

BASELINE COMMUNITY PROFILE

Kimball County, Nebraska

Community Prosperity. This Community Profile has been prepared specifically for this community in support of the University's Community Prosperity Initiative. Our vision with this initiative is to increase the effectiveness of the University and its resources to stimulate and support strategic community economic development through longer and deeper community capacity building engagement. Research is foundational within our community engagement approach enabling our partner communities to better understand the commitments and investments they must make to ensure their long-term success and prosperity.

Demographic Health

In the Great Plains, demographic renewal or health is foundational to long term community success and prosperity. Demographic health is one of our Initiative's **three essentials** for community success. Renewing, sustaining and growing demographic health positions rural communities for enhancing economic opportunity and quality of life place making.

Economic Opportunity

Every community in America, from Los Angeles to Mullen, NE, must generate economic opportunities so that residents can make a living and pursue their dreams. The second essential for community prosperity is tapping into genuine economic opportunities and creating an environment that can grow a stronger, more diversified and resilient economy. Equally important is growing an economy that enables all residents to achieve a better life.

Quality of Life Placemaking

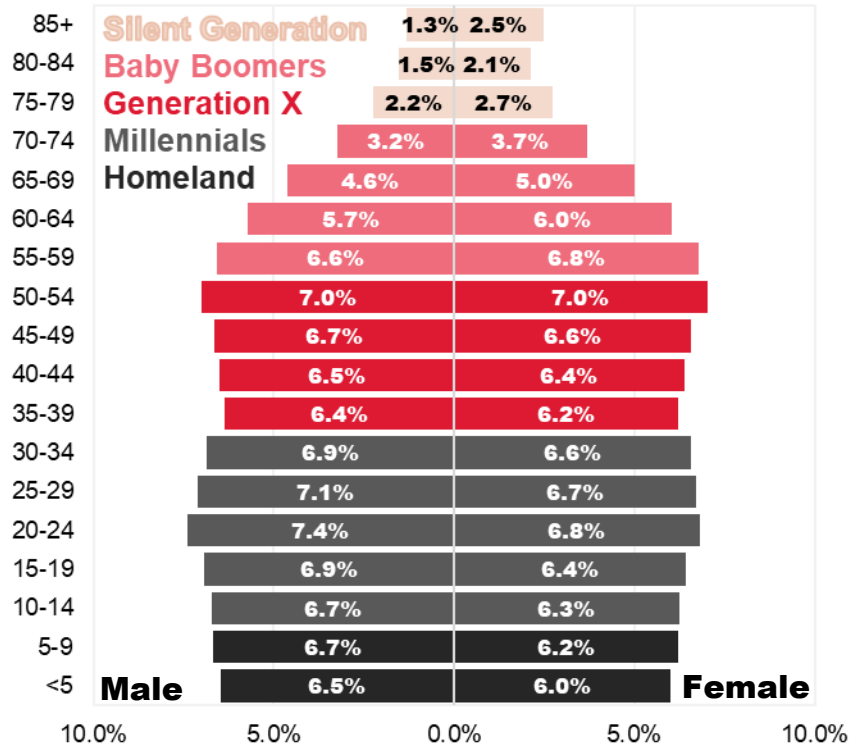
The third essential for community prosperity is quality of life placemaking. Talented human beings have choices as to where they live and work. Every community must develop its own unique quality of life assets ranging from affordable housing, robust broadband to recreational opportunities. Smartly developing quality of life assets is key to the attraction and retention of residents and human talent.

