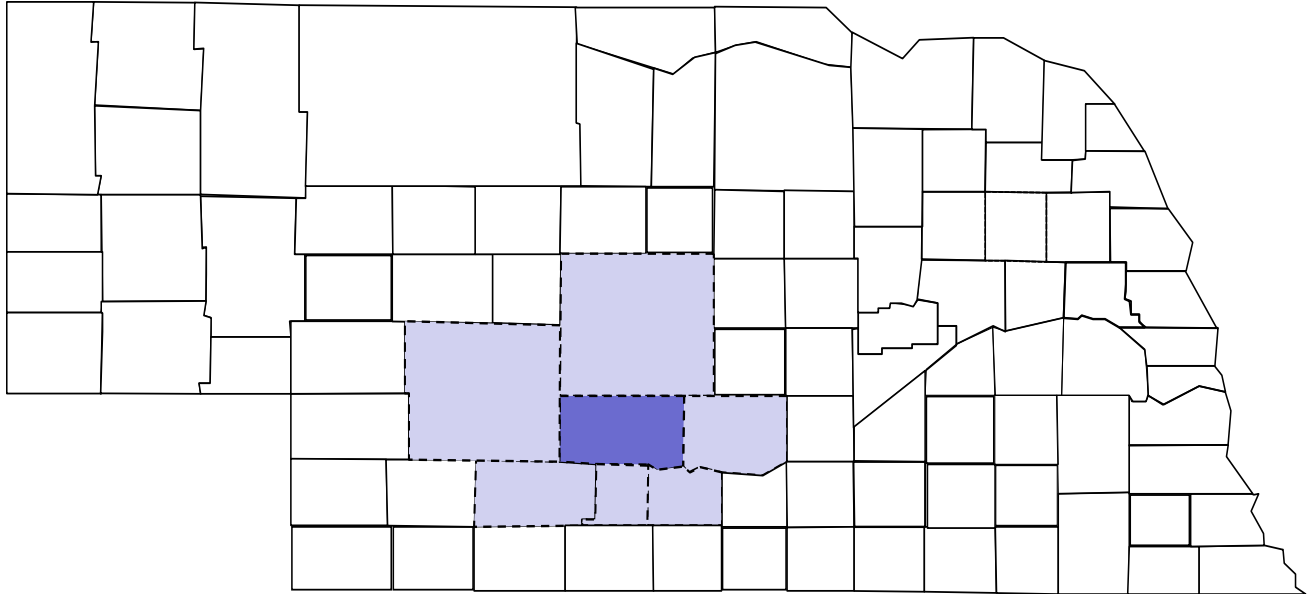


Economic and Demographic Trends

Dawson County and the Surrounding Area



December 2015

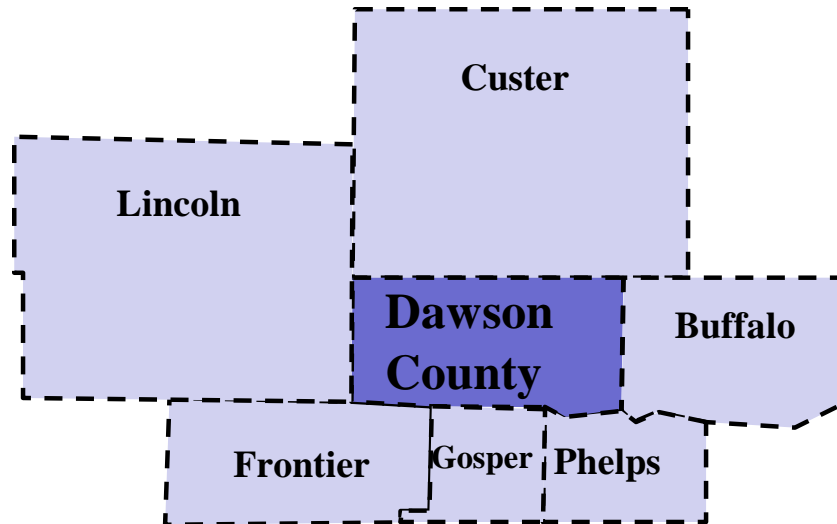
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Economic and Demographic Trends in Dawson County and the Surrounding Area



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Dawson County. For select measures, comparable data are provided for the surrounding area (selected counties and communities). The map featured above shows the general area for which selected comparable data are shown. In addition to Dawson County, other counties included in this area are Buffalo, Custer, Frontier, Gosper, Lincoln, and Phelps. The retail sales section also compares retail growth between Lexington and eight other similarly sized Nebraska communities.

Labor Force and Employment

Table 1 and Charts 1–5 (next pages) present nonfarm wage and salary data for Dawson County for the period 2005–2014. Nonfarm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS).

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

- Natural Resources & Mining
- Construction
- Manufacturing
- Trade, Transportation & Utilities
- Information
- Financial Activities
- Professional & Business Services
- Education & Health Services
- Leisure & Hospitality
- Other Services (except Public)
- Government

The measure of employment reported in Table 1 (below) is data on the number of people employed in the non-agriculture wage and salary sector in Dawson County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Dawson County increased 5.8 percent (630 jobs) between 2005 and 2014.

Table 1 also provides employment data for Dawson County by major economic sector for years 2005–2014. Of the sectors reporting complete data, the Construction sector recorded the largest percentage increase in employment between 2005 and 2014 (61.4 percent or 159 jobs). The Education & Health Services sector recorded the largest actual employment increase between 2005 and 2014 (228 jobs or 39.9 percent).

Table 1

**Non-Farm Wage & Salary Employment Trends, Dawson County, Nebraska
Selected Years: 2005–2014**

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change 2005-2014	# Change 2005-2014
Non-farm Employment (W&S)	10,926	11,246	11,265	11,234	11,230	11,156	10,990	11,235	11,358	11,556	5.8	630
Total Private Industries	8,931	9,232	9,252	9,188	9,107	9,043	8,922	9,121	9,232	9,372	4.9	441
Goods Producing	4,273	4,504	4,590	4,544	4,460	4,482	4,337	4,251	4,374	4,444	4.0	171
Natural Resources & Mining	327	324	333	366	394	424	414	405	429	434	32.7	107
Construction	259	259	418	305	274	325	301	322	355	418	61.4	159
Manufacturing	3,686	3,920	3,838	3,873	3,791	3,734	3,623	3,524	3,590	3,592	-2.6	-94
Service Providing	4,658	4,728	4,662	4,644	4,647	4,561	4,585	4,870	4,858	4,928	5.8	270
Trade, Transportation & Utilities	2,079	2,043	1,975	1,914	1,898	1,857	1,878	1,891	1,942	2,012	-3.2	-67
Information	102	104	97	104	104	96	96	94	94	89	-12.7	-13
Financial Activities	326	319	323	322	343	332	327	319	313	314	-3.7	-12
Professional & Business Services	589	610	624	599	628	617	574	711	651	647	9.8	58
Education & Health Services	572	620	652	687	682	688	721	725	814	800	39.9	228
Leisure & Hospitality	757	805	761	763	725	709	755	821	801	826	9.1	69
Other Services, except Public	232	226	231	255	266	262	234	309	244	241	3.9	9
Government	1,996	2,015	2,013	2,046	2,123	2,113	2,068	2,114	2,126	2,184	9.4	188
Federal	110	108	107	107	109	118	106	104	101	104	-5.5	-6
State	95	94	100	97	96	97	107	135	143	150	57.9	55
Local	1,791	1,813	1,806	1,842	1,918	1,899	1,855	1,876	1,883	1,931	7.8	140

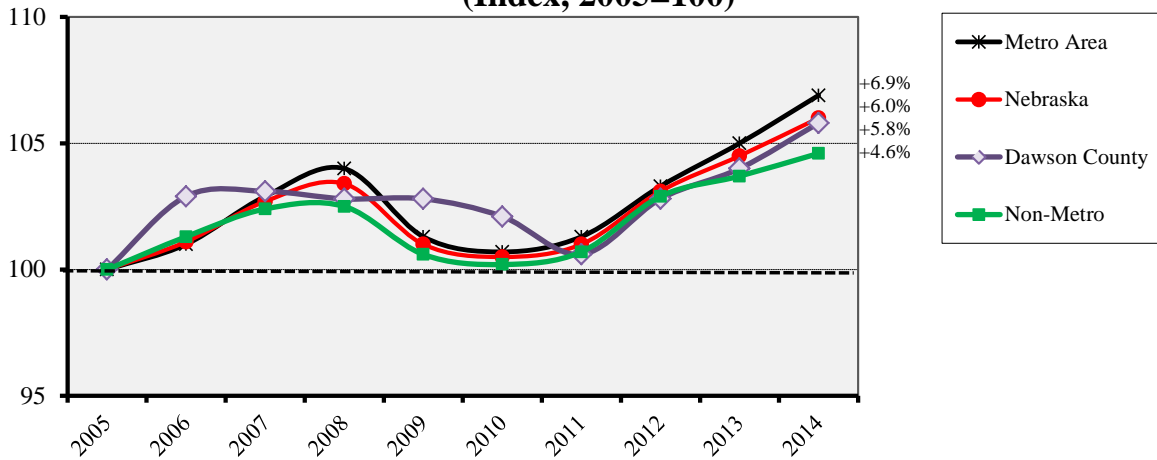
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2015
Labor Force & Work Force Summary, 2005-2014, Annually, Dawson County (June 2015 data)

Chart 1 (next page) compares total nonfarm wage and salary employment growth in Dawson County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2005–2014. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

As this chart indicates, total non-farm wage and salary employment in Dawson County increased 5.8 percent (630 jobs) from 2005 to 2014, compared to a 6.0 percent increase for Nebraska as a whole, a 6.9 percent increase in metropolitan Nebraska, and a 4.6 percent increase in non-metropolitan Nebraska.

