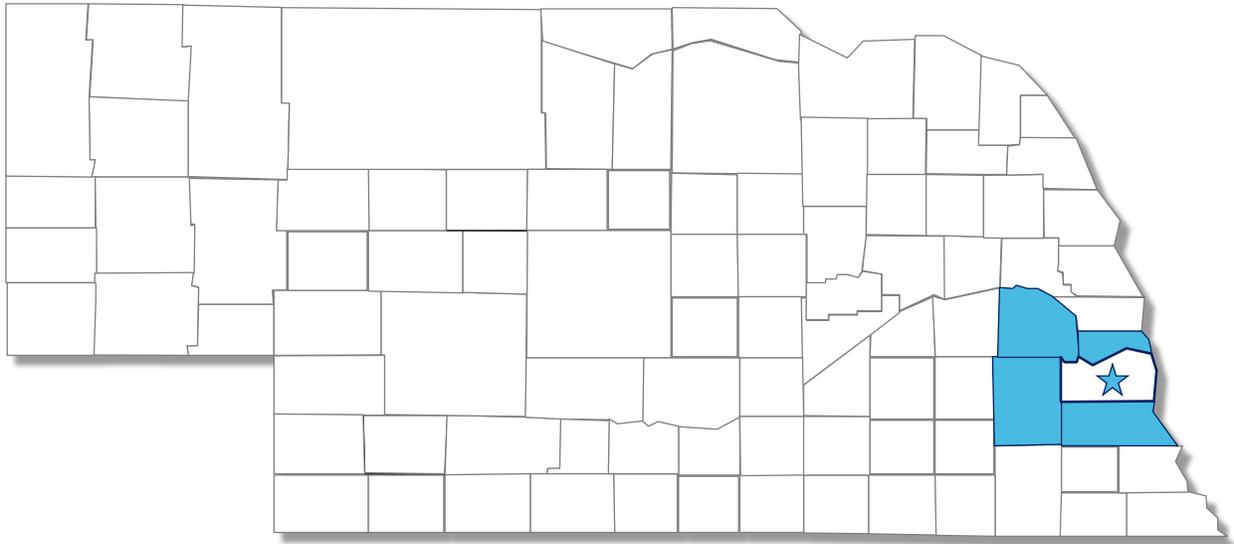


Economic and Demographic Trends

Plattsmouth, Cass County, and the Surrounding Area



April 2013

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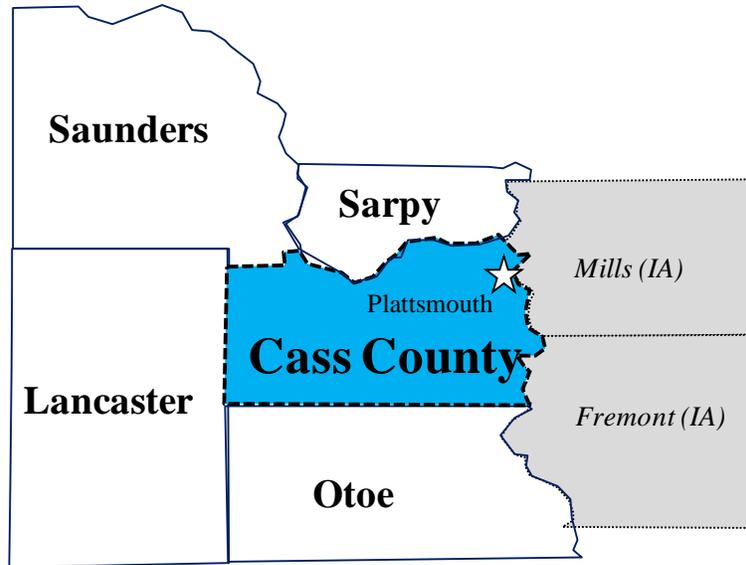
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Economic and Demographic Trends in Plattsmouth, Cass County, and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Plattsmouth, Cass County, and the surrounding area. 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 Nebraska 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 non-farm wage and salary data for Cass County for the period 2002–2011. Non-farm employment is broken down into two employment sectors: Government and Private Industries. The Government sector is broken down further into Federal, State, and Local Government employment. The Private Industry sector is broken down into 10 Goods Producing and Service Producing employment sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS) as shown below.

Government

Federal Government
 State Government
 Local Government

Goods Producing

Natural Resources & Mining
 Construction
 Manufacturing

Services Producing

Trade, Transportation & Utilities
 Information
 Financial Activities
 Professional & Business Services
 Education & Health Services
 Leisure & Hospitality
 Other Services

The measure of employment reported in Table 1 (below) is data on the number of people employed in the non-agriculture wage and salary sector in Cass County (regardless of their county of residence). These data indicate total non-farm wage and salary employment in Cass County increased 1.9 percent (92 jobs) between 2002 and 2011.

Table 1 also provides employment data for Cass County by major economic sector for years 2002–2011. Of the sectors reporting complete data, the Natural Resources and Mining sector recorded the largest percentage increase in employment between 2002 and 2011 (102.1 percent or 97 jobs). The Local Government sector showed the largest actual employment increase with 120 jobs (11.1 percent).

Table 1

Non-Farm Wage & Salary Employment Trends, Cass County, Nebraska
 Selected Years: 2002-2011

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	% Change 2002-2011	# Change 2002-2011
Non-farm Employment (W&S)	4,724	4,831	4,879	4,973	4,947	4,956	4,880	4,896	4,800	4,816	1.9	92
Total Government Employment	1,223	1,258	1,243	1,266	1,238	1,301	1,326	1,396	1,396	1,366	11.7	143
Federal Government	80	81	78	77	76	75	75	76	77	69	-13.8	-11
State Government	61	70	73	72	68	56	53	74	95	95	55.7	34
Local Government	1,082	1,107	1,092	1,117	1,094	1,170	1,198	1,246	1,224	1,202	11.1	120
Total Private Industries	3,501	3,573	3,636	3,707	3,709	3,655	3,554	3,500	3,403	3,450	-1.5	-51
Goods Producing	916	964	944	941	883	895	839	811	791	844	-7.9	-72
Natural Resources and Mining	95	148	152	184	183	189	182	183	184	192	102.1	97
Construction	327	325	335	339	325	327	265	231	234	226	-30.9	-101
Manufacturing	495	491	458	419	375	379	392	397	373	426	-13.9	-69
Service-Providing	2,584	2,609	2,692	2,766	2,826	2,759	2,715	2,688	2,612	2,607	0.9	23
Trade, Transportation, and Utilities	1,079	1,104	1,133	1,148	1,172	1,201	1,204	1,184	1,179	1,120	3.8	41
Information	44	31	19	19	22	21	17	16	13	11	-75.0	-33
Financial Activities	260	271	280	282	285	253	247	228	228	236	-9.2	-24
Professional and Business Services	129	161	144	135	145	151	160	166	149	164	27.1	35
Education and Health Services	370	400	398	432	427	357	353	367	363	372	0.5	2
Leisure and Hospitality	598	532	593	619	647	646	598	583	539	547	-8.5	-51
Other Services	104	110	124	131	128	131	135	144	142	157	51.0	53

Labor Force & Work Force Summary, 2002-2011, Annually, Cass County, Nebraska
 Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released 9/27/2012

Chart 1 (next page) compares total non-farm wage and salary employment growth in Cass County with metropolitan and non-metropolitan areas as well as Nebraska as a whole for the review period 2002–2011.

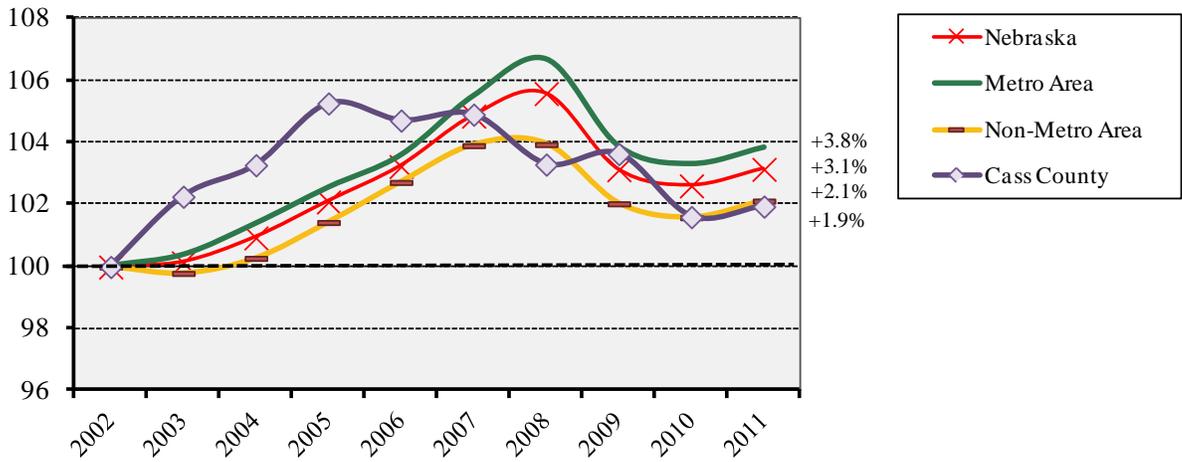
The Census Bureau has identified 13 counties in Nebraska as part of four metropolitan statistical areas (MSA) as follows: Omaha/Council Bluffs (Cass, Douglas, Sarpy, Saunders, Washington); Lincoln (Lancaster, Seward); Grand Island (Hall, Hamilton, Howard, Merrick); Sioux City IA, NE, SD (Dakota, Dixon).

For the purposes of this study, the metropolitan area of Nebraska has been defined as the “Metro Area” and consists of the following seven counties: Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington. The non-metropolitan area is defined as the “Non-Metro Area” and consists of the counties outside of the Metro Area which are typical of NPPD’s service area.

As this chart indicates, total non-farm wage and salary employment in Cass County increased 1.9 percent (92 jobs) from 2002 to 2011, compared to a 3.1 percent increase for Nebraska as a whole, a 3.8 percent increase in the Metro Area, and a 2.1 percent increase in the Non-Metro Area.

