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ECONOMIC AND DEMOGRAPHIC TRENDS

SCOTTSBLUFF, SCOTTS BLUFF COUNTY AND THE SURROUNDING AREA

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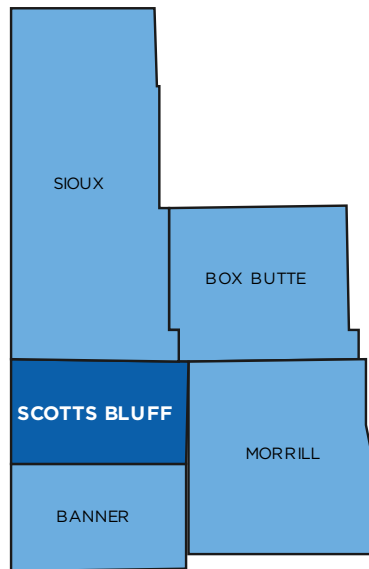
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2025

ECONOMIC AND DEMOGRAPHIC TRENDS IN

Scotts Bluff County

AND THE SURROUNDING AREA



This study provides data on labor force, employment, commuting patterns, population, migration, retail sales, and income for Scotts Bluff 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 Scotts Bluff County, other counties included in this area are Banner, Box Butte, Morrill and Sioux. The retail sales section also compares retail growth between Scottsbluff and eight other similarly sized Nebraska communities.

LABOR FORCE AND EMPLOYMENT

Table 1 and Chart 1 (next page) present nonfarm wage and salary data for Scotts Bluff County for the period 2013–2023. 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 Scotts Bluff County (regardless of their county of residence). These data indicate total nonfarm wage and salary employment in Scotts Bluff County decreased 5.5 percent (935 jobs) between 2013 and 2023.

Table 1 and Chart 1 also provide employment data for Scotts Bluff County by major economic sector for years 2013–2023. The Construction sector recorded the largest percentage increase in employment between 2013 and 2023 (43.1 percent or 330 jobs). The Construction sector recorded the largest actual employment increase between 2013 and 2023 (330 jobs or 43.1 percent).

TABLE 1
Nonfarm Wage & Salary Employment Trends • 2013–2023

Scotts Bluff County, Nebraska

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Change 2013-2023	# Change 2013-2023
Nonfarm W&S Employment	16,942	16,761	16,903	17,199	16,726	16,623	16,275	15,768	15,759	15,779	16,007	-5.5	-935
Total Private Industries	13,755	13,571	13,692	13,884	13,441	13,344	13,013	12,548	12,536	12,571	12,743	-7.4	-1,012
Goods Producing	2,154	2,149	2,201	2,403	2,171	2,242	2,118	2,105	2,102	2,203	2,393	11.1	239
Natural Resources & Mining	266	258	260	280	275	271	280	264	251	243	242	-9.0	-24
Construction	766	745	850	1,133	918	1,003	875	915	856	912	1,096	43.1	330
Manufacturing	1,122	1,146	1,092	989	978	968	964	926	995	1,048	1,055	-6.0	-67
Service Providing	11,601	11,422	11,491	11,481	11,270	11,102	10,895	10,443	10,435	10,367	10,350	-10.8	-1,251
Trade, Transportation & Utilities	3,701	3,788	3,838	3,832	3,714	3,579	3,458	3,468	3,552	3,602	3,608	-2.5	-93
Information	265	283	293	300	301	301	274	245	246	261	228	-14.0	-37
Financial Activities	1,045	909	697	703	703	701	696	671	657	607	604	-42.2	-441
Professional & Business Services	1,214	1,253	1,519	1,554	1,444	1,406	1,352	1,303	1,262	1,253	1,161	-4.4	-53
Education & Health Services	3,355	3,160	3,071	2,985	2,962	2,969	2,905	2,749	2,651	2,521	2,586	-22.9	-769
Leisure & Hospitality	1,645	1,658	1,701	1,737	1,673	1,689	1,773	1,600	1,658	1,721	1,735	5.5	90
Other Services, except Public	376	371	374	369	472	457	437	407	409	402	428	13.8	52
Government	3,187	3,190	3,211	3,315	3,285	3,279	3,262	3,220	3,223	3,208	3,264	2.4	77
Federal	155	157	159	154	154	145	148	153	148	143	151	-2.6	-4
State	579	572	580	594	581	553	542	571	592	597	560	-3.3	-19
Local	2,453	2,462	2,473	2,567	2,550	2,581	2,571	2,496	2,483	2,469	2,554	4.1	101

Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Annual Data, released June 2024
 Labor Force & Work Summary, 2013-2023, Annual, Scotts Bluff County, Nebraska (June 2024 data)

CHART 1
Employment by Industry • 2013–2023

Scotts Bluff County, Nebraska

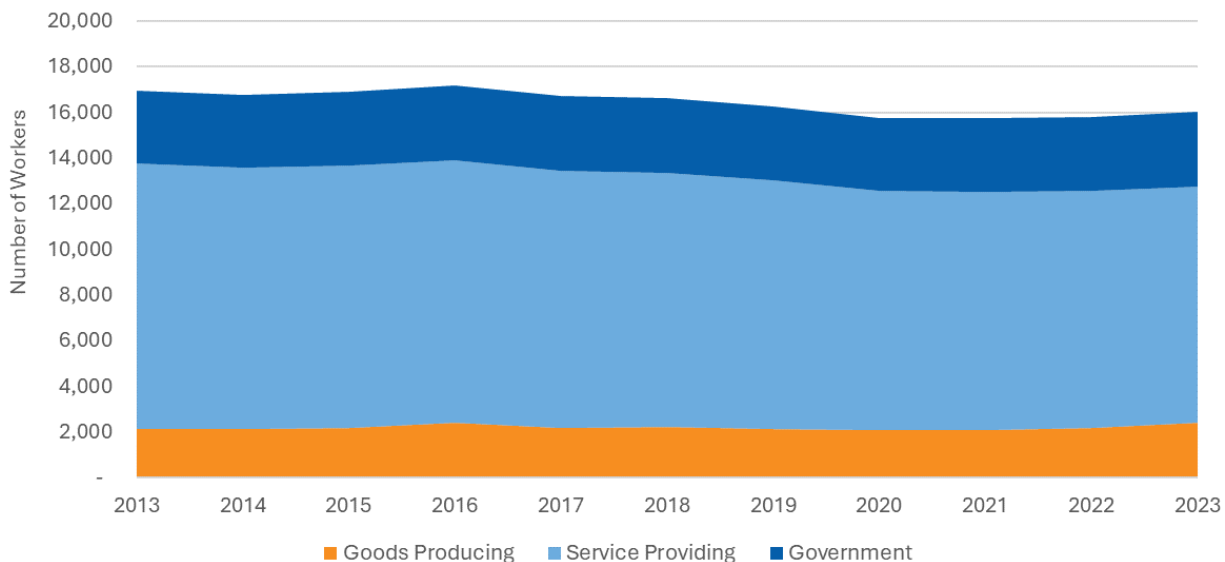


Chart 2 compares total nonfarm wage and salary employment growth in Scotts Bluff County with metropolitan, non-metropolitan and Nebraska as a whole for the review period 2013–2023. Non-metropolitan Nebraska is defined as Nebraska minus the seven Lincoln and Omaha metropolitan counties of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington.

As this chart indicates, total nonfarm wage and salary employment in Scotts Bluff County decreased 5.5 percent (935 jobs) from 2013 to 2023, compared to a 8.1 percent increase for Nebraska as a whole, a 8.7 percent increase in metropolitan Nebraska and a 19.6 percent increase in non-metropolitan Nebraska.

CHART 2
Nonfarm W&S Employment • 2013–2023

Scotts Bluff County, Nebraska, Metro and Non-Metro Nebraska

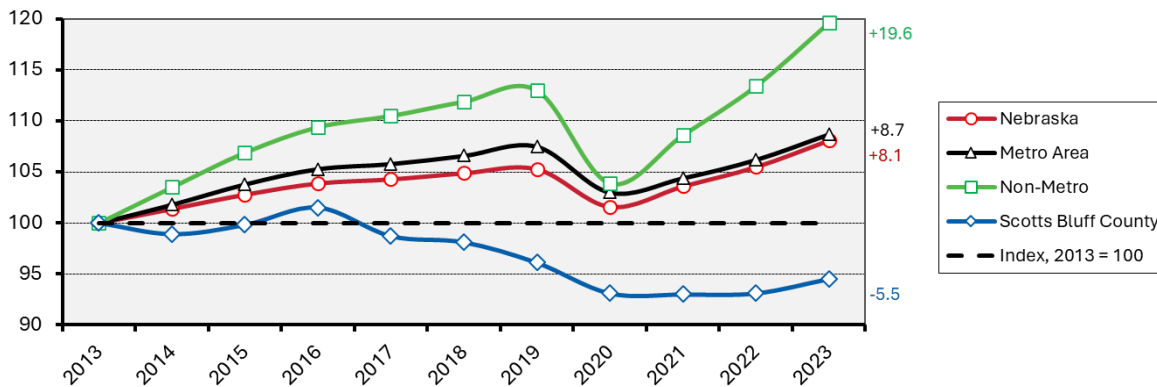
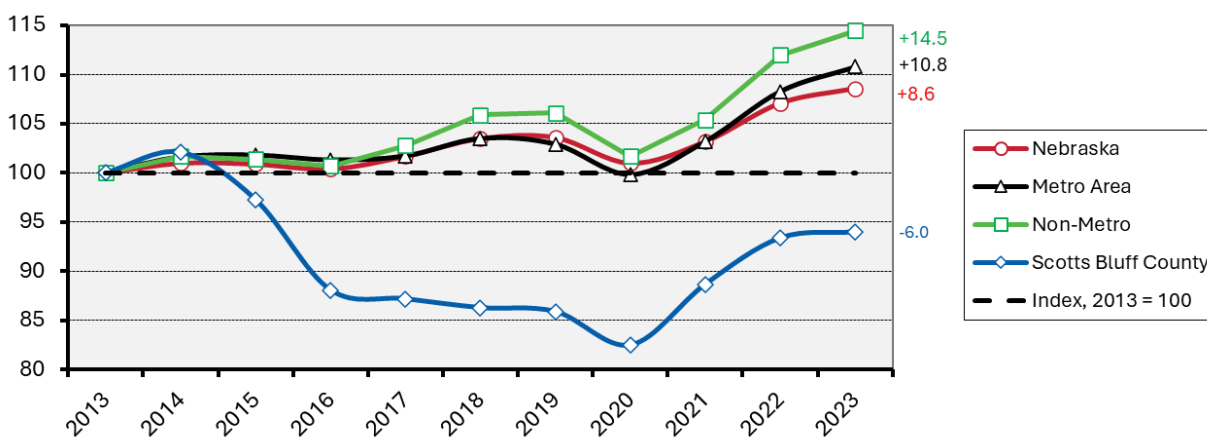


