

**AUGUST 2021 STUDY**

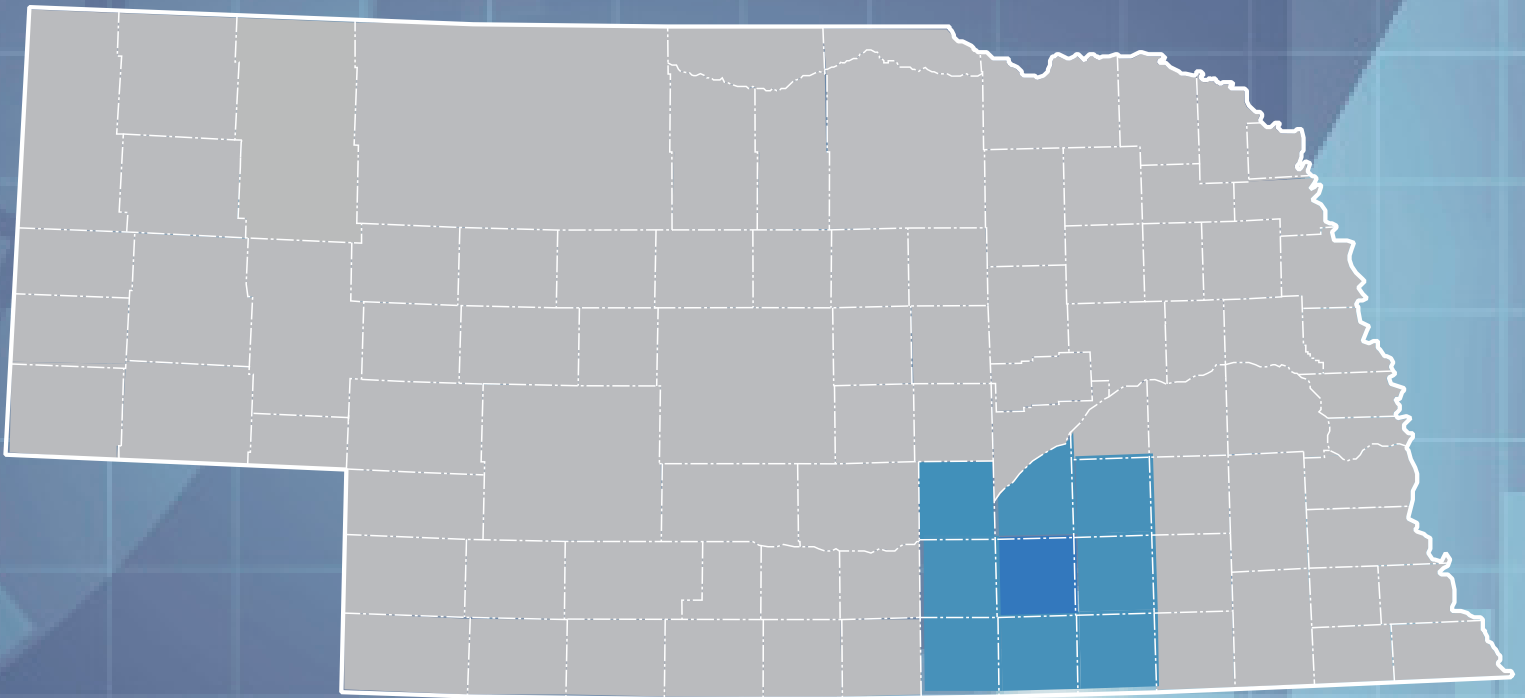


**Nebraska Public Power District**

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# ECONOMIC AND DEMOGRAPHIC TRENDS

Clay County and the Surrounding Area

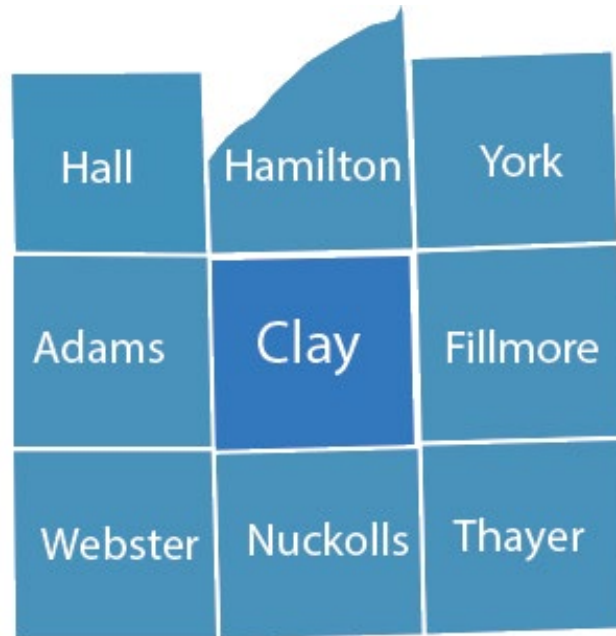


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# ECONOMIC AND DEMOGRAPHIC TRENDS IN Clay County



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Clay 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 Clay County, other counties included in this area are Adams, Fillmore, Hall and Hamilton. The retail sales section also compares retail growth between Clay Center 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 Clay County for the period 2010–2020. 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 Clay County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Clay County decreased 7.5 percent (182 jobs) between 2010 and 2020.

Table 1 and Chart 1 also provide employment data for Clay County by major economic sector for years 2010–2020. The Other Services, except Public sector recorded the largest percentage increase in employment between 2010 and 2020 (31.3 percent or 10 jobs). The Construction sector recorded the largest actual employment increase between 2010 and 2020 (31 jobs or 19.6 percent).

**TABLE 1**  
**Nonfarm Wage & Salary Employment Trends • 2010–2020**  
Clay County, Nebraska

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	% Change 2010-2020	# Change 2010-2020
<b>Nonfarm W&amp;S Employment</b>	<b>2,435</b>	<b>2,465</b>	<b>2,468</b>	<b>2,529</b>	<b>2,586</b>	<b>2,514</b>	<b>2,420</b>	<b>2,369</b>	<b>2,341</b>	<b>2,358</b>	<b>2,253</b>	<b>-7.5</b>	<b>-182</b>
<b>Total Private Industries</b>	<b>1,681</b>	<b>1,729</b>	<b>1,697</b>	<b>1,771</b>	<b>1,809</b>	<b>1,731</b>	<b>1,641</b>	<b>1,588</b>	<b>1,566</b>	<b>1,588</b>	<b>1,547</b>	<b>-8.0</b>	<b>-134</b>
<b>Goods Producing</b>	<b>658</b>	<b>658</b>	<b>720</b>	<b>705</b>	<b>786</b>	<b>805</b>	<b>766</b>	<b>722</b>	<b>696</b>	<b>682</b>	<b>684</b>	<b>4.0</b>	<b>26</b>
Natural Resources & Mining	170	184	168	191	225	231	185	178	179	180	182	7.1	12
Construction	158	153	172	187	195	195	200	190	184	190	189	19.6	31
Manufacturing	330	383	365	408	385	340	337	328	319	314	289	-12.4	-41
<b>Service Providing</b>	<b>1,023</b>	<b>1,009</b>	<b>992</b>	<b>985</b>	<b>1,004</b>	<b>965</b>	<b>919</b>	<b>892</b>	<b>884</b>	<b>904</b>	<b>887</b>	<b>-13.3</b>	<b>-136</b>
Trade, Transportation & Utilities	572	577	575	554	565	558	535	494	482	495	469	-18.0	-103
Information	10	12	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	10	0.0	0
Financial Activities	88	89	88	89	89	91	86	87	89	87	82	-6.8	-6
Professional & Business Services	33	31	N/A	N/A	N/A	N/A	51	N/A	N/A	N/A	27	-18.2	-6
Education & Health Services	230	224	228	249	241	203	192	198	188	187	182	-20.9	-48
Leisure & Hospitality	58	50	51	46	58	59	-	57	76	87	75	29.3	17
Other Services, except Public	32	26	50	47	51	54	55	56	49	48	42	31.3	10
<b>Government</b>	<b>754</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>706</b>	<b>-6.4</b>	<b>-48</b>
Federal	160	160	154	153	156	152	151	147	140	144	148	-7.5	-12
State	170	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	133	-21.8	-37
Local	424	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	425	0.2	1

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2021  
Labor Force & Work Summary, 2010-2020, Annual, Clay County, Nebraska (March 2021 data)

Estimates provided by Melissa Trueblood, PhD, Nebraska Public Power District

**CHART 1**  
**Employment by Industry • 2010–2020**  
Clay County, Nebraska

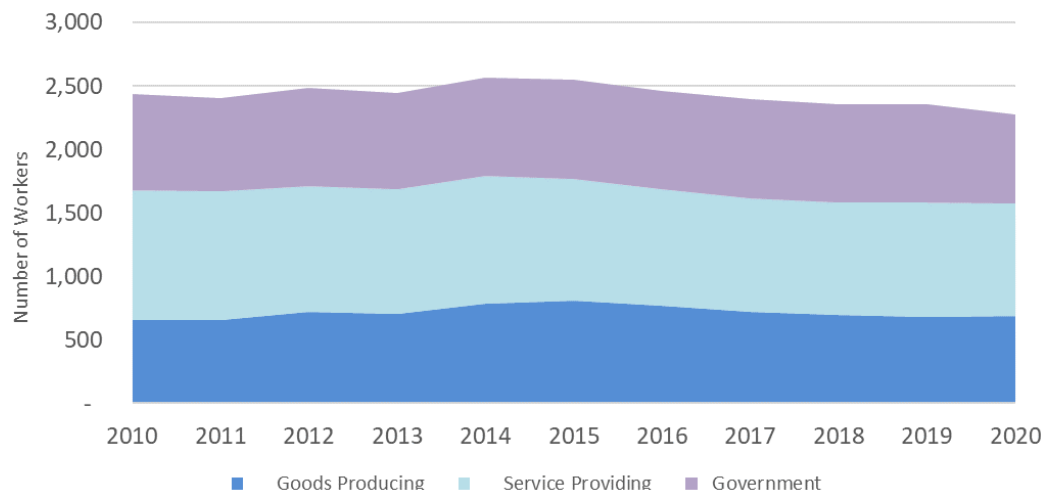


Chart 2 compares total nonfarm wage and salary employment growth in Clay County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2010–2020. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Clay County decreased 7.5 percent (182 jobs) from 2010 to 2020, compared to a 5.1 percent increase for Nebraska as a whole, a 6.8 percent increase in metropolitan Nebraska and a 13.1 percent increase in non-metropolitan Nebraska.

