

MARCH 2023 STUDY

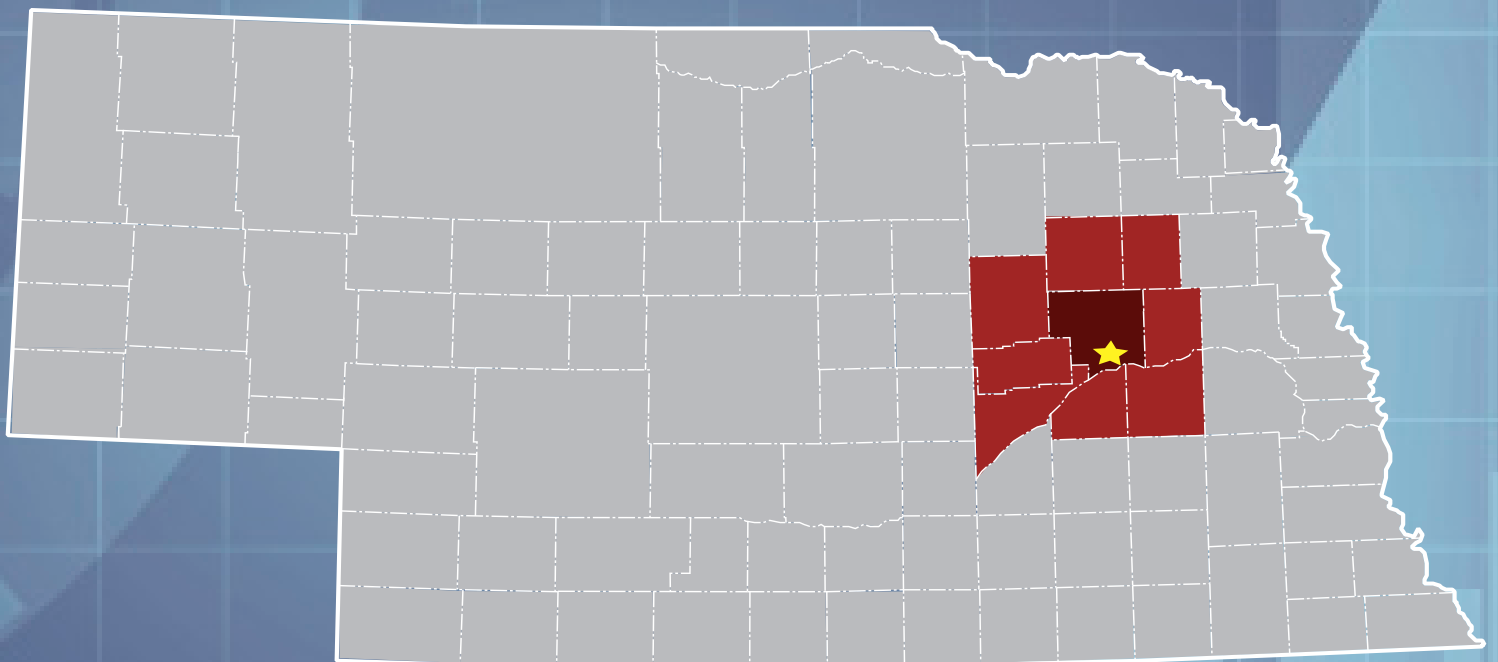


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ECONOMIC AND DEMOGRAPHIC TRENDS

Columbus, Platte County and the Surrounding Area



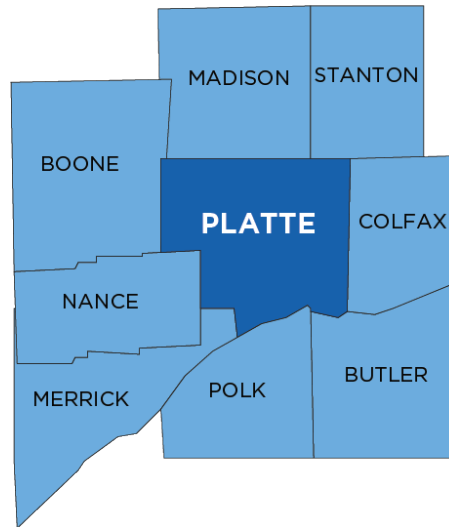
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ECONOMIC AND DEMOGRAPHIC TRENDS IN **Platte County** AND THE SURROUNDING AREA



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Platte County. For select measures, comparable data are provided for the surrounding area (selected counties and communities). The map featured above shows the general area for which selected comparable data are shown. In addition to Platte County, other counties included in this area are Boone, Butler, Colfax, Madison, Merrick, Nance, Polk and Stanton. The retail sales section also compares retail growth between Columbus and eight other similarly sized Nebraska communities.

LABOR FORCE AND EMPLOYMENT

Table 1 and Chart 1 (next page) present nonfarm wage and salary data for Platte County for the period 2011–2021. Nonfarm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS).

Nonfarm wage and salary employment consists of the following 11 sectors:

- Natural Resources & Mining
- Construction
- Manufacturing
- Trade, Transportation & Utilities
- Information
- Financial Activities
- Professional & Business Services
- Education & Health Services
- Leisure & Hospitality
- Other Services (except Public)
- Government

The measure of employment reported in Table 1 is data on the number of people employed in the Nonfarm Wage and Salary (W&S) sector in Platte County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Platte County increased 3.2 percent (603 jobs) between 2011 and 2021.

Table 1 and Chart 1 also provide employment data for Platte County by major economic sector for years 2011–2021. The Natural Resources & Mining sector recorded the largest percentage increase in employment between 2011 and 2021 (46.5 percent or 194 jobs). The Manufacturing sector recorded the largest actual employment increase between 2011 and 2021 (601 jobs or 10.9 percent).

TABLE 1
Nonfarm Wage & Salary Employment Trends • 2011–2021
 Platte County, Nebraska

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	% Change 2011-2021	# Change 2011-2021
Nonfarm W&S Employment	18,694	19,196	18,964	18,687	18,614	18,430	18,839	19,019	19,209	18,710	19,297	3.2	603
Total Private Industries	16,077	16,615	16,415	16,158	16,011	15,798	16,233	16,399	16,478	16,090	16,637	3.5	560
Goods Producing	6,831	6,978	6,958	6,916	6,976	6,989	7,233	7,439	7,683	7,644	7,813	14.4	982
Natural Resources & Mining	417	477	483	466	412	464	468	501	573	631	611	46.5	194
Construction	877	873	958	963	1,047	1,061	1,100	1,094	1,051	1,000	1,064	21.3	187
Manufacturing	5,537	5,628	5,517	5,487	5,518	5,464	5,665	5,844	6,059	6,013	6,138	10.9	601
Service Providing	9,245	9,637	9,457	9,242	9,035	8,809	9,000	8,960	8,795	8,446	8,824	-4.6	-421
Trade, Transportation & Utilities	3,316	3,332	3,291	3,258	3,328	3,355	3,378	3,368	3,285	3,157	3,233	-2.5	-83
Information	129	127	120	115	92	94	120	107	80	91	98	-24.0	-31
Financial Activities	636	649	650	642	655	662	649	607	624	620	619	-2.7	-17
Professional & Business Services	1,628	1,817	1,636	1,501	1,301	1,008	1,040	1,043	965	926	947	-41.8	-681
Education & Health Services	1,648	1,659	1,829	1,837	1,848	1,858	1,991	2,047	2,010	1,938	1,982	20.3	334
Leisure & Hospitality	1,408	1,416	1,370	1,421	1,424	1,435	1,436	1,413	1,444	1,316	1,407	-0.1	-1
Other Services, except Public	480	637	561	469	388	398	387	375	388	398	538	12.1	58
Government	2,617	2,581	2,549	2,529	2,603	2,632	2,606	2,620	2,731	2,620	2,660	1.6	43
Federal	83	83	83	85	86	86	88	91	92	94	92	10.8	9
State	120	122	125	124	130	131	142	139	140	133	129	7.5	9
Local	2,415	2,377	2,341	2,320	2,388	2,415	2,376	2,391	2,499	2,393	2,438	1.0	23

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2022
 Labor Force & Work Summary, 2011-2021, Annual, Platte County, Nebraska (June 2022 data)

CHART 1
Employment by Industry • 2011–2021
 Platte County, Nebraska

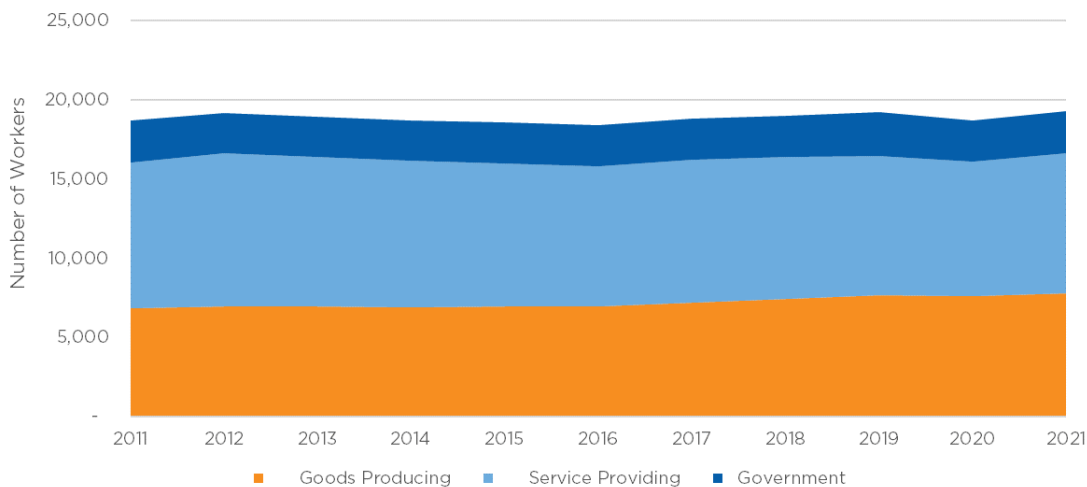


Chart 2 compares total nonfarm wage and salary employment growth in Platte County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2011–2021. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Platte County increased 3.2 percent (603 jobs) from 2011 to 2021, compared to a 7.1 percent increase for Nebraska as a whole, an 8.3 percent increase in metropolitan Nebraska and an 18.2 percent increase in non-metropolitan Nebraska.

