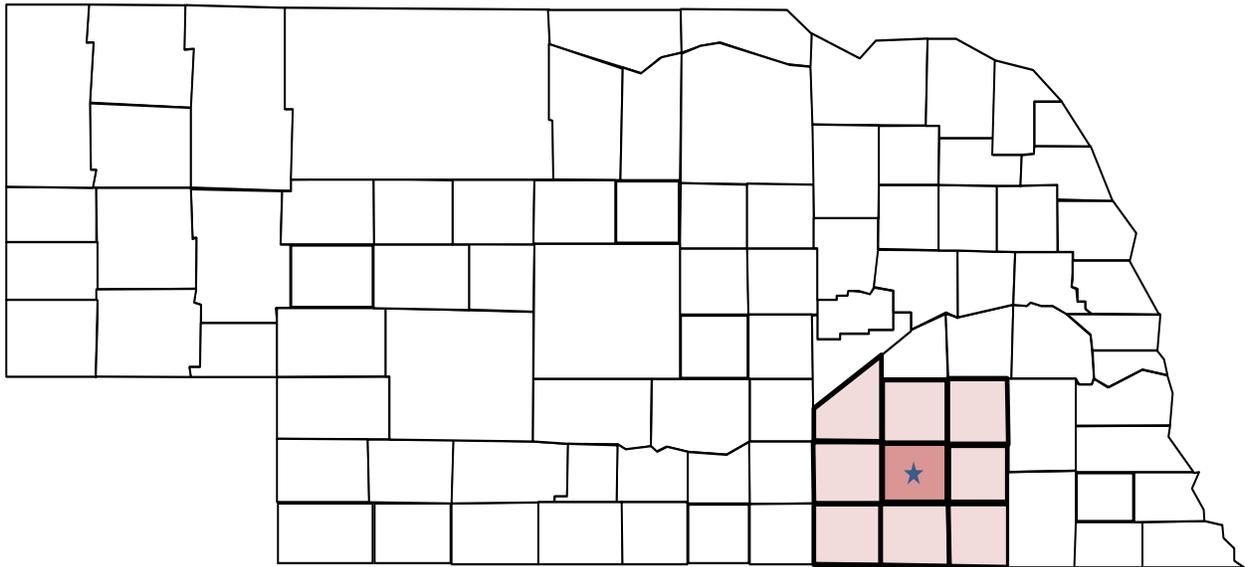


# Economic and Demographic Trends

## Geneva, Fillmore County, and the Surrounding Area



*April 2016*

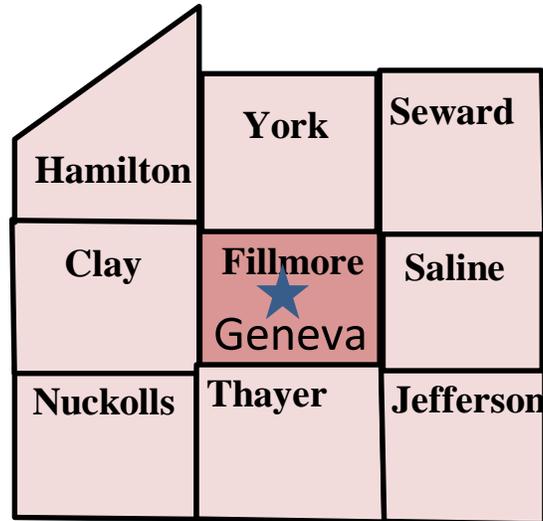
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## Economic and Demographic Trends In Geneva, Fillmore County, and the Surrounding Area



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 1–5 (next pages) present nonfarm wage and salary data for Fillmore County for the period 2005–2014. Nonfarm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS).

Nonfarm wage and salary employment consists of the following 11 sectors:

- Natural Resources & Mining
- Construction
- Manufacturing
- Trade, Transportation & Utilities
- Information
- Financial Activities
- Professional & Business Services
- Education & Health Services
- Leisure & Hospitality
- Other Services (except Public)
- Government

The measure of employment reported in Table 1 (below) is data on the number of people employed in the non-agriculture wage and salary sector in Fillmore County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Fillmore County increased 0.6 percent (14 jobs) between 2005 and 2014.

Table 1 also provides employment data for Fillmore County by major economic sector for years 2005–2014. Of the sectors reporting complete data, the Education and Health Services sector recorded the largest percentage increase in employment between 2005 and 2014 (19.7 percent or 34 jobs). The Trade, Transportation & Utilities sector recorded the largest actual employment increase between 2005 and 2014 (39 jobs or 9.2 percent).

Table 1

**Non-Farm Wage & Salary Employment Trends, Fillmore County, Nebraska  
Selected Years: 2005–2014**

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change 2005-2014	# Change 2005-2014
<b>Non-farm Employment (W&amp;S)</b>	<b>2,236</b>	<b>2,226</b>	<b>2,204</b>	<b>2,231</b>	<b>2,169</b>	<b>2,140</b>	<b>2,207</b>	<b>2,228</b>	<b>2,236</b>	<b>2,250</b>	<b>0.6</b>	<b>14</b>
<b>Total Private Industries</b>	<b>1,533</b>	<b>1,531</b>	<b>1,502</b>	<b>1,530</b>	<b>1,471</b>	<b>1,426</b>	<b>1,482</b>	<b>1,512</b>	<b>1,519</b>	<b>1,519</b>	<b>-0.9</b>	<b>-14</b>
<b>Goods Producing</b>	<b>556</b>	<b>564</b>	<b>509</b>	<b>537</b>	<b>475</b>	<b>471</b>	<b>528</b>	<b>528</b>	<b>513</b>	<b>503</b>	<b>-9.5</b>	<b>-53</b>
Natural Resources & Mining	106	105	106	114	109	102	118	112	115	123	16.0	17
Construction	260	252	241	240	195	194	210	212	205	204	-21.5	-56
Manufacturing	190	207	162	183	171	175	199	205	194	176	-7.4	-14
<b>Service Providing</b>	<b>977</b>	<b>967</b>	<b>993</b>	<b>993</b>	<b>996</b>	<b>955</b>	<b>954</b>	<b>984</b>	<b>1,006</b>	<b>1,016</b>	<b>4.0</b>	<b>39</b>
Trade, Transportation & Utilities	426	410	412	429	457	426	438	441	458	465	9.2	39
Information	* 9	(D)	(D)	(D)	(D)	10	9	9	9	* 9	(N/A)	(N/A)
Financial Activities	139	131	137	139	133	132	131	132	135	139	0.0	0
Professional & Business Services	* 22	(D)	(D)	(D)	(D)	35	38	35	33	* 36	(N/A)	(N/A)
Education & Health Services	173	171	181	179	177	176	179	188	206	207	19.7	34
Leisure & Hospitality	132	140	144	127	119	109	96	91	88	83	-37.1	-49
Other Services, except Public	76	79	78	76	65	66	63	89	78	77	1.3	1
<b>Government</b>	<b>702</b>	<b>695</b>	<b>703</b>	<b>701</b>	<b>697</b>	<b>714</b>	<b>725</b>	<b>716</b>	<b>717</b>	<b>731</b>	<b>4.1</b>	<b>29</b>
Federal	40	39	41	41	40	39	35	35	33	31	-22.5	-9
State	127	127	130	124	122	120	(D)	(D)	127	127	(N/A)	(N/A)
Local	535	529	532	536	535	555	(D)	(D)	556	573	(N/A)	(N/A)

\* Estimated value provided by Ken Lenke, Economist, NPPD

(D) - Data withheld to avoid disclosure of individual reporting units

(N/A) - Data not available

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2015

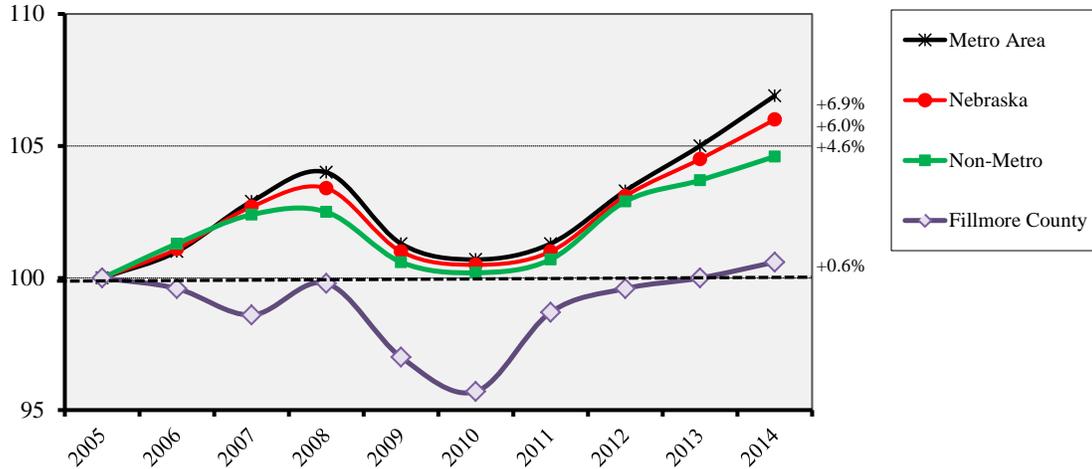
Labor Force & Work Force Summary, 2005-2014, Annually, Fillmore County (June 2015 data)

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Fillmore County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2005–2014. 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 non-farm wage and salary employment in Fillmore County increased 0.6 percent (14 jobs) from 2005 to 2014, compared to a 6.0 percent increase for Nebraska as a whole, a 6.9 percent increase in metropolitan Nebraska, and a 4.6 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Fillmore County, Nebraska, Metro, and Non-Metro Nebraska, 2005–2014**  
(Index, 2005=100)

