

Keep for Lib. Strategic Plan
Read @ Knox Co. Lead

DECEMBER 2020 STUDY

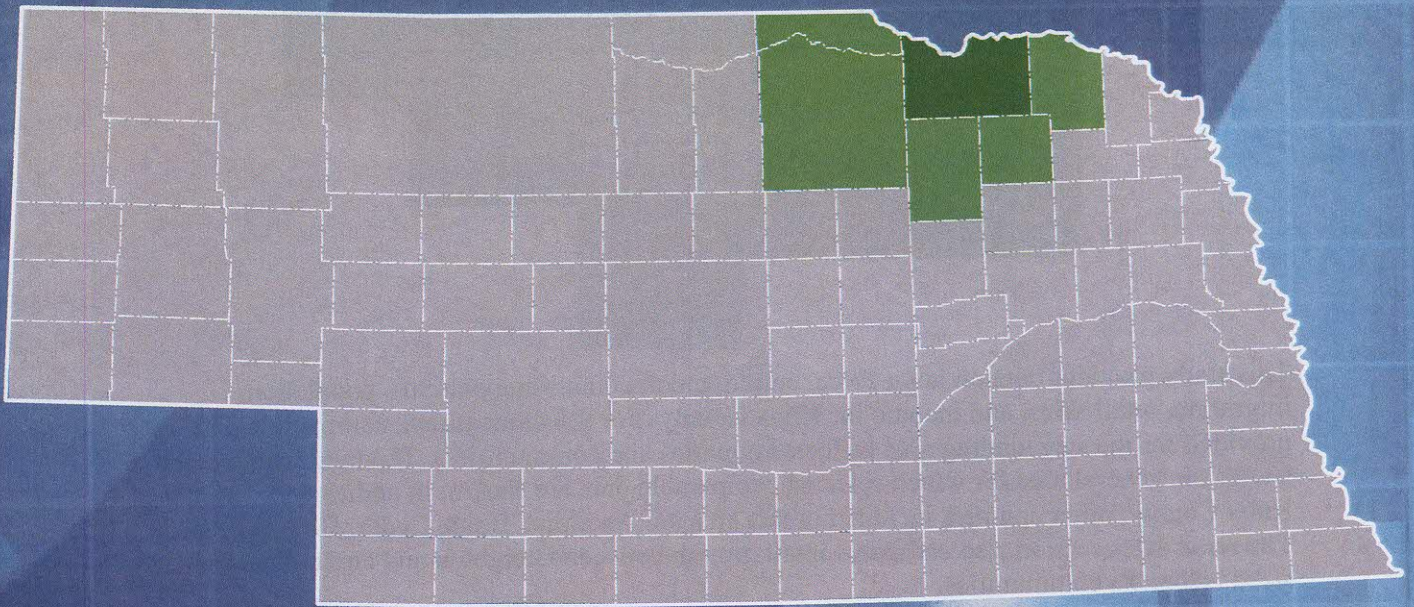


Nebraska Public Power District

Always there when you need us

ECONOMIC AND DEMOGRAPHIC TRENDS

Knox County and the Surrounding Area

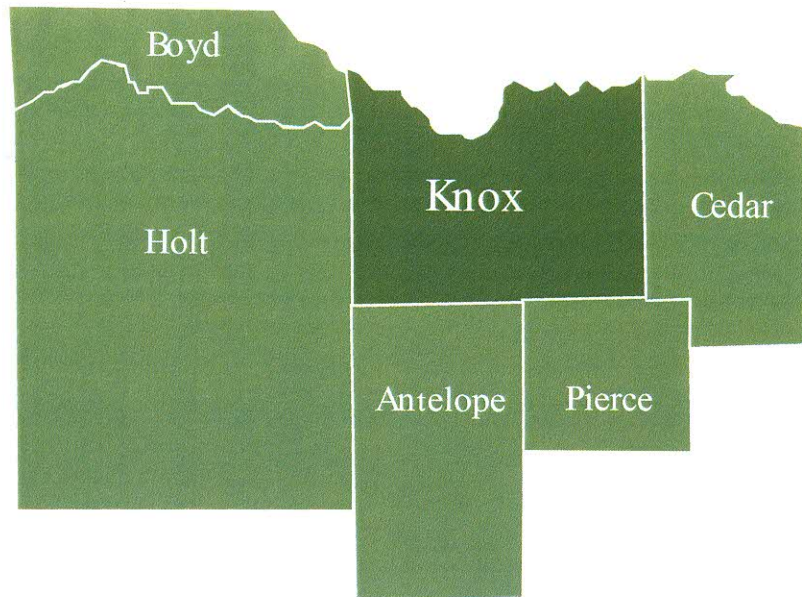


Prepared by:
Melissa Trueblood, PhD

Nebraska Public Power District
Economic Development Department
1327 "H" Street
Lincoln, NE 68508-3751
(402) 465-3537 * mltrueb@nppd.com

Available at: sites.nppd.com

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



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

LABOR FORCE AND EMPLOYMENT

Table 1 and Charts 1–5 (next pages) present nonfarm wage and salary data for Knox County for the period 2009–2019. 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 Knox County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Knox County increased 3.5 percent (100 jobs) between 2009 and 2019.

Table 1 and Charts 1–3 also provide employment data for Knox County by major economic sector for years 2009–2019. Other Services, except Public sector recorded the largest percentage increase in employment between 2009 and 2019 (60.0 percent or 18 jobs). The Education & Health Services sector recorded the largest actual employment increase between 2009 and 2019 (103 jobs or 46.8 percent).

TABLE 1

Nonfarm Wage & Salary Employment Trends • 2009–2019

Knox County, Nebraska

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change 2009-2019	# Change 2009-2019
Nonfarm W&S Employment	2,849	2,886	2,871	2,905	2,911	2,921	2,950	2,966	2,949	2,923	2,949	3.5	100
Total Private Industries	1,624	1,652	1,774	1,820	1,826	1,824	1,830	1,820	1,812	1,812	1,774	9.2	150
Goods Producing	391	391	397	391	377	364	369	397	409	395	437	11.8	46
Natural Resources & Mining	94	108	113	102	97	93	116	119	118	139	143	52.1	49
Construction	88	91	96	94	93	102	115	116	121	120	124	40.9	36
Manufacturing	208	198	182	182	174	173	166	174	156	154	170	-18.3	-38
Service Providing	1,233	1,255	1,383	1,443	1,462	1,455	1,433	1,411	1,417	1,400	1,337	8.4	104
Trade, Transportation & Utilities	585	590	593	607	598	579	587	572	566	545	527	-9.9	-58
Information	24	24	23	(D)	20	(D)	(D)	(D)	(D)	(D)	7	-70.8	-17
Financial Activities	105	109	110	109	110	115	115	113	112	110	110	4.8	5
Professional & Business Services	116	113	107	135	133	143	153	131	130	146	138	19.0	22
Education & Health Services	220	222	354	340	360	357	340	352	357	363	323	46.8	103
Leisure & Hospitality	154	154	157	161	195	202	195	201	206	189	184	19.5	30
Other Services, except Public	30	43	41	(D)	46	(D)	(D)	(D)	(D)	(D)	48	60.0	18
Government	1,225	1,234	1,097	1,085	1,085	1,097	1,120	1,146	1,137	1,111	1,175	-4.1	-50
Federal	55	58	47	48	48	50	46	49	48	46	48	-12.7	-7
State	49	58	53	54	57	58	57	56	54	54	63	28.6	14
Local	1,122	1,119	997	983	980	990	1,017	1,041	1,035	1,011	1,011	-9.9	-111

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2020
Labor Force & Work Summary, 2009-2019, Annual, Knox County, Nebraska (March 2020 data)

