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## **ECONOMIC AND DEMOGRAPHIC TRENDS**

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# **BOONE COUNTY AND THE SURROUNDING AREA**

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**PREPARED BY:**

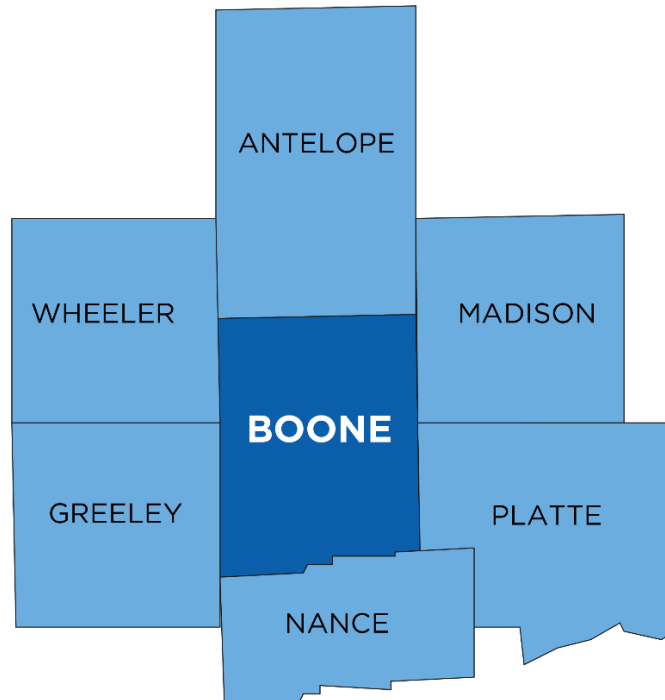
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# ECONOMIC AND DEMOGRAPHIC TRENDS IN **Boone County** AND THE SURROUNDING AREA



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 Albion 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 2012–2022. 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 2.8 percent (65 jobs) between 2012 and 2022.

Table 1 and Chart 1 also provide employment data for Boone County by major economic sector for years 2012–2022. The Construction sector recorded the largest percentage increase in employment between 2012 and 2022 (53.4 percent or 31 jobs). The Natural Resources & Mining sector recorded the largest actual employment increase between 2012 and 2022 (63 jobs or 20.4 percent).

**TABLE 1**  
**Nonfarm Wage & Salary Employment Trends • 2012–2022**  
 Boone County, Nebraska

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	% Change 2012-2022	# Change 2012-2022
<b>Nonfarm W&amp;S Employment</b>	<b>2,317</b>	<b>2,343</b>	<b>2,354</b>	<b>2,373</b>	<b>2,371</b>	<b>2,314</b>	<b>2,373</b>	<b>2,382</b>	<b>2,328</b>	<b>2,337</b>	<b>2,382</b>	<b>2.8</b>	<b>65</b>
<b>Total Private Industries</b>	<b>1,672</b>	<b>1,678</b>	<b>1,698</b>	<b>1,700</b>	<b>1,699</b>	<b>1,645</b>	<b>1,694</b>	<b>1,688</b>	<b>1,656</b>	<b>1,651</b>	<b>1,704</b>	<b>1.9</b>	<b>32</b>
<b>Goods Producing</b>	<b>542</b>	<b>551</b>	<b>543</b>	<b>576</b>	<b>586</b>	<b>574</b>	<b>604</b>	<b>600</b>	<b>637</b>	<b>626</b>	<b>629</b>	<b>16.1</b>	<b>87</b>
Natural Resources & Mining	309	318	306	315	323	334	366	367	393	384	372	20.4	63
Construction	58	50	52	76	73	76	75	78	90	90	89	53.4	31
Manufacturing	175	183	185	185	191	164	164	156	153	152	169	-3.4	-6
<b>Service Providing</b>	<b>1,130</b>	<b>1,127</b>	<b>1,155</b>	<b>1,124</b>	<b>1,112</b>	<b>1,071</b>	<b>1,090</b>	<b>1,088</b>	<b>1,019</b>	<b>1,024</b>	<b>1,075</b>	<b>-4.9</b>	<b>-55</b>
Trade, Transportation & Utilities	581	569	583	555	572	535	544	525	526	514	528	-9.1	-53
Information	10	10	11	11	-	-	-	-	-	-	<10	-	-
Financial Activities	87	92	87	88	94	101	107	116	90	105	107	23.0	20
Professional & Business Services	33	37	39	36	40	36	37	36	34	38	39	18.2	6
Education & Health Services	257	271	283	295	244	246	238	244	214	201	213	-17.1	-44
Leisure & Hospitality	112	108	116	106	118	112	128	130	116	123	142	26.8	30
Other Services, except Public	51	40	37	34	-	-	-	-	-	-	37*	-27.5	-14
<b>Government</b>	<b>645</b>	<b>665</b>	<b>656</b>	<b>673</b>	<b>672</b>	<b>669</b>	<b>679</b>	<b>694</b>	<b>672</b>	<b>686</b>	<b>678</b>	<b>5.1</b>	<b>33</b>
Federal	32	29	30	29	27	30	29	28	28	27	24	-25.0	-8
State	13	14	9	10	9	8	9	10	10	11	10	-23.1	-3
Local	600	622	616	634	636	630	641	656	634	649	644	7.3	44

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2023  
 Labor Force & Work Summary, 2012-2022, Annual, Boone County, Nebraska (June 2023 data)

\* Estimate provided by Melissa Trueblood, Ph.D., Nebraska Public Power District

**CHART 1**  
**Employment by Industry • 2012–2022**  
 Boone County, Nebraska

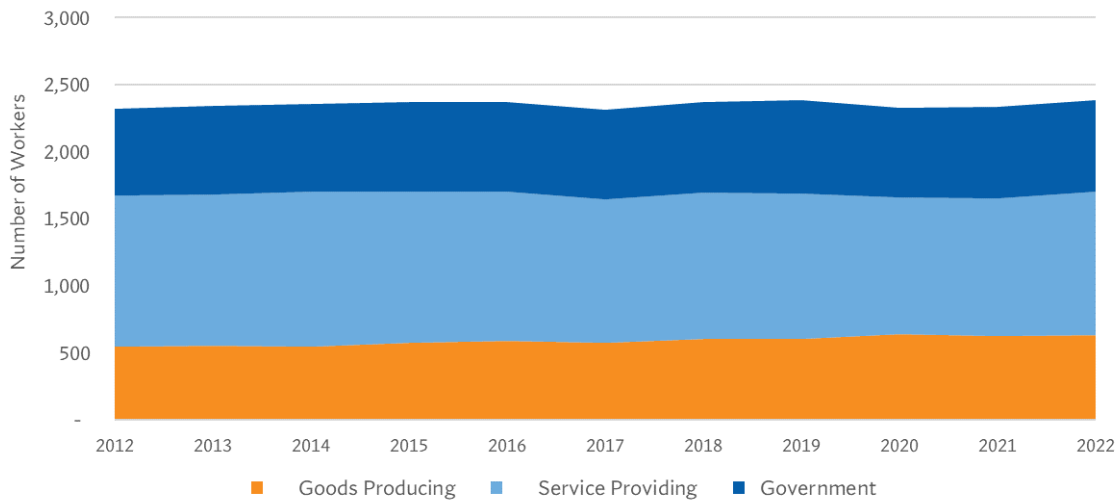


Chart 2 compares total nonfarm wage and salary employment growth in Boone County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2012–2022. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Boone County increased 2.8 percent (65 jobs) from 2012 to 2022, compared to a 6.8 percent increase for Nebraska as a whole, an 8.0 percent increase in metropolitan Nebraska and a 17.0 percent increase in non-metropolitan Nebraska.

