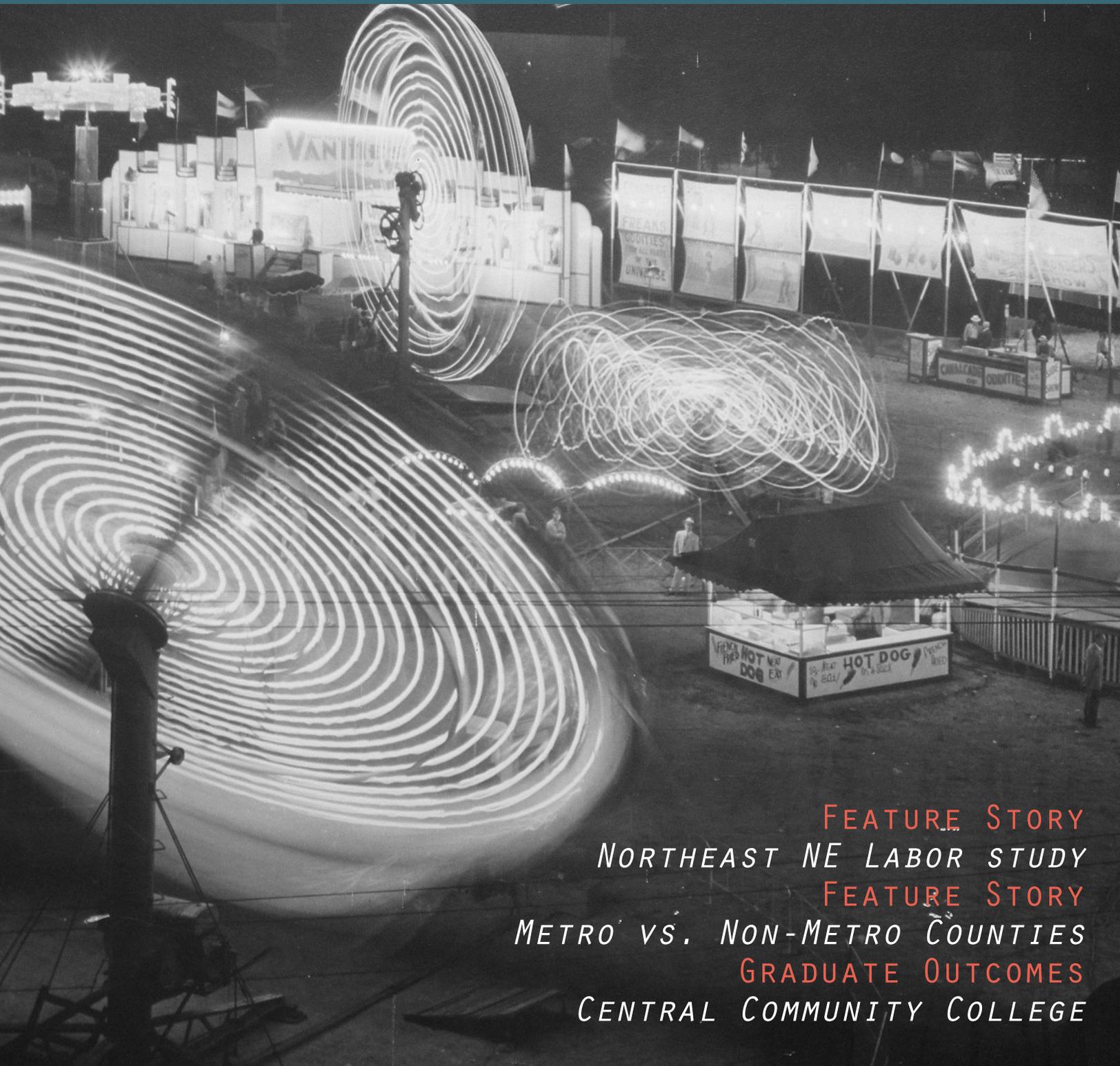


# NEBRASKA WORKFORCE TRENDS

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NEBRASKA  
DEPARTMENT OF LABOR

JUNE 2014



FEATURE STORY  
NORTHEAST NE LABOR STUDY  
FEATURE STORY  
METRO VS. NON-METRO COUNTIES  
GRADUATE OUTCOMES  
CENTRAL COMMUNITY COLLEGE

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## CREDITS

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## HELPFUL LINKS

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

# APRIL UNEMPLOYMENT DATA

Byron Lefler, Research Analyst

## LINCOLN MSA (not seasonally adjusted)

April Unemployment rate: 2.9%

April Total Non-farm: 184,618

Manufacturing: 13,785

Largest OTM Increase:

Mining & Construction: 577 (8.0%)

Education & Health Services: 322 (1.1%)

## OMAHA MSA (not seasonally adjusted)

April Unemployment rate: 3.7%

April Total Non-farm: 480,488

Manufacturing: 32,524

Largest OTM Increase:

Leisure and Hospitality: 1,525 (3.4%)

Mining & Construction: 1,394 (6.6%)

## NEBRASKA

April Total Non-farm: 985,283

Manufacturing: 96,001

Nebraska (smoothed seasonally adjusted)

April Unemployment rate: 3.6%

Change (OTM): -0.2%

Change (OTY): -0.4%

Economic Regions (not seasonally adjusted)