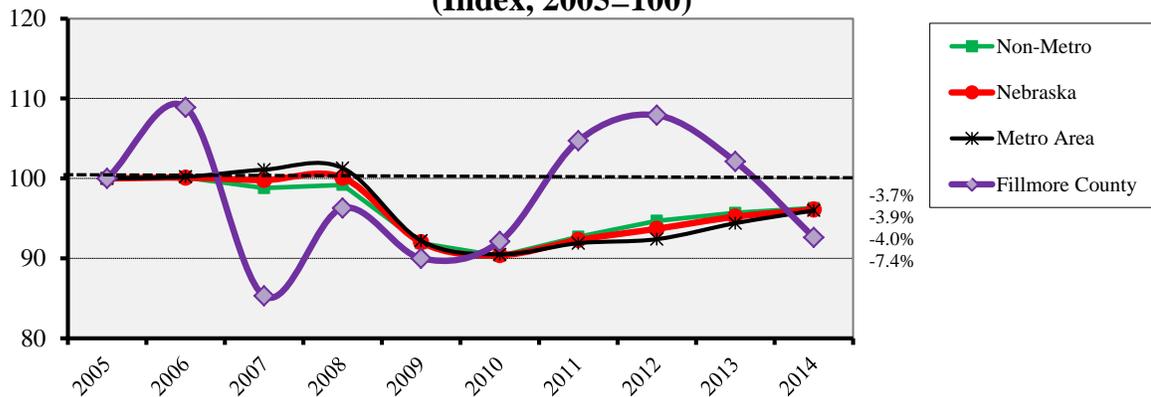


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

Chart 2 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 7.4 percent decrease in employment (14 jobs) between 2005 and 2014. This compares to a 3.7 percent decrease in employment for non-metropolitan Nebraska; a 3.9 percent decrease for Nebraska as a whole; and a 4.0 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Fillmore County, Nebraska, Metro, and Non-Metro Nebraska, 2005–2014**  
(Index, 2005=100)



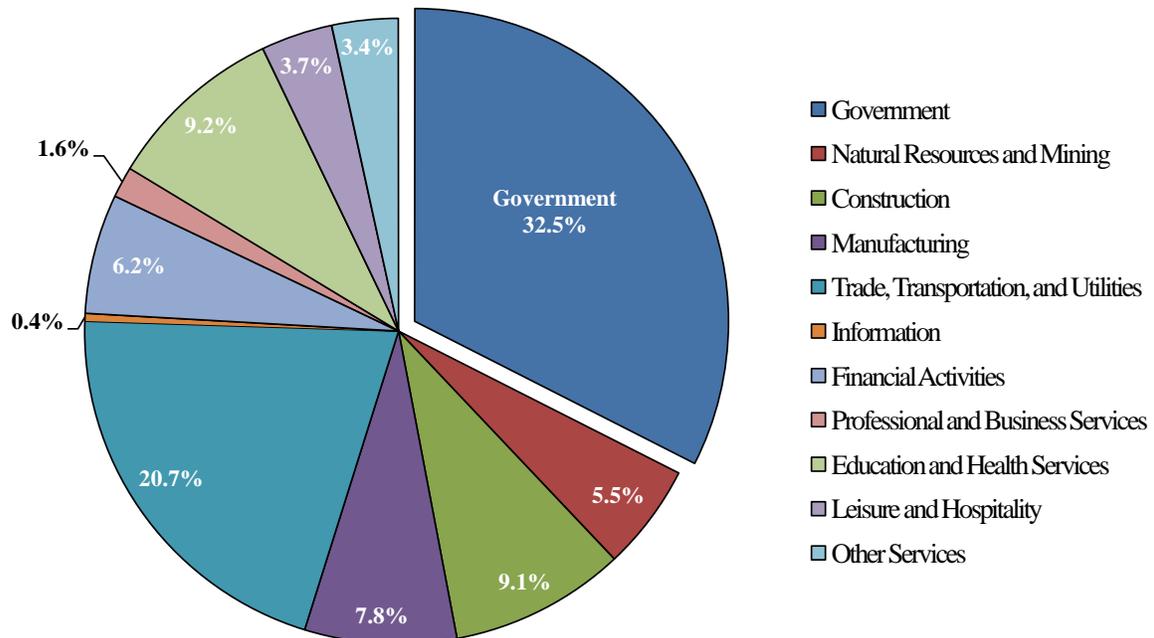
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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

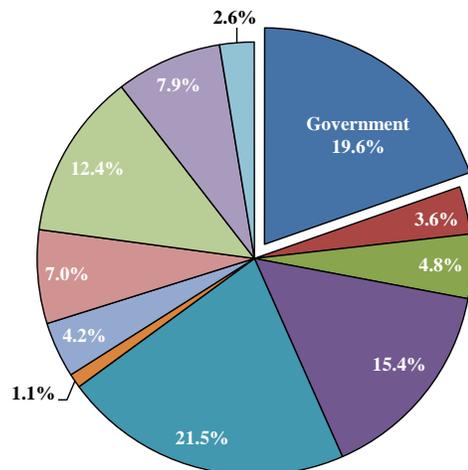
When comparing the Fillmore County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 32.5 percent of the county workforce (731 employees) compared to 19.6 percent for non-metropolitan Nebraska; a difference of 12.9 percent. Comparing Fillmore County to the overall metropolitan distribution, the largest deviation is also found in the Government sector (32.5 percent Fillmore County vs. 15.1 percent metropolitan Nebraska; a difference of 17.4 percent).

Charts 3, 4, 5

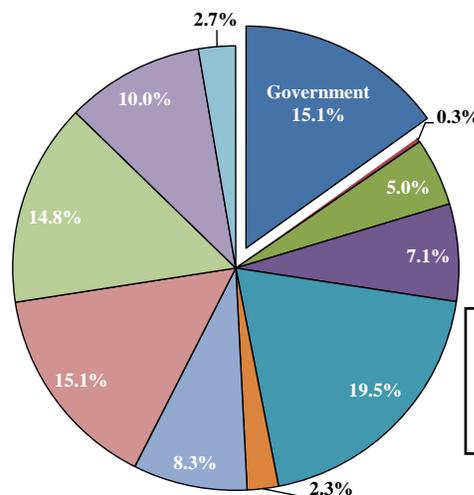
### Nonfarm Wage & Salary Employment by Major Economic Sector Fillmore County, 2014



Non-Metro Area W&S Employment, 2014



Metro Area W&S Employment, 2014



Totals may not sum to 100% due to rounding.

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

The next table (Table 2) shows labor force information for Fillmore County for the time period 2005–2014. In the case of the labor force information (labor force, unemployment, and total employment), these data are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was an decrease in the number of Fillmore County residents participating in the labor force between 2005 and 2014 (2.0 percent or 66 people).

The number of those unemployed in Fillmore County decreased by 27.5 percent (30 people) between 2005 and 2014. 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 2.4 percent in 2014; below that for metropolitan Nebraska (3.4 percent), below Nebraska as a whole (3.3 percent), and below non-metropolitan Nebraska (3.3 percent).

Table 2

**Labor Force & Employment Trends, Fillmore County, Nebraska**  
**Selected Years: 2005–2014**

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change 2005-2014	# Change 2005-2014
<b>Labor Force</b>	<b>3,357</b>	<b>3,312</b>	<b>3,182</b>	<b>3,196</b>	<b>3,177</b>	<b>3,187</b>	<b>3,293</b>	<b>3,343</b>	<b>3,350</b>	<b>3,291</b>	<b>-2.0</b>	<b>-66</b>
Unemployment	109	87	79	93	131	124	118	111	106	79	-27.5	-30
Unemployment Rate	3.2	2.6	2.5	2.9	4.1	3.9	3.6	3.3	3.2	2.4	(N/A)	(N/A)
Employment	3,248	3,225	3,103	3,103	3,046	3,063	3,175	3,232	3,244	3,212	-1.1	-36

(N/A) - Not applicable

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2015

**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 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 2014.

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 915 county labor force participants holding primary jobs. As Table 3 shows, 99.3 percent of Geneva’s labor force participants are employed within the state of Nebraska. Approximately 54.2 percent of Geneva workers remain within Fillmore County for employment with 45.8 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Geneva labor force participants are employed (next page).

Table 3

**Work Destination Report**

*Where Workers are Employed Who Live in the Selection Area*  
2014

	Count	Share
<b>Total Primary Jobs</b>	<b>915</b>	<b>100.0%</b>

**By States**

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

	Count	Share
<b>Nebraska</b>	<b>909</b>	<b>99.3%</b>
Kansas	4	0.4%
Iowa	2	0.2%
All Other Locations	0	0.0%

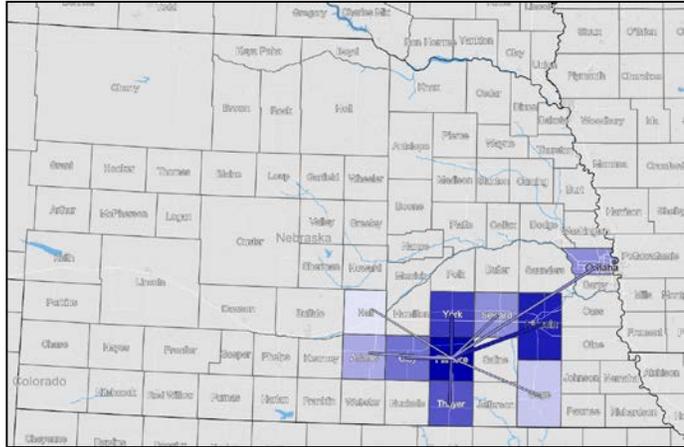


Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016

Table 3 (continued)

