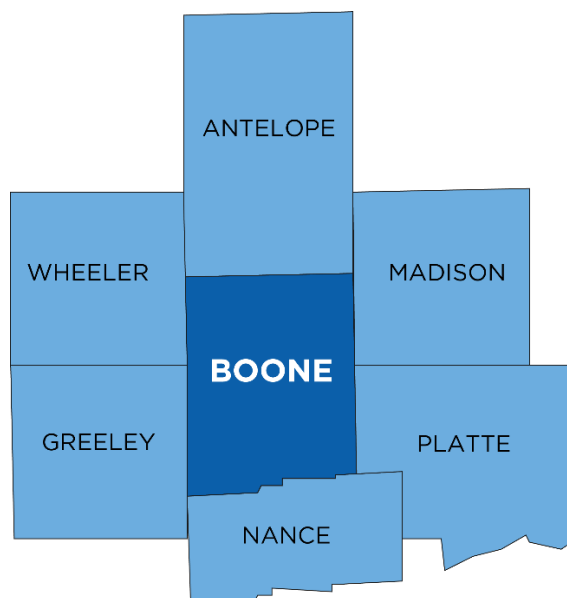


# ECONOMIC AND DEMOGRAPHIC TRENDS IN **Boone County** AND THE SURROUNDING AREA



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Boone County. For select measures, comparable data are provided for the surrounding area (selected counties and communities). The map featured above shows the general area for which selected comparable data are shown. In addition to Boone County, other counties included in this area are Antelope, Greeley, Madison, Nance, Platte and Wheeler. The retail sales section also compares retail growth between and eight other similarly sized Nebraska communities.

## LABOR FORCE AND EMPLOYMENT

Table 1 and Chart 1 (next page) present nonfarm wage and salary data for Boone County for the period 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 Boone County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Boone County increased 3.7 percent (87 jobs) between 2013 and 2023.

Table 1 and Chart 1 also provide employment data for Boone County by major economic sector for years 2013–2023. The Construction sector recorded the largest percentage increase in employment between 2013 and 2023 (106.0 percent or 53 jobs). The Natural Resources & Mining sector recorded the largest actual employment increase between 2013 and 2023 (74 jobs or 23.3 percent).

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

|                                   | 2013         | 2014         | 2015         | 2016         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | % Change<br>2013-2023 | # Change<br>2013-2023 |
|-----------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------------|-----------------------|
| <b>Nonfarm W&amp;S Employment</b> | <b>2,343</b> | <b>2,354</b> | <b>2,373</b> | <b>2,371</b> | <b>2,314</b> | <b>2,373</b> | <b>2,382</b> | <b>2,328</b> | <b>2,337</b> | <b>2,382</b> | <b>2,430</b> | <b>3.7</b>            | <b>87</b>             |
| <b>Total Private Industries</b>   | <b>1,678</b> | <b>1,698</b> | <b>1,700</b> | <b>1,699</b> | <b>1,645</b> | <b>1,694</b> | <b>1,688</b> | <b>1,656</b> | <b>1,651</b> | <b>1,704</b> | <b>1,739</b> | <b>3.6</b>            | <b>61</b>             |
| <b>Goods Producing</b>            | <b>551</b>   | <b>543</b>   | <b>576</b>   | <b>586</b>   | <b>574</b>   | <b>604</b>   | <b>600</b>   | <b>637</b>   | <b>626</b>   | <b>629</b>   | <b>665</b>   | <b>20.7</b>           | <b>114</b>            |
| Natural Resources & Mining        | 318          | 306          | 315          | 323          | 334          | 366          | 367          | 393          | 384          | 372          | 392          | 23.3                  | 74                    |
| Construction                      | 50           | 52           | 76           | 73           | 76           | 75           | 78           | 90           | 90           | 89           | 103          | 106.0                 | 53                    |
| Manufacturing                     | 183          | 185          | 185          | 191          | 164          | 164          | 156          | 153          | 152          | 169          | 170          | -7.1                  | -13                   |
| <b>Service Providing</b>          | <b>1,127</b> | <b>1,155</b> | <b>1,124</b> | <b>1,112</b> | <b>1,071</b> | <b>1,090</b> | <b>1,088</b> | <b>1,019</b> | <b>1,024</b> | <b>1,075</b> | <b>1,074</b> | <b>-4.7</b>           | <b>-53</b>            |
| Trade, Transportation & Utilities | 569          | 583          | 555          | 572          | 535          | 544          | 525          | 526          | 514          | 528          | 525          | -7.7                  | -44                   |
| Information                       | 10           | 11           | 11           | -            | -            | -            | -            | -            | -            | -            | 9*           | -10.0                 | -1                    |
| Financial Activities              | 92           | 87           | 88           | 94           | 101          | 107          | 116          | 90           | 105          | 107          | 109          | 18.5                  | 17                    |
| Professional & Business Services  | 37           | 39           | 36           | 40           | 36           | 37           | 36           | 34           | 38           | 39           | 39*          | 5.4                   | 2                     |
| Education & Health Services       | 271          | 283          | 295          | 244          | 246          | 238          | 244          | 214          | 201          | 213          | 213          | -21.4                 | -58                   |
| Leisure & Hospitality             | 108          | 116          | 106          | 118          | 112          | 128          | 130          | 116          | 123          | 142          | 138          | 27.8                  | 30                    |
| Other Services, except Public     | 40           | 37           | 34           | -            | -            | -            | -            | -            | -            | -            | 41           | 2.5                   | 1                     |
| <b>Government</b>                 | <b>665</b>   | <b>656</b>   | <b>673</b>   | <b>672</b>   | <b>669</b>   | <b>679</b>   | <b>694</b>   | <b>672</b>   | <b>686</b>   | <b>678</b>   | <b>691</b>   | <b>3.9</b>            | <b>26</b>             |
| Federal                           | 29           | 30           | 29           | 27           | 30           | 29           | 28           | 28           | 27           | 24           | 22           | -24.1                 | -7                    |
| State                             | 14           | 9            | 10           | 9            | 8            | 9            | 10           | 10           | 11           | 10           | 10           | -28.6                 | -4                    |
| Local                             | 622          | 616          | 634          | 636          | 630          | 641          | 656          | 634          | 649          | 644          | 658          | 5.8                   | 36                    |

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

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

\* Data estimated using data from Lightcast

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

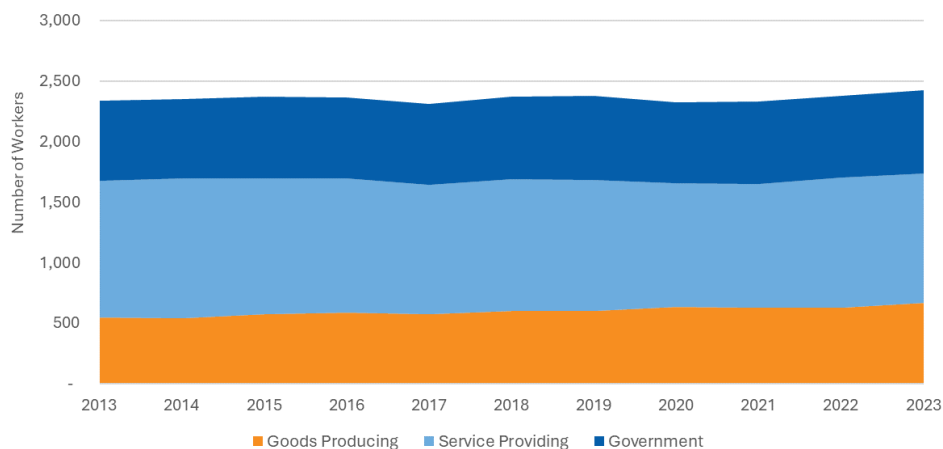


Chart 2 compares total nonfarm wage and salary employment growth in Boone County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2013–2023. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster,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

As this chart indicates, total nonfarm wage and salary employment in Boone County increased 3.7 percent (87 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**

Boone County, Nebraska, Metro and Non-Metro Nebraska

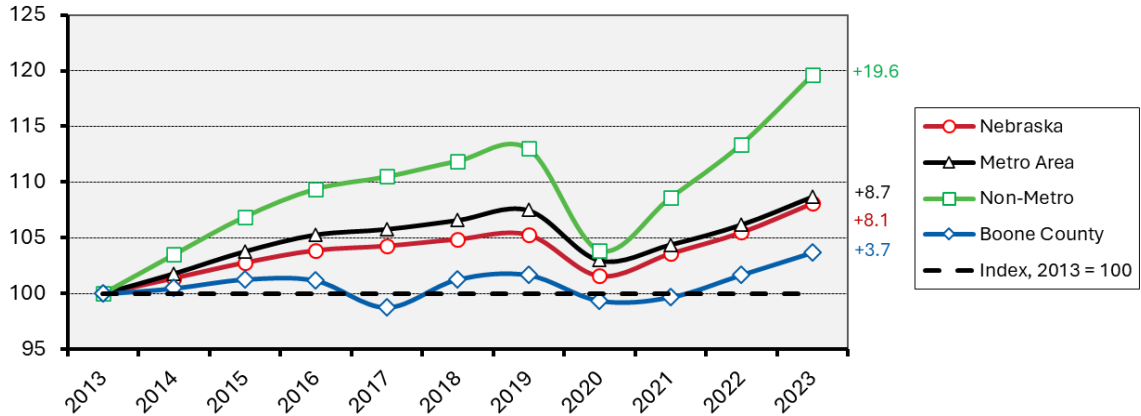
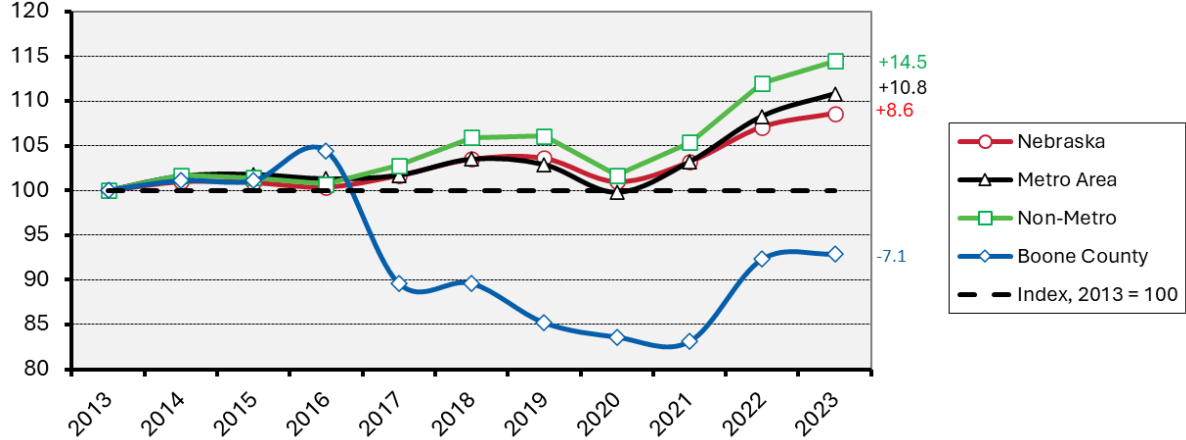


Chart 3 presents data on manufacturing wage and salary employment growth for Boone County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Boone County recorded a 7.1 percent decrease in employment (13 jobs) between 2013 and 2023. This compares to a 14.50 percent increase 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**

Boone 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 Boone County compared to the non-metropolitan and metropolitan distributions.

