Center for Rural Entrepreneurship
energizing entrepreneurial communities

TOW Transfer Of Wealth

Nebraska Transfer of Wealth Update Technical Findings Report

for the Nebraska Community Foundation

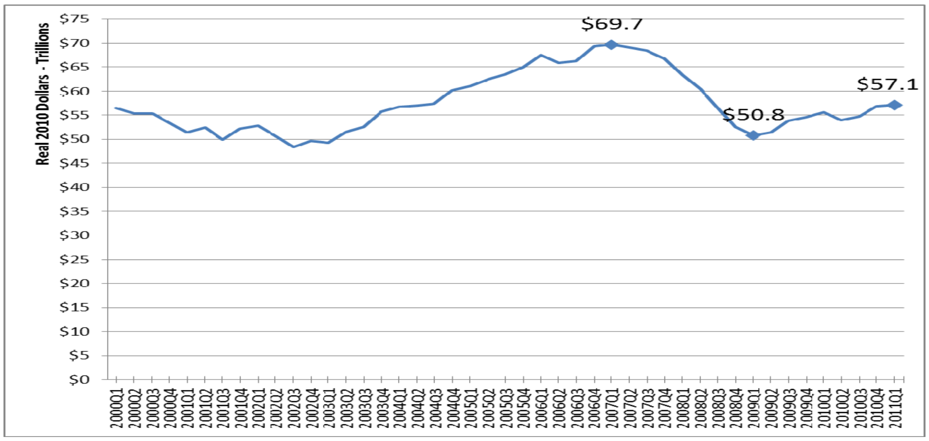
by RUPRI Center for Rural Entrepreneurship

October 2011

Wealth in America

America is experiencing its most challenging economic downturn since the Great Depression. Challenges with government debt are rocking our national confidence. The Great Recession hit many American households hard and overall household related current net-worth declined from nearly $70 trillion prior to the crash to just over $51 trillion at the depth of the recession. Recovery has been slow, but steady, and household wealth has grown by $6.3 trillion or 12.4%.

Recent Trends in the U.S. Household Net-Worth



Source: Board of Governors of the Federal Reserve System & Center for Rural Entrepreneurship, 2011

Bottom line, America remains a Nation with tremendous personal wealth. The potential for charitable giveback remains strong and is improving with each quarter. In 1999 Boston College in their landmark report Millionaires in the Millennium (http://bit.ly/qFl2y9) captivated the Nation with their estimates of $41 to $136 trillion in household wealth transfer (1998-2052). A decade has passed since this work was released and a lot has changed. Earlier this year the RUPRI Center for Rural Entrepreneurship created a new set of transfer of wealth opportunity scenarios based on the most recent demographic forecasts by the U.S. Census Bureau. These forecasts are rooted in likely population growth based on a range of assumptions about international migration.

Our new scenarios for transfer of wealth opportunity for the United States for the period of 2010 through 2060 range from a high of $91 trillion to a low of $43 trillion. Our most likely scenario estimates the TOW opportunity at $75 trillion. Assuming we set a giveback goal of just 5%, over the next five decades nearly $3.8 trillion in new community endowments could be built. These endowments could generate, once fully capitalized, nearly $200 billion annually in new grant making! In this new age of challenged government spending, this investment could prove critically important to the future of America's communities.

Don Macke – Ahmet Binerer – Deb Markley
RUPRI Center for Rural Entrepreneurship

Acknowledgements

The '*Nebraska Transfer of Wealth Update'* was sponsored by the Nebraska Community Foundation. This analysis could not have been completed without the assistance and counsel of numerous organizations and individuals.

We would like to recognize the leadership and active support of Jeff Yost, President & CEO, Marcia White, Director of Community Development Philanthropy, Reggi Carlson, Director of Communications and Sheri Hink, Outreach, Education and Events Management. Their interest in bringing this research to Nebraska and their commitment to encouraging homegrown philanthropy as a potential source of funding for economic renewal is a source of inspiration to many.

We owe special thanks to the members of the Technical Advisory Committee (TAC) who have helped us gain a deeper understanding of Nebraska and its counties and to produce more meaningful research. Members of this Committee include:

- Jason Bombeck, BKD LLP, CPA, Lincoln, NE
- Art Burtscher, Westwood Holdings Group Inc., Senior Vice President, Omaha, NE
- Bill Gaines, Gaines & Associates PC, CPA, Norfolk, NE
- Mark Graff, McCook National Bank, Chairman, McCook, NE
- Jason Henderson, Kansas City Federal Reserve Bank, Vice President & Branch Executive, Omaha, NE
- Kelly Holthus, Cornerstone Bank, President/CEO/Chair, Lincoln, NE
- Jan Krotter Chvala, Krotter Hoffman PC, Attorney, O'Neill, NE
- Jane Moreland, Moreland Realty, Owner and Broker, Imperial, NE
- Jeff Peetz, Woods & Aitken LLP, Attorney, Lincoln, NE
- Gary Radil, Baird Holm, Attorney, Omaha, NE
- Richard Walter, Walter Insurance, Insurance Agent, Shickley, NE
- Kurt Tjaden, Koley Jessen P.C., L.L.O., Attorney, Omaha, NE

We would like to extend our gratitude to Dr. Bruce Johnson, Dr. Eric Thompson, Director of Bureau of Business Research, University of Nebraska Lincoln and William Sydow, Director, Nebraska Oil and Gas Conservation Commission, for helping us gain a deeper understanding of demographics, economic trends, agricultural land holdings and energy in Nebraska and its counties.

The authors of this study include Don Macke (Project Leader), Ahmet Binerer (Research Analyst), Dr. Deborah Markley (Report Editor) and John Hitt (Report Editor). The Center has completed over 40 major Transfer of Wealth (TOW) studies since the early 2000s and copies for most of these reports can be found at our website (http://bit.ly/gPYoeU).

Table of Contents

Executive Summary

Transfer of wealth (TOW) is the process whereby one generation transfers their assets to the next generation. This typically occurs at the time of death and represents the moment when legacy community giveback is the greatest. TOW most likely represents the single largest under-developed financial resource available to communities to support their development.

Our updated TOW opportunity scenario for Nebraska estimates that in the coming five decades there will be $603 billion in TOW giveback potential. If just 5% of this opportunity was captured into community endowments a total of $30.2 billion could be realized with the potential to generate $1.5 billion annually in grant making.

This document represents our ***Technical Findings Report*** for TOW opportunity scenarios for Nebraska, its regions and its 93 counties. This analysis updates our earlier analysis completed in 2001/2002 for the Nebraska Community Foundation.

Our TOW scenario for Nebraska's core metro counties estimates that in the coming five decades $373 billion in TOW giveback potential. If just 5% of this opportunity was captured into community endowments a total of $18.7 million could be realized with the potential to generate $933 million annually in grant making.

Our Technical Findings Report is organized into an expanded Executive Summary followed by more detailed sections outlining the TOW opportunity for Nebraska regions based on geography and county type. Following the region specific sections we provide background information on our methodology and tables and charts detailing our findings. This information is intended to support the Nebraska Community Foundation and its affiliated funds in their preparation of communication strategies and materials.

Our TOW scenario for Nebraska's non-metro counties estimates that in the coming five decades $230 billion in TOW giveback potential. If just 5% of this opportunity was captured into community endowments a total of $11.5 billion could be realized with the potential to generate $575 million annually in grant making.

Extensive research and scenario related modeling work has been completed generating these findings. We have created an Electronic Library containing all of the research and analysis procured and generated from this TOW Project. Access to each Electronic Library can be obtained with permission from the Nebraska Community Foundation and through Ahmet Binerer at abinerer@e2mail.org or by calling 402.323.7336.

Summary of Overall Findings

Figure 1 provides a map of the geographies for which TOW opportunity analysis has been prepared. This map can be used as a quick reference to the communities included in our analysis and findings.

Figure 1 – Nebraska and Its Geographic Regions

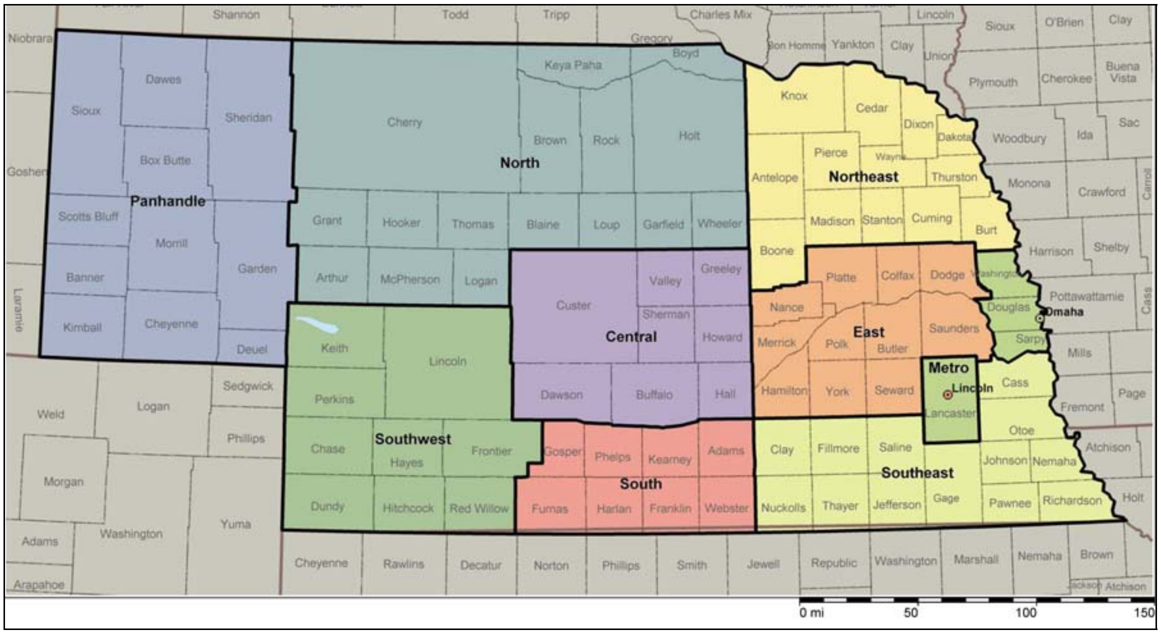


Figure 2 provides summary findings for current net-worth (CNW) for 2010 (our base year for analysis) and the 10-Year (2010-2020) transfer of wealth (TOW) opportunities for the U.S., Nebraska and each of the regions. All values are provided in 2010 real dollars. By using real dollars, we have removed the likely influences of inflation. So a dollar in 2050 has the same purchasing power as a dollar in 2010. Including inflation in our estimates distorts the real potential for community giveback from our TOW findings.

Figure 3 provides similar TOW opportunities for the 50-year timeframe and includes a 5% capture scenario along with a 5% annual payout potential. It should be noted that we are NOT predicting that 5% of the TOW opportunity will materialize into community giveback. These values are presented to illustrate what this could mean in terms of community endowment building and possible enhanced grant-making potential. We know from experience around the United States that many community foundations have set and are achieving a 5% giveback and capture rate. A 5% annual payout rate is standard for the foundation industry and typically ensures the income generating potential of the endowment over time protecting it from devaluation due to likely inflation.

Figure 2 - Summary Findings of

Current Net-Worth and 10-Year TOW Scenarios

Absolute Values in Real Dollars & Comparative per Household Values

	2010 Net Worth		10 Year	
Place	*($ billions)*	*PHH*	*($ billions)*	*PHH*
U.S.	**$28,065.17**	**$235,000**	**$6,162.74**	**$51,500**
Nebraska	$132.07	$184,100	$58.71	$81,800
Central	$8.53	$142,500	$4.30	$71,900
East	$10.51	$162,800	$5.11	$79,300
Metro	$82.04	$214,900	$32.63	$85,500
North	$1.85	$139,000	$1.19	$89,300
Northeast	$6.88	$132,100	$3.56	$68,500
Panhandle	$5.32	$147,900	$2.96	$82,400
South	$4.38	$163,400	$2.40	$89,500
Southeast	$8.24	$153,400	$4.27	$79,400
Southwest	$4.34	$147,600	$2.29	$77,800

Source: RUPRI Center for Rural Entrepreneurship

Figure 3 – Summary Findings of 50-Year TOW Scenario

Absolute Values in Real Dollars & Comparative Per Household Values

	50 Year		5% Capture		5% Payout	
Place	*($ billions)*	*PHH*	*($ billions)*	*PHH*	*($ millions)*	*PHH*
U.S.	$75,089.08	$628,000	$3,754.45	$31,400	$187,722,70	$1,570
Nebraska	$602.61	$840,000	$30.13	$42,000	$1,506.53	$2,100
Central	$39.86	$666,000	$1.99	$33,300	$99.65	$1,660
East	$47.23	$731,800	$2.36	$36,600	$118.06	$1,830
Metro	$372.86	$976,500	$18.64	$48,800	$932.14	$2,440
North	$10.15	$761,100	$0.51	$38,100	$25.37	$1,900
Northeast	$31.45	$604,100	$1.57	$30,200	$78.62	$1,510
Panhandle	$22.86	$636,000	$1.14	$31,800	$57.14	$1,590
South	$20.54	$767,000	$1.03	$38,300	$51.35	$1,920
Southeast	$38.80	$722,600	$1.94	$36,100	$97.01	$1,810
Southwest	$18.88	$642,500	$0.94	$32,100	$47.20	$1,610

Source: RUPRI Center for Rural Entrepreneurship

Key Considerations

Demographic Trends

Following the remarkable population boom following the Civil War through to the 1880s, Nebraska has seen demographic growth, but is has not been a **fast growth** state. Certain communities, particularly metropolitan Omaha and Lincoln have and are experiencing faster growth. Some rural communities have seen remarkable growth associated with development of food processing industries and job attraction related migration (e.g., largely Hispanics and other minorities). Absent immigrant in-migration Nebraska's overall population rate would be much lower and possibly negative.

Nebraska's relatively strong economy (when compared to other states) has positioned it for stronger resident retention and some increased in-migration. Assuming the economy remains relatively strong and the cost of living affordable, in-migration by job seekers could increase. But it is unlikely that Nebraska will experience the kind of explosive growth seen by California, Nevada, Virginia and Florida before the Great Recession. The following chart summarizes, by region, the annualized growth rates for this historic period (actual - 1970-2010) and the scenario period (assumed – 2010-2060).

United States *Past = 1.3% -- Future = 0.94%*		
Nebraska *Past = 0.58% -- Future – 0.75%*		
Metro *Past = 1.37%* *Future = 1.14%*	**East** *Past = 0.17%* *Future = 0.63%*	**Central** *Past = 0.53%* *Future = 0.55%*
Northeast *Past = -0.08%* *Future = 0.09%*	**North** *Past = -0.60%* *Future = -0.73%*	**South** *Past = -0.24%* *Future = 0.13%*
Southeast *Past = -0.26%* *Future = 0.55%*	**Southwest** *Past = 0.04%* *Future = 0.04%*	**Panhandle** *Past = -0.19%* *Future = -0.10%*

Nationally, the annualized U.S. growth rate in population is projected to slow down assuming slow migration policy as forecast by the U.S. Census Bureau. Nebraska is projected to have slower growth when compared to the U.S., but its growth rate is projected to increase compared to the historic period based on analysis by UNL's Bureau of Business Research and the RUPRI Center for Rural Entrepreneurship. Like America, Nebraska will age. The combined demographics of somewhat stronger over all demographic growth coupled with an aging population will increase Nebraska's overall wealth profile.

Economic Performance

The following chart summarizes the annualized growth rate of U.S. household CNW by decade since 1945:

1945-1950 ***3.47%***	1950-1960 ***4.48%***	1960-1970 ***4.09%***
1970-1980 ***3.08%***	1980-1990 ***3.47%***	1990-2000 ***5.77%***
2000-2010 ***-0.12%***		

Historically, for most of the post-World War II period, America's households experienced sustained and significant growth driven by an expanding country both demographically and economically. For the early part of this period, America also witnessed dropping poverty rates, rather full employment and an expanding middle class. In the later part of the period the wealth status of the middle class began to first stagnate and then decline. But the top 25% of American households continued to see improvement in economic and wealth status. The decade of the 2000s represents a radical departure from the rest of the decades in this period. What is not clear is whether the 2000s are a new normal or simply one of the most severe economic downturns since the Great Depression to be followed by renewed growth, prosperity and wealth formation.

For the past seven decades there has been a very strong correlation between growth in Gross National Product (GNP), personal income growth and household wealth formation. For purposes of our Nebraska TOW Opportunity Update we are assuming more conservative future trend lines when compared to patterns over the past 50 years. For example we have included the following assumptions within our new scenarios for Nebraska:

- Future economic growth nationally will be closer to 2.5 to 3.5% per year compared to historical growth rates of 4 to 5% per year.

- Growth in household personal income will be slower and it will take households longer to reach a tipping point where wealth asset accumulation occurs.

- Demands on wealth will increase in the future period due to demands by both children and elders for support by the key wealth-holding demographics of 50 to 65 year olds.

- Barring fundamental tax reform, wealth will continue to concentrate in the top 20 percent of households in the United States. The middle class will see wealth formation stagnate and those in poverty will become a larger share of all households.

- There will be exceptions associated with production agriculture, other natural resources like energy and entrepreneurial business ownership. Communities with these activities will tend to create more wealth and have increased giveback potential.

- Nebraska is likely to do better than the country with respect to wealth formation. It has weathered the challenging decade of the 2000s much better than almost any other state. Production agriculture will continue to be strong with periods of boom and bust. Overall, agricultural real estate, like gold and energy, is likely to appreciate in real value faster than general wealth formation in the society.

Wind Energy

Wind energy development is finally taking root in rural Nebraska. We would expect that wind farm development will occur, creating new income generating potential for area landowners. However, we are not assuming that this development and related income will significantly impact wealth holding or formation in rural counties or among impacted land owners.

Rare Earths

Internationally, rare earth mineral development is hot right now as manufactures are struggling to secure supplies to meet growing demand. Rare earth mineral deposits have been identified in Southeastern Nebraska. There is some exploration activity but no active development at this time. For purposes of our TOW analysis we have concluded that this resource is still too speculative to factor into our wealth analysis. However, over time it could provide to be a wealth creating opportunity for affected areas.

