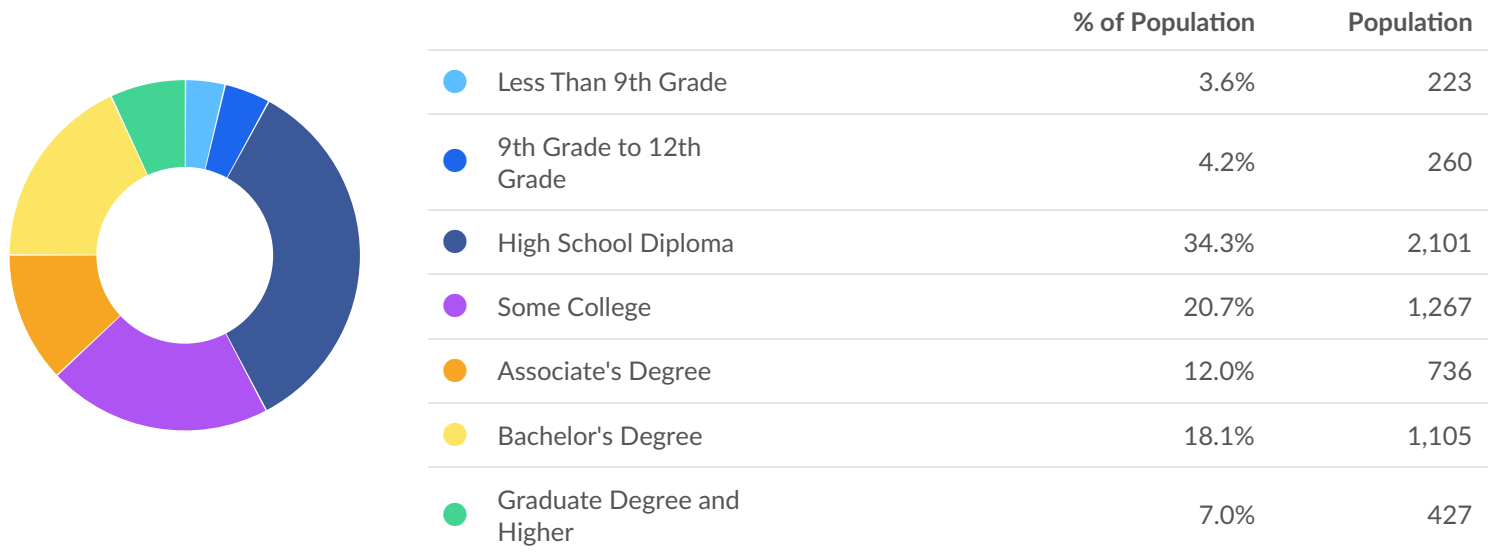
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	9,146	4,699	4,835	105.8	\$755.79M	\$1.35B	\$1.35B
State	2,002,539	1,050,385	1,154,362	100.9	\$160.90B	\$150.14B	\$188.72B

Feb 2024 Labor Force Breakdown



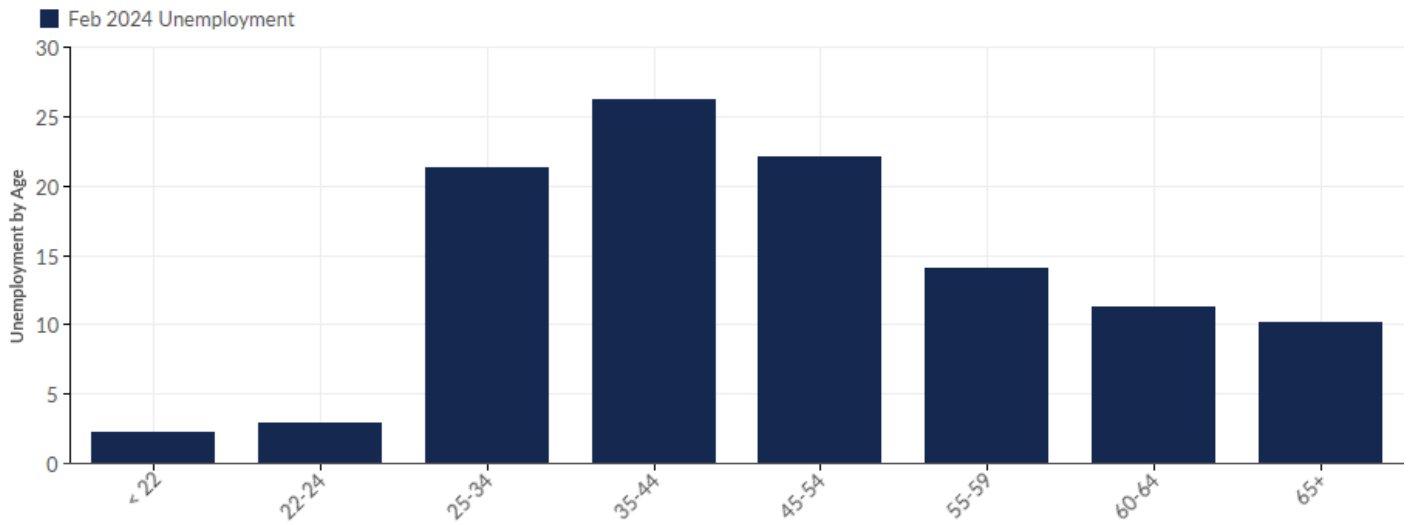
Educational Attainment

Concerning educational attainment, **18.1% of Cuming County, NE residents possess a Bachelor's Degree** (3.1% below the national average), and **12.0% hold an Associate's Degree** (3.2% above the national average).