When comparing the Boone County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Natural Resources and Mining sector which makes up 16.1 percent of the county workforce (392 employees) compared to 3.2 percent for non-metropolitan Nebraska; a difference of 12.9 percent. Comparing Boone County to the overall metropolitan distribution, the largest deviation is found in the Government sector (28.4 percent Boone County vs. 13.8 percent metropolitan Nebraska; a difference of 14.6 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 Boone 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 a decrease in the number of Boone County residents participating in the labor force between 2013 and 2023 (3 percent or 91 people).

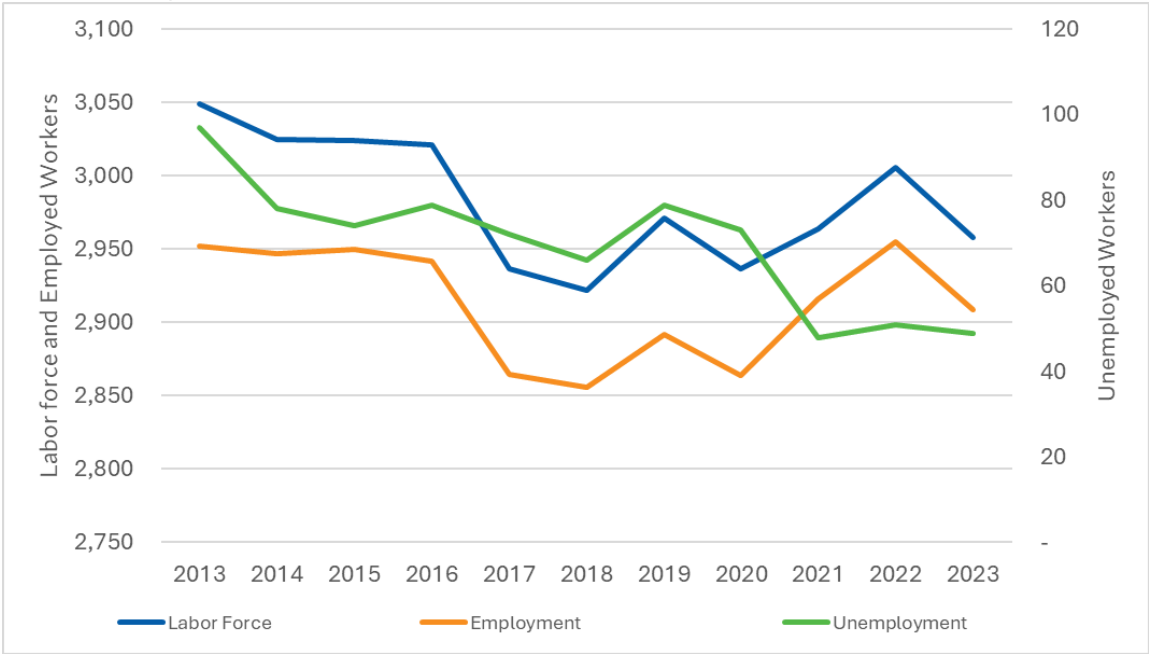
The number of those unemployed in Boone County decreased by 49.5 percent (48 people) between 2013 and 2023. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Boone County unemployment rate was 1.7 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**  
Boone County, Nebraska

|                   | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | % Change<br>2013-2023 | # Change<br>2013-2023 |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------|-----------------------|
| Labor Force       | 3,049 | 3,025 | 3,024 | 3,021 | 2,937 | 2,922 | 2,971 | 2,937 | 2,964 | 3,006 | 2,958 | -3.0                  | -91                   |
| Employment        | 2,952 | 2,947 | 2,950 | 2,942 | 2,865 | 2,856 | 2,892 | 2,864 | 2,916 | 2,955 | 2,909 | -1.5                  | -43                   |
| Unemployment      | 97    | 78    | 74    | 79    | 72    | 66    | 79    | 73    | 48    | 51    | 49    | -49.5                 | -48                   |
| Unemployment Rate | 3.2   | 2.6   | 2.4   | 2.6   | 2.5   | 2.3   | 2.7   | 2.5   | 1.6   | 1.7   | 1.7   | N/A                   | N/A                   |

(N/A) - Data not available

**CHART 7**  
**Labor Force & Employment Trends • 2013–2023**  
Boone 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 Boone County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination Report looks at the area from which a county is pulling employees to fill positions. These data are estimates from the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program. This program uses a variety of statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data. The most current data available for Boone County are from 2022.

Table 3 (pages 6–7) examines the Work Destination area for Boone County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 2,266 county labor force participants holding primary jobs. As Table 3 shows, 50.3 percent of Boone County workers remain within Boone County for employment with 49.7 percent leaving the county borders for work (next page). Approximately. The top ten incorporated places where Boone County labor force participants are employed are also shown on the following page.

**TABLE 3**

### Work Destination Report • 2022

Where Workers are Employed Who Live in the Selection Area

|                    | Count | Share  |
|--------------------|-------|--------|
| Total Primary Jobs | 2,266 | 100.0% |

#### By States

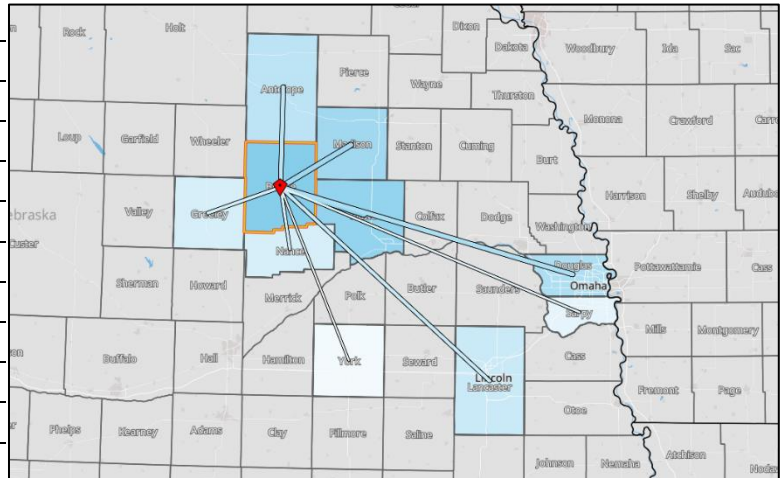
|                     | Count | Share |
|---------------------|-------|-------|
| Nebraska            | 2,187 | 96.5% |
| Iowa                | 29    | 1.3%  |
| South Dakota        | 28    | 1.2%  |
| Kansas              | 8     | 0.4%  |
| Colorado            | 4     | 0.2%  |
| Missouri            | 3     | 0.1%  |
| California          | 2     | 0.1%  |
| Illinois            | 2     | 0.1%  |
| Minnesota           | 1     | 0.0%  |
| Oklahoma            | 1     | 0.0%  |
| All Other Locations | 1     | 0.0%  |



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2022).

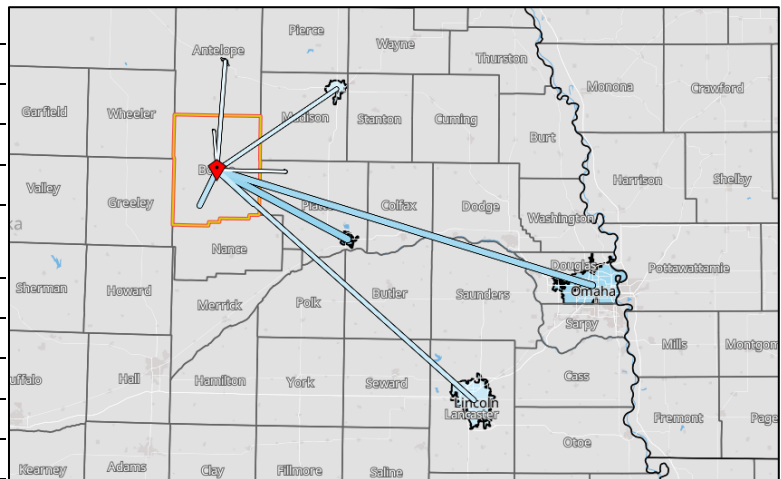
## By Counties

|                      | Count | Share |
|----------------------|-------|-------|
| Boone County, NE     | 1,140 | 50.3% |
| Platte County, NE    | 235   | 10.4% |
| Madison County, NE   | 124   | 5.5%  |
| Douglas County, NE   | 109   | 4.8%  |
| Antelope County, NE  | 80    | 3.5%  |
| Lancaster County, NE | 72    | 3.2%  |
| Greeley County, NE   | 49    | 2.2%  |
| Nance County, NE     | 49    | 2.2%  |
| Sarpy County, NE     | 29    | 1.3%  |
| York County, NE      | 21    | 0.9%  |
| All Other Locations  | 358   | 15.8% |



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

|                          | Count | Share |
|--------------------------|-------|-------|
| Albion city, NE          | 605   | 26.7% |
| Columbus city, NE        | 148   | 6.5%  |
| Omaha city, NE           | 103   | 4.5%  |
| St. Edward city, NE      | 92    | 4.1%  |
| Cedar Rapids village, NE | 67    | 3.0%  |
| Lincoln city, NE         | 63    | 2.8%  |
| Norfolk city, NE         | 57    | 2.5%  |
| Neligh city, NE          | 34    | 1.5%  |
| Lindsay village, NE      | 31    | 1.4%  |
| Petersburg village, NE   | 31    | 1.4%  |
| All Other Locations      | 1,035 | 45.7% |



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2022).

