

NEBRASKA WORKFORCE TRENDS

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NEBRASKA
DEPARTMENT OF LABOR

.....
NOV 2014

- GRADUATE OUTCOMES - Northeast CC
- MAP FACTS - Election Day
- INDUSTRY INTERVIEWS - Fitness & Recreation Centers
- FAST FACTS - Black Friday

CREDITS

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Acting Commissioner of Labor

John H. Albin

LMI Administrator

Phil Baker

Editor

Scott Hunzeker

Editor

Grace Johnson

Graphic Designer

Taylor Colt



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SEPTEMBER UNEMPLOYMENT DATA

Byron Lefler, Research Analyst

LINCOLN MSA (not seasonally adjusted)

September Unemployment Rate: 2.8%

September Total Non-farm: 188,888

Manufacturing: 13,783

Largest OTM Increases:

Education & Health Services: 283 (1.0%)

Other Services: 22 (0.3%)

OMAHA MSA (not seasonally adjusted)

September Unemployment Rate: 3.6%

September Total Non-farm: 482,025

Manufacturing: 32,818

Largest OTM Increases:

Financial Activities: 163 (0.4%)

Mining & Construction: 150 (0.6%)

NEBRASKA (not seasonally adjusted)

September Total Non-farm: 993,177

Manufacturing: 97,863

Nebraska (smoothed seasonally adjusted)

September Unemployment Rate: 3.6%

Change (OTM): Unchanged

Change (OTY): -0.3%

Economic Regions (not seasonally adjusted)

