Nebraska Public Power District

*Always there when you need us*

2026

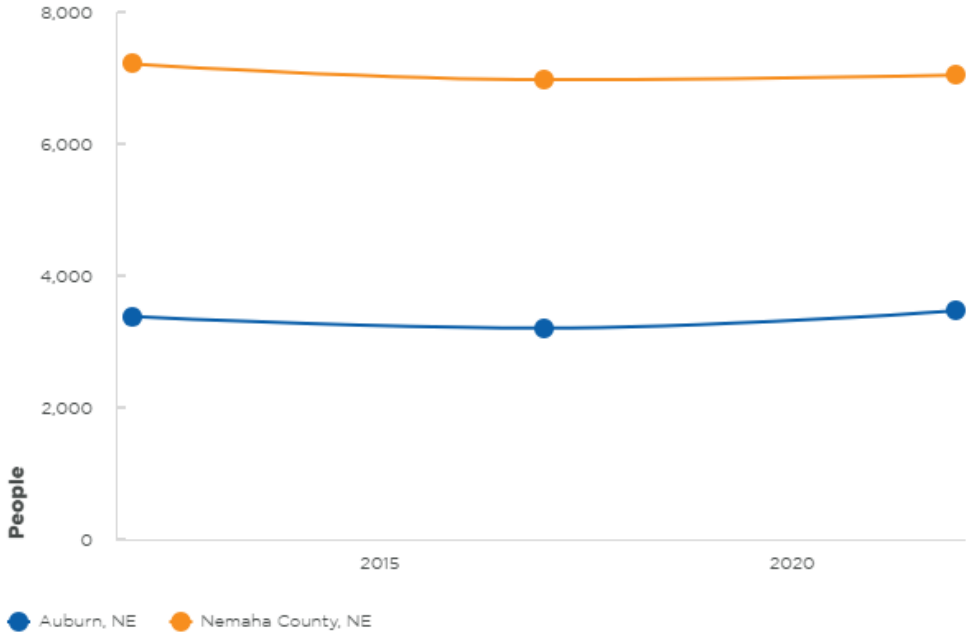
## ECONOMIC AND DEMOGRAPHIC TRENDS REPORT

# AUBURN, NEMAHA COUNTY

# Demographic Profile

## Population, 2014-2024

Auburn rebounded after a mid-2010s dip.




In ACS 5-year estimates, Auburn's population was **3,382** (2014), dipped to **3,206** (2019), then rose to **3,470** (2024). This sequence suggests population stability with some short-term fluctuation rather than a sustained decline. Nemaha County shows a similar overall pattern, ending 2024 slightly below its 2014 level.

## Projected Population, 2024-2029

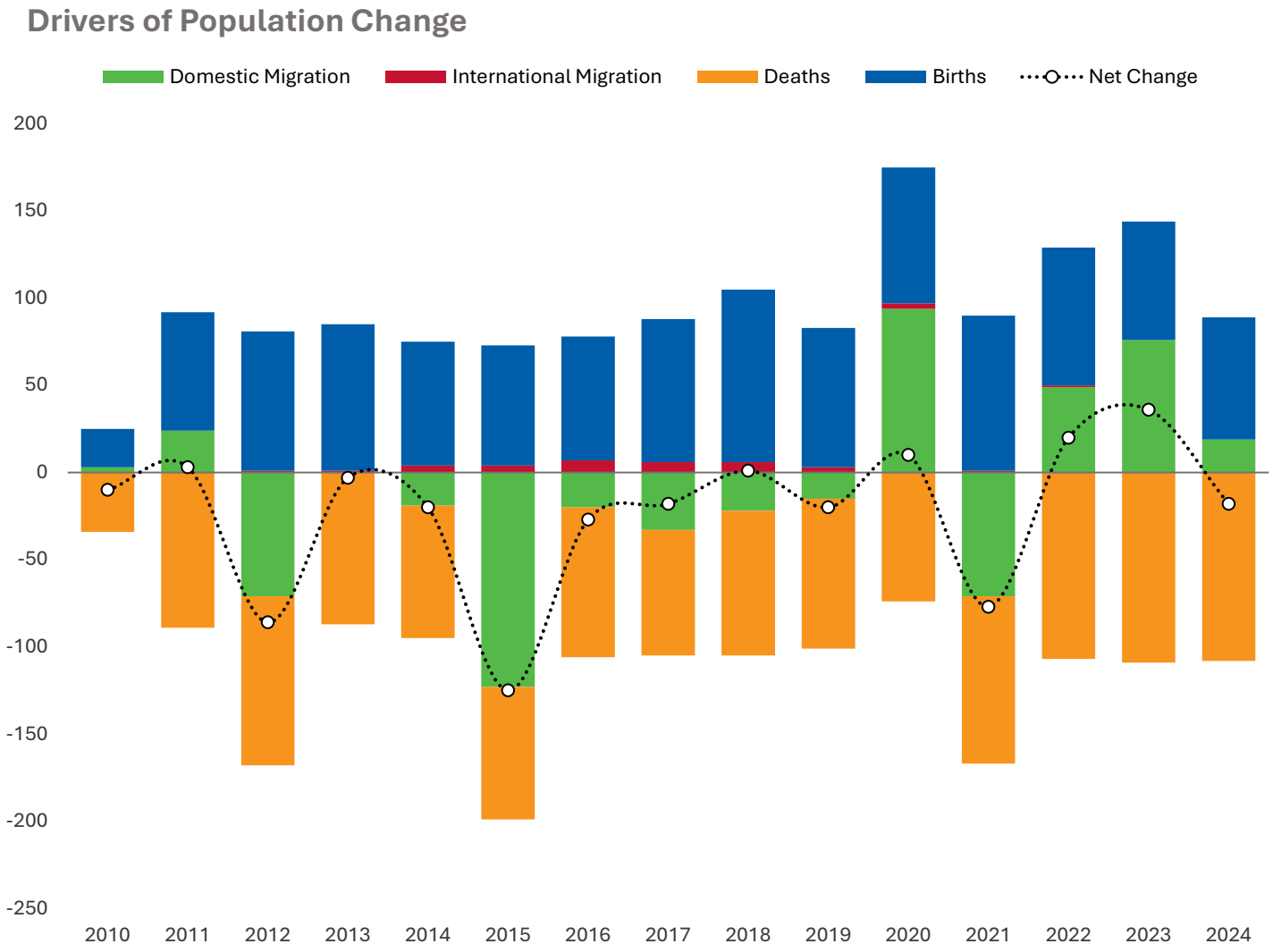
Nemaha County is projected to have a slight population dip.

| | | | | | 2024-2029 (Projected) | |
|---|---|---|---|---|---|---|
| | 2014 | 2019 | 2024 | 2029 | # Change | % Change |
| Auburn, NE | 3,382 | 3,206 | 3,470 | 3,459 | -11 | -0.3% |
| Nemaha County, NE | 7,214 | 6,973 | 7,046 | 6,876 | -170 | -2.4% |

By 2029, the county is projected to reach **6,876**, losing **170 people (-2.4%)**. Auburn is projected to lose only **11 people (-0.3%)** by 2029.

## Drivers of Population Change

Nemaha County's population changes are mostly driven by natural change (births and deaths)




Population change is driven by four key components: births, deaths, domestic migration, and international migration. Each of these factors contributes differently to whether a community grows or declines over time.

- **Births** consistently add to the population, and in most years shown, they represent one of the strongest positive contributors.
- **Deaths** are a significant negative factor nearly every year. From 2010 to 2024, annual deaths range from around 70 to over 125, often outweighing births. This persistent natural decrease (more deaths than births) is a major driver of population decline.
- **Domestic migration**—the movement of people into or out of the area from other parts of the country—is another major driver. Several years show large net out-migration (for example, 2015, 2016, 2021), contributing heavily to population loss. In contrast, 2020, 2022, and 2023 show strong positive domestic migration, boosting overall population.
- **International migration** (red bars) is relatively small throughout the period. While it contributes slightly to growth, its impact is minor compared to births, deaths, and domestic movement.

Overall, the chart shows that population change varies year to year depending on the balance between natural change (births minus deaths) and migration flows. Most years reflect a natural decline due to deaths exceeding births, meaning population growth depends heavily on attracting new residents through domestic migration. In years when in-migration improves (such as 2020–2023), net population change becomes positive despite natural losses.

## Median Age

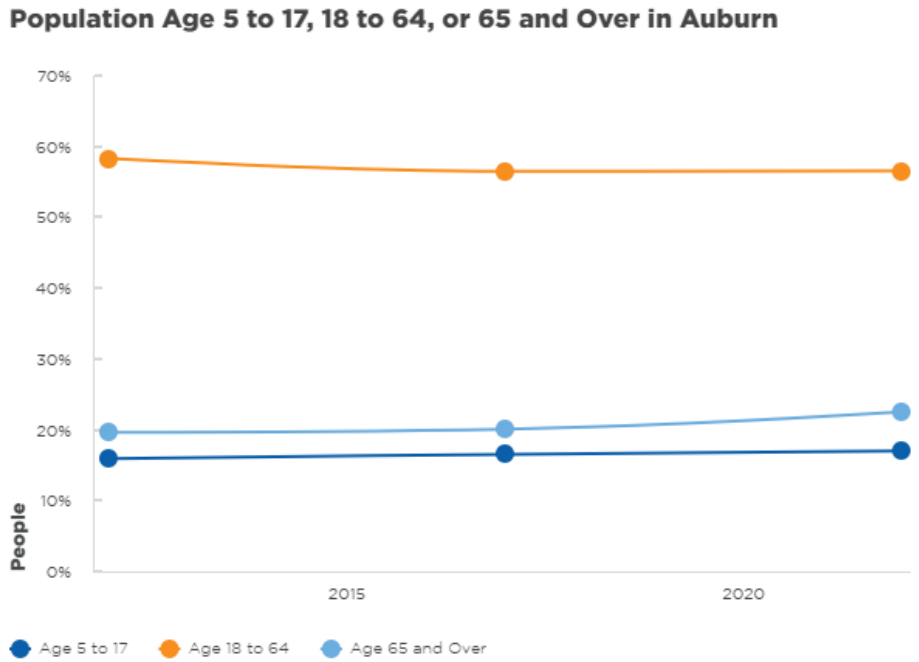
### Median age declined in Auburn

| | 2014 | 2019 | 2024 |
|---|---|---|---|
| United States of America | 37.4 | 38.1 | 38.9 |
| Nebraska | 36.2 | 36.5 | 37.2 |
| Nemaha County, NE | 39.8 | 39.3 | 39.3 |
| **Auburn, NE** | **41.5** | **40.8** | **39.7** |
| Johnson County, NE | 43.6 | 40.9 | 41.1 |
| Otoe County, NE | 42.0 | 41.4 | 41.7 |
| Pawnee County, NE | 48.3 | 50.0 | 44.9 |
| Richardson County, NE | 47.3 | 47.7 | 47.3 |

Median age fell from **41.5** to **39.7** in Auburn and from **39.8** to **39.3** in Nemaha County between 2014 and 2024. While Auburn and Nemaha County both skew older than Nebraska and the U.S., they remain younger than the surrounding counties.