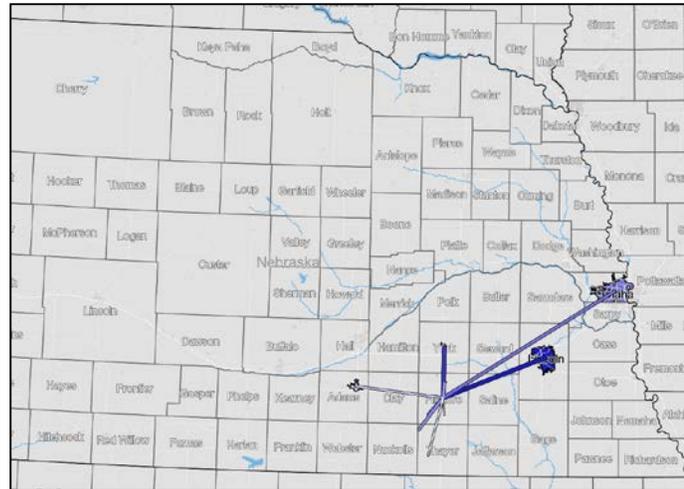
**By Counties**  
**Job Counts by Counties Where Workers are Employed**  
**2014**

	Count	Share
<b>Fillmore County, NE</b>	<b>496</b>	<b>54.2%</b>
Lancaster County, NE	86	9.4%
York County, NE	81	8.9%
Thayer County, NE	50	5.5%
Clay County, NE	32	3.5%
Douglas County, NE	25	2.7%
Seward County, NE	25	2.7%
Adams County, NE	24	2.6%
Gage County, NE	13	1.4%
Hall County, NE	10	1.1%
All Other Locations	73	8.0%



**By Places (top 10)**  
**Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed**  
**2014**

	Count	Share
<b>Geneva city, NE</b>	<b>309</b>	<b>33.8%</b>
Lincoln city, NE	86	9.4%
York city, NE	64	7.0%
Shickley village, NE	51	5.6%
Omaha city, NE	22	2.4%
Davenport village, NE	20	2.2%
Fairmont village, NE	19	2.1%
Hastings city, NE	17	1.9%
Deshler city, NE	13	1.4%
Strang village, NE	13	1.4%
All Other Locations	301	32.9%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016

People also travel from other locations to work in 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 997 primary jobs within Geneva. As Table 4 indicates, 97.3 percent of these jobs are held by Nebraska residents. Approximately 59.1 percent of Geneva workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

## Home Destination Report

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

#### 2014

	Count	Share
<b>Total Primary Jobs</b>	<b>997</b>	<b>100.0%</b>

#### By States

#### Job Counts by States Where Workers Live

#### 2014

	Count	Share
<b>Nebraska</b>	<b>970</b>	<b>97.3%</b>
Kansas	13	1.3%
Iowa	5	0.5%
California	1	0.1%
Colorado	1	0.1%
Georgia	1	0.1%
Massachusetts	1	0.1%
Minnesota	1	0.1%
South Carolina	1	0.1%
South Dakota	1	0.1%
All Other Locations	2	0.2%

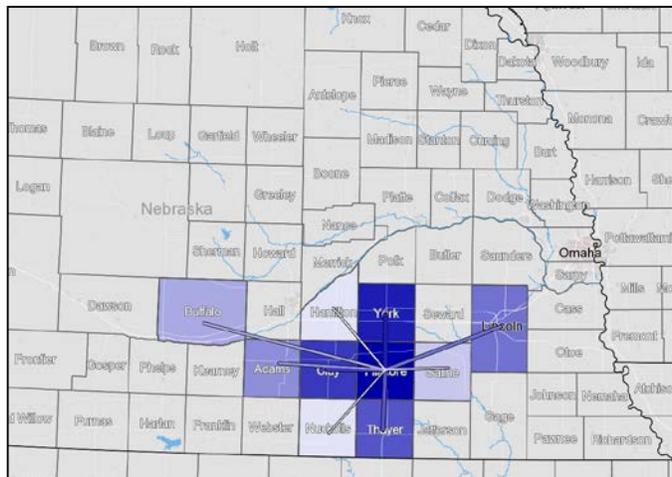


#### By Counties

#### Job Counts by Counties Where Workers Live

#### 2014

	Count	Share
<b>Fillmore County, NE</b>	<b>589</b>	<b>59.1%</b>
York County, NE	53	5.3%
Clay County, NE	43	4.3%
Thayer County, NE	38	3.8%
Lancaster County, NE	24	2.4%
Adams County, NE	23	2.3%
Buffalo County, NE	22	2.2%
Saline County, NE	20	2.0%
Hamilton County, NE	12	1.2%
Nuckolls County, NE	12	1.2%
All Other Locations	161	16.1%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016

Table 4 (continued)

**By Places (top 10)  
Job Counts by Places (Cities, CDPs, etc.) Where Workers Live  
2014**

	Count	Share
Geneva city, NE	309	31.0%
Shickley village, NE	44	4.4%
Exeter village, NE	35	3.5%
York city, NE	25	2.5%
Lincoln city, NE	23	2.3%
Fairmont village, NE	21	2.1%
Hastings city, NE	18	1.8%
Grafton village, NE	16	1.6%
Kearney city, NE	14	1.4%
Hebron city, NE	12	1.2%
All Other Locations	480	48.1%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016

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

Table 5

**Inflow/Outflow Report**

Selection Area Labor Market Size (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	997	100.0%	1,066	100.0%	1,028	100.0%
Living in the Selection Area	915	91.8%	903	84.7%	946	92.0%
Net Job Inflow (+) or Outflow (-)	82	-	163	-	82	-

In-Area Labor Force Efficiency (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	915	100.0%	903	100.0%	946	100.0%
Living and Employed in the Selection Area	309	33.8%	303	33.6%	313	33.1%
Living in the Selection Area but Employed Outside	606	66.2%	600	66.4%	633	66.9%

In-Area Employment Efficiency (Primary Jobs)	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	997	100.0%	1,066	100.0%	1,028	100.0%
Employed and Living in the Selection Area	309	31.0%	303	28.4%	313	30.4%
Employed in the Selection Area but Living Outside	688	69.0%	763	71.6%	715	69.6%

Table 5 (continued)

<b>Outflow Job Characteristics (Primary Jobs)</b>	<b>2014</b>		<b>2013</b>		<b>2012</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
External Jobs Filled by Residents	606	100.0%	600	100.0%	633	100.0%
Workers Aged 29 or younger	148	24.4%	157	26.2%	143	22.6%
Workers Aged 30 to 54	304	50.2%	282	47.0%	313	49.4%
Workers Aged 55 or older	154	25.4%	161	26.8%	177	28.0%
Workers Earning \$1,250 per month or less	138	22.8%	123	20.5%	138	21.8%
Workers Earning \$1,251 to \$3,333 per month	270	44.6%	252	42.0%	295	46.6%
Workers Earning More than \$3,333 per month	198	32.7%	225	37.5%	200	31.6%
Workers in the "Goods Producing" Industry Class	148	24.4%	148	24.7%	173	27.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	134	22.1%	147	24.5%	154	24.3%
Workers in the "All Other Services" Industry Class	324	53.5%	305	50.8%	306	48.3%

<b>Inflow Job Characteristics (Primary Jobs)</b>	<b>2014</b>		<b>2013</b>		<b>2012</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
Internal Jobs Filled by Outside Workers	688	100.0%	763	100.0%	715	100.0%
Workers Aged 29 or younger	141	20.5%	145	19.0%	149	20.8%
Workers Aged 30 to 54	339	49.3%	364	47.7%	348	48.7%
Workers Aged 55 or older	208	30.2%	254	33.3%	218	30.5%
Workers Earning \$1,250 per month or less	152	22.1%	193	25.3%	192	26.9%
Workers Earning \$1,251 to \$3,333 per month	335	48.7%	361	47.3%	343	48.0%
Workers Earning More than \$3,333 per month	201	29.2%	209	27.4%	180	25.2%
Workers in the "Goods Producing" Industry Class	65	9.4%	108	14.2%	123	17.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	169	24.6%	181	23.7%	176	24.6%
Workers in the "All Other Services" Industry Class	454	66.0%	474	62.1%	416	58.2%

<b>Interior Flow Job Characteristics (Primary Jobs)</b>	<b>2014</b>		<b>2013</b>		<b>2012</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>
Internal Jobs Filled by Residents	309	100.0%	303	100.0%	313	100.0%
Workers Aged 29 or younger	54	17.5%	73	24.1%	61	19.5%
Workers Aged 30 to 54	139	45.0%	140	46.2%	151	48.2%
Workers Aged 55 or older	116	37.5%	90	29.7%	101	32.3%
Workers Earning \$1,250 per month or less	79	25.6%	97	32.0%	78	24.9%
Workers Earning \$1,251 to \$3,333 per month	150	48.5%	143	47.2%	163	52.1%
Workers Earning More than \$3,333 per month	80	25.9%	63	20.8%	72	23.0%
Workers in the "Goods Producing" Industry Class	32	10.4%	61	20.1%	47	15.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	49	15.9%	58	19.1%	55	17.6%
Workers in the "All Other Services" Industry Class	228	73.8%	184	60.7%	211	67.4%

Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2016

The Distance/Direction Report depicted in Table 6 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 6, the count of primary job holders living within Geneva is less in 2014 compared to 2012. The distribution of miles traveled to work has also shifted since 2012. Figure 1 shows the location and concentration of these workplaces.

