Nebraska Public Power District
Always there when you need us

ECONOMIC AND DEMOGRAPHIC TRENDS

COLUMBUS, PLATTE COUNTY
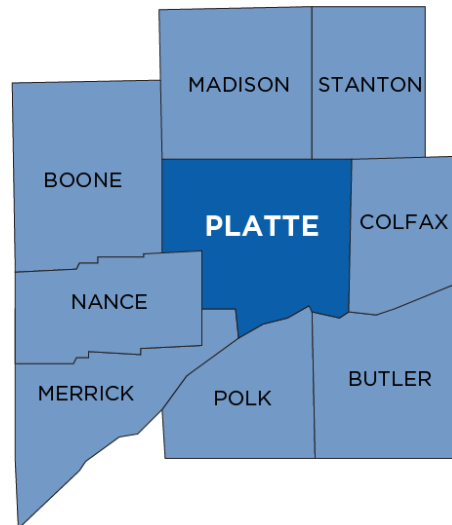## AND THE SURROUNDING AREA

2024

PREPARED BY:
Melissa Trueblood, PhD
Nebraska Public Power District // Economic Development Department
1327 H Street // Lincoln, NE 68508-3751
402-465-3537 // mltruebl@nppd.com

Available Online @ sites.nppd.com

SEPTEMBER 2024

ECONOMIC AND DEMOGRAPHIC TRENDS IN
Platte County
AND THE SURROUNDING AREA

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

LABOR FORCE AND EMPLOYMENT

Table 1 and Chart 1 (next page) present nonfarm wage and salary data for Platte County for the period 2013–2023. Nonfarm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS).

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

- Natural Resources & Mining
- Construction
- Manufacturing
- Trade, Transportation & Utilities
- Information
- Financial Activities

- Professional & Business Services
- Education & Health Services
- Leisure & Hospitality
- Other Services (except Public)
- Government

The measure of employment reported in Table 1 is data on the number of people employed in the Nonfarm Wage and Salary (W&S) sector in Platte County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Platte County increased 4.7 percent (890 jobs) between 2013 and 2023.

Table 1 and Chart 1 also provide employment data for Platte County by major economic sector for years 2013–2023. The Natural Resources & Mining sector recorded the largest percentage increase in employment between 2013 and 2023 (32.5 percent or 157 jobs). The Manufacturing sector recorded the largest actual employment increase between 2013 and 2023 (771 jobs or 14.0 percent).

TABLE 1

Nonfarm Wage & Salary Employment Trends · *2013–2023*
Platte County, Nebraska

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Change 2013-2023	# Change 2013-2023
Nonfarm W&S Employment	18,964	18,687	18,614	18,430	18,839	19,019	19,209	18,710	19,297	19,621	19,854	4.7	890
Total Private Industries	16,415	16,158	16,011	15,798	16,233	16,399	16,478	16,090	16,637	16,941	17,104	4.2	689
Goods Producing	6,958	6,916	6,976	6,989	7,233	7,439	7,683	7,644	7,813	8,033	8,142	17.0	1,184
Natural Resources & Mining	483	466	412	464	468	501	573	631	611	607	640	32.5	157
Construction	958	963	1,047	1,061	1,100	1,094	1,051	1,000	1,064	1,112	1,214	26.7	256
Manufacturing	5,517	5,487	5,518	5,464	5,665	5,844	6,059	6,013	6,138	6,315	6,288	14.0	771
Service Providing	9,457	9,242	9,035	8,809	9,000	8,960	8,795	8,446	8,824	8,908	8,962	-5.2	-495
Trade, Transportation & Utilities	3,291	3,258	3,328	3,355	3,378	3,368	3,285	3,157	3,233	3,246	3,177	-3.5	-114
Information	120	115	92	94	120	107	80	91	98	118	147	22.5	27
Financial Activities	650	642	655	662	649	607	624	620	619	628	623	-4.2	-27
Professional & Business Services	1,636	1,501	1,301	1,008	1,040	1,043	965	926	947	952	865	-47.1	-771
Education & Health Services	1,829	1,837	1,848	1,858	1,991	2,047	2,010	1,938	1,982	1,939	1,988	8.7	159
Leisure & Hospitality	1,370	1,421	1,424	1,435	1,436	1,413	1,444	1,316	1,407	1,465	1,582	15.5	212
Other Services, except Public	561	469	388	398	387	375	388	398	538	559	581	3.6	20
Government	2,549	2,529	2,603	2,632	2,606	2,620	2,731	2,620	2,660	2,680	2,750	7.9	201
Federal	83	85	86	86	88	91	92	94	92	88	87	4.8	4
State	125	124	130	131	142	139	140	133	129	148	172	37.6	47
Local	2,341	2,320	2,388	2,415	2,376	2,391	2,499	2,393	2,438	2,444	2,492	6.5	151

Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2024
Labor Force & Work Summary, 2013-2023, Annual, Platte County, Nebraska (June 2024 data)

CHART 1

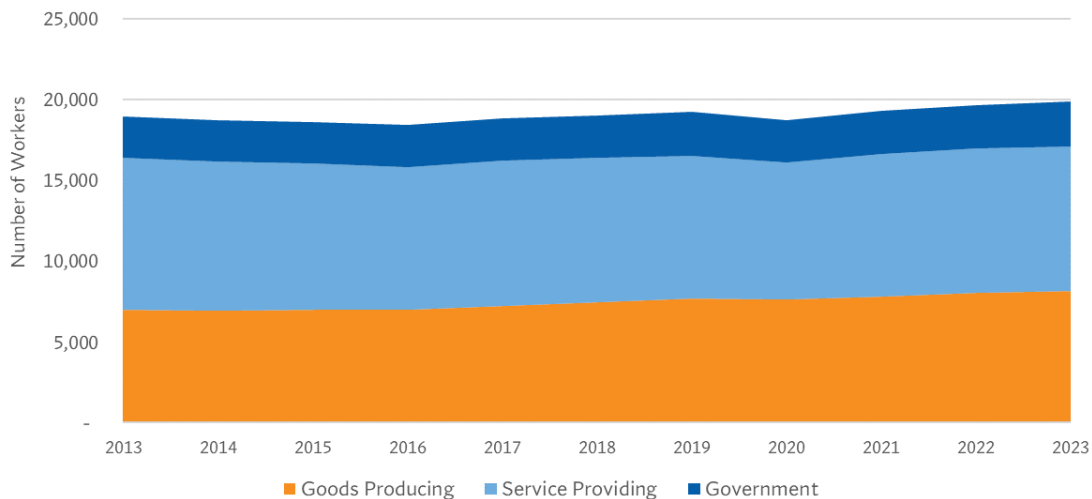# Employment by Industry · *2013–2023*
Platte County, Nebraska

Chart 2 compares total nonfarm wage and salary employment growth in Platte County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2013–2023. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Platte County increased 4.7 percent (890 jobs) from 2013 to 2023, compared to an 8.1 percent increase for Nebraska as a whole, an 8.7 percent increase in metropolitan Nebraska and a 19.6 percent increase in non-metropolitan Nebraska.

CHART 2
Nonfarm W&S Employment · *2013–2023*
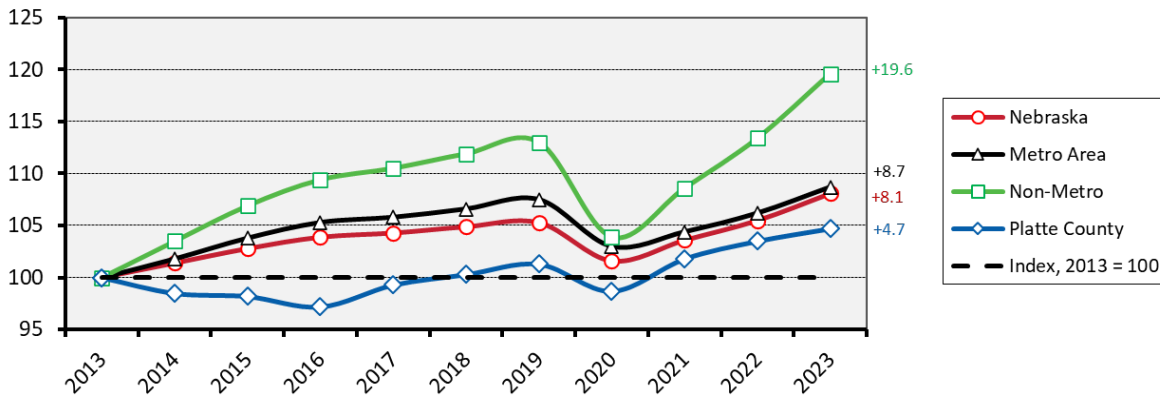Platte County, Nebraska, Metro and Non-Metro Nebraska

Chart 3 presents data on manufacturing wage and salary employment growth for Platte County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Platte County recorded a 14.0 percent increase in employment (771 jobs) between 2013 and 2023. This compares to a 14.5 percent increase in employment for non-metropolitan Nebraska; a 8.6 percent increase for Nebraska as a whole; and a 10.8 percent increase for metropolitan Nebraska over the same period.

