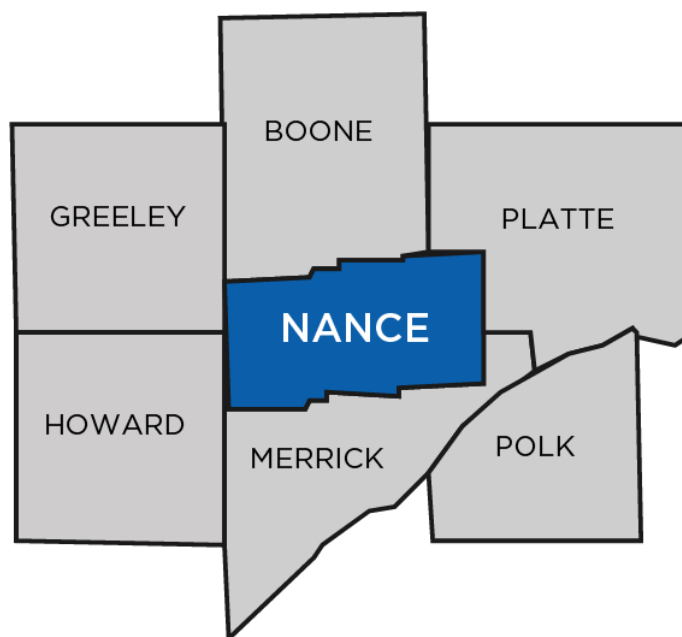


ECONOMIC AND DEMOGRAPHIC TRENDS IN

Nance County AND THE SURROUNDING AREA



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Nance 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 Nance County, other counties included in this area are Boone, Greeley, Howard, Merrick, Platte and Polk. 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 Nance 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 Nance County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Nance County decreased 12.2 percent (130 jobs) between 2013 and 2023.

Table 1 and Chart 1 also provide employment data for Nance County by major economic sector for years 2013–2023. The Other Services, except Public sector recorded the largest percentage increase in employment between 2013 and 2023 (43.5 percent or 10 jobs). The Government sector recorded the largest actual employment increase between 2013 and 2023 (22 jobs or 5.8 percent).

TABLE 1
Nonfarm Wage & Salary Employment Trends • 2013–2023

Nance County, Nebraska

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Change 2013-2023	# Change 2013-2023
Nonfarm W&S Employment	1,066	1,105	1,115	1,053	1,079	1,063	1,014	940	931	915	936	-12.2	-130
Total Private Industries	684	713	731	661	683	667	616	539	523	516	532	-22.2	-152
Goods Producing	227	237	229	175	206	192	145	107	109	106	108	-52.4	-119
Natural Resources & Mining	147	165	174	139	163	155	116	78	86	86	90	-38.8	-57
Construction	67*	-	-	-	-	-	-	-	20	20	19	-71.6	-48
Manufacturing	13*	19	16	12	30	27	26	17	3	-	0*	-100.0	-13
Service Providing	458	476	502	486	477	475	471	432	414	410	424	-7.4	-34
Trade, Transportation & Utilities	167	189	201	196	201	199	208	186	182	176	176	5.4	9
Information	5	5	5	5	-	-	-	-	-	-	0*	-100.0	-5
Financial Activities	62	58	56	53	55	55	55	54	54	52	52	-16.1	-10
Professional & Business Services	26	23	32	29	22	22	21	-	-	-	23	-11.5	-3
Education & Health Services	134	138	141	142	135	145	130	114	98	92	98	-26.9	-36
Leisure & Hospitality	41	39	44	42	41	34	34	29	-	35	42	2.4	1
Other Services, except Public	23	24	23	19	-	-	-	23	29	30	33	43.5	10
Government	382	392	384	392	396	396	398	401	408	399	404	5.8	22
Federal	16	18	16	19	17	16	16	16	16	17	16	0.0	0
State	10	10	11	13	11	12	12	12	11	12	11	10.0	1
Local	355	365	357	361	368	368	370	373	381	370	378	6.5	23

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

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

*Estimates provided by Lightcast

CHART 1
Employment by Industry • 2013–2023

Nance County, Nebraska

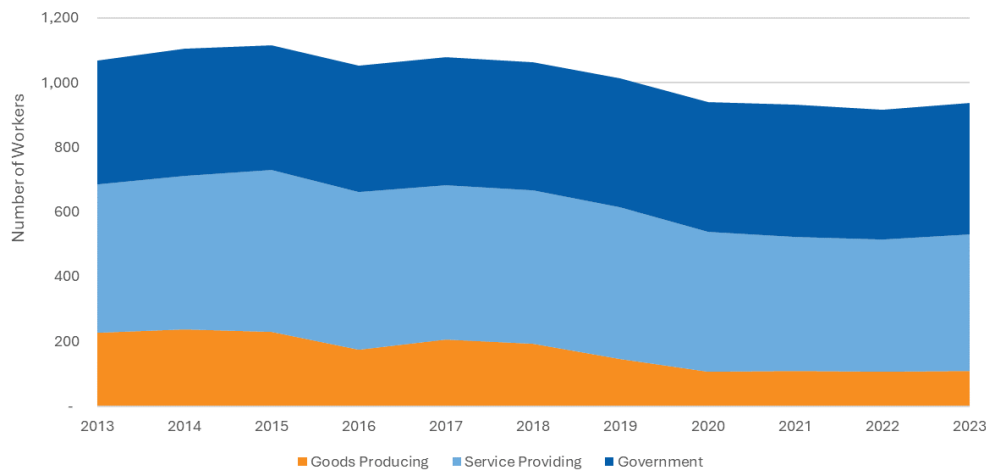


Chart 2 compares total nonfarm wage and salary employment growth in Nance County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2013–2023. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster,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

As this chart indicates, total nonfarm wage and salary employment in Nance County decreased 12.2 percent (130 jobs) from 2013 to 2023, compared to a 8.1 percent increase for Nebraska as a whole, a 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

