

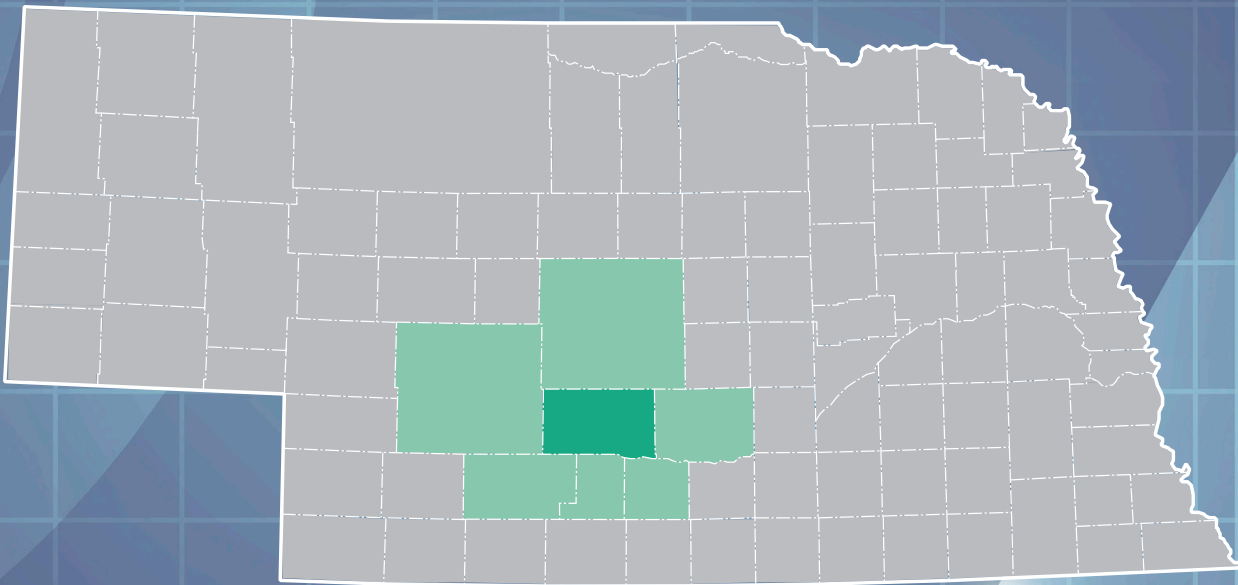
**APRIL 2020 STUDY**



**Nebraska Public Power District**  
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# ECONOMIC AND DEMOGRAPHIC TRENDS

Dawson County and the Surrounding Area

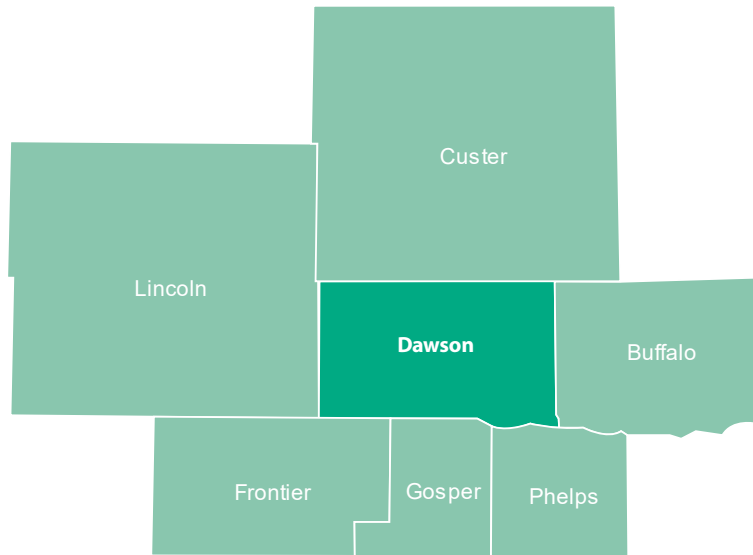


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# ECONOMIC AND DEMOGRAPHIC TRENDS IN **DAWSON COUNTY** AND THE SURROUNDING AREA



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 2008–2018. Nonfarm employment is broken down into 11 sectors as defined by the Bureau of Labor Statistics and which are compliant with the North American Industrial Classification System (NAICS).

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

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

The measure of employment reported in Table 1 is data on the number of people employed in the Nonfarm Wage and Salary (W&S) sector in Dawson County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Dawson County increased 1.7 percent (195 jobs) between 2008 and 2018.

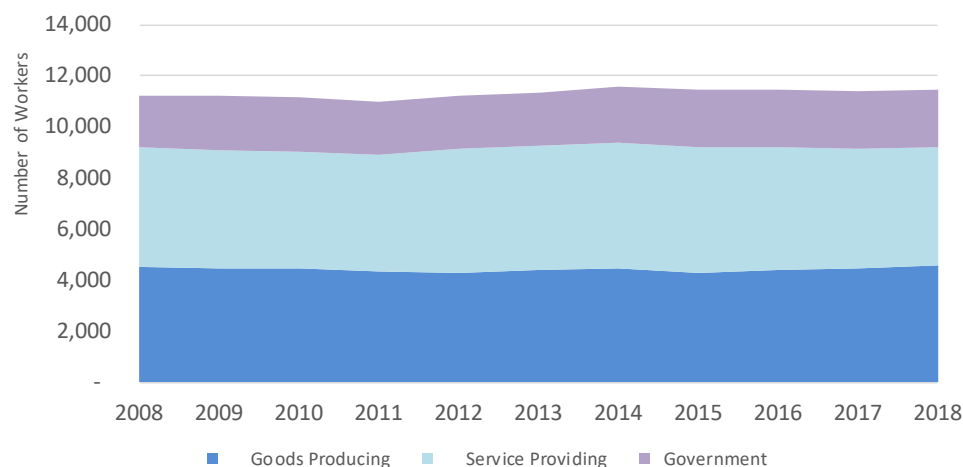
Table 1 and Charts 1–3 also provide employment data for Dawson County by major economic sector for years 2008–2018. The Natural Resources & Mining sector recorded the largest percentage increase in employment between 2008 and 2018 (29.5 percent or 108 jobs). The Government sector recorded the largest actual employment increase between 2008 and 2018 (210 jobs or 10.3 percent).

**TABLE 1**  
**Nonfarm Wage & Salary Employment Trends • 2008–2018**  
Dawson County, Nebraska

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% Change 2008-2018	# Change 2008-2018
<b>Nonfarm W&amp;S Employment</b>	<b>11,234</b>	<b>11,230</b>	<b>11,156</b>	<b>10,990</b>	<b>11,235</b>	<b>11,358</b>	<b>11,557</b>	<b>11,453</b>	<b>11,436</b>	<b>11,419</b>	<b>11,429</b>	<b>1.7</b>	<b>195</b>
<b>Total Private Industries</b>	<b>9,188</b>	<b>9,107</b>	<b>9,043</b>	<b>8,922</b>	<b>9,121</b>	<b>9,232</b>	<b>9,372</b>	<b>9,200</b>	<b>9,176</b>	<b>9,158</b>	<b>9,173</b>	<b>-0.2</b>	<b>-15</b>
<b>Goods Producing</b>	<b>4,544</b>	<b>4,460</b>	<b>4,482</b>	<b>4,337</b>	<b>4,251</b>	<b>4,374</b>	<b>4,444</b>	<b>4,299</b>	<b>4,423</b>	<b>4,482</b>	<b>4,546</b>	<b>0.0</b>	<b>2</b>
Natural Resources & Mining	366	394	424	414	405	429	434	447	442	451	474	29.5	108
Construction	305	274	325	301	322	355	418	366	334	317	321	5.2	16
Manufacturing	3,873	3,791	3,734	3,623	3,524	3,590	3,592	3,486	3,647	3,713	3,751	-3.2	-122
<b>Service Providing</b>	<b>4,644</b>	<b>4,647</b>	<b>4,561</b>	<b>4,585</b>	<b>4,870</b>	<b>4,858</b>	<b>4,928</b>	<b>4,901</b>	<b>4,753</b>	<b>4,676</b>	<b>4,627</b>	<b>-0.4</b>	<b>-17</b>
Trade, Transportation & Utilities	1,914	1,898	1,857	1,878	1,891	1,942	2,011	2,036	2,022	1,951	1,892	-1.1	-22
Information	104	104	96	96	94	94	89	96	95	93	87	-16.3	-17
Financial Activities	322	343	332	327	319	313	315	317	308	296	284	-11.8	-38
Professional & Business Services	599	628	617	574	711	651	647	640	599	620	641	7.0	42
Education & Health Services	687	682	688	721	725	814	800	729	709	696	673	-2.0	-14
Leisure & Hospitality	763	725	709	755	821	801	827	826	783	784	812	6.4	49
Other Services, except Public	255	266	262	234	309	244	241	257	237	237	238	-6.7	-17
<b>Government</b>	<b>2,046</b>	<b>2,123</b>	<b>2,113</b>	<b>2,068</b>	<b>2,114</b>	<b>2,126</b>	<b>2,185</b>	<b>2,253</b>	<b>2,260</b>	<b>2,261</b>	<b>2,256</b>	<b>10.3</b>	<b>210</b>
Federal	107	109	118	106	104	101	104	106	105	103	98	-8.4	-9
State	97	96	97	107	135	143	150	151	145	145	153	57.7	56
Local	1,842	1,918	1,899	1,855	1,876	1,883	1,931	1,997	2,009	2,013	2,006	8.9	164

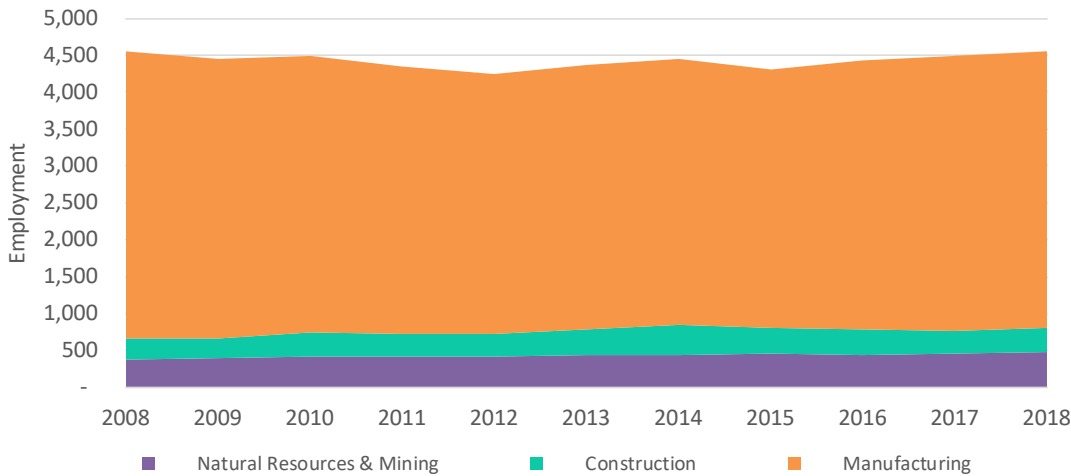
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2019  
Labor Force & Work Summary, 2008-2018, Annual, Dawson County, Nebraska (March 2019 data)