Chart 1

Non-Farm (W&S) Employment, Cass County, Nebraska, Metro, and Non-Metro Nebraska, 2002-2011
 (Index, 2002=100)

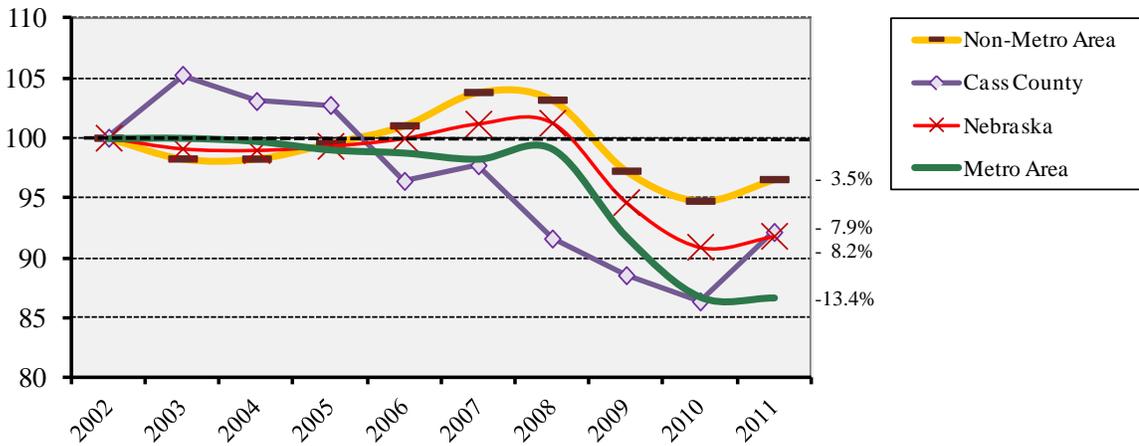


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released 9/27/2012

Chart 2 presents data on Goods Producing wage and salary employment growth for Cass County, Nebraska, Metro and Non-Metro Areas. Good Producing employment decreased 7.9 percent in Cass County between 2002 and 2011 (-72 jobs). This compares to a 3.5 percent decrease in employment for the Non-Metro Area, an 8.2 percent decrease for Nebraska as a whole, and a 13.4 percent decrease for the Metro Area over the same period.

Chart 2

Goods Producing (W&S) Employment, Cass County, Nebraska, Metro, and Non-Metro Nebraska, 2002-2011
 (Index, 2002=100)



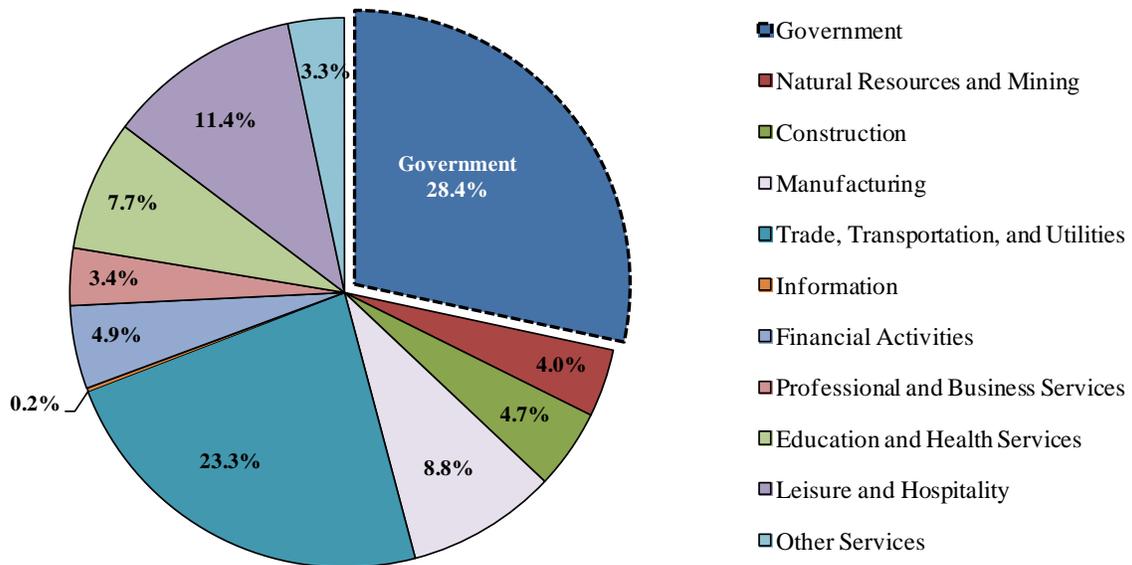
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released 9/27/2012

The next series of pie charts (Charts 3, 4 & 5) display the distribution of non-farm wage and salary (W&S) employment by major economic sector in Cass County compared to the Non-Metro Area and the Metro Area distributions.

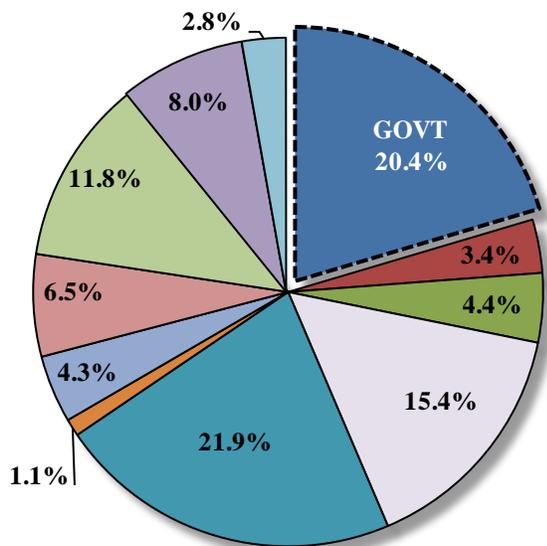
When comparing the Cass County employment sectors to the Non-Metro Area, the largest deviation falls in the Government sector having 28.4 percent employment (1,366 employees) compared to the Non-Metro Area employment at 20.4 percent of the workforce; a difference of 8.0 percent. Comparing Cass County to the overall Metro Area distribution, the largest deviation is also found in the Government sector (28.4 percent or 1,366 jobs Cass County vs. 15.7 percent Metro Area; a difference of 12.6 percent).

Charts 3, 4, 5

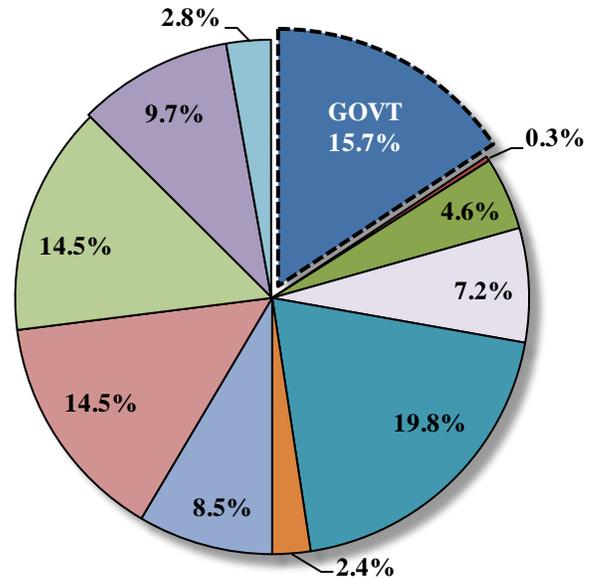
**Non-Farm Wage & Salary Employment by Major Economic Sector
 Cass County, 2011**



Non-Metro Area W&S Employment, 2011



Metro Area W&S Employment, 2011



The next table (Table 2) shows labor force information for Cass County for the time period 2002–2011. In the case of the labor force information (labor force, unemployment, and total employment), these data 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 2002 and 2011 (-1.3 percent or -180 people). The number of those employed in Cass County also decreased from 2002 to 2011 (-3.0 percent or -394 jobs).

The number of unemployed persons in Cass County increased by 42.5 percent (214 people) between 2002 and 2011. 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 5.3 percent in 2011; above that for the Metro Area (4.7 percent), Nebraska as a whole (4.4 percent), and Non-Metro Area (4.1 percent).

Table 2

Labor Force & Employment Trends, Cass County, Nebraska
 Selected Years: 2002-2011

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	% Change 2002-2011	# Change 2002-2011
Labor Force	13,733	13,956	14,096	14,019	14,024	13,918	14,033	13,629	13,352	13,553	-1.3	-180
Employed	13,230	13,389	13,511	13,433	13,564	13,462	13,520	12,912	12,573	12,836	-3.0	-394
Unemployed	503	567	585	586	460	456	513	717	779	717	42.5	214
Unemployment Rate	3.7	4.1	4.2	4.2	3.3	3.3	3.7	5.3	5.8	5.3	(N/A)	(N/A)

Labor Force & Work Force Summary, 2003-2011, Annually, Cass County, Nebraska
 Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released 2012
 (N/A) Data not available

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 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 Cass County are from 2010.

Table 3 (pages 7–8) 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 11,793 county labor force participants holding primary jobs. As Table 3 “By States” shows, 96.8 percent of Cass County’s labor force participants are employed within the state of Nebraska. The next section, “By Counties” shows approximately 35.7 percent of Cass County workers remain within Cass County for employment with 64.3 percent leaving the county borders for work (next page). Looking deeper to the locality level or “By Place,” the table also shows the top locations where Cass County labor force participants are employed (next page).

Table 3

Work Destination Report
Where Workers are Employed Who Live in the Selection Area
 2010

	Count	Share
Total Participants	11,793	100.0%

By States

Job Counts by States Where Workers are Employed
 2010

	Count	Share
Nebraska	11,415	96.8%
Iowa	294	2.5%
Kansas	19	0.2%
South Dakota	16	0.1%
Missouri	12	0.1%
Illinois	7	0.1%
California	5	0.0%
Arkansas	3	0.0%
Colorado	3	0.0%
Texas	3	0.0%
All Other Locations	16	0.1%

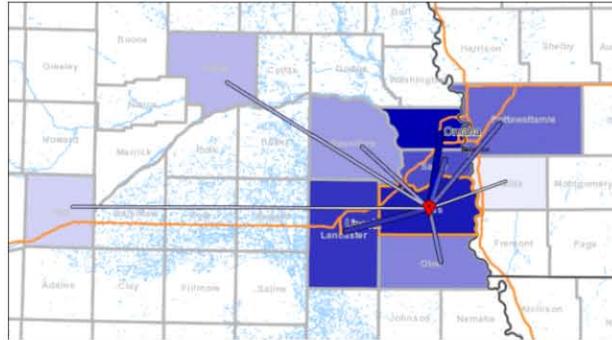


Table 3 (continued)

