

MAY 2021 STUDY

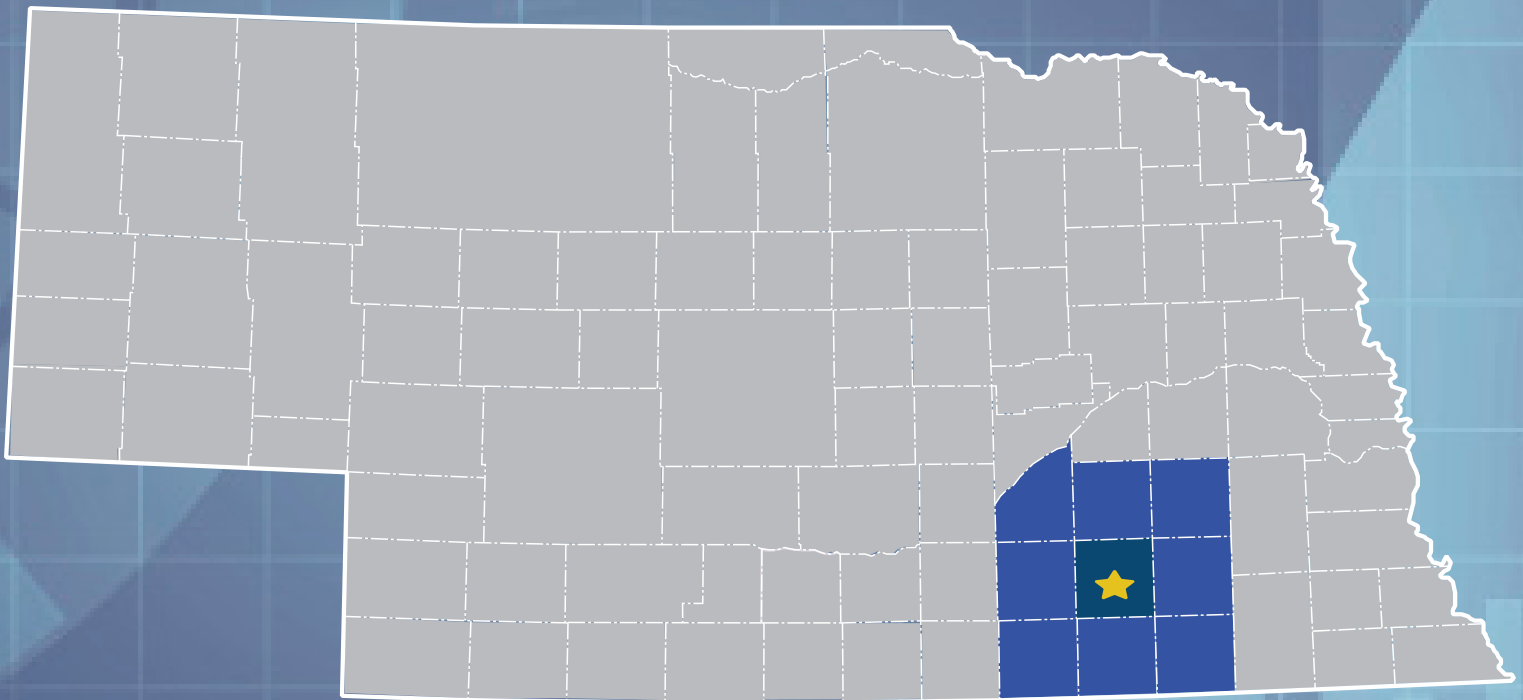


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ECONOMIC AND DEMOGRAPHIC TRENDS

Geneva, Fillmore County and the Surrounding Area

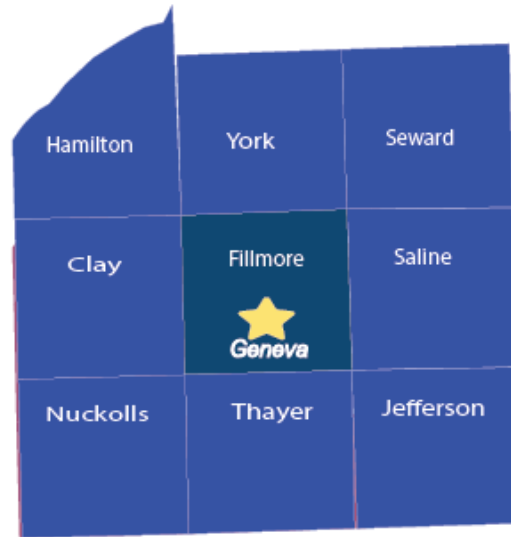


**Prepared by:
Melissa Trueblood, PhD**

Nebraska Public Power District
Economic Development Department
1327 H Street
Lincoln, NE 68508-3751
(402) 465-3537 • mltruebl@nppd.com

Available Online @ sites.nppd.com

ECONOMIC AND DEMOGRAPHIC TRENDS IN Geneva, Fillmore County AND THE SURROUNDING AREA



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Fillmore 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 Fillmore County, other counties included in this area are Clay, Hamilton, Jefferson, Nuckolls, Saline, Seward, Thayer and York. The retail sales section also compares retail growth between Geneva and eight other similarly sized Nebraska communities.

LABOR FORCE AND EMPLOYMENT

Table 1 and Charts 1 (next pages) present nonfarm wage and salary data for Fillmore County for the period 2009–2019. 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 Fillmore County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Fillmore County increased 0.7 percent (16 jobs) between 2009 and 2019.

Table 1 and Chart 1 also provide employment data for Fillmore County by major economic sector for years 2009–2019. The Information sector recorded the largest percentage increase in employment between 2009 and 2019 (55.6 percent or 5 jobs). The Education & Health Services sector recorded the largest actual employment increase between 2009 and 2019 (13 jobs or 7.3 percent).

TABLE 1

Nonfarm Wage & Salary Employment Trends • 2009–2019

Fillmore County, Nebraska

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change 2009-2019	# Change 2009-2019
Nonfarm W&S Employment	2,169	2,140	2,207	2,228	2,236	2,250	2,215	2,176	2,141	2,187	2,185	0.7	16
Total Private Industries	1,471	1,426	1,482	1,512	1,519	1,519	1,490	1,456	1,413	1,446	1,449	-1.5	-22
Goods Producing	475	475	471	528	528	513	503	486	484	465	465	-2.1	-10
Natural Resources & Mining	109	102	118	112	115	123	122	113	119	112	105	-3.7	-4
Construction	195	194	210	212	205	204	200	196	177	188	190	-2.6	-5
Manufacturing	171	175	199	205	194	176	165	176	168	166	170	-0.6	-1
Service Providing	996	955	954	984	1,006	1,016	1,004	972	948	981	984	-1.2	-12
Trade, Transportation & Utilities	457	426	438	441	458	465	471	471	457	468	464	1.5	7
Information	9	10	9	9	9	(D)	(D)	(D)	10	12	14	55.6	5
Financial Activities	133	132	131	132	135	139	137	135	135	133	135	1.5	2
Professional & Business Services	36	35	38	35	33	(D)	(D)	(D)	42	44	45	25.0	9
Education & Health Services	177	176	179	188	206	207	190	183	181	181	190	7.3	13
Leisure & Hospitality	119	109	96	91	88	83	78	58	48	70	76	-36.1	-43
Other Services, except Public	65	66	63	89	78	77	79	75	73	73	60	-7.7	-5
Government	698	714	725	716	717	731	725	720	728	741	736	5.4	38
Federal	40	39	35	35	33	31	26	26	27	30	28	-30.0	-12
State	122	120	(D)	(D)	127	127	121	113	108	109	101	-17.2	-21
Local	535	555	(D)	(D)	556	573	579	581	593	601	607	13.5	72

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2020

Labor Force & Work Summary, 2009–2019, Annual, Fillmore County, Nebraska (March 2020 data)

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

CHART 1

Employment by Industry • 2009–2019

Fillmore County, Nebraska

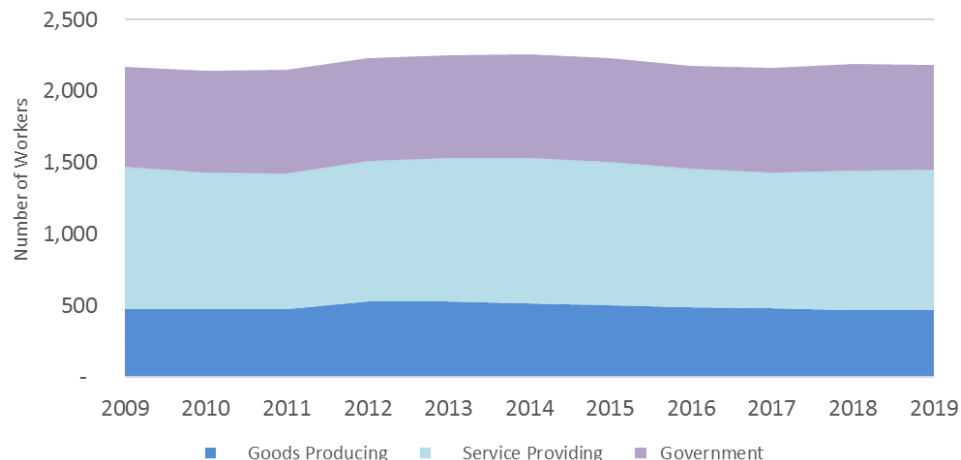


Chart 2 compares total nonfarm wage and salary employment growth in Fillmore County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2009–2019. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Fillmore County increased 0.7 percent (16 jobs) from 2009 to 2019, compared to a 9.0 percent increase for Nebraska as a whole, a 11.5 percent increase in metropolitan Nebraska and a 5.0 percent increase in non-metropolitan Nebraska.

