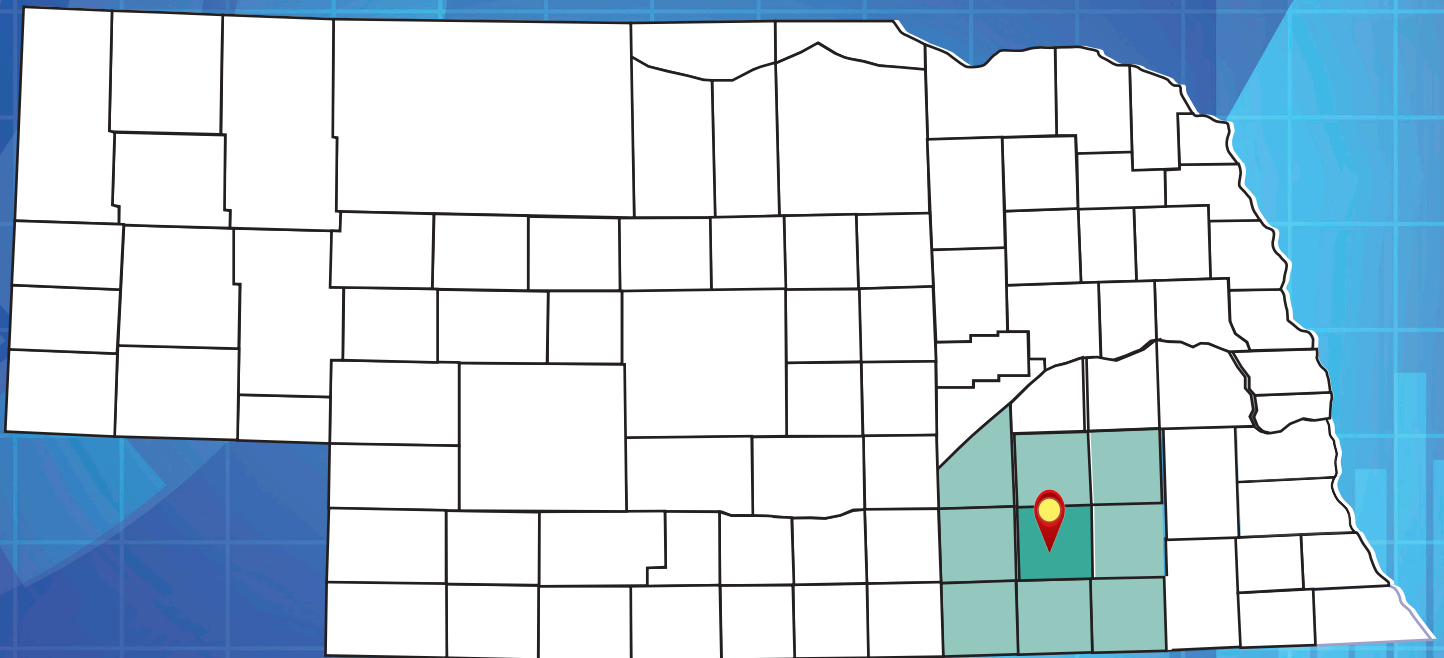


ECONOMIC AND DEMOGRAPHIC TRENDS

*Geneva, Fillmore County,
and the Surrounding Area*

May 2018



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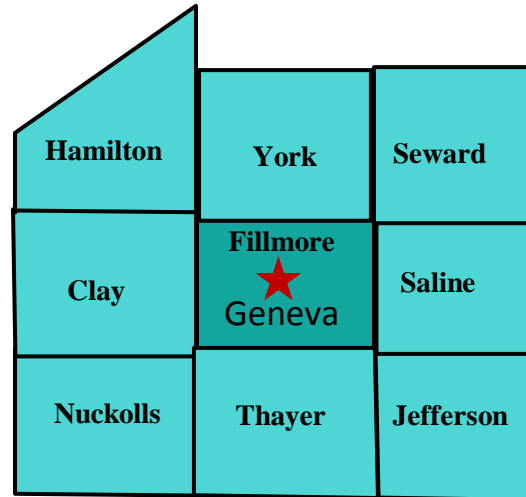
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Economic and Demographic Trends in Geneva, Fillmore County, and the Surrounding Area



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 2007–2016. 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 nonfarm 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 decreased 1.3 percent (28 jobs) between 2007 and 2016.

Table 1 also provides employment data for Fillmore County by major economic sector for years 2007–2016. The Trade, Transportation & Utilities sector recorded the largest percentage increase in employment between 2007 and 2016 (14.3 percent or 59 jobs). The Trade, Transportation & Utilities sector recorded the largest actual employment increase between 2007 and 2016 (59 jobs or 14.3 percent).

Table 1

**Nonfarm Wage & Salary Employment Trends, Fillmore County, Nebraska
Selected Years: 2007–2016**

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change 2007-2016	# Change 2007-2016
Nonfarm Employment (W&S)	2,204	2,231	2,169	2,140	2,207	2,228	2,236	2,250	2,215	2,176	-1.3	-28
Total Private Industries	1,502	1,530	1,471	1,426	1,482	1,512	1,519	1,519	1,490	1,456	-3.1	-46
Goods Producing	509	537	475	471	528	528	513	503	486	484	-4.9	-25
Natural Resources & Mining	106	114	109	102	118	112	115	123	122	113	6.6	7
Construction	241	240	195	194	210	212	205	204	200	196	-18.7	-45
Manufacturing	162	183	171	175	199	205	194	176	165	176	8.6	14
Service Providing	993	993	996	955	954	984	1,006	1,016	1,004	972	-2.1	-21
Trade, Transportation & Utilities	412	429	457	426	438	441	458	465	471	471	14.3	59
Information	9	(D)	(D)	10	9	9	9	(D)	(D)	9	0.0	0
Financial Activities	137	139	133	132	131	132	135	139	137	135	-1.5	-2
Professional & Business Services	32	(D)	(D)	35	38	35	33	(D)	(D)	41	28.1	9
Education & Health Services	181	179	177	176	179	188	206	207	190	183	1.1	2
Leisure & Hospitality	144	127	119	109	96	91	88	83	78	58	-59.7	-86
Other Services, except Public	78	76	65	66	63	89	78	77	79	75	-3.8	-3
Government	702	701	698	714	725	716	717	731	725	720	2.6	18
Federal	41	41	40	39	35	35	33	31	26	26	-36.6	-15
State	130	124	122	120	(D)	(D)	127	127	121	113	(N/A)	(N/A)
Local	532	536	535	555	(D)	(D)	556	573	579	581	9.2	49

 Estimated value provided by Ken Lemke, 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 2017

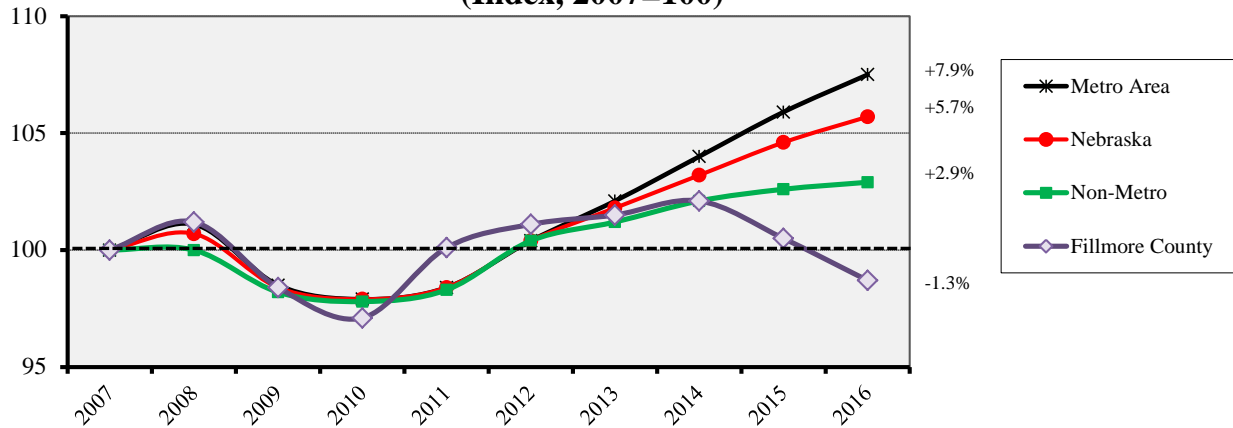
Labor Force & Work Force Summary, 2007-2016, Annually, Fillmore County (March 2018 data)

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 2007–2016. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

As this chart indicates, total nonfarm wage and salary employment in Fillmore County decreased 1.3 percent (28 jobs) from 2007 to 2016, compared to a 5.7 percent increase for Nebraska as a whole, a 7.5 percent increase in metropolitan Nebraska, and a 2.9 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Fillmore County, Nebraska, Metro, and Non-Metro Nebraska, 2007–2016
(Index, 2007=100)**