## Age Distribution

### The school-age share rose while the working-age share fell

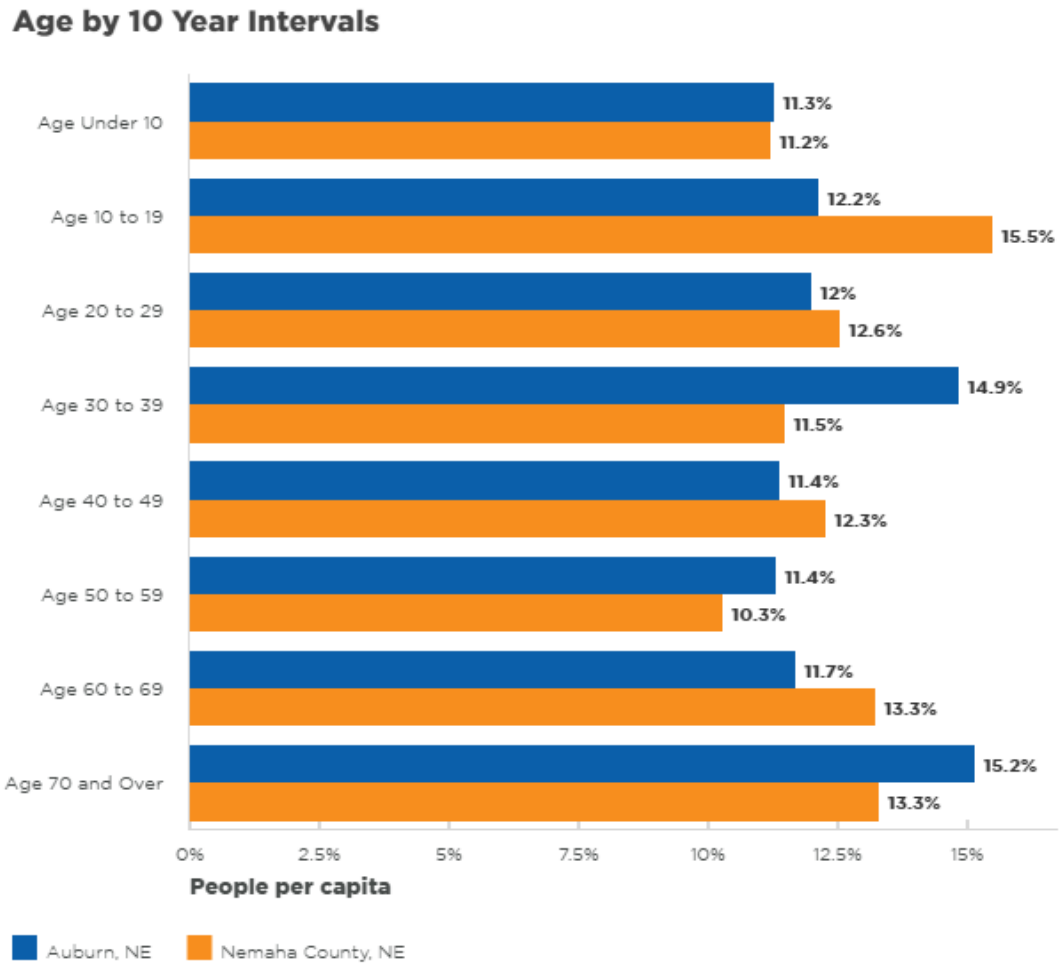



*Sources: US Census Bureau; US Census Bureau ACS 5-year*

Auburn's age distribution shows important trends. The number of young people (ages 5 to 17) is growing (15.9% → 17.0%), and the older population (65 and over) is also increasing (19.7% → 22.5%). While the working-age group (18 to 64) remains stable (58.3% ~ 56.5%), the shift in younger and older populations suggests a need for resources and services that cater to these age groups.

# Age

## Auburn has higher percentage of older adults than Nemaha County



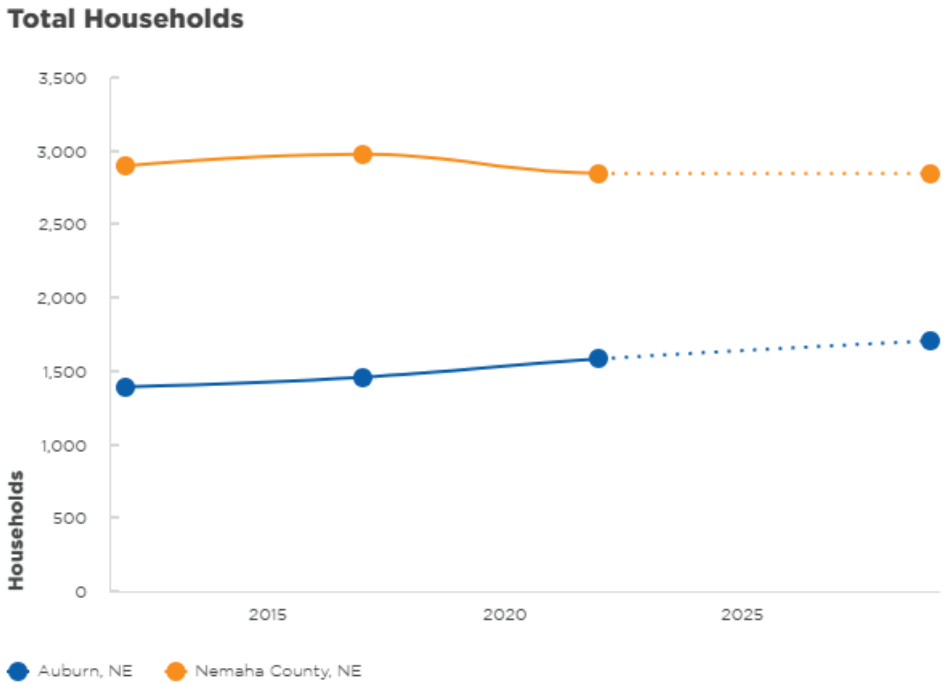

*Sources: US Census Bureau ACS 5-year 2020-2024*

The age distribution in Auburn and Nemaha County shows notable differences. Auburn has a larger share of people in their 30s and older, while Nemaha County has a higher percentage of teenagers.

*Source: U.S. Census Bureau, American Community Survey, 5 Year Estimates, Table B01001 Sex by Age*

## Households

Total households in Auburn are on the rise, while Nemaha County has a steady but stable count.

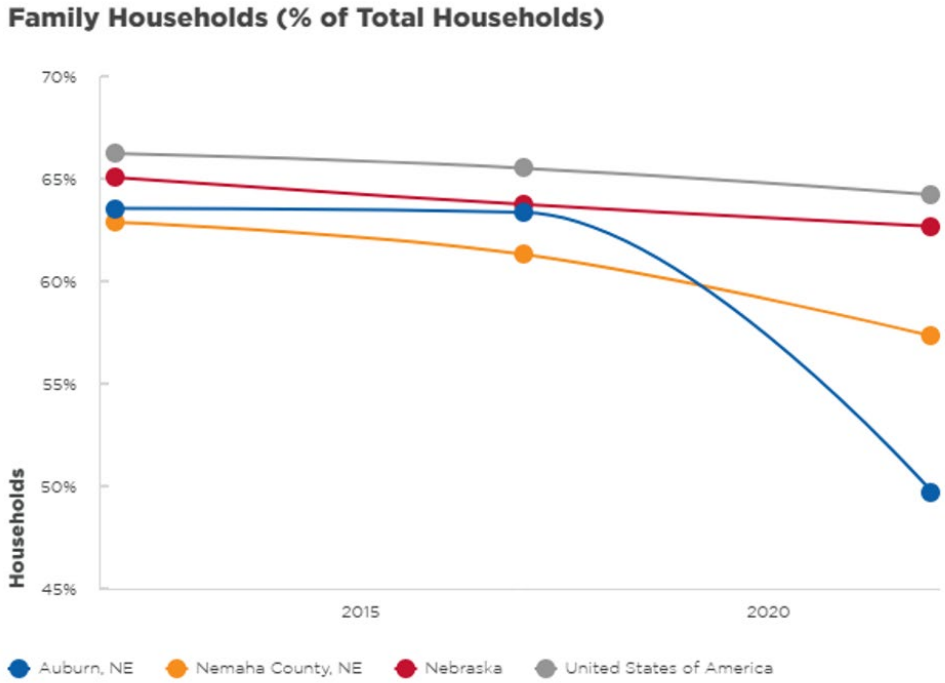



Auburn household's grew 14% from 2014 to 2024 (+190), while Nemaha households declined 2% (-51).

By 2029, households in Auburn are projected to grow 8% to 1,706, while Nemaha growth is projected to be flat (0%).

## Nonfamily Households

Family households decline in Auburn, Nemaha County.




*Sources: US Census Bureau ACS 5-year*

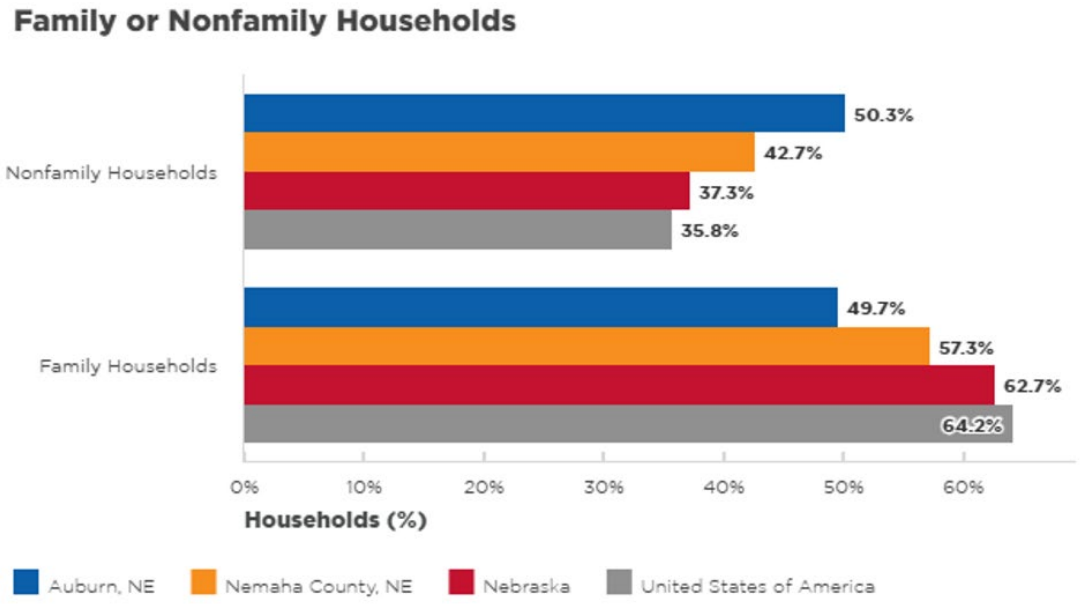
*A Family Household is a housing unit where the person in charge (the householder) lives with at least one other person related by birth, marriage, or adoption. A Nonfamily Household is a person living entirely alone or with people they are not related to.*

The data shows a decline in the number of family households from 2014 to 2024 across different areas. In Auburn, family households drop from over 63% in 2014 to nearly 50% in 2024. Nemaha County also sees a decrease, but it remains higher than Auburn's percentage. Nebraska and the entire United States experience a smaller drop, but the trend is still clear.

The shift to nonfamily households often correlates with more demand for smaller housing units, rentals and amenities oriented towards singles and couples without

## Family or Nonfamily Households

Auburn has nearly equal family and nonfamily households

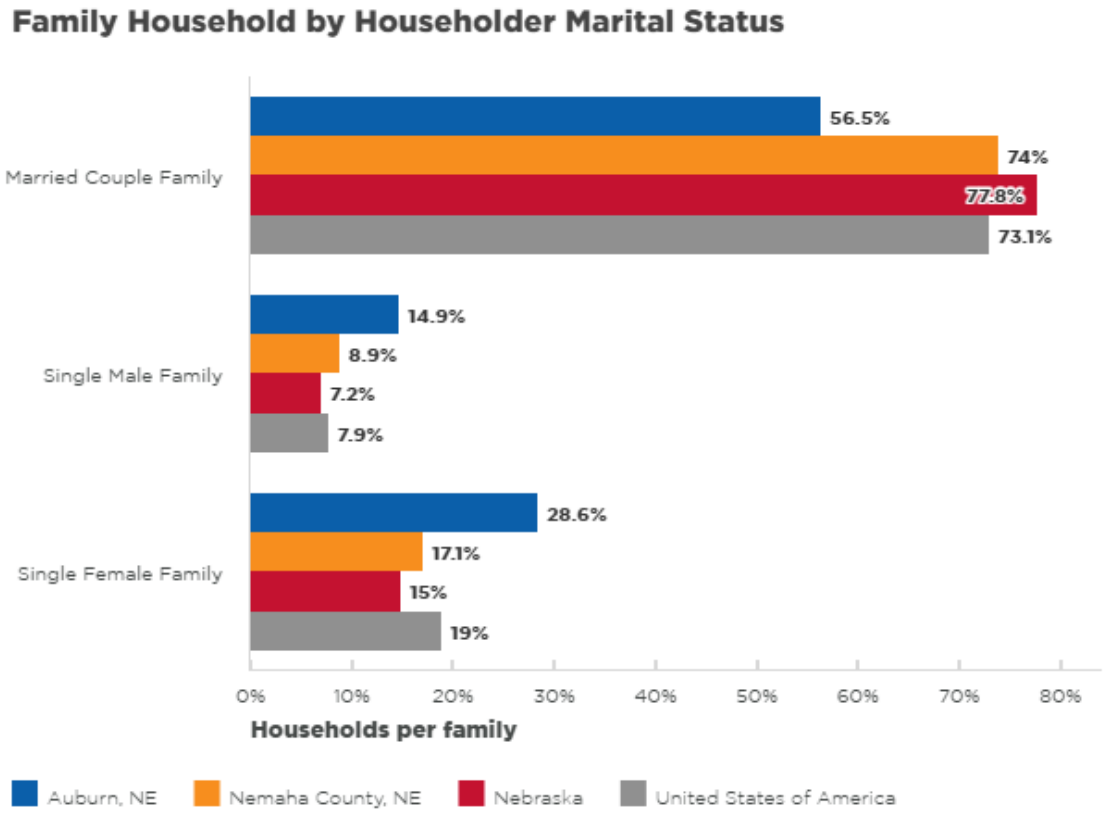



*Sources: US Census Bureau ACS 5-year 2020-2024*

In Auburn, nonfamily households make up a bigger share than family households, unlike the broader trends in Nemaha County, Nebraska, and across the nation. This shows a need to address the unique challenges and resources for nonfamily households in Auburn.

