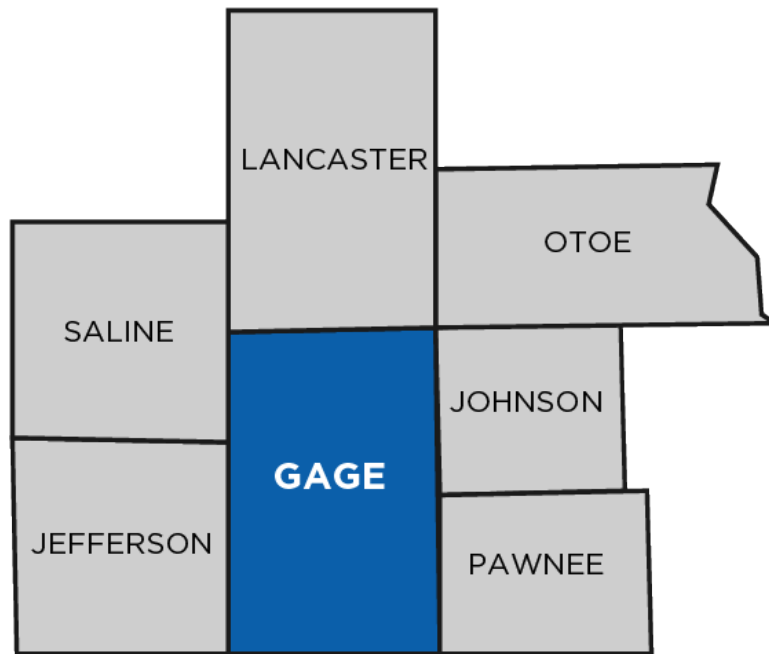


ECONOMIC AND DEMOGRAPHIC TRENDS IN **Gage County** AND THE SURROUNDING AREA



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Gage 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 Gage County, other counties included in this area are Jefferson, Johnson, Lancaster, Otoe, Pawnee and Saline. The retail sales section also compares retail growth between 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 Gage County for the period 2013–2023. 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 Gage County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Gage County decreased 3.6 percent (321 jobs) between 2013 and 2023.

Table 1 and Chart 1 also provide employment data for Gage County by major economic sector for years 2013–2023. The Construction sector recorded the largest percentage increase in employment between 2013 and 2023 (18.8 percent or 61 jobs). The Manufacturing sector recorded the largest actual employment increase between 2013 and 2023 (204 jobs or 14.3 percent).

TABLE 1
Nonfarm Wage & Salary Employment Trends • 2013–2023
 Gage County, Nebraska

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Change 2013-2023	# Change 2013-2023
Nonfarm W&S Employment	8,920	8,984	9,112	9,226	9,094	9,031	8,978	8,545	8,553	8,474	8,599	-3.6	-321
Total Private Industries	6,876	6,997	7,098	7,241	7,155	7,149	7,117	6,838	6,903	6,846	6,975	1.4	99
Goods Producing	1,883	1,948	1,989	2,105	2,046	2,041	2,093	2,026	2,067	2,104	2,129	13.1	246
Natural Resources & Mining	136	141	142	163	174	185	190	166	132	118	116	-14.7	-20
Construction	325	347	390	407	344	345	392	399	374	377	386	18.8	61
Manufacturing	1,423	1,459	1,457	1,536	1,528	1,512	1,511	1,461	1,562	1,609	1,627	14.3	204
Service Providing	4,993	5,049	5,109	5,135	5,109	5,107	5,023	4,812	4,836	4,742	4,846	-2.9	-147
Trade, Transportation & Utilities	1,620	1,641	1,707	1,672	1,655	1,668	1,602	1,609	1,684	1,707	1,782	10.0	162
Information	78	74	80	81	81	77	78	63	61	66	67	-14.1	-11
Financial Activities	255	247	245	245	249	244	236	240	235	225	225	-11.8	-30
Professional & Business Services	340	351	378	435	413	420	410	359	308	306	283	-16.8	-57
Education & Health Services	1,690	1,683	1,672	1,692	1,700	1,714	1,725	1,644	1,646	1,556	1,575	-6.8	-115
Leisure & Hospitality	796	829	803	784	781	759	734	677	664	655	678	-14.8	-118
Other Services, except Public	213	224	224	227	229	226	239	221	238	227	236	10.8	23
Government	2,044	1,987	2,014	1,985	1,939	1,882	1,861	1,707	1,650	1,628	1,624	-20.5	-420
Federal	94	89	88	84	83	81	79	86	85	84	83	-11.7	-11
State	688*	-	-	-	-	-	-	-	311	300	312	-54.7	-376
Local	1,272*	-	-	-	-	-	-	-	1,255	1,244	1,229	-3.4	-43

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2024
 Labor Force & Work Summary, 2013-2023, Annual, Gage County, Nebraska (June 2024 data)

* Source: Lightcast Q4 2024 Data Set

CHART 1
Employment by Industry • 2013–2023
 Gage County, Nebraska

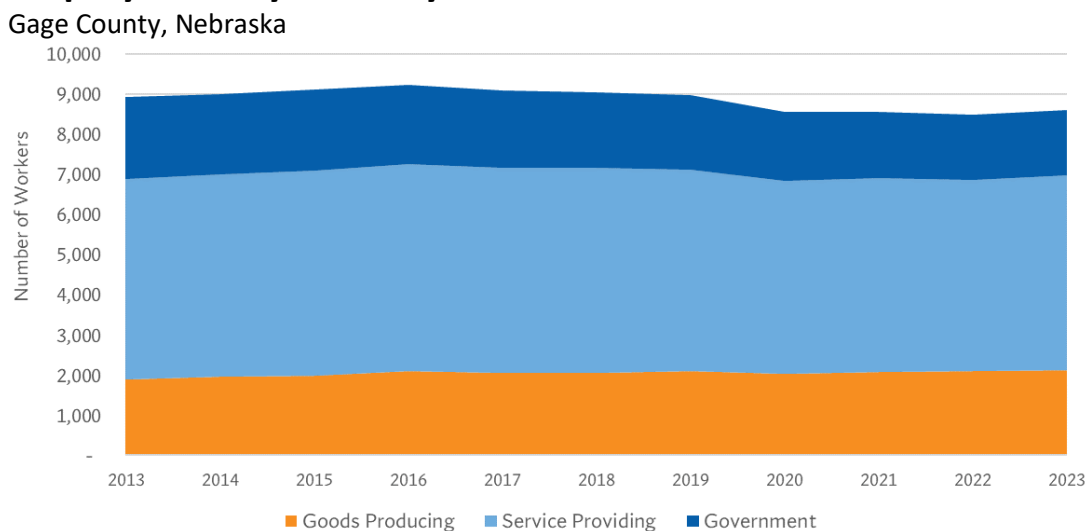


Chart 2 compares total nonfarm wage and salary employment growth in Gage County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2013–2023. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Gage County decreased 3.6 percent (321 jobs) from 2013 to 2023, compared to an 8.1 percent increase for Nebraska as a whole, an 8.7 percent increase in metropolitan Nebraska and a 19.6 percent increase in non-metropolitan Nebraska.

CHART 2
Nonfarm W&S Employment • 2013–2023

Gage County, Nebraska, Metro and Non-Metro Nebraska

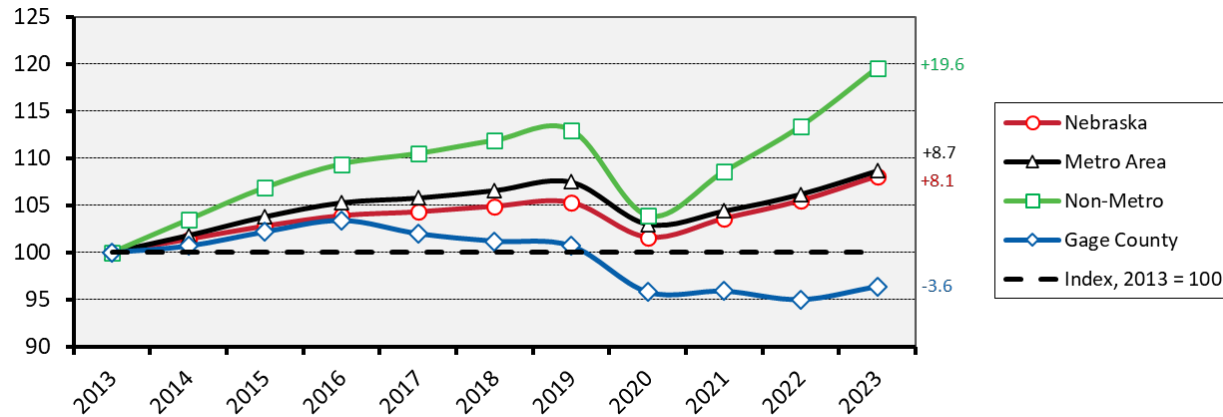
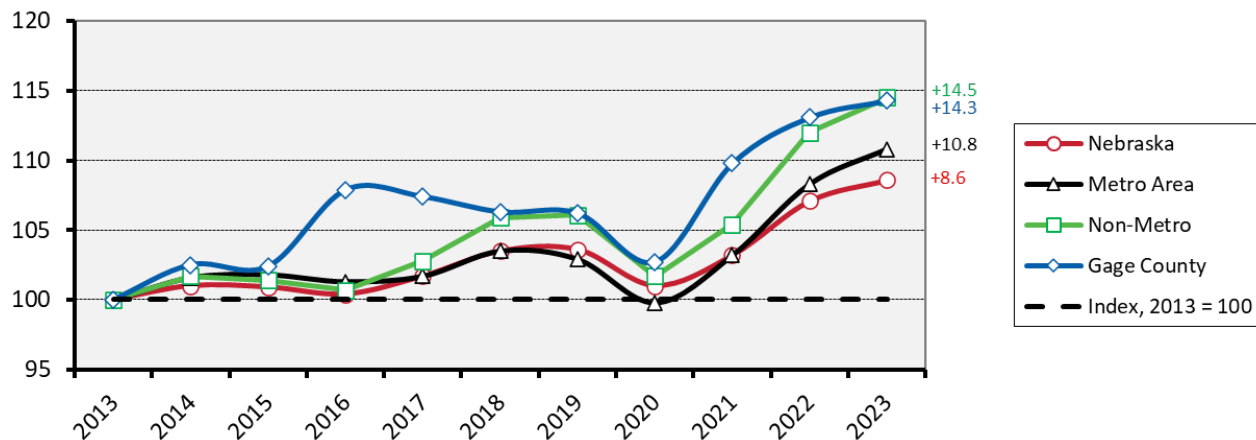


