



**Nebraska Public Power District**  
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## **ECONOMIC AND DEMOGRAPHIC TRENDS**

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# **LAUREL, CEDAR COUNTY AND THE SURROUNDING AREA**

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**PREPARED BY:**

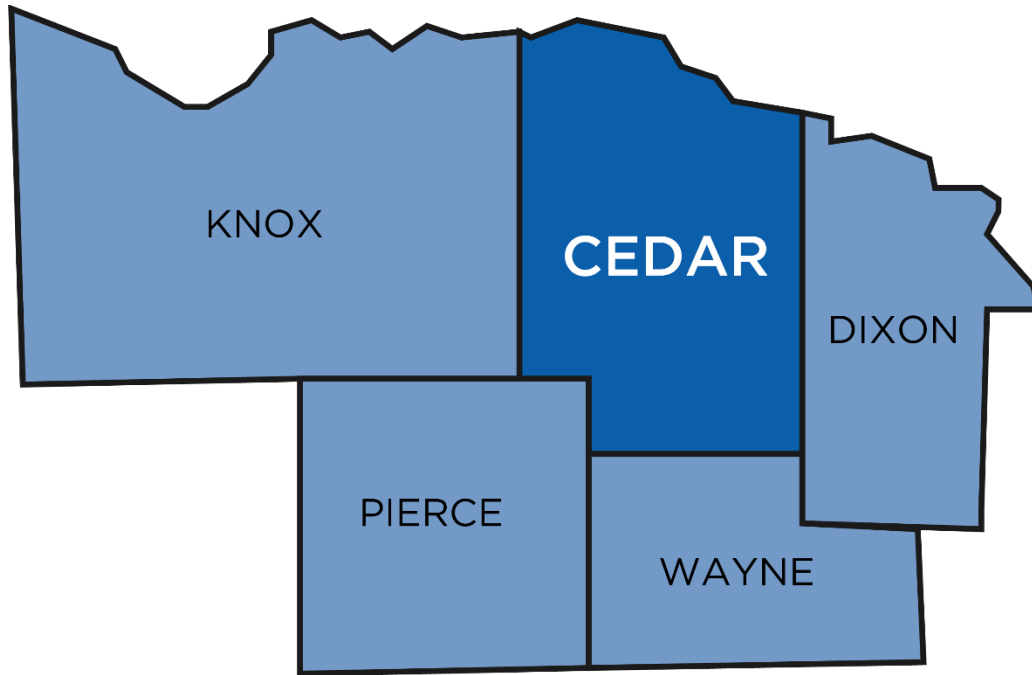
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MAY 2024

2024

ECONOMIC AND DEMOGRAPHIC TRENDS IN  
**Laurel, Cedar County**  
AND THE SURROUNDING AREA



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Cedar 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 Cedar County, other counties included in this area are Dixon, Knox, Pierce and Wayne. The retail sales section also compares retail growth between Laurel and eight other similarly sized Nebraska communities.

## LABOR FORCE AND EMPLOYMENT

Table 1 and Chart 1 (next page) present nonfarm wage and salary data for Cedar County for the period 2012–2022. Nonfarm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS).

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

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

The measure of employment reported in Table 1 is data on the number of people employed in the Nonfarm Wage and Salary (W&S) sector in Cedar County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Cedar County decreased 0 percent (1 job) between 2012 and 2022.

Table 1 and Chart 1 also provide employment data for Cedar County by major economic sector for years 2012–2022. The Leisure & Hospitality sector recorded the largest percentage increase in employment between 2012 and 2022 (58.7 percent or 54 jobs). The Natural Resources & Mining sector recorded the largest actual employment increase between 2012 and 2022 (87 jobs or 48.9 percent).

**TABLE 1**  
**Nonfarm Wage & Salary Employment Trends • 2012–2022**  
 Cedar County, Nebraska

|                                   | 2012         | 2013         | 2014         | 2015         | 2016         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | % Change<br>2012-2022 | # Change<br>2012-2022 |
|-----------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------------|-----------------------|
| <b>Nonfarm W&amp;S Employment</b> | <b>2,672</b> | <b>2,691</b> | <b>2,734</b> | <b>2,736</b> | <b>2,658</b> | <b>2,617</b> | <b>2,614</b> | <b>2,645</b> | <b>2,572</b> | <b>2,665</b> | <b>2,671</b> | <b>0.0</b>            | <b>-1</b>             |
| <b>Total Private Industries</b>   | <b>1,979</b> | <b>2,018</b> | <b>2,042</b> | <b>2,041</b> | <b>1,961</b> | <b>1,908</b> | <b>1,906</b> | <b>1,956</b> | <b>1,895</b> | <b>1,949</b> | <b>1,952</b> | <b>-1.4</b>           | <b>-27</b>            |
| <b>Goods Producing</b>            | <b>582</b>   | <b>618</b>   | <b>657</b>   | <b>659</b>   | <b>595</b>   | <b>590</b>   | <b>615</b>   | <b>628</b>   | <b>583</b>   | <b>596</b>   | <b>610</b>   | <b>4.8</b>            | <b>28</b>             |
| Natural Resources & Mining        | 178          | 200          | 214          | 215          | 207          | 216          | 224          | 246          | 247          | 249          | 265          | 48.9                  | 87                    |
| Construction                      | 182          | 185          | 203          | 189          | 177          | 175          | 173          | 163          | 150          | 156          | 155          | -14.8                 | -27                   |
| Manufacturing                     | 222          | 233          | 239          | 255          | 212          | 199          | 217          | 219          | 186          | 191          | 189          | -14.9                 | -33                   |
| <b>Service Providing</b>          | <b>1,397</b> | <b>1,399</b> | <b>1,385</b> | <b>1,381</b> | <b>1,365</b> | <b>1,318</b> | <b>1,292</b> | <b>1,327</b> | <b>1,312</b> | <b>1,353</b> | <b>1,343</b> | <b>-3.9</b>           | <b>-54</b>            |
| Trade, Transportation & Utilities | 683          | 694          | 692          | 673          | 648          | 629          | 620          | 636          | 641          | 649          | 666          | -2.5                  | -17                   |
| Information                       | 50           | 50           | 47           | 44           | 44           | 38           | 35           | 35           | 33           | 31           | 30           | -40.0                 | -20                   |
| Financial Activities              | 146          | 145          | 144          | 142          | 150          | 147          | 143          | 143          | 146          | 151          | 148          | 1.4                   | 2                     |
| Professional & Business Services  | 101          | 96           | 100          | 105          | 105          | 102          | 95           | 95           | 101          | 104          | 100          | -1.0                  | -1                    |
| Education & Health Services       | 224          | 257          | 235          | 235          | 236          | 238          | 236          | 253          | 238          | 229          | 188          | -16.1                 | -36                   |
| Leisure & Hospitality             | 92           | 86           | 97           | 106          | 106          | 96           | 91           | 99           | 85           | 117          | 146          | 58.7                  | 54                    |
| Other Services, except Public     | 101          | 71           | 71           | 76           | 77           | 69           | 72           | 68           | 68           | 72           | 65           | -35.6                 | -36                   |
| <b>Government</b>                 | <b>693</b>   | <b>673</b>   | <b>692</b>   | <b>695</b>   | <b>697</b>   | <b>709</b>   | <b>708</b>   | <b>689</b>   | <b>677</b>   | <b>716</b>   | <b>719</b>   | <b>3.8</b>            | <b>26</b>             |
| Federal                           | 98           | 97           | 99           | 101          | 96           | 101          | 100          | 97           | 98           | 97           | 93           | -5.1                  | -5                    |
| State                             | 29           | 29           | 29           | 29           | 27           | 25           | 26           | 25           | 27           | 26           | 23           | -20.7                 | -6                    |
| Local                             | 567          | 548          | 564          | 566          | 575          | 584          | 582          | 568          | 552          | 593          | 603          | 6.3                   | 36                    |

Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2023  
 Labor Force & Work Summary, 2012-2022, Annual, Cedar County, Nebraska (June 2023 data)

**CHART 1**  
**Employment by Industry • 2012–2022**  
 Cedar County, Nebraska

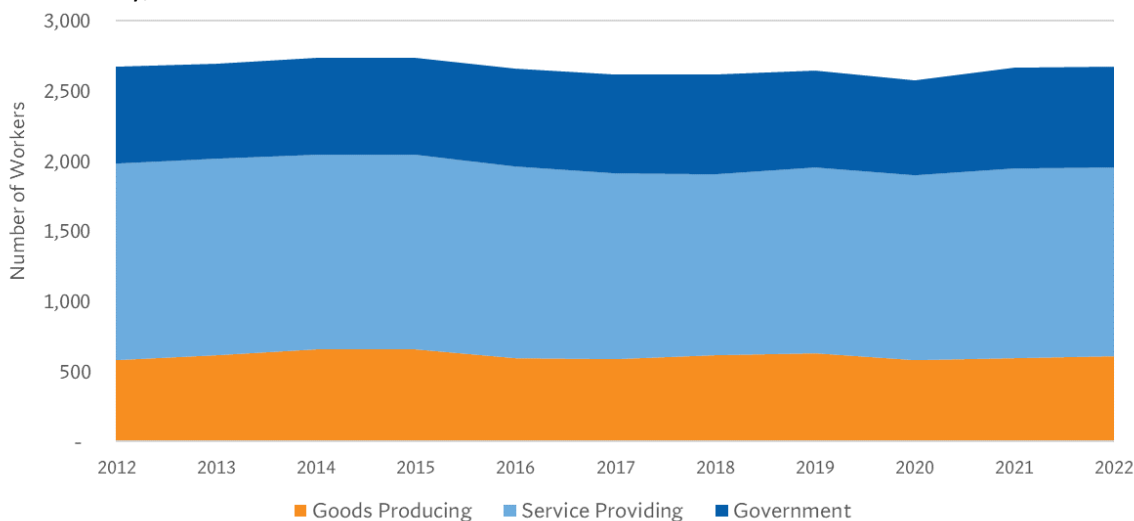


Chart 2 compares total nonfarm wage and salary employment growth in Cedar County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2012–2022. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Cedar County remained stable (decreased 1 job) from 2012 to 2022, compared to a 6.8 percent increase for Nebraska as a whole, an 8.0 percent increase in metropolitan Nebraska and a 17.0 percent increase in non-metropolitan Nebraska.