After demographics and economic growth, the most important unique consideration for Nebraska's TOW opportunity is agricultural real estate. Like other natural resources increasingly in demand in a growing world economy, the value of agricultural products is fundamentally being re-valued. While we fully expect there to be periods of price boom and bust, we believe we are in a sustained period where the value of agricultural commodities produced by Nebraska's farms and ranches will increase at a much faster rate when compared to general growth within the economy. Revaluation of agricultural commodities is and will drive the value of its primary input, agricultural real estate. The following section addresses this topic and summarizes our key assumptions on how agricultural real estate will impact Nebraska's TOW opportunity over the next five decades.

Agricultural Real Estate (ARE)

A strong production agriculture sector has helped Nebraska weather the worst national economic downturn since the Great Depression. The following summarizes our key considerations and assumptions related to the treatment of ARE assets within our TOW scenarios.

Significant Asset. Compared to our 2001 research, the value of ARE has increased dramatically over the past decade. Without adjusting for inflation (which has been relatively low over the past decade), the value of ARE has grown from $33 billion in 2000 to $67 billion in 2010 (103% increase). Between 2010 and 2011 the value of ARE increased to $81 billion or by another 21%. These are remarkable changes. While we are not projecting double digit real increases into the future, we are assuming real growth rates of 4 to 5% annually.

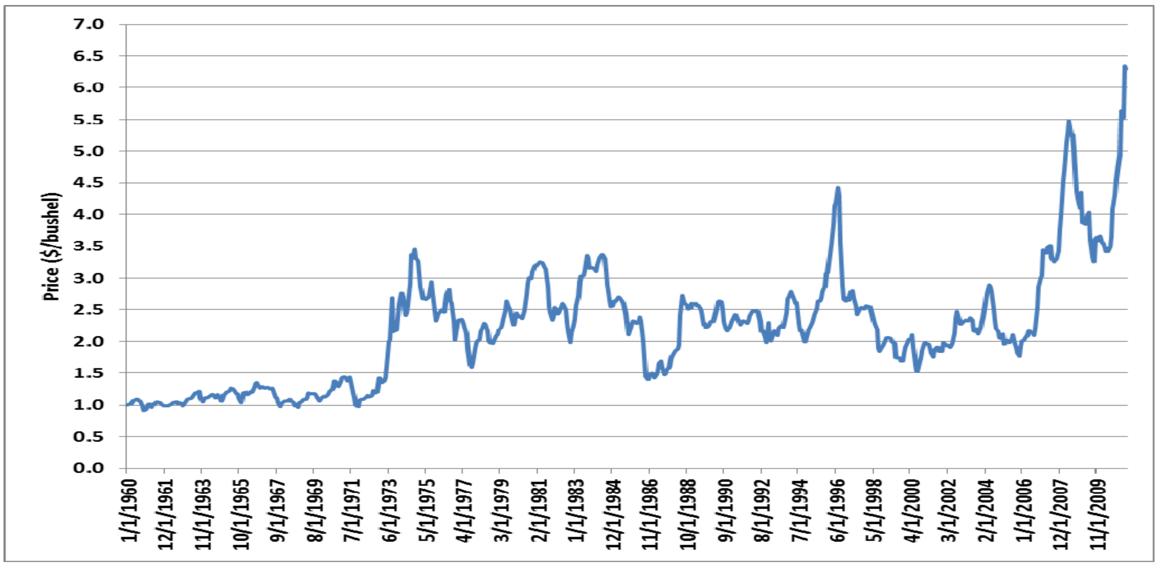
Impact on Smaller Counties. If all the ARE wealth was in play in Nebraska for community giveback it would theoretically represent a sizeable portion of total household wealth. Of course this is not the case. But for more rural and agriculturally dependent counties, ARE represents a primary asset class and giveback opportunity.

The Water Card

The demand for water is growing and generally supplies are relatively finite. Water is essential to the productivity and profitability in production agriculture in Nebraska. However, experts like Dr. Bruce Johnson believe that water will not be a constraining factor even in challenged areas like Southwestern Nebraska. He bases his position on how well Nebraska is managing its water, enforcing laws prohibiting sale of water, setting priorities for agriculture and improving irrigation technology. We agree and are assuming that water supply and cost will be important but will not materially restrict agriculture over the study period.

Commodity Boom. Production agriculture and the commodities it produces have historical cycles of boom and bust. Right now agricultural commodities (as well as other natural resources) are experiencing a global revaluation and boom in value. The potential for bubbles and downward adjustments are always possible and real. However, as the world's population continues to grow dramatically and emerging countries like China, Brazil and India experience explosive growth the demand (relative to supply) of all commodities from oil to corn to rare earths are likely to appreciate in value far more rapidly than other assets. Over time we anticipate rising real values in agricultural commodities.

Figure 4 – Time Series of Monthly Average Price for Corn



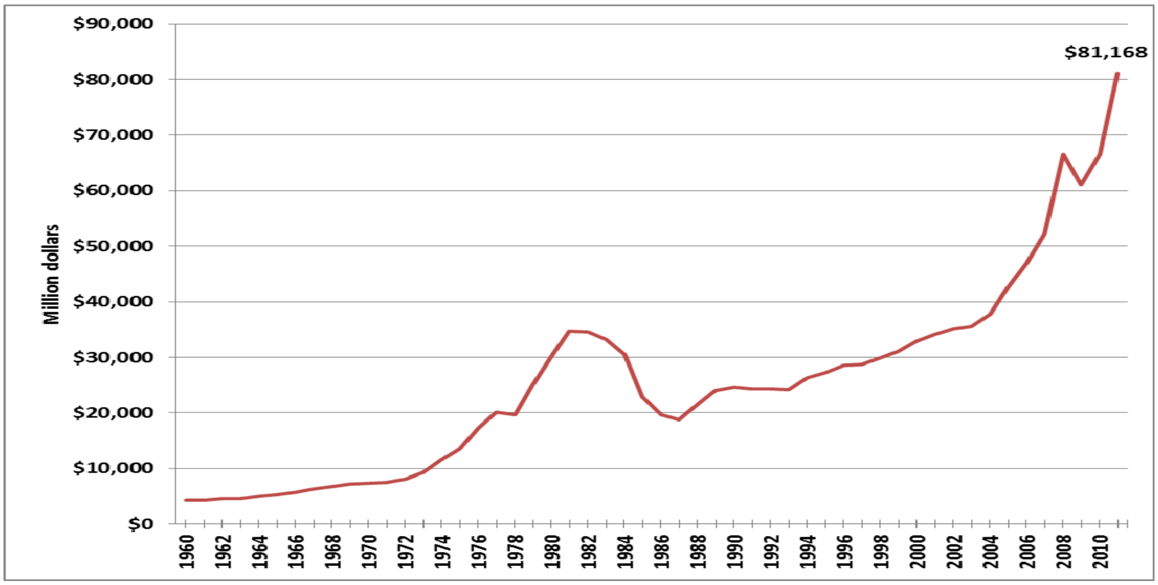
Source: [Farmdoc](), University of Illinois ([http://bit.ly/qpSeKZ]())

Real Estate Value Appreciation. Real increases in agricultural commodities relative to costs of production will continue to increase the value of agricultural real estate. Figure 5 illustrates our assumption of the real change in ARE values over the scenario period for this TOW update of Nebraska. No one knows for sure what the actual change will be and when we will see spikes and downward adjustments. But we provide this assumption so that the TAC can determine if it is reasonable for purposes of our study.

Debt to Equity. One aspect of the recent boom in production agriculture in Nebraska and elsewhere is it is not being fueled by dramatic increases in borrowing. Debt to equity ratios are at record lows. This trend has two implications. First, low debt to equity ratios mitigate the potential downside effects of a potential ARE bubble bursting. Second, even with a downward adjustment, there will remain significant real wealth in ARE over time.

Ownership. There is a strong connection between giveback potential and residence. Hometown is important. Bottom line, a local farm family that has deep roots in a community is more likely to giveback to the community than an owner who has been removed from the community for several generations.

Figure 5 – Total Value of Land & Buildings



Source: Farm Real Estate Historical Series Data & Economic Research Service, USDA.

Giveback Potential. One way to frame the "giveback potential" from any donor or asset class like farmers or ARE is as follows:

Gross Wealth (total assets not adjusted for debt)
Net Wealth (gross wealth minus debt & obligations)
Available Wealth for Potential Giveback (heirs & charity)

A family may have a $1 million farm free and clear. Assume they have no heirs and they plan to sell the farm and will have $1 million in cash. They are unlikely to give all $1 million away. These are practical and conservative people who will make sure they provide for their old age. But with this level of resource, love of their hometown and with some good planning they might commit 5, 10 or even 15%. With closely held assets like farms and family businesses we find on average between 5 and 15% of the net wealth can be in play for giveback.

Energy Development

Nebraska has traditionally had moderate oil and natural gas exploration and development. Historically, this development has concentrated in three areas of the State including extreme Southeastern Nebraska (Richardson County), Southwestern Nebraska and the Southern Panhandle (concentrated in Kimball & Cheyenne Counties.

Higher prices and the introduction of new technology often referred to as "fracking" has increased interest and activity in areas generally viewed as marginal. Development and production has exploded in Western North Dakota for example.

There is some potential in the Panhandle for some of this kind of development, but according to the Nebraska Oil and Gas Commission nothing dramatic is expected in the short to medium timeframe. Reserve potential is more limited and we are assuming that energy development will not materially impact TOW potential in energy producing counties.

Warren Buffett & High Net-Worth Households

Our analysis explores all wealth and giveback potential associated with all demographic groups in Nebraska. This section of our Technical Report summarizes our research relative to high net-worth households and their relative presence for selected places in Nebraska with comparisons to the United States.

Forbes 400 Billionaire List. Forbes Magazine tracks America's richest households. Nebraska has two names on the most recent Forbes 400 list:

- Warren Buffett – Berkshire Hathaway - $45 billion net-worth
- Walter Scott – construction & telecommunications - $1.9 billion net-worth

Both call Omaha home. Major corporations in Omaha and elsewhere tend to create investors who in turn have significant wealth and giveback potential. The Buffett Effect includes all those Nebraskans who invested in Berkshire Hathaway early and have experienced dramatic asset growth over time. Omaha has a relatively high percentage of households with million plus current net-worth estates. The following provides a quick comparison of the share of households with $1 million plus estates:

United States = 7.6% Nebraska = 5.4% Douglas = 7.2% Sarpy = 7.5%

High Net-Worth Analysis. The following table provides information for selected places and the share and number of households in 2010 with $1 million plus current net-worth estates.

Figure 6 – Share & Number of Nebraska Millionaires, 2010

Place	Percent	Number	Observations
United States	7.6%	8.8 million	
Nebraska	5.4%	38,749	Average for smaller U.S. states.
Douglas County	7.2%	14,625	Nearly comparable to the U.S.
Lancaster County	6.5%	7,358	Below the U.S., above Nebraska
Sarpy County	7.5%	4,398	Comparable to the U.S.
Chase County	4.5%	70	Farm wealth relative to county size.
Holt County	2.6%	110	Larger county population.
Madison County	2.7%	358	Relatively low when compared
Platte County	4.5%	566	to Platte County.
Red Willow County	1.8%	82	Reflects loss of older residents.
Fillmore County	3.7%	93	Farm wealth relative to county size.
Hooker County	4.3%	14	Ranching county.
Phelps County	6.1%	224	Very high millionaires group.
Gosper County	7.7%	62	Suburb to Lexington.
Webster County	2.1%	35	Comparison to ARE analysis.

Source: ESRI, Chicago, June 2011 & RUPRI, July 2011.

Given this data source we believe it may under-estimate the number of high net-worth households related to agriculture. Our ARE analysis is used to refine these estimates on a county by county basis.

High Net-Worth and Giveback Potential

The presence of high net-worth households is an important indicator of community wealth and the "capacity" for giveback. However, charitable giving rates tend to be relatively higher for lower net worth demographics. Nationally, there are 8.8 million millionaires and in Nebraska there are presently nearly 39,000 millionaires. All gifts are important, but larger gifts can shape overall endowment size.

Timing of the TOW Opportunity

One of the improvements our TOW Team has made in our methodology relates to how we measure the **timing** of the **TOW opportunity**. In the earlier TOW studies we estimated the timing of the TOW opportunity based on the total amount of inter-generational wealth being transferred by five-year or 10-year periods. This method created one representation of the transfer timing of the TOW opportunity. However, it also created a significant distortion. A key attribute related to whether the **opportunity** can become **giveback** is tied to estate decisions. The number and character (e.g., size, type of assets, etc.) of estates we believe is a better metric for estimating opportunity. This is particularly true in this era of wealth concentration.

In places with natural resources, including agricultural real estate, the overall wealth base is increasing over time theoretically increasing the TOW giveback opportunity. Technically this is true. But at the same time due to depopulation and the general decline in overall economic and social well-being, natural resource wealth is being concentrated into fewer and fewer estates. Over time the number of opportunities for someone to decide to give back declines. With this kind of pattern the probability of giveback also declines. Simply put, there are fewer opportunities over time for someone to decide to giveback. Wealth giveback opportunity becomes similar to the lottery. There is a very remote chance of a larger giveback

The following figures illustrate the basic NEW TOW opportunity graphic based on county type. There is additional analysis by county type later in this Report (page 32). Figure 7 on the next page is for the entire **State of Nebraska**. It illustrates that given Nebraska's projected demographic and economic growth over time, more new wealth is being created than transferred resulting in an upward trending wealth opportunity pattern. But the steepness of the Nebraska line is relatively shallow and flattens in the out-years reflecting slowing population growth and new wealth creation when compared to the United States. County specific figures are available in the County TOW Reports.

Figures 8 and 9 provide the TOW opportunity time chart for Metropolitan **Omaha** and then **Lincoln**. The overall opportunity trend lines are increasing with Lincoln having a somewhat steeper trend line compared to Omaha. This reflects the different growth rates for the two communities and that we are assuming they will continue to grow and new wealth will be created more rapidly than old wealth transferred.

Metro adjacent counties like Cass County have the steepest transfer timing charts for any counties in Nebraska. This is due to their projected more rapid growth as the Omaha and Lincoln metro footprints accelerate growth in the next tier of more rural counties.

