

**FEBRUARY 2021 STUDY**

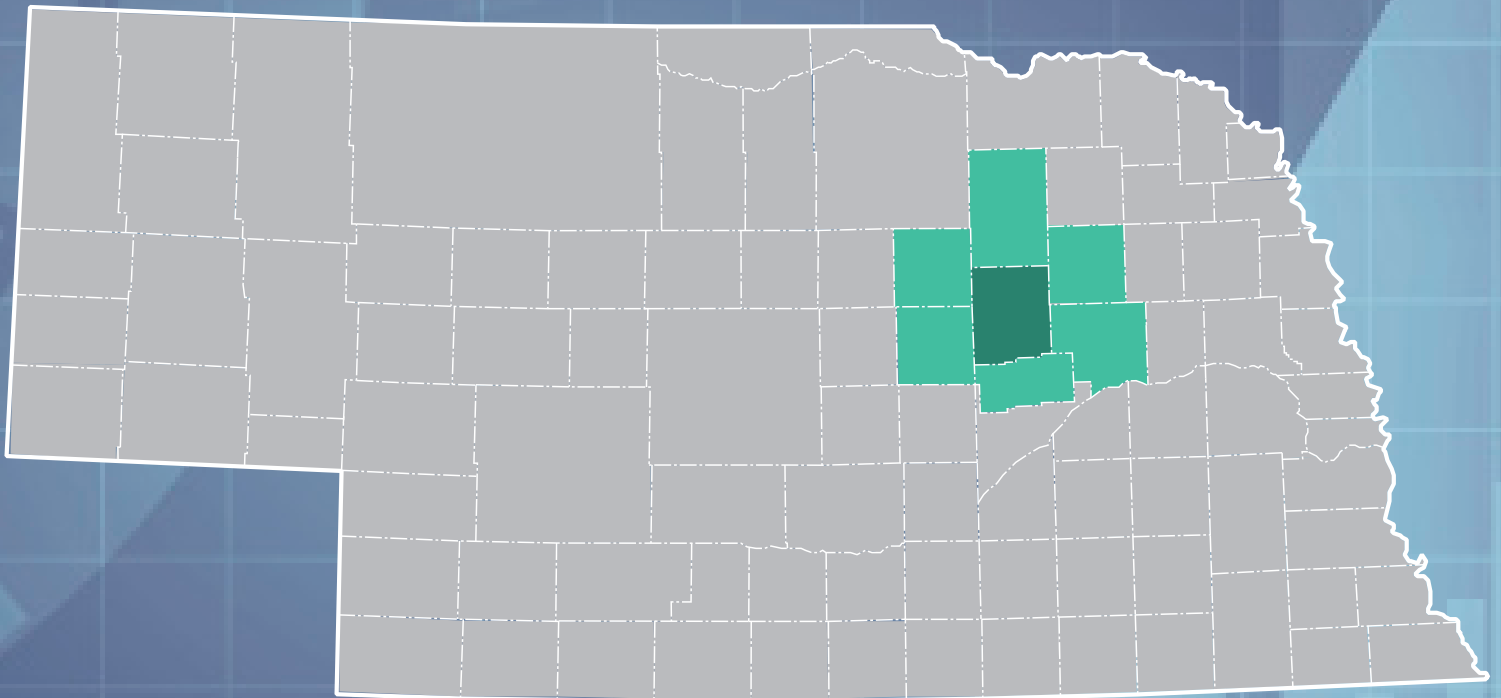


**Nebraska Public Power District**

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# ECONOMIC AND DEMOGRAPHIC TRENDS

Boone County and the Surrounding Area



**Prepared by:  
Melissa Trueblood, PhD**

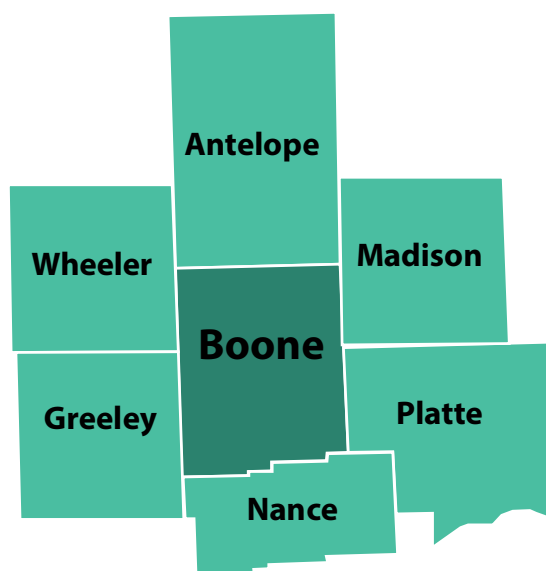
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## ECONOMIC AND DEMOGRAPHIC TRENDS IN

# Boone County

## AND THE SURROUNDING AREA



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Boone 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 Boone County, other counties included in this area are Antelope, Greeley, Madison, Nance, Platte and Wheeler. The retail sales section also compares retail growth between Albion 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 Boone 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 Boone County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Boone County increased 8.6 percent (189 jobs) between 2009 and 2019.

Table 1 and Chart 1 also provide employment data for Boone County by major economic sector for years 2009–2019. The Construction sector recorded the largest percentage increase in employment between 2009 and 2019 (136.4 percent or 45 jobs). The Natural Resources & Mining sector recorded the largest actual employment increase between 2009 and 2019 (81 jobs or 28.3 percent).

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

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change 2009-2019	# Change 2009-2019
<b>Nonfarm W&amp;S Employment</b>	<b>2,193</b>	<b>2,222</b>	<b>2,276</b>	<b>2,317</b>	<b>2,343</b>	<b>2,354</b>	<b>2,373</b>	<b>2,371</b>	<b>2,314</b>	<b>2,373</b>	<b>2,382</b>	<b>8.6</b>	<b>189</b>
<b>Total Private Industries</b>	<b>1,567</b>	<b>1,585</b>	<b>1,632</b>	<b>1,672</b>	<b>1,678</b>	<b>1,698</b>	<b>1,700</b>	<b>1,698</b>	<b>1,645</b>	<b>1,694</b>	<b>1,688</b>	<b>7.7</b>	<b>121</b>
<b>Goods Producing</b>	<b>469</b>	<b>469</b>	<b>483</b>	<b>517</b>	<b>542</b>	<b>551</b>	<b>543</b>	<b>576</b>	<b>586</b>	<b>574</b>	<b>600</b>	<b>27.9</b>	<b>131</b>
Natural Resources & Mining	286	281	291	309	318	306	315	323	334	366	367	28.3	81
Construction	33	36	55	58	50	52	76	73	76	75	78	136.4	45
Manufacturing	151	166	172	175	183	185	185	191	164	164	156	3.3	5
<b>Service Providing</b>	<b>1,098</b>	<b>1,102</b>	<b>1,115</b>	<b>1,130</b>	<b>1,127</b>	<b>1,155</b>	<b>1,124</b>	<b>1,112</b>	<b>1,071</b>	<b>1,090</b>	<b>1,088</b>	<b>-0.9</b>	<b>-10</b>
Trade, Transportation & Utilities	565	568	588	581	569	583	555	572	535	544	525	-7.1	-40
Information	13	12	11	10	10	11	11	9	9	9	12	-7.7	-1
Financial Activities	89	87	88	87	92	87	88	94	101	107	116	30.3	27
Professional & Business Services	32	30	32	33	37	39	36	40	36	37	36	12.5	4
Education & Health Services	227	232	247	257	271	283	295	244	246	238	244	7.5	17
Leisure & Hospitality	144	143	114	112	108	116	106	118	112	128	130	-9.7	-14
Other Services, except Public	29	31	36	51	40	37	34	36	33	29	24	-17.2	-5
<b>Government</b>	<b>626</b>	<b>637</b>	<b>644</b>	<b>645</b>	<b>665</b>	<b>656</b>	<b>673</b>	<b>673</b>	<b>669</b>	<b>679</b>	<b>694</b>	<b>10.9</b>	<b>68</b>
Federal	34	37	35	32	29	30	29	27	30	29	28	-17.6	-6
State	18	16	13	13	14	9	10	9	8	9	10	-44.4	-8
Local	575	584	596	600	622	616	634	636	630	641	656	14.1	81

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2020  
Labor Force & Work Summary, 2009–2019, Annual, Boone County, Nebraska (March 2020 data)

Estimates provided by Melissa Trueblood, Economist, Nebraska Public Power District

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

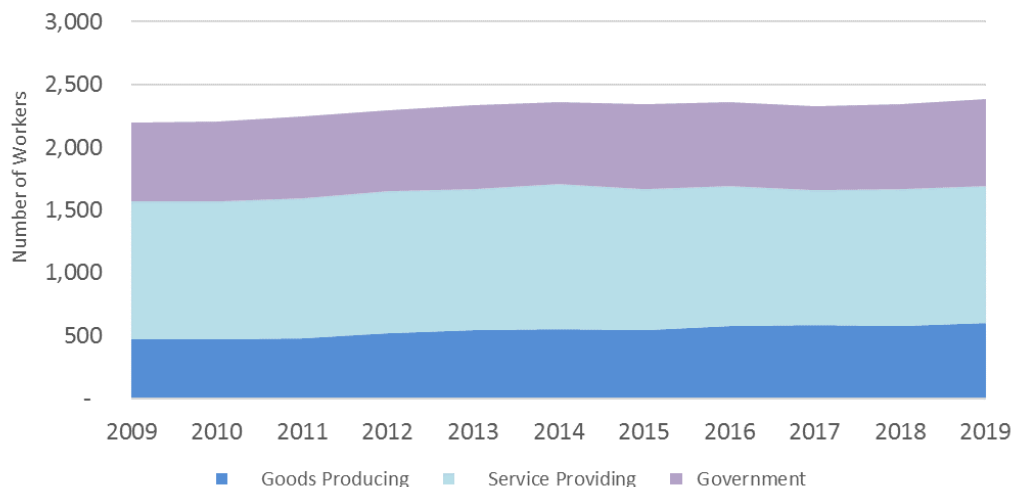


Chart 2 compares total nonfarm wage and salary employment growth in Boone County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2009–2019. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster,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

As this chart indicates, total nonfarm wage and salary employment in Boone County increased 8.6 percent (189 jobs) from 2009 to 2019, compared to a 9.0 percent increase for Nebraska as a whole, a 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