Nance County, Nebraska, Metro and Non-Metro Nebraska

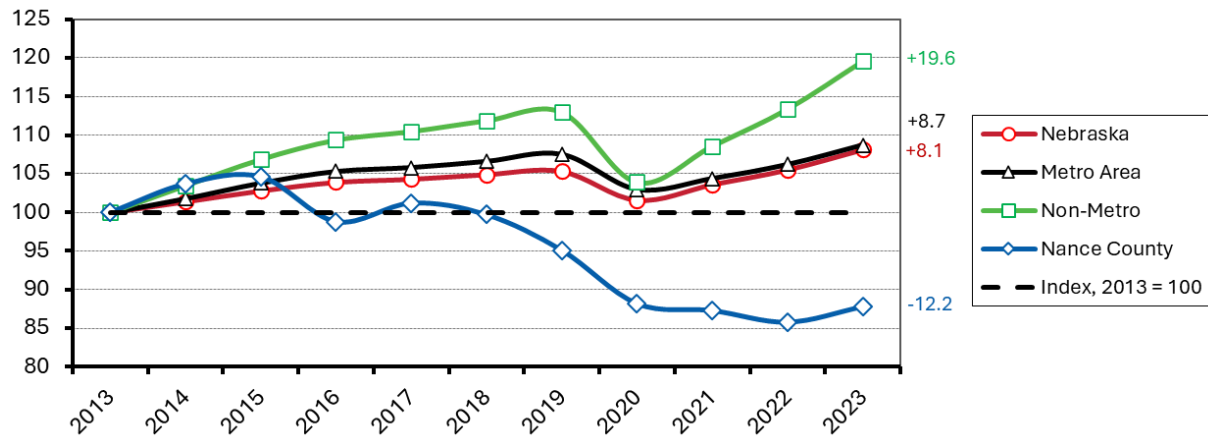
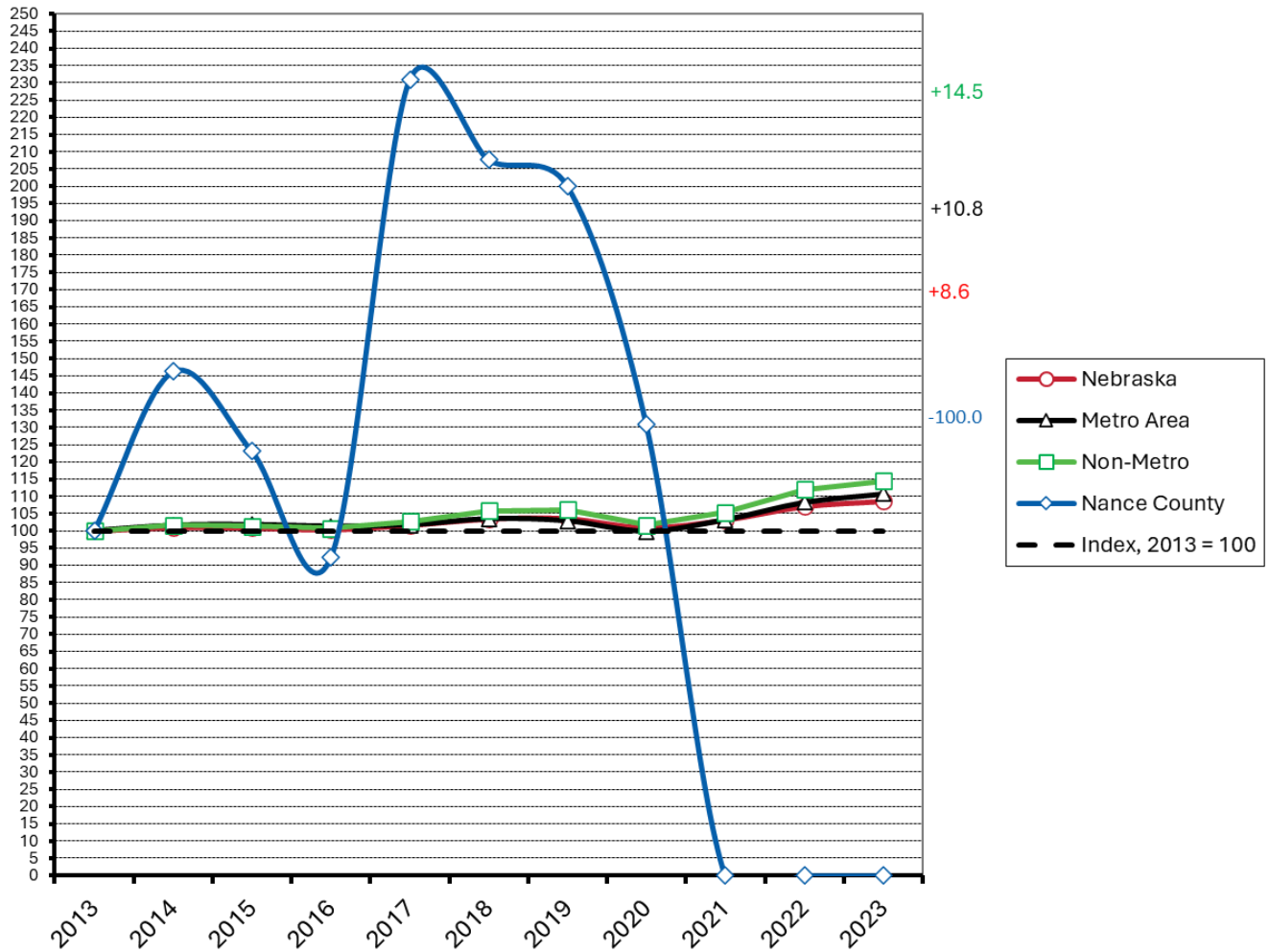


Chart 3 presents data on manufacturing wage and salary employment growth for Nance County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Nance County recorded a 100.0 percent decrease in employment (13 jobs) between 2013 and 2023. This compares to a 14.5 percent increase in employment for non-metropolitan Nebraska; a 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

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

When comparing the Nance County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 43.1 percent of the county workforce (404 employees) compared to 16.5 percent for non-metropolitan Nebraska; a difference of 26.6 percent. Comparing Nance County to the overall metropolitan distribution, the largest deviation is found in the Government sector (43.1 percent Nance County vs. 13.8 percent metropolitan Nebraska; a difference of 29.3 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 Nance 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 Nance County residents participating in the labor force between 2013 and 2023 (5.5 percent or 114 people).

The number of those unemployed in Nance County decreased by 35.4 percent (23 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 Nance County unemployment rate was 2.1 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

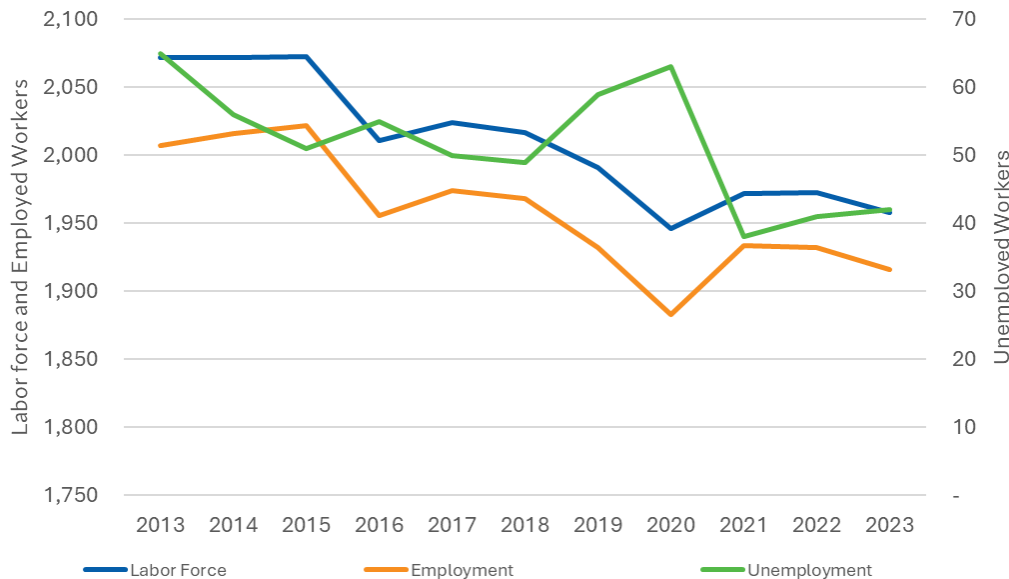
Nance County, Nebraska

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Change 2013-2023	# Change 2013-2023
Labor Force	2,072	2,072	2,073	2,011	2,024	2,017	1,991	1,946	1,972	1,973	1,958	-5.5	-114
Employment	2,007	2,016	2,022	1,956	1,974	1,968	1,932	1,883	1,934	1,932	1,916	-4.5	-91
Unemployment	65	56	51	55	50	49	59	63	38	41	42	-35.4	-23
Unemployment Rate	3.1	2.7	2.5	2.7	2.5	2.4	3.0	3.2	1.9	2.1	2.1	N/A	N/A

(N/A) - Data not available

CHART 7
Labor Force & Employment Trends • 2013–2023

Nance 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 Nance 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 Nance County are from 2022.

