

NEBRASKA WORKFORCE TRENDS


NEBRASKA
DEPARTMENT OF LABOR

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Fast Facts - VALENTINE'S DAY

Map Facts - PERCENT CHANGE IN REAL MEDIAN HOUSEHOLD INCOME

Feature - BUSINESS BIRTHS

CREDITS

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FAST FACTS: VALENTINE'S DAY

Jennifer Gildersleeve, Research Analyst

Valentine's Day is a time many people across the country express love for one another by exchanging cards, flowers, candy and other gifts. Presented below are select facts from the U.S. Census Bureau and Bureau of Labor Statistics relating to this holiday.

United States

Nebraska

47.7%

52.5%

Percentage of people 15 and older who reported being married, except those separated.

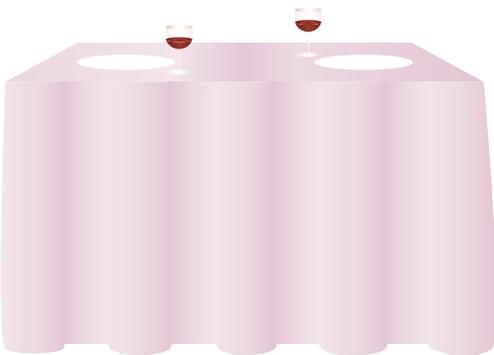


399 dating service establishments nationwide in 2012, including internet dating services, employing **2,348** people.

Full-service restaurants in 2013.

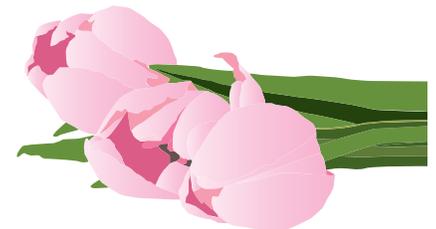
United States

Nebraska



235,701 employing **4,896,174** people;

1,418 employing **28,377** people



United States

Nebraska

14,161 employing **62,222** people

138 employing **590** people

Number of florists' establishments nationwide in 2013.

\$26,520

\$24,230

Average annual wage for floral designers in 2014.

\$272,180,347: The value of imports nationwide for cut flowers and buds for bouquets in 2014 through October. The total value of fresh cut roses as of October 2014 was **\$381,757,889**.

United States

1,185 employing
38,717 people

448 employing
19,308 people

Nebraska

3 Number of manufacturing establishments that produced chocolate and cocoa products in 2013.

2 Number of establishments that manufactured non-chocolate confectionery products in 2013.



\$14.9 billion: value of nationwide chocolate and cocoa product shipments for manufacturing establishments that produced these products in 2014.

\$9.3 billion: Non-chocolate confectionery product manufacturing, value of nationwide product shipments in 2014.

United States

23,096 employing
126,305 people

\$40,350

Nebraska

114 employing
827 people

\$38,050

Number of jewelry stores in 2013. In February 2013, these stores sold an estimated **\$2.5 billion** in merchandise.

Annual average wage of jewelers and precious stone and metal workers in 2014.



SOURCES:

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2. U.S. Census Bureau, County Business Patterns: 2013, NAICS code 311351, 311352, 31134, 445292, 4531, 448310, 339910. Released April 2015. <http://www.census.gov/econ/cbp/index.html>
3. U.S. Census Bureau, 2014 American Community Survey 1-Year Estimates, Tables B12007, S1201 <http://factfinder.census.gov/>
4. Bureau of Labor Statistics, Occupational Employment Statistics, May 2014 Occupational Employment and Wage Estimates, SOC codes 27-1023& 51-9071, National & Nebraska. <http://www.bls.gov/oes/tables.htm>

