



The **Retail**Coach®

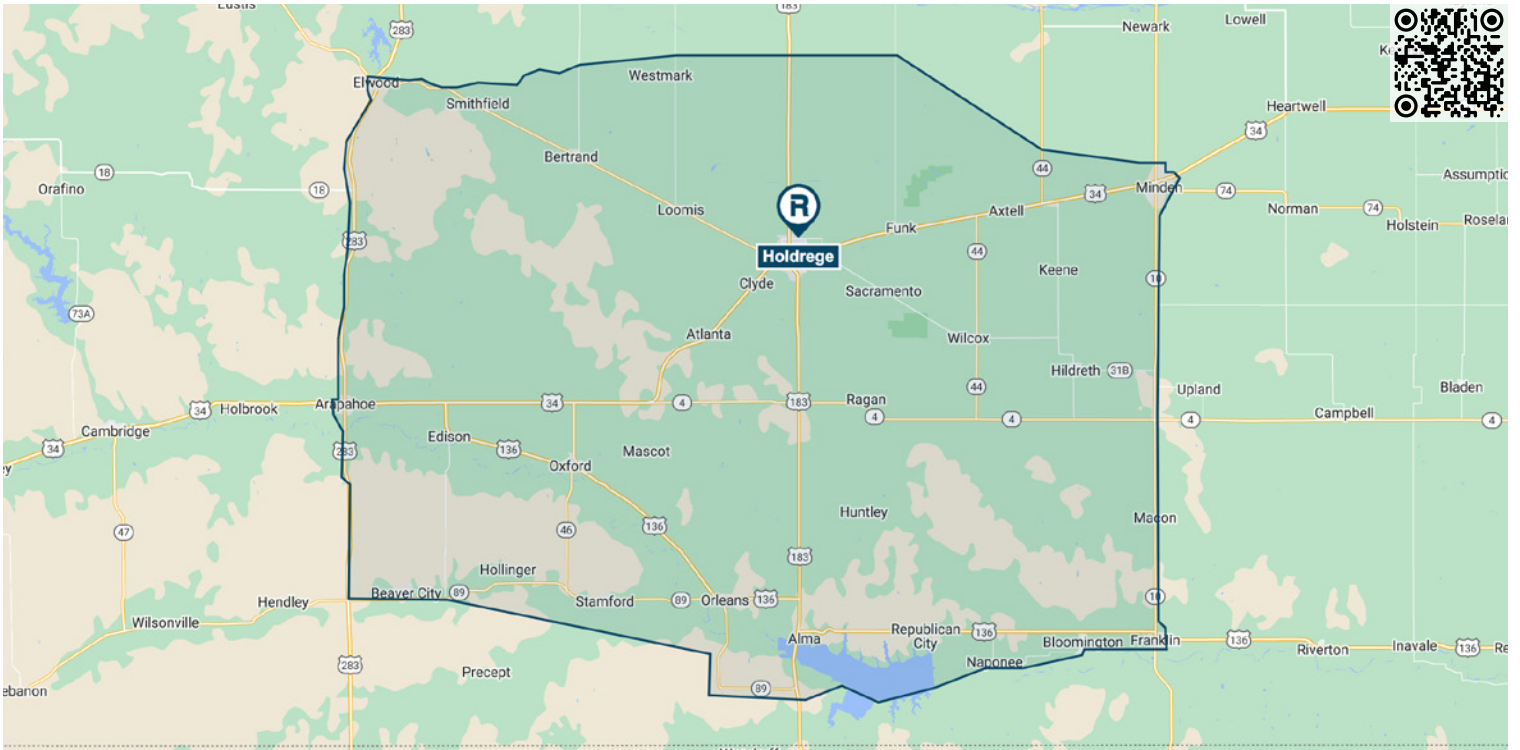
Primary Retail Trade Area Demographic Profile

HOLDREGE, PHELPS COUNTY, NEBRASKA

Prepared for Phelps County Development Corporation
June 2024

Primary Retail Trade Area • Demographic Snapshot

Holdrege, Phelps County, Nebraska



Population

2020	21,709
2024	21,505
2029	21,521

Educational Attainment (%)

Graduate or Professional Degree	7.02%
Bachelors Degree	17.51%
Associate Degree	13.15%
Some College	25.25%
High School Graduate (GED)	29.49%
Some High School, No Degree	5.15%
Less than 9th Grade	2.44%

Income

Average HH	\$89,280
Median HH	\$69,916
Per Capita	\$38,355

Age

0 - 9 Years	11.83%
10 - 17 Years	10.51%
18 - 24 Years	8.27%
25 - 34 Years	9.46%
35 - 44 Years	10.95%
45 - 54 Years	10.32%
55 - 64 Years	13.41%
65 and Older	25.26%
Median Age	44.08
Average Age	43.50

