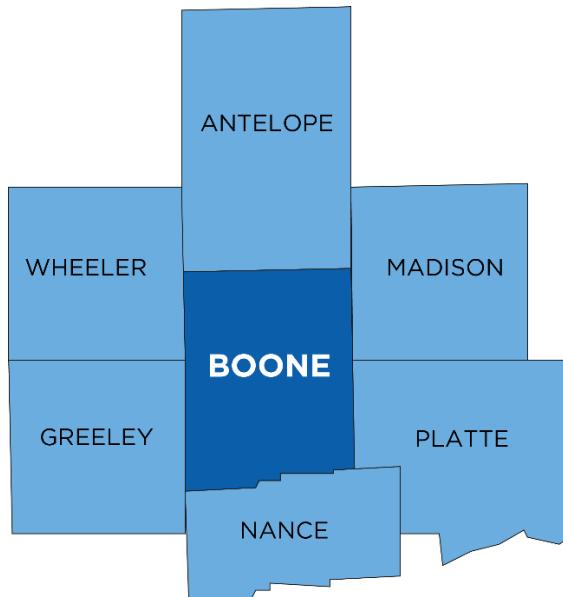


ECONOMIC AND DEMOGRAPHIC TRENDS IN **Boone County** AND THE SURROUNDING AREA



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 2013-2023	# Change 2013-2023
Nonfarm W&S Employment	2,343	2,354	2,373	2,371	2,314	2,373	2,382	2,328	2,337	2,382	2,430	3.7	87
Total Private Industries	1,678	1,698	1,700	1,699	1,645	1,694	1,688	1,656	1,651	1,704	1,739	3.6	61
Goods Producing	551	543	576	586	574	604	600	637	626	629	665	20.7	114
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
Service Providing	1,127	1,155	1,124	1,112	1,071	1,090	1,088	1,019	1,024	1,075	1,074	-4.7	-53
Trade, Transportation & Utilities	569	583	555	572	535	544	525	526	514	528	525	-7.7	-44
Information	10	11	11	-	-	-	-	-	-	-	-	9*	-10.0
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
Government	665	656	673	672	669	679	694	672	686	678	691	3.9	26
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

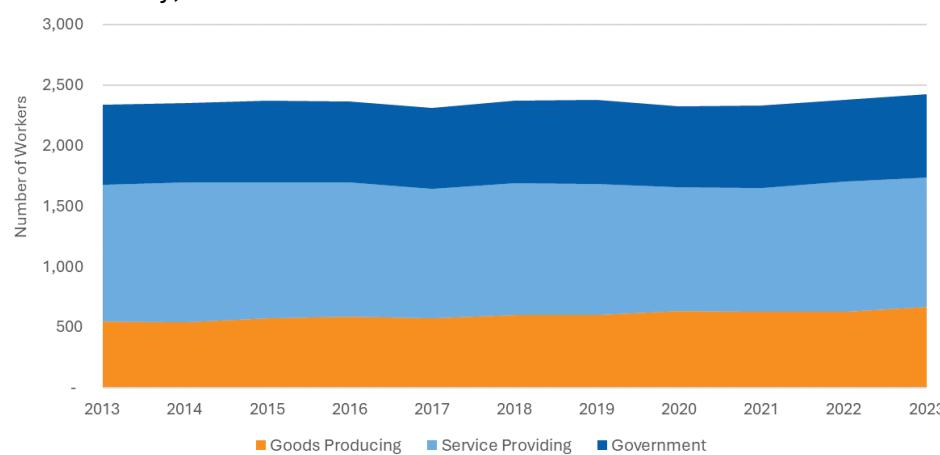


Chart 2 compares total nonfarm wage and salary employment growth in Boone County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2013–2023. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster,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

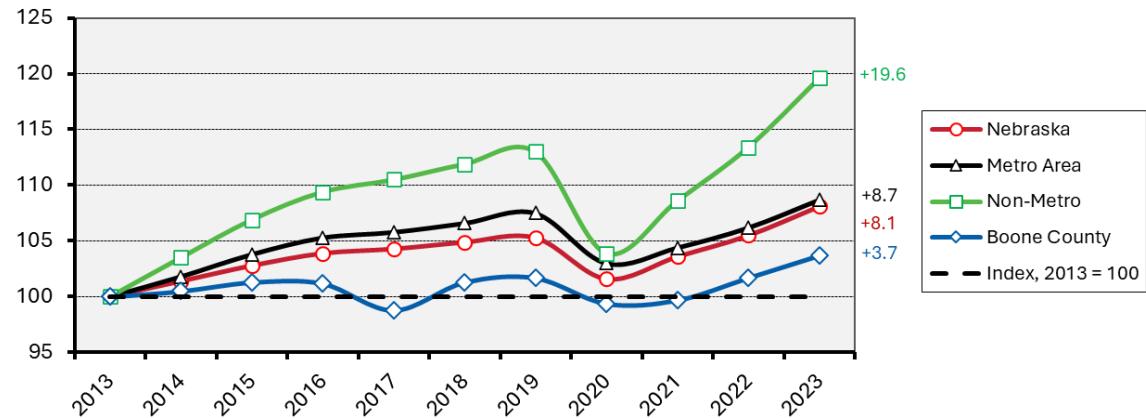
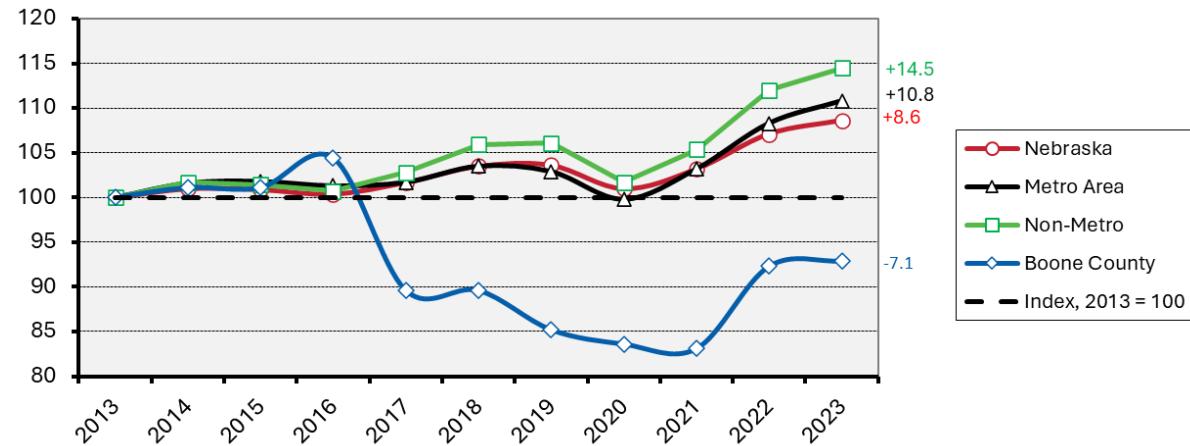