By Counties

Job Counts by Counties Where Workers are Employed 2010

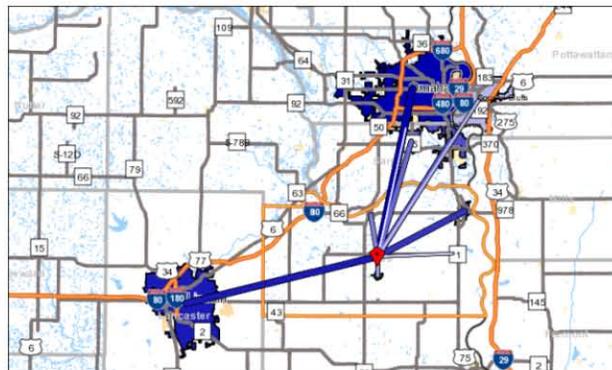
	Count	Share
Douglas County, NE	4,208	35.7%
Cass County, NE	2,629	22.3%
Lancaster County, NE	2,189	18.6%
Sarpy County, NE	1,453	12.3%
Pottawattamie County, IA	153	1.3%
Otoe County, NE	101	0.9%
Saunders County, NE	92	0.8%
Platte County, NE	87	0.7%
Hall County, NE	66	0.6%
Mills County, IA	63	0.5%
All Other Locations	752	6.4%



By Place (top 10)

Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed 2010

	Count	Share
Omaha city, NE	3,937	33.4%
Lincoln city, NE	1,951	16.5%
Plattsmouth city, NE	1,000	8.5%
Bellevue city, NE	370	3.1%
Papillion city, NE	219	1.9%
Louisville city, NE	165	1.4%
Weeping Water city, NE	153	1.3%
Council Bluffs city, IA	127	1.1%
Murray village, NE	120	1.0%
La Vista city, NE	114	1.0%
All Other Locations	3,637	30.8%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2013

People also travel from other locations to work in Cass County—this is the Home Destination report or the labor shed area. Table 4 (pages 9–10) depicts the home locations of those employed within Cass County. The Census identified 4,547 primary jobs within Cass County. As Table 4 “By States” indicates, 95.0 percent of these jobs are held by Nebraska residents. Approximately 57.8 percent of Cass County workers live within the county borders and the top “Places” section shows the distribution of employee residents around the area (next page).

Table 4

Home Destination Report *Where Workers Live Who are Employed in the Selection Area* 2010

	Count	Share
Total Primary Jobs	4,547	100.0%

By States

Job Counts by States Where Workers Live 2010

	Count	Share
Nebraska	4,320	95.0%
Iowa	179	3.9%
Missouri	10	0.2%
Illinois	6	0.1%
California	4	0.1%
Colorado	4	0.1%
Connecticut	3	0.1%
Minnesota	3	0.1%
Ohio	3	0.1%
Oklahoma	3	0.1%
All Other Locations	12	0.3%



By Counties

Job Counts by Counties Where Workers Live 2010

	Count	Share
Cass County, NE	2,629	57.8%
Sarpy County, NE	455	10.0%
Lancaster County, NE	348	7.7%
Douglas County, NE	304	6.7%
Otoe County, NE	147	3.2%
Saunders County, NE	98	2.2%
Pottawattamie County, IA	69	1.5%
Washington County, NE	41	0.9%
Mills County, IA	34	0.7%
Dodge County, NE	28	0.6%
All Other Locations	394	8.7%

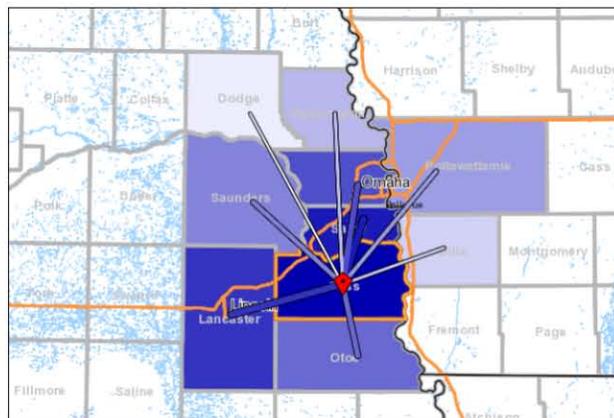
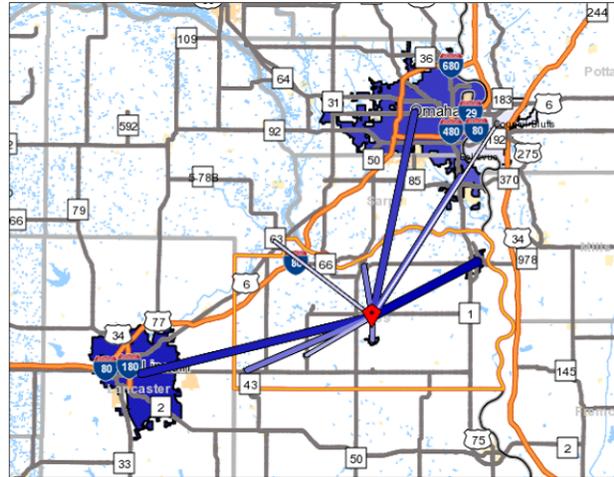


Table 4 (continued)

By Place (top 10)
Job Counts by Places (Cities, CDPs, etc.) Where Workers Live
 2010

	Count	Share
Plattsmouth city, NE	778	17.1%
Lincoln city, NE	287	6.3%
Omaha city, NE	262	5.8%
Bellevue city, NE	201	4.4%
Eagle village, NE	132	2.9%
Louisville city, NE	132	2.9%
Weeping Water city, NE	102	2.2%
Elmwood village, NE	70	1.5%
Ashland city, NE	58	1.3%
Council Bluffs city, IA	51	1.1%
All Other Locations	2,474	54.4%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, April 2013

The next table (Table 5, pages 10–11) shows an inflow/outflow report for the Cass 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 Cass County. The most current data available for Cass County are from 2010.

Table 5

Inflow/Outflow Report - Cass County

Selection Area Labor Market Size (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	4,547	100.0%	4,328	100.0%	4,281	100.0%
Living in the Selection Area	11,793	259.4%	11,767	271.9%	11,592	270.8%
Net Job Inflow (+) or Outflow (-)	-7,246	-	-7,439	-	-7,311	-

In-Area Labor Force Efficiency (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	11,793	100.0%	11,767	100.0%	11,592	100.0%
Living and Employed in the Selection Area	2,629	22.3%	2,622	22.3%	2,533	21.9%
Living in the Selection Area but Employed Outside	9,164	77.7%	9,145	77.7%	9,059	78.1%

In-Area Employment Efficiency (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	4,547	100.0%	4,328	100.0%	4,281	100.0%
Employed and Living in the Selection Area	2,629	57.8%	2,622	60.6%	2,533	59.2%
Employed in the Selection Area but Living Outside	1,918	42.2%	1,706	39.4%	1,748	40.8%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	9,164	100.0%	9,145	100.0%	9,059	100.0%
Workers Aged 29 or younger	2,044	22.3%	2,044	22.4%	2,289	25.3%
Workers Aged 30 to 54	5,249	57.3%	5,321	58.2%	5,103	56.3%
Workers Aged 55 or older	1,871	20.4%	1,780	19.5%	1,667	18.4%
Workers Earning \$1,250 per month or less	1,719	18.8%	1,736	19.0%	1,876	20.7%
Workers Earning \$1,251 to \$3,333 per month	3,759	41.0%	3,932	43.0%	3,935	43.4%
Workers Earning More than \$3,333 per month	3,686	40.2%	3,477	38.0%	3,248	35.9%
Workers in the "Goods Producing" Industry Class	1,415	15.4%	1,529	16.7%	1,650	18.2%
Workers in the "Trade, Transp. & Utilities" Industry Class	2,080	22.7%	2,064	22.6%	2,001	22.1%
Workers in the "All Other Services" Industry Class	5,669	61.9%	5,552	60.7%	5,408	59.7%

Inflow Job Characteristics (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,918	100.0%	1,706	100.0%	1,748	100.0%
Workers Aged 29 or younger	508	26.5%	418	24.5%	471	26.9%
Workers Aged 30 to 54	1,037	54.1%	948	55.6%	949	54.3%
Workers Aged 55 or older	373	19.4%	340	19.9%	328	18.8%
Workers Earning \$1,250 per month or less	441	23.0%	407	23.9%	476	27.2%
Workers Earning \$1,251 to \$3,333 per month	716	37.3%	679	39.8%	676	38.7%
Workers Earning More than \$3,333 per month	761	39.7%	620	36.3%	596	34.1%
Workers in the "Goods Producing" Industry Class	383	20.0%	321	18.8%	374	21.4%
Workers in the "Trade, Transp. & Utilities" Industry Class	524	27.3%	525	30.8%	522	29.9%
Workers in the "All Other Services" Industry Class	1,011	52.7%	860	50.4%	852	48.7%

Interior Flow Job Characteristics (Primary Jobs)	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	2,629	100.0%	2,622	100.0%	2,533	100.0%
Workers Aged 29 or younger	531	20.2%	535	20.4%	516	20.4%
Workers Aged 30 to 54	1,403	53.4%	1,427	54.4%	1,405	55.5%
Workers Aged 55 or older	695	26.4%	660	25.2%	612	24.2%
Workers Earning \$1,250 per month or less	789	30.0%	825	31.5%	772	30.5%
Workers Earning \$1,251 to \$3,333 per month	1,033	39.3%	1,049	40.0%	1,044	41.2%
Workers Earning More than \$3,333 per month	807	30.7%	748	28.5%	717	28.3%
Workers in the "Goods Producing" Industry Class	478	18.2%	495	18.9%	477	18.8%
Workers in the "Trade, Transp. & Utilities" Industry Class	601	22.9%	583	22.2%	587	23.2%
Workers in the "All Other Services" Industry Class	1,550	59.0%	1,544	58.9%	1,469	58.0%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 4/04/2013

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Cass County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Cass County is greater in 2010 compared to 2008. The distribution of miles traveled to work has not shifted significantly since 2008. Figure 1 shows the location and concentration of these workplaces.

