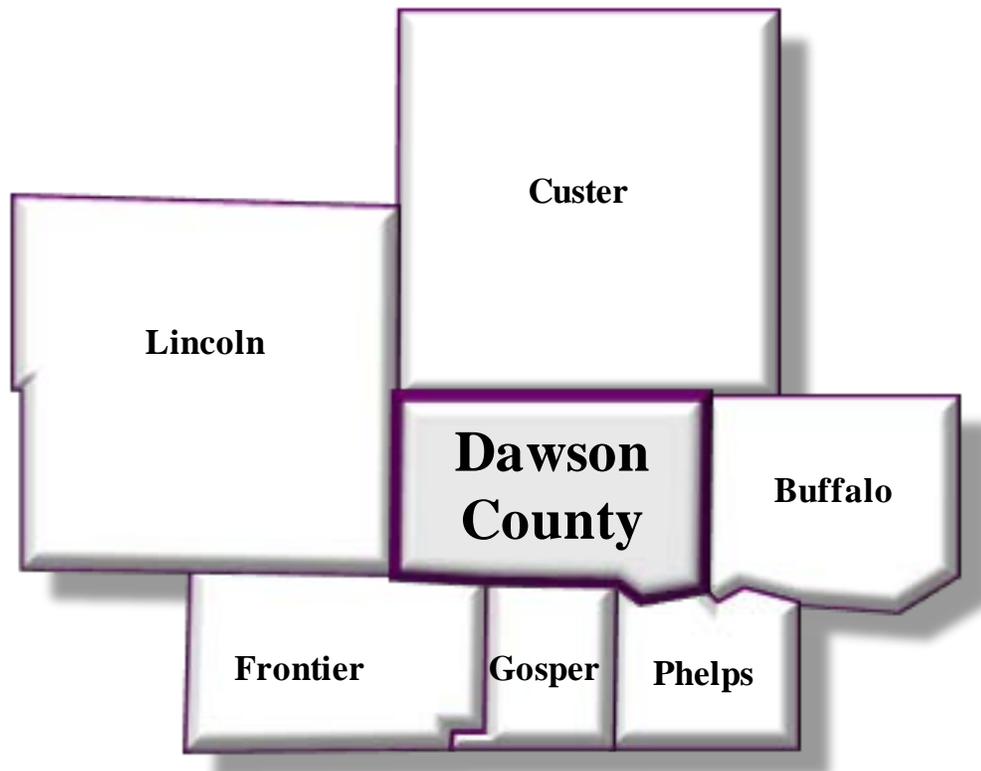


# Economic and Demographic Trends

## Dawson County and the Surrounding Area



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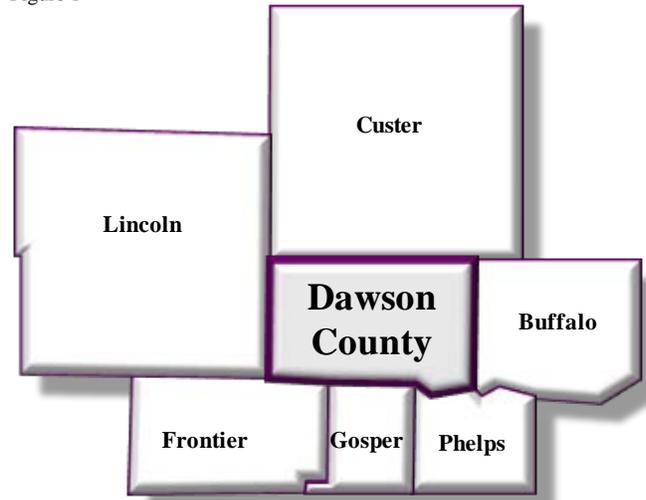


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## Economic and Demographic Trends in Dawson County and the Surrounding Area

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). Figure 1 (map) 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 the city of Lexington and eight other similarly sized Nebraska communities.

Figure 1



### Labor Force and Employment

The first chart (next page) compares the distribution of non-farm wage and salary (W&S) employment by major economic sector in Dawson County with the non-metropolitan distribution. Non-metropolitan Nebraska is defined as Nebraska minus the seven metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington. Non-farm wage and salary employment consists of the following 11 sectors:

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

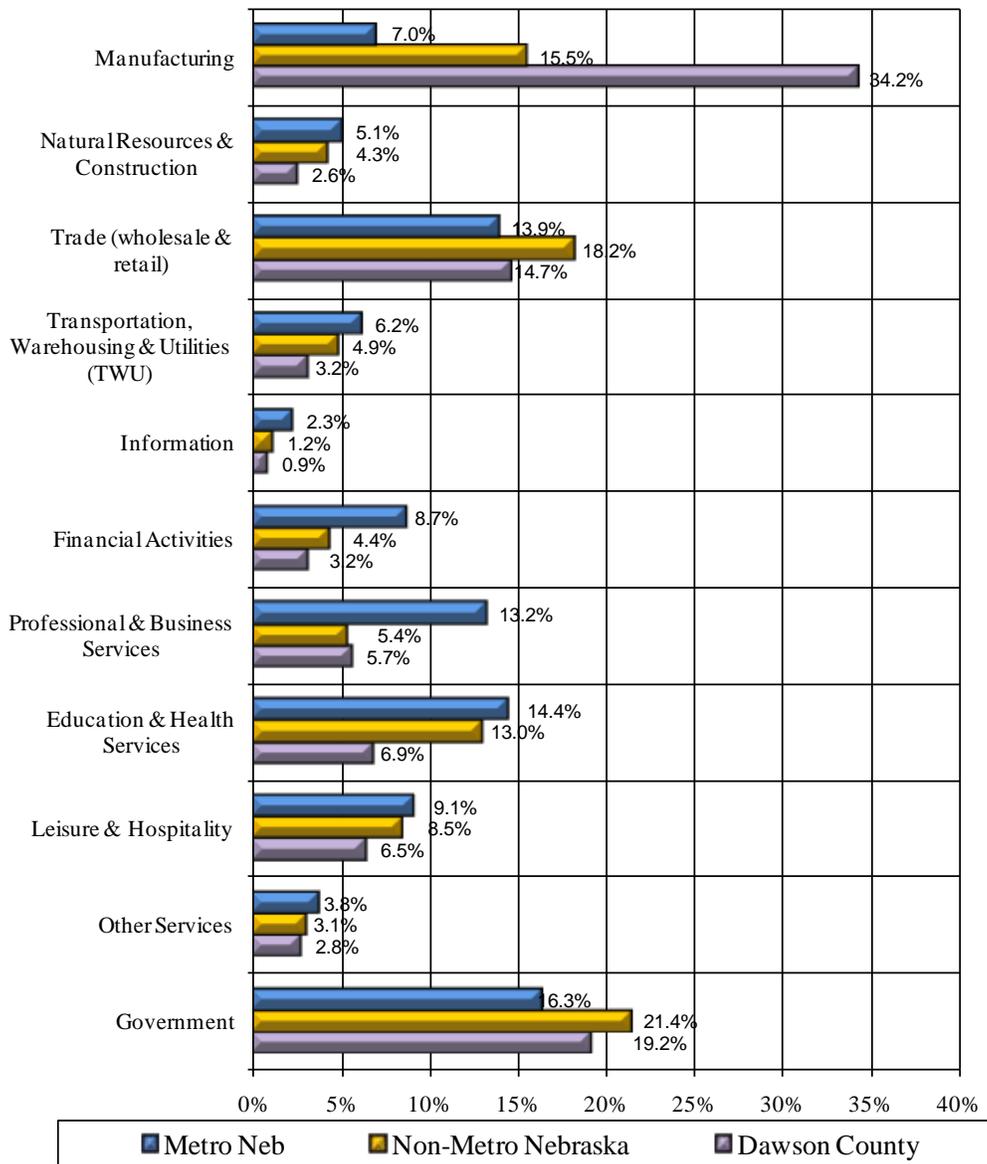
When comparing Dawson County non-farm wage and salary employment sectors to non-metropolitan Nebraska and metropolitan sectors, there are significant differences between the distributions. Deviations from the non-metropolitan and metropolitan state distributions of employment are noted in Chart 1 (next page).

Chart 1 graphically displays the variances among employment by major economic sectors in Dawson County, metropolitan Nebraska, and non-metro Nebraska. The Manufacturing sector consists of both durable and non-durable goods.

The largest deviation between Dawson County and non-metropolitan Nebraska employment sectors falls in the Manufacturing sector having 34.2 percent employment (3,774 employees) compared to non-metropolitan Nebraska employment at 15.5 percent of the workforce: an 18.7 percent difference. Comparing Dawson County to the overall metropolitan distribution, the largest deviation is also found in the Manufacturing sector (34.2 percent Dawson County vs. 7.0 percent metropolitan Nebraska or a difference of 27.2 percent).

Chart 1

**Non-Farm Wage & Salary Employment by Major Economic Sector  
 Metro, Non-Metropolitan & Dawson County Nebraska, 2009**



Source: Nebraska Department of Labor, Labor Market Information, August 2010

Table 1 and Chart 2 (next page) present non-farm wage and salary data for Dawson County for the period 2001–2009. Non-farm 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). The measure of employment reported in Table 1 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 non-farm wage and salary employment in Dawson County increased 0.7 percent (74 jobs) between 2001 and 2009.

Table 1 also provides employment data for Dawson County by major economic sector for years 2001–2009. Of the sectors reporting complete data, the Other Services sector recorded the largest percentage increase between 2001 and 2009 (47.6 percent or 100 jobs). The largest actual employment increase between 2001 and 2009 occurred in the Government sector with an increase of 211 jobs or 11.1 percent.

