



The**Retail**Coach®

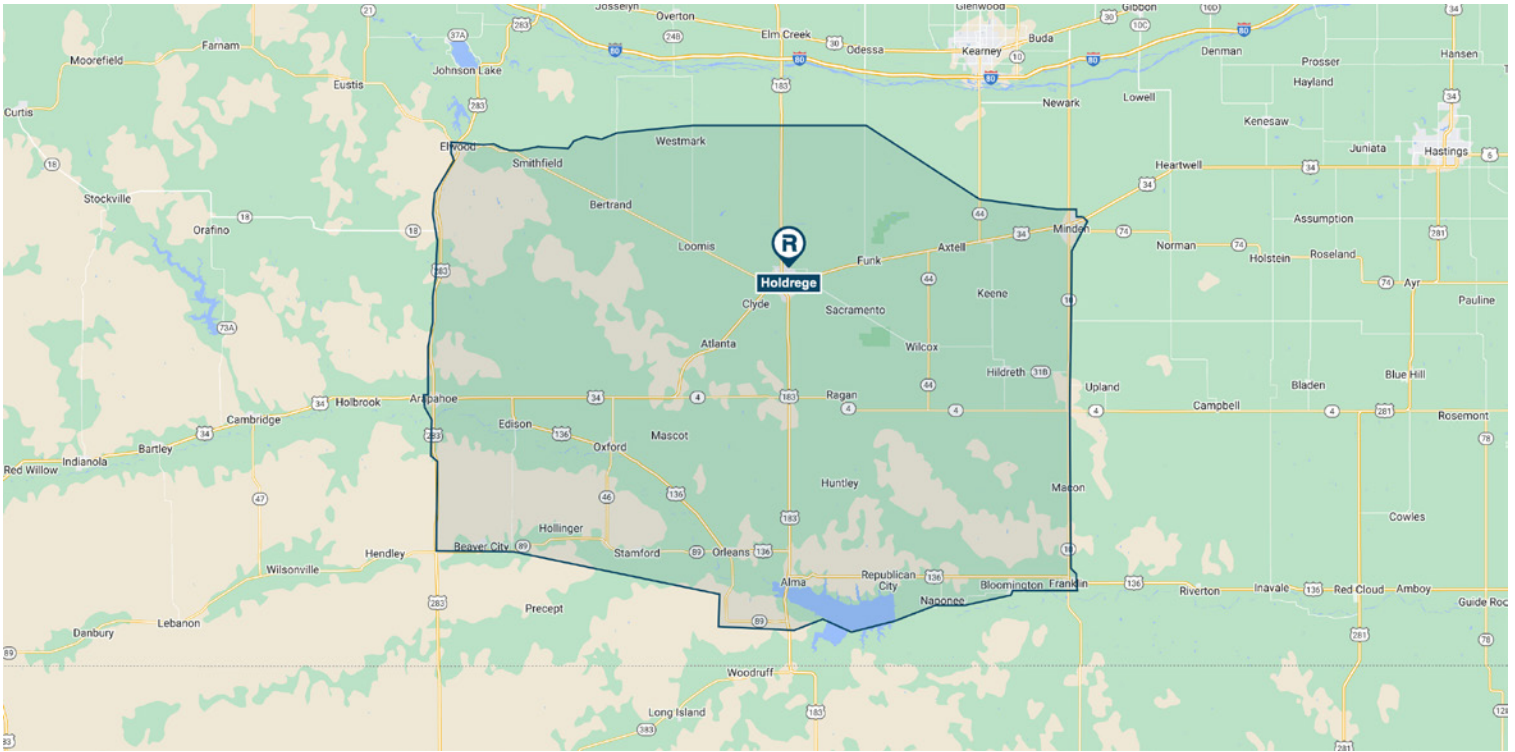
# Primary Retail Trade Area Demographic Profile

HOLDREGE, PHELPS COUNTY, NEBRASKA

Prepared for Phelps County Development Corporation  
July 2023

# Primary Retail Trade Area • Demographic Snapshot

Holdrege, Phelps County, Nebraska



## Population

2023 21,532

## Educational Attainment (%)

Graduate or Professional Degree	6.27%
Bachelors Degree	17.23%
Associate Degree	13.76%
Some College	25.63%
High School Graduate (GED)	29.58%
Some High School, No Degree	4.99%
Less than 9th Grade	2.54%

## Income

Average HH	\$85,988
Median HH	\$64,712
Per Capita	\$36,961

## Age

0 - 9 Years	12.43%
10 - 17 Years	10.58%
18 - 24 Years	7.82%
25 - 34 Years	10.40%
35 - 44 Years	10.91%
45 - 54 Years	10.39%
55 - 64 Years	13.48%
65 and Older	23.99%
Median Age	43.02
Average Age	42.80

