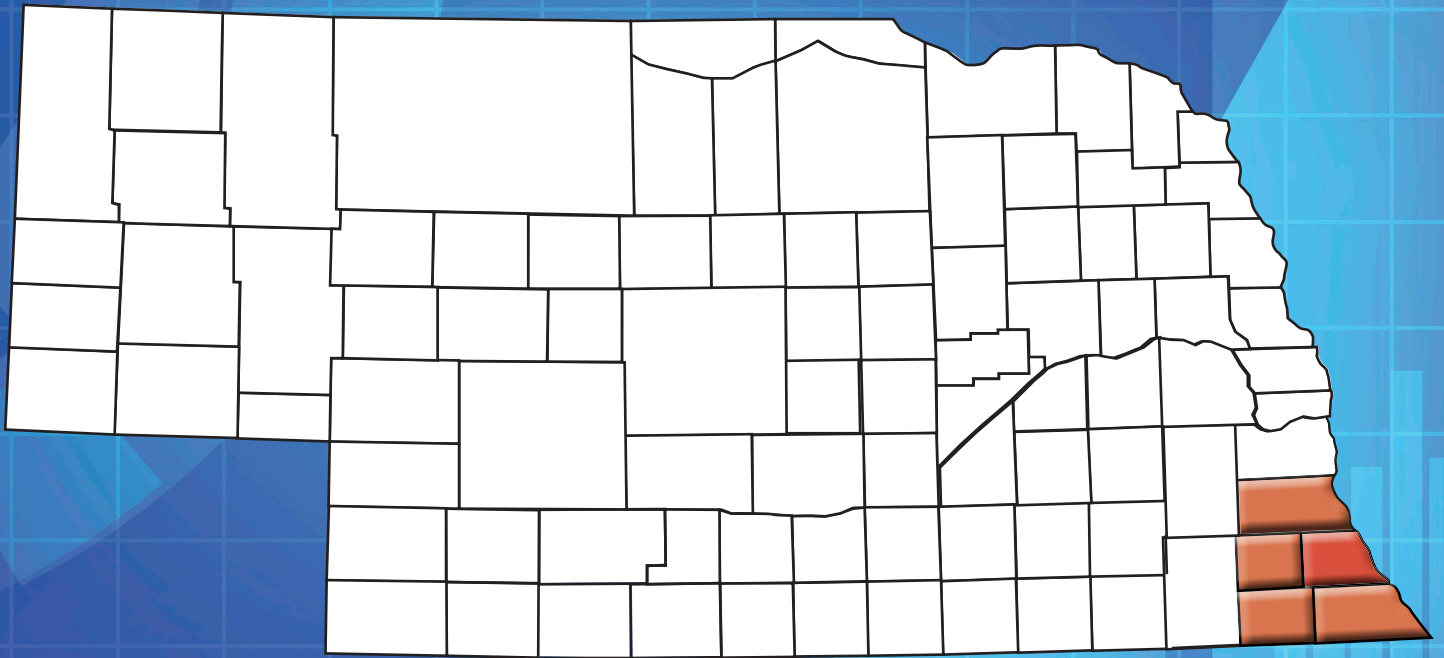


# ECONOMIC AND DEMOGRAPHIC TRENDS

## *Nemaha County and the Surrounding Area October 2019*



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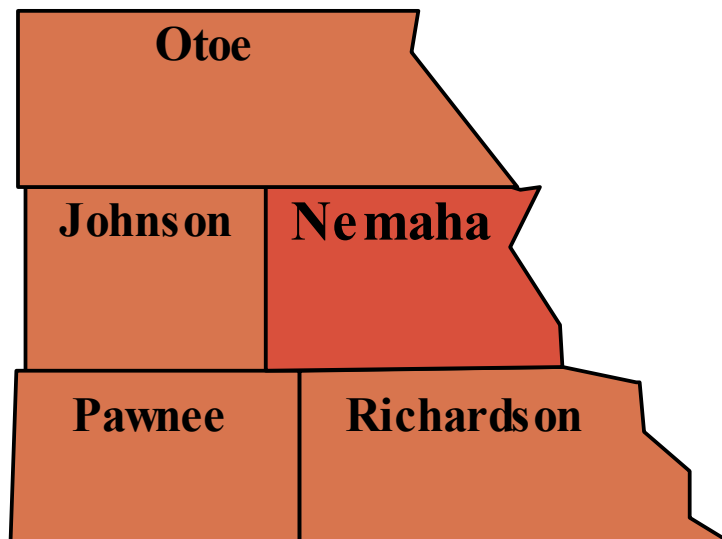
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## **Economic and Demographic Trends in Nemaha County and the Surrounding Area**



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Nemaha 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 Nemaha County, other Nebraska counties included in this area are Johnson, Otoe, Pawnee, and Richardson. The retail sales section also compares retail growth between Auburn and eight other similarly sized Nebraska communities.

### **Labor Force and Employment**

Table 1 and Charts 1–5 (next pages) present nonfarm wage and salary data for Nemaha County for the period 2008–2018. 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 (below) is data on the number of people employed in the Nonfarm Wage and Salary sector in Nemaha County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Nemaha County decreased 7.8 percent (256 jobs) between 2008 and 2018.

Table 1 also provides employment data for Nemaha County by major economic sector for the years 2008–2018. The Natural Resources & Mining sector recorded the largest percentage increase in employment between 2008 and 2018 (176.9 percent or 23 jobs). The Government sector recorded the largest actual employment increase between 2008 and 2018 (26 jobs or 1.6 percent).

Table 1

**Nonfarm Wage & Salary Employment Trends, Nemaha County, Nebraska,  
Selected Years: 2008–2018**

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% Change 2008-2018	# Change 2008-2018
<b>Nonfarm Employment (W&amp;S)</b>	<b>3,282</b>	<b>3,258</b>	<b>3,091</b>	<b>3,203</b>	<b>3,168</b>	<b>3,106</b>	<b>3,118</b>	<b>3,147</b>	<b>3,095</b>	<b>3,076</b>	<b>3,026</b>	<b>-7.8</b>	<b>-256</b>
<b>Total Private Industries</b>	<b>1,689</b>	<b>1,642</b>	<b>1,416</b>	<b>1,548</b>	<b>1,511</b>	<b>1,475</b>	<b>1,517</b>	<b>1,538</b>	<b>1,482</b>	<b>1,485</b>	<b>1,407</b>	<b>-16.7</b>	<b>-282</b>
<b>Goods Producing</b>	<b>433</b>	<b>418</b>	<b>252</b>	<b>352</b>	<b>361</b>	<b>345</b>	<b>383</b>	<b>389</b>	<b>354</b>	<b>374</b>	<b>325</b>	<b>-24.9</b>	<b>-108</b>
Natural Resources & Mining	13	18	19	14	20	35	43	42	50	49	36	176.9	23
Construction	53	56	50	52	57	48	47	46	45	45	40	-24.5	-13
Manufacturing	366	345	184	285	283	262	293	301	259	281	249	-32.0	-117
<b>Service Providing</b>	<b>1,256</b>	<b>1,224</b>	<b>1,164</b>	<b>1,196</b>	<b>1,150</b>	<b>1,130</b>	<b>1,134</b>	<b>1,149</b>	<b>1,128</b>	<b>1,111</b>	<b>1,082</b>	<b>-13.9</b>	<b>-174</b>
Trade, Transportation & Utilities	387	369	379	370	374	373	378	382	363	349	344	-11.1	-43
Information	26	24	22	(D)	(D)	(D)	(D)	(D)	(D)	(D)	22	-15.4	-4
Financial Activities	120	121	117	110	113	117	113	112	98	100	95	-20.8	-25
Professional & Business Services	112	111	60	(D)	(D)	(D)	(D)	(D)	(D)	(D)	54	-51.8	-58
Education & Health Services	242	233	237	244	250	253	261	251	254	252	252	4.1	10
Leisure & Hospitality	302	293	273	281	238	243	253	267	267	270	237	-21.5	-65
Other Services, except Public	67	74	76	(D)	102	69	71	74	68	72	78	16.4	11
<b>Government</b>	<b>1,593</b>	<b>1,616</b>	<b>1,675</b>	<b>1,655</b>	<b>1,657</b>	<b>1,631</b>	<b>1,601</b>	<b>1,609</b>	<b>1,613</b>	<b>1,591</b>	<b>1,619</b>	<b>1.6</b>	<b>26</b>
Federal	35	33	39	31	32	30	30	29	31	29	30	-14.3	-5
State & Local	1,558	1,583	1,636	1,624	1,625	1,601	1,571	1,580	1,582	1,562	1,589	2.0	31

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2019  
Labor Force & Work Force Summary, 2008-2018, Annually, Nemaha County, Nebraska (March 2019 data)

(D) - Data withheld to avoid disclosure of individual reporting units

Estimates by Brian Williams, Economist, Nebraska Public Power District

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Nemaha County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2008–2018. 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 Nemaha County decreased 7.8 percent (256 jobs) from 2008 to 2018, compared to a 6.0 percent increase for Nebraska as a whole, a 7.6 percent increase in metropolitan Nebraska, and a 3.3 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Nemaha County, Nebraska,  
Metro and Non-Metro Nebraska, 2008–2018  
(Index, 2008=100)**

