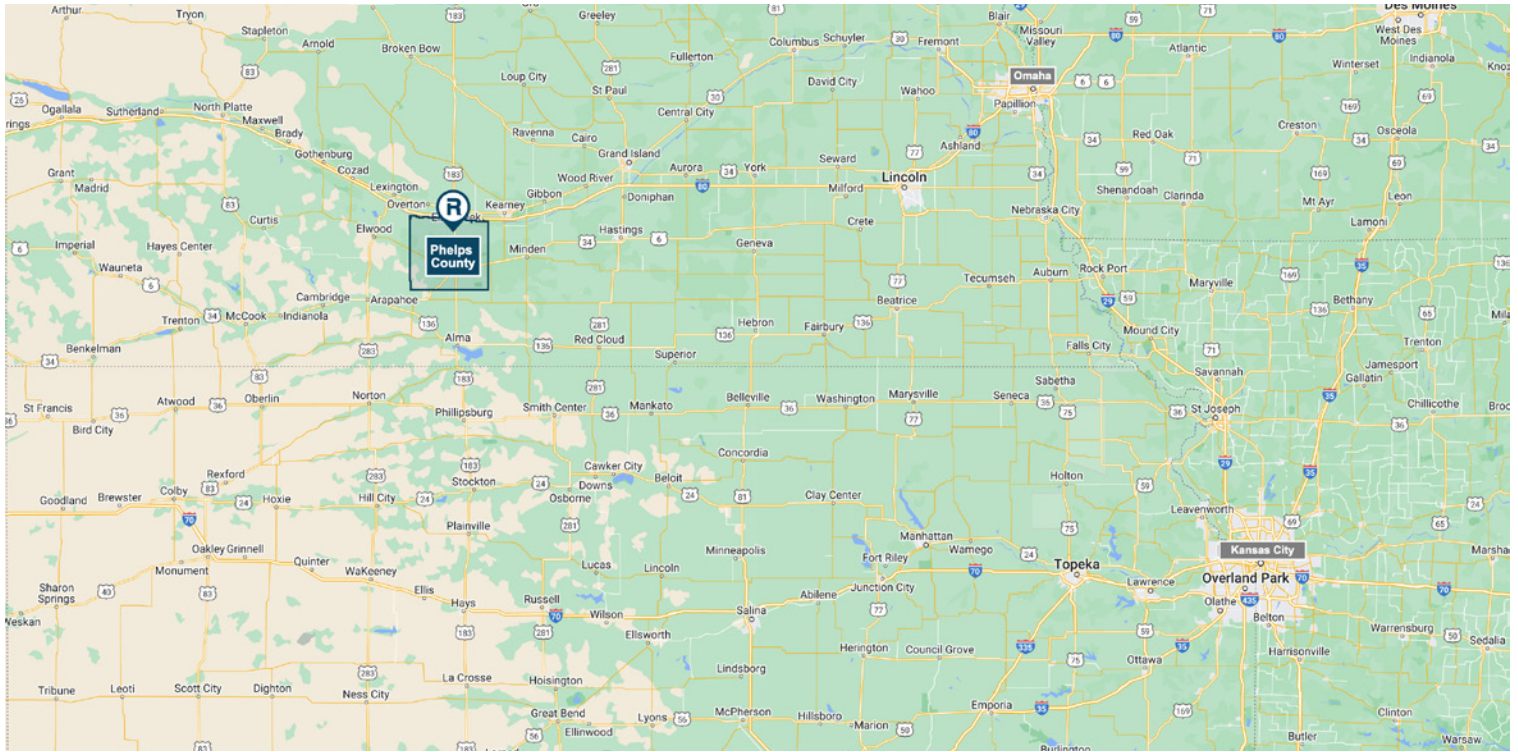# Community Demographic Profile

PHELPS COUNTY, NEBRASKA

Prepared for Phelps County Development Corporation
July 2023

County • Demographic Snapshot

Phelps County, Nebraska

Population

2023	8,888

Educational Attainment (%)

Graduate or Professional Degree	7.57%
Bachelors Degree	17.92%
Associate Degree	12.46%
Some College	27.24%
High School Graduate (or GED)	27.38%
Some High School, No Degree	5.64%
Less than 9th Grade	1.79%

Income

Average HH	$82,221
Median HH	$66,204
Per Capita	$34,854

Age

0 - 9 Years	13.04%
10 - 17 Years	10.97%
18 - 24 Years	8.18%
25 - 34 Years	11.22%
35 - 44 Years	11.23%
45 - 54 Years	10.55%
55 - 64 Years	13.15%
65 and Older	21.66%
Median Age	40.83
Average Age	41.50