Chart 3 presents data on manufacturing wage and salary employment growth for Gage County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Gage County recorded a 14.3 percent increase in employment (204 jobs) between 2013 and 2023. This compares to a 14.5 percent increase in employment for non-metropolitan Nebraska; an 8.6 percent increase for Nebraska as a whole; and a 10.8 percent increase for metropolitan Nebraska over the same period.

CHART 3
Manufacturing W&S Employment • 2013–2023

Gage County, Nebraska, Metro and Non-Metro Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2024

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

When comparing the Gage County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Professional and Business Services sector which makes up 3.3 percent of the county workforce (283 employees) compared to 10.5 percent for non-metropolitan Nebraska; a difference of 7.2 percent. Comparing Gage County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (18.9 percent Gage County vs. 6.8 percent metropolitan Nebraska; a difference of 12.1 percent).

CHART 4, 5 & 6

Nonfarm W&S Employment by Major Economic Sector



Source: U.S. Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Gage County for the time period 2013–2023. 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 Gage County residents participating in the labor force between 2013 and 2023 (2.0percent or 227 people).

The number of those unemployed in Gage County decreased by 43.6 percent (217 people) between 2013 and 2023. 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 Gage County unemployment rate was 2.6 percent in 2023; above that for metropolitan Nebraska (2.3 percent), above Nebraska as a whole (2.3 percent), and above non-metropolitan Nebraska (2.2 percent).

TABLE 2

Labor Force & Employment Trends · 2013–2023

Gage County, Nebraska

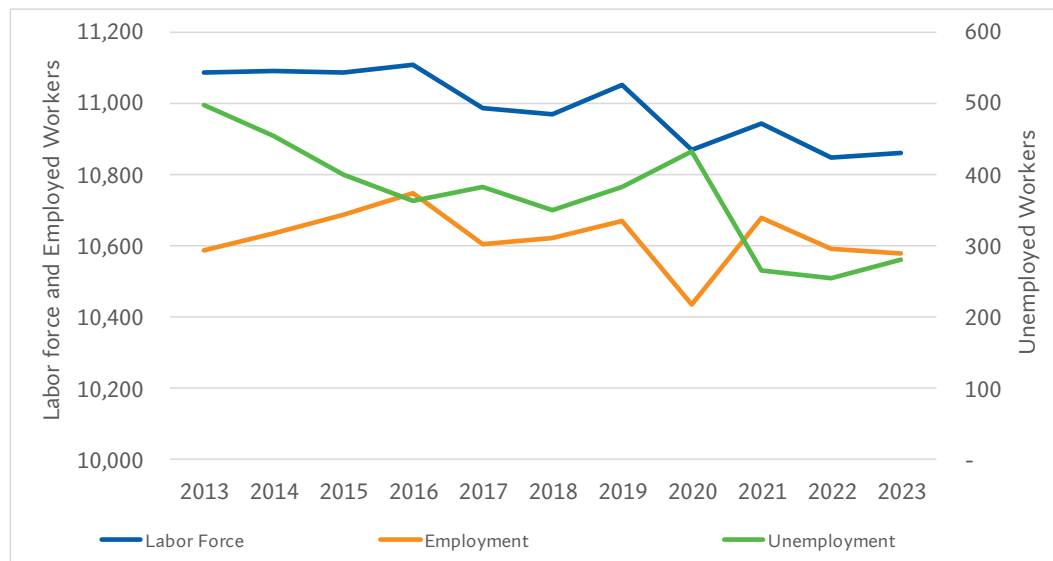
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Change 2013-2023	# Change 2013-2023
Labor Force	11,088	11,094	11,090	11,112	10,990	10,971	11,054	10,872	10,945	10,849	10,861	-2.0	-227
Employment	10,590	10,638	10,689	10,749	10,607	10,621	10,671	10,438	10,679	10,594	10,580	-0.1	-10
Unemployment	498	456	401	363	383	350	383	434	266	255	281	-43.6	-217
Unemployment Rate	4.5	4.1	3.6	3.3	3.5	3.2	3.5	4.0	2.4	2.4	2.6	N/A	N/A

(N/A) - Data not available

CHART 7

Labor Force & Employment Trends · 2013–2023

Gage County, Nebraska



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2024

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 Gage 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 Gage County are from 2022.

Table 3 (pages 6–7) examines the Work Destination area for Gage County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 10,536 county labor force participants holding primary jobs. As Table 3 shows, 95.8 percent of Gage County’s labor force participants are employed within the state of Nebraska. Approximately 46.1 percent of Gage County workers remain within Gage County for employment with 30.7 percent leaving the county borders for work (next page). The top ten incorporated places where Gage County labor force participants are employed are also shown on the following page.

TABLE 3

Work Destination Report • 2022

Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	10,536	100.0%

By States

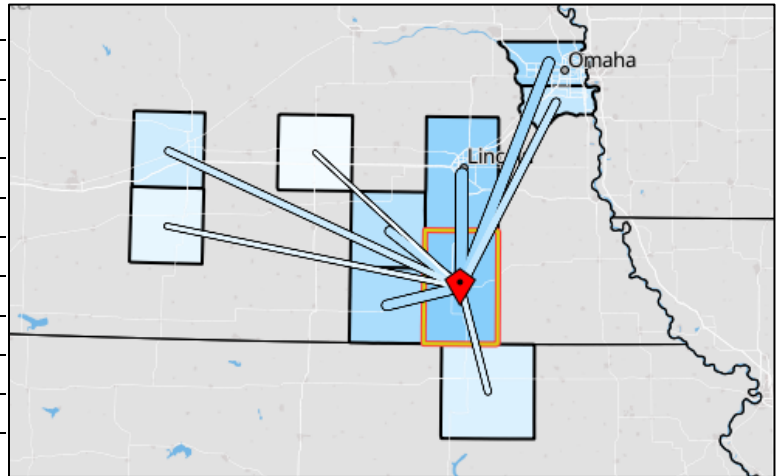
	Count	Share
Nebraska	10,097	95.8%
Kansas	237	2.2%
Iowa	101	1.0%
Missouri	24	0.2%
South Dakota	23	0.2%
Colorado	7	0.1%
California	5	0.0%
Illinois	5	0.0%
Minnesota	4	0.0%
North Dakota	4	0.0%
All Other Locations	29	0.3%



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022)

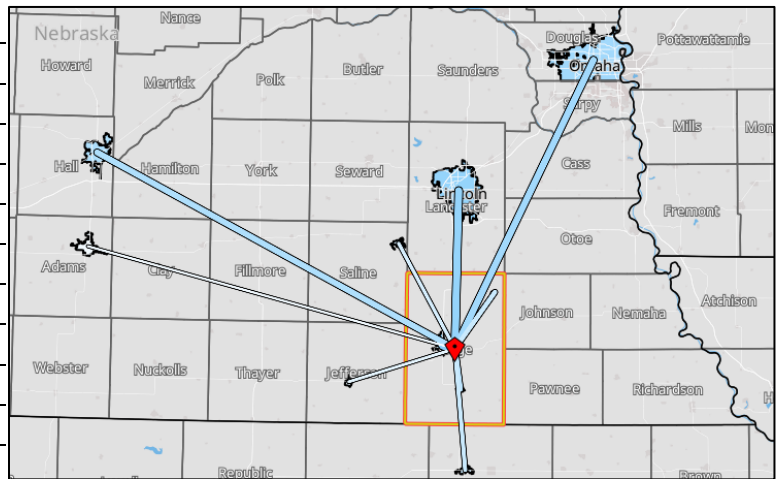
By Counties

	Count	Share
Gage County, NE	4,860	46.1%
Lancaster County, NE	2,396	22.7%
Douglas County, NE	816	7.7%
Jefferson County, NE	289	2.7%
Saline County, NE	250	2.4%
Sarpy County, NE	176	1.7%
Hall County, NE	155	1.5%
Marshall County, KS	150	1.4%
Adams County, NE	111	1.1%
York County, NE	75	0.7%
All Other Locations	1,258	11.9%



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

	Count	Share
Beatrice city, NE	3,820	36.3%
Lincoln city, NE	2,149	20.4%
Omaha city, NE	774	7.3%
Grand Island city, NE	143	1.4%
Wymore city, NE	136	1.3%
Adams village, NE	123	1.2%
Marysville city, KS	123	1.2%
Crete city, NE	108	1.0%
Fairbury city, NE	93	0.9%
Hastings city, NE	91	0.9%
All Other Locations	2,976	28.2%



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022)

People also travel from other locations to work in Gage 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 Gage County. The Census identified 7,689 primary jobs within Gage County. As Table 4 indicates, 63.2 percent of these jobs are held by Gage County residents. The top ten incorporated places where Gage County labor force participants are employed are also shown on the following page.