## CHART 2

### Nonfarm W&S Employment • 2010–2020

Clay County, Nebraska, Metro and Non-Metro Nebraska

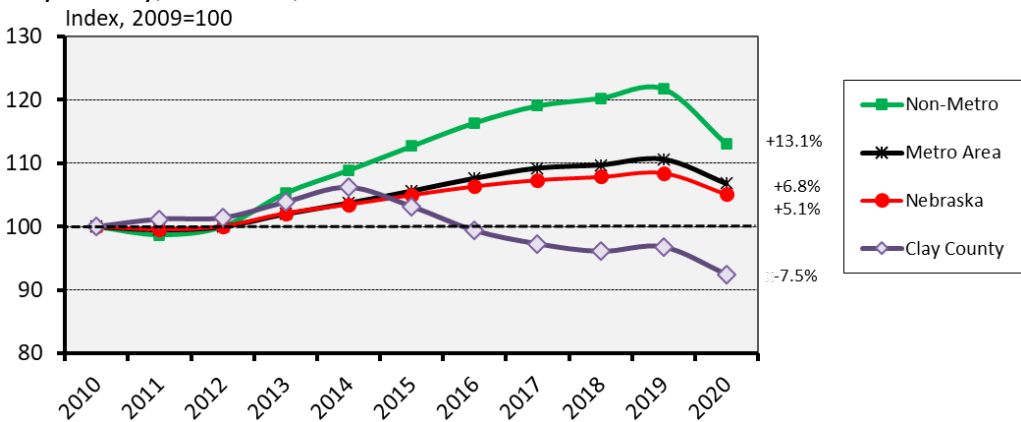
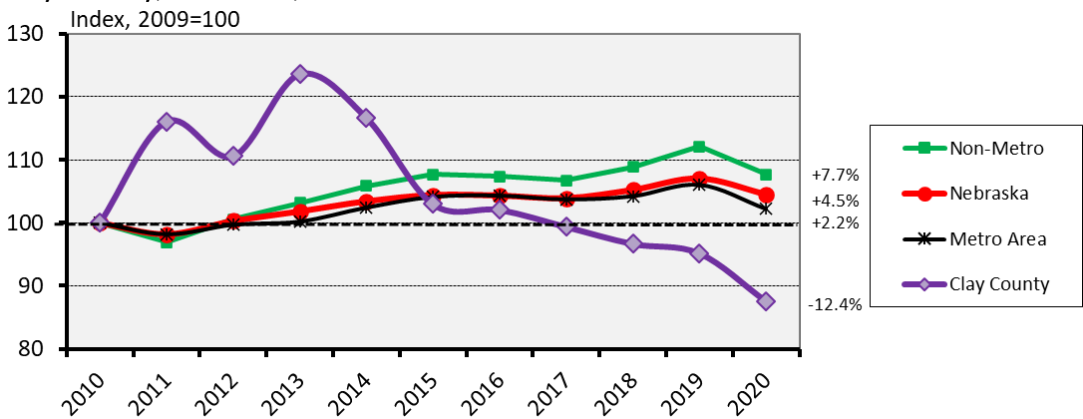


Chart 3 presents data on manufacturing wage and salary employment growth for Clay County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Clay County recorded a 12.4 percent decrease in employment (41 jobs) between 2010 and 2020. This compares to a 7.7 percent increase in employment for non-metropolitan Nebraska; a 4.5 percent increase for Nebraska as a whole; and a 2.2 percent increase for metropolitan Nebraska over the same period.

## CHART 3

### Manufacturing W&S Employment • 2010–2020

Clay County, Nebraska, Metro and Non-Metro Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2021

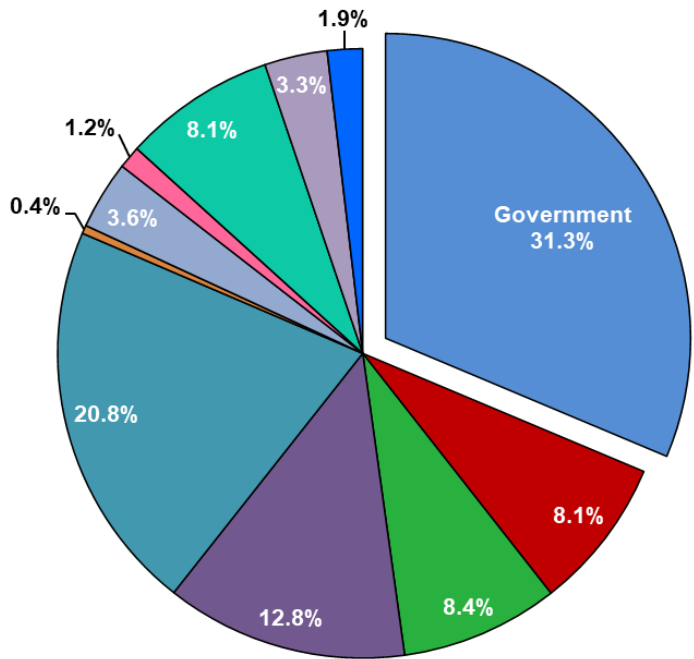
The next series of pie charts (Charts 4, 5 and 6) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Clay County compared to the non-metropolitan and metropolitan distributions.

When comparing the Clay County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 31.3 percent of the county workforce (706 employees) compared to 17.8 percent for non-metropolitan Nebraska; a difference of 13.5 percent. Comparing Clay County to the overall metropolitan distribution, the largest deviation is also found in the Government sector (31.3 percent Clay County vs. 14.1 percent metropolitan Nebraska; a difference of 17.2 percent).

**CHART 4, 5 & 6**

**Nonfarm W&S Employment by Major Economic Sector**

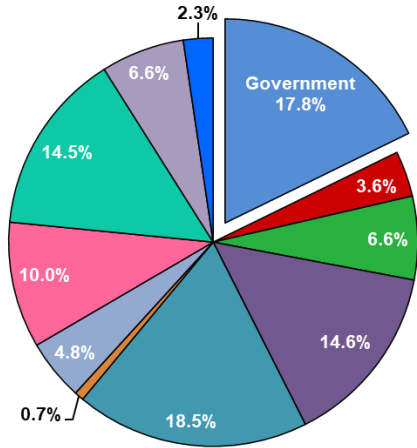
Clay County, 2020



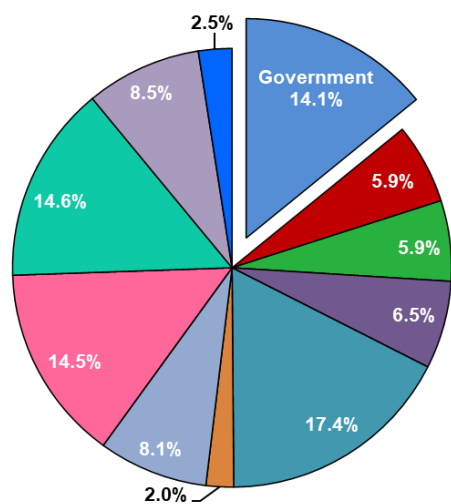
- Natural Resources and Mining
- Construction
- Manufacturing
- Trade, Transportation, and Utilities
- Information
- Financial Activities
- Professional and Business Services
- Education and Health Services
- Leisure and Hospitality
- Other Services

Source: U.S. Bureau of Labor Statistics

Non-Metropolitan Nebraska, 2020



Metropolitan Nebraska, 2020



The next table (Table 2) shows labor force information for Clay County for the time period 2010–2020. 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 Clay County residents participating in the labor force between 2010 and 2020 (5.0 percent or 172 people).

The number of those unemployed in Clay County decreased by 30.2 percent (45 people) between 2010 and 2020. 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 Clay County unemployment rate was 3.2 percent in 2020; below that for metropolitan Nebraska (4.6 percent), below Nebraska as a whole (4.2 percent), and below non-metropolitan Nebraska (3.5 percent).

**TABLE 2**

## Labor Force & Employment Trends

Clay County, Nebraska · 2010–2020

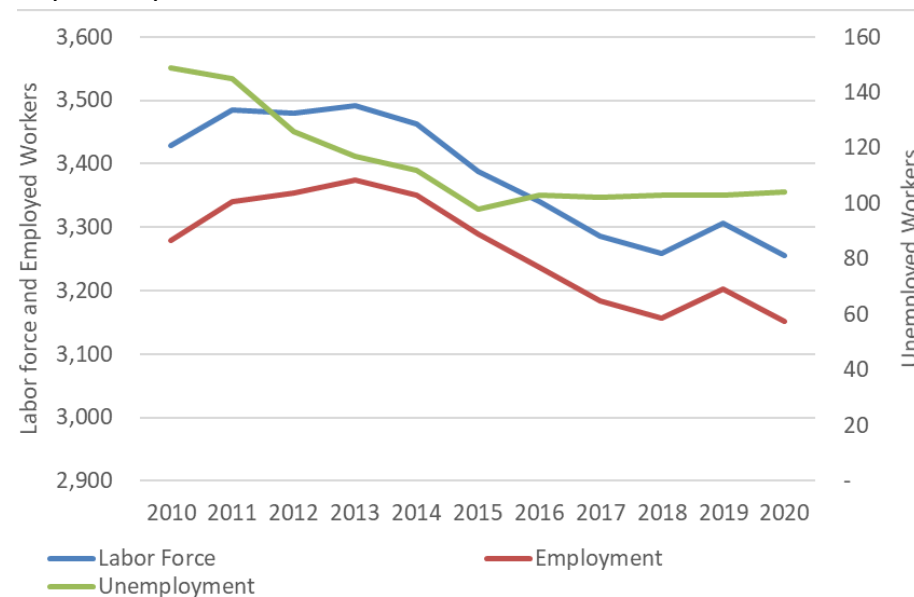
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	% Change 2010-2020	# Change 2010-2020
<b>Labor Force</b>	<b>3,428</b>	<b>3,485</b>	<b>3,479</b>	<b>3,492</b>	<b>3,463</b>	<b>3,387</b>	<b>3,340</b>	<b>3,286</b>	<b>3,259</b>	<b>3,306</b>	<b>3,256</b>	<b>-5.0</b>	<b>-172</b>
Employment	3,279	3,340	3,353	3,375	3,351	3,289	3,237	3,184	3,156	3,203	3,152	-3.9	-127
Unemployment	149	145	126	117	112	98	103	102	103	103	104	-30.2	-45
Unemployment Rate	4.3	4.2	3.6	3.4	3.2	2.9	3.1	3.1	3.2	3.1	3.2	N/A	N/A

(N/A) - Data not available

**CHART 7**

## Labor Force & Employment Trends

Clay County, Nebraska · 2010–2020



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2021  
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 Clay 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 Clay County are from 2018.

Table 3 (pages 6–7) examines the Work Destination area for Clay County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 2,410 county labor force participants holding primary jobs. As Table 3 shows, 98.2 percent of Clay County's labor force participants are employed within the state of Nebraska. Approximately 36.4 percent of Clay County workers remain within Clay County for employment with 63.6 percent leaving the county borders for work (next page). The top ten incorporated places where Clay County labor force participants are employed are also shown on the following page.

