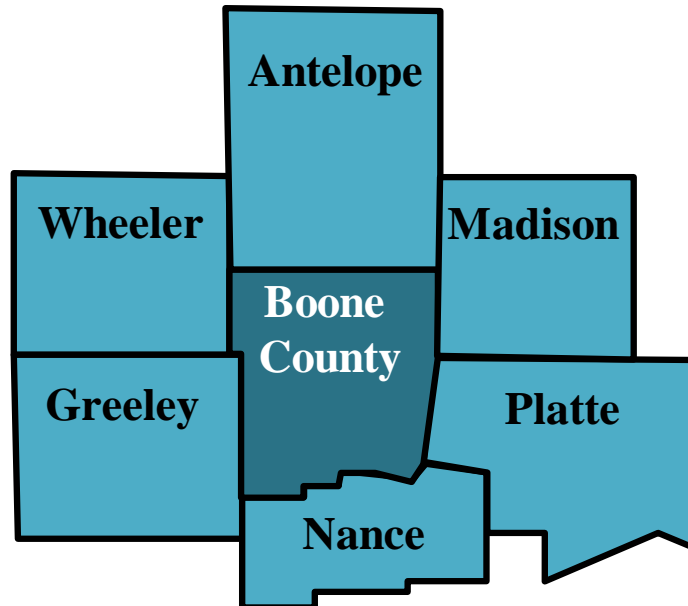


## Economic and Demographic Trends in Boone County and the Surrounding Area



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 Charts 1–5 (next pages) present nonfarm wage and salary data for Boone County for the period 2007–2016. 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 (below) is data on the number of people employed in the nonfarm wage and salary sector in Boone County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Boone County increased 11.8 percent (250 jobs) between 2007 and 2016.

Table 1 also provides employment data for Boone County by major economic sector for years 2007–2016. Of the sectors reporting complete data, the Manufacturing sector recorded the largest percentage increase in employment between 2007 and 2016 (101.1 percent or 96 jobs). The Manufacturing sector also recorded the largest actual employment increase between 2007 and 2016 (96 jobs or 101.1 percent).

Table 1

**Nonfarm Wage & Salary Employment Trends, Boone County, Nebraska  
Selected Years: 2007–2016**

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change 2007-2016	# Change 2007-2016
<b>Nonfarm Employment (W&amp;S)</b>	<b>2,121</b>	<b>2,179</b>	<b>2,193</b>	<b>2,222</b>	<b>2,276</b>	<b>2,317</b>	<b>2,343</b>	<b>2,354</b>	<b>2,373</b>	<b>2,371</b>	<b>11.8</b>	<b>250</b>
<b>Total Private Industries</b>	<b>1,519</b>	<b>1,567</b>	<b>1,567</b>	<b>1,585</b>	<b>1,632</b>	<b>1,672</b>	<b>1,678</b>	<b>1,698</b>	<b>1,700</b>	<b>1,698</b>	<b>11.8</b>	<b>179</b>
<b>Goods Producing</b>	<b>458</b>	<b>486</b>	<b>469</b>	<b>483</b>	<b>517</b>	<b>542</b>	<b>551</b>	<b>543</b>	<b>576</b>	<b>586</b>	<b>27.9</b>	<b>128</b>
Natural Resources & Mining	294	289	286	281	291	309	318	306	315	323	9.9	29
Construction	69	39	33	36	55	58	50	52	76	73	5.8	4
Manufacturing	95	158	151	166	172	175	183	185	185	191	101.1	96
<b>Service Providing</b>	<b>1,061</b>	<b>1,081</b>	<b>1,098</b>	<b>1,102</b>	<b>1,115</b>	<b>1,130</b>	<b>1,127</b>	<b>1,155</b>	<b>1,124</b>	<b>1,112</b>	<b>4.8</b>	<b>51</b>
Trade, Transportation & Utilities	535	546	565	568	588	581	569	583	555	572	6.9	37
Information	10	13	13	12	11	10	10	11	11	8	-20.0	-2
Financial Activities	86	91	89	87	88	87	92	87	88	94	9.3	8
Professional & Business Services	28	37	32	30	32	33	37	39	36	40	42.9	12
Education & Health Services	208	209	227	232	247	257	271	283	295	244	17.3	36
Leisure & Hospitality	165	159	144	143	114	112	108	116	106	118	-28.5	-47
Other Services, except Public	29	28	29	31	36	51	40	37	34	36	24.1	7
<b>Government</b>	<b>602</b>	<b>612</b>	<b>626</b>	<b>637</b>	<b>644</b>	<b>645</b>	<b>665</b>	<b>656</b>	<b>673</b>	<b>673</b>	<b>11.8</b>	<b>71</b>
Federal	37	35	34	37	35	32	29	30	29	27	-27.0	-10
State	19	19	18	16	13	13	14	9	10	9	-52.6	-10
Local	546	558	575	584	596	600	622	616	634	636	16.5	90

Estimates by Ken Lemke, Economist, Nebraska Public Power District

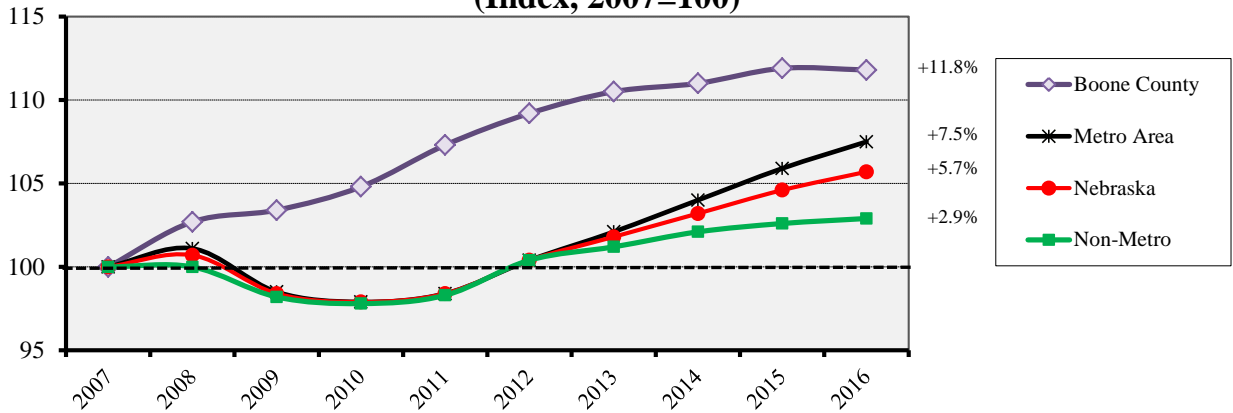
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2017  
Labor Force & Work Force Summary, 2007-2016, Annually, Boone County (June 2017 data)

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Boone County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2007–2016. 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 11.8 percent (250 jobs) from 2007 to 2016, compared to a 5.7 percent increase for Nebraska as a whole, a 7.5 percent increase in metropolitan Nebraska, and a 2.9 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Boone County, Nebraska, Metro, and Non-Metro Nebraska, 2007–2016**  
(Index, 2007=100)

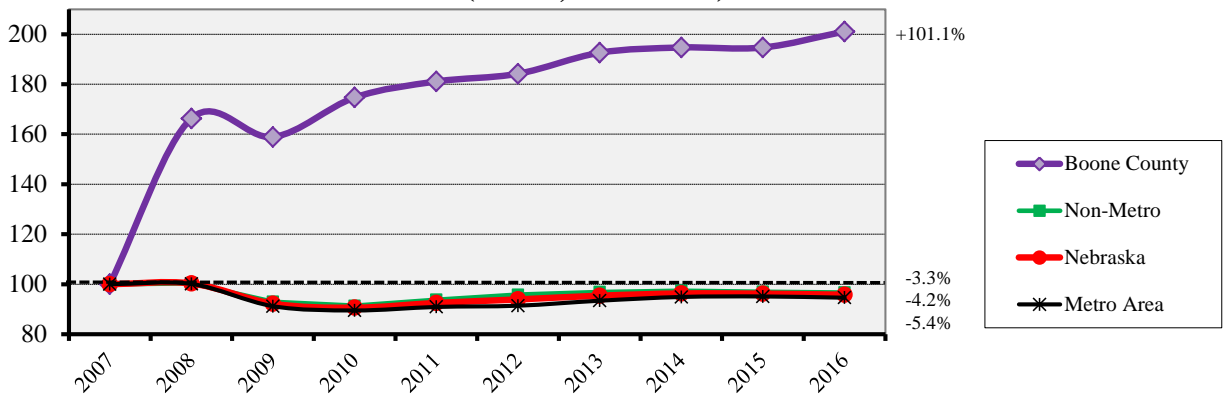


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2017

Chart 2 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 101.1 percent increase in employment (96 jobs) between 2007 and 2016. This compares to a 3.3 percent decrease in employment for non-metropolitan Nebraska; a 4.2 percent decrease for Nebraska as a whole; and a 5.4 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Boone County, Nebraska, Metro, and Non-Metro Nebraska, 2007–2016**  
(Index, 2007=100)