CHART 3
Manufacturing W&S Employment · *2013–2023*
Platte County, Nebraska, Metro and Non-Metro Nebraska
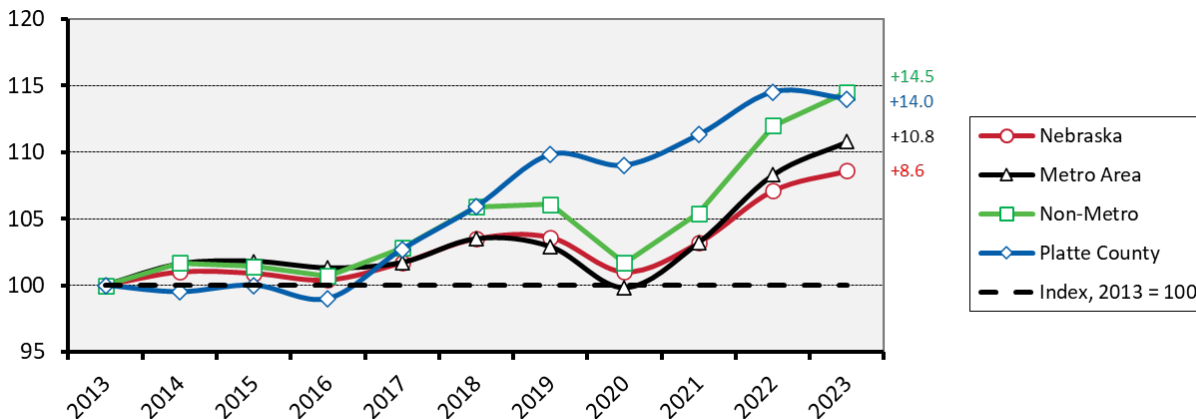
Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2024

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

When comparing the Platte County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector, which makes up 31.7 percent of the county workforce (6,288 employees) compared to 14.2 percent for non-metropolitan Nebraska; a difference of 17.5 percent. Comparing Platte County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (31.7 percent Platte County vs. 6.8 percent metropolitan Nebraska; a difference of 24.9 percent).

CHART 4, 5 & 6

Nonfarm W&S Employment by Major Economic Sector

Platte County, Nebraska

Sector	Percent
Other Services	2.9%
Leisure and Hospitality	8.0%
Education and Health Services	10.0%
Professional and Business Services	4.4%
Financial Activities	3.1%
Information	0.7%
Trade, Transportation, and Utilities	16.0%
Manufacturing	31.7%
Construction	6.1%
Natural Resources and Mining	3.2%
Government	13.9%

Non-Metro Area

Sector	Percent
Other Services	2.6%
Leisure and Hospitality	9.5%
Education and Health Services	14.5%
Professional and Business Services	10.5%
Financial Activities	3.4%
Information	0.9%
Trade, Transportation, and Utilities	17.6%
Manufacturing	14.2%
Construction	7.0%
Natural Resources and Mining	3.2%
Government	16.5%

Metro Area

Sector	Percent
Other Services	2.6%
Leisure and Hospitality	10.1%
Education and Health Services	14.9%
Professional and Business Services	13.9%
Financial Activities	6.6%
Information	1.9%
Trade, Transportation, and Utilities	17.0%
Manufacturing	6.8%
Construction	6.2%
Natural Resources and Mining	6.2%
Government	13.8%

U.S. Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Platte County for the time period 2013–2023. Labor force data (labor force, unemployment, and total employment) are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was an increase in the number of Platte County residents participating in the labor force between 2013 and 2023 (3.9 percent or 688 people).

The number of unemployed in Platte County decreased by 39.8 percent (239 people) between 2013 and 2023. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Platte County unemployment rate was 2.0 percent in 2023; below that for metropolitan Nebraska (2.3 percent), below Nebraska as a whole (2.3 percent), and below non-metropolitan Nebraska (2.2 percent).

TABLE 2
Labor Force & Employment Trends · *2013–2023*
Platte County, Nebraska

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Change 2013-2023	# Change 2013-2023
Labor Force	17,693	17,325	17,209	17,068	17,294	17,469	17,758	17,741	18,327	18,600	18,381	3.9	688
Employment	17,093	16,812	16,698	16,476	16,797	16,999	17,249	17,090	17,934	18,208	18,020	5.4	927
Unemployment	600	513	511	592	497	470	509	651	393	392	361	-39.8	-239
Unemployment Rate	3.4	3.0	3.0	3.5	2.9	2.7	2.9	3.7	2.1	2.1	2.0	N/A	N/A

(N/A) - Data not available

CHART 7
Labor Force & Employment Trends · *2013–2023*
Platte County, Nebraska
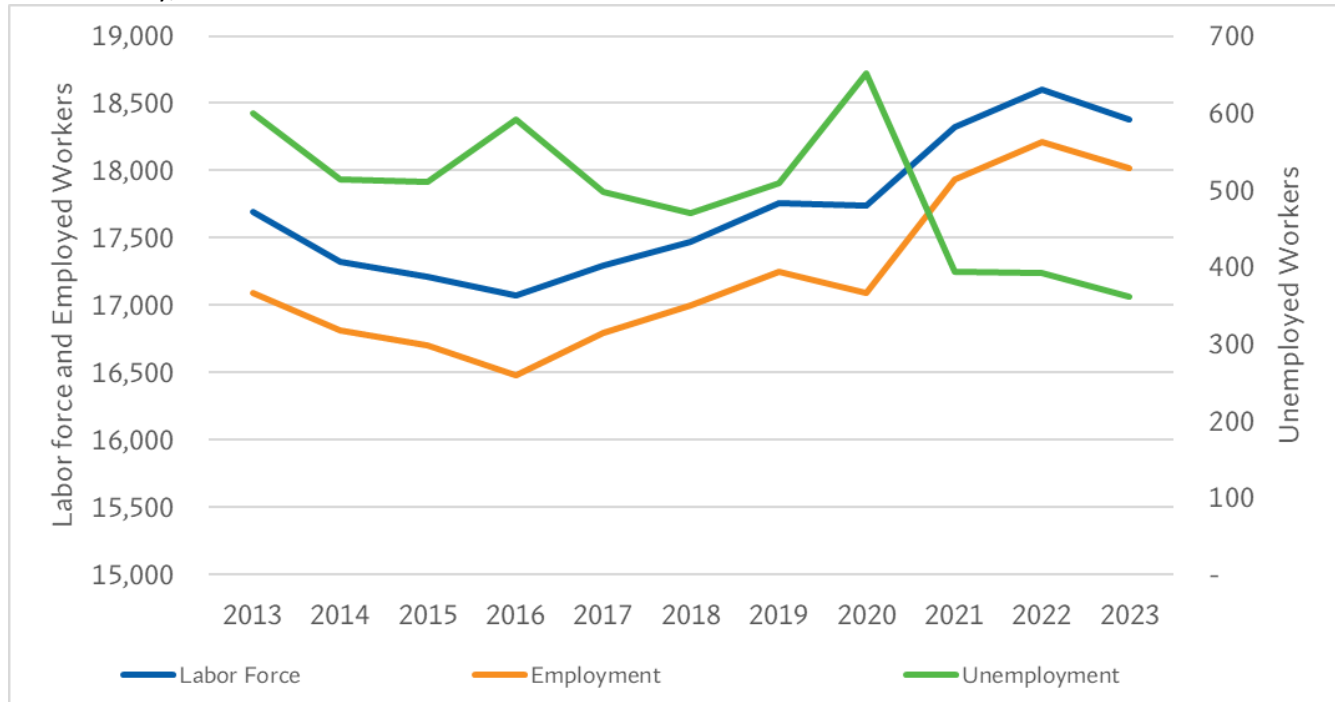
Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2024
The right axis on Chart 7 refers to Unemployed Workers

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Platte County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination Report looks at the area from which a county is pulling employees to fill positions. These data are estimates from the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program. This program uses a variety of statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data. The most current data available for Platte County are from 2021.

Table 3 (pages 6–7) examines the Work Destination area for Platte County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 16,592 county labor force participants holding primary jobs. As Table 3 shows, 97.1 percent of Platte County's labor force participants are employed within the state of Nebraska. Approximately 63.3 percent of Platte County workers remain within Platte County for employment with 36.7 percent leaving the county borders for work (next page). The top ten incorporated places where Platte County labor force participants are employed are also shown on the following page.

TABLE 3

Work Destination Report · *2021*
Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	16,592	100.0%

By States

	Count	Share
Nebraska	16,119	97.1%
Iowa	230	1.4%
South Dakota	99	0.6%
Kansas	46	0.3%
Texas	16	0.1%
Colorado	15	0.1%
Illinois	11	0.1%
Minnesota	9	0.1%
California	7	0.0%
Missouri	6	0.0%
All Other Locations	34	0.2%

U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

By Counties

	Count	Share
Platte County, NE	10,502	63.3%
Colfax County, NE	1,237	7.5%
Douglas County, NE	1,079	6.5%
Madison County, NE	666	4.0%
Lancaster County, NE	418	2.5%
Dodge County, NE	276	1.7%
Butler County, NE	179	1.1%
Sarpy County, NE	169	1.0%
Dakota County, NE	158	1.0%
York County, NE	129	0.8%
All Other Locations	1,779	10.7%
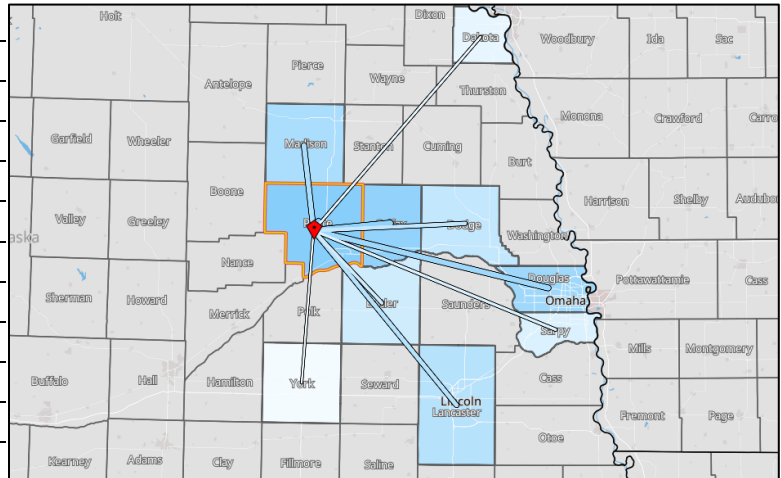
By Places *Top 10 Cities, CDPS, etc.*