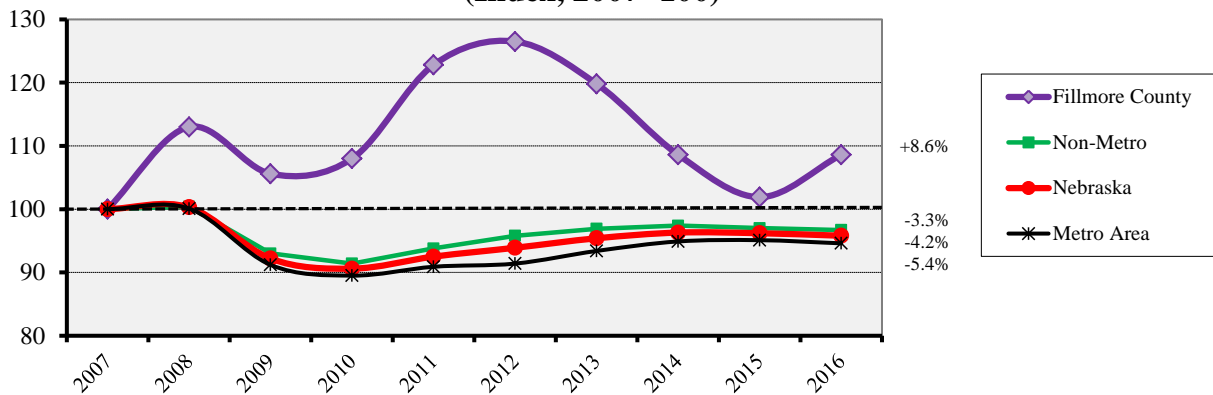


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2017

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 an 8.6 percent increase in employment (14 jobs) between 2007 and 2016. This compares to a 3.3 percent decrease in employment for non-metropolitan Nebraska; a 4.2 percent decrease for Nebraska as a whole; and a 5.4 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Fillmore County, Nebraska, Metro, and Non-Metro Nebraska, 2007-2016
(Index, 2007=100)**



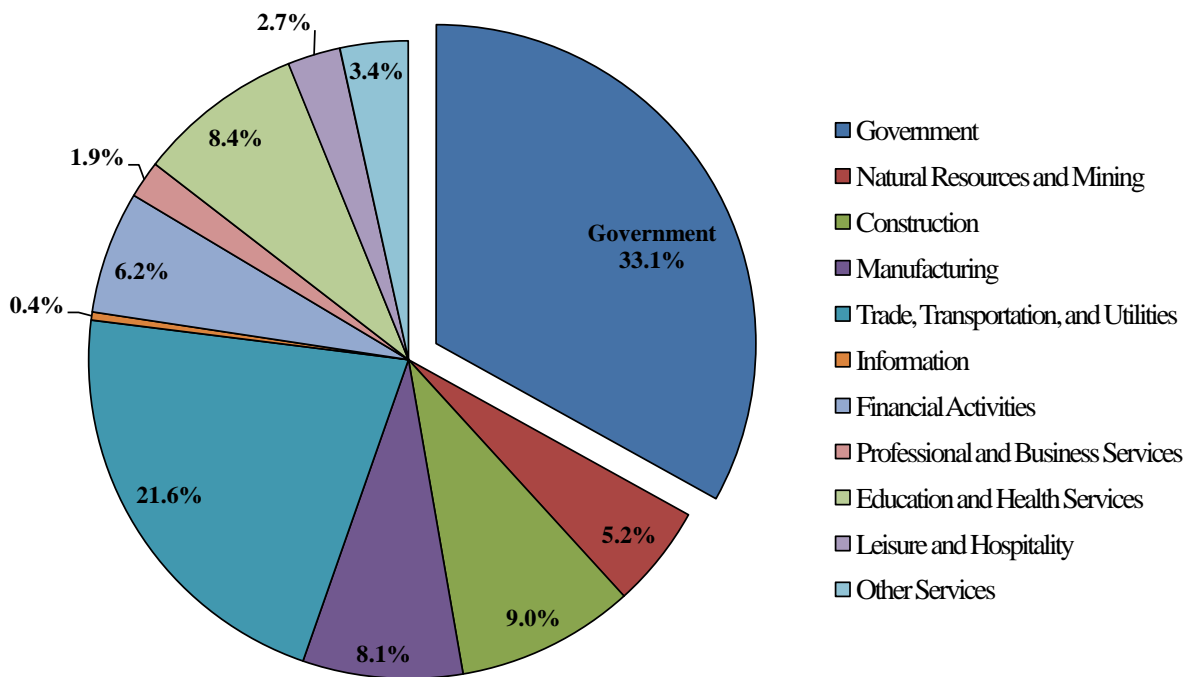
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2017

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

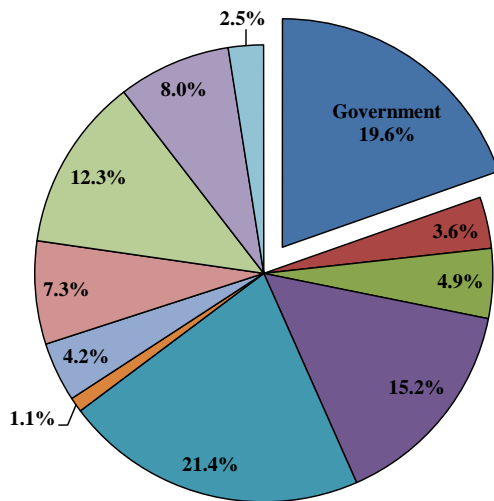
When comparing the Fillmore County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 33.1 percent of the county workforce (720 employees) compared to 19.6 percent for non-metropolitan Nebraska; a difference of 13.5 percent. Comparing Fillmore County to the overall metropolitan distribution, the largest deviation is also found in the Government sector (33.1 percent Fillmore County vs. 14.8 percent metropolitan Nebraska; a difference of 18.3 percent).

Charts 3, 4, 5

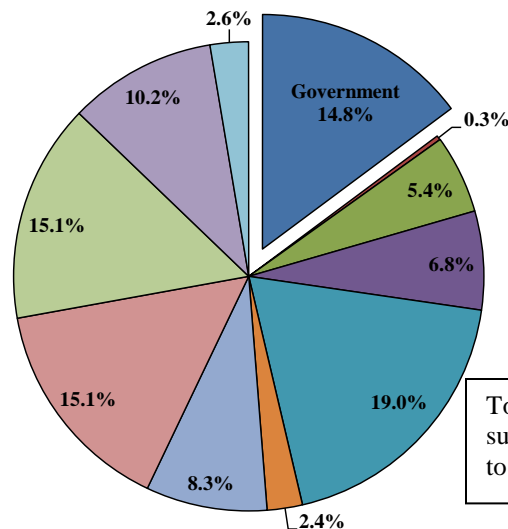
Nonfarm Wage & Salary Employment by Major Economic Sector Fillmore County, 2016



Non-Metro Area W&S Employment, 2016



Metro Area W&S Employment, 2016



Totals may not sum 100% due to rounding.

The next table (Table 2) shows labor force information for Fillmore County for the time period 2007–2016. 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 a decrease in the number of Fillmore County residents participating in the labor force between 2007 and 2016 (0.6 percent or 19 people).

The number of those unemployed in Fillmore County increased by 15.0 percent (12 people) between 2007 and 2016. 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 2.9 percent in 2016; below that for metropolitan Nebraska (3.2 percent), below Nebraska as a whole (3.2 percent), and below non-metropolitan Nebraska (3.2 percent).

Table 2

Labor Force & Employment Trends, Fillmore County, Nebraska
Selected Years: 2007–2016

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% Change 2007-2016	# Change 2007-2016
Labor Force	3,173	3,180	3,198	3,240	3,324	3,320	3,306	3,244	3,211	3,154	-0.6	-19
Employment	3,093	3,086	3,068	3,119	3,209	3,212	3,206	3,166	3,115	3,062	-1.0	-31
Unemployment	80	94	130	121	115	108	100	78	96	92	15.0	12
Unemployment Rate	2.5	3.0	4.1	3.7	3.5	3.3	3.0	2.4	3.0	2.9	(N/A)	(N/A)

(N/A) Data not available

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2018

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 2015.

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 993 city labor force participants holding primary jobs. As Table 3 shows, 97.5 percent of Geneva’s labor force participants are employed within the state of Nebraska. Approximately 52.1 percent of Geneva workers remain within Fillmore County for employment with 47.9 percent leaving the county borders for work (next page). The top ten incorporated places where Geneva labor force participants are employed are also shown on the following page.

Table 3

Work Destination Report

Where Workers are Employed Who Live in the Selection Area

2015

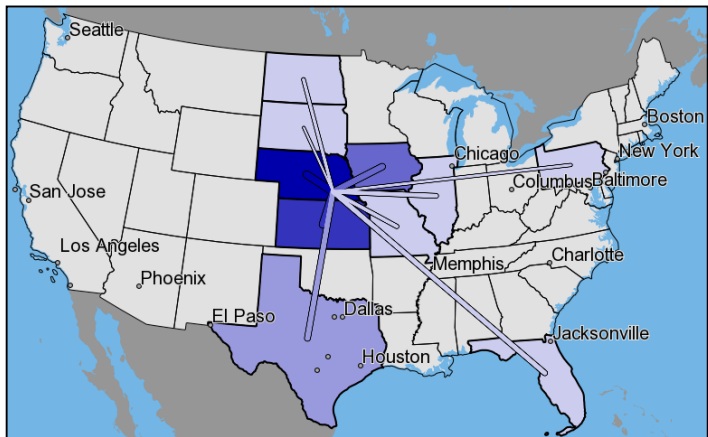
	Count	Share
Total Primary Jobs	993	100.0%

By States

Job Counts by States Where Workers are Employed

2015

	Count	Share
Nebraska	968	97.5%
Kansas	9	0.9%
Iowa	8	0.8%
Texas	2	0.2%
Florida	1	0.1%
Illinois	1	0.1%
Missouri	1	0.1%
North Dakota	1	0.1%
Pennsylvania	1	0.1%
South Dakota	1	0.1%
All Other Locations	0	0.0%