July 20, 2018

MOVING COMMUNITIES FORWARD

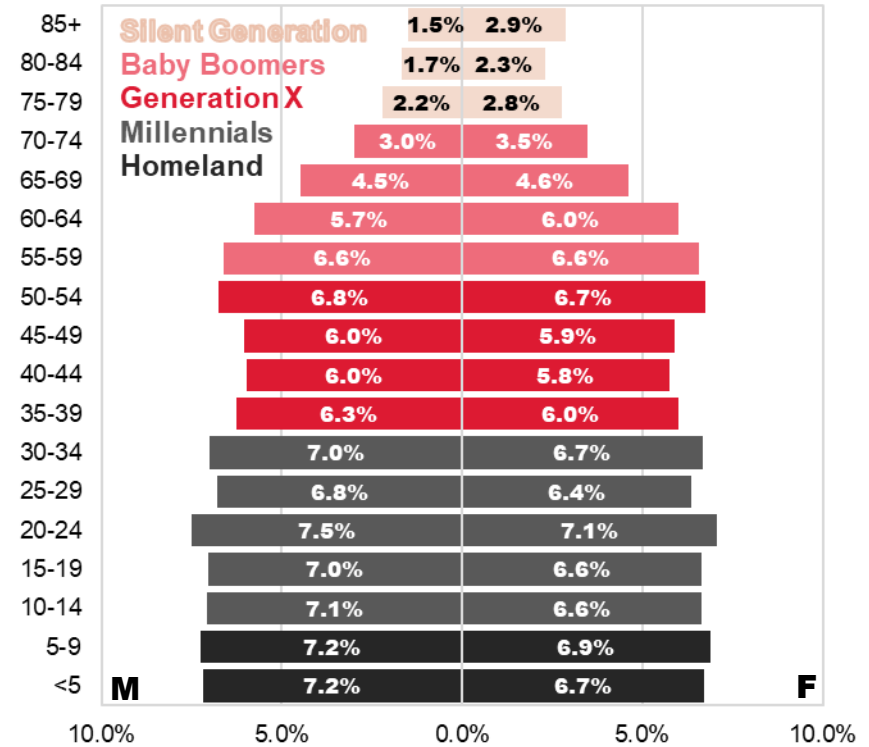
Demographic Renewal

Figure 1. United States Generational Profile



Generation	Male	Female	Total
Silent Generation	5.1%	7.3%	6.2%
Baby Boomers	20.2%	21.5%	20.8%
Generation X	26.5%	26.2%	26.4%
Millennials	35.0%	32.8%	33.9%
Homeland	13.2%	12.2%	12.7%