Chart 1

**Nonfarm (W&S) Employment, Dawson County, Nebraska,
Metro, and Non-Metro Nebraska, 2005-2014
(Index, 2005=100)**

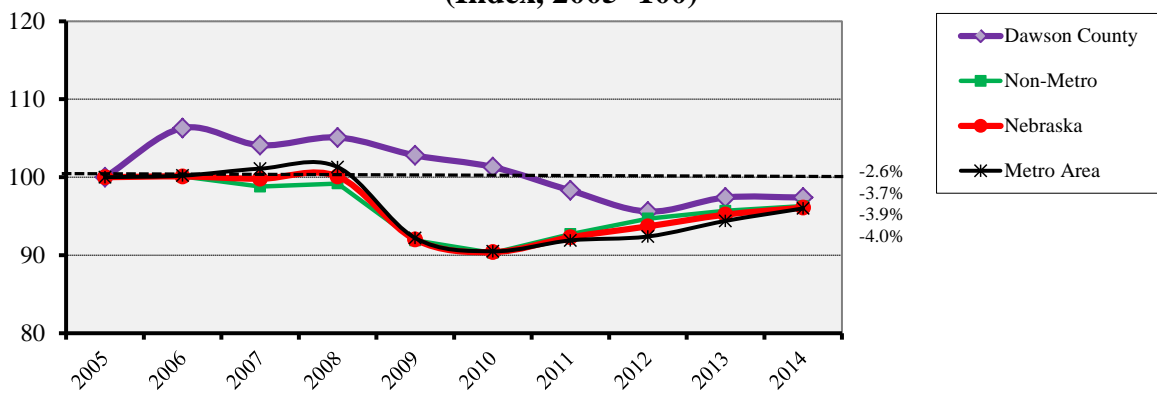


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

Chart 2 presents data on manufacturing wage and salary employment growth for Dawson County, Nebraska, metropolitan, and non-metropolitan areas. The Manufacturing sector for Dawson County recorded a 2.6 percent decrease in employment (94 jobs) between 2005 and 2014. This compares to a 3.7 percent decrease in employment for non-metropolitan Nebraska; a 3.9 percent decrease for Nebraska as a whole; and a 4.0 percent decrease for metropolitan Nebraska over the same period.

Chart 2

**Manufacturing (W&S) Employment, Dawson County, Nebraska,
Metro, and Non-Metro Nebraska, 2005-2014
(Index, 2005=100)**



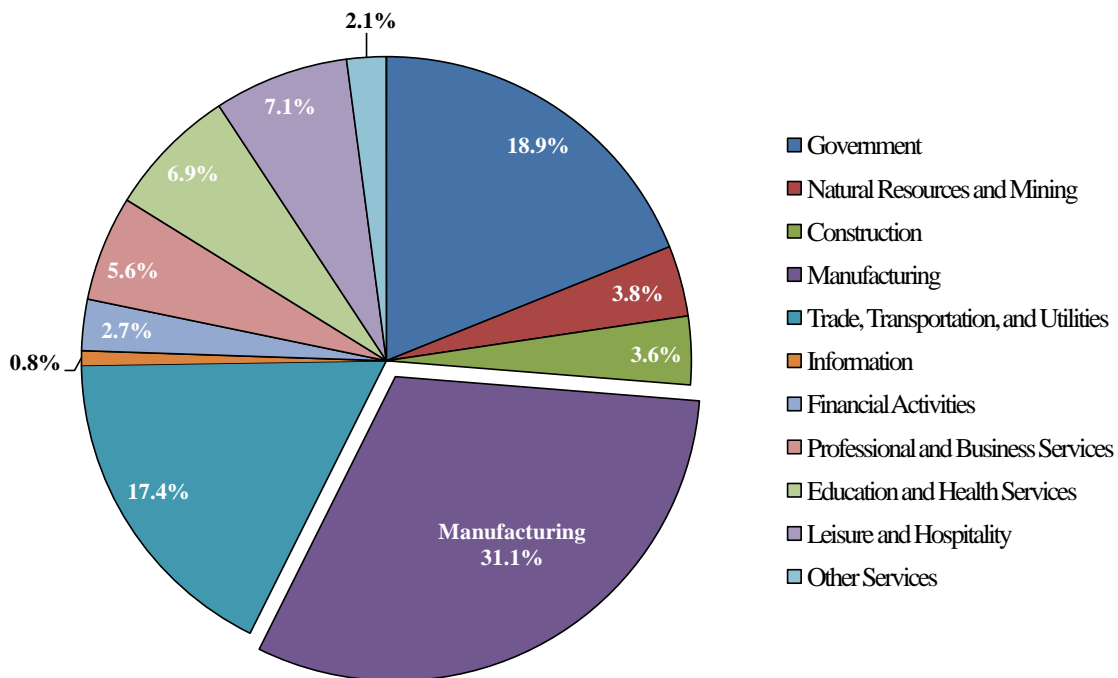
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), Released June 2014

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

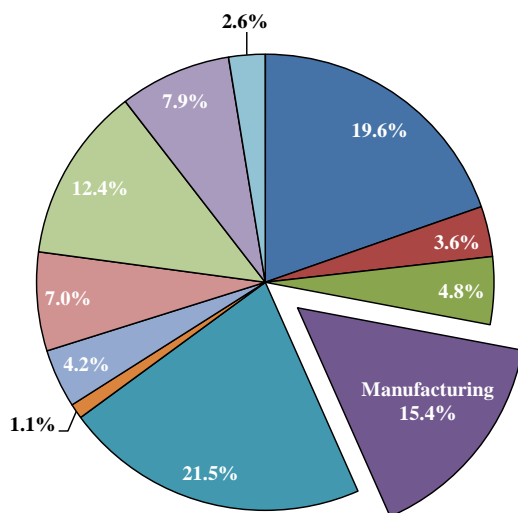
When comparing the Dawson County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 31.1 percent of the county workforce (3,592 employees) compared to 15.4 percent for non-metropolitan Nebraska; a difference of 15.7 percent. Comparing Dawson County to the overall metropolitan distribution, the largest deviation is also found in the Manufacturing sector (31.1 percent Dawson County vs. 7.1 percent metropolitan Nebraska; a difference of 24.0 percent).

Charts 3, 4, 5

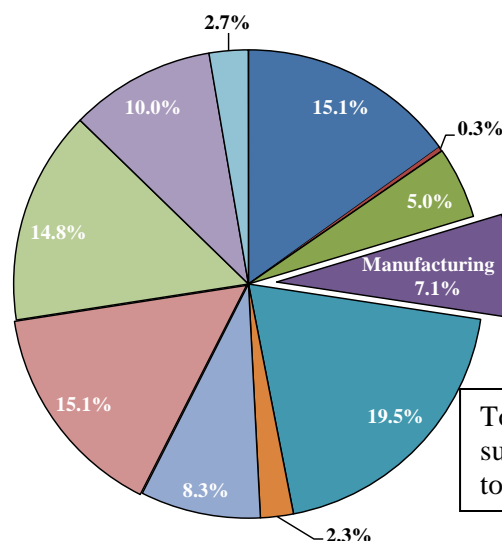
Nonfarm Wage & Salary Employment by Major Economic Sector Dawson County, 2014



Non-Metro Area W&S Employment, 2014



Metro Area W&S Employment, 2014



Totals may not sum 100% due to rounding.

The next table (Table 2) shows labor force information for Dawson County for the time period 2005–2014. In the case of the labor force information (labor force, unemployment, and total employment), these data are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was an increase in the number of Dawson County residents participating in the labor force between 2005 and 2014 (8.7 percent or 1,074 people).

The number of those unemployed in Dawson County decreased by 14.5 percent (79 people) between 2005 and 2014. Persons are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks, and are currently available for work. The Dawson County unemployment rate was 3.5 percent in 2014; above that for metropolitan Nebraska (3.4 percent), above Nebraska as a whole (3.3 percent), and above non-metropolitan Nebraska (3.3 percent).

Table 2

Labor Force & Employment Trends, Dawson County, Nebraska
Selected Years: 2005–2014

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Change 2005-2014	# Change 2005-2014
Labor Force	12,298	12,433	12,387	12,519	12,545	12,501	12,606	12,775	12,760	13,372	8.7	1,074
Unemployment	546	386	374	496	585	648	650	574	518	467	-14.5	-79
Unemployment Rate	4.4	3.1	3.0	4.0	4.7	5.2	5.2	4.5	4.1	3.5	(N/A)	(N/A)
Employment	11,752	12,047	12,013	12,023	11,960	11,853	11,956	12,201	12,242	12,905	9.8	1,153

(N/A) - Not applicable

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2015

Residence and Work Flow Patterns

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Dawson County. A Work Destination report looks at where residents in a selected area are working (where they are commuting to work). A Home Destination report looks at the area from which a county is pulling employees to fill positions. These data are from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) program. This program uses a variety of statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data. The most current data available for Dawson County are from 2013.

Table 3 (pages 6–7) examines the Work Destination area for Dawson County from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 10,110 county labor force participants holding primary jobs. As Table 3 shows, 99.5 percent of Dawson County’s labor force participants are employed within the state of Nebraska. Approximately 71.1 percent of Dawson County workers remain within Dawson County for employment with 28.9 percent leaving the county borders for work (next page). Looking deeper to the locality level, the table also shows the top locations where Dawson County labor force participants are employed (next page).