## Family Household by Marital Status

Married households in Auburn trail statewide and national averages



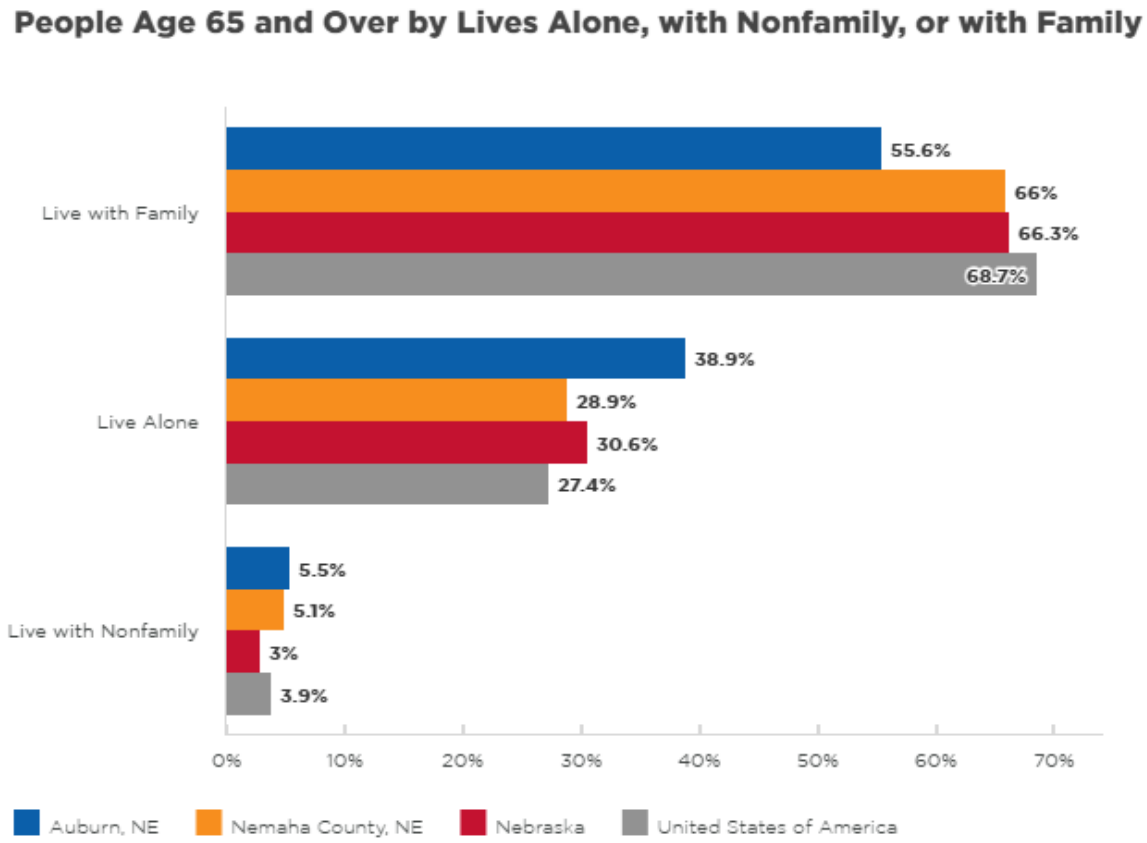

*Sources: US Census Bureau ACS 5-year 2020-2024*

In Auburn, a smaller percentage of families are married compared to both Nemaha County and the state of Nebraska. Single-parent households, especially those led by females, make up a notable portion of families in Auburn.

*Source: U.S. Census Bureau, American Community Survey, 5 Year Estimates, Table B11016*

# People Age 65+

## Many older adults live alone

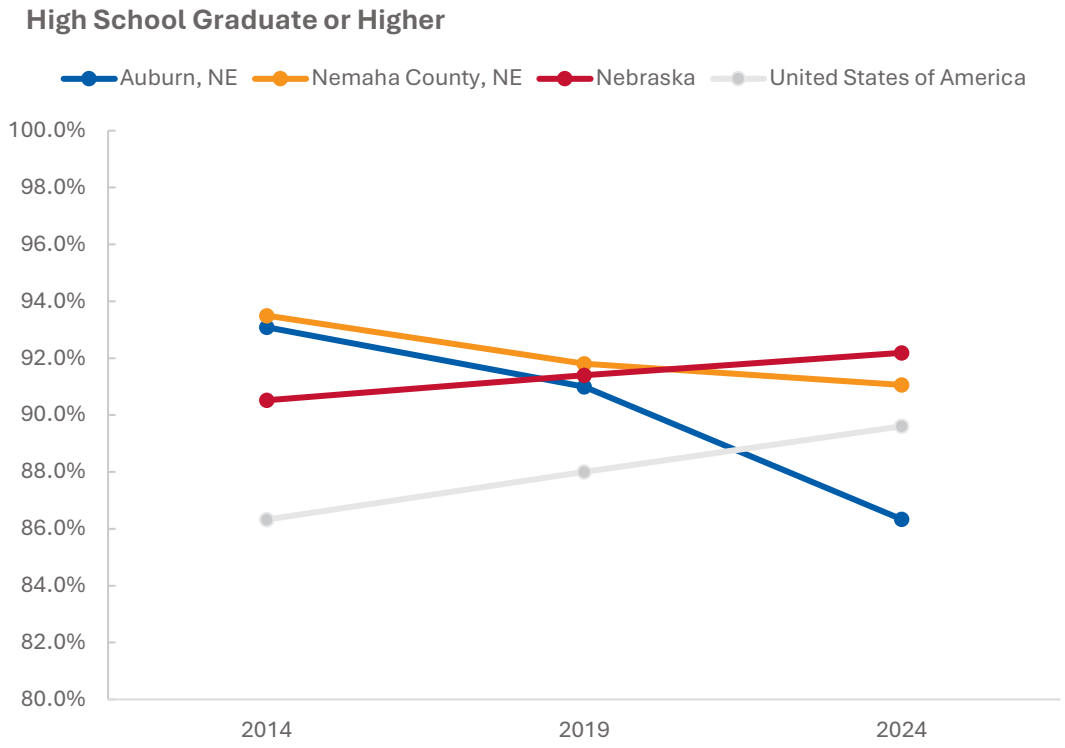


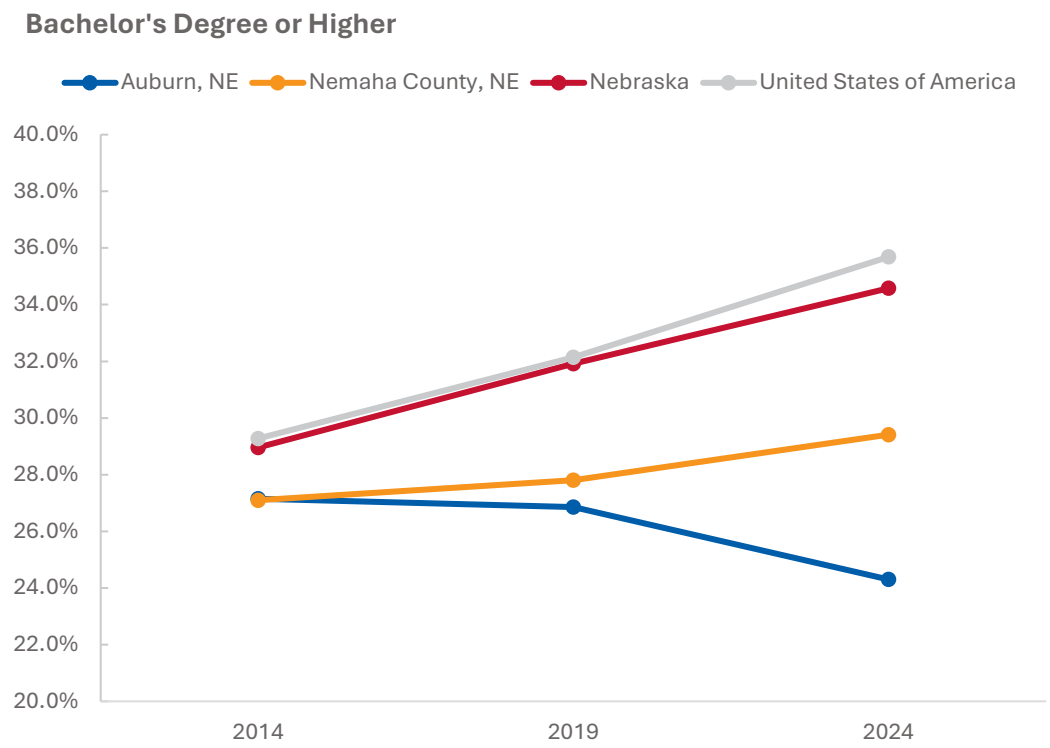

*Sources: US Census Bureau ACS 5-year 2020-2024*

People age 65 and over in Auburn mostly live with family. However, a significant number live alone, which is higher than the national average. This suggests a need for more support and resources for older individuals who live independently.

## Educational Attainment

# Educational attainment in Auburn declines as state and national levels rise



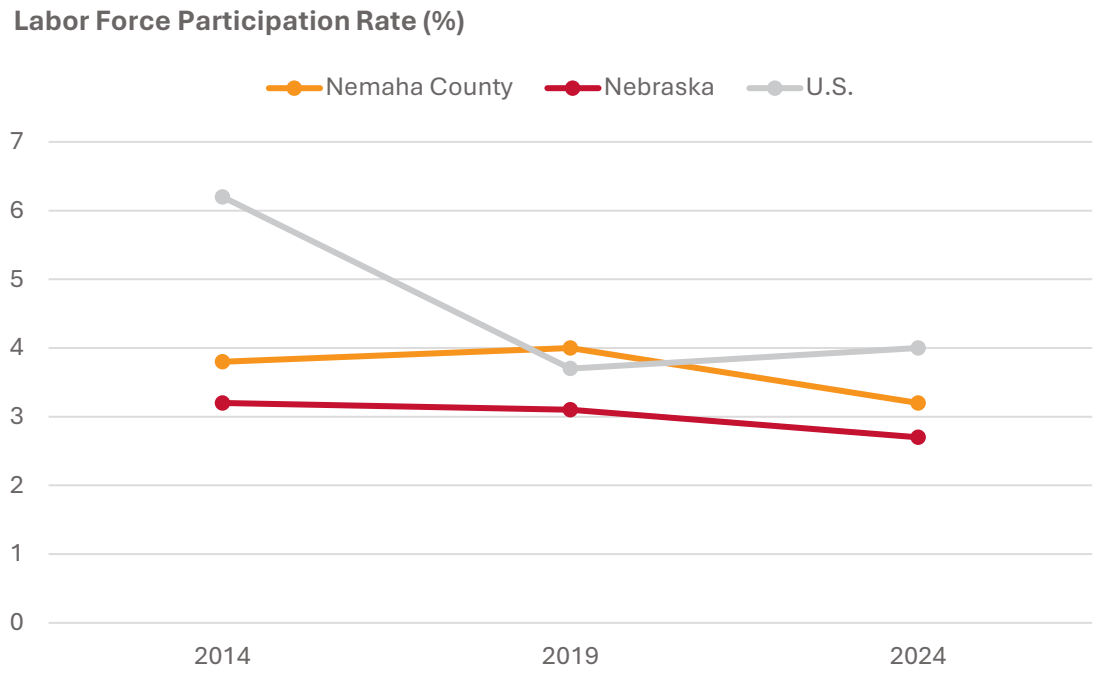

- Auburn's share of residents with a high school diploma or higher falls sharply from about 93% in 2014 to roughly 86% in 2024, marking a notable downward trend.
- Nemaha County experiences a modest decline over the same period, slipping from about 94% to 91%, but remains above state and national averages.
- Nebraska's rates steadily improve, rising from about 91% to 92%, while the United States shows consistent growth from around 86% to 89%.
- Overall, Auburn's widening gap from both county, state, and national benchmarks signals a potential challenge for workforce preparedness and future talent attraction.