CHART 2
Nonfarm W&S Employment • 2011–2021

Platte County, Nebraska, Metro and Non-Metro Nebraska

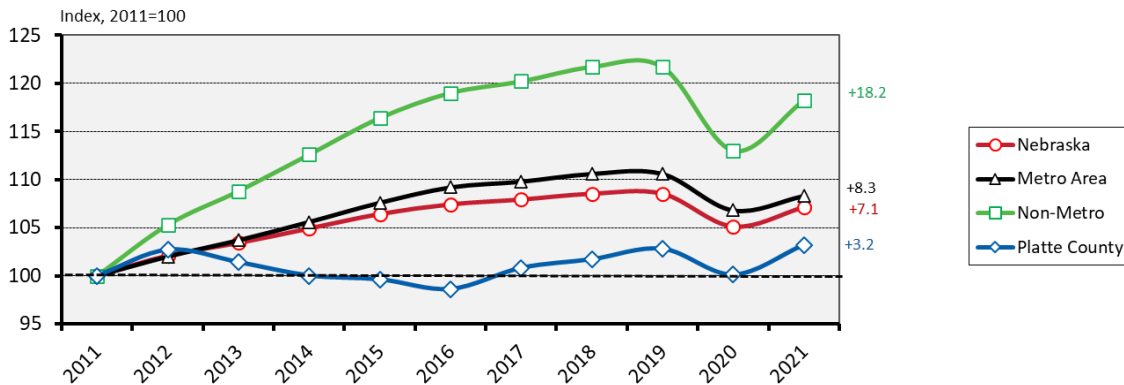
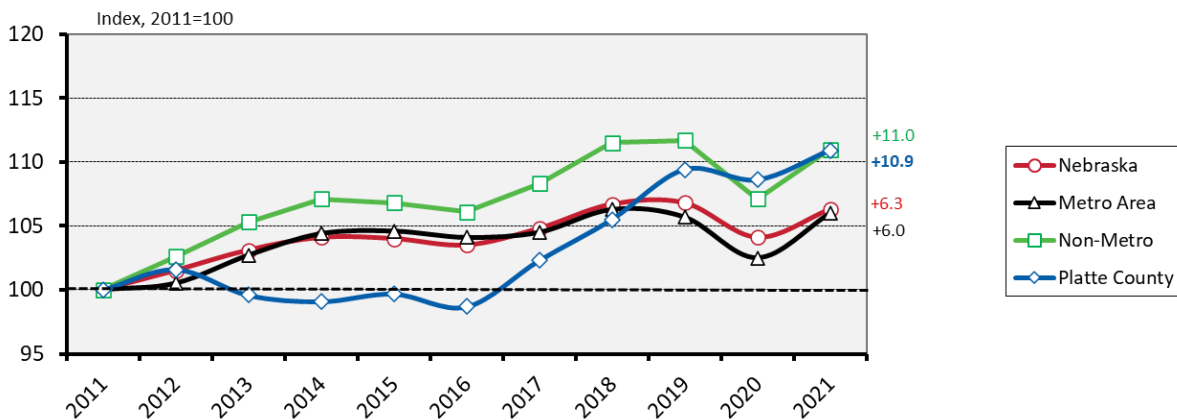


Chart 3 presents data on manufacturing wage and salary employment growth for Platte County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Platte County recorded a 10.9 percent increase in employment (601 jobs) between 2011 and 2021. This compares to an 11.0 percent increase in employment for non-metropolitan Nebraska; a 6.3 percent increase for Nebraska as a whole; and a 6.0 percent increase for metropolitan Nebraska over the same period.

CHART 3
Manufacturing W&S Employment • 2011–2021

Platte County, Nebraska, Metro and Non-Metro Nebraska



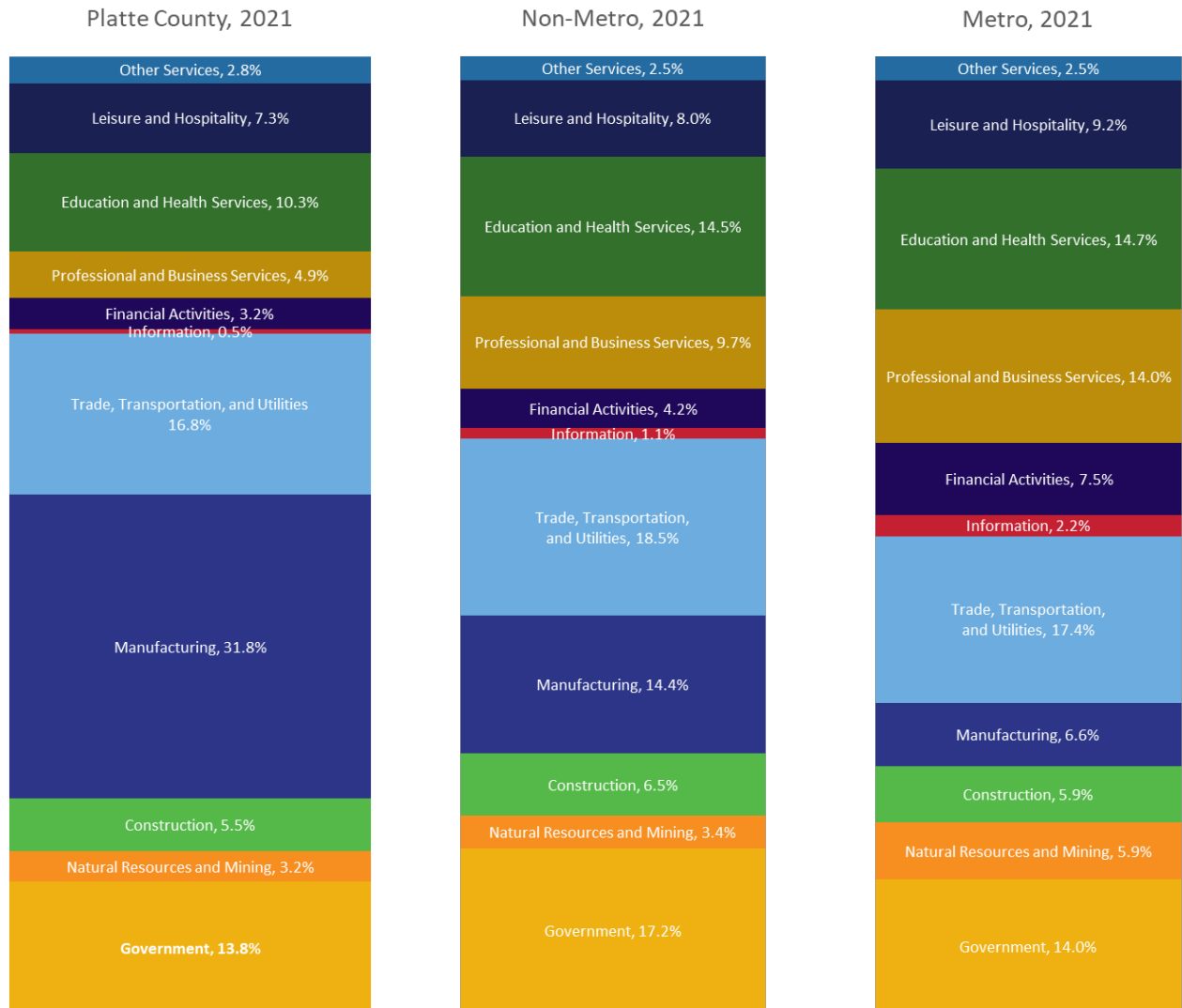
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2022

The next series of charts (Charts 4, 5 and 6) displays the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Platte County compared to the non-metropolitan and metropolitan distributions.

When comparing the Platte County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector, which makes up 31.8 percent of the county workforce (6,138 employees) compared to 14.4 percent for non-metropolitan Nebraska, a difference of 17.4 percent. Comparing Platte County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (31.8 percent Platte County vs. 6.6 percent metropolitan Nebraska; a difference of 25.2 percent).

CHART 4, 5 & 6

Nonfarm W&S Employment by Major Economic Sector



Source: U.S. Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Platte County for the time period 2011–2021. Labor force data (labor force, unemployment, and total employment) are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data

indicate, there was a decrease in the number of Platte County residents participating in the labor force between 2011 and 2021 (2.8 percent or 495 people).

The number of those unemployed in Platte County decreased by 47.2 percent (351 people) between 2011 and 2021. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Platte County unemployment rate was 2.1 percent in 2021; below that for metropolitan Nebraska (4.6 percent), below Nebraska as a whole (4.2 percent), and below non-metropolitan Nebraska (3.5 percent).