Table 6

Distance/Direction Report - Home to Work Census Block
Live within study area - distance to work

Job Counts in Work Blocks by Distance Only

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	11,793	100.0%	11,767	100.0%	11,592	100.0%
Less than 10 miles	2,401	20.4%	2,368	20.1%	2,359	20.4%
10 to 24 miles	6,184	52.4%	6,199	52.7%	6,069	52.4%
25 to 50 miles	2,444	20.7%	2,444	20.8%	2,391	20.6%
Greater than 50 miles	764	6.5%	756	6.4%	773	6.7%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 4/4/2013

Figure 1

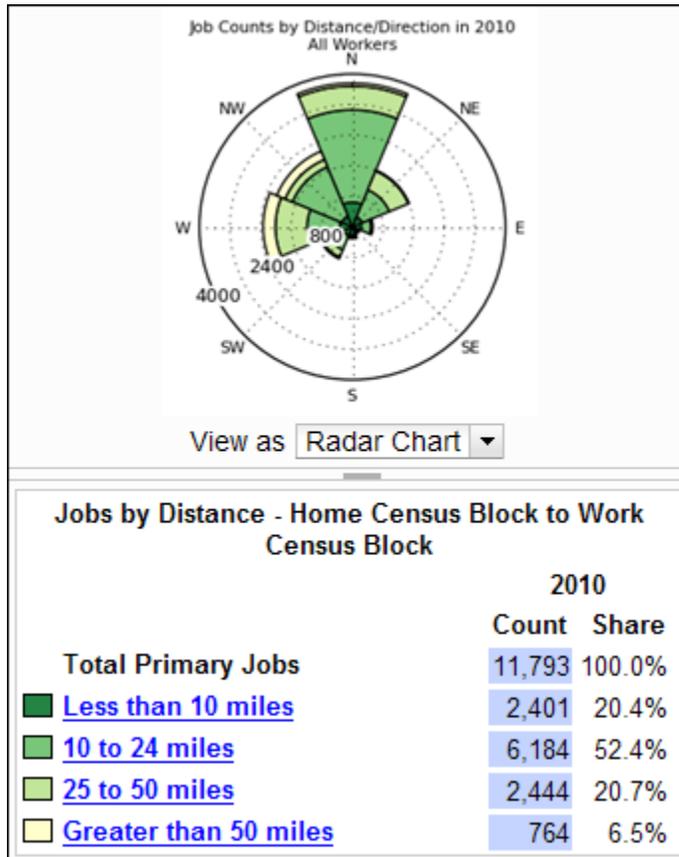


Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Cass County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Cass County has increased since 2008. The data also show the majority of Cass County employees continue to travel 24 miles or less from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

Distance/Direction Report - Work to Home Census Block

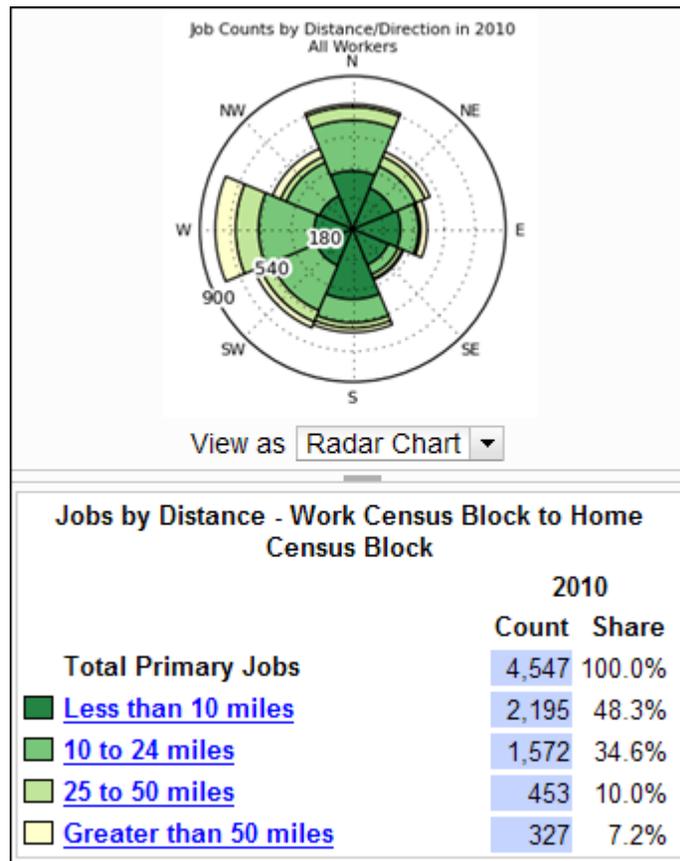
Work within study area - distance to home

Job Counts in Work Blocks by Distance Only

	2010		2009		2008	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	4,547	100.0%	4,328	100.0%	4,281	100.0%
Less than 10 miles	2,195	48.3%	2,171	50.2%	2,158	50.4%
10 to 24 miles	1,572	34.6%	1,503	34.7%	1,445	33.8%
25 to 50 miles	453	10.0%	436	10.1%	442	10.3%
Greater than 50 miles	327	7.2%	218	5.0%	236	5.5%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap 6.0.1, 4/4/2013

Figure 2



Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Cass County and the surrounding area. As Table 8 indicates, Cass County's population increased 39.6 percent (7,165 people) between 1970 and 2010. This population increase compares to a 23.0 percent increase for Nebraska as a whole. Cass County reported a 0.4 percent decline in population from 2010 to 2012 (-0.4 percent or -108 people).

Table 8

County Population 1970-2012
 Cass County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2012	% Change 1970-2010	% Change 2010-2012
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,855,525	23.0	1.6
Cass County	18,076	20,297	21,318	24,334	25,241	25,133	39.6	-0.4
Lancaster County	167,972	192,884	213,641	250,291	285,407	293,407	69.9	2.8
Otoe County	15,576	15,183	14,252	15,396	15,740	15,747	1.1	0.0
Sarpy County	66,200	86,015	102,583	122,595	158,840	165,853	139.9	4.4
Saunders County	17,018	18,716	18,285	19,830	20,780	20,823	22.1	0.2

Source: U.S. Bureau of the Census, Census of Population, March 2013

Table 9 data reveal a mixture of population change for Cass County communities during the 1970–2010 time period. Communities saw no growth or some decline in population between 2010 and 2011. The city of Plattsmouth reported a 2.1 percent increase in population (131 people) between 1970 and 2010 and a 0.2 percent decline in population between 2010 and 2011 (-0.2 percent or -13 people). The unincorporated areas outside of the selected communities experienced a 97.2 percent increase (6,005 people) during the 1970–2010 time period and a 0.7 percent decline during the 2010 to 2011 time period (-80 people).

Table 9

Population 1970-2011
 Cass County Communities and Unincorporated Areas

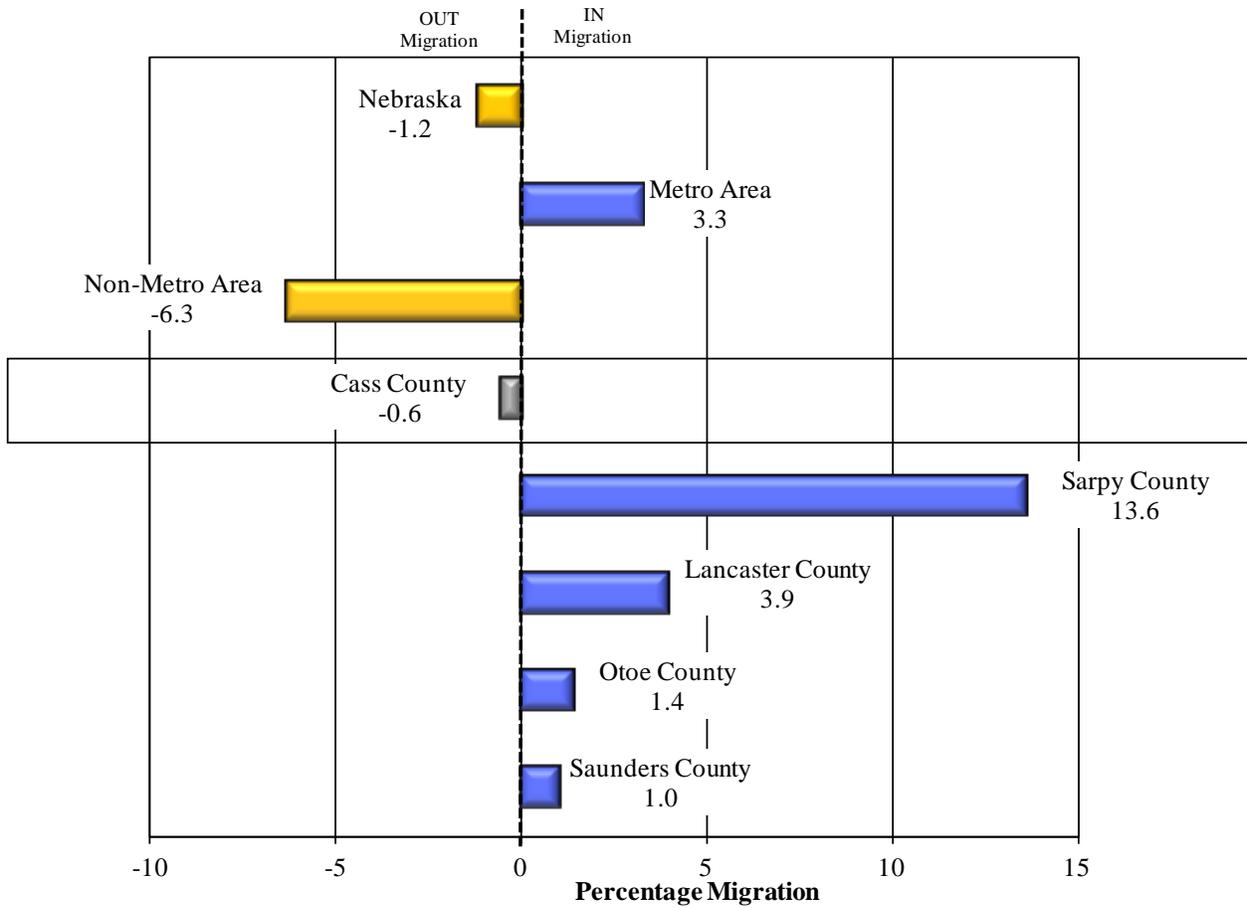
	1970	1980	1990	2000	2010	2011	% Change 1970-2010	% Change 2010-2011
Cass County	18,076	20,297	21,318	24,334	25,241	25,133	39.6	-0.4
Alvo	151	144	164	142	132	132	-12.6	0.0
Avoca	229	242	254	270	242	241	5.7	-0.4
Cedar Creek	119	311	334	396	390	389	227.7	-0.3
Eagle	441	832	1,050	1,105	1,024	1,021	132.2	-0.3
Elmwood	548	598	582	668	634	632	15.7	-0.3
Greenwood	506	587	540	544	568	566	12.3	-0.4
Louisville	1,036	1,022	969	1,046	1,106	1,105	6.8	-0.1
Manley	150	124	170	191	178	178	18.7	0.0
Murdock	262	242	275	269	236	235	-9.9	-0.4
Murray	286	465	422	481	463	462	61.9	-0.2
Nehawka	298	270	260	232	204	203	-31.5	-0.5
Plattsmouth	6,371	6,295	6,690	6,887	6,502	6,489	2.1	-0.2
South Bend	86	107	93	86	99	99	15.1	0.0
Union	275	307	299	260	233	232	-15.3	-0.4
Weeping Water	1,143	1,109	1,007	1,103	1,050	1,049	-8.1	-0.1
Total								
Unincorporated Areas:	6,175	7,642	8,209	10,654	12,180	12,100	97.2	-0.7

Source: U.S. Bureau of the Census, Census of Population, April 2012

The next two charts (Chart 6 & 7) 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 0.6 percent out-migration (-135 people).