Chart 3 presents data on manufacturing wage and salary employment growth for Scotts Bluff County, Nebraska, metropolitan and non-metropolitan areas. The Manufacturing sector for Scotts Bluff County recorded a 6.0 percent decrease in employment (67 jobs) between 2013 and 2023. This compares to a 14.5 percent increase in employment for non-metropolitan Nebraska; a 8.6 percent increase for Nebraska as a whole; and a 10.8 percent increase for metropolitan Nebraska over the same period.

CHART 3
Manufacturing W&S Employment • 2013–2023

Scotts Bluff County, Nebraska, Metro and Non-Metro Nebraska



Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW), released June 2024

The next series of charts (Charts 4, 5 and 6) display the distribution of nonfarm wage and salary (W&S) employment by major economic sector in Scotts Bluff County compared to the non-metropolitan and metropolitan distributions.

When comparing the Scotts Bluff County employment sectors to non-metropolitan Nebraska, the largest deviation occurs in the Manufacturing sector which makes up 6.6 percent of the county workforce (1,055 employees) compared to 14.2 percent for non-metropolitan Nebraska; a difference of 7.6 percent. Comparing Scotts Bluff County to the overall metropolitan distribution, the largest deviation is found in the Professional and Business Services sector (7.3 percent Scotts Bluff County vs. 13.9 percent metropolitan Nebraska; a difference of 6.6 percent).

CHART 4, 5 & 6

Nonfarm W&S Employment by Major Economic Sector



U.S. Bureau of Labor Statistics

The next table (Table 2) shows labor force information for Scotts Bluff County for the time period 2014–2024. 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 a decrease in the number of Scotts Bluff County residents participating in the labor force between 2014 and 2024 (4.1 percent or 774 people).

The number of those unemployed in Scotts Bluff County decreased by 17.2 percent (116 people) between 2014 and 2024. 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 Scotts Bluff County unemployment rate was 3.3 percent in 2024; above that for metropolitan Nebraska (2.8 percent), above Nebraska as a whole (2.8 percent), and below non-metropolitan Nebraska (3.4 percent).

TABLE 2
Labor Force & Employment Trends • 2014–2024

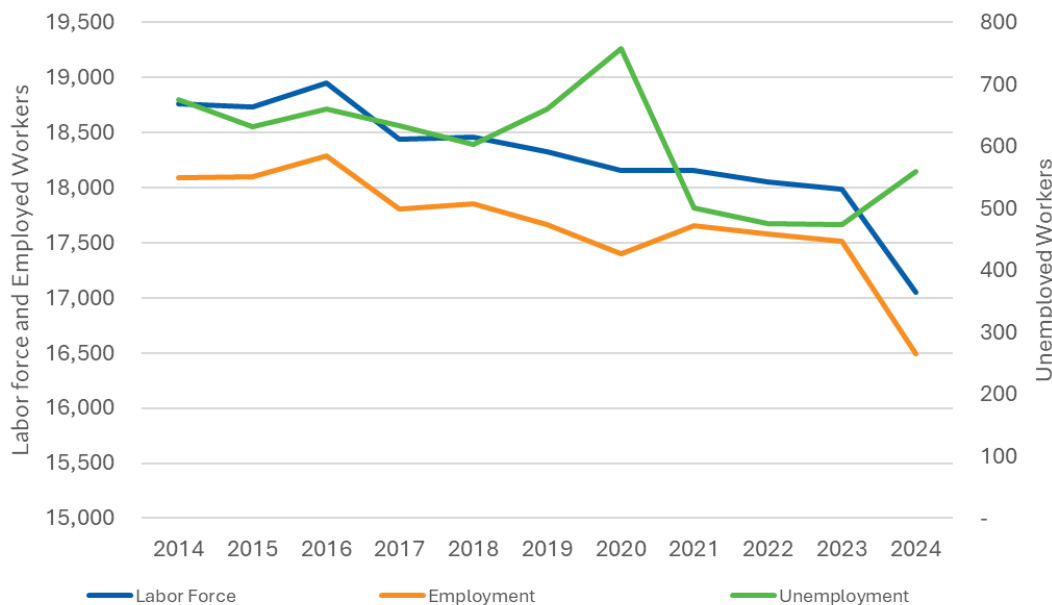
Scotts Bluff County, Nebraska

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Change 2014-2024	# Change 2014-2024
Labor Force	18,764	18,734	18,951	18,437	18,455	18,325	18,160	18,154	18,056	17,990	17,053	-9.1	-1711
Employment	18,088	18,102	18,290	17,804	17,852	17,665	17,402	17,654	17,580	17,517	16,493	-8.8	-1595
Unemployment	676	632	661	633	603	660	758	500	476	473	560	-17.2	-116
Unemployment Rate	3.6	3.4	3.5	3.4	3.3	3.6	4.2	2.8	2.6	2.6	3.3	N/A	N/A

(N/A) - Data not available

CHART 7
Labor Force & Employment Trends • 2014–2024

Scotts Bluff County, Nebraska



Bureau of Labor Statistics, Local Area Unemployment Statistics, Annual Data, released April 2025

The right axis on Chart 7 refers to Unemployed Workers

RESIDENCE AND WORK FLOW PATTERNS

The next series of tables show residence (Work Destination) and workflow (Home Destination) patterns for Scottsbluff. 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 Scottsbluff are from 2022.

Table 3 (pages 6–7) examines the Work Destination area for Scottsbluff from three perspectives: by state, by county, and by place (city). In Table 3, the Census identified 6,139 labor force participants holding primary jobs. As Table 3 shows, 95.5 percent of Scottsbluff’s labor force participants are employed within the state of Nebraska. Approximately 69.3 percent of Scottsbluff workers remain within Scottsbluff for employment with 30.7 percent leaving the county borders for work (next page). The top ten incorporated places where Scottsbluff labor force participants are employed are also shown on the following page.

TABLE 3
Work Destination Report • 2022

Where Workers are Employed Who Live in the Selection Area

	Count	Share
Total Primary Jobs	6,139	100.0%

By States

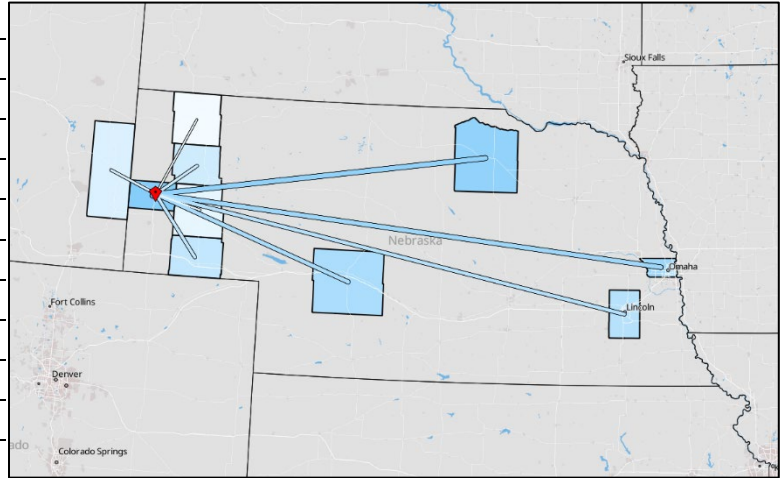
	Count	Share
Nebraska	5,862	95.5%
Wyoming	103	1.7%
Colorado	60	1.0%
South Dakota	52	0.8%
Kansas	15	0.2%
Iowa	5	0.1%
Florida	4	0.1%
Texas	4	0.1%
California	3	0.0%
Missouri	3	0.0%
All Other Locations	28	0.5%



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022).