MAP FACTS: PERCENT CHANGE IN REAL MEDIAN HOUSEHOLD INCOME

Dillon Cornett, Research Analyst

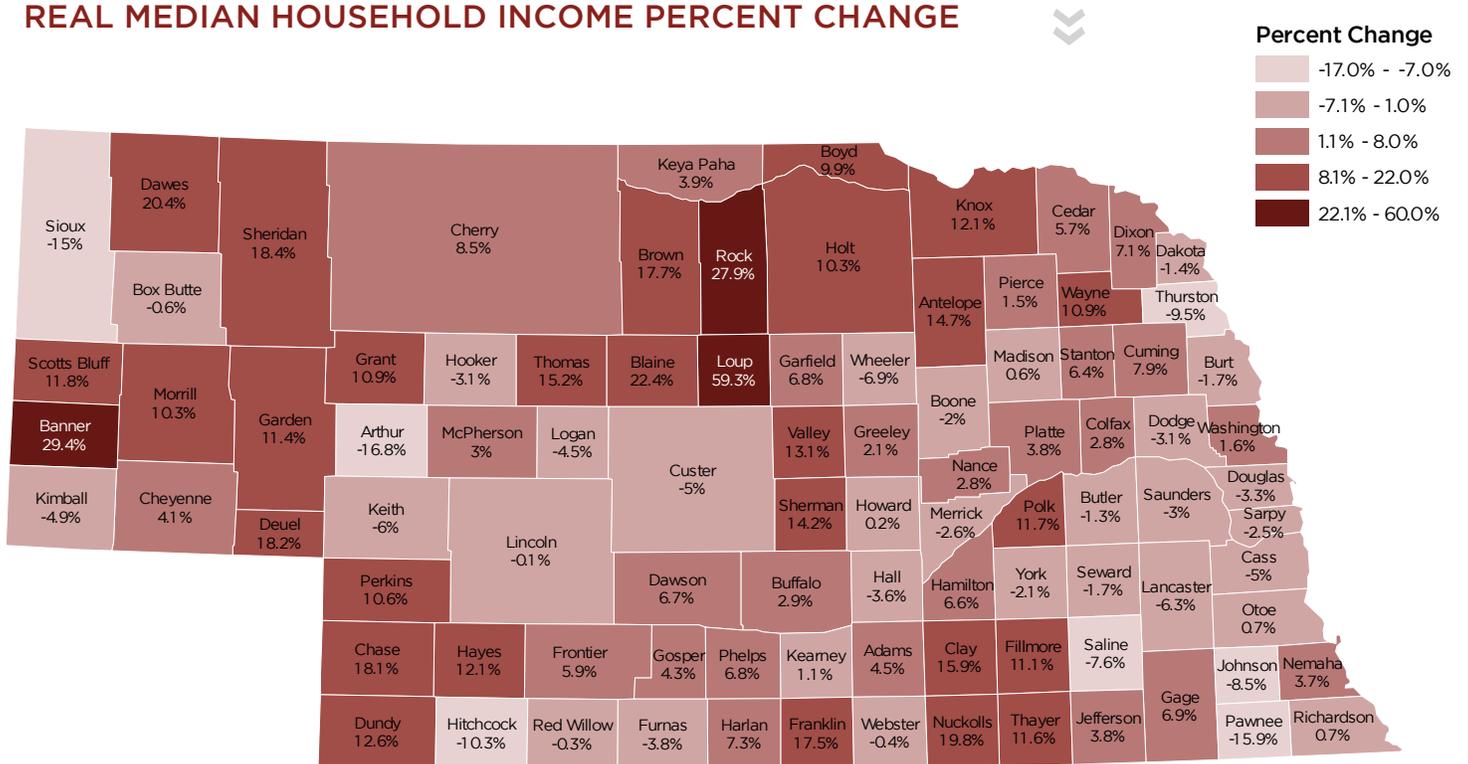
With the release of the latest American Community Survey (ACS) statistics, users are able, for the first time ever, to compare two non-overlapping five-year data sets (2005-2009 and 2010-2014). The largest ongoing household survey in the nation, ACS, now allows users to analyze trends for social or economic characteristics more frequently for even the smallest areas.¹

This month's map focuses on the percent change in real median household income utilizing data from the 2005-2009 ACS survey and the 2010-2014 ACS survey. As defined by the U.S. Census Bureau, median household income includes the incomes of the householder and all others 15 years and older in the household.² For median household income to

be comparable over time, it must be converted from a nominal value to a real value by adjusting for inflation. In order to compare income estimates between datasets, the 2005-2009 ACS estimates were inflation-adjusted from 2009 dollars to 2014 dollars using CPI data from the Bureau of Labor Statistics.³

The national real median household income, based on the 2005-2009 ACS survey, was \$56,743, and decreased to \$53,482 based on the 2010-2014 ACS data. The decrease in real median household income nationally represents a 5.7 percent negative change in income. When ranking states by greatest positive percent change, Nebraska ranks 9th (when including the District of Columbia) nationally, at -1.1 percent.