Central: 2.5%

Grand Island: 3.1%

Mid Plains: 2.7%

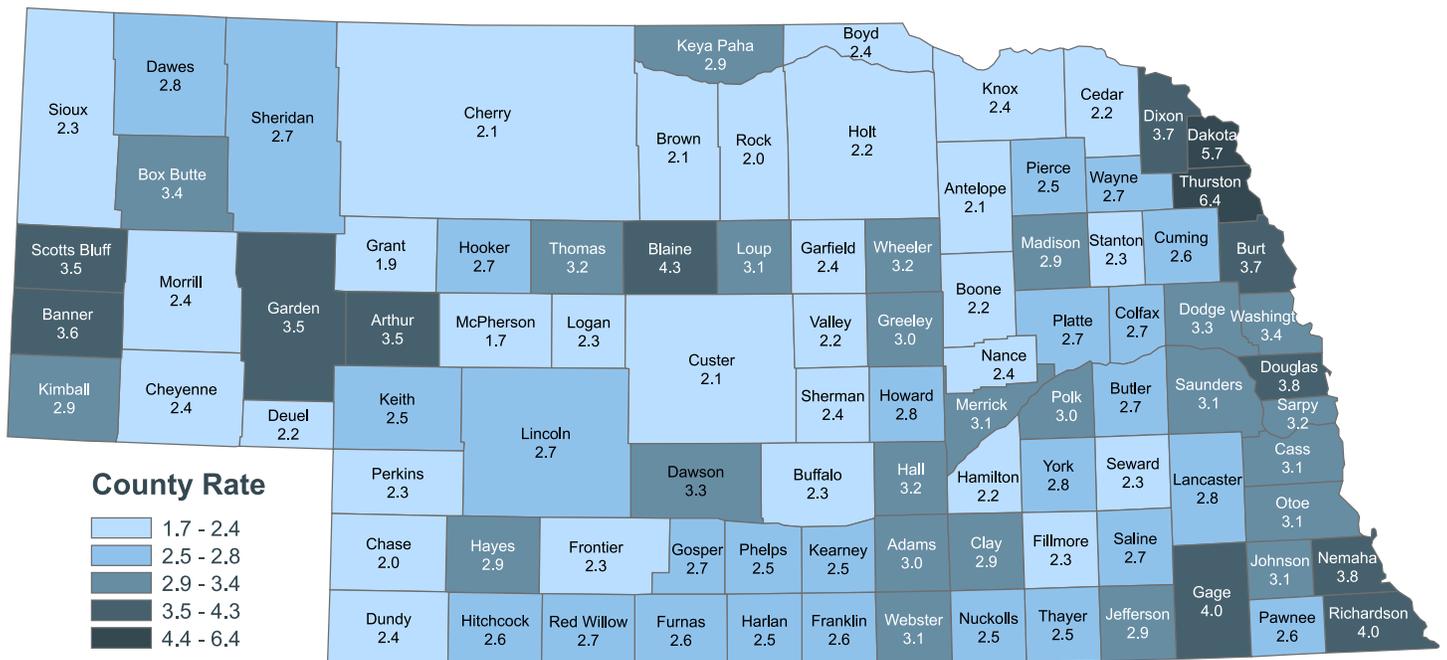
Northeast: 3.1%

Panhandle: 3.1%

Sandhills: 2.2%

Southeast: 3.2%

SEPTEMBER UNEMPLOYMENT RATE BY COUNTY



Sources:

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

FAST FACTS BLACK FRIDAY

Jennifer Gildersleeve, Research Analyst

Black Friday, the day after Thanksgiving, is known as one of the biggest shopping days of the year. Every November, millions of Americans forego sleep to head out to the stores or jump online to catch some Black Friday bargains. While many shop on this weekend for the deals, for some it is all about the experience itself. This year, Black Friday will be on Friday, November 28. Let's take a closer look at this interesting tradition.

CONSUMER SPENDING

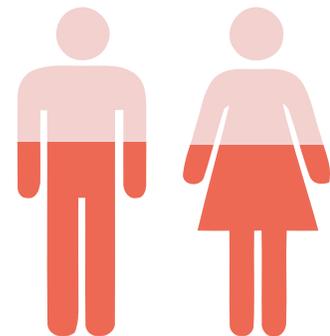
Consumers spent an estimated **\$57,400,000,000** on Black Friday weekend in 2013. (1)

In November 2013, there was an estimated **\$10,700,000,000** in sales at electronics and appliance stores and **\$17,300,000,000** in sales at department stores. (7)

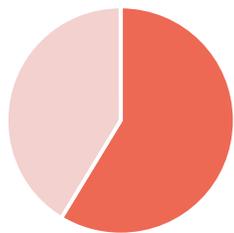


More than **1 in 4** shoppers said it will take a discount of 50% or more to persuade them to make a purchase. (2)

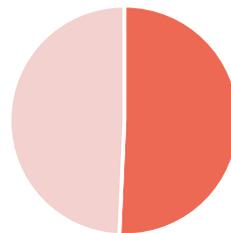
25% of US consumers plan to spend more on holiday shopping this year. (2)



59.3% of adult males in the US went shopping Black Friday weekend in 2013, compared to **58.2%** of females. (1)

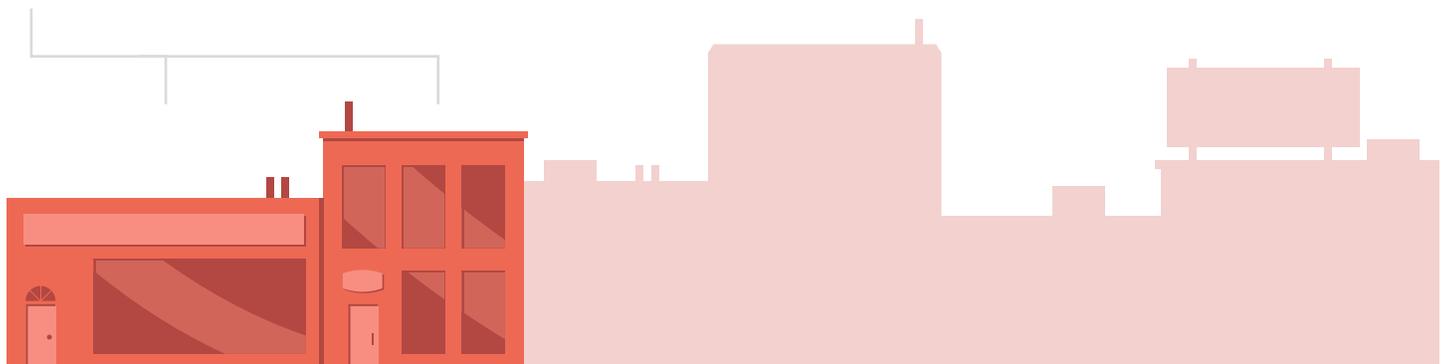


About **58.7%** of adults 18+ in the US went shopping (either in-store or online) black Friday weekend or planned to shop during that time in 2013. (1)