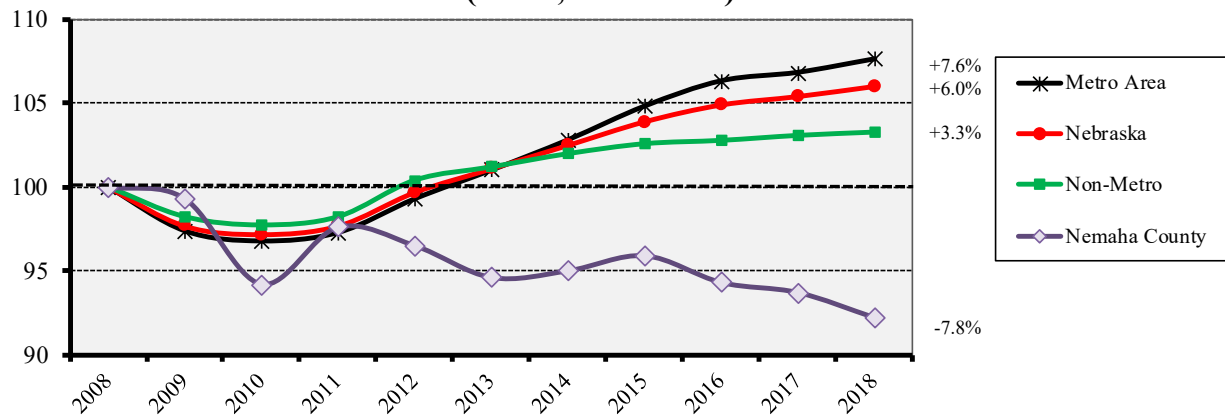
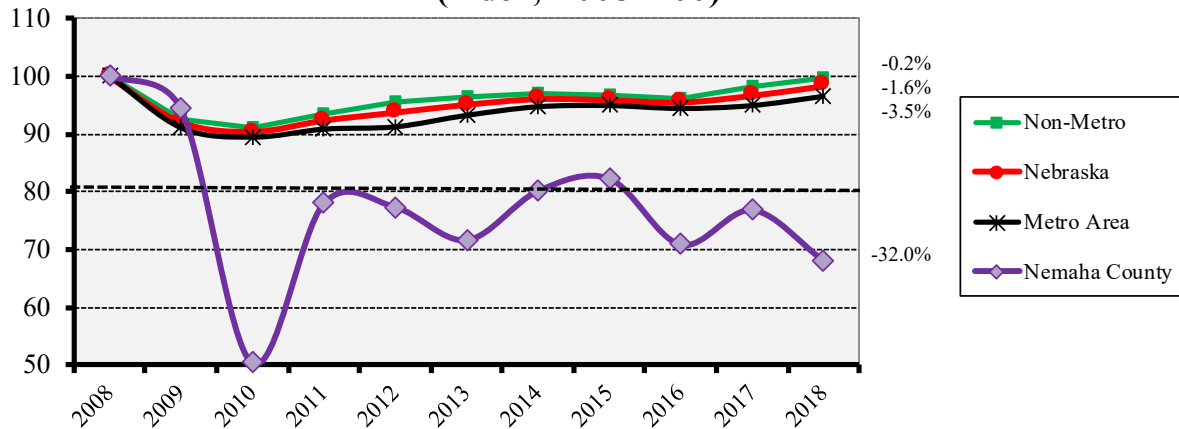


Chart 2 presents data on manufacturing wage and salary employment growth for Nemaha County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Nemaha County recorded a 32.0 percent decrease in employment (117 jobs) between 2008 and 2018. This compares to a 0.2 percent decrease in employment for non-metropolitan Nebraska; a 1.6 percent decrease for Nebraska as a whole; and a 3.5 percent decrease for metropolitan Nebraska during the same period.

Chart 2

**Manufacturing (W&S) Employment, Nemaha County,  
Nebraska, Metro and Non-Metro Nebraska, 2008–2018  
(Index, 2008=100)**

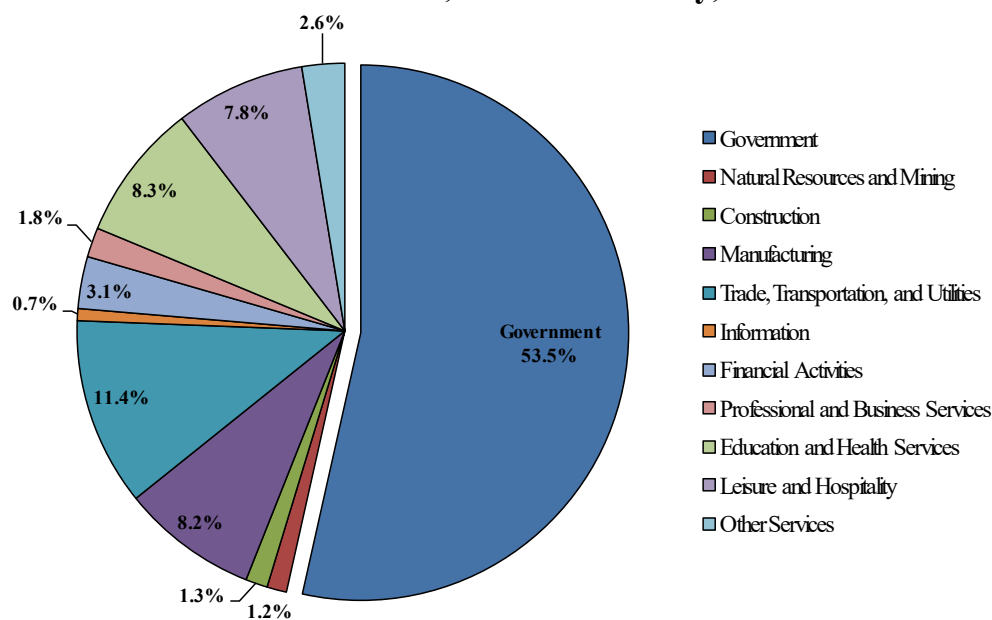


The next series of pie charts (Charts 3, 4 and 5) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Nemaha County compared to the non-metropolitan and metropolitan distributions.

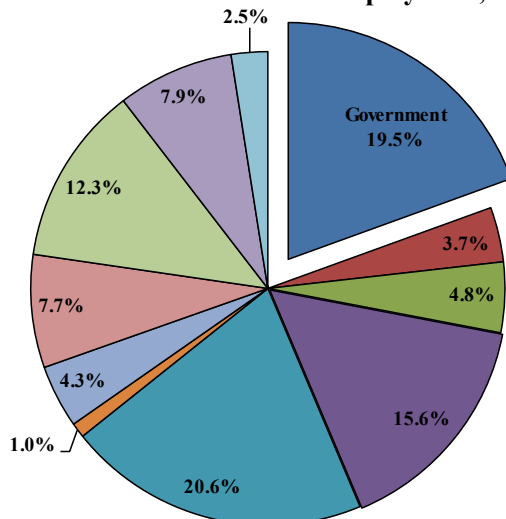
When comparing the Nemaha County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 53.5 percent of the county workforce (1,619 employees) compared to 19.5 percent for non-metropolitan Nebraska; a difference of 34.0 percent. Comparing Nemaha County to the overall metropolitan distribution, the largest deviation is also found in the Government sector (53.5 percent Nemaha County vs. 14.7 percent metropolitan Nebraska; a difference of 38.8 percent).

Charts 3, 4, 5

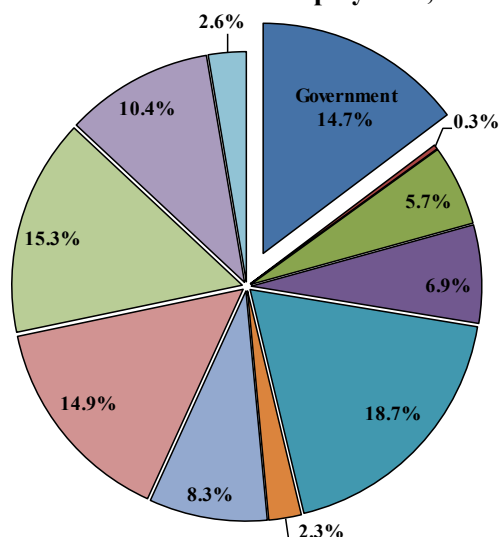
### Nonfarm Wage & Salary Employment by Major Economic Sector, Nemaha County, 2018



### Non-Metro Area W&S Employment, 2018



### Metro Area W&S Employment, 2018



Source: U.S. Dept. of Labor, Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Nemaha County for the time period 2008–2018. 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 an increase in the number of Nemaha County residents participating in the labor force between 2008 and 2018 (5.7 percent or 194 people).

The number of those unemployed in Nemaha County decreased by 21.5 percent (34 people) between 2008 and 2018. 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 Nemaha County unemployment rate was 3.4 percent in 2018; above that for metropolitan Nebraska (2.9 percent), above Nebraska as a whole (2.9 percent), and above non-metropolitan Nebraska (2.9 percent).

Table 2

**Labor Force & Employment Trends, Nemaha County, Nebraska,  
Selected Years: 2008–2018**

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% Change 2008-2018	# Change 2008-2018
<b>Labor Force</b>	<b>3,414</b>	<b>3,433</b>	<b>3,851</b>	<b>3,961</b>	<b>3,886</b>	<b>3,824</b>	<b>3,722</b>	<b>3,688</b>	<b>3,612</b>	<b>3,596</b>	<b>3,608</b>	<b>5.7</b>	<b>194</b>
Employment	3,256	3,253	3,646	3,764	3,698	3,633	3,578	3,553	3,482	3,459	3,484	7.0	228
Unemployment	158	180	205	197	188	191	144	135	130	137	124	-21.5	-34
Unemployment Rate	4.6	5.2	5.3	5.0	4.8	5.0	3.9	3.7	3.6	3.8	3.4	(N/A)	(N/A)

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2019

(N/A) Data not available

## **Residence and Work Flow Patterns**

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Nemaha 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 Nemaha County are from 2017.

Table 3 (pages 6–7) examines the Work Destination area for Nemaha County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 2,846 county labor force participants holding primary jobs. As Table 3 shows, 95.5 percent of Nemaha County's labor force participants are employed within the state of Nebraska. Approximately 47.3 percent of Nemaha County workers remain within Nemaha County for employment with 52.7 percent leaving the county borders for work (next page). The top ten incorporated places where Nemaha County labor force participants are employed are also shown on the following page.

