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ECONOMIC AND DEMOGRAPHIC TRENDS

SCHUYLER, COLFAX COUNTY AND THE SURROUNDING AREA

PREPARED BY:

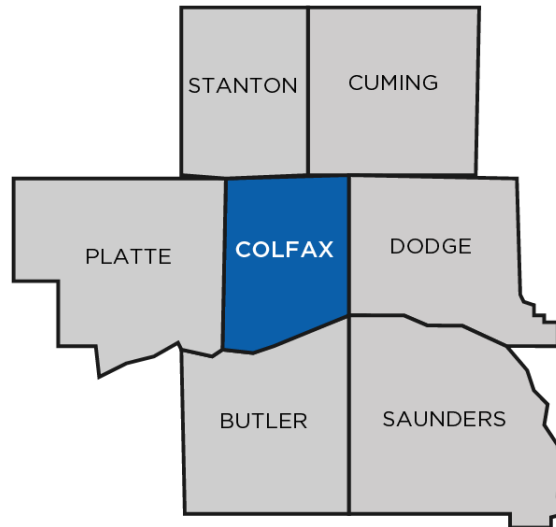
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ECONOMIC AND DEMOGRAPHIC TRENDS IN **Colfax County** AND THE SURROUNDING AREA



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Colfax 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 Colfax County, other counties included in this area are Butler, Cuming, Dodge, Platte, Saunders and Stanton. The retail sales section also compares retail growth between Schuyler 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 Colfax County for the period 2013–2023. 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 Colfax County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Colfax County increased 7.7 percent (370 jobs) between 2013 and 2023.

Table 1 and Chart 1 also provide employment data for Colfax County by major economic sector for the years 2013–2023. The Leisure & Hospitality sector recorded the largest percentage increase in employment between 2013 and 2023 (57.8 percent or 63 jobs). The Manufacturing sector recorded the largest actual employment increase between 2013 and 2023 (225 jobs or 10.8 percent).

TABLE 1
Nonfarm Wage & Salary Employment Trends • 2013–2023
 Colfax County, Nebraska

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Change 2013-2023	# Change 2013-2023
Nonfarm W&S Employment	4,803	4,970	5,077	5,153	5,187	5,110	5,055	5,001	4,851	4,921	5,173	7.7	370
Total Private Industries	4,123	4,276	4,364	4,432	4,435	4,329	4,263	4,248	4,113	4,182	4,437	7.6	314
Goods Producing	2,440	2,522	2,603	2,649	2,679	2,700	2,724	2,710	2,545	2,583	2,828	15.9	388
Natural Resources & Mining	209	232	336	357	365	382	412	423	262	259	316	51.2	107
Construction	138*	142	144	158	159	178	146	152	145	179	194*	40.6	56
Manufacturing	2,093*	2,152	2,138	2,159	2,170	2,132	2,171	2,139	2,143	2,151	2,318*	10.8	225
Service Providing	1,683	1,755	1,761	1,783	1,755	1,629	1,539	1,539	1,568	1,598	1,609	-4.4	-74
Trade, Transportation & Utilities	882	916	948	973	969	878	867	909	879	899	904	2.5	22
Information	11	9	6	5	5	-	-	-	4	5	5*	-54.5	-6
Financial Activities	112	111	105	108	108	106	107	106	109	106	107	-4.5	-5
Professional & Business Services	116	237	252	230	200	190	183	184	166	169	139	19.8	23
Education & Health Services	276	288	262	247	256	229	171	156	203	195	226	-18.1	-50
Leisure & Hospitality	109	123	123	157	152	156	144	120	150	165	172	57.8	63
Other Services, except Public	178	71	64	63	66	-	-	-	58	59	56*	-68.5	-122
Government	680	694	713	721	752	781	792	753	738	739	736	8.2	56
Federal	69	70	62	62	62	58	60	58	55	42	36	-47.8	-33
State	16	17	13	12	12	12	11	11	13	11	10	-37.5	-6
Local	595	607	638	646	679	711	721	684	670	687	690	16.0	95

Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2024

Labor Force & Work Summary, 2013-2023, Annual, Colfax County, Nebraska (June 2024 data)

* Estimates provided by Melissa Trueblood, Nebraska Public Power District

CHART 1
Employment by Industry • 2013–2023
 Colfax County, Nebraska

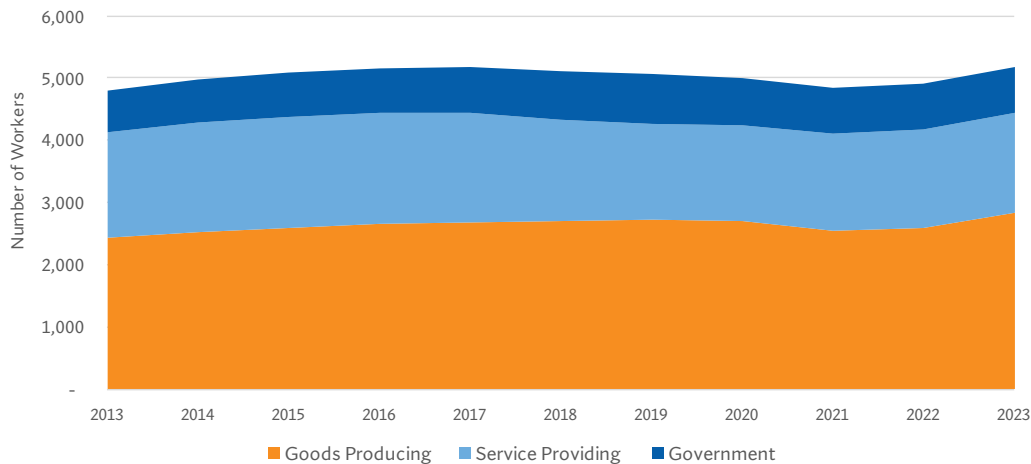


Chart 2 compares total nonfarm wage and salary employment growth in Colfax County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2013–2023. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Colfax County increased 7.7 percent (370 jobs) from 2013 to 2023, compared to an 8.1 percent increase for Nebraska as a whole, an 8.7 percent increase in metropolitan Nebraska and a 19.6 percent increase in non-metropolitan Nebraska.

CHART 2
Nonfarm W&S Employment • 2013–2023

Colfax County, Nebraska, Metro and Non-Metro Nebraska

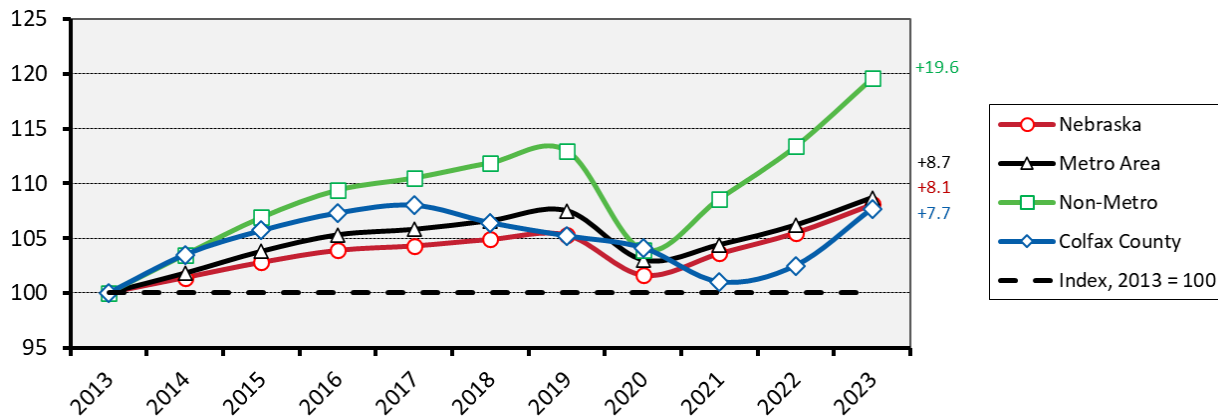
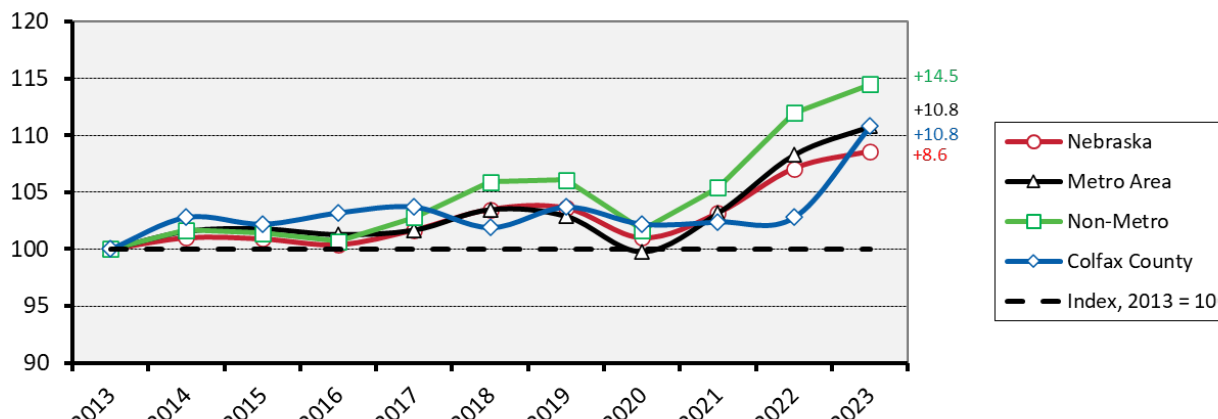


Chart 3 presents data on manufacturing wage and salary employment growth for Colfax County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Colfax County recorded a 10.8 percent increase in employment (225 jobs) between 2013 and 2023. This compares to a 14.5 percent increase in employment for non-metropolitan Nebraska; an 8.6 percent increase for Nebraska as a whole; and a 10.8 percent increase for metropolitan Nebraska over the same period.