**TABLE 3**

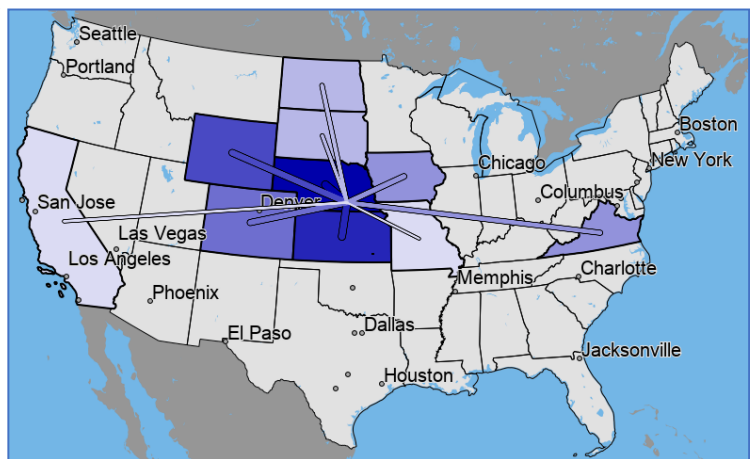
### Work Destination Report • 2018

Where Workers are Employed Who Live in the Selection Area

	Count	Share
<b>Total Primary Jobs</b>	<b>2,410</b>	<b>100.0%</b>

#### By States

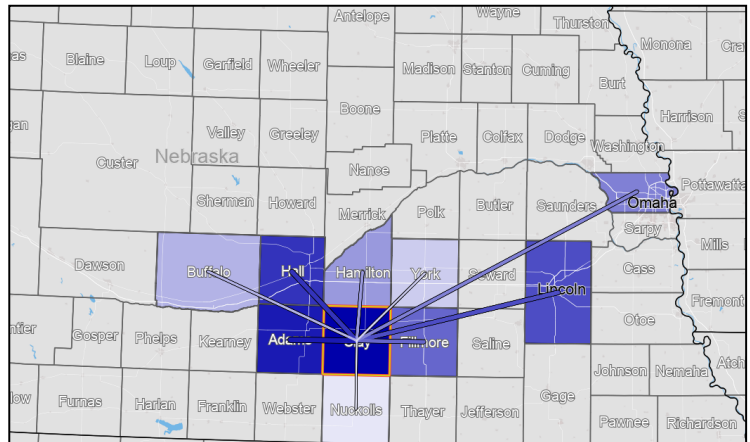
	Count	Share
<b>Nebraska</b>	<b>2,366</b>	<b>98.2%</b>
Kansas	20	0.8%
Wyoming	5	0.2%
Colorado	4	0.2%
Iowa	3	0.1%
Virginia	3	0.1%
North Dakota	2	0.1%
South Dakota	2	0.1%
California	1	0.0%
Missouri	1	0.0%
All Other Locations	3	0.1%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, August 2021

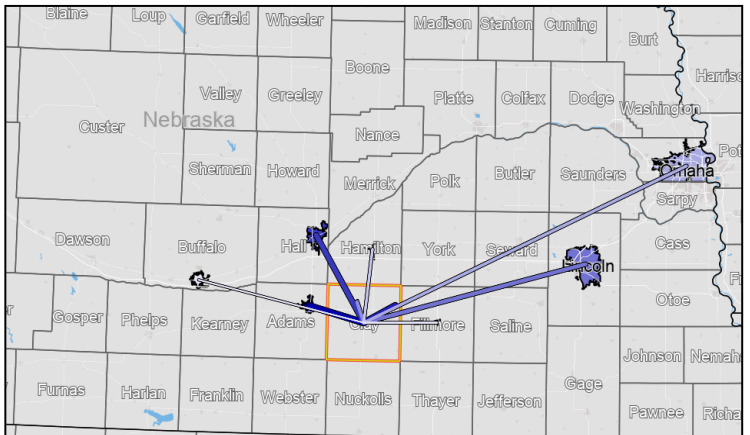
## By Counties

	Count	Share
<b>Clay County, NE</b>	<b>877</b>	<b>36.4%</b>
Adams County, NE	567	23.5%
Hall County, NE	163	6.8%
Lancaster County, NE	107	4.4%
Fillmore County, NE	86	3.6%
Douglas County, NE	80	3.3%
Hamilton County, NE	76	3.2%
Buffalo County, NE	66	2.7%
York County, NE	54	2.2%
Nuckolls County, NE	52	2.2%
All Other Locations	282	11.7%



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

	Count	Share
Hastings city, NE	462	19.2%
Sutton city, NE	354	14.7%
Grand Island city, NE	148	6.1%
<b>Clay Center city, NE</b>	<b>113</b>	<b>4.7%</b>
Lincoln city, NE	105	4.4%
Harvard city, NE	99	4.1%
Omaha city, NE	76	3.2%
Aurora city, NE	57	2.4%
Geneva city, NE	45	1.9%
Kearney city, NE	45	1.9%
All Other Locations	906	37.6%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, August 2021

People also travel from other locations to work in Clay 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 Clay County. The Census identified 1,923 primary jobs within Clay County. As Table 4 indicates, 97.0 percent of these jobs are held by Nebraska residents. Approximately 45.6 percent of Clay County workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

**TABLE 4**

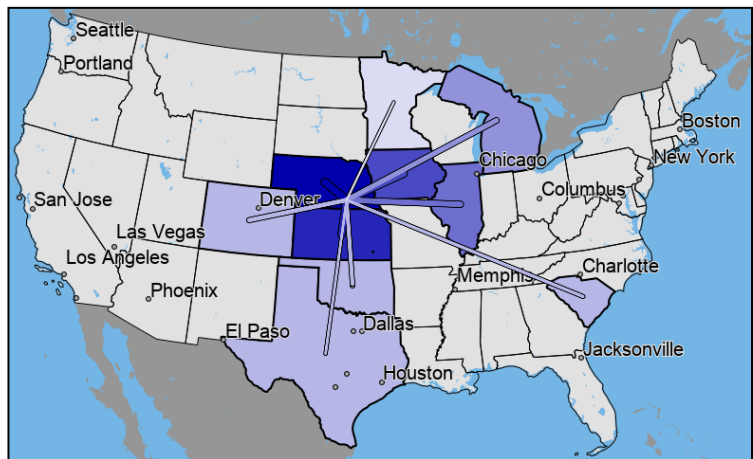
## Home Destination Report • 2018

Where Workers Live Who are Employed in the Selection Area

	Count	Share
<b>Total Primary Jobs</b>	<b>1,923</b>	<b>100.0%</b>

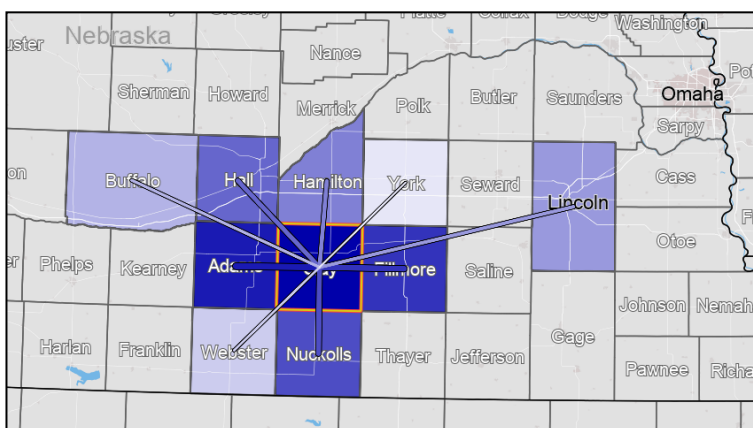
### By States

	Count	Share
<b>Nebraska</b>	<b>1,866</b>	<b>97.0%</b>
Kansas	12	0.6%
Iowa	7	0.4%
Illinois	5	0.3%
Michigan	4	0.2%
Colorado	3	0.2%
Oklahoma	3	0.2%
South Carolina	3	0.2%
Texas	3	0.2%
Minnesota	2	0.1%
All Other Locations	15	0.8%



### By Counties

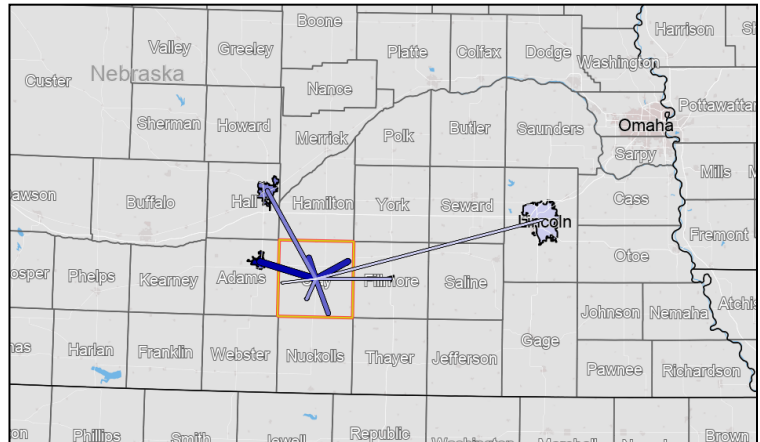
	Count	Share
<b>Clay County, NE</b>	<b>877</b>	<b>45.6%</b>
Adams County, NE	303	15.8%
Fillmore County, NE	89	4.6%
Nuckolls County, NE	83	4.3%
Hall County, NE	75	3.9%
Hamilton County, NE	71	3.7%
Lancaster County, NE	46	2.4%
Buffalo County, NE	42	2.2%
Webster County, NE	28	1.5%
York County, NE	27	1.4%
All Other Locations	282	14.7%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, August 2021

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

	Count	Share
Hastings city, NE	246	12.8%
Sutton city, NE	203	10.6%
Harvard city, NE	150	7.8%
<b>Clay Center city, NE</b>	<b>88</b>	<b>4.6%</b>
Edgar city, NE	63	3.3%
Grand Island city, NE	60	3.1%
Fairfield city, NE	55	2.9%
Geneva city, NE	53	2.8%
Lincoln city, NE	41	2.1%
Glenvil village, NE	35	1.8%
All Other Locations	929	48.3%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, August 2021

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

**TABLE 5**

## Inflow/Outflow Report

Clay County, Primary Jobs

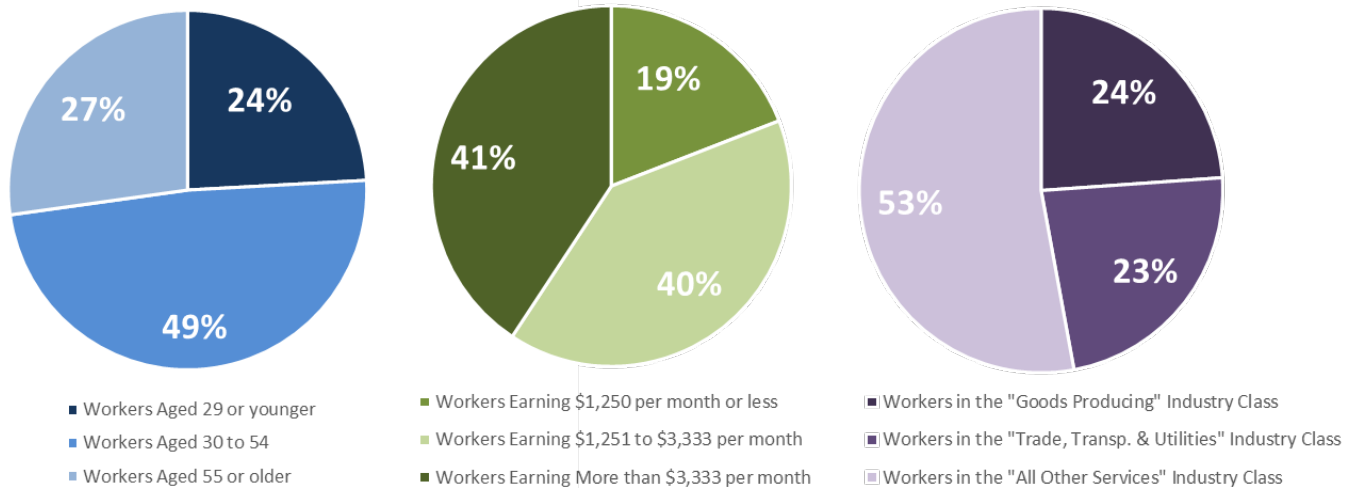
Selection Area Labor Market Size	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,923	100.0%	1,978	100.0%	2,003	100.0%
Living in the Selection Area	2,410	125.3%	2,466	124.7%	2,439	121.8%
Net Job Inflow (+) or Outflow (-)	-487	-	-488	-	-436	-