Estimates by Melissa Trueblood, Economist, Nebraska Public Power District

CHART 1

Employment by Industry • 2009–2019

Knox County, Nebraska

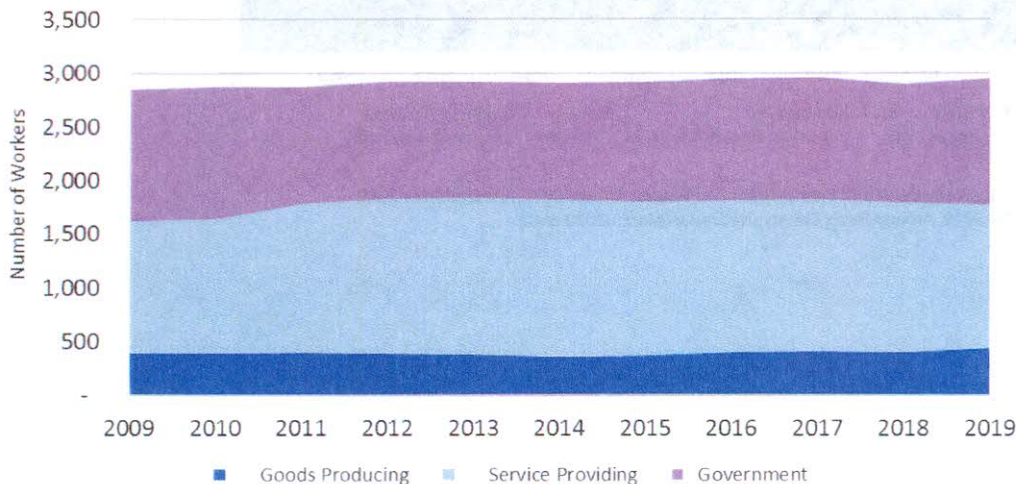
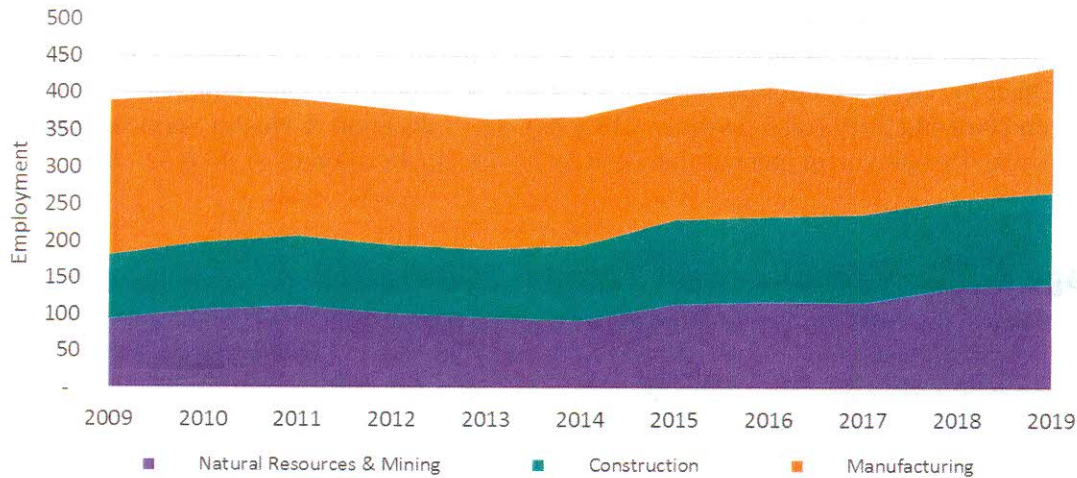
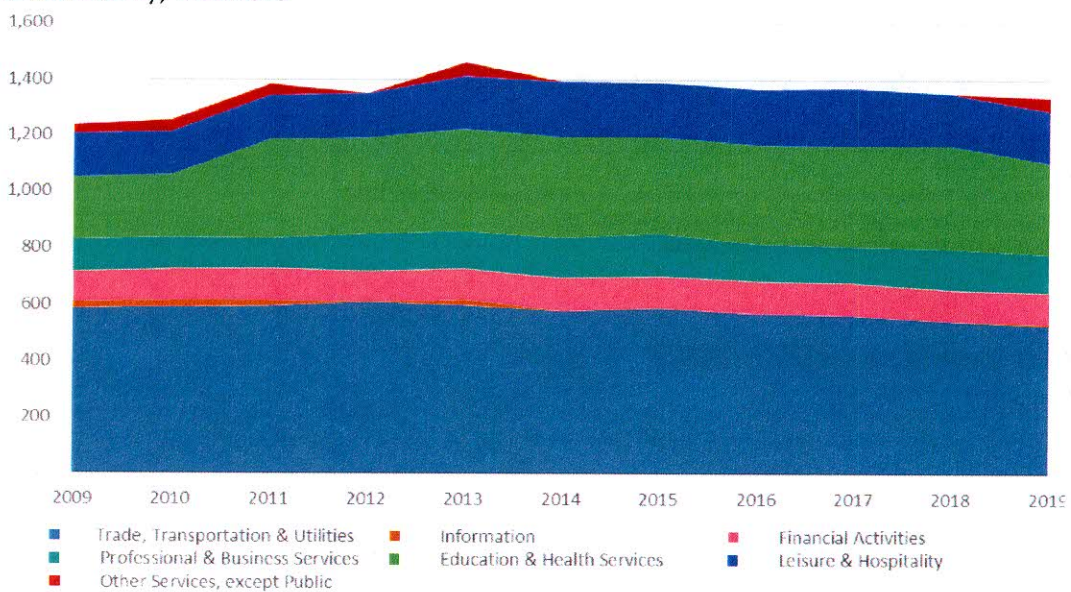


CHART 2**Goods Producing Industry Employment · 2009–2019**

Knox County, Nebraska

**CHART 3****Service Providing Employment · 2009–2019**

Knox County, Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2020
Labor Force & Work Summary, 2009-2019, Annual, Knox County, Nebraska (March 2020 data)

Chart 4 compares total nonfarm wage and salary employment growth in Knox County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2009–2019. 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 Knox County increased 3.5 percent (100 jobs) from 2009 to 2019, compared to a 9.0 percent increase for Nebraska as a whole, a 11.5 percent increase in metropolitan Nebraska and a 5.0 percent increase in non-metropolitan Nebraska.

CHART 4

Nonfarm W&S Employment • 2009–2019

Knox County, Nebraska, Metro and Non-Metro Nebraska

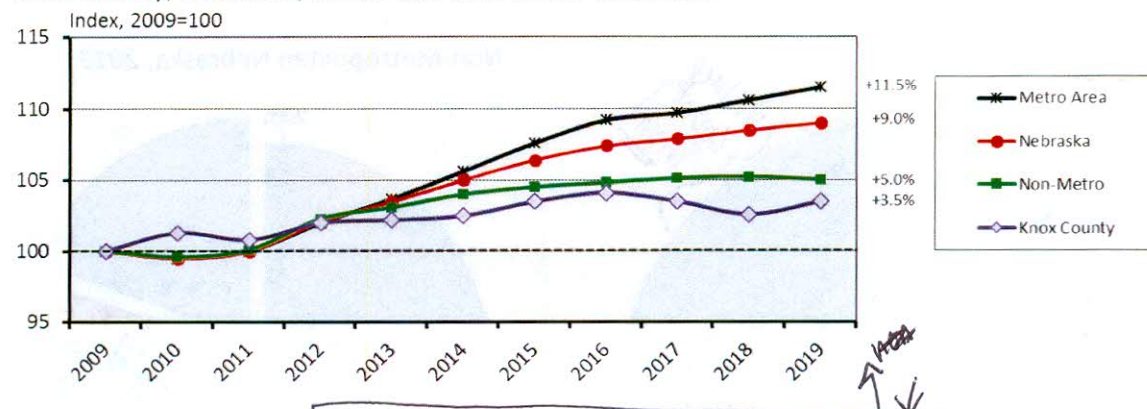
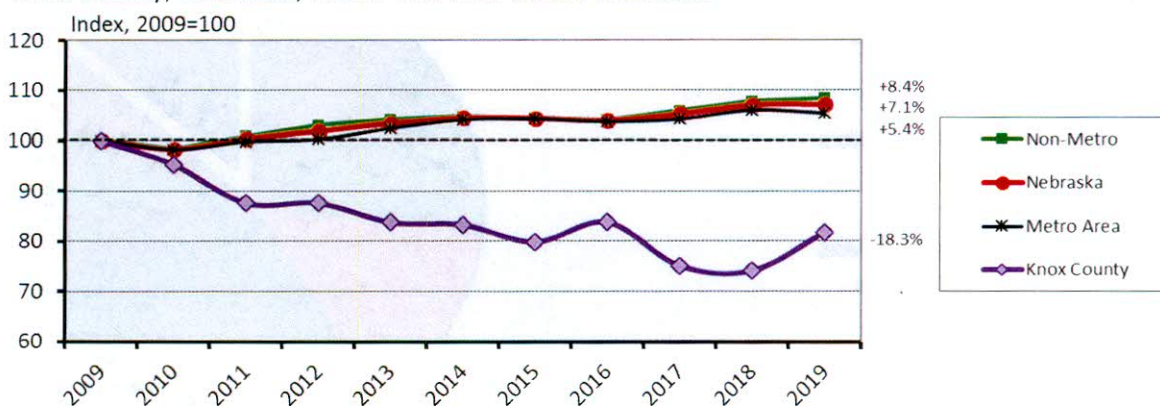


Chart 5 presents data on manufacturing wage and salary employment growth for Knox County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Knox County recorded a 18.3 percent decrease in employment (38 jobs) between 2009 and 2019. This compares to a 8.4 percent increase in employment for non-metropolitan Nebraska; a 7.1 percent increase for Nebraska as a whole; and a 5.4 percent increase for metropolitan Nebraska over the same period.

CHART 5

Manufacturing W&S Employment • 2009–2019

Knox County, Nebraska, Metro and Non-Metro Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2020

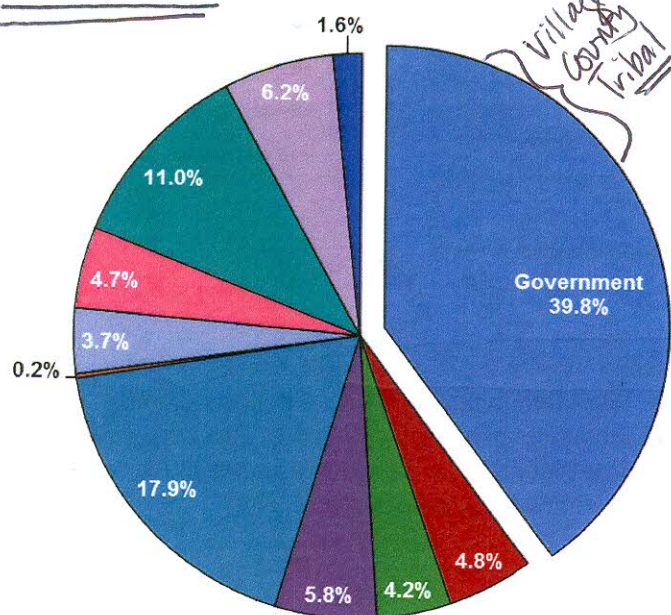
The next series of pie charts (Charts 6, 7 and 8) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Knox County compared to the non-metropolitan and metropolitan distributions.

When comparing the Knox County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Government sector which makes up 39.8 percent of the county workforce (1,175 employees) compared to 19.4 percent for non-metropolitan Nebraska; a difference of 20.4 percent. Comparing Knox County to the overall metropolitan distribution, the largest deviation is also found in the Government sector (39.8 percent Knox County vs. 13.8 percent metropolitan Nebraska; a difference of 26.0 percent).

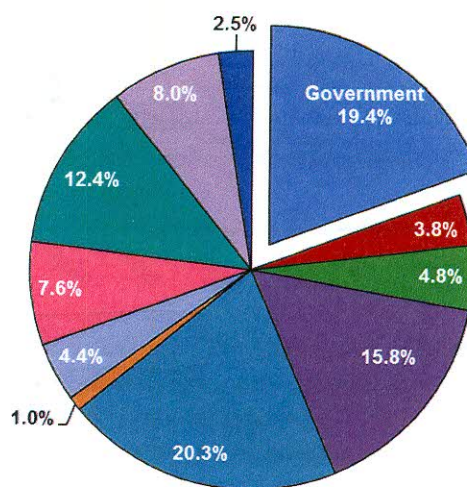
CHART 6, 7 & 8

Nonfarm W&S Employment by Major Economic Sector

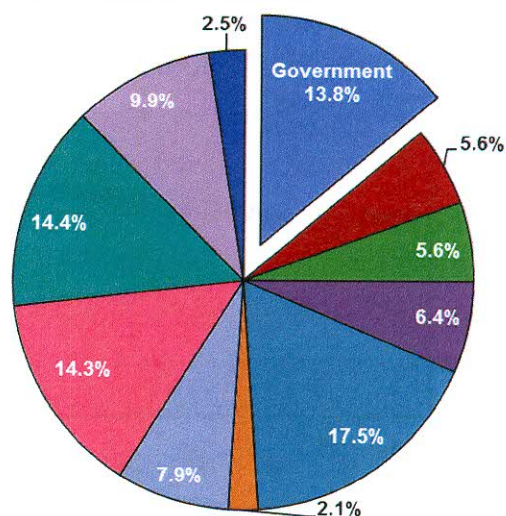
Knox County, 2019



Non-Metropolitan Nebraska, 2019



Metropolitan Nebraska, 2019



- Government
- Natural Resources and Mining
- Construction
- Manufacturing
- Trade, Transportation, and Utilities
- Information
- Financial Activities
- Professional and Business Services
- Education and Health Services
- Leisure and Hospitality
- Other Services

Source: U.S. Dept. of Labor Statistics

The next table (Table 2) shows labor force information for Knox County for the time period 2009–2019. 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 Knox County residents participating in the labor force between 2009 and 2019 (5.1 percent or 248 people).

