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## **ECONOMIC AND DEMOGRAPHIC TRENDS**

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# **GENEVA, FILLMORE COUNTY AND THE SURROUNDING AREA**

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**PREPARED BY:**

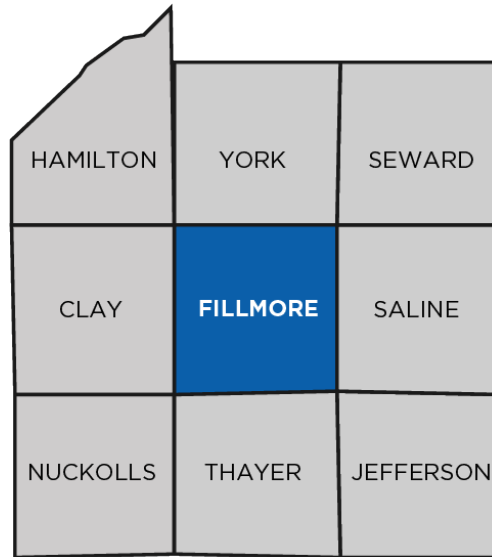
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# ECONOMIC AND DEMOGRAPHIC TRENDS IN **Fillmore County** AND THE SURROUNDING AREA



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Fillmore County. For select measures, comparable data are provided for the surrounding area (selected counties and communities). The map featured above shows the general area for which selected comparable data are shown. In addition to Fillmore County, other counties included in this area are Clay, Hamilton, Jefferson, Nuckolls, Saline, Seward, Thayer and York. The retail sales section also compares retail growth between Fillmore County 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 Fillmore 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 Fillmore County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Fillmore County increased 4.1 percent (92 jobs) between 2013 and 2023.

Table 1 and Chart 1 also provide employment data for Fillmore County by major economic sector for years 2013–2023. The Leisure & Hospitality sector recorded the largest percentage increase in employment between 2013 and 2023 (61.4 percent or 54 jobs). The Manufacturing sector recorded the largest actual employment increase between 2013 and 2023 (60 jobs or 30.9 percent).

**TABLE 1**  
**Nonfarm Wage & Salary Employment Trends • 2013–2023**

Fillmore County, Nebraska

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Change 2013-2023	# Change 2013-2023
<b>Nonfarm W&amp;S Employment</b>	<b>2,236</b>	<b>2,250</b>	<b>2,215</b>	<b>2,176</b>	<b>2,141</b>	<b>2,187</b>	<b>2,185</b>	<b>2,123</b>	<b>2,230</b>	<b>2,273</b>	<b>2,328</b>	<b>4.1</b>	<b>92</b>
<b>Total Private Industries</b>	<b>1,520</b>	<b>1,519</b>	<b>1,490</b>	<b>1,456</b>	<b>1,412</b>	<b>1,447</b>	<b>1,449</b>	<b>1,428</b>	<b>1,521</b>	<b>1,574</b>	<b>1,626</b>	<b>7.0</b>	<b>106</b>
<b>Goods Producing</b>	<b>513</b>	<b>503</b>	<b>486</b>	<b>484</b>	<b>465</b>	<b>465</b>	<b>465</b>	<b>461</b>	<b>520</b>	<b>554</b>	<b>587</b>	<b>14.4</b>	<b>74</b>
Natural Resources & Mining	115	123	122	113	119	112	105	113	113	111	143	24.3	28
Construction	205	204	200	196	177	188	190	178	172	177	191	-6.8	-14
Manufacturing	194	176	165	176	168	166	170	171	236	266	254	30.9	60
<b>Service Providing</b>	<b>1,006</b>	<b>1,016</b>	<b>1,004</b>	<b>972</b>	<b>948</b>	<b>981</b>	<b>984</b>	<b>967</b>	<b>1,001</b>	<b>1,020</b>	<b>1,038</b>	<b>3.2</b>	<b>32</b>
Trade, Transportation & Utilities	458	465	471	471	457	468	464	467	483	466	461	0.7	3
Information	9	-	-	-	10	12	14	9	-	9	6	-33.3	-3
Financial Activities	135	139	137	135	135	133	135	135	130	136	139	3.0	4
Professional & Business Services	33	-	-	-	42	44	45	45	-	42	40	21.2	7
Education & Health Services	206	207	190	183	181	181	190	191	211	212	194	-5.8	-12
Leisure & Hospitality	88	83	78	58	48	70	76	60	70	97	142	61.4	54
Other Services, except Public	78	77	79	75	73	73	60	60	60	58	57	-26.9	-21
<b>Government</b>	<b>716</b>	<b>731</b>	<b>725</b>	<b>720</b>	<b>729</b>	<b>740</b>	<b>736</b>	<b>695</b>	<b>709</b>	<b>699</b>	<b>702</b>	<b>-2.0</b>	<b>-14</b>
Federal	33	31	26	26	27	30	28	30	26	26	28	-15.2	-5
State	127	127	121	113	108	109	101	69	57	58	61	-52.0	-66
Local	556	573	579	581	593	601	607	596	627	616	614	10.4	58

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

**CHART 1**  
**Employment by Industry • 2013–2023**

Fillmore County, Nebraska

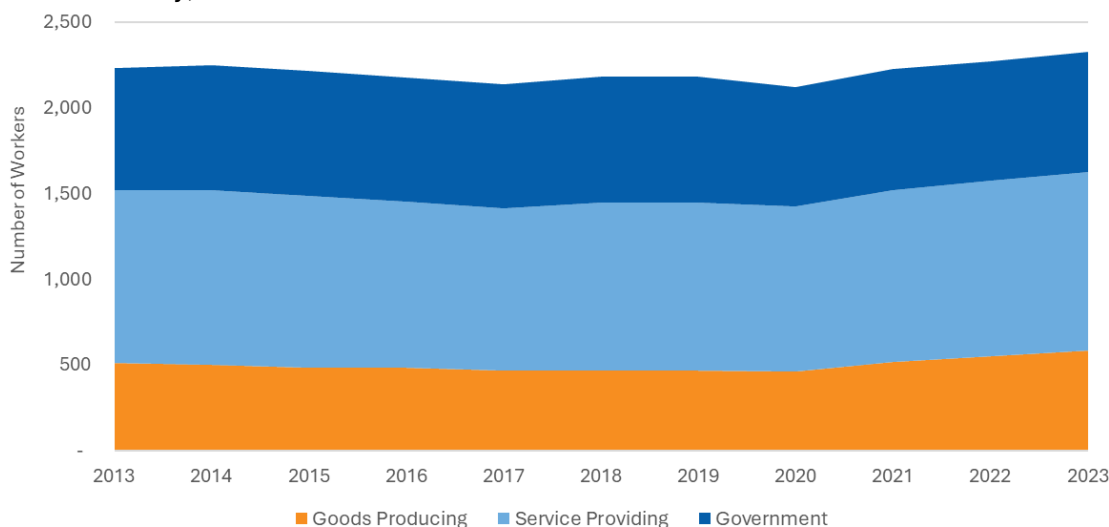


Chart 2 compares total nonfarm wage and salary employment growth in Fillmore County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2013–2023. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster,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

As this chart indicates, total nonfarm wage and salary employment in Fillmore County increased 4.1 percent (92 jobs) from 2013 to 2023, compared to an 8.10 percent increase for Nebraska as a whole, an 8.70 percent increase in metropolitan Nebraska and a 19.60 percent increase in non-metropolitan Nebraska.

