

NEBRASKA WORKFORCE

# TRENDS

 NEBRASKA  
DEPARTMENT OF LABOR

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April 2014

*Occupational Profile*

Home Health Aides

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*Feature Story*

Wayne County Tornado

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*Graduate Outcomes*

Metro Community College

Source: Cover Photo by Austin Wehrwein

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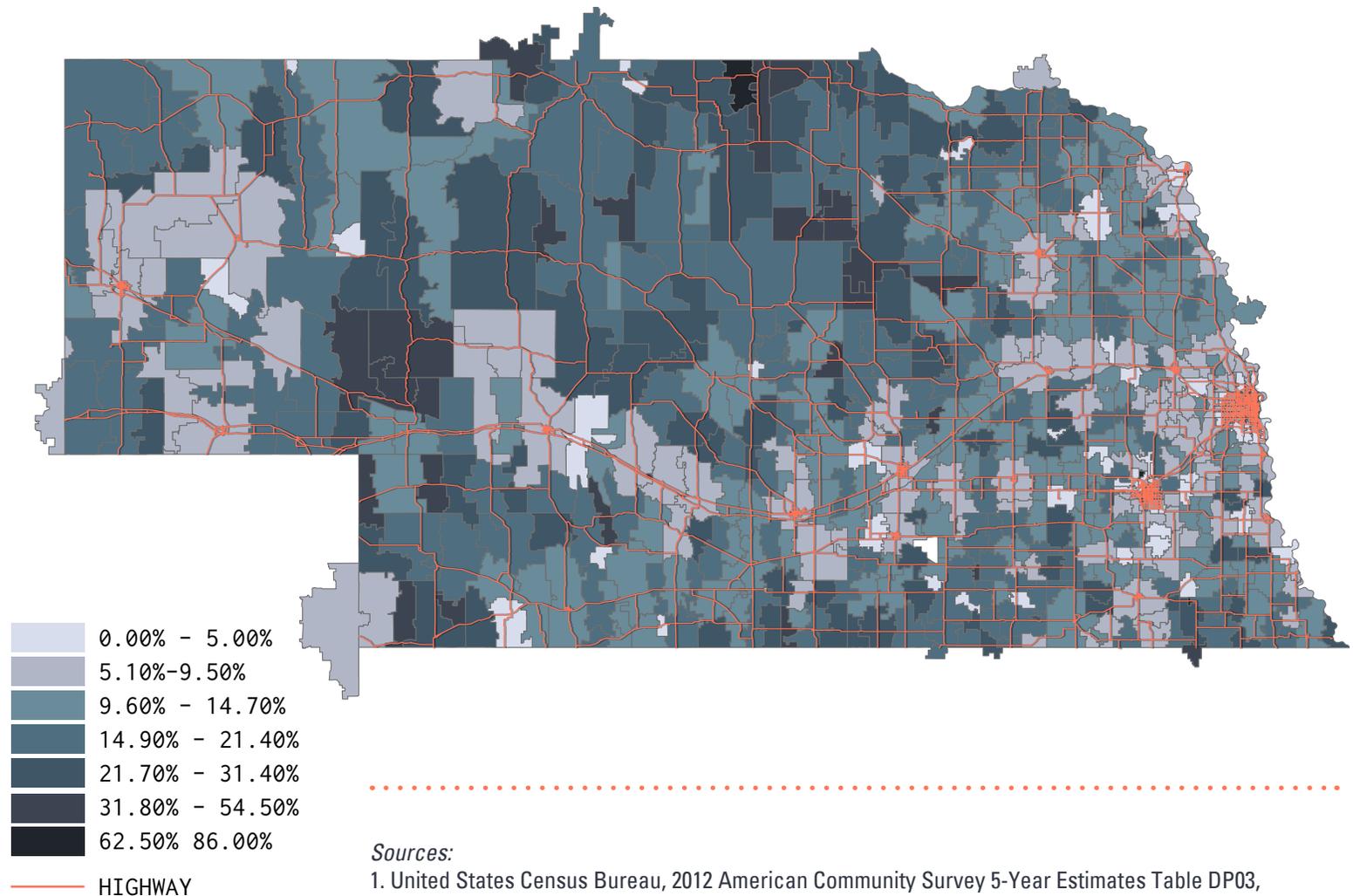
## HELPFUL LINKS

- UNEMPLOYMENT IN BRIEF
- MONTHLY UNEMPLOYMENT RATE
- PREVIOUS ISSUES
- NETWORKS
- GLOSSARY

# Map Facts: Self-Employed Workers

Ed Jaros, Research Analyst

This month's map highlights Nebraska's self-employed workers, as measured by the US Census Bureau in the 2012 American Community Survey 5-Year Estimates. The Census defines self-employed workers under its 'class of worker' measure as "people who worked for profit or fees in their own unincorporated business, profession, or trade, or who operated a farm." Self-employed **workers** are different than the self-employed. The Census Bureau's definition of self-employed states that, "people whose business was incorporated are included with private wage and salary workers because they are paid employees of their own companies." The map below features all ZIP codes within and partially within Nebraska, shaded by the percentage of people living there who fall into the 'self-employed worker' classification. Roads have been added to show just how much self-employment of this kind is a rural phenomenon. The darkest areas generally lie outside of, and far from, metropolitan and micropolitan economic centers. In general, the more orange (roads) in an area, the lighter its shading.



#### Sources:

1. United States Census Bureau, 2012 American Community Survey 5-Year Estimates Table DP03, <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>
2. United States Census Bureau FactFinder Glossary, 2014, [http://factfinder2.census.gov/help/en/american\\_factfinder\\_help.htm#glossary/glossary.htm](http://factfinder2.census.gov/help/en/american_factfinder_help.htm#glossary/glossary.htm)

# INDUSTRY AND OCCUPATION CONCENTRATIONS IN NEBRASKA

KERMIT SPADE, RESEARCH ANALYST

The Occupational Employment Statistics program of the Bureau of Labor Statistics (BLS) collects employment estimates by industry and occupation annually. The data in this article uses the May 2012 employment estimates to examine industry and occupation concentrations in Nebraska.

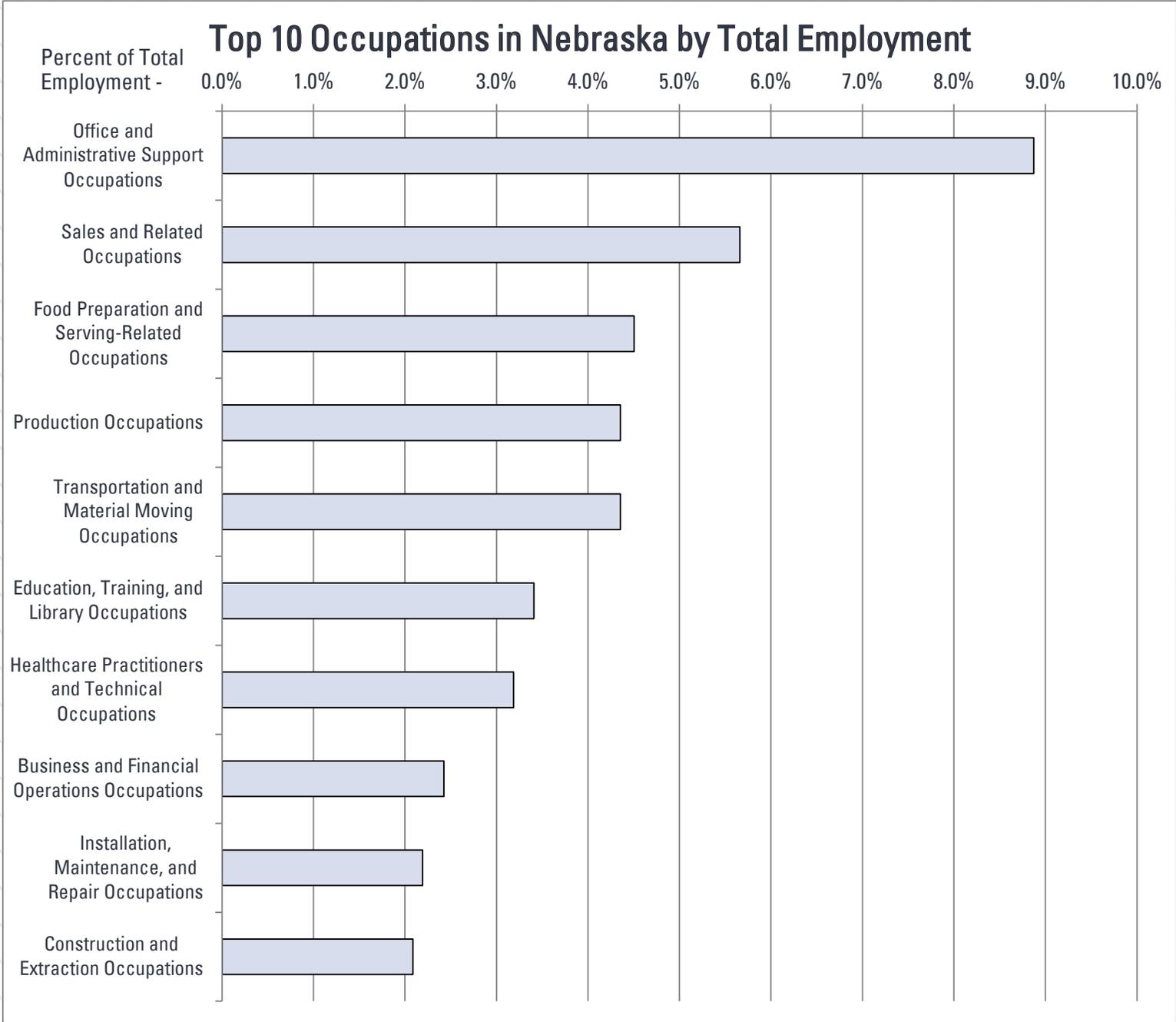
There are 840 different occupations classified by the BLS. Some of these occupations are more general, and are present throughout many industries. For example, office and administrative support occupations are found in almost every industry measured by the BLS. Other occupations are more specialized, like real estate brokers, who only work in the real estate industry. As such, industry and occupation concentrations can be used as a proxy for occupation mobility. This type of information could be useful for students and job seekers in the event of unexpected shifts in the economy.