The number of those unemployed in Knox County decreased by 20.2 percent (35 people) between 2009 and 2019. 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 Knox County unemployment rate was 3.0 percent in 2019; the same as that for metropolitan Nebraska (3.0 percent), the same as Nebraska as a whole (3.0 percent), and below non-metropolitan Nebraska (3.1 percent).

TABLE 2
Labor Force & Employment Trends

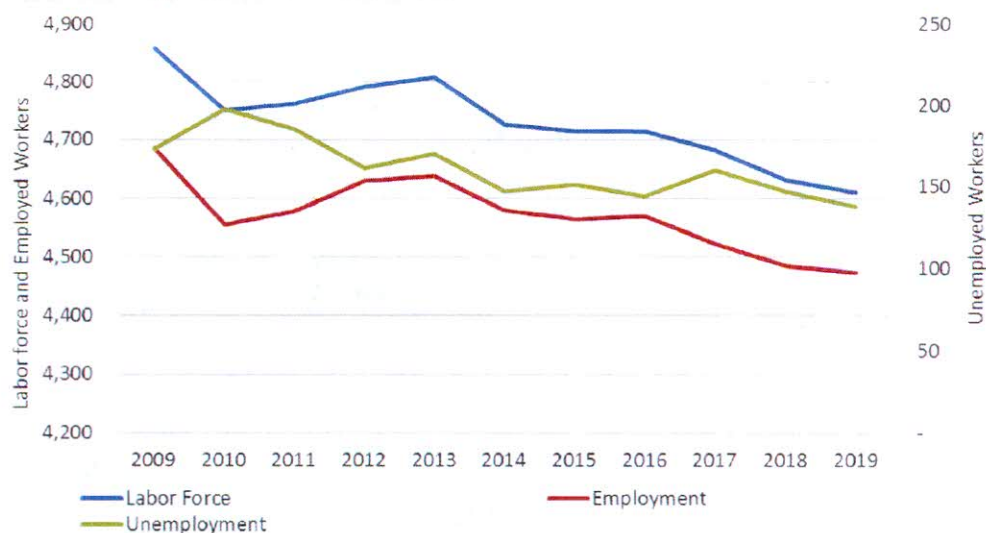
Knox County, Nebraska · 2009–2019

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change 2009-2019	# Change 2009-2019
Labor Force	4,859	4,751	4,762	4,791	4,808	4,726	4,715	4,714	4,682	4,631	4,611	-5.1	-248
Employment	4,686	4,554	4,577	4,630	4,638	4,579	4,564	4,570	4,522	4,484	4,473	-4.5	-213
Unemployment	173	197	185	161	170	147	151	144	160	147	138	-20.2	-35
Unemployment Rate	3.6	4.1	3.9	3.4	3.5	3.1	3.2	3.1	3.4	3.2	3.0	N/A	N/A

(N/A) - Data not available

CHART 9
Labor Force & Employment Trends

Knox County, Nebraska · 2009–2019



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2020
The right axis on Chart 9 refers to Unemployed Workers

RESIDENCE AND WORK FLOW PATTERNS

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Knox 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 Knox County are from 2017.

Table 3 (pages 7–8) examines the Work Destination area for Knox County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 2,971 county labor force participants holding primary jobs. As Table 3 shows, 96.0 percent of Knox County's labor force participants are employed within the state of Nebraska. Approximately 55.1 percent of Knox County workers remain within Knox County for employment with 44.9 percent leaving the county borders for work (next page). The top ten incorporated places where Knox County labor force participants are employed are also shown on the following page.

TABLE 3

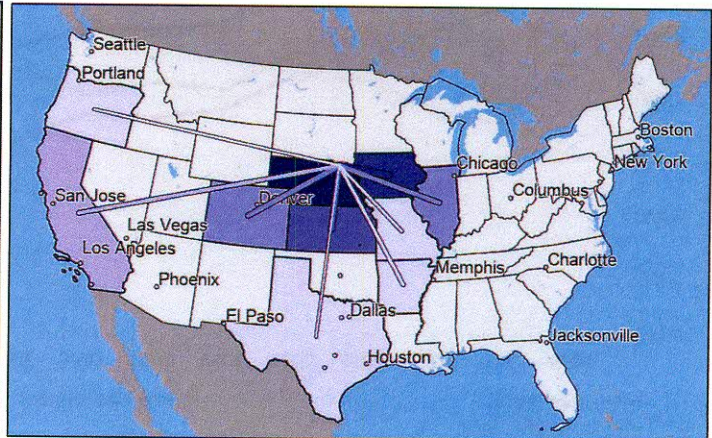
Work Destination Report • 2017

Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	2,971	100.0%

By States

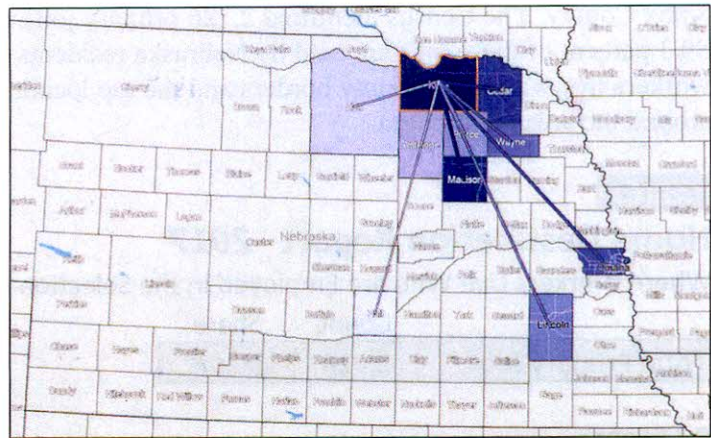
	Count	Share
Nebraska	2,851	96.0%
Iowa	84	2.8%
Kansas	6	0.2%
Colorado	4	0.1%
Illinois	4	0.1%
California	3	0.1%
Arkansas	2	0.1%
Missouri	2	0.1%
Oregon	2	0.1%
Texas	2	0.1%
All Other Locations	11	0.4%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, December 2020

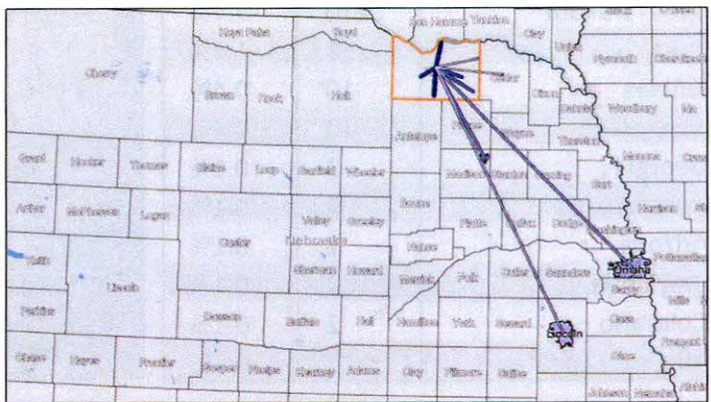
By Counties

	Count	Share
Knox County, NE	1,637	55.1%
Madison County, NE	193	6.5%
Cedar County, NE	136	4.6%
Douglas County, NE	114	3.8%
Wayne County, NE	107	3.6%
Lancaster County, NE	106	3.6%
Pierce County, NE	86	2.9%
Antelope County, NE	67	2.3%
Holt County, NE	59	2.0%
Hall County, NE	37	1.2%
All Other Locations	429	14.4%



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

	Count	Share
Creighton city, NE	291	9.8%
Santee village, NE	287	9.7%
Verdigre village, NE	191	6.4%
Bloomfield city, NE	175	5.9%
Wausa village, NE	174	5.9%
Norfolk city, NE	134	4.5%
Omaha city, NE	104	3.5%
Lincoln city, NE	101	3.4%
Crofton city, NE	96	3.2%
Hartington city, NE	63	2.1%
All Other Locations	1,355	45.6%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, December 2020

People also travel from other locations to work in Knox County—this is the Home Destination Report or the labor shed area. Table 4 (pages 9–10) depicts the home locations of those employed within Knox County. The Census identified 2,726 primary jobs within Knox County. As Table 4 indicates, 89.3 percent of these jobs are held by Nebraska residents. Approximately 60.1 percent of Knox County workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

TABLE 4

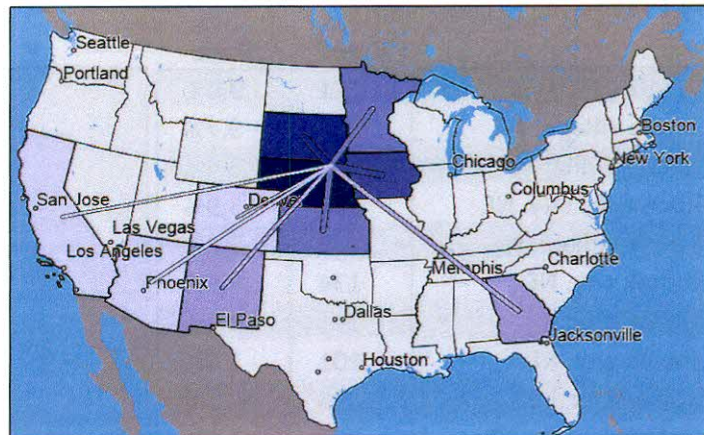
Home Destination Report • 2017

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	2,726	100.0%

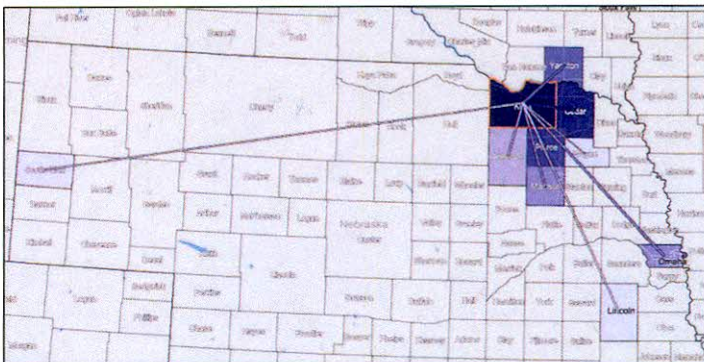
By States

	Count	Share
Nebraska	2,433	89.3%
South Dakota	210	7.7%
Iowa	38	1.4%
Kansas	10	0.4%
Minnesota	10	0.4%
Georgia	3	0.1%
New Mexico	3	0.1%
Arizona	2	0.1%
California	2	0.1%
Colorado	2	0.1%
All Other Locations	13	0.5%



