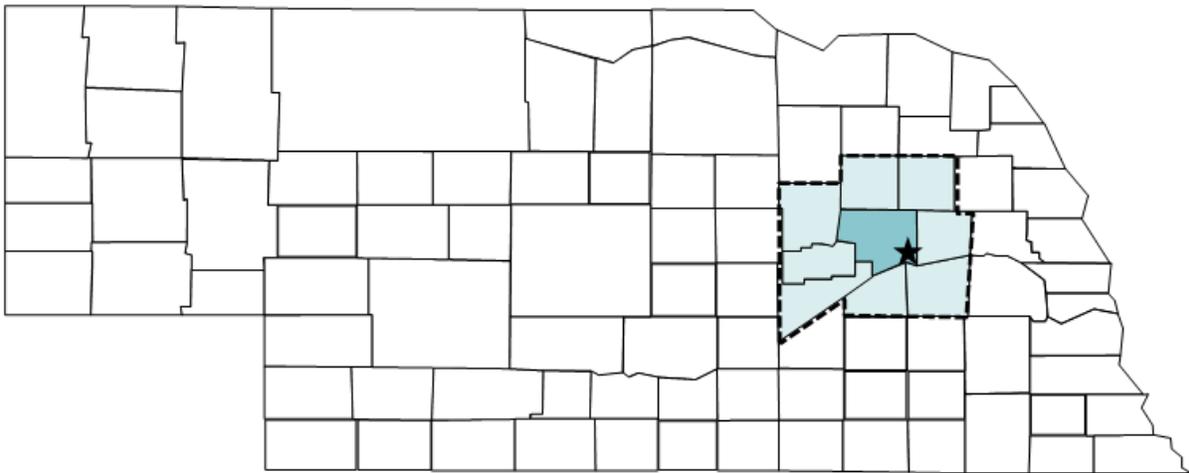


Economic and Demographic Trends

Columbus, Platte County, and the Surrounding Area



July 2014

Prepared by: Ken Lemke
Nebraska Public Power District
Economic Development Department
PO Box 499, 1414 15th Street
Columbus, NE 68602-0499
(402) 563-5535
klemke@nppd.com

Available Online @ econdev.nppd.com

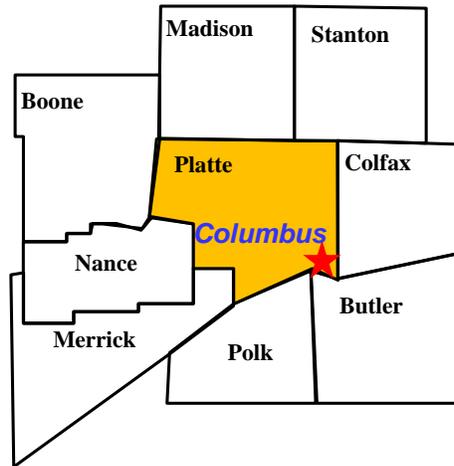


Nebraska Public Power District

Always there when you need us

Economic and Demographic Trends in Columbus, Platte County, and the Surrounding Area

Figure One
Columbus Labor Area



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

Labor Force and Employment

Table 1 and Charts 1–5 (next pages) present nonfarm wage and salary data for Platte County for the period 2004–2013. 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 (below) is data on the number of people employed in the non-agriculture wage and salary sector in Platte County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Platte County increased 14.1 percent (2,350 jobs) between 2004 and 2013.

Table 1 also provides employment data for Platte County by major economic sector for years 2004–2013. Of the sectors reporting complete data, the Professional & Business Services sector recorded the largest percentage increase in employment between 2004 and 2013 (67.8 percent or 661 jobs). The Professional & Business Services sector also recorded the largest actual employment increase between 2004 and 2013 (661 jobs or 67.8 percent).

Table 1

**Non-Farm Wage & Salary Employment Trends, Platte County, Nebraska
Selected Years: 2004-2013**

| | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | % Change 2004-13 | # Change 2004-13 |
|--------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------------|---------------------|
| Non-farm Employment (W&S) | 16,614 | 17,248 | 18,167 | 19,225 | 19,138 | 18,693 | 18,607 | 18,694 | 19,196 | 18,964 | 14.1 | 2,350 |
| Total Private Industries | 14,106 | 14,748 | 15,615 | 16,691 | 16,579 | 16,062 | 15,987 | 16,076 | 16,615 | 16,415 | 16.4 | 2,309 |
| Goods Producing | 6,226 | 6,531 | 7,148 | 8,206 | 7,905 | 7,108 | 6,761 | 6,831 | 6,978 | 6,958 | 11.8 | 732 |
| Natural Resources & Mining | 329 | 407 | 426 | 519 | 539 | 499 | 424 | 417 | 477 | 483 | 46.8 | 154 |
| Construction | 912 | 939 | 1,109 | 1,400 | 1,006 | 981 | 878 | 877 | 873 | 958 | 5.0 | 46 |
| Manufacturing | 4,984 | 5,185 | 5,612 | 6,288 | 6,361 | 5,628 | 5,460 | 5,537 | 5,628 | 5,517 | 10.7 | 533 |
| Service Providing | 7,880 | 8,217 | 8,467 | 8,485 | 8,674 | 8,954 | 9,226 | 9,245 | 9,637 | 9,457 | 20.0 | 1,577 |
| Trade, Transportation & Utilities | 2,907 | 2,970 | 3,035 | 3,004 | 3,172 | 3,188 | 3,252 | 3,316 | 3,332 | 3,291 | 13.2 | 384 |
| Information | 183 | 175 | 167 | 165 | 155 | 133 | 128 | 129 | 127 | 120 | -34.4 | -63 |
| Financial Activities | 663 | 681 | 667 | 652 | 669 | 660 | 651 | 636 | 649 | 650 | -2.0 | -13 |
| Professional & Business Services | 975 | 1,129 | 1,217 | 1,155 | 1,234 | 1,465 | 1,697 | 1,628 | 1,817 | 1,636 | 67.8 | 661 |
| Education & Health Services | 1,297 | 1,378 | 1,471 | 1,545 | 1,533 | 1,616 | 1,671 | 1,648 | 1,659 | 1,829 | 41.0 | 532 |
| Leisure & Hospitality | 1,277 | 1,294 | 1,343 | 1,451 | 1,415 | 1,394 | 1,341 | 1,408 | 1,416 | 1,370 | 7.3 | 93 |
| Other Services, except Public | 577 | 590 | 566 | 514 | 496 | 500 | 485 | 480 | 637 | 561 | -2.8 | -16 |
| Government | 2,508 | 2,500 | 2,552 | 2,534 | 2,559 | 2,631 | 2,620 | 2,618 | 2,581 | 2,549 | 1.6 | 41 |
| Federal | 118 | 118 | 102 | 100 | 92 | 89 | 92 | 83 | 83 | 83 | -29.7 | -35 |
| State | 111 | 116 | 122 | 117 | 116 | 121 | 117 | 120 | 122 | 125 | 12.6 | 14 |
| Local | 2,279 | 2,266 | 2,328 | 2,317 | 2,351 | 2,421 | 2,410 | 2,415 | 2,377 | 2,341 | 2.7 | 62 |

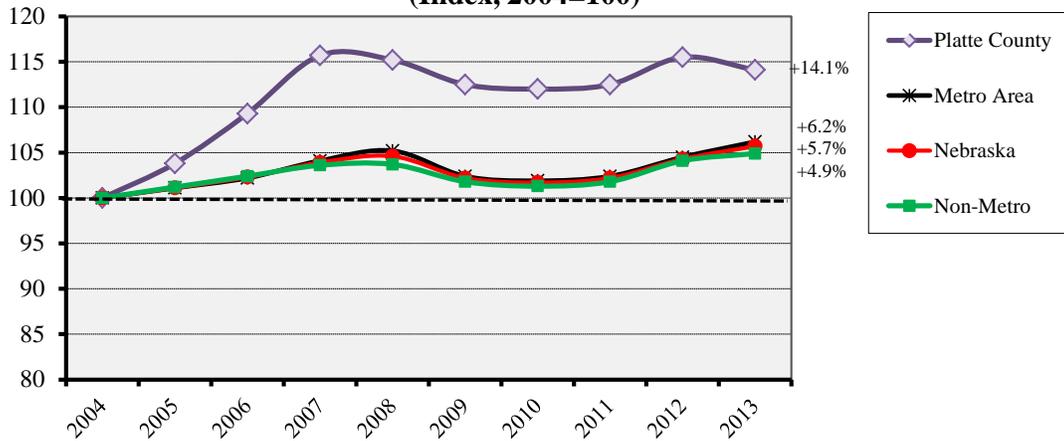
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2014

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Platte County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2004–2013. 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 non-farm wage and salary employment in Platte County increased 14.1 percent (2,350 jobs) from 2004 to 2013, compared to a 5.7 percent increase for Nebraska as a whole, a 6.2 percent increase in metropolitan Nebraska, and a 4.9 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Platte County, Nebraska,
Metro, and Non-Metro Nebraska, 2004-2013
(Index, 2004=100)**

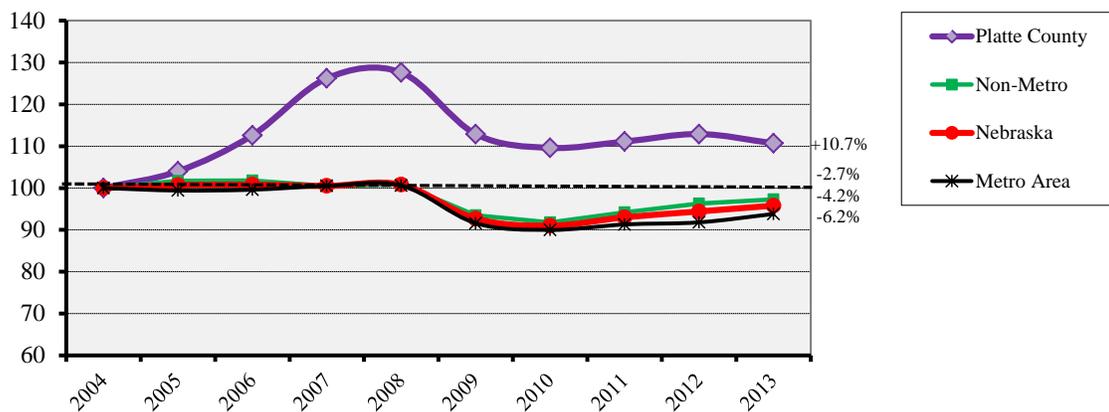


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

Chart 2 presents data on manufacturing wage and salary employment growth for Platte County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Platte County recorded a 10.7 percent increase in employment (533 jobs) between 2004 and 2013. This compares to a 2.7 percent decrease in employment for non-metropolitan Nebraska; a 4.2 percent decrease for Nebraska as a whole; and a 6.2 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Platte County, Nebraska,
Metro, and Non-Metro Nebraska, 2004-2013
(Index, 2004=100)**