Chart 3 presents data on manufacturing wage and salary employment growth for Boone County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Boone County recorded a 7.1 percent decrease in employment (13 jobs) between 2013 and 2023. This compares to a 14.50 percent increase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

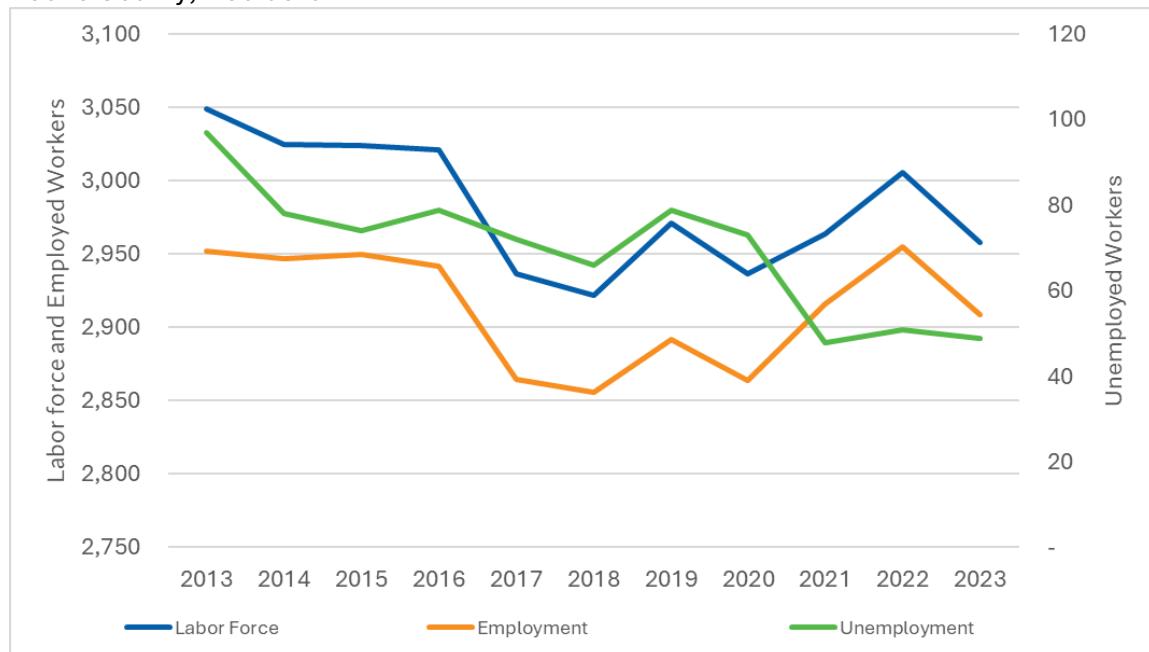
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Change 2013-2023	# Change 2013-2023
Labor Force	3,049	3,025	3,024	3,021	2,937	2,922	2,971	2,937	2,964	3,006	2,958	-3.0	-91
Employment	2,952	2,947	2,950	2,942	2,865	2,856	2,892	2,864	2,916	2,955	2,909	-1.5	-43
Unemployment	97	78	74	79	72	66	79	73	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

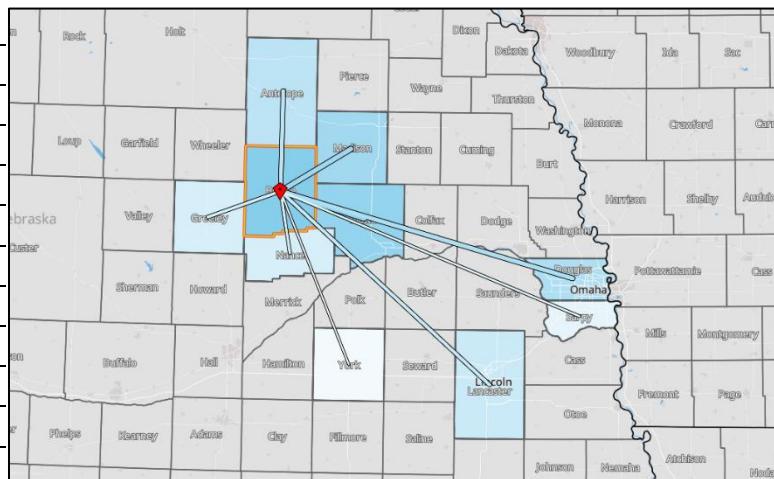
	Count	Share
Nebraska	2,187	96.5%
Iowa	29	1.3%
South Dakota	28	1.2%
Kansas	8	0.4%
Colorado	4	0.2%
Missouri	3	0.1%
California	2	0.1%
Illinois	2	0.1%
Minnesota	1	0.0%
Oklahoma	1	0.0%
All Other Locations	1	0.0%



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

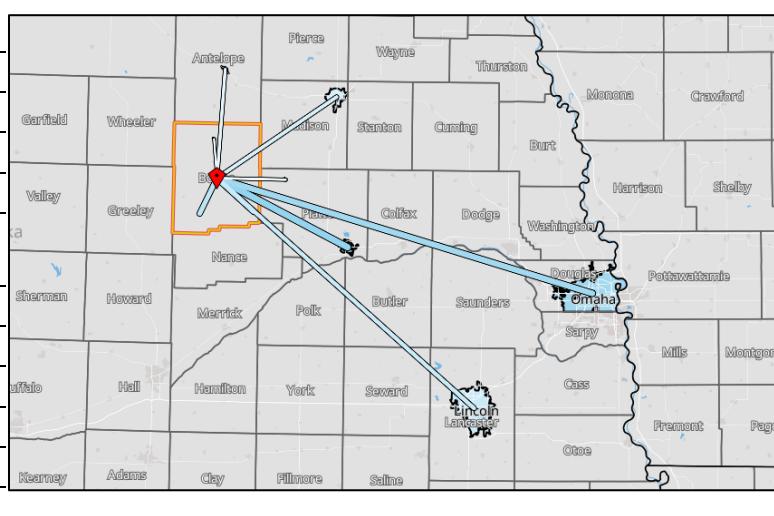
By Counties

	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, 2nd 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