**CHART 2**  
**Nonfarm W&S Employment • 2012–2022**

Boone County, Nebraska, Metro and Non-Metro Nebraska

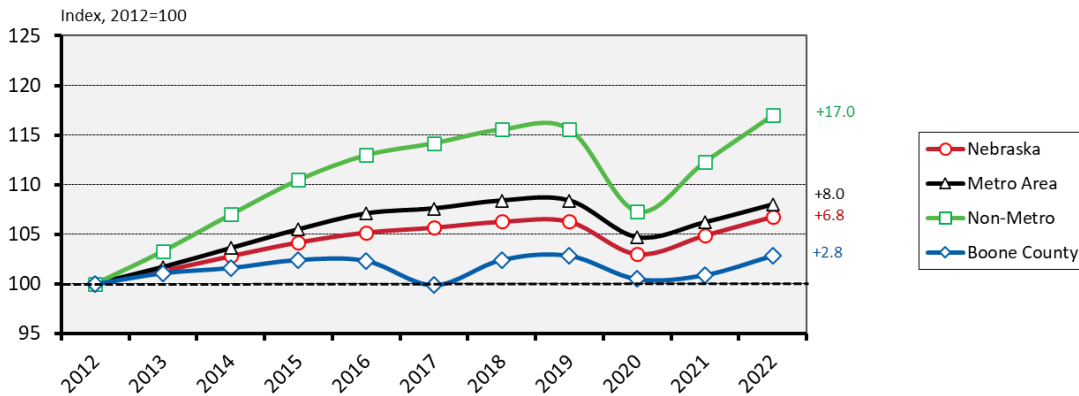
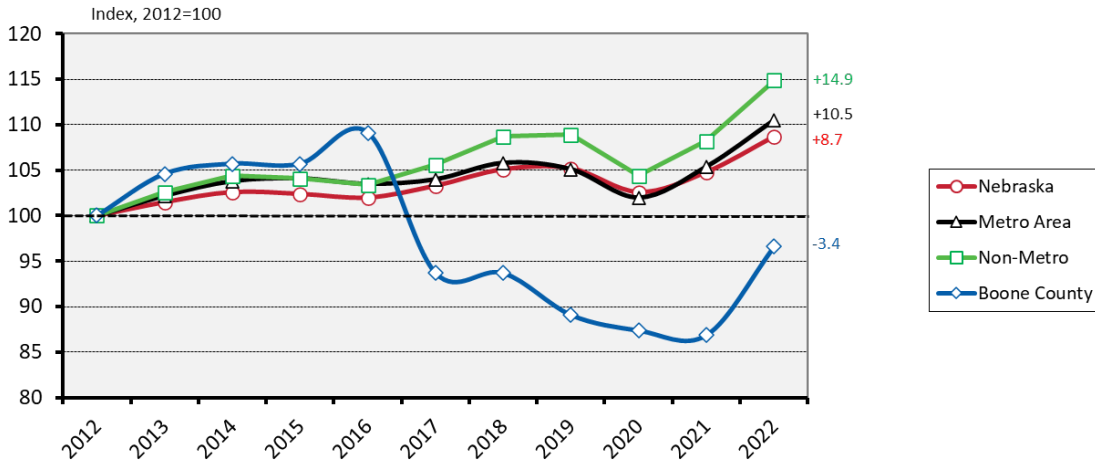


Chart 3 presents data on manufacturing wage and salary employment growth for Boone County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Boone County recorded a 3.4 percent decrease in employment (6 jobs) between 2012 and 2022. This compares to a 14.9 percent increase in employment for non-metropolitan Nebraska; an 8.7 percent increase for Nebraska as a whole; and a 10.5 percent increase for metropolitan Nebraska over the same period.

**CHART 3**  
**Manufacturing W&S Employment • 2012–2022**

Boone County, Nebraska, Metro and Non-Metro Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2023

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 Government sector which makes up 29.2 percent of the county workforce (678 employees) compared to 16.5 percent for non-metropolitan Nebraska; a difference of 12.7 percent. Comparing Boone County to the overall metropolitan distribution, the largest deviation is found in the Government sector (29.2 percent Boone County vs. 13.9 percent metropolitan Nebraska; a difference of 15.3 percent).

**CHART 4, 5 & 6**  
**Nonfarm W&S Employment by Major Economic Sector**



Source: U.S. Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Boone County for the time period 2012–2022. 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 2012 and 2022 (0.1 percent or 4 people).

The number of those unemployed in Boone County decreased by 38.5 percent (35 people) between 2012 and 2022. 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 1.8 percent in 2022; below that for metropolitan Nebraska (4.6 percent), below Nebraska as a whole (4.3 percent), and below non-metropolitan Nebraska (3.7 percent).

**TABLE 2**  
**Labor Force & Employment Trends**

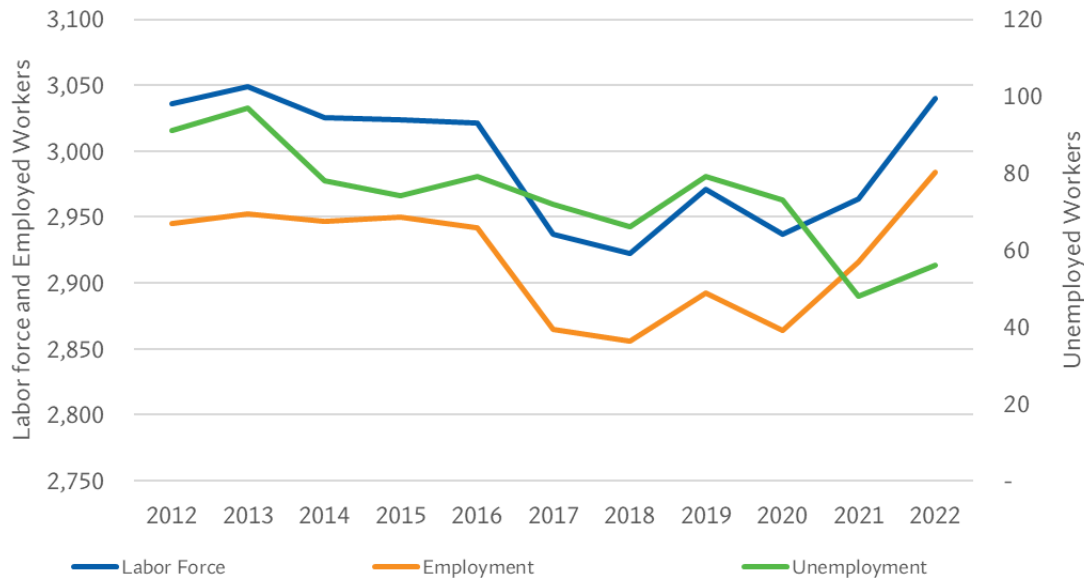
Boone County, Nebraska · 2012–2022

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	% Change 2012-2022	# Change 2012-2022
<b>Labor Force</b>	<b>3,036</b>	<b>3,049</b>	<b>3,025</b>	<b>3,024</b>	<b>3,021</b>	<b>2,937</b>	<b>2,922</b>	<b>2,971</b>	<b>2,937</b>	<b>2,964</b>	<b>3,040</b>	<b>0.1</b>	<b>4</b>
Employment	2,945	2,952	2,947	2,950	2,942	2,865	2,856	2,892	2,864	2,916	2,984	1.3	39
Unemployment	91	97	78	74	79	72	66	79	73	48	56	-38.5	-35
Unemployment Rate	3.0	3.2	2.6	2.4	2.6	2.5	2.3	2.7	2.5	1.6	1.8	N/A	N/A

(N/A) - Data not available

**CHART 7**  
**Labor Force & Employment Trends**

Boone County, Nebraska · 2012–2022



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2023  
 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 2018.

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 2,325 county labor force participants holding primary jobs. As Table 3 shows, 96.3% percent of Boone County's labor force participants are employed within the state of Nebraska. Approximately 51.5% percent of Boone County workers remain within Boone County for employment with 48.5% percent leaving the county borders for work (next page). 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 • 2021

Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	2,325	100.0%

#### By States

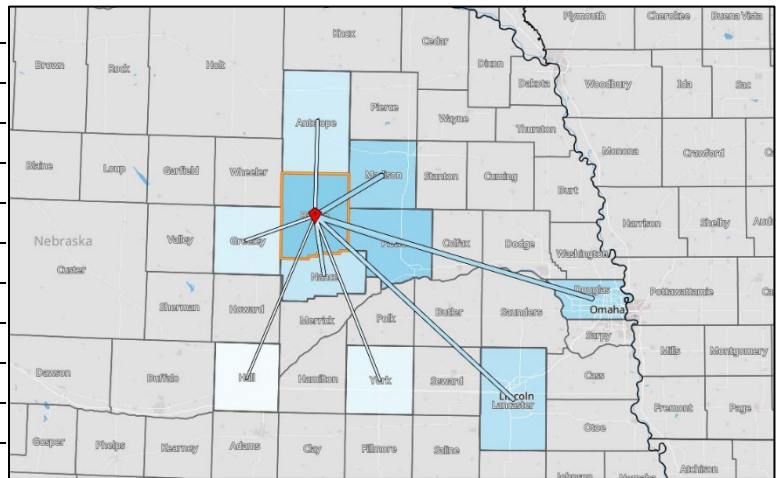
	Count	Share
Nebraska	2,238	96.3%
Iowa	43	1.8%
South Dakota	24	1.0%
Kansas	5	0.2%
Colorado	2	0.1%
Florida	2	0.1%
Illinois	2	0.1%
District of Columbia	1	0.0%
Georgia	1	0.0%
Montana	1	0.0%
All Other Locations	6	0.3%