In-Area Labor Force Efficiency	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	2,410	100.0%	2,466	100.0%	2,439	100.0%
Living and Employed in the Selection Area	877	36.4%	926	37.6%	979	40.1%
Living in the Selection Area but Employed Outside	1,533	63.6%	1,540	62.4%	1,460	59.9%

In-Area Employment Efficiency	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,923	100.0%	1,978	100.0%	2,003	100.0%
Employed and Living in the Selection Area	877	45.6%	926	46.8%	979	48.9%
Employed in the Selection Area but Living Outside	1,046	54.4%	1,052	53.2%	1,024	51.1%

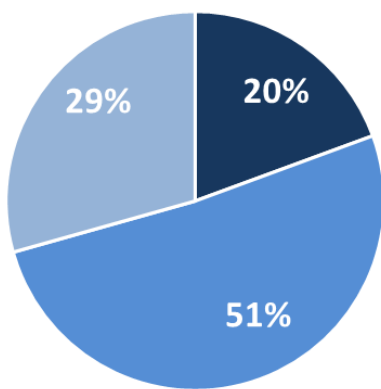
**TABLE 6****Worker Outflow by Job Characteristic****Clay County**

Outflow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	<b>1,533</b>	<b>100.0%</b>	1,540	100.0%	1,460	100.0%
Workers Aged 29 or younger	<b>370</b>	<b>24.1%</b>	389	25.3%	380	26.0%
Workers Aged 30 to 54	<b>746</b>	<b>48.7%</b>	733	47.6%	725	49.7%
Workers Aged 55 or older	<b>417</b>	<b>27.2%</b>	418	27.1%	355	24.3%
Workers Earning \$1,250 per month or less	<b>293</b>	<b>19.1%</b>	274	17.8%	299	20.5%
Workers Earning \$1,251 to \$3,333 per month	<b>616</b>	<b>40.2%</b>	665	43.2%	580	39.7%
Workers Earning More than \$3,333 per month	<b>624</b>	<b>40.7%</b>	601	39.0%	581	39.8%
Workers in the "Goods Producing" Industry Class	<b>366</b>	<b>23.9%</b>	367	23.8%	319	21.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	<b>356</b>	<b>23.2%</b>	380	24.7%	398	27.3%
Workers in the "All Other Services" Industry Class	<b>811</b>	<b>52.9%</b>	793	51.5%	743	50.9%

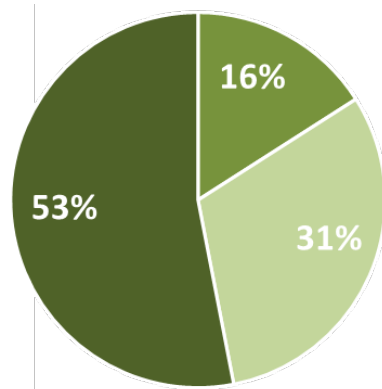
**CHART 8, 9 & 10**

**TABLE 7****Worker Inflow by Job Characteristic****Clay County**

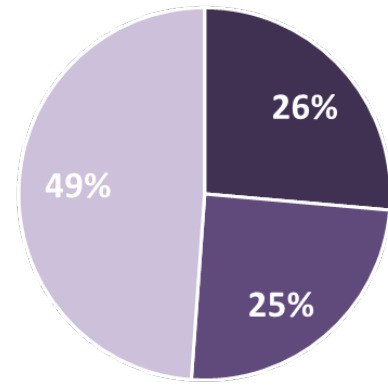
Inflow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	<b>1,046</b>	<b>100.0%</b>	1,052	100.0%	1,024	100.0%
Workers Aged 29 or younger	<b>203</b>	<b>19.4%</b>	189	18.0%	193	18.8%
Workers Aged 30 to 54	<b>536</b>	<b>51.2%</b>	554	52.7%	516	50.4%
Workers Aged 55 or older	<b>307</b>	<b>29.3%</b>	309	29.4%	315	30.8%
Workers Earning \$1,250 per month or less	<b>167</b>	<b>16.0%</b>	154	14.6%	160	15.6%
Workers Earning \$1,251 to \$3,333 per month	<b>324</b>	<b>31.0%</b>	368	35.0%	376	36.7%
Workers Earning More than \$3,333 per month	<b>555</b>	<b>53.1%</b>	530	50.4%	488	47.7%
Workers in the "Goods Producing" Industry Class	<b>276</b>	<b>26.4%</b>	300	28.5%	299	29.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	<b>259</b>	<b>24.8%</b>	271	25.8%	274	26.8%
Workers in the "All Other Services" Industry Class	<b>511</b>	<b>48.9%</b>	481	45.7%	451	44.0%

**CHART 11, 12 & 13**

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



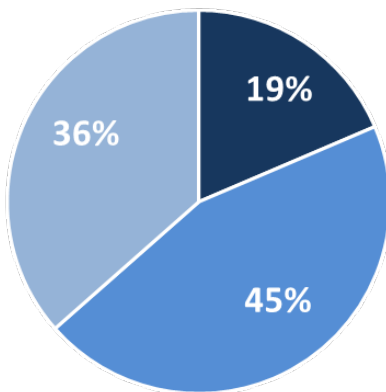
- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



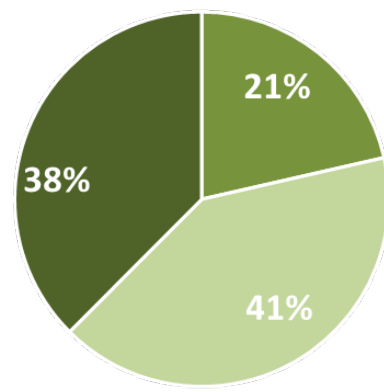
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transp. & Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

**TABLE 8****Worker Interior by Job Characteristic****Clay County**

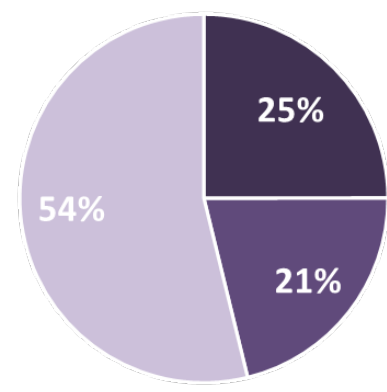
Interior Flow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	877	100.0%	926	100.0%	979	100.0%
Workers Aged 29 or younger	163	18.6%	178	19.2%	176	18.0%
Workers Aged 30 to 54	394	44.9%	434	46.9%	469	47.9%
Workers Aged 55 or older	320	36.5%	314	33.9%	334	34.1%
Workers Earning \$1,250 per month or less	188	21.4%	239	25.8%	216	22.1%
Workers Earning \$1,251 to \$3,333 per month	360	41.0%	362	39.1%	433	44.2%
Workers Earning More than \$3,333 per month	329	37.5%	325	35.1%	330	33.7%
Workers in the "Goods Producing" Industry Class	219	25.0%	212	22.9%	226	23.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	186	21.2%	190	20.5%	231	23.6%
Workers in the "All Other Services" Industry Class	472	53.8%	524	56.6%	522	53.3%

**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, Transp. & Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

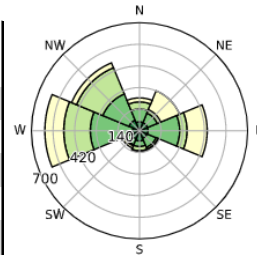
The Distance/Direction Report depicted in Table 9 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Clay County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Clay County is less in 2018 compared to 2017 and 2016. The distribution of miles traveled to work has also shifted since 2016. 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	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>2,410</b>	<b>100.0%</b>	<b>2,466</b>	<b>100.0%</b>	<b>2,439</b>	<b>100.0%</b>
Less than 10 miles	466	19.3%	536	21.7%	535	21.9%
10 to 24 miles	952	39.5%	955	38.7%	987	40.5%
25 to 50 miles	522	21.7%	457	18.5%	452	18.5%
Greater than 50 miles	470	19.5%	518	21.0%	465	19.1%



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

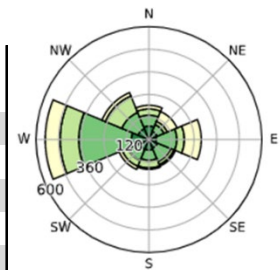
Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Clay County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Clay County has decreased since 2017 and 2016. The data also show the majority of Clay County employees continue to travel less than 25 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

**TABLE 10 & FIGURE 2**

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

Work within study area – distance to home

Job Counts in Home Blocks	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>1,923</b>	<b>100.0%</b>	<b>1,978</b>	<b>100.0%</b>	<b>2,003</b>	<b>100.0%</b>
Less than 10 miles	479	24.9%	529	26.7%	519	25.9%
10 to 24 miles	771	40.1%	785	39.7%	829	41.4%
25 to 50 miles	377	19.6%	348	17.6%	365	18.2%
Greater than 50 miles	296	15.4%	316	16.0%	290	14.5%



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

## POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Clay County and the surrounding area. As Table 11 indicates, Clay County's population experienced an average annual decrease of 0.6 percent between 1970 and 2010 for a total decrease of 20.9 percent or 1,724 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Clay County reported an average annual 0.5 percent decrease in population from 2010 to 2020 (326 people total).