Table 3

Work Destination Report

Where Workers are Employed Who Live in the Selection Area

2013

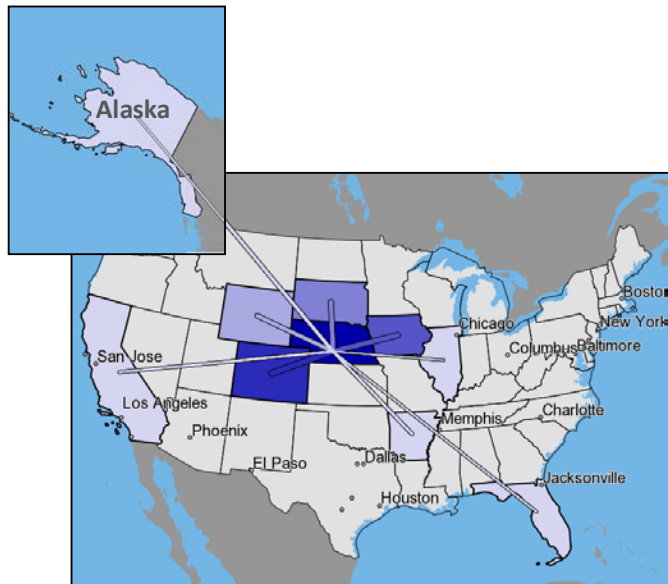
	Count	Share
Total Primary Jobs	10,110	100.0%

By States

Job Counts by States Where Workers are Employed

2013

	Count	Share
Nebraska	10,062	99.5%
Colorado	23	0.2%
Iowa	5	0.0%
South Dakota	4	0.0%
Wyoming	3	0.0%
Alaska	1	0.0%
Arkansas	1	0.0%
California	1	0.0%
Florida	1	0.0%
Illinois	1	0.0%
All Other Locations	8	0.1%

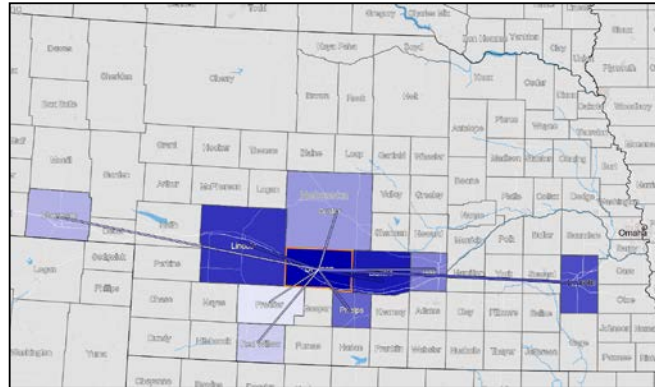


Source: U.S. Census Bureau, LED Origin-Destination Data Base, Dec. 2015

Table 3 (continued)

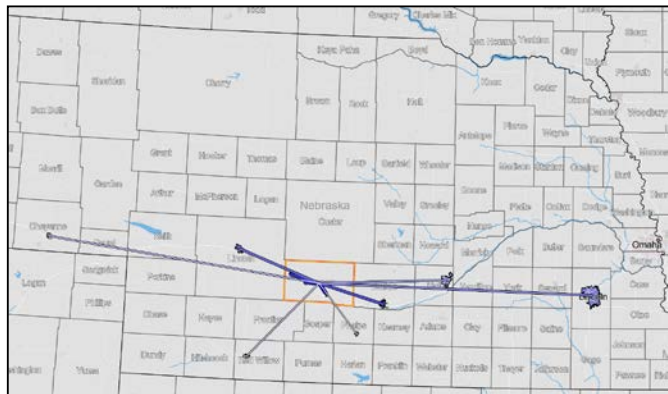
By Counties
Job Counts by Counties Where Workers are Employed
2013

	Count	Share
Dawson County, NE	7,191	71.1%
Buffalo County, NE	721	7.1%
Lincoln County, NE	356	3.5%
Lancaster County, NE	184	1.8%
Phelps County, NE	173	1.7%
Hall County, NE	163	1.6%
Custer County, NE	140	1.4%
Cheyenne County, NE	104	1.0%
Red Willow County, NE	89	0.9%
Frontier County, NE	77	0.8%
All Other Locations	912	9.0%



By Places (top 10)
Job Counts by Places (Cities, CDPs, etc.) Where Workers are Employed
2013

	Count	Share
Lexington city, NE	1,634	16.2%
Cozad city, NE	1,123	11.1%
Gothenburg city, NE	1,109	11.0%
Kearney city, NE	453	4.5%
North Platte city, NE	295	2.9%
Lincoln city, NE	184	1.8%
Grand Island city, NE	140	1.4%
Sidney city, NE	86	0.9%
McCook city, NE	74	0.7%
Holdrege city, NE	73	0.7%
All Other Locations	4,939	48.9%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, Dec. 2015

People also travel from other locations to work in Dawson County—this is the Home Destination report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Dawson County. The Census identified 10,738 primary jobs within Dawson County. As Table 4 indicates, 96.2 percent of these jobs are held by Nebraska residents. Approximately 67.0 percent of Dawson County workers live within the county borders and the top localities show the distribution of employee residents around the area (next page).

Table 4

Home Destination Report

Where Workers Live Who are Employed in the Selection Area

2013

	Count	Share
Total Primary Jobs	10,738	100.0%

By States

Job Counts by States Where Workers Live

2013

	Count	Share
Nebraska	10,331	96.2%
Iowa	109	1.0%
Kansas	108	1.0%
California	37	0.3%
Colorado	27	0.3%
Texas	25	0.2%
Minnesota	13	0.1%
South Dakota	13	0.1%
New Jersey	7	0.1%
Missouri	6	0.1%
All Other Locations	62	0.6%



By Counties

Job Counts by Counties Where Workers Live

2013

	Count	Share
Dawson County, NE	7,191	67.0%
Buffalo County, NE	434	4.0%
Lincoln County, NE	341	3.2%
Gosper County, NE	258	2.4%
Custer County, NE	201	1.9%
Hall County, NE	169	1.6%
Lancaster County, NE	160	1.5%
Phelps County, NE	131	1.2%
Frontier County, NE	88	0.8%
Red Willow County, NE	83	0.8%
All Other Locations	1,682	15.7%

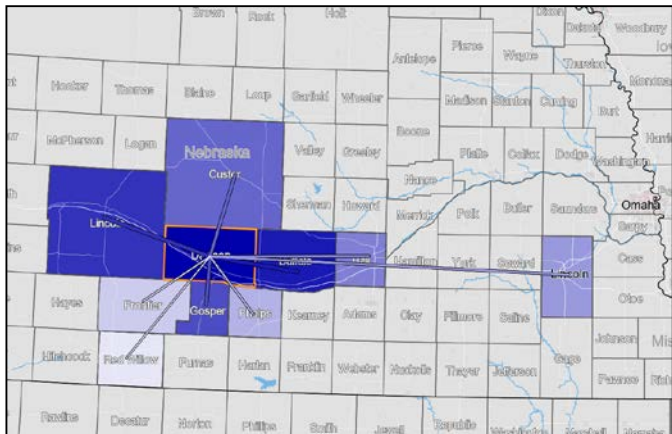
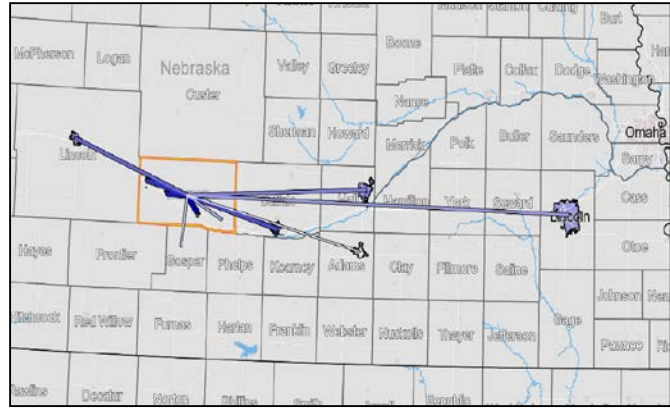


Table 4 (continued)

**By Places (top 10)
Job Counts by Places (Cities, CDPs, etc.) Where Workers Live
2013**

	Count	Share
Lexington city, NE	3,299	30.7%
Cozad city, NE	1,195	11.1%
Gothenburg city, NE	1,113	10.4%
Kearney city, NE	282	2.6%
North Platte city, NE	206	1.9%
Grand Island city, NE	135	1.3%
Lincoln city, NE	126	1.2%
Overton village, NE	111	1.0%
Elwood village, NE	104	1.0%
Hastings city, NE	65	0.6%
All Other Locations	4,102	38.2%



Source: U.S. Census Bureau, LED Origin-Destination Data Base, Dec. 2015

The next table (Table 5, pages 9–10) shows an inflow/outflow report for the Dawson County labor force. The data show labor force and employment size, efficiency, and other characteristics. These data were also obtained from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) section and help identify characteristics of labor force movement for Dawson County.

Table 5

Inflow/Outflow Report

Selection Area Labor Market Size (Primary Jobs)	2013		2012		2011	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	10,738	100.0%	10,948	100.0%	10,675	100.0%
Living in the Selection Area	10,110	94.2%	9,979	91.1%	9,795	91.8%
Net Job Inflow (+) or Outflow (-)	628	-	969	-	880	-

In-Area Labor Force Efficiency (Primary Jobs)	2013		2012		2011	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	10,110	100.0%	9,979	100.0%	9,795	100.0%
Living and Employed in the Selection Area	7,191	71.1%	7,249	72.6%	7,050	72.0%
Living in the Selection Area but Employed Outside	2,919	28.9%	2,730	27.4%	2,745	28.0%

In-Area Employment Efficiency (Primary Jobs)	2013		2012		2011	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	10,738	100.0%	10,948	100.0%	10,675	100.0%
Employed and Living in the Selection Area	7,191	67.0%	7,249	66.2%	7,050	66.0%
Employed in the Selection Area but Living Outside	3,547	33.0%	3,699	33.8%	3,625	34.0%

Table 5 (continued)

Outflow Job Characteristics (Primary Jobs)	2013		2012		2011	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	2,919	100.0%	2,730	100.0%	2,745	100.0%
Workers Aged 29 or younger	864	29.6%	767	28.1%	797	29.0%
Workers Aged 30 to 54	1,411	48.3%	1,358	49.7%	1,382	50.3%
Workers Aged 55 or older	644	22.1%	605	22.2%	566	20.6%
Workers Earning \$1,250 per month or less	805	27.6%	770	28.2%	731	26.6%
Workers Earning \$1,251 to \$3,333 per month	1,262	43.2%	1,200	44.0%	1,325	48.3%
Workers Earning More than \$3,333 per month	852	29.2%	760	27.8%	689	25.1%
Workers in the "Goods Producing" Industry Class	733	25.1%	625	22.9%	765	27.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	855	29.3%	918	33.6%	821	29.9%
Workers in the "All Other Services" Industry Class	1,331	45.6%	1,187	43.5%	1,159	42.2%