CHART 2

Nonfarm W&S Employment • 2009–2019

Fillmore County, Nebraska, Metro and Non-Metro Nebraska

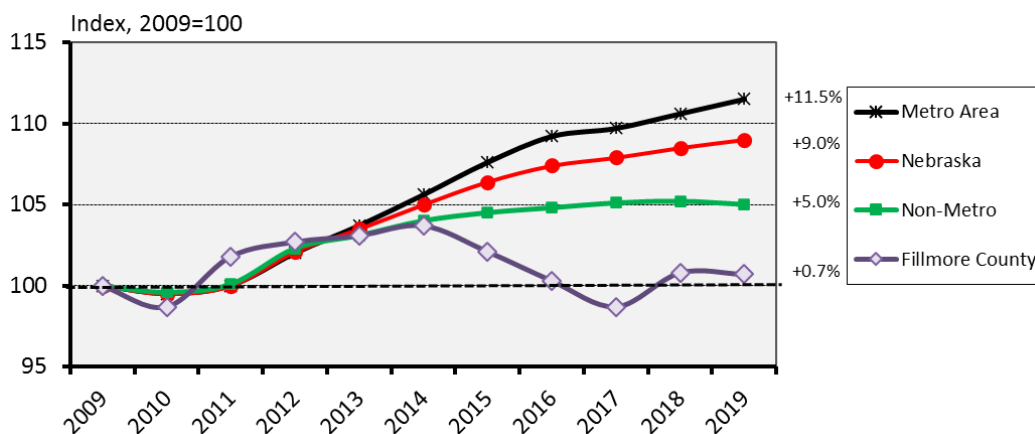
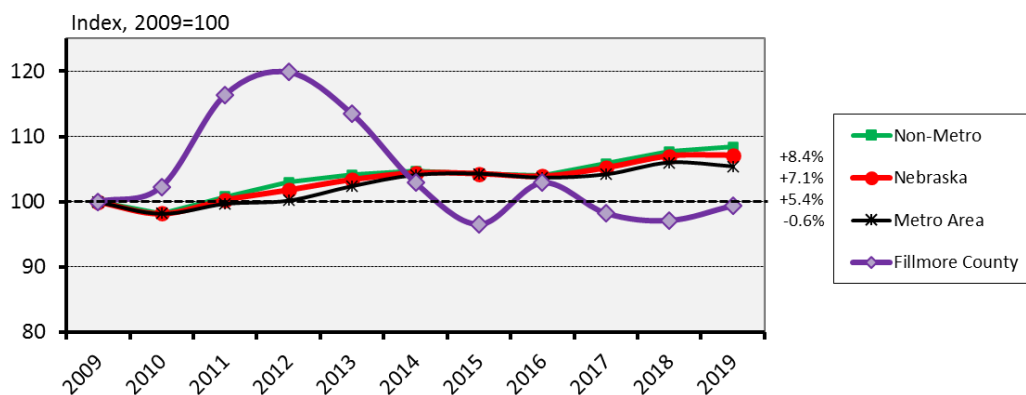


Chart 3 presents data on manufacturing wage and salary employment growth for Fillmore County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Fillmore County recorded a 0.6 percent decrease in employment (1 job) between 2009 and 2019. This compares to a 8.4 percent increase in employment for non-metropolitan Nebraska; a 7.1 percent increase for Nebraska as a whole; and a 5.4 percent increase for metropolitan Nebraska over the same period.

CHART 3

Manufacturing W&S Employment • 2009–2019

Fillmore County, Nebraska, Metro and Non-Metro Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2020

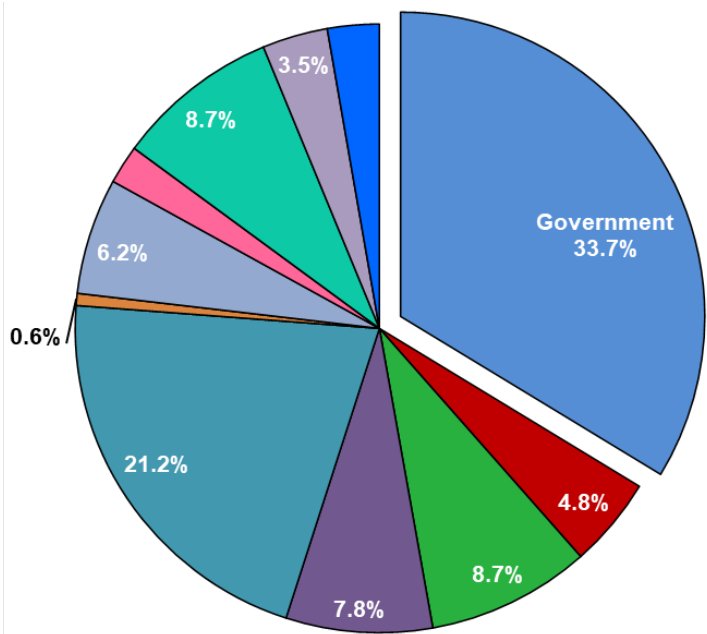
The next series of pie charts (Charts 4, 5 and 6) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Fillmore County compared to the non-metropolitan and metropolitan distributions.

When comparing the Fillmore County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 33.7 percent of the county workforce (736 employees) compared to 19.4 percent for non-metropolitan Nebraska; a difference of 14.3 percent. Comparing Fillmore County to the overall metropolitan distribution, the largest deviation is also found in the Government sector (33.7 percent Fillmore County vs. 13.8 percent metropolitan Nebraska; a difference of 19.9 percent).

CHART 4, 5 & 6

Nonfarm W&S Employment by Major Economic Sector

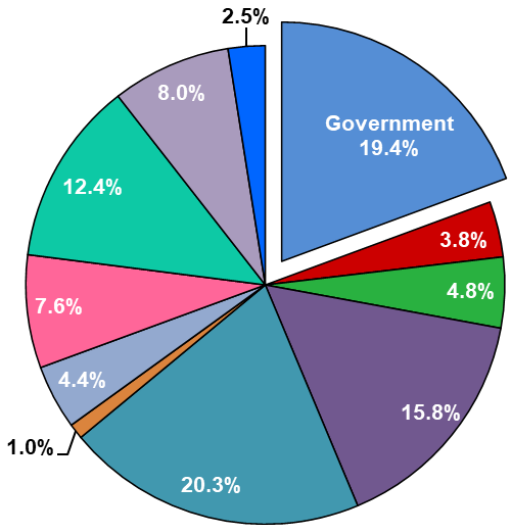
Fillmore County, 2019



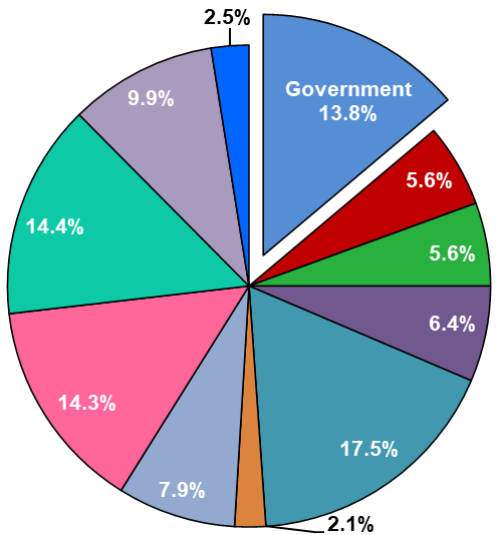
- Government
- Natural Resources and Mining
- Construction
- Manufacturing
- Trade, Transportation, and Utilities
- Information
- Financial Activities
- Professional and Business Services
- Education and Health Services
- Leisure and Hospitality
- Other Services

Source: U.S. Bureau of Labor Statistics

Non-Metropolitan Nebraska, 2019



Metropolitan Nebraska, 2019



The next table (Table 2) shows labor force information for Fillmore County for the time period 2009–2019. 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 Fillmore County residents participating in the labor force between 2009 and 2019 (1.1 percent or 36 people).

The number of those unemployed in Fillmore County decreased by 36.9 percent (48 people) between 2009 and 2019. 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 Fillmore County unemployment rate was 2.6 percent in 2019; below that for metropolitan Nebraska (3.0 percent), below Nebraska as a whole (3.0 percent), and below non-metropolitan Nebraska (3.1 percent).

TABLE 2
Labor Force & Employment Trends

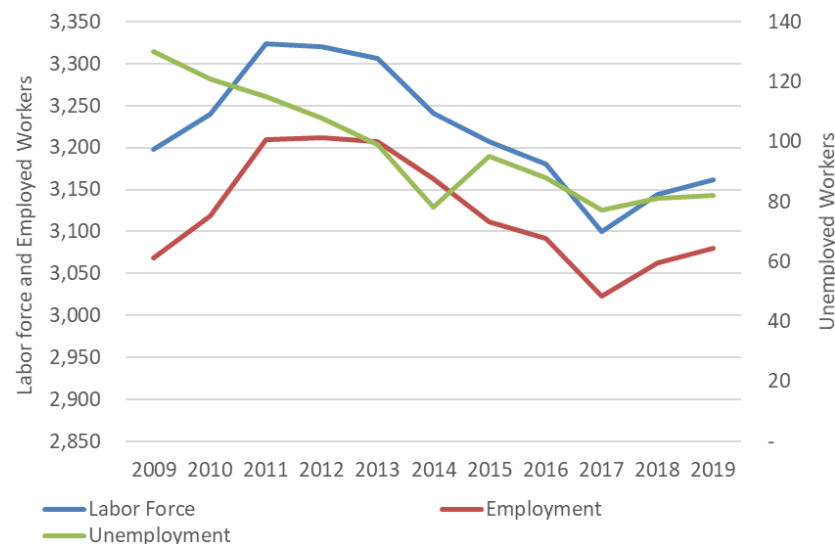
Fillmore County, Nebraska · 2009–2019

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change 2009-2019	# Change 2009-2019
Labor Force	3,198	3,240	3,324	3,320	3,306	3,241	3,207	3,180	3,100	3,144	3,162	-1.1	-36
Employment	3,068	3,119	3,209	3,212	3,207	3,163	3,112	3,092	3,023	3,063	3,080	0.4	12
Unemployment	130	121	115	108	99	78	95	88	77	81	82	-36.9	-48
Unemployment Rate	4.1	3.7	3.5	3.3	3.0	2.4	3.0	2.8	2.5	2.6	2.6	N/A	N/A

N/A - Data not available

CHART 7
Labor Force & Employment Trends

Fillmore County, Nebraska · 2009–2019



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2020
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 the City of Geneva in Fillmore 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 city 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 Geneva are from 2018.

Table 3 (pages 6–7) examines the Work Destination area for Geneva from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 979 city labor force participants holding primary jobs. As Table 3 shows, 97.0 percent of Geneva's labor force participants are employed within the state of Nebraska. Approximately 47.0 percent of Geneva workers remain within Fillmore County for employment with 53.0 percent leaving the county borders for work (next page). The top ten incorporated places where Geneva labor force participants are employed are also shown on the following page.