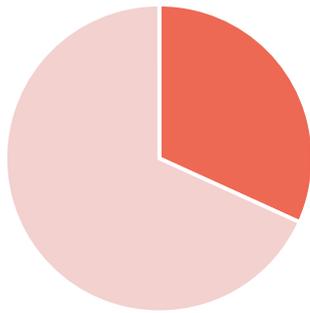
The average adult spends **50.7%** of their allotted gift budget between Thanksgiving and Cyber Monday. (4)

70% of consumer spending happens at the first two stores a shopper visits. (4)

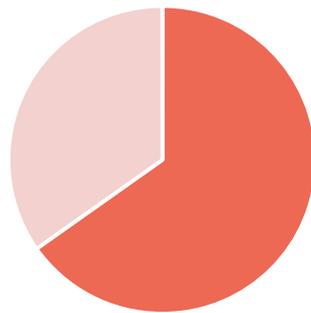


ACCORDING TO A 2013 NATIONAL RETAIL FEDERATION SURVEY, OF THOSE WHO WENT SHOPPING BLACK FRIDAY WEEKEND:

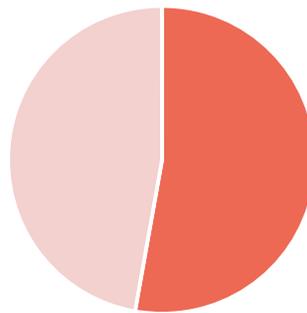
WHAT DAY DID CONSUMERS SHOP?