People also travel from other locations to work in Boone County—this is the Home Destination Report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Boone County. The Census identified 2,129 primary jobs within Boone County. As Table 4 indicates, 97.4 percent of these jobs are held by Nebraska residents. Approximately 38.1 percent of Boone 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 • 2022

Where Workers Live Who are Employed in the Selection Area

|                    | Count | Share  |
|--------------------|-------|--------|
| Total Primary Jobs | 2,129 | 100.0% |

### By States

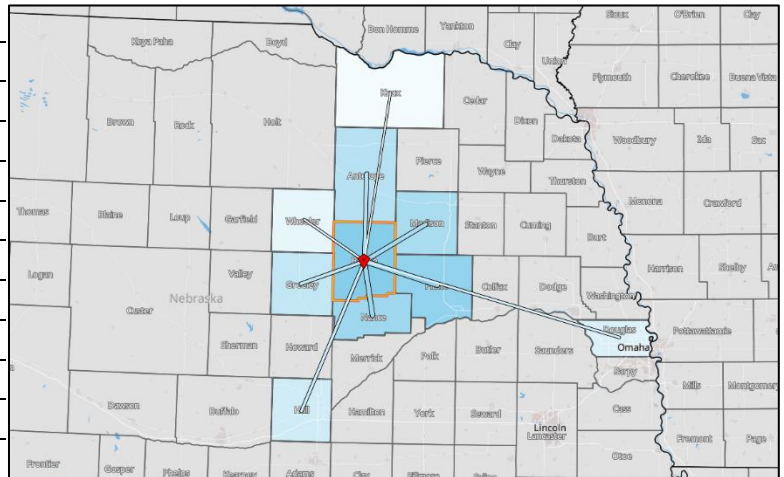
|                     | Count | Share |
|---------------------|-------|-------|
| Nebraska            | 2,093 | 98.3% |
| Iowa                | 10    | 0.5%  |
| South Dakota        | 6     | 0.3%  |
| California          | 3     | 0.1%  |
| New York            | 3     | 0.1%  |
| Georgia             | 2     | 0.1%  |
| Ohio                | 2     | 0.1%  |
| Florida             | 1     | 0.0%  |
| Illinois            | 1     | 0.0%  |
| Indiana             | 1     | 0.0%  |
| All Other Locations | 7     | 0.3%  |



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2022).

### By Counties

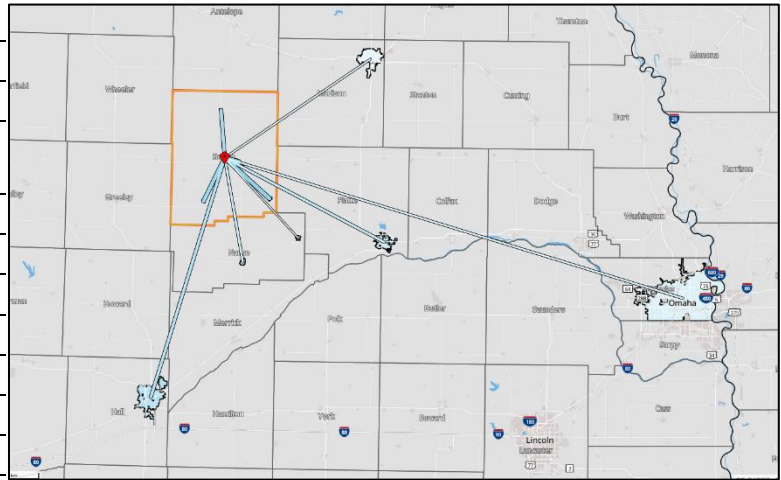
|                     | Count | Share |
|---------------------|-------|-------|
| Boone County, NE    | 1,140 | 53.5% |
| Platte County, NE   | 120   | 5.6%  |
| Nance County, NE    | 89    | 4.2%  |
| Madison County, NE  | 85    | 4.0%  |
| Antelope County, NE | 77    | 3.6%  |
| Greeley County, NE  | 64    | 3.0%  |
| Hall County, NE     | 51    | 2.4%  |
| Douglas County, NE  | 38    | 1.8%  |
| Wheeler County, NE  | 33    | 1.6%  |
| Knox County, NE     | 23    | 1.1%  |
| All Other Locations | 409   | 19.2% |



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2022).

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

|                          | Count | Share |
|--------------------------|-------|-------|
| Albion city, NE          | 443   | 20.8% |
| St. Edward city, NE      | 149   | 7.0%  |
| Cedar Rapids village, NE | 67    | 3.1%  |
| Petersburg village, NE   | 60    | 2.8%  |
| Grand Island city, NE    | 42    | 2.0%  |
| Columbus city, NE        | 41    | 1.9%  |
| Fullerton city, NE       | 35    | 1.6%  |
| Omaha city, NE           | 31    | 1.5%  |
| Norfolk city, NE         | 30    | 1.4%  |
| Genoa city, NE           | 23    | 1.1%  |
| All Other Locations      | 1,208 | 56.7% |



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> 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 Boone County labor force. The data show labor force and employment size, efficiency and other characteristics. These data were also obtained from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) section and help identify characteristics of labor force movement for Boone County. More detailed figures can also be found in Tables 6–8 (pages 10–12).

**TABLE 5**

## Inflow/Outflow Report

Boone County, Primary Jobs

| Selection Area Labor Market Size (Primary Jobs) | 2022  |        | 2021  |        | 2020  |        |
|---|-------|--------|-------|--------|-------|--------|
|   | Count | Share  | Count | Share  | Count | Share  |
| Employed in the Selection Area                  | 2,129 | 100.0% | 2,242 | 100.0% | 2,082 | 100.0% |
| Living in the Selection Area                    | 2,266 | 106.4% | 2,325 | 103.7% | 2,286 | 109.8% |
| Net Job Inflow (+) or Outflow (-)               | -137  | -      | -83   | -      | -204  | -      |

| In-Area Labor Force Efficiency (Primary Jobs)     | 2022  |        | 2021  |        | 2020  |        |
|---|-------|--------|-------|--------|-------|--------|
|   | Count | Share  | Count | Share  | Count | Share  |
| Living in the Selection Area                      | 2,266 | 100.0% | 2,325 | 100.0% | 2,286 | 100.0% |
| Living and Employed in the Selection Area         | 1,140 | 50.3%  | 1,198 | 51.5%  | 1,185 | 51.8%  |
| Living in the Selection Area but Employed Outside | 1,126 | 49.7%  | 1,127 | 48.5%  | 1,101 | 48.2%  |

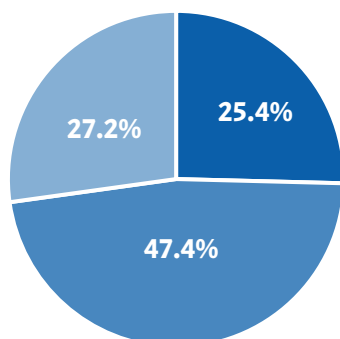
  

| In-Area Employment Efficiency (Primary Jobs)      | 2022  |        | 2021  |        | 2020  |        |
|---|-------|--------|-------|--------|-------|--------|
|   | Count | Share  | Count | Share  | Count | Share  |
| Employed in the Selection Area                    | 2,129 | 100.0% | 2,242 | 100.0% | 2,082 | 100.0% |
| Employed and Living in the Selection Area         | 1,140 | 53.5%  | 1,198 | 53.4%  | 1,185 | 56.9%  |
| Employed in the Selection Area but Living Outside | 989   | 46.5%  | 1,044 | 46.6%  | 897   | 43.1%  |

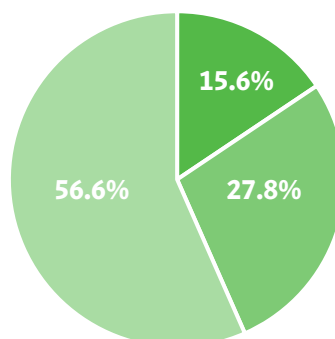
**TABLE 6****Worker Outflow by Job Characteristic**

Boone County

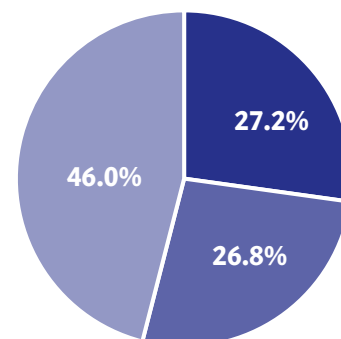
| Outflow Job Characteristics  | 2022  |        | 2021  |        | 2020  |        |
|--|-------|--------|-------|--------|-------|--------|
|  | Count | Share  | Count | Share  | Count | Share  |
| External Jobs Filled by Residents                                    | 1,126 | 100.0% | 1,127 | 100.0% | 1,101 | 100.0% |
| Workers Aged 29 or younger   | 286   | 25.4%  | 288   | 25.6%  | 274   | 24.9%  |
| Workers Aged 30 to 54  | 534   | 47.4%  | 513   | 45.5%  | 484   | 44.0%  |
| Workers Aged 55 or older   | 306   | 27.2%  | 326   | 28.9%  | 343   | 31.2%  |
| Workers Earning \$1,250 per month or less                            | 176   | 15.6%  | 184   | 16.3%  | 200   | 18.2%  |
| Workers Earning \$1,251 to \$3,333 per month                         | 313   | 27.8%  | 358   | 31.8%  | 378   | 34.3%  |
| Workers Earning More than \$3,333 per month                          | 637   | 56.6%  | 585   | 51.9%  | 523   | 47.5%  |
| Workers in the "Goods Producing" Industry Class                      | 306   | 27.2%  | 281   | 24.9%  | 279   | 25.3%  |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 302   | 26.8%  | 301   | 26.7%  | 314   | 28.5%  |
| Workers in the "All Other Services" Industry Class                   | 518   | 46.0%  | 545   | 48.4%  | 508   | 46.1%  |

