



The**Retail**Coach®

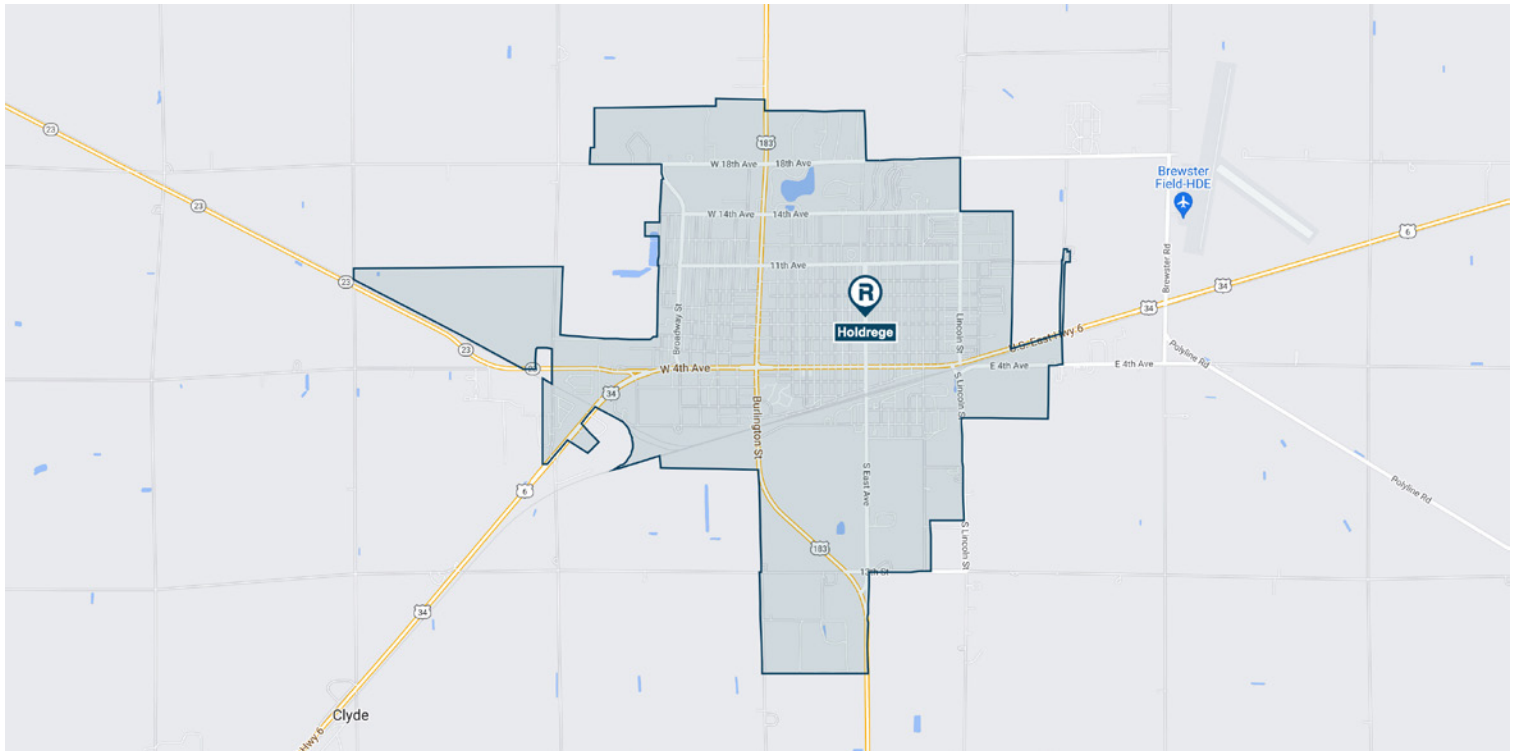
Community Demographic Profile

HOLDREGE, PHELPS COUNTY, NEBRASKA

Prepared for Phelps County Development Corporation
July 2023

Community • Demographic Snapshot

Holdrege, Phelps County, Nebraska



Population

2023 5,415

Educational Attainment (%)

Graduate or Professional Degree	8.92%
Bachelors Degree	16.57%
Associate Degree	12.38%
Some College	27.32%
High School Graduate (or GED)	25.89%
Some High School, No Degree	6.87%
Less than 9th Grade	2.05%