By Counties

	Count	Share
Knox County, NE	1,637	60.1%
Cedar County, NE	143	5.2%
Pierce County, NE	101	3.7%
Yankton County, SD	98	3.6%
Douglas County, NE	70	2.6%
Madison County, NE	70	2.6%
Antelope County, NE	66	2.4%
Lancaster County, NE	30	1.1%
Scotts Bluff County, NE	30	1.1%
Wayne County, NE	30	1.1%
All Other Locations	451	16.5%

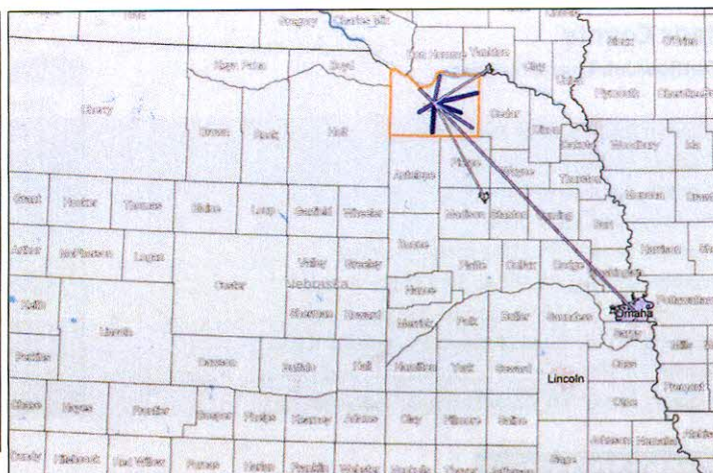


Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, December 2020

Can you capture the 40% who work in Knox but live elsewhere?

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

	Count	Share
Creighton city, NE	206	7.6%
Bloomfield city, NE	195	7.2%
Crofton city, NE	122	4.5%
Verdigre village, NE	116	4.3%
Santee village, NE	106	3.9%
Wausa village, NE	104	3.8%
Niobrara village, NE	75	2.8%
Omaha city, NE	62	2.3%
Yankton city, SD	61	2.2%
Norfolk city, NE	49	1.8%
All Other Locations	1,630	59.8%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, December 2020

The next table and charts (Table 5, page 10, Charts 10–18, pages 11–13) shows an inflow/outflow report for the Knox 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 Knox County. More detailed figures can also be found in Tables 6–8 (pages 11–13).

TABLE 5
Inflow/Outflow Report

Knox County, Primary Jobs

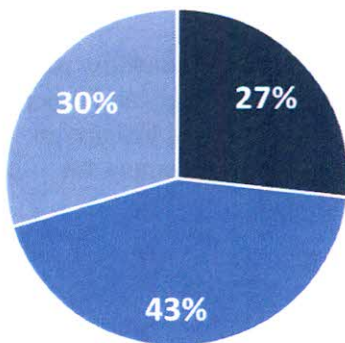
Selection Area Labor Market Size	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,726	100.0%	2,601	100.0%	2,598	100.0%
Living in the Selection Area	2,971	109.0%	3,347	128.7%	3,356	129.2%
Net Job Inflow (+) or Outflow (-)	-245	-	-746	-	-758	-

In-Area Labor Force Efficiency	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	2,971	100.0%	3,347	100.0%	3,356	100.0%
Living and Employed in the Selection Area	1,637	55.1%	1,623	48.5%	1,672	49.8%
Living in the Selection Area but Employed Outside	1,334	44.9%	1,724	51.5%	1,684	50.2%

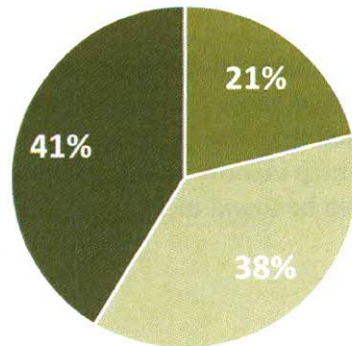
In-Area Employment Efficiency	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	2,726	100.0%	2,601	100.0%	2,598	100.0%
Employed and Living in the Selection Area	1,637	60.1%	1,623	62.4%	1,672	64.4%
Employed in the Selection Area but Living Outside	1,089	39.9%	978	37.6%	926	35.6%

TABLE 6**Worker Outflow by Job Characteristic****Knox County****Outflow Job Characteristics**

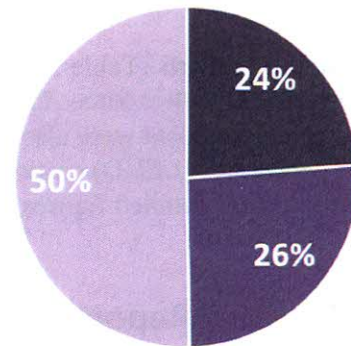
	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,334	100.0%	1,724	100.0%	1,684	100.0%
Workers Aged 29 or younger	358	26.8%	405	23.5%	416	24.7%
Workers Aged 30 to 54	581	43.6%	784	45.5%	804	47.7%
Workers Aged 55 or older	395	29.6%	535	31.0%	464	27.6%
Workers Earning \$1,250 per month or less	281	21.1%	391	22.7%	376	22.3%
Workers Earning \$1,251 to \$3,333 per month	502	37.6%	674	39.1%	686	40.7%
Workers Earning More than \$3,333 per month	551	41.3%	659	38.2%	622	36.9%
Workers in the "Goods Producing" Industry Class	318	23.8%	401	23.3%	464	27.6%
Workers in the "Trade, Transportation, and Utilities" Industry Class	346	25.9%	411	23.8%	381	22.6%
Workers in the "All Other Services" Industry Class	670	50.2%	912	52.9%	839	49.8%

CHART 10, 11 & 12

- 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

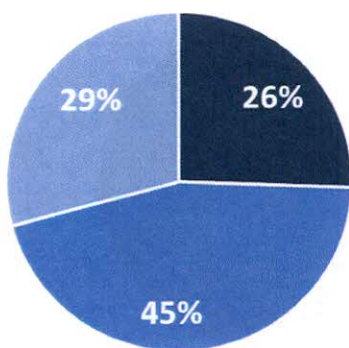


- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transp. & Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

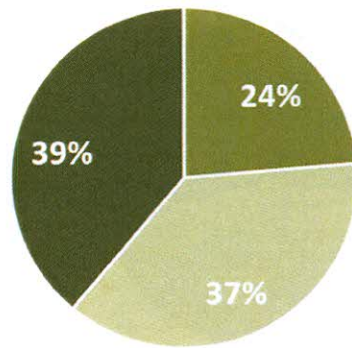
TABLE 7**Worker Inflow by Job Characteristic**

Knox County

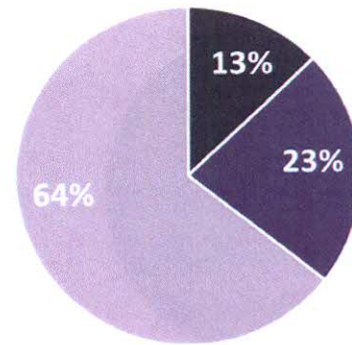
Inflow Job Characteristics	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,089	100.0%	978	100.0%	926	100.0%
Workers Aged 29 or younger	279	25.6%	229	23.4%	206	22.2%
Workers Aged 30 to 54	493	45.3%	484	49.5%	480	51.8%
Workers Aged 55 or older	317	29.1%	265	27.1%	240	25.9%
Workers Earning \$1,250 per month or less	259	23.8%	214	21.9%	207	22.4%
Workers Earning \$1,251 to \$3,333 per month	407	37.4%	437	44.7%	426	46.0%
Workers Earning More than \$3,333 per month	423	38.8%	327	33.4%	293	31.6%
Workers in the "Goods Producing" Industry Class	140	12.9%	137	14.0%	110	11.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	248	22.8%	220	22.5%	217	23.4%
Workers in the "All Other Services" Industry Class	701	64.4%	621	63.5%	599	64.7%

CHART 13, 14 & 15

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



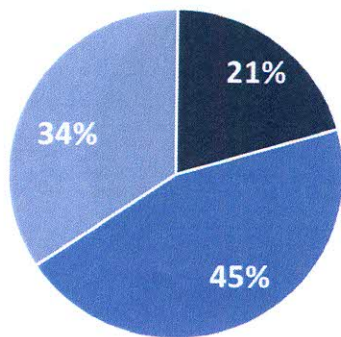
- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



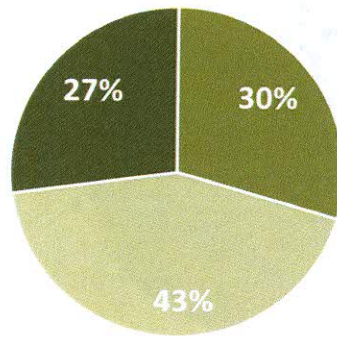
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transp. & Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

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

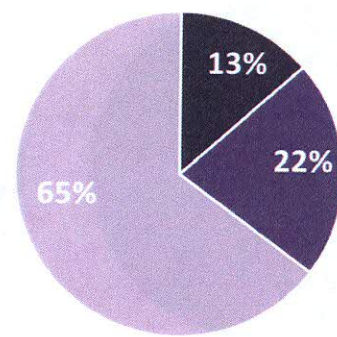
Interior Flow Job Characteristics	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	1,637	100.0%	1,623	100.0%	1,672	100.0%
Workers Aged 29 or younger	335	20.5%	372	22.9%	340	20.3%
Workers Aged 30 to 54	738	45.1%	696	42.9%	750	44.9%
Workers Aged 55 or older	564	34.5%	555	34.2%	582	34.8%
Workers Earning \$1,250 per month or less	483	29.5%	493	30.4%	518	31.0%
Workers Earning \$1,251 to \$3,333 per month	710	43.4%	669	41.2%	744	44.5%
Workers Earning More than \$3,333 per month	444	27.1%	461	28.4%	410	24.5%
Workers in the "Goods Producing" Industry Class	220	13.4%	215	13.2%	214	12.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	357	21.8%	382	23.5%	399	23.9%
Workers in the "All Other Services" Industry Class	1,060	64.8%	1,026	63.2%	1,059	63.3%

