

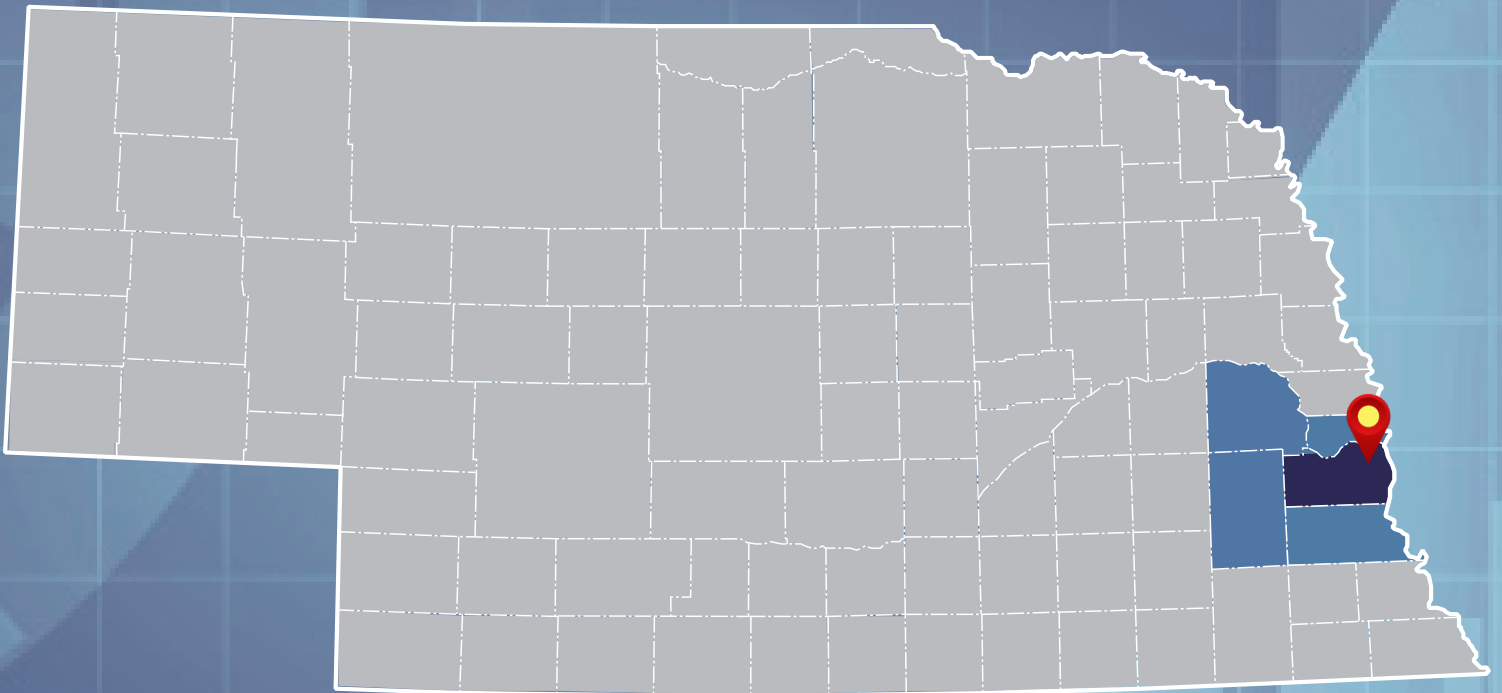
SEPTEMBER 2020 STUDY



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ECONOMIC AND DEMOGRAPHIC TRENDS

Plattsmouth, Cass County and the Surrounding Area

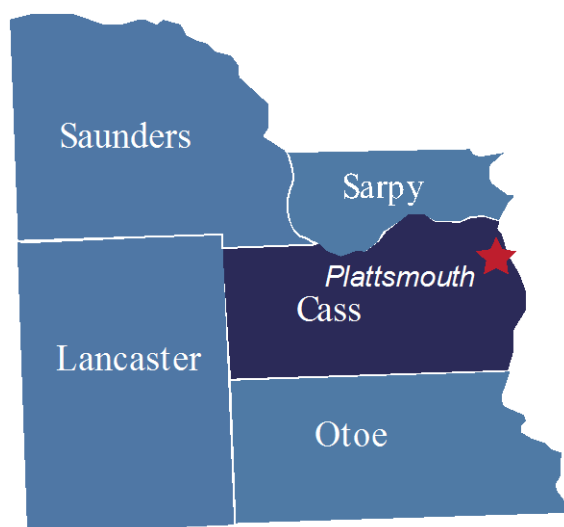


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ECONOMIC AND DEMOGRAPHIC TRENDS IN **Plattsmouth, Cass County** AND THE SURROUNDING AREA



This study provides data on 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 featured above shows the general area for which selected comparable data are shown. In addition to Cass County, other counties included in this area are Lancaster, Otoe, Sarpy and Saunders. The retail sales section also compares retail growth between Plattsmouth and eight other similarly sized Nebraska communities.

LABOR FORCE AND EMPLOYMENT

Table 1 and Charts 1–5 (next pages) present nonfarm wage and salary data for Cass County for the period 2009–2019. 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 18.7 percent (914 jobs) between 2009 and 2019.

Table 1 and Charts 1–3 also provide employment data for Cass County by major economic sector for years 2009–2019. The Professional & Business Services sector recorded the largest percentage increase in employment between 2009 and 2019 (57.2 percent or 95 jobs). The Trade, Transportation & Utilities sector recorded the largest actual employment increase between 2009 and 2019 (245 jobs or 20.7 percent).

TABLE 1
Nonfarm Wage & Salary Employment Trends • 2009–2019
Cass County, Nebraska

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change 2009-2019	# Change 2009-2019
Nonfarm W&S Employment	4,896	4,800	4,816	5,010	5,163	5,500	5,471	5,647	5,764	5,814	5,810	18.7	914
Total Private Industries	3,499	3,403	3,451	3,633	3,775	4,087	4,058	4,243	4,377	4,433	4,416	26.2	917
Goods Producing	811	811	791	844	908	946	988	1,043	1,120	1,177	1,215	49.8	404
Natural Resources & Mining	183	184	192	195	201	225	235	248	267	251	245	33.9	62
Construction	231	234	226	257	264	270	292	340	352	379	341	47.6	110
Manufacturing	397	373	426	456	481	494	515	532	559	585	599	50.9	202
Service Providing	2,688	2,612	2,607	2,725	2,829	3,099	3,015	3,123	3,200	3,218	3,230	20.2	542
Trade, Transportation & Utilities	1,184	1,179	1,120	1,155	1,256	1,472	1,449	1,462	1,477	1,463	1,429	20.7	245
Information	16	13	11	10	9	10	11	17	22	22	19	18.8	3
Financial Activities	228	228	236	232	221	232	225	237	243	235	237	3.9	9
Professional & Business Services	166	149	164	174	171	182	209	215	240	254	261	57.2	95
Education & Health Services	367	363	372	397	462	450	435	452	458	446	454	23.7	87
Leisure & Hospitality	583	539	547	560	561	592	524	590	617	660	673	15.4	90
Other Services, except Public	144	142	157	198	149	160	163	150	143	138	157	9.0	13
Government	1,397	1,397	1,365	1,377	1,388	1,413	1,413	1,404	1,387	1,381	1,394	-0.2	-3
Federal	76	77	69	67	66	65	63	63	60	62	69	-9.2	-7
State	74	95	95	93	89	89	87	92	90	91	97	31.1	23
Local	1,246	1,224	1,202	1,217	1,233	1,259	1,263	1,249	1,237	1,229	1,229	-1.4	-17

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2020
Labor Force & Work Summary, 2009-2019, Annual, Cass County, Nebraska (March 2020 data)