REAL MEDIAN HOUSEHOLD INCOME PERCENT CHANGE



Source: US Census Bureau, American Community Survey

Six states in the U.S., and the District of Columbia, had positive percent changes in median household income, while 44 states and Puerto Rico had negative percent changes in median household income during this time period. The U.S. states with the greatest negative percent changes in median household income were Nevada (-14.9 percent), Arizona (-10 percent), Florida (-9.8 percent), and Georgia (-9.6 percent), while real incomes grew by the highest percentage in North Dakota (11.6%) and the District of Columbia (11.0%).^{4,5}

According to the U.S. Census Bureau, real median household income increased nationally in 187 counties (6 percent), decreased in 991 counties (31.5 percent), and did not significantly change in 1,964 counties (62.5 percent). In Nebraska, median household income increased in 61 counties (65.6 percent) and decreased in 32 counties (34.4 percent).¹

The percent change in real median household income for all counties in Nebraska ranged from negative 16.8 percent in Arthur County to positive 59.3 percent in Loup County. Relatively, real median household income in

Lancaster County fell more than the national average, at -6.3 percent, while it fell less than that national average in Douglas and Sarpy counties (-3.3 percent and -2.5 percent, respectively). In the Grand Island Metropolitan Statistical Area (MSA), Hamilton County (6.6 percent) had the highest positive percent change in real median household income while Hall had the lowest (-3.6 percent).^{4,5}

TOP 10 REAL MEDIAN HOUSEHOLD INCOME CHANGES BY STATE

States	Percent Change
North Dakota	11.6%
District of Columbia	11.0%
South Dakota	1.8%
Wyoming	1.5%
West Virginia	0.9%
Alaska	0.7%
Oklahoma	0.1%
Iowa	-0.6%
Nebraska	-1.1%
Texas	-1.1%

Source: U.S. Census Bureau, American Community Survey

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1. United States Census Bureau, Newsroom. From Education to Housing Costs, the American Community Survey Provides 10 Years of Local Statistics for Every Community Nationwide. [Cited: December 9, 2015.] <http://www.census.gov/newsroom/press-releases/2015/cb15-206.html>
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3. United States Census Bureau, American Community Survey. Comparing 2005-2009 ACS 5-year and 2010-2014 ACS 5-year. [Cited: December 9, 2015.] <https://www.census.gov/programs-surveys/acs/guidance/comparing-acs-data/2014/5-year-comparison.html>
4. United States Census Bureau, American Fact Finder. 2005-2009 American Community Survey 5-Year Estimates; Table B19013. Median Household Income in the Past 12 Months (In 2009 Inflation-Adjusted Dollars); [Online] [Cited: December 8, 2015.]
5. United States Census Bureau, American Fact Finder. 2010-2014 American Community Survey 5-Year Estimates; Table B19013. Median Household Income in the Past 12 Months (In 2014 Inflation-Adjusted Dollars); [Online] [Cited: December 8, 2015.]



DECEMBER

Kermit Spade
Research Analyst

LINCOLN OPENINGS & EXPANSIONS

TYPE OF BUSINESS	NAME
 FOOD & ENTERTAINMENT	Smart Rooms
 RETAIL/SALES	Casey's General Store
 HEALTH & EDUCATION	Advanced Chiropractic Solutions Lincoln Family Dentistry
 BUSINESS SERVICES	Labor Ready MIT Images Regus

STATEWIDE OPENINGS & EXPANSIONS

PANHANDLE

SCOTTSBLUFF

24/7 Fitness
Morrill Library - Expansion

SIDNEY

Sidney Regional Medical Center

CENTRAL

GRAND ISLAND/HASTINGS

Harbor Freight Systems

SOUTHEAST

BEATRICE

Landmark Snacks, LLC

NEBRASKA CITY

NC Nutrition

PLATTSMOUTH

Plattsmouth Pickers Paradise

YORK

Dragonfly Studios
All Things Consignment Shop
RJ's Auto Sales

SOURCES:

Lincoln Chamber of Commerce
NDOL Staff

BUSINESS BIRTHS

Scott Hunzeker, Research Supervisor

Each month, Nebraska's Office of Labor Market Information, in cooperation with the Bureau of Labor Statistics (BLS), publishes non-farm employment from the Current Employment Statistics (CES) program, as well as labor force data from the Local Area Unemployment Statistics (LAUS) program. This data is closely monitored, as employment shifts are used as a gauge for the economic well-being of the nation, states, and metro areas.