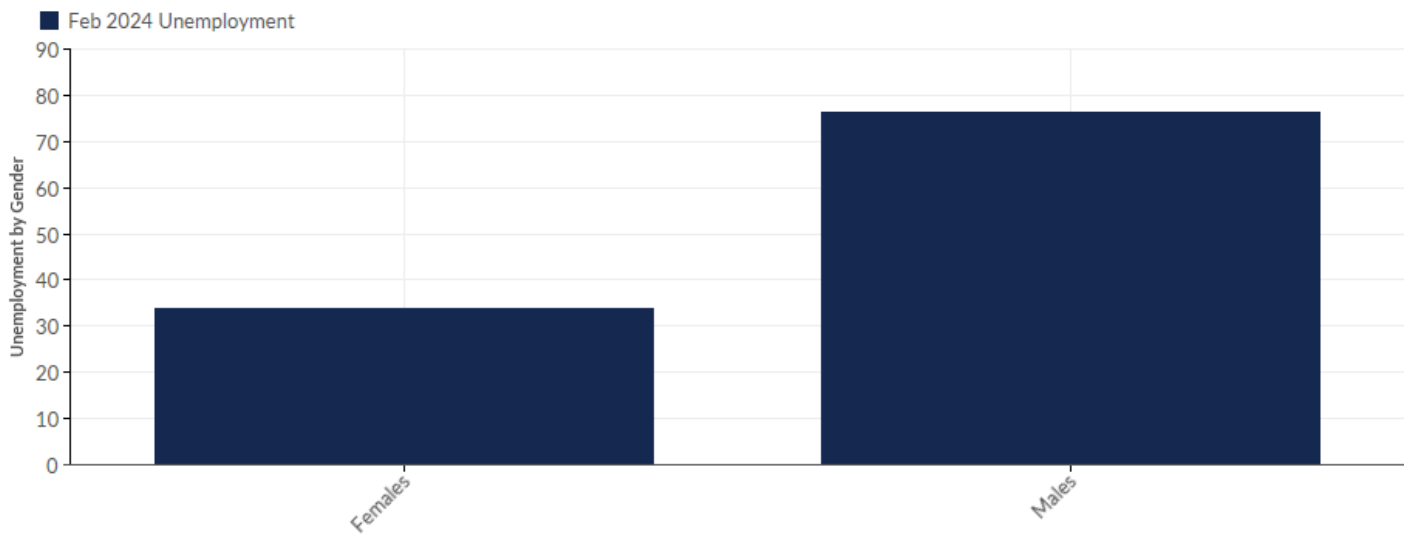
Unemployment by Demographics

Unemployment by Age



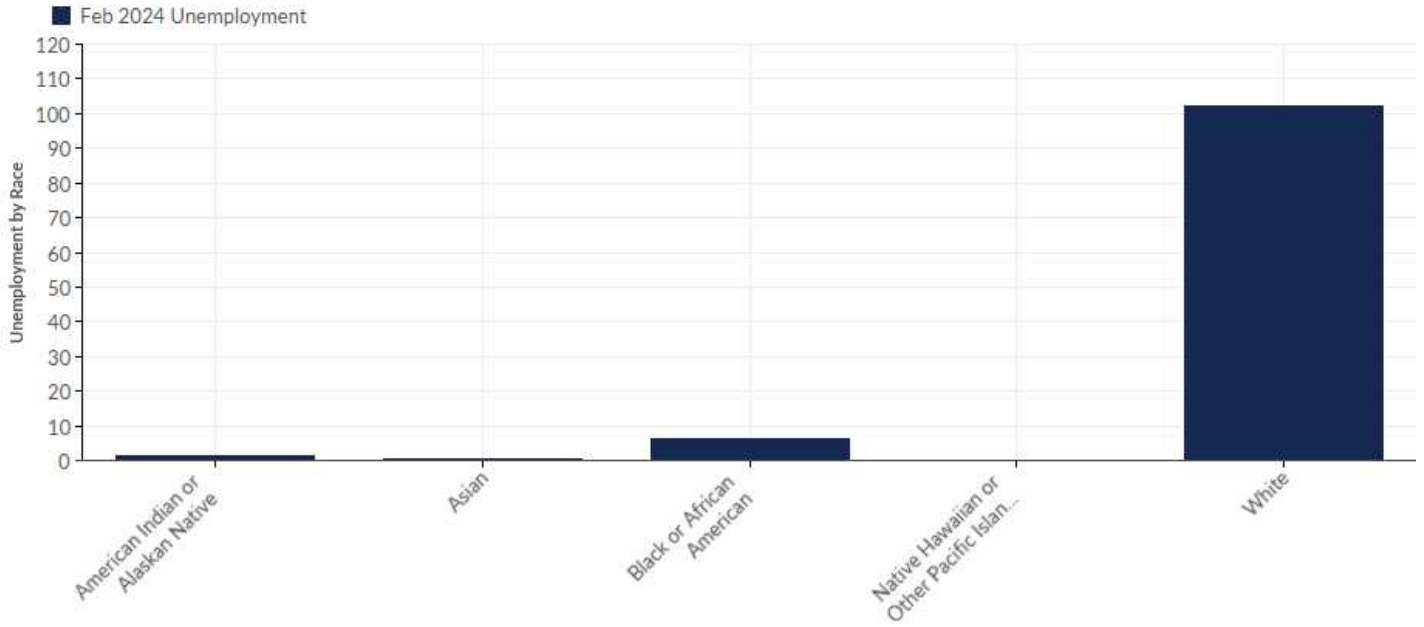
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	2	1.82%
22-24	3	2.73%
25-34	21	19.09%
35-44	26	23.64%
45-54	22	20.00%
55-59	14	12.73%
60-64	11	10.00%
65+	10	9.09%
Total	110	99.00%

Unemployment by Gender



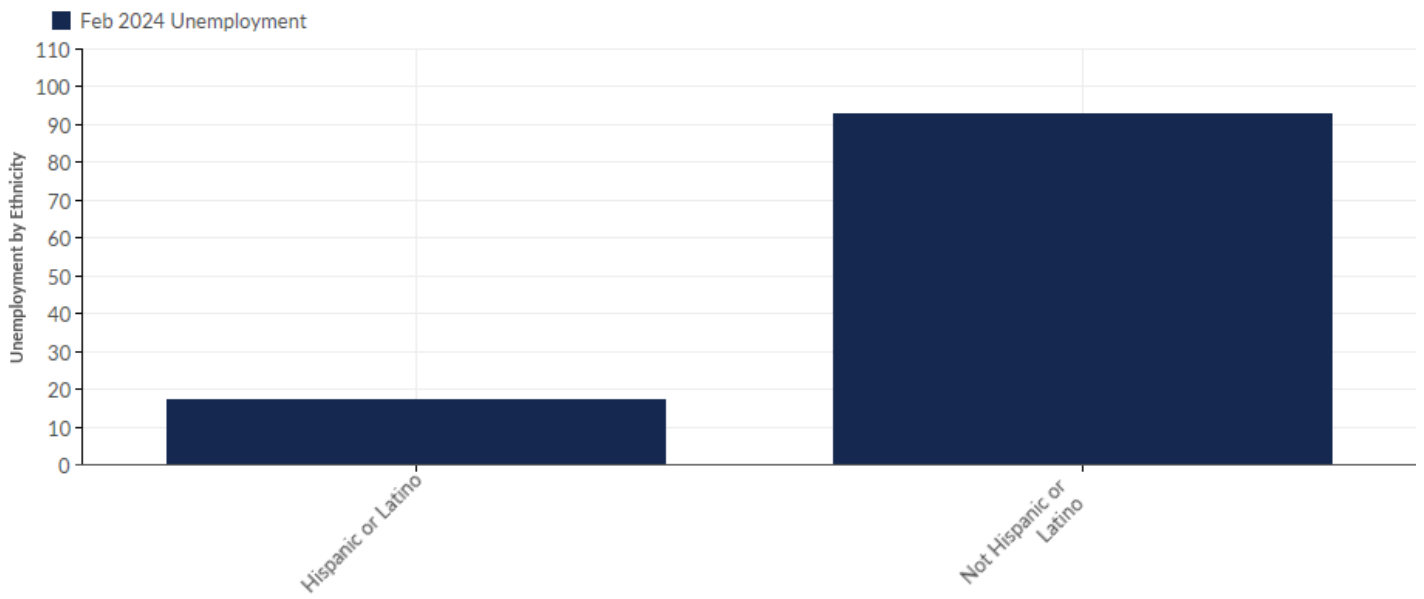
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	34	30.91%
Males	76	69.09%
Total	110	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	1	0.91%
Asian	0	0.00%
Black or African American	6	5.45%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	102	92.73%
Total	110	99.00%

Unemployment by Ethnicity

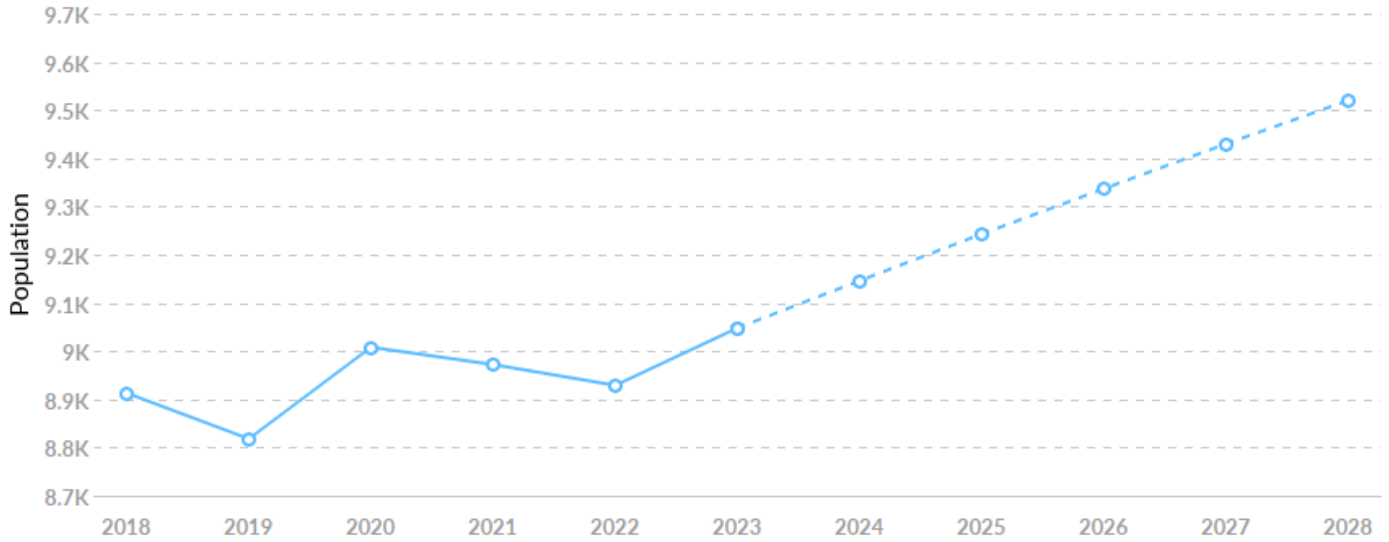


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	17	15.45%
Not Hispanic or Latino	93	84.55%
Total	110	100.00%

Historic & Projected Trends

Population Trends

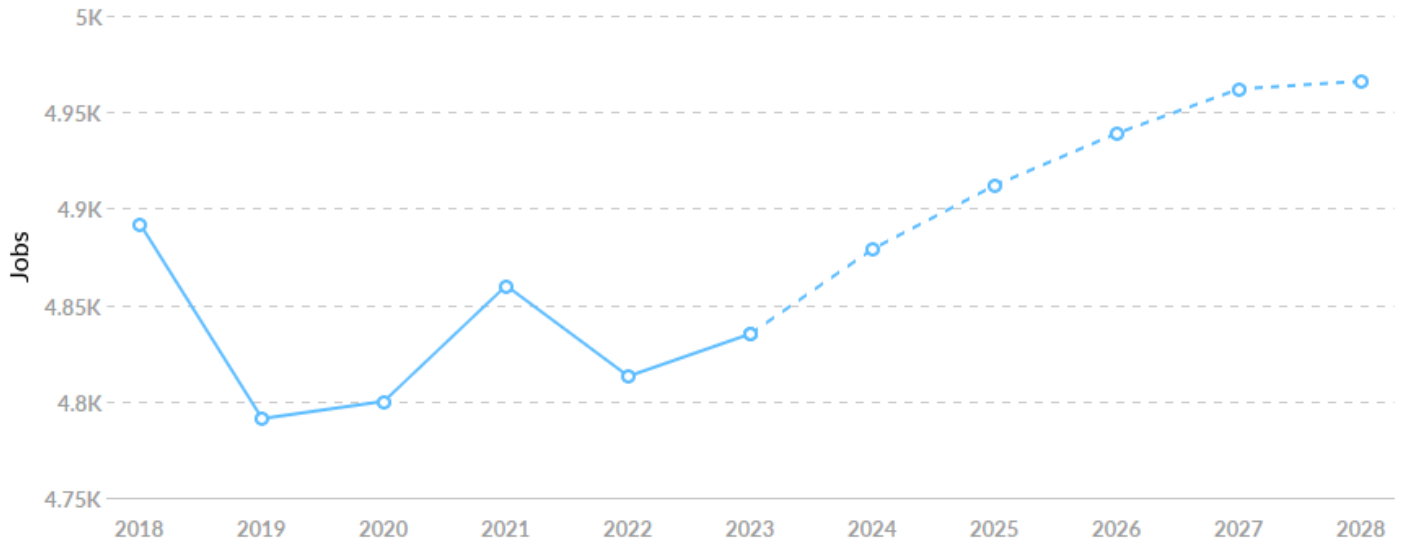
As of 2023 the region's population increased by 1.5% since 2018, growing by 135. Population is expected to increase by 5.2% between 2023 and 2028, adding 472.



