

JUNE 2021 STUDY

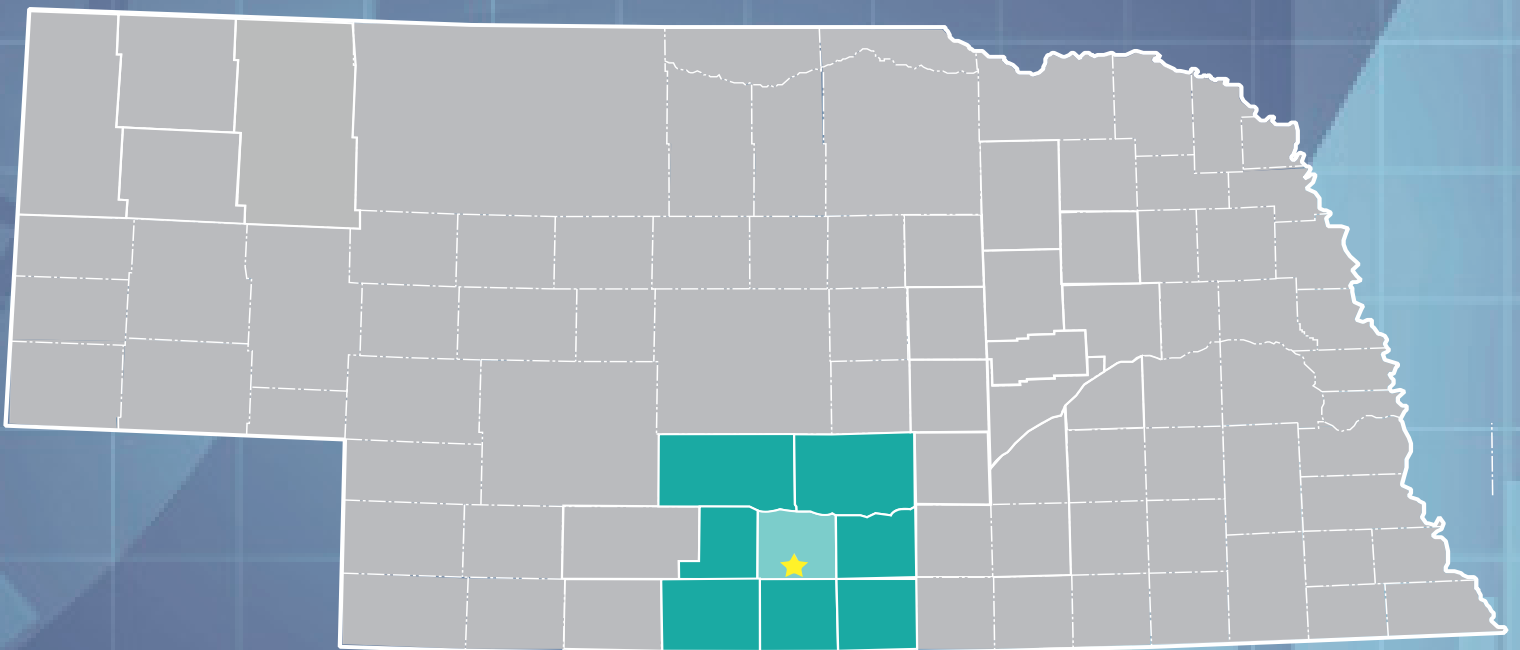


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ECONOMIC AND DEMOGRAPHIC TRENDS

Holdrege, Phelps County and the Surrounding Area



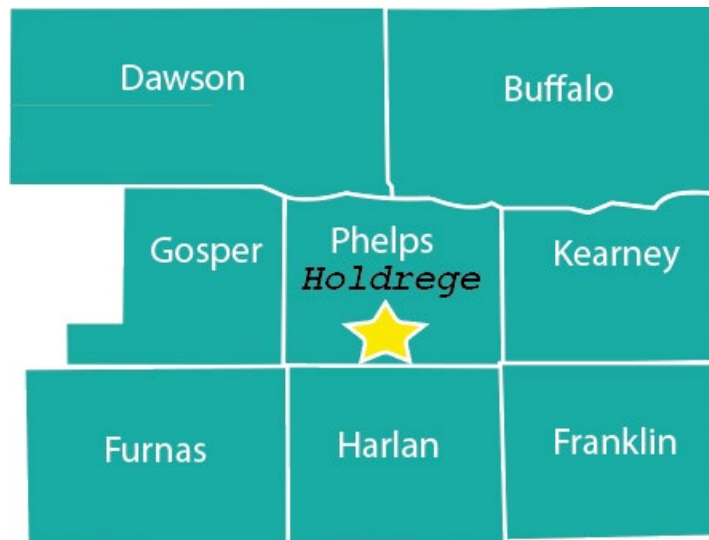
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ECONOMIC AND DEMOGRAPHIC TRENDS IN Holdrege, Phelps County AND THE SURROUNDING AREA



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Phelps County. For select measures, comparable data are provided for the surrounding area (selected counties and communities). The map featured above shows the general area for which selected comparable data are shown. In addition to Phelps County, other counties included in this area are Buffalo, Dawson, Franklin, Furnas, Gosper, Harlan and Kearney. The retail sales section also compares retail growth between Holdrege and eight other similarly sized Nebraska communities.

LABOR FORCE AND EMPLOYMENT

Table 1 and Chart 1 (next page) present nonfarm wage and salary data for Phelps County for the period 2009–2019. Nonfarm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS).

Nonfarm wage and salary employment consists of the following 11 sectors:

- Natural Resources & Mining
- Construction
- Manufacturing
- Trade, Transportation & Utilities
- Information
- Financial Activities
- Professional & Business Services
- Education & Health Services
- Leisure & Hospitality
- Other Services (except Public)
- Government

The measure of employment reported in Table 1 is data on the number of people employed in the Nonfarm Wage and Salary (W&S) sector in Phelps County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Phelps County increased 4.1 percent (188 jobs) between 2009 and 2019.

Table 1 and Chart 1 also provide employment data for Phelps County by major economic sector for years 2009–2019. The Construction sector recorded the largest percentage increase in employment between 2009 and 2019 (65.9 percent or 108 jobs). The Construction sector also recorded the largest actual employment increase between 2009 and 2019 (108 jobs or 65.9 percent).

TABLE 1
Nonfarm Wage & Salary Employment Trends • 2009–2019
 Phelps County, Nebraska

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change 2009-2019	# Change 2009-2019
Nonfarm W&S Employment	4,552	4,496	4,513	4,599	4,691	4,769	4,755	4,734	4,750	4,719	4,740	4.1	188
Total Private Industries	3,802	3,737	3,762	3,851	3,917	3,989	3,972	3,955	3,979	3,954	3,973	4.5	171
Goods Producing	1,270	1,215	1,278	1,322	1,345	1,396	1,384	1,350	1,393	1,395	1,390	9.4	120
Natural Resources & Mining	274	273	290	302	320	347	360	389	389	385	377	37.6	103
Construction	164	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	272	65.9	108
Manufacturing	832	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	746	-10.3	-86
Service Providing	2,532	2,522	2,484	2,529	2,572	2,593	2,588	2,605	2,586	2,559	2,583	2.0	51
Trade, Transportation & Utilities	863	865	915	949	976	983	982	968	916	926	938	8.7	75
Information	35	40	38	41	40	40	39	34	33	33	27	-22.9	-8
Financial Activities	199	206	206	204	194	182	164	165	172	175	175	-12.1	-24
Professional & Business Services	301	285	164	142	139	146	164	193	252	281	276	-8.3	-25
Education & Health Services	699	718	755	764	803	815	802	787	745	689	668	-4.4	-31
Leisure & Hospitality	367	348	340	344	354	358	371	382	384	368	404	10.1	37
Other Services, except Public	68	61	66	86	67	70	67	75	84	87	96	41.2	28
Government	750	759	751	748	774	780	783	779	771	765	767	2.3	17
Federal	38	47	43	42	53	57	58	57	57	53	56	47.4	18
State	41	42	38	37	41	42	42	42	41	41	40	-2.4	-1
Local	671	670	670	669	681	680	683	681	674	670	671	0.0	0

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2020
 Labor Force & Work Summary, 2009-2019, Annual, Phelps County, Nebraska (March 2020 data)
 Estimates provided by Melissa Trueblood, PhD, NPPD

CHART 1
Employment by Industry • 2009–2019
 Phelps County, Nebraska

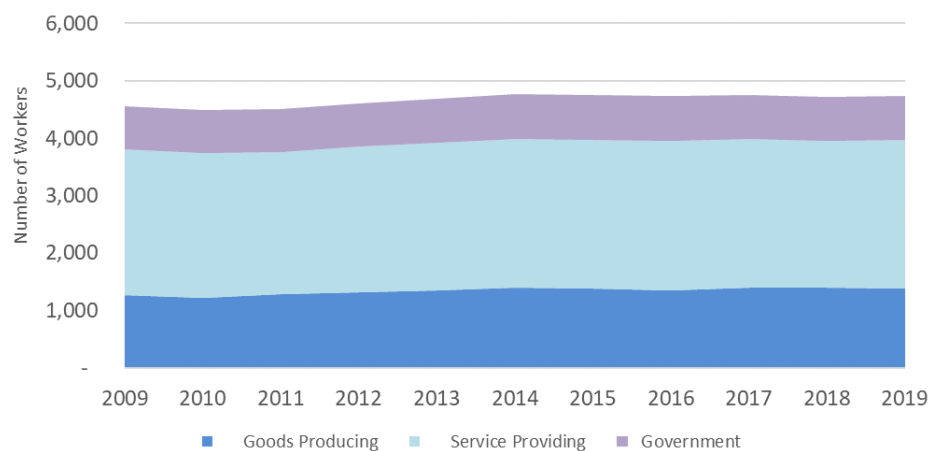


Chart 2 compares total nonfarm wage and salary employment growth in Phelps County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2009–2019. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Phelps County increased 4.1 percent (188 jobs) from 2009 to 2019, compared to a 9.0 percent increase for Nebraska as a whole, an 11.5 percent increase in metropolitan Nebraska and a 5.0 percent increase in non-metropolitan Nebraska.