TABLE 4

Home Destination Report • 2022

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	7,689	100.0%

By States

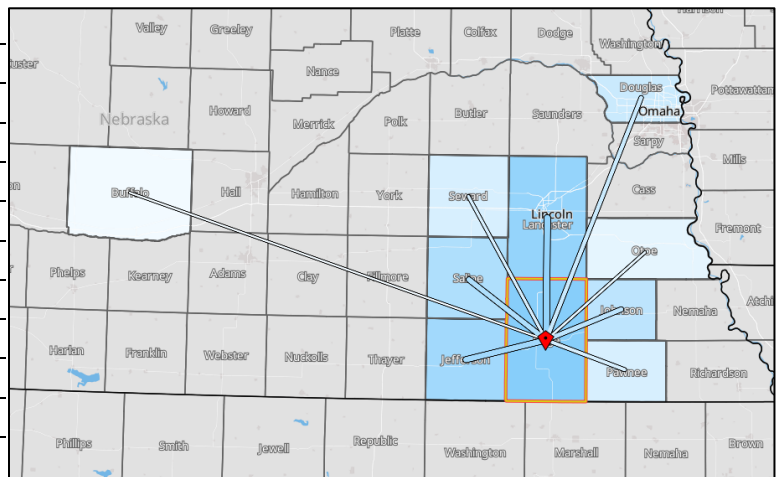
	Count	Share
Nebraska	7,308	95.0%
Kansas	179	2.3%
Iowa	45	0.6%
Missouri	30	0.4%
Illinois	19	0.2%
Texas	11	0.1%
Arkansas	8	0.1%
New York	8	0.1%
Wisconsin	8	0.1%
Indiana	7	0.1%
All Other Locations	66	0.9%



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022)

By Counties

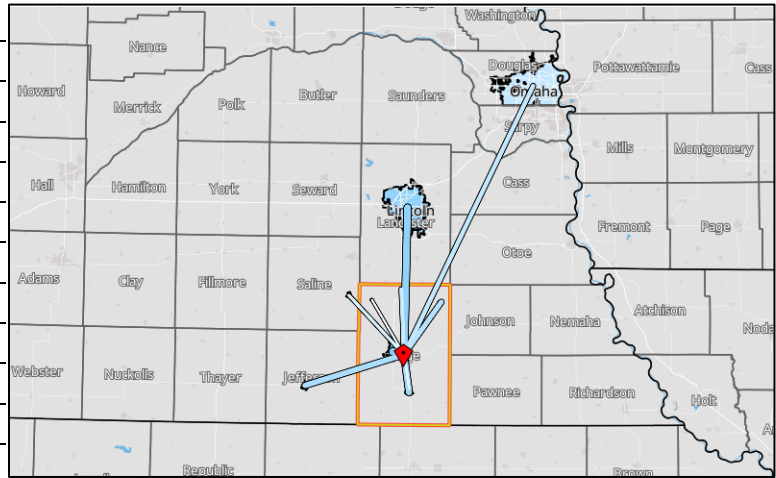
	Count	Share
Gage County, NE	4,860	63.2%
Lancaster County, NE	686	8.9%
Jefferson County, NE	327	4.3%
Saline County, NE	233	3.0%
Johnson County, NE	144	1.9%
Douglas County, NE	116	1.5%
Pawnee County, NE	70	0.9%
Seward County, NE	70	0.9%
Otoe County, NE	68	0.9%
Buffalo County, NE	57	0.7%
All Other Locations	1,058	13.8%



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022)

By Places Top 10 cities, CDPS, etc.

	Count	Share
Beatrice city, NE	3,154	41.0%
Lincoln city, NE	571	7.4%
Wymore city, NE	307	4.0%
Fairbury city, NE	118	1.5%
Adams village, NE	102	1.3%
Omaha city, NE	97	1.3%
Cortland village, NE	77	1.0%
Wilber city, NE	66	0.9%
Blue Springs city, NE	59	0.8%
Clatonia village, NE	42	0.5%
All Other Locations	3,096	40.3%



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022)

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

TABLE 5
Inflow/Outflow Report

Gage County, Primary Jobs

Selection Area Labor Market Size (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	7,689	100.0%	7,612	100.0%	7,524	100.0%
Living in the Selection Area	10,536	137.0%	10,533	138.4%	10,546	140.2%
Net Job Inflow (+) or Outflow (-)	-2,847	-	-2,921	-	-3,022	-

In-Area Labor Force Efficiency (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	10,536	100.0%	10,533	100.0%	10,546	100.0%
Living and Employed in the Selection Area	4,860	46.1%	4,781	45.4%	4,826	45.8%
Living in the Selection Area but Employed Outside	5,676	53.9%	5,752	54.6%	5,720	54.2%

In-Area Employment Efficiency (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	7,689	100.0%	7,612	100.0%	7,524	100.0%
Employed and Living in the Selection Area	4,860	63.2%	4,781	62.8%	4,826	64.1%
Employed in the Selection Area but Living Outside	2,829	36.8%	2,831	37.2%	2,698	35.9%

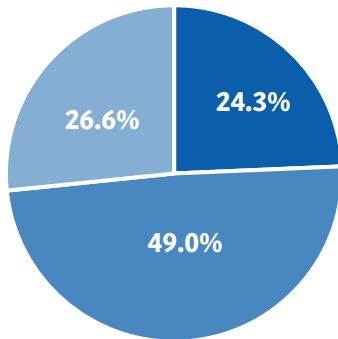
TABLE 6

Worker Outflow by Job Characteristic

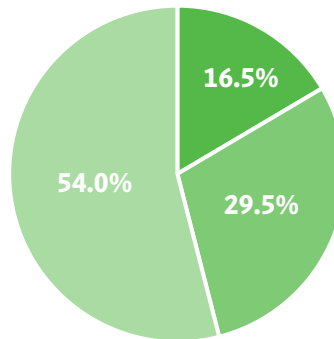
Gage County

Outflow Job Characteristics	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	5,676	100.0%	5,752	100.0%	5,720	100.0%
Workers Aged 29 or younger	1,382	24.3%	1,391	24.2%	1,258	22.0%
Workers Aged 30 to 54	2,783	49.0%	2,813	48.9%	2,898	50.7%
Workers Aged 55 or older	1,511	26.6%	1,548	26.9%	1,564	27.3%
Workers Earning \$1,250 per month or less	939	16.5%	987	17.2%	1,009	17.6%
Workers Earning \$1,251 to \$3,333 per month	1,672	29.5%	1,826	31.7%	1,999	34.9%
Workers Earning More than \$3,333 per month	3,065	54.0%	2,939	51.1%	2,712	47.4%
Workers in the "Goods Producing" Industry Class	1,011	17.8%	1,032	17.9%	1,140	19.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,573	27.7%	1,536	26.7%	1,455	25.4%
Workers in the "All Other Services" Industry Class	3,092	54.5%	3,184	55.4%	3,125	54.6%

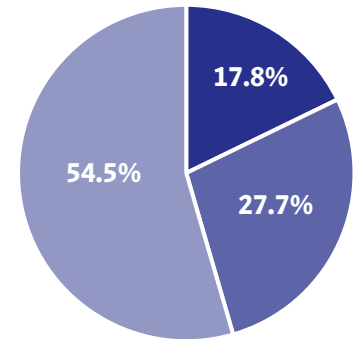
CHART 8, 9 & 10



- 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

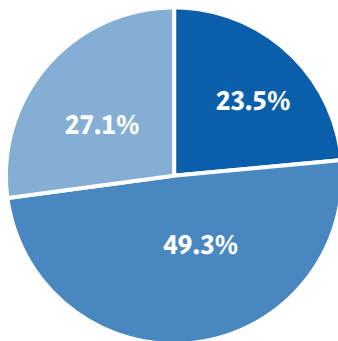


- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

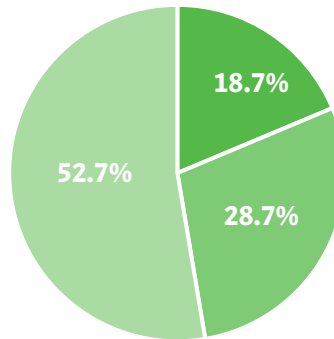
TABLE 7**Worker Inflow by Job Characteristic**