Table 3 (pages 6–7) examines the Work Destination area for Nance County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 1,308 county labor force participants holding primary jobs. As Table 3 shows, 96.5 percent of Nance County’s labor force participants are employed within the state of Nebraska. Approximately 32.4 percent of Nance County workers remain within Nance County for employment with 67.6 percent leaving the county borders for work (next page). The top ten incorporated places where Nance 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	1,308	100.0%

By States

	Count	Share
Nebraska	1,262	96.5%
Iowa	24	1.8%
South Dakota	11	0.8%
Minnesota	4	0.3%
Kansas	3	0.2%
All Other Locations	4	0.3%



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

	Count	Share
Total Primary Jobs	796	100.0%

By States

	Count	Share
Nebraska	786	98.7%
Illinois	2	0.3%
Kansas	2	0.3%
Missouri	2	0.3%
Georgia	1	0.1%
All Other Locations	3	0.4%



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

By Counties

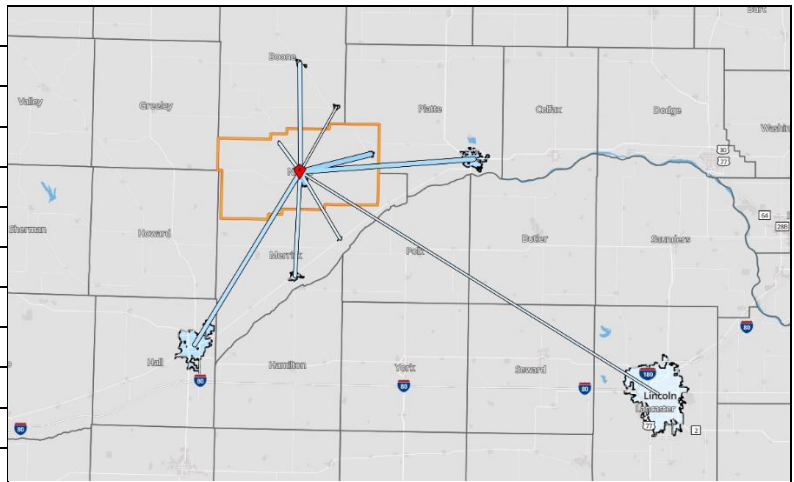
	Count	Share
Nance County, NE	424	53.3%
Platte County, NE	79	9.9%
Merrick County, NE	67	8.4%
Boone County, NE	49	6.2%
Hall County, NE	18	2.3%
Lancaster County, NE	10	1.3%
Madison County, NE	8	1.0%
Adams County, NE	7	0.9%
Douglas County, NE	7	0.9%
Buffalo County, NE	6	0.8%
All Other Locations	121	15.2%



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
Fullerton city, NE	172	21.6%
Genoa city, NE	102	12.8%
Columbus city, NE	33	4.1%
Grand Island city, NE	14	1.8%
Albion city, NE	13	1.6%
Central City city, NE	13	1.6%
Belgrade village, NE	9	1.1%
Clarks village, NE	9	1.1%
Lincoln city, NE	9	1.1%
St. Edward city, NE	8	1.0%
All Other Locations	414	52.0%



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

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

TABLE 5
Inflow/Outflow Report

Nance County, Primary Jobs

Selection Area Labor Market Size (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	796	100.0%	814	100.0%	862	100.0%
Living in the Selection Area	1,308	164.3%	1,294	159.0%	1,259	146.1%
Net Job Inflow (+) or Outflow (-)	-512	-	-480	-	-397	-

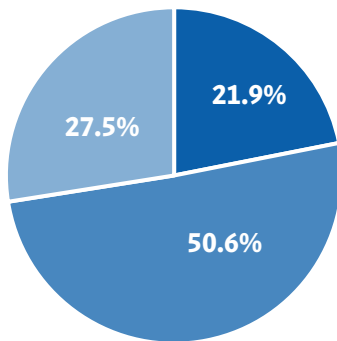
In-Area Labor Force Efficiency (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	1,308	100.0%	1,294	100.0%	1,259	100.0%
Living and Employed in the Selection Area	424	32.4%	470	36.3%	469	37.3%
Living in the Selection Area but Employed Outside	884	67.6%	824	63.7%	790	62.7%

In-Area Employment Efficiency (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	796	100.0%	814	100.0%	862	100.0%
Employed and Living in the Selection Area	424	53.3%	470	57.7%	469	54.4%
Employed in the Selection Area but Living Outside	372	46.7%	344	42.3%	393	45.6%

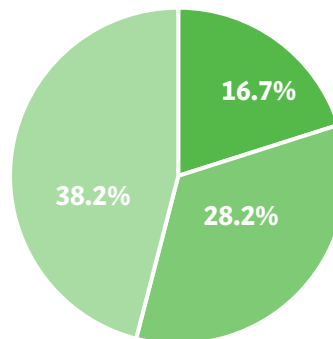
TABLE 6**Worker Outflow by Job Characteristic**

Nance County

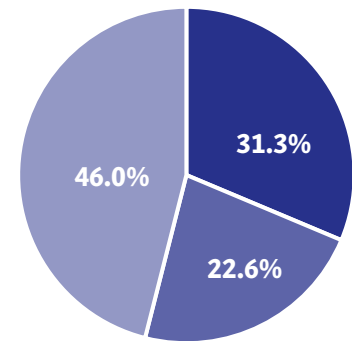
Outflow Job Characteristics	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	884	100.0%	824	100.0%	790	100.0%
Workers Aged 29 or younger	194	21.9%	197	23.9%	162	20.5%
Workers Aged 30 to 54	447	50.6%	403	48.9%	375	47.5%
Workers Aged 55 or older	243	27.5%	224	27.2%	253	32.0%
Workers Earning \$1,250 per month or less	148	16.7%	148	18.0%	126	15.9%
Workers Earning \$1,251 to \$3,333 per month	249	28.2%	275	33.4%	275	34.8%
Workers Earning More than \$3,333 per month	487	55.1%	401	48.7%	389	49.2%
Workers in the "Goods Producing" Industry Class	277	31.3%	237	28.8%	250	31.6%
Workers in the "Trade, Transportation, and Utilities" Industry Class	200	22.6%	203	24.6%	178	22.5%
Workers in the "All Other Services" Industry Class	407	46.0%	384	46.6%	362	45.8%

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



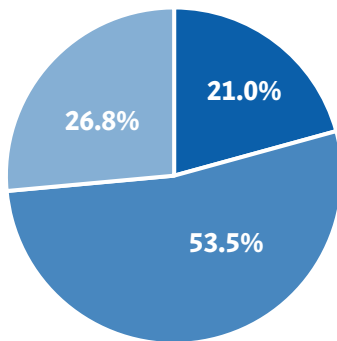
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

TABLE 7

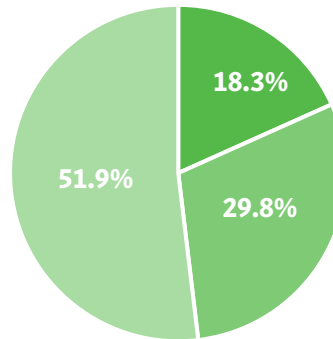
Worker Inflow by Job Characteristic

Nance County

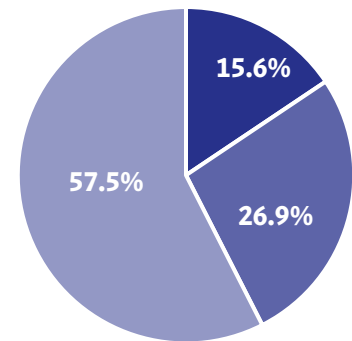
Inflow Job Characteristics	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	372	100.0%	344	100.0%	393	100.0%
Workers Aged 29 or younger	78	21.0%	81	23.5%	69	17.6%
Workers Aged 30 to 54	199	53.5%	170	49.4%	211	53.7%
Workers Aged 55 or older	95	25.5%	93	27.0%	113	28.8%
Workers Earning \$1,250 per month or less	68	18.3%	66	19.2%	63	16.0%
Workers Earning \$1,251 to \$3,333 per month	111	29.8%	97	28.2%	151	38.4%
Workers Earning More than \$3,333 per month	193	51.9%	181	52.6%	179	45.5%
Workers in the "Goods Producing" Industry Class	58	15.6%	46	13.4%	61	15.5%
Workers in the "Trade, Transportation, and Utilities" Industry Class	100	26.9%	91	26.5%	99	25.2%
Workers in the "All Other Services" Industry Class	214	57.5%	207	60.2%	233	59.3%