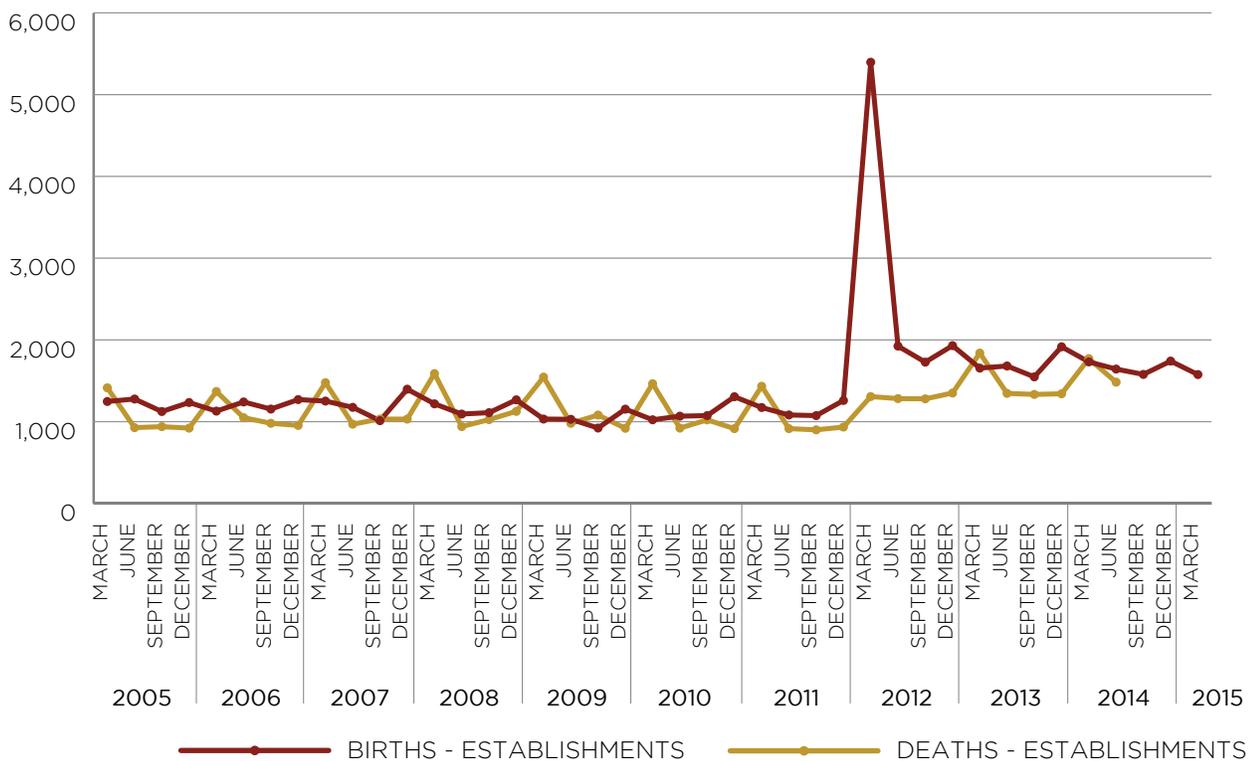
While both the LAUS and CES programs provide valuable employment trends that are as close to real time as possible, the data doesn't tell the whole story. Although both programs provide the net changes from the prior month, there is a large amount of churn

in the labor force from business openings, closings, expansions, and contractions that is not easily seen. This part of the picture is vital, because the ability to study the number of new businesses in an area or industry can provide key information to stakeholders regarding the forces driving changes to employment in a region.

BUSINESS EMPLOYMENT DYNAMICS

One program that provides some of the data not available from other sources regarding the number of new businesses, as well as gross employment gains and losses, is the Bureau of Labor Statistics (BLS)' Business Employment Dynamics program. This data is created by linking quarterly files from the Quarterly

BUSINESS EMPLOYMENT DYNAMICS - NEBRASKA ESTABLISHMENT BIRTHS & DEATHS*



Source: Business Employment Dynamics state data, Table 11

*Not seasonally adjusted

Census of Employment & Wages (QCEW) program, which allows for tracking of employment shifts at the establishment level.