Table 3

### **Work Destination Report**

*Where Workers are Employed Who Live in the Selection Area*

2017

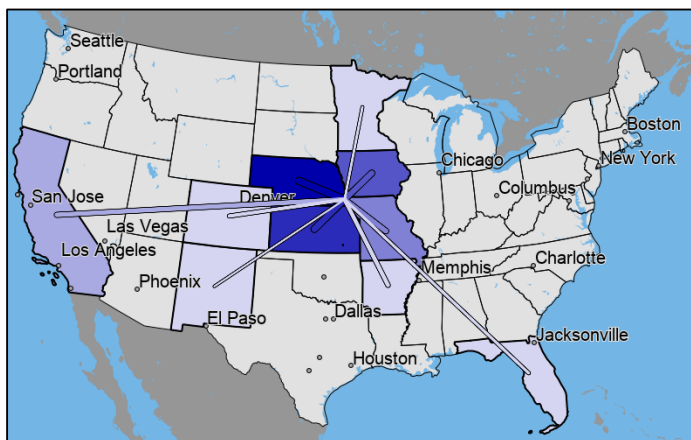
	Count	Share
<b>Total Primary Jobs</b>	<b>2,846</b>	<b>100.0%</b>

#### **By States**

##### **Job Counts by States Where Workers are Employed**

2017

	Count	Share
<b>Nebraska</b>	<b>2,718</b>	<b>95.5%</b>
Kansas	42	1.5%
Iowa	40	1.4%
Missouri	34	1.2%
California	2	0.1%
Arkansas	1	0.0%
Colorado	1	0.0%
Florida	1	0.0%
Minnesota	1	0.0%
New Mexico	1	0.0%
All Other Locations	5	0.2%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, October 2019



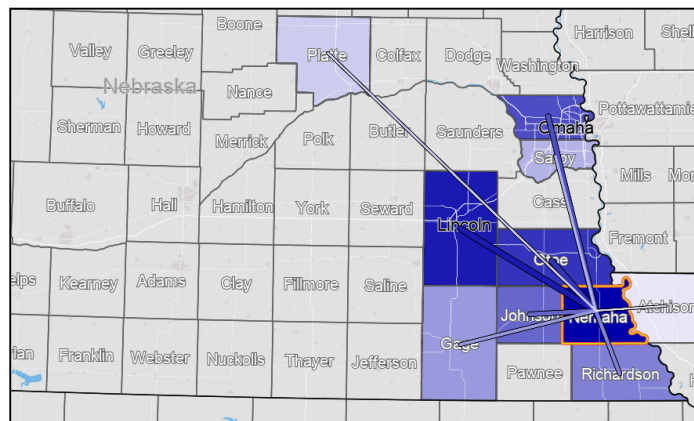
Table 3 (continued)

### By Counties

#### Job Counts by Counties Where Workers are Employed

2017

	Count	Share
<b>Nemaha County, NE</b>	<b>1,345</b>	<b>47.3%</b>
Lancaster County, NE	305	10.7%
Otoe County, NE	226	7.9%
Douglas County, NE	210	7.4%
Johnson County, NE	119	4.2%
Richardson County, NE	60	2.1%
Gage County, NE	54	1.9%
Sarpy County, NE	47	1.7%
Platte County, NE	30	1.1%
Atchison County, MO	28	1.0%
All Other Locations	422	14.8%

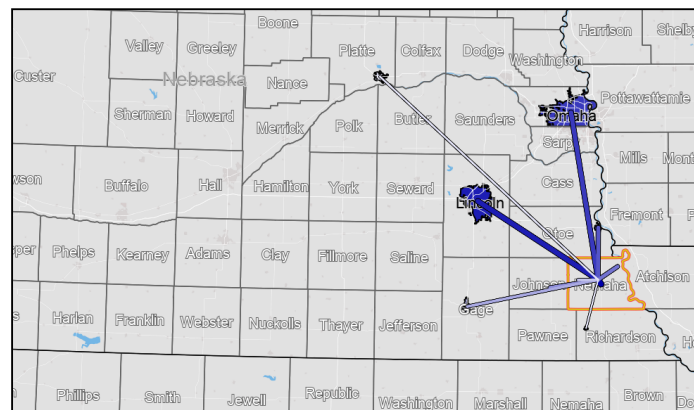


### By Places (top 10)

#### Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed

2017

	Count	Share
<b>Auburn city, NE</b>	<b>811</b>	<b>28.5%</b>
Lincoln city, NE	278	9.8%
Omaha city, NE	195	6.9%
Nebraska City city, NE	154	5.4%
Peru city, NE	118	4.1%
Tecumseh city, NE	105	3.7%
Beatrice city, NE	48	1.7%
Johnson village, NE	42	1.5%
Columbus city, NE	26	0.9%
Humboldt city, NE	26	0.9%
All Other Locations	1,043	36.6%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, October 2019



People also travel from other locations to work in Nemaha County—this is the Home Destination Report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Nemaha County. The Census identified 2,724 primary jobs within Nemaha County. As Table 4 indicates, 88.7 percent of these jobs are held by Nebraska residents. Approximately 49.4 percent of Nemaha County workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

## Home Destination Report

*Where Workers Live Who are Employed in the Selection Area*

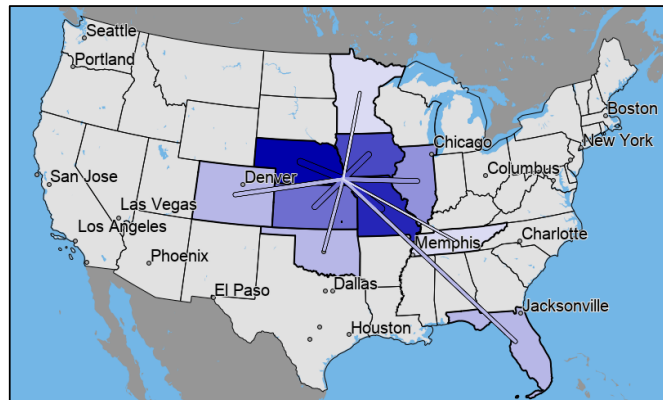
### Total Primary Jobs

	2017	
	Count	Share
<b>Total Primary Jobs</b>	<b>2,724</b>	<b>100.0%</b>

### By States

#### Job Counts by States Where Workers Live

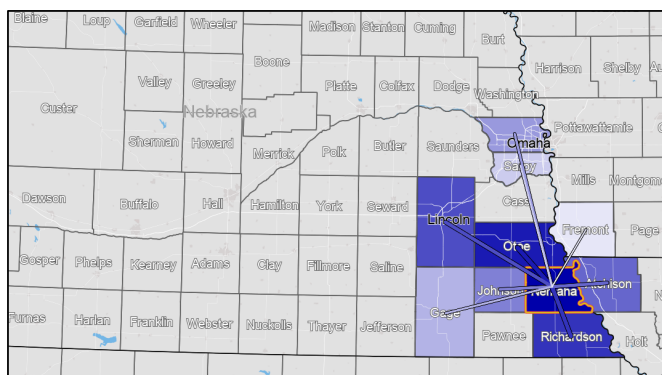
	2017	
	Count	Share
<b>Nebraska</b>	<b>2,417</b>	<b>88.7%</b>
Missouri	156	5.7%
Iowa	91	3.3%
Kansas	36	1.3%
Illinois	5	0.2%
Colorado	3	0.1%
Florida	3	0.1%
Oklahoma	3	0.1%
Minnesota	2	0.1%
Tennessee	2	0.1%
All Other Locations	6	0.2%



### By Counties

#### Job Counts by Counties Where Workers Live

	2017	
	Count	Share
<b>Nemaha County, NE</b>	<b>1,345</b>	<b>49.4%</b>
Otoe County, NE	238	8.7%
Richardson County, NE	156	5.7%
Lancaster County, NE	105	3.9%
Atchison County, MO	103	3.8%
Johnson County, NE	95	3.5%
Douglas County, NE	73	2.7%
Gage County, NE	69	2.5%
Sarpy County, NE	43	1.6%
Fremont County, IA	33	1.2%
All Other Locations	464	17.0%

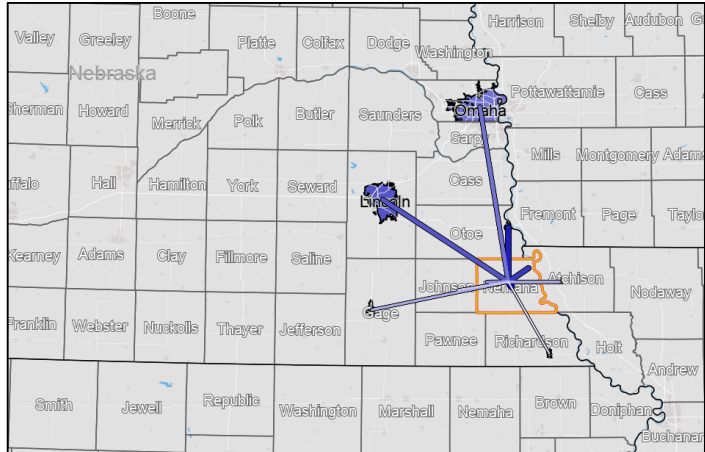


Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, October 2019

Table 4 (continued)

**By Places (top ten)****Job Counts by Places (Cities, CDPs, etc.) Where Workers Live****2017**

	Count	Share
<b>Auburn city, NE</b>	<b>799</b>	<b>29.3%</b>
Nebraska City city, NE	143	5.2%
Peru city, NE	116	4.3%
Lincoln city, NE	93	3.4%
Omaha city, NE	62	2.3%
Johnson village, NE	48	1.8%
Rock Port city, MO	36	1.3%
Beatrice city, NE	36	1.3%
Tecumseh city, NE	31	1.1%
Falls City city, NE	30	1.1%
All Other Locations	1,330	48.8%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, October 2019

The next table (Table 5, pages 9–10) shows an inflow/outflow report for the Nemaha 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 Nemaha County.