Inflow Job Characteristics (Primary Jobs)	2013		2012		2011	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	3,547	100.0%	3,699	100.0%	3,625	100.0%
Workers Aged 29 or younger	802	22.6%	835	22.6%	904	24.9%
Workers Aged 30 to 54	1,837	51.8%	1,964	53.1%	1,886	52.0%
Workers Aged 55 or older	908	25.6%	900	24.3%	835	23.0%
Workers Earning \$1,250 per month or less	747	21.1%	843	22.8%	797	22.0%
Workers Earning \$1,251 to \$3,333 per month	1,649	46.5%	1,749	47.3%	1,755	48.4%
Workers Earning More than \$3,333 per month	1,151	32.4%	1,107	29.9%	1,073	29.6%
Workers in the "Goods Producing" Industry Class	1,188	33.5%	1,250	33.8%	1,273	35.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	985	27.8%	916	24.8%	913	25.2%
Workers in the "All Other Services" Industry Class	1,374	38.7%	1,533	41.4%	1,439	39.7%

Interior Flow Job Characteristics (Primary Jobs)	2013		2012		2011	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	7,191	100.0%	7,249	100.0%	7,050	100.0%
Workers Aged 29 or younger	1,535	21.3%	1,575	21.7%	1,486	21.1%
Workers Aged 30 to 54	3,840	53.4%	3,956	54.6%	3,961	56.2%
Workers Aged 55 or older	1,816	25.3%	1,718	23.7%	1,603	22.7%
Workers Earning \$1,250 per month or less	1,442	20.1%	1,488	20.5%	1,448	20.5%
Workers Earning \$1,251 to \$3,333 per month	3,839	53.4%	4,037	55.7%	3,836	54.4%
Workers Earning More than \$3,333 per month	1,910	26.6%	1,724	23.8%	1,766	25.0%
Workers in the "Goods Producing" Industry Class	3,235	45.0%	3,250	44.8%	3,244	46.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	974	13.5%	978	13.5%	955	13.5%
Workers in the "All Other Services" Industry Class	2,982	41.5%	3,021	41.7%	2,851	40.4%

Source: U.S. Census Bureau, LED Origin-Destination Data Base, Dec. 2015

The Distance/Direction Report depicted in Table 6 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Dawson County and the distance they travel to work. Looking at Table 6, the count of primary job holders living within Dawson County is greater in 2013 compared to 2011. The distribution of miles traveled to work has remained relatively stable since 2011. Figure 1 shows the location and concentration of these workplaces.

Table 6

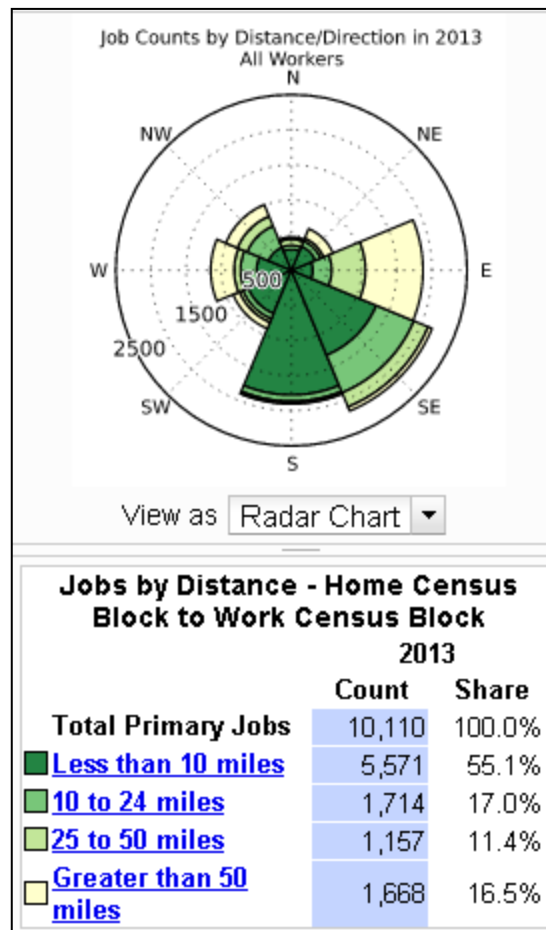
Distance/Direction Report - Home to Work Census Block

Job Counts in Work Blocks by Distance Only

	2013		2012		2011	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	10,110	100.0%	9,979	100.0%	9,795	100.0%
Less than 10 miles	5,571	55.1%	5,660	56.7%	5,539	56.5%
10 to 24 miles	1,714	17.0%	1,659	16.6%	1,585	16.2%
25 to 50 miles	1,157	11.4%	1,061	10.6%	976	10.0%
Greater than 50 miles	1,668	16.5%	1,599	16.0%	1,695	17.3%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, Dec. 2015

Figure 1



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, Dec. 2015

Table 7 and Figure 2 show the number (count) and percentage (share) of people employed within Dawson County and the distance to their homes. Looking at Table 7, the number of primary jobs held within Dawson County has increased from 2011 but decreased since 2012. The data also show the majority of Dawson County employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

Table 7

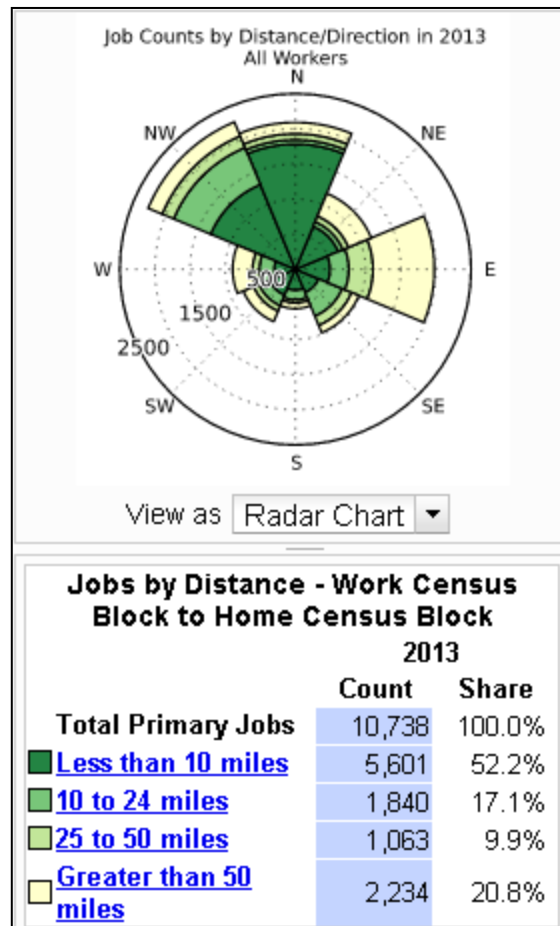
Distance/Direction Report - Work to Home Census Block

Job Counts in Home Blocks by Distance Only

	2013		2012		2011	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	10,738	100.0%	10,948	100.0%	10,675	100.0%
Less than 10 miles	5,601	52.2%	5,700	52.1%	5,569	52.2%
10 to 24 miles	1,840	17.1%	1,840	16.8%	1,718	16.1%
25 to 50 miles	1,063	9.9%	1,045	9.5%	1,082	10.1%
Greater than 50 miles	2,234	20.8%	2,363	21.6%	2,306	21.6%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, Dec. 2015

Figure 2



Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, Dec. 2015

Population and Migration Trends

The following tables (Tables 8 and 9) present population trend data for Dawson County and the surrounding area. As Table 8 indicates, Dawson County's population experienced an average annual increase of 0.5 percent between 1970 and 2010 for a total increase of 23.0 percent or 4,555 people. This percent population increase is the same as for Nebraska as a whole. Dawson County reported an average annual 0.2 percent decrease in population from 2010 to 2014 (230 people total).

Table 8

County Population 1970–2014 Dawson County and the Surrounding Area

Location	---Year---						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2014	1970-2010	2010-2014
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,881,503	0.5	0.7
Dawson County	19,771	22,304	19,940	24,365	24,326	24,096	0.5	-0.2
Buffalo County	31,222	34,797	37,447	42,259	46,102	48,224	1.0	1.1
Custer County	14,092	13,877	12,270	11,793	10,939	10,728	-0.6	-0.5
Frontier County	3,982	3,647	3,101	3,098	2,756	2,705	-0.9	-0.5
Gosper County	2,178	2,140	1,928	2,143	2,044	1,970	-0.2	-0.9
Lincoln County	29,538	36,455	32,508	34,632	36,288	35,815	0.5	-0.3
Phelps County	9,553	9,769	9,715	9,747	9,188	9,187	-0.1	0.0

Source: U.S. Bureau of the Census, Census of Population, May 2015

Table 9 data reveals the population of Dawson County's incorporated places as a whole experienced an average annual population increase of 0.7 percent from 1970 to 2010 and an average annual decrease of 0.3 percent from 2010 to 2014 for a total increase of 31.6 percent (4,484 people) from 1970 to 2014. Lexington, the county's largest city, reported a 79.4 percent increase in population (4,492 people) between 1970 and 2014. The unincorporated areas outside of the selected communities experienced a 2.9 percent decrease (159 people) during the period 1970–2014.