CHART 3
Manufacturing W&S Employment • 2013–2023

Colfax County, Nebraska, Metro and Non-Metro Nebraska



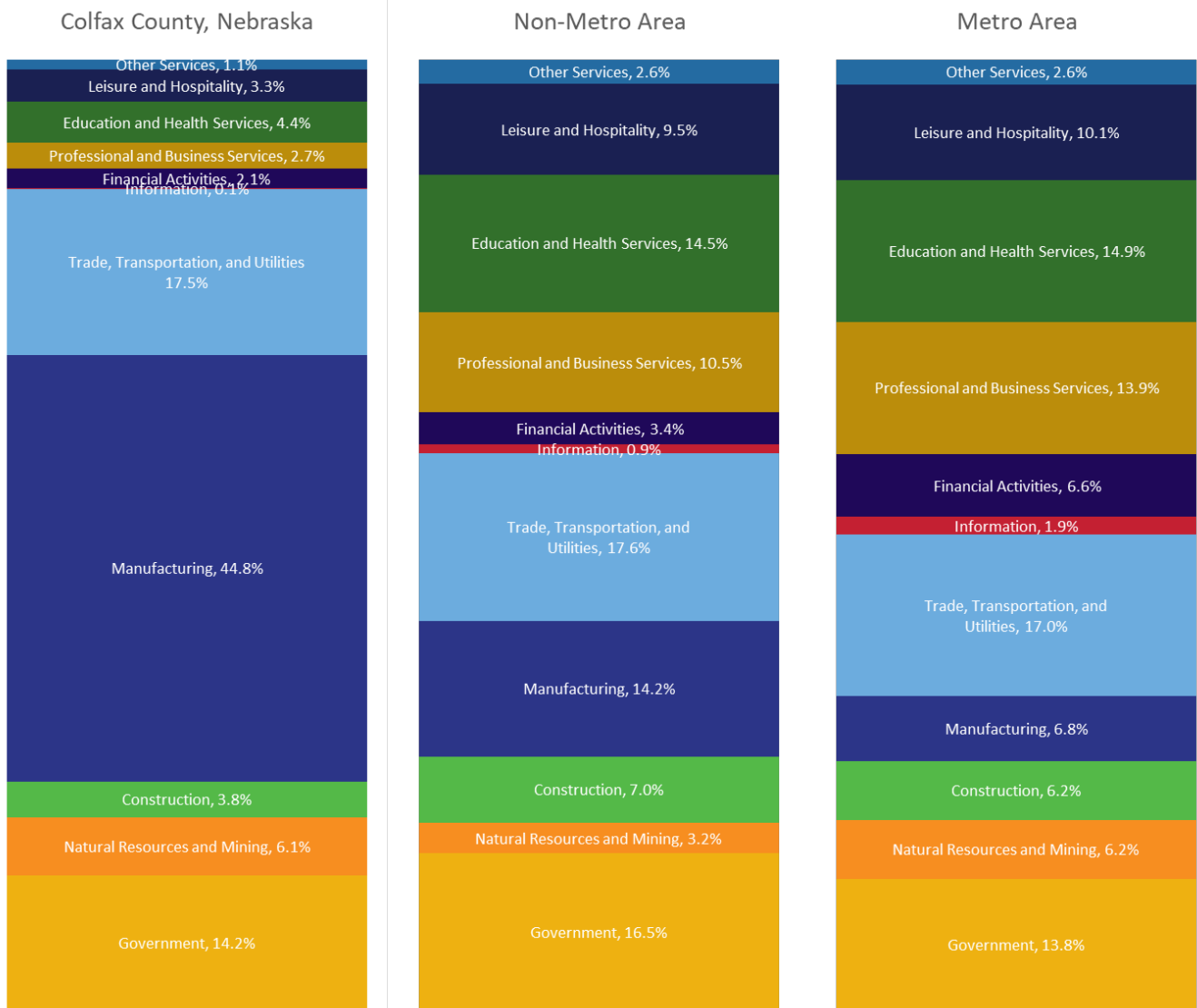
Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2024

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

When comparing the Colfax County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Trade, Transportation, and Utilities sector which makes up 34.8 percent of the county workforce (904 employees) compared to 17.6 percent for non-metropolitan Nebraska; a difference of 17.2 percent. Comparing Colfax County to the overall metropolitan distribution, the largest deviation is found in the Trade, Transportation, and Utilities sector (34.8 percent Colfax County vs. 17.0 percent metropolitan Nebraska; a difference of 17.8 percent).

CHART 4, 5 & 6

Nonfarm W&S Employment by Major Economic Sector



U.S. Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Colfax County for the time period 2013–2023. 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 Colfax County residents participating in the labor force between 2013 and 2023 (4.0 percent or 224 people).

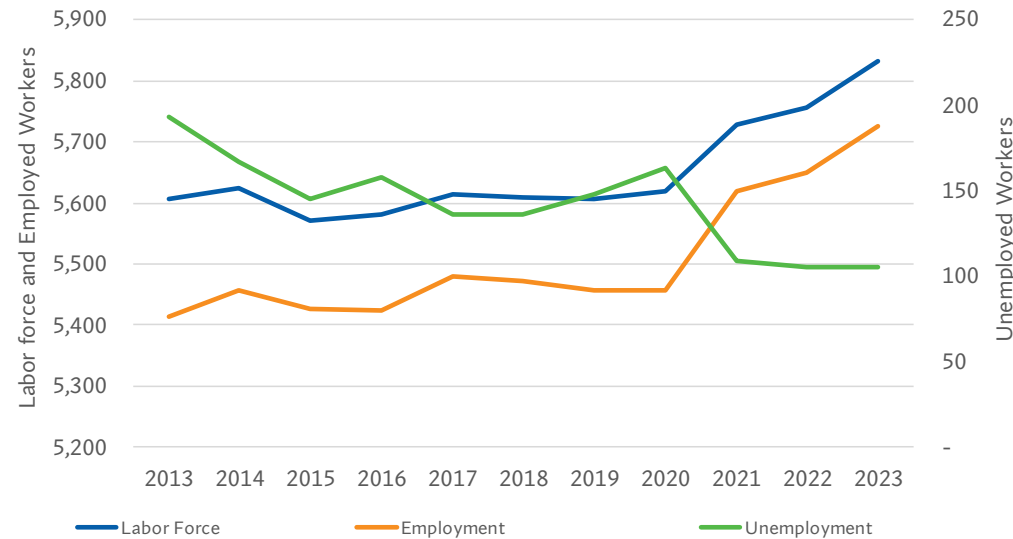
The number of those unemployed in Colfax County decreased by 45.6 percent (88 people) between 2013 and 2023. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Colfax County unemployment rate was 1.8 percent in 2023; below that for metropolitan Nebraska (2.3 percent), below Nebraska as a whole (2.3 percent), and below non-metropolitan Nebraska (2.2 percent).

TABLE 2
Labor Force & Employment Trends · 2013–2023
 Colfax County, Nebraska

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Change 2013-2023	# Change 2013-2023
Labor Force	5,607	5,625	5,572	5,582	5,615	5,608	5,606	5,620	5,728	5,755	5,831	4.0	224
Employment	5,414	5,458	5,427	5,424	5,479	5,472	5,458	5,457	5,619	5,650	5,726	5.8	312
Unemployment	193	167	145	158	136	136	148	163	109	105	105	-45.6	-88
Unemployment Rate	3.4	3.0	2.6	2.8	2.4	2.4	2.6	2.9	1.9	1.8	1.8	N/A	N/A

(N/A) - Data not available

CHART 7
Labor Force & Employment Trends · 2013–2023
 Colfax County, Nebraska



Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2024
 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 Colfax 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 Colfax County are from 2021.