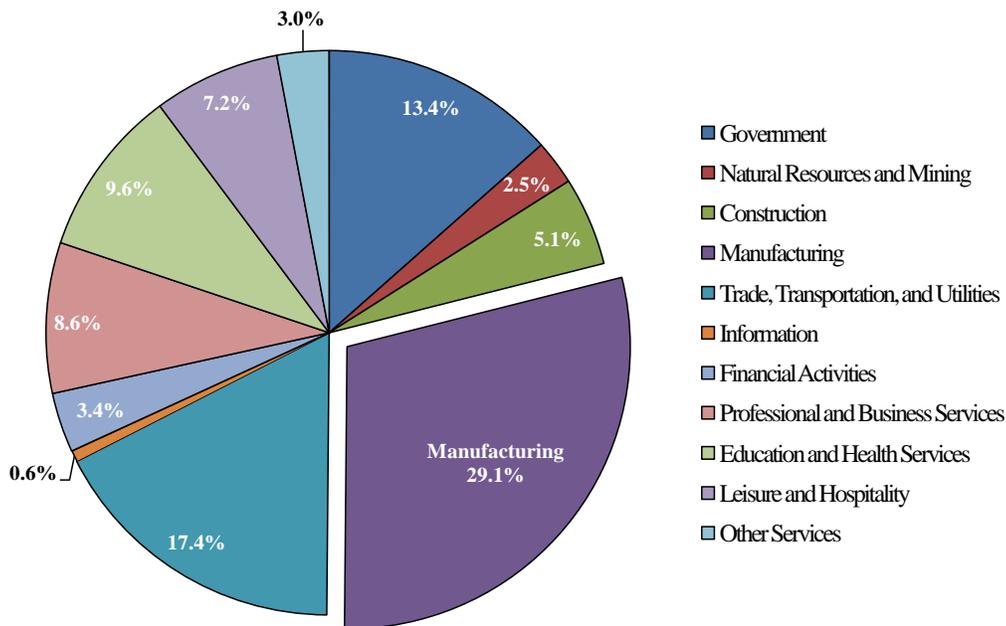
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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 Platte County compared to the non-metropolitan and metropolitan distributions.

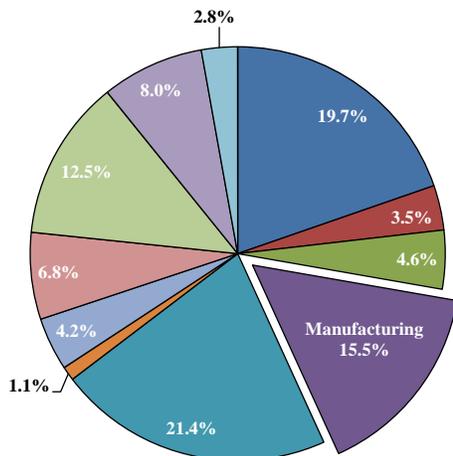
When comparing the Platte County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 29.1 percent of the county workforce (5,517 employees) compared to 15.5 percent for non-metropolitan Nebraska; a difference of 13.6 percent. Comparing Platte County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (29.1 percent Platte County vs. 7.1 percent metropolitan Nebraska; a difference of 22.0 percent).

Charts 3, 4, 5

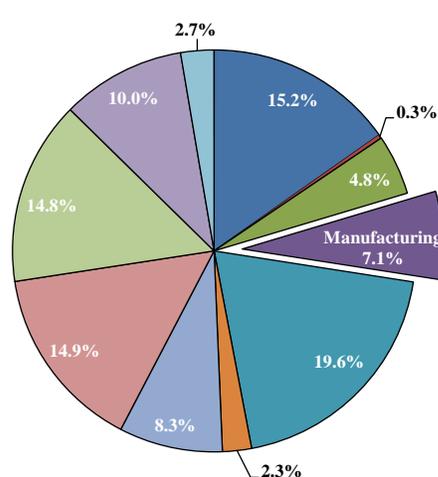
Nonfarm Wage & Salary Employment by Major Economic Sector, Platte County, 2013



Non-Metro Area W&S Employment, 2013



Metro Area W&S Employment, 2013



Source: U.S. Dept. of Labor, Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Platte County for the time period 2004–2013. 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 an increase in the number of Platte County residents participating in the labor force between 2004 and 2013 (11.2 percent or 1,904 people).

The number of those unemployed in Platte County decreased by 14.4 percent (106 people) between 2004 and 2013. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Platte County unemployment rate was 3.3 percent in 2013; below metropolitan Nebraska (4.1 percent), below Nebraska as a whole (3.9 percent), and below non-metropolitan Nebraska (3.7 percent).

Table 2

Labor Force & Employment Trends, Platte County, Nebraska
Selected Years: 2004-2013

| | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | % Change 2004-13 | # Change 2004-13 |
|--------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------------|---------------------|
| Labor Force | 16,995 | 17,135 | 17,644 | 18,456 | 18,485 | 18,238 | 18,387 | 18,820 | 19,131 | 18,899 | 11.2 | 1,904 |
| Unemployment | 735 | 643 | 481 | 445 | 537 | 752 | 742 | 741 | 652 | 629 | -14.4 | -106 |
| Unemployment Rate | 4.3 | 3.8 | 2.7 | 2.4 | 2.9 | 4.1 | 4.0 | 3.9 | 3.4 | 3.3 | (N/A) | (N/A) |
| Employment | 16,260 | 16,492 | 17,163 | 18,011 | 17,948 | 17,486 | 17,645 | 18,079 | 18,479 | 18,270 | 12.4 | 2,010 |

(N/A) Data not available

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2014

Residence and Work Flow Patterns

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Columbus, in Platte County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination report looks at the area from which a county is pulling employees to fill positions. These data are 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 Columbus are from 2011.

Table 3 (pages 6–7) examines the Work Destination area for the Columbus from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 10,461 county labor force participants holding primary jobs. As Table 3 shows, 99.0 percent of Columbus’ labor force participants are employed within the state of Nebraska. Approximately 69.6 percent of Columbus workers remain within Platte County for employment with 30.4 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Columbus labor force participants are employed (next page).

Table 3

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

| 2011 | | |
|---------------------------|---------------|---------------|
| | Count | Share |
| Total Primary Jobs | 10,461 | 100.0% |

By States

Jobs Counts by States Where Workers are Employed

| 2011 | | |
|---------------------|---------------|--------------|
| | Count | Share |
| Nebraska | 10,352 | 99.0% |
| Iowa | 72 | 0.7% |
| South Dakota | 32 | 0.3% |
| Missouri | 4 | 0.0% |
| Kansas | 1 | 0.0% |
| All Other Locations | 0 | 0.0% |

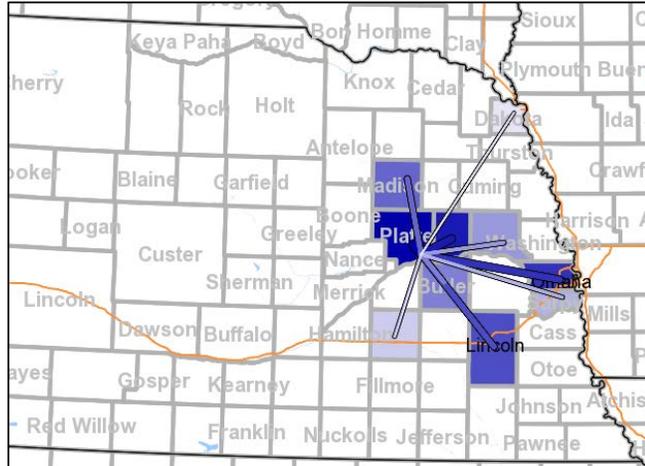


Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

Table 3 (continued)

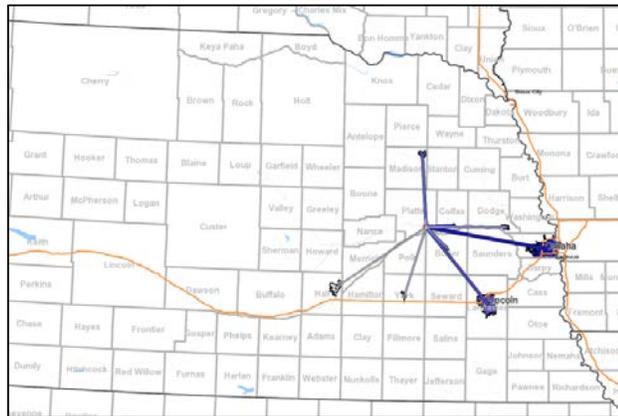
By Counties
Jobs Counts by Counties Where Workers are Employed
2011

| | Count | Share |
|--------------------------|--------------|--------------|
| Platte County, NE | 7,278 | 69.6% |
| Colfax County, NE | 683 | 6.5% |
| Douglas County, NE | 653 | 6.2% |
| Lancaster County, NE | 322 | 3.1% |
| Madison County, NE | 232 | 2.2% |
| Butler County, NE | 148 | 1.4% |
| Dodge County, NE | 146 | 1.4% |
| Sarpy County, NE | 83 | 0.8% |
| York County, NE | 82 | 0.8% |
| Dakota County, NE | 79 | 0.8% |
| All Other Locations | 755 | 7.2% |



By Place (top 10)
Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed
2011

| | Count | Share |
|--------------------------|--------------|--------------|
| Columbus city, NE | 5,798 | 55.4% |
| Omaha city, NE | 593 | 5.7% |
| Schuyler city, NE | 586 | 5.6% |
| Lincoln city, NE | 300 | 2.9% |
| Norfolk city, NE | 174 | 1.7% |
| David City city, NE | 120 | 1.1% |
| Fremont city, NE | 118 | 1.1% |
| Lakeview CDP, NE | 73 | 0.7% |
| York city, NE | 64 | 0.6% |
| Grand Island city, NE | 56 | 0.5% |
| All Other Locations | 2,579 | 24.7% |



Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

People also travel from other locations to work in Columbus—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Columbus. The Census identified 12,862 primary jobs within Columbus. As Table 4 indicates, 98.2 percent of these jobs are held by Nebraska residents. Approximately 58.4 percent of Columbus workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

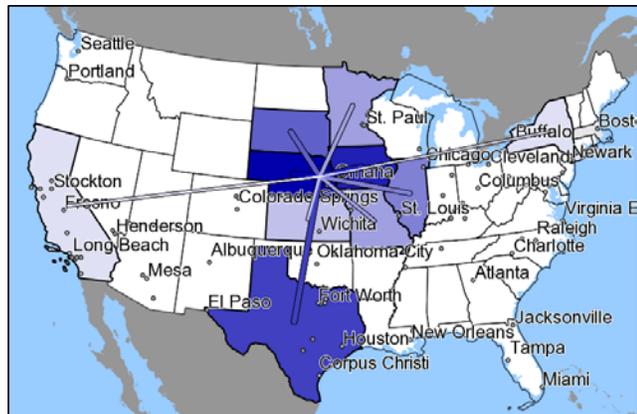
Home Destination Report Where Workers Live Who are Employed in the Selection Area

| 2011 | | |
|---------------------------|---------------|---------------|
| | Count | Share |
| Total Primary Jobs | 12,862 | 100.0% |

By States

Jobs Counts by States Where Workers Live

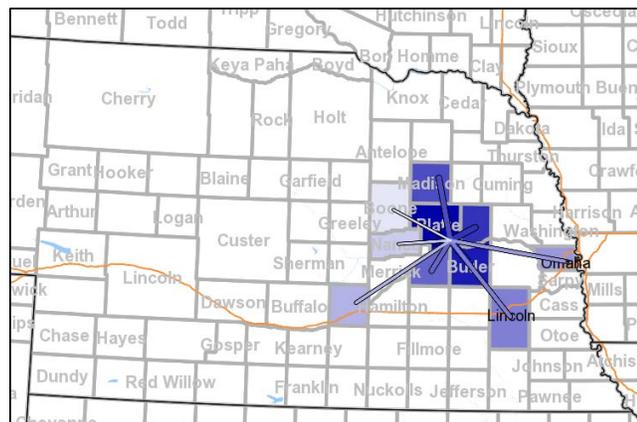
| 2011 | | |
|---------------------|---------------|--------------|
| | Count | Share |
| Nebraska | 12,632 | 98.2% |
| Iowa | 81 | 0.6% |
| Texas | 26 | 0.2% |
| South Dakota | 25 | 0.2% |
| Illinois | 13 | 0.1% |
| Minnesota | 11 | 0.1% |
| Missouri | 11 | 0.1% |
| Kansas | 9 | 0.1% |
| California | 6 | 0.0% |
| New York | 6 | 0.0% |
| All Other Locations | 42 | 0.3% |



By Counties

Jobs Counts by Counties Where Workers Live

| 2011 | | |
|--------------------------|--------------|--------------|
| | Count | Share |
| Platte County, NE | 7,510 | 58.4% |
| Butler County, NE | 549 | 4.3% |
| Colfax County, NE | 517 | 4.0% |
| Madison County, NE | 411 | 3.2% |
| Polk County, NE | 378 | 2.9% |
| Lancaster County, NE | 286 | 2.2% |
| Douglas County, NE | 277 | 2.2% |
| Hall County, NE | 214 | 1.7% |
| Nance County, NE | 205 | 1.6% |
| Boone County, NE | 191 | 1.5% |
| All Other Locations | 2,324 | 18.1% |



Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

Table 4 (continued)

By Places (top 10)

**Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live
2011**

| | Count | Share |
|--------------------------|--------------|--------------|
| Columbus city, NE | 5,798 | 45.1% |
| Norfolk city, NE | 307 | 2.4% |
| Schuyler city, NE | 264 | 2.1% |
| Lincoln city, NE | 248 | 1.9% |
| Grand Island city, NE | 172 | 1.3% |
| Omaha city, NE | 161 | 1.3% |
| David City city, NE | 136 | 1.1% |
| Bellevue city, NE | 94 | 0.7% |
| Kearney city, NE | 86 | 0.7% |
| Osceola city, NE | 86 | 0.7% |
| All Other Locations | 5,510 | 42.8% |



Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

The next table (Table 5, pages 9–10) shows an inflow/outflow report for the Columbus 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 Columbus.

Table 5

Inflow/Outflow Report

Selection Area Labor Market Size (Primary Jobs)

| | 2011 | | 2010 | | 2009 | |
|-----------------------------------|--------|--------|--------|--------|--------|--------|
| | Count | Share | Count | Share | Count | Share |
| Employed in the Selection Area | 12,862 | 100.0% | 12,548 | 100.0% | 12,564 | 100.0% |
| Living in the Selection Area | 10,461 | 81.3% | 10,611 | 84.6% | 11,844 | 94.3% |
| Net Job Inflow (+) or Outflow (-) | 2,401 | - | 1,937 | - | 720 | - |

In-Area Labor Force Efficiency (Primary Jobs)

| | 2011 | | 2010 | | 2009 | |
|---|--------|--------|--------|--------|--------|--------|
| | Count | Share | Count | Share | Count | Share |
| Living in the Selection Area | 10,461 | 100.0% | 10,611 | 100.0% | 11,844 | 100.0% |
| Living and Employed in the Selection Area | 5,798 | 55.4% | 5,679 | 53.5% | 6,225 | 52.6% |
| Living in the Selection Area but Employed Outside | 4,663 | 44.6% | 4,932 | 46.5% | 5,619 | 47.4% |

In-Area Employment Efficiency (Primary Jobs)

| | 2011 | | 2010 | | 2009 | |
|---|--------|--------|--------|--------|--------|--------|
| | Count | Share | Count | Share | Count | Share |
| Employed in the Selection Area | 12,862 | 100.0% | 12,548 | 100.0% | 12,564 | 100.0% |
| Employed and Living in the Selection Area | 5,798 | 45.1% | 5,679 | 45.3% | 6,225 | 49.5% |
| Employed in the Selection Area but Living Outside | 7,064 | 54.9% | 6,869 | 54.7% | 6,339 | 50.5% |

Table 5 (continued)

| Outflow Job Characteristics (Primary Jobs) | 2011 | | 2010 | | 2009 | |
|--|--------------|--------------|--------------|--------------|--------------|--------------|
| | Count | Share | Count | Share | Count | Share |
| External Jobs Filled by Residents | 4,663 | 100.0% | 4,932 | 100.0% | 5,619 | 100.0% |
| Workers Aged 29 or younger | 1,240 | 26.6% | 1,380 | 28.0% | 1,566 | 27.9% |
| Workers Aged 30 to 54 | 2,427 | 52.0% | 2,584 | 52.4% | 2,921 | 52.0% |
| Workers Aged 55 or older | 996 | 21.4% | 968 | 19.6% | 1,132 | 20.1% |
| Workers Earning \$1,250 per month or less | 965 | 20.7% | 1,026 | 20.8% | 1,272 | 22.6% |
| Workers Earning \$1,251 to \$3,333 per month | 2,176 | 46.7% | 2,321 | 47.1% | 2,704 | 48.1% |
| Workers Earning More than \$3,333 per month | 1,522 | 32.6% | 1,585 | 32.1% | 1,643 | 29.2% |
| Workers in the "Goods Producing" Industry Class | 2,105 | 45.1% | 2,062 | 41.8% | 2,358 | 42.0% |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 978 | 21.0% | 1,142 | 23.2% | 1,271 | 22.6% |
| Workers in the "All Other Services" Industry Class | 1,580 | 33.9% | 1,728 | 35.0% | 1,990 | 35.4% |

| Inflow Job Characteristics (Primary Jobs) | 2011 | | 2010 | | 2009 | |
|--|--------------|--------------|--------------|--------------|--------------|--------------|
| | Count | Share | Count | Share | Count | Share |
| Internal Jobs Filled by Outside Workers | 7,064 | 100.0% | 6,869 | 100.0% | 6,339 | 100.0% |
| Workers Aged 29 or younger | 1,810 | 25.6% | 1,741 | 25.3% | 1,674 | 26.4% |
| Workers Aged 30 to 54 | 3,692 | 52.3% | 3,700 | 53.9% | 3,435 | 54.2% |
| Workers Aged 55 or older | 1,562 | 22.1% | 1,428 | 20.8% | 1,230 | 19.4% |
| Workers Earning \$1,250 per month or less | 1,809 | 25.6% | 1,582 | 23.0% | 1,586 | 25.0% |
| Workers Earning \$1,251 to \$3,333 per month | 3,090 | 43.7% | 3,282 | 47.8% | 3,117 | 49.2% |
| Workers Earning More than \$3,333 per month | 2,165 | 30.6% | 2,005 | 29.2% | 1,636 | 25.8% |
| Workers in the "Goods Producing" Industry Class | 2,148 | 30.4% | 2,207 | 32.1% | 2,023 | 31.9% |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 1,800 | 25.5% | 1,594 | 23.2% | 1,546 | 24.4% |
| Workers in the "All Other Services" Industry Class | 3,116 | 44.1% | 3,068 | 44.7% | 2,770 | 43.7% |

| Interior Flow Job Characteristics (Primary Jobs) | 2011 | | 2010 | | 2009 | |
|--|--------------|--------------|--------------|--------------|--------------|--------------|
| | Count | Share | Count | Share | Count | Share |
| Internal Jobs Filled by Residents | 5,798 | 100.0% | 5,679 | 100.0% | 6,225 | 100.0% |
| Workers Aged 29 or younger | 1,441 | 24.9% | 1,344 | 23.7% | 1,459 | 23.4% |
| Workers Aged 30 to 54 | 3,106 | 53.6% | 3,121 | 55.0% | 3,450 | 55.4% |
| Workers Aged 55 or older | 1,251 | 21.6% | 1,214 | 21.4% | 1,316 | 21.1% |
| Workers Earning \$1,250 per month or less | 1,485 | 25.6% | 1,333 | 23.5% | 1,482 | 23.8% |
| Workers Earning \$1,251 to \$3,333 per month | 2,483 | 42.8% | 2,672 | 47.1% | 3,172 | 51.0% |
| Workers Earning More than \$3,333 per month | 1,830 | 31.6% | 1,674 | 29.5% | 1,571 | 25.2% |
| Workers in the "Goods Producing" Industry Class | 1,992 | 34.4% | 2,021 | 35.6% | 2,354 | 37.8% |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 835 | 14.4% | 727 | 12.8% | 889 | 14.3% |
| Workers in the "All Other Services" Industry Class | 2,971 | 51.2% | 2,931 | 51.6% | 2,982 | 47.9% |

Source: U.S. Census Bureau, LED Origin-Destination Data Base, July 2014

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Columbus and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Columbus is less in 2011 compared to 2009. The distribution of miles traveled to work has also shifted since 2009. Figure 1 shows the location and concentration of these workplaces.