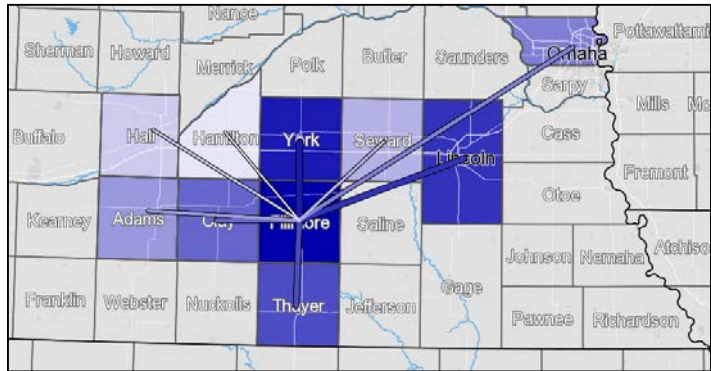
Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, May 2018

Table 3 (continued)

By Counties
Job Counts by Counties Where Workers are Employed

2015

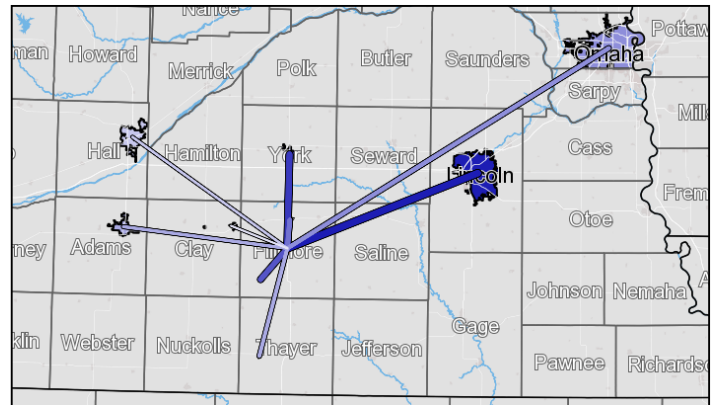
	Count	Share
Fillmore County, NE	517	52.1%
York County, NE	79	8.0%
Lancaster County, NE	73	7.4%
Thayer County, NE	54	5.4%
Clay County, NE	42	4.2%
Douglas County, NE	29	2.9%
Adams County, NE	26	2.6%
Seward County, NE	24	2.4%
Hall County, NE	19	1.9%
Hamilton County, NE	14	1.4%
All Other Locations	116	11.7%



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

2015

	Count	Share
Geneva city, NE	330	33.2%
Lincoln city, NE	67	6.7%
York city, NE	62	6.2%
Shickley village, NE	47	4.7%
Fairmont village, NE	24	2.4%
Omaha city, NE	21	2.1%
Deshler city, NE	20	2.0%
Hastings city, NE	20	2.0%
Grand Island city, NE	18	1.8%
Sutton city, NE	14	1.4%
All Other Locations	370	37.3%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, May 2018

People also travel from other locations to work in the City of Geneva—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Geneva. The Census identified 1,028 primary jobs within Geneva. As Table 4 indicates, 98.2 percent of these jobs are held by Nebraska residents. Approximately 59.7 percent of Geneva workers live within the Fillmore County borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

Home Destination Report

Where Workers Live Who are Employed in the Selection Area

2015

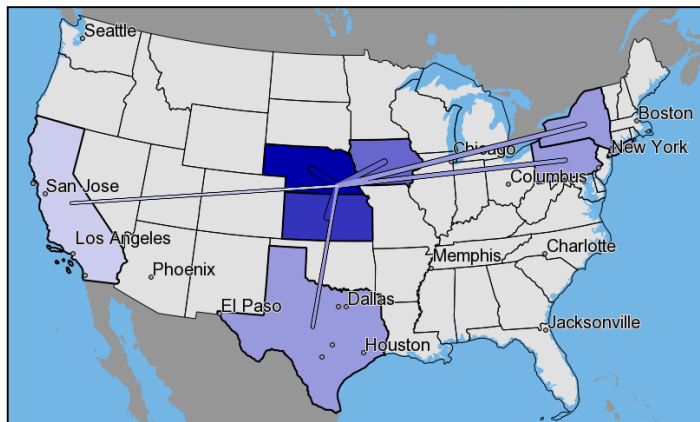
	Count	Share
Total Primary Jobs	1,028	100.0%

By States

Job Counts by States Where Workers Live

2015

	Count	Share
Nebraska	1,009	98.2%
Kansas	9	0.9%
Iowa	3	0.3%
New York	2	0.2%
Pennsylvania	2	0.2%
Texas	2	0.2%
California	1	0.1%
All Other Locations	0	0.0%

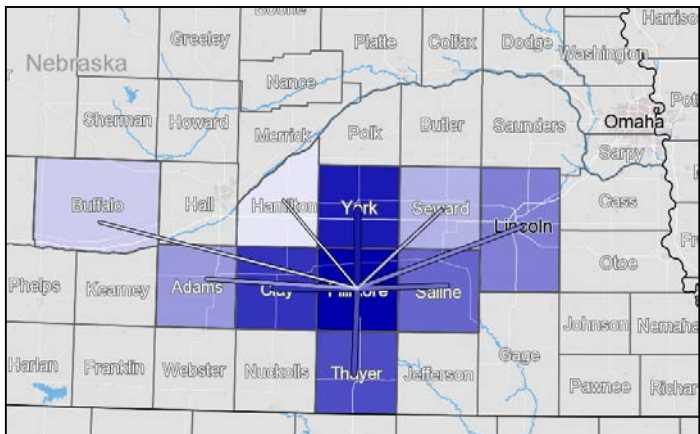


By Counties

Job Counts by Counties Where Workers Live

2015

	Count	Share
Fillmore County, NE	614	59.7%
York County, NE	52	5.1%
Clay County, NE	48	4.7%
Thayer County, NE	31	3.0%
Saline County, NE	30	2.9%
Lancaster County, NE	27	2.6%
Adams County, NE	19	1.8%
Seward County, NE	16	1.6%
Buffalo County, NE	15	1.5%
Hamilton County, NE	14	1.4%
All Other Locations	162	15.8%

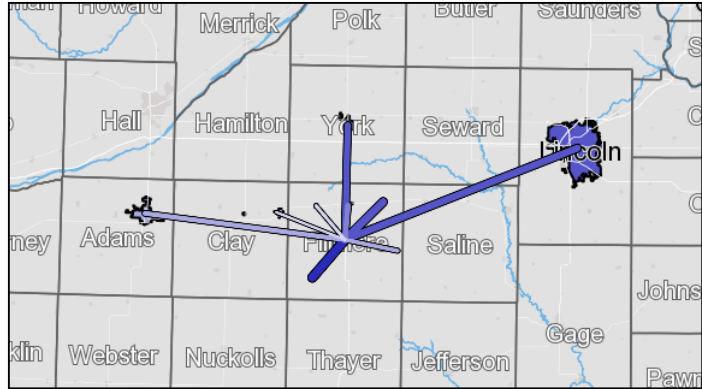


Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, May 2018

Table 4 (continued)

By Places (top 10)
Job Counts by Places (Cities, CDPs, etc.) Where Workers Live
2015

	Count	Share
Geneva city, NE	330	32.1%
Shickley village, NE	48	4.7%
Exeter village, NE	27	2.6%
Lincoln city, NE	27	2.6%
York city, NE	27	2.6%
Fairmont village, NE	25	2.4%
Hastings city, NE	15	1.5%
Milligan village, NE	15	1.5%
Grafton village, NE	12	1.2%
Sutton city, NE	12	1.2%
All Other Locations	490	47.7%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, May 2018

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)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,028	100.0%	997	100.0%	1,066	100.0%
Living in the Selection Area	993	96.6%	915	91.8%	903	84.7%
Net Job Inflow (+) or Outflow (-)	35	-	82	-	163	-

In-Area Labor Force Efficiency (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	993	100.0%	915	100.0%	903	100.0%
Living and Employed in the Selection Area	330	33.2%	309	33.8%	303	33.6%
Living in the Selection Area but Employed Outside	663	66.8%	606	66.2%	600	66.4%

In-Area Employment Efficiency (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,028	100.0%	997	100.0%	1,066	100.0%
Employed and Living in the Selection Area	330	32.1%	309	31.0%	303	28.4%
Employed in the Selection Area but Living Outside	698	67.9%	688	69.0%	763	71.6%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	663	100.0%	606	100.0%	600	100.0%
Workers Aged 29 or younger	154	23.2%	148	24.4%	157	26.2%
Workers Aged 30 to 54	315	47.5%	304	50.2%	282	47.0%
Workers Aged 55 or older	194	29.3%	154	25.4%	161	26.8%
Workers Earning \$1,250 per month or less	141	21.3%	138	22.8%	123	20.5%
Workers Earning \$1,251 to \$3,333 per month	272	41.0%	270	44.6%	252	42.0%
Workers Earning More than \$3,333 per month	250	37.7%	198	32.7%	225	37.5%
Workers in the "Goods Producing" Industry Class	148	22.3%	148	24.4%	148	24.7%
Workers in the "Trade, Transportation, and Utilities" Industry Class	182	27.5%	134	22.1%	147	24.5%
Workers in the "All Other Services" Industry Class	333	50.2%	324	53.5%	305	50.8%

Inflow Job Characteristics (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	698	100.0%	688	100.0%	763	100.0%
Workers Aged 29 or younger	157	22.5%	141	20.5%	145	19.0%
Workers Aged 30 to 54	333	47.7%	339	49.3%	364	47.7%
Workers Aged 55 or older	208	29.8%	208	30.2%	254	33.3%
Workers Earning \$1,250 per month or less	141	20.2%	152	22.1%	193	25.3%
Workers Earning \$1,251 to \$3,333 per month	308	44.1%	335	48.7%	361	47.3%
Workers Earning More than \$3,333 per month	249	35.7%	201	29.2%	209	27.4%
Workers in the "Goods Producing" Industry Class	74	10.6%	65	9.4%	108	14.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	181	25.9%	169	24.6%	181	23.7%
Workers in the "All Other Services" Industry Class	443	63.5%	454	66.0%	474	62.1%

Interior Flow Job Characteristics (Primary Jobs)	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	330	100.0%	309	100.0%	303	100.0%
Workers Aged 29 or younger	49	14.8%	54	17.5%	73	24.1%
Workers Aged 30 to 54	163	49.4%	139	45.0%	140	46.2%
Workers Aged 55 or older	118	35.8%	116	37.5%	90	29.7%
Workers Earning \$1,250 per month or less	82	24.8%	79	25.6%	97	32.0%
Workers Earning \$1,251 to \$3,333 per month	154	46.7%	150	48.5%	143	47.2%
Workers Earning More than \$3,333 per month	94	28.5%	80	25.9%	63	20.8%
Workers in the "Goods Producing" Industry Class	34	10.3%	32	10.4%	61	20.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	60	18.2%	49	15.9%	58	19.1%
Workers in the "All Other Services" Industry Class	236	71.5%	228	73.8%	184	60.7%

Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, May 2018

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 greater in 2015 compared to 2013 and 2014. The distribution of miles traveled to work has also shifted since 2013. Figure 1 shows the location and concentration of these workplaces.