Timeframe	Population
2018	8,913
2019	8,818
2020	9,008
2021	8,972
2022	8,929
2023	9,048
2024	9,146
2025	9,243
2026	9,337
2027	9,430
2028	9,520

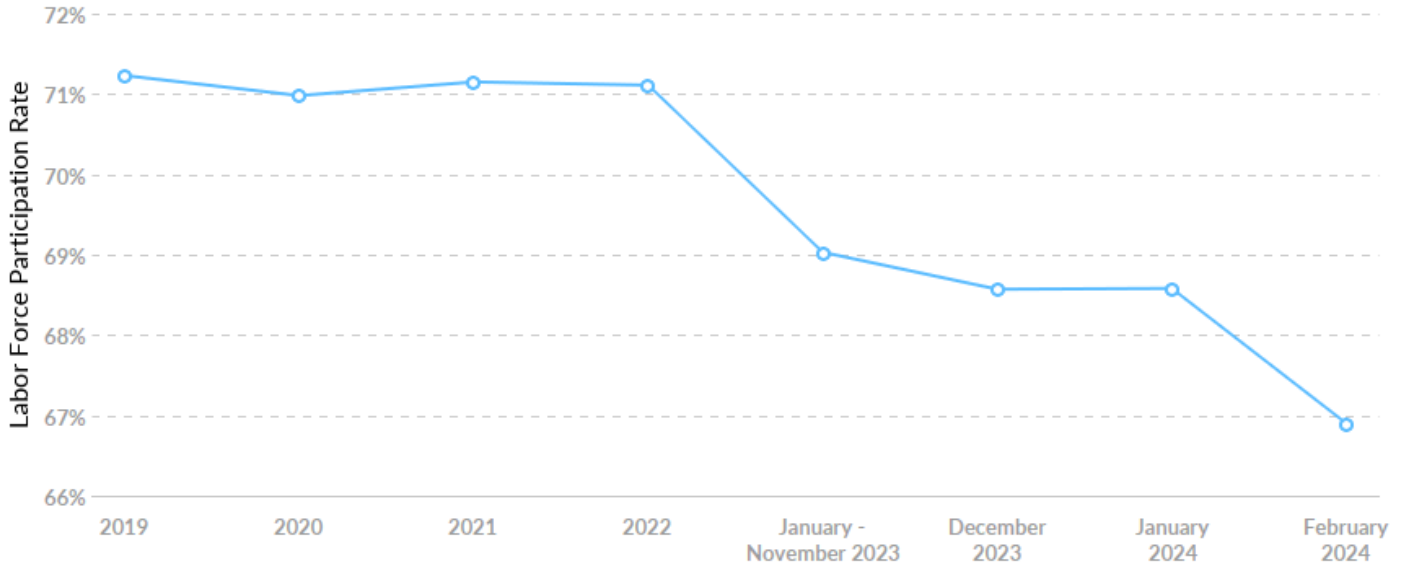
Job Trends

From 2018 to 2023, jobs declined by 1.2% in Cuming County, NE from 4,892 to 4,835. This change fell short of the national growth rate of 3.9% by 5.1%.



Timeframe	Jobs
2018	4,892
2019	4,791
2020	4,800
2021	4,860
2022	4,813
2023	4,835
2024	4,879
2025	4,912
2026	4,939
2027	4,962
2028	4,966

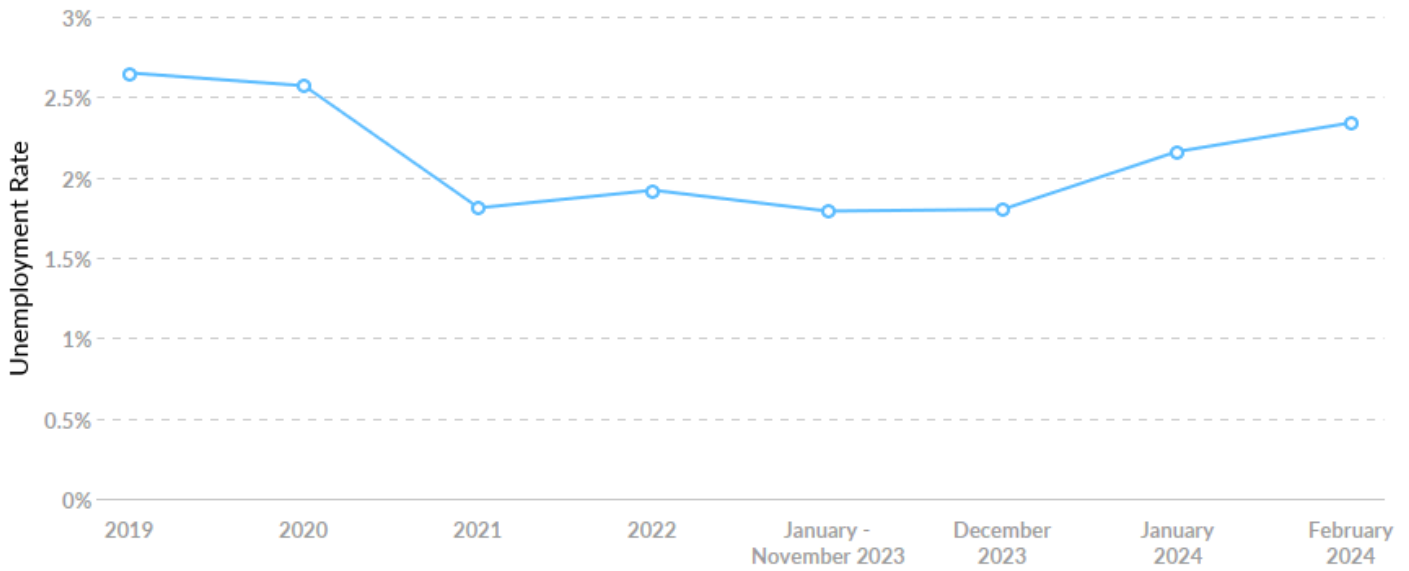
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	71.23%
2020	70.98%
2021	71.15%
2022	71.11%
January - November 2023	69.03%
December 2023	68.57%
January 2024	68.58%
February 2024	66.90%

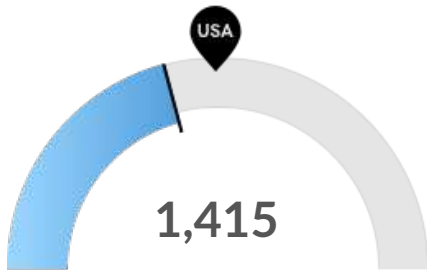
Unemployment Rate Trends

Cuming County, NE had a February 2024 unemployment rate of 2.34%, **decreasing from 2.65%** 5 years before.



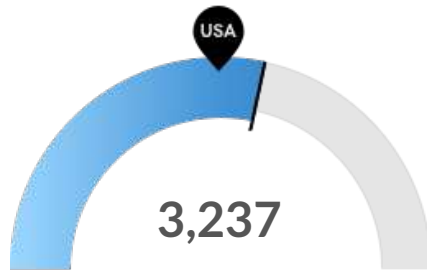
Timeframe	Unemployment Rate
2019	2.65%
2020	2.57%
2021	1.81%
2022	1.92%
January - November 2023	1.79%
December 2023	1.80%
January 2024	2.16%
February 2024	2.34%

Population Characteristics



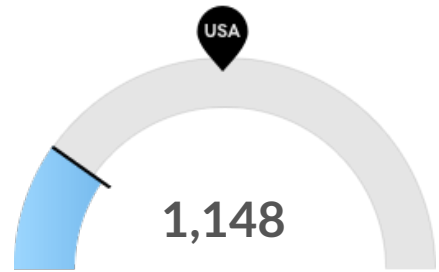
Millennials

Cuming County, NE has 1,415 millennials (ages 25-39). The national average for an area this size is 1,816.



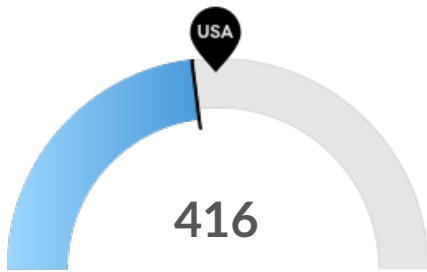
Retiring Soon

Retirement risk is high in Cuming County, NE. The national average for an area this size is 2,676 people 55 or older, while there are 3,237 here.



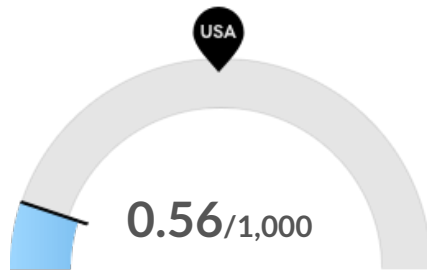
Racial Diversity

Racial diversity is low in Cuming County, NE. The national average for an area this size is 3,672 racially diverse people, while there are 1,148 here.



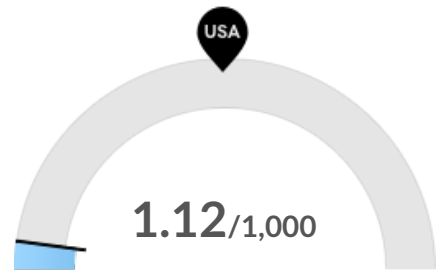
Veterans

Cuming County, NE has 416 veterans. The national average for an area this size is 467.