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

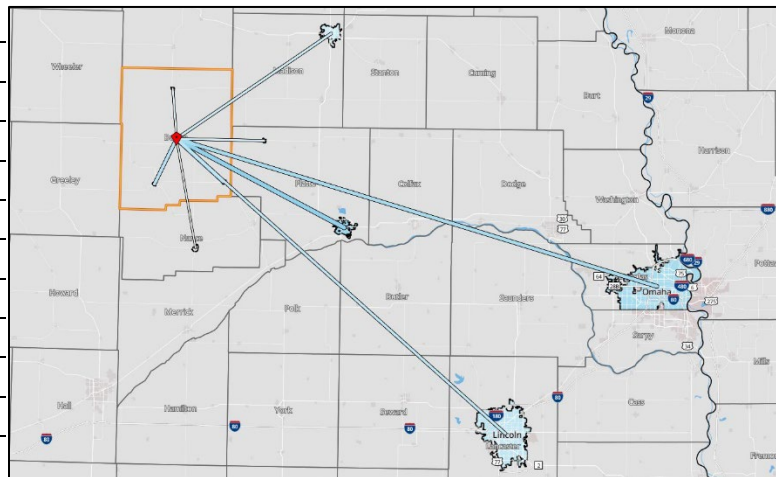
## By Counties

	Count	Share
Boone County, NE	1,198	51.5%
Platte County, NE	225	9.7%
Madison County, NE	138	5.9%
Douglas County, NE	110	4.7%
Lancaster County, NE	78	3.4%
Nance County, NE	57	2.5%
Antelope County, NE	55	2.4%
Greeley County, NE	44	1.9%
York County, NE	34	1.5%
Hall County, NE	27	1.2%
All Other Locations	359	15.4%



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

	Count	Share
Albion city, NE	616	26.5%
Columbus city, NE	130	5.6%
St. Edward city, NE	117	5.0%
Omaha city, NE	99	4.3%
Cedar Rapids village, NE	74	3.2%
Lincoln city, NE	72	3.1%
Norfolk city, NE	70	3.0%
Lindsay village, NE	41	1.8%
Petersburg village, NE	29	1.2%
Fullerton city, NE	27	1.2%
All Other Locations	1,050	45.2%



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

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 3,808 primary jobs within Boone County. As Table 4 indicates, 98.3% percent of these jobs are held by Nebraska residents. Approximately 53.4% 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 • 2021

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	2,242	100.0%

### By States

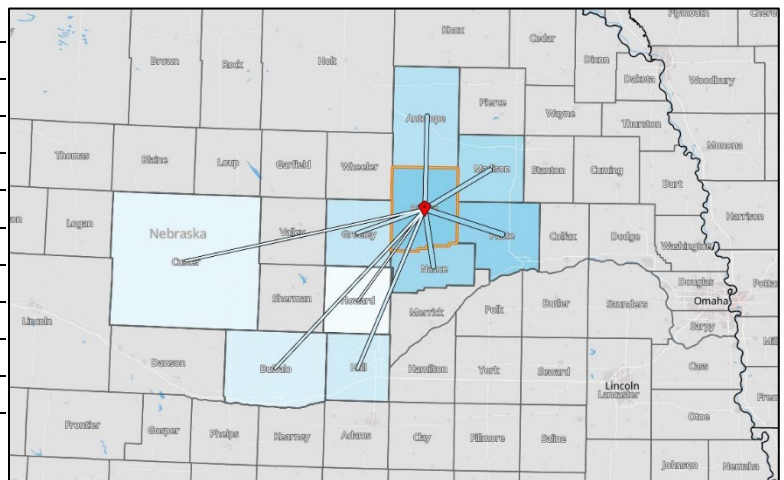
	Count	Share
Nebraska	2,204	98.3%
Iowa	8	0.4%
Kansas	5	0.2%
South Dakota	5	0.2%
California	3	0.1%
Oklahoma	3	0.1%
Colorado	2	0.1%
Florida	2	0.1%
Missouri	2	0.1%
New York	2	0.1%
All Other Locations	6	0.3%



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

### By Counties

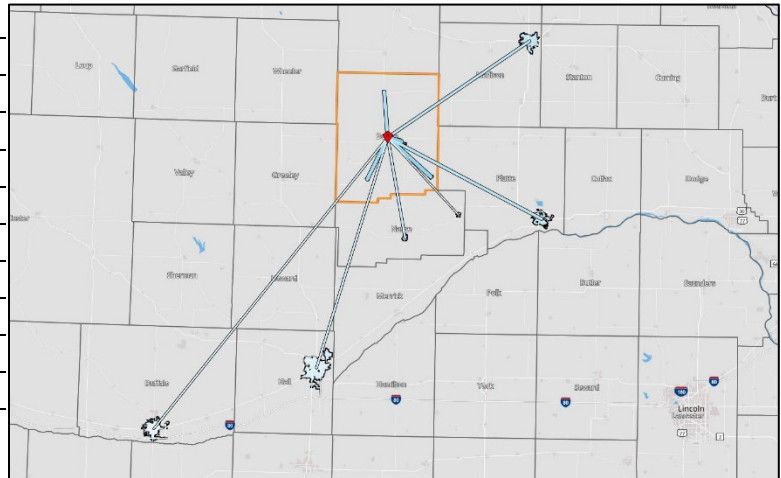
	Count	Share
Boone County, NE	1,198	53.4%
Platte County, NE	127	5.7%
Nance County, NE	102	4.5%
Madison County, NE	95	4.2%
Antelope County, NE	82	3.7%
Greeley County, NE	79	3.5%
Hall County, NE	47	2.1%
Buffalo County, NE	35	1.6%
Custer County, NE	24	1.1%
Howard County, NE	22	1.0%
All Other Locations	431	19.2%



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

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

	Count	Share
Albion city, NE	423	18.9%
St. Edward city, NE	156	7.0%
Cedar Rapids village, NE	89	4.0%
Petersburg village, NE	55	2.5%
Columbus city, NE	40	1.8%
Norfolk city, NE	40	1.8%
Fullerton city, NE	38	1.7%
Grand Island city, NE	36	1.6%
Kearney city, NE	26	1.2%
Genoa city, NE	23	1.0%
All Other Locations	1,316	58.7%



Source: 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)	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Employed in Boone County	2,242	100.0%	2,082	100.0%	2,183	100.0%
Living in Boone County	2,325	103.7%	2,286	109.8%	2,300	105.4%
Net Job Inflow (+) or Outflow (-)	-83	-	-204	-	-117	-

In-Area Labor Force Efficiency (Primary Jobs)	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Living in Boone County	2,325	100.0%	2,286	100.0%	2,300	100.0%
Living and Employed in Boone County	1,198	51.5%	1,185	51.8%	1,168	50.8%
Living in Boone County but Employed Outside	1,127	48.5%	1,101	48.2%	1,132	49.2%

In-Area Employment Efficiency (Primary Jobs)	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Employed in Boone County	2,242	100.0%	2,082	100.0%	2,183	100.0%
Employed and Living in Boone County	1,198	53.4%	1,185	56.9%	1,168	53.5%
Employed in Boone County but Living Outside	1,044	46.6%	897	43.1%	1,015	46.5%

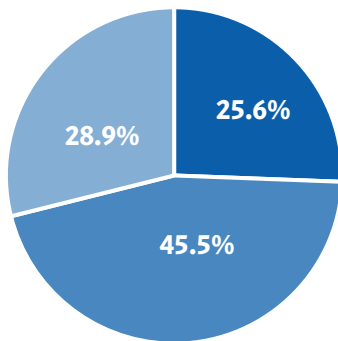
**TABLE 6**

## Worker Outflow by Job Characteristic

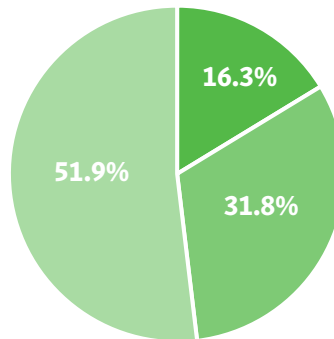
Boone County

Outflow Job Characteristics	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,127	100.0%	1,101	100.0%	1,132	100.0%
Workers Aged 29 or younger	288	25.6%	274	24.9%	295	26.1%
Workers Aged 30 to 54	513	45.5%	484	44.0%	501	44.3%
Workers Aged 55 or older	326	28.9%	343	31.2%	336	29.7%
Workers Earning \$1,250 per month or less	184	16.3%	200	18.2%	216	19.1%
Workers Earning \$1,251 to \$3,333 per month	358	31.8%	378	34.3%	421	37.2%
Workers Earning More than \$3,333 per month	585	51.9%	523	47.5%	495	43.7%
Workers in the "Goods Producing" Industry Class	281	24.9%	279	25.3%	264	23.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	301	26.7%	314	28.5%	323	28.5%
Workers in the "All Other Services" Industry Class	545	48.4%	508	46.1%	545	48.1%