**CHART 2**  
**Nonfarm W&S Employment • 2013–2023**

Fillmore County, Nebraska, Metro and Non-Metro Nebraska

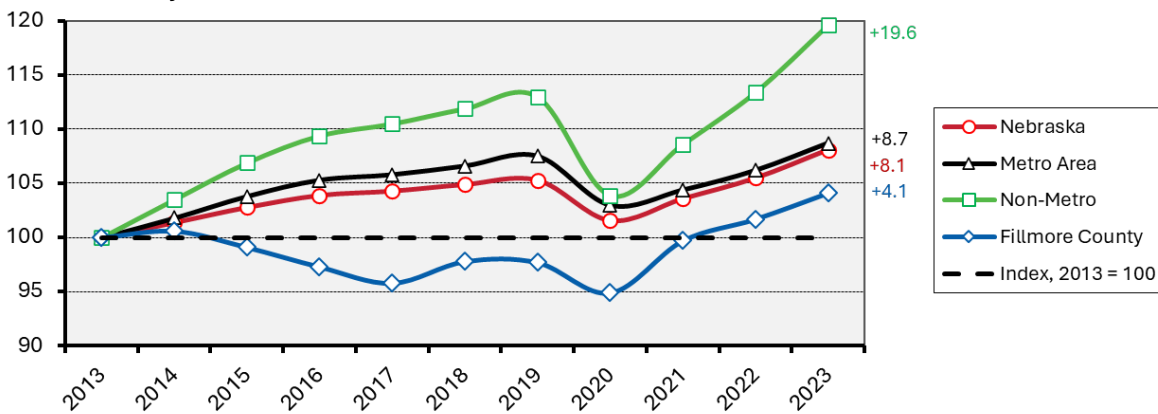
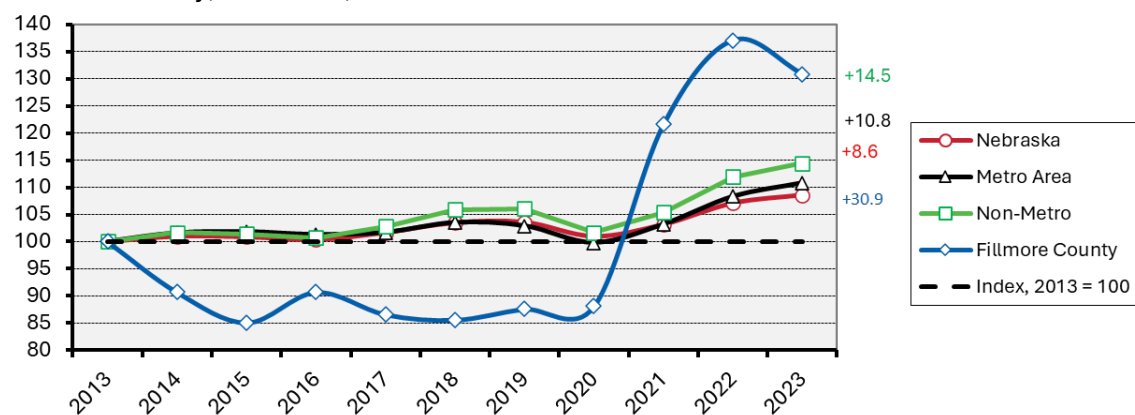


Chart 3 presents data on manufacturing wage and salary employment growth for Fillmore County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Fillmore County recorded a 30.90 percent increase in employment (60 jobs) between 2013 and 2023. This compares to a 14.50 percent increase in employment for non-metropolitan Nebraska; an 8.60 percent increase for Nebraska as a whole; and a 10.80 percent increase for metropolitan Nebraska over the same period.

**CHART 3**  
**Manufacturing W&S Employment • 2013–2023**

Fillmore County, Nebraska, Metro and Non-Metro Nebraska



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 Fillmore County compared to the non-metropolitan and metropolitan distributions.

When comparing the Fillmore County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 30.1 percent of the county workforce (702 employees) compared to 16.5 percent for non-metropolitan Nebraska; a difference of 13.6 percent. Comparing Fillmore County to the overall metropolitan distribution, the largest deviation is found in the Government sector (30.1 percent Fillmore County vs. 13.8 percent metropolitan Nebraska; a difference of 16.3 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 Fillmore 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 an increase in the number of Fillmore County residents participating in the labor force between 2013 and 2023 (0.3 percent or 11 people).

The number of those unemployed in Fillmore County decreased by 35.1 percent (34 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 Fillmore County unemployment rate was 1.9 percent in 2023; below that for metropolitan Nebraska (2.3 percent), below Nebraska as a whole (2.3 percent), and below non-metropolitan Nebraska (2.2 percent).

**TABLE 2**  
**Labor Force & Employment Trends • 2013–2023**

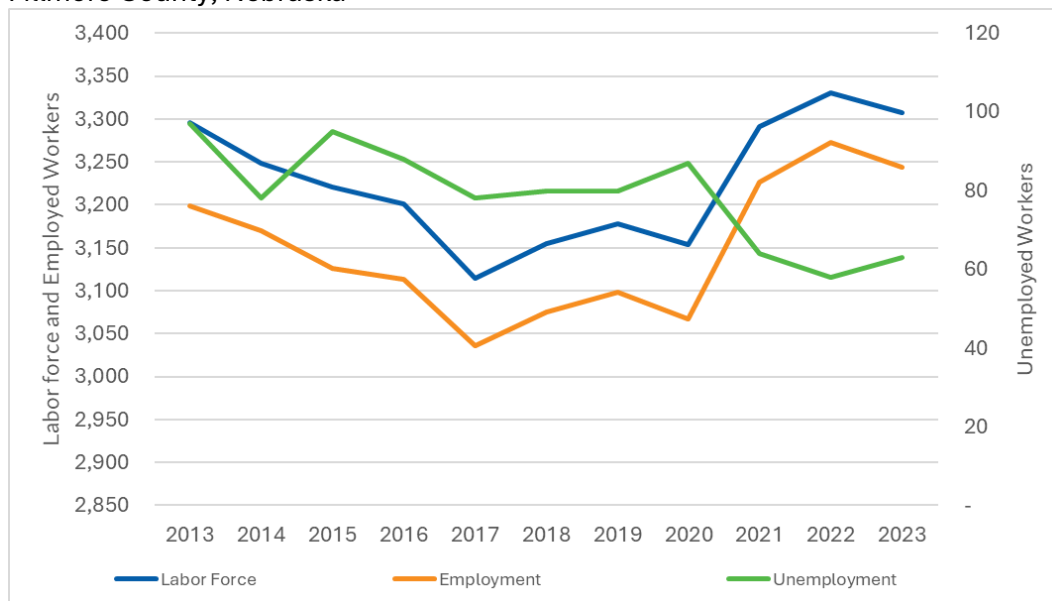
Fillmore County, Nebraska

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Change 2013-2023	# Change 2013-2023
Labor Force	3,296	3,248	3,221	3,201	3,114	3,155	3,178	3,154	3,291	3,331	3,307	0.3	11
Employment	3,199	3,170	3,126	3,113	3,036	3,075	3,098	3,067	3,227	3,273	3,244	1.4	45
Unemployment	97	78	95	88	78	80	80	87	64	58	63	-35.1	-34
Unemployment Rate	2.9	2.4	2.9	2.7	2.5	2.5	2.5	2.8	1.9	1.7	1.9	N/A	N/A

(N/A) - Data not available

**CHART 7**  
**Labor Force & Employment Trends • 2013–2023**

Fillmore County, Nebraska



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 Fillmore County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination Report looks at the area from which a 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 Fillmore County are from 2022.

Table 3 (pages 6–7) examines the Work Destination area for Fillmore County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 2,566 county labor force participants holding primary jobs. As Table 3 shows, 96.4 percent of Fillmore County’s labor force participants are employed within the state of Nebraska. Approximately 43.6 percent of Fillmore County workers remain within Fillmore County for employment with 56.4 percent leaving the county borders for work (next page). The top ten incorporated places where Fillmore 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	2,566	100.0%

#### By States

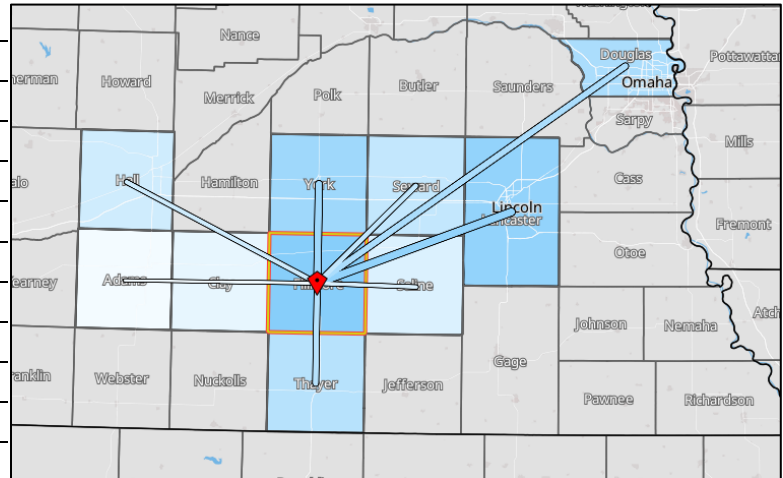
	Count	Share
Nebraska	2,474	96.4%
Iowa	32	1.2%
Kansas	29	1.1%
South Dakota	10	0.4%
Missouri	8	0.3%
Colorado	5	0.2%
Minnesota	2	0.1%
California	1	0.0%
Illinois	1	0.0%
New York	1	0.0%
All Other Locations	3	0.1%