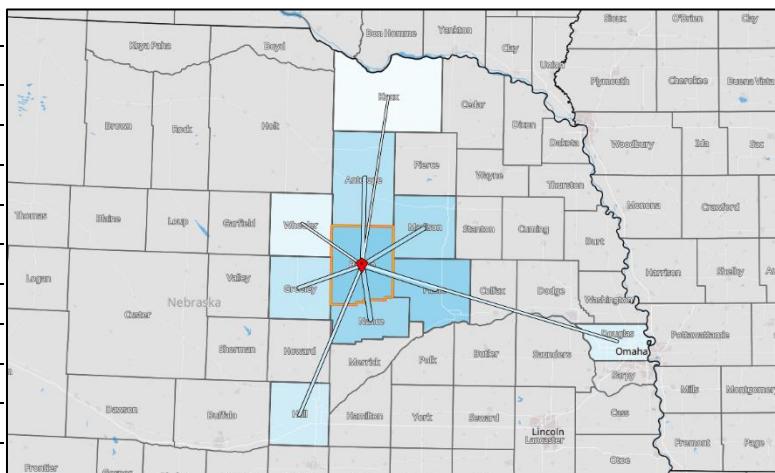
	Count	Share
Nebraska	2,093	98.3%
Iowa	10	0.5%
South Dakota	6	0.3%
California	3	0.1%
New York	3	0.1%
Georgia	2	0.1%
Ohio	2	0.1%
Florida	1	0.0%
Illinois	1	0.0%
Indiana	1	0.0%
All Other Locations	7	0.3%



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

By Counties

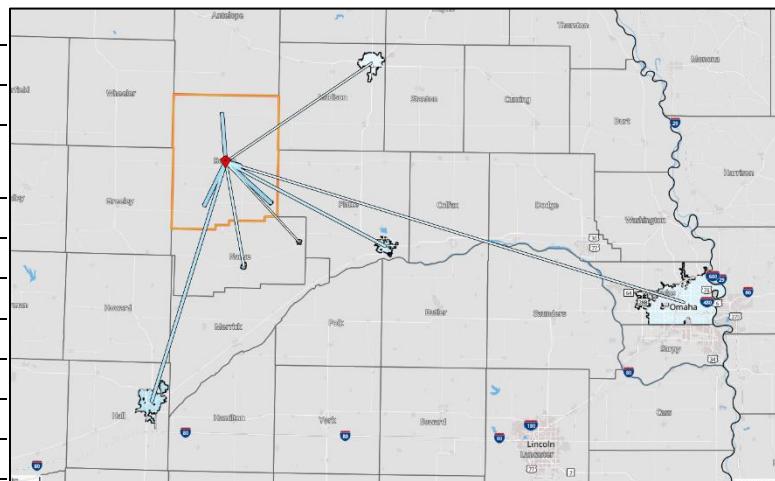
	Count	Share
Boone County, NE	1,140	53.5%
Platte County, NE	120	5.6%
Nance County, NE	89	4.2%
Madison County, NE	85	4.0%
Antelope County, NE	77	3.6%
Greeley County, NE	64	3.0%
Hall County, NE	51	2.4%
Douglas County, NE	38	1.8%
Wheeler County, NE	33	1.6%
Knox County, NE	23	1.1%
All Other Locations	409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



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

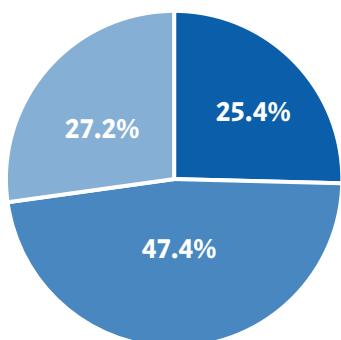
In-Area Employment Efficiency (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,129	100.0%	2,242	100.0%	2,082	100.0%
Employed and Living in the Selection Area	1,140	53.5%	1,198	53.4%	1,185	56.9%
Employed in the Selection Area but Living Outside	989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

TABLE 6**Worker Outflow by Job Characteristic**

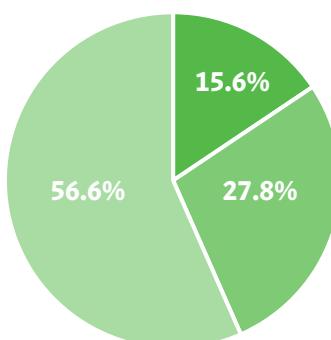
Boone County

Outflow Job Characteristics

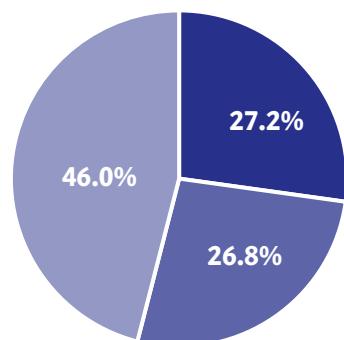
	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,126	100.0%	1,127	100.0%	1,101	100.0%
Workers Aged 29 or younger	286	25.4%	288	25.6%	274	24.9%
Workers Aged 30 to 54	534	47.4%	513	45.5%	484	44.0%
Workers Aged 55 or older	306	27.2%	326	28.9%	343	31.2%
Workers Earning \$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

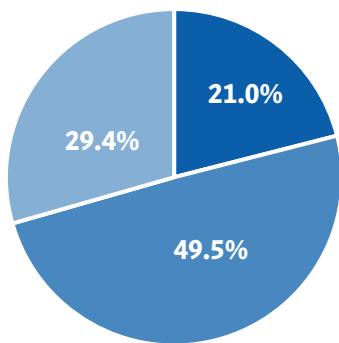


- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

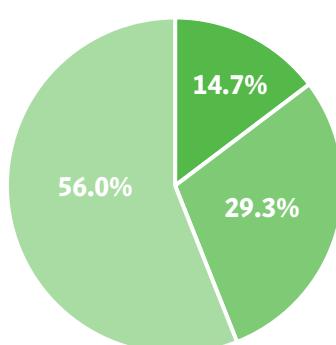
TABLE 7**Worker Inflow by Job Characteristic**