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

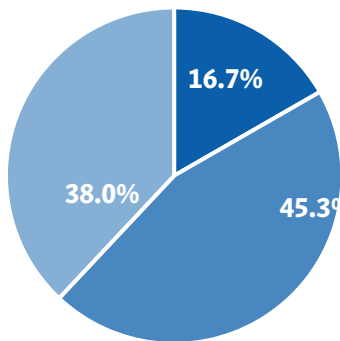
Worker Interior by Job Characteristic

Nance County

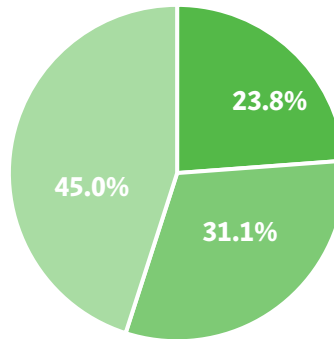
Interior Flow Job Characteristics

	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	424	100.0%	470	100.0%	469	100.0%
Workers Aged 29 or younger	71	16.7%	88	18.7%	99	21.1%
Workers Aged 30 to 54	192	45.3%	209	44.5%	198	42.2%
Workers Aged 55 or older	161	38.0%	173	36.8%	172	36.7%
Workers Earning \$1,250 per month or less	101	23.8%	105	22.3%	111	23.7%
Workers Earning \$1,251 to \$3,333 per month	132	31.1%	163	34.7%	166	35.4%
Workers Earning More than \$3,333 per month	191	45.0%	202	43.0%	192	40.9%
Workers in the "Goods Producing" Industry Class	35	8.3%	49	10.4%	36	7.7%
Workers in the "Trade, Transportation, and Utilities" Industry Class	70	16.5%	77	16.4%	90	19.2%
Workers in the "All Other Services" Industry Class	319	75.2%	344	73.2%	343	73.1%

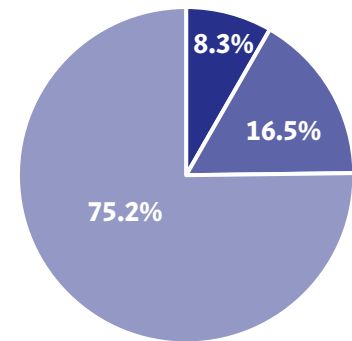
CHART 14, 15 & 16



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



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



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

The Distance/Direction Report depicted in Table 9 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Nance County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Nance County is greater in 2022 compared to 2020. The distribution of miles traveled to work has also shifted since 2020, with more workers traveling further than 50 miles to work. 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	1,308	100.0%	1,294	100.0%	1,259	100.0%
Less than 10 miles	194	14.8%	259	20.0%	240	19.1%
10 to 24 miles	467	35.7%	431	33.3%	445	35.3%
25 to 50 miles	304	23.2%	306	23.6%	285	22.6%
Greater than 50 miles	343	26.2%	298	23.0%	289	23.0%

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

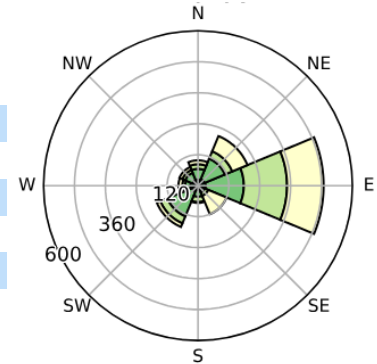


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Nance County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Nance County has decreased since 2020. The data also show the majority of Nance County employees continue to travel less than 24 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

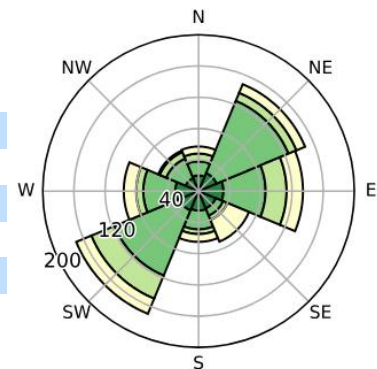
TABLE 10 & FIGURE 2

Distance/Direction Report • Work to Home Census Block

Work within study area – distance to home

Job Counts in Work Blocks	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	796	100.0%	814	100.0%	862	100.0%
Less than 10 miles	201	25.3%	262	32.2%	246	28.5%
10 to 24 miles	364	45.7%	355	43.6%	374	43.4%
25 to 50 miles	110	13.8%	98	12.0%	146	16.9%
Greater than 50 miles	121	15.2%	99	12.2%	96	11.1%

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



POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Nance County and the surrounding area. As Table 11 indicates, Nance County’s population experienced an average annual decrease of 0.8 percent between 1970 and 2010 for a total decrease of 27.4 percent or 1,407 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Nance County reported an average annual decrease of 1 percent in population from 2000 to 2023 (12.3 percent or -461 people total).

TABLE 11

County Population • 1970–2023

Nance County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2020	2023	Avg. Annual % Change	Avg. Annual % Change
								1970-2010	2010-2023
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,978,379	0.5	0.6
Nance County	5,142	4,740	4,275	4,038	3,735	3,390	3,274	-0.8	-1.0
Boone County	8,190	7,391	6,667	6,259	5,505	5,359	5,310	-1.0	-0.3
Greeley County	4,000	3,462	3,006	2,714	2,538	2,175	2,219	-1.1	-1.0
Howard County	6,807	6,773	6,057	6,567	6,274	6,484	6,527	-0.2	0.3
Merrick County	8,751	8,945	8,049	8,204	7,845	7,655	7,755	-0.3	-0.1
Platte County	26,544	28,852	29,820	31,568	32,237	34,283	34,609	0.5	0.5
Polk County	6,468	6,320	5,668	5,639	5,406	5,212	5,228	-0.4	-0.3

Table 12 data reveals the population of Nance County’s incorporated places as a whole experienced an average annual population decrease of 0.4 percent from 1970 to 2010 and an average annual decrease of 0.8 percent from 2010 to 2023 for a total decrease of 22.6 percent (640 people) from 1970 to 2023. Fullerton, the county’s largest city, reported a 15.4 percent decrease in population (223 people) between 1970 and 2023. The unincorporated areas outside of the selected communities experienced a 53.1 percent decrease (1,228 people) during the period 1970–2023.

TABLE 12

Population • 1970–2023

Nance County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2020	2023	Avg. Annual % Change	Avg. Annual % Change
								1970-2010	2010-2023
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,978,379	0.5	0.6
Nance County	5,142	4,740	4,275	4,038	3,735	3,732	3,274	-0.8	-1.0
Belgrade	210	195	157	134	126	125	99	-1.3	-1.8
Fullerton	1,444	1,506	1,500	1,378	1,307	1,311	1,221	-0.2	-0.5
Genoa	1,174	1,090	1,109	981	1,003	995	868	-0.4	-1.1
Total Incorporated Places	2,828	2,791	2,766	2,493	2,436	2,431	2,188	-0.4	-0.8
Unincorporated Areas	2,314	1,949	1,509	1,545	1,299	1,301	1,086	-1.4	-1.4

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

The next table and chart (Tables 13 and Chart 17, next page) provide detail on migration patterns. Data reported in these tables are 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 35 less than the number of people living in Nance County one-year ago. This indicates Nance County experienced a net decrease in its population age one and older and in-migration was less than out-migration plus the number of deaths.

TABLE 13
5-Year Estimate Population Change
Due to Migration and Mortality · 2019-2023

Nance County, Nebraska

Current population one-year or older	3,334
Number of people living in the area one-year ago	3,369
Population change due to migration and mortality	-35

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 44 people from other Nebraska counties and a net gain of 9 people from other states for a total net loss of 35 people one-year or older. As shown in Chart 17, net gains occurred in the age groups Age 1 to 17 (gain of 33) and Age 25 to 44 (gain of 17) and net losses in age groups Age 18 to 24 (loss of 40) and Age 45 to 64 (loss of 45).

