

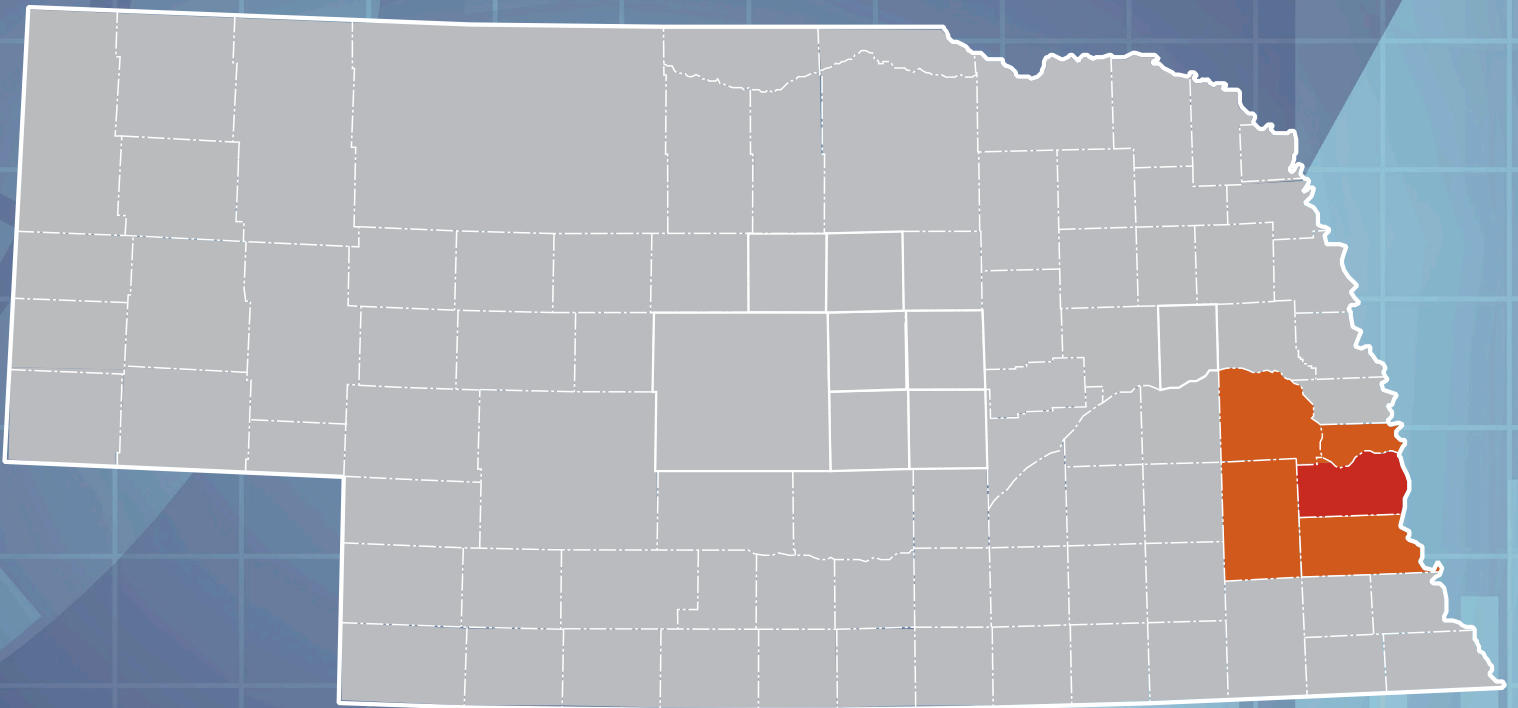
DECEMBER 2022 STUDY



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ECONOMIC AND DEMOGRAPHIC TRENDS

Plattsmouth, Cass County and the Surrounding Area

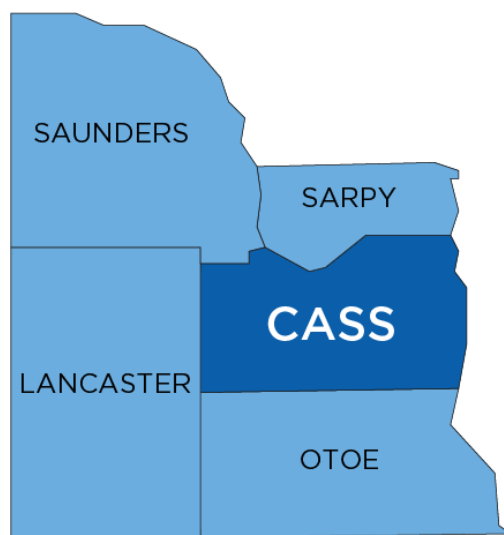


Prepared by:
Melissa Trueblood, PhD

Nebraska Public Power District
Economic Development Department
1327 H Street
Lincoln, NE 68508-3751
(402) 465-3537 • mltruebl@nppd.com

Available Online @ sites.nppd.com

ECONOMIC AND DEMOGRAPHIC TRENDS IN **Plattsmouth, Cass County** AND THE SURROUNDING AREA



This study provides data on the labor force, employment, commuting patterns, population, migration, retail sales, and income for Cass County. For select measures, comparable data are provided for the surrounding area (selected counties and communities). The map above shows the general area for which selected comparable data are shown. In addition to Cass County, other counties included in this area are Sarpy, Saunders, Lancaster and Otoe. The retail sales section also compares retail growth between Plattsmouth and eight similarly sized Nebraska communities.

LABOR FORCE AND EMPLOYMENT

Table 1 and Chart 1 (next page) present nonfarm wage and salary data for Cass 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 Cass County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Cass County increased 20.3 percent (979 jobs) between 2011 and 2021.

Table 1 and Chart 1 also provide employment data for Cass County by major economic sector for years 2011–2021. The Construction sector recorded the largest percentage increase in employment between 2011 and 2021 (89.8 percent or 203 jobs). The Trade, Transportation & Utilities sector recorded the largest actual employment increase between 2011 and 2021 (312 jobs or 27.9 percent).

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	% Change 2011-2021	# Change 2011-2021
Nonfarm W&S Employment	4,816	5,010	5,163	5,500	5,471	5,647	5,764	5,814	5,810	5,593	5,795	20.3	979
Total Private Industries	3,450	3,634	3,775	4,087	4,057	4,243	4,377	4,433	4,415	4,255	4,428	28.3	978
Goods Producing	844	908	946	988	1,043	1,120	1,177	1,215	1,186	1,210	1,187	40.6	343
Natural Resources & Mining	192	195	201	225	235	248	267	251	245	252	249	29.7	57
Construction	226	257	264	270	292	340	352	379	341	364	429	89.8	203
Manufacturing	426	456	481	494	515	532	559	585	599	595	509	19.5	83
Service Providing	2,607	2,725	2,829	3,099	3,015	3,123	3,200	3,218	3,230	3,045	3,241	24.3	634
Trade, Transportation & Utilities	1,120	1,155	1,256	1,472	1,449	1,462	1,477	1,463	1,429	1,388	1,432	27.9	312
Information	11	10	9	10	11	17	22	22	19	19	20	81.8	9
Financial Activities	236	232	221	232	225	237	243	235	237	222	227	-3.8	-9
Professional & Business Services	164	174	171	182	209	215	240	254	261	267	265	61.6	101
Education & Health Services	372	397	462	450	435	452	458	446	454	440	471	26.6	99
Leisure & Hospitality	547	560	561	592	524	590	617	660	673	565	661	20.8	114
Other Services, except Public	157	198	149	160	163	150	143	138	157	143	167	6.4	10
Government	1,366	1,376	1,388	1,413	1,414	1,404	1,387	1,381	1,395	1,338	1,367	0.1	1
Federal	69	67	66	65	63	63	60	62	69	69	69	0.0	0
State	95	93	89	89	87	92	90	91	97	101	113	18.9	18
Local	1,202	1,217	1,233	1,259	1,263	1,249	1,237	1,229	1,229	1,168	1,186	-1.3	-16

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2022
Labor Force & Work Summary, 2010-2021, Annual, Cass County, Nebraska (June 2022 data)

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

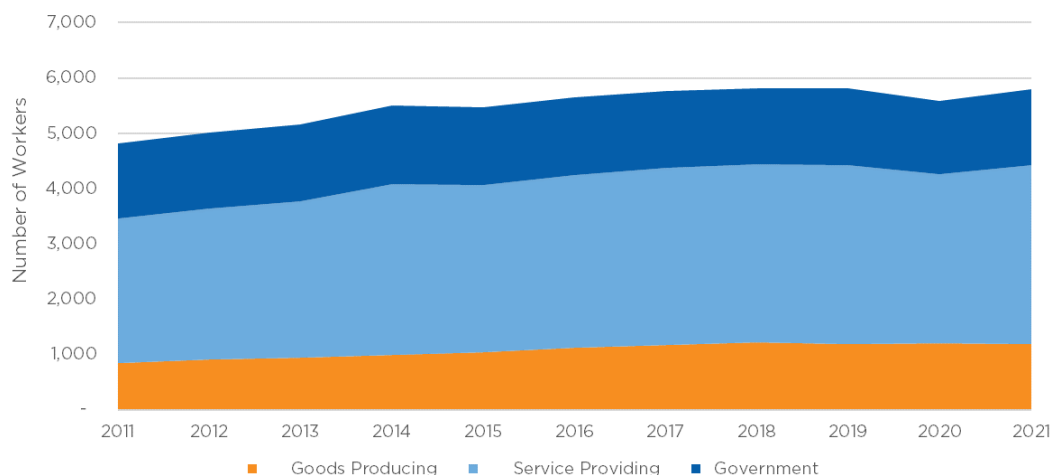


Chart 2 compares total nonfarm wage and salary employment growth in Cass County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2011–2021. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster,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