Table 6

Distance/Direction Report - Home to Work Census Block

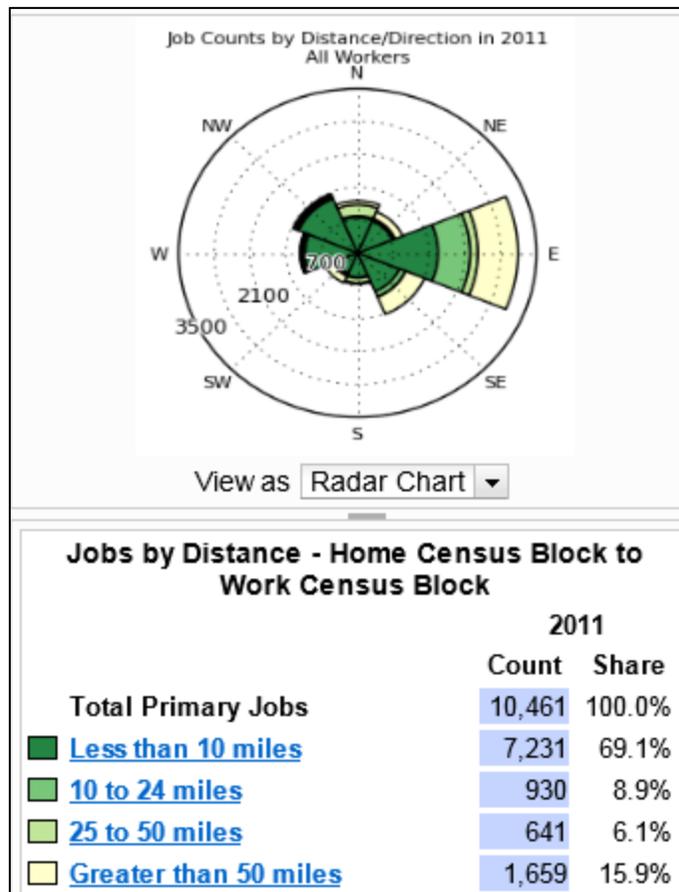
Live within study area - distance to work

Job Counts in Work Blocks by Distance Only

| | 2011 | | 2010 | | 2009 | |
|-----------------------|--------|--------|--------|--------|--------|--------|
| | Count | Share | Count | Share | Count | Share |
| Total Primary Jobs | 10,461 | 100.0% | 10,611 | 100.0% | 11,844 | 100.0% |
| Less than 10 miles | 7,231 | 69.1% | 7,162 | 67.5% | 7,964 | 67.2% |
| 10 to 24 miles | 930 | 8.9% | 894 | 8.4% | 1,063 | 9.0% |
| 25 to 50 miles | 641 | 6.1% | 656 | 6.2% | 871 | 7.4% |
| Greater than 50 miles | 1,659 | 15.9% | 1,899 | 17.9% | 1,946 | 16.4% |

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, July 2014

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, July 2014

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Columbus and the distance to their homes. Looking at Table 7, the number of primary jobs held within Columbus has increased since 2009. The data also show the majority of Columbus employees continue to travel less than 25 miles 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

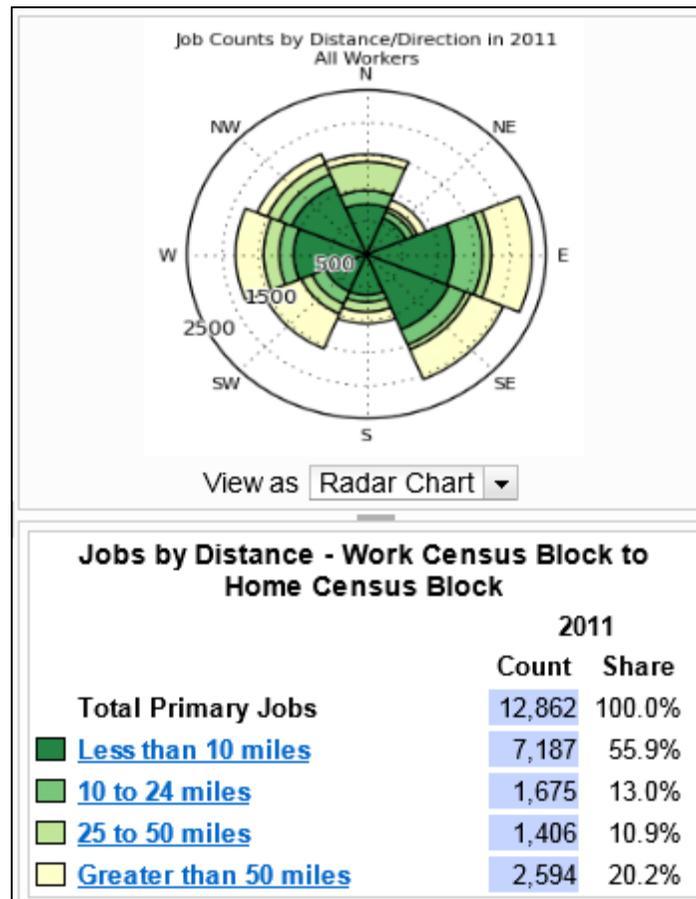
Work within study area - distance to home

Job Counts in Home Blocks by Distance Only

| | 2011 | | 2010 | | 2009 | |
|-----------------------|--------|--------|--------|--------|--------|--------|
| | Count | Share | Count | Share | Count | Share |
| Total Primary Jobs | 12,862 | 100.0% | 12,548 | 100.0% | 12,564 | 100.0% |
| Less than 10 miles | 7,187 | 55.9% | 7,143 | 56.9% | 7,431 | 59.1% |
| 10 to 24 miles | 1,675 | 13.0% | 1,666 | 13.3% | 1,388 | 11.0% |
| 25 to 50 miles | 1,406 | 10.9% | 1,346 | 10.7% | 1,369 | 10.9% |
| Greater than 50 miles | 2,594 | 20.2% | 2,393 | 19.1% | 2,376 | 18.9% |

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, July 2014

Figure 2



Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Platte County and the surrounding area. As Table 8 indicates, Platte County's population increased an annual average of 0.5 percent between 1970 and 2010 for a total increase of 21.4 percent or 5,693 people. This population increase compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Platte County reported an average annual 0.3 percent increase in population from 2010 to 2013 (268 people total).

Table 8

**County Population 1970-2013
Platte County and the Surrounding Area**

| Location | ----Year---- | | | | | | Avg. Annual % Change | Avg. Annual % Change |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------------|-------------------------|
| | 1970 | 1980 | 1990 | 2000 | 2010 | 2013 | 1970-2010 | 2010-2013 |
| Nebraska | 1,485,333 | 1,569,825 | 1,578,417 | 1,711,265 | 1,826,341 | 1,868,516 | 0.5 | 0.8 |
| Platte County | 26,544 | 28,852 | 29,820 | 31,568 | 32,237 | 32,505 | 0.5 | 0.3 |
| Boone County | 8,190 | 7,391 | 6,667 | 6,259 | 5,505 | 5,388 | -1.0 | -0.7 |
| Butler County | 9,461 | 9,330 | 8,601 | 8,861 | 8,395 | 8,312 | -0.3 | -0.3 |
| Colfax County | 9,498 | 9,890 | 9,139 | 10,441 | 10,515 | 10,425 | 0.3 | -0.3 |
| Madison County | 27,402 | 31,382 | 32,655 | 35,226 | 34,876 | 35,278 | 0.6 | 0.4 |
| Merrick County | 8,751 | 8,945 | 8,049 | 8,204 | 7,845 | 7,802 | -0.3 | -0.2 |
| Nance County | 5,142 | 4,740 | 4,275 | 4,038 | 3,735 | 3,623 | -0.8 | -1.0 |
| Polk County | 6,468 | 6,320 | 5,668 | 5,639 | 5,406 | 5,275 | -0.4 | -0.8 |
| Stanton County | 5,758 | 6,549 | 6,244 | 6,455 | 6,129 | 6,133 | 0.2 | 0.0 |

Source: U.S. Bureau of the Census, Census of Population, April 2014

Table 9 data reveals the population of Platte County's incorporated places as a whole experienced an average annual population increase of 0.5 percent from 1970 to 2010 and a increase of 0.3 percent from 2010 to 2013 for a total increase of 22.5 percent (5,961 people) from 1970 to 2013. Columbus, the county's largest city, reported a 45.6 percent increase in population (7,062 people) between 1970 and 2013. The unincorporated areas outside of the selected communities experienced an 11.4 percent decrease (990 people) during the period 1970–2013.

Table 9

**County Population 1970-2013
Platte County Communities and Unincorporated Areas**

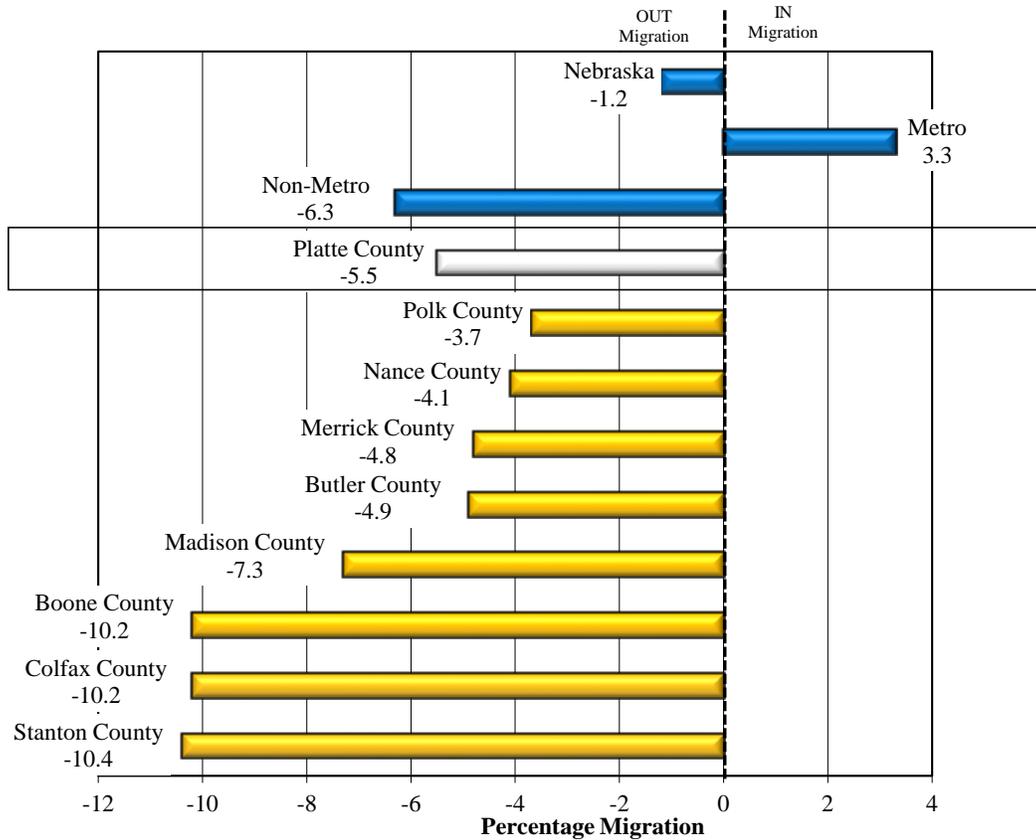
| Location | ----Year---- | | | | | | Avg. Annual % Change | Avg. Annual % Change |
|----------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------------|-------------------------|
| | 1970 | 1980 | 1990 | 2000 | 2010 | 2013 | 1970-2010 | 2010-2013 |
| Nebraska | 1,485,333 | 1,569,825 | 1,578,417 | 1,711,265 | 1,826,341 | 1,868,516 | 0.5 | 0.8 |
| Platte County | 26,544 | 28,852 | 29,820 | 31,568 | 32,237 | 32,505 | 0.5 | 0.3 |
| Columbus | 15,471 | 17,328 | 19,600 | 20,971 | 22,111 | 22,533 | 0.9 | 0.6 |
| Cornlea | 54 | 40 | 39 | 41 | 36 | 36 | -1.0 | 0.0 |
| Creston | 171 | 210 | 212 | 215 | 203 | 203 | 0.4 | 0.0 |
| Duncan | 298 | 410 | 387 | 359 | 351 | 365 | 0.4 | 1.3 |
| Humphrey | 862 | 799 | 753 | 786 | 760 | 783 | -0.3 | 1.0 |
| Lindsay | 291 | 383 | 321 | 276 | 255 | 255 | -0.3 | 0.0 |
| Monroe | 295 | 294 | 309 | 307 | 284 | 281 | -0.1 | -0.4 |
| Platte Center | 384 | 367 | 389 | 359 | 336 | 338 | -0.3 | 0.2 |
| Tarnov | 63 | 63 | 61 | 63 | 46 | 46 | -0.8 | 0.0 |
| Total Incorporated Places | 17,889 | 19,894 | 22,071 | 23,377 | 24,382 | 24,840 | 0.8 | 0.6 |
| Unincorporated Areas | 8,655 | 8,958 | 7,749 | 8,191 | 7,855 | 7,665 | -0.2 | -0.8 |

Source: U.S. Bureau of the Census, Census of Population, April 2014

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Platte County, and the surrounding area as a percentage of the previous decade. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). For the 2000–2010 decade, Platte County experienced a net out-migration of 1,732 people or 5.5 percent of its 2000 population.

Chart 6

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

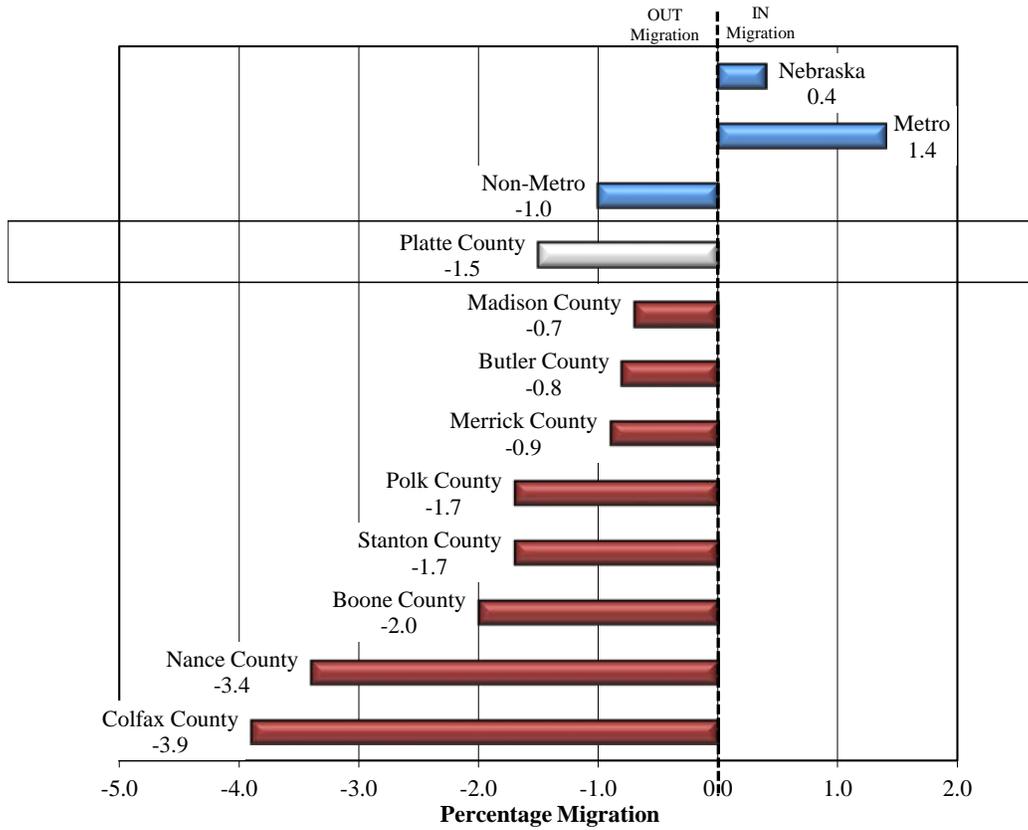


Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

Looking at the years 2010–2013 (Chart 7), Platte County experienced a net out-migration of 470 people or 1.5 percent of its 2010 population.

Chart 7

**2010-2013 Net Migration as Percent of 2010 Population
Platte County and the Surrounding Area**



Source: U.S. Census Bureau, County population and estimated components of population change, June 2014

The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2007–2011 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 factors.

Table 10 data show 79.7 percent of the 1,673 people moving into Platte County moved from other Nebraska locations (1,333 people). Data also reveal 340 people (20.3 percent) migrated into the county from other states.

Table 10

**Platte County, Nebraska, 2007-2011, Five-Year Estimate
Inflow Into County (1 year estimate)**

| | Number | Percent |
|---------------------------------|--------------|---------|
| Movers within the United States | 3,986 | 100.0 |
| Within Same County | 2,313 | 58.0 |
| Different County, Same State | 1,333 | 33.4 |
| Different State | 340 | 8.5 |
| Movers from Abroad | 0 | 0.0 |
| Total Movement | 3,986 | |

Source: American Community Survey, County-to-County Migration Flows, 2007-2011 data, accessed February 2014

**Reported Counties
(where people moved from)**

| State | County | Number |
|--------------|--------------------|--------|
| Nebraska | Lancaster County | 199 |
| Nebraska | Madison County | 187 |
| Nebraska | Dodge County | 186 |
| Nebraska | Dawson County | 168 |
| Nebraska | Howard County | 103 |
| Nebraska | Boone County | 73 |
| Nebraska | Saunders County | 66 |
| South Dakota | Yankton County | 64 |
| Nebraska | Douglas County | 62 |
| Ohio | Lucas County | 58 |
| Nebraska | Colfax County | 55 |
| Nebraska | Seward County | 42 |
| Wyoming | Sweetwater County | 37 |
| Nebraska | Polk County | 34 |
| Colorado | Larimer County | 29 |
| Iowa | Cerro Gordo County | 27 |
| Nebraska | Nemaha County | 22 |
| Illinois | Cook County | 18 |
| Nebraska | Sarpy County | 18 |
| Nevada | Clark County | 17 |
| Nebraska | Cass County | 15 |
| Nebraska | Clay County | 15 |
| Iowa | Story County | 13 |
| Nebraska | Valley County | 13 |
| Utah | Salt Lake County | 13 |

Source: American Community Survey, County-to-County Migration Flows, 2007-2011 data, accessed February 2014

The 2007–2011, five-year estimates in Table 11 reveal 79.5 percent of the 2,017 people migrating out of Platte County remained in the state of Nebraska (1,603 people). Data show 414 Platte County residents (20.5 percent) also moved to other states during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 11

**Platte County, Nebraska, 2007-2011, Five-Year Estimate
Outflow From County (1 year estimate)**

| | Number | Percent |
|---------------------------------|---------------|----------------|
| Movers within the United States | 4,330 | 100.0 |
| Within Same County | 2,313 | 53.4 |
| Different County, Same State | 1,603 | 37.0 |
| Different State | 414 | 9.6 |
| Movers to Puerto Rico | 0 | 0.0 |
| Total Movement | 4,330 | |

Source: American Community Survey, County-to-County Migration Flows, 2007-2011 data, accessed February 2014