Central: 2.8%

Grand Island: 3.0%

Mid Plains: 3.0%

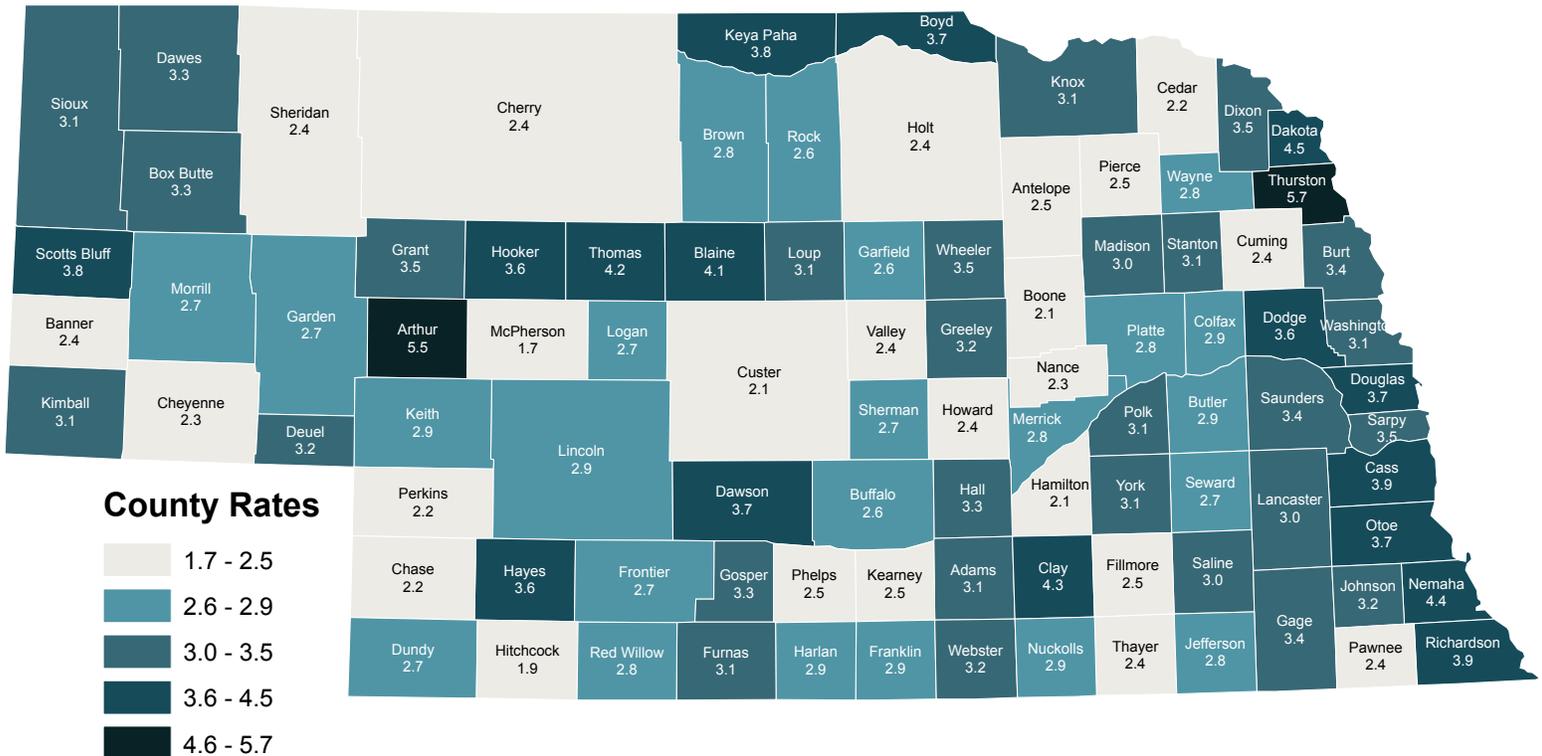
Northeast: 3.2%

Panhandle: 3.3%

Sandhills: 2.7%

Southeast: 3.3%

## April County Unemployment Rates



Sources:

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

# NEBRASKA'S METRO AND NON-METRO COUNTIES

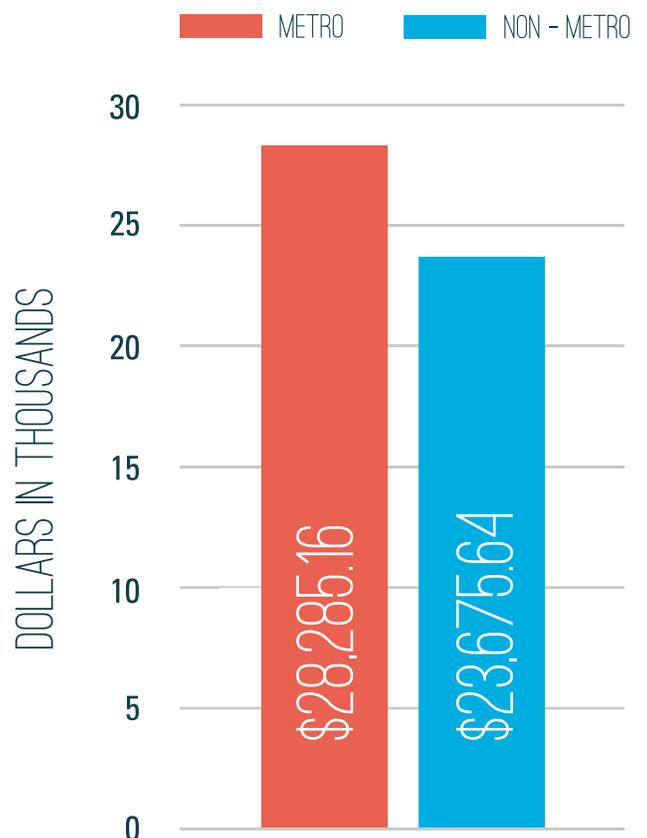
*Kermit Spade, Research Analyst*

Eleven of Nebraska's 93 counties are classified as metro. Nebraska counties that are part of the Lincoln MSA, Grand Island MSA, or Omaha Consortium are defined as metro counties. The metro counties in Nebraska are: Cass, Douglas, Hall, Hamilton, Howard, Lancaster, Merrick, Sarpy, Saunders, Seward and Washington. The balance of the counties in the state are considered non-metro counties. The charts below continue a Trends series comparing metro and non-metro counties in the areas of demographics and employment.

## INCOME & POVERTY

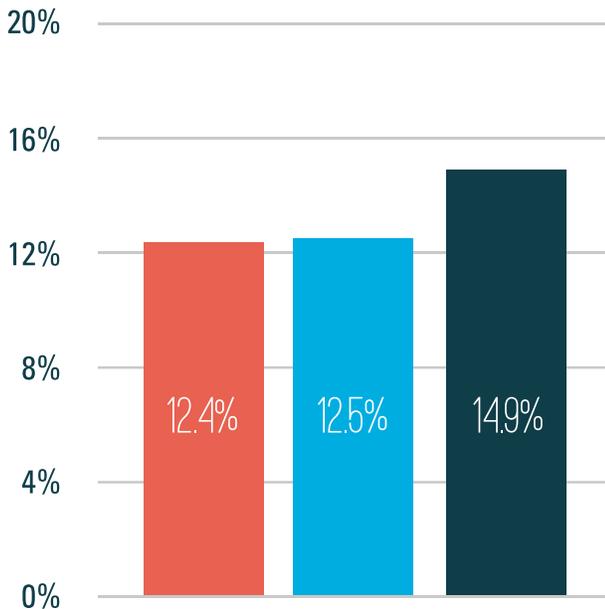
On average, workers in metro counties earn about 19.5% more, per capita, than workers in non-metro counties. The poverty rate is only slightly lower in metro counties compared to non-metro counties (1).