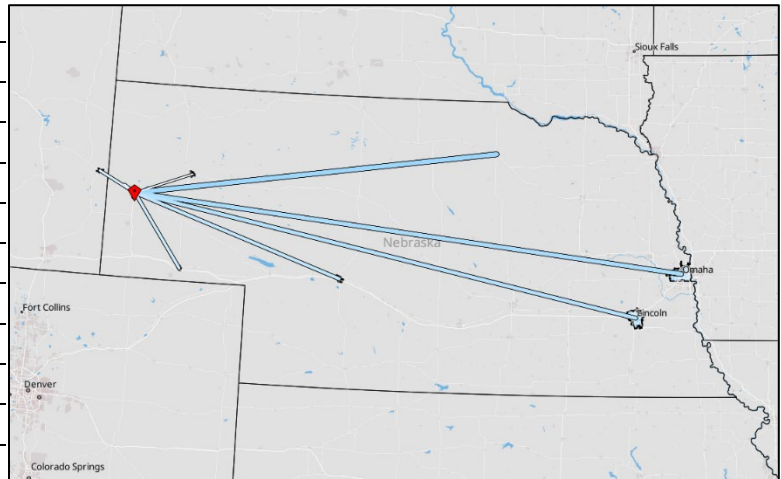
By Counties

	Count	Share
Scotts Bluff County, NE	4,602	75.0%
Holt County, NE	175	2.9%
Douglas County, NE	137	2.2%
Lincoln County, NE	109	1.8%
Lancaster County, NE	106	1.7%
Cheyenne County, NE	86	1.4%
Box Butte County, NE	71	1.2%
Goshen County, WY	67	1.1%
Morrill County, NE	57	0.9%
Dawes County, NE	52	0.8%
All Other Locations	677	11.0%



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

	Count	Share
Scottsbluff city, NE	3,209	52.3%
Gering city, NE	705	11.5%
O'Neill city, NE	150	2.4%
Omaha city, NE	134	2.2%
Lincoln city, NE	102	1.7%
North Platte city, NE	94	1.5%
Sidney city, NE	73	1.2%
Torrington city, WY	58	0.9%
Mitchell city, NE	54	0.9%
Alliance city, NE	48	0.8%
All Other Locations	1,512	24.6%



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022).

People also travel from other locations to work in Scottsbluff—this is the Home Destination Report or the labor shed area. Table 4 (pages 8–9) depicts the home locations of those employed within Scottsbluff. The Census identified 3,808 primary jobs within Scotts Bluff County. As Table 4 indicates, 91.3 percent of these jobs are held by Nebraska residents. Approximately 73.3 percent of Scotts Bluff 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 • 2022

Where Workers Live Who are Employed in the Selection Area

	Count	Share
Total Primary Jobs	9,379	100.0%

By States

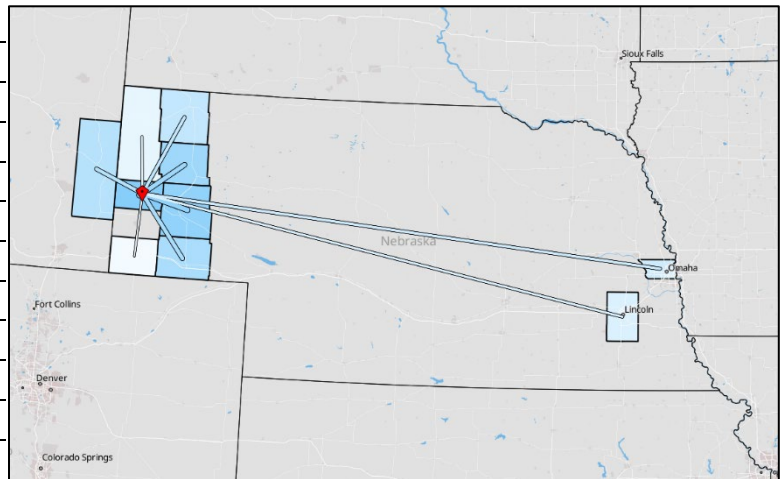
	Count	Share
Nebraska	8,567	91.3%
Wyoming	329	3.5%
Colorado	175	1.9%
Iowa	40	0.4%
California	39	0.4%
South Dakota	26	0.3%
Arizona	19	0.2%
Texas	19	0.2%
Minnesota	18	0.2%
Utah	14	0.1%
All Other Locations	133	1.4%



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022).

By Counties

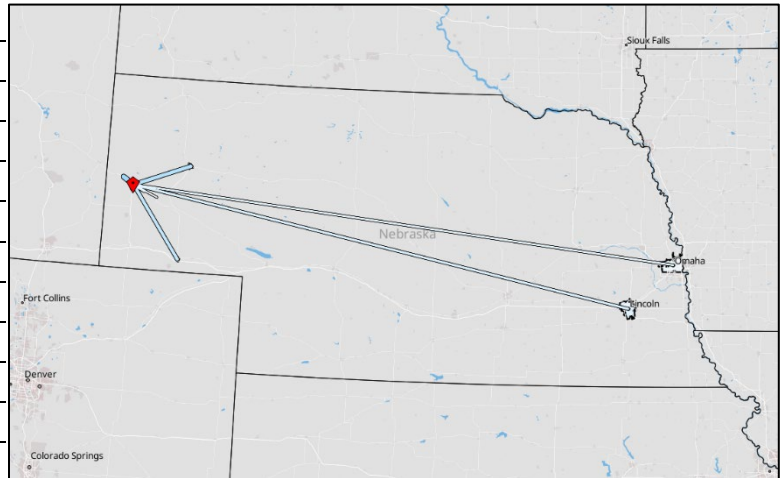
	Count	Share
Scotts Bluff County, NE	6,871	73.3%
Morrill County, NE	277	3.0%
Box Butte County, NE	172	1.8%
Cheyenne County, NE	171	1.8%
Goshen County, WY	155	1.7%
Dawes County, NE	116	1.2%
Douglas County, NE	113	1.2%
Lancaster County, NE	109	1.2%
Sioux County, NE	69	0.7%
Kimball County, NE	60	0.6%
All Other Locations	1,266	13.5%



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022).

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

	Count	Share
Scottsbluff city, NE	3,209	34.2%
Gering city, NE	1,586	16.9%
Mitchell city, NE	299	3.2%
Terrytown city, NE	209	2.2%
Alliance city, NE	127	1.4%
Sidney city, NE	117	1.2%
Minatare city, NE	101	1.1%
Lincoln city, NE	99	1.1%
Omaha city, NE	92	1.0%
Bayard city, NE	81	0.9%
All Other Locations	3,459	36.9%



U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022).

The next table and charts (Table 5, page 9, Charts 8–16, pages 10–12) show an inflow/outflow report for the City of Scottsbluff 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 the City of Scottsbluff. More detailed figures can also be found in Tables 6–8 (pages 10–12).

TABLE 5

Inflow/Outflow Report

Scottsbluff, Nebraska, Primary Jobs

Selection Area Labor Market Size (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	9,379	100.0%	9,343	100.0%	9,124	100.0%
Living in the Selection Area	6,139	65.5%	6,069	65.0%	5,883	64.5%
Net Job Inflow (+) or Outflow (-)	3,240	-	3,274	-	3,241	-

In-Area Labor Force Efficiency (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Living in the Selection Area	6,139	100.0%	6,069	100.0%	5,883	100.0%
Living and Employed in the Selection Area	3,209	52.3%	3,211	52.9%	3,179	54.0%
Living in the Selection Area but Employed Outside	2,930	47.7%	2,858	47.1%	2,704	46.0%

In-Area Employment Efficiency (Primary Jobs)	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Employed in the Selection Area	9,379	100.0%	9,343	100.0%	9,124	100.0%
Employed and Living in the Selection Area	3,209	34.2%	3,211	34.4%	3,179	34.8%
Employed in the Selection Area but Living Outside	6,170	65.8%	6,132	65.6%	5,945	65.2%

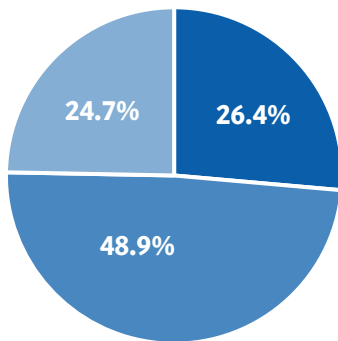
TABLE 6

Worker Outflow by Job Characteristic

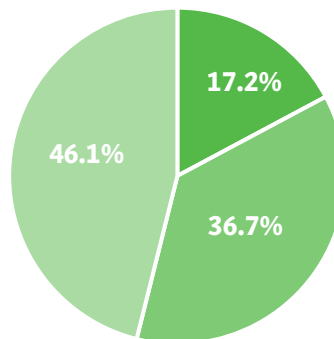
Scottsbluff, Nebraska

Outflow Job Characteristics	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	2,930	100.0%	2,858	100.0%	2,704	100.0%
Workers Aged 29 or younger	774	26.4%	730	25.5%	640	23.7%
Workers Aged 30 to 54	1,433	48.9%	1,392	48.7%	1,298	48.0%
Workers Aged 55 or older	723	24.7%	736	25.8%	766	28.3%
Workers Earning \$1,250 per month or less	504	17.2%	535	18.7%	505	18.7%
Workers Earning \$1,251 to \$3,333 per month	1,075	36.7%	1,072	37.5%	1,119	41.4%
Workers Earning More than \$3,333 per month	1,351	46.1%	1,251	43.8%	1,080	39.9%
Workers in the "Goods Producing" Industry Class	691	23.6%	672	23.5%	597	22.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	615	21.0%	562	19.7%	602	22.3%
Workers in the "All Other Services" Industry Class	1,624	55.4%	1,624	56.8%	1,505	55.7%

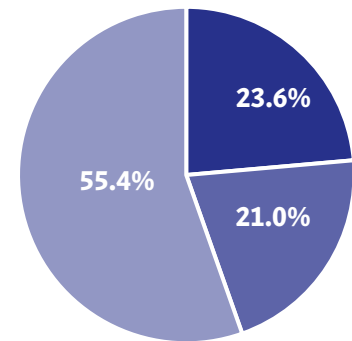
CHART 8, 9 & 10



- 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

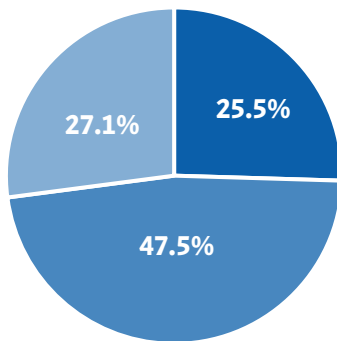


- Workers in the "Goods Producing" Industry Class
- Workers in the "Trade, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