CHART 1
Employment by Industry • 2009–2019
Cass County, Nebraska

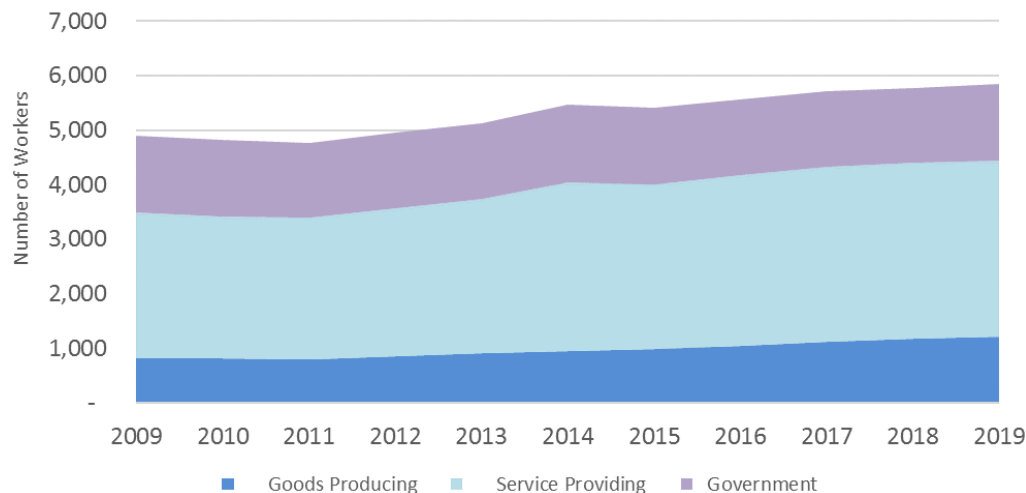


CHART 2

Goods Producing Industry Employment • 2009–2019

Cass County, Nebraska

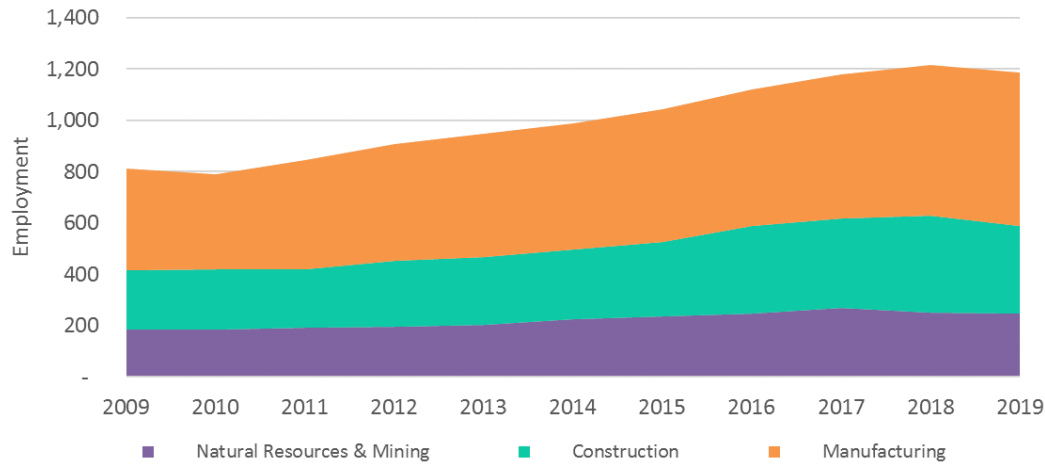
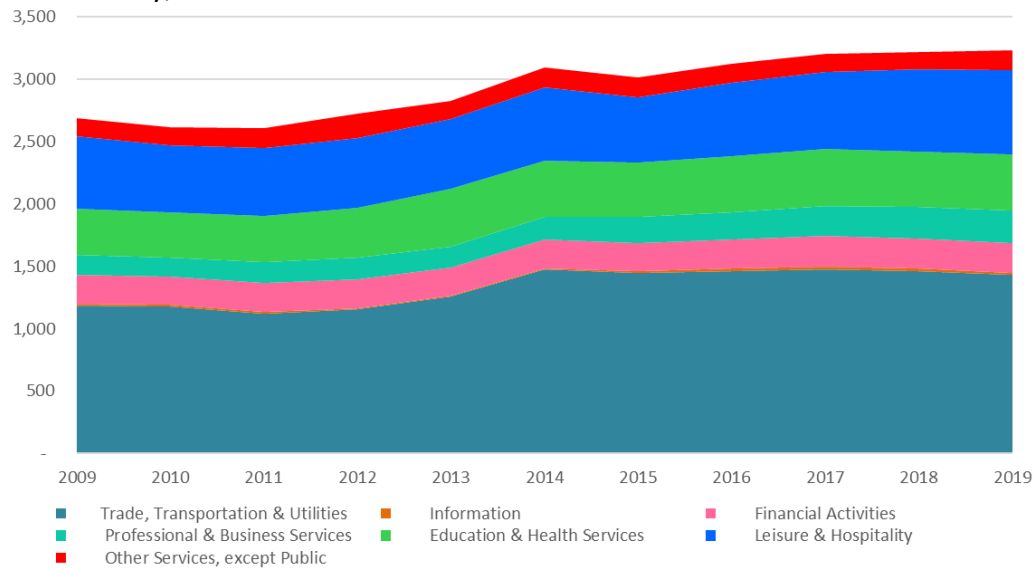


CHART 3

Service Providing Employment • 2009–2019

Cass County, Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2020
Labor Force & Work Summary, 2008-2018, Annual, Cass County, Nebraska (March 2020 data)

Chart 4 compares total nonfarm wage and salary employment growth in Cass County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2009–2019. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. Plattsmouth is part of the Omaha metropolitan statistical area.

As this chart indicates, total nonfarm wage and salary employment in Cass County increased 18.7 percent (914 jobs) from 2009 to 2019, compared to an 8.5 percent increase for Nebraska as a whole, a 10.6 percent increase in metropolitan Nebraska and a 5.2 percent increase in non-metropolitan Nebraska.

CHART 4
Nonfarm W&S Employment • 2009–2019
 Cass County, Nebraska, Metro and Non-Metro Nebraska

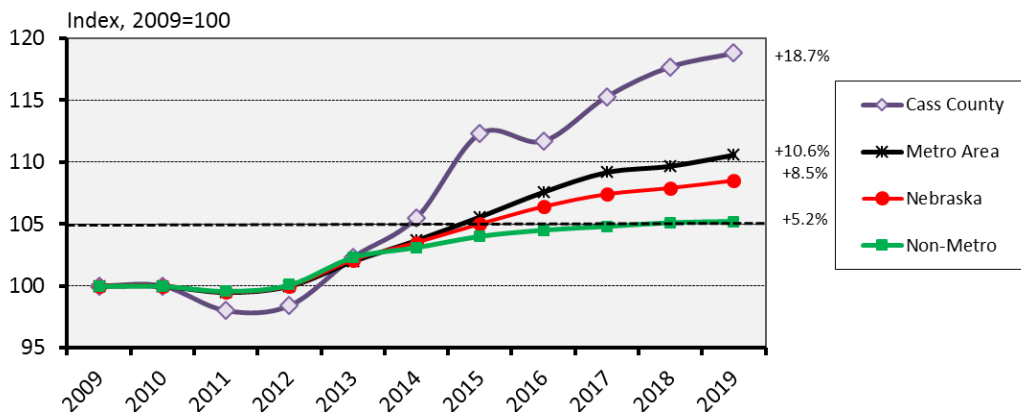
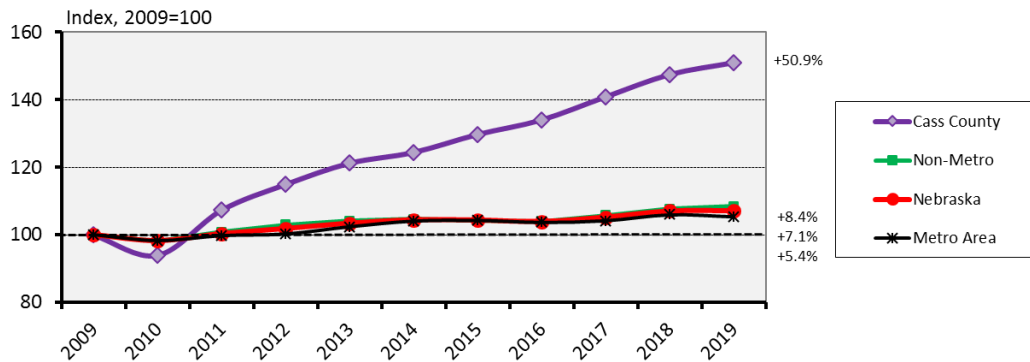


Chart 5 presents data on manufacturing wage and salary employment growth for Cass County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Cass County recorded a 50.9 percent increase in employment (202 jobs) between 2009 and 2019. This compares to a 8.4 percent increase in employment for non-metropolitan Nebraska; a 7.1 percent increase for Nebraska as a whole; and a 5.4 percent increase for metropolitan Nebraska over the same period.

CHART 5
Manufacturing W&S Employment • 2009–2019
 Cass County, Nebraska, Metro and Non-Metro Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2020

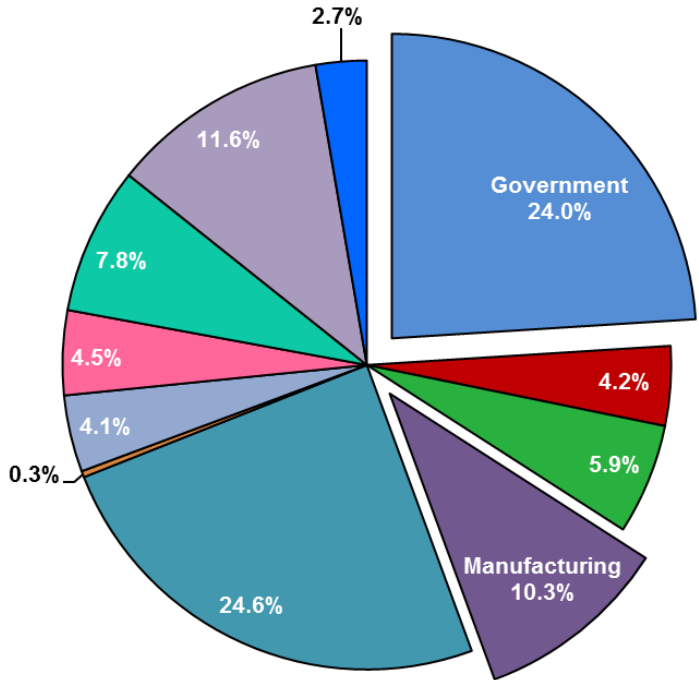
The next series of pie charts (Charts 6, 7 and 8) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Cass County compared to the non-metropolitan and metropolitan distributions.

When comparing the Cass County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 10.3 percent of the county workforce (599 employees) compared to 15.8 percent for non-metropolitan Nebraska; a difference of 5.5 percent. Comparing Cass County to the overall metropolitan distribution, the largest deviation is found in the Government sector (24.0 percent Cass County vs. 13.8 percent metropolitan Nebraska; a difference of 10.2 percent).

CHART 6, 7 & 8

Nonfarm W&S Employment by Major Economic Sector

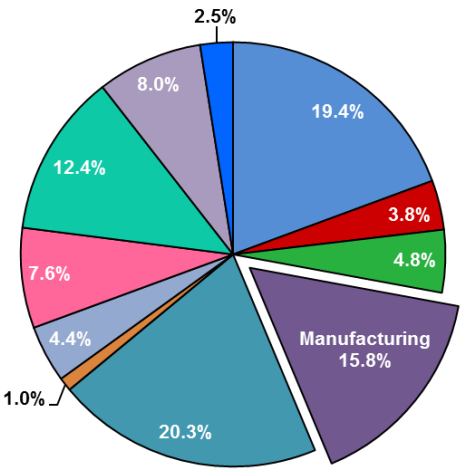
Cass County, 2019



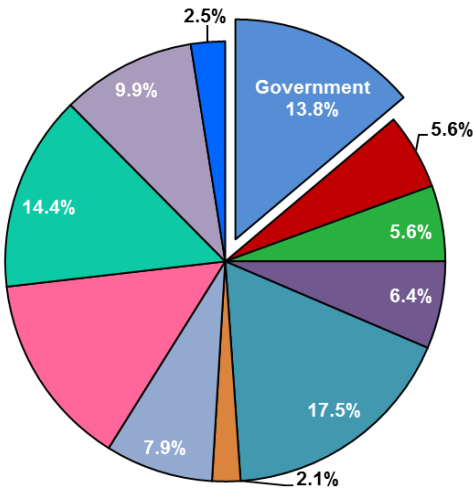
- Government
- Natural Resources and Mining
- Construction
- Manufacturing
- Trade, Transportation, and Utilities
- Information
- Financial Activities
- Professional and Business Services
- Education and Health Services
- Leisure and Hospitality
- Other Services

Source: U.S. Dept. of Labor Statistics

Non-Metropolitan Nebraska, 2019



Metropolitan Nebraska, 2019



The next table (Table 2) shows labor force information for Cass County for the time period 2009–2019. 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 Cass County residents participating in the labor force between 2009 and 2019 (1.2 percent or 171 people).

The number of those unemployed in Cass County decreased by 36.7 percent (263 people) between 2009 and 2019. 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 3.3 percent in 2019; slightly above that for metropolitan Nebraska (3.0 percent), slightly above Nebraska as a whole (3.0 percent), and slightly above non-metropolitan Nebraska (3.1 percent).

