

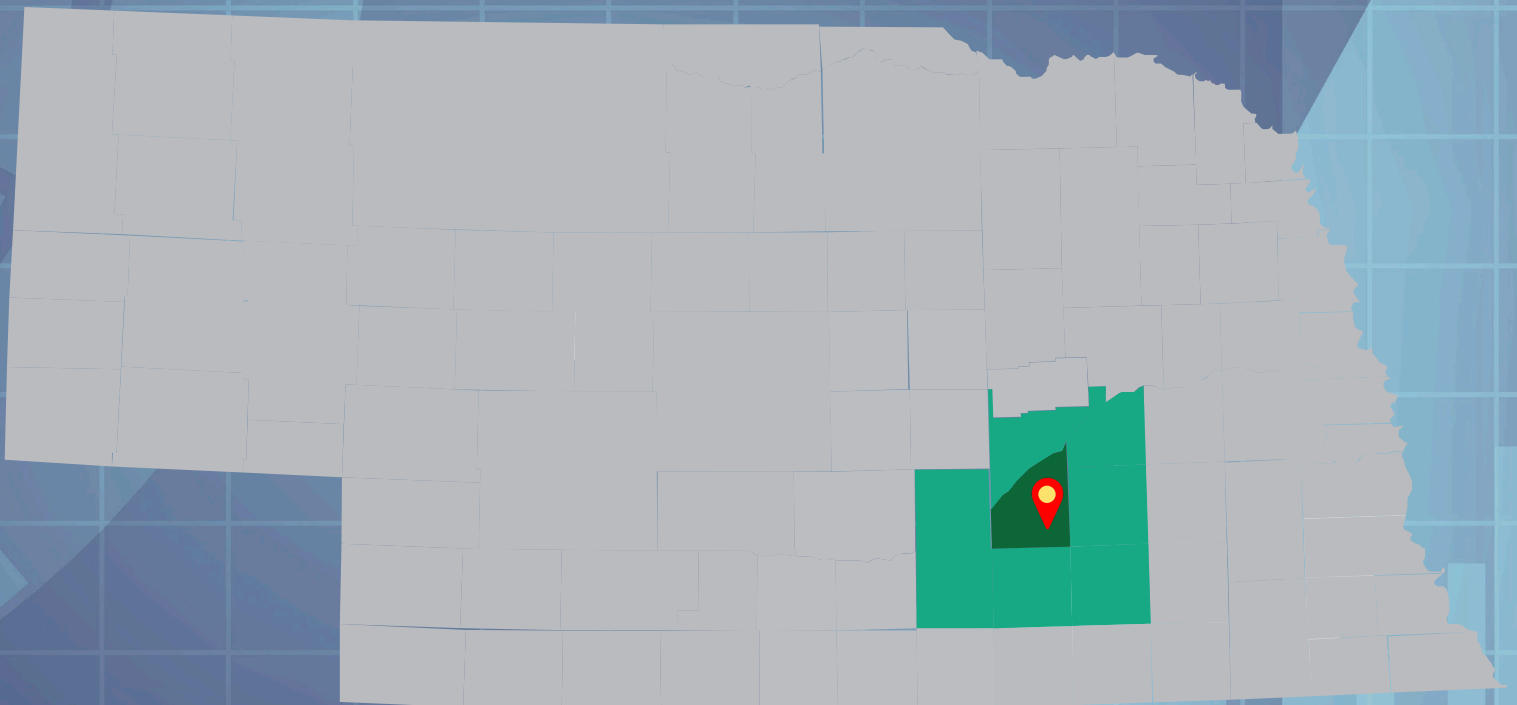
AUGUST 2020 STUDY



Nebraska Public Power District
Always there when you need us

ECONOMIC AND DEMOGRAPHIC TRENDS

Aurora, Hamilton County and the Surrounding Area

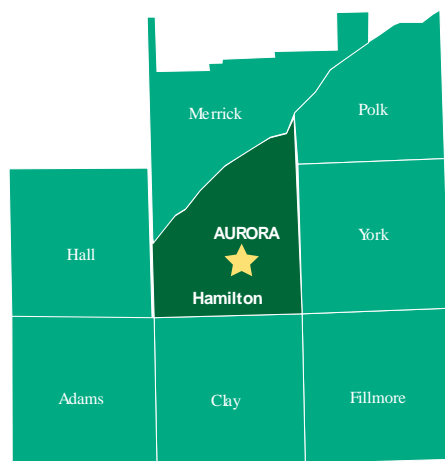


Prepared by:
Brian Williams, PhD

Nebraska Public Power District
Economic Development Department
PO Box 499, 1414 15th Street
Columbus, NE 68602-0499
(402) 563-5480 • brwilli@nppd.com

Available Online @ sites.nppd.com

ECONOMIC AND DEMOGRAPHIC TRENDS IN **AURORA, HAMILTON COUNTY AND THE SURROUNDING AREA**



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Hamilton 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 Hamilton County, other counties included in this area are Adams, Clay, Fillmore, Hall, Merrick, Polk and York. The retail sales section also compares retail growth between Aurora 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 Hamilton County for the period 2008–2018. 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 Hamilton County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Hamilton County increased 13.4 percent (420 jobs) between 2009 and 2019.

Table 1 and Charts 1–3 also provide employment data for Hamilton County by major economic sector for years 2009–2019. The Natural Resources & Mining sector recorded the largest percentage increase in employment between 2009 and 2019 (57.7 percent or 49 jobs). The Trade, Transportation & Utilities sector recorded the largest actual employment increase between 2009 and 2019 (267 jobs or 34.7 percent).

TABLE 1
Nonfarm Wage & Salary Employment Trends • 2009–2019
Hamilton County, Nebraska

	2009	2010	2011	2012	2013	2014	2,015	2,016	2,017	2,018	2,019	% Change 2009-2019	# Change 2009-2019
Nonfarm W&S Employment	3,136	3,173	3,178	3,231	3,237	3,333	3,491	3,537	3,642	3,637	3,556	13.4	420
Total Private Industries	2,502	2,533	2,564	2,640	2,636	2,741	2,903	2,943	3,052	3,050	2,971	18.7	469
Goods Producing	705	705	660	692	727	728	723	852	857	898	803	13.9	98
Natural Resources & Mining	86	74	118	146	161	110	139	132	142	142	135	57.0	49
Construction	98	110	123	148	165	161	164	163	162	150	146	49.0	48
Manufacturing	521	476	451	434	402	452	549	563	594	511	462	-11.3	-59
Service Providing	1,797	1,873	1,872	1,913	1,908	2,018	2,051	2,086	2,154	2,247	2,228	24.0	431
Trade, Transportation & Utilities	770	820	870	872	907	981	989	990	1,037	1,060	1,037	34.7	267
Information	101	101	116	146	118	130	139	129	N/A	N/A	126	24.8	25
Financial Activities	124	125	128	125	136	137	139	135	134	139	140	12.9	16
Professional & Business Services	204	197	135	110	96	102	123	141	188	189	190	-6.9	-14
Education & Health Services	296	317	328	330	343	346	350	393	400	426	433	46.3	137
Leisure & Hospitality	212	217	197	207	191	200	219	214	222	234	226	6.6	14
Other Services, except Public	91	97	98	122	117	123	92	84	N/A	N/A	76	-16.5	-15
Government	634	640	614	591	601	592	588	594	590	587	585	-7.7	-49
Federal	39	40	38	34	32	32	31	28	28	24	23	-41.0	-16
State	14	14	15	14	16	13	13	12	12	14	13	-7.1	-1
Local	581	586	561	544	553	547	545	553	551	549	549	-5.5	-32

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2020
Labor Force & Work Summary, 2009-2019, Annual, Hamilton County, Nebraska (March 2020 data)
N/A: Data for Information and Others Services, except Public is not available