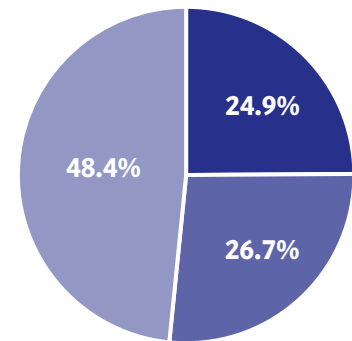
**CHART 8, 9 & 10**



- 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

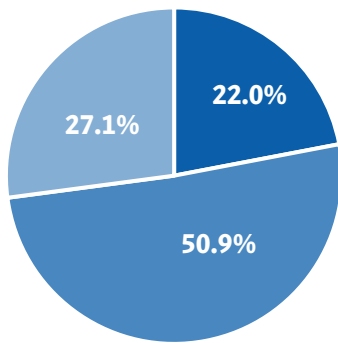
**TABLE 7**

## Worker Inflow by Job Characteristic

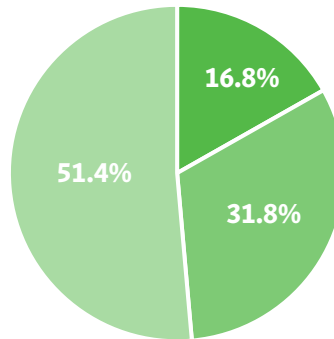
Boone County

Inflow Job Characteristics	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,044	100.0%	897	100.0%	1,015	100.0%
Workers Aged 29 or younger	230	22.0%	193	21.5%	226	22.3%
Workers Aged 30 to 54	531	50.9%	439	48.9%	492	48.5%
Workers Aged 55 or older	283	27.1%	265	29.5%	297	29.3%
Workers Earning \$1,250 per month or less	175	16.8%	122	13.6%	204	20.1%
Workers Earning \$1,251 to \$3,333 per month	332	31.8%	346	38.6%	370	36.5%
Workers Earning More than \$3,333 per month	537	51.4%	429	47.8%	441	43.4%
Workers in the "Goods Producing" Industry Class	294	28.2%	256	28.5%	251	24.7%
Workers in the "Trade, Transportation, and Utilities" Industry Class	328	31.4%	252	28.1%	321	31.6%
Workers in the "All Other Services" Industry Class	422	40.4%	389	43.4%	443	43.6%

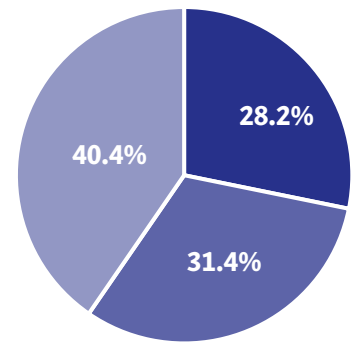
**CHART 11, 12 & 13**



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



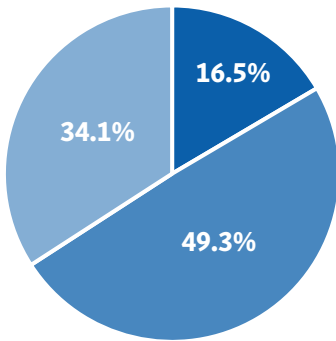
- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



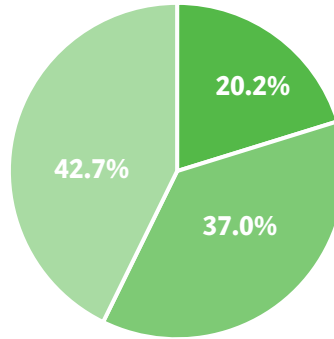
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

**TABLE 8****Worker Interior by Job Characteristic****Boone County****Interior Flow Job Characteristics**

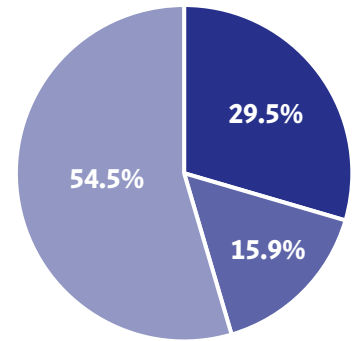
	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,198	100.0%	1,185	100.0%	1,168	100.0%
Workers Aged 29 or younger	198	16.5%	219	18.5%	217	18.6%
Workers Aged 30 to 54	591	49.3%	539	45.5%	534	45.7%
Workers Aged 55 or older	409	34.1%	427	36.0%	417	35.7%
Workers Earning \$1,250 per month or less	242	20.2%	272	23.0%	286	24.5%
Workers Earning \$1,251 to \$3,333 per month	445	37.1%	418	35.3%	417	35.7%
Workers Earning More than \$3,333 per month	511	42.7%	495	41.8%	465	39.8%
Workers in the "Goods Producing" Industry Class	354	29.5%	318	26.8%	292	25.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	191	15.9%	215	18.1%	219	18.8%
Workers in the "All Other Services" Industry Class	653	54.5%	652	55.0%	657	56.2%

**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 greater in 2021 compared to 2019. The distribution of miles traveled to work has not dramatically shifted since 2019. 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	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,325	100.0%	2,286	100.0%	2,300	100.0%
Less than 10 miles	688	29.6%	653	28.6%	689	30.0%
10 to 24 miles	649	27.9%	663	29.0%	622	27.0%
25 to 50 miles	421	18.1%	460	20.1%	428	18.6%
Greater than 50 miles	567	24.4%	510	22.3%	561	24.4%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2021

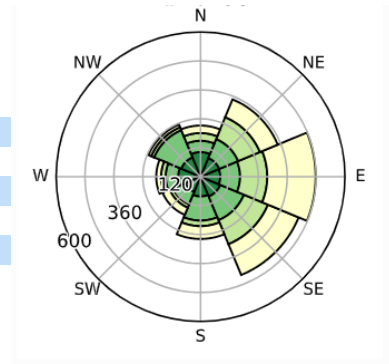


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Boone County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Boone County has increased since 2019. The data also show the majority of Boone County employees continue to travel less than 24 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

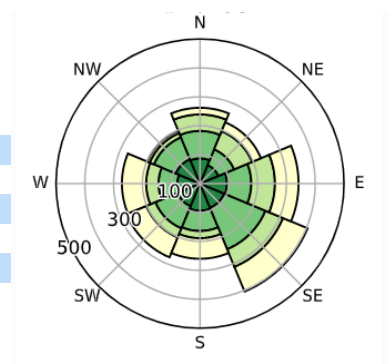
**TABLE 10 & FIGURE 2**

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

Work within study area – distance to home

Job Counts in Work Blocks	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,242	100.0%	2,082	100.0%	2,183	100.0%
Less than 10 miles	690	30.8%	653	31.4%	683	31.3%
10 to 24 miles	693	30.9%	693	33.3%	673	30.8%
25 to 50 miles	391	17.4%	371	17.8%	362	16.6%
Greater than 50 miles	468	20.9%	365	17.5%	465	21.3%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2021



## 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 32.8 percent or of 2,685 people. This 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 0.2 percent from 2010 to 2022 (120 people total). This compares to an average annual increase of 0.6 percent for Nebraska as a whole from 2010 to 2022.