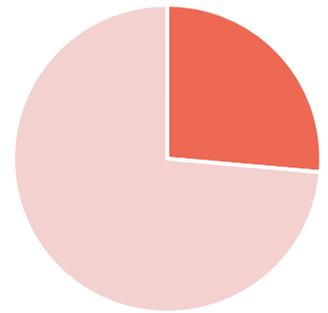
THURSDAY
31.8%



FRIDAY
65.2%

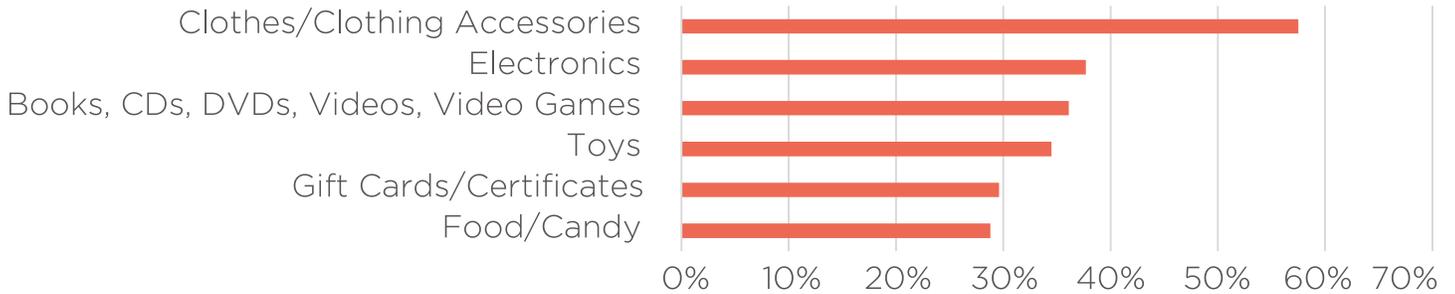


SATURDAY
52.8%

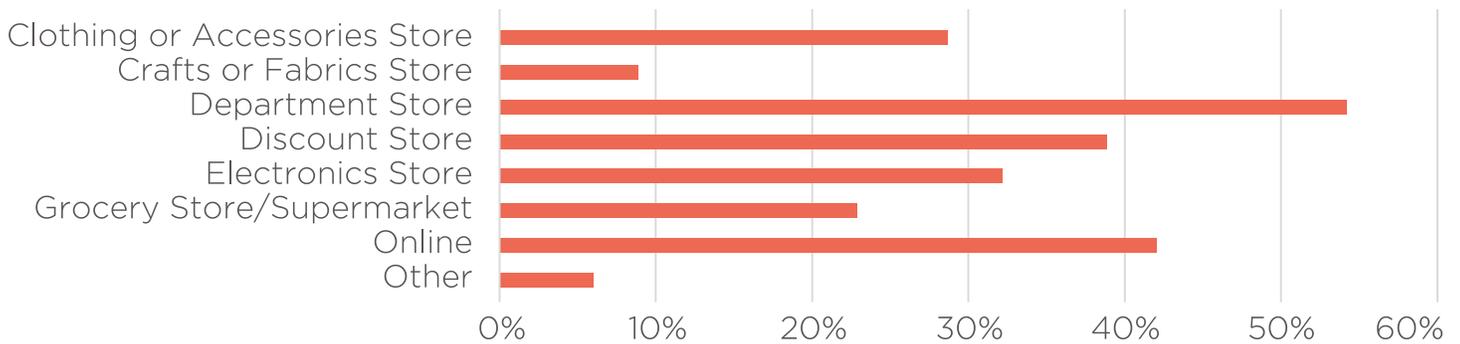


SUNDAY
26.4%

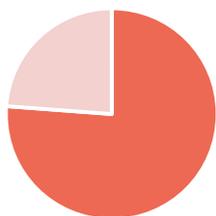
WHAT DID CONSUMERS BUY?



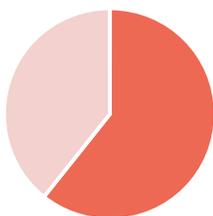
WHERE DID CONSUMERS SHOP?



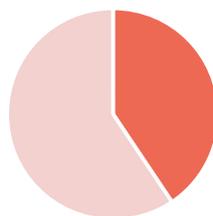
WHO WENT SHOPPING? (BY AGE)



18 - 34
76.2%

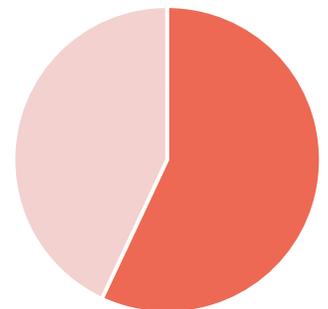


35 - 54
60.7%



55 +
40.6%

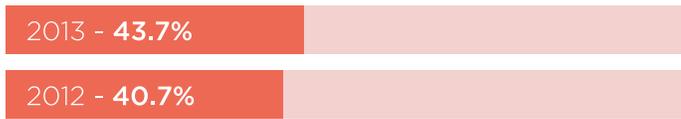
57% of adults in the Midwest went shopping or had planned to go shopping Black Friday weekend in 2013.



ONLINE BLACK FRIDAY SALES

Black Friday online sales grew **18.9 %** over 2012. (3)

ONLINE SALES



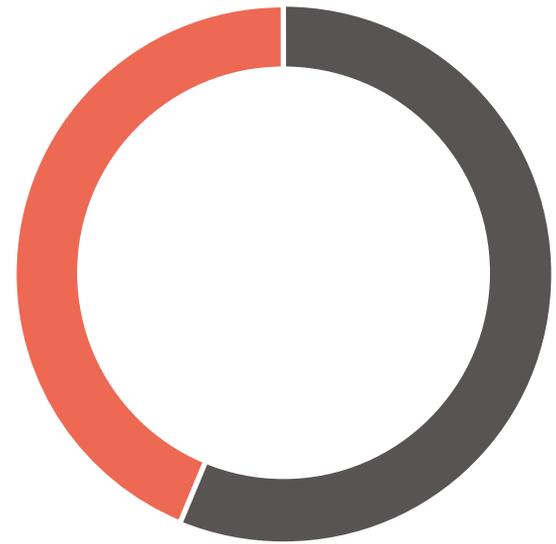
Of those total sales, **43.7%** was spent online in 2013 compared to **40.7%** in 2012. (1)

SHOWROOMING



Nearly three quarters (**68%**) of consumers say they are likely to participate in “showrooming” (looking at a product in a physical store and then searching for the best price and purchasing online) in 2014, compared to **63%** that did so during the 2013 holiday season. (2)

ESTIMATED CONSUMER SPENDING, BLACK FRIDAY WEEKEND 2013



ONLINE - \$25.1 BILLION
OTHER - \$32.3 BILLION

2013 BLACK FRIDAY ONLINE SALES



TABLETS - 14.4%
SMARTPHONES - 7.2%
OTHER - 78.4%

Mobile sales accounted for **21.8%** of Black Friday online sales in 2013 (an increase of almost 43% over 2012). (3)