- Auburn's share of residents with a bachelor's degree or higher declines slightly from about 27% in 2014 to roughly 24% in 2024, marking a downward shift in higher-education attainment.
- Nemaha County sees gradual improvement, rising from about 27% to 29% over the same period, strengthening its educational profile.
- Nebraska and the United States both show steady gains, increasing from around 29% to 35–36%, widening the gap between Auburn and broader benchmarks.
- Overall, Auburn's declining trajectory contrasts with state, county, and national growth, signaling a potential challenge for attracting and retaining higher-skilled workers.

# Workforce and Labor Market

## Unemployment

### Nemaha County's unemployment rate tracks in between the U.S. and Nebraska's

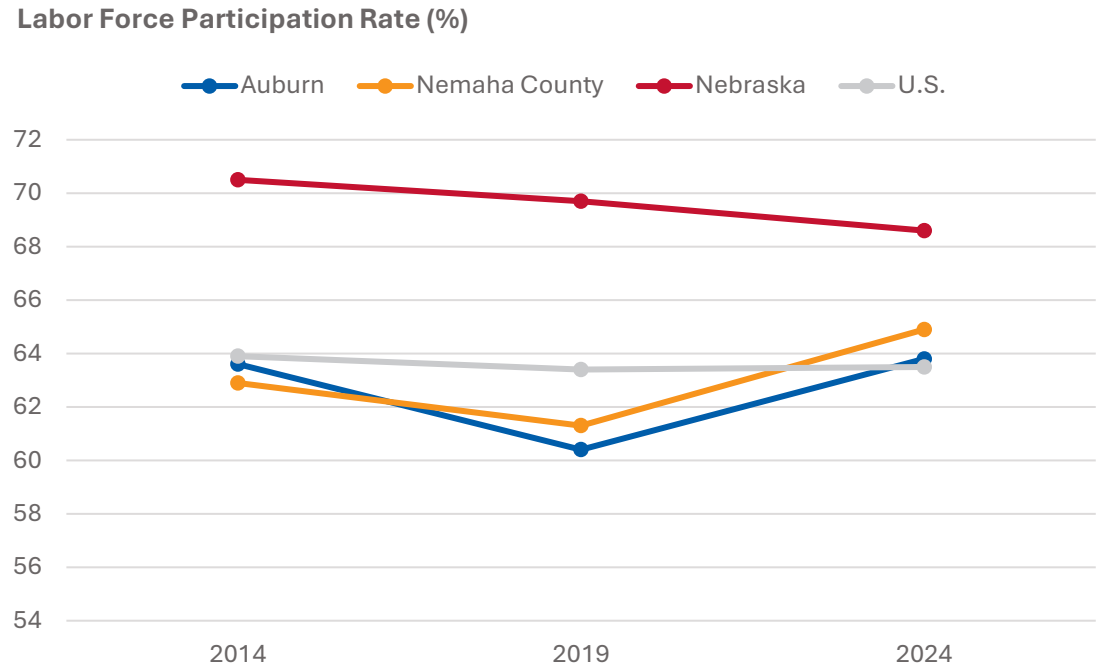



- Madison County consistently maintains a lower unemployment rate than both Nebraska and the national average, reflecting a stable local economy rooted in agriculture, manufacturing and healthcare.
- All three regions saw a spike in 2020 due to COVID-19, but Madison County rebounded faster, returning to pre-pandemic levels by 2021.
- Madison County's unemployment rate decreased from 2.4% in 2014 to 2.2% in 2024.

*Source: U.S. Bureau of Labor Statistics, Local Area Unemployment (LAU) Statistics.*

## Labor Force Participation

### Auburn and Nemaha County rebound in 2024



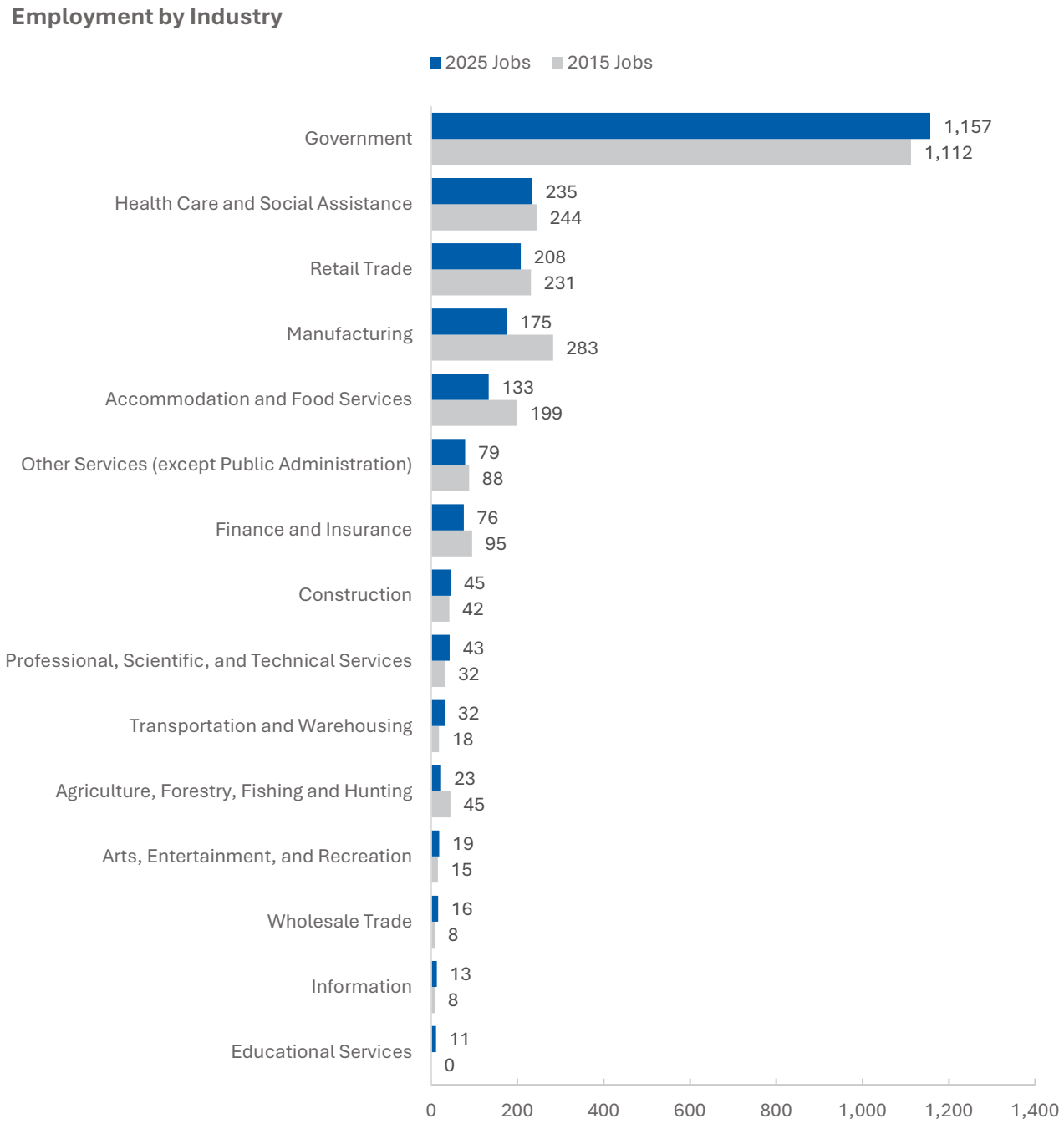

- Auburn shows a dip followed by a recovery.– 63.6 (2014) → 60.4 (2019) → 63.8 (2024). Auburn dropped noticeably in 2019 but fully recovered by 2024, slightly surpassing its 2014 level.
- Nemaha County trends similarly but posts stronger growth.– 62.9 (2014) → 61.3 (2019) → 64.9 (2024). The county not only rebounds but grows past Auburn and its own 2014 rate, suggesting regional strengthening in workforce engagement.
- Nebraska's rate steadily declines over the period.– 70.5 (2014) → 69.7 (2019) → 68.6 (2024). Statewide declines reflect broader demographic or labor-market shifts, potentially aging workforce or lower participation among certain groups

*Source: U.S. Census Bureau, American Community Survey, Table S2301.*

## Employment by Industry, Auburn, 2025

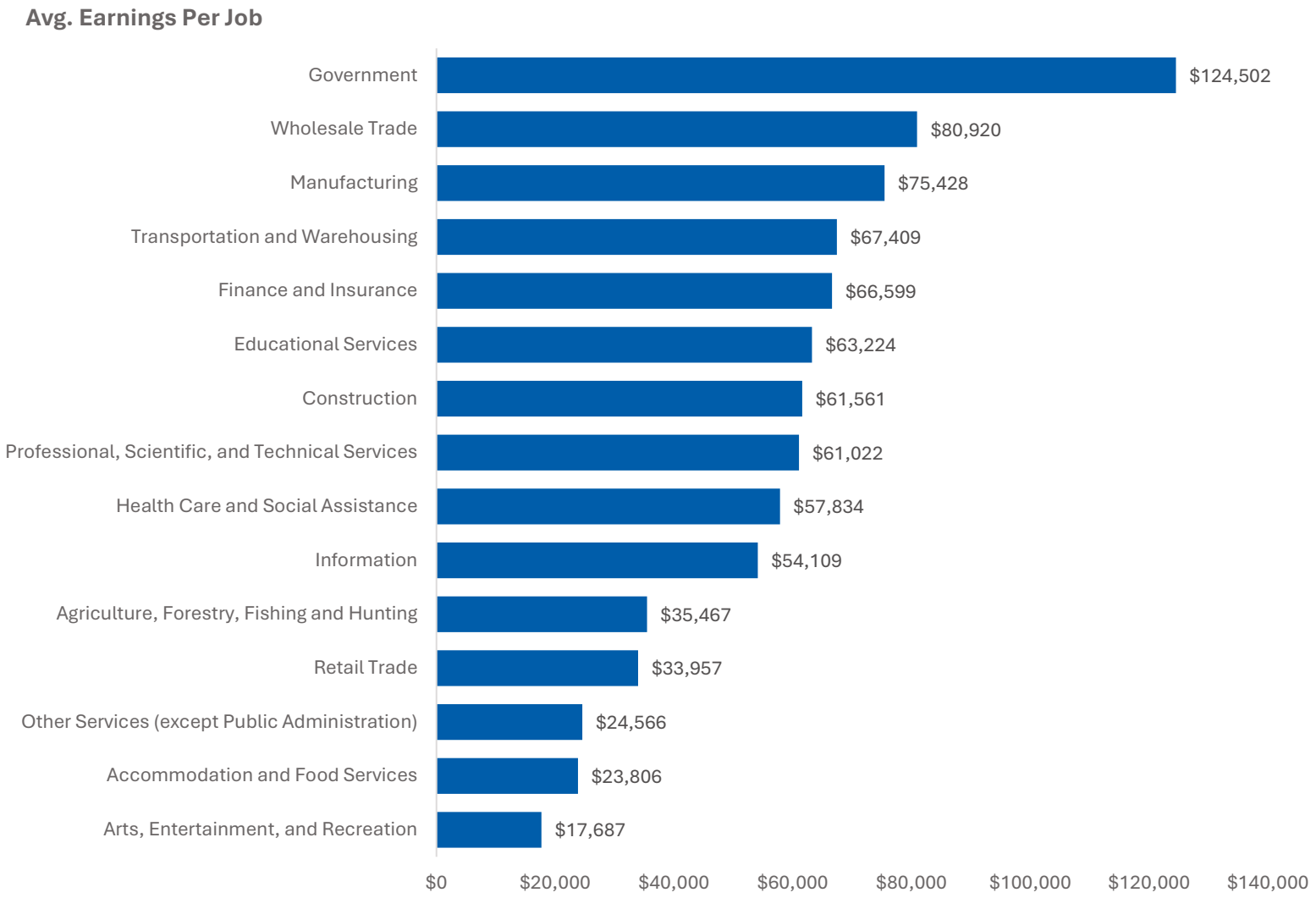
# Government drives job growth while manufacturing continues to decline

- Auburn lost 157 (6%) jobs from 2015 to 2025 (2,434 → 2,277).
- Government remains the community's largest employer and shows notable growth from 2015 to 2025, widening its lead over all other industries.
- Manufacturing stands out as a key sector experiencing contraction, with 2025 job levels significantly below 2015, signaling ongoing structural shifts in the local economy.