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 graduate or professional degree (gain of 9) and a loss of residents with a bachelor's degree, associate's degree, or some college (loss of 37) .

CHART 17

**Population Change Due to Migration and Mortality
Five-Year Estimate · 2019-2023**

Nance County and Nebraska

-- Part A: By Age Group --							
Age Group	Moved to Different Nebraska County	Moved From Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	20	49	29	0	4	4	33
Age 18 to 24	111	62	-49	0	9	9	-40
Age 25 to 44	55	73	18	1	0	-1	17
Age 45 to 64	47	5	-42	7	4	-3	-45
Age 65 and over	8	8	0	0	0	0	0
Total	241	197	-44	8	17	9	-35
-- Part B: By Educational Attainment --							
Educational Attainment	Moved to Different Nebraska County	Moved From Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	23	19	-4	0	4	4	0
Bachelor's or some college	87	58	-29	8	0	-8	-37
Grad. or Prof. degree	0	9	9	0	0	0	9
Total	110	86	-24	8	4	-4	-28

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 Nance County. The population of Nance County is older than Nebraska as a whole. The median age for Nance County residents in 2023 was 43.6 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
 Nance County and Nebraska

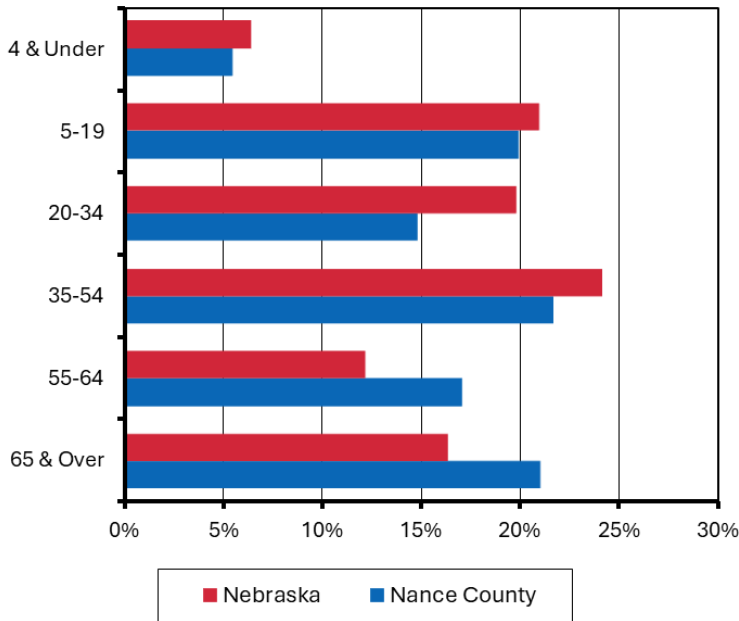


TABLE 14

	2023 Population		Percent	
	Nebraska	Nance County	Nebraska	Nance County
4 & Under	127,005	184	6.5%	5.5%
5-19	412,376	666	21.0%	19.9%
20-34	390,119	495	19.8%	14.8%
35-54	474,663	724	24.1%	21.7%
55-64	239,598	571	12.2%	17.1%
65 & Over	322,165	702	16.4%	21.0%
Total	1,965,926	3,342	100%	100%
Median Age	37.1	43.6		

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 Nance 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.

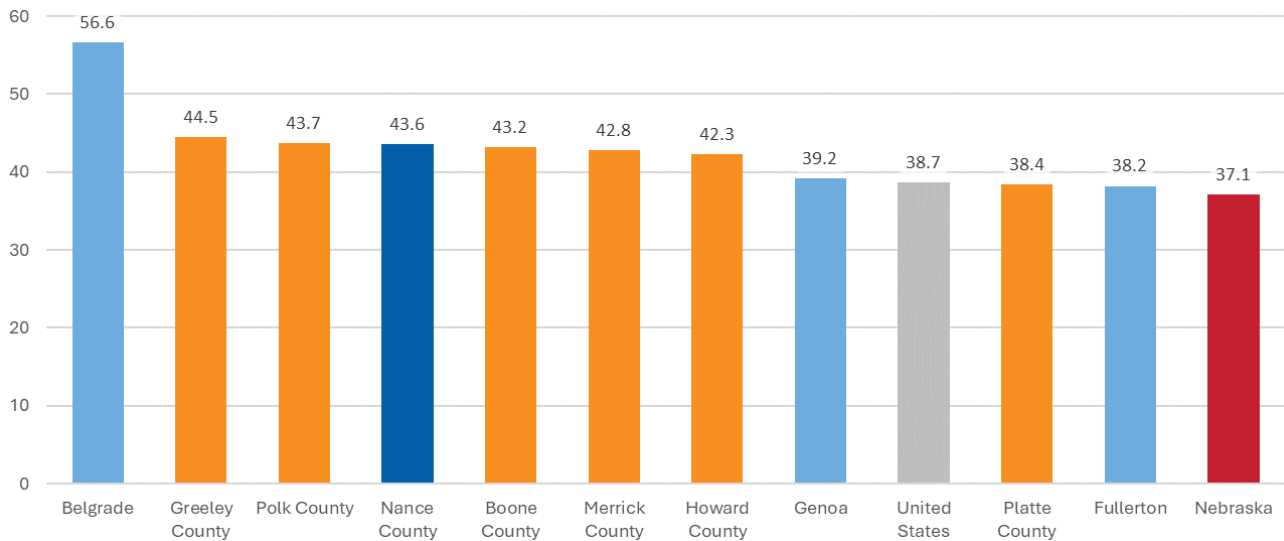
TABLE 15**Median Age by Location and Gender • 2019-2023**

Nance 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
Nance County	43.6	41.8	44.6
Belgrade	56.6	46.6	59.6
Fullerton	38.2	36.5	40.3
Genoa	39.2	39.9	37.5
Boone County	43.2	41.9	45.6
Greeley County	44.5	43.0	45.1
Howard County	42.3	42.1	43.2
Merrick County	42.8	42.4	43.2
Platte County	38.4	38.1	38.7
Polk County	43.7	43.0	44.5

CHART 19**Median Age by Location • 2019-2023**

Nance 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 Nance County and the surrounding area for 2023. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