CHART 2
Nonfarm W&S Employment • 2009–2019
 Phelps County, Nebraska, Metro and Non-Metro Nebraska

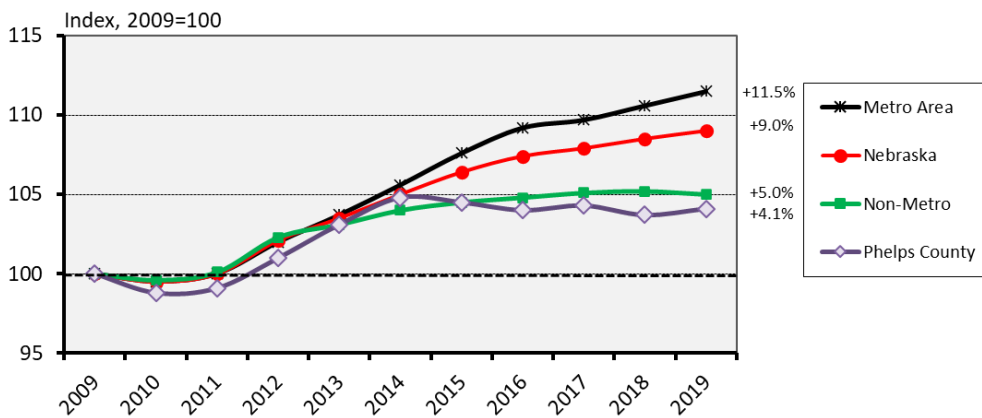
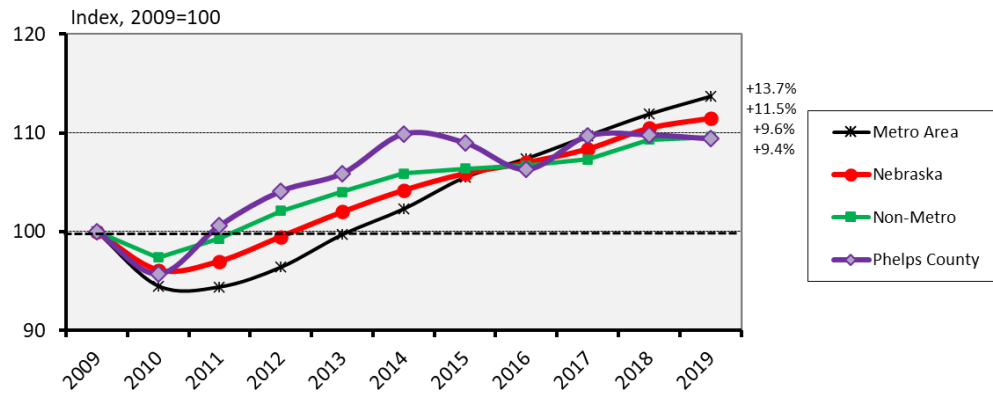


Chart 3 presents data on manufacturing wage and salary employment growth for Phelps County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Phelps County recorded a 9.4 percent increase in employment (746 jobs) between 2009 and 2019. This compares to a 9.6 percent increase in employment for non-metropolitan Nebraska; a 11.5 percent increase for Nebraska as a whole; and a 13.7 percent increase for metropolitan Nebraska over the same period.

CHART 3
Goods Producing W&S Employment • 2009–2019
 Phelps County, Nebraska, Metro and Non-Metro Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2020

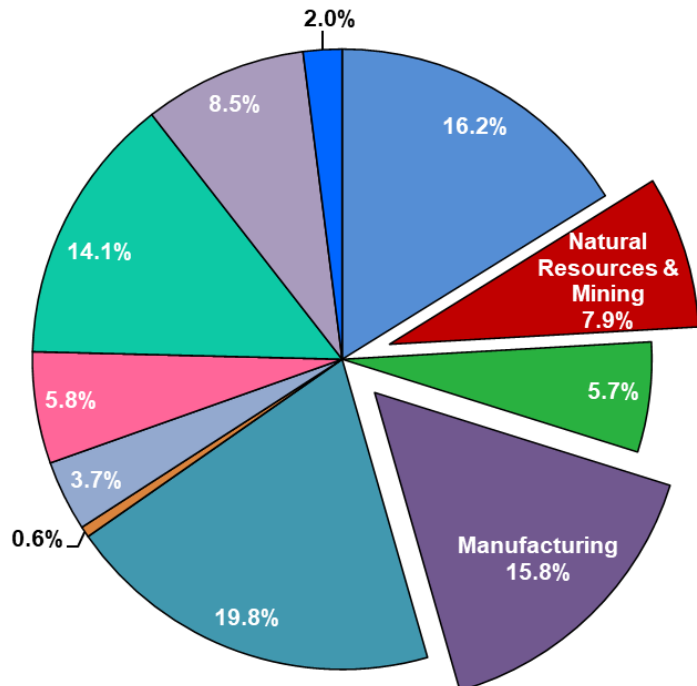
The next series of pie charts (Charts 4, 5 and 6) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Phelps County compared to the non-metropolitan and metropolitan distributions.

When comparing the Phelps County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Natural Resources and Mining sector which makes up 7.9 percent of the county workforce (377 employees) compared to 3.8 percent for non-metropolitan Nebraska; a difference of 4.1 percent. Comparing Phelps County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (15.8 percent Phelps County vs. 6.4 percent metropolitan Nebraska; a difference of 9.4 percent).

CHART 4, 5 & 6

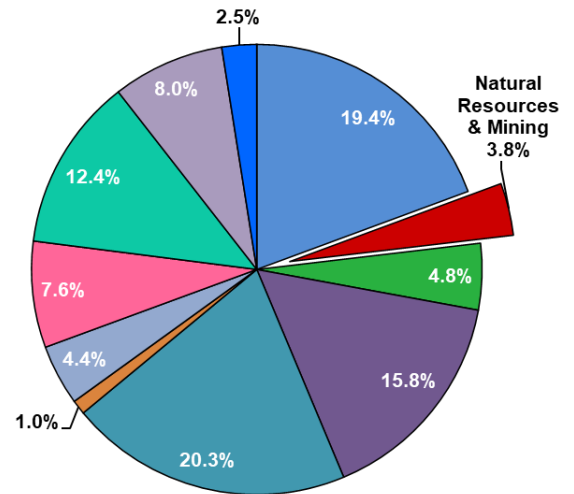
Nonfarm W&S Employment by Major Economic Sector

Phelps County, 2019

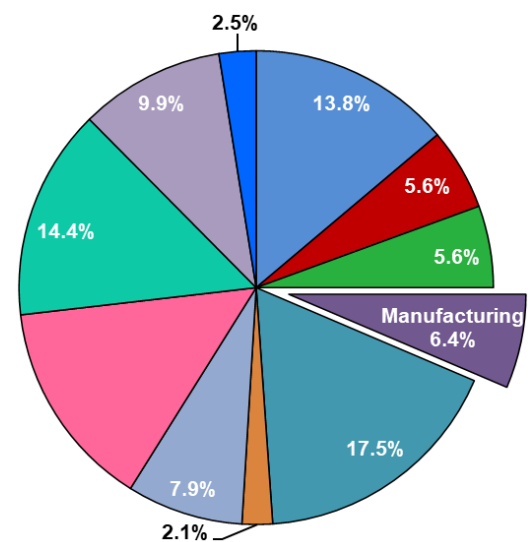


- Government
- Natural Resources and Mining
- Construction
- Manufacturing
- Trade, Transportation, and Utilities
- Information
- Financial Activities
- Professional and Business Services
- Education and Health Services
- Leisure and Hospitality
- Other Services

Non-Metropolitan Nebraska, 2019



Metropolitan Nebraska, 2019



Source: U.S. Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Phelps County for the time period 2009–2019. Labor force data (labor force, unemployment, and total employment) are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was a decrease in the number of Phelps County residents participating in the labor force between 2009 and 2019 (4.7 percent or 243 people).

The number of those unemployed in Phelps County decreased by 29.2 percent (54 people) between 2009 and 2019. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Phelps County unemployment rate was 2.6 percent in 2019; below that for metropolitan Nebraska (3.0 percent), below Nebraska as a whole (3.0 percent), and below non-metropolitan Nebraska (3.1 percent).

TABLE 2
Labor Force & Employment Trends

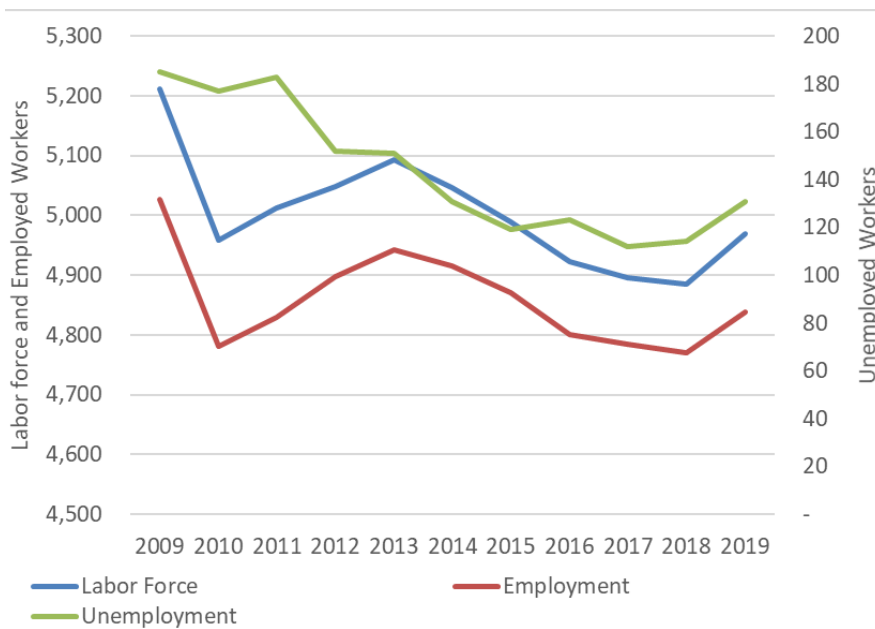
Phelps County, Nebraska · 2009–2019

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change 2009-2019	# Change 2009-2019
Labor Force	5,212	4,958	5,013	5,049	5,093	5,046	4,989	4,923	4,896	4,885	4,969	-4.7	-243
Employment	5,027	4,781	4,830	4,897	4,942	4,915	4,870	4,800	4,784	4,771	4,838	-3.8	-189
Unemployment	185	177	183	152	151	131	119	123	112	114	131	-29.2	-54
Unemployment Rate	3.5	3.6	3.7	3.0	3.0	2.6	2.4	2.5	2.3	2.3	2.6	N/A	N/A

(N/A) - Data not available

CHART 7
Labor Force & Employment Trends

Phelps County, Nebraska · 2009–2019



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2020
The right axis on Chart 7 refers to Unemployed Workers

RESIDENCE AND WORK FLOW PATTERNS

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Holdrege in Phelps County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination Report looks at the area from which a city is pulling employees to fill positions. These data are estimates from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) program. This program uses a variety of statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data. The most current data available for Holdrege are from 2018.