The following table shows occupations found in at least 50 different industries in Nebraska. In theory, if one or more of the industries represented were to be negatively affected by the economy, and employees in these occupations suddenly found themselves without work, they would be able to easily shift to a different industry with little need for retraining or acquiring new job skills. In general, the more specialized the occupation, the fewer industries that occupation is found.

## Top 12 Occupations by Industry Distribution

Occupation	Industry Count
Office and Administrative Support Occupations	78
Management Occupations	73
Sales and Related Occupations	71
Bookkeeping, Accounting, and Auditing Clerks	66
Business and Financial Operations Occupations	66
General and Operations Managers	63
Installation, Maintenance, and Repair Occupations	63
Transportation and Material Moving Occupations	61
Office Clerks, General	54
Secretaries and Administrative Assistants	54
First-Line Supervisors of Office and Administrative Support Workers	51
Production Occupations	50

Another potential use of these data for policy makers and economic developers is to look at total employment throughout the state by occupation and industry. The following charts show the top 10 occupations in Nebraska as a percentage of total employment throughout the state and the bottom 20 occupations by total employment.

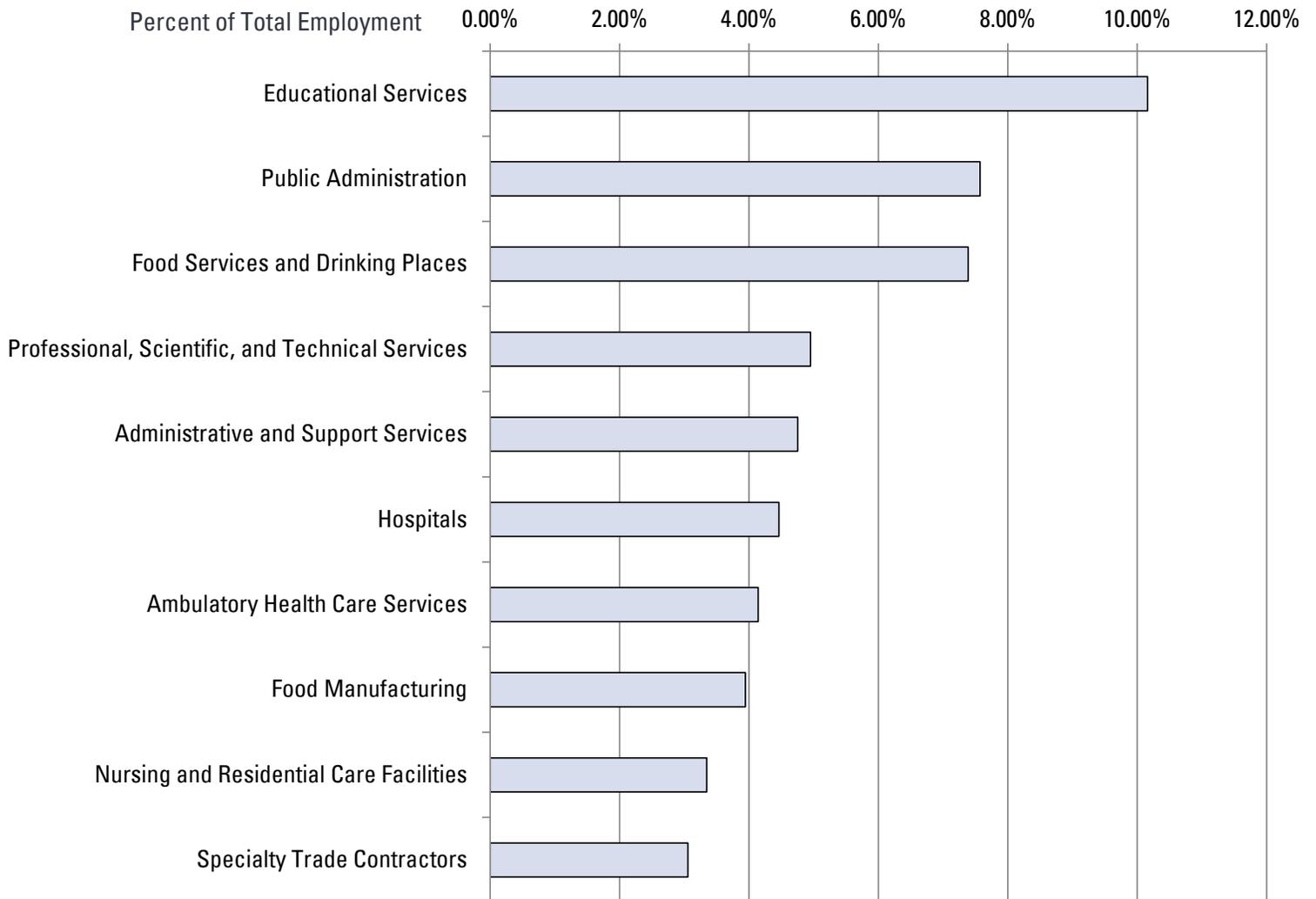


The top 10 occupations in the state tend to be more general occupations that are more easily transferable among industries. For example, many industries employ office and administrative support occupations, so much so that almost 9 percent of all workers in Nebraska work in that occupation. In contrast, the chart below shows the bottom 20 occupations in terms of share of total employment. These occupations tend to be much more specialized and industry specific. These occupations often require some postsecondary education and/or a specialized set of job skills.

### Bottom 20 Occupations in Nebraska by Total Employment

Occupation	Percentage of Total
Rail Car Repairers	0.00586%
Tire Builders	0.00586%
Aerospace Engineers	0.00527%
Atmospheric and Space Scientists	0.00527%
Electrical and Electronics Repairers, Powerhouse, Substation, and Relay	0.00527%
Engine and Other Machine Assemblers	0.00527%
Engineering Technicians, Except Drafters, All Other	0.00527%
Food Preparation and Serving Related Workers, All Other	0.00527%
Geoscientists, Except Hydrologists and Geographers	0.00527%
Hazardous Materials Removal Workers	0.00527%
Logisticians	0.00527%
Mechanical Door Repairers	0.00527%
Milling and Planing Machine Setters, Operators, and Tenders, Metal and Plastic	0.00527%
Motorcycle Mechanics	0.00527%
Occupational Therapy Assistants	0.00527%
Operations Research Analysts	0.00527%
Political Science Teachers, Postsecondary	0.00527%
Respiratory Therapy Technicians	0.00527%
Septic Tank Servicers and Sewer Pipe Cleaners	0.00527%
Tool Grinders, Filers, and Sharpeners	0.00527%

## Top 10 Industries in Nebraska by Total Employment



Another useful way for economic developers and policy makers to utilize these data is to look at the change in employment in industries over time. This will give them an idea of what industries are growing and which are declining. The following charts show the top 10 and bottom 20 industries in Nebraska by the percentage of total employment in each industry throughout the state. Education, public administration, and various healthcare industries dominate the top of the list. It is important to note that the largest industries in the state are not necessarily the fastest growing, and the smallest are not necessarily declining.

Source: Bureau of Labor Statistics Occupational Employment Statistics

# Change in Employment 2009 - 2012



# Graduate Outcomes: Metro Community College

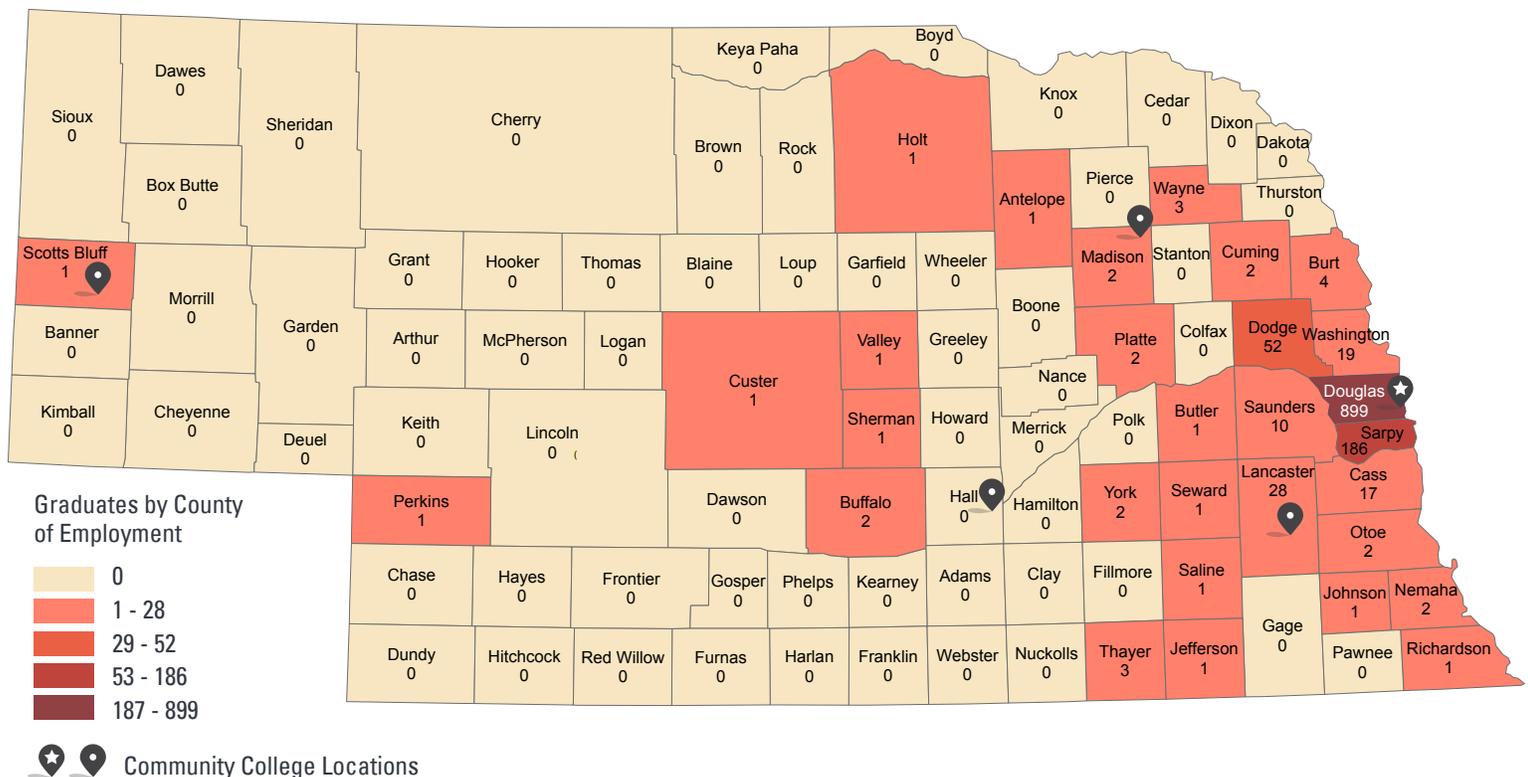
..... Mary Findlay, Research Analyst .....