CHART 16, 17 & 18

- 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, Transp. & 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 Knox County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Knox County is lower in 2017 compared to 2016 and 2015. The distribution of miles traveled to work has also shifted since 2015. 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	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,971	100.0%	3,347	100.0%	3,356	100.0%
Less than 10 miles	855	28.8%	885	26.4%	892	26.6%
10 to 24 miles	803	27.0%	975	29.1%	998	29.7%
25 to 50 miles	535	18.0%	639	19.1%	685	20.4%
Greater than 50 miles	778	26.2%	848	25.3%	781	23.3%

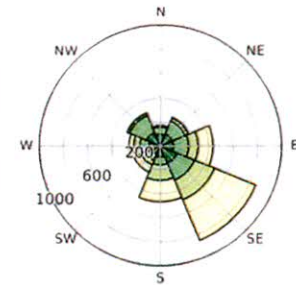


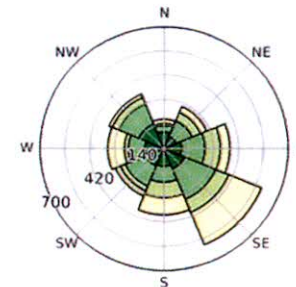
Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Knox County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Knox County has increased since 2016 and 2015. The data also show the majority of Knox County employees continue to travel less than 25 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

TABLE 10 & FIGURE 2

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

Work within study area – distance to home

Job Counts in Home Blocks	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	2,726	100.0%	2,601	100.0%	2,598	100.0%
Less than 10 miles	876	32.1%	888	34.1%	887	34.1%
10 to 24 miles	890	32.6%	816	31.4%	851	32.8%
25 to 50 miles	409	15.0%	355	13.6%	377	14.5%
Greater than 50 miles	551	20.2%	542	20.8%	483	18.6%



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, December 2020

POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Knox County and the surrounding area. As Table 11 indicates, Knox County's population experienced an average annual decrease of 0.7 percent between 1970 and 2010 for a total decrease of 25.8 percent or 3,022 people. This population decrease compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Knox County reported an average annual 0.5 percent decrease in population from 2010 to 2019 (369 people total).

TABLE 11

County Population • 1970–2019

Knox County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2019	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2019
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,934,408	0.5	0.6
Knox County	11,723	11,457	9,534	9,374	8,701	8,332	-0.7	-0.5
Antelope County	9,047	8,675	7,965	7,452	6,685	6,298	-0.8	-0.7
Boyd County	3,752	3,331	2,835	2,438	2,099	1,919	-1.4	-1.0
Cedar County	12,192	11,375	10,131	9,615	8,852	8,402	-0.8	-0.6
Holt County	12,933	13,552	12,599	11,551	10,435	10,067	-0.5	-0.4
Pierce County	8,493	8,481	7,827	7,857	7,266	7,148	-0.4	-0.2

Table 12 data reveals the population of Knox 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 0.9 percent from 2010 to 2019 for a total decrease of 17.1 percent (965 people) from 1970 to 2019.

Creighton, the county's largest city, reported a 25.7 percent decrease in population (375 people) between 1970 and 2019. The unincorporated areas outside of the selected communities experienced a 39.8 percent decrease (2,426 people) during the period 1970–2019.

TABLE 12

Population • 1970–2019

Knox County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2019	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2019
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,934,408	0.5	0.6
Knox County	11,723	11,457	9,534	9,374	8,701	8,332	-0.7	-0.5
Bazile Mills	44	54	34	26	29	29	-1.0	0.0
Bloomfield	1,287	1,393	1,182	1,126	1,028	940	-0.6	-1.0
Center	111	123	112	90	94	87	-0.4	-0.9
Creighton	1,461	1,341	1,230	1,270	1,154	1,086	-0.6	-0.7
Crofton	677	948	827	754	726	663	0.2	-1.0
Niobrara	602	419	406	379	370	338	-1.2	-1.0
Santee	0	388	365	302	346	340	(N/A)	-0.2
Verdel	74	72	59	58	30	30	-2.2	0.0
Verdigre	570	617	607	519	575	527	0.0	-1.0
Wausa	720	647	601	636	634	559	-0.3	-1.4
Winnetoan	84	82	59	70	68	66	-0.5	-0.3
Total Incorporated Places	5,630	6,084	5,482	5,230	5,054	4,665	-0.3	-0.9
Unincorporated Areas	6,093	5,373	4,052	4,144	3,647	3,667	-1.3	0.1

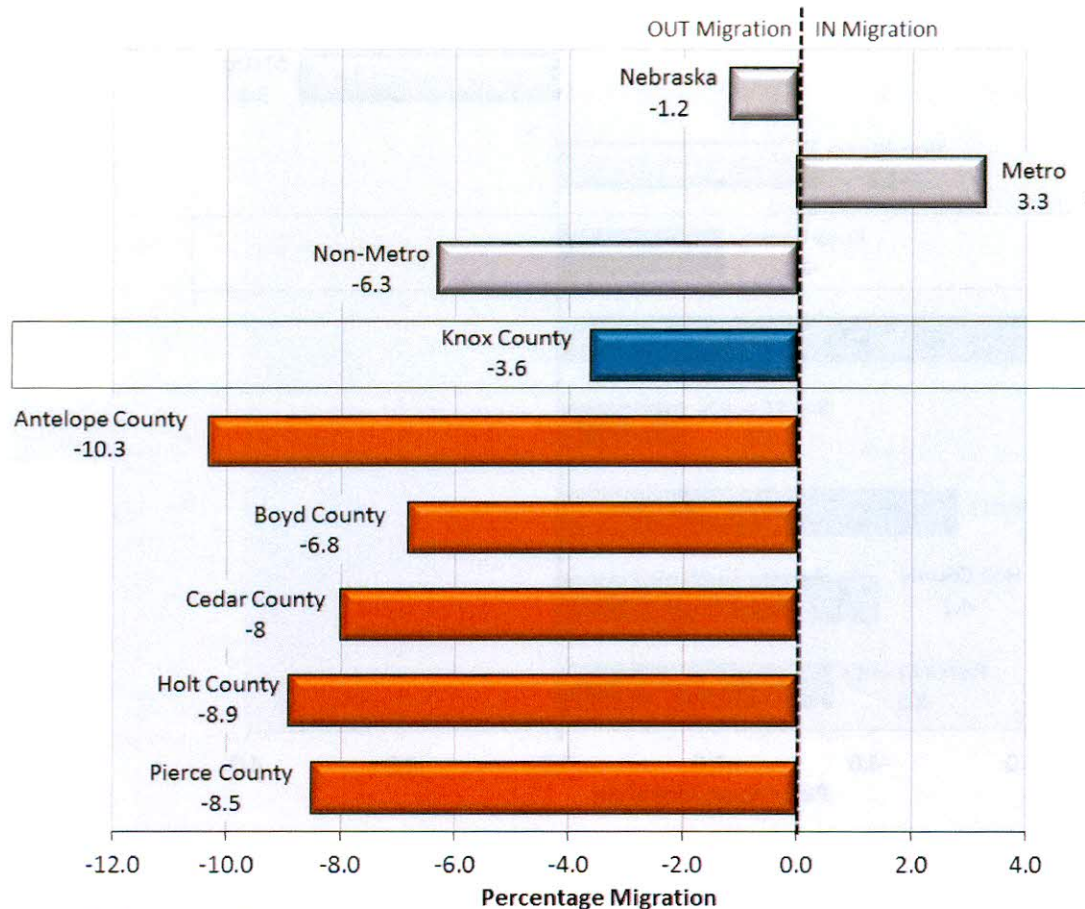
Source: U.S. Bureau of the Census, Census of Population, May 2020

The next two charts (Chart 19 and 20, next page) graphically depict the migration patterns for Nebraska, Knox County, and the surrounding area as a percentage of the previous decade. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). For the 2000–2010 decade, Knox County experienced a net out-migration of 337 people or 3.6 percent of its 2000 population.

CHART 19

Net Migration as Percent of 2000 Population • 2000–2010

Knox County and the Surrounding Area



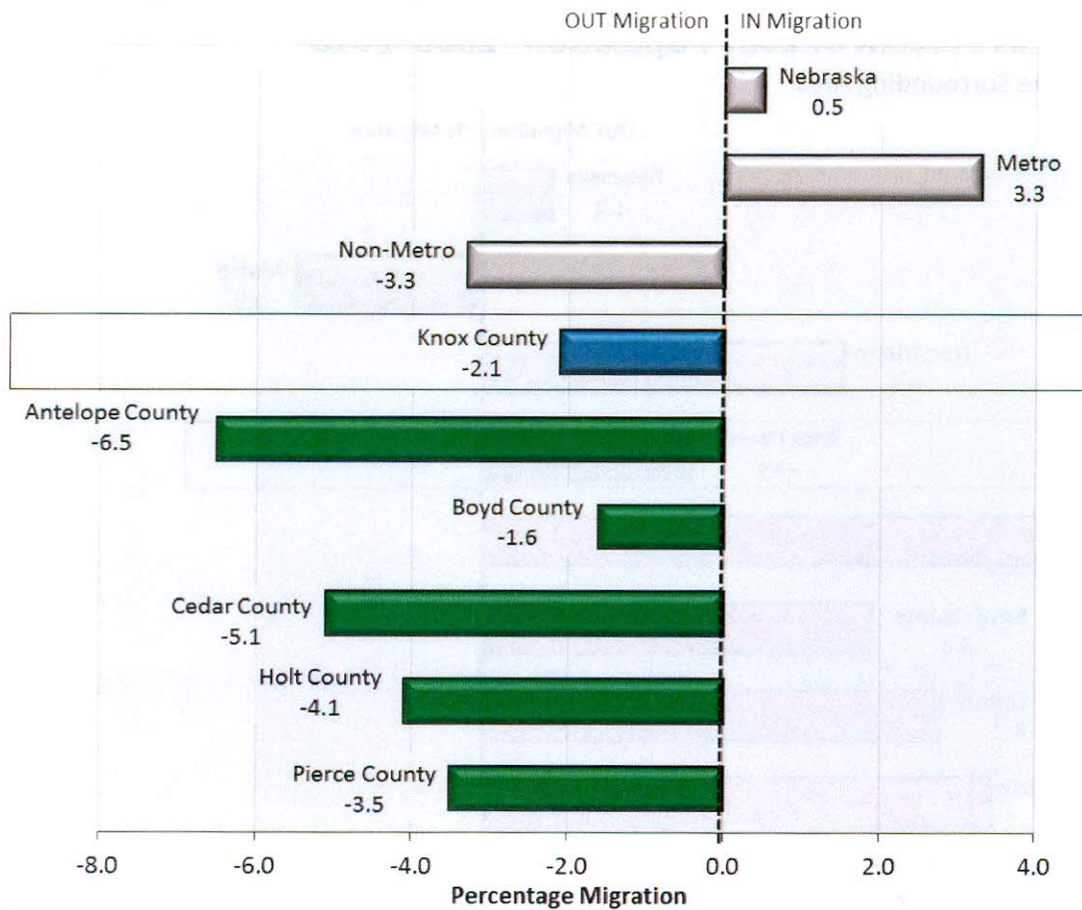
Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2019 (Chart 20), Knox County experienced a net out-migration of 187 people or 2.1 percent of its 2010 population.