Figure 2. Nebraska Generational Profile

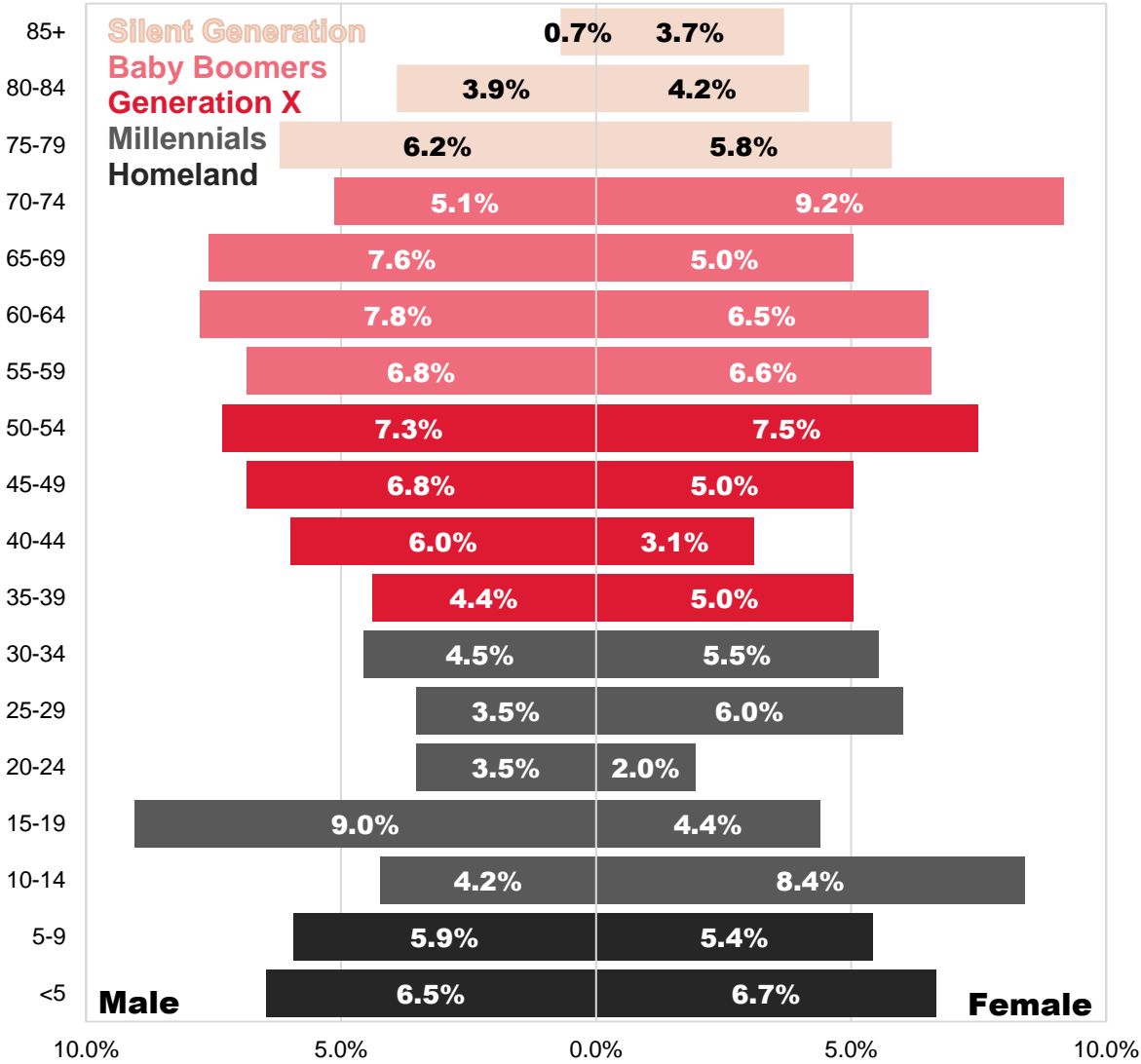


Generation	Male	Female	Total
Silent Generation	5.4%	8.0%	6.7%
Baby Boomers	19.8%	20.6%	20.2%
Generation X	25.0%	24.4%	24.7%
Millennials	35.4%	33.4%	34.4%
Homeland	14.4%	13.6%	14.0%

Source: American Community Survey (2011-2015) 5-Year Estimates

Demographic Renewal

Figure 3. Kimball County, Nebraska Generational Profile



Generation	Male	Female	Total
Silent Generation	10.8%	13.7%	12.2%
Baby Boomers	27.3%	27.3%	27.3%
Generation X	24.6%	20.7%	22.6%
Millennials	24.9%	26.3%	25.6%
Homeland	12.4%	12.1%	12.3%

Benchmarked to U.S.

Generation	Male	Female	Total
Silent Generation	216	188	199
Baby Boomers	139	130	134
Generation X	91	78	85
Millennials	71	80	75
Homeland	94	98	96

Values closer to "100" match closer to US percentages. Generations above 100 have a higher concentration of that age group; while those below 100 have a lower concentration of that age group.