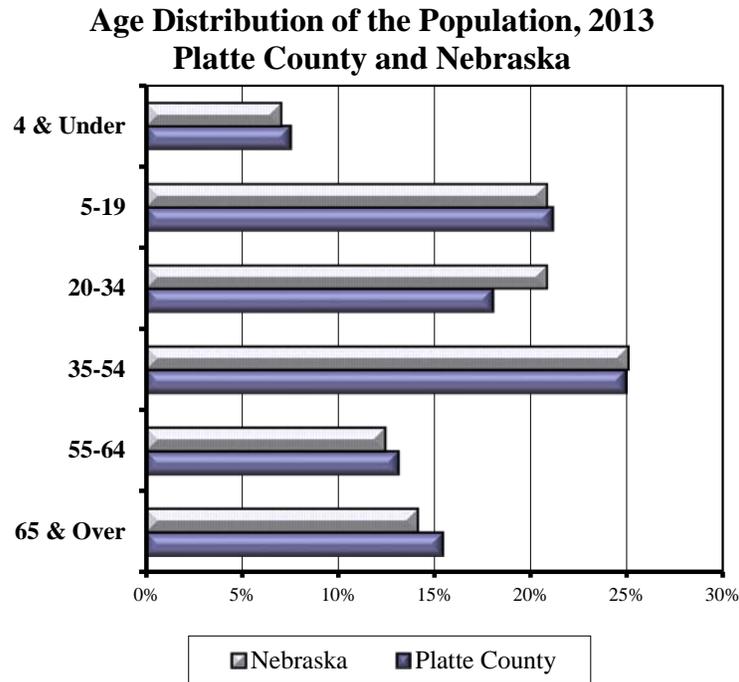
**Reported Counties
(where people moved to)**

| State | County | Number |
|--------------|---------------------------|---------------|
| Nebraska | Lancaster County | 288 |
| Nebraska | Colfax County | 254 |
| Nebraska | Hall County | 229 |
| Nebraska | Douglas County | 185 |
| Nebraska | Madison County | 125 |
| Nebraska | Polk County | 97 |
| Missouri | Buchanan County | 68 |
| Nebraska | Nance County | 65 |
| Nebraska | Butler County | 61 |
| Iowa | Woodbury County | 50 |
| Iowa | Polk County | 47 |
| Nebraska | Merrick County | 45 |
| Iowa | Clinton County | 43 |
| Oklahoma | Muskogee County | 42 |
| Nebraska | Red Willow County | 35 |
| Nebraska | Lincoln County | 33 |
| Nebraska | Wayne County | 31 |
| Indiana | Montgomery County | 25 |
| Nebraska | Buffalo County | 24 |
| Iowa | Crawford County | 21 |
| Florida | Pinellas County | 17 |
| Nebraska | Chase County | 15 |
| Arizona | Maricopa County | 14 |
| Alaska | Matanuska-Susitna Borough | 14 |
| Nebraska | Brown County | 12 |

Source: American Community Survey, County-to-County Migration Flows, 2007-2011 data, accessed February 2014

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 and Platte County. The population of Platte County is slightly older in age than Nebraska as a whole. The median age for Platte County residents in 2013 was 37.9 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," June 2014

Table 12

**Age Distribution of the Population, 2013
Platte County and Nebraska**

| | 2013 Population | | Percent | |
|-------------------|------------------|---------------|-------------|---------------|
| | Nebraska | Platte County | Nebraska | Platte County |
| 4 & Under | 130,160 | 2,439 | 7.0% | 7.5% |
| 5-19 | 387,807 | 6,860 | 20.8% | 21.1% |
| 20-34 | 388,117 | 5,853 | 20.8% | 18.0% |
| 35-54 | 467,120 | 8,104 | 25.0% | 24.9% |
| 55-64 | 231,304 | 4,247 | 12.4% | 13.1% |
| 65 & Over | 264,008 | 5,002 | 14.1% | 15.4% |
| Total | 1,868,516 | 32,505 | 100% | 100% |
| Median Age | 36.2 | 37.9 | | |

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," June 2014

Table 13 shows additional median ages as estimated by the American Community Survey for communities within Platte County and the surrounding counties both as a total and by gender. These are 5-year estimates and differ from the U.S. Census Bureau’s single year distributions. Chart 9 graphically depicts the median age distribution for the study area.

Table 13

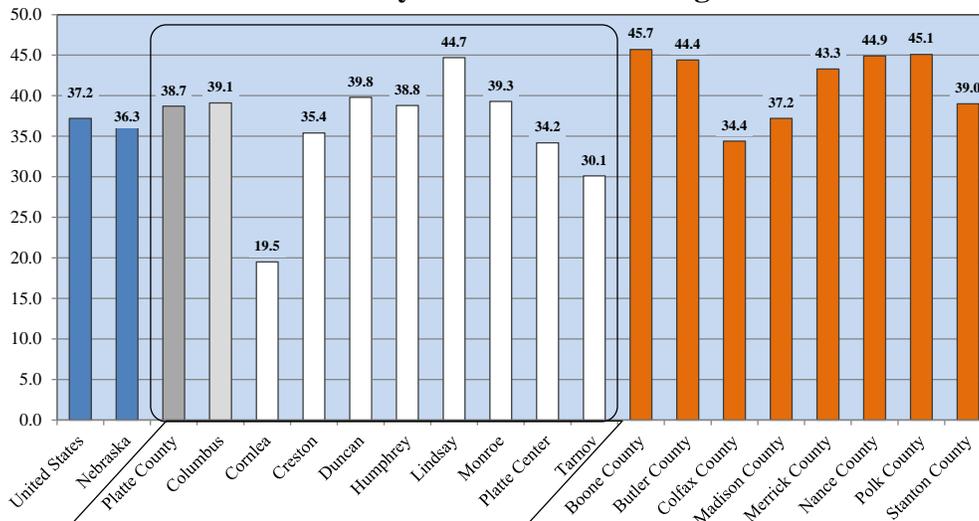
**Median Age by Location and Gender
5-Year Estimate, 2008–2012
Platte County and the Surrounding Area**

| | Median Age | | |
|-----------------------|-------------|------|--------|
| | Total | Male | Female |
| United States | 37.2 | 35.8 | 38.5 |
| Nebraska | 36.3 | 35.0 | 37.5 |
| Platte County | 38.7 | 37.5 | 39.6 |
| Columbus | 39.1 | 37.6 | 39.8 |
| Cornlea | 19.5 | 17.6 | 45.3 |
| Creston | 35.4 | 33.5 | 39.8 |
| Duncan | 39.8 | 35.1 | 46.5 |
| Humphrey | 38.8 | 37.2 | 40.9 |
| Lindsay | 44.7 | 48.4 | 42.7 |
| Monroe | 39.3 | 44.0 | 32.2 |
| Platte Center | 34.2 | 37.1 | 33.3 |
| Tarnov | 30.1 | 32.8 | 18.8 |
| Boone County | 45.7 | 44.4 | 47.1 |
| Butler County | 44.4 | 42.8 | 45.3 |
| Colfax County | 34.4 | 33.2 | 36.8 |
| Madison County | 37.2 | 35.6 | 38.6 |
| Merrick County | 43.3 | 42.7 | 43.6 |
| Nance County | 44.9 | 43.2 | 45.3 |
| Polk County | 45.1 | 44.2 | 46.4 |
| Stanton County | 39.0 | 38.3 | 40.2 |

Source: U.S. Census Bureau, 2008-2012 American Community Survey, March 2013
Data Set: 2008-2012 American Community Survey 5-Year Estimates

Chart 9

**Median Age by Location, 5-Year Estimate, 2008–2012
Platte County and the Surrounding Area**



Source: U.S. Census Bureau, 2008-2012 American Community Survey, March 2013
Data Set: 2008-2012 American Community Survey 5-Year Estimates

Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Platte County and the surrounding area for 2013. 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

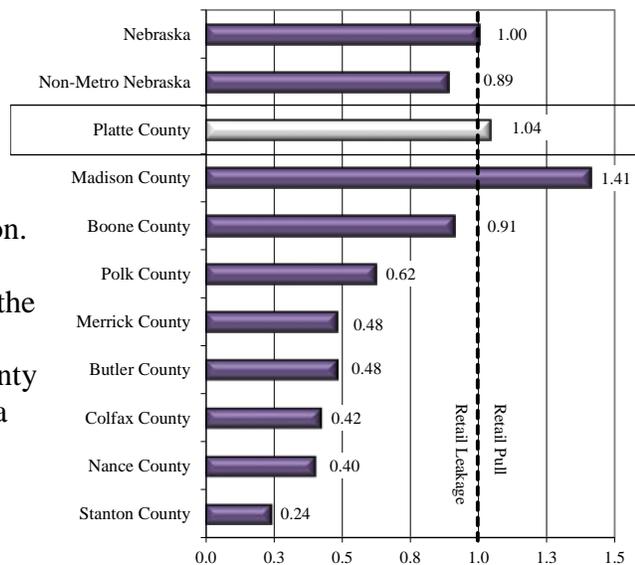
2013 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Platte County, and Surrounding Counties

| | 2013 Population | 2013 Retail Sales (x \$1,000) | 2013 Per Cap Sales (\$) | 2013 Pull Factor |
|----------------------|--------------------|----------------------------------|----------------------------|---------------------|
| Nebraska | 1,868,516 | 22,469,705 | 12,025 | 1.00 |
| Non-Metro Nebraska | 781,295 | 8,349,191 | 10,686 | 0.89 |
| Platte County | 32,505 | 406,963 | 12,520 | 1.04 |
| Boone County | 5,388 | 58,770 | 10,908 | 0.91 |
| Butler County | 8,312 | 47,483 | 5,713 | 0.48 |
| Colfax County | 10,425 | 52,050 | 4,993 | 0.42 |
| Madison County | 35,278 | 597,218 | 16,929 | 1.41 |
| Merrick County | 7,802 | 44,707 | 5,730 | 0.48 |
| Nance County | 3,623 | 17,599 | 4,858 | 0.40 |
| Polk County | 5,275 | 39,096 | 7,411 | 0.62 |
| Stanton County | 6,133 | 17,514 | 2,856 | 0.24 |

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Chart 10

2013 Retail Sales (NMV) Pull Factors, Nebraska, Platte County & Surrounding Counties



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Reviewing the pull factors at the county level indicates Platte County experiences net positive retail injections. The 2013 pull factor of 1.04 indicates, on a per capita basis, retail sales in Platte County are similar to the state's average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Platte County (1.04) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Platte County are 17.2 percent above the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 15 and Chart 11 compare the 2013 pull factors for selected area communities. The community of Columbus's pull factor of 1.37 indicates that, on a per capita basis, non-motor vehicle retail sales in Columbus are approximately 0.37 percent greater than the state's average per capita sales.

