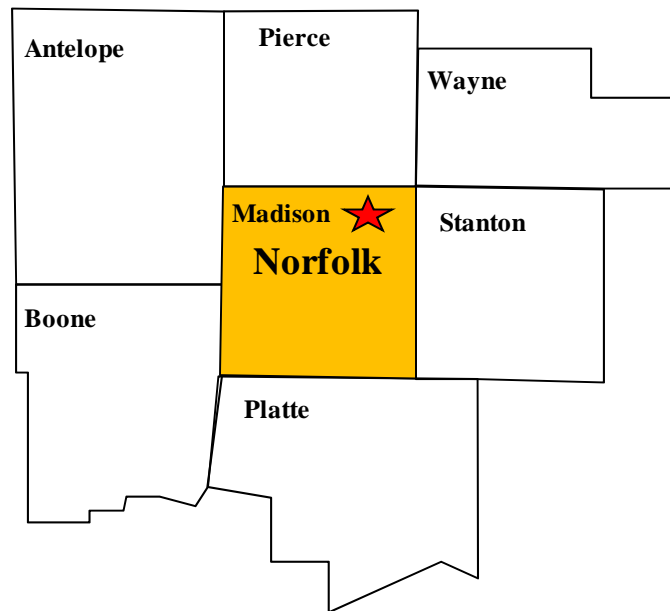


# Labor Supply Factors and Labor Availability for the Norfolk (Madison County) Labor Area

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# **Labor Supply Factors and Labor Availability for the Norfolk (Madison County) Labor Area**

## **Executive Summary**

The information provided in this report indicates that a prospective new employer providing job opportunities with competitive wages and benefits and offering career opportunities would be a welcome addition to the employment base in Norfolk and Madison County. The response to such employment opportunities would be substantial, and as this report shows, there is a sizeable labor force and population base living within the Norfolk Labor Area. Some of the pertinent findings of the report include:

- Population in the Norfolk Labor Area (Madison County plus the six contiguous counties) totaled 101,032 people in 2008, with the Madison County population totaling 34,020. Population in Madison County declined by 3.4 percent during the 2000–2008 period, compared to a population decrease of 3.8 percent for the seven-county Norfolk Labor Area as a whole.
- The labor force for the Norfolk Labor Area totaled 58,050 in 2008, with 56,271 local residents employed in jobs either within or outside the area. A total of 52,606 persons were employed in nonfarm wage and salary jobs located within the area. These data suggest that a substantial number of residents of the Norfolk Labor Area were commuting out of the area for employment.
- The number of people who lived in Madison County that were employed totaled 18,603 in 2008; yet, there were 21,552 persons employed in nonfarm wage and salary jobs within the county. This indicates residents of surrounding counties are commuting into Madison County.
- Average annual wages for all nonfarm wage and salary employees in the Norfolk Labor Area were \$5,003 less than the Nebraska average. Within the labor area, Stanton County had the highest average wage, \$55,025 or \$19,235 higher than the Nebraska average. In Madison County, average annual salaries were \$4,748 less than the state average.

The basic conclusion of this report, which follows from the data and analysis presented, is that the Norfolk Labor Area and Madison County would be able to provide a significant number of dedicated and skilled workers to meet the needs of additional employers in the area. While this report has not estimated a precise number of people that may be available for a prospective new employer in the Norfolk area, it is anticipated that if attractive working conditions with competitive wages and employee benefits were offered, a prospective new employer would be able to select their workforce from a substantial pool of applicants.

## Labor Supply Factors and Labor Availability for the Norfolk (Madison County) Labor Area

This report presents selected labor-related and demographic data that provide insights into the labor supply situation in Norfolk (Madison County) and the surrounding area.

In reviewing the data presented in this report, it will be evident that the Norfolk Labor Area has a sizeable pool of labor to provide for the labor requirements of additional employers in the area, both in the near term and over the long run. Data presented in this report includes tables on labor force, employment, and population for Madison County and for the surrounding counties that make up the potential laborshed area for Norfolk. Figure One includes a map outlining the geographic area which has been defined as the Norfolk Labor Area.

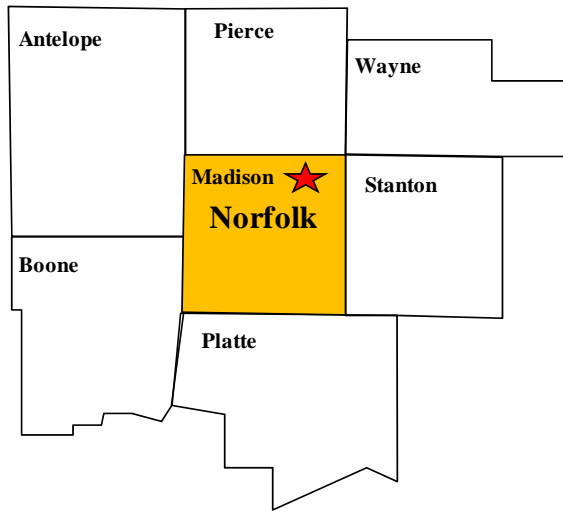
An important resource for new or expanding businesses is a readily available supply of workers. Whether an employer requires 10, 100 or 1,000 workers, they need to have confidence there will be a sufficient number of workers available to meet their labor requirements. This report is provided as a key analytical tool to identify and quantify the number and selected characteristics of workers available in the Norfolk Labor Area.