Race Distribution (%)

White	91.62%
Black/African American	0.58%
American Indian/ Alaskan	0.54%
Asian	0.28%
Native Hawaiian/ Islander	0.00%
Other Race	2.37%
Two or More Races	4.60%
Hispanic	6.85%

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County • Demographic Profile

Phelps County, Nebraska

DESCRIPTION	DATA	%
Population		
2023 Estimate	8,888	
2023 Est. Population by Single-Classification Race	**8,888**	
White Alone	8,143	91.62%
Black or African American Alone	52	0.58%
Amer. Indian and Alaska Native Alone	48	0.54%
Asian Alone	25	0.28%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	211	2.37%
Two or More Races	409	4.60%
2023 Est. Population by Hispanic or Latino Origin	**8,888**	
Not Hispanic or Latino	8,279	93.15%
Hispanic or Latino	609	6.85%
Mexican	561	92.12%
Puerto Rican	10	1.64%
Cuban	0	0.00%
All Other Hispanic or Latino	38	6.24%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**609**	
White Alone	161	26.44%
Black or African American Alone	1	0.16%
American Indian and Alaska Native Alone	18	2.96%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	193	31.69%
Two or More Races	236	38.75%
2023 Est. Pop by Race, Asian Alone, by Category	**25**	
Chinese, except Taiwanese	22	88.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	3	12.00%
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	%
2023 Est. Population by Ancestry	**8,888**	
Arab	23	0.26%
Czech	178	2.00%
Danish	134	1.51%
Dutch	75	0.84%
English	473	5.32%
French (except Basque)	145	1.63%
French Canadian	0	0.00%
German	2,197	24.72%
Greek	0	0.00%
Hungarian	3	0.03%
Irish	645	7.26%
Italian	152	1.71%
Lithuanian	0	0.00%
United States or American	269	3.03%
Norwegian	130	1.46%
Polish	98	1.10%
Portuguese	0	0.00%
Russian	9	0.10%
Scottish	112	1.26%
Scotch-Irish	61	0.69%
Slovak	0	0.00%
Subsaharan African	8	0.09%
Swedish	1,239	13.94%
Swiss	7	0.08%
Ukrainian	2	0.02%
Welsh	23	0.26%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,087	12.23%
Ancestry Unclassified	1,818	20.45%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	7,921	95.38%
Speak Asian/Pacific Island Language at Home	1	0.01%
Speak IndoEuropean Language at Home	42	0.51%
Speak Spanish at Home	341	4.11%
Speak Other Language at Home	0	0.00%

County • Demographic Profile

Phelps County, Nebraska

DESCRIPTION	DATA	%
2023 Est. Population by Age	**8,888**	
Age 0 - 4	583	6.56%
Age 5 - 9	576	6.48%
Age 10 - 14	600	6.75%
Age 15 - 17	375	4.22%
Age 18 - 20	322	3.62%
Age 21 - 24	405	4.56%
Age 25 - 34	997	11.22%
Age 35 - 44	998	11.23%
Age 45 - 54	938	10.55%
Age 55 - 64	1,169	13.15%
Age 65 - 74	991	11.15%
Age 75 - 84	616	6.93%
Age 85 and over	318	3.58%
Age 16 and over	7,006	78.82%
Age 18 and over	6,754	75.99%
Age 21 and over	6,432	72.37%
Age 65 and over	1,925	21.66%
2023 Est. Median Age		40.83
2023 Est. Average Age		41.50
2023 Est. Population by Sex	**8,888**	
Male	4,469	50.28%
Female	4,419	49.72%
2023 Est. Male Population by Age	**4,469**	
Age 0 - 4	292	6.53%
Age 5 - 9	293	6.56%
Age 10 - 14	324	7.25%
Age 15 - 17	202	4.52%
Age 18 - 20	170	3.80%
Age 21 - 24	209	4.68%
Age 25 - 34	525	11.75%
Age 35 - 44	524	11.73%
Age 45 - 54	471	10.54%
Age 55 - 64	595	13.31%
Age 65 - 74	493	11.03%
Age 75 - 84	267	5.97%
Age 85 and over	104	2.33%
2023 Est. Median Age, Male		39.14
2023 Est. Average Age, Male		40.10
2023 Est. Female Population by Age	**4,419**	
Age 0 - 4	291	6.58%
Age 5 - 9	283	6.40%
Age 10 - 14	276	6.25%
Age 15 - 17	173	3.91%
Age 18 - 20	152	3.44%
Age 21 - 24	196	4.43%
Age 25 - 34	472	10.68%
Age 35 - 44	474	10.73%
Age 45 - 54	467	10.57%
Age 55 - 64	574	12.99%
Age 65 - 74	498	11.27%
Age 75 - 84	349	7.90%
Age 85 and over	214	4.84%
2023 Est. Median Age, Female		42.72
2023 Est. Average Age, Female		42.90