Boone County

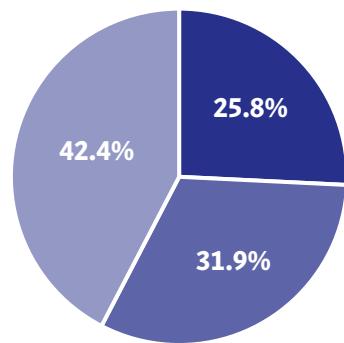
Inflow Job Characteristics	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	989	100.0%	1,044	100.0%	897	100.0%
Workers Aged 29 or younger	208	21.0%	230	22.0%	193	21.5%
Workers Aged 30 to 54	490	49.5%	531	50.9%	439	48.9%
Workers Aged 55 or older	291	29.4%	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

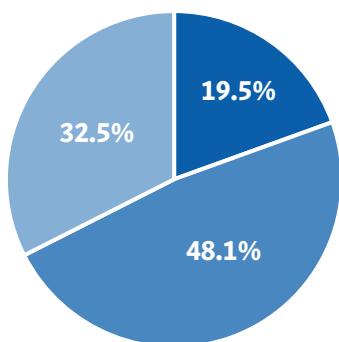


- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

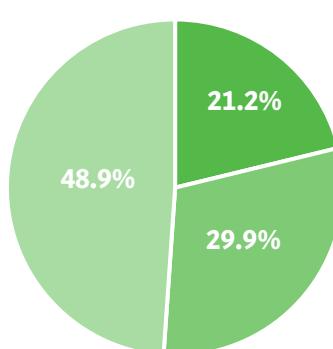
TABLE 8**Worker Interior by Job Characteristic**

Boone County

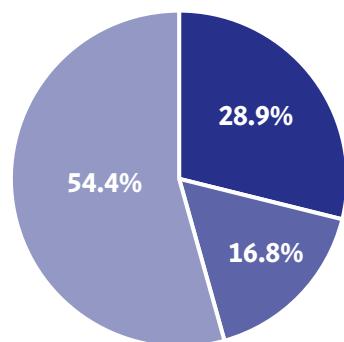
Interior Flow Job Characteristics	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,140	100.0%	1,198	100.0%	1,185	100.0%
Workers Aged 29 or younger	222	19.5%	198	16.5%	219	18.5%
Workers Aged 30 to 54	548	48.1%	591	49.3%	539	45.5%
Workers Aged 55 or older	370	32.5%	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

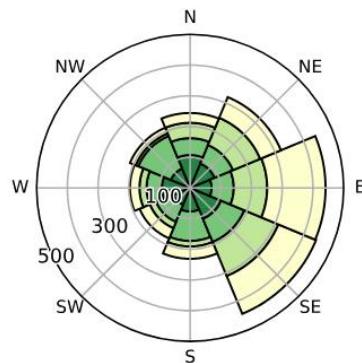


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Boone County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Boone County has increased since 2020. The data also show the majority of Boone County employees continue 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.

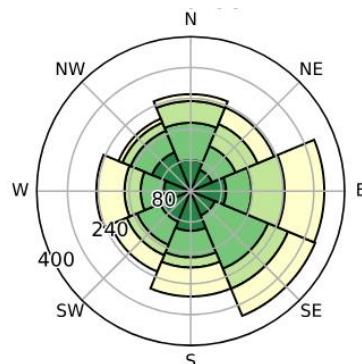
TABLE 10 & FIGURE 2

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 % Change 1970-2010	Avg. Annual % Change 2010-2023
	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,978,379		
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
Boone County	8,190	7,391	6,667	6,259	5,505	5,359	5,310	-1.0	-0.3
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 % Change 1970-2010	Avg. Annual % Change 2010-2023
	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,978,379		
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
Boone County	8,190	7,391	6,667	6,259	5,505	5,406	5,310	-1.0	-0.3
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
Total Incorporated Places	3,834	3,818	3,692	3,443	3,131	3,091	3,156	-0.5	0.1
Unincorporated Areas	4,356	3,573	2,975	2,816	2,374	2,315	2,154	-1.5	-0.7

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
<u>Population change due to migration and mortality</u>	<u>73</u>

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			Moved			Net Gain From Nebraska Counties and Other States
	Moved to Different Nebraska County	From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	From Different State	Net Gain From Other States	
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
Total	251	174	-77	8	106	98	21

-- Part B: By Educational Attainment --							
Educational Attainment	Moved			Moved			Net Gain From Nebraska Counties and Other States
	Moved to Different Nebraska County	From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	From Different State	Net Gain From Other States	
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
Total	62	108	46	0	61	61	107

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 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

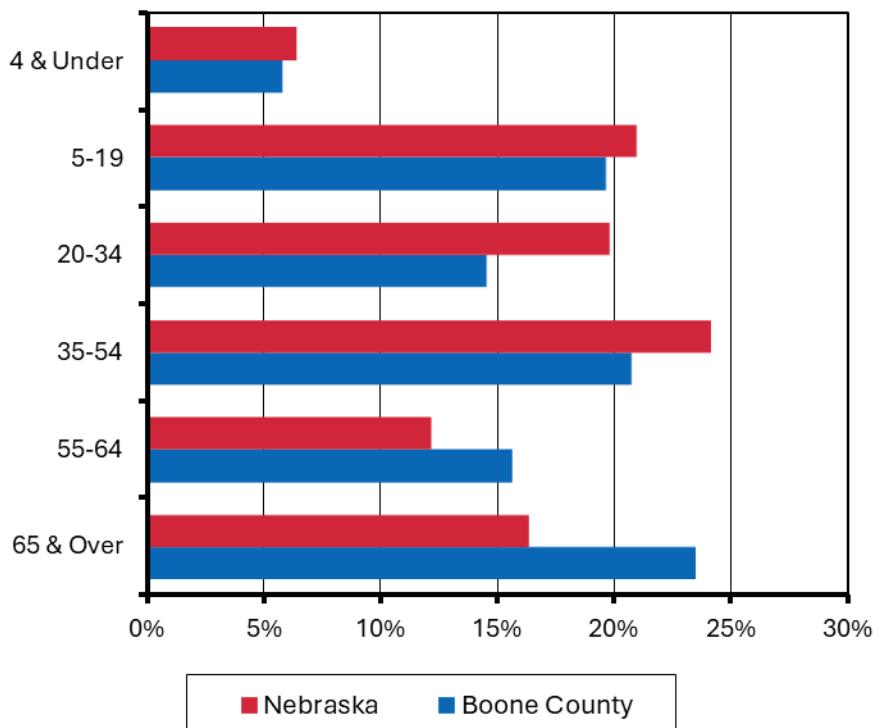


TABLE 14

	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%
Total	1,965,926	5,366	100%	100%
Median Age	37.1	43.2		