TABLE 3

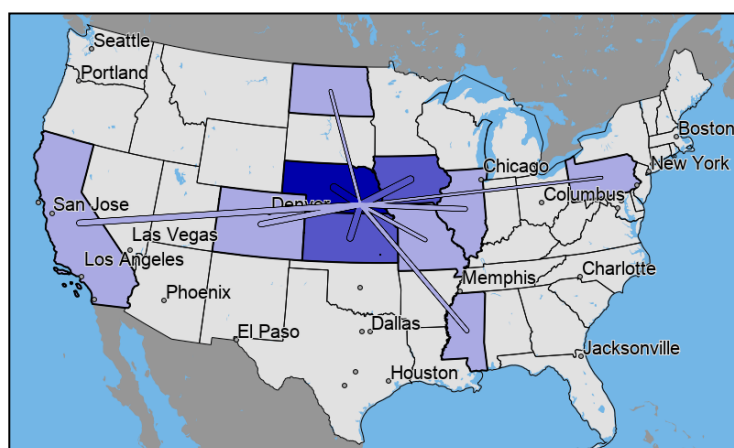
Work Destination Report • 2018

Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	979	100.0%

By States

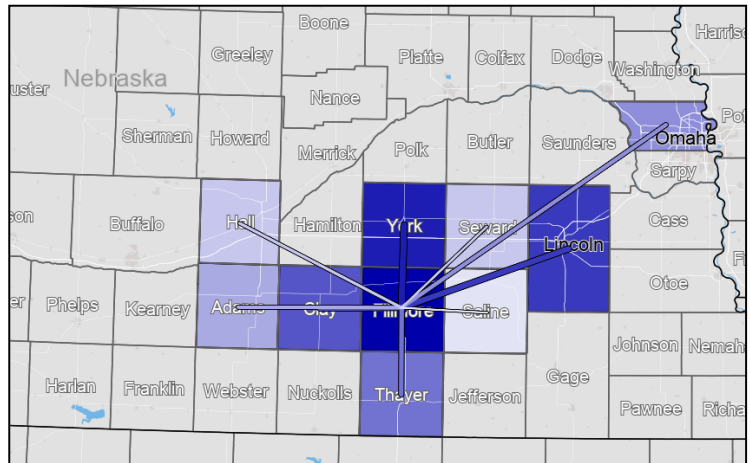
	Count	Share
Nebraska	950	97.0%
Iowa	10	1.0%
Kansas	10	1.0%
California	1	0.1%
Colorado	1	0.1%
Illinois	1	0.1%
Mississippi	1	0.1%
Missouri	1	0.1%
North Dakota	1	0.1%
Pennsylvania	1	0.1%
All Other Locations	2	0.2%



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

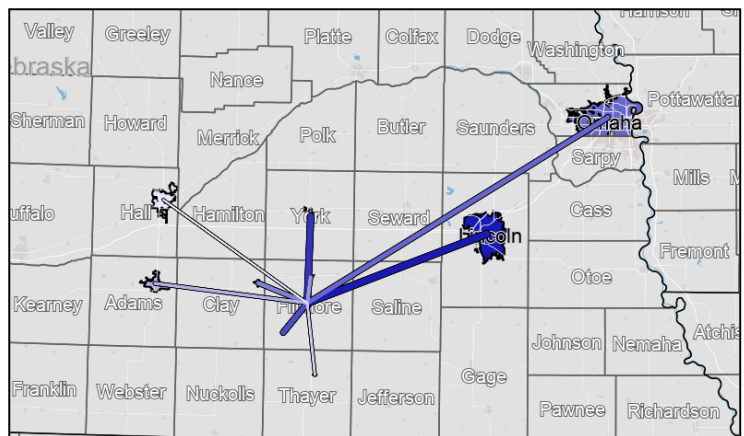
By Counties

	Count	Share
Fillmore County, NE	460	47.0%
York County, NE	92	9.4%
Lancaster County, NE	91	9.3%
Clay County, NE	53	5.4%
Thayer County, NE	49	5.0%
Douglas County, NE	43	4.4%
Adams County, NE	20	2.0%
Hall County, NE	15	1.5%
Seward County, NE	15	1.5%
Saline County, NE	12	1.2%
All Other Locations	129	13.2%



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

	Count	Share
Geneva city, NE	301	30.7%
Lincoln city, NE	85	8.7%
York city, NE	70	7.2%
Shickley village, NE	59	6.0%
Omaha city, NE	38	3.9%
Sutton city, NE	26	2.7%
Fairmont village, NE	19	1.9%
Hastings city, NE	16	1.6%
Belvidere village, NE	15	1.5%
Grand Island city, NE	14	1.4%
All Other Locations	336	34.3%



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

People also travel from other locations to work in the City of Geneva—this is the Home Destination Report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Geneva. The Census identified 1,061 primary jobs within Geneva. As Table 4 indicates, 98.1 percent of these jobs are held by Nebraska residents. Approximately 58.4 percent of Geneva workers live within the Fillmore County borders and the top localities show the distribution of employee residents around the area (next page).

TABLE 4

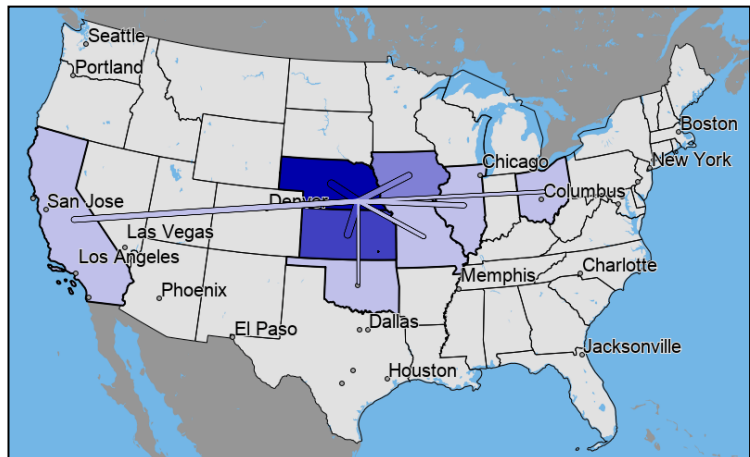
Home Destination Report • 2018

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	1,061	100.0%

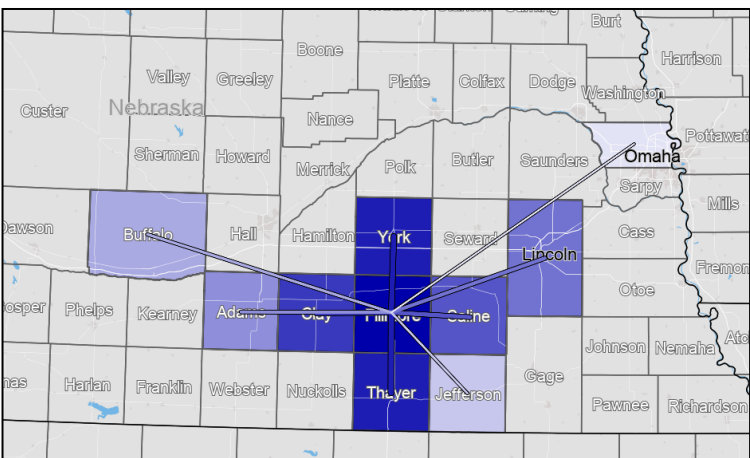
By States

	Count	Share
Nebraska	1,041	98.1%
Kansas	8	0.8%
Iowa	7	0.7%
California	1	0.1%
Illinois	1	0.1%
Missouri	1	0.1%
Ohio	1	0.1%
Oklahoma	1	0.1%
All Other Locations	0	0.0%



By Counties

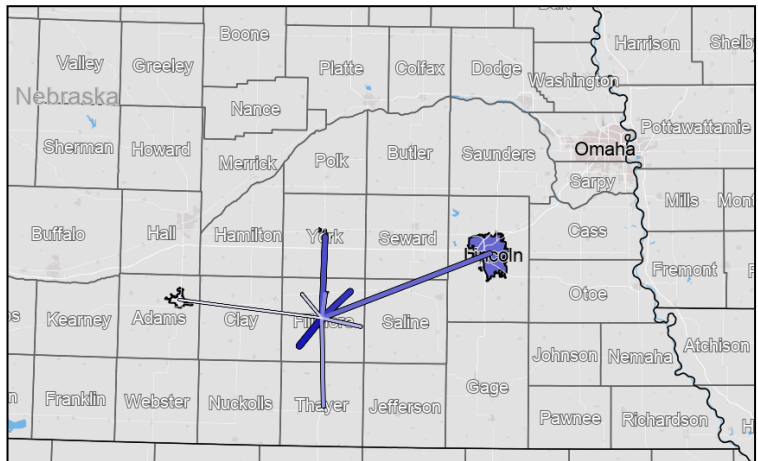
	Count	Share
Fillmore County, NE	620	58.4%
Thayer County, NE	57	5.4%
York County, NE	57	5.4%
Clay County, NE	45	4.2%
Saline County, NE	40	3.8%
Lancaster County, NE	31	2.9%
Adams County, NE	18	1.7%
Buffalo County, NE	16	1.5%
Jefferson County, NE	12	1.1%
Douglas County, NE	10	0.9%
All Other Locations	155	14.6%



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

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

	Count	Share
Geneva city, NE	301	28.4%
Shickley village, NE	43	4.1%
Exeter village, NE	32	3.0%
York city, NE	30	2.8%
Lincoln city, NE	29	2.7%
Fairmont village, NE	28	2.6%
Hebron city, NE	20	1.9%
Milligan village, NE	18	1.7%
Grafton village, NE	17	1.6%
Hastings city, NE	16	1.5%
All Other Locations	527	49.7%



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

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

TABLE 5

Inflow/Outflow Report

Geneva, Primary Jobs

Selection Area Labor Market Size	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,061	100.0%	1,045	100.0%	1,069	100.0%
Living in the Selection Area	979	92.3%	920	88.0%	1,027	96.1%
Net Job Inflow (+) or Outflow (-)	82	-	125	-	42	-

In-Area Labor Force Efficiency	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	979	100.0%	920	100.0%	1,027	100.0%
Living and Employed in the Selection Area	301	30.7%	312	33.9%	351	34.2%
Living in the Selection Area but Employed Outside	678	69.3%	608	66.1%	676	65.8%

