

1.c.. Identification of Offeror submitting Statement of Interest and Offer – Area Demographics

Area Demographics including:

- i. Regional, county, community/Metropolitan Statistical Area (MSA) population by age group

<u>Population</u>	<u>1990</u>	<u>2000</u>	<u>2010</u>	<u>2012</u>
City of Kearney	24,396	27,431	30,787	31,790 (U.S. Census Bureau)
Buffalo County	37,447	42,259	46,102	47,463 (U.S. Census Bureau)

Population by Age 2011 (U.S. Census Bureau) - City of Kearney

Median Age	29.0
Persons under 5 years	7.5%
Persons under 18 years	22.2%
Persons over 18 years and under 65 years	59.2%
Persons 65 years and over	11.1%

Population by Age 2011 (U.S. Census Bureau) - Buffalo County

Median Age	32.1
Persons under 5 years	7.1%
Persons under 18 years	23.6%
Persons over 18 years and under 65 years	57.2%
Persons 65 years and over	12.1%

Micropolitan Statistical Area - City of Kearney – (Available Information)

Population 52,390 (U.S. Census Bureau 2007-2011)

Civilian Labor Force (Nebraska Department of Labor) April 2013 33,039

Regional Population – Central Region - Economic Development Region

Civilian Labor Force (Nebraska Department of Labor) April 2013 132,335

- ii. Household number, median income and income distribution

Household Numbers – Housing Units (U.S. Census Bureau)

City of Kearney, 2010	12,738
Buffalo County, 2011	19,156

1.c.. Identification of Offeror submitting Statement of Interest and Offer – Area Demographics

Median Income – Median Household Income (U.S. Census Bureau)

City of Kearney, 2007-2011	\$47,399
Buffalo County, 2007-2011	\$49,851

Income Distribution – Income and Benefits (In 2011 Inflation-Adjusted Dollars – U.S. Census Bureau)

City of Kearney by Households

Less than \$10,000	6.8%
\$10,000 to \$14,999	5.9%
\$15,000 to \$24,999	12.3%
\$25,000 to \$34,999	12.6%
\$35,000 to \$49,999	14.2%
\$50,000 to \$74,999	20.9%
\$75,000 to \$99,999	11.5%
\$100,000 to \$149,999	11.2%
\$150,000 to \$199,999	2.6%
\$200,000 or more	2.1%
Median Household Income	\$47,399
Mean Household Income	\$60,824

Median Family Income	\$63,988
Mean Family Income	\$76,896
Per Capita Income	\$23,891
Median Earnings for Workers	\$22,183

Income Distribution – Income and Benefits (In 2011 Inflation-Adjusted Dollars – U.S. Census Bureau)

Buffalo County by Households

Less than \$10,000	5.8%
\$10,000 to \$14,999	6.0%
\$15,000 to \$24,999	11.1%
\$25,000 to \$34,999	12.8%
\$35,000 to \$49,999	14.3%
\$50,000 to \$74,999	21.3%
\$75,000 to \$99,999	12.5%
\$100,000 to \$149,999	11.4%
\$150,000 to \$199,999	2.7%

1.c.. Identification of Offeror submitting Statement of Interest and Offer – Area Demographics

\$200,000 or more	2.0%
Median Household Income	\$49,851
Mean Household Income	\$61,699

Median Family Income	\$63,758
Mean Family Income	\$77,755
Per Capita Income	\$26,113
Median Earnings for Workers	\$27,438

iii. Unemployment percentage

City of Kearney (Nebraska Department of Labor)	April 2013	2.7%
Buffalo County (Nebraska Department of Labor)	April 2013	3.1%
City of Kearney Micropolitan Statistical Area (NDOL)	April 2013	3.0%

iv. Major area industry

Buffalo County is the 4th least stressed county in the United States (Associated Press)

Industry Pillars

Education: Originally formed as Kearney State College, the University of Nebraska at Kearney employs approximately 1,800 full-time, part-time, and student employees from all over the world. The University hosts over 7,200 students representing all 93 counties and 50 different countries.

Manufacturing: Kearney hosts a number of large and small manufacturers that provide over 2,500 jobs within the community. A number of Kearney’s “job shops” started in support of our larger manufacturers and have then diversified their sales to companies across the world.

Medical: Good Samaritan Health Systems with over 1,000 employees recently added a new cancer center in 2009 and the latest 2012 opening of a \$65M heart center. Kearney has become a regional medical hub with over 150 active physicians and specialists. Kearney also hosts a number of specialty offices including: physical therapy; ENT; optometry; dental; prosthetics and hearing services.