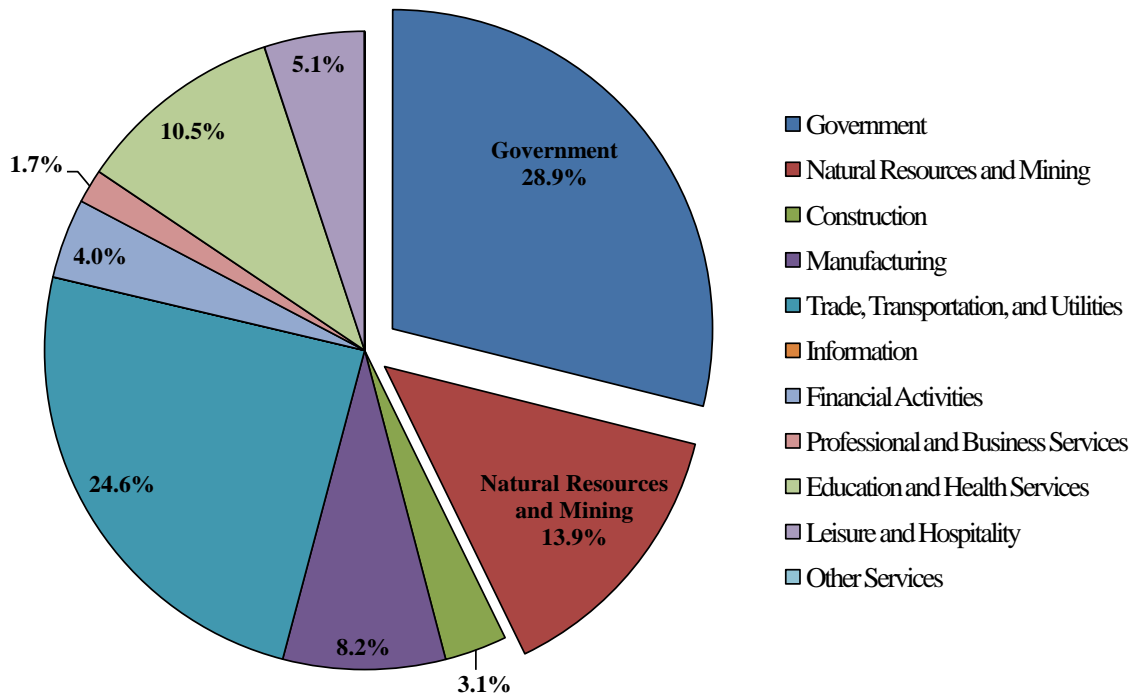
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2017

The next series of pie charts (Charts 3, 4 & 5) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Boone County compared to the non-metropolitan and metropolitan distributions.

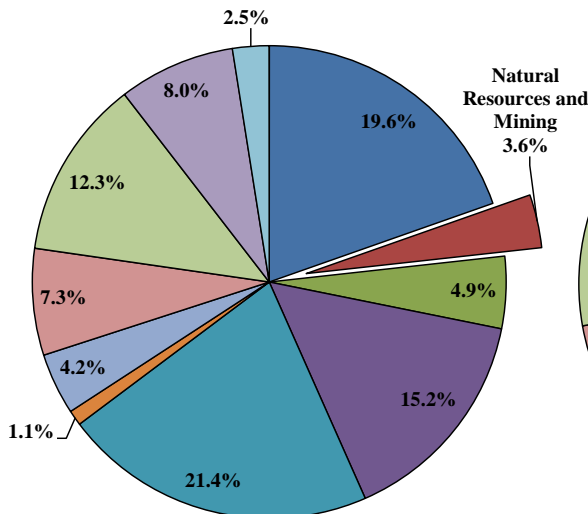
When comparing the Boone County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Natural Resources and Mining sector which makes up 13.9 percent of the county workforce (323 employees) compared to 3.6 percent for non-metropolitan Nebraska; a difference of 10.3 percent. Comparing Boone County to the overall metropolitan distribution, the largest deviation is found in the Government sector (28.9 percent Boone County vs. 14.8 percent metropolitan Nebraska; a difference of 14.1 percent).

Charts 3, 4, 5

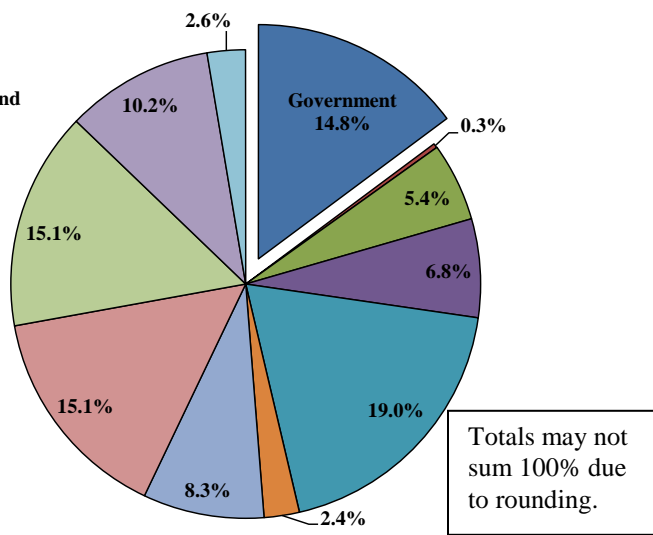
### Nonfarm Wage & Salary Employment by Major Economic Sector Boone County, 2016



Non-Metro Area W&S Employment, 2016



Metro Area W&S Employment, 2016



Totals may not sum 100% due to rounding.

Source: U.S. Dept. of Labor, Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Boone County for the time period 2007–2016. In the case of the labor force information (labor force, unemployment, and total employment), these data 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 2007 and 2016 (5.2 percent or 164 people).

The number of those unemployed in Boone County increased by 7.8 percent (6 people) between 2007 and 2016. 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 2.8 percent in 2016; below that for metropolitan Nebraska (3.2 percent), below Nebraska as a whole (3.2 percent), and below non-metropolitan Nebraska (3.2 percent).

Table 2

**Labor Force & Employment Trends, Boone County, Nebraska  
Selected Years: 2007–2016**

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change 2007-2016	# Change 2007-2016
<b>Labor Force</b>	<b>3,169</b>	<b>3,255</b>	<b>3,342</b>	<b>2,959</b>	<b>3,041</b>	<b>3,042</b>	<b>3,059</b>	<b>3,022</b>	<b>3,014</b>	<b>3,005</b>	<b>-5.2</b>	<b>-164</b>
Unemployment	77	85	114	104	111	94	100	79	75	83	7.8	6
Unemployment Rate	2.4	2.6	3.4	3.5	3.7	3.1	3.3	2.6	2.5	2.8	(N/A)	(N/A)
Employment	3,092	3,170	3,228	2,855	2,930	2,948	2,959	2,943	2,939	2,922	-5.5	-170

(N/A) - Data not available

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2017

## 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 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 2015.

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 2,384 county labor force participants holding primary jobs. As Table 3 shows, 96.7 percent of Boone County’s labor force participants are employed within the state of Nebraska. Approximately 50.6 percent of Boone County workers remain within Boone County for employment with 49.4 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**

*Where Workers are Employed Who Live in the Selection Area*

2015

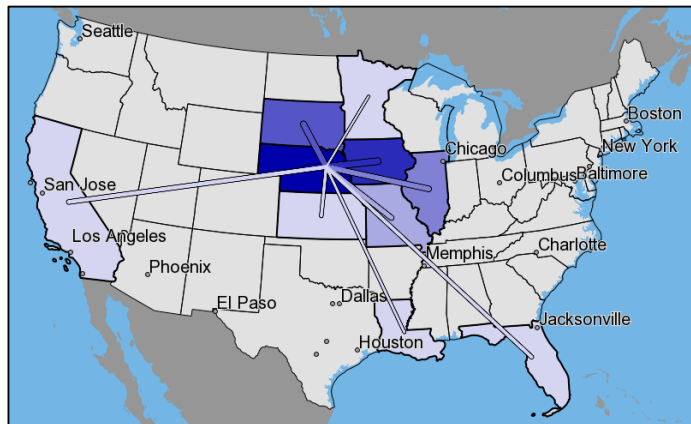
	Count	Share
<b>Total Primary Jobs</b>	<b>2,384</b>	<b>100.0%</b>

#### **By States**

#### **Job Counts by States Where Workers are Employed**

2015

	Count	Share
<b>Nebraska</b>	<b>2,306</b>	<b>96.7%</b>
Iowa	39	1.6%
South Dakota	25	1.0%
Illinois	4	0.2%
Missouri	2	0.1%
California	1	0.0%
Florida	1	0.0%
Kansas	1	0.0%
Louisiana	1	0.0%
Minnesota	1	0.0%
All Other Locations	3	0.1%

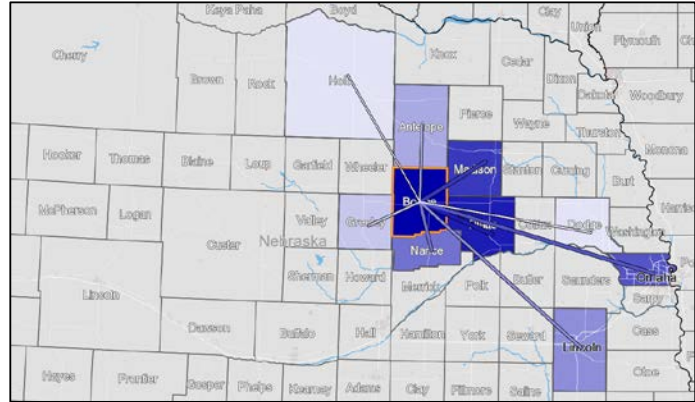


Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, February 2018

Table 3 (continued)

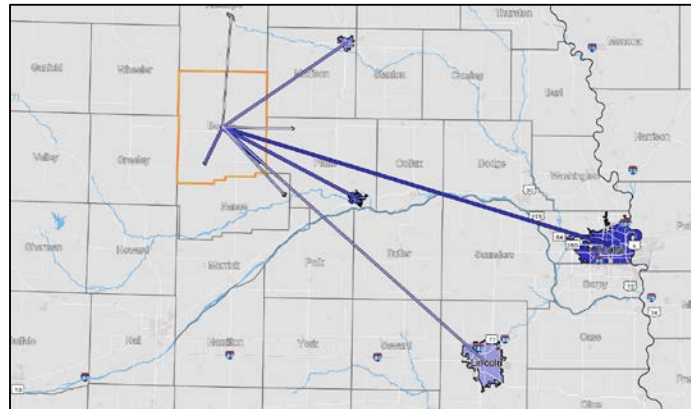
**By Counties**  
**Job Counts by Counties Where Workers are Employed**  
**2015**