Table 1

**Non-Farm Wage & Salary Employment Trends, Dawson County, Nebraska**  
Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	% Change 2001-2009
<b>Non-farm Employment (W&amp;S)</b>	<b>10,947</b>	<b>10,987</b>	<b>11,032</b>	<b>11,002</b>	<b>10,793</b>	<b>11,172</b>	<b>11,210</b>	<b>11,212</b>	<b>11,021</b>	<b>0.7</b>
<b>Manufacturing</b>	<b>4,099</b>	<b>3,980</b>	<b>3,934</b>	<b>3,811</b>	<b>3,685</b>	<b>3,921</b>	<b>(D)</b>	<b>3,988</b>	<b>3,774</b>	<b>-7.9</b>
Durable Goods	(D)	(N/A)								
Nondurable Goods	(D)	(N/A)								
<b>Non-manufacturing</b>										
Natural Resources & Construction	275	278	276	261	271	268	(D)	303	283	2.9
Trade	1,854	1,861	1,849	1,867	1,773	1,728	1,688	1,669	1,617	-12.8
Wholesale Trade	481	528	515	557	504	513	525	511	452	-6.0
Retail Trade	1,372	1,333	1,335	1,310	1,269	1,215	1,163	1,158	1,164	-15.2
Transportation, Warehousing & Utilities	254	299	379	378	306	385	364	347	355	39.8
Information	114	115	111	105	102	104	(D)	100	104	-8.8
Financial Activities	366	349	349	358	355	332	336	339	358	-2.2
Professional & Business Services	439	534	536	568	589	610	624	597	624	42.1
Education & Health Services	682	663	666	661	690	738	770	791	759	11.3
Leisure and Hospitality	746	761	762	761	757	805	761	757	718	-3.8
Other Services, except Public	210	207	209	236	262	259	260	279	310	47.6
<b>Government</b>	<b>1,908</b>	<b>1,940</b>	<b>1,961</b>	<b>1,996</b>	<b>2,003</b>	<b>2,022</b>	<b>2,020</b>	<b>2,042</b>	<b>2,119</b>	<b>11.1</b>
Federal	110	107	106	110	110	108	107	105	109	-0.9
State	104	101	100	98	96	95	101	126	96	-7.7
Local	1,693	1,732	1,755	1,788	1,797	1,819	1,812	1,811	1,913	13.0

Labor Force & Work Force Summary, 2001-2009, Annually, Dawson County, Nebraska (August 2010 data)

Source: Nebraska Department of Labor, Labor Market Information

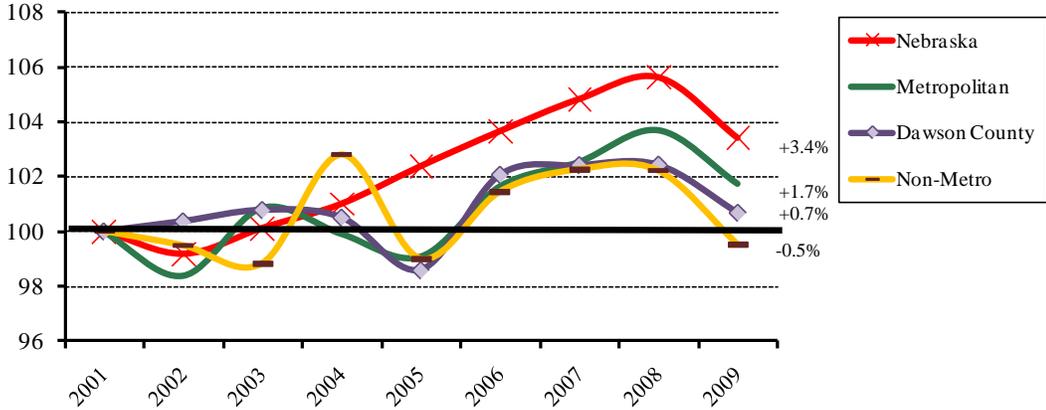
(D) Data withheld to avoid disclosure

(N/A) Data not available

Chart 2 compares total non-farm wage and salary employment growth in Dawson County with metropolitan, non-metropolitan, and Nebraska as a whole for the review period 2001–2009. As this chart indicates total non-farm wage and salary employment in Dawson County increased 0.7 percent (74 jobs) from 2001 to 2009, compared to a 3.4 percent increase for Nebraska as a whole, a 1.7 percent increase in metropolitan Nebraska, and a 0.5 percent decrease in non-metropolitan Nebraska.

Chart 2

**Non-Farm (W&S) Employment, Dawson County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2009**  
 (Index, 2001=100)

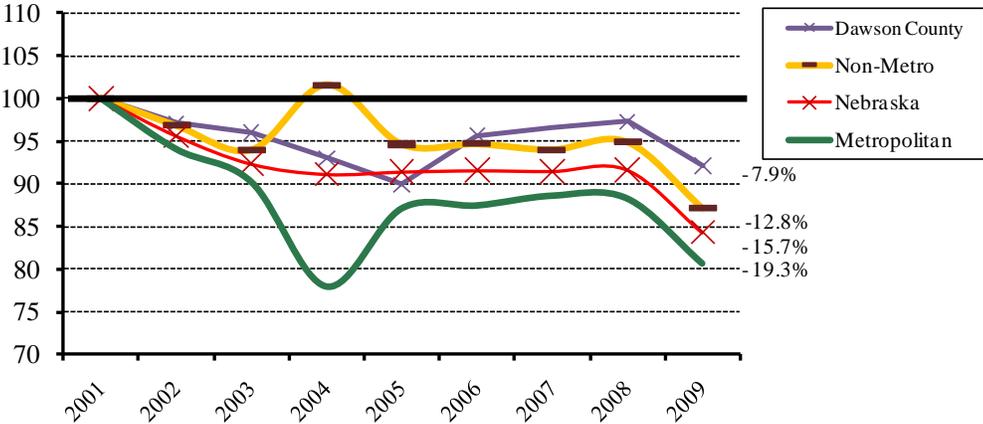


Source: Labor Force & Work Force Summary, August 2010

Chart 3 presents data on manufacturing wage and salary employment growth for the study area. Dawson County experienced a 7.9 percent decline in Manufacturing employment (-325 jobs) during the study period. This decrease compares to a 12.8 percent decline in for non-metropolitan Nebraska, 15.7 percent decrease for Nebraska as a whole, and a 19.3 percent decrease for metropolitan Nebraska over the same period.

Chart 3

**Manufacturing (W&S) Employment, Dawson County, Nebraska, Metro, and Non-Metro Nebraska, 2001-2009**  
 (Index, 2001=100)



Source: Labor Force & Work Force Summary, August 2010

The next table (Table 2) shows labor force information for Dawson County for the time period 2001–2009. 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 a 1.5 percent increase (190 people) in the number of Dawson County residents participating in the labor force between 2001 and 2009.

The percent of those unemployed in Dawson County increased by 33.2 percent (146 people) between 2001 and 2009. 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 4.7 percent in 2009; similar to that for metropolitan Nebraska (4.8 percent), Nebraska as a whole (4.6 percent), and non-metropolitan Nebraska (4.4 percent).

Table 2

**Labor Force & Employment Trends, Dawson County, Nebraska**  
Selected Years: 2001-2009

	2001	2002	2003	2004	2005	2006	2007	2008	2009	% Change 2001-2009
<b>Labor Force</b>	<b>12,277</b>	<b>12,363</b>	<b>12,618</b>	<b>12,610</b>	<b>12,298</b>	<b>12,432</b>	<b>12,383</b>	<b>12,618</b>	<b>12,467</b>	<b>1.5</b>
Unemployment	440	490	525	537	546	395	372	509	586	33.2
Unemployment Rate	3.6	4.0	4.2	4.3	4.4	3.2	3.0	4.0	4.7	(N/A)
Employment	11,837	11,873	12,093	12,073	11,752	12,037	12,011	12,110	11,881	0.4

Labor Force & Work Force Summary, 2001-2009, Annually, Dawson County, Nebraska (August 2010 data)

Source: Nebraska Department of Labor, Labor Market Information

(N/A) Data not available

**Residence and Work Flow Patterns**

The next series of tables show residence (commute shed) and workflow (labor shed) patterns for Dawson County. A commute shed report looks at where residents are working (where they are commuting to work). A labor shed area 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 2008.

Tables 3A–3C examine the commute shed area for Dawson County. In Table 3A, the Census identified 10,547 primary jobs within the county borders. As Table 3A shows, 54.9 percent of Dawson County’s labor force participants (5,788 people) work in a location other than Dawson County communities. Table 3B and Figure 2 report 27.9 percent of Dawson County workforce residents (2,940 people) work outside Dawson County. Table 3C shows 138 residents or 1.3 percent of Dawson County workforce residents leave the state boundary for work.