1.c.. Identification of Offeror submitting Statement of Interest and Offer – Area Demographics

Agriculture: Kearney sits on the Ogallala aquifer and farming in the area relies heavily on center pivot irrigation producing some of the highest productive yields in the world. The benefits of farming can be seen in all facets of Kearney including: large implement dealers; farm manufacturing; farmers market; banking; retail and restaurant patronage.

Conventions\Tourism: Kearney boasts over 1,700 hotel rooms with over 380,000 hotel stay nights per year. Estimates reflect tourism related jobs in excess of 1,500 and total direct travel spending of approx. \$100M annually. The Kearney Visitors Bureau is a very important support pillar for Kearney’s convention and tourism development.

Distribution\Corporate: Kearney is home to the Buckle. The Buckle employs over 700 employees in their corporate office and distribution center, and Kearney is also home to Cash-Wa Distributing which employs over 500. Cash-Wa is the 16th largest broadline foodservice distributor in the nation and recently announced a 70,000 freezer expansion.

v. Largest employers

Listed by order of employee count

University of Nebraska at Kearney	1000+
Kearney Public Schools	1000+
Good Samaritan Hospital	1000+
Baldwin Filters	750-1000
The Buckle	500-750
Wal-Mart	500-750
Cash-Wa Distributing	500+
Eaton Corporation	250-500
Cabela’s	250-500
West Pharmaceutical	250-500

vi. Median wage information

Source 2010 Buffalo County Wage and Benefit Survey
Prepared by University of Nebraska at Kearney

Analysis

Averages were collected from the wage data to find the means of the average, highest, and lowest (entry-level) wages.

The Development Council 2010-2011 Wage and Benefit Survey Benefits

Occupation Category:	Average Entry Level Wage (Hourly)	Average Wage Paid (Hourly)	Average Highest Wage (Hourly)
<u>Officials and Managers</u>			
Chief Executive Officers	\$28.83	\$55.76	\$40.29
Plant Managers	\$26.01	\$30.22	\$32.37
Engineering Managers	\$26.71	\$34.07	\$49.32
Accounting Managers	\$22.58	\$35.87	\$50.19
Office Managers	\$14.20	\$18.03	\$23.78
Production Managers	\$18.15	\$21.21	\$25.96
Superintendent/Supervisors	\$17.50	\$21.80	\$47.34
Purchasing Agents	\$18.18	\$20.18	\$22.66
Service Managers	\$14.09	\$16.81	\$21.14
Buyers	\$14.21	\$21.54	\$25.46
<u>Professionals</u>			
Accountants	\$17.41	\$21.46	\$23.15
Auditors	\$16.19	\$19.35	\$24.88
Computer Consultants	\$12.00	\$19.50	\$26.00
Designers	\$13.61	\$16.33	\$21.87
Engineers	\$23.44	\$27.14	\$39.37
Software Engineers	\$26.60	\$33.25	\$39.91
Manufacturing Engineers	\$21.42	\$32.94	\$42.90
Mechanical Engineers	\$21.42	\$31.26	\$42.90
Quality Control Engineers	\$18.53	\$23.08	\$27.80
Other Engineers	\$21.42	\$25.44	\$30.75
Safety Directors	\$15.00	\$21.03	\$26.00
Loan Officer	\$21.00	\$29.75	\$42.28
Marketing Spec.	\$16.00	\$20.82	\$22.00
Occupation Category:	Average Entry	Average Wage Paid	Average Highest

1.c.. Identification of Offeror submitting Statement of Interest and Offer – Area Demographics