There were 2,823 Metropolitan Community College graduates between July 1, 2010 and June 30, 2011. Of these graduates, 2,068 (74 percent) were working in Nebraska in the first quarter of 2012. This figure is up 1 percent from the previous year. More than two-thirds (68 percent) of the graduates were female. Female graduates (71 percent) were slightly less likely to be working in the state than male graduates (77 percent).

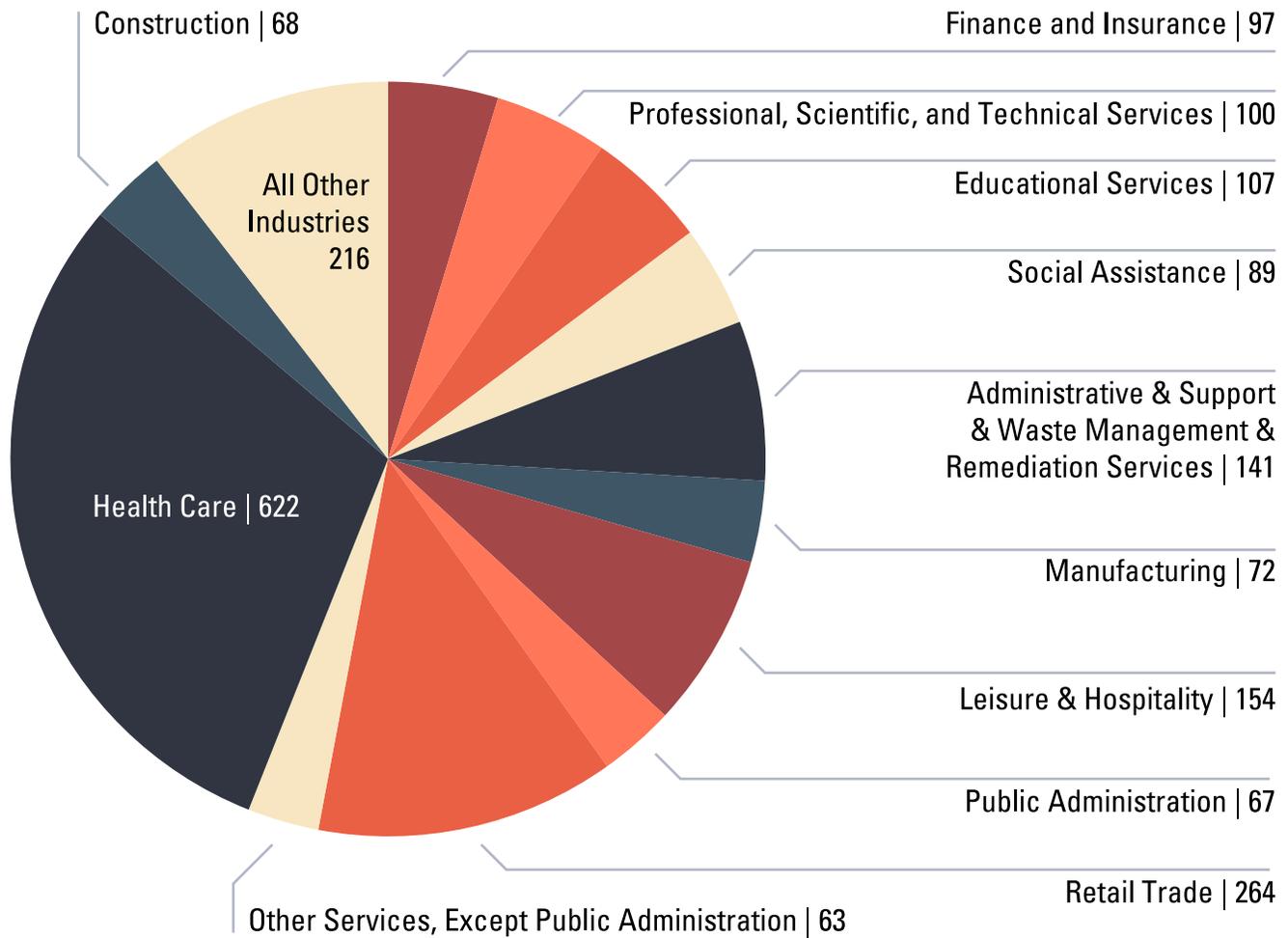
There was at least one graduate employed in 30 of the state's 93 counties, the highest geographic dispersion in the past five years. However, 87 percent of the graduates worked in either Douglas or Sarpy counties.

## Industry Employment

The health care industry had the highest number (622) of graduates working in the state and comprised nearly one-third of all Metropolitan Community College graduates working in the state in the first quarter of 2012. The retail trade industry employed the second highest number of graduates with 264. These totals include graduates from all fields of study who were employed in these industries.



## Graduate Industry Employment

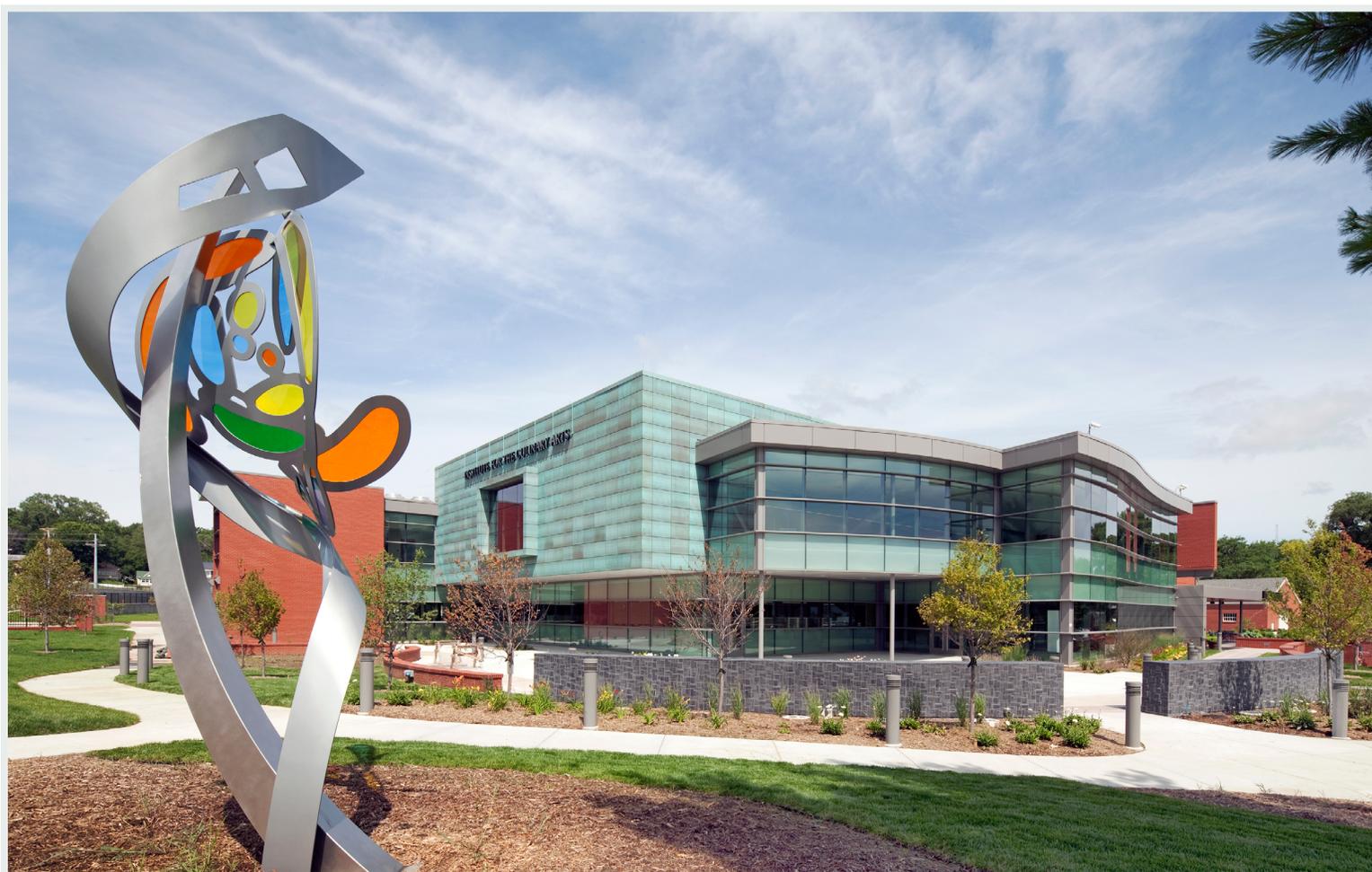


## Industry Wages

The 21 graduates employed in the utilities industry had the highest disclosable estimated average annual wages of \$64,119, followed by the 37 graduates employed in information with \$43,686. Graduates working in the health care industry, which had the highest number of graduates working in the state, had average wages of \$23,332.