CHART 1
Employment by Industry • 2009–2019
Hamilton County, Nebraska

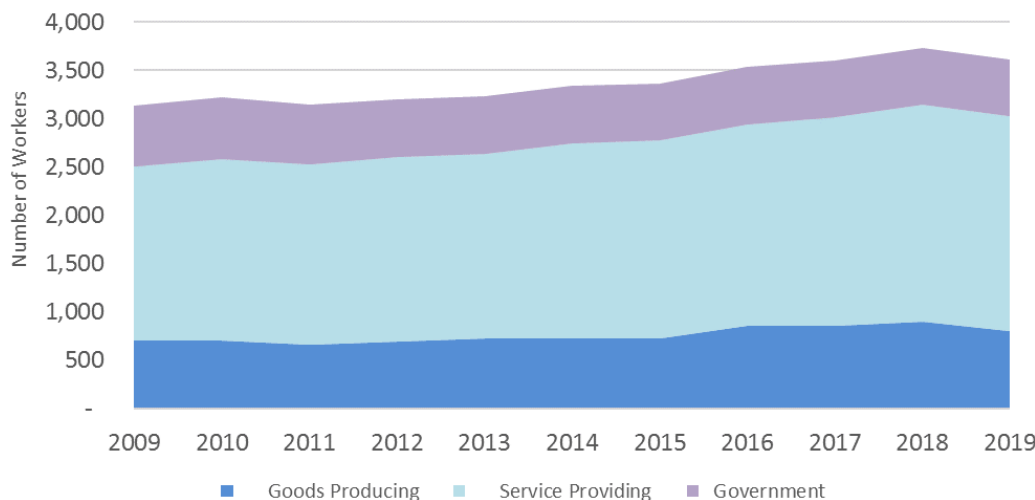
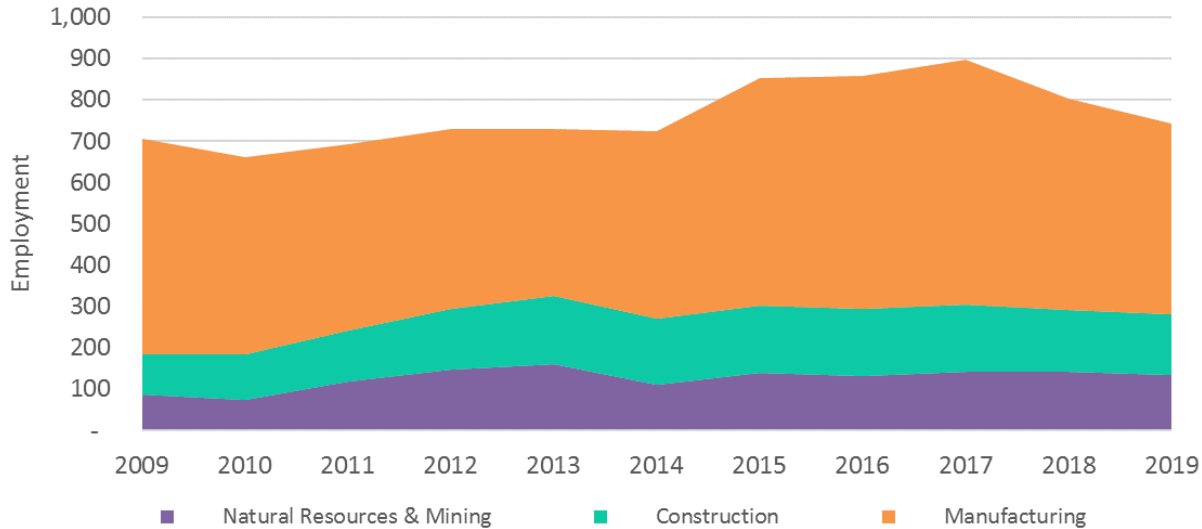
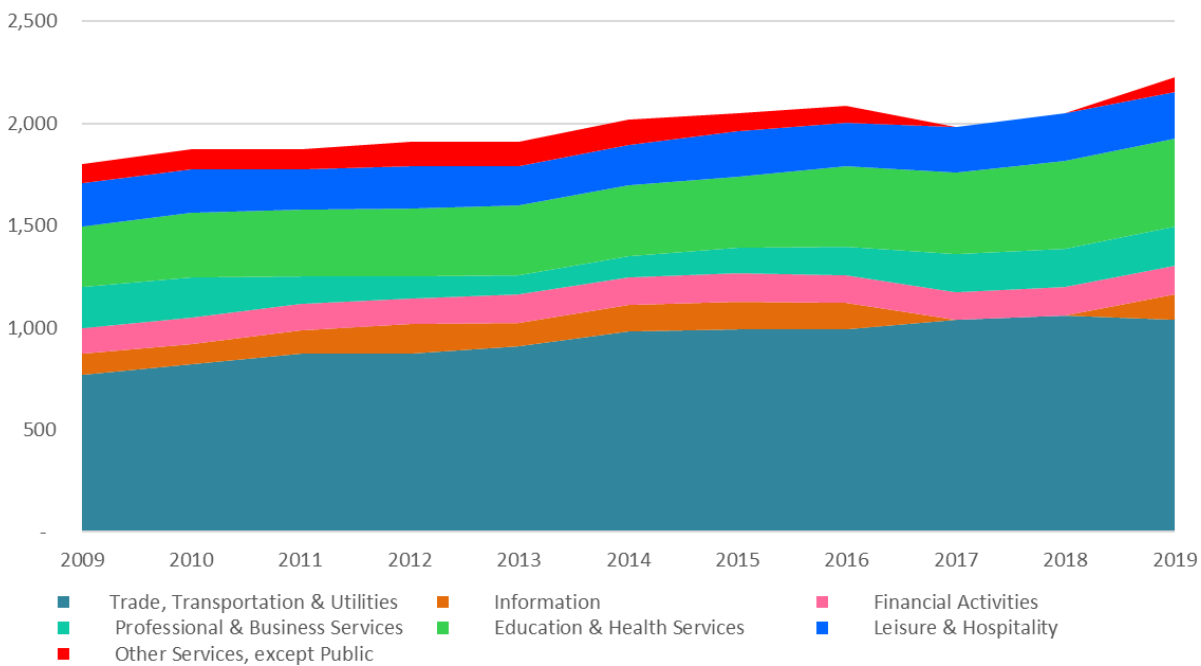


CHART 2**Goods Producing Industry Employment • 2009–2019**

Hamilton County, Nebraska

**CHART 3****Service Providing Employment • 2009–2019**

Hamilton County, Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2020
Labor Force & Work Summary, 2009-2019, Annual, Hamilton County, Nebraska (March 2020 data)

Chart 4 compares total nonfarm wage and salary employment growth in Hamilton 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 Hamilton County increased 13.4 percent (420 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 4

Non-Farm W&S Employment • 2009–2019

Hamilton County, Nebraska, Metro and Non-Metro Nebraska

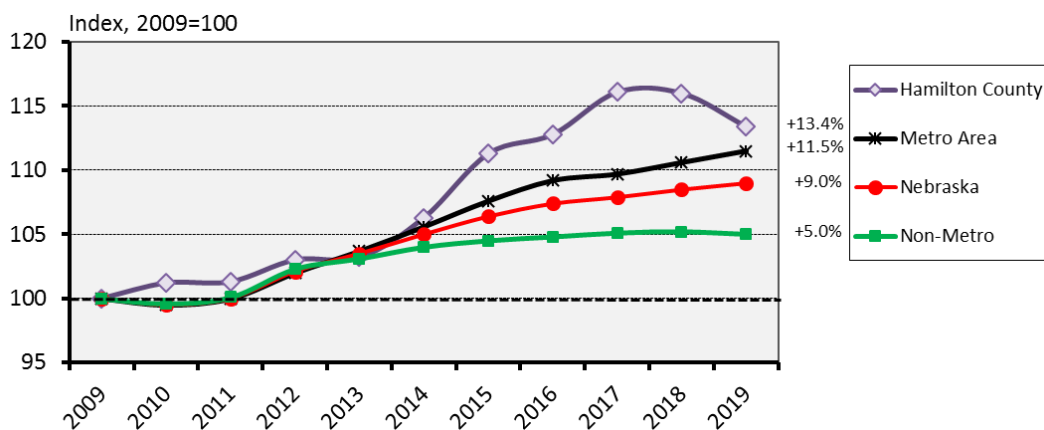
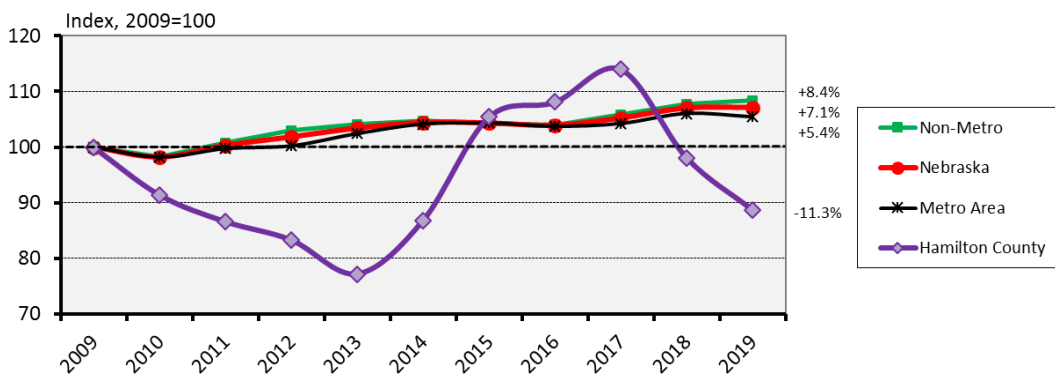


Chart 5 presents data on manufacturing wage and salary employment growth for Hamilton County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Hamilton County recorded a 11.3 percent decrease in employment (59 jobs) between 2009 and 2019. This compares to an 8.4 percent 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 5

Manufacturing W&S Employment • 2009–2019

Hamilton County, Nebraska, Metro and Non-Metro Nebraska



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

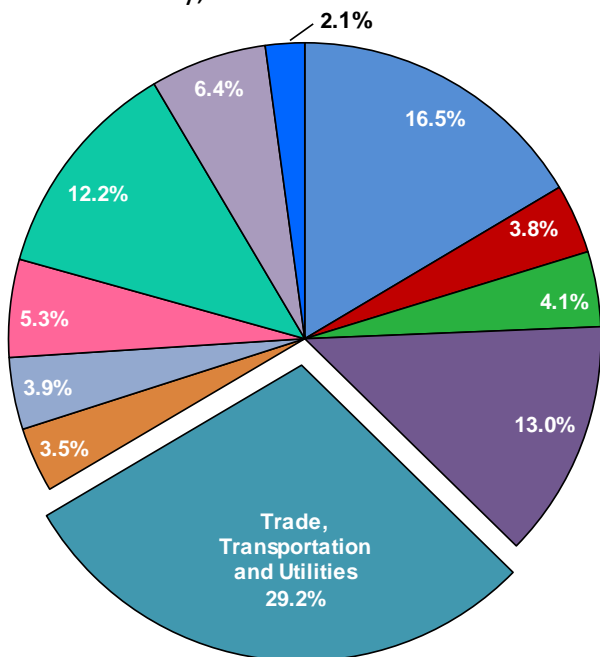
The next series of pie charts (Charts 6, 7 and 8) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Hamilton County compared to the non-metropolitan and metropolitan distributions.

When comparing the Hamilton County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Trade, Transportation and Utilities sector which makes up 30.9 percent of the county workforce (1,037 employees) compared to 20.3 percent for non-metropolitan Nebraska; a difference of 10.6 percent. Comparing Hamilton County to the overall metropolitan distribution, the largest deviation is also in the Trade, Transportation, and Utilities sector (30.9 percent Hamilton County vs. 17.5 percent metropolitan Nebraska; a difference of 13.4 percent).

CHART 6, 7 & 8

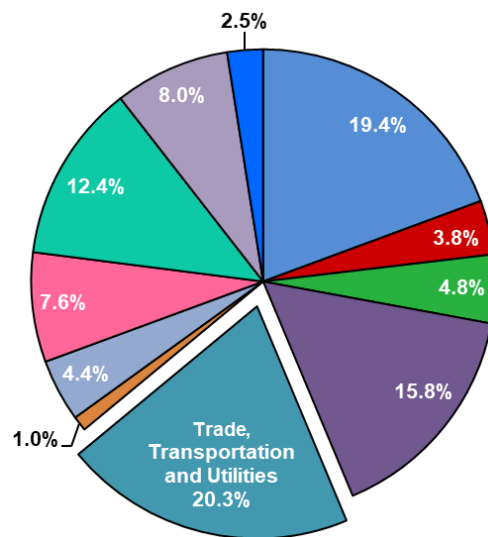
Non-Farm W&S Employment by Major Economic Sector

Hamilton County, 2019

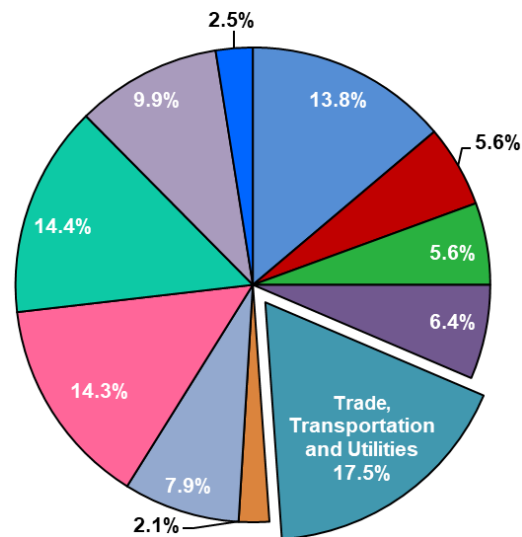


- Government
- Natural Resources and Mining
- Construction
- Manufacturing
- Trade, Transportation, and Utilities
- Information
- Financial Activities
- Professional and Business Services
- Education and Health Services
- Leisure and Hospitality
- Other Services

Non-Metropolitan Nebraska, 2019



Metropolitan Nebraska, 2019



Source: U.S. Dept. of Labor Statistics

The next table (Table 2) shows labor force information for Hamilton 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 Hamilton County residents participating in the labor force between 2009 and 2019 (13.8 percent or 763 people).