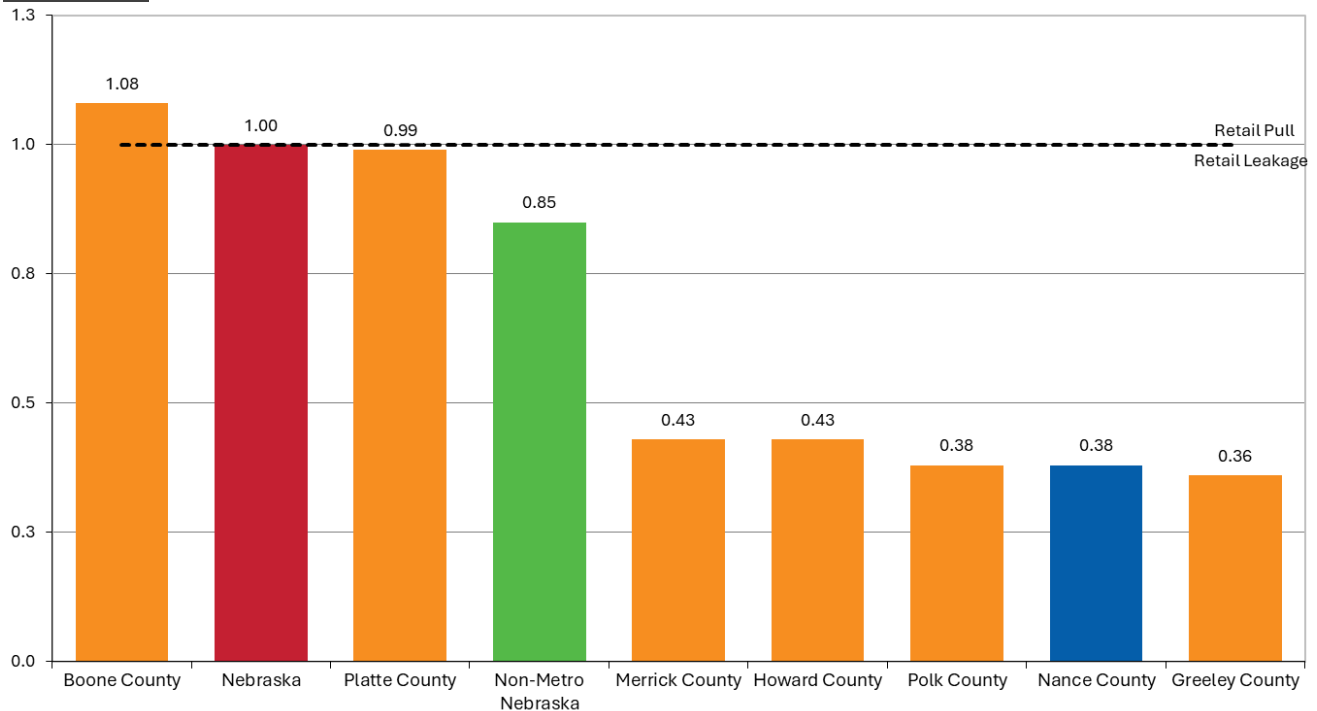
TABLE 16

Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska, Nance 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
Nance County	3,274	19,844	6,061	0.38
Boone County	5,310	92,349	17,391	1.08
Greeley County	2,219	12,842	5,787	0.36
Howard County	6,527	45,119	6,913	0.43
Merrick County	7,755	53,479	6,896	0.43
Platte County	34,609	551,310	15,930	0.99
Polk County	5,228	31,571	6,039	0.38

CHART 20



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

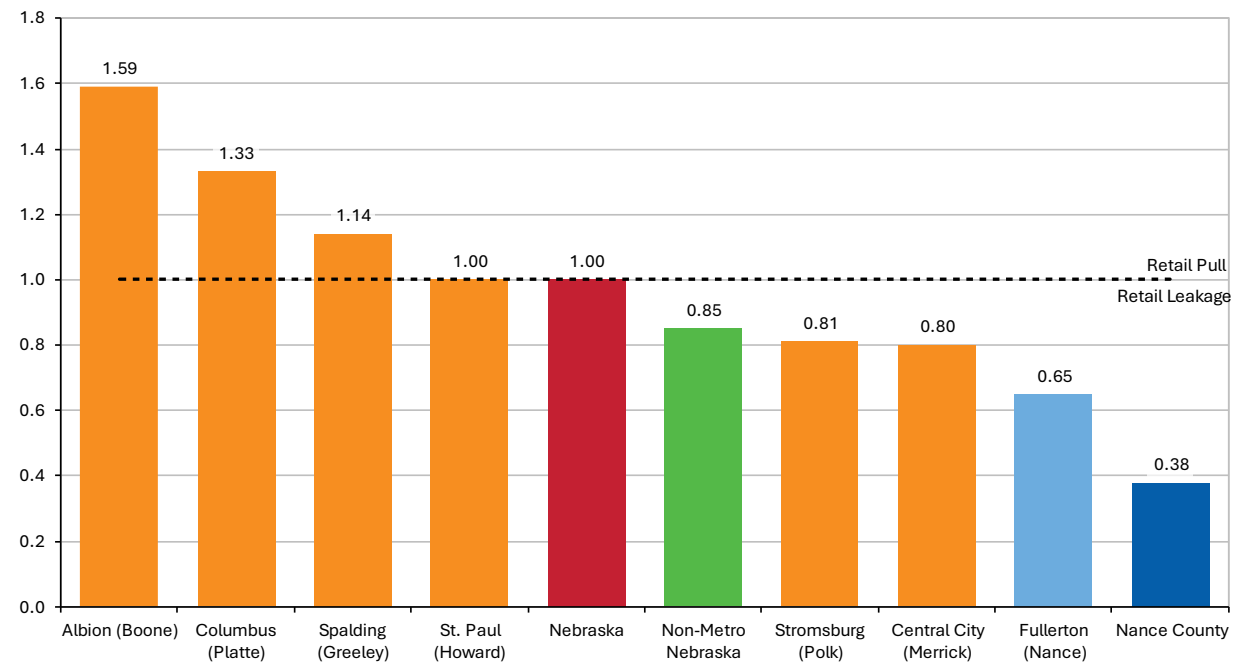
Reviewing the pull factors at the county level indicates Nance County experiences net retail leakages. The 2023 pull factor of 0.38 indicates, on a per capita basis, retail sales in Nance County are considerably less than the state’s average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Nance County (0.38) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Nance County are 55.7 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 17 and Chart 21 compare the 2023 pull factors for selected area communities. The Nance County community of Fullerton’s pull factor of 0.64 indicates that, on a per capita basis, non-motor vehicle retail sales in Fullerton are approximately 36 percent less than the state’s average per capita sales.

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

	2023 Population	2023 Retail Sales (x \$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Nance County	3,274	19,844	6,061	0.38
Fullerton (Nance)	1,221	12,663	10,371	0.65
Albion (Boone)	1,680	42,817	25,486	1.59
Spalding (Greeley)	425	7,809	18,375	1.14
St. Paul (Howard)	2,427	39,107	16,113	1.00
Central City (Merrick)	3,090	39,879	12,906	0.80
Columbus (Platte)	24,464	522,726	21,367	1.33
Stromsburg (Polk)	1,155	14,982	12,971	0.81

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 Nance County. As this table indicates, the community of Fullerton had the strongest pull factor (0.64) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.38 for Nance County in 2023.