At the national level, Business Employment Dynamics information is available by industry, business size, amount of employment change, business age, business survival rates, and other details. The level of detail available at the state level, however, is much more limited and there is no program data published for sub-state areas such as metro areas or counties.

The chart on the previous page shows business establishment births and deaths for Nebraska from the Business Employment Dynamics program. Similar data tables and charts are available from this program for Nebraska to show employment changes resulting from business openings, closings, births, and deaths.

Though the data may be interesting, especially when paired with other sources, details that provide some context (such as the reason for the large spike in business births in 2012) are lacking. However, the Office of Labor Market Information maintains datasets that can be queried to obtain specifics that are not readily available from other sources such as the Business Employment Dynamics program.

NEW BUSINESS BIRTHS

For the purposes of this analysis, a new business birth is being defined as the assignment of a new Unemployment Insurance (UI) account number. All employers deemed liable for UI taxes are assigned a unique identification number and are required to begin sending quarterly reports to the UI Tax Division.

2014 PRIVATE ESTABLISHMENT BUSINESS BIRTHS BY INDUSTRY SECTOR

	2014 Q1	2014 Q2	2014 Q3	2014 Q4	Total
Accommodation & Food Services	103	124	102	93	422
Administrative & Support & Waste Management & Remediation Services	119	118	90	55	382
Agriculture, Forestry, Fishing & Hunting	37	11	19	17	84
Arts, Entertainment, & Recreation	18	23	18	13	72
Construction	175	173	159	125	632
Educational Services	8	13	17	6	44
Finance & Insurance	82	56	73	56	267
Health Care & Social Assistance	490	432	477	466	1,865
Information	20	20	13	16	69
Management of Companies & Enterprises	*	*	*	*	18
Manufacturing	28	25	21	14	88
Mining, Quarrying, & Oil & Gas Extraction	*	*	*	*	*
Other Services (except Public Administration)	128	72	76	84	360
Professional, Scientific, & Technical Services	244	178	197	178	797
Real Estate & Rental & Leasing	37	25	31	38	131
Retail Trade	82	85	72	60	299
Transportation & Warehousing	80	47	40	44	211
Utilities	*	*	*	*	*
Wholesale Trade	125	107	95	102	429
Total	1,795	1,515	1,508	1,371	6,189

* Suppressed to maintain confidentiality

Part of the process involved in setting up a new account is assigning a North American Industry Classification System (NAICS) code, which is based on the business activities of the employer. The county(ies) in which the business operates are also reported as part of the registration process.

The Office of Labor Market Information maintains records of employment and wages by industry, county, and ownership related to these UI account numbers as part of the Quarterly Census of Employment & Wages (QCEW) program. Customized analysis of newly-assigned employer account numbers can provide a wealth of information on new business births that are not available from other sources. This data can be analyzed even further for more detailed industries and geographies across time, giving the ability to create many different customized reports.

The table on the previous page uses administrative records to show the number of private (non-government) establishment births by industry sector in 2014, which is the most current complete year available. These figures include all new Unemployment Insurance account numbers assigned in Nebraska, which include new start-ups, businesses from other states establishing a presence in Nebraska, new identification numbers resulting from business transfers, consolidations, ownership changes, and any other situation that causes an employer to become liable under Nebraska Employment Security Law.