The number of those unemployed in Hamilton County decreased by 19.4 percent (35 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 Hamilton County unemployment rate was 3.0 percent in 2019; above that for metropolitan Nebraska (3.0 percent), above Nebraska as a whole (3.0 percent), and above non-metropolitan Nebraska (3.1 percent).

TABLE 2

Labor Force & Employment Trends

Hamilton County, Nebraska · 2009–2019

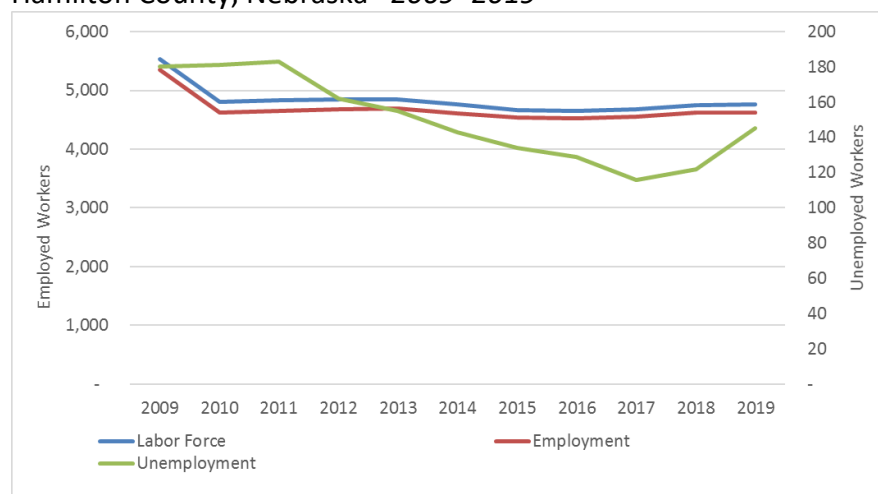
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change 2009-2019	# Change 2009-2019
Labor Force	5,532	4,806	4,833	4,844	4,853	4,757	4,669	4,647	4,673	4,744	4,769	-13.8	-763
Employment	5,352	4,625	4,650	4,682	4,698	4,614	4,535	4,518	4,557	4,622	4,624	-13.6	-728
Unemployment	180	181	183	162	155	143	134	129	116	122	145	-19.4	-35
Unemployment Rate	3.3	3.8	3.8	3.3	3.2	3.0	2.9	2.8	2.5	2.6	3.0	N/A	N/A

(N/A) - Data not available

CHART 9

Labor Force & Employment Trends

Hamilton County, Nebraska · 2009–2019



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2020
The right axis on Chart 9 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 Aurora in Hamilton 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 Hamilton County are from 2017.

Table 3 (pages 7–8) examines the Work Destination area for the City of Aurora in Hamilton County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 2,094 county labor force participants holding primary jobs. As Table 3 shows, 99.0 percent of Aurora's labor force participants are employed within the state of Nebraska. Approximately 50.9 percent of Aurora workers remain within Hamilton County for employment with 49.1 percent leaving the county borders for work (next page). The top ten incorporated places where Aurora's labor force participants are employed are also shown on the following page.

TABLE 3

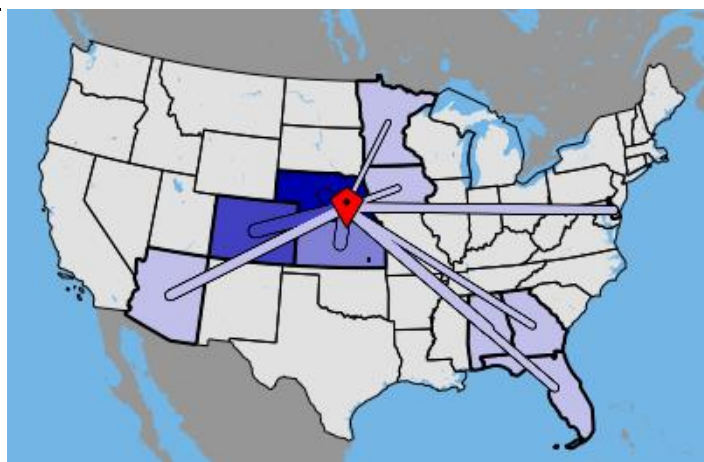
Work Destination Report • 2017

Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	2,094	100.0%

By States

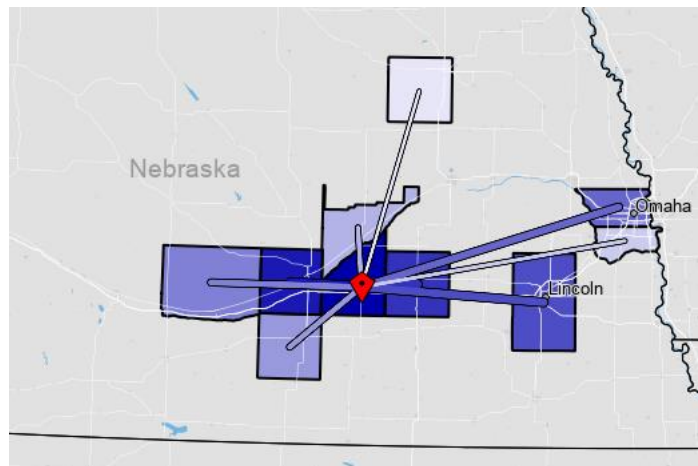
	Count	Share
Nebraska	2,073	99.0%
Colorado	5	0.2%
Kansas	4	0.2%
Alabama	1	0.0%
Arizona	1	0.0%
Delaware	1	0.0%
Florida	1	0.0%
Georgia	1	0.0%
Iowa	1	0.0%
Minnesota	1	0.0%
All Other Locations	5	0.2%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, August 2020

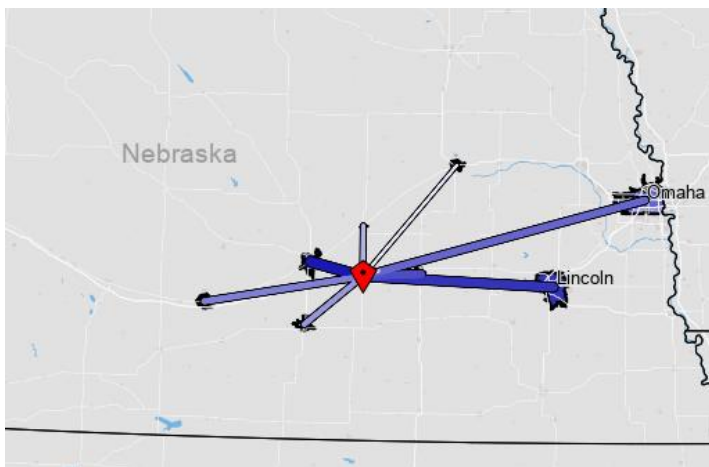
By Counties

	Count	Share
Hamilton County, NE	1,066	50.9%
Hall County, NE	346	16.5%
York County, NE	108	5.2%
Lancaster County, NE	85	4.1%
Douglas County, NE	61	2.9%
Buffalo County, NE	59	2.8%
Adams County, NE	50	2.4%
Merrick County, NE	42	2.0%
Sarpy County, NE	22	1.1%
Madison County, NE	21	1.0%
All Other Locations	234	11.2%



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

	Count	Share
Aurora city, NE	848	40.5%
Grand Island city, NE	313	14.9%
Lincoln city, NE	84	4.0%
York city, NE	69	3.3%
Omaha city, NE	57	2.7%
Kearney city, NE	47	2.2%
Hastings city, NE	45	2.1%
Central City city, NE	28	1.3%
Hampton village, NE	21	1.0%
Columbus city, NE	20	1.0%
All Other Locations	562	26.8%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, August 2020

People also travel from other locations to work in Hamilton County—this is the Home Destination Report or the labor shed area. Table 4 (pages 9–10) depicts the home locations of those employed within Aurora. The Census identified 2,903 primary jobs within Aurora. As Table 4 indicates, 98.6 percent of these jobs are held by Nebraska residents. Approximately 55.2 percent of Hamilton County workers live within the county borders and the top localities show the distribution of employee residents around the area (page 10).

TABLE 4

Home Destination Report • 2017

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	2,093	100.0%

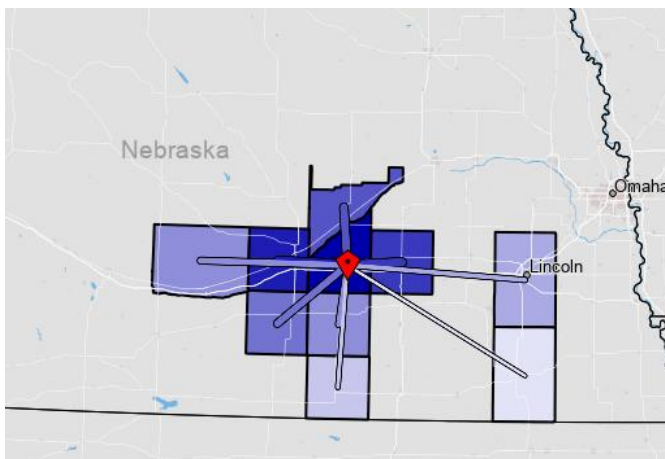
By States

	Count	Share
Nebraska	2,064	98.6%
Kansas	11	0.5%
Iowa	8	0.4%
Missouri	2	0.1%
Pennsylvania	2	0.1%
South Dakota	2	0.1%
California	1	0.0%
Colorado	1	0.0%
Illinois	1	0.0%
Nevada	1	0.0%
All Other Locations	0	0.0%



By Counties

	Count	Share
Hamilton County, NE	1,156	55.2%
Hall County, NE	215	10.3%
York County, NE	83	4.0%
Merrick County, NE	68	3.2%
Adams County, NE	59	2.8%
Buffalo County, NE	40	1.9%
Clay County, NE	40	1.9%
Lancaster County, NE	39	1.9%
Nuckolls County, NE	29	1.4%
Gage County, NE	21	1.0%
All Other Locations	343	16.4%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, August 2020

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

	Count	Share
Aurora city, NE	848	40.5%
Grand Island city, NE	165	7.9%
Hastings city, NE	50	2.4%
Central City city, NE	44	2.1%
York city, NE	39	1.9%
Lincoln city, NE	37	1.8%
Hampton village, NE	25	1.2%
Giltner village, NE	20	1.0%
Kearney city, NE	18	0.9%
Marquette village, NE	17	0.8%
All Other Locations	830	39.7%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, August 2020

The next table and charts (Table 5, page 10, Charts 9-17) shows an inflow/outflow report for the Aurora's 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 Aurora. More detailed figures can also be found in Tables 6–8 (pages 11–13).