Chart 6

2000-2010 Net Migration as Percent of 2000 Population Cass County and the Surrounding Area

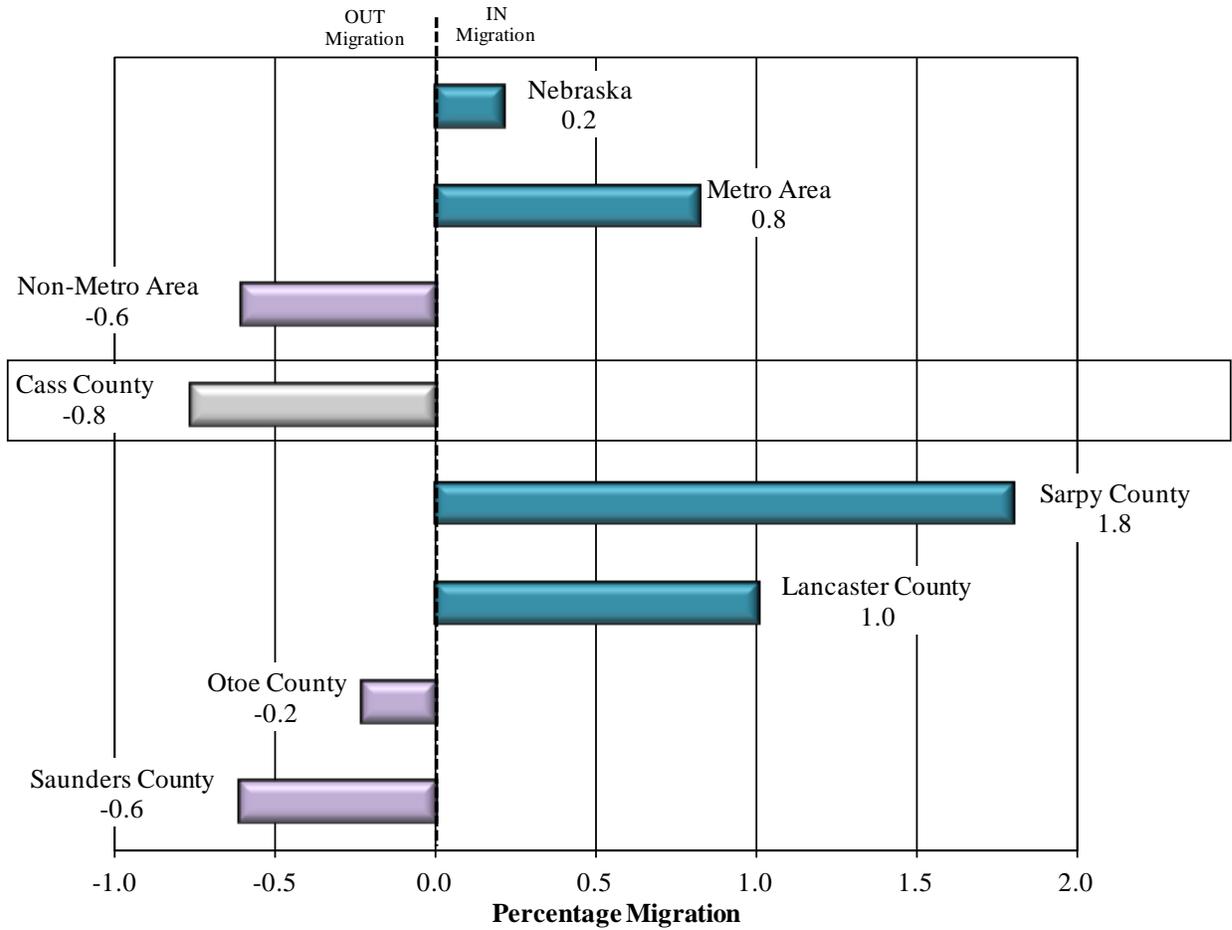


Source: U.S. Census Bureau, County population and estimated components of population change, April 2012

Looking at the year 2010–2012 (Chart 7), three counties within the study area experienced out-migration (Cass, Otoe, and Saunders Counties). Cass County recorded 0.8 percent out-migration (-192 people).

Chart 7

**2010-2012 Net Migration as Percent of 2010 Population
 Cass County and the Surrounding Area**



Source: U.S. Census Bureau, County population and estimated components of population change, April 2013

The next two tables (Tables 10 and 11) provide details on migration between counties based on the County of Current Residence. These one-year estimates are derived from the 5-year American Community Survey findings. These tables reflect migration between 2009 and 2010, the latest data available. Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors.

Table 10 data show 36.1 percent of those moving in to Cass County in 2010 moved from other Nebraska locations (896 people). Data also reveal 343 people (13.8 percent) migrated in from other states and 2.5 percent (63 people) moved from abroad.

Table 10

2010 Cass County, Nebraska Inflow Into County (1 year estimate)			Reported Counties (where people moved from)		
Movers within the United States	2,421	97.5%	Nebraska	Sarpy County	353
Within Same County	1,182	47.6%	Nebraska	Lancaster County	182
Different County, Same State	896	36.1%	Nebraska	Douglas County	166
Different State	343	13.8%	Michigan	Marquette County	64
Movers from Abroad	63	2.5%	Iowa	Mills County	50
Total Movement 2010	2,484		Asia	-	48
			Nebraska	Polk County	44
			Nebraska	Otoe County	41
			Kansas	Leavenworth County	37
			Arizona	Maricopa County	23
			Nebraska	Platte County	22
			Missouri	Nodaway County	21
			Nebraska	Saunders County	21
			Oklahoma	Oklahoma County	19
			North Dakota	Morton County	16
			Washington	Pierce County	16
			Nebraska	Holt County	15
			Europe	-	15
			Texas	Dallas County	14
			Colorado	El Paso County	13
			Washington	Mason County	13
			Iowa	Pottawattamie County	12
			Nebraska	Dodge County	9
			Nebraska	Red Willow County	9
			Nebraska	Seward County	9
			California	San Luis Obispo County	8
			Nebraska	Pawnee County	8
			Nebraska	Wayne County	7
			Arkansas	Washington County	6
			Nebraska	Harlan County	6
			Utah	Washington County	6
			Alaska	Anchorage Municipality	5
			Illinois	Cook County	5
			Iowa	Polk County	4
			Nebraska	Burt County	4
			Illinois	Lawrence County	3
			Alabama	DeKalb County	2
			Delaware	Kent County	2
			Iowa	Webster County	2
			Oregon	Multnomah County	2

Source: American Community Survey, County-to-County Migration Flows, 2006-2010 data, March 2013

Table 11 data reveal 41.4 percent of people migrating out of Cass County in 2010 remained in the state of Nebraska (1,449 people). Data show 867 Cass County residents (24.8 percent) also moved to other states during this time period. Employment, housing, and educational opportunities located in these locations play a major role in this migration pattern.

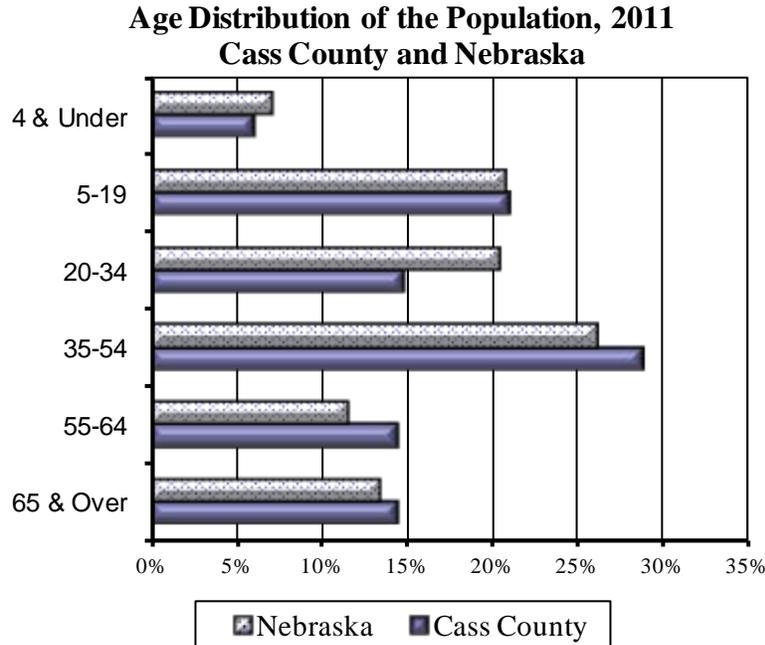
Table 11

2010 Cass County, Nebraska Outflow from County (1 year estimate)			Reported Counties (where people moved to)		
Movers within the United States	3,498	100.0%	Nebraska	Lancaster County	476
Within Same County	1,182	33.8%	Nebraska	Douglas County	448
Different County, Same State	1,449	41.4%	Colorado	Fremont County	308
Different State	867	24.8%	Nebraska	Sarpy County	196
Movers to Puerto Rico	-	0.0%	Iowa	Harrison County	87
Total Movement 2010	3,498		Nebraska	Otoe County	83
			Iowa	Story County	62
			Arizona	Maricopa County	60
			Iowa	Fremont County	51
			Nebraska	Fillmore County	51
			Kansas	Johnson County	47
			Tennessee	Jefferson County	43
			Nebraska	Buffalo County	40
			Iowa	Pottawattamie County	33
			Nebraska	Hall County	29
			New York	Westchester County	27
			Iowa	Mills County	23
			Nebraska	Seward County	22
			Nebraska	Gage County	21
			Nebraska	Adams County	14
			Iowa	Shelby County	12
			Nebraska	Nemaha County	12
			Wisconsin	Waukesha County	12
			Indiana	Clinton County	11
			Nebraska	Platte County	11
			Nebraska	Wayne County	11
			Arizona	Pima County	10
			South Dakota	McCook County	10
			Florida	Escambia County	9
			Iowa	Hamilton County	9
			Michigan	Kent County	9
			Nebraska	Thurston County	9
			Nebraska	York County	9
			Maine	Aroostook County	7
			Nebraska	Saunders County	7
			New Mexico	San Juan County	7
			Michigan	St. Joseph County	6
			Missouri	Atchison County	6
			Nebraska	Knox County	6
			Oregon	Umatilla County	6
			Oklahoma	Jackson County	5
			Iowa	Ringgold County	4
			Nebraska	Keith County	4
			Iowa	Madison County	3

Source: American Community Survey, County-to-County Migration Flows, 2006-2010 data, March 2013

The following chart and table (Chart 8; Table 12) compare the U.S. Census Bureau’s age distribution of population for Nebraska as a whole, Cass County, and the surrounding area. The population of Cass County is significantly older in age than Nebraska as a whole. The median age for Cass County residents in 2011 was 41.4 years of age compared to 36.3 years of age for residents of Nebraska as a whole.