### PER CAPITA INCOME



## POVERTY RATE

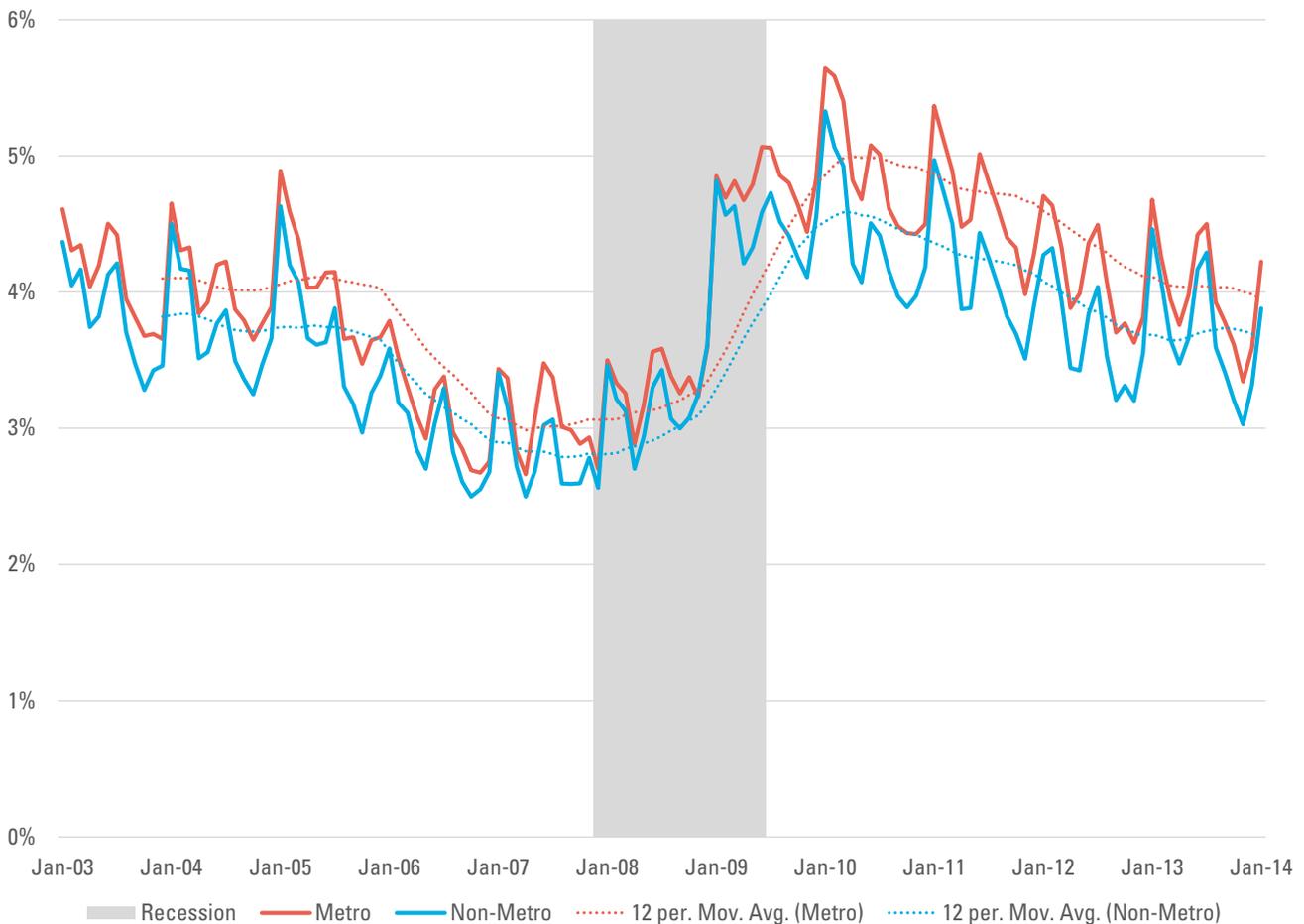
METRO    NON - METRO    NATIONAL



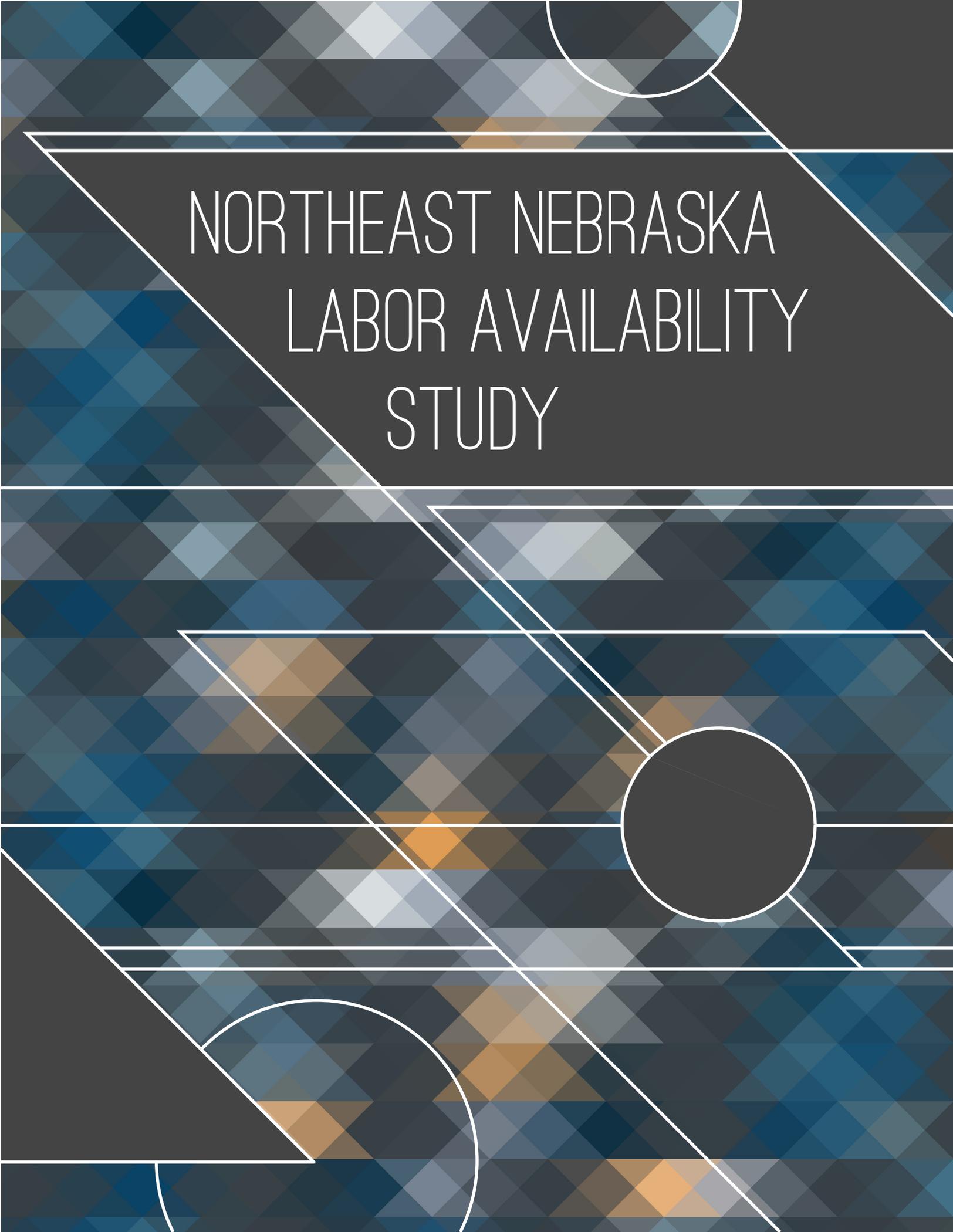
## UNEMPLOYMENT RATE

As shown by the graph, Nebraska's unemployment rates for metro and non-metro counties are closely correlated. For both metro and non-metro counties, the unemployment rate didn't spike until January 2009, well into the recession. It started declining in January 2010 (2).

## UNEMPLOYMENT RATE



Sources:  
 1. U.S. Census Bureau. 2012 ACS 5-Year Estimates. American Fact Finder. [Online] <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>.  
 2. Nebraska Department of Labor. Labor Market Information, Local Area Unemployment Statistics. NEworks. [Online] <https://neworks.nebraska.gov/vosnet/analyzer/results.aspx?session=labforce>.