As this chart indicates, total nonfarm wage and salary employment in Cass County increased 20.3 percent (979 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

Cass County, Nebraska, Metro and Non-Metro Nebraska

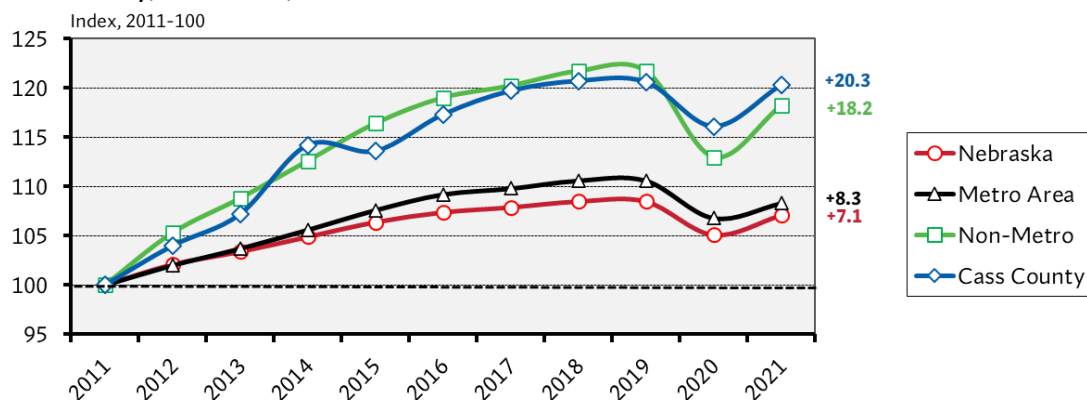
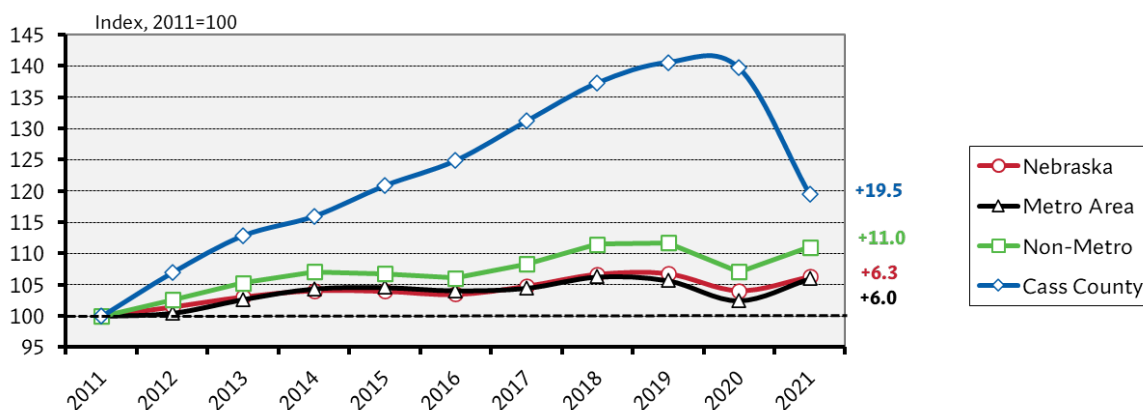


Chart 3 presents data on manufacturing wage and salary employment growth for Cass County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Cass County recorded a 19.5 percent increase in employment (83 jobs) between 2011 and 2021. This compares to an 11 percent increase in employment for non-metropolitan Nebraska; a 6.3 percent increase for Nebraska as a whole; and a 6 percent increase for metropolitan Nebraska over the same period.

CHART 3

Manufacturing W&S Employment • 2011–2021

Cass County, Nebraska, Metro and Non-Metro Nebraska



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

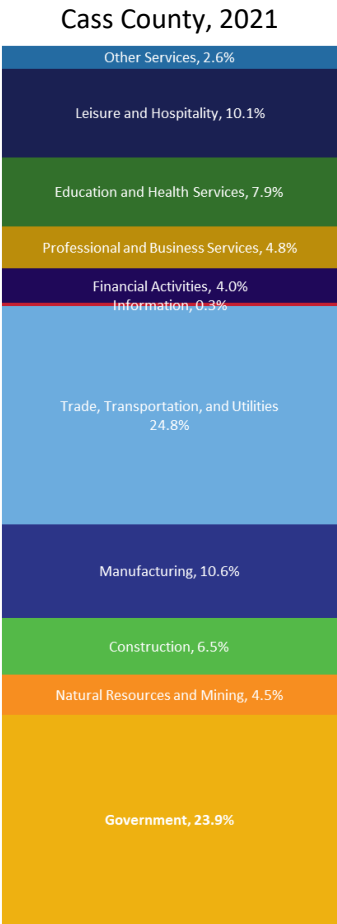
The next series of pie charts (Charts 4, 5 and 6) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Cass County compared to the non-metropolitan and metropolitan distributions.

When comparing the Cass County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Education and Health Services sector, which makes up 7.9 percent of the county workforce (440 employees) compared to 14.5 percent for non-metropolitan Nebraska; a difference of 6.6 percent. Comparing Cass County to the overall metropolitan distribution, the largest deviation is found in the Government sector (23.9 percent Cass County vs. 14.1 percent metropolitan Nebraska; a difference of 9.8 percent).

CHART 4, 5 & 6

Nonfarm W&S Employment by Major Economic Sector

Cass County, 2021



Non-Metropolitan Nebraska, 2021



Metropolitan Nebraska, 2021



Source: U.S. Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Cass 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 an increase in the number of Cass County residents participating in the labor force between 2011 and 2021 (1.3 percent or 169 people).

The number of those unemployed in Cass County decreased by 48.5 percent (341 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 Cass County unemployment rate was 2.7 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

Cass County, Nebraska · 2011–2021

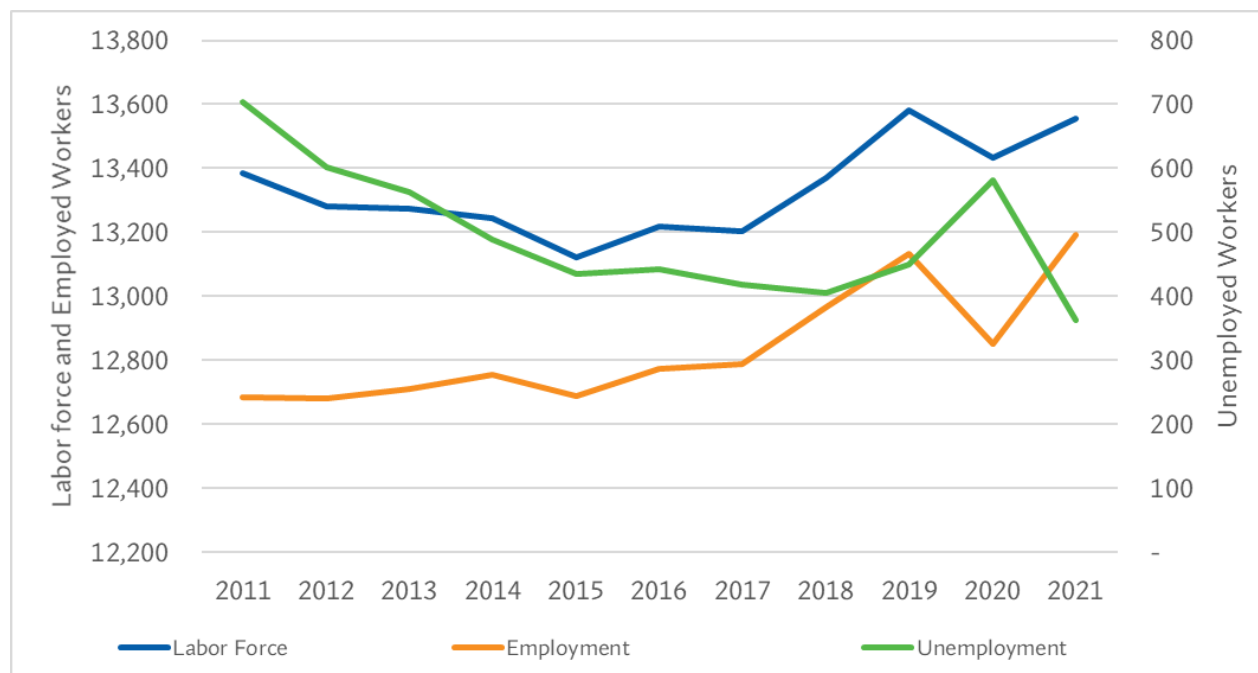
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	% Change 2011-2021	# Change 2011-2021
Labor Force	13,385	13,282	13,274	13,244	13,123	13,217	13,204	13,371	13,583	13,432	13,554	1.3	169
Employment	12,682	12,681	12,711	12,755	12,688	12,774	12,786	12,966	13,133	12,851	13,192	4.0	510
Unemployment	703	601	563	489	435	443	418	405	450	581	362	-48.5	-341
Unemployment Rate	5.3	4.5	4.2	3.7	3.3	3.4	3.2	3.0	3.3	4.3	2.7	N/A	N/A

(N/A) - Data not available

CHART 7

Labor Force & Employment Trends

Cass 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 Cass 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 Plattsmouth are from 2019.