Table 3 (pages 6–7) examines the Work Destination area for Holdrege from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 2,616 city labor force participants holding primary jobs. As Table 3 shows, 98.2 percent of Holdrege’s labor force participants are employed within the state of Nebraska. Approximately 62.8 percent of Holdrege workers remain within Phelps County for employment with 37.2 percent leaving the county borders for work (next page). The top ten incorporated places where Holdrege labor force participants are employed are also shown on the following page.

TABLE 3

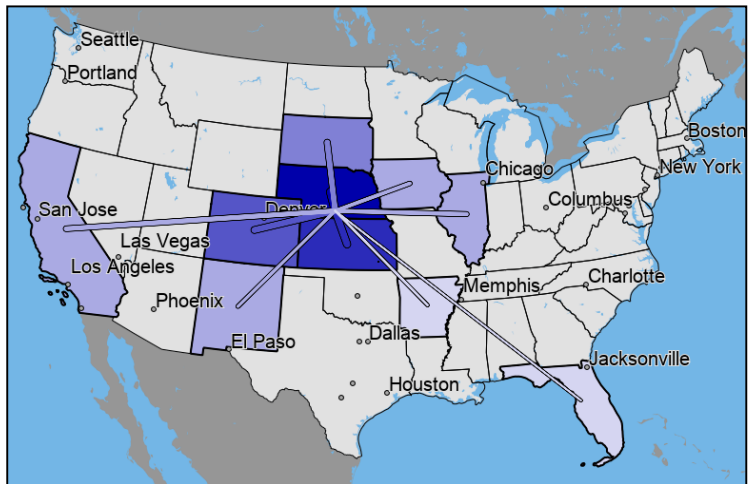
Work Destination Report • 2018

Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	2,616	100.0%

By States

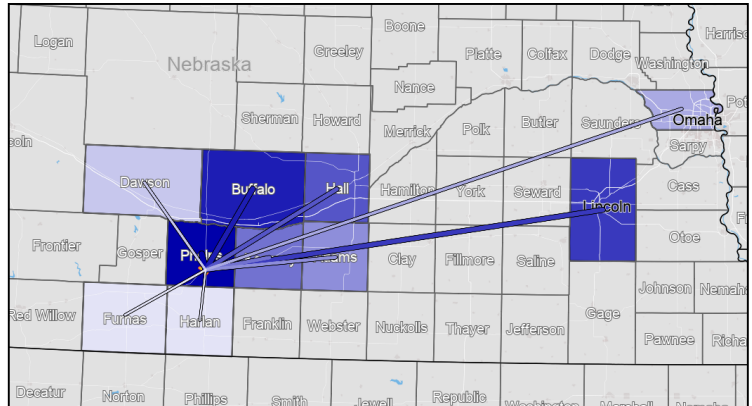
	Count	Share
Nebraska	2,568	98.2%
Kansas	23	0.9%
Colorado	6	0.2%
South Dakota	5	0.2%
California	2	0.1%
Illinois	2	0.1%
Iowa	2	0.1%
New Mexico	2	0.1%
Arkansas	1	0.0%
Florida	1	0.0%
All Other Locations	4	0.2%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, June 2021

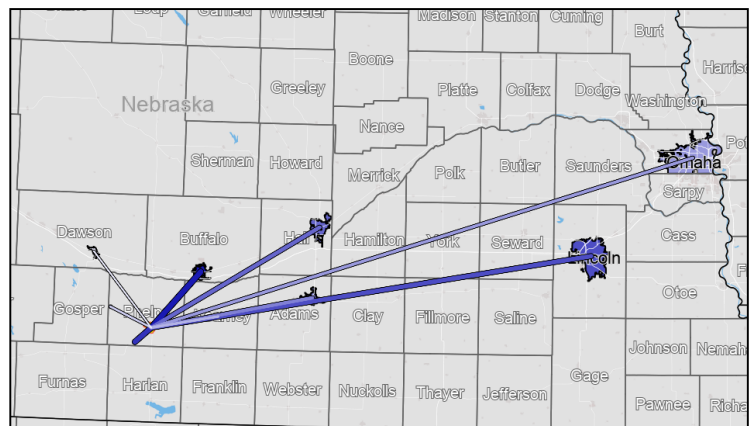
By Counties

	Count	Share
Phelps County, NE	1,644	62.8%
Buffalo County, NE	256	9.8%
Lancaster County, NE	98	3.7%
Hall County, NE	84	3.2%
Kearney County, NE	71	2.7%
Adams County, NE	63	2.4%
Douglas County, NE	59	2.3%
Dawson County, NE	44	1.7%
Furnas County, NE	24	0.9%
Harlan County, NE	24	0.9%
All Other Locations	249	9.5%



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

	Count	Share
Holdrege city, NE	1,198	45.8%
Kearney city, NE	199	7.6%
Atlanta village, NE	151	5.8%
Lincoln city, NE	90	3.4%
Grand Island city, NE	75	2.9%
Hastings city, NE	54	2.1%
Omaha city, NE	52	2.0%
Minden city, NE	44	1.7%
Bertrand village, NE	26	1.0%
Lexington city, NE	13	0.5%
All Other Locations	714	27.3%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, June 2021

People also travel from other locations to work in Holdrege—this is the Home Destination Report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Holdrege. The Census identified 2,716 primary jobs within Holdrege. As Table 4 indicates, 97.1 percent of these jobs are held by Nebraska residents. Approximately 57.0 percent of Holdrege workers live within the Phelps County borders and the top localities show the distribution of employee residents around the area (next page).

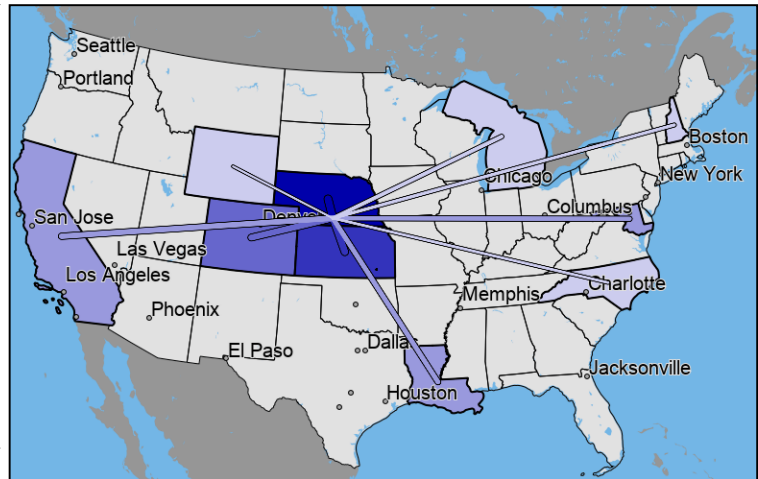
TABLE 4
Home Destination Report • 2018

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	2,716	100.0%

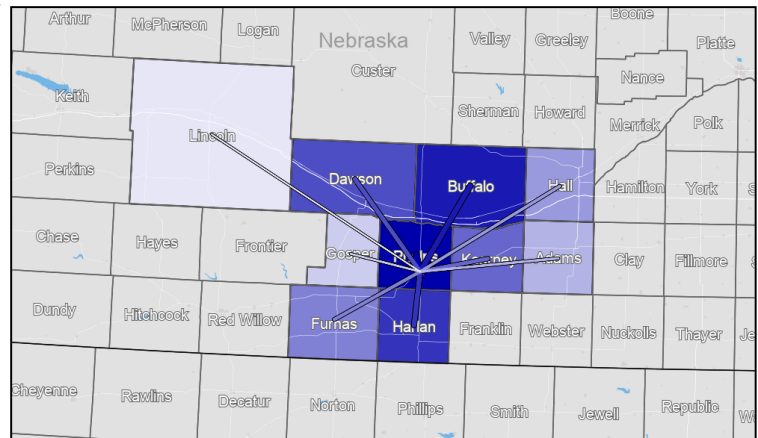
By States

	Count	Share
Nebraska	2,636	97.1%
Kansas	48	1.8%
Colorado	8	0.3%
California	3	0.1%
Louisiana	3	0.1%
Maryland	3	0.1%
Michigan	2	0.1%
New Hampshire	2	0.1%
North Carolina	2	0.1%
Wyoming	2	0.1%
All Other Locations	7	0.3%



By Counties

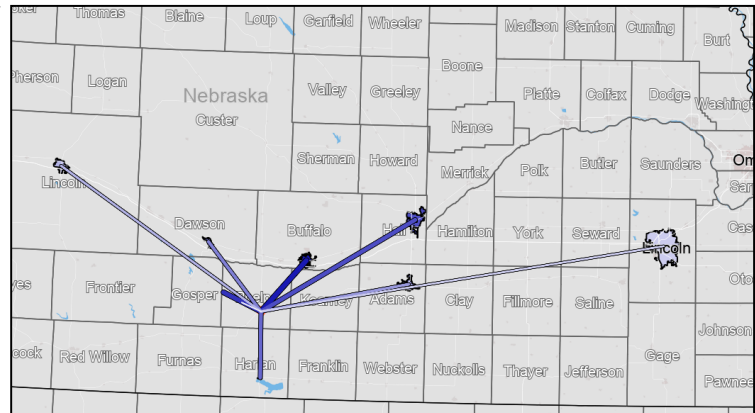
	Count	Share
Phelps County, NE	1,547	57.0%
Buffalo County, NE	200	7.4%
Harlan County, NE	115	4.2%
Dawson County, NE	108	4.0%
Kearney County, NE	90	3.3%
Furnas County, NE	66	2.4%
Hall County, NE	54	2.0%
Adams County, NE	48	1.8%
Gosper County, NE	43	1.6%
Lincoln County, NE	38	1.4%
All Other Locations	407	15.0%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, June 2021

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

	Count	Share
Holdrege city, NE	1,198	44.1%
Kearney city, NE	138	5.1%
Bertrand village, NE	50	1.8%
Grand Island city, NE	43	1.6%
Alma city, NE	41	1.5%
Lexington city, NE	32	1.2%
Hastings city, NE	31	1.1%
North Platte city, NE	28	1.0%
Lincoln city, NE	27	1.0%
Loomis village, NE	26	1.0%
All Other Locations	1,102	40.6%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, June 2021

The next table and charts (Table 5, page 9, Charts 8–18, pages 10–12) show an inflow/outflow report for the Holdrege labor force. The data show labor force and employment size, efficiency and other characteristics. These data were also obtained from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) section and help identify characteristics of labor force movement for Holdrege. More detailed figures can also be found in Tables 6–8 (pages 10–12).