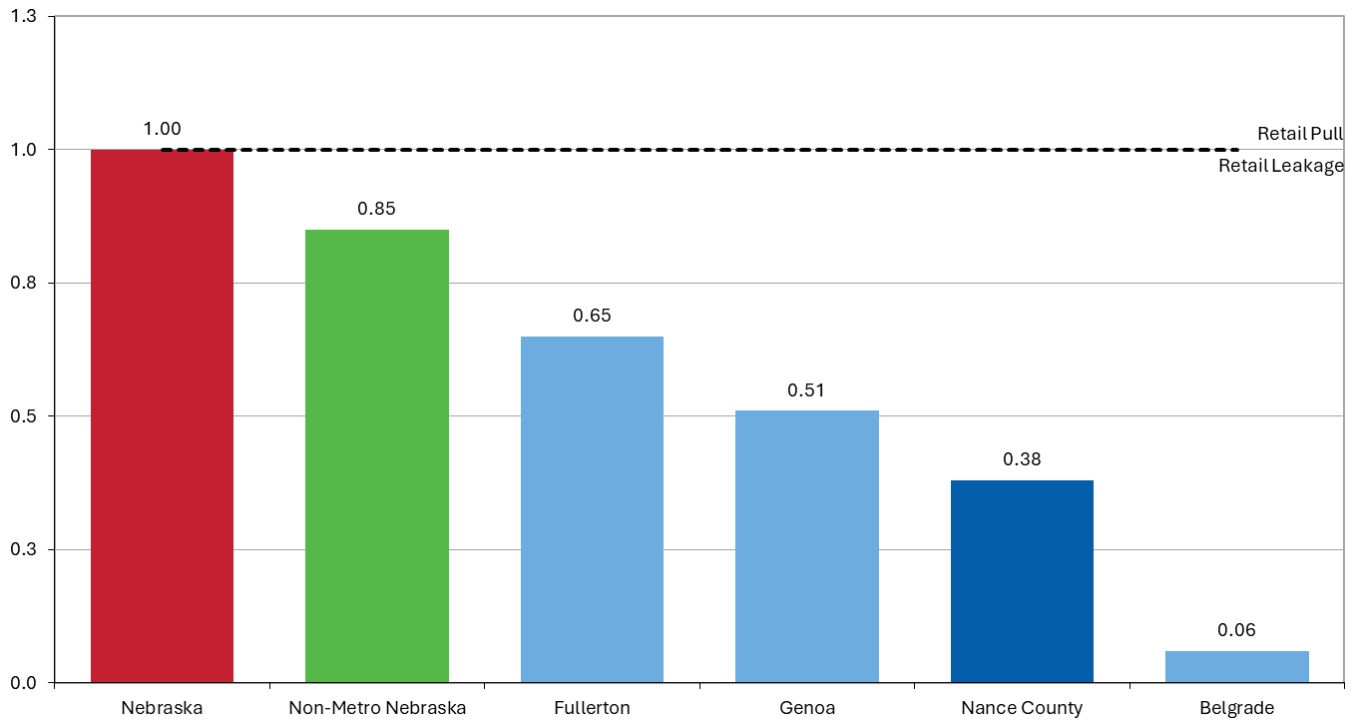
TABLE 18

Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska and Available Nance 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
Nance County	3,274	19,844	6,061	0.38
Fullerton	1,221	12,663	10,371	0.65
Genoa	868	7,082	8,159	0.51
Belgrade	99	99	1,000	0.06

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, Fullerton, and eight other similarly sized communities selected from around the state. Grant’s pull factor of 1.37 leads the group for 2023 thus indicating Grant has greater retail pull.

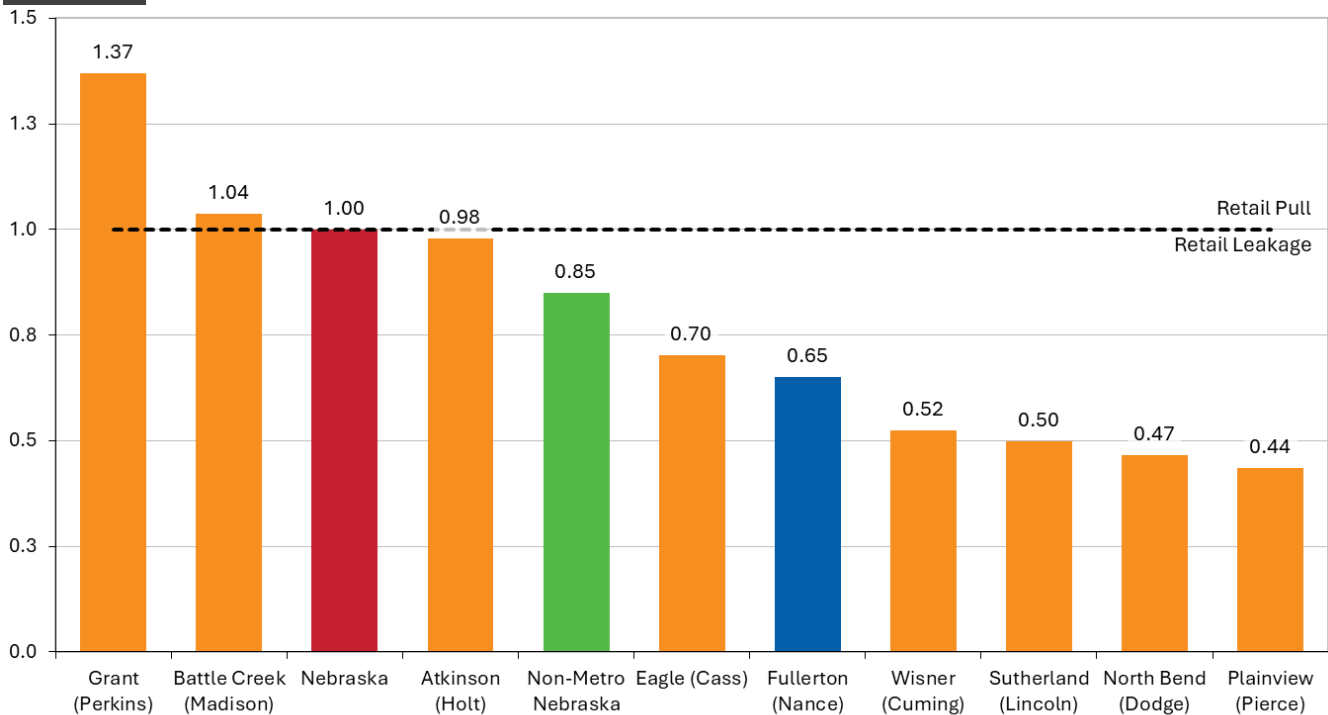
TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors • 2023

Fullerton & 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
Fullerton (Nance)	1,221	12,663	10,371	0.65
Atkinson (Holt)	1,310	20,598	15,724	0.98
Plainview (Pierce)	1,264	8,848	7,000	0.44
Sutherland (Lincoln)	1,233	9,869	8,004	0.50
North Bend (Dodge)	1,244	9,326	7,497	0.47
Wisner (Cuming)	1,228	10,327	8,409	0.52
Eagle (Cass)	1,207	13,620	11,285	0.70
Battle Creek (Madison)	1,185	19,743	16,661	1.04
Grant (Perkins)	1,136	25,102	22,097	1.37

CHART 23

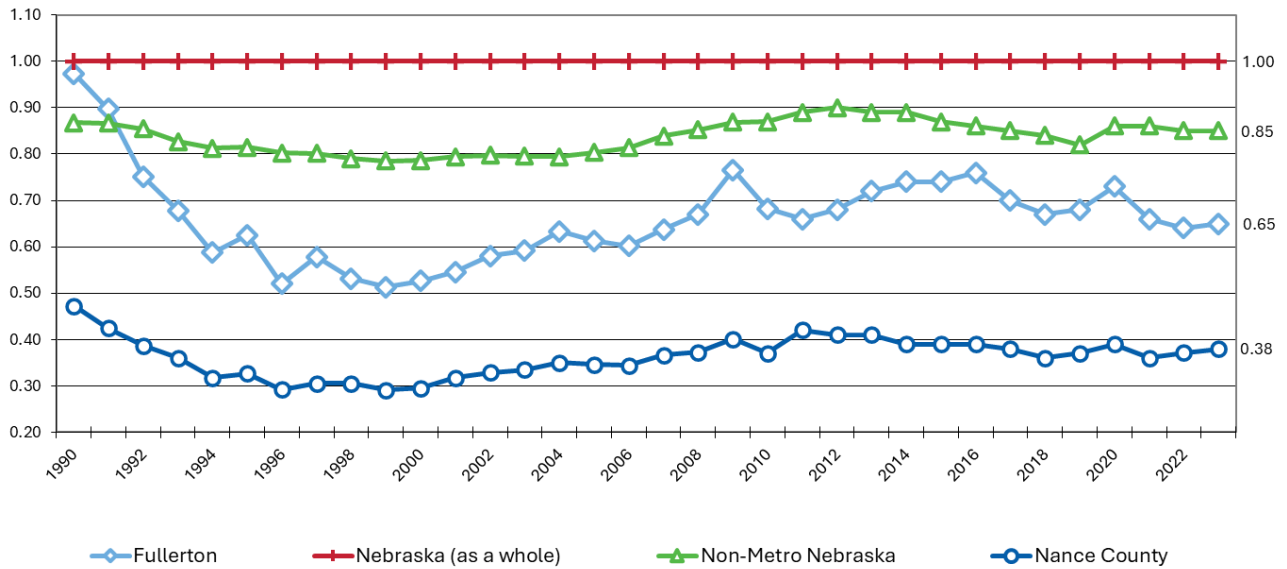


U.S. Census Bureau and Nebraska Department of Revenue, June 2024

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

CHART 24
Pull Factors • 1990–2023

Fullerton, Nance County, Non-Metro & Nebraska (as a whole)