Table 3 (pages 6–7) examines the Work Destination area for Cass County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 3,003 county labor force participants holding primary jobs. As Table 3 shows, 93.9 percent of Plattsmouth's labor force participants are employed within the state of Nebraska. Approximately 23.3 percent of Plattsmouth workers remain within Cass County for employment with 76.7 percent leaving the county borders for work (next page). The top ten incorporated places where Plattsmouth's labor force participants are employed are also shown on the following page.

TABLE 3

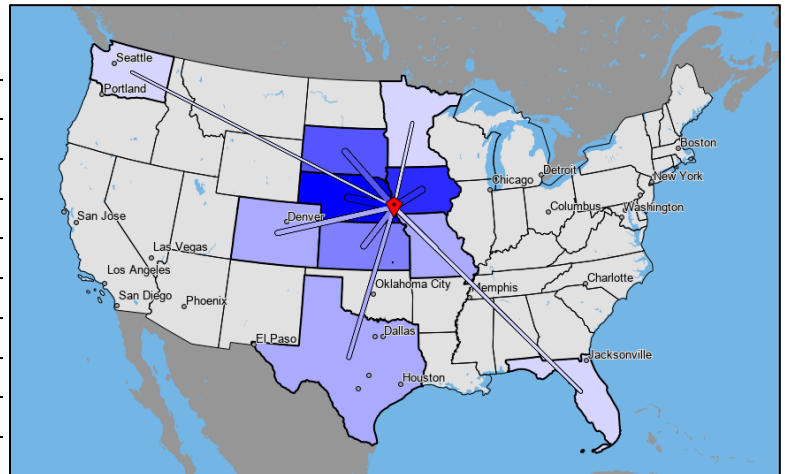
Work Destination Report • 2019

Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	3,003	100.0%

By States

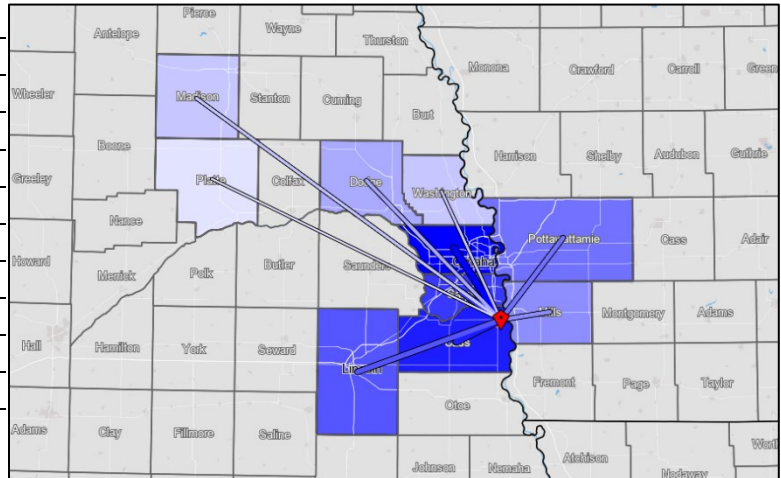
	Count	Share
Nebraska	2,820	93.9%
Iowa	143	4.8%
South Dakota	12	0.4%
Kansas	7	0.2%
Colorado	3	0.1%
Missouri	3	0.1%
Texas	3	0.1%
Florida	2	0.1%
Minnesota	2	0.1%
Washington	2	0.1%
All Other Locations	6	0.2%



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

By Counties

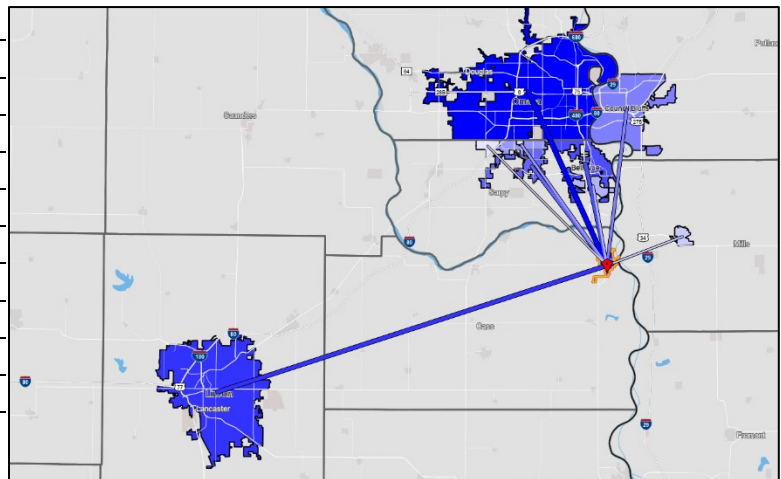
	Count	Share
Douglas County, NE	1,201	40.0%
Cass County, NE	701	23.3%
Sarpy County, NE	500	16.7%
Lancaster County, NE	189	6.3%
Pottawattamie County, IA	78	2.6%
Mills County, IA	34	1.1%
Dodge County, NE	20	0.7%
Madison County, NE	19	0.6%
Washington County, NE	19	0.6%
Platte County, NE	18	0.6%
All Other Locations	224	7.5%



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

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

	Count	Share
Omaha city, NE	1,165	38.8%
Plattsmouth city, NE	544	18.1%
Lincoln city, NE	182	6.1%
Bellevue city, NE	148	4.9%
Papillion city, NE	101	3.4%
Council Bluffs city, IA	67	2.2%
La Vista city, NE	54	1.8%
Offutt AFB CDP, NE	32	1.1%
Glenwood city, IA	26	0.9%
Chalco CDP, NE	25	0.8%
All Other Locations	659	21.9%



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

People also travel from other locations to work in Plattsmouth—this is the Home Destination Report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Plattsmouth. The Census identified 1,733 primary jobs within Plattsmouth. As Table 4 indicates, 93.2 percent of these jobs are held by Nebraska residents. Approximately 58.7 percent of Plattsmouth workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

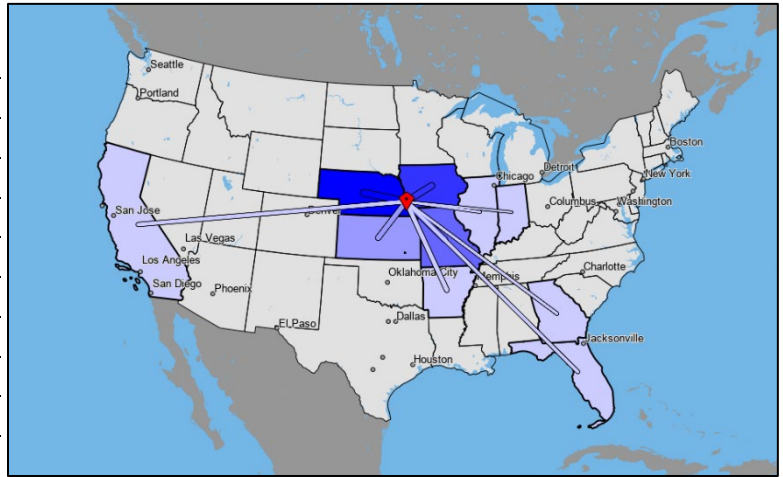
TABLE 4**Home Destination Report • 2019**

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	1,733	100.0%

By States

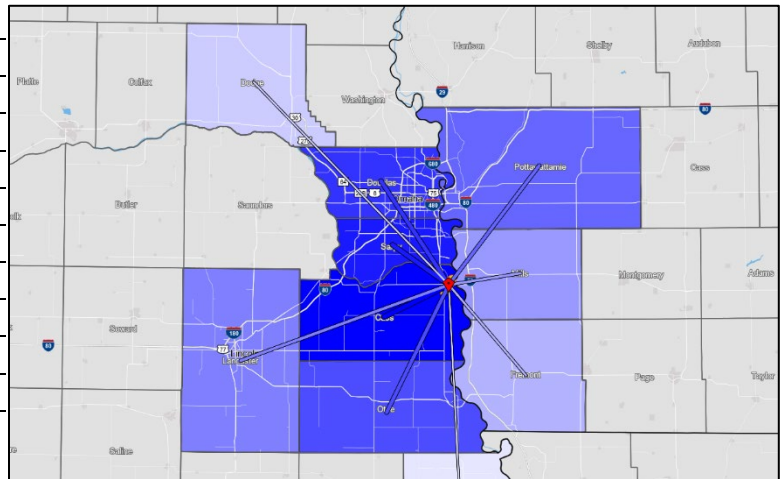
	Count	Share
Nebraska	1,616	93.2%
Iowa	104	6.0%
Missouri	3	0.2%
Kansas	2	0.1%
Arkansas	1	0.1%
California	1	0.1%
Florida	1	0.1%
Georgia	1	0.1%
Illinois	1	0.1%
Indiana	1	0.1%
All Other Locations	2	0.1%



