



10 Counties

1620 Broadway
Scottsbluff, Nebraska 69361

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Economy Overview

92,299

Population (2017)

Population **decreased by 1,499** over the last 5 years and is projected to **decrease by 888** over the next 5 years.

45,207

Jobs (2017)

Jobs **decreased by 2,998** over the last 5 years but are projected to **grow by 693** over the next 5 years.

\$48.8K

Avg. Earnings Per Job (2017)

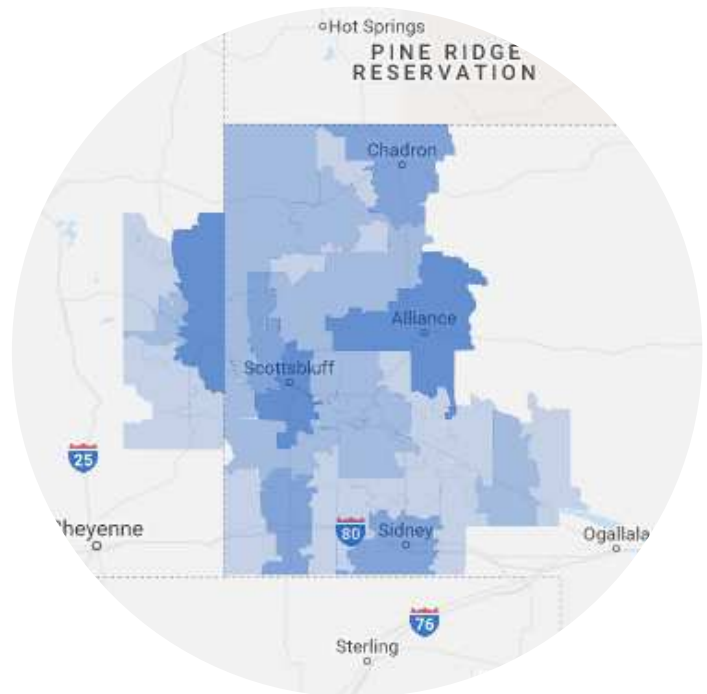
Regional average earnings per job are **\$15.3K below** the national average earnings of \$64.2K per job.

As of 2017 the region's population **declined by 1.6%** since 2012, falling by 1,499. Population is expected to **decrease by 1.0%** between 2017 and 2022, losing 888.

From 2012 to 2017, jobs **declined by 6.2%** in 10 Counties from 48,205 to **45,207**. This change **fell short of the national growth rate of 8.2% by 14.4%**. As the number of jobs declined, the **labor force participation rate decreased from 66.9% to 64.0% between 2012 and 2017**.

Concerning educational attainment, **15.4% of the selected regions' residents possess a Bachelor's Degree** (3.0% below the national average), and **10.1% hold an Associate's Degree** (2.2% above the national average).

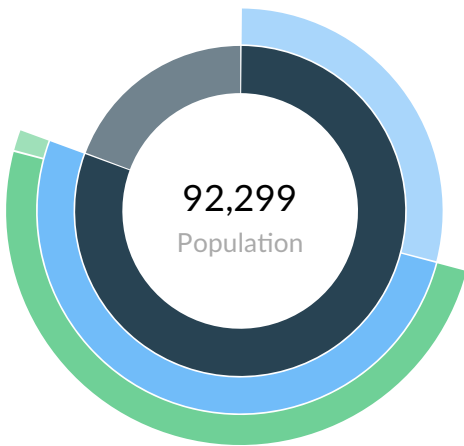
The top three industries in 2017 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.



	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	92,299	47,631	45,207	100.0	\$4.66B	\$5.82B	\$5.98B
United States	325,401,909	160,185,502	160,946,219	100.0	\$19.27T	\$0	\$8.36T
TCD Labor Shed	1,918,991	1,001,781	1,103,494	100.6	\$118.91B	\$108.41B	\$137.41B

Economy Overview - Cont.

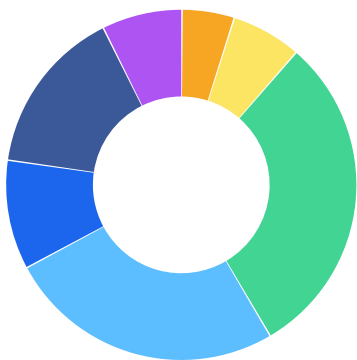
2017 Labor Force Breakdown



	Population
● Total Working Age Population	74,391
● Not in Labor Force (15+)	26,760
● Labor Force	47,631
● Employed	46,210
● Unemployed	1,421
● Under 15	17,908

Educational Attainment

Concerning educational attainment, **15.4%** of the selected regions' residents possess a **Bachelor's Degree** (3.0% below the national average), and **10.1%** hold an **Associate's Degree** (2.2% above the national average).

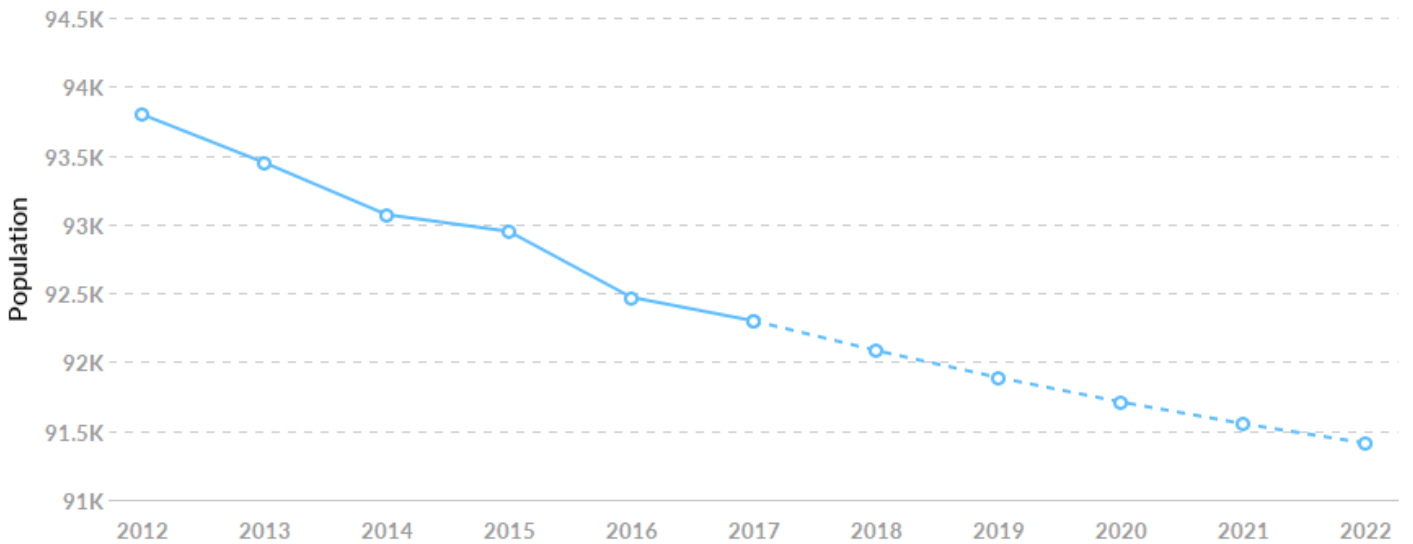


	% of Population	Population
● Less Than 9th Grade	4.8%	3,004
● 9th Grade to 12th Grade	6.5%	4,035
● High School Diploma	30.1%	18,764
● Some College	25.6%	15,956
● Associate's Degree	10.1%	6,283
● Bachelor's Degree	15.4%	9,585
● Graduate Degree and Higher	7.4%	4,613

Historic & Projected Trends

Population Trends

As of 2017 the region's population declined by 1.6% since 2012, falling by 1,499. Population is expected to decrease by 1.0% between 2017 and 2022, losing 888.