Table 3 (pages 6–7) examines the Work Destination area for Colfax County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 5,073 county labor force participants holding primary jobs. As Table 3 shows, 96.2 percent of Colfax County's labor force participants are employed within the state of Nebraska. Approximately 45.2 percent of Colfax County workers remain within Colfax County for employment, with 54.8 percent leaving the county borders for work (next page). The top ten incorporated places where Colfax County labor force participants are employed are also shown on the following page.

TABLE 3

Work Destination Report • 2021

Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	5,073	100.0%

By States

	Count	Share
Nebraska	4,881	96.2%
Iowa	86	1.7%
South Dakota	38	0.7%
Kansas	13	0.3%
Colorado	7	0.1%
Missouri	7	0.1%
Texas	6	0.1%
California	5	0.1%
Illinois	5	0.1%
Minnesota	5	0.1%
All Other Locations	20	0.4%



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

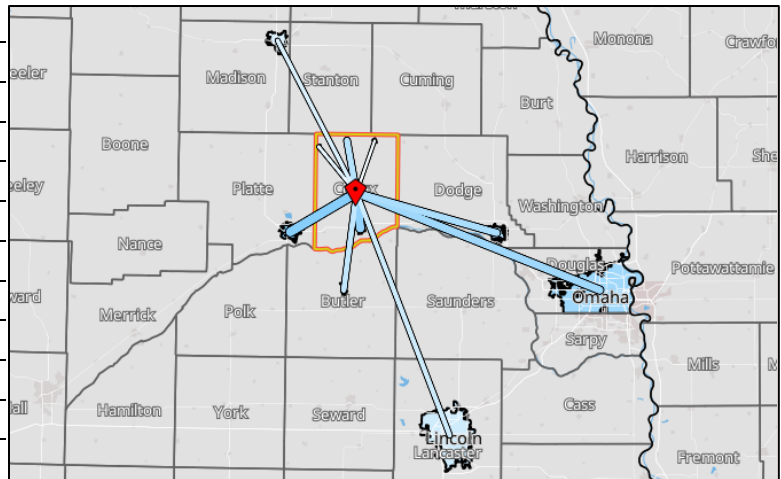
By Counties

	Count	Share
Colfax County, NE	2,295	45.2%
Platte County, NE	1,012	19.9%
Dodge County, NE	316	6.2%
Douglas County, NE	290	5.7%
Madison County, NE	150	3.0%
Butler County, NE	139	2.7%
Lancaster County, NE	121	2.4%
Cuming County, NE	83	1.6%
Sarpy County, NE	56	1.1%
Dakota County, NE	48	0.9%
All Other Locations	563	11.1%



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

	Count	Share
Columbus city, NE	742	14.6%
Schuyler city, NE	565	11.1%
Omaha city, NE	251	4.9%
Fremont city, NE	204	4.0%
Clarkson city, NE	122	2.4%
David City city, NE	115	2.3%
Lincoln city, NE	111	2.2%
Norfolk city, NE	93	1.8%
Leigh village, NE	87	1.7%
Howells village, NE	78	1.5%
All Other Locations	2,705	53.3%



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

People also travel from other locations to work in Colfax 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 Colfax County. The Census identified 5,053 primary jobs within Colfax County. As Table 4 indicates, 97.8 percent of these jobs are held by Nebraska residents. Approximately 45.4 percent of Colfax 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 • 2021**

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	5,053	100.0%

By States

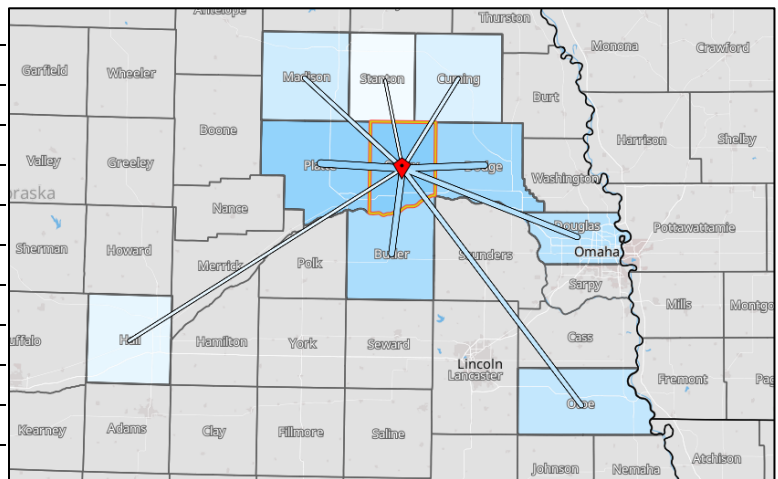
	Count	Share
Nebraska	4,943	97.8%
Iowa	41	0.8%
Kansas	11	0.2%
Texas	11	0.2%
South Dakota	7	0.1%
Colorado	6	0.1%
Florida	6	0.1%
Arkansas	4	0.1%
Missouri	4	0.1%
Minnesota	3	0.1%
All Other Locations	17	0.3%



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

By Counties

	Count	Share
Colfax County, NE	2,295	45.4%
Platte County, NE	1,237	24.5%
Dodge County, NE	166	3.3%
Butler County, NE	155	3.1%
Douglas County, NE	150	3.0%
Otoe County, NE	110	2.2%
Madison County, NE	79	1.6%
Cuming County, NE	72	1.4%
Hall County, NE	70	1.4%
Stanton County, NE	69	1.4%
All Other Locations	650	12.9%



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

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

	Count	Share
Schuyler city, NE	1,485	29.4%
Columbus city, NE	979	19.4%
Omaha city, NE	130	2.6%
Clarkson city, NE	129	2.6%
Howells village, NE	120	2.4%
Fremont city, NE	81	1.6%
Nebraska City city, NE	78	1.5%
David City city, NE	70	1.4%
Leigh village, NE	70	1.4%
Grand Island city, NE	58	1.1%
All Other Locations	1,853	36.7%



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

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

TABLE 5
Inflow/Outflow Report

Colfax County, Primary Jobs

Selection Area Labor Market Size (Primary Jobs)	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	5,053	100.0%	5,114	100.0%	5,116	100.0%
Living in the Selection Area	5,073	100.4%	5,094	99.6%	5,143	100.5%
Net Job Inflow (+) or Outflow (-)	-20	-	20	-	-27	-

In-Area Labor Force Efficiency (Primary Jobs)	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	5,073	100.0%	5,094	100.0%	5,143	100.0%
Living and Employed in the Selection Area	2,295	45.2%	2,461	48.3%	2,473	48.1%
Living in the Selection Area but Employed Outside	2,778	54.8%	2,633	51.7%	2,670	51.9%
Living in the Selection Area	5,073	100.0%	5,094	100.0%	5,143	100.0%

In-Area Employment Efficiency (Primary Jobs)	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	5,053	100.0%	5,114	100.0%	5,116	100.0%
Employed and Living in the Selection Area	2,295	45.4%	2,461	48.1%	2,473	48.3%
Employed in the Selection Area but Living Outside	2,758	54.6%	2,653	51.9%	2,643	51.7%

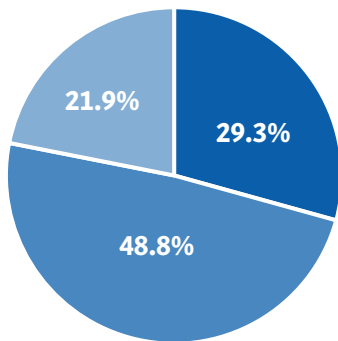
TABLE 6

Worker Outflow by Job Characteristic

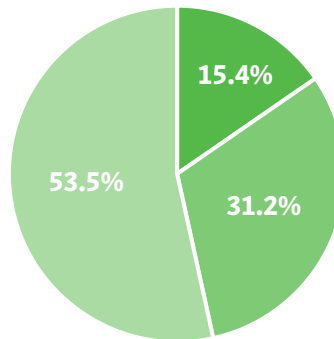
Colfax County

Outflow Job Characteristics	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	2,778	100.0%	2,633	100.0%	2,670	100.0%
Workers Aged 29 or younger	813	29.3%	744	28.3%	767	28.7%
Workers Aged 30 to 54	1,357	48.8%	1,275	48.4%	1,284	48.1%
Workers Aged 55 or older	608	21.9%	614	23.3%	619	23.2%
Workers Earning \$1,250 per month or less	427	15.4%	484	18.4%	490	18.4%
Workers Earning \$1,251 to \$3,333 per month	866	31.2%	835	31.7%	976	36.6%
Workers Earning More than \$3,333 per month	1,485	53.5%	1,314	49.9%	1,204	45.1%
Workers in the "Goods Producing" Industry Class	1,310	47.2%	1,293	49.1%	1,206	45.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	489	17.6%	454	17.2%	498	18.7%
Workers in the "All Other Services" Industry Class	979	35.2%	886	33.6%	966	36.2%

