

# lexington

PROFILE

## ECONOMIC AND EMPLOYMENT

Economic data is collected to understand area markets, activity, and the needs and opportunities of Lexington. The four major components represented in Lexington's economic analysis are: income statistics, industry employment, commuter trends, and sales and fiscal profile. In each analysis, Lexington will be compared to Gothenburg, Cozad, Dawson County or the State of Nebraska. The following data will help derive solutions to any future issues that may stunt Lexington's growth and economic development.



[ECONOMIC AND EMPLOYMENT] Comprehensive Plan - Lexington, Nebraska

## Income Statistics

Median Household Income 2011 American Community Survey	
Location	2011 Estimate
Dawson County	\$45,038
Cozad	\$44,457
Gothenburg	\$46,250
<b>Lexington</b>	<b>\$42,540</b>

Table 16: Median Household Income, Lexington 2011

Income statistics for households are important for determining the earning power of households in a community. The most recent statistics available is in the form of estimates generated by the American Community Survey. Table 16 is based on the 2007 - 2011 American Community Survey. This five year survey represents estimates taken from roughly three and a half million housing units per year. It is a critical element in the Census Bureau's decennial census program.

Later in this economics section, there is more detailed sales tax information that also compares these three cities and Dawson County. Table 16 shows Lexington in comparison to median household incomes of the surrounding urban clusters of Gothenburg and Cozad.

Household Income Lexington, NE 2010			Household Income State of Nebraska 2010	
Household Income Range	Households	Percentage	Households	Percentage
Total households	3,030		711,771	
Less than \$10,000	173	6%	45,312	6%
\$10,000 to \$14,999	277	9%	41,617	6%
\$15,000 to \$24,999	511	17%	81,800	11%
\$25,000 to \$34,999	325	11%	83,307	12%
\$35,000 to \$49,999	566	19%	108,311	15%
\$50,000 to \$74,999	658	22%	146,702	21%
\$75,000 to \$99,999	317	10%	90,871	13%
\$100,000 to \$149,999	187	6%	76,556	11%
\$150,000 to \$199,999	16	1%	19,998	3%
\$200,000 or more	0	0%	17,288	2%
<b>Median household income (dollars)</b>	<b>\$40,216</b>		<b>\$49,342</b>	
<b>Mean household income (dollars)</b>	<b>\$46,724</b>		<b>\$62,707</b>	

Table 17: Household Incomes, Lexington and State of Nebraska, 2010

Table 17 shows that 40% of the Lexington's incomes or 1,324 jobs received an income between \$35,000 and \$74,999 in spite of trailing Nebraska's 2010 ACS Estimates of \$49,342 per household income, the percentage of \$35,000 to \$75,000 slightly favors Lexington. The State of Nebraska recaptured this deficiency with a higher percentage of top earners despite having a large number of households with incomes less than \$10,000.

Table 18 will shows household income levels for Lexington with decennial census in comparison to the State of Nebraska. This data is reviewed to determine whether households experienced income increases at a rate comparable to that of the State of Nebraska. The following chart breaks down the household income in price ranges for further review.



Figure 16: Household Incomes, Lexington, 2010

### Income Statistics

Table 17 show Lexington had a median income of \$40,216 in 2010. The earning brackets of Lexington’s 2010 Household Incomes is found in Figure 16.

Table 18 shows a historical trend from 1990 to 2010 to show the relative increase that the state experienced. Due to inflation and the inevitable rise in cost, it is expected to have an increase in the household income. When using the inflation formula, the buying power of \$22,988 salary in 1990 is equal to \$38,352 in 2010.