**TABLE 11**

### County Population • 1970–2022

Boone County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2020	2022	Avg. Annual	Avg. Annual
								% Change 1970-2010	% Change 2010-2022
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,962,642</b>	<b>1,967,923</b>	<b>0.5</b>	<b>0.6</b>
<b>Boone County</b>	<b>8,190</b>	<b>7,391</b>	<b>6,667</b>	<b>6,259</b>	<b>5,505</b>	<b>5,359</b>	<b>5,385</b>	<b>-1.0</b>	<b>-0.2</b>
Antelope County	9,047	8,675	7,965	7,452	6,685	6,278	6,293	-0.8	-0.5
Greeley County	4,000	3,462	3,006	2,714	2,538	2,175	2,227	-1.1	-1.1
Madison County	27,402	31,382	32,655	35,226	34,876	35,521	35,368	0.6	0.1
Nance County	5,142	4,740	4,275	4,038	3,735	3,390	3,326	-0.8	-1.0
Platte County	26,544	28,852	29,820	31,568	32,237	34,283	34,296	0.5	0.5
Wheeler County	1,051	1,060	948	886	818	775	785	-0.6	-0.3

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 0.2 percent from 2010 to 2022 for a total decrease of 16.8 percent (644 people) from 1970 to 2022. Albion, the county's largest city, reported a 17.9 percent decrease in population (371 people) between 1970 and 2022. The unincorporated areas outside of the selected communities experienced a 49.6 percent decrease (2,161 people) during the period 1970–2022.

**TABLE 12**

### Population • 1970–2022

Boone County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2020	2022	Avg. Annual	Avg. Annual
								% Change 1970-2010	% Change 2010-2022
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,962,642</b>	<b>1,967,923</b>	<b>0.5</b>	<b>0.6</b>
<b>Boone County</b>	<b>8,190</b>	<b>7,391</b>	<b>6,667</b>	<b>6,259</b>	<b>5,505</b>	<b>5,406</b>	<b>5,385</b>	<b>-1.0</b>	<b>-0.2</b>
Albion	2,074	1,997	1,944	1,797	1,650	1,638	1,703	-0.6	0.3
Cedar Rapids	449	447	464	407	382	375	384	-0.4	0.0
Petersburg	370	381	388	374	333	327	329	-0.3	-0.1
Primrose	88	102	69	69	61	60	56	-0.9	-0.7
St. Edward	853	891	827	796	705	691	718	-0.5	0.2
<b>Total Incorporated Places</b>	<b>3,834</b>	<b>3,818</b>	<b>3,692</b>	<b>3,443</b>	<b>3,131</b>	<b>3,091</b>	<b>3,190</b>	<b>-0.5</b>	<b>0.2</b>
<b>Unincorporated Areas</b>	<b>4,356</b>	<b>3,573</b>	<b>2,975</b>	<b>2,816</b>	<b>2,374</b>	<b>2,315</b>	<b>2,195</b>	<b>-1.5</b>	<b>-0.7</b>

Source: U.S. Bureau of the Census, Census of Population, May 2023

The next table and chart (Tables 13 and Chart 17, next page) provide details on migration patterns. Data reported in these tables are 2018-2022 five-year estimates, 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 76 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 · 2018-2022**

Boone County, Nebraska

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Current population one-year or older	5,354
Number of people living in the area one-year ago	5,278
Population change due to migration and mortality	76

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*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; accessed April 2023*



The 2018-2022, five-year estimates in Chart 17 reveal a net loss of 36 people from other Nebraska counties and a net gain of 89 people from other states for a total net gain of 53 people one-year or older. As shown in Chart 17, net gains occurred in the age groups Age 1 to 17 (gain of 64) , Age 25 to 44 (gain of 33), Age 45 to 64 (gain of 13), Age 65 and over (gain of 45), Age 45 to 64 (gain of 13) and net losses in the Age 18 to 24 group (loss of 102).

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 81), bachelor's degree, associate's degree, or some college (gain of 12), and a loss of residents with a graduate or professional degree (loss of 2).

**CHART 17**  
**Population Change Due to Migration and Mortality**  
**Five-Year Estimate · 2018-2022**

Boone 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	28	47	19	0	45	45	64
Age 18 to 24	135	40	-95	7	0	-7	-102
Age 25 to 44	33	37	4	0	29	29	33
Age 45 to 64	22	26	4	0	9	9	13
Age 65 and over	2	34	32	0	13	13	45
<b>Total</b>	<b>220</b>	<b>184</b>	<b>-36</b>	<b>7</b>	<b>96</b>	<b>89</b>	<b>53</b>

-- 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	12	51	39	0	42	42	81
Bachelor's or some college	33	37	4	0	8	8	12
Grad. or Prof. degree	12	9	-3	0	1	1	-2
<b>Total</b>	<b>57</b>	<b>97</b>	<b>40</b>	<b>0</b>	<b>51</b>	<b>51</b>	<b>91</b>

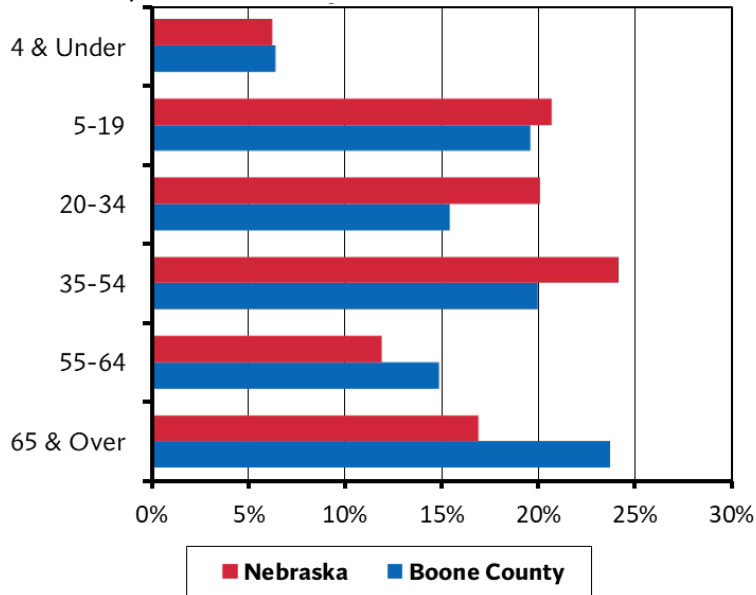
Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States; Geographical Mobility In The Past Year By Educational Attainment For Current Residence In The United States & Geographical Mobility In The Past Year By Educational Attainment For Residence 1 Year Ago In The United States*; accessed April 2023

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 significantly older in age than Nebraska as a whole. The median age for Boone County residents in 2022 was 42.7 years of age compared to 37.3 years of age for residents of Nebraska as a whole.

**CHART 18**

### Age Distribution of the Population · 2022

Boone County and Nebraska



**TABLE 14**

	2022 Population		Percent	
	Nebraska	Boone County	Nebraska	Boone County
4 & Under	123,837	348	6.3%	6.5%
5-19	406,957	1,056	20.7%	19.6%
20-34	395,053	830	20.1%	15.4%
35-54	474,870	1,075	24.1%	20.0%
55-64	234,150	800	11.9%	14.9%
65 & Over	333,056	1,276	16.9%	23.7%
<b>Total</b>	<b>1,967,923</b>	<b>5,385</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>37.3</b>	<b>42.7</b>		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," March 2023

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 are five-year estimates and 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 · 2018-2022