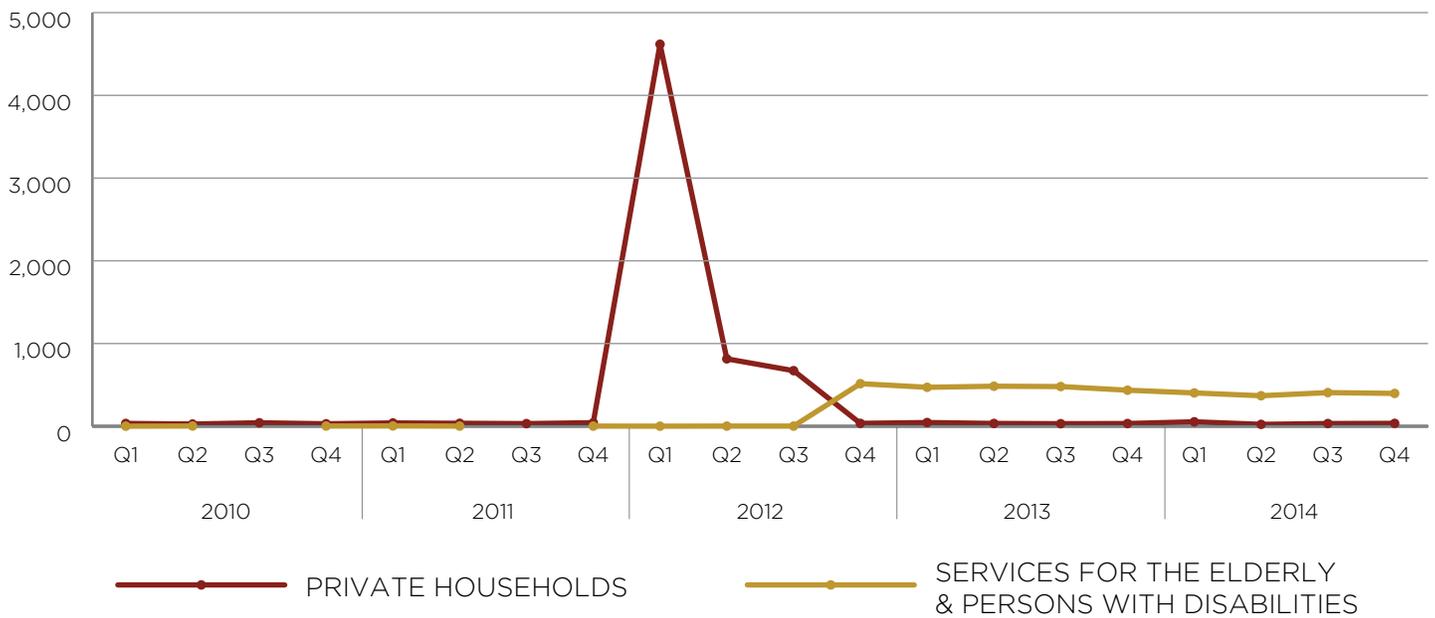
As shown on the previous page, over 30 percent of new business births in 2014 were in the health care and social assistance sector. Without additional details, it would seem that this industry sector experienced significant growth throughout 2014.

HEALTH CARE & SOCIAL ASSISTANCE - 2014 PRIVATE BUSINESS ESTABLISHMENT BIRTHS: EMPLOYMENT & WAGES 1ST Q, 2015

	Establishments	Employment	Total Wages	Avg. Quarterly Wage
Child Day Care Services	39	400	\$1,424,429	\$3,564
Community Food & Housing, & Emergency & Other Relief Services	9	15	\$155,829	\$10,163
Continuing Care Retirement Communities & Assisted Living Facilities for the Elderly	6	118	\$723,203	\$6,112
General Medical & Surgical Hospitals	*	*	*	\$11,829
Home Health Care Services	6	40	\$300,475	\$7,450
Individual & Family Services	1,595	1,548	\$5,394,821	\$3,484
Medical & Diagnostic Laboratories	4	*	*	\$13,705
Nursing Care Facilities (Skilled Nursing Facilities)	*	*	*	*
Offices of Dentists	32	132	\$1,116,005	\$8,455
Offices of Other Health Practitioners	73	176	\$1,619,445	\$9,201
Offices of Physicians	63	1,640	\$17,875,108	\$10,897
Other Ambulatory Health Care Services	7	*	*	\$21,964
Outpatient Care Centers	8	120	\$1,460,047	\$12,133
Speciality (except Psychiatric & Substance Abuse) Hospitals	*	*	*	*

* Suppressed to maintain confidentiality

BUSINESS BIRTHS - PRIVATE HOUSEHOLDS & SERVICES FOR THE ELDERLY & PERSONS WITH DISABILITIES FOR THE ELDERLY & PERSONS WITH DISABILITIES



Source: Nebraska Department of Labor, Nebraska Longitudinal Data System

Not only can the data be split out into a finer level of industry detail, but employment and wage totals can be examined as well to provide a more complete picture of these new business births.