CHART 20

Net Migration as Percent of 2010 Population • 2010–2019

Knox County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2020

The next table and chart (Table 13 and Chart 21, next page) provide detail on migration patterns. Data reported in this table is 2014–2018, 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 254 less than the number of people living in Knox County one-year ago. This indicates Knox 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 · 2014–2018

Knox County, Nebraska

Current population one-year or older	8,364
Number of people living in the area one-year ago	8,618
Population change due to migration and mortality	-254

Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States*; accessed April 2020

The 2014–2018, five-year estimates in Chart 21 reveal a net loss of 203 people from other Nebraska counties and a net loss of 76 people from other states for a total net loss of 279 people one-year or older. As shown in Chart 21, a net gain occurred in the age group Age 65 and over (gain of 36), net losses in age groups Age 1 to 17 (loss of 3), Age 18 to 24 (loss of 211) and Age 45 to 64 (loss of 101). Ages 25 to 44 did not experience a change in population.

Chart 21 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was a gain in residents with a graduate or professional degree (gain of 11), a loss of residents with a HS diploma or less (loss of 57) and a loss in residents with a bachelor's degree, associate's degree, or some college (loss of 19).

CHART 21

Population Change Due to Migration and Mortality Five-Year Estimate • 2014–2018

Knox 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 Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	97	73	-24	32	53	21	-3
Age 18 to 24	219	68	-151	108	48	-60	-211
Age 25 to 44	73	67	-6	29	35	6	0
Age 45 to 64	75	19	-56	68	23	-45	-101
Age 65 and over	4	38	34	8	10	2	36
Total	468	265	-203	245	169	-76	-279
-- 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 Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	99	38	-61	21	25	4	-57
Bachelor's or some college	49	78	29	80	32	-48	-19
Grad. or Prof. degree	4	8	4	4	11	7	11
Total	152	124	-28	105	68	-37	-65

Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographic Mobility In The Past Year By Age For Residence 1 Year Ago In The United States*; *Geographic Mobility In The Past Year By Educational Attainment For Current Residence In The United States & Geographic Mobility In The Past Year By Educational Attainment For Residence 1 Year Ago In The United States*; accessed April 2020

The following chart and table (Chart 22; Table 14) compare the U.S. Census Bureau's age distribution of population for Nebraska as a whole and Knox County. The population of Knox County is significantly older in age than Nebraska as a whole. The median age for Knox County residents in 2018 was 45.7 years of age compared to 36.6 years of age for residents of Nebraska as a whole.

CHART 22

Age Distribution of the Population • 2018

Knox County and Nebraska

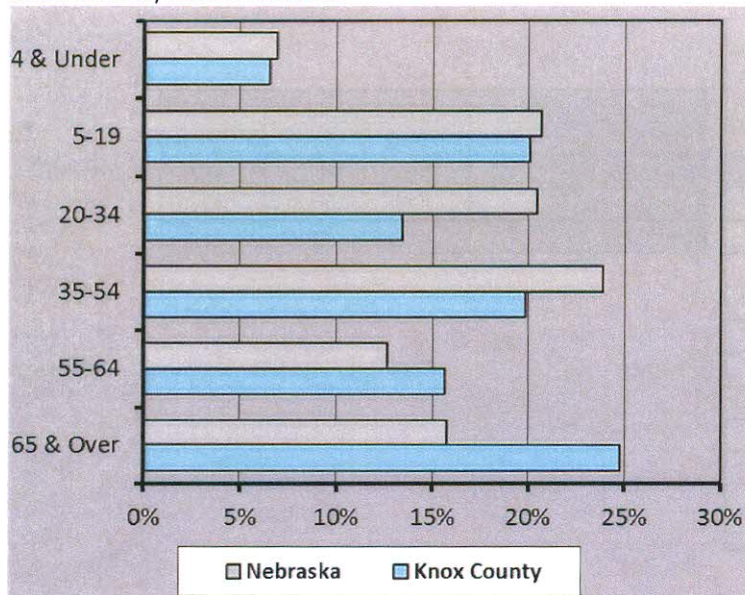


TABLE 14

	2018 Population		Percent	
	Nebraska	Knox County	Nebraska	Knox County
4 & Under	132,968	544	6.9%	6.5%
5-19	397,401	1,685	20.6%	20.0%
20-34	392,903	1,129	20.4%	13.4%
35-54	459,282	1,666	23.8%	19.8%
55-64	243,048	1,317	12.6%	15.6%
65 & Over	303,666	2,078	15.7%	24.7%
Total	1,929,268	8,419	100%	100%
Median Age	36.6	45.7		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2020

Table 15 shows additional median ages as estimated by the American Community Survey for communities within Knox County and the surrounding counties both as a total and by gender. These are five-year estimates and differ from the U.S. Census Bureau's single year distributions. Chart 23 graphically depicts the median age distribution for the study area.

TABLE 15
Median Age by Location and Gender · 2018

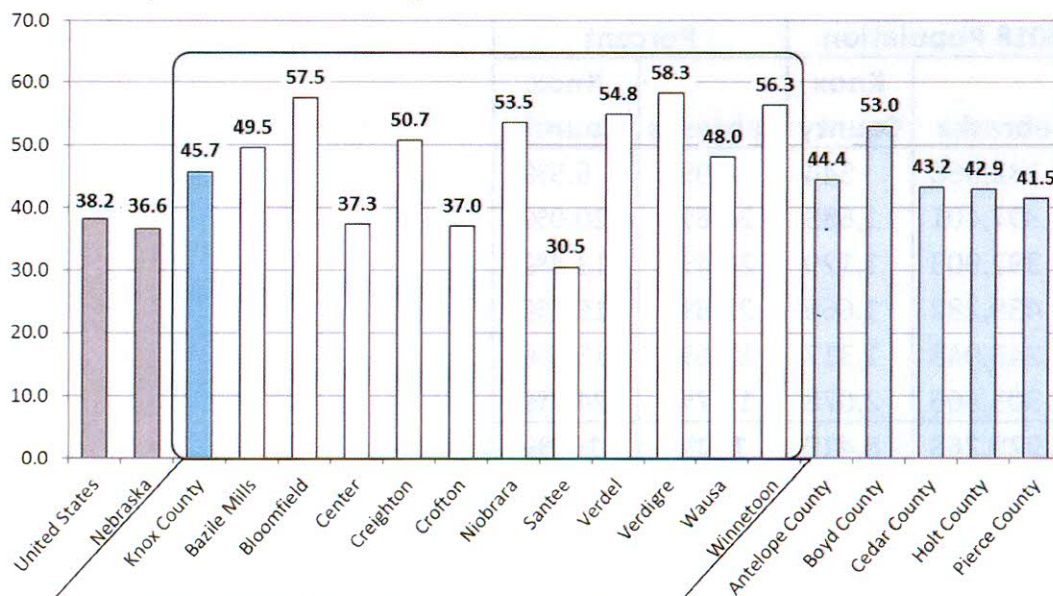
Knox County and the Surrounding Area

	Median Age		
	Total	Male	Female
United States	38.2	36.9	39.5
Nebraska	36.6	35.6	37.6
Knox County	45.7	43.9	47.7
Bazile Mills	49.5	27.5	57.8
Bloomfield	57.5	47.5	59.6
Center	37.3	37.3	40.5
Creighton	50.7	48.1	52.4
Crofton	37.0	37.5	36.6
Niobrara	53.5	56.5	49.2
Santee	30.5	30.8	30.4
Verdel	54.8	67.0	54.3
Verdigre	58.3	50.4	63.0
Wausa	48.0	44.1	53.1
Winnetoon	56.3	53.0	59.2

Antelope County	44.4	42.2	46.2
Boyd County	53.0	51.6	54.5
Cedar County	43.2	41.1	45.5
Holt County	42.9	41.5	44.5
Pierce County	41.5	40.4	42.8

CHART 23
Median Age by Location · 2018

Knox County and the Surrounding Area



Source: U.S. Census Bureau, 2014-2018 American Community Survey, May 2020

RETAIL SALES

Table 16 and Chart 24 show the retail sales (non-motor vehicle) pull factors for Knox County and the surrounding area for 2019. 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

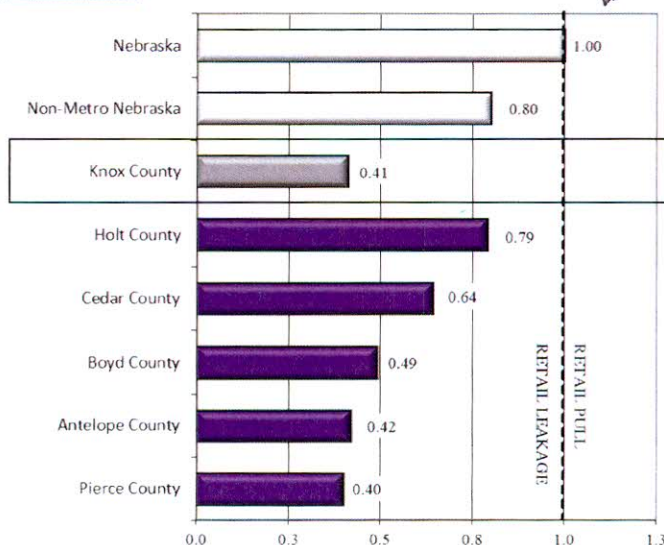
Retail Sales (Non-Motor Vehicles) Pull Factors · 2019

Nebraska, Knox County and Surrounding Counties

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Knox County	8,332	44,721	5,367	0.41
Antelope County	6,298	34,765	5,520	0.42
Boyd County	1,919	12,363	6,443	0.49
Cedar County	8,402	69,993	8,331	0.64
Holt County	10,067	103,765	10,307	0.79
Pierce County	7,148	37,691	5,273	0.40

2 1.00 shows retail leakage

CHART 24



Reviewing the pull factors at the county level indicates Knox County experiences net retail leakages. The 2019 pull factor of 0.41 indicates, on a per capita basis, retail sales in Knox County are considerably 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 Knox County (0.41) with the pull factor for the non-metropolitan area of Nebraska (0.80) indicates per capita retail sales in Knox County are 48.4 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

Table 17 and Chart 25 compare the 2019 pull factors for selected area communities. The community of Creighton's pull factor of 1.14 indicates that, on a per capita basis, non-motor vehicle retail sales in Creighton are approximately 14.0 percent greater than the state's average per capita sales.