Table 3A

**Dawson County Commute Shed Report, 2008**

Where Dawson County Workforce Participants are Employed

	Count	Share
<b>Total Primary Jobs</b>	10,547	100%
<b>Live in Dawson County - Work Elsewhere City</b>		
<b>Jobs in Places (Communities) Where Workers are Employed</b>		
<b>Cozad city, NE</b>	<b>1,867</b>	<b>17.7%</b>
<b>Lexington city, NE</b>	<b>1,754</b>	<b>16.6%</b>
<b>Gothenburg city, NE</b>	<b>1,138</b>	<b>10.8%</b>
Kearney city, NE	415	3.9%
North Platte city, NE	276	2.6%
Lincoln city, NE	139	1.3%
Omaha city, NE	137	1.3%
Holdrege city, NE	99	0.9%
Grand Island city, NE	95	0.9%
McCook city, NE	58	0.5%
All Other Locations	4,569	43.3%
<b>Total Dawson County Residents Working Inside County Cities:</b>	<b>4,759</b>	<b>45.1%</b>
<b>Total Dawson County Residents Working Outside County Cities:</b>	<b>5,788</b>	<b>54.9%</b>

Table 3B

<b>Live in Dawson County - Work Elsewhere County Jobs in Counties Where Workers are Employed</b>		
<b>Dawson County, NE</b>	<b>7,607</b>	<b>72.1%</b>
Buffalo County, NE	711	6.7%
Lincoln County, NE	378	3.6%
Phelps County, NE	165	1.6%
Lancaster County, NE	165	1.6%
Douglas County, NE	148	1.4%
Dakota County, NE	116	1.1%
Hall County, NE	108	1.0%
Scotts Bluff County, NE	93	0.9%
Custer County, NE	86	0.8%
All Other Locations	970	9.2%
<b>Total Dawson County Residents Working Inside County:</b>	<b>7,607</b>	<b>72.1%</b>
<b>Total Dawson County Residents Working Outside County:</b>	<b>2,940</b>	<b>27.9%</b>

Figure 2

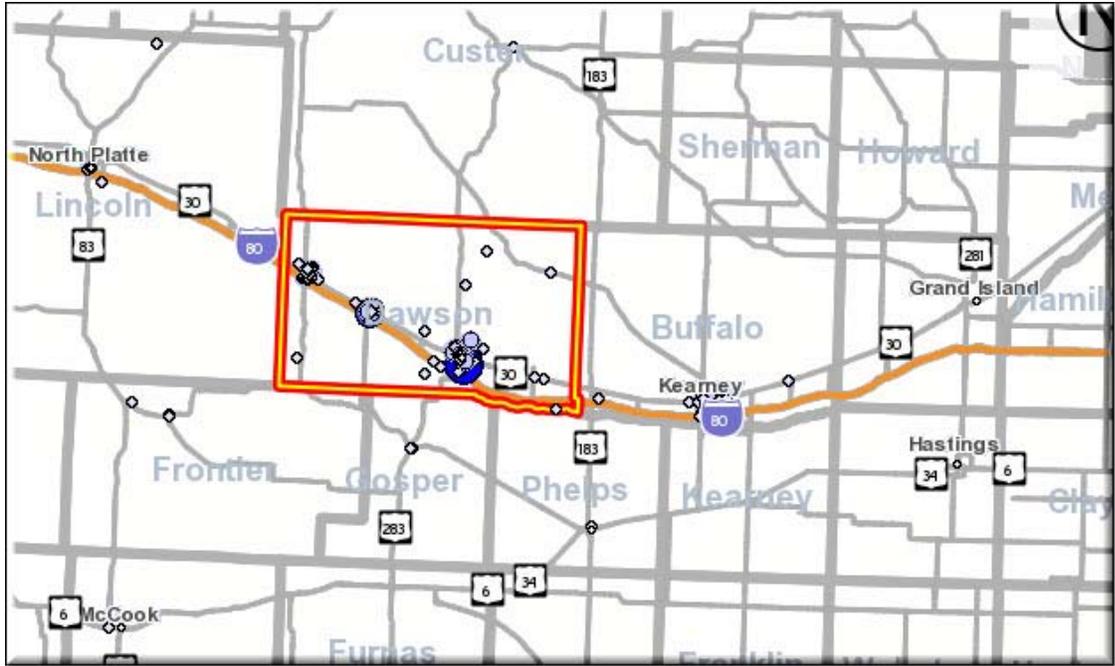


Table 3C

<b>Live in Dawson County - Work Elsewhere State Jobs in States Where Workers are Employed</b>		
<b>Nebraska</b>	<b>10,409</b>	<b>98.7%</b>
Kansas	48	0.5%
Wyoming	19	0.2%
Colorado	19	0.2%
South Dakota	8	0.1%
All Other Locations	44	0.4%
<b>Total Dawson County Residents Working Inside Nebraska:</b>	<b>10,409</b>	<b>98.7%</b>
<b>Total Dawson County Residents Working Outside Nebraska:</b>	<b>138</b>	<b>1.3%</b>

U.S. Census Bureau, LED OnTheMap Origin-Destination Database, 2nd Quarter 2008

People also travel from other cities and counties of residence to work in Dawson County—this is the labor shed area. Tables 4A–4C depict the labor shed area of those employed within Dawson County. The Census identified 10,956 primary jobs within Dawson County. As Table 4A indicates, 44.0 percent (4,822 people) who are employed within Dawson County live outside of Dawson County communities. Table 4B and Figure 3 show approximately 30.6 percent (3,349 people) who work inside Dawson County live outside of the county borders and Table 4C shows 1.7 percent (181 people) live out-of-state.

Table 4A

**Dawson County Labor Shed Report, 2008**  
Where Workers Live who are Employed in Dawson County

	<b>Count</b>	<b>Share</b>
<b>Total Primary Jobs</b>	10,956	100%
<b>Work in Dawson County - Live Elsewhere City Jobs in Places (Communities) Where Workers Live</b>		
<b>Lexington city, NE</b>	<b>3,353</b>	<b>30.6%</b>
<b>Cozad city, NE</b>	<b>1,469</b>	<b>13.4%</b>
<b>Gothenburg city, NE</b>	<b>1,188</b>	<b>10.8%</b>
<b>Overton village, NE</b>	<b>124</b>	<b>1.1%</b>
Lincoln city, NE	252	2.3%
Kearney city, NE	249	2.3%
North Platte city, NE	214	2.0%
Grand Island city, NE	108	1.0%
Elwood village, NE	86	0.8%
Hastings city, NE	77	0.7%
All Other Locations	3,836	35.0%
<b>Total Dawson County Workers Living Inside County Cities:</b>	<b>6,134</b>	<b>56.0%</b>
<b>Total Dawson County Workers Living Outside County Cities:</b>	<b>4,822</b>	<b>44.0%</b>

Table 4B

Work in Dawson County - Live Elsewhere County		
<b>Dawson County, NE</b>	<b>7,607</b>	<b>69.4%</b>
Buffalo County, NE	387	3.5%
Lincoln County, NE	370	3.4%
Lancaster County, NE	279	2.5%
Gosper County, NE	256	2.3%
Custer County, NE	210	1.9%
Phelps County, NE	134	1.2%
Hall County, NE	134	1.2%
Frontier County, NE	110	1.0%
Adams County, NE	96	0.9%
All Other Locations	1,373	12.5%
<b>Total Dawson County Workers Living Inside County:</b>	<b>7,607</b>	<b>69.4%</b>
<b>Total Dawson County Workers Living Outside County:</b>	<b>3,349</b>	<b>30.6%</b>

Figure 3

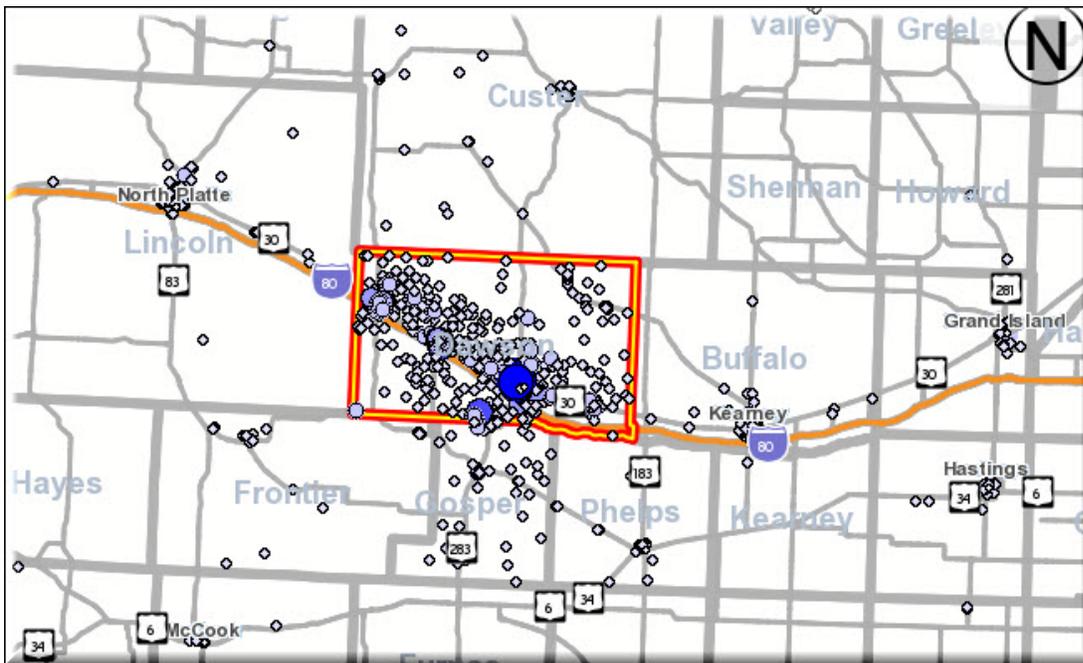


Table 4C

Work in Dawson County - Live Elsewhere State		
<b>Nebraska</b>	<b>10,775</b>	<b>98.3%</b>
Kansas	85	0.8%
Minnesota	34	0.3%
Iowa	10	0.1%
Texas	8	0.1%
All Other Locations	44	0.4%
<b>Total Dawson County Workers Living Inside Nebraska:</b>	<b>10,775</b>	<b>98.3%</b>
<b>Total Dawson County Workers Living Outside Nebraska:</b>	<b>181</b>	<b>1.7%</b>

U.S. Census Bureau, LED OnTheMap Origin-Destination Database, 2nd Quarter 2008

## Population and Migration Trends

The following tables (Tables 5 and 6) present population trend data for Lexington, Dawson County, and the surrounding area. As Table 5 indicates, Dawson County's population increased by 25.6 percent (4,972 people) between 1950 and 2000. Dawson County's population increase of 2.9 percent (711 people) between 2000 and 2009 compares to a 5.0 percent increase for Nebraska as a whole.