TABLE 2
Labor Force & Employment Trends

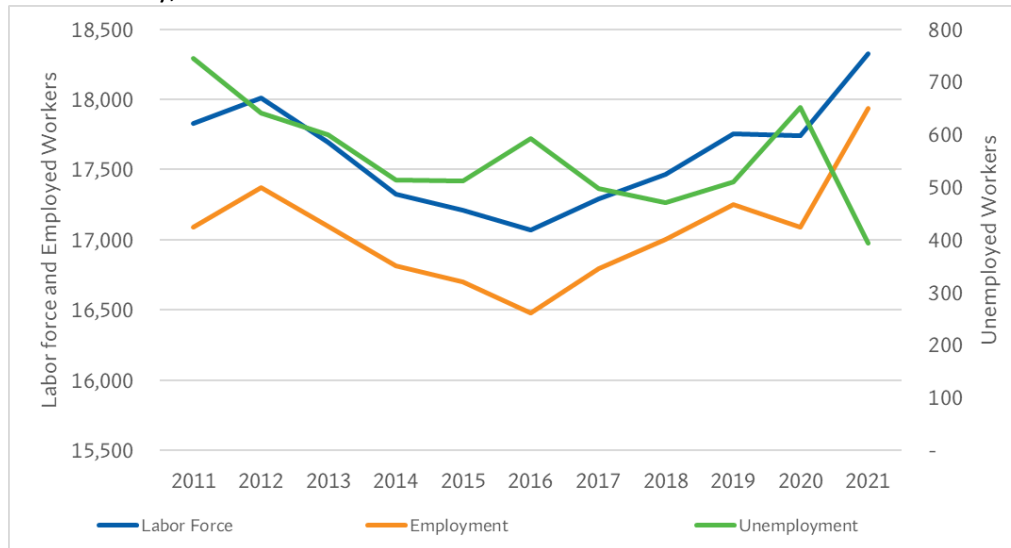
Platte County, Nebraska · 2011–2021

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	% Change 2011-2021	# Change 2011-2021
Labor Force	17,832	18,009	17,693	17,325	17,209	17,068	17,294	17,469	17,758	17,741	18,327	2.8	495
Employment	17,088	17,369	17,093	16,812	16,698	16,476	16,797	16,999	17,249	17,090	17,934	5.0	846
Unemployment	744	640	600	513	511	592	497	470	509	651	393	-47.2	-351
Unemployment Rate	4.2	3.6	3.4	3.0	3.0	3.5	2.9	2.7	2.9	3.7	2.1	N/A	N/A

(N/A) - Data not available

CHART 7
Labor Force & Employment Trends

Platte County, Nebraska · 2011–2021



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2022

The right axis on Chart 7 refers to Unemployed Workers

RESIDENCE AND WORK FLOW PATTERNS

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Platte County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination Report looks at the area from which a county is pulling employees to fill positions. These data are estimates from the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program. This program uses a variety of statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data. The most current data available for Platte County are from 2019.

Table 3 (pages 6–7) examines the Work Destination area for Platte County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 11,450 county labor force participants holding primary jobs. As Table 3 shows, 97.2 percent of Platte County's labor force participants are employed within the state of Nebraska. Approximately 66.2 percent of Platte County workers remain within Platte County for employment with 33.8 percent leaving the county borders for work (next page). The top ten incorporated places where Platte County labor force participants are employed are also shown on the following page.

TABLE 3

Work Destination Report • 2019

Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	11,450	100.0%

By States

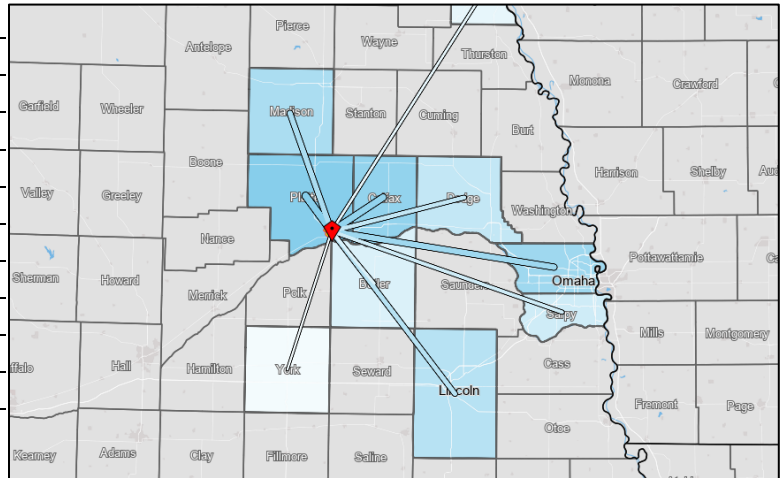
	Count	Share
Nebraska	11,133	97.2%
Iowa	148	1.3%
South Dakota	73	0.6%
Kansas	28	0.2%
Colorado	12	0.1%
Missouri	10	0.1%
California	8	0.1%
Texas	7	0.1%
Illinois	6	0.1%
Florida	5	0.0%
All Other Locations	20	0.2%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, February 2021

By Counties

	Count	Share
Platte County, NE	7,582	66.2%
Colfax County, NE	930	8.1%
Douglas County, NE	754	6.6%
Madison County, NE	301	2.6%
Lancaster County, NE	265	2.3%
Dodge County, NE	156	1.4%
Sarpy County, NE	149	1.3%
Butler County, NE	128	1.1%
Dakota County, NE	113	1.0%
York County, NE	77	0.7%
All Other Locations	995	8.7%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, February 2021

By Places *Top 10 Cities, CDPS, etc.*

	Count	Share
Columbus city, NE	5,820	50.8%
Omaha city, NE	666	5.8%
Lincoln city, NE	242	2.1%
Norfolk city, NE	206	1.8%
Fremont city, NE	126	1.1%
Schuyler city, NE	94	0.8%
David City city, NE	91	0.8%
Lakeview CDP, NE	82	0.7%
Dakota City city, NE	75	0.7%
Grand Island city, NE	71	0.6%
All Other Locations	3,977	34.7%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, February 2021

People also travel from other locations to work in Platte County—this is the Home Destination Report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Platte County. The Census identified 3,808 primary jobs within Platte County. As Table 4 indicates, 97.6 percent of these jobs are held by Nebraska residents. Approximately 59.3 percent of Platte County workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

TABLE 4

Home Destination Report • 2019

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	12,872	100.0%

By States

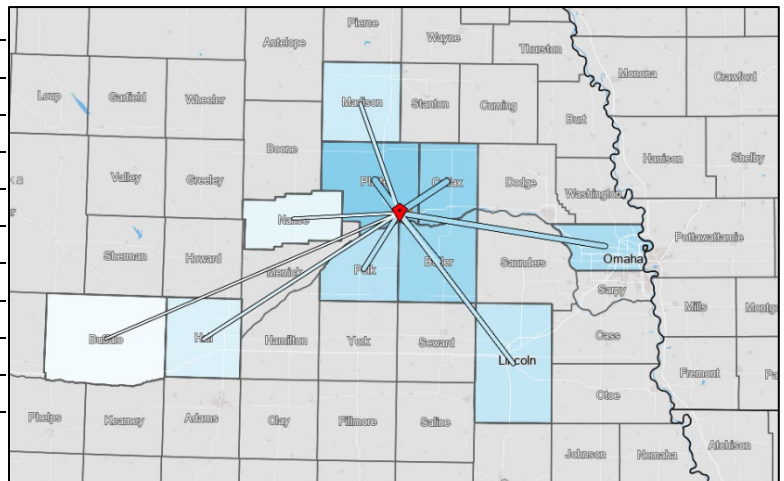
	Count	Share
Nebraska	12,564	97.6%
Iowa	106	0.8%
Texas	30	0.2%
South Dakota	25	0.2%
Missouri	20	0.2%
Kansas	19	0.1%
Illinois	14	0.1%
California	13	0.1%
Oklahoma	11	0.1%
Colorado	10	0.1%
All Other Locations	60	0.5%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, February 2021

By Counties

	Count	Share
Platte County, NE	7,635	59.3%
Colfax County, NE	672	5.2%
Butler County, NE	464	3.6%
Douglas County, NE	306	2.4%
Polk County, NE	305	2.4%
Lancaster County, NE	294	2.3%
Madison County, NE	292	2.3%
Hall County, NE	254	2.0%
Nance County, NE	176	1.4%
Buffalo County, NE	140	1.1%
All Other Locations	2,334	18.1%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, February 2021

By Places *Top 10 Cities, CDPS, etc.*

	Count	Share
Columbus city, NE	5,820	45.2%
Schuyler city, NE	415	3.2%
Omaha city, NE	274	2.1%
Lincoln city, NE	272	2.1%
Grand Island city, NE	212	1.6%
Norfolk city, NE	194	1.5%
David City city, NE	128	1.0%
Kearney city, NE	90	0.7%
Hastings city, NE	89	0.7%
Platte Center village, NE	80	0.6%
All Other Locations	5,298	41.2%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, February 2021

The next table and charts (Table 5, page 9, Charts 8–16, pages 10–12) show an inflow/outflow report for the Platte County labor force. The data show labor force and employment size, efficiency and other characteristics. These data were also obtained from the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) section and help identify characteristics of labor force movement for Platte County. More detailed figures can also be found in Tables 6–8 (pages 10–12).

TABLE 5

Inflow/Outflow Report

Platte County, Primary Jobs

Selection Area Labor Market Size (Primary Jobs)	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	12,872	100.0%	12,861	100.0%	12,536	100.0%
Living in the Selection Area	11,450	89.0%	11,406	88.7%	11,373	90.7%
Net Job Inflow (+) or Outflow (-)	1,422	-	1,455	-	1,163	-

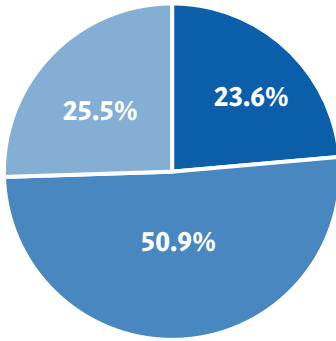
In-Area Labor Force Efficiency (Primary Jobs)	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	11,450	100.0%	11,406	100.0%	11,373	100.0%
Living and Employed in the Selection Area	5,820	50.8%	5,772	50.6%	5,701	50.1%
Living in the Selection Area but Employed Outside	5,630	49.2%	5,634	49.4%	5,672	49.9%

In-Area Employment Efficiency (Primary Jobs)	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	12,872	100.0%	12,861	100.0%	12,536	100.0%
Employed and Living in the Selection Area	5,820	45.2%	5,772	44.9%	5,701	45.5%
Employed in the Selection Area but Living Outside	7,052	54.8%	7,089	55.1%	6,835	54.5%

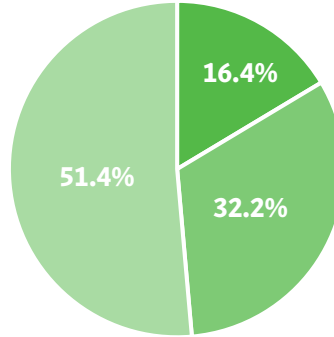
TABLE 6**Worker Outflow by Job Characteristic**