Boone County, Nebraska, Metro and Non-Metro Nebraska

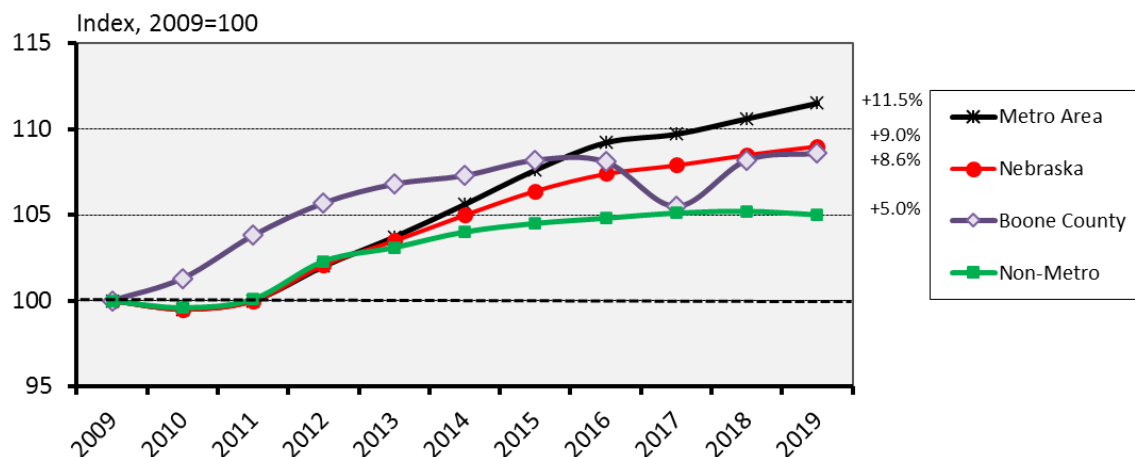
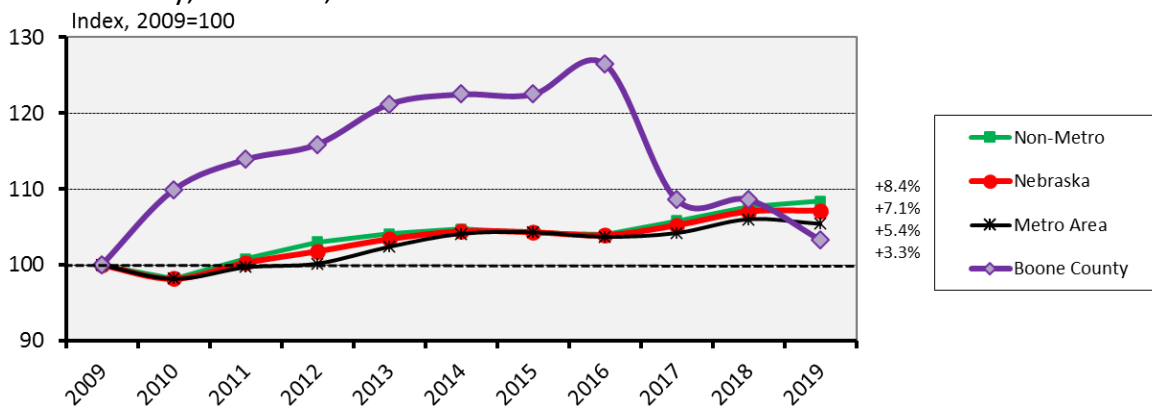


Chart 3 presents data on manufacturing wage and salary employment growth for Boone County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Boone County recorded a 3.3 percent increase in employment (5 jobs) between 2009 and 2019. This compares to a 8.4 percent increase in employment for non-metropolitan Nebraska; a 7.1 percent increase for Nebraska as a whole; and a 5.4 percent increase for metropolitan Nebraska over the same period.

## CHART 3

### Manufacturing W&S Employment • 2009–2019

Boone County, Nebraska, Metro and Non-Metro Nebraska



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

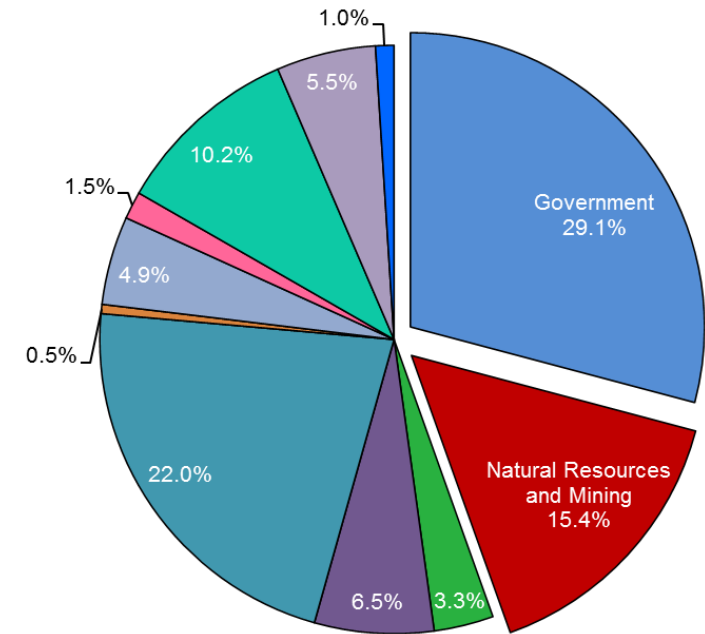
The next series of pie charts (Charts 4, 5 and 6) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Boone County compared to the non-metropolitan and metropolitan distributions.

When comparing the Boone County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Natural Resources and Mining sector which makes up 15.6 percent of the county workforce (367 employees) compared to 3.8 percent for non-metropolitan Nebraska; a difference of 11.8 percent. Comparing Boone County to the overall metropolitan distribution, the largest deviation is found in the Government sector (29.1 percent Boone County vs. 13.8 percent metropolitan Nebraska; a difference of 15.3 percent).

**CHART 4, 5 & 6**

### Nonfarm W&S Employment by Major Economic Sector

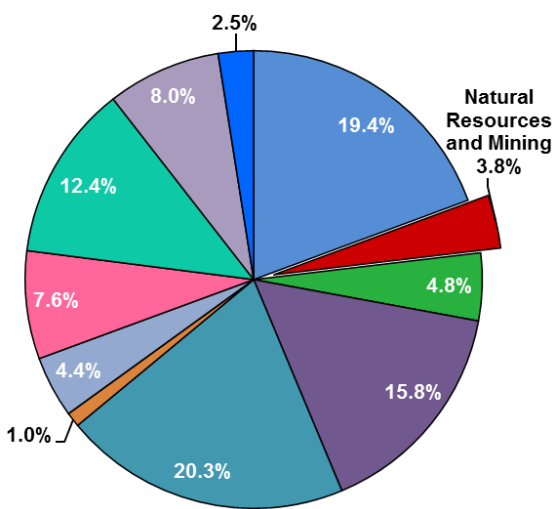
Boone County, 2019



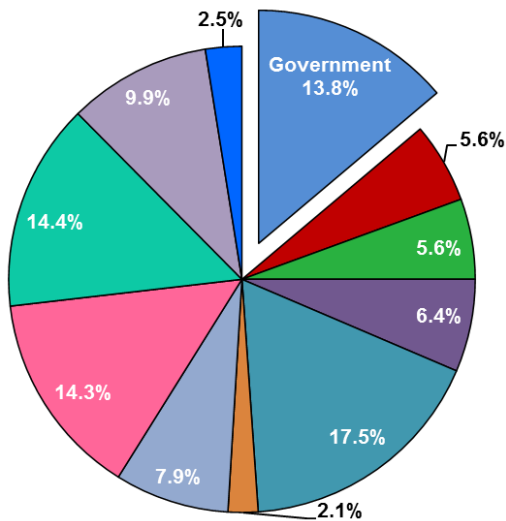
- Government
- Natural Resources and Mining
- Construction
- Manufacturing
- Trade, Transportation, and Utilities
- Information
- Financial Activities
- Professional and Business Services
- Education and Health Services
- Leisure and Hospitality
- Other Services

Source: U.S. Bureau of Labor Statistics

Non-Metropolitan Nebraska, 2019



Metropolitan Nebraska, 2019



The next table (Table 2) shows labor force information for Boone 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 Boone County residents participating in the labor force between 2009 and 2019 (11.3 percent or 379 people).

The number of those unemployed in Boone County decreased by 28.9 percent (33 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 Boone County unemployment rate was 2.7 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

Boone County, Nebraska · 2009–2019

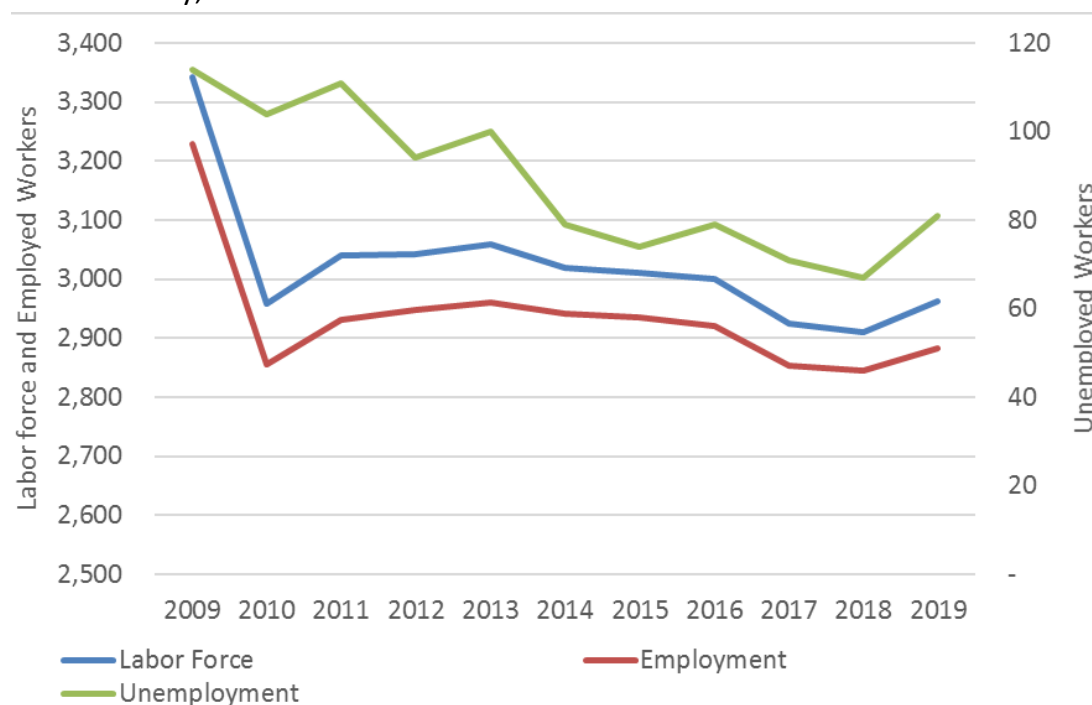
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change 2009-2019	# Change 2009-2019
<b>Labor Force</b>	<b>3,342</b>	<b>2,959</b>	<b>3,041</b>	<b>3,042</b>	<b>3,060</b>	<b>3,020</b>	<b>3,010</b>	<b>3,000</b>	<b>2,924</b>	<b>2,911</b>	<b>2,963</b>	<b>-11.3</b>	<b>-379</b>
Employment	3,228	2,855	2,930	2,948	2,960	2,941	2,936	2,921	2,853	2,844	2,882	-10.7	-346
Unemployment	114	104	111	94	100	79	74	79	71	67	81	-28.9	-33
Unemployment Rate	3.4	3.5	3.7	3.1	3.3	2.6	2.5	2.6	2.4	2.3	2.7	N/A	N/A

(N/A) - Data not available

**CHART 7**

## Labor Force & Employment Trends

Boone 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 Boone 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 county 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 Boone County are from 2018.

