

Retail Leakages Summary, Aurora and Peer Communities

September 2020

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In 2019, Aurora's per capita, non-motor vehicle taxable retail sales of \$10,290 was 79 percent of the Nebraska statewide average of \$13,078 for incorporated places. The Aurora retail pull factor (per capita, non-motor vehicle taxable retail sales divided by the statewide average or 0.79) was the 125th highest among the 424 communities reporting this value in 2019. Based upon its overall retail pull factor, Aurora has an average retail sector relative to other incorporated communities throughout the state.

When compared to the statewide average, Aurora's relative per capita taxable retail sales have fluctuated between 0.79 and 0.90 since 2012. In 2019, Aurora's per capita taxable retail sales were the fourth-lowest of the 16 Nebraska cities with populations between 3,000 and 6,000.

When using overall retail pull factors for comparisons, it is important to understand taxable retail sales in the Retail Sales Industry (North American Industrial Classification System (NAICS) 44-46) account for only between 47 and 56 percent of all taxable retail sales in Nebraska's Micropolitan Areas. Retail sales in the Accommodation and Food Service Industry (NAICS 72) account for another 11- to 18-percent in these areas.

Data on Aurora's retail sales and employment at the 3-Digit, NAICS (North American Industrial Classification System) level are compared to similar data for a set of six like-sized Nebraska, Peer Communities, shown in Table One on the next page. Each Peer Community has a retail pull factor between 0.70 and 1.00 and a population between 3,000 and 6,000.

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Table One

Incorporated Nebraska Places with 2018 Populations of 3,000 - 6,000 and Pull Factors of between 0.70 and 1.0 (Peer Communities) with Associated Counties									
Part A									
Pull Factor, 2012-2019									
Place	County	2012	2013	2014	2015	2016	2017	2018	2019
Aurora	Hamilton	0.85	0.89	0.90	0.85	0.86	0.90	0.81	0.79
Auburn	Nemaha	0.79	0.77	0.82	0.79	0.82	0.80	0.78	0.76
Falls City	Richardson	0.79	0.82	0.83	0.82	0.79	0.78	0.75	0.74
Gothenburg	Dawson	1.15	1.18	1.08	0.96	0.90	0.87	0.88	0.86
Holdrege	Phelps	1.35	1.4	1.4	1.08	1.05	1.00	0.95	0.96
Wahoo	Saunders	0.74	0.75	0.71	0.67	0.68	0.72	0.72	0.77
Wayne	Wayne	0.99	0.99	1.01	1.00	1.04	1.06	1.02	0.97
Part B									
Population 2012-2019									
Place	County	2012	2013	2014	2015	2016	2017	2018	2019
Aurora	Hamilton	4,430	4,462	4,452	4,462	4,467	4,483	4,524	4,547
Auburn	Nemaha	3,415	3,380	3,366	3,325	3,309	3,311	3,312	3,324
Falls City	Richardson	4,294	4,213	4,204	4,160	4,186	4,182	4,153	4,117
Gothenburg	Dawson	3,547	3,545	3,543	3,528	3,508	3,482	3,473	3,448
Holdrege	Phelps	5,529	5,515	5,503	5,535	5,522	5,433	5,409	5,408
Wahoo	Saunders	4,495	4,501	4,474	4,497	4,491	4,469	4,509	4,548
Wayne	Wayne	5,587	5,561	5,564	5,568	5,578	5,429	5,570	5,660

Data sources: U.S. Census Bureau, July 2020.
Nebraska Department of Revenue, May 2020.

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Table Two below provides information about the number and distribution of jobs in 2019 for Aurora and the 6-Peers at the 2-Digit NAICS industry level. As shown in Table Two, employment in the Aurora Retail Trade Industry (NAICS 44) averaged 415 jobs or 14.4 percent of total workforce. This was more than the 9.3 percent average for the 6-Peers. Also shown in Table Two, Transportation and Warehousing employment in Aurora accounted for a much larger percentage of the total workforce (7.8 percent) than in the 6-Peers (3.3 percent) as does Manufacturing (16.1 percent vs. 12.1 percent). These differences in employment in other industries means it is difficult to make meaningful comparisons about the relative distributions of the remaining industries in the two regions.

Table Two
Number and Distribution of 2019 Employment
By 2-Digit NAICS Codes, Aurora & 6-Peers

NAICS	Industry	Aurora		6-Peers	
		Number	Percent	Number	Percent
	Total - All Industries	2,878		20,883	
11	Agriculture, Forestry, Fishing and Hunting	0	0.0	2,323	11.1
21	Mining, Quarrying, and Oil and Gas Extraction	0	0.0	<10	N/A
22	Utilities	0	0.0	33	0.2
23	Construction	97	3.4	887	4.2
31	Manufacturing	463	16.1	2,519	12.1
42	Wholesale Trade	119	4.1	801	3.8
44	Retail Trade	415	14.4	1,946	9.3
48	Transportation and Warehousing	226	7.8	681	3.3
51	Information	97	3.4	169	0.8
52	Finance and Insurance	107	3.7	800	3.8
53	Real Estate and Rental and Leasing	15	0.5	117	0.6
54	Professional, Scientific, and Technical Services	103	3.6	494	2.4
55	Management of Companies and Enterprises	<10	N/A	218	1.0
56	Administrative and Support and Waste Management and Remediation Services	113	3.9	290	1.4
61	Educational Services	<10	N/A	198	0.9
62	Health Care and Social Assistance	445	15.5	2,555	12.2
71	Arts, Entertainment, and Recreation	53	1.8	237	1.1
72	Accommodation and Food Services	122	4.3	1,302	6.2
81	Other Services (except Public Administration)	109	3.8	909	4.4

Source: EMSI Q3 2020 Data Set, September 2020.