**CHART 2**  
**Nonfarm W&S Employment • 2012–2022**

Cedar County, Nebraska, Metro and Non-Metro Nebraska

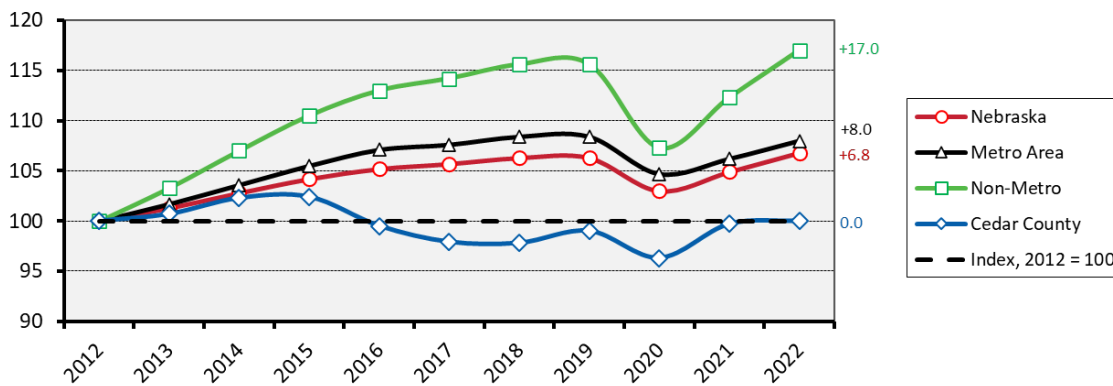
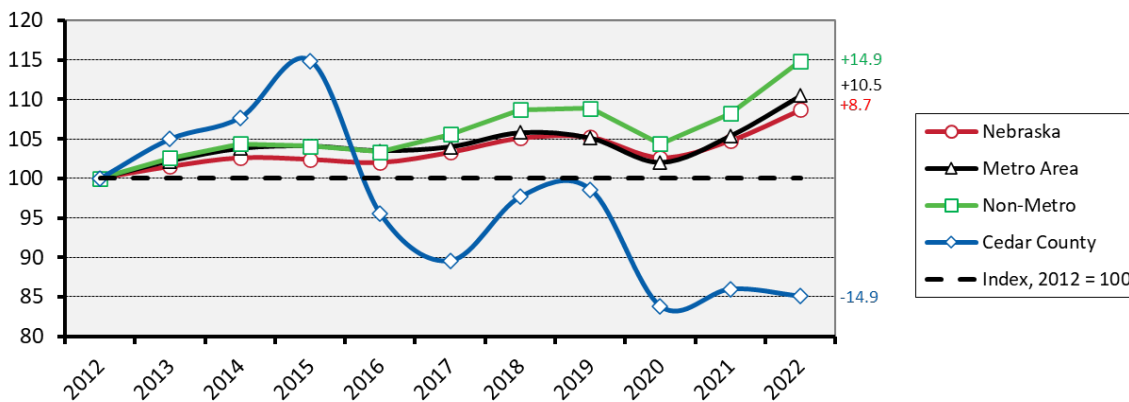


Chart 3 presents data on manufacturing wage and salary employment growth for Cedar County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Cedar County recorded a 14.9 percent decrease in employment (33 jobs) between 2012 and 2022. This compares to a 14.9 percent increase in employment for non-metropolitan Nebraska, an 8.7 percent increase for Nebraska as a whole; and a 10.5 percent increase for metropolitan Nebraska over the same period.

**CHART 3**  
**Manufacturing W&S Employment • 2012–2022**

Cedar County, Nebraska, Metro and Non-Metro Nebraska



Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2023

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

When comparing the Cedar County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector, which makes up 26.9 percent of the county workforce (719 employees) compared to 16.6 percent for non-metropolitan Nebraska; a difference of 10.3 percent. Comparing Cedar County to the overall metropolitan distribution, the largest deviation is found in the Government sector (26.9 percent Cedar County vs. 13.8 percent metropolitan Nebraska; a difference of 13.1 percent).

**CHART 4, 5 & 6**

**Nonfarm W&S Employment by Major Economic Sector**



U.S. Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Cedar County for the time period 2012–2022. Labor force data (labor force, unemployment, and total employment) are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was a decrease in the number of Cedar County residents participating in the labor force between 2012 and 2022 (2.2 percent or 104 people).

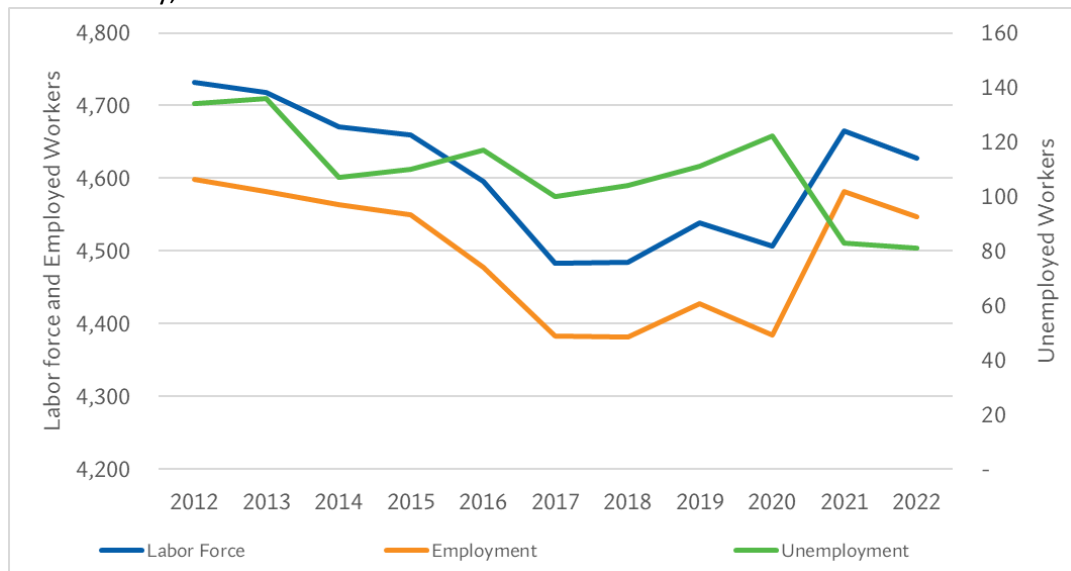
The number of those unemployed in Cedar County decreased by 39.6 percent (53 people) between 2012 and 2022. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Cedar County unemployment rate was 1.8 percent in 2022; below that for metropolitan Nebraska (4.6 percent), below Nebraska as a whole (4.3 percent), and below non-metropolitan Nebraska (3.6 percent).

**TABLE 2**  
**Labor Force & Employment Trends · 2012–2022**  
 Cedar County, Nebraska

|                   | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | % Change<br>2012-2022 | # Change<br>2012-2022 |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------|-----------------------|
| Labor Force       | 4,732 | 4,718 | 4,670 | 4,660 | 4,595 | 4,483 | 4,485 | 4,539 | 4,506 | 4,665 | 4,628 | -2.2                  | -104                  |
| Employment        | 4,598 | 4,582 | 4,563 | 4,550 | 4,478 | 4,383 | 4,381 | 4,428 | 4,384 | 4,582 | 4,547 | -1.1                  | -51                   |
| Unemployment      | 134   | 136   | 107   | 110   | 117   | 100   | 104   | 111   | 122   | 83    | 81    | -39.6                 | -53                   |
| Unemployment Rate | 2.8   | 2.9   | 2.3   | 2.4   | 2.5   | 2.2   | 2.3   | 2.4   | 2.7   | 1.8   | 1.8   | N/A                   | N/A                   |

(N/A) - Data not available

**CHART 7**  
**Labor Force & Employment Trends · 2012–2022**  
 Cedar County, Nebraska



Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2023

The right axis on Chart 7 refers to Unemployed Workers

## RESIDENCE AND WORK FLOW PATTERNS

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Cedar County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination Report looks at the area from which a county is pulling employees to fill positions. These data are estimates from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) program. This program uses a variety of statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data. The most current data available for Cedar County are from 2021.

Table 3 (pages 6–7) examines the Work Destination area for Cedar County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 3,374 county labor force participants holding primary jobs. As Table 3 shows, 78.2 percent of Cedar County’s labor force participants are employed within the state of Nebraska. Approximately 41.6 percent of Cedar County workers remain within Cedar County for employment with 58.4 percent leaving the county borders for work (next page). The top ten incorporated places where Cedar County labor force participants are employed are also shown on the following page.

**TABLE 3**

### Work Destination Report • 2021

Where Workers are Employed Who Live in the Selection Area

|                    | Count | Share  |
|--------------------|-------|--------|
| Total Primary Jobs | 3,374 | 100.0% |

#### By States

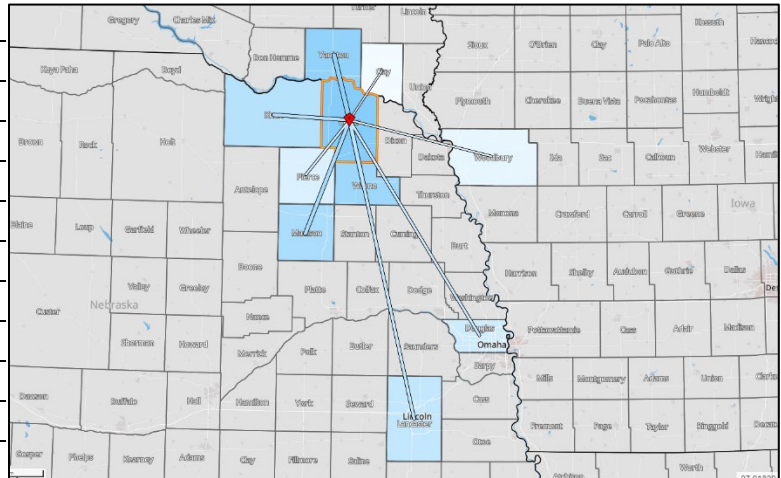
|                     | Count | Share |
|---------------------|-------|-------|
| Nebraska            | 2,640 | 78.2% |
| South Dakota        | 618   | 18.3% |
| Iowa                | 91    | 2.7%  |
| Kansas              | 8     | 0.2%  |
| Illinois            | 3     | 0.1%  |
| Arizona             | 2     | 0.1%  |
| California          | 2     | 0.1%  |
| Colorado            | 2     | 0.1%  |
| Missouri            | 2     | 0.1%  |
| Indiana             | 1     | 0.0%  |
| All Other Locations | 5     | 0.1%  |



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2021).

