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ECONOMIC AND DEMOGRAPHIC TRENDS

# HUMBOLT, RICHARDSON COUNTY
## AND THE SURROUNDING AREA

2025

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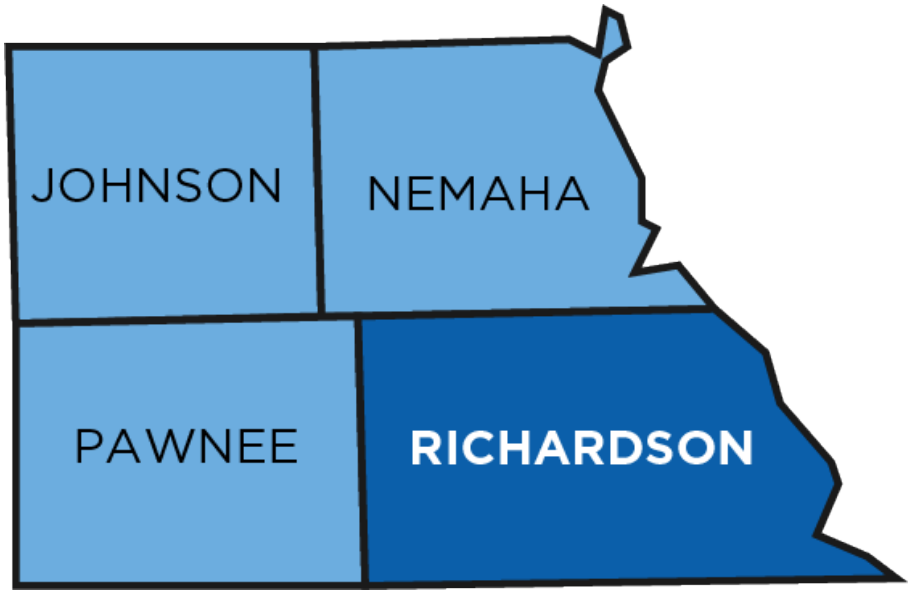
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DECEMBER 2025

ECONOMIC AND DEMOGRAPHIC TRENDS IN

# Richardson County

## AND THE SURROUNDING AREA




This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Richardson 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 Richardson County, other counties included in this area are Johnson, Nemaha, and Pawnee. 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 Richardson County for the period 2014–2024. 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 Richardson County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Richardson County decreased 3.9 percent (95 jobs) between 2014 and 2024.

Table 1 and Chart 1 also provide employment data for Richardson County by major economic sector for years 2014–2024. The Other Services, except Public sector recorded the largest percentage increase in employment between 2014 and 2024 (37.0 percent or 20 jobs). The Professional and Business Services sector recorded the largest actual employment increase between 2014 and 2024 (24 jobs or 23.5 percent).

**TABLE 1**

## Nonfarm Wage & Salary Employment Trends · *2014–2024*

Richardson County, Nebraska

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | % Change 2014-2024 | # Change 2014-2024 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Nonfarm W&S Employment** | **2,440** | **2,529** | **2,504** | **2,469** | **2,482** | **2,462** | **2,400** | **2,428** | **2,358** | **2,321** | **2,345** | **-3.9** | **-95** |
| Total Private Industries | 1,846 | 1,933 | 1,892 | 1,839 | 1,838 | 1,805 | 1,764 | 1,791 | 1,724 | 1,696 | 1,692 | -8.3 | -154 |
| Goods Producing | 368 | 434 | 417 | 409 | 387 | 376 | 371 | 327 | 325 | 323 | 321 | -12.8 | -47 |
| Natural Resources & Mining | 34 | 35 | 34 | 33 | 29 | 32 | 44 | 39 | 31 | 33 | 36 | 5.9 | 2 |
| Construction | 89 | 98 | 97 | 90 | 82 | 72 | 75 | 72 | 75 | 78 | 90 | 1.1 | 1 |
| Manufacturing | 245 | 300 | 286 | 286 | 276 | 272 | 253 | 216 | 219 | 212 | 195 | -20.4 | -50 |
| Service Providing | 1,478 | 1,499 | 1,476 | 1,431 | 1,451 | 1,429 | 1,392 | 1,465 | 1,399 | 1,373 | 1,372 | -7.2 | -106 |
| Trade, Transportation & Utilities | 507 | 506 | 498 | 473 | 485 | 466 | 482 | 520 | 478 | 461 | 453 | -10.7 | -54 |
| Information | 27* | 31 | 30 | 33 | 42 | 32 | 29 | 27 | 24 | 21 | 19 | -29.6 | -8 |
| Financial Activities | 105 | 98 | 96 | 102 | 102 | 103 | 94 | 95 | 100 | 93 | 89 | -15.2 | -16 |
| Professional & Business Services | 102 | 102 | 98 | 89 | 95 | 104 | 104 | 112 | 107 | 103 | 126 | 23.5 | 24 |
| Education & Health Services | 451 | 445 | 460 | 458 | 450 | 450 | 431 | 428 | 410 | 415 | 424 | -6.0 | -27 |
| Leisure & Hospitality | 232 | 256 | 234 | 204 | 196 | 199 | 191 | 204 | 204 | 199 | 187 | -19.4 | -45 |
| Other Services, except Public | 54* | 60 | 60 | 72 | 82 | 75 | 61 | 79 | 76 | 81 | 74 | 37.0 | 20 |
| Government | 594 | 596 | 612 | 630 | 644 | 657 | 636 | 637 | 634 | 625 | 653 | 9.9 | 59 |
| Federal | 37 | 34 | 33 | 33 | 34 | 37 | 39 | 37 | 35 | 33 | 32 | -13.5 | -5 |
| State | 38 | 37 | 33 | 34 | 39 | 37 | 36 | 39 | 43 | 36 | 34 | -10.5 | -4 |
| Local | 520 | 526 | 545 | 564 | 571 | 584 | 561 | 560 | 557 | 555 | 587 | 12.9 | 67 |

*Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2025*
*Labor Force & Work Summary, 2014-2024, Annual, Richardson County, Nebraska (June 2025 data)*
** Estimate provided by Q4 Lightcast Data Set*

**CHART 1**

## Employment by Industry · *2014–2024*

Richardson County, Nebraska

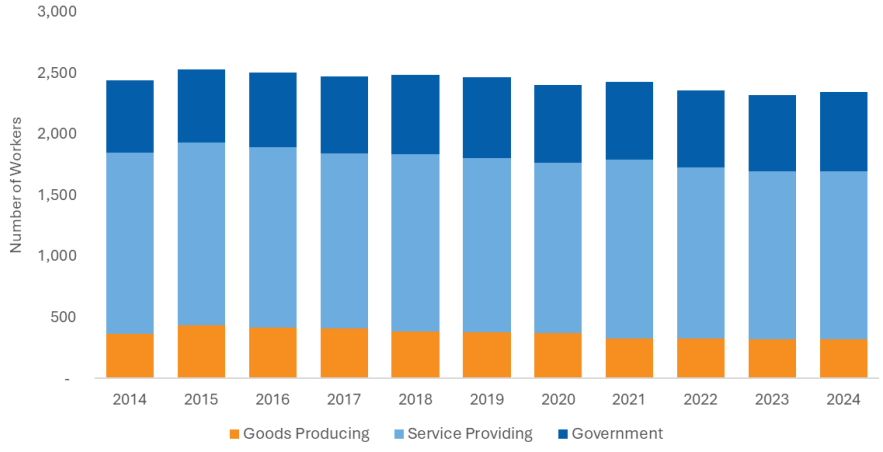


Chart 2 compares total nonfarm wage and salary employment growth in Richardson County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2014–2024. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Richardson County decreased 3.9 percent (95 jobs) from 2014 to 2024, compared to a 7.6 percent increase for Nebraska as a whole, a 7.4 percent increase in metropolitan Nebraska and a 18.2 percent increase in non-metropolitan Nebraska.

**CHART 2**

## Nonfarm W&S Employment · *2014–2024*

Richardson County, Nebraska, Metro and Non-Metro Nebraska

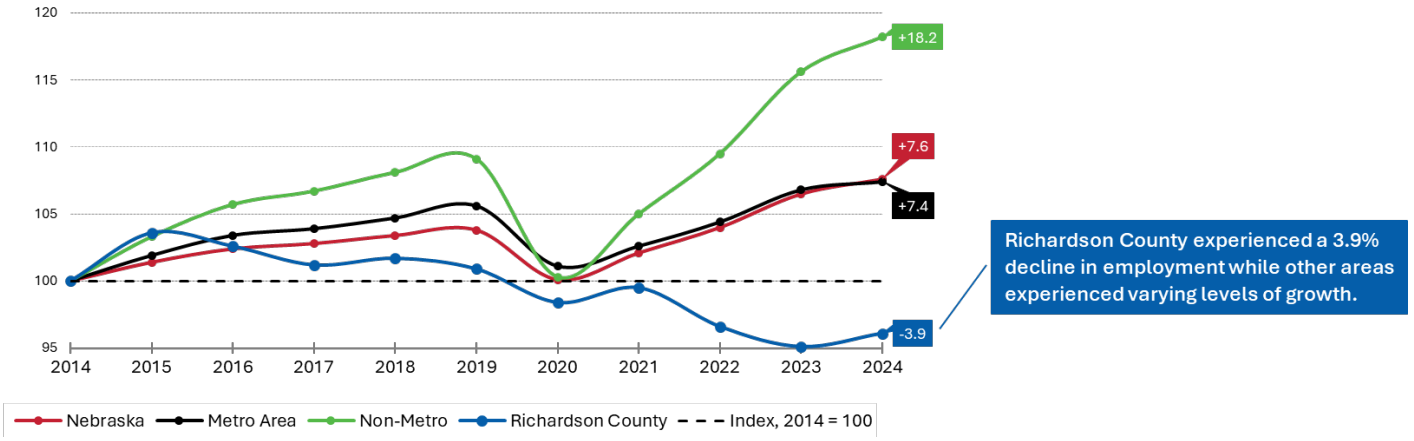
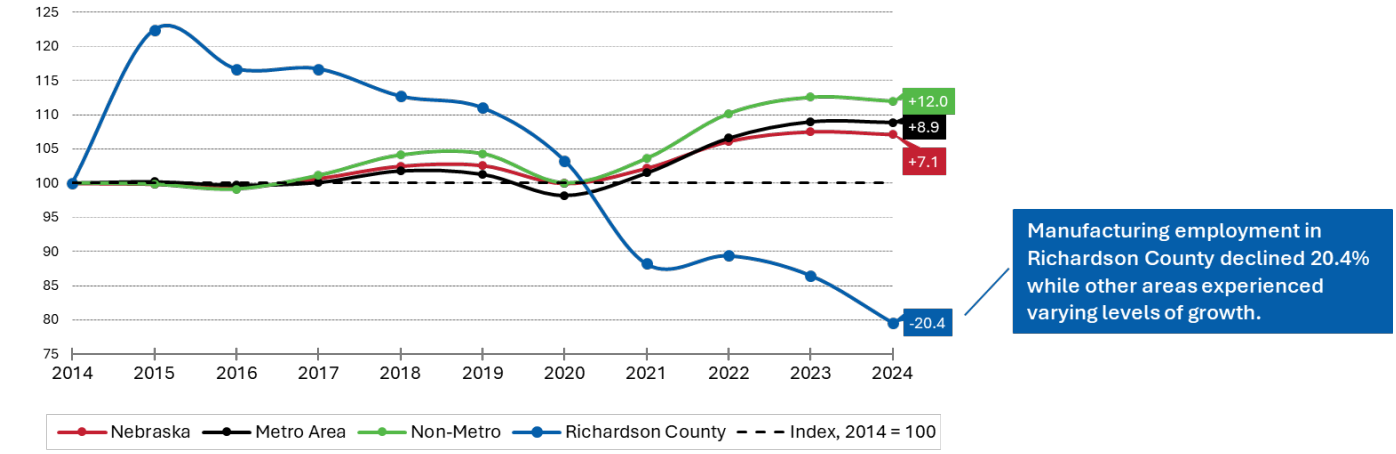