TABLE 5

Inflow/Outflow Report

Hamilton County, Primary Jobs

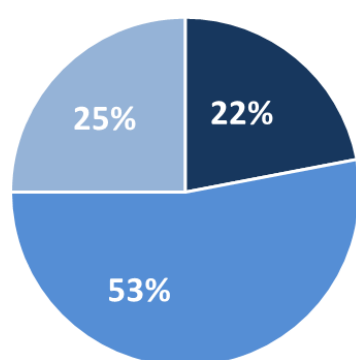
Selection Area Labor Market Size	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,093	100.0%	2,093	100.0%	2,018	100.0%
Living in the Selection Area	2,094	100.0%	2,103	100.5%	2,048	101.5%
Net Job Inflow (+) or Outflow (-)	-1	-	-10	-	-30	-

In-Area Labor Force Efficiency	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	2,094	100.0%	2,103	100.0%	2,048	100.0%
Living and Employed in the Selection Area	848	40.5%	868	41.3%	851	41.6%
Living in the Selection Area but Employed Outside	1,246	59.5%	1,235	58.7%	1,197	58.4%

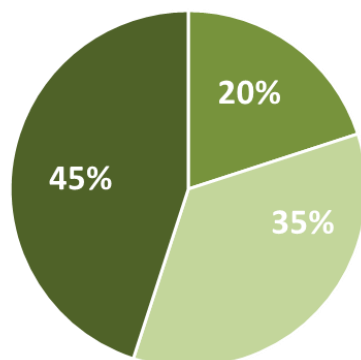
In-Area Employment Efficiency	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,093	100.0%	2,093	100.0%	2,018	100.0%
Employed and Living in the Selection Area	848	40.5%	868	41.5%	851	42.2%
Employed in the Selection Area but Living Outside	1,245	59.5%	1,225	58.5%	1,167	57.8%

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

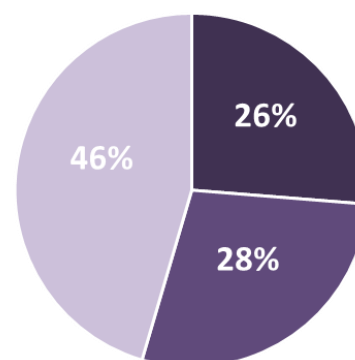
Outflow Job Characteristics	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,246	100.0%	1,235	100.0%	1,197	100.0%
Workers Aged 29 or younger	277	22.2%	282	22.8%	245	20.5%
Workers Aged 30 to 54	657	52.7%	660	53.4%	637	53.2%
Workers Aged 55 or older	312	25.0%	293	23.7%	315	26.3%
Workers Earning \$1,250 per month or less	245	19.7%	258	20.9%	231	19.3%
Workers Earning \$1,251 to \$3,333 per month	443	35.6%	452	36.6%	452	37.8%
Workers Earning More than \$3,333 per month	558	44.8%	525	42.5%	514	42.9%
Workers in the "Goods Producing" Industry Class	328	26.3%	323	26.2%	325	27.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	353	28.3%	321	26.0%	324	27.1%
Workers in the "All Other Services" Industry Class	565	45.3%	591	47.9%	548	45.8%

CHART 10, 11 & 12

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



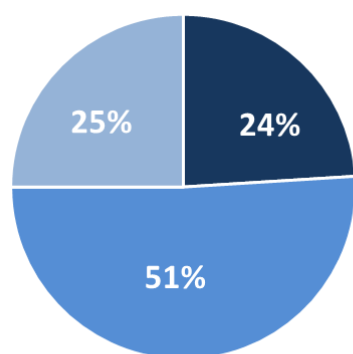
- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



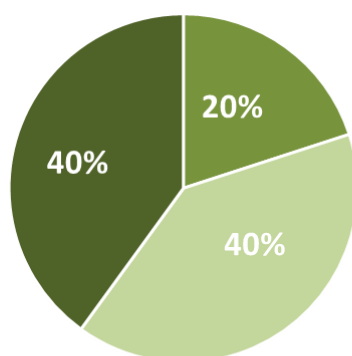
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transp. & Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

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

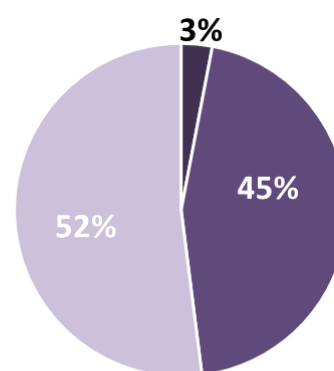
Inflow Job Characteristics	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,245	100.0%	1,225	100.0%	1,167	100.0%
Workers Aged 29 or younger	296	23.8%	287	23.4%	292	25.0%
Workers Aged 30 to 54	631	50.7%	624	50.9%	583	50.0%
Workers Aged 55 or older	318	25.5%	314	25.6%	292	25.0%
Workers Earning \$1,250 per month or less	243	19.5%	244	19.9%	244	20.9%
Workers Earning \$1,251 to \$3,333 per month	501	40.2%	501	40.9%	452	38.7%
Workers Earning More than \$3,333 per month	501	40.2%	480	39.2%	471	40.4%
Workers in the "Goods Producing" Industry Class	39	3.1%	46	3.8%	50	4.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	555	44.6%	586	47.8%	531	45.5%
Workers in the "All Other Services" Industry Class	651	52.3%	593	48.4%	586	50.2%

CHART 13, 14 & 15

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



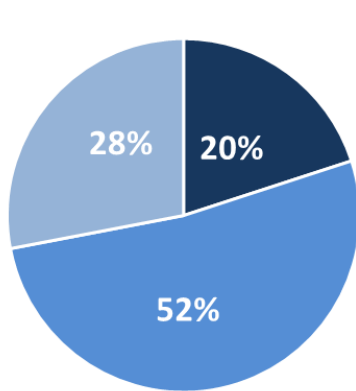
- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



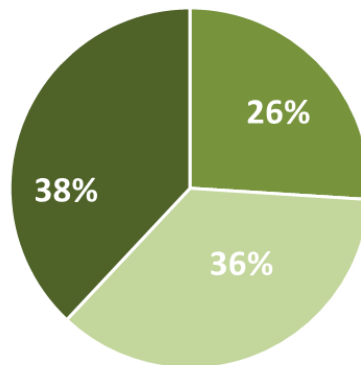
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transp. & Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

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

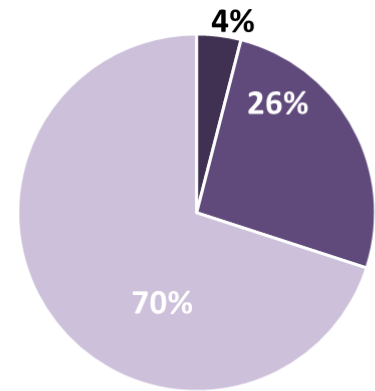
Interior Flow Job Characteristics	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	848	100.0%	868	100.0%	851	100.0%
Workers Aged 29 or younger	172	20.3%	172	19.8%	138	16.2%
Workers Aged 30 to 54	441	52.0%	446	51.4%	447	52.5%
Workers Aged 55 or older	235	27.7%	250	28.8%	266	31.3%
Workers Earning \$1,250 per month or less	220	25.9%	205	23.6%	219	25.7%
Workers Earning \$1,251 to \$3,333 per month	307	36.2%	336	38.7%	298	35.0%
Workers Earning More than \$3,333 per month	321	37.9%	327	37.7%	334	39.2%
Workers in the "Goods Producing" Industry Class	30	3.5%	17	2.0%	17	2.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	224	26.4%	215	24.8%	207	24.3%
Workers in the "All Other Services" Industry Class	594	70.0%	636	73.3%	627	73.7%

CHART 16, 17 & 18

- 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 Aurora and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Aurora is less in 2017 compared to 2016. The distribution of miles traveled to work has also shifted since 2015. 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 Home Blocks	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,094	100.0%	2,103	100.0%	2,048	100.0%
Less than 10 miles	1,046	50.0%	1,063	50.5%	1,043	50.9%
10 to 24 miles	521	24.9%	578	27.5%	554	27.1%
25 to 50 miles	95	4.5%	96	4.6%	116	5.7%
Greater than 50 miles	432	20.6%	366	17.4%	335	16.4%

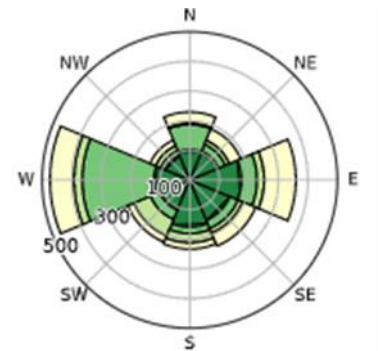


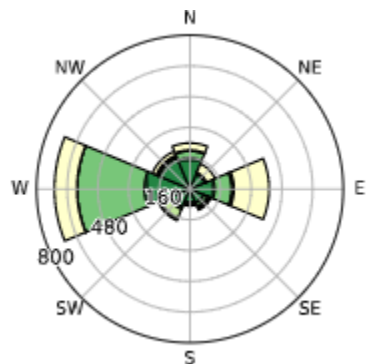
Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Aurora and the distance to their homes. Looking at Table 10, the number of primary jobs held within Aurora has increased since 2015. The data also show the majority of Aurora employees continue to travel less than 24 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

TABLE 10 & FIGURE 2

Distance/Direction Report • Work to Home Census Block

Work within study area – distance to home

Job Counts in Work Blocks	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,093	100.0%	2,093	100.0%	2,018	100.0%
Less than 10 miles	1,011	48.3%	1,030	49.2%	1,026	50.8%
10 to 24 miles	507	24.2%	483	23.1%	472	23.4%
25 to 50 miles	198	9.5%	197	9.4%	186	9.2%
Greater than 50 miles	377	18.0%	383	18.3%	334	16.6%



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, August 2020

POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Hamilton County and the surrounding area. As Table 11 indicates, Hamilton County's population experienced an average annual increase of 0.1 percent between 1970 and 2010 for a total increase of 2.9 percent or 257 people. This population increase compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Hamilton County reported an average annual 0.2 percent increase in population from 2010 to 2019 (200 people total).