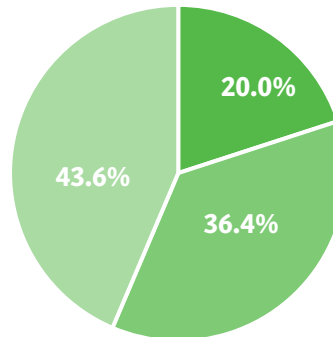
TABLE 7**Worker Inflow by Job Characteristic**

Scottsbluff, Nebraska

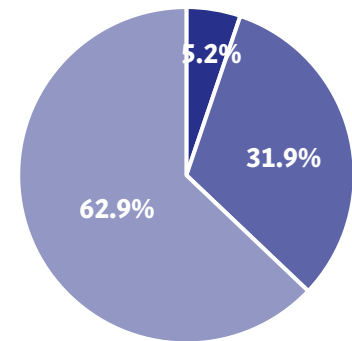
Inflow Job Characteristics	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	6,170	100.0%	6,132	100.0%	5,945	100.0%
Workers Aged 29 or younger	1,573	25.5%	1,548	25.2%	1,449	24.4%
Workers Aged 30 to 54	2,928	47.5%	2,961	48.3%	2,902	48.8%
Workers Aged 55 or older	1,669	27.1%	1,623	26.5%	1,594	26.8%
Workers Earning \$1,250 per month or less	1,233	20.0%	1,174	19.1%	1,287	21.6%
Workers Earning \$1,251 to \$3,333 per month	2,244	36.4%	2,352	38.4%	2,329	39.2%
Workers Earning More than \$3,333 per month	2,693	43.6%	2,606	42.5%	2,329	39.2%
Workers in the "Goods Producing" Industry Class	319	5.2%	320	5.2%	258	4.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,967	31.9%	1,824	29.7%	1,660	27.9%
Workers in the "All Other Services" Industry Class	3,884	62.9%	3,988	65.0%	4,027	67.7%

CHART 11, 12 & 13

- 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, Transportation, and Utilities" Industry Class
- Workers in the "All Other Services" Industry Class

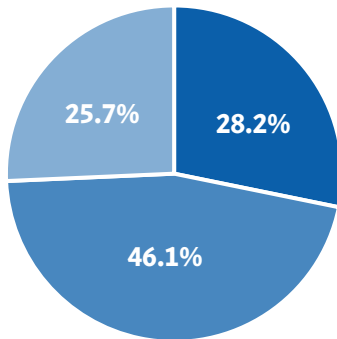
TABLE 8

Worker Interior by Job Characteristic

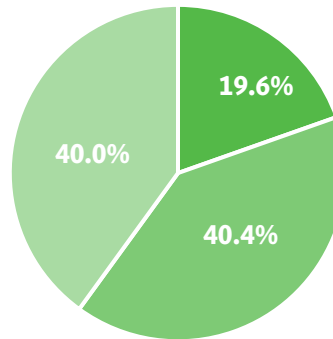
Scottsbluff, Nebraska

Interior Flow Job Characteristics

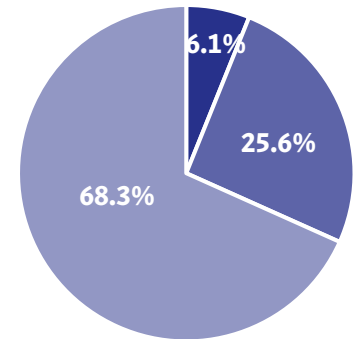
	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	3,209	100.0%	3,211	100.0%	3,179	100.0%
Workers Aged 29 or younger	905	28.2%	851	26.5%	794	25.0%
Workers Aged 30 to 54	1,478	46.1%	1,493	46.5%	1,526	48.0%
Workers Aged 55 or older	826	25.7%	867	27.0%	859	27.0%
Workers Earning \$1,250 per month or less	629	19.6%	698	21.7%	732	23.0%
Workers Earning \$1,251 to \$3,333 per month	1,296	40.4%	1,358	42.3%	1,330	41.8%
Workers Earning More than \$3,333 per month	1,284	40.0%	1,155	36.0%	1,117	35.1%
Workers in the "Goods Producing" Industry Class	196	6.1%	174	5.4%	217	6.8%
Workers in the "Trade, Transportation, and Utilities" Industry Class	822	25.6%	768	23.9%	667	21.0%
Workers in the "All Other Services" Industry Class	2,191	68.3%	2,269	70.7%	2,295	72.2%

CHART 14, 15 & 16

- 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, Transportation, and 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 Scottsbluff and the distance they travel to work. Looking at Table 9, the count of primary job holders living within Scottsbluff is greater in 2022 compared to 2020. The distribution of miles traveled to work has also shifted since 2020, with more workers traveling greater than 10 miles to work than in 2020. 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	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	6,139	100.0%	6,069	100.0%	5,883	100.0%
Less than 10 miles	4,506	73.4%	4,543	74.9%	4,487	76.3%
10 to 24 miles	123	2.0%	116	1.9%	113	1.9%
25 to 50 miles	233	3.8%	189	3.1%	201	3.4%
Greater than 50 miles	1,277	20.8%	1,221	20.1%	1,082	18.4%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022).

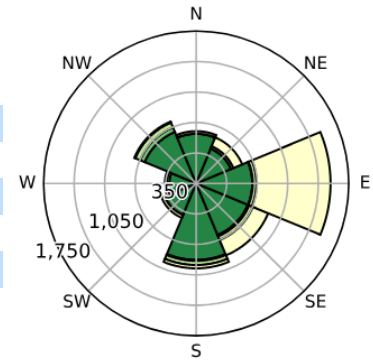


Table 10 and Figure 2 show the number (count) and percentage (share) of people employed within Scottsbluff and the distance to their homes. Looking at Table 10, the number of primary jobs held within Scottsbluff has increased since 2020. The data also show the majority of Scottsbluff employees continue to travel less than 10 miles from work to home. Figure 2 shows the concentration of job counts by distance and direction.

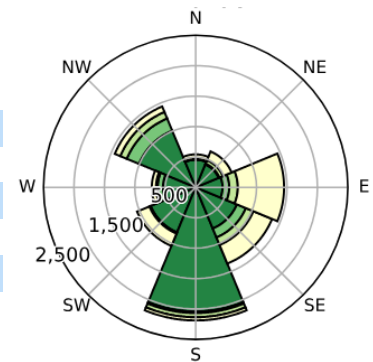
TABLE 10 & FIGURE 2

Distance/Direction Report • Work to Home Census Block

Work within study area – distance to home

Job Counts in Work Blocks	2022		2021		2020	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	9,379	100.0%	9,343	100.0%	9,124	100.0%
Less than 10 miles	6,424	68.5%	6,508	69.7%	6,515	71.4%
10 to 24 miles	627	6.7%	641	6.9%	643	7.0%
25 to 50 miles	567	6.0%	612	6.6%	547	6.0%
Greater than 50 miles	1,761	18.8%	1,582	16.9%	1,419	15.6%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022).



POPULATION AND MIGRATION TRENDS

The following tables (Tables 11 and 12) present population trend data for Scotts Bluff County and the surrounding area. As Table 11 indicates, Scotts Bluff County’s population experienced an average annual increase of 0 percent between 1970 and 2010 for a total increase of 1.5 percent or 538 people. This population increase compares to an average annual increase of 0.5 percent, 23.0 percent total, for Nebraska as a whole. Scotts Bluff County reported an average annual decrease of 0.3 percent in population from 2000 to 2023 (3.4 percent or 1,271 people total).

TABLE 11

County Population • 1970–2023

Scotts Bluff County and the Surrounding Area

Location	1970	1980	1990	2000	2010	2020	2023	Avg. Annual % Change	Avg. Annual % Change
								1970-2010	2010-2023
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,978,379	0.5	0.6
Scotts Bluff County	36,432	38,344	36,025	36,951	36,970	36,036	35,699	0.0	-0.3
Banner County	1,034	918	852	819	690	677	674	-1.0	-0.2
Box Butte County	10,094	13,696	13,130	12,158	11,308	10,826	10,692	0.3	-0.4
Morrill County	5,813	6,085	5,423	5,440	5,042	4,553	4,504	-0.4	-0.9
Sioux County	2,034	1,845	1,549	1,475	1,311	1,144	1,154	-1.1	-1.0

Table 12 data reveals the population of Scotts Bluff County’s incorporated places as a whole experienced an average annual population increase of 0.3 percent from 1970 to 2010 and an average annual decrease of 0.3 percent from 2010 to 2023 for a total of 8.1 percent (2,078 people) from 1970 to 2023. Scottsbluff, the county’s largest city, reported a 1.4 percent decrease in population (202 people) between 1970 and 2023. The unincorporated areas outside of the selected communities experienced a 25.8 percent decrease (2,811 people) during the period 1970–2023.