TABLE 2
Labor Force & Employment Trends

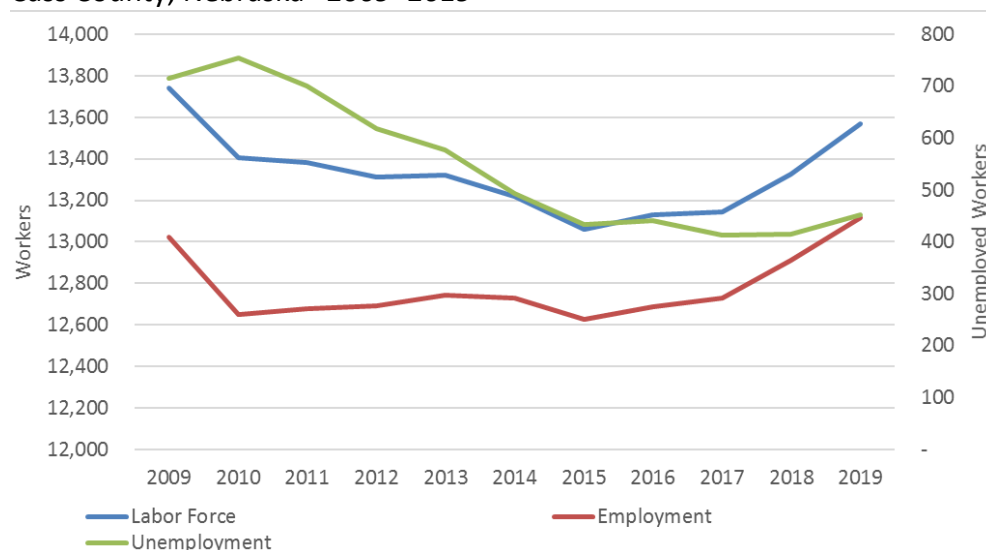
Cass County, Nebraska · 2009–2019

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Change 2009-2019	# Change 2009-2019
Labor Force	13,741	13,404	13,380	13,313	13,321	13,220	13,062	13,128	13,144	13,325	13,570	-1.2	-171
Employment	13,025	12,649	12,679	12,694	12,743	12,727	12,628	12,687	12,731	12,911	13,117	0.7	92
Unemployment	716	755	701	619	578	493	434	441	413	414	453	-36.7	-263
Unemployment Rate	5.2	5.6	5.2	4.6	4.3	3.7	3.3	3.4	3.1	3.1	3.3	N/A	N/A

(N/A) - Data not available

CHART 9
Labor Force & Employment Trends

Cass County, Nebraska · 2009–2019



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2020
The right axis on Chart 9 refers to Unemployed Workers

RESIDENCE AND WORKFLOW PATTERNS

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for the City of Plattsmouth in 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 city 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 2017.

Table 3 (pages 7–8) examines the Work Destination area for Plattsmouth from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 3,079 city labor force participants holding primary jobs. As Table 3 shows, 94.5 percent of Plattsmouth's labor force participants are employed within the state of Nebraska. Approximately 23.6 percent of Cass County workers remain within Cass County for employment with 76.4 percent leaving the Cass County borders for work (next page). The top ten incorporated places where Plattsmouth labor force participants are employed are also shown on the following page.

TABLE 3

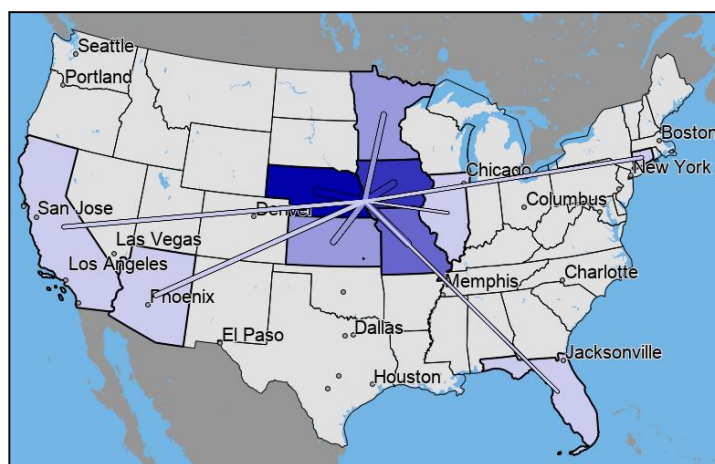
Work Destination Report • 2017

Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	3,079	100.0%

By States

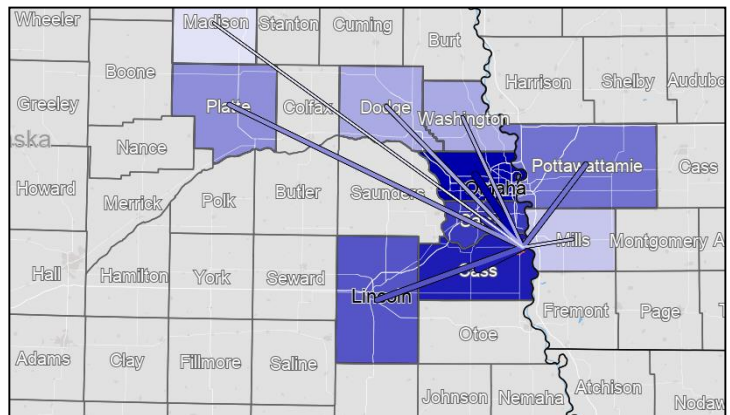
	Count	Share
Nebraska	2,910	94.5%
Iowa	148	4.8%
Missouri	4	0.1%
Kansas	3	0.1%
Minnesota	3	0.1%
Arizona	1	0.0%
California	1	0.0%
Connecticut	1	0.0%
Florida	1	0.0%
Illinois	1	0.0%
All Other Locations	6	0.2%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, September 2020

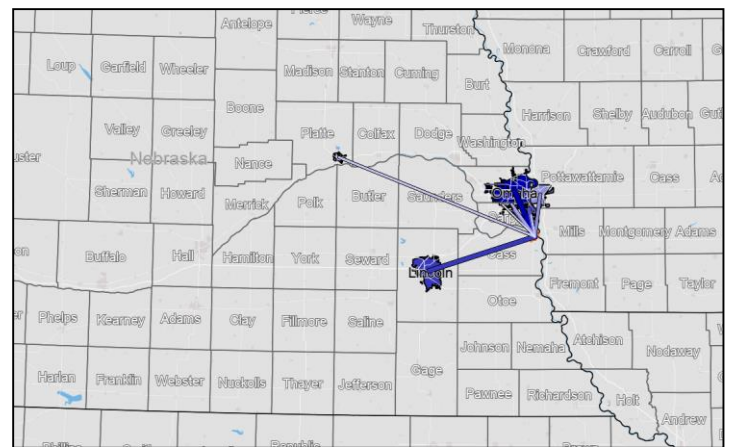
By Counties

	Count	Share
Douglas County, NE	1,211	39.3%
Cass County, NE	728	23.6%
Sarpy County, NE	534	17.3%
Lancaster County, NE	206	6.7%
Pottawattamie County, IA	89	2.9%
Platte County, NE	27	0.9%
Dodge County, NE	23	0.7%
Washington County, NE	23	0.7%
Mills County, IA	21	0.7%
Madison County, NE	13	0.4%
All Other Locations	204	6.6%



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

	Count	Share
Omaha city, NE	1,148	37.3%
Plattsmouth city, NE	564	18.3%
Lincoln city, NE	201	6.5%
Bellevue city, NE	182	5.9%
Papillion city, NE	101	3.3%
Council Bluffs city, IA	67	2.2%
La Vista city, NE	51	1.7%
Columbus city, NE	23	0.7%
Offutt AFB CDP, NE	23	0.7%
Chalco CDP, NE	21	0.7%
All Other Locations	698	22.7%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, September 2020

People also travel from other locations to work in the City of Plattsmouth—this is the Home Destination Report or the labor shed area. Table 4 (pages 9–10) depicts the home locations of those employed within Plattsmouth. The Census identified 1,789 primary jobs within Plattsmouth. As Table 4 indicates, 93.3 percent of these jobs are held by Nebraska residents. Approximately 57.3 percent of Plattsmouth workers live within the Cass County borders and the top localities show the distribution of employee residents around the area (next page).

TABLE 4

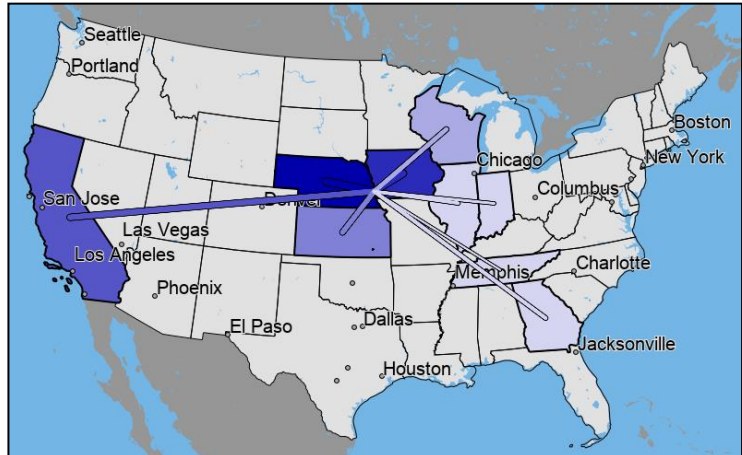
Home Destination Report • 2017

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	1,789	100.0%

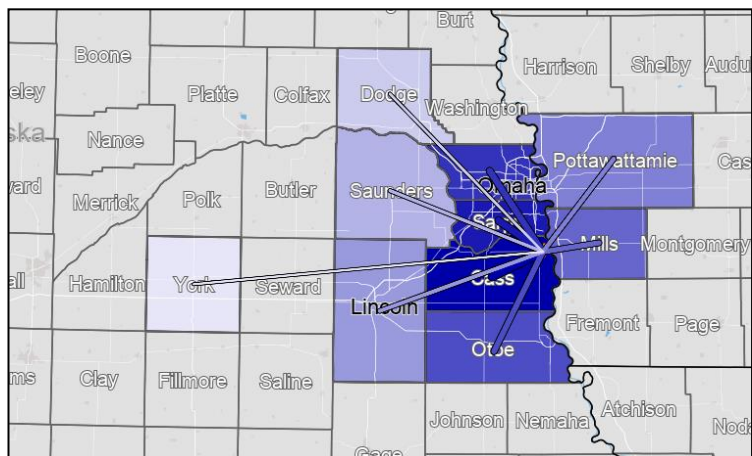
By States

	Count	Share
Nebraska	1,670	93.3%
Iowa	106	5.9%
California	4	0.2%
Kansas	3	0.2%
Wisconsin	2	0.1%
Georgia	1	0.1%
Illinois	1	0.1%
Indiana	1	0.1%
Tennessee	1	0.1%
All Other Locations	0	0.0%