Table 9

County Population 1970–2014 Dawson County Communities and Unincorporated Areas

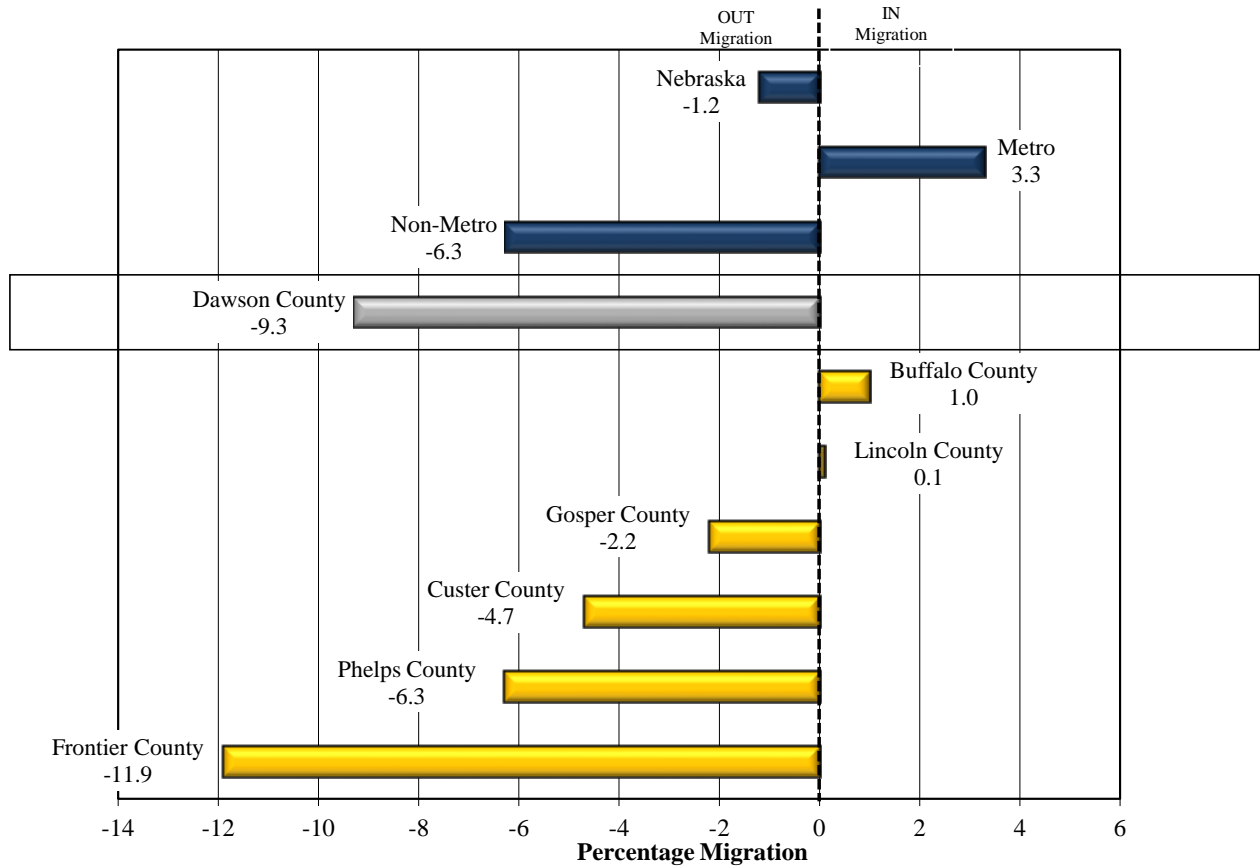
Location	---Year---						Avg. Annual % Change	Avg. Annual % Change
	1970	1980	1990	2000	2010	2014	1970-2010	2010-2014
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,881,503	0.5	0.7
Dawson County	19,771	22,304	19,940	24,365	24,326	24,096	0.5	-0.2
Cozad	4,226	4,454	3,907	4,164	3,977	3,912	-0.2	-0.4
Eddyville	128	121	102	96	97	96	-0.7	-0.3
Farnam	270	268	188	223	171	169	-1.1	-0.3
Gothenburg	3,158	3,479	3,299	3,619	3,574	3,542	0.3	-0.2
Lexington	5,654	7,040	6,759	10,011	10,230	10,146	1.5	-0.2
Overton	538	633	546	646	594	581	0.2	-0.6
Sumner	222	254	207	237	236	234	0.2	-0.2
Total Incorporated Places	14,196	16,249	15,008	18,996	18,879	18,680	0.7	-0.3
Unincorporated Areas	5,575	6,055	4,932	5,369	5,447	5,416	-0.1	-0.1

Source: U.S. Bureau of the Census, Census of Population, May 2015

The next two charts (Chart 6 & 7) graphically depict the migration patterns for Nebraska, Dawson County, and the surrounding area as a percentage of the previous decade. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). For the 2000–2010 decade, Dawson County experienced a net out-migration of 2,275 people or 9.3 percent of its 2000 population.

Chart 6

2000–2010 Net Migration as Percent of 2000 Population Dawson County and the Surrounding Area

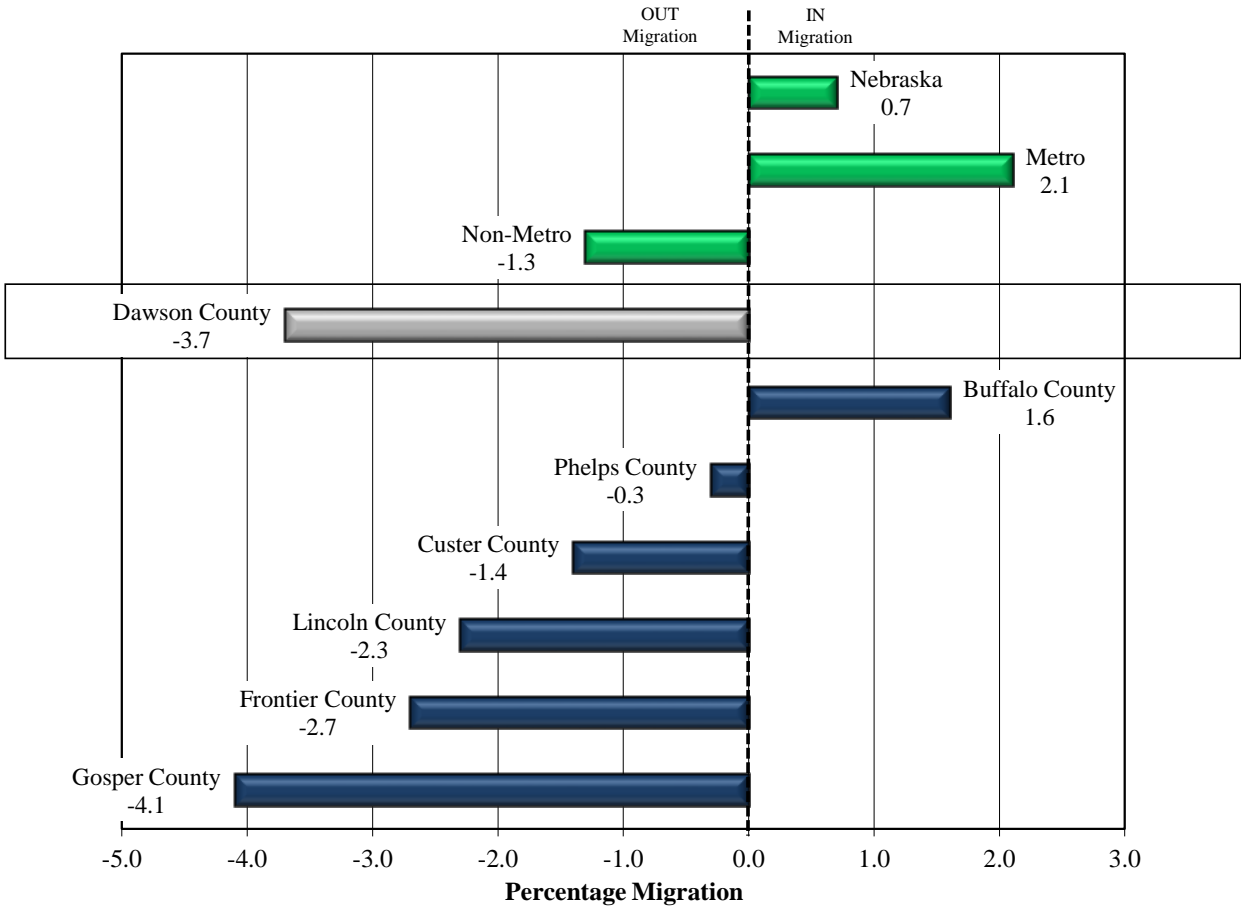


Source: U.S. Census Bureau, County population and estimated components of population change, May 2015

Looking at the years 2010–2014 (Chart 7), Dawson County experienced a net out-migration of 899 people or 3.7 percent of its 2010 population.

Chart 7

2010–2014 Net Migration as Percent of 2010 Population Dawson County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2015

The next two tables (Tables 10 and 11) provide detail on migration patterns. Data reported in these tables are 2009–2013, five-year estimates, which are the latest multiyear estimates available. Multiyear estimates from the American Community Survey are “period” estimates that represent data collected over a period of time (as opposed to “point-in-time” estimates, such as the decennial census, that approximate the characteristics of an area on a specific date). Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors.

Table 10 data show 42.5 percent of the 1,185 people moving into Dawson County moved from other Nebraska locations (504 people). Data also reveal 563 people (47.5 percent) migrated into the county from other states.

Table 10

**Dawson County, Nebraska, 2009–2013, Five-Year Estimate
Inflow Into County**

	Number	Percent
Movers within the United States	3,100	96.3
Within Same County	2,033	63.2
Different County, Same State	504	15.7
Different State	563	17.5
Movers from Abroad	118	3.7
Total Movement	3,218	

Source: American Community Survey, County-to-County Migration Flows, 2009-2013 data, accessed July 2015

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

State	County	Number
Nebraska	Custer County	151
California	Riverside County	131
Central America	-	96
Nebraska	Buffalo County	79
Texas	Randall County	62
Nebraska	Gosper County	46
Arkansas	White County	37
California	Los Angeles County	37
Nebraska	Lincoln County	33
Oregon	Deschutes County	28
California	Fresno County	27
Texas	Montgomery County	27
Nebraska	Lancaster County	24
Nebraska	Fillmore County	23
Nebraska	Perkins County	23
Texas	Dallas County	21
Wyoming	Laramie County	21
California	Sonoma County	20
Florida	Broward County	20
Alabama	Jefferson County	18
Kansas	Norton County	18
Nebraska	Hall County	18
Nebraska	Logan County	16
Illinois	Cook County	14
Europe	-	14

Source: American Community Survey, County-to-County Migration Flows, 2009-2013 data, accessed July 2015

The 2009–2013, five-year estimates in Table 11 reveal 48.2 percent of the 1,039 people migrating out of Dawson County remained in the state of Nebraska (501 people). Data show 538 Dawson County residents (51.8 percent) also moved to other states during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 11

Dawson County, Nebraska, 2009–2013, Five-Year Estimate Outflow From County

	Number	Percent
Movers within the United States	3,072	100.0
Within Same County	2,033	66.2
Different County, Same State	501	16.3
Different State	538	17.5
Movers to Puerto Rico	0	0
Total Movement	3,072	

Source: American Community Survey, County-to-County Migration
Flows, 2009-2013 data, accessed July 2015

Reported Counties (where people moved to)