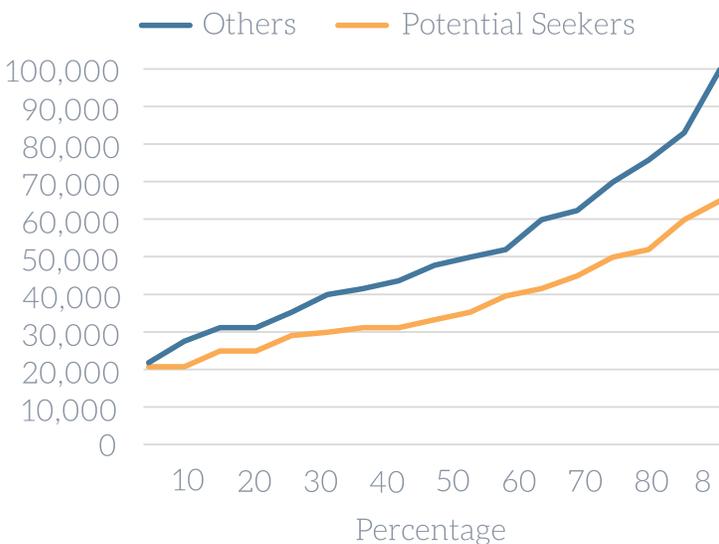
NORTHEAST NEBRASKA  
LABOR AVAILABILITY  
STUDY

Last month, the Nebraska Departments of Economic Development and Labor released results from a survey of labor availability in northeast Nebraska. These reports were the product of collaboration between the aforementioned state agencies, local economic developers and the University of Nebraska – Lincoln, Bureau of Sociological Research. The study aimed to estimate potential job seekers; those who would be willing to take a new job given the right opportunity.

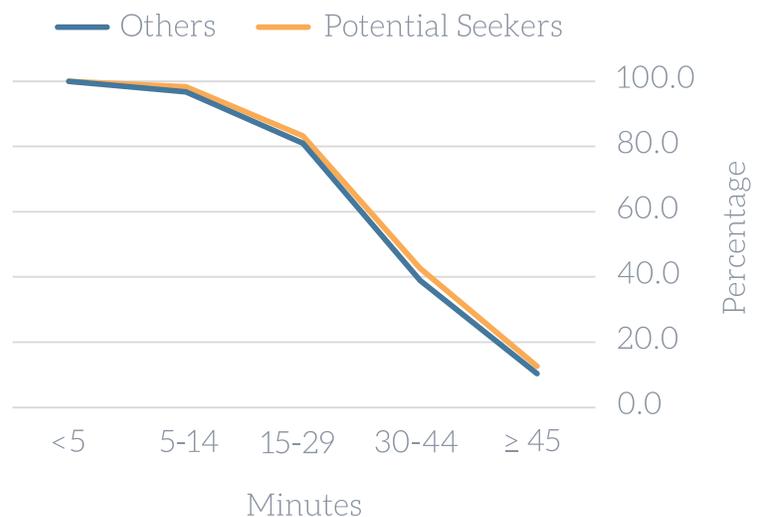
Six communities were surveyed: Columbus, Fremont, Norfolk, South Sioux City, Wayne, and West Point. Each community found people both within the workforce and without who would take a new work opportunity under the right conditions. Each community had its own wage demands, work preferences and barriers to improving employment, though there were similarities across the communities. These findings and more are detailed in the reports produced by the NDOL Office of Labor Market Information. Both a detailed long report and a four page findings brief were produced for each of the six communities and for the entire sampled area as a whole. All of these documents can be found on our website at <http://networks.nebraska.gov/analyzer/> under Publications. In the coming months, similar studies will be undertaken in the metro areas of Lincoln and Omaha and in western Nebraska.

We've included some of the key findings from this report in TRENDS. These numbers represent the entire sampled area, rather than any individual community, and include some responses from Iowa and South Dakota. Potential job seekers, those who indicated that they were likely to take new work if it was available, were the focus of these reports. Potential job seekers might be employed or retired, unemployed or home-makers, but they all indicated that they were likely to take a new job given the right opportunity. The figures presented here give some indication what the 'right opportunity' means for many of these potential job seekers. People prioritize the use of skills they already possess, a work schedule that fits their needs, and the right level of responsibilities. They indicate that inadequate opportunity in the area is their primary barrier to improving their employment. They're generally willing to commute, and most would take new work for a wage of about \$17 per hour. Please explore the full reports to learn more about the potential job seekers in northeast Nebraska.

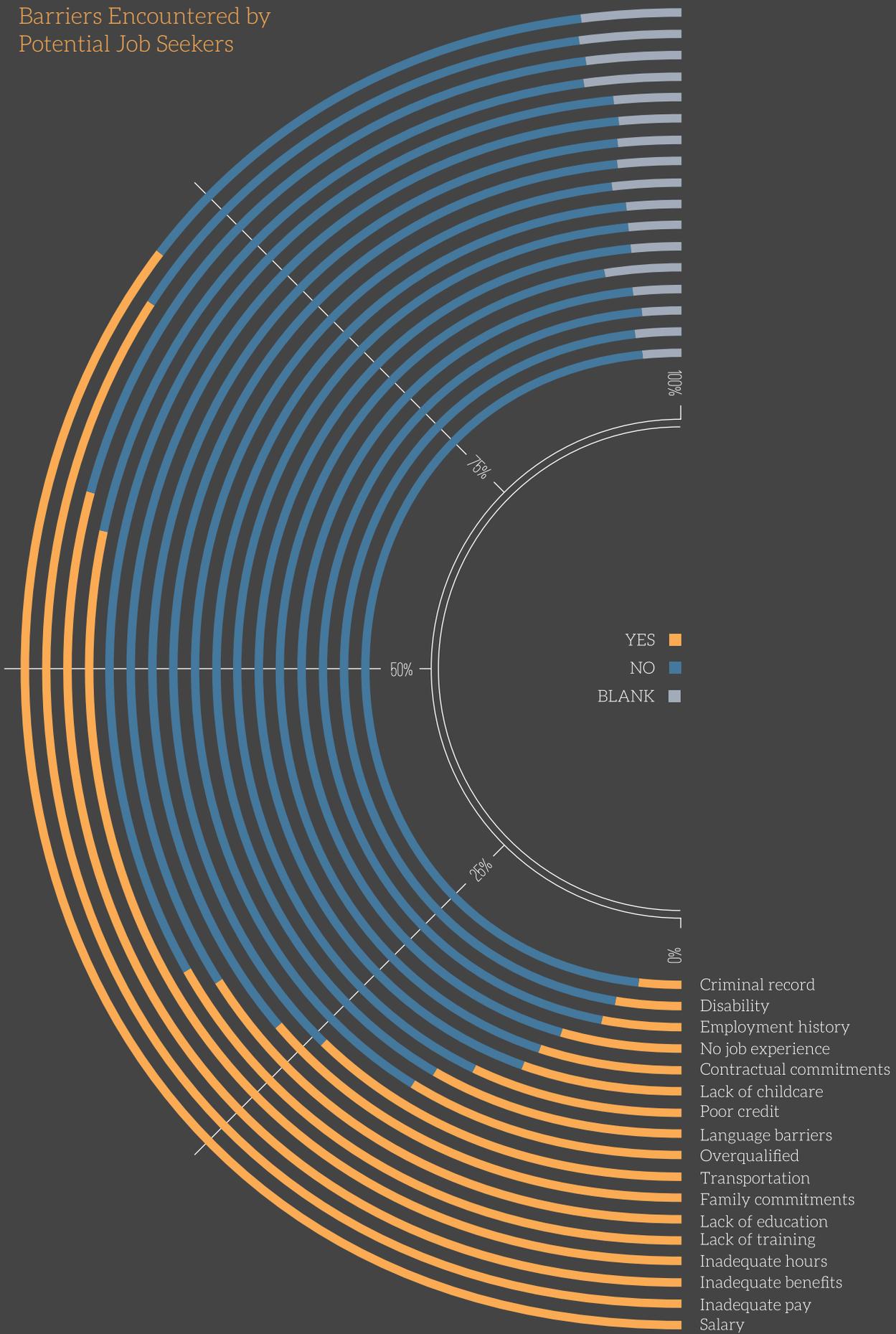
**Percentage of Population Willing to Improve Employment Situation by Annual Wage**