Platte County

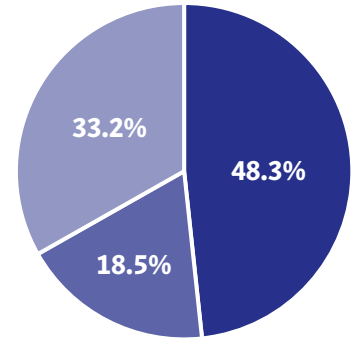
Outflow Job Characteristics	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	5,630	100.0%	5,634	100.0%	5,672	100.0%
Workers Aged 29 or younger	1,327	23.6%	1,409	25.0%	1,377	24.3%
Workers Aged 30 to 54	2,867	50.9%	2,908	51.6%	2,904	51.2%
Workers Aged 55 or older	1,436	25.5%	1,317	23.4%	1,391	24.5%
Workers Earning \$1,250 per month or less	921	16.4%	917	16.3%	988	17.4%
Workers Earning \$1,251 to \$3,333 per month	1,813	32.2%	1,997	35.4%	2,128	37.5%
Workers Earning More than \$3,333 per month	2,896	51.4%	2,720	48.3%	2,556	45.1%
Workers in the "Goods Producing" Industry Class	2,719	48.3%	2,566	45.5%	2,539	44.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,040	18.5%	1,140	20.2%	1,155	20.4%
Workers in the "All Other Services" Industry Class	1,871	33.2%	1,928	34.2%	1,978	34.9%

CHART 8, 9 & 10

- Workers Aged 29 or younger
- Workers Aged 30 to 54
- Workers Aged 55 or older



- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

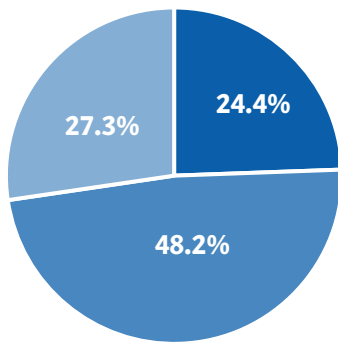
TABLE 7

Worker Inflow by Job Characteristic

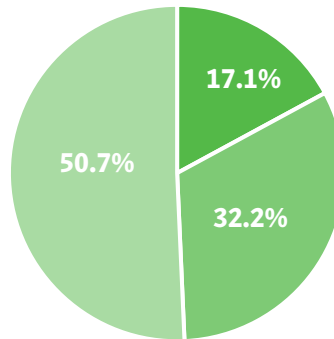
Platte County

Inflow Job Characteristics	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	7,052	100.0%	7,089	100.0%	6,835	100.0%
Workers Aged 29 or younger	1,723	24.4%	1,697	23.9%	1,696	24.8%
Workers Aged 30 to 54	3,402	48.2%	3,500	49.4%	3,353	49.1%
Workers Aged 55 or older	1,927	27.3%	1,892	26.7%	1,786	26.1%
Workers Earning \$1,250 per month or less	1,204	17.1%	1,239	17.5%	1,275	18.7%
Workers Earning \$1,251 to \$3,333 per month	2,271	32.2%	2,418	34.1%	2,430	35.6%
Workers Earning More than \$3,333 per month	3,577	50.7%	3,432	48.4%	3,130	45.8%
Workers in the "Goods Producing" Industry Class	2,398	34.0%	2,398	33.8%	2,297	33.6%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,710	24.2%	1,772	25.0%	1,758	25.7%
Workers in the "All Other Services" Industry Class	2,944	41.7%	2,919	41.2%	2,780	40.7%

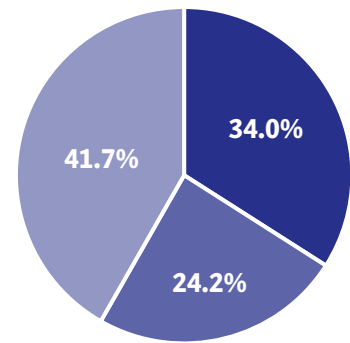
CHART 11, 12 & 13



- Workers Aged 29 or younger
- Workers Aged 30 to 54
- Workers Aged 55 or older



- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



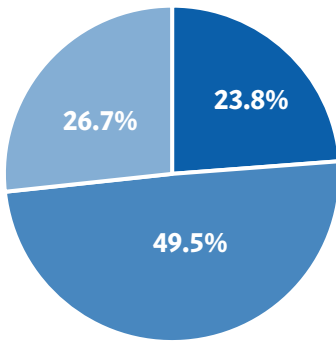
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

TABLE 8**Worker Interior by Job Characteristic**

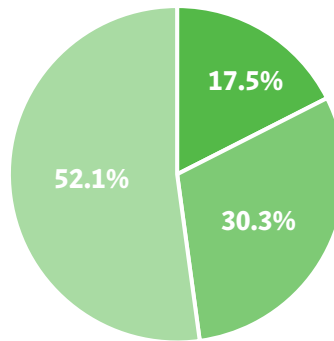
Platte County

Interior Flow Job Characteristics

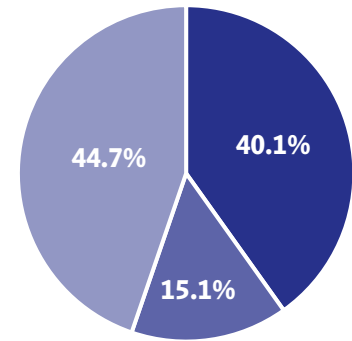
	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	5,820	100.0%	5,772	100.0%	5,701	100.0%
Workers Aged 29 or younger	1,385	23.8%	1,284	22.2%	1,290	22.6%
Workers Aged 30 to 54	2,880	49.5%	2,881	49.9%	2,858	50.1%
Workers Aged 55 or older	1,555	26.7%	1,607	27.8%	1,553	27.2%
Workers Earning \$1,250 per month or less	1,021	17.5%	994	17.2%	1,074	18.8%
Workers Earning \$1,251 to \$3,333 per month	1,764	30.3%	1,878	32.5%	1,930	33.9%
Workers Earning More than \$3,333 per month	3,035	52.1%	2,900	50.2%	2,697	47.3%
Workers in the "Goods Producing" Industry Class	2,336	40.1%	2,247	38.9%	2,268	39.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	881	15.1%	907	15.7%	860	15.1%
Workers in the "All Other Services" Industry Class	2,603	44.7%	2,618	45.4%	2,573	45.1%

CHART 14, 15 & 16

- Workers Aged 29 or younger
- Workers Aged 30 to 54
- Workers Aged 55 or older



- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

The Distance/Direction Report depicted in Table 9 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Platte County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Platte County is greater in 2019 compared to 2017. The distribution of miles traveled to work has shifted slightly since 2017. Figure 1 shows the location and concentration of these workplaces.

TABLE 9 & FIGURE 1

Distance/Direction Report • Home to Work Census Block

Live within study area – distance to work

Job Counts in Work Blocks	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	11,450	100.0%	11,406	100.0%	11,373	100.0%
Less than 10 miles	7,495	65.5%	7,374	64.7%	7,280	64.0%
10 to 24 miles	1,210	10.6%	1,176	10.3%	1,200	10.6%
25 to 50 miles	730	6.4%	737	6.5%	710	6.2%
Greater than 50 miles	2,015	17.6%	2,119	18.6%	2,183	19.2%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2021

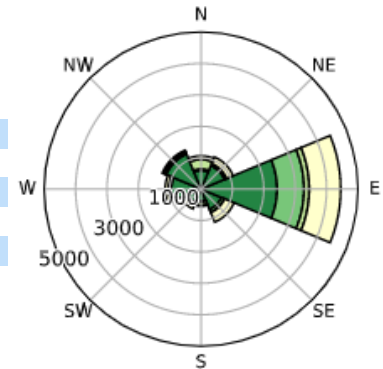


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Platte County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Platte County has increased since 2017. The data also show the majority of Platte County employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

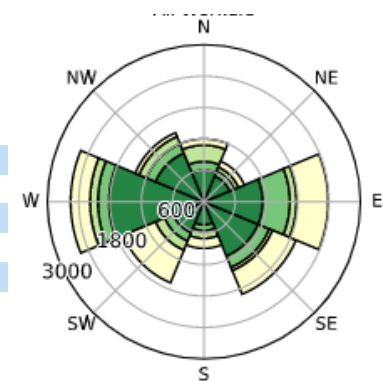
TABLE 10 & FIGURE 2

Distance/Direction Report • Work to Home Census Block

Work within study area – distance to home

Job Counts in Work Blocks	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	12,872	100.0%	12,861	100.0%	12,536	100.0%
Less than 10 miles	7,292	56.7%	7,149	55.6%	7,115	56.8%
10 to 24 miles	1,708	13.3%	1,784	13.9%	1,635	13.0%
25 to 50 miles	1,233	9.6%	1,333	10.4%	1,180	9.4%
Greater than 50 miles	2,639	20.5%	2,595	20.2%	2,606	20.8%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2021



POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Platte County and the surrounding area. As Table 11 indicates, Platte County's population experienced an average annual increase of 0.5 percent between 1970 and 2010 for a total increase of 21.4 percent or 5,693 people. This population increase compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Platte County reported an average annual 0.5 percent increase in population from 2010 to 2021 (2,004 people total).