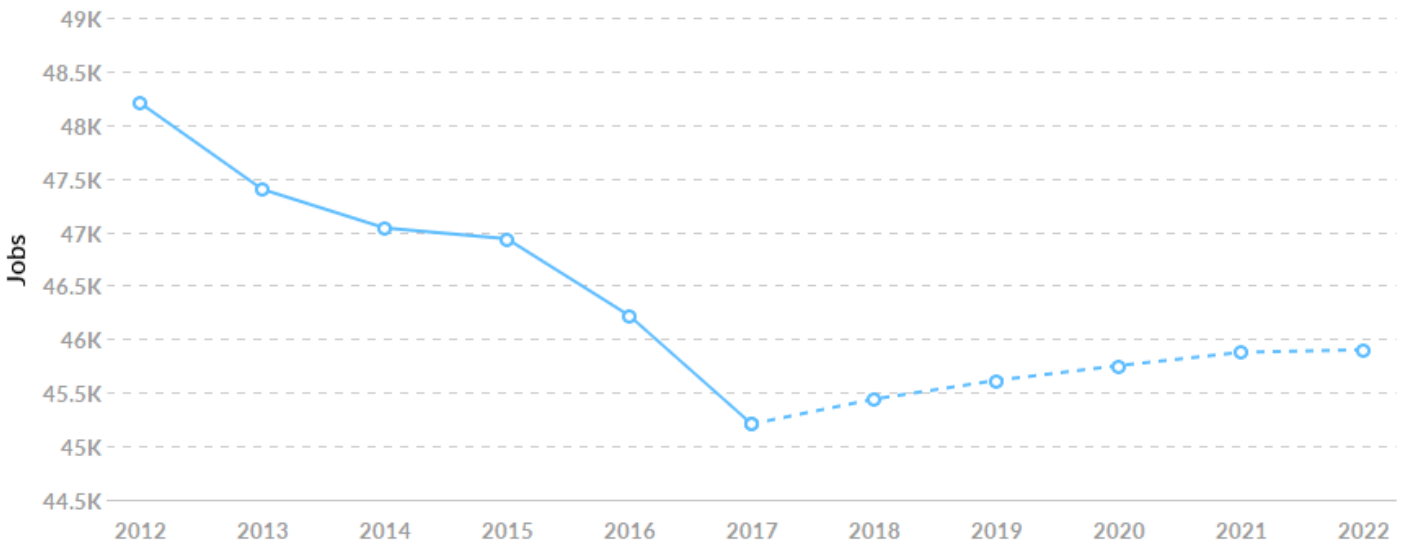


Timeframe	Population
2012	93,798
2013	93,448
2014	93,070
2015	92,948
2016	92,470
2017	92,299
2018	92,084
2019	91,887
2020	91,710
2021	91,552
2022	91,411

Historic & Projected Trends - Cont.

Job Trends

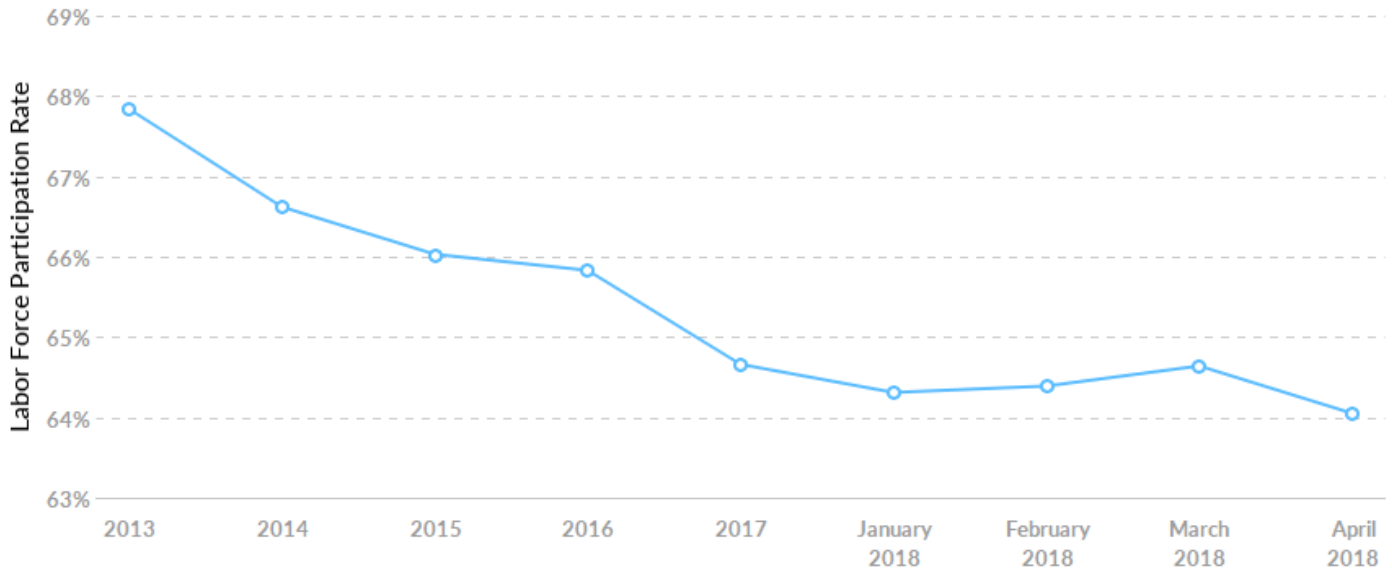
From 2012 to 2017, jobs declined by 6.2% in 10 Counties from 48,205 to 45,207. This change fell short of the national growth rate of 8.2% by 14.4%.



Timeframe	Jobs
2012	48,205
2013	47,398
2014	47,037
2015	46,936
2016	46,219
2017	45,207
2018	45,439
2019	45,614
2020	45,752
2021	45,876
2022	45,900

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

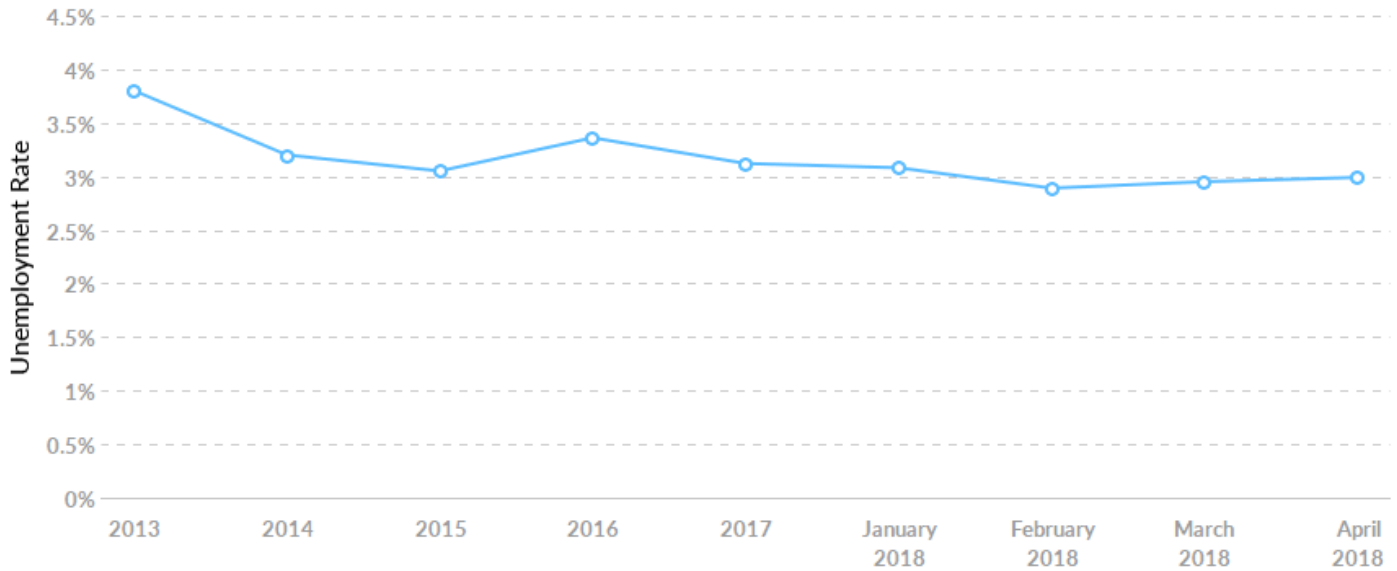


Timeframe	Labor Force Participation Rate
2013	67.84%
2014	66.62%
2015	66.03%
2016	65.83%
2017	64.66%
January 2018	64.31%
February 2018	64.39%
March 2018	64.64%
April 2018	64.05%

Historic & Projected Trends - Cont.

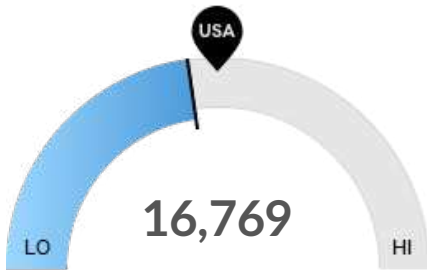
Unemployment Rate Trends

Your areas had an April 2018 unemployment rate of 2.99%, **decreasing from 3.80%** 5 years before.