This year, **24%** of consumers plan to use a smartphone for their holiday shopping, up from 18% last year. **37%** plan to use a desktop, mobile device, or tablet to shop online on Black Friday. (2)

iOS sales accounted for **18.1%** of all online sales on Black Friday 2013, compared to **3.5%** for Android. (3)

SOCIAL MEDIA INFLUENCE

The average online order value of holiday shoppers referred from Facebook on Black Friday 2013 was **\$52.30**, compared to those from Pinterest, **\$92.51**. Facebook converted traffic to sales at almost 4x the rate of Pinterest. (3)

Only about **1%** of purchases and traffic on ecommerce websites for Black Friday and the week as a whole were directly generated by social media sites. (3) However, in a recent holiday survey, 13% of survey respondents said they intend to use social networking sites to assist them in their holiday shopping this year. (2)

Last year, the term “Black Friday” received more mentions than “Thanksgiving Day” on social media sites like Facebook and Twitter. (5)

RETAIL WORKERS

There were **15.65 million** workers in Retail Trade employed in the US in November 2013, up from 15.36 million in November 2012. In December 2013, there were 15.83 million retail workers employed. Most retail jobs added during the holiday shopping season are added in November. (8)

According to outplacement firm Challenger, Gray & Christmas, **786,200** workers were added to US retail payrolls during the final three months of 2013. It is estimated that retailers could be adding more than 800,000 seasonal workers this year-the first time this many workers have been added since 1999. (6)

JOBS ADDED IN RETAIL TRADE



Sources:

1. Prosper Insights & Analytics/National Retail Federation, 2013 Black Friday Weekend Survey, https://nrf.com/sites/default/files/NRF_2013_Black_Friday_Weekend_results.pdf
2. Accenture, 2014 Accenture Holiday Shopping Survey-U.S. Results <http://newsroom.accenture.com/images/20020/2014%20Accenture%20Holiday%20Shopping%20Survey%20Deck%20FV%20%283%29.pdf>
3. IBM, IBM Digital Analytics Benchmark Black Friday Report 2013, <http://www-01.ibm.com/software/marketing-solutions/benchmark-reports/black-friday-report-2013.pdf>
4. Forbes, Here's the Real Reason Stores are Open for Black Friday Sales on Thanksgiving Day, November 28, 2013. <http://www.forbes.com/sites/clareoconnor/2013/11/28/heres-the-real-reason-stores-are-open-for-black-friday-sales-on-thanksgiving-day/>
5. Adobe, Adobe Digital Index, Shopping in a Digital World: Thanksgiving Weekend Sales Break All Records, December 2013. <http://www.adobe.com/content/dam/Adobe/en/solutions/digital-marketing/digital-index/pdf/di-black-friday-results-post-ue-v2.pdf>
6. Challenger, Gray, & Christmas, 2014 Holiday Hiring Outlook, <http://www.challengergray.com/press/press-releases/2014-holiday-hiring-forecast-more-jobs-2013-thanks-spending-gains-continued>
7. U.S. Census Bureau, Monthly Retail Trade and Food Services, Released October 15, 2014. Retrieved October 20, 2014. <https://www.census.gov/econ/currentdata/dbsearch?program=MRTS&startYear=1992&endYear=2014&categories=44X72&dataType=SM&geoLevel=US&adjusted=1¬Adjusted=1&errorData=0>
8. US Bureau of Labor Statistics, Employment, Hours, and Earnings from the Current Employment Statistics survey (National), Series Id: CEU4200000001, Retrieved October 20, 2014.