Household Income Trend Lexington, NE 1990 to 2010			Household Income Trend State of Nebraska 1990 to 2010
Year	Households	Median Household Income	Nebraska
1990	2,610	\$22,988	\$26,016
2000	3,101	\$38,098	\$39,250
2010	3,030	\$40,216	\$49,342
<b>2000 to 2010</b>	<b>-2.34%</b>	<b>5.27%</b>	<b>20.45%</b>
<b>1990 to 2010</b>	<b>13.86%</b>	<b>42.84%</b>	<b>47.27%</b>

Table 18: Household Income Trends, Lexington and Nebraska, 1990 to 2010

## Per Capita Personal Income

A more recent increase of economic activity for Dawson County as well as the State of Nebraska can be observed with an increase toward the national average for Per Capita Income. Since the national recession began in 2008, the years of 2009 to 2011 have seen an increase for Dawson County from 75% in 2009 to more than 80% in 2011. The state of Nebraska has fared better than national average in 2011 with over 100% of the nation's average. To look at the more recent statistics, Table 19 shows 2010 and 2011.

Per Capita Personal Income (PCPI)			
Comparison			
Location	2010 PCPI	2011 PCPI	2011 Increase
Dawson County	\$30,554	\$33,320	8.30%
Nebraska	\$39,224	\$42,450	7.60%
U.S.	\$39,731	\$41,560	4.40%

Source: Bureau of Economic Activity

Table 19: Per Capita Income Comparison, Lexington



Table 19 reiterates the previous decade of economic growth for Dawson County and Nebraska. Between 2010 and 2011, they both surpassed the nation's compound annual growth rate. Dawson County had a compound annual growth rate of Per Capita Personal Income at 3.4 percent. Nebraska's compound annual growth rate of Per Capita Personal Income was 3.6 percent over the same time period which exceeded the national rate of 2.9%.

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**Employment by Industry  
Lexington, NE  
2010**

INDUSTRY	People
Civilian employed population 16 years and over	4,835
Agriculture, forestry, fishing and hunting, and mining	211
Construction	287
Manufacturing	2,052
Wholesale trade	215
Retail trade	473
Transportation and warehousing, and utilities	99
Information	43
Finance and insurance, and real estate and rental and leasing	164
Professional, scientific, and management, and administrative and waste management services	161
Educational services, and health care and social assistance	400
Arts, entertainment, and recreation, and accommodation and food services	403
Other services, except public administration	279
Public administration	48

Table 20: Employment by Industry, Lexington, 2010

## Industry Employment

Breaking down the employment by industry determines the key components of their labor force. This section indicates the type of industry comprising the local economy, as well as identifying particular occupations that employs Lexington's residents. Table 20 shows employment sectors and the size of each industry for Lexington.

Of the 4,835 people over the age of 16, the largest industry was manufacturing with 2,052 people, and the next largest work force is found in the Retail Trade industry with 473 people.

## Top Employment Comparison

For comparison, the following lists by industry rank compares Lexington's 2010 employment per industry to that of Dawson County as well as the State in the 5-year American Community Survey taken between 2007 to 2011.

The top five employment sectors for Lexington in 2010 were:

Manufacturing	42.4%
Retail	9.8%
Education services, etc	8.3%
Arts, entertainment, etc.	8.3%
Construction	5.9%

### *LEXINGTON*

The top five employment sectors for Dawson County in 2010 were:

Manufacturing	27.8%
Education services, etc	14.9%
Retail	10.2%
Agriculture, forestry, etc.	9.0%
Construction	7.4%

### *DAWSON COUNTY*

The top five employment sectors for State of Nebraska in 2010 were:

Education services, etc	23.3%
Retail	11.6%
Manufacturing	10.7%
Professional, scientific, etc.	8.1%
Arts, entertainment, etc.	7.6%