**CHART 8, 9 & 10**

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



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

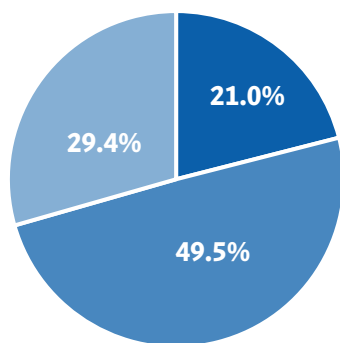


- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

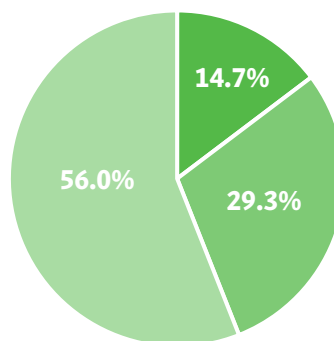
**TABLE 7****Worker Inflow by Job Characteristic**

Boone County

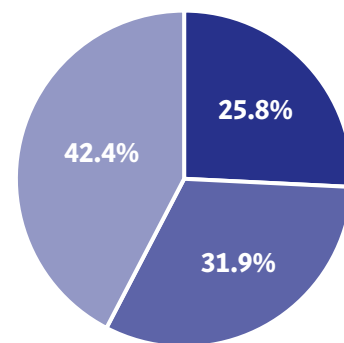
| Inflow Job Characteristics   | 2022  |        | 2021  |        | 2020  |        |
|--|-------|--------|-------|--------|-------|--------|
|  | Count | Share  | Count | Share  | Count | Share  |
| Internal Jobs Filled by Outside Workers                              | 989   | 100.0% | 1,044 | 100.0% | 897   | 100.0% |
| Workers Aged 29 or younger   | 208   | 21.0%  | 230   | 22.0%  | 193   | 21.5%  |
| Workers Aged 30 to 54  | 490   | 49.5%  | 531   | 50.9%  | 439   | 48.9%  |
| Workers Aged 55 or older   | 291   | 29.4%  | 283   | 27.1%  | 265   | 29.5%  |
| Workers Earning \$1,250 per month or less                            | 145   | 14.7%  | 175   | 16.8%  | 122   | 13.6%  |
| Workers Earning \$1,251 to \$3,333 per month                         | 290   | 29.3%  | 332   | 31.8%  | 346   | 38.6%  |
| Workers Earning More than \$3,333 per month                          | 554   | 56.0%  | 537   | 51.4%  | 429   | 47.8%  |
| Workers in the "Goods Producing" Industry Class                      | 255   | 25.8%  | 294   | 28.2%  | 256   | 28.5%  |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 315   | 31.9%  | 328   | 31.4%  | 252   | 28.1%  |
| Workers in the "All Other Services" Industry Class                   | 419   | 42.4%  | 422   | 40.4%  | 389   | 43.4%  |

**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

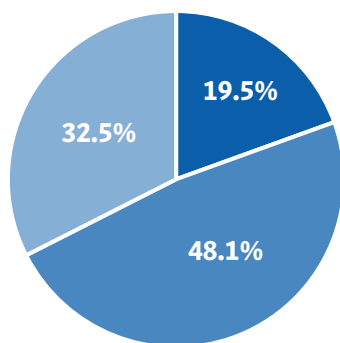


- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

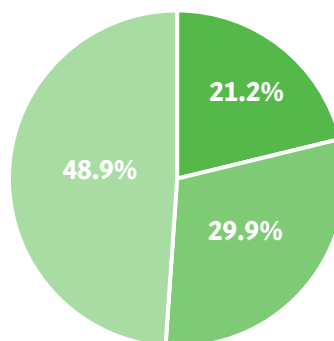
**TABLE 8****Worker Interior by Job Characteristic**

Boone County

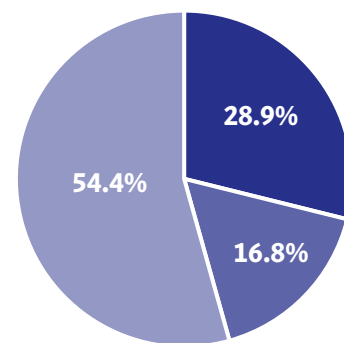
| Interior Flow Job Characteristics                                    | 2022  |        | 2021  |        | 2020  |        |
|--|-------|--------|-------|--------|-------|--------|
|  | Count | Share  | Count | Share  | Count | Share  |
| Internal Jobs Filled by Residents                                    | 1,140 | 100.0% | 1,198 | 100.0% | 1,185 | 100.0% |
| Workers Aged 29 or younger   | 222   | 19.5%  | 198   | 16.5%  | 219   | 18.5%  |
| Workers Aged 30 to 54  | 548   | 48.1%  | 591   | 49.3%  | 539   | 45.5%  |
| Workers Aged 55 or older   | 370   | 32.5%  | 409   | 34.1%  | 427   | 36.0%  |
| Workers Earning \$1,250 per month or less                            | 242   | 21.2%  | 242   | 20.2%  | 272   | 23.0%  |
| Workers Earning \$1,251 to \$3,333 per month                         | 341   | 29.9%  | 445   | 37.1%  | 418   | 35.3%  |
| Workers Earning More than \$3,333 per month                          | 557   | 48.9%  | 511   | 42.7%  | 495   | 41.8%  |
| Workers in the "Goods Producing" Industry Class                      | 329   | 28.9%  | 354   | 29.5%  | 318   | 26.8%  |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 191   | 16.8%  | 191   | 15.9%  | 215   | 18.1%  |
| Workers in the "All Other Services" Industry Class                   | 620   | 54.4%  | 653   | 54.5%  | 652   | 55.0%  |

**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 Boone County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Boone County is fewer in 2021 compared to 2019. The distribution of miles traveled to work has shifted slightly since 2020, with more people traveling less than 10 miles and greater than 50 miles. 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 | 2022  |        | 2021  |        | 2020  |        |
|---------------------------|-------|--------|-------|--------|-------|--------|
|                           | Count | Share  | Count | Share  | Count | Share  |
| Total Primary Jobs        | 2,266 | 100.0% | 2,325 | 100.0% | 2,286 | 100.0% |
| Less than 10 miles        | 669   | 29.5%  | 687   | 29.5%  | 653   | 28.6%  |
| 10 to 24 miles            | 595   | 26.3%  | 650   | 28.0%  | 663   | 29.0%  |
| 25 to 50 miles            | 447   | 19.7%  | 421   | 18.1%  | 460   | 20.1%  |
| Greater than 50 miles     | 555   | 24.5%  | 567   | 24.4%  | 510   | 22.3%  |

U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2025

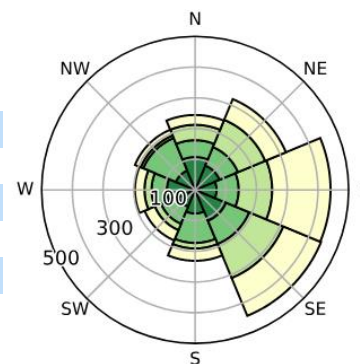


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Boone County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Boone County **has increased since 2020**. The data also show the majority of Boone County employees **continue to travel less than 10 miles from work to home**, a shift from 2020. Figure 2 shows the concentration of job counts by distance and direction.

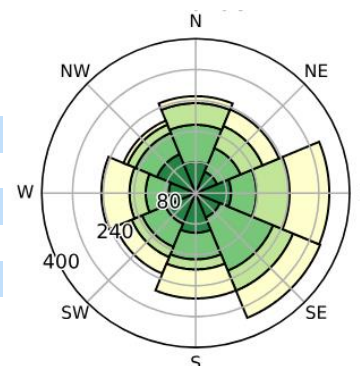
**TABLE 10 & FIGURE 2**

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

Work within study area – distance to home

| Job Counts in Work Blocks | 2022  |        | 2021  |        | 2020  |        |
|---------------------------|-------|--------|-------|--------|-------|--------|
|                           | Count | Share  | Count | Share  | Count | Share  |
| Total Primary Jobs        | 2,129 | 100.0% | 2,242 | 100.0% | 2,082 | 100.0% |
| Less than 10 miles        | 668   | 31.4%  | 689   | 30.7%  | 653   | 31.4%  |
| 10 to 24 miles            | 633   | 29.7%  | 693   | 30.9%  | 693   | 33.3%  |
| 25 to 50 miles            | 380   | 17.8%  | 392   | 17.5%  | 371   | 17.8%  |
| Greater than 50 miles     | 448   | 21.0%  | 468   | 20.9%  | 365   | 17.5%  |

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 Boone County and the surrounding area. As Table 11 indicates, Boone County's population experienced an average annual decrease of 1 percent between 1970 and 2010 for a total decrease of 32.8 percent or 2,685 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Boone County reported an average annual decrease of 0.3 percent in population from 2000 to 2023 (3.5 percent or 195 people total).

**TABLE 11**

### County Population • 1970–2023

Boone County and the Surrounding Area

| Location            | 1970             | 1980             | 1990             | 2000             | 2010             | 2020             | 2023             | Avg. Annual<br>% Change<br>1970-2010 | Avg. Annual<br>% Change<br>2010-2023 |
|---------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------------------------------|--------------------------------------|
| <b>Nebraska</b>     | <b>1,485,333</b> | <b>1,569,825</b> | <b>1,578,417</b> | <b>1,711,265</b> | <b>1,826,341</b> | <b>1,962,642</b> | <b>1,978,379</b> | <b>0.5</b>                           | <b>0.6</b>                           |
| <b>Boone County</b> | <b>8,190</b>     | <b>7,391</b>     | <b>6,667</b>     | <b>6,259</b>     | <b>5,505</b>     | <b>5,359</b>     | <b>5,310</b>     | <b>-1.0</b>                          | <b>-0.3</b>                          |
| Antelope County     | 9,047            | 8,675            | 7,965            | 7,452            | 6,685            | 6,278            | 6,302            | -0.8                                 | -0.5                                 |
| Greeley County      | 4,000            | 3,462            | 3,006            | 2,714            | 2,538            | 2,175            | 2,219            | -1.1                                 | -1.0                                 |
| Madison County      | 27,402           | 31,382           | 32,655           | 35,226           | 34,876           | 35,521           | 35,627           | 0.6                                  | 0.2                                  |
| Nance County        | 5,142            | 4,740            | 4,275            | 4,038            | 3,735            | 3,390            | 3,274            | -0.8                                 | -1.0                                 |
| Platte County       | 26,544           | 28,852           | 29,820           | 31,568           | 32,237           | 34,283           | 34,609           | 0.5                                  | 0.5                                  |
| Wheeler County      | 1,051            | 1,060            | 948              | 886              | 818              | 775              | 775              | -0.6                                 | -0.4                                 |

Table 12 data reveals the population of Boone County's incorporated places as a whole experienced an average annual population decrease of 0.5 percent from 1970 to **2010** and an average annual increase of 0.1 percent from **2010** to 2023 for a total decrease of 17.7 percent (678 people) from 1970 to 2023. Albion, the county's largest city, reported a 19.0 percent decrease in population (394 people) between 1970 and 2023. The unincorporated areas outside of the selected communities experienced a 50.6 percent decrease (2,202 people) during the period 1970–**2023**.