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

By Counties

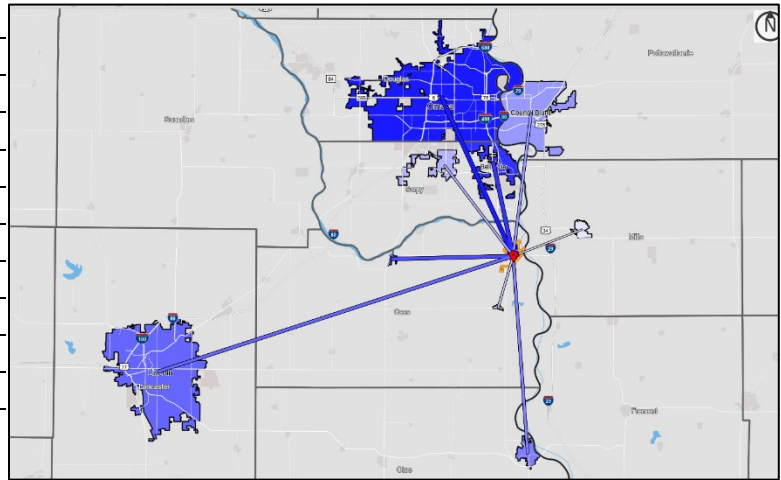
	Count	Share
Cass County, NE	1,018	58.7%
Sarpy County, NE	247	14.3%
Douglas County, NE	152	8.8%
Otoe County, NE	48	2.8%
Pottawattamie County, IA	35	2.0%
Lancaster County, NE	32	1.8%
Mills County, IA	28	1.6%
Fremont County, IA	17	1.0%
Dodge County, NE	12	0.7%
Nemaha County, NE	10	0.6%
All Other Locations	134	7.7%



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

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

	Count	Share
Plattsmouth city, NE	544	31.4%
Omaha city, NE	142	8.2%
Bellevue city, NE	93	5.4%
Louisville city, NE	36	2.1%
Lincoln city, NE	31	1.8%
Nebraska City city, NE	30	1.7%
Council Bluffs city, IA	23	1.3%
Papillion city, NE	22	1.3%
Murray village, NE	17	1.0%
Glenwood city, IA	11	0.6%
All Other Locations	784	45.2%



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 Plattsmouth 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 Plattsmouth. More detailed figures can also be found in Tables 6–8 (pages 10–12).

TABLE 5

Inflow/Outflow Report

Plattsmouth, Cass County, Primary Jobs

Selection Area Labor Market Size (Primary Jobs)	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,733	100.0%	1,841	100.0%	1,791	100.0%
Living in the Selection Area	3,003	173.3%	3,174	172.4%	3,112	173.8%
Net Job Inflow (+) or Outflow (-)	-1,270	-	-1,333	-	-1,321	-

In-Area Labor Force Efficiency (Primary Jobs)	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	3,003	100.0%	3,174	100.0%	3,112	100.0%
Living and Employed in the Selection Area	544	18.1%	570	18.0%	567	18.2%
Living in the Selection Area but Employed Outside	2,459	81.9%	2,604	82.0%	2,545	81.8%

In-Area Employment Efficiency (Primary Jobs)	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,733	100.0%	1,841	100.0%	1,791	100.0%
Employed and Living in the Selection Area	544	31.4%	570	31.0%	567	31.7%
Employed in the Selection Area but Living Outside	1,189	68.6%	1,271	69.0%	1,224	68.3%

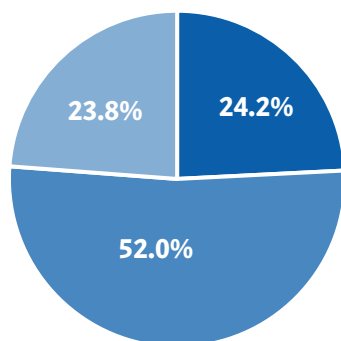
TABLE 6

Worker Outflow by Job Characteristic

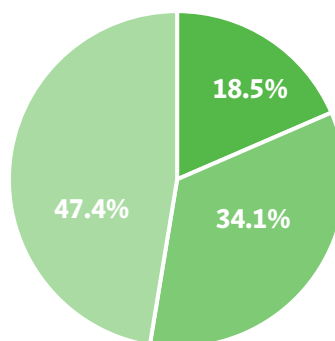
Plattsmouth, Cass County

Outflow Job Characteristics	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	2,459	100.0%	2,604	100.0%	2,545	100.0%
Workers Aged 29 or younger	596	24.2%	612	23.5%	592	23.3%
Workers Aged 30 to 54	1,278	52.0%	1,352	51.9%	1,357	53.3%
Workers Aged 55 or older	585	23.8%	640	24.6%	596	23.4%
Workers Earning \$1,250 per month or less	456	18.5%	462	17.7%	478	18.8%
Workers Earning \$1,251 to \$3,333 per month	838	34.1%	958	36.8%	996	39.1%
Workers Earning More than \$3,333 per month	1,165	47.4%	1,184	45.5%	1,071	42.1%
Workers in the "Goods Producing" Industry Class	435	17.7%	452	17.4%	467	18.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	623	25.3%	673	25.8%	684	26.9%
Workers in the "All Other Services" Industry Class	1,401	57.0%	1,479	56.8%	1,394	54.8%

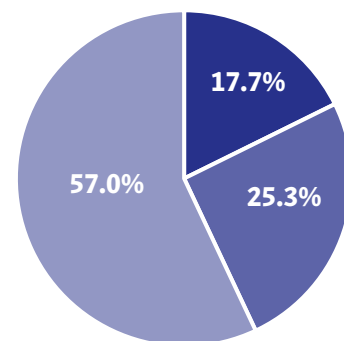
CHART 8, 9 & 10



- 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

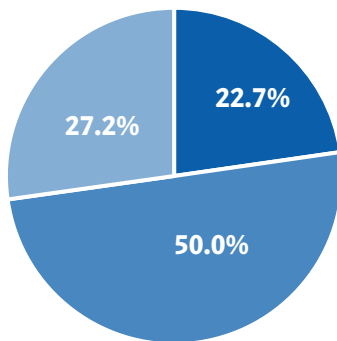


- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

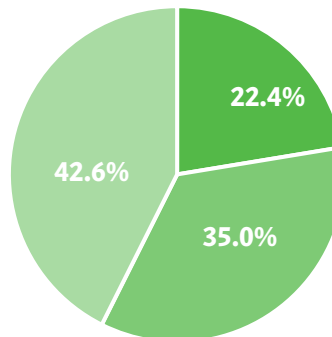
TABLE 7**Worker Inflow by Job Characteristic**

Plattsmouth, Cass County

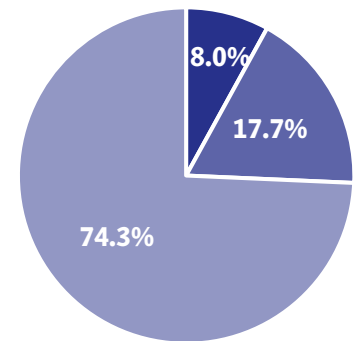
Inflow Job Characteristics	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,189	100.0%	1,271	100.0%	1,224	100.0%
Workers Aged 29 or younger	270	22.7%	280	22.0%	295	24.1%
Workers Aged 30 to 54	595	50.0%	624	49.1%	610	49.8%
Workers Aged 55 or older	324	27.2%	367	28.9%	319	26.1%
Workers Earning \$1,250 per month or less	266	22.4%	291	22.9%	283	23.1%
Workers Earning \$1,251 to \$3,333 per month	416	35.0%	477	37.5%	449	36.7%
Workers Earning More than \$3,333 per month	507	42.6%	503	39.6%	492	40.2%
Workers in the "Goods Producing" Industry Class	95	8.0%	99	7.8%	81	6.6%
Workers in the "Trade, Transportation, and Utilities" Industry Class	210	17.7%	253	19.9%	253	20.7%
Workers in the "All Other Services" Industry Class	884	74.3%	919	72.3%	890	72.7%