Figure 7 - TOW Opportunity Timing Chart for Nebraska

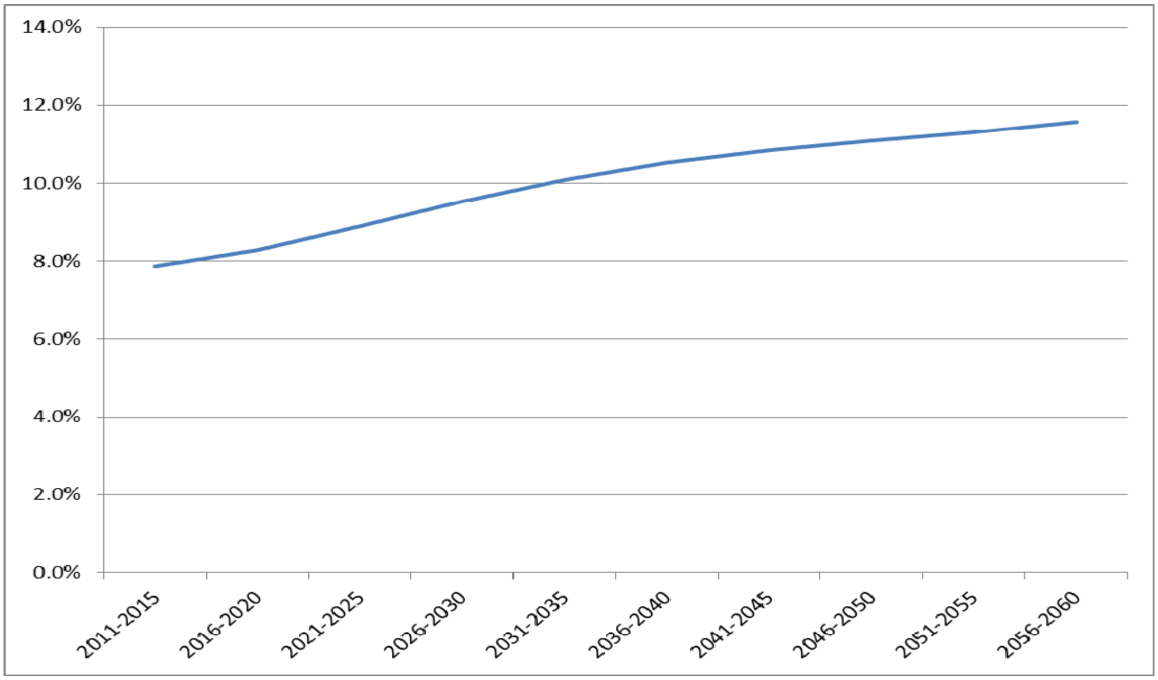


Figure 8 - TOW Opportunity Timing Chart for Omaha Metro

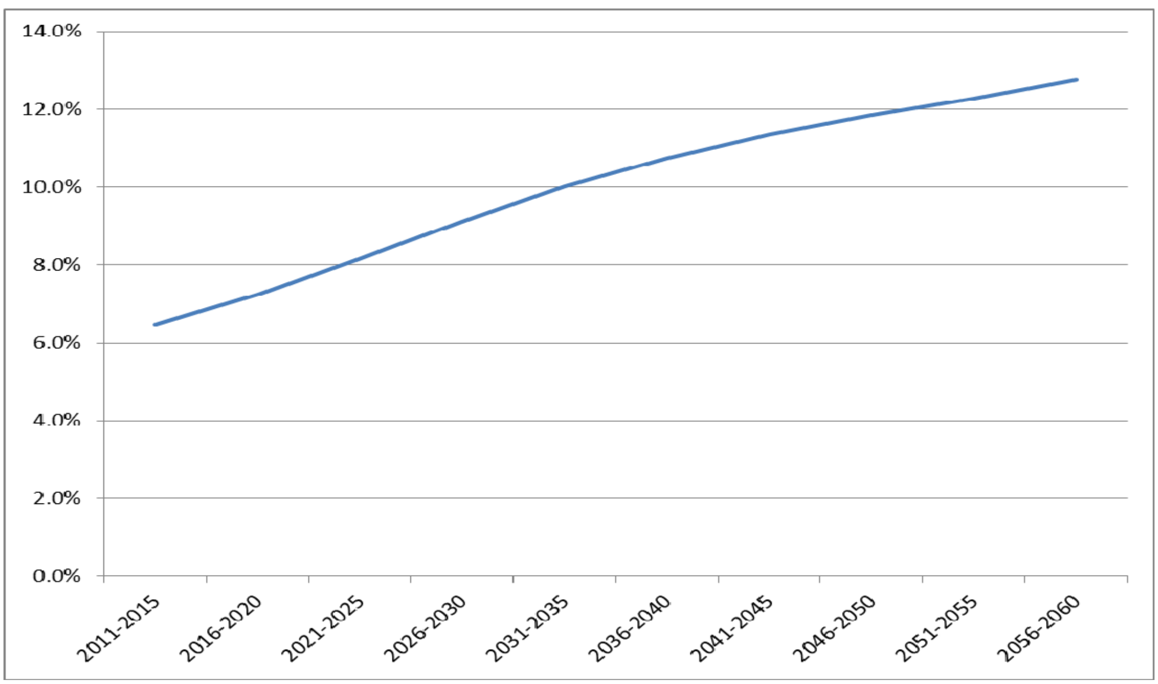


Figure 9 - TOW Opportunity Timing Chart for Lincoln Metro

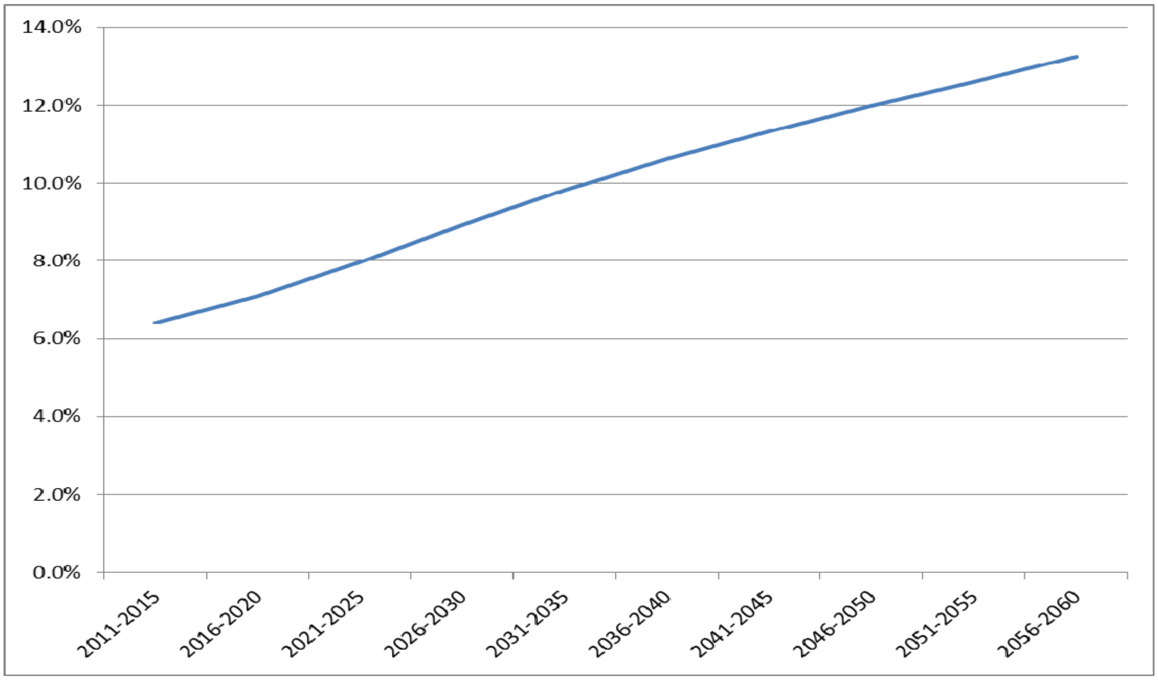
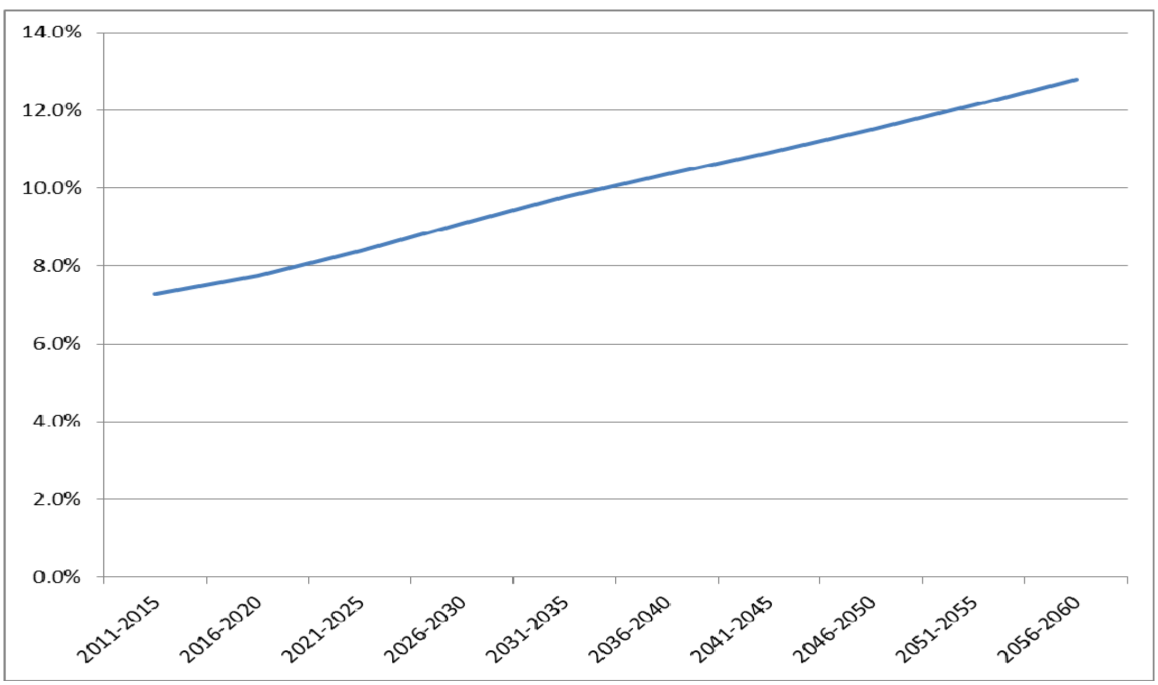


Figure 10 - TOW Opportunity Timing Chart for Metro Adjacent



Figures 11 and 12 provide the TOW timing charts for counties with **Major Trade Centers** (e.g., Grand Island, Kearney, Norfolk, etc.) and counties with **Minor Trade Centers** (e.g., Valentine, Ogallala, Falls City, etc.). The wealth transfer opportunity increases rapidly for those counties with major trade center communities and peaks around 2040. Following the peak the trend line turns negative indicating and lessening opportunity in the out years. This reflects that demographic and economic growth patterns where growth slows as the more rural areas feeding these communities empty out undermining the potential for sustained long-term growth. Minor Trade Center counties by and large peaked in transfer opportunity in 2010 and are experiencing diminishing opportunities through 2030 and then accelerated decline in the out-years.

Figures 13 and 14 display TOW opportunity timing for rural farm and rural ranch counties. Both of these types of communities have already peaked in wealth transfer and are projected to have diminishing wealth transfer opportunity over time. For these and other counties where the wealth transfer opportunity has already peaked, there is an urgency for action. With each passing year there is less probability for giveback as the number of estates decreases with continued depopulation. There are some counties that are running counter to this trend and have the potential for economic and social renewal where new wealth creation begins to increase more rapidly than old wealth transferring. This analysis is available to the Foundation through a special report.

Figure 11 - TOW Opportunity Timing Chart for Major Trade Centers

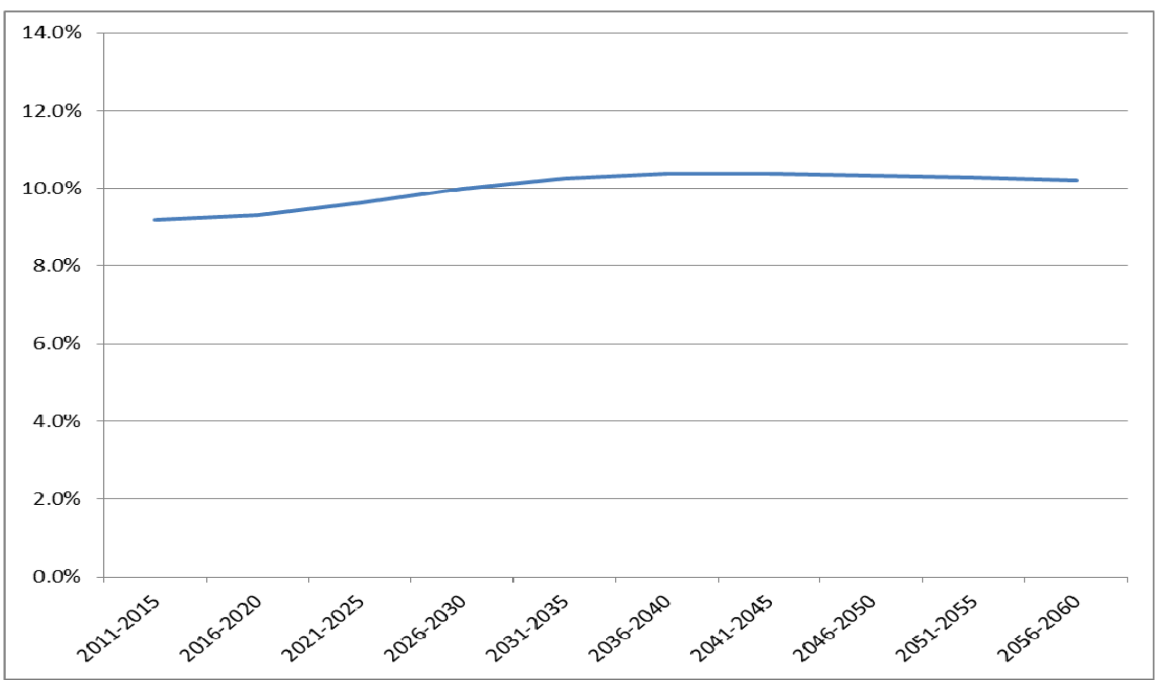


Figure 12 - TOW Opportunity Timing Chart for Minor Trade Centers

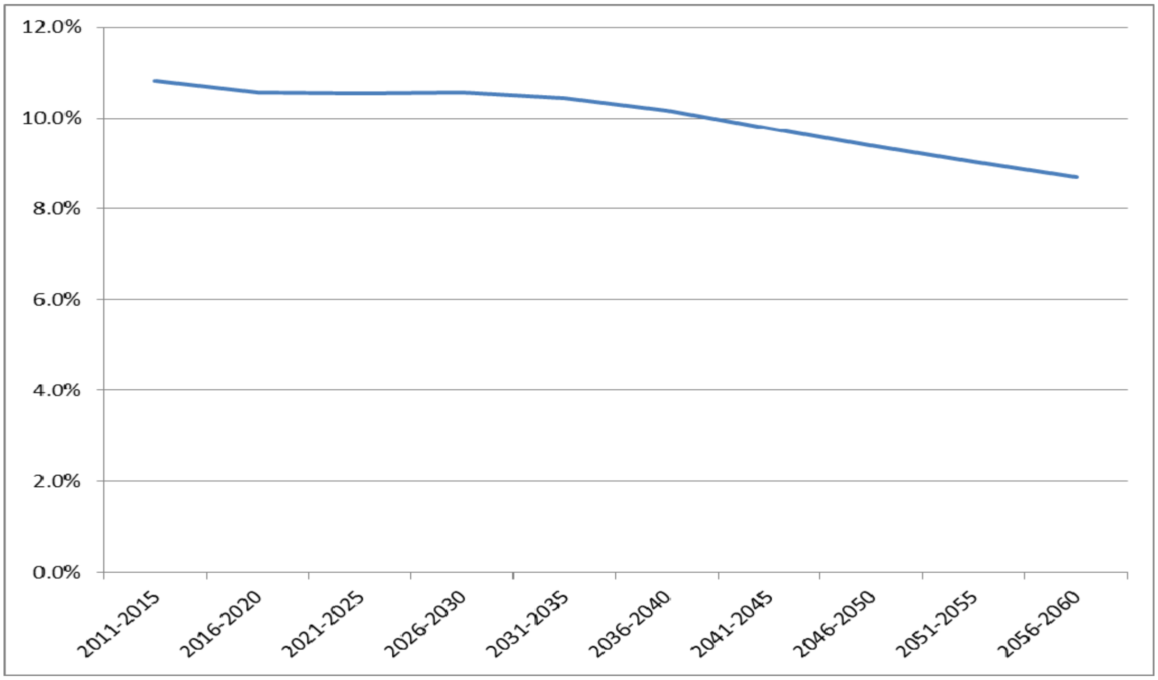


Figure 13 - TOW Opportunity Timing Chart for Rural Farm

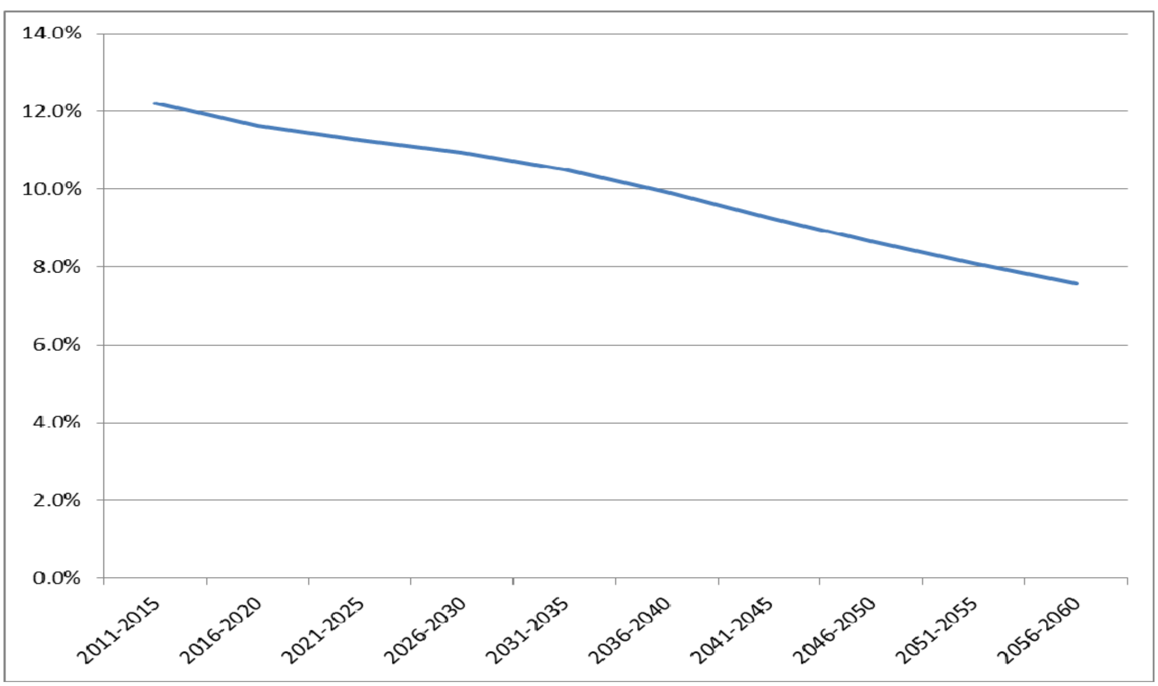
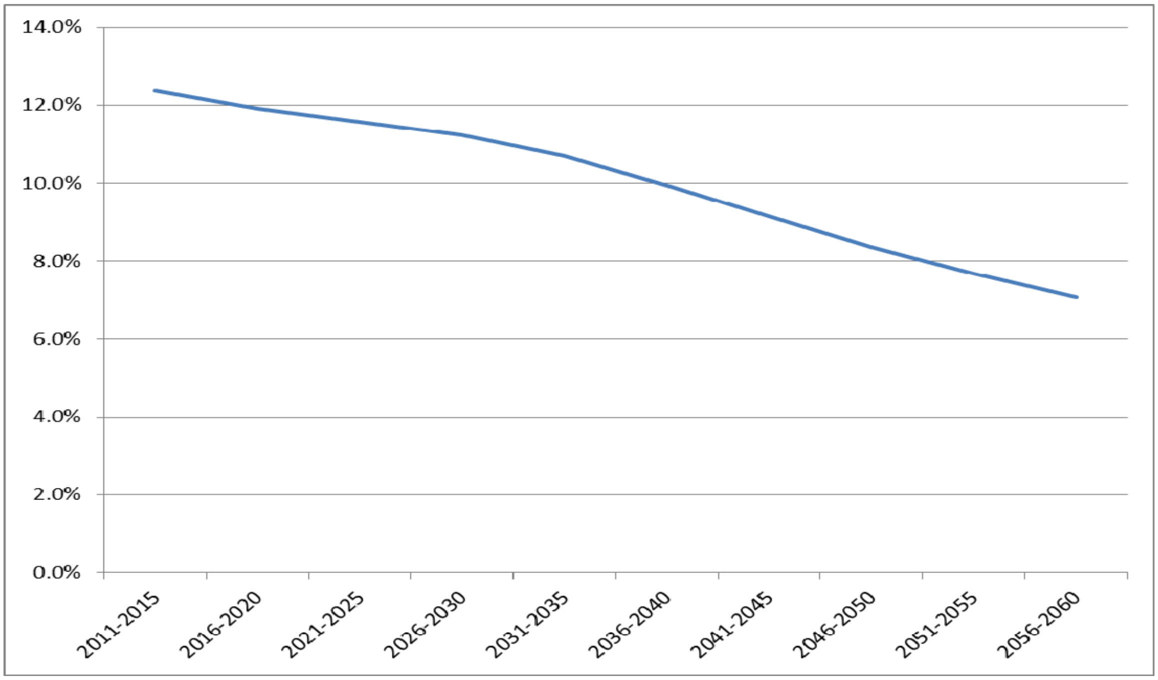


Figure 14 - TOW Opportunity Timing Chart for Rural Ranch



Earlier Study & Updated Analysis

The Center for Rural Entrepreneurship completed its first TOW opportunity study for the Nebraska Community Foundation in 2001. A decade later we have updated our analysis for Nebraska, its regions and 93 counties. It is natural that there will be comparisons between the initial study and the updated analysis. A quick review of the 2001 results with the updated 2011 findings will lead to some important differences. In this section of our Technical Findings Report we want to summarize why there are differences. A more complete comparison analysis has been included in the Electronic Library. There are two sets of analysis. The first compares actual 2001 findings with the new 2011 findings. The second compares 2001 findings adjusted to 2010 dollars (eliminates the influence of inflation) with the new 2011 findings. We offer the following factors that account for any differences in findings between the two studies:

Remarkable Decade of Change. The decade of the 2000s has been very full with dramatic change. We have experienced two recessions including the Great Recession and possibly the deepest economic downturn since the Great Depression. There has been the 9-11 terrorist event and gridlock in D.C. and many state capitals. Our fundamental assumptions have been changed regarding demographic and economic growth, wealth formation rates and patterns and likely wealth giveback potential.

