

A Profile of Wayne

This section examines demographic trends that will affect Wayne. The analysis examines population and demographic dynamics, including future population, and important regional issues that will affect the quality of the city's environment.

Population History and Characteristics

This discussion presents important changes in the characteristics and dynamics of Wayne's population. In the last forty years Wayne has grown from a community of 4,217 in 1960 to over 5,500 in 2000. Table 1.1 summarizes the historical population change in Wayne and includes comparisons with Chadron, Kearney and Seward (communities with college populations). Table 1.1 indicates:

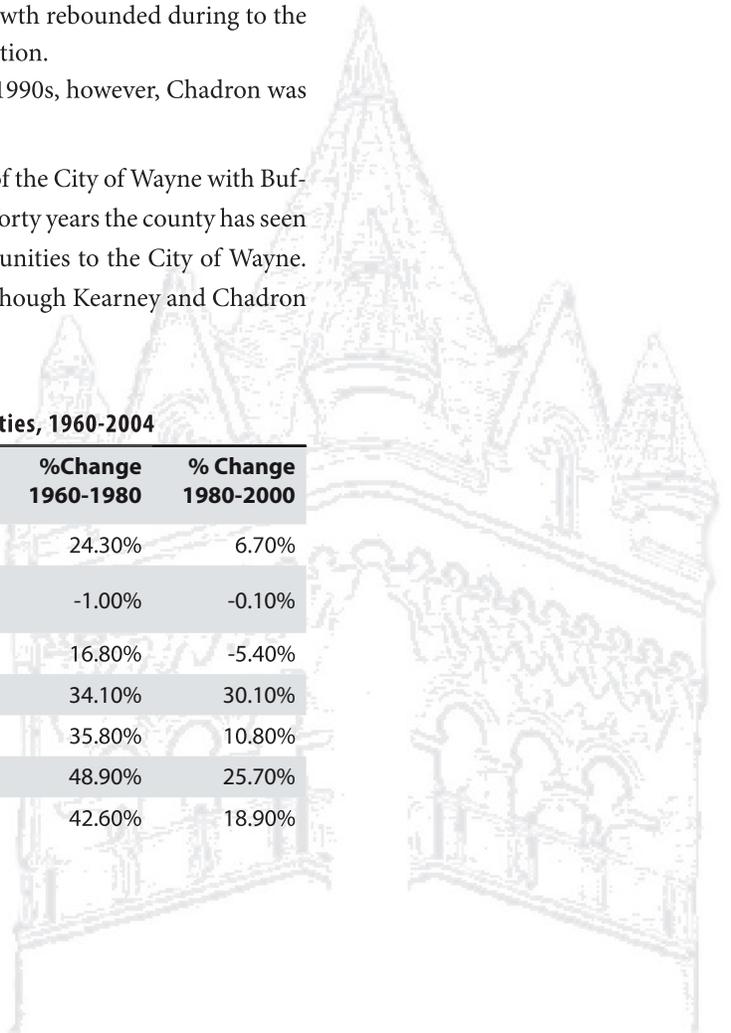
- Wayne's most significant growth period was from 1960 to 1970.
- After population losses in the 1970s and 1980s the city's growth rebounded during to the 1990s, and increased by 204 residents from the 1970 population.
- Chadron and Kearney also experienced growth during the 1990s, however, Chadron was unable to recover the losses of the 1980s.

Table 1.2 compares the population in Wayne County outside of the City of Wayne with Buffalo (Kearney) and Dawes (Chadron) counties. Over the past forty years the county has seen a shift in population from the rural areas and smaller communities to the City of Wayne. This trend has also been true for Buffalo and Dawes County, though Kearney and Chadron make-up a larger portion of these counties.