TABLE 12

Population • 1970–2023

Scotts Bluff County Communities/Rural Populations

Location	1970	1980	1990	2000	2010	2020	2023	Avg. Annual % Change	Avg. Annual % Change
								1970-2010	2010-2023
Nebraska	1,485,333	1,569,825	1,578,417	1,711,265	1,826,341	1,962,642	1,978,379	0.5	0.6
Scotts Bluff County	36,432	38,344	36,025	36,951	36,970	36,965	35,699	0.0	-0.3
Gering	5,639	7,760	8,025	7,751	8,500	8,493	8,531	1.0	0.0
Henry	147	155	145	162	106	110	129	-0.8	1.5
Lyman	561	551	452	421	341	341	254	-1.2	-2.2
McGrew	79	110	99	103	105	105	65	0.7	-3.6
Melbeta	124	151	116	138	112	112	110	-0.3	-0.1
Minatare	939	969	807	810	816	816	709	-0.4	-1.1
Mitchell	1,842	1,956	1,742	1,831	1,702	1,698	1,527	-0.2	-0.8
Morrill	937	1,097	980	957	921	909	925	0.0	0.0
Scottsbluff	14,507	14,156	14,029	14,732	15,039	15,046	14,305	0.1	-0.4
Terrytown	747	727	535	646	1,198	1,197	1,045	1.2	-1.0
Total Incorporated Places	25,522	27,632	26,930	27,551	28,840	28,827	27,600	0.3	-0.3
Unincorporated Areas	10,910	10,712	9,095	9,400	8,130	8,138	8,099	-0.7	0.0

U.S. Bureau of the Census, Annual Estimates of the Resident Population for Incorporated Places in the United States: April 2020 to July 1, 2023, May 2024

The next table and chart (Tables 13 and Chart 17, next page) provide detail on migration patterns. Data reported in these tables are 2019-2023 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 3 less than the number of people living in Scotts Bluff County one-year ago. This indicates Scotts Bluff County experienced a net decrease in its population age one and older and in-migration was less than out-migration plus the number of deaths.

TABLE 13
5-Year Estimate Population Change
Due to Migration and Mortality · 2019-2023

Scotts Bluff County, Nebraska

Current population one-year or older	35,526
Number of people living in the area one-year ago	35,529
Population change due to migration and mortality	-3

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

The 2019-2023 five-year estimates in Chart 17 reveal a net gain of 231 people from other Nebraska counties and a net loss of 428 people from other states for a total net loss of 197 people one-year or older. As shown in Chart 17, net gains occurred in the age groups Age 1 to 17 (gain of 70), Age 25 to 44 (gain of 221), and net losses in age groups Age 18 to 24, (loss of 91), Age 45 to 64, (loss of 351), and Age 65 and over, (loss of 46).

Chart 17 also shows the net gains and losses by educational attainment for persons ages 25 and older. There was a loss of residents with a HS diploma or less (loss of 57), bachelor's degree, associate's degree, or some college (loss of 11), and graduate or professional degree (loss of 108).

CHART 17
Population Change Due to Migration and Mortality
Five-Year Estimate · 2019-2023

Scotts Bluff County and Nebraska

-- Part A: By Age Group --							
Age Group	Moved			Moved			Net Gain From Nebraska Counties and Other States
	Moved to Different Nebraska County	From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	From Different State	Net Gain From Other States	
Age 1 to 17	74	206	132	217	155	-62	70
Age 18 to 24	242	254	12	313	210	-103	-91
Age 25 to 44	152	465	313	413	321	-92	221
Age 45 to 64	248	64	-184	316	149	-167	-351
Age 65 and over	100	58	-42	63	59	-4	-46
Total	816	1,047	231	1,322	894	-428	-197

-- Part B: By Educational Attainment --							
Educational Attainment	Moved			Moved			Net Gain From Nebraska Counties and Other States
	Moved to Different Nebraska County	From Different Nebraska County	Net Gain From Nebraska Counties	Moved to Different State	From Different State	Net Gain From Other States	
HS diploma or less	193	275	82	378	239	-139	-57
Bachelor's or some college	193	222	29	294	254	-40	-11
Grad. or Prof. degree	114	90	-24	120	36	-84	-108
Total	500	587	87	792	529	-263	-176

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 January 2025.

The following chart and table (Chart 18; Table 14) compare the U.S. Census Bureau’s age distribution of population for Nebraska as a whole and Scotts Bluff County. The population of Scotts Bluff County is older than Nebraska as a whole. The median age for Scotts Bluff County residents in 2023 was 39.8 years of age compared to 37.1 years of age for residents of Nebraska as a whole.

CHART 18
Age Distribution of the Population · 2023
 Scotts Bluff County and Nebraska

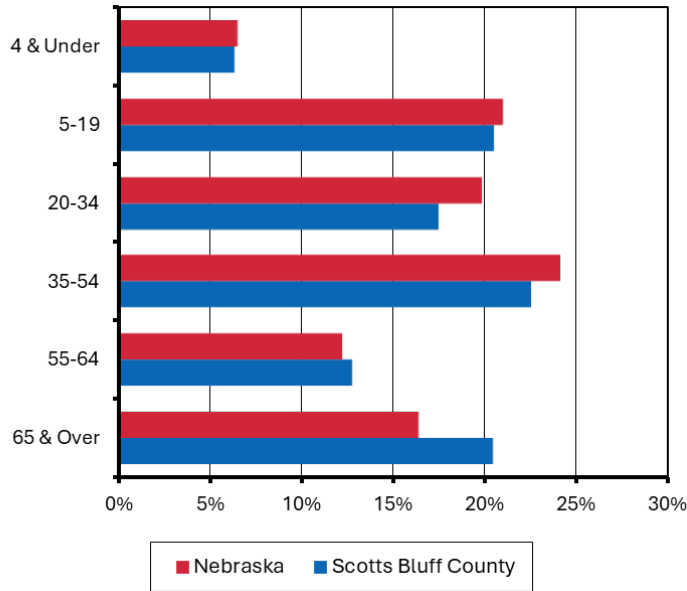


TABLE 14

	2023 Population		Percent	
	Nebraska	Scotts Bluff County	Nebraska	Scotts Bluff County
4 & Under	127,005	2,262	6.5%	6.3%
5-19	412,376	7,369	21.0%	20.5%
20-34	390,119	6,277	19.8%	17.5%
35-54	474,663	8,097	24.1%	22.5%
55-64	239,598	4,590	12.2%	12.8%
65 & Over	322,165	7,342	16.4%	20.4%
Total	1,965,926	35,937	100%	100%
Median Age	37.1	39.8		

U.S. Census Bureau, “Annual Estimates of the Resident Population for Selected Age Groups by Sex,” April 2024

Table 15 shows additional median ages as estimated by the American Community Survey for communities within Scotts Bluff County and the surrounding counties both as a total and by gender. These five-year estimates differ from the U.S. Census Bureau’s single-year distributions. Chart 19 graphically depicts the median age distribution for the study area.

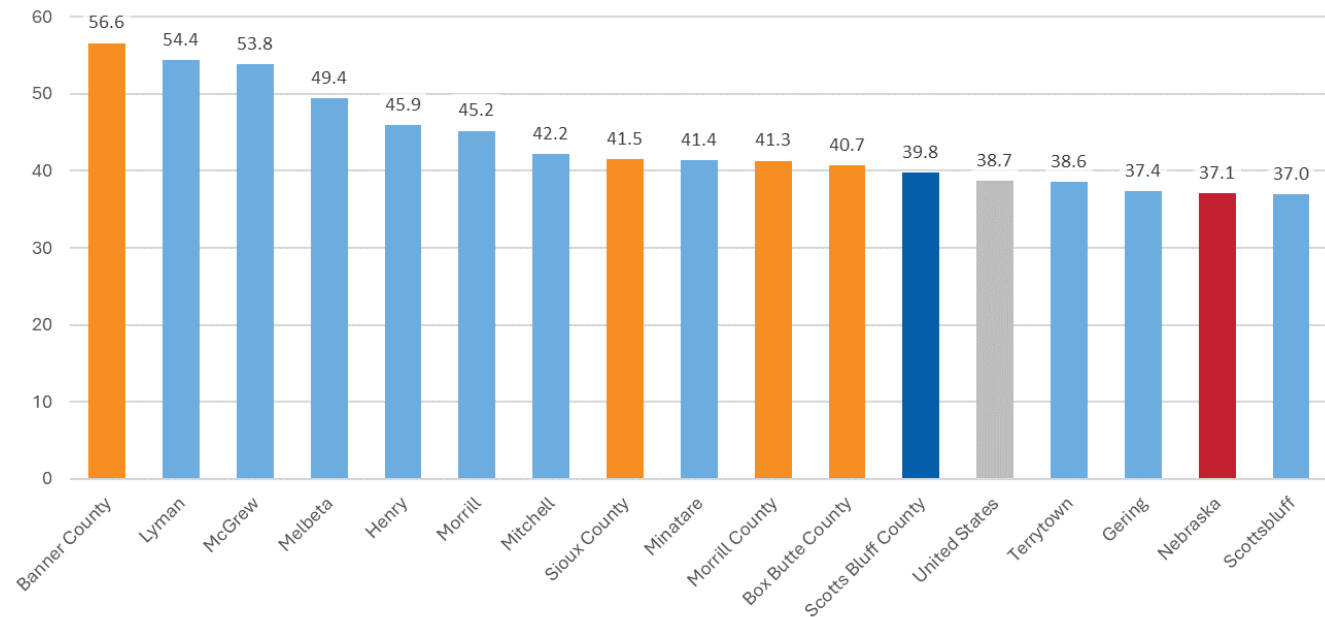
TABLE 15
Median Age by Location and Gender · 2019-2023

Scotts Bluff County and the Surrounding Area

	Median Age		
	Total	Male	Female
United States	38.7	37.7	39.8
Nebraska	37.1	36.3	37.8
Scotts Bluff County	39.8	38.6	41.0
Gering	37.4	35.3	39.1
Henry	45.9	45.9	45.5
Lyman	54.4	54.2	61.8
McGrew	53.8	53.7	57.3
Melbeta	49.4	42.8	51.5
Minatare	41.4	44.3	31.7
Mitchell	42.2	48.3	38.5
Morrill	45.2	38.5	52.4
Scottsbluff	37.0	33.8	40.1
Terrytown	38.6	34.2	46.1
Banner County	56.6	61.8	49.4
Box Butte County	40.7	39.2	41.9
Morrill County	41.3	40.8	42.1
Sioux County	41.5	43.4	38.4

CHART 19
Median Age by Location · 2019-2023

Scotts Bluff County and the Surrounding Area



U.S. Census Bureau, 2019-2023 American Community Survey, April 2024

RETAIL SALES

Table 16 and Chart 20 show the retail sales (non-motor vehicle) pull factors for Scotts Bluff County and the surrounding area for 2022. 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.