By Counties

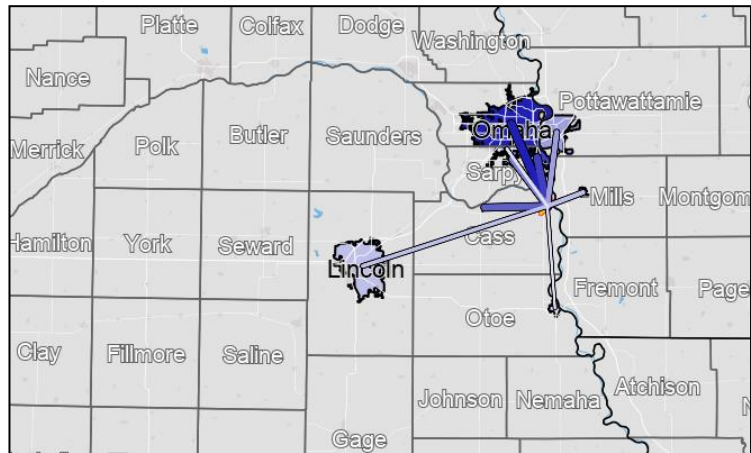
	Count	Share
Cass County, NE	1,025	57.3%
Sarpy County, NE	267	14.9%
Douglas County, NE	165	9.2%
Otoe County, NE	45	2.5%
Mills County, IA	39	2.2%
Pottawattamie County,	31	1.7%
Lancaster County, NE	23	1.3%
Saunders County, NE	19	1.1%
Dodge County, NE	17	1.0%
York County, NE	11	0.6%
All Other Locations	147	8.2%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, September 2020

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

	Count	Share
Plattsmouth city, NE	564	31.5%
Omaha city, NE	147	8.2%
Bellevue city, NE	123	6.9%
Louisville city, NE	36	2.0%
Papillion city, NE	25	1.4%
Council Bluffs city, IA	22	1.2%
Glenwood city, IA	21	1.2%
Lincoln city, NE	21	1.2%
La Vista city, NE	18	1.0%
Nebraska City city, NE	18	1.0%
All Other Locations	794	44.4%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, September 2020

The next table and charts (Table 5, page 10, Charts 10–18, pages 11–13) shows 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 11–13).

TABLE 5
Inflow/Outflow Report

Cass County, Primary Jobs

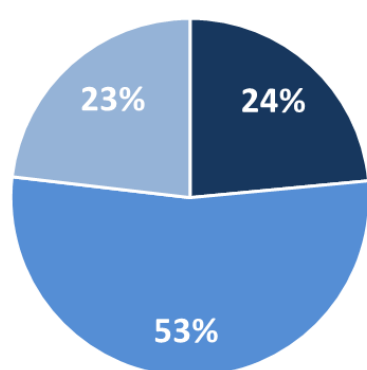
Selection Area Labor Market Size	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,789	100.0%	1,872	100.0%	1,824	100.0%
Living in the Selection Area	3,079	172.1%	3,030	161.9%	2,969	162.8%
Net Job Inflow (+) or Outflow (-)	-1,290	-	-1,158	-	-1,145	-

In-Area Labor Force Efficiency	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	3,079	100.0%	3,030	100.0%	2,969	100.0%
Living and Employed in the Selection Area	564	18.3%	649	21.4%	597	20.1%
Living in the Selection Area but Employed Outside	2,515	81.7%	2,381	78.6%	2,372	79.9%

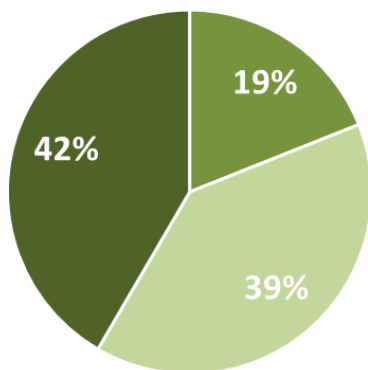
In-Area Employment Efficiency	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	1,789	100.0%	1,872	100.0%	1,824	100.0%
Employed and Living in the Selection Area	564	31.5%	649	34.7%	597	32.7%
Employed in the Selection Area but Living Outside	1,225	68.5%	1,223	65.3%	1,227	67.3%

TABLE 6**Worker Outflow by Job Characteristic****Cass County**

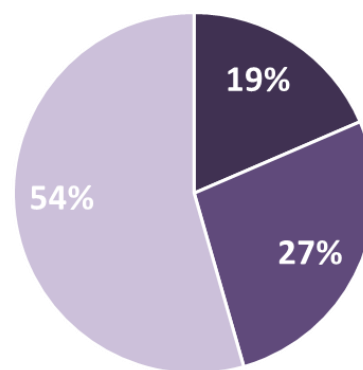
Outflow Job Characteristics	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	2,515	100.0%	2,381	100.0%	2,372	100.0%
Workers Aged 29 or younger	591	23.5%	601	25.2%	577	24.3%
Workers Aged 30 to 54	1,342	53.4%	1,283	53.9%	1,265	53.3%
Workers Aged 55 or older	582	23.1%	497	20.9%	530	22.3%
Workers Earning \$1,250 per month or less	477	19.0%	509	21.4%	482	20.3%
Workers Earning \$1,251 to \$3,333 per month	992	39.4%	934	39.2%	932	39.3%
Workers Earning More than \$3,333 per month	1,046	41.6%	938	39.4%	958	40.4%
Workers in the "Goods Producing" Industry Class	466	18.5%	429	18.0%	429	18.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	680	27.0%	650	27.3%	644	27.2%
Workers in the "All Other Services" Industry Class	1,369	54.4%	1,302	54.7%	1,299	54.8%

CHART 10, 11 & 12

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



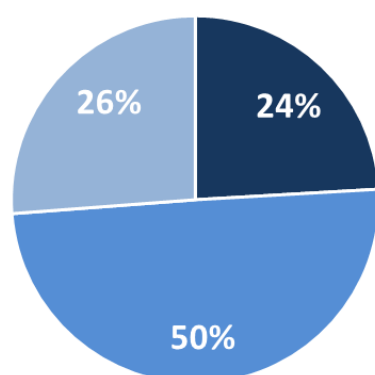
- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



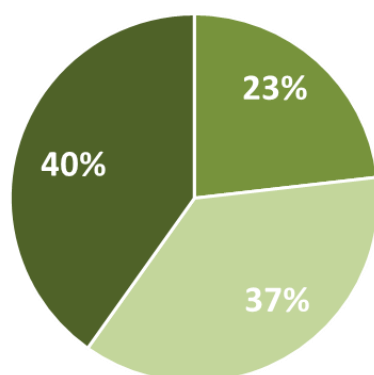
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transp. & Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

TABLE 7**Worker Inflow by Job Characteristic****Cass County**

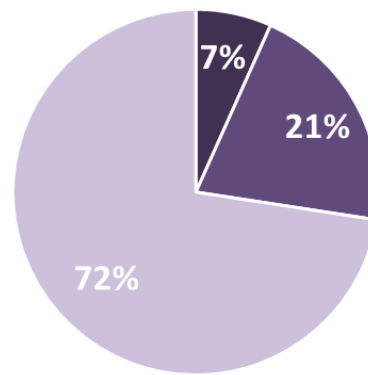
Inflow Job Characteristics	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,225	100.0%	1,223	100.0%	1,227	100.0%
Workers Aged 29 or younger	295	24.1%	264	21.6%	286	23.3%
Workers Aged 30 to 54	609	49.7%	635	51.9%	618	50.4%
Workers Aged 55 or older	321	26.2%	324	26.5%	323	26.3%
Workers Earning \$1,250 per month or less	284	23.2%	278	22.7%	315	25.7%
Workers Earning \$1,251 to \$3,333 per month	449	36.7%	465	38.0%	460	37.5%
Workers Earning More than \$3,333 per month	492	40.2%	480	39.2%	452	36.8%
Workers in the "Goods Producing" Industry Class	82	6.7%	74	6.1%	83	6.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	254	20.7%	248	20.3%	262	21.4%
Workers in the "All Other Services" Industry Class	889	72.6%	901	73.7%	882	71.9%

CHART 13, 14 & 15

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



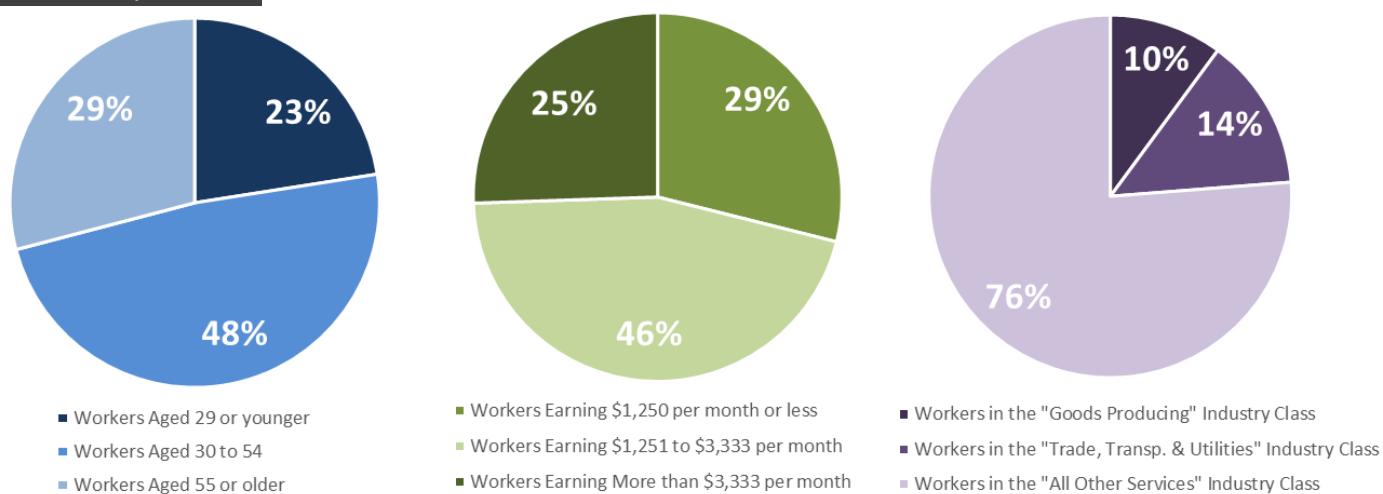
- Workers Earning \$1,250 per month or less
- Workers Earning \$1,251 to \$3,333 per month
- Workers Earning More than \$3,333 per month



- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transp. & Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

TABLE 8**Worker Interior by Job Characteristic****Cass County**

Interior Flow Job Characteristics	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	564	100.0%	649	100.0%	597	100.0%
Workers Aged 29 or younger	127	22.5%	170	26.2%	110	18.4%
Workers Aged 30 to 54	273	48.4%	308	47.5%	326	54.6%
Workers Aged 55 or older	164	29.1%	171	26.3%	161	27.0%
Workers Earning \$1,250 per month or less	163	28.9%	206	31.7%	167	28.0%
Workers Earning \$1,251 to \$3,333 per month	257	45.6%	302	46.5%	294	49.2%
Workers Earning More than \$3,333 per month	144	25.5%	141	21.7%	136	22.8%
Workers in the "Goods Producing" Industry Class	57	10.1%	67	10.3%	67	11.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	77	13.7%	103	15.9%	94	15.7%
Workers in the "All Other Services" Industry Class	430	76.2%	479	73.8%	436	73.0%

CHART 16, 17 & 18

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, September 2020

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 greater in 2017 compared to 2016 and 2015. The distribution of miles traveled to work has also shifted since 2015. 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	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	3,079	100.0%	3,030	100.0%	2,969	100.0%
Less than 10 miles	861	28.0%	955	31.5%	888	29.9%
10 to 24 miles	1,697	55.1%	1,660	54.8%	1,633	55.0%
25 to 50 miles	311	10.1%	242	8.0%	256	8.6%
Greater than 50 miles	210	6.8%	173	5.7%	192	6.5%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, September 2020

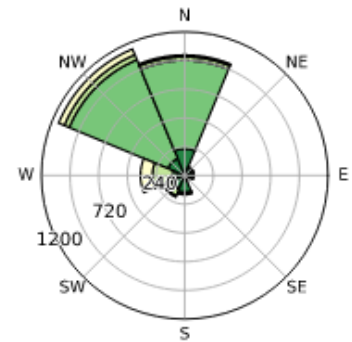


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Plattsmouth and the distance to their homes. Looking at Table 10, the number of primary jobs held within Plattsmouth has decreased since 2016. The data also show the majority of Plattsmouth employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

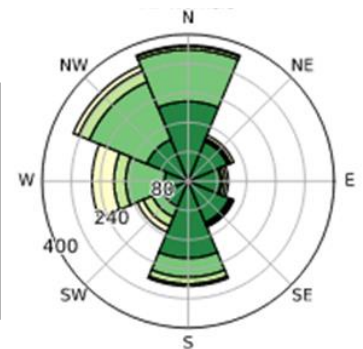
TABLE 10 & FIGURE 2

Distance/Direction Report • Work to Home Census Block

Work within study area – distance to home

Job Counts in Home Blocks	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	1,789	100.0%	1,872	100.0%	1,824	100.0%
Less than 10 miles	1,019	57.0%	1,111	59.3%	1,064	58.3%
10 to 24 miles	513	28.7%	491	26.2%	507	27.8%
25 to 50 miles	137	7.7%	160	8.5%	124	6.8%
Greater than 50 miles	120	6.7%	110	5.9%	129	7.1%

Source: U.S. Census Bureau, Labor Area Dynamics, September 2020



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 0.4 percent increase in population from 2010 to 2019 (1,007 people total).

TABLE 11

County Population • 1970–2019

Cass County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2019	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2019
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,934,408	0.5	0.6
Cass County	18,076	20,297	21,318	24,334	25,241	26,248	0.8	0.4
Lancaster County	167,972	192,884	213,641	250,291	285,407	319,090	1.3	1.2
Otoe County	15,576	15,183	14,252	15,396	15,740	16,012	0.0	0.2
Sarpy County	66,200	86,015	102,583	122,595	158,840	187,196	2.2	1.8
Saunders County	17,018	18,716	18,285	19,830	20,780	21,578	0.5	0.4

Table 12 data reveals the population of Cass County's incorporated places as a whole experienced an average annual population increase of 0.2 percent from 1970 to 2010 and an average annual increase of 0.3 percent from 2010 to 2019 for a total increase of 13.1 percent (1,555 people) from 1970 to 2019. Plattsmouth, the county's largest city, reported a 1.1 percent increase in population (70 people) between 1970 and 2019. The unincorporated areas outside of the selected communities experienced a 107.2 percent increase (6,617 people) during the period 1970–2019.

TABLE 12

Population • 1970–2019

Cass County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2019	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2019
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,934,408	0.5	0.6
Cass County	18,076	20,297	21,318	24,334	25,241	26,248	0.8	0.4
Alvo	151	144	164	142	132	137	-0.3	0.4
Avoca	229	242	254	270	242	252	0.1	0.5
Cedar Creek	119	311	334	396	390	410	3.0	0.6
Eagle	441	832	1,050	1,105	1,024	1,096	2.1	0.8
Elmwood	548	598	582	668	634	661	0.4	0.5
Greenwood	506	587	540	544	568	595	0.3	0.5
Louisville	1,036	1,022	969	1,046	1,106	1,306	0.2	1.9
Manley	150	124	170	191	178	172	0.4	-0.4
Murdock	262	242	275	269	236	247	-0.3	0.5
Murray	286	465	422	481	463	485	1.2	0.5
Nehawka	298	270	260	232	204	212	-0.9	0.4
Plattsmouth	6,371	6,295	6,690	6,887	6,502	6,441	0.1	-0.1
South Bend	86	107	93	86	99	104	0.4	0.5
Union	275	307	299	260	233	243	-0.4	0.5
Weeping Water	1,143	1,109	1,007	1,103	1,050	1,095	-0.2	0.5
Total Incorporated Places	11,901	12,655	13,109	13,680	13,061	13,456	0.2	0.3
Unincorporated Areas	6,175	7,642	8,209	10,654	12,180	12,792	1.7	0.5

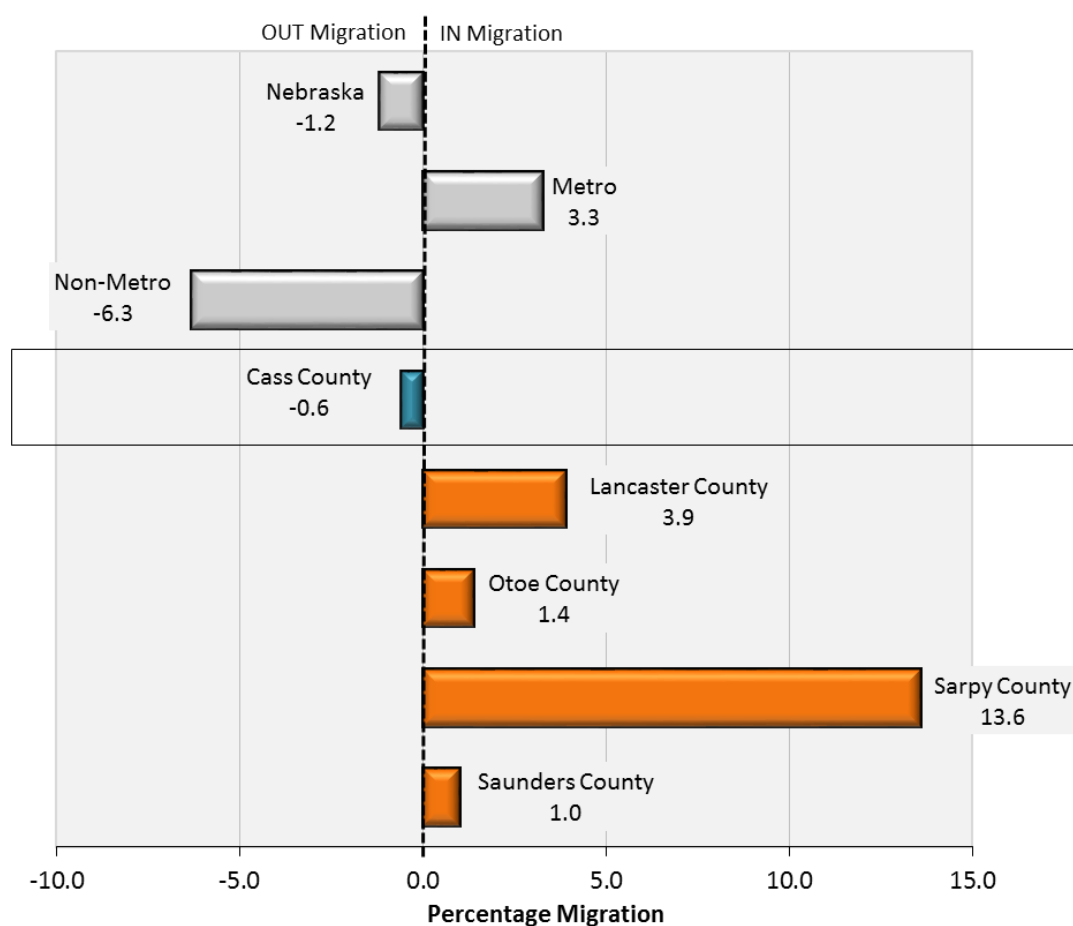
Source: U.S. Bureau of the Census, Census of Population, May 2020

The next two charts (Chart 19 and 20, 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 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 19