Table 1.1: Population Change for Wayne and Other Nebraska Cities, 1960-2004

	1960	1970	1980	1990	2000	%Change 1960-1980	% Change 1980-2000
Wayne	4,217	5,379	5,240	5,142	5,583	24.30%	6.70%
Wayne County	9,959	10,400	9,858	9,364	9,851	-1.00%	-0.10%
Chadron	5,079	5,921	5,933	5,588	5,634	16.80%	-5.40%
Schuyler	3,096	3,597	4,151	4,052	5,371	34.10%	30.10%
Seward	4,208	5,294	5,713	5,634	6,319	35.80%	10.80%
Kearney	14,210	19,181	21,158	24,396	27,431	48.90%	25.70%
Norfolk	13,640	16,607	19,449	21,476	23,516	42.60%	18.90%

Source: US Census Bureau, 2000



Chapter One

Wayne State College plays an important and substantial role in the population dynamics of Wayne. The effects of this population can be seen in Tables 1.3 and 1.4, which reviews the city's age composition in 1990 and 2000. The table shows a significant portion of the community's population is between the ages of 15 and 24. While many communities are losing population in these cohorts, as young adults leave to attend college and begin careers, they form the largest portion of Wayne's population. However, this population tends to leave after graduation and does not continue to age with the community. This can be seen in Table 1.4 where the predicted



Table 1.2: Population Distribution in Comparable Counties, 1960-2000

Year	Proportion of County Population Beyond City limits		
	Wayne County Outside of Wayne	Buffalo County Outside of Kearney	Dawes County Outside of Chadron
1960	57.70%	45.80%	46.70%
1970	48.30%	38.60%	38.90%
1980	46.80%	39.20%	38.3
1990	45.10%	34.90%	38.10%
2000	43.30%	35.10%	37.80%

Source: US Census Bureau, 2000

Table 1.3: Age Composition As Percentage Of Total Population, 1990-2000 (Including WSC)

Age Group	1990 Population	2000 Population	Change 1990-2000	% Of Total 1990	% Of Total 2000
Under 5	266	248	-18	5.20%	4.40%
5 to 9	279	225	-54	5.40%	4.00%
10 to 14	247	244	-3	4.80%	4.40%
15-19	868	914	46	16.90%	16.40%
20-24	1,029	1,459	430	20.00%	26.10%
25-29	304	278	-26	5.90%	5.00%
30-34	267	214	-53	5.20%	3.80%
35-39	248	230	-18	4.80%	4.10%
40-44	212	247	35	4.10%	4.40%
45-49	177	258	81	3.40%	4.60%
50-54	147	206	59	2.90%	3.70%
55-59	159	171	12	3.10%	3.10%
60-64	153	141	-12	3.00%	2.50%
65-69	175	152	-23	3.40%	2.70%
70-74	167	154	-13	3.20%	2.80%
75-79	173	153	-20	3.40%	2.70%
80-84	134	111	-23	2.60%	2.00%
85+	137	178	41	2.70%	3.20%
Median Age	24.1	22.9			

Source: US Census Bureau, 2000



versus actual number of residents between 25 and 34 (15 to 24 in 1990) indicates an out-migration.

The cohort analysis also shows an in-migration among those over the age of 45. Retention of residents in the peak wage earning years likely indicates that the community is providing the jobs and housing these residents desire. In-migration among older residents is likely a reflection of the medical and social services and housing selection available to seniors in Wayne.



Table 1.4: Predicted and Actual Age Cohort Change (including WSC)

Age Group	2000 Predicted	2000 Actual	Difference (Actual – Predicted)	% Variance 1990-2000
Under 5	263	248	-15	-6%
5 to 9	261	225	-36	-14%
10 to14	265	244	-21	-8%
15-19	278	914	636	229%
20-24	245	1459	1214	495%
25-29	319	278	-41	-13%
30-34	407	214	-193	-47%
35-39	301	230	-71	-24%
40-44	264	247	-17	-6%
45-49	244	258	14	6%
50-54	206	206	0	0%
55-59	169	171	2	1%
60-64	136	141	5	4%
65-69	140	152	12	8%
70-74	124	154	30	24%
75-79	129	153	24	19%
80-84	106	111	5	4%
85+	173	178	5	3%
Total	4029	5583	1554	39%



Population Dynamics and Migration

Population change in a community is explained by three basic factors:

- *Comparison of births and deaths.* A surplus of births over deaths causes the population of that community to increase. A community with a younger population, particularly of people in childbearing or family formation years, will experience a higher birth rate, measured as number of the births per 1,000 people.
- *Migration Patterns.* If more people move to the community than leave, its population will increase and vice versa. A community that is building new housing may experience significant in-migration, some of which are residents new to the city, while others are relocating from surrounding rural communities.
- *Annexation.* In addition to internal population change, a community can grow by incorporating populated areas within its boundaries.