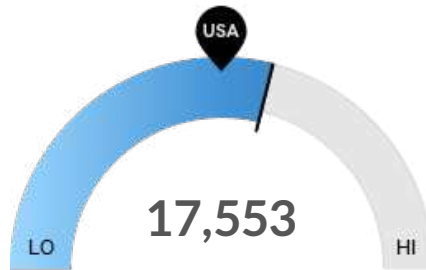
Timeframe	Unemployment Rate
2013	3.80%
2014	3.20%
2015	3.05%
2016	3.36%
2017	3.12%
January 2018	3.08%
February 2018	2.89%
March 2018	2.95%
April 2018	2.99%

Population Characteristics



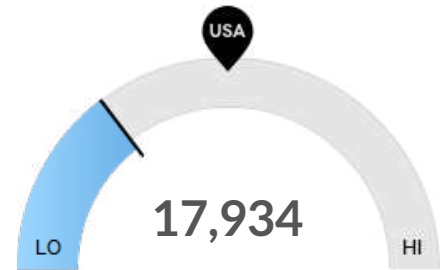
Millennials

Your area has 16,769 millennials (ages 20-34). The national average for an area this size is 19,190.



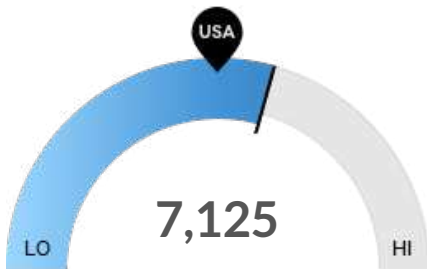
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 14,092 people 65 or older, while there are 17,553 here.



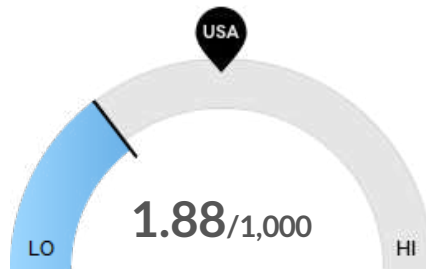
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 35,817 racially diverse people, while there are 17,934 here.



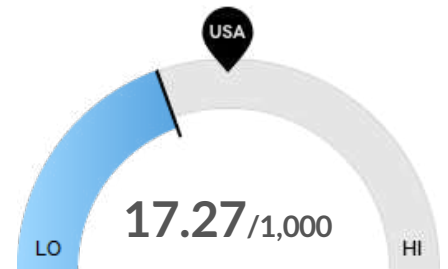
Veterans

Your area has 7,125 veterans. The national average for an area this size is 5,590.