**TABLE 11**

### County Population • 1970–2020

Clay County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2020	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2020
<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>1,937,552</b>	<b>0.5</b>	<b>0.6</b>
<b>Clay County</b>	<b>8,266</b>	<b>8,106</b>	<b>7,123</b>	<b>7,039</b>	<b>6,542</b>	<b>6,216</b>	<b>-0.6</b>	<b>-0.5</b>
Adams County	30,553	30,656	29,625	31,151	31,364	31,321	0.1	0.0
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,519	-0.8	-0.6
Hall County	42,851	47,690	48,925	53,534	58,607	61,028	0.8	0.4
Hamilton County	8,867	9,301	8,862	9,403	9,124	9,237	0.1	0.1
Nuckolls County	7,404	6,726	5,786	5,057	4,500	4,134	-1.2	-0.8
Thayer County	7,779	7,582	6,635	6,048	5,228	4,887	-1.0	-0.7
Webster County	5,396	4,858	4,279	4,061	3,812	3,419	-0.9	-1.1
York County	13,685	14,798	14,428	14,598	13,665	13,511	0.0	-0.1

Table 12 data reveals the population of Clay County's incorporated places as a whole experienced an average annual population decrease of 0.3 percent from 1970 to 2010 and an average annual decrease of 0.5 percent from 2010 to 2020 for a total decrease of 17.3 percent (963 people) from 1970 to 2020. Sutton, the county's largest city, reported a 6.2 percent increase in population (85 people) between 1970 and 2020. The unincorporated areas outside of the selected communities experienced a 40.4 percent decrease (1,087 people) during the period 1970–2020.

**TABLE 12**

### Population • 1970–2020

Clay County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2020	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2020
<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>1,937,552</b>	<b>0.5</b>	<b>0.6</b>
<b>Clay County</b>	<b>8,266</b>	<b>8,106</b>	<b>7,123</b>	<b>7,039</b>	<b>6,542</b>	<b>6,216</b>	<b>-0.6</b>	<b>-0.5</b>
Clay Center	952	962	825	861	760	723	-0.6	-0.5
Deweese	86	69	74	80	67	65	-0.6	-0.3
Edgar	707	705	604	539	498	451	-0.9	-1.0
Fairfield	487	543	468	467	387	369	-0.6	-0.5
Glennville	332	363	304	332	310	294	-0.2	-0.5
Harvard	1,230	1,217	976	998	1,013	966	-0.5	-0.5
Ong	129	104	69	67	63	60	-1.8	-0.5
Saronville	74	63	38	61	47	45	-1.1	-0.4
Sutton	1,361	1,416	1,351	1,447	1,502	1,446	0.2	-0.4
Trumbull	220	216	225	212	205	196	-0.2	-0.4
<b>Total Incorporated Places</b>	<b>5,578</b>	<b>5,658</b>	<b>4,934</b>	<b>5,064</b>	<b>4,852</b>	<b>4,615</b>	<b>-0.3</b>	<b>-0.5</b>
<b>Unincorporated Areas</b>	<b>2,688</b>	<b>2,448</b>	<b>2,189</b>	<b>1,975</b>	<b>1,690</b>	<b>1,601</b>	<b>-1.2</b>	<b>-0.5</b>

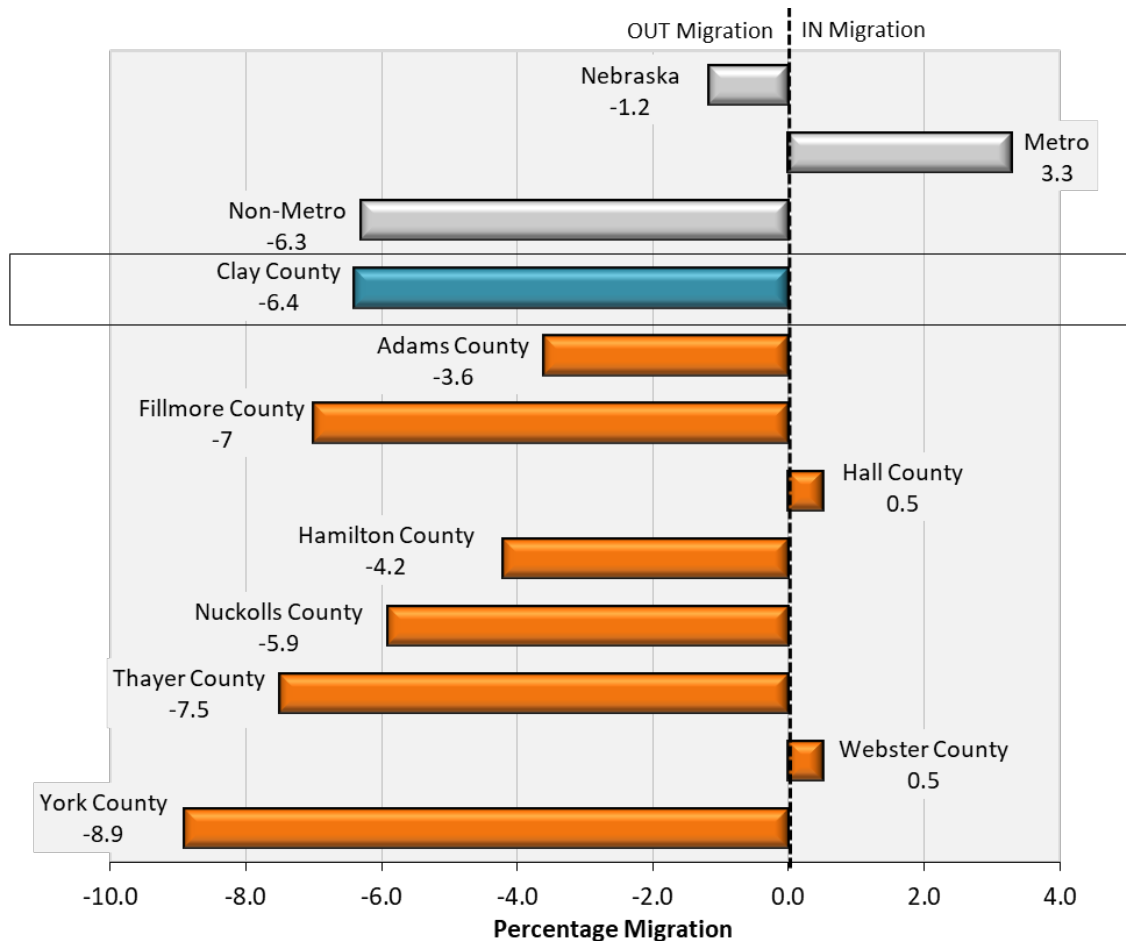
Source: U.S. Bureau of the Census, Census of Population, May 2021

The next two charts (Chart 17 and 18, next page) graphically depict the migration patterns for Nebraska, Clay 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, Clay County experienced a net out-migration of 448 people or 6.4 percent of its 2000 population.

#### CHART 17

### Net Migration as Percent of 2000 Population • 2000–2010

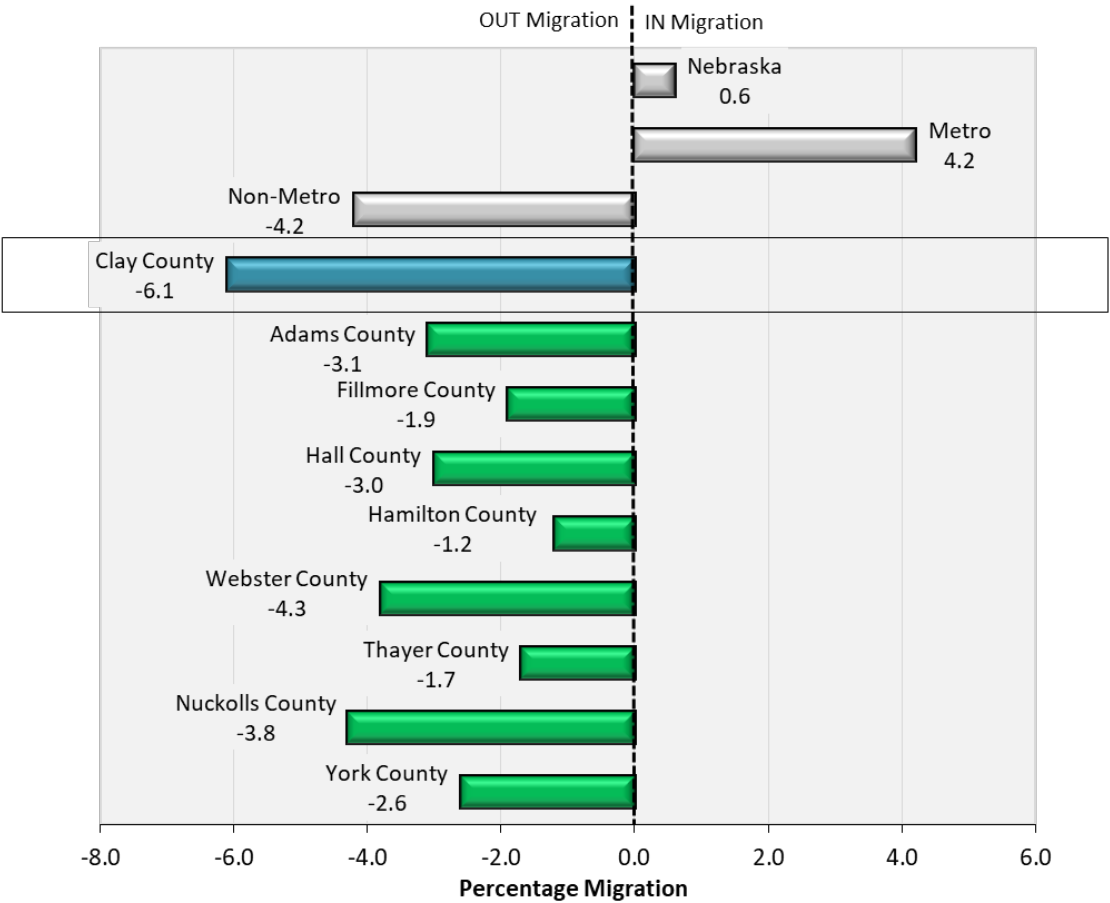
Clay County and the Surrounding Area



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

Looking at the years 2010–2020 (Chart 18), Clay County experienced a net out-migration of 398 people or 6.1 percent of its 2010 population.

**CHART 18**  
**Net Migration as Percent of 2010 Population • 2010–2020**  
Clay County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2021

The next table and chart (Table 13 and Chart 19, next page) provide detail on migration patterns. Data reported in these tables are 2015–2019, 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 94 greater than the number of people living in Clay County one-year ago. This indicates Clay 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 • 2015–2019**

Clay County, Nebraska

Current population one-year or older	6,140
Number of people living in the area one-year ago	6,046
Population change due to migration and mortality	94

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 2021

The 2015–2019, five-year estimates in Chart 19 reveal a net gain of 11 people from other Nebraska counties and a net gain of 73 people from other states for a total net gain of 84 people one-year or older. As shown in Chart 19, net gains occurred in the age groups Age 1 to 17 (gain of 86), Age 25 to 44 (gain of 52), Age 45 to 64 (gain of 21) and net losses in age groups Age 18 to 24 (loss of 17) and Age 65 and over (loss of 58).

Chart 19 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 68) and a gain in residents with a graduate or professional degree (gain of 21) and a loss of residents with a bachelor's degree, associate's degree, or some college (loss of 74).