Income

Average HH	\$77,662
Median HH	\$62,859
Per Capita	\$33,646

Age

0 - 9 Years	12.82%
10 - 17 Years	10.82%
18 - 24 Years	8.03%
25 - 34 Years	11.14%
35 - 44 Years	11.67%
45 - 54 Years	10.05%
55 - 64 Years	12.78%
65 and Older	22.70%
Median Age	41.09
Average Age	42.00

Race Distribution (%)

White	91.62%
Black/African American	0.65%
American Indian/Alaskan	0.48%
Asian	0.30%
Native Hawaiian/Islander	0.00%
Other Race	2.01%
Two or More Races	4.95%
Hispanic	6.87%



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Community • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
Population		
2023 Estimate	5,415	
2023 Est. Population by Single-Classification Race	5,415	
White Alone	4,961	91.62%
Black or African American Alone	35	0.65%
Amer. Indian and Alaska Native Alone	26	0.48%
Asian Alone	16	0.30%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	109	2.01%
Two or More Races	268	4.95%
2023 Est. Population by Hispanic or Latino Origin	5,415	
Not Hispanic or Latino	5,043	93.13%
Hispanic or Latino	372	6.87%
Mexican	338	90.86%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	34	9.14%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	372	
White Alone	100	26.88%
Black or African American Alone	1	0.27%
American Indian and Alaska Native Alone	6	1.61%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	101	27.15%
Two or More Races	164	44.09%
2023 Est. Pop by Race, Asian Alone, by Category	16	
Chinese, except Taiwanese	16	100.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
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	5,415	
Arab	0	0.00%
Czech	122	2.25%
Danish	83	1.53%
Dutch	56	1.03%
English	292	5.39%
French (except Basque)	110	2.03%
French Canadian	0	0.00%
German	1,242	22.94%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	426	7.87%
Italian	99	1.83%
Lithuanian	0	0.00%
United States or American	138	2.55%
Norwegian	101	1.86%
Polish	73	1.35%
Portuguese	0	0.00%
Russian	6	0.11%
Scottish	93	1.72%
Scotch-Irish	51	0.94%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	618	11.41%
Swiss	4	0.07%
Ukrainian	0	0.00%
Welsh	14	0.26%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	713	13.17%
Ancestry Unclassified	1,174	21.68%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,763	94.02%
Speak Asian/Pacific Island Language at Home	1	0.02%
Speak IndoEuropean Language at Home	32	0.63%
Speak Spanish at Home	270	5.33%
Speak Other Language at Home	0	0.00%

Community • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
2023 Est. Population by Age	5,415	
Age 0 - 4	349	6.45%
Age 5 - 9	345	6.37%
Age 10 - 14	362	6.68%
Age 15 - 17	224	4.14%
Age 18 - 20	192	3.55%
Age 21 - 24	243	4.49%
Age 25 - 34	603	11.14%
Age 35 - 44	632	11.67%
Age 45 - 54	544	10.05%
Age 55 - 64	692	12.78%
Age 65 - 74	615	11.36%
Age 75 - 84	396	7.31%
Age 85 and over	218	4.03%
Age 16 and over	4,285	79.13%
Age 18 and over	4,135	76.36%
Age 21 and over	3,943	72.82%
Age 65 and over	1,229	22.70%
2023 Est. Median Age		41.09
2023 Est. Average Age		42.00
2023 Est. Population by Sex	5,415	
Male	2,677	49.44%
Female	2,738	50.56%
2023 Est. Male Population by Age	2,677	
Age 0 - 4	176	6.57%
Age 5 - 9	175	6.54%
Age 10 - 14	193	7.21%
Age 15 - 17	118	4.41%
Age 18 - 20	101	3.77%
Age 21 - 24	127	4.74%
Age 25 - 34	316	11.80%
Age 35 - 44	329	12.29%
Age 45 - 54	269	10.05%
Age 55 - 64	347	12.96%
Age 65 - 74	295	11.02%
Age 75 - 84	164	6.13%
Age 85 and over	67	2.50%
2023 Est. Median Age, Male		38.96
2023 Est. Average Age, Male		40.20
2023 Est. Female Population by Age	2,738	
Age 0 - 4	173	6.32%
Age 5 - 9	170	6.21%
Age 10 - 14	169	6.17%
Age 15 - 17	106	3.87%
Age 18 - 20	91	3.32%
Age 21 - 24	116	4.24%
Age 25 - 34	287	10.48%
Age 35 - 44	303	11.07%
Age 45 - 54	275	10.04%
Age 55 - 64	345	12.60%
Age 65 - 74	320	11.69%
Age 75 - 84	232	8.47%
Age 85 and over	151	5.51%
2023 Est. Median Age, Female		43.45
2023 Est. Average Age, Female		43.70

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,123	25.76%
Males, Never Married	653	14.98%
Females, Never Married	470	10.78%
Married, Spouse present	2,358	54.10%
Married, Spouse absent	135	3.10%
Widowed	306	7.02%
Males Widowed	35	0.80%
Females Widowed	271	6.22%
Divorced	437	10.03%
Males Divorced	205	4.70%
Females Divorced	232	5.32%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	76	2.05%
Some High School, no diploma	254	6.87%
High School Graduate (or GED)	958	25.89%
Some College, no degree	1,011	27.32%
Associate Degree	458	12.38%
Bachelor's Degree	613	16.57%
Master's Degree	201	5.43%
Professional School Degree	25	0.68%
Doctorate Degree	104	2.81%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	80	49.38%
High School Graduate	21	12.96%
Some College or Associate's Degree	37	22.84%
Bachelor's Degree or Higher	24	14.82%
Households		
2023 Estimate	2,271	
2023 Est. Households by Household Type	2,271	
Family Households	1,456	64.11%
Nonfamily Households	815	35.89%
2023 Est. Group Quarters Population	173	
2023 Households by Ethnicity, Hispanic/Latino	52	

Community • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	2,271	
Income < \$15,000	299	13.17%
Income \$15,000 - \$24,999	221	9.73%
Income \$25,000 - \$34,999	174	7.66%
Income \$35,000 - \$49,999	213	9.38%
Income \$50,000 - \$74,999	434	19.11%
Income \$75,000 - \$99,999	265	11.67%
Income \$100,000 - \$124,999	222	9.78%
Income \$125,000 - \$149,999	201	8.85%
Income \$150,000 - \$199,999	143	6.30%
Income \$200,000 - \$249,999	68	2.99%
Income \$250,000 - \$499,999	26	1.14%
Income \$500,000+	5	0.22%
2023 Est. Average Household Income		\$77,662
2023 Est. Median Household Income		\$62,859
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$63,953
Black or African American Alone		\$67,969
American Indian and Alaska Native Alone		\$58,672
Asian Alone		\$62,894
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$13,007
Two or More Races		\$12,149
Hispanic or Latino		\$35,000
Not Hispanic or Latino		\$64,125
2023 Est. Family HH Type by Presence of Own Child.	1,456	
Married-Couple Family, own children	457	31.39%
Married-Couple Family, no own children	748	51.37%
Male Householder, own children	48	3.30%
Male Householder, no own children	31	2.13%
Female Householder, own children	119	8.17%
Female Householder, no own children	53	3.64%
2023 Est. Households by Household Size	2,271	
1-person	659	29.02%
2-person	885	38.97%
3-person	229	10.08%
4-person	181	7.97%
5-person	218	9.60%
6-person	90	3.96%
7-or-more-person	9	0.40%
2023 Est. Average Household Size		2.30
2023 Est. Households by Presence of People Under 18	2,271	
Households with 1 or More People under Age 18:	656	28.89%
Married-Couple Family	472	71.95%
Other Family, Male Householder	50	7.62%
Other Family, Female Householder	128	19.51%
Nonfamily, Male Householder	5	0.76%
Nonfamily, Female Householder	1	0.15%