Available labor supply is defined as the number of persons who would potentially apply for employment when a job becomes available. Potential workers are categorized into two groups; those currently employed who would consider other employment opportunities and those who do not currently have a job.

One factor contributing to the available supply of workers is the willingness of workers already employed to change jobs. Factors influencing this decision are related to wages, fringe benefits, hours, and working conditions. Generally, workers are more inclined to change jobs when the wages and benefits for the potential new job are better and/or when they are optimistic about the economy.

Factors contributing to the available supply of people without jobs include the unemployment rate, labor force participation, and migration. To be classified as unemployed, an individual must have been actively looking for work in the last four weeks, unless they were expecting recall from a layoff or waiting to start a job within 30 days.

**Figure One**  
**Norfolk Labor Area**



There are also potential workers that are classified as not presently in the labor force. These individuals may not be participating in the labor force as employed or unemployed workers for various reasons. They may be unable to work because of school or family responsibilities or they may have an illness that has prevented them from becoming part of the labor force. There may also be workers who have not been able to find employment in the past and have become discouraged or who are no longer actively seeking employment because they perceive there are no attractive job opportunities available in the area. Retired persons are also classified as not in the labor force, although this population group often can provide substantial labor resources for selected business operations. Within the group of persons not currently in the labor force, and therefore not actively seeking employment, are many individuals who would accept a job with attractive working conditions, competitive wages, and employee benefits if one became available.

Population migration is another factor that affects the available labor supply of potential workers who are not presently employed (and may not be seeking work within the local labor market). Persons without jobs and who perceive that there are no job opportunities available locally are the most likely to leave (migrate out) the area for employment opportunities elsewhere.

### Labor Force and Employment

Table One provides data showing labor force and employment trends for the Norfolk Labor Area and for Madison County for selected years from 2003 to 2008. Data in Table One (Part A and Part B) provide two alternate measures of employment for two distinct areas. Data presented in Table One Part A include labor force, unemployment, employment, and nonfarm wage and salary employment data for the entire Norfolk Labor Area (see Figure One). As these data indicate, the total labor force for the laborshed area as a whole declined by 0.8 percent between 2003 and 2008, while total employment grew by 0.1 percent during the same period.

**Table One**  
**Labor Force and Employment, Norfolk Labor Area<sup>(a)</sup>, 2003–2008**

**Part A**  
**Labor Force and Employment**  
**Norfolk Labor Area<sup>(a)</sup>, 2003–2008**

(Place of Residence)	2003	2004	2005	2006	2007	2008	% Chg. 2003–2008
<b>Labor Force<sup>(b)</sup></b>	58,520	58,614	58,137	57,211	57,366	58,050	-0.8
Unemployment (#)	2,324	2,236	2,165	1,757	1,623	1,781	-23.4
Unemployment Rate (%)	4.0	3.8	3.7	3.1	2.8	3.1	(N/A)
Employment	56,195	56,377	55,972	55,453	55,744	56,271	0.1
<b>(Place of Work)</b>							
<b>Nonfarm Employment<sup>(c)</sup></b>	50,455	50,611	51,096	51,039	52,016	52,606	4.3

Table One continued on following page; notes and sources on following page.