	Count	Share
Columbus city, NE	7,728	46.6%
Omaha city, NE	972	5.9%
Lincoln city, NE	384	2.3%
Norfolk city, NE	379	2.3%
Fremont city, NE	225	1.4%
Schuyler city, NE	157	0.9%
Lakeview CDP, NE	149	0.9%
Lindsay village, NE	142	0.9%
Humphrey city, NE	111	0.7%
Grand Island city, NE	110	0.7%
All Other Locations	6,235	37.6%
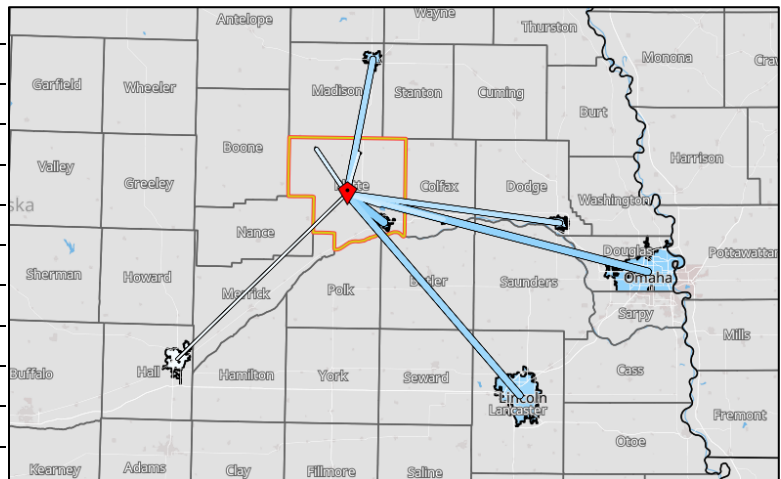
U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

People also travel from other locations to work in Platte County—this is the Home Destination Report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Platte County. The Census identified 18,288 primary jobs within Platte County. As Table 4 indicates, Nebraska residents hold 98.0 percent of these jobs. Approximately 57.4 percent of Platte County workers live within the county borders, and the top localities show the distribution of employee residents around the area (next page).

TABLE 4

Home Destination Report · *2021*

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	18,288	100.0%

By States

	Count	Share
Nebraska	17,930	98.0%
Iowa	99	0.5%
Texas	46	0.3%
South Dakota	33	0.2%
Kansas	22	0.1%
Missouri	21	0.1%
Wisconsin	19	0.1%
Minnesota	14	0.1%
Illinois	12	0.1%
Colorado	11	0.1%
All Other Locations	81	0.4%

U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2ⁿᵈ Quarter of 2002-2021).

By Counties

	Count	Share
Platte County, NE	10,502	57.4%
Colfax County, NE	1,012	5.5%
Butler County, NE	697	3.8%
Madison County, NE	644	3.5%
Polk County, NE	460	2.5%
Douglas County, NE	435	2.4%
Lancaster County, NE	435	2.4%
Hall County, NE	307	1.7%
Nance County, NE	260	1.4%
Boone County, NE	225	1.2%
All Other Locations	3,311	18.1%
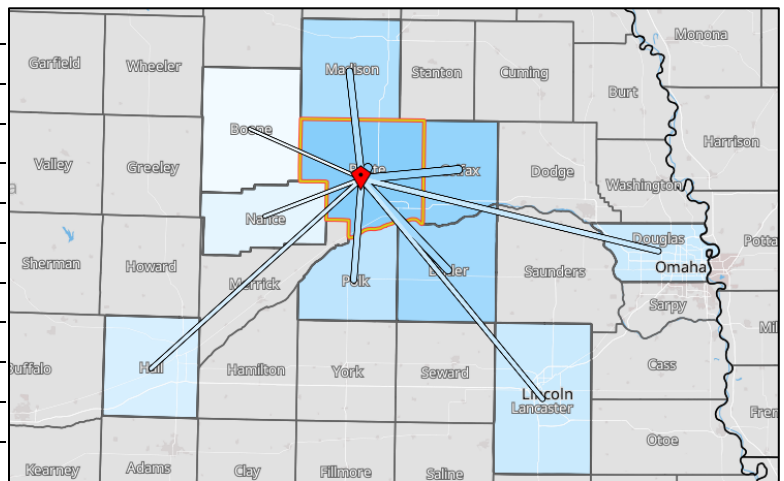
U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2ⁿᵈ Quarter of 2002-2021).

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

	Count	Share
Columbus city, NE	7,584	41.5%
Schuyler city, NE	640	3.5%
Norfolk city, NE	402	2.2%
Lincoln city, NE	392	2.1%
Omaha city, NE	349	1.9%
Grand Island city, NE	247	1.4%
Humphrey city, NE	206	1.1%
David City city, NE	182	1.0%
Fremont city, NE	137	0.7%
Kearney city, NE	126	0.7%
All Other Locations	8,023	43.9%
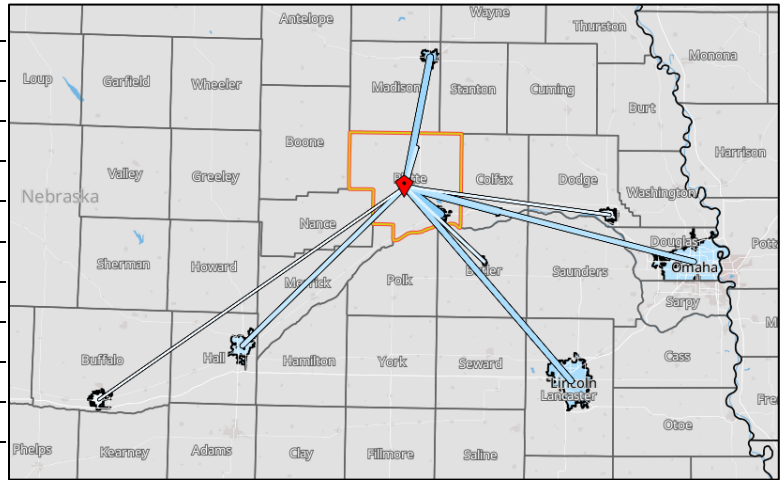
U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

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

TABLE 5

Inflow/Outflow Report

Platte County, Primary Jobs

Selection Area Labor Market Size (Primary Jobs)	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	18,288	100.0%	17,739	100.0%	17,771	100.0%
Living in the Selection Area	16,592	90.7%	15,963	90.0%	16,183	91.1%
Net Job Inflow (+) or Outflow (-)	1,696	-	1,776	-	1,588	-

In-Area Labor Force Efficiency (Primary Jobs)	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	16,592	100.0%	15,963	100.0%	16,183	100.0%
Living and Employed in the Selection Area	10,502	63.3%	10,209	64.0%	10,467	64.7%
Living in the Selection Area but Employed Outside	6,090	36.7%	5,754	36.0%	5,716	35.3%

| In-Area Employment Efficiency (Primary Jobs)	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	18,288	100.0%	17,739	100.0%	17,771	100.0%
Employed and Living in the Selection Area	10,502	57.4%	10,209	57.6%	10,467	58.9%
Employed in the Selection Area but Living Outside	7,786	42.6%	7,530	42.4%	7,304	41.1%

TABLE 6

Worker Outflow by Job Characteristic

Platte County

| Outflow Job Characteristics	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	6,090	100.0%	5,754	100.0%	5,716	100.0%
Workers Aged 29 or younger	1,679	27.6%	1,596	27.7%	1,576	27.6%
Workers Aged 30 to 54	3,038	49.9%	2,841	49.4%	2,815	49.2%
Workers Aged 55 or older	1,373	22.5%	1,317	22.9%	1,325	23.2%
Workers Earning $1,250 per month or less	1,088	17.9%	1,098	19.1%	1,121	19.6%
Workers Earning $1,251 to $3,333 per month	1,730	28.4%	1,773	30.8%	1,900	33.2%
Workers Earning More than $3,333 per month	3,272	53.7%	2,883	50.1%	2,695	47.1%
Workers in the "Goods Producing" Industry Class	2,014	33.1%	1,930	33.5%	1,938	33.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,612	26.5%	1,457	25.3%	1,426	24.9%
Workers in the "All Other Services" Industry Class	2,464	40.5%	2,367	41.1%	2,352	41.1%