Source: American Community Survey (2011-2015) 5-Year Estimates

Demographic Renewal

Figure 4. Estimated Migration by Age for Kimball County, NE
2010-2017

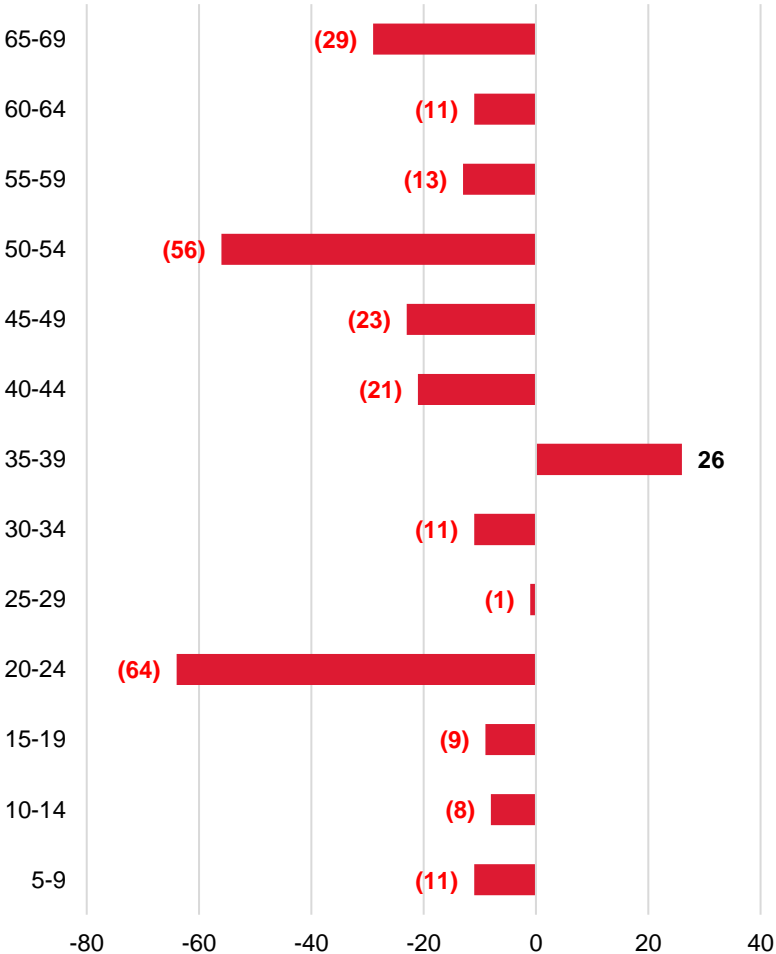
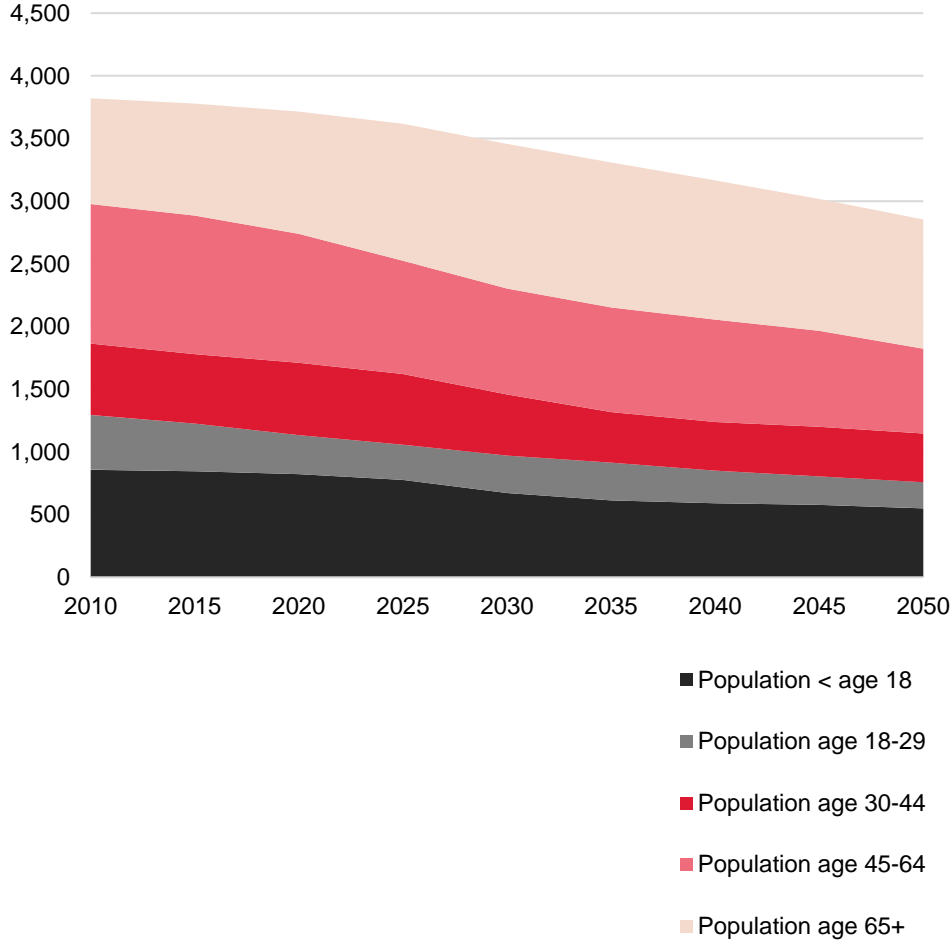