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,691	23.72%
Males, Never Married	992	13.91%
Females, Never Married	699	9.81%
Married, Spouse present	4,091	57.39%
Married, Spouse absent	170	2.38%
Widowed	474	6.65%
Males Widowed	91	1.28%
Females Widowed	383	5.37%
Divorced	703	9.86%
Males Divorced	348	4.88%
Females Divorced	355	4.98%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	108	1.79%
Some High School, no diploma	340	5.64%
High School Graduate (or GED)	1,650	27.38%
Some College, no degree	1,642	27.24%
Associate Degree	751	12.46%
Bachelor's Degree	1,080	17.92%
Master's Degree	300	4.98%
Professional School Degree	34	0.56%
Doctorate Degree	122	2.02%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	135	50.75%
High School Graduate	50	18.80%
Some College or Associate's Degree	49	18.42%
Bachelor's Degree or Higher	32	12.03%
Households		
2023 Estimate	3,677	
2023 Est. Households by Household Type	**3,677**	
Family Households	2,471	67.20%
Nonfamily Households	1,206	32.80%
2023 Est. Group Quarters Population	214	
2023 Households by Ethnicity, Hispanic/Latino	109	

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County • Demographic Profile

Phelps County, Nebraska

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**3,677**	
Income < $15,000	382	10.39%
Income $15,000 - $24,999	337	9.16%
Income $25,000 - $34,999	277	7.53%
Income $35,000 - $49,999	384	10.44%
Income $50,000 - $74,999	686	18.66%
Income $75,000 - $99,999	462	12.57%
Income $100,000 - $124,999	396	10.77%
Income $125,000 - $149,999	348	9.46%
Income $150,000 - $199,999	230	6.25%
Income $200,000 - $249,999	102	2.77%
Income $250,000 - $499,999	57	1.55%
Income $500,000+	16	0.44%
2023 Est. Average Household Income		$82,221
2023 Est. Median Household Income		$66,204
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$67,786
Black or African American Alone		$32,818
American Indian and Alaska Native Alone		$61,031
Asian Alone		$62,894
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$21,789
Two or More Races		$14,701
Hispanic or Latino		$42,022
Not Hispanic or Latino		$67,087
2023 Est. Family HH Type by Presence of Own Child.	**2,471**	
Married-Couple Family, own children	808	32.70%
Married-Couple Family, no own children	1,298	52.53%
Male Householder, own children	76	3.08%
Male Householder, no own children	48	1.94%
Female Householder, own children	162	6.56%
Female Householder, no own children	79	3.20%
2023 Est. Households by Household Size	**3,677**	
1-person	1,008	27.41%
2-person	1,396	37.97%
3-person	414	11.26%
4-person	388	10.55%
5-person	322	8.76%
6-person	131	3.56%
7-or-more-person	18	0.49%
2023 Est. Average Household Size		2.40
2023 Est. Households by Presence of People Under 18	**3,677**	
Households with 1 or More People under Age 18:	1,101	29.94%
Married-Couple Family	834	75.75%
Other Family, Male Householder	81	7.36%
Other Family, Female Householder	177	16.08%
Nonfamily, Male Householder	8	0.73%
Nonfamily, Female Householder	1	0.09%