In-Area Employment Efficiency	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,061	100.0%	1,045	100.0%	1,069	100.0%
Employed and Living in the Selection Area	301	28.4%	312	29.9%	351	32.8%
Employed in the Selection Area but Living Outside	760	71.6%	733	70.1%	718	67.2%

TABLE 6**Worker Outflow by Job Characteristic****Geneva**

Outflow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	678	100.0%	608	100.0%	676	100.0%
Workers Aged 29 or younger	166	24.5%	130	21.4%	152	22.5%
Workers Aged 30 to 54	338	49.9%	312	51.3%	320	47.3%
Workers Aged 55 or older	174	25.7%	166	27.3%	204	30.2%
Workers Earning \$1,250 per month or less	151	22.3%	127	20.9%	132	19.5%
Workers Earning \$1,251 to \$3,333 per month	284	41.9%	264	43.4%	283	41.9%
Workers Earning More than \$3,333 per month	243	35.8%	217	35.7%	261	38.6%
Workers in the "Goods Producing" Industry Class	147	21.7%	126	20.7%	159	23.5%
Workers in the "Trade, Transportation, and Utilities" Industry Class	148	21.8%	169	27.8%	198	29.3%
Workers in the "All Other Services" Industry Class	383	56.5%	313	51.5%	319	47.2%

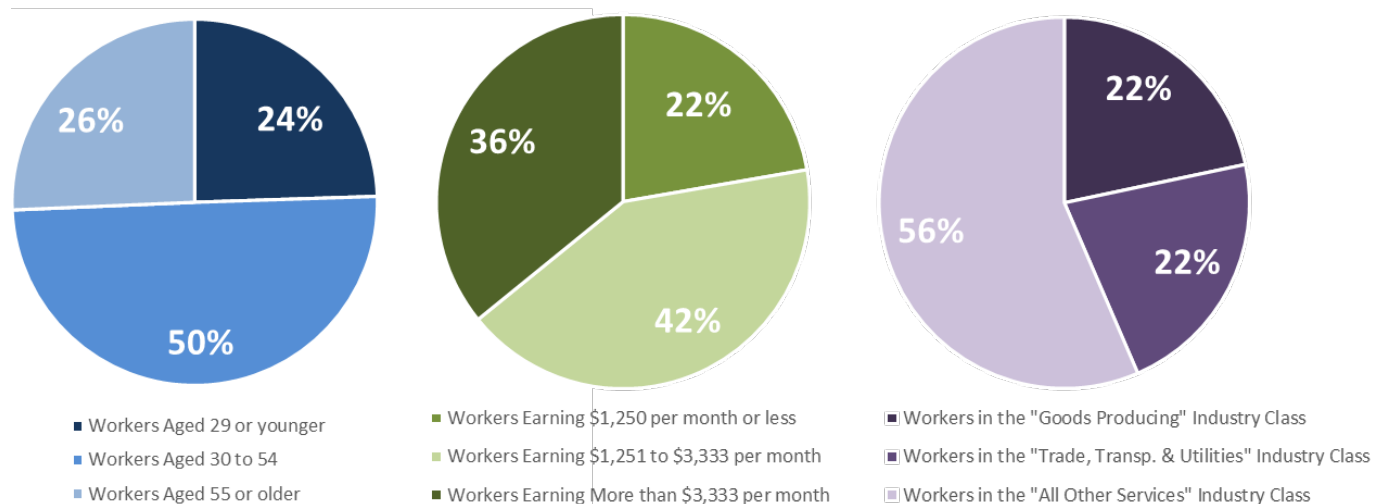
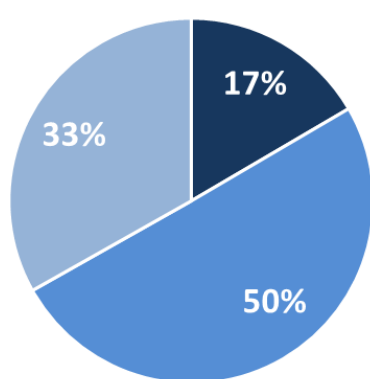
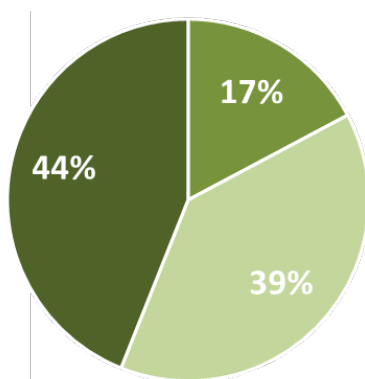
CHART 8, 9 & 10

TABLE 7**Worker Inflow by Job Characteristic****Geneva**

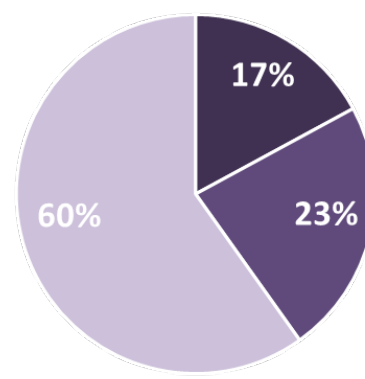
Inflow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	760	100.0%	733	100.0%	718	100.0%
Workers Aged 29 or younger	126	16.6%	146	19.9%	138	19.2%
Workers Aged 30 to 54	382	50.3%	359	49.0%	353	49.2%
Workers Aged 55 or older	252	33.2%	228	31.1%	227	31.6%
Workers Earning \$1,250 per month or less	131	17.2%	139	19.0%	130	18.1%
Workers Earning \$1,251 to \$3,333 per month	295	38.8%	302	41.2%	322	44.8%
Workers Earning More than \$3,333 per month	334	43.9%	292	39.8%	266	37.0%
Workers in the "Goods Producing" Industry Class	130	17.1%	71	9.7%	85	11.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	175	23.0%	175	23.9%	179	24.9%
Workers in the "All Other Services" Industry Class	455	59.9%	487	66.4%	454	63.2%

CHART 11, 12 & 13

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



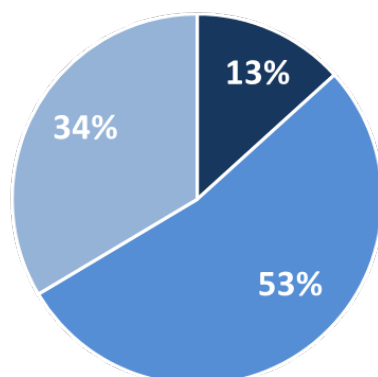
- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



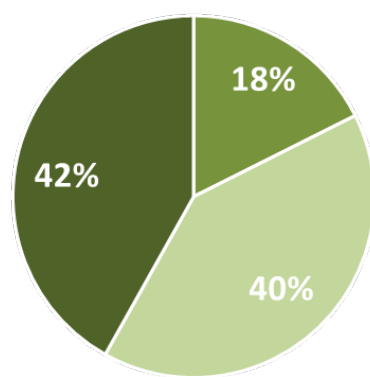
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transp. & Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

TABLE 8**Worker Interior by Job Characteristic****Geneva**

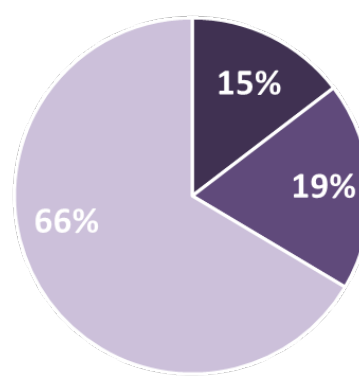
Interior Flow Job Characteristics	2018		2017		2016	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	301	100.0%	312	100.0%	351	100.0%
Workers Aged 29 or younger	40	13.3%	61	19.6%	70	19.9%
Workers Aged 30 to 54	160	53.2%	141	45.2%	159	45.3%
Workers Aged 55 or older	101	33.6%	110	35.3%	122	34.8%
Workers Earning \$1,250 per month or less	53	17.6%	69	22.1%	84	23.9%
Workers Earning \$1,251 to \$3,333 per month	122	40.5%	149	47.8%	175	49.9%
Workers Earning More than \$3,333 per month	126	41.9%	94	30.1%	92	26.2%
Workers in the "Goods Producing" Industry Class	44	14.6%	31	9.9%	33	9.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	57	18.9%	64	20.5%	60	17.1%
Workers in the "All Other Services" Industry Class	200	66.4%	217	69.6%	258	73.5%

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

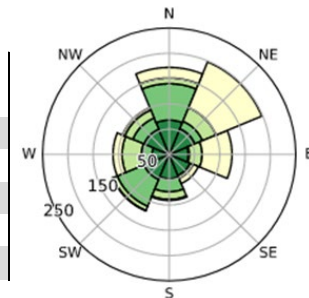
The Distance/Direction Report depicted in Table 9 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Geneva and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Geneva is greater in 2018 compared to 2017. The 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
Total Primary Jobs	979	100.0%	920	100.0%	1,027	100.0%
Less than 10 miles	396	40.4%	415	45.1%	464	45.2%
10 to 24 miles	218	22.3%	175	19.0%	205	20.0%
25 to 50 miles	150	15.3%	139	15.1%	159	15.5%
Greater than 50 miles	215	22.0%	191	20.8%	199	19.4%



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

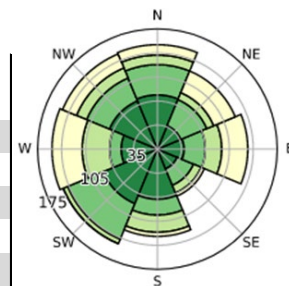
Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Geneva and the distance to their homes. Looking at Table 10, the number of primary jobs held within Geneva has slightly increased since 2017. The data also show the majority of Geneva employees continue to 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
Total Primary Jobs	1,061	100.0%	1,045	100.0%	1,069	100.0%
Less than 10 miles	474	44.7%	481	46.0%	522	48.8%
10 to 24 miles	274	25.8%	270	25.8%	289	27.0%
25 to 50 miles	149	14.0%	146	14.0%	112	10.5%
Greater than 50 miles	164	15.5%	148	14.2%	146	13.7%



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

POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Fillmore County and the surrounding area. As Table 11 indicates, Fillmore County's population experienced an average annual decrease of 0.8 percent between 1970 and 2010 for a total decrease of 27.6 percent or 2,247 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Fillmore County reported an average annual 0.7 percent decrease in population from 2010 to 2019 (428 people total).