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

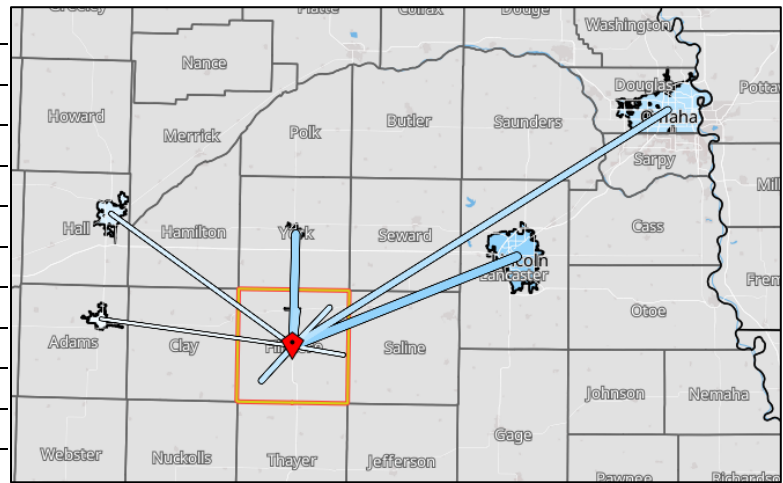
## By Counties

	Count	Share
Fillmore County, NE	1,118	43.6%
Lancaster County, NE	270	10.5%
York County, NE	243	9.5%
Douglas County, NE	141	5.5%
Thayer County, NE	95	3.7%
Seward County, NE	71	2.8%
Hall County, NE	70	2.7%
Saline County, NE	67	2.6%
Clay County, NE	51	2.0%
Adams County, NE	40	1.6%
All Other Locations	400	15.6%



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

	Count	Share
Geneva city, NE	587	22.9%
Lincoln city, NE	260	10.1%
York city, NE	179	7.0%
Fairmont village, NE	159	6.2%
Omaha city, NE	137	5.3%
Shickley village, NE	90	3.5%
Exeter village, NE	80	3.1%
Grand Island city, NE	62	2.4%
Milligan village, NE	40	1.6%
Hastings city, NE	34	1.3%
All Other Locations	938	36.6%



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 Fillmore 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 Fillmore County. The Census identified 2,106 primary jobs within Fillmore County. As Table 4 indicates, 96.3 percent of these jobs are held by Nebraska residents. Approximately 53.1 percent of Fillmore 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 • 2022

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	2,106	100.0%

### By States

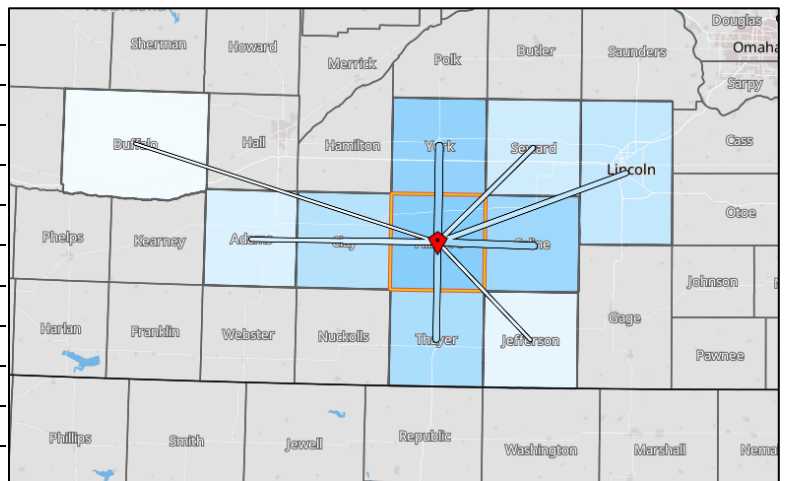
	Count	Share
Nebraska	2,028	96.3%
Kansas	41	1.9%
Missouri	9	0.4%
Iowa	5	0.2%
South Dakota	5	0.2%
Colorado	3	0.1%
Oklahoma	3	0.1%
Florida	2	0.1%
Georgia	2	0.1%
New York	2	0.1%
All Other Locations	6	0.3%



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
Fillmore County, NE	1,118	53.1%
York County, NE	126	6.0%
Saline County, NE	116	5.5%
Thayer County, NE	101	4.8%
Clay County, NE	70	3.3%
Lancaster County, NE	68	3.2%
Seward County, NE	47	2.2%
Adams County, NE	39	1.9%
Jefferson County, NE	38	1.8%
Buffalo County, NE	32	1.5%
All Other Locations	351	16.7%



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
Geneva city, NE	470	22.3%
Fairmont village, NE	105	5.0%
Exeter village, NE	104	4.9%
York city, NE	70	3.3%
Shickley village, NE	68	3.2%
Lincoln city, NE	63	3.0%
Milligan village, NE	42	2.0%
Hastings city, NE	35	1.7%
Fairbury city, NE	25	1.2%
Hebron city, NE	25	1.2%
All Other Locations	1,099	52.2%



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 Fillmore 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 Fillmore County. More detailed figures can also be found in Tables 6–8 (pages 10–12).

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

Fillmore County, Primary Jobs

Selection Area Labor Market Size (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,106	100.0%	2,037	100.0%	2,042	100.0%
Living in the Selection Area	2,566	121.8%	2,444	120.0%	2,528	123.8%
Net Job Inflow (+) or Outflow (-)	-460	-	-407	-	-486	-

In-Area Labor Force Efficiency (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	2,566	100.0%	2,444	100.0%	2,528	100.0%
Living and Employed in the Selection Area	1,118	43.6%	1,042	42.6%	1,081	42.8%
Living in the Selection Area but Employed Outside	1,448	56.4%	1,402	57.4%	1,447	57.2%

In-Area Employment Efficiency (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,106	100.0%	2,037	100.0%	2,042	100.0%
Employed and Living in the Selection Area	1,118	53.1%	1,042	51.2%	1,081	52.9%
Employed in the Selection Area but Living Outside	988	46.9%	995	48.8%	961	47.1%

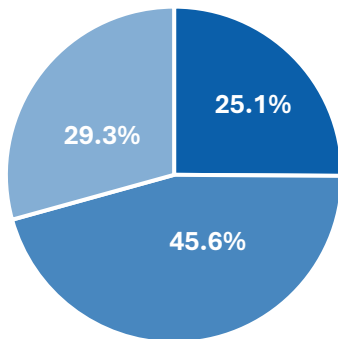
**TABLE 6**

## Worker Outflow by Job Characteristic

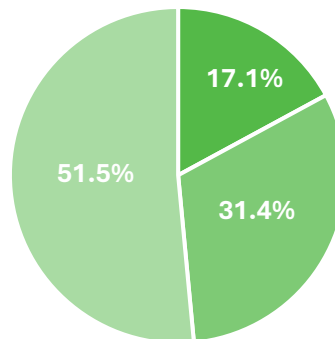
Fillmore County

Outflow Job Characteristics	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,448	100.0%	1,402	100.0%	1,447	100.0%
Workers Aged 29 or younger	364	25.1%	350	25.0%	376	26.0%
Workers Aged 30 to 54	660	45.6%	668	47.6%	673	46.5%
Workers Aged 55 or older	424	29.3%	384	27.4%	398	27.5%
Workers Earning \$1,250 per month or less	247	17.1%	255	18.2%	285	19.7%
Workers Earning \$1,251 to \$3,333 per month	455	31.4%	458	32.7%	519	35.9%
Workers Earning More than \$3,333 per month	746	51.5%	689	49.1%	643	44.4%
Workers in the "Goods Producing" Industry Class	264	18.2%	291	20.8%	326	22.5%
Workers in the "Trade, Transportation, and Utilities" Industry Class	383	26.5%	392	28.0%	396	27.4%
Workers in the "All Other Services" Industry Class	801	55.3%	719	51.3%	725	50.1%