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

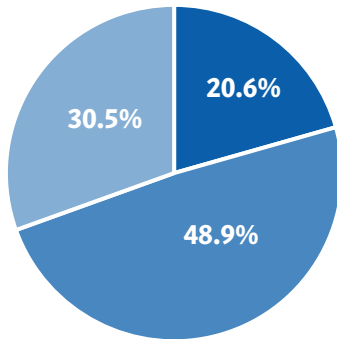


- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

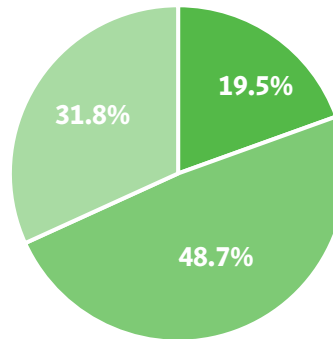
TABLE 8**Worker Interior by Job Characteristic**

Plattsburgh, Cass County

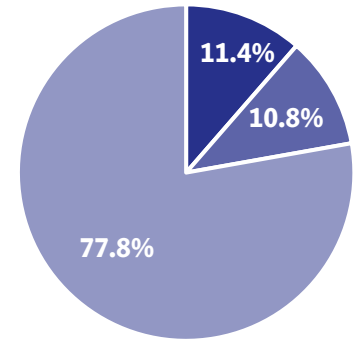
Interior Flow Job Characteristics	2019		2018		2017	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	544	100.0%	570	100.0%	567	100.0%
Workers Aged 29 or younger	112	20.6%	129	22.6%	127	22.4%
Workers Aged 30 to 54	266	48.9%	274	48.1%	273	48.1%
Workers Aged 55 or older	166	30.5%	167	29.3%	167	29.5%
Workers Earning \$1,250 per month or less	106	19.5%	158	27.7%	164	28.9%
Workers Earning \$1,251 to \$3,333 per month	265	48.7%	274	48.1%	258	45.5%
Workers Earning More than \$3,333 per month	173	31.8%	138	24.2%	145	25.6%
Workers in the "Goods Producing" Industry Class	62	11.4%	73	12.8%	58	10.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	59	10.8%	74	13.0%	78	13.8%
Workers in the "All Other Services" Industry Class	423	77.8%	423	74.2%	431	76.0%

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 Plattsmouth and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Plattsmouth is fewer in 2019 compared to 2015. The distribution of miles traveled to work has remained about the same 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	3,003	100.0%	3,174	100.0%	3,112	100.0%
Less than 10 miles	824	27.4%	892	28.1%	864	27.8%
10 to 24 miles	1,673	55.7%	1,808	57.0%	1,721	55.3%
25 to 50 miles	281	9.4%	277	8.7%	311	10.0%
Greater than 50 miles	225	7.5%	197	6.2%	216	6.9%

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

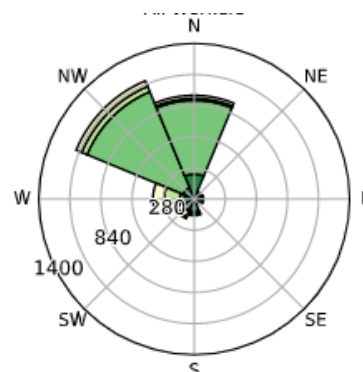


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Plattsmouth and the distance to their homes. Looking at Table 10, the number of primary jobs held within Cass County has increased since 2015. The data also show the majority of Plattsmouth employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

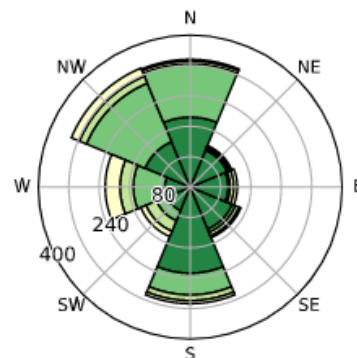
TABLE 10 & FIGURE 2

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	1,733	100.0%	1,841	100.0%	1,791	100.0%
Less than 10 miles	999	57.6%	1,010	54.9%	1,020	57.0%
10 to 24 miles	495	28.6%	560	30.4%	514	28.7%
25 to 50 miles	132	7.6%	139	7.6%	137	7.6%
Greater than 50 miles	107	6.2%	132	7.2%	120	6.7%

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 Cass County and the surrounding area. As Table 11 indicates, Cass County's population experienced an average annual increase of 0.8 percent between 1970 and 2010 for a total increase of 39.6 percent or 7,165 people. This population increase compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Cass County reported an average annual 0.6 percent increase in population from 2010 to 2021 (1,776 people total).

TABLE 11

County Population • 1970–2021

Cass 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
Cass County	18,076	20,297	21,318	24,334	25,241	27,017	0.8	0.6
Sarpy County	66,200	86,015	102,583	122,595	158,840	193,418	2.2	1.8
Saunders County	17,018	18,716	18,285	19,830	20,780	22,787	0.5	0.8
Lancaster County	167,972	192,884	213,641	250,291	285,407	324,514	1.3	1.2
Otoe County	15,576	15,183	14,252	15,396	15,740	15,930	0.0	0.1

Table 12 data reveals the population of Cass 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 0.6 percent from 2010 to 2021 for a total increase of 49.5 percent (8,941 people) from 1970 to 2021. Plattsmouth, the county's largest city, reported a 3.9 percent increase in population (249 people) between 1970 and 2021. The unincorporated areas outside of the selected communities experienced a 117.4 percent decrease (7,251 people) during the period 1970–2021.

TABLE 12

Population • 1970–2021

Cass 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
Cass County	18,076	20,297	21,318	24,334	25,241	27,017	0.8	0.6
Alvo	151	144	164	142	132	113	-0.3	-1.4
Avoca	229	242	254	270	242	183	0.1	-2.5
Cedar Creek	119	311	334	396	390	470	3.0	1.7
Eagle	441	832	1,050	1,105	1,024	1,142	2.1	1.0
Elmwood	548	598	582	668	634	660	0.4	0.4
Greenwood	506	587	540	544	568	604	0.3	0.6
Louisville	1,036	1,022	969	1,046	1,106	1,357	0.2	1.9
Manley	150	124	170	191	178	171	0.4	-0.4
Murdock	262	242	275	269	236	274	-0.3	1.4
Murray	286	465	422	481	463	489	1.2	0.5
Nehawka	298	270	260	232	204	172	-0.9	-1.5
Plattsmouth	6,371	6,295	6,690	6,887	6,502	6,620	0.1	0.2
South Bend	86	107	93	86	99	97	0.4	-0.2
Union	275	307	299	260	233	198	-0.4	-1.5
Weeping Water	1,143	1,109	1,007	1,103	1,050	1,041	-0.2	-0.1
Total Incorporated Places	11,901	12,655	13,109	13,680	13,061	13,591	0.2	0.4
Unincorporated Areas	6,175	7,642	8,209	10,654	12,180	13,426	1.7	0.9

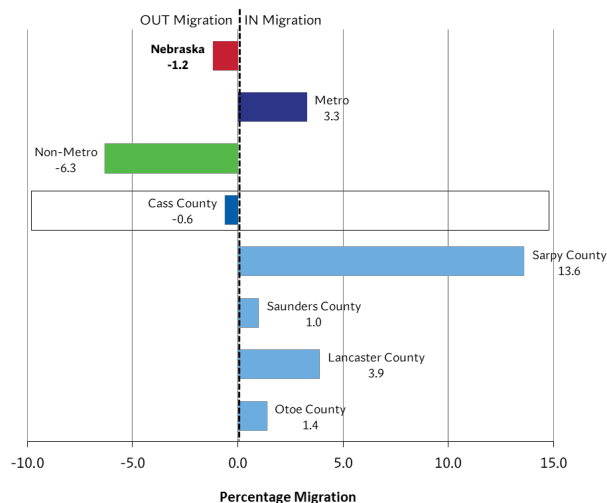
Source: U.S. Bureau of the Census, Census of Population, May 2021

The next two charts (Chart 17 and 18, next page) graphically depict the migration patterns for Nebraska, Cass County, and the surrounding area as a percentage of the previous decade. Net migration is the change in population after factoring in the natural increase for an area (births minus deaths). For the 2000–2010 decade, Cass County experienced a net out-migration of 135 people or 0.6 percent of its 2000 population.

CHART 17

Net Migration as Percent of 2000 Population • 2000–2010

Cass County and the Surrounding Area



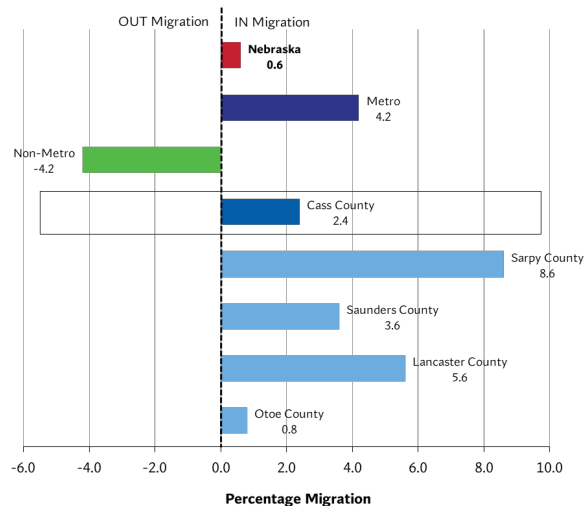
Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2020 (Chart 18), Cass County experienced a net in-migration of 595 people or 2.4 percent of its 2010 population.