TABLE 5
Inflow/Outflow Report

Holdrege, Primary Jobs

Selection Area Labor Market Size	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,716	100.0%	2,667	100.0%	2,578	100.0%
Living in the Selection Area	2,616	96.3%	2,623	98.4%	2,597	100.7%
Net Job Inflow (+) or Outflow (-)	100	-	44	-	-19	-

In-Area Labor Force Efficiency	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	2,616	100.0%	2,623	100.0%	2,597	100.0%
Living and Employed in the Selection Area	1,198	45.8%	1,178	44.9%	1,210	46.6%
Living in the Selection Area but Employed Outside	1,418	54.2%	1,445	55.1%	1,387	53.4%

In-Area Employment Efficiency	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,716	100.0%	2,667	100.0%	2,578	100.0%
Employed and Living in the Selection Area	1,198	44.1%	1,178	44.2%	1,210	46.9%
Employed in the Selection Area but Living Outside	1,518	55.9%	1,489	55.8%	1,368	53.1%

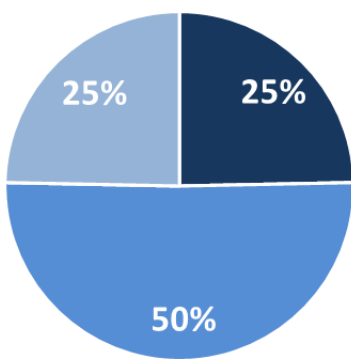
TABLE 6

Worker Outflow by Job Characteristic

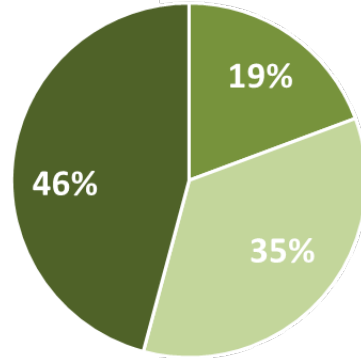
Holdrege

Outflow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,418	100.0%	1,445	100.0%	1,387	100.0%
Workers Aged 29 or younger	350	24.7%	354	24.5%	321	23.1%
Workers Aged 30 to 54	718	50.6%	715	49.5%	711	51.3%
Workers Aged 55 or older	350	24.7%	376	26.0%	355	25.6%
Workers Earning \$1,250 per month or less	274	19.3%	279	19.3%	290	20.9%
Workers Earning \$1,251 to \$3,333 per month	494	34.8%	546	37.8%	558	40.2%
Workers Earning More than \$3,333 per month	650	45.8%	620	42.9%	539	38.9%
Workers in the "Goods Producing" Industry Class	400	28.2%	431	29.8%	393	28.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	366	25.8%	350	24.2%	360	26.0%
Workers in the "All Other Services" Industry Class	652	46.0%	664	46.0%	634	45.7%

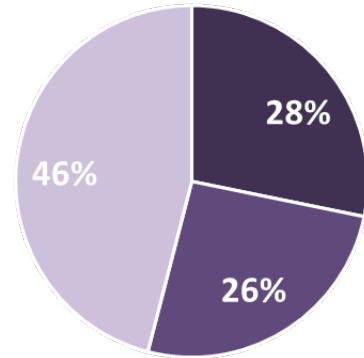
CHART 8, 9 & 10



- Workers Aged 29 or younger
- Workers Aged 30 to 54
- Workers Aged 55 or older



- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transp. & Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

TABLE 7

Worker Inflow by Job Characteristic

Holdrege

Inflow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,518	100.0%	1,489	100.0%	1,368	100.0%
Workers Aged 29 or younger	355	23.4%	345	23.2%	299	21.9%
Workers Aged 30 to 54	737	48.6%	741	49.8%	692	50.6%
Workers Aged 55 or older	426	28.1%	403	27.1%	377	27.6%
Workers Earning \$1,250 per month or less	308	20.3%	325	21.8%	293	21.4%
Workers Earning \$1,251 to \$3,333 per month	544	35.8%	592	39.8%	589	43.1%
Workers Earning More than \$3,333 per month	666	43.9%	572	38.4%	486	35.5%
Workers in the "Goods Producing" Industry Class	184	12.1%	175	11.8%	171	12.5%
Workers in the "Trade, Transportation, and Utilities" Industry Class	445	29.3%	413	27.7%	422	30.8%
Workers in the "All Other Services" Industry Class	889	58.6%	901	60.5%	775	56.7%

CHART 11, 12 & 13

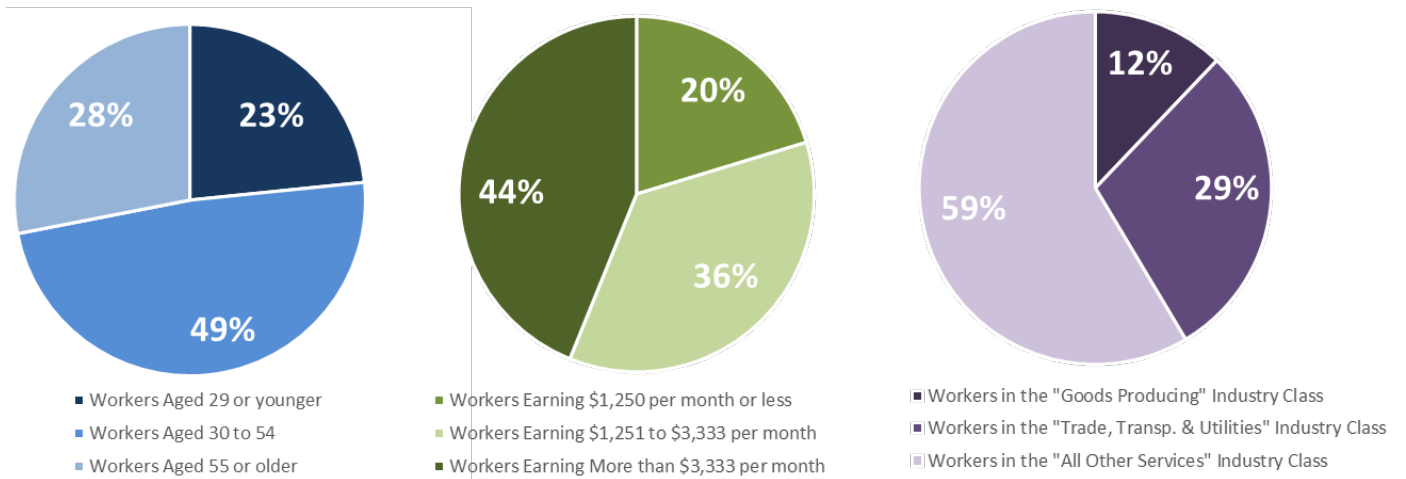


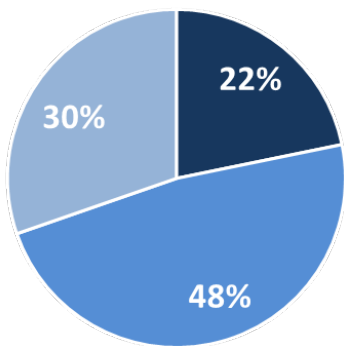
TABLE 8

Worker Interior by Job Characteristic

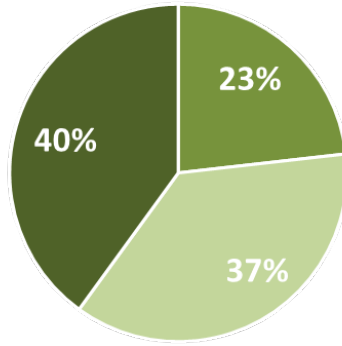
Holdrege

Interior Flow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,198	100.0%	1,178	100.0%	1,210	100.0%
Workers Aged 29 or younger	261	21.8%	272	23.1%	258	21.3%
Workers Aged 30 to 54	574	47.9%	568	48.2%	621	51.3%
Workers Aged 55 or older	363	30.3%	338	28.7%	331	27.4%
Workers Earning \$1,250 per month or less	278	23.2%	294	25.0%	301	24.9%
Workers Earning \$1,251 to \$3,333 per month	441	36.8%	470	39.9%	515	42.6%
Workers Earning More than \$3,333 per month	479	40.0%	414	35.1%	394	32.6%
Workers in the "Goods Producing" Industry Class	123	10.3%	111	9.4%	138	11.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	199	16.6%	233	19.8%	209	17.3%
Workers in the "All Other Services" Industry Class	876	73.1%	834	70.8%	863	71.3%

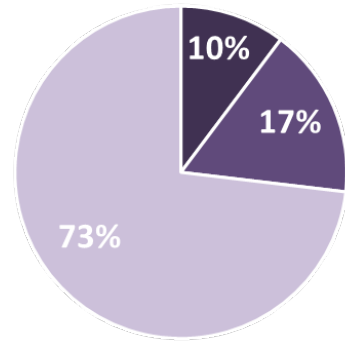
CHART 14, 15 & 16



- Workers Aged 29 or younger
- Workers Aged 30 to 54
- Workers Aged 55 or older



- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transp. & Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

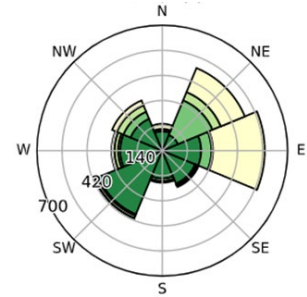
The Distance/Direction Report depicted in Table 9 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Holdrege and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Holdrege is slightly less in 2018 compared to 2017. The distribution of miles traveled to work has also shifted since 2016. Figure 1 shows the location and concentration of these workplaces.

TABLE 9 & FIGURE 1

Distance/Direction Report · Home to Work Census Block

Live within study area – distance to work

Job Counts in Work Blocks	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,616	100.0%	2,623	100.0%	2,597	100.0%
Less than 10 miles	1,587	60.7%	1,592	60.7%	1,633	62.9%
10 to 24 miles	363	13.9%	335	12.8%	307	11.8%
25 to 50 miles	141	5.4%	150	5.7%	170	6.5%
Greater than 50 miles	525	20.1%	546	20.8%	487	18.8%



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, June 2021

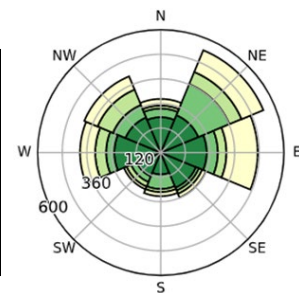
Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Holdrege and the distance to their homes. Looking at Table 10, the number of primary jobs held within Holdrege has increased since 2017 and 2016. The data also show the majority of Holdrege employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

TABLE 10 & FIGURE 2

Distance/Direction Report · Work to Home Census Block

Work within study area – distance to home

Job Counts in Home Blocks	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,716	100.0%	2,667	100.0%	2,578	100.0%
Less than 10 miles	1,426	52.5%	1,448	54.3%	1,426	55.3%
10 to 24 miles	482	17.7%	513	19.2%	468	18.2%
25 to 50 miles	311	11.5%	273	10.2%	251	9.7%
Greater than 50 miles	497	18.3%	433	16.2%	433	16.8%



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, June 2021

POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Phelps County and the surrounding area. As Table 11 indicates, Phelps County’s population experienced an average annual decrease of 0.1 percent between 1970 and 2010 for a total decrease of 3.8 percent or 365 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Phelps County reported an average annual 0.2 percent decrease in population from 2010 to 2019 (154 people total).