Agricultural Real Estate (ARE). For some states like North Dakota energy development is a profound deal changer with respect to wealth formation and giveback potential. In Nebraska fundamental changes in ARE is a comparable game changer. ARE is being fundamentally revalued given world changes in demand and supply of agricultural commodities. While we expect periods of boom and bust in production agriculture we are assuming that the overall change in commodity prices, farm income and ARE will increase at rates faster than general economic growth. What this means is ARE wealth will increase relative to other forms of wealth more rapidly. For smaller population agriculture dependent communities and counties, these changes are transformational. In our 2001 study we assume increasing values, but we did not fully appreciate the potential magnitude of change. Our new scenarios are more aggressive accounting for significant wealth changes in more rural counties across Nebraska.

New Demographic Forecasts. Another decade has passed and demographic trends have further clarified themselves. We have a new 10-year Census and updated population forecasts from the UNL Bureau of Business Research. These new forecasts have altered some TOW opportunity trend lines in some counties with respect to new wealth formation assumptions and wealth transfer timing.

More Sophisticated Methodology. Since our first TOW study in Nebraska, we have completed TOW studies for over 1,000 counties and parishes across America. Throughout this decade we have secured new research, deeper insights and refined and improved our methodology. If you will, our first Nebraska TOW study was a Ford Model-T and our new 2011 Study is a high performance Ford Mustang. This new methodology allows us to generate more sophisticated and accurate scenarios. We are now better able to capture local characteristics more completely and reflect them in our CNW and TOW estimates. In our earlier TOW study it is clear that we under-estimated the TOW potential to a greater or lesser extent based on the county considered in the findings.

Despite all these changes, the bottom line findings remain basically the same. Across Nebraska from the poorest to the richest counties there is a remarkable potential for giveback. Nebraska, relative to the Nation has actually become wealthier and the overall potential for giveback increased. This is particularly true where there is rooted agricultural real estate related wealth. For many counties, particularly those with declining populations, the giveback potential (as measured in estates coming in to transition) has already peaked. As each coming decade emerges, the potential for giveback in these counties will diminish and there is a critical need to act now and act aggressively.

Scenarios

It is not reasonable to predict TOW opportunities out over 50 years with degrees of accuracy. So our analysis does not represent predictions.

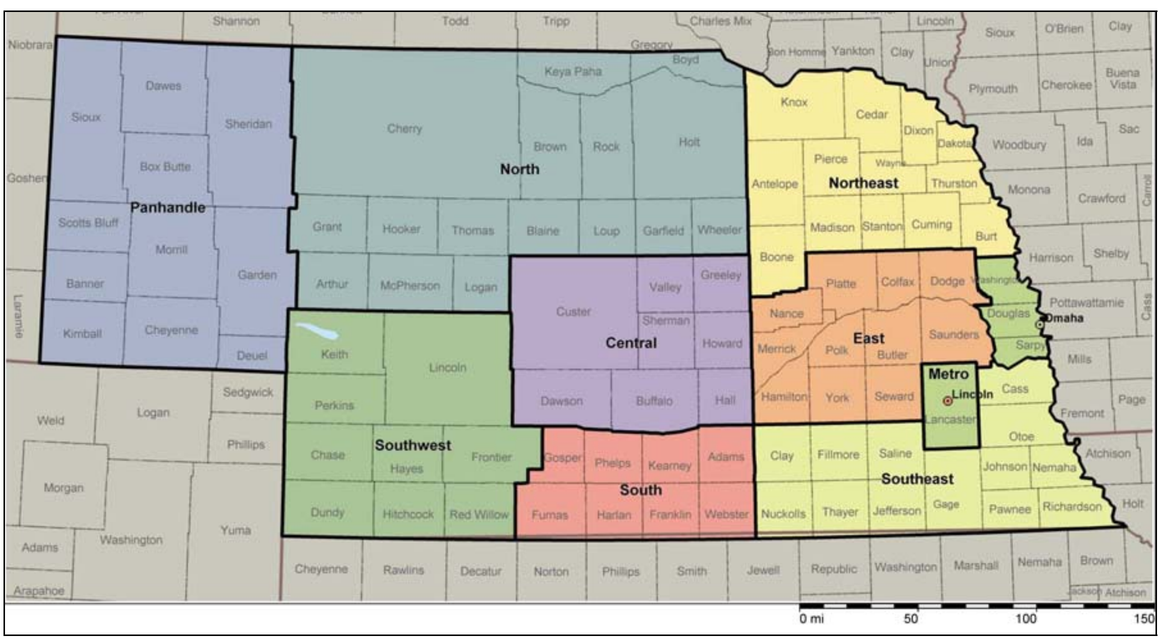
We live in a dynamic world. Consequently, our TOW projections are scenarios based on reasonable assumptions about the future of Nebraska, its regions and counties. These scenarios are a likely future and provide insight on the remarkable TOW opportunity. Our scenarios are conservative in nature and represent a baseline opportunity for community giveback.

Analysis & Findings by Region

Regions Defined

Dr. Bruce Johnson and his colleagues at the University of Nebraska have organized Nebraska into the following regions (see map below) based on the regional alignment and agricultural assets (e.g., irrigated, non-irrigated and pasture based production agriculture). We have modified these regions to create an additional region including the core metro counties of Douglas, Lancaster, Sarpy and Washington. This adjustment allows us to provide both metro and non-metro comparisons from our TOW opportunity scenarios. These regions compare relatively well to other accepted regions such as the Department of Economic Development's regions. Our revised regional groupings include:

- Metro Counties
- Northeastern Counties
- Southeastern Counties
- Central Counties
- Northern Counties (corresponds to Nebraska's Sandhills Region)
- Southern
- Southwestern
- Panhandle



For each region group we provide a summary table of findings that includes our updated TOW scenario results and key indicator information on wealth, income and demographic trends. These tables provide a snap-shot profile of the grouping. For documentation on each finding or indicator refer to the Electronic Library http://bit.ly/qv4aWU.

We have divided households into three distinct categories according to their wealth holdings and incomes.

Explanation by wealth holding categories:

- Low net-worth: households with less than $50,000 in net worth
- Middle net-worth: households with net worth in between $50,000 and $249,999
- High net-worth: households with net worth of $250,000 and above.

Explanation by income categories:

- Low income: households with incomes less than $25,000
- Middle income: households with incomes between $25,000 and $99,999
- High income: households with incomes at $100,000 and above.

Why these Regions?

As wealth in Nebraska is considered, and the TOW opportunity explored, one will discover some clear patterns as we move from region to region across Nebraska. These patterns are shaped by the following factors:

- Nebraska, like every other state and Canadian Provinces in the Great Plains Region, thins out in population from east to west. Eastern Nebraska is part of the Corn Belt and industrial Midwest. Western Nebraska is tied to the Rocky Mountain west and far less industrialized.

- Particular regions are shaped by the kind of agriculture they have such as cow/calf ranching in the Sandhills or Northern Region or importance of irrigation in the Southwest, Central and Southern Regions.

- There are more localized influences in specific regions including water supply issues in the Southwest and the impact of the I-80 Corridor through the middle of Nebraska from east to west.

At the request of the Foundation, we have created the “metro region” including the core metro counties of Douglas, Lancaster, Sarpy and Washington. This allows us to create a “metro” and “non-metro”

Findings by Regions

On each of the following pages we summarize our findings by county type groupings beginning with the most urban counties (e.g., Omaha Metro) to the most rural (e.g., Rural Ranch). Complete tables of all findings by county type can be found in Appendix A.

Metro Region

The Metro Region and the four counties that comprise it account for 62% of estimated household CNW in 2010. Over the coming decade this region accounts for 56% of the state's TOW opportunity. By and large it is younger resulting in a somewhat lower TOW opportunity during the current decade. Longer-term, the 50-year TOW opportunity is over 60% of the state's total opportunity. Household CNW in 2010 is estimated at $82 billion. If 5% of the 50-year TOW opportunity could be captured into community endowments nearly $19 billion could be realized. The annualized grant-making capacity of this level of endowments is estimated at nearly $1 billion annually or $932 million. Metro region has a higher concentration of high net-worth households when compared to the U.S., Nebraska and non-metro Nebraska.

Figure 15 – Summary Findings & Key Indicators – Metro Region

		Metro	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$82,040.94	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$32,629.92	$59 Billion	$6 Trillion
	5% Capture (millions)	$1,631.50	$3 Billion	$308 Billion
	5% Payout (millions)	$81.57	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$372.86	$603 Billion	$75 Trillion
	5% Capture (millions)	$18,642.80	$30 Billion	$4 Trillion
	5% Payout (millions)	$932.14	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	36.2%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	31.1%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	32.6%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	22.1%	24.5%	23.8%
	Percent of Middle Income Households, '09	59.3%	60.9%	55.9%
	Percent of High Income Households, '09	18.5%	14.6%	20.3%
	Average Household Income, '10	$70,634	$61,257	$70,173
	Median Household Income, '10	$60,724	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$164,480	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$134,921	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$227.99	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	1.37%	0.58%	1.30%
	Annual Population Change, 2010-2060	1.14%	0.75%	0.94%

Northeastern Region

Northeastern Nebraska is rural in character but has a number of important trade center communities including Norfolk and South Sioux City. This is a region that has been historically prosperous in both rural and urban areas. CNW in 2010 is estimated at $6.9 billion. The 10-year TOW opportunity is estimated at $3.6 billion and the 50-year TOW opportunity is projected to be $31 billion. The 50-year TOW opportunity coupled with a 5% capture goal could generate $1.6 billion in endowments and an annual grant-making capacity of nearly $79 million. But wealth is more concentrated in this region resting with larger farmers, more substantial closely-held family businesses and professionals. Approximately 18% of households are classified as high net-worth in 2010.

Figure 16 – Summary Findings & Key Indicators – Northeastern Region

		Northeast	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$6,878.11	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$3,564.20	$59 Billion	$6 Trillion
	5% Capture (millions)	$178.21	$3 Billion	$308 Billion
	5% Payout (millions)	$8.91	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$31.45	$603 Billion	$75 Trillion
	5% Capture (millions)	$1,572.39	$30 Billion	$4 Trillion
	5% Payout (millions)	$78.62	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	45.1%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	36.9%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	18.0%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	27.7%	24.5%	23.8%
	Percent of Middle Income Households, '09	62.9%	60.9%	55.9%
	Percent of High Income Households, '09	9.4%	14.6%	20.3%
	Average Household Income, '10	$46,348	$61,257	$70,173
	Median Household Income, '10	$39,463	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$104,691	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$83,340	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$989.04	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	-0.08%	0.58%	1.30%
	Annual Population Change, 2010-2060	0.09%	0.75%	0.94%

Eastern Region

The Eastern Region includes 11 counties. These counties have mixed economies grounded in production agriculture and manufacturing. There are a number of important trade center communities including Fremont, Columbus and York, along with some smaller trade centers including Seward, Aurora, David City, Schuyler and Wahoo. CNW for the counties in this Eastern Region is estimated at $10.5 billion in 2010. The projected 10-year TOW opportunity is $5.1 billion. Assuming a 5% capture goal can be realized on the 10-year TOW, would generate $256 million in potential endowments with the capacity to generate $13 million annually in grant making. The 50-year TOW opportunity is a remarkable $47 billion with a 5% capture could generate over $100 million in grant making. This level of philanthropy could be a game changer in this mixed rural and urban landscape. Wealth holding in this Region has somewhat lower concentrations of low-wealth households, a significantly higher concentration of middle-wealth households and a somewhat lower concentration of high-wealth households.

Figure 17 – Summary Findings & Key Indicators – Eastern Region

		Northeast	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$10,505.05	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$5,114.72	$59 Billion	$6 Trillion
	5% Capture (millions)	$255.74	$3 Billion	$308 Billion
	5% Payout (millions)	$12.79	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$47.23	$603 Billion	$75 Trillion
	5% Capture (millions)	$2,361.29	$30 Billion	$4 Trillion
	5% Payout (millions)	$118.06	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	37.7%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	39.3%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	23.0%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	23.1%	24.5%	23.8%
	Percent of Middle Income Households, '09	65.3%	60.9%	55.9%
	Percent of High Income Households, '09	11.5%	14.6%	20.3%
	Average Household Income, '10	$51,808	$61,257	$70,173
	Median Household Income, '10	$45,201	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$117,599	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$95,010	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$1,200.04	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	0.17%	0.58%	1.30%
	Annual Population Change, 2010-2060	0.63%	0.75%	0.94%

Southeastern Region

Many of the counties and communities in Southeastern Nebraska have a close association with either Lincoln (e.g., Saline, Gage, Johnson & Otoe) or Omaha (e.g., Cass & Otoe). This association impacts wealth formation, holding and giveback potential. In some ways, these outlying communities serve as bedroom communities to Lincoln and Omaha working middle-class and lower-income households. CNW in this region for 2010 is estimated at $8.2 billion. The 10-year TOW opportunity is estimated at $4.3 billion. The 50-year TOW opportunity is projected at nearly $39 billion driven largely by projected agricultural real estate values. Achieving a 5% capture goal would generate an additional $1.9 billion in endowments with a grant-making capability of $97 million annually.

Figure 18 – Summary Findings & Key Indicators – Southeastern Region

		Southeast	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$8,240.44	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$4,265.76	$59 Billion	$6 Trillion
	5% Capture (millions)	$213.29	$3 Billion	$308 Billion
	5% Payout (millions)	$10.66	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$38.80	$603 Billion	$75 Trillion
	5% Capture (millions)	$1,940.20	$30 Billion	$4 Trillion
	5% Payout (millions)	$97.01	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	39.2%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	39.4%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	21.4%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	26.7%	24.5%	23.8%
	Percent of Middle Income Households, '09	62.3%	60.9%	55.9%
	Percent of High Income Households, '09	11.0%	14.6%	20.3%
	Average Household Income, '10	$47,580	$61,257	$70,173
	Median Household Income, '10	$40,410	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$100,617	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$77,208	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$991.12	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	-0.26%	0.58%	1.30%
	Annual Population Change, 2010-2060	0.55%	0.75%	0.94%

Central Region

The Central Region includes important non-metro communities like Grand Island, Kearney and Lexington. Some agricultural lands in the Platte River Valley are highly valued. But moving north into this region transitions from top grade agricultural lands to less valuable real estate and some rangeland. The 2010 estimated CNW is $8.5 billion. The 10-year TOW opportunity is projected at $4.3 billion and the 50-year TOW opportunity is projected at nearly $40 billion. The long-term TOW opportunity is being shaped by projected increasing values in agricultural real estate. A 5% capture of the 50-year TOW could create nearly $2 billion in endowments with an annualized grant-making capacity of nearly $100 million. Twenty percent of this region's households are classified as high net-worth in 2010.

Figure 19 – Summary Findings & Key Indicators – Central Region

		Central	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$8,525.52	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$4,302.27	$59 Billion	$6 Trillion
	5% Capture (millions)	$215.11	$3 Billion	$308 Billion
	5% Payout (millions)	$10.76	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$39.86	$603 Billion	$75 Trillion
	5% Capture (millions)	$1,992.95	$30 Billion	$4 Trillion
	5% Payout (millions)	$99.65	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	45.0%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	34.6%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	20.3%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	26.5%	24.5%	23.8%
	Percent of Middle Income Households, '09	63.1%	60.9%	55.9%
	Percent of High Income Households, '09	10.4%	14.6%	20.3%
	Average Household Income, '10	$46,023	$61,257	$70,173
	Median Household Income, '10	$39,166	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$114,548	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$87,313	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$662.69	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	0.53%	0.58%	1.30%
	Annual Population Change, 2010-2060	0.55%	0.75%	0.94%

Northern Region

The Northern Region or often referred to as the "Sandhills" is characterized by two unique attributes – ranching and very small population bases. Nevertheless, the region's wealth is substantial due to the value of agricultural real estate relative to the region's population. 2010 CNW is estimated at nearly $1.9 billion and the 10-year TOW opportunity is projected to be nearly $1.2 billion. The 50-year TOW opportunity is estimated at just over $10 billion. A 5% giveback rate would generate over $500 million in endowments with a grant-making capacity of $25 million annually. This resource potential relative to the size of communities within this large region is remarkable.

Figure 20 – Summary Findings & Key Indicators – Northern Region

		North	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$1,852.74	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$1,191.22	$59 Billion	$6 Trillion
	5% Capture (millions)	$59.56	$3 Billion	$308 Billion
	5% Payout (millions)	$2.98	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$10.15	$603 Billion	$75 Trillion
	5% Capture (millions)	$507.32	$30 Billion	$4 Trillion
	5% Payout (millions)	$25.37	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	51.7%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	33.6%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	14.7%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	32.0%	24.5%	23.8%
	Percent of Middle Income Households, '09	60.3%	60.9%	55.9%
	Percent of High Income Households, '09	7.7%	14.6%	20.3%
	Average Household Income, '10	$39,405	$61,257	$70,173
	Median Household Income, '10	$32,720	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$115,313	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$61,050	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$652.99	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	-0.60%	0.58%	1.30%
	Annual Population Change, 2010-2060	-0.73%	0.75%	0.94%

Southern Region

There is significant variation in the counties within this region ranging from Adams County with the large trade center community of Hastings to very rural Webster County and the increasingly urbanized Gosper County (a bedroom community association with Lexington). 2010 CNW is estimated at $4.4 billion and the 10-year TOW opportunity is projected to be $2.4 billion. The 50-year TOW opportunity is estimated at $21 billion largely due to rising agricultural real estate values. Over $1 billion in endowments could be grown with a 5% giveback rate of the 50-year TOW. The grant-making capacity from these endowments could generate $51 million annually.