**Table One -- Continued**  
**Part B**  
**Labor Force and Employment by Industry**  
**Madison County, NE**

(Place of Residence)	2003	2004	2005	2006	2007	2008	% Chg. 2003–2008
<b>Labor Force</b> <sup>(b)</sup>	20,559	20,700	20,373	19,390	18,985	19,253	-6.4
Unemployment (#)	834	820	836	716	619	650	-22.1
Unemployment Rate (%)	4.1	4.0	4.1	3.7	3.3	3.4	(N/A)
Employment	19,725	19,880	19,537	18,674	18,366	18,603	-5.7
<b>(Place of Work)</b>							
<b>Nonfarm Employment</b> <sup>(c)</sup>	22,691	22,829	22,739	21,654	21,231	21,552	-5.0
Goods Producing	5,978	5,768	5,621	4,664	4,281	4,251	-28.9
Manufacturing	5,071	4,823	4,688	3,734	3,207	3,163	-37.6
Mining & Construction	908	945	933	930	1,074	1,088	19.8
Service Providing	16,713	17,061	17,117	16,991	16,950	17,301	3.5
Total Trade	4,569	4,695	4,577	4,555	4,658	4,773	4.5
Wholesale Trade	1,525	1,564	1,571	1,619	1,616	1,645	7.9
Retail Trade	3,044	3,132	3,006	2,937	3,042	3,129	2.8
Trans., Warehousing & Utilities	728	681	692	665	600	602	-17.3
Information	268	257	279	280	285	285	6.3
Financial Activities	728	747	860	902	922	956	31.3
Professional & Business Services	1,323	1,458	1,467	1,420	1,361	1,500	13.4
Education & Health Services	2,842	2,885	2,974	3,060	3,029	3,064	7.8
Leisure and Hospitality	1,757	1,863	1,830	1,744	1,607	1,637	-6.8
Other Services, except Public	682	678	634	628	698	672	-1.5
Total Government	3,817	3,798	3,804	3,738	3,789	3,812	-0.1
Federal Government	229	223	220	216	216	212	-7.4
State Government	834	852	865	799	780	767	-8.0
Local Government	2,754	2,723	2,719	2,723	2,793	2,834	2.9

<sup>(a)</sup> The Norfolk Labor Area includes Madison and the contiguous Nebraska counties (Antelope, Boone, Pierce, Platte, Stanton, and Wayne)

<sup>(b)</sup> The labor force data are measured based on the county of residence, irrespective of the county of employment.

<sup>(c)</sup> The Nonfarm Employment data are for wage and salary employment and are based on the place (county) where the individual is employed, irrespective of the county of residence.

\* Estimated values provided by Ken Lemke, Nebraska Public Power District.

Source: Nebraska Department of Labor, Labor Market Information, [ftp.dol.state.ne.us/lmi/laborforce\\_workforce](http://ftp.dol.state.ne.us/lmi/laborforce_workforce).

The second employment measure presented for the Norfolk Labor Area, nonfarm wage and salary employment, grew from 50,455 in 2003 to 52,606 in 2008, an increase of 4.3 percent. In the case of the labor force data (labor force, unemployment, and employment), the respective measures are based on the county of residence. The

nonfarm wage and salary employment data are measured based on the county of employment, irrespective of the place of residence of the workers.

The labor force and employment measures presented for Madison County (Part B of Table One) indicate that the total labor force in the county declined by 6.4 percent between 2003 and 2008, with total employment (of people residing in Madison County, irrespective of their county of employment) declining by 5.7 percent during this period. It is also of interest to note that unemployment decreased by 22.1 percent, from 834 in 2003 to 650 in 2008, recording an unemployment rate of 3.4 percent in 2008.

As previously noted, the second employment measure presented for Madison County, nonfarm wage and salary employment, is based on the county where the person is employed irrespective of their county of residence. Nonfarm wage and salary employment in Madison County declined by 5.0 percent between 2003 and 2008. Data presented in Part B of Table One show that the fastest growing employment sector in Madison County during the 2003–2008 review period was the Financial Activities sector, recording a 31.3 percent increase between 2003 and 2008. Other economic sectors experiencing significant growth in employment between 2003 and 2008 include the Mining & Construction sector (19.8 percent), Professional & Business Services (13.4 percent), and the Education & Health Services sector (7.8 percent). In the case of the Total Government sector, employment in the Federal employment sector declined by 7.4 percent, while State government sector employment declined by 8.0 percent and local government employment grew by 2.9 percent.

Further review of the employment data reported for the Norfolk Labor Area (Table One, Part A) and for Madison County (Table One Part B) indicates that for both areas there were differences between the nonfarm wage and salary employment reported in the areas and the total employment of persons living in the respective areas. In the case of the entire Norfolk Labor Area, nonfarm wage and salary employment was reported to be 52,606 in 2008, which was less (3,665) than the reported total employment of persons living within the seven-county Norfolk Labor Area. Recalling that nonfarm wage and salary employment is based on the county of employment while the total employment data is based on the county of residence helps explain how this can occur. It is obvious that a number of persons living within the seven-county Norfolk Labor Area work outside of the area and commute to other areas for employment.

In the case of Madison County, a different situation is evident. Total employment of persons living in Madison County (irrespective of their county of employment) was 18,603 in 2008, which was 2,949 less than the 21,552 nonfarm wage and salary jobs within the county for the same year. These data suggest that a number of workers are commuting into Madison County for employment on a regular basis. The total number of reported employed people living in Madison County includes those who are self employed as well as those employed in agriculture. This means the difference between total employment and nonfarm wage and salary jobs (2,949) likely understates the number of workers commuting into Madison County.