Race Distribution (%)

White	91.29%
Black/African American	0.32%
American Indian/Alaskan	0.54%
Asian	0.37%
Native Hawaiian/Islander	0.05%
Other Race	2.38%
Two or More Races	5.06%
Hispanic	6.56%



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Primary Retail Trade Area • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
Population		
2029 Projection	21,521	
2024 Estimate	21,505	
2020 Census	21,709	
2010 Census	22,531	
Growth 2024 - 2029		0.07%
Growth 2020 - 2024		-0.93%
Growth 2010 - 2020		-3.64%
2024 Est. Population by Single-Classification Race	21,505	
White Alone	19,633	91.29%
Black or African American Alone	68	0.32%
Amer. Indian and Alaska Native Alone	115	0.54%
Asian Alone	79	0.37%
Native Hawaiian and Other Pacific Island Alone	11	0.05%
Some Other Race Alone	511	2.38%
Two or More Races	1,089	5.06%
2024 Est. Population by Hispanic or Latino Origin	21,505	
Not Hispanic or Latino	20,095	93.44%
Hispanic or Latino	1,410	6.56%
Mexican	1,216	86.24%
Puerto Rican	24	1.70%
Cuban	0	0.00%
All Other Hispanic or Latino	171	12.13%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	1,410	
White Alone	355	25.18%
Black or African American Alone	4	0.28%
American Indian and Alaska Native Alone	48	3.40%
Asian Alone	3	0.21%
Native Hawaiian and Other Pacific Islander Alone	6	0.43%
Some Other Race Alone	476	33.76%
Two or More Races	518	36.74%
2024 Est. Pop by Race, Asian Alone, by Category	79	
Chinese, except Taiwanese	9	11.39%
Filipino	10	12.66%
Japanese	18	22.78%
Asian Indian	4	5.06%
Korean	25	31.65%
Vietnamese	6	7.59%
Cambodian	1	1.27%
Hmong	0	0.00%
Laotian	1	1.27%
Thai	3	3.80%
All Other Asian Races Including 2+ Category	2	2.53%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	21,505	
Arab	19	0.09%
Czech	356	1.65%
Danish	454	2.11%
Dutch	262	1.22%
English	1,599	7.44%
French (except Basque)	271	1.26%
French Canadian	28	0.13%
German	6,364	29.59%
Greek	2	0.01%
Hungarian	7	0.03%
Irish	1,586	7.37%
Italian	218	1.01%
Lithuanian	0	0.00%
United States or American	873	4.06%
Norwegian	219	1.02%
Polish	200	0.93%
Portuguese	12	0.06%
Russian	35	0.16%
Scottish	232	1.08%
Scotch-Irish	94	0.44%
Slovak	1	0.01%
Subsaharan African	19	0.09%
Swedish	1,747	8.12%
Swiss	36	0.17%
Ukrainian	8	0.04%
Welsh	73	0.34%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,236	10.40%
Ancestry Unclassified	4,553	21.17%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	19,267	95.27%
Speak Asian/Pacific Island Language at Home	21	0.10%
Speak IndoEuropean Language at Home	128	0.63%
Speak Spanish at Home	806	3.98%
Speak Other Language at Home	2	0.01%



Primary Retail Trade Area • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
2024 Est. Population by Age	21,505	
Age 0 - 4	1,281	5.96%
Age 5 - 9	1,262	5.87%
Age 10 - 14	1,370	6.37%
Age 15 - 17	889	4.13%
Age 18 - 20	826	3.84%
Age 21 - 24	952	4.43%
Age 25 - 34	2,034	9.46%
Age 35 - 44	2,355	10.95%
Age 45 - 54	2,220	10.32%
Age 55 - 64	2,884	13.41%
Age 65 - 74	2,831	13.16%
Age 75 - 84	1,808	8.41%
Age 85 and over	793	3.69%
Age 16 and over	17,298	80.44%
Age 18 and over	16,703	77.67%
Age 21 and over	15,877	73.83%
Age 65 and over	5,433	25.26%
2024 Est. Median Age		44.08
2024 Est. Average Age		43.50
2024 Est. Population by Sex	21,505	
Male	10,789	50.17%
Female	10,716	49.83%
2024 Est. Male Population by Age	10,789	
Age 0 - 4	655	6.07%
Age 5 - 9	651	6.03%
Age 10 - 14	720	6.67%
Age 15 - 17	472	4.37%
Age 18 - 20	439	4.07%
Age 21 - 24	507	4.70%
Age 25 - 34	1,053	9.76%
Age 35 - 44	1,211	11.22%
Age 45 - 54	1,099	10.19%
Age 55 - 64	1,443	13.38%
Age 65 - 74	1,409	13.06%
Age 75 - 84	823	7.63%
Age 85 and over	306	2.84%
2024 Est. Median Age, Male		42.39
2024 Est. Average Age, Male		42.31
2024 Est. Female Population by Age	10,716	
Age 0 - 4	625	5.83%
Age 5 - 9	611	5.70%
Age 10 - 14	650	6.07%
Age 15 - 17	417	3.89%
Age 18 - 20	387	3.61%
Age 21 - 24	444	4.14%
Age 25 - 34	981	9.16%
Age 35 - 44	1,144	10.68%
Age 45 - 54	1,121	10.46%
Age 55 - 64	1,441	13.45%
Age 65 - 74	1,422	13.27%
Age 75 - 84	985	9.19%
Age 85 and over	487	4.54%
2024 Est. Median Age, Female		45.90
2024 Est. Average Age, Female		44.65