Chart 8



Source: U.S. Census Bureau, June 2012

Table 12

**Age Distribution of the Population, 2011
 Cass County and Nebraska**

	2010 Population		Percent	
	Nebraska	Cass County	Nebraska	Cass County
4 & Under	131,908	1,536	7.2%	6.1%
5-19	380,564	5,314	20.8%	21.1%
20-34	374,452	3,748	20.5%	14.9%
35-54	479,564	7,281	26.3%	28.9%
55-64	213,176	3,647	11.7%	14.5%
65 & Over	246,677	3,662	13.5%	14.5%
Total	1,826,341	25,188	100%	100%
Median Age	36.3	41.4		

Source: Age Group, Median Age, U.S. Census Bureau, June 2012

Table 13 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 5-year estimates and differ from the U.S. Census Bureau's single year distributions. Chart 9 (next page) graphically depicts the median age distribution for the study area.

Table 13

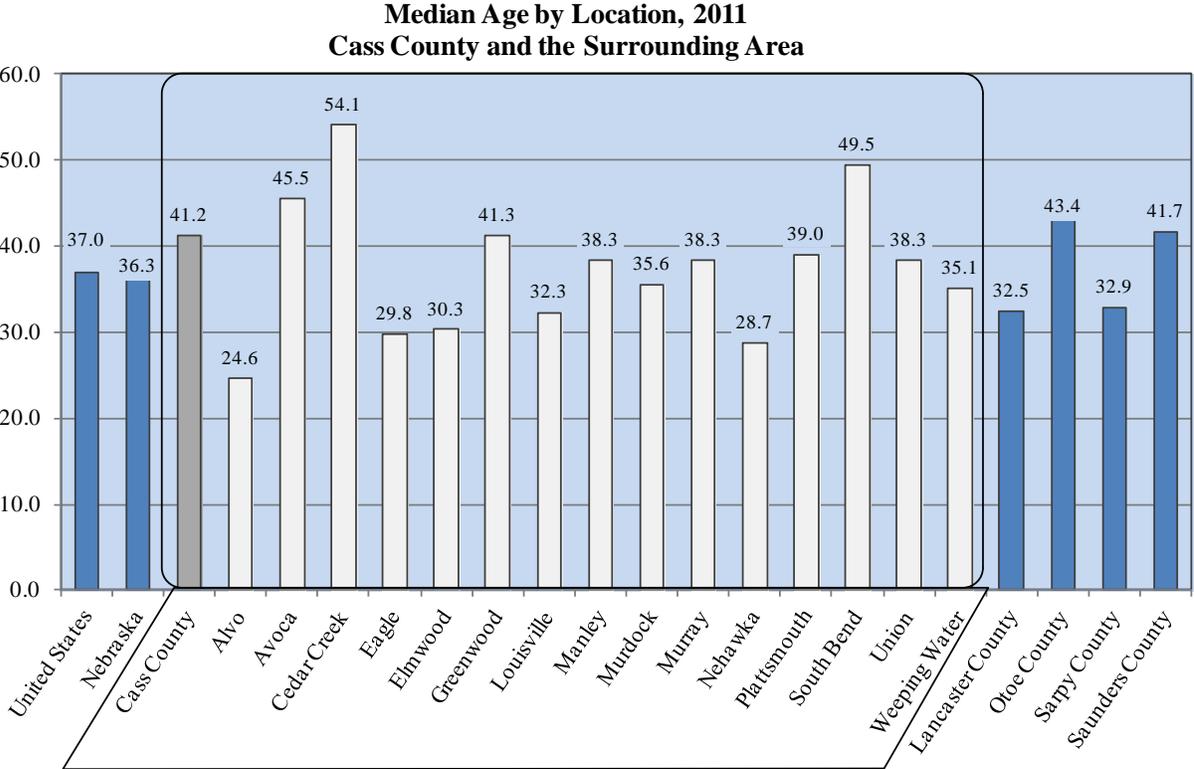
Median Age by Location and Gender, 2011
Cass County and the Surrounding Area

	Median Age 2011		
	Total	Male	Female
United States	37.0	35.7	38.3
Nebraska	36.3	35.0	37.5
Cass County	41.2	40.3	41.9
Alvo	24.6	24.5	24.8
Avoca	45.5	48.8	43.0
Cedar Creek	54.1	52.4	55.0
Eagle	29.8	28.9	32.4
Elmwood	30.3	32.6	29.3
Greenwood	41.3	41.6	40.9
Louisville	32.3	31.8	32.9
Manley	38.3	38.8	32.9
Murdock	35.6	37.2	33.5
Murray	38.3	37.5	39.5
Nehawka	28.7	29.2	28.5
Plattsmouth	39.0	38.0	40.6
South Bend	49.5	52.5	47.7
Union	38.3	42.3	33.9
Weeping Water	35.1	29.8	39.1
Lancaster County	32.5	31.7	33.5
Otoe County	43.4	41.8	44.4
Sarpy County	32.9	31.8	33.9
Saunders County	41.7	40.7	42.3

Data Set: 2007-2011 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2007-2011 American Community Survey, January 2013

Chart 9



Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Cass County and the surrounding area for 2011. 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 14

**2011 Retail Sales (Non-Motor Vehicle) Pull Factors
 Nebraska, Cass County, and Surrounding Counties**

	2011 Population	2011 Retail Sales (x \$1,000)	2011 Per Cap Sales (\$)	2011 Pull Factor
Nebraska	1,842,641	20,794,827	11,285	1.00
Non-Metro Area	782,366	7,822,513	9,999	0.89
Cass County	25,188	108,072	4,291	0.38
Lancaster County	289,800	3,204,759	11,059	0.98
Otoe County	15,798	130,470	8,259	0.73
Sarpy County	162,561	1,118,043	6,878	0.61
Saunders County	20,867	95,647	4,584	0.41

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2012

Reviewing the pull factors at the county level indicates Cass County suffers from significant retail leakage. The 2011 pull factor of 0.38 indicates, on a per capita basis, retail sales in Cass County are significantly below 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 (0.38) with the pull factor for the Non-Metro Area (0.89) indicates per capita retail sales in Cass County are 57.1 percent below the average per capita retail sales in the Non-Metro Area.

Chart 10

**2011 Retail Sales (NMV) Pull Factors, Nebraska,
 Cass County & Surrounding Counties**

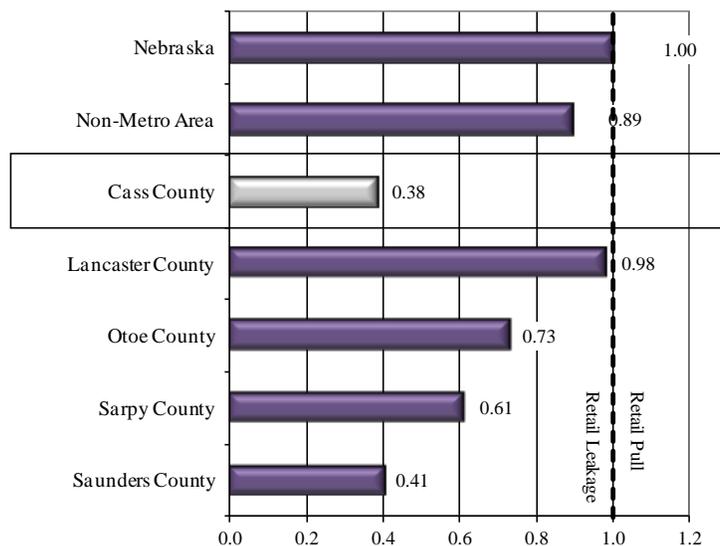


Table 15 and Chart 11 compare the 2011 pull factors for selected area communities. The community of Plattsmouth’s pull factor of 0.69 indicates that, on a per capita basis, non-motor vehicle retail sales in Plattsmouth are approximately 31 percent less than the state’s average per capita sales.

Table 15

**2011 Retail Sales (NMV) Pull Factors
 Nebraska and Selected Study Area Cities**

	2011 Population	2011 Retail Sales (x \$1,000)	2011 Per Cap Sales (\$)	2011 Pull Factor
Nebraska	1,842,641	20,794,827	11,285	1.00
Non-Metro Area	782,366	7,822,513	9,999	0.89
Plattsmouth (Cass)	6,489	50,783	7,826	0.69
Lincoln (Lancaster)	262,341	3,118,670	11,888	1.05
Nebraska City (Otoe)	7,315	97,267	13,297	1.18
Bellevue (Sarpy)	51,319	368,118	7,173	0.64
Wahoo (Saunders)	4,528	38,750	8,558	0.76