Included in Table Two are additional employment data for 2008, showing the deviations between total employment and nonfarm wage and salary employment for the Norfolk Labor Area as a whole and for each county within the area. For the Norfolk Labor Area as a whole, the total employment of area residents (56,271), irrespective of their place of employment, is 3,665 greater than the nonfarm wage and salary employment working within the area. It appears this difference could be accounted for by agricultural employment, which includes farm proprietors. Agricultural employment shown in the table shows that 5,800 people were employed in agriculture in 2007 the last year that agricultural employment data were available. It is important to note, however, that for Nebraska as a whole, approximately 32 percent of farm operators also have a full-time job off the farm and 49 percent work off the farm, either in full or part-time employment. Therefore, it is possible that a number of people are commuting out of the area for employment.

**Table Two**  
**Labor Force, Employment, and Nonfarm Wage and Salary Employment,**  
**Norfolk Labor Area, 2008**

County	Labor Force (2008) <sup>(a)</sup>	Total Employment (2008) <sup>(a)</sup>	Nonfarm Wage & Salary Employment (2008) <sup>(b)</sup>	Total Employment Minus NF W&S Employment	Agricultural Employment (2007) <sup>(c)</sup>
<b>Madison</b>	<b>19,253</b>	<b>18,603</b>	<b>21,552</b>	<b>-2,949</b>	<b>836</b>
Antelope	3,636	3,524	1,862	1,662	866
Boone	3,180	3,091	1,868	1,223	859
Pierce	4,057	3,935	2,100	1,835	806
Platte	18,881	18,326	19,469	-1,143	1,146
Stanton	3,602	3,501	1,342	2,159	627
Wayne	5,441	5,291	4,413	878	660
<b>Labor Area</b>	<b>58,050</b>	<b>56,271</b>	<b>52,606</b>	<b>3,665</b>	<b>5,800</b>

<sup>(a)</sup> Labor force and employment data are measured based on the county of residence.

<sup>(b)</sup> Nonfarm Employment data are for wage and salary employment and are based on the place (county) where the individual is employed, irrespective of the the county of residence.

<sup>(c)</sup> Agricultural employment data are for 2007.

Sources: Labor Data - Nebraska Department of Labor, Labor Market Information,

[ftp.dol.state.ne.us/lmi/laborforce\\_workforce](http://ftp.dol.state.ne.us/lmi/laborforce_workforce). Farm Employment Data - U.S. Bureau of Economic Analysis, Regional Accounts Data website: <http://www.bea.gov/bea/regional/reis/>.

Further review of the data presented in Table Two provides an indication of the commuting patterns for the counties within the Norfolk Labor Area. It appears that persons from other counties are commuting into both Madison and Platte Counties for employment. For the other counties within the area, however, a significant percentage of the employed people are commuting out of the counties for employment. In the case of Stanton County, for example, the number of employed persons living in the county is 2,159 greater than total nonfarm wage and salary employment within the county. In the case of Stanton, a significant number of the people commuting out of the county for employment are most likely commuting to/from Madison County (Norfolk) to work. Other counties where there are indications of significant commuting out of the county for

employment include Antelope, Boone, and Pierce. Data presented in Table Two suggest that the creation of additional jobs within the Norfolk Labor Area and Madison County would provide opportunities for area residents to work closer to their places of residences instead of having to commute to other areas for employment.

The number of nonfarm wage and salary workers in the Norfolk Labor Area is shown by major industry sector and by county in Table Three. The reader is reminded that nonfarm wage and salary workers are counted in the county where they are employed. Individuals with more than one job are counted at each establishment (and in each county) where they work. Table Three provides information about the number of workers in the labor area, by county and major industry category.

**Table Three**  
**Nonfarm Wage and Salary Employment, by Industry Sector**  
**Norfolk Labor Area, by County, 2008**

County	Manuf.	Constr. Mining	Trade	Financ, Activ.	Prof. &	Educ. &	All Other Services	Govt.	Tot NF
			Trans. Util.		Bus. Svc.	Health Svc.			W. & S. Emp.
<b>Madison</b>	<b>3,163</b>	<b>1,088</b>	<b>4,773</b>	<b>956</b>	<b>1,500</b>	<b>3,064</b>	<b>3,196</b>	<b>3,812</b>	<b>21,552</b>
Antelope	87*	95	483	97	8*	280	255	556	1,861
Boone	91	38	497	89	5*	236	310	602	1,868
Pierce	105	199	370	86	103	289	394	554	2,100
Platte	6,117	1,728	2,668	687	1,368	1,703	2,627	2,570	19,468
Stanton	438*	76	58*	44	18*	30*	379	299	1,342
Wayne	991*	91	577	330	21*	418	859	1,126	4,413
<b>Labor Area</b>	<b>10,992</b>	<b>3,315</b>	<b>9,426</b>	<b>2,289</b>	<b>3,023</b>	<b>6,020</b>	<b>8,020</b>	<b>9,519</b>	<b>52,604</b>
<b>Nebraska</b>	100,485	51,270	150,230	70,305	107,906	135,034	193,508	163,874	972,612
Percent of Total Nonfarm Wage & Salary Employment									
	Manuf.	Constr. Mining	Trade Trans. Util.	Financ, Activ.	Prof. & Bus. Svc.	Educ. & Health Svc.	All Other Services	Govt.	Tot NF W. & S. Emp.
Labor Area	20.9	6.3	17.9	4.4	5.7	11.4	15.2	18.1	100.0
Nebraska	10.3	5.3	15.4	7.2	11.1	13.9	19.9	16.8	100.0