Violent Crime

Your area has 1.88 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



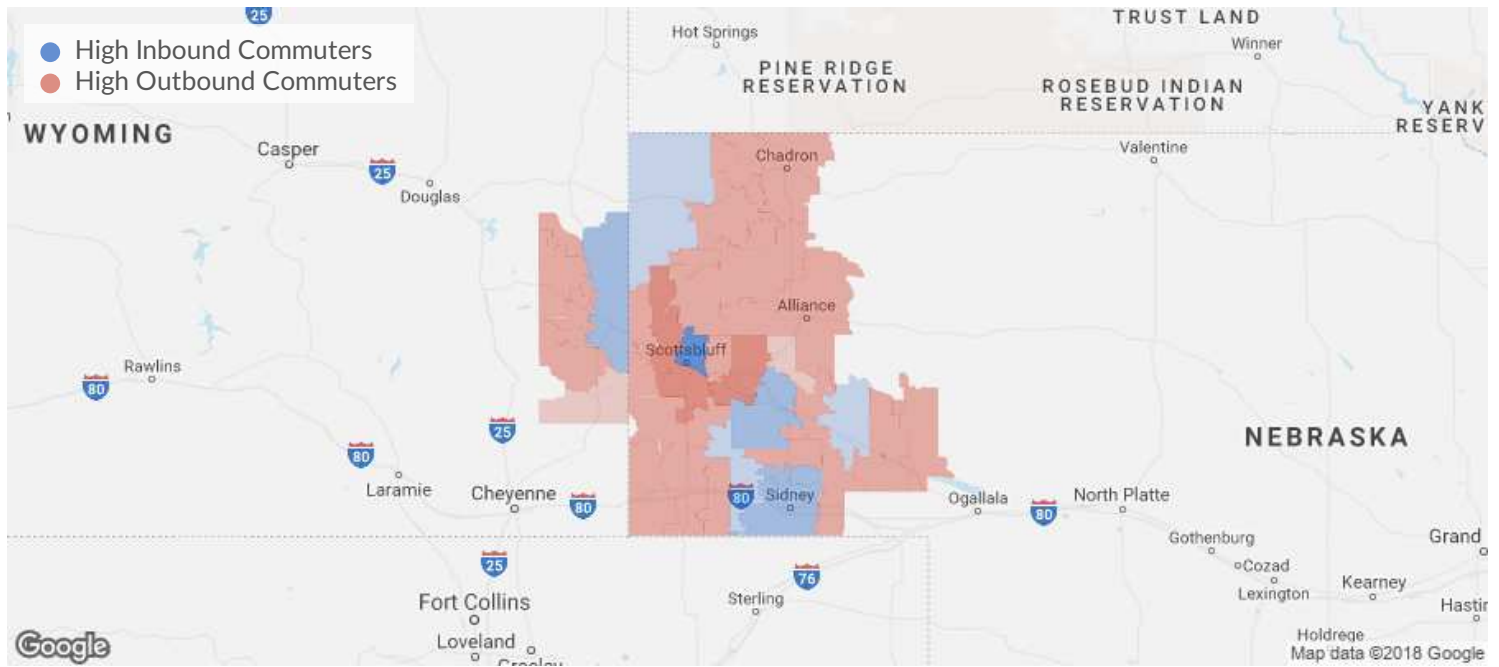
Property Crime

Your area has 17.27 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

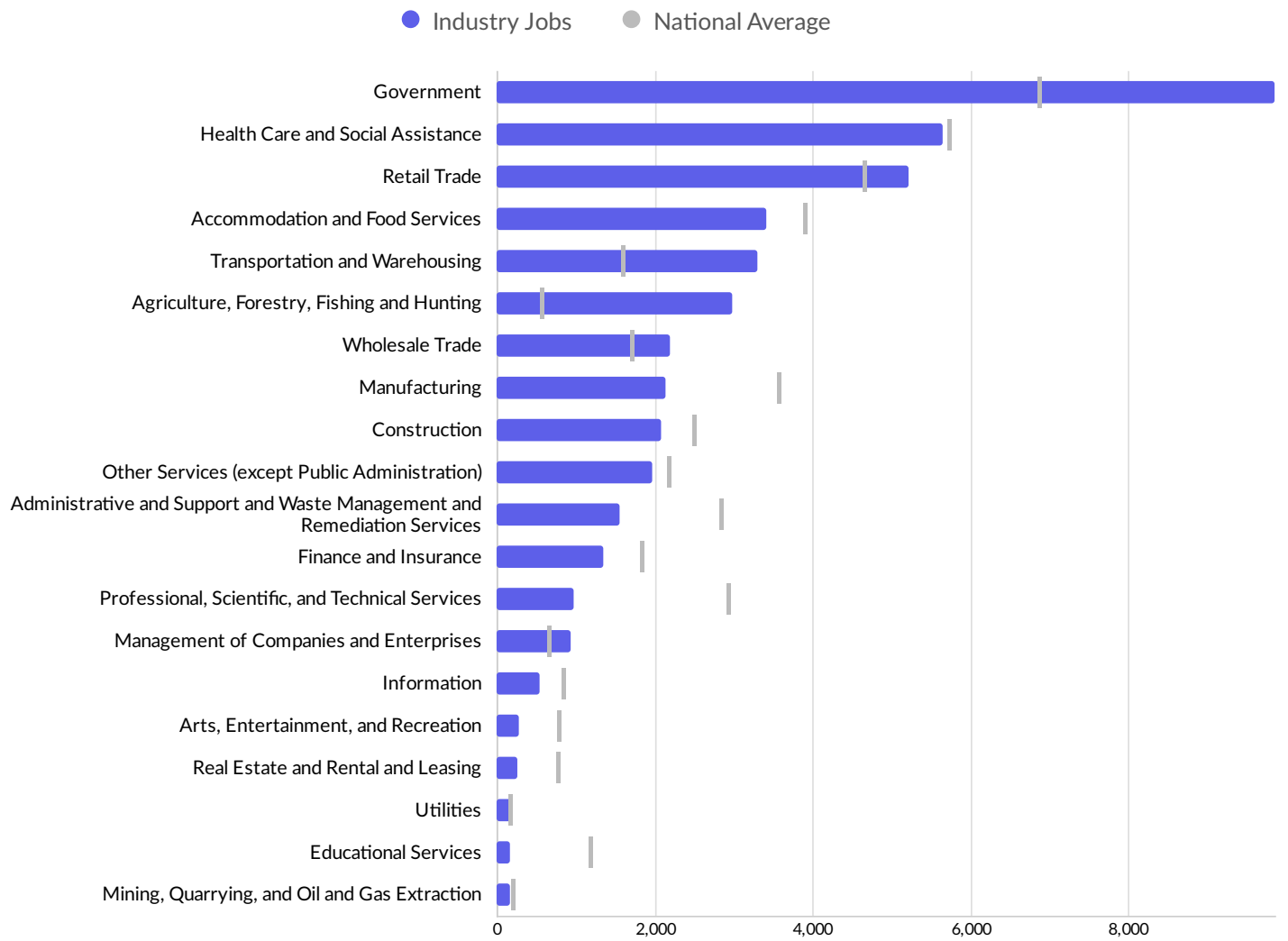
Where Talent Lives

ZIP	Name	2017 Employment
69361	Scottsbluff, NE (in Scot...	13,135
69301	Alliance, NE (in Box Bu...	5,157
82240	Torrington, WY (in Gos...	4,890
69162	Sidney, NE (in Cheyenn...	4,121
69341	Gering, NE (in Scotts B...	3,568

ZIP	Name	2017 Workers
69361	Scottsbluff, NE (in Scot...	9,294
69341	Gering, NE (in Scotts B...	5,949
69301	Alliance, NE (in Box Bu...	5,419
82240	Torrington, WY (in Gos...	4,838
69162	Sidney, NE (in Cheyenn...	3,950

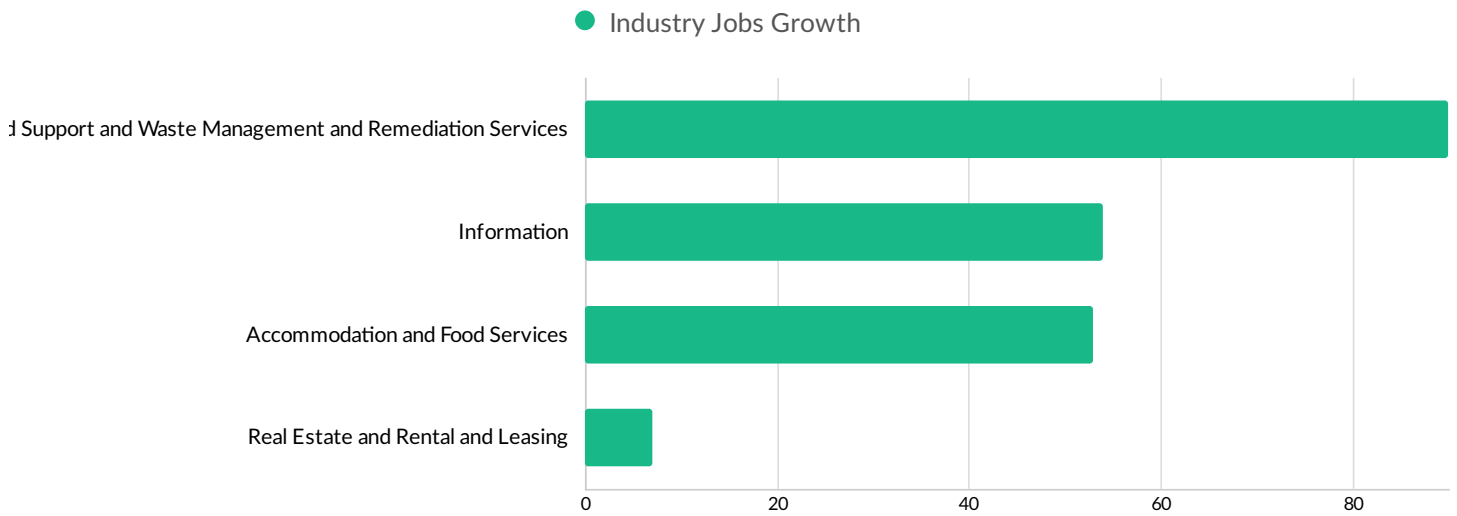
Industry Characteristics

Largest Industries



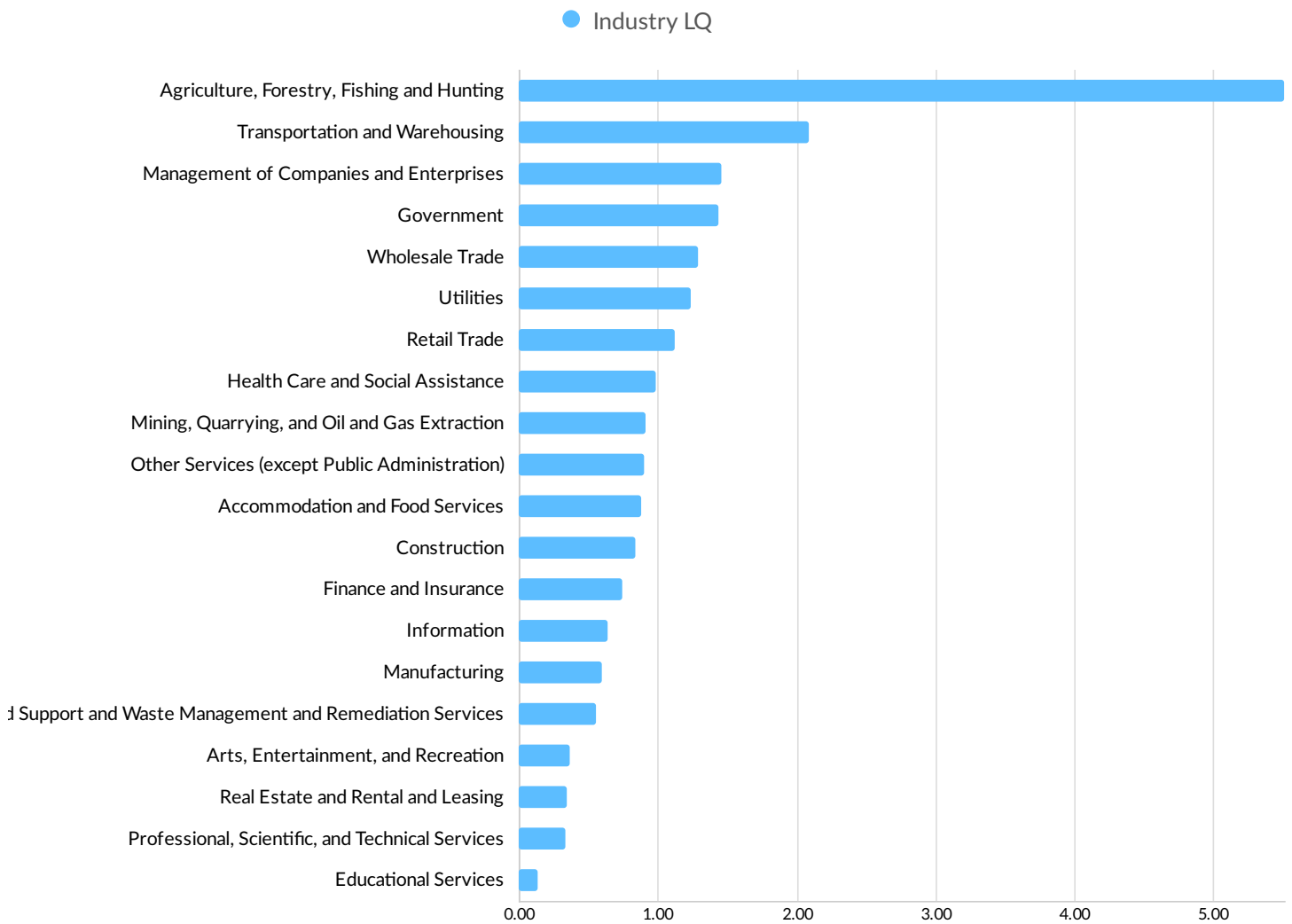
Industry Characteristics - Cont.