In order to assess the dynamics of Wayne’s population during the 1990s it is important to evaluate the influence of the student population on the overall community. This population is not static and will not continue to age with the rest of the population. Therefore, the college student population must be removed to understand Wayne’s true population growth during the 1990s.

Table 1.5 provides three possible scenarios for addressing the student population. The first scenario assumes that all full-time enrolled students are living in Wayne. The second scenario assumes that 80% of the students that are enrolled full-time live in Wayne while the remaining 20% commute into Wayne from the surrounding communities. The third scenario assumes that only those students living in the dorms should be removed from the total population. Scenario one generates an annual growth rate of 0.4% during the 1990s, while scenario three would indicate a 1.4% annual growth rate. Wayne State College has been known for years as a commuter college that works hard to be a regional institution; therefore, it is unlikely that all full-time students live in Wayne. At the other end of the spectrum, Wayne has a

Table 1.5: Population Change Excluding WSC Students, 1990-2000

Scenario 1: Excluding Full-Time Enrollment (FTE)	1990	2000	2005	Annual Growth Rate
Total Population	5142	5583		
Student Population	2343	2677	2496	
Remaining Population	2799	2906		0.38%
Scenario 2: 80% of FTE	1990	2000	2005	Annual Growth Rate
Total Population	5142	5583		
Student Population	1875	2142	1997	
Remaining Population	3267	3441		0.52%
Scenario 3: Dorm Population	1990	2000	2005	Annual Growth Rate
Total Population	5142	5583		
Student Population	1322	1188	1256	
Remaining Population	3820	4395		1.41%

Source: Wayne State Information Management, 2005; RDG Planning & Design, 2005



high percentage of rental properties, mostly occupied by college students. Thus, removing only the dorm population would leave a large number of students in the overall community population. Based on a dorm population of 1,200 the second scenario would assume that roughly 800 students live in housing around Wayne.

To establish a better understanding of the city's population change since the 2000 census it is important to look at construction activity within the community. New residential construction and demolition activity provide important insight into a community's population change. If population growth is stagnating or decreasing this is often reflected in fewer new residential construction permits. If the community is seeing a pattern of strong growth more permits are likely to be issued. Table 1.6 provides an overview of the city's construction activity over the past ten years. The issuance of new residential permits has slowed somewhat since 1998 but single family residential building activity in 2004 was the strongest since 1996.

Population Projections

Projecting the future population of Wayne helps predict the future demographic character of the community. This is critically important for the city's planning and policy decisions regarding future investments and change. The influence of the college on the overall population make-up of the community creates challenges when determining the city's future population but also increases the importance of understanding the city's possibilities.

The future population for Wayne is determined through evaluation of the city's annual growth rate. In Table 1.5 scenarios identify three possible annual growth rates for the community. Table 1.7 provides a fourth scenario, a 0.75% annual growth rate. Since the last census was completed five years ago, additional information should be considered when trying to determine a community's estimated population. For Wayne, these include a decreasing enrollment at WSC and residential construction activity. The community's construction activity over the past 5 years would indicate that since 2000 there has been an annual growth rate stronger than 0.5%, even with an increasing rental vacancy rate for the community. Therefore, a slightly more aggressive growth rate of 0.75% will be applied for planning purposes, indicating a 2005 population of 3,572 outside of the college population. Even at this rate a slightly lower WSC enrollment in 2005 compared to 2000 results in a slightly lower overall community population in 2005. For future projections a static student population of 2,000 (based on scenario 2, Table 1.4) is added back into the city's core population resulting in a 2025 population of 6,148.



