



The **Retail**Coach®

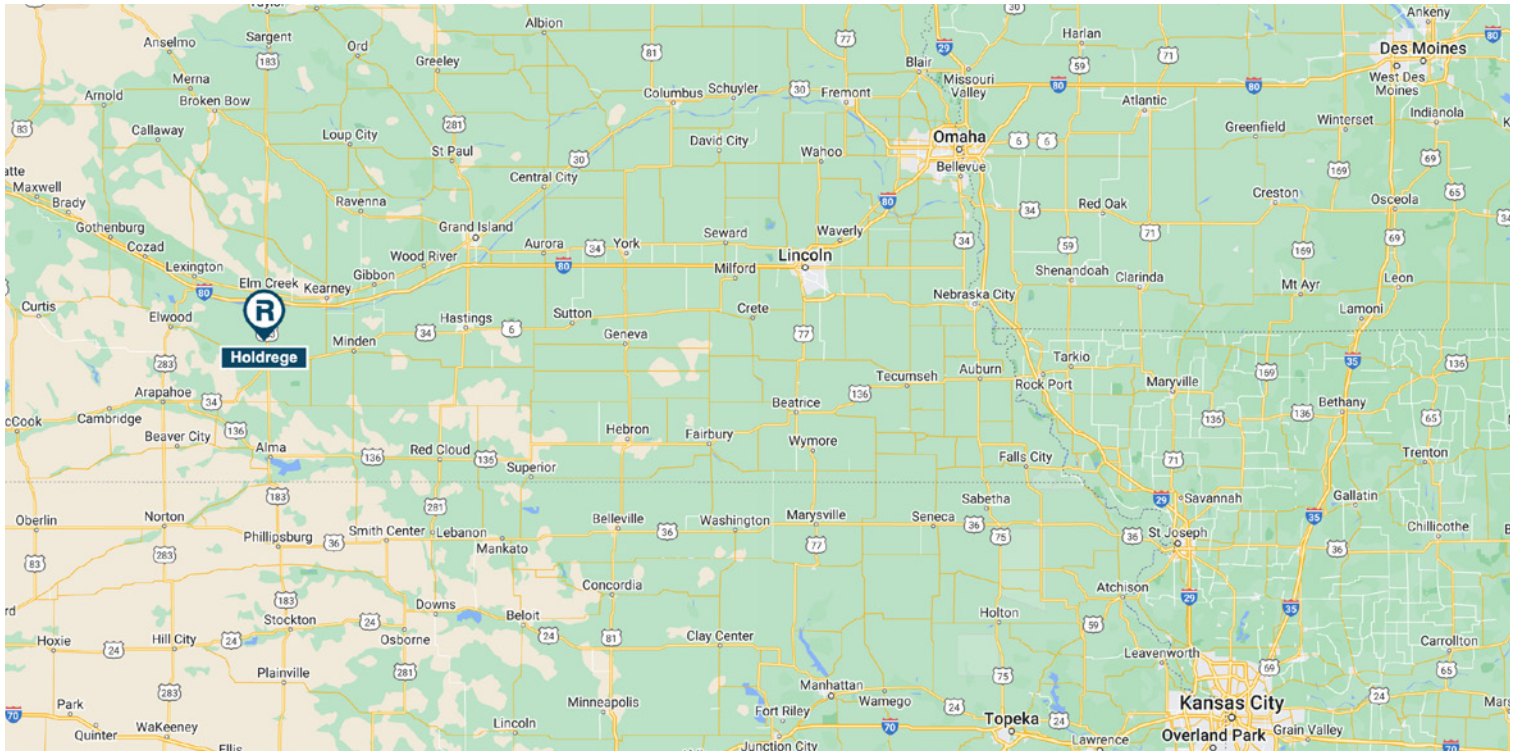
# Community Demographic Profile

HOLDREGE, PHELPS COUNTY, NEBRASKA

Prepared for Phelps County Development Corporation  
June 2024

# Community • Demographic Snapshot

Holdrege, Phelps County, Nebraska



## Population

2020	5,515
2024	5,553
2029	5,671

## Educational Attainment (%)

Graduate or Professional Degree	9.93%
Bachelors Degree	17.70%
Associate Degree	10.92%
Some College	25.75%
High School Graduate (or GED)	26.37%
Some High School, No Degree	7.64%
Less than 9th Grade	1.69%