## Field of Study & Employment

There were 294 graduates in 37 degrees/fields of study that had 85 percent or more of the graduates working in the state. Overall, the highest number (934) of graduates working in the state was in the Licensed Practical Nurse, less than one year award, field of study. This was followed by associate degree graduates in liberal arts and sciences, with 143 working in Nebraska. A large percentage of liberal arts graduates transfer to four-year colleges and universities, so it is not surprising that only 73 percent of these graduates were employed in the state within a few months of obtaining their degrees.



## Fields of Study & Wages

There were 29 degrees/fields of study and a total of 277 graduates working in the state in the first quarter of 2012. The estimated annual average wages for this group is above \$30,000 per year. Majors in technical and medical fields of study produced graduates with the highest wages, although 10 of the top 20 highest wages were nondiscloseable due to small numbers of graduates in those fields of study/degrees. The highest discloseable wages were earned by the eight associate degree graduates in heavy/industrial equipment maintenance technologies, who earned \$45,691.

For more graduate outcomes information, contact the Nebraska Department of Labor's Office of Labor Market Information or view the annual report at:

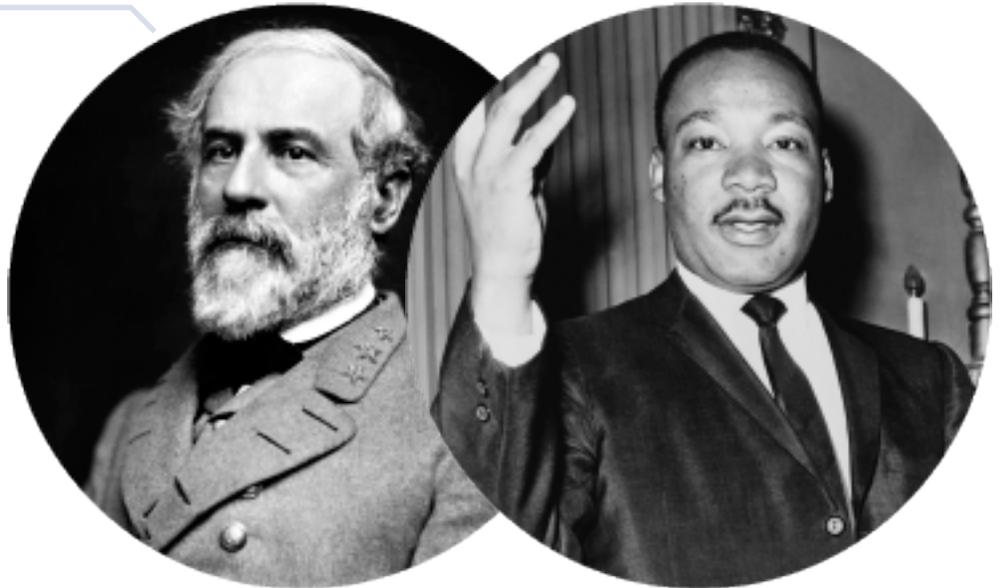
[https://networks.nebraska.gov/admin/gsipub/htmlarea/uploads/Graduate%20Outcomes\\_Metro.pdf](https://networks.nebraska.gov/admin/gsipub/htmlarea/uploads/Graduate%20Outcomes_Metro.pdf)

# Fast Facts

*Ed Jaros, Research Analyst*

The Arbor Day Foundation describes Arbor Day as “an annual observance that celebrates the role of trees in our lives and promotes tree planting and care. As a formal holiday, it was first observed in 1872, in Nebraska, but tree planting festivals are as old as civilization. (1) ” Arbor Day is now celebrated by people around the world, but Nebraska is the only state to recognize it as an official civic holiday (2). This month’s Fast Facts will list some of the unique or interesting holidays celebrated by different states.

Alabama, Arkansas and Mississippi all celebrate Robert E. Lee’s birthday on the same day as Martin Luther King Day. Virginia used to do the same, but now has two separate official holidays. The Friday before MLK Day is Lee-Jackson day (also celebrating Stonewall Jackson) in Virginia(3).



Our Nation’s Independence Day is July 4, but residents of the Lone Star State observe their own Texas Independence Day in March. They also celebrate San Jacinto day in April, marking the decisive final battle of the Texas Revolution, which won Texas independence from Mexico.

The entire US observed Victory Day commemorating Japan's surrender in August 1945 from 1948 to 1975. The federal government has ended its observance of Victory Day. Rhode Island is the only state in which this is still an official holiday (5).



Illinois has a state holiday recognizing Polish American Revolutionary War hero Casimir Pulaski. Pulaski almost certainly never set foot in Illinois, but is celebrated by the significant Polish ethnic population in that state (4).

California and South Dakota do not observe Columbus Day. California celebrates Indigenous Peoples Day and South Dakota has Native American's Day on the same date.



Several states observe holidays traditionally celebrated during other parts of the year to the day after Thanksgiving. These include Indiana and West Virginia celebrating Lincoln's birthday, New Mexico celebrating Presidents Day, and Georgia celebrating Robert E. Lee's birthday. Indiana observes Washington's birthday on Dec 26.

*Sources:*

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# JANUARY UNEEMPLOYMENT DATA

Byron Lefler, Research Analyst

## NEBRASKA

January Total Non-farm: 966,683  
 Manufacturing: 95,233

Labor Force Employment<sup>1</sup> by Place of Residence  
 Nebraska (smoothed seasonally adjusted)

January unemployment rate: 3.5%  
 Change (OTM): -0.1%  
 Change (OTY): -0.4%

Economic Regions (not seasonally adjusted)

Central: 3.5%  
 Grand Island: 3.7%  
 Mid Plains: 3.8%  
 Northeast: 4.1%  
 Panhandle: 3.8%  
 Sandhills: 3.5%  
 Southeast: 4.2%

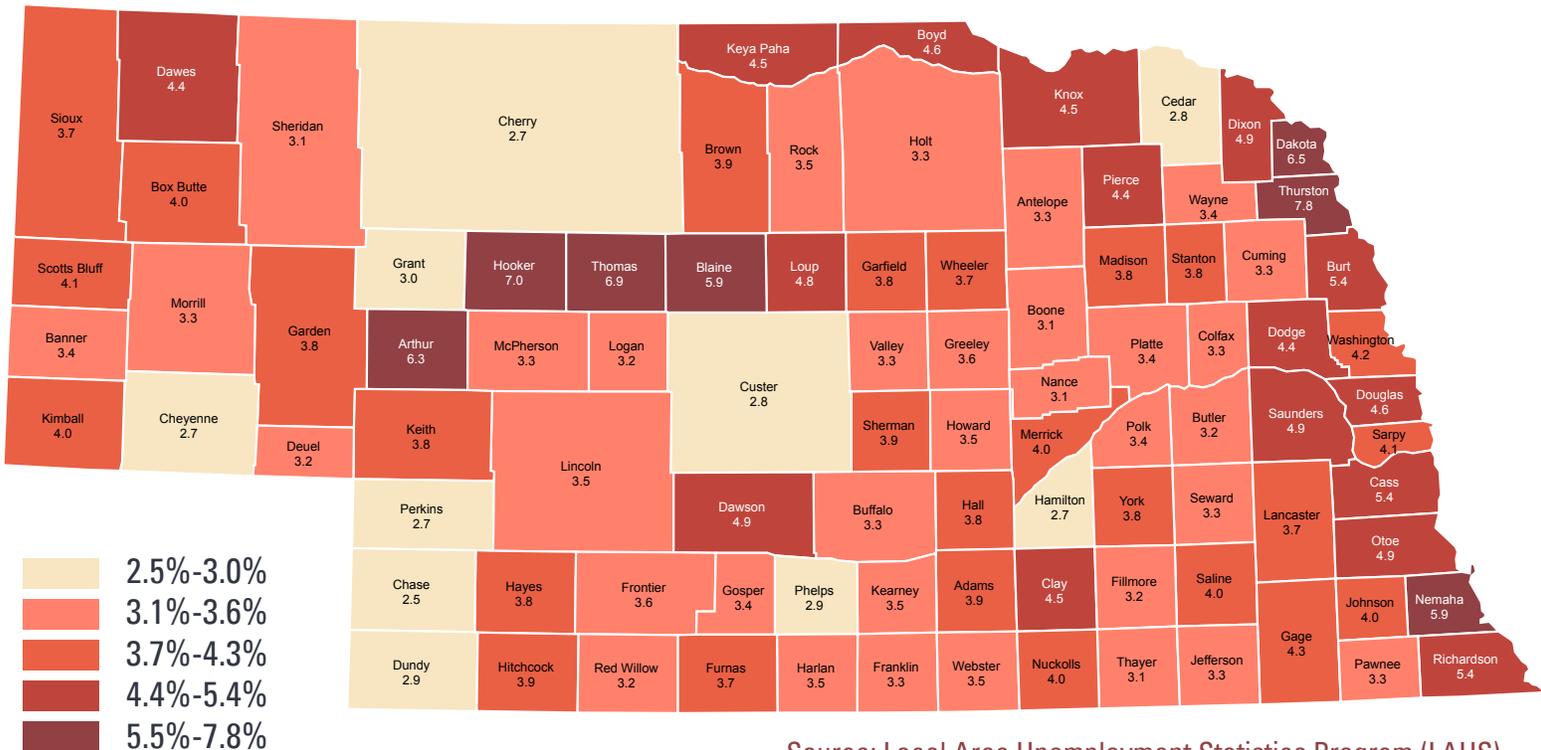
## LINCOLN MSA (not seasonally adjusted)