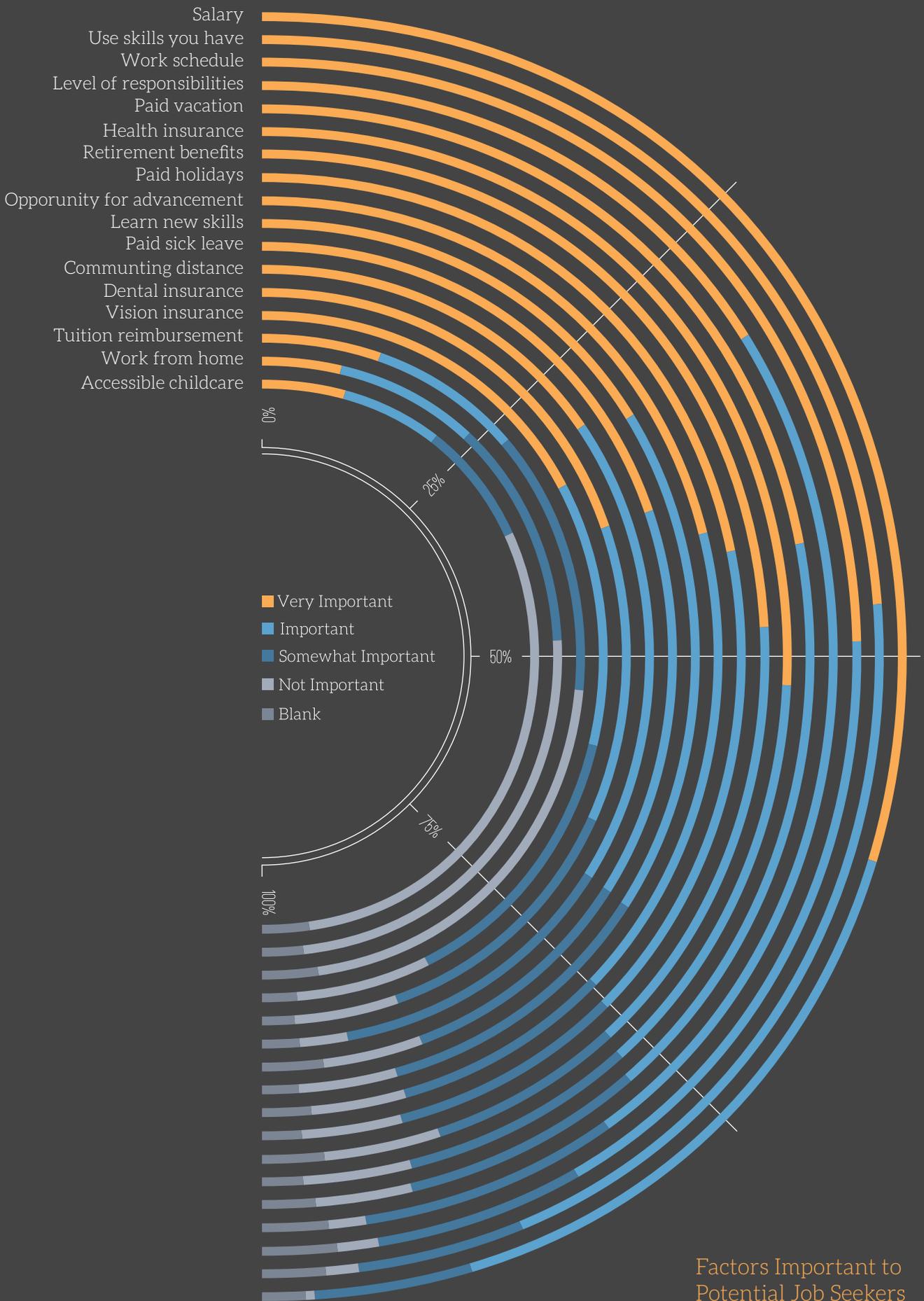


**Share of Population Willing to Commute a given Time to Improve Employment Situation**



# Barriers Encountered by Potential Job Seekers









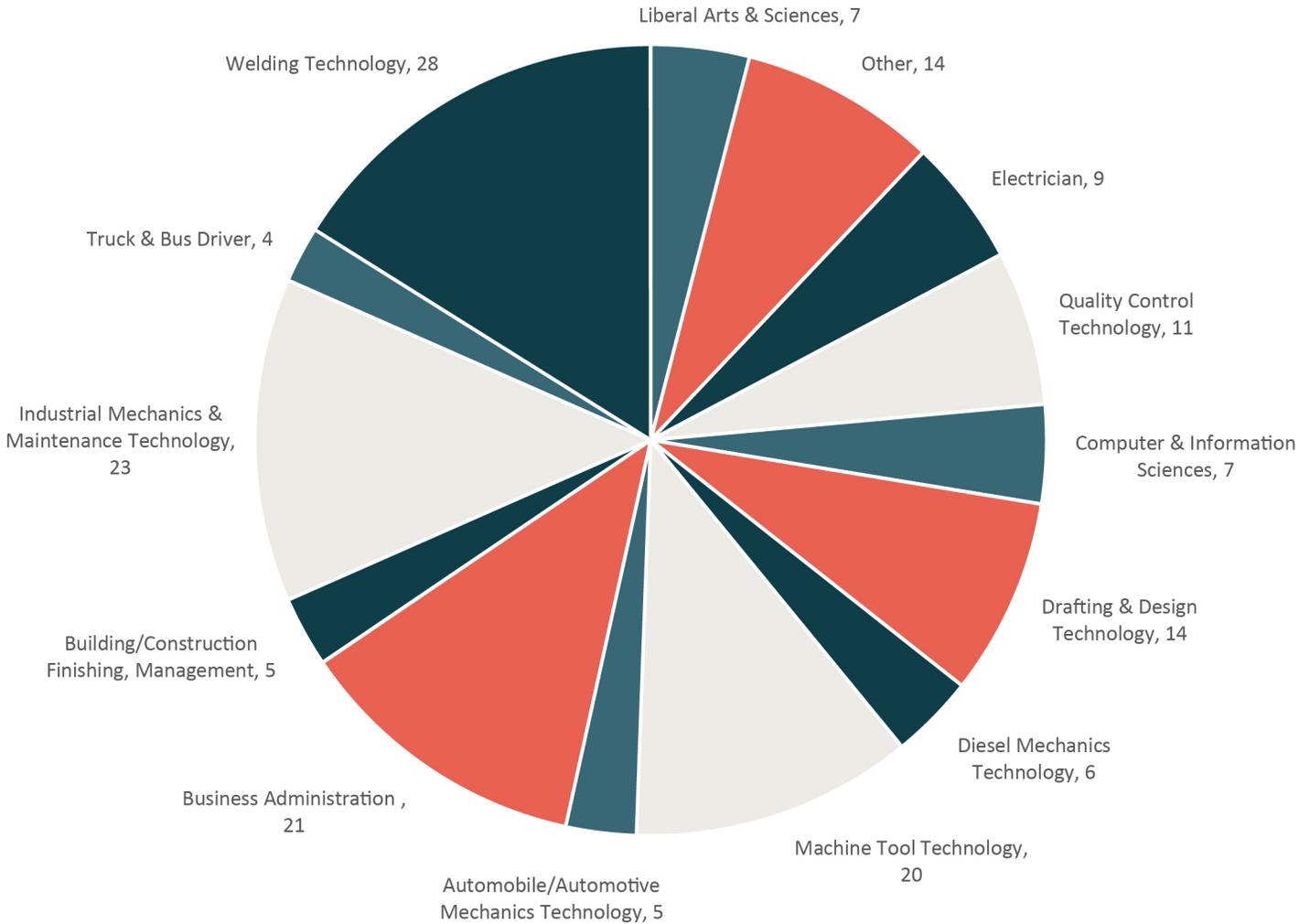
The 4 graduates employed in the utilities industry had the highest discloseable estimated average annual wages of \$41,824, followed by the 174 graduates employed in manufacturing with \$31,513.

### **Fields of Study Employment and Wages**

There were 463 graduates in 35 degrees/fields of study that had over 85 percent of the graduates working in the state. Overall, the highest number (127) of graduates working in the state was in the associate degree liberal arts field of study. A large percentage of liberal arts graduates transfer to four-year colleges and universities, so it is not surprising that only 75 percent of these graduates were employed in the state within a few months of obtaining their degrees. The second highest number of graduates (74) working in Nebraska were in the associate degree registered nursing field of study. Ninety-six percent of these graduates were working in the state.

There were 24 fields of study and a total of 255 graduates working in the state with estimated annual average wages above \$30,000 per year. Majors in technical and medical fields of study produced graduates with the highest wages, although four of the top 24 highest wages were nondiscloseable due to small numbers of graduates in those fields of study. The highest discloseable wages were earned by the 12 associate degree graduates in occupational therapist assistant, who averaged \$44,075 per year.

