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Snapshot of Nebraska

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Snapshot of Nebraska

Nebraska Chamber Economic Development Summit
December 4, 2018
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Nebraska Demographic Trends Overview

1. Population gains are strong but not evenly distributed
2. Diversity is increasing
3. Aging is having impacts notably on the workforce
4. Education and income levels are rising
Population and Diversity
Nebraska population growth has increased and now nearly equals the U.S.

*Nebraska population change rates, with comparison to U.S. 1900s to 2010s*

Sources: Decennial Censuses and 2017 Vintage Population Estimates, U.S. Census Bureau
Prepared by: David Drozd

Better growth will allow NE to keep our 3 Congress seats

Extrapolated from 2017 estimates

Sources: Decennial Censuses and 2017 Vintage Population Estimates, U.S. Census Bureau
Prepared by: David Drozd
Net migration has trended upward and now is positive given minority gains.

*Nebraska net migration by decade with 1990s & 2000s breakout by race/ethnicity*

Sources: Decennial Censuses, U.S. Census Bureau; Vital Statistics Reports, Nebraska Dept of Health and Human Services
Prepared by: David Drozd
In 1990 minorities represented 1 in 13 Nebraskans and 10% of young children

Nonwhite or Latino as a percent of total population

Source: 1990 Census, U.S. Census Bureau
Prepared by: David Drozd
By 2000 minorities represent a larger portion of Nebraska’s workers and 20% of young children

Nonwhite or Latino as a percent of total population

Source: Tables PCT012 and PCT012I, 2000 Census, U.S. Census Bureau
Prepared by: David Drozd
Current 2017 data show minorities represent 1 in 5 Nebraskans and 1/3rd of young children

Nonwhite or Latino as a percent of total population

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 85+</td>
<td>4.7</td>
</tr>
<tr>
<td>80 to 84</td>
<td>5.7</td>
</tr>
<tr>
<td>75 to 79</td>
<td>7.1</td>
</tr>
<tr>
<td>70 to 74</td>
<td>7.5</td>
</tr>
<tr>
<td>65 to 69</td>
<td>8.5</td>
</tr>
<tr>
<td>60 to 64</td>
<td>10.2</td>
</tr>
<tr>
<td>55 to 59</td>
<td>11.9</td>
</tr>
<tr>
<td>50 to 54</td>
<td>15.9</td>
</tr>
<tr>
<td>45 to 49</td>
<td>19.4</td>
</tr>
<tr>
<td>40 to 44</td>
<td>22.2</td>
</tr>
<tr>
<td>35 to 39</td>
<td>22.6</td>
</tr>
<tr>
<td>30 to 34</td>
<td>23.9</td>
</tr>
<tr>
<td>25 to 29</td>
<td>26.4</td>
</tr>
<tr>
<td>20 to 24</td>
<td>26.3</td>
</tr>
<tr>
<td>15 to 19</td>
<td>27.9</td>
</tr>
<tr>
<td>10 to 14</td>
<td>30.1</td>
</tr>
<tr>
<td>5 to 9</td>
<td>31.8</td>
</tr>
<tr>
<td>Under 5</td>
<td>32.9</td>
</tr>
<tr>
<td>All Ages</td>
<td>21.0</td>
</tr>
</tbody>
</table>

Prepared by: David Drozd
Majority and Minority Population Change in Nebraska Counties: 2000-2010

Note: State of Nebraska had Population Increase in Both Population Groups during 2000-2010

- Majority Population Increased and Minority Population Increased (11 counties)
- Majority Population Increased and Minority Population Decreased (2 counties)
- Majority Population Decreased and Minority Population Increased (74 counties)
- Majority Population Decreased and Minority Population Decreased (6 counties)

Sources: 2000 and 2010 Decennial Censuses, U.S. Census Bureau
Prepared by: David Drozd, Center for Public Affairs Research, University of Nebraska at Omaha - April 21, 2011
Aging and Workforce
Elder population to jump - coming rise will be 5 times higher than the recent past

Decade change in Nebraska population aged 65+ 1960s to 2000s and projected

Sources: Decennial Censuses, U.S. Census Bureau; June 2013 Population Projections, CPAR @ UNO
Prepared by: David Drozd
The prime age workforce is peaking and will decline for the next 10 years

*Nebraska projected age 25-64 population 2010 to 2030*

Sources: 2010 Census, U.S. Census Bureau; December 2015 Nebraska County Population Projections, UNO CPAR
Prepared by: David Drozd
Nearly all Nebraska counties will see their prime age workforce decline