Top Growing Industries



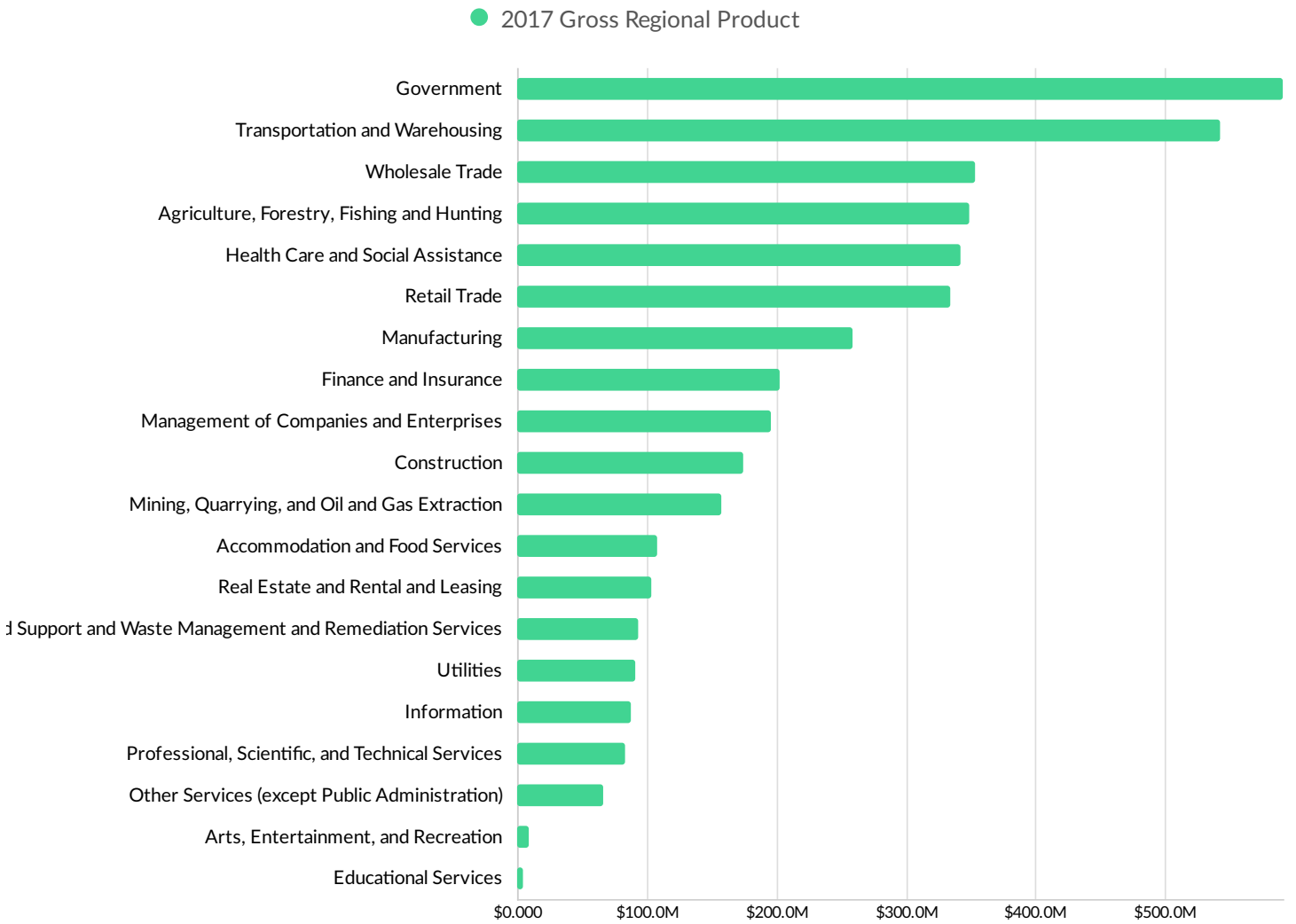
Industry Characteristics - Cont.

Top Industry LQ



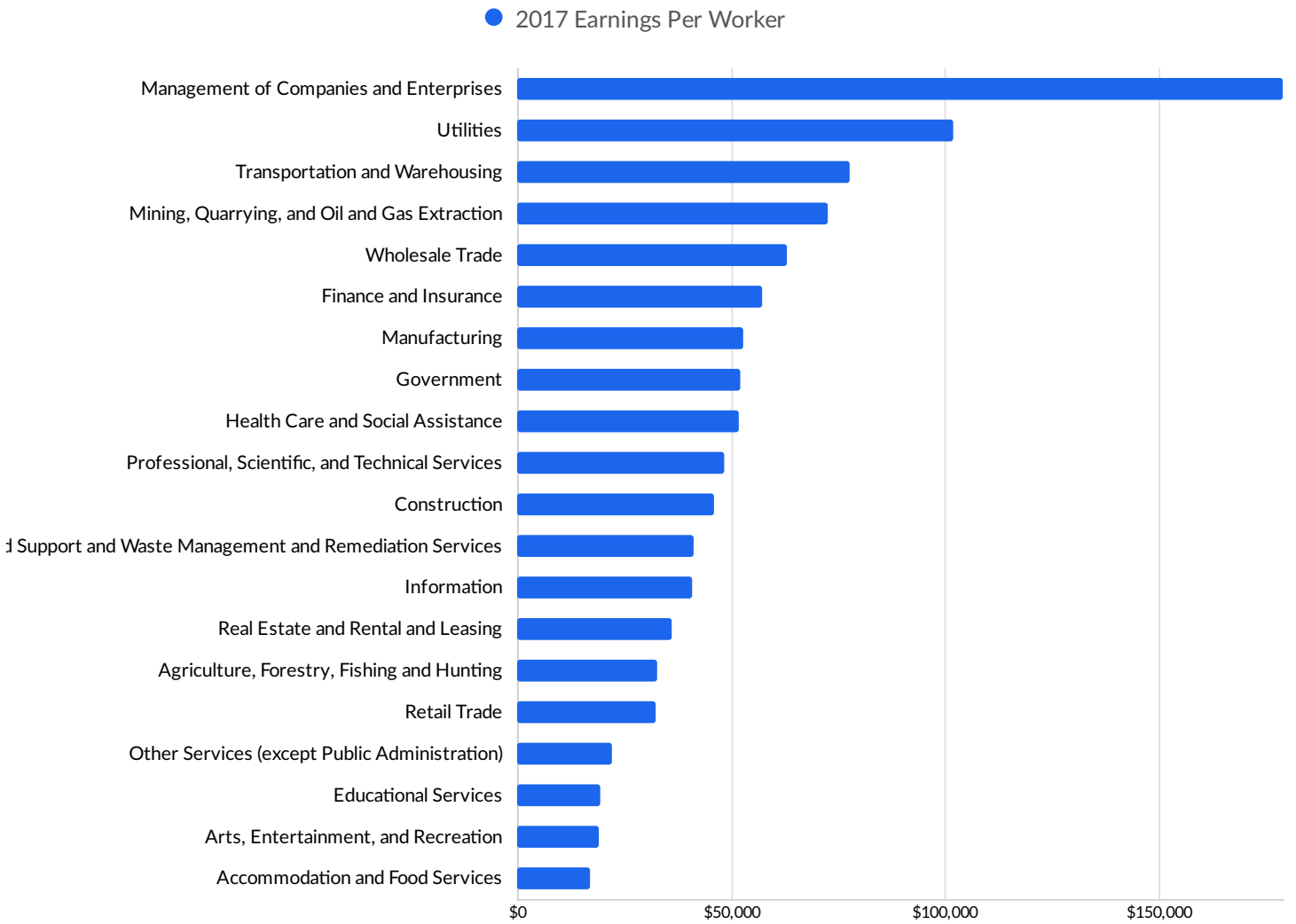
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings























Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Government	9,940	9,850	-90	-1%	1.44	\$52,073	\$590.97M
Health Care and Social Assistance	5,879	5,652	-227	-4%	0.99	\$52,033	\$342.10M
Retail Trade	5,456	5,215	-241	-4%	1.13	\$32,387	\$334.34M
Accommodation and Food Services	3,369	3,422	53	+2%	0.88	\$17,184	\$108.32M
Transportation and Warehousing	3,560	3,300	-260	-7%	2.08	\$77,942	\$542.12M
Agriculture, Forestry, Fishing and Hunting	3,667	2,992	-675	-18%	5.51	\$32,811	\$349.03M
Wholesale Trade	2,250	2,186	-64	-3%	1.29	\$62,999	\$353.14M
Manufacturing	2,411	2,134	-277	-11%	0.60	\$52,923	\$259.31M
Construction	2,089	2,079	-10	0%	0.84	\$45,988	\$174.52M
Other Services (except Public Administration)	2,555	1,961	-594	-23%	0.91	\$22,191	\$66.85M
Administrative and Support and Waste Management and Remediation Services	1,469	1,559	90	+6%	0.55	\$41,193	\$93.54M
Finance and Insurance	1,779	1,345	-434	-24%	0.74	\$57,404	\$202.34M
Professional, Scientific, and Technical Services	1,095	982	-113	-10%	0.34	\$48,404	\$83.06M
Management of Companies and Enterprises	1,004	932	-72	-7%	1.46	\$179,169	\$195.69M
Information	481	535	54	+11%	0.64	\$40,980	\$88.30M
Arts, Entertainment, and Recreation	346	282	-64	-18%	0.36	\$19,259	\$9.26M
Real Estate and Rental and Leasing	254	261	7	+3%	0.34	\$36,100	\$103.65M
Utilities	202	195	-7	-3%	1.24	\$101,930	\$90.78M
Educational Services	203	164	-39	-19%	0.14	\$19,593	\$4.11M
Mining, Quarrying, and Oil and Gas Extraction	193	164	-29	-15%	0.91	\$72,703	\$158.06M

Business Characteristics

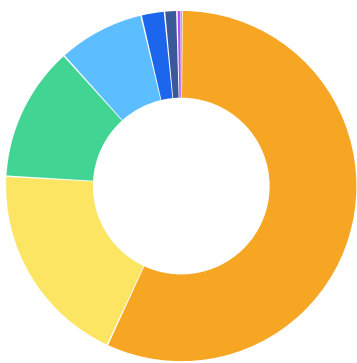
3,379 Companies Employ Your Workers

Online profiles for your workers mention 3,379 companies as employers, with the top 10 appearing below. In the last 12 months, 1,768 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Cabela's Incorporated	477 	Travel Nurse Inc	1,150 
Chadron State College	138 	C.R. England, Inc.	568 
Regional West Medical Center	131 	Platinum Supplemental Insuran...	556 
Regional West Health Services ...	123 	Swift Transportation Company	513 
Bnsf Railway Company	114 	HealthCare Employment Netw...	457 
Western Nebraska Community...	87 	Cabela's Incorporated	379 
Nebraska Library Commission	61 	Avon Products, Inc.	282 
Box Butte General Hospital	55 	Co-Alliance, LLP	221 
Nationstar Mortgage Holdings ...	53 	The Home Depot Inc	178 
Gering Public Schools	48 	Nebraska Library Commission	165 

Business Characteristics - Cont.

Business Size

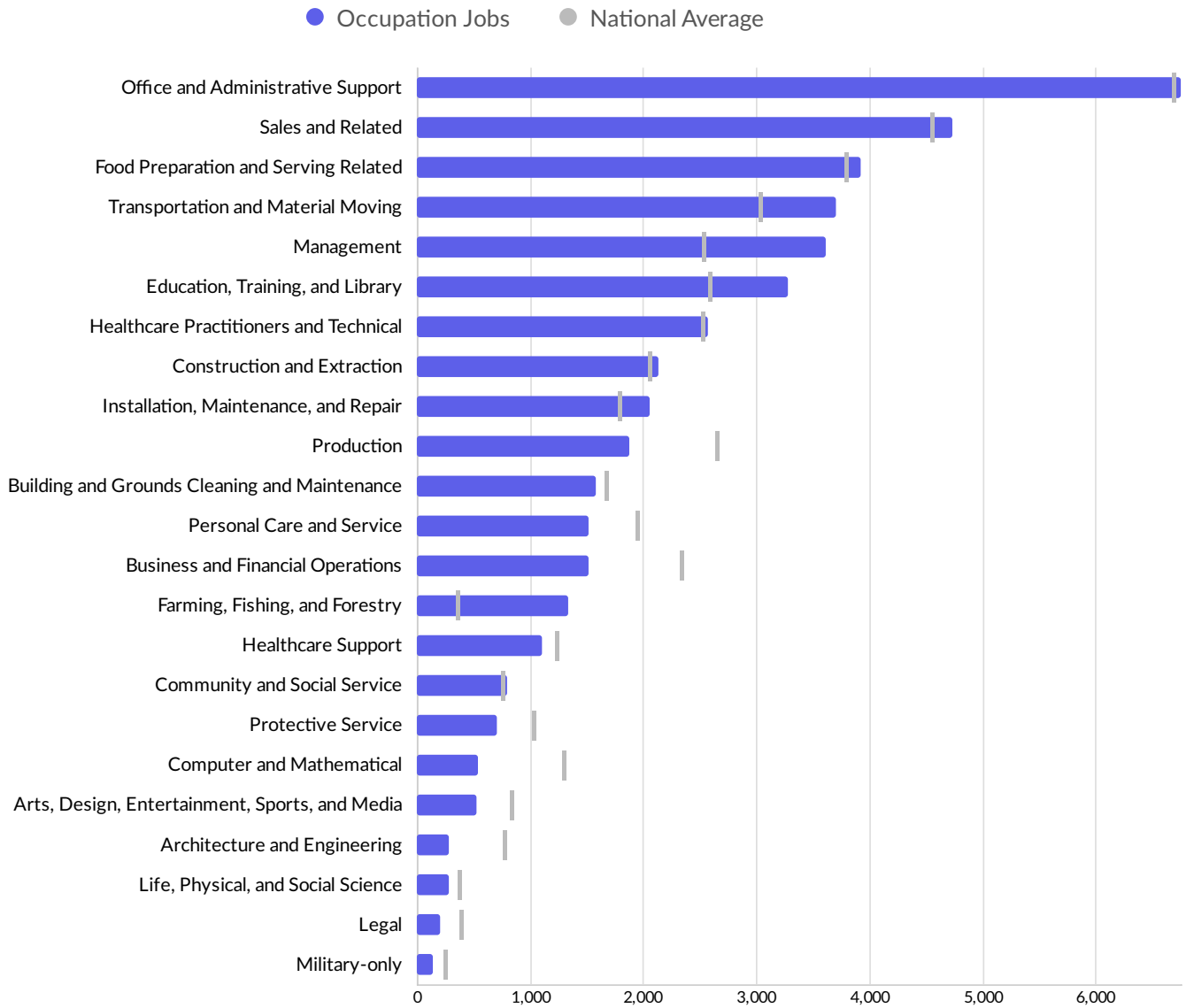


	Percentage	Business Count
● 1 to 4 employees	56.9%	2,773
● 5 to 9 employees	19.0%	925
● 10 to 19 employees	12.4%	607
● 20 to 49 employees	8.0%	389
● 50 to 99 employees	2.2%	105
● 100 to 249 employees	1.1%	55
● 250 to 499 employees	0.4%	19
● 500+ employees	0.1%	4