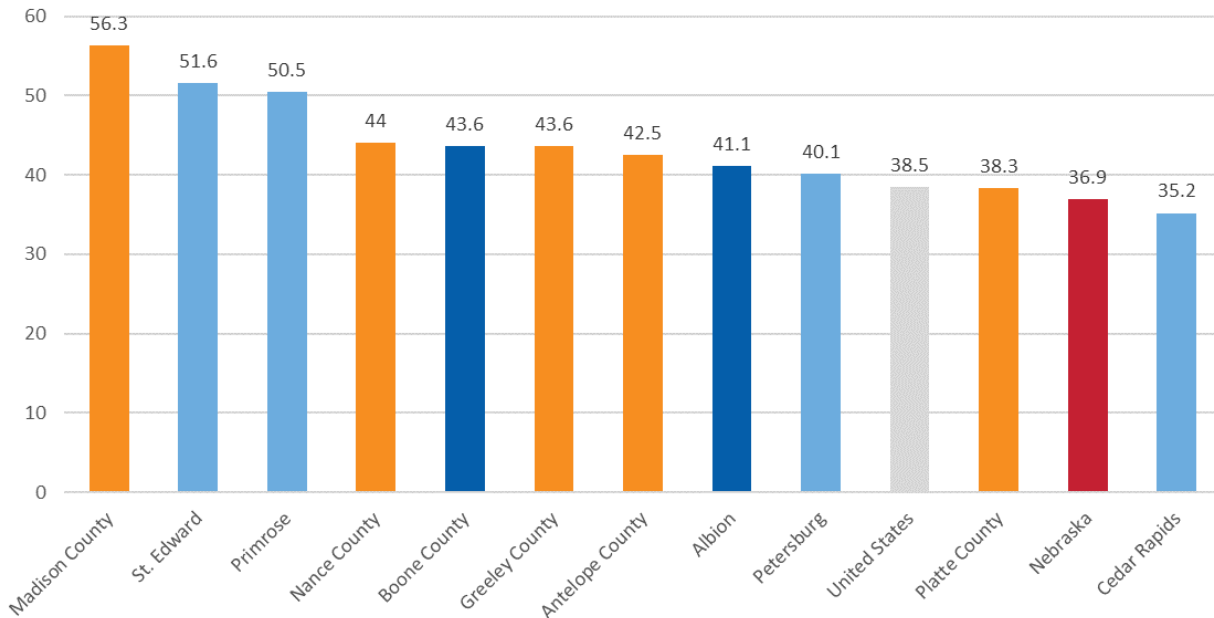
Boone County and the Surrounding Area

	Median Age		
	Total	Male	Female
<b>United States</b>	<b>38.5</b>	<b>37.4</b>	<b>39.7</b>
<b>Nebraska</b>	<b>36.9</b>	<b>36.1</b>	<b>37.7</b>
<b>Boone County</b>	<b>43.6</b>	<b>42.0</b>	<b>46.0</b>
Albion	41.1	38.0	47.3
Cedar Rapids	35.2	34.6	35.6
Petersburg	40.1	41.0	39.2
Primrose	50.5	48.8	51.3
St. Edward	51.6	46.8	52.4
Antelope County	42.5	41.3	44.7
Greeley County	43.6	43.2	44.6
Madison County	56.3	50.8	58.2
Nance County	44.0	43.2	45.8
Platte County	38.3	37.8	38.7

**CHART 19**

### Median Age by Location · 2018-2022

Boone County and the Surrounding Area



Source: U.S. Census Bureau, 2018-2022 American Community Survey

## 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.

Reviewing the pull factors at the county level indicates Boone County experiences net retail pull. The 2022 pull factor of 1.03 indicates, on a per capita basis, retail sales in Boone County are similar to 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 (1.03) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Boone County are 21.2 percent above the average per capita retail sales in the non-metropolitan area of Nebraska.

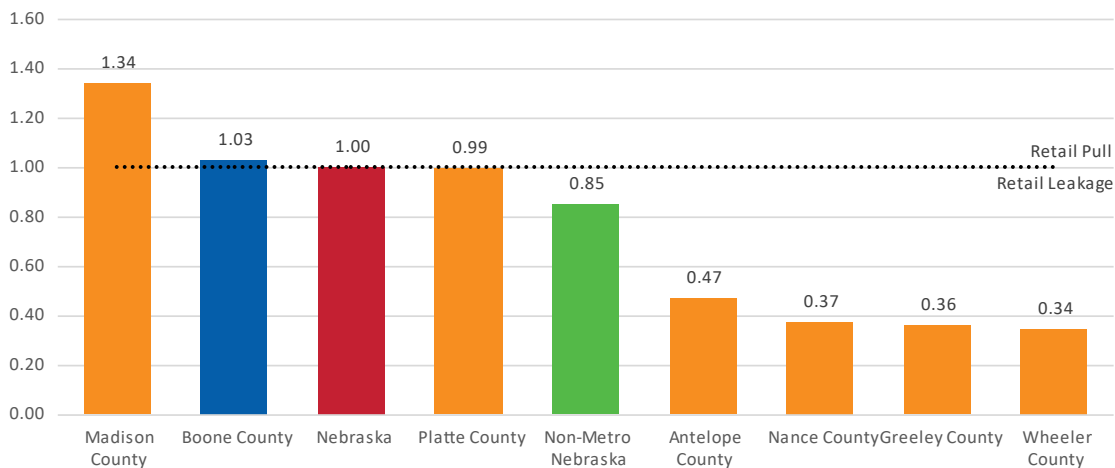
**TABLE 16**

### Retail Sales Non-Motor Vehicles Pull Factors • 2022

Nebraska, Boone County and Surrounding Counties

	2022 Population	2022 Retail Sales (x \$1,000)	2022 Per Capita Sales (\$)	2022 Pull Factor
Nebraska	1,967,923	\$30,977,448	\$15,741	1.00
Non-Metro Nebraska	771,188	\$10,279,275	\$13,329	0.85
<b>Boone County</b>	<b>5,385</b>	<b>\$87,150</b>	<b>\$16,184</b>	<b>1.03</b>
Antelope County	6,293	\$46,679	\$7,418	0.47
Greeley County	2,227	\$12,662	\$5,686	0.36
Madison County	35,368	\$744,941	\$21,063	1.34
Nance County	3,326	\$19,496	\$5,862	0.37
Platte County	34,296	\$535,351	\$15,610	0.99
Wheeler County	785	\$4,240	\$5,401	0.34

**CHART 20**



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

Table 17 and Chart 21 compare the 2022 pull factors for selected area communities. The Boone County community of Albion's pull factor of 1.44 indicates that, on a per capita basis, non-motor vehicle retail sales in Albion are approximately 39.8 percent greater than the state's average per capita sales.

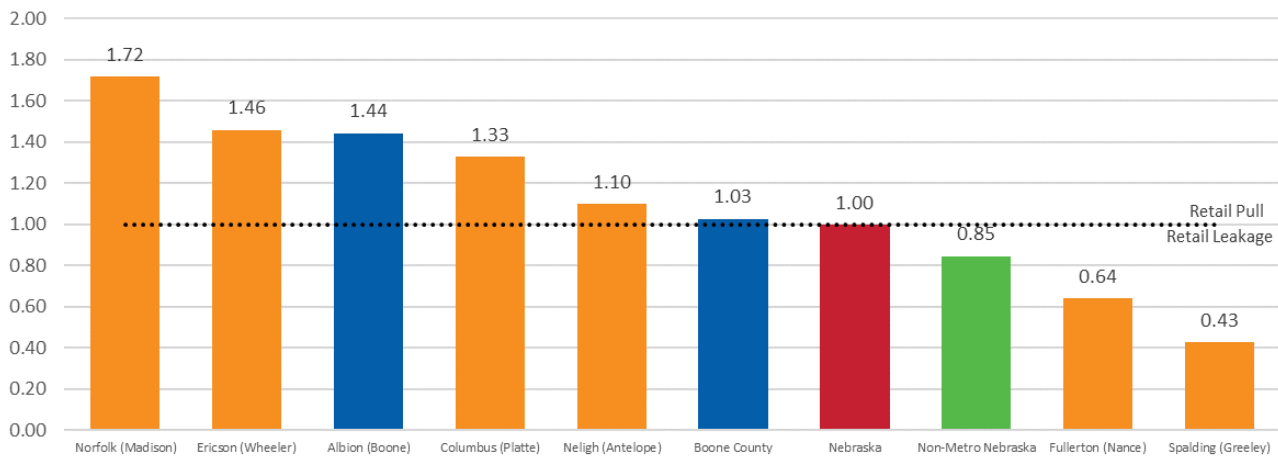
**TABLE 17**

### Retail Sales Non-Motor Vehicles Pull Factors • 2022

Nebraska and Selected Study Area Cities

	2022 Population	2022 Retail Sales (x \$1,000)	2022 Per Capita Sales (\$)	2022 Pull Factor
Nebraska	1,967,923	\$30,977,448	\$15,741	1.00
Non-Metro Nebraska	771,188	\$10,279,275	\$13,329	0.85
<b>Boone County</b>	<b>5,385</b>	<b>\$87,150</b>	<b>\$16,184</b>	<b>1.03</b>
<b>Albion (Boone)</b>	<b>1,703</b>	<b>\$38,689</b>	<b>\$22,718</b>	<b>1.44</b>
Neligh (Antelope)	1,518	\$26,256	\$17,296	1.10
Spalding (Greeley)	429	\$7,840	\$18,275	0.43
Norfolk (Madison)	25,928	\$700,513	\$27,018	1.72
Fullerton (Nance)	1,240	\$12,495	\$10,077	0.64
Columbus (Platte)	24,195	\$505,845	\$20,907	1.33
Ericson (Wheeler)	90	\$2,069	\$22,985	1.46

**CHART 21**



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

Table 18 (sorted by population) and Chart 22 (sorted by pull factor) further break down the 2022 pull factors into the communities reporting retail sales figures within Boone County. As this table indicates, the community of Albion had the strongest pull factor (1.44) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 1.03 for Boone County in 2022.