Table 5

**Inflow/Outflow Report**

Selection Area Labor Market Size (Private Primary Jobs)	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,309	100.0%	1,380	100.0%	1,418	100.0%
Living in the Selection Area	1,834	140.1%	1,990	144.2%	1,958	138.1%
Net Job Inflow (+) or Outflow (-)	-525	-	-610	-	-540	-

In-Area Labor Force Efficiency (Private Primary Jobs)	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	1,834	100.0%	1,990	100.0%	1,958	100.0%
Living and Employed in the Selection Area	693	37.8%	724	36.4%	767	39.2%
Living in the Selection Area but Employed Outside	1,141	62.2%	1,266	63.6%	1,191	60.8%

In-Area Employment Efficiency (Private Primary Jobs)	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,309	100.0%	1,380	100.0%	1,418	100.0%
Employed and Living in the Selection Area	693	52.9%	724	52.5%	767	54.1%
Employed in the Selection Area but Living Outside	616	47.1%	656	47.5%	651	45.9%

Table 5 (continued)

Outflow Job Characteristics (Private Primary Jobs)	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,141	100.0%	1,266	100.0%	1,191	100.0%
Workers Aged 29 or younger	353	30.9%	395	31.2%	377	31.7%
Workers Aged 30 to 54	525	46.0%	590	46.6%	535	44.9%
Workers Aged 55 or older	263	23.0%	281	22.2%	279	23.4%
Workers Earning \$1,250 per month or less	308	27.0%	346	27.3%	358	30.1%
Workers Earning \$1,251 to \$3,333 per month	472	41.4%	536	42.3%	466	39.1%
Workers Earning More than \$3,333 per month	361	31.6%	384	30.3%	367	30.8%
Workers in the "Goods Producing" Industry Class	292	25.6%	338	26.7%	303	25.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	339	29.7%	332	26.2%	330	27.7%
Workers in the "All Other Services" Industry Class	510	44.7%	596	47.1%	558	46.9%

Inflow Job Characteristics (Private Primary Jobs)	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	616	100.0%	656	100.0%	651	100.0%
Workers Aged 29 or younger	197	32.0%	168	25.6%	218	33.5%
Workers Aged 30 to 54	256	41.6%	315	48.0%	281	43.2%
Workers Aged 55 or older	163	26.5%	173	26.4%	152	23.3%
Workers Earning \$1,250 per month or less	194	31.5%	210	32.0%	213	32.7%
Workers Earning \$1,251 to \$3,333 per month	262	42.5%	280	42.7%	294	45.2%
Workers Earning More than \$3,333 per month	160	26.0%	166	25.3%	144	22.1%
Workers in the "Goods Producing" Industry Class	127	20.6%	142	21.6%	163	25.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	175	28.4%	175	26.7%	176	27.0%
Workers in the "All Other Services" Industry Class	314	51.0%	339	51.7%	312	47.9%

Interior Flow Job Characteristics (Private Primary Jobs)	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	693	100.0%	724	100.0%	767	100.0%
Workers Aged 29 or younger	160	23.1%	196	27.1%	193	25.2%
Workers Aged 30 to 54	336	48.5%	304	42.0%	355	46.3%
Workers Aged 55 or older	197	28.4%	224	30.9%	219	28.6%
Workers Earning \$1,250 per month or less	200	28.9%	228	31.5%	254	33.1%
Workers Earning \$1,251 to \$3,333 per month	298	43.0%	347	47.9%	346	45.1%
Workers Earning More than \$3,333 per month	195	28.1%	149	20.6%	167	21.8%
Workers in the "Goods Producing" Industry Class	194	28.0%	193	26.7%	207	27.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	112	16.2%	130	18.0%	147	19.2%
Workers in the "All Other Services" Industry Class	387	55.8%	401	55.4%	413	53.8%

Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, October 2019

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Nemaha County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Nemaha County is less in 2017 compared to 2016 and 2015. The distribution of miles traveled to work has also shifted since 2015. Figure 1 shows the location and concentration of these workplaces.

Table 6

## Distance/Direction Report - Home to Work Census Block

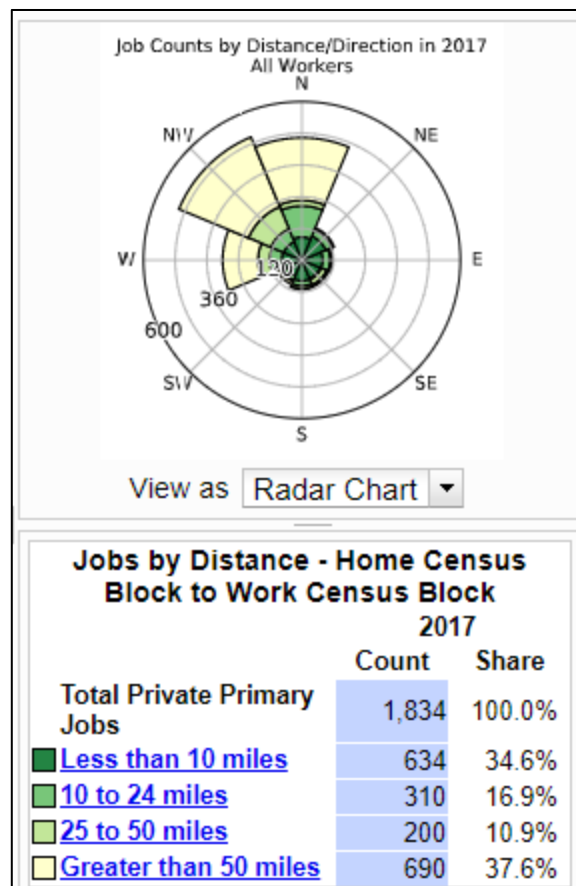
*Live within study area - distance to work*

### Job Counts in Work Blocks by Distance Only

	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
<b>Total Private Primary Jobs</b>	<b>1,834</b>	<b>100.0%</b>	<b>1,990</b>	<b>100.0%</b>	<b>1,958</b>	<b>100.0%</b>
Less than 10 miles	634	34.6%	675	33.9%	706	36.1%
10 to 24 miles	310	16.9%	378	19.0%	310	15.8%
25 to 50 miles	200	10.9%	231	11.6%	201	10.3%
Greater than 50 miles	690	37.6%	706	35.5%	741	37.8%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, October 2019

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, October 2019

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Nemaha County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Nemaha County has increased since 2015. The data also show the majority of Nemaha 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 7

## Distance/Direction Report - Work to Home Census Block

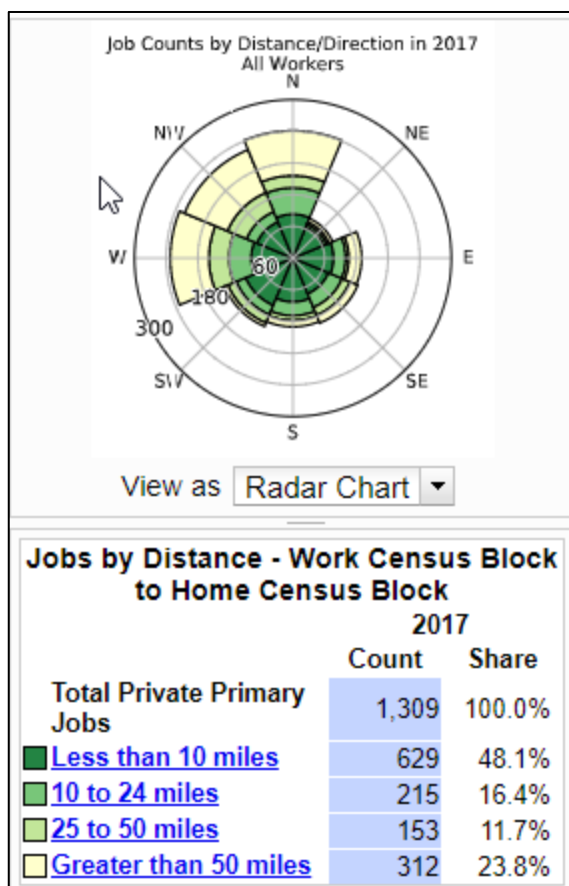
*Live within study area - distance to work*

### Job Counts in Home Blocks by Distance Only

	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
<b>Total Private Primary Jobs</b>	<b>1,309</b>	<b>100.0%</b>	<b>1,380</b>	<b>100.0%</b>	<b>1,418</b>	<b>100.0%</b>
Less than 10 miles	629	48.1%	671	48.6%	703	49.6%
10 to 24 miles	215	16.4%	235	17.0%	251	17.7%
25 to 50 miles	153	11.7%	150	10.9%	156	11.0%
Greater than 50 miles	312	23.8%	324	23.5%	308	21.7%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, October 2019

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, October 2019

## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Nemaha County and the surrounding area. As Table 8 indicates, Nemaha County's population experienced an average annual decrease of 0.5 percent between 1970 and 2010 for a total decrease of 19.3 percent or 1,728 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Nemaha County reported an average annual 0.5 percent decrease in population from 2010 to 2018 (290 people total).