Violent Crime

Cuming County, NE has 0.56 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

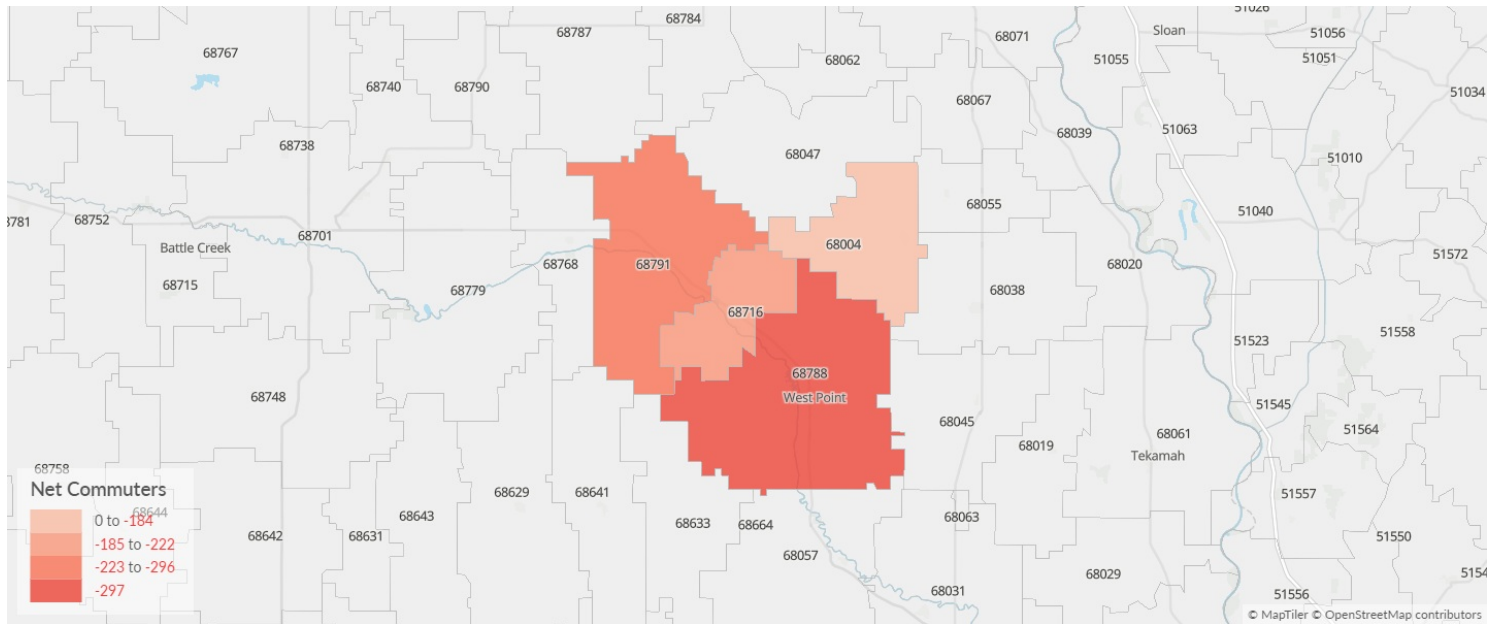


Property Crime

Cuming County, NE has 1.12 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Cuming County, NE currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2023 Employment
68788	West Point, NE (in Cumi...	2,841
68791	Wisner, NE (in Cuming c...	1,179
68716	Beemer, NE (in Cuming ...	413
68004	Bancroft, NE (in Cuming...	402

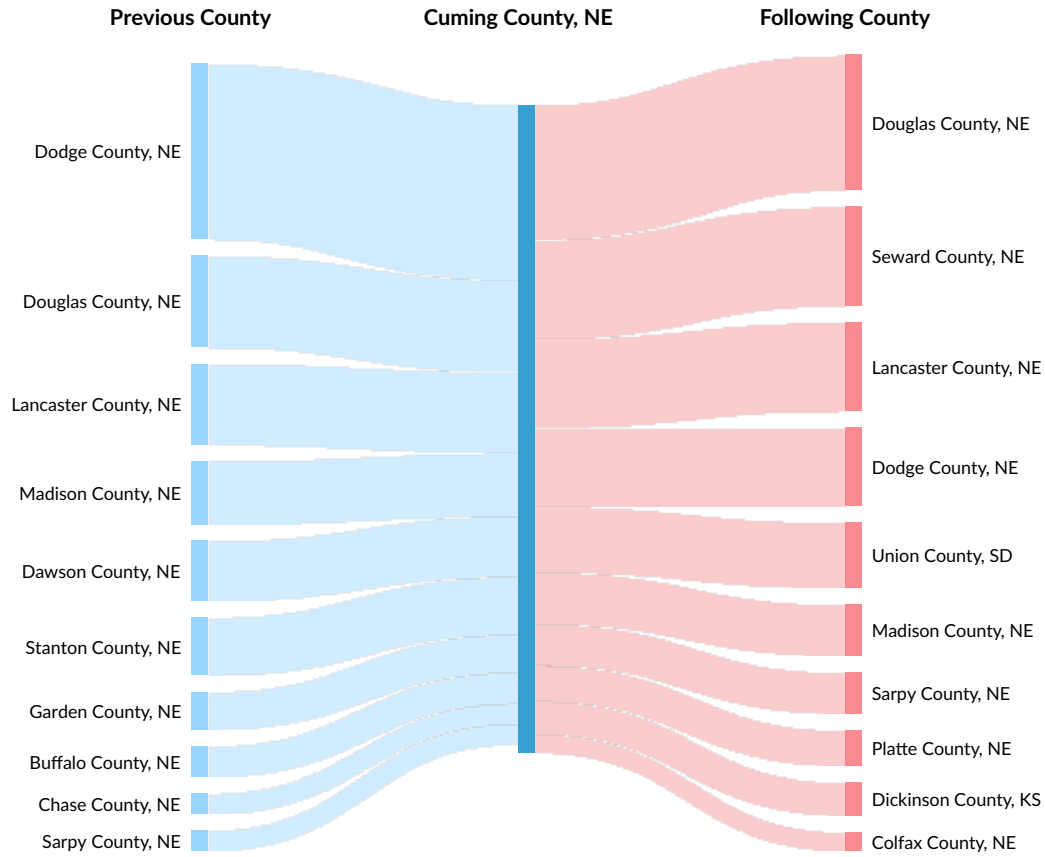
Where Talent Lives

ZIP	Name	2023 Workers
68788	West Point, NE (in Cumi...	3,138
68791	Wisner, NE (in Cuming c...	1,403
68716	Beemer, NE (in Cuming ...	599
68004	Bancroft, NE (in Cuming...	537

Inbound and Outbound Migration

The table below analyzes past and current residents of Cuming County, NE. The left column shows residents of other counties migrating to Cuming County, NE. The right column shows residents migrating from Cuming County, NE to other counties.

As of 2021, 44 people have migrated from Dodge County, NE to Cuming County, NE. In the same year, 34 people left Cuming County, NE migrating to Douglas County, NE. The total Net Migration for Cuming County, NE in 2021 was 8.