MAP FACTS ELECTION DAY

Kristin Derenge, Research Analyst

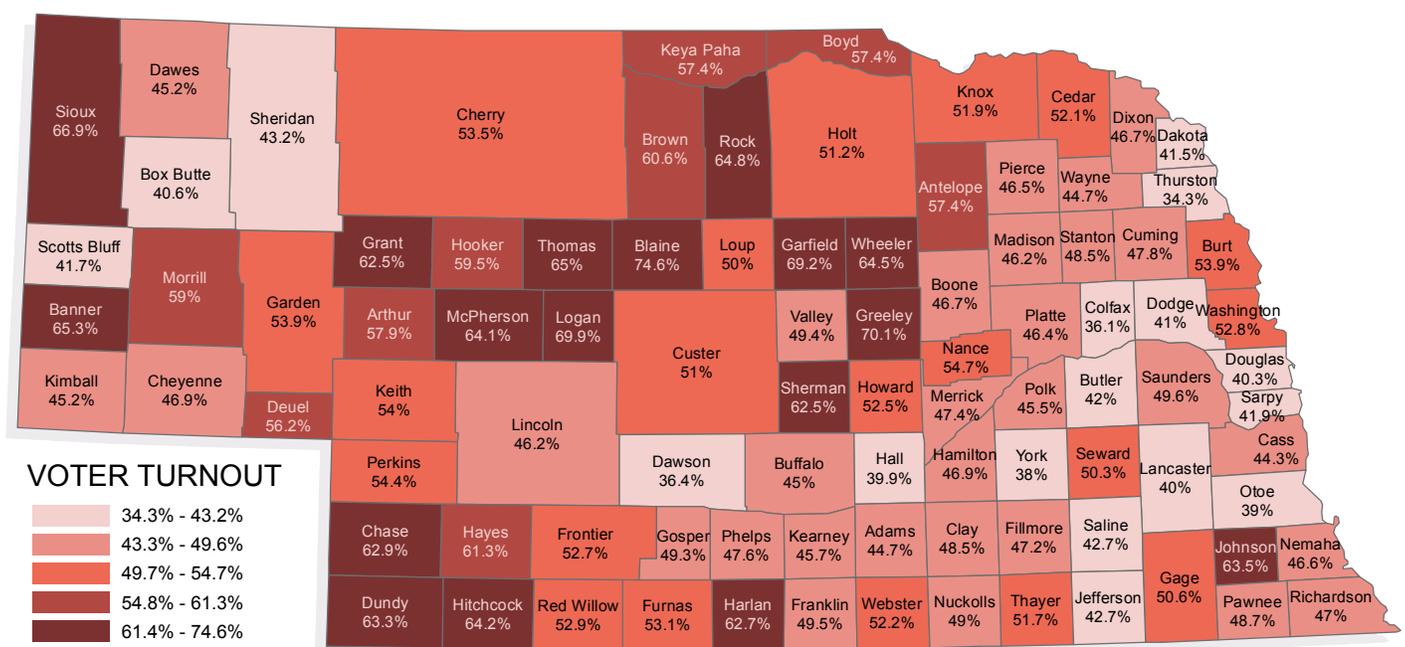
The Nebraska Secretary of State reports that Nebraska recruits over 9,000 workers on Election Day to assist in the voting process. This figure does not include the countless volunteers who campaign for their candidates. Election workers include polling assistants who help provide voter ballots and verify voter information. Other election workers oversee voter precincts to ensure compliance with voting regulations or review ballots and tabulate votes.