TABLE 11

County Population • 1970–2021

Platte County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2021	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2021
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,963,692	0.5	0.7
Platte County	26,544	28,852	29,820	31,568	32,237	34,241	0.5	0.5
Boone County	8,190	7,391	6,667	6,259	5,505	5,386	-1.0	-0.2
Butler County	9,461	9,330	8,601	8,861	8,395	8,444	-0.3	0.1
Colfax County	9,498	9,890	9,139	10,441	10,515	10,498	0.3	0.0
Madison County	27,402	31,382	32,655	35,226	34,876	35,337	0.6	0.1
Merrick County	8,751	8,945	8,049	8,204	7,845	7,665	-0.3	-0.2
Nance County	5,142	4,740	4,275	4,038	3,735	3,390	-0.8	-0.9
Polk County	6,468	6,320	5,668	5,639	5,406	5,174	-0.4	-0.4
Stanton County	5,758	6,549	6,244	6,455	6,129	5,816	0.2	-0.5

Source: U.S. Bureau of the Census, Census of Population, April 2022

Table 12 data reveals the population of Platte County's incorporated places as a whole experienced an average annual population increase of 0.8 percent from 1970 to 2010 and an average annual increase of 0.8 percent from 2010 to 2021 for a total increase of 48.2 percent (8,623 people) from 1970 to 2021. Columbus, the county's largest city, reported a 55.9 percent increase in population (8,652 people) between 1970 and 2021. The unincorporated areas outside of the selected communities experienced a 10.7 percent decrease (926 people) during the period 1970–2021.

TABLE 12

Population • 1970–2021

Platte County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2021	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2021
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,963,692	0.5	0.7
Platte County	26,544	28,852	29,820	31,568	32,237	34,241	0.5	0.5
Columbus	15,471	17,328	19,600	20,971	22,111	24,123	0.9	0.8
Cornlea	54	40	39	41	36	34	-1.0	-0.5
Creston	171	210	212	215	203	173	0.4	-1.4
Duncan	298	410	387	359	351	387	0.4	0.9
Humphrey	862	799	753	786	760	842	-0.3	0.9
Lindsay	291	383	321	276	255	285	-0.3	1.0
Monroe	295	294	309	307	284	287	-0.1	0.1
Platte Center	384	367	389	359	336	331	-0.3	-0.1
Tarnov	63	63	61	63	46	50	-0.8	0.8
Total Incorporated Places	17,889	19,894	22,071	23,377	24,382	26,512	0.8	0.8
Unincorporated Areas	8,655	8,958	7,749	8,191	7,855	7,729	-0.2	-0.1

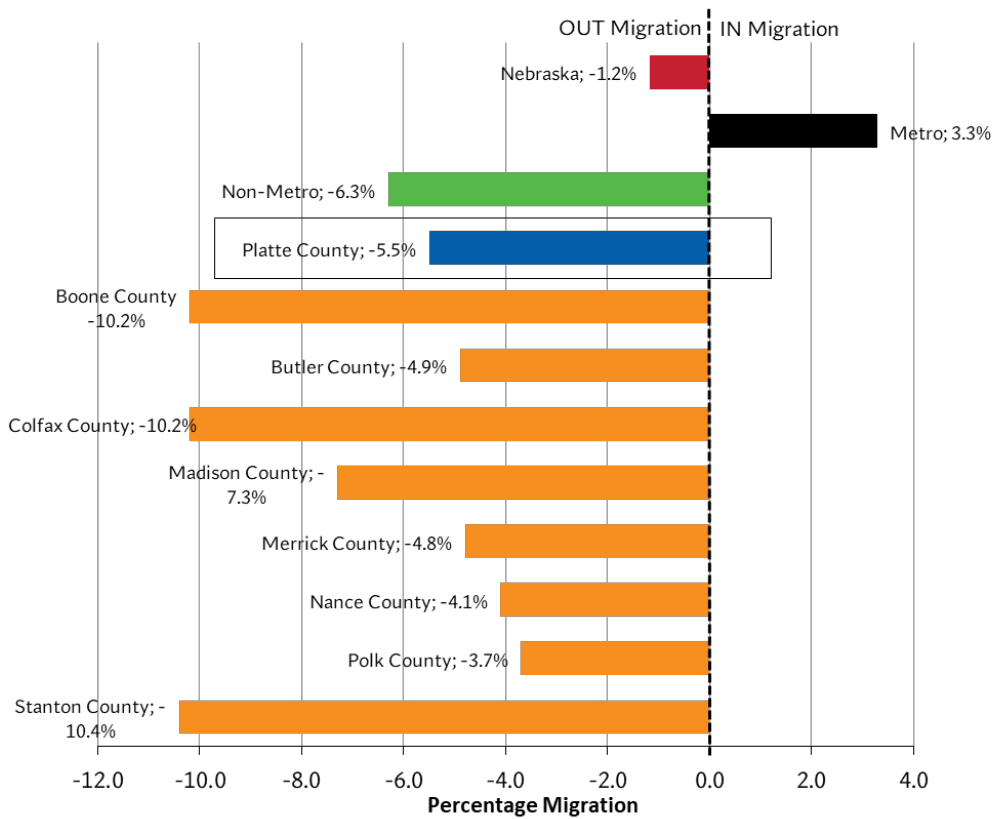
Source: U.S. Bureau of the Census, Census of Population, May 2022

The next two charts (Chart 17 and 18, next page) graphically depict the migration patterns for Nebraska, Platte County, and the surrounding area as a percentage of the previous decade. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). For the 2000–2010 decade, Platte County experienced a net out-migration of 1,732 people or 5.5 percent of its 2000 population.

CHART 17

Net Migration as Percent of 2000 Population • 2000–2010

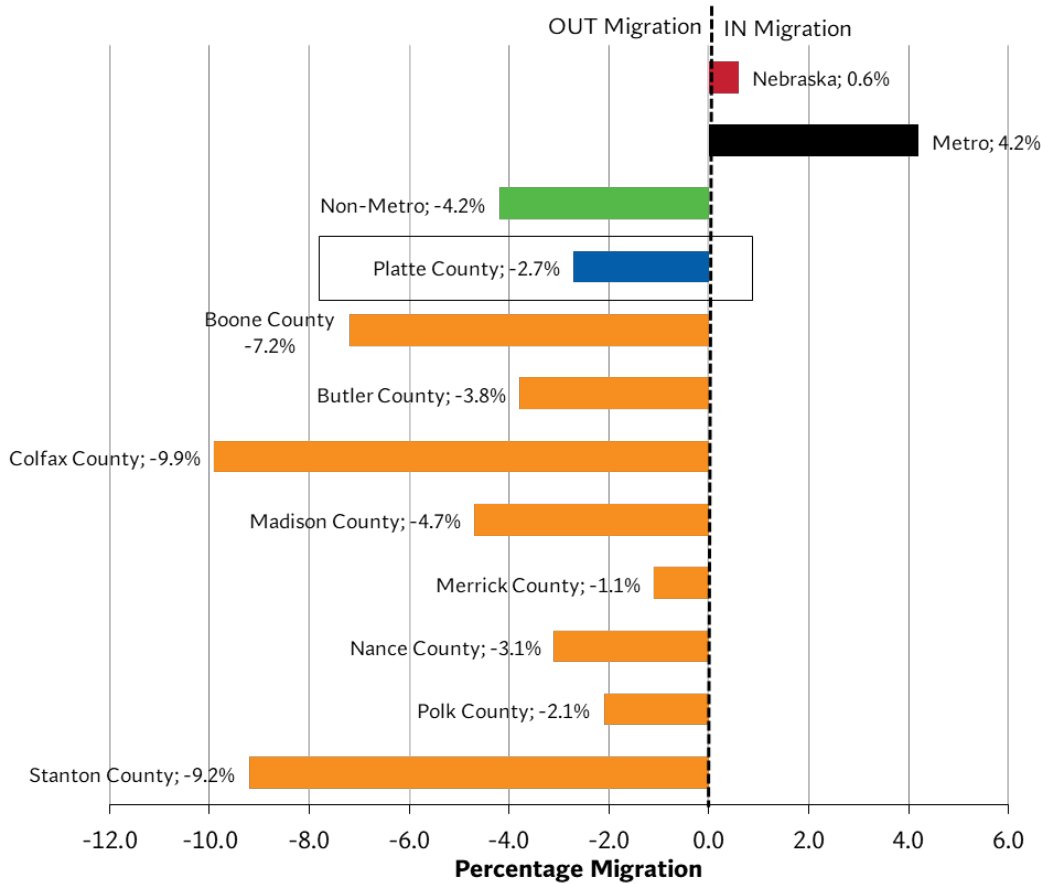
Platte County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2020 (Chart 18), Platte County experienced a net out-migration of 875 people or 2.7 percent of its 2010 population.

CHART 18
Net Migration as Percent of 2010 Population • 2010–2021
 Platte County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2022

The next table and chart (Tables 13 and Chart 19, next page) provide detail on migration patterns. Data reported in these tables are 2017–2021 five-year estimates, which are the latest multiyear estimates available. Multiyear estimates from the American Community Survey are "period" estimates that represent data collected over a period of time (as opposed to "point-in-time" estimates, such as the decennial census, that approximate the characteristics of an area on a specific date). Employment opportunities, cost of living and quality of life influence migration patterns.

Table 13 data show the current population one-year or older is 16 greater than the number of people living in Platte County one-year ago. This indicates Platte County experienced a net increase in its population age one and older and in-migration was greater than out-migration plus the number of deaths.

TABLE 13

5-Year Estimate Population Change Due to Migration and Mortality · 2017–2021

Platte County, Nebraska

Current population one-year or older	33,756
Number of people living in the area one-year ago	33,532
Population change due to migration and mortality	224

Source: American Community Survey, Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States; accessed April 2023

The 2017–2021 five-year estimates in Chart 19 reveal a net loss of 63 people from other Nebraska counties and a net gain of 206 people from other states for a total net gain of 143 people one-year or older. As shown in Chart 19, net gains occurred in the age groups Age 1 to 17 (gain of 125), Age 18 to 23 (gain of 57), Age 25 to 44 (gain of 188), and net losses in age groups Age 45 to 64, (loss of 184), and Age 65 and over, (loss of 43).

Chart 19 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was a gain in residents with a high school diploma or less (gain of 72) and a loss of residents with a bachelor's degree, associate's degree, or some college (loss of 105) and a graduate or professional degree (loss of 6).