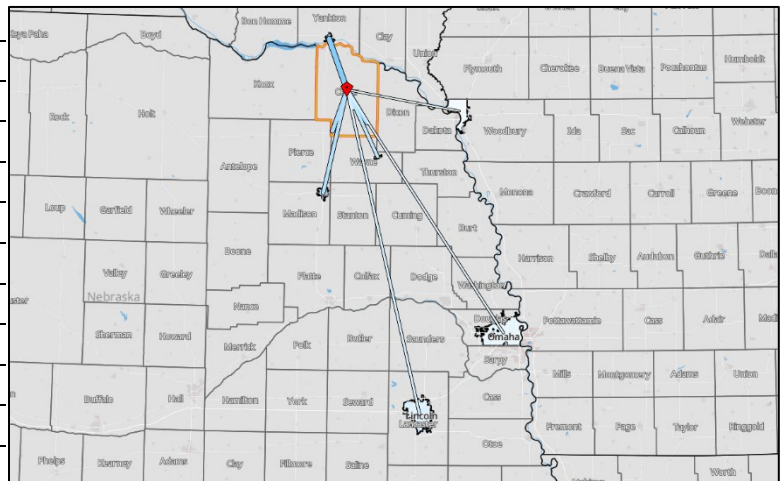
## By Counties

|                      | Count | Share |
|----------------------|-------|-------|
| Cedar County, NE     | 1,405 | 41.6% |
| Yankton County, SD   | 517   | 15.3% |
| Wayne County, NE     | 224   | 6.6%  |
| Madison County, NE   | 183   | 5.4%  |
| Knox County, NE      | 122   | 3.6%  |
| Lancaster County, NE | 113   | 3.3%  |
| Douglas County, NE   | 103   | 3.1%  |
| Pierce County, NE    | 73    | 2.2%  |
| Woodbury County, IA  | 51    | 1.5%  |
| Clay County, SD      | 49    | 1.5%  |
| All Other Locations  | 534   | 15.8% |



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

|                       | Count | Share |
|-----------------------|-------|-------|
| Yankton city, SD      | 461   | 13.7% |
| Hartington city, NE   | 395   | 11.7% |
| Laurel city, NE       | 232   | 6.9%  |
| Randolph city, NE     | 148   | 4.4%  |
| Norfolk city, NE      | 141   | 4.2%  |
| Wayne city, NE        | 140   | 4.1%  |
| Coleridge village, NE | 117   | 3.5%  |
| Lincoln city, NE      | 105   | 3.1%  |
| Omaha city, NE        | 96    | 2.8%  |
| Sioux City city, IA   | 47    | 1.4%  |
| All Other Locations   | 1,492 | 44.2% |



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2021).

People also travel from other locations to work in Cedar County—this is the Home Destination Report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Cedar County. The Census identified 3,808 primary jobs within Cedar County. As Table 4 indicates, 89.7 percent of these jobs are held by Nebraska residents. Approximately 64.0 percent of Cedar County 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 • 2021**

Where Workers Live Who are Employed in the Selection Area

|                    | Count | Share  |
|--------------------|-------|--------|
| Total Primary Jobs | 2,195 | 100.0% |

**By States**

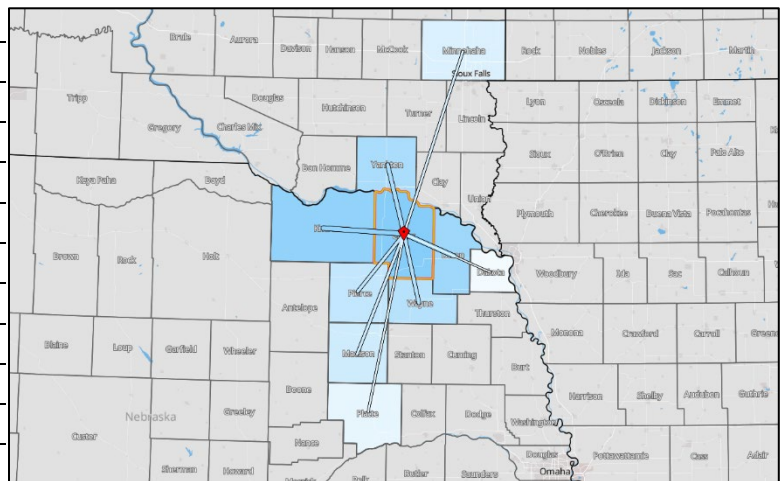
|                     | Count | Share |
|---------------------|-------|-------|
| Nebraska            | 1,968 | 89.7% |
| South Dakota        | 166   | 7.6%  |
| Iowa                | 22    | 1.0%  |
| California          | 5     | 0.2%  |
| Ohio                | 5     | 0.2%  |
| Texas               | 5     | 0.2%  |
| Minnesota           | 3     | 0.1%  |
| Virginia            | 3     | 0.1%  |
| Kansas              | 2     | 0.1%  |
| Mississippi         | 2     | 0.1%  |
| All Other Locations | 14    | 0.6%  |



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2021).

**By Counties**

|                      | Count | Share |
|----------------------|-------|-------|
| Cedar County, NE     | 1,405 | 64.0% |
| Knox County, NE      | 119   | 5.4%  |
| Dixon County, NE     | 111   | 5.1%  |
| Yankton County, SD   | 96    | 4.4%  |
| Wayne County, NE     | 71    | 3.2%  |
| Pierce County, NE    | 60    | 2.7%  |
| Madison County, NE   | 40    | 1.8%  |
| Minnehaha County, SD | 16    | 0.7%  |
| Platte County, NE    | 14    | 0.6%  |
| Dakota County, NE    | 11    | 0.5%  |
| All Other Locations  | 252   | 11.5% |



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2021).

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

|                       | Count | Share |
|-----------------------|-------|-------|
| Hartington city, NE   | 241   | 11.0% |
| Laurel city, NE       | 152   | 6.9%  |
| Randolph city, NE     | 151   | 6.9%  |
| Coleridge village, NE | 82    | 3.7%  |
| Yankton city, SD      | 79    | 3.6%  |
| Wynot village, NE     | 43    | 2.0%  |
| Wayne city, NE        | 30    | 1.4%  |
| Norfolk city, NE      | 28    | 1.3%  |
| Fordyce village, NE   | 23    | 1.0%  |
| Crofton city, NE      | 22    | 1.0%  |
| All Other Locations   | 1,344 | 61.2% |



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2021).

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

**TABLE 5**  
**Inflow/Outflow Report**

Cedar County, Primary Jobs

| Selection Area Labor Market Size (Primary Jobs) | 2021   |        | 2020   |        | 2019   |        |
|---|--------|--------|--------|--------|--------|--------|
|   | Count  | Share  | Count  | Share  | Count  | Share  |
| Employed in the Selection Area                  | 2,195  | 100.0% | 2,173  | 100.0% | 2,286  | 100.0% |
| Living in the Selection Area                    | 3,374  | 153.7% | 3,405  | 156.7% | 3,466  | 151.6% |
| Net Job Inflow (+) or Outflow (-)               | -1,179 | -      | -1,232 | -      | -1,180 | -      |

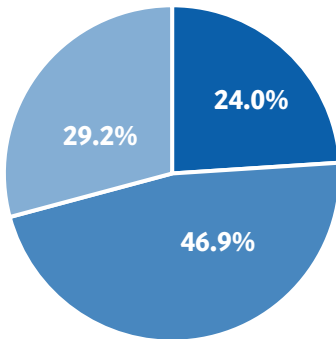
| In-Area Labor Force Efficiency (Primary Jobs)     | 2021  |        | 2020  |        | 2019  |        |
|---|-------|--------|-------|--------|-------|--------|
|   | Count | Share  | Count | Share  | Count | Share  |
| Living in the Selection Area                      | 3,374 | 100.0% | 3,405 | 100.0% | 3,466 | 100.0% |
| Living and Employed in the Selection Area         | 1,405 | 41.6%  | 1,449 | 42.6%  | 1,491 | 43.0%  |
| Living in the Selection Area but Employed Outside | 1,969 | 58.4%  | 1,956 | 57.4%  | 1,975 | 57.0%  |

| In-Area Employment Efficiency (Primary Jobs)      | 2021  |        | 2020  |        | 2019  |        |
|---|-------|--------|-------|--------|-------|--------|
|   | Count | Share  | Count | Share  | Count | Share  |
| Employed in the Selection Area                    | 2,195 | 100.0% | 2,173 | 100.0% | 2,286 | 100.0% |
| Employed and Living in the Selection Area         | 1,405 | 64.0%  | 1,449 | 66.7%  | 1,491 | 65.2%  |
| Employed in the Selection Area but Living Outside | 790   | 36.0%  | 724   | 33.3%  | 795   | 34.8%  |

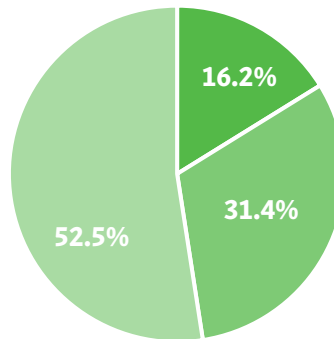
**TABLE 6****Worker Outflow by Job Characteristic**

Cedar County

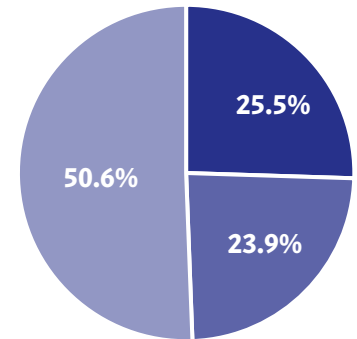
| Outflow Job Characteristics  | 2021  |        | 2020  |        | 2019  |        |
|--|-------|--------|-------|--------|-------|--------|
|  | Count | Share  | Count | Share  | Count | Share  |
| External Jobs Filled by Residents                                    | 1,969 | 100.0% | 1,956 | 100.0% | 1,975 | 100.0% |
| Workers Aged 29 or younger   | 472   | 24.0%  | 458   | 23.4%  | 475   | 24.1%  |
| Workers Aged 30 to 54  | 923   | 46.9%  | 943   | 48.2%  | 979   | 49.6%  |
| Workers Aged 55 or older   | 574   | 29.2%  | 555   | 28.4%  | 521   | 26.4%  |
| Workers Earning \$1,250 per month or less                            | 318   | 16.2%  | 321   | 16.4%  | 329   | 16.7%  |
| Workers Earning \$1,251 to \$3,333 per month                         | 618   | 31.4%  | 706   | 36.1%  | 694   | 35.1%  |
| Workers Earning More than \$3,333 per month                          | 1,033 | 52.5%  | 929   | 47.5%  | 952   | 48.2%  |
| Workers in the "Goods Producing" Industry Class                      | 502   | 25.5%  | 549   | 28.1%  | 503   | 25.5%  |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 470   | 23.9%  | 453   | 23.2%  | 444   | 22.5%  |
| Workers in the "All Other Services" Industry Class                   | 997   | 50.6%  | 954   | 48.8%  | 1,028 | 52.1%  |

**CHART 8, 9 & 10**

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



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



- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

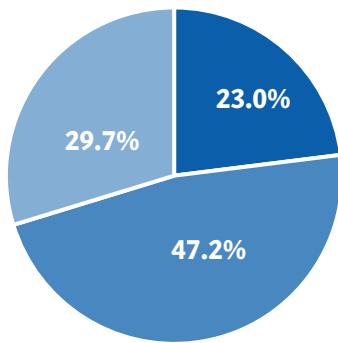
**TABLE 7**

## Worker Inflow by Job Characteristic

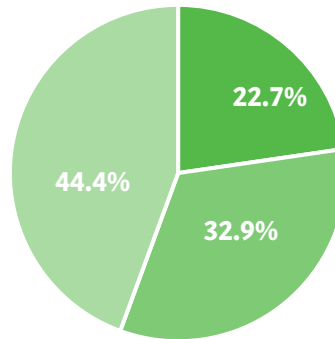
Cedar County

| Inflow Job Characteristics   | 2021  |        | 2020  |        | 2019  |        |
|--|-------|--------|-------|--------|-------|--------|
|  | Count | Share  | Count | Share  | Count | Share  |
| Internal Jobs Filled by Outside Workers                              | 790   | 100.0% | 724   | 100.0% | 795   | 100.0% |
| Workers Aged 29 or younger   | 182   | 23.0%  | 181   | 25.0%  | 181   | 22.8%  |
| Workers Aged 30 to 54  | 373   | 47.2%  | 304   | 42.0%  | 341   | 42.9%  |
| Workers Aged 55 or older   | 235   | 29.7%  | 239   | 33.0%  | 273   | 34.3%  |
| Workers Earning \$1,250 per month or less                            | 179   | 22.7%  | 168   | 23.2%  | 196   | 24.7%  |
| Workers Earning \$1,251 to \$3,333 per month                         | 260   | 32.9%  | 267   | 36.9%  | 281   | 35.3%  |
| Workers Earning More than \$3,333 per month                          | 351   | 44.4%  | 289   | 39.9%  | 318   | 40.0%  |
| Workers in the "Goods Producing" Industry Class                      | 213   | 27.0%  | 190   | 26.2%  | 187   | 23.5%  |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 243   | 30.8%  | 197   | 27.2%  | 228   | 28.7%  |
| Workers in the "All Other Services" Industry Class                   | 334   | 42.3%  | 337   | 46.5%  | 380   | 47.8%  |