TABLE 11

County Population • 1970–2019

Phelps County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2019	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2019
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,934,408	0.5	0.6
Phelps County	9,553	9,769	9,715	9,747	9,188	9,034	-0.1	-0.2
Kearney County	6,707	7,053	6,629	6,882	6,489	6,495	-0.1	0.0
Franklin County	4,566	4,377	3,938	3,574	3,225	2,979	-0.9	-0.9
Harlan County	4,357	4,292	3,810	3,786	3,423	3,380	-0.6	-0.1
Furnas County	6,897	6,486	5,553	5,324	4,959	4,676	-0.8	-0.7
Gosper County	2,178	2,140	1,928	2,143	2,044	1,990	-0.2	-0.3
Dawson County	19,771	22,304	19,940	24,365	24,326	23,595	0.5	-0.3
Buffalo County	31,222	34,797	37,447	42,259	46,102	49,659	1.0	0.8

Table 12 data reveals the population of Phelps County’s incorporated places as a whole experienced an average annual population increase of less than 0.1 percent from 1970 to 2010 and an average annual decrease of 0.2 percent from 2010 to 2019 for a total decrease of 0.8 percent (56 people) from 1970 to 2019. Holdrege, the county’s largest city, reported a 4.0 percent decrease in population (227 people) between 1970 and 2019. The unincorporated areas outside of the selected communities experienced a 17.2 percent decrease (463 people) during the period 1970–2019.

TABLE 12

Population • 1970–2019

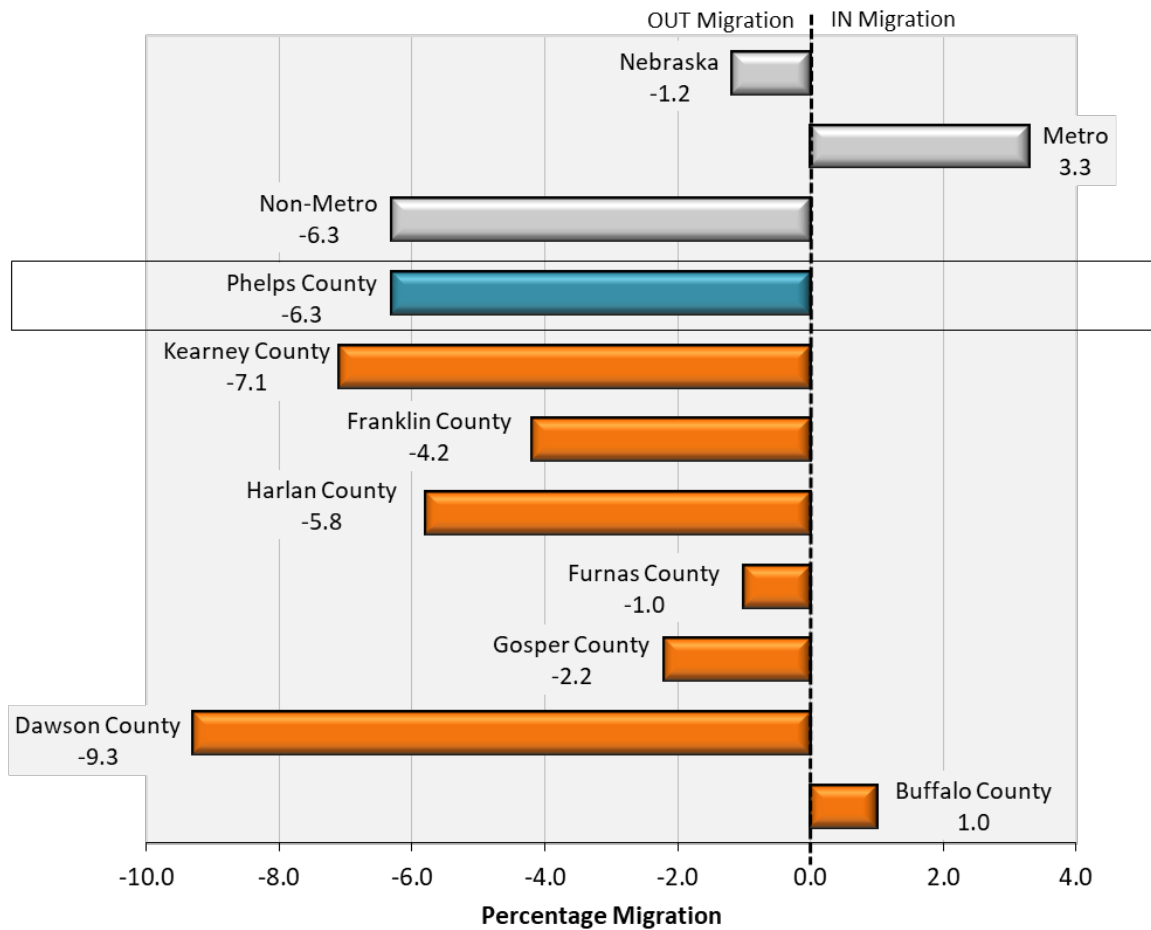
Phelps County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2019	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2019
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,934,408	0.5	0.6
Phelps County	9,553	9,769	9,715	9,747	9,188	9,034	-0.1	-0.2
Atlanta	101	102	114	130	131	132	0.7	0.1
Bertrand	662	775	708	786	750	709	0.3	-0.6
Funk	143	189	198	204	194	183	0.8	-0.6
Holdrege	5,635	5,624	5,637	5,636	5,495	5,408	-0.1	-0.2
Loomis	323	447	376	397	382	376	0.4	-0.2
Total Incorporated Places	6,864	7,137	7,033	7,153	6,952	6,808	0.0	-0.2
Unincorporated Areas	2,689	2,632	2,682	2,594	2,236	2,226	-0.5	0.0

Source: U.S. Bureau of the Census, Census of Population, May 2020

The next two charts (Chart 17 and 18, next page) graphically depict the migration patterns for Nebraska, Phelps County, and the surrounding area as a percentage of the previous decade. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). For the 2000–2010 decade, Phelps County experienced a net out-migration of 611 people or 6.3 percent of its 2000 population.

CHART 17
Net Migration as Percent of 2000 Population • 2000–2010
 Phelps County and the Surrounding Area



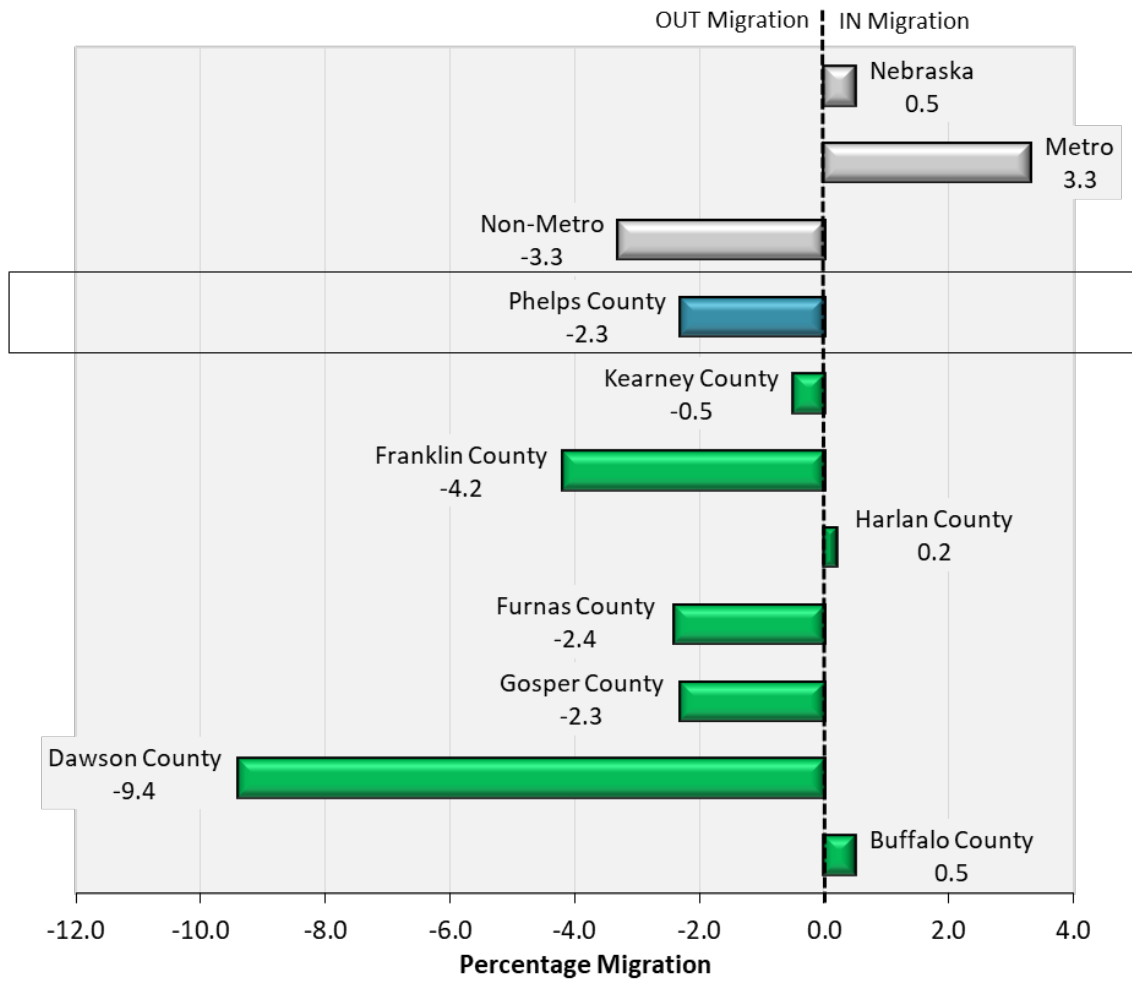
Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2019 (Chart 18), Phelps County experienced a net out-migration of 208 people or 2.3 percent of its 2010 population.

CHART 18

Net Migration as Percent of 2010 Population • 2010–2019

Phelps County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2020

The next table and chart (Tables 13 and Chart 19, next page) provide detail on migration patterns. Data reported in these tables are 2015–2019, five-year estimates, which are the latest multiyear estimates available. Multiyear estimates from the American Community Survey are “period” estimates that represent data collected over a period of time (as opposed to “point-in-time” estimates, such as the decennial census, that approximate the characteristics of an area on a specific date). Migration patterns are influenced by employment opportunities, cost-of-living and quality-of-life.