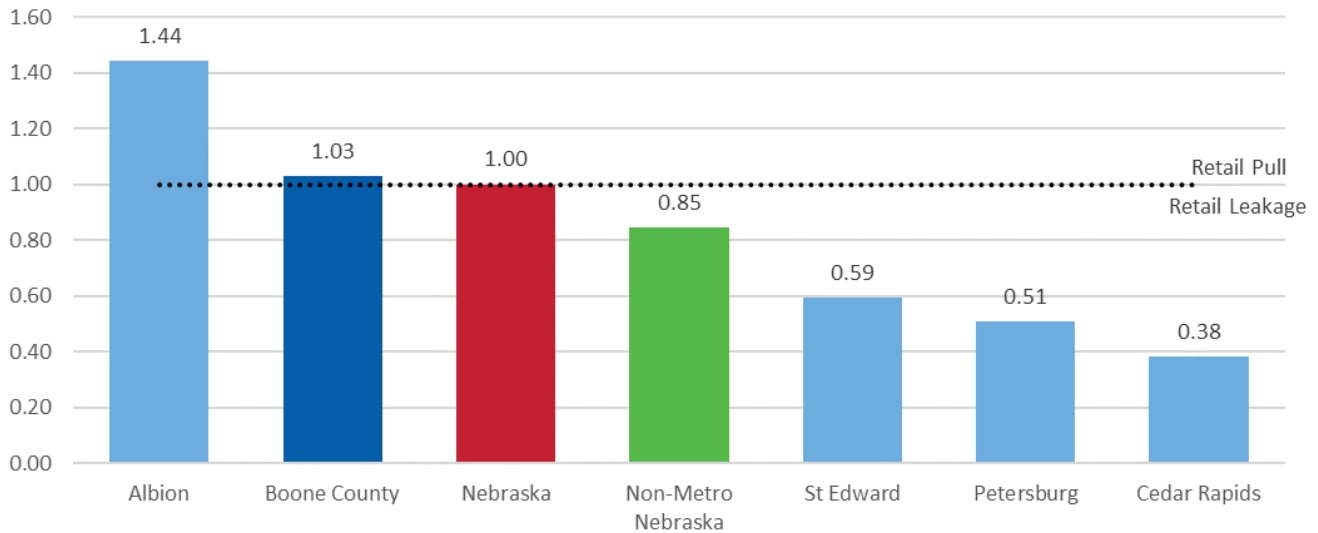
**TABLE 18**

**Retail Sales Non-Motor Vehicles Pull Factors · 2022**

Nebraska and Available Boone County Communities

	2022 Population	2022 Retail Sales (x \$1,000)	2022 Per Cap Sales (\$)	2022 Pull Factor
Nebraska	1,967,923	\$30,977,448	\$15,741	1.00
Non-Metro Nebraska	771,188	\$10,279,275	\$13,329	0.85
<b>Boone County</b>	<b>5,385</b>	<b>\$87,150</b>	<b>\$16,184</b>	<b>1.03</b>
<b>Albion</b>	<b>1,703</b>	<b>\$38,689</b>	<b>\$22,718</b>	<b>1.44</b>
St Edward	718	\$41,844	\$58,278	0.59
Petersburg	329	\$2,639	\$8,022	0.51
Cedar Rapids	384	\$2,304	\$5,999	0.38

**CHART 22**



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

Table 19 (sorted by population) and Chart 23 (sorted by pull factor) show the 2022 pull factors for Nebraska, Albion, and eight other similarly sized communities selected from around the state. Hartington's pull factor of 2.08 leads the group for 2022, thus indicating Hartington has greater retail pull.

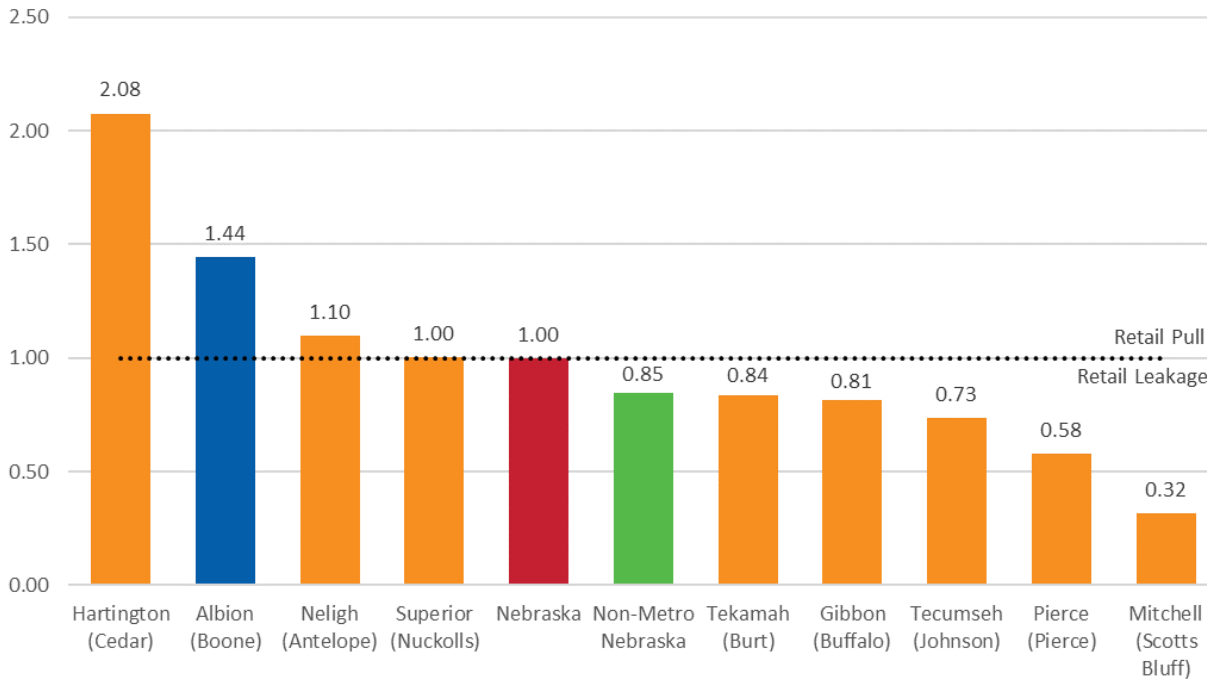
**TABLE 19**

**Retail Sales Non-Motor Vehicles Pull Factors • 2022**

Albion & Other Similarly Sized Nebraska Communities

	2022 Population	2022 Retail Sales (x \$1,000)	2022 Per Cap Sales (\$)	2022 Pull Factor
Nebraska	1,967,923	\$30,977,448	\$15,741	1.00
Non-Metro Nebraska	771,188	\$10,279,275	\$13,329	0.85
<b>Albion (Boone)</b>	<b>1,703</b>	<b>\$38,689</b>	<b>\$22,718</b>	<b>1.44</b>
Gibbon (Buffalo)	1,900	\$24,354	\$12,818	0.81
Pierce (Pierce)	1,823	\$16,614	\$9,114	0.58
Superior (Nuckolls)	1,803	\$28,446	\$15,777	1.00
Tekamah (Burt)	1,722	\$22,730	\$13,200	0.84
Tecumseh (Johnson)	1,702	\$19,672	\$11,558	0.73
Mitchell (Scotts Bluff)	1,524	\$7,589	\$4,980	0.32
Neligh (Antelope)	1,518	\$26,256	\$17,296	1.10
Hartington (Cedar)	1,512	\$49,411	\$32,680	2.08