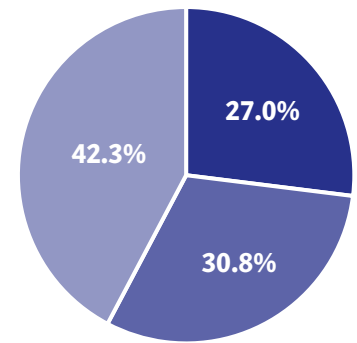
**CHART 11, 12 & 13**



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



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



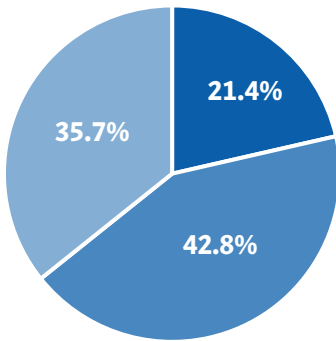
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

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

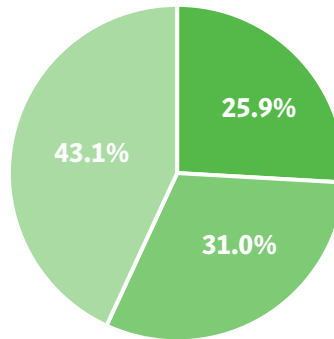
Cedar County

**Interior Flow Job Characteristics**

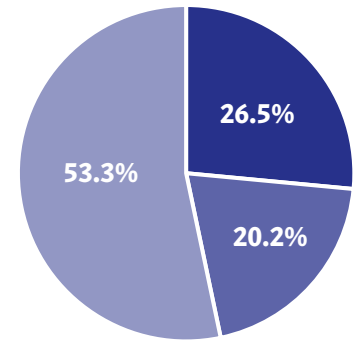
|  | 2021  |        | 2020  |        | 2019  |        |
|--|-------|--------|-------|--------|-------|--------|
|  | Count | Share  | Count | Share  | Count | Share  |
| Internal Jobs Filled by Residents                                    | 1,405 | 100.0% | 1,449 | 100.0% | 1,491 | 100.0% |
| Workers Aged 29 or younger   | 301   | 21.4%  | 298   | 20.6%  | 285   | 19.1%  |
| Workers Aged 30 to 54  | 602   | 42.8%  | 619   | 42.7%  | 672   | 45.1%  |
| Workers Aged 55 or older   | 502   | 35.7%  | 532   | 36.7%  | 534   | 35.8%  |
| Workers Earning \$1,250 per month or less                            | 364   | 25.9%  | 336   | 23.2%  | 352   | 23.6%  |
| Workers Earning \$1,251 to \$3,333 per month                         | 435   | 31.0%  | 495   | 34.2%  | 488   | 32.7%  |
| Workers Earning More than \$3,333 per month                          | 606   | 43.1%  | 618   | 42.7%  | 651   | 43.7%  |
| Workers in the "Goods Producing" Industry Class                      | 372   | 26.5%  | 382   | 26.4%  | 464   | 31.1%  |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 284   | 20.2%  | 317   | 21.9%  | 316   | 21.2%  |
| Workers in the "All Other Services" Industry Class                   | 749   | 53.3%  | 750   | 51.8%  | 711   | 47.7%  |

**CHART 14, 15 & 16**

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



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



- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

The Distance/Direction Report depicted in Table 9 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Cedar County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Cedar County is fewer in 2021 compared to 2019. The distribution of miles traveled to work has shifted slightly since 2019. Figure 1 shows the location and concentration of these workplaces.

**TABLE 9 & FIGURE 1**

**Distance/Direction Report • Home to Work Census Block**

Live within study area – distance to work

| Job Counts in Work Blocks | 2021  |        | 2020  |        | 2019  |        |
|---------------------------|-------|--------|-------|--------|-------|--------|
|                           | Count | Share  | Count | Share  | Count | Share  |
| Total Primary Jobs        | 3,374 | 100.0% | 3,405 | 100.0% | 3,466 | 100.0% |
| Less than 10 miles        | 883   | 26.2%  | 902   | 26.5%  | 851   | 24.6%  |
| 10 to 24 miles            | 1,320 | 39.1%  | 1,326 | 38.9%  | 1,442 | 41.6%  |
| 25 to 50 miles            | 518   | 15.4%  | 556   | 16.3%  | 532   | 15.3%  |
| Greater than 50 miles     | 653   | 19.4%  | 621   | 18.2%  | 641   | 18.5%  |

*U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2023*

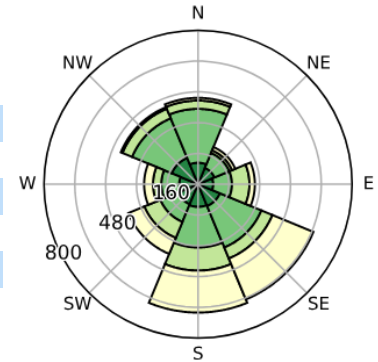


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Cedar County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Cedar County has decreased since 2019. The data also show the majority of Cedar County employees continue to travel less than 24 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

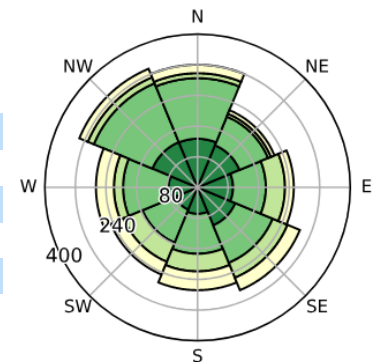
**TABLE 10 & FIGURE 2**

**Distance/Direction Report • Work to Home Census Block**

Work within study area – distance to home

| Job Counts in Work Blocks | 2021  |        | 2020  |        | 2019  |        |
|---------------------------|-------|--------|-------|--------|-------|--------|
|                           | Count | Share  | Count | Share  | Count | Share  |
| Total Primary Jobs        | 2,195 | 100.0% | 2,173 | 100.0% | 2,286 | 100.0% |
| Less than 10 miles        | 782   | 35.6%  | 805   | 37.0%  | 762   | 33.3%  |
| 10 to 24 miles            | 913   | 41.6%  | 877   | 40.4%  | 1,002 | 43.8%  |
| 25 to 50 miles            | 254   | 11.6%  | 258   | 11.9%  | 262   | 11.5%  |
| Greater than 50 miles     | 246   | 11.2%  | 233   | 10.7%  | 260   | 11.4%  |

*U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2023*



## POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Cedar County and the surrounding area. As Table 11 indicates, Cedar County’s population experienced an average annual decrease of 0.8 percent between 1970 and 2010 for a total decrease of 27.4 percent or 3,340 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole during the same time period. Cedar County reported an average annual decrease of 0.5 percent in population from 2000 to 2022 (-5.4% percent or -481 people total). This compares to an average annual increase of 0.6 percent for Nebraska over the same time period (a 7.8 percent increase total).

**TABLE 11**

### County Population • 1970–2022

Cedar County and the Surrounding Area

| Location            | 1970             | 1980             | 1990             | 2000             | 2010             | 2020             | 2022             | Avg. Annual | Avg. Annual |
|---------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------|-------------|
|                     |                  |                  |                  |                  |                  |                  |                  | % Change    | % Change    |
|                     |                  |                  |                  |                  |                  |                  |                  | 1970-2010   | 2010-2022   |
| <b>Nebraska</b>     | <b>1,485,333</b> | <b>1,569,825</b> | <b>1,578,417</b> | <b>1,711,265</b> | <b>1,826,341</b> | <b>1,962,642</b> | <b>1,967,923</b> | <b>0.5</b>  | <b>0.6</b>  |
| <b>Cedar County</b> | <b>12,192</b>    | <b>11,375</b>    | <b>10,131</b>    | <b>9,615</b>     | <b>8,852</b>     | <b>8,372</b>     | <b>8,371</b>     | <b>-0.8</b> | <b>-0.5</b> |
| Dixon County        | 7,453            | 7,137            | 6,143            | 6,338            | 6,000            | 5,582            | 5,464            | -0.5        | -0.8        |
| Knox County         | 11,723           | 11,457           | 9,534            | 9,374            | 8,701            | 8,396            | 8,336            | -0.7        | -0.4        |
| Pierce County       | 8,493            | 8,481            | 7,827            | 7,857            | 7,266            | 7,340            | 7,332            | -0.4        | 0.1         |
| Wayne County        | 10,400           | 9,858            | 9,364            | 9,851            | 9,595            | 9,694            | 9,871            | -0.2        | 0.2         |

Table 12 data reveals the population of Cedar 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 0.0 percent from 2010 to 2022 for a total decrease of 10.9 percent (557 people) from 1970 to 2022. Hartington, the county’s largest city, reported a 4.4 percent decrease in population (69 people) between 1970 and 2022. The unincorporated areas outside of the selected communities experienced a 45.7 percent decrease (3,249 people) during the period 1970–2022.