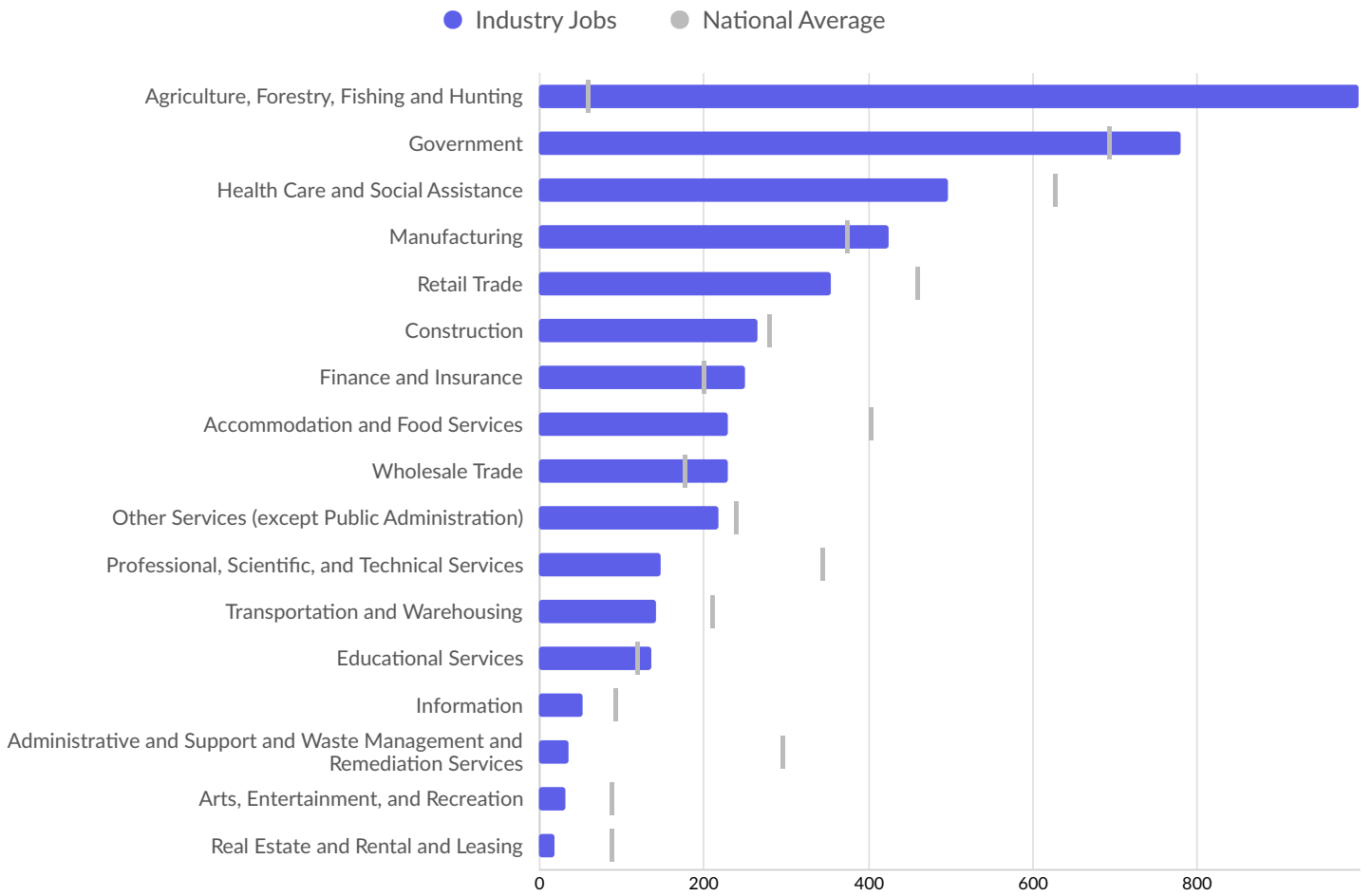


Top Previous Counties	Migrations
Dodge County, NE	44
Douglas County, NE	23
Lancaster County, NE	20
Madison County, NE	16
Dawson County, NE	15
Stanton County, NE	14

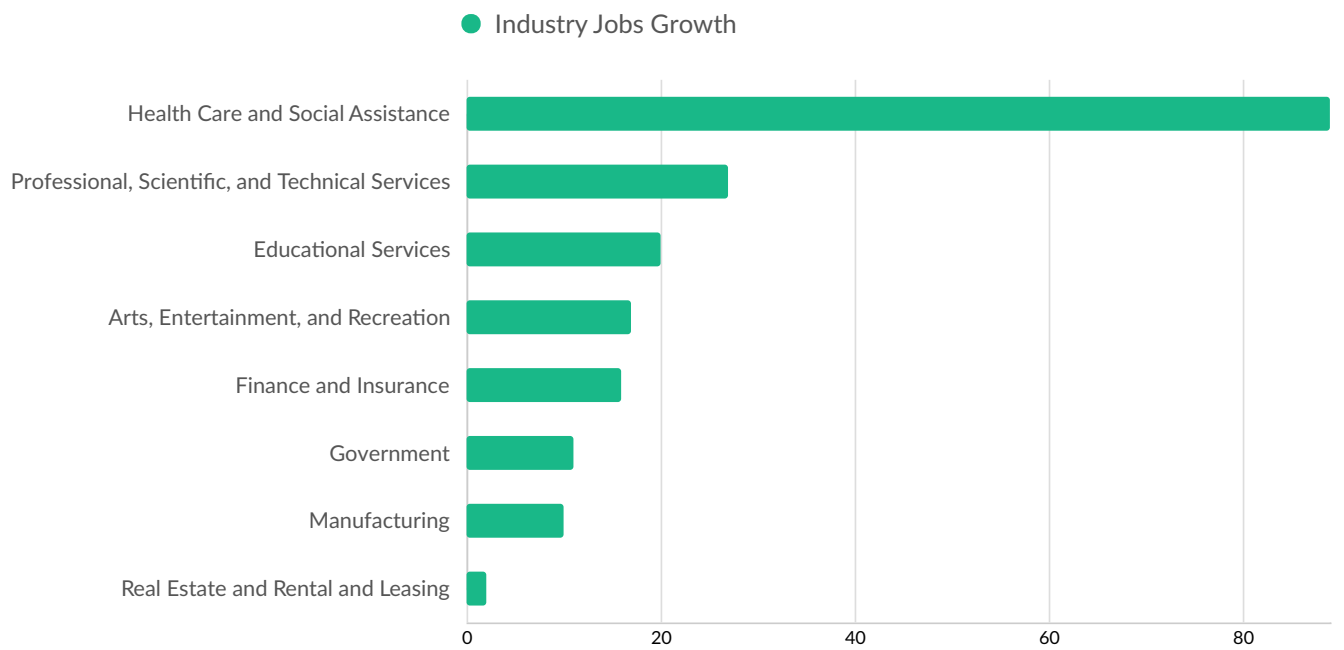
Top Previous Counties	Migrations
Garden County, NE	9
Buffalo County, NE	8
Chase County, NE	5
Sarpy County, NE	5
Washington County, NE	4
Antelope County, NE	4
Richland County, SC	3
Hall County, NE	3
Story County, IA	3
Top Following Counties	Migrations
Douglas County, NE	34
Seward County, NE	25
Lancaster County, NE	22
Dodge County, NE	20
Union County, SD	16
Madison County, NE	13
Sarpy County, NE	10
Platte County, NE	9
Dickinson County, KS	8
Colfax County, NE	5
Ramsey County, MN	4
Antelope County, NE	4
Burt County, NE	4
Clay County, NE	4
Craighead County, AR	3