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,947	22.43%
Males, Never Married	2,272	12.91%
Females, Never Married	1,675	9.52%
Married, Spouse present	10,015	56.93%
Married, Spouse absent	495	2.81%
Widowed	1,190	6.76%
Males Widowed	263	1.50%
Females Widowed	926	5.26%
Divorced	1,945	11.06%
Males Divorced	942	5.35%
Females Divorced	1,003	5.70%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	364	2.44%
Some High School, no diploma	768	5.15%
High School Graduate (or GED)	4,402	29.49%
Some College, no degree	3,768	25.25%
Associate Degree	1,962	13.15%
Bachelor's Degree	2,613	17.51%
Master's Degree	798	5.35%
Professional School Degree	100	0.67%
Doctorate Degree	149	1.00%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	204	32.28%
High School Graduate	197	31.17%
Some College or Associate's Degree	136	21.52%
Bachelor's Degree or Higher	95	15.03%
Households		
2029 Projection	9,075	
2024 Estimate	9,084	
2020 Census	9,155	
2010 Census	9,540	
Growth 2024 - 2029		-0.9%
Growth 2020 - 2024		-0.77%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	9,084	
Family Households	5,981	65.84%
Nonfamily Households	3,103	34.16%
2024 Est. Group Quarters Population	360	
2024 Households by Ethnicity, Hispanic/Latino	363	



Primary Retail Trade Area • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	9,084	
Income < \$15,000	717	7.89%
Income \$15,000 - \$24,999	808	8.90%
Income \$25,000 - \$34,999	635	6.99%
Income \$35,000 - \$49,999	990	10.90%
Income \$50,000 - \$74,999	1,721	18.94%
Income \$75,000 - \$99,999	1,316	14.49%
Income \$100,000 - \$124,999	964	10.61%
Income \$125,000 - \$149,999	777	8.55%
Income \$150,000 - \$199,999	585	6.44%
Income \$200,000 - \$249,999	255	2.81%
Income \$250,000 - \$499,999	218	2.40%
Income \$500,000+	98	1.08%
2024 Est. Average Household Income		\$89,280
2024 Est. Median Household Income		\$69,916
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$70,872
Black or African American Alone		\$41,534
American Indian and Alaska Native Alone		\$50,000
Asian Alone		\$41,865
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$47,791
Two or More Races		\$57,720
Hispanic or Latino		\$59,019
Not Hispanic or Latino		\$70,336
2024 Est. HH by Type and Presence of Own Child.	9,084	
Family Households with Children	2,338	25.74%
Family Households without Children	6,746	74.26%
Married-Couple Families	4,850	53.39%
Married-Couple Family, own children	1,692	18.63%
Married-Couple Family, no own children	3,157	34.75%
Cohabiting-Couple Families	669	7.37%
Cohabiting-Couple Family, own children	281	3.09%
Cohabiting-Couple Family, no own children	389	4.28%
Male Householder Families	1,499	16.50%
Male Householder, own children	100	1.10%
Male Householder, no own children	159	1.75%
Male Householder, only Nonrelatives	41	0.45%
Male Householder, Living Alone	1,199	13.20%
Female Householder Families	2,066	22.74%
Female Householder, own children	264	2.91%
Female Householder, no own children	107	1.18%
Female Householder, only Nonrelatives	82	0.90%
Female Householder, Living Alone	1,612	17.75%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	9,084	
1-person	2,882	31.73%
2-person	3,430	37.76%
3-person	1,035	11.39%
4-person	868	9.56%
5-person	504	5.55%
6-person	253	2.79%
7-or-more-person	112	1.23%
2024 Est. Average Household Size		2.33
2024 Est. Households by Number of Vehicles	9,084	
No Vehicles	314	3.46%
1 Vehicle	2,233	24.58%
2 Vehicles	3,494	38.46%
3 Vehicles	1,770	19.48%
4 Vehicles	752	8.28%
5 or more Vehicles	521	5.74%
2024 Est. Average Number of Vehicles		2.3
Family Households		
2029 Projection	5,978	
2024 Estimate	5,981	
2020 Estimate	5,908	
2010 Census	6,278	
Growth 2024 - 2029		-0.4%
Growth 2020 - 2024		1.24%
Growth 2010 - 2020		-5.88%
2024 Est. Families by Poverty Status	5,981	
2024 Families at or Above Poverty	5,474	91.52%
2024 Families at or Above Poverty with Children	2,120	35.45%
2024 Families Below Poverty	507	8.48%
2024 Families Below Poverty with Children	394	6.59%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	10,930	63.19%
Civilian Labor Force, Unemployed	117	0.68%
Armed Forces	1	0.01%
Not in Labor Force	6,249	36.13%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	6,538	59.61%
Non-Profit Private Workers	1,025	9.35%
Local Government Workers	155	1.41%
State Government Workers	312	2.85%
Federal Government Workers	1,186	10.81%
Self-Employed Workers	1,696	15.46%
Unpaid Family Workers	57	0.52%