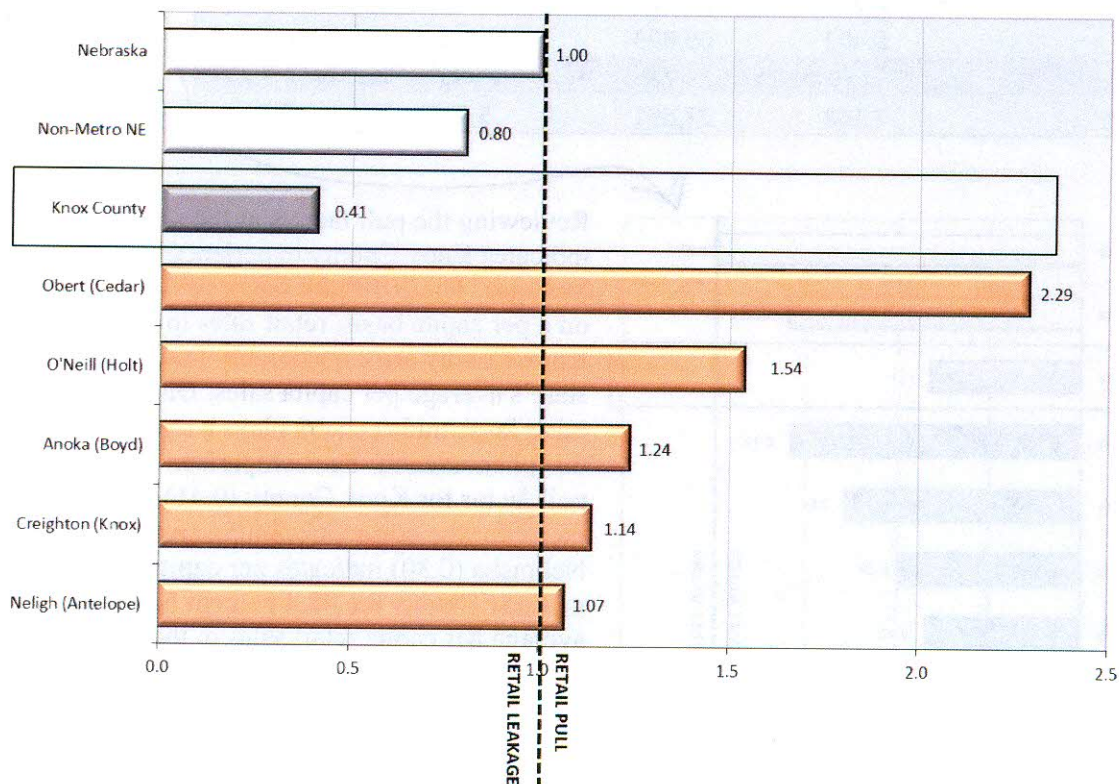
TABLE 17

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska and Selected Study Area Cities

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Knox County	8,332	44,721	5,367	0.41
Creighton (Knox)	1,086	16,183	14,901	1.14
Neligh (Antelope)	1,501	21,047	14,022	1.07
Anoka (Boyd)	416	6,727	16,172	1.24
Obert (Cedar)	1,464	43,900	29,986	2.29
O'Neill (Holt)	3,579	72,136	20,155	1.54
Pierce (Pierce)	1,728	14,441	8,357	0.64

CHART 25



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

Table 18 (sorted by population) and Chart 26 (sorted by pull factor) further breakdown the 2019 pull factors into the communities reporting retail sales figures within Knox County. As this table indicates, the community of Creighton had the strongest pull factor (1.14) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.41 for Knox County in 2019.

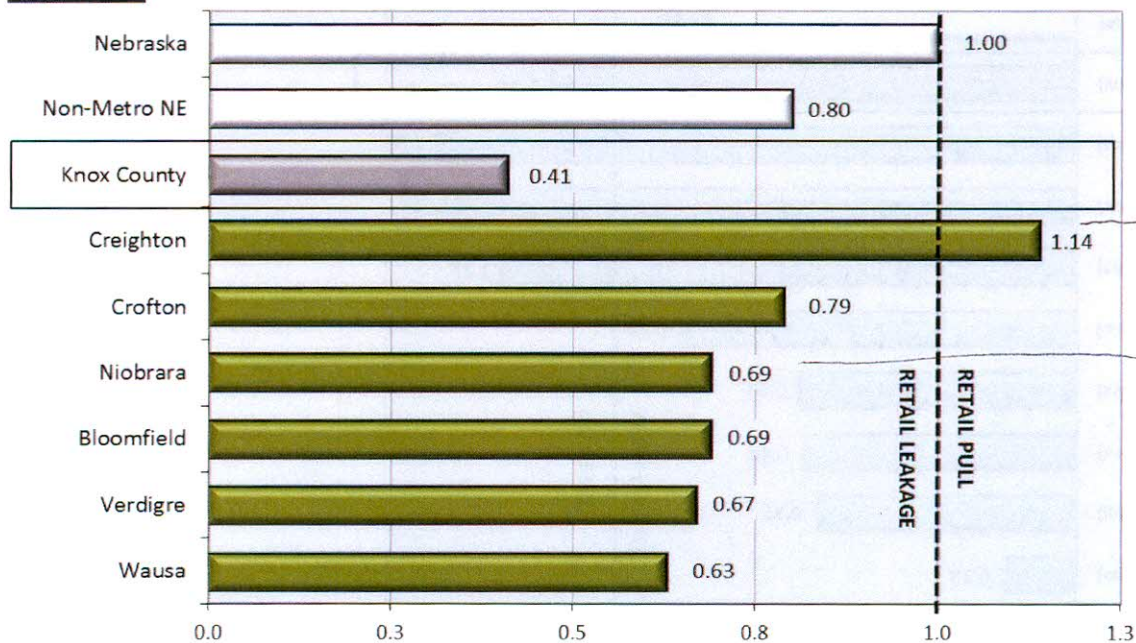
TABLE 18

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska and Available Knox County Communities

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Knox County	8,332	44,721	5,367	0.41
Creighton	1,086	16,183	14,901	1.14
Bloomfield	940	8,483	9,025	0.69
Crofton	663	6,881	10,378	0.79
Verdigre	527	4,636	8,797	0.67
Wausa	559	4,583	8,198	0.63
Niobrara	338	3,066	9,070	0.69
Winnetoon	66	109	1,649	0.13

CHART 26



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

Table 19 (sorted by population) and Chart 27 (sorted by pull factor) show the 2019 pull factors for Nebraska, Creighton, and eight other similarly sized communities selected from around the state. Grant's pull factor of 1.39 leads the group for 2019 thus indicating Grant has greater retail pull.

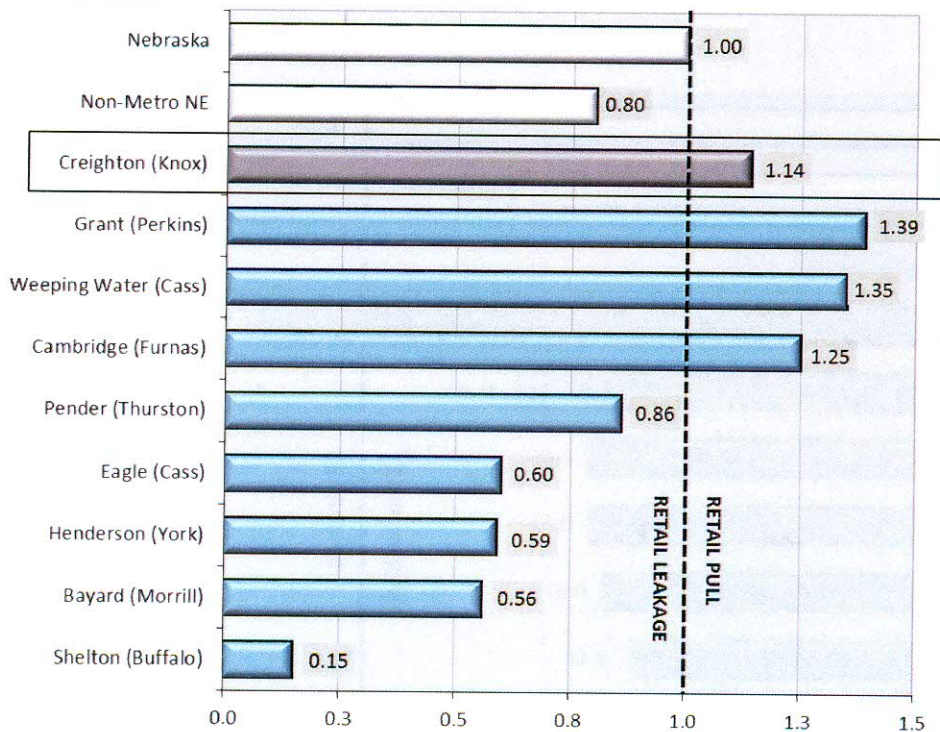
TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Creighton & Other Similarly Sized Nebraska Communities

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Creighton (Knox)	1,086	16,183	14,901	1.14
Henderson (York)	985	7,561	7,676	0.59
Cambridge (Furnas)	1,002	16,404	16,371	1.25
Shelton (Buffalo)	1,055	2,029	1,923	0.15
Bayard (Morrill)	1,084	7,890	7,278	0.56
Weeping Water (Cass)	1,095	19,307	17,632	1.35
Eagle (Cass)	1,096	8,656	7,898	0.60
Pender (Thurston)	1,108	12,445	11,232	0.86
Grant (Perkins)	1,115	20,318	18,222	1.39