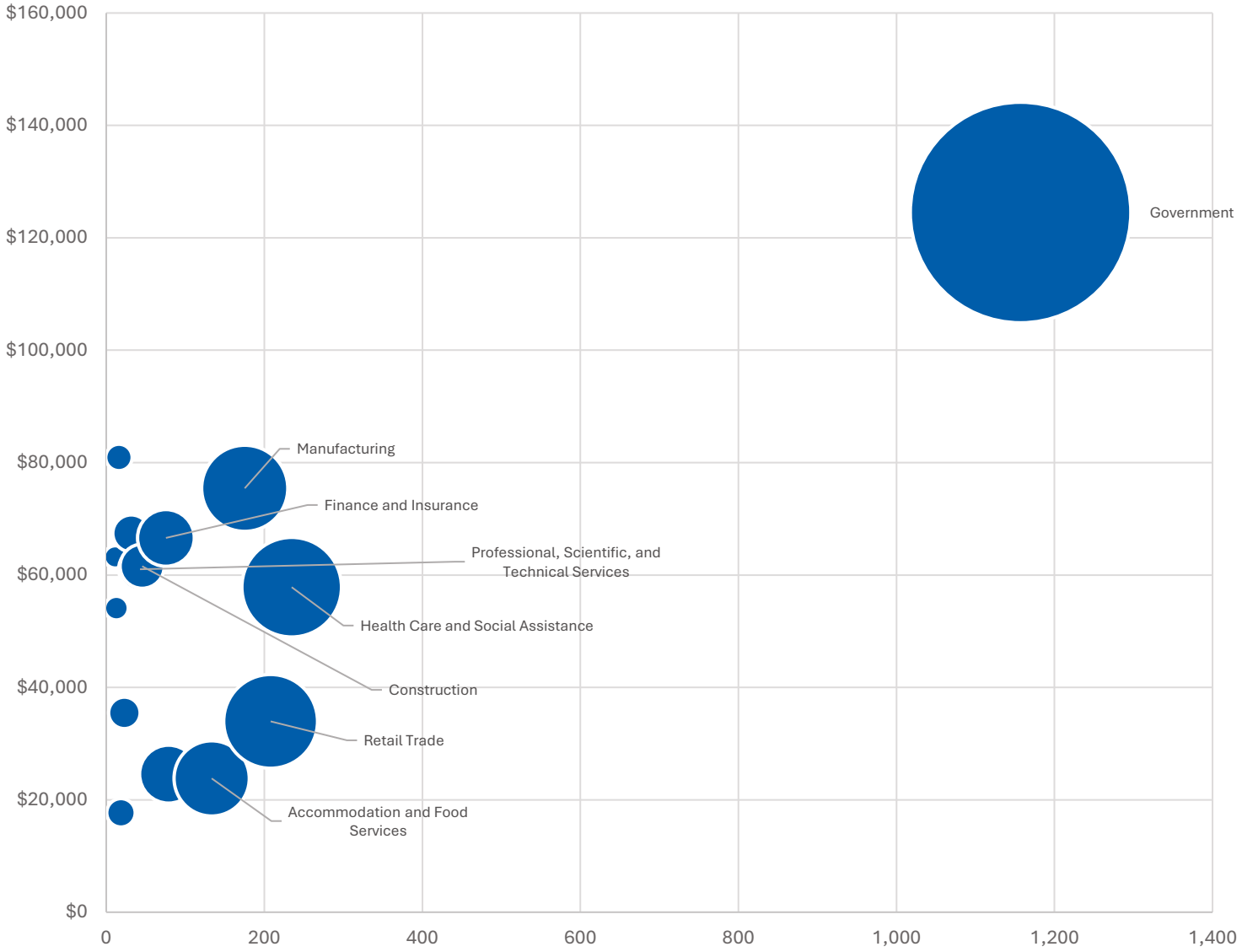
## Earnings Per Worker, Auburn, 2025

The largest industry sector, Government, is also the highest paid



## Average Earnings Per Worker, Industry Employment, Auburn, 2025

The largest industry sector, Government, is also the highest paid




- Government stands out overwhelmingly as the largest employer in 2025, with far more jobs than any other sector and relatively high wages, shaping the community's employment base.
- Mid-sized sectors such as Manufacturing, Finance and Insurance, Transportation and Warehousing, and Construction cluster near the $60,000–$80,000 wage range, offering solid career opportunities but far fewer jobs than government.
- Retail Trade, Other Services, and Accommodation and Food Services provide sizable employment but at wages mostly below $30,000, indicating reliance on lower-wage service positions.
- Smaller but higher-paying industries—such as Wholesale Trade and Professional, Scientific, and Technical Services—offer strong wage potential despite limited job counts, contributing valuable diversification to the local economy.

## Sector Characteristics, Auburn, 2025

Government leads Auburn's economy with high wages and strong job concentration

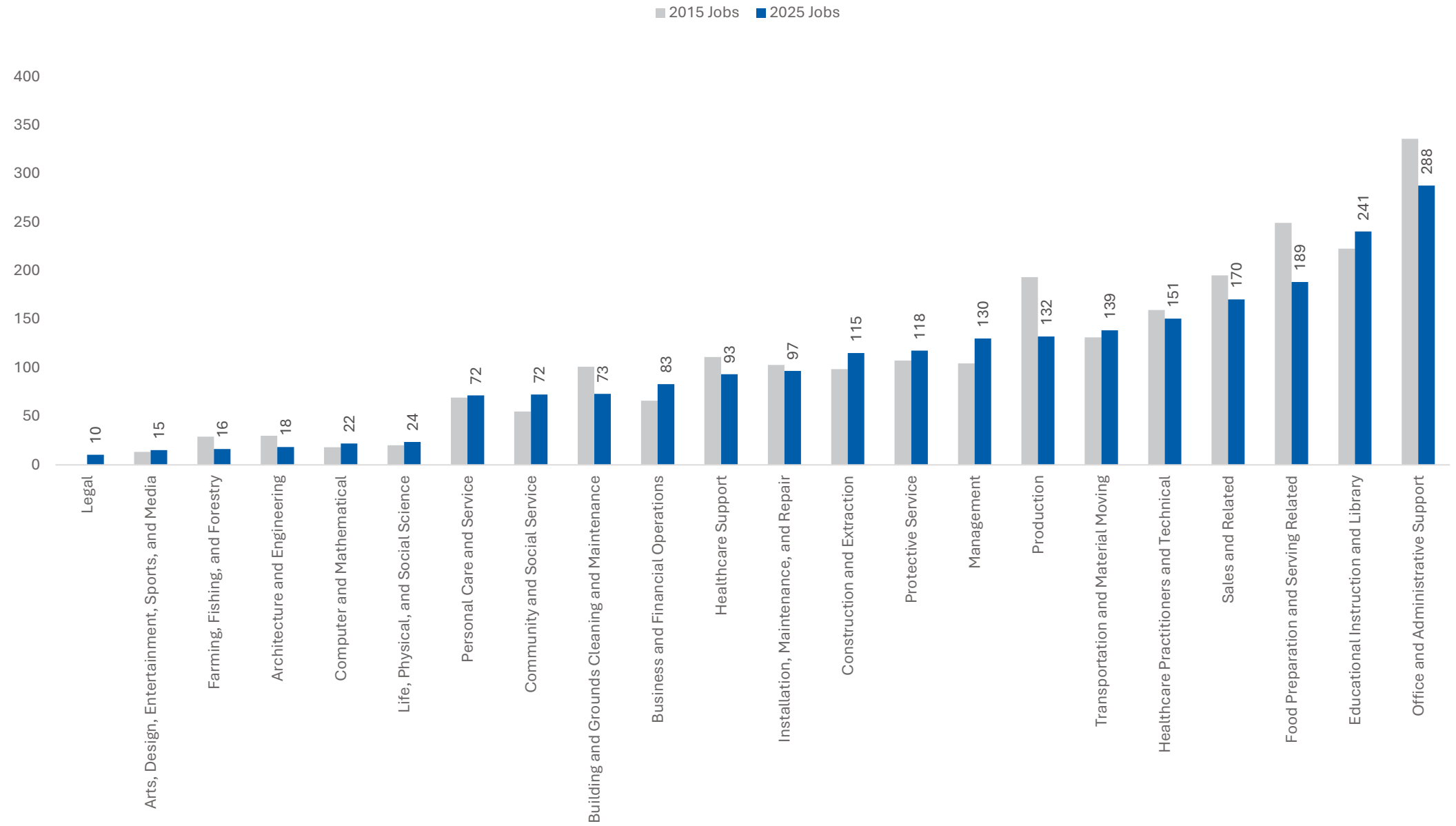
| Description | Avg. Earnings Per Job | 2025 Employment Concentration |
|---|---|---|
| **Government** | **$124,502** | **3.27** |
| **Agriculture, Forestry, Fishing and Hunting** | **$35,467** | **1.10** |
| **Manufacturing** | **$75,428** | **1.00** |
| Retail Trade | $33,957 | 0.97 |
| Finance and Insurance | $66,599 | 0.80 |
| Other Services (except Public Administration) | $24,566 | 0.80 |
| Health Care and Social Assistance | $57,834 | 0.73 |
| Accommodation and Food Services | $23,806 | 0.68 |
| Arts, Entertainment, and Recreation | $17,687 | 0.50 |
| Construction | $61,561 | 0.39 |
| Transportation and Warehousing | $67,409 | 0.33 |
| Information | $54,109 | 0.32 |
| Professional, Scientific, and Technical Services | $61,022 | 0.28 |
| Educational Services | $63,224 | 0.19 |
| Wholesale Trade | $80,920 | 0.19 |

- Government stands out as both the highest-paying sector at about $124,500 per job and the most concentrated industry with a location quotient of 3.27, signaling a dominant role in the local labor market.
- Manufacturing and Agriculture also show above-average concentration (1.00 and 1.10), but offer much lower earnings than Government, highlighting a mix of traditional but less-lucrative local strengths.
- Several mid-wage sectors—including Finance and Insurance, Construction, Transportation and Warehousing, and Professional Services—provide solid earnings in the $54,000–$67,000 range but remain less concentrated, indicating smaller yet economically important niches.
- Lower-wage service industries such as Retail Trade, Other Services, and Accommodation and Food Services show moderate concentration but average earnings below $35,000, reflecting reliance on lower-skill, lower-pay jobs within the community's employment base.

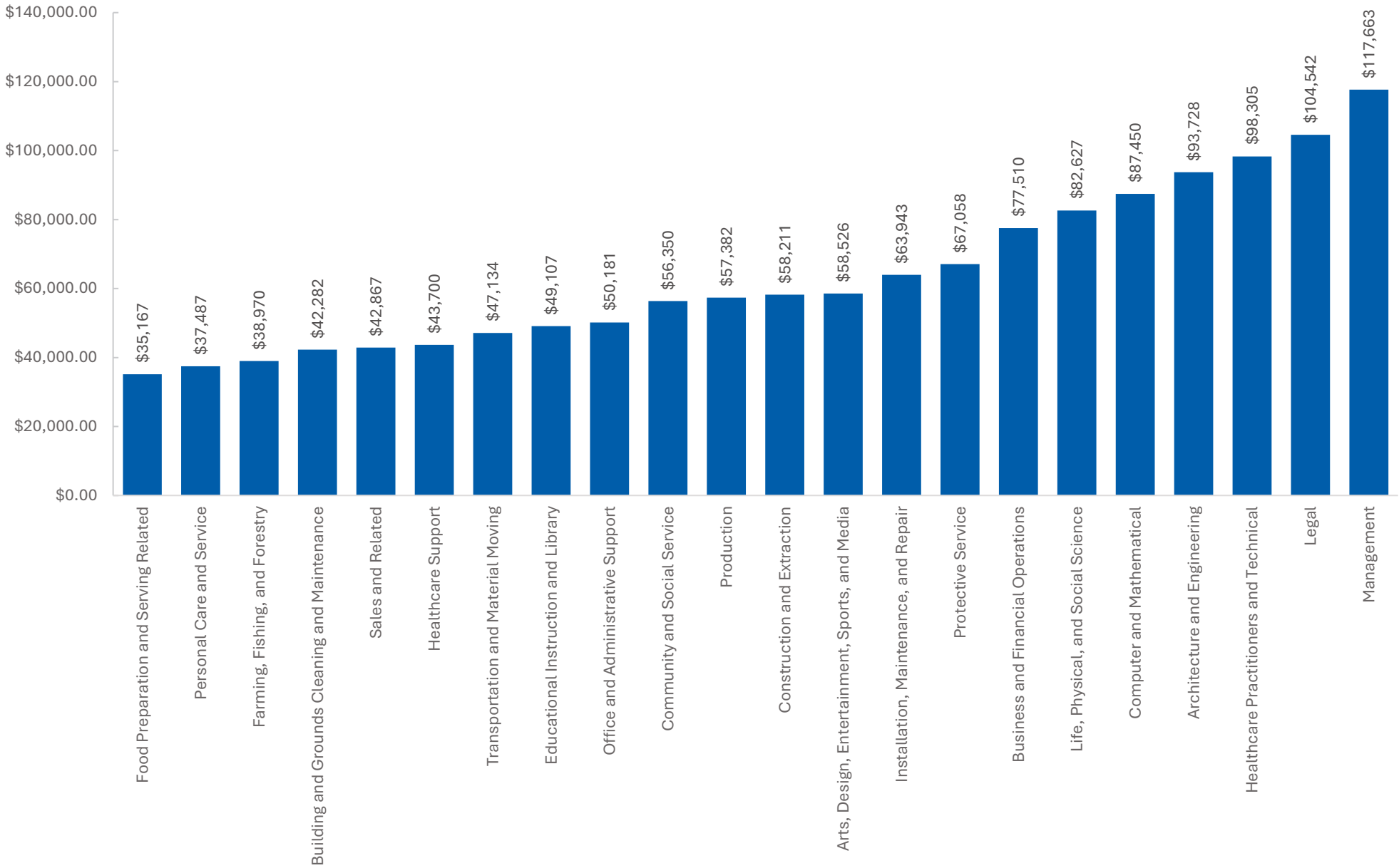
**Employment Concentration**

**Employment Concentration (EC)** is a measure of industry concentration within a region. An EC of 1.0 means that an industry is as concentrated within the region as it is on a national level. An EC greater than 1.0 indicates that an industry is more concentrated than at the national level.