Table 6

Distance/Direction Report - Home to Work Census Block

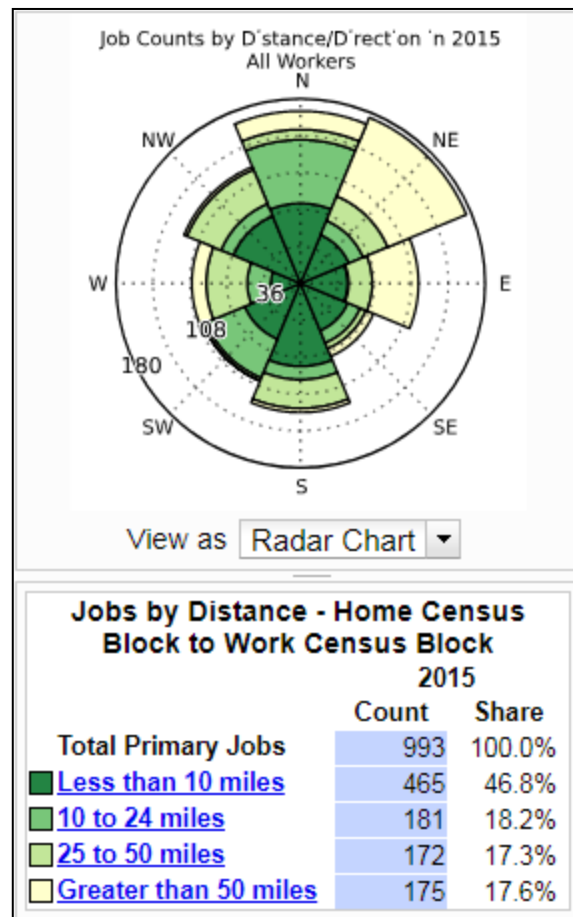
Live within study area - distance to work

Job Counts in Work Blocks by Distance Only

	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	993	100.0%	915	100.0%	903	100.0%
Less than 10 miles	465	46.8%	429	46.9%	406	45.0%
10 to 24 miles	181	18.2%	190	20.8%	166	18.4%
25 to 50 miles	172	17.3%	144	15.7%	165	18.3%
Greater than 50 miles	175	17.6%	152	16.6%	166	18.4%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, May 2018

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, May 2018

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 2013 but increased since 2014. The data also show the majority of Geneva employees continue to travel less than 25 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

Distance/Direction Report - Work to Home Census Block

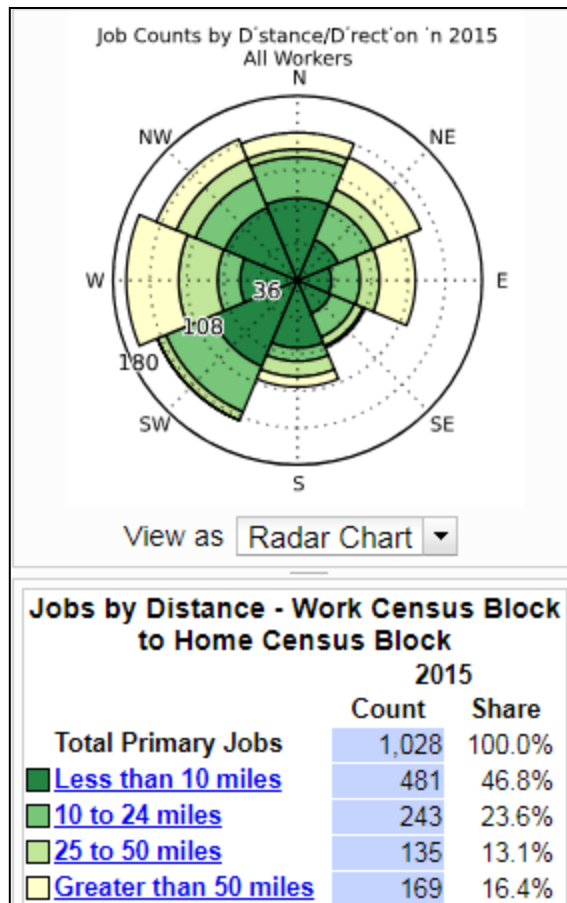
Live within study area - distance to home

Job Counts in Home Blocks by Distance Only

	2015		2014		2013	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	1,028	100.0%	997	100.0%	1,066	100.0%
Less than 10 miles	481	46.8%	449	45.0%	452	42.4%
10 to 24 miles	243	23.6%	246	24.7%	277	26.0%
25 to 50 miles	135	13.1%	127	12.7%	136	12.8%
Greater than 50 miles	169	16.4%	175	17.6%	201	18.9%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, May 2018

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, May 2018

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 0.8 percent decrease in population from 2010 to 2017 (308 people total).

Table 8

County Population 1970–2017 Fillmore County and the Surrounding Area

Location	---Year---						Avg. Annual	Avg. Annual
	1970	1980	1990	2000	2010	2017	% Change 1970-2010	% Change 2010-2017
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,920,076	0.5	0.7
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,582	-0.8	-0.8
Clay County	8,266	8,106	7,123	7,039	6,542	6,205	-0.6	-0.8
Hamilton County	8,867	9,301	8,862	9,403	9,124	9,207	0.1	0.1
Jefferson County	10,436	9,817	8,759	8,340	7,547	7,178	-0.8	-0.7
Nuckolls County	7,404	6,726	5,786	5,057	4,500	4,275	-1.2	-0.7
Saline County	12,809	13,131	12,715	13,843	14,200	14,441	0.3	0.2
Seward County	14,460	15,789	15,450	16,496	16,750	17,161	0.4	0.3
Thayer County	7,779	7,582	6,635	6,048	5,228	5,045	-1.0	-0.5
York County	13,685	14,798	14,428	14,598	13,665	13,806	0.0	0.1

Source: U.S. Bureau of the Census, Census of Population, March 2018

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 0.5 percent from 2010 to 2016 for a total decrease of 14.2 percent (686 people) from 1970 to 2016. Geneva, the county's largest city, reported a 5.0 percent decrease in population (113 people) between 1970 and 2016. The unincorporated areas outside of the selected communities experienced a 54.8 percent decrease (1,811 people) during the period 1970–2016.