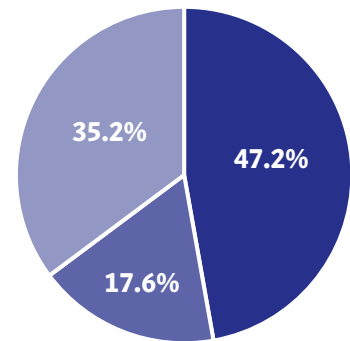
CHART 8, 9 & 10



- 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, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

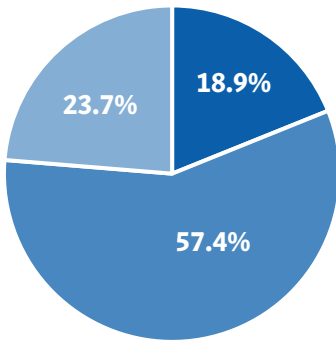
TABLE 7

Worker Inflow by Job Characteristic

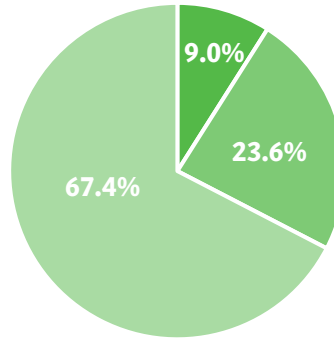
Colfax County

Inflow Job Characteristics	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	2,758	100.0%	2,653	100.0%	2,643	100.0%
Workers Aged 29 or younger	522	18.9%	507	19.1%	520	19.7%
Workers Aged 30 to 54	1,583	57.4%	1,527	57.6%	1,517	57.4%
Workers Aged 55 or older	653	23.7%	619	23.3%	606	22.9%
Workers Earning \$1,250 per month or less	249	9.0%	211	8.0%	292	11.0%
Workers Earning \$1,251 to \$3,333 per month	650	23.6%	560	21.1%	805	30.5%
Workers Earning More than \$3,333 per month	1,859	67.4%	1,882	70.9%	1,546	58.5%
Workers in the "Goods Producing" Industry Class	1,716	62.2%	1,635	61.6%	1,668	63.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	493	17.9%	485	18.3%	454	17.2%
Workers in the "All Other Services" Industry Class	549	19.9%	533	20.1%	521	19.7%

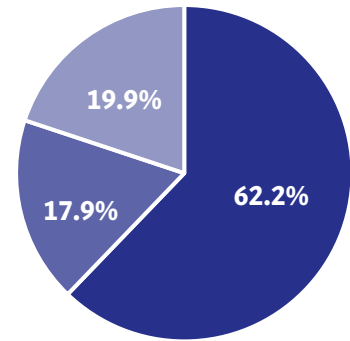
CHART 11, 12 & 13



- 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



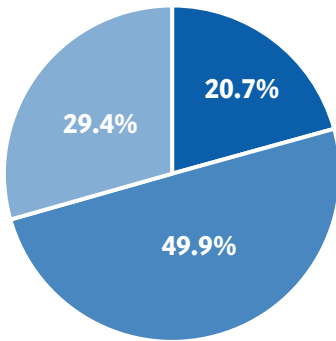
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

TABLE 8**Worker Interior by Job Characteristic**

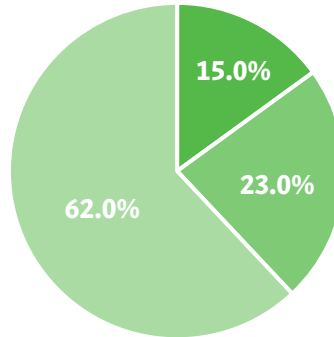
Colfax County

Interior Flow Job Characteristics

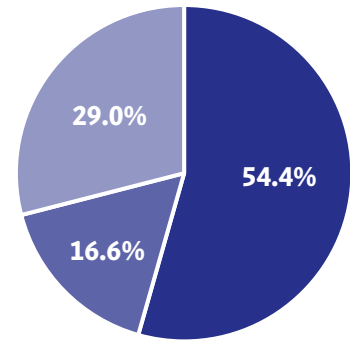
	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	2,295	100.0%	2,461	100.0%	2,473	100.0%
Workers Aged 29 or younger	475	20.7%	490	19.9%	536	21.7%
Workers Aged 30 to 54	1,145	49.9%	1,265	51.4%	1,234	49.9%
Workers Aged 55 or older	675	29.4%	706	28.7%	703	28.4%
Workers Earning \$1,250 per month or less	345	15.0%	325	13.2%	355	14.4%
Workers Earning \$1,251 to \$3,333 per month	527	23.0%	575	23.4%	774	31.3%
Workers Earning More than \$3,333 per month	1,423	62.0%	1,561	63.4%	1,344	54.3%
Workers in the "Goods Producing" Industry Class	1,248	54.4%	1,342	54.5%	1,358	54.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	382	16.6%	424	17.2%	395	16.0%
Workers in the "All Other Services" Industry Class	665	29.0%	695	28.2%	720	29.1%

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, Transportation, and 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 Colfax County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Colfax County is fewer in 2021 compared to 2019. The distribution of miles traveled to work has shifted slightly since 2019, with workers traveling longer distances in 2021 than in 2019. 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	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	5,073	100.0%	5,094	100.0%	5,143	100.0%
Less than 10 miles	2,029	40.0%	2,182	42.8%	2,211	43.0%
10 to 24 miles	1,496	29.5%	1,424	28.0%	1,431	27.8%
25 to 50 miles	707	13.9%	714	14.0%	678	13.2%
Greater than 50 miles	841	16.6%	774	15.2%	823	16.0%

U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2023

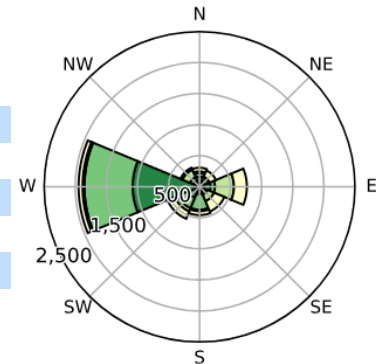


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Colfax County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Colfax County has decreased since 2019. The data also show the majority of Colfax County employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

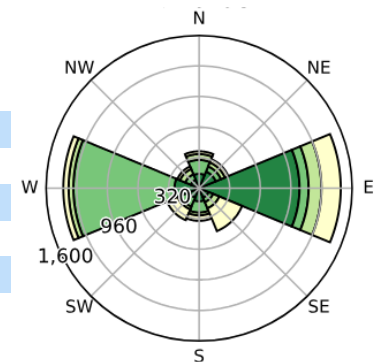
TABLE 10 & FIGURE 2

Distance/Direction Report • Work to Home Census Block

Work within study area – distance to home

Job Counts in Work Blocks	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	5,053	100.0%	5,114	100.0%	5,116	100.0%
Less than 10 miles	2,097	41.5%	2,240	43.8%	2,249	44.0%
10 to 24 miles	1,688	33.4%	1,611	31.5%	1,698	33.2%
25 to 50 miles	481	9.5%	522	10.2%	479	9.4%
Greater than 50 miles	787	15.6%	741	14.5%	690	13.5%

U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2023



POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Colfax County and the surrounding area. As Table 11 indicates, Colfax County's population experienced an average annual increase of 0.3 percent between 1970 and 2010 for a total increase of 10.7 percent or 1,017 people. This population increase compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Colfax County reported an average annual increase of 0.0 percent in population from 2010 to 2023 (0.5 percent or 51 people total).

TABLE 11

County Population • 1970–2023

Colfax County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2020	2023	Avg. Annual % Change	Avg. Annual % Change
								1970-2010	2010-2023
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,978,379	0.5	0.6
Colfax County	9,498	9,890	9,139	10,441	10,515	10,557	10,566	0.3	0.0
Butler County	9,461	9,330	8,601	8,861	8,395	8,345	8,459	-0.3	0.1
Cuming County	12,034	11,664	10,117	10,203	9,139	9,008	8,918	-0.7	-0.2
Dodge County	34,782	35,847	34,500	36,160	36,691	37,110	37,187	0.1	0.1
Platte County	26,544	28,852	29,820	31,568	32,237	34,283	34,609	0.5	0.5
Saunders County	17,018	18,716	18,285	19,830	20,780	22,372	23,463	0.5	0.9
Stanton County	5,758	6,549	6,244	6,455	6,129	5,822	5,856	0.2	-0.3

Table 12 data reveals the population of Colfax County's incorporated places as a whole experienced an average annual population increase of 0.8 percent from 1970 to 2010 and an average annual increase of 0.3 percent from 2010 to 2023 for a total increase of 37.9 percent (2,200 people) from 1970 to 2023. Schuyler, the county's largest city, reported an 81.5 percent increase in population (2,932 people) between 1970 and 2023. The unincorporated areas outside of the selected communities experienced a 39.1 percent decrease (1,443 people) during the period 1970–2023.