Industry Characteristics

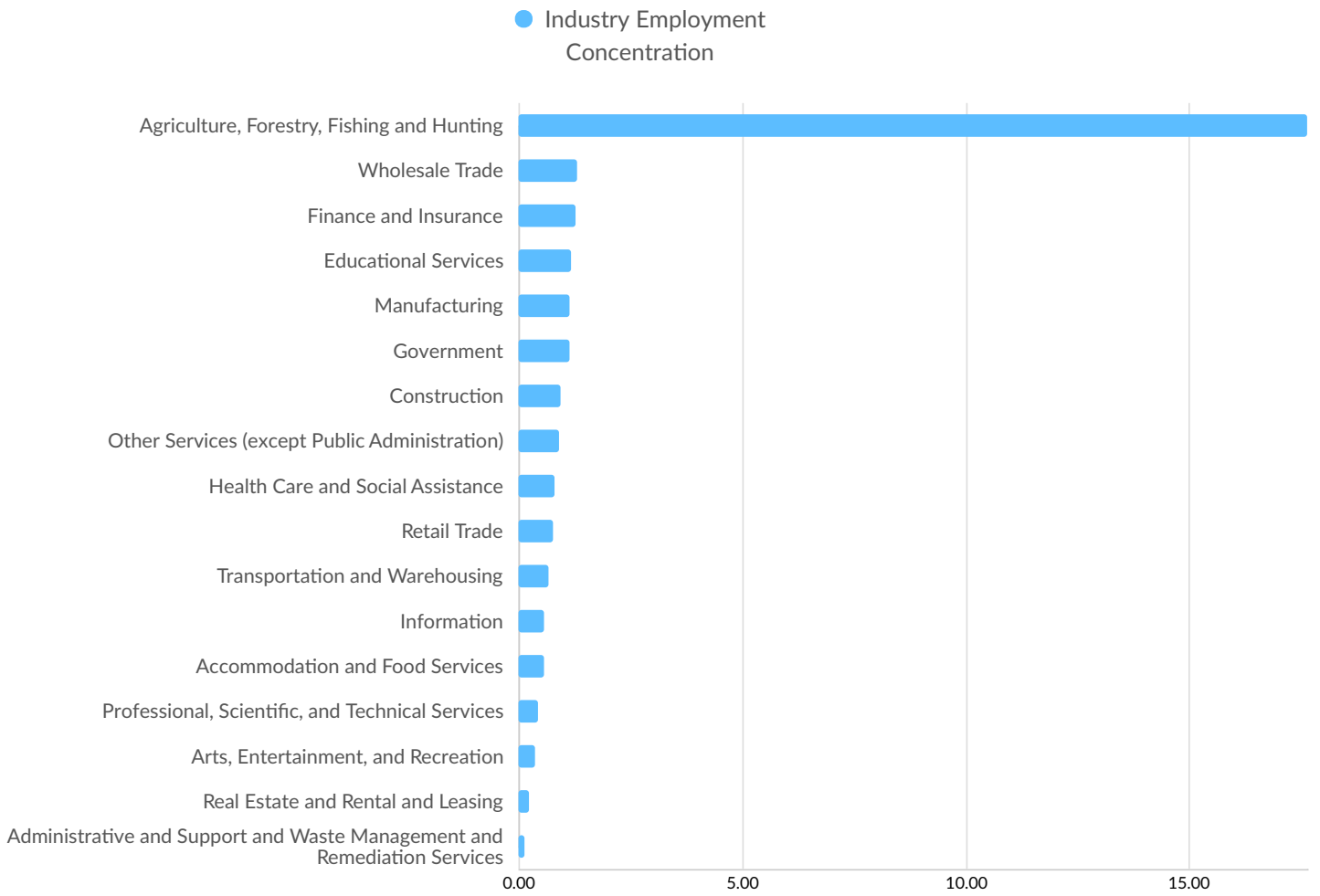
Largest Industries



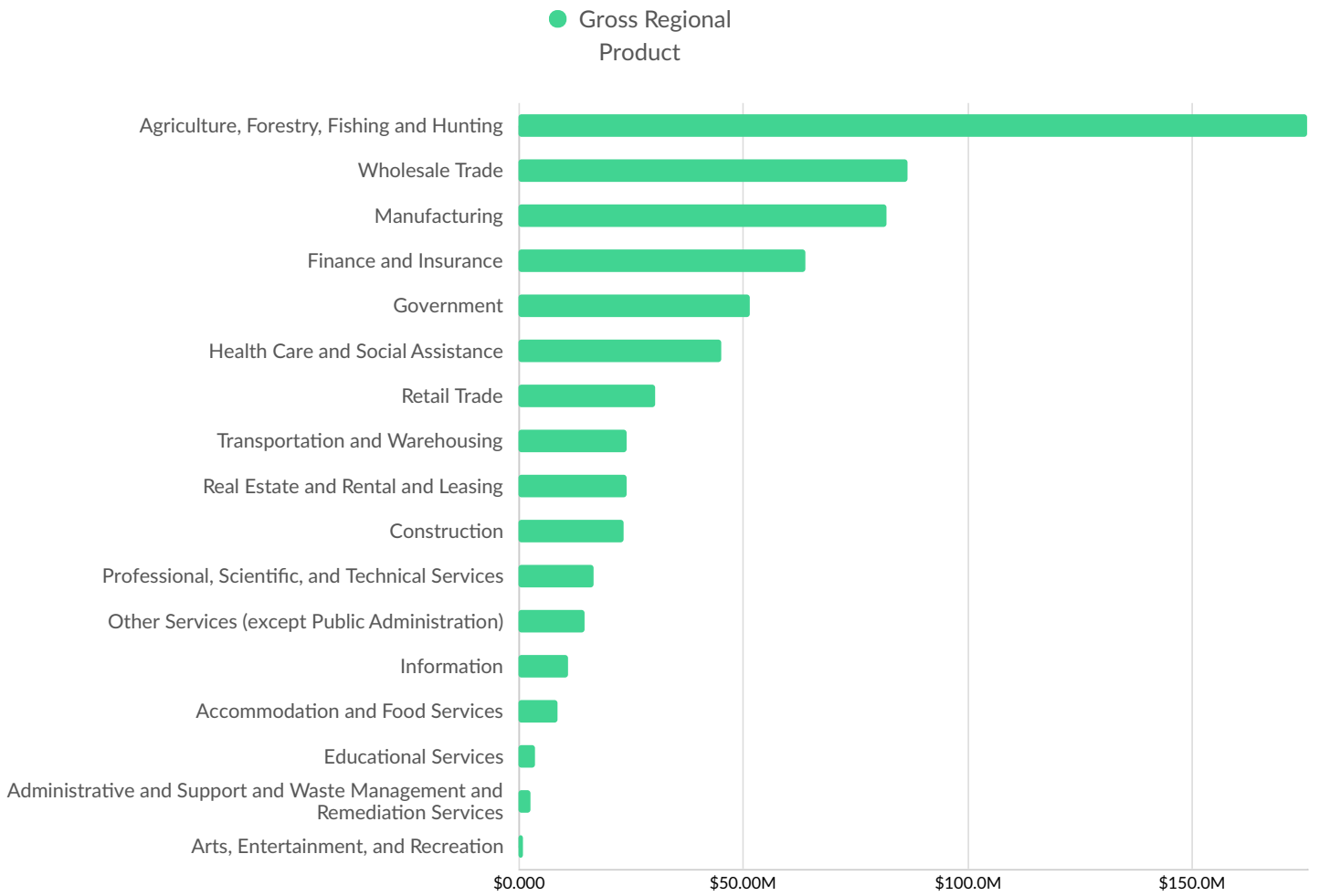
Top Growing Industries



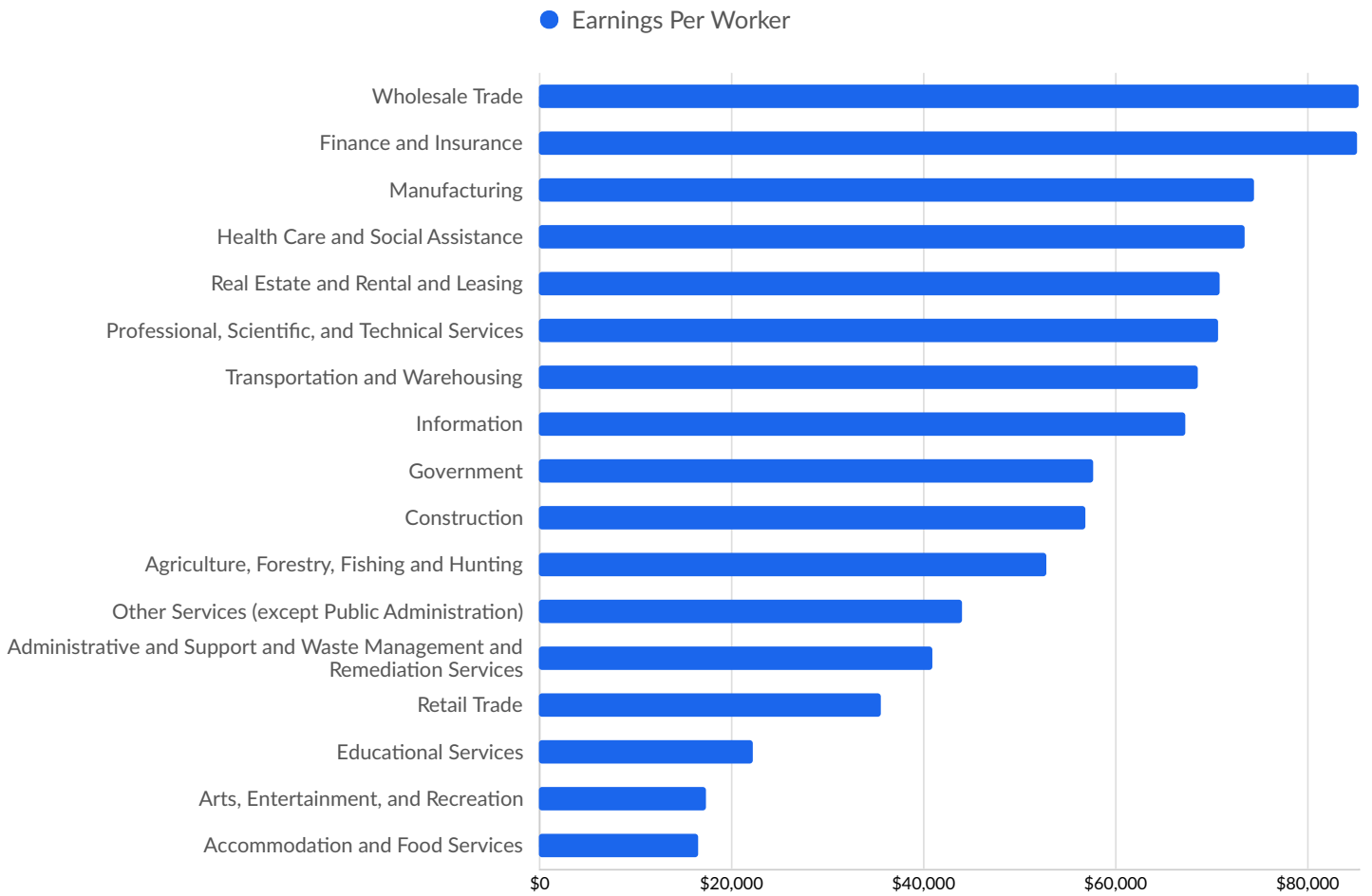
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



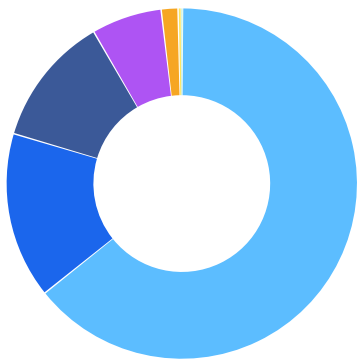
Business Characteristics

644 Companies Employ Your Workers

Online profiles for your workers mention 644 companies as employers, with the top 10 appearing below. In the last 12 months, 74 companies in Cuming County, NE posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Franciscan Healthcare	30 	Michael Foods	24 
West Point Public Schools	21 	State of Nebraska	17 
St. Francis Memorial Hospital	19 	Nebraska Department Of Educa...	14 
Cable One Incorporated	14 	Pizza Hut	13 
Central Valley Ag Coop	12 	Sapp Bros Travel Centers	13 
Wisner-Pilger Public Schools	12 	Dollar General	12 
University of Nebraska	11 	North American Truck And Trailer	12 
F&M Bank	10 	Sapp Bros	12 
Gitgo	10 	CareInHomes	10 
Wisner Pilger High School	9 	Jackson Therapy Partners	10 