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

PER CAPITA PERSONAL INCOME

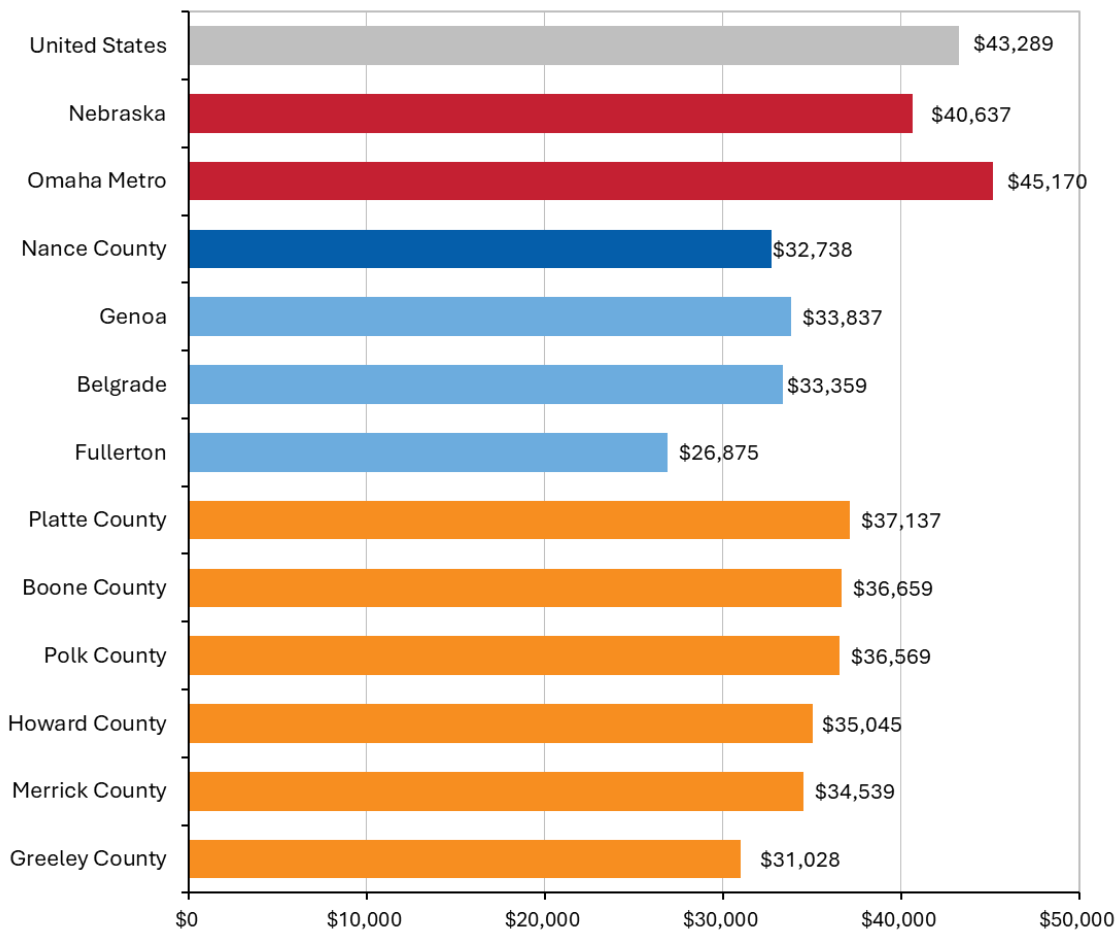
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources, including earnings, retirement income, and public assistance.

The 2019-2023 five-year estimates show that per capita personal income for Nance County is estimated to be \$32,738 compared to \$40,637 for Nebraska as a whole.

CHART 27

Per Capita Personal Income • 2019-2023

Nebraska, Nance County & Surrounding Counties



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

MEDIAN HOUSEHOLD INCOME

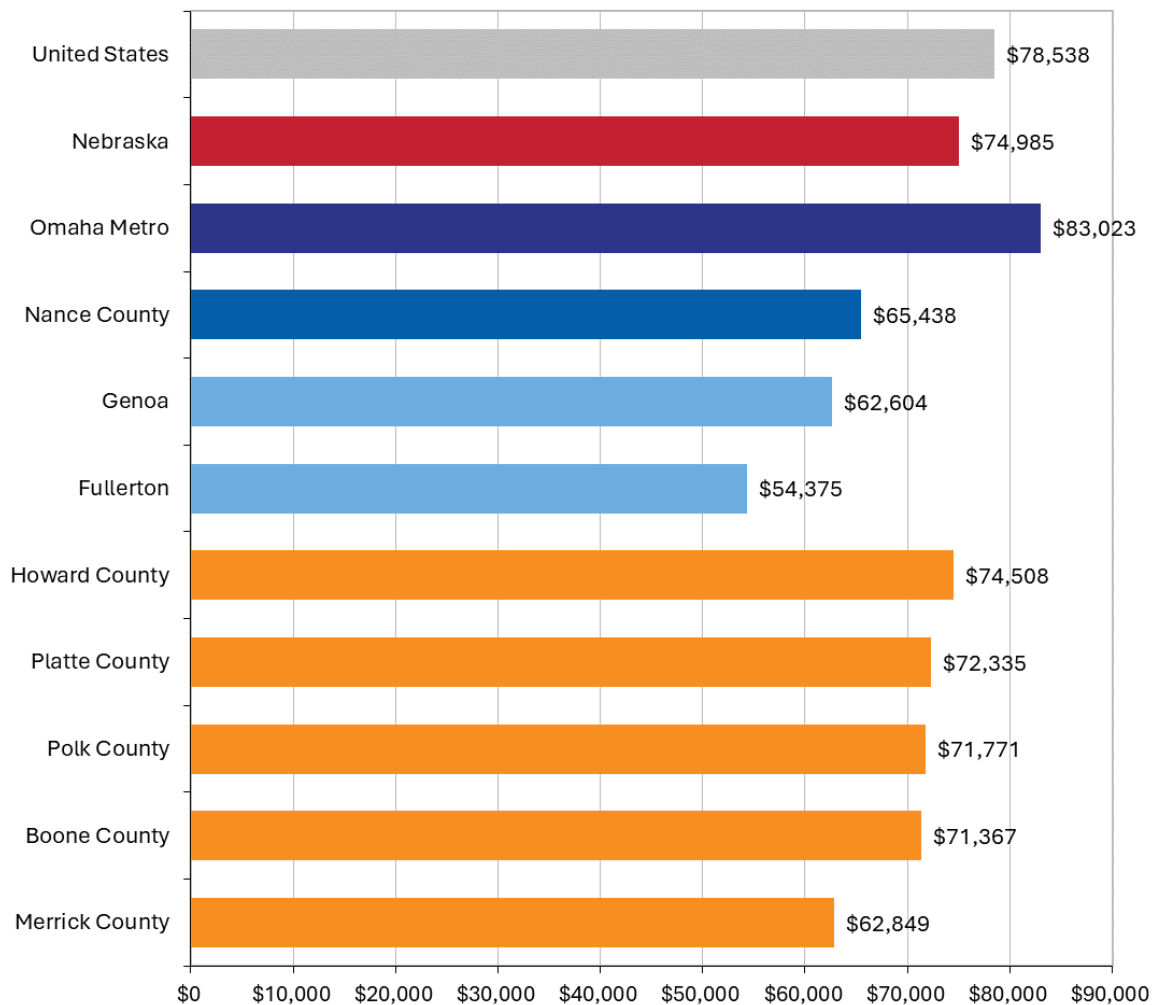
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2019-2023 five-year estimates show median household income for Nance County is estimated to be \$65,438 compared to \$74,985 for Nebraska as a whole.

CHART 28

Median Household Income · 2019-2023

Nebraska, Nance County & Surrounding Counties



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