Table 3 (pages 7–8) examines the Work Destination area for Boone County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 2,319 county labor force participants holding primary jobs. As Table 3 shows, 96.4 percent of Boone County's labor force participants are employed within the state of Nebraska. Approximately 49.8 percent of Boone County workers remain within Boone County for employment with 51.2 percent leaving the county borders for work (next page). The top ten incorporated places where Boone County labor force participants are employed are also shown on the following page.

**TABLE 3**

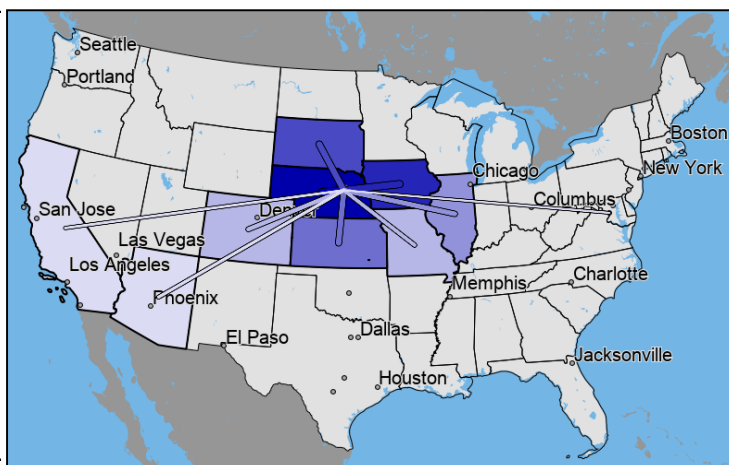
### Work Destination Report • 2018

Where Workers are Employed Who Live in the Selection Area

	Count	Share
<b>Total Primary Jobs</b>	<b>2,319</b>	<b>100.0%</b>

#### By States

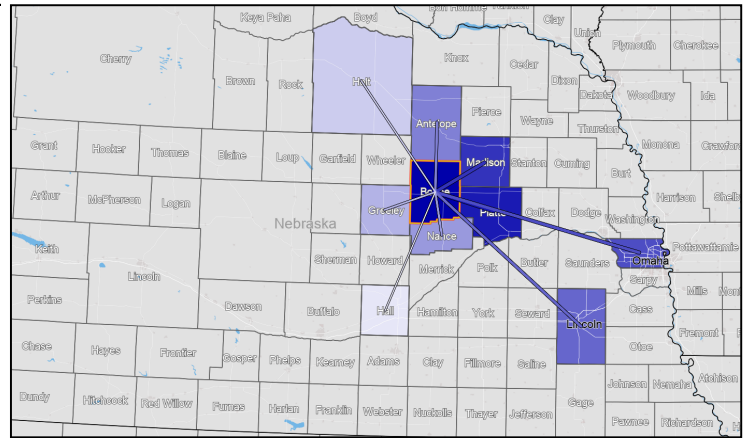
	Count	Share
<b>Nebraska</b>	<b>2,235</b>	<b>96.4%</b>
Iowa	30	1.3%
South Dakota	27	1.2%
Kansas	7	0.3%
Illinois	5	0.2%
Colorado	4	0.2%
Missouri	4	0.2%
Arizona	1	0.0%
California	1	0.0%
District of Columbia	1	0.0%
All Other Locations	4	0.2%



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

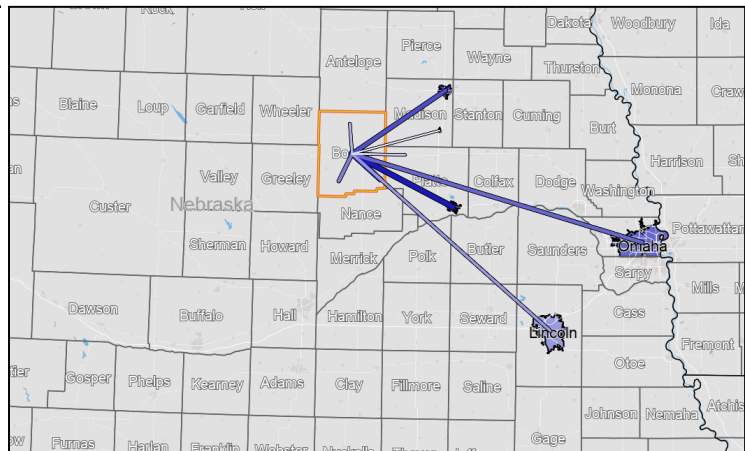
## By Counties

	Count	Share
<b>Boone County, NE</b>	<b>1,154</b>	<b>49.8%</b>
Platte County, NE	232	10.0%
Madison County, NE	160	6.9%
Douglas County, NE	97	4.2%
Lancaster County, NE	79	3.4%
Antelope County, NE	58	2.5%
Nance County, NE	53	2.3%
Greeley County, NE	39	1.7%
Holt County, NE	32	1.4%
Hall County, NE	24	1.0%
All Other Locations	391	16.9%



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

	Count	Share
<b>Albion city, NE</b>	<b>639</b>	<b>27.6%</b>
Columbus city, NE	122	5.3%
St. Edward city, NE	109	4.7%
Norfolk city, NE	95	4.1%
Omaha city, NE	88	3.8%
Cedar Rapids village, NE	79	3.4%
Lincoln city, NE	76	3.3%
Petersburg village, NE	52	2.2%
Lindsay village, NE	35	1.5%
Madison city, NE	28	1.2%
All Other Locations	996	42.9%



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



People also travel from other locations to work in Boone County—this is the Home Destination Report or the labor shed area. Table 4 (pages 9–10) depicts the home locations of those employed within Boone County. The Census identified 2,233 primary jobs within Boone County. As Table 4 indicates, 97.5 percent of these jobs are held by Nebraska residents. Approximately 51.7 percent of Boone County workers live within the Boone County borders and the top localities show the distribution of employee residents around the area (next page).

**TABLE 4**

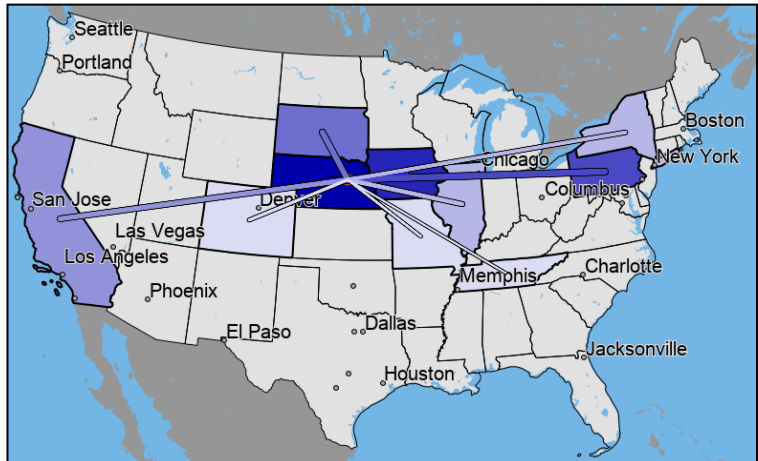
## Home Destination Report • 2018

Where Workers Live Who are Employed in the Selection Area

	Count	Share
<b>Total Primary Jobs</b>	<b>2,233</b>	<b>100.0%</b>

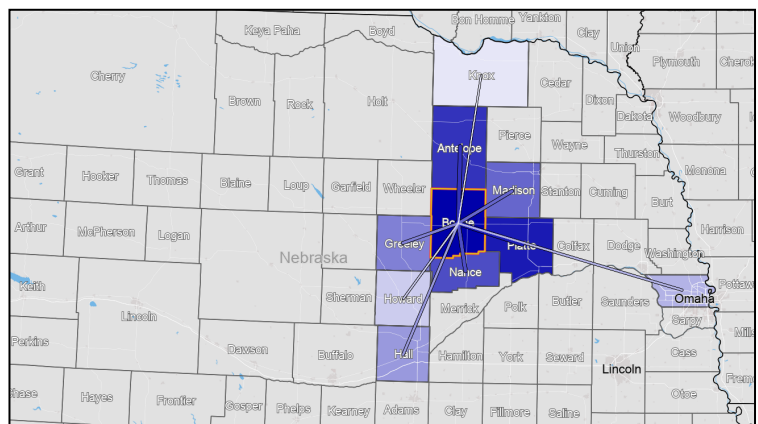
### By States

	Count	Share
<b>Nebraska</b>	<b>2,177</b>	<b>97.5%</b>
Iowa	11	0.5%
Pennsylvania	9	0.4%
South Dakota	8	0.4%
California	4	0.2%
Illinois	3	0.1%
New York	3	0.1%
Colorado	2	0.1%
Missouri	2	0.1%
Tennessee	2	0.1%
All Other Locations	12	0.5%



### By Counties

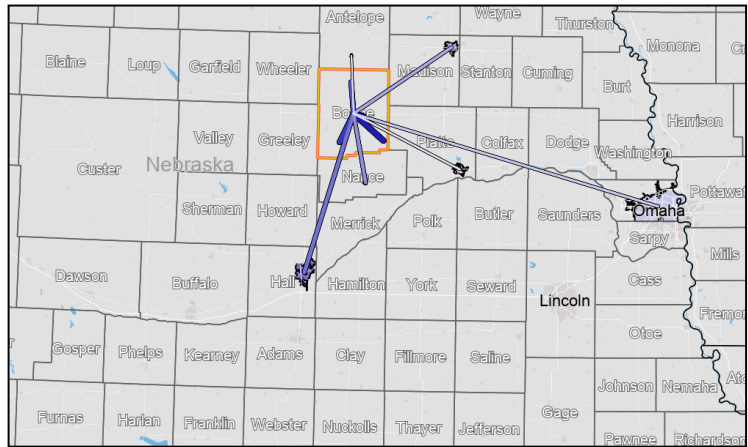
	Count	Share
<b>Boone County, NE</b>	<b>1,154</b>	<b>51.7%</b>
Platte County, NE	107	4.8%
Antelope County, NE	96	4.3%
Nance County, NE	90	4.0%
Madison County, NE	87	3.9%
Greeley County, NE	71	3.2%
Hall County, NE	60	2.7%
Douglas County, NE	30	1.3%
Howard County, NE	26	1.2%
Knox County, NE	24	1.1%
All Other Locations	488	21.9%



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

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

	Count	Share
<b>Albion city, NE</b>	<b>459</b>	<b>20.6%</b>
St. Edward city, NE	129	5.8%
Cedar Rapids village, NE	75	3.4%
Petersburg village, NE	51	2.3%
Grand Island city, NE	47	2.1%
Fullerton city, NE	39	1.7%
Norfolk city, NE	34	1.5%
Omaha city, NE	27	1.2%
Columbus city, NE	22	1.0%
Elgin city, NE	22	1.0%
All Other Locations	1,328	59.5%



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

The next table and charts (Table 5, page 9, Charts 8–16, pages 10–12) show an inflow/outflow report for the Boone County 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 Boone County. More detailed figures can also be found in Tables 6–8 (pages 10–12).