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

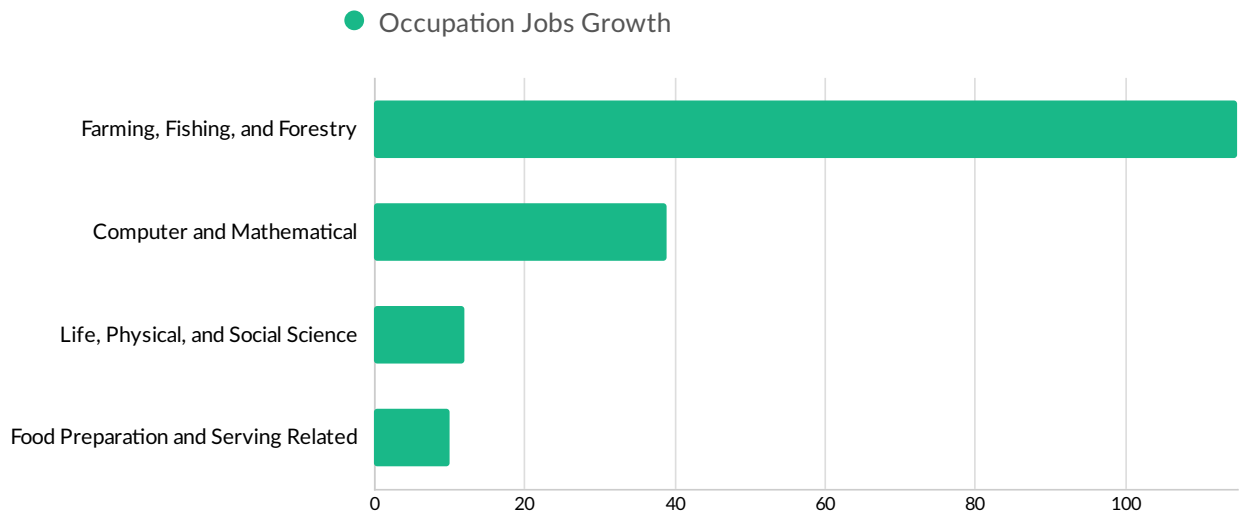
Workforce Characteristics

Largest Occupations



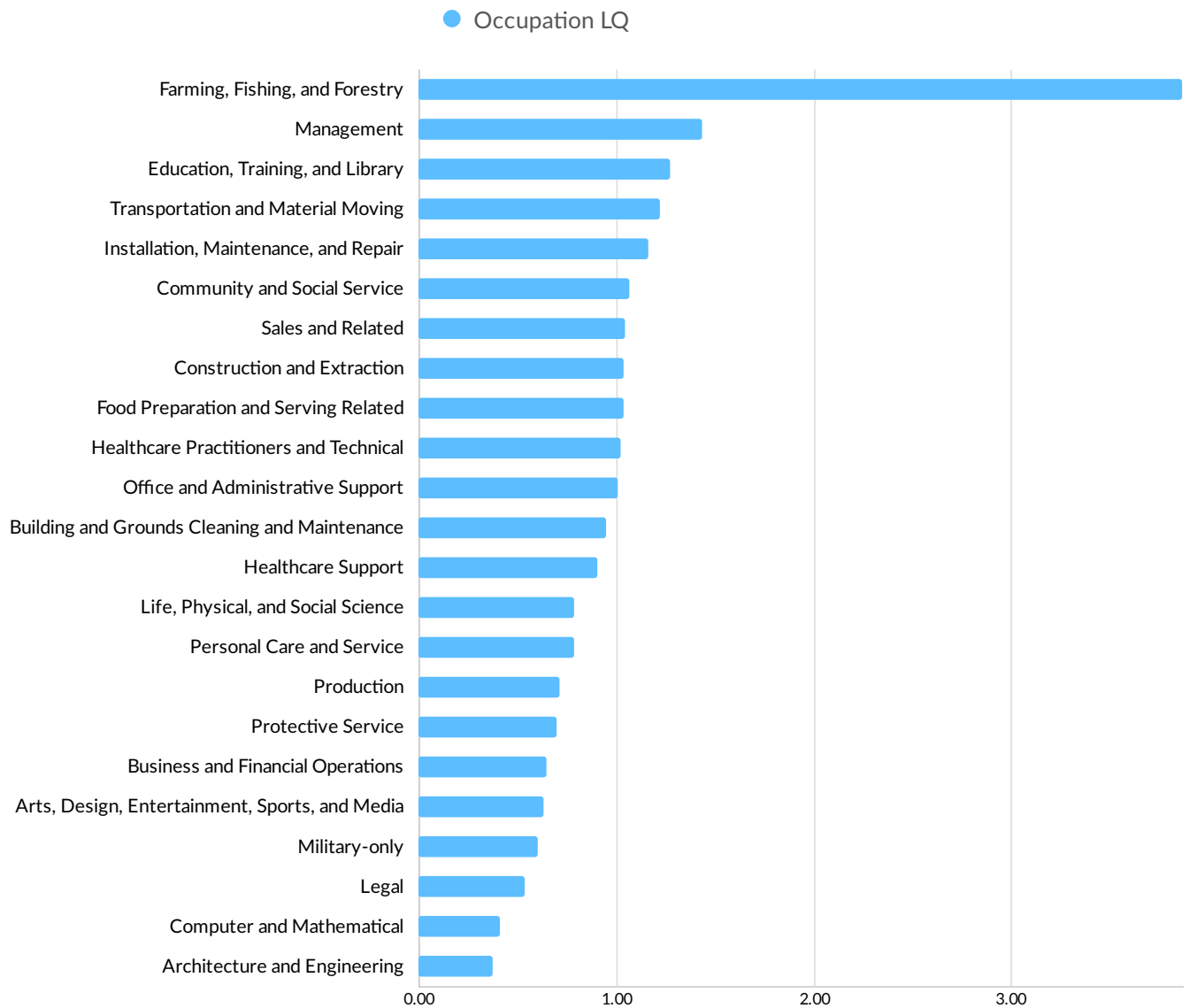
Workforce Characteristics - Cont.

Top Growing Occupations



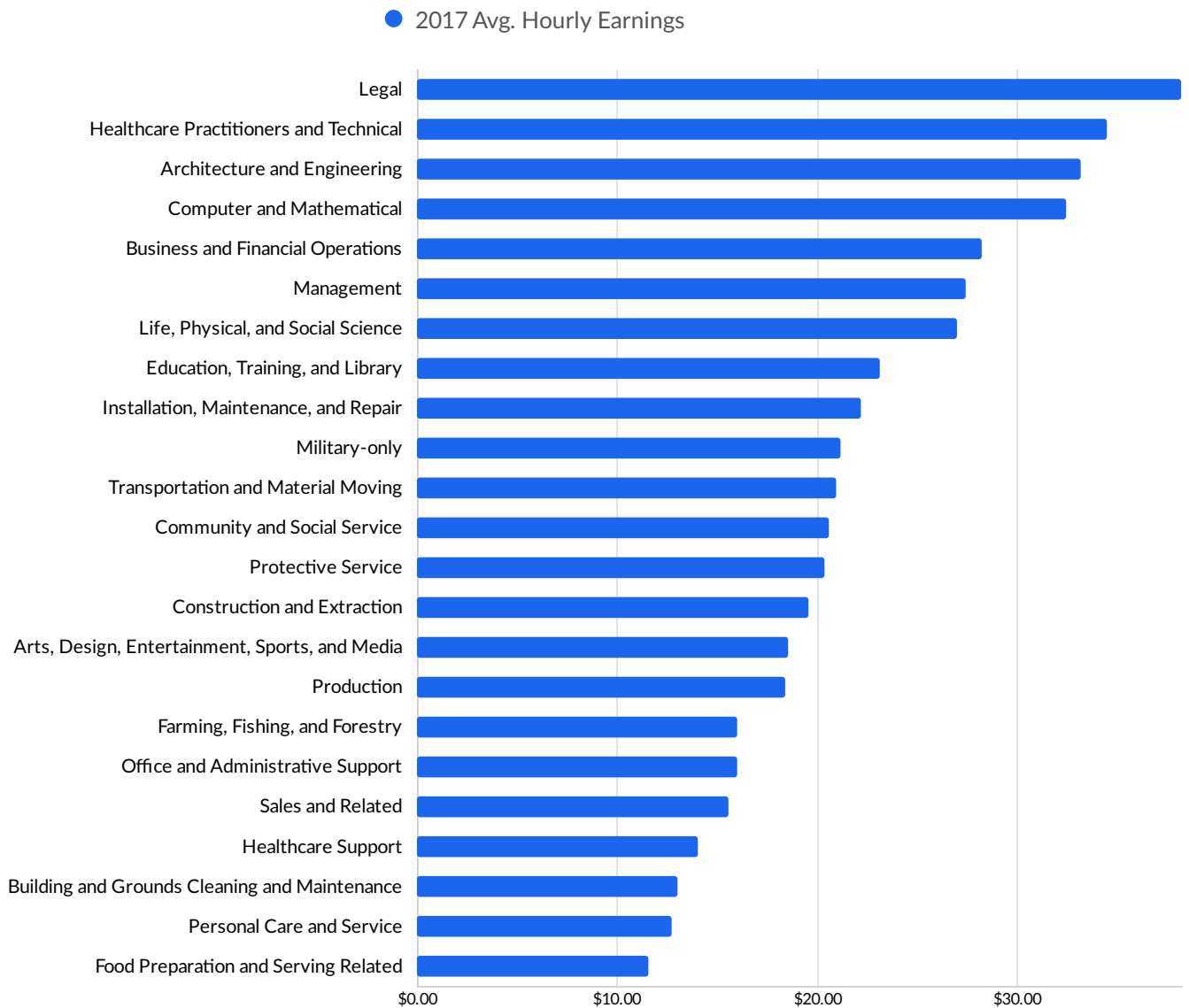
Workforce Characteristics - Cont.