CHART 19

Population Change Due to Migration and Mortality Five-Year Estimate · 2017–2021

Platte County and Nebraska

-- Part A: By Age Group --							
Age Group	Moved			Moved			Net Gain From Nebraska Counties and Other States
	Moved to Different Nebraska County	From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	From Different State	Net Gain From Other States	
Age 1 to 17	279	289	10	129	244	115	125
Age 18 to 24	326	323	-3	88	148	60	57
Age 25 to 44	388	436	48	123	263	140	188
Age 45 to 64	191	110	-81	209	106	-103	-184
Age 65 and over	82	45	-37	10	4	-6	-43
Total	1,266	1,203	-63	559	765	206	143

-- Part B: By Educational Attainment --							
Educational Attainment	Moved			Moved			Net Gain From Nebraska Counties and Other States
	Moved to Different Nebraska County	From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	From Different State	Net Gain From Other States	
HS diploma or less	178	124	-54	145	271	126	72
Bachelor's or some college	431	397	-34	152	81	-71	-105
Grad. or Prof. degree	52	70	18	45	21	-24	-6
Total	661	591	-70	342	373	31	-39

Source: American Community Survey, Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States; Geographical Mobility In The Past Year By Educational Attainment For Current Residence In The United States & Geographical Mobility In The Past Year By Educational Attainment For Residence 1 Year Ago In The United States; accessed April 2023

The following chart and table (Chart 20; Table 14) compare the U.S. Census Bureau's age distribution of population for Nebraska as a whole and Platte County. The population of Platte County is older in age than Nebraska as a whole. The median age for Platte County residents in 2019 was 37.8 years of age compared to 36.7 years of age for residents of Nebraska as a whole.

CHART 20

Age Distribution of the Population • 2021

Platte County and Nebraska

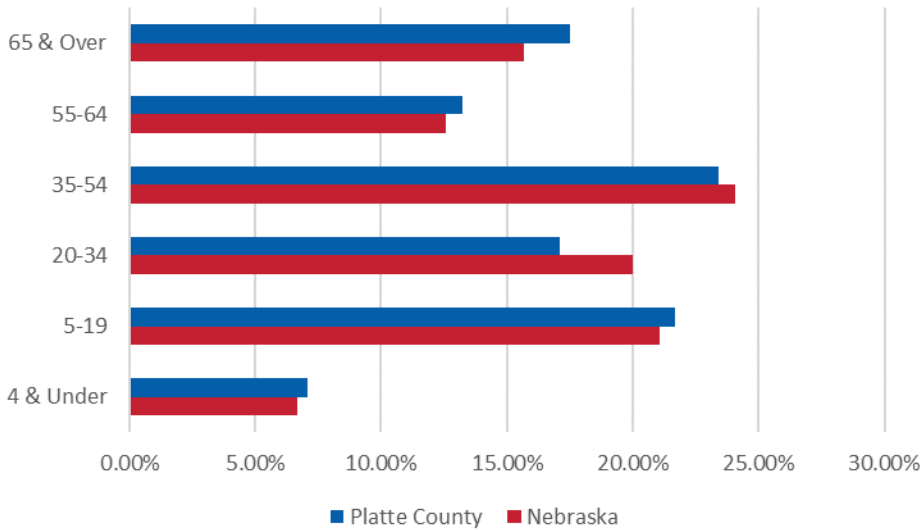


TABLE 14

	Population		Percent	
	Nebraska	Platte County	Nebraska	Platte County
4 & Under	130,400	2,411	6.7%	7.1%
5-19	410,812	7,392	21.1%	21.7%
20-34	390,060	5,834	20.0%	17.1%
35-54	469,460	7,986	24.1%	23.4%
55-64	244,977	4,525	12.6%	13.3%
65 & Over	305,771	5,975	15.7%	17.5%
Total	1,951,480	34,123	100%	100%
Median Age	36.7	37.8		

Source: U.S. Census Bureau; American Community Survey, 2017-2021 5-Year Estimates, Table S0101. Retrieved April 4, 2023 from data.census.gov.

Table 15 shows additional median ages as estimated by the American Community Survey for communities within Platte County and the surrounding counties both as a total and by gender. These are five-year estimates and differ from the U.S. Census Bureau's single-year distributions. Chart 21 graphically depicts the median age distribution for the study area.

TABLE 15

Median Age by Location and Gender • 2021

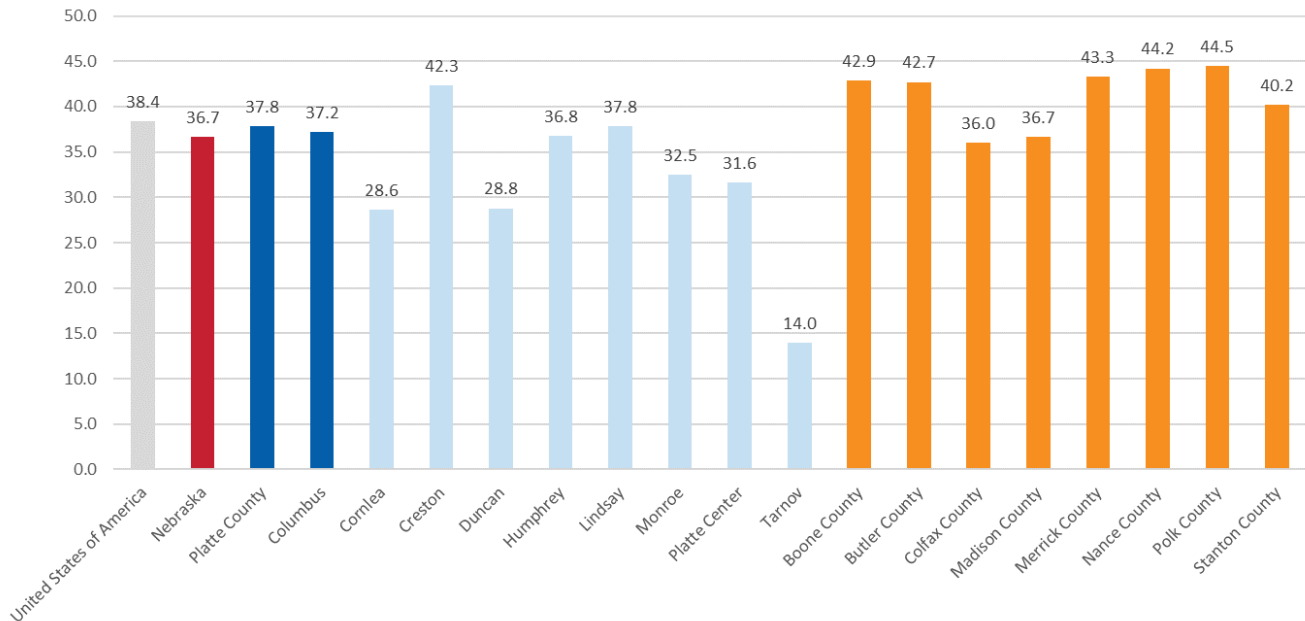
Platte County and the Surrounding Area

	Median Age				Median Age		
	Total	Male	Female		Total	Male	Female
United States of America	38.4	37.3	39.5				
Nebraska	36.7	35.9	37.5				
Platte County	37.8	37.6	38.1				
Columbus	37.2	37.1	37.5	Boone County	42.9	41.2	46.5
Cornlea	28.6	28.5	28.8	Butler County	42.7	42.6	42.8
Creston	42.3	36.0	42.8	Colfax County	36.0	34.7	36.8
Duncan	28.8	26.8	29.9	Madison County	36.7	36.4	37.2
Humphrey	36.8	37.0	36.5	Merrick County	43.3	43.5	43.1
Lindsay	37.8	46.8	37.1	Nance County	44.2	43.5	46.6
Monroe	32.5	37.1	26.6	Polk County	44.5	45.3	43.4
Platte Center	31.6	31.4	34.0	Stanton County	40.2	37.8	41.3
Tarnov	14.0	11.8	53.5				

CHART 21

Median Age by Location • 2021

Platte County and the Surrounding Area



Source: U.S. Census Bureau; American Community Survey, 2017-2021 5-Year Estimates, Table S0101. Retrieved April 4, 2023 from data.census.gov.

RETAIL SALES

Table 16 and Chart 22 show the retail sales (non-motor vehicle) pull factors for Platte County and the surrounding area for 2022. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

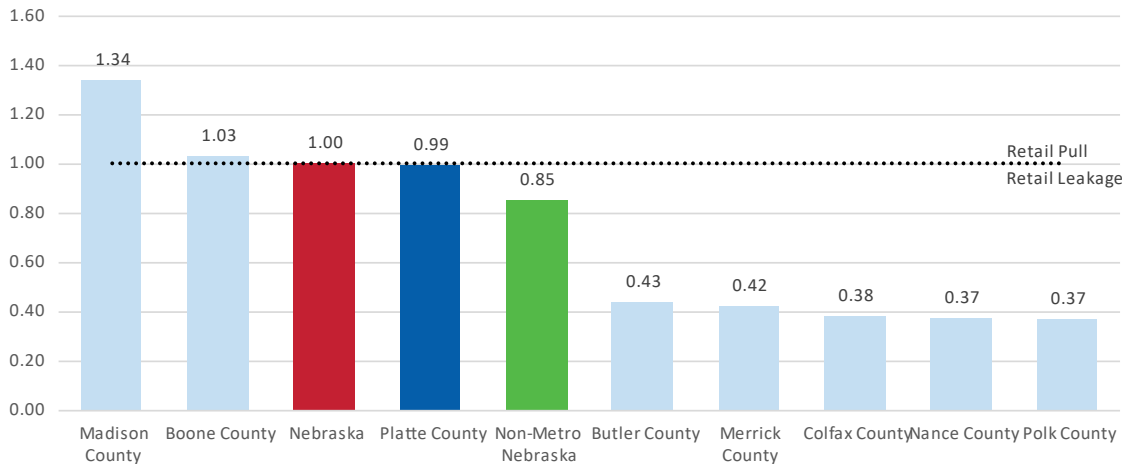
TABLE 16

Retail Sales Non-Motor Vehicles Pull Factors · 2022

Nebraska, Platte County and Surrounding Counties

	2022 Population	2022 Retail Sales (x \$1,000)	2022 Per Capita Sales (\$)	2022 Pull Factor
Nebraska	1,967,923	\$30,977,448	\$15,741	1.00
Non-Metro Nebraska	771,188	\$10,279,275	\$13,329	0.85
Platte County	34,296	\$535,351	\$15,610	0.99
Boone County	5,385	\$87,150	\$16,184	1.03
Butler County	8,427	\$57,443	\$6,817	0.43
Colfax County	10,444	\$62,780	\$6,011	0.38
Madison County	35,368	\$744,941	\$21,063	1.34
Merrick County	7,721	\$51,240	\$6,636	0.42
Nance County	3,326	\$19,496	\$5,862	0.37
Polk County	5,166	\$29,821	\$5,773	0.37

CHART 22



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2023

Reviewing the pull factors at the county level indicates Platte County experiences net retail leakages. The 2022 pull factor of 0.99 indicates, on a per capita basis, retail sales in Platte County are similar to the state's average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Platte County (0.99) with the pull factor for the non-metropolitan area of Nebraska

(0.85) indicates per capita retail sales in Platte County are 17.1 percent above the average per capita retail sales in the non-metropolitan area of Nebraska.