Projected percent change in age 25-64 population 2018 to 2028

<table>
<thead>
<tr>
<th>County or County Type</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nebraska</td>
<td>-1.8</td>
</tr>
<tr>
<td>Big 3: Douglas, Lancaster, Sarpy</td>
<td>6.3</td>
</tr>
<tr>
<td>Buffalo County</td>
<td>-2.9</td>
</tr>
<tr>
<td>High Hispanic: Colfax, Dakota, Dawson, Saline</td>
<td>-5.1</td>
</tr>
<tr>
<td>Hall County</td>
<td>-5.8</td>
</tr>
<tr>
<td>Commuters: Cass, Gage, Otoe, Saunders, Seward, Washington</td>
<td>-9.8</td>
</tr>
<tr>
<td>City of 10,000: Adams, Lincoln, Madison, Platte, Scotts Bluff</td>
<td>-9.9</td>
</tr>
<tr>
<td>32 Rural: relatively high migration in 2000s</td>
<td>-17.6</td>
</tr>
<tr>
<td>32 Rural: relatively low migration in 2000s</td>
<td>-23.5</td>
</tr>
</tbody>
</table>

Sources: December 2015 Nebraska County Population Projections, UNO CPAR
Prepared by: David Drozd
Most know NE has one of the lowest unemployment rates, but what about...

#1 Labor force participation of single mothers with kids under six – 81%

#2 for ages 25-64 with a Bachelor’s Degree+ in the labor force – 90%

#2 in % of married-couple families with both spouses in the labor force – 61%

#2 for share of families in poverty that have a householder or spouse who worked “full time and year round” – 29%

#2 for age 55-64 labor force participation – 74%

#3 for age 16-19 labor force participation – 53%

#4 for age 65+ labor force participation – 22%

#4 for portion of workers that have more than 1 job – 8%

Education and Income
Younger Latinos have more education which bodes well for future jobs and college enrollment.

However, only about half of Nebraska Latinos aged 25+ have a high school diploma or more education. This ranks 2nd lowest among all states.
Education levels in Nebraska are rising leading to income gains

Educational attainment for the age 25+ population 2000 to present with most recent median earnings

Sources: Table P037 (SF3), 2000 Census; Table B15002, Various American Community Surveys, 2012-16 Public Use File, U.S. Census Bureau
Prepared by: David Drozd
Nebraska has made gains and now nearly equals the U.S. median income

Real median household income in 2017 inflation-adjusted dollars 2005 to 2017

Source: Household Income: 2017 (ACS Brief), U.S. Census Bureau
Prepared by: David Drozd
Nebraska’s brain drain continues versus a net immigration of those with less education

Net domestic migration of age 25+ population by education 2006-2010 to 2012-2016

Note: Positive values show net immigration, which is typically desired. These values depict what occurs annually, based on 5 years of surveying for accuracy.
Population shifts show we really have "Two Nebraskas"

Population for Nebraska metropolitan and nonmetropolitan counties 1890 - 2017

- Metro counties (12)
- Nonmetro counties (81)

Nonmetro peaked at the start of the Great Depression and has less population today than in 1890!

Sources: Decennial Censuses, 2017 Population Estimates, U.S. Census Bureau; 2018 OMB metro definitions
Prepared by: David Drozd

Comparison of Population Growth Rates in the Early 2000s vs. Early 2010s:
Nebraska gained in both timeframes and moreso in 2010-2017 - the red shaded category

- **Red**: Gained population in both 2000-07 and 2010-17, with larger growth in 2010-17 (5 counties)
- **Pink**: Gained population in both 2000-07 and 2010-17, with smaller growth in 2010-17 (6 counties)
- **Brown**: Gained population in 2000-07, but lost population in 2010-17 (8 counties)
- **Orange**: Lost population in 2000-07, but gained population in 2010-17 (18 counties)
- **Light Blue**: Lost population in both 2000-07 and 2010-17, with smaller loss in 2010-17 (49 counties)
- **Dark Blue**: Lost population in both 2000-07 and 2010-17, with larger loss in 2010-17 (7 counties)


Prepared by: David Drozd, Center for Public Affairs Research, University of Nebraska at Omaha - March 21, 2018

Note: The Dana College closure is not fully reflected for Washington County, with students in dorms still being included, inflating its estimated population.
Compared to Nebraska’s nonmetro counties, metro counties...