The table on page 11 shows a breakout of the health care and social assistance sector by four-digit (NAICS) industry group. Included are employment and wages in the first quarter of 2015 for new establishments in 2014. While the vast majority of business births in health care and social assistance establishments were in individual and family services, this industry group averaged less than one employee per establishment in the first quarter of 2015 and the average quarterly wage was the lowest of all groups. Offices of physicians had the highest employment and total wages.

Further drilling down of available details shows that, of the business births in the individual and family services industry group in 2014, nearly all were in the detailed industry of “services for the elderly and persons with disabilities.” In fact, over one-fourth of all new Nebraska businesses in 2014 fell into that detailed industry.

HEALTH CARE & SOCIAL ASSISTANCE - 2014 PRIVATE BUSINESS ESTABLISHMENT BIRTHS

Individuals & Family Services Group	Establishment Births
Child & Youth Services	5
Other Individual & Family Services	14
Services for the Elderly & Persons with Disabilities	1576
Total	1595

Examining data over time can often help put things into context; the number of new businesses in services for the elderly and persons with disabilities is one such example.

A change in how employment is reported for federal tax purposes for people providing care to individuals with disabilities and the elderly took effect in January 2012. Many people who had previously been reported under a single Unemployment Insurance account number were split into separate accounts, which meant the addition of nearly 5,000

new business births showing in first quarter of 2012. Initially these new accounts were assigned an NAICS code of 814110, private households. A subsequent review by the BLS resulted in these new accounts being coded in NAICS 624120, services for the elderly and persons with disabilities, starting in 2013 for consistency in all states. These two NAICS codes are isolated in the chart on the previous page to show the impact of this reporting change on new business births recorded by NAICS code over time.

The spike in the chart on the previous page should look familiar - it's the same spike seen in the Business Employment Dynamics chart earlier in this article. The difference is that instead of only knowing how the total number of business births changed over time, the exact industries causing the changes are shown. In this instance, reasons for the changes in reporting that resulted in the spike in new business births were known in advance, so the data could easily be displayed.

Similar data analysis can be done to track establishments, employment, wages, or other data elements resulting from law or policy changes, or specific efforts to influence certain industries.

A significant amount of resources go into economic development efforts to attract and grow Nebraska businesses. Reliable, detailed information that can be used to track outcomes is imperative to identify the strategies that are most effective. Business characteristics, along with other data elements, can be used in combination to answer all kinds of research questions related to Nebraska's economy. Business births by industry detail, geography, and across time only provide a small glimpse into the kinds of reports that can be produced by Nebraska's Office of Labor Market Information.

Examples of customized data available from the Office of Labor Market Information:

- Detailed information on new Nebraska workers
- Industry trends across time
- Geographic details
- Information on the employed
- New business start-ups
- Where college graduates are working

Contact us by email at LMI_NE@nebraska.gov or by phone at **402-471-2600**.

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3. Nebraska Department of Labor, Nebraska Longitudinal Data System administrative records. Extracted 12/30/15