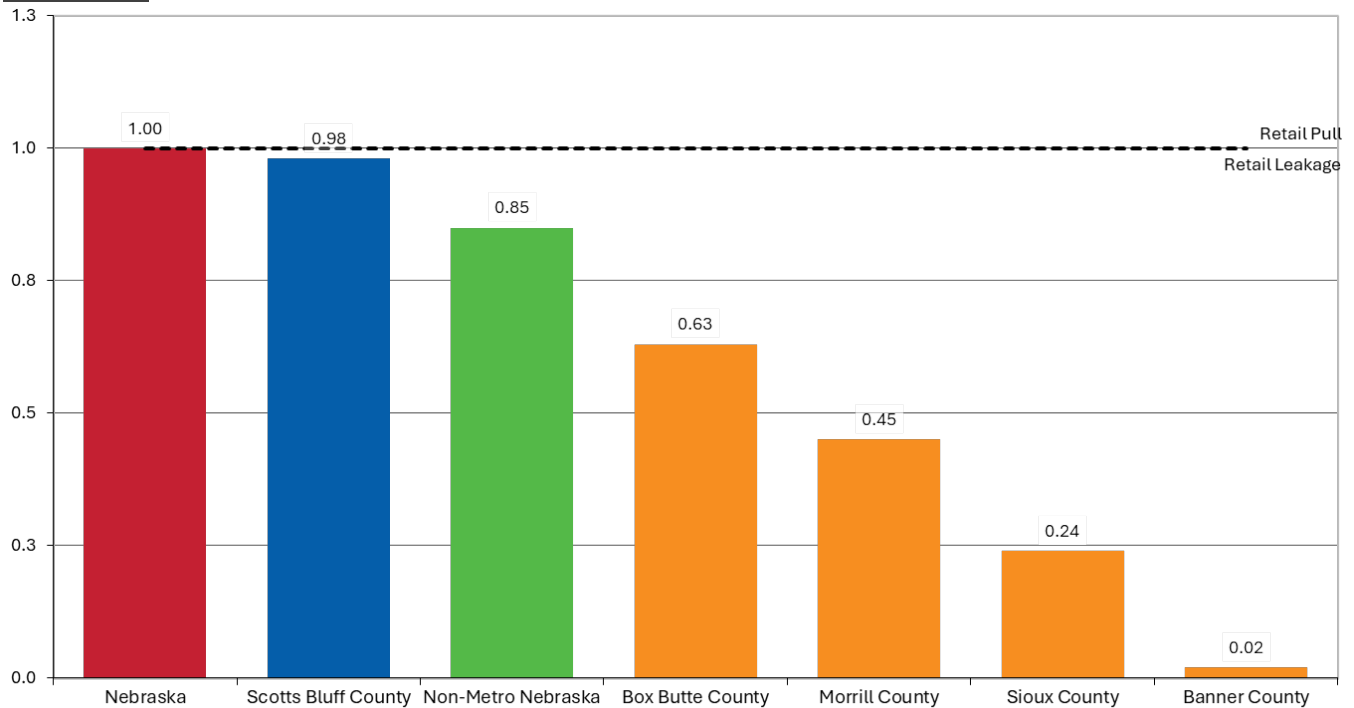
TABLE 16

Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska, Scotts Bluff County and Surrounding Counties

	2023 Population	2023 Retail Sales (x \$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Scotts Bluff County	35,699	562,517	15,757	0.98
Banner County	674	246	366	0.02
Box Butte County	10,692	108,055	10,106	0.63
Morrill County	4,504	32,703	7,261	0.45
Sioux County	1,154	4,437	3,845	0.24

CHART 20



U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Reviewing the pull factors at the county level indicates Scotts Bluff County experiences net retail leakages. The 2023 pull factor of 0.98 indicates, on a per capita basis, retail sales in Scotts Bluff County are very similar to the state’s average per capita sales. Distance from other large trade centers plays a major role in this phenomenon. The comparison of the pull factor for Scotts Bluff County (0.98) with the pull factor for the non-metropolitan area of Nebraska (0.85) indicates per capita retail sales in Scotts Bluff County are 15.3 percent above the average per capita retail sales in the non-metropolitan area of Nebraska.

Table 17 and Chart 21 compare the 2023 pull factors for selected area communities. The Scotts Bluff County community of Scottsbluff’s pull factor of 1.95 indicates that, on a per capita basis, non-motor vehicle retail sales in Scottsbluff are approximately 95.1 percent above the state’s average per capita sales.

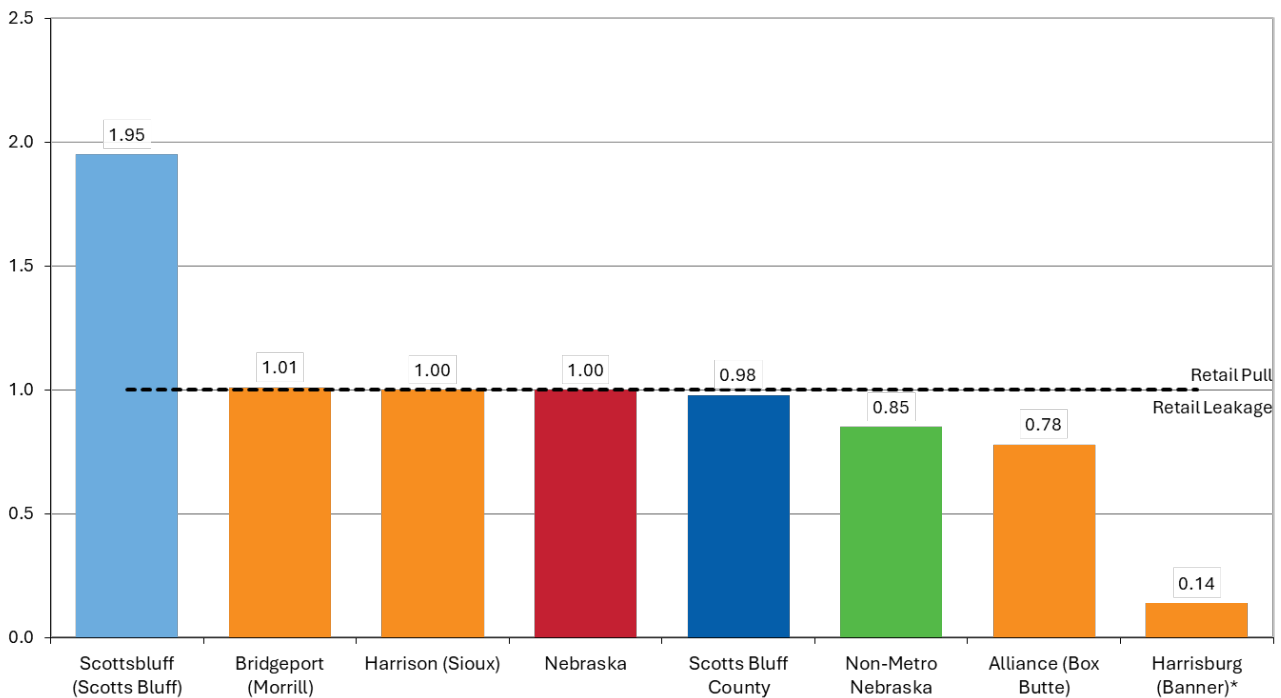
TABLE 17
Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska and Selected Study Area Cities

	2023 Population	2023 Retail Sales (x \$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Scotts Bluff County	35,699	562,517	15,757	0.98
Scottsbluff (Scotts Bluff)	14,305	448,539	31,355	1.95
Harrisburg (Banner)*	78	177	2,269	0.14
Alliance (Box Butte)	8,056	101,585	12,610	0.78
Bridgeport (Morrill)	1,448	23,392	16,155	1.01
Harrison (Sioux)	240	3,848	16,033	1.00

* Population for Harrisburg is from the ACS 2019-2023 as no 2023 population estimate was available.