**CHART 1**  
**Employment by Industry • 2008–2018**  
Dawson County, Nebraska

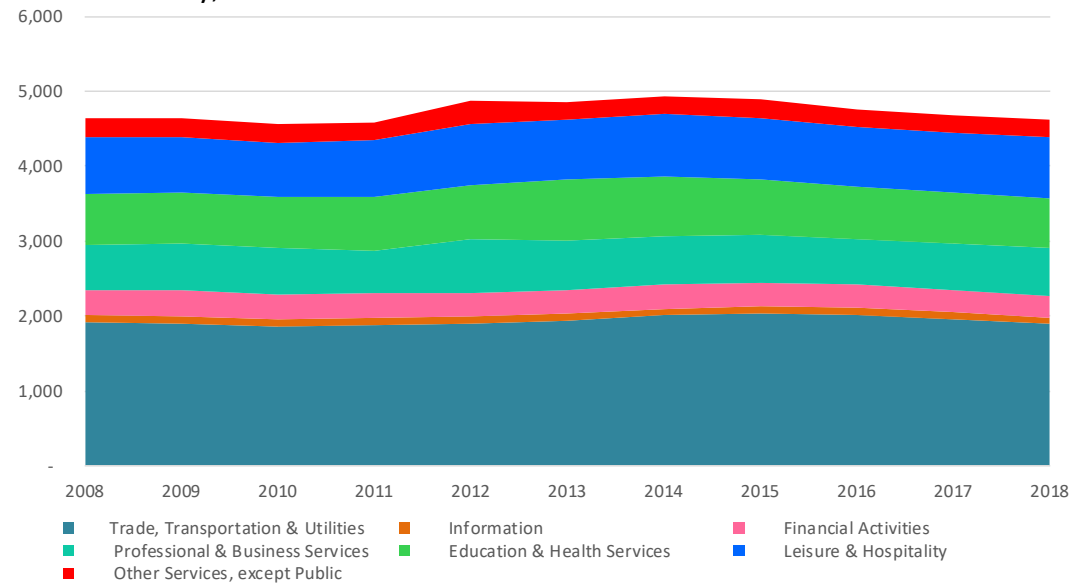


**CHART 2****Goods Producing Industry Employment • 2008–2018**

Dawson County, Nebraska

**CHART 3****Service Providing Employment • 2008–2018**

Dawson County, Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2019.  
Labor Force & Work Summary, 2008-2018, Annual, Dawson County, Nebraska (March 2019 data)

Chart 4 compares total nonfarm wage and salary employment growth in Dawson County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2008–2018. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Dawson County increased 1.7 percent (195 jobs) from 2008 to 2018, compared to a 6.0 percent increase for Nebraska as a whole, a 7.6 percent increase in metropolitan Nebraska and a 3.3 percent increase in non-metropolitan Nebraska.

#### CHART 4

### Non-Farm W&S Employment • 2008–2018

Dawson County, Nebraska, Metro and Non-Metro Nebraska

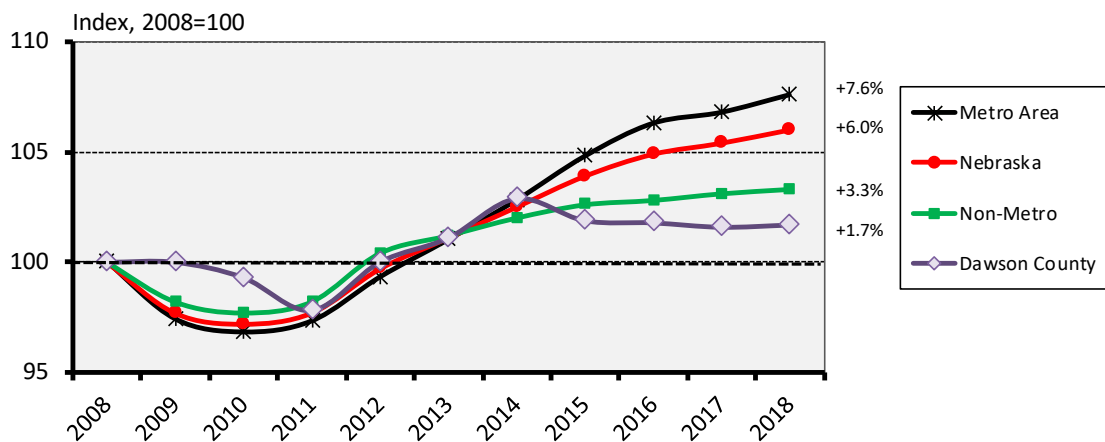
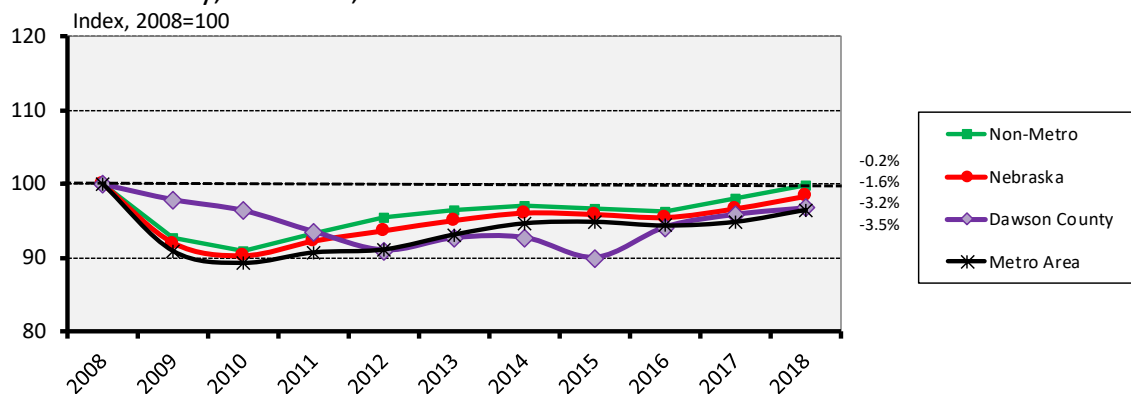


Chart 5 presents data on manufacturing wage and salary employment growth for Dawson County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Dawson County recorded a 3.2 percent decrease in employment (122 jobs) between 2008 and 2018. This compares to a 0.2 percent decrease in employment for non-metropolitan Nebraska; a 1.6 percent decrease for Nebraska as a whole; and a 3.5 percent decrease for metropolitan Nebraska over the same period.

#### CHART 5

### Manufacturing W&S Employment • 2008–2018

Dawson County, Nebraska, Metro and Non-Metro Nebraska



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2019

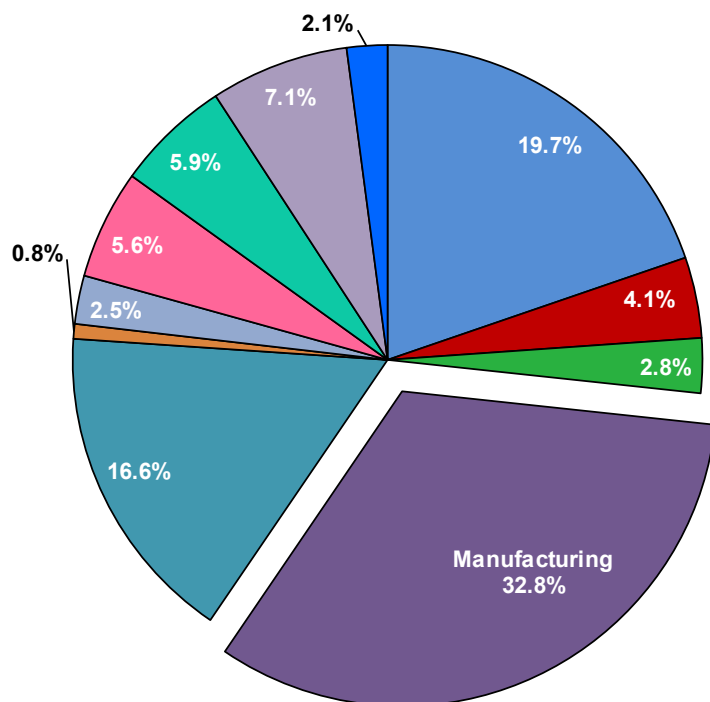
The next series of pie charts (Charts 6, 7 and 8) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Dawson County compared to the non-metropolitan and metropolitan distributions.

When comparing the Dawson County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 32.8 percent of the county workforce (3,751 employees) compared to 15.6 percent for non-metropolitan Nebraska; a difference of 17.2 percent. Comparing Dawson County to the overall metropolitan distribution, the largest deviation is found in the Manufacturing sector (32.8 percent Dawson County vs. 6.9 percent metropolitan Nebraska; a difference of 25.9 percent).

**CHART 6, 7 & 8**

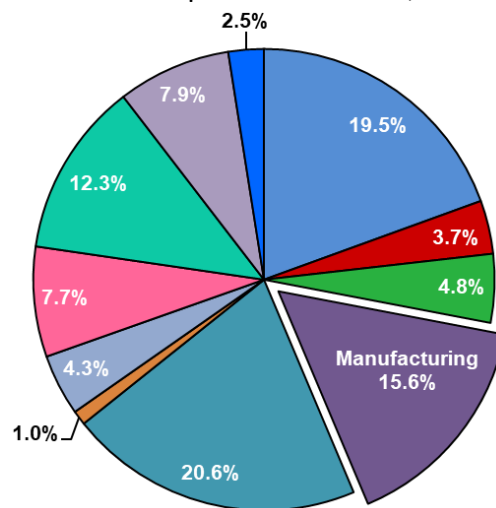
**Non-Farm W&S Employment by Major Economic Sector**

Dawson County, 2018

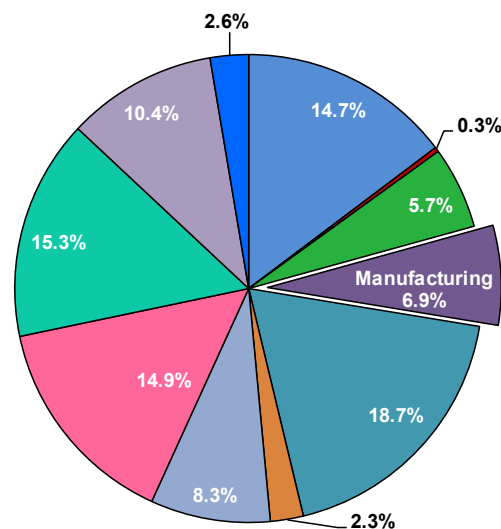


- Government
- Natural Resources and Mining
- Construction
- Manufacturing
- Trade, Transportation, and Utilities
- Information
- Financial Activities
- Professional and Business Services
- Education and Health Services
- Leisure and Hospitality
- Other Services

Non-Metropolitan Nebraska, 2018



Metropolitan Nebraska, 2018



Source: U.S. Dept. of Labor Statistics

The next table (Table 2) shows labor force information for Dawson County for the time period 2008–2018. Labor force data (labor force, unemployment, and total employment) are measured based on the county of residence of the labor force participants (regardless of where they work). As the labor force and total employment data indicate, there was an increase in the number of Dawson County residents participating in the labor force between 2008 and 2018 (3.8 percent or 473 people).

The number of those unemployed in Dawson County decreased by 28.9 percent (145 people) between 2008 and 2018. 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 2.8 percent in 2018; below that for metropolitan Nebraska (2.9 percent), below Nebraska as a whole (2.9 percent), and below non-metropolitan Nebraska (2.9 percent).