Table 9

County Population 1970–2016 Fillmore County Communities and Unincorporated Areas

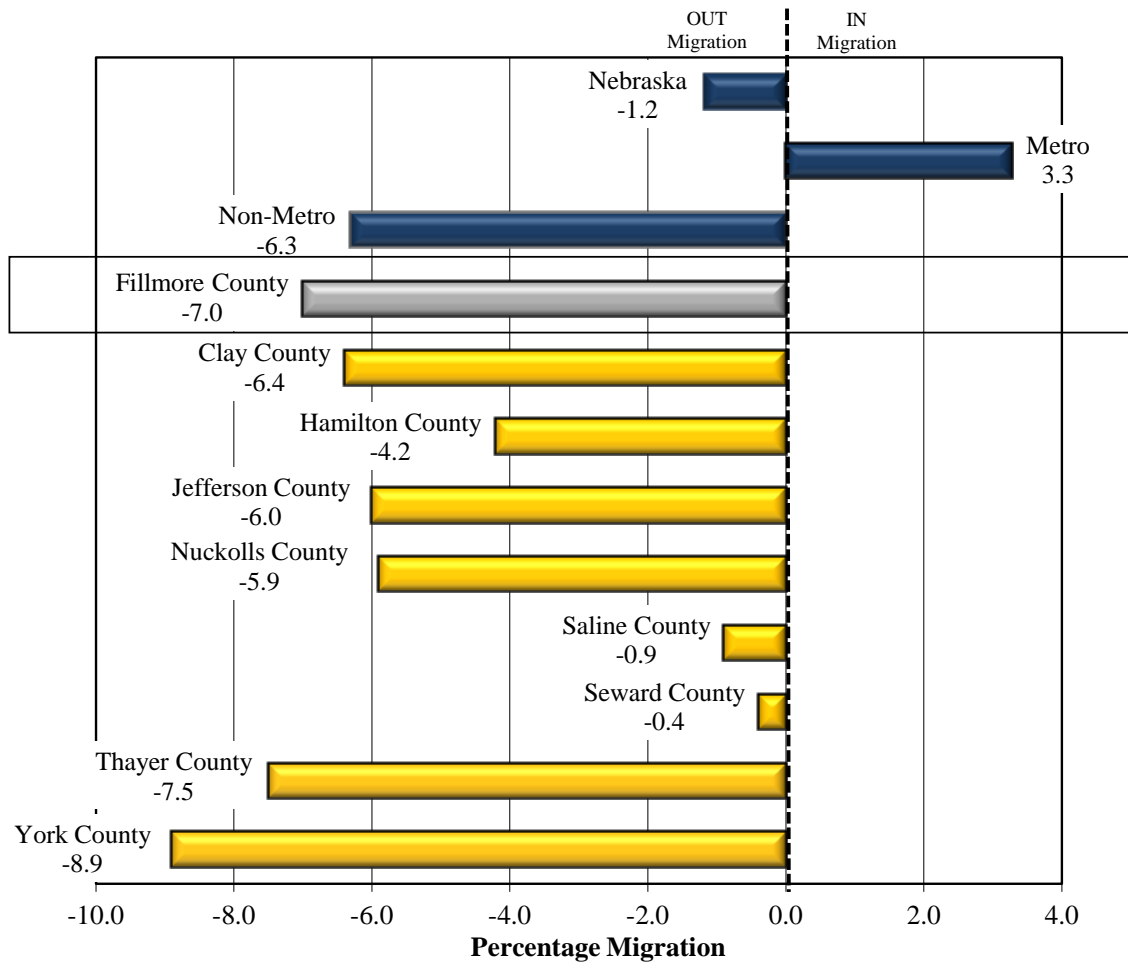
Location	---Year---						Avg. Annual	Avg. Annual
	1970	1980	1990	2000	2010	2016	% Change 1970-2010	% Change 2010-2016
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,826,341	0.5	0.0
Fillmore County	8,137	7,920	7,103	6,634	5,890	5,640	-0.8	-0.7
Exeter	759	807	661	712	591	544	-0.6	-1.4
Fairmont	761	767	700	691	560	564	-0.8	0.1
Geneva	2,275	2,400	2,324	2,226	2,217	2,162	-0.1	-0.4
Grafton	128	185	179	152	126	122	0.0	-0.5
Milligan	319	332	328	315	285	275	-0.3	-0.6
Ohiowa	156	135	146	142	115	112	-0.8	-0.4
Shickley	385	413	360	376	341	337	-0.3	-0.2
Strang	47	59	42	32	29	28	-1.2	-0.6
Total Incorporated Places	4,830	5,098	4,740	4,646	4,264	4,144	-0.3	-0.5
Unincorporated Areas	3,307	2,822	2,363	1,988	1,626	1,496	-1.8	-1.4

Source: U.S. Bureau of the Census, Census of Population, May 2017

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

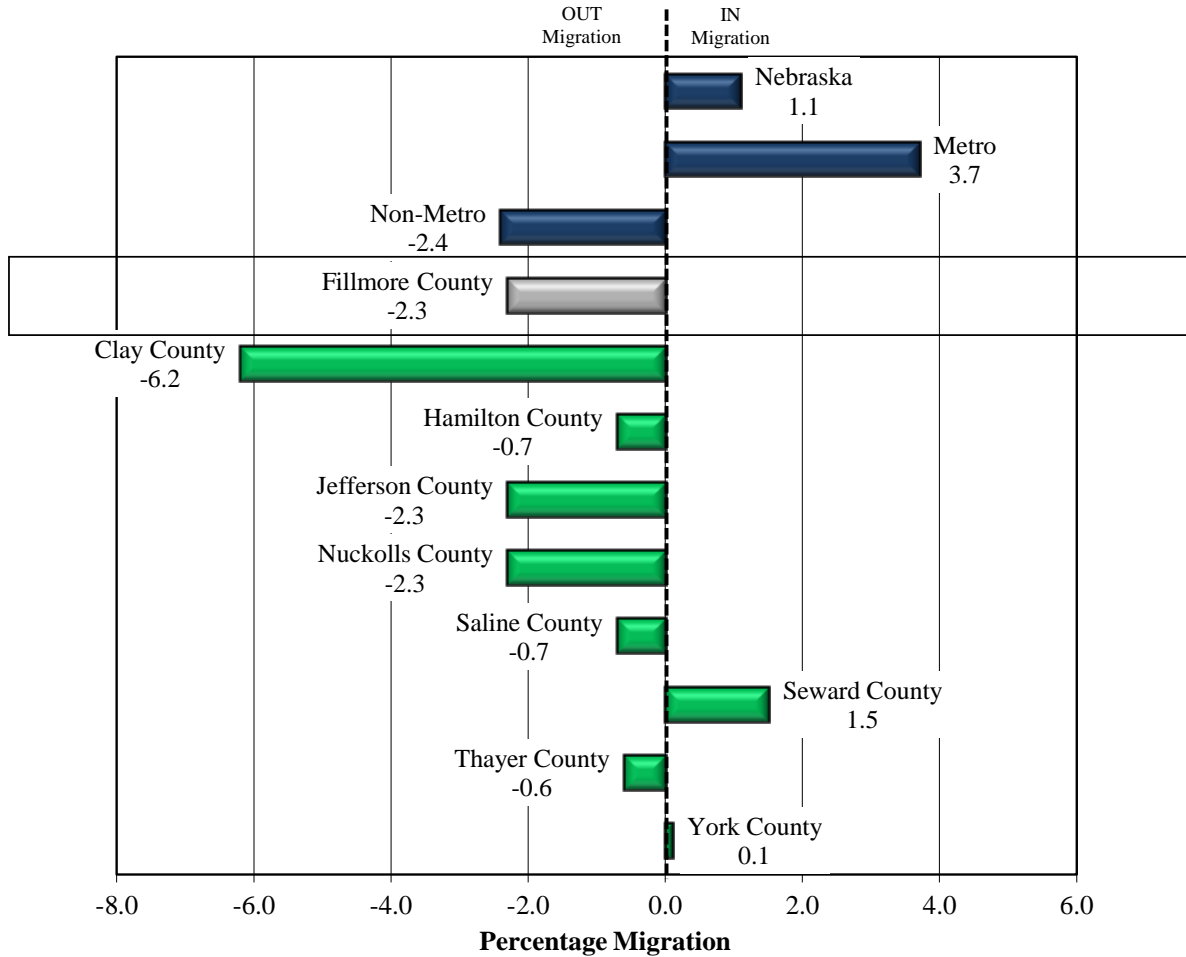


Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2017 (Chart 7), Fillmore County experienced a net out-migration of 133 people or 2.3 percent of its 2010 population.

Chart 7

2010–2017 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, March 2018

The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2012–2016, 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 the current population one-year or older is 167 less than the number of people living in Fillmore County one-year ago. This indicates Fillmore County experienced a net decrease in its population age one and older and in-migration was less than out-migration plus the number of deaths.

Table 10

**Fillmore County, Nebraska, 2012–2016 Five-Year Estimate
Population Change Due to Migration and Mortality**

Current population one-year or older	5,611
Number of people living in the area one-year ago	5,778
Population change due to migration and mortality	-167

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 March 2018.

The 2012–2016, five-year estimates in Table 11 reveal a net loss of 201 people from other Nebraska counties and a net gain of 30 people from other states for a total net loss of 171 people one-year or older. As shown in Table 11, net gains occurred in the age groups Age 25 to 44 (gain of 20) and net losses in age groups Age 1 to 17 (loss of 21), Age 18 to 24, (loss of 62), Age 45 to 64, (loss of 89), and Age 65 and over (loss of 19).

Table 11 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was no gain in residents in any category and losses in residents with a HS diploma or less (loss of 50); bachelor's degree, associate's degree, or some college (loss of 29); and graduate or professional degree (loss of 9).

Table 11

**Fillmore County, Nebraska, 2012–2016, Five-Year Estimate
Population Change Due to Migration and Mortality**

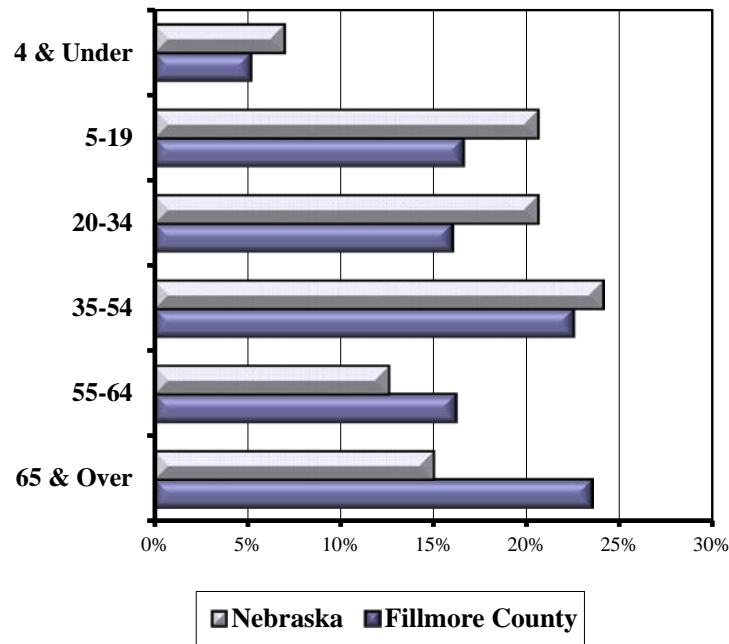
-- Part A: By Age Group --							
Age Group	Moved to Different Nebraska County	From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	113	70	-43	0	22	22	-21
Age 18 to 24	141	87	-54	8	0	-8	-62
Age 25 to 44	85	84	-1	0	21	21	20
Age 45 to 64	99	19	-80	17	8	-9	-89
Age 65 and over	43	20	-23	0	4	4	-19
Total	481	280	-201	25	55	30	-171
-- Part B: By Educational Attainment --							
Educational Attainment	Moved to Different Nebraska County	From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	110	47	-63	0	13	13	-50
Bachelor's or some college	103	71	-32	17	20	3	-29
Grad. or Prof. degree	14	5	-9	0	0	0	-9
Total	227	123	-104	17	33	16	-88

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 March 2018.

