



The**Retail**Coach®

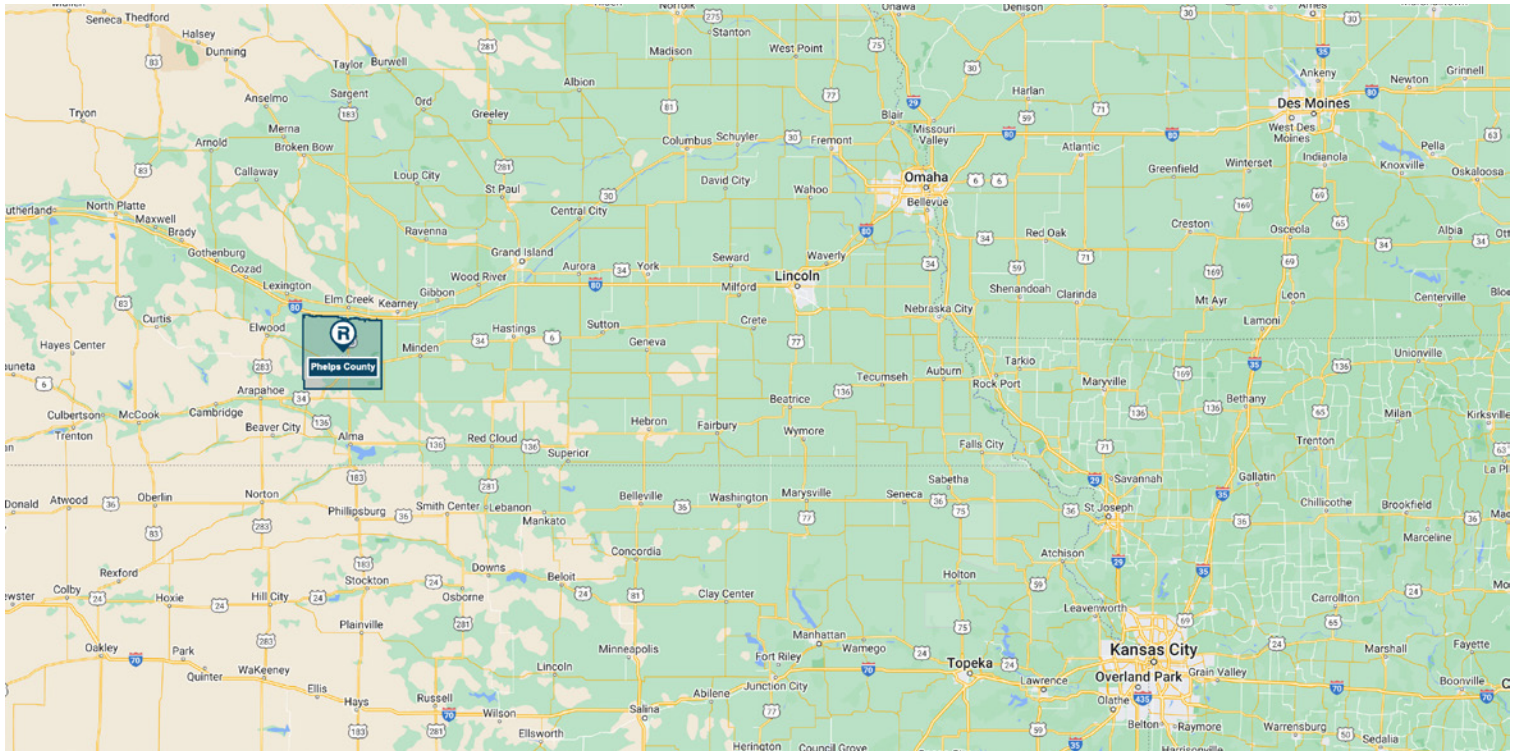
County Demographic Profile

PHELPS COUNTY, NEBRASKA

Prepared for Phelps County Development Corporation
June 2024

County • Demographic Snapshot

Phelps County, Nebraska



Population

2020	8,968
2024	8,993
2029	9,111

Educational Attainment (%)

Graduate or Professional Degree	8.26%
Bachelors Degree	17.84%
Associate Degree	11.50%
Some College	26.31%
High School Graduate (or GED)	28.25%
Some High School, No Degree	6.24%
Less than 9th Grade	1.58%

Income

Average HH	\$89,043
Median HH	\$72,298
Per Capita	\$37,746

Age

0 - 9 Years	11.98%
10 - 17 Years	10.74%
18 - 24 Years	8.53%
25 - 34 Years	9.84%
35 - 44 Years	11.66%
45 - 54 Years	10.64%
55 - 64 Years	13.00%
65 and Older	23.61%
Median Age	42.63
Average Age	42.70