Gage County

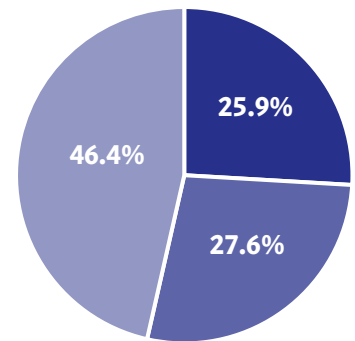
Inflow Job Characteristics	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	2,829	100.0%	2,831	100.0%	2,698	100.0%
Workers Aged 29 or younger	665	23.5%	654	23.1%	576	21.3%
Workers Aged 30 to 54	1,396	49.3%	1,420	50.2%	1,340	49.7%
Workers Aged 55 or older	768	27.1%	757	26.7%	782	29.0%
Workers Earning \$1,250 per month or less	528	18.7%	554	19.6%	542	20.1%
Workers Earning \$1,251 to \$3,333 per month	811	28.7%	858	30.3%	949	35.2%
Workers Earning More than \$3,333 per month	1,490	52.7%	1,419	50.1%	1,207	44.7%
Workers in the "Goods Producing" Industry Class	734	25.9%	686	24.2%	664	24.6%
Workers in the "Trade, Transportation, and Utilities" Industry Class	781	27.6%	783	27.7%	712	26.4%
Workers in the "All Other Services" Industry Class	1,314	46.4%	1,362	48.1%	1,322	49.0%

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



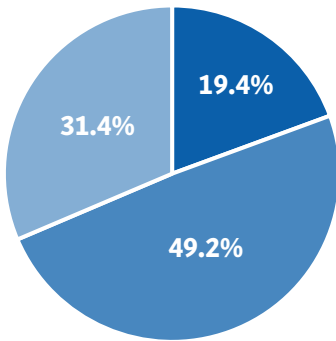
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

TABLE 8

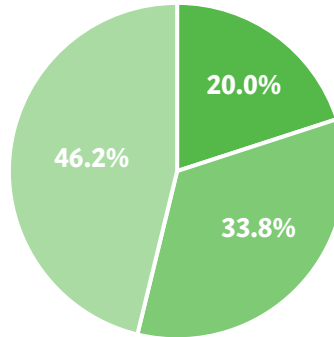
Worker Interior Flow by Job Characteristic

Gage County

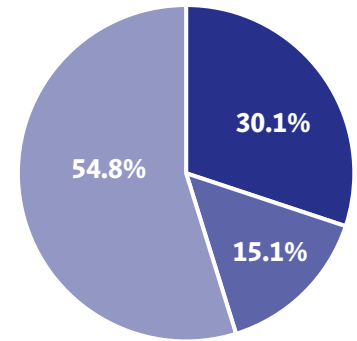
Interior Flow Job Characteristics	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	4,860	100.0%	4,781	100.0%	4,826	100.0%
Workers Aged 29 or younger	944	19.4%	909	19.0%	931	19.3%
Workers Aged 30 to 54	2,389	49.2%	2,290	47.9%	2,329	48.3%
Workers Aged 55 or older	1,527	31.4%	1,582	33.1%	1,566	32.4%
Workers Earning \$1,250 per month or less	974	20.0%	1,046	21.9%	1,124	23.3%
Workers Earning \$1,251 to \$3,333 per month	1,643	33.8%	1,819	38.0%	1,932	40.0%
Workers Earning More than \$3,333 per month	2,243	46.2%	1,916	40.1%	1,770	36.7%
Workers in the "Goods Producing" Industry Class	1,463	30.1%	1,379	28.8%	1,353	28.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	734	15.1%	700	14.6%	650	13.5%
Workers in the "All Other Services" Industry Class	2,663	54.8%	2,702	56.5%	2,823	58.5%

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 Gage County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Gage County is approximately the same in 2022 compared to 2020. The distribution of miles traveled to work has shifted slightly since 2020, with slight increases in those who travel less than 10 miles and those who travel greater than 50 miles to work. 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	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	10,536	100.0%	10,533	100.0%	10,546	100.0%
Less than 10 miles	3,792	36.0%	3,723	35.3%	3,704	35.1%
10 to 24 miles	1,876	17.8%	1,875	17.8%	2,012	19.1%
25 to 50 miles	2,465	23.4%	2,645	25.1%	2,652	25.1%
Greater than 50 miles	2,403	22.8%	2,290	21.7%	2,178	20.7%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022).

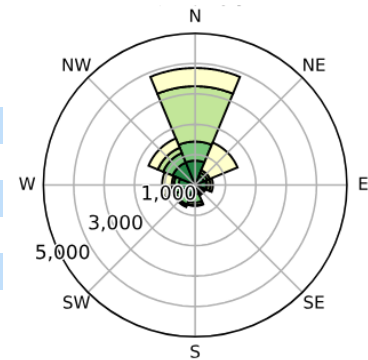


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Gage County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Gage County has increased since 2020. The data also show the majority (49.4%) of Gage County employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

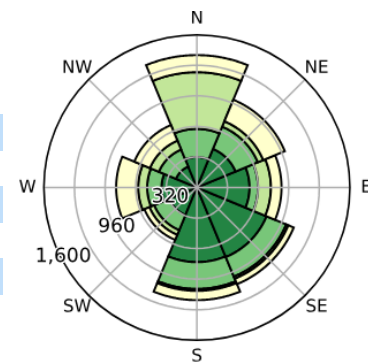
TABLE 10 & FIGURE 2

Distance/Direction Report · Work to Home Census Block

Work within study area – distance to home

Job Counts in Work Blocks	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	7,689	100.0%	7,612	100.0%	7,524	100.0%
Less than 10 miles	3,799	49.4%	3,734	49.1%	3,715	49.4%
10 to 24 miles	1,652	21.5%	1,652	21.7%	1,721	22.9%
25 to 50 miles	1,082	14.1%	1,112	14.6%	1,059	14.1%
Greater than 50 miles	1,156	15.0%	1,114	14.6%	1,029	13.7%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022).



POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Gage County and the surrounding area. As Table 11 indicates, Gage County’s population experienced an average annual decrease of 0.4 percent between 1970 and 2010 for a total decrease of 13.3 percent or 3,420 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Gage County reported an average annual decrease of 0.2 percent in population from 2010 to 2023 (3.0 percent or 677 people total). This population decrease compares to an average annual increase of 0.6 percent, 8.3 percent total, for Nebraska as whole during the same time period.

TABLE 11

County Population • 1970–2023

Gage County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2020	2023	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2023
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,978,379	0.5	0.6
Gage County	25,731	24,456	22,794	22,993	22,311	21,653	21,634	-0.4	-0.2
Jefferson County	10,436	9,817	8,759	8,340	7,547	7,259	7,054	-0.8	-0.5
Johnson County	5,743	5,285	4,673	4,488	5,217	5,292	5,198	-0.2	0.0
Lancaster County	167,972	192,884	213,641	250,291	285,407	323,144	326,716	1.3	1.0
Otoe County	15,576	15,183	14,252	15,396	15,740	15,897	16,335	0.0	0.3
Pawnee County	4,473	3,937	3,317	3,087	2,773	2,536	2,512	-1.2	-0.8
Saline County	12,809	13,131	12,715	13,843	14,200	14,242	14,555	0.3	0.2

Table 12 (next page) data reveals the population of Gage County’s incorporated places as a whole experienced an average annual population decrease of 0.03 percent from 1970 to 2010 and an average annual decrease of 0.2 percent from 2010 to 2023 for a total decrease of 1.4% percent (230 people) from 1970 to 2023. Beatrice, the county’s largest city, reported a 1.0 percent decrease in population (127 people) between 1970 and 2023. The unincorporated areas outside of the selected communities experienced a 38.3 percent decrease (3,473 people) during the period 1970–2023.