**TABLE 12**

### Population • 1970–2023

Boone County Communities/Rural Populations

| Location                         | 1970             | 1980             | 1990             | 2000             | 2010             | 2020             | 2023             | Avg. Annual<br>% Change<br>1970-2010 | Avg. Annual<br>% Change<br>2010-2023 |
|----------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------------------------------|--------------------------------------|
| <b>Nebraska</b>                  | <b>1,485,333</b> | <b>1,569,825</b> | <b>1,578,417</b> | <b>1,711,265</b> | <b>1,826,341</b> | <b>1,962,642</b> | <b>1,978,379</b> | <b>0.5</b>                           | <b>0.6</b>                           |
| <b>Boone County</b>              | <b>8,190</b>     | <b>7,391</b>     | <b>6,667</b>     | <b>6,259</b>     | <b>5,505</b>     | <b>5,406</b>     | <b>5,310</b>     | <b>-1.0</b>                          | <b>-0.3</b>                          |
| Albion                           | 2,074            | 1,997            | 1,944            | 1,797            | 1,650            | 1,638            | 1,680            | -0.6                                 | 0.1                                  |
| Cedar Rapids                     | 449              | 447              | 464              | 407              | 382              | 375              | 377              | -0.4                                 | -0.1                                 |
| Petersburg                       | 370              | 381              | 388              | 374              | 333              | 327              | 324              | -0.3                                 | -0.2                                 |
| Primrose                         | 88               | 102              | 69               | 69               | 61               | 60               | 57               | -0.9                                 | -0.5                                 |
| St. Edward                       | 853              | 891              | 827              | 796              | 705              | 691              | 718              | -0.5                                 | 0.1                                  |
| <b>Total Incorporated Places</b> | <b>3,834</b>     | <b>3,818</b>     | <b>3,692</b>     | <b>3,443</b>     | <b>3,131</b>     | <b>3,091</b>     | <b>3,156</b>     | <b>-0.5</b>                          | <b>0.1</b>                           |
| <b>Unincorporated Areas</b>      | <b>4,356</b>     | <b>3,573</b>     | <b>2,975</b>     | <b>2,816</b>     | <b>2,374</b>     | <b>2,315</b>     | <b>2,154</b>     | <b>-1.5</b>                          | <b>-0.7</b>                          |

U.S. Bureau of the Census, Annual Estimates of the Resident Population for Incorporated Places in the United States: April 2020 to July 1, 2022, May 2023

The next table and chart (Tables 13 and Chart 17, next page) provide detail on migration patterns. Data reported in these tables are 2019-2023, five-year estimates, which are the latest multiyear estimates available. Multiyear estimates from the American Community Survey are “period” estimates that represent data collected over a period of time (as opposed to “point-in-time” estimates, such as the decennial census, that approximate the characteristics of an area on a specific date). Migration patterns are influenced by employment opportunities, cost-of-living and quality-of-life.

Table 13 data show the current population one-year or older is 73 greater than the number of people living in Boone County one-year ago. This indicates Boone 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 13**  
**5-Year Estimate Population Change**  
**Due to Migration and Mortality • 2019-2023**

Boone County, Nebraska

|  |       |
|--|-------|
| Current population one-year or older             | 5,318 |
| Number of people living in the area one-year ago | 5,245 |
| Population change due to migration and mortality | 73    |

*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 2019-2023 five-year estimates in Chart 17 reveal a net loss of 77 people from other Nebraska counties and a net gain of 98 people from other states for a total net gain of 21 people one-year or older. As shown in Chart 17, net gains occurred in the age groups Age 1 to 17 (gain of 42) , Age 25 to 44 (gain of 38), Age 45 to 64 (gain of 20), Age 65 and over (gain of 49), and Age 45 to 64 (gain of 20) and net losses in age group 18 to 24 (loss of 128).

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 79), bachelor's degree, associate's degree, or some college (gain of 24), and graduate or professional degree (gain of 4).

**CHART 17**

## Population Change Due to Migration and Mortality

### Five-Year Estimate · 2019-2023

Boone County and Nebraska

| -- Part A: By Age Group --              |   |                                       |  |                                |                        |                                     |   |
|---|---|---------------------------------------|--|--------------------------------|------------------------|-------------------------------------|---|
| Age Group                               | Moved to<br>Different<br>Nebraska<br>County | Moved<br>From<br>Nebraska<br>a County | Net Gain<br>From<br>Nebraska<br>Counties | Moved to<br>Different<br>State | Moved<br>From<br>State | Net Gain<br>From<br>Other<br>States | Net Gain<br>From<br>Nebraska<br>Counties<br>and Other<br>States |
| Age 1 to 17                             | 47  | 44                                    | -3                                       | 0                              | 45                     | 45                                  | 42  |
| Age 18 to 24                            | 142   | 22                                    | -120                                     | 8                              | 0                      | -8                                  | -128  |
| Age 25 to 44                            | 43  | 50                                    | 7  | 0                              | 31                     | 31                                  | 38  |
| Age 45 to 64                            | 16  | 25                                    | 9  | 0                              | 11                     | 11                                  | 20  |
| Age 65 and over                         | 3   | 33                                    | 30                                       | 0                              | 19                     | 19                                  | 49  |
| <b>Total</b>                            | <b>251</b>                                  | <b>174</b>                            | <b>-77</b>                               | <b>8</b>                       | <b>106</b>             | <b>98</b>                           | <b>21</b>   |
| -- Part B: By Educational Attainment -- |   |                                       |  |                                |                        |                                     |   |
| Educational Attainment                  | Moved to<br>Different<br>Nebraska<br>County | Moved<br>From<br>Nebraska<br>a County | Net Gain<br>From<br>Nebraska<br>Counties | Moved to<br>Different<br>State | Moved<br>From<br>State | Net Gain<br>From<br>Other<br>States | Net Gain<br>From<br>Nebraska<br>Counties<br>and Other<br>States |
| HS diploma or less                      | 18  | 47                                    | 29                                       | 0                              | 50                     | 50                                  | 79  |
| Bachelor's or some college              | 32  | 47                                    | 15                                       | 0                              | 9                      | 9                                   | 24  |
| Grad. or Prof. degree                   | 12  | 14                                    | 2  | 0                              | 2                      | 2                                   | 4   |
| <b>Total</b>                            | <b>62</b>                                   | <b>108</b>                            | <b>46</b>                                | <b>0</b>                       | <b>61</b>              | <b>61</b>                           | <b>107</b>  |

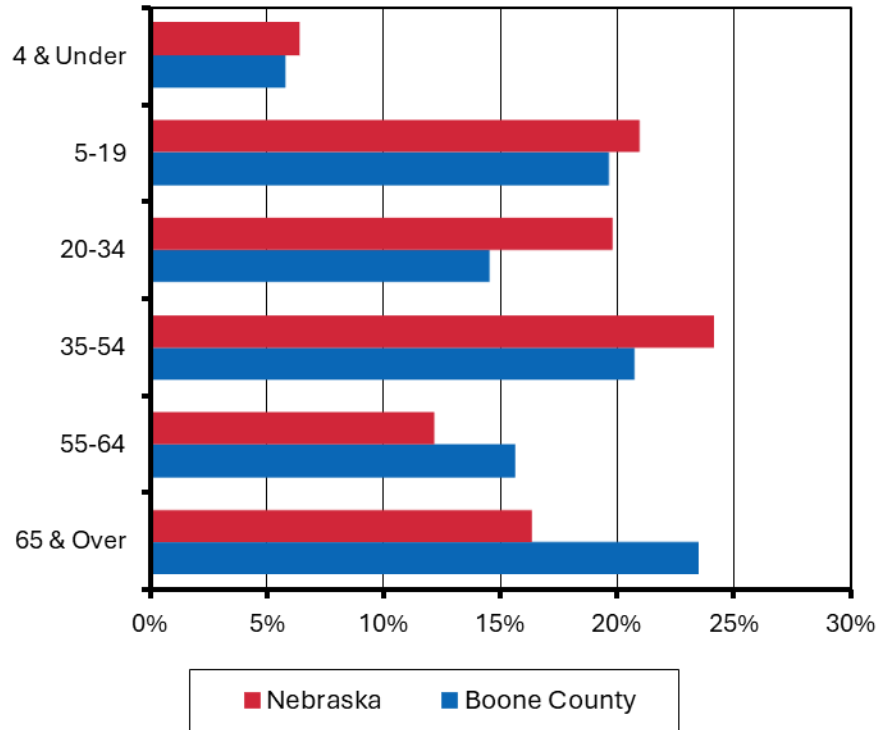
Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States*; *Geographical Mobility In The Past Year By Educational Attainment For Current Residence In The United States & Geographical Mobility In The Past Year By Educational Attainment For Residence 1 Year Ago In The United States*; accessed January 2025.

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 Boone County. The population of Boone County is less than Nebraska as a whole. The median age for Boone County residents in 2023 was 43.2 years of age compared to **37.1** years of age for residents of Nebraska as a whole.