### *STATE OF NEBRASKA*

Lexington, NE				
TRAVEL TIME TO WORK	2000	Percent	*2011 ACS	Percent
<b>Workers that did not work at home</b>	3,968	100.0%	4,440	100%
<b>Less than 10 minutes</b>	1,929	48.6%	1,834	41.3%
<b>10 to 14 minutes</b>	1,094	27.6%	1,563	35.2%
<b>15 to 19 minutes</b>	324	8.2%	346	7.8%
<b>20 to 24 minutes</b>	290	7.3%	151	3.4%
<b>25 to 29 minutes</b>	37	0.9%	75	1.7%
<b>30 to 34 minutes</b>	107	2.7%	178	4.0%
<b>35 to 44 minutes</b>	45	1.1%	67	1.5%
<b>45 to 59 minutes</b>	80	2.0%	102	2.3%
<b>60 to 89 minutes *(60 minutes or more 2011 ACS)</b>	38	1.0%	124	2.8%
<b>90 or more minutes</b>	24	0.6%	0	0.0%
TIME LEAVING HOME TO GO TO WORK	2000	Percent	*2011 ACS	Percent
<b>Workers who did not work at home</b>	3,968		4,440	
<b>12 AM to 4:59 AM *(2011 ACS)</b>			186	4.2%
<b>5:00 to 5:59 AM</b>	642	16.2%	755	17.0%
<b>6:00 to 6:29 AM</b>	286	7.2%	422	9.5%
<b>6:30 to 6:59 AM</b>	227	5.7%	258	5.8%
<b>7:00 to 7:29 AM</b>	420	10.6%	453	10.2%
<b>7:30 to 7:59 AM</b>	406	10.2%	524	11.8%
<b>8:00 to 8:29 AM</b>	322	8.1%	404	9.1%
<b>8:30 to 8:59 AM</b>	131	3.3%	53	1.2%
<b>9:00 to 11:59 AM *(9:00 AM-11:59 PM 2011 ACS)</b>	215	5.4%	1,394	31.4%
<b>12 PM to 3:59 PM</b>	781	19.7%		
<b>All other times</b>	538	13.6%		

Source: U.S. Census 2000 and American Community Survey 2011

Table 21: Travel Time to Work, Lexington

### Commuters Trends

The majority of Lexington’s labor force has a travel time to work that is less than 14 minutes. With 3,397 people or 76.5% of the population with a short drive to work, congestion does not seem to be an issue.

Longer travel times would suggest people working in other cities. The time leaving for work is busiest between 7 and 8 AM with 977 people and 22% of workers. A close second is earlier in the day between 5:00 and 6:00 AM with 755 people or 17% of the population.

The 2011 American Community Survey puts a large timeline between 9 AM and midnight which estimates that 31.4% of laborers leave for work. This would suggest the retail industry workers but also afternoon or evening shifts for manufacturing.

## Commuter Trends

The means of transportation and carpooling will continue to be an important factor as Lexington continues to grow and expand its two-mile jurisdiction. Large cities must pay attention to their population and needs. There were 961 people or 32% of the 2010 total population making less than \$25,000 a year. The City of Lexington understands the importance of carpooling and alternative transportation options with the park system and bike lanes that will help the residents of Lexington save money, give the entire community an alternative transportation option, and also help the overall health of the community.

Lexington, NE				
MEANS OF TRANSPORTATION AND CARPOOLING	2000	Percent	*2011 ACS	
			Percent	Percent
<b>Workers 16 and over</b>	4,064	100.0%	4,652	100.0%
<b>Car, Truck or Van</b>	3,758	92.5%	4,038	86.8%
<b>Drove Alone</b>	2,723	67.0%	2,977	64.0%
<b>Carpooled</b>	1,035	25.5%	1,065	22.9%
<b>in a 2 person carpool</b>	718	17.7%	730	15.7%
<b>in a 3 person carpool</b>	230	5.7%	172	3.7%
<b>in a 4 person carpool</b>	87	1.4%	158	3.4%
<b>Workers per vehicle</b>	1.18		1.17	
<b>Bicycle</b>	29	0.7%	70	1.5%
<b>Walked</b>	68	1.7%	247	5.3%
<b>Other means</b>	113	2.8%	79	1.7%
<b>Worked at home</b>	96	2.4%	214	4.6%

Source: U.S Census and American Community Survey 2011

Table 22: Means of Travel Trend, Lexington, 2000, 2011



Travel time to work is a factor to determine where the people of Lexington are employed. Travel time can be affected to congestion in traffic and families with school children. Depending on how residents answer the American Community Survey, that may or may not be added to the actual miles traveled in non-peak traffic hours.