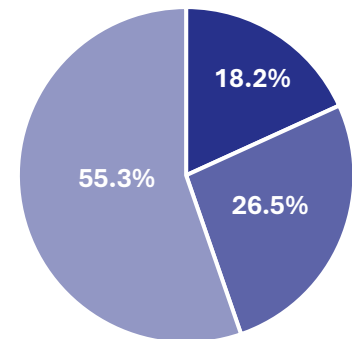
**CHART 8, 9 & 10**



- 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

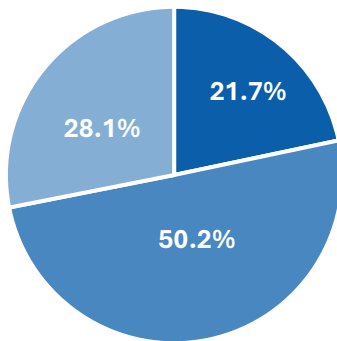


- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

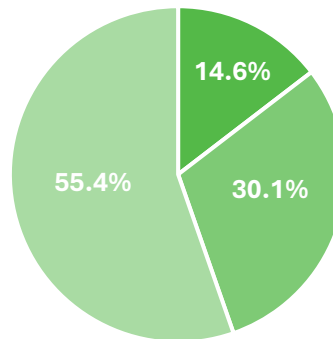
**TABLE 7****Worker Inflow by Job Characteristic**

Fillmore County

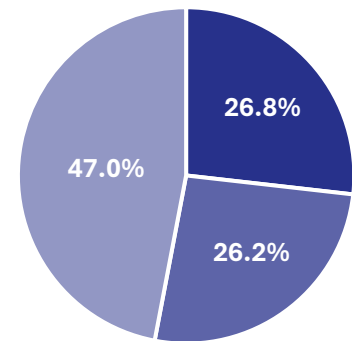
Inflow Job Characteristics	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	988	100.0%	995	100.0%	961	100.0%
Workers Aged 29 or younger	214	21.7%	208	20.9%	216	22.5%
Workers Aged 30 to 54	496	50.2%	474	47.6%	477	49.6%
Workers Aged 55 or older	278	28.1%	313	31.5%	268	27.9%
Workers Earning \$1,250 per month or less	144	14.6%	151	15.2%	161	16.8%
Workers Earning \$1,251 to \$3,333 per month	297	30.1%	349	35.1%	304	31.6%
Workers Earning More than \$3,333 per month	547	55.4%	495	49.7%	496	51.6%
Workers in the "Goods Producing" Industry Class	265	26.8%	260	26.1%	224	23.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	259	26.2%	270	27.1%	280	29.1%
Workers in the "All Other Services" Industry Class	464	47.0%	465	46.7%	457	47.6%

**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**

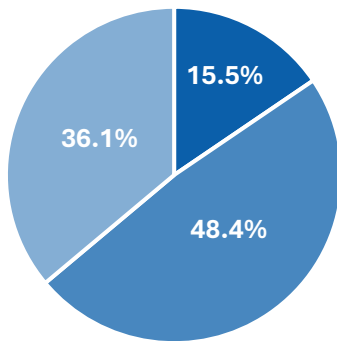
## Worker Interior by Job Characteristic

Fillmore County

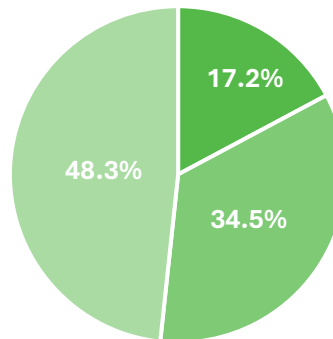
### Interior Flow Job Characteristics

	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,118	100.0%	1,042	100.0%	1,081	100.0%
Workers Aged 29 or younger	173	15.5%	173	16.6%	182	16.8%
Workers Aged 30 to 54	541	48.4%	500	48.0%	496	45.9%
Workers Aged 55 or older	404	36.1%	369	35.4%	403	37.3%
Workers Earning \$1,250 per month or less	192	17.2%	181	17.4%	193	17.9%
Workers Earning \$1,251 to \$3,333 per month	386	34.5%	397	38.1%	432	40.0%
Workers Earning More than \$3,333 per month	540	48.3%	464	44.5%	456	42.2%
Workers in the "Goods Producing" Industry Class	302	27.0%	251	24.1%	237	21.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	188	16.8%	196	18.8%	181	16.7%
Workers in the "All Other Services" Industry Class	628	56.2%	595	57.1%	663	61.3%

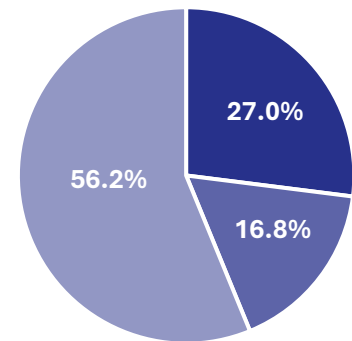
**CHART 14, 15 & 16**



- 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 Fillmore County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Fillmore County is greater in 2022 compared to 2020. The distribution of miles traveled to work has shifted slightly since 2020, with a slight increase of those who travel greater than 50 miles to work and a slight decrease in those who travel 10 to 24 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	2,566	100.0%	2,444	100.0%	2,528	100.0%
Less than 10 miles	778	30.3%	738	30.2%	759	30.0%
10 to 24 miles	650	25.3%	613	25.1%	700	27.7%
25 to 50 miles	513	20.0%	516	21.1%	492	19.5%
Greater than 50 miles	625	24.4%	577	23.6%	577	22.8%

*U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2025*

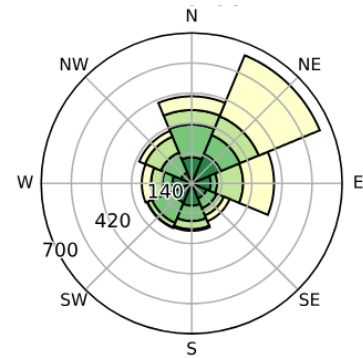


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Fillmore County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Fillmore County has increased since 2020. The data also show the majority of Fillmore County employees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

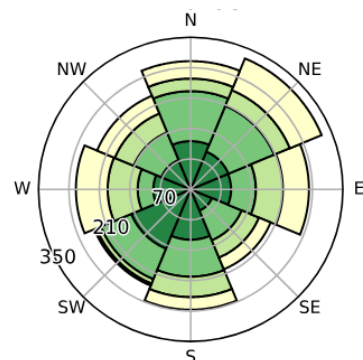
**TABLE 10 & FIGURE 2**

**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	2,106	100.0%	2,037	100.0%	2,042	100.0%
Less than 10 miles	774	36.8%	738	36.2%	756	37.0%
10 to 24 miles	626	29.7%	607	29.8%	576	28.2%
25 to 50 miles	347	16.5%	320	15.7%	321	15.7%
Greater than 50 miles	359	17.0%	372	18.3%	389	19.0%

*U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2025*



## POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Fillmore County and the surrounding area. As Table 11 indicates, Fillmore County’s population experienced an average annual decrease of 0.8 percent between 1970 and 2010 for a total decrease of 27.6 percent or 2,247 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Fillmore County reported an average annual decrease of 0.5 percent in population from 2000 to 2023 (5.8 percent or 342 people total).

**TABLE 11**

### County Population • 1970–2023

Fillmore County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2020	2023	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2023
<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>1,978,379</b>	<b>0.5</b>	<b>0.6</b>
<b>Fillmore County</b>	<b>8,137</b>	<b>7,920</b>	<b>7,103</b>	<b>6,634</b>	<b>5,890</b>	<b>5,572</b>	<b>5,548</b>	<b>-0.8</b>	<b>-0.5</b>
Clay County	8,266	8,106	7,123	7,039	6,542	6,105	6,116	-0.6	-0.5
Hamilton County	8,867	9,301	8,862	9,403	9,124	9,404	9,537	0.1	0.3
Jefferson County	10,436	9,817	8,759	8,340	7,547	7,259	7,054	-0.8	-0.5
Nuckolls County	7,404	6,726	5,786	5,057	4,500	4,090	4,095	-1.2	-0.7
Saline County	12,809	13,131	12,715	13,843	14,200	14,242	14,555	0.3	0.2
Seward County	14,460	15,789	15,450	16,496	16,750	17,614	17,671	0.4	0.4
Thayer County	7,779	7,582	6,635	6,048	5,228	5,019	4,829	-1.0	-0.6
York County	13,685	14,798	14,428	14,598	13,665	14,103	14,356	0.0	0.4

Table 12 data reveals the population of Fillmore County’s incorporated places as a whole experienced an average annual population decrease of 0.3 percent from 1970 to 2010 and an average annual decrease of 0.3 percent from 2010 to 2023 for a total of 11.7 percent (566 people) from 1970 to 2023. Geneva, the county’s largest city, reported a 6.2 percent decrease in population (140 people) between 1970 and 2023. The unincorporated areas outside of the selected communities experienced a 56.2 percent decrease (1,857 people) during the period 1970–2023.