**TABLE 12**

### Population • 1970–2022

Cedar County Communities/Rural Populations

| Location                         | 1970             | 1980             | 1990             | 2000             | 2010             | 2020             | 2022             | Avg. Annual | Avg. Annual |
|----------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------|-------------|
|                                  |                  |                  |                  |                  |                  |                  |                  | % Change    | % Change    |
|                                  |                  |                  |                  |                  |                  |                  |                  | 1970-2010   | 2010-2022   |
| <b>Nebraska</b>                  | <b>1,485,333</b> | <b>1,569,825</b> | <b>1,578,417</b> | <b>1,711,265</b> | <b>1,826,341</b> | <b>1,962,642</b> | <b>1,967,923</b> | <b>0.5</b>  | <b>0.6</b>  |
| <b>Cedar County</b>              | <b>12,192</b>    | <b>11,375</b>    | <b>10,131</b>    | <b>9,615</b>     | <b>8,852</b>     | <b>8,751</b>     | <b>8,371</b>     | <b>-0.8</b> | <b>-0.5</b> |
| Belden                           | 162              | 151              | 149              | 131              | 115              | 114              | 112              | -0.9        | -0.2        |
| Coleridge                        | 608              | 673              | 596              | 541              | 473              | 468              | 527              | -0.6        | 0.9         |
| Fordyce                          | 146              | 148              | 190              | 182              | 139              | 137              | 135              | -0.1        | -0.2        |
| Hartington                       | 1,581            | 1,730            | 1,665            | 1,640            | 1,554            | 1,534            | 1,512            | 0.0         | -0.2        |
| Laurel                           | 1,009            | 1,031            | 986              | 986              | 964              | 950              | 968              | -0.1        | 0.0         |
| Magnet                           | 88               | 59               | 69               | 79               | 57               | 56               | 46               | -1.1        | -1.8        |
| Obert                            | 36               | 44               | 39               | 49               | 23               | 23               | 23               | -1.1        | 0.0         |
| Randolph                         | 1,130            | 1,106            | 983              | 955              | 944              | 936              | 884              | -0.4        | -0.5        |
| St. Helena                       | 102              | 111              | 87               | 86               | 96               | 95               | 91               | -0.2        | -0.4        |
| Wynot                            | 226              | 222              | 213              | 191              | 166              | 166              | 218              | -0.8        | 2.3         |
| <b>Total Incorporated Places</b> | <b>5,088</b>     | <b>5,275</b>     | <b>4,977</b>     | <b>4,840</b>     | <b>4,531</b>     | <b>4,479</b>     | <b>4,516</b>     | <b>-0.3</b> | <b>0.0</b>  |
| <b>Unincorporated Areas</b>      | <b>7,104</b>     | <b>6,100</b>     | <b>5,154</b>     | <b>4,775</b>     | <b>4,321</b>     | <b>4,272</b>     | <b>3,855</b>     | <b>-1.2</b> | <b>-0.9</b> |

U.S. Bureau of the Census, Annual Estimates of the Resident Population for Incorporated Places in the United States: April 2020 to July 1, 2022, May 2023

The next table and chart (Tables 13 and Chart 17, next page) provide detail on migration patterns. Data reported in these tables are 2018-2022 five-year estimates, the latest multiyear estimates available. Multiyear estimates from the American Community Survey are “period” estimates that represent data collected over a period of time (as opposed to “point-in-time” estimates, such as the decennial census, that approximate the characteristics of an area on a specific date). Migration patterns are influenced by employment opportunities, cost-of-living and quality-of-life.

Table 13 data show the current population one year or older is 102 greater than the number of people living in Cedar County one year ago. This indicates Cedar County experienced a net increase in its population age one and older, and in-migration was greater than out-migration plus the number of deaths.

**TABLE 13**  
**5-Year Estimate Population Change**  
**Due to Migration and Mortality · 2018-2022**

Cedar County, Nebraska

|  |       |
|--|-------|
| Current population one-year or older             | 8,305 |
| Number of people living in the area one-year ago | 8,203 |
| Population change due to migration and mortality | 102   |

*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*

The 2018-2022 five-year estimates in Chart 17 reveal a net gain of 104 people from other Nebraska counties and a net loss of 2 people from other states for a total net gain of 102 people one year or older. As shown in Chart 17, net gains occurred in the age groups Age 18 to 24 (gain of 105), Age 25 to 44 (gain of 9), Age 45 to 64 (gain of 25), Age 65 and over (gain of 25) and net losses in age groups Age 1 to 17, (loss of 17) and Age 65 and over (loss of 20).

Chart 17 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was a gain in residents with a HS diploma or less (gain of 9) and graduate or professional degree (gain of 14) and a loss of residents with a bachelor’s degree, associate’s degree, or some college (loss of 9).

**CHART 17**  
**Population Change Due to Migration and Mortality**  
**Five-Year Estimate · 2018-2022**

Cedar County and Nebraska

| -- Part A: By Age Group --              |                                    |                                      |                                 |                          |                            |                            |  |
|---|------------------------------------|--------------------------------------|---------------------------------|--------------------------|----------------------------|----------------------------|--|
| Age Group                               | Moved to Different Nebraska County | Moved From Different Nebraska County | Net Gain From Nebraska Counties | Moved to Different State | Moved From Different State | Net Gain From Other States | Net Gain From Nebraska Counties and Other States |
| Age 1 to 17                             | 35                                 | 61                                   | 26                              | 54                       | 11                         | -43                        | -17  |
| Age 18 to 24                            | 24                                 | 107                                  | 83                              | 8                        | 30                         | 22                         | 105  |
| Age 25 to 44                            | 61                                 | 68                                   | 7                               | 7                        | 9                          | 2                          | 9  |
| Age 45 to 64                            | 18                                 | 12                                   | -6                              | 11                       | 42                         | 31                         | 25   |
| Age 65 and over                         | 28                                 | 22                                   | -6                              | 14                       | 0                          | -14                        | -20  |
| <b>Total</b>                            | <b>166</b>                         | <b>270</b>                           | <b>104</b>                      | <b>94</b>                | <b>92</b>                  | <b>-2</b>                  | <b>102</b>                                       |
| -- Part B: By Educational Attainment -- |                                    |                                      |                                 |                          |                            |                            |  |
| Educational Attainment                  | Moved to Different Nebraska County | Moved From Different Nebraska County | Net Gain From Nebraska Counties | Moved to Different State | Moved From Different State | Net Gain From Other States | Net Gain From Nebraska Counties and Other States |
| HS diploma or less                      | 42                                 | 33                                   | -9                              | 5                        | 23                         | 18                         | 9  |
| Bachelor’s or some college              | 65                                 | 55                                   | -10                             | 27                       | 28                         | 1                          | -9   |
| Grad. or Prof. degree                   | 0                                  | 14                                   | 14                              | 0                        | 0                          | 0                          | 14   |
| <b>Total</b>                            | <b>107</b>                         | <b>102</b>                           | <b>-5</b>                       | <b>32</b>                | <b>51</b>                  | <b>19</b>                  | <b>14</b>  |

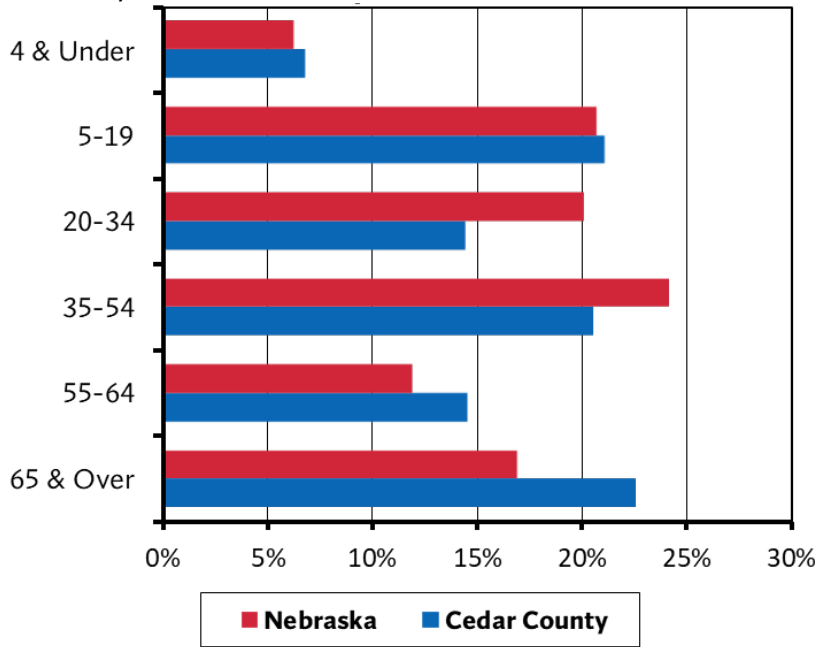
Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States; Geographical Mobility In The Past Year By Educational Attainment For Current Residence In The United States & Geographical Mobility In The Past Year By Educational Attainment For Residence 1 Year Ago In The United States*; accessed December 2023.

The following chart and table (Chart 18; Table 14) compare the U.S. Census Bureau’s age distribution of population for Nebraska as a whole and Cedar County. The population of Cedar County is older than Nebraska as a whole. The median age for Cedar County residents in 2022 was 42.3 years of age compared to 37.3 years of age for residents of Nebraska as a whole.

**CHART 18**

**Age Distribution of the Population • 2022**

Cedar County and Nebraska



**TABLE 14**

|                   | 2022 Population  |              | Percent     |              |
|-------------------|------------------|--------------|-------------|--------------|
|                   | Nebraska         | Cedar County | Nebraska    | Cedar County |
| 4 & Under         | 123,837          | 570          | 6.3%        | 6.8%         |
| 5-19              | 406,957          | 1,763        | 20.7%       | 21.1%        |
| 20-34             | 395,053          | 1,209        | 20.1%       | 14.4%        |
| 35-54             | 474,870          | 1,720        | 24.1%       | 20.5%        |
| 55-64             | 234,150          | 1,219        | 11.9%       | 14.6%        |
| 65 & Over         | 333,056          | 1,890        | 16.9%       | 22.6%        |
| <b>Total</b>      | <b>1,967,923</b> | <b>8,371</b> | <b>100%</b> | <b>100%</b>  |
| <b>Median Age</b> | <b>37.3</b>      | <b>42.3</b>  |             |              |

U.S. Census Bureau, “Annual Estimates of the Resident Population for Selected Age Groups by Sex,” April 2023

Table 15 (page 18) shows additional median ages as estimated by the American Community Survey for communities within Cedar County and the surrounding counties both as a total and by gender. These five-year estimates differ from the U.S. Census Bureau’s single-year distributions. Chart 19 graphically depicts the median age distribution for the study area.