CHART 21



U.S. Census Bureau and Nebraska Department of Revenue, June 2024

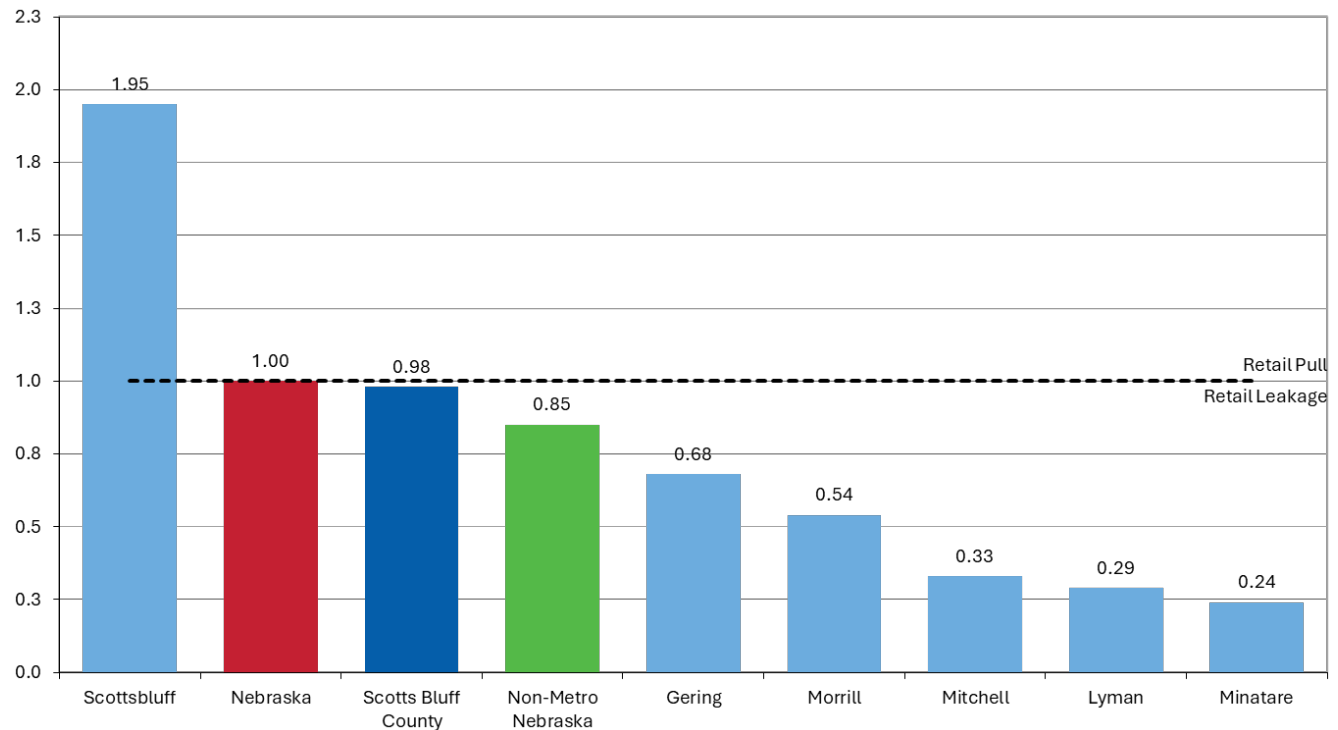
Table 18 (sorted by population) and Chart 22 (sorted by pull factor) further break down the 2023 pull factors into the communities reporting retail sales figures within Scotts Bluff County. As this table indicates, the community of Scottsbluff had the strongest pull factor (1.95) compared to the other communities reporting in the county. Together, these communities contributed to an overall pull factor of 0.98 for Scotts Bluff County in 2023.

TABLE 18
Retail Sales Non-Motor Vehicles Pull Factors • 2023

Nebraska and Available Scotts Bluff County Communities

	2023 Population	2023 Retail Sales (x\$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Scotts Bluff County	35,699	562,517	15,757	0.98
Scottsbluff	14,305	448,539	31,355	1.95
Gering	8,531	92,996	10,901	0.68
Mitchell	1,527	8,100	5,305	0.33
Morrill	925	8,031	8,682	0.54
Minatare	709	2,736	3,859	0.24
Lyman	254	1,169	4,601	0.29

CHART 22



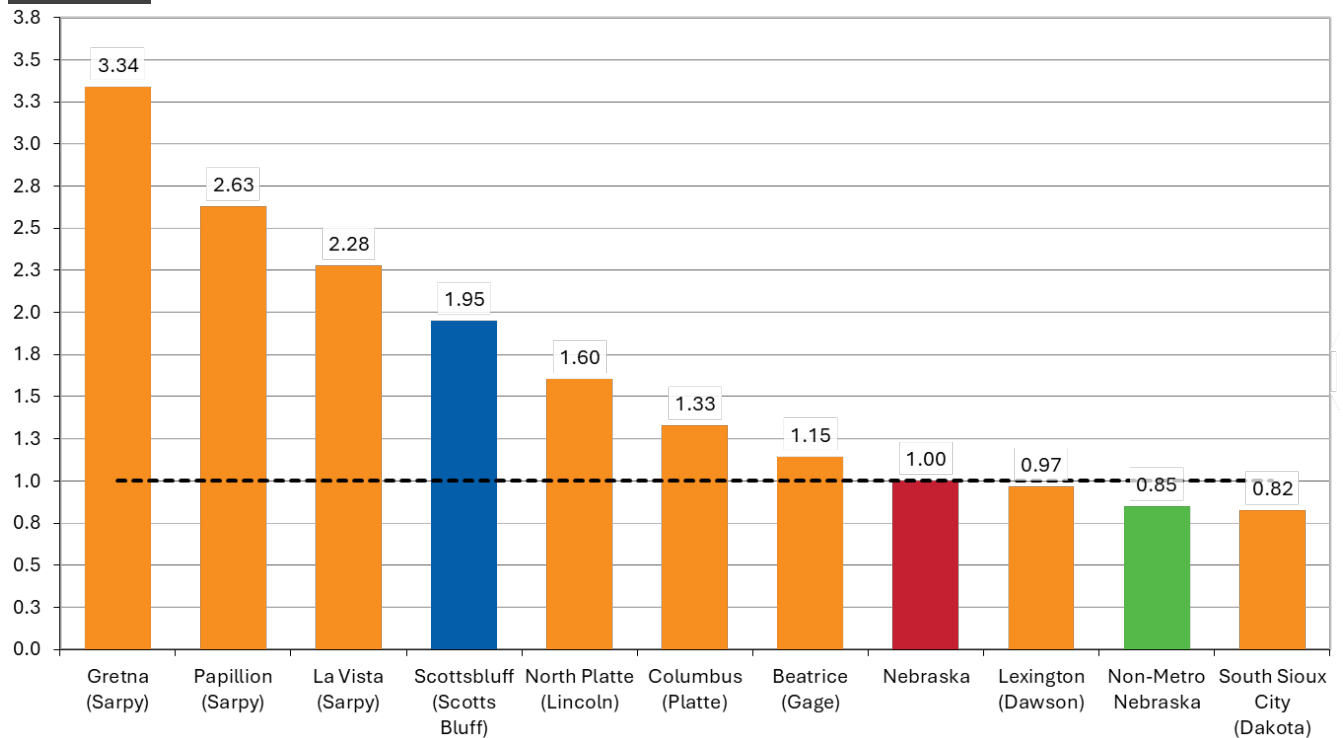
U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Table 19 (sorted by population) and Chart 23 (sorted by pull factor) show the 2023 pull factors for Nebraska, Scottsbluff, and eight other similarly sized communities selected from around the state. Gretna’s pull factor of 3.34 leads the group for 2023 thus indicating Gretna has greater retail pull.

TABLE 19**Retail Sales Non-Motor Vehicles Pull Factors • 2023**

Scottsbluff & Other Similarly Sized Nebraska Communities

	2023 Population	2023 Retail Sales (x \$1,000)	2023 Per Cap Sales (\$)	2023 Pull Factor
Nebraska	1,978,379	31,795,045	16,071	1.00
Non-Metro Nebraska	772,505	10,557,528	13,667	0.85
Scottsbluff (Scotts Bluff)	14,305	448,539	31,355	1.95
Columbus (Platte)	24,464	522,726	21,367	1.33
Papillion (Sarpy)	23,791	1,005,249	42,253	2.63
North Platte (Lincoln)	22,523	580,332	25,766	1.60
La Vista (Sarpy)	16,346	598,084	36,589	2.28
South Sioux City (Dakota)	13,856	183,485	13,242	0.82
Beatrice (Gage)	12,262	225,697	18,406	1.15
Lexington (Dawson)	10,816	168,277	15,558	0.97
Gretna (Sarpy)	9,054	486,049	53,683	3.34

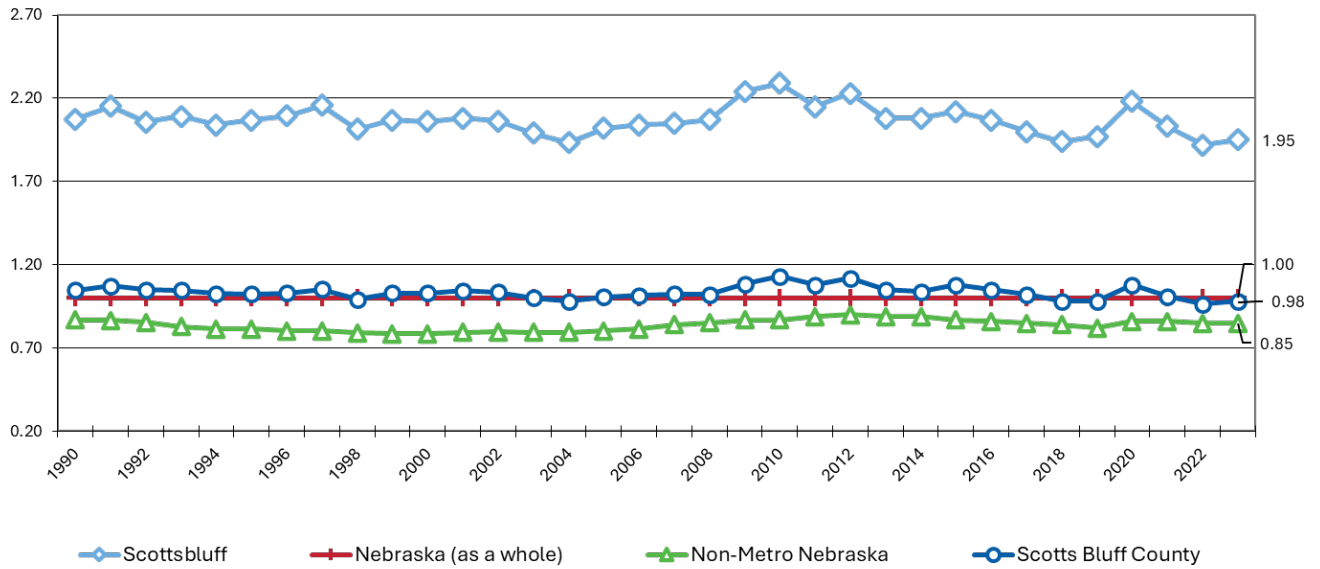
CHART 23

U.S. Census Bureau and Nebraska Department of Revenue, June 2024

Chart 24 illustrates the pull factor trend for Scottsbluff, Scotts Bluff County, non-metropolitan Nebraska, and Nebraska as a whole from 1990 to 2023. In examining the timeline, the city of Scottsbluff shows retail pull fluctuating above the state average throughout the entire study period. Data within Scotts Bluff County (as a whole) also shows the pull factor above the non-metropolitan county average and similar to the Nebraska (as a whole) average throughout the time period.