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 2016 was 47.5 years of age compared to 36.3 years of age for residents of Nebraska as a whole.

Chart 8

Age Distribution of the Population, 2016 Fillmore County and Nebraska



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2018.

Table 12

Age Distribution of the Population, 2016 Fillmore County and Nebraska

	2015 Population		Percent	
	Nebraska	Fillmore County	Nebraska	Fillmore County
4 & Under	132,809	300	7.0%	5.2%
5-19	393,475	950	20.6%	16.6%
20-34	392,705	913	20.6%	16.0%
35-54	460,211	1,286	24.1%	22.5%
55-64	241,172	924	12.6%	16.2%
65 & Over	286,744	1,347	15.0%	23.5%
Total	1,907,116	5,720	100%	100%
Median Age	36.3	47.5		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2018.

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

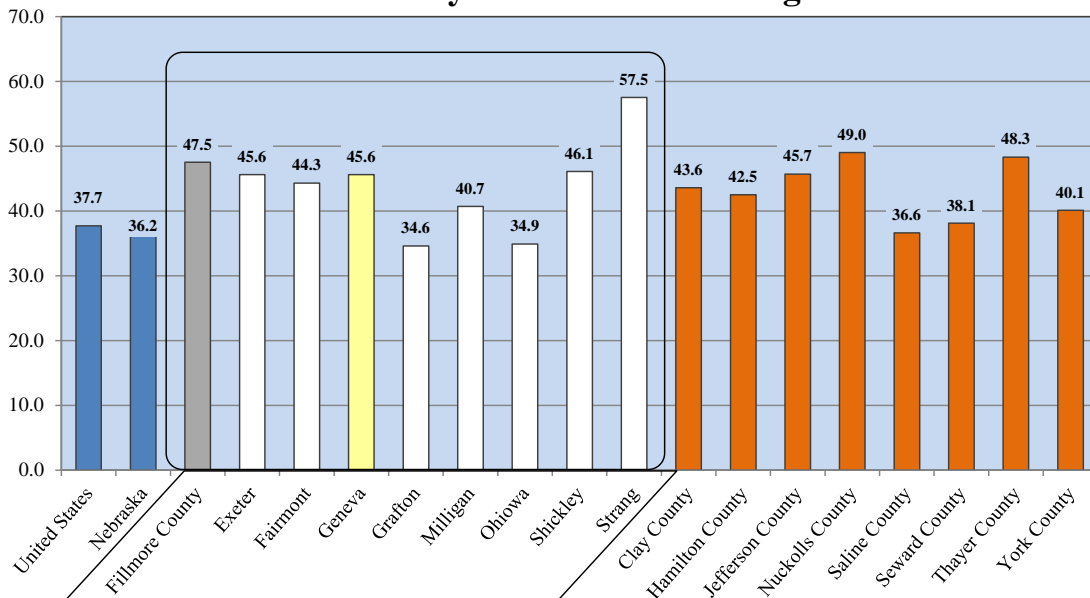
**Median Age by Location and Gender
Five-Year Estimate, 2012–2016
Fillmore County and the Surrounding Area**

	Median Age		
	Total	Male	Female
United States	37.7	36.3	39.0
Nebraska	36.2	35.1	37.5
Fillmore County	47.5	46.3	49.3
Exeter	45.6	43.9	47.5
Fairmont	44.3	44.4	43.0
Geneva	45.6	40.5	49.3
Grafton	34.6	35.5	34.5
Milligan	40.7	37.1	55.0
Ohiowa	34.9	35.3	34.9
Shickley	46.1	41.8	46.8
Strang	57.5	59.5	54.5
Clay County	43.6	42.8	44.2
Hamilton County	42.5	40.9	43.6
Jefferson County	45.7	45.0	47.5
Nuckolls County	49.0	47.5	50.9
Saline County	36.6	35.7	37.4
Seward County	38.1	36.4	39.9
Thayer County	48.3	46.9	50.0
York County	40.1	37.3	42.8

Source: U.S. Census Bureau, 2012-2016 American Community Survey, March 2018

Chart 9

**Median Age by Location, Five-Year Estimate, 2012–2016
Fillmore County and the Surrounding Area**



Source: U.S. Census Bureau, 2012-2016 American Community Survey, March 2018

Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Fillmore County and the surrounding area for 2017. 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

2017 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Fillmore County, and Surrounding Counties

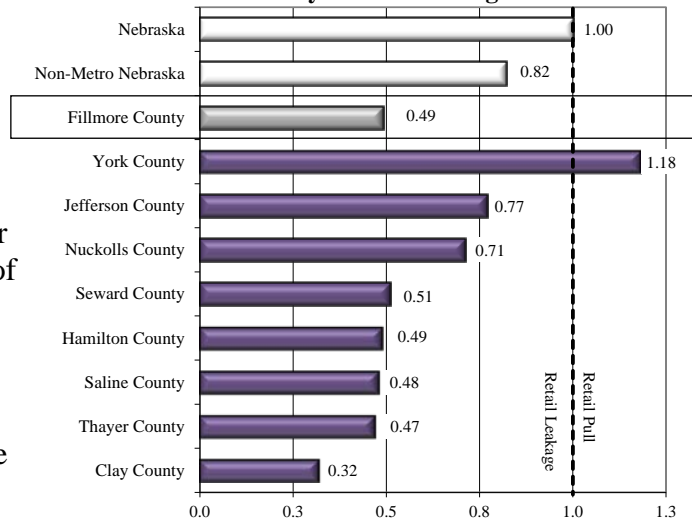
	2017 Population	2017 Retail Sales (x \$1,000)	2017 Per Cap Sales (\$)	2017 Pull Factor
Nebraska	1,920,076	23,755,032	12,372	1.00
Non-Metro Nebraska	862,659	8,675,366	10,057	0.82
Fillmore County	5,582	34,093	6,108	0.49
Clay County	6,205	24,330	3,921	0.32
Hamilton County	9,207	56,362	6,122	0.49
Jefferson County	7,178	68,729	9,575	0.77
Nuckolls County	4,275	37,433	8,756	0.71
Saline County	14,441	85,986	5,954	0.48
Seward County	17,161	107,267	6,251	0.51
Thayer County	5,045	29,310	5,810	0.47
York County	13,806	201,048	14,562	1.18

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 10

Reviewing the pull factors at the county level indicates Fillmore County experiences net retail leakages. The 2017 pull factor of 0.49 indicates, on a per capita basis, retail sales in Fillmore County are considerably below 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 (0.49) with the pull factor for the non-metropolitan area of Nebraska (0.81) indicates per capita retail sales in Fillmore County are 39.3 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

2017 Retail Sales (NMV) Pull Factors, Nebraska, Fillmore County & Surrounding Counties



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Table 15 and Chart 11 compare the 2016 pull factors for selected area communities. The community of Geneva’s pull factor of 0.83 indicates that, on a per capita basis, non-motor vehicle retail sales in Geneva are approximately 17.0 percent less than the state’s average per capita sales.

Table 15

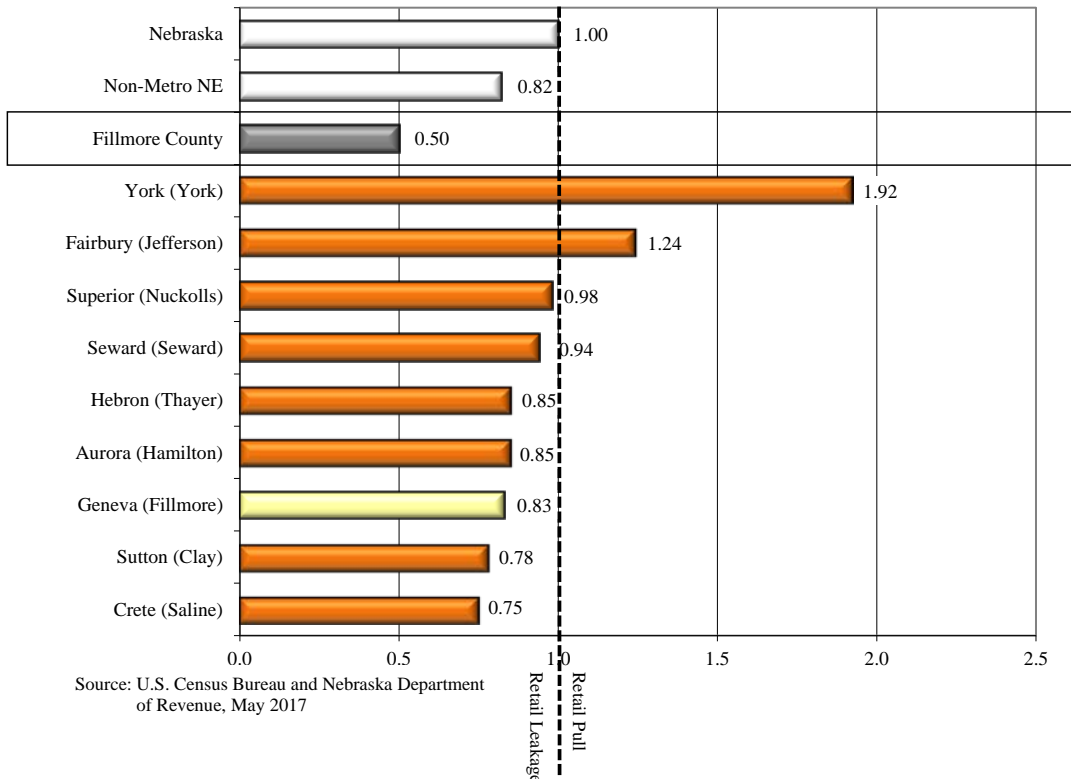
2016 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Fillmore County, and Selected Study Area Communities