	Count	Share
<b>Boone County, NE</b>	<b>1,207</b>	<b>50.6%</b>
Platte County, NE	194	8.1%
Madison County, NE	162	6.8%
Douglas County, NE	122	5.1%
Nance County, NE	81	3.4%
Lancaster County, NE	75	3.1%
Antelope County, NE	74	3.1%
Greeley County, NE	46	1.9%
Dodge County, NE	21	0.9%
Holt County, NE	21	0.9%
All Other Locations	381	16.0%



**By Places (top 10)**  
**Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed**  
**2015**

	Count	Share
<b>Albion city, NE</b>	<b>639</b>	<b>26.8%</b>
St. Edward city, NE	141	5.9%
Omaha city, NE	109	4.6%
Columbus city, NE	101	4.2%
Cedar Rapids village, NE	82	3.4%
Norfolk city, NE	79	3.3%
Lincoln city, NE	73	3.1%
Genoa city, NE	54	2.3%
Lindsay village, NE	40	1.7%
Neligh city, NE	25	1.0%
All Other Locations	1,041	43.7%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, February 2018

People also travel from other locations to work in Boone County—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Boone County. The Census identified 2,156 primary jobs within Boone County. As Table 4 indicates, 98.8 percent of these jobs are held by Nebraska residents. Approximately 56.0 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

### *Where Workers Live Who are Employed in the Selection Area*

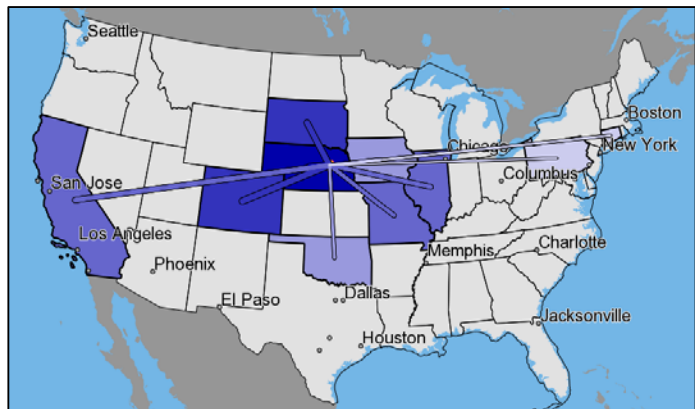
#### Total Primary Jobs

2015		
	Count	Share
<b>Total Primary Jobs</b>	<b>2,156</b>	<b>100.0%</b>

#### By States

##### Job Counts by States Where Workers Live

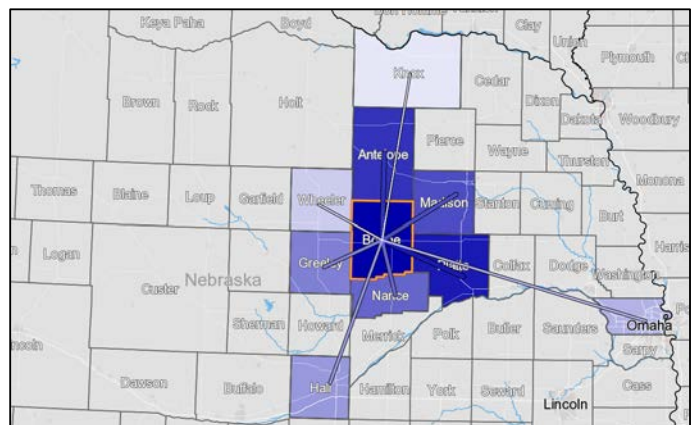
2015		
	Count	Share
<b>Nebraska</b>	<b>2,130</b>	<b>98.8%</b>
Colorado	5	0.2%
South Dakota	5	0.2%
California	3	0.1%
Illinois	3	0.1%
Missouri	3	0.1%
Iowa	2	0.1%
Oklahoma	2	0.1%
Connecticut	1	0.0%
Pennsylvania	1	0.0%
All Other Locations	1	0.0%



#### By Counties

##### Job Counts by Counties Where Workers Live

2015		
	Count	Share
<b>Boone County, NE</b>	<b>1,207</b>	<b>56.0%</b>
Platte County, NE	102	4.7%
Antelope County, NE	83	3.8%
Madison County, NE	79	3.7%
Nance County, NE	77	3.6%
Greeley County, NE	67	3.1%
Hall County, NE	55	2.6%
Douglas County, NE	31	1.4%
Wheeler County, NE	30	1.4%
Knox County, NE	23	1.1%
All Other Locations	402	18.6%



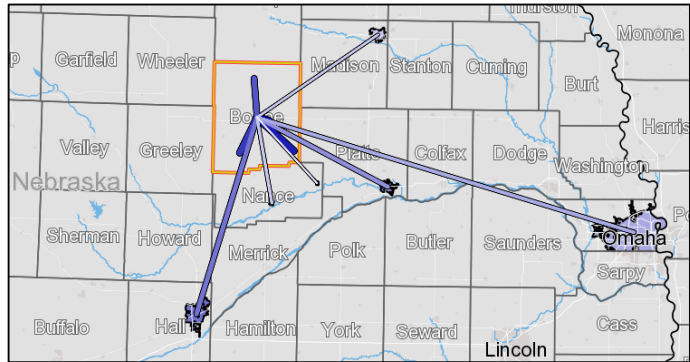
Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, February 2018



Table 4 (continued)

**By Places (top 10)  
Job Counts by Places (Cities, CDPs, etc.) Where Workers Live  
2015**

	Count	Share
<b>Albion city, NE</b>	<b>430</b>	<b>19.9%</b>
St. Edward city, NE	133	6.2%
Cedar Rapids village, NE	82	3.8%
Petersburg village, NE	63	2.9%
Grand Island city, NE	37	1.7%
Columbus city, NE	30	1.4%
Omaha city, NE	27	1.3%
Fullerton city, NE	24	1.1%
Norfolk city, NE	24	1.1%
Genoa city, NE	23	1.1%
<b>All Other Locations</b>	<b>1,283</b>	<b>59.5%</b>



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, February 2018

The next table (Table 5, pages 9–10) shows 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.

Table 5

**Inflow/Outflow Report**

Selection Area Labor Market Size (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,156	100.0%	2,043	100.0%	2,045	100.0%
Living in the Selection Area	2,384	110.6%	2,437	119.3%	2,772	135.6%
Net Job Inflow (+) or Outflow (-)	-228	-	-394	-	-727	-

In-Area Labor Force Efficiency (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	2,384	100.0%	2,437	100.0%	2,772	100.0%
Living and Employed in the Selection Area	1,207	50.6%	1,093	44.9%	1,065	38.4%
Living in the Selection Area but Employed Outside	1,177	49.4%	1,344	55.1%	1,707	61.6%

In-Area Employment Efficiency (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,156	100.0%	2,043	100.0%	2,045	100.0%
Employed and Living in the Selection Area	1,207	56.0%	1,093	53.5%	1,065	52.1%
Employed in the Selection Area but Living Outside	949	44.0%	950	46.5%	980	47.9%

Table 5 (continued)

<b>Outflow Job Characteristics (Primary Jobs)</b>	<b>2015</b>		<b>2014</b>		<b>2013</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
External Jobs Filled by Residents	1,177	100.0%	1,344	100.0%	1,707	100.0%
Workers Aged 29 or younger	310	26.3%	376	28.0%	464	27.2%
Workers Aged 30 to 54	544	46.2%	601	44.7%	781	45.8%
Workers Aged 55 or older	323	27.4%	367	27.3%	462	27.1%
Workers Earning \$1,250 per month or less	255	21.7%	330	24.6%	418	24.5%
Workers Earning \$1,251 to \$3,333 per month	489	41.5%	515	38.3%	755	44.2%
Workers Earning More than \$3,333 per month	433	36.8%	499	37.1%	534	31.3%
Workers in the "Goods Producing" Industry Class	278	23.6%	391	29.1%	459	26.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	355	30.2%	372	27.7%	475	27.8%
Workers in the "All Other Services" Industry Class	544	46.2%	581	43.2%	773	45.3%

<b>Inflow Job Characteristics (Primary Jobs)</b>	<b>2015</b>		<b>2014</b>		<b>2013</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
Internal Jobs Filled by Outside Workers	949	100.0%	950	100.0%	980	100.0%
Workers Aged 29 or younger	238	25.1%	219	23.1%	229	23.4%
Workers Aged 30 to 54	476	50.2%	486	51.2%	494	50.4%
Workers Aged 55 or older	235	24.8%	245	25.8%	257	26.2%
Workers Earning \$1,250 per month or less	208	21.9%	241	25.4%	261	26.6%
Workers Earning \$1,251 to \$3,333 per month	420	44.3%	408	42.9%	433	44.2%
Workers Earning More than \$3,333 per month	321	33.8%	301	31.7%	286	29.2%
Workers in the "Goods Producing" Industry Class	264	27.8%	223	23.5%	254	25.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	293	30.9%	296	31.2%	296	30.2%
Workers in the "All Other Services" Industry Class	392	41.3%	431	45.4%	430	43.9%

<b>Interior Flow Job Characteristics (Primary Jobs)</b>	<b>2015</b>		<b>2014</b>		<b>2013</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
Internal Jobs Filled by Residents	1,207	100.0%	1,093	100.0%	1,065	100.0%
Workers Aged 29 or younger	227	18.8%	228	20.9%	206	19.3%
Workers Aged 30 to 54	580	48.1%	521	47.7%	535	50.2%
Workers Aged 55 or older	400	33.1%	344	31.5%	324	30.4%
Workers Earning \$1,250 per month or less	315	26.1%	287	26.3%	313	29.4%
Workers Earning \$1,251 to \$3,333 per month	483	40.0%	469	42.9%	423	39.7%
Workers Earning More than \$3,333 per month	409	33.9%	337	30.8%	329	30.9%
Workers in the "Goods Producing" Industry Class	298	24.7%	236	21.6%	242	22.7%
Workers in the "Trade, Transportation, and Utilities" Industry Class	253	21.0%	241	22.0%	227	21.3%
Workers in the "All Other Services" Industry Class	656	54.3%	616	56.4%	596	56.0%

Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, February 2018

The Distance/Direction Report depicted in Table 6 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 6, the count of primary job holders living within Boone County is less in 2015 compared to 2013 and 2014. The distribution of miles traveled to work has also shifted since 2013. Figure 1 shows the location and concentration of these workplaces.