Table 5

**County Population 1950-2009**  
 Dawson County and the Surrounding Area

Location	1950	1960	1970	1980	1990	2000	2003	2006	2009	% Change 1950-2000	% Change 2000-2009
Nebraska	1,325,510	1,411,330	1,485,333	1,569,825	1,578,417	1,711,266	1,732,873	1,759,779	1,796,619	29.1	5.0
<b>Dawson County</b>	<b>19,393</b>	<b>19,405</b>	<b>19,771</b>	<b>22,304</b>	<b>19,940</b>	<b>24,365</b>	<b>24,411</b>	<b>24,765</b>	<b>25,076</b>	<b>25.6</b>	<b>2.9</b>
Buffalo County	25,134	26,236	31,222	34,797	37,447	42,259	43,208	44,490	45,814	68.1	8.4
Custer County	19,170	16,517	14,092	13,877	12,270	11,793	11,309	10,938	10,784	-38.5	-8.6
Frontier County	5,282	4,311	3,982	3,647	3,101	3,098	2,884	2,696	2,516	-41.3	-18.8
Gosper County	2,734	2,489	2,178	2,140	1,928	2,143	2,068	1,953	1,844	-21.6	-14.0
Lincoln County	27,380	28,491	29,538	36,455	32,508	34,632	34,522	35,464	35,670	26.5	3.0
Phelps County	9,048	9,800	9,553	9,769	9,715	9,747	9,538	9,328	9,032	7.7	-7.3

Source: U.S. Bureau of the Census, Census of Population, April 2010

Table 6 data reveal Dawson County communities experienced a variety of population change during the 1950–2009 time period. The city of Lexington reported a 97.5 percent increase in population (4,943 people) between 1950 and 2000. The city of Lexington experienced a 2.6 percent increase in population (264 people) between 2000 and 2009. The rural areas outside of the selected communities experienced a 25.0 percent decrease (-1,793 people) during the 1950–2000 time period and a population increase of 3.5 percent (186 people) during the 2000 to 2009 time period.

Table 6

**Population 1950-2009**  
 Dawson County Communities / Rural Populations

	1950	1960	1970	1980	1990	2000	2005	2007	2009	% Change 1950-2000	% Change 2000-2009
<b>Dawson County</b>	<b>19,393</b>	<b>19,405</b>	<b>19,771</b>	<b>22,304</b>	<b>19,940</b>	<b>24,365</b>	<b>24,477</b>	<b>24,778</b>	<b>25,076</b>	<b>25.6</b>	<b>2.9</b>
Cozad	2,911	3,185	4,226	4,454	3,907	4,164	4,212	4,248	4,297	43.0	3.2
Eddyville	188	119	128	121	102	96	99	100	101	-48.9	5.2
Farnam	323	258	270	268	188	223	231	232	235	-31.0	5.4
Gothenburg	2,977	3,050	3,158	3,479	3,299	3,619	3,613	3,650	3,703	21.6	2.3
Lexington	5,068	5,572	5,654	7,040	6,759	10,011	10,026	10,165	10,275	97.5	2.6
Overton	497	523	538	633	546	646	652	662	666	30.0	3.1
Sumner	267	254	222	254	207	237	240	242	244	-11.2	3.0
<b>Total Rural Areas</b>	<b>7,162</b>	<b>6,444</b>	<b>5,575</b>	<b>6,055</b>	<b>4,932</b>	<b>5,369</b>	<b>5,404</b>	<b>5,479</b>	<b>5,555</b>	<b>-25.0</b>	<b>3.5</b>

Source: U.S. Bureau of the Census, Census of Population, June 2010

The next table (Table 7) presents data on population migration by age group for the study area and for Nebraska for the 1990–2000 decade. This table provides further insights into the dynamics of population change. Net migration is the change in population after factoring the natural increase for an area (births minus deaths). The data showing migration patterns by age group indicate that for most counties and for non-metropolitan Nebraska, the most significant out-migration occurred in the ‘15–24’ year age group. The lowest percentage of out-migration typically occurred in the ‘45–64’ and ‘Over 65’ age groups. Although minor, Dawson County is no exception to this pattern having 1.4 percent out-migration occurring in the ‘15–24’ year age group (-32 people).

Table 7

**Nebraska Population and Migration,  
 by Age Group, 1990 and 2000**

Age Group	Population		% Change	Net	% of 1990
	1990	2000	1990-2000	Migration	Population
<b>NEBRASKA</b>					
0 - 14	363,390	369,427	1.7	15,750	4.3
15 - 24	221,509	255,240	15.2	13,009	5.9
25 - 44	486,020	487,107	0.2	12,644	2.6
45 - 64	284,398	367,294	29.1	6,387	2.2
Over 65	223,068	232,195	4.1	476	0.2
<b>Total:</b>	<b>1,578,385</b>	<b>1,711,263</b>	<b>8.4</b>	<b>48,267</b>	<b>3.1</b>

<b>NON-METRO NEBRASKA</b>					
0 - 14	179,510	169,176	-5.8	9,886	5.5
15 - 24	95,548	109,817	14.9	-12,543	-13.1
25 - 44	214,544	203,423	-5.2	-296	-0.1
45 - 64	147,243	176,709	20.0	6,828	4.6
Over 65	137,212	136,227	-0.7	2,405	1.8
<b>Total:</b>	<b>774,057</b>	<b>795,352</b>	<b>2.8</b>	<b>6,280</b>	<b>0.8</b>

<b>DAWSON COUNTY</b>					
0 - 14	4,656	5,972	28.3	745	16.0
15 - 24	2,255	3,196	41.7	-32	-1.4
25 - 44	5,622	6,721	19.5	1,785	31.7
45 - 64	3,948	5,033	27.5	324	8.2
Over 65	3,459	3,443	-0.5	112	3.2
<b>Total:</b>	<b>19,940</b>	<b>24,365</b>	<b>22.2</b>	<b>2,934</b>	<b>14.7</b>

Table 7 (continued)

Age Group	--- Population ---		% Change 1990-2000	Net Migration	% of 1990 Population
	1990	2000			
<b>BUFFALO COUNTY</b>					
0 - 14	8,095	8,591	6.1	395	4.9
15 - 24	8,661	9,516	9.9	4,160	48.0
25 - 44	10,633	11,251	5.8	-2,969	-27.9
45 - 64	5,514	8,021	45.5	523	9.5
Over 65	4,544	4,880	7.4	203	4.5
<b>Total:</b>	<b>37,447</b>	<b>42,259</b>	<b>12.9</b>	<b>2,312</b>	<b>6.2</b>

<b>CUSTER COUNTY</b>					
0 - 14	2,771	2,521	-9.0	232	8.4
15 - 24	1,186	1,225	3.3	-692	-58.4
25 - 44	3,081	2,769	-10.1	110	3.6
45 - 64	2,537	2,793	10.1	129	5.1
Over 65	2,695	2,485	-7.8	15	0.5
<b>Total:</b>	<b>12,270</b>	<b>11,793</b>	<b>-3.9</b>	<b>-207</b>	<b>-1.7</b>

<b>FRONTIER COUNTY</b>					
0 - 14	729	604	-17.1	70	9.7
15 - 24	310	552	78.1	22	7.1
25 - 44	838	706	-15.8	-1	-0.2
45 - 64	675	713	5.6	-34	-5.0
Over 65	549	524	-4.6	-83	-15.1
<b>Total:</b>	<b>3,101</b>	<b>3,099</b>	<b>-0.1</b>	<b>-26</b>	<b>-0.8</b>