**TABLE 5**

## Inflow/Outflow Report

Boone County, Primary Jobs

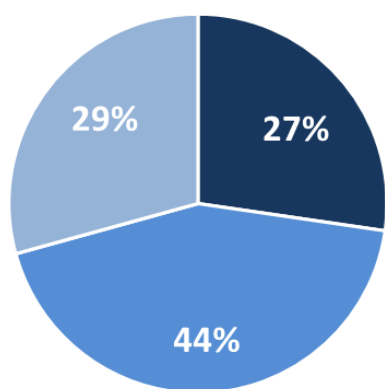
Selection Area Labor Market Size	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,233	100.0%	2,269	100.0%	2,251	100.0%
Living in the Selection Area	2,319	103.9%	2,287	100.8%	2,326	103.3%
Net Job Inflow (+) or Outflow (-)	-86	-	-18	-	-75	-

In-Area Labor Force Efficiency	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	2,319	100.0%	2,287	100.0%	2,326	100.0%
Living and Employed in the Selection Area	1,154	49.8%	1,166	51.0%	1,232	53.0%
Living in the Selection Area but Employed Outside	1,165	50.2%	1,121	49.0%	1,094	47.0%

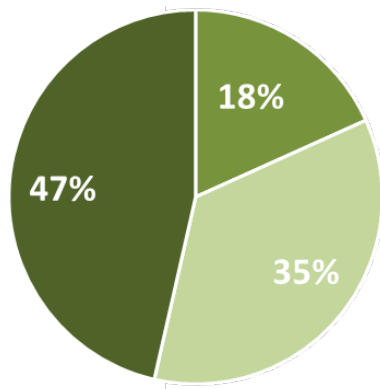
In-Area Employment Efficiency	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,233	100.0%	2,269	100.0%	2,251	100.0%
Employed and Living in the Selection Area	1,154	51.7%	1,166	51.4%	1,232	54.7%
Employed in the Selection Area but Living Outside	1,079	48.3%	1,103	48.6%	1,019	45.3%

**TABLE 6****Worker Outflow by Job Characteristic****Boone County**

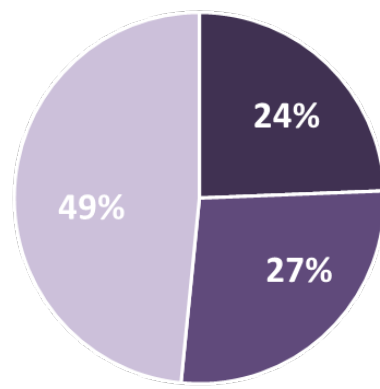
Outflow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,165	100.0%	1,121	100.0%	1,094	100.0%
Workers Aged 29 or younger	318	27.3%	280	25.0%	285	26.1%
Workers Aged 30 to 54	506	43.4%	511	45.6%	489	44.7%
Workers Aged 55 or older	341	29.3%	330	29.4%	320	29.3%
Workers Earning \$1,250 per month or less	213	18.3%	220	19.6%	235	21.5%
Workers Earning \$1,251 to \$3,333 per month	411	35.3%	397	35.4%	422	38.6%
Workers Earning More than \$3,333 per month	541	46.4%	504	45.0%	437	39.9%
Workers in the "Goods Producing" Industry Class	284	24.4%	291	26.0%	257	23.5%
Workers in the "Trade, Transportation, and Utilities" Industry Class	317	27.2%	285	25.4%	300	27.4%
Workers in the "All Other Services" Industry Class	564	48.4%	545	48.6%	537	49.1%

**CHART 8, 9 & 10**

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



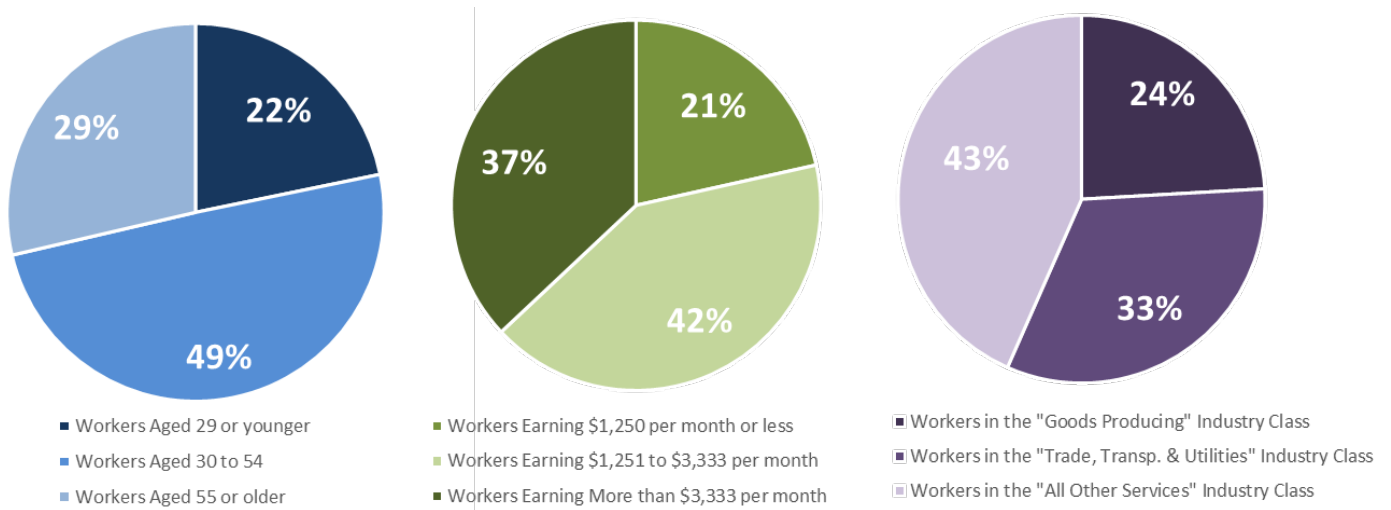
- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



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

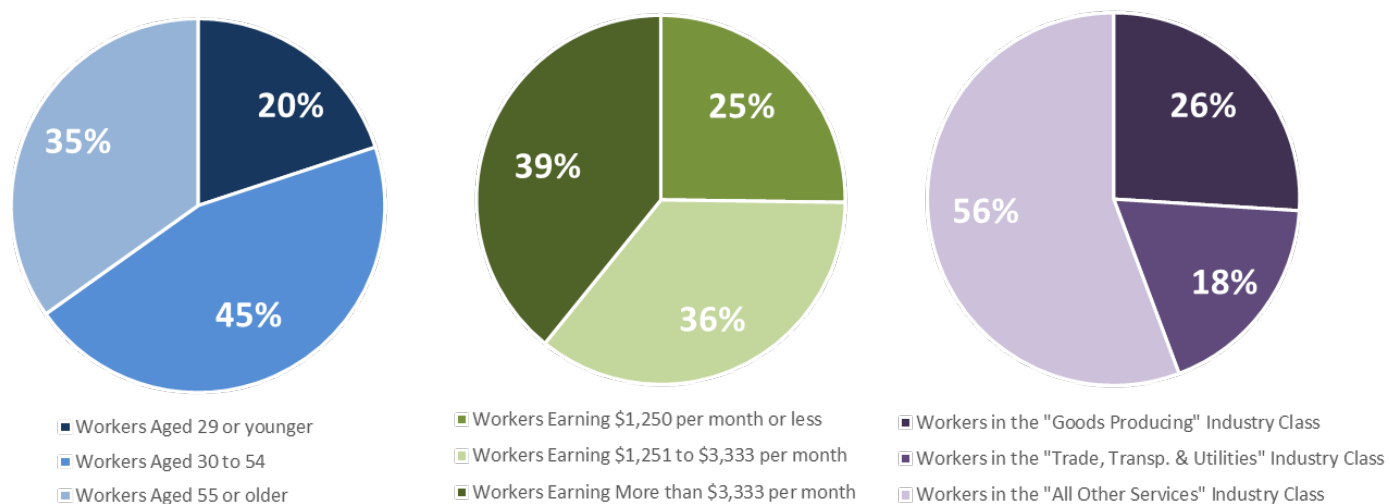
**TABLE 7****Worker Inflow by Job Characteristic****Boone County**

Inflow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	<b>1,079</b>	<b>100.0%</b>	1,103	100.0%	1,019	100.0%
Workers Aged 29 or younger	<b>235</b>	<b>21.8%</b>	253	22.9%	236	23.2%
Workers Aged 30 to 54	<b>535</b>	<b>49.6%</b>	560	50.8%	492	48.3%
Workers Aged 55 or older	<b>309</b>	<b>28.6%</b>	290	26.3%	291	28.6%
Workers Earning \$1,250 per month or less	<b>232</b>	<b>21.5%</b>	194	17.6%	210	20.6%
Workers Earning \$1,251 to \$3,333 per month	<b>448</b>	<b>41.5%</b>	472	42.8%	448	44.0%
Workers Earning More than \$3,333 per month	<b>399</b>	<b>37.0%</b>	437	39.6%	361	35.4%
Workers in the "Goods Producing" Industry Class	<b>260</b>	<b>24.1%</b>	296	26.8%	292	28.7%
Workers in the "Trade, Transportation, and Utilities" Industry Class	<b>351</b>	<b>32.5%</b>	301	27.3%	306	30.0%
Workers in the "All Other Services" Industry Class	<b>468</b>	<b>43.4%</b>	506	45.9%	421	41.3%

**CHART 11, 12 & 13**

**TABLE 8****Worker Interior by Job Characteristic****Boone County**

Interior Flow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,154	100.0%	1,166	100.0%	1,232	100.0%
Workers Aged 29 or younger	230	19.9%	239	20.5%	261	21.2%
Workers Aged 30 to 54	522	45.2%	521	44.7%	570	46.3%
Workers Aged 55 or older	402	34.8%	406	34.8%	401	32.5%
Workers Earning \$1,250 per month or less	291	25.2%	300	25.7%	318	25.8%
Workers Earning \$1,251 to \$3,333 per month	411	35.6%	445	38.2%	471	38.2%
Workers Earning More than \$3,333 per month	452	39.2%	421	36.1%	443	36.0%
Workers in the "Goods Producing" Industry Class	300	26.0%	279	23.9%	336	27.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	211	18.3%	227	19.5%	243	19.7%
Workers in the "All Other Services" Industry Class	643	55.7%	660	56.6%	653	53.0%

**CHART 14, 15 & 16**

The Distance/Direction Report depicted in Table 9 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Boone County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Boone County is greater 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
<b>Total Primary Jobs</b>	<b>2,319</b>	<b>100.0%</b>	<b>2,287</b>	<b>100.0%</b>	<b>2,326</b>	<b>100.0%</b>
Less than 10 miles	678	29.2%	658	28.8%	695	29.9%
10 to 24 miles	586	25.3%	661	28.9%	659	28.3%
25 to 50 miles	482	20.8%	397	17.4%	428	18.4%
Greater than 50 miles	573	24.7%	571	25.0%	544	23.4%

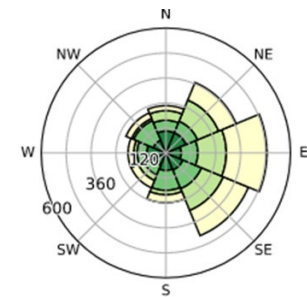


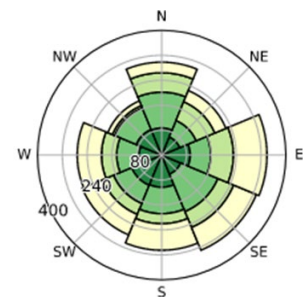
Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Boone County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Boone County has decreased since 2017. The data also show the majority of Boone County employees continue to travel less than 25 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
<b>Total Primary Jobs</b>	<b>2,233</b>	<b>100.0%</b>	<b>2,269</b>	<b>100.0%</b>	<b>2,251</b>	<b>100.0%</b>
Less than 10 miles	678	30.4%	658	29.0%	693	30.8%
10 to 24 miles	663	29.7%	694	30.6%	709	31.5%
25 to 50 miles	382	17.1%	388	17.1%	380	16.9%
Greater than 50 miles	510	22.8%	529	23.3%	469	20.8%



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

## POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Boone County and the surrounding area. As Table 11 indicates, Boone County's population experienced an average annual decrease of 1.0 percent between 1970 and 2010 for a total decrease of 32.8 percent or 2,685 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Boone County reported an average annual 0.6 percent decrease in population from 2010 to 2019 (313 people total).