Race Distribution (%)

White	90.24%
Black/African American	0.39%
American Indian/Alaskan	0.56%
Asian	0.33%
Native Hawaiian/Islander	0.02%
Other Race	2.66%
Two or More Races	5.80%
Hispanic	7.57%



Ron Tillery

Phelps County Development Corporation
Executive Director

502 East Avenue
Suite 201
Holdrege, Nebraska 68949

Phone 308.995.4148
Cell 970.261.5151
Ron@PhelpsCountyNE.com
www.PhelpsCountyNE.com

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



County • Demographic Profile

Phelps County, Nebraska

DESCRIPTION	DATA	%
Population		
2029 Projection	9,111	
2024 Estimate	8,993	
2020 Census	8,968	
2010 Census	9,188	
Growth 2024 - 2029		1.31%
Growth 2020 - 2024		0.28%
Growth 2010 - 2020		-2.38%
2024 Est. Population by Single-Classification Race	8,993	
White Alone	8,115	90.24%
Black or African American Alone	35	0.39%
Amer. Indian and Alaska Native Alone	50	0.56%
Asian Alone	30	0.33%
Native Hawaiian and Other Pacific Island Alone	2	0.02%
Some Other Race Alone	239	2.66%
Two or More Races	522	5.80%
2024 Est. Population by Hispanic or Latino Origin	8,993	
Not Hispanic or Latino	8,312	92.43%
Hispanic or Latino	681	7.57%
Mexican	617	90.60%
Puerto Rican	5	0.73%
Cuban	0	0.00%
All Other Hispanic or Latino	59	8.66%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	681	
White Alone	180	26.43%
Black or African American Alone	2	0.29%
American Indian and Alaska Native Alone	20	2.94%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	216	31.72%
Two or More Races	263	38.62%
2024 Est. Pop by Race, Asian Alone, by Category	30	
Chinese, except Taiwanese	0	0.00%
Filipino	9	30.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	21	70.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	8,993	
Arab	10	0.11%
Czech	215	2.39%
Danish	109	1.21%
Dutch	73	0.81%
English	605	6.73%
French (except Basque)	104	1.16%
French Canadian	6	0.07%
German	2,419	26.90%
Greek	0	0.00%
Hungarian	1	0.01%
Irish	711	7.91%
Italian	150	1.67%
Lithuanian	0	0.00%
United States or American	280	3.11%
Norwegian	137	1.52%
Polish	82	0.91%
Portuguese	12	0.13%
Russian	3	0.03%
Scottish	118	1.31%
Scotch-Irish	47	0.52%
Slovak	0	0.00%
Subsaharan African	8	0.09%
Swedish	1,135	12.62%
Swiss	13	0.15%
Ukrainian	3	0.03%
Welsh	24	0.27%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,011	11.24%
Ancestry Unclassified	1,717	19.09%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	8,037	95.04%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	72	0.85%
Speak Spanish at Home	345	4.08%
Speak Other Language at Home	2	0.02%

County • Demographic Profile

Phelps County, Nebraska

DESCRIPTION	DATA	%
2024 Est. Population by Age	8,993	
Age 0 - 4	537	5.97%
Age 5 - 9	540	6.00%
Age 10 - 14	590	6.56%
Age 15 - 17	376	4.18%
Age 18 - 20	355	3.95%
Age 21 - 24	412	4.58%
Age 25 - 34	885	9.84%
Age 35 - 44	1,049	11.66%
Age 45 - 54	957	10.64%
Age 55 - 64	1,169	13.00%
Age 65 - 74	1,080	12.01%
Age 75 - 84	723	8.04%
Age 85 and over	320	3.56%
Age 16 and over	7,202	80.08%
Age 18 and over	6,950	77.28%
Age 21 and over	6,595	73.33%
Age 65 and over	2,123	23.61%
2024 Est. Median Age		42.63
2024 Est. Average Age		42.70
2024 Est. Population by Sex	8,993	
Male	4,499	50.03%
Female	4,494	49.97%
2024 Est. Male Population by Age	4,499	
Age 0 - 4	277	6.16%
Age 5 - 9	288	6.40%
Age 10 - 14	318	7.07%
Age 15 - 17	199	4.42%
Age 18 - 20	187	4.16%
Age 21 - 24	218	4.84%
Age 25 - 34	467	10.38%
Age 35 - 44	546	12.14%
Age 45 - 54	461	10.25%
Age 55 - 64	576	12.80%
Age 65 - 74	527	11.71%
Age 75 - 84	314	6.98%
Age 85 and over	121	2.69%
2024 Est. Median Age, Male		40.39
2024 Est. Average Age, Male		41.20
2024 Est. Female Population by Age	4,494	
Age 0 - 4	260	5.79%
Age 5 - 9	252	5.61%
Age 10 - 14	272	6.05%
Age 15 - 17	177	3.94%
Age 18 - 20	168	3.74%
Age 21 - 24	194	4.32%
Age 25 - 34	418	9.30%
Age 35 - 44	503	11.19%
Age 45 - 54	496	11.04%
Age 55 - 64	593	13.20%
Age 65 - 74	553	12.31%
Age 75 - 84	409	9.10%
Age 85 and over	199	4.43%
2024 Est. Median Age, Female		45.06
2024 Est. Average Age, Female		44.30