Table 8

### County Population, 1970-2018, Nebraska, Nemaha County & the Surrounding Area

Location	—Year—						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2018	1970-2010	2010-2018
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,929,268	0.5	0.7
Nemaha County	8,976	8,367	7,980	7,576	7,248	6,958	-0.5	-0.5
Johnson County	5,743	5,285	4,673	4,488	5,217	5,134	-0.2	-0.2
Otoe County	15,576	15,183	14,252	15,396	15,740	15,985	0.0	0.2
Pawnee County	4,473	3,937	3,317	3,087	2,773	2,632	-1.2	-0.7
Richardson County	12,277	11,315	9,937	9,531	8,363	7,937	-1.0	-0.7

Source: U.S. Bureau of the Census, Census of Population, April 2019

Table 9 data reveals the population of Nemaha County's incorporated places as a whole experienced an average annual population decrease of 0.4 percent from 1970 to 2010 and an average annual decrease of 0.7 percent from 2010 to 2018 for a total decrease of 20.1 percent (1,214 people) from 1970 to 2018. Auburn, the county's largest city, reported a 9.4 percent decrease in population (343 people) between 1970 and 2018. The unincorporated areas outside of the selected communities experienced a 27.3 percent decrease (804 people) during the period 1970–2018.

Table 9

### County Population, 1970–2018, Nebraska, Nemaha County Communities & Unincorporated Areas

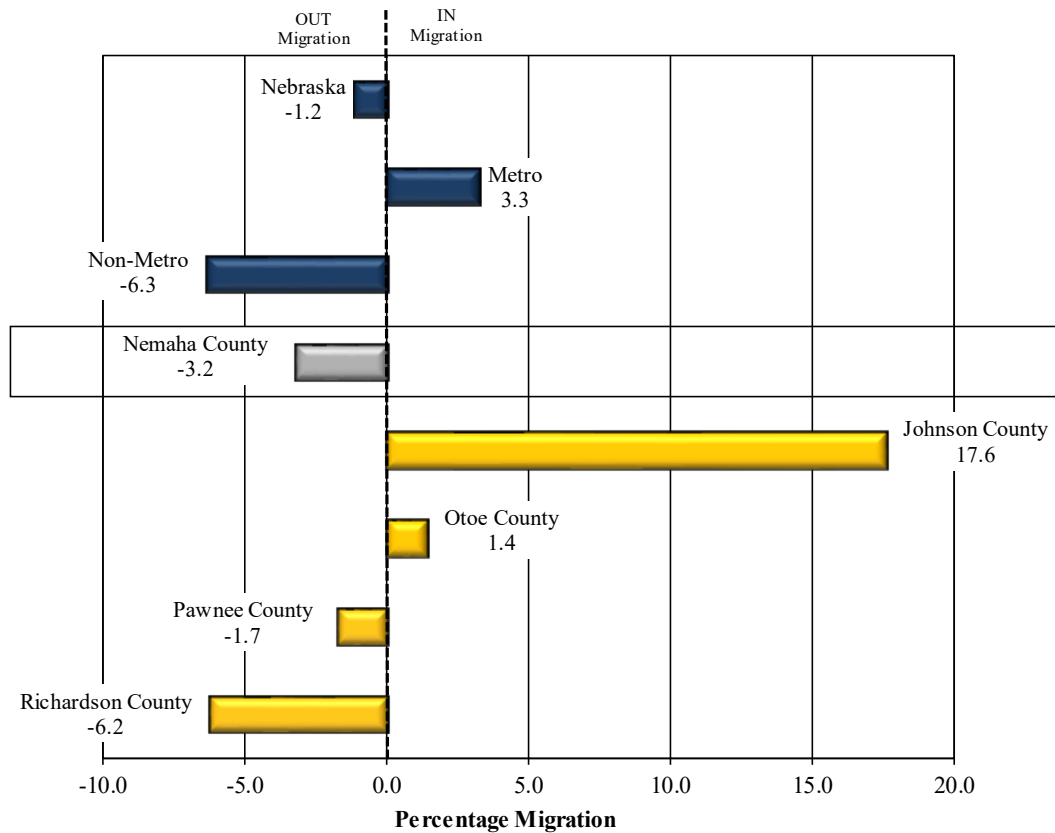
Location	—Year—						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2018	1970-2010	2010-2018
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,929,268	0.5	0.7
Nemaha County	8,976	8,367	7,980	7,576	7,248	6,958	-0.5	-0.5
Auburn	3,650	3,482	3,447	3,350	3,460	3,307	-0.1	-0.6
Brock	192	189	143	162	112	108	-1.3	-0.5
Brownville	174	203	148	146	132	126	-0.7	-0.6
Johnson	350	341	325	280	328	324	-0.2	-0.2
Julian	80	87	71	63	59	55	-0.8	-0.9
Nemaha	207	209	188	178	149	141	-0.8	-0.7
Peru	1,380	998	1,106	569	865	758	-1.2	-1.6
Total Incorporated Places	6,033	5,509	5,428	4,748	5,105	4,819	-0.4	-0.7
Unincorporated Areas	2,943	2,858	2,552	2,828	2,143	2,139	-0.8	0.0

Source: U.S. Bureau of the Census, Census of Population, May 2019

The next two charts (Chart 6 and 7, next page) graphically depict the migration patterns for Nebraska, Nemaha 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, Nemaha County experienced a net out-migration of 240 people or 3.2 percent of its 2000 population.

Chart 6

### 2000–2010 Net Migration as Percent of 2000 Population, Nebraska, Nemaha County & the Surrounding Area



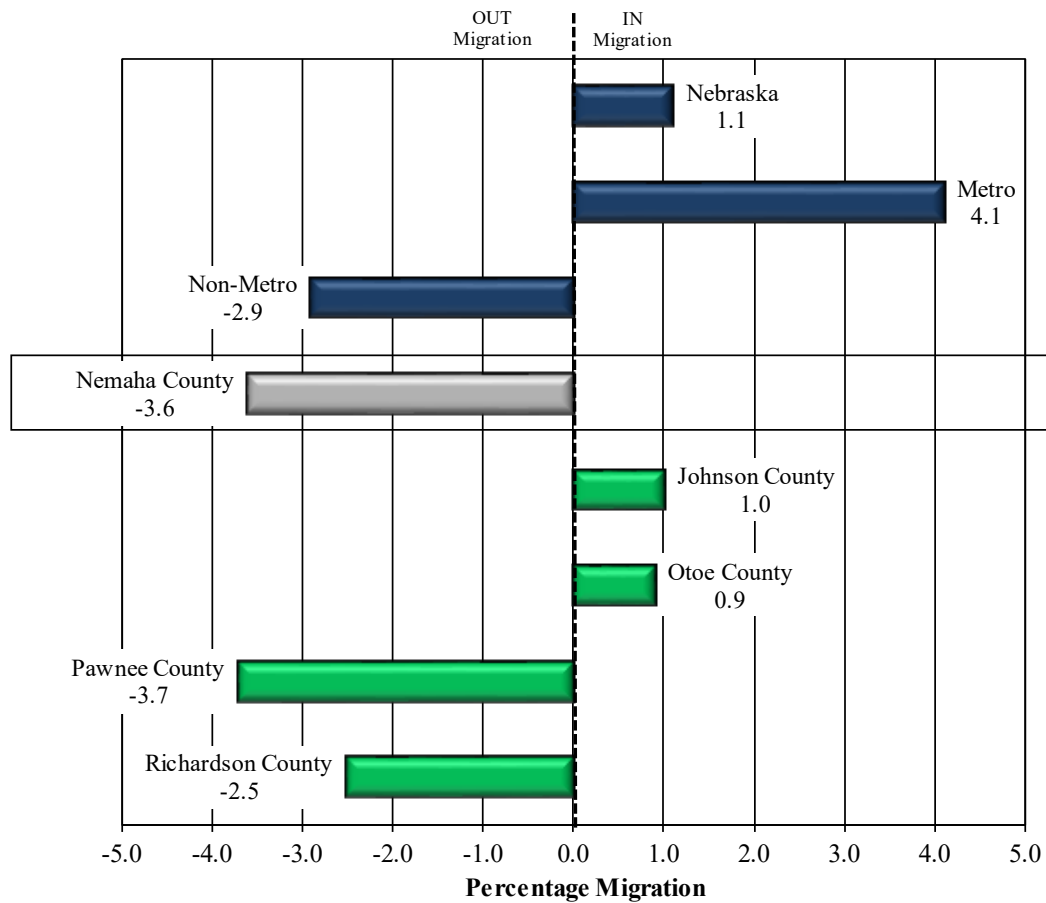
Source: U.S. Census Bureau, County population and estimated components of population change, July 2016



Looking at the years 2010–2018 (Chart 7), Nemaha County experienced a net out-migration of 262 people or 3.6 percent of its 2010 population.

Chart 7

### 2010-2018 Net Migration as Percent of 2010 Population, Nebraska, Nemaha County & the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2019

The next two tables (Tables 10 and 11, next page) provide detail on migration patterns. Data reported in these tables are 2013–2017, 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 10 data show the current population one-year or older is 192 greater than the number of people living in Nemaha County one-year ago. This indicates Nemaha County experienced a net increase in its population age one and older and in-migration was greater than out-migration plus the number of deaths.

Table 10

**Nemaha County, Nebraska, 2013–2017, Five-Year Estimate,  
Population Change Due to Migration & Mortality**

Current population one-year or older	6,955
Number of people living in the area one-year ago	6,763
<u>Population change due to migration and mortality</u>	<u>192</u>

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 March 2018.

The 2013–2017, five-year estimates in Table 11 reveal a net gain of 81 people from other Nebraska counties and a net gain of 107 people from other states for a total net gain of 188 people one-year or older. As shown in Table 11, net gains occurred in the age groups Age 1 to 17 (gain of 5), Age 18 to 24 (gain of 194), and Age 25 to 44 (gain of 9) and net losses in age groups Age 45 to 64 (loss of 18) and Age 65 and over (loss of 2).

Table 11 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 62) and a loss of residents with a bachelor's degree, associate's degree, or some college (loss of 57) and a loss of residents with a graduate or professional degree (loss of 16).