Business Size

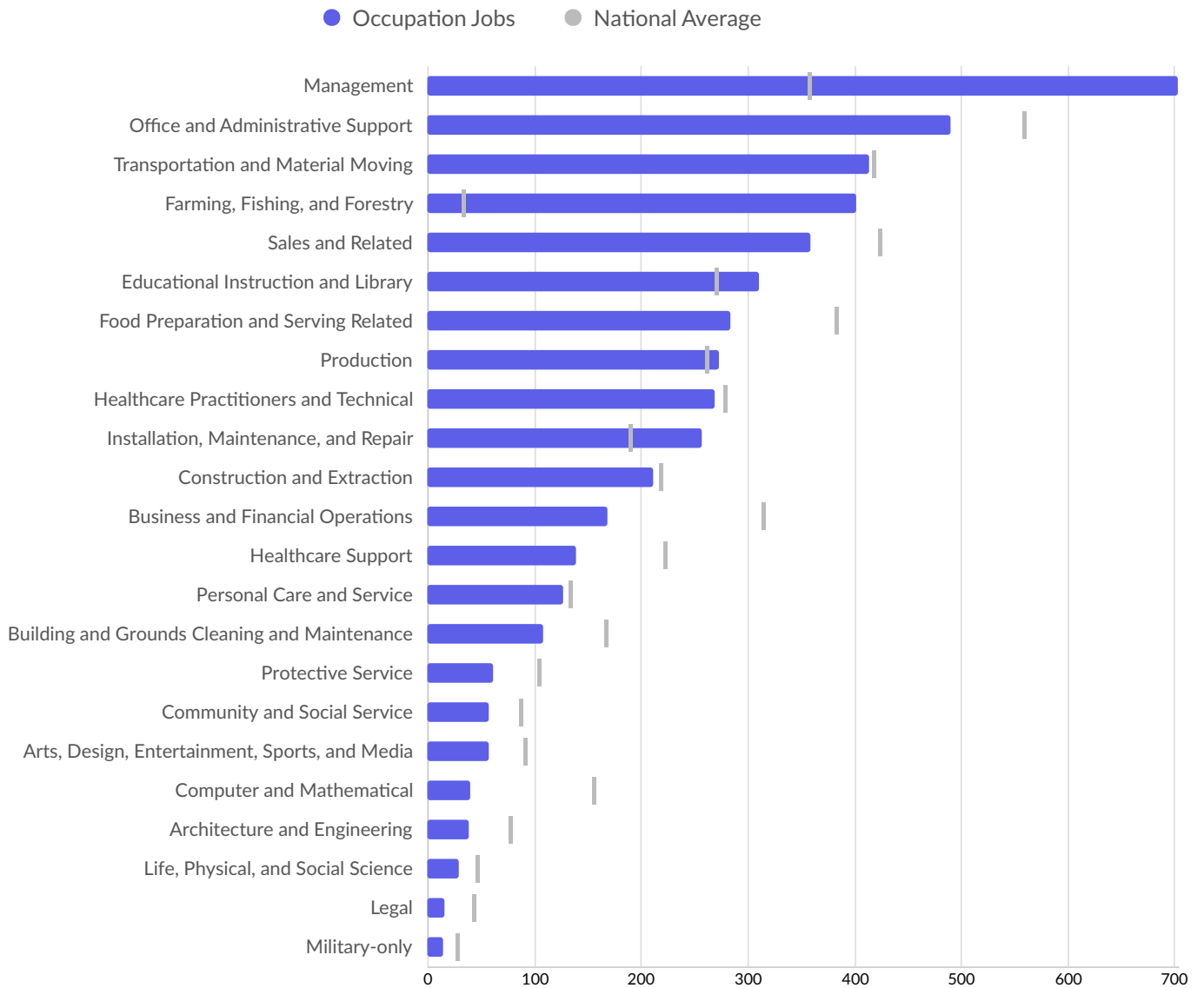


	Percentage	Business Count
● 1 to 4 employees	64.2%	624
● 5 to 9 employees	15.3%	149
● 10 to 19 employees	12.0%	117
● 20 to 49 employees	6.5%	63
● 50 to 99 employees	1.5%	15
● 100 to 249 employees	0.3%	3
● 250 to 499 employees	0.1%	1

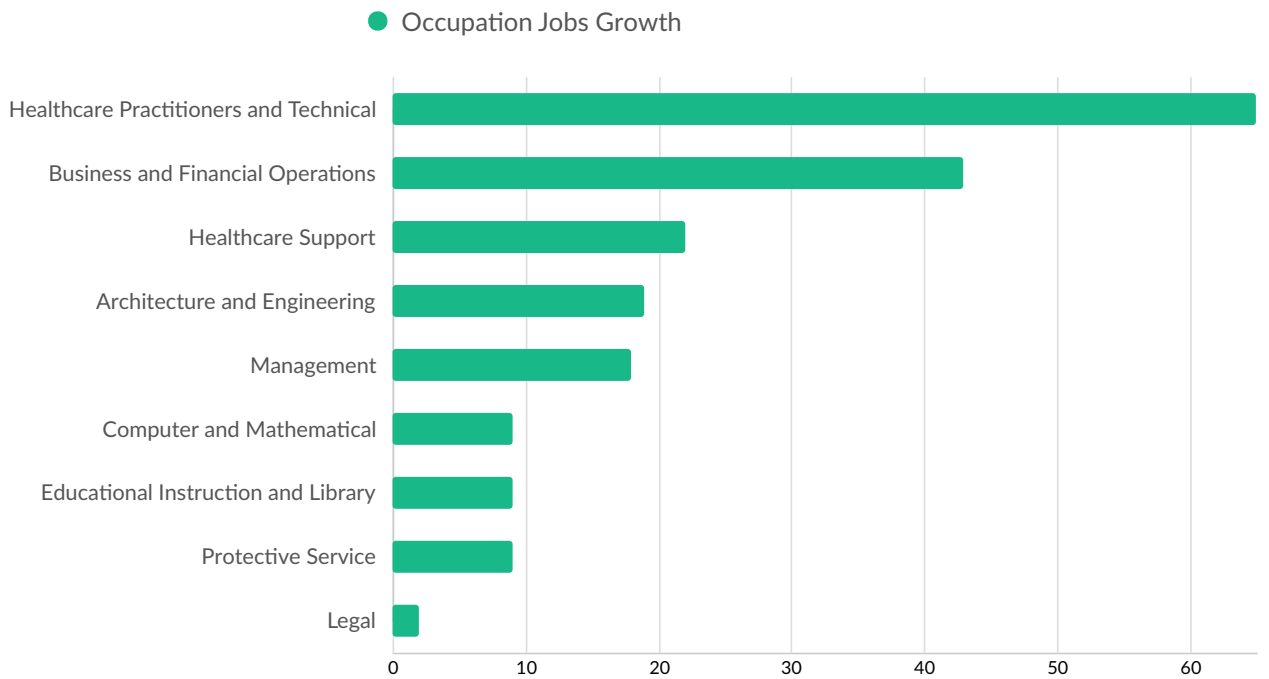
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