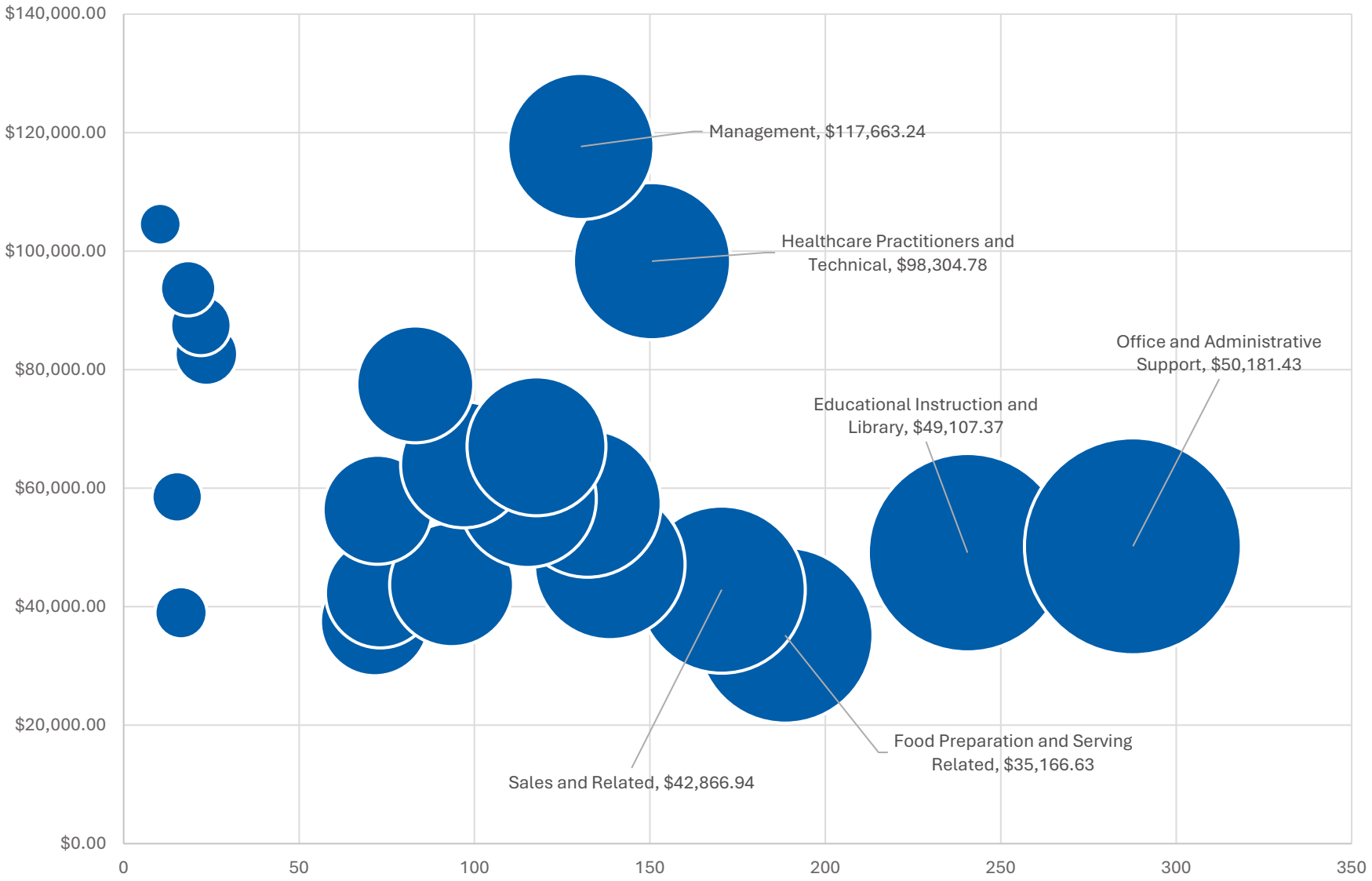
# Occupation Mix, Auburn, 2025



# Average Annual Earnings, Auburn, 2025



# Earnings Per Worker, Occupational Employment, Auburn, 2025



# Commuting, Auburn, 2023

**INBOUND WORKERS**

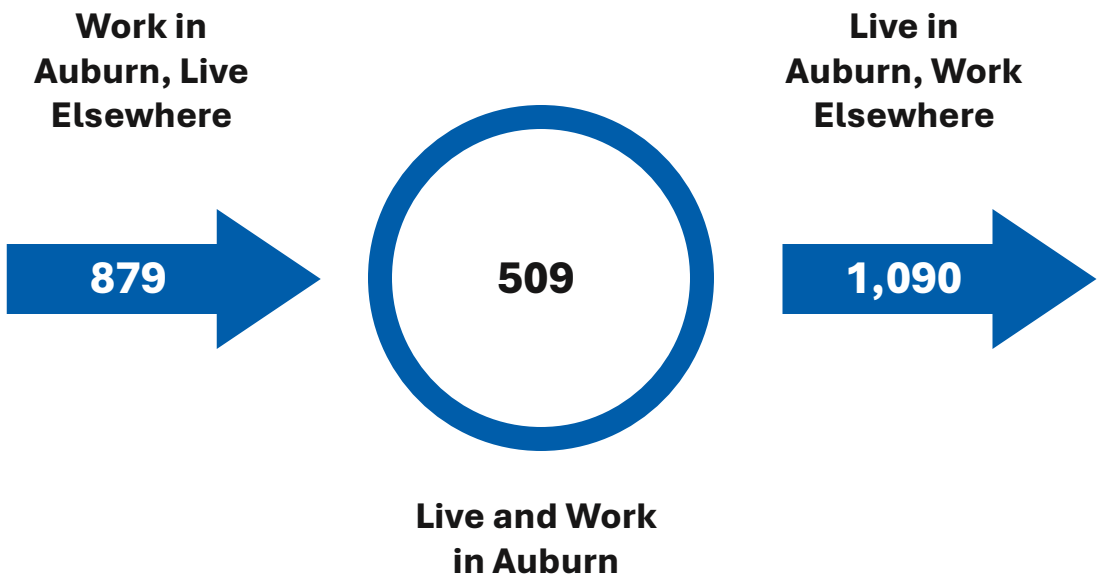
- Auburn residents make up just over one-third of its workforce.
  - 509 workers (36.7%) both live and work in Auburn.–
  - This means nearly two-thirds of the workforce lives elsewhere, underscoring Auburn's role as an employment center for the surrounding region.
- Nearby small communities supply a significant share of Auburn's workers
- A large portion of Auburn's workforce is geographically dispersed.– 630 workers (45.4%) fall into "All Other Locations," showing Auburn draws commuters from many rural and micropolitan areas across the region.

**OUTBOUND WORKERS**

- More than 2/3rds of Auburn residents commute outside Auburn for employment, consistent with rural labor-shed patterns.
- Lincoln and Omaha are major employment destinations, accounting for nearly 18% of all Auburn-resident jobs.
- A large share of Auburn residents work in many other locations, revealing a highly diverse commuting footprint.

**Top Places where Auburn Workers Live (2023)**

| County | Count | Share |
|---|---|---|
| Auburn, NE | 509 | 36.7% |
| Nebraska City, NE | 66 | 4.8% |
| Peru, NE | 41 | 3.0% |
| Lincoln, NE | 34 | 2.4% |
| Falls City, NE | 22 | 1.6% |
| Johnson, NE | 19 | 1.4% |
| Humboldt, NE | 18 | 1.3% |
| Beatrice, NE | 17 | 1.2% |
| Council Bluffs, IA | 16 | 1.2% |
| Omaha, NE | 16 | 1.2% |
| All Other Locations | 630 | 45.4% |
| **Total** | **1,388** | **100%** |




**Top Places where Auburn Residents Work (2023)**

| County | Count | Share |
|---|---|---|
| Auburn, NE | 509 | 31.8% |
| Lincoln, NE | 150 | 9.4% |
| Omaha, NE | 135 | 8.4% |
| Nebraska City, NE | 78 | 4.9% |
| Tecumseh, NE | 31 | 1.9% |
| Beatrice, NE | 18 | 1.1% |
| Council Bluffs, IA | 16 | 1.0% |
| Columbus, NE | 14 | 0.9% |
| Humboldt, NE | 14 | 0.9% |
| Fairbury, NE | 12 | 0.8% |
| All Other Locations | 622 | 38.9% |
| **Total** | **1,599** | **100%** |

*Source: OnTheMap*

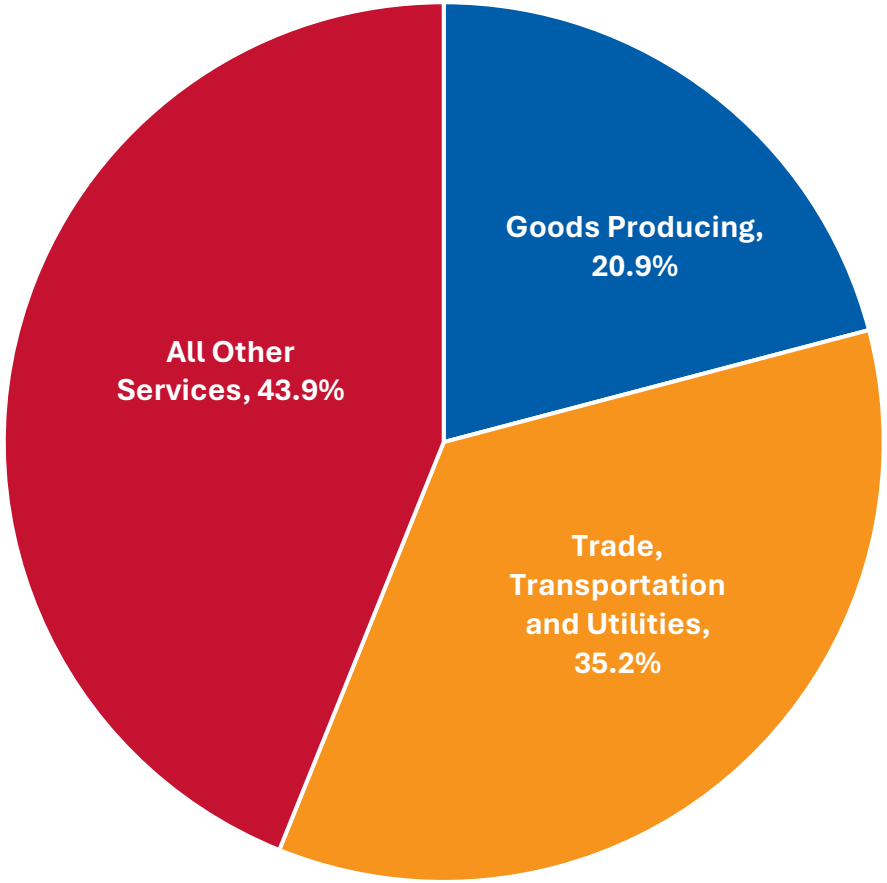
## Commuting, Auburn, 2023

### Nearly half of outbound workers commute to service jobs

- Auburn's outbound commuting pattern points to a workforce that's leaving town for jobs that the local economy isn't fully providing.
- **All Other Services (43.9%):** The largest share of outbound workers suggests professional, administrative, healthcare or other service sector jobs available elsewhere aren't sufficiently represented in Auburn's local job base.
- **Trade, Transportation & Utilities (20.9%):** Likely reflecting the pull of larger distribution, logistics, retail and/or utility hubs outside Auburn.
- **Goods-Producing Industries (20.9%):** The smallest share of outbound workers, indicating Auburn's manufacturing and production sector is either more locally competitive or represents a smaller slice of the regional job market overall.