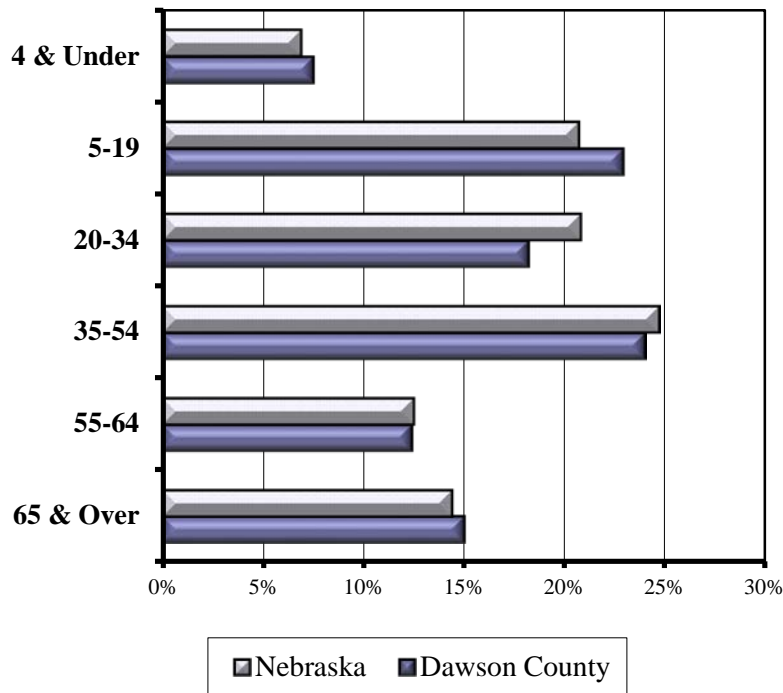
State	County	Number
Nebraska	Buffalo County	148
Texas	Tarrant County	116
Texas	Erath County	93
Texas	Harris County	93
Utah	Weber County	89
Nebraska	Lancaster County	52
Minnesota	Hennepin County	51
Nebraska	Adams County	33
Nebraska	Keith County	30
Nebraska	Gosper County	28
Nebraska	Red Willow County	27
Nebraska	Sarpy County	27
Nebraska	Dodge County	22
Indiana	Monroe County	21
Nebraska	Lincoln County	20
Texas	Willacy County	19
Nebraska	Douglas County	18
Nebraska	Hall County	18
Nebraska	Hitchcock County	18
Colorado	Arapahoe County	14
Nebraska	Platte County	12
South Dakota	Meade County	12
Nebraska	Custer County	11
Nebraska	Polk County	11
Florida	Lake County	8

Source: American Community Survey, County-to-County Migration
Flows, 2009-2013 data, accessed July 2015

The following chart and table (Chart 8; Table 12) compare the U.S. Census Bureau’s age distribution of population for Nebraska as a whole and Dawson County. The population of Dawson County is significantly younger in age than Nebraska as a whole. The median age for Dawson County residents in 2014 was 36.1 years of age compared to 36.2 years of age for residents of Nebraska as a whole.

Chart 8

Age Distribution of the Population, 2014 Dawson County and Nebraska



Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2015

Table 12

Age Distribution of the Population, 2014 Dawson County and Nebraska

	2014 Population		Percent	
	Nebraska	Dawson County	Nebraska	Dawson County
4 & Under	130,178	1,812	6.9%	7.5%
5-19	389,683	5,511	20.7%	22.9%
20-34	391,432	4,393	20.8%	18.2%
35-54	464,329	5,771	24.7%	24.0%
55-64	234,892	2,995	12.5%	12.4%
65 & Over	270,989	3,614	14.4%	15.0%
Total	1,881,503	24,096	100%	100%
Median Age	36.2	36.1		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," July 2015

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

Table 13

Median Age by Location and Gender Five-Year Estimate, 2009–2013 Dawson County and the Surrounding Area

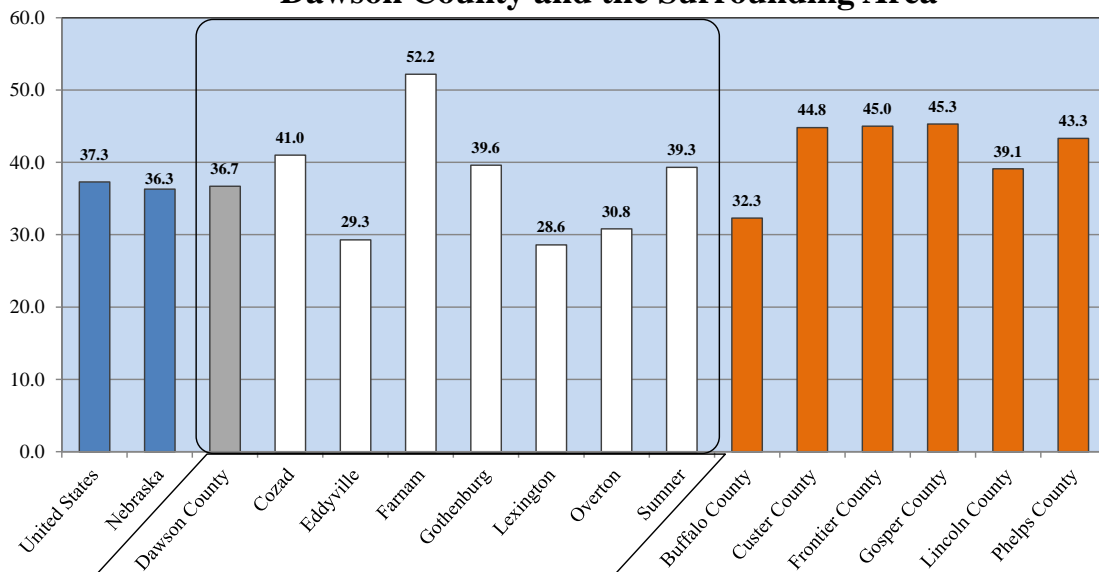
	Median Age		
	Total	Male	Female
United States	37.3	36.0	38.7
Nebraska	36.3	35.0	37.5
Dawson County	36.7	35.7	37.8
Cozad	41.0	43.0	39.7
Eddyville	29.3	26.0	39.5
Farnam	52.2	48.3	54.0
Gothenburg	39.6	36.3	43.3
Lexington	28.6	29.1	28.2
Overton	30.8	33.8	30.3
Sumner	39.3	40.4	37.2
Buffalo County	32.3	31.0	33.5
Custer County	44.8	42.6	46.3
Frontier County	45.0	45.0	45.0
Gosper County	45.3	44.1	46.3
Lincoln County	39.1	38.4	40.1
Phelps County	43.3	41.3	44.8

Data Set: 2009-2013 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2009-2013 American Community Survey, March 2015

Chart 9

Median Age by Location, Five-Year Estimate, 2009–2013 Dawson County and the Surrounding Area



Data Set: 2009-2013 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2009-2013 American Community Survey, March 2015

Retail Sales

Table 14 and Chart 10 show the retail sales (non-motor vehicle) pull factors for Dawson County and the surrounding area for 2014. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

Table 14

2014 Retail Sales (Non-Motor Vehicle) Pull Factors Nebraska, Dawson County, and Surrounding Counties

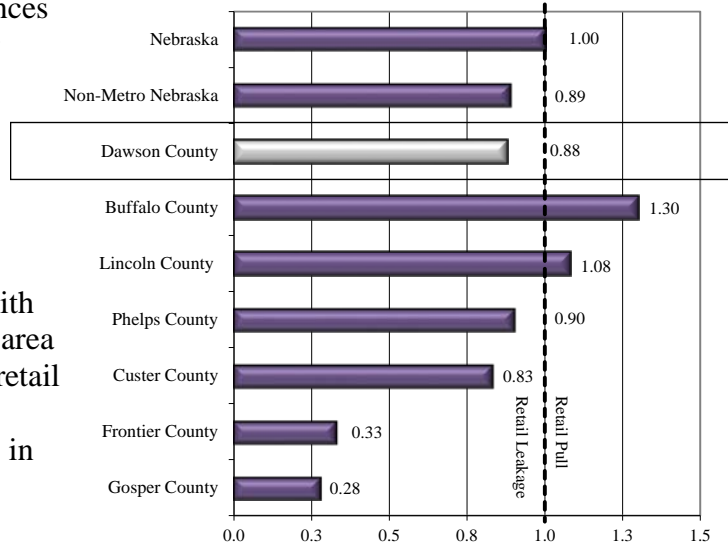
	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
Nebraska	1,855,487	23,068,893	12,261	1.00
Non-Metro Nebraska	781,665	8,496,437	10,887	0.89
Dawson County	24,100	261,368	10,847	0.88
Buffalo County	47,644	769,046	15,947	1.30
Custer County	10,788	108,635	10,126	0.83
Frontier County	2,731	10,863	4,016	0.33
Gosper County	2,038	6,863	3,484	0.28
Lincoln County	36,029	476,061	13,292	1.08
Phelps County	9,216	101,792	11,080	0.90

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 10

Reviewing the pull factors at the county level indicates Dawson County experiences net retail leakages. The 2014 pull factor of 0.88 indicates, on a per capita basis, retail sales in Dawson County are similar to the state's average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Dawson County (0.88) with the pull factor for the non-metropolitan area of Nebraska (0.89) indicates per capita retail sales in Dawson County are 0.4 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

2014 Retail Sales (NMV) Pull Factors, Nebraska, Dawson County & Surrounding Counties



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Table 15 and Chart 11 compare the 2014 pull factors for selected area communities. The community of Lexington’s pull factor of 1.24 indicates that, on a per capita basis, non-motor vehicle retail sales in Lexington are approximately 24.0 percent greater than the state’s average per capita sales.