**TABLE 2**

## Labor Force & Employment Trends

Dawson County, Nebraska · 2008–2018

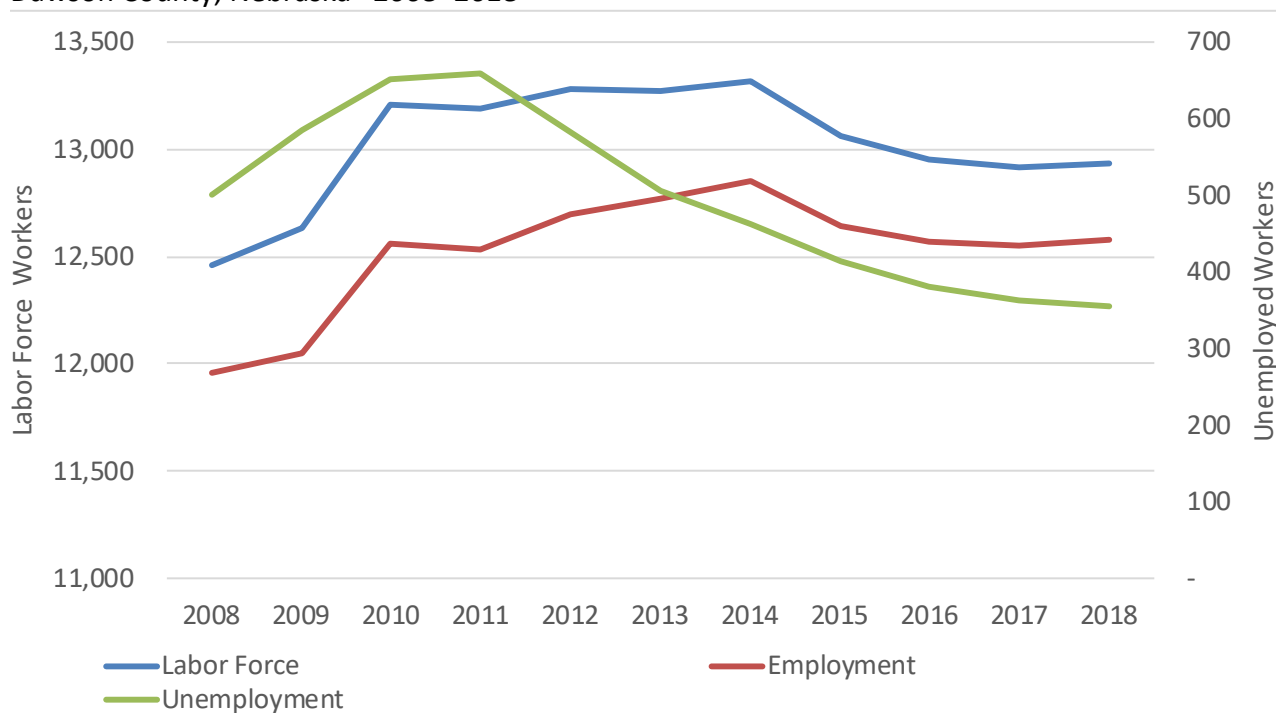
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% Change 2008-2018	# Change 2008-2018
<b>Labor Force</b>	<b>12,461</b>	<b>12,630</b>	<b>13,210</b>	<b>13,190</b>	<b>13,279</b>	<b>13,275</b>	<b>13,316</b>	<b>13,057</b>	<b>12,952</b>	<b>12,916</b>	<b>12,934</b>	<b>3.8</b>	<b>473</b>
Employment	11,960	12,046	12,559	12,531	12,698	12,769	12,854	12,644	12,570	12,553	12,578	5.2	618
Unemployment	501	584	651	659	581	506	462	413	382	363	356	-28.9	-145
Unemployment Rate	4.0	4.6	4.9	5.0	4.4	3.8	3.5	3.2	2.9	2.8	2.8	N/A	N/A

(N/A) - Data not available

**CHART 9**

## Labor Force & Employment Trends

Dawson County, Nebraska · 2008–2018



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released March 2019  
The right axis on Chart 9 refers to Unemployed Workers.



## 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 estimates from the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program. This program uses a variety of statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data. The most current data available for Dawson County are from 2017.

Table 3 (pages 7–8) 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 11,100 county labor force participants holding primary jobs. As Table 3 shows, 98.0 percent of Dawson County's labor force participants are employed within the state of Nebraska. Approximately 68.4 percent of Dawson County workers remain within Dawson County for employment with 31.6 percent leaving the county borders for work (next page). The top ten incorporated places where Dawson County labor force participants are employed are also shown on the following page.

**TABLE 3**

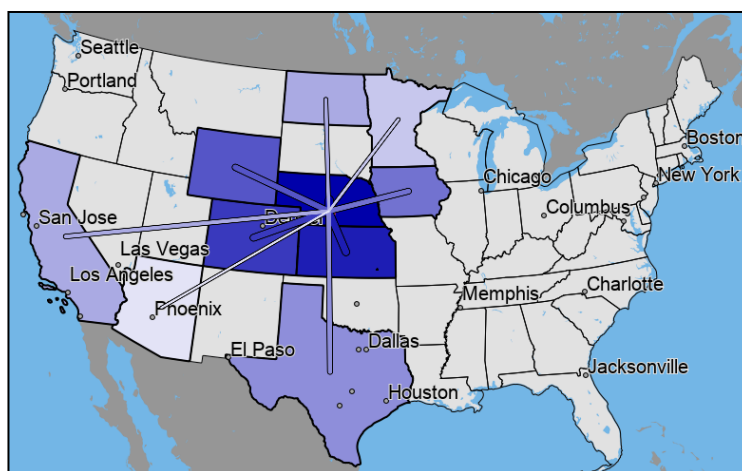
### Work Destination Report • 2017

Where Workers are Employed Who Live in the Selection Area

	Count	Share
<b>Total Primary Jobs</b>	<b>11,100</b>	<b>100.0%</b>

#### By States

	Count	Share
<b>Nebraska</b>	<b>10,881</b>	<b>98.0%</b>
Kansas	58	0.5%
Colorado	47	0.4%
Wyoming	19	0.2%
Iowa	18	0.2%
Texas	11	0.1%
California	6	0.1%
North Dakota	6	0.1%
Minnesota	5	0.0%
Arizona	4	0.0%
All Other Locations	45	0.4%

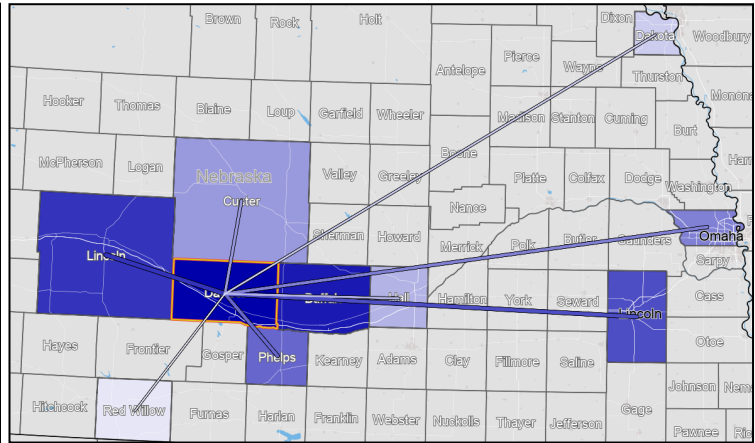


Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, April 2020



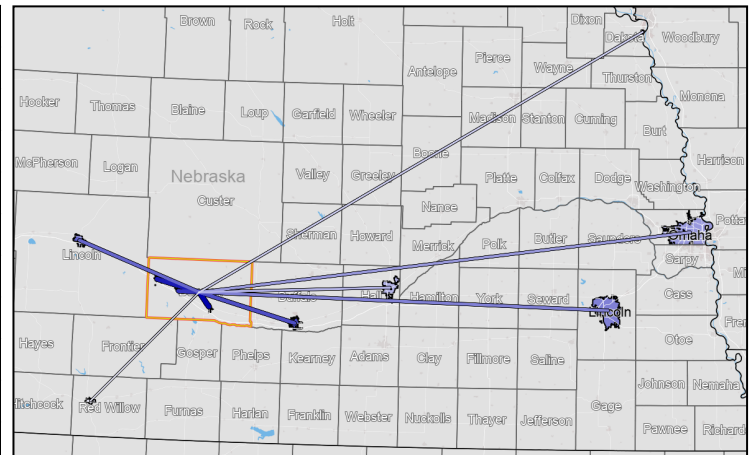
## By Counties

	Count	Share
<b>Dawson County, NE</b>	<b>7,593</b>	<b>68.4%</b>
Buffalo County, NE	843	7.6%
Lincoln County, NE	317	2.9%
Lancaster County, NE	238	2.1%
Phelps County, NE	222	2.0%
Douglas County, NE	207	1.9%
Custer County, NE	186	1.7%
Hall County, NE	166	1.5%
Dakota County, NE	115	1.0%
Red Willow County, NE	95	0.9%
All Other Locations	1,118	10.1%



## By Places *Top 10 Cities, CDPS, etc.*

	Count	Share
<b>Lexington city, NE</b>	<b>1,579</b>	<b>14.2%</b>
Gothenburg city, NE	1,058	9.5%
Cozad city, NE	962	8.7%
Kearney city, NE	567	5.1%
North Platte city, NE	252	2.3%
Lincoln city, NE	226	2.0%
Omaha city, NE	198	1.8%
Grand Island city, NE	140	1.3%
Dakota City city, NE	99	0.9%
McCook city, NE	86	0.8%
All Other Locations	5,933	53.5%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, April 2020

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 9–10) depicts the home locations of those employed within Dawson County. The Census identified 10,958 primary jobs within Dawson County. As Table 4 indicates, 96.3 percent of these jobs are held by Nebraska residents. Approximately 69.3 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**

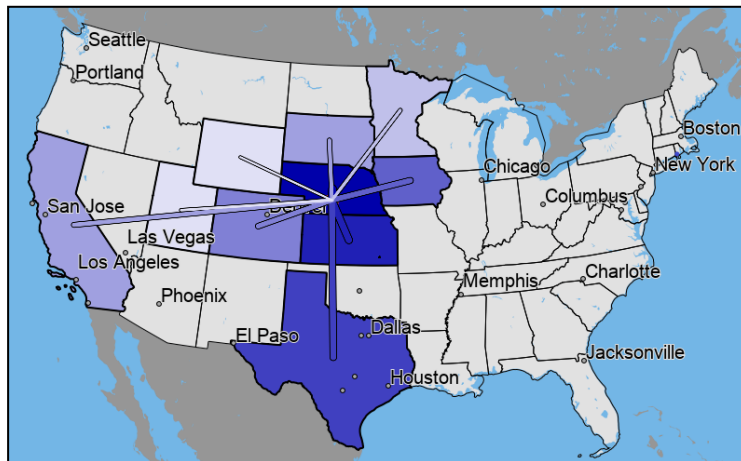
## Home Destination Report • 2017

Where Workers Live Who are Employed in the Selection Area

	Count	Share
<b>Total Primary Jobs</b>	<b>10,958</b>	<b>100.0%</b>

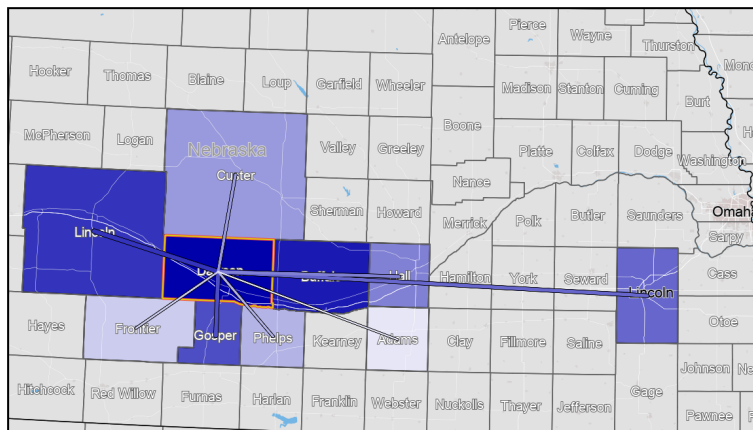
### By States

	Count	Share
<b>Nebraska</b>	<b>10,557</b>	<b>96.3%</b>
Kansas	115	1.0%
Texas	78	0.7%
Iowa	64	0.6%
Colorado	27	0.2%
California	21	0.2%
South Dakota	21	0.2%
Minnesota	10	0.1%
Utah	7	0.1%
Wyoming	7	0.1%
All Other Locations	51	0.5%