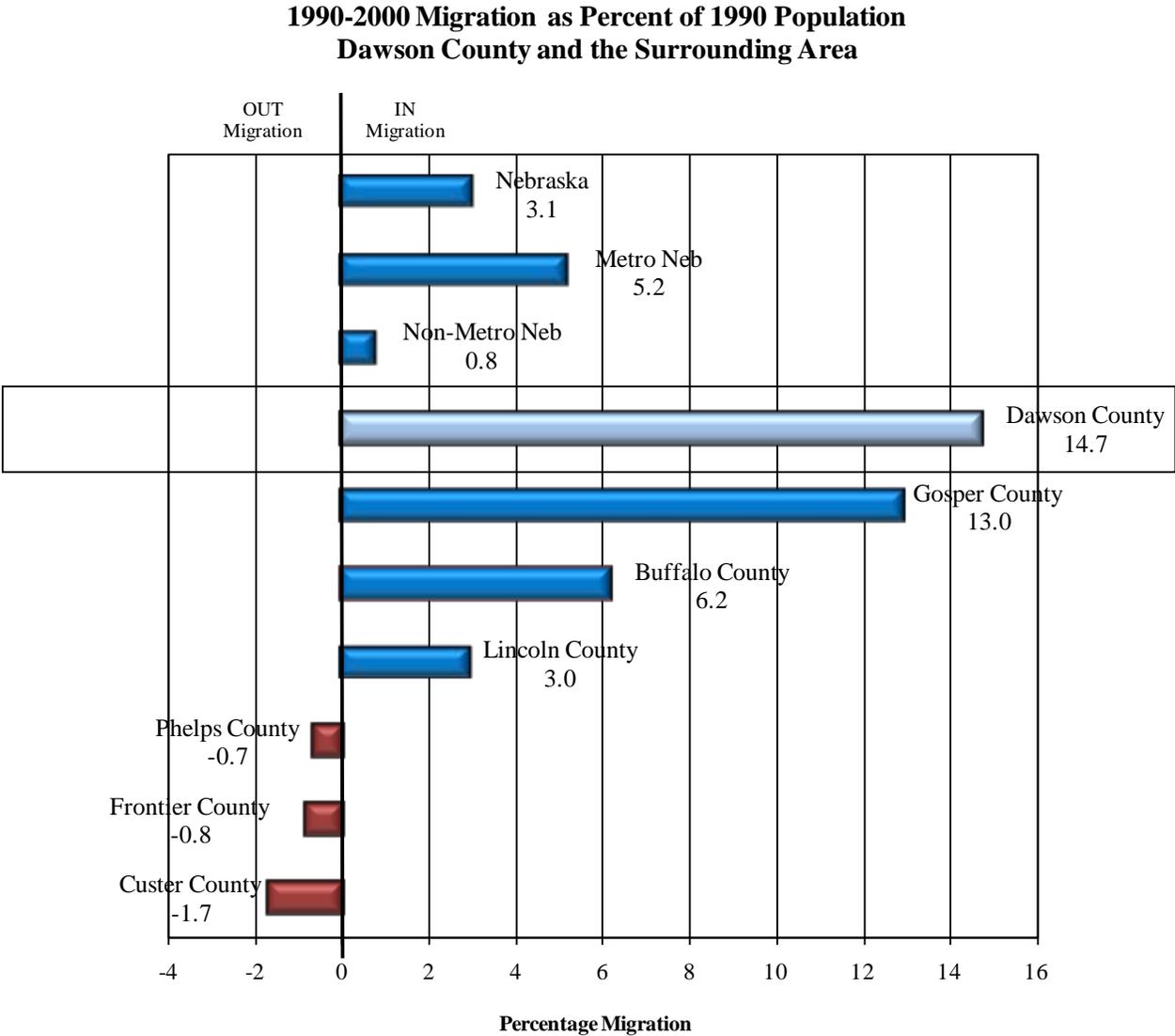
<b>GOSPER COUNTY</b>					
0 - 14	388	403	3.9	63	16.3
15 - 24	173	222	28.3	-60	-34.7
25 - 44	501	514	2.6	103	20.6
45 - 64	457	558	22.1	101	22.0
Over 65	409	446	9.0	43	10.6
<b>Total:</b>	<b>1,928</b>	<b>2,143</b>	<b>11.2</b>	<b>250</b>	<b>13.0</b>

<b>LINCOLN COUNTY</b>					
0 - 14	7,861	7,374	-6.2	568	7.2
15 - 24	3,975	4,589	15.4	-877	-22.1
25 - 44	9,457	9,196	-2.8	690	7.3
45 - 64	6,259	8,230	31.5	506	8.1
Over 65	4,956	5,243	5.8	89	1.8
<b>Total:</b>	<b>32,508</b>	<b>34,632</b>	<b>6.5</b>	<b>977</b>	<b>3.0</b>

<b>PHELPS COUNTY</b>					
0 - 14	2,237	2,097	-6.3	117	5.2
15 - 24	1,064	1,078	1.3	-444	-41.7
25 - 44	2,781	2,511	-9.7	58	2.1
45 - 64	1,902	2,297	20.8	76	4.0
Over 65	1,731	1,764	1.9	128	7.4
<b>Total:</b>	<b>9,715</b>	<b>9,747</b>	<b>0.3</b>	<b>-65</b>	<b>-0.7</b>

Chart 4 graphically depicts the 1990–2000 migration patterns of Nebraska, Dawson County, and the surrounding area as a percentage of the 1990 population. As these data indicate, Dawson County experienced in-migration of 14.7 percent of the 1990 population (2,934 people) while Nebraska recorded net in-migration of 3.1 percent.

Chart 4

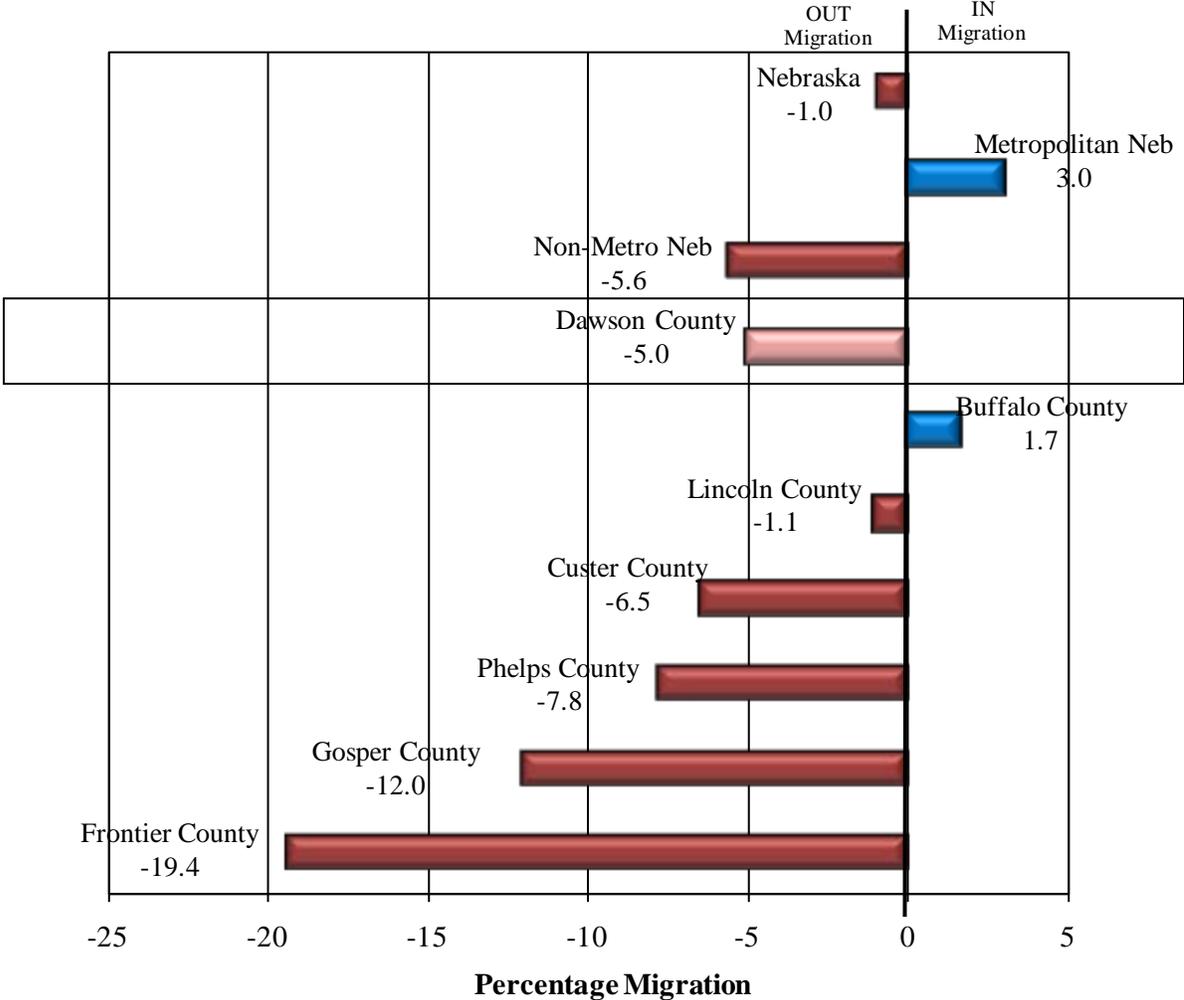


Source: U.S. Census Bureau, Population Estimates and Population Change, July 2005

Chart 5 shows the 2000–2009 migration pattern for the study area as a percentage of the 2000 population. Dawson County’s 5.0 percent out-migration (-1,230 people) compares to a 1.0 percent out-migration for Nebraska as a whole, a 5.6 percent out-migration for non-metropolitan Nebraska, and a 3.0 percent in-migration for Metropolitan Nebraska during the 2000 to 2009 time period.

Chart 5

**2000-2009 Migration as Percent of 2000 Population  
 Dawson County and the Surrounding Area**



Source: U.S. Census Bureau, Population Estimates and Population Change, June 2010

The next two tables (Tables 8 and 9) provide further detail on migration between 2007 and 2008. Migration patterns are influenced by employment opportunities, cost-of-living, and quality-of-life factors. While these data provide further insight to where counties are gaining and losing population due to migration, it is important to recognize these data reflect migration activities of tax filing citizens.

Table 8 data show 56.5 percent of those moving in to Dawson County between 2007 and 2008 moved from other Nebraska locations (652 people). Data also reveal 503 people (43.5 percent) also migrated in from other states. Table 8 also shows migration flows. In-migration to Dawson County came primarily from Buffalo, Lincoln, and Lancaster Counties.

Table 8

**Migration Inflow 2007-2008  
Dawson County, Nebraska**

<b>Moved to Dawson County From:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Total U.S.	1,155	100.0%
Total Foreign	0	0.0%
Nebraska	652	56.5%
Different State	503	43.5%

<b>County Specific Flows:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Buffalo County, NE	98	8.5%
Lincoln County, NE	101	8.7%
Lancaster County, NE	54	4.7%
Gosper County, NE	65	5.6%
Custer County, NE	36	3.1%
Frontier County, NE	30	2.6%
Hall County, NE	25	2.2%
Douglas County, NE	20	1.7%
Hennepin County, MN	20	1.7%
Phelps County, NE	24	2.1%
Other Flows - Same State	199	17.2%
Other Flows - Diff State	483	41.8%

Source: SOI Tax Stats, County-to-County Migration Data Files, IRS, November 2009

Table 9 data reveal 57.6 percent of people migrating out of Dawson County between 2007 and 2008 remained in the state of Nebraska (822 people). Data show 605 Dawson County residents (42.4 percent) also moved to other states during this time period. Table 9 shows the majority of people leaving Dawson County went to Buffalo, Lancaster, and Lincoln Counties during this time period. Employment, housing, and educational opportunities located in these counties play a major role in this migration pattern.