**TABLE 12**

### Population • 1970–2023

Fillmore County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2020	2023	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2023
<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>1,978,379</b>	<b>0.5</b>	<b>0.6</b>
<b>Fillmore County</b>	<b>8,137</b>	<b>7,920</b>	<b>7,103</b>	<b>6,634</b>	<b>5,890</b>	<b>5,825</b>	<b>5,548</b>	<b>-0.8</b>	<b>-0.5</b>
Exeter	759	807	661	712	591	583	520	-0.6	-1.0
Fairmont	761	767	700	691	560	553	590	-0.8	0.4
Geneva	2,275	2,400	2,324	2,226	2,217	2,193	2,135	-0.1	-0.3
Grafton	128	185	179	152	126	125	110	0.0	-1.0
Milligan	319	332	328	315	285	280	241	-0.3	-1.3
Ohioa	156	135	146	142	115	114	122	-0.8	0.5
Shickley	385	413	360	376	341	335	348	-0.3	0.2
Strang	47	59	42	32	29	29	32	-1.2	0.8
<b>Total Incorporated Places</b>	<b>4,830</b>	<b>5,098</b>	<b>4,740</b>	<b>4,646</b>	<b>4,264</b>	<b>4,212</b>	<b>4,098</b>	<b>-0.3</b>	<b>-0.3</b>
<b>Unincorporated Areas</b>	<b>3,307</b>	<b>2,822</b>	<b>2,363</b>	<b>1,988</b>	<b>1,626</b>	<b>1,613</b>	<b>1,450</b>	<b>-1.8</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, 2023, May 2024

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 69 greater than the number of people living in Fillmore County one-year ago. This indicates Fillmore 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 · 2019-2023**

Fillmore County, Nebraska

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Current population one-year or older	5,487
Number of people living in the area one-year ago	5,418
<u>Population change due to migration and mortality</u>	<u>69</u>

*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 gain of 44 people from other Nebraska counties and a net gain of 25 people from other states for a total net gain of 69 people one year or older. As shown in Chart 17, net gains occurred in the age groups Age 1 to 17 (gain of 39), Age 18 to 24 (gain of 50), Age 45 to 64 (gain of 31), Age 65 and over (gain of 17), Age 45 to 64 (gain of 31) and net losses in age group Age 25 to 44 (loss of 68).

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 bachelor's degree, associate's degree, or some college (gain of 3), and a loss of residents with a HS diploma or less (loss of 16), graduate or professional degree (loss of 7).

**CHART 17**  
**Population Change Due to Migration and Mortality**  
**Five-Year Estimate · 2019-2023**

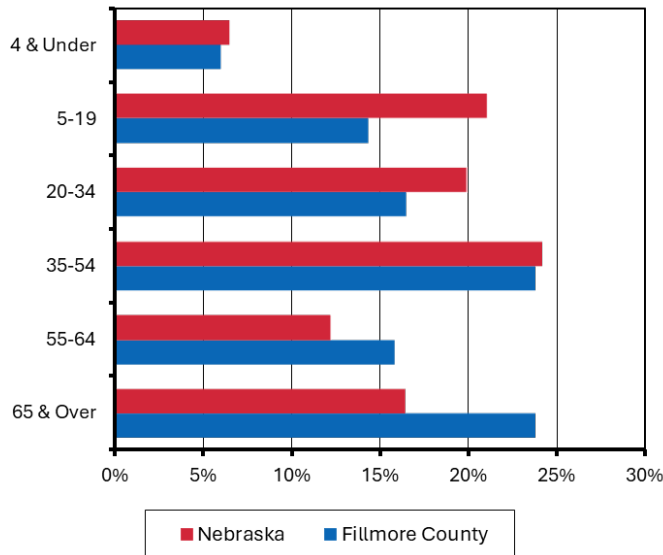
Fillmore County and Nebraska

-- Part A: By 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	51	79	28	2	13	11	39
Age 18 to 24	61	88	27	3	26	23	50
Age 25 to 44	131	80	-51	61	44	-17	-68
Age 45 to 64	6	29	23	0	8	8	31
Age 65 and over	32	49	17	0	0	0	17
<b>Total</b>	<b>281</b>	<b>325</b>	<b>44</b>	<b>66</b>	<b>91</b>	<b>25</b>	<b>69</b>
-- Part B: By 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	91	60	-31	0	15	15	-16
Bachelor's or some college	58	86	28	58	33	-25	3
Grad. or Prof. degree	20	12	-8	3	4	1	-7
<b>Total</b>	<b>169</b>	<b>158</b>	<b>-11</b>	<b>61</b>	<b>52</b>	<b>-9</b>	<b>-20</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 January 2025.

The following chart and table (Chart 18; Table 14) compare the U.S. Census Bureau’s age distribution of the population for Nebraska as a whole and Fillmore County. The population of Fillmore County is older than Nebraska as a whole. The median age for Fillmore County residents in 2023 was 46.3 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**  
 Fillmore County and Nebraska



**TABLE 14**

	2023 Population		Percent	
	Nebraska	Fillmore County	Nebraska	Fillmore County
4 & Under	127,005	332	6.5%	6.0%
5-19	412,376	794	21.0%	14.3%
20-34	390,119	912	19.8%	16.4%
35-54	474,663	1,317	24.1%	23.7%
55-64	239,598	877	12.2%	15.8%
65 & Over	322,165	1,319	16.4%	23.8%
<b>Total</b>	<b>1,965,926</b>	<b>5,551</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>37.1</b>	<b>46.3</b>		

U.S. Census Bureau, “Annual Estimates of the Resident Population for Selected Age Groups by Sex,” April 2024

Table 15 shows additional median ages as estimated by the American Community Survey for communities within Fillmore County and the surrounding counties both as a total and by gender. These 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.

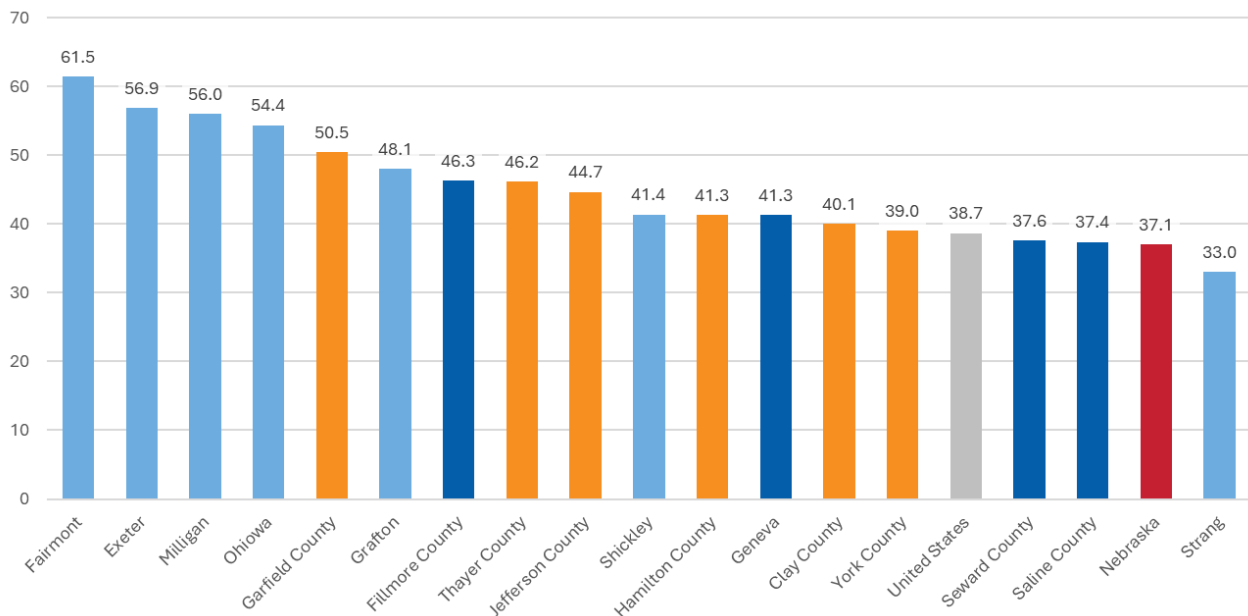
**TABLE 15****Median Age by Location and Gender • 2019-2023**