### By Counties

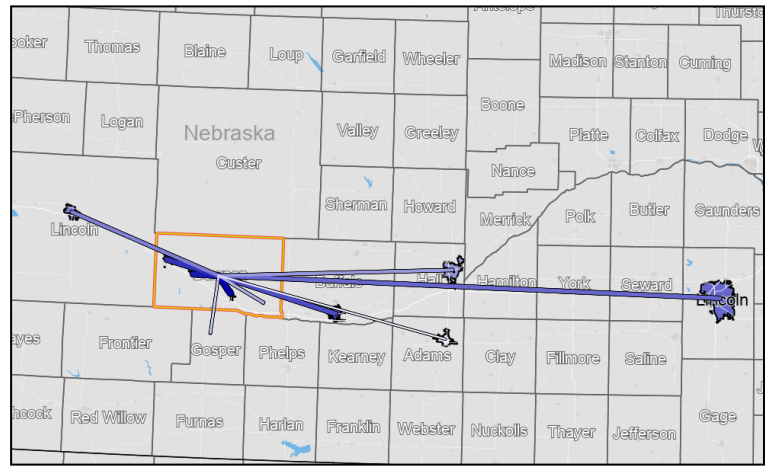
	Count	Share
<b>Dawson County, NE</b>	<b>7,593</b>	<b>69.3%</b>
Buffalo County, NE	461	4.2%
Lincoln County, NE	356	3.2%
Gosper County, NE	253	2.3%
Lancaster County, NE	196	1.8%
Hall County, NE	178	1.6%
Custer County, NE	160	1.5%
Phelps County, NE	114	1.0%
Frontier County, NE	111	1.0%
Adams County, NE	105	1.0%
All Other Locations	1,431	13.1%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, April 2020

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

	Count	Share
<b>Lexington city, NE</b>	<b>3,628</b>	<b>33.1%</b>
Cozad city, NE	1,247	11.4%
Gothenburg city, NE	1,114	10.2%
Kearney city, NE	292	2.7%
Lincoln city, NE	181	1.7%
North Platte city, NE	176	1.6%
Grand Island city, NE	137	1.3%
Overton village, NE	117	1.1%
Elwood village, NE	88	0.8%
Hastings city, NE	81	0.7%
All Other Locations	3,897	35.6%



Source: U.S. Census Bureau, LEHD Origin-Destination Data Base, April 2020

The next table and charts (Table 5, page 10, Charts 9-17) 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. More detailed figures can also be found in Tables 6–8 (pages 11–13).

**TABLE 5**

## Inflow/Outflow Report

Dawson County, Primary Jobs

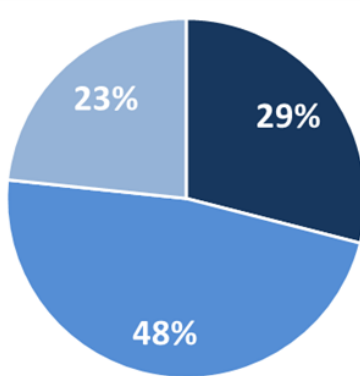
Selection Area Labor Market Size	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	10,958	100.0%	11,022	100.0%	11,057	100.0%
Living in the Selection Area	11,100	101.3%	10,970	99.5%	11,001	99.5%
Net Job Inflow (+) or Outflow (-)	-142	-	52	-	56	-

In-Area Labor Force Efficiency	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	11,100	100.0%	10,970	100.0%	11,001	100.0%
Living and Employed in the Selection Area	7,593	68.4%	7,668	69.9%	7,876	71.6%
Living in the Selection Area but Employed Outside	3,507	31.6%	3,302	30.1%	3,125	28.4%

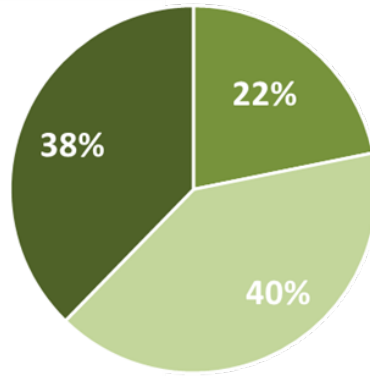
In-Area Employment Efficiency	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	10,958	100.0%	11,022	100.0%	11,057	100.0%
Employed and Living in the Selection Area	7,593	69.3%	7,668	69.6%	7,876	71.2%
Employed in the Selection Area but Living Outside	3,365	30.7%	3,354	30.4%	3,181	28.8%

**TABLE 6****Worker Outflow by Job Characteristic****Dawson County**

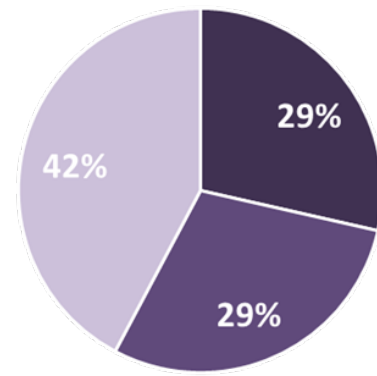
Outflow Job Characteristics	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	<b>3,507</b>	<b>100.0%</b>	3,302	100.0%	3,125	100.0%
Workers Aged 29 or younger	<b>1,017</b>	<b>29.0%</b>	995	30.1%	800	25.6%
Workers Aged 30 to 54	<b>1,671</b>	<b>47.6%</b>	1,587	48.1%	1,595	51.0%
Workers Aged 55 or older	<b>819</b>	<b>23.4%</b>	720	21.8%	730	23.4%
Workers Earning \$1,250 per month or less	<b>765</b>	<b>21.8%</b>	768	23.3%	702	22.5%
Workers Earning \$1,251 to \$3,333 per month	<b>1,420</b>	<b>40.5%</b>	1,382	41.9%	1,367	43.7%
Workers Earning More than \$3,333 per month	<b>1,322</b>	<b>37.7%</b>	1,152	34.9%	1,056	33.8%
Workers in the "Goods Producing" Industry Class	<b>1,001</b>	<b>28.5%</b>	867	26.3%	826	26.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	<b>1,025</b>	<b>29.2%</b>	993	30.1%	872	27.9%
Workers in the "All Other Services" Industry Class	<b>1,481</b>	<b>42.2%</b>	1,442	43.7%	1,427	45.7%

**CHART 10, 11 & 12**

■ Workers Aged 29 or younger  
 ■ Workers Aged 30 to 54  
 ■ Workers Aged 55 or older



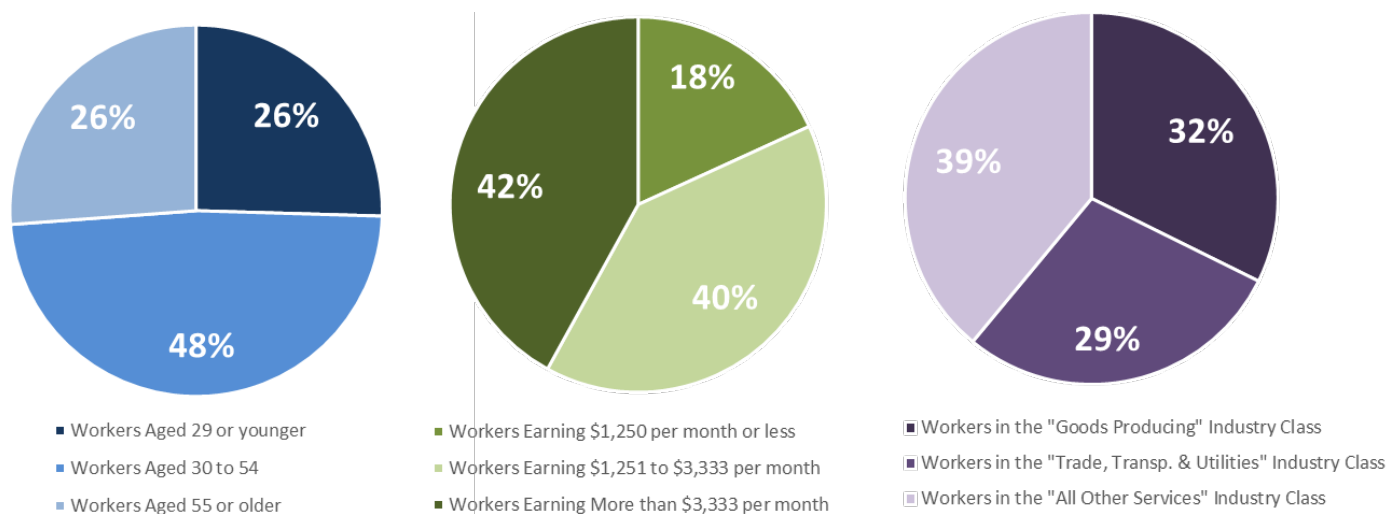
■ Workers Earning \$1,250 per month or less  
 ■ Workers Earning \$1,251 to \$3,333 per month  
 ■ Workers Earning More than \$3,333 per month



■ Workers in the "Goods Producing" Industry Class  
 ■ Workers in the "Trade, Transp. & Utilities" Industry Class  
 ■ Workers in the "All Other Services" Industry Class

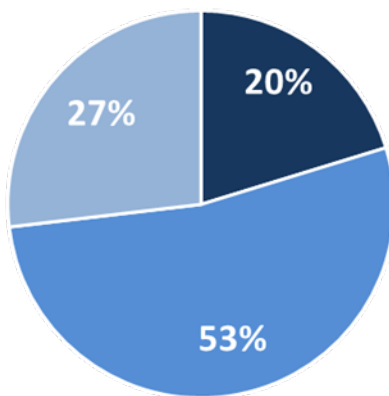
**TABLE 7****Worker Inflow by Job Characteristic****Dawson County**

Inflow Job Characteristics	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	3,365	100.0%	3,354	100.0%	3,181	100.0%
Workers Aged 29 or younger	857	25.5%	776	23.1%	708	22.3%
Workers Aged 30 to 54	1,627	48.4%	1,659	49.5%	1,612	50.7%
Workers Aged 55 or older	881	26.2%	919	27.4%	861	27.1%
Workers Earning \$1,250 per month or less	611	18.2%	627	18.7%	617	19.4%
Workers Earning \$1,251 to \$3,333 per month	1,341	39.9%	1,385	41.3%	1,399	44.0%
Workers Earning More than \$3,333 per month	1,413	42.0%	1,342	40.0%	1,165	36.6%
Workers in the "Goods Producing" Industry Class	1,088	32.3%	1,048	31.2%	930	29.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	965	28.7%	977	29.1%	953	30.0%
Workers in the "All Other Services" Industry Class	1,312	39.0%	1,329	39.6%	1,298	40.8%

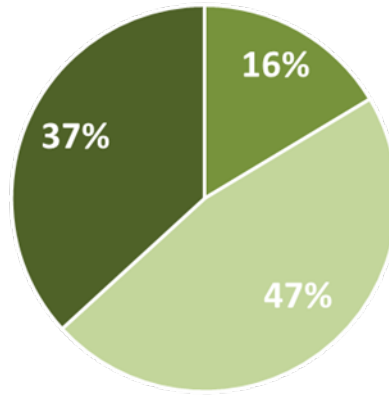
**CHART 13, 14 & 15**

**TABLE 8****Worker Interior Job Characteristic****Dawson County****Interior Flow Job Characteristics**

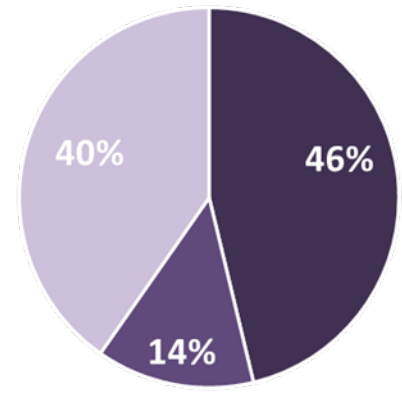
	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	7,593	100.0%	7,668	100.0%	7,876	100.0%
Workers Aged 29 or younger	1,539	20.3%	1,676	21.9%	1,567	19.9%
Workers Aged 30 to 54	4,014	52.9%	4,035	52.6%	4,176	53.0%
Workers Aged 55 or older	2,040	26.9%	1,957	25.5%	2,133	27.1%
Workers Earning \$1,250 per month or less	1,245	16.4%	1,385	18.1%	1,473	18.7%
Workers Earning \$1,251 to \$3,333 per month	3,555	46.8%	3,880	50.6%	4,094	52.0%
Workers Earning More than \$3,333 per month	2,793	36.8%	2,403	31.3%	2,309	29.3%
Workers in the "Goods Producing" Industry Class	3,511	46.2%	3,560	46.4%	3,578	45.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,023	13.5%	1,006	13.1%	1,124	14.3%
Workers in the "All Other Services" Industry Class	3,059	40.3%	3,102	40.5%	3,174	40.3%

**CHART 16, 17 & 18**

■ Workers Aged 29 or younger  
 ■ Workers Aged 30 to 54  
 ■ Workers Aged 55 or older



■ Workers Earning \$1,250 per month or less  
 ■ Workers Earning \$1,251 to \$3,333 per month  
 ■ Workers Earning More than \$3,333 per month



■ Workers in the "Goods Producing" Industry Class  
 ■ Workers in the "Trade, Transp. & Utilities" Industry Class  
 ■ Workers in the "All Other Services" Industry Class

The Distance/Direction Report depicted in Table 9 and Figure 1 shows the number (count) and percentage (share) of primary job holders living in Dawson County and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Dawson County is greater in 2017 compared to 2016 and 2015. The distribution of miles traveled to work has also shifted since 2015. Figure 1 shows the location and concentration of these workplaces.