\* Estimated values provided by Ken Lemke, Nebraska Public Power District.

Source: Nebraska Department of Labor, Labor Market Information, [ftp.dol.state.ne.us/lmi/laborforce\\_workforce](http://ftp.dol.state.ne.us/lmi/laborforce_workforce).

In addition to displaying the number of workers by major industry sector, Table Three also compares the percentage distribution of workers by industry in the Norfolk Labor Area with the distribution for the State of Nebraska. As these data show, the industry distribution of employment for the Norfolk Labor Area is significantly different than that for Nebraska as a whole.

The most significant deviations between Nebraska and the Norfolk Labor Area occur in the manufacturing sector employment, with 20.9 percent of nonfarm wage and salary workers in the Norfolk area employed in that sector, compared to 10.3 percent for Nebraska. Conversely, only 5.7 percent of nonfarm wage and salary workers in the Norfolk Labor Area are employed in the Professional and Business Services sector, compared to 11.1 percent for Nebraska as a whole.

Part A of Table Four provides data showing labor cost comparisons, by county, for all private wage and salary workers for the Norfolk Labor Area. It is important to remember that the wage and salary employment is reported by county of employment, and does not provide an indication of the average weekly and annual wage for residents of the respective counties. Obviously, labor cost is an important consideration in any analysis of the labor availability in an area. Pay data for workers covered by unemployment insurance laws in Nebraska are the source of the labor cost information. Average annual pay is calculated by dividing the total payroll for wage and salary workers by the average annual number of employees.

A review of the data in Part A of Table Four indicates that average annual salaries in Madison County (\$31,042 for all wage and salary employees for all private industries) are slightly higher than for the Norfolk Labor Area as a whole and four of the six other counties that make up the area. Also, Madison County average annual salaries are \$4,748 (13.3 percent) less than the state average. Average annual salaries for the Norfolk Labor Area (\$30,787) were \$5,003 (14.0 percent) less than the Nebraska average. These data suggest, of course, there would be a positive labor supply response in Madison County to the creation of additional employment opportunities with competitive wages and benefits.

**Table Four**  
**Average Pay, Norfolk Labor Area & Nebraska, 2008**

**Part A**  
**Average Annual Pay and Average Weekly Pay**  
**All Covered<sup>(a)</sup> Wage and Salary Workers, All Industries**

County	Average Employment	Average Weekly Pay	Average Annual Pay
<b>Madison</b>	<b>17,194</b>	<b>\$597</b>	<b>\$31,042</b>
Antelope	1,429	\$466	\$24,254
Boone	1,566	\$492	\$25,580
Pierce	1,503	\$479	\$24,933
Platte	16,577	\$614	\$31,923
Stanton	1,029	\$1,058	\$55,025
Wayne	3,014	\$453	\$23,544
<b>Labor Area</b>	<b>42,312</b>	<b>\$590</b>	<b>\$30,787</b>
Nebraska	766,883	\$688	\$35,790

Table Four continued on following page; notes and sources on following page.

**Table Four -- Continued  
Part B**

**Average Annual Pay All Covered<sup>(a)</sup> Wage and Salary Workers  
By Selected Industry Groups**

County				Trade				
	All Goods Producing	Manuf.	Construction	All Service Providing	Trans & Util	Financial Services	Bus & Prof Services	Leisure & Hospitality
<b>Madison</b>	<b>\$40,515</b>	<b>\$42,767</b>	<b>\$34,431</b>	<b>\$27,817</b>	<b>\$28,665</b>	<b>\$34,066</b>	<b>\$28,011</b>	<b>\$10,905</b>
Antelope	\$28,726	\$30,965	\$28,915	\$22,895	\$24,498	\$29,803	\$19,006	\$7,620
Boone	\$32,436	\$40,962	\$26,591	\$22,507	\$26,893	\$31,597	\$25,809	\$7,081
Pierce	\$30,486	\$33,053	\$28,640	\$23,280	\$22,132	\$33,056	\$43,801	\$6,974
Platte	\$38,703	\$39,861	\$38,084	\$25,742	\$26,273	\$35,651	\$30,380	\$9,760
Stanton	\$77,039	N/A	N/A	\$24,774	\$29,659	\$38,884	\$12,778	\$6,444
Wayne	\$27,744	\$28,000	\$28,169	\$21,412	\$20,689	\$34,748	\$24,636	\$7,306
<b>Nebraska</b>	<b>\$39,685</b>	<b>\$40,534</b>	<b>\$40,253</b>	<b>\$34,742</b>	<b>\$49,352</b>	<b>\$47,475</b>	<b>\$46,295</b>	<b>\$12,259</b>

<sup>(a)</sup> Includes employers that are subject to Nebraska Employment Security Laws.