Table 6

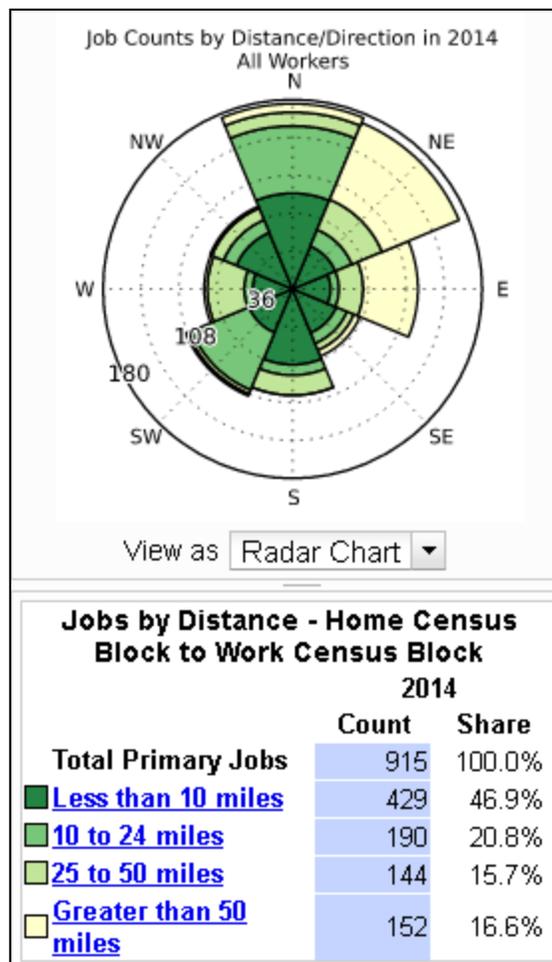
## Distance/Direction Report - Home to Work Census Block

### Job Counts in Work Blocks by Distance Only

	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>915</b>	<b>100.0%</b>	<b>903</b>	<b>100.0%</b>	<b>946</b>	<b>100.0%</b>
Less than 10 miles	429	46.9%	406	45.0%	432	45.7%
10 to 24 miles	190	20.8%	166	18.4%	173	18.3%
25 to 50 miles	144	15.7%	165	18.3%	161	17.0%
Greater than 50 miles	152	16.6%	166	18.4%	180	19.0%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2016

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2016

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Geneva and the distance to their homes. Looking at Table 7, the number of primary jobs held within Geneva has decreased since 2012. The data also show the majority of Geneva employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

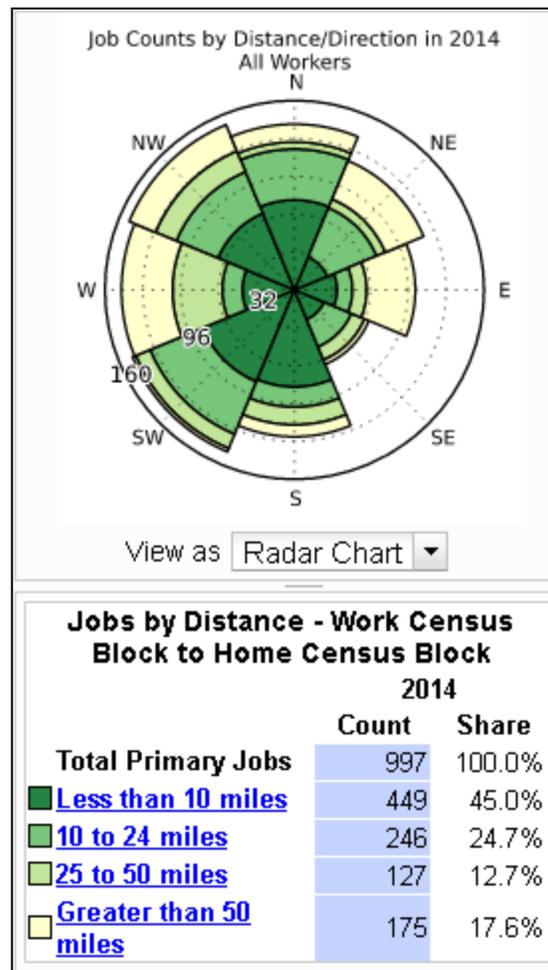
## Distance/Direction Report - Work to Home Census Block

### Job Counts in Home Blocks by Distance Only

	2014		2013		2012	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>997</b>	<b>100.0%</b>	<b>1,066</b>	<b>100.0%</b>	<b>1,028</b>	<b>100.0%</b>
Less than 10 miles	449	45.0%	452	42.4%	457	44.5%
10 to 24 miles	246	24.7%	277	26.0%	244	23.7%
25 to 50 miles	127	12.7%	136	12.8%	136	13.2%
Greater than 50 miles	175	17.6%	201	18.9%	191	18.6%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2016

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2016

## Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Fillmore County and the surrounding area. As Table 8 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 1.0 percent decrease in population from 2010 to 2014 (229 people total).

Table 8

**County Population 1970–2014**  
**Fillmore County and the Surrounding Area**

Location	---Year---						Avg. Annual	Avg. Annual
	1970	1980	1990	2000	2010	2014	% Change 1970-2010	% Change 2010-2014
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,881,503	0.5	0.7
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,661	-0.8	-1.0
Clay County	8,266	8,106	7,123	7,039	6,542	6,315	-0.6	-0.9
Hamilton County	8,867	9,301	8,862	9,403	9,124	9,135	0.1	0.0
Jefferson County	10,436	9,817	8,759	8,340	7,547	7,335	-0.8	-0.7
Nuckolls County	7,404	6,726	5,786	5,057	4,500	4,369	-1.2	-0.7
Saline County	12,809	13,131	12,715	13,843	14,200	14,252	0.3	0.1
Seward County	14,460	15,789	15,450	16,496	16,750	17,150	0.4	0.6
Thayer County	7,779	7,582	6,635	6,048	5,228	5,230	-1.0	0.0
York County	13,685	14,798	14,428	14,598	13,665	13,917	0.0	0.5

Source: U.S. Bureau of the Census, Census of Population, May 2015

Table 9 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 1.0 percent from 2010 to 2014 for a total decrease of 15.1 percent (730 people) from 1970 to 2014. Geneva, the county's largest city, reported a 5.9 percent decrease in population (134 people) between 1970 and 2014. The unincorporated areas outside of the selected communities experienced a 52.8 percent decrease (1,746 people) during the period 1970–2014.

Table 9

**County Population 1970–2014**  
**Fillmore County Communities and Unincorporated Areas**

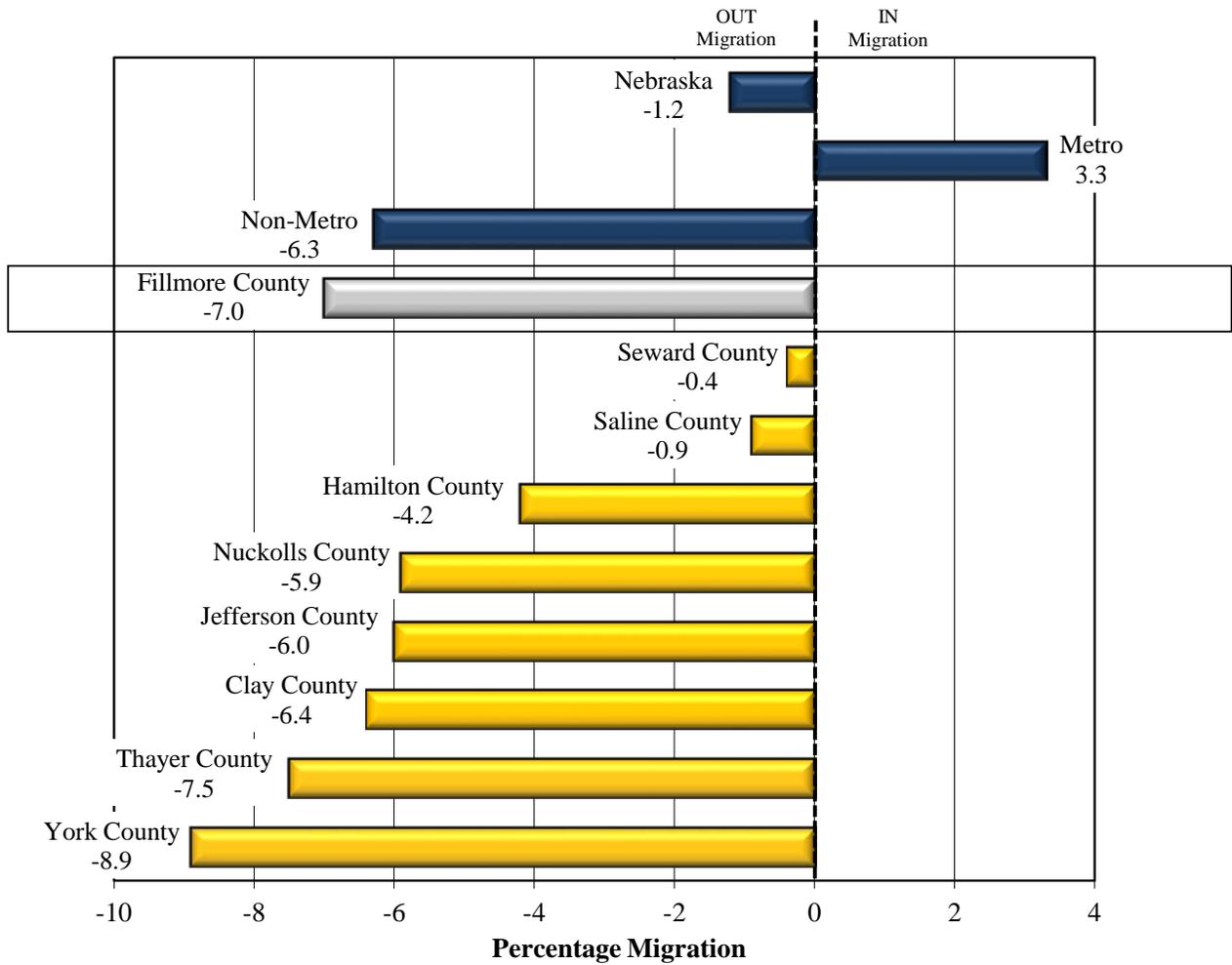
Location	---Year---						Avg. Annual	Avg. Annual
	1970	1980	1990	2000	2010	2014	% Change 1970-2010	% Change 2010-2014
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,881,503	0.5	0.7
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,661	-0.8	-1.0
Exeter	759	807	661	712	591	560	-0.6	-1.3
Fairmont	761	767	700	691	560	539	-0.8	-1.0
Geneva	2,275	2,400	2,324	2,226	2,217	2,141	-0.1	-0.9
Grafton	128	185	179	152	126	121	0.0	-1.0
Milligan	319	332	328	315	285	272	-0.3	-1.2
Ohioa	156	135	146	142	115	110	-0.8	-1.1
Shickley	385	413	360	376	341	329	-0.3	-0.9
Strang	47	59	42	32	29	28	-1.2	-0.9
<b>Total Incorporated Places</b>	<b>4,830</b>	<b>5,098</b>	<b>4,740</b>	<b>4,646</b>	<b>4,264</b>	<b>4,100</b>	<b>-0.3</b>	<b>-1.0</b>
<b>Unincorporated Areas</b>	<b>3,307</b>	<b>2,822</b>	<b>2,363</b>	<b>1,988</b>	<b>1,626</b>	<b>1,561</b>	<b>-1.8</b>	<b>-1.0</b>