Fillmore County and the Surrounding Area

	Median Age		
	Total	Male	Female
<b>United States</b>	<b>38.7</b>	<b>37.7</b>	<b>39.8</b>
<b>Nebraska</b>	<b>37.1</b>	<b>36.3</b>	<b>37.8</b>
<b>Fillmore County</b>	<b>46.3</b>	<b>45.1</b>	<b>47.6</b>
Exeter	56.9	55.0	60.2
Fairmont	61.5	61.7	60.8
Geneva	41.3	40.1	43.3
Grafton	48.1	48.7	39.3
Milligan	56.0	56.2	55.7
Ohiova	54.4	47.8	55.0
Shickley	41.4	44.7	38.5
Strang	33.0	42.5	32.3
Clay County	40.1	39.9	40.3
Hamilton County	41.3	40.2	42.6
Jefferson County	44.7	45.0	44.7
Nuckolls County	50.5	49.4	51.5
Saline County	37.4	37.5	37.2
Seward County	37.6	36.8	38.9
Thayer County	46.2	45.6	47.3
York County	39.0	37.6	41.2

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

Fillmore County and the Surrounding Area



U.S. Census Bureau, 2018-2022 American Community Survey, April 2024

## RETAIL SALES

Table 16 and Chart 20 show the retail sales (non-motor vehicle) pull factors for Fillmore 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.

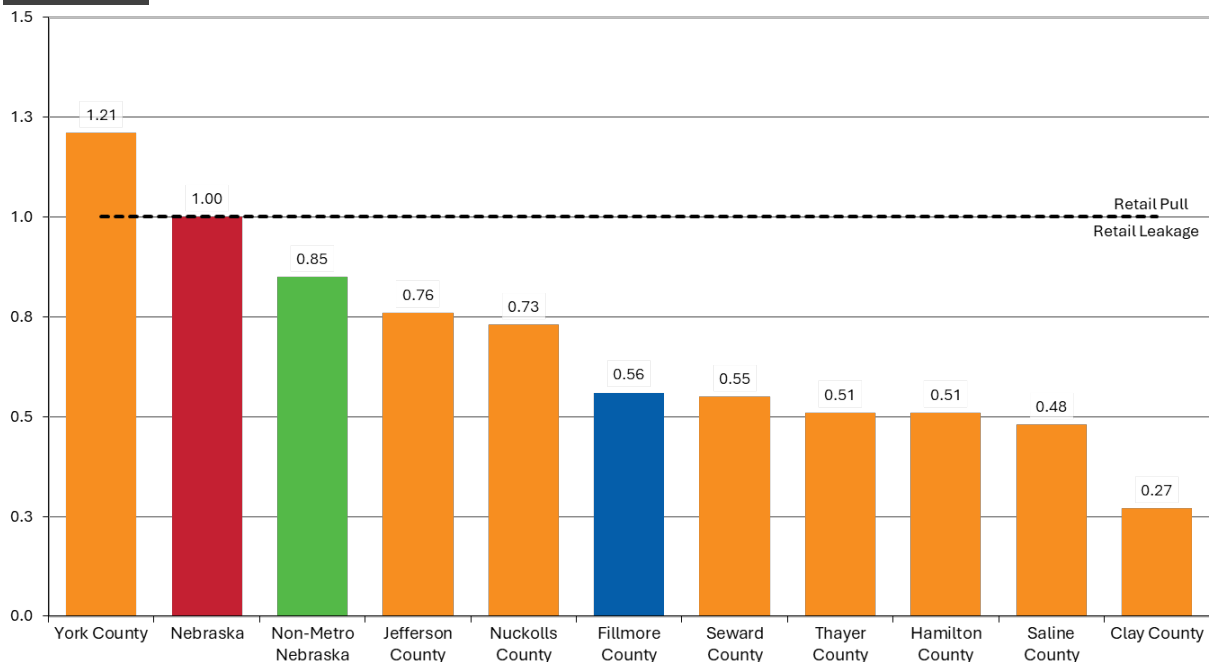
**TABLE 16**

### Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska, Fillmore 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
<b>Fillmore County</b>	<b>5,548</b>	<b>49,644</b>	<b>8,948</b>	<b>0.56</b>
Clay County	6,116	26,507	4,334	0.27
Hamilton County	9,537	77,487	8,125	0.51
Jefferson County	7,054	85,610	12,136	0.76
Nuckolls County	4,095	47,763	11,664	0.73
Saline County	14,555	111,440	7,656	0.48
Seward County	17,671	156,187	8,839	0.55
Thayer County	4,829	39,772	8,236	0.51
York County	14,356	279,230	19,450	1.21

**CHART 20**



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

Reviewing the pull factors at the county level indicates Fillmore County experiences net retail leakages. The 2023 pull factor of 0.56 indicates, on a per capita basis, retail sales in Fillmore County are considerably lower (44.3 percent) 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 Fillmore County (0.56) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Fillmore County are 34.5 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

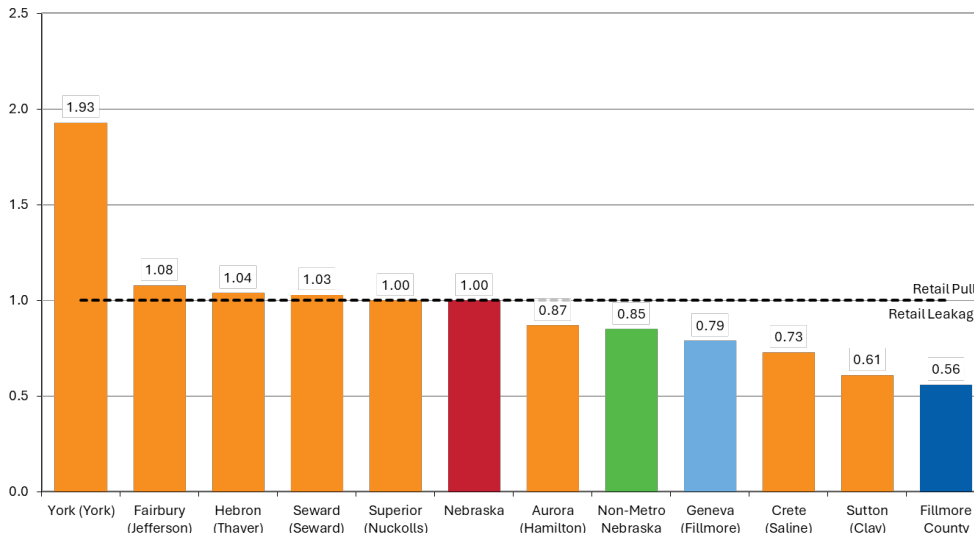
Table 17 and Chart 21 compare the 2023 pull factors for selected area communities. The Fillmore County community of Geneva’s pull factor of 0.79 indicates that, on a per capita basis, non-motor vehicle retail sales in Geneva are approximately 12.7 percent less than the state’s average per capita sales.

**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
<b>Fillmore County</b>	<b>5,548</b>	<b>49,644</b>	<b>8,948</b>	<b>0.56</b>
Geneva (Fillmore)	2,135	29,947	14,027	0.79
Sutton (Clay)	1,453	14,481	9,966	0.61
Aurora (Hamilton)	4,704	67,236	14,293	0.87
Fairbury (Jefferson)	3,832	66,446	17,340	1.08
Superior (Nuckolls)	1,826	29,676	16,252	1.00
Crete (Saline)	7,488	84,502	11,285	0.73
Seward (Seward)	7,672	124,872	16,276	1.03
Hebron (Thayer)	1,388	23,208	16,721	1.04
York (York)	8,180	258,473	31,598	1.93

**CHART 21**



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 Fillmore County. As this table indicates, the community of Shickley had the strongest pull factor (0.95) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.56 for Fillmore County in 2023.