	2016 Population	2016 Retail Sales (x \$1,000)	2016 Per Cap Sales (\$)	2016 Pull Factor
Nebraska	1,907,603	23,471,035	12,304	1.00
Non-Metro Nebraska	862,833	8,673,355	10,052	0.82
Fillmore County	5,640	34,410	6,101	0.50
Geneva (Fillmore)	2,162	22,083	10,214	0.83
Sutton (Clay)	1,411	13,505	9,571	0.78
Aurora (Hamilton)	4,484	47,094	10,503	0.85
Fairbury (Jefferson)	3,714	56,708	15,269	1.24
Superior (Nuckolls)	1,856	22,399	12,069	0.98
Crete (Saline)	7,059	64,924	9,197	0.75
Seward (Seward)	7,219	83,412	11,555	0.94
Hebron (Thayer)	1,537	16,099	10,474	0.85
York (York)	7,860	186,054	23,671	1.92

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 11

2016 Retail Sales (NMV) Pull Factors, Nebraska, Fillmore County & Selected Study Area Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2016 pull factors into the communities reporting retail sales figures within Fillmore County. As this table indicates, the community of Geneva had the strongest pull factor (0.83) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.50 for Fillmore County in 2016.

Table 16

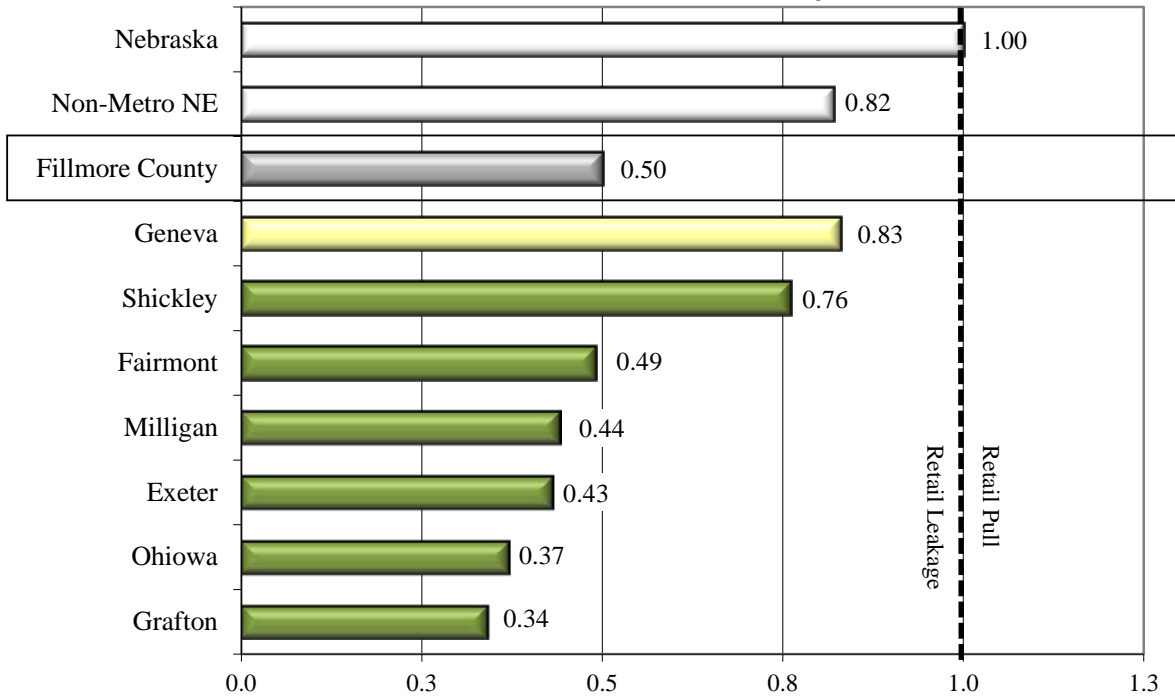
2016 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska and Available Fillmore County Area Communities

	2016 Population	2016 Retail Sales (x \$1,000)	2016 Per Cap Sales (\$)	2016 Pull Factor
Nebraska	1,907,603	23,471,035	12,304	1.00
Non-Metro Nebraska	862,833	8,673,355	10,052	0.82
Fillmore County	5,640	34,410	6,101	0.50
Geneva	2,162	22,083	10,214	0.83
Fairmont	564	3,372	5,978	0.49
Exeter	544	2,892	5,317	0.43
Shickley	337	3,147	9,339	0.76
Milligan	275	1,494	5,432	0.44
Grafton	122	509	4,168	0.34
Ohioia	112	513	4,585	0.37

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 12

2016 Retail Sales (NMV) Pull Factors, Nebraska and Available Fillmore County Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2016 pull factors for Nebraska, Geneva, and eight other similarly sized communities selected from around the state. Imperial's pull factor of 1.55 leads the group for 2016 thus indicating Imperial has greater retail pull.

Table 17

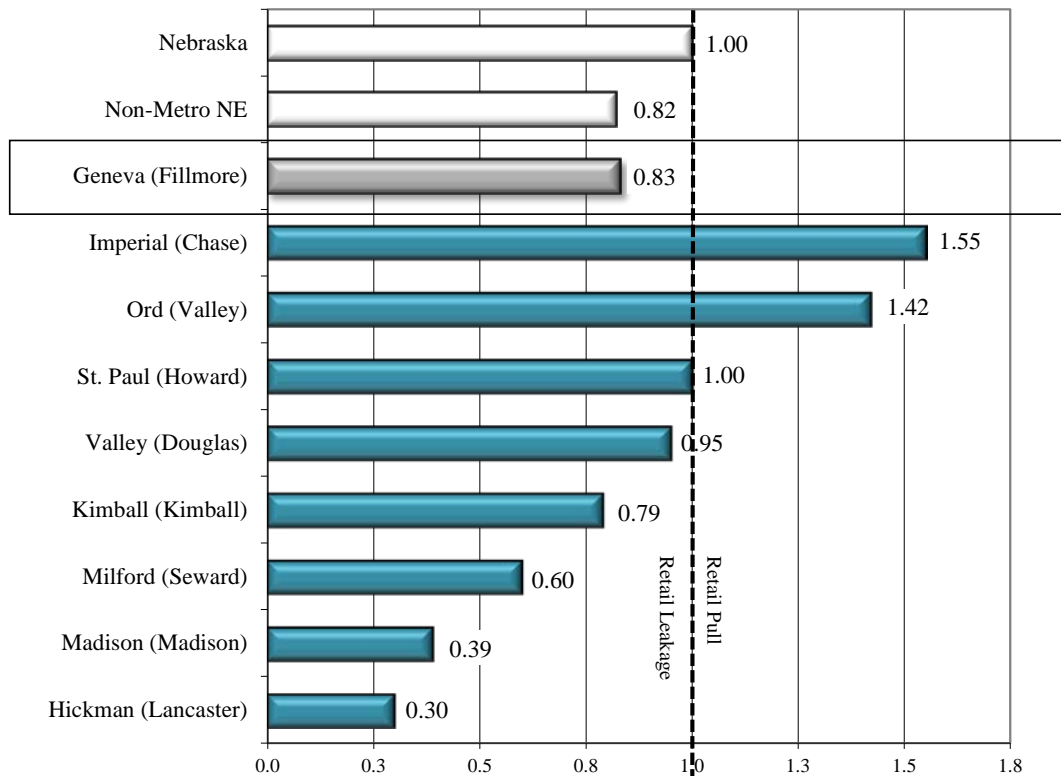
2016 Retail Sales (Non-Motor Vehicle) Pull Factors Geneva & Other Similarly Sized Nebraska Communities

	2016 Population	2016 Retail Sales (x \$1,000)	2016 Per Cap Sales (\$)	2016 Pull Factor
Nebraska	1,907,603	23,471,035	12,304	1.00
Non-Metro Nebraska	862,833	8,673,355	10,052	0.82
Geneva (Fillmore)	2,162	22,083	10,214	0.83
Imperial (Chase)	2,047	39,122	19,112	1.55
Ord (Valley)	2,078	36,252	17,446	1.42
Milford (Seward)	2,112	15,585	7,379	0.60
Hickman (Lancaster)	2,139	7,810	3,651	0.30
Valley (Douglas)	2,172	25,395	11,692	0.95
St. Paul (Howard)	2,349	28,969	12,333	1.00
Madison (Madison)	2,364	11,455	4,846	0.39
Kimball (Kimball)	2,400	23,237	9,682	0.79