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,871	25.54%
Males, Never Married	1,093	14.92%
Females, Never Married	778	10.62%
Married, Spouse present	3,973	54.23%
Married, Spouse absent	212	2.89%
Widowed	474	6.47%
Males Widowed	86	1.17%
Females Widowed	388	5.30%
Divorced	796	10.87%
Males Divorced	394	5.38%
Females Divorced	402	5.49%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	98	1.58%
Some High School, no diploma	386	6.24%
High School Graduate (or GED)	1,747	28.25%
Some College, no degree	1,627	26.31%
Associate Degree	711	11.50%
Bachelor's Degree	1,103	17.84%
Master's Degree	357	5.77%
Professional School Degree	40	0.65%
Doctorate Degree	114	1.84%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	135	48.39%
High School Graduate	66	23.66%
Some College or Associate's Degree	36	12.90%
Bachelor's Degree or Higher	42	15.05%
Households		
2029 Projection	3,778	
2024 Estimate	3,727	
2020 Census	3,706	
2010 Census	3,779	
Growth 2024 - 2029		1.37%
Growth 2020 - 2024		0.57%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	3,727	
Family Households	2,501	67.10%
Nonfamily Households	1,226	32.9%
2024 Est. Group Quarters Population	201	
2024 Households by Ethnicity, Hispanic/Latino	163	



County • Demographic Profile

Phelps County, Nebraska

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	3,727	
Income < \$15,000	356	9.55%
Income \$15,000 - \$24,999	387	10.38%
Income \$25,000 - \$34,999	169	4.54%
Income \$35,000 - \$49,999	330	8.85%
Income \$50,000 - \$74,999	694	18.62%
Income \$75,000 - \$99,999	556	14.92%
Income \$100,000 - \$124,999	384	10.30%
Income \$125,000 - \$149,999	345	9.26%
Income \$150,000 - \$199,999	271	7.27%
Income \$200,000 - \$249,999	125	3.35%
Income \$250,000 - \$499,999	83	2.23%
Income \$500,000+	27	0.72%
2024 Est. Average Household Income		\$89,043
2024 Est. Median Household Income		\$72,298
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$74,050
Black or African American Alone		\$50,000
American Indian and Alaska Native Alone		\$30,902
Asian Alone		\$44,433
Native Hawaiian and Other Pacific Islander Alone		\$125,000
Some Other Race Alone		\$41,336
Two or More Races		\$53,985
Hispanic or Latino		\$47,007
Not Hispanic or Latino		\$73,831
2024 Est. HH by Type and Presence of Own Child.	3,727	
Family Households with Children	983	26.37%
Family Households without Children	2,744	73.62%
Married-Couple Families	1,859	49.88%
Married-Couple Family, own children	703	18.86%
Married-Couple Family, no own children	1,156	31.02%
Cohabiting-Couple Families	347	9.31%
Cohabiting-Couple Family, own children	147	3.94%
Cohabiting-Couple Family, no own children	200	5.37%
Male Householder Families	673	18.06%
Male Householder, own children	50	1.34%
Male Householder, no own children	94	2.52%
Male Householder, only Nonrelatives	23	0.62%
Male Householder, Living Alone	506	13.58%
Female Householder Families	848	22.75%
Female Householder, own children	83	2.23%
Female Householder, no own children	33	0.89%
Female Householder, only Nonrelatives	47	1.26%
Female Householder, Living Alone	685	18.38%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	3,727	
1-person	1,053	28.25%
2-person	1,481	39.74%
3-person	469	12.58%
4-person	408	10.95%
5-person	198	5.31%
6-person	77	2.07%
7-or-more-person	41	1.10%
2024 Est. Average Household Size		2.36
2024 Est. Households by Number of Vehicles	3,727	
No Vehicles	110	2.95%
1 Vehicle	1,075	28.84%
2 Vehicles	1,348	36.17%
3 Vehicles	641	17.20%
4 Vehicles	310	8.32%
5 or more Vehicles	243	6.52%
2024 Est. Average Number of Vehicles		2.3
Family Households		
2029 Projection	2,534	
2024 Estimate	2,501	
2020 Estimate	2,451	
2010 Census	2,544	
Growth 2024 - 2029		1.32%
Growth 2020 - 2024		2.04%
Growth 2010 - 2020		-3.65%
2024 Est. Families by Poverty Status	2,501	
2024 Families at or Above Poverty	2,253	90.08%
2024 Families at or Above Poverty with Children	909	36.35%
2024 Families Below Poverty	248	9.92%
2024 Families Below Poverty with Children	186	7.44%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	4,676	64.93%
Civilian Labor Force, Unemployed	36	0.50%
Armed Forces	1	0.01%
Not in Labor Force	2,489	34.56%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	2,855	61.12%
Non-Profit Private Workers	399	8.54%
Local Government Workers	49	1.05%
State Government Workers	132	2.83%
Federal Government Workers	527	11.28%
Self-Employed Workers	665	14.24%
Unpaid Family Workers	44	0.94%