## Income

Average HH	\$84,090
Median HH	\$67,508
Per Capita	\$36,431

## Age

0 - 9 Years	12.19%
10 - 17 Years	10.27%
18 - 24 Years	8.45%
25 - 34 Years	10.72%
35 - 44 Years	12.03%
45 - 54 Years	10.70%
55 - 64 Years	11.99%
65 and Older	23.66%
Median Age	41.93
Average Age	42.60

## Race Distribution (%)

White	90.28%
Black/African American	0.45%
American Indian/Alaskan	0.47%
Asian	0.34%
Native Hawaiian/Islander	0.00%
Other Race	2.27%
Two or More Races	6.20%
Hispanic	7.62%



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# Community • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	5,671	
2024 Estimate	5,553	
2020 Census	5,515	
2010 Census	5,469	
Growth 2024 - 2029		2.12%
Growth 2020 - 2024		0.69%
Growth 2010 - 2020		0.84%
<b>2024 Est. Population by Single-Classification Race</b>	<b>5,553</b>	
White Alone	5,013	90.28%
Black or African American Alone	25	0.45%
Amer. Indian and Alaska Native Alone	26	0.47%
Asian Alone	19	0.34%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	126	2.27%
Two or More Races	344	6.20%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>5,553</b>	
Not Hispanic or Latino	5,130	92.38%
Hispanic or Latino	423	7.62%
Mexican	374	88.42%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	49	11.58%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>423</b>	
White Alone	113	26.71%
Black or African American Alone	2	0.47%
American Indian and Alaska Native Alone	7	1.65%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	115	27.19%
Two or More Races	186	43.97%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>19</b>	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	19	100.00%
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	%
<b>2024 Est. Population by Ancestry</b>	<b>5,553</b>	
Arab	0	0.00%
Czech	151	2.72%
Danish	67	1.21%
Dutch	54	0.97%
English	356	6.41%
French (except Basque)	82	1.48%
French Canadian	6	0.11%
German	1,487	26.78%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	480	8.64%
Italian	103	1.85%
Lithuanian	0	0.00%
United States or American	159	2.86%
Norwegian	105	1.89%
Polish	66	1.19%
Portuguese	12	0.22%
Russian	0	0.00%
Scottish	105	1.89%
Scotch-Irish	42	0.76%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	571	10.28%
Swiss	12	0.22%
Ukrainian	0	0.00%
Welsh	14	0.25%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	713	12.84%
Ancestry Unclassified	968	17.43%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	4,893	93.68%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	53	1.01%
Speak Spanish at Home	277	5.30%
Speak Other Language at Home	0	0.00%

# Community • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>5,553</b>	
Age 0 - 4	330	5.94%
Age 5 - 9	347	6.25%
Age 10 - 14	350	6.30%
Age 15 - 17	220	3.96%
Age 18 - 20	215	3.87%
Age 21 - 24	254	4.57%
Age 25 - 34	595	10.72%
Age 35 - 44	668	12.03%
Age 45 - 54	594	10.70%
Age 55 - 64	666	11.99%
Age 65 - 74	632	11.38%
Age 75 - 84	455	8.19%
Age 85 and over	227	4.09%
Age 16 and over	4,454	80.21%
Age 18 and over	4,306	77.54%
Age 21 and over	4,091	73.67%
Age 65 and over	1,314	23.66%
2024 Est. Median Age		41.93
2024 Est. Average Age		42.60
<b>2024 Est. Population by Sex</b>	<b>5,553</b>	
Male	2,709	48.78%
Female	2,844	51.22%
<b>2024 Est. Male Population by Age</b>	<b>2,709</b>	
Age 0 - 4	170	6.28%
Age 5 - 9	186	6.87%
Age 10 - 14	188	6.94%
Age 15 - 17	115	4.25%
Age 18 - 20	113	4.17%
Age 21 - 24	131	4.84%
Age 25 - 34	310	11.44%
Age 35 - 44	344	12.70%
Age 45 - 54	283	10.45%
Age 55 - 64	314	11.59%
Age 65 - 74	291	10.74%
Age 75 - 84	183	6.75%
Age 85 and over	81	2.99%
2024 Est. Median Age, Male		39.09
2024 Est. Average Age, Male		40.50
<b>2024 Est. Female Population by Age</b>	<b>2,844</b>	
Age 0 - 4	160	5.63%
Age 5 - 9	161	5.66%
Age 10 - 14	162	5.70%
Age 15 - 17	105	3.69%
Age 18 - 20	102	3.59%
Age 21 - 24	123	4.33%
Age 25 - 34	285	10.02%
Age 35 - 44	324	11.39%
Age 45 - 54	311	10.94%
Age 55 - 64	352	12.38%
Age 65 - 74	341	11.99%
Age 75 - 84	272	9.56%
Age 85 and over	146	5.13%
2024 Est. Median Age, Female		45.00
2024 Est. Average Age, Female		44.70