N/A Not available.

Sources: U.S. Department of Labor, Quarterly Census of Employment & Wages <http://www.bls.gov/cew/> and  
Nebraska Department of Labor, Labor Market Information <http://www.dol.state.ne.us/lmiindustry/index.asp>.

Table Four, Part B provides average annual wages, by county and by major industry sector, for the counties that make up the Norfolk Labor Area. As the data in Table Four, Part A indicate, the highest overall average annual wages in the area are for wage and salary workers employed in Stanton County. The average annual wage for all wage and salary workers (working) in Stanton County was \$55,025 in 2008 which was \$24,238 (78.7 percent) more than the average for the Norfolk Labor Area as a whole, and \$19,235 (53.7 percent) greater than the Nebraska average. A review of the industry specific data for average annual wages for Stanton indicates that the high average annual wage results from the extremely high average wage in the Goods Producing sector.

**Commuting Patterns**

Table Five provides 2006 estimates from the Bureau of the Census Local Employment Dynamics program showing commuting patterns for workers living in the Norfolk Labor Area. Data in Table Five, Part A indicate, a significant number (and percentage) of workers in the area commuted outside of their county of residence for employment. Data in Part A indicate that 5,355 jobs or 28.7 percent of all jobs held by Madison County residents are located in other counties. For all of the other counties in the Norfolk Labor Area, the percentage of commuters was larger than for Madison County. In the case of Stanton County, 2,723 or 86.8 percent of jobs held by county residents were in other counties. Other counties with a high percentage of employed workers commuting to other counties for employment include Pierce (61.2 percent) and Antelope (54.2 percent).

**Table Five  
Commuting Patterns, Norfolk Labor Area, 2006**

**Part A  
Jobs Outside County of Residence, 2006**

<b>County</b>	<b>Working Outside County</b>	
	<b>Number</b>	<b>Percent</b>
<b>Madison</b>	<b>5,355</b>	<b>28.7%</b>
Antelope	1,403	54.2%
Boone	989	43.2%
Pierce	2,034	61.2%
Platte	4,784	29.1%
Stanton	2,723	86.8%
Wayne	1,932	45.2%

**Part B  
Norfolk and Madison County Residents  
Employment by County, 2006**

<b>County Where Jobs are Located</b>	<b>Number of Jobs in County</b>		<b>Percent of All Jobs</b>	
	<b>Norfolk Residents</b>	<b>Madison County Residents</b>	<b>Norfolk Residents</b>	<b>Madison County Residents</b>
<b>Madison</b>	<b>9,721</b>	<b>13,318</b>	<b>71.5%</b>	<b>71.3%</b>
Dakota	865	1,124	6.4%	6.0%
Douglas	808	1,028	5.9%	5.5%
Platte	318	535	2.3%	2.9%
Lancaster	302	463	2.2%	2.5%
Wayne	222	276	1.6%	1.5%
Stanton	208	264	1.5%	1.4%
Pierce	138	172	1.0%	0.9%
All other locations	1,019	1,493	7.5%	8.0%
<b>Total Resident Jobs</b>	<b>13,601</b>	<b>18,673</b>	<b>100.0%</b>	<b>100.0%</b>

Source: U.S. Bureau of the Census, *Local Employment Dynamics*.

Table Five, Part B provides further detail illustrating the willingness of workers in Norfolk and Madison County to travel for employment. In 2006, residents of Madison County worked at a total of 18,673 jobs; a resident could work at more than one job. Of these 18,673 jobs, the largest number, 13,318 or 71.3 percent, were located in Madison County, while 1,124 or 6.0 percent were located in Dakota County. Other counties with high numbers of workers from Madison County were Douglas (1,028 jobs), Platte (535 jobs), and Lancaster (463 jobs).

Also in 2006, residents of Norfolk worked at a total of 13,601 jobs with the largest number, 9,721 or 71.5 percent located in Madison County. Other counties with high numbers of workers from Norfolk were Dakota (865 jobs), Douglas (808 jobs), Platte (318 jobs), and Lancaster (302 jobs).