#### CHART 19

### Population Change Due to Migration and Mortality Five-Year Estimate • 2015–2019

Clay 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	78	50	0	36	36	86
Age 18 to 24	71	39	-32	0	15	15	-17
Age 25 to 44	92	102	10	0	42	42	52
Age 45 to 64	30	54	24	17	14	-3	21
Age 65 and over	62	21	-41	23	6	-17	-58
<b>Total</b>	<b>283</b>	<b>294</b>	<b>11</b>	<b>40</b>	<b>113</b>	<b>73</b>	<b>84</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	30	96	66	20	22	2	68
Bachelor's or some college	154	68	-86	20	32	12	-74
Grad. or Prof. degree	0	13	13	0	8	8	21
<b>Total</b>	<b>184</b>	<b>177</b>	<b>-7</b>	<b>40</b>	<b>62</b>	<b>22</b>	<b>15</b>

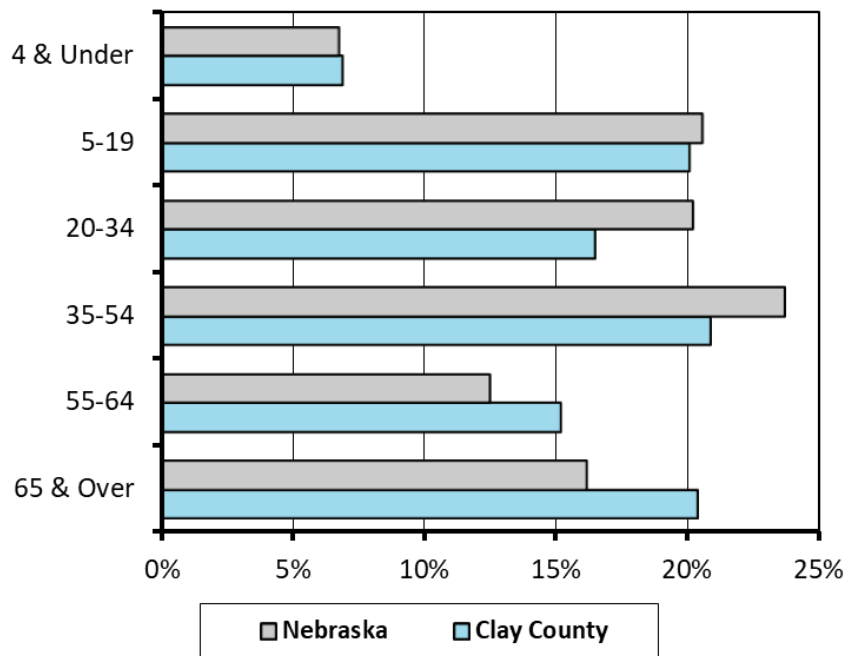
Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States; Geographical Mobility In The Past Year By Educational Attainment For Current Residence In The United States & Geographical Mobility In The Past Year By Educational Attainment For Residence 1 Year Ago In The United States*; accessed April 2021

The following chart and table (Chart 20; Table 14) compare the U.S. Census Bureau's age distribution of population for Nebraska as a whole and Clay County. The population of Clay County is significantly older in age than Nebraska as a whole. The median age for Clay County residents in 2019 was 41.5 years of age compared to 36.8 years of age for residents of Nebraska as a whole.

**CHART 20**

## Age Distribution of the Population • 2019

Clay County and Nebraska



**TABLE 14**

	2019 Population		Percent	
	Nebraska	Clay County	Nebraska	Clay County
4 & Under	130,880	426	6.8%	6.9%
5-19	398,941	1,244	20.6%	20.1%
20-34	390,889	1,024	20.2%	16.5%
35-54	458,947	1,298	23.7%	20.9%
55-64	242,293	943	12.5%	15.2%
65 & Over	312,458	1,268	16.2%	20.4%
<b>Total</b>	<b>1,934,408</b>	<b>6,203</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.8</b>	<b>41.5</b>		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," March 2021

Table 15 shows additional median ages as estimated by the American Community Survey for communities within Clay 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 21 graphically depicts the median age distribution for the study area.

**TABLE 15**

## Median Age by Location and Gender • 2019

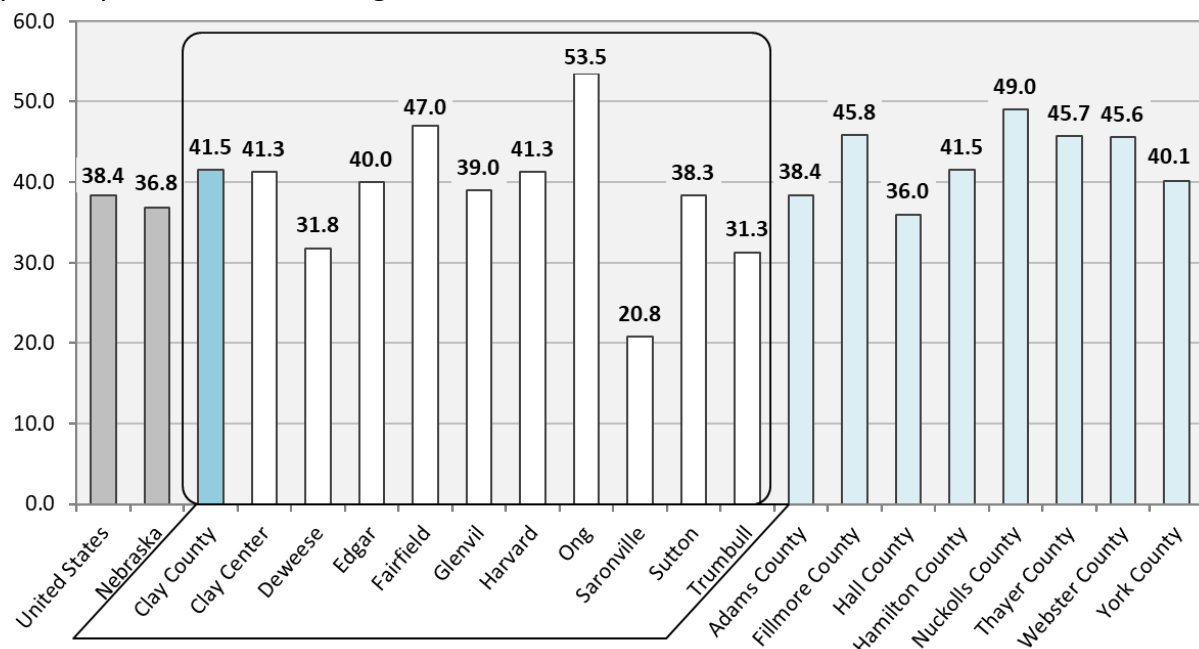
Clay County and the Surrounding Area

	Median Age		
	Total	Male	Female
<b>United States</b>	<b>38.4</b>	<b>37.2</b>	<b>39.7</b>
<b>Nebraska</b>	<b>36.8</b>	<b>35.8</b>	<b>37.8</b>
<b>Clay County</b>	<b>41.5</b>	<b>41.0</b>	<b>42.1</b>
Clay Center	41.3	43.0	39.6
Deweese	31.8	54.5	14.6
Edgar	40.0	41.5	38.9
Fairfield	47.0	46.8	52.2
Glenvil	39.0	37.5	40.8
Harvard	41.3	39.5	44.0
Ong	53.5	53.4	60.5
Saronville	20.8	17.0	28.5
Sutton	38.3	35.7	38.7
Trumbull	31.3	38.0	24.8
Adams County	38.4	37.0	40.0
Fillmore County	45.8	44.4	47.4
Hall County	36.0	34.9	37.1
Hamilton County	41.5	39.8	43.2
Nuckolls County	49.0	47.2	51.2
Thayer County	45.7	44.7	47.2
Webster County	45.6	43.5	47.9
York County	40.1	38.6	41.7

**CHART 21**

## Median Age by Location • 2019

Clay County and the Surrounding Area



Source: U.S. Census Bureau, 2015-2019 American Community Survey, March 2021

## RETAIL SALES

Table 16 and Chart 22 show the retail sales (non-motor vehicle) pull factors for Clay County and the surrounding area for 2020. 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.

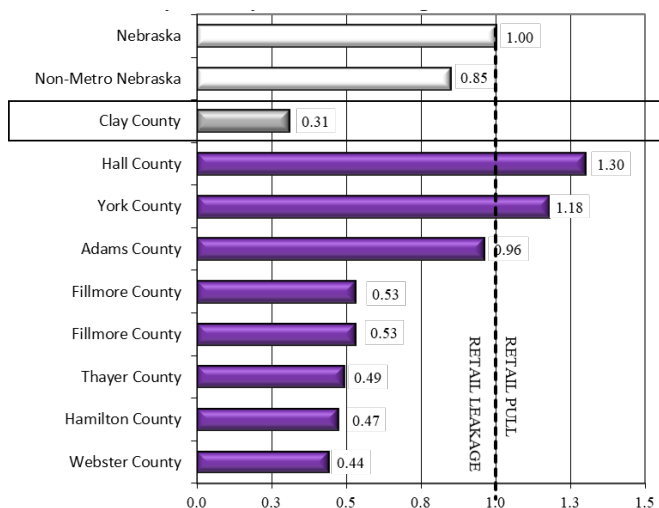
**TABLE 16**

### Retail Sales Non-Motor Vehicles Pull Factors • 2020

Nebraska, Clay County and Surrounding Counties

	2020 Population	2020 Retail Sales (x \$1,000)	2020 Per Cap Sales (\$)	2020 Pull Factor
Nebraska	1,937,552	25,033,747	12,920	1.00
Non-Metro Nebraska	767,468	8,476,731	11,045	0.85
<b>Clay County</b>	<b>6,216</b>	<b>24,860</b>	<b>3,999</b>	<b>0.31</b>
Adams County	31,321	387,329	12,366	0.96
Fillmore County	5,519	38,056	6,896	0.53
Hall County	61,028	1,025,857	16,810	1.30
Hamilton County	9,237	55,980	6,060	0.47
Nuckolls County	4,134	38,320	9,270	0.72
Thayer County	4,887	31,010	6,345	0.49
Webster County	3,419	19,268	5,636	0.44
York County	13,511	205,781	15,231	1.18

**CHART 22**



Reviewing the pull factors at the county level indicates Clay County experiences net retail leakages. The 2020 pull factor of 0.31 indicates, on a per capita basis, retail sales in Clay County are considerably lower 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 Clay County (0.31) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Clay County are 63.8 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2021

Table 17 and Chart 23 compare the 2020 pull factors for selected area communities. The Clay Center's pull factor of 0.27 indicates that, on a per capita basis, non-motor vehicle retail sales in Clay Center are approximately 73.0 percent less than the state's average per capita sales.