DESCRIPTION	DATA	%
Households with No People under Age 18:	**2,576**	
Married-Couple Family	1,267	49.19%
Other Family, Male Householder	43	1.67%
Other Family, Female Householder	70	2.72%
Nonfamily, Male Householder	553	21.47%
Nonfamily, Female Householder	643	24.96%
2023 Est. Households by Number of Vehicles	**3,677**	
No Vehicles	113	3.07%
1 Vehicle	971	26.41%
2 Vehicles	1,320	35.90%
3 Vehicles	708	19.25%
4 Vehicles	263	7.15%
5 or more Vehicles	302	8.21%
2023 Est. Average Number of Vehicles		2.3
Family Households		
2023 Estimate	2,471	
2023 Est. Families by Poverty Status	**2,471**	
2023 Families at or Above Poverty	2,244	90.81%
2023 Families at or Above Poverty with Children	943	38.16%
2023 Families Below Poverty	227	9.19%
2023 Families Below Poverty with Children	158	6.39%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	4,576	65.31%
Civilian Labor Force, Unemployed	30	0.43%
Armed Forces	0	0.00%
Not in Labor Force	2,400	34.26%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**4,580**	
For-Profit Private Workers	2,802	61.18%
Non-Profit Private Workers	360	7.86%
Local Government Workers	36	0.79%
State Government Workers	161	3.52%
Federal Government Workers	505	11.03%
Self-Employed Workers	636	13.89%
Unpaid Family Workers	80	1.75%

County • Demographic Profile

Phelps County, Nebraska

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**4,580**	
Architect/Engineer	77	1.68%
Arts/Entertainment/Sports	36	0.79%
Building Grounds Maintenance	249	5.44%
Business/Financial Operations	164	3.58%
Community/Social Services	135	2.95%
Computer/Mathematical	4	0.09%
Construction/Extraction	294	6.42%
Education/Training/Library	336	7.34%
Farming/Fishing/Forestry	166	3.62%
Food Prep/Serving	111	2.42%
Health Practitioner/Technician	276	6.03%
Healthcare Support	223	4.87%
Maintenance Repair	249	5.44%
Legal	4	0.09%
Life/Physical/Social Science	31	0.68%
Management	587	12.82%
Office/Admin. Support	339	7.40%
Production	323	7.05%
Protective Services	65	1.42%
Sales/Related	376	8.21%
Personal Care/Service	90	1.97%
Transportation/Moving	445	9.72%
2023 Est. Pop 16+ by Occupation Classification	**4,580**	
White Collar	2,365	51.64%
Blue Collar	1,311	28.62%
Service and Farm	904	19.74%
2023 Est. Workers Age 16+ by Transp. to Work	**4,478**	
Drove Alone	3,687	82.34%
Car Pooled	494	11.03%
Public Transportation	0	0.00%
Walked	112	2.50%
Bicycle	0	0.00%
Other Means	5	0.11%
Worked at Home	180	4.02%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,845	
15 - 29 Minutes	613	
30 - 44 Minutes	423	
45 - 59 Minutes	234	
60 or more Minutes	183	
2023 Est. Avg Travel Time to Work in Minutes		17
2023 Est. Occupied Housing Units by Tenure	3,677	
Owner Occupied	2,620	71.25%
Renter Occupied	1,057	28.75%
2023 Owner Occ. HUs: Avg. Length of Residence		18.50[†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.40[†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	**3,677**	
Value Less than $20,000	23	0.88%
Value $20,000 - $39,999	33	1.26%
Value $40,000 - $59,999	66	2.52%
Value $60,000 - $79,999	144	5.50%
Value $80,000 - $99,999	178	6.79%
Value $100,000 - $149,999	546	20.84%
Value $150,000 - $199,999	448	17.10%
Value $200,000 - $299,999	514	19.62%
Value $300,000 - $399,999	346	13.21%
Value $400,000 - $499,999	116	4.43%
Value $500,000 - $749,999	121	4.62%
Value $750,000 - $999,999	66	2.52%
Value $1,000,000 or $1,499,999	13	0.50%
Value $1,500,000 or $1,999,999	5	0.19%
Value $2,000,000+	1	0.04%
2023 Est. Median All Owner-Occupied Housing Value		$184,301
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	3,424	82.67%
1 Unit Attached	82	1.98%
2 Units	95	2.29%
3 or 4 Units	99	2.39%
5 to 19 Units	125	3.02%
20 to 49 Units	75	1.81%
50 or More Units	7	0.17%
Mobile Home or Trailer	235	5.67%
Boat, RV, Van, etc.	0	0.00%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	36	0.87%
Housing Units Built 2010 to 2014	80	1.93%
Housing Units Built 2000 to 2009	174	4.20%
Housing Units Built 1990 to 1999	511	12.34%
Housing Units Built 1980 to 1989	360	8.69%
Housing Units Built 1970 to 1979	798	19.27%
Housing Units Built 1960 to 1969	496	11.98%
Housing Units Built 1950 to 1959	419	10.12%
Housing Units Built 1940 to 1949	224	5.41%
Housing Unit Built 1939 or Earlier	1,044	25.20%
2023 Est. Median Year Structure Built		1968

[†] Years

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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.

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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