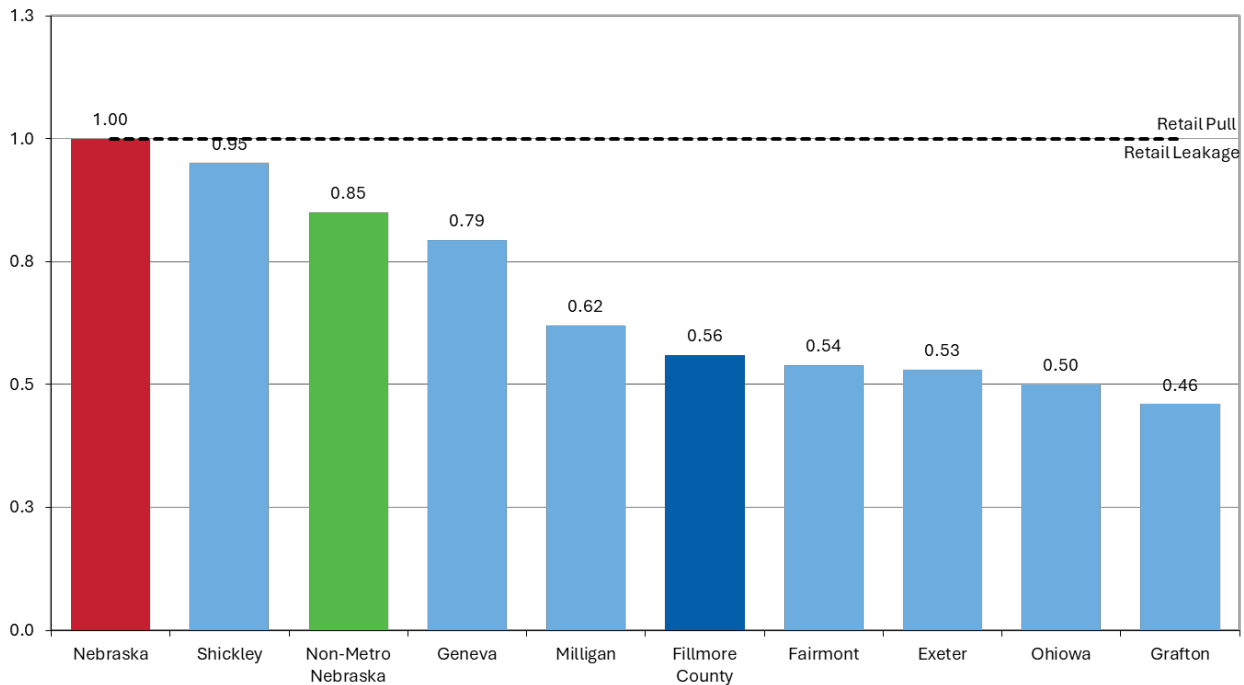
**TABLE 18**

**Retail Sales Non-Motor Vehicles Pull Factors • 2023**

Nebraska and Available Fillmore 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
<b>Fillmore County</b>	<b>5,548</b>	<b>49,644</b>	<b>8,948</b>	<b>0.56</b>
Geneva	2,135	29,947	14,027	0.79
Fairmont	590	5,155	8,737	0.54
Exeter	520	4,408	8,477	0.53
Shickley	348	5,320	15,287	0.95
Milligan	248	2,477	9,987	0.62
Ohioa	122	981	8,040	0.50
Grafton	110	810	7,362	0.46

**CHART 22**



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, Geneva, and eight other similarly sized communities selected from around the state. Ord’s pull factor of 1.26 leads the group for 2023 thus indicating Ord has greater retail pull.

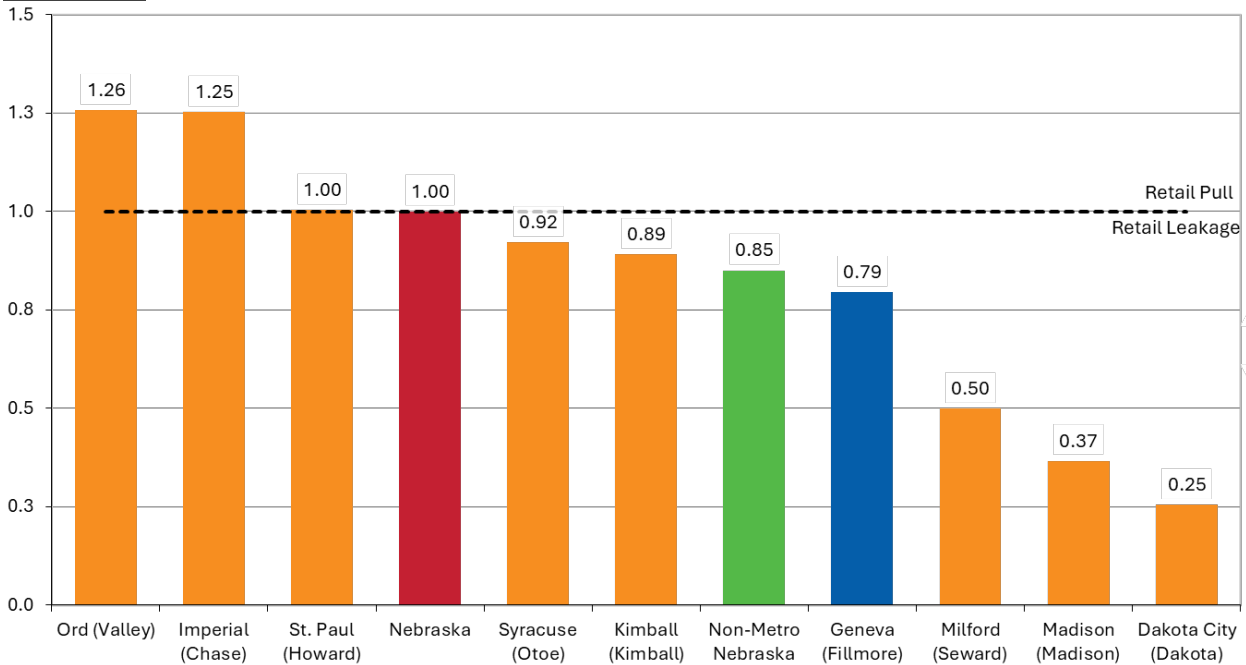
**TABLE 19**

**Retail Sales Non-Motor Vehicles Pull Factors • 2023**

Geneva & 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
<b>Geneva (Fillmore)</b>	<b>2,135</b>	<b>29,947</b>	<b>14,027</b>	<b>0.79</b>
St. Paul (Howard)	2,427	39,107	16,113	1.00
Milford (Seward)	2,211	17,744	8,025	0.50
Kimball (Kimball)	2,192	31,369	14,311	0.89
Madison (Madison)	2,189	12,867	5,878	0.37
Ord (Valley)	2,078	41,992	20,208	1.26
Dakota City (Dakota)	2,047	8,344	4,076	0.25
Syracuse (Otoe)	1,974	29,210	14,797	0.92
Imperial (Chase)	1,969	39,619	20,121	1.25

**CHART 23**

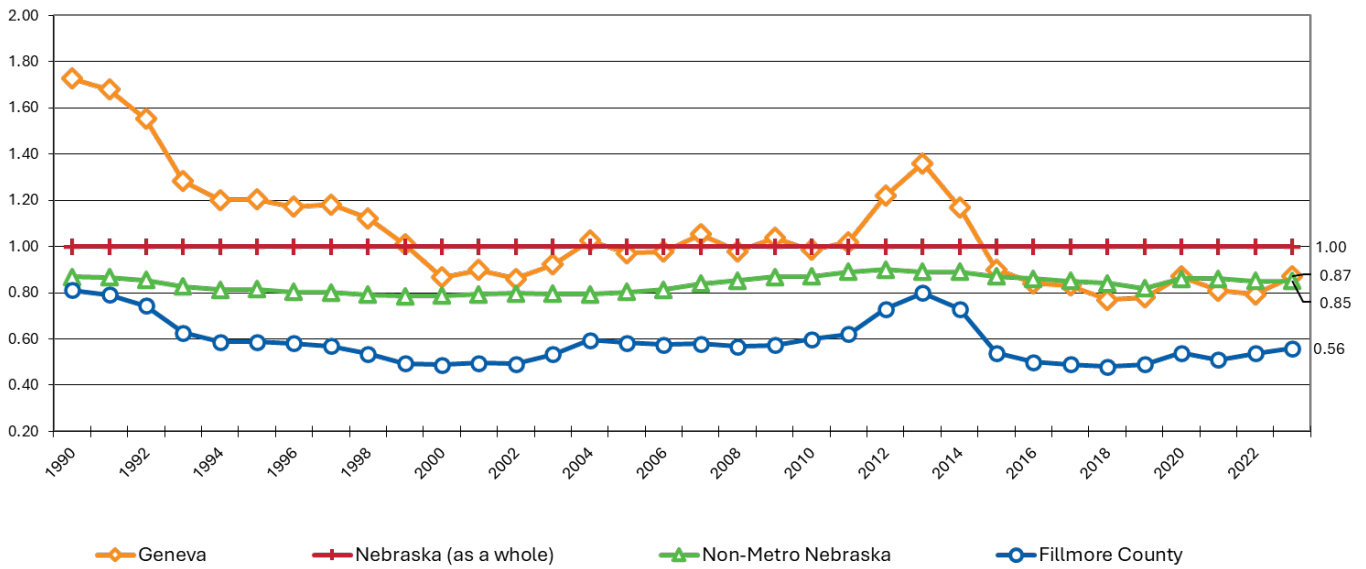


U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Chart 24 illustrates the pull factor trend for Geneva, Fillmore County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2023. In examining the timeline, the city of Geneva shows retail pull fluctuating above and below the state average throughout the entire study period. Data within Fillmore 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 • 1990–2023**