**TABLE 11**

### County Population • 1970–2019

Boone County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2019	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2019
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,934,408</b>	<b>0.5</b>	<b>0.6</b>
<b>Boone County</b>	<b>8,190</b>	<b>7,391</b>	<b>6,667</b>	<b>6,259</b>	<b>5,505</b>	<b>5,192</b>	<b>-1.0</b>	<b>-0.6</b>
Antelope County	9,047	8,675	7,965	7,452	6,685	6,298	-0.8	-0.7
Greeley County	4,000	3,462	3,006	2,714	2,538	2,356	-1.1	-0.8
Madison County	27,402	31,382	32,655	35,226	34,876	35,099	0.6	0.1
Nance County	5,142	4,740	4,275	4,038	3,735	3,519	-0.8	-0.7
Platte County	26,544	28,852	29,820	31,568	32,237	33,470	0.5	0.4
Wheeler County	1,051	1,060	948	886	818	783	-0.6	-0.5

Table 12 data reveals the population of Boone County's incorporated places as a whole experienced an average annual population decrease of 0.5 percent from 1970 to 2010 and an average annual decrease of 0.6 percent from 2010 to 2019 for a total decrease of 22.4 percent (860 people) from 1970 to 2019. Albion, the county's largest city, reported a 23.6 percent decrease in population (489 people) between 1970 and 2019. The unincorporated areas outside of the selected communities experienced a 49.1 percent decrease (2,138 people) during the period 1970–2019.

**TABLE 12**

### Population • 1970–2019

Boone County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2019	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2019
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,934,408</b>	<b>0.5</b>	<b>0.6</b>
<b>Boone County</b>	<b>8,190</b>	<b>7,391</b>	<b>6,667</b>	<b>6,259</b>	<b>5,505</b>	<b>5,192</b>	<b>-1.0</b>	<b>-0.6</b>
Albion	2,074	1,997	1,944	1,797	1,650	1,585	-0.6	-0.4
Cedar Rapids	449	447	464	407	382	360	-0.4	-0.7
Petersburg	370	381	388	374	333	312	-0.3	-0.7
Primrose	88	102	69	69	61	58	-0.9	-0.6
St. Edward	853	891	827	796	705	659	-0.5	-0.7
<b>Total Incorporated Places</b>	<b>3,834</b>	<b>3,818</b>	<b>3,692</b>	<b>3,443</b>	<b>3,131</b>	<b>2,974</b>	<b>-0.5</b>	<b>-0.6</b>
<b>Unincorporated Areas</b>	<b>4,356</b>	<b>3,573</b>	<b>2,975</b>	<b>2,816</b>	<b>2,374</b>	<b>2,218</b>	<b>-1.5</b>	<b>-0.8</b>

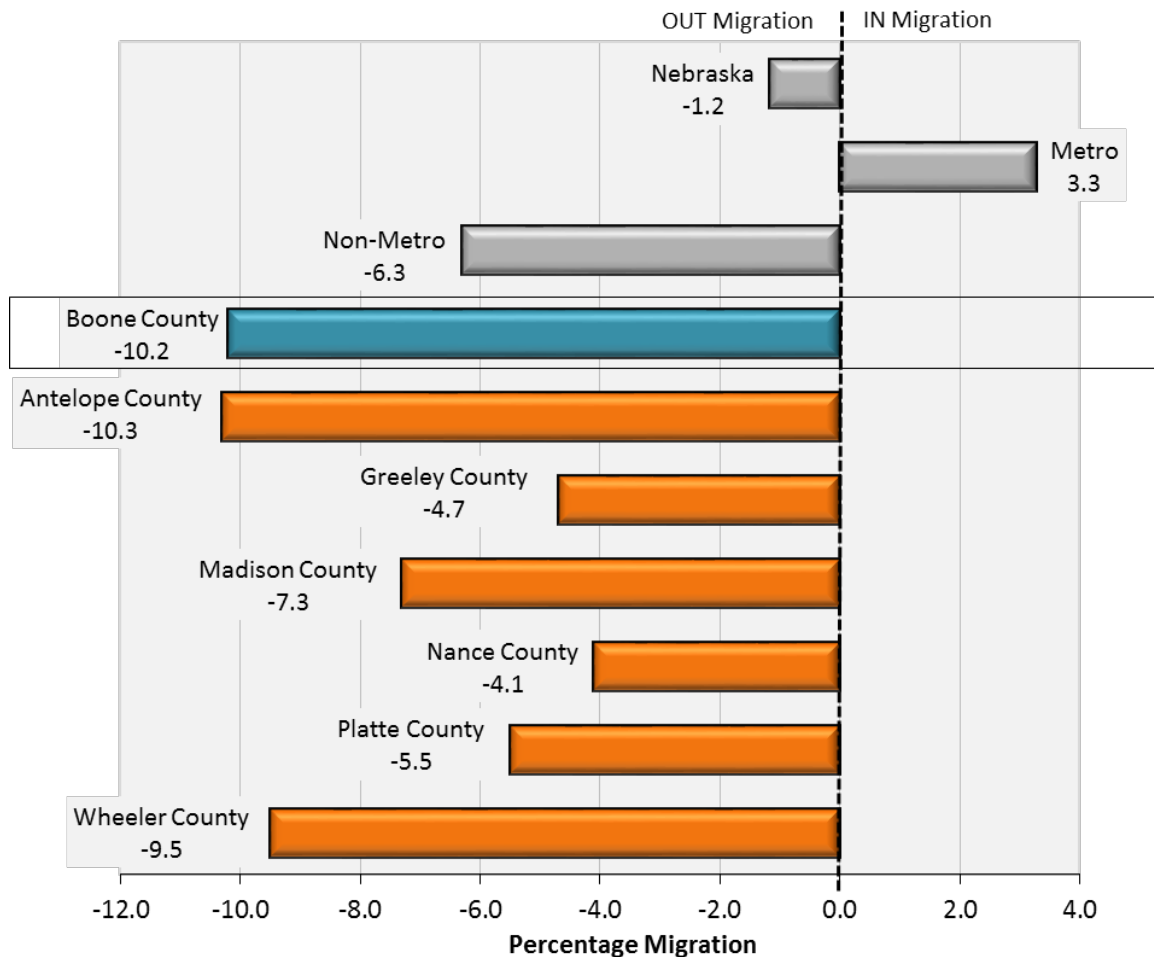
Source: U.S. Bureau of the Census, Census of Population, May 2020

The next two charts (Chart 17 and 18, next page) graphically depict the migration patterns for Nebraska, Boone 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, Boone County experienced a net out-migration of 639 people or 10.2 percent of its 2000 population.

#### CHART 17

### Net Migration as Percent of 2000 Population • 2000–2010

Boone County and the Surrounding Area



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

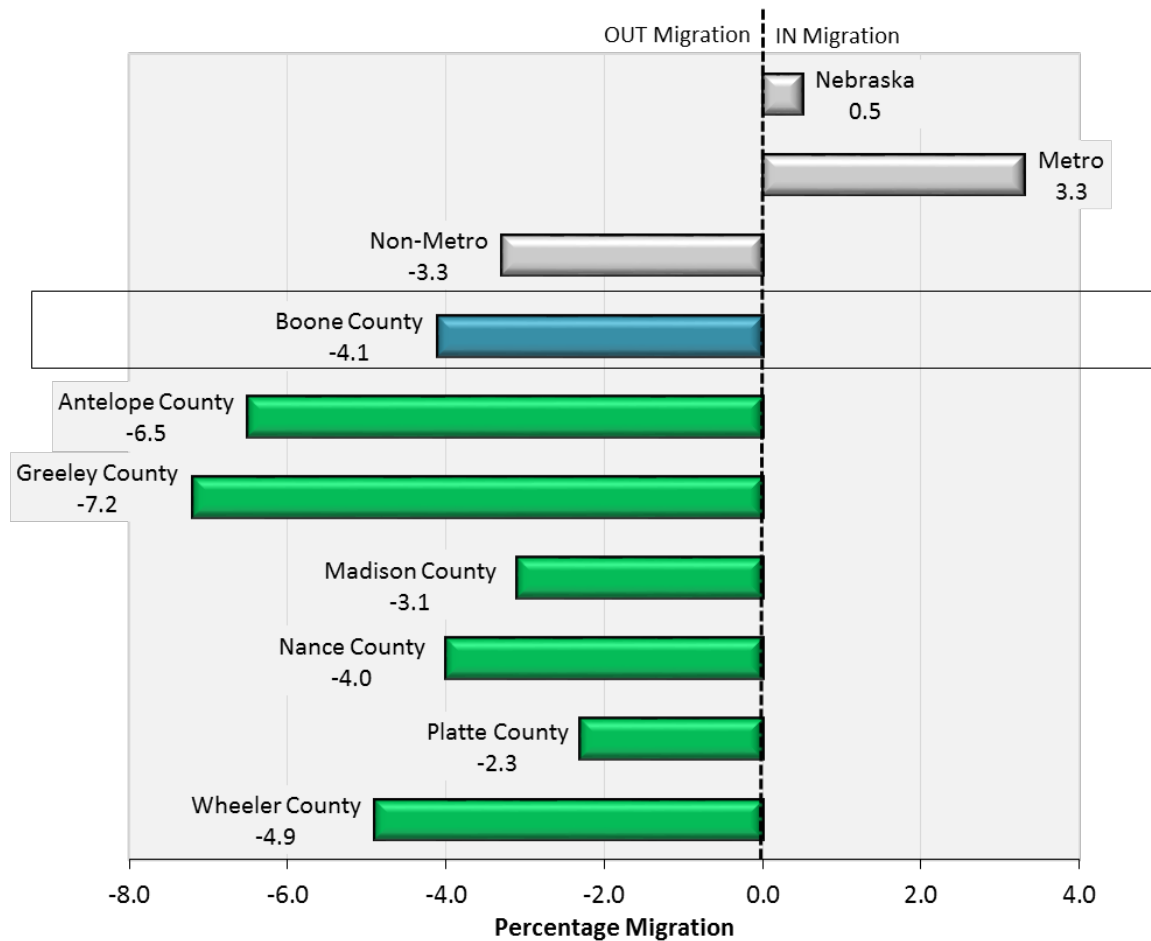


Looking at the years 2010–2019 (Chart 18), Boone County experienced a net out-migration of 224 people or 4.1 percent of its 2010 population.