Table 6

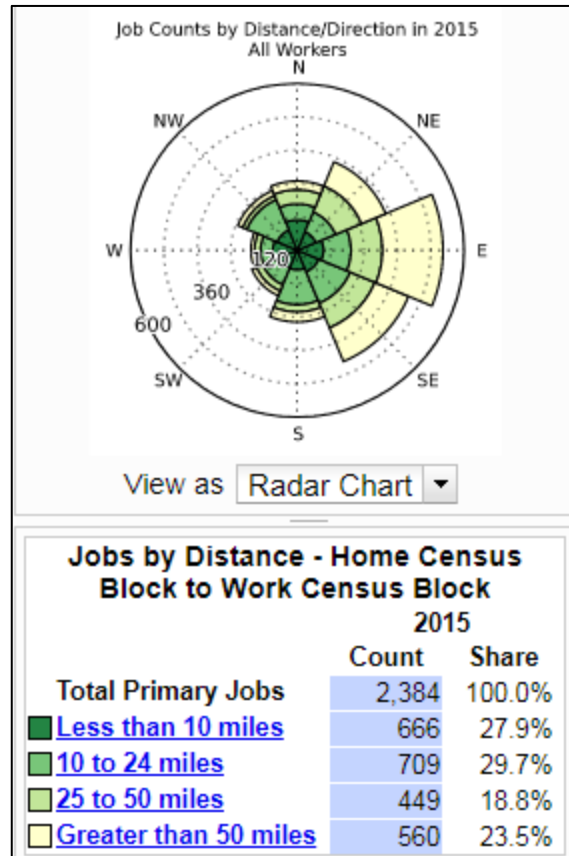
## Distance/Direction Report - Home to Work Census Block

### Job Counts in Work Blocks by Distance Only

	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>2,384</b>	<b>100.0%</b>	<b>2,437</b>	<b>100.0%</b>	<b>2,772</b>	<b>100.0%</b>
Less than 10 miles	666	27.9%	637	26.1%	634	22.9%
10 to 24 miles	709	29.7%	634	26.0%	601	21.7%
25 to 50 miles	449	18.8%	503	20.6%	630	22.7%
Greater than 50 miles	560	23.5%	663	27.2%	907	32.7%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2018

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2018

Table 7 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 7, the number of primary jobs held within Boone County has increased since 2014 and 2013. The data also show the majority of Boone County employees continue to travel less than 25 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

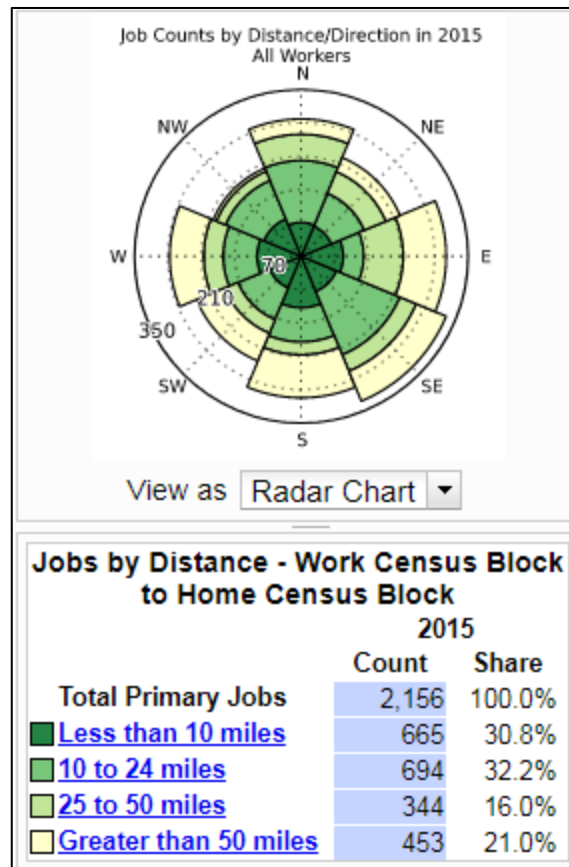
### Distance/Direction Report - Work to Home Census Block

#### Job Counts in Home Blocks by Distance Only

	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>2,156</b>	<b>100.0%</b>	<b>2,043</b>	<b>100.0%</b>	<b>2,045</b>	<b>100.0%</b>
Less than 10 miles	665	30.8%	636	31.1%	635	31.1%
10 to 24 miles	694	32.2%	595	29.1%	554	27.1%
25 to 50 miles	344	16.0%	298	14.6%	344	16.8%
Greater than 50 miles	453	21.0%	514	25.2%	512	25.0%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2018

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2018

## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Boone County and the surrounding area. As Table 8 indicates, Boone County's population experienced an average annual decrease of 1.0 percent between 1970 and 2010 for a total decrease of 32.8 percent or 2,685 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Boone County reported an average annual 0.5 percent decrease in population from 2010 to 2016 (173 people total).

Table 8

### County Population 1970–2016 Boone County and the Surrounding Area

Location	----Year----						Avg. Annual	Avg. Annual
	1970	1980	1990	2000	2010	2016	% Change 1970-2010	% Change 2010-2016
<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>1,907,116</b>	<b>0.5</b>	<b>0.7</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>5,332</b>	<b>-1.0</b>	<b>-0.5</b>
Antelope County	9,047	8,675	7,965	7,452	6,685	6,329	-0.8	-0.9
Greeley County	4,000	3,462	3,006	2,714	2,538	2,399	-1.1	-0.9
Madison County	27,402	31,382	32,655	35,226	34,876	35,015	0.6	0.1
Nance County	5,142	4,740	4,275	4,038	3,735	3,576	-0.8	-0.7
Platte County	26,544	28,852	29,820	31,568	32,237	32,861	0.5	0.3
Wheeler County	1,051	1,060	948	886	818	776	-0.6	-0.9

Source: U.S. Bureau of the Census, Census of Population, May 2017

Table 9 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 decrease of 0.5 percent from 2010 to 2016 for a total decrease of 20.9 percent (800 people) from 1970 to 2016. Albion, the county's largest city, reported a 22.9 percent decrease in population (475 people) between 1970 and 2016. The unincorporated areas outside of the selected communities experienced a 47.2 percent decrease (2,058 people) during the period 1970–2016.

Table 9

### County Population 1970–2016 Boone County Communities and Unincorporated Areas

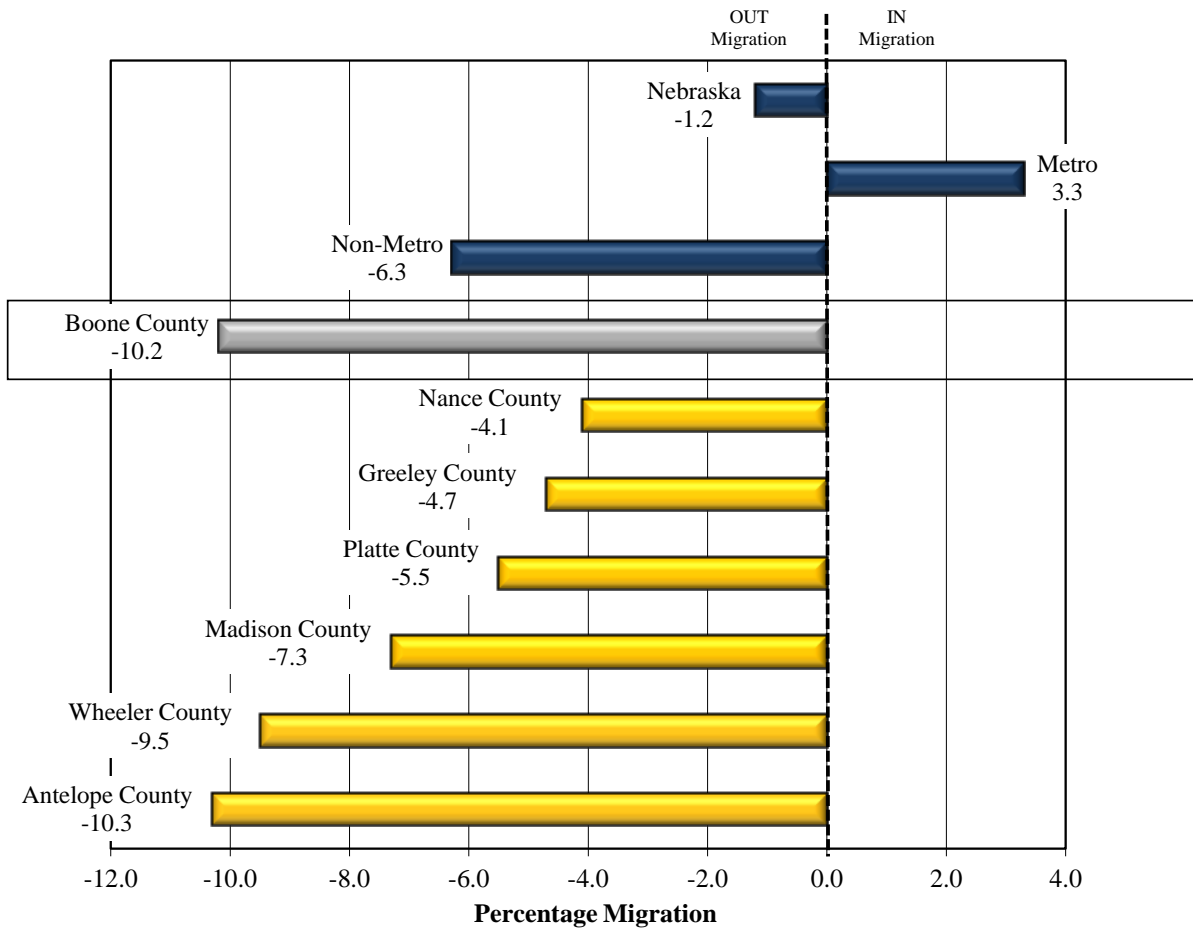
Location	----Year----						Avg. Annual	Avg. Annual
	1970	1980	1990	2000	2010	2016	% Change 1970-2010	% Change 2010-2016
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,907,116</b>	<b>0.5</b>	<b>0.7</b>
<b>Boone County</b>	<b>8,190</b>	<b>7,391</b>	<b>6,667</b>	<b>6,259</b>	<b>5,505</b>	<b>5,332</b>	<b>-1.0</b>	<b>-0.5</b>
Albion	2,074	1,997	1,944	1,797	1,650	1,599	-0.6	-0.5
Cedar Rapids	449	447	464	407	382	369	-0.4	-0.6
Petersburg	370	381	388	374	333	325	-0.3	-0.4
Primrose	88	102	69	69	61	60	-0.9	-0.3
St. Edward	853	891	827	796	705	681	-0.5	-0.6
<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>3,034</b>	<b>-0.5</b>	<b>-0.5</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>2,298</b>	<b>-1.5</b>	<b>-0.5</b>

Source: U.S. Bureau of the Census, Census of Population, May 2017

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Boone County, and the surrounding area as a percentage of the previous decade. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). For the 2000–2010 decade, Boone County experienced a net out-migration of 639 people or 10.2 percent of its 2000 population.

Chart 6

### 2000–2010 Net Migration as Percent of 2000 Population Boone County and the Surrounding Area

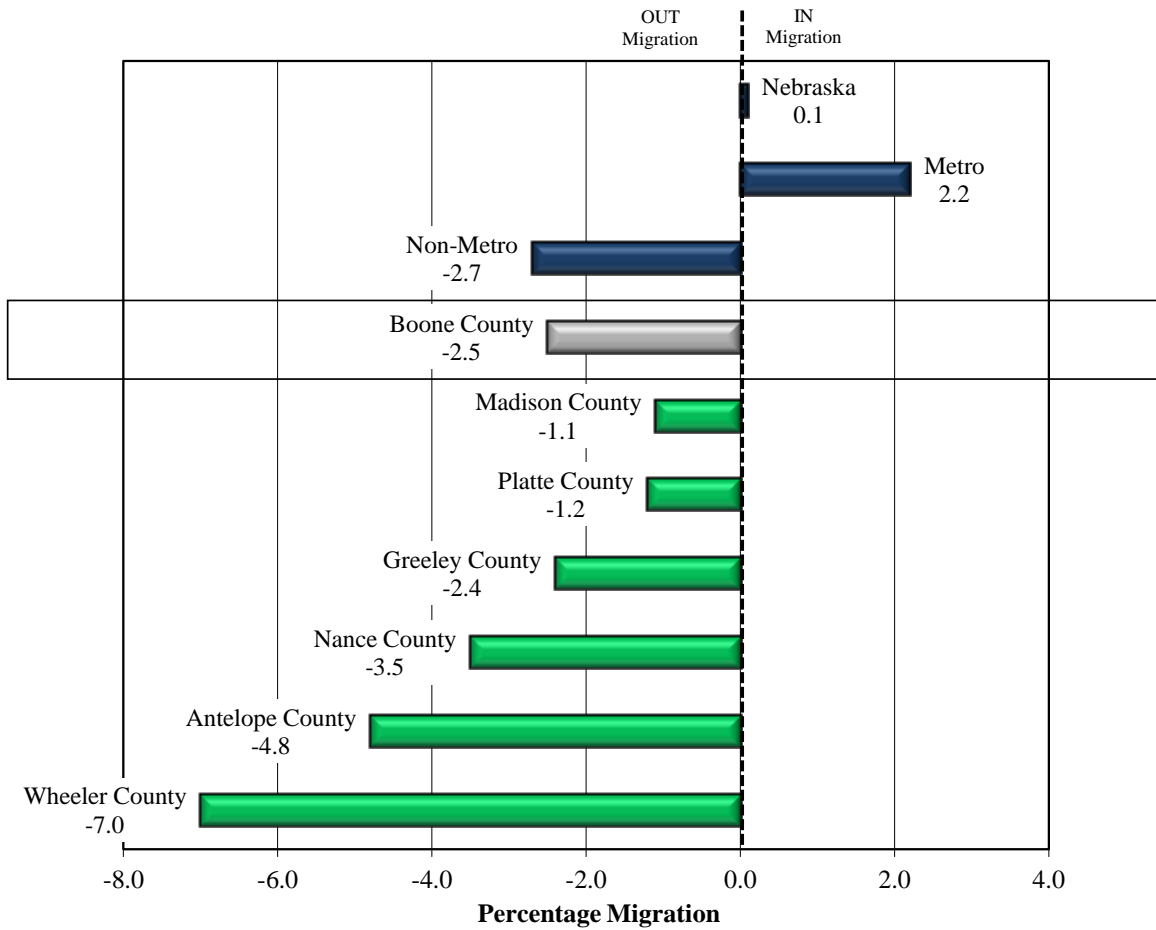


Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2015 (Chart 7), Boone County experienced a net out-migration of 140 people or 2.5 percent of its 2010 population.

Chart 7

### 2010–2015 Net Migration as Percent of 2010 Population Boone County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2011–2015, 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 factors.

Table 10 data show the current population one-year or older is 192 less than the number of people living in Boone County one-year ago. This indicates Boone 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 10

**Boone County, Nebraska, 2011–2015 Five-Year Estimate  
Population Change Due to Migration and Mortality**

Current population one-year or older	5,334
Number of people living in the area one-year ago	5,526
Population change due to migration and mortality	-192

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 March 2017.



The 2011–2015, five-year estimates in Table 11 reveal a net loss of 189 people from other Nebraska counties and a net loss of 11 people from other states for a total net loss of 200 people one-year or older. As shown in Table 11, net gains occurred in the age groups Age 1 to 17 (gain of 32) and Age 45 to 64 (gain of 14) and net losses in age groups Age 18 to 24 (loss of 159), Age 25 to 44 (loss of 71), and Age 65 and over (loss of 16).

Table 11 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 17); no change in the number of residents with a HS diploma or less (0 change); and a loss of residents with a bachelor's degree, associate's degree, or some college (loss of 90).

Table 11

**Boone County, Nebraska, 2011-2015 Five-Year Estimate  
Population Change Due to Migration and Mortality**

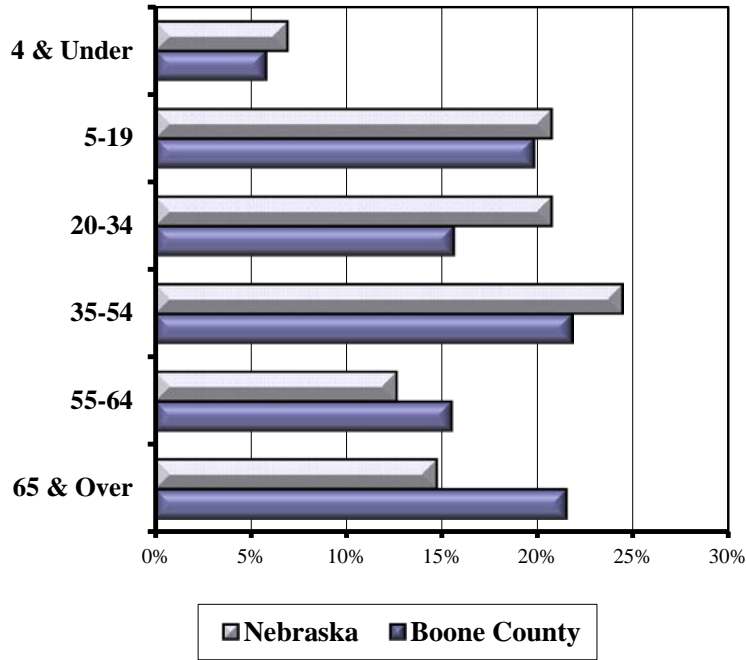
-- Part A: By Age Group --							
Age Group	Moved Different Nebraska County	From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	19	50	31	0	1	1	32
Age 18 to 24	210	50	-160	17	18	1	-159
Age 25 to 44	107	43	-64	17	10	-7	-71
Age 45 to 64	6	22	16	4	2	-2	14
Age 65 and over	20	8	-12	4	0	-4	-16
<b>Total</b>	<b>362</b>	<b>173</b>	<b>-189</b>	<b>42</b>	<b>31</b>	<b>-11</b>	<b>-200</b>
-- Part B: By Educational Attainment --							
Educational Attainment	Moved Different Nebraska County	From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	25	32	7	8	1	-7	0
Bachelor's or some college	106	24	-82	17	9	-8	-90
Grad. or Prof. degree	2	17	15	0	2	2	17
<b>Total</b>	<b>133</b>	<b>73</b>	<b>-60</b>	<b>25</b>	<b>12</b>	<b>-13</b>	<b>-73</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 March 2017.

The following chart and table (Chart 8; Table 12) 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 2015 was 44.7 years of age compared to 36.3 years of age for residents of Nebraska as a whole.

Chart 8

### Age Distribution of the Population, 2015 Boone County and Nebraska



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2016

Table 12

### Age Distribution of the Population, 2015 Boone County and Nebraska

	2015 Population		Percent	
	Nebraska	Boone County	Nebraska	Boone County
4 & Under	130,631	309	6.9%	5.8%
5-19	392,651	1,052	20.7%	19.8%
20-34	392,362	829	20.7%	15.6%
35-54	463,120	1,157	24.4%	21.8%
55-64	238,715	826	12.6%	15.5%
65 & Over	278,711	1,142	14.7%	21.5%
<b>Total</b>	<b>1,896,190</b>	<b>5,315</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.3</b>	<b>44.7</b>		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2016

Table 13 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 9 graphically depicts the median age distribution for the study area.