DESCRIPTION	DATA	%
Households with No People under Age 18:	1,615	
Married-Couple Family	730	45.20%
Other Family, Male Householder	28	1.73%
Other Family, Female Householder	47	2.91%
Nonfamily, Male Householder	343	21.24%
Nonfamily, Female Householder	467	28.92%
2023 Est. Households by Number of Vehicles	2,271	
No Vehicles	78	3.43%
1 Vehicle	733	32.28%
2 Vehicles	847	37.30%
3 Vehicles	385	16.95%
4 Vehicles	121	5.33%
5 or more Vehicles	107	4.71%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2023 Estimate	1,456	
2023 Est. Families by Poverty Status	1,456	
2023 Families at or Above Poverty	1,317	90.45%
2023 Families at or Above Poverty with Children	523	35.92%
2023 Families Below Poverty	139	9.55%
2023 Families Below Poverty with Children	117	8.04%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	2,678	62.50%
Civilian Labor Force, Unemployed	19	0.44%
Armed Forces	0	0.00%
Not in Labor Force	1,588	37.06%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	2,701	
For-Profit Private Workers	1,701	62.98%
Non-Profit Private Workers	192	7.11%
Local Government Workers	26	0.96%
State Government Workers	122	4.52%
Federal Government Workers	348	12.88%
Self-Employed Workers	277	10.26%
Unpaid Family Workers	35	1.30%



Community • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	2,701	
Architect/Engineer	50	1.85%
Arts/Entertainment/Sports	24	0.89%
Building Grounds Maintenance	176	6.52%
Business/Financial Operations	113	4.18%
Community/Social Services	94	3.48%
Computer/Mathematical	0	0.00%
Construction/Extraction	155	5.74%
Education/Training/Library	189	7.00%
Farming/Fishing/Forestry	46	1.70%
Food Prep/Serving	66	2.44%
Health Practitioner/Technician	151	5.59%
Healthcare Support	143	5.29%
Maintenance Repair	166	6.15%
Legal	0	0.00%
Life/Physical/Social Science	26	0.96%
Management	236	8.74%
Office/Admin. Support	205	7.59%
Production	196	7.26%
Protective Services	60	2.22%
Sales/Related	252	9.33%
Personal Care/Service	35	1.30%
Transportation/Moving	318	11.77%
2023 Est. Pop 16+ by Occupation Classification	2,701	
White Collar	1,340	49.61%
Blue Collar	835	30.91%
Service and Farm	526	19.47%
2023 Est. Workers Age 16+ by Transp. to Work	2,653	
Drove Alone	2,273	85.68%
Car Pooled	291	10.97%
Public Transportation	0	0.00%
Walked	43	1.62%
Bicycle	0	0.00%
Other Means	0	0.00%
Worked at Home	46	1.73%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,954	
15 - 29 Minutes	161	
30 - 44 Minutes	260	
45 - 59 Minutes	137	
60 or more Minutes	105	
2023 Est. Avg Travel Time to Work in Minutes		16
2023 Est. Occupied Housing Units by Tenure	2,271	
Owner Occupied	1,549	68.21%
Renter Occupied	722	31.79%
2023 Owner Occ. HUs: Avg. Length of Residence		17.70 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.80 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	2,271	
Value Less than \$20,000	17	1.10%
Value \$20,000 - \$39,999	12	0.78%
Value \$40,000 - \$59,999	41	2.65%
Value \$60,000 - \$79,999	100	6.46%
Value \$80,000 - \$99,999	134	8.65%
Value \$100,000 - \$149,999	327	21.11%
Value \$150,000 - \$199,999	308	19.88%
Value \$200,000 - \$299,999	281	18.14%
Value \$300,000 - \$399,999	196	12.65%
Value \$400,000 - \$499,999	57	3.68%
Value \$500,000 - \$749,999	43	2.78%
Value \$750,000 - \$999,999	25	1.61%
Value \$1,000,000 or \$1,499,999	8	0.52%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$172,039
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	2,025	79.32%
1 Unit Attached	67	2.62%
2 Units	87	3.41%
3 or 4 Units	90	3.52%
5 to 19 Units	83	3.25%
20 to 49 Units	55	2.15%
50 or More Units	5	0.20%
Mobile Home or Trailer	141	5.52%
Boat, RV, Van, etc.	0	0.00%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	28	1.10%
Housing Units Built 2010 to 2014	57	2.23%
Housing Units Built 2000 to 2009	93	3.64%
Housing Units Built 1990 to 1999	323	12.65%
Housing Units Built 1980 to 1989	183	7.17%
Housing Units Built 1970 to 1979	477	18.68%
Housing Units Built 1960 to 1969	330	12.93%
Housing Units Built 1950 to 1959	267	10.46%
Housing Units Built 1940 to 1949	168	6.58%
Housing Unit Built 1939 or Earlier	627	24.56%
2023 Est. Median Year Structure Built		1967

[†] 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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