TABLE 11

County Population • 1970–2019

Hamilton 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
Hamilton County	8,867	9,301	8,862	9,403	9,124	9,324	0.1	0.2
Adams County	30,553	30,656	29,625	31,151	31,364	31,363	0.1	0.0
Clay County	8,266	8,106	7,123	7,039	6,542	6,203	-0.6	-0.6
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,462	-0.8	-0.8
Hall County	42,851	47,690	48,925	53,534	58,607	61,353	0.8	0.5
Merrick County	8,751	8,945	8,049	8,204	7,845	7,755	-0.3	-0.1
Polk County	6,468	6,320	5,668	5,639	5,406	5,213	-0.4	-0.4
York County	13,685	14,798	14,428	14,598	13,665	13,679	0.0	0.0

Table 9 data reveals the population of Hamilton County's incorporated places as a whole experienced an average annual population increase of 0.6 percent from 1970 to 2010 and an average annual increase of 0.2 percent from 2010 to 2019 for a total increase of 27.5 percent (1,310 people) from 1970 to 2019. Aurora, the county's largest city, reported a 43.0 percent increase in population (1,367 people) between 1970 and 2019. The unincorporated areas outside of the selected communities experienced a 20.8 percent decrease (853 people) during the period 1970–2019.

TABLE 12

Population • 1970–2019

Hamilton 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
Hamilton County	8,867	9,301	8,862	9,403	9,124	9,324	0.1	0.2
Aurora	3,180	3,717	3,879	4,225	4,479	4,547	0.9	0.2
Giltner	408	400	367	389	352	367	-0.4	0.5
Hampton	387	419	463	439	423	433	0.2	0.3
Hordville	147	155	163	150	144	148	-0.1	0.3
Marquette	239	303	284	282	229	239	-0.1	0.5
Phillips	341	405	316	336	287	298	-0.4	0.4
Stockham	65	68	64	60	44	45	-1.0	0.3
Total Incorporated Places	4,767	5,467	5,536	5,881	5,958	6,077	0.6	0.2
Unincorporated Areas	4,100	3,834	3,326	3,522	3,166	3,247	-0.6	0.3

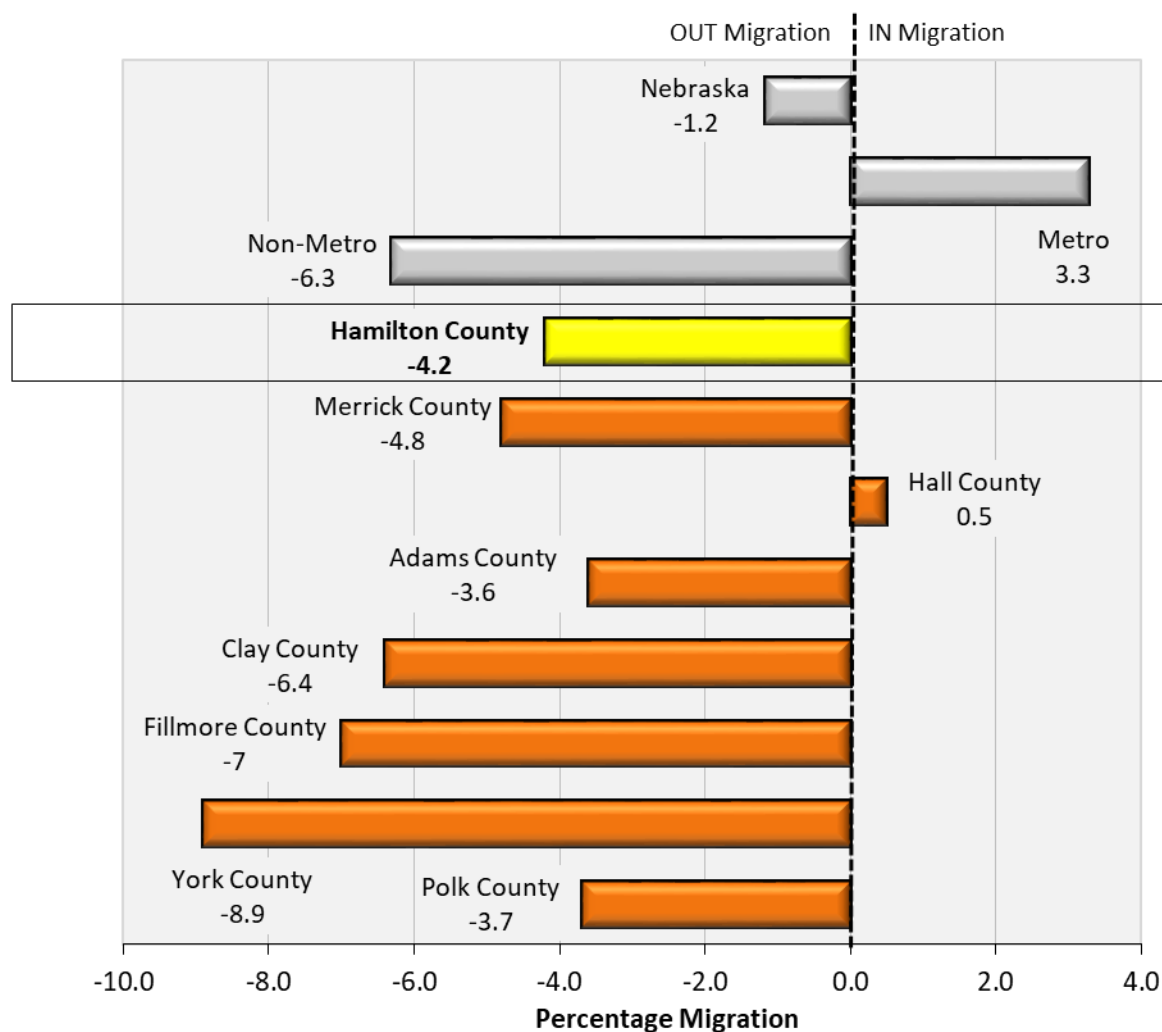
Source: U.S. Bureau of the Census, Census of Population, April 2020

The next two charts (Chart 19 and 20, next page) graphically depict the migration patterns for Nebraska, Hamilton 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, Hamilton County experienced a net out-migration of 392 people or 4.2 percent of its 2000 population.

CHART 19

Net Migration as Percent of 2000 Population • 2000–2010

Hamilton County and the Surrounding Area



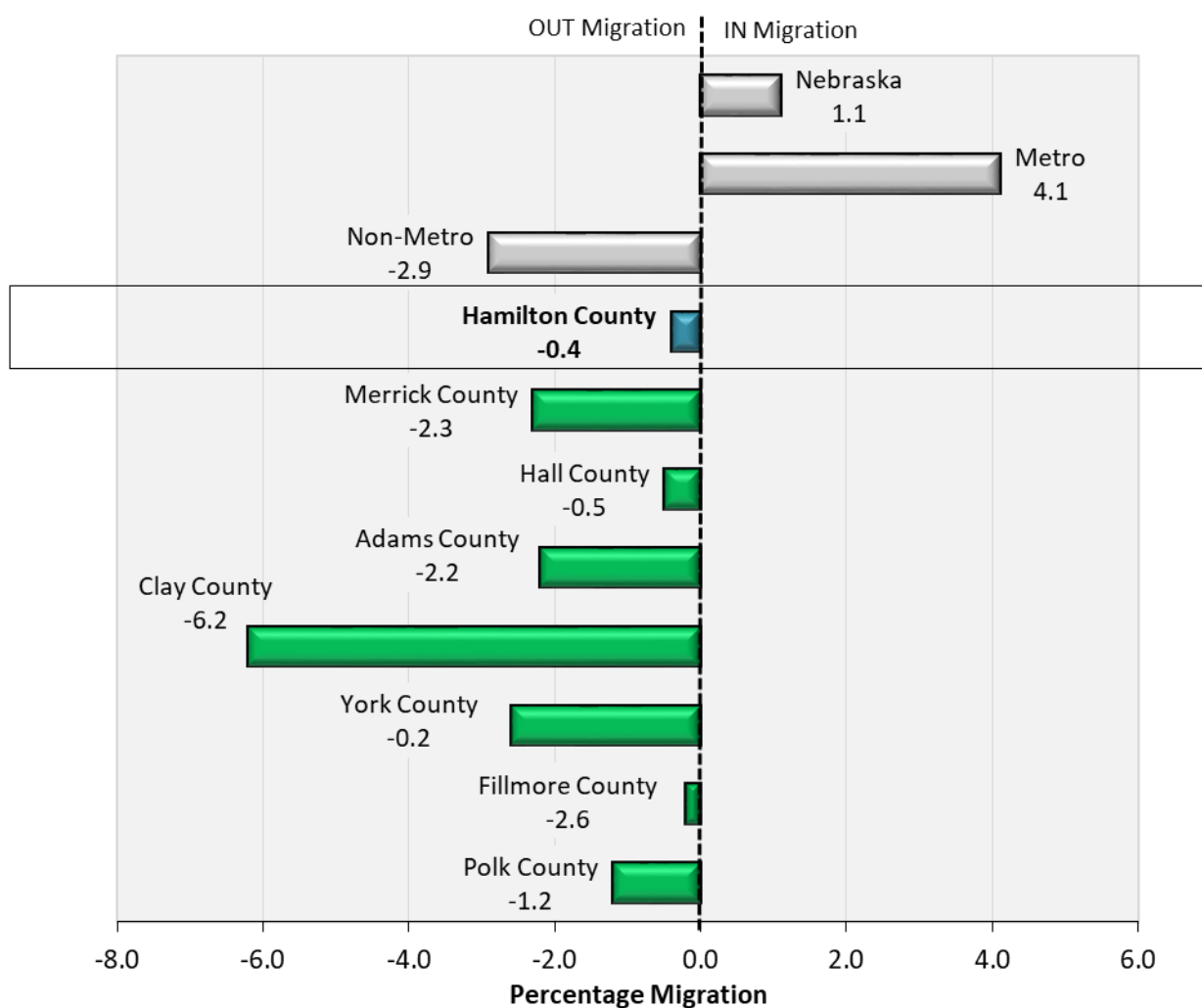
Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2018 (Chart 20), Hamilton County experienced a net out-migration of 37 people or 0.4 percent of its 2010 population.