TABLE 12**Population • 1970–2023**

Gage County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2020	2023	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2023
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,978,379	0.5	0.6
Gage County	25,731	24,456	22,794	22,993	22,311	21,911	21,634	-0.4	-0.2
Adams	463	395	472	489	573	578	616	0.5	0.6
Barneston	149	155	121	122	116	114	88	-0.6	-2.1
Beatrice	12,389	12,891	12,395	12,496	12,459	12,465	12,262	0.0	-0.1
Blue Springs	506	521	428	383	331	323	275	-1.1	-1.4
Clatonia	224	273	296	275	231	227	262	0.1	1.0
Cortland	326	403	397	488	482	478	514	1.0	0.5
Fillley	138	172	157	174	132	130	121	-0.1	-0.7
Liberty	118	105	74	86	76	75	33	-1.1	-6.2
Odell	349	322	291	345	307	300	257	-0.3	-1.4
Pickrell	118	184	203	182	199	195	185	1.3	-0.6
Virginia	83	90	94	67	60	59	72	-0.8	1.4
Wymore	1,790	1,841	1,648	1,656	1,457	1,427	1,344	-0.5	-0.6
Total Incorporated Places	16,653	17,352	16,576	16,763	16,423	16,371	16,029	-0.03	-0.2
Unincorporated Areas	9,078	7,104	6,218	6,230	5,888	5,540	5,605	-1.1	-0.4

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

The next table and chart (Tables 13 and Chart 17, next page) provide detail on migration patterns. Data reported in these tables are 2019-2023 five-year estimates, which are the latest multiyear estimates available. Multiyear estimates from the American Community Survey are “period” estimates that represent data collected over a period of time (as opposed to “point-in-time” estimates, such as the decennial census, that approximate the characteristics of an area on a specific date). Migration patterns are influenced by employment opportunities, cost-of-living and quality-of-life.

Table 13 data show the current population one-year or older is 859 less than the number of people living in Gage County one-year ago. This indicates Gage 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 13**5-Year Estimate Population Change Due to Migration and Mortality • 2019-2023**

Gage County, Nebraska

Current population one-year or older	21,452
Number of people living in the area one-year ago	22,311
Population change due to migration and mortality	-859

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

The 2019-2023 five-year estimates in Chart 17 reveal a net loss of 100 people from other Nebraska counties and a net loss of 772 people from other states for a total net loss of 872 people one-year or older. As shown in Chart 17, net gains occurred in the age groups Age 25 to 44 (gain of 81), and net losses in age groups Age 1 to 17 (loss of 272), Age 18 to 24 (loss of 292), Age 45 to 64 (loss of 241), and Age 65 and over (loss of 148).

Chart 17 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was a loss of residents with a HS diploma or less, (loss of 37), bachelor's degree, associate's degree, or some college (loss of 186), graduate or professional degree (loss of 85).

CHART 17

**Population Change Due to Migration and Mortality
Five-Year Estimate · 2019-2023**

Gage County and Nebraska

-- Part A: By Age Group --							
Age Group	Moved to Different Nebraska County	Moved From Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	144	169	25	306	9	-297	-272
Age 18 to 24	493	198	-295	41	44	3	-292
Age 25 to 44	83	282	199	128	10	-118	81
Age 45 to 64	46	72	26	296	29	-267	-241
Age 65 and over	115	60	-55	134	41	-93	-148
Total	881	781	-100	905	133	-772	-872
-- Part B: By Educational Attainment --							
Educational Attainment	Moved to Different Nebraska County	Moved From Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	137	169	32	106	37	-69	-37
Bachelor's or some college	61	242	181	400	33	-367	-186
Grad. or Prof. degree	46	3	-43	52	10	-42	-85
Total	244	414	170	558	80	-478	-308

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 January 2025.

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 Gage County. The population of Gage County is older than Nebraska as a whole. The median age for Gage County residents in 2023 was 42.8 years of age compared to 37.1 years of age for residents of Nebraska as a whole.

CHART 18
Age Distribution of the Population • 2023

Gage County and Nebraska

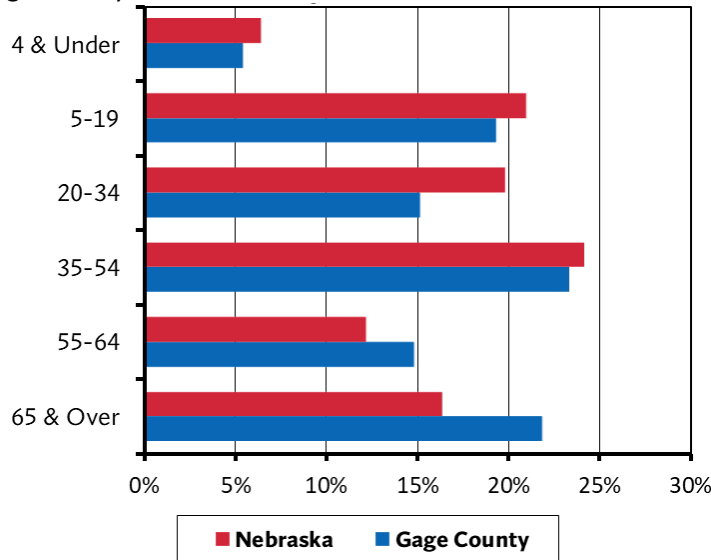


TABLE 14

	2023 Population		Percent	
	Nebraska	Gage County	Nebraska	Gage County
4 & Under	127,005	1,179	6.5%	5.4%
5-19	412,376	4,187	21.0%	19.3%
20-34	390,119	3,278	19.8%	15.1%
35-54	474,663	5,052	24.1%	23.3%
55-64	239,598	3,215	12.2%	14.9%
65 & Over	322,165	4,735	16.4%	21.9%
Total	1,965,926	21,646	100%	100%
Median Age	37.1	42.8		

Source: Annual Estimates of the Resident Population for Selected Age Groups by Sex for Nebraska: April 1, 2020 to July 1, 2023 (SC-EST2023-AGESEX-31)
 Source: U.S. Census Bureau, Population Division, Release Date: June 2024

Table 15 (next page) shows additional median ages as estimated by the American Community Survey for communities within Gage 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.

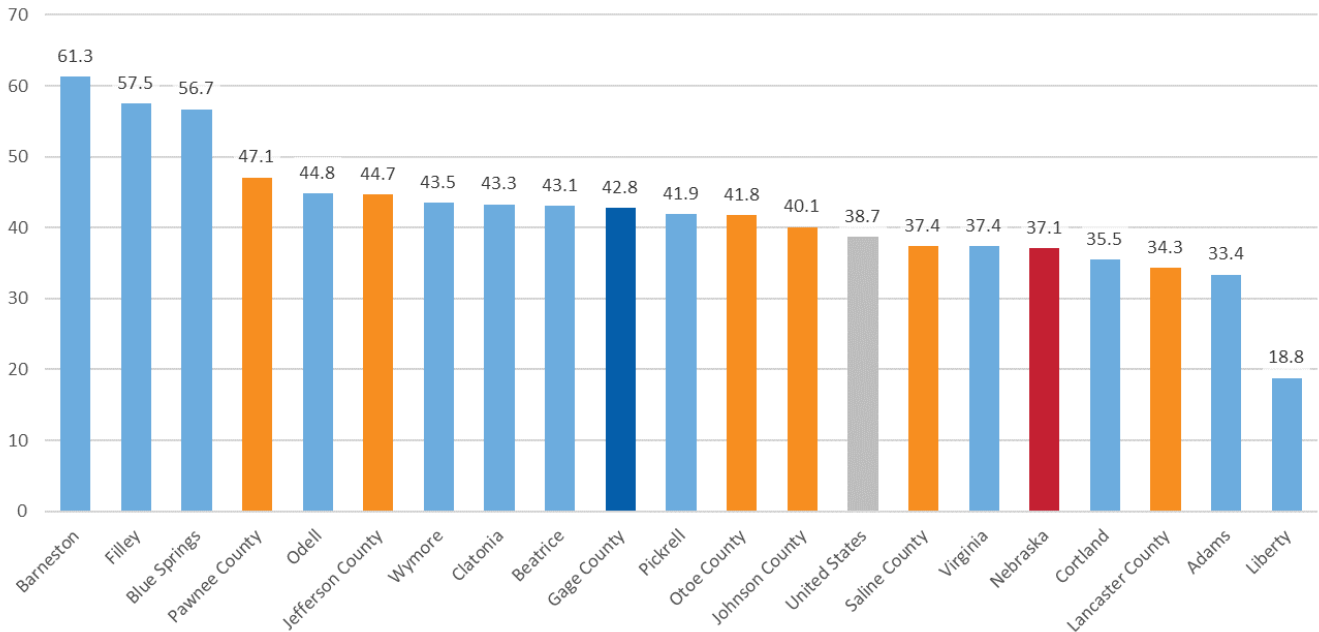
TABLE 15**Median Age by Location and Gender · 2019-2023**

Gage County and the Surrounding Area

	Median Age		
	Total	Male	Female
United States	38.7	37.7	39.8
Nebraska	37.1	36.3	37.8
Gage County	42.8	40.6	45.5
Adams	33.4	31.5	41.3
Barneston	61.3	51.8	61.5
Beatrice	43.1	40.5	47.2
Blue Springs	56.7	56.7	56.8
Clatonia	43.3	46.2	41.0
Cortland	35.5	35.3	36.0
Filley	57.5	59.5	55.5
Liberty	18.8	56.3	15.6
Odell	44.8	46.5	40.5
Pickrell	41.9	41.2	42.8
Virginia	37.4	37.3	43.5
Wymore	43.5	34.0	51.7
Jefferson County	44.7	45.0	44.7
Johnson County	40.1	37.2	46.6
Lancaster County	34.3	33.4	35.2
Otoe County	41.8	38.4	44.7
Pawnee County	47.1	44.5	47.8
Saline County	37.4	37.5	37.2

CHART 19**Median Age by Location · 2019-2023**

Gage County and the Surrounding Area



Source: U.S. Census Bureau, 2019-2023 American Community Survey, accessed December 2024

RETAIL SALES

Table 16 and Chart 20 show the retail sales (non-motor vehicle) pull factors for Gage County and the surrounding area for 2023. 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.