	Level Wage (Hourly)	(Hourly)	Wage (Hourly)
Human Resources	\$19.67	\$24.44	\$30.29
Sys. Analysts/Network Adm.	\$18.81	\$24.67	\$28.71
Teachers	\$12.00	\$15.00	\$20.00
<u>Technical</u>			
Computer Programmers	\$20.00	\$20.00	\$20.00
Computer Support	\$14.14	\$17.01	\$21.42
Database Manager	n/a	\$9.00	n/a
Drafters	\$12.62	\$14.75	\$17.01
Engineering Aides	\$15.85	\$18.50	\$21.96
Comp. Operators	\$10.00	\$13.00	\$15.50
Lab Technicians	\$15.28	\$17.85	\$18.92
RNs	\$19.98	\$24.32	\$27.97
LPNs	\$13.52	\$16.38	\$18.68
Nurses' Aides	\$9.00	\$11.18	\$12.63
X-Ray Technicians	\$16.67	\$21.02	\$25.53
Dieticians	\$17.67	\$20.33	\$22.50
<u>Sales</u>			
Advertising Agent	\$12.00	\$15.00	\$24.00
Sales Clerk	\$9.35	\$13.13	\$15.87
Outside Sales	\$23.48	\$23.60	\$30.31
Cashiers/Checkers	\$8.03	\$8.55	\$11.78
Customer Service Reps	\$10.45	\$13.07	\$15.79
In-Bound Telemarketers	\$10.00	\$12.00	\$11.00
Out-Bound Telemarketer	\$5.00	\$6.00	\$8.00
<u>Office and Clerical</u>			
Bank Tellers	\$8.84	\$11.25	\$11.80
Bookkeepers	\$13.33	\$14.20	\$16.00
File/Office Clerks	\$9.29	\$11.25	\$14.85
Shipping/Receiving Clerks	\$9.84	\$13.20	\$14.27
Secretaries	\$12.33	\$14.56	\$16.49
Receptionists	\$9.40	\$11.14	\$12.50
Legal Assistants	\$16.00	\$16.00	\$20.00
Transcriptionists	\$10.86	\$12.97	\$15.39
<u>Craft Workers</u>			
Hourly Paid Supervisors	\$12.64	\$16.30	\$15.86
Lead Operators	\$16.74	\$16.82	\$17.57
Machine Mechanics/Repair	\$15.45	\$17.13	\$16.58
Repairers	\$15.33	\$18.43	\$25.33

1.c.. Identification of Offeror submitting Statement of Interest and Offer – Area Demographics

Skilled Machine Operators	\$12.52	\$15.38	\$16.23
Occupation Category:	Average Entry Level Wage (Hourly)	Average Wage Paid (Hourly)	Average Highest Wage (Hourly)
Typesetters	n/a	\$16.50	n/a
Electricians	\$13.80	\$15.65	\$19.07
Carpenters	\$11.70	\$15.38	\$17.66
Painters	\$13.80	\$13.93	\$16.34
Tool Die Makers	\$14.98	\$21.60	\$18.69
HVAC Technicians	\$14.19	\$16.20	\$17.04
Journeyman	n/a	n/a	\$14.00
Foreman	\$18.00	\$19.90	\$17.00
Plumbers	\$13.80	\$15.65	\$16.61
<u>Operators</u>			
Assemblers	\$11.60	\$12.83	\$13.14
Printing Press Operators	\$10.00	\$14.00	\$16.00
Machinists	n/a	\$16.11	\$11.00
Machine Op.	\$9.82	\$11.42	\$12.81
Truck Drivers	\$11.00	\$12.97	\$15.20
Tractor Drivers	\$30.00	\$33.00	\$37.00
Welders	\$12.38	\$14.68	\$15.72
Quality Control Inspectors	\$13.08	\$16.29	\$19.43
Testers	\$13.70	\$15.63	\$16.11
Material Handlers	\$12.04	\$13.61	\$14.01
Line Production Workers	\$11.30	\$11.50	\$11.35
Forklift Operators	\$8.75	\$11.17	\$12.50
<u>Unskilled Laborers</u>	\$9.60	\$10.85	\$11.41
<u>Service Workers</u>			
Guards	\$10.83	\$13.63	\$15.70
Janitors	\$9.63	\$11.26	\$12.49
Delivery Persons	n/a	\$9.50	n/a
Food Service Workers	\$8.00	\$9.00	\$11.00
Bartender	\$8.00	n/a	n/a
Chef	n/a	n/a	\$16.00
Kitchen Staff	\$8.50	\$9.50	\$11.00

vii. Average education level

1.c.. Identification of Offeror submitting Statement of Interest and Offer – Area Demographics

Source 2010 Census Information and ACS Estimates

	Estimate	%	Estimate
Population 25 years and older	17,361		100%
Less than 9 th grade	372		2.1%
9 th to 12 th grade, no diploma	827		4.8%
High school graduate (includes equivalency)	4,758		27.4%
Some college, no degree	3,999		23.0%
Associate's degree	1,241		7.1%
Bachelor's degree	4,241		24.4%
Graduate or professional degree	1,923		11.1%
Percent high school graduate or higher			93.1%
Percent bachelor's degree or higher			35.5%