Table 11

**Nemaha County, Nebraska, 2013–2017, Five-Year Estimate,  
Population Change Due to Migration & Mortality**

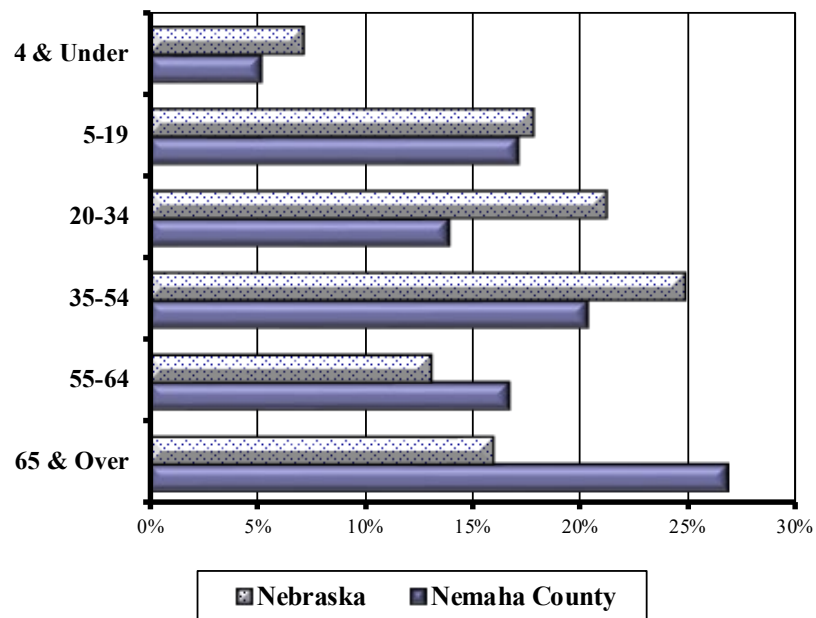
-- Part A: By Age Group --							
Age Group	Moved to Different Nebraska County	From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	53	25	-28	2	35	33	5
Age 18 to 24	92	273	181	61	74	13	194
Age 25 to 44	111	82	-29	2	40	38	9
Age 45 to 64	59	29	-30	9	21	12	-18
Age 65 and over	23	10	-13	48	59	11	-2
<b>Total</b>	<b>338</b>	<b>419</b>	<b>81</b>	<b>122</b>	<b>229</b>	<b>107</b>	<b>188</b>
-- Part B: By Educational Attainment --							
Educational Attainment	Moved to Different Nebraska County	From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	29	33	4	5	63	58	62
Bachelor's or some college	145	82	-63	42	48	6	-57
Grad. or Prof. degree	19	6	-13	12	9	-3	-16
<b>Total</b>	<b>193</b>	<b>121</b>	<b>-72</b>	<b>59</b>	<b>120</b>	<b>61</b>	<b>-11</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 March 2018.

The following chart and table (Chart 8; Table 12) compare the U.S. Census Bureau's age distribution of population for Nebraska as a whole and Nemaha County. The population of Nemaha County is significantly older in age than Nebraska as a whole. The median age for Nemaha County residents in 2017 was 49.2 years of age compared to 36.4 years of age for residents of Nebraska as a whole.

Chart 8

### Age Distribution of the Population, 2017, Nemaha County & Nebraska



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2019.

Table 12

### Age Distribution of the Population, 2017, Nemaha County & Nebraska

	2017 Population		Percent	
	Nebraska	Nemaha County	Nebraska	Nemaha County
4 & Under	133,061	223	7.2%	5.2%
5-19	331,029	731	17.8%	17.1%
20-34	393,406	595	21.2%	13.9%
35-54	459,836	869	24.8%	20.3%
55-64	242,601	713	13.1%	16.7%
65 & Over	295,373	1,144	15.9%	26.8%
<b>Total</b>	<b>1,855,306</b>	<b>4,275</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.4</b>	<b>49.2</b>		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2019.

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Nemaha 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 9 graphically depicts the median age distribution for the study area.

Table 13

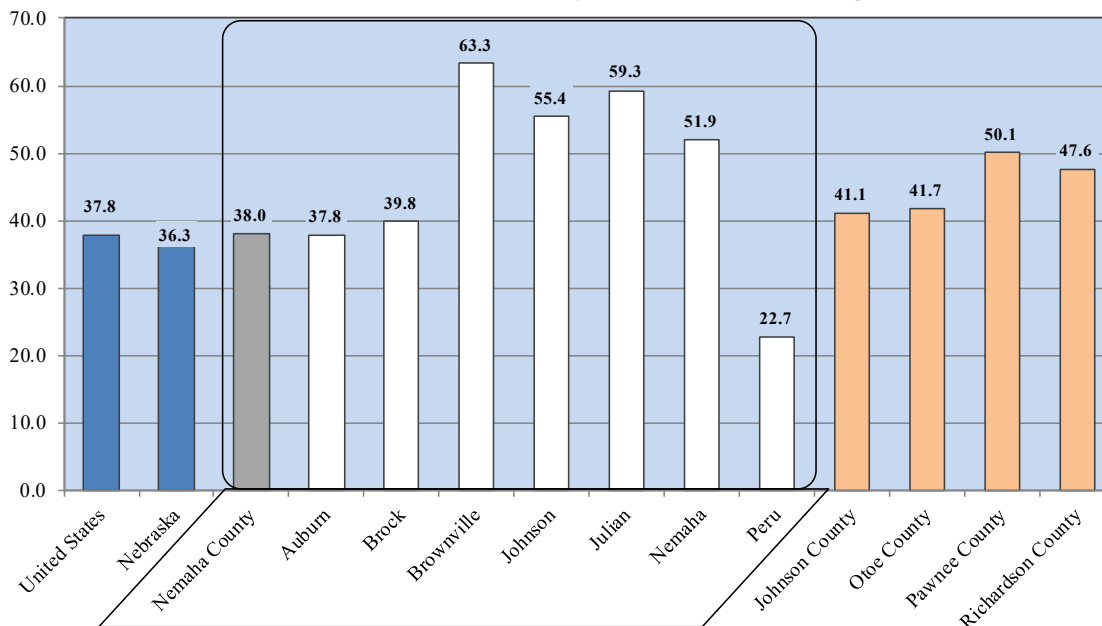
**Median Age by Location and Gender,  
Five-Year Estimate, 2013–2017, Nebraska,  
Nemaha County & the Surrounding Area**

	Median Age		
	Total	Male	Female
<b>United States</b>	<b>37.8</b>	<b>36.5</b>	<b>39.1</b>
<b>Nebraska</b>	<b>36.3</b>	<b>35.2</b>	<b>37.5</b>
<b>Nemaha County</b>	<b>38.0</b>	<b>36.9</b>	<b>39.9</b>
Auburn	37.8	36.6	40.3
Brock	39.8	33.8	53.2
Brownville	63.3	67.5	53.8
Johnson	55.4	51.9	56.1
Julian	59.3	59.1	59.5
Nemaha	51.9	51.3	53.5
Peru	22.7	23.3	21.3
<b>Johnson County</b>	<b>41.1</b>	<b>38.1</b>	<b>47.8</b>
<b>Otoe County</b>	<b>41.7</b>	<b>39.2</b>	<b>44.1</b>
<b>Pawnee County</b>	<b>50.1</b>	<b>48.5</b>	<b>51.6</b>
<b>Richardson County</b>	<b>47.6</b>	<b>46.2</b>	<b>48.7</b>

Source: U.S. Census Bureau, 2013-2017 American Community Survey, May 2019

Chart 9

**Median Age by Location, Five-Year Estimate, 2013–2017,  
Nebraska, Nemaha County & the Surrounding Area**



Source: U.S. Census Bureau, 2013-2017 American Community Survey, May 2019

## Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Nemaha County and the surrounding area for 2018. 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 14

### **2018 Retail Sales (Non-Motor Vehicle) Pull Factors, Nebraska, Nemaha County & Surrounding Counties**

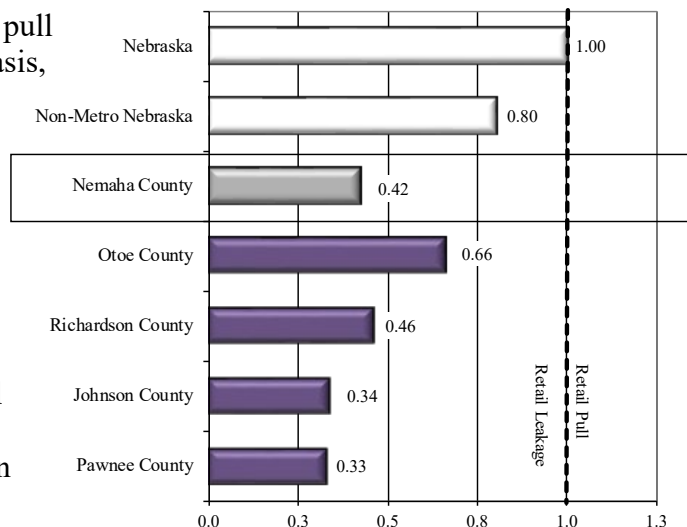
	2018 Population	2018 Retail Sales (x \$1,000)	2018 Per Cap Sales (\$)	2018 Pull Factor
<b>Nebraska</b>	<b>1,929,268</b>	<b>24,791,310</b>	<b>12,850</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>860,657</b>	<b>8,869,312</b>	<b>10,305</b>	<b>0.80</b>
<b>Nemaha County</b>	<b>6,958</b>	<b>37,112</b>	<b>5,334</b>	<b>0.42</b>
Johnson County	5,134	22,754	4,432	0.34
Otoe County	15,985	135,432	8,472	0.66
Pawnee County	2,632	11,096	4,216	0.33
Richardson County	7,937	46,726	5,887	0.46

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

Chart 10

Reviewing the pull factors at the county level indicates Nemaha County experiences net retail leakages. The 2018 pull factor of 0.42 indicates, on a per capita basis, retail sales in Nemaha County are considerably lower than 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 Nemaha County (0.42) with the pull factor for the non-metropolitan area of Nebraska (0.80) indicates per capita retail sales in Nemaha County are 48.2 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

### **2018 Retail Sales (NMV) Pull Factors, Nebraska, Nemaha County & Surrounding Counties**



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

Table 15 and Chart 11 compare the 2018 pull factors for selected area communities. The community of Auburn's pull factor of 0.78 indicates that, on a per capita basis, non-motor vehicle retail sales in Auburn are approximately 22.0 percent less than the state's average per capita sales.