**Live in Auburn, Work Elsewhere**

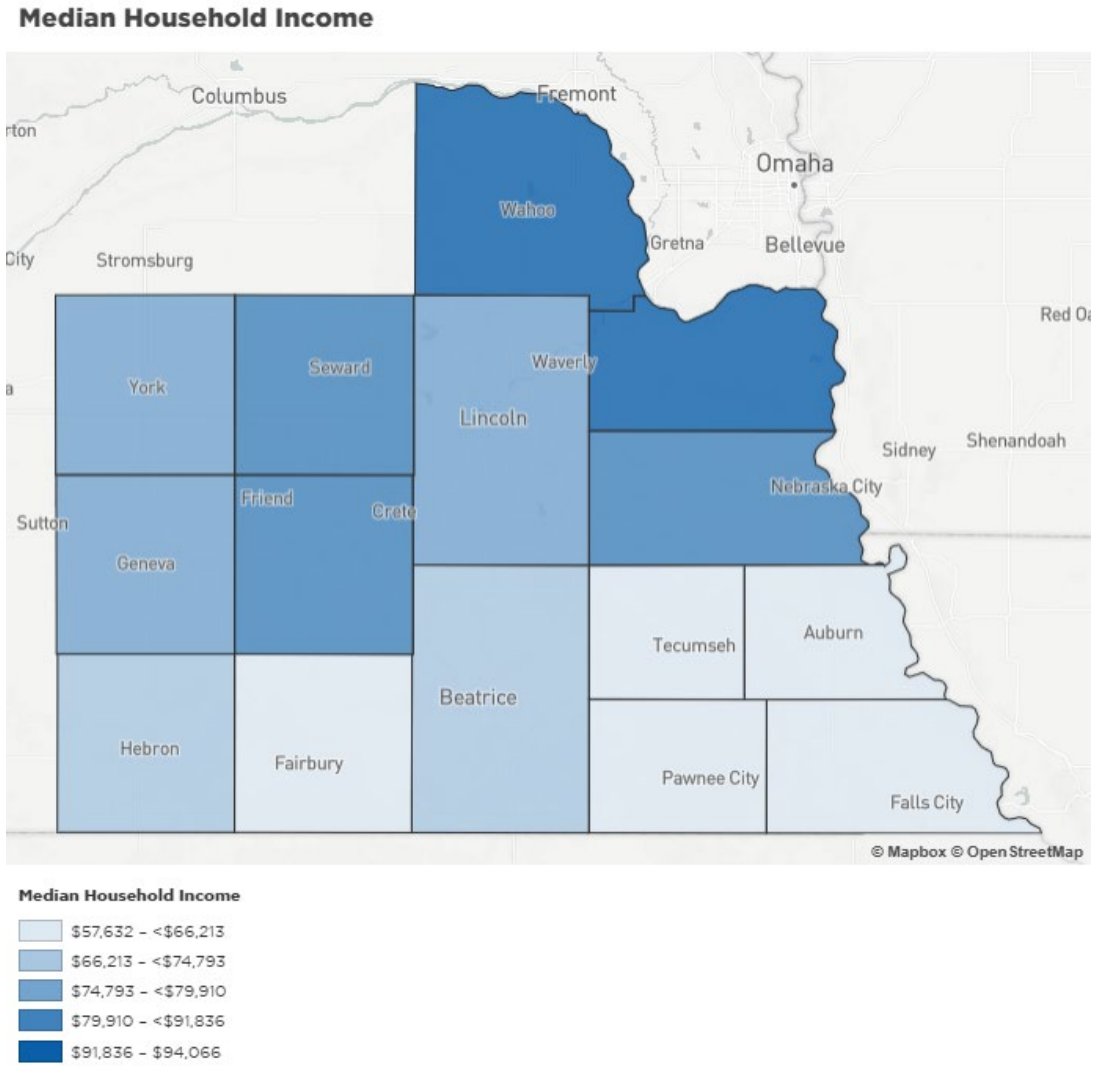
**1,090**




*Source: OnTheMap*

# Income

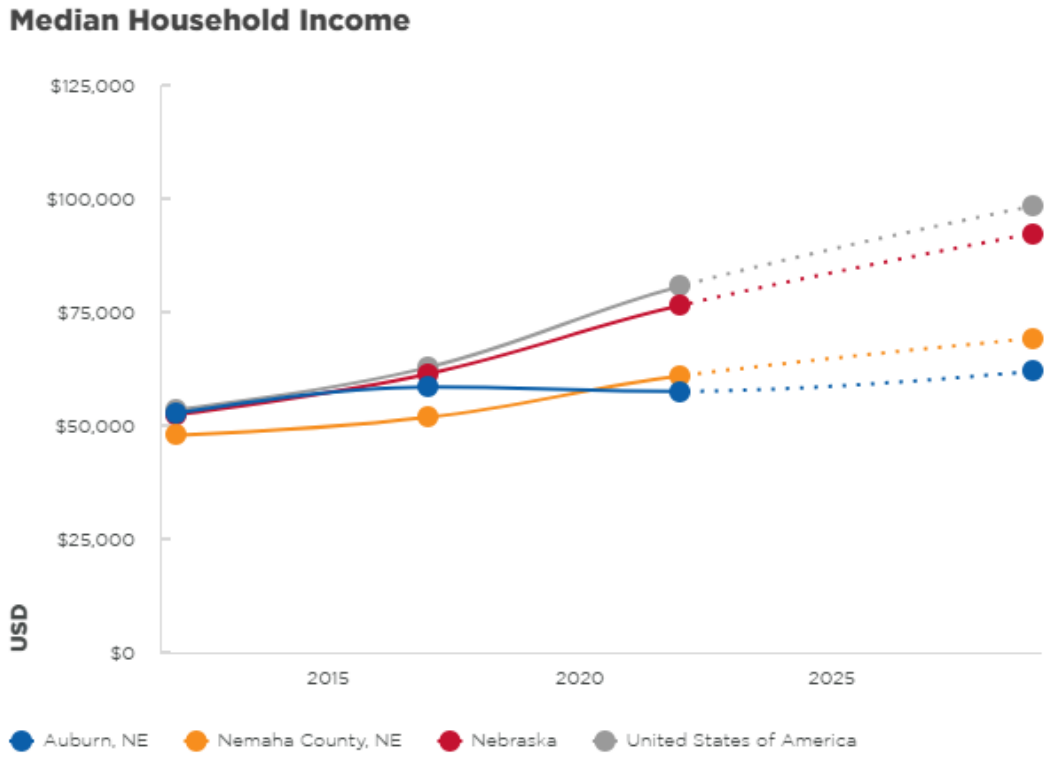
## Median Household Index, 2024




*Sources: US Census Bureau ACS 5-year 2020-2024*

## Median Household Income, 2014-2024

### Auburn shows steady income growth

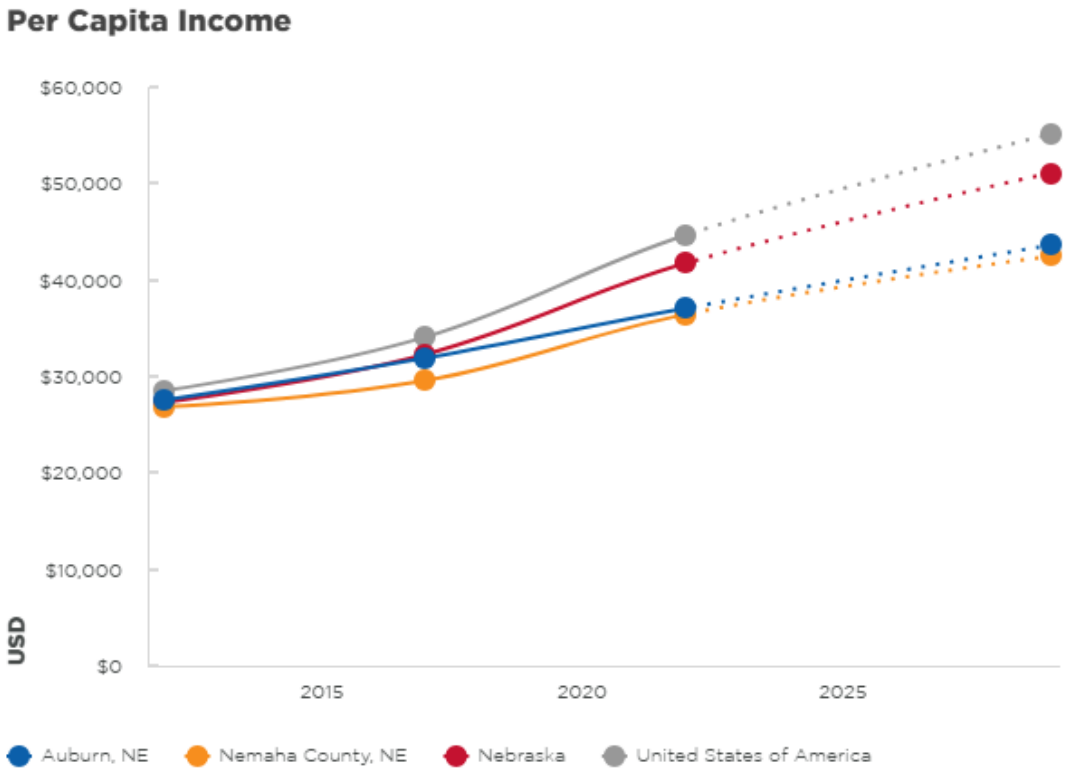



*Sources: US Census Bureau; US Census Bureau ACS 5-year*

The data shows that median household income trends vary across regions. While overall incomes increase in Auburn and Nemaha County, the growth in Nebraska and the United States is steady and higher.

## Per Capita Income, 2014-2024

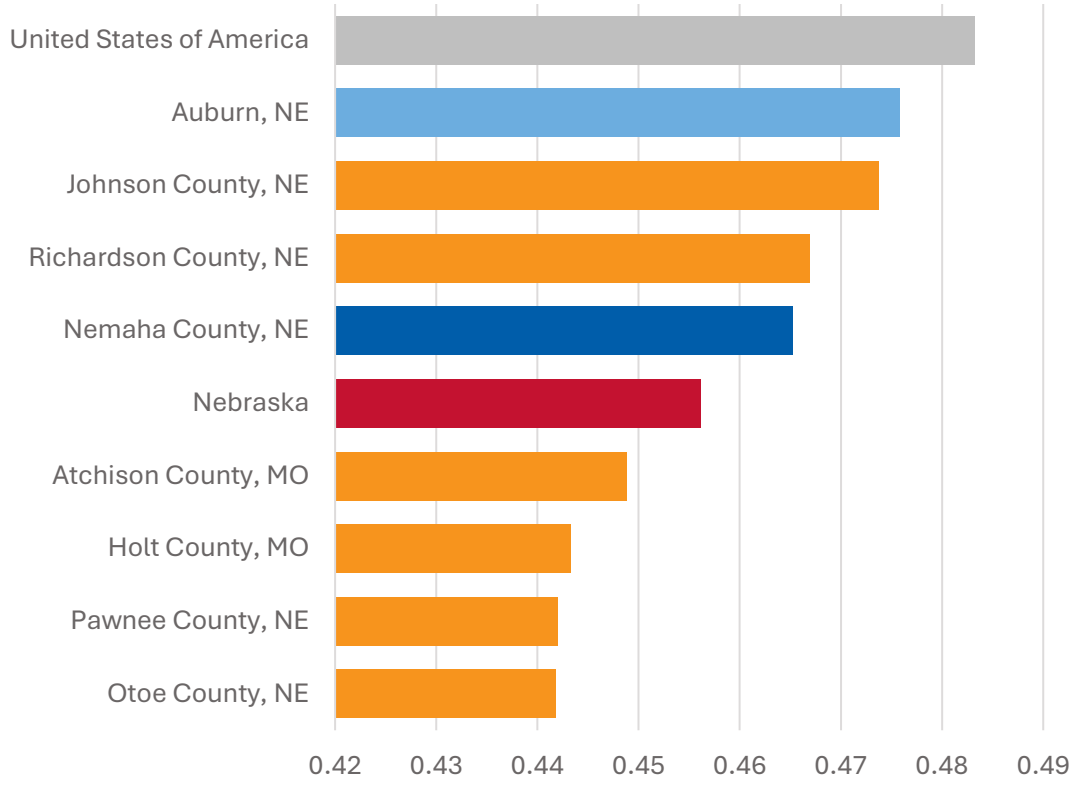
Auburn shows steady income growth




*Sources: US Census Bureau; US Census Bureau ACS 5-year*

The data highlights a steady rise in per capita income over the years. Auburn and Nemaha County's incomes grow but remain lower than the state and national averages.