## Fields of Study for Graduates Employed in the Manufacturing Industry



There were 174 graduates from 22 different degree/fields of study working in the manufacturing industry. Within the manufacturing industry the field of study contributing the most graduates (28) was welding technology with estimated annual average wages of \$26,046. This was followed by industrial mechanics and maintenance technology with 23 graduates and average wages of \$44,004 and business administration (21 graduates) with average wages of \$37,646.

Within the manufacturing industry the highest discloseable wages were earned by graduates in industrial mechanics & maintenance technology, business administration and quality control technology with 11 graduates and average wages of \$37,646.

The other category on the pie chart included fields of study such as applied horticulture, restaurant management, child care management, health information technology, licensed practical nurse, vehicle & vehicle parts marketing, autobody technology, commercial art and electrical, electronic & communications engineering technology with one to three graduates employed in manufacturing.

For more graduate outcomes information, contact the Nebraska Department of Labor's Office of Labor Market Information [402-471-2600](tel:402-471-2600) or [lmi\\_ne@dol.nebraska.gov](mailto:lmi_ne@dol.nebraska.gov)

# Map Facts: Job Openings by County

Kermit Spade, Research Analyst

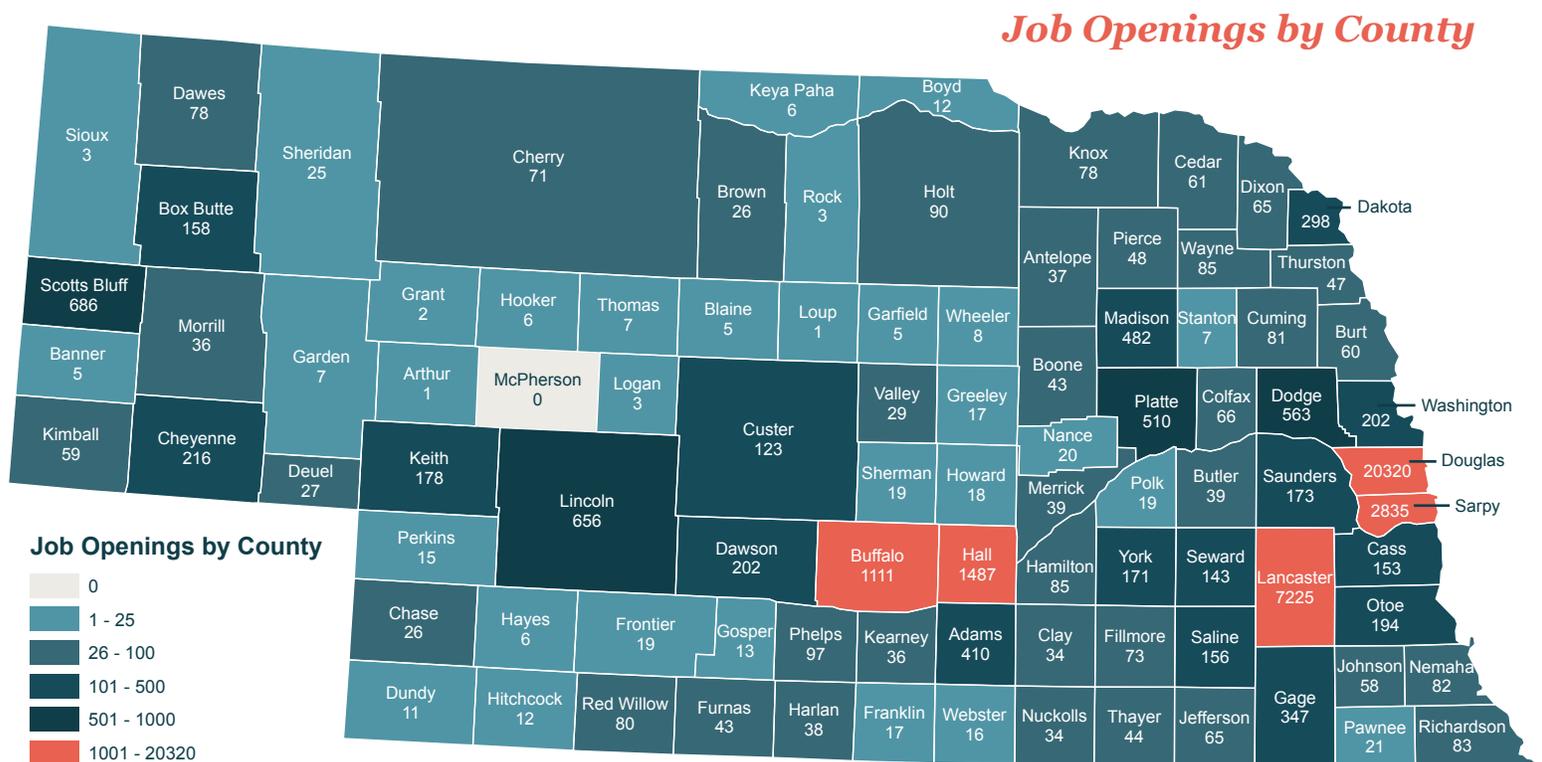
This map displays the number of job openings that were listed on NEworks, Nebraska's labor exchange website, in mid-May by county. Buffalo, Douglas, Hall, Lancaster, and Sarpy counties had the highest number of jobs available, with over 1,000 jobs in each county. Several counties only had one advertised job on NEworks. McPherson County did not have data available.