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	1,268	28.02%
Males, Never Married	715	15.80%
Females, Never Married	553	12.22%
Married, Spouse present	2,267	50.09%
Married, Spouse absent	174	3.85%
Widowed	292	6.45%
Males Widowed	23	0.51%
Females Widowed	269	5.94%
Divorced	525	11.60%
Males Divorced	250	5.52%
Females Divorced	275	6.08%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	65	1.69%
Some High School, no diploma	293	7.64%
High School Graduate (or GED)	1,012	26.37%
Some College, no degree	988	25.75%
Associate Degree	419	10.92%
Bachelor's Degree	679	17.70%
Master's Degree	249	6.49%
Professional School Degree	33	0.86%
Doctorate Degree	99	2.58%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	73	43.20%
High School Graduate	44	26.04%
Some College or Associate's Degree	17	10.06%
Bachelor's Degree or Higher	35	20.71%
<b>Households</b>		
2029 Projection	2,381	
2024 Estimate	2,333	
2020 Census	2,314	
2010 Census	2,305	
Growth 2024 - 2029		2.06%
Growth 2020 - 2024		0.82%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>2,333</b>	
Family Households	1,495	64.08%
Nonfamily Households	838	35.92%
2024 Est. Group Quarters Population	168	
2024 Households by Ethnicity, Hispanic/Latino	101	



# Community • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>2,333</b>	
Income < \$15,000	285	12.22%
Income \$15,000 - \$24,999	271	11.62%
Income \$25,000 - \$34,999	108	4.63%
Income \$35,000 - \$49,999	193	8.27%
Income \$50,000 - \$74,999	441	18.90%
Income \$75,000 - \$99,999	349	14.96%
Income \$100,000 - \$124,999	219	9.39%
Income \$125,000 - \$149,999	182	7.80%
Income \$150,000 - \$199,999	142	6.09%
Income \$200,000 - \$249,999	77	3.30%
Income \$250,000 - \$499,999	47	2.02%
Income \$500,000+	19	0.81%
2024 Est. Average Household Income		\$84,090
2024 Est. Median Household Income		\$67,508
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$70,085
Black or African American Alone		\$38,055
American Indian and Alaska Native Alone		\$25,000
Asian Alone		\$19,217
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$18,030
Two or More Races		\$14,690
Hispanic or Latino		\$36,677
Not Hispanic or Latino		\$69,484
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>2,333</b>	
Family Households with Children	581	24.90%
Family Households without Children	1,752	75.10%
<b>Married-Couple Families</b>	<b>1,034</b>	<b>44.32%</b>
Married-Couple Family, own children	377	16.16%
Married-Couple Family, no own children	657	28.16%
<b>Cohabiting-Couple Families</b>	<b>283</b>	<b>12.13%</b>
Cohabiting-Couple Family, own children	119	5.10%
Cohabiting-Couple Family, no own children	164	7.03%
<b>Male Householder Families</b>	<b>399</b>	<b>17.10%</b>
Male Householder, own children	34	1.46%
Male Householder, no own children	40	1.72%
Male Householder, only Nonrelatives	16	0.69%
Male Householder, Living Alone	309	13.25%
<b>Female Householder Families</b>	<b>617</b>	<b>26.45%</b>
Female Householder, own children	51	2.19%
Female Householder, no own children	18	0.77%
Female Householder, only Nonrelatives	38	1.63%
Female Householder, Living Alone	510	21.86%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>2,333</b>	
1-person	712	30.52%
2-person	898	38.49%
3-person	301	12.90%
4-person	236	10.12%
5-person	114	4.89%
6-person	48	2.06%
7-or-more-person	24	1.03%
2024 Est. Average Household Size		2.31
<b>2024 Est. Households by Number of Vehicles</b>	<b>2,333</b>	
No Vehicles	65	2.79%
1 Vehicle	821	35.19%
2 Vehicles	856	36.69%
3 Vehicles	340	14.57%
4 Vehicles	168	7.20%
5 or more Vehicles	83	3.56%
2024 Est. Average Number of Vehicles		2.0
<b>Family Households</b>		
2029 Projection	1,525	
2024 Estimate	1,495	
2020 Estimate	1,443	
2010 Census	1,476	
Growth 2024 - 2029		2.01%
Growth 2020 - 2024		3.60%
Growth 2010 - 2020		-2.23%
<b>2024 Est. Families by Poverty Status</b>	<b>1,495</b>	
2024 Families at or Above Poverty	1,334	89.23%
2024 Families at or Above Poverty with Children	525	35.12%
2024 Families Below Poverty	161	10.77%
2024 Families Below Poverty with Children	143	9.57%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	2,799	62.84%
Civilian Labor Force, Unemployed	24	0.54%
Armed Forces	0	0.00%
Not in Labor Force	1,631	36.62%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	1,743	61.94%
Non-Profit Private Workers	219	7.78%
Local Government Workers	39	1.39%
State Government Workers	97	3.45%
Federal Government Workers	376	13.36%
Self-Employed Workers	330	11.73%
Unpaid Family Workers	10	0.36%