## Race Distribution (%)

White	91.79%
Black/African American	0.33%
American Indian/Alaskan	0.49%
Asian	0.36%
Native Hawaiian/Islander	0.05%
Other Race	2.31%
Two or More Races	4.67%
Hispanic	6.30%



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# Primary Retail Trade Area • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
<b>Population</b>		
2023 Estimate	21,532	
<b>2023 Est. Population by Single-Classification Race</b>	<b>21,532</b>	
White Alone	19,764	91.79%
Black or African American Alone	70	0.33%
Amer. Indian and Alaska Native Alone	106	0.49%
Asian Alone	78	0.36%
Native Hawaiian and Other Pacific Island Alone	11	0.05%
Some Other Race Alone	498	2.31%
Two or More Races	1,005	4.67%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>21,532</b>	
Not Hispanic or Latino	20,175	93.70%
Hispanic or Latino	1,356	6.30%
Mexican	1,155	85.18%
Puerto Rican	28	2.06%
Cuban	0	0.00%
All Other Hispanic or Latino	173	12.76%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>1,356</b>	
White Alone	343	25.30%
Black or African American Alone	4	0.30%
American Indian and Alaska Native Alone	41	3.02%
Asian Alone	2	0.15%
Native Hawaiian and Other Pacific Islander Alone	8	0.59%
Some Other Race Alone	467	34.44%
Two or More Races	491	36.21%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>78</b>	
Chinese, except Taiwanese	37	47.44%
Filipino	7	8.97%
Japanese	10	12.82%
Asian Indian	1	1.28%
Korean	8	10.26%
Vietnamese	10	12.82%
Cambodian	1	1.28%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	4	5.13%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>21,532</b>	
Arab	24	0.11%
Czech	311	1.44%
Danish	501	2.33%
Dutch	322	1.50%
English	1,374	6.38%
French (except Basque)	357	1.66%
French Canadian	17	0.08%
German	6,151	28.57%
Greek	7	0.03%
Hungarian	4	0.02%
Irish	1,586	7.37%
Italian	216	1.00%
Lithuanian	0	0.00%
United States or American	744	3.45%
Norwegian	228	1.06%
Polish	250	1.16%
Portuguese	2	0.01%
Russian	53	0.25%
Scottish	247	1.15%
Scotch-Irish	103	0.48%
Slovak	2	0.01%
Subsaharan African	12	0.06%
Swedish	1,897	8.81%
Swiss	23	0.11%
Ukrainian	7	0.03%
Welsh	86	0.40%
West Indian (except Hisp. groups)	2	0.01%
Other ancestries	2,353	10.93%
Ancestry Unclassified	4,653	21.61%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	19,298	95.60%
Speak Asian/Pacific Island Language at Home	52	0.26%
Speak IndoEuropean Language at Home	75	0.37%
Speak Spanish at Home	758	3.75%
Speak Other Language at Home	3	0.02%

# Primary Retail Trade Area • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>21,532</b>	
Age 0 - 4	1,346	6.25%
Age 5 - 9	1,330	6.18%
Age 10 - 14	1,410	6.55%
Age 15 - 17	869	4.04%
Age 18 - 20	758	3.52%
Age 21 - 24	926	4.30%
Age 25 - 34	2,240	10.40%
Age 35 - 44	2,350	10.91%
Age 45 - 54	2,237	10.39%
Age 55 - 64	2,902	13.48%
Age 65 - 74	2,756	12.80%
Age 75 - 84	1,601	7.43%
Age 85 and over	809	3.76%
Age 16 and over	17,161	79.70%
Age 18 and over	16,577	76.99%
Age 21 and over	15,819	73.47%
Age 65 and over	5,166	23.99%
2023 Est. Median Age		43.02
2023 Est. Average Age		42.80
<b>2023 Est. Population by Sex</b>	<b>21,532</b>	
Male	10,782	50.07%
Female	10,750	49.93%
<b>2023 Est. Male Population by Age</b>	<b>10,782</b>	
Age 0 - 4	682	6.33%
Age 5 - 9	680	6.31%
Age 10 - 14	741	6.87%
Age 15 - 17	460	4.27%
Age 18 - 20	398	3.69%
Age 21 - 24	479	4.44%
Age 25 - 34	1,139	10.56%
Age 35 - 44	1,205	11.18%
Age 45 - 54	1,130	10.48%
Age 55 - 64	1,474	13.67%
Age 65 - 74	1,371	12.72%
Age 75 - 84	729	6.76%
Age 85 and over	294	2.73%
2023 Est. Median Age, Male		41.72
2023 Est. Average Age, Male		41.70
<b>2023 Est. Female Population by Age</b>	<b>10,750</b>	
Age 0 - 4	664	6.18%
Age 5 - 9	650	6.05%
Age 10 - 14	669	6.22%
Age 15 - 17	409	3.81%
Age 18 - 20	360	3.35%
Age 21 - 24	447	4.16%
Age 25 - 34	1,100	10.23%
Age 35 - 44	1,145	10.65%
Age 45 - 54	1,107	10.30%
Age 55 - 64	1,428	13.28%
Age 65 - 74	1,385	12.88%
Age 75 - 84	871	8.10%
Age 85 and over	515	4.79%
2023 Est. Median Age, Female		44.39
2023 Est. Average Age, Female		43.80