CHART 8, 9 & 10
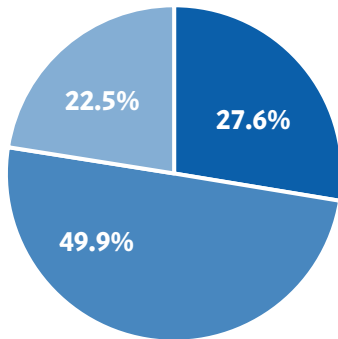
- Workers Aged 29 or younger
- Workers Aged 30 to 54
- Workers Aged 55 or older
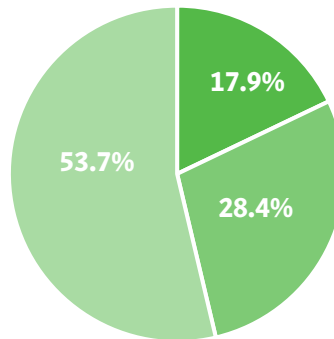
- Workers Earning $1,250 per month or less
- Workers Earning $1,251 to $3,333 per month
- Workers Earning More than $3,333 per month
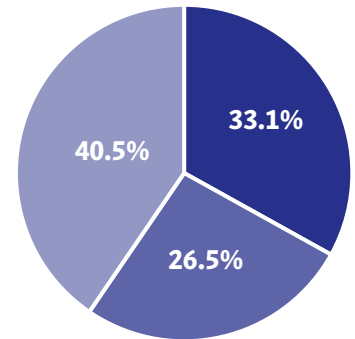
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
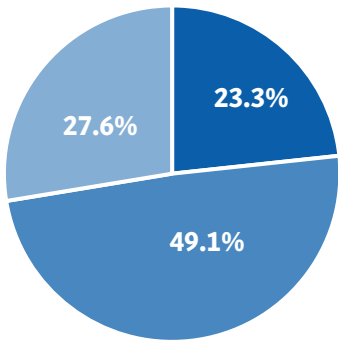- Workers in the "All Other Services" Industry Class

TABLE 7

Worker Inflow by Job Characteristic

Platte County

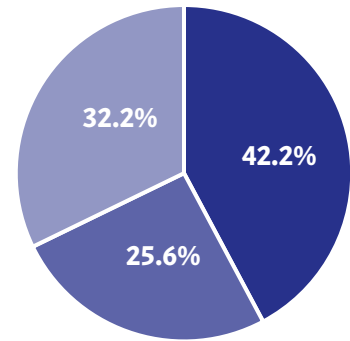| Inflow Job Characteristics	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	7,786	100.0%	7,530	100.0%	7,304	100.0%
Workers Aged 29 or younger	1,815	23.3%	1,725	22.9%	1,689	23.1%
Workers Aged 30 to 54	3,821	49.1%	3,699	49.1%	3,589	49.1%
Workers Aged 55 or older	2,150	27.6%	2,106	28.0%	2,026	27.7%
Workers Earning $1,250 per month or less	1,125	14.4%	1,220	16.2%	1,128	15.4%
Workers Earning $1,251 to $3,333 per month	2,277	29.2%	2,280	30.3%	2,375	32.5%
Workers Earning More than $3,333 per month	4,384	56.3%	4,030	53.5%	3,801	52.0%
Workers in the "Goods Producing" Industry Class	3,286	42.2%	3,275	43.5%	3,106	42.5%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,991	25.6%	1,853	24.6%	1,806	24.7%
Workers in the "All Other Services" Industry Class	2,509	32.2%	2,402	31.9%	2,392	32.7%

CHART 11, 12 & 13

- Workers Aged 29 or younger
- Workers Aged 30 to 54
- Workers Aged 55 or older
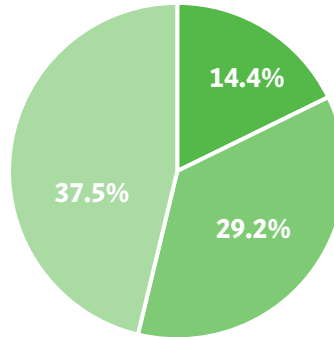
- Workers Earning $1,250 per month or less
- Workers Earning $1,251 to $3,333 per month
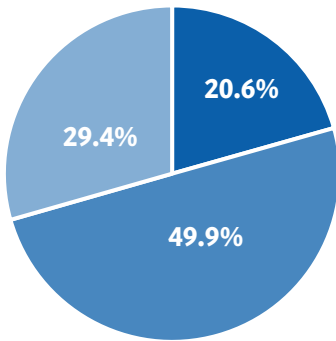- Workers Earning More than $3,333 per month

- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class
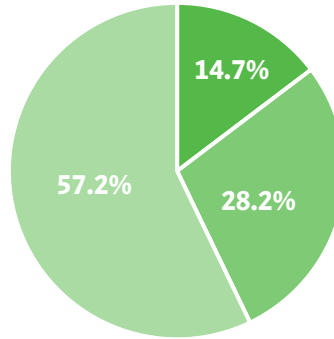
TABLE 8

Worker Interior by Job Characteristic

Platte County

Interior Flow Job Characteristics	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	10,502	100.0%	10,209	100.0%	10,467	100.0%
Workers Aged 29 or younger	2,167	20.6%	2,081	20.4%	2,189	20.9%
Workers Aged 30 to 54	5,243	49.9%	5,157	50.5%	5,183	49.5%
Workers Aged 55 or older	3,092	29.4%	2,971	29.1%	3,095	29.6%
Workers Earning $1,250 per month or less	1,539	14.7%	1,781	17.4%	1,692	16.2%
Workers Earning $1,251 to $3,333 per month	2,960	28.2%	2,868	28.1%	3,159	30.2%
Workers Earning More than $3,333 per month	6,003	57.2%	5,560	54.5%	5,616	53.7%
Workers in the "Goods Producing" Industry Class	4,895	46.6%	4,801	47.0%	4,797	45.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,608	15.3%	1,478	14.5%	1,510	14.4%
Workers in the "All Other Services" Industry Class	3,999	38.1%	3,930	38.5%	4,160	39.7%

CHART 14, 15 & 16

Legend (left pie):
- Workers Aged 29 or younger
- Workers Aged 30 to 54
- Workers Aged 55 or older

Legend (middle pie):
- Workers Earning $1,250 per month or less
- Workers Earning $1,251 to $3,333 per month
- Workers Earning More than $3,333 per month
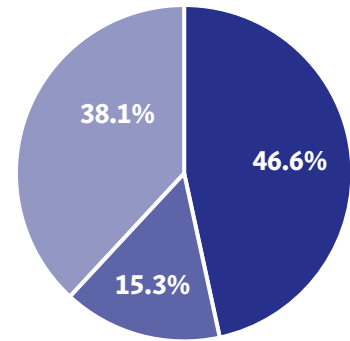
Legend (right pie):
- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

The Distance/Direction Report depicted in Table 9 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Platte County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Platte County is greater in 2021 compared to 2019. The distribution of miles traveled to work has shifted slightly since 2019, with workers traveling slightly longer distances. Figure 1 shows the location and concentration of these workplaces.

Distance/Direction Report · *Home to Work Census Block*

Live within study area – distance to work

Job Counts in Work Blocks	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	16,592	100.0%	15,963	100.0%	16,183	100.0%
Less than 10 miles	9,545	57.5%	9,302	58.3%	9,479	58.6%
10 to 24 miles	2,518	15.2%	2,337	14.6%	2,531	15.6%
25 to 50 miles	1,353	8.2%	1,298	8.1%	1,189	7.3%
Greater than 50 miles	3,176	19.1%	3,026	19.0%	2,984	18.4%

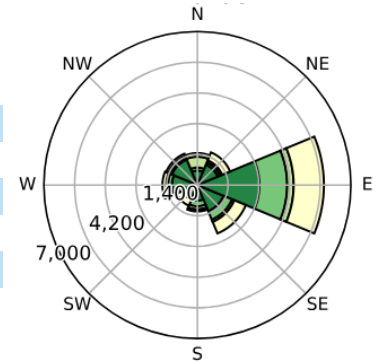*U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2023*

Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Platte County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Platte County has increased since 2019. The data also show the majority of Platte County employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Distance/Direction Report · *Work to Home Census Block*

Work within study area – distance to home

Job Counts in Work Blocks	2021		2020		2019	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	18,288	100.0%	17,739	100.0%	17,771	100.0%
Less than 10 miles	9,651	52.8%	9,460	53.3%	9,633	54.2%
10 to 24 miles	2,985	16.3%	2,900	16.3%	2,866	16.1%
25 to 50 miles	2,032	11.1%	1,946	11.0%	1,881	10.6%
Greater than 50 miles	3,620	19.8%	3,433	19.4%	3,391	19.1%

U.S. Census Bureau, Labor Area Dynamics, OnTheMap, February 2023
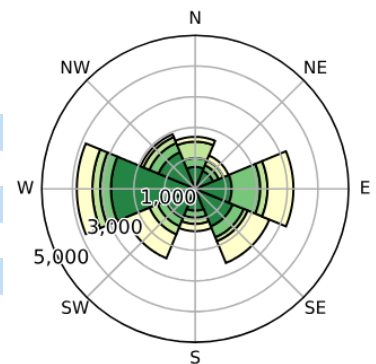
The following tables (Tables 11 and 12) present population trend data for Platte County and the surrounding area. As Table 11 indicates, Platte County's population experienced an average annual increase of 0.5 percent between 1970 and 2010 for a total increase of 21.4 percent or 5,693 people. This population increase compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Platte County reported an average annual increase of 0.5 percent in population from 2000 to 2023 (7.4% percent or 2,372 people total). This compares to an average annual increase of 0.5 percent, 8.3 total, for Nebraska as a whole during the same period.