Figure 21 – Summary Findings & Key Indicators – Southern Region

		South	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$4,375.74	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$2,396.45	$59 Billion	$6 Trillion
	5% Capture (millions)	$119.82	$3 Billion	$308 Billion
	5% Payout (millions)	$5.99	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$20.54	$603 Billion	$75 Trillion
	5% Capture (millions)	$1,026.99	$30 Billion	$4 Trillion
	5% Payout (millions)	$51.35	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	41.4%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	36.6%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	22.0%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	26.9%	24.5%	23.8%
	Percent of Middle Income Households, '09	63.4%	60.9%	55.9%
	Percent of High Income Households, '09	9.7%	14.6%	20.3%
	Average Household Income, '10	$47,523	$61,257	$70,173
	Median Household Income, '10	$39,985	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$101,095	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$78,650	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$482.51	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	-0.24%	0.58%	1.30%
	Annual Population Change, 2010-2060	0.13%	0.75%	0.94%

Southwestern Region

UNL's definition of the southwest is more expansive than some other classifications as it includes the I-80 counties of Keith and Lincoln. There is a strong mix of irrigated, non-irrigated and pasture based agriculture within this region. Major cities include North Platte, McCook and Ogallala. 2010 estimated CNW is $4.3 billion and the 10-year TOW projection is $2.3 billion. The 50-year TOW opportunity is estimated at $19 billion. We are not projecting agricultural real estate to grow in value at the same rates as for Central, South or Northeastern Nebraska. But the TOW opportunity is significant. A 5% capture of the 50-year TOW opportunity would result in $943 million in endowments with a grant-making capacity of $47 million annually.

Figure 22 – Summary Findings & Key Indicators – Southwestern Region

		Southwest	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$4,336.87	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$2,285.01	$59 Billion	$6 Trillion
	5% Capture (millions)	$114.25	$3 Billion	$308 Billion
	5% Payout (millions)	$5.71	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$18.88	$603 Billion	$75 Trillion
	5% Capture (millions)	$943.95	$30 Billion	$4 Trillion
	5% Payout (millions)	$47.20	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	44.0%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	35.6%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	20.3%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	28.0%	24.5%	23.8%
	Percent of Middle Income Households, '09	60.9%	60.9%	55.9%
	Percent of High Income Households, '09	11.1%	14.6%	20.3%
	Average Household Income, '10	$45,659	$61,257	$70,173
	Median Household Income, '10	$37,475	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$103,380	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$74,836	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$557.70	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	0.04%	0.58%	1.30%
	Annual Population Change, 2010-2060	0.04%	0.75%	0.94%

Panhandle Region

Nebraska's Panhandle is very diverse ranging from the pine forested buttes around Chadron and Scottsbluff to irrigated row crops in the Platte Valley and the tablelands around Alliance. Eastern parts of the region are part of the Sandhills. 2010 estimated CNW is $5.3 billion with a 10-year TOW opportunity projection of nearly $3 billion. The 50-year TOW estimate is $23 billion. A 5% giveback rate would generate over $1.1. billion in community endowments with a grant-making capacity of $57 million annually. Roughly 30% of households in 2010 are classified as high net-worth, but just 10% are classified as high income. This pattern strongly suggests concentration of wealth among retirees.

Figure 23 – Summary Findings & Key Indicators – Panhandle Region

		Panhandle	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$5,315.93	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$2,959.64	$59 Billion	$6 Trillion
	5% Capture (millions)	$147.98	$3 Billion	$308 Billion
	5% Payout (millions)	$7.40	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$22.86	$603 Billion	$75 Trillion
	5% Capture (millions)	$1,142.77	$30 Billion	$4 Trillion
	5% Payout (millions)	$57.14	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	45.7%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	34.3%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	20.0%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	31.3%	24.5%	23.8%
	Percent of Middle Income Households, '09	58.8%	60.9%	55.9%
	Percent of High Income Households, '09	9.9%	14.6%	20.3%
	Average Household Income, '10	$46,524	$61,257	$70,173
	Median Household Income, '10	$37,847	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$104,005	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$76,373	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$568.05	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	-0.19%	0.58%	1.30%
	Annual Population Change, 2010-2060	-0.10%	0.75%	0.94%

Using this Information

Most Nebraskans perceive themselves to be residents of a particular region. For example there is strong identity and affinity for those who live in Western Nebraska's Panhandle Region. So we have organized Nebraska's counties into distinct geographic regions to enable not only comparisons between regions, but within regions. We feel these regional groupings provide an important reference point. Such reference points and benchmarks can help deepen understanding of **your** community's TOW opportunity. Better understanding of your **TOW opportunity** can enable your community to more aggressively act on this opportunity.

County Level Analysis & Findings

County specific analysis and findings are available for all 93 of Nebraska's Counties. This information is contained in the Project Electronic Library (http://bit.ly/qv4aWU) and there is a short TOW Opportunity summary report for each county.

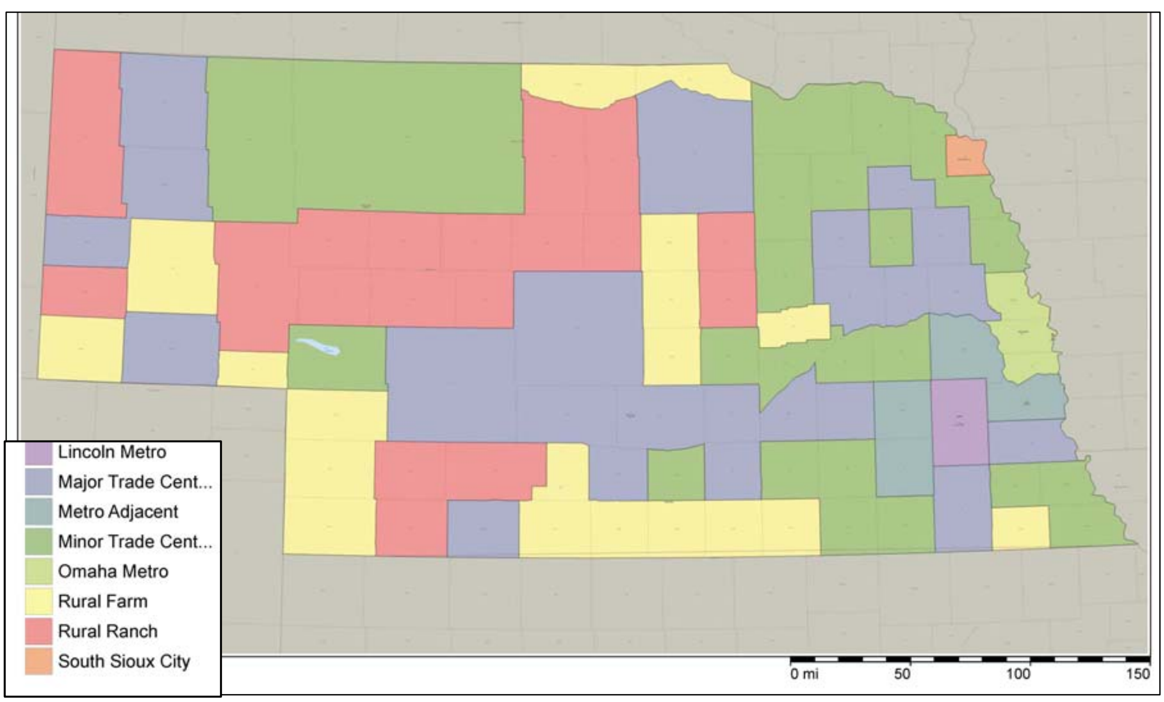
Analysis & Findings by County Type

County Types Defined

There are dozens of ways we can group communities and counties based on various shared characteristics like size, location, economic composition and the like. For Nebraska we like the typology developed by the Institute of Agriculture and Natural Resources at the University of Nebraska. We have taken the liberty to modify UNL's county type definition. We feel these grouping enable reasonably fair comparison groups. Within this modified typology we have the following **county type** groups for Nebraska:

- Omaha Metro Counties
- Lincoln Metro Counties
- South Sioux City Metro County (Dakota)
- Metro Adjacent Counties
- Major Trade Center Counties
- Minor Trade Center Counties
- Farm Dependent Counties
- Ranch Dependent Counties

The following map illustrates how counties in Nebraska have been classified employing this county typology:



For each county type group we provide a summary table of findings that includes our updated TOW scenario results and key indicator information on wealth, income and demographic trends. These tables provide a snap-shot profile of the grouping. For documentation on each finding or indicator refer to the Electronic Library http://bit.ly/qv4aWU.

We have divided households into three distinct categories according to their wealth holdings and incomes.

Explanation by wealth holding categories:

- Low net-worth: households with less than $50,000 in net worth
- Middle net-worth: households with net worth in between $50,000 and $249,999
- High net-worth: households with net worth of $250,000 and above.

Explanation by income categories:

- Low income: households with incomes less than $25,000
- Middle income: households with incomes between $25,000 and $99,999
- High income: households with incomes at $100,000 and above.

Why these Groupings?

As you review the summary findings and wealth indicators for each county grouping in the following pages you will see some clear patterns as we move from urban to rural counties:

First, total wealth and TOW opportunity levels decline from urban to rural primarily due to size and diversity differences.

Second, when we consider per household values (adjusting for relative population) we see a pattern shift as the value of agricultural real estate greatly increases TOW opportunity for these communities.

Third, we see the distribution between "low," "moderate" and "high" income and current net-worth households shifts. Wealth tends to be more concentrated as we move from urban to rural. Additionally, there tends to be a larger number of high net-worth households in cities like Lincoln, and particularly Omaha due in part to their concentration of larger and more successful corporations.

These county type comparisons are intended to provide a reasonable comparison benchmark and enable a deeper understanding of the TOW opportunity, wealth holding and giveback potential across Nebraska.

Findings by County Type

On each of the following pages we summarize our findings by county type groupings beginning with the most urban counties (e.g., Omaha Metro) to the most rural (e.g., Rural Ranch). Complete tables of all findings by county type can be found in Appendix B.

Omaha Metro Counties

Omaha is Nebraska's largest city and most complex economy and society. Roughly 45% of 2010 CNW is concentrated in the Omaha metro area. The 10-year TOW opportunity accounts for abut 39% of the overall state potential. On a longer time-frame or the 50-year TOW opportunity, Omaha accounts for 43% of the total statewide potential. Based on our update over the next five decades nearly $262 billion of TOW opportunity will come into play. If a 5% capture goal was achieved a remarkable $13 billion in new endowments would be realized for the community. Endowments at this level could generate $654 million annually in strategic grant making. As one might expect Omaha has higher concentrations of both higher income and higher net-worth households when compared to state.

Figure 24 – Summary Findings & Key Indicators – Omaha Metro

		Omaha Metro	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$59,475.45	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$23,044.81	$59 Billion	$6 Trillion
	5% Capture (millions)	$1,152.24	$3 Billion	$308 Billion
	5% Payout (millions)	$57.61	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$261.63	$603 Billion	$75 Trillion
	5% Capture (millions)	$13,081.60	$30 Billion	$4 Trillion
	5% Payout (millions)	$654.08	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	35.0%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	31.3%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	33.7%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	21.3%	24.5%	23.8%
	Percent of Middle Income Households, '09	59.2%	60.9%	55.9%
	Percent of High Income Households, '09	19.5%	14.6%	20.3%
	Average Household Income, '10	$72,404	$61,257	$70,173
	Median Household Income, '10	$62,477	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$154,366	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$135,999	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$133.38	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	1.23%	0.58%	1.30%
	Annual Population Change, 2010-2060	1.06%	0.75%	0.94%

Lincoln Metro

Lincoln is Nebraska's second largest city and has a somewhat less complex economy and society when compared to Omaha. Roughly 17% of 2010 CNW is concentrated in the Lincoln metro area. The 10-year TOW opportunity accounts for about 16% of the overall state potential. On a longer time-frame or the 50-year TOW opportunity, Lincoln accounts for 18% of the total statewide potential. Based on our update over the next five decades nearly $111 billion of TOW opportunity will come into play. If a 5% capture goal was achieved a remarkable $5.6 billion in new endowments would be realized for the community. Endowments at this level could generate $278 million annually in strategic grant making. Lincoln has higher concentrations of both higher income and higher net-worth households when compared to state, but somewhat lower when compared to Omaha.

Figure 25 – Summary Findings & Key Indicators – Lincoln Metro

		Lincoln Metro	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$22,565.49	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$9,585.12	$59 Billion	$6 Trillion
	5% Capture (millions)	$479.26	$3 Billion	$308 Billion
	5% Payout (millions)	$23.96	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$111.22	$603 Billion	$75 Trillion
	5% Capture (millions)	$5,561.20	$30 Billion	$4 Trillion
	5% Payout (millions)	$278.06	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	39.2%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	30.7%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	30.1%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	24.1%	24.5%	23.8%
	Percent of Middle Income Households, '09	59.7%	60.9%	55.9%
	Percent of High Income Households, '09	16.2%	14.6%	20.3%
	Average Household Income, '10	$65,898	$61,257	$70,173
	Median Household Income, '10	$55,463	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$156,084	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$131,685	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$94.61	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	1.75%	0.58%	1.30%
	Annual Population Change, 2010-2060	1.31%	0.75%	0.94%

South Sioux City Metro County (Dakota)

Dakota County and South Sioux City are part of the greater Sioux City Metro area including communities in Nebraska, Iowa and South Dakota. Our TOW scenarios are only for Dakota County and we have separate estimates available for the Iowa and South Dakota metro counties. Based on our update over the next five decades nearly $5 billion of TOW opportunity will come into play. If a 5% capture goal was achieved a remarkable $251 million in new endowments would be realized for the community. Endowments at this level could generate $12.5 million annually in strategic grant making. About 23% of the Dakota County households are considered high net-worth.

Figure 26 – Summary Findings & Key Indicators – South Sioux City Metro

		Dakota County, NE	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$1,033.55	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$489.89	$59 Billion	$6 Trillion
	5% Capture (millions)	$24.49	$3 Billion	$308 Billion
	5% Payout (millions)	$1.22	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$5.02	$603 Billion	$75 Trillion
	5% Capture (millions)	$250.85	$30 Billion	$4 Trillion
	5% Payout (millions)	$12.54	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	41.4%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	35.7%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	22.9%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	23.4%	24.5%	23.8%
	Percent of Middle Income Households, '09	67.0%	60.9%	55.9%
	Percent of High Income Households, '09	9.6%	14.6%	20.3%
	Average Household Income, '10	$58,649	$61,257	$70,173
	Median Household Income, '10	$50,602	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$101,290	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$92,804	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$32.50	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	1.50%	0.58%	1.30%
	Annual Population Change, 2010-2060	1.27%	0.75%	0.94%

Metro Adjacent Counties

Metro adjacent counties are those that are in transition from rural to urban landscapes. Two good examples of this transformation are Saunders and Cass Counties. Both are being impacted by the growth footprints of Omaha and Lincoln. Based on our update over the next five decades nearly $26 billion of TOW opportunity will come into play. If a 5% capture goal was achieved a remarkable $1.3 billion in new endowments would be realized for the community. Endowments at this level could generate $65 million annually in strategic grant making. About 28% of the metro adjacent county households are considered high net-worth.

Figure 27 – Summary Findings & Key Indicators

		Metro Adjacent	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$5,577.21	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$2,431.77	$59 Billion	$6 Trillion
	5% Capture (millions)	$121.59	$3 Billion	$308 Billion
	5% Payout (millions)	$6.08	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$25.97	$603 Billion	$75 Trillion
	5% Capture (millions)	$1,298.46	$30 Billion	$4 Trillion
	5% Payout (millions)	$64.92	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	31.8%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	40.3%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	27.9%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	18.7%	24.5%	23.8%
	Percent of Middle Income Households, '09	65.2%	60.9%	55.9%
	Percent of High Income Households, '09	16.1%	14.6%	20.3%
	Average Household Income, '10	$58,919	$61,257	$70,173
	Median Household Income, '10	$51,435	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$132,842	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$104,826	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	$428.70	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	0.59%	0.58%	1.30%
	Annual Population Change, 2010-2060	1.82%	0.75%	0.94%

Major Trade Center Counties

Major trade center counties are home to a larger non-metro city. Kearney in Buffalo County and Columbus in Platte County would be typical examples of major trade center counties. These counties have a strong urban character but are surrounded by rural countryside and smaller towns. Based on our update over the next five decades nearly $126 billion of TOW opportunity will come into play. If a 5% capture goal was achieved a remarkable $6.3 billion in new endowments would be realized for the community. Endowments at this level could generate $317 million annually in strategic grant making. About 21% of the major trade center county households are considered high net-worth.

Figure 28 – Summary Findings & Key Indicators

		Major Trade Centers	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$29,330.09	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$14,652.80	$59 Billion	$6 Trillion
	5% Capture (millions)	$732.64	$3 Billion	$308 Billion
	5% Payout (millions)	$36.63	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$126.69	$603 Billion	$75 Trillion
	5% Capture (millions)	$6,334.67	$30 Billion	$4 Trillion
	5% Payout (millions)	$316.73	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	42.6%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	36.0%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	21.4%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	27.1%	24.5%	23.8%
	Percent of Middle Income Households, '09	62.0%	60.9%	55.9%
	Percent of High Income Households, '09	10.9%	14.6%	20.3%
	Average Household Income, '10	$52,678	$61,257	$70,173
	Median Household Income, '10	$43,496	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$125,769	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$98,190	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	#N/A	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	0.25%	0.58%	1.30%
	Annual Population Change, 2010-2060	0.31%	0.75%	0.94%

Minor Trade Center Counties

Minor trade center counties are home to a smaller non-metro city. O'Neill in Holt County and Ogallala in Keith County would be typical examples of minor trade center counties. These counties have a stronger rural character where agricultural real estate plays a greater wealth role in comparison to urban wealth. Based on our update over the next five decades nearly $44 billion of TOW opportunity will come into play. If a 5% capture goal was achieved a remarkable $2.2 billion in new endowments would be realized for the community. Endowments at this level could generate $112 million annually in strategic grant making. About 17% of the minor trade center county households are considered high net-worth.