# Community • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	50	1.78%
Arts/Entertainment/Sports	38	1.35%
Building Grounds Maintenance	126	4.48%
Business/Financial Operations	93	3.31%
Community/Social Services	79	2.81%
Computer/Mathematical	1	0.04%
Construction/Extraction	198	7.04%
Education/Training/Library	232	8.25%
Farming/Fishing/Forestry	28	1.00%
Food Prep/Serving	80	2.84%
Health Practitioner/Technician	158	5.62%
Healthcare Support	150	5.33%
Maintenance Repair	145	5.15%
Legal	6	0.21%
Life/Physical/Social Science	19	0.68%
Management	288	10.24%
Office/Admin. Support	234	8.32%
Production	229	8.14%
Protective Services	40	1.42%
Sales/Related	263	9.35%
Personal Care/Service	53	1.88%
Transportation/Moving	304	10.80%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	1,461	51.92%
Blue Collar	876	31.13%
Service and Farm	477	16.95%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	2,328	84.53%
Car Pooled	292	10.60%
Public Transportation	0	0.00%
Walked	86	3.12%
Bicycle	0	0.00%
Other Means	1	0.04%
Worked at Home	47	1.71%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	2,072	
15 - 29 Minutes	180	
30 - 44 Minutes	301	
45 - 59 Minutes	76	
60 or more Minutes	89	
2024 Est. Avg Travel Time to Work in Minutes		15
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>2,333</b>	
Owner Occupied	1,634	70.04%
Renter Occupied	699	29.96%
2024 Owner Occ. HUs: Avg. Length of Residence		17.80 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		6.60 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>1,634</b>	
Value Less than \$20,000	18	1.10%
Value \$20,000 - \$39,999	26	1.59%
Value \$40,000 - \$59,999	40	2.45%
Value \$60,000 - \$79,999	128	7.83%
Value \$80,000 - \$99,999	131	8.02%
Value \$100,000 - \$149,999	299	18.30%
Value \$150,000 - \$199,999	352	21.54%
Value \$200,000 - \$299,999	272	16.65%
Value \$300,000 - \$399,999	204	12.49%
Value \$400,000 - \$499,999	72	4.41%
Value \$500,000 - \$749,999	42	2.57%
Value \$750,000 - \$999,999	31	1.90%
Value \$1,000,000 or \$1,499,999	19	1.16%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2024 Est. Median All Owner-Occupied Housing Value		\$174,059
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	2,077	79.55%
1 Unit Attached	48	1.84%
2 Units	80	3.06%
3 or 4 Units	92	3.52%
5 to 19 Units	129	4.94%
20 to 49 Units	50	1.91%
50 or More Units	20	0.77%
Mobile Home or Trailer	115	4.40%
Boat, RV, Van, etc.	0	0.00%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	41	1.57%
Housing Units Built 2010 to 2019	92	3.52%
Housing Units Built 2000 to 2009	133	5.09%
Housing Units Built 1990 to 1999	250	9.58%
Housing Units Built 1980 to 1989	181	6.93%
Housing Units Built 1970 to 1979	432	16.55%
Housing Units Built 1960 to 1969	346	13.25%
Housing Units Built 1950 to 1959	271	10.38%
Housing Units Built 1940 to 1949	233	8.92%
Housing Unit Built 1939 or Earlier	632	24.20%
2024 Est. Median Year Structure Built		1965

<sup>†</sup> 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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