Unemployment rate: 3.6%  
 January Total Non-farm: 179,855  
 Manufacturing: 13,726  
 Largest OTM Increase:  
 Information: 12 (0.5%)

## OMAHA MSA (not seasonally adjusted)

January unemployment rate: 4.5%  
 January Total Non-farm: 472,770  
 Manufacturing: 32,103  
 Largest OTM Increase:  
 Financial Activities: 255 (0.6%)

## January County Unemployment Rates



Source: Local Area Unemployment Statistics Program (LAUS)

Sources: 1. Bureau of Labor Statistics Current Employment Statistics Program (CES)  
 2. Bureau of Labor Statistics Local Area Unemployment Statistics (LAUS)

# FEBRUARY UNEMPLOYMENT DATA

Byron Lefler, Research Analyst

## NEBRASKA

January Total Non-farm: 966,683  
 Manufacturing: 95,233

Labor Force Employment<sup>1</sup> by Place of Residence  
 Nebraska (smoothed seasonally adjusted)

January unemployment rate: 3.5%  
 Change (OTM): -0.1%  
 Change (OTY): -0.4%

Economic Regions (not seasonally adjusted)

Central: 3.5%  
 Grand Island: 3.7%  
 Mid Plains: 3.8%  
 Northeast: 4.1%  
 Panhandle: 3.8%  
 Sandhills: 3.5%  
 Southeast: 4.2%

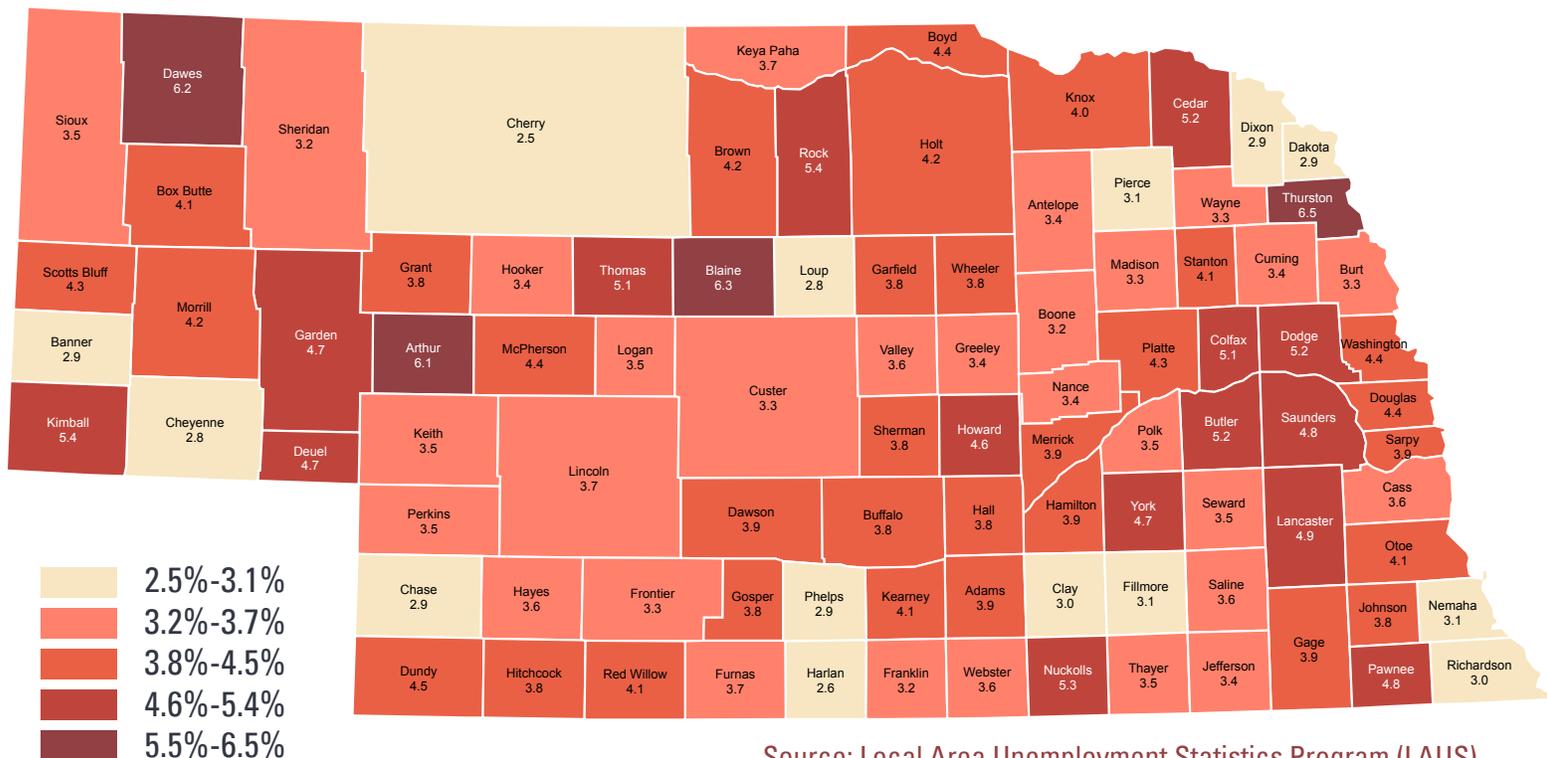
## LINCOLN MSA (not seasonally adjusted)

Unemployment rate: 3.7%  
 January Total Non-farm: 181,497  
 Manufacturing: 13,736  
 Largest OTM Increase:  
 Government: 878 (2.3)  
 Education & Health Services: 374 (1.3%)

## OMAHA MSA (not seasonally adjusted)

January unemployment rate: 4.5%  
 January Total Non-farm: 475,317  
 Manufacturing: 32,595  
 Largest OTM Increase:  
 Leisure & Hospitality: 1,205 (2.8%)  
 Education & Health Services: 719 (1.0%)

## February County Unemployment Rates



Source: Local Area Unemployment Statistics Program (LAUS)

Sources: 1. Bureau of Labor Statistics Current Employment Statistics Program (CES)  
 2. Bureau of Labor Statistics Local Area Unemployment Statistics (LAUS)



Kermit Spade  
Research Analyst

## OMAHA

OPENINGS	TYPE OF BUSINESS	JOB #	SOURCE OF INFO
N.Omaha Intergenerational Human Services Campus	N/A Housing development	N/A 0	N/A Omaha World Herald
Dickey's BarBQue	Restaurant	5	OWH
Gavilon	Commodities Trading firm	400	OWH
Uncle Maddio's Pizza	Restaurant	10	OWH
Pizzeria Davolo	Restaurant	5	OWH
Inner 10 Weapons & Training	Indoor gun range	4	OWH
ISkateOmaha	Ice skating store	2	Omaha Chamber of Commerce
The Art of Shaving	Skin care	2	OCC
Beauty Brands	Hair supplies & salon	8	OCC
Firehouse Subs	Restaurant	8	OCC
Batteries Plus	Batteries	2	OCC
Omaha Code School	Web development school	2	OCC
MERJ Unique Boutique	Book & toy store	2	OCC
Mindful Yoga	Yoga studio	1	OCC
Dollar General-Springfield	Discount store	6	OCC
Victoria's Secret-Oakview	Retail store	2	OCC
Marco's Pizza -Bellevue	Restaurant	2	OCC
Marco's Pizza-Harrison	Restaurant	2	OCC
Marco's Pizza-168th	Restaurant	2	OCC
The Hive Rock Club & Art Gallery	Bar & art gallery	5	OCC
Brakes Plus-72nd	Auto repair shop	5	OCC
Brakes Plus-W .Dodge Rd.	Auto repair shop	5	OCC
House of Hoops(Foot Locker)	Retail store	5	OCC

# OMAHA

Expansions	TYPE OF BUSINESS	JOB#	SOURCE OF INFO
Lexus of Omaha	Car Dealership	96	OWH
First National Bank	Bank	30	OWH
Hy-Vee Pharm.Solutions	Specialty pharmacy	100	OWH
NE Furniture Mart	Furniture store	166	OWH
Tweed Couch Interiors	Home décor store	0	OWH
Flavors	Restaurant reopen	0	OWH
Cox Communications	Customer service upgrade	23	OWH
Storage Box Storage	Storage	0	OCC
City Booster Station	Water system improvement	0	OCC
Play+Play by LeWonderment	Showroom	0	OCC
Krypton Comics	Gaming room addition	2	OCC
City of Omaha	Treatment plant upgrade	0	OCC
Fort Crook Corridor	Mixed use development	0	OCC
122nd & W. Dodge Rd.	Mixed use development	0	OCC
Nebraska Brewing Co.	Addition to brewing Co.	0	OCC
Gretna Auto Mall	Used car dealership	0	OCC
Merrill Lynch	Expanding branch office	0	OCC
CSM Group	Construction management	0	OCC
Signs by Tomorrow	Custom sign expansion	0	OCC