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2012

Chart 11

**2011 Retail Sales (NMV) Pull Factors
 Nebraska and Selected Study Area Cities**

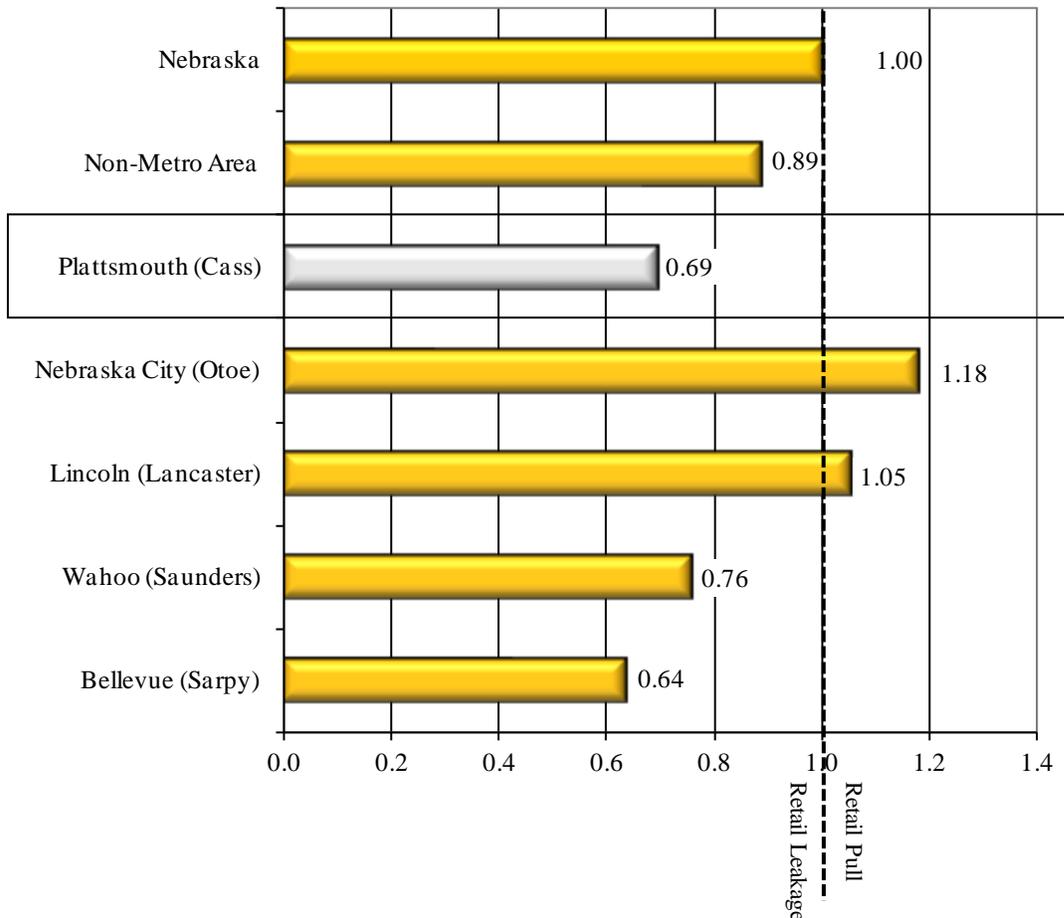


Table 16 and Chart 12 (next page) further breakdown the 2011 pull factors into the communities reporting retail sales figures within Cass County. As this table indicates, the community of Weeping Water had the strongest pull factor (1.54) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.38 for Cass County in 2011.

Table 16

**2011 Retail Sales (NMV) Pull Factors
 Nebraska and Available Cass County Communities**

	2011 Population	2011 Retail Sales (x \$1,000)	2011 Per Cap Sales (\$)	2011 Pull Factor
Nebraska	1,842,641	20,794,827	11,285	1.00
Non-Metro Area	782,366	7,822,513	9,999	0.89
Cass County	25,188	108,072	4,291	0.38
Alvo	132	240	1,814	0.16
Avoca	241	1,923	7,981	0.71
Cedar Creek	389	513	1,318	0.12
Eagle	1,021	5,921	5,799	0.51
Elmwood	632	2,107	3,334	0.30
Greenwood	566	5,716	10,100	0.89
Louisville	1,105	9,884	8,945	0.79
Manley	178	579	3,254	0.29
Murdock	235	998	4,247	0.38
Murray	462	2,243	4,855	0.43
Nehawka	203	2,674	13,175	1.17
Plattsmouth	6,489	50,783	7,826	0.69
South Bend	99	89	903	0.08
Union	232	1,192	5,139	0.46
Weeping Water	1,049	18,251	17,398	1.54

Source: U.S. Census Bureau and the Nebraska Department of Revenue, June 2012

Chart 12

**2011 Retail Sales (NMV) Pull Factors
 Nebraska and Available Cass County Communities**

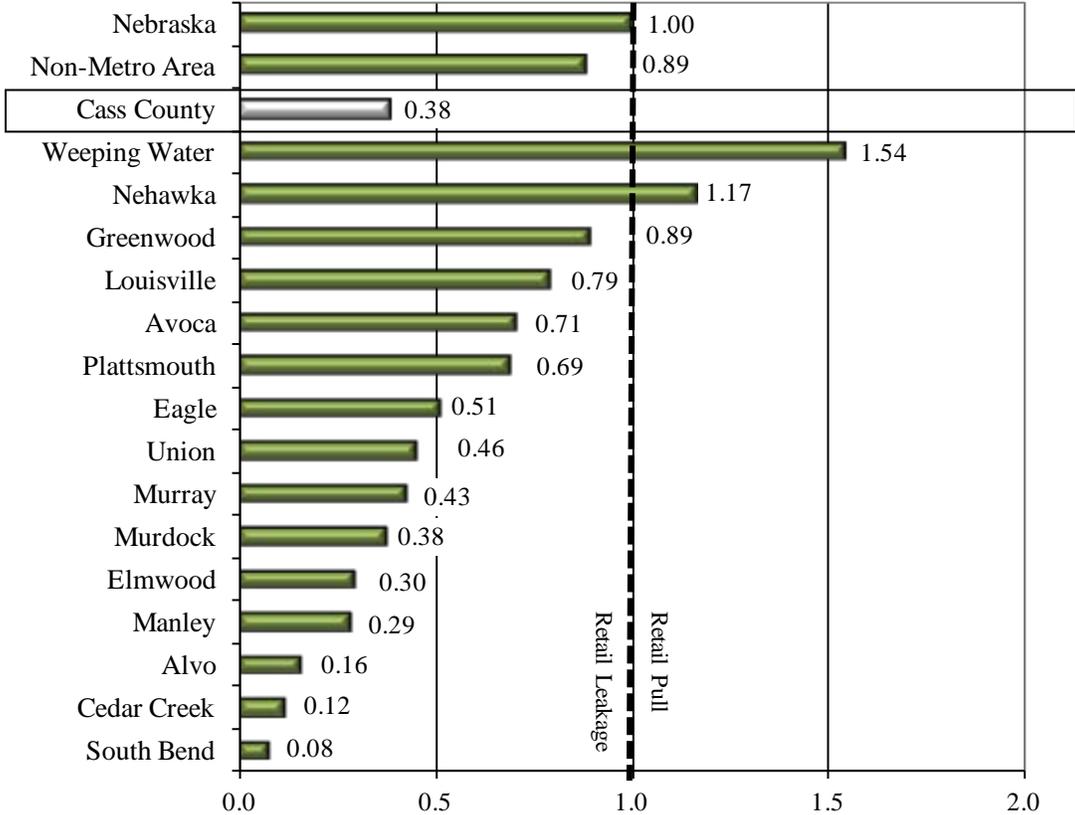


Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2011 pull factors for Nebraska, Plattsmouth, and eight other similarly sized communities selected from around the state. Sidney's pull factor of 1.88 leads the group for 2011 thus indicating Sidney has greater retail pull.

Table 17

**2011 Retail Sales (NMV) Pull Factors
 Plattsmouth & Other Similarly Sized Nebraska Communities**

	2011 Population	2011 Retail Sales (x \$1,000)	2011 Per Cap Sales (\$)	2011 Pull Factor
Nebraska	1,842,641	20,794,827	11,285	1.00
Non-Metro Area	782,366	7,822,513	9,999	0.89
Plattsmouth (Cass)	6,489	50,783	7,826	0.69
Wayne (Wayne)	5,613	59,948	10,680	0.95
Chadron (Dawes)	5,860	77,167	13,168	1.17
Ralston (Douglas)	6,035	45,222	7,493	0.66
Schuyler (Coflax)	6,269	31,900	5,089	0.45
Sidney (Cheyenne)	6,742	143,291	21,254	1.88
Seward (Seward)	6,946	78,591	11,315	1.00
Crete (Saline)	7,028	51,352	7,307	0.65
Nebraska City (Otoe)	7,315	97,267	13,297	1.18

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2012

Chart 13

**2011 Retail Sales (NMV) Pull Factors, Nebraska,
 Plattsmouth & Other Similarly Sized Nebraska Communities**

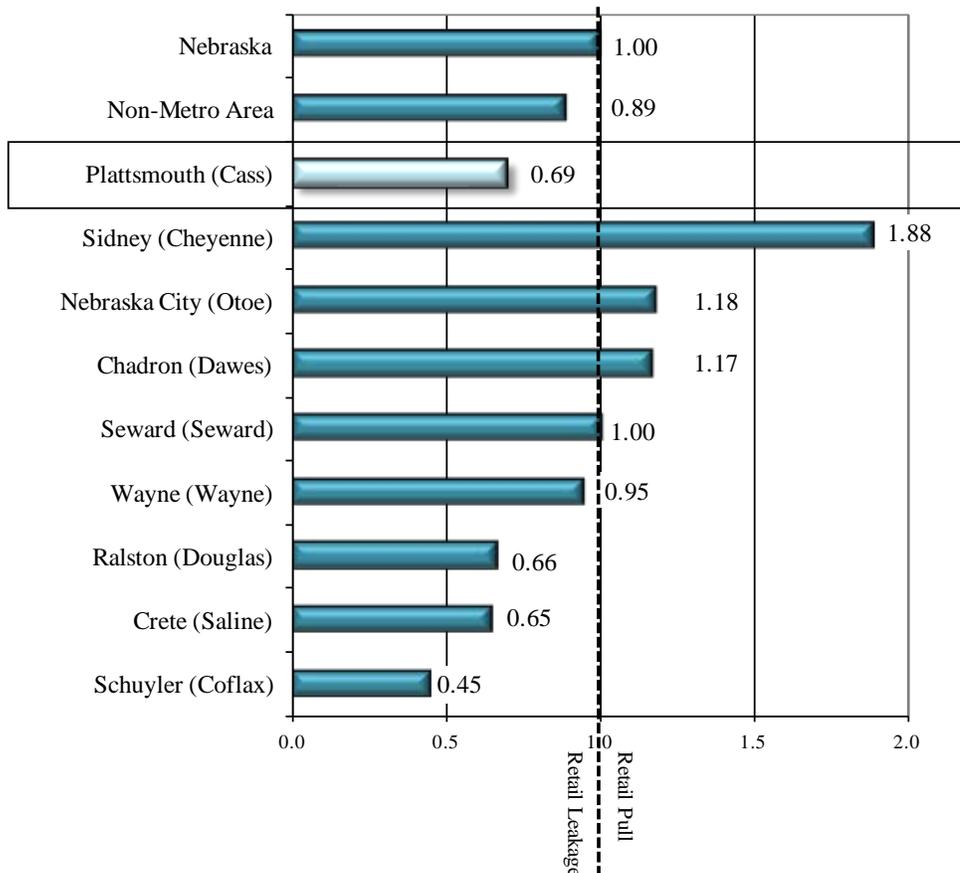
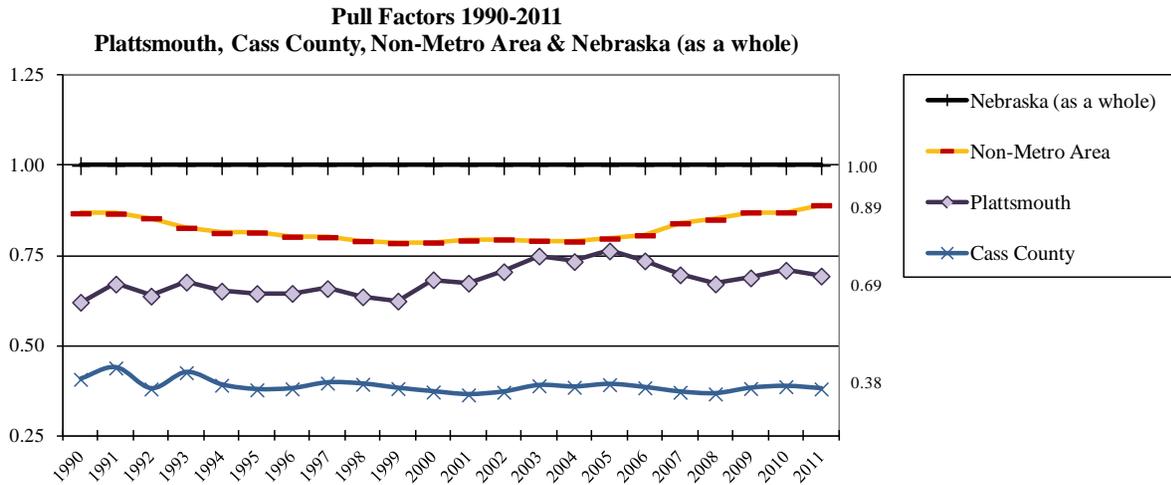