Chart 3 presents data on manufacturing wage and salary employment growth for Richardson County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Richardson County recorded a 20.4 percent decrease in employment (50 jobs) between 2014 and 2024. This compares to a 12.0 percent increase in employment for non-metropolitan Nebraska; a 7.1 percent increase for Nebraska as a whole; and a 8.9 percent increase for metropolitan Nebraska over the same period.

**CHART 3**

## Manufacturing W&S Employment · *2014–2024*

Richardson County, Nebraska, Metro and Non-Metro Nebraska



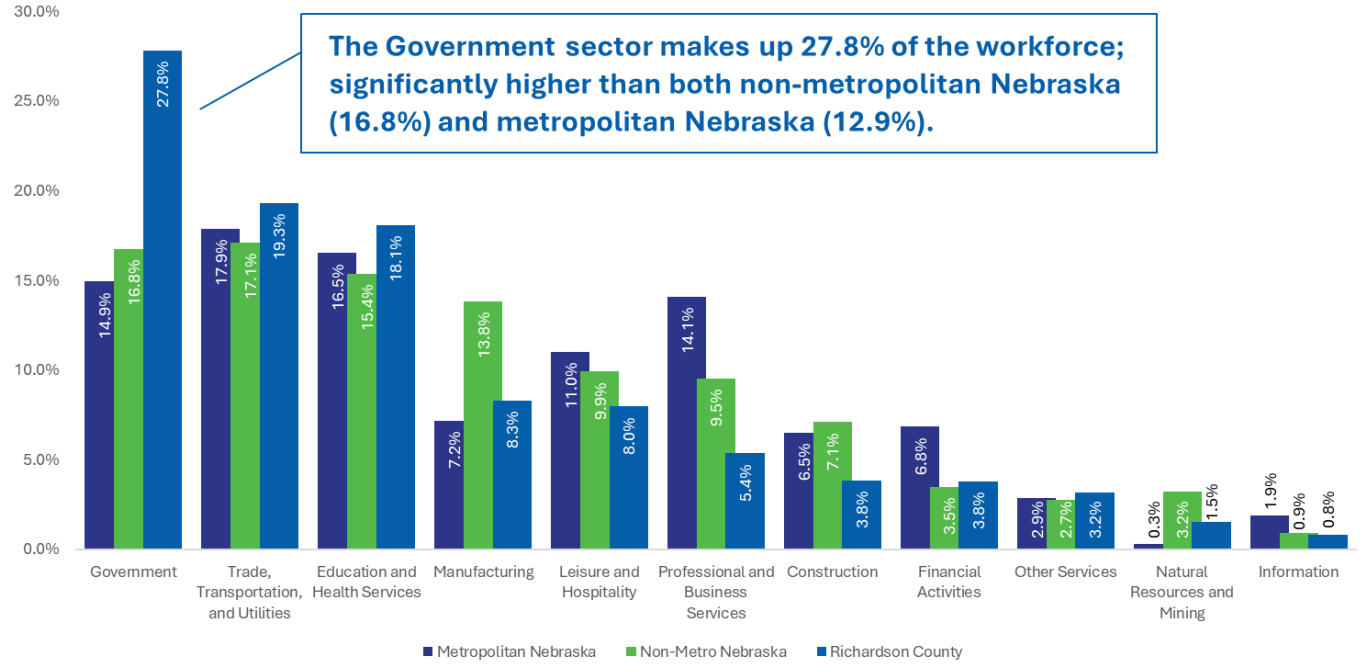

*Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2025*

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

When comparing the Richardson County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 27.8 percent of the county workforce (653 employees) compared to 16.8 percent for non-metropolitan Nebraska; a difference of 11.0 percent. Comparing Richardson County to the overall metropolitan distribution, the largest deviation is found in the Government sector (27.8 percent Richardson County vs. 14.9 percent metropolitan Nebraska; a difference of 12.9 percent).

**CHART 4**

## Nonfarm W&S Employment by Major Economic Sector




*U.S. Bureau of Labor Statistics*

The next table (Table 2) shows labor force information for Richardson County for the time period 2014–2024. 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 Richardson County residents participating in the labor force between 2014 and 2024 (10.2 percent or 436 people).

The number of those unemployed in Richardson County decreased by 22.6 percent (35 people) between 2014 and 2024. 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 Richardson County unemployment rate was 3.1 percent in 2024; above that for metropolitan Nebraska (2.8 percent), above Nebraska as a whole (2.8 percent), and below non-metropolitan Nebraska (3.4 percent).

**TABLE 2**

## Labor Force & Employment Trends · *2014–2024*

Richardson County, Nebraska

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | % Change 2014-2024 | # Change 2014-2024 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Labor Force | 4,279 | 4,317 | 4,261 | 4,223 | 4,252 | 4,258 | 4,197 | 4,294 | 4,198 | 4,029 | 3,843 | -10.2 | -436 |
| Employment | 4,124 | 4,179 | 4,124 | 4,086 | 4,123 | 4,125 | 4,062 | 4,192 | 4,110 | 3,944 | 3,723 | -9.7 | -401 |
| Unemployment | 155 | 138 | 137 | 137 | 129 | 133 | 135 | 102 | 88 | 85 | 120 | -22.6 | -35 |
| Unemployment Rate | 3.6 | 3.2 | 3.2 | 3.2 | 3.0 | 3.1 | 3.2 | 2.4 | 2.1 | 2.1 | 3.1 | N/A | N/A |

(N/A) - Data not available

**CHART 5**

## Unemployment Rate Trends · *2014–2024*

Non-Metropolitan Nebraska, Metropolitan Nebraska, Nebraska and Richardson County, Nebraska

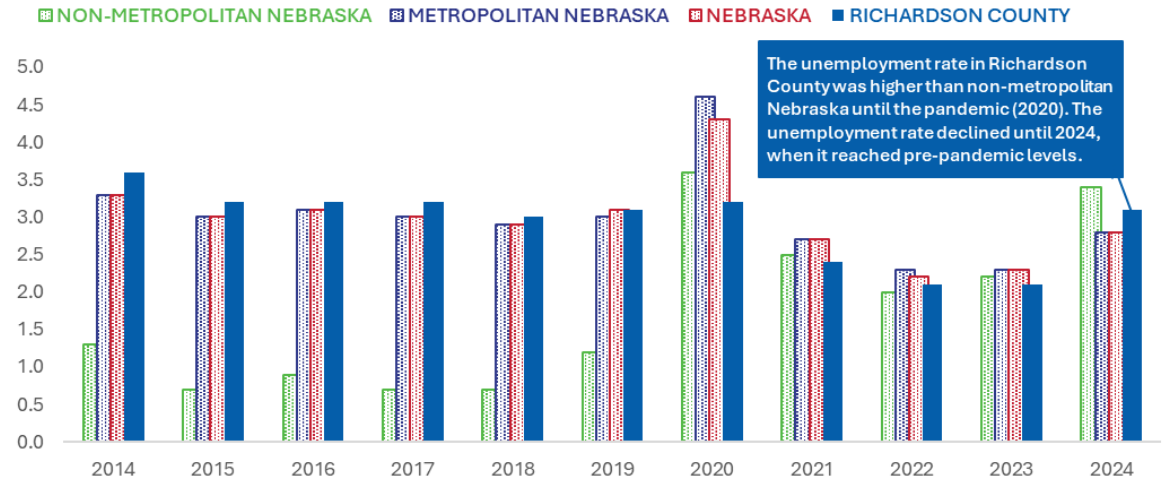
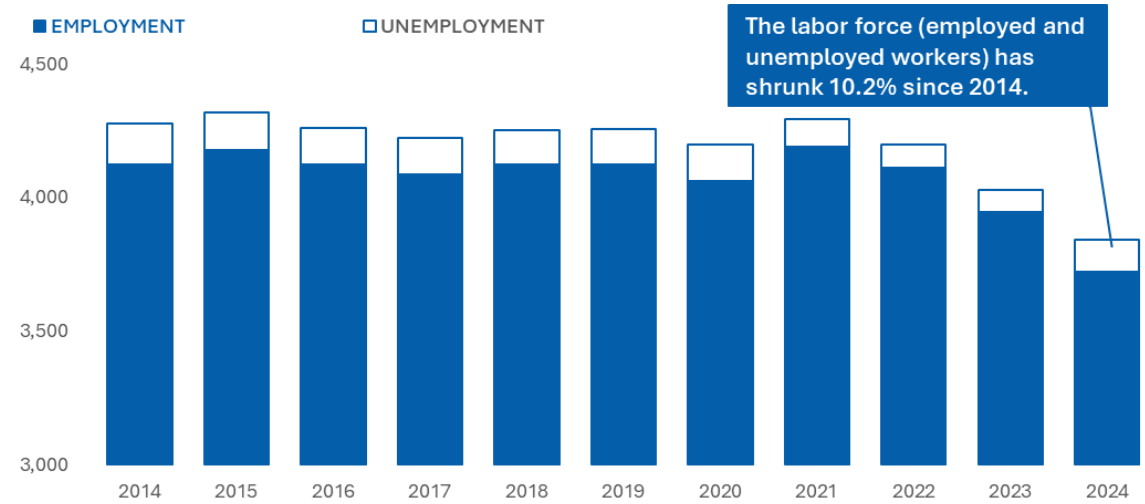



**CHART 6**

## Labor Force & Employment Trends · *2014–2024*

Richardson County, Nebraska




*Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2025*

# RESIDENCE AND WORK FLOW PATTERNS

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Richardson 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 Richardson County are from 2023.