Table 9

**Migration Outflow 2007-2008  
 Dawson County, Nebraska**

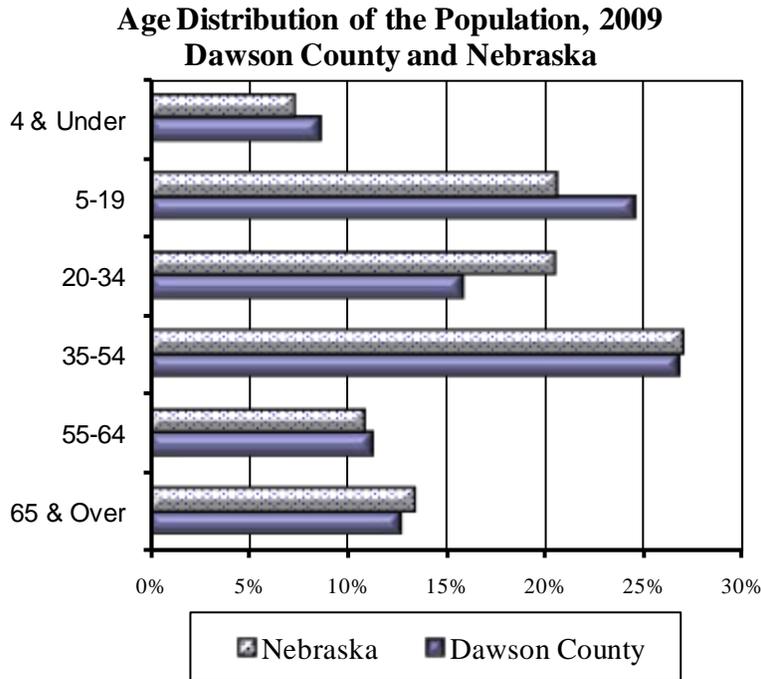
<b>Moved from Dawson County To:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Total U.S.	1,427	100%
Total Foreign	0	0%
Nebraska	822	57.6%
Different State	605	42.4%

<b>County Specific Flows:</b>		
<b>Location</b>	<b>#</b>	<b>%</b>
Buffalo County, NE	177	12.4%
Lancaster County, NE	77	5.4%
Lincoln County, NE	91	6.4%
Hall County, NE	98	6.9%
Douglas County, NE	45	3.2%
Hennepin County, MN	36	2.5%
Custer County, NE	35	2.5%
Gosper County, NE	31	2.2%
Phelps County, NE	44	3.1%
Hidalgo County, TX	37	2.6%
Adams County, NE	18	1.3%
Frontier County, NE	20	1.4%
Other Flows - Same State	186	13.0%
Other Flows - Diff State	532	37.3%

Source: SOI Tax Stats, County-to-County Migration Data Files, IRS, November 2009

The following charts (Charts 6 and 7) compare the age distribution of population for Dawson County and Nebraska as a whole. The population of Dawson County is similar to Nebraska as a whole. The median age for Dawson County residents in 2009 was 35.8 years of age; the same as 35.8 years of age for residents of Nebraska as a whole.

Chart 6



Source: U.S. Census Bureau, July 2010

Chart 7

	2009 Population		Percent	
	Nebraska	Dawson County	Nebraska	Dawson County
<b>4 &amp; Under</b>	132,092	2,175	7.4%	8.7%
<b>5-19</b>	368,255	6,149	20.6%	24.5%
<b>20-34</b>	365,740	3,987	20.5%	15.9%
<b>35-54</b>	481,660	6,707	27.0%	26.7%
<b>55-64</b>	194,838	2,852	10.9%	11.4%
<b>65 &amp; Over</b>	240,847	3,206	13.5%	12.8%
<b>Total</b>	<b>1,783,432</b>	<b>25,076</b>	<b>100%</b>	<b>100%</b>
<b>Median Age</b>	<b>35.8</b>	<b>35.8</b>		

Source: Age Group, Median Age, U.S. Census Bureau, July 2010

**Retail Sales**

Table 10 and Chart 8 show the retail sales (non-motor vehicle) pull factors for Dawson County and the surrounding area for 2009. 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 10

**2009 Retail Sales (Non-Motor Vehicle) Pull Factors  
 Nebraska, Dawson County, and Surrounding Counties**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
<b>Dawson County</b>	<b>25,076</b>	<b>224,956</b>	<b>8,971</b>	<b>0.83</b>
Buffalo County	45,814	634,771	13,855	1.29
Custer County	10,784	88,662	8,222	0.76
Frontier County	2,516	15,181	6,034	0.56
Gosper County	1,844	5,355	2,904	0.27
Lincoln County	35,670	435,083	12,197	1.13
Phelps County	9,032	72,403	8,016	0.74

Source: U.S. Census Bureau and Nebraska Department of Revenue, April 2010

Reviewing the pull factors at the county level indicates Dawson County experiences retail leakage. The 2009 pull factor of 0.83 indicates, on a per capita basis, retail sales in Dawson County are approximately 17 percent lower than the state's average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Dawson County (0.83) with the pull factor for the non-metropolitan area of Nebraska (0.87) indicates per capita retail sales in Dawson County are approximately 4.2 percent below the average per capita retail sales in the non-metropolitan area of Nebraska.

Chart 8

**2009 Retail Sales (NMV) Pull Factors, Nebraska,  
 Dawson County & Surrounding Counties**

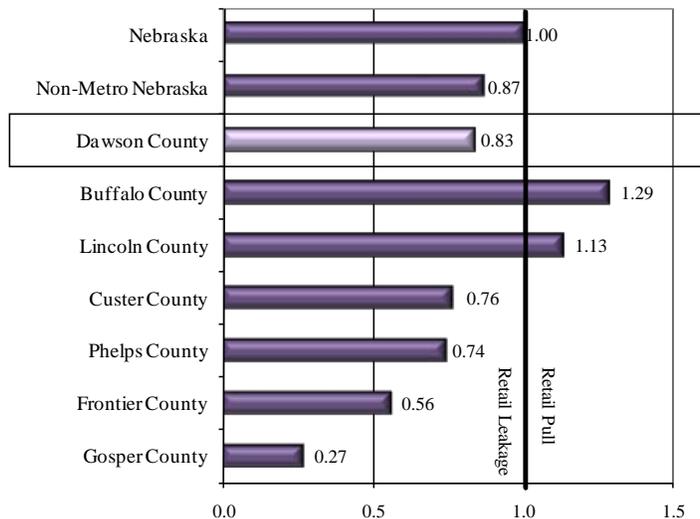


Table 11 and Chart 9 compare the 2009 pull factors for Lexington and selected area communities. The community of Lexington's pull factor of 1.22 indicates that, on a per capita basis, non-motor vehicle retail sales in Lexington are approximately 22 percent greater than the state's average per capita sales.

Table 11

**2009 Retail Sales (NMV) Pull Factors  
 Nebraska, Lexington, and Selected Area Cities**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
<b>Lexington (Dawson)</b>	<b>10,275</b>	<b>135,430</b>	<b>13,180</b>	<b>1.22</b>
Kearney (Buffalo)	30,744	593,421	19,302	1.79
Broken Bow (Custer)	3,139	68,564	21,843	2.03
Curtis (Frontier)	664	10,545	15,881	1.47
Elwood (Gosper)	649	4,630	7,134	0.66
North Platte (Lincoln)	24,137	419,226	17,369	1.61
Holdrege (Phelps)	5,121	65,850	12,859	1.19

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2010

Chart 9

**2009 Retail Sales (NMV) Pull Factors  
 Nebraska, Lexington, and Selected Area Cities**

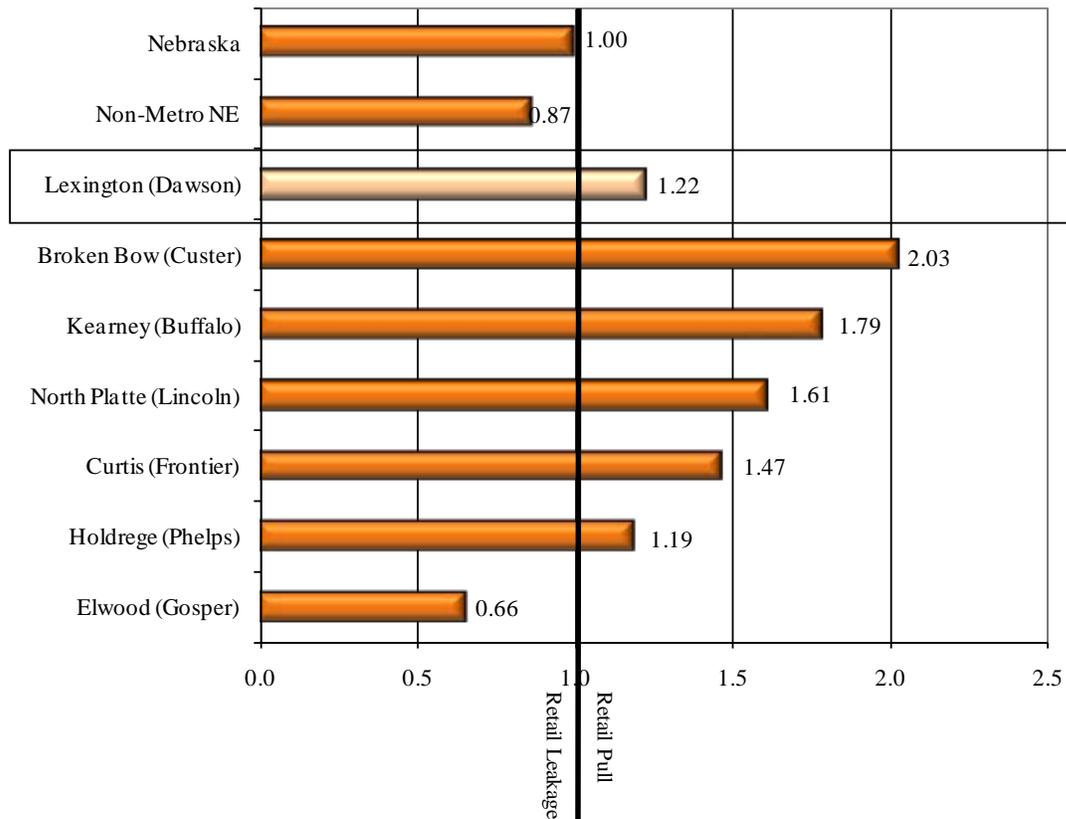


Table 12 and Chart 10 further breakdown the 2009 pull factors into the communities reporting retail sales figures within Dawson County. As this table indicates, the community of Lexington had the strongest pull factor (1.22) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.83 for Dawson County in 2009.