## Southeast

### Beatrice

- Public Health Solutions
- Quality Real Estate
- Duonix
- Westin Package Meats

### Nebraska City

- Pho Viet Vietnamese Restaurant

### York

- Betty's Bunch Staffing Agency
- La Cocina

### Plattsmouth

- Sisters Cafe

### Falls City

- Merz Farm Equipment

## Mid-Plains

### Hastings

- Perkins

### Grand Island

- PETCO
- Quaker Steak and Lube

## Northeast

### Wisner

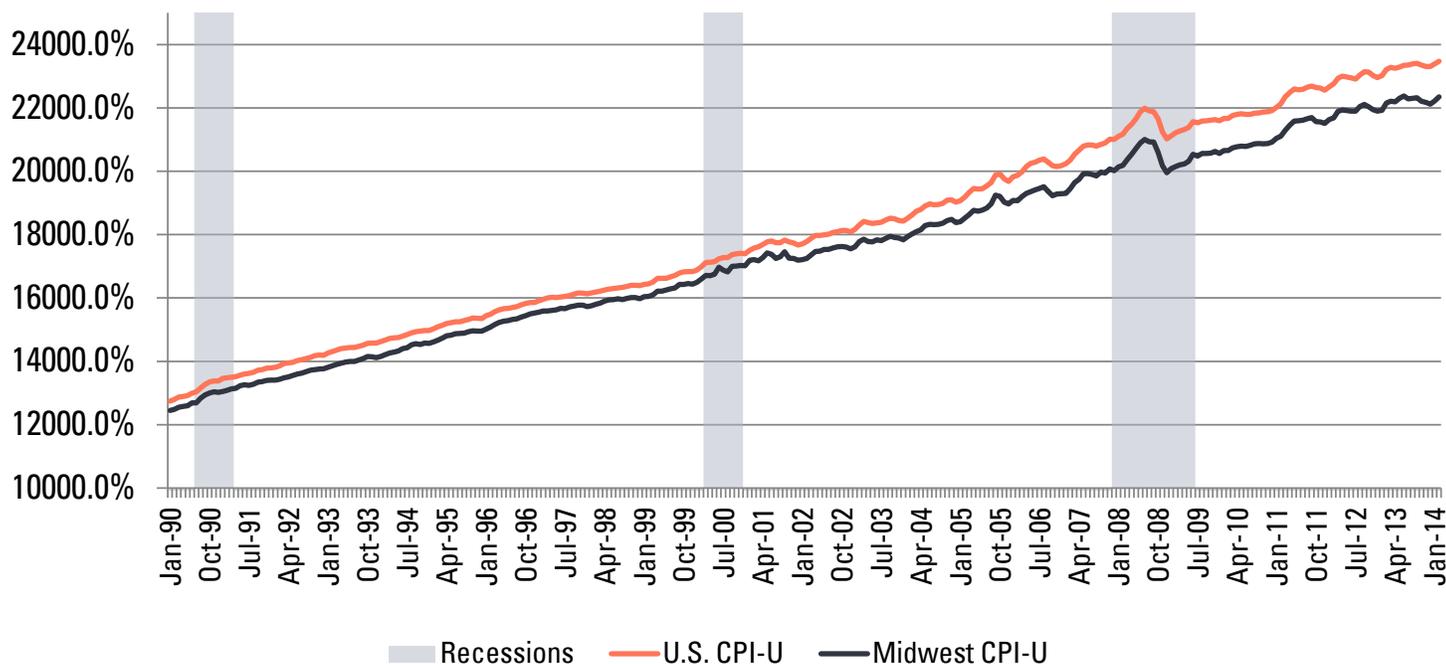
- Advanced Fitness

### Norfolk

- Hot Diggity Dawg (dog grooming)

# ECONOMIC INDICATORS CONSUMER PRICE INDEX

## Consumer Price Index All Urban Consumers



In each new issue of Trends, the economic indicators section will feature a chart or graph focused on one of the economic indicators listed on page 19. This month, we'll be focusing on the Consumer Price Index.

The Consumer Price Index (CPI) is a measure of the average change over time in the prices paid by urban consumers for a market basket of consumer goods and services.

The CPI is the most widely-used measure of inflation and is sometimes viewed as an indicator of the effectiveness of government economic policy. It provides information about price changes in the nation's economy to government, business, labor, and private citizens and is used by them as a guide to making economic decisions. In addition, the President, Congress, and the Federal Reserve Board use trends in the CPI to aid in formulating fiscal and monetary policies.

The CPI is often used to adjust consumers' income payments (for example, Social Security), to adjust income eligibility levels for government assistance, and to automatically provide cost-of-living wage adjustments to millions of American workers. As a result of statutory action the CPI affects the income of millions of Americans. Over 50 million Social Security beneficiaries, and military and Federal Civil Service retirees, have cost-of-living adjustments tied to the CPI. In addition, eligibility criteria for millions of food stamp recipients, and children who eat lunch at school, are affected by changes in the CPI. Many collective bargaining agreements also tie wage increases to the CPI.

To learn More: <http://www.bls.gov/cpi/cpifaq.htm>

Change Over Last Quarter/Month				
Metric	Current Time Period	United States	Midwest Region	Nebraska
Real GDP, billions of chained 2009 dollars	4th Quarter, 2013	+2.4%	-	-
Effective Federal Funds Rate	February, 2014	0.00%	-	-
Balance on the US Current Account, in billions of dollars	4th Quarter, 2013	-14.5%	-	-
Barrel of Crude Oil, WTI-Cushing, Spot Price	February, 2014	+\$6.20	-	-
Employment Cost Index	4th Quarter, 2013	+0.5%	-	-
Producer Price Index: All Commodities	February, 2014	+1.2%	-	-
Average Weekly Manufacturing Hours	February, 2014	-0.1	-	-0.4
House Price Index	4th Quarter, 2013	+0.9%	+0.2%	+1.0%
Consumer Price Index, not seasonally adjusted	February, 2014	+0.4%	+0.6%	-
Unemployment Rate, seasonally adjusted	February, 2014	+0.1%	-0.2%*	-0.1%
New Private Housing Units Authorized by Building Permits	February, 2014	+7.7%	-11.8%	-4.2%
Net Taxable Sales	December, 2013	-	-	+30.6%
Money Stock, M2	February, 2014	+0.9%	-	-
University of Michigan, Consumer Sentiment Index	February, 2014	+0.5%	-	-

\* Data is lagged one month.

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# Flashback: Wayne County Tornado Impacts Businesses

*Jodie Meyer, Research Analyst*

March 24-28 was Nebraska Severe Weather Awareness Week. The week is designated annually to raise awareness, prepare and test warning systems, and practice procedures for what to do during a severe weather event. The 2013 tornado season was an active one and the strongest tornado struck Wayne, Nebraska on Oct. 4, 2013 when the city was hit by an EF-3 to EF-4 strength tornado. The twister narrowly missed the downtown and residential districts of the town, but did significant damage to the industrial park area of town. Fifteen people were injured, only one critically. April 4, 2014 marks six months since the tornado.

This article combines data from the National Weather Service Forecast Office out of Omaha/Valley about the tornado and its track with data from the Local Employment Dynamics (LED) OnTheMap program from the U.S. Census Bureau. Combining these two data sets provides demographic data for workers in and near the path of the tornado. The tornado's greatest width was 1.38 miles and its path was 19 miles long and was on the ground for 39 minutes. The data from the LED program is from 2011, which is the most current available.



The map shows how many workers are within a 0.625 mile radius of the tornado path. The 0.625 mile radius was determined because the tornado was estimated to be about 1.25 miles wide when it was near Wayne. However, it is important to keep in mind that the actual path of the tornado and the damage done was more precise than this analysis can reveal.

The tornado touched down in both Wayne and Dixon counties, but the only businesses affected according to our analysis were in Wayne County. Only one person shows up as working in Dixon County in the analysis of the tornado path.

When taking a 0.625 mile radius into account, an estimated 1,429 workers were affected by the tornado, about one third of workers in Wayne County. The affected workers were slightly younger than the county's employment, with about one third of the affected workers age 29 or younger compared to 26.3 percent of the total employment falling in this age group county wide. About two-thirds (66.9 percent) of workers in the tornado's path were male, a higher percentage than the county as a whole where the split is more even with 52.7 percent of workers being male. Workers in the affected area had slightly lower educational levels than Wayne County as a whole, with about half of the workers having a high school degree or less compared with 44.5 percent of Wayne county having this education level.

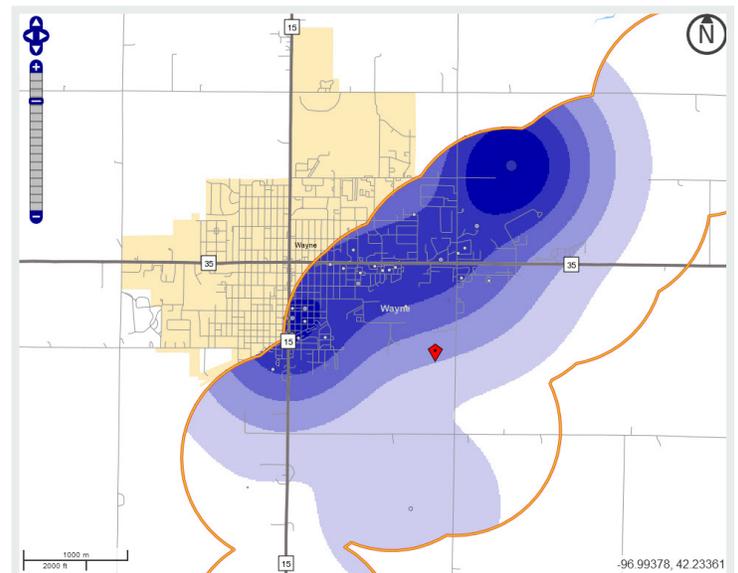
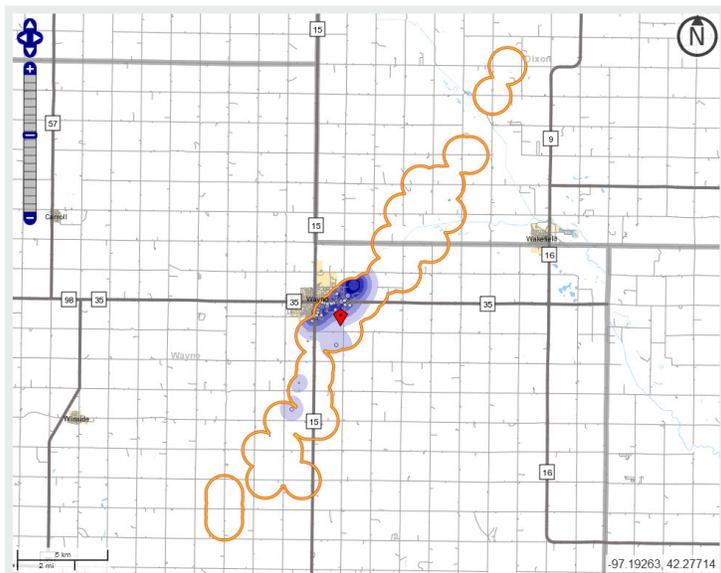
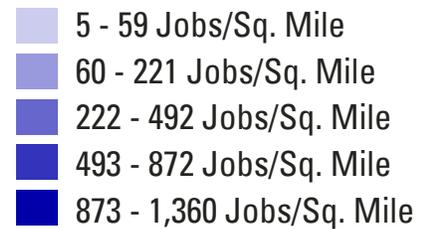
The largest industry super-sector in the affected area was manufacturing, employing almost half (712 workers) of the workers at the businesses in the tornado's path (1,429 workers) compared to manufacturing employing 35.1 percent of Wayne County. The manufacturing employment in the path of the tornado made up 46.7 percent of the total manufacturing employment (1,523) in the county.