Source: U.S. Bureau of the Census, Census of Population, May 2015

The next two charts (Chart 6 & 7) 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 6

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

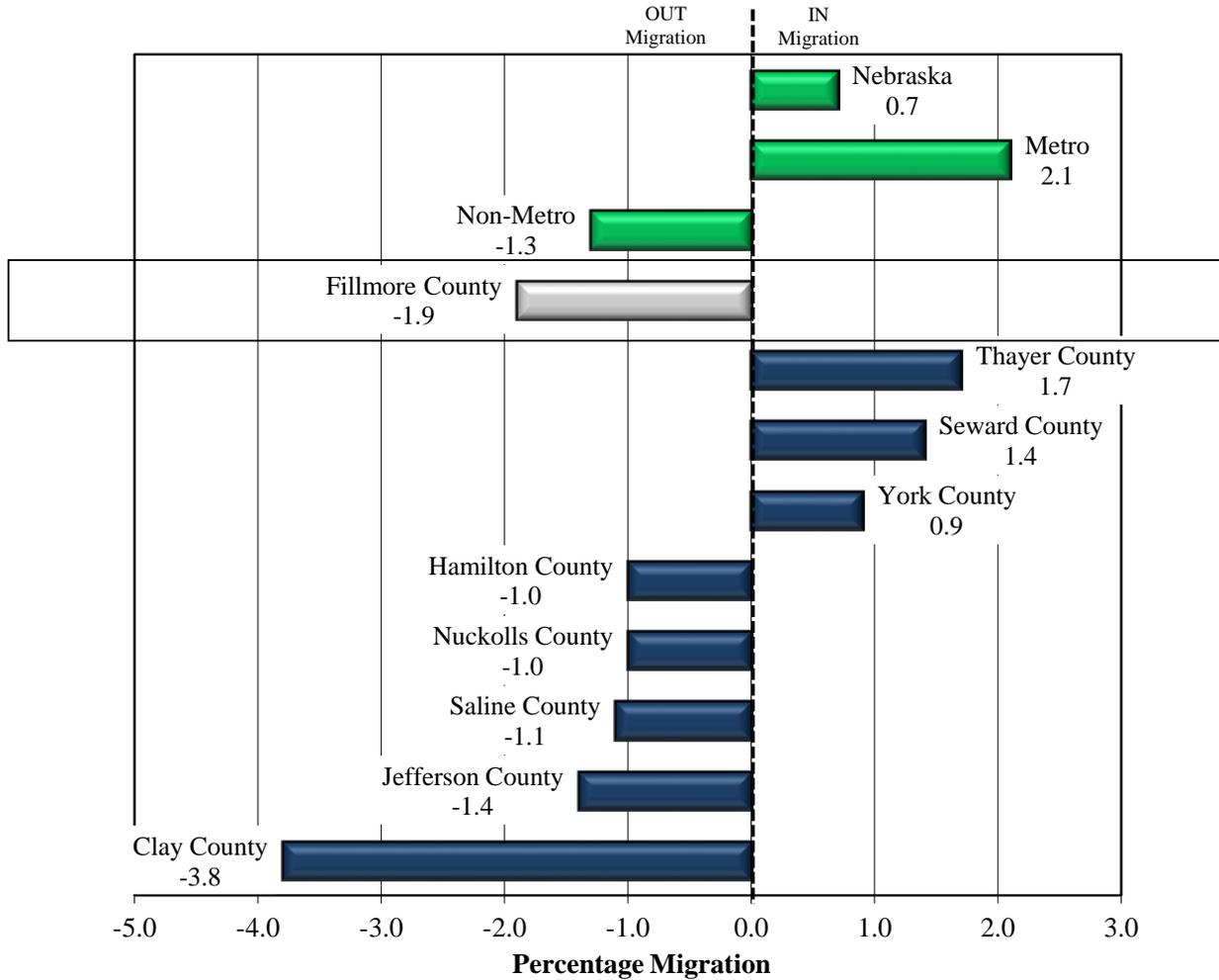


Source: U.S. Census Bureau, County population and estimated components of population change, May 2015

Looking at the years 2010–2014 (Chart 7), Fillmore County experienced a net out-migration of 110 people or 1.9 percent of its 2010 population.

Chart 7

### 2010–2014 Net Migration as Percent of 2010 Population Fillmore County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2015

The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2009–2013, five-year estimates, which are the latest multiyear estimates available. Multiyear estimates from the American Community Survey are “period” estimates that represent data collected over a period of time (as opposed to “point-in-time” estimates, such as the decennial census, that approximate the characteristics of an area on a specific date). Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors.

Table 10 data show 83.8 percent of the 365 people moving into Fillmore County moved from other Nebraska locations (306 people). Data also reveal 46 people (12.6 percent) migrated into the county from other states and 13 people (3.6 percent) migrated from abroad.

Table 10

**Fillmore County, Nebraska, 2009—2013, Five-Year Estimate  
Inflow Into County**

	Number	Percent
Movers within the United States	764	98.3
Within Same County	412	53.0
Different County, Same State	306	39.4
Different State	46	5.9
Movers from Abroad	13	1.7
<b>Total Movement</b>	<b>777</b>	

Source: American Community Survey, County-to-County Migration  
Flows, 2009-2013 data, accessed July 2015

**Reported Counties or Areas  
(where people moved from)**

State	County	Number
Nebraska	Lancaster County	75
Nebraska	Saline County	50
Nebraska	York County	39
Nebraska	Clay County	25
Nebraska	Seward County	22
Nebraska	Box Butte County	18
Nebraska	Douglas County	16
Asia	-	13
Nebraska	Dodge County	12
Nebraska	Thayer County	11
Texas	Dallas County	10
Nebraska	Sarpy County	9
Nebraska	Red Willow County	8
Nebraska	Dakota County	7
South Dakota	Union County	7
Colorado	Arapahoe County	6
California	Kern County	5
Colorado	Douglas County	4
Missouri	Clay County	4
Nebraska	Buffalo County	4
Texas	Brazoria County	4
Nebraska	Hall County	3
Nebraska	Keith County	3
Nebraska	Merrick County	3
New Mexico	Santa Fe County	3

Source: American Community Survey, County-to-County Migration  
Flows, 2009-2013 data, accessed July 2015

The 2009–2013, five-year estimates in Table 11 reveal 80.9 percent of the 602 people migrating out of Fillmore County remained in the state of Nebraska (487 people). Data show 115 Fillmore County residents (19.1 percent) also moved to other states during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 11

### Fillmore County, Nebraska, 2009–2013, Five-Year Estimate Outflow From County

	Number	Percent
Movers within the United States	1,014	100.0
Within Same County	412	40.6
Different County, Same State	487	48.0
Different State	115	11.3
Movers to Puerto Rico	0	0
<b>Total Movement</b>	<b>1,014</b>	

Source: American Community Survey, County-to-County Migration Flows, 2009-2013 data, accessed July 2015

### Reported Counties (where people moved to)

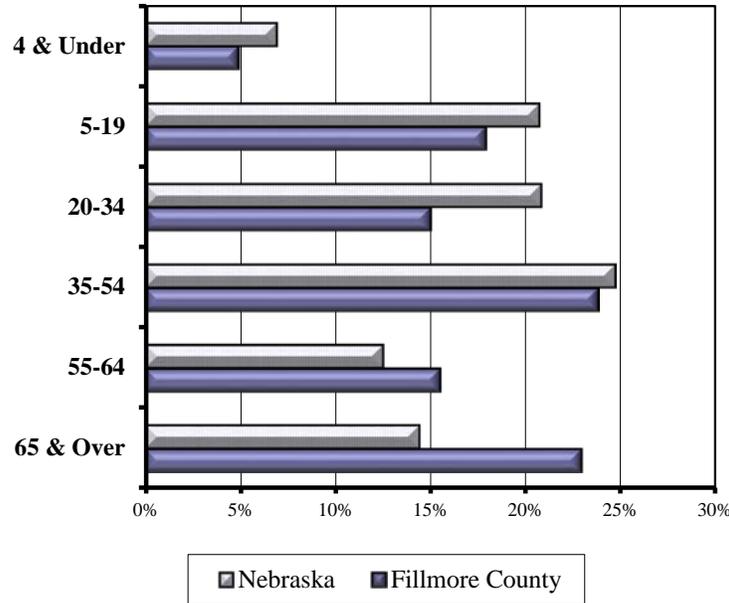
State	County	Number
Nebraska	York County	116
Nebraska	Lancaster County	93
Nebraska	Douglas County	59
Nebraska	Seward County	38
Colorado	Weld County	37
Texas	Bell County	30
Nebraska	Clay County	28
Nebraska	Dawson County	23
Nebraska	Buffalo County	22
Nebraska	Franklin County	19
Nebraska	Nemaha County	18
New York	Cortland County	16
Kansas	Saline County	12
Nebraska	Burt County	12
Nebraska	Madison County	12
Nebraska	Gage County	10
Nebraska	Thayer County	10
Minnesota	Dakota County	9
Nebraska	Boyd County	8
Nebraska	Jefferson County	6
Nebraska	Washington County	6
New Mexico	Socorro County	6
Nebraska	Saline County	4
New Mexico	San Miguel County	4
Nebraska	Adams County	3