Table 1.6: Residential Building Permits, 1995-2004

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	People per Household	Estimated Population Growth 2000-2005
Single-family	13	24	3	11	10	8	11	7	5	13	3.0	132
Multi-family	20		16	16							1.75	0
Total	33	24	19	27	10	8	11	7	5	13		132

Source: City of Wayne



Economic Factors

Wayne is economically independent and at the same time dependent on the larger markets of Norfolk and Sioux City. While Wayne provides numerous jobs in the education and government sectors, its retail market is heavily influenced by its proximity to the larger communities. However, most residents work within the community and find their day to day needs met.

Employment

Employment within a community can be assessed in two different ways. One is based on the resident’s employment by occupation while the other is based on a resident’s employment by industry. Employment by occupation describes the kind of work a person does on the job, as opposed to the type of industry an individual works in, which relates to the kind of business conducted by a person’s employer. For example a person might be an account (their occupation) for a major manufacturer (the industry).

Table 1.8 presents Wayne’s employment by occupation for 2000 compared to Wayne County. Nearly 59% of Wayne residents are employed in management and professional or sales occupations. This rate is comparable to Wayne County at 56%. Table 1.9 compares employment in Wayne between 1990 and 2000. During this period the number of employed residents



Table 1.7: Projected Population

Year-Round Population	2000	2005	2010	2015	2020	2025
0.40% Growth Rate	2,906	2,962	3,018	3,076	3,135	3,195
0.50% Growth Rate	3,441	3,532	3,625	3,720	3,818	3,918
0.75% Growth Rate	3,441	3,572	3,708	3,849	3,996	4,148
1.40% Growth Rate	4,395	4,714	5,056	5,422	5,815	6,237
Year-Round plus WSC Population						
0.40% Growth Rate	5,583	5,458	5,518	5,576	5,635	5,695
0.50% Growth Rate	5,583	5,529	5,625	5,720	5,818	5,918
0.75 % Growth Rate	5,583	5,569	5,708	5,849	5,996	6,148
1.40% Growth Rate	5,583	5,970	6,306	6,672	7,065	7,487

Source: RDG Planning & Design

Table 1.8: Employment by Occupation, 2000

	Wayne County	% of Total	City of Wayne	% of Total
Total Employed	5437		3189	
Management & Professional	1630	30.0%	888	27.8%
Service Occupations	921	16.9%	667	20.9%
Sales	1413	26.0%	983	30.8%
Farming, Fishing & Forestry	248	4.6%	96	3.0%
Construction & Maintenance	448	8.2%	228	7.1%
Production & Transportation	777	14.3%	327	10.3%

Source: US Census Bureau, 2000



increased by 763. The largest change occurred among residents employed in arts, entertainment, recreation, accommodation and food services industries. Significant changes also occurred in finance, insurance, real estate, and rental; and educational, health, and social services. These numbers should not be construed to indicate that Wayne gained 763 jobs over the ten year period. Instead, an increase in population and a greater number of residents in the work force at jobs either in or outside of Wayne would contribute to this increase.

Income and Sales Tax

Table 1.10 describes the income distribution for Wayne, Wayne County and the state as a whole. Wayne’s median household income is significantly lower than the state’s and somewhat lower than the county. However, the large student population can often skew the median household income. Much of this population has little to no income but do form households



Table 1.9: Employment by Industry, 1990-2000

	1990	2000	Change 1990-2000
Total	2426	3189	763
Agriculture, forestry, fishing, hunting, mining	86	110	24
Construction	130	164	34
Manufacturing	283	326	43
Wholesale Trade	125	75	-50
Retail Trade	529	517	-12
Transportation, warehousing, and utilities	110	67	-43
Information *		154	154
Finance, insurance, real estate, and rental	96	251	155
Professional, scientific, management, administrative and waste services	154	102	-52
Educational, health, and social services	699	877	178
Arts, entertainment, recreation, accommodation and food services	36	399	363
Other services	107	80	-27
Public Administration	71	67	-4