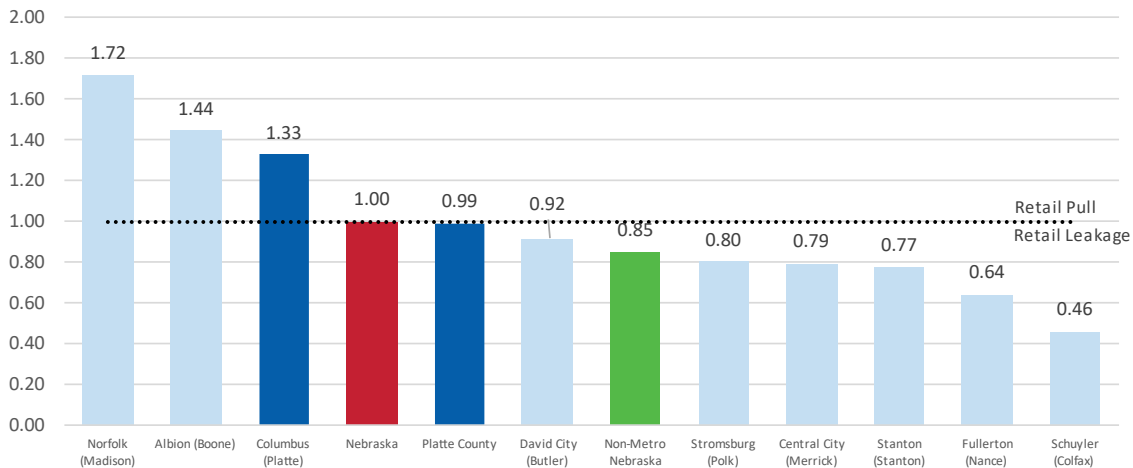
Table 17 and Chart 23 compare the 2022 pull factors for selected area communities. The Platte County community of Columbus's pull factor of 1.33 indicates that, on a per capita basis, non-motor vehicle retail sales in Columbus are approximately 32.8 percent greater than the state's average per capita sales.

TABLE 17
Retail Sales Non-Motor Vehicles Pull Factors • 2022

Nebraska and Selected Study Area Cities

	2022 Population	2022 Retail Sales (x \$1,000)	2022 Per Capita Sales (\$)	2022 Pull Factor
Nebraska	1,967,923	\$30,977,448	\$15,741	1.00
Non-Metro Nebraska	771,188	\$10,279,275	\$13,329	0.85
Platte County	34,296	\$535,351	\$15,610	0.99
Columbus (Platte)	24,195	\$505,845	\$20,907	1.33
Albion (Boone)	1,703	\$38,689	\$22,718	1.44
David City (Butler)	3,015	\$43,447	\$14,410	0.92
Schuyler (Colfax)	6,456	\$46,394	\$7,186	0.46
Norfolk (Madison)	25,928	\$700,513	\$27,018	1.72
Central City (Merrick)	3,078	\$38,251	\$12,427	0.79
Fullerton (Nance)	1,240	\$12,495	\$10,077	0.64
Stromsburg (Polk)	1,144	\$14,464	\$12,643	0.80
Stanton (Stanton)	1,490	\$18,090	\$12,141	0.77

CHART 23



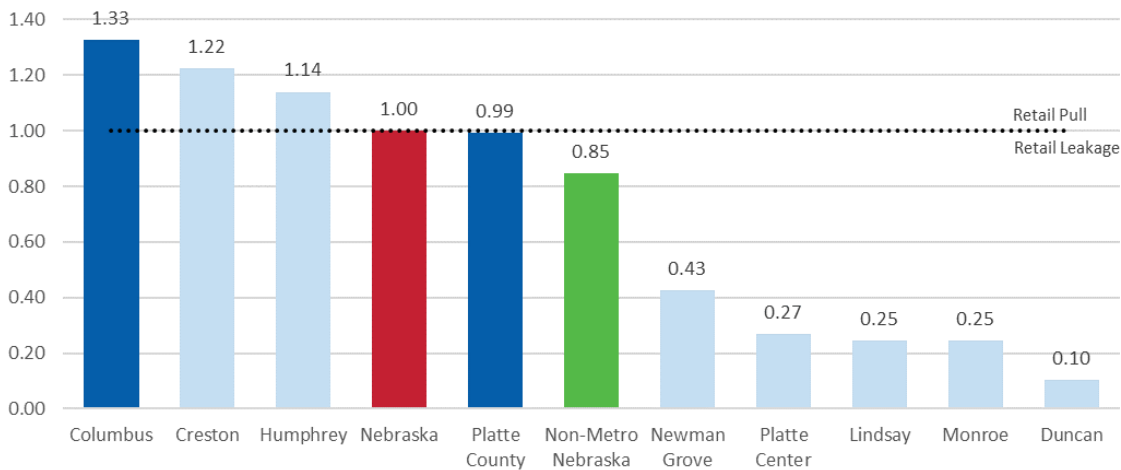
Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2023

Table 18 (sorted by population) and Chart 24 (sorted by pull factor) further break down the 2022 pull factors into the communities reporting retail sales figures within Platte County. As this table indicates, the community of Columbus had the strongest pull factor (1.33) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.99 for Platte County in 2022.

TABLE 18**Retail Sales Non-Motor Vehicles Pull Factors • 2022**

Nebraska and Available Platte County Communities

	2022 Population	2022 Retail Sales (x \$1,000)	2022 Per Cap Sales (\$)	2022 Pull Factor
Nebraska	1,967,923	\$30,977,448	\$15,741	1.00
Non-Metro Nebraska	771,188	\$10,279,275	\$13,329	0.85
Platte County	34,296	\$535,351	\$15,610	0.99
Columbus	24,195	\$505,845	\$20,907	1.33
Creston	172	\$3,316	\$19,280	1.22
Duncan	388	\$629	\$1,621	0.10
Humphrey	844	\$15,149	\$17,949	1.14
Lindsay	287	\$3,494	\$12,175	0.25
Monroe	287	\$4,423	\$15,413	0.25
Newman Grove	640	\$4,291	\$6,704	0.43
Platte Center	327	\$1,382	\$4,227	0.27

CHART 24

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2023

Table 19 (sorted by population) and Chart 25 (sorted by pull factor) show the 2022 pull factors for Nebraska, Columbus, and eight other similarly sized communities selected from around the state. Papillion's pull factor of 2.60 leads the group for 2022 thus indicating Papillion has greater retail pull.

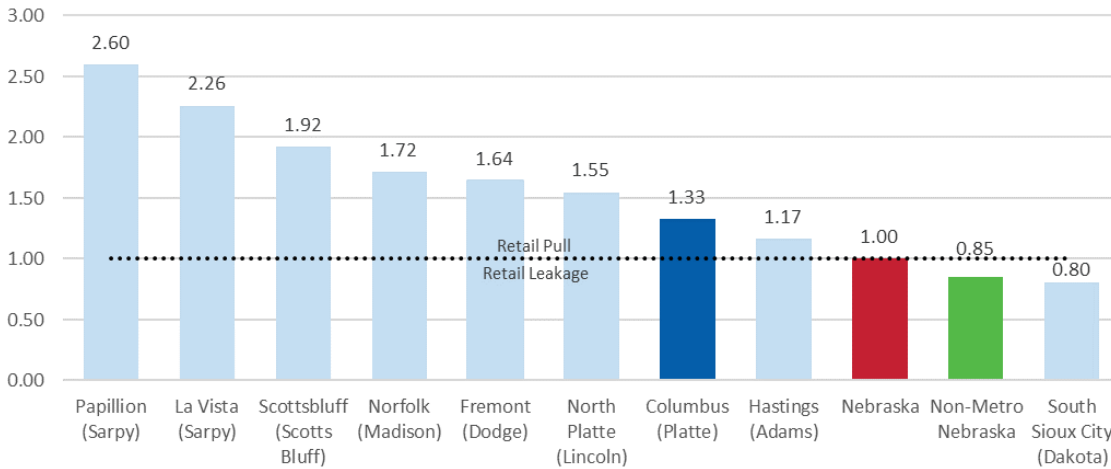
TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors • 2022

Columbus & Other Similarly Sized Nebraska Communities

	2022 Population	2022 Retail Sales (x \$1,000)	2022 Per Cap Sales (\$)	2022 Pull Factor
Nebraska	1,967,923	\$30,977,448	\$15,741	1.00
Non-Metro Nebraska	771,188	\$10,279,275	\$13,329	0.85
Columbus (Platte)	24,195	\$505,845	\$20,907	1.33
Fremont (Dodge)	27,318	\$707,252	\$25,890	1.64
Hastings (Adams)	24,927	\$458,282	\$18,385	1.17
Norfolk (Madison)	25,928	\$700,513	\$27,018	1.72
Papillion (Sarpy)	23,794	\$972,391	\$40,867	2.60
North Platte (Lincoln)	22,722	\$554,075	\$24,385	1.55
La Vista (Sarpy)	16,379	\$582,871	\$35,586	2.26
Scottsbluff (Scotts Bluff)	14,283	\$431,465	\$30,208	1.92
South Sioux City (Dakota)	13,706	\$173,417	\$12,653	0.80

CHART 25



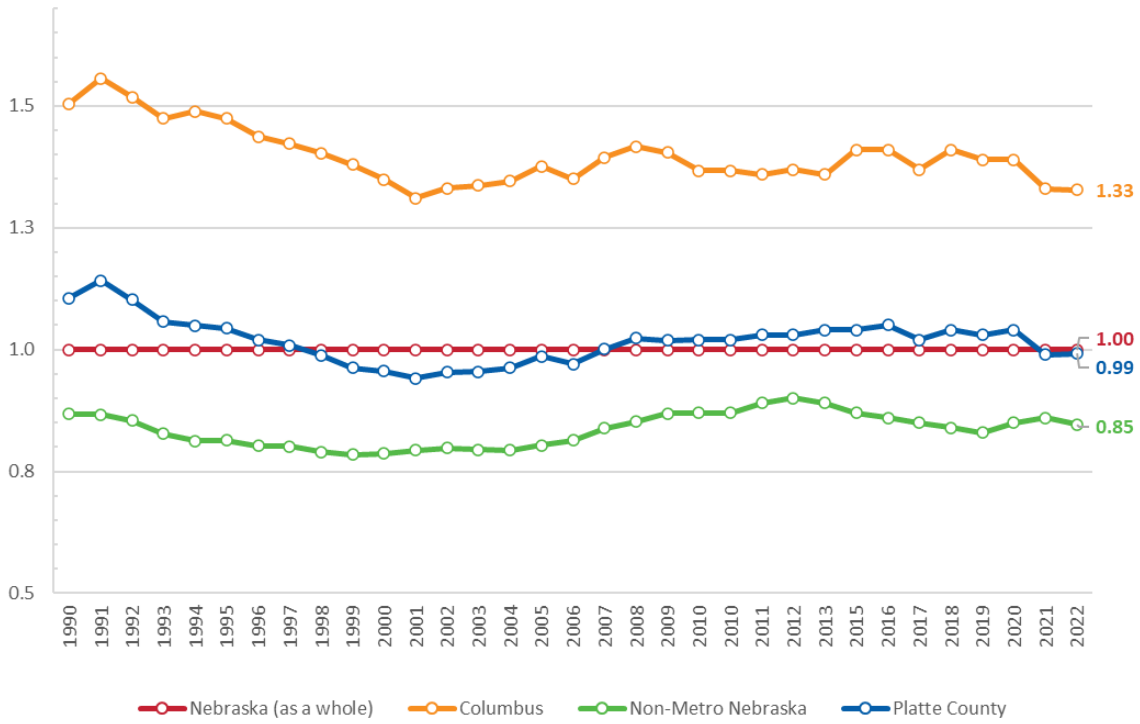
Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2023

Chart 26 illustrates the pull factor trend for Columbus, Platte County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2022. In examining the timeline, the city of Columbus shows retail pull fluctuating well above the state average throughout the entire study period. Data within Platte County (as a whole) also shows the pull factor above the non-metropolitan county average and similar to the Nebraska (as a whole) average throughout the time period.

CHART 26

Pull Factors • 1990–2022

Columbus, Platte County, Non-Metro & Nebraska (as a whole)



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2023

PER CAPITA PERSONAL INCOME

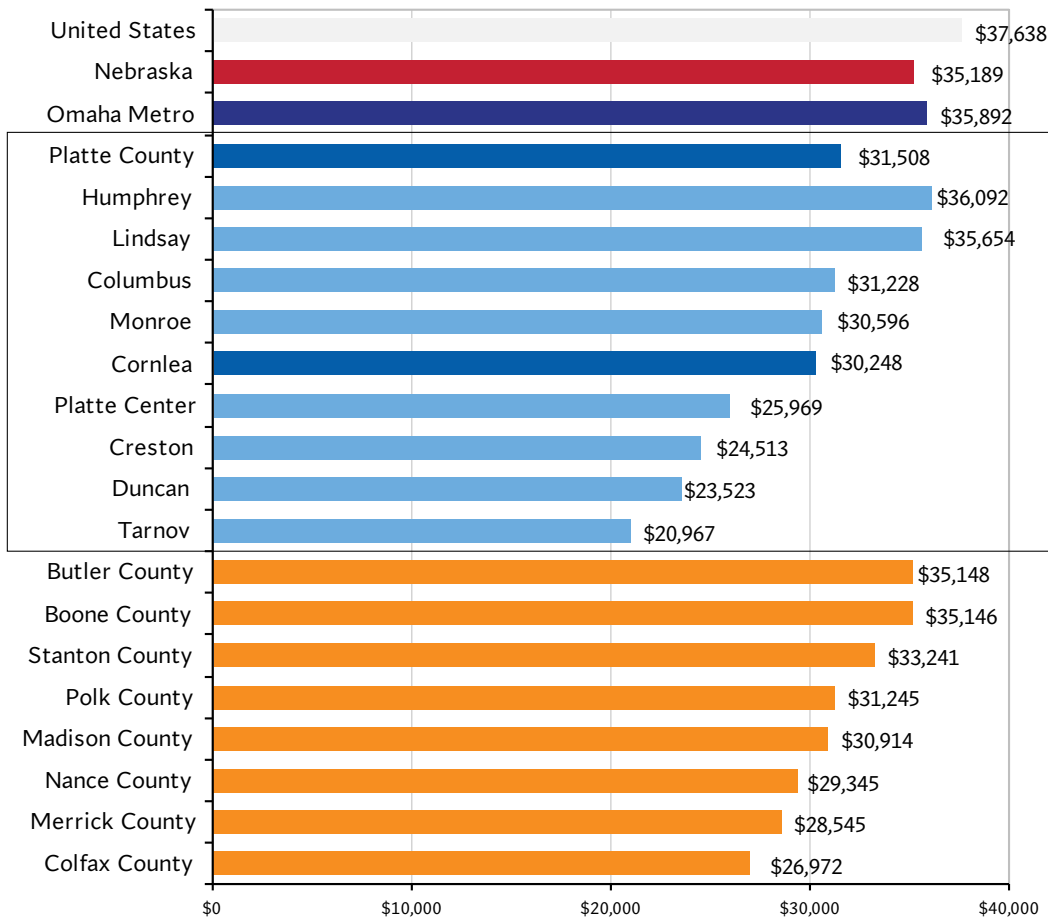
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources, including earnings, retirement income, and public assistance.

The 2017-2021 five-year estimates show per capita personal income for Platte County is estimated to be \$31,508 compared to \$35,189 for Nebraska as a whole.

CHART 27

Per Capita Personal Income • 2017–2021

Nebraska, Platte County & Surrounding Counties



Source: U.S. Census Bureau 2016–2020 American Community Survey, accessed March 2023

MEDIAN HOUSEHOLD INCOME

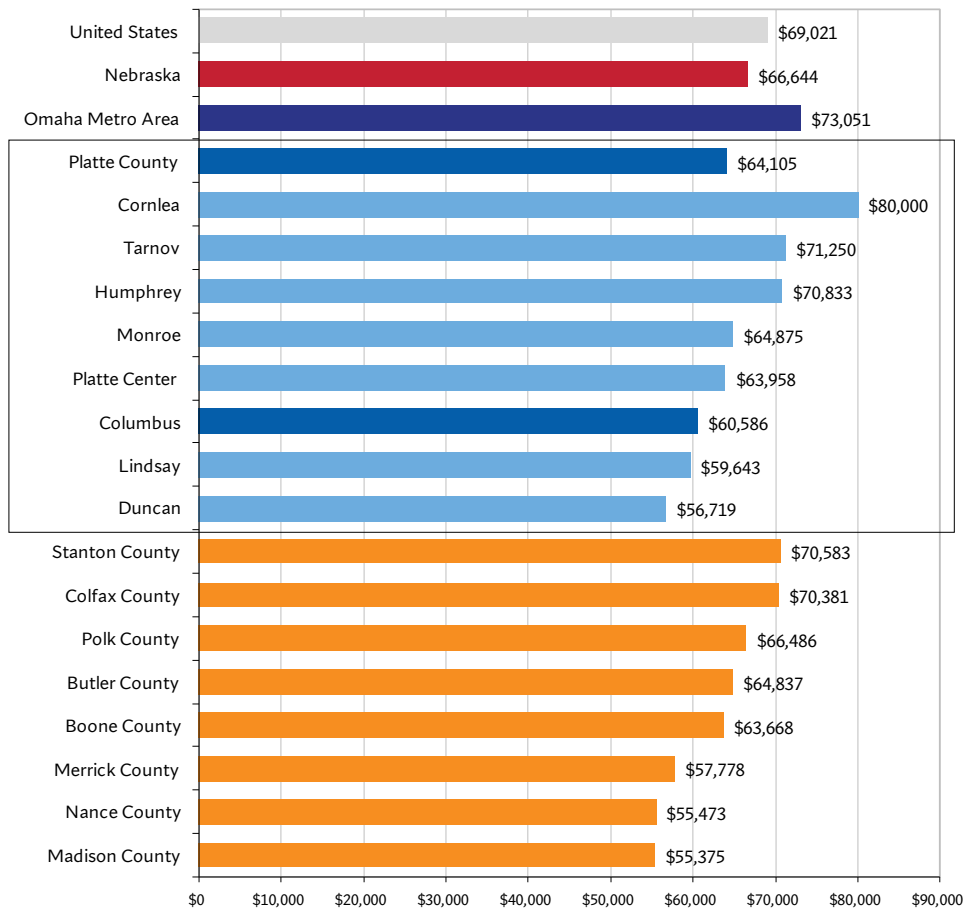
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single person.

The 2017-2021 five-year estimates show median household income for Platte County is estimated to be \$64,105 compared to \$66,644 for Nebraska as a whole.

CHART 28

Median Household Income • 2017–2021

Nebraska, Platte County & Surrounding Counties



Source: U.S. Census Bureau 2017–2021 American Community Survey, accessed April 2023