TABLE 11

County Population · *1970–2023*

Platte County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2020	2023	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2023
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,978,379	0.5	0.6
Platte County	26,544	28,852	29,820	31,568	32,237	34,283	34,609	0.5	0.5
Boone County	8,190	7,391	6,667	6,259	5,505	5,359	5,310	-1.0	-0.3
Butler County	9,461	9,330	8,601	8,861	8,395	8,345	8,459	-0.3	0.1
Colfax County	9,498	9,890	9,139	10,441	10,515	10,557	10,566	0.3	0.0
Madison County	27,402	31,382	32,655	35,226	34,876	35,521	35,627	0.6	0.2
Merrick County	8,751	8,945	8,049	8,204	7,845	7,655	7,755	-0.3	-0.1
Nance County	5,142	4,740	4,275	4,038	3,735	3,390	3,274	-0.8	-1.0
Polk County	6,468	6,320	5,668	5,639	5,406	5,212	5,228	-0.4	-0.3
Stanton County	5,758	6,549	6,244	6,455	6,129	5,822	5,856	0.2	-0.3

Table 12 data reveals the population of Platte County's incorporated places as a whole experienced an average annual population increase of 0.8 percent from 1970 to 2010 and an average annual increase of 0.7 percent from 2010 to 2023 for a total increase of 36.3 percent (6,493 people) from 1970 to 2023. Columbus, the county's largest city, reported a 58.1 percent increase in population (8,993 people) between 1970 and 2023. The unincorporated areas outside of the selected communities experienced a 10.5 percent decrease (905 people) during the period 1970–2023.

TABLE 12

Population · *1970–2023*
Platte County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2020	2023	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2023
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,978,379	0.5	0.6
Platte County	26,544	28,852	29,820	31,568	32,237	32,518	34,609	0.5	0.5
Columbus	15,471	17,328	19,600	20,971	22,111	22,525	24,464	0.9	0.8
Cornlea	54	40	39	41	36	36	34	-1.0	-0.4
Creston	171	210	212	215	203	202	175	0.4	-1.1
Duncan	298	410	387	359	351	365	387	0.4	0.8
Humphrey	862	799	753	786	760	763	844	-0.3	0.8
Lindsay	291	383	321	276	255	261	286	-0.3	0.9
Monroe	295	294	309	307	284	285	289	-0.1	0.1
Platte Center	384	367	389	359	336	341	330	-0.3	-0.1
Tarnov	63	63	61	63	46	46	50	-0.8	0.6
Total Incorporated Places	17,889	19,894	22,071	23,377	24,382	24,824	26,859	0.8	0.7
Unincorporated Areas	8,655	8,958	7,749	8,191	7,855	7,694	7,750	-0.2	-0.1

U.S. Bureau of the Census, Annual Estimates of the Resident Population for Incorporated Places in the United States: April 2020 to July 1, 2023, May 2024

The next table and chart (Tables 13 and Chart 17, next page) provide detail on migration patterns. Data reported in these tables are 2018-2022, five-year estimates, which are the latest multiyear estimates available. Multiyear estimates from the American Community Survey are "period" estimates that represent data collected over a period of time (as opposed to "point-in-time" estimates, such as the decennial census, that approximate the characteristics of an area on a specific date). Migration patterns are influenced by employment opportunities, cost-of-living and quality-of-life.

Table 13 shows that the current population, one year or older, is 128 less than the number of people living in Platte County one year ago. This indicates Platte County experienced a net decrease in its population age one and older and in-migration was less than out-migration plus the number of deaths.

TABLE 13

5-Year Estimate Population Change
Due to Migration and Mortality · *2018-2022*
Platte County, Nebraska

Current population one-year or older	33,759
Number of people living in the area one-year ago	33,887
Population change due to migration and mortality	-128

American Community Survey, Geographic Mobility By Selected Characteristics In The United States &
Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States

The 2018-2022 five-year estimates in Chart 17 reveal a net loss of 280 people from other Nebraska counties and a net gain of 128 people from other states for a total net loss of 152 people one year or older. As shown in Chart 17, net gains occurred in the age groups Age 25 to 44 (gain of 65), Age 65 and over (gain of 8), and net losses in age groups Age 1 to 17 (loss of 2), Age 18 to 24 (loss of 34), Age 45 to 64, (loss of 189).

Chart 17 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was a gain in residents with a HS diploma or less (gain of 184), and a loss of residents with a bachelor's degree, associate's degree, or some college (loss of 233), and graduate or professional degree (loss of 67).

CHART 17

Population Change Due to Migration and Mortality
Five-Year Estimate · *2018-2022*

Platte County and Nebraska

- - Part A: By Age Group - -							
Age Group	Moved to Different Nebraska County	Moved From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	301	231	-70	260	328	68	-2
Age 18 to 24	404	328	-76	116	158	42	-34
Age 25 to 44	393	362	-31	206	302	96	65
Age 45 to 64	164	56	-108	199	118	-81	-189
Age 65 and over	96	101	5	1	4	3	8
Total	**1,358**	**1,078**	**-280**	**782**	**910**	**128**	**-152**
- - Part B: By Educational Attainment - -							
Educational Attainment	Moved to Different Nebraska County	Moved From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	177	192	15	209	378	169	184
Bachelor's or some college	413	285	-128	151	46	-105	-233
Grad. or Prof. degree	63	42	-21	46	0	-46	-67
Total	**653**	**519**	**-134**	**406**	**424**	**18**	**-116**

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

The following chart and table (Chart 18; Table 14) compare the U.S. Census Bureau's age distribution of population for Nebraska as a whole and Platte County. The population of Platte County is slightly older than Nebraska as a whole. The median age for Platte County residents in 2023 was 38.3 years of age compared to 37.4 years of age for residents of Nebraska as a whole.

CHART 18

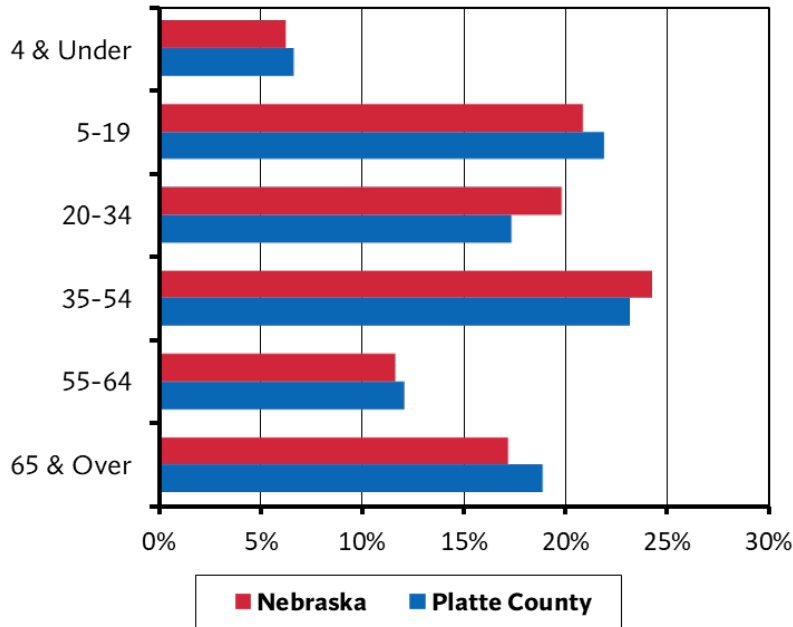# Age Distribution of the Population · *2023*

Platte County and Nebraska

TABLE 14

	2023 Population		Percent	
	Nebraska	**Platte County**	**Nebraska**	**Platte County**
4 & Under	123,659	2,303	6.3%	6.7%
5-19	412,625	7,585	20.9%	21.9%
20-34	392,140	6,008	19.8%	17.4%
35-54	480,237	8,012	24.3%	23.2%
55-64	230,172	4,173	11.6%	12.1%
65 & Over	339,546	6,528	17.2%	18.9%
Total	**1,978,379**	**34,609**	**100%**	**100%**
Median Age	**37.4**	**38.3**		

U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2024

Table 15 shows additional median ages as estimated by the 2018-2022 American Community Survey for communities within Platte County and the surrounding counties both as a total and by gender. These five-year estimates differ from the U.S. Census Bureau's single-year distributions. Chart 19 graphically depicts the median age distribution for the study area.

TABLE 15

Median Age by Location and Gender · *2018-2022*
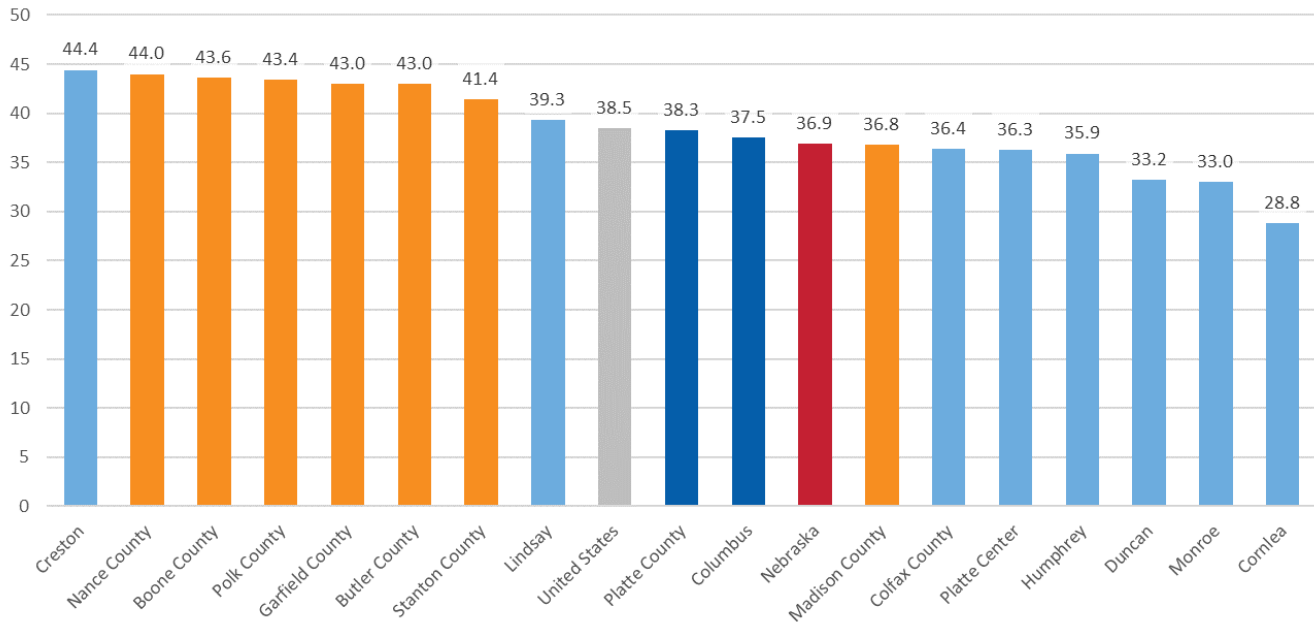
Platte County and the Surrounding Area