Table 3 (pages 6–7) examines the Work Destination area for Richardson County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 3,351 county labor force participants holding primary jobs. As Table 3 shows, 83.0 percent of Richardson County's labor force participants are employed within the state of Nebraska. Approximately 46.4 percent of Richardson County workers remain within Richardson County for employment with 53.6 percent leaving the county borders for work (next page). The top ten incorporated places where Richardson County labor force participants are employed are also shown on the following page.

**TABLE 3**

## Work Destination Report · *2023*

Where Workers are Employed Who Live in the Selection Area

| | Count | Share |
|---|---|---|
| Total Primary Jobs | 3,351 | 100.0% |

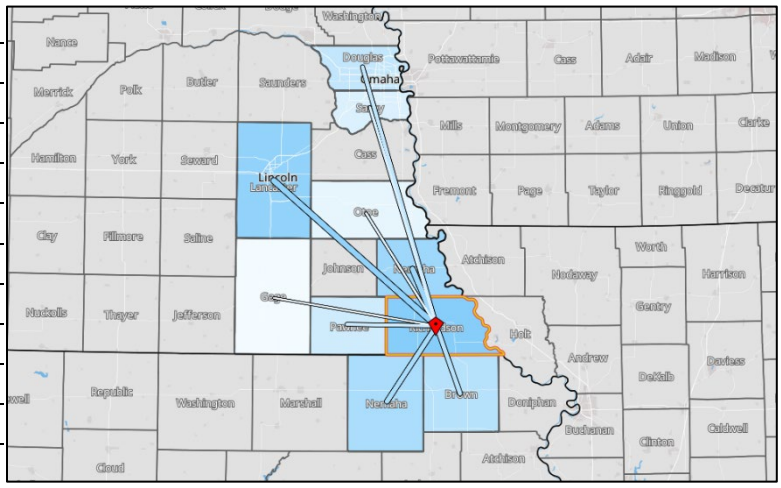
### By States

| | Count | Share |
|---|---|---|
| Nebraska | 2,781 | 83.0% |
| Kansas | 469 | 14.0% |
| Iowa | 52 | 1.6% |
| Missouri | 19 | 0.6% |
| South Dakota | 10 | 0.3% |
| Colorado | 5 | 0.1% |
| Illinois | 3 | 0.1% |
| Pennsylvania | 2 | 0.1% |
| Texas | 2 | 0.1% |
| Alabama | 1 | 0.0% |
| All Other Locations | 7 | 0.2% |



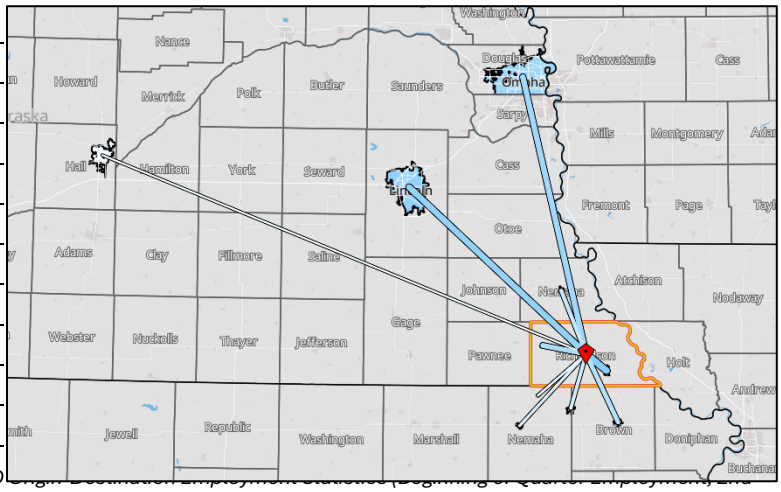
## By Counties

| | Count | Share |
|---|---|---|
| Richardson County, NE | 1,554 | 46.4% |
| Lancaster County, NE | 258 | 7.7% |
| Nemaha County, NE | 243 | 7.3% |
| Nemaha County, KS | 224 | 6.7% |
| Brown County, KS | 210 | 6.3% |
| Douglas County, NE | 200 | 6.0% |
| Pawnee County, NE | 69 | 2.1% |
| Sarpy County, NE | 53 | 1.6% |
| Otoe County, NE | 44 | 1.3% |
| Gage County, NE | 36 | 1.1% |
| All Other Locations | 460 | 13.7% |




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

| | Count | Share |
|---|---|---|
| Falls City city, NE | 1,111 | 33.2% |
| Lincoln city, NE | 243 | 7.3% |
| Omaha city, NE | 183 | 5.5% |
| Humboldt city, NE | 162 | 4.8% |
| Hiawatha city, KS | 113 | 3.4% |
| Auburn city, NE | 88 | 2.6% |
| Sabetha city, KS | 87 | 2.6% |
| Seneca city, KS | 79 | 2.4% |
| Bern city, KS | 36 | 1.1% |
| Grand Island city, NE | 32 | 1.0% |
| All Other Locations | 1,217 | 36.3% |




*Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2023).*

People also travel from other locations to work in Richardson 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 Richardson County. The Census identified 2,084 primary jobs within Richardson County. As Table 4 indicates, 90.0 percent of these jobs are held by Nebraska residents. Approximately 75.7 percent of Richardson 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 · *2023*

Where Workers Live Who are Employed in the Selection Area

| | Count | Share |
|---|---|---|
| Total Primary Jobs | 2,084 | 100.0% |

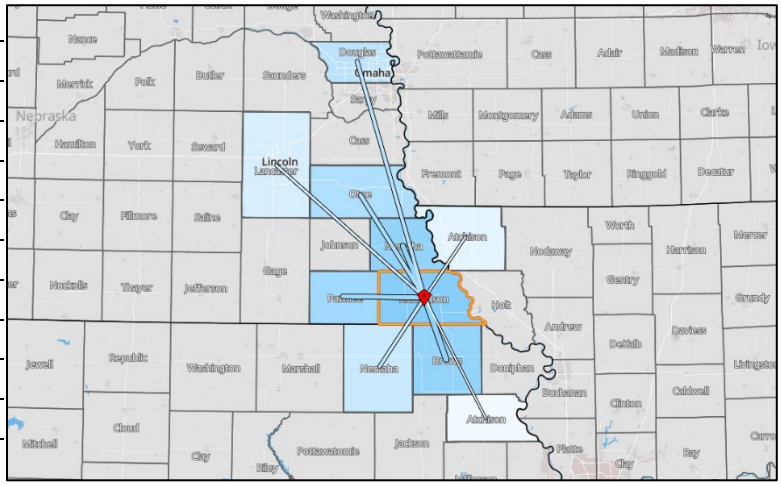
## By States

| | Count | Share |
|---|---|---|
| Nebraska | 1,848 | 90.0% |
| Kansas | 131 | 6.4% |
| Missouri | 48 | 2.3% |
| Iowa | 12 | 0.6% |
| Kentucky | 2 | 0.1% |
| New Mexico | 2 | 0.1% |
| New York | 2 | 0.1% |
| California | 1 | 0.0% |
| Colorado | 1 | 0.0% |
| Florida | 1 | 0.0% |
| All Other Locations | 6 | 0.3% |




## By Counties

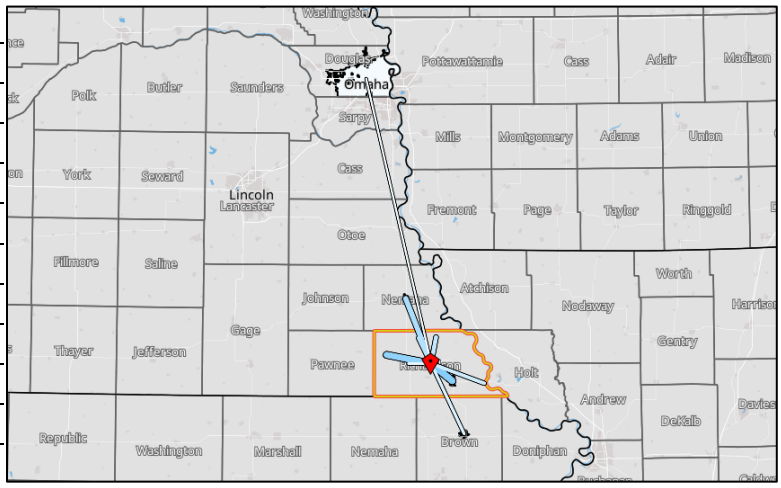
| | Count | Share |
|---|---|---|
| Richardson County, NE | 1,554 | 75.7% |
| Brown County, KS | 66 | 3.2% |
| Nemaha County, NE | 66 | 3.2% |
| Pawnee County, NE | 51 | 2.5% |
| Otoe County, NE | 35 | 1.7% |
| Douglas County, NE | 25 | 1.2% |
| Nemaha County, KS | 22 | 1.1% |
| Lancaster County, NE | 18 | 0.9% |
| Atchison County, MO | 12 | 0.6% |
| Atchison County, KS | 11 | 0.5% |
| All Other Locations | 194 | 9.4% |




*Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2023).*

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

| | Count | Share |
|---|---|---|
| Falls City city, NE | 886 | 43.1% |
| Humboldt city, NE | 119 | 5.8% |
| Verdon village, NE | 33 | 1.6% |
| Auburn city, NE | 32 | 1.6% |
| Stella village, NE | 31 | 1.5% |
| Shubert village, NE | 30 | 1.5% |
| Rulo village, NE | 29 | 1.4% |
| Hiawatha city, KS | 26 | 1.3% |
| Dawson village, NE | 23 | 1.1% |
| Omaha city, NE | 22 | 1.1% |
| All Other Locations | 823 | 40.1% |




*Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2023).*

The next table and charts (Table 5, page 9, Charts 7–15, pages 10–12) show an inflow/outflow report for the Richardson 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 Richardson County. More detailed figures can also be found in Tables 6–8 (pages 10–12).