Table 13

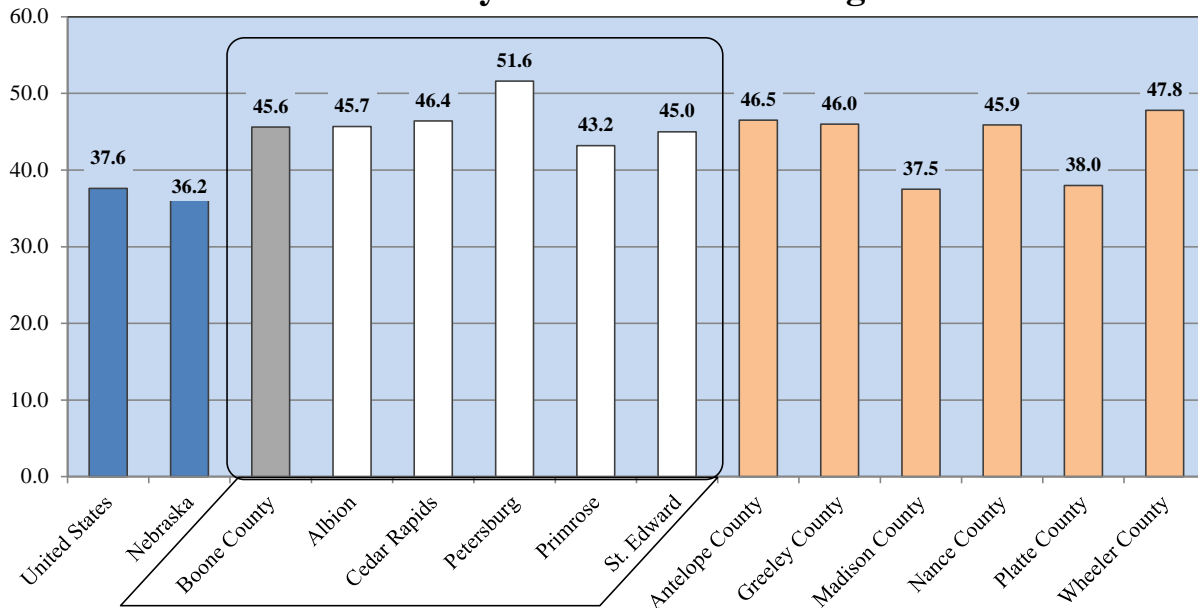
**Median Age by Location and Gender  
Five-Year Estimate, 2011–2015  
Boone County and the Surrounding Area**

	Median Age		
	Total	Male	Female
<b>United States</b>	<b>37.6</b>	<b>36.2</b>	<b>38.9</b>
<b>Nebraska</b>	<b>36.2</b>	<b>35.1</b>	<b>37.5</b>
<b>Boone County</b>	<b>45.6</b>	<b>44.7</b>	<b>47.3</b>
Albion	45.7	42.1	48.4
Cedar Rapids	46.4	44.0	46.6
Petersburg	51.6	51.3	52.3
Primrose	43.2	43.8	36.8
St. Edward	45.0	44.3	47.3
<b>Antelope County</b>	<b>46.5</b>	<b>44.2</b>	<b>48.1</b>
<b>Greeley County</b>	<b>46.0</b>	<b>45.3</b>	<b>46.9</b>
<b>Madison County</b>	<b>37.5</b>	<b>35.3</b>	<b>39.3</b>
<b>Nance County</b>	<b>45.9</b>	<b>44.2</b>	<b>48.1</b>
<b>Platte County</b>	<b>38.0</b>	<b>35.9</b>	<b>39.8</b>
<b>Wheeler County</b>	<b>47.8</b>	<b>46.7</b>	<b>48.8</b>

Source: U.S. Census Bureau, 2011-2015 American Community Survey, March 2017

Chart 9

**Median Age by Location, Five-Year Estimate, 2011–2015  
Boone County and the Surrounding Area**



Source: U.S. Census Bureau, 2011-2015 American Community Survey, March 2017

**Retail Sales**

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Boone County and the surrounding area for 2016. 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 14

**2016 Retail Sales (Non-Motor Vehicle) Pull Factors  
Nebraska, Boone County, and Surrounding Counties**

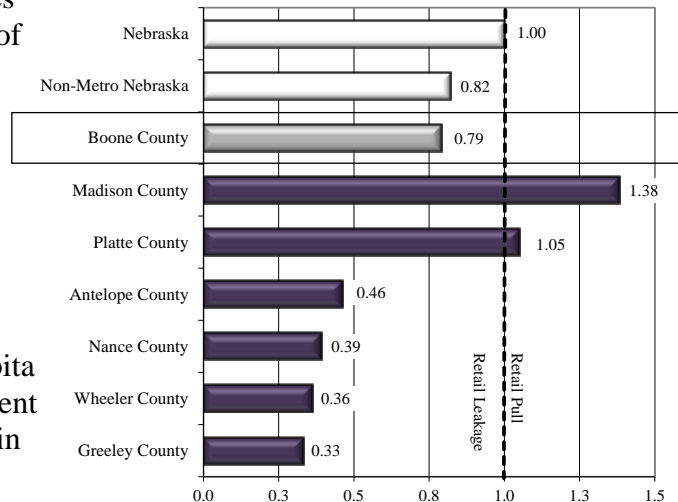
	2016 Population	2016 Retail Sales (x \$1,000)	2016 Per Cap Sales (\$)	2016 Pull Factor
<b>Nebraska</b>	<b>1,907,116</b>	<b>23,471,035</b>	<b>12,307</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>863,461</b>	<b>8,673,355</b>	<b>10,045</b>	<b>0.82</b>
<b>Boone County</b>	<b>5,332</b>	<b>52,090</b>	<b>9,769</b>	<b>0.79</b>
Antelope County	6,329	35,739	5,647	0.46
Greeley County	2,399	9,697	4,042	0.33
Madison County	35,015	595,498	17,007	1.38
Nance County	3,576	17,281	4,832	0.39
Platte County	32,861	426,058	12,965	1.05
Wheeler County	776	3,391	4,370	0.36

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 10

Reviewing the pull factors at the county level indicates Boone County experiences net retail leakages. The 2016 pull factor of 0.79 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 (0.79) with the pull factor for the non-metropolitan area of Nebraska (0.82) indicates per capita retail sales in Boone County are 2.7 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

**2016 Retail Sales (NMV) Pull Factors, Nebraska, Boone County & Surrounding Counties**



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Table 15 and Chart 11 compare the 2016 pull factors for selected area communities. The community of Albion’s pull factor of 1.62 indicates that, on a per capita basis, non-motor vehicle retail sales in Albion are approximately 62.0 percent greater than the state’s average per capita sales.

Table 15

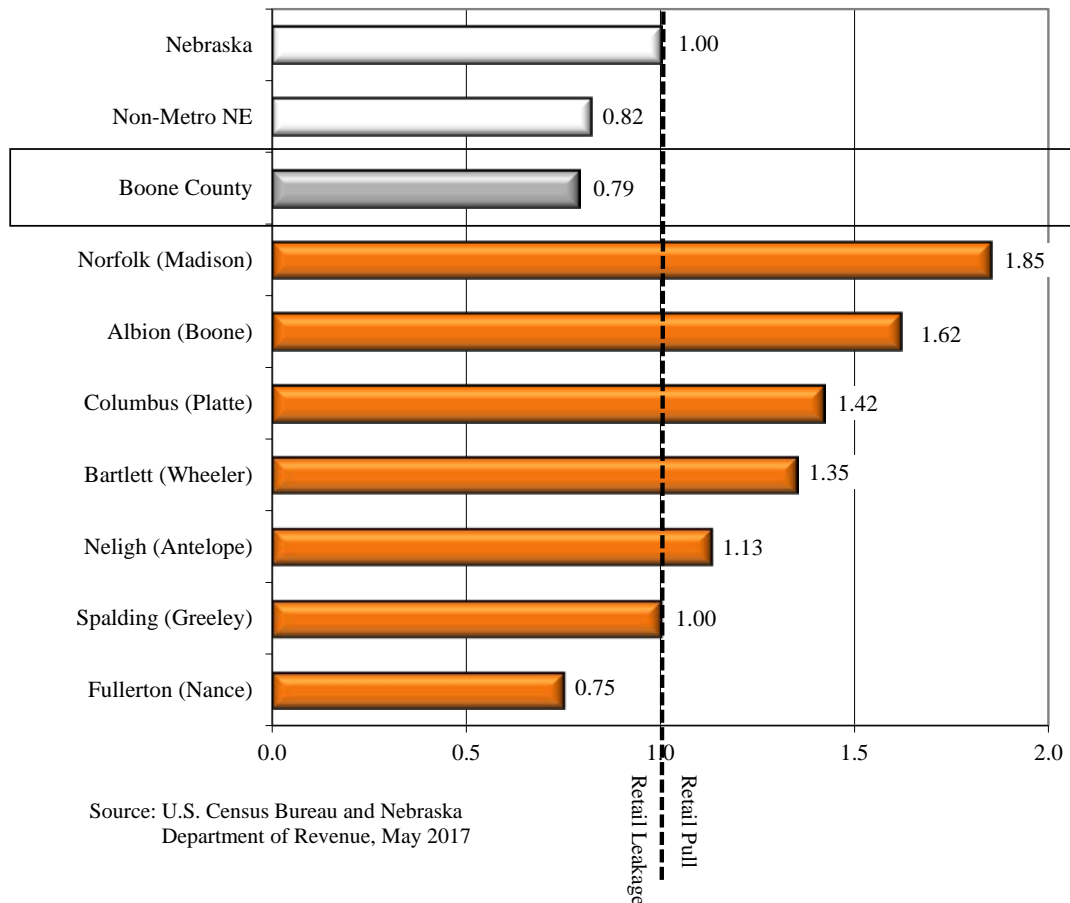
### 2016 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Boone County, and Selected Study Area Communities

	2016 Population	2016 Retail Sales (x \$1,000)	2016 Per Cap Sales (\$)	2016 Pull Factor
<b>Nebraska</b>	<b>1,907,116</b>	<b>23,471,035</b>	<b>12,307</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>863,461</b>	<b>8,673,355</b>	<b>10,045</b>	<b>0.82</b>
<b>Boone County</b>	<b>5,332</b>	<b>52,090</b>	<b>9,769</b>	<b>0.79</b>
Albion (Boone)	1,599	31,782	19,876	1.62
Neligh (Antelope)	1,527	21,154	13,854	1.13
Spalding (Greeley)	452	5,576	12,336	1.00
Norfolk (Madison)	24,348	555,019	22,795	1.85
Fullerton (Nance)	1,259	11,686	9,282	0.75
Columbus (Platte)	22,851	400,268	17,516	1.42
Bartlett (Wheeler)	113	1,871	16,555	1.35

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 11

### 2016 Retail Sales (NMV) Pull Factors, Nebraska, Boone County & Selected Study Area Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2016 pull factors into the communities reporting retail sales figures within Boone County. As this table indicates, the community of St. Edward had the strongest pull factor (1.80) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.79 for Boone County in 2016.