Figure 29 – Summary Findings & Key Indicators

		Minor Trade Centers	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$8,966.99	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$5,200.33	$59 Billion	$6 Trillion
	5% Capture (millions)	$260.02	$3 Billion	$308 Billion
	5% Payout (millions)	$13.00	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$44.94	$603 Billion	$75 Trillion
	5% Capture (millions)	$2,246.78	$30 Billion	$4 Trillion
	5% Payout (millions)	$112.34	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	44.8%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	38.1%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	17.0%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	28.3%	24.5%	23.8%
	Percent of Middle Income Households, '09	63.4%	60.9%	55.9%
	Percent of High Income Households, '09	8.3%	14.6%	20.3%
	Average Household Income, '10	$45,445	$61,257	$70,173
	Median Household Income, '10	$38,619	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$102,189	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$77,461	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	#N/A	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	-0.48%	0.58%	1.30%
	Annual Population Change, 2010-2060	-0.14%	0.75%	0.94%

Farm Dependent Counties

Farm dependent counties lack an urban center and are predominated by row crop production agriculture. Chase and Webster Counties would be typical examples of farm dependent counties. These counties have relatively small populations, but massive wealth associated with agricultural real estate. Based on our update over the next five decades nearly $18 billion of TOW opportunity will come into play. If a 5% capture goal was achieved a remarkable $904 million in new endowments would be realized for the community. Endowments at this level could generate $45 million annually in strategic grant making. About 16% of the farm dependent county households are considered high net-worth.

Figure 30 – Summary Findings & Key Indicators

		Rural Farm	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$3,625.87	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$2,245.41	$59 Billion	$6 Trillion
	5% Capture (millions)	$112.27	$3 Billion	$308 Billion
	5% Payout (millions)	$5.61	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$18.08	$603 Billion	$75 Trillion
	5% Capture (millions)	$903.81	$30 Billion	$4 Trillion
	5% Payout (millions)	$45.19	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	47.2%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	36.7%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	16.1%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	30.5%	24.5%	23.8%
	Percent of Middle Income Households, '09	62.1%	60.9%	55.9%
	Percent of High Income Households, '09	7.4%	14.6%	20.3%
	Average Household Income, '10	$42,331	$61,257	$70,173
	Median Household Income, '10	$34,875	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$88,354	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$62,369	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	#N/A	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	-0.71%	0.58%	1.30%
	Annual Population Change, 2010-2060	-0.46%	0.75%	0.94%

Ranch Dependent Counties

Ranch dependent counties have very small populations and are predominated by pasture and ranching (typically cattle). Hooker and Banner Counties would be typical examples of ranch dependent counties. These counties have very small populations, but massive wealth associated with agricultural real estate. Based on our update over the next five decades nearly $9 billion of TOW opportunity will come into play. If a 5% capture goal was achieved a remarkable $453 million in new endowments would be realized for the community. Endowments at this level could generate $23 million annually in strategic grant making. About 15% of the ranch dependent county households are considered high net-worth.

Figure 31 – Summary Findings & Key Indicators

		Rural Ranch	Nebraska	U.S.
RESULTS	2010 Current Net Worth (millions)	$1,496.70	$132 Billion	$28 Trillion
	10-Year (2010-2020) Transfer of Wealth (millions)	$1,059.09	$59 Billion	$6 Trillion
	5% Capture (millions)	$52.95	$3 Billion	$308 Billion
	5% Payout (millions)	$2.65	$147 Million	$15 Billion
	50-Year (2010-2060) Transfer of Wealth (billions)	$9.07	$603 Billion	$75 Trillion
	5% Capture (millions)	$453.28	$30 Billion	$4 Trillion
	5% Payout (millions)	$22.66	$1.5 Billion	$188 Billion
WEALTH	Percent of Households with Low Net-Worth, '10	51.1%	39.2%	39.4%
	Percent of Households with Middle Net-Worth, '10	34.4%	33.8%	31.0%
	Percent of Households with High Net-Worth, '10	14.5%	27.0%	29.5%
INCOME	Percent of Low Income Households, '09	32.6%	24.5%	23.8%
	Percent of Middle Income Households, '09	60.0%	60.9%	55.9%
	Percent of High Income Households, '09	7.5%	14.6%	20.3%
	Average Household Income, '10	$40,731	$61,257	$70,173
	Median Household Income, '10	$33,314	$50,665	$54,442
	Average Occupied Housing Unit Value, '10	$101,978	$136,361	$220,131
	Median Occupied Housing Unit Value, '10	$63,101	$111,665	$157,913
	Agricultural Real Estate Value, '10 (millions)	#N/A	$6,332.14	N/A
TREND	Annual Population Change, 1970-2010	-0.75%	0.58%	1.30%
	Annual Population Change, 2010-2060	-0.68%	0.75%	0.94%

Using this Information

It can be helpful to compare one's home county with other counties to more fully appreciate your unique TOW opportunity. Every community has a significant TOW opportunity. Some communities have more or less TOW opportunity based on their size, type of economy, past history and future prospects. Grouping counties according to their **type** creates a more reasonable comparison group that in turn promotes better understanding. Better understanding of **your** TOW opportunity can enable your community to more aggressively act on this opportunity.

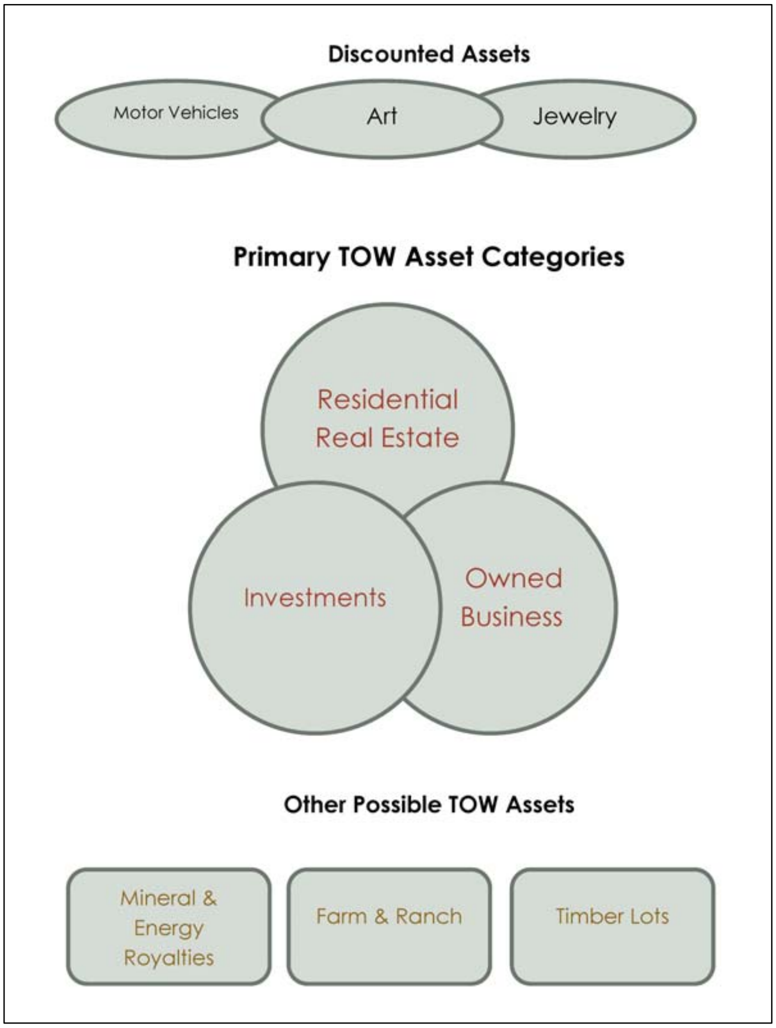
County Level Analysis & Findings

County specific analysis and findings are available for all 93 of Nebraska's Counties. This information is contained in the Project Electronic Library http://bit.ly/qv4aWU and there is a short TOW Opportunity summary report for each county.

Methodology and Use of This Report

Figure 32 provides a visual presentation of household related wealth assets in the United States.

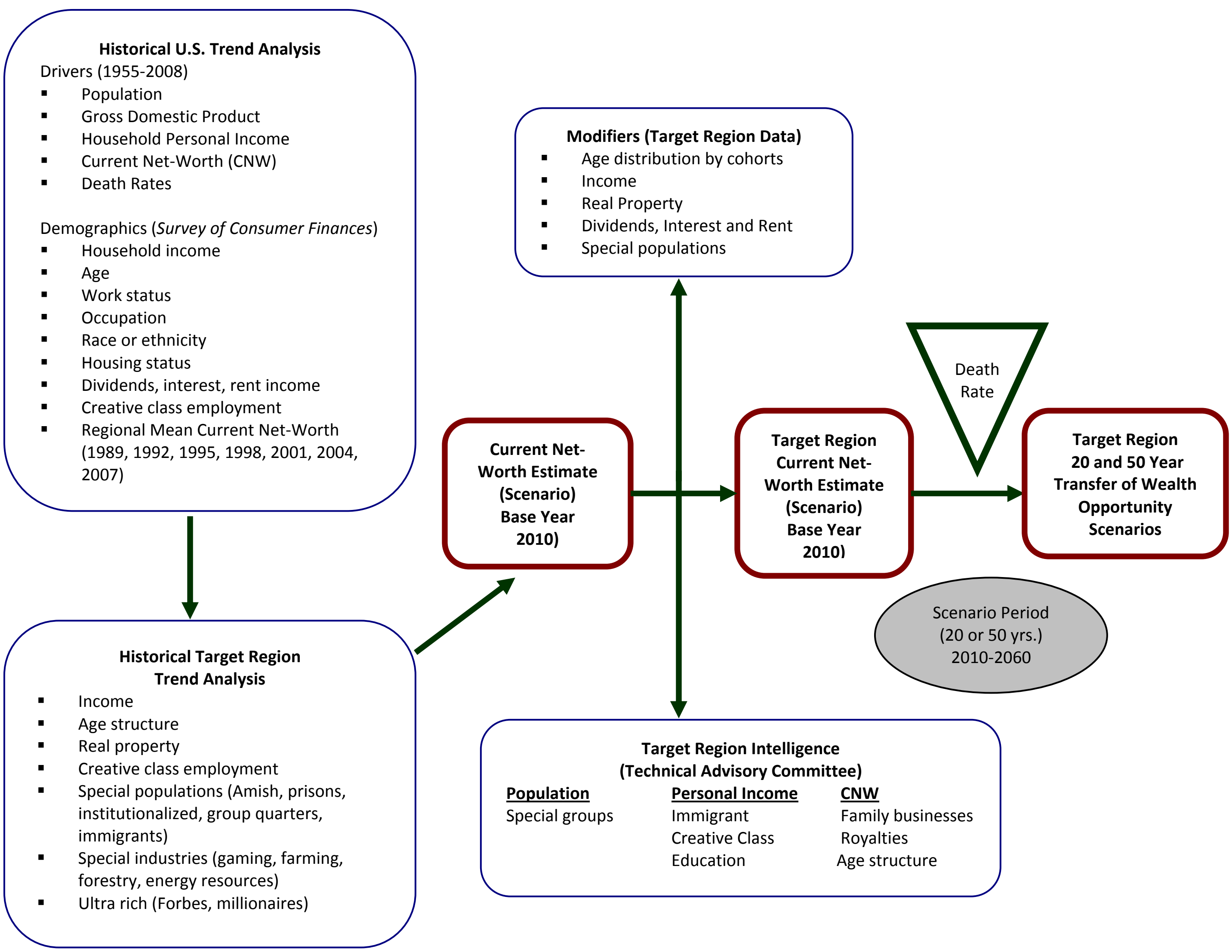
Figure 32 – Household Related Wealth Assets



There are certain assets often defined as "non-financial assets" that are hard to value or depreciate quickly. These include motor vehicles, art and jewelry. In our CNW and TOW analysis we fully discount these assets from our TOW opportunity scenarios. For most communities there are three primary or core household assets categories – residential real estate (including vacation, second & retirement homes), investments like stocks and bonds and ownership in businesses. These assets are discounted in our TOW estimates based on what share of these assets are likely to be available for giveback. America is a very diverse landscape and depending upon the region there are other household assets that can come into play including mineral and energy royalties, farm and ranch real estate and ownership of timber and other natural resources. These assets come into play in those communities where they are important.

Figure 33 provides an illustration of our CNW and TOW scenario model. This figure highlights the basic factors we consider for the estimating process. It is not possible to predict what the TOW opportunity will be, particularly 50 years into the future. We also cannot predict actual giveback rates. We can generate conservative and reasonable scenarios of "likely futures" that can estimate potential for charitable giveback. Our estimates are very conservative and may well underestimate the actual giveback potential.

Figure 33 – Illustration of Methodology Used



The earlier Boston College work provided predictions of likely giveback. We have chosen to not focus our analysis on this kind of estimate. We believe that by focusing on the TOW opportunity and motivating communities to increase philanthropic development, the actual giveback rate can be influenced. We know from actual field experience this is true. This analysis can raise awareness about the potential for giveback, endowment building and grant making capacity. As awareness is raised motivation is increased to act on this remarkable opportunity already present in our communities.

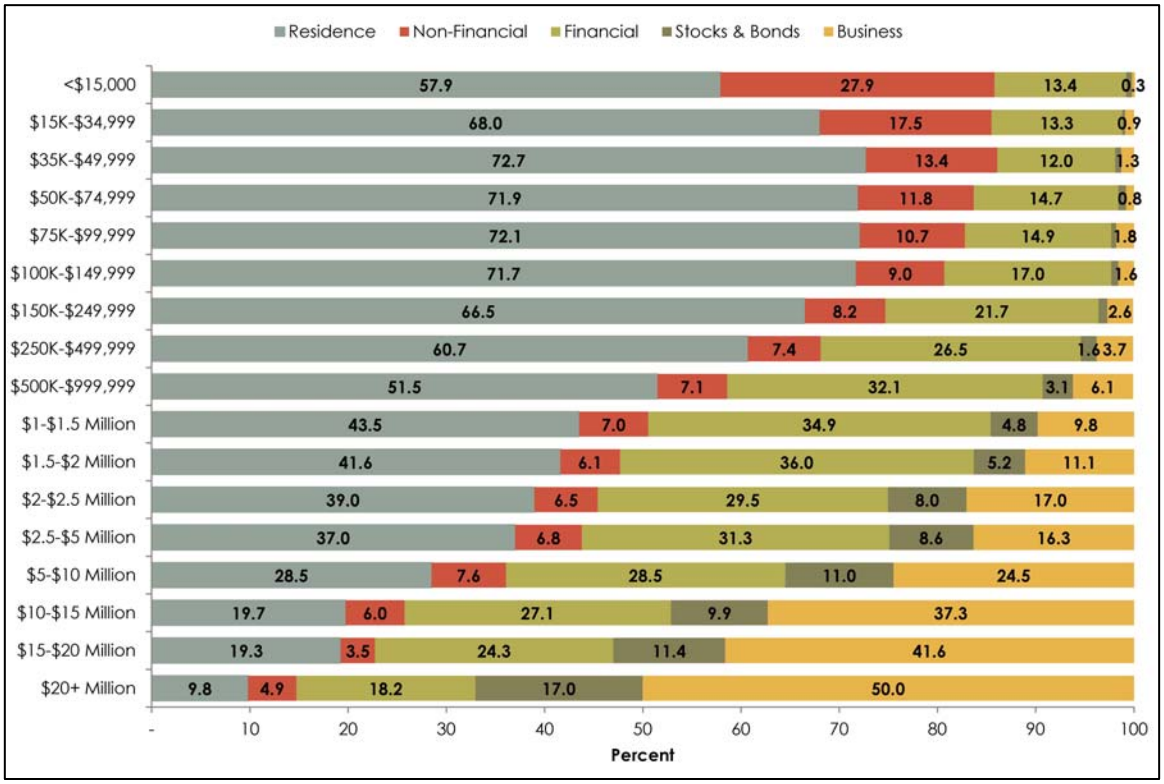
Within our Electronic Library for this Project we have included a paper that provides a more detailed description of our Methodology. Additionally, we have included a paper titled <u>Wealth in America</u> that provides insight on wealth holding and formation in the United States.

Most households giveback to their communities, making donations of time and funds to their churches, local schools and assorted other causes and charities. Giveback is a wildly held cultural tradition in the United States. U.S. and state laws encourage giveback through assorted tax advantages and charitable incentives. Encouraging broad-based giveback is important to most communities. However, the potential for significant charitable giveback is shaped by wealth capacity. Higher net-worth households simply have greater capacity to giveback because they control more wealth. We have prepared analysis on the distribution of assets by type.

Figure 34 provides a graphic illustration of how the asset mix changes with High Net-Worth (HNW) households nationally. While this mix of assets will vary somewhat from geography to geography and vary significantly from wealth holder to wealth holder, the overall pattern is likely to be consistent as we move from national patterns to Nebraska and its counties. For those HNW households with CNW levels of under $5 million a significant portion of their wealth is concentrated in residential real estate, with lesser amounts in financial investments and businesses. Clearly the housing bubble and the Great Recession have reset valuations and significantly impacted this asset component. This reality is reflected in our projections.

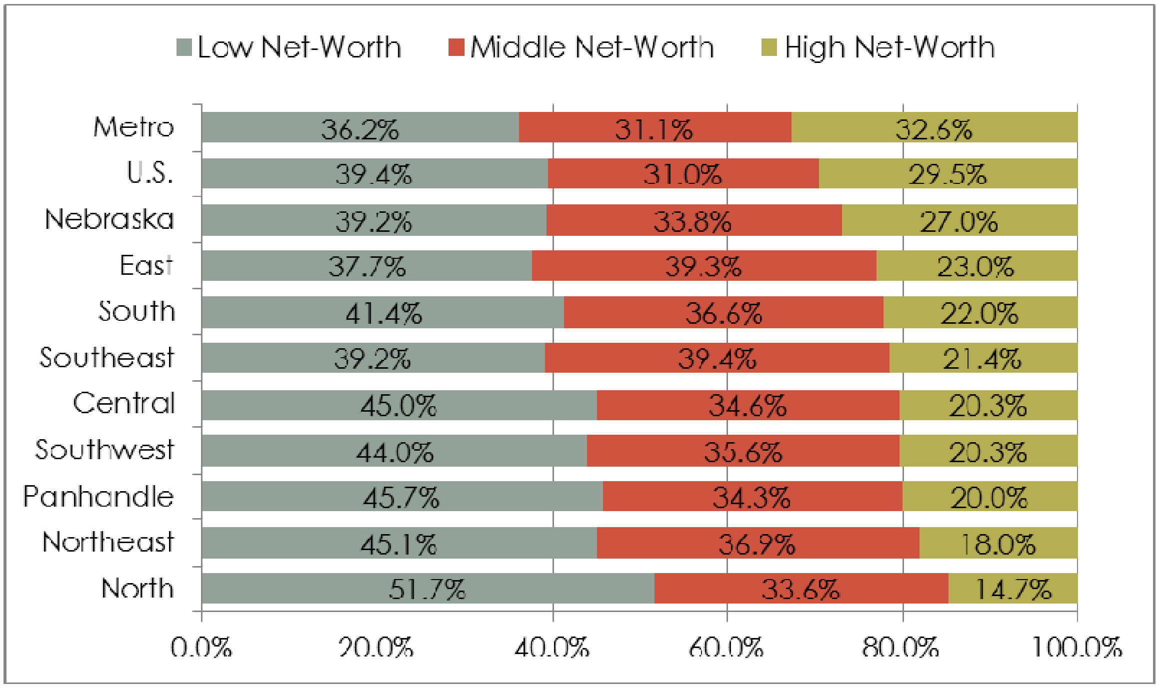
Within the $5 to $10 million group, the allocation of assets is more equal between residential real estate, financial investments and businesses. As we progress to ever higher net-worth households, business holdings surpass financial investments, residential real estate and stocks and bonds ownership. While losses have occurred with the Great Recession in financial investments like stocks, there has been a relatively strong recovery particularly among active traders or higher net-worth investors. The impact on business holdings has been mixed. For those who failed during or following the recession there have been significant losses, and these are likely to be permanent. However, for those businesses that made it through, many are actually stronger with higher valuations today. This mix of impacts will average out somewhat within the entire portfolio of HNW households. Within the cohort, there will be a wide range of good and bad impacts. (*Description of Assets* document at the following link includes a detailed description of financial and non-financial assets http://bit.ly/oi0tHR.)