TABLE 12

Population • 1970–2023

Colfax County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2020	2023	Avg. Annual % Change	Avg. Annual % Change
								1970-2010	2010-2023
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,978,379	0.5	0.6
Colfax County	9,498	9,890	9,139	10,441	10,515	10,563	10,566	0.3	0.0
Clarkson	805	817	699	685	658	658	634	-0.5	-0.3
Howells	682	677	615	632	561	563	561	-0.5	0.0
Leigh	501	509	447	442	405	401	439	-0.5	0.6
Richland	123	114	96	89	73	73	73	-1.3	0.0
Rogers	95	89	89	95	95	95	78	0.0	-1.5
Schuyler	3,597	4,151	4,197	5,371	6,211	6,244	6,529	1.4	0.4
Total Incorporated Places	5,803	6,357	6,143	7,314	8,003	8,034	8,314	0.8	0.3
Unincorporated Areas	3,695	3,533	2,996	3,127	2,512	2,529	2,252	-1.0	-0.8

U.S. Bureau of the Census, Annual Estimates of the Resident Population for Incorporated Places in the United States: April 2020 to July 1, 2023, May 2024

The next table and chart (Tables 13 and Chart 17, next page) provide detail on migration patterns. Data reported in these tables are 2018-2022 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). Employment opportunities, cost-of-living and quality-of-life influence migration patterns.

Table 13 shows that the current population of people who are one year or older is 14 less than the number of people living in Colfax County one year ago. This indicates Colfax 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 · 2018-2022

Colfax County, Nebraska

Current population one-year or older	10,421
Number of people living in the area one-year ago	10,435
Population change due to migration and mortality	-14

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

The 2018-2022 five-year estimates in Chart 17 reveal a net loss of 53 people from other Nebraska counties and a net loss of 20 people from other states for a total net loss of 73 people one year or older. As shown in Chart 17, net gains occurred in the age groups Age 1 to 17 (gain of 12), Age 25 to 44 (gain of 44), Age 45 to 64 (gain of 14), Age 45 to 64 (gain of 14) and net losses in age groups Age 18 to 24 (loss of 119), and Age 65 and over (loss of 24).

Chart 17 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 47), graduate or professional degree (gain of 15) and a loss of residents with a bachelor's degree, associate's degree, or some college (loss of 28).

CHART 17
Population Change Due to Migration and Mortality
Five-Year Estimate · 2018-2022

Colfax 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	65	77	12	0	0	0	12
Age 18 to 24	117	19	-98	21	0	-21	-119
Age 25 to 44	95	123	28	0	16	16	44
Age 45 to 64	22	36	14	0	0	0	14
Age 65 and over	28	19	-9	15	0	-15	-24
Total	327	274	-53	36	16	-20	-73

-- 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	63	105	42	0	5	5	47
Bachelor's or some college	82	58	-24	15	11	-4	-28
Grad. or Prof. degree	0	15	15	0	0	0	15
Total	145	178	33	15	16	1	34

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 December 2023.

The following chart and table (Chart 18; Table 14) compare the U.S. Census Bureau's age distribution of population for Nebraska as a whole and Colfax County. The population of Colfax County is younger than Nebraska as a whole. The median age for Colfax County residents in 2023 was 35.3 years of age compared to 37.4 years of age for residents of Nebraska as a whole.

CHART 18
Age Distribution of the Population · 2023
 Colfax County and Nebraska

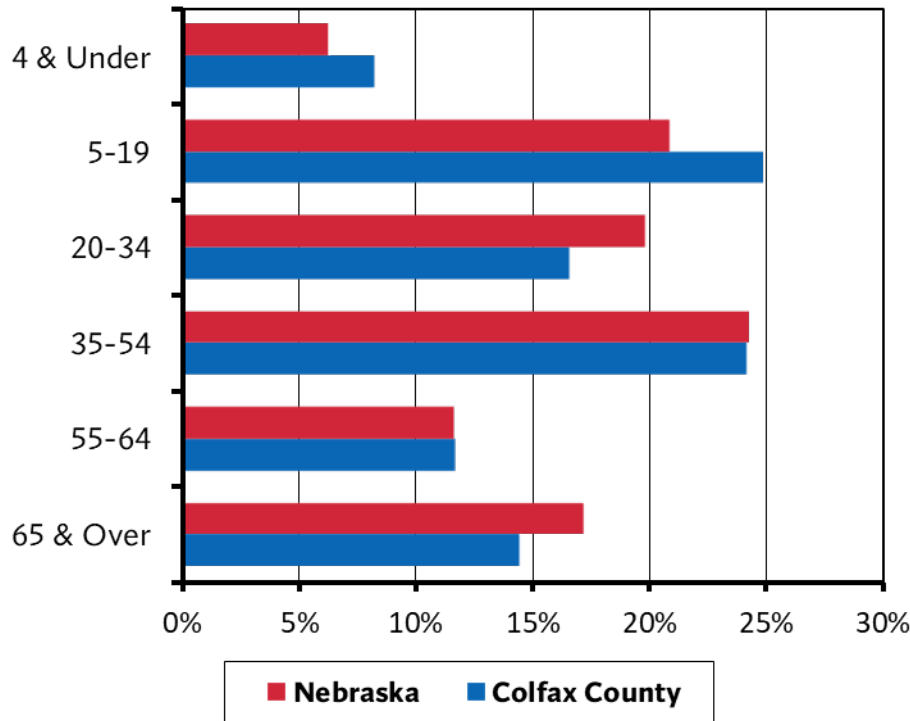


TABLE 14

	2023 Population		Percent	
	Nebraska	Colfax County	Nebraska	Colfax County
4 & Under	123,659	873	6.3%	8.3%
5-19	412,625	2,629	20.9%	24.9%
20-34	392,140	1,750	19.8%	16.6%
35-54	480,237	2,551	24.3%	24.1%
55-64	230,172	1,239	11.6%	11.7%
65 & Over	339,546	1,524	17.2%	14.4%
Total	1,978,379	10,566	100%	100%
Median Age	37.4	35.3		

U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2024

Table 15 shows additional median ages as estimated by the American Community Survey for communities within Colfax County and the surrounding counties both as a total and by gender. These five-year estimates differ from the U.S. Census Bureau's single-year distributions. Chart 19 graphically depicts the median age distribution for the study area.

TABLE 15

Median Age by Location and Gender · 2018-2022

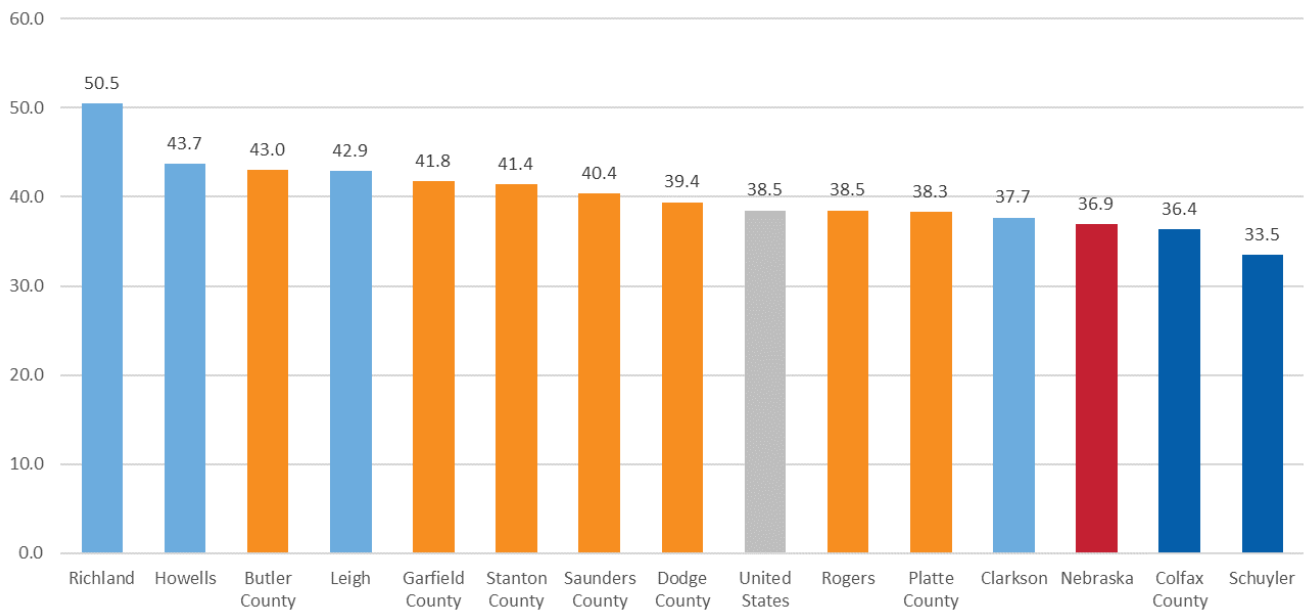
Colfax County and the Surrounding Area

	Median Age		
	Total	Male	Female
United States	38.5	37.4	39.7
Nebraska	36.9	36.1	37.7
Colfax County	36.4	36.5	36.1
Clarkson	37.7	37.0	45.3
Howells	43.7	39.7	51.7
Leigh	42.9	46.0	42.4
Richland	50.5	31.6	70.5
Rogers	38.5	41.6	35.9
Schuyler	33.5	34.2	30.4
Butler County	43.0	43.2	42.8
Cuming County	41.8	42.2	40.8
Dodge County	39.4	38.7	40.3
Platte County	38.3	37.8	38.7
Saunders County	40.4	40.2	40.7
Stanton County	41.4	39.6	42.8

CHART 19

Median Age by Location · 2018-2022

Colfax County and the Surrounding Area



U.S. Census Bureau, 2018-2022 American Community Survey, April 2024

RETAIL SALES

Table 16 and Chart 20 show the retail sales (non-motor vehicle) pull factors for Colfax County and the surrounding area for 2023. 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.