	Median Age		
	Total	Male	Female
United States	38.5	37.4	39.7
Nebraska	36.9	36.1	37.7
Platte County	38.3	37.8	38.7
Columbus	37.5	37.2	38.2
Cornlea	28.8	36.5	28.8
Creston	44.4	41.5	45.0
Duncan	33.2	32.0	34.2
Humphrey	35.9	36.4	35.5
Lindsay	39.3	46.7	37.6
Monroe	33.0	39.5	26.9
Platte Center	36.3	39.2	31.5
Tarnov	37.5	16.5	57.5

	Median Age		
	Total	Male	Female
Boone County	43.6	42.0	46.0
Butler County	43.0	43.2	42.8
Colfax County	36.4	36.5	36.1
Madison County	36.8	36.2	37.8
Merrick County	43.0	43.0	43.1
Nance County	44.0	43.2	45.8
Polk County	43.4	42.9	43.7
Stanton County	41.4	39.6	42.8

CHART 19

Median Age by Location · *2018-2022*

Platte County and the Surrounding Area

U.S. Census Bureau, 2018-2022 American Community Survey, April 2024

Table 16 and Chart 20 show the retail sales (non-motor vehicle) pull factors for Platte County and the surrounding area for 2023. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

TABLE 16

Retail Sales Non-Motor Vehicles Pull Factors · *2023*
Nebraska, Platte County and Surrounding Counties

	2023 Population	2023 Retail Sales (x $1,000)	2023 Per Cap Sales ($)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Platte County	**34,609**	**551,310**	**15,930**	**0.99**
Boone County	5,310	92,349	17,391	1.08
Butler County	8,459	64,679	7,646	0.48
Colfax County	10,566	65,751	6,223	0.39
Madison County	35,627	795,856	22,339	1.39
Merrick County	7,755	53,479	6,896	0.43
Nance County	3,274	19,844	6,061	0.38
Polk County	5,228	31,571	6,039	0.38
Stanton County	5,856	26,463	4,519	0.28

CHART 20
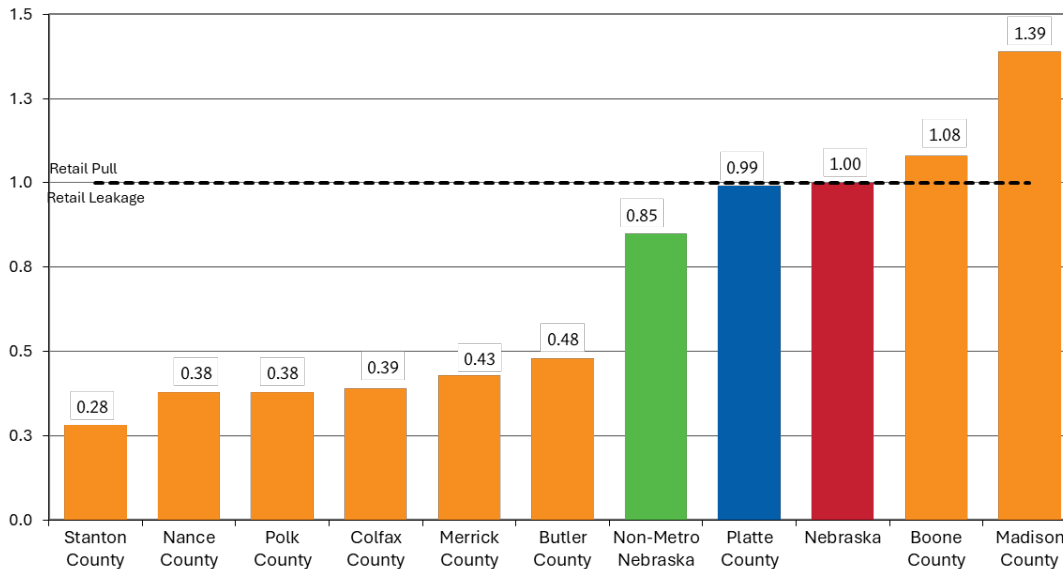
Source: U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Reviewing the pull factors at the county level indicates Platte County experiences net retail leakages. The 2023 pull factor of 0.99 indicates, on a per capita basis, retail sales in Platte County are less than the state's average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Platte County (0.99) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Platte County are 16.6 percent above the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 17 and Chart 21 compare the 2023 pull factors for selected area communities. The Platte County community of Columbus's pull factor of 1.00 indicates that, on a per capita basis, non-motor vehicle retail sales in Columbus are approximately 32.8 percent less than the state's average per capita sales.
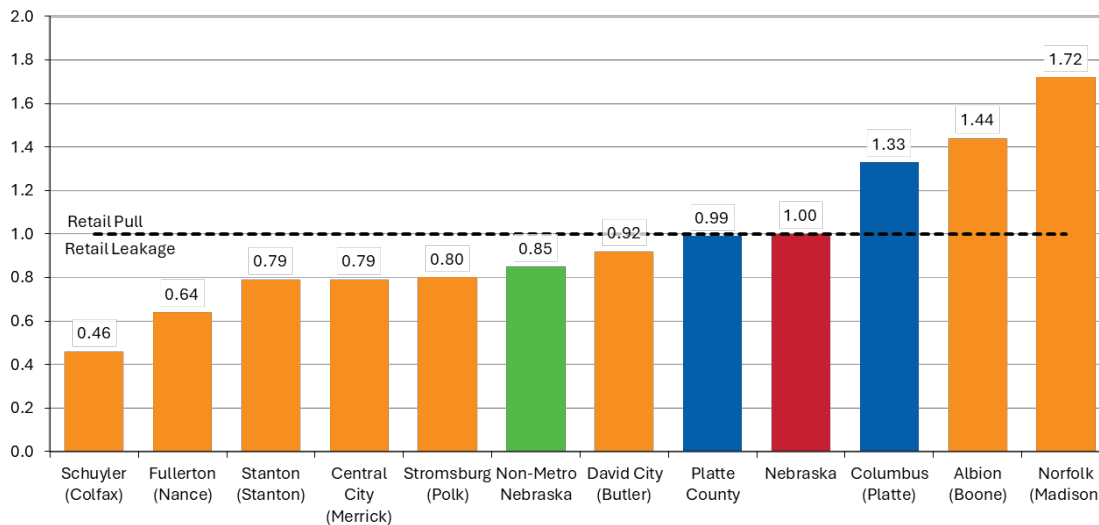
TABLE 17

Retail Sales Non-Motor Vehicles Pull Factors · *2023*
Nebraska and Selected Study Area Cities

	2023 Population	2023 Retail Sales (x $1,000)	2023 Per Cap Sales ($)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Platte County	**34,609**	**551,310**	**15,930**	**0.99**
Columbus (Platte)	24,464	522,726	21,367	1.33
Albion (Boone)	1,680	42,817	25,486	1.44
David City (Butler)	3,024	51,173	16,922	0.92
Schuyler (Colfax)	6,529	47,550	7,283	0.46
Norfolk (Madison)	26,147	749,111	28,650	1.72
Central City (Merrick)	3,090	39,879	12,906	0.79
Fullerton (Nance)	1,221	12,663	10,371	0.64
Stromsburg (Polk)	1,155	14,982	12,971	0.80
Stanton (Stanton)	1,526	20,192	13,232	0.77

CHART 21

U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Table 18 (sorted by population) and Chart 22 (sorted by pull factor) further break down the 2023 pull factors into the communities reporting retail sales figures within Platte County. As this table indicates, the community of Columbus had the strongest pull factor (1.00) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.99 for Platte County in 2023.
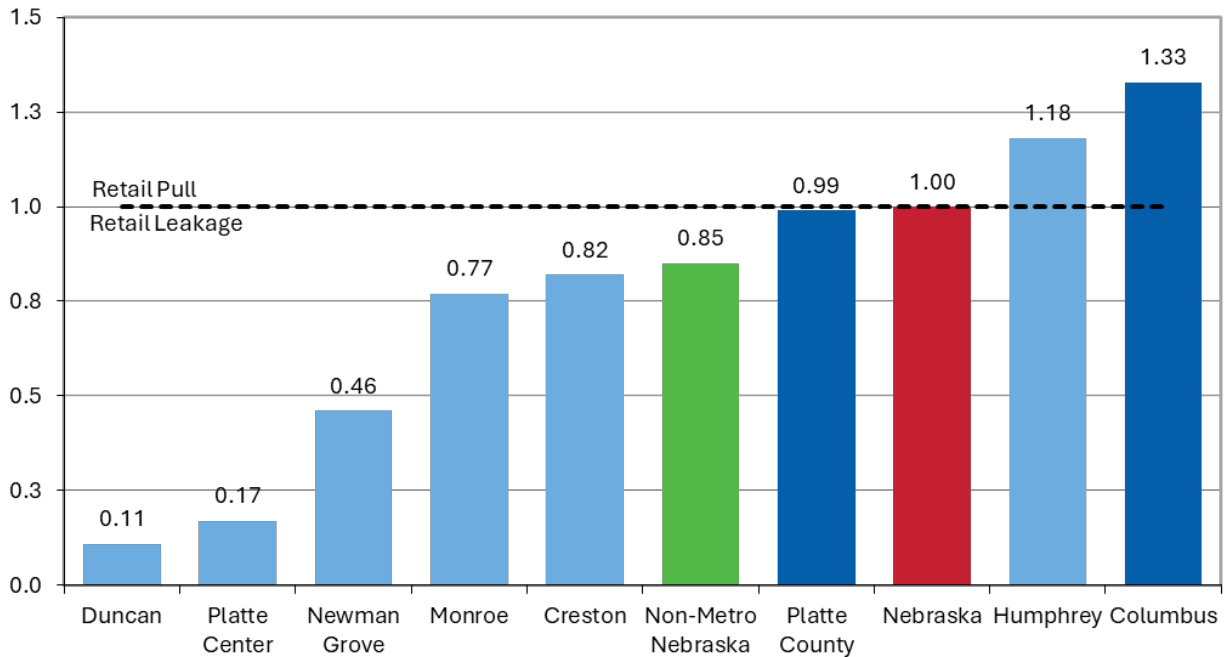
TABLE 18