**CHART 18**

**Age Distribution of the Population • 2023**

Boone County and Nebraska



**TABLE 14**

|                   | 2023 Population  |              | Percent     |              |
|-------------------|------------------|--------------|-------------|--------------|
|                   | Nebraska         | Boone County | Nebraska    | Boone County |
| 4 & Under         | 127,005          | 314          | 6.5%        | 5.9%         |
| 5-19              | 412,376          | 1,056        | 21.0%       | 19.7%        |
| 20-34             | 390,119          | 781          | 19.8%       | 14.6%        |
| 35-54             | 474,663          | 1,114        | 24.1%       | 20.8%        |
| 55-64             | 239,598          | 839          | 12.2%       | 15.6%        |
| 65 & Over         | 322,165          | 1,262        | 16.4%       | 23.5%        |
| <b>Total</b>      | <b>1,965,926</b> | <b>5,366</b> | <b>100%</b> | <b>100%</b>  |
| <b>Median Age</b> | <b>37.1</b>      | <b>43.2</b>  |             |              |

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 Boone 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 • 2019-2023**

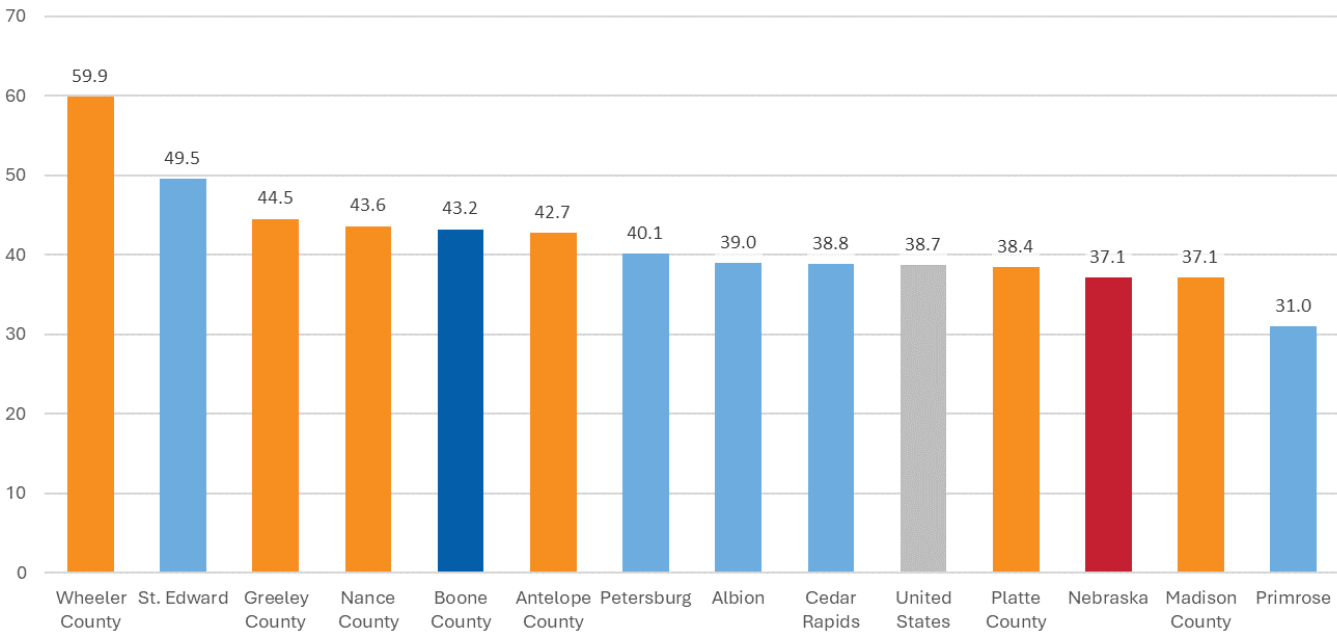
Boone County and the Surrounding Area

|                 | Median Age |      |        |
|-----------------|------------|------|--------|
|                 | Total      | Male | Female |
| United States   | 38.7       | 37.7 | 39.8   |
| Nebraska        | 37.1       | 36.3 | 37.8   |
| Boone County    | 43.2       | 41.9 | 45.6   |
| Albion          | 39.0       | 36.4 | 42.6   |
| Cedar Rapids    | 38.8       | 36.8 | 45.2   |
| Petersburg      | 40.1       | 41.8 | 38.2   |
| Primrose        | 31.0       | 31.7 | 30.3   |
| St. Edward      | 49.5       | 46.3 | 52.2   |
| Antelope County | 42.7       | 41.9 | 44.0   |
| Greeley County  | 44.5       | 43.0 | 45.1   |
| Madison County  | 37.1       | 36.6 | 38.0   |
| Nance County    | 43.6       | 41.8 | 44.6   |
| Platte County   | 38.4       | 38.1 | 38.7   |
| Wheeler County  | 59.9       | 56.3 | 60.7   |

**CHART 19**

**Median Age by Location • 2019-2023**

Boone 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 Boone County and the surrounding area for 2022. 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.

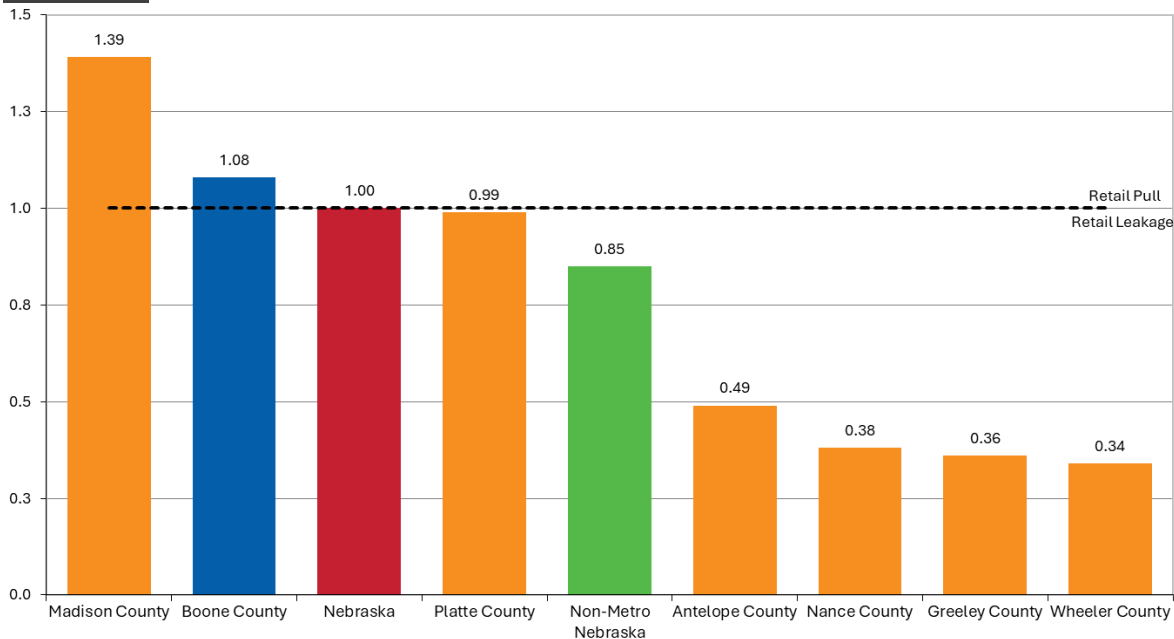
**TABLE 16**

### Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska, Boone County and Surrounding Counties

|                     | 2023<br>Population | 2023 Retail<br>Sales (x \$1,000) | 2023<br>Per Cap Sales (\$) | 2023<br>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                |
| <b>Boone County</b> | <b>5,310</b>       | <b>92,349</b>                    | <b>17,391</b>              | <b>1.08</b>         |
| Antelope County     | 6,302              | 49,305                           | 7,824                      | 0.49                |
| Greeley County      | 2,219              | 12,842                           | 5,787                      | 0.36                |
| Madison County      | 35,627             | 795,856                          | 22,339                     | 1.39                |
| Nance County        | 3,274              | 19,844                           | 6,061                      | 0.38                |
| Platte County       | 34,609             | 551,310                          | 15,930                     | 0.99                |
| Wheeler County      | 775                | 4,222                            | 5,447                      | 0.34                |

**CHART 20**



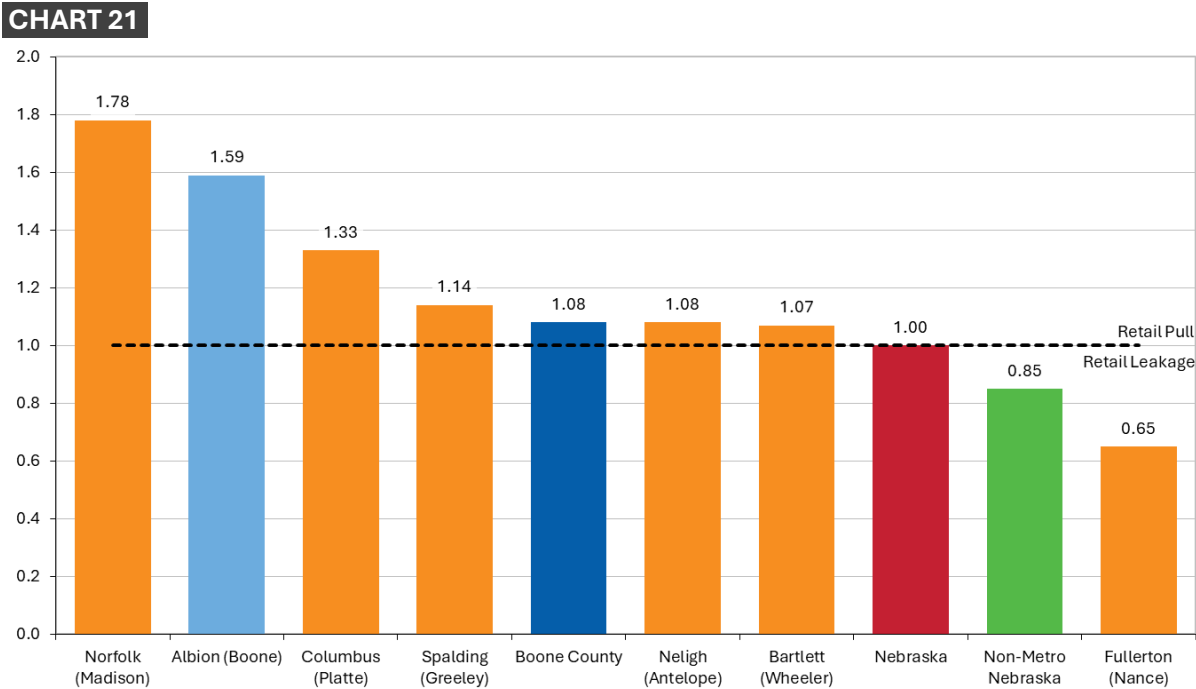
Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Reviewing the pull factors at the county level indicates Boone County experiences net positive retail injections. The 2023 pull factor of 1.08 indicates, on a per capita basis, retail sales in Boone County are above the state’s average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Boone County (1.08) with the pull factor for the non-metropolitan area of Nebraska (.85) indicates per capita retail sales in Boone County are 27.3 percent above 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 Boone County community of Norfolk’s pull factor of 1.78 indicates that, on a per capita basis, non-motor vehicle retail sales in Norfolk are approximately 78.3 percent above the state’s average per capita sales.