**TABLE 9 & FIGURE 1**

## Distance/Direction Report • *Home to Work Census Block*

Live within study area – distance to work

Job Counts in Work Blocks	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>11,100</b>	<b>100.0%</b>	<b>10,970</b>	<b>100.0%</b>	<b>11,001</b>	<b>100.0%</b>
Less than 10 miles	5,899	53.1%	6,012	54.8%	6,171	56.1%
10 to 24 miles	1,846	16.6%	1,789	16.3%	1,861	16.9%
25 to 50 miles	1,316	11.9%	1,258	11.5%	1,204	10.9%
Greater than 50 miles	2,039	18.4%	1,911	17.4%	1,765	16.0%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2020

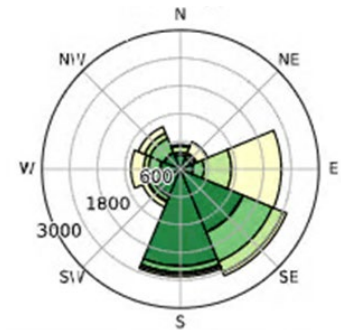


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Dawson County and the distance to their homes. Looking at Table 10, the number of primary jobs held within Dawson County has decreased since 2016 and 2015. The data also show the majority of Dawson County employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

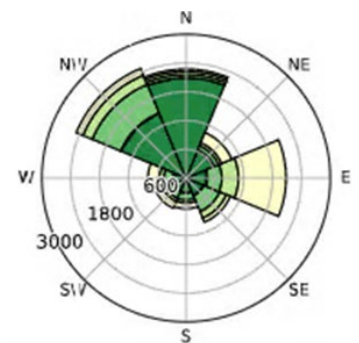
**TABLE 10 & FIGURE 2**

## Distance/Direction Report • *Work to Home Census Block*

Work within study area – distance to home

Job Counts in Home Blocks	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
<b>Total Primary Jobs</b>	<b>10,958</b>	<b>100.0%</b>	<b>11,022</b>	<b>100.0%</b>	<b>11,057</b>	<b>100.0%</b>
Less than 10 miles	5,949	54.3%	6,058	55.0%	6,214	56.2%
10 to 24 miles	1,937	17.7%	1,921	17.4%	1,982	17.9%
25 to 50 miles	1,057	9.6%	1,074	9.7%	1,042	9.4%
Greater than 50 miles	2,015	18.4%	1,969	17.9%	1,819	16.5%

Source: U.S. Census Bureau, Labor Area Dynamics, OnTheMap, April 2020





## POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Dawson County and the surrounding area. As Table 11 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 population increase compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Dawson County reported an average annual 0.3 percent decrease in population from 2010 to 2018 (617 people total).

**TABLE 11**

### County Population • 1970–2018

Dawson County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2018	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2018
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,929,268</b>	<b>0.5</b>	<b>0.7</b>
<b>Dawson County</b>	<b>19,771</b>	<b>22,304</b>	<b>19,940</b>	<b>24,365</b>	<b>24,326</b>	<b>23,709</b>	<b>0.5</b>	<b>-0.3</b>
Buffalo County	31,222	34,797	37,447	42,259	46,102	49,615	1.0	0.9
Custer County	14,092	13,877	12,270	11,793	10,939	10,840	-0.6	-0.1
Frontier County	3,982	3,647	3,101	3,098	2,756	2,608	-0.9	-0.7
Gosper County	2,178	2,140	1,928	2,143	2,044	1,996	-0.2	-0.3
Lincoln County	29,538	36,455	32,508	34,632	36,288	35,185	0.5	-0.4
Phelps County	9,553	9,769	9,715	9,747	9,188	8,996	-0.1	-0.3

Table 12 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 2018 for a total increase of 29.6 percent (4,203 people) from 1970 to 2018. Lexington, the county's largest city, reported a 79.0 percent increase in population (4,467 people) between 1970 and 2018. The unincorporated areas outside of the selected communities experienced a 4.8 percent decrease (265 people) during the period 1970–2018.

**TABLE 12**

### Population • 1970–2018

Dawson County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2018	Avg. Annual % Change 1970-2010	Avg. Annual % Change 2010-2018
<b>Nebraska</b>	<b>1,485,333</b>	<b>1,569,825</b>	<b>1,578,417</b>	<b>1,711,265</b>	<b>1,826,341</b>	<b>1,929,268</b>	<b>0.5</b>	<b>0.7</b>
<b>Dawson County</b>	<b>19,771</b>	<b>22,304</b>	<b>19,940</b>	<b>24,365</b>	<b>24,326</b>	<b>23,709</b>	<b>0.5</b>	<b>-0.3</b>
Cozad	4,226	4,454	3,907	4,164	3,977	3,782	-0.2	-0.6
Eddyville	128	121	102	96	97	95	-0.7	-0.3
Farnam	270	268	188	223	171	167	-1.1	-0.3
Gothenburg	3,158	3,479	3,299	3,619	3,574	3,448	0.3	-0.4
Lexington	5,654	7,040	6,759	10,011	10,230	10,121	1.5	-0.1
Overton	538	633	546	646	594	564	0.2	-0.6
Sumner	222	254	207	237	236	222	0.2	-0.8
<b>Total Incorporated Places</b>	<b>14,196</b>	<b>16,249</b>	<b>15,008</b>	<b>18,996</b>	<b>18,879</b>	<b>18,399</b>	<b>0.7</b>	<b>-0.3</b>
<b>Unincorporated Areas</b>	<b>5,575</b>	<b>6,055</b>	<b>4,932</b>	<b>5,369</b>	<b>5,447</b>	<b>5,310</b>	<b>-0.1</b>	<b>-0.3</b>

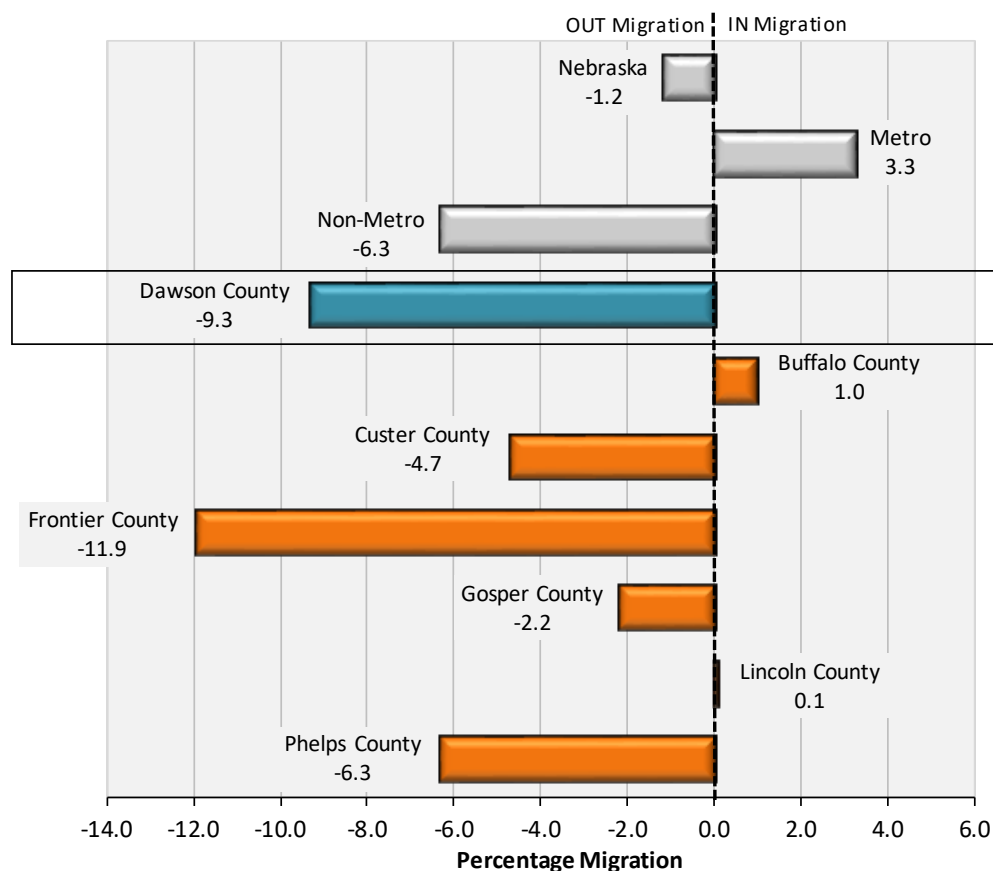
Source: U.S. Bureau of the Census, Census of Population, April 2019

The next two charts (Chart 19 and 20, next page) 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 19

## Net Migration as Percent of 2000 Population • 2000–2010

Dawson County and the Surrounding Area



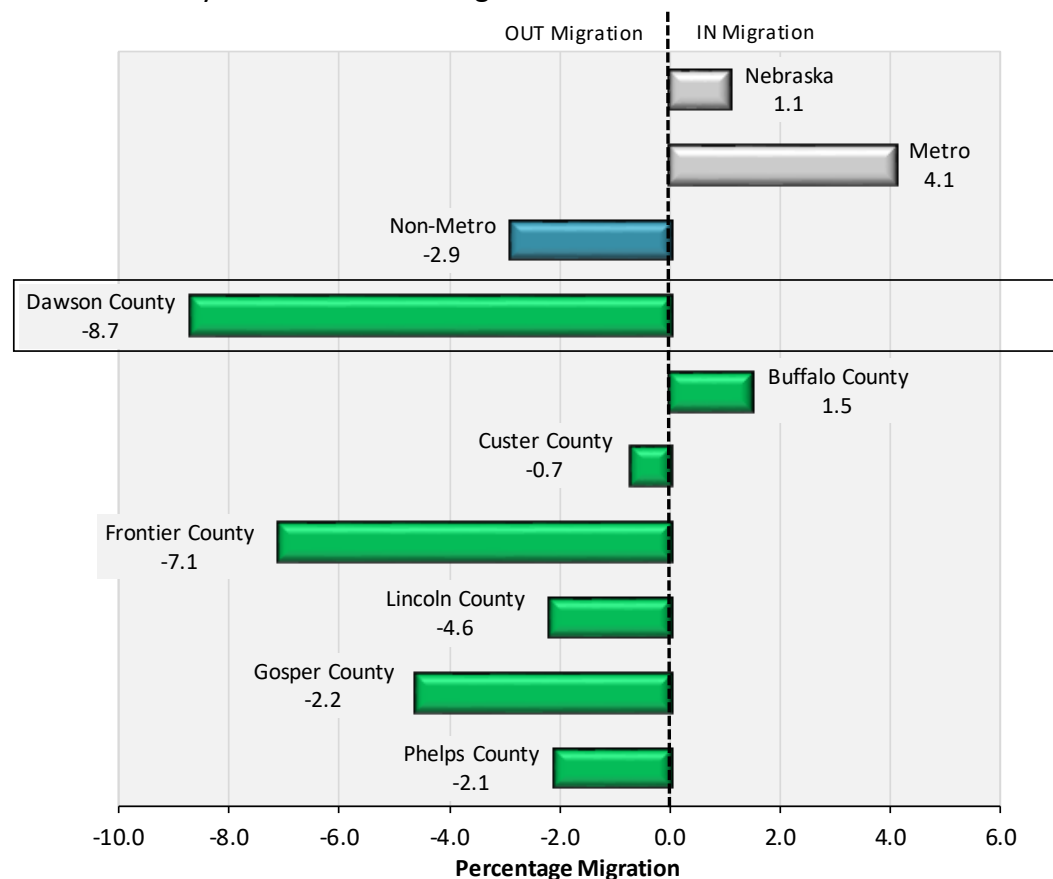
Source: U.S. Census Bureau, County population and estimated components of population change, July 2016

Looking at the years 2010–2018 (Chart 20), Dawson County experienced a net out-migration of 2,117 people or 8.7 percent of its 2010 population.