Figure 5. Population Projected Change by Age Cohort for Kimball County, NE



Source: 2010 Census & 2017 Population Estimate (PEPAGESEX)

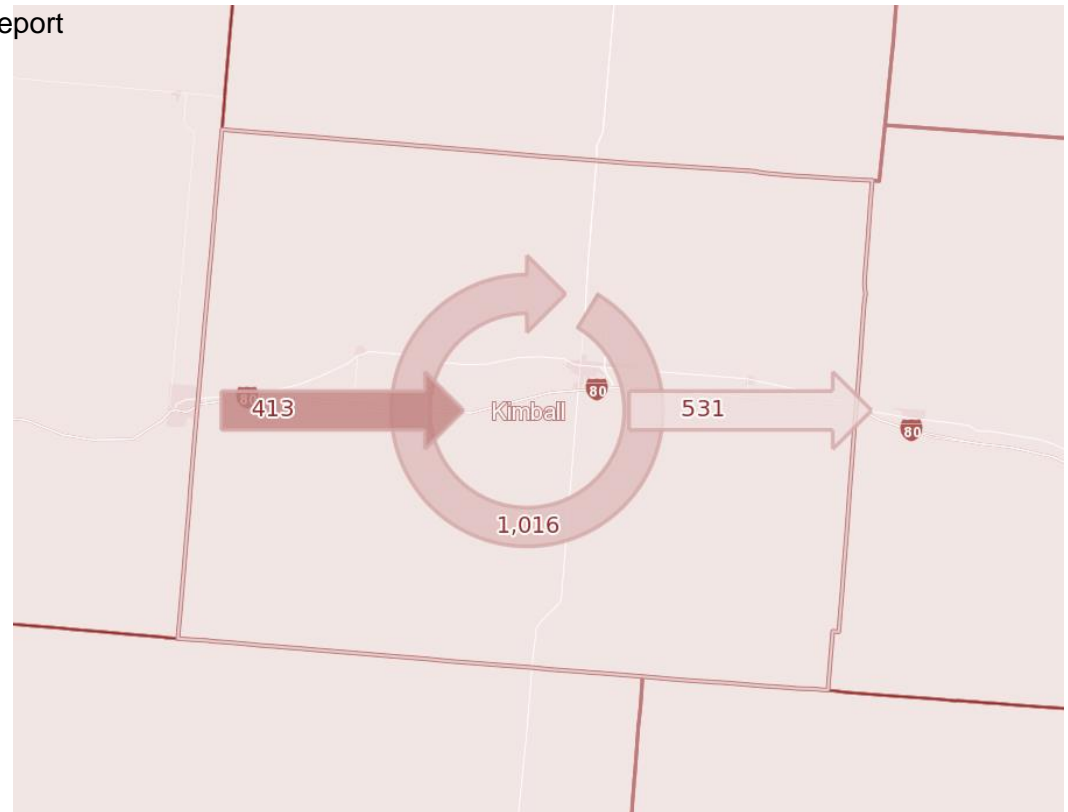
Source: David Drozd Nebraska County Population Projections

Economic Opportunity




Figure 6. Kimball County, NE Inflow/Outflow Commuter Report

	2015	
	Count	Share
Total Primary Jobs	838	100.0%
Job Counts by Places		
Kimball County city, NE	128	15.3%
West Point city, NE	117	14.0%
Omaha city, NE	50	6.0%
Norfolk city, NE	48	5.7%
Lincoln city, NE	23	2.7%
Beemer village, NE	15	1.8%
Fremont city, NE	14	1.7%
Valley city, NE	14	1.7%
Pender village, NE	13	1.6%
Wayne city, NE	12	1.4%
All Other Locations	404	48.2%

(Where workers who live in Kimball County are employed)



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

-  Employed in Kimball County, Live Outside - **413**
-  Live in Selection Area, Employed Outside - **1,016**
-  Employed & Live in Selection Area - **531**