Table 15

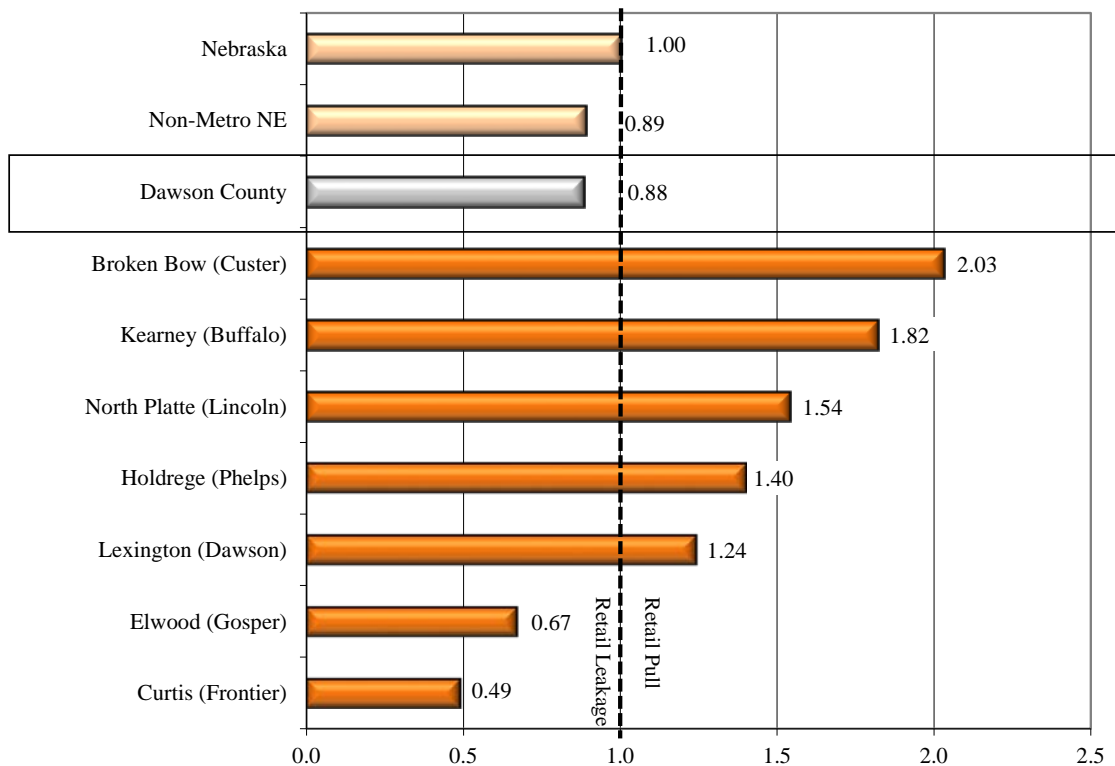
2014 Retail Sales (NMV) Pull Factors Nebraska, Dawson County, and Selected Study Area Communities

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
Nebraska	1,855,487	23,068,893	12,261	1.00
Non-Metro Nebraska	781,665	8,496,437	10,887	0.89
Dawson County	24,100	261,368	10,847	0.88
Lexington (Dawson)	10,146	153,687	15,148	1.24
Kearney (Buffalo)	32,469	724,791	22,323	1.82
Broken Bow (Custer)	3,482	86,742	24,912	2.03
Curtis (Frontier)	920	5,484	5,961	0.49
Elwood (Gosper)	681	5,602	8,226	0.67
North Platte (Lincoln)	24,327	459,449	18,886	1.54
Holdrege (Phelps)	5,508	94,855	17,221	1.40

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 11

2014 Retail Sales (NMV) Pull Factors, Nebraska, Dawson County & Selected Study Area Communities



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Table 16 (sorted by population) and Chart 12 (sorted by pull factor) further breakdown the 2014 pull factors into the communities reporting retail sales figures within Dawson County. As this table indicates, the community of Lexington had the strongest pull factor (1.24) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.88 for Dawson County in 2014.

Table 16

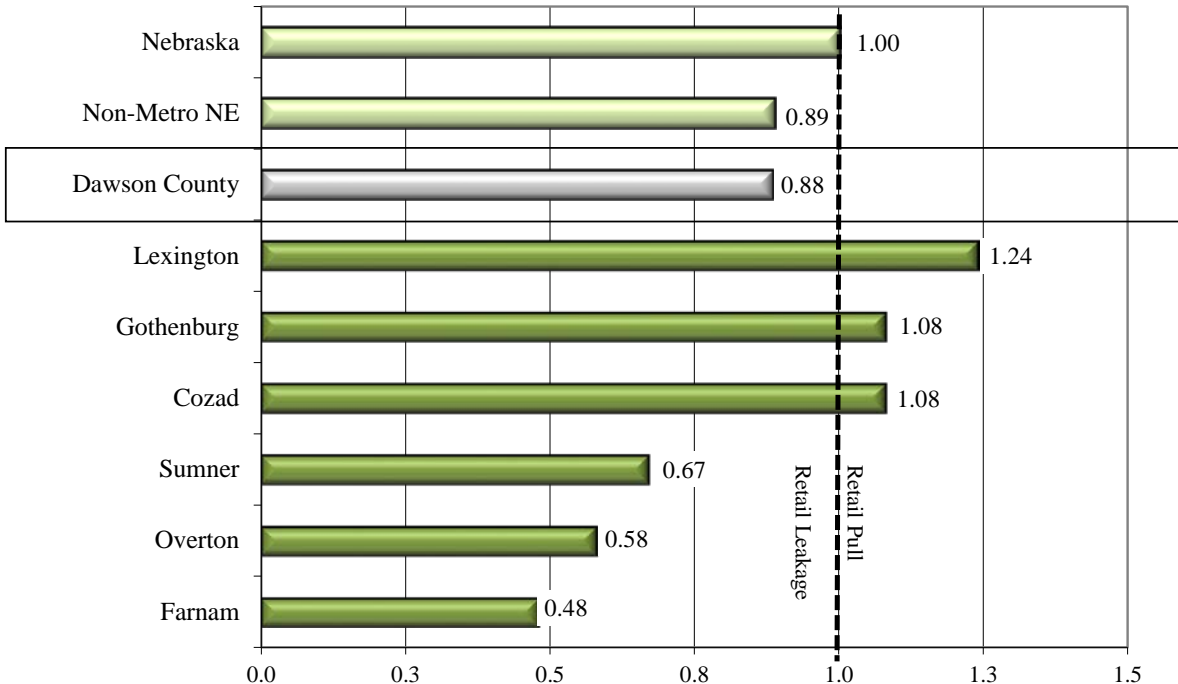
2014 Retail Sales (NMV) Pull Factors Nebraska and Available Dawson County Area Communities

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
Nebraska	1,855,487	23,068,893	12,261	1.00
Non-Metro Nebraska	781,665	8,496,437	10,887	0.89
Dawson County	24,100	261,368	10,847	0.88
Lexington	10,146	153,687	15,148	1.24
Cozad	3,912	51,877	13,261	1.08
Gothenburg	3,542	46,843	13,225	1.08
Overton	581	4,124	7,098	0.58
Sumner	234	1,909	8,157	0.67
Farnam	169	985	5,829	0.48

Source: U.S. Census Bureau and the Nebraska Department of Revenue, May 2015

Chart 12

2014 Retail Sales (NMV) Pull Factors, Nebraska and Available Dawson County Communities



Source: U.S. Census Bureau and the Nebraska Department of Revenue, May 2015

Table 17 (sorted by population) and Chart 13 (sorted by pull factor) show the 2014 pull factors for Nebraska, Lexington, and eight other similarly sized communities selected from around the state. Scottsbluff's pull factor of 2.08 leads the group for 2014 thus indicating Scottsbluff has greater retail pull.

Table 17

2014 Retail Sales (NMV) Pull Factors Lexington & Other Similarly Sized Nebraska Communities

	2014 Population	2014 Retail Sales (x \$1,000)	2014 Per Cap Sales (\$)	2014 Pull Factor
Nebraska	1,855,487	23,068,893	12,261	1.00
Non-Metro Nebraska	781,665	8,496,437	10,887	0.89
Lexington (Dawson)	10,146	153,687	15,148	1.24
York (York)	7,957	188,230	23,656	1.93
Blair (Washington)	7,986	131,171	16,425	1.34
Gering (Scotts Bluff)	8,372	69,524	8,304	0.68
Alliance (Box Butte)	8,519	93,837	11,015	0.90
Beatrice (Gage)	12,055	170,520	14,145	1.15
South Sioux City (Dakota)	13,360	137,828	10,316	0.84
Scottsbluff (Scotts Bluff)	14,875	380,163	25,557	2.08
La Vista (Sarpy)	17,636	220,967	12,529	1.02