#### CHART 18

### Net Migration as Percent of 2010 Population • 2010–2019

Boone 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 (Table 13 and Chart 19, next page) provide detail on migration patterns. Data reported in the table and chart are 2014–2018, 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 17 less than the number of people living in Boone County one-year ago. This indicates Boone 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 • 2014–2018**

Boone County, Nebraska

Current population one-year or older	5,273
Number of people living in the area one-year ago	5,290
Population change due to migration and mortality	-17

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 2020

The 2014–2018, five-year estimates in Chart 19 reveal a net loss of 17 people from other Nebraska counties and a net loss of 1 person from other states for a total net loss of 18 people one-year or older. As shown in Chart 19, net gains occurred in the age groups Age 1 to 17 (gain of 4), Age 18 to 24 (gain of 24) and Age 65 and over (gain of 24) and net losses in age groups Age 25 to 44 (loss of 50) and Age 45 to 64 (loss of 20).

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 6) and a gain in residents with a graduate or professional degree (gain of 7) and a loss of residents with a bachelor's degree, associate's degree, or some college (loss of 59).

### CHART 19

## Population Change Due to Migration and Mortality

### Five-Year Estimate • 2014–2018

Boone 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	30	24	-6	1	11	10	4
Age 18 to 24	71	82	11	0	13	13	24
Age 25 to 44	65	25	-40	29	19	-10	-50
Age 45 to 64	12	9	-3	20	3	-17	-20
Age 65 and over	1	22	21	0	3	3	24
<b>Total</b>	<b>179</b>	<b>162</b>	<b>-17</b>	<b>50</b>	<b>49</b>	<b>-1</b>	<b>-18</b>
-- 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	16	19	3	5	8	3	6
Bachelor's or some college	62	30	-32	44	17	-27	-59
Grad. or Prof. degree	0	7	7	0	0	0	7
<b>Total</b>	<b>78</b>	<b>56</b>	<b>-22</b>	<b>49</b>	<b>25</b>	<b>-24</b>	<b>-46</b>

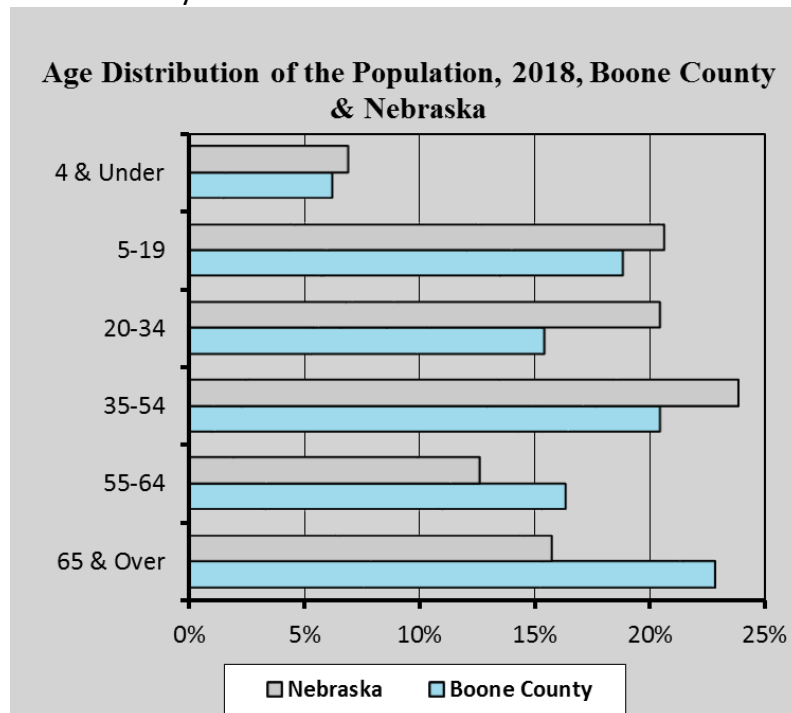
Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States*; *Geographical Mobility In The Past Year By Educational Attainment For Current Residence In The United States & Geographical Mobility In The Past Year By Educational Attainment For Residence 1 Year Ago In The United States*; accessed April 2020

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 Boone County. The population of Boone County is significantly older in age than Nebraska as a whole. The median age for Boone County residents in 2018 was 44.6 years of age compared to 36.6 years of age for residents of Nebraska as a whole.

**CHART 20**

## Age Distribution of the Population • 2018

Boone County and Nebraska



**TABLE 14**

	2018 Population		Percent	
	Nebraska	Boone County	Nebraska	Boone County
4 & Under	132,968	327	6.9%	6.2%
5-19	397,401	985	20.6%	18.8%
20-34	392,903	808	20.4%	15.4%
35-54	459,282	1,069	23.8%	20.4%
55-64	243,048	854	12.6%	16.3%
65 & Over	303,666	1,196	15.7%	22.8%
<b>Total</b>	<b>1,929,268</b>	<b>5,239</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.6</b>	<b>44.6</b>		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2020

Table 15 shows additional median ages as estimated by the American Community Survey for communities within Boone 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 • 2018

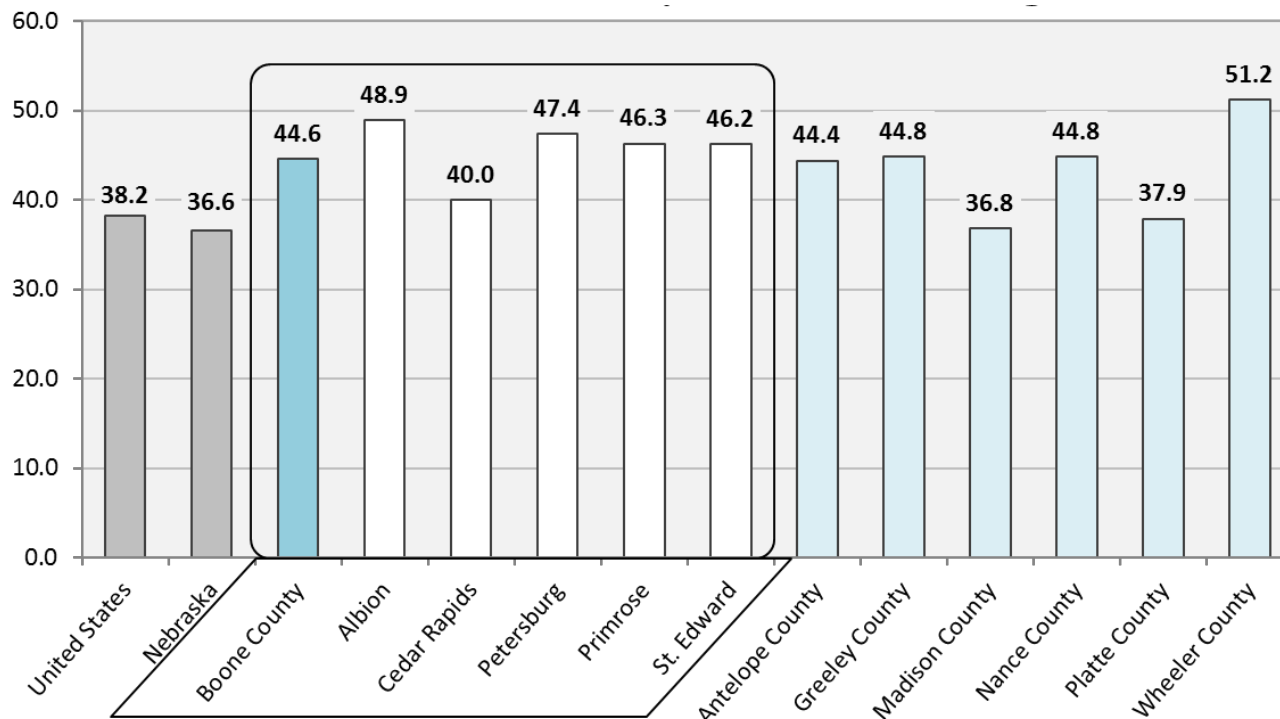
Boone County and the Surrounding Area

	Median Age						
	Total	Male	Female				
<b>United States</b>	<b>38.2</b>	<b>36.9</b>	<b>39.5</b>	Antelope County	44.4	42.2	46.2
<b>Nebraska</b>	<b>36.6</b>	<b>35.6</b>	<b>37.6</b>	Greeley County	44.8	44.8	44.8
<b>Boone County</b>	<b>44.6</b>	<b>43.0</b>	<b>46.5</b>	Madison County	36.8	35.9	37.7
Albion	48.9	43.4	51.5	Nance County	44.8	41.9	47.4
Cedar Rapids	40.0	39.1	46.0	Platte County	37.9	36.5	39.3
Petersburg	47.4	44.1	49.6	Wheeler County	51.2	49.6	52.8
Primrose	46.3	49.5	44.3				
St. Edward	46.2	20.9	59.2				

**CHART 21**

## Median Age by Location • 2018

Boone County and the Surrounding Area



Source: U.S. Census Bureau, 2014-2018 American Community Survey, May 2020

## RETAIL SALES

Table 16 and Chart 22 show the retail sales (non-motor vehicle) pull factors for Boone 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.