Table 15

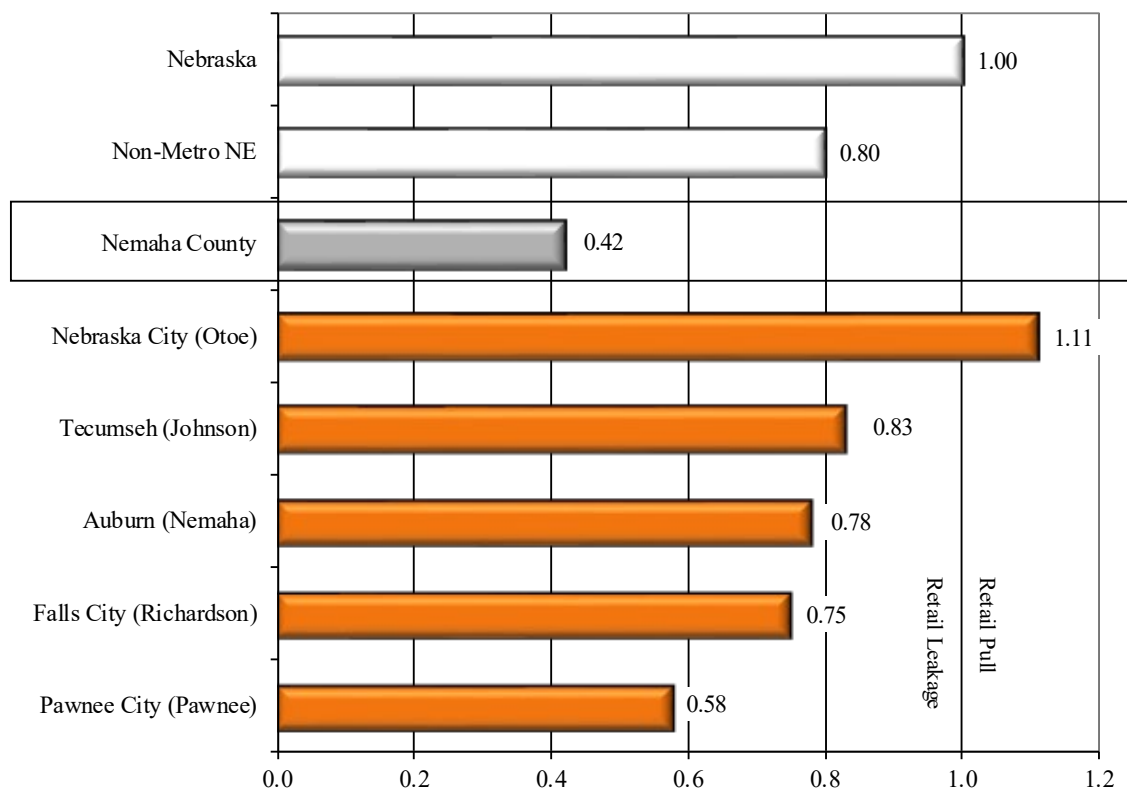
### 2018 Retail Sales (Non-Motor Vehicle) Pull Factors, Nebraska, Nemaha County & Selected Study Area Communities

	2018 Population	2018 Retail Sales (x \$1,000)	2018 Per Cap Sales (\$)	2018 Pull Factor
<b>Nebraska</b>	<b>1,929,268</b>	<b>24,791,310</b>	<b>12,850</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>860,657</b>	<b>8,869,312</b>	<b>10,305</b>	<b>0.80</b>
<b>Nemaha County</b>	<b>6,958</b>	<b>37,112</b>	<b>5,334</b>	<b>0.42</b>
Auburn (Nemaha)	3,307	33,063	9,998	0.78
Tecumseh (Johnson)	1,620	17,341	10,705	0.83
Nebraska City (Otoe)	7,275	103,417	14,215	1.11
Pawnee City (Pawnee)	841	6,309	7,502	0.58
Falls City (Richardson)	4,152	39,898	9,609	0.75

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

Chart 11

### 2018 Retail Sales (NMV) Pull Factors, Nebraska, Nemaha County & Selected Study Area Communities



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



Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2018 pull factors into the communities reporting retail sales figures within Nemaha County. As this table indicates, the community of Auburn had the strongest pull factor (0.78) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.42 for Nemaha County in 2018.

Table 16

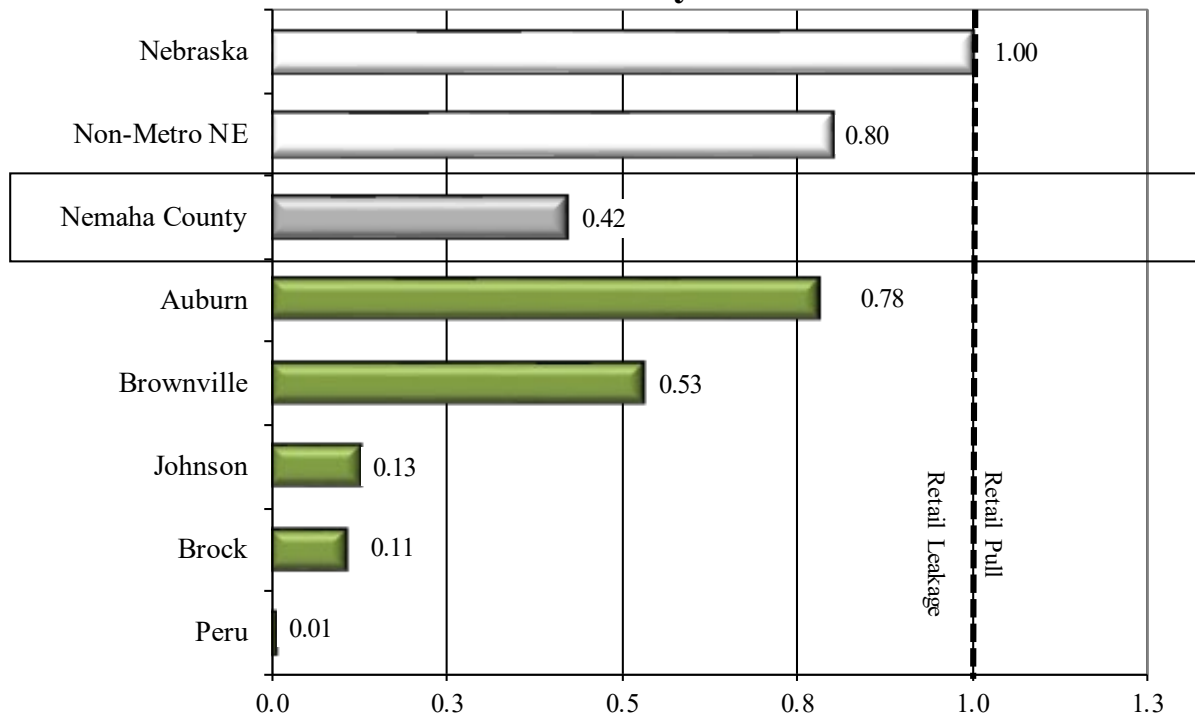
### 2018 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska & Available Nemaha County Area Communities

	2018 Population	2018 Retail Sales (x \$1,000)	2018 Per Cap Sales (\$)	2018 Pull Factor
<b>Nebraska</b>	<b>1,929,268</b>	<b>24,791,310</b>	<b>12,850</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>860,657</b>	<b>8,869,312</b>	<b>10,305</b>	<b>0.80</b>
<b>Nemaha County</b>	<b>6,958</b>	<b>37,112</b>	<b>5,334</b>	<b>0.42</b>
Auburn	3,307	33,063	9,998	0.78
Peru	758	75	99	0.01
Johnson	324	525	1,621	0.13
Brownville	126	863	6,851	0.53
Brock	108	156	1,447	0.11

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

Chart 12

### 2018 Retail Sales (NMV) Pull Factors, Nebraska & Available Nemaha County Area Communities



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

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2018 pull factors for Nebraska, Auburn, and eight other similarly sized communities selected from around the state. Broken Bow's pull factor of 1.73 leads the group for 2018 thus indicating Broken Bow has greater retail pull.