Figure 34 – Distribution of Assets



Source: The Federal Reserve Board, Survey of Consumer Finances, 2007
*Financial assets include all financial assets but exclude stocks & bonds.
**Non-financial assets include all non-financial assets but exclude residence and business.

Figure 35 – Household Current Net-Worth Shares



Source: ESRI, 2010 Data, January 2011 & RUPRI Center for Rural Entrepreneurship, August 2011.

Discounting Household Current Net-Worth (CNW)

We discount the CNW to better reflect the actual philanthropic opportunity by eliminating assets that are unlikely to become available for giveback.

Additional Resources

There are better data available about national wealth holding, allowing researchers to provide more detailed analysis of trends than can be obtained with state and county level research. This national level analysis creates an important historical context for this Transfer of Wealth work that is useful in identifying the best way to use this study as a foundation for policy and practice. To provide some of this grounding in the study of wealth holding in the U.S., we produced *American Wealth – Household Wealth Holding in America* (*http://bit.ly/omLThD*). This report combines various information sources to create a useful chart book that can quickly help you and your communities better understand the community development philanthropy opportunity.

In addition to this national level picture of wealth holding, we have prepared an electronic library containing additional research and analysis to help develop a deeper understanding of the TOW scenario analysis results and to develop communication messages for sharing this work with others in the state. All of these items can be accessed through the following link http://bit.ly/qv4aWU.

The primary goal of this TOW research is to help individuals, communities, donors and organizations gain a better understanding of the remarkable TOW opportunity. Goal setting is important in our culture and a way of doing business. Individuals, communities and even nations can be mobilized in powerful ways when there are clear goals and opportunities for being part of the effort. The TOW estimates provide not only a good idea of the size of this opportunity, but the ability to set donor development goals that can translate to endowment building and strategic grant making. The 5% TOW capture target used in this analysis is based on early TOW experience in Nebraska and the real experiences of communities that are working toward achieving this goal. It provides a reasonable target for people who care about their communities and regions.

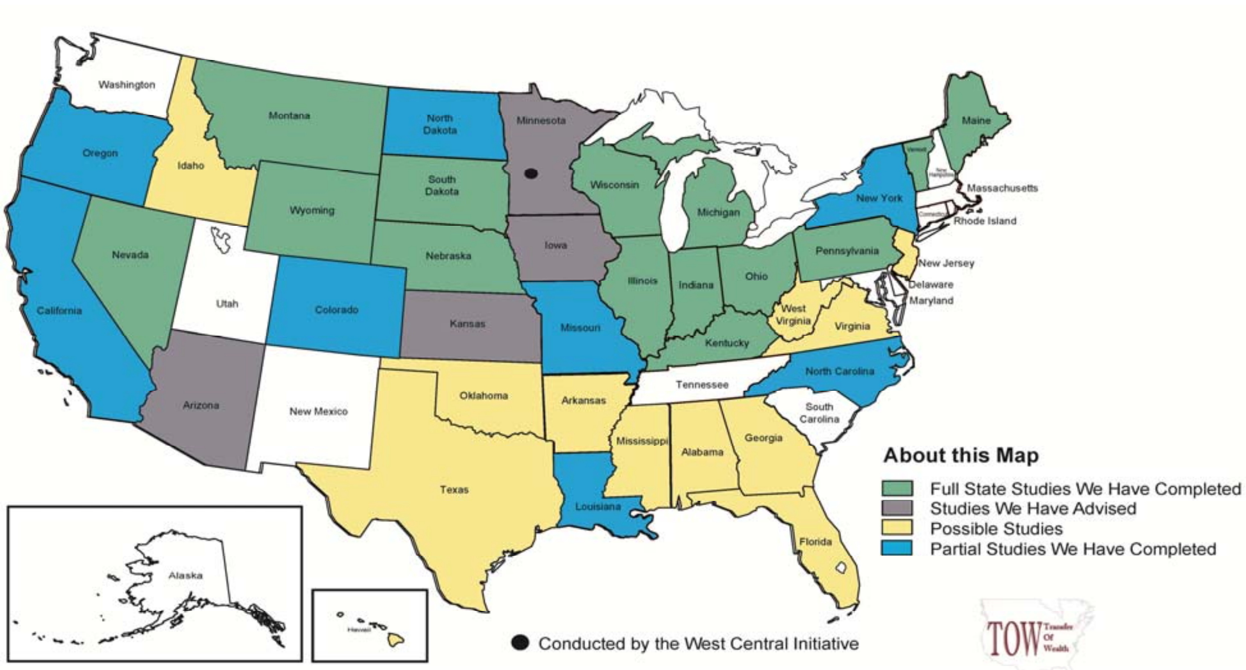
This technical report shares the basic data and background information that you can use to communicate the TOW potential in the communities and regions that you serve. We believe it is important to learn from others who have used TOW as a tool to stimulate strategic discussions. We recommend the following report from the San Diego Foundation as an excellent example of how our partners have communicated about the TOW opportunity to community leaders – *Our Region's Future Funding* (*http://bit.ly/o1bQIE*). Several key features of this report include:

- Elements of a branding campaign including "Strive for 5%" and "Plan Today For Good, For Ever"
- Demonstration of the potential behind TOW capture by showing how actual community projects across the county could be funded through endowments built by capturing just 5% of the TOW opportunity

- Outline of a strategy for what communities can do to translate their affinity for a place (or an interest such as organic community gardens) into an endowment fund

Our experience with TOW is extensive (see map below). Each new study and the work on the ground that grows out of it contribute to the further development of the model and our ability to share promising practices with other communities across North America. To learn more about the RUPRI Center's TOW research and what communities are doing with that learning, contact Don Macke at 402.323.7339 or don@e2mail.org.

Figure 36. Transfer of Wealth Studies Conducted & Advised in the U.S.



Appendix A. Current Net Worth (CNW) and 10 and 50-Year Estimated Transfer of Wealth Opportunity Scenario for Nebraska Counties by Regions

Place	2010 Net Worth *($ billions)*	10 Year TOW *($ billions)*	5% Capture 10 Year TOW *($ millions)*	5% Payout 10 Year TOW *($ millions)*	50 Year TOW *($ billions)*	5% Capture 50 Year TOW *($ millions)*	5% Payout 50 Year TOW *($ millions)*
U.S.	**$28,065.17**	**$6,162.74**	**$308,137.21**	**$15,406.86**	**$75,089.08**	**$3,754,454.06**	**$187,722.70**
Nebraska	**$132.07**	**$58.71**	**$2,935.46**	**$146.77**	**$602.61**	**$30,130.66**	**$1,506.53**
Buffalo County, NE	$2.49	$1.05	$52.67	$2.63	$11.01	$550.67	$27.53
Custer County, NE	$0.62	$0.43	$21.61	$1.08	$3.55	$177.41	$8.87
Dawson County, NE	$1.22	$0.72	$35.92	$1.80	$6.80	$339.83	$16.99
Greeley County, NE	$0.13	$0.11	$5.70	$0.28	$0.91	$45.63	$2.28
Hall County, NE	$3.37	$1.57	$78.28	$3.91	$14.00	$700.05	$35.00
Howard County, NE	$0.34	$0.18	$9.03	$0.45	$1.70	$84.90	$4.25
Sherman County, NE	$0.15	$0.12	$5.94	$0.30	$0.99	$49.29	$2.46
Valley County, NE	$0.21	$0.12	$5.97	$0.30	$0.90	$45.17	$2.26
Central	**$8.53**	**$4.30**	**$215.11**	**$10.76**	**$39.86**	**$1,992.95**	**$99.65**
Butler County, NE	$0.47	$0.25	$12.45	$0.62	$2.36	$118.25	$5.91
Colfax County, NE	$0.53	$0.28	$13.79	$0.69	$2.26	$112.97	$5.65
Dodge County, NE	$2.18	$1.12	$55.91	$2.80	$9.73	$486.69	$24.33
Hamilton County, NE	$0.66	$0.35	$17.73	$0.89	$3.65	$182.39	$9.12
Merrick County, NE	$0.43	$0.25	$12.35	$0.62	$2.11	$105.28	$5.26
Nance County, NE	$0.22	$0.13	$6.46	$0.32	$1.11	$55.57	$2.78
Platte County, NE	$2.09	$0.90	$44.87	$2.24	$7.75	$387.75	$19.39
Polk County, NE	$0.42	$0.23	$11.45	$0.57	$2.09	$104.49	$5.22

Place	2010 Net Worth ($ billions)	10 Year TOW ($ billions)	5% Capture 10 Year TOW ($ millions)	5% Payout 10 Year TOW ($ millions)	50 Year TOW ($ billions)	5% Capture 50 Year TOW ($ millions)	5% Payout 50 Year TOW ($ millions)
Saunders County, NE	$1.41	$0.67	$33.38	$1.67	$7.43	$371.26	$18.56
Seward County, NE	$1.19	$0.48	$24.14	$1.21	$4.47	$223.37	$11.17
York County, NE	$0.92	$0.46	$23.20	$1.16	$4.27	$213.27	$10.66
East	**$10.51**	**$5.11**	**$255.74**	**$12.79**	**$47.23**	**$2,361.29**	**$118.06**
Douglas County, NE	$42.70	$17.05	$852.55	$42.63	$177.88	$8,894.25	$444.71
Lancaster County, NE	$22.57	$9.59	$479.26	$23.96	$111.22	$5,561.20	$278.06
Sarpy County, NE	$15.01	$5.35	$267.39	$13.37	$76.31	$3,815.40	$190.77
Washington County, NE	$1.76	$0.65	$32.30	$1.62	$7.44	$371.95	$18.60
Metro	**$82.04**	**$32.63**	**$1,631.50**	**$81.57**	**$372.86**	**$18,642.80**	**$932.14**
Arthur County, NE	$0.03	$0.03	$1.55	$0.08	$0.27	$13.41	$0.67
Blaine County, NE	$0.03	$0.03	$1.58	$0.08	$0.33	$16.43	$0.82
Boyd County, NE	$0.12	$0.08	$4.16	$0.21	$0.65	$32.51	$1.63
Brown County, NE	$0.17	$0.10	$5.15	$0.26	$0.75	$37.67	$1.88
Cherry County, NE	$0.36	$0.22	$10.87	$0.54	$1.91	$95.35	$4.77
Garfield County, NE	$0.08	$0.06	$2.93	$0.15	$0.44	$21.97	$1.10
Grant County, NE	$0.04	$0.04	$1.77	$0.09	$0.33	$16.59	$0.83
Holt County, NE	$0.59	$0.34	$17.21	$0.86	$2.89	$144.62	$7.23
Hooker County, NE	$0.05	$0.02	$1.17	$0.06	$0.17	$8.56	$0.43
Keya Paha County, NE	$0.07	$0.04	$2.06	$0.10	$0.38	$19.11	$0.96
Logan County, NE	$0.04	$0.03	$1.51	$0.08	$0.29	$14.52	$0.73
Loup County, NE	$0.04	$0.04	$1.79	$0.09	$0.30	$14.83	$0.74
McPherson County, NE	$0.04	$0.02	$1.10	$0.06	$0.20	$10.13	$0.51

Place	2010 Net Worth ($ billions)	10 Year TOW ($ billions)	5% Capture 10 Year TOW ($ millions)	5% Payout 10 Year TOW ($ millions)	50 Year TOW ($ billions)	5% Capture 50 Year TOW ($ millions)	5% Payout 50 Year TOW ($ millions)
Rock County, NE	$0.10	$0.07	$3.34	$0.17	$0.56	$27.98	$1.40
Thomas County, NE	$0.04	$0.03	$1.33	$0.07	$0.23	$11.37	$0.57
Wheeler County, NE	$0.06	$0.04	$2.05	$0.10	$0.45	$22.27	$1.11
North	**$1.85**	**$1.19**	**$59.56**	**$2.98**	**$10.15**	**$507.32**	**$25.37**
Antelope County, NE	$0.37	$0.22	$10.92	$0.55	$2.12	$105.81	$5.29
Boone County, NE	$0.36	$0.21	$10.55	$0.53	$1.77	$88.51	$4.43
Burt County, NE	$0.39	$0.22	$10.76	$0.54	$1.90	$94.95	$4.75
Cedar County, NE	$0.47	$0.26	$13.16	$0.66	$2.20	$110.11	$5.51
Cuming County, NE	$0.59	$0.32	$15.85	$0.79	$2.53	$126.64	$6.33
Dakota County, NE	$1.03	$0.49	$24.49	$1.22	$5.02	$250.85	$12.54
Dixon County, NE	$0.28	$0.15	$7.58	$0.38	$1.35	$67.73	$3.39
Knox County, NE	$0.38	$0.25	$12.56	$0.63	$1.84	$91.75	$4.59
Madison County, NE	$1.68	$0.73	$36.27	$1.81	$5.82	$290.81	$14.54
Pierce County, NE	$0.39	$0.21	$10.61	$0.53	$2.08	$104.01	$5.20
Stanton County, NE	$0.31	$0.17	$8.31	$0.42	$1.67	$83.40	$4.17
Thurston County, NE	$0.21	$0.13	$6.68	$0.33	$1.24	$62.19	$3.11
Wayne County, NE	$0.43	$0.21	$10.46	$0.52	$1.91	$95.63	$4.78
Northeast	**$6.88**	**$3.56**	**$178.21**	**$8.91**	**$31.45**	**$1,572.39**	**$78.62**
Adams County, NE	$2.18	$1.14	$57.01	$2.85	$10.04	$502.07	$25.10
Franklin County, NE	$0.19	$0.12	$5.98	$0.30	$0.96	$48.12	$2.41
Furnas County, NE	$0.29	$0.17	$8.63	$0.43	$1.28	$64.17	$3.21
Gosper County, NE	$0.19	$0.10	$4.76	$0.24	$0.81	$40.31	$2.02
Harlan County, NE	$0.21	$0.12	$5.86	$0.29	$0.96	$48.00	$2.40

Place	2010 Net Worth ($ billions)	10 Year TOW ($ billions)	5% Capture 10 Year TOW ($ millions)	5% Payout 10 Year TOW ($ millions)	50 Year TOW ($ billions)	5% Capture 50 Year TOW ($ millions)	5% Payout 50 Year TOW ($ millions)
Kearney County, NE	$0.42	$0.26	$12.82	$0.64	$2.55	$127.69	$6.38
Phelps County, NE	$0.69	$0.36	$17.79	$0.89	$2.91	$145.39	$7.27
Webster County, NE	$0.21	$0.14	$6.98	$0.35	$1.02	$51.23	$2.56
South	**$4.38**	**$2.40**	**$119.82**	**$5.99**	**$20.54**	**$1,026.99**	**$51.35**
Cass County, NE	$2.27	$0.92	$46.25	$2.31	$10.72	$535.85	$26.79
Clay County, NE	$0.41	$0.23	$11.66	$0.58	$2.12	$106.09	$5.30
Fillmore County, NE	$0.41	$0.22	$11.17	$0.56	$1.97	$98.39	$4.92
Gage County, NE	$1.28	$0.68	$33.94	$1.70	$5.63	$281.71	$14.09
Jefferson County, NE	$0.47	$0.25	$12.37	$0.62	$1.83	$91.38	$4.57
Johnson County, NE	$0.24	$0.11	$5.29	$0.26	$0.79	$39.68	$1.98
Nemaha County, NE	$0.40	$0.22	$11.01	$0.55	$1.82	$90.75	$4.54
Nuckolls County, NE	$0.26	$0.16	$8.11	$0.41	$1.31	$65.59	$3.28
Otoe County, NE	$0.94	$0.49	$24.63	$1.23	$4.38	$219.12	$10.96
Pawnee County, NE	$0.17	$0.13	$6.33	$0.32	$0.92	$45.90	$2.29
Richardson County, NE	$0.37	$0.29	$14.39	$0.72	$2.32	$115.76	$5.79
Saline County, NE	$0.71	$0.36	$17.82	$0.89	$3.36	$167.98	$8.40
Thayer County, NE	$0.33	$0.21	$10.34	$0.52	$1.64	$82.00	$4.10
Southeast	**$8.24**	**$4.27**	**$213.29**	**$10.66**	**$38.80**	**$1,940.20**	**$97.01**
Chase County, NE	$0.28	$0.14	$6.94	$0.35	$1.17	$58.72	$2.94
Dundy County, NE	$0.14	$0.10	$5.10	$0.25	$0.91	$45.32	$2.27
Frontier County, NE	$0.18	$0.12	$6.18	$0.31	$1.07	$53.26	$2.66
Hayes County, NE	$0.08	$0.06	$2.91	$0.15	$0.55	$27.64	$1.38
Hitchcock County, NE	$0.15	$0.10	$4.81	$0.24	$0.75	$37.38	$1.87