Table 13 data show the current population one-year or older is 316 less than the number of people living in Phelps County one-year ago. This indicates Phelps County experienced a net decrease in its population age one and older and in-migration was less than out-migration plus the number of deaths.

TABLE 13
5-Year Estimate Population Change
Due to Migration and Mortality · 2015–2019

Phelps County, Nebraska

Current population one-year or older	9,010
Number of people living in the area one-year ago	9,326
Population change due to migration and mortality	-316

Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States*; accessed April 2021

The 2015–2019, five-year estimates in Chart 19 reveal a net loss of 217 people from other Nebraska counties and a net loss of 115 people from other states for a total net loss of 332 people one-year or older. As shown in Chart 19, a net gain occurred in the age group Age 65 and over (gain of 34), and net losses in age groups Age 1 to 17 (loss of 120), Age 18 to 24 (loss of 64), Age 25 to 44 (loss of 153) and Age 45 to 64 (loss of 29).

Chart 19 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was a gain in residents with a HS diploma or less (gain of 35) and graduate or professional degree (gain of 11) and a loss of residents with a bachelor's degree, associate's degree, or some college (loss of 194).

CHART 19
Population Change Due to Migration and Mortality
Five-Year Estimate • 2015–2019

Phelps County and Nebraska

-- Part A: By Age Group --							
Age Group	Moved to Different Nebraska County	Moved From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	110	10	-100	46	26	-20	-120
Age 18 to 24	170	125	-45	43	24	-19	-64
Age 25 to 44	206	100	-106	87	40	-47	-153
Age 45 to 64	71	80	9	86	48	-38	-29
Age 65 and over	16	41	25	0	9	9	34
Total	573	356	-217	262	147	-115	-332
-- Part B: By Educational Attainment --							
Educational Attainment	Moved to Different Nebraska County	Moved From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	70	66	-4	28	67	39	35
Bachelor's or some college	206	127	-79	145	30	-115	-194
Grad. or Prof. degree	17	28	11	0	0	0	11
Total	293	221	-72	173	97	-76	-148

Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States; Geographical Mobility In The Past Year By Educational Attainment For Current Residence In The United States & Geographical Mobility In The Past Year By Educational Attainment For Residence 1 Year Ago In The United States*; accessed April 2021

The following chart and table (Chart 20; Table 14) compare the U.S. Census Bureau’s age distribution of population for Nebraska as a whole and Phelps County. The population of Phelps County is significantly older in age than Nebraska as a whole. The median age for Phelps County residents in 2019 was 41.5 years of age compared to 36.8 years of age for residents of Nebraska as a whole.

CHART 20
Age Distribution of the Population • 2019
 Phelps County and Nebraska

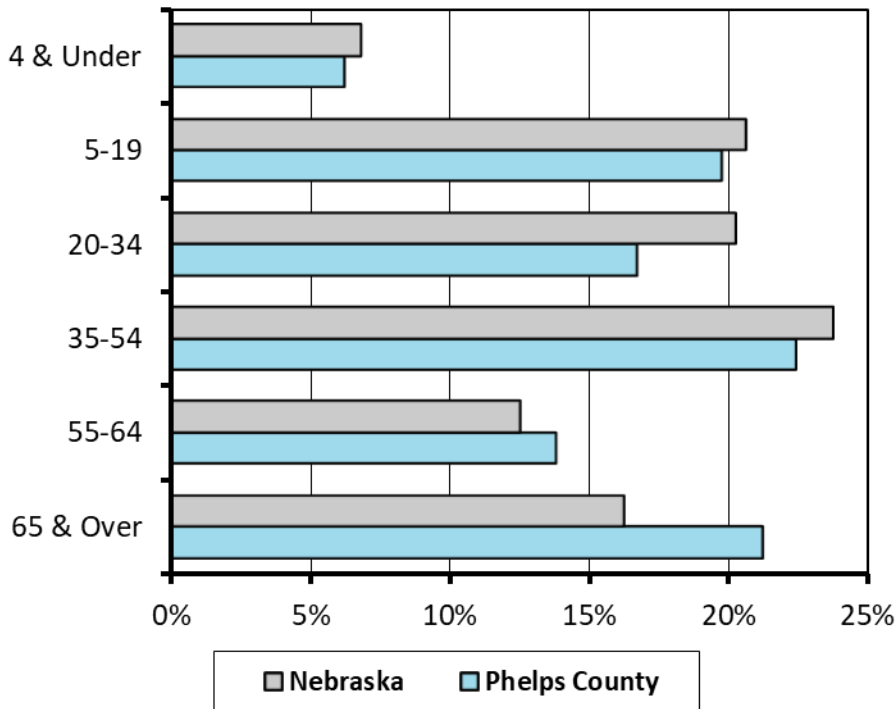


TABLE 14

	2018 Population		Percent	
	Nebraska	Phelps County	Nebraska	Phelps County
4 & Under	130,880	561	6.8%	6.2%
5-19	398,941	1,782	20.6%	19.7%
20-34	390,889	1,509	20.2%	16.7%
35-54	458,947	2,024	23.7%	22.4%
55-64	242,293	1,245	12.5%	13.8%
65 & Over	312,458	1,913	16.2%	21.2%
Total	1,934,408	9,034	100%	100%
Median Age	36.8	41.5		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," March 2021

Table 15 shows additional median ages as estimated by the American Community Survey for communities within Phelps County and the surrounding counties both as a total and by gender. These are five-year estimates and differ from the U.S. Census Bureau’s single year distributions. Chart 21 graphically depicts the median age distribution for the study area.

TABLE 15

Median Age by Location and Gender • 2019

Phelps County and the Surrounding Area

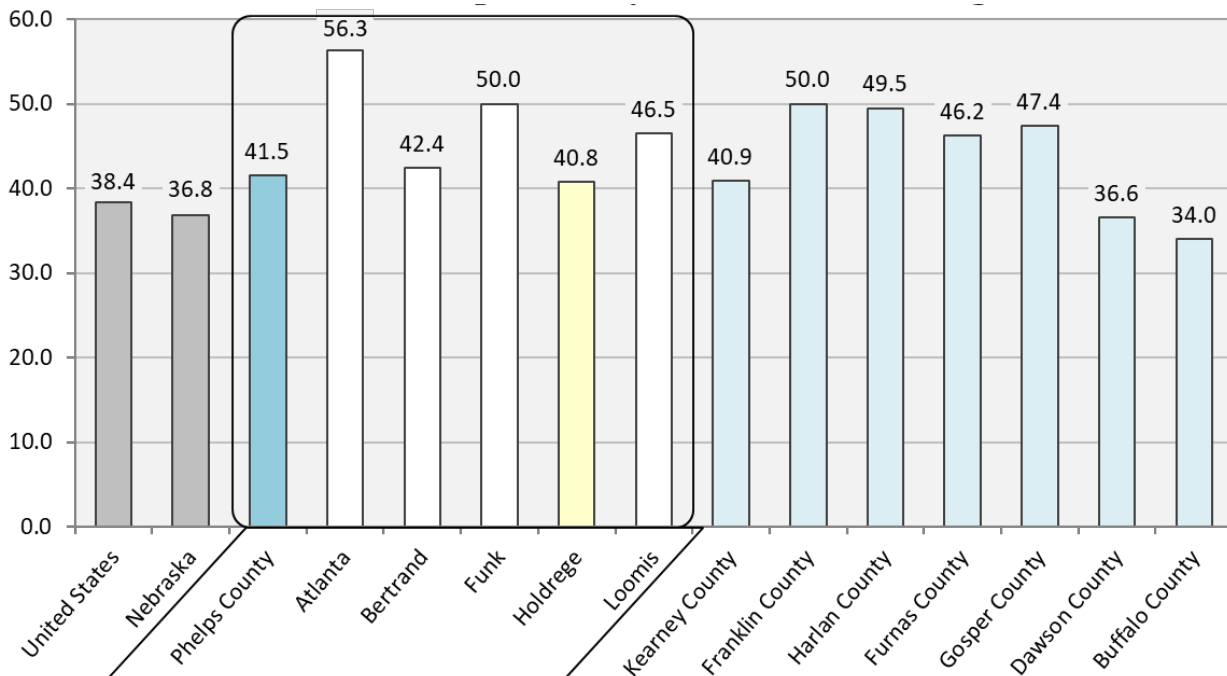
	Median Age		
	Total	Male	Female
United States	38.4	37.2	39.7
Nebraska	36.8	35.8	37.8
Phelps County	41.5	39.2	43.8
Atlanta	56.3	57.7	49.7
Bertrand	42.4	35.3	48.1
Funk	50.0	39.5	52.7
Holdrege	40.8	39.3	44.9
Loomis	46.5	48.3	44.5

Kearney County	40.9	40.3	41.5
Franklin County	50.0	49.7	50.3
Harlan County	49.5	48.4	50.5
Furnas County	46.2	44.7	47.5
Gosper County	47.4	45.9	48.8
Dawson County	36.6	35.9	37.3
Buffalo County	34.0	33.0	35.0

CHART 21

Median Age by Location • 2019

Phelps County and the Surrounding Area



Source: U.S. Census Bureau, 2015-2019 American Community Survey, March 2021

RETAIL SALES

Table 16 and Chart 22 show the retail sales (non-motor vehicle) pull factors for Phelps County and the surrounding area for 2019. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

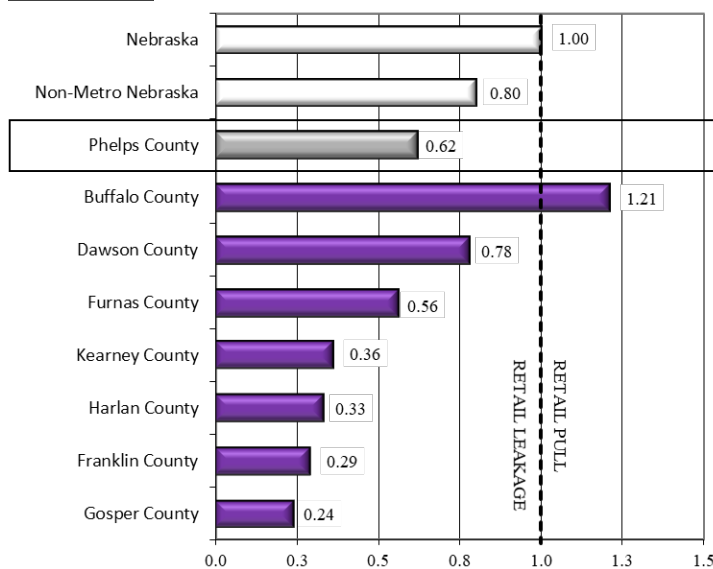
TABLE 16

Retail Sales Non-Motor Vehicles Pull Factors · 2019

Nebraska, Phelps County and Surrounding Counties

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Phelps County	9,034	73,707	8,159	0.62
Kearney County	6,495	30,944	4,764	0.36
Franklin County	2,979	11,179	3,753	0.29
Harlan County	3,380	14,601	4,320	0.33
Furnas County	4,676	34,533	7,385	0.56
Gosper County	1,990	6,318	3,175	0.24
Dawson County	23,595	239,685	10,158	0.78
Buffalo County	49,659	787,154	15,851	1.21

CHART 22



Reviewing the pull factors at the county level indicates Phelps County experiences net retail leakages. The 2019 pull factor of 0.62 indicates, on a per capita basis, retail sales in Phelps County are considerably below the state's average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Phelps County (0.62) with the pull factor for the non-metropolitan area of Nebraska (0.80) indicates per capita retail sales in Phelps County are 21.6 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2019

Table 17 and Chart 23 compare the 2019 pull factors for selected area communities. The community of Holdrege’s pull factor of 0.96 indicates that, on a per capita basis, non-motor vehicle retail sales in Holdrege are approximately 4.0 percent less than the state’s average per capita sales.