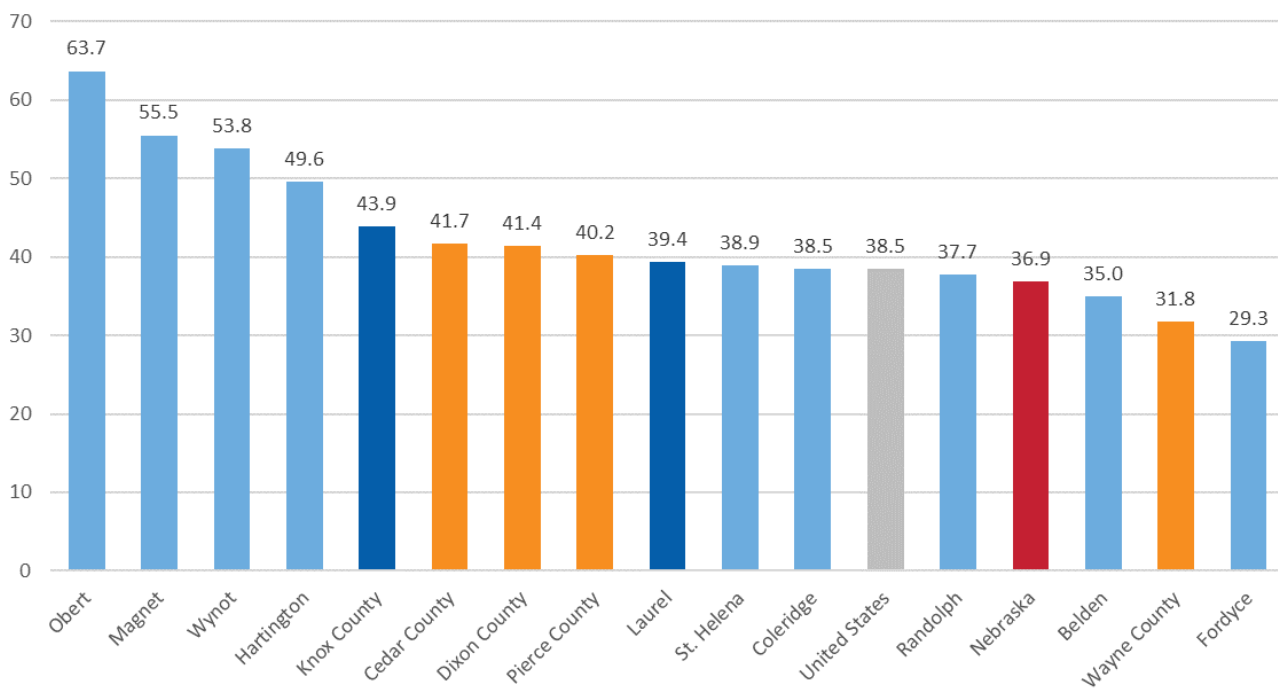
**TABLE 15****Median Age by Location and Gender · 2018-2022**

Cedar County and the Surrounding Area

|                      | Median Age  |             |             |
|----------------------|-------------|-------------|-------------|
|                      | Total       | Male        | Female      |
| <b>United States</b> | <b>38.5</b> | <b>37.4</b> | <b>39.7</b> |
| <b>Nebraska</b>      | <b>36.9</b> | <b>36.1</b> | <b>37.7</b> |
| <b>Cedar County</b>  | <b>41.7</b> | <b>39.7</b> | <b>44.4</b> |
| Belden               | 35.0        | 38.2        | 24.5        |
| Coleridge            | 38.5        | 31.1        | 40.6        |
| Fordyce              | 29.3        | 31.5        | 24.8        |
| Hartington           | 49.6        | 45.5        | 57.3        |
| Laurel               | 39.4        | 42.3        | 37.4        |
| Magnet               | 55.5        | 48.3        | 62.5        |
| Obert                | 63.7        | 63.5        | 65.0        |
| Randolph             | 37.7        | 38.4        | 37.1        |
| St. Helena           | 38.9        | 38.2        | 44.2        |
| Wynot                | 53.8        | 45.0        | #N/A        |
| Dixon County         | 41.4        | 40.5        | 41.9        |
| Knox County          | 43.9        | 42.0        | 45.9        |
| Pierce County        | 40.2        | 40.4        | 39.9        |
| Wayne County         | 31.8        | 31.2        | 32.8        |

**CHART 19****Median Age by Location · 2018-2022**

Cedar County and the Surrounding Area



U.S. Census Bureau, 2018-2022 American Community Survey, April 2023

## RETAIL SALES

Table 16 and Chart 20 show the retail sales (non-motor vehicle) pull factors for Cedar County and the surrounding area for 2022. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

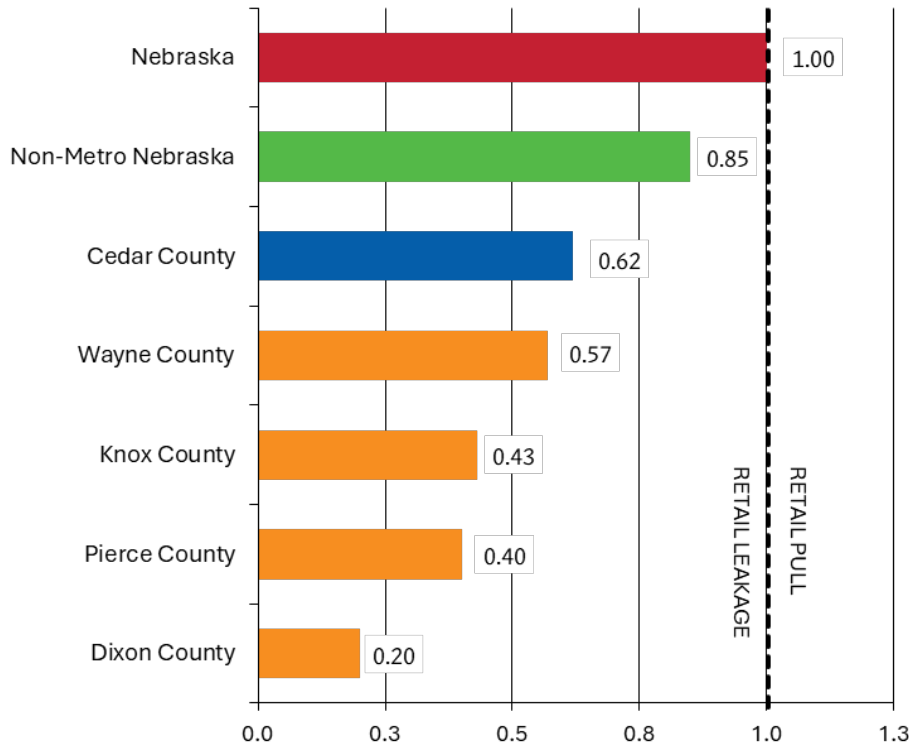
**TABLE 16**

### Retail Sales Non-Motor Vehicles Pull Factors · 2022

Nebraska, Cedar County and Surrounding Counties

|                     | 2022<br>Population | 2022 Retail<br>Sales (x \$1,000) | 2022<br>Per Cap Sales (\$) | 2022<br>Pull Factor |
|---------------------|--------------------|----------------------------------|----------------------------|---------------------|
| Nebraska            | 1,967,923          | 30,977,448                       | 15,741                     | 1.00                |
| Non-Metro Nebraska  | 771,188            | 10,279,275                       | 13,329                     | 0.85                |
| <b>Cedar County</b> | <b>8,371</b>       | <b>81,356</b>                    | <b>9,719</b>               | <b>0.62</b>         |
| Dixon County        | 5,464              | 16,972                           | 3,106                      | 0.20                |
| Knox County         | 8,336              | 56,057                           | 6,725                      | 0.43                |
| Pierce County       | 7,332              | 46,700                           | 6,369                      | 0.40                |
| Wayne County        | 9,871              | 88,201                           | 8,935                      | 0.57                |

**CHART 20**



U.S. Census Bureau and Nebraska Department of Revenue, June 2023

Reviewing the pull factors at the county level indicates Cedar County experiences net retail leakages. The 2022 pull factor of 0.62 indicates, on a per capita basis, retail sales in Cedar County are less than the state’s average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Cedar County (0.62) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Cedar County are 27.1 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

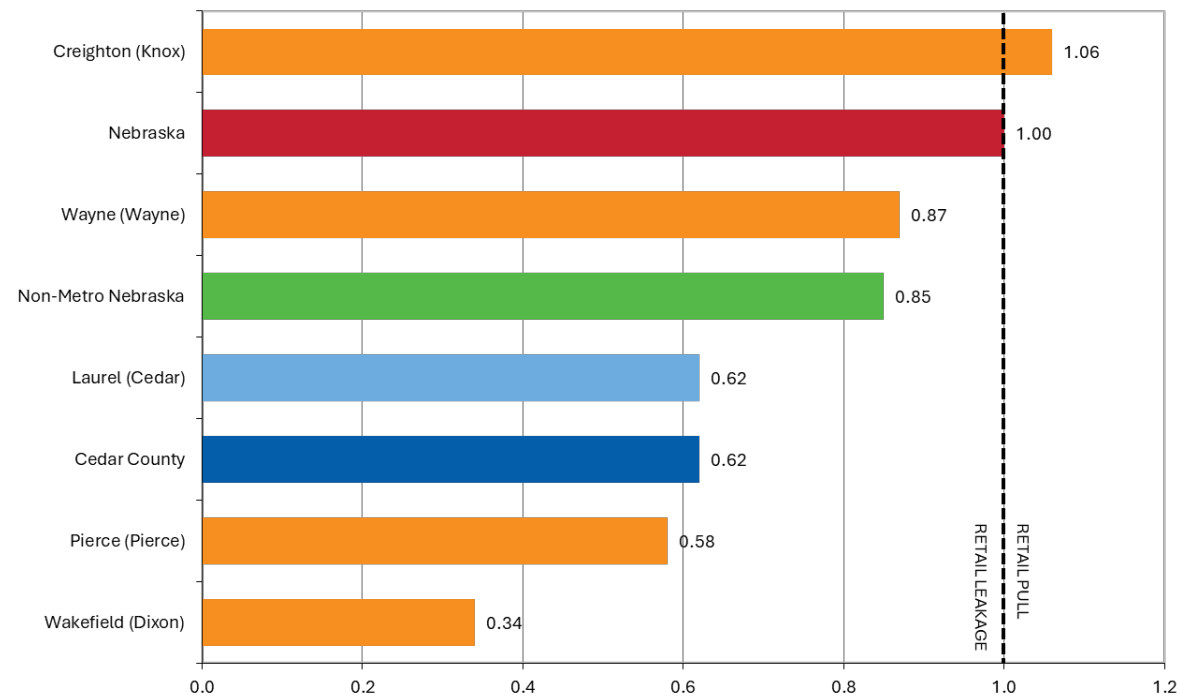
Table 17 and Chart 21 compare the 2022 pull factors for selected area communities. The Cedar County community of Laurel’s pull factor of 0.62 indicates that, on a per capita basis, non-motor vehicle retail sales in Laurel are approximately 37.5 percent less than the state’s average per capita sales.

**TABLE 17**  
**Retail Sales Non-Motor Vehicles Pull Factors · 2022**

Nebraska and Selected Study Area Cities

|                     | 2022<br>Population | 2022 Retail<br>Sales (x \$1,000) | 2022<br>Per Cap Sales (\$) | 2022<br>Pull Factor |
|---------------------|--------------------|----------------------------------|----------------------------|---------------------|
| Nebraska            | 1,967,923          | 30,977,448                       | 15,741                     | 1.00                |
| Non-Metro Nebraska  | 771,188            | 10,279,275                       | 13,329                     | 0.85                |
| <b>Cedar County</b> | <b>8,371</b>       | <b>81,356</b>                    | <b>9,719</b>               | <b>0.62</b>         |
| Laurel (Cedar)      | 968                | 9,516                            | 9,831                      | 0.62                |
| Wakefield (Dixon)   | 1,508              | 7,994                            | 5,301                      | 0.34                |
| Creighton (Knox)    | 1,125              | 18,771                           | 16,685                     | 1.06                |
| Pierce (Pierce)     | 1,823              | 16,614                           | 9,114                      | 0.58                |
| Wayne (Wayne)       | 6,133              | 83,779                           | 13,660                     | 0.87                |

**CHART 21**



U.S. Census Bureau and Nebraska Department of Revenue, June 2023

Table 18 (sorted by population) and Chart 22 (sorted by pull factor) further break down the 2022 pull factors into the communities reporting retail sales figures within Cedar County. As this table indicates, the community of Fordyce had the strongest pull factor (2.44) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.62 for Cedar County in 2022.