### Population Trends

The data provided in Table Six show population trends for the Norfolk Labor Area, by county, and for Nebraska for the 1950–2008 period. As these data indicate, the population of the Norfolk Labor Area was 101,032 in 2000. The Norfolk Labor Area population grew by 13.2 percent from 1950 to 2000 and declined 3.6 percent from 2000 to 2008. Population in Madison County totaled 35,226 in 2000 and had grown by 44.7 percent from 1950 to 2000. During the latest Census decade of the 1990’s, Madison County population increased by 7.9 percent, compared to the increase for the Norfolk Labor Area as a whole of 3.2 percent, and to the State rate of growth of 8.4 percent.

**Table Six**  
**Population in the Norfolk Labor Area, by County, and Nebraska**  
**Selected Years, 1950–2008**

COUNTY	1950	1960	1970	1980	1990	2000	2008	% Chg.	% Chg.
								1950–2000	2000–08
<b>Madison</b>	<b>24,338</b>	<b>25,145</b>	<b>27,402</b>	<b>31,382</b>	<b>32,655</b>	<b>35,226</b>	<b>34,020</b>	<b>44.7</b>	<b>-3.4</b>
Antelope	11,624	10,176	9,047	8,675	7,965	7,452	6,679	-35.9	-10.4
Boone	10,721	9,134	8,190	7,391	6,667	6,259	5,446	-41.6	-13.0
Pierce	9,405	8,722	8,493	8,481	7,827	7,857	7,231	-16.5	-8.0
Platte	19,910	23,992	26,508	28,852	29,820	31,662	32,072	59.0	1.3
Stanton	6,387	5,783	5,758	6,549	6,244	6,455	6,310	1.1	-2.2
Wayne	10,129	9,959	10,400	9,858	9,364	9,851	9,274	-2.7	-5.9
<b>Labor Area</b>	<b>92,514</b>	<b>92,911</b>	<b>95,798</b>	<b>101,188</b>	<b>100,542</b>	<b>104,762</b>	<b>101,032</b>	<b>13.2</b>	<b>-3.6</b>
Nebraska	1,325,510	1,411,330	1,483,493	1,569,825	1,578,385	1,711,263	1,783,432	29.1	4.2

Source: U.S. Bureau of the Census, *Census of Population, 1950–2000* and Annual Population Estimates, 2008.

Table Seven shows the age distribution of the resident population. Obviously, the age distribution of the population is important when evaluating the potential labor supply in an area. A key variable is the number of people in the working age populations of the counties making up the Norfolk Labor Area. In 2008, there were 16,909 people in Madison County between the ages of 25 and 64, which represented 49.7 percent of the total population, compared to 48.6 percent of the population for the Norfolk Labor Area as a whole and 51.0 percent of the Nebraska population in this age range.

**Table Seven**  
**Age Characteristics of the Population, Norfolk Labor Area,**  
**by County, and Nebraska, 2008**

COUNTY	0-14		15-24		25-44		45-64		65-Older		Median Age
	Number	% <sup>(a)</sup>	Number	% <sup>(a)</sup>	Number	% <sup>(a)</sup>	Number	% <sup>(a)</sup>	Number	% <sup>(a)</sup>	
<b>Madison</b>	<b>6,997</b>	<b>20.6</b>	<b>4,928</b>	<b>14.5</b>	<b>8,065</b>	<b>23.7</b>	<b>8,844</b>	<b>26.0</b>	<b>5,186</b>	<b>15.2</b>	<b>37.5</b>
Antelope	1,107	16.6	871	13.0	1,247	18.7	2,031	30.4	1,423	21.3	46.1
Boone	921	16.9	809	14.9	960	17.6	1,624	29.8	1,132	20.8	45.4
Pierce	1,319	18.2	1,112	15.4	1,590	22.0	2,075	28.7	1,135	15.7	40.7
Platte	6,755	21.1	4,288	13.4	7,376	23.0	8,344	26.0	5,309	16.6	39.0
Stanton	1,254	19.9	867	13.7	1,539	24.4	1,771	28.1	879	13.9	38.7
Wayne	1,429	15.4	2,914	31.4	1,725	18.6	1,908	20.6	1,298	14.0	27.5
<b>Labor Area</b>	<b>19,782</b>	<b>19.6</b>	<b>15,789</b>	<b>15.6</b>	<b>22,502</b>	<b>22.3</b>	<b>26,597</b>	<b>26.3</b>	<b>16,362</b>	<b>16.2</b>	<b>38.4</b>
Nebraska	371,462	20.8	262,190	14.7	457,177	25.6	451,756	25.3	240,847	13.5	36.2

<sup>(a)</sup> Percent of total population for each respective area.

Source: U.S. Bureau of the Census, *Population Estimates, by Age, 2008*.