#### CHART 20

### Net Migration as Percent of 2010 Population • 2010–2018

Dawson County and the Surrounding Area



Source: U.S. Census Bureau, County population and estimated components of population change, May 2019

The next table and chart (Tables 13 and Chart 21, next page) provide detail on migration patterns. Data reported in these tables are 2013–2017, five-year estimates, which are the latest multiyear estimates available. Multiyear estimates from the American Community Survey are “period” estimates that represent data collected over a period of time (as opposed to “point-in-time” estimates, such as the decennial census, that approximate the characteristics of an area on a specific date). Migration patterns are influenced by employment opportunities, cost-of-living and quality-of-life.

Table 13 data show the current population one-year or older is 74 greater than the number of people living in Dawson County one-year ago. This indicates Dawson County experienced a net increase in its population age one and older and in-migration was greater than out-migration plus the number of deaths.

**TABLE 13**

**5-Year Estimate Population Change  
Due to Migration and Mortality • 2013–2017**

Dawson County, Nebraska

Current population one-year or older	23,523
Number of people living in the area one-year ago	23,449
Population change due to migration and mortality	74

Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States*; accessed March 2019.

The 2013–2017, five-year estimates in Chart 21 (next page) reveal a net loss of 161 people from other Nebraska counties and a net gain of 192 people from other states for a total net gain of 31 people one-year or older. As shown in Table 10, net gains occurred in the age groups Age 1 to 17 (gain of 47), Age 25 to 44 (gain of 191) and net losses in age groups Age 18 to 24 (loss of 168), Age 45 to 64, (loss of 33) and Age 65 and over (loss of 6).

Table 10 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was a gain in residents with a HS diploma or less (gain of 82); bachelor's degree, associate's degree, or some college (gain of 36) and a gain in residents with a graduate or professional degree (gain of 34).

#### CHART 21

### Population Change Due to Migration and Mortality Five-Year Estimate • 2013–2017

Dawson County and Nebraska

-- Part A: By Age Group --							
Age Group	Moved to Different Nebraska County	Moved From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
Age 1 to 17	240	212	-28	51	126	75	47
Age 18 to 24	396	212	-184	85	101	16	-168
Age 25 to 44	228	342	114	82	159	77	191
Age 45 to 64	149	100	-49	37	53	16	-33
Age 65 and over	94	80	-14	0	8	8	-6
<b>Total</b>	<b>1,107</b>	<b>946</b>	<b>-161</b>	<b>255</b>	<b>447</b>	<b>192</b>	<b>31</b>
-- Part B: By Educational Attainment --							
Educational Attainment	Moved to Different Nebraska County	Moved From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	Moved From Different State	Net Gain From Other States	Net Gain From Nebraska Counties and Other States
HS diploma or less	201	286	85	61	58	-3	82
Bachelor's or some college	270	202	-68	58	162	104	36
Grad. or Prof. degree	0	34	34	0	0	0	34
<b>Total</b>	<b>471</b>	<b>522</b>	<b>51</b>	<b>119</b>	<b>220</b>	<b>101</b>	<b>152</b>

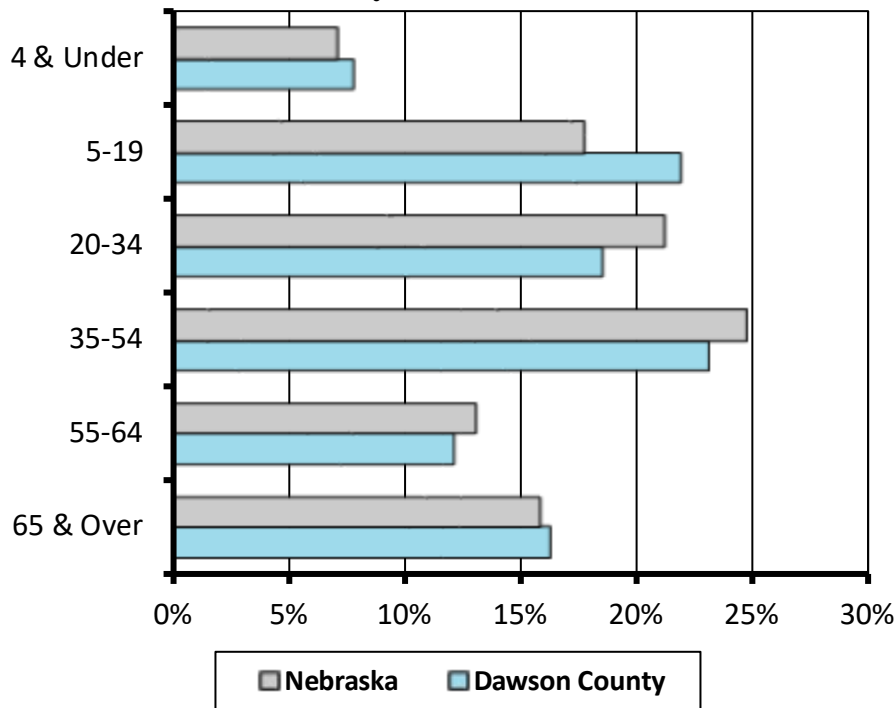
Source: American Community Survey, *Geographic Mobility By Selected Characteristics In The United States & Geographical Mobility In The Past Year By Age For Residence 1 Year Ago In The United States; Geographical Mobility In The Past Year By Educational Attainment For Current Residence In The United States & Geographical Mobility In The Past Year By Educational Attainment For Residence 1 Year Ago In The United States*; accessed March 2019.

The following chart and table (Chart 22; Table 14) 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 slightly younger in age than Nebraska as a whole. The median age for Dawson County residents in 2017 was 36.2 years of age compared to 36.4 years of age for residents of Nebraska as a whole.

**CHART 22**

## Age Distribution of the Population • 2017

Dawson County and Nebraska



**TABLE 14**

	2017 Population		Percent	
	Nebraska	Dawson County	Nebraska	Dawson County
4 & Under	133,061	1,883	7.2%	7.9%
5-19	331,029	5,185	17.8%	21.9%
20-34	393,406	4,403	21.2%	18.6%
35-54	459,836	5,484	24.8%	23.1%
55-64	242,601	2,889	13.1%	12.2%
65 & Over	295,373	3,865	15.9%	16.3%
<b>Total</b>	<b>1,855,306</b>	<b>23,709</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>36.4</b>	<b>36.2</b>		

Source: U.S. Census Bureau, "Annual Estimates of the Resident Population for Selected Age Groups by Sex," April 2019.

Table 15 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 23 graphically depicts the median age distribution for the study area.

**TABLE 15**

## Median Age by Location and Gender • 2017

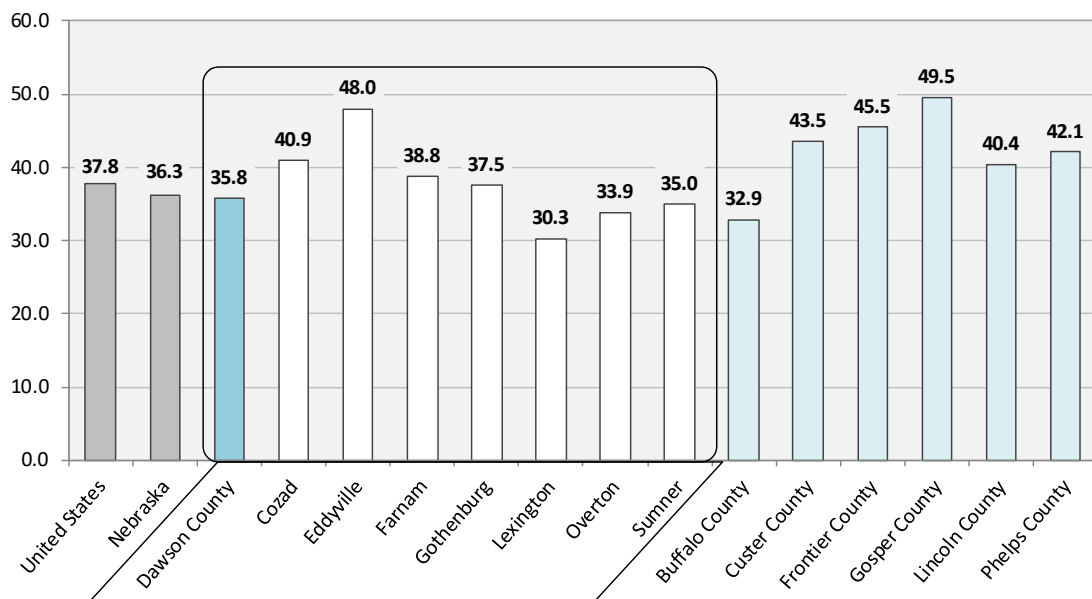
Dawson County and the Surrounding Area

	Median Age				Median Age		
	Total	Male	Female		Total	Male	Female
<b>United States</b>	<b>37.8</b>	<b>36.5</b>	<b>39.1</b>	Buffalo County	32.9	32.2	34.0
<b>Nebraska</b>	<b>36.3</b>	<b>35.2</b>	<b>37.5</b>	Custer County	43.5	41.9	45.2
<b>Dawson County</b>	<b>35.8</b>	<b>35.3</b>	<b>36.4</b>	Frontier County	45.5	45.6	45.4
Cozad	40.9	41.3	40.6	Gosper County	49.5	47.0	51.1
Eddyville	48.0	48.5	43.9	Lincoln County	40.4	39.8	41.1
Farnam	38.8	44.1	33.7	Phelps County	42.1	38.6	45.3
Gothenburg	37.5	37.7	37.4				
Lexington	30.3	29.8	31.9				
Overton	33.9	36.5	32.2				
Sumner	35.0	33.5	38.3				

**CHART 23**

## Median Age by Location • 2017

Dawson County and the Surrounding Area



Source: U.S. Census Bureau, 2013-2017 American Community Survey, May 2019



## RETAIL SALES

Table 16 and Chart 24 show the retail sales (non-motor vehicle) pull factors for Dawson County and the surrounding area for 2018. The pull factor is computed by dividing the per capita taxable, non-motor vehicle (NMV) retail sales by the state average per capita NMV retail sales. A pull factor of one indicates an area has per capita NMV retail sales equal to the state. A value greater than one indicates an area is drawing retail sales from other areas. Conversely, a pull factor with a value less than one indicates the subject area is losing potential retail activity to other places or, in other words, is experiencing retail sales leakage. This simple calculation does not factor in income levels or purchasing power within an area.