**TABLE 5**

## Inflow/Outflow Report

Richardson County, Primary Jobs

| Selection Area Labor Market Size (Primary Jobs) | 2023 | | 2022 | | 2021 | |
|---|---|---|---|---|---|---|
| | Count | Share | Count | Share | Count | Share |
| Employed in the Selection Area | 2,054 | 100.0% | 2,084 | 100.0% | 2,096 | 100.0% |
| Living in the Selection Area | 3,351 | 163.1% | 3,392 | 162.8% | 3,356 | 160.1% |
| Net Job Inflow (+) or Outflow (-) | -1,297 | - | -1,308 | - | -1,260 | - |

| In-Area Labor Force Efficiency (Primary Jobs) | 2023 | | 2022 | | 2021 | |
|---|---|---|---|---|---|---|
| | Count | Share | Count | Share | Count | Share |
| Living in the Selection Area | 3,351 | 100.0% | 3,392 | 100.0% | 3,356 | 100.0% |
| Living and Employed in the Selection Area | 1,554 | 46.4% | 1,533 | 45.2% | 1,542 | 45.9% |
| Living in the Selection Area but Employed Outside | 1,797 | 53.6% | 1,859 | 54.8% | 1,814 | 54.1% |

| In-Area Employment Efficiency (Primary Jobs) | 2023 | | 2022 | | 2021 | |
|---|---|---|---|---|---|---|
| | Count | Share | Count | Share | Count | Share |
| Employed in the Selection Area | 2,054 | 100.0% | 2,084 | 100.0% | 2,096 | 100.0% |
| Employed and Living in the Selection Area | 1,554 | 75.7% | 1,533 | 73.6% | 1,542 | 73.6% |
| Employed in the Selection Area but Living Outside | 500 | 24.3% | 551 | 26.4% | 554 | 26.4% |

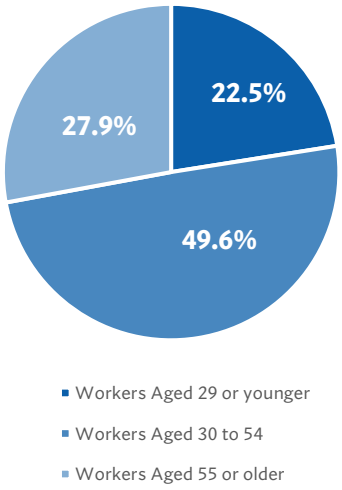
**TABLE 6**

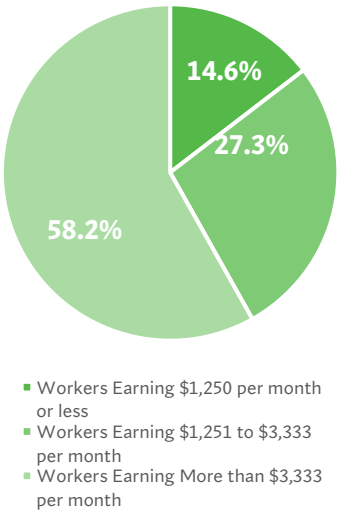
# Worker Outflow by Job Characteristic

Richardson County

| Outflow Job Characteristics | 2023 | | 2022 | | 2021 | |
|---|---|---|---|---|---|---|
| | Count | Share | Count | Share | Count | Share |
| External Jobs Filled by Residents | 1,797 | 100.0% | 1,859 | 100.0% | 1,814 | 100.0% |
| Workers Aged 29 or younger | 404 | 22.5% | 433 | 23.3% | 470 | 25.9% |
| Workers Aged 30 to 54 | 891 | 49.6% | 902 | 48.5% | 805 | 44.4% |
| Workers Aged 55 or older | 502 | 27.9% | 524 | 28.2% | 539 | 29.7% |
| Workers Earning $1,250 per month or less | 262 | 14.6% | 299 | 16.1% | 305 | 16.8% |
| Workers Earning $1,251 to $3,333 per month | 490 | 27.3% | 611 | 32.9% | 637 | 35.1% |
| Workers Earning More than $3,333 per month | 1,045 | 58.2% | 949 | 51.0% | 872 | 48.1% |
| Workers in the “Goods Producing” Industry Class | 486 | 27.0% | 486 | 26.1% | 429 | 23.6% |
| Workers in the “Trade, Transportation, and Utilities” Industry Class | 495 | 27.5% | 508 | 27.3% | 499 | 27.5% |
| Workers in the “All Other Services” Industry Class | 816 | 45.4% | 865 | 46.5% | 886 | 48.8% |

**CHART 7, 8 & 9**



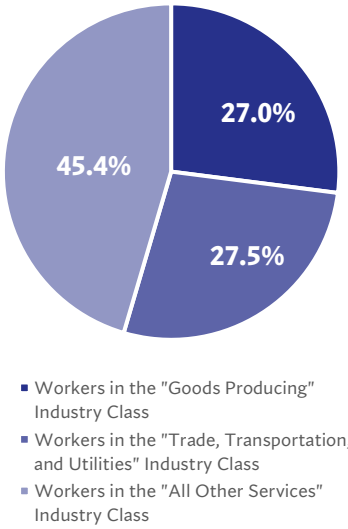



**TABLE 7**

# Worker Inflow by Job Characteristic

Richardson County

| Inflow Job Characteristics | 2023 | | 2022 | | 2021 | |
|---|---|---|---|---|---|---|
| | Count | Share | Count | Share | Count | Share |
| Internal Jobs Filled by Outside Workers | 500 | 100.0% | 551 | 100.0% | 554 | 100.0% |
| Workers Aged 29 or younger | 91 | 18.2% | 132 | 24.0% | 115 | 20.8% |
| Workers Aged 30 to 54 | 234 | 46.8% | 274 | 49.7% | 256 | 46.2% |
| Workers Aged 55 or older | 175 | 35.0% | 145 | 26.3% | 183 | 33.0% |
| Workers Earning $1,250 per month or less | 82 | 16.4% | 105 | 19.1% | 104 | 18.8% |
| Workers Earning $1,251 to $3,333 per month | 150 | 30.0% | 174 | 31.6% | 195 | 35.2% |
| Workers Earning More than $3,333 per month | 268 | 53.6% | 272 | 49.4% | 255 | 46.0% |
| Workers in the “Goods Producing” Industry Class | 76 | 15.2% | 105 | 19.1% | 99 | 17.9% |
| Workers in the “Trade, Transportation, and Utilities” Industry Class | 132 | 26.4% | 118 | 21.4% | 139 | 25.1% |
| Workers in the “All Other Services” Industry Class | 292 | 58.4% | 328 | 59.5% | 316 | 57.0% |