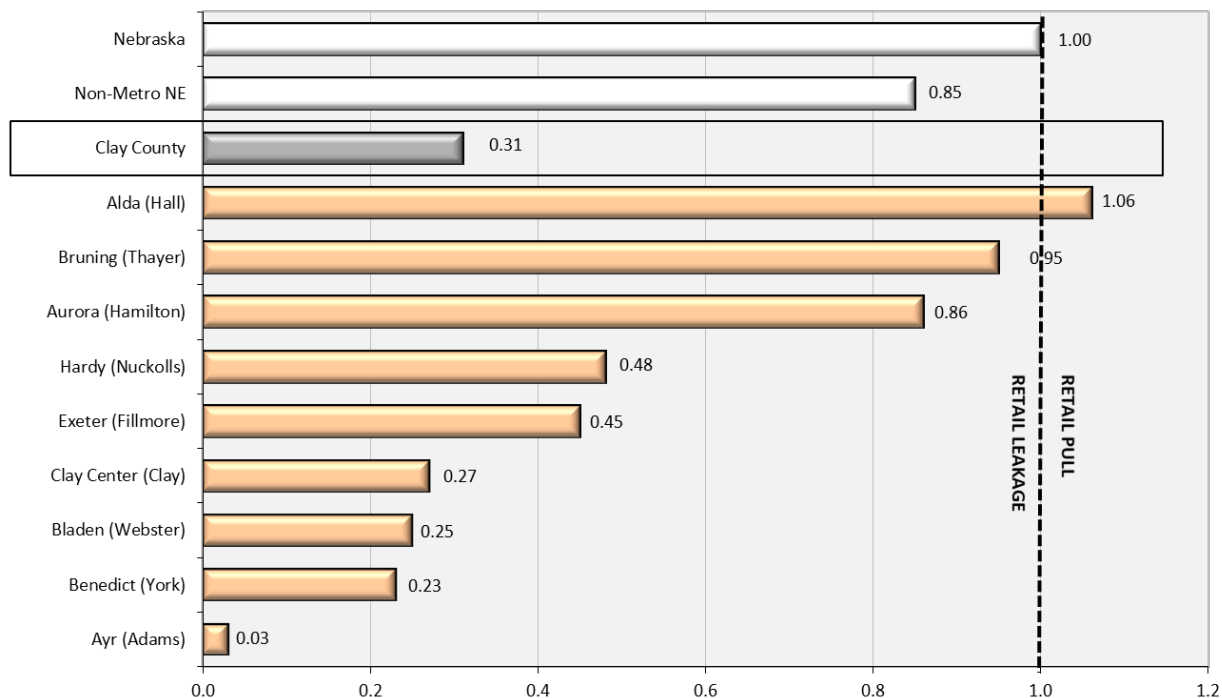
**TABLE 17**

## Retail Sales Non-Motor Vehicles Pull Factors • 2020

Nebraska and Selected Study Area Cities

	2020 Population	2020 Retail Sales (x \$1,000)	2020 Per Cap Sales (\$)	2020 Pull Factor
Nebraska	1,937,552	25,033,747	12,920	1.00
Non-Metro Nebraska	767,468	8,476,731	11,045	0.85
<b>Clay County</b>	<b>6,216</b>	<b>24,860</b>	<b>3,999</b>	<b>0.31</b>
Clay Center (Clay)	723	2,499	3,456	0.27
Ayr (Adams)	120	41	341	0.03
Exeter (Fillmore)	525	3,034	5,778	0.45
Alda (Hall)	660	9,040	13,698	1.06
Aurora (Hamilton)	4,490	49,624	11,052	0.86
Hardy (Nuckolls)	146	910	6,230	0.48
Bruning (Thayer)	264	3,240	12,275	0.95
Bladen (Webster)	215	705	3,279	0.25
Benedict (York)	226	671	2,969	0.23

**CHART 23**



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2021

Table 18 (sorted by population) and Chart 24 (sorted by pull factor) further breakdown the 2020 pull factors into the communities reporting retail sales figures within Clay County. As this table indicates, the community of Sutton had the strongest pull factor (0.72) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.31 for Clay County in 2020.

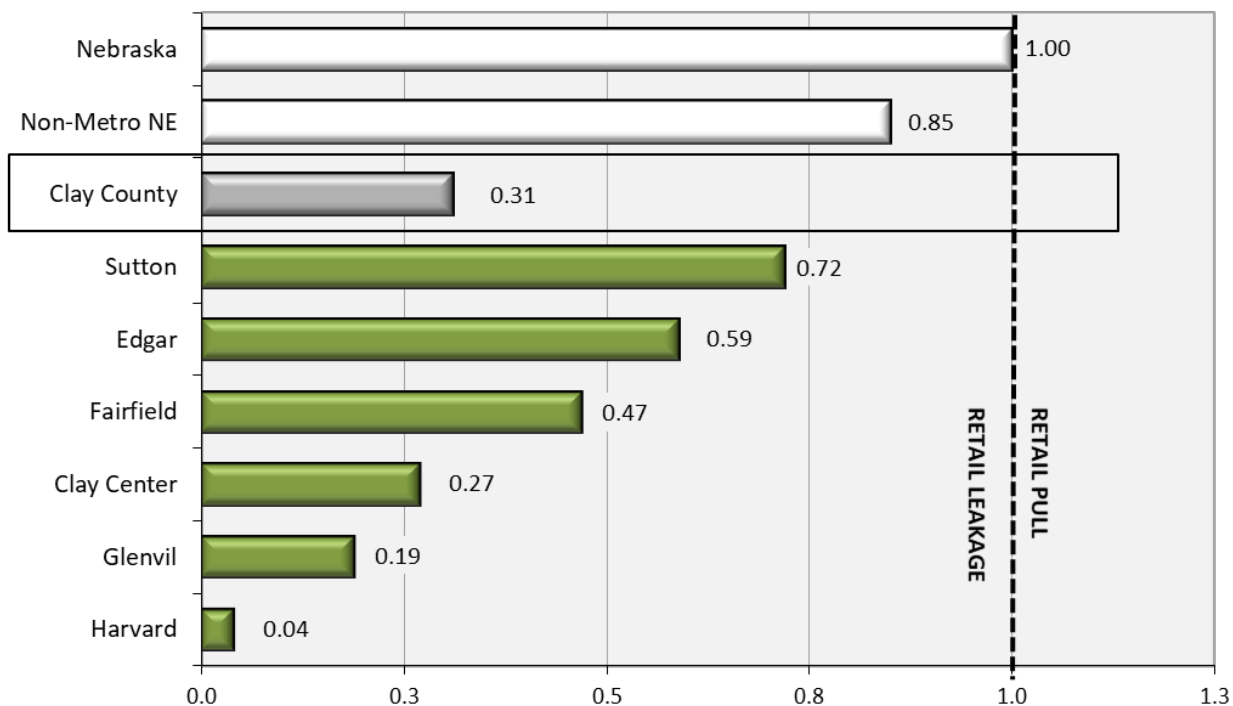
**TABLE 18**

## Retail Sales Non-Motor Vehicles Pull Factors • 2020

Nebraska and Available Clay County Communities

	2020 Population	2020 Retail Sales (x \$1,000)	2020 Per Cap Sales (\$)	2020 Pull Factor
Nebraska	1,937,552	25,033,747	12,920	1.00
Non-Metro Nebraska	767,468	8,476,731	11,045	0.85
<b>Clay County</b>	<b>6,216</b>	<b>24,860</b>	<b>3,999</b>	<b>0.31</b>
Clay Center	723	2,499	3,456	0.27
Edgar	451	3,414	7,570	0.59
Fairfield	369	2,223	6,024	0.47
Glenvil	294	731	2,486	0.19
Harvard	966	533	552	0.04
Sutton	1,446	13,540	9,364	0.72

**CHART 24**



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2021

Table 19 (sorted by population) and Chart 25 (sorted by pull factor) show the 2020 pull factors for Nebraska, Clay Center, and seven other similarly sized communities selected from around the state. Osmond's pull factor of 1.50 leads the group for 2020 thus indicating Osmond has greater retail pull.

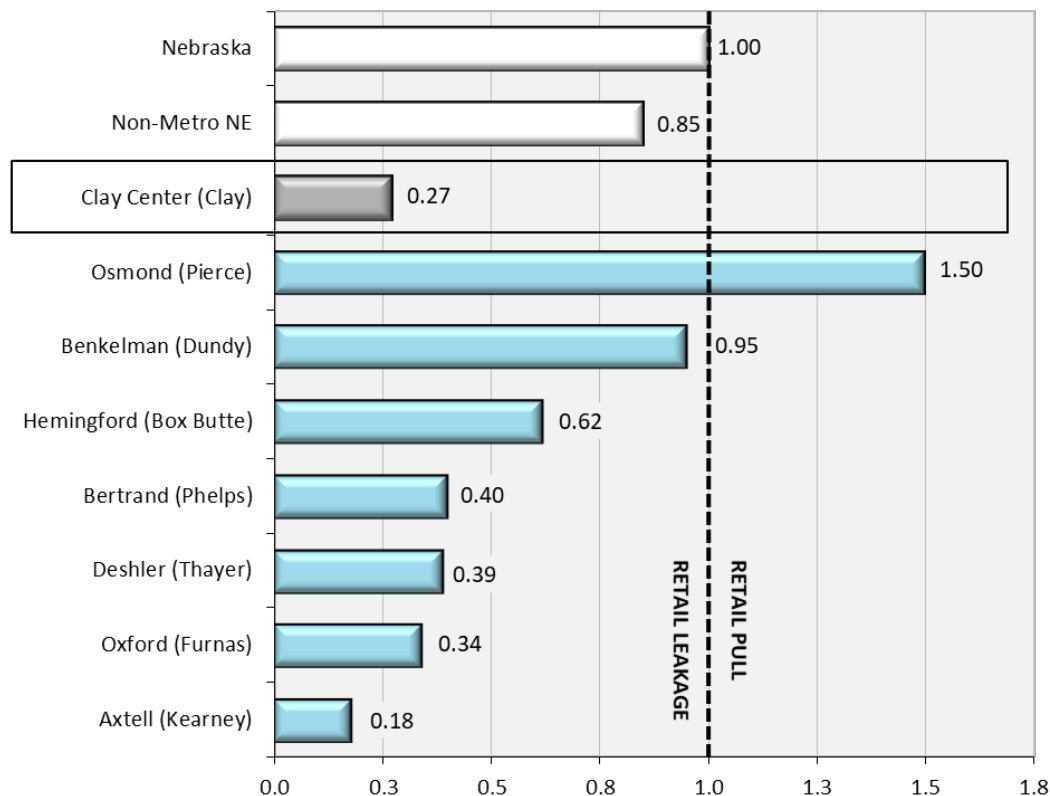
**TABLE 19**

## Retail Sales Non-Motor Vehicles Pull Factors • 2020

Clay Center & Other Similarly Sized Nebraska Communities

	2020 Population	2020 Retail Sales (x \$1,000)	2020 Per Cap Sales (\$)	2020 Pull Factor
Nebraska	1,937,552	25,033,747	12,920	1.00
Non-Metro Nebraska	767,468	8,476,731	11,045	0.85
<b>Clay Center (Clay)</b>	<b>723</b>	<b>2,499</b>	<b>3,456</b>	<b>0.27</b>
Bertrand (Phelps)	697	3,560	5,107	0.40
Oxford (Furnas)	711	3,112	4,377	0.34
Deshler (Thayer)	711	3,542	4,982	0.39
Osmond (Pierce)	752	14,614	19,433	1.50
Hemingford (Box Butte)	763	6,085	7,975	0.62
Axtell (Kearney)	776	1,757	2,264	0.18
Benkelman (Dundy)	778	9,586	12,321	0.95