Source: American Community Survey, County-to-County Migration Flows, 2009-2013 data, accessed July 2015

The following chart and table (Chart 8; Table 12) compare the U.S. Census Bureau’s age distribution of population for Nebraska as a whole and 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 2014 was 47.5 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8

### Age Distribution of the Population, 2014 Fillmore County and Nebraska



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2015

Table 12

### Age Distribution of the Population, 2014 Fillmore County and Nebraska

	2014 Population		Percent	
	Nebraska	Fillmore County	Nebraska	Fillmore County
4 & Under	130,178	277	6.9%	4.9%
5-19	389,683	1014	20.7%	17.9%
20-34	391,432	848	20.8%	15.0%
35-54	464,329	1348	24.7%	23.8%
55-64	234,892	880	12.5%	15.5%
65 & Over	270,989	1294	14.4%	22.9%
<b>Total</b>	<b>1,881,503</b>	<b>5661</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.2</b>	<b>47.5</b>		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2015

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

Table 13

**Median Age by Location and Gender  
Five-Year Estimate, 2009–2013  
Fillmore County and the Surrounding Area**

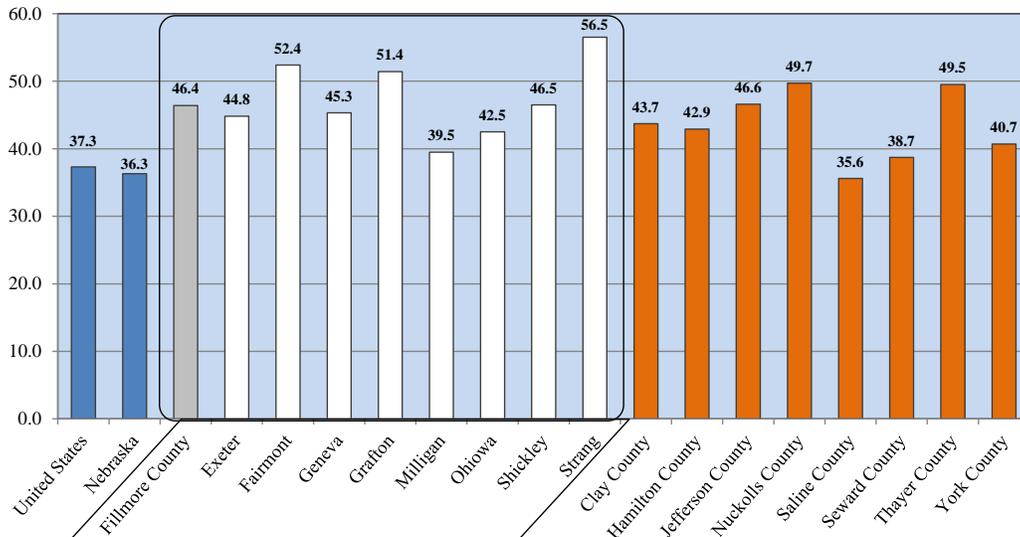
	Median Age		
	Total	Male	Female
<b>United States</b>	<b>37.3</b>	<b>36.0</b>	<b>38.7</b>
<b>Nebraska</b>	<b>36.3</b>	<b>35.0</b>	<b>37.5</b>
<b>Fillmore County</b>	<b>46.4</b>	<b>45.8</b>	<b>46.8</b>
Exeter	44.8	43.6	45.4
Fairmont	52.4	49.5	56.0
Geneva	45.3	39.9	48.0
Grafton	51.4	45.9	53.0
Milligan	39.5	37.9	40.1
Ohiova	42.5	42.8	38.8
Shickley	46.5	47.0	41.8
Strang	56.5	34.8	58.5
<b>Clay County</b>	<b>43.7</b>	<b>41.7</b>	<b>45.3</b>
<b>Hamilton County</b>	<b>42.9</b>	<b>40.9</b>	<b>44.3</b>
<b>Jefferson County</b>	<b>46.6</b>	<b>45.6</b>	<b>47.4</b>
<b>Nuckolls County</b>	<b>49.7</b>	<b>48.4</b>	<b>50.7</b>
<b>Saline County</b>	<b>35.6</b>	<b>33.9</b>	<b>36.9</b>
<b>Seward County</b>	<b>38.7</b>	<b>35.8</b>	<b>41.3</b>
<b>Thayer County</b>	<b>49.5</b>	<b>48.1</b>	<b>50.5</b>
<b>York County</b>	<b>40.7</b>	<b>38.7</b>	<b>42.8</b>

Data Set: 2009-2013 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2009-2013 American Community Survey, March 2015

Chart 9

**Median Age by Location, Five-Year Estimate, 2009–2013  
Fillmore County and the Surrounding Area**



Data Set: 2009-2013 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2009-2013 American Community Survey, March 2015

## Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Fillmore County and the surrounding area for 2014. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

Table 14

### **2014 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Fillmore County, and Surrounding Counties**

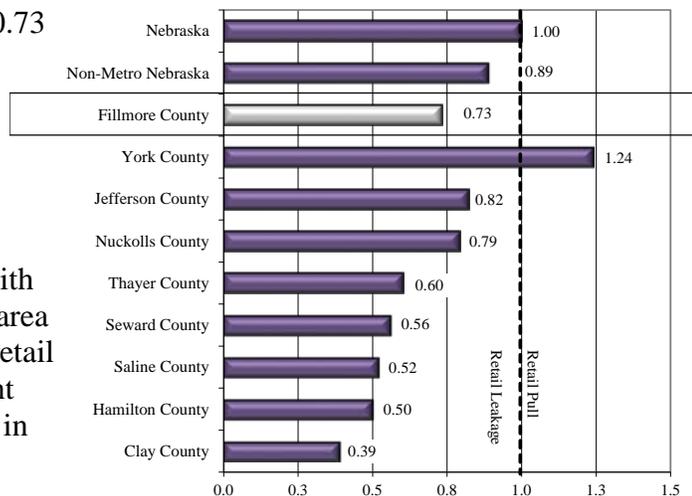
	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
<b>Nebraska</b>	<b>1,855,487</b>	<b>23,068,893</b>	<b>12,261</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,665</b>	<b>8,496,437</b>	<b>10,887</b>	<b>0.89</b>
<b>Fillmore County</b>	<b>5,748</b>	<b>50,445</b>	<b>8,911</b>	<b>0.73</b>
Clay County	6,407	30,331	4,803	0.39
Hamilton County	9,025	56,367	6,170	0.50
Jefferson County	7,551	73,994	10,088	0.82
Nuckolls County	4,431	42,314	9,685	0.79
Saline County	14,447	90,430	6,345	0.52
Seward County	16,965	116,764	6,808	0.56
Thayer County	5,154	38,526	7,366	0.60
York County	13,815	212,239	15,250	1.24

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 10

Reviewing the pull factors at the county level indicates Fillmore County experiences net retail leakages. The 2014 pull factor of 0.73 indicates, on a per capita basis, retail sales in Fillmore County are below that of 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 (0.73) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Fillmore County are 18.2 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

### **2014 Retail Sales (NMV) Pull Factors, Nebraska, Fillmore County & Surrounding Counties**



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Table 15 and Chart 11 compare the 2014 pull factors for selected area communities. The community of Geneva’s pull factor of 1.16 indicates that, on a per capita basis, non-motor vehicle retail sales in Geneva are approximately 16.0 percent greater than the state’s average per capita sales.