TABLE 11

County Population • 1970–2019

Fillmore County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2019	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2019
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,934,408	0.5	0.6
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,462	-0.8	-0.8
Clay County	8,266	8,106	7,123	7,039	6,542	6,203	-0.6	-0.6
Hamilton County	8,867	9,301	8,862	9,403	9,124	9,324	0.1	0.2
Jefferson County	10,436	9,817	8,759	8,340	7,547	7,046	-0.8	-0.8
Nuckolls County	7,404	6,726	5,786	5,057	4,500	4,148	-1.2	-0.9
Saline County	12,809	13,131	12,715	13,843	14,200	14,224	0.3	0.0
Seward County	14,460	15,789	15,450	16,496	16,750	17,284	0.4	0.3
Thayer County	7,779	7,582	6,635	6,048	5,228	5,003	-1.0	-0.5
York County	13,685	14,798	14,428	14,598	13,665	13,679	0.0	0.0

Table 12 data reveals the population of Fillmore 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 0.8 percent from 2010 to 2019 for a total decrease of 18.0 percent (871 people) from 1970 to 2019. Geneva, the county's largest city, reported a 8.3 percent decrease in population (189 people) between 1970 and 2019. The unincorporated areas outside of the selected communities experienced a 54.6 percent decrease (1,804 people) during the period 1970–2019.

TABLE 12

Population • 1970–2019

Fillmore County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2019	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2019
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,934,408	0.5	0.6
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,462	-0.8	-0.8
Exeter	759	807	661	712	591	522	-0.6	-1.4
Fairmont	761	767	700	691	560	515	-0.8	-0.9
Geneva	2,275	2,400	2,324	2,226	2,217	2,086	-0.1	-0.7
Grafton	128	185	179	152	126	118	0.0	-0.7
Milligan	319	332	328	315	285	266	-0.3	-0.8
Ohioia	156	135	146	142	115	106	-0.8	-0.9
Shickley	385	413	360	376	341	319	-0.3	-0.7
Strang	47	59	42	32	29	27	-1.2	-0.8
Total Incorporated Places	4,830	5,098	4,740	4,646	4,264	3,959	-0.3	-0.8
Unincorporated Areas	3,307	2,822	2,363	1,988	1,626	1,503	-1.8	-0.9

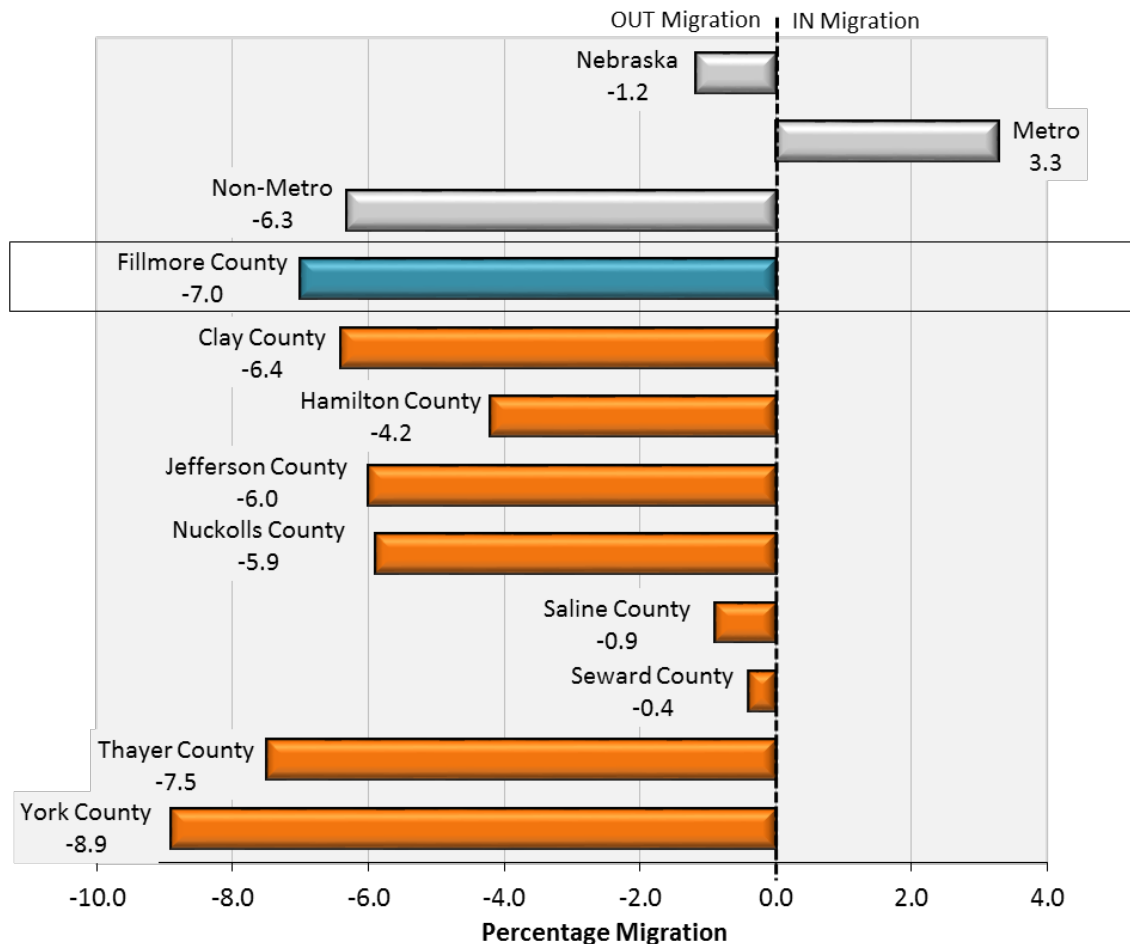
Source: U.S. Bureau of the Census, Census of Population, May 2020

The next two charts (Chart 17 and 18, next page) graphically depict the migration patterns for Nebraska, Fillmore 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, Fillmore County experienced a net out-migration of 462 people or 7.0 percent of its 2000 population.

CHART 17

Net Migration as Percent of 2000 Population • 2000–2010

Fillmore County and the Surrounding Area



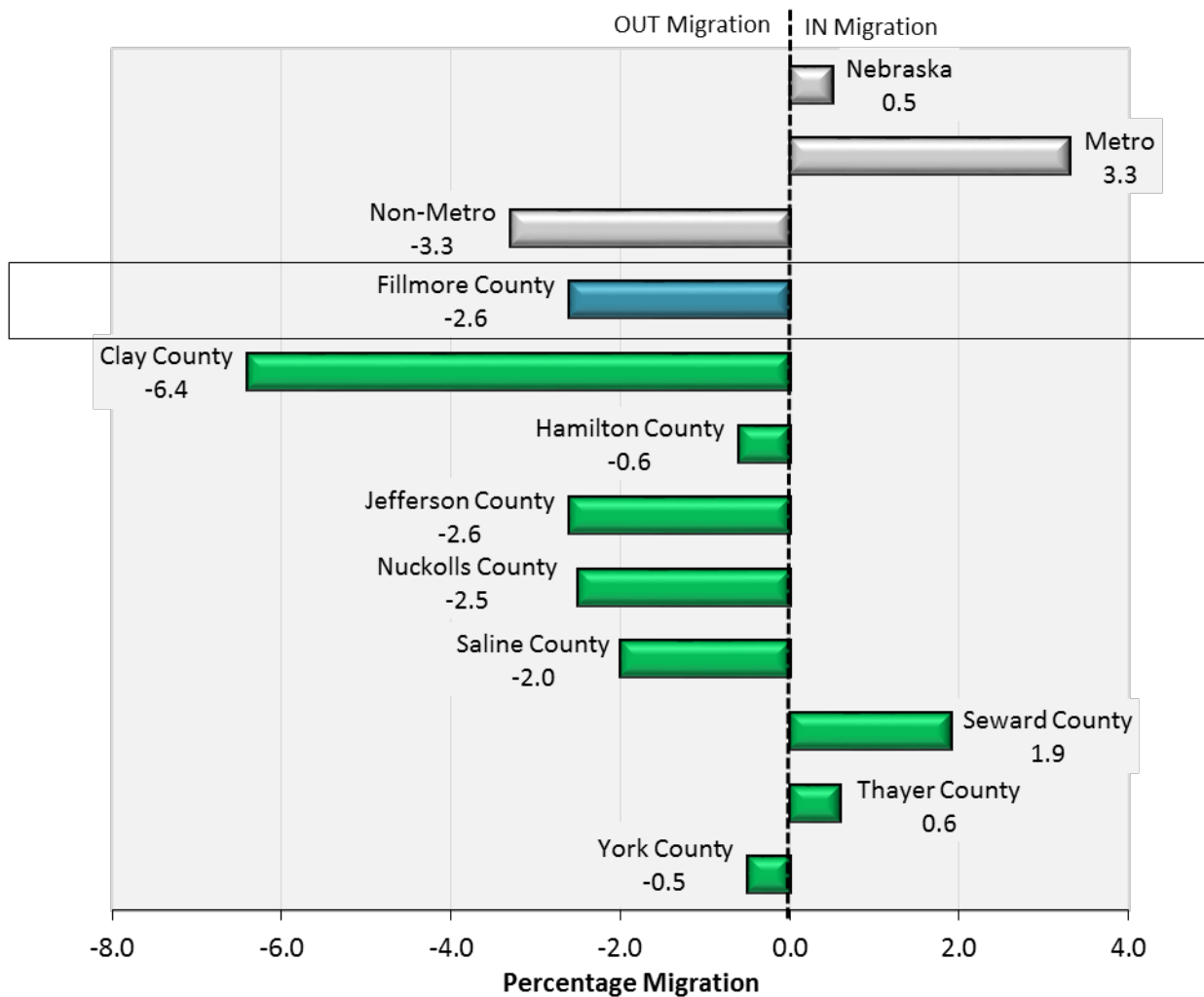
Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2019 (Chart 18), Fillmore County experienced a net out-migration of 151 people or 2.6 percent of its 2010 population.