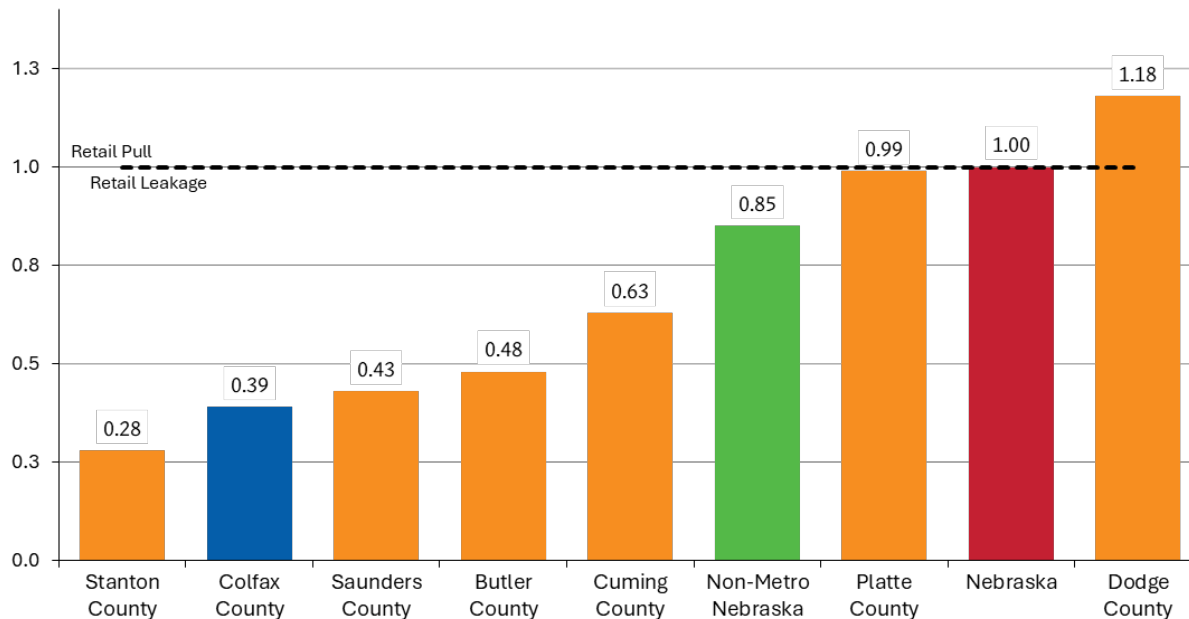
TABLE 16

Retail Sales Non-Motor Vehicles Pull Factors · 2023

Nebraska, Colfax County and Surrounding Counties

	2023 Population	2023 Retail Sales (x \$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Colfax County	10,566	65,751	6,223	0.39
Butler County	8,459	64,679	7,646	0.48
Cuming County	8,918	90,962	10,200	0.63
Dodge County	37,187	705,797	18,980	1.18
Platte County	34,609	551,310	15,930	0.99
Saunders County	23,463	161,326	6,876	0.43
Stanton County	5,856	26,463	4,519	0.28

CHART 20



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Reviewing the pull factors at the county level indicates Colfax County experiences net retail leakages. The 2023 pull factor of 0.39 indicates, on a per capita basis, retail sales in Colfax County are less 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 Colfax County (0.39) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Colfax County are 54.5 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

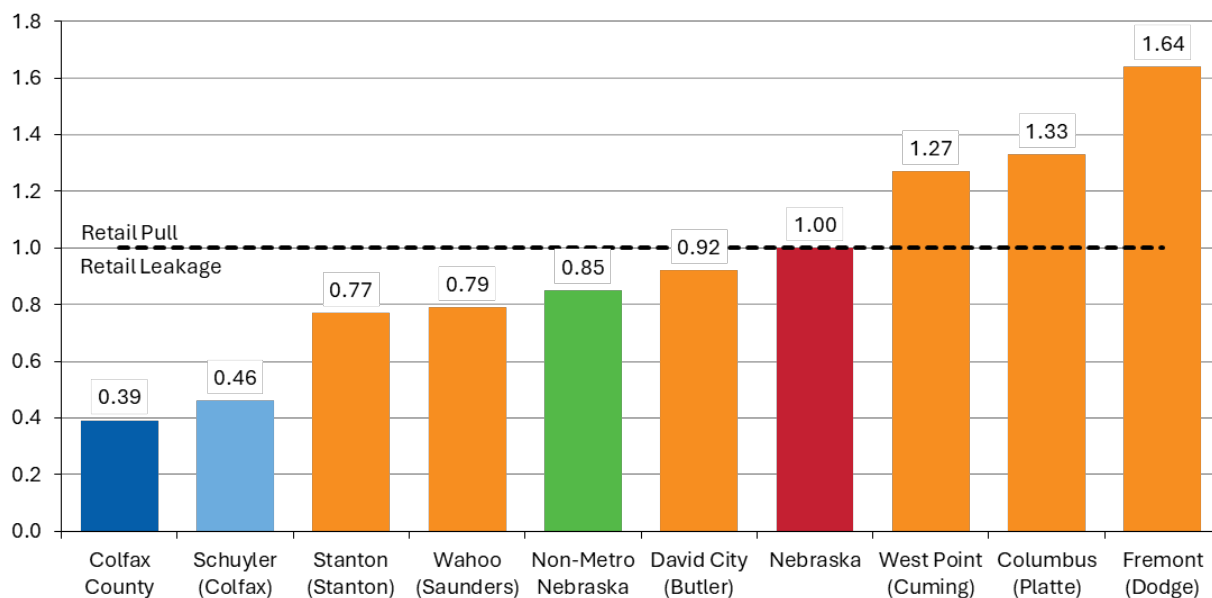
Table 17 and Chart 21 compare the 2023 pull factors for selected area communities. The Dodge County community of Fremont's pull factor of 1.64 indicates that, on a per capita basis, non-motor vehicle retail sales in Fremont are approximately 50.0 percent greater than the state's average per capita sales.

TABLE 17
Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska and Selected Study Area Cities

	2023 Population	2023 Retail Sales (x \$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Colfax County	10,566	65,751	6,223	0.39
Schuyler (Colfax)	6,529	47,550	7,283	0.46
David City (Butler)	3,024	51,173	16,922	0.92
West Point (Cuming)	3,458	66,534	19,240	1.27
Fremont (Dodge)	27,602	665,303	24,103	1.64
Columbus (Platte)	24,464	522,726	21,367	1.33
Wahoo (Saunders)	4,987	66,141	13,263	0.79
Stanton (Stanton)	1,526	20,192	13,232	0.77

CHART 21



U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Table 18 (sorted by population) and Chart 22 (sorted by pull factor) further break down the 2023 pull factors into the communities reporting retail sales figures within Colfax County. As this table indicates, the community of Richland had the strongest pull factor (1.71) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.39 for Colfax County in 2023.