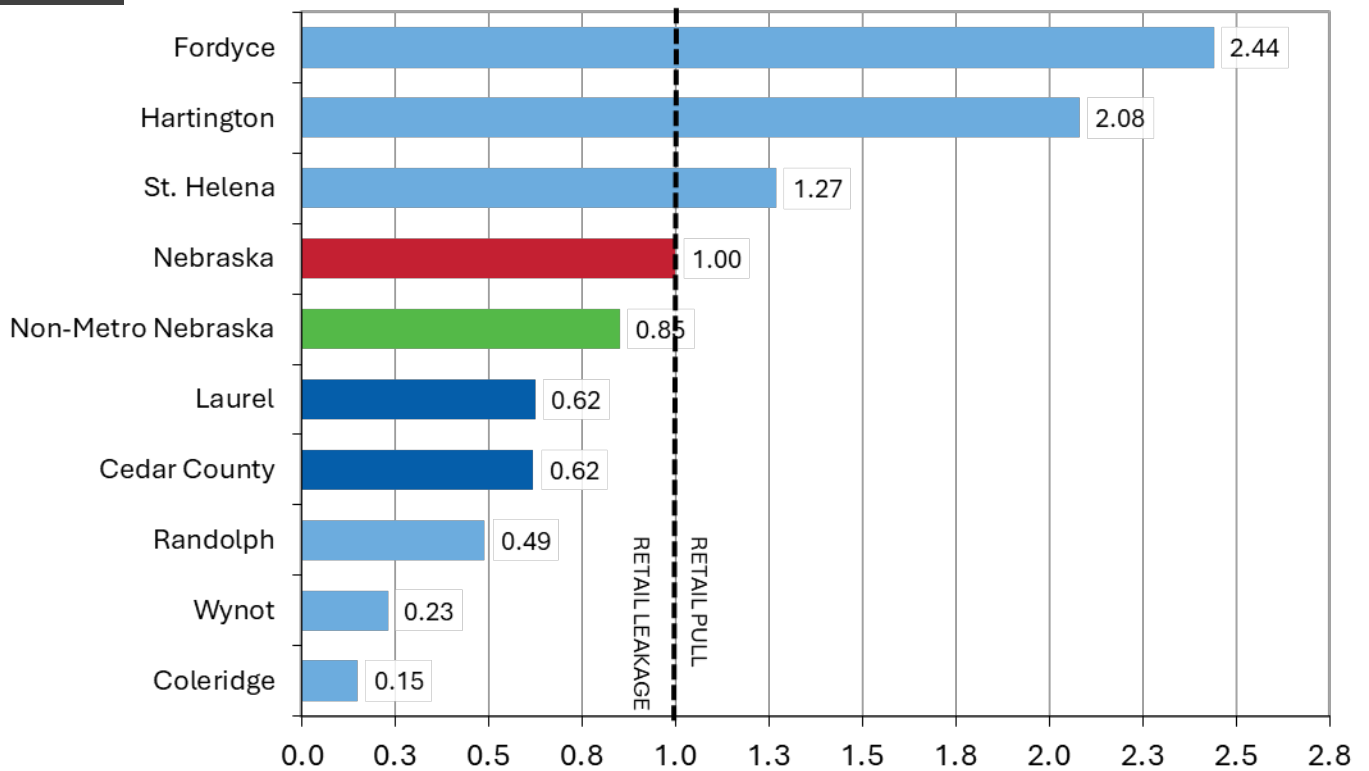
**TABLE 18**

**Retail Sales Non-Motor Vehicles Pull Factors • 2022**

Nebraska and Available Cedar County Communities

|                     | 2022<br>Population | 2022 Retail<br>Sales (x \$1,000) | 2022<br>Per Cap Sales (\$) | 2022<br>Pull Factor |
|---------------------|--------------------|----------------------------------|----------------------------|---------------------|
| Nebraska            | 1,967,923          | 30,977,448                       | 15,741                     | 1.00                |
| Non-Metro Nebraska  | 771,188            | 10,279,275                       | 13,329                     | 0.85                |
| <b>Cedar County</b> | <b>8,371</b>       | <b>81,356</b>                    | <b>9,719</b>               | <b>0.62</b>         |
| Hartington          | 1,512              | 49,411                           | 32,680                     | 2.08                |
| Laurel              | 968                | 9,516                            | 9,831                      | 0.62                |
| Randolph            | 884                | 6,872                            | 7,774                      | 0.49                |
| Coleridge           | 527                | 1,284                            | 2,436                      | 0.15                |
| Wynot               | 218                | 798                              | 3,659                      | 0.23                |
| Fordyce             | 135                | 5,184                            | 38,398                     | 2.44                |
| St. Helena          | 91                 | 1,818                            | 19,974                     | 1.27                |

**CHART 22**



U.S. Census Bureau and Nebraska Department of Revenue, June 2023

Table 19 (sorted by population) and Chart 23 (sorted by pull factor) show the 2022 pull factors for Nebraska, Laurel, and eight other similarly sized communities selected from around the state. Ceresco (Saunders)'s pull factor of 1.14 leads the group for 2022, thus indicating that Ceresco has greater retail pull.

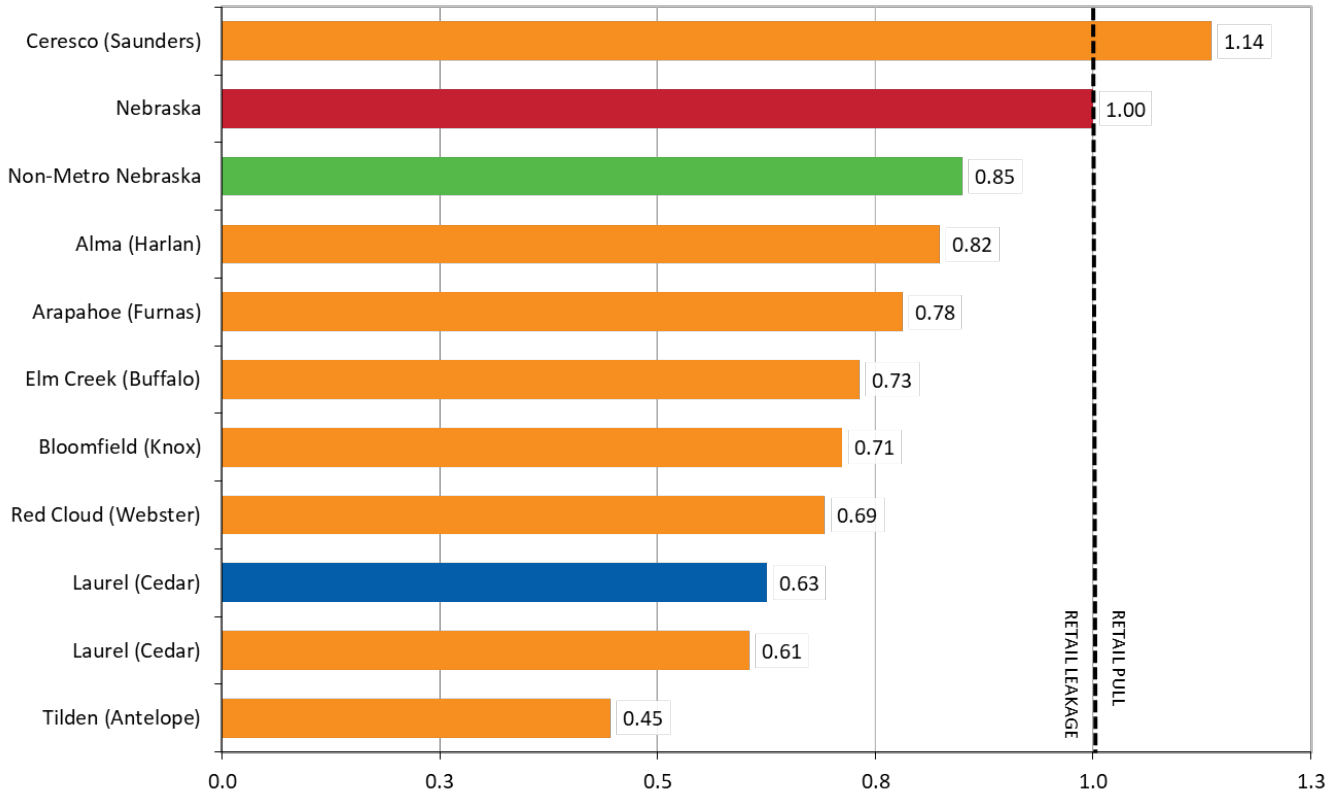
**TABLE 19**

**Retail Sales Non-Motor Vehicles Pull Factors • 2022**

Laurel & Other Similarly Sized Nebraska Communities

|                       | 2022<br>Population | 2022 Retail<br>Sales (x \$1,000) | 2022<br>Per Cap Sales (\$) | 2022<br>Pull Factor |
|-----------------------|--------------------|----------------------------------|----------------------------|---------------------|
| Nebraska              | 1,967,923          | 30,977,448                       | 15,741                     | 1.00                |
| Non-Metro Nebraska    | 771,188            | 10,279,275                       | 13,329                     | 0.85                |
| <b>Laurel (Cedar)</b> | <b>968</b>         | <b>9,516</b>                     | <b>9,831</b>               | <b>0.62</b>         |
| Alma (Harlan)         | 1,026              | 12,966                           | 12,966                     | 0.82                |
| Tilden (Antelope)     | 983                | 7,021                            | 7,021                      | 0.45                |
| Elm Creek (Buffalo)   | 974                | 11,523                           | 11,523                     | 0.73                |
| Laurel (Cedar)        | 968                | 9,516                            | 9,516                      | 0.60                |
| Arapahoe (Furnas)     | 964                | 12,289                           | 12,289                     | 0.78                |
| Ceresco (Saunders)    | 962                | 17,889                           | 17,889                     | 1.14                |
| Bloomfield (Knox)     | 961                | 11,205                           | 11,205                     | 0.71                |
| Red Cloud (Webster)   | 948                | 10,885                           | 10,885                     | 0.69                |