CHART 27



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

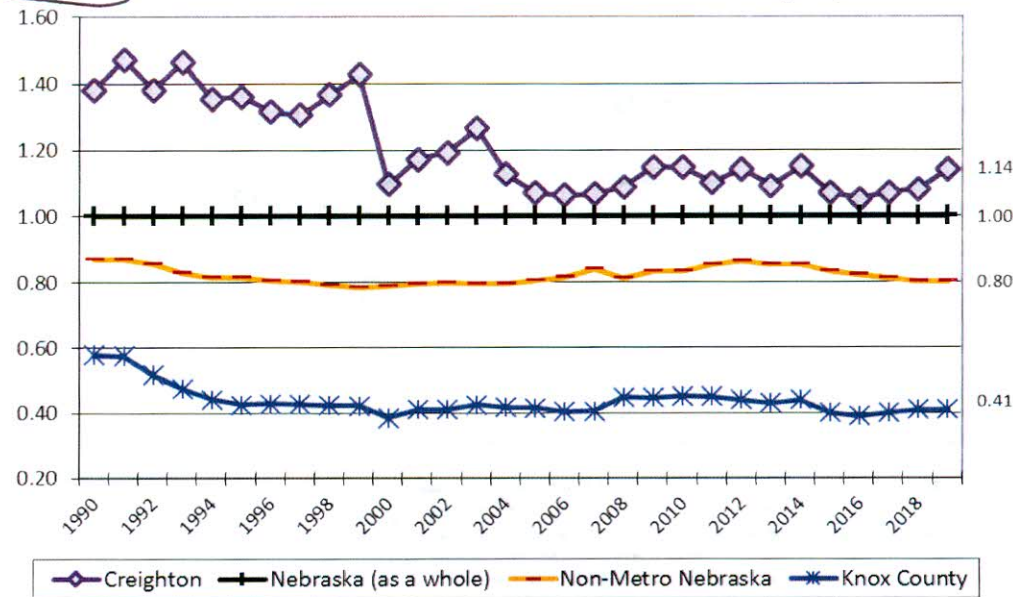
Chart 28 illustrates the pull factor trend for Creighton, Knox County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2019. In examining the timeline, the City of Creighton shows retail pull fluctuating above the state average throughout the entire study period. Data within Knox County also shows the pull factor similar to the non-metropolitan county average throughout the time period only considerably lower.

CHART 28

Pull Factors · 1990–2019

Creighton, Knox County, Non-Metro & Nebraska (as a whole)

*Based on
Sales tax*



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

PER CAPITA PERSONAL INCOME

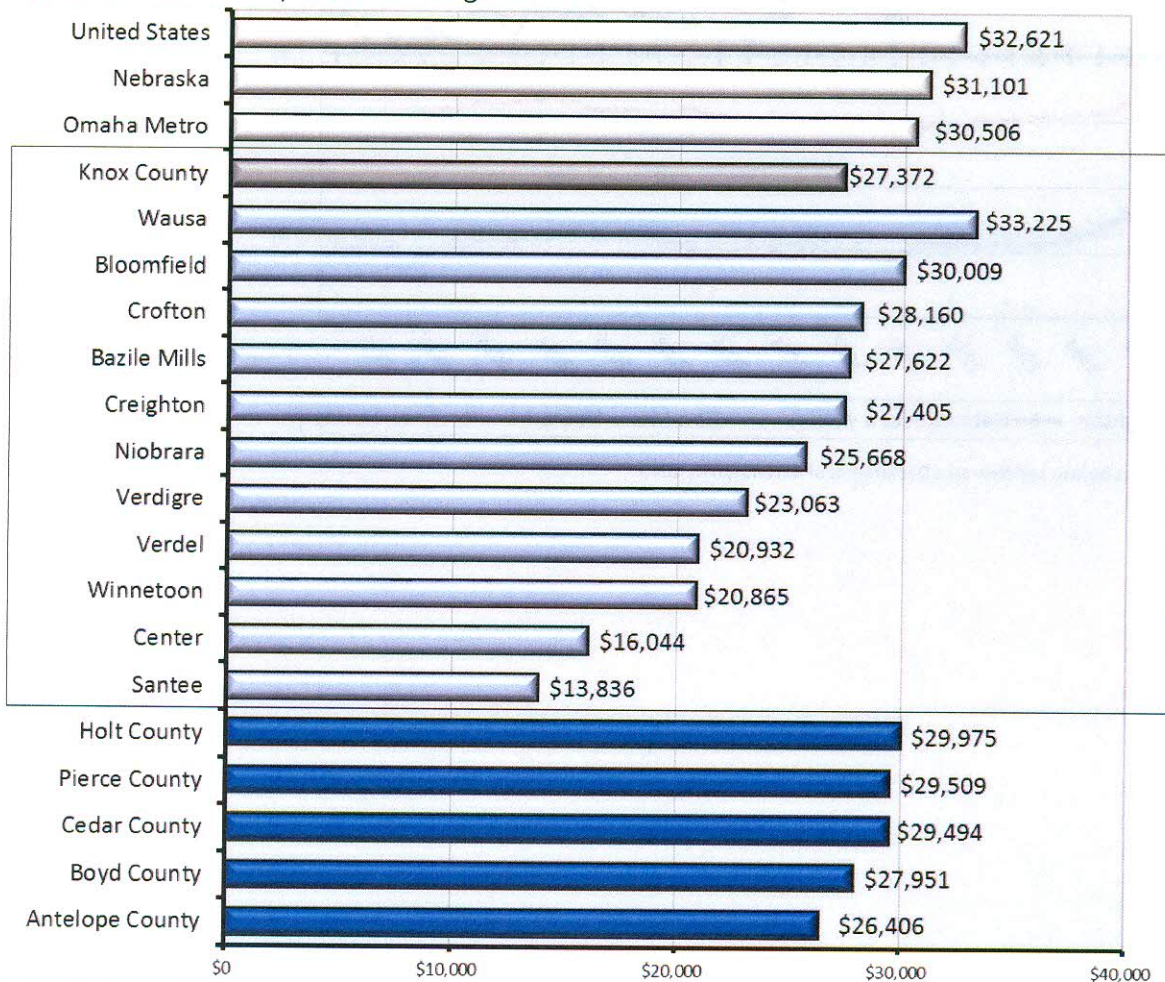
Chart 29 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2014–2018, five-year estimates show per capita personal income for Knox County is estimated to be \$27,372 compared to \$31,101 for Nebraska as a whole.

CHART 29

Per Capita Personal Income • 2014–2018

Nebraska, Knox County & Surrounding Counties



Source: U.S. Census Bureau 2014–2018 American Community Survey, accessed April 2020.

MEDIAN HOUSEHOLD INCOME

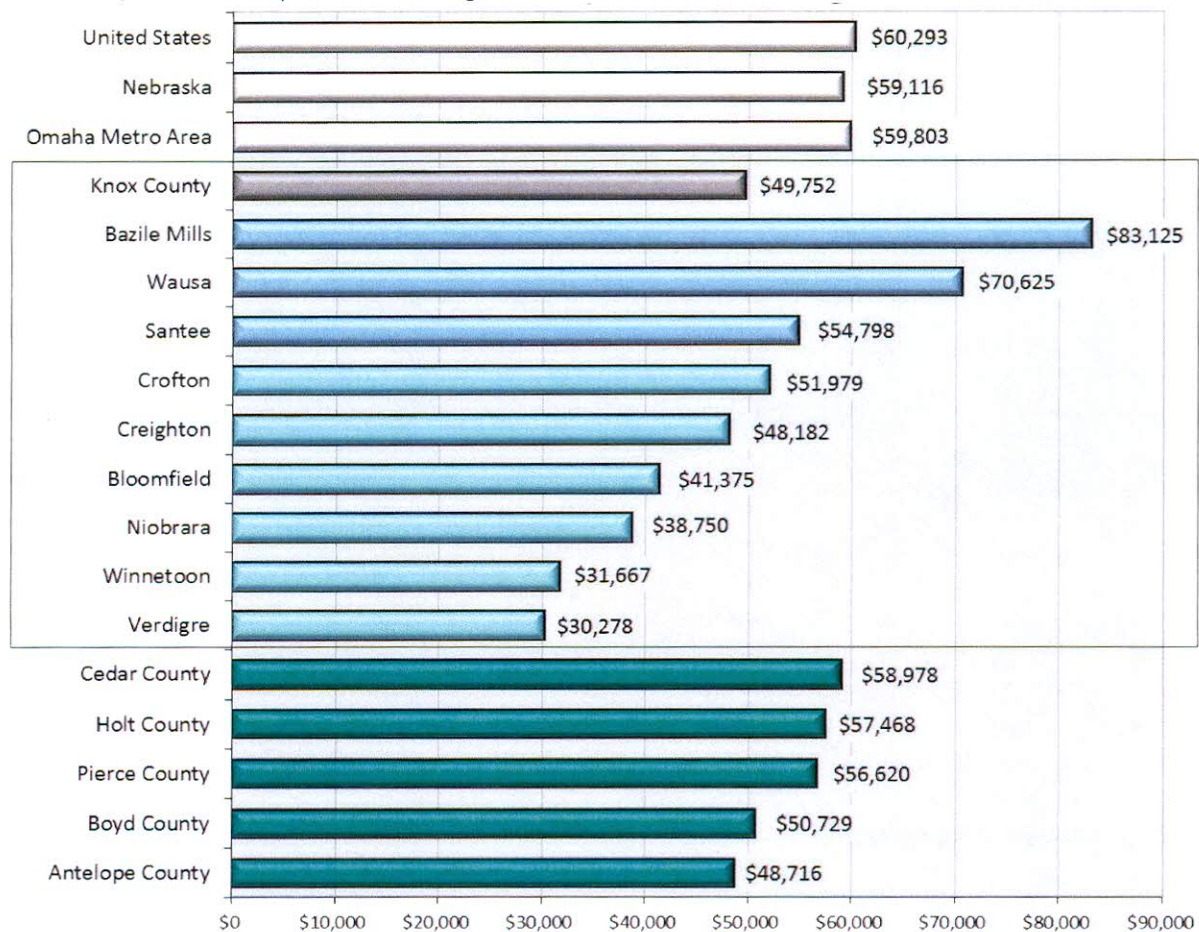
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2014–2018, five-year estimates show median household income for Knox County is estimated to be \$49,752 compared to \$59,116 for Nebraska as a whole.

CHART 30

Median Household Income • 2014–2018

Nebraska, Knox County & Surrounding Counties



Source: U.S. Census Bureau 2014–2018 American Community Survey, accessed April 2020