Table Eight provides information showing population, the natural increase (births minus deaths) and net migration for the 1990–1999 period for Nebraska, for Madison County and for the Norfolk Labor Area. As these data show, the Norfolk Labor Area as a whole had a small rate of net out-migration during the Census decade of the 1990s, while Pierce County experienced net in-migration. As indicated in the table, net out-migration for the Norfolk Labor Area as a whole accounted for population a decline of 4,022 people during the decade, contributing to a population decrease equal of only 4.0 percent of the population. In the case of Madison County, net out-migration during the s totaled 431 people, or 1.3 percent of the 1990 population.

**Table Eight**  
**Population, Births, Deaths and Migration, Norfolk Labor Area,**  
**by County, 1990–1999**

County	Population		1990–1999			Net Migration*, 1990–1999	
	1990	2000	Births	Deaths	Nat. Incr.	Number	% 1990 Pop.
<b>Madison</b>	<b>32,655</b>	<b>34,184</b>	<b>5,164</b>	<b>3,204</b>	<b>1,960</b>	<b>-431</b>	<b>-1.3</b>
Antelope	7,965	7,243	888	850	38	-760	-9.5
Boone	6,667	6,355	758	693	65	-377	-5.7
Pierce	7,827	7,945	912	862	50	68	0.9
Platte	29,820	30,378	4,291	2,188	2,103	-1,545	-5.2
Stanton	6,244	6,100	745	440	305	-449	-7.2
Wayne	9,364	9,201	1,031	666	365	-528	-5.6
<b>Labor Area</b>	<b>100,542</b>	<b>101,406</b>	<b>13,789</b>	<b>8,903</b>	<b>4,886</b>	<b>-4,022</b>	<b>-4.0</b>
Nebraska	1,578,417	1,666,028	217,510	139,754	77,756	9,855	0.6

\* Net Migration from the Bureau of the Census estimates, includes residual component not shown separately.

Source: U.S. Bureau of the Census, *County Population Estimates for July 1, 1999 and Population Change for April 1, 1990 to July 1, 1999.*

Table Nine provides information showing population, the natural increase (births minus deaths), and net migration for the 2000–2008 period. As these data show, the Norfolk Labor Area experienced significant net out-migration during this more recent eight-year period. As indicated in the table, out-migration for the Norfolk Labor Area as a whole accounted for population decline of 7,619 during the 2000–2008 period, contributing to a population decrease equal to 7.3 percent of the 2000 population. In the case of Madison County, net out-migration during this eight-year period was 2,942, or 8.4 percent of the 2000 population.

**Table Nine**  
**Population, Births, Deaths, and Migration, Norfolk Labor area,**  
**by County, 2000-2008**

County	Population		2000-2008			Net Migration, 2000-2008*	
	2000	2008	Births	Deaths	Nat. Incr.	Number	% 2000 Pop.
<b>Madison</b>	<b>35,226</b>	<b>34,020</b>	<b>4,594</b>	<b>2,858</b>	<b>1,736</b>	<b>-2,942</b>	<b>-8.4</b>
Antelope	7,452	6,679	598	630	-32	-741	-9.9
Boone	6,259	5,446	465	580	-115	-698	-11.2
Pierce	7,857	7,231	719	687	32	-658	-8.4
Platte	31,662	32,072	3,778	2,085	1,693	-1,283	-4.1
Stanton	6,455	6,310	697	429	268	-413	-6.4
Wayne	9,851	9,274	847	540	307	-884	-9.0
<b>Labor Area</b>	<b>104,762</b>	<b>101,032</b>	<b>11,698</b>	<b>7,809</b>	<b>3,889</b>	<b>-7,619</b>	<b>-7.3</b>
Nebraska	1,711,263	1,783,432	214,642	124,319	90,323	-18,154	-1.1

\* Net Migration from the Bureau of the Census estimates, includes residual component not shown separately.

Source: U.S. Bureau of the Census, *Population Estimates, 2008, and Components of Population Change, 2000-2008*.

### **Competitive Employment and Career Opportunities**

An employer providing jobs with competitive wages and benefits and offering career opportunities would be a welcome addition to the employment base in the Norfolk Labor Area and in Madison County. The expected response to such employment opportunities would be significant, and it is anticipated that there would be an adequate labor supply response for a prospective new employer offering competitive wages and benefits in the Norfolk area. The labor force, employment, and demographic data presented in this report illustrate quite clearly that there is a sufficiently large labor force and population base living within the Norfolk Labor Area, and that significant numbers of persons living in the area are commuting to other areas for employment.

In conclusion, the data and analysis presented in this report indicate that the Norfolk Labor Area and Madison County would be able to provide a significant number of dedicated and skilled workers to meet the needs of additional employers in the area. While this report has not estimated a precise number of people that might be available to a prospective new employer in the Norfolk area, it is anticipated that if attractive working

conditions with competitive wages and employee benefits were offered, a prospective new employer would be able to select their workforce from a substantial pool of applicants.

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