Table 16

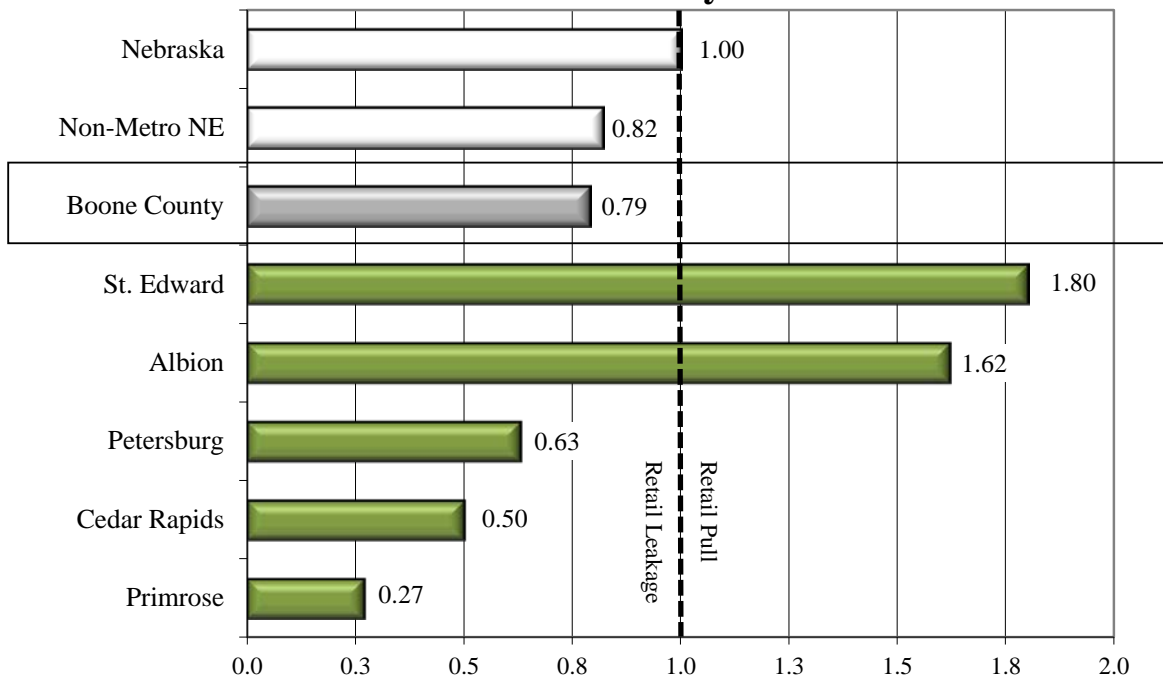
### 2016 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska and Available Boone County Area Communities

	2016 Population	2016 Retail Sales (x \$1,000)	2016 Per Cap Sales (\$)	2016 Pull Factor
<b>Nebraska</b>	<b>1,907,116</b>	<b>23,471,035</b>	<b>12,307</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>863,461</b>	<b>8,673,355</b>	<b>10,045</b>	<b>0.82</b>
<b>Boone County</b>	<b>5,332</b>	<b>52,090</b>	<b>9,769</b>	<b>0.79</b>
Albion	1,599	31,782	19,876	1.62
St. Edward	681	15,062	22,117	1.80
Cedar Rapids	369	2,267	6,144	0.50
Petersburg	325	2,522	7,761	0.63
Primrose	60	202	3,366	0.27

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 12

### 2016 Retail Sales (NMV) Pull Factors, Nebraska, and Available Boone County Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2016 pull factors for Nebraska, Albion, and eight other similarly sized communities selected from around the state. Hartington’s pull factor of 2.21 leads the group for 2016 thus indicating Hartington has greater retail pull.

Table 17

**2016 Retail Sales (Non-Motor Vehicle) Pull Factors  
Albion & Other Similarly Sized Nebraska Communities**

	2016 Population	2016 Retail Sales (x \$1,000)	2016 Per Cap Sales (\$)	2016 Pull Factor
<b>Nebraska</b>	<b>1,907,116</b>	<b>23,471,035</b>	<b>12,307</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>863,461</b>	<b>8,673,355</b>	<b>10,045</b>	<b>0.82</b>
<b>Albion (Boone)</b>	<b>1,599</b>	<b>31,782</b>	<b>19,876</b>	<b>1.62</b>
Hartington (Cedar)	1,523	41,380	27,170	2.21
Neligh (Antelope)	1,527	21,154	13,854	1.13
Gordon (Sheridan)	1,535	21,237	13,835	1.12
Hebron (Thayer)	1,537	16,099	10,474	0.85
Springfield (Sarpy)	1,604	20,454	12,752	1.04
Tecumseh (Johnson)	1,631	18,758	11,501	0.93
Ainsworth (Brown)	1,635	33,017	20,194	1.64
Mitchell (Scotts Bluff)	1,669	6,312	3,782	0.31

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 13

**2016 Retail Sales (NMV) Pull Factors,  
Albion & Other Similarly Sized Nebraska Communities**

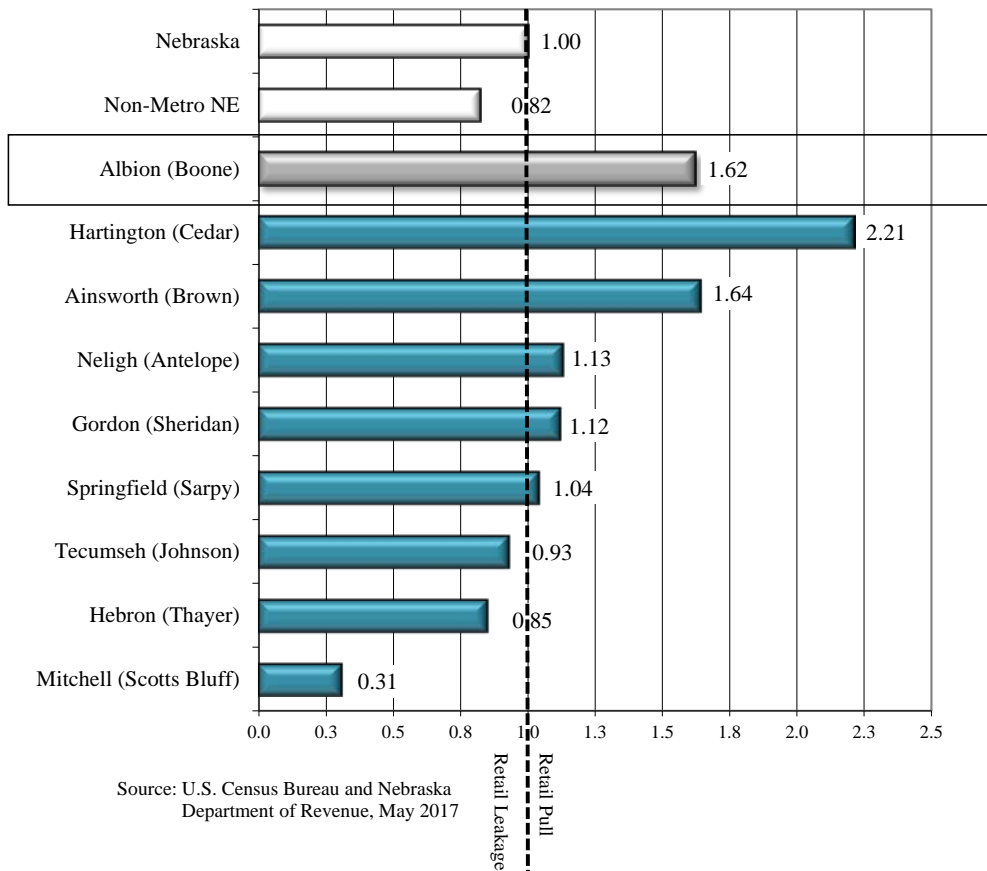
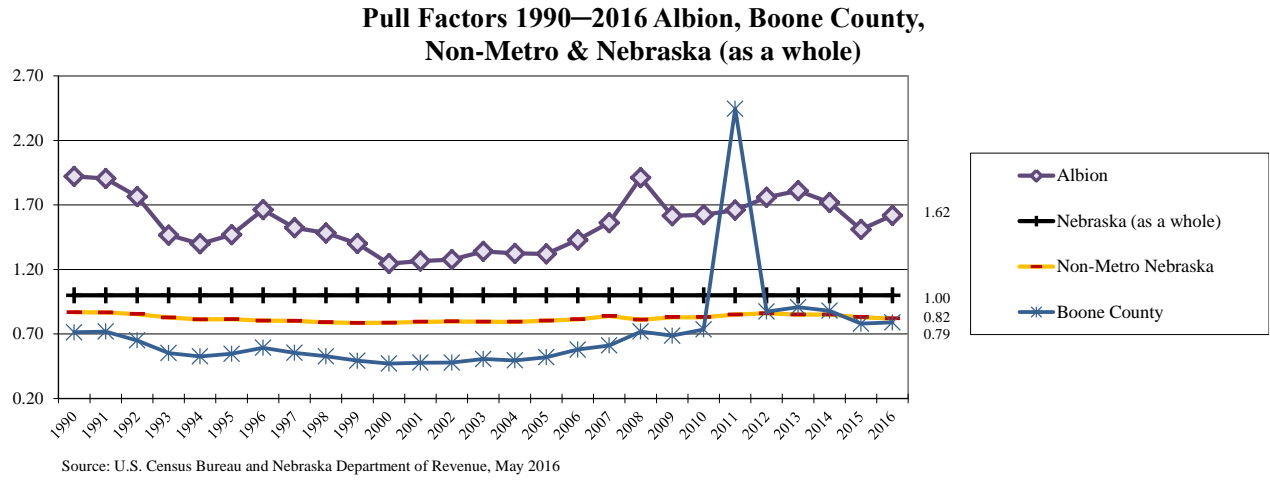


Chart 14 illustrates the pull factor trend for Albion, Boone County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2016. In examining the time line, the city of Albion shows retail pull fluctuating well above the state average throughout the entire study period. Data within Boone County (as a whole) shows the pull factor similar to the non-metropolitan county average throughout the time period excluding one drastic spike period between 2010 and 2012.