Retail Sales Non-Motor Vehicles Pull Factors · *2023*

Nebraska and Available Platte County Communities

	2023 Population	2023 Retail Sales (x $1,000)	2023 Per Cap Sales ($)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Platte County	**34,609**	**551,310**	**15,930**	**0.99**
Columbus	24,464	522,726	21,367	1.33
Humphrey	854	16,210	18,981	1.18
Newman Grove	642	4,718	7,349	0.46
Duncan	387	680	1,757	0.11
Platte Center	330	923	2,798	0.17
Monroe	289	3,579	12,384	0.77
Creston	175	2,293	13,104	0.82

CHART 22

U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Table 19 (sorted by population) and Chart 23 (sorted by pull factor) show the 2023 pull factors for Nebraska, Columbus, and eight other similarly sized communities selected from around the state. Papillion's pull factor of 2.63 leads the group for 2023 thus indicating Papillion has greater retail pull.

TABLE 19

Retail Sales Non-Motor Vehicles Pull Factors · *2023*

Columbus & Other Similarly Sized Nebraska Communities

|	2023 Population	2023 Retail Sales (x $1,000)	2023 Per Cap Sales ($)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Columbus (Platte)	**24,464**	**522,726**	**21,367**	**1.33**
Kearney (Buffalo)	34,362	983,494	28,622	1.78
Fremont (Dodge)	27,602	665,303	24,103	1.50
Norfolk (Madison)	26,147	749,111	28,650	1.78
Hastings (Adams)	24,896	484,797	19,473	1.21
Papillion (Sarpy)	23,791	1,005,249	42,253	2.63
North Platte (Lincoln)	22,523	580,332	25,766	1.60
La Vista (Sarpy)	16,346	598,084	36,589	2.28
Scottsbluff (Scotts Bluff)	14,305	448,539	31,355	1.95

CHART 23
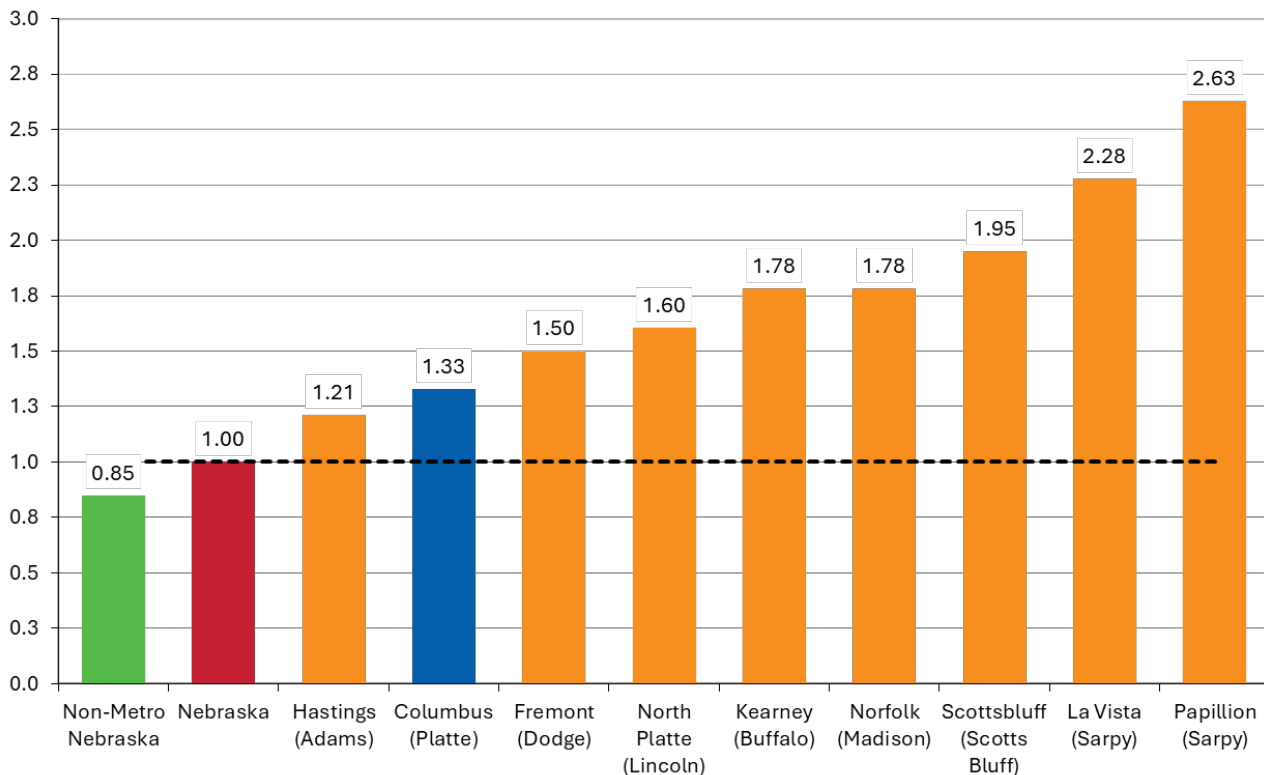
U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Chart 24 illustrates the pull factor trend for Columbus, Platte County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2023. In examining the timeline, the city of Columbus shows retail pull fluctuating above the state average throughout the entire study period. Data within Platte County (as a whole) also shows the pull factor above the non-metropolitan county average and around the Nebraska (as a whole) average throughout the time period.