Table 12

**2009 Retail Sales (NMV) Pull Factors  
 Nebraska, Lexington, and Available Dawson County Communities**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
<b>Dawson County</b>	<b>25,076</b>	<b>224,956</b>	<b>8,971</b>	<b>0.83</b>
Cozad	4,297	45,701	10,636	0.99
Eddyville	101	(D)	(NA)	(NA)
Farnam	235	593	2,522	0.23
Gothenburg	3,703	37,030	10,000	0.93
<b>Lexington</b>	<b>10,275</b>	<b>135,430</b>	<b>13,180</b>	<b>1.22</b>
Overton	666	3,406	5,114	0.47
Sumner	244	1,494	6,121	0.57

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2010

(D) Data withheld to avoid individual disclosure

(NA) Data not available

Chart 10

**2009 Retail Sales (NMV) Pull Factors, Nebraska,  
 Lexington, and Available Dawson County Communities**

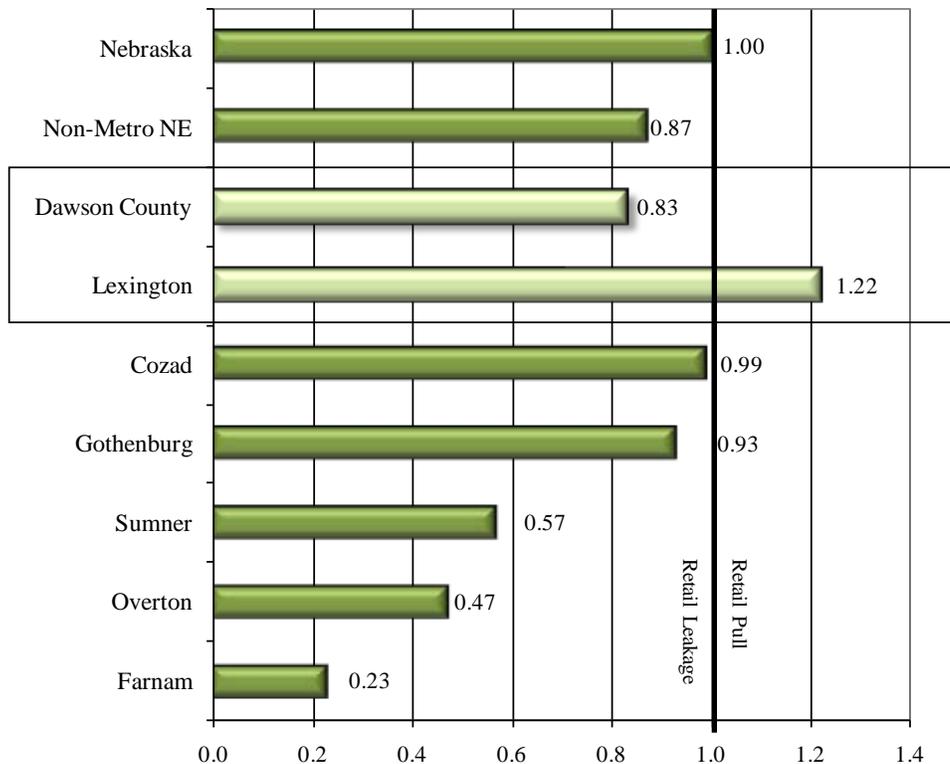


Table 13 (sorted by population) and Chart 11 (sorted by pull factor) show the 2009 pull factors for Nebraska, Lexington, and eight other similarly sized communities selected from around the state. Scottsbluff's pull factor of 2.24 leads the group for 2009 thus indicating Scottsbluff has greater retail pull.

Table 13

**2009 Retail Sales (NMV) Pull Factors  
 Lexington & Other Similarly Sized Nebraska Communities**

	2009 Population	2009 Retail Sales (x \$1,000)	2009 Per Cap Sales (\$)	2009 Pull Factor
Nebraska	1,796,619	19,368,221	10,780	1.00
Non-Metro Nebraska	769,644	7,208,503	9,366	0.87
<b>Lexington (Dawson)</b>	<b>10,275</b>	<b>135,430</b>	<b>13,180</b>	<b>1.22</b>
York (York)	7,638	154,992	20,292	1.88
Blair (Washington)	7,700	101,528	13,186	1.22
Gering (Scotts Bluff)	7,738	54,957	7,102	0.66
Alliance (Box Butte)	8,002	126,811	15,847	1.47
South Sioux City (Dakota)	12,213	127,664	10,453	0.97
Beatrice (Gage)	12,564	156,497	12,456	1.16
Scottsbluff (Scotts Bluff)	14,886	359,763	24,168	2.24
La Vista (Sarpy)	16,887	182,170	10,788	1.00

Source: U.S. Census Bureau and Nebraska Department of Revenue, July 2010

Chart 11

**2009 Retail Sales (NMV) Pull Factors, Nebraska,  
 Lexington & Other Similarly Sized Nebraska Communities**

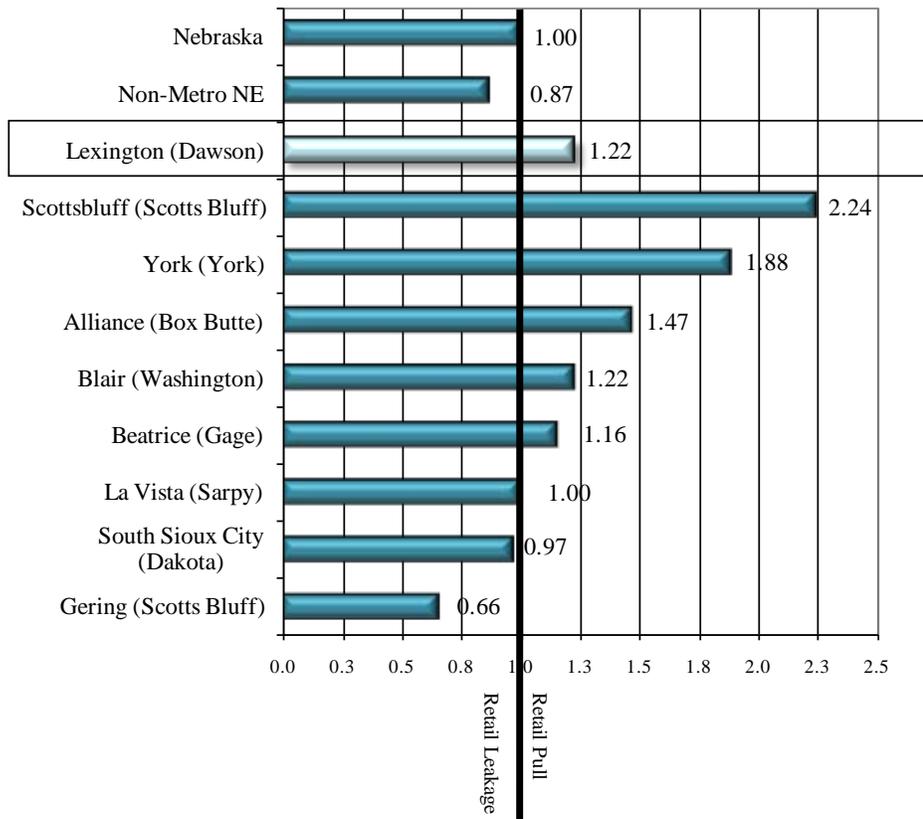
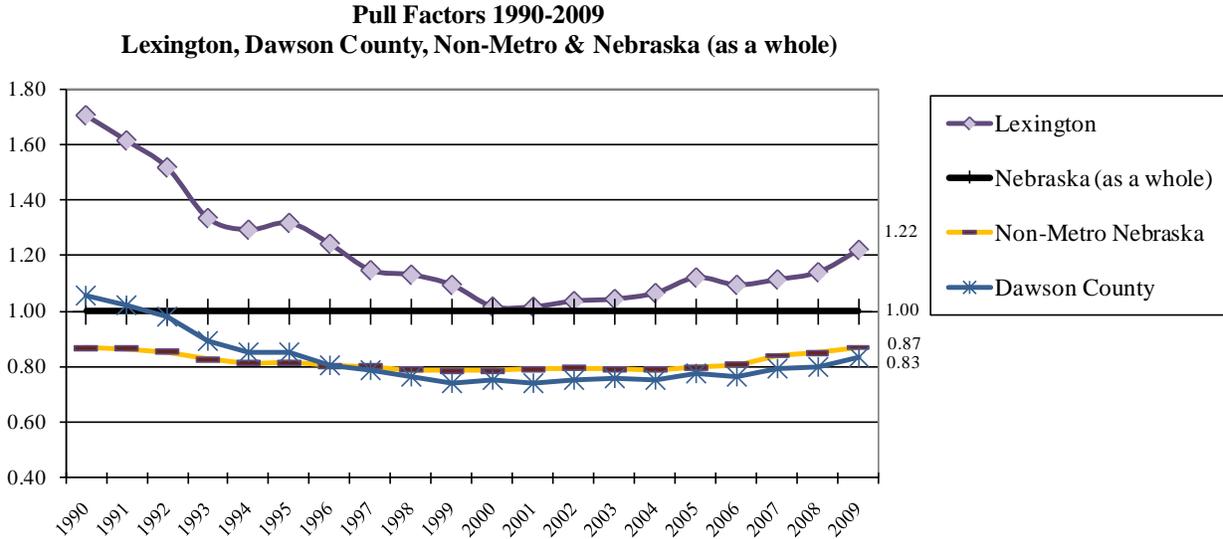


Chart 12 illustrates the pull factor trend for Lexington, Dawson County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2009. In examining the time line, the city of Lexington shows a significant drop in retail pull from 1990 to 2000. Since that time, Lexington has reported retail sales above the Nebraska (as a whole) level. Data within Dawson County shows the pull factor, following a drop in the early 1990s, has remained similar to the non-metropolitan Nebraska average throughout the time period shown.