Largest Occupations

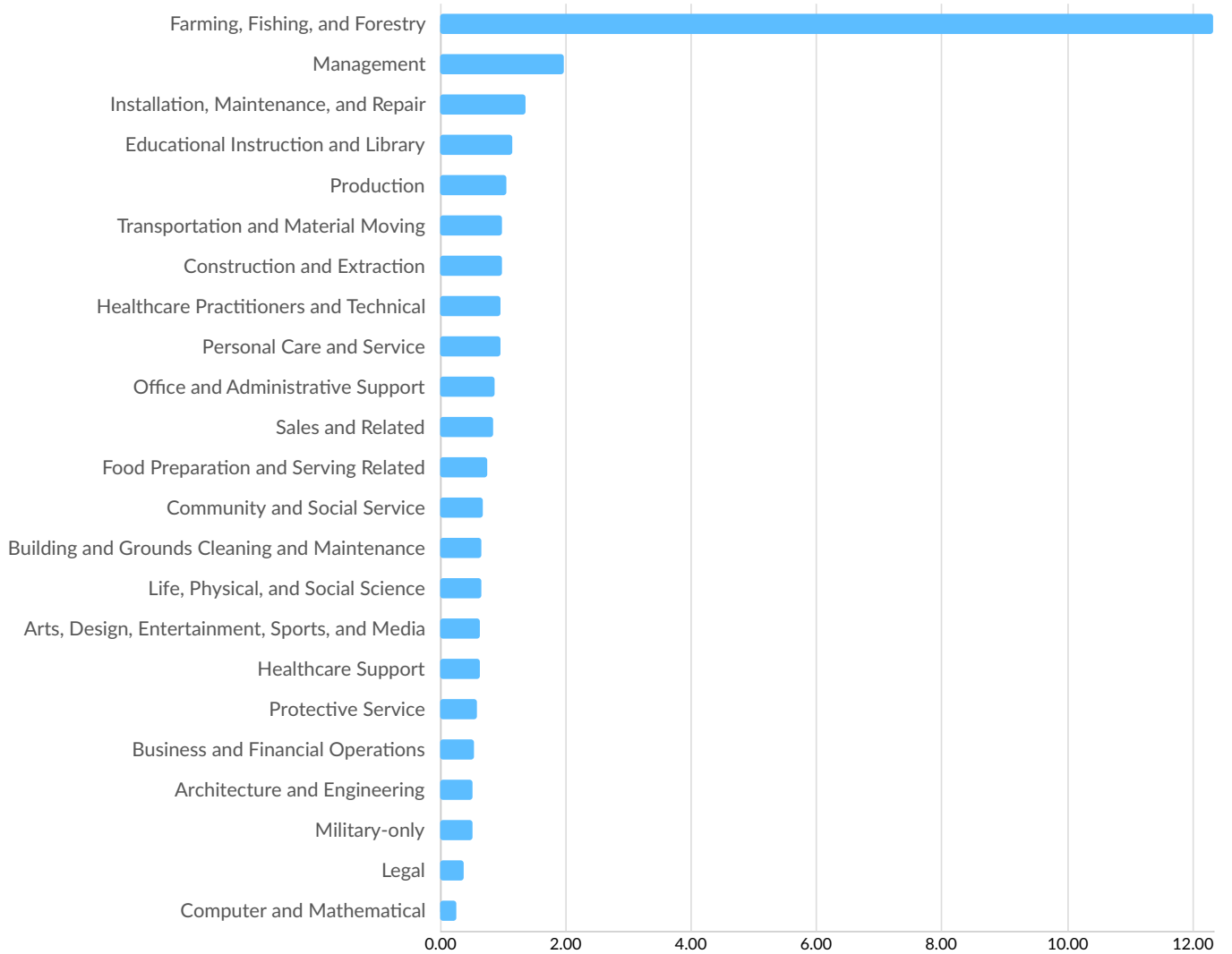


Top Growing Occupations

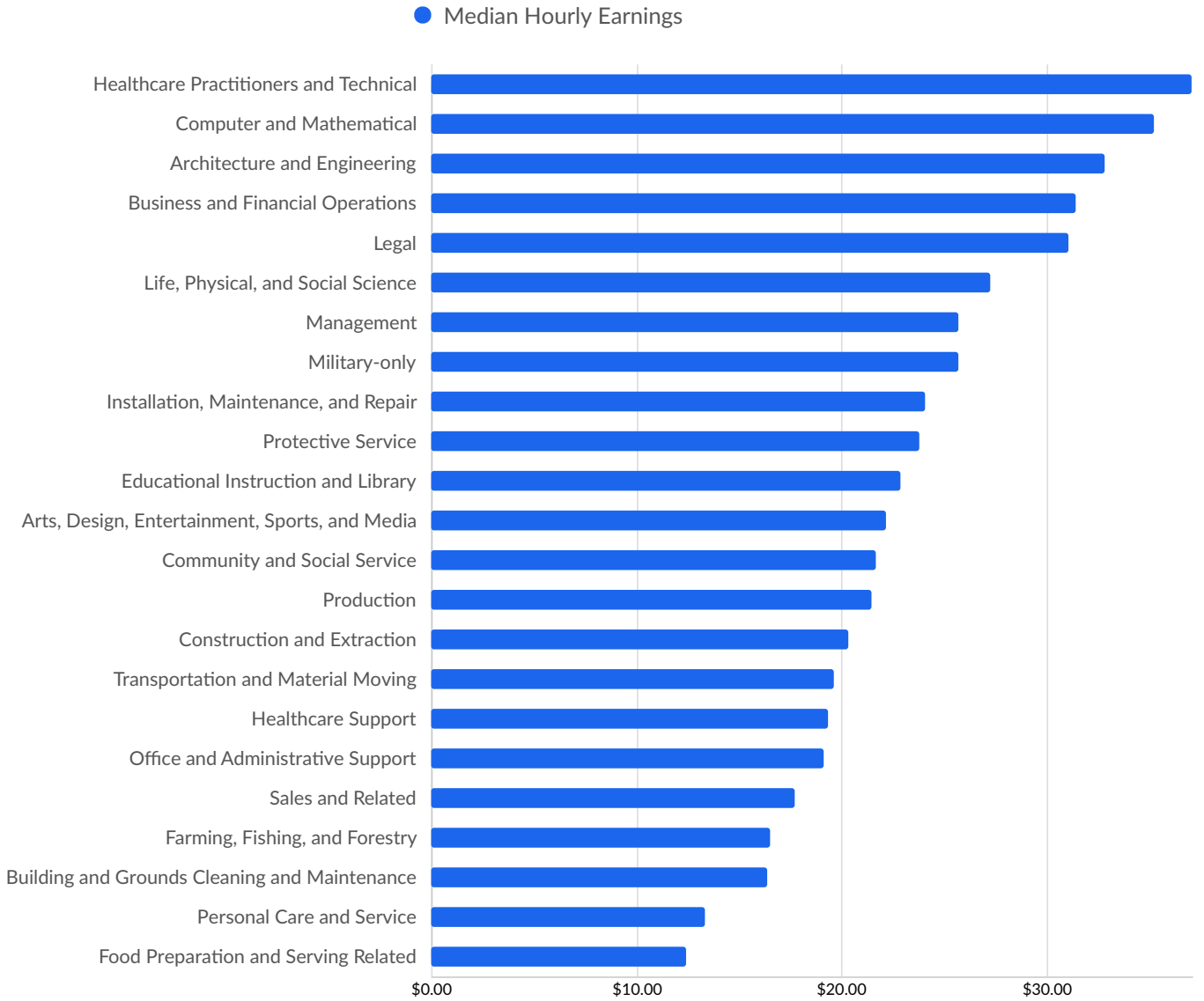


Top Occupation Employment Concentration

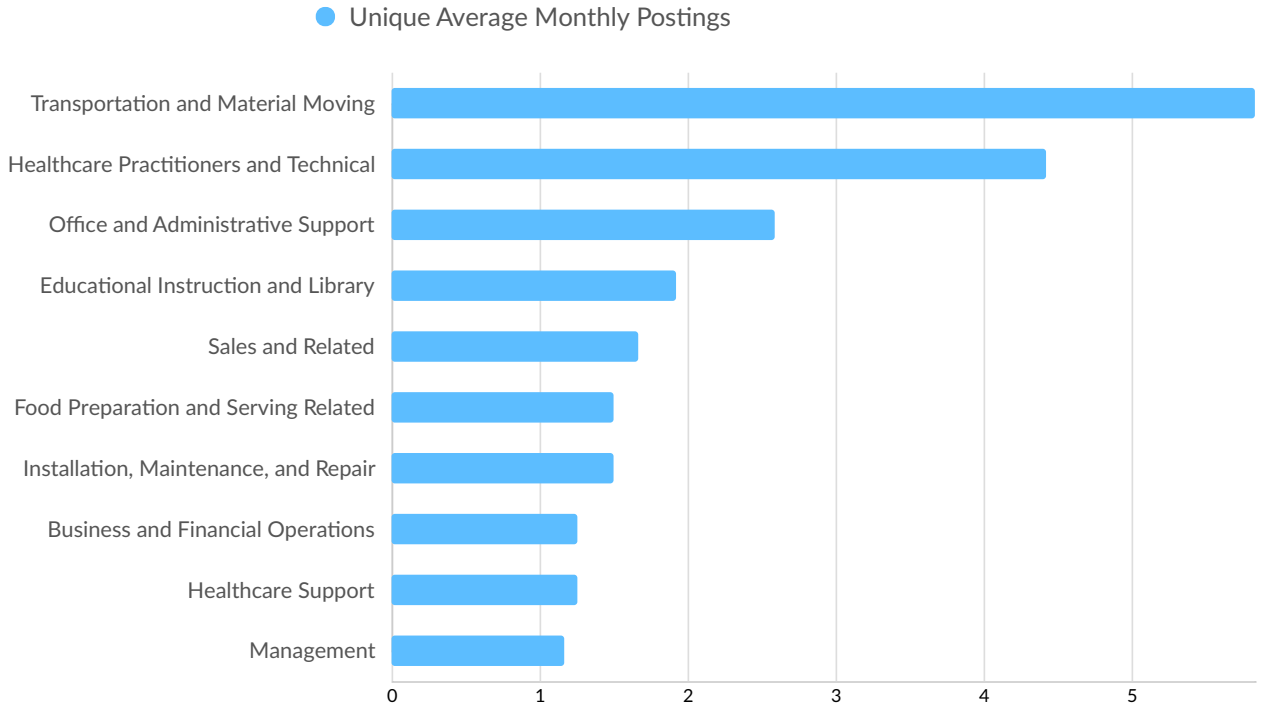
● Occupation Employment Concentration



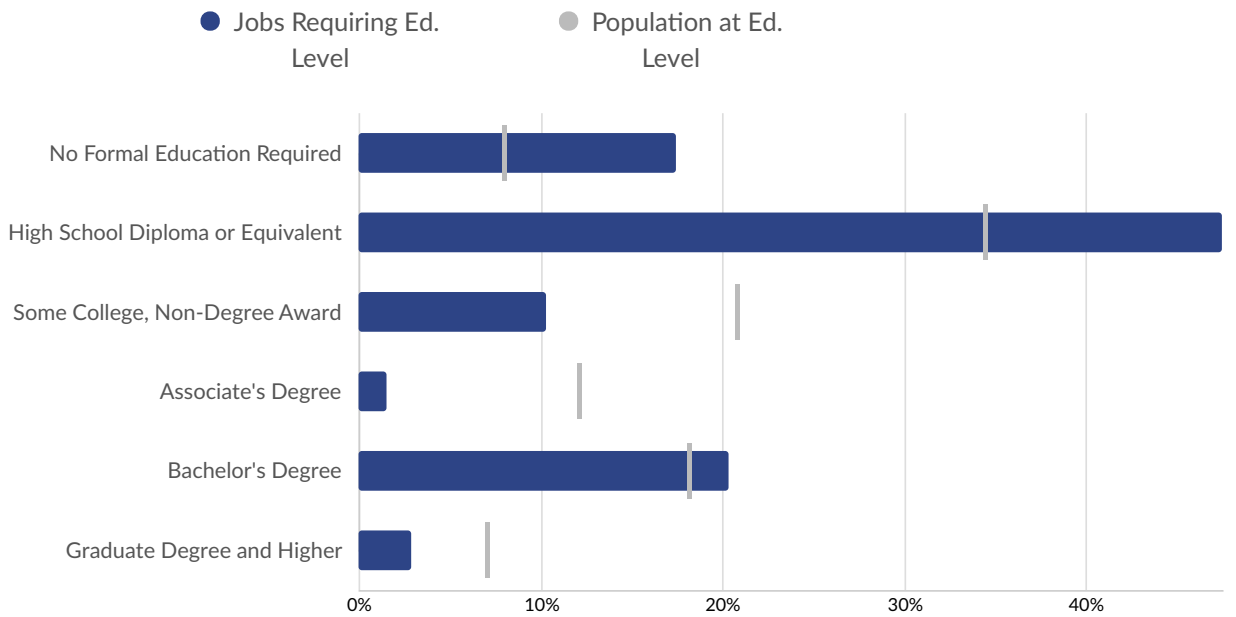
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

Over the last 4 years, no schools in Cuming County, NE produced graduates.

In-Demand Skills