Net Migration as Percent of 2000 Population • 2000–2010

Cass County and the Surrounding Area



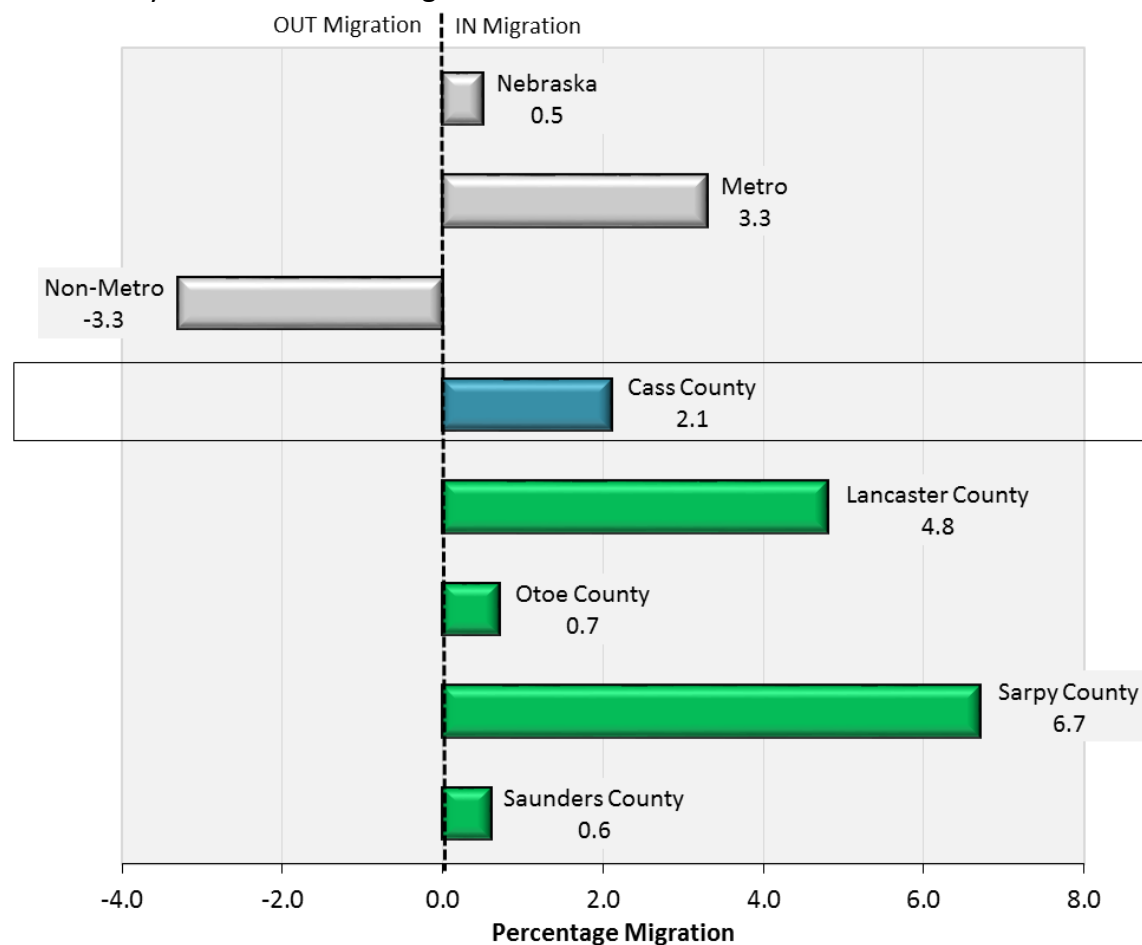
Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2019 (Chart 20), Cass County experienced a net in-migration of 523 people or 2.1 percent of its 2010 population.

CHART 20

Net Migration as Percent of 2010 Population • 2010–2019

Cass County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2020

Table 13 and Chart 21 (next page) provide detail on migration patterns. Data reported in these tables are 2014–2018, 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). 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 560 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 • 2014–2018

Cass County, Nebraska

Current population one-year or older	25,425
Number of people living in the area one-year ago	25,985
Population change due to migration and mortality	-560

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 2020

The 2014–2018, five-year estimates in Chart 21 reveal a net loss of 205 people from other Nebraska counties and a net loss of 410 people from other states for a total net loss of 615 people one-year or older. As shown in Chart 21, net gains occurred in the age groups Age 25 to 44 (gain of 78) and net losses in age groups Age 1 to 17 (loss of 190), Age 18 to 24 (loss of 320), Age 45 to 64 (loss of 138), and Age 65 and over (loss of 45).

Chart 21 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 80) and a loss of residents with a HS diploma or less (loss of 105) and graduate or professional degree (loss of 80).

CHART 21

Population Change Due to Migration and Mortality Five-Year Estimate • 2014–2018

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 State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	412	333	-79	194	83	-111	-190
Age 18 to 24	379	225	-154	195	29	-166	-320
Age 25 to 44	416	504	88	231	221	-10	78
Age 45 to 64	247	200	-47	189	98	-91	-138
Age 65 and over	149	136	-13	45	13	-32	-45
Total	1,603	1,398	-205	854	444	-410	-615
-- 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 State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	201	195	-6	177	78	-99	-105
Bachelor's or some college	561	588	27	149	202	53	80
Grad. or Prof. degree	50	57	7	139	52	-87	-80
Total	812	840	28	465	332	-133	-105

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 2020

The following chart and table (Chart 22; 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 2018 was 41.8 years of age compared to 36.6 years of age for residents of Nebraska as a whole.

CHART 22

Age Distribution of the Population • 2018

Cass County and Nebraska

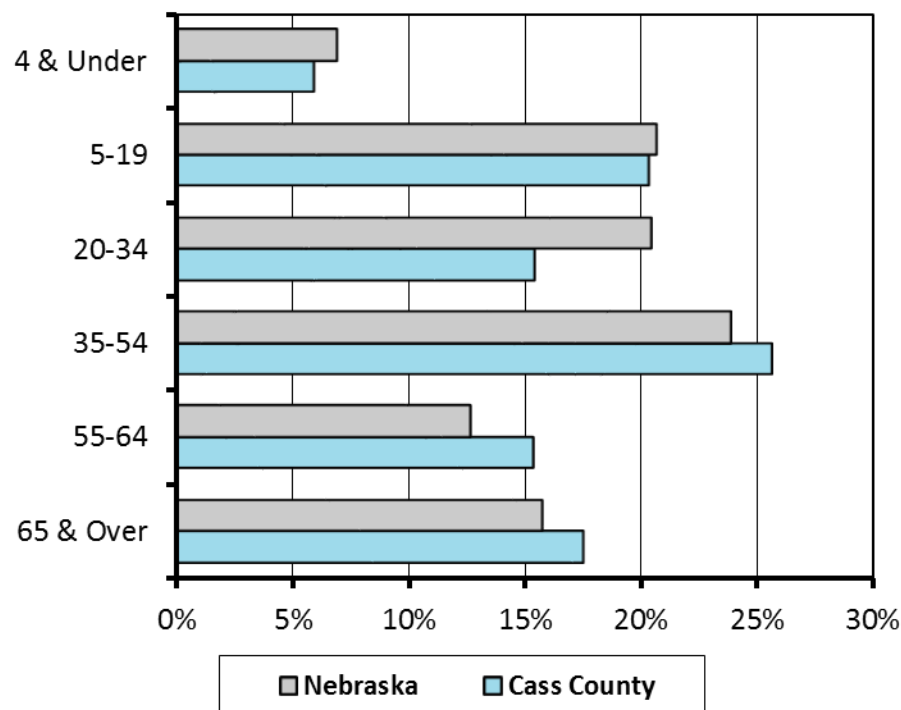


TABLE 14

	2018 Population		Percent	
	Nebraska	Cass County	Nebraska	Cass County
4 & Under	132,968	1,544	6.9%	5.9%
5-19	397,401	5,314	20.6%	20.3%
20-34	392,903	4,029	20.4%	15.4%
35-54	459,282	6,696	23.8%	25.6%
55-64	243,048	3,999	12.6%	15.3%
65 & Over	303,666	4,577	15.7%	17.5%
Total	1,929,268	26,159	100%	100%
Median Age	36.6	41.8		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2020

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 23 graphically depicts the median age distribution for the study area.

TABLE 15

Median Age by Location and Gender • 2018

Cass County and the Surrounding Area

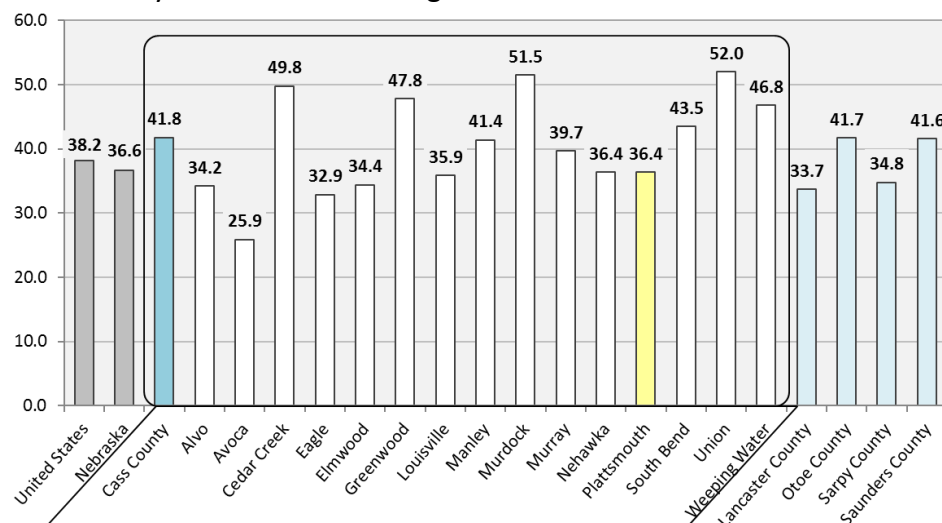
	Median Age		
	Total	Male	Female
United States	38.2	36.9	39.5
Nebraska	36.6	35.6	37.6
Cass County	41.8	40.5	43.1
Alvo	34.2	32.8	34.5
Avoca	25.9	28.5	25.7
Cedar Creek	49.8	50.1	49.7
Eagle	32.9	31.7	35.9
Elmwood	34.4	37.0	34.0
Greenwood	47.8	50.9	42.8
Louisville	35.9	35.8	36.0
Manley	41.4	43.4	41.1
Murdock	51.5	59.5	49.0
Murray	39.7	36.3	42.3
Nehawka	36.4	28.8	41.1
Plattsmouth	36.4	35.5	38.8
South Bend	43.5	38.5	52.5
Union	52.0	50.5	56.5
Weeping Water	46.8	45.4	49.2

Lancaster County	33.7	32.8	34.7
Otoe County	41.7	40.3	43.2
Sarpy County	34.8	33.8	35.8
Saunders County	41.6	40.6	42.6

CHART 23

Median Age by Location • 2018

Cass County and the Surrounding Area



Source: U.S. Census Bureau, 2014-2018 American Community Survey, May 2020

RETAIL SALES

Table 16 and Chart 24 show the retail sales (non-motor vehicle) pull factors for Cass County and the surrounding area for 2019. 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.