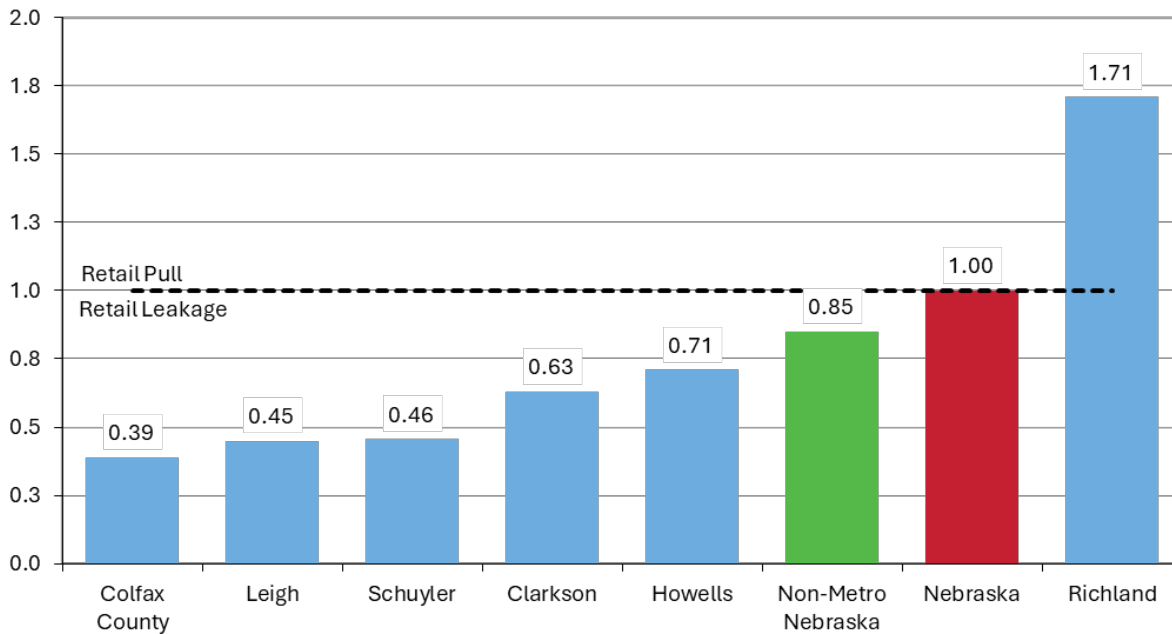
TABLE 18

Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska and Available Colfax County Communities

	2023 Population	2023 Retail Sales (x \$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Colfax County	10,566	65,751	6,223	0.39
Schuyler	6,529	47,550	7,283	0.46
Clarkson	634	6,470	10,204	0.63
Howells	561	6,442	11,484	0.71
Leigh	439	3,210	7,311	0.45
Richland	73	2,002	27,418	1.71

CHART 22



U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Table 19 (sorted by population) and Chart 23 (sorted by pull factor) show the 2023 pull factors for Nebraska, Schuyler, and eight other similarly sized communities selected from around the state. McCook’s pull factor of 1.45 leads the group for 2023 thus indicating McCook has greater retail pull.

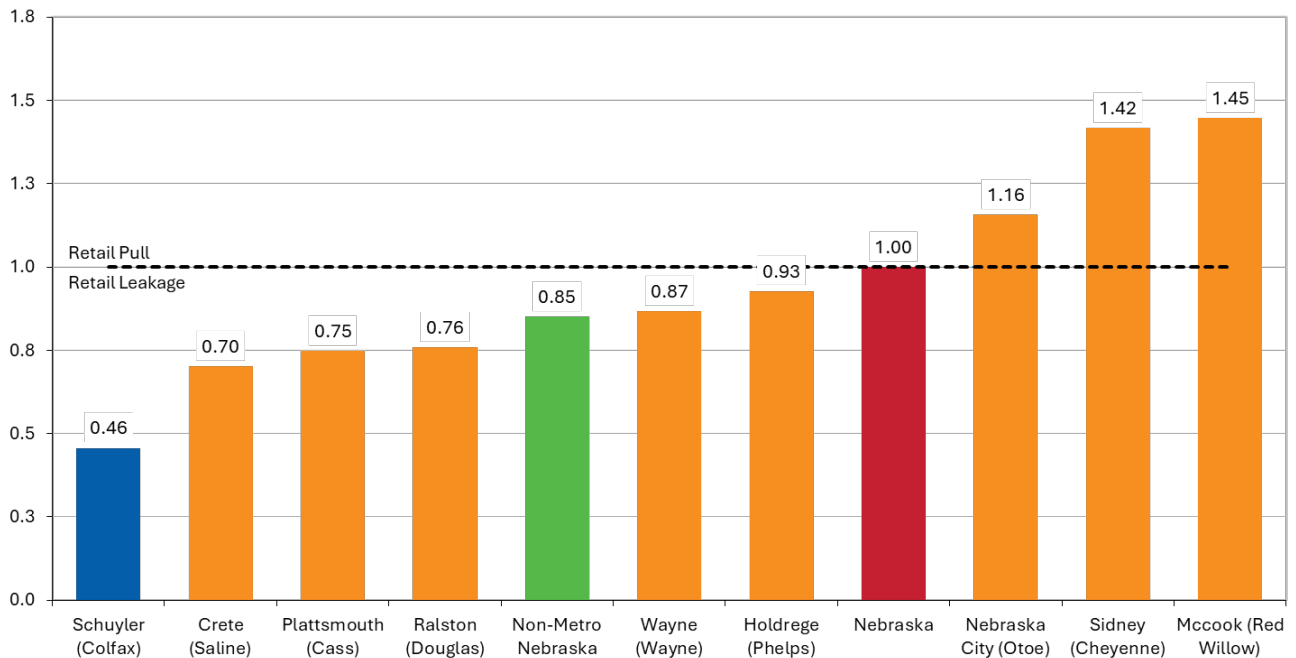
TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors • 2023

Schuyler & Other Similarly Sized Nebraska Communities

	2023 Population	2023 Retail Sales (x \$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Schuyler (Colfax)	6,529	47,550	7,283	0.46
Nebraska City (Otoe)	7,414	137,803	18,587	1.16
McCook (Red Willow)	7,253	168,745	23,266	1.45
Crete (Saline)	7,488	84,502	11,285	0.70
Plattsmouth (Cass)	6,808	81,716	12,003	0.75
Ralston (Douglas)	6,401	78,124	12,205	0.76
Sidney (Cheyenne)	6,440	146,715	22,782	1.42
Wayne (Wayne)	6,165	85,968	13,945	0.87
Holdrege (Phelps)	5,542	82,632	14,910	0.93

CHART 23

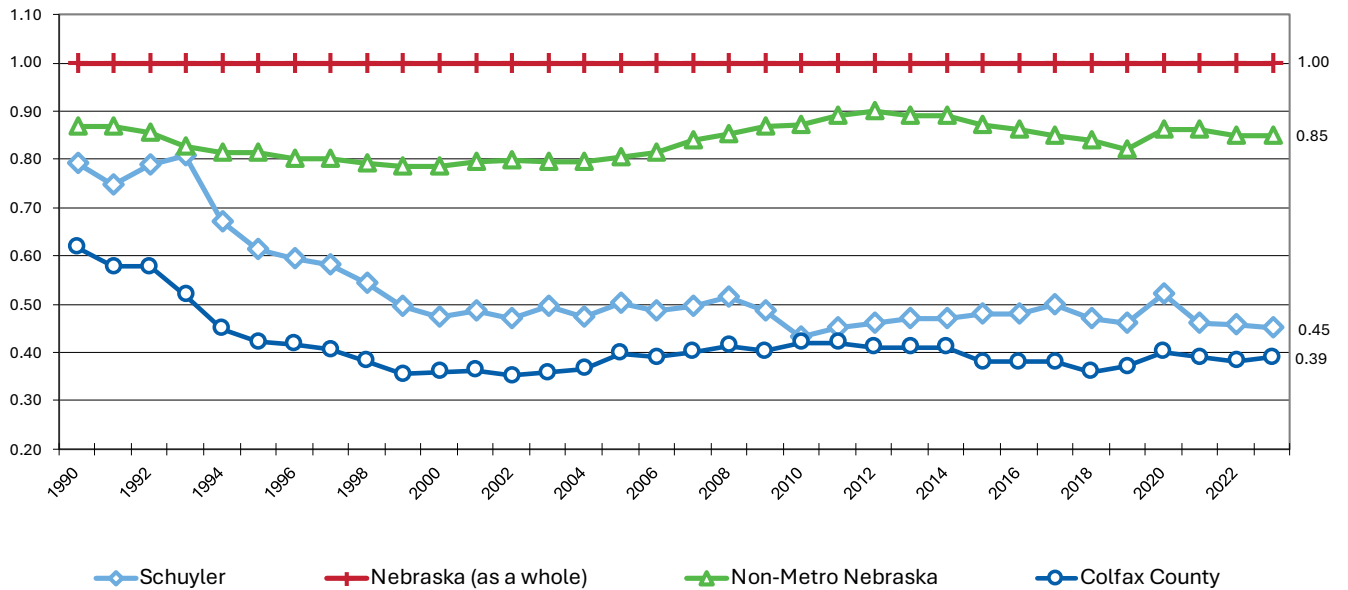


U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Chart 24 illustrates the pull factor trend for Schuyler, Colfax County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2023. In examining the timeline, the city of Schuyler shows retail pull fluctuating below the state average throughout the entire study period. Data within Colfax County (as a whole) also shows the pull factor below the non-metropolitan county average and below the Nebraska (as a whole) average throughout the time period.