Chart 14





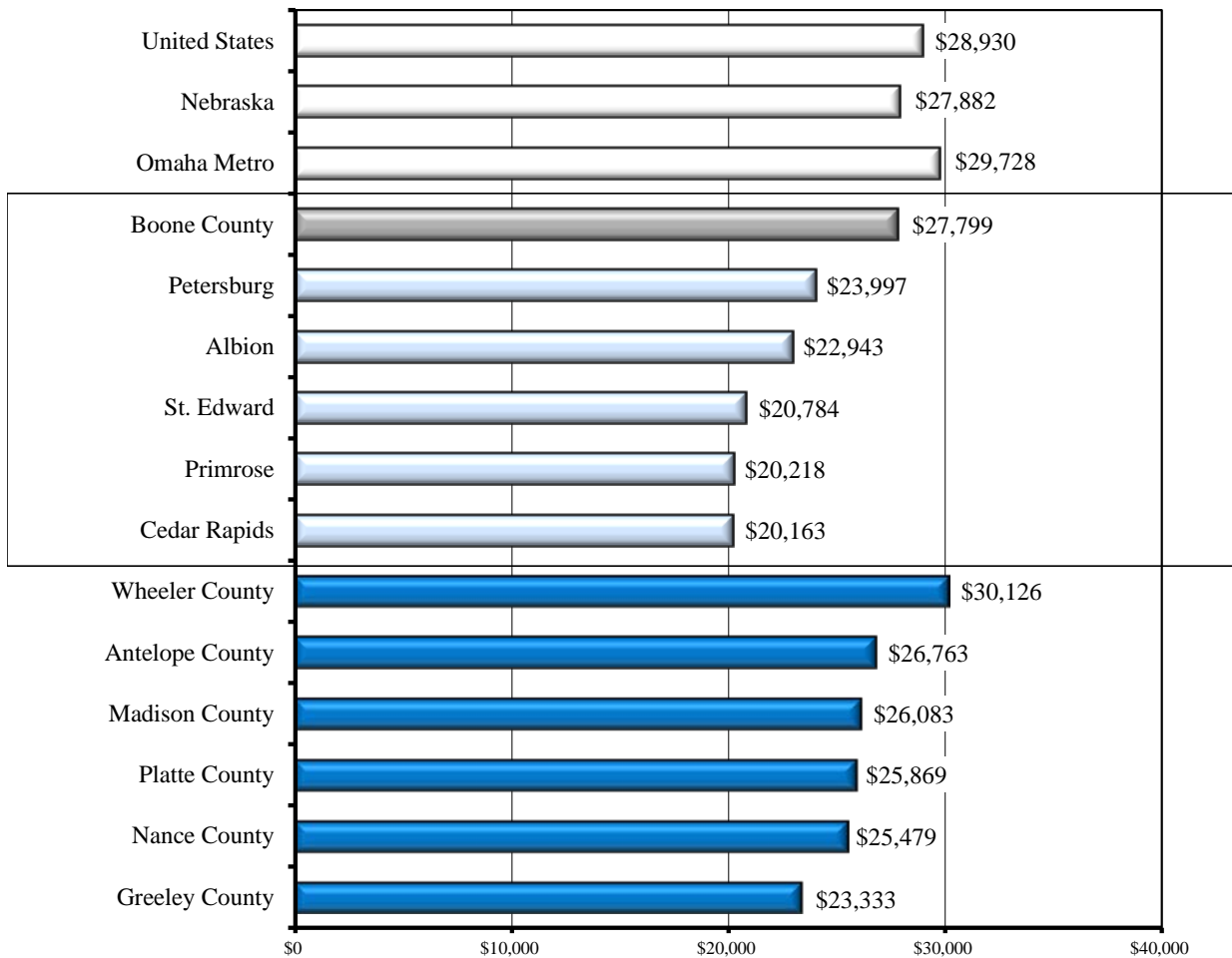
**Per Capita Personal Income**

Chart 15 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 2011–2015, five-year estimates show per capita personal income for Boone County is estimated to be \$27,799 compared to \$27,882 for Nebraska as a whole.

Chart 15

**Per Capita Personal Income, 2011–2015 Five-Year Estimate, Nebraska, Boone County & Surrounding Counties**



Source: U.S. Census Bureau, 2015 inflation adjusted past 12-months, 2011-2015 American Community Survey, accessed May 2017.

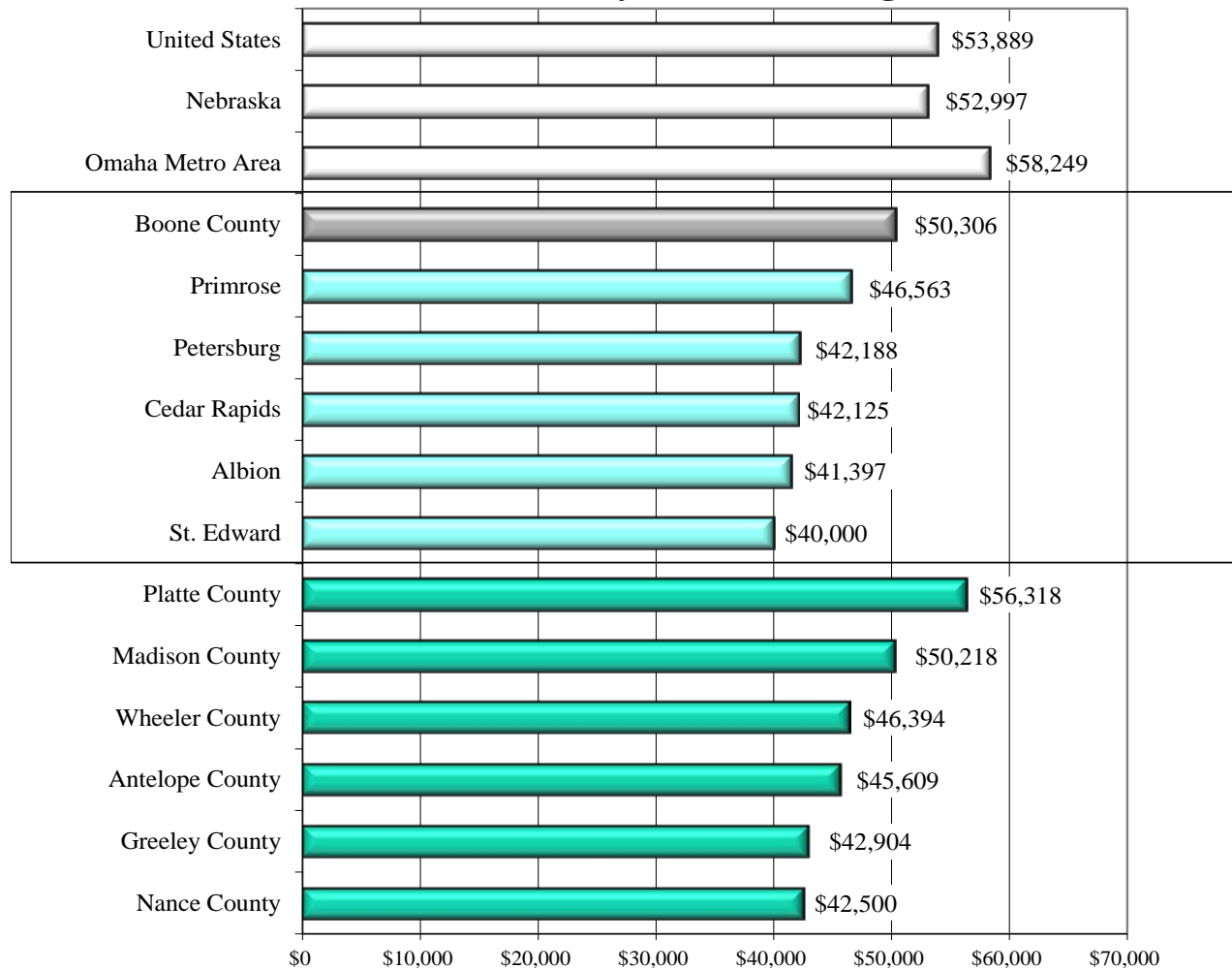
**Median Household Income**

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 2011–2015, five-year estimates show median household income for Boone County is estimated to be \$50,306 in 2015 compared to \$52,997 for Nebraska as a whole.

Chart 16

**Median Household Income, 2011–2015 Five-Year Estimate  
Nebraska, Boone County & Surrounding Counties**



Source: U.S. Census Bureau, 2011-2015 American Community Survey, accessed May 2017.