# PROFILE



## Sales and Fiscal Profile

Retail trade is an important part of a local economy. Examining this allows Lexington to analyze the level of retail activity occurring within the city's corporate limits. Some of the most important economic activities for communities are transactions of goods and services, which take place between consumers and local businesses. Table 23 shows Lexington's amount of sales tax collected by the city as well as the city's pull factor. The pull factor represents its ability to attract outside sales within the city boundaries. A Pull Factor of "1.0" would represent the money spent outside of the jurisdiction is equal to the money brought into the city. If the pull factor is greater than "1.0," this means that Lexington is attracting additional outside money. Larger communities tend to create this pull factor due to offering different goods and services that may not be sustainable in smaller communities. A pull factor near "1.0" is a good sign of the community supporting the local businesses and community.

Gothenburg				
Year	Sales Tax Collected	Population estimates	Sales tax per capita	Pull Factor
2012	\$2,590,228.45	3,574	\$724.74	0.94
2011	\$2,379,740.12	3,574	\$665.85	0.88

Cozad				
Year	Sales Tax Collected	Population estimates	Sales tax per capita	Pull Factor
2012	\$2,665,747.79	3,977	\$670.29	0.87
2011	\$2,672,741.37	3,977	\$672.05	0.89
2010	\$2,526,915.81	3,977	\$635.38	0.89

**DAWSON COUNTY**  
**Sales Tax Collected**  
**2012: \$13,819,908.55**  
 2011: \$13,618,787.16

Lexington				
Year	Sales Tax Collected	Population estimates	Sales tax per capita	Pull Factor
<b>2012</b>	<b>\$8,038,541.05</b>	10,257	\$783.71	1.02
2011	\$8,158,018.75	10,257	\$795.36	1.04
2010	\$7,733,274.59	10,230	\$755.94	1.12

## Sales and Fiscal Profile

When Lexington is compared to Cozad and Gothenburg, it shows that Lexington has a greater pull for sales than its contemporaries. When Dawson County as a whole is compared to Nebraska, this pull rate lowers to roughly 0.74 compared to other counties.

In early 2013, the Nebraska Department of Revenue's monthly report stated Nebraska had increased its net taxable sales from the previous year by 4.60% at the end of November 2012.

Dawson County improved its net taxable sales from the 2011 with a 7.03% increase. Lexington and Cozad were slightly behind their correlating 2011 figures with -0.63% and -0.12% respectively. Lexington's 5.5% Sales Tax Collection is slightly behind with \$47,033.39 below the previous year's monthly reports. Gothenburg helped Dawson County's net taxable sales with a 28.00% increase. In 2011, Gothenburg generated \$33,055,858 in net taxable sales and increased to \$42,310,079 by November 2012 which at 5.5% Sales tax equals \$2,327,057.

Lexington				
Year	Sales Tax Collected	Population estimates	Sales tax per capita	Pull Factor
2012	8,038,541.05	10,257	\$783.71	1.02
2011	8,158,018.75	10,257	\$795.36	1.05
2010	7,733,274.59	10,230	\$755.94	1.06
2009	7,471,545.25	10,164	\$735.10	1.03
2008	7,256,381.67	10,164	\$713.93	0.96
Dawson County				
Year	Sales Tax Collected	Population estimates	Sales tax per capita	Pull Factor
2012	13,819,908.55	24,220	\$570.60	0.74
2011	13,618,787.16	24,326	\$559.84	0.74
2010	12,732,282.19	24,326	\$523.40	0.74
2009	12,395,489.36	24,789	\$500.04	0.70
2008	12,340,999.02	24,789	\$497.84	0.67
State of Nebraska				
Year	Sales Tax Collected	Population estimates	Sales tax per capita	
2012	1,429,337,007.80	1,855,525	\$770.31	
2011	1,377,466,873.71	1,826,341	\$754.22	
2010	1,299,184,126.20	1,826,341	\$711.36	
2009	1,261,908,510.78	1,772,124	\$712.09	
2008	1,314,944,634.76	1,772,124	\$742.02	

2010 Census and 2011 ACS 5 year estimates for population

Table 24: Comparison of Sales Tax Trend and Pull Factor, Lexington, Dawson County, State of Nebraska