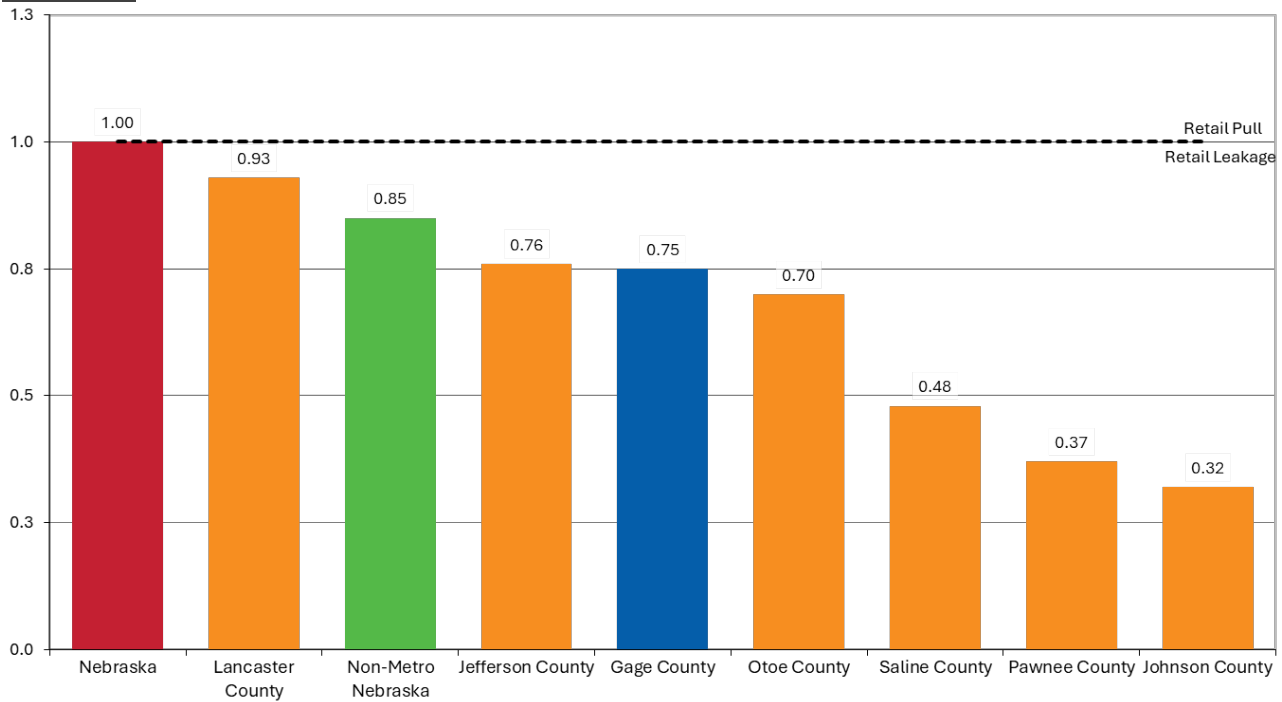
TABLE 16

Retail Sales Non-Motor Vehicles Pull Factors · 2023

Nebraska, Gage County and Surrounding Counties

	2023 Population	2023 Retail Sales (x \$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Gage County	21,634	261,088	12,068	0.75
Jefferson County	7,054	85,610	12,136	0.76
Johnson County	5,198	26,940	5,183	0.32
Lancaster County	326,716	4,898,424	14,993	0.93
Otoe County	16,335	183,729	11,248	0.70
Pawnee County	2,512	14,783	5,885	0.37
Saline County	14,555	111,440	7,656	0.48

CHART 20



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2024

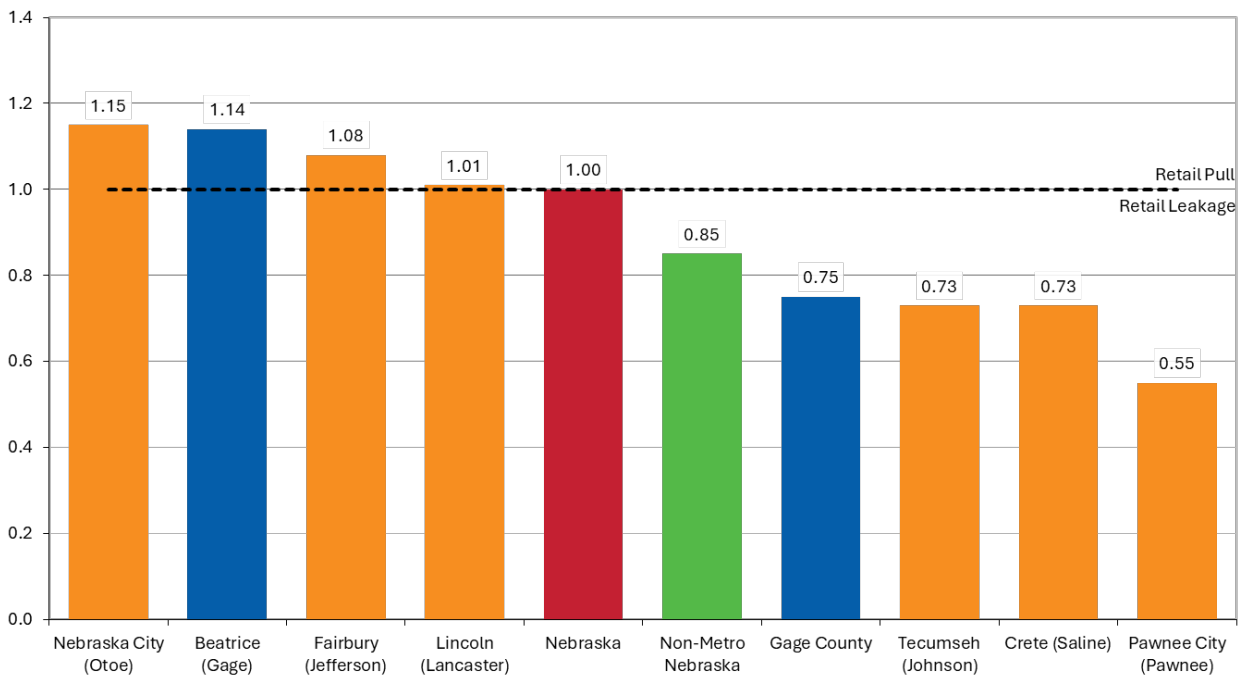
Reviewing the pull factors at the county level indicates Gage County experiences net retail leakages. The 2023 pull factor of 0.75 indicates, on a per capita basis, retail sales in Gage County are 24.9 percent lower than the state’s average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Gage County (0.75) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Gage County are 11.7 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 17 and Chart 21 compare the 2023 pull factors for selected area communities. The Otoe County community of Nebraska City’s pull factor 1.15 of indicates that, on a per capita basis, non-motor vehicle retail sales in Nebraska City are approximately 15 percent higher than the state’s average per capita sales.

TABLE 17
Retail Sales Non-Motor Vehicles Pull Factors · 2023
 Nebraska and Selected Study Area Cities

	2023 Population	2023 Retail Sales (x \$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Gage County	21,634	261,088	12,068	0.75
Beatrice (Gage)	12,262	225,697	18,406	1.14
Fairbury (Jefferson)	3,832	66,446	17,340	1.08
Tecumseh (Johnson)	1,670	20,121	12,048	0.73
Lincoln (Lancaster)	294,757	4,696,382	15,933	1.01
Nebraska City (Otoe)	7,414	137,803	18,587	1.15
Pawnee City (Pawnee)	846	8,039	9,503	0.55
Crete (Saline)	7,488	84,502	11,285	0.73