CHART 18

Net Migration as Percent of 2010 Population • 2010–2020

Cass County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2021

The next table and chart (Tables 13 and Chart 19, next page) provide detail on migration patterns. Data reported in these tables are 2015–2019, five-year estimates, 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). Migration patterns are influenced by employment opportunities, cost-of-living and quality-of-life.

Table 13 data show the current population one year or older is 192 less than the number of people living in Cass County one year ago. This indicates Cass County experienced a net decrease in its population age one and older, and in-migration was less than out-migration, plus the number of deaths.

TABLE 13
5-Year Estimate Population Change
Due to Migration and Mortality · 2015–2019
 Cass County, Nebraska

Current population one-year or older	25,663
Number of people living in the area one-year ago	25,855
Population change due to migration and mortality	-192

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 2021

The 2015–2019 five-year estimates in Chart 19 reveal a net gain of 101 people from other Nebraska counties and a net loss of 373 people from other states for a total net loss of 272 people one-year or older. As shown in Chart 19, net losses occurred in age groups Age 1 to 17, (loss of 62), Age 18 to 24, (loss of 156), Age 25 to 44, (loss of 35), Age 45 to 64, (loss of 2), and Age 65 and over, (loss of 17).

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 bachelor's degree, associate's degree, or some college (gain of 132), and a loss of residents with a high school diploma or less (loss of 161) and a graduate or professional degree (loss of 25).

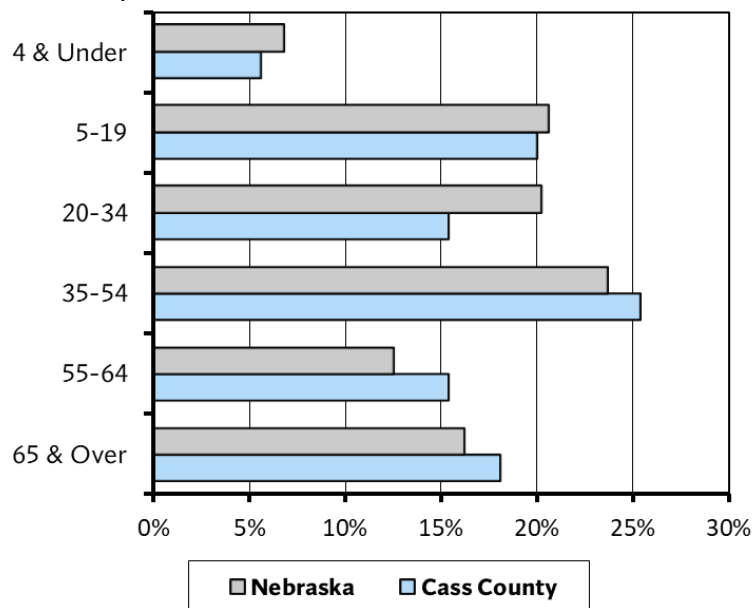
CHART 19
Population Change Due to Migration and Mortality
Five-Year Estimate • 2015–2019
 Cass County and Nebraska

-- Part A: By Age Group --							
Age Group	Moved to Different Nebraska County	Moved From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different t State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	309	326	17	176	97	-79	-62
Age 18 to 24	259	274	15	197	26	-171	-156
Age 25 to 44	373	426	53	311	223	-88	-35
Age 45 to 64	212	209	-3	105	106	1	-2
Age 65 and over	113	132	19	42	6	-36	-17
Total	1,266	1,367	101	831	458	-373	-272
-- Part B: By Educational Attainment --							
Educational Attainment	Moved to Different Nebraska County	Moved From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different t State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	200	193	-7	235	81	-154	-161
Bachelor's or some college	439	524	85	145	192	47	132
Grad. or Prof. degree	59	50	-9	78	62	-16	-25
Total	698	767	69	458	335	-123	-54

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 2021

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 Cass County. The population of Cass County is significantly older in age than Nebraska as a whole. The median age for Cass County residents in 2019 was 42.2 years of age compared to 36.8 years of age for residents of Nebraska as a whole.

CHART 20
Age Distribution of the Population • 2019
 Cass County and Nebraska



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," March 2021.

TABLE 14

	2019 Population		Percent	
	Nebraska	Cass County	Nebraska	Cass County
4 & Under	130,880	1,475	6.8%	5.6%
5-19	398,941	5,249	20.6%	20.0%
20-34	390,889	4,052	20.2%	15.4%
35-54	458,947	6,669	23.7%	25.4%
55-64	242,293	4,047	12.5%	15.4%
65 & Over	312,458	4,756	16.2%	18.1%
Total	1,934,408	26,248	100%	100%
Median Age	36.8	42.2		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," March 2021

Table 15 shows additional median ages as estimated by the American Community Survey for communities within Cass 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 • 2019

Cass County and the Surrounding Area

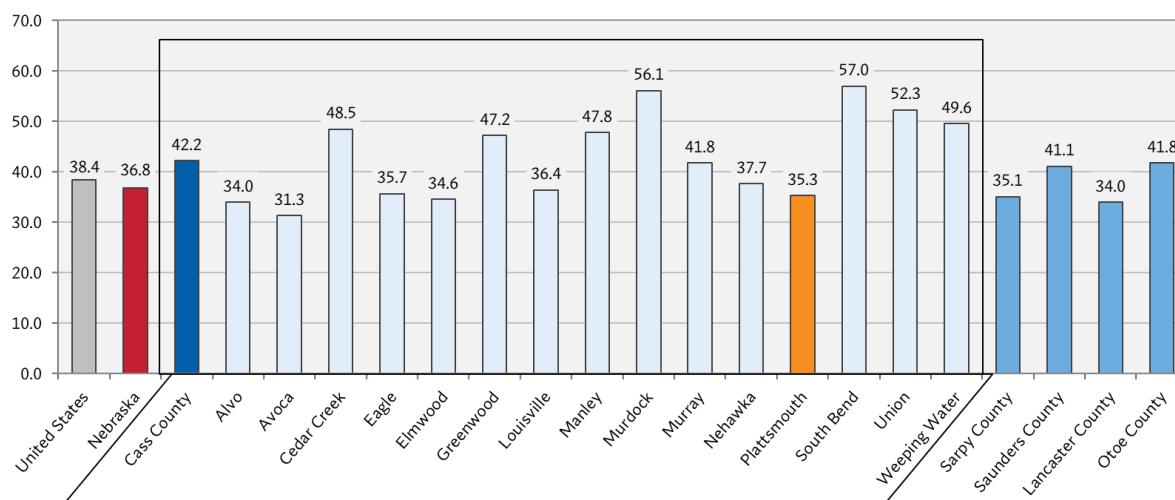
	Median Age		
	Total	Male	Female
United States	38.4	37.2	39.7
Nebraska	36.8	35.8	37.8
Cass County	42.2	40.8	43.5
Alvo	34.0	30.7	38.0
Avoca	31.3	31.8	31.0
Cedar Creek	48.5	47.4	49.9
Eagle	35.7	32.5	41.4
Elmwood	34.6	34.7	34.6
Greenwood	47.2	46.5	47.4
Louisville	36.4	35.8	36.6
Manley	47.8	52.5	47.5
Murdock	56.1	63.1	49.6
Murray	41.8	41.0	45.6
Nehawka	37.7	27.0	46.7
Plattsmouth	35.3	35.0	35.6
South Bend	57.0	52.0	60.3
Union	52.3	43.8	59.5
Weeping Water	49.6	45.4	53.7

	Median Age		
	Total	Male	Female
Sarpy County	35.1	34.1	36.1
Saunders County	41.1	40.2	42.2
Lancaster County	34	33	35.1
Otoe County	41.8	40.1	43.6

CHART 21

Median Age by Location • 2019

Cass County and the Surrounding Area



Source: U.S. Census Bureau, 2015-2019 American Community Survey, March 2021

RETAIL SALES

Table 16 and Chart 22 show the retail sales (non-motor vehicle) pull factors for Cass County and the surrounding area for 2021. 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 • 2021

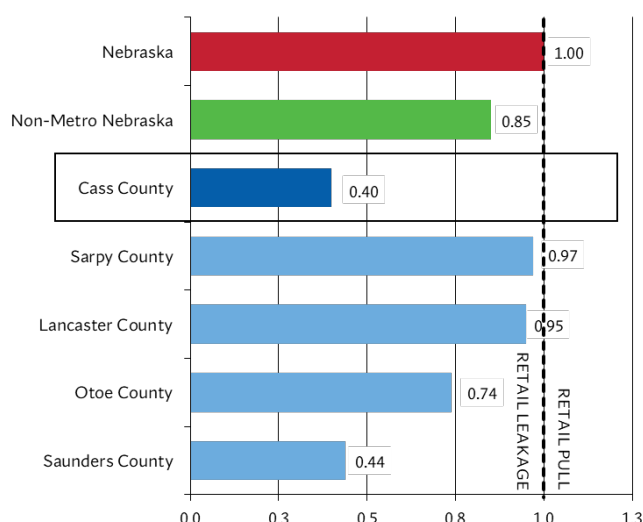
Nebraska, Cass County and Surrounding Counties

	2021 Population	2021 Retail Sales (x \$1,000)	2021 Per Cap Sales (\$)	2021 Pull Factor
Nebraska	1,963,692	28,597,038	14,563	1.00
Non-Metro Nebraska	772,376	9,529,646	12,338	0.85
Cass County	27,017	155,796	5,767	0.40
Sarpy County	193,418	2,742,306	14,178	0.97
Saunders County	22,787	145,320	6,377	0.44
Lancaster County	324,514	4,475,974	13,793	0.95
Otoe County	15,930	172,606	10,835	0.74

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2021

CHART 22

Reviewing the pull factors at the county level indicates Cass County experiences net retail leakages. The 2021 pull factor of 0.40 indicates, on a per capita basis, retail sales in Cass County are less than 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 Cass County (0.40) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Cass County are 53.3 percent below the average per capita retail sales in the non-metropolitan area of Nebraska. Table 17 and Chart 23 compare the 2021 pull factors for selected area communities. The community of Plattsmouth's pull factor of 0.82 indicates that on a per capita basis, non-motor vehicle retail sales in Plattsmouth are approximately 18.0 percent less than the state's average per capita sales.