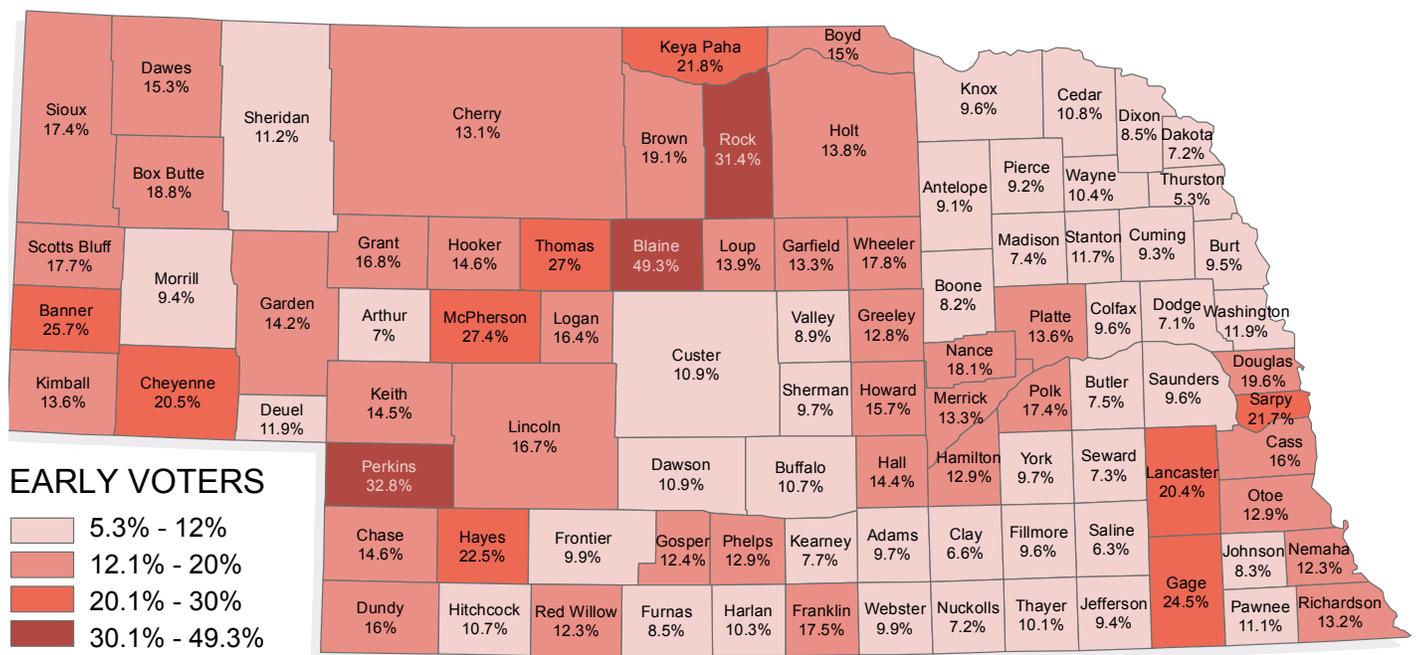
During the November midterm elections, election workers will help America elect a new House of Representatives and a third of US Senators. Nebraska will elect a new governor, along with 35 other states, according to the National Governors Association. Voter turnout is the percentage of registered voters who actually vote during an election. A look at voter turnout during the 2010 midterm elections may provide insight into the expected percentage of Nebraskan registered voters who will cast ballots this November.

VOTER TURNOUT BY COUNTY

Midterm election years, which occur two years after presidential election years, consistently have a lower rate of voter turnout than presidential election years. For instance, the US Census Bureau reports that 45.5% of registered voters nationwide cast ballots during the 2010 midterm elections, and data from the Nebraska Secretary of State reveals that 43.5% of registered Nebraska voters cast ballots in 2010. In contrast, the Census reports that about 61% of registered voters in Nebraska and nationwide voted during the 2012 presidential election.

Data from the Nebraska Secretary of State shows that during the 2010 elections, Nebraska counties with the highest voter turnout rates tended to be concentrated in the center and to the west of the state. Blaine County had the highest voter turnout rate; 74.6% of registered voters in





Blaine County cast ballots. Greeley County had the second highest voter turnout rate of 70.1%. Logan and Garfield counties followed with voter turnout rates of 69.9% and 69.2% respectively.

In contrast, Thurston County had the lowest voter turnout rate of 34.3%. Colfax County had the next lowest voter turnout rate of 36.1%, and Dawson County had the third lowest voter turnout rate of 36.4%.

The two largest counties in Nebraska, Lancaster County and Douglas County, reported a lower than average voter turnout rate. The voter turnout rate in Lancaster County was 40%, and the voter turnout rate in Douglas County was 40.3%.

Saunders County had the median voter turnout rate of just under 50%. Because of the lower voter turnout rates in large counties such as Lancaster County and Douglas County, the Nebraska-wide voter turnout rate of 43.5% was noticeably lower than the median county rate.

EARLY VOTING BY COUNTY

Data on the 2010 elections from the Nebraska Secretary of State may also provide insight into the 2014 expected percentage of early voters per county. Early voting in Nebraska includes voting by absentee ballot and voting at the polls before Election Day. The US Election Assistance Commission reports that 24% of voters nationwide voted through absentee ballots or through early voting at the polls in 2010. The Nebraska Secretary of State data reveals that the average rate of early voting in Nebraska was markedly lower than the national average at 16.1%.

The percentage of early voters by county varied drastically during the 2010 midterm elections. For instance, early voting rates ranged from a county low of 5.3% to a county high of 49.3%.

Almost half or 44 of Nebraska's 93 counