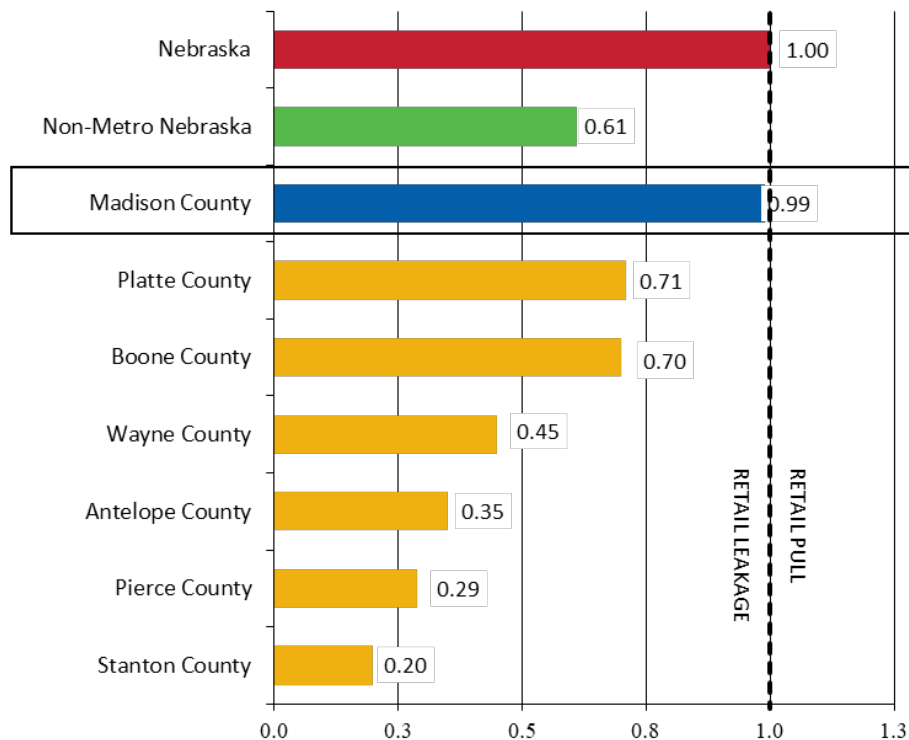


Madison County and Norfolk Retail Sales Pull Factors

2021 Retail Sales (Non-Motor Vehicle) Pull Factors, Nebraska, Madison County & Surrounding Counties

	2021 Population	2021 Retail Sales (x \$1,000)	2021 Per Cap Sales (\$)	2021 Pull Factor
Nebraska	1,963,692	39,902,076	20,320	1.00
Non-Metro Nebraska	772,376	9,529,646	12,338	0.61
Madison County	35,337	709,909	20,090	0.99
Pierce County	7,313	42,439	5,803	0.29
Wayne County	9,784	88,616	9,057	0.45
Stanton County	5,816	23,188	3,987	0.20
Platte County	34,241	494,840	14,452	0.71
Boone County	5,386	76,552	14,213	0.70
Antelope County	6,279	44,905	7,152	0.35

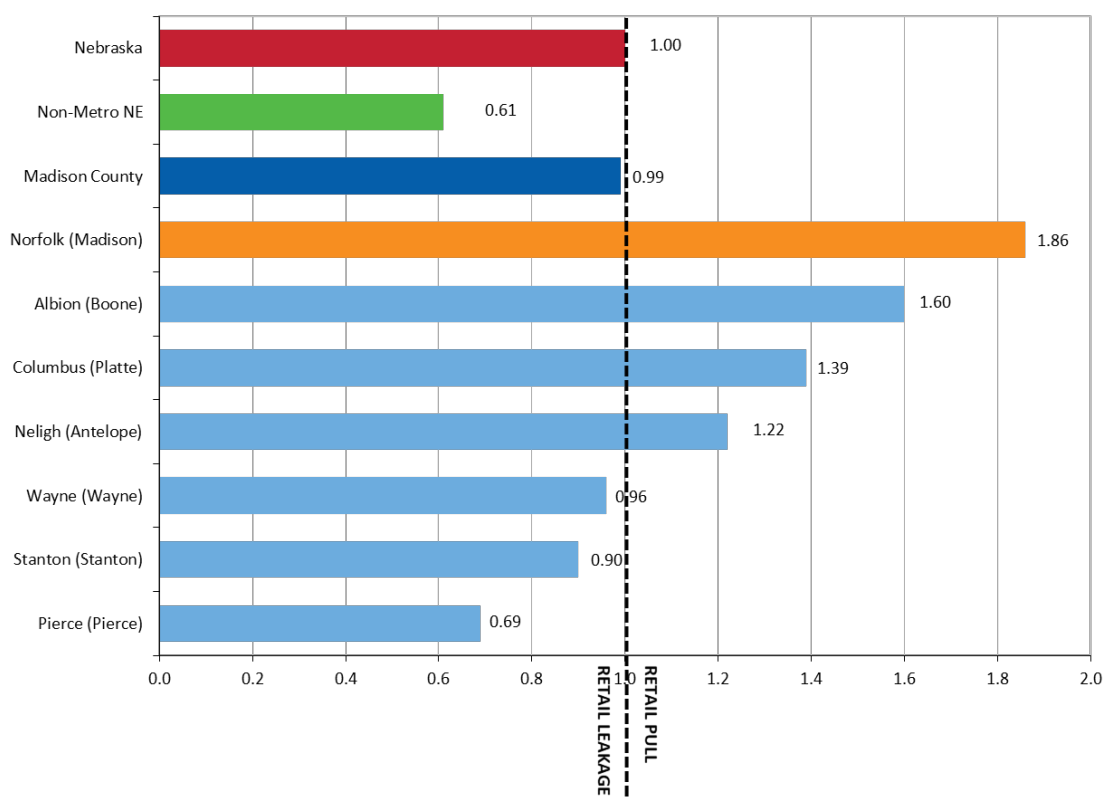
2021 Retail Sales (NMV) Pull Factors, Nebraska, Madison County & Surrounding Counties



2021 Retail Sales (Non-Motor Vehicle) Pull Factors, Nebraska, Madison County & Selected Study Area Communities

	2021 Population	2021 Retail Sales (x \$1,000)	2021 Per Cap Sales (\$)	2021 Pull Factor
Nebraska	1,963,692	39,902,076	20,320	1.00
Non-Metro Nebraska	772,376	9,529,646	12,338	0.61
Madison County	35,337	709,909	20,090	0.99
Norfolk (Madison)	24,363	584,718	24,000	1.86
Pierce (Pierce)	1,734	15,442	8,906	0.69
Wayne (Wayne)	5,758	71,494	12,417	0.96
Stanton (Stanton)	1,483	17,225	11,615	0.90
Columbus (Platte)	23,597	424,457	17,988	1.39
Albion (Boone)	1,558	32,264	20,709	1.60
Neligh (Antelope)	1,491	23,593	15,823	1.22

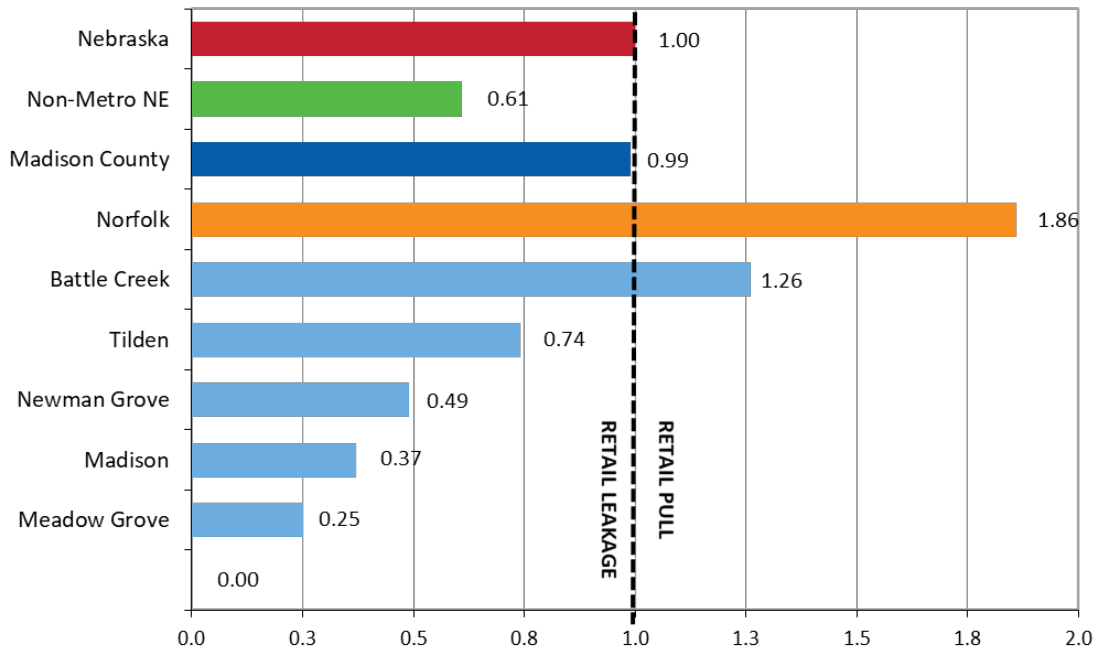
**2021 Retail Sales (NMV) Pull Factors, Nebraska, Madison County & Selected
Study Area Communities**



2021 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska & Available Madison County Area Communities

	2021 Population	2021 Retail Sales (x \$1,000)	2021 Per Cap Sales (\$)	2021 Pull Factor
Nebraska	1,963,692	39,902,076	20,320	1.00
Non-Metro Nebraska	772,376	9,529,646	12,338	0.61
Madison County	35,337	709,909	20,090	0.99
Norfolk	24,363	584,718	24,000	1.86
Battle Creek	1,156	18,784	16,249	1.26
Madison	2,343	11,169	4,767	0.37
Tilden	936	9,003	9,619	0.74
Newman Grove	686	4,340	6,327	0.49
Meadow Grove	283	920	3,252	0.25

2021 Retail Sales (NMV) Pull Factors, Nebraska & Available Madison County Area Communities



Pull Factors 1990-2021, Norfolk, Madison County, Non-Metro & Nebraska (as a whole)