Chart 14 illustrates the pull factor trend for Plattsmouth, Cass County, the Non-Metro Area, and Nebraska as a whole from 1990 to 2011. In examining the time line, the city of Plattsmouth shows retail leakage significantly below the state average throughout the study period. Data within Cass County (as a whole) also shows the pull factor below the state and the Non-Metro Area average throughout the time period.

Chart 14



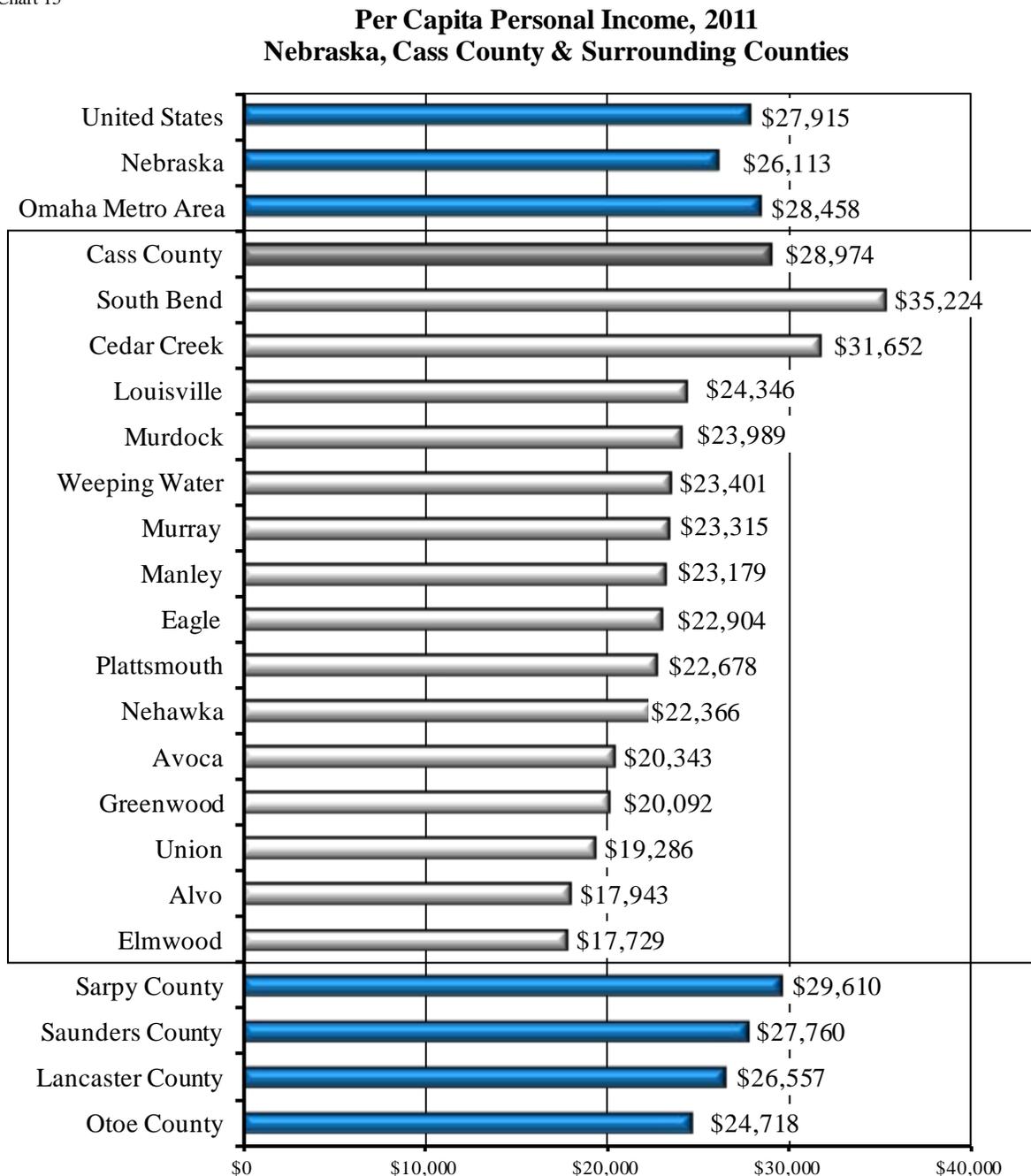
Source: U.S. Census Bureau and Nebraska Department of Revenue, 2012

Per Capita Personal Income

Chart 15 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.

Data show per capita personal income in 2011 for Cass County is estimated to be \$28,974 compared to \$26,113 for Nebraska as a whole.

Chart 15



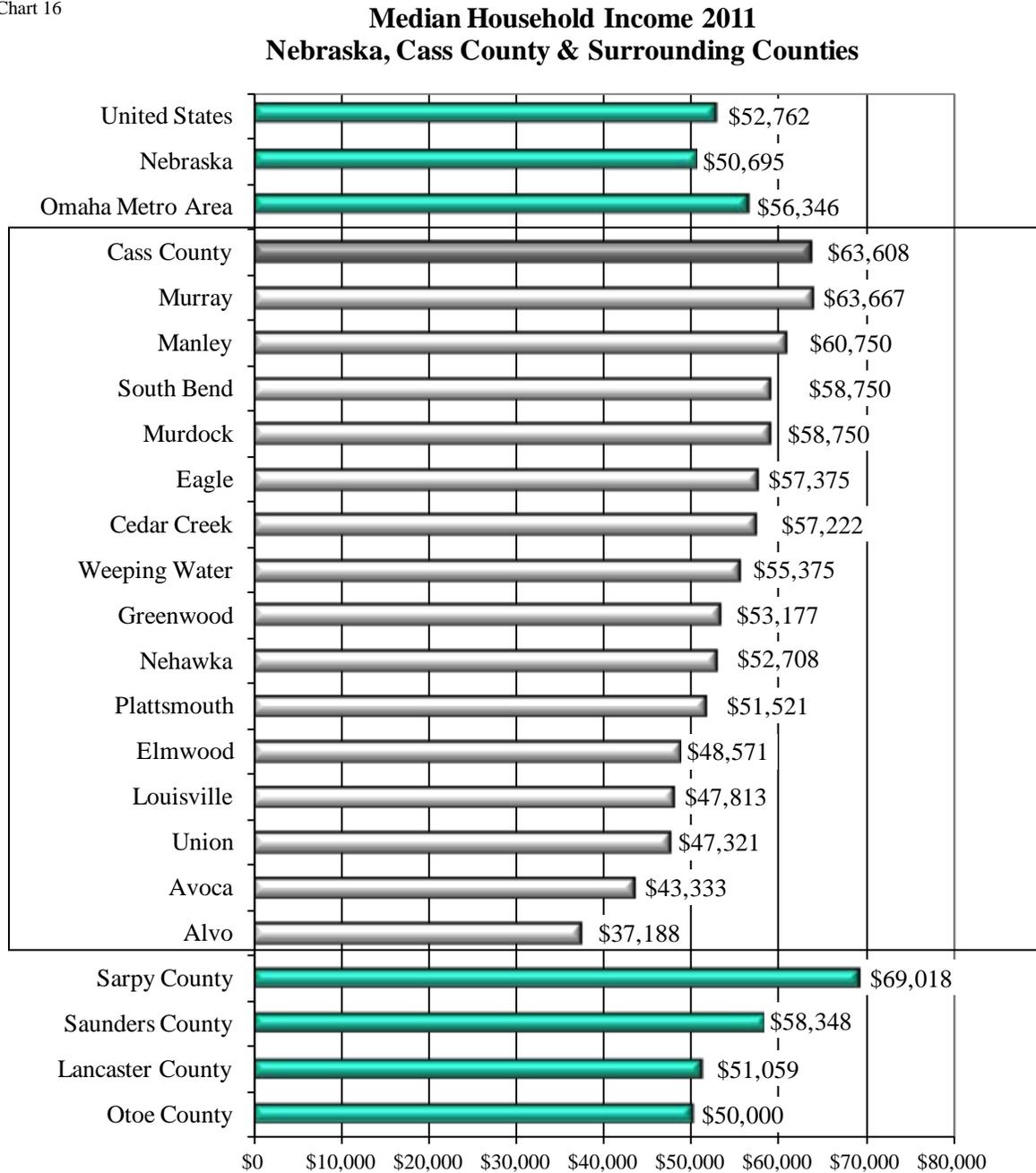
Source: U.S. Census Bureau, 2011 inflation adjusted past 12-months, 2007-2011 American Community Survey, released December 2012

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.

Median household income for Cass County is estimated to be \$63,608 in 2011 compared to \$50,695 for Nebraska as a whole.

Chart 16



Source: U.S. Census Bureau, 2007-2011 American Community Survey, released December 2012