Loup County had the highest number of unemployed per job opening, at 19. Rock County was also high, at 15.5 unemployed per job opening. Douglas County was the lowest, at only 0.34 unemployed per job opening. Cheyenne, Buffalo, and Lancaster counties were also low, at less than 0.5 unemployed per job opening.

Overall, 21.5 percent of counties had less than one unemployed per job opening and 32.2 percent of counties had less than two unemployed per job opening.

Most jobs advertised on NEworks (55.6 percent) required a high school diploma, while 29.9 percent of advertised jobs required a bachelor's degree. Only 0.6 percent of advertised jobs had no minimum education requirement.

The majority of advertised jobs on NEworks (42.0 percent) required one to two years of prior work experience. Another 30.9 percent required two to five years of experience. Only 15.9 percent of jobs were entry level.



#### Sources:

1. Nebraska Department of Labor, Labor Market Information, Local Area Unemployment Statistics and online advertised jobs data.
2. Map: Nebraska Department of Labor, NEworks online advertised jobs data, <https://neworks.nebraska.gov>.

# Occupational Profile: *Retail Salespersons*

*Ed Jaros, Research Analyst*

Technology is changing how Americans consume. Many retail stores have self-checkout kiosks. Online retailers offer the opportunity to buy almost anything without visiting a store. Despite these disruptions to retail industry, many Americans still work as retail salespersons.

Retail Salespersons help customers find products and often also process customer transactions. About one fifth of American retail salespersons work in clothing and clothing accessories stores. Another fifth work in general merchandise stores. In Nebraska, about a quarter work in general merchandise stores, and only about an eighth work in clothing stores. Other key industries for these workers in Nebraska include hardware, sporting goods, and auto parts stores.

Work as a retail sales person can be demanding. Strong communication skills and sensitivity are needed. The ability to do quick and accurate arithmetic is also important. Many retail workers must spend extended periods on their feet. The need to be available to customers limits break time every day and vacation time over the holidays.

## *Hourly Median Wage, Nebraska & Bordering States, Second Quarter 2013 Estimates*

MISSOURI - \$9.53

KANSAS - \$9.60

NEBRASKA - \$9.63

IOWA - \$9.91

SOUTH DAKOTA - \$10.40

COLORADO - \$10.79

WYOMING - \$10.89



Region	Employment	Median Hourly Wage	Projected Percentage Growth 2010 to 2020
Mid Plains	1,190	\$10.54	7.81%
Panhandle	1,350	\$10.50	8.05%
Omaha Consortium	12,490	\$9.98	10.02%
Southeast	1,040	\$9.82	7.12%
Central	3,350	\$9.71	7.81%
Northeast	2,730	\$9.68	5.76%
Lincoln MSA	5,250	\$9.51	9.57%

This occupation does not pay well. The median hourly wage for retail salespersons in Nebraska's Economic Regions was between \$9.51 and \$10.54 per hour. This estimate represents the fourth quarter of 2013. The national estimate for this figure from the second quarter of 2013 was \$10.19. It is also worth noting that about one in three retail salespersons nationwide works part-time.

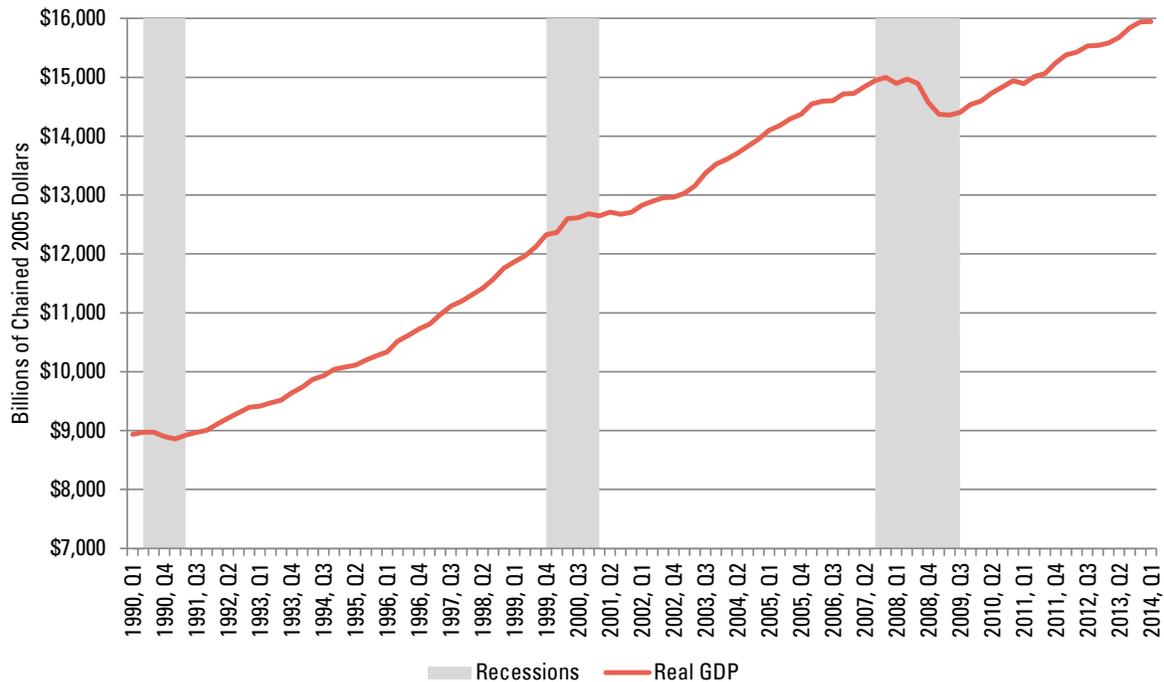
Generally these positions do not require any formal education, but some do require a high-school diploma. On the job training is usually sufficient preparation for work as a retail salesperson. There are about 4,668,300 Retail salespersons employed by US businesses. Estimates for Nebraska show about 27,400 retail salespersons employed here.