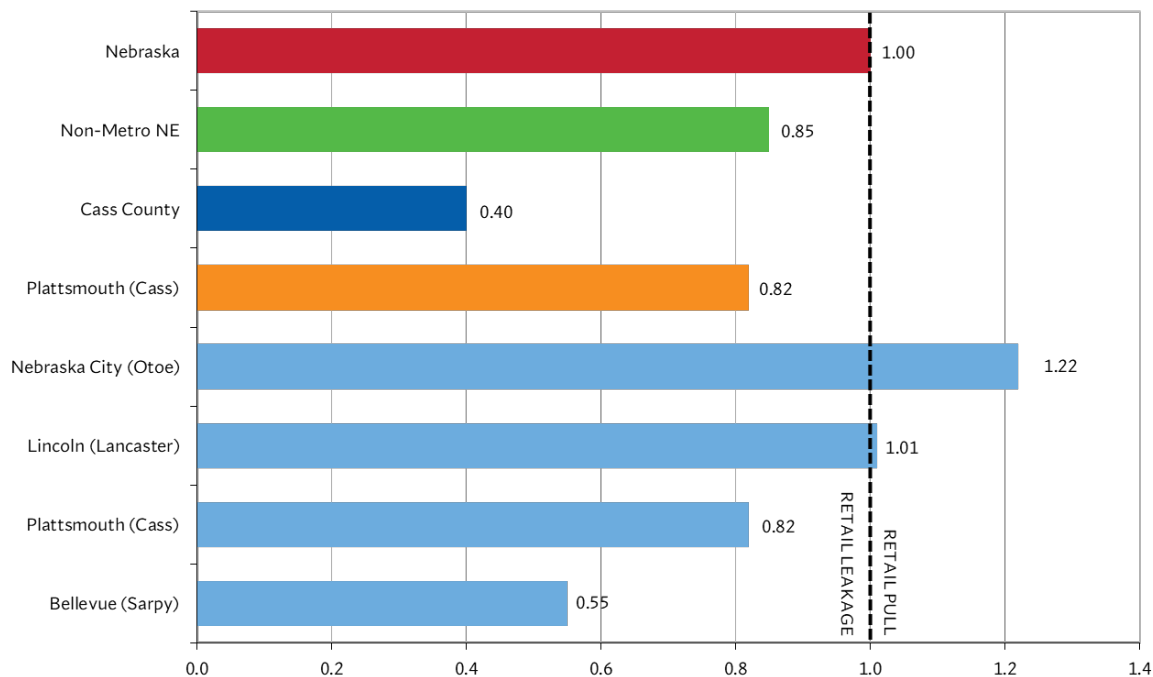


Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2022

TABLE 17**Retail Sales Non-Motor Vehicles Pull Factors • 2021**

Nebraska and Selected Study Area Cities

	2021 Population	2021 Retail Sales (x \$1,000)	2021 Per Cap Sales (\$)	2021 Pull Factor
Nebraska	1,963,692	28,597,038	14,563	1.00
Non-Metro Nebraska	772,376	9,529,646	12,338	0.85
Cass County	27,017	155,796	5,767	0.40
Plattsmouth (Cass)	6,620	79,194	11,963	0.82
Bellevue (Sarpy)	63,737	509,926	8,000	0.55
Wahoo (Saunders)	4,904	57,289	11,682	0.80
Lincoln (Lancaster)	292,657	4,293,460	14,671	1.01
Nebraska City (Otoe)	7,202	128,127	17,790	1.22

CHART 23

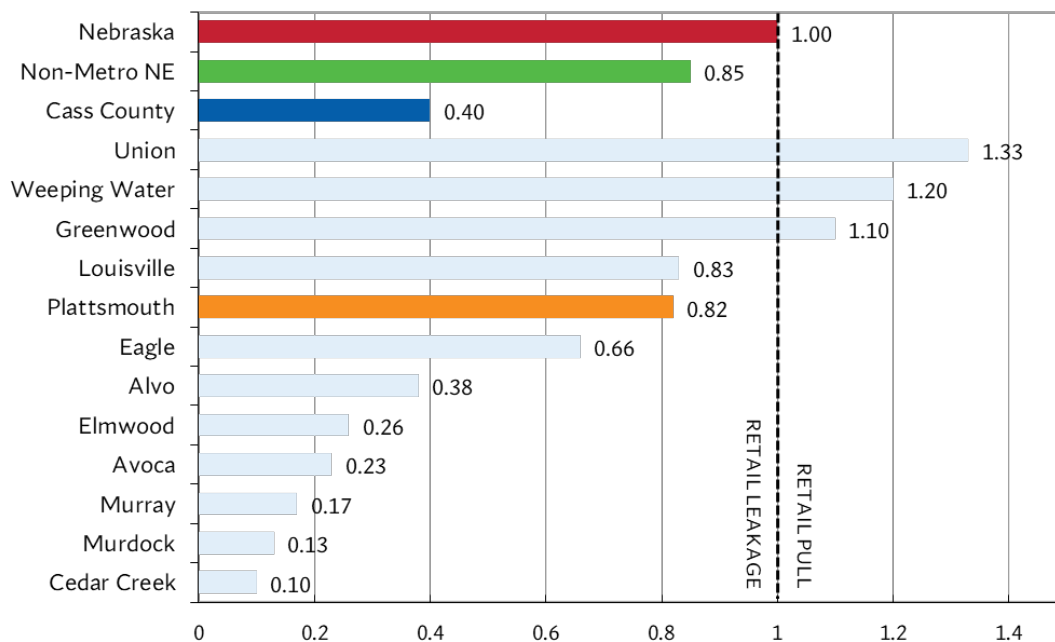
Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2022

Table 18 (sorted by population) and Chart 24 (sorted by pull factor) further breakdown the 2021 pull factors into the communities reporting retail sales figures within Cass County. As this table indicates, the community of Union 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 0.40 for Cass County in 2021.

TABLE 18**Retail Sales Non-Motor Vehicles Pull Factors • 2021**

Nebraska and Available Cass County Communities

	2021 Population	2021 Retail Sales (x \$1,000)	2021 Per Cap Sales (\$)	2021 Pull Factor
Nebraska	1,963,692	28,597,038	14,563	1.00
Non-Metro Nebraska	772,376	9,529,646	12,338	0.85
Cass County	27,017	155,796	5,767	0.40
Plattsmouth	6,620	79,194	11,963	0.82
Louisville	1,357	16,472	12,139	0.83
Eagle	1,142	10,938	9,578	0.66
Weeping Water	1,041	18,227	17,510	1.20
Elmwood	660	2,461	3,729	0.26
Greenwood	604	9,637	15,955	1.10
Murray	489	1,206	2,467	0.17
Cedar Creek	470	701	1,493	0.10
Murdock	274	524	1,913	0.13
Union	198	3,825	19,321	1.33
Avoca	183	605	3,305	0.23
Alvo	113	622	5,502	0.38

CHART 24

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2022

Table 19 (sorted by population) and Chart 25 (sorted by pull factor) show the 2021 pull factors for Nebraska, Plattsmouth, and eight other similarly sized communities selected from around the state. McCook's pull factor of 1.51 leads the group for 2021, thus indicating it has greater retail pull.