CHART 21



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2024

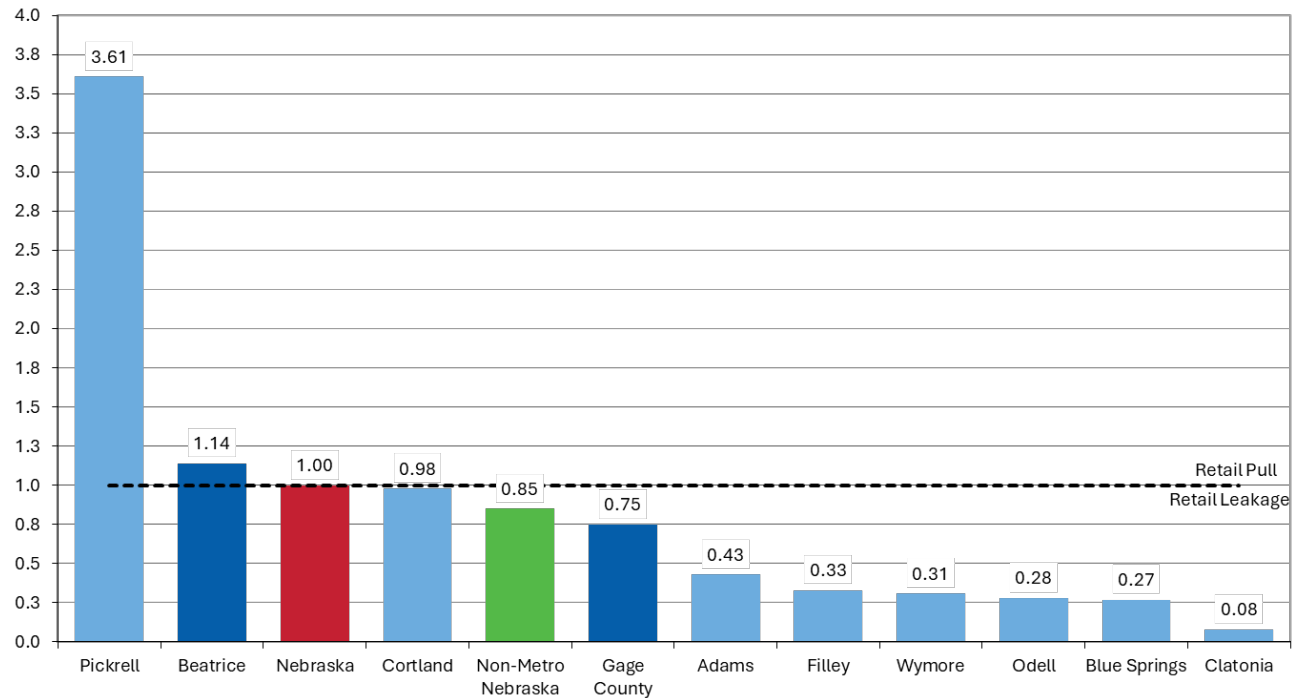
Table 18 (sorted by population) and Chart 22 (sorted by pull factor) further break down the 2023 pull factors into the communities reporting retail sales figures within Gage County. As this table indicates, the community of Pickrell had the strongest pull factor (3.61) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.75 for Gage County in 2023.

TABLE 18
Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska and Available Gage County Communities

	2023 Population	2023 Retail Sales (x \$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Gage County	21,634	261,088	12,068	0.75
Beatrice	12,262	225,697	18,406	1.14
Wymore	1,344	6,637	4,938	0.31
Adams	616	4,250	6,899	0.43
Cortland	514	8,119	15,795	0.98
Blue Springs	275	1,175	4,273	0.27
Clatonia	261	331	1,267	0.08
Odell	257	1,175	4,573	0.28
Pickrell	185	10,736	58,031	3.61
Filley	121	649	5,361	0.33

CHART 22



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Table 19 (sorted by population) and Chart 23 (sorted by pull factor) show the 2023 pull factors for Nebraska, Beatrice, and eight other similarly sized communities selected from around the state. Gretna’s pull factor of 3.34 leads the group for 2023 thus indicating Gretna has greater retail pull.

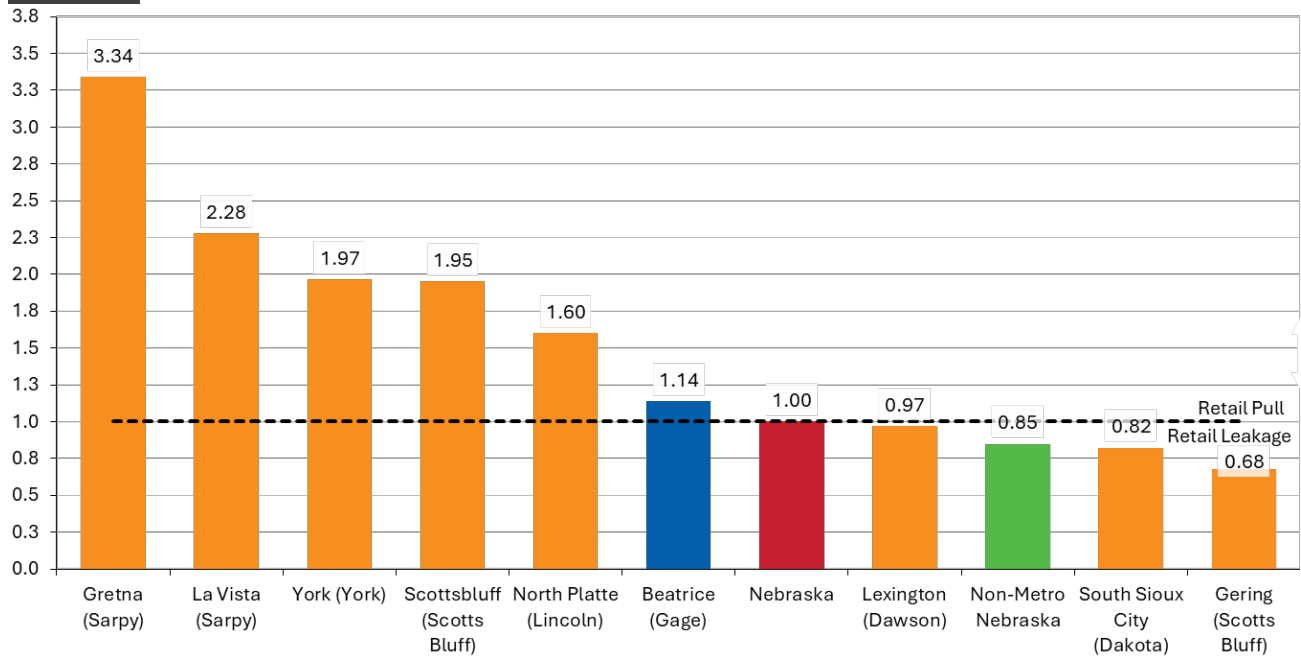
TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors • 2023

Beatrice & Other Similarly Sized Nebraska Communities

	2023 Population	2023 Retail Sales (x \$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Beatrice (Gage)	12,262	225,697	18,406	1.14
North Platte (Lincoln)	22,523	580,332	25,766	1.60
La Vista (Sarpy)	16,346	598,084	36,589	2.28
Scottsbluff (Scotts Bluff)	14,305	448,539	31,355	1.95
South Sioux City (Dakota)	13,856	183,485	13,242	0.82
Lexington (Dawson)	10,816	168,277	15,558	0.97
Gretna (Sarpy)	9,054	486,049	53,683	3.34
Gering (Scotts Bluff)	8,531	92,996	10,901	0.68
York (York)	8,180	258,473	31,598	1.97

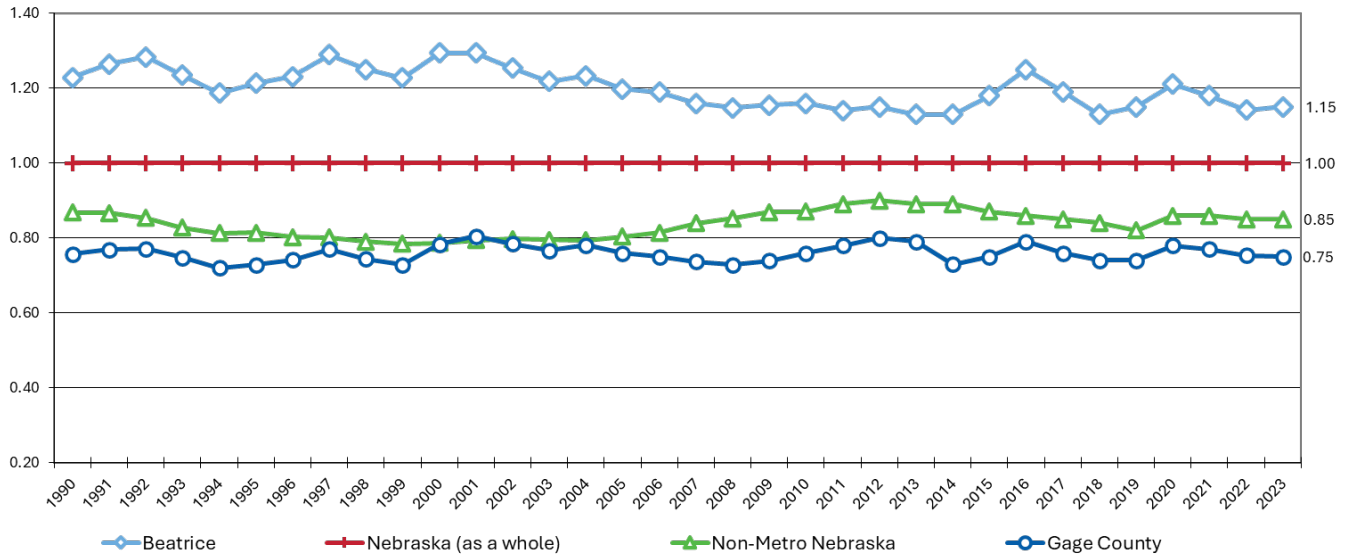
CHART 23



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Chart 24 illustrates the pull factor trend for Beatrice, Gage County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2023. In examining the timeline, the city of Beatrice shows retail pull fluctuating above the state average throughout the entire study period. Data within Gage County (as a whole) also shows the pull factor below the non-metropolitan county average and below the Nebraska (as a whole) average throughout the time period.