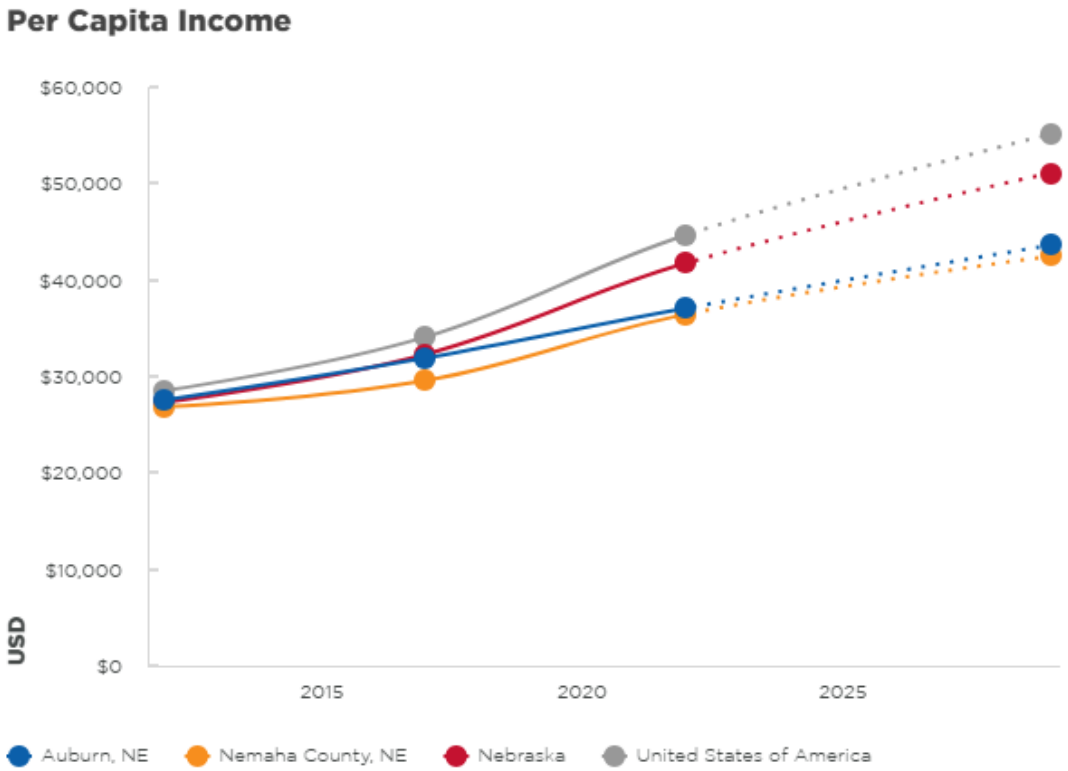
## Gini Index, 2024




The Gini index is a statistical measure of economic inequality that describes how income or wealth is distributed within a population.

## Per Capita Income, 2014-2024

Auburn shows steady income growth



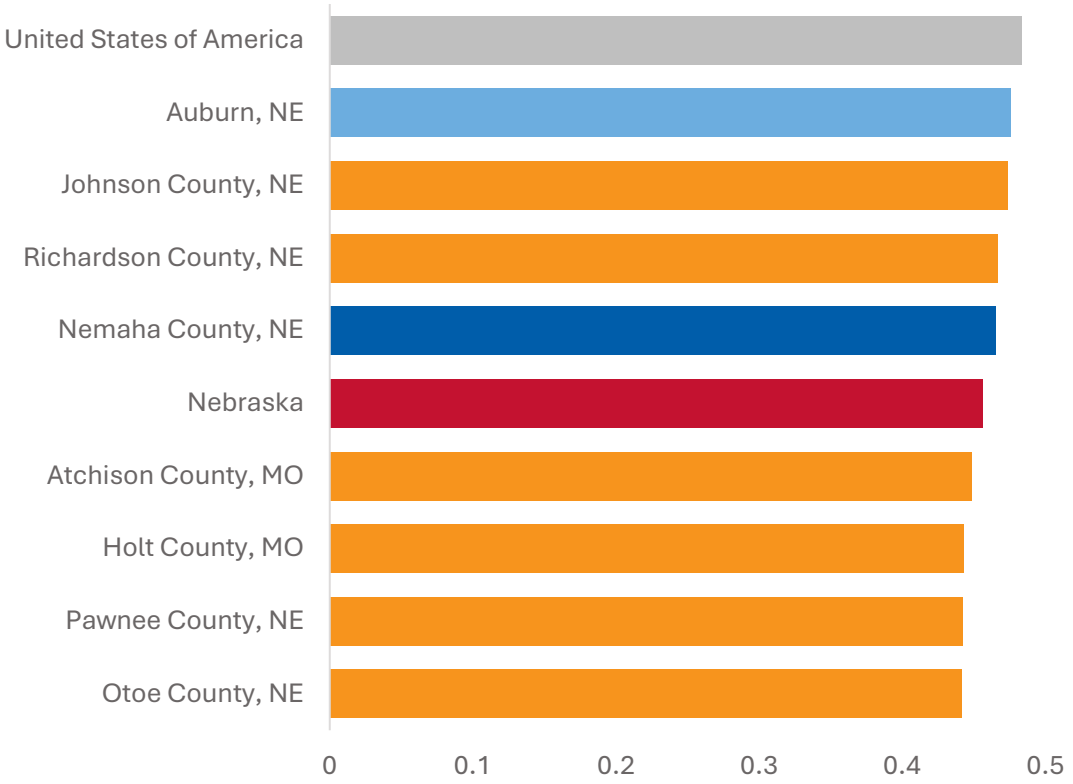

*Sources: US Census Bureau; US Census Bureau ACS 5-year*

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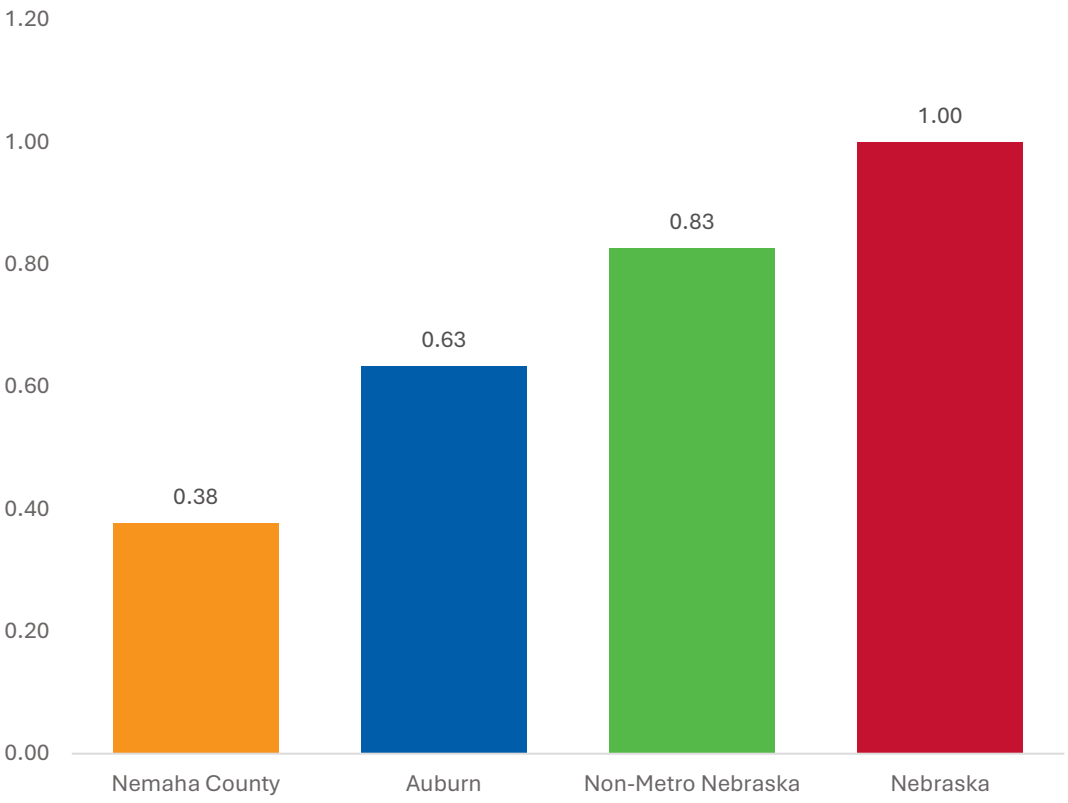
# Gini Index, 2024




The Gini index is a statistical measure of economic inequality that describes how income or wealth is distributed within a population, where a score of 0 represents perfect equality (everyone has the exact same income

# Retail Performance

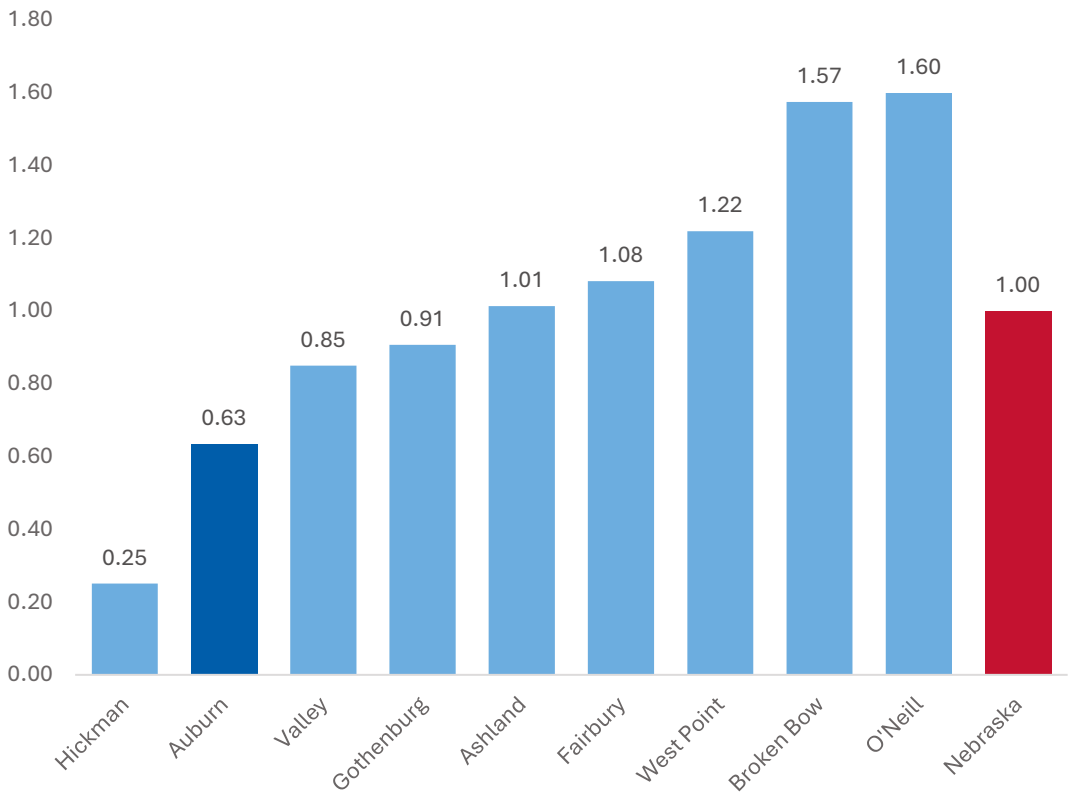
## 2025 Retail Sales Pull Factors




Looking at eight other similarly sized cities, Auburn lags behind the group at 0.63.

## 2025 Retail Sales Pull Factors

Auburn lags behind similarly sized communities




Looking at eight other similarly sized cities, Auburn lags behind the group at 0.63.

## Retail Pull Factors, 2015-2025

Auburn and Nemaha County's retail pull factor remains below the state average