CHART 18

Net Migration as Percent of 2010 Population • 2010–2019

Fillmore County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2020

The next table and chart (Tables 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 91 less than the number of people living in Fillmore County one-year ago. This indicates Fillmore County experienced a net decrease in its population age one and older and in-migration was less than out-migration plus the number of deaths.

TABLE 13

**5-Year Estimate Population Change
Due to Migration and Mortality • 2015–2019**

Fillmore County, Nebraska

Current population one-year or older	5,484
Number of people living in the area one-year ago	5,575
Population change due to migration and mortality	-91

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 loss of 108 people from other Nebraska counties and a net gain of 17 people from other states for a total net loss of 91 people one-year or older. As shown in Chart 19, net gains occurred in the age groups Age 1 to 17 (gain of 19), Age 25 to 44 (gain of 8), Age 45 to 64 (gain of 4) and Age 65 and over (gain of 11) and a net loss in age group 18 to 24 (loss of 133).

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 11) and a new gain in residents with a graduate or professional degree (gain of 16) and a loss of residents with a bachelor's degree, associate's degree, or some college (loss of 4).

CHART 19

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

Fillmore 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	88	102	14	0	5	5	19
Age 18 to 24	174	53	-121	14	2	-12	-133
Age 25 to 44	100	86	-14	0	22	22	8
Age 45 to 64	14	16	2	0	2	2	4
Age 65 and over	24	35	11	0	0	0	11
Total	400	292	-108	14	31	17	-91
-- 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	31	38	7	0	4	4	11
Bachelor's or some college	107	83	-24	0	20	20	-4
Grad. or Prof. degree	0	16	16	0	0	0	16
Total	138	137	-1	0	24	24	23

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 Fillmore County. The population of Fillmore County is significantly older in age than Nebraska as a whole. The median age for Fillmore County residents in 2019 was 45.8 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

Fillmore County and Nebraska

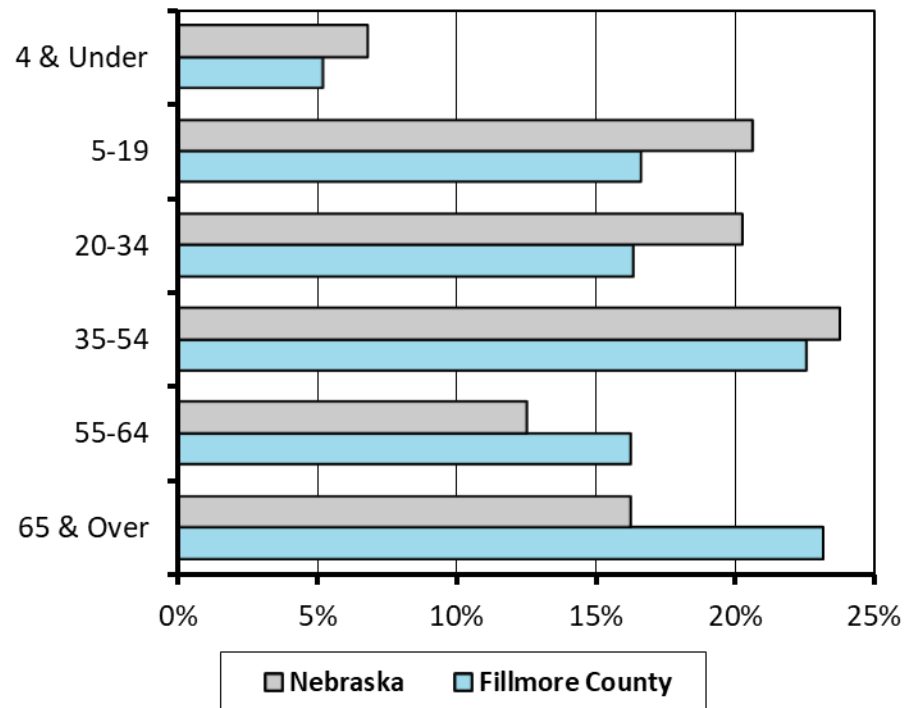


TABLE 14

	2018 Population		Percent	
	Nebraska	Fillmore County	Nebraska	Fillmore County
4 & Under	130,880	286	6.8%	5.2%
5-19	398,941	907	20.6%	16.6%
20-34	390,889	890	20.2%	16.3%
35-54	458,947	1,231	23.7%	22.5%
55-64	242,293	884	12.5%	16.2%
65 & Over	312,458	1,264	16.2%	23.1%
Total	1,934,408	5,462	100%	100%
Median Age	36.8	45.8		

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 Fillmore 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

Fillmore County and the Surrounding Area

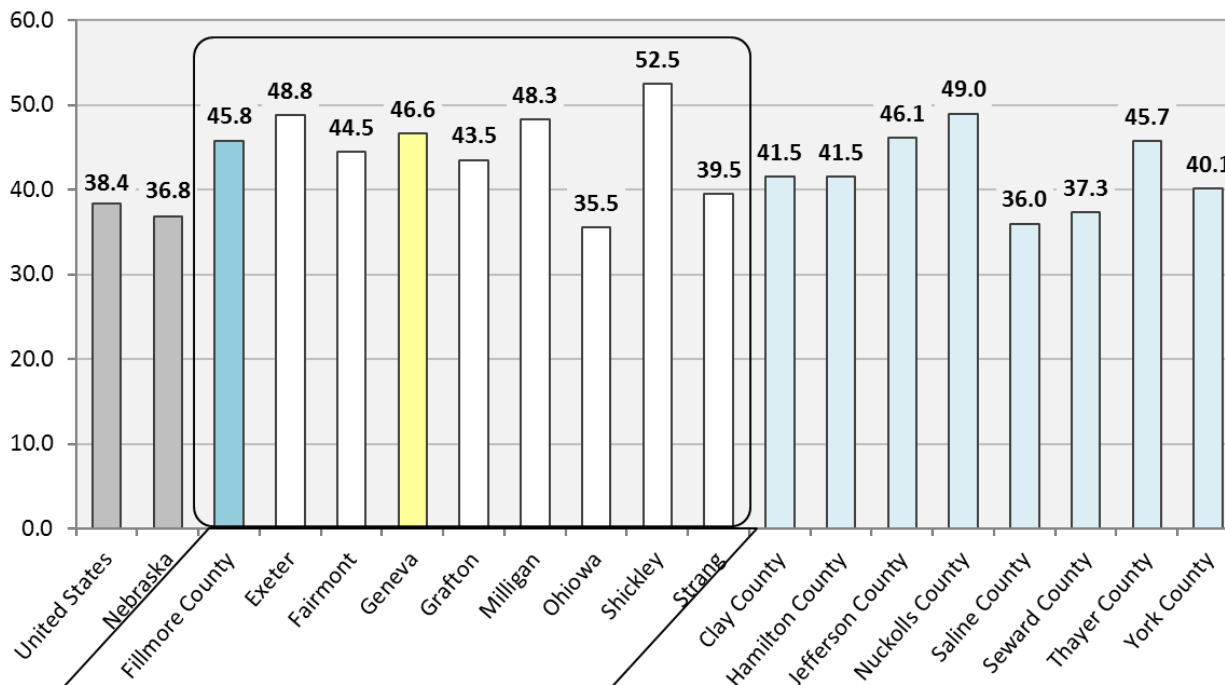
	Median Age		
	Total	Male	Female
United States	38.4	37.2	39.7
Nebraska	36.8	35.8	37.8
Fillmore County	45.8	44.4	47.4
Exeter	48.8	46.8	52.2
Fairmont	44.5	40.2	51.7
Geneva	46.6	45.4	47.8
Grafton	43.5	44.7	38.3
Milligan	48.3	47.8	51.8
Ohiowa	35.5	34.6	42.2
Shickley	52.5	54.7	46.8
Strang	39.5	38.5	41.0

Clay County	41.5	41.0	42.1
Hamilton County	41.5	39.8	43.2
Jefferson County	46.1	45.0	47.0
Nuckolls County	49.0	47.2	51.2
Saline County	36.0	35.1	37.2
Seward County	37.3	36.0	38.7
Thayer County	45.7	44.7	47.2
York County	40.1	38.6	41.7

CHART 21

Median Age by Location • 2019

Fillmore 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 Fillmore County and the surrounding area for 2019. 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.

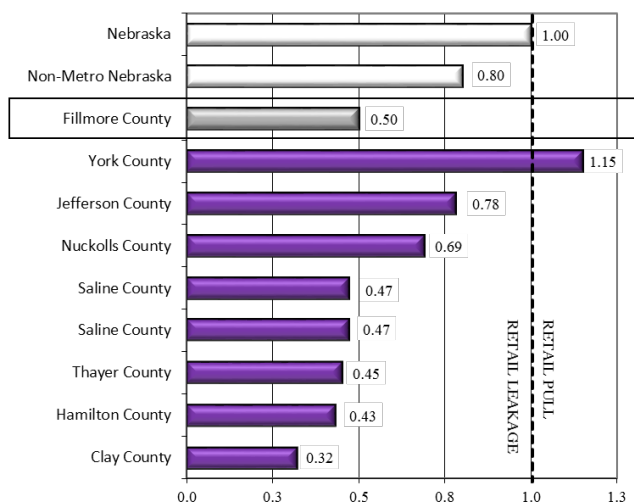
TABLE 16

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska, Fillmore County and Surrounding Counties

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Fillmore County	5,462	35,464	6,493	0.50
Clay County	6,203	25,898	4,175	0.32
Hamilton County	9,324	52,681	5,650	0.43
Jefferson County	7,046	71,518	10,150	0.78
Nuckolls County	4,148	37,587	9,061	0.69
Saline County	14,224	87,050	6,120	0.47
Seward County	17,284	127,194	7,359	0.56
Thayer County	5,003	29,508	5,898	0.45
York County	13,679	205,970	15,057	1.15

CHART 22



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2019

Reviewing the pull factors at the county level indicates Fillmore County experiences net retail leakages. The 2019 pull factor of 0.50 indicates, on a per capita basis, retail sales in Fillmore 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 Fillmore County (0.50) with the pull factor for the non-metropolitan area of Nebraska (0.80) indicates per capita retail sales in Fillmore County are 37.6 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 17 and Chart 23 compare the 2019 pull factors for selected area communities. The community of Geneva's pull factor of 0.78 indicates that, on a per capita basis, non-motor vehicle retail sales in Geneva are approximately 22.0 percent less than the state's average per capita sales.