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

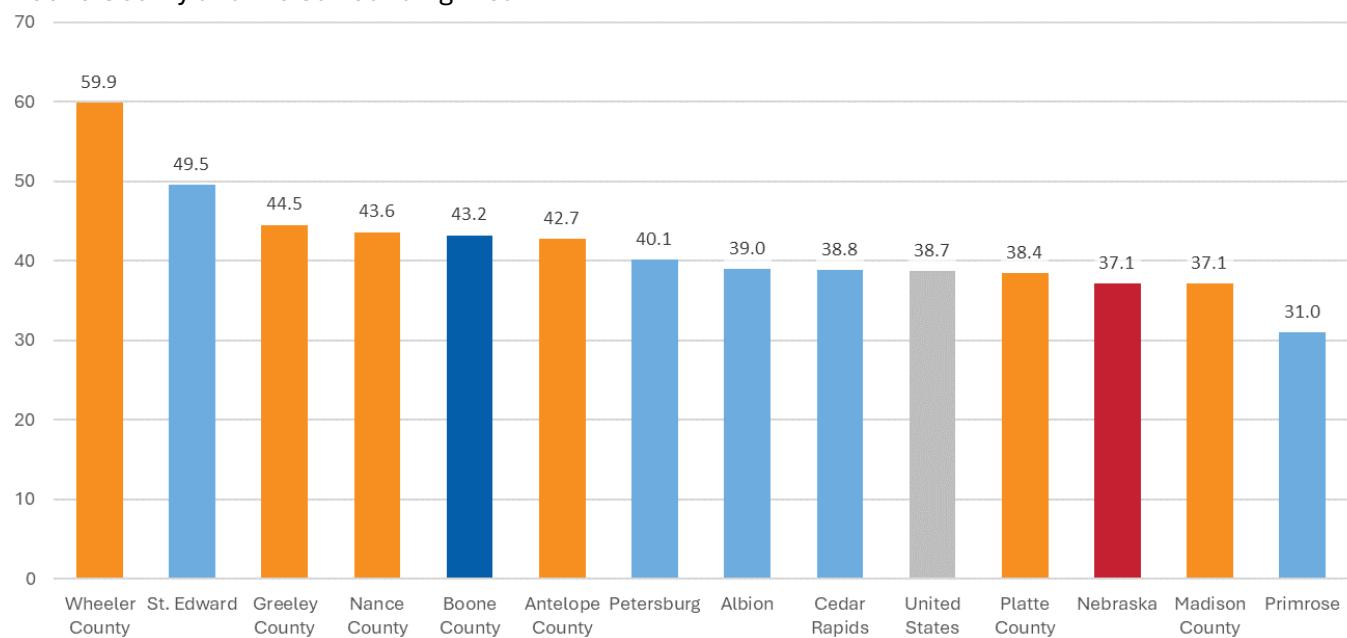
Boone County and the Surrounding Area

	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.

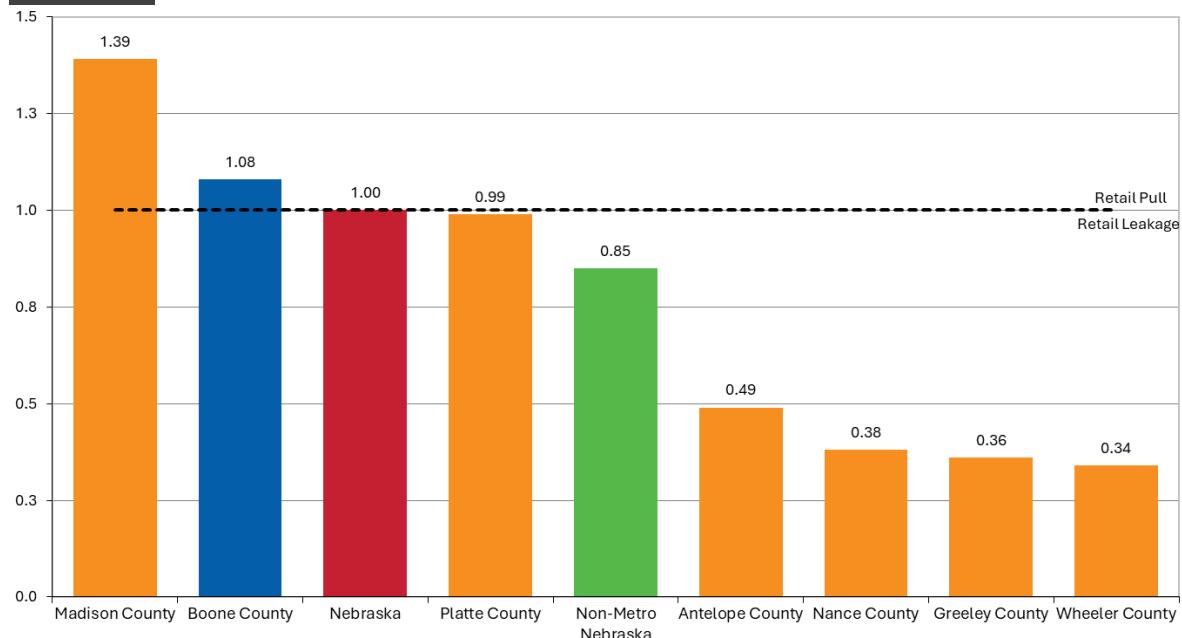
TABLE 16

Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska, Boone County and Surrounding Counties

	2023 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
Boone County	5,310	92,349	17,391	1.08
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.