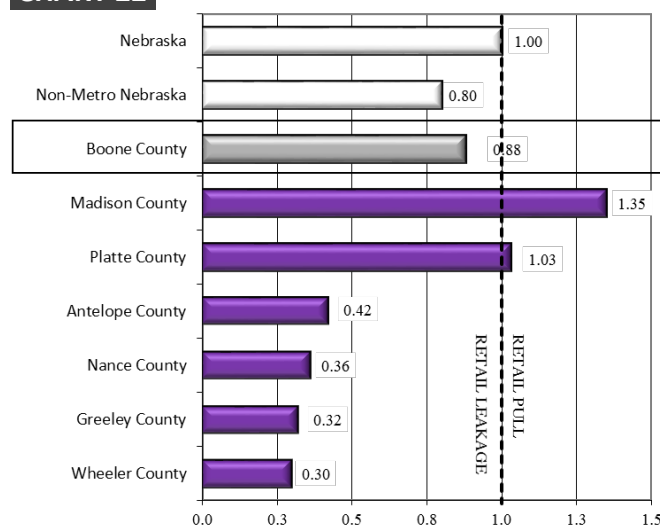
**TABLE 16**

### Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska, Boone 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
<b>Boone County</b>	<b>5,192</b>	<b>59,774</b>	<b>11,513</b>	<b>0.88</b>
Antelope County	6,298	34,765	5,520	0.42
Greeley County	2,356	9,720	4,125	0.32
Madison County	35,099	620,045	17,666	1.35
Nance County	3,519	16,463	4,678	0.36
Platte County	33,470	451,958	13,503	1.03
Wheeler County	783	3,094	3,952	0.30

**CHART 22**



Reviewing the pull factors at the county level indicates Boone County experiences net retail leakages. The 2019 pull factor of 0.88 indicates, on a per capita basis, retail sales in Boone County are 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 Boone County (0.88) with the pull factor for the non-metropolitan area of Nebraska (0.80) indicates per capita retail sales in Boone County are 10.7 percent above 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 Albion's pull factor of 1.52 indicates that, on a per capita basis, non-motor vehicle retail sales in Albion are approximately 52.0 percent greater than the state's average per capita sales.

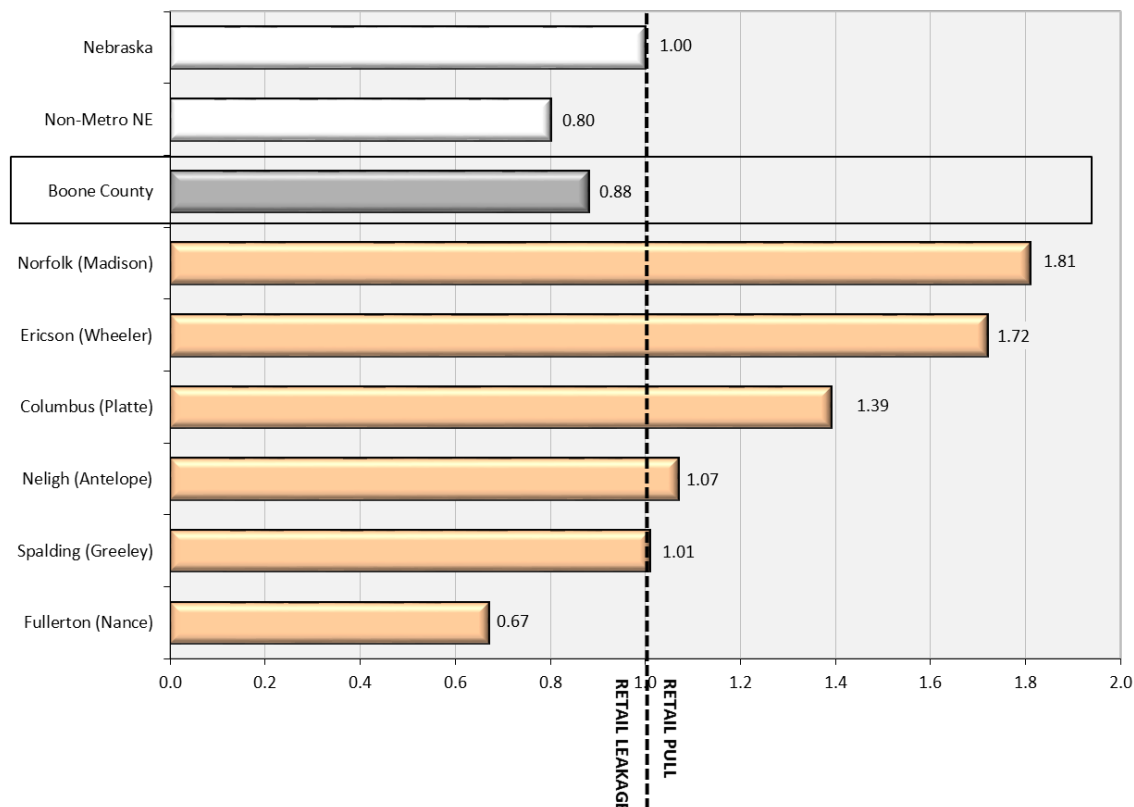
**TABLE 17**

## 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
<b>Boone County</b>	<b>5,192</b>	<b>59,774</b>	<b>11,513</b>	<b>0.88</b>
Albion (Boone)	1,585	31,437	19,834	1.52
Neligh (Antelope)	1,501	21,047	14,022	1.07
Spalding (Greeley)	440	5,814	13,213	1.01
Norfolk (Madison)	24,449	577,302	23,613	1.81
Fullerton (Nance)	1,222	10,746	8,794	0.67
Columbus (Platte)	23,468	427,077	18,198	1.39
Ericson (Wheeler)	90	2,023	22,475	1.72

**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 Boone County. As this table indicates, the community of St. Edward had the strongest pull factor (2.72) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.88 for Boone County in 2019.

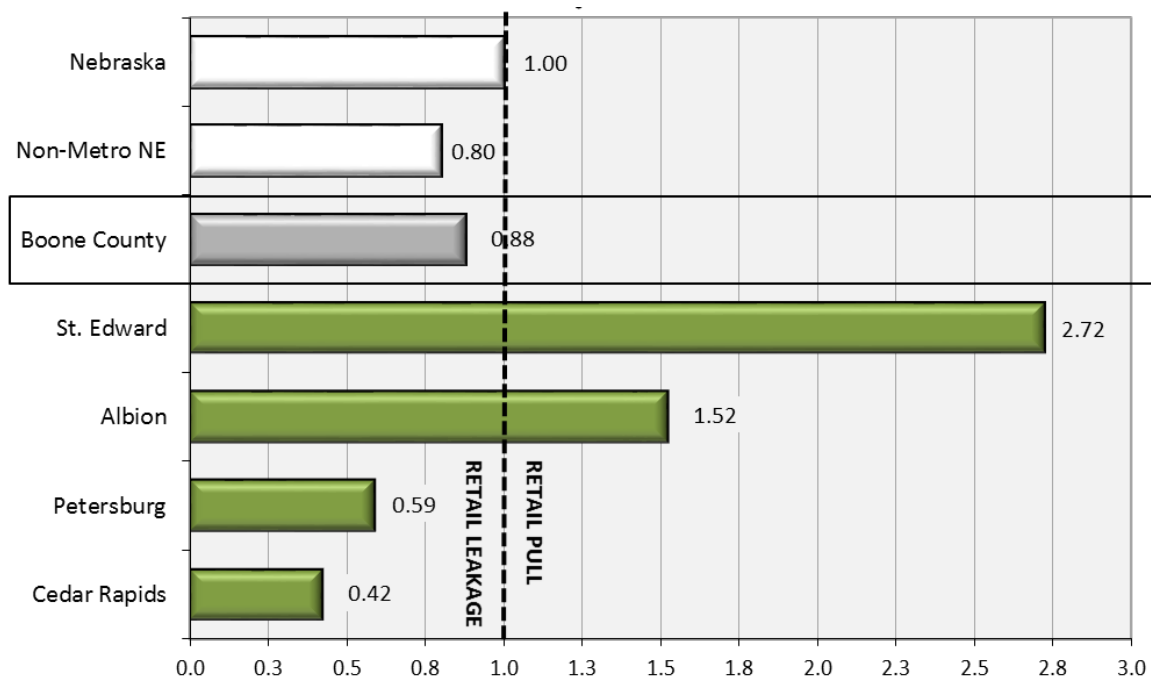
**TABLE 18**

## Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska and Available Boone 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
<b>Boone County</b>	<b>5,192</b>	<b>59,774</b>	<b>11,513</b>	<b>0.88</b>
Albion	1,585	31,437	19,834	1.52
St. Edward	659	23,437	35,565	2.72
Petersburg	312	2,412	7,730	0.59
Cedar Rapids	360	1,977	5,491	0.42

**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, Albion, and eight other similarly sized communities selected from around the state. Ainsworth's pull factor of 1.64 leads the group for 2019 thus indicating Ainsworth has greater retail pull.

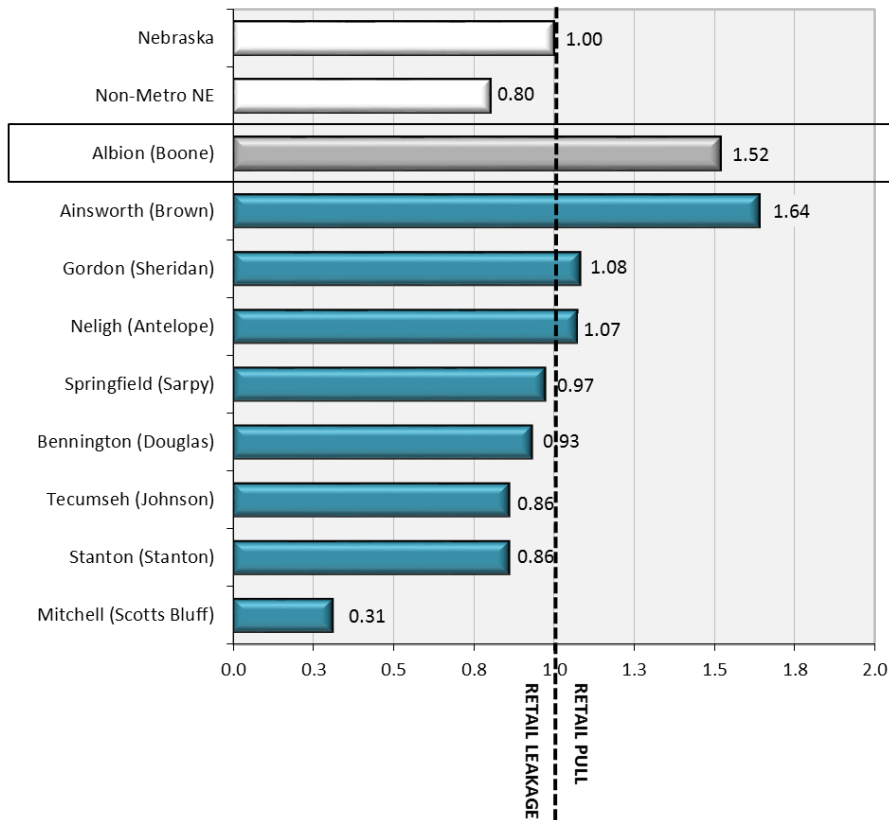
**TABLE 19**

## Retail Sales Non-Motor Vehicles Pull Factors • 2019

Albion & 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
<b>Albion (Boone)</b>	<b>1,585</b>	<b>31,437</b>	<b>19,834</b>	<b>1.52</b>
Neligh (Antelope)	1,501	21,047	14,022	1.07
Stanton (Stanton)	1,502	16,808	11,191	0.86
Bennington (Douglas)	1,521	18,485	12,153	0.93
Gordon (Sheridan)	1,521	21,501	14,136	1.08
Tecumseh (Johnson)	1,586	17,814	11,232	0.86
Ainsworth (Brown)	1,620	34,775	21,466	1.64
Mitchell (Scotts Bluff)	1,623	6,637	4,089	0.31
Springfield (Sarpy)	1,624	20,561	12,661	0.97