**CHART 23**

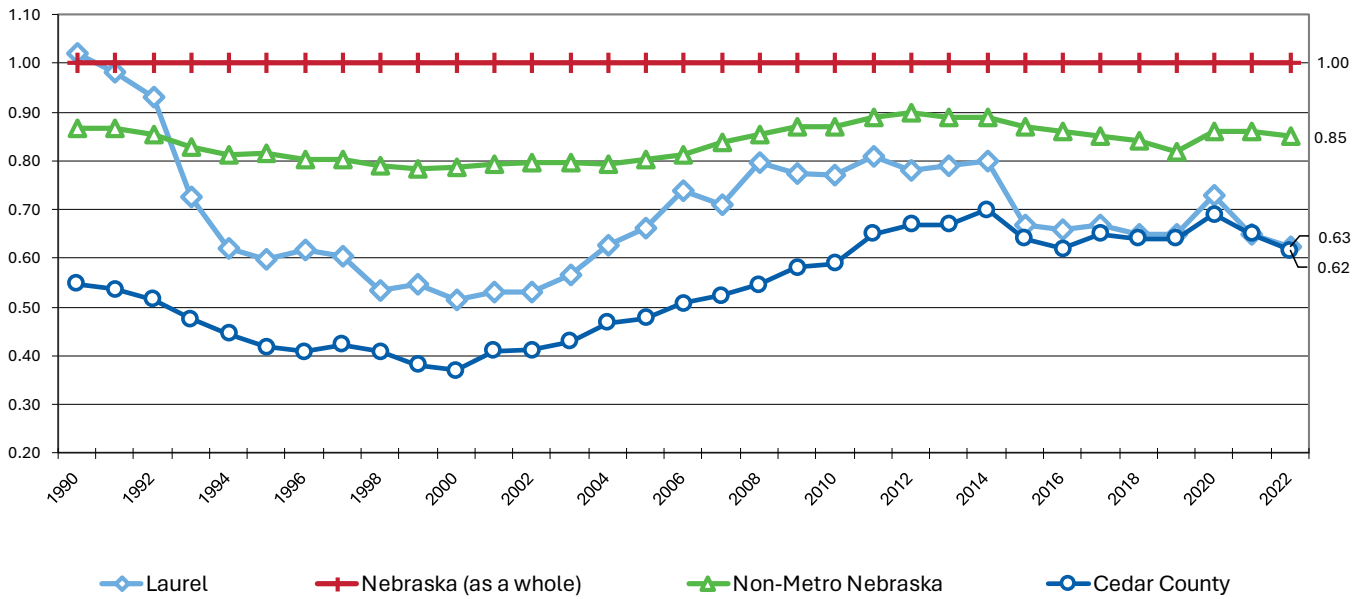


U.S. Census Bureau and Nebraska Department of Revenue, June 2023

Chart 24 illustrates the pull factor trend for Laurel, Cedar County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2022. In examining the timeline, the city of Laurel shows retail pull fluctuating well below the state average throughout the majority of the study period. Data within Cedar County (as a whole) also shows the pull factor below the non-metropolitan county average and the Nebraska (as a whole) average throughout the time period.

**CHART 24**  
**Pull Factors • 1990–2022**

Laurel, Cedar County, Non-Metro & Nebraska (as a whole)



U.S. Census Bureau and Nebraska Department of Revenue, June 2023

## PER CAPITA PERSONAL INCOME

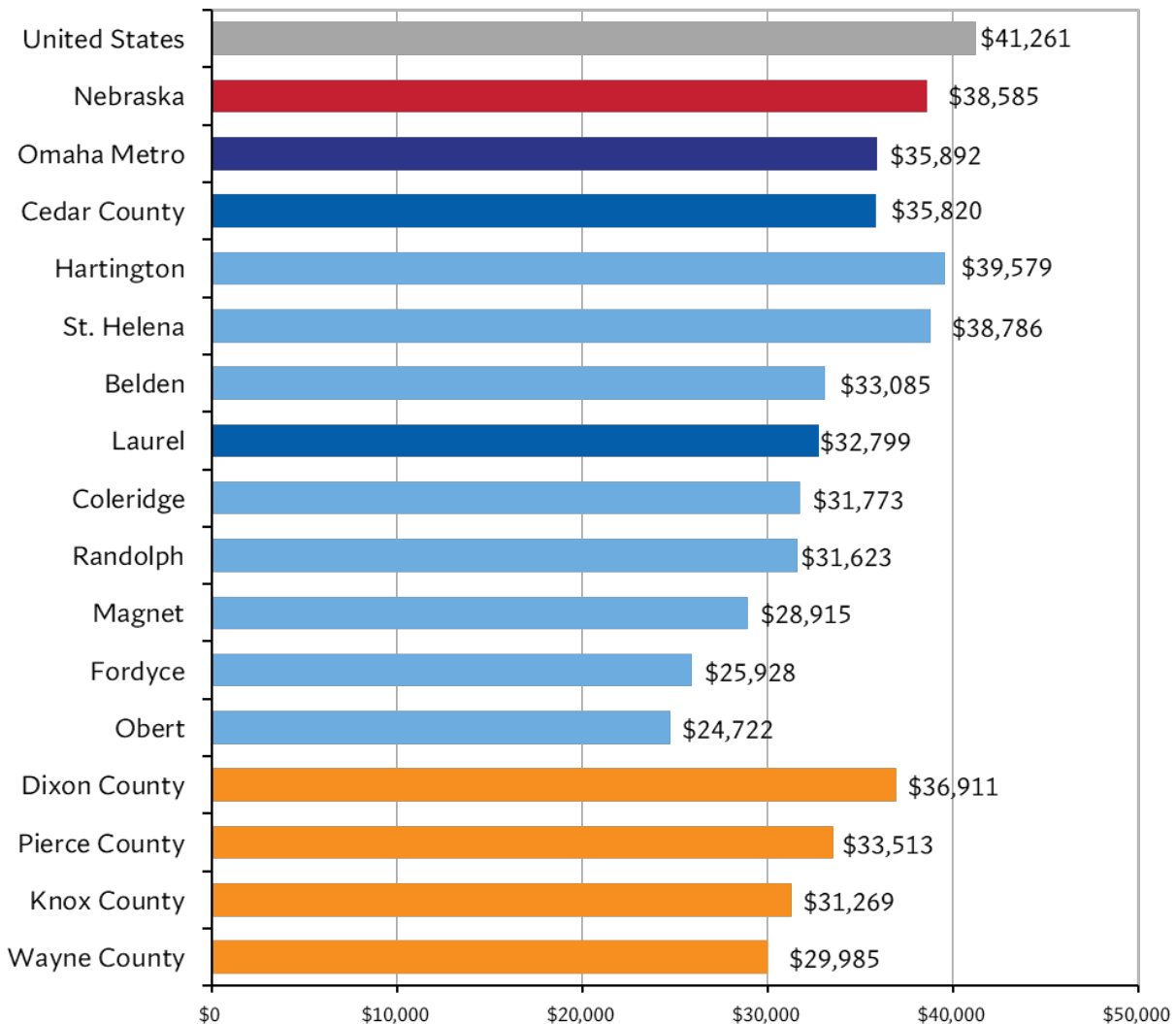
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources, including earnings, retirement income, and public assistance.

The 2018-2022 five-year estimates show per capita personal income for Cedar County is estimated to be \$35,820 compared to \$38,585 for Nebraska as a whole.

### CHART 27

## Per Capita Personal Income • 2018-2022

Nebraska, Cedar County & Surrounding Counties



U.S. Census Bureau 2018–2022 American Community Survey, accessed March 2023

## MEDIAN HOUSEHOLD INCOME

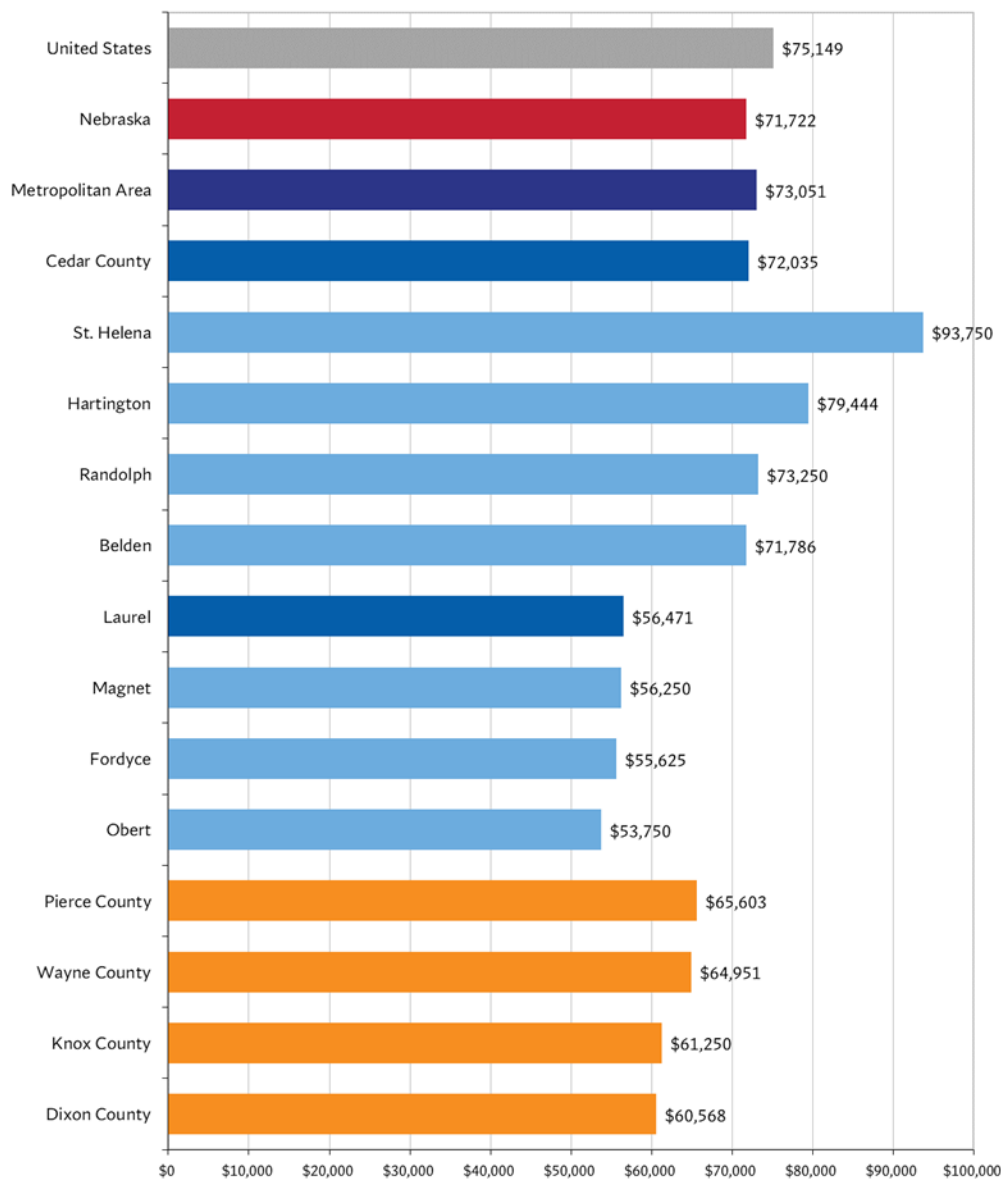
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2018-2022 five-year estimates show median household income for Cedar County is estimated to be \$72,035 compared to \$71,722 for Nebraska as a whole.

### CHART 28

## Median Household Income • 2018-2022

Nebraska, Cedar County & Surrounding Counties



U.S. Census Bureau 2018–2022 American Community Survey, accessed March 2023