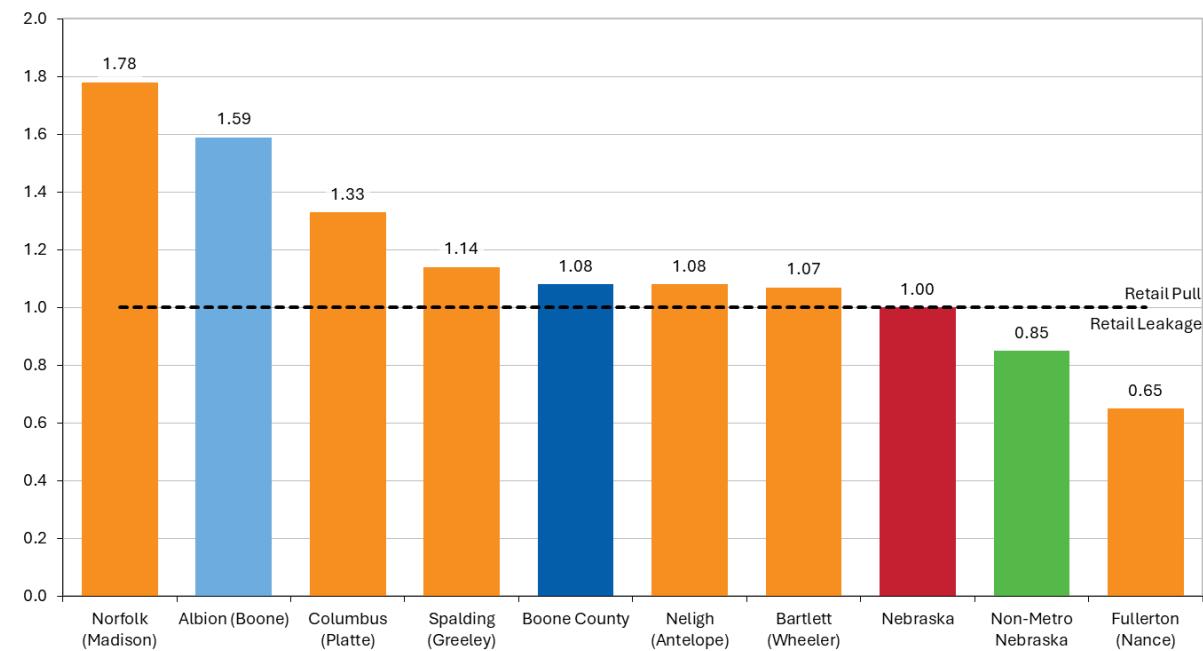
TABLE 17

Retail Sales Non-Motor Vehicles Pull Factors · 2023

Nebraska and Selected Study Area Cities

	2023 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
Boone County	5,310	92,349	17,392	1.08
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

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 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.

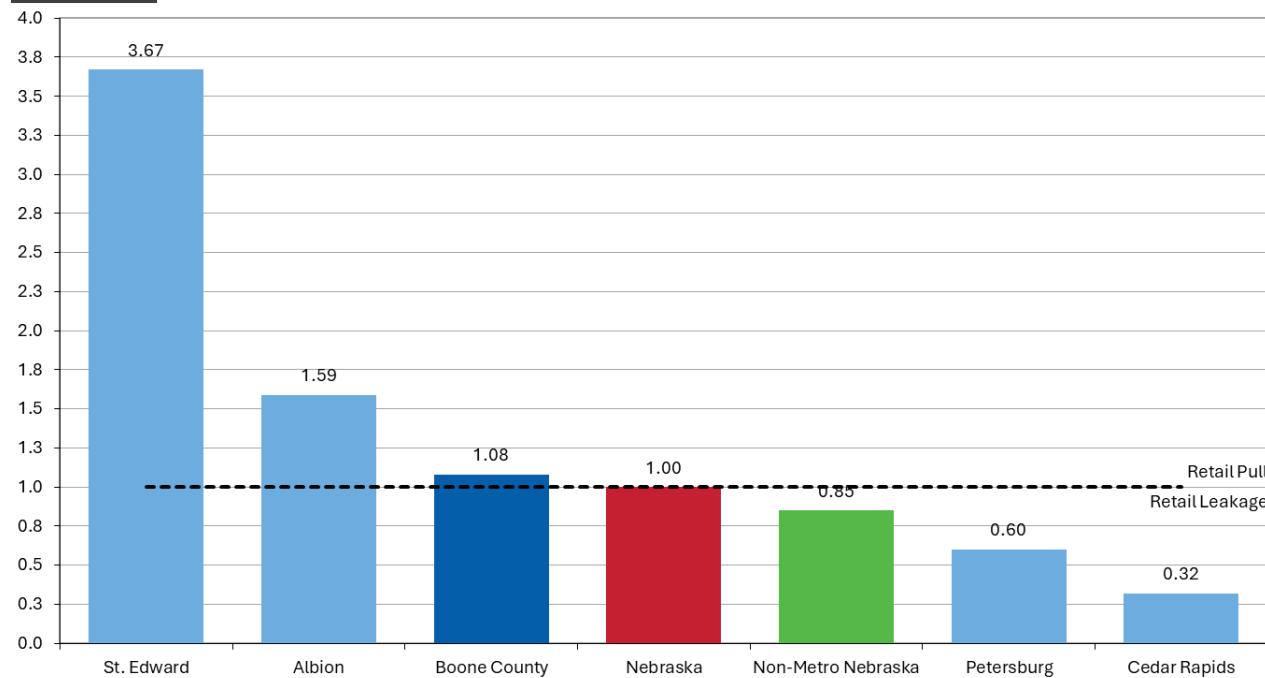
TABLE 18

Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska and Available Boone County Communities

	2023 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
Boone County	5,310	92,349	17,392	1.08
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.