Chart 12



Source: U.S. Census Bureau and Nebraska Department of Revenue, 2010

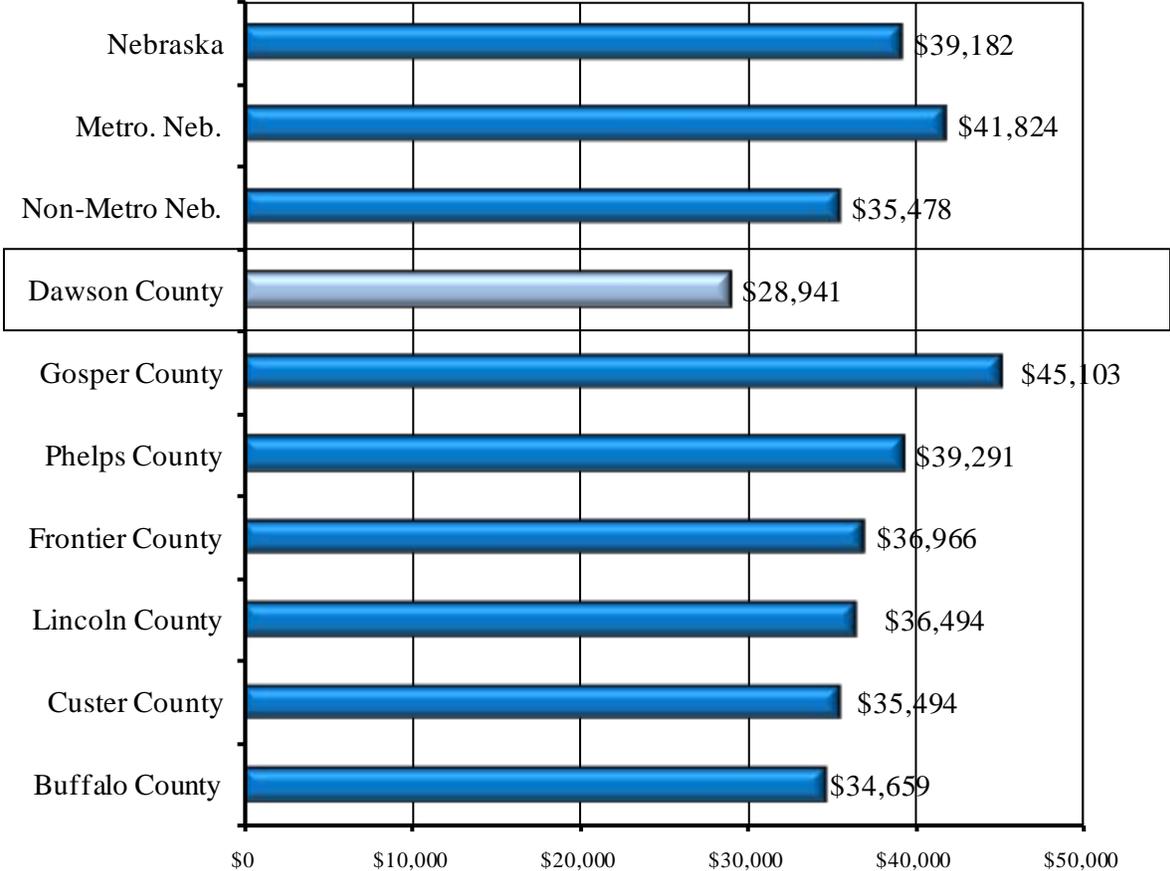
**Per Capita Personal Income**

Per capita personal income in Dawson County was \$28,941 in 2008 the last year in which such data are available. This amount is:

- \$10,241 or 26.1 percent less than Nebraska as a whole,
- \$12,883 or 30.8 percent less than Metropolitan Nebraska, and
- \$6,537 or 18.4 percent less than Non-Metropolitan Nebraska.

Chart 13

**Per Capita Personal Income, 2008  
 Nebraska, Dawson County, and Surrounding Counties**



Source: Bureau of Economic Analysis, U.S. Department of Commerce, May 2010

**Median Family Income**

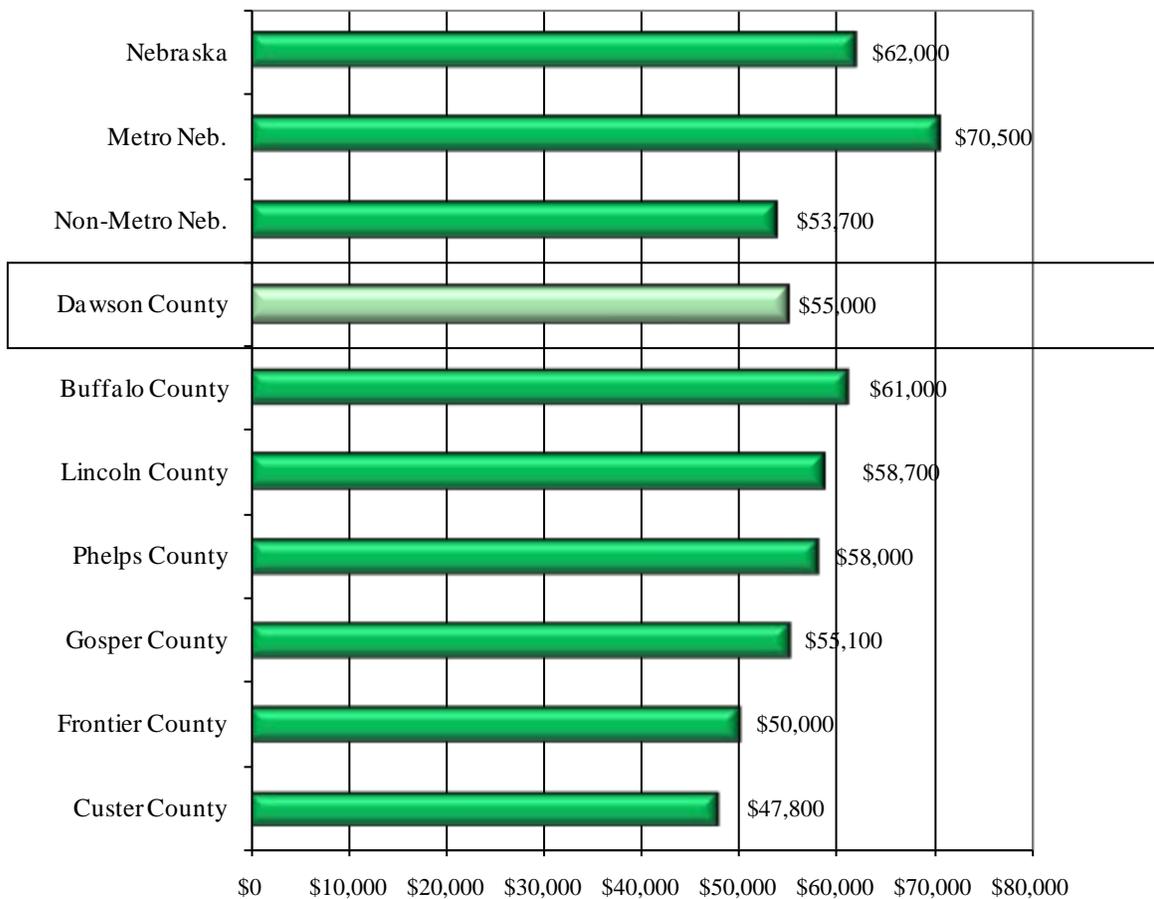
Median family income provides a different perspective of income levels in Nebraska, Dawson County, and the surrounding area. Median family income is the midpoint in the ranked distribution of the sum of income for all family members 15 years of age and older. The U.S. Department of Housing and Urban Development (HUD) estimates median family income based on 2000 Census data updated with a combination of Bureau of Labor Statistics and Census Divisional data.

Median family income in Dawson County is estimated to be \$55,000 in 2009. This amount is:

- \$7,000 or 11.3 percent less than Nebraska as a whole,
- \$15,500 or 22.0 percent less than Metropolitan Nebraska, and
- +\$1,300 or 2.4 percent greater than Non-Metropolitan Nebraska.

Chart 14

**Median Family Income 2009  
 Nebraska, Dawson County & Surrounding Counties**



Source: U.S. Department of Housing and Urban Development, est. October 2009