Source: OnTheMap census.gov

Economic Opportunity

Figure 7. Economic Sectors in Kimball County, NE

	Businesses	Employees	Percentage
Agriculture, Forestry, Fishing & Hunting	11	21	1.2%
Mining & Utilities	3	22	1.3%
Construction	20	228	13.0%
Manufacturing	12	133	7.6%
Wholesale Trade	5	32	1.8%
Retail Trade*	32	177	10.1%
Transportation & Warehousing	10	129	7.3%
Information	4	29	1.6%
Finance & Insurance*	6	45	2.6%
Real Estate, Rental & Leasing	7	11	0.6%
Professional, Scientific & Tech Services	10	139	7.9%
Management & Administrative	7	84	4.8%
Educational Services	4	80	4.6%
Health Care & Social Assistance	13	236	13.4%
Arts, Entertainment & Recreation	8	27	1.5%
Accommodations	4	13	0.7%
Food Service	6	44	2.5%
Hospitality Sector**	18	84	4.8%
Other Services	34	138	7.8%
Public Administration	27	169	9.6%
Unclassified Establishments	9	1	0.1%
Total	232	1,758	100%

*Esri provides additional detail for these sectors including sub-sector information.

**Hospitality Sector is created by combining the three preceding sectors.

Business Summary Kimball County, NE

Total Businesses

232

Businesses per 1,000 Residents

Kimball County – 62
Nebraska – 48
U.S. – 41

Total Employees

1,758

Employees per 1,000 Residents

Kimball County – 472
Nebraska – 615
U.S. – 504

Source: Esri Business Summary

Kimball County, Nebraska

Economic Opportunity

Figure 8. Kimball County, NE Occupations

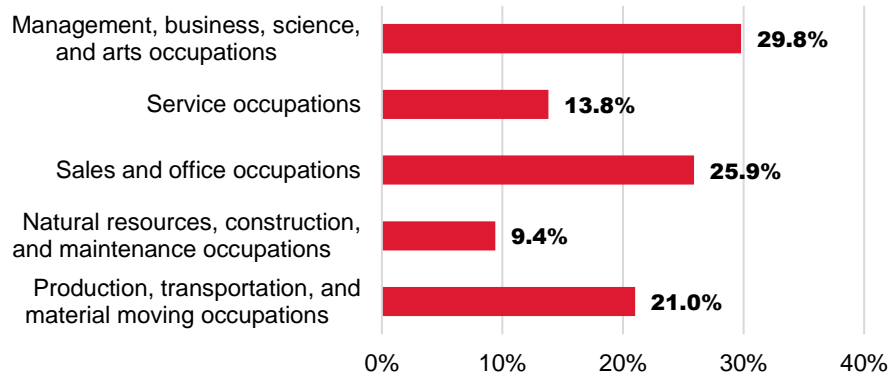


Figure 9. Kimball County, NE Class of Worker

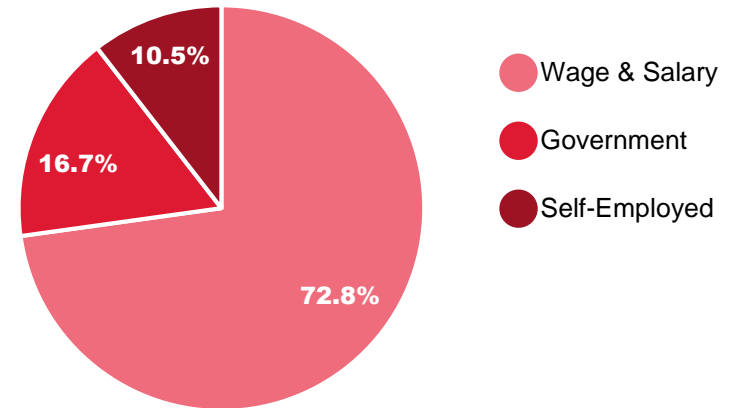
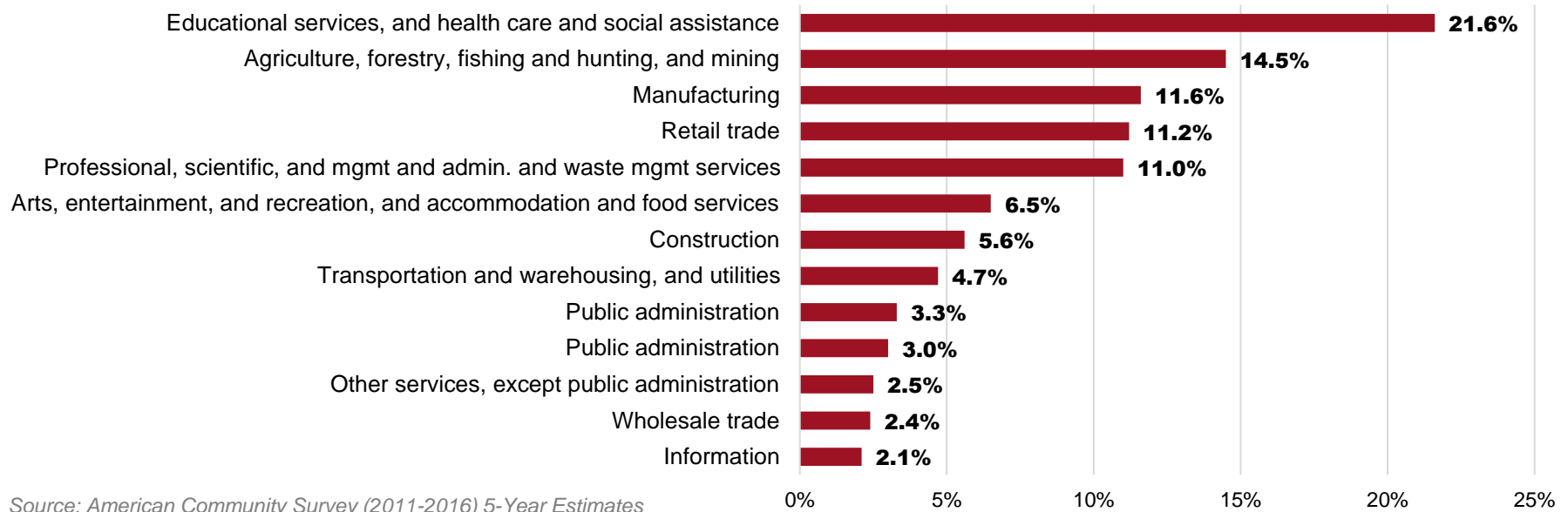


Figure 10. Kimball County, NE Workers by Sector



Source: American Community Survey (2011-2016) 5-Year Estimates

Economic Opportunity

Figure 11. Retail MarketPlace Profile, Kimball County, NE

Summary Demographics						
2017 Population						3,719
2017 Households						1,633
2017 Median Disposable Income						\$38,266
2017 Per Capita Income						\$25,853