The construction super-sector employed 68 workers in Wayne County; 50.0 percent of these workers were in the path of the tornado. The information super-sector is fairly small in Wayne County, only employing 20, and 50.0 percent of those employed were within 0.625 miles of the path of the tornado.

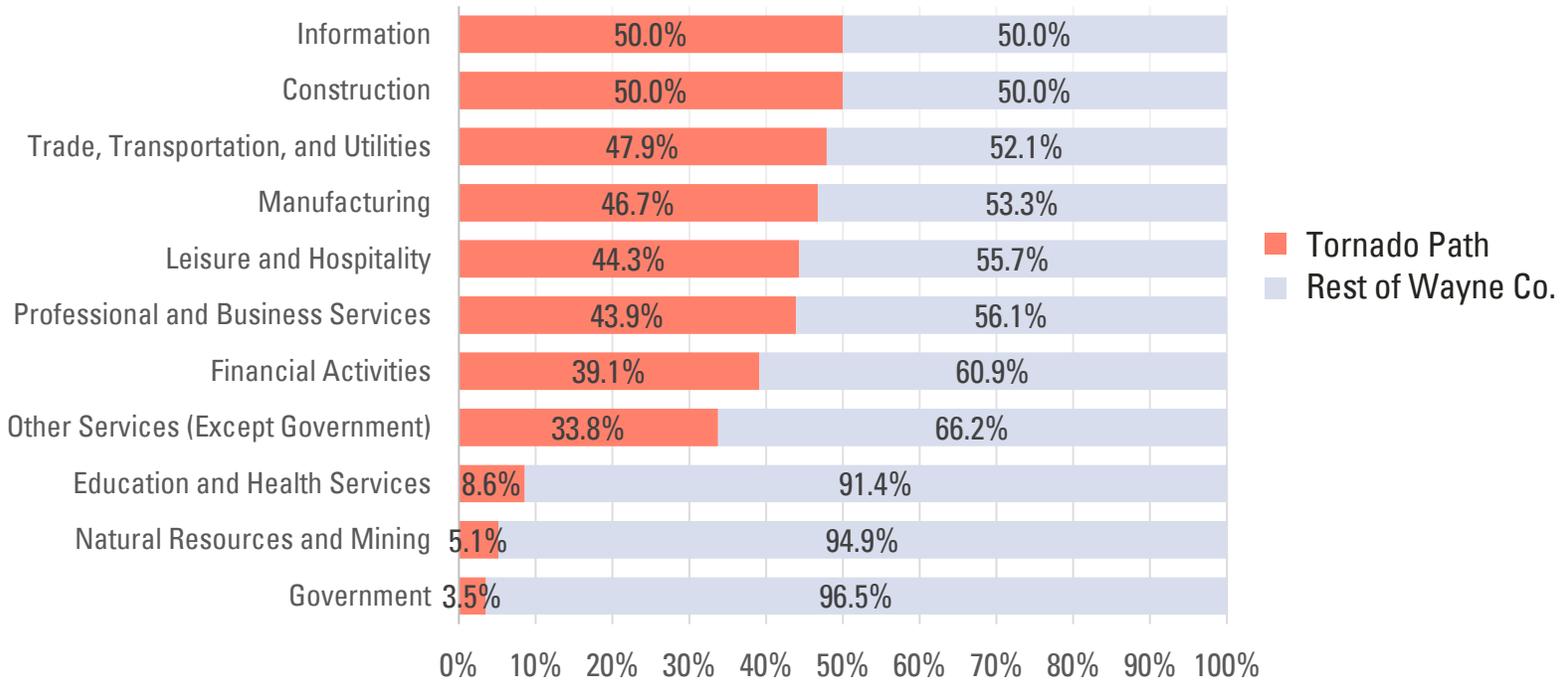
Overall the trade, transportation, and utilities super-sector had 47.9 percent of the county's employment in the tornado's path (296 workers out of 618). Found within this super-sector, the utilities sector had 100 percent of its 34 employees within 0.625 miles of the tornado's path. Also found in this super-sector, the retail trade sector had a large percent (66.4) of employment in the tornado's path (192 workers out of 289).

The professional and business services super-sector had 43.9 percent of the county's employment in the tornado's path. When looking closer at the sectors making up this super-sector, the professional, scientific, and technical services industry had 60.3 percent of employment in the tornado's path, representing 35 of a total of 58 workers. There was only one person employed in Wayne County in the management of companies and enterprises sector, and they were in the path of the tornado.

## Counts & Density of Primary Jobs in Work Selection Area in 2011



## Percentage of Employment by Super-Sector in Wayne County Within a 0.625 Mile Radius of the Tornado Path



Even though not all of the employees within 0.625 miles of the tornado’s path were directly affected, the data still shows how narrowly many of the businesses escaped. Some of these businesses may have not been hit directly, but had disruptions due to utilities such as electricity being damaged or roads being impassable for employees to get to work.

Reviewing news articles from the area indicates that almost all of the businesses affected by the disaster are relocating or rebuilding in Wayne. The largest exception was Pacific Coast Feather Company who announced they were moving operations to another state, dislocating about 117 workers according to the NDOL Layoff and Closure Report. In December of 2013, NDOL participated in a job fair aimed to assist works affected by the tornado. Hopefully the 2014 severe weather season will be mild and damage due to natural disasters will be minimal.

Sources: 1. National Weather Service Forecast Office, Omaha/Valley. October 7, 2013. Wayne, NE Tornado on October 4 Rated EF4. <http://www.crh.noaa.gov/oax/?n=surveyresultsfromwayne,netornado>  
 2. U.S. Census Bureau. 2013. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. <http://onthemap.ces.census.gov/>  
 3. Nebraska Department of Labor, NDOL Layoff and Closure Report, Rapid Response Program, March 2014 <http://www.dol.nebraska.gov/center.cfm?PRICAT=2&SUBCAT=2E&ACTION=layoffreport>

# FLASH FORWARD: SOUTHEAST ECONOMIC REGION

## FUTURE INDUSTRY AND OCCUPATION EMPLOYMENT TRENDS

*Jodie Meyer, Research Analyst*

Concluding the series of highlighting 2010 to 2020 industry and occupational projections for Nebraska's regions, this month focuses on the Southeast Economic Region. The Southeast Economic Region includes the Nebraska counties of Fillmore, Gage, Jefferson, Johnson, Nemaha, Otoe, Pawnee, Richardson, Saline, Thayer, and York. One micropolitan area, Beatrice, is included in this region.

### *Industry Projections*

The Southeast is projected to experience industry growth of 7.6 percent, or 4,091 jobs, between 2010 and 2020 according to industry employment projections produced by the Nebraska Department of Labor.

The largest concentration of industry employment in 2010 was in the education and health services super-sector, which employed 11,910 workers and accounted for 22.0 percent of employment in this region. This industry super-sector is also expected to experience high net change in employment by 2020, adding 1,206 jobs and increasing by 10.1 percent. However, the manufacturing industry super-sector is expected to experience the highest projected net change in employment by 2020, adding 1,509 jobs. This industry super-sector is also projected to be the fastest-growing industry super-sector by percent change at 19.2 percent.

	Industry Title	2010 Estimated Employment	2020 Projected Employment	Numeric Change	% Change
<b>Growing</b>	Food Manufacturing	3,697	4,240	543	14.7%
	Educational Services (including state and local gov)	5,117	5,536	419	8.2%
	Nursing and Residential Care Facilities	2,615	2,959	344	13.2%
	Ambulatory Health Care Services	1,114	1,358	244	21.9%
	Furniture and Related Product Mfg.	231	430	199	86.2%
<b>Declining</b>	Livestock Production	3,982	3,860	-122	-3.1%
	Religious, Grantmaking, Civic, Professional, and Similar Organizations	622	512	-110	-17.7%
	Crop Production	3,128	3,033	-95	-3.0%
	Postal Service	328	237	-91	-27.7%
	Local Government, Excluding Education and Hospitals	3,241	3,199	-42	-1.3%

The information super-sector employed the fewest workers in 2010, only accounting for 0.8 percent (440 jobs) of the employment in this region and is expected to decline by 9.8 percent (43 jobs). This is the fastest projected decline for a super-sector; however, the natural resources and mining super-sector is projected to lose the most jobs, 192, a decline of 2.6 percent. The government super-sector is also projected to decline in the Southeast region by 2.8 percent, 159 jobs.