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Table Three below shows the distribution of employment in Aurora and the 6-Peers when only Retail Trade (NAICS 44), the Arts, Entertainment, and Recreation (NAICS 71), and the Accommodation and Food Service (NAICS 72) industries at the 2- and 3-Digit levels are considered. As the data in Table Three show, the major differences in the distributions are in the Gasoline Stations (NAICS 447) and Food Services and Drinking Places (NAICS 722).

Table Three
Number and Distribution of 2019 Employment, Selected Industries
By 2-&3-Digit NAICS Codes, Aurora & 6-Peers

NAICS	Industry	Aurora		6-Peers	
		Number	Percent	Number	Percent
44	Retail Trade	415	70.3	1,946	55.8
441	Motor Vehicle and Parts Dealers	56	9.4	384	11.0
442	Furniture and Home Furnishings Stores	29	4.9	31	0.9
443	Electronics and Appliance Stores	<10	N/A	26	0.7
444	Building Material and Garden Equipment and Supplies Dealers	25	4.3	110	3.2
445	Food and Beverage Stores	60	10.2	493	14.1
446	Health and Personal Care Stores	19	3.2	102	2.9
447	Gasoline Stations	110	18.6	258	7.4
448	Clothing and Clothing Accessories Stores	26	4.4	46	1.3
451	Sporting Goods, Hobby, Musical Instrument, and Book Stores	<10	N/A	49	1.4
452	General Merchandise Stores	33	5.7	257	7.4
453	Miscellaneous Store Retailers	33	5.6	130	3.7
454	Nonstore Retailers	12	2.1	60	1.7
71	Arts, Entertainment, and Recreation	53	8.9	237	6.8
711	Performing Arts, Spectator Sports, and Related Industries	12	2.1	23	0.7
712	Museums, Historical Sites, and Similar Institutions	35	5.9	8	0.2
713	Amusement, Gambling, and Recreation Industries	6	1.0	206	5.9
72	Accommodation and Food Services	122	20.7	1,302	37.4
721	Accommodation	13	2.3	151	4.3
722	Food Services and Drinking Places	109	18.5	1,151	33.0

Source: EMSI Q3 2020 Data Set, September 2020.

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Table Four below shows the Gross Regional Product in Aurora and the 6-Peers for the Retail Trade (NAICS 44), the Arts, Entertainment, and Recreation (NAICS 71), and the Accommodation and Food Service (NAICS 72) industries at the 2- and 3-Digit levels. As the data in Table Four show, the major differences in the distributions are in the Gasoline Stations (NAICS 447) and Food Services and Drinking Places (NAICS 722).

Table Four
2019 Gross Regional Product, Selected Industries
By 2-&3-Digit NAICS Codes, Aurora & 6-Peers

NAICS	Industry	Aurora		6-Peers	
		Number	Percent	Number	Percent
44	Retail Trade	\$29,720,684	7.7	122,930,841	6.4
441	Motor Vehicle and Parts Dealers	\$4,788,053	1.2	\$31,021,695	1.6
442	Furniture and Home Furnishings Stores	\$2,350,214	0.6	\$1,774,448	0.1
443	Electronics and Appliance Stores	\$907,696	0.2	\$1,005,033	0.1
444	Building Material and Garden Equipment and Supplies Dealers	\$982,623	0.3	\$9,689,207	0.5
445	Food and Beverage Stores	\$2,211,118	0.6	\$20,077,062	1.0
446	Health and Personal Care Stores	\$1,435,174	0.4	\$10,527,670	0.5
447	Gasoline Stations	\$9,359,152	2.4	\$13,529,279	0.7
448	Clothing and Clothing Accessories Stores	\$1,496,527	0.4	\$3,075,252	0.2
451	Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$267,705	0.1	\$2,592,165	0.1
452	General Merchandise Stores	\$2,638,070	0.7	\$9,353,933	0.5
453	Miscellaneous Store Retailers	\$2,050,663	0.5	\$9,003,189	0.5
454	Nonstore Retailers	\$1,233,690	0.3	\$11,281,909	0.6
71	Arts, Entertainment, and Recreation	\$2,016,736	0.5	\$6,630,396	0.3
711	Performing Arts, Spectator Sports, and Related Industries	\$553,860	0.1	\$2,051,479	0.1
712	Museums, Historical Sites, and Similar Institutions	\$1,254,285	0.3	\$270,833	0.0
713	Amusement, Gambling, and Recreation Industries	\$208,591	0.1	\$4,308,084	0.2
72	Accommodation and Food Services	\$4,452,114	1.2	\$38,615,286	2.0
721	Accommodation	\$1,356,754	0.4	\$7,495,578	0.4
722	Food Services and Drinking Places	\$3,095,360	0.8	\$31,119,708	1.6

Source: EMSI Q3 2020 Data Set, September 2020.

If further information about this analysis is desired or if the reader has questions about any aspect of this report, please contact:

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