Table 15

**2014 Retail Sales (NMV) Pull Factors  
Nebraska, Fillmore County, and Selected Study Area Communities**

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
<b>Nebraska</b>	<b>1,855,487</b>	<b>23,068,893</b>	<b>12,261</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,665</b>	<b>8,496,437</b>	<b>10,887</b>	<b>0.89</b>
<b>Fillmore County</b>	<b>5,748</b>	<b>50,445</b>	<b>8,911</b>	<b>0.73</b>
Geneva (Fillmore)	2,141	30,516	14,253	1.16
Sutton (Clay)	1,445	16,792	11,621	0.95
Aurora (Hamilton)	4,472	49,221	11,006	0.90
Fairbury (Jefferson)	3,803	56,310	14,807	1.21
Superior (Nuckolls)	1,901	25,539	13,435	1.10
Crete (Saline)	7,034	64,420	9,158	0.75
Seward (Seward)	7,128	89,373	12,538	1.02
Hebron (Thayer)	1,563	19,389	12,405	1.01
York (York)	7,957	188,230	23,656	1.93

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 11

**2014 Retail Sales (NMV) Pull Factors, Nebraska,  
Fillmore County & Selected Study Area Communities**

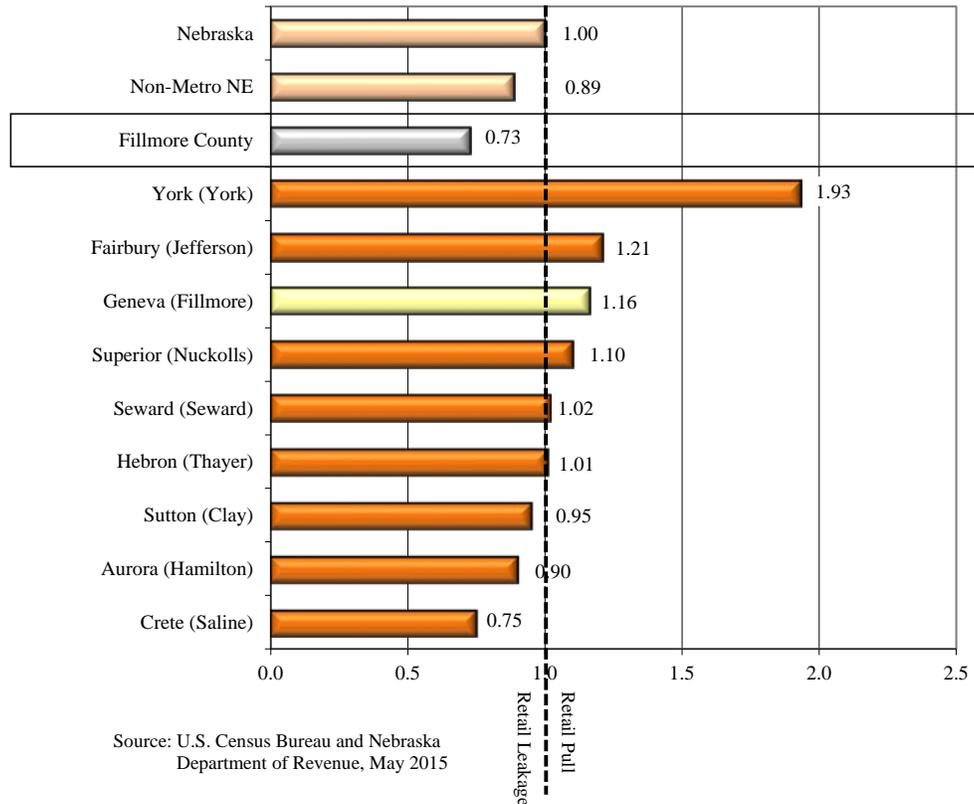


Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2014 pull factors into the communities reporting retail sales figures within Fillmore County. As this table indicates, the community of Shickley had the strongest pull factor (2.30) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.73 for Fillmore County in 2014.

Table 16

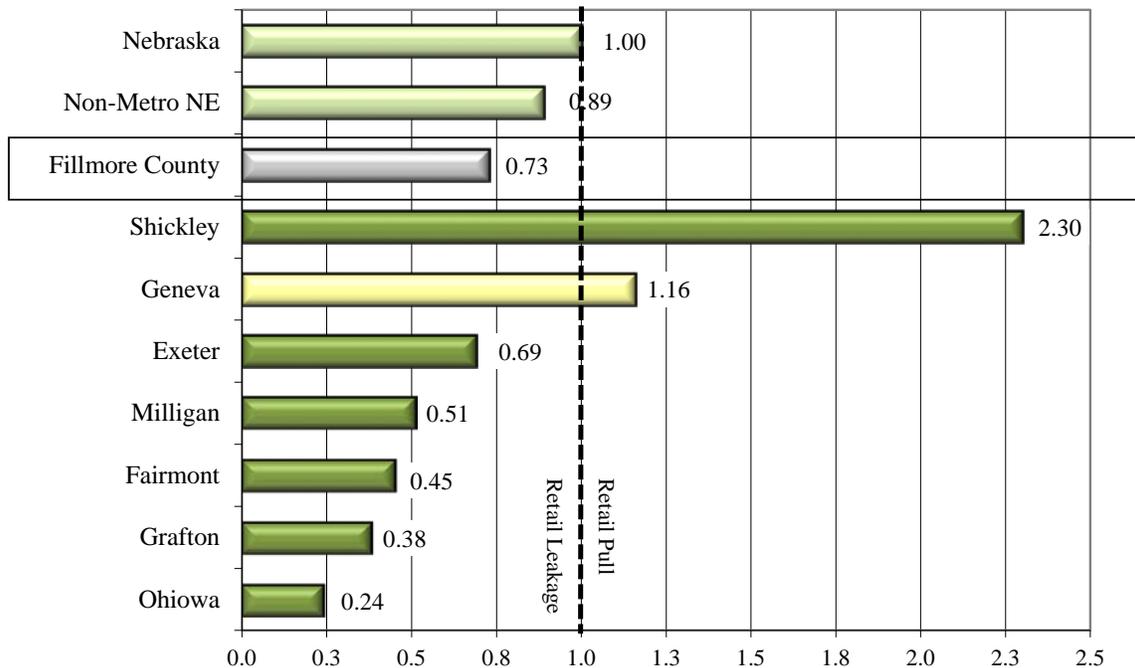
### 2014 Retail Sales (NMV) Pull Factors Nebraska and Available Fillmore County Area Communities

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
<b>Nebraska</b>	<b>1,855,487</b>	<b>23,068,893</b>	<b>12,261</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,665</b>	<b>8,496,437</b>	<b>10,887</b>	<b>0.89</b>
<b>Fillmore County</b>	<b>5,748</b>	<b>50,445</b>	<b>8,911</b>	<b>0.73</b>
Geneva	2,141	30,516	14,253	1.16
Exeter	560	4,756	8,493	0.69
Fairmont	539	2,979	5,527	0.45
Shickley	329	9,258	28,139	2.30
Milligan	272	1,708	6,280	0.51
Grafton	121	557	4,607	0.38
Ohiova	110	322	2,926	0.24

Source: U.S. Census Bureau and the Nebraska Department of Revenue, May 2015

Chart 12

### 2014 Retail Sales (NMV) Pull Factors, Nebraska and Available Fillmore County Communities



Source: U.S. Census Bureau and the Nebraska Department of Revenue, May 2015

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2014 pull factors for Nebraska, Geneva, and eight other similarly sized communities selected from around the state. Imperial’s pull factor of 1.78 leads the group for 2014 thus indicating Imperial has greater retail pull.

Table 17

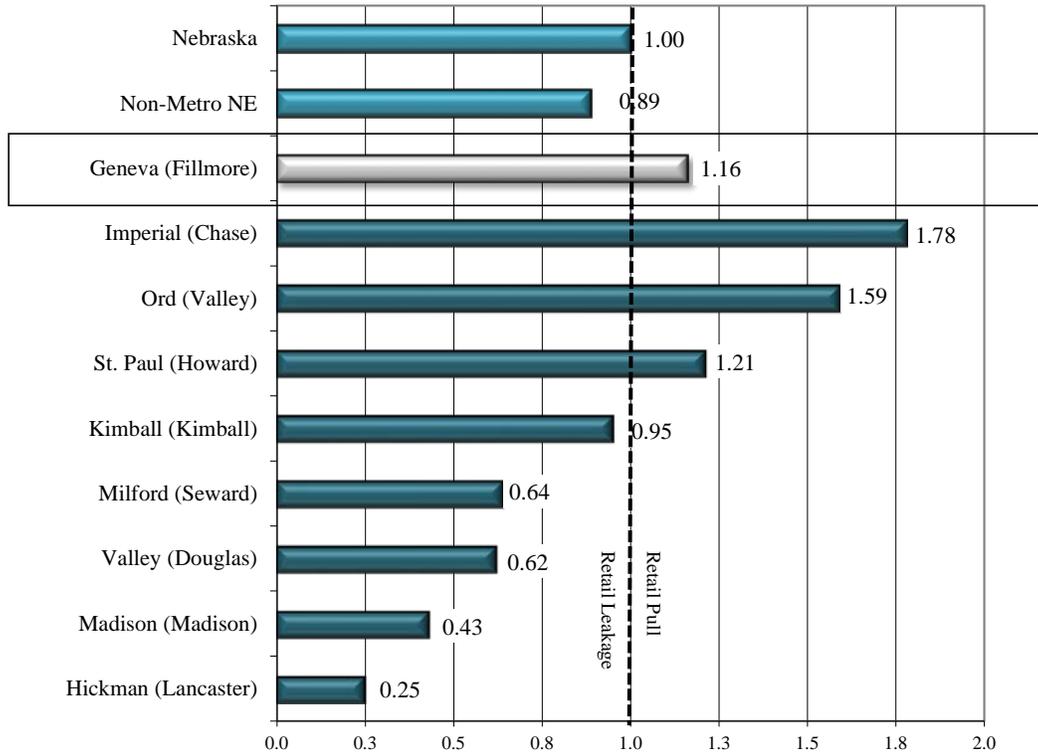
### 2014 Retail Sales (NMV) Pull Factors Geneva & Other Similarly Sized Nebraska Communities

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
<b>Nebraska</b>	<b>1,855,487</b>	<b>23,068,893</b>	<b>12,261</b>	<b>1.00</b>
<b>Non-Metro Nebraska</b>	<b>781,665</b>	<b>8,496,437</b>	<b>10,887</b>	<b>0.89</b>
<b>Geneva (Fillmore)</b>	<b>2,141</b>	<b>30,516</b>	<b>14,253</b>	<b>1.16</b>
Hickman (Lancaster)	1,972	5,942	3,013	0.25
Valley (Douglas)	2,071	15,798	7,628	0.62
Imperial (Chase)	2,073	45,142	21,776	1.78
Ord (Valley)	2,084	40,559	19,462	1.59
Milford (Seward)	2,194	17,154	7,818	0.64
St. Paul (Howard)	2,335	34,628	14,830	1.21
Madison (Madison)	2,380	12,499	5,252	0.43
Kimball (Kimball)	2,422	28,295	11,683	0.95