**CHART 23**

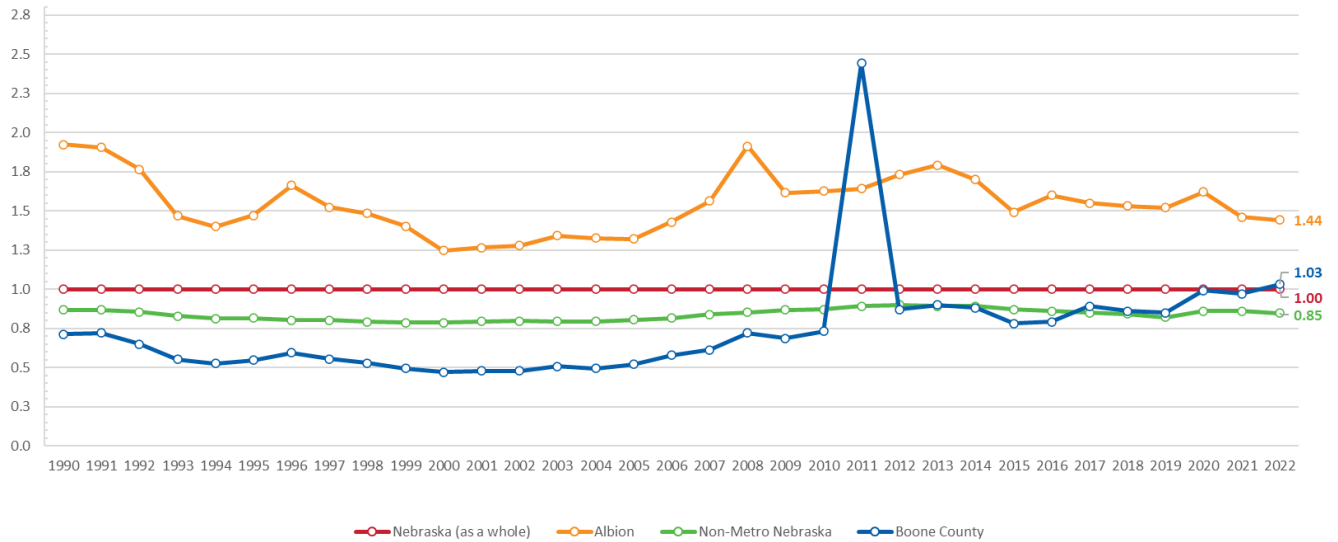


Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2022

Chart 24 illustrates the pull factor trend for Albion, Boone County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2022. In examining the timeline, the city of Albion shows retail pull fluctuating well above the state average throughout the entire study period. Data within Boone County (as a whole) also shows the pull factor similar to the non-metropolitan county average and slightly below the Nebraska (as a whole) average throughout the time period.

**CHART 24**  
**Pull Factors • 1990–2022**

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



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



## PER CAPITA PERSONAL INCOME

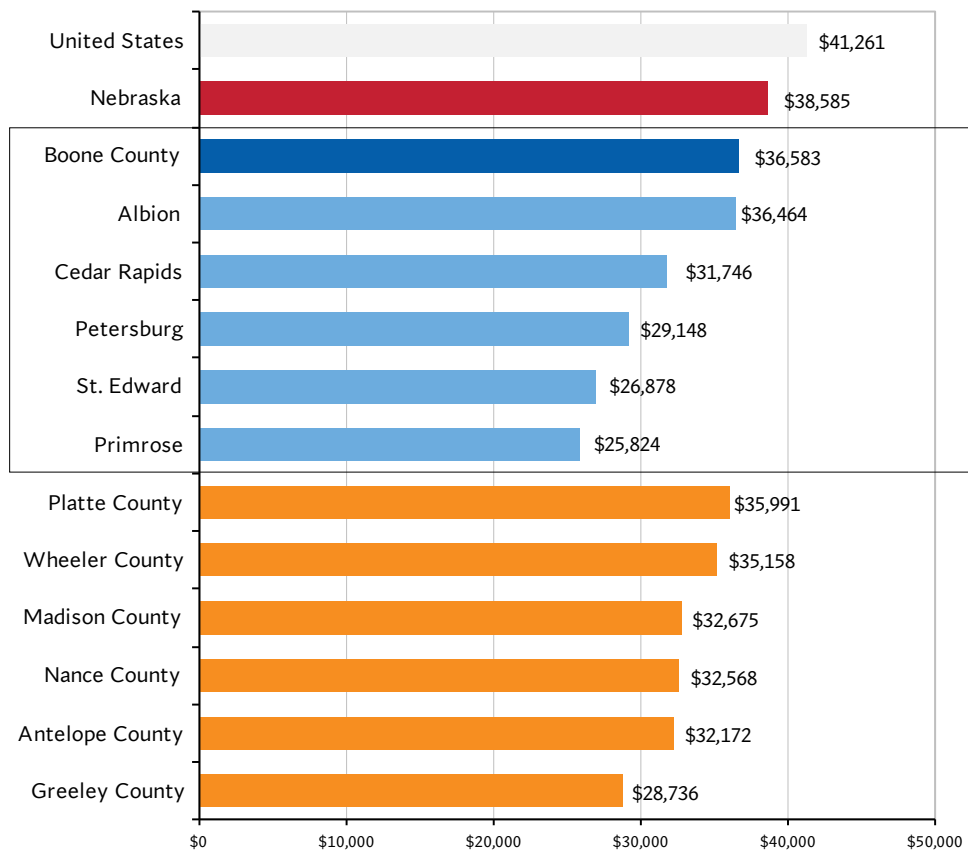
Chart 25 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2018-2022 five-year estimates show per capita personal income for Boone County is estimated to be \$36,583 compared to \$38,585 for Nebraska as a whole.

### CHART 25

## Per Capita Personal Income • 2018-2022

Nebraska, Boone County & Surrounding Counties



Source: U.S. Census Bureau 2018–2022 American Community Survey

## MEDIAN HOUSEHOLD INCOME

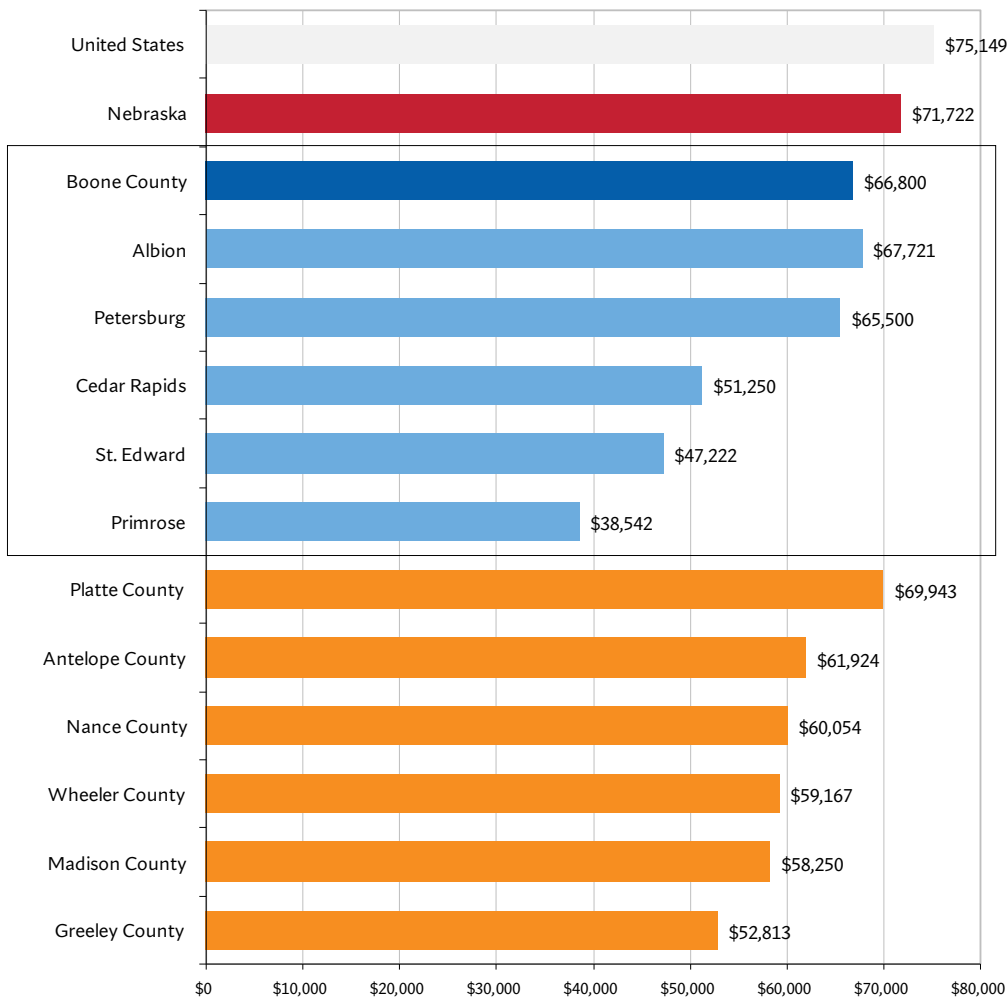
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2018-2022 five-year estimates show median household income for Boone County is estimated to be \$66,800 compared to \$71,722 for Nebraska as a whole.

### CHART 26

## Median Household Income • 2018-2022

Nebraska, Boone County & Surrounding Counties



Source: U.S. Census Bureau 2018–2022 American Community Survey