The food manufacturing industry subsector is projected to be the top subsector growth industry from 2010-2020 by numeric change in jobs. This subsector is expected to add 543 jobs and increase 14.7 percent. The educational services (including state and local government) subsector is expected to add the second highest amount of jobs, 419, an increase of 8.2 percent.

When examining the five industry subsectors expected to experience the greatest amount of decline (by numeric change in jobs) livestock production is projected to lose the most jobs in the ten-year period. A loss of 122 jobs and a 3.1 percent decline is projected. A second agricultural subsector also makes the list. Crop production comes in third with a projected loss of 110 jobs, a 3.0 percent decline.

## *Occupational Projections*

Occupational growth is expected in the Southeast according to the 2010-2020 occupational projections. The total projected numeric employment change over the ten-year period is 4,067, a 7.1 percent increase. A total of 18,641 job openings are expected in the Southeast from 2010-2020, with 4,606 jobs expected from growth and 14,035 from replacements. Replacement openings account for 75.3 percent of all job openings. This mirrors the statewide trend and can in part be attributed to the high number of Nebraska workers reaching retirement age within the next 10 years.

In 2010, production occupations employed 7,138, making it the largest occupational category in the Southeast, accounting for 12.4 percent of the regions occupational employment. This occupational category is expected to have the largest net change and percent change from 2010-2020, adding 1,173 jobs and increasing 16.4 percent.

Office and administrative support occupations also employ a large number of workers in the Southeast region, with 2010 employment of 7,071 representing 12.3 percent of the regions employment.

Transportation and material moving occupations are also projected to add several jobs to the region and are projected to increase by 536, a 15.0 percent change.

Legal occupations employed the fewest workers in 2010, only employing 169 or 0.3 percent of the region's occupational employment. This occupational category is expected to stay small with five jobs expected to be lost in the ten year period, a 3.0 percent decrease.

The largest decline is projected for farming, fishing and forestry occupations, with an expected loss of 119 jobs, a decrease of 2.5 percent. Management occupations are expected to experience a slight decline of 39 jobs, a 1.1 percent decrease. Also projected to decline are arts, design, entertainment, sports, and media occupations by 12, a 2.6 percent decrease.

SOC Title		2010 Estimated Employment	2020 Projected Employment	Growth Openings	Replacement Openings	Total Openings	Numeric Change	% Change
Growing	Heavy and Tractor-Trailer Truck Drivers	869	1,071	202	173	375	202	23.3%
	Nursing Aides, Orderlies, and Attendants	1,666	1,785	119	215	334	119	7.1%
	Cashiers	1,562	1,671	109	709	818	109	7.0%
	Bookkeeping, Accounting, and Auditing Clerks	1,219	1,314	95	134	229	95	7.8%
	Combined Food Preparation and Serving Workers, Including Fast Food	832	912	80	232	312	80	9.6%
Declining	Cooks, Fast Food	399	361	0	85	85	-38	-9.5%
	Postal Service Mail Carriers	186	155	0	61	61	-31	-16.7%
	Postmasters and Mail Superintendents	71	48	0	14	14	-23	-32.4%
	Postal Service Mail Sorters, Processors, and Processing Machine Operators	38	18	0	2	2	-20	-52.6%
	Postal Service Clerks	29	14	0	7	7	-15	-51.7%

The highest number of total job openings is expected in production occupations, with 2,917 total openings; 1,198 from job growth and 1,719 from replacements. Due to the high number of openings, production occupations are also expected to have the most openings from growth and replacements of all the occupational categories.

The smallest number of total openings is projected for legal occupations, with only 31 openings expected; four from growth and 27 from replacements. Legal occupations are also projected to have the fewest number of growth and replacement openings.

The largest percentage of total openings attributed to growth is projected in healthcare support occupations where 41.6 percent (209) of the 502 total openings projected are to be from growth. Farming, fishing, and forestry occupations are projected to have the smallest percentage of openings attributed to growth with 0.7 percent of the 1,431 total openings expected to be from growth.

Ranking occupations by numeric change from 2010 to 2020, heavy and tractor-trailer truck drivers top the list with an expected 202 jobs added, a 23.3 percent increase. Nursing aides, orderlies, and attendants are projected to come in second on the list of occupations with the greatest numeric change in the Southeast, with 119 jobs being added.

This month, the top five occupations expected to experience the greatest amount of decline by numeric change over the ten-year period is dominated by Postal Service related occupations. Four of the occupations are related to the Postal Service: Postal Service mail carriers; Postal Service mail sorters, processors, and processing machine operators; Postal Service clerks; and postmasters and mail superintendents, with a combined loss of 89 jobs.

A publication with more detail on both occupational and industry projections is published online at <https://networks.nebraska.gov/admin/gsipub/htmlarea/uploads/Projections%20Publication.pdf>.

Look for additional articles spotlighting projections in upcoming issues of Nebraska Workforce Trends.

# Occupational Profile: Home Health Aides

*Ed Jaros, Research Analyst*

America's baby boomers are reaching retirement age. This generational paradigm shift has far-reaching impacts on the nation's labor market. One of these impacts is an increased demand for health services. US Bureau of Labor Statistics (BLS) projections reflect this increased demand in their expectations for the home health aides occupation. BLS anticipates that this occupation will see a 48 percent increase in employment between 2012 and 2022.

According to BLS, "Home health aides help people who are disabled, chronically ill, or cognitively impaired. They often help older adults who need assistance. In some states, home health aides may be able to give a client medication or check the client's vital signs under the direction of a nurse or other healthcare practitioner."

There are an estimated 875,100 people employed in this occupation nationally; about 1,780 of these work in Nebraska. Median wages for Nebraska home health aides are \$24,016 annually, higher than the national median annual wage estimated at \$20,820.

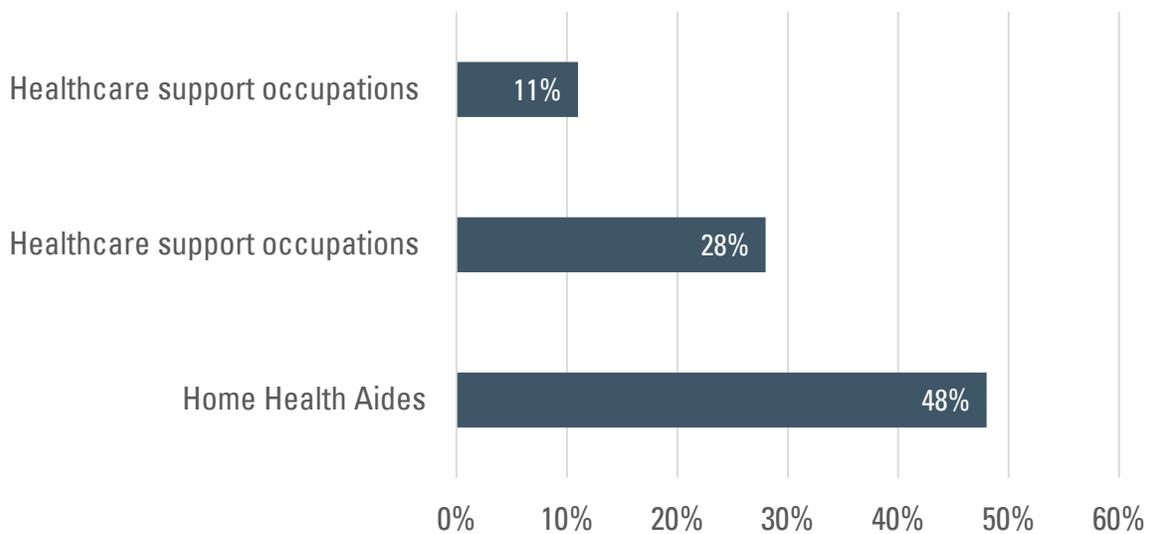
The profile of this occupation from [NEWorks.nebrasks.gov](http://NEWorks.nebrasks.gov) indicates that home health aides often have the following duties:

- Help clients in their daily personal tasks, such as bathing or dressing
- Provide basic health-related services according to a client's needs, such as checking vital signs or administering prescribed medication at scheduled times
- Do light housekeeping, such as laundry, washing dishes, and vacuuming in a client's home
- Organize a client's schedule and plan appointments
- Arrange transportation to doctors' offices or for other kinds of outings
- Shop for groceries and prepare meals to a client's dietary specifications
- Provide companionship

The intimacy with clients required of home health aides can be taxing. NEWorks notes this, stating: “Job prospects for home health aides are excellent. This occupation is large and expected to grow very quickly, thus adding many jobs. In addition, the low pay and high emotional demands may cause many workers to leave this occupation, and they will have to be replaced.” Those factors combined with an aging population fuel demand and growth for this occupation. Growth is expected to be more than four times the average rate for all occupations and nearly double the average rate for healthcare support occupations as a whole.

Those wishing to enter this occupation face few barriers to entry. BLS states that in most cases, jobs in this occupation do not even require a high school diploma. However, requirements about licensure vary by state. Notably, home health aides who work for businesses which receive funding from Medicare and Medicaid need to obtain certification or undergo a competence evaluation.

## Home Health Aides Percent Change in Employment Projected 2012-22 Nationwide



Sources:

1. National Data from BLS Occupational Outlook Handbook <http://www.bls.gov/ooh/healthcare/home-health-aides.htm#tab-1>, Accessed March 31 2014 reflects second quarter 2012.
2. Nebraska Data from <https://neworks.nebraska.gov/analyzer/default.asp> March 31 2014 reflects third quarter 2013
3. Image Credit: Michigan Department of Community Health

NEBRASKA WORKFORCE  
**TRENDS**