**CHART 10, 11 & 12**

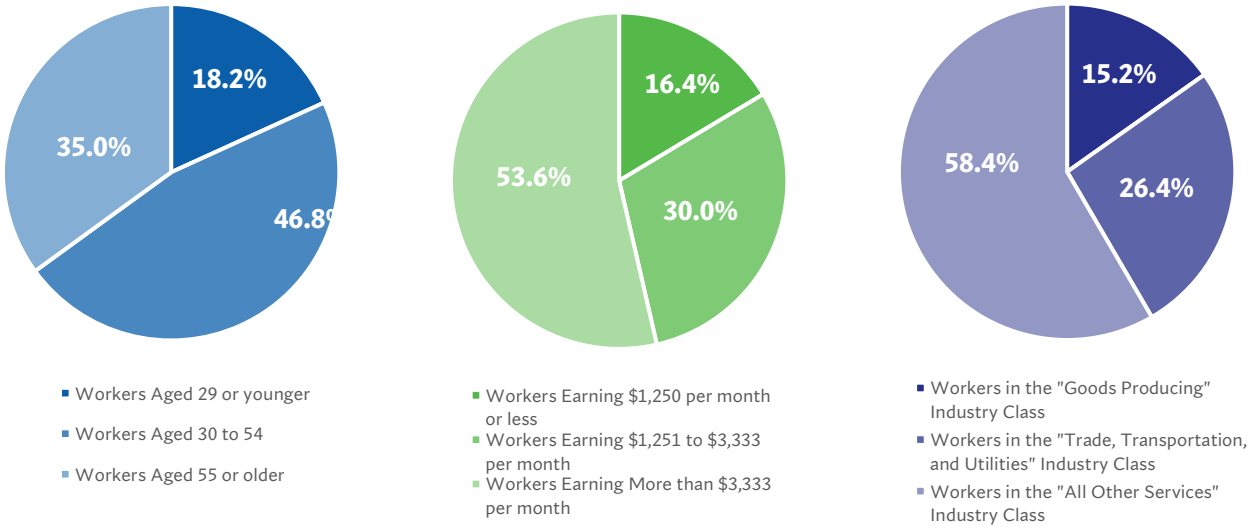


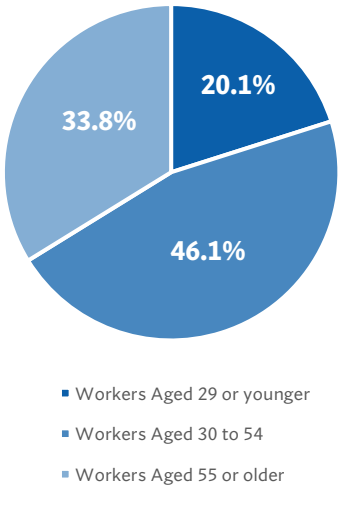
**TABLE 8**

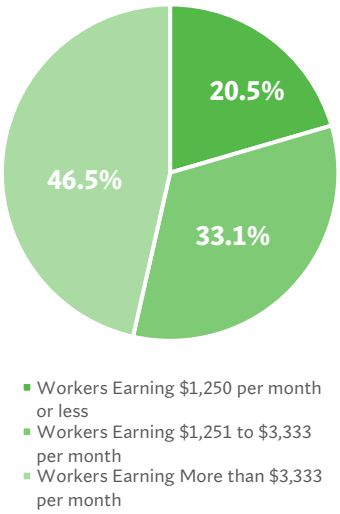
# Worker Interior by Job Characteristic

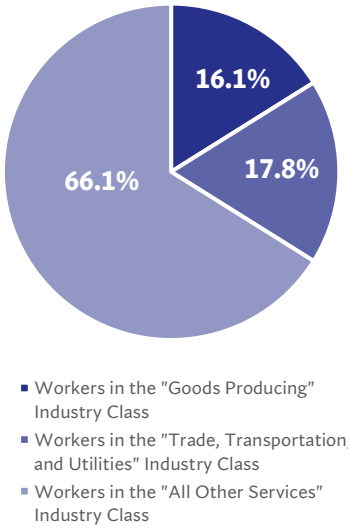
Richardson County

| Interior Flow Job Characteristics | 2023 | | 2022 | | 2021 | |
|---|---|---|---|---|---|---|
| | Count | Share | Count | Share | Count | Share |
| Internal Jobs Filled by Residents | 1,554 | 100.0% | 1,533 | 100.0% | 1,542 | 100.0% |
| Workers Aged 29 or younger | 312 | 20.1% | 257 | 16.8% | 285 | 18.5% |
| Workers Aged 30 to 54 | 716 | 46.1% | 724 | 47.2% | 722 | 46.8% |
| Workers Aged 55 or older | 526 | 33.8% | 552 | 36.0% | 535 | 34.7% |
| Workers Earning $1,250 per month or less | 318 | 20.5% | 281 | 18.3% | 333 | 21.6% |
| Workers Earning $1,251 to $3,333 per month | 514 | 33.1% | 584 | 38.1% | 611 | 39.6% |
| Workers Earning More than $3,333 per month | 722 | 46.5% | 668 | 43.6% | 598 | 38.8% |
| Workers in the “Goods Producing” Industry Class | 250 | 16.1% | 258 | 16.8% | 255 | 16.5% |
| Workers in the “Trade, Transportation, and Utilities” Industry Class | 277 | 17.8% | 290 | 18.9% | 294 | 19.1% |
| Workers in the “All Other Services” Industry Class | 1,027 | 66.1% | 985 | 64.3% | 993 | 64.4% |

**CHART 13, 14 & 15**



The Distance/Direction Report depicted in Table 9 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Richardson County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Richardson County is approximately the same in 2023 compared to 2021. The distribution of miles traveled to work has also shifted since 2023, with slightly more people traveling less than 10 miles to work and more 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 | 2023 | | 2022 | | 2021 | |
|---|---|---|---|---|---|---|
| | Count | Share | Count | Share | Count | Share |
| Total Primary Jobs | 3,351 | 100.0% | 3,392 | 100.0% | 3,356 | 100.0% |
| Less than 10 miles | 1,313 | 39.2% | 1,311 | 38.6% | 1,269 | 37.8% |
| 10 to 24 miles | 813 | 24.3% | 810 | 23.9% | 873 | 26.0% |
| 25 to 50 miles | 284 | 8.5% | 328 | 9.7% | 307 | 9.1% |
| Greater than 50 miles | 941 | 28.1% | 943 | 27.8% | 907 | 27.0% |

*Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2023).*

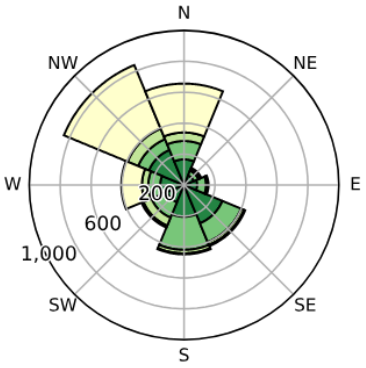



Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Richardson County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Richardson County has decreased since 2020. The data also show the majority of Richardson County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

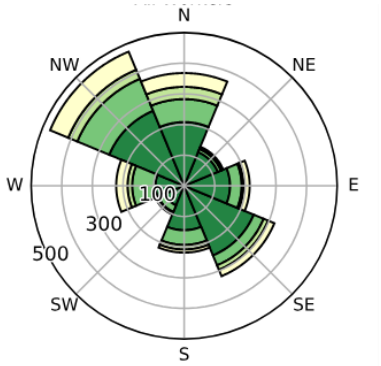
**TABLE 10 & FIGURE 2**

## Distance/Direction Report · *Work to Home Census Block*

Work within study area – distance to home

| Job Counts in Work Blocks | 2022 | | 2021 | | 2020 | |
|---|---|---|---|---|---|---|
| | Count | Share | Count | Share | Count | Share |
| Total Primary Jobs | 2,054 | 100.0% | 2,084 | 100.0% | 2,096 | 100.0% |
| Less than 10 miles | 1,296 | 63.1% | 1,288 | 61.8% | 1,261 | 60.2% |
| 10 to 24 miles | 419 | 20.4% | 398 | 19.1% | 447 | 21.3% |
| 25 to 50 miles | 131 | 6.4% | 151 | 7.2% | 160 | 7.6% |
| Greater than 50 miles | 208 | 10.1% | 247 | 11.9% | 228 | 10.9% |

*Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2023).*



# POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Richardson County and the surrounding area. As Table 11 indicates, Richardson County's population experienced an average annual decrease of 1 percent between 1970 and 2010 for a total decrease of 31.9 percent or 3,914 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Richardson County reported an average annual decrease of 0.6 percent in population from 2000 to 2024 (8.3 percent or 697 people total).

**TABLE 11**

## County Population · *1970–2024*

Richardson County and the Surrounding Area

| Location | 1970 | 1980 | 1990 | 2000 | 2010 | 2020 | 2024 | Avg. Annual % Change 1970-2010 | Avg. Annual % Change 2010-2024 |
|---|---|---|---|---|---|---|---|---|---|
| Nebraska | 1,485,333 | 1,569,825 | 1,578,417 | 1,711,265 | 1,826,341 | 1,963,387 | 2,005,465 | 0.5 | 0.7 |
| **Richardson County** | **12,277** | **11,315** | **9,937** | **9,531** | **8,363** | **7,860** | **7,666** | **-1.0** | **-0.6** |
| Johnson County | 5,743 | 5,285 | 4,673 | 4,488 | 5,217 | 5,295 | 5,219 | -0.2 | 0.0 |
| Nemaha County | 8,976 | 8,367 | 7,980 | 7,576 | 7,248 | 7,085 | 7,046 | -0.5 | -0.2 |
| Pawnee County | 4,473 | 3,937 | 3,317 | 3,087 | 2,773 | 2,541 | 2,521 | -1.2 | -0.7 |

Table 12 data reveals the population of Richardson County's incorporated places as a whole experienced an average annual population decrease of 0.7 percent from 1970 to 2010 and an average annual decrease of 0.6 percent from 2010 to 2024 for a total of 31.6 percent (2,625 people) from 1970 to 2024. Falls City, the county's largest city, reported a 25.7 percent decrease in population (1,399 people) between 1970 and 2024. The unincorporated areas outside of the selected communities experienced a 49 percent decrease (1,944 people) during the period 1970–2024.

**TABLE 12**

## Population · *1970–2024*

Richardson County Communities/Rural Populations

| Location | 1970 | 1980 | 1990 | 2000 | 2010 | 2020 | 2024 | % Change 1970-2010 | % Change 2010-2024 |
|---|---|---|---|---|---|---|---|---|---|
| Nebraska | 1,485,333 | 1,569,825 | 1,578,417 | 1,711,265 | 1,826,341 | 1,963,387 | 2,005,465 | 0.5 | 0.7 |
| **Richardson County** | **12,277** | **11,315** | **9,937** | **9,531** | **8,363** | **7,860** | **7,708** | **-1.0** | **-0.6** |
| Barada | 58 | 36 | 24 | 28 | 24 | 22 | 20 | -2.2 | -1.3 |
| Dawson | 251 | 215 | 171 | 209 | 146 | 135 | 145 | -1.3 | 0.0 |
| Falls City | 5,444 | 5,374 | 4,844 | 4,671 | 4,325 | 4,076 | 4,045 | -0.6 | -0.5 |
| Humboldt | 1,194 | 1,176 | 1,003 | 941 | 877 | 796 | 790 | -0.8 | -0.7 |
| Rulo | 299 | 261 | 191 | 226 | 172 | 159 | 144 | -1.4 | -1.3 |
| Salem | 214 | 221 | 160 | 138 | 112 | 103 | 83 | -1.6 | -2.1 |
| Shubert | 240 | 267 | 237 | 252 | 150 | 137 | 156 | -1.2 | 0.3 |
| Stella | 282 | 289 | 248 | 220 | 152 | 142 | 145 | -1.5 | -0.3 |
| Verdon | 265 | 278 | 248 | 223 | 172 | 161 | 158 | -1.1 | -0.6 |
| **Total Incorporated Places** | **8,311** | **8,162** | **7,166** | **6,958** | **6,158** | **5,757** | **5,686** | **-0.7** | **-0.6** |
| **Unincorporated Areas** | **3,966** | **3,153** | **2,771** | **2,573** | **2,205** | **2,103** | **2,022** | **-1.5** | **-0.6** |

*U.S. Bureau of the Census, Annual Estimates of the Resident Population for Incorporated Places in the United States: April 2020 to July 1, 2024, May 2025*

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 156 greater than the number of people living in Richardson County one-year ago. This indicates Richardson 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*

Richardson County, Nebraska

| | |
|---|---|
| Current population one-year or older | 7,707 |
| Number of people living in the area one-year ago | 7,551 |
| Population change due to migration and mortality | 156 |

*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 16 reveal a net gain of 103 people from other Nebraska counties and a net gain of 53 people from other states for a total net gain of 156 people one-year or older. As shown in Chart 16, net gains occurred in the age groups Age 1 to 17 (gain of 114) , Age 25 to 44 (gain of 36), Age 65 and over (gain of 17), and net losses in age groups Age 18 to 24, (loss of 3), Age 45 to 64, (loss of 8).

Chart 16 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was a gain in residents with a bachelor's degree, associate's degree, or some college (gain of 27), graduate or professional degree (gain of 53) and a loss of residents with a HS diploma or less (loss of 35) .

**CHART 16**

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

Richardson County and Nebraska

| -- Part A: By Age Group -- | | | | | | | |
|---|---|---|---|---|---|---|---|
| Age Group | Moved to Different Nebraska County | Moved From Different Nebraska County | Net Gain From Nebraska Counties | Moved to Different State | Moved From Different State | Net Gain From Other States | Net Gain From Nebraska Counties and Other States |
| Age 1 to 17 | 0 | 71 | 71 | 0 | 43 | 43 | 114 |
| Age 18 to 24 | 45 | 85 | 40 | 80 | 37 | -43 | -3 |
| Age 25 to 44 | 38 | 31 | -7 | 42 | 85 | 43 | 36 |
| Age 45 to 64 | 37 | 19 | -18 | 30 | 40 | 10 | -8 |
| Age 65 and over | 10 | 27 | 17 | 11 | 11 | 0 | 17 |
| **Total** | **130** | **233** | **103** | **163** | **216** | **53** | **156** |
| **-- Part B: By Educational Attainment --** | | | | | | | |
| Educational Attainment | Moved to Different Nebraska County | Moved From Different Nebraska County | Net Gain From Nebraska Counties | Moved to Different State | Moved From Different State | Net Gain From Other States | Net Gain From Nebraska Counties and Other States |
| HS diploma or less | 55 | 40 | -15 | 44 | 24 | -20 | -35 |
| Bachelor's or some college | 24 | 37 | 13 | 27 | 41 | 14 | 27 |
| Grad. or Prof. degree | 6 | 0 | -6 | 12 | 71 | 59 | 53 |
| **Total** | **85** | **77** | **-8** | **83** | **136** | **53** | **45** |

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 17; Table 14) compare the U.S. Census Bureau's age distribution of population for Nebraska as a whole and Richardson County. The population of Richardson County is significantly older than Nebraska as a whole. The median age for Richardson County residents in 2024 was 45.8 years of age compared to 37.3 years of age for residents of Nebraska as a whole.

**CHART 17**

## Age Distribution of the Population · *2024*

Richardson County and Nebraska

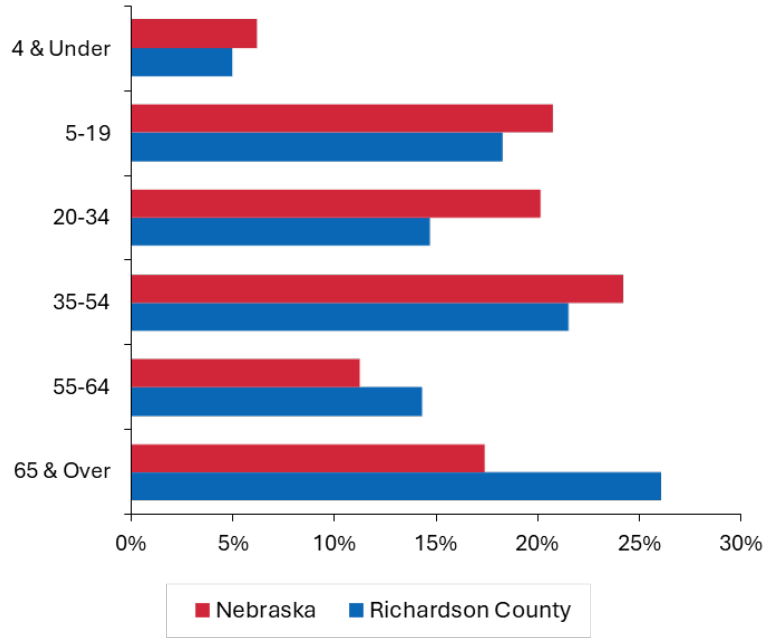



**TABLE 14**

| | 2024 Population | | Percent | |
|---|---|---|---|---|
| | Nebraska | Richardson County | Nebraska | Richardson County |
| 4 & Under | 124,599 | 386 | 6.2% | 5.0% |
| 5-19 | 415,999 | 1,403 | 20.7% | 18.3% |
| 20-34 | 403,979 | 1,129 | 20.1% | 14.7% |
| 35-54 | 485,440 | 1,650 | 24.2% | 21.5% |
| 55-64 | 225,999 | 1,099 | 11.3% | 14.3% |
| 65 & Over | 349,449 | 1,999 | 17.4% | 26.1% |
| **Total** | **2,005,465** | **7,666** | **100%** | **100%** |
| **Median Age** | **37.3** | **45.8** | | |

*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 Richardson 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 18 graphically depicts the median age distribution for the study area.

**TABLE 15**

## Median Age by Location and Gender · *2019-2023*

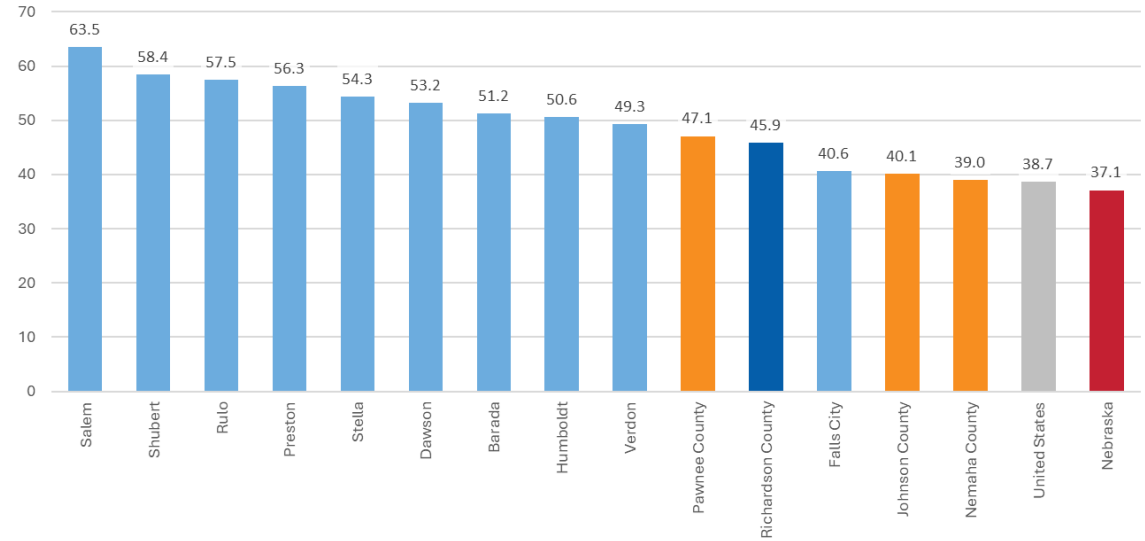
Richardson County and the Surrounding Area

| | Median Age | | |
|---|---|---|---|
| | **Total** | **Male** | **Female** |
| **United States** | **38.7** | **37.7** | **39.8** |
| **Nebraska** | **37.1** | **36.3** | **37.8** |
| **Richardson County** | **45.9** | **43.8** | **48.5** |
| Barada | 51.2 | 51.5 | 47.8 |
| Dawson | 53.2 | 59.4 | 49.7 |
| Falls City | 40.6 | 40.2 | 40.9 |
| Humboldt | 50.6 | 39.1 | 58.4 |
| Preston | 56.3 | 35.8 | 72.5 |
| Rulo | 57.5 | 56.1 | 66.7 |
| Salem | 63.5 | 63.5 | 64.5 |
| Shubert | 58.4 | 58.0 | 58.8 |
| Stella | 54.3 | 45.3 | 58.2 |
| Verdon | 49.3 | 35.5 | 50.2 |
| Johnson County | 40.1 | 37.2 | 46.6 |
| Nemaha County | 39.0 | 36.8 | 41.3 |
| Pawnee County | 47.1 | 44.5 | 47.8 |

**CHART 18**

## Median Age by Location · *2019-2023*

Richardson County and the Surrounding Area




*U.S. Census Bureau, 2019-2023 American Community Survey, April 2025*

# RETAIL SALES

Table 16 and Chart 19 show the retail sales (non-motor vehicle) pull factors for Richardson County and the surrounding area for 2024. 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.

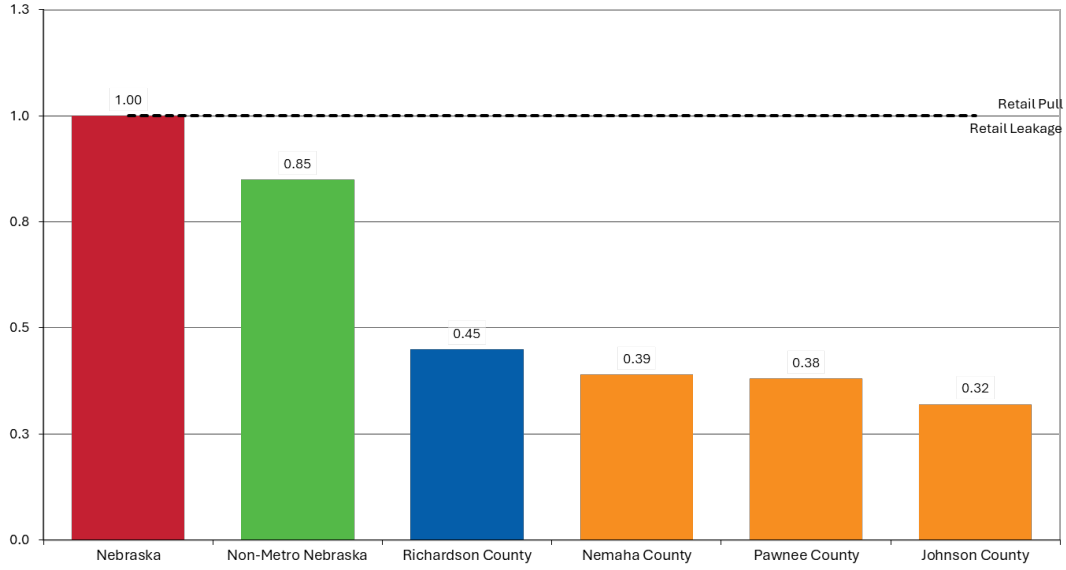
**TABLE 16**

## Retail Sales Non-Motor Vehicles Pull Factors · *2024*

Nebraska, Richardson County and Surrounding Counties

| | 2024 Population | 2024 Retail Sales (x $1,000) | 2024 Per Cap Sales ($) | 2024 Pull Factor |
|---|---|---|---|---|
| Nebraska | 2,005,465 | 31,974,282 | 15,944 | **1.00** |
| Non-Metro Nebraska | 776,701 | 10,563,838 | 13,601 | **0.85** |
| **Richardson County** | **7,666** | **55,148** | **7,194** | **0.45** |
| Johnson County | 5,219 | 27,039 | 5,181 | **0.32** |
| Nemaha County | 7,046 | 43,556 | 6,182 | **0.39** |
| Pawnee County | 2,521 | 15,400 | 6,109 | **0.38** |

**CHART 19**




*U.S. Census Bureau and Nebraska Department of Revenue, June 2025*

Reviewing the pull factors at the county level indicates Richardson County experiences net retail leakages. The 2024 pull factor of 0.45 indicates, on a per capita basis, retail sales in Richardson County are 54.9 percent 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 Richardson County (0.45) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Richardson

County are 47.1 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 17 and Chart 20 compare the 2024 pull factors for selected area communities. The Johnson County community of Tecumseh's pull factor of 0.77 indicates that, on a per capita basis, non-motor vehicle retail sales in Tecumseh are approximately 22.9 percent less than the state's average per capita sales.