CHART 24
Pull Factors • 1990–2023
 Beatrice, Gage County, Non-Metro & Nebraska (as a whole)



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2024

PER CAPITA PERSONAL INCOME

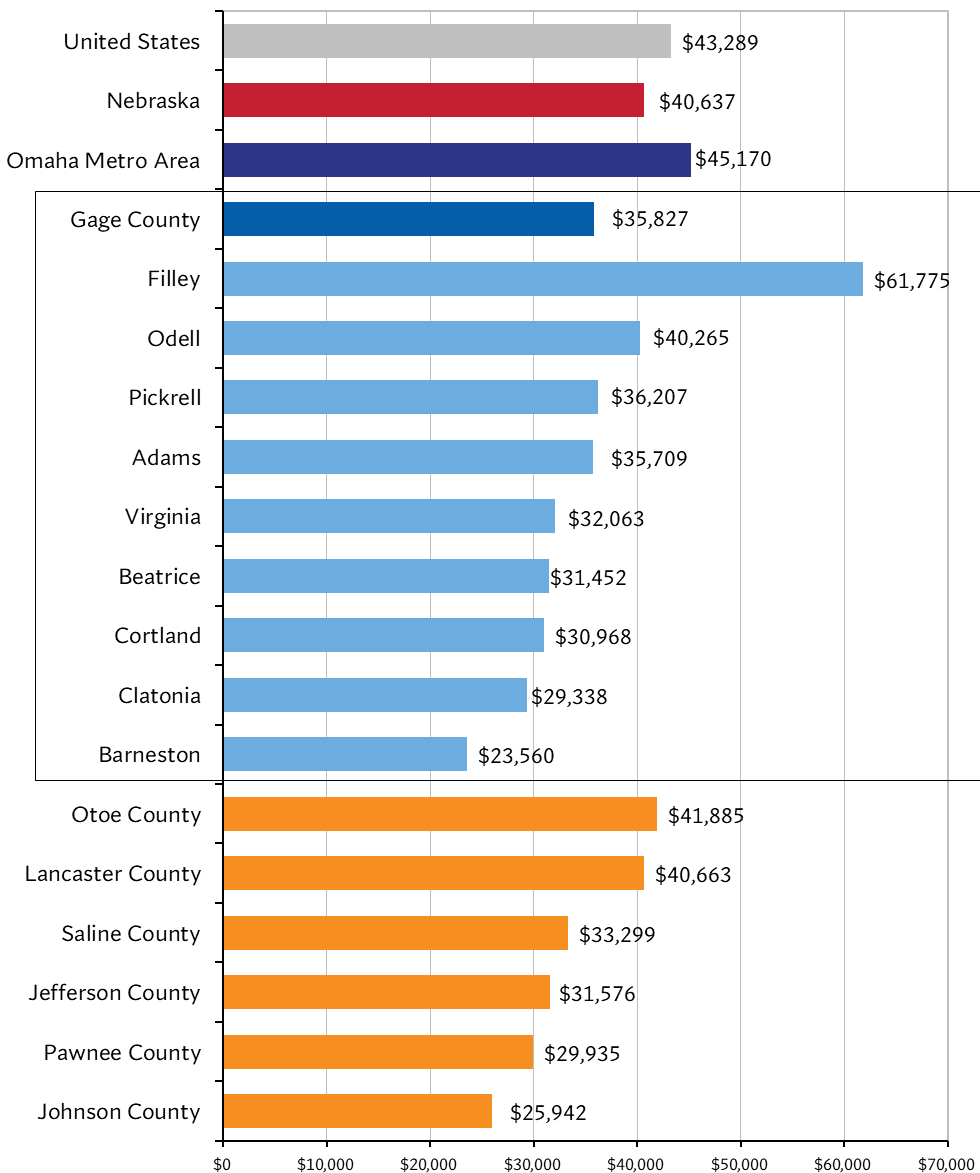
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources, including earnings, retirement income, and public assistance.

The 2019-2023 five-year estimates show that per capita personal income for Gage County is estimated to be \$35,827 compared to \$40,637 for Nebraska as a whole.

CHART 27

Per Capita Personal Income • 2019-2023

Nebraska, Gage County & Surrounding Counties



Source: U.S. Census Bureau 2019-2023 American Community Survey, accessed January 2025

MEDIAN HOUSEHOLD INCOME

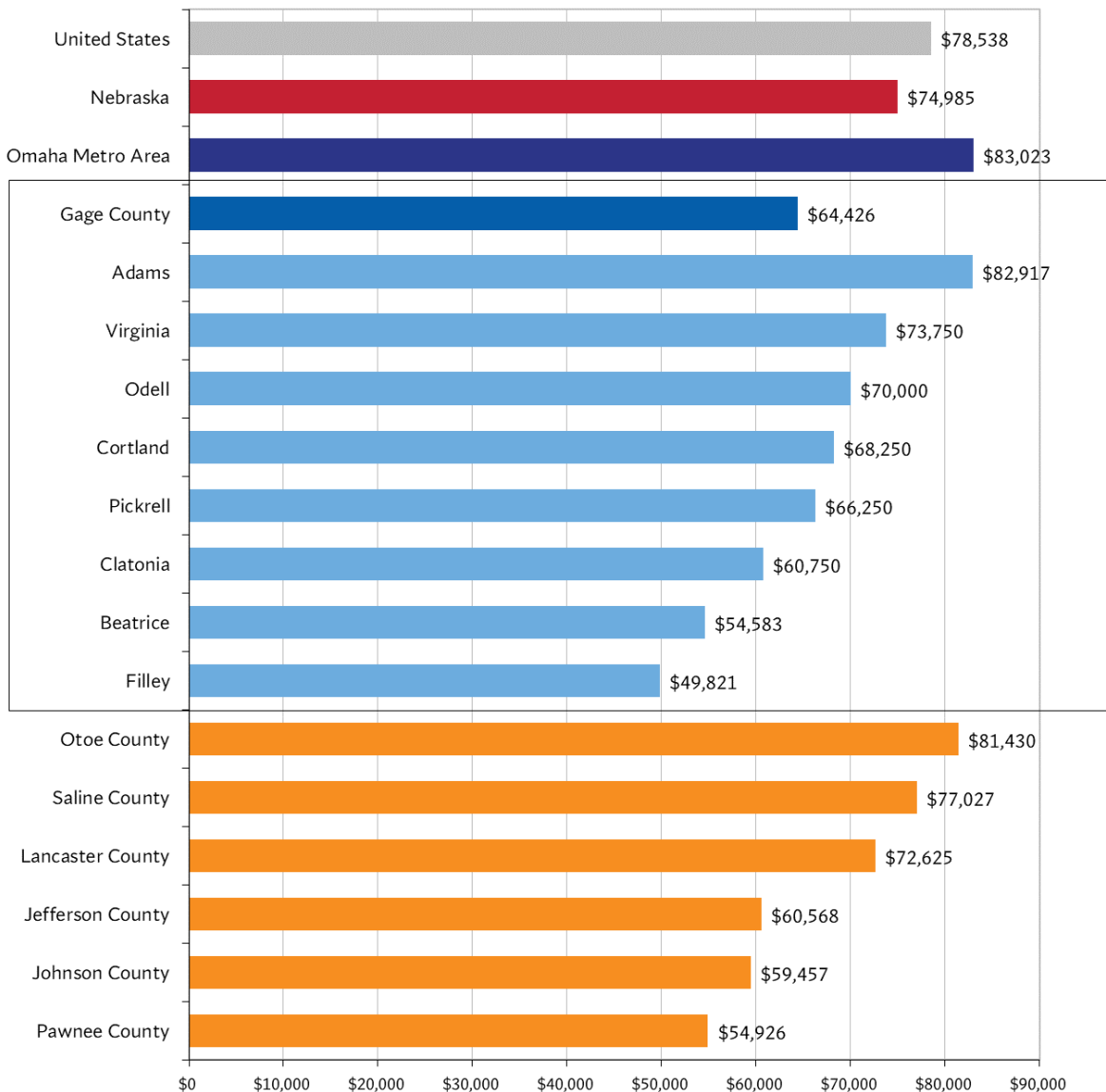
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2019-2023 five-year estimates show median household income for Gage County is estimated to be \$64,426 compared to \$74,985 for Nebraska as a whole.

CHART 28

Median Household Income • 2019-2023

Nebraska, Gage County & Surrounding Counties



Source: U.S. Census Bureau 2019–2023 American Community Survey, accessed January 2025