Geneva, Fillmore County, Non-Metro & Nebraska (as a whole)



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



## PER CAPITA PERSONAL INCOME

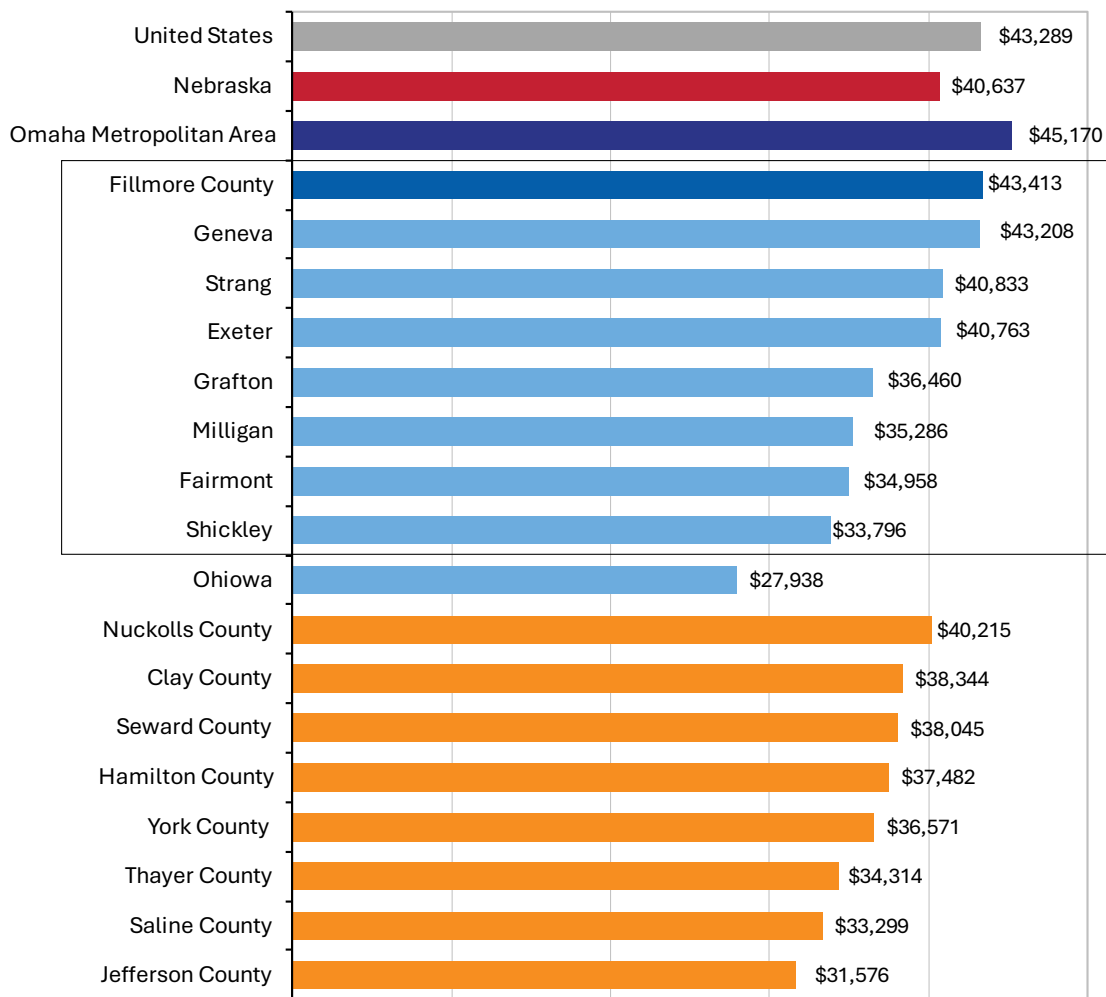
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to examine non-metropolitan areas in Nebraska more closely. Information on income distribution comes from various sources, including earnings, retirement income, and public assistance.

The 2019-2023 five-year estimates show that per capita personal income for Fillmore County is estimated to be \$43,413 compared to \$40,637 for Nebraska as a whole.

### CHART 27

## Per Capita Personal Income • 2019-2023

Nebraska, Fillmore County & Surrounding Counties



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

# MEDIAN HOUSEHOLD INCOME

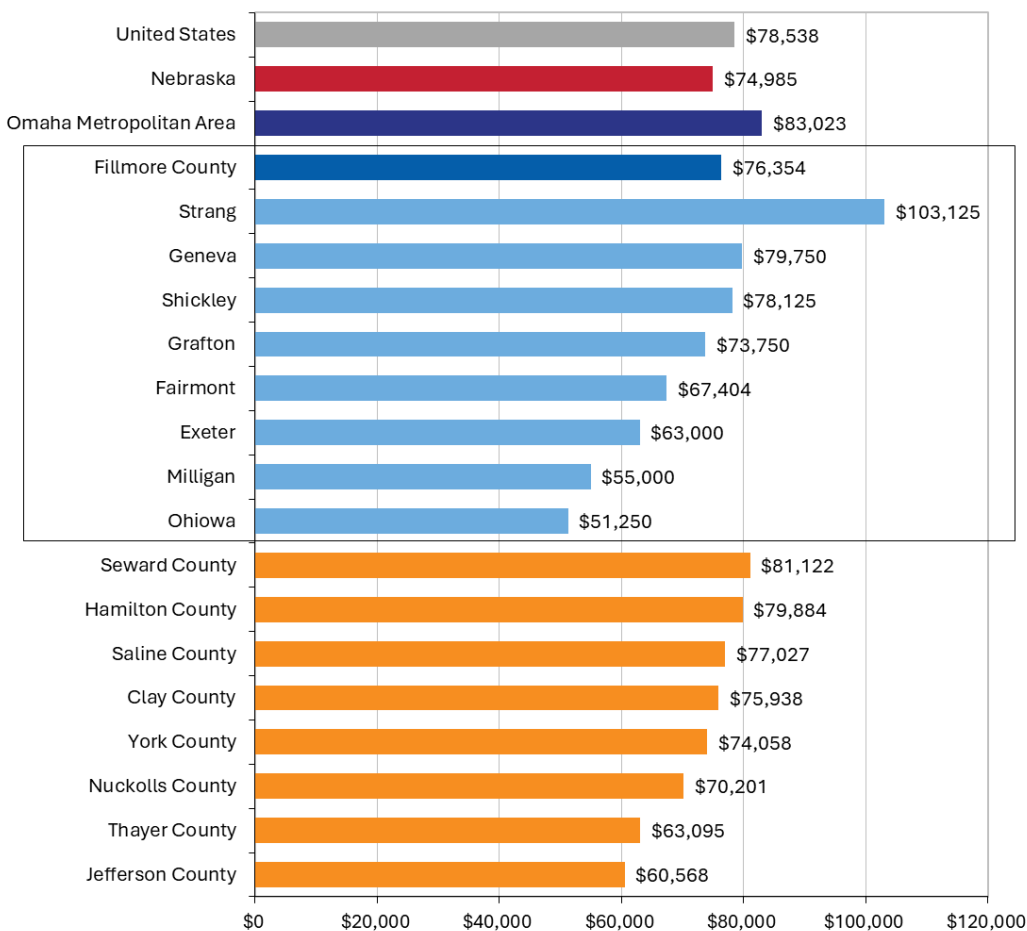
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2019-2023 five-year estimates show median household income for Fillmore County is estimated to be \$76,354 compared to \$74,985 for Nebraska as a whole.

## CHART 28

### Median Household Income · 2019-2023

Nebraska, Fillmore County & Surrounding Counties



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