County • Demographic Profile

Phelps County, Nebraska

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	90	1.93%
Arts/Entertainment/Sports	62	1.33%
Building Grounds Maintenance	203	4.35%
Business/Financial Operations	142	3.04%
Community/Social Services	118	2.53%
Computer/Mathematical	7	0.15%
Construction/Extraction	364	7.79%
Education/Training/Library	352	7.54%
Farming/Fishing/Forestry	146	3.13%
Food Prep/Serving	122	2.61%
Health Practitioner/Technician	254	5.44%
Healthcare Support	235	5.03%
Maintenance Repair	217	4.65%
Legal	9	0.19%
Life/Physical/Social Science	26	0.56%
Management	642	13.74%
Office/Admin. Support	360	7.71%
Production	377	8.07%
Protective Services	53	1.13%
Sales/Related	375	8.03%
Personal Care/Service	95	2.03%
Transportation/Moving	422	9.04%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	2,437	52.17%
Blue Collar	1,380	29.54%
Service and Farm	854	18.28%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	3,719	81.34%
Car Pooled	517	11.31%
Public Transportation	0	0.00%
Walked	145	3.17%
Bicycle	0	0.00%
Other Means	7	0.15%
Worked at Home	184	4.03%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,962	
15 - 29 Minutes	658	
30 - 44 Minutes	466	
45 - 59 Minutes	150	
60 or more Minutes	157	
2024 Est. Avg Travel Time to Work in Minutes		16
2024 Est. Occupied Housing Units by Tenure	3,727	
Owner Occupied	2,706	72.60%
Renter Occupied	1,021	27.39%
2024 Owner Occ. HUs: Avg. Length of Residence		18.80 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.00 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	2,706	
Value Less than \$20,000	26	0.96%
Value \$20,000 - \$39,999	45	1.66%
Value \$40,000 - \$59,999	71	2.62%
Value \$60,000 - \$79,999	178	6.58%
Value \$80,000 - \$99,999	181	6.69%
Value \$100,000 - \$149,999	507	18.74%
Value \$150,000 - \$199,999	510	18.85%
Value \$200,000 - \$299,999	493	18.22%
Value \$300,000 - \$399,999	334	12.34%
Value \$400,000 - \$499,999	142	5.25%
Value \$500,000 - \$749,999	123	4.55%
Value \$750,000 - \$999,999	69	2.55%
Value \$1,000,000 or \$1,499,999	25	0.92%
Value \$1,500,000 or \$1,999,999	2	0.07%
Value \$2,000,000+	0	0.00%
2024 Est. Median All Owner-Occupied Housing Value		\$182,577
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	3,504	83.73%
1 Unit Attached	59	1.41%
2 Units	86	2.06%
3 or 4 Units	104	2.48%
5 to 19 Units	170	4.06%
20 to 49 Units	72	1.72%
50 or More Units	23	0.55%
Mobile Home or Trailer	167	3.99%
Boat, RV, Van, etc.	0	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	48	1.15%
Housing Units Built 2010 to 2019	110	2.63%
Housing Units Built 2000 to 2009	211	5.04%
Housing Units Built 1990 to 1999	389	9.30%
Housing Units Built 1980 to 1989	370	8.84%
Housing Units Built 1970 to 1979	745	17.80%
Housing Units Built 1960 to 1969	519	12.40%
Housing Units Built 1950 to 1959	416	9.94%
Housing Units Built 1940 to 1949	309	7.38%
Housing Unit Built 1939 or Earlier	1,068	25.52%
2024 Est. Median Year Structure Built		1966

[†] Years



About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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