CHART 24
Pull Factors • 1990–2023

Schuyler, Colfax County, Non-Metro & Nebraska (as a whole)



U.S. Census Bureau and Nebraska Department of Revenue, June 2024

PER CAPITA PERSONAL INCOME

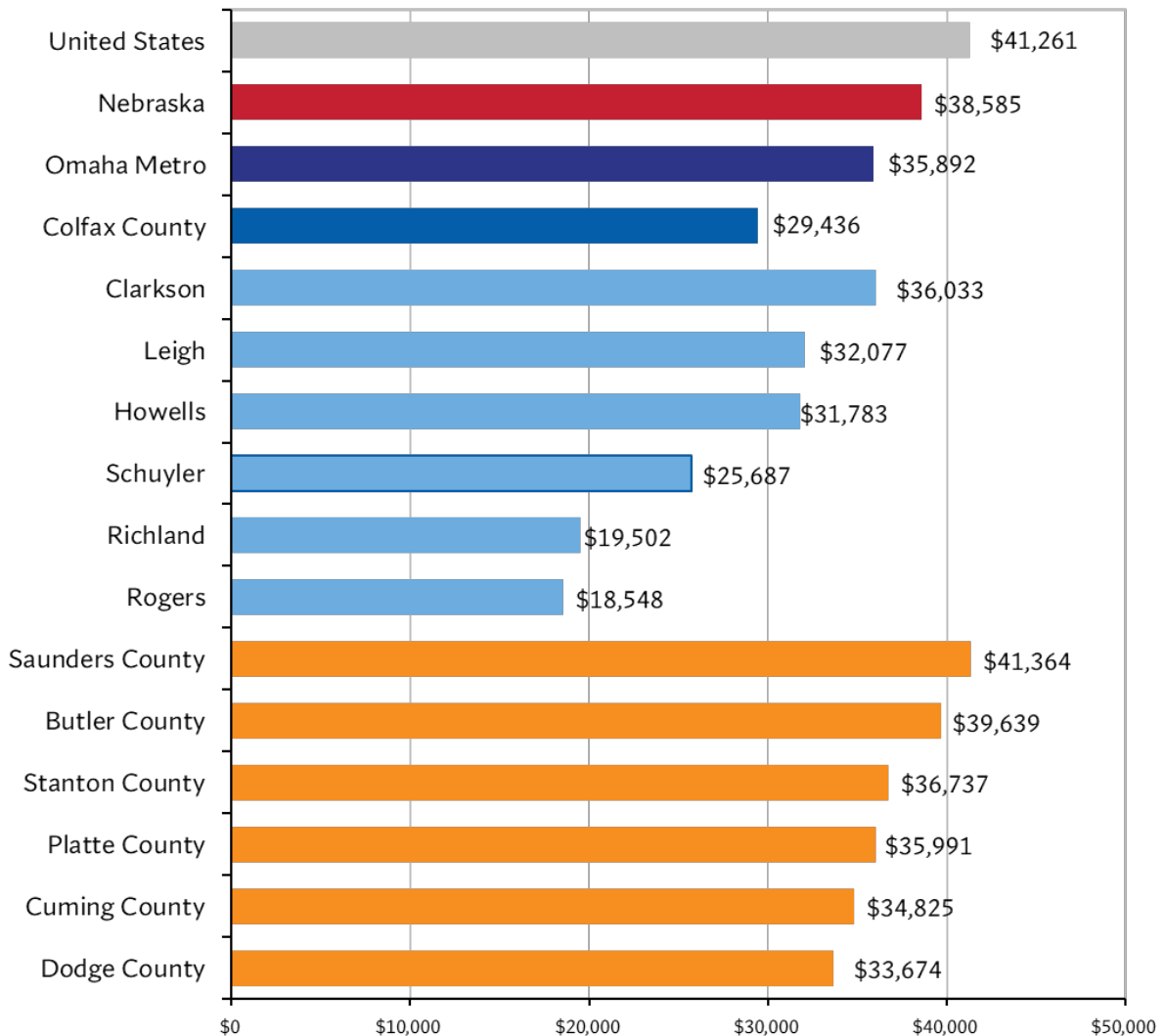
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources, including earnings, retirement income, and public assistance.

The 2018-2022 five-year estimates show that per capita personal income for Colfax County is estimated to be \$29,436 compared to \$38,585 for Nebraska as a whole.

CHART 27

Per Capita Personal Income • 2018-2022

Nebraska, Colfax County & Surrounding Counties



U.S. Census Bureau 2018–2022 American Community Survey, accessed March 2024

MEDIAN HOUSEHOLD INCOME

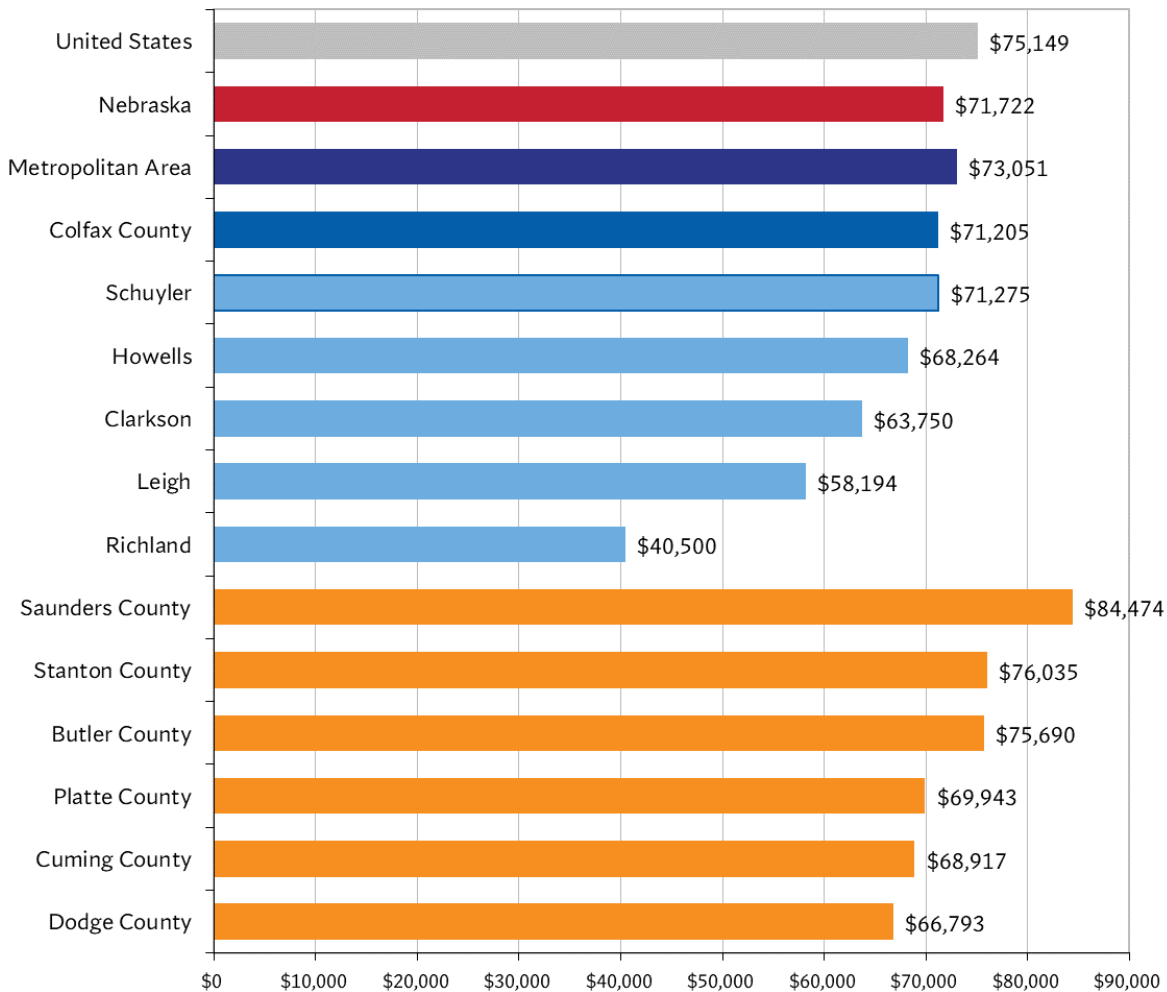
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2018-2022 five-year estimates show median household income for Colfax County is estimated to be \$71,205 compared to \$71,722 for Nebraska as a whole.

CHART 28

Median Household Income • 2018-2022

Nebraska, Colfax County & Surrounding Counties



U.S. Census Bureau 2018–2022 American Community Survey, accessed March 2024