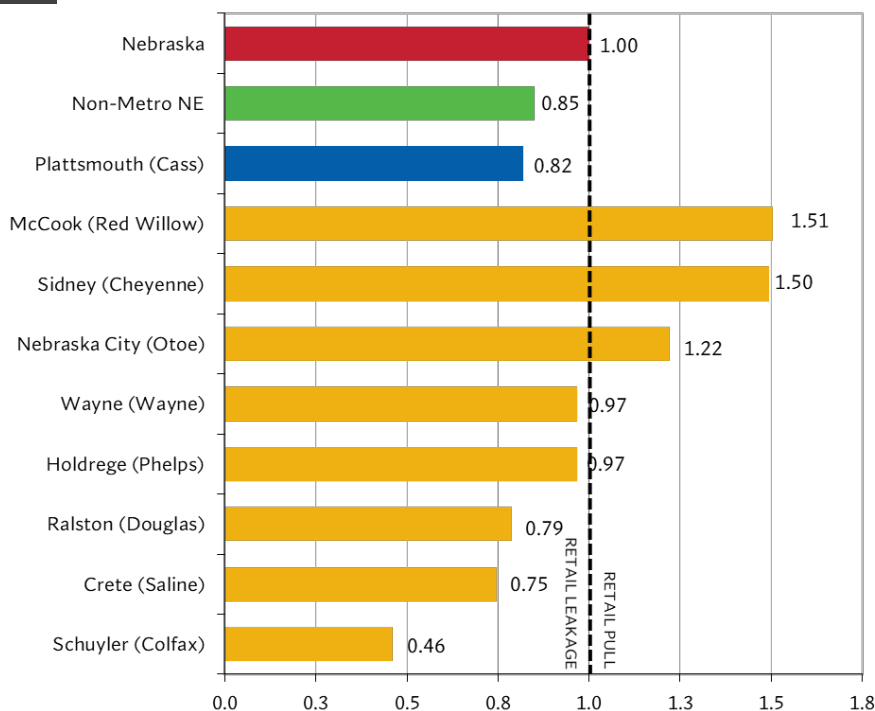
TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors • 2021

Plattsmouth & Other Similarly Sized Nebraska Communities

	2021 Population	2021 Retail Sales (x \$1,000)	2021 Per Cap Sales (\$)	2021 Pull Factor
Nebraska	1,963,692	28,597,038	14,563	1.00
Non-Metro Nebraska	772,376	9,529,646	12,338	0.85
Plattsmouth (Cass)	6,620	79,194	11,963	0.82
McCook (Red Willow)	7,356	161,241	21,920	1.51
Nebraska City (Otoe)	7,202	128,127	17,790	1.22
Crete (Saline)	7,179	78,062	10,874	0.75
Schuyler (Colfax)	6,502	43,666	6,716	0.46
Ralston (Douglas)	6,462	74,135	11,472	0.79
Sidney (Cheyenne)	6,439	140,187	21,772	1.50
Wayne (Wayne)	5,990	84,268	14,068	0.97
Holdrege (Phelps)	5,491	77,211	14,061	0.97

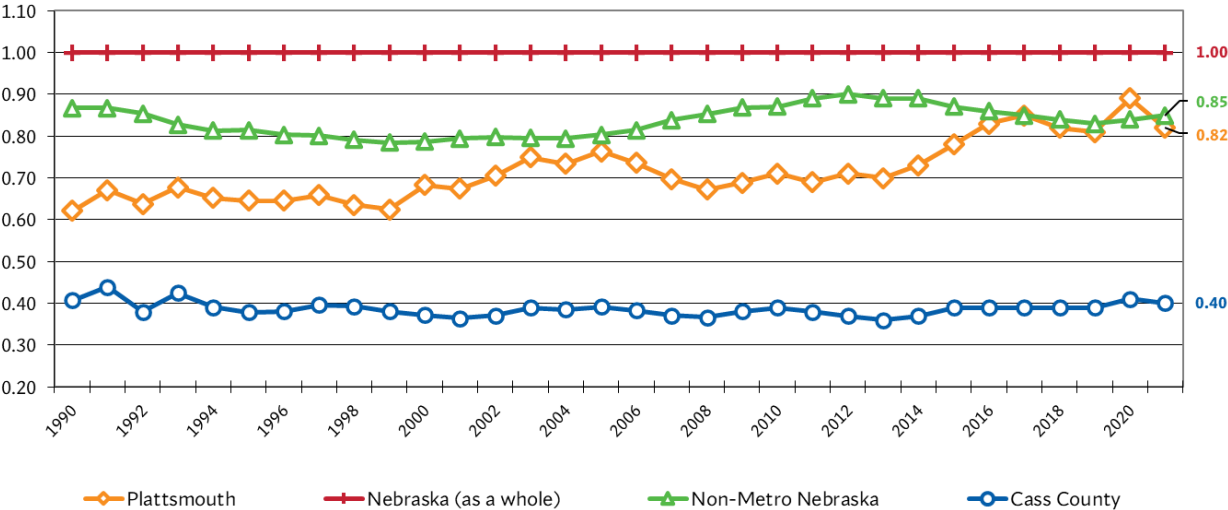
CHART 25



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2022

Chart 26 illustrates the pull factor trend for Plattsmouth, Cass County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2021. In examining the timeline, the city of Plattsmouth shows retail pull fluctuating below the state average throughout the entire study period. Data within Cass County (as a whole) also shows the pull factor below the non-metropolitan county average and the Nebraska (as a whole) average throughout the time period.

CHART 26
Pull Factors • 1990–2021
Plattsmouth, Cass County, Non-Metro & Nebraska (as a whole)



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2022

PER CAPITA PERSONAL INCOME

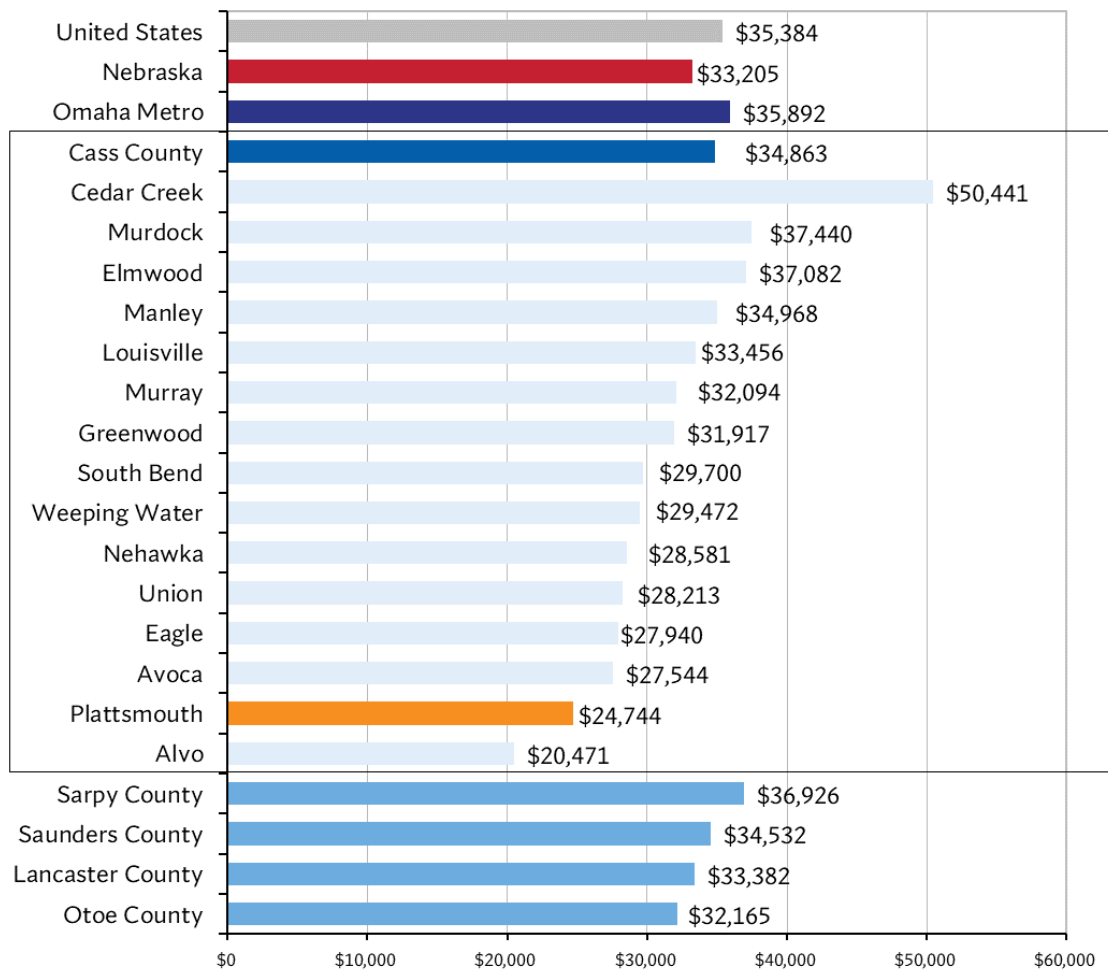
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources, including earnings, retirement income, and public assistance.

The 2016-2020 five-year estimates show per capita personal income for Cass County is estimated to be \$34,863 compared to \$33,205 for Nebraska as a whole.

CHART 27

Per Capita Personal Income • 2016-2020

Nebraska, Cass County & Surrounding Counties



Source: U.S. Census Bureau 2016-2020 American Community Survey, accessed November 2022.

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 2016-2020 five-year estimates show median household income for Cass County is estimated to be \$73,683 compared to \$63,015 for Nebraska as a whole.

CHART 28

Median Household Income • 2016-2020

Nebraska, Cass County & Surrounding Counties