Place	2010 Net Worth ($ billions)	10 Year TOW ($ billions)	5% Capture 10 Year TOW ($ millions)	5% Payout 10 Year TOW ($ millions)	50 Year TOW ($ billions)	5% Capture 50 Year TOW ($ millions)	5% Payout 50 Year TOW ($ millions)
Keith County, NE	$0.50	$0.27	$13.72	$0.69	$2.05	$102.46	$5.12
Lincoln County, NE	$2.32	$1.05	$52.33	$2.62	$8.76	$438.02	$21.90
Perkins County, NE	$0.23	$0.13	$6.41	$0.32	$1.21	$60.36	$3.02
Red Willow County, NE	$0.45	$0.32	$15.86	$0.79	$2.42	$120.79	$6.04
Southwest	**$4.34**	**$2.29**	**$114.25**	**$5.71**	**$18.88**	**$943.95**	**$47.20**
Banner County, NE	$0.08	$0.04	$1.92	$0.10	$0.38	$19.21	$0.96
Box Butte County, NE	$0.69	$0.37	$18.46	$0.92	$2.77	$138.28	$6.91
Cheyenne County, NE	$0.64	$0.37	$18.62	$0.93	$3.35	$167.39	$8.37
Dawes County, NE	$0.49	$0.25	$12.49	$0.62	$2.01	$100.62	$5.03
Deuel County, NE	$0.13	$0.09	$4.44	$0.22	$0.72	$36.10	$1.81
Garden County, NE	$0.13	$0.12	$6.10	$0.31	$0.93	$46.64	$2.33
Kimball County, NE	$0.26	$0.16	$7.99	$0.40	$1.14	$56.99	$2.85
Morrill County, NE	$0.23	$0.14	$7.23	$0.36	$1.19	$59.37	$2.97
Scotts Bluff County, NE	$2.30	$1.16	$57.77	$2.89	$8.25	$412.56	$20.63
Sheridan County, NE	$0.28	$0.20	$9.96	$0.50	$1.52	$75.84	$3.79
Sioux County, NE	$0.09	$0.06	$2.99	$0.15	$0.60	$29.77	$1.49
Panhandle	**$5.32**	**$2.96**	**$147.98**	**$7.40**	**$22.86**	**$1,142.77**	**$57.14**

Appendix B. Current Net Worth (CNW) and 10 and 50-Year Estimated Transfer of Wealth Opportunity Scenario for Nebraska Counties by County Type

Place	2010 Net Worth *($ billions)*	10 Year TOW *($ billions)*	5% Capture 10 Year TOW *($ millions)*	5% Payout 10 Year TOW *($ millions)*	50 Year TOW *($ billions)*	5% Capture 50 Year TOW *($ millions)*	5% Payout 50 Year TOW *($ millions)*
U.S.	**$28,065.17**	**$6,162.74**	**$308,137.21**	**$15,406.86**	**$75,089.08**	**$3,754,454.06**	**$187,722.70**
Nebraska	**$132.07**	**$58.71**	**$2,935.46**	**$146.77**	**$602.61**	**$30,130.66**	**$1,506.53**
Lancaster County, NE	**$22.57**	**$9.59**	**$479.26**	**$23.96**	**$111.22**	**$5,561.20**	**$278.06**
Adams County, NE	$2.18	$1.14	$57.01	$2.85	$10.04	$502.07	$25.10
Box Butte County, NE	$0.69	$0.37	$18.46	$0.92	$2.77	$138.28	$6.91
Buffalo County, NE	$2.49	$1.05	$52.67	$2.63	$11.01	$550.67	$27.53
Cheyenne County, NE	$0.64	$0.37	$18.62	$0.93	$3.35	$167.39	$8.37
Colfax County, NE	$0.53	$0.28	$13.79	$0.69	$2.26	$112.97	$5.65
Cuming County, NE	$0.59	$0.32	$15.85	$0.79	$2.53	$126.64	$6.33
Custer County, NE	$0.62	$0.43	$21.61	$1.08	$3.55	$177.41	$8.87
Dawes County, NE	$0.49	$0.25	$12.49	$0.62	$2.01	$100.62	$5.03
Dawson County, NE	$1.22	$0.72	$35.92	$1.80	$6.80	$339.83	$16.99
Dodge County, NE	$2.18	$1.12	$55.91	$2.80	$9.73	$486.69	$24.33
Gage County, NE	$1.28	$0.68	$33.94	$1.70	$5.63	$281.71	$14.09
Hall County, NE	$3.37	$1.57	$78.28	$3.91	$14.00	$700.05	$35.00
Hamilton County, NE	$0.66	$0.35	$17.73	$0.89	$3.65	$182.39	$9.12
Holt County, NE	$0.59	$0.34	$17.21	$0.86	$2.89	$144.62	$7.23
Lincoln County, NE	$2.32	$1.05	$52.33	$2.62	$8.76	$438.02	$21.90
Madison County, NE	$1.68	$0.73	$36.27	$1.81	$5.82	$290.81	$14.54

Place	2010 Net Worth *($ billions)*	10 Year TOW *($ billions)*	5% Capture 10 Year TOW *($ millions)*	5% Payout 10 Year TOW *($ millions)*	50 Year TOW *($ billions)*	5% Capture 50 Year TOW *($ millions)*	5% Payout 50 Year TOW *($ millions)*
U.S.	**$28,065.17**	**$6,162.74**	**$308,137.21**	**$15,406.86**	**$75,089.08**	**$3,754,454.06**	**$187,722.70**
Nebraska	**$132.07**	**$58.71**	**$2,935.46**	**$146.77**	**$602.61**	**$30,130.66**	**$1,506.53**
Otoe County, NE	$0.94	$0.49	$24.63	$1.23	$4.38	$219.12	$10.96
Phelps County, NE	$0.69	$0.36	$17.79	$0.89	$2.91	$145.39	$7.27
Platte County, NE	$2.09	$0.90	$44.87	$2.24	$7.75	$387.75	$19.39
Red Willow County, NE	$0.45	$0.32	$15.86	$0.79	$2.42	$120.79	$6.04
Scotts Bluff County, NE	$2.30	$1.16	$57.77	$2.89	$8.25	$412.56	$20.63
Wayne County, NE	$0.43	$0.21	$10.46	$0.52	$1.91	$95.63	$4.78
York County, NE	$0.92	$0.46	$23.20	$1.16	$4.27	$213.27	$10.66
Major Trade Centers	**$29.33**	**$14.65**	**$732.64**	**$36.63**	**$126.69**	**$6,334.67**	**$316.73**
Cass County, NE	$2.27	$0.92	$46.25	$2.31	$10.72	$535.85	$26.79
Saline County, NE	$0.71	$0.36	$17.82	$0.89	$3.36	$167.98	$8.40
Saunders County, NE	$1.41	$0.67	$33.38	$1.67	$7.43	$371.26	$18.56
Seward County, NE	$1.19	$0.48	$24.14	$1.21	$4.47	$223.37	$11.17
Metro Adjacent	**$5.58**	**$2.43**	**$121.59**	**$6.08**	**$25.97**	**$1,298.46**	**$64.92**
Antelope County, NE	$0.37	$0.22	$10.92	$0.55	$2.12	$105.81	$5.29
Boone County, NE	$0.36	$0.21	$10.55	$0.53	$1.77	$88.51	$4.43
Burt County, NE	$0.39	$0.22	$10.76	$0.54	$1.90	$94.95	$4.75
Butler County, NE	$0.47	$0.25	$12.45	$0.62	$2.36	$118.25	$5.91
Cedar County, NE	$0.47	$0.26	$13.16	$0.66	$2.20	$110.11	$5.51
Cherry County, NE	$0.36	$0.22	$10.87	$0.54	$1.91	$95.35	$4.77
Clay County, NE	$0.41	$0.23	$11.66	$0.58	$2.12	$106.09	$5.30
Dixon County, NE	$0.28	$0.15	$7.58	$0.38	$1.35	$67.73	$3.39

Place	2010 Net Worth *($ billions)*	10 Year TOW *($ billions)*	5% Capture 10 Year TOW *($ millions)*	5% Payout 10 Year TOW *($ millions)*	50 Year TOW *($ billions)*	5% Capture 50 Year TOW *($ millions)*	5% Payout 50 Year TOW *($ millions)*
U.S.	**$28,065.17**	**$6,162.74**	**$308,137.21**	**$15,406.86**	**$75,089.08**	**$3,754,454.06**	**$187,722.70**
Nebraska	**$132.07**	**$58.71**	**$2,935.46**	**$146.77**	**$602.61**	**$30,130.66**	**$1,506.53**
Fillmore County, NE	$0.41	$0.22	$11.17	$0.56	$1.97	$98.39	$4.92
Howard County, NE	$0.34	$0.18	$9.03	$0.45	$1.70	$84.90	$4.25
Jefferson County, NE	$0.47	$0.25	$12.37	$0.62	$1.83	$91.38	$4.57
Johnson County, NE	$0.24	$0.11	$5.29	$0.26	$0.79	$39.68	$1.98
Kearney County, NE	$0.42	$0.26	$12.82	$0.64	$2.55	$127.69	$6.38
Keith County, NE	$0.50	$0.27	$13.72	$0.69	$2.05	$102.46	$5.12
Knox County, NE	$0.38	$0.25	$12.56	$0.63	$1.84	$91.75	$4.59
Merrick County, NE	$0.43	$0.25	$12.35	$0.62	$2.11	$105.28	$5.26
Nemaha County, NE	$0.40	$0.22	$11.01	$0.55	$1.82	$90.75	$4.54
Pierce County, NE	$0.39	$0.21	$10.61	$0.53	$2.08	$104.01	$5.20
Polk County, NE	$0.42	$0.23	$11.45	$0.57	$2.09	$104.49	$5.22
Richardson County, NE	$0.37	$0.29	$14.39	$0.72	$2.32	$115.76	$5.79
Sheridan County, NE	$0.28	$0.20	$9.96	$0.50	$1.52	$75.84	$3.79
Stanton County, NE	$0.31	$0.17	$8.31	$0.42	$1.67	$83.40	$4.17
Thayer County, NE	$0.33	$0.21	$10.34	$0.52	$1.64	$82.00	$4.10
Thurston County, NE	$0.21	$0.13	$6.68	$0.33	$1.24	$62.19	$3.11
Minor Trade Centers	**$8.97**	**$5.20**	**$260.02**	**$13.00**	**$44.94**	**$2,246.78**	**$112.34**
Douglas County, NE	$42.70	$17.05	$852.55	$42.63	$177.88	$8,894.25	$444.71
Sarpy County, NE	$15.01	$5.35	$267.39	$13.37	$76.31	$3,815.40	$190.77
Washington County, NE	$1.76	$0.65	$32.30	$1.62	$7.44	$371.95	$18.60
Omaha Metro	**$59.48**	**$23.04**	**$1,152.24**	**$57.61**	**$261.63**	**$13,081.60**	**$654.08**

Place	2010 Net Worth *($ billions)*	10 Year TOW *($ billions)*	5% Capture 10 Year TOW *($ millions)*	5% Payout 10 Year TOW *($ millions)*	50 Year TOW *($ billions)*	5% Capture 50 Year TOW *($ millions)*	5% Payout 50 Year TOW *($ millions)*
U.S.	**$28,065.17**	**$6,162.74**	**$308,137.21**	**$15,406.86**	**$75,089.08**	**$3,754,454.06**	**$187,722.70**
Nebraska	**$132.07**	**$58.71**	**$2,935.46**	**$146.77**	**$602.61**	**$30,130.66**	**$1,506.53**
Boyd County, NE	$0.12	$0.08	$4.16	$0.21	$0.65	$32.51	$1.63
Chase County, NE	$0.28	$0.14	$6.94	$0.35	$1.17	$58.72	$2.94
Deuel County, NE	$0.13	$0.09	$4.44	$0.22	$0.72	$36.10	$1.81
Dundy County, NE	$0.14	$0.10	$5.10	$0.25	$0.91	$45.32	$2.27
Franklin County, NE	$0.19	$0.12	$5.98	$0.30	$0.96	$48.12	$2.41
Furnas County, NE	$0.29	$0.17	$8.63	$0.43	$1.28	$64.17	$3.21
Garfield County, NE	$0.08	$0.06	$2.93	$0.15	$0.44	$21.97	$1.10
Gosper County, NE	$0.19	$0.10	$4.76	$0.24	$0.81	$40.31	$2.02
Harlan County, NE	$0.21	$0.12	$5.86	$0.29	$0.96	$48.00	$2.40
Keya Paha County, NE	$0.07	$0.04	$2.06	$0.10	$0.38	$19.11	$0.96
Kimball County, NE	$0.26	$0.16	$7.99	$0.40	$1.14	$56.99	$2.85
Morrill County, NE	$0.23	$0.14	$7.23	$0.36	$1.19	$59.37	$2.97
Nance County, NE	$0.22	$0.13	$6.46	$0.32	$1.11	$55.57	$2.78
Nuckolls County, NE	$0.26	$0.16	$8.11	$0.41	$1.31	$65.59	$3.28
Pawnee County, NE	$0.17	$0.13	$6.33	$0.32	$0.92	$45.90	$2.29
Perkins County, NE	$0.23	$0.13	$6.41	$0.32	$1.21	$60.36	$3.02
Sherman County, NE	$0.15	$0.12	$5.94	$0.30	$0.99	$49.29	$2.46
Valley County, NE	$0.21	$0.12	$5.97	$0.30	$0.90	$45.17	$2.26
Webster County, NE	$0.21	$0.14	$6.98	$0.35	$1.02	$51.23	$2.56
Rural Farm	**$3.63**	**$2.25**	**$112.27**	**$5.61**	**$18.08**	**$903.81**	**$45.19**

Place	2010 Net Worth *($ billions)*	10 Year TOW *($ billions)*	5% Capture 10 Year TOW *($ millions)*	5% Payout 10 Year TOW *($ millions)*	50 Year TOW *($ billions)*	5% Capture 50 Year TOW *($ millions)*	5% Payout 50 Year TOW *($ millions)*
U.S.	**$28,065.17**	**$6,162.74**	**$308,137.21**	**$15,406.86**	**$75,089.08**	**$3,754,454.06**	**$187,722.70**
Nebraska	**$132.07**	**$58.71**	**$2,935.46**	**$146.77**	**$602.61**	**$30,130.66**	**$1,506.53**
Arthur County, NE	$0.03	$0.03	$1.55	$0.08	$0.27	$13.41	$0.67
Banner County, NE	$0.08	$0.04	$1.92	$0.10	$0.38	$19.21	$0.96
Blaine County, NE	$0.03	$0.03	$1.58	$0.08	$0.33	$16.43	$0.82
Brown County, NE	$0.17	$0.10	$5.15	$0.26	$0.75	$37.67	$1.88
Frontier County, NE	$0.18	$0.12	$6.18	$0.31	$1.07	$53.26	$2.66
Garden County, NE	$0.13	$0.12	$6.10	$0.31	$0.93	$46.64	$2.33
Grant County, NE	$0.04	$0.04	$1.77	$0.09	$0.33	$16.59	$0.83
Greeley County, NE	$0.13	$0.11	$5.70	$0.28	$0.91	$45.63	$2.28
Hayes County, NE	$0.08	$0.06	$2.91	$0.15	$0.55	$27.64	$1.38
Hitchcock County, NE	$0.15	$0.10	$4.81	$0.24	$0.75	$37.38	$1.87
Hooker County, NE	$0.05	$0.02	$1.17	$0.06	$0.17	$8.56	$0.43
Logan County, NE	$0.04	$0.03	$1.51	$0.08	$0.29	$14.52	$0.73
Loup County, NE	$0.04	$0.04	$1.79	$0.09	$0.30	$14.83	$0.74
McPherson County, NE	$0.04	$0.02	$1.10	$0.06	$0.20	$10.13	$0.51
Rock County, NE	$0.10	$0.07	$3.34	$0.17	$0.56	$27.98	$1.40
Sioux County, NE	$0.09	$0.06	$2.99	$0.15	$0.60	$29.77	$1.49
Thomas County, NE	$0.04	$0.03	$1.33	$0.07	$0.23	$11.37	$0.57
Wheeler County, NE	$0.06	$0.04	$2.05	$0.10	$0.45	$22.27	$1.11
Rural Ranch	**$1.50**	**$1.06**	**$52.95**	**$2.65**	**$9.07**	**$453.28**	**$22.66**
Dakota County, NE	**$1.03**	**$0.49**	**$24.49**	**$1.22**	**$5.02**	**$250.85**	**$12.54**

The RUPRI Center for Rural Entrepreneurship is the focal point for energizing entrepreneurial communities where entrepreneurs can flourish. Created in 2001 with founding support from the Kauffman Foundation and the Rural Policy Research Institute (RUPRI), the RUPRI Center is located jointly in Nebraska and North Carolina. The RUPRI Center's work to date has been to develop the knowledge base of effective entrepreneurship practices and to share that knowledge through training and strategic engagement across rural America. Working with economic development practitioners and researchers, the RUPRI Center conducts practice-driven research and evaluation that serves as the basis for developing insights into model practices and other learning. The RUPRI Center is committed to connecting economic development practitioners and policy makers to the resources needed to energize entrepreneurs and implement entrepreneurship as a core economic development strategy. To learn more about the RUPRI Center, visit www.energizingentrepreneurs.org.

*The Rural Policy Research Institute (RUPRI) functions as a national scientific research center, identifying and mobilizing teams of researchers and practitioners across the nation and internationally to investigate complex and emerging issues in rural and regional development. Since its founding in 1990, RUPRI's mission has been to provide independent analysis and information on the challenges, needs, and opportunities facing rural places and people. Its activities include research, policy analysis, outreach, and the development of decision support tools. These are conducted through a small core team in Missouri and Washington DC, and through three centers, **including the Center for Rural Entrepreneurship**, and a number of joint initiatives and panels located across the United States. RUPRI was created as a joint program of Iowa State University, the University of Missouri, and the University of Nebraska, and is now housed at the Harry S. Truman School of Public Affairs at the University of Missouri. To learn more about RUPRI, visit www.rupri.org.*

The Inter-Generational Transfer of Wealth (TOW) analysis is a service of the RUPRI Center for Rural Entrepreneurship. Original founding support to develop our TOW analysis was provided by the Nebraska Community Foundation (NCF). For more information about NCF, visit www.nebcommfound.org. Subsequent and ongoing support for the RUPRI Center for Rural Entrepreneurship and our TOW Analysis is being provided by RUPRI and regional funding partners. The authors of this study include Don Macke (Project Leader), Ahmet Binerer (Research Analyst), and Dr. Deborah Markley (Editor).