**CHART 25**



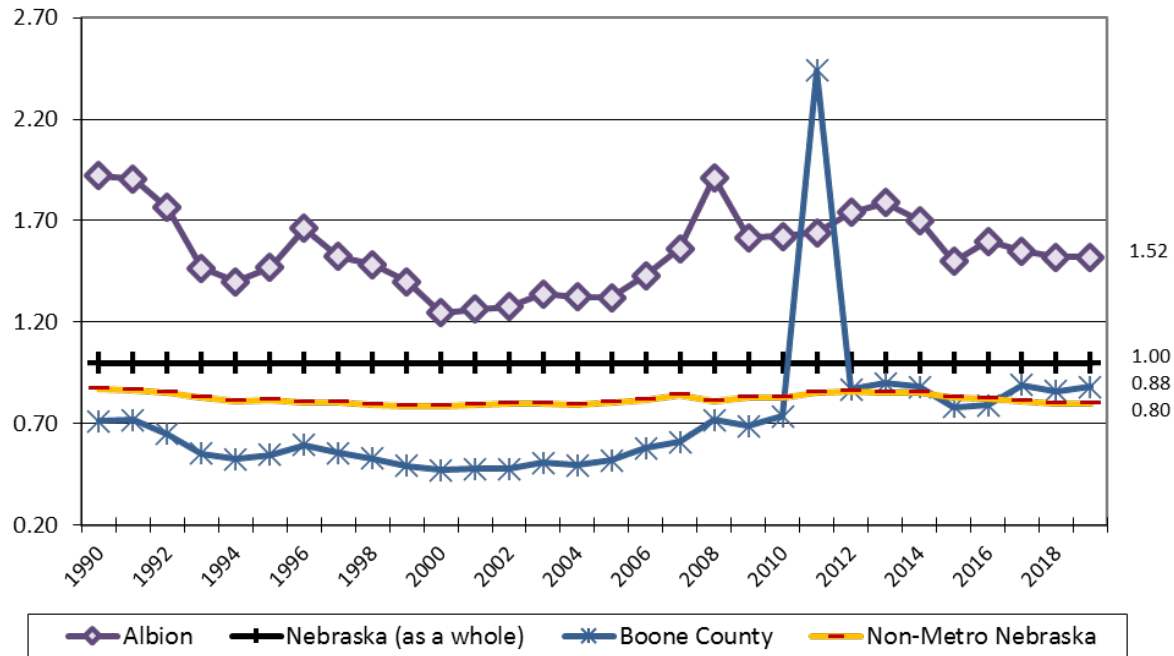
Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

Chart 26 illustrates the pull factor trend for Albion, Boone County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2019. In examining the timeline, the City of Albion shows retail pull fluctuating well above the state average throughout the entire study period. Data within Boone County (as a whole) shows the pull factor below that of the non-metropolitan county average until 2011 when it spiked and then fell near the non-metropolitan county average and held steady near that level, ending the time period at 0.88.

## CHART 26

### Pull Factors • 1990–2019

Albion, Boone County, Non-Metro & Nebraska (as a whole)



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

## PER CAPITA PERSONAL INCOME

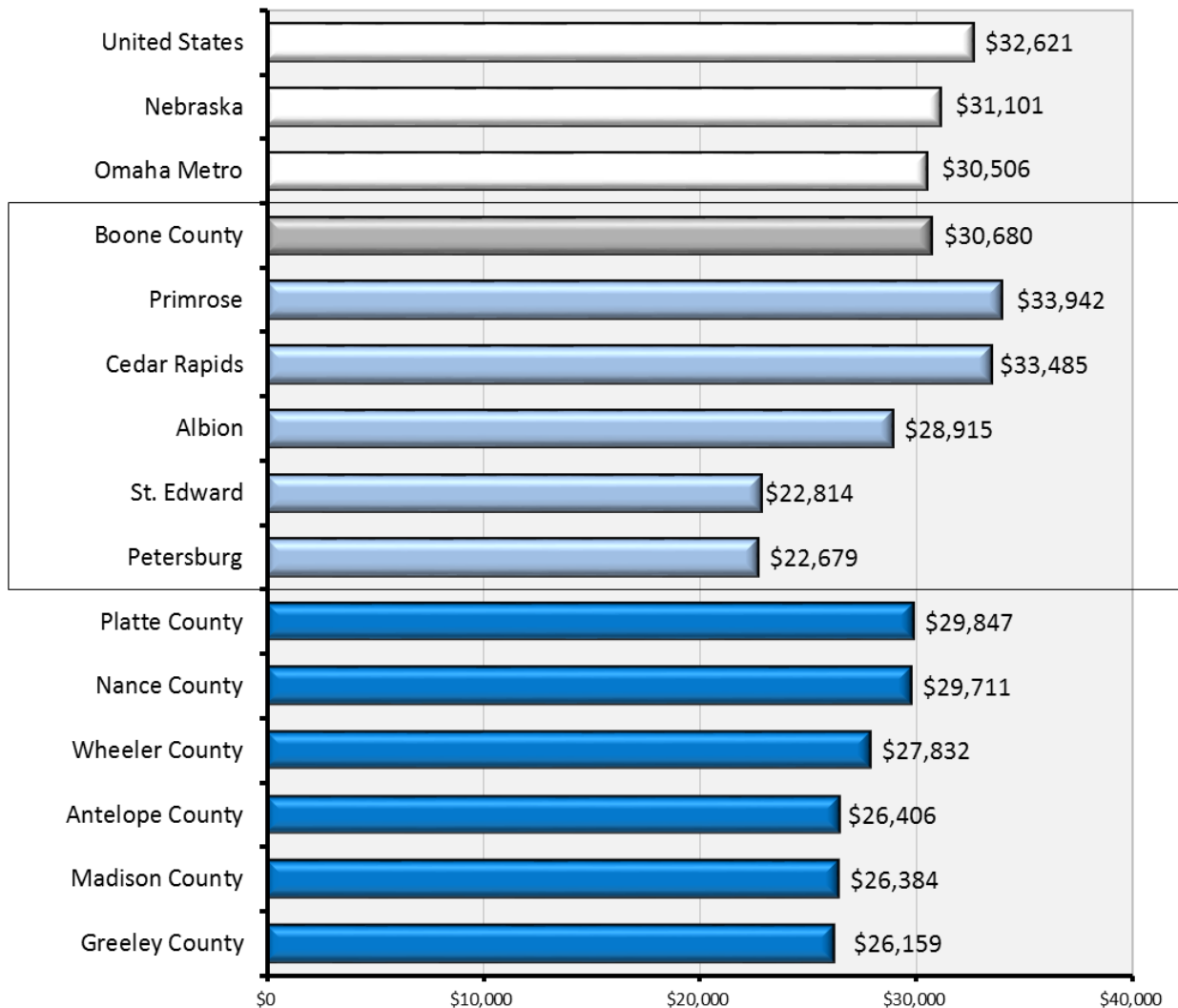
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2014–2018, five-year estimates show per capita personal income for Boone County is estimated to be \$30,680 compared to \$31,101 for Nebraska as a whole.

### CHART 27

#### Per Capita Personal Income • 2014–2018

Nebraska, Boone County & Surrounding Counties



Source: U.S. Census Bureau 2014–2018 American Community Survey, accessed April 2020.

## MEDIAN HOUSEHOLD INCOME

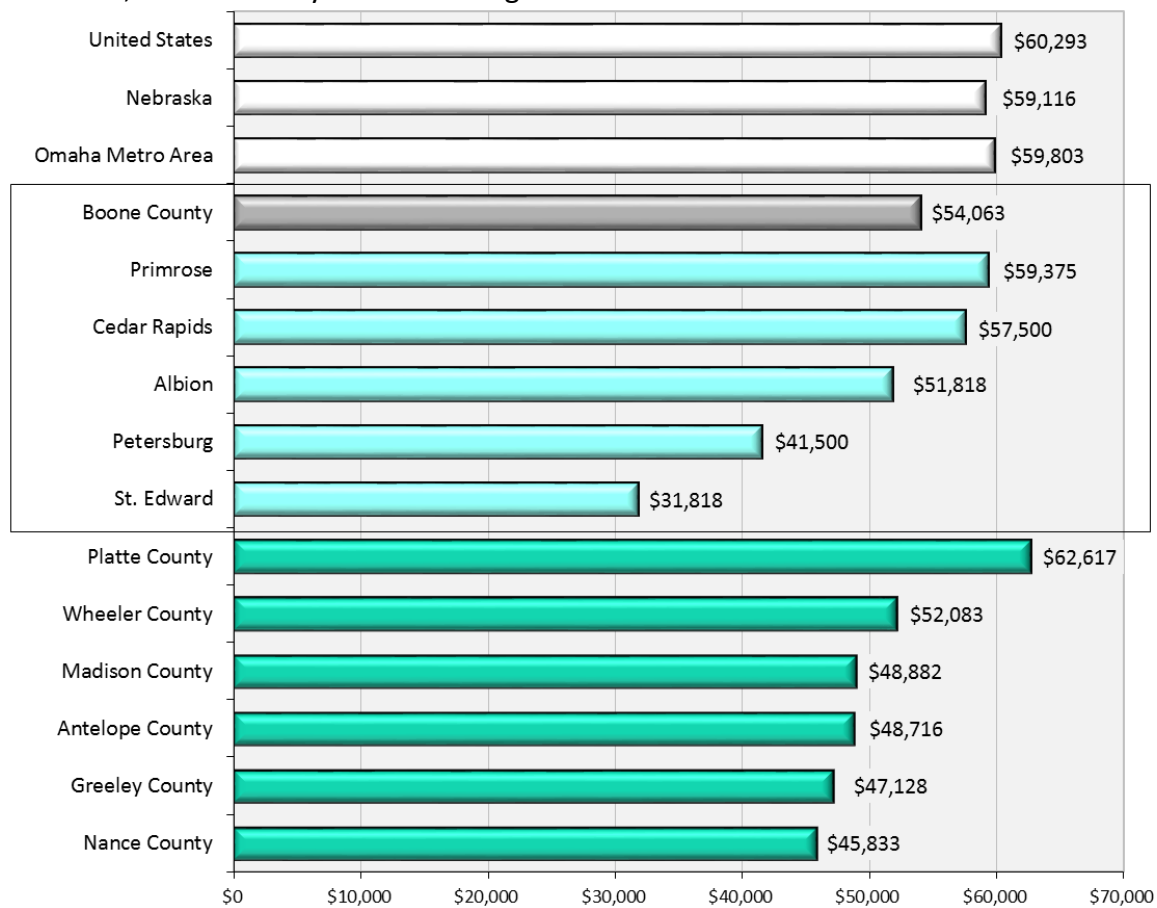
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2014–2018, five-year estimates show median household income for Boone County is estimated to be \$54,063 compared to \$59,116 for Nebraska as a whole.

### CHART 28

## Median Household Income • 2014–2018

Nebraska, Boone County & Surrounding Counties



Source:

U.S. Census Bureau 2014–2018 American Community Survey, accessed April 2020