Table 15

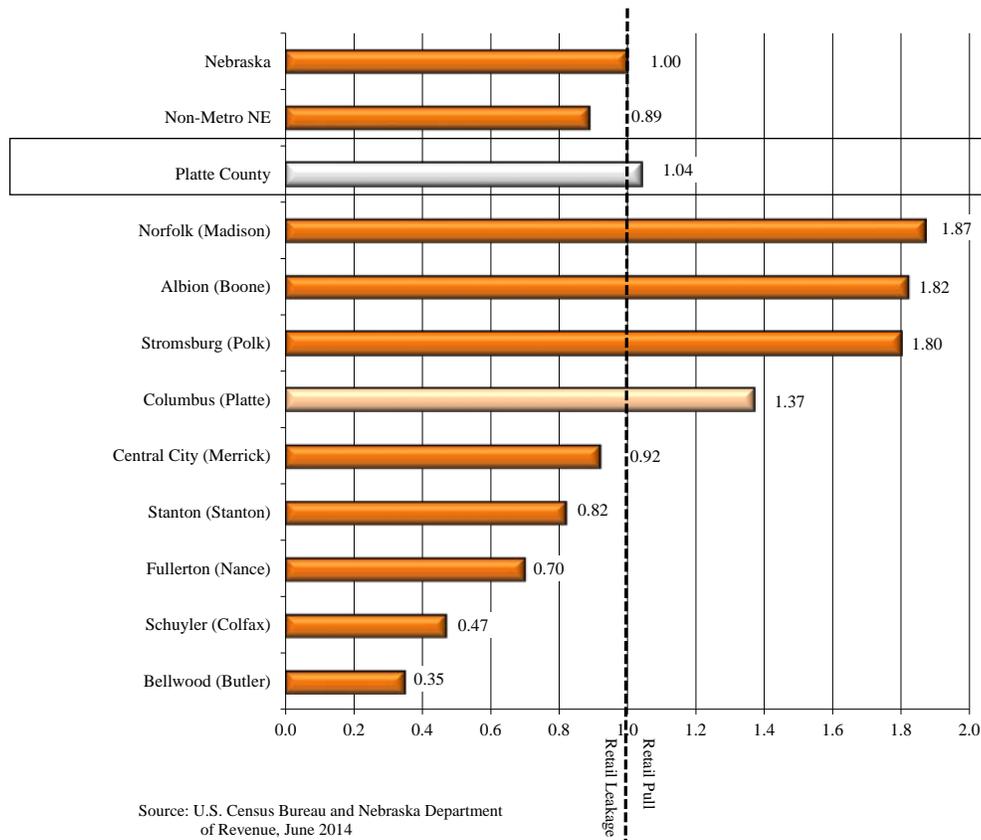
**2013 Retail Sales (NMV) Pull Factors
Nebraska, Platte County, and Selected Study Area Communities**

| | 2013 Population | 2013 Retail Sales (x \$1,000) | 2013 Per Cap Sales (\$) | 2013 Pull Factor |
|---------------------------|--------------------|----------------------------------|----------------------------|---------------------|
| Nebraska | 1,868,516 | 22,469,705 | 12,025 | 1.00 |
| Non-Metro Nebraska | 781,295 | 8,349,191 | 10,686 | 0.89 |
| Platte County | 32,505 | 406,963 | 12,520 | 1.04 |
| Columbus (Platte) | 22,533 | 371,600 | 16,491 | 1.37 |
| Albion (Boone) | 1,611 | 35,188 | 21,842 | 1.82 |
| Bellwood (Butler) | 424 | 1,772 | 4,179 | 0.35 |
| Schuyler (Colfax) | 6,143 | 34,502 | 5,616 | 0.47 |
| Norfolk (Madison) | 24,523 | 551,113 | 22,473 | 1.87 |
| Central City (Merrick) | 2,921 | 32,214 | 11,028 | 0.92 |
| Fullerton (Nance) | 1,259 | 10,645 | 8,455 | 0.70 |
| Stromsburg (Polk) | 1,142 | 24,661 | 21,595 | 1.80 |
| Stanton (Stanton) | 1,567 | 15,384 | 9,817 | 0.82 |

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Chart 11

**2013 Retail Sales (NMV) Pull Factors,
Nebraska, Platte County & Selected Study Area Communities**



Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2013 pull factors into the communities reporting retail sales figures within Platte County. As this table indicates, the community of Humphrey had the strongest pull factor (1.96) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 1.04 for Platte County in 2013.

Table 16

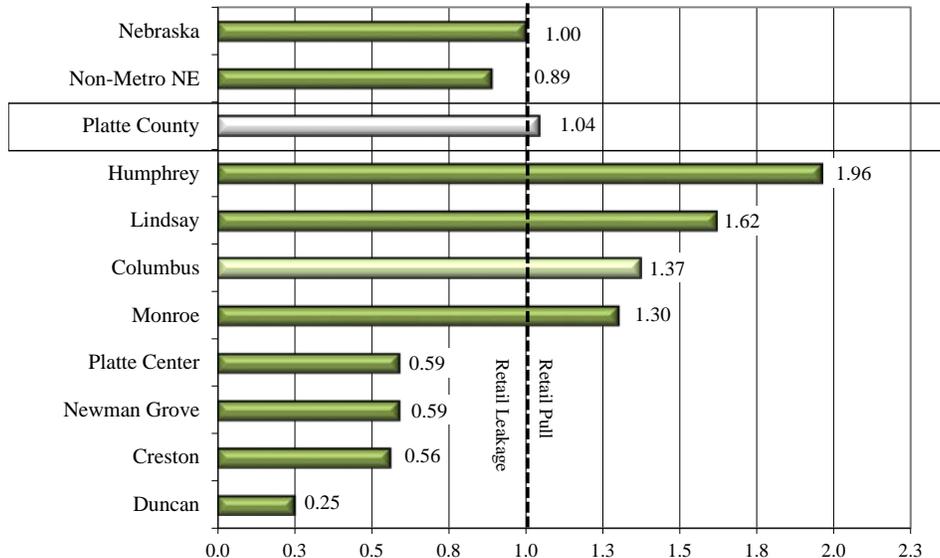
2013 Retail Sales (NMV) Pull Factors Nebraska and Available Platte County Area Communities

| | 2013 Population | 2013 Retail Sales (x \$1,000) | 2013 Per Cap Sales (\$) | 2013 Pull Factor |
|----------------------|--------------------|----------------------------------|----------------------------|---------------------|
| Nebraska | 1,868,516 | 22,469,705 | 12,025 | 1.00 |
| Non-Metro Nebraska | 781,295 | 8,349,191 | 10,686 | 0.89 |
| Platte County | 32,505 | 406,963 | 12,520 | 1.04 |
| Columbus | 22,533 | 371,600 | 16,491 | 1.37 |
| Humphrey | 783 | 18,441 | 23,551 | 1.96 |
| Newman Grove | 726 | 5,168 | 7,118 | 0.59 |
| Duncan | 365 | 1,095 | 3,001 | 0.25 |
| Platte Center | 338 | 2,378 | 7,035 | 0.59 |
| Monroe | 281 | 4,387 | 15,613 | 1.30 |
| Lindsay | 255 | 4,953 | 19,423 | 1.62 |
| Creston | 203 | 1,373 | 6,763 | 0.56 |

Source: U.S. Census Bureau and the Nebraska Department of Revenue, June 2014

Chart 12

2013 Retail Sales (NMV) Pull Factors Nebraska and Available Platte County Communities



Source: U.S. Census and the Nebraska Department of Revenue, June 2014

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2013 pull factors for Nebraska, Columbus, and eight other similarly sized communities selected from around the state. Papillion’s pull factor of 2.13 leads the group for 2013 thus indicating Papillion has greater retail pull.

Table 17

2013 Retail Sales (NMV) Pull Factors Columbus & Other Similarly Sized Nebraska Communities

| | 2013 Population | 2013 Retail Sales (x \$1,000) | 2013 Per Cap Sales (\$) | 2013 Pull Factor |
|----------------------------|--------------------|----------------------------------|----------------------------|---------------------|
| Nebraska | 1,868,516 | 22,469,705 | 12,025 | 1.00 |
| Non-Metro Nebraska | 781,295 | 8,349,191 | 10,686 | 0.89 |
| Columbus (Platte) | 22,533 | 371,600 | 16,491 | 1.37 |
| South Sioux City (Dakota) | 13,424 | 134,013 | 9,983 | 0.83 |
| Scottsbluff (Scotts Bluff) | 15,023 | 376,313 | 25,049 | 2.08 |
| La Vista (Sarpy) | 17,562 | 215,793 | 12,287 | 1.02 |
| Papillion (Sarpy) | 21,921 | 561,342 | 25,608 | 2.13 |
| Norfolk (Madison) | 24,523 | 551,113 | 22,473 | 1.87 |
| North Platte (Lincoln) | 24,534 | 459,499 | 18,729 | 1.56 |
| Hastings (Adams) | 25,093 | 373,616 | 14,889 | 1.24 |
| Fremont (Dodge) | 26,340 | 400,576 | 15,208 | 1.26 |

Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2014

Chart 13

2013 Retail Sales (NMV) Pull Factors, Columbus & Other Similarly Sized Nebraska Communities

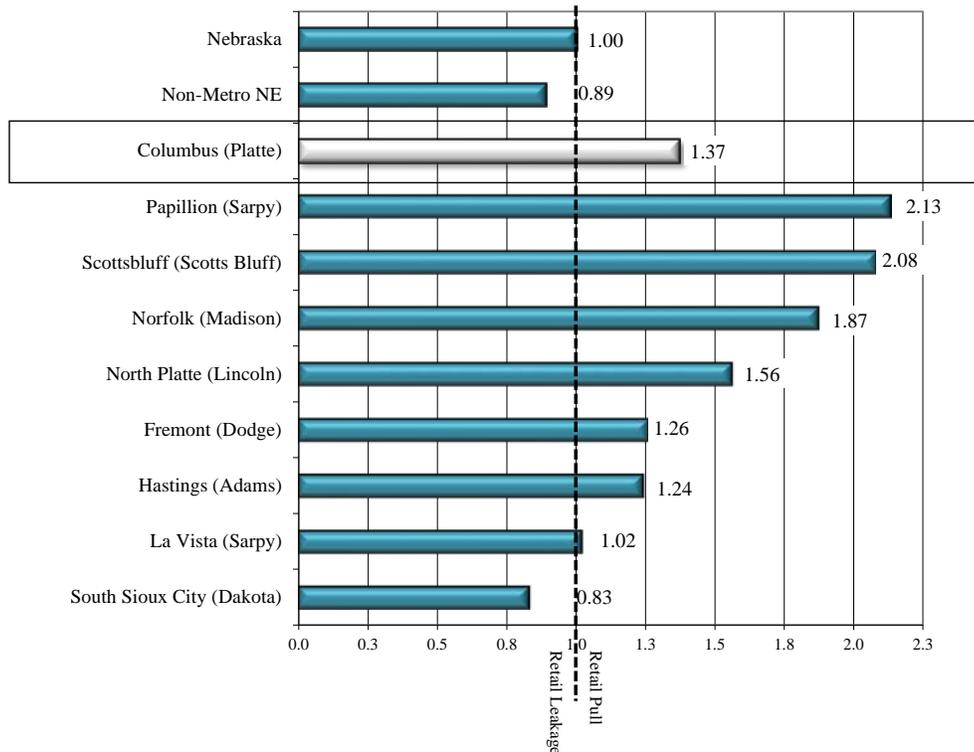
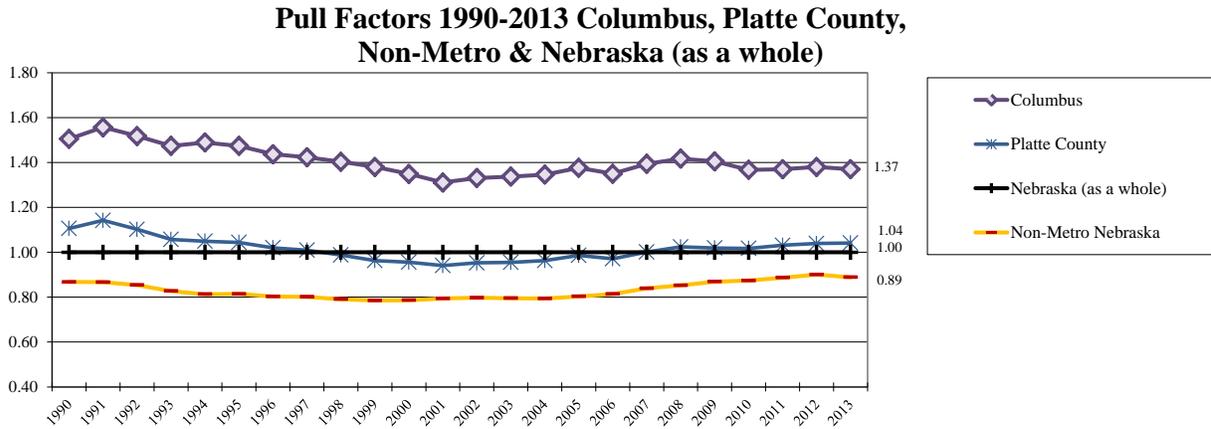


Chart 14 illustrates the pull factor trend for Columbus, Platte County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2013. In examining the time line, the city of Columbus shows retail pull fluctuating well above the state average throughout the entire study period. Data within Platte County (as a whole) also shows the pull factor fluctuation similar to but slightly above the non-metropolitan county average and similar to the Nebraska (as a whole) average throughout the time period.

Chart 14



Source: U.S. Census Bureau and Nebraska Department of Revenue, 2014

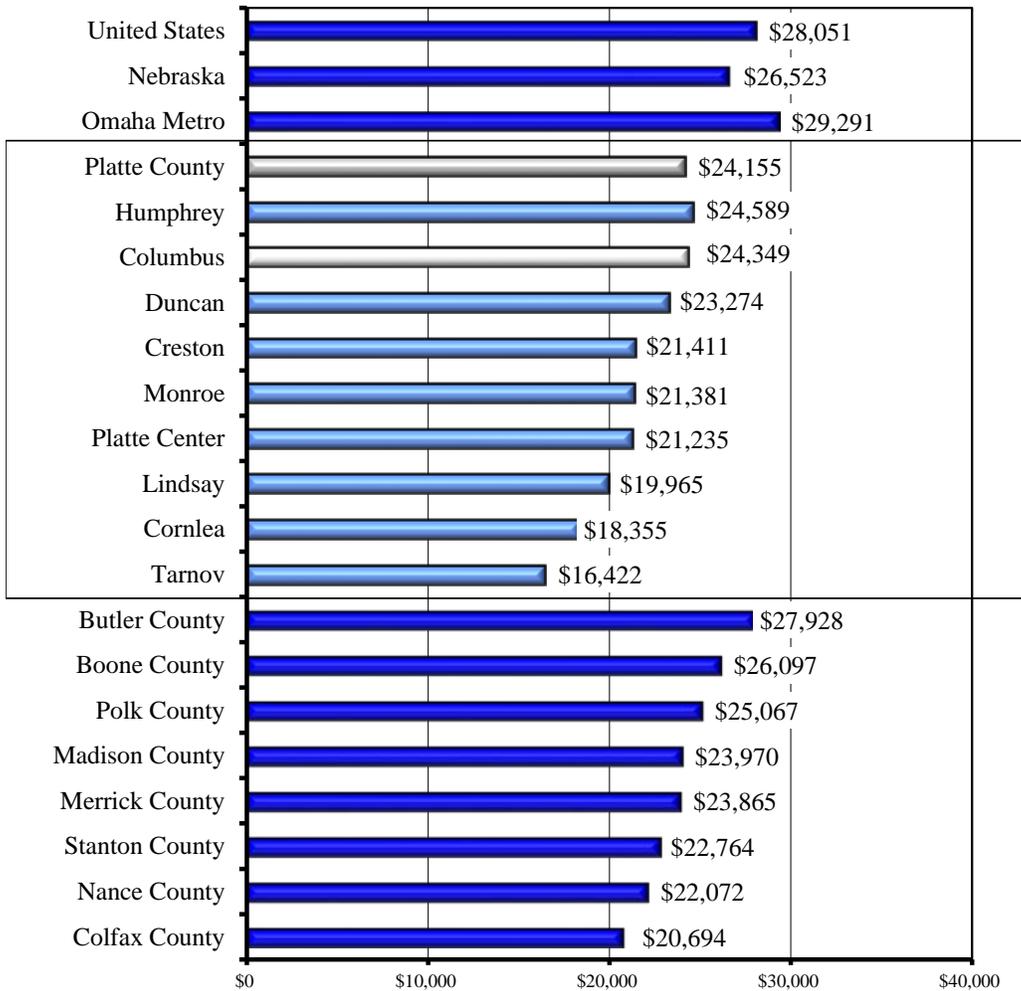
Per Capita Personal Income

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.

The 2008–2012, five-year data show per capita personal income for Platte County is estimated to be \$24,155 compared to \$26,523 for Nebraska as a whole.

Chart 15

**Per Capita Income, 2008-2012, Five-Year Estimate,
Nebraska, Platte County & Surrounding Counties**



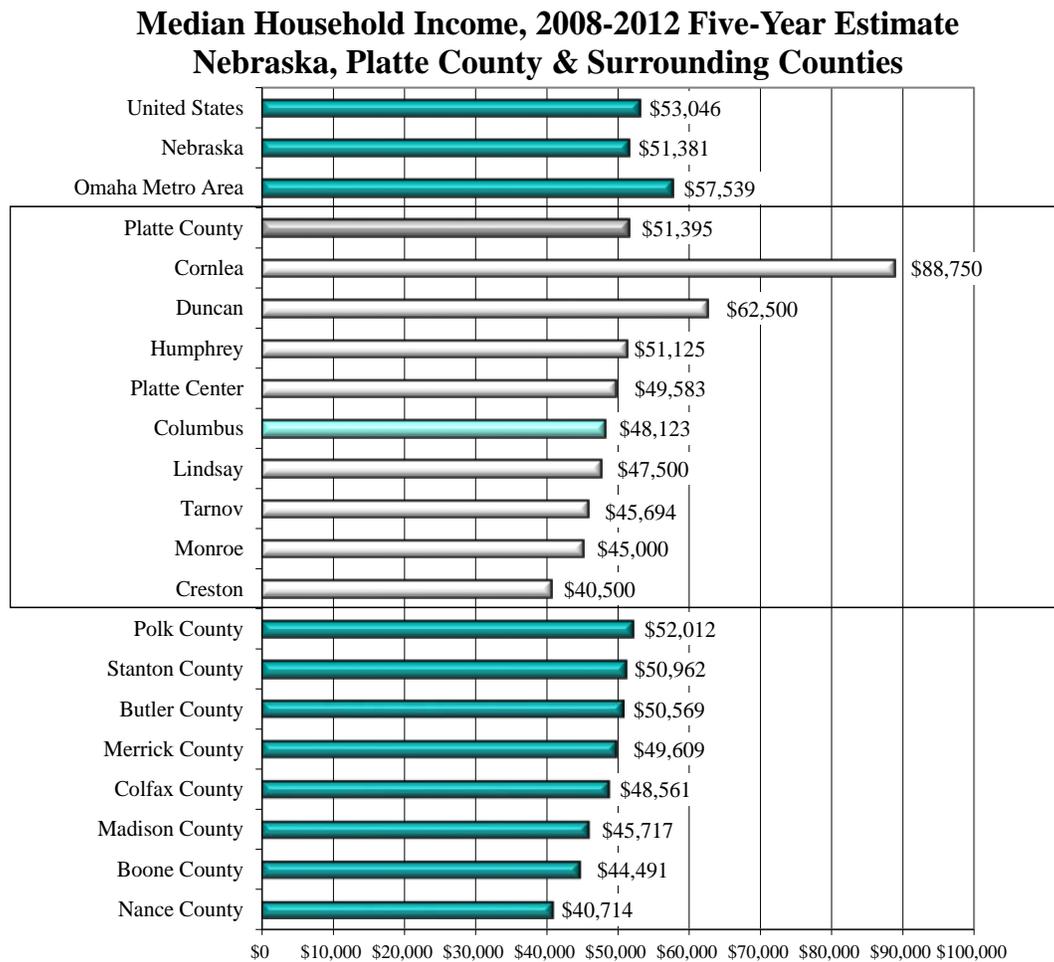
Source: U.S. Census Bureau, 2012 inflation adjusted past 12-months, 2008-2012 American Community Survey, accessed February 2014.

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 2008–2012, five-year data show median household income for Platte County is estimated to be \$51,395 in 2012 compared to \$51,381 for Nebraska as a whole.

Chart 16



Source: U.S. Census Bureau, 2008-2012 American Community Survey, accessed February 2014.