Table 17

**2018 Retail Sales (Non-Motor Vehicle) Pull Factors,  
Auburn & Other Similarly Sized Nebraska Communities**

	2018 Population	2018 Retail Sales (x \$1,000)	2018 Per Cap Sales (\$)	2018 Pull Factor
Nebraska	1,929,268	24,791,310	12,850	1.00
Non-Metro Nebraska	860,657	8,869,312	10,305	0.80
<b>Auburn (Nemaha)</b>	<b>3,307</b>	<b>33,063</b>	<b>9,998</b>	<b>0.78</b>
Valley (Douglas)	2,845	27,471	9,656	0.75
David City (Butler)	2,855	37,460	13,121	1.02
Central City (Merrick)	2,875	29,477	10,253	0.80
Minden (Kearney)	2,977	25,914	8,705	0.68
West Point (Cuming)	3,315	55,784	16,828	1.31
Gothenburg (Dawson)	3,448	39,176	11,362	0.88
Broken Bow (Custer)	3,534	78,579	22,235	1.73
O'Neill (Holt)	3,625	74,701	20,607	1.60

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

Chart 13

**2018 Retail Sales (NMV) Pull Factors, Auburn  
& Other Similarly Sized Nebraska Communities**

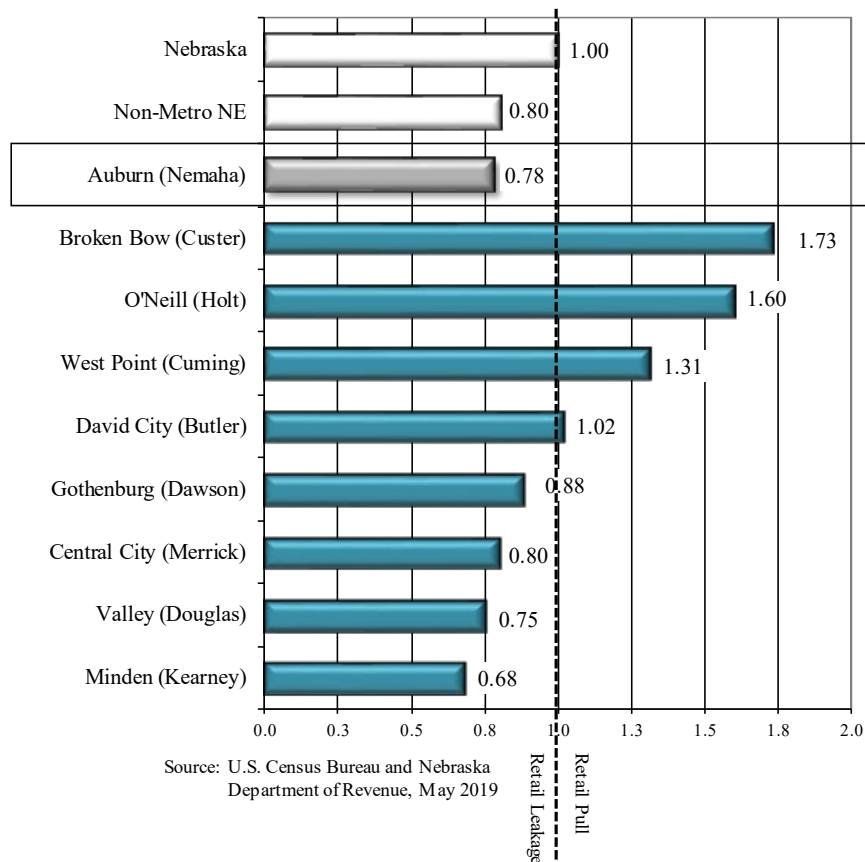
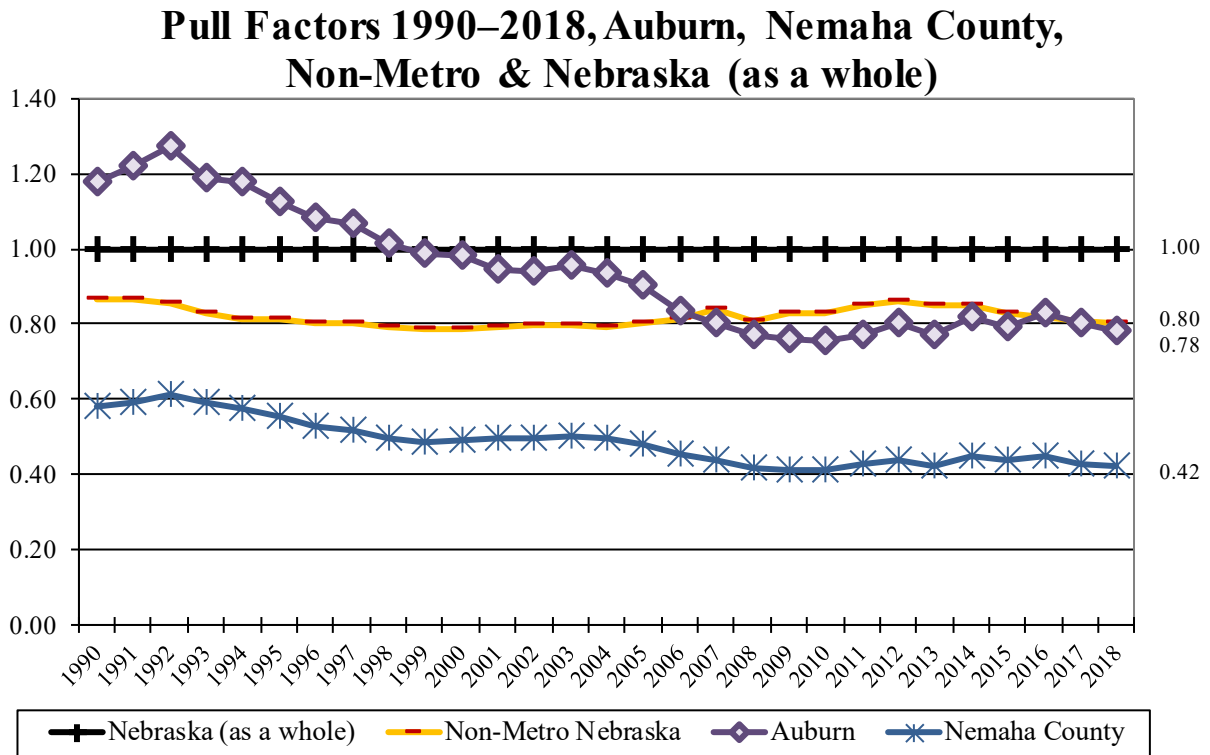


Chart 14 illustrates the pull factor trend for Auburn, Nemaha County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2018. In examining the timeline, the city of Auburn shows retail pull starting out the time period above the state average then falling below the state average in 2000 and continuing below the state average ending at 0.78. Data within Nemaha County (as a whole) also shows the pull factor similar to the non-metropolitan county average through most of the time period until the end where it extremely dropped, ending in 0.42 in 2018.

Chart 14



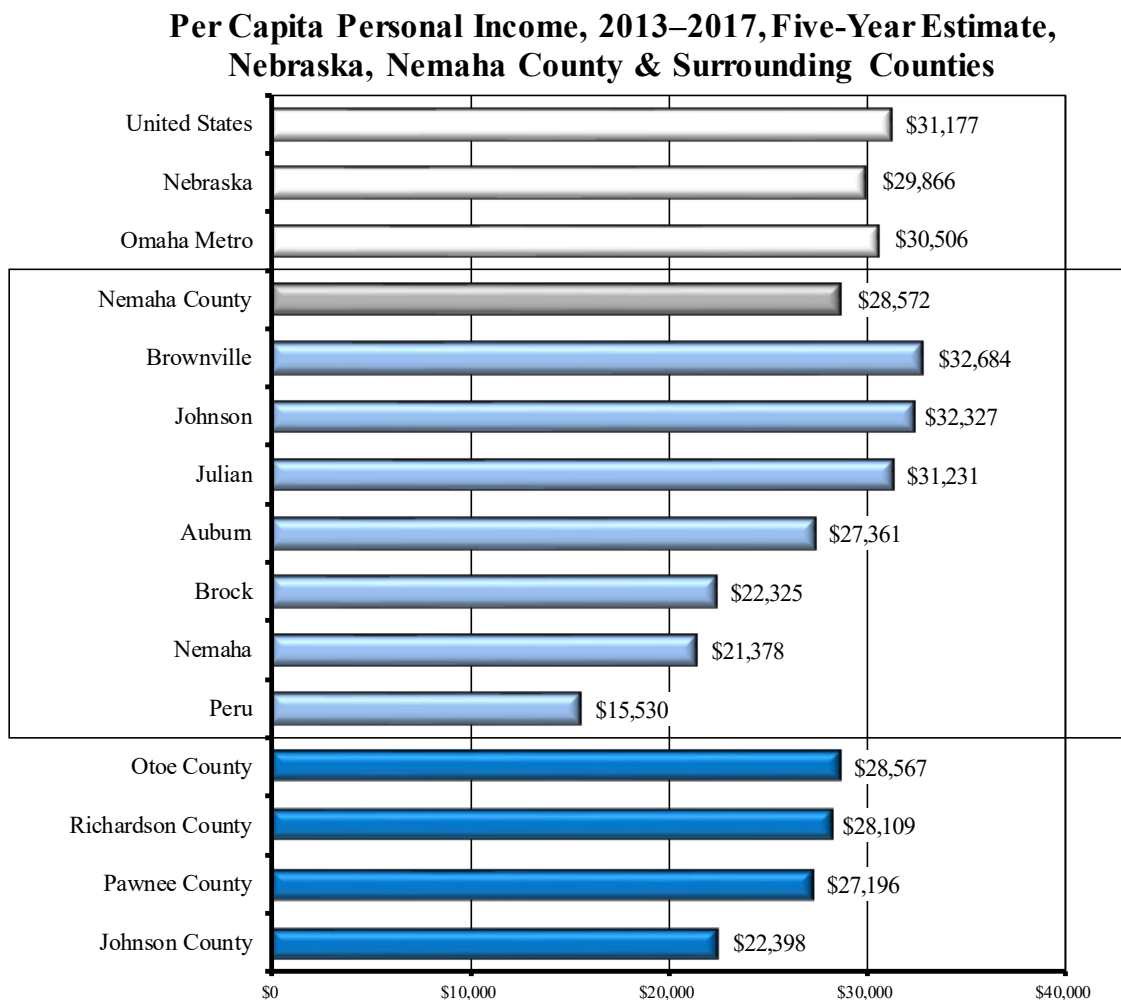
Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2019

## **Per Capita Personal Income**

Chart 15 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 2013–2017, five-year estimates show per capita personal income for Nemaha County is estimated to be \$28,572 compared to \$29,866 for Nebraska as a whole.

Chart 15



Source: U.S. Census Bureau, 2013–2017 American Community Survey, accessed March 2019.

## **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 2013–2017, five-year estimates show median household income for Nemaha County is estimated to be \$55,536 compared to \$56,675 for Nebraska as a whole.

Chart 16