* New category in 2000

Source: US Census Bureau, 2000

Table 1.10: Income Distribution for Households by Percentage

	Under \$10,000	\$10,000-14,999	\$15,000-24,999	\$25,000-34,999	\$35,000-49,999	\$50,000-74,999	Over \$75,000	2000 Median Income
Wayne	12.4	8.8	24.9	12.1	12.6	18.8	10.3	\$27,730
Wayne County	9.8	8.6	20.8	15.0	16.5	19.4	9.9	\$32,366
Nebraska	8.3	6.6	14.8	14.7	18.4	20.4	16.8	\$39,250
Excluding Households 25 & Under								
Wayne	5.8%	5.9%	20.2%	13.5%	15.3%	11.9%	6.2%	\$37,812

Source: U.S. Census Bureau



around the community. When households that are under 25 years old are removed the city's median household income is higher than the county's and more comparable to the state as a whole.

The prosperous 1990s meant a significant increase in retail sales for many communities. Table 1.11 describes the retail sales for Wayne, Schuyler and Norfolk from 1990 to 2000. Schuyler provides a comparison with a similarly sized community positioned between the larger retail markets of Columbus and Norfolk. Norfolk provides a more regional view of retail activity. Compared to Schuyler, Wayne saw a much more significant increase in retail sales. However, the rate of increase for Norfolk was more than double that of Wayne. Wayne's challenge in the coming years will be to continue to identify and expand its own niche markets, separate from Norfolk and Sioux City's big box retail developments.



Housing Values

The previous discussion reviewed the economic characteristics of Wayne. There is an interlocking connection between such demographic and economic factors as population trends, income and employment. This discussion now analyzes housing values and rent levels, to discover another facet of the city's economic character. Table 1.12 presents a comparison of housing values in Wayne with Schuyler, Norfolk and Kearney. Norfolk provides a regional perspective, while Schuyler provides a comparison with a similarly sized community and Kearney compares a regional college community. Values for 1990 and 2000 are provided to judge the relative changes in housing values among the cities over the past two decades.

The information in Table 1.12 indicates:

- That the increase in median home value for Wayne was less than all three comparable communities while the overall value of a home was only greater than Schuyler.
- That the increase in the community's median rent was also less than the comparable com-

Table 1.11: Taxable Retail Sales \$1000's (Nonmotor Vehicle)

	1990	1995	2000	% Change 1990-2000
Wayne	36,177	35,625	45,856	26.8%
Schuyler	20,921	21,818	23,006	10.0%
Norfolk	235,000	310,883	385,498	64.0%

Source: Nebraska Bureau of Business Research, 2003

Table 1.12: Comparative Housing Value Trends, Wayne and Other Communities

	Median Home Value			Median Contract Rent		
	1990	2000	% Change	1990	2000	% Change
Wayne	48,100	76,700	59.5%	268	404	51%
Schuyler	37,600	63,500	68.9%	204	470	130%
Norfolk	51,500	83,000	61.2%	256	438	71%
Kearney	54,400	94,700	74.1%	273	426	56%

Source: US Census Bureau, 2000



munities.

- That the median contract rent was the lowest among the four communities.

Further analysis of Wayne’s housing market can be found in Chapter 7 “Housing Wayne.”

Commuting Patterns

In 2000 the average commute for a Wayne resident was 15.5 minutes, indicating that a majority of residents work within the community. The larger communities of Norfolk and Kearney, where even fewer residents likely leave the community for jobs, had shorter commutes. The influence of the college and the tight development pattern likely influence the higher percentage of residents walking to work compared to the remaining three communities.



Table 1.13 Commuting Patterns for Wayne and Other Comparable Communities, 2000

Community	Average Travel Time to Work	% Who Walk to Work
Wayne	15.5	8.9
Schuyler	18.5	1.9
Norfolk	12.5	2.4
Kearney	13.8	3.3

Source: US Census Bureau, 2000



Chapter One