*Sources:*

1. Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2014-15 Edition, Retail Sales Workers, on the Internet at <http://www.bls.gov/ooh/sales/retail-sales-workers.htm> (visited May 27, 2014).
2. Office of Labor Market Information, Nebraska Department of Labor, NEWorks occupation profile, Retail Sales Workers, on the internet at <https://networks.nebraska.gov/analyzer/default.asp> (visited May 27, 2014).
3. Image: Photo by Mike Kalasnik used under the Creative Commons Attribution-Share Alike 2.0 Generic license.

# ECONOMIC INDICATORS REAL GROSS DOMESTIC PRODUCT

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 Real Gross Domestic Product.

Real GDP is the inflation adjusted market value of goods and services produced by labor and property in the United States. It serves as a measure of overall output or productivity of the economy. As such, it is a useful indicator to measure the overall strength of the economy.

To learn more, visit: [http://www.bea.gov/national/pdf/nipa\\_primer.pdf](http://www.bea.gov/national/pdf/nipa_primer.pdf)

## Change Over Last Quarter/Month

Metric	Current Time Period	United States	Midwest Region	Nebraska
Real GDP, billions of chained 2009 dollars	1st Quarter, 2014	+0.1%	-	-
Effective Federal Funds Rate	April, 2014	+0.01%	-	-
Balance on the US Current Account, in billions of dollars	4th Quarter, 2013	-14.5%	-	-
Barrel of Crude Oil, WTI-Cushing, Spot Price	April, 2014	+\$1.90	-	-
Employment Cost Index	1st Quarter, 2014	+0.3%	-	-
Producer Price Index: All Commodities	April, 2014	+0.7%	-	-
Average Weekly Manufacturing Hours	April, 2014	-0.1	-	-0.5
House Price Index	4th Quarter, 2013	+0.9%	+0.2%	+1.0%
Consumer Price Index, not seasonally adjusted	April, 2014	+0.3%	+0.3%	-
Unemployment Rate, seasonally adjusted	April, 2014	-0.4%	-0.3%	-0.2%
New Private Housing Units Authorized by Building	March, 2014	-1.7%	+24.4%	+1.2%
Net Taxable Sales	February, 2014	-	-	-0.5%
Money Stock, M2	April, 2014	+0.5%	-	-
University of Michigan, Consumer Sentiment Index	April, 2014	+5.1%	-	-

\* Data is lagged one month.

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Kermit Spade  
Research Analyst

## Northeast

### Norfolk

- Felipe Pulido Insurance Agency
- Columbus Orthopedic & Sports Medicine Clinic

### Meadow Grove

- Tumblin' B Antiques

## Panhandle

### Alliance

- BNSF Railway

### Sidney

- Sonic

### Gering

- Thrifty Mart

## Southeast

### Beatrice

- Luigi's

### Fairbury

- Computer Center
- Den's Meats

### Crete

- Select Tel Wireless

### Hebron

- Select Tel Wireless

### Nebraska City

- Grimm's Gardens

### Plattsmouth

- Children's Physicians

### Falls City

- Ames True Temper

### York

- Captain Red Bear's Coffee Shop
- The Alley
- Salsa's Restaurant

### Geneva

- American Bindery Books

### Henderson

- Custom Wood Products

# 110 Jobs created in the Omaha area

## OMAHA

OPENINGS	TYPE OF BUSINESS	JOB #	SOURCE OF INFO
Strong Box Storage	climate controlled storage	2	Omaha Chamber of Commerce
iSkateOmaha	ice skating retail store	2	OCC
Beauty Brands-Market Pt.	hair supplies and salon	8	OCC
Firehouse Subs	restaurant	8	OCC
Batteries Plus	batteries	3	OCC
Omaha Code School	web developer school	2	OCC
MERJ Unique Boutique	book and toy retail store	2	OCC
Mindful Yoga	yoga studio	1	OCC
Dollar General-Springfield	discount store	6	OCC
Victoria's Secret	retail store	2	OCC
Marco's Pizza-Bellevue	restaurant	2	OCC
Marco's Pizza-Papillion	restaurant	2	OCC
Marco's Pizza-LaVista	restaurant	2	OCC
Hive Rock Club & Art Gallery	bar and art gallery	5	OCC
Dickey's Barbecue Pit	restaurant	5	OCC
Nebraska Brewing Co.	brewing company	6	OCC
Gretna Auto Mall	used car dealership	4	OCC
Brakes Plus - Papillion	auto repair shop	5	OCC
Brakes Plus - Omaha	auto repair shop	5	OCC
Inner 10 Weapons & Training	indoor shooting range	4	OCC
House of Hoops by Foot Locker	retail store	5	OCC
CSM Group	construction management	3	OCC
Go Kid's Gym	indoor play area for kids	4	OWH
Fusion BBQ	restaurant	5	OWH
Pig & Finch	restaurant	8	OWH
Ray's Original Buffalo Wings	restaurant in Lemon Drop bar	5	OWH
Children's Respite Care-Papillion	special needs care	4	WOWTV
Pacific Life Insurance	relocating to Aksarben campus	0	WOWTV



# Fast Facts

*Ed Jaros, Research Analyst*

On June 21 2014 at 4:51AM Central Time, summer begins [1]. This will be the summer solstice: the longest day of the year here in Nebraska. In celebration of the solstice, we offer some quick facts about celestial bodies, seasons, and their interactions with the labor market.

There are an estimated 1,750 Astronomers in the employed in the US as of May 2013. They earn a median wage of \$110,450 annually [2]. The Standard Occupational Occupation system employed by the BLS does not provide specific data on astrologers.

The US Naval Observatory anticipates fifteen hours and six minutes of daylight on June 21 (see graphic) [3]. Long days are vital to many businesses in industries like accommodation, amusement, gambling & recreation, and agriculture & forestry support activity.

Daylight savings time (which runs from March 9 to November 2 this year) was instituted in part discourage “waste” of these longer daylight hours [4].

The BLS has estimated that about one sixth of full-time workers and about half of part-time workers work outside of typical daylight hours [5].

Equinoxes and solstices mark the change of season for climate, which impacts many occupations and industries. However, seasonal adjustment procedures employed by the BLS must also also account for things like holiday seasons and rotating production cycles [6].

Famous Nebraska landmark Carhenge, which was dedicated on the summer solstice in 1987, frames the solstice sunrise perfectly each year like its inspiration, Stonehenge [7].

#### *Sources:*

1. <http://www.usno.navy.mil/USNO/astronomical-applications/data-services/earth-seasons>
2. U.S. Bureau of Labor Statistics | Division of Occupational Employment Statistics <http://data.bls.gov/oes/> accessed 2014-05-28
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4. <http://www.rmg.co.uk/explore/astronomy-and-time/time-facts/spring-forward-100-years-of-british-summer-time>
5. <http://www.bls.gov/opub/mlr/1986/11/art1full.pdf>
6. <http://www.bls.gov/cpi/cpisapage.htm>
7. <http://carhenge.com/>

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