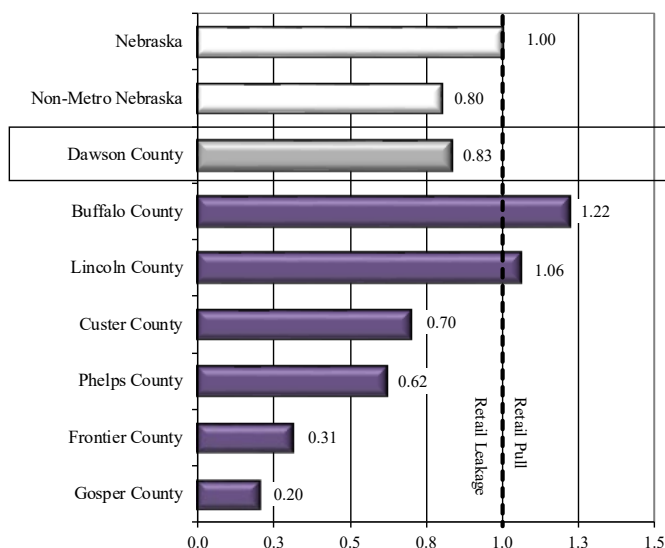
**TABLE 16**

### Retail Sales Non-Motor Vehicles Pull Factors • 2018

Nebraska, Dawson County and Surrounding Counties

	2018 Population	2018 Retail Sales (x \$1,000)	2018 Per Cap Sales (\$)	2018 Pull Factor
Nebraska	1,929,268	24,791,310	12,850	1.00
Non-Metro Nebraska	860,657	8,869,312	10,305	0.80
<b>Dawson County</b>	<b>23,709</b>	<b>253,700</b>	<b>10,701</b>	<b>0.83</b>
Buffalo County	49,615	777,406	15,669	1.22
Custer County	10,840	96,977	8,946	0.70
Frontier County	2,608	10,388	3,983	0.31
Gosper County	1,996	5,129	2,570	0.20
Lincoln County	35,185	480,403	13,654	1.06
Phelps County	8,996	71,885	7,991	0.62

**CHART 24**



Reviewing the pull factors at the county level indicates Dawson County experiences net retail leakages. The 2018 pull factor of 0.83 indicates, on a per capita basis, retail sales in Dawson County are below 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 (0.83) with the pull factor for the non-metropolitan area of Nebraska (0.80) indicates per capita retail sales in Dawson County are 3.8 percent above the average per capita retail sales in the non-metropolitan area of Nebraska.

Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2019

Table 17 and Chart 25 compare the 2018 pull factors for selected area communities. The community of Broken Bow's pull factor of 1.73 indicates that, on a per capita basis, non-motor vehicle retail sales in Broken Bow are approximately 73.0 percent greater than the state's average per capita sales.

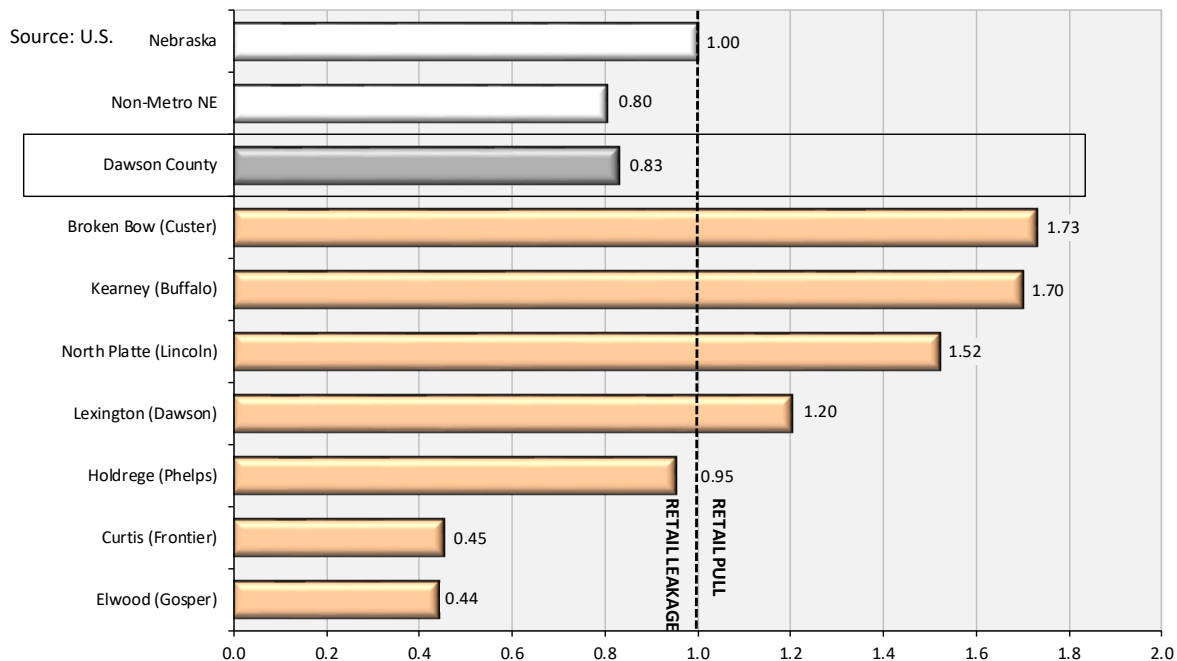
**TABLE 17**

## Retail Sales Non-Motor Vehicles Pull Factors • 2018

Nebraska and Selected Study Area Cities

	2018 Population	2018 Retail Sales (x \$1,000)	2018 Per Cap Sales (\$)	2018 Pull Factor
Nebraska	1,929,268	24,791,310	12,850	1.00
Non-Metro Nebraska	860,657	8,869,312	10,305	0.80
<b>Dawson County</b>	<b>23,709</b>	<b>253,700</b>	<b>10,701</b>	<b>0.83</b>
Lexington (Dawson)	10,121	155,773	15,391	1.20
Kearney (Buffalo)	33,761	737,093	21,833	1.70
Broken Bow (Custer)	3,534	78,579	22,235	1.73
Curtis (Frontier)	884	5,070	5,736	0.45
Elwood (Gosper)	683	3,868	5,663	0.44
North Platte (Lincoln)	23,814	465,467	19,546	1.52
Holdrege (Phelps)	5,405	65,877	12,188	0.95

**CHART 25**



Census Bureau and Nebraska Department of Revenue, May 2019

Table 18 (sorted by population) and Chart 26 (sorted by pull factor) further breakdown the 2018 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 (1.20) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.83 for Dawson County in 2018.

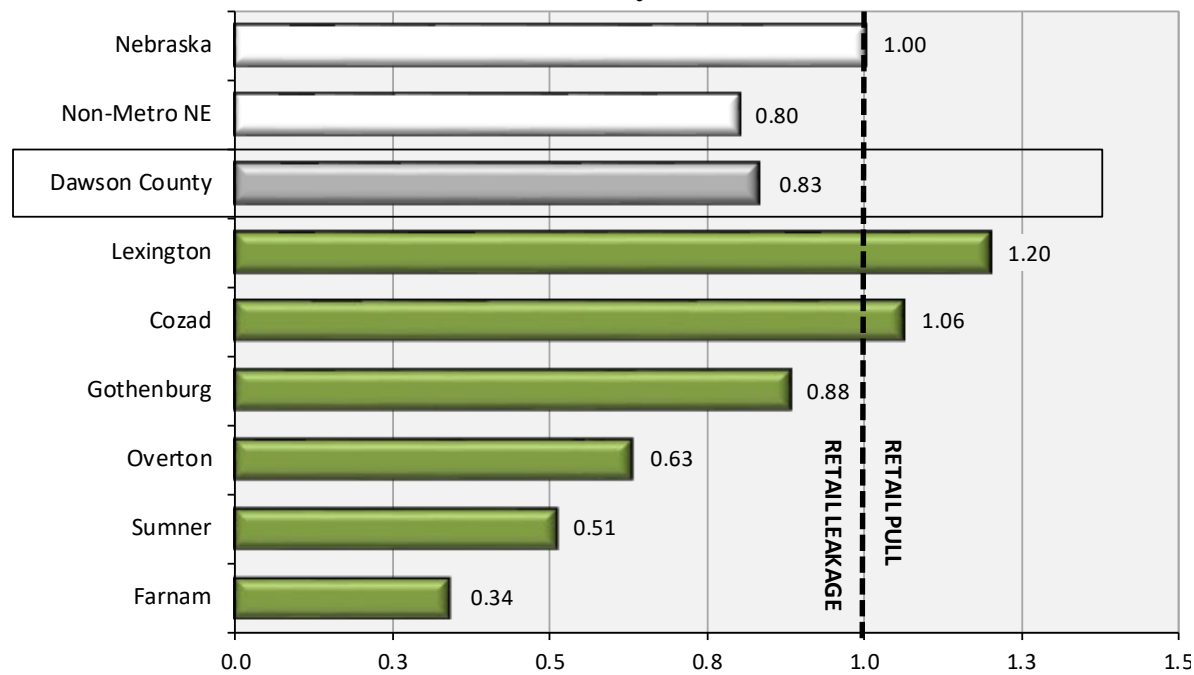
**TABLE 18**

## Retail Sales Non-Motor Vehicles Pull Factors • 2018

Nebraska and Available Dawson County Communities

	2018 Population	2018 Retail Sales (x \$1,000)	2018 Per Cap Sales (\$)	2018 Pull Factor
Nebraska	1,929,268	24,791,310	12,850	1.00
Non-Metro Nebraska	860,657	8,869,312	10,305	0.80
<b>Dawson County</b>	<b>23,709</b>	<b>253,700</b>	<b>10,701</b>	<b>0.83</b>
Lexington	10,121	155,773	15,391	1.20
Cozad	3,782	51,312	13,568	1.06
Gothenburg	3,448	39,176	11,362	0.88
Overton	564	4,549	8,066	0.63
Sumner	222	1,466	6,603	0.51
Farnam	167	728	4,359	0.34

**CHART 26**



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2019

Table 19 (sorted by population) and Chart 27 (sorted by pull factor) show the 2018 pull factors for Nebraska, Lexington, and eight other similarly sized communities selected from around the state. Scottsbluff's pull factor of 1.93 leads the group for 2018 thus indicating Scottsbluff has greater retail pull.

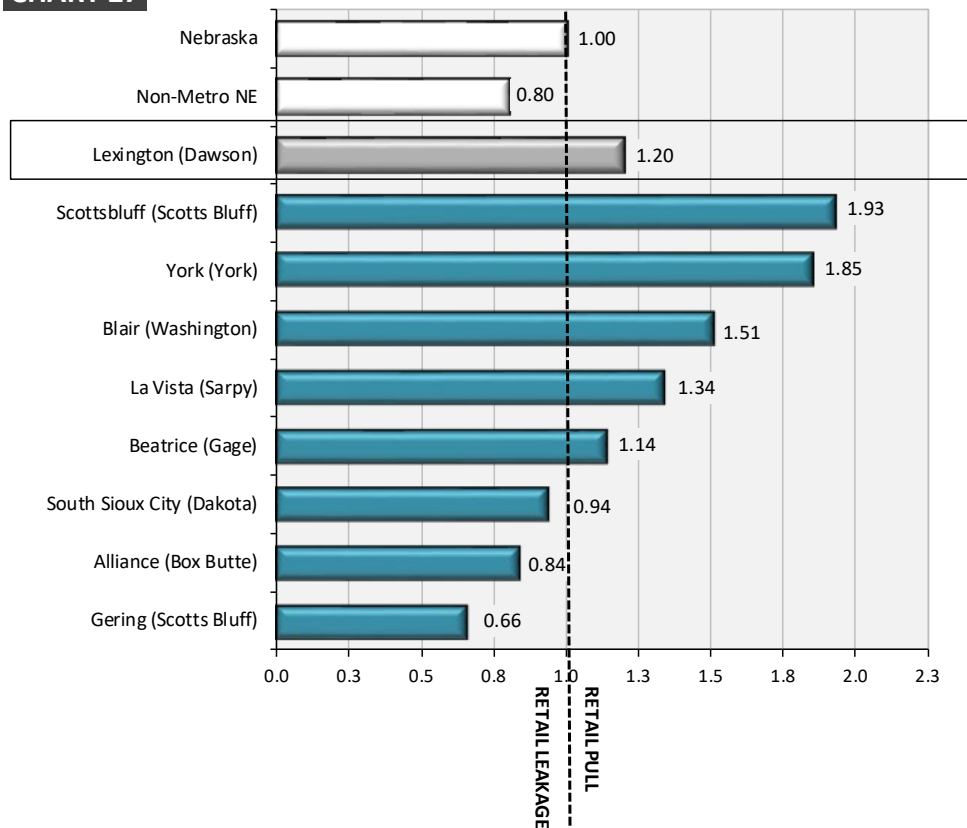
**TABLE 19**

## Retail Sales Non-Motor Vehicles Pull Factors • 2018

Lexington & Other Similarly Sized Nebraska Communities

	2018 Population	2018 Retail Sales (x \$1,000)	2018 Per Cap Sales (\$)	2018 Pull Factor
Nebraska	1,929,268	24,791,310	12,850	1.00
Non-Metro Nebraska	860,657	8,869,312	10,305	0.80
<b>Lexington (Dawson)</b>	<b>10,121</b>	<b>155,773</b>	<b>15,391</b>	<b>1.20</b>
Blair (Washington)	7,815	151,140	19,340	1.51
York (York)	7,866	186,747	23,741	1.85
Alliance (Box Butte)	8,070	87,184	10,803	0.84
Gering (Scotts Bluff)	8,225	69,565	8,458	0.66
Beatrice (Gage)	12,274	179,263	14,605	1.14
South Sioux City (Dakota)	12,838	155,079	12,080	0.94
Scottsbluff (Scotts Bluff)	14,733	366,245	24,859	1.93
La Vista (Sarpy)	17,163	294,461	17,157	1.34