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

Chart 13

2014 Retail Sales (NMV) Pull Factors, Lexington & Other Similarly Sized Nebraska Communities

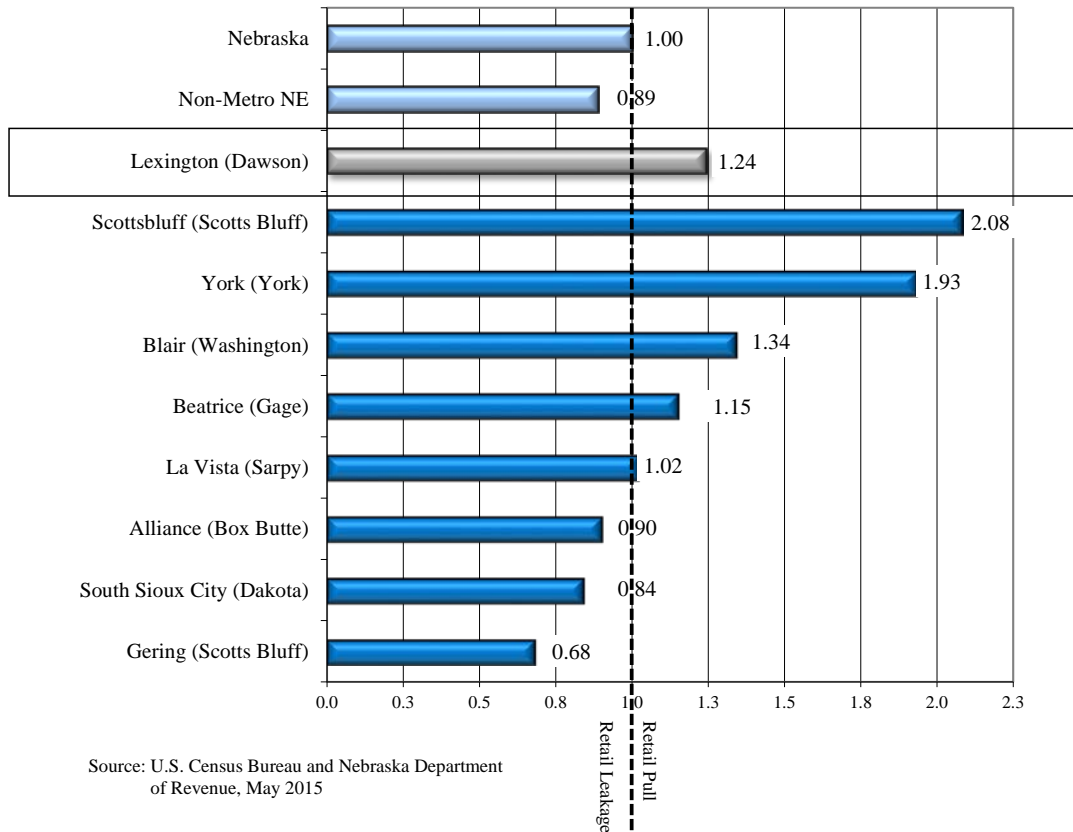
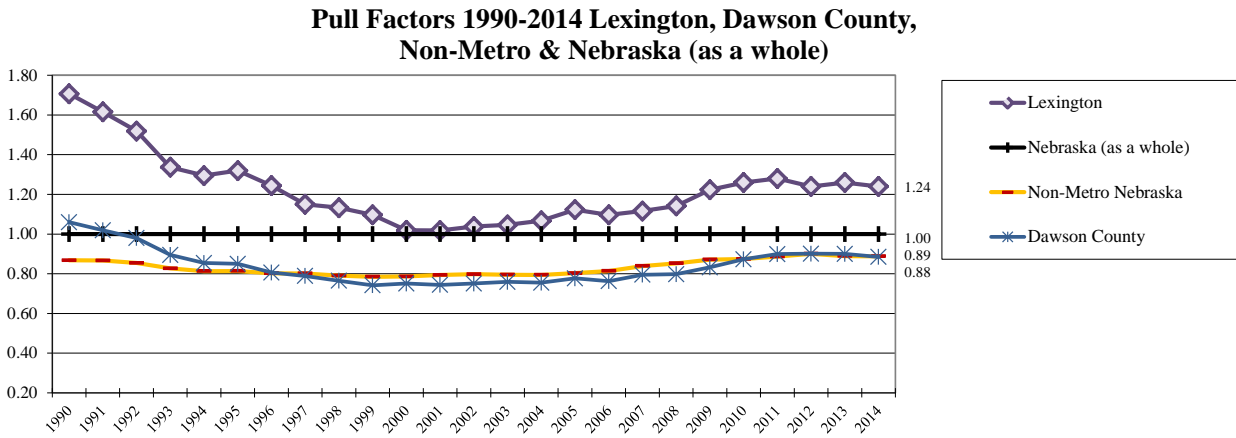


Chart 14 illustrates the pull factor trend for Lexington, Dawson County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2014. In examining the time line, the city of Lexington shows retail pull fluctuating above the state average throughout the entire study period. Data within Dawson County (as a whole) also shows the pull factor starting out above the state average as a whole, then dropping to the non-metropolitan county average throughout the rest of the time period.

Chart 14



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2015

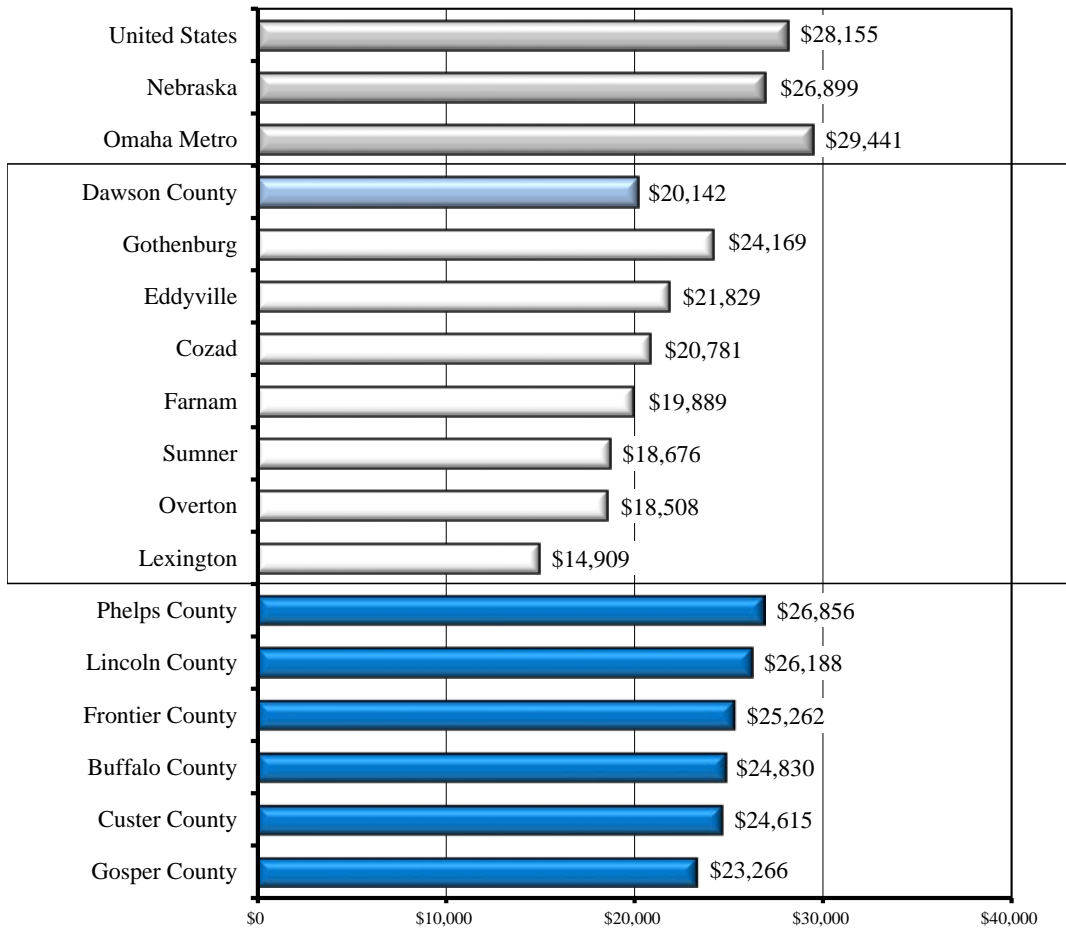
Per Capita Personal Income

Chart 15 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income, and public assistance.

The 2009–2013, five-year data show per capita personal income for Dawson County is estimated to be \$20,142 compared to \$26,899 for Nebraska as a whole.

Chart 15

Per Capita Income, 2009–2013 Five-Year Estimate, Nebraska, Dawson County & Surrounding Counties



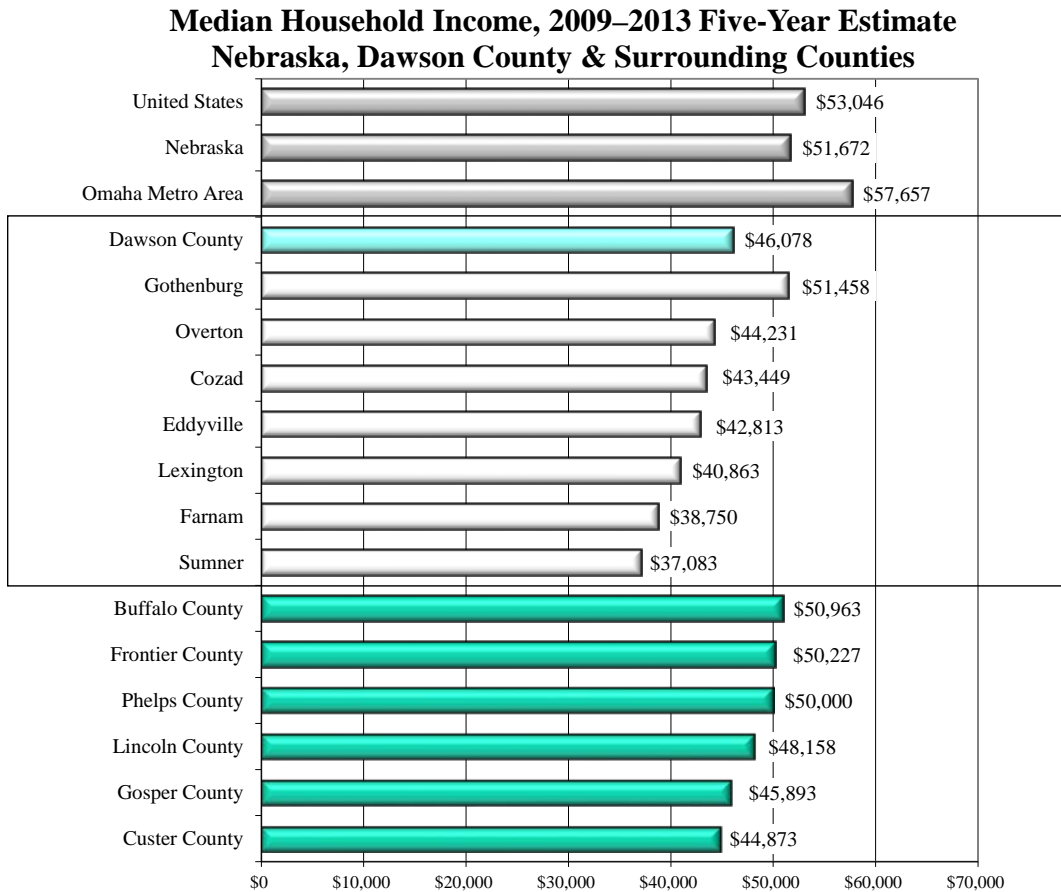
Source: U.S. Census Bureau, 2013 inflation adjusted past 12-months, 2009-2013 American Community Survey, accessed June 2015.

Median Household Income

Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single person.

The 2009–2013, five-year data show median household income for Dawson County is estimated to be \$46,078 in 2013 compared to \$51,672 for Nebraska as a whole.

Chart 16



Source: U.S. Census Bureau, 2009-2013 American Community Survey, accessed June 2015.