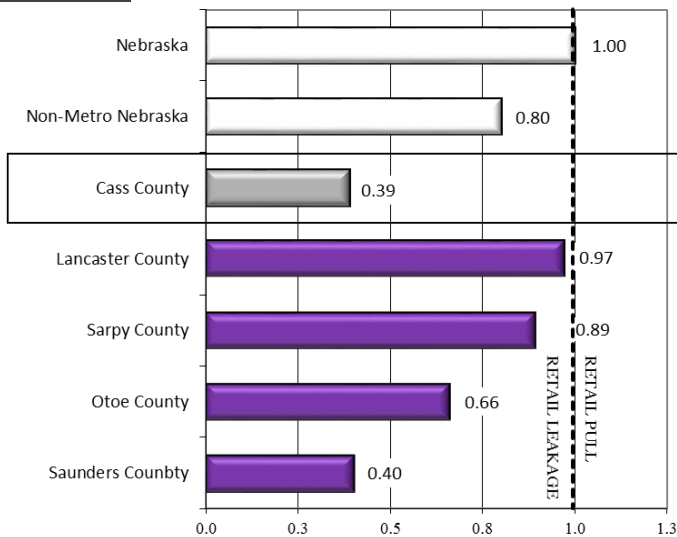
TABLE 16

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska, Cass County and Surrounding Counties

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Cass County	26,248	132,928	5,064	0.39
Lancaster County	319,090	4,042,756	12,670	0.97
Otoe County	16,012	139,056	8,684	0.66
Sarpy County	187,196	2,181,391	11,653	0.89
Saunders County	21,578	113,446	5,257	0.40

CHART 24



Reviewing the pull factors at the county level indicates Cass County experiences net retail leakages. The 2019 pull factor of 0.39 indicates, on a per capita basis, retail sales in Cass 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 Cass County (0.39) with the pull factor for the non-metropolitan area of Nebraska (0.80) indicates per capita retail sales in Cass County are 51.3 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

Table 17 and Chart 25 compare the 2019 pull factors for selected area communities. The community of Plattsmouth's pull factor of 0.81 indicates that, on a per capita basis, non-motor vehicle retail sales in Plattsmouth are approximately 19.0 percent less than the state's average per capita sales.

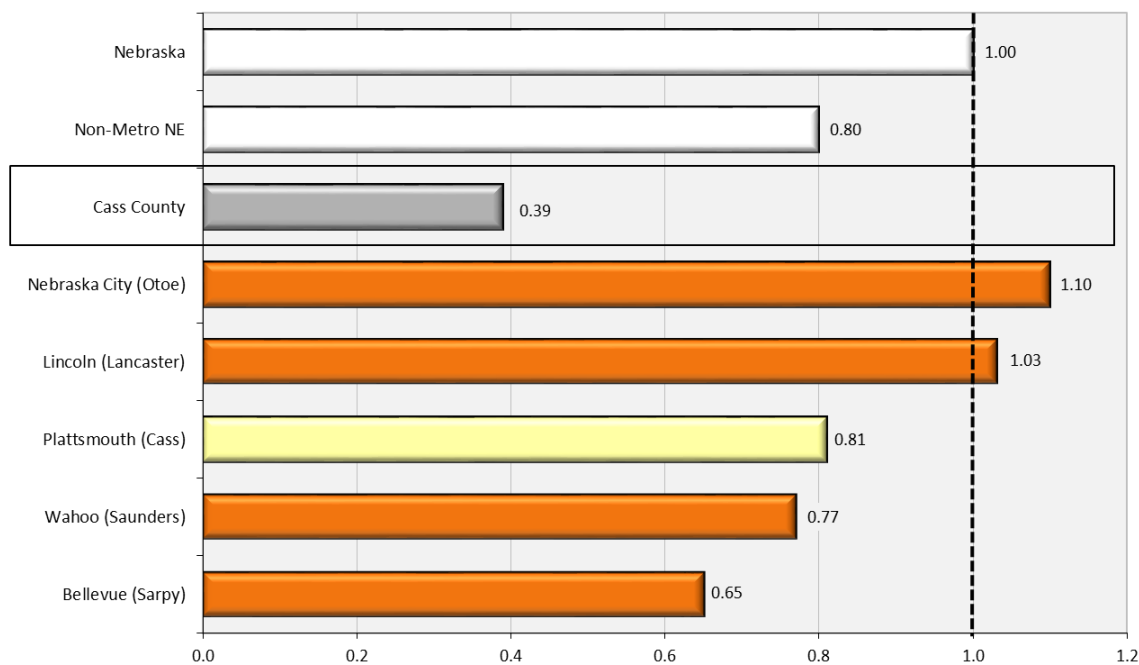
TABLE 17

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska and Selected Study Area Cities

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Cass County	26,248	132,928	5,064	0.39
Plattsmouth (Cass)	6,441	68,084	10,570	0.81
Lincoln (Lancaster)	289,102	3,884,287	13,436	1.03
Nebraska City (Otoe)	7,292	104,605	14,345	1.10
Bellevue (Sarpy)	53,544	457,178	8,538	0.65
Wahoo (Saunders)	4,548	45,592	10,025	0.77

CHART 25



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

Table 18 (sorted by population) and Chart 26 (sorted by pull factor) further breakdown the 2019 pull factors into the communities reporting retail sales figures within Cass County. As this table indicates, the community of Weeping Water had the strongest pull factor (1.35) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.39 for Cass County in 2019.

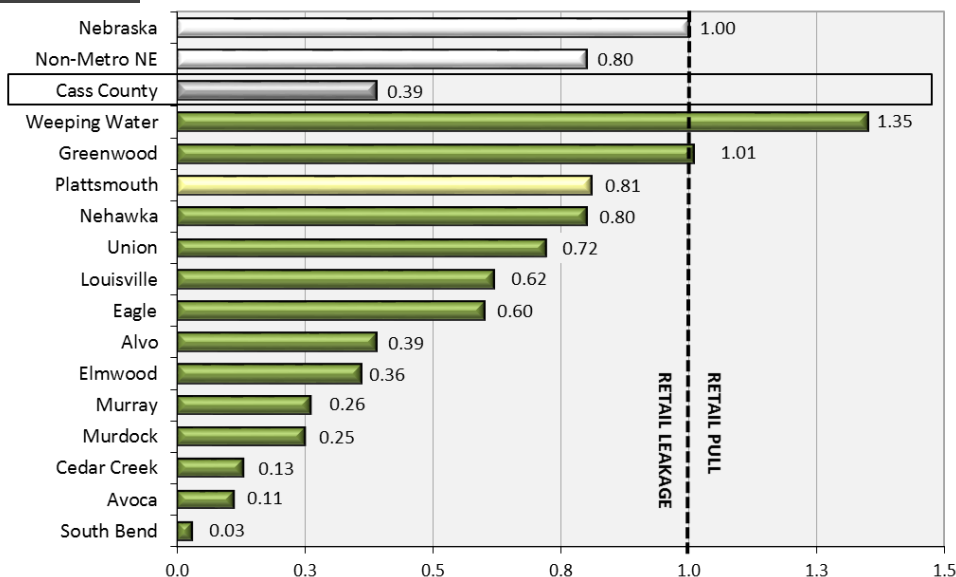
TABLE 18

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Nebraska and Available Cass County Communities

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Cass County	26,248	132,928	5,064	0.39
Plattsmouth	6,441	68,084	10,570	0.81
Louisville	1,306	10,539	8,070	0.62
Eagle	1,096	8,656	7,898	0.60
Weeping Water	1,095	19,307	17,632	1.35
Elmwood	661	3,129	4,734	0.36
Greenwood	595	7,822	13,146	1.01
Murray	485	1,628	3,356	0.26
Cedar Creek	410	681	1,660	0.13
Avoca	252	378	1,501	0.11
Murdock	247	819	3,314	0.25
Union	243	2,294	9,441	0.72
Nehawka	212	2,207	10,410	0.80
Alvo	137	691	5,046	0.39
South Bend	104	46	446	0.03

CHART 26



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

Table 19 (sorted by population) and Chart 27 (sorted by pull factor) show the 2019 pull factors for Nebraska, Plattsmouth, and eight other similarly sized communities selected from around the state. Sidney's pull factor of 1.59 leads the group for 2019 thus indicating Sidney has greater retail pull.

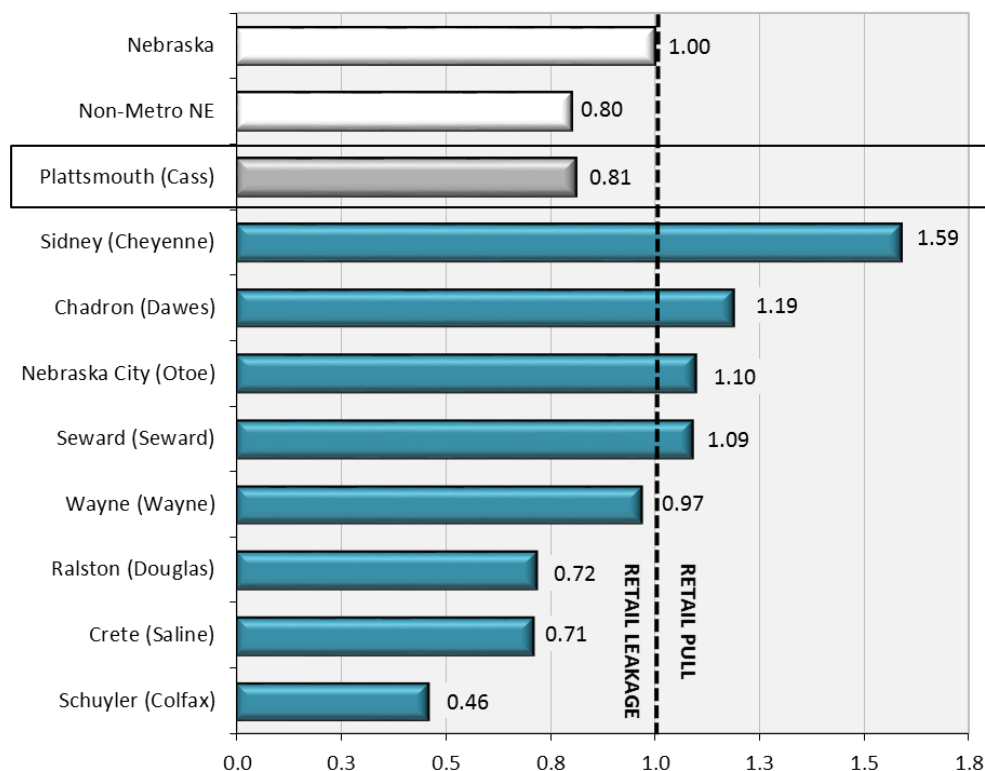
TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors • 2019

Plattsmouth & Other Similarly Sized Nebraska Communities

	2019 Population	2019 Retail Sales (x \$1,000)	2019 Per Cap Sales (\$)	2019 Pull Factor
Nebraska	1,934,408	25,298,845	13,078	1.00
Non-Metro Nebraska	856,795	8,914,021	10,404	0.80
Plattsmouth (Cass)	6,441	68,084	10,570	0.81
Chadron (Dawes)	5,412	84,500	15,613	1.19
Wayne (Wayne)	5,660	71,965	12,715	0.97
Sidney (Cheyenne)	6,115	126,798	20,736	1.59
Schuyler (Colfax)	6,303	37,592	5,964	0.46
Crete (Saline)	7,007	64,789	9,246	0.71
Seward (Seward)	7,216	103,132	14,292	1.09
Ralston (Douglas)	7,273	68,914	9,475	0.72
Nebraska City (Otoe)	7,292	104,605	14,345	1.10