**CHART 25**



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2021

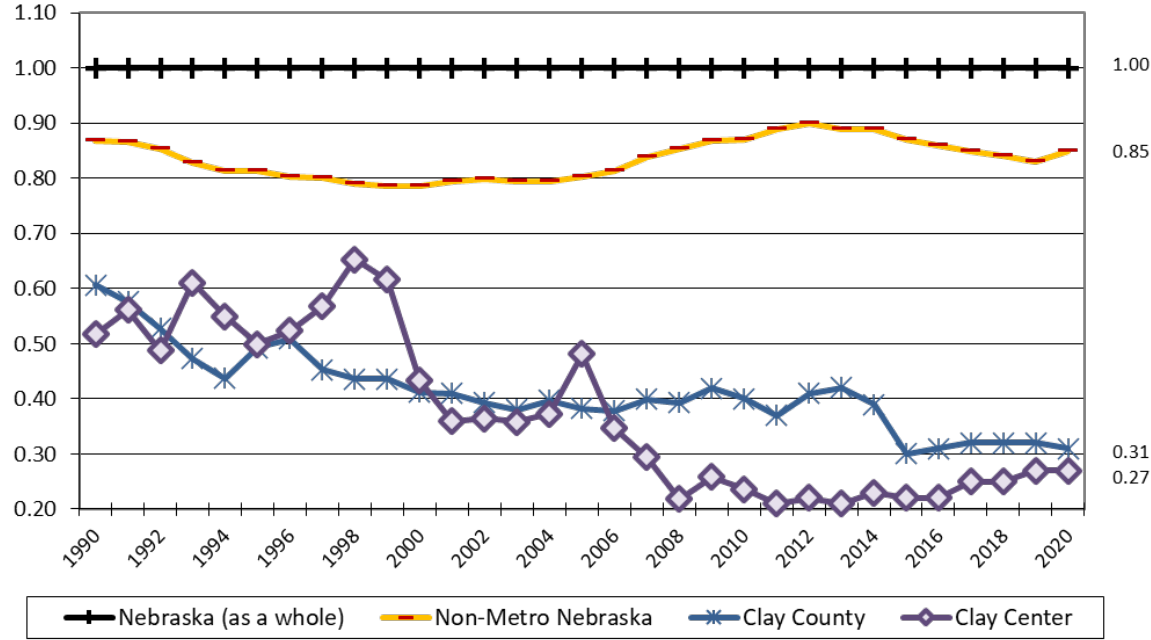
Note: The Village of Oxford is located in two counties, Furnas and Harlan.

Chart 26 illustrates the pull factor trend for Clay Center, Clay County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2020. In examining the timeline, the City of Clay Center shows retail pull fluctuating well below the state average (as a whole) and the non-metropolitan average throughout the entire study period. Data within Clay County (as a whole) also shows the pull factor considerably lower than the non-metropolitan county average and the Nebraska (as a whole) average throughout the time period.

**CHART 26**

**Pull Factors • 1990–2020**

Clay Center, Clay County, Non-Metro & Nebraska (as a whole)



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2021

## PER CAPITA PERSONAL INCOME

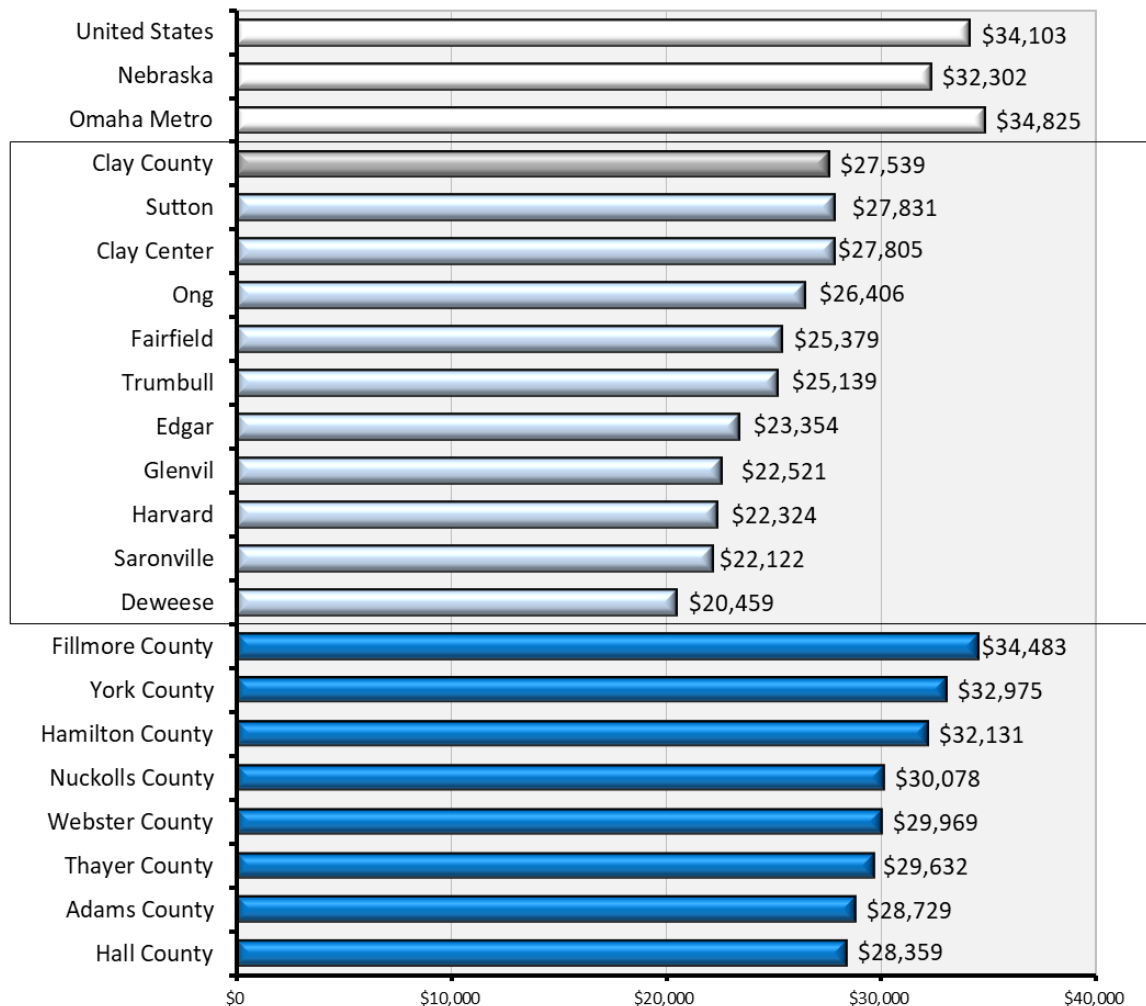
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2015–2019, five-year estimates show per capita personal income for Clay County is estimated to be \$27,539 compared to \$32,302 for Nebraska as a whole.

### CHART 27

#### Per Capita Personal Income • 2015-2019

Nebraska, Clay County & Surrounding Counties



Source: U.S. Census Bureau 2015–2019 American Community Survey, accessed March 2021.

## MEDIAN HOUSEHOLD INCOME

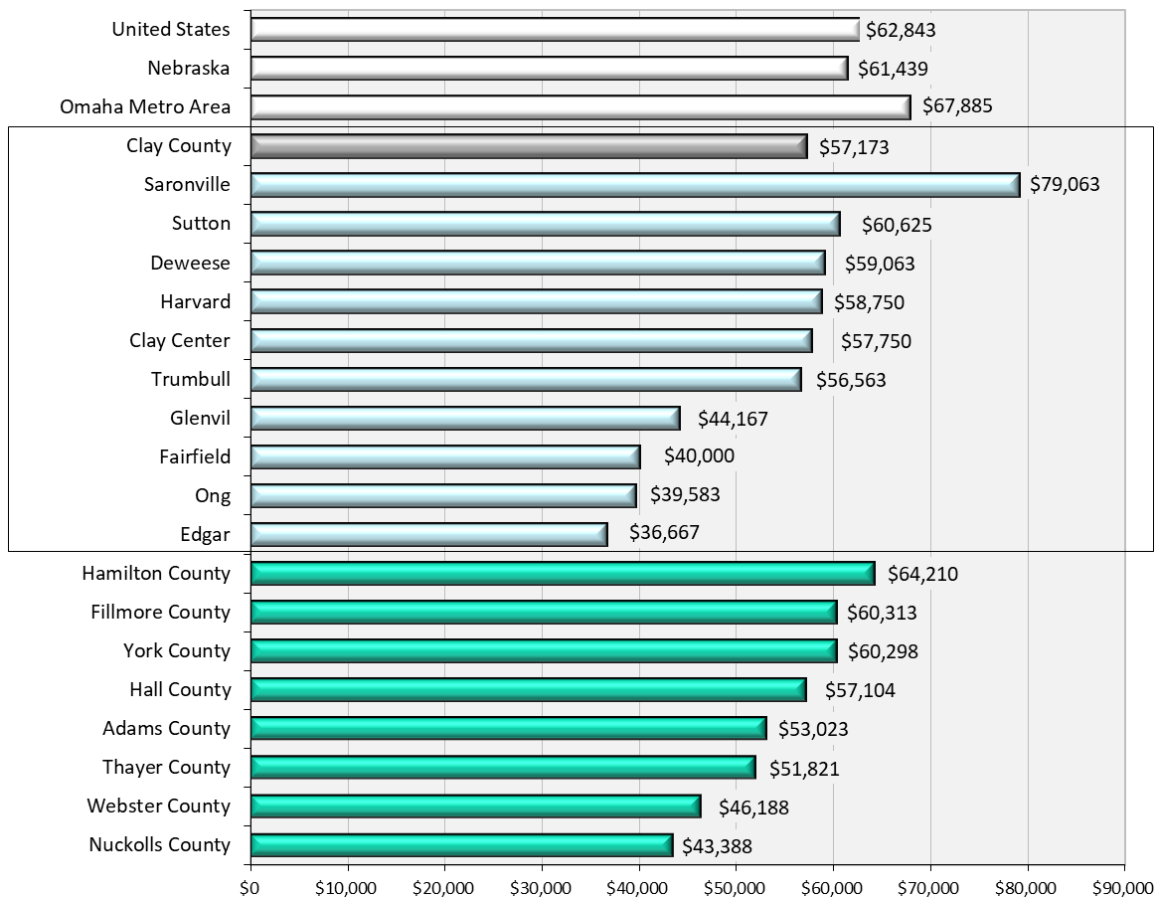
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2015–2019, five-year estimates show median household income for Clay County is estimated to be \$57,173 compared to \$61,439 for Nebraska as a whole.

### CHART 28

## Median Household Income • 2015–2019

Nebraska, Clay County & Surrounding Counties



Source: U.S. Census Bureau 2015–2019 American Community Survey, accessed March 2021