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 13

2016 Retail Sales (NMV) Pull Factors, Geneva & Other Similarly Sized Nebraska Communities

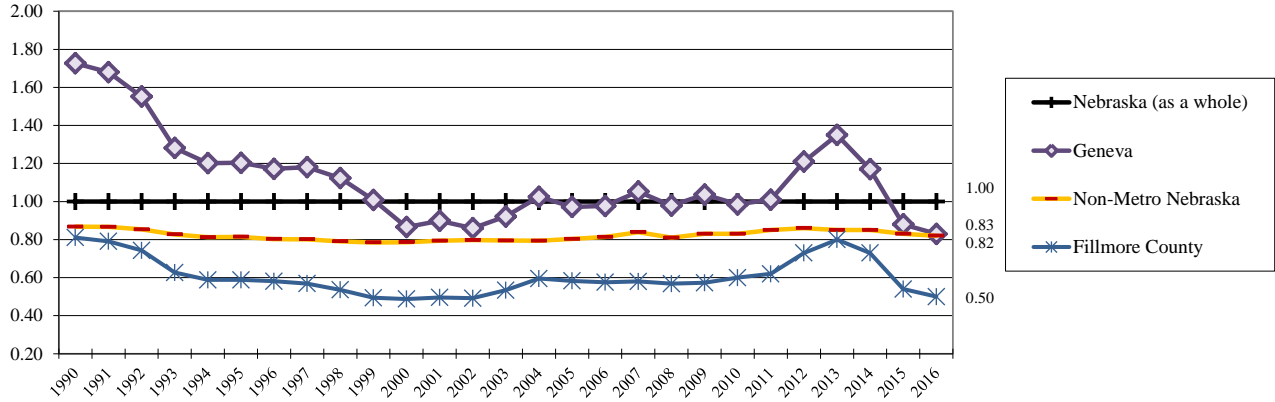


Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2017

Chart 14 illustrates the pull factor trend for Geneva, Fillmore County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2016. In examining the time line, the City of Geneva shows retail pull beginning the study period considerably above the state average until 2000 when it fell below the Nebraska state average (as a whole) and continued to fluctuate above and below ending the period at 83.0. Data within Fillmore County (as a whole) also shows the pull factor somewhat similar to the non-metropolitan county average throughout the time period only below.

Chart 14

**Pull Factors 1990–2016 Geneva, Fillmore County,
Non-Metro & Nebraska (as a whole)**



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2016

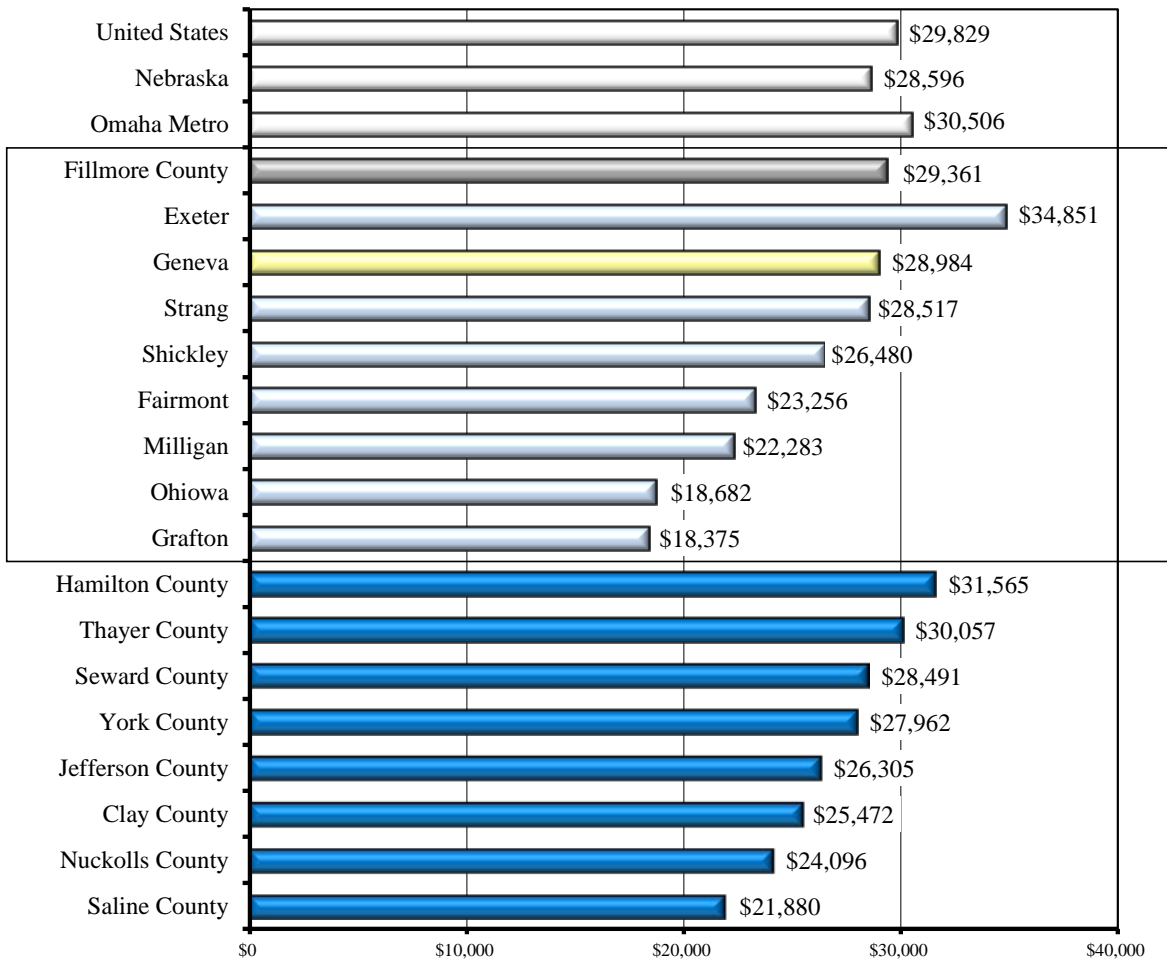
Per Capita Personal Income

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 2012–2016, five-year estimates show per capita personal income for Fillmore County is estimated to be \$29,361 compared to \$28,596 for Nebraska as a whole.

Chart 15

**Per Capita Personal Income, 2012–2016 Five-Year Estimate
Nebraska, Fillmore County & Surrounding Counties**



Source: U.S. Census Bureau 2012-2016 American Community Survey, accessed March 2018.

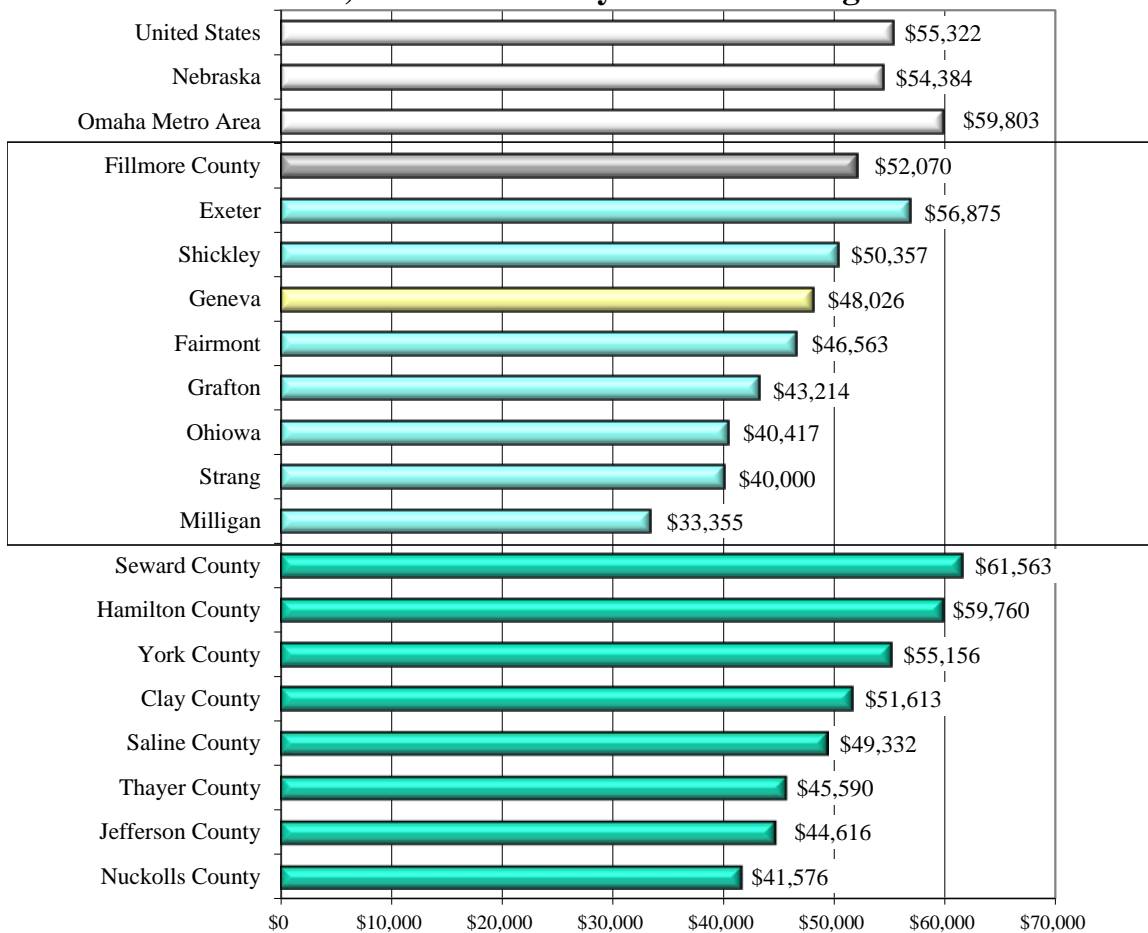
Median Household Income

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 2012–2016, five-year estimates show median household income for Fillmore County is estimated to be \$52,070 compared to \$54,384 for Nebraska as a whole.

Chart 16

Median Household Income, 2012–2016 Five-Year Estimate Nebraska, Fillmore County & Surrounding Counties



Source: U.S. Census Bureau, 2012-2016 American Community Survey, accessed March 2018.