CHART 20

Net Migration as Percent of 2010 Population • 2010–2019

Hamilton County and the Surrounding Area



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

The next two tables (Tables 13 and 14, next page) provide detail on migration patterns. Data reported in these tables are 2014–2018, 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 55 greater than the number of people living in Hamilton County one-year ago. This indicates Hamilton 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 • 2014–2018

Hamilton County, Nebraska

Current population one-year or older	9,099
Number of people living in the area one-year ago	9,044
Population change due to migration and mortality	55

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 2020

The 2014–2018, five-year estimates in Chart 21 (next page) reveal a net loss of 29 people from other Nebraska counties and a net gain of 79 people from other states for a total net gain of 50 people one-year or older. As shown in Table 10, net gains occurred in the age groups Age 1 to 17 (gain of 84), Age 25 to 44 (gain of 136) and Age 45 to 64 (gain of 13) and net losses in age groups Age 18 to 24 (loss of 127) and Age 65 and over (loss of 56).

Table 10 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 38) and bachelor's degree, associate's degree, or some college (gain of 60) and a loss of residents with a graduate or professional degree, (loss of 5).

CHART 21

Population Change Due to Migration and Mortality Five-Year Estimate • 2014–2018

Hamilton 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	72	102	30	13	67	54	84
Age 18 to 24	255	133	-122	7	2	-5	-127
Age 25 to 44	27	130	103	29	62	33	136
Age 45 to 64	35	32	-3	13	29	16	13
Age 65 and over	73	36	-37	19	0	-19	-56
Total	462	433	-29	81	160	79	50
-- 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	33	62	29	19	28	9	38
Bachelor's or some college	93	131	38	40	62	22	60
Grad. or Prof. degree	9	5	-4	2	1	-1	-5
Total	135	198	63	61	91	30	93

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 2020

The following chart and table (Chart 22; Table 14) compare the U.S. Census Bureau's age distribution of population for Nebraska as a whole and Hamilton County. The population of Hamilton County is significantly older in age than Nebraska as a whole. The median age for Hamilton County residents in 2018 was 41.4 years of age compared to 36.6 years of age for residents of Nebraska as a whole.

CHART 22

Age Distribution of the Population • 2018

Hamilton County and Nebraska

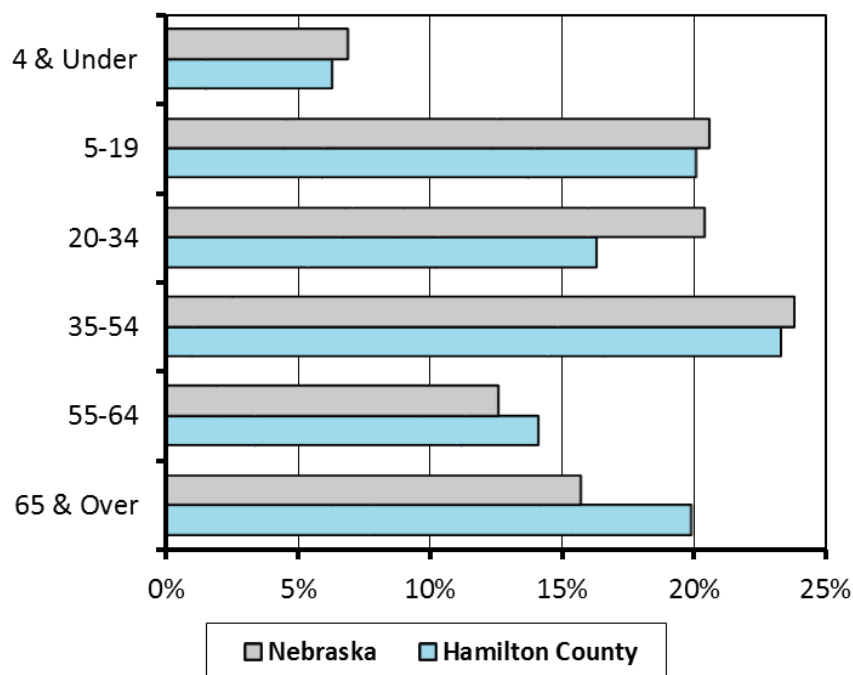


TABLE 14

	2018 Population		Percent	
	Nebraska	Hamilton County	Nebraska	Hamilton County
4 & Under	132,968	584	6.9%	6.3%
5-19	397,401	1,864	20.6%	20.1%
20-34	392,903	1,511	20.4%	16.3%
35-54	459,282	2,161	23.8%	23.3%
55-64	243,048	1,313	12.6%	14.1%
65 & Over	303,666	1,847	15.7%	19.9%
Total	1,929,268	9,280	100%	100%
Median Age	36.6	41.4		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2020

Table 15 shows additional median ages as estimated by the American Community Survey for communities within Hamilton 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 23 graphically depicts the median age distribution for the study area.

TABLE 15

Median Age by Location and Gender • 2018

Hamilton County and the Surrounding Area

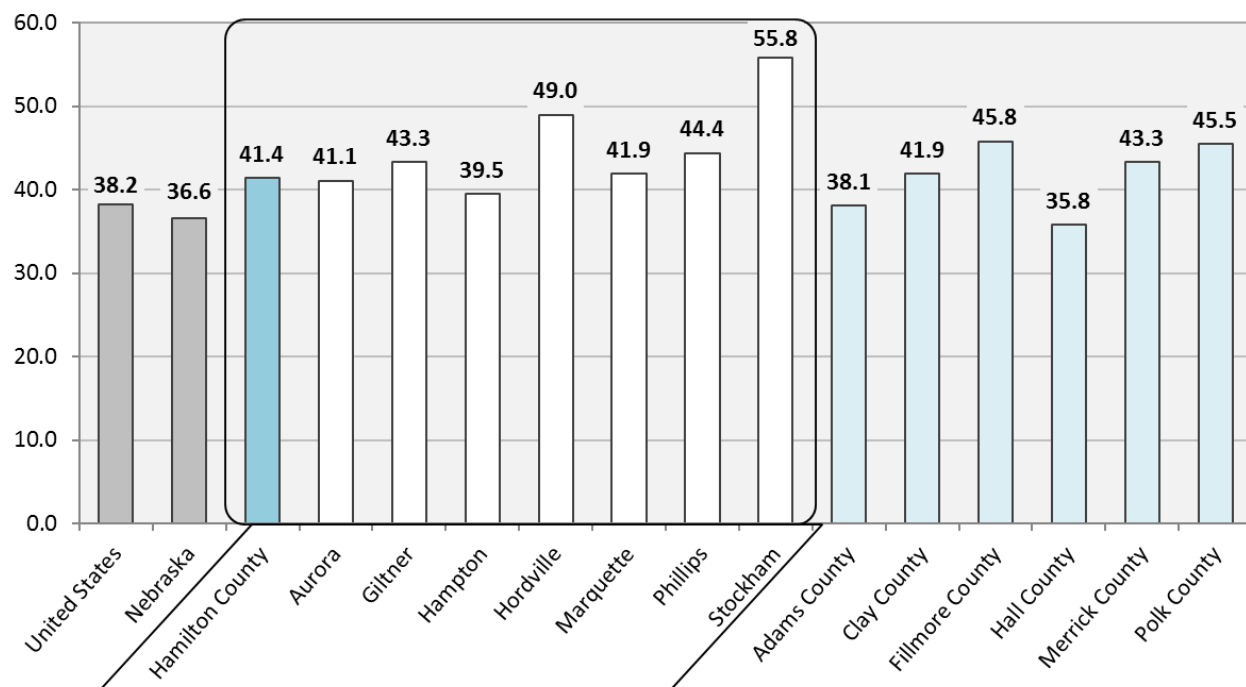
	Median Age		
	Total	Male	Female
United States	38.2	36.9	39.5
Nebraska	36.6	35.6	37.6
Hamilton County	41.4	39.7	43.1
Aurora	41.1	39.0	45.1
Giltner	43.3	45.5	41.7
Hampton	39.5	37.5	39.9
Hordville	49.0	49.5	48.7
Marquette	41.9	52.1	37.6
Phillips	44.4	43.9	44.6
Stockham	55.8	60.5	50.5

Adams County	38.1	36.7	39.8
Clay County	41.9	41.0	42.9
Fillmore County	45.8	44.5	47.3
Hall County	35.8	34.8	37.0
Merrick County	43.3	42.8	43.7
Polk County	45.5	45.5	45.5
York County	39.8	38.3	41.3

CHART 23

Median Age by Location • 2018

Hamilton County and the Surrounding Area



Source: U.S. Census Bureau, 2014-2018 American Community Survey, May 2020

RETAIL SALES

Table 16 and Chart 24 show the retail sales (non-motor vehicle) pull factors for Hamilton 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.

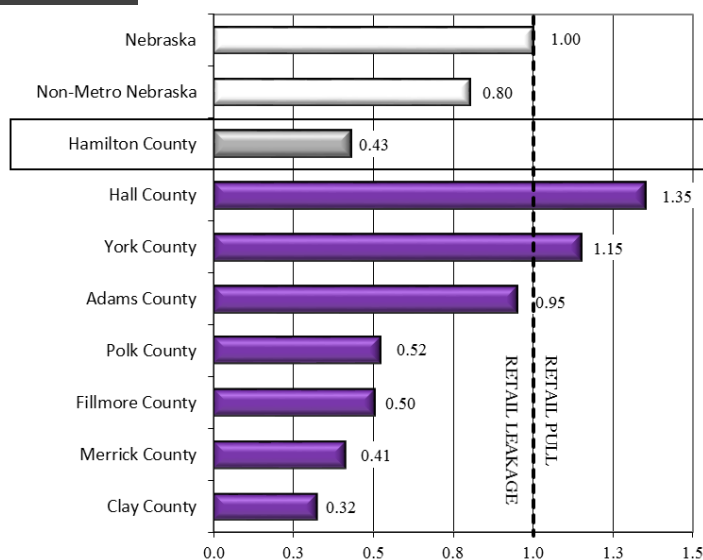
TABLE 16

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska, Hamilton 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
Hamilton County	9,324	52,681	5,650	0.43
Adams County	31,363	387,872	12,367	0.95
Clay County	6,203	25,898	4,175	0.32
Fillmore County	5,462	35,464	6,493	0.50
Hall County	61,353	1,082,047	17,636	1.35
Merrick County	7,755	41,119	5,302	0.41
Polk County	5,213	35,475	6,805	0.52
York County	13,679	205,970	15,057	1.15

CHART 24



Reviewing the pull factors at the county level indicates Hamilton County experiences net retail leakages. The 2019 pull factor of 0.43 indicates, on a per capita basis, retail sales in Hamilton 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 Hamilton County (0.43) with the pull factor for the non-metropolitan area of Nebraska (0.80) indicates per capita retail sales in Hamilton County are 45.7 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, July 2020

Table 17 and Chart 25 compare the 2019 pull factors for selected area communities. The community of Aurora's pull factor of 0.79 indicates that, on a per capita basis, non-motor vehicle retail sales in Aurora are approximately 21.0 percent less than the state's average per capita sales.