CHART 24
Pull Factors • 1990–2023

Scottsbluff, Scotts Bluff County, Non-Metro & Nebraska (as a whole)



U.S. Census Bureau and Nebraska Department of Revenue, June 2024

PER CAPITA PERSONAL INCOME

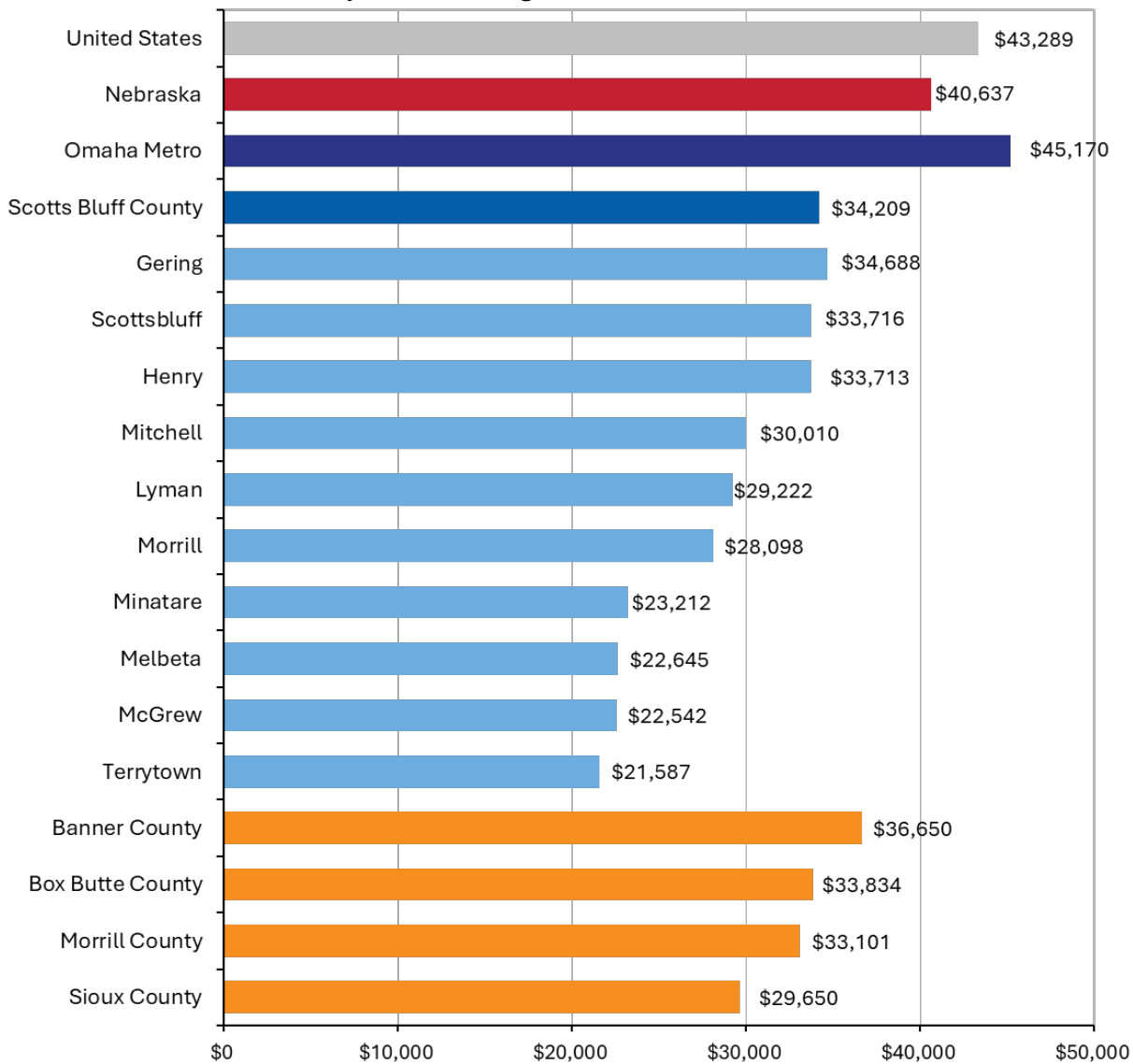
Chart 27 examines the per capita personal income levels within the study area. The American Community Survey data allows us to look more closely at non-metropolitan areas in Nebraska. Information on income distribution comes from various sources, including earnings, retirement income, and public assistance.

The 2019-2023 five-year estimates show that per capita personal income for Scotts Bluff County is estimated to be \$34,209 compared to \$40,637 for Nebraska as a whole.

CHART 27

Per Capita Personal Income • 2019-2023

Nebraska, Scotts Bluff County & Surrounding Counties



U.S. Census Bureau 2019-2023 American Community Survey, accessed January 2025

MEDIAN HOUSEHOLD INCOME

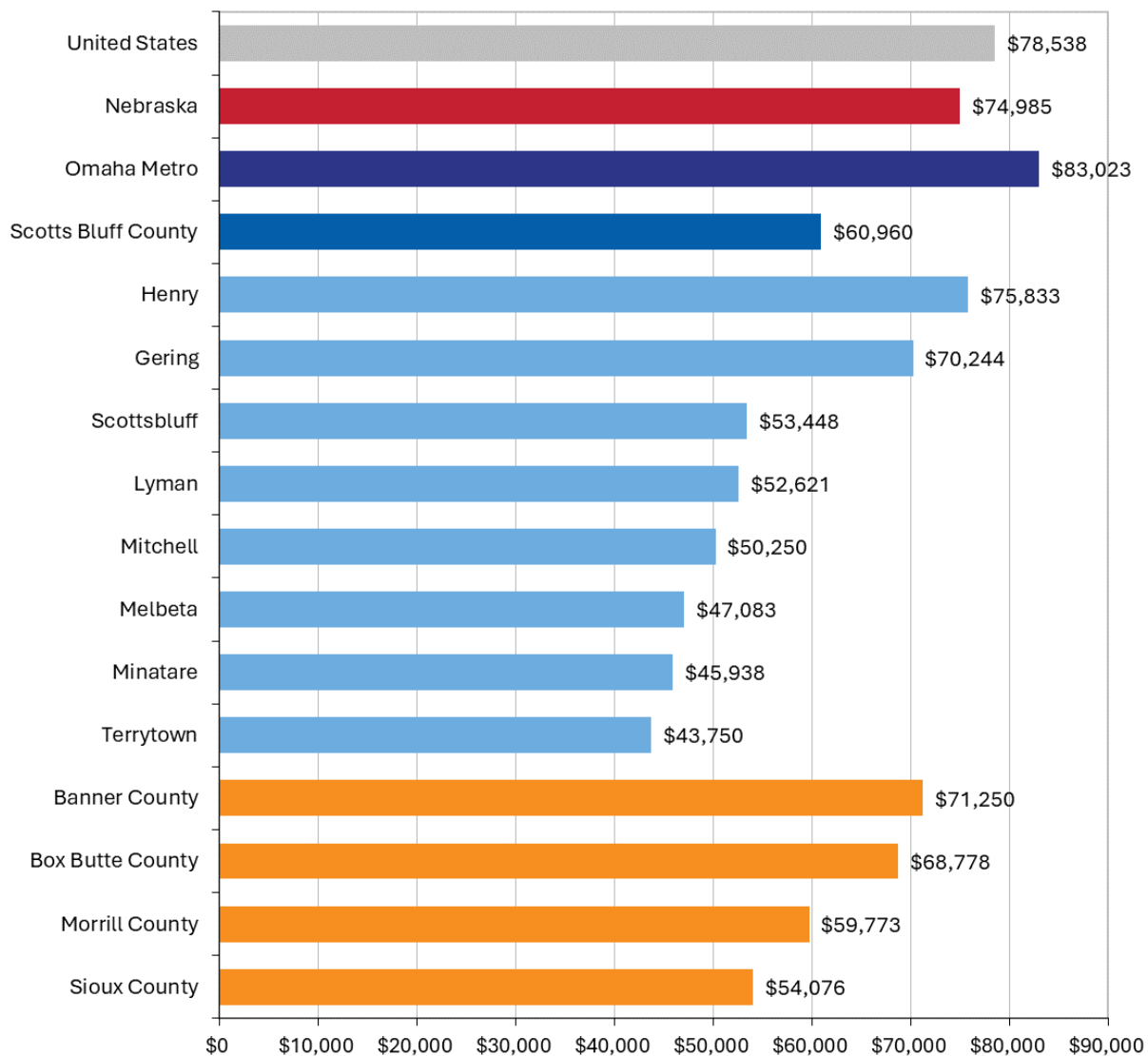
Median household income provides a different perspective of income levels than median family or per capita income. Family income is defined as having two or more related people in a household. Household income (used in this study) can consist of multiple family members or can be represented by a single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

The 2019-2023 five-year estimates show median household income for Scotts Bluff County is estimated to be \$60,960 compared to \$74,985 for Nebraska as a whole.

CHART 28

Median Household Income · 2019-2023

Nebraska, Scotts Bluff County & Surrounding Counties



U.S. Census Bureau 2019–2023 American Community Survey, accessed January 2025