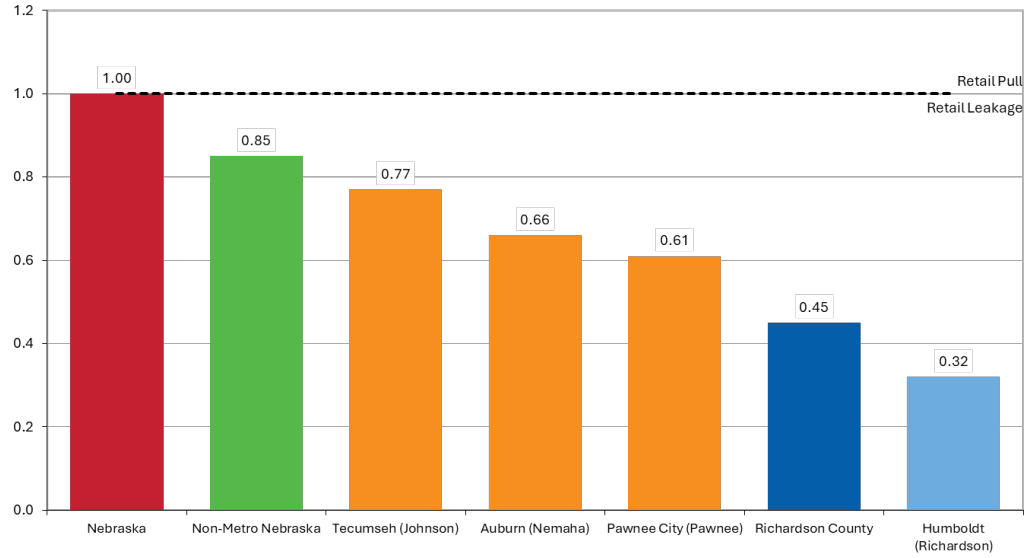
**TABLE 17**

## Retail Sales Non-Motor Vehicles Pull Factors · *2024*

Nebraska and Selected Study Area Cities

| | 2024 Population | 2024 Retail Sales (x $1,000) | 2024 Per Cap Sales ($) | 2024 Pull Factor |
|---|---|---|---|---|
| Nebraska | 2,005,465 | 31,974,282 | 15,944 | **1.00** |
| Non-Metro Nebraska | 776,701 | 10,563,838 | 13,601 | **0.85** |
| **Richardson County** | **7,666** | **55,148** | **7,194** | **0.45** |
| **Humboldt (Richardson)** | **784** | **4,029** | **5,139** | **0.32** |
| Tecumseh (Johnson) | 1,697 | 20,866 | 12,296 | **0.77** |
| Auburn (Nemaha) | 3,473 | 36,750 | 10,582 | **0.66** |
| Pawnee City (Pawnee) | 844 | 8,180 | 9,692 | **0.61** |

**CHART 20**




*U.S. Census Bureau and Nebraska Department of Revenue, June 2025*

Table 18 (sorted by population) and Chart 21 (sorted by pull factor) further break down the 2024 pull factors into the communities reporting retail sales figures within Richardson County. As this table indicates, the community of Dawson had the strongest pull factor (1.14) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.45 for Richardson County in 2024.

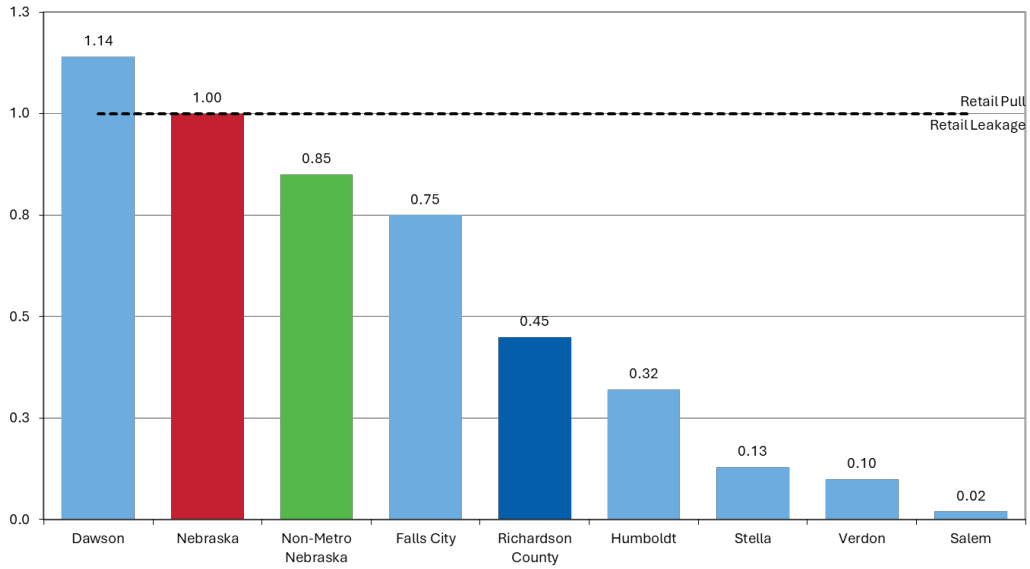
**TABLE 18**

## Retail Sales Non-Motor Vehicles Pull Factors · *2024*

Nebraska and Available Richardson County Communities

| | 2024 Population | 2024 Retail Sales (x $1,000) | 2024 Per Cap Sales ($) | 2024 Pull Factor |
|---|---|---|---|---|
| Nebraska | 2,005,465 | 31,974,282 | 15,944 | **1.00** |
| Non-Metro Nebraska | 776,701 | 10,563,838 | 13,601 | **0.85** |
| **Richardson County** | **7,666** | **55,148** | **7,194** | **0.45** |
| Falls City | 4,044 | 48,126 | 11,901 | **0.75** |
| Humboldt | 784 | 3,932 | 5,015 | **0.32** |
| Verdon | 158 | 252 | 1,595 | **0.10** |
| Stella | 144 | 292 | 2,029 | **0.13** |
| Dawson | 140 | 2,542 | 18,160 | **1.14** |
| Salem | 81 | 32 | 398 | **0.02** |

**CHART 21**




*U.S. Census Bureau and Nebraska Department of Revenue, June 2025*

Table 19 (sorted by population) and Chart 22 (sorted by pull factor) show the 2024 pull factors for Nebraska, Humbolt, and eight other similarly sized communities selected from around the state. Benkelman's pull factor of 0.79 leads the group for 2024 thus indicating Benkelman has greater retail pull.

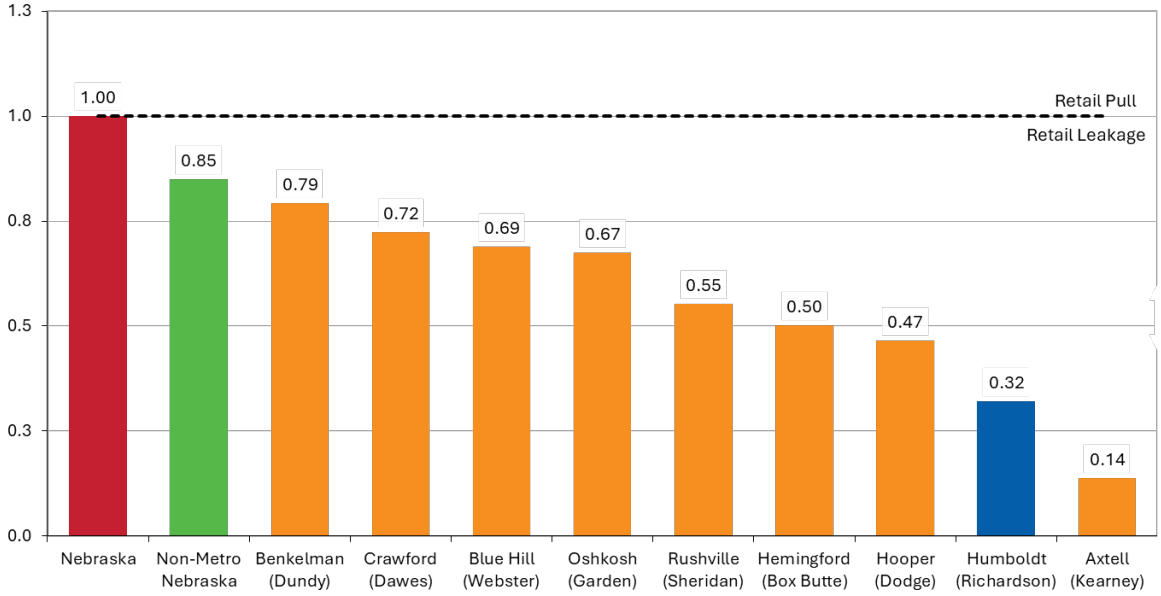
**TABLE 19**

# Retail Sales Non-Motor Vehicles Pull Factors · *2024*

Humbolt & Other Similarly Sized Nebraska Communities

| | 2024 Population | 2024 Retail Sales (x $1,000) | 2024 Per Cap Sales ($) | 2024 Pull Factor |
|---|---|---|---|---|
| Nebraska | 2,005,465 | 31,974,282 | 15,944 | 1.00 |
| Non-Metro Nebraska | 776,701 | 10,563,838 | 13,601 | 0.85 |
| **Humboldt (Richardson)** | **784** | **4,029** | **5,139** | **0.32** |
| Hooper (Dodge) | 796 | 5,898 | 7,409 | 0.46 |
| Crawford (Dawes) | 795 | 9,182 | 11,549 | 0.72 |
| Rushville (Sheridan) | 788 | 6,944 | 8,813 | 0.55 |
| Blue Hill (Webster) | 786 | 8,634 | 10,985 | 0.69 |
| Benkelman (Dundy) | 780 | 9,862 | 12,643 | 0.79 |
| Axtell (Kearney) | 769 | 1,682 | 2,187 | 0.14 |
| Oshkosh (Garden) | 767 | 8,240 | 10,743 | 0.67 |
| Hemingford (Box Butte) | 766 | 6,125 | 7,996 | 0.50 |

**CHART 22**



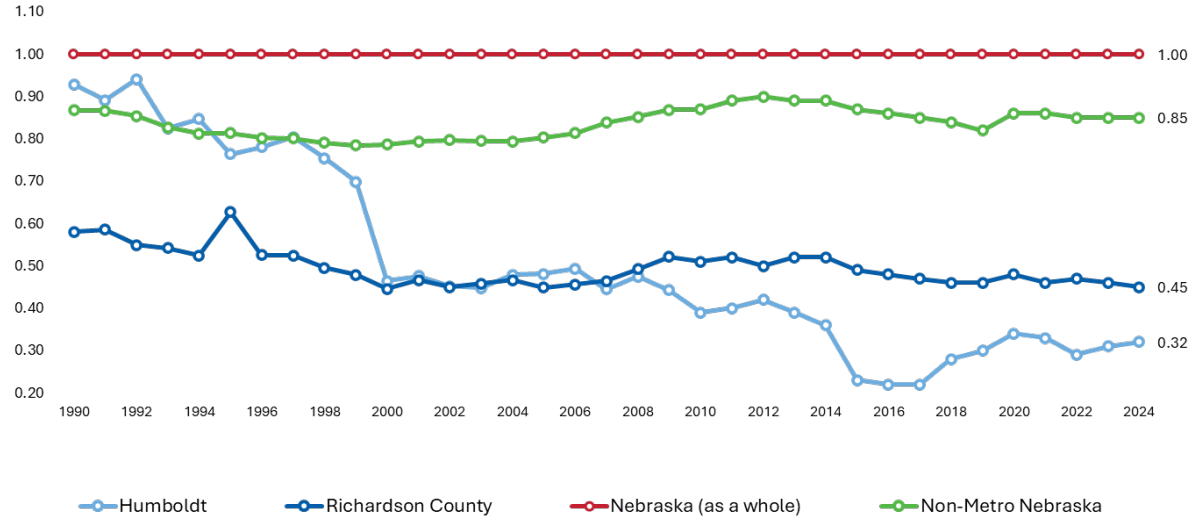

*U.S. Census Bureau and Nebraska Department of Revenue, June 2025*

Chart 23 illustrates the pull factor trend for Humbolt, Richardson County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2024. In examining the timeline, the city of Humbolt shows retail pull fluctuating below the state average throughout the entire study period. Data within Richardson County (as a whole) also shows the pull factor below the non-metropolitan county average and the Nebraska (as a whole) average throughout the time period.

**CHART 23**

## Pull Factors · *1990–2024*

Humbolt, Richardson County, Non-Metro & Nebraska (as a whole)




*U.S. Census Bureau and Nebraska Department of Revenue, June 2025*

# PER CAPITA PERSONAL INCOME

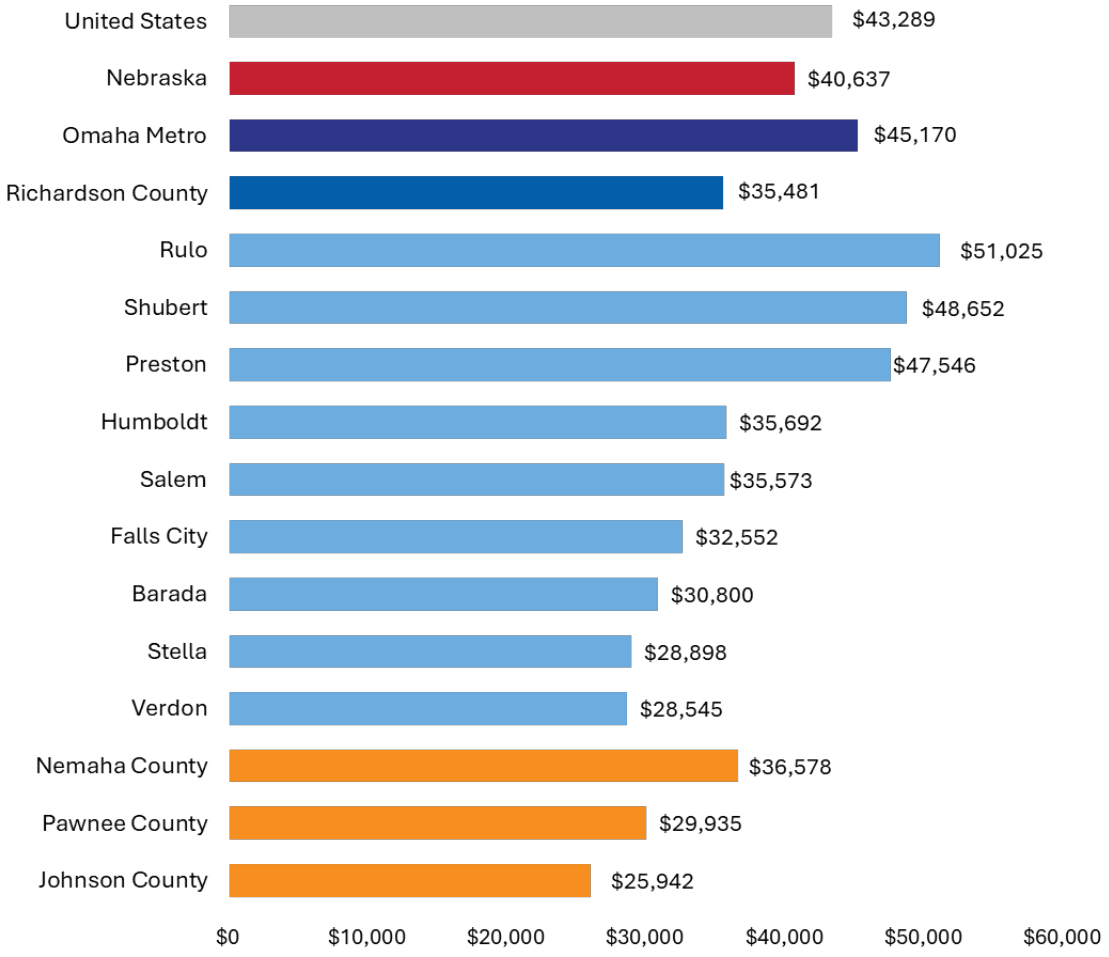
Chart 24 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources, including earnings, retirement income, and public assistance.

The 2019-2023 five-year estimates show that per capita personal income for Richardson County is estimated to be $35,481 compared to $40,637 for Nebraska as a whole.

**CHART 24**

## Per Capita Personal Income · *2019-2023*

Nebraska, Richardson County & Surrounding Counties




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

# MEDIAN HOUSEHOLD INCOME

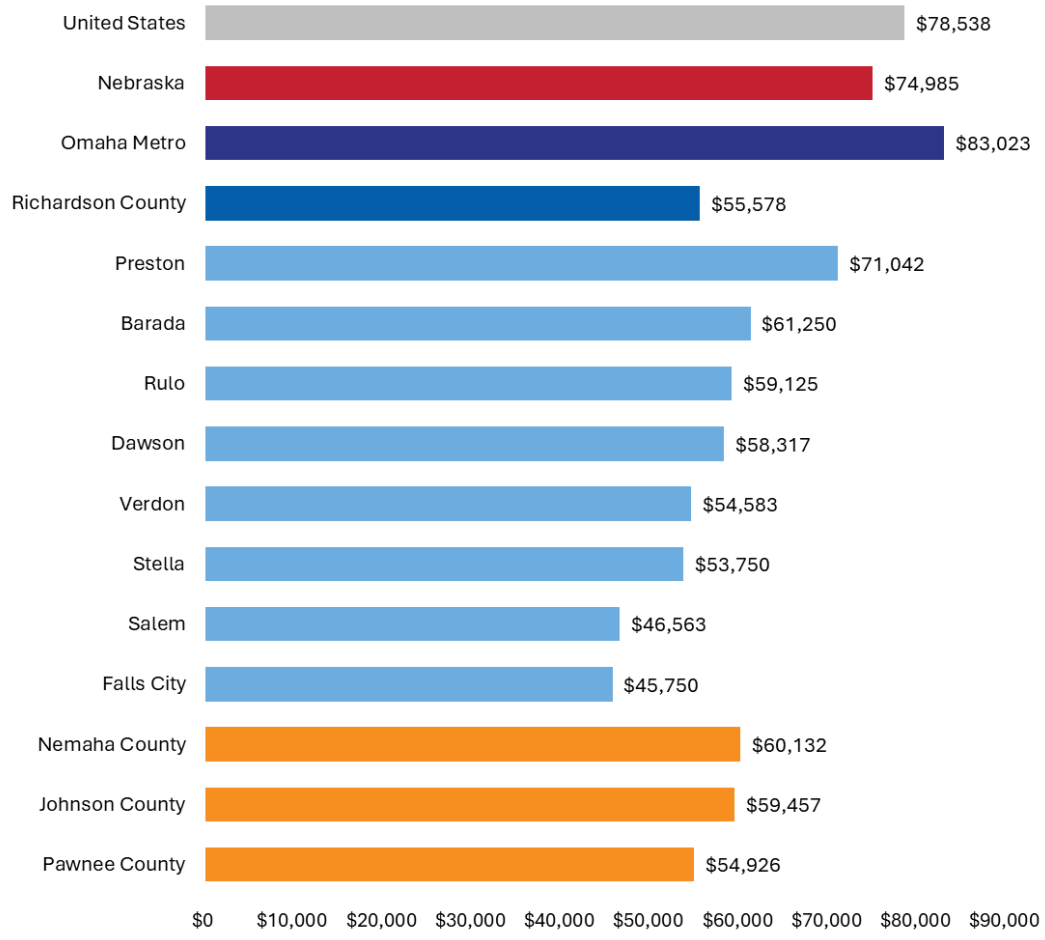
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2019-2023 five-year estimates show median household income for Richardson County is estimated to be $55,578 compared to $74,985 for Nebraska as a whole.

**CHART 25**

## Median Household Income · *2019-2023*

Nebraska, Richardson County & Surrounding Counties




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