Industry Summary	NAICS	Demand (Potential)	Supply (Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$53,417,871	\$37,534,911	(\$15,882,960)	17.5	39
Total Retail Trade	44-45	\$49,112,769	\$36,883,311	(\$12,229,458)	14.2	35
Total Food & Drink	722	\$4,305,102	\$651,600	(\$3,653,502)	73.7	4
Industry Group	NAICS	Demand (Potential)	Supply (Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,279,600	\$10,378,657	(\$900,943)	4.2	7
Automobile Dealers	4411	\$9,504,341	\$8,105,240	(\$1,399,101)	7.9	2
Other Motor Vehicle Dealers	4412	\$852,546	\$0	(\$852,546)	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$922,713	\$2,273,417	\$1,350,704	42.3	5
Furniture & Home Furnishings Stores	442	\$1,092,353	\$0	(\$1,092,353)	100.0	0
Furniture Stores	4421	\$811,707	\$0	(\$811,707)	100.0	0
Home Furnishings Stores	4422	\$280,646	\$0	(\$280,646)	100.0	0
Electronics & Appliance Stores	443	\$1,627,079	\$192,556	(\$1,434,523)	78.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,718,258	\$1,987,524	(\$1,730,734)	30.3	5
Bldg Material & Supplies Dealers	4441	\$3,317,672	\$1,427,993	(\$1,889,679)	39.8	4
Lawn & Garden Equip & Supply Stores	4442	\$400,586	\$559,531	\$158,945	16.6	1
Food & Beverage Stores	445	\$8,855,798	\$13,576,219	\$4,720,421	21.0	5
Grocery Stores	4451	\$7,976,367	\$12,221,424	\$4,245,057	21.0	3
Specialty Food Stores	4452	\$442,465	\$0	(\$442,465)	100.0	0
Beer, Wine & Liquor Stores	4453	\$436,966	\$1,354,795	\$917,829	51.2	2
Health & Personal Care Stores	446,4461	\$3,146,962	\$2,326,793	(\$820,169)	15.0	1
Gasoline Stations	447,4471	\$5,648,567	\$3,177,201	(\$2,471,366)	28.0	2
Clothing & Clothing Accessories Stores	448	\$1,462,040	\$502,916	(\$959,124)	48.8	2
Clothing Stores	4481	\$981,971	\$202,690	(\$779,281)	65.8	1
Shoe Stores	4482	\$198,087	\$0	(\$198,087)	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$281,982	\$300,226	\$18,244	3.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,677,513	\$103,770	(\$1,573,743)	88.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,520,588	\$103,770	(\$1,416,818)	87.2	1