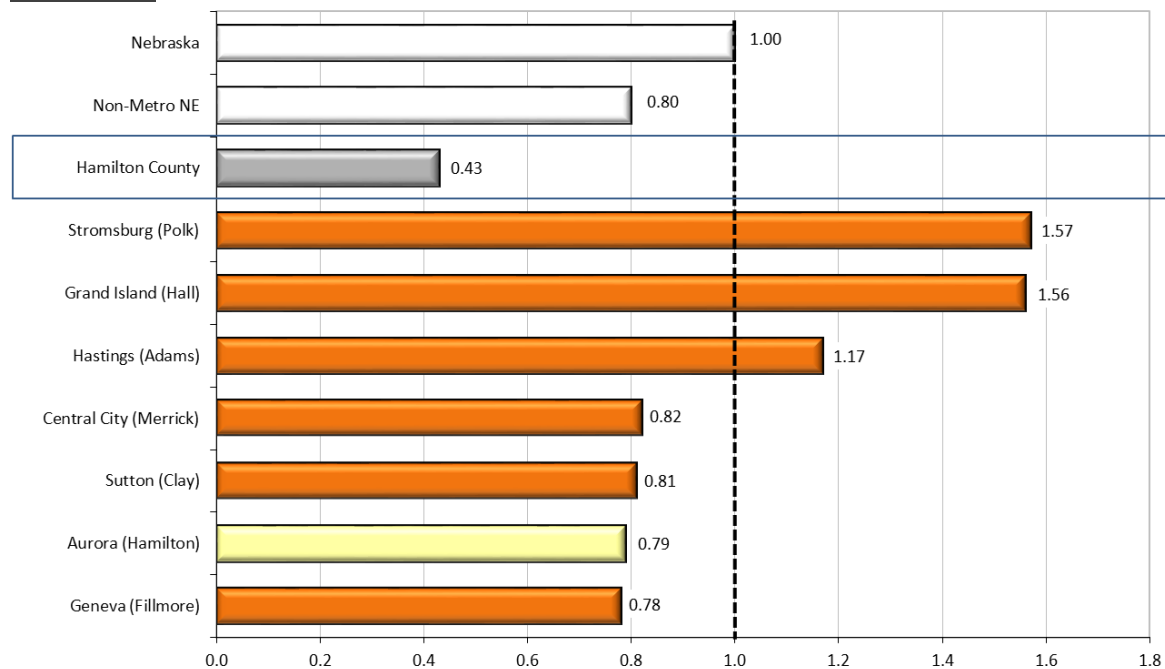
TABLE 17

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
Hamilton County	9,324	52,681	5,650	0.43
Aurora (Hamilton)	4,547	46,789	10,290	0.79
Hastings (Adams)	24,692	377,540	15,290	1.17
Sutton (Clay)	1,434	15,175	10,582	0.81
Geneva (Fillmore)	2,086	21,296	10,209	0.78
Grand Island (Hall)	51,267	1,045,486	20,393	1.56
Central City (Merrick)	2,874	30,928	10,761	0.82
Stromsburg (Polk)	1,139	23,379	20,526	1.57

CHART 25



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

Table 18 (sorted by population) and Chart 26 (sorted by pull factor) further breakdown the 2019 pull factors into the communities reporting retail sales figures within Hamilton County. As this table indicates, the community of Aurora had the strongest pull factor (0.79) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.43 for Hamilton County in 2019.

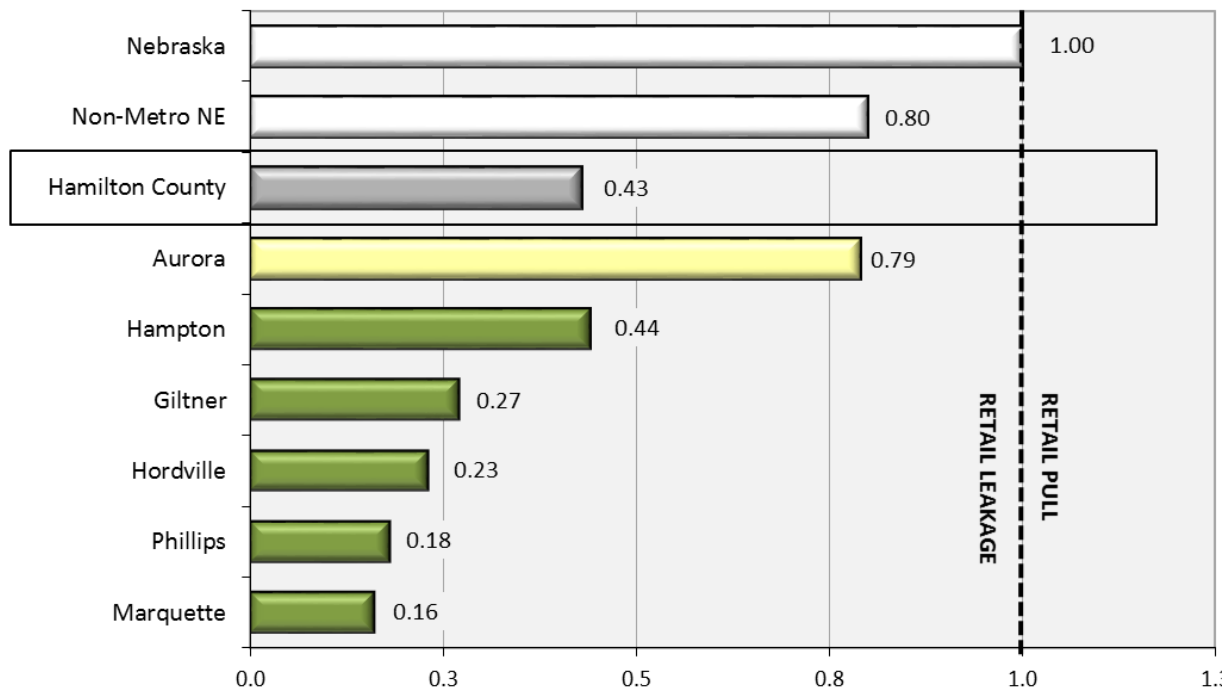
TABLE 18

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska and Available Hamilton 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
Hamilton County	9,324	52,681	5,650	0.43
Aurora	4,547	46,789	10,290	0.79
Hampton	433	2,517	5,812	0.44
Giltner	367	1,293	3,522	0.27
Phillips	298	703	2,359	0.18
Marquette	239	486	2,035	0.16
Hordville	148	444	3,002	0.23

CHART 26



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

Table 19 (sorted by population) and Chart 27 (sorted by pull factor) show the 2019 pull factors for Nebraska, Aurora, and eight other similarly sized communities selected from around the state. Gretna's pull factor of 4.74 leads the group for 2019 thus indicating Gretna has greater retail pull.

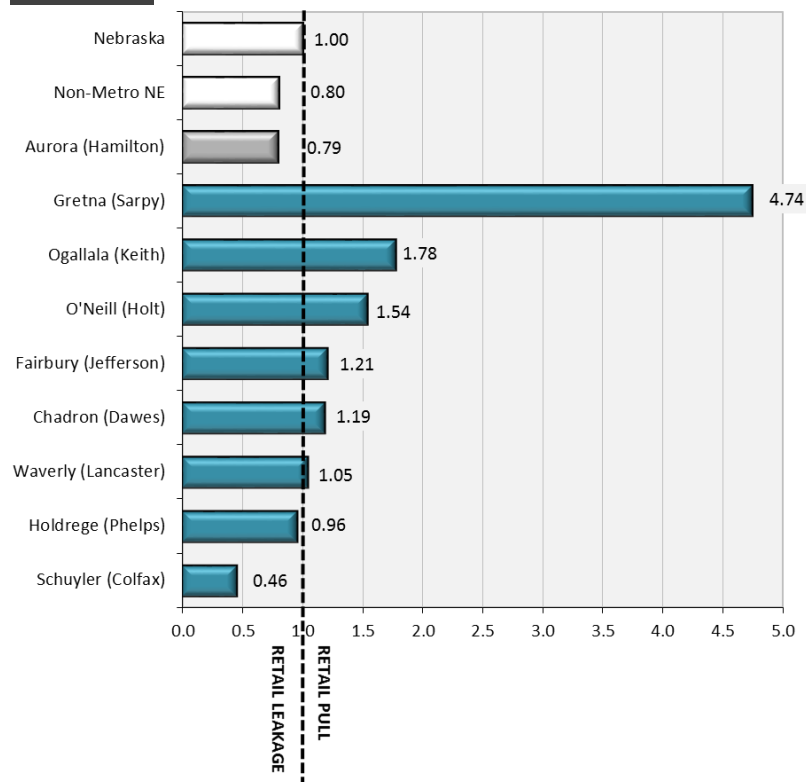
TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Aurora & 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
Aurora (Hamilton)	4,547	46,789	10,290	0.79
O'Neill (Holt)	3,579	72,136	20,155	1.54
Fairbury (Jefferson)	3,626	57,272	15,795	1.21
Waverly (Lancaster)	4,075	56,041	13,752	1.05
Ogallala (Keith)	4,497	104,444	23,225	1.78
Gretna (Sarpy)	5,058	313,489	61,979	4.74
Holdrege (Phelps)	5,408	68,117	12,596	0.96
Chadron (Dawes)	5,412	84,500	15,613	1.19
Schuyler (Colfax)	6,303	37,592	5,964	0.46