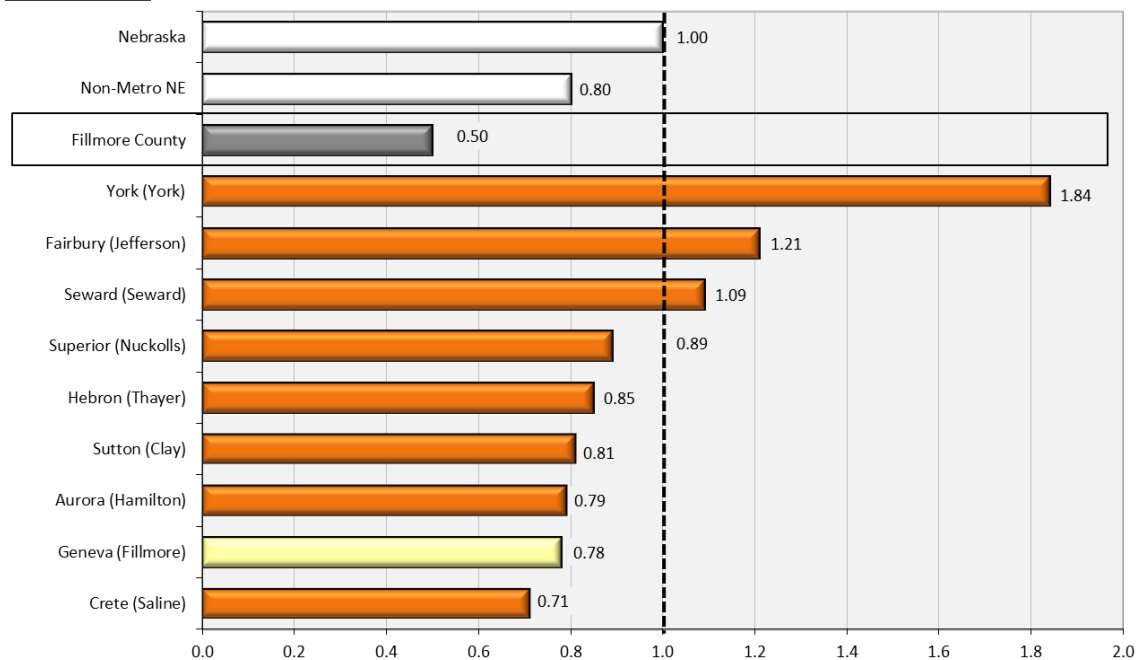
TABLE 17

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska and Selected Study Area Cities

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Fillmore County	5,462	35,464	6,493	0.50
Geneva (Fillmore)	2,086	21,296	10,209	0.78
Sutton (Clay)	1,434	15,175	10,582	0.81
Aurora (Hamilton)	4,547	46,789	10,290	0.79
Fairbury (Jefferson)	3,626	57,272	15,795	1.21
Superior (Nuckolls)	1,807	21,038	11,642	0.89
Crete (Saline)	7,007	64,789	9,246	0.71
Seward (Seward)	7,216	103,132	14,292	1.09
Hebron (Thayer)	1,472	16,277	11,058	0.85
York (York)	7,846	189,195	24,114	1.84

CHART 23



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2019

Table 18 (sorted by population) and Chart 24 (sorted by pull factor) further breakdown the 2019 pull factors into the communities reporting retail sales figures within Fillmore County. As this table indicates, the community of Grafton had the strongest pull factor (0.89) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.50 for Fillmore County in 2019.

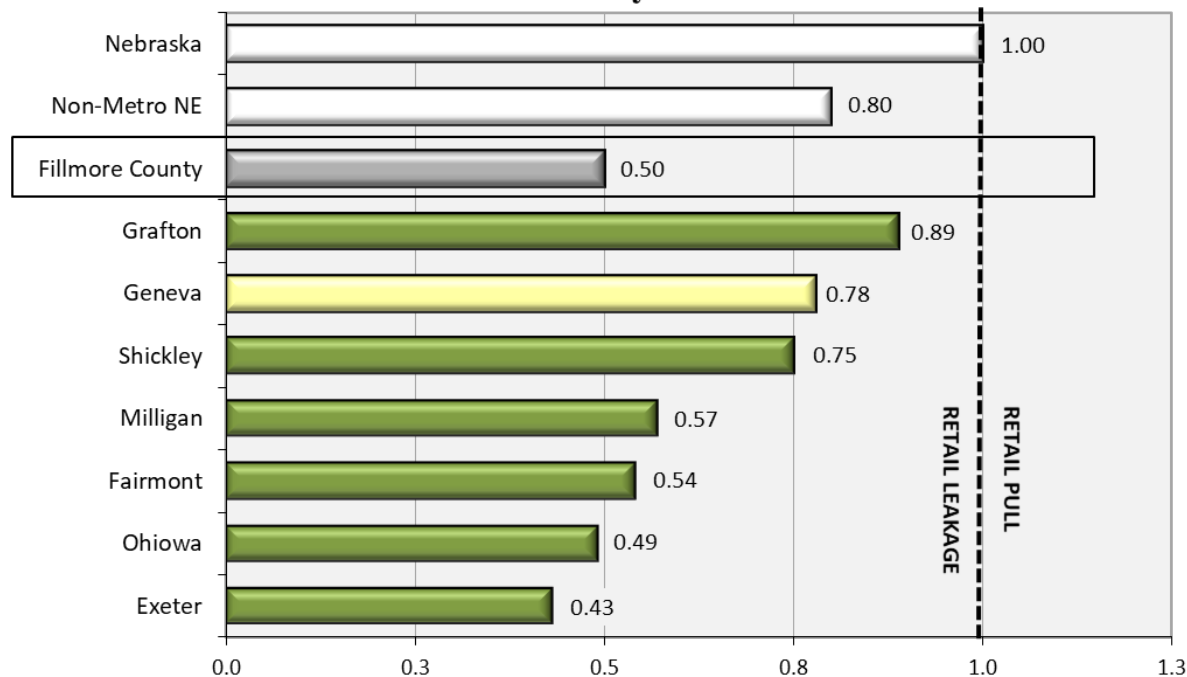
TABLE 18

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska and Available Fillmore County Communities

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Fillmore County	5,462	35,464	6,493	0.50
Geneva	2,086	21,296	10,209	0.78
Exeter	522	2,905	5,565	0.43
Fairmont	515	3,658	7,103	0.54
Shickley	319	3,141	9,846	0.75
Milligan	266	1,968	7,397	0.57
Grafton	118	1,368	11,590	0.89
Ohiowa	106	675	6,367	0.49

CHART 24



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

Table 19 (sorted by population) and Chart 25 (sorted by pull factor) show the 2019 pull factors for Nebraska, Geneva, and eight other similarly sized communities selected from around the state. Ord's pull factor of 1.30 leads the group for 2019 thus indicating Ord has greater retail pull.

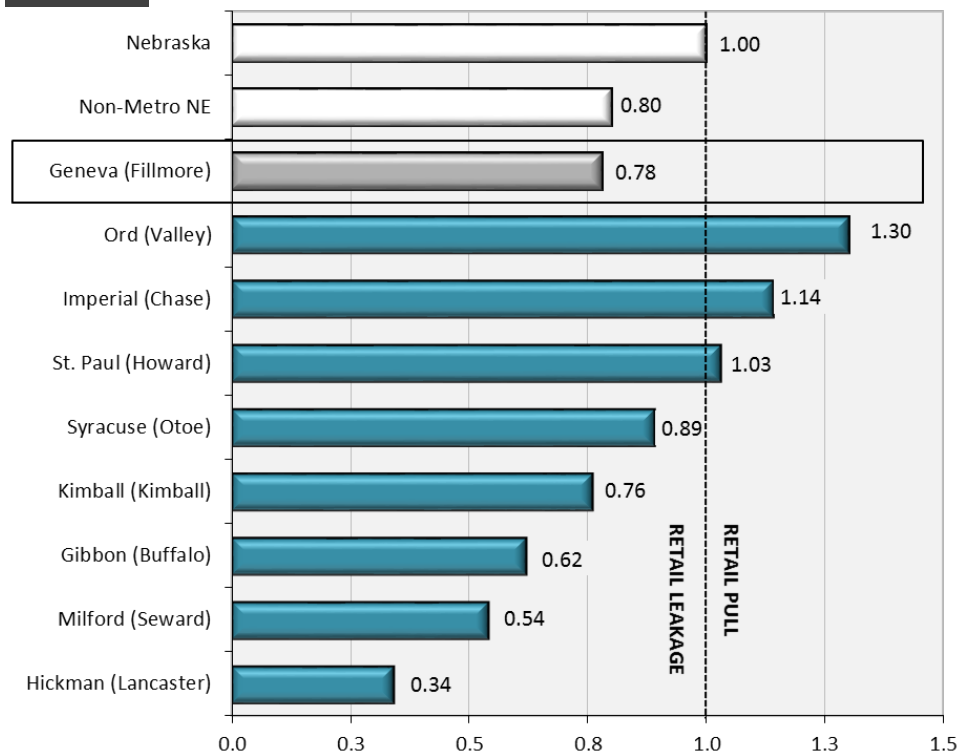
TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Grafton & Other Similarly Sized Nebraska Communities

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Geneva (Fillmore)	2,086	21,296	10,209	0.78
Gibbon (Buffalo)	1,869	15,215	8,141	0.62
Syracuse (Otoe)	1,960	22,864	11,665	0.89
Imperial (Chase)	2,055	30,547	14,865	1.14
Ord (Valley)	2,076	35,373	17,039	1.30
Milford (Seward)	2,090	14,748	7,056	0.54
St. Paul (Howard)	2,333	31,488	13,497	1.03
Hickman (Lancaster)	2,371	10,448	4,407	0.34
Kimball (Kimball)	2,373	23,506	9,906	0.76