**TABLE 17**  
**Retail Sales Non-Motor Vehicles Pull Factors • 2023**  
 Nebraska and Selected Study Area Cities

|                     | 2023<br>Population | 2023 Retail<br>Sales (x \$1,000) | 2023<br>Per Cap Sales (\$) | 2023<br>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                |
| <b>Boone County</b> | <b>5,310</b>       | <b>92,349</b>                    | <b>17,392</b>              | <b>1.08</b>         |
| Albion (Boone)      | 1,680              | 42,817                           | 25,486                     | 1.59                |
| Neligh (Antelope)   | 1,515              | 26,352                           | 17,394                     | 1.08                |
| Spalding (Greeley)  | 425                | 7,809                            | 18,375                     | 1.14                |
| Norfolk (Madison)   | 26,147             | 749,111                          | 28,650                     | 1.78                |
| Fullerton (Nance)   | 1,221              | 12,663                           | 10,371                     | 0.65                |
| Columbus (Platte)   | 24,464             | 522,726                          | 21,367                     | 1.33                |
| Bartlett (Wheeler)  | 106                | 1,818                            | 17,149                     | 1.07                |



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 Boone County. As this table indicates, the community of St. Edward had the strongest pull factor (3.67) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 1.08 for Boone County in 2023.

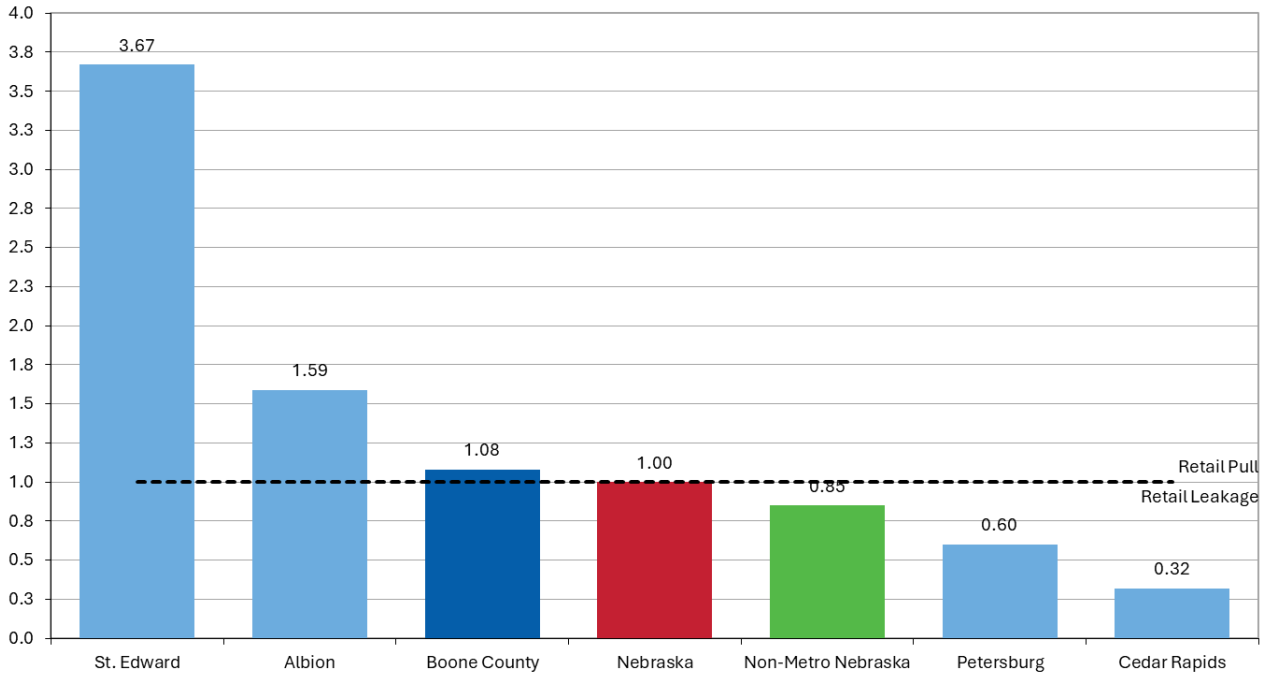
**TABLE 18**

### Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska and Available Boone County Communities

|                     | 2023<br>Population | 2023 Retail<br>Sales (x \$1,000) | 2023<br>Per Cap Sales (\$) | 2023<br>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                |
| <b>Boone County</b> | <b>5,310</b>       | <b>92,349</b>                    | <b>17,392</b>              | <b>1.08</b>         |
| Albion              | 1,680              | 42,817                           | 25,486                     | 1.59                |
| St. Edward          | 711                | 41,880                           | 58,902                     | 3.67                |
| Cedar Rapids        | 377                | 1,966                            | 5,216                      | 0.32                |
| Petersburg          | 324                | 3,122                            | 9,636                      | 0.60                |

**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, Albion, and eight other similarly sized communities selected from around the state. Ainsworth's pull factor of 1.60 leads the group for 2023 thus indicating Ainsworth has greater retail pull.

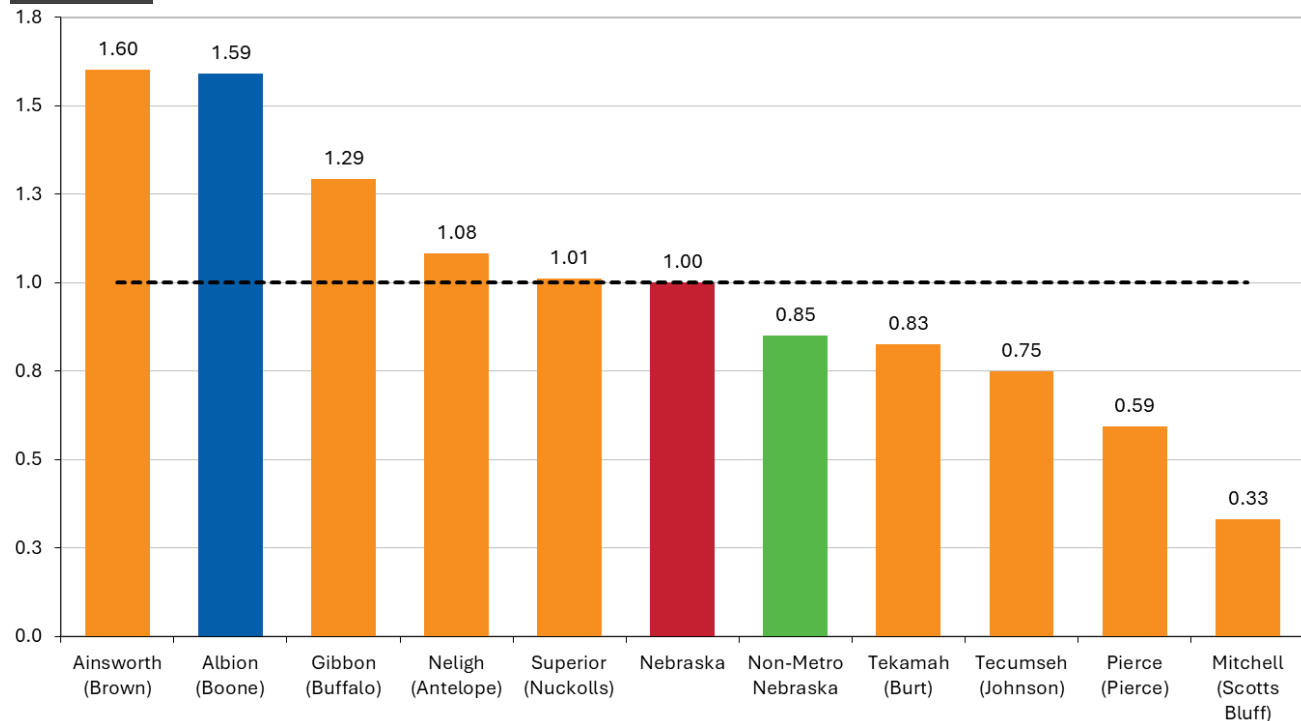
**TABLE 19**

## Retail Sales Non-Motor Vehicles Pull Factors • 2023

Albion & Other Similarly Sized Nebraska Communities

|                         | 2023<br>Population | 2023 Retail<br>Sales (x \$1,000) | 2023<br>Per Cap Sales (\$) | 2023<br>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                |
| <b>Albion (Boone)</b>   | <b>1,680</b>       | <b>42,817</b>                    | <b>25,486</b>              | <b>1.59</b>         |
| Gibbon (Buffalo)        | 1,912              | 39,698                           | 20,763                     | 1.29                |
| Pierce (Pierce)         | 1,822              | 17,377                           | 9,537                      | 0.59                |
| Superior (Nuckolls)     | 1,826              | 29,676                           | 16,252                     | 1.01                |
| Tekamah (Burt)          | 1,715              | 22,733                           | 13,255                     | 0.82                |
| Tecumseh (Johnson)      | 1,670              | 20,121                           | 12,048                     | 0.75                |
| Ainsworth (Brown)       | 1,590              | 40,904                           | 25,726                     | 1.60                |
| Mitchell (Scotts Bluff) | 1,527              | 8,100                            | 5,305                      | 0.33                |
| Neligh (Antelope)       | 1,515              | 26,352                           | 17,394                     | 1.08                |