CHART 24

Pull Factors · *1990–2023*

Columbus, Platte County, Non-Metro & Nebraska (as a whole)
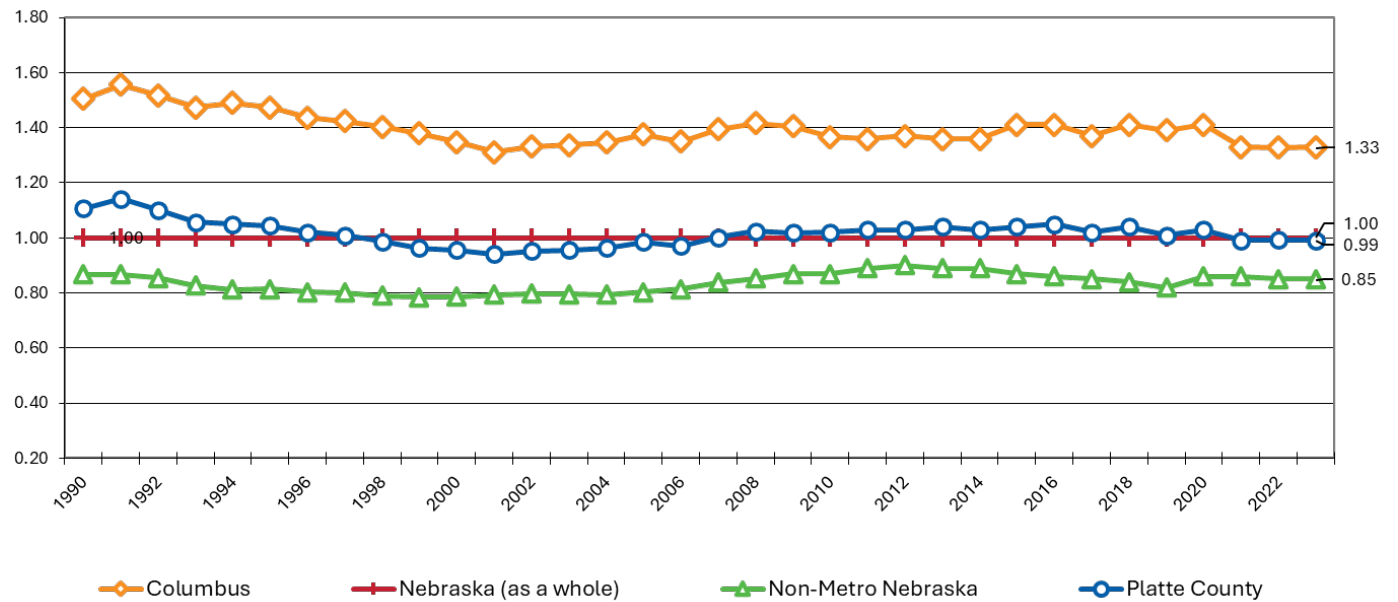
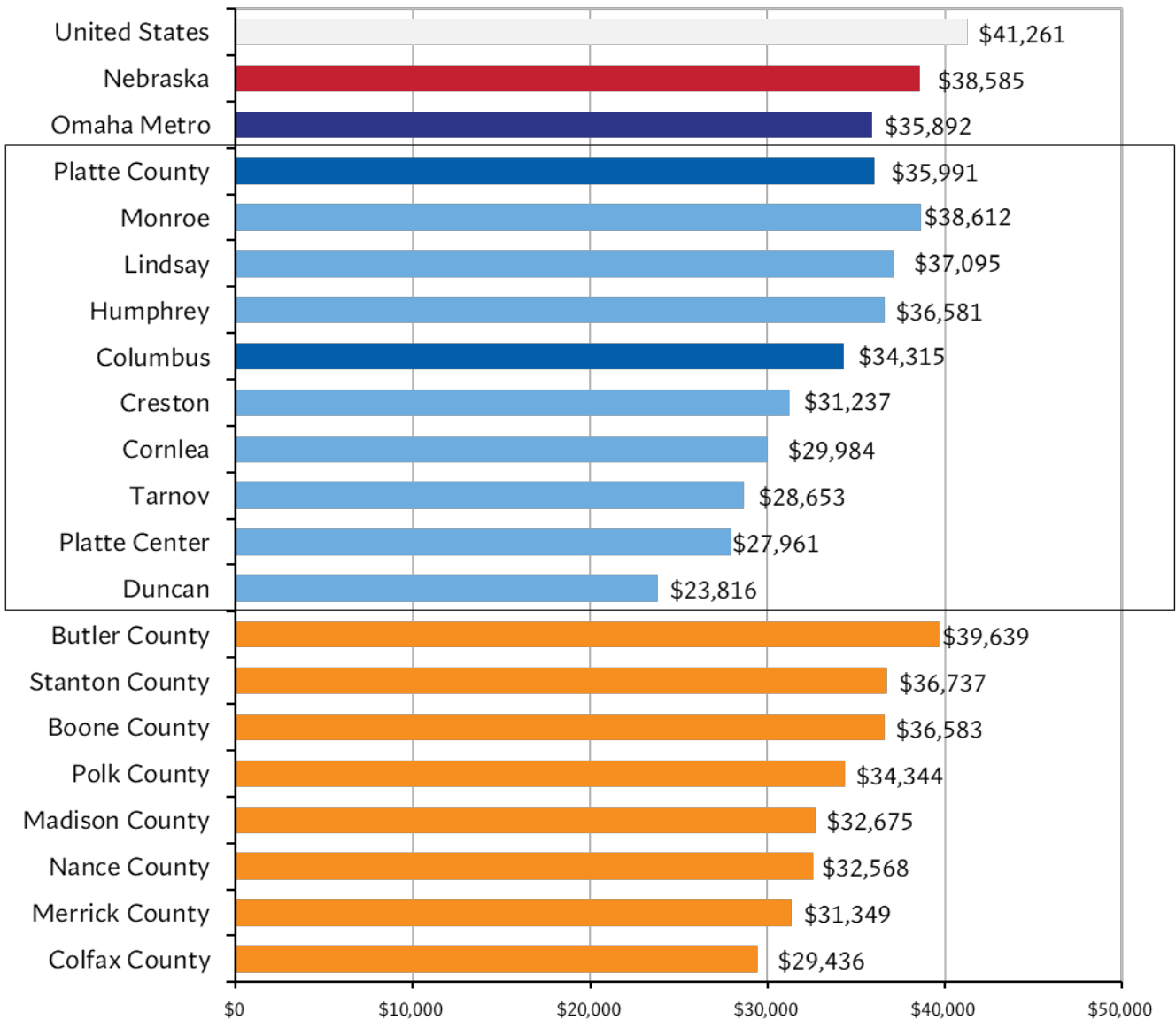*U.S. Census Bureau and Nebraska Department of Revenue, June 2024*

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

The 2018-2022 five-year estimates show that per capita personal income for Platte County is estimated to be $35,991 compared to $38,585 for Nebraska as a whole.

CHART 27

Per Capita Personal Income · *2018-2022*

Nebraska, Platte County & Surrounding Counties

Area	Income
United States	$41,261
Nebraska	$38,585
Omaha Metro	$35,892
Platte County	$35,991
Monroe	$38,612
Lindsay	$37,095
Humphrey	$36,581
Columbus	$34,315
Creston	$31,237
Cornlea	$29,984
Tarnov	$28,653
Platte Center	$27,961
Duncan	$23,816
Butler County	$39,639
Stanton County	$36,737
Boone County	$36,583
Polk County	$34,344
Madison County	$32,675
Nance County	$32,568
Merrick County	$31,349
Colfax County	$29,436

U.S. Census Bureau 2018–2022 American Community Survey, accessed March 2024
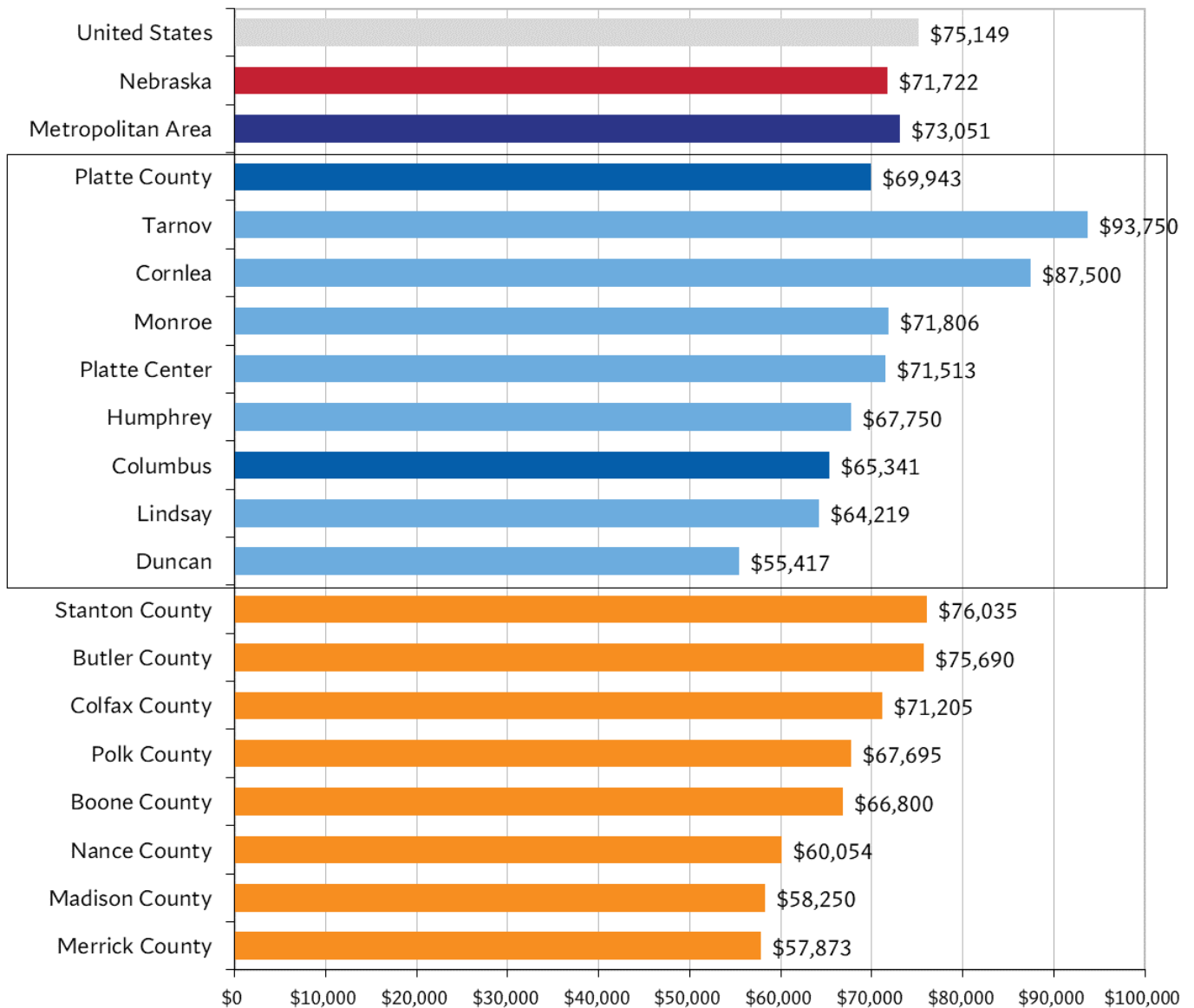
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single person.

The 2018-2022 five-year estimates show median household income for Platte County is estimated to be $69,943 compared to $71,722 for Nebraska as a whole.

CHART 28

Median Household Income · *2018-2022*

Nebraska, Platte County & Surrounding Counties

Location	Median Household Income
United States	$75,149
Nebraska	$71,722
Metropolitan Area	$73,051
Platte County	$69,943
Tarnov	$93,750
Cornlea	$87,500
Monroe	$71,806
Platte Center	$71,513
Humphrey	$67,750
Columbus	$65,341
Lindsay	$64,219
Duncan	$55,417
Stanton County	$76,035
Butler County	$75,690
Colfax County	$71,205
Polk County	$67,695
Boone County	$66,800
Nance County	$60,054
Madison County	$58,250
Merrick County	$57,873

U.S. Census Bureau 2018–2022 American Community Survey, accessed March 2024