CHART 27



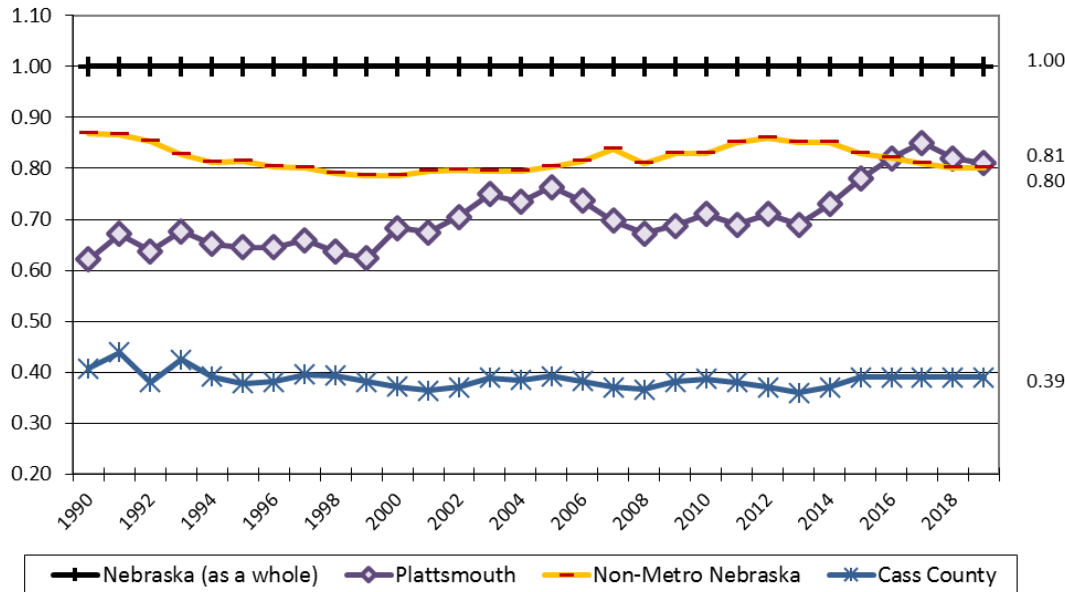
Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

Chart 28 illustrates the pull factor trend for Plattsmouth, Cass County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2019. 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) shows the pull factor similar to the non-metropolitan county average and the Nebraska (as a whole) average throughout the time period only considerably lower.

CHART 28

Pull Factors • 1990–2019

Plattsmouth, Cass County, Non-Metro & Nebraska (as a whole)



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2020

PER CAPITA PERSONAL INCOME

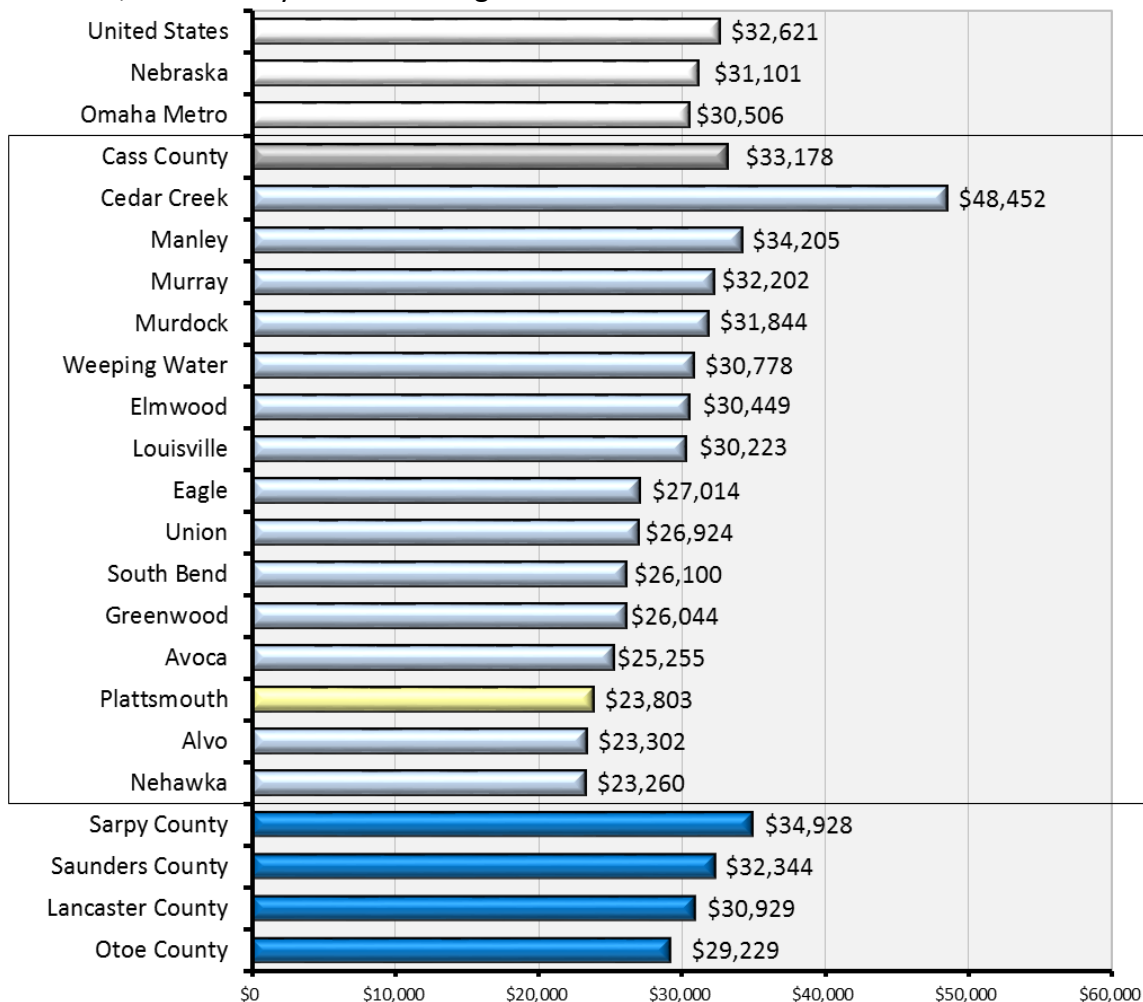
Chart 29 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2014–2018, five-year estimates show per capita personal income for Cass County is estimated to be \$33,178 compared to \$31,101 for Nebraska as a whole.

CHART 29

Per Capita Personal Income • 2014–2018

Nebraska, Cass County & Surrounding Counties



Source: U.S. Census Bureau 2014–2018 American Community Survey, accessed April 2020.

MEDIAN HOUSEHOLD INCOME

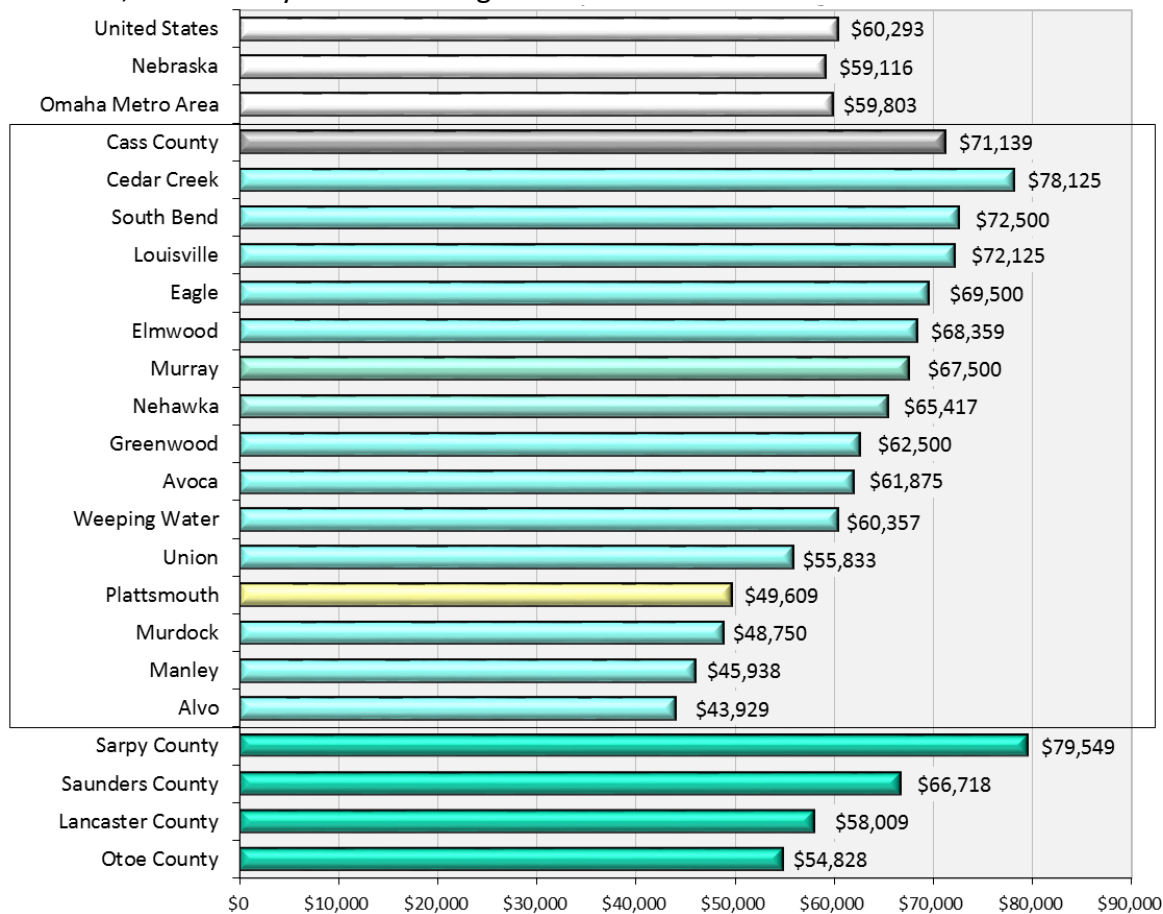
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2014–2018, five-year estimates show median household income for Cass County is estimated to be \$71,139 compared to \$59,116 for Nebraska as a whole.

CHART 30

Median Household Income • 2014–2018

Nebraska, Cass County & Surrounding Counties



Source: U.S. Census Bureau 2014–2018 American Community Survey, accessed April 2020