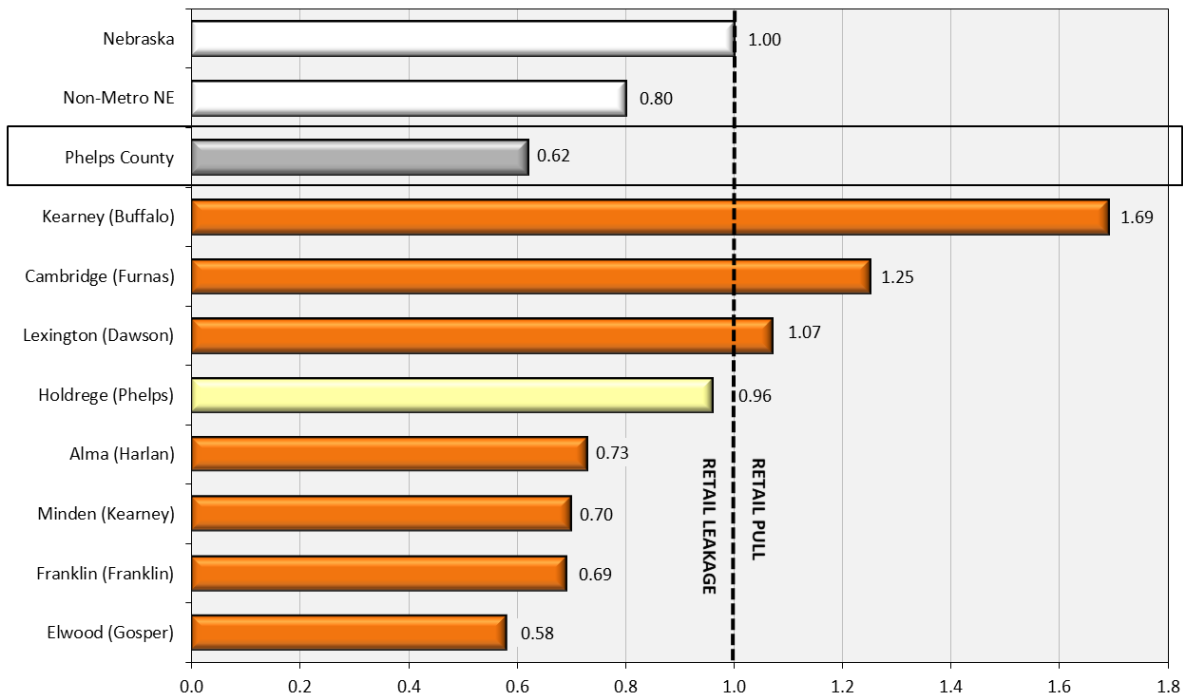
TABLE 17

Retail Sales Non-Motor Vehicles Pull Factors · 2019

Nebraska and Selected Study Area Cities

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Phelps County	9,034	73,707	8,159	0.62
Holdrege (Phelps)	5,408	68,117	12,596	0.96
Minden (Kearney)	2,950	27,047	9,168	0.70
Franklin (Franklin)	910	8,167	8,975	0.69
Alma (Harlan)	1,141	10,823	9,486	0.73
Cambridge (Furnas)	1,002	16,404	16,371	1.25
Elwood (Gosper)	683	5,166	7,563	0.58
Lexington (Dawson)	10,115	142,117	14,050	1.07
Kearney (Buffalo)	33,867	746,831	22,052	1.69

CHART 23



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2019

Table 18 (sorted by population) and Chart 24 (sorted by pull factor) further breakdown the 2019 pull factors into the communities reporting retail sales figures within Phelps County. As this table indicates, the community of Holdrege had the strongest pull factor (0.96) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.62 for Phelps County in 2019.

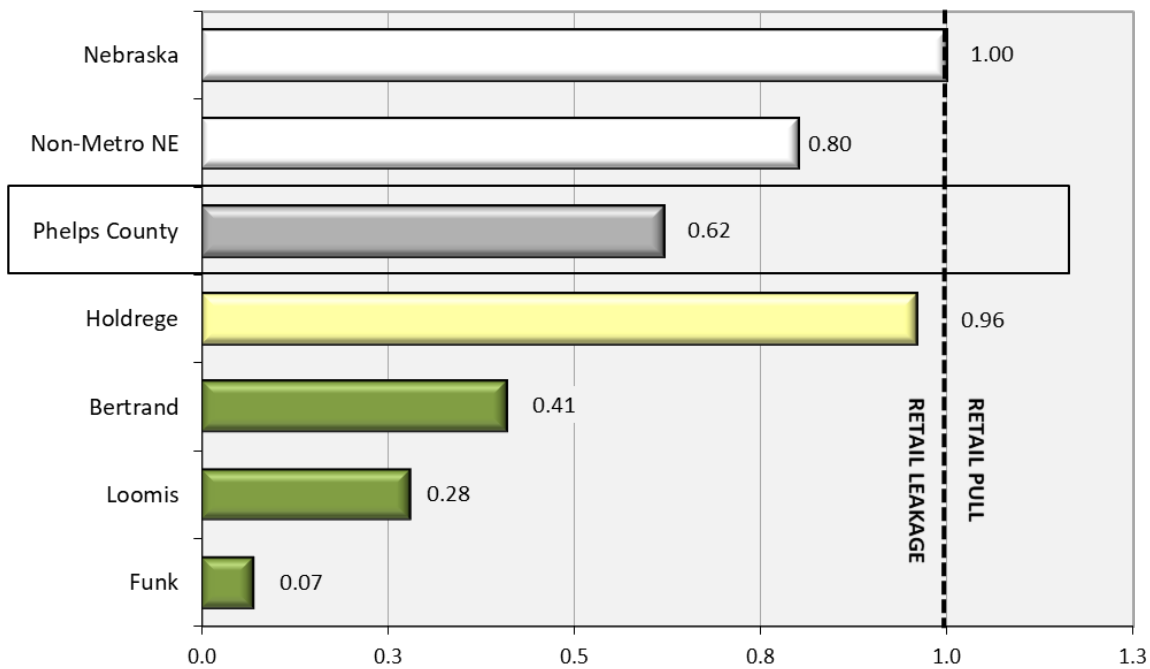
TABLE 18

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska and Available Phelps County Communities

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Phelps County	9,034	73,707	8,159	0.62
Holdrege	5,408	68,117	12,596	0.96
Bertrand	709	3,782	5,334	0.41
Loomis	376	1,378	3,664	0.28
Funk	183	158	862	0.07

CHART 24



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

Table 19 (sorted by population) and Chart 25 (sorted by pull factor) show the 2019 pull factors for Nebraska, Holdrege, and eight other similarly sized communities selected from around the state. Gretna’s pull factor of 4.74 leads the group for 2019 thus indicating Gretna has greater retail pull.

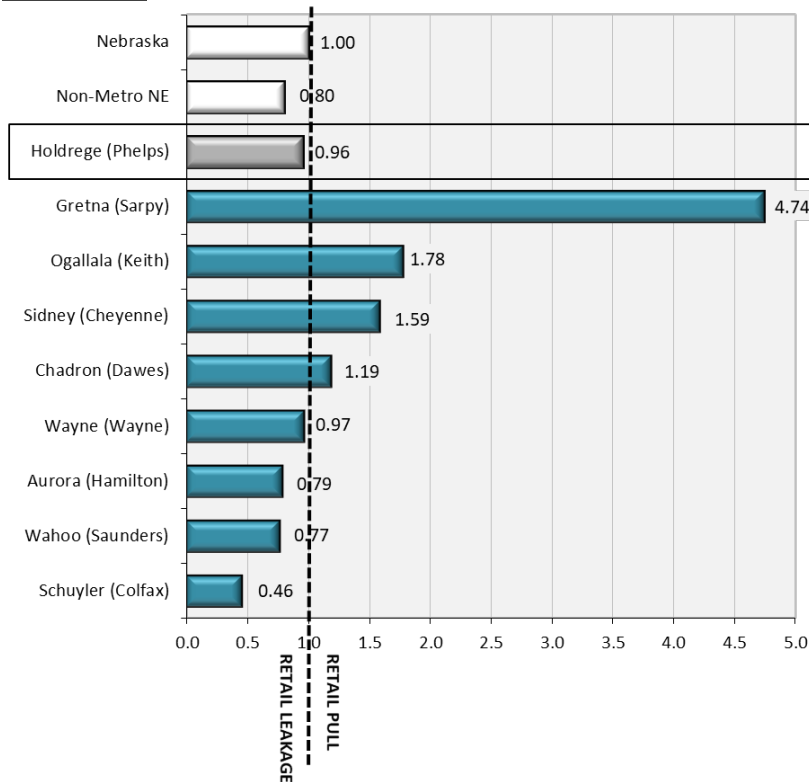
TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors · 2019

Holdrege & Other Similarly Sized Nebraska Communities

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Holdrege (Phelps)	5,408	68,117	12,596	0.96
Ogallala (Keith)	4,497	104,444	23,225	1.78
Aurora (Hamilton)	4,547	46,789	10,290	0.79
Wahoo (Saunders)	4,548	45,592	10,025	0.77
Gretna (Sarpy)	5,058	313,489	61,979	4.74
Chadron (Dawes)	5,412	84,500	15,613	1.19
Wayne (Wayne)	5,660	71,965	12,715	0.97
Sidney (Cheyenne)	6,115	126,798	20,736	1.59
Schuyler (Colfax)	6,303	37,592	5,964	0.46