**CHART 27**



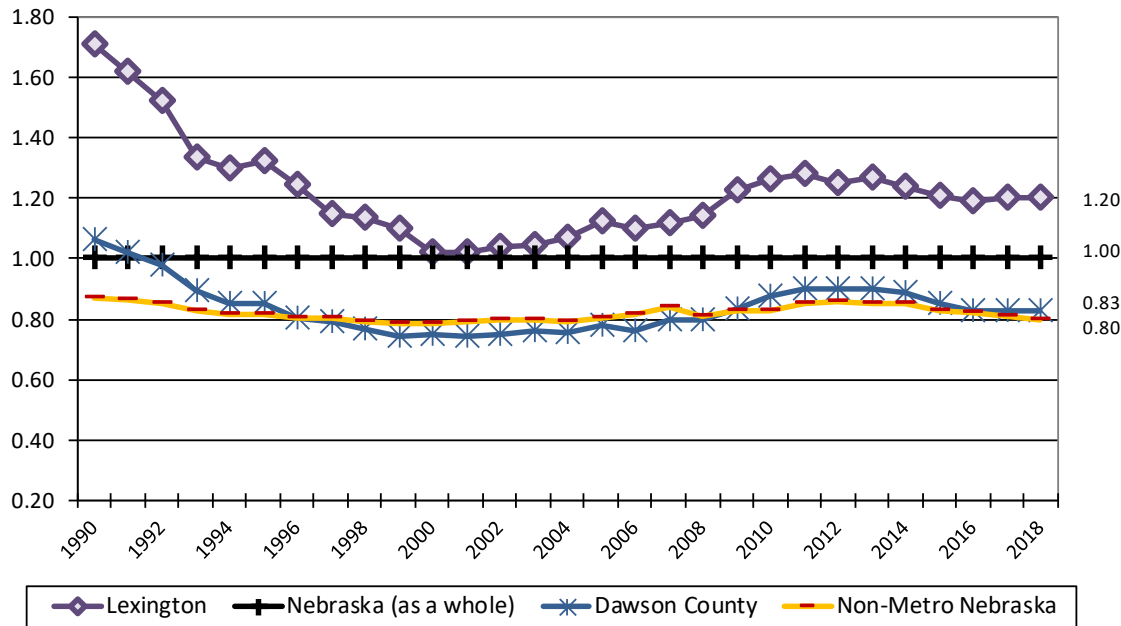
Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2019

Chart 28 illustrates the pull factor trend for Lexington, Dawson County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2018. In examining the timeline, the City of Lexington shows retail pull fluctuating well above the state average throughout most of the study period. Data within Dawson County (as a whole) shows the pull factor somewhat similar to the non-metropolitan county average throughout the time period.

# CHART 28

## Pull Factors • 1990–2018

Lexington, Dawson County, Non-Metro & Nebraska (as a whole)



Source: U.S. Census Bureau and Nebraska Department of Revenue, May 2019

## PER CAPITA PERSONAL INCOME

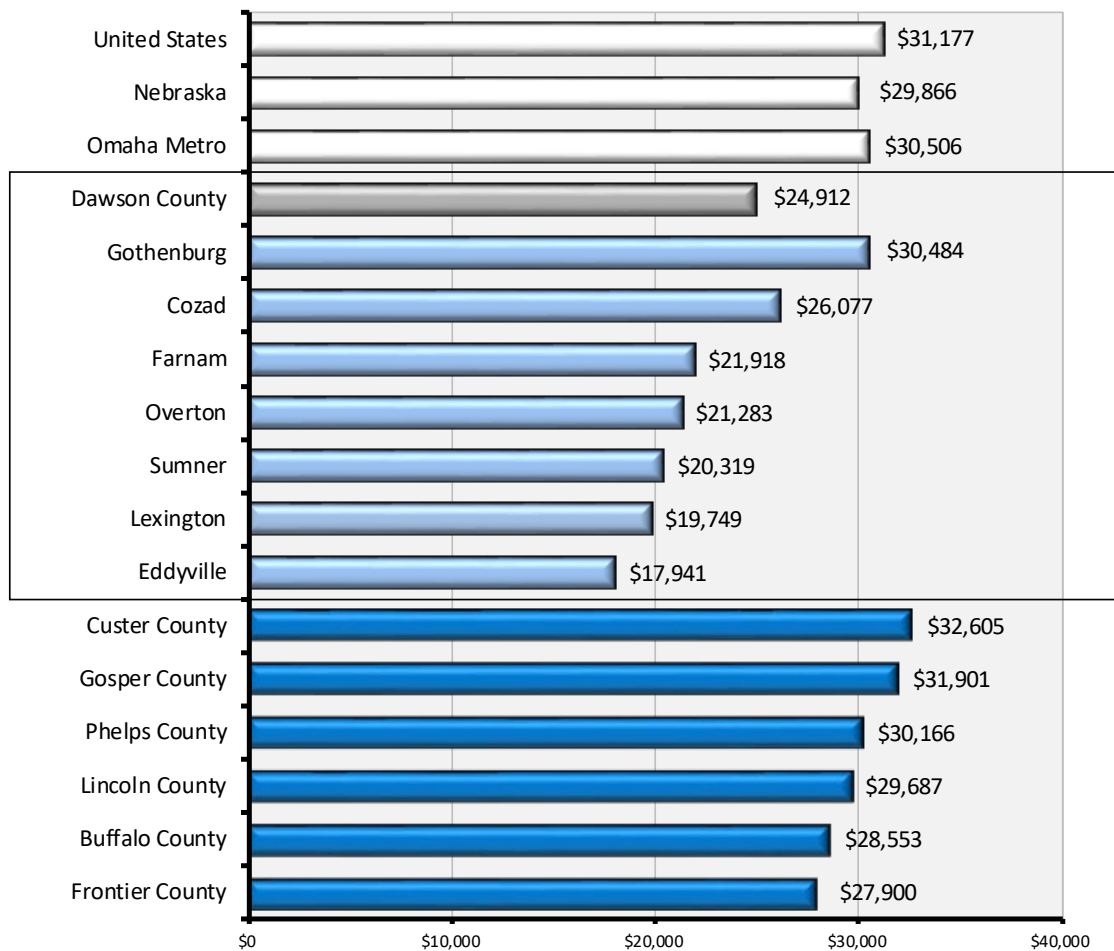
Chart 29 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources including earnings, retirement income and public assistance.

The 2013–2017, five-year estimates show per capita personal income for Dawson County is estimated to be \$24,912 compared to \$29,866 for Nebraska as a whole.

### CHART 29

#### Per Capita Personal Income • 2013–2017

Nebraska, Dawson County & Surrounding Counties



Source: U.S. Census Bureau 2013–2017 American Community Survey, accessed March 2019.

## MEDIAN HOUSEHOLD INCOME

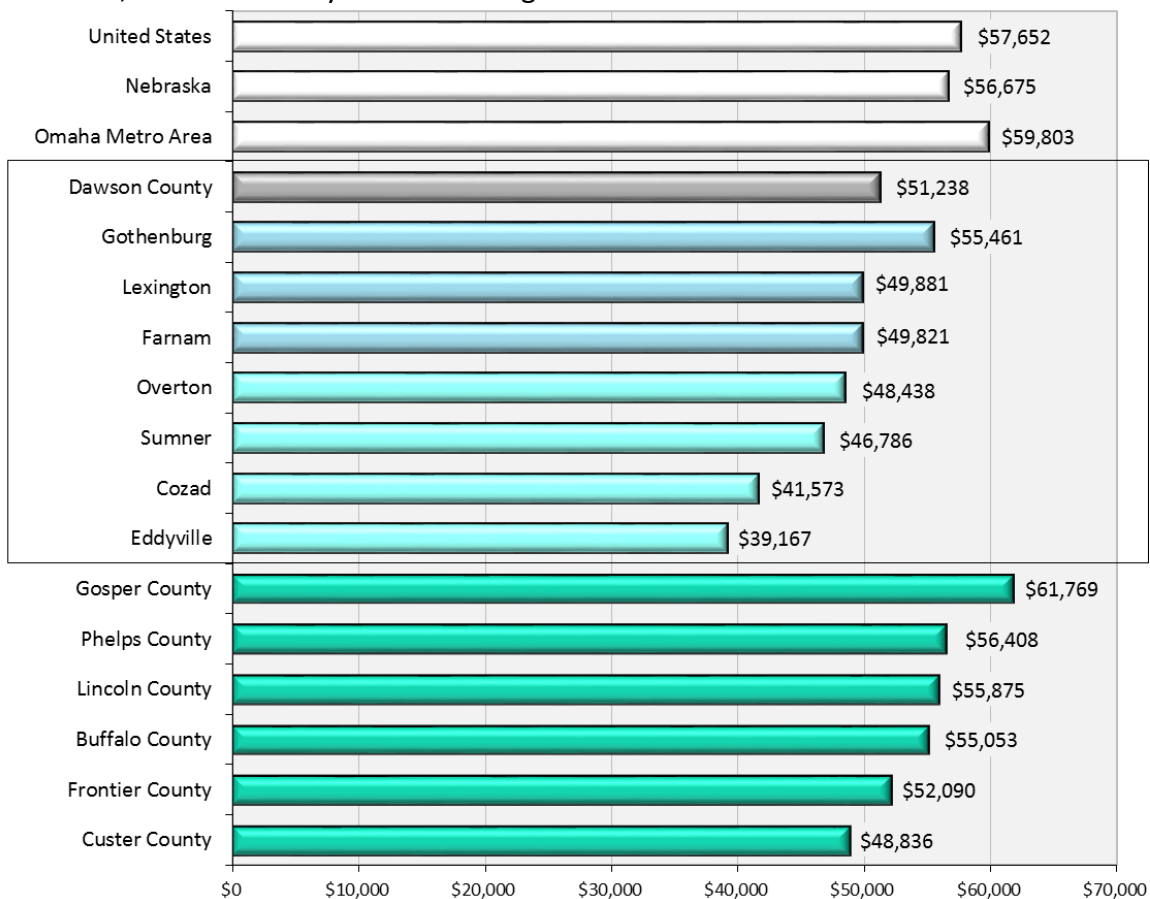
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2013–2017, five-year estimates show median household income for Dawson County is estimated to be \$51,238 compared to \$56,675 for Nebraska as a whole.

### CHART 30

#### Median Household Income • 2013–2017

Nebraska, Dawson County & Surrounding Counties



Source: U.S. Census Bureau 2013–2017 American Community Survey, accessed March 2019