Primary Retail Trade Area • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	121	1.10%
Arts/Entertainment/Sports	125	1.14%
Building Grounds Maintenance	491	4.48%
Business/Financial Operations	300	2.73%
Community/Social Services	169	1.54%
Computer/Mathematical	35	0.32%
Construction/Extraction	618	5.63%
Education/Training/Library	829	7.56%
Farming/Fishing/Forestry	463	4.22%
Food Prep/Serving	434	3.96%
Health Practitioner/Technician	682	6.22%
Healthcare Support	496	4.52%
Maintenance Repair	600	5.47%
Legal	38	0.35%
Life/Physical/Social Science	144	1.31%
Management	1,501	13.69%
Office/Admin. Support	1,051	9.58%
Production	763	6.96%
Protective Services	114	1.04%
Sales/Related	802	7.31%
Personal Care/Service	264	2.41%
Transportation/Moving	928	8.46%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	5,797	52.85%
Blue Collar	2,908	26.51%
Service and Farm	2,263	20.63%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	8,718	80.66%
Car Pooled	1,040	9.62%
Public Transportation	6	0.06%
Walked	377	3.49%
Bicycle	27	0.25%
Other Means	83	0.77%
Worked at Home	557	5.15%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,809	
15 - 29 Minutes	2,358	
30 - 44 Minutes	1,294	
45 - 59 Minutes	306	
60 or more Minutes	492	
2024 Est. Avg Travel Time to Work in Minutes		19
2024 Est. Occupied Housing Units by Tenure	9,084	
Owner Occupied	6,812	74.99%
Renter Occupied	2,272	25.01%
2024 Owner Occ. HUs: Avg. Length of Residence		18.83 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		8.38 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	6,812	
Value Less than \$20,000	233	3.42%
Value \$20,000 - \$39,999	299	4.39%
Value \$40,000 - \$59,999	329	4.83%
Value \$60,000 - \$79,999	455	6.68%
Value \$80,000 - \$99,999	498	7.31%
Value \$100,000 - \$149,999	1,226	18.00%
Value \$150,000 - \$199,999	1,067	15.66%
Value \$200,000 - \$299,999	1,244	18.26%
Value \$300,000 - \$399,999	812	11.92%
Value \$400,000 - \$499,999	269	3.95%
Value \$500,000 - \$749,999	191	2.80%
Value \$750,000 - \$999,999	102	1.50%
Value \$1,000,000 or \$1,499,999	37	0.54%
Value \$1,500,000 or \$1,999,999	20	0.29%
Value \$2,000,000+	31	0.46%
2024 Est. Median All Owner-Occupied Housing Value		\$166,084
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	9,130	84.41%
1 Unit Attached	127	1.17%
2 Units	123	1.14%
3 or 4 Units	177	1.64%
5 to 19 Units	280	2.59%
20 to 49 Units	110	1.02%
50 or More Units	44	0.41%
Mobile Home or Trailer	824	7.62%
Boat, RV, Van, etc.	1	0.01%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	83	0.77%
Housing Units Built 2010 to 2019	332	3.07%
Housing Units Built 2000 to 2009	544	5.03%
Housing Units Built 1990 to 1999	753	6.96%
Housing Units Built 1980 to 1989	852	7.88%
Housing Units Built 1970 to 1979	2,083	19.26%
Housing Units Built 1960 to 1969	1,163	10.75%
Housing Units Built 1950 to 1959	1,031	9.53%
Housing Units Built 1940 to 1949	757	7.00%
Housing Unit Built 1939 or Earlier	3,218	29.75%
2024 Est. Median Year Structure Built		1964

[†] 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.





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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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