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	3,724	21.35%
Males, Never Married	2,178	12.48%
Females, Never Married	1,546	8.86%
Married, Spouse present	10,183	58.37%
Married, Spouse absent	454	2.60%
Widowed	1,171	6.71%
Males Widowed	241	1.38%
Females Widowed	930	5.33%
Divorced	1,914	10.97%
Males Divorced	933	5.35%
Females Divorced	981	5.62%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	379	2.54%
Some High School, no diploma	743	4.99%
High School Graduate (or GED)	4,406	29.58%
Some College, no degree	3,817	25.63%
Associate Degree	2,049	13.76%
Bachelor's Degree	2,566	17.23%
Master's Degree	702	4.71%
Professional School Degree	85	0.57%
Doctorate Degree	147	0.99%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	212	34.42%
High School Graduate	158	25.65%
Some College or Associate's Degree	172	27.92%
Bachelor's Degree or Higher	74	12.01%
<b>Households</b>		
2023 Estimate	9,074	
<b>2023 Est. Households by Household Type</b>	<b>9,074</b>	
Family Households	5,975	65.85%
Nonfamily Households	3,099	34.15%
2023 Est. Group Quarters Population	422	
2023 Households by Ethnicity, Hispanic/Latino	313	



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Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>9,074</b>	
Income < \$15,000	770	8.49%
Income \$15,000 - \$24,999	767	8.45%
Income \$25,000 - \$34,999	797	8.78%
Income \$35,000 - \$49,999	1,162	12.81%
Income \$50,000 - \$74,999	1,678	18.49%
Income \$75,000 - \$99,999	1,159	12.77%
Income \$100,000 - \$124,999	907	10.00%
Income \$125,000 - \$149,999	817	9.00%
Income \$150,000 - \$199,999	504	5.55%
Income \$200,000 - \$249,999	205	2.26%
Income \$250,000 - \$499,999	197	2.17%
Income \$500,000+	111	1.22%
2023 Est. Average Household Income		\$85,988
2023 Est. Median Household Income		\$64,712
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$65,402
Black or African American Alone		\$56,282
American Indian and Alaska Native Alone		\$57,416
Asian Alone		\$70,263
Native Hawaiian and Other Pacific Islander Alone		\$59,760
Some Other Race Alone		\$42,021
Two or More Races		\$73,853
Hispanic or Latino		\$51,356
Not Hispanic or Latino		\$65,159
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>5,975</b>	
Married-Couple Family, own children	1,835	30.71%
Married-Couple Family, no own children	3,268	54.70%
Male Householder, own children	192	3.21%
Male Householder, no own children	104	1.74%
Female Householder, own children	380	6.36%
Female Householder, no own children	197	3.30%
<b>2023 Est. Households by Household Size</b>	<b>9,074</b>	
1-person	2,605	28.71%
2-person	3,646	40.18%
3-person	915	10.08%
4-person	874	9.63%
5-person	670	7.38%
6-person	263	2.90%
7-or-more-person	101	1.11%
2023 Est. Average Household Size		2.30
<b>2023 Est. Households by Presence of People Under 18</b>	<b>9,074</b>	
Households with 1 or More People under Age 18:	2,541	28.00%
Married-Couple Family	1,909	75.13%
Other Family, Male Householder	200	7.87%
Other Family, Female Householder	416	16.37%
Nonfamily, Male Householder	14	0.55%
Nonfamily, Female Householder	3	0.12%

DESCRIPTION	DATA	%
<b>Households with No People under Age 18:</b>	<b>6,533</b>	
Married-Couple Family	3,192	48.86%
Other Family, Male Householder	94	1.44%
Other Family, Female Householder	168	2.57%
Nonfamily, Male Householder	1,446	22.13%
Nonfamily, Female Householder	1,634	25.01%
<b>2023 Est. Households by Number of Vehicles</b>	<b>9,074</b>	
No Vehicles	330	3.64%
1 Vehicle	2,098	23.12%
2 Vehicles	3,493	38.50%
3 Vehicles	1,907	21.02%
4 Vehicles	666	7.34%
5 or more Vehicles	580	6.39%
2023 Est. Average Number of Vehicles		2.3
<b>Family Households</b>		
2023 Estimate	5,975	
<b>2023 Est. Families by Poverty Status</b>	<b>5,975</b>	
2023 Families at or Above Poverty	5,480	91.72%
2023 Families at or Above Poverty with Children	2,178	36.45%
2023 Families Below Poverty	496	8.30%
2023 Families Below Poverty with Children	366	6.13%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	10,840	63.17%
Civilian Labor Force, Unemployed	102	0.59%
Armed Forces	0	0.00%
Not in Labor Force	6,219	36.24%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>10,951</b>	
For-Profit Private Workers	6,572	60.01%
Non-Profit Private Workers	1,069	9.76%
Local Government Workers	154	1.41%
State Government Workers	393	3.59%
Federal Government Workers	1,122	10.25%
Self-Employed Workers	1,548	14.14%
Unpaid Family Workers	92	0.84%



# Primary Retail Trade Area • Demographic Profile

Holdrege, Phelps County, Nebraska

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>10,951</b>	
Architect/Engineer	124	1.13%
Arts/Entertainment/Sports	102	0.93%
Building Grounds Maintenance	535	4.88%
Business/Financial Operations	328	3.00%
Community/Social Services	198	1.81%
Computer/Mathematical	33	0.30%
Construction/Extraction	652	5.95%
Education/Training/Library	799	7.30%
Farming/Fishing/Forestry	525	4.79%
Food Prep/Serving	416	3.80%
Health Practitioner/Technician	675	6.16%
Healthcare Support	544	4.97%
Maintenance Repair	577	5.27%
Legal	41	0.37%
Life/Physical/Social Science	127	1.16%
Management	1,425	13.01%
Office/Admin. Support	1,062	9.70%
Production	711	6.49%
Protective Services	127	1.16%
Sales/Related	831	7.59%
Personal Care/Service	245	2.24%
Transportation/Moving	873	7.97%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>10,951</b>	
White Collar	5,746	52.47%
Blue Collar	2,813	25.69%
Service and Farm	2,391	21.83%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>10,763</b>	
Drove Alone	8,847	82.20%
Car Pooled	1,022	9.50%
Public Transportation	8	0.07%
Walked	325	3.02%
Bicycle	15	0.14%
Other Means	59	0.55%
Worked at Home	488	4.53%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	5,837	
15 - 29 Minutes	2,162	
30 - 44 Minutes	1,398	
45 - 59 Minutes	402	
60 or more Minutes	472	
2023 Est. Avg Travel Time to Work in Minutes		19
2023 Est. Occupied Housing Units by Tenure	9,074	
Owner Occupied	6,738	74.26%
Renter Occupied	2,336	25.74%
2023 Owner Occ. HUs: Avg. Length of Residence		19.10 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		8.70 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>9,074</b>	
Value Less than \$20,000	185	2.75%
Value \$20,000 - \$39,999	283	4.20%
Value \$40,000 - \$59,999	330	4.90%
Value \$60,000 - \$79,999	480	7.12%
Value \$80,000 - \$99,999	519	7.70%
Value \$100,000 - \$149,999	1,287	19.10%
Value \$150,000 - \$199,999	1,050	15.58%
Value \$200,000 - \$299,999	1,236	18.34%
Value \$300,000 - \$399,999	753	11.18%
Value \$400,000 - \$499,999	263	3.90%
Value \$500,000 - \$749,999	208	3.09%
Value \$750,000 - \$999,999	85	1.26%
Value \$1,000,000 or \$1,499,999	26	0.39%
Value \$1,500,000 or \$1,999,999	17	0.25%
Value \$2,000,000+	15	0.22%
2023 Est. Median All Owner-Occupied Housing Value		\$162,412
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	9,044	83.72%
1 Unit Attached	155	1.43%
2 Units	140	1.30%
3 or 4 Units	174	1.61%
5 to 19 Units	234	2.17%
20 to 49 Units	144	1.33%
50 or More Units	25	0.23%
Mobile Home or Trailer	886	8.20%
Boat, RV, Van, etc.	1	0.01%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	169	1.56%
Housing Units Built 2010 to 2014	165	1.53%
Housing Units Built 2000 to 2009	503	4.66%
Housing Units Built 1990 to 1999	897	8.30%
Housing Units Built 1980 to 1989	854	7.91%
Housing Units Built 1970 to 1979	2,138	19.79%
Housing Units Built 1960 to 1969	1,086	10.05%
Housing Units Built 1950 to 1959	1,024	9.48%
Housing Units Built 1940 to 1949	695	6.43%
Housing Unit Built 1939 or Earlier	3,271	30.28%
2023 Est. Median Year Structure Built		1964

<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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