CHART 27



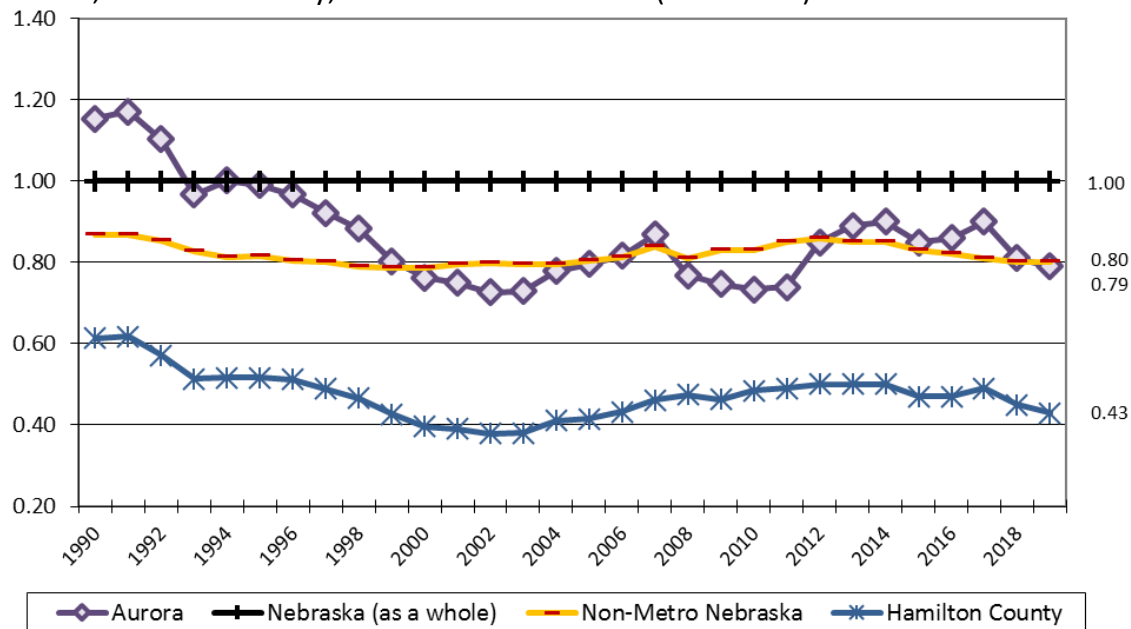
Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2020

Chart 28 illustrates the pull factor trend for Aurora, Hamilton County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2019. In examining the timeline, the City of Aurora shows retail pull fluctuating starting out above the state average, then falling below the state average in 1993 and continuing the trend for the remainder of the study period. Data within Hamilton County (as a whole) also shows the pull factor below the non-metropolitan county average and the Nebraska (as a whole) average throughout the time period.

CHART 28

Pull Factors • 1990–2019

Aurora, Hamilton County, Non-Metro & Nebraska (as a whole)



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

PER CAPITA PERSONAL INCOME

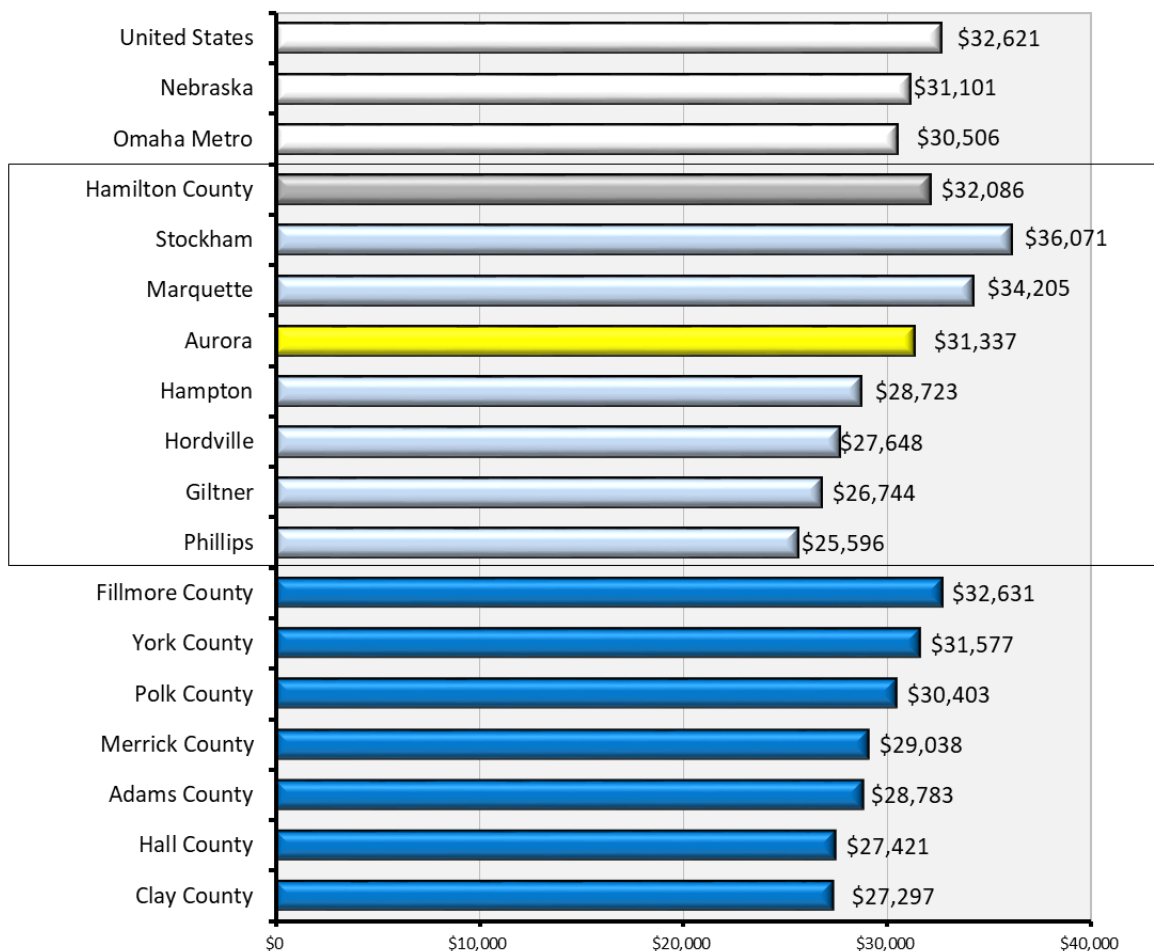
Chart 29 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2014–2018, five-year estimates show per capita personal income for Hamilton County is estimated to be \$32,086 compared to \$31,101 for Nebraska as a whole.

CHART 29

Per Capita Personal Income • 2014–2018

Nebraska, Hamilton County & Surrounding Counties



Source: U.S. Census Bureau 2014–2018 American Community Survey, accessed April 2020

MEDIAN HOUSEHOLD INCOME

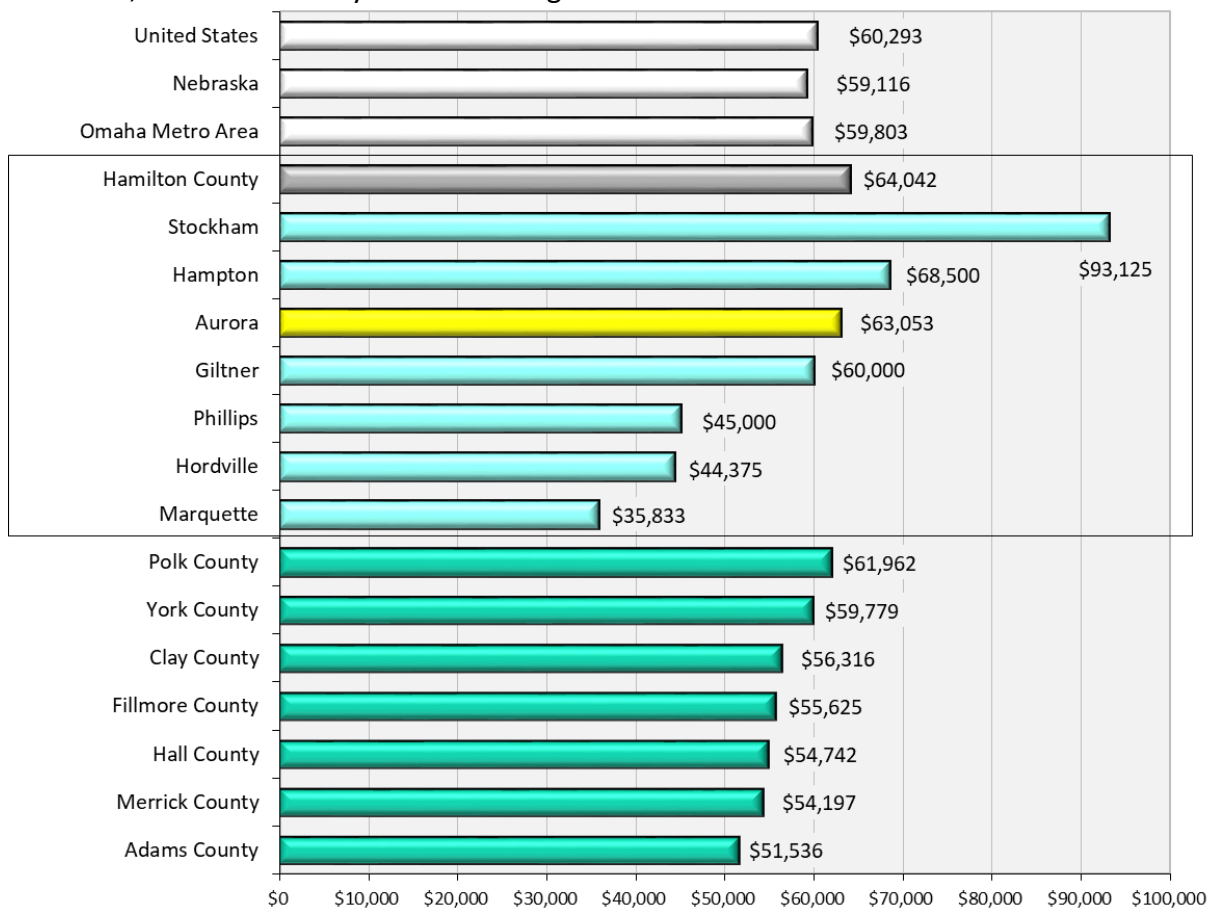
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2014–2018, five-year estimates show median household income for Hamilton County is estimated to be \$64,042 compared to \$59,116 for Nebraska as a whole.

CHART 30

Median Household Income • 2014–2018

Nebraska, Hamilton County & Surrounding Counties



Source: U.S. Census Bureau 2014–2018 American Community Survey, accessed April 2020