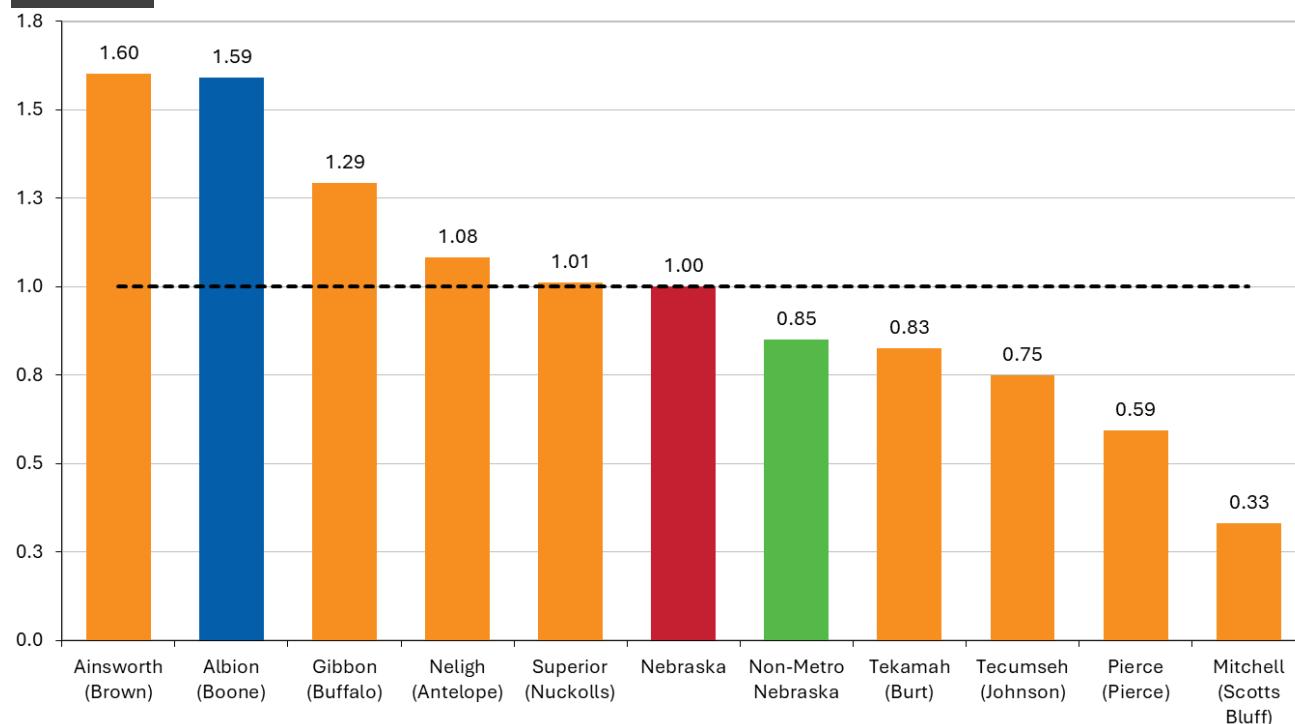
TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors • 2023

Albion & Other Similarly Sized Nebraska Communities

	2023 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
Albion (Boone)	1,680	42,817	25,486	1.59
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



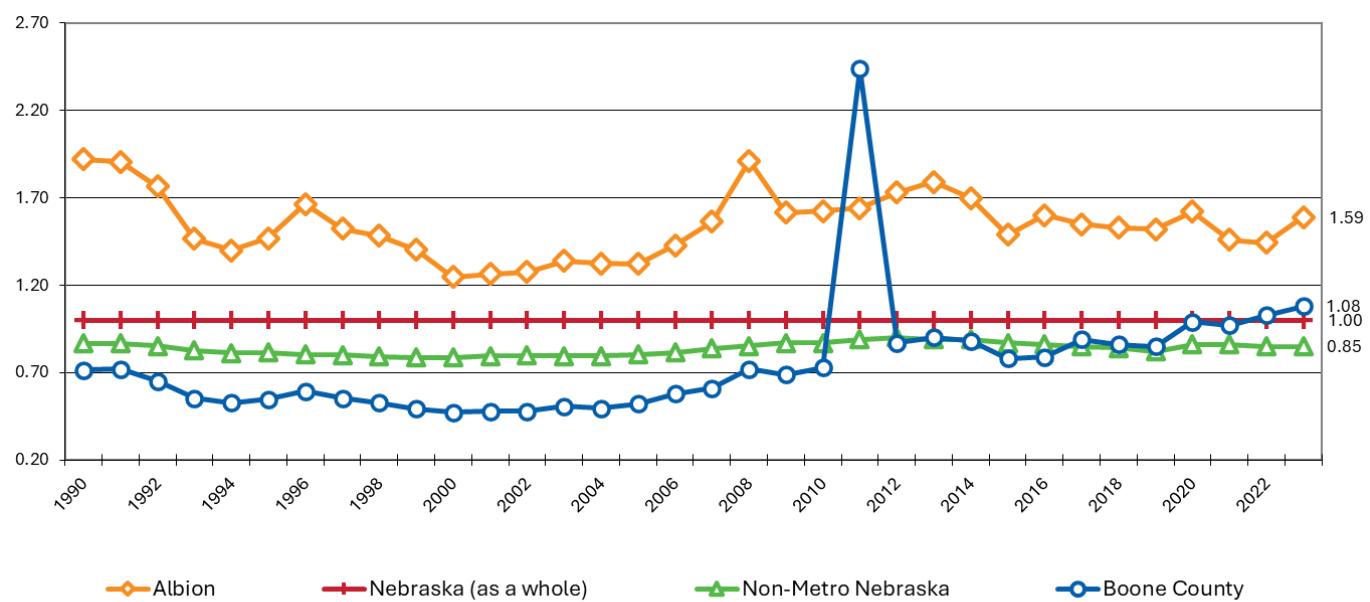
U.S. Census Bureau and Nebraska Department of Revenue, June 2023