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Industry Group	NAICS	Demand (Potential)	Supply (Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Book, Periodical & Music Stores	4512	\$156,925	\$0	(\$156,925)	100.0	0
General Merchandise Stores	452	\$7,311,429	\$2,839,158	(\$4,472,271)	44.1	3
Department Stores Excluding Leased Depts.	4521	\$5,901,816	\$1,957,016	(\$3,944,800)	50.2	2
Other General Merchandise Stores	4529	\$1,409,613	\$882,142	(\$527,471)	23.0	1
Miscellaneous Store Retailers	453	\$2,676,923	\$1,798,517	(\$878,406)	19.6	8
Florists	4531	\$80,289	\$201,366	\$121,077	43.0	2
Office Supplies, Stationery & Gift Stores	4532	\$539,374	\$0	(\$539,374)	100.0	0
Used Merchandise Stores	4533	\$214,534	\$740,360	\$525,826	55.1	4
Other Miscellaneous Store Retailers	4539	\$1,842,726	\$856,791	(\$985,935)	36.5	2
Nonstore Retailers	454	\$616,247	\$0	(\$616,247)	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$408,726	\$0	(\$408,726)	100.0	0
Vending Machine Operators	4542	\$18,149	\$0	(\$18,149)	100.0	0
Direct Selling Establishments	4543	\$189,372	\$0	(\$189,372)	100.0	0
Food Services & Drinking Places	722	\$4,305,102	\$651,600	(\$3,653,502)	73.7	4
Special Food Services	7223	\$129,745	\$0	(\$129,745)	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$367,341	\$0	(\$367,341)	100.0	0
Restaurants/Other Eating Places	7225	\$3,808,016	\$651,600	(\$3,156,416)	70.8	4

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

http://www.esri.com/data/esri_data/methodology-statements

We have produced further community-specific research for the Kimball County, NE zip code area in an appendix to this report that can be accessed [here](#).

Source: Esri Retail MarketPlace Profile

Kimball County, Nebraska

About the Initiative

This Baseline Community Profile was made possible by financial support from the Dean's Office of Nebraska Extension and the Rural Future's Institute. This information has been prepared for our community coaching team working with this community. Information from this profile can be used by the coaching team as they see fit with their community.

This profile contains data collected from many different sources. See our supplemental Allied Resources paper for more information on the figures illustrated in this Baseline Community Profile or contact us for direct access to the source material.

Our Team



University of NE - Lincoln – College of Architecture

Resource Team

Don Macke

Program Leader

Community Vitality Initiative

Center for Rural Entrepreneurship

don@e2mail.org

402-323-7339



Randy Cantrell

Community Development Specialist

University of Nebraska – Lincoln

Nebraska Rural Initiative

rcantrell1@unl.edu

402-472-0919



Dana Williams

Project & Research Associate

Center for Rural Entrepreneurship

dana@e2mail.org

402-323-7336



**For more information on this resource,
contact Don Macke or Randy Cantrell**