CHART 25

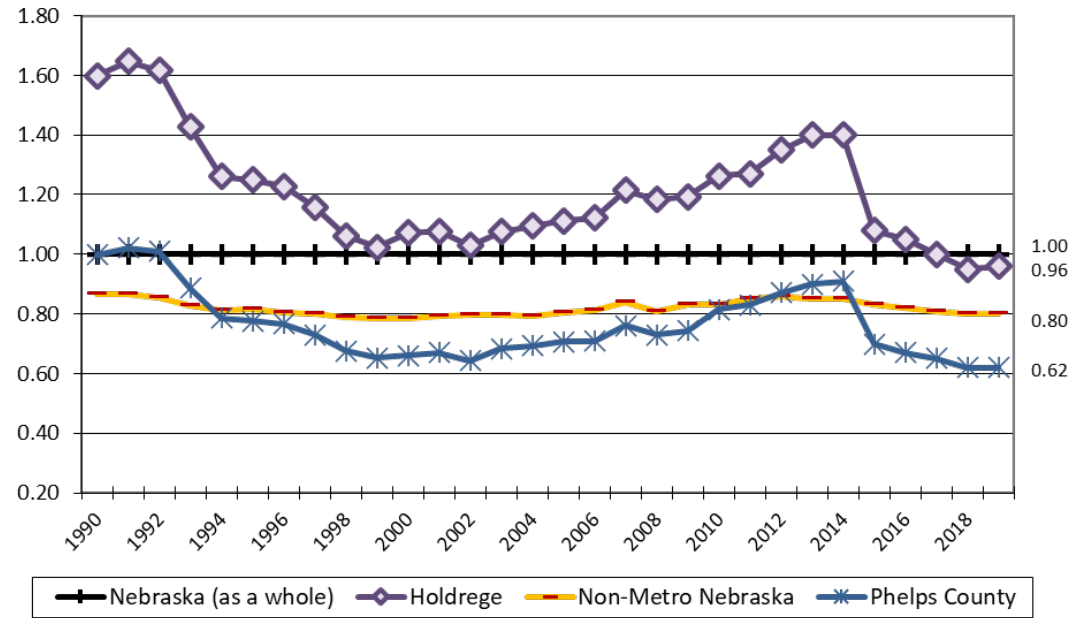


Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

Chart 26 illustrates the pull factor trend for Holdrege, Phelps County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2019. In examining the timeline, the city of Holdrege shows retail pull fluctuating well above the state average throughout most of study period although ending just below the state (as a whole). Data within Phelps County (as a whole) shows the pull factor somewhat similar to the non-metropolitan county average and throughout the time period.

CHART 26
Pull Factors • 1990–2019

Holdrege, Phelps County, Non-Metro & Nebraska (as a whole)



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

PER CAPITA PERSONAL INCOME

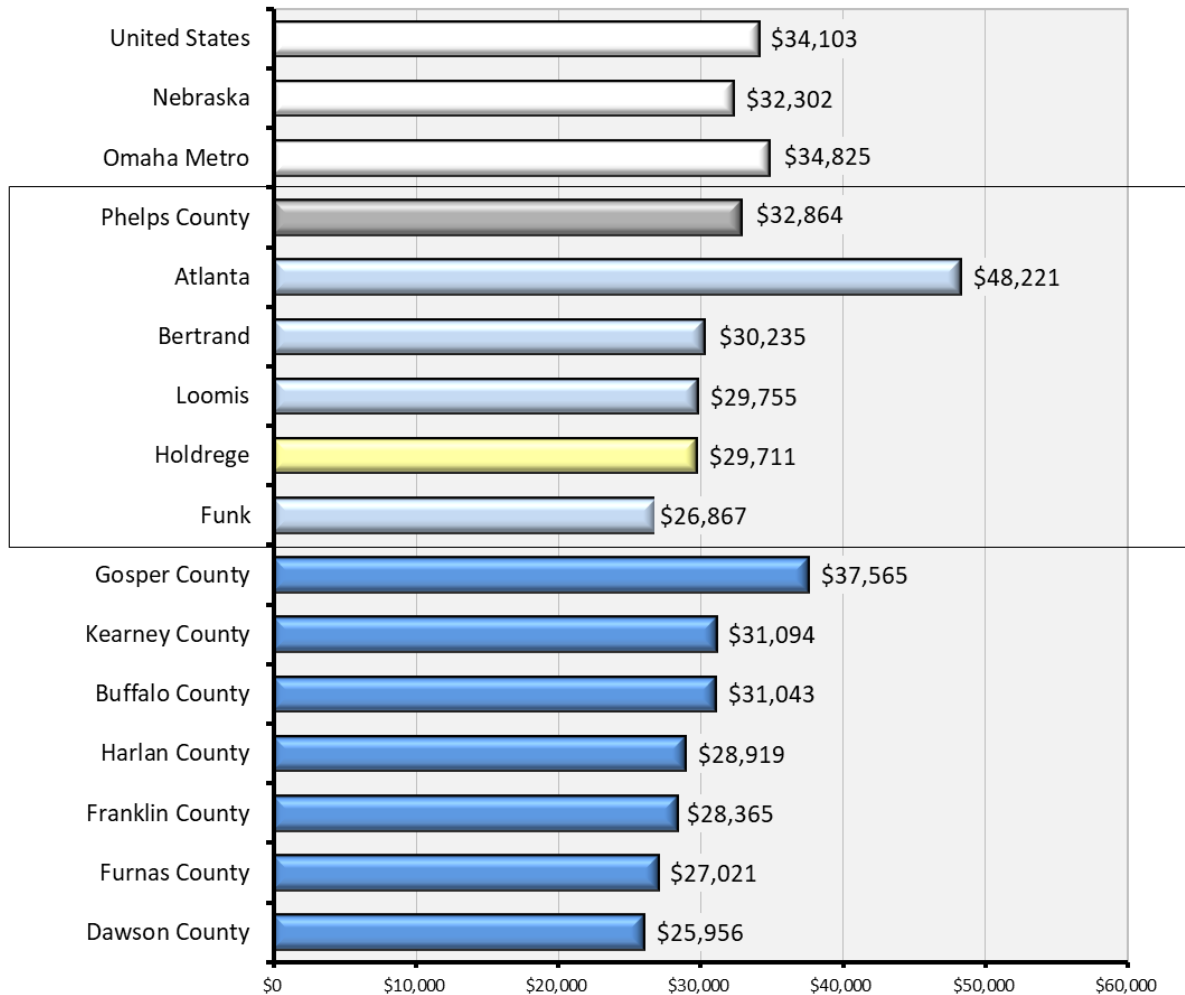
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2015–2019, five-year estimates show per capita personal income for Phelps County is estimated to be \$32,864 compared to \$32,302 for Nebraska as a whole.

CHART 27

Per Capita Personal Income • 2015–2019

Nebraska, Phelps County & Surrounding Counties



Source: U.S. Census Bureau 2015–2019 American Community Survey, accessed March 2021.

MEDIAN HOUSEHOLD INCOME

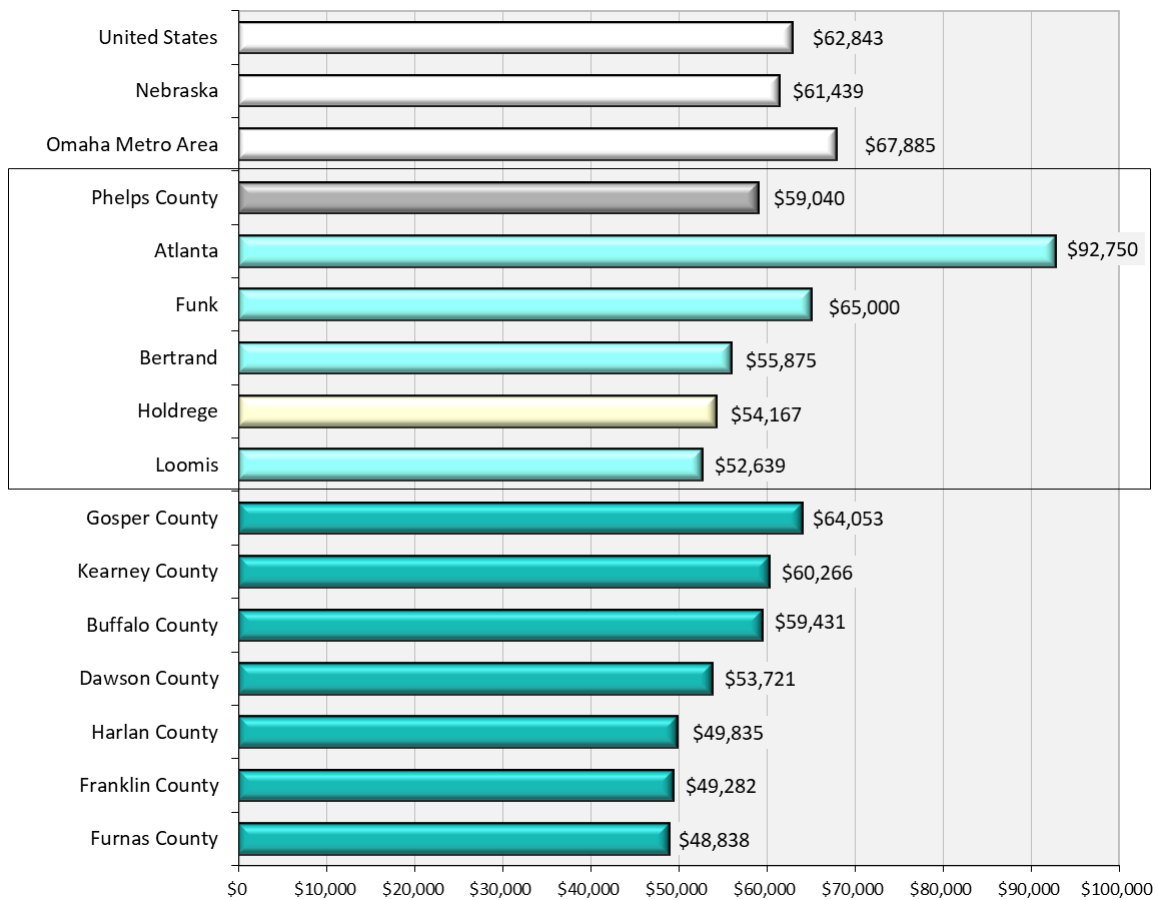
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single person.

The 2015–2019, five-year estimates show median household income for Phelps County is estimated to be \$59,040 compared to \$61,439 for Nebraska as a whole.

CHART 28

Median Household Income • 2015–2019

Nebraska, Phelps County & Surrounding Counties



Source: U.S. Census Bureau 2015–2019 American Community Survey, accessed March 2021