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

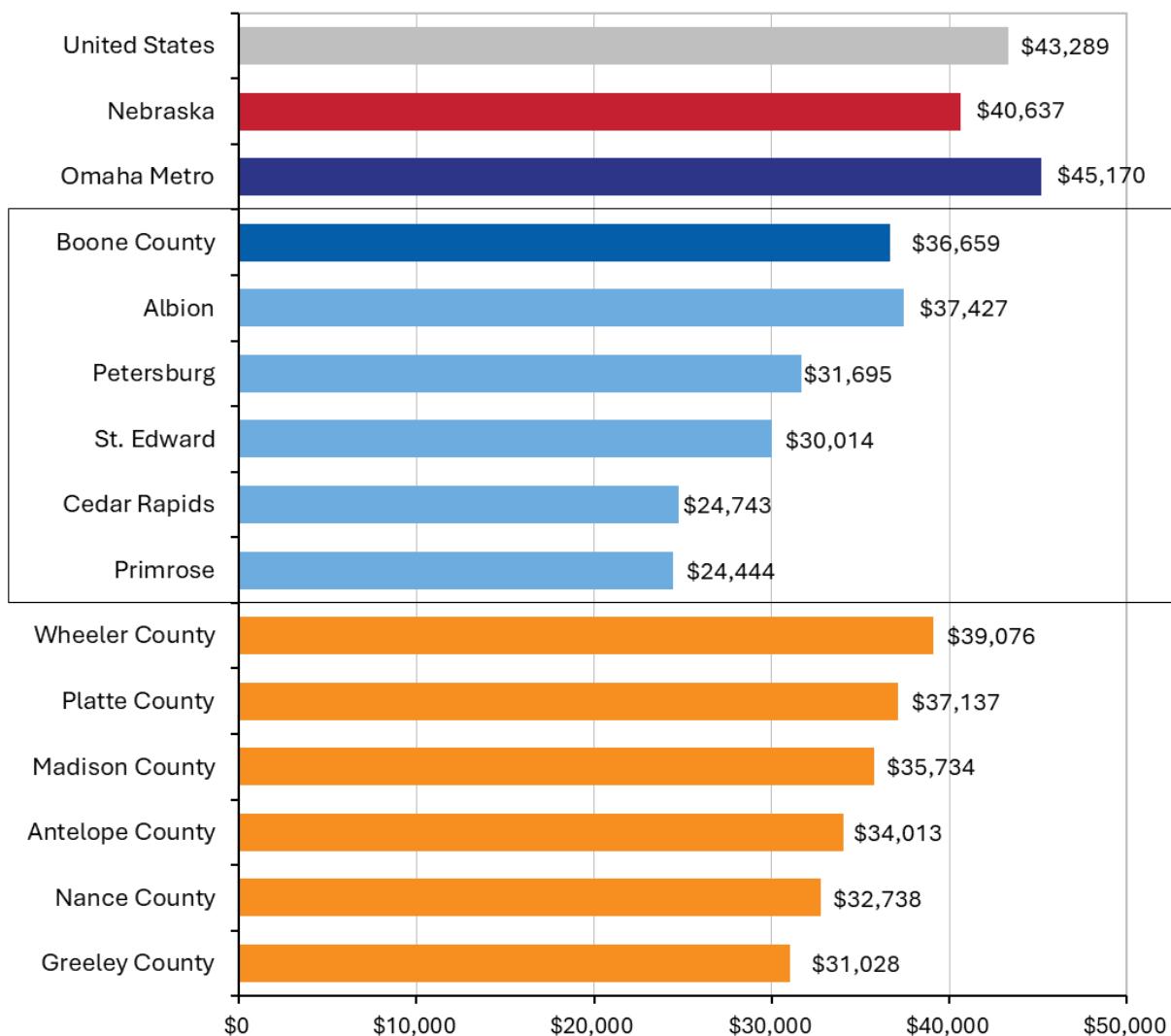
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources, including earnings, retirement income, and public assistance.

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

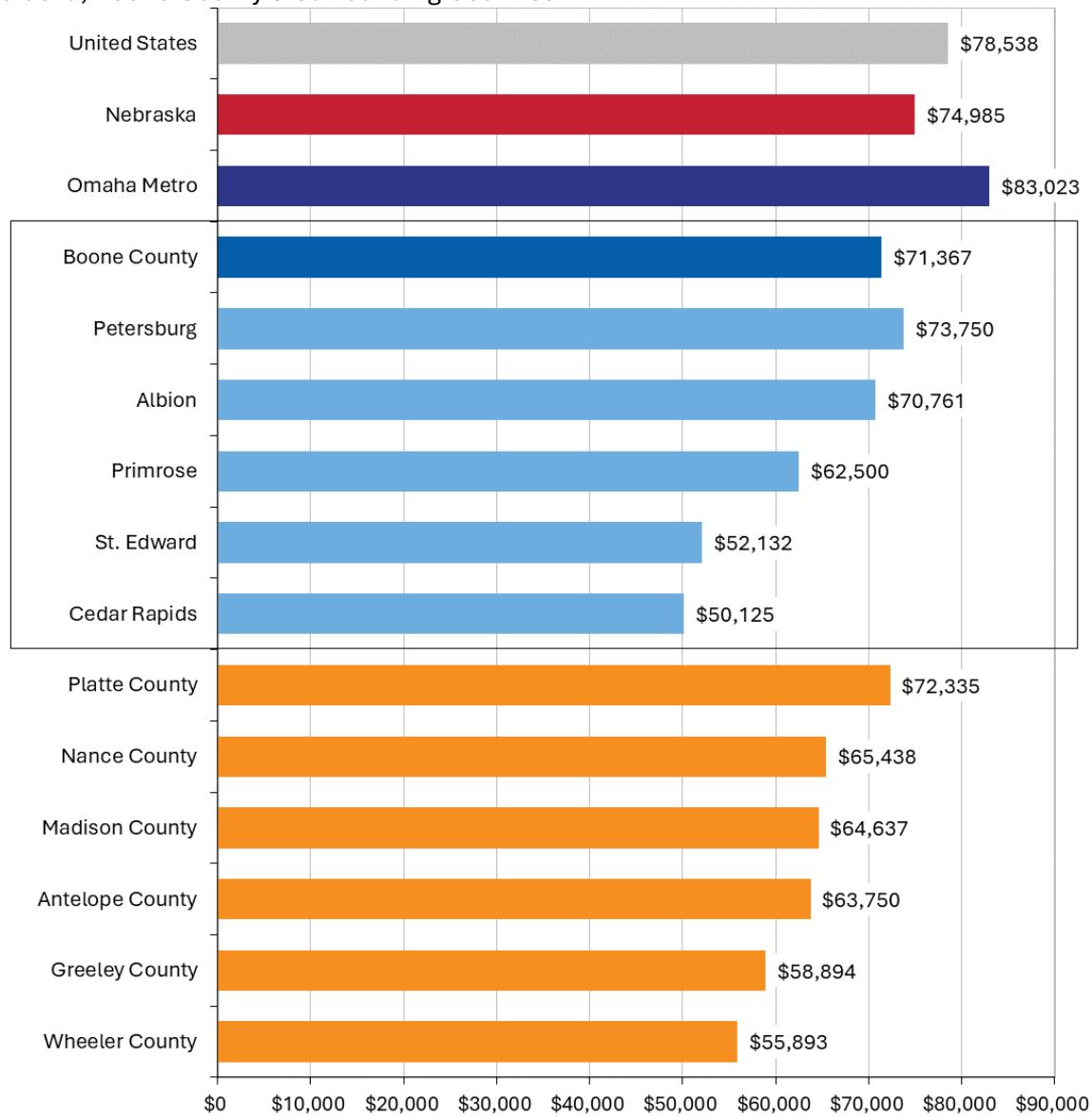
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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