- are younger
- are more diverse
- are more educated
- have higher incomes and home values
- have a higher portion of renters, and high burdened renters
- have fewer owners “free and clear” with no mortgage
- but rates of unemployment, labor force participation, and fertility are similar
The 2020 Census is now less than 18 months away
Forms sent March 23, 2020 | Respond by internet, paper, call-in
No reply means census taker has to be sent to the residence increasing costs and lowering accuracy
Do what you can to promote filling out the census
Comments or Questions

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## Snapshot of Characteristics in the 2 Nebraskas

Source: 2012-2016 American Community Survey, U.S. Census Bureau; Note: 13 metro counties

<table>
<thead>
<tr>
<th>Category</th>
<th>Metro Counties</th>
<th>Nonmetro Counties</th>
<th>U.S. Metros</th>
<th>U.S. Nonmetro</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000s pop. change (%)</td>
<td>13.0</td>
<td>- 2.6</td>
<td>10.8</td>
<td>4.3</td>
</tr>
<tr>
<td>% age 18-64</td>
<td>62.3</td>
<td>57.8</td>
<td>62.8</td>
<td>59.9</td>
</tr>
<tr>
<td>% age 65+</td>
<td>12.2</td>
<td>18.5</td>
<td>14.0</td>
<td>17.7</td>
</tr>
<tr>
<td>% non-Hispanic White</td>
<td>77.1</td>
<td>86.2</td>
<td>59.1</td>
<td>78.8</td>
</tr>
<tr>
<td>% foreign born</td>
<td>8.0</td>
<td>4.4</td>
<td>14.8</td>
<td>3.8</td>
</tr>
<tr>
<td>% age 25+ Bachelor’s+</td>
<td>35.1</td>
<td>21.2</td>
<td>32.3</td>
<td>18.8</td>
</tr>
<tr>
<td>% age 25-64 unemployed</td>
<td>3.4</td>
<td>2.7</td>
<td>6.1</td>
<td>6.1</td>
</tr>
<tr>
<td>% &lt; 65 no health insur.</td>
<td>10.7</td>
<td>12.1</td>
<td>13.3</td>
<td>15.0</td>
</tr>
<tr>
<td>% renters 30%+ of income on rent</td>
<td>46.4</td>
<td>36.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% homeowners</td>
<td>63.6</td>
<td>70.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% owners with mortgage</td>
<td>69.3</td>
<td>50.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median family income $</td>
<td>$ 74,067</td>
<td>$ 62,469</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median home value $</td>
<td>$152,800</td>
<td>$105,600</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Nebraska hasn't had a decline in prime age workforce in recent memory

Decade changes in age 25-64 population 1970s to 2000s with 2010s to 2040s projection

Sources: 1970 to 2010 Decennial Censuses, U.S. Census Bureau; December 2015 NE County Population Projections, UNO CPAR
Prepared by: David Drozd
Why are businesses having a hard time finding workers (and with the skills they need) – in many areas the prime age workforce has already been declining!

Prime Working-Age Population in the Grand Island and Hastings Area: 2010 Census to 2040 Projection
(Age 25-64 population in Hall, Adams, Clay, Hamilton, Howard and Merrick Counties)

Sources: 2010 Census, U.S. Census Bureau; December 2015
Nebraska County Population Projections, CPAR @ UNO
Prepared by: David Drozd, UNO Center for Public Affairs Research
Minority groups were solely responsible for population growth in 11 Nebraska counties, with population change differences between Whites and minorities often being roughly “equal but opposite”.

Minority groups contributed more than 50% of the population growth in 16 counties, or two-thirds of all Nebraska counties with population gains.
More Nebraska Hispanic residents are now born in the state than foreign born

Place of Birth for Nebraska Hispanic/Latino Residents:
2000 Census and 5-year timeframes from 2005-09 to 2013-17

Sources: Table PCT063H, 2000 Census; Table B06004I, Various American Community Surveys, U.S. Census Bureau

Prepared by: David Drozd, UNO Center for Public Affairs Research
Generational differences: young Hispanics have fewer challenges with English than their parents (similarly, they also have more education)

Nebraska Hispanics Speaking English Well or Very Well by Single Year of Age: Smoothed Using 2 Years Above/Below Specific Age, 2012-2016 Survey Timeframe

Source: Custom Calculation from 2012-16 American Community Survey PUMS files, U.S. Census Bureau
Prepared by: David Drozd, Center for Public Affairs Research, UNO

NE-born 2nd generation: most are < age 20

First generation Hispanics coming to NE in their 20s in the 1990s