ECONOMIC INDICATORS

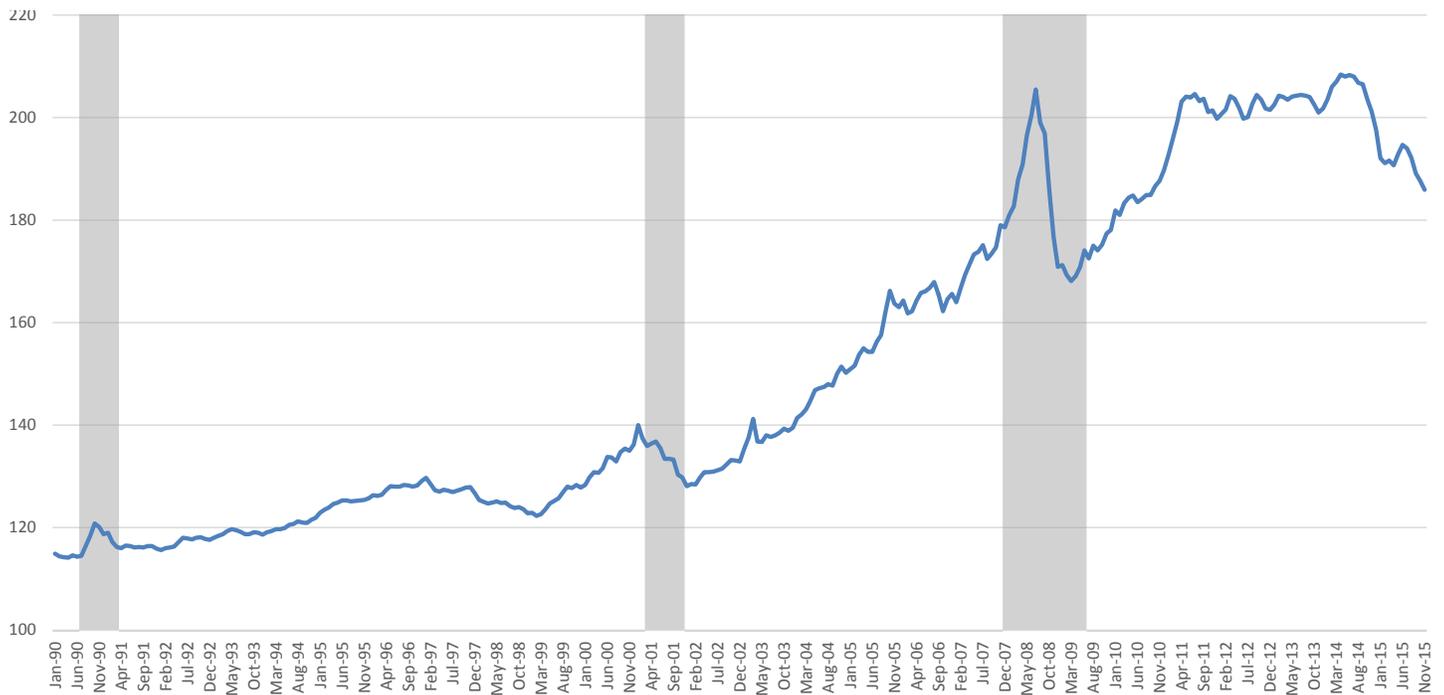
PRODUCER PRICE INDEX

Kermit Spade, Research Analyst

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

According to the Bureau of Labor Statistics, "The Producer Price Index (PPI) measures average changes in prices received by domestic producers for their output." Most of the information used in calculating producer price indexes is obtained through the systematic sampling of virtually every industry in the mining and manufacturing sectors of the economy. The Finished Goods Price Index is one of the nation's most closely watched indicators of economic health. Movements in this index often are considered to presage similar changes in inflation rates for retail markets, as measured by the BLS Consumer Price Index. Producer Price Index data for capital equipment are used by the U.S. Department of Commerce to calculate the gross domestic product (GDP) deflator and many of its components.¹

PRODUCER PRICE INDEX



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METRIC	CURRENT TIME PERIOD	UNITED STATES	MIDWEST REGION	NEBRASKA
Average Weekly Manufacturing Hours	November, 2015	+0.0	-	-1.3
Initial Unemployment Claims	December, 2015	+1.1%	-	+52.9%
Value of Manufacturers' New Orders for Consumer Goods	November, 2015	-0.1%	-	-
ISM Manufacturing: New Orders Index©	December, 2015	+0.6%	-	-
Value of Manufacturers' New Orders: Nondefense Capital Goods Excluding Aircraft	November, 2015	-0.3%	-	-
S&P 500©	December, 2015	+1.3%	-	-
Leading Economic Index	November, 2015	+1.5%	-	+1.5%
10-Year Treasury Constant Maturity Minus Federal Funds Rate	December, 2015	+2.0%	-	-
University of Michigan, Consumer Sentiment Index	December, 2015	+1.4%	-	-
Consumer Price Index, not seasonally adjusted	November, 2015	-0.2%	-0.5%	-
Employment Cost Index	3rd Quarter, 2015	+0.6%	-	-
Producer Price Index: All Commodities	November, 2015	-1.0%	-	-
Unemployment Rate, seasonally adjusted	December, 2015	0.0%	0.1%*	0.0%*
Real GDP, billions of chained 2009 dollars	3rd Quarter, 2015	+2.0%	-	-
Net Taxable Sales	October, 2015	-2.2%	-	-
Barrel of Crude Oil, WTI-Cushing, Spot Price	December, 2015	-\$5.23	-	-
Current Account Balance (millions of dollars)	2nd Quarter, 2015	\$8,204		

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NEBRASKA WORKFORCE TRENDS

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