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 13

### 2014 Retail Sales (NMV) Pull Factors Geneva & Other Similarly Sized Nebraska Communities

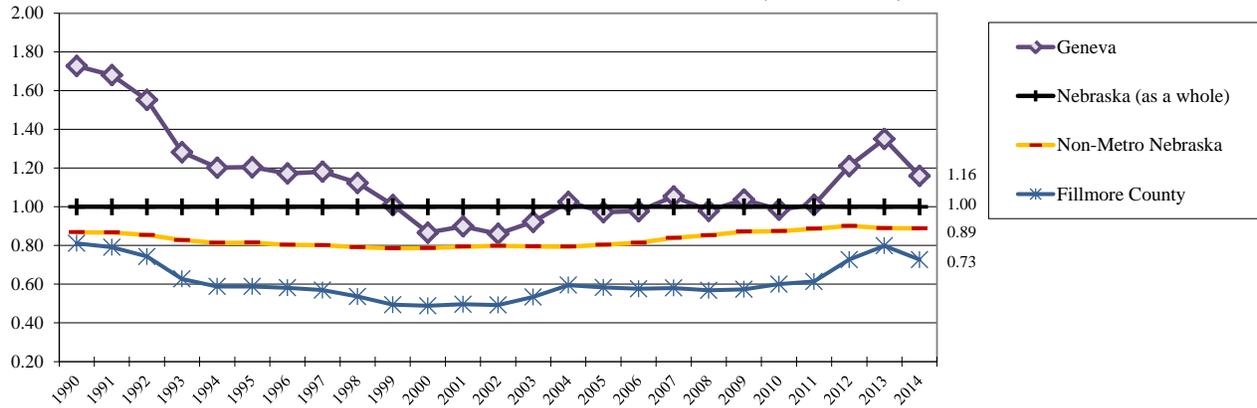


Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 14 illustrates the pull factor trend for Geneva, Fillmore County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2014. In examining the time line, the city of Geneva shows retail pull starting out well above the state average, then falling below the state average in 2000, wavering at the state average from 2004 to 2011 before escalating to end the study period considerably above the state average. Data within Fillmore County (as a whole) shows the pull factor similar to the non-metropolitan average only lower throughout the study period. Fillmore County ended the study period slightly below the non-metropolitan average.

Chart 14

**Pull Factors 1990–2014 Geneva, Fillmore County,  
Non-Metro & Nebraska (as a whole)**



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

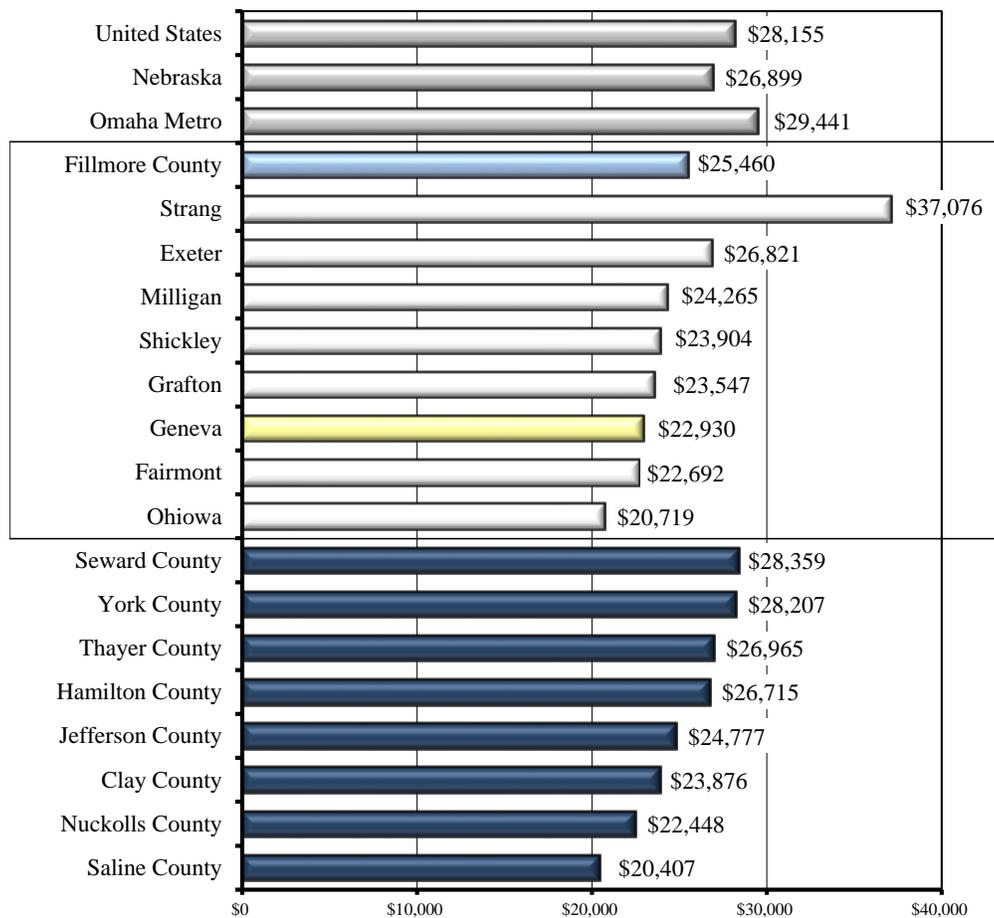
## Per Capita Personal Income

Chart 15 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2009–2013, five-year data show per capita personal income for Fillmore County is estimated to be \$25,460 compared to \$26,899 for Nebraska as a whole.

Chart 15

### **Per Capita Income, 2009–2013 Five-Year Estimate, Nebraska, Fillmore County & Surrounding Counties**



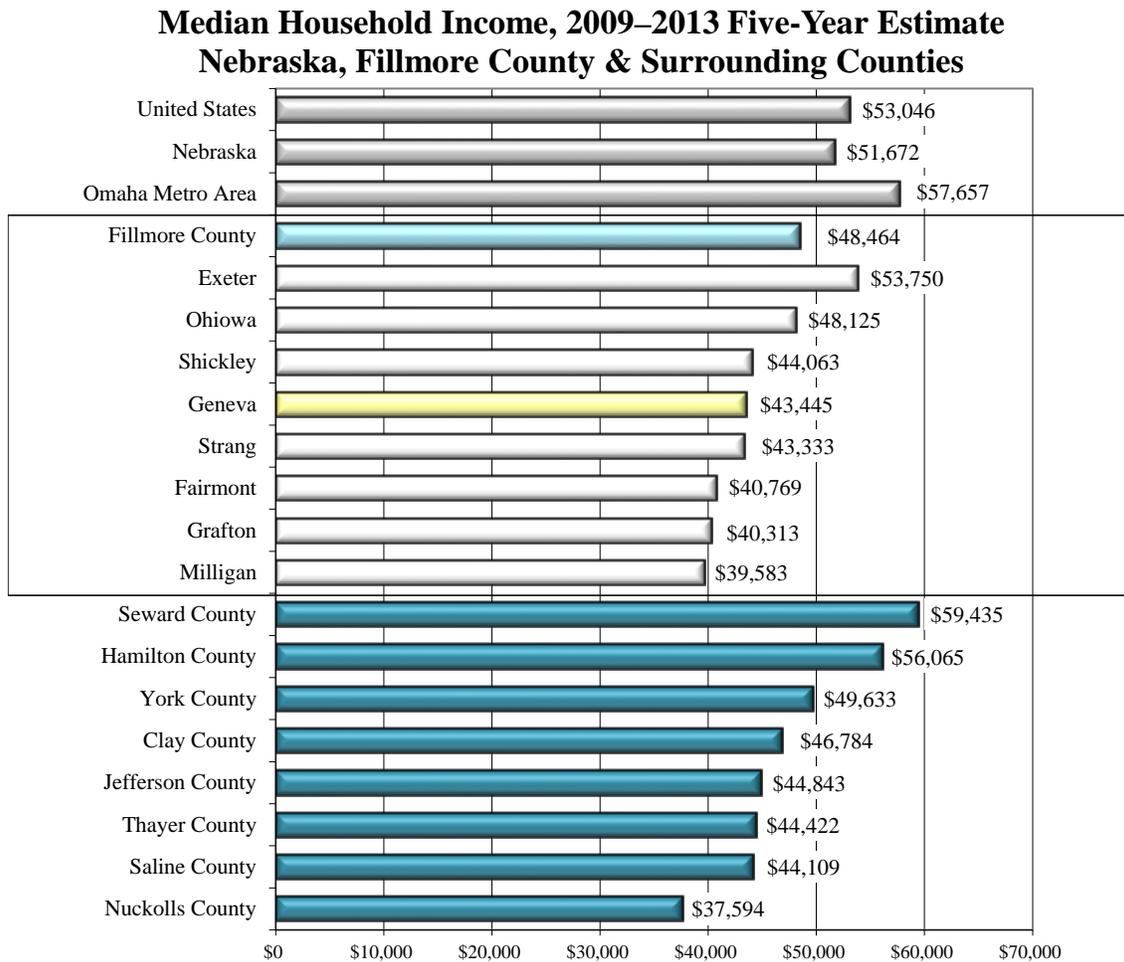
Source: U.S. Census Bureau, 2013 inflation adjusted past 12-months, 2009-2013 American Community Survey, accessed June 2015.

## 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 2009–2013, five-year data show median household income for Fillmore County is estimated to be \$48,464 compared to \$51,672 for Nebraska as a whole.

Chart 16



Source: U.S. Census Bureau, 2009-2013 American Community Survey, accessed June 2015.