**CHART 23**



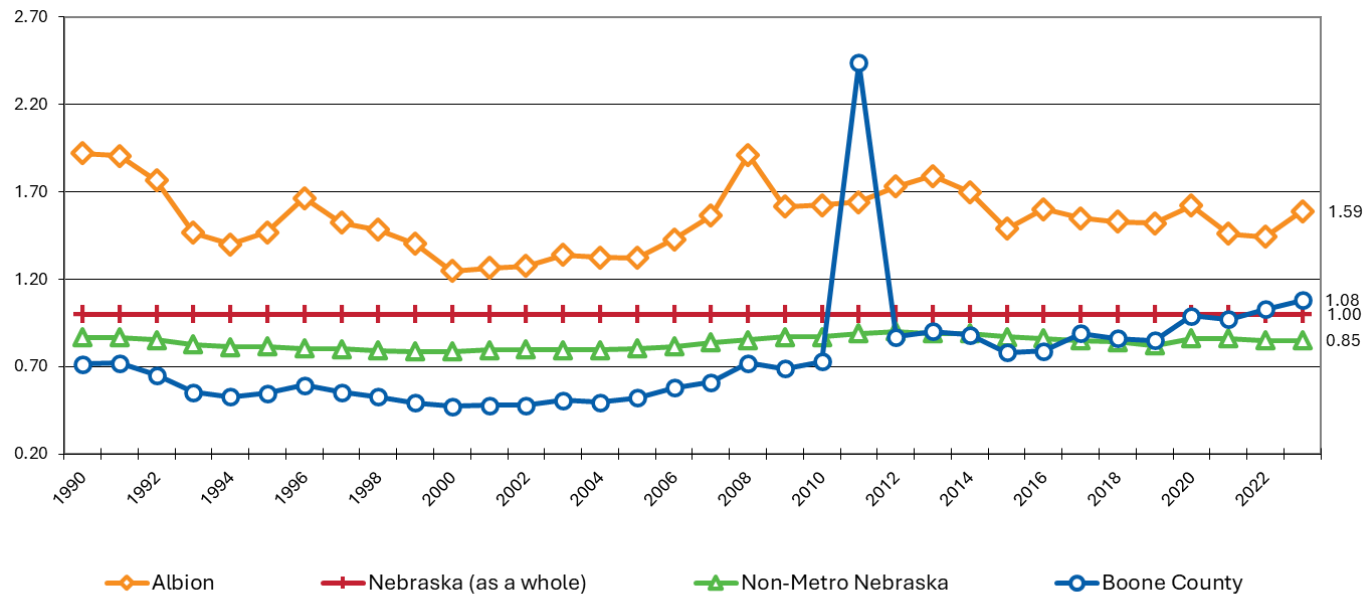
U.S. Census Bureau and Nebraska Department of Revenue, June 2023

Chart 24 illustrates the pull factor trend for , Boone County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2023. In examining the timeline, the city of shows retail pull fluctuating the state average throughout the entire study period. Data within Boone 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, rising above both in 2022 and 2023.

**CHART 24**

**Pull Factors • 1990–2023**

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



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

## PER CAPITA PERSONAL INCOME

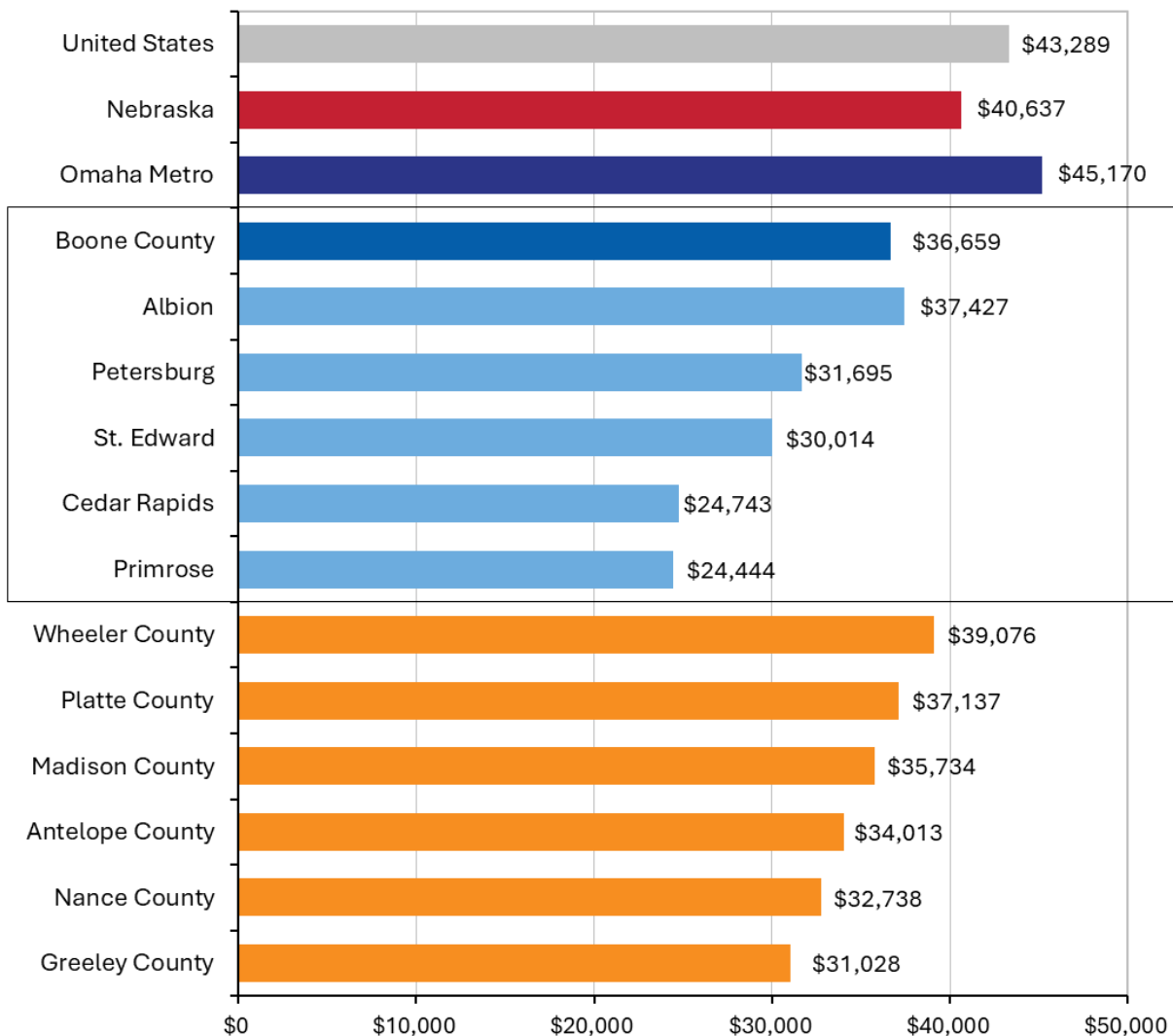
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources, including earnings, retirement income, and public assistance.

The 2019-2023 five-year estimates show that per capita personal income for Boone County is estimated to be \$36,659 compared to \$40,637 for Nebraska as a whole.

### CHART 27

## Per Capita Personal Income • 2019-2023

Nebraska, Boone County & Surrounding Counties



U.S. Census Bureau 2019-2023 American Community Survey, accessed January 2025

## MEDIAN HOUSEHOLD INCOME

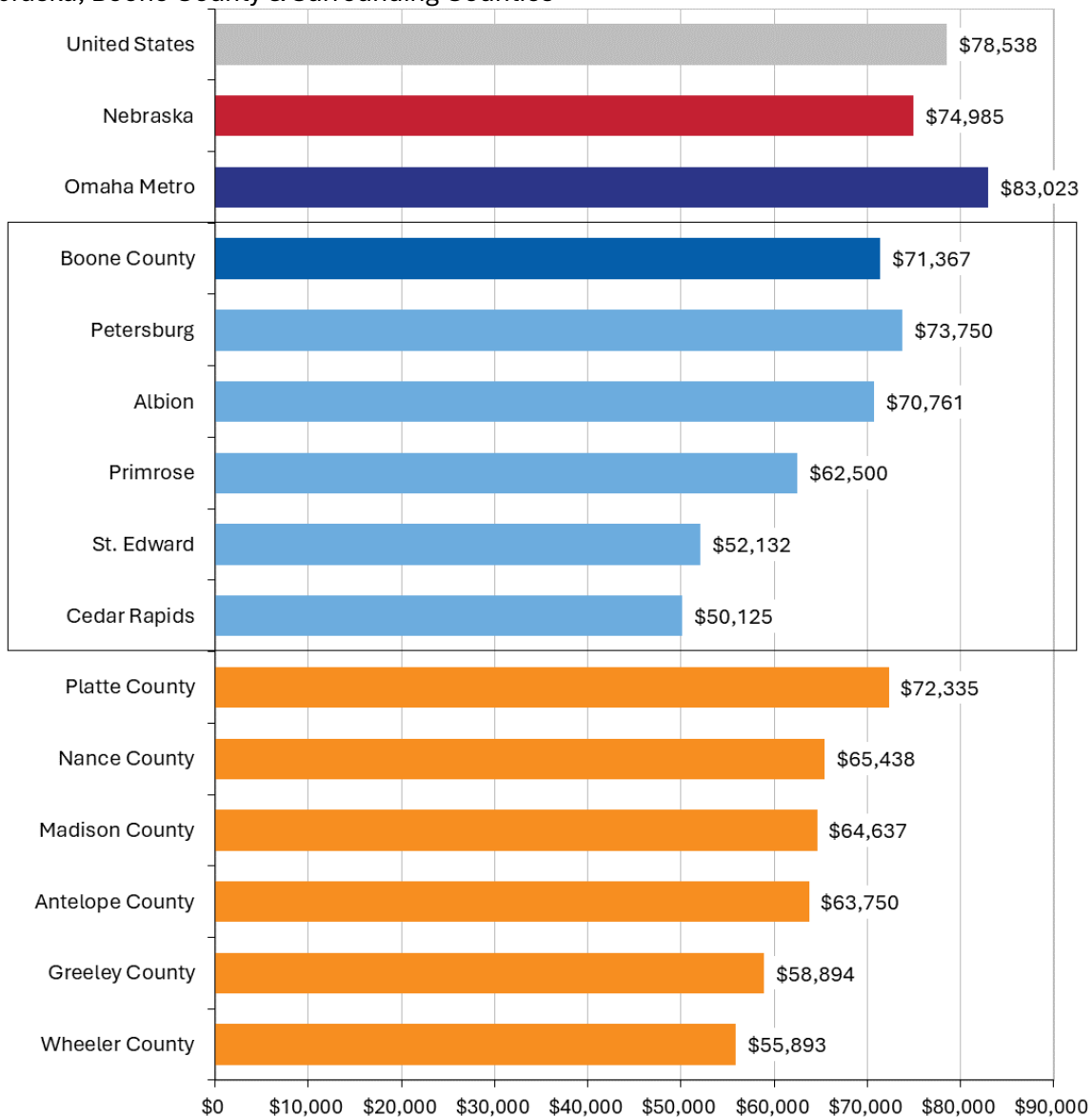
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2019-2023 five-year estimates show median household income for Boone County is estimated to be \$71,367 compared to \$74,985 for Nebraska as a whole.

### CHART 28

## Median Household Income • 2019-2023

Nebraska, Boone County & Surrounding Counties



U.S. Census Bureau 2019–2023 American Community Survey, accessed January 2025