CHART 25



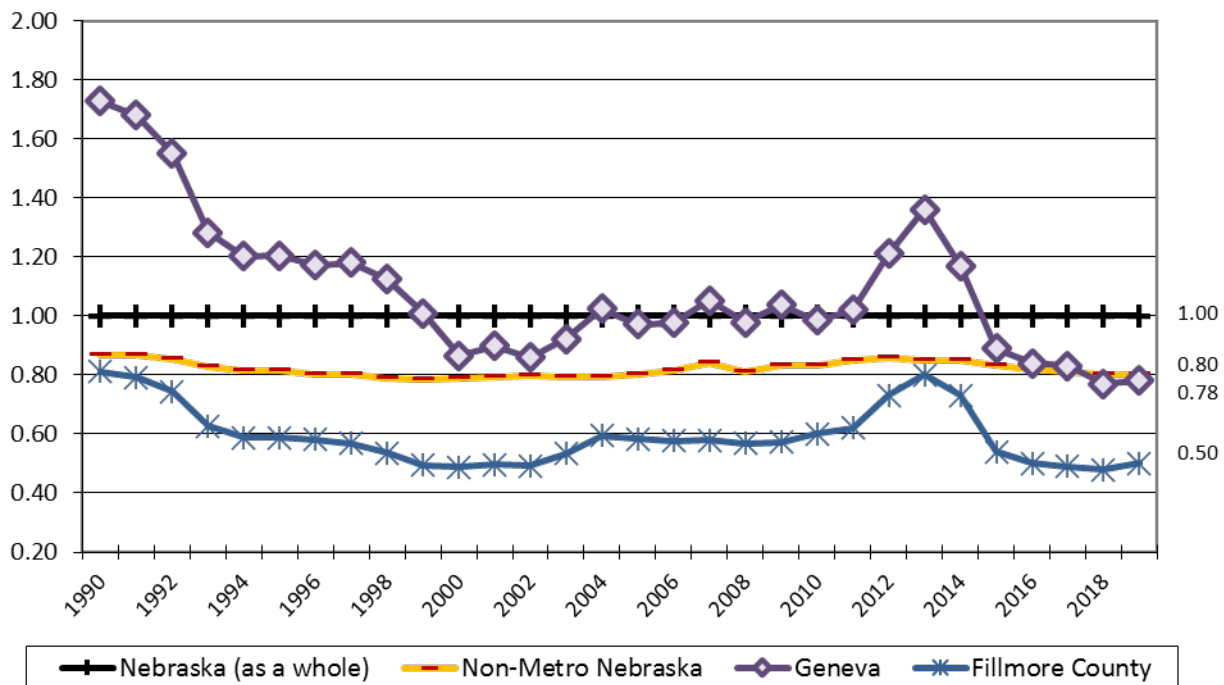
Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

Chart 26 illustrates the pull factor trend for Geneva, Fillmore County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2019. In examining the timeline, the City of Geneva shows retail pull starting out well above the state average then falling below the state average in 1999 then waving above and below with a spike in 2013 before falling again to end the period at 0.78. Data within Fillmore County (as a whole) shows the pull factor somewhat similar to the non-metropolitan county average throughout the time period although below, ending at 0.50.

CHART 26

Pull Factors • 1990–2019

Geneva, Fillmore County, Non-Metro & Nebraska (as a whole)



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

PER CAPITA PERSONAL INCOME

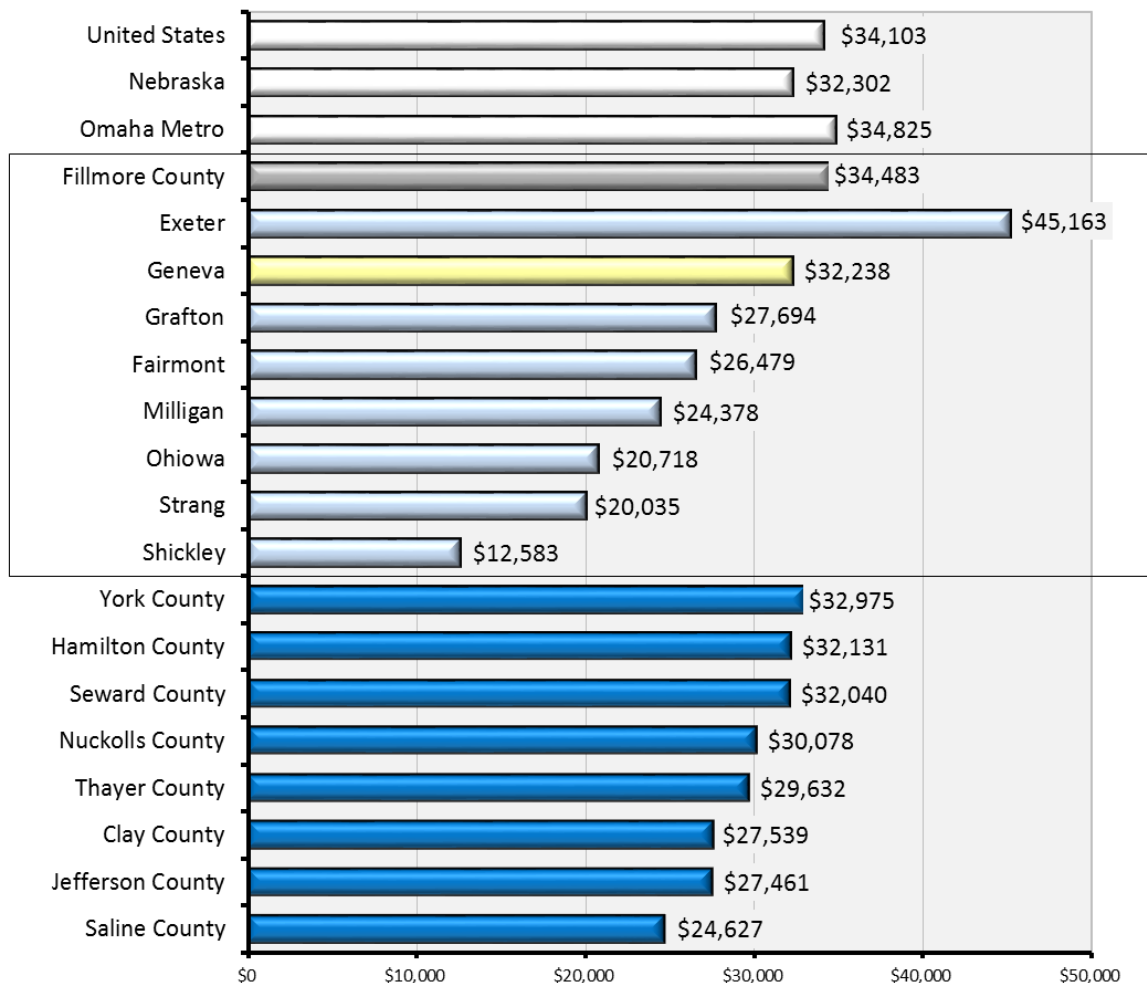
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2015–2019, five-year estimates show per capita personal income for Fillmore County is estimated to be \$34,483 compared to \$32,302 for Nebraska as a whole.

CHART 27

Per Capita Personal Income • 2015–2019

Nebraska, Fillmore County & Surrounding Counties



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

MEDIAN HOUSEHOLD INCOME

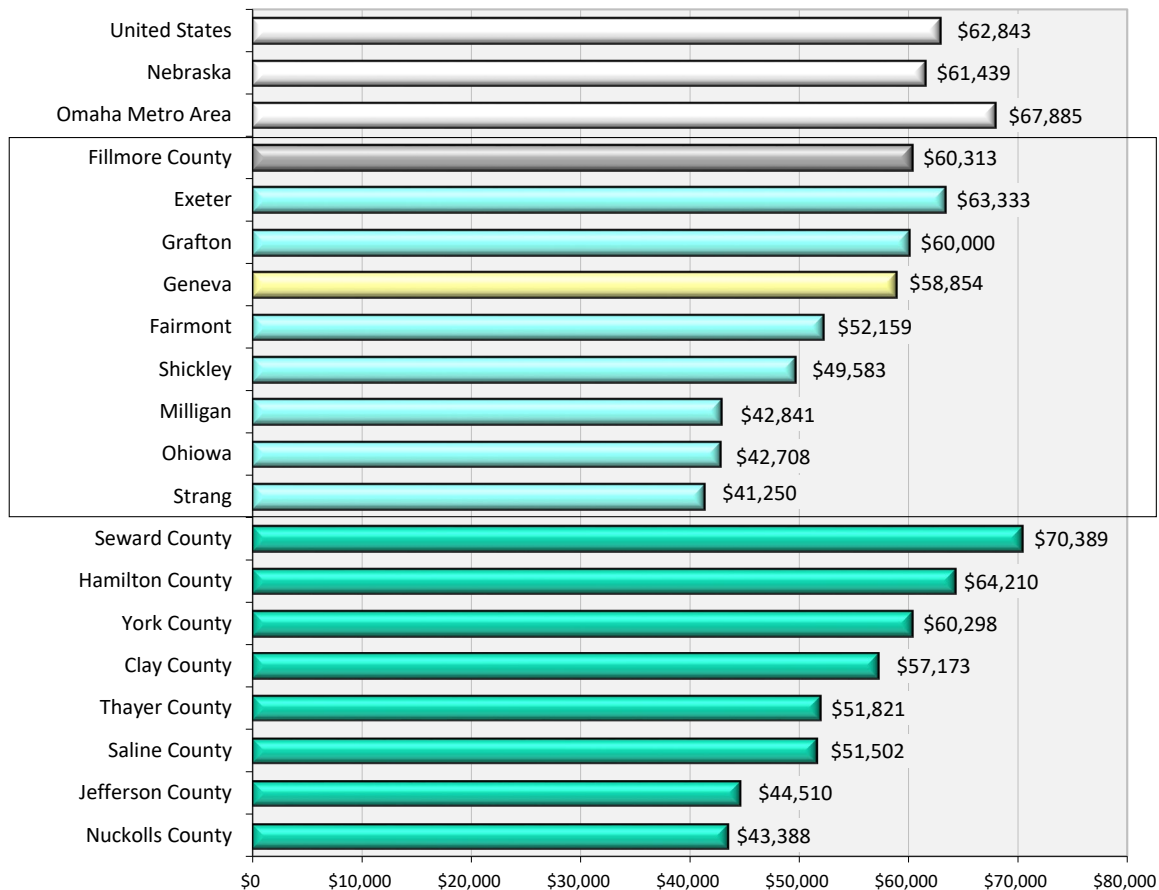
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2015–2019, five-year estimates show median household income for Fillmore County is estimated to be \$60,313 compared to \$61,439 for Nebraska as a whole.

CHART 28

Median Household Income • 2015–2019

Nebraska, Fillmore County & Surrounding Counties



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