Top Occupation LQ



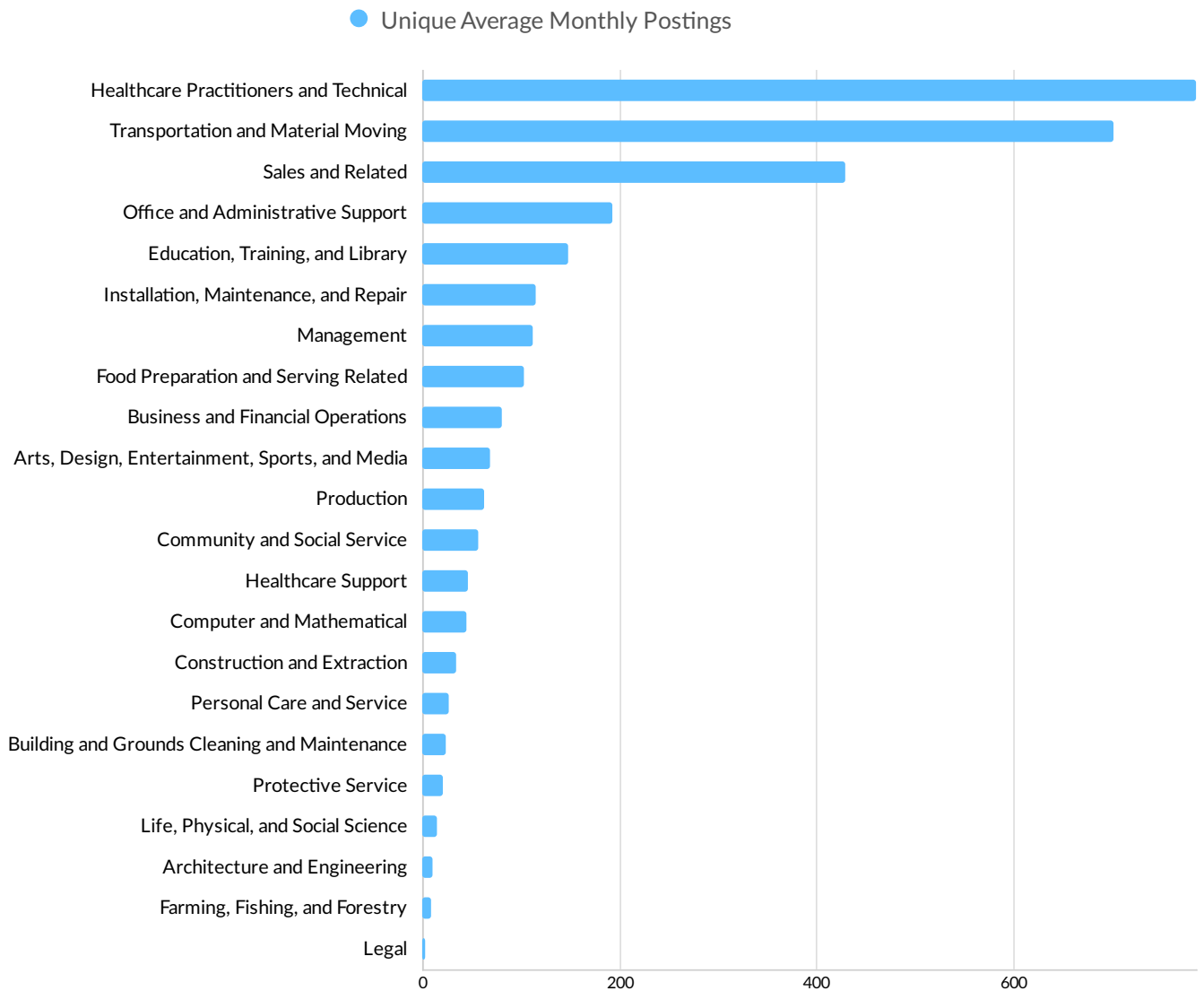
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

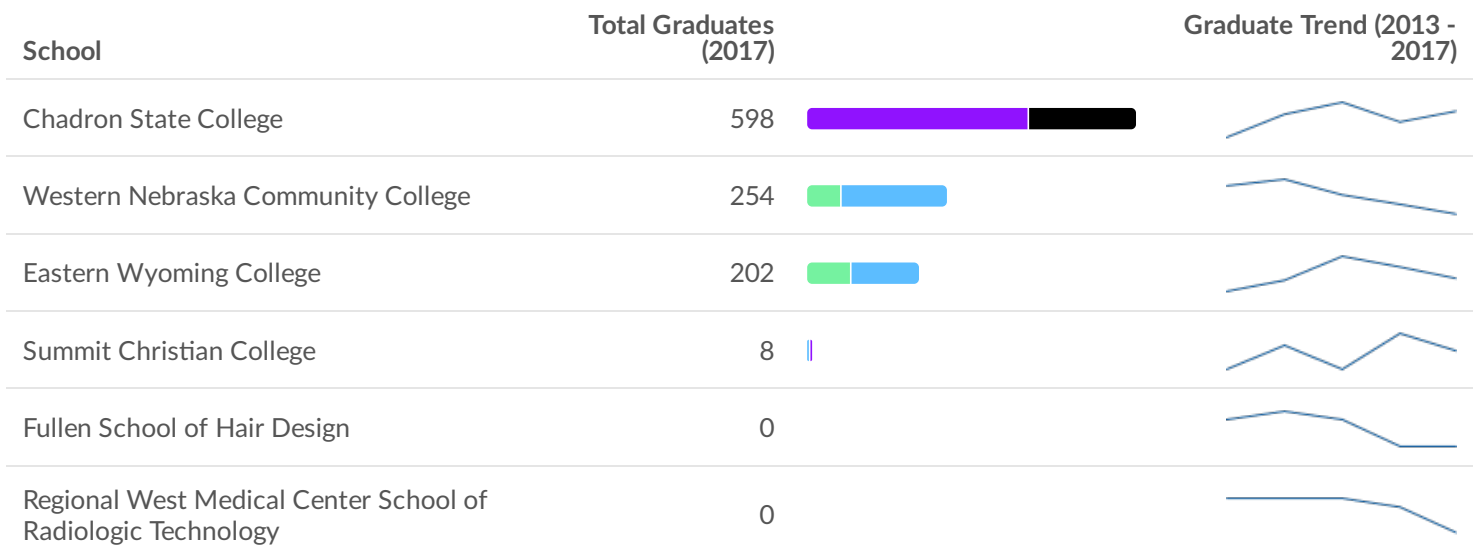
Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Aug 2017 - Jul 2018 Unique Average Monthly Postings
Office and Administrative Support	7,318	6,753	-565	-8%	1.01	\$15.98	194
Sales and Related	4,935	4,737	-198	-4%	1.04	\$15.53	430
Food Preparation and Serving Related	3,919	3,929	10	+0%	1.04	\$11.55	103
Transportation and Material Moving	4,003	3,702	-301	-8%	1.22	\$20.98	702
Management	4,366	3,610	-756	-17%	1.43	\$27.39	113
Education, Training, and Library	3,478	3,277	-201	-6%	1.27	\$23.12	148
Healthcare Practitioners and Technical	2,588	2,576	-12	0%	1.03	\$34.45	786
Construction and Extraction	2,151	2,131	-20	-1%	1.04	\$19.53	35
Installation, Maintenance, and Repair	2,128	2,063	-65	-3%	1.17	\$22.16	115
Production	2,152	1,884	-268	-12%	0.71	\$18.42	62
Building and Grounds Cleaning and Maintenance	1,958	1,583	-375	-19%	0.95	\$12.99	25
Personal Care and Service	1,739	1,518	-221	-13%	0.78	\$12.76	27
Business and Financial Operations	1,523	1,514	-9	-1%	0.65	\$28.24	82
Farming, Fishing, and Forestry	1,217	1,332	115	+9%	3.87	\$15.98	9
Healthcare Support	1,168	1,110	-58	-5%	0.91	\$14.04	47
Community and Social Service	810	798	-12	-1%	1.07	\$20.61	57
Protective Service	756	712	-44	-6%	0.70	\$20.33	22

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Aug 2017 - Jul 2018 Unique Average Monthly Postings
Computer and Mathematical	498	537	39	+8%	0.42	\$32.45	45
Arts, Design, Entertainment, Sports, and Media	558	524	-34	-6%	0.63	\$18.53	69
Architecture and Engineering	303	287	-16	-5%	0.38	\$33.13	10
Life, Physical, and Social Science	274	286	12	+4%	0.79	\$27.02	15
Legal	207	201	-6	-3%	0.54	\$38.18	3
Military-only	160	144	-16	-10%	0.61	\$21.13	0

Educational Pipeline

In 2017, there were 1,062 graduates in 10 Counties. This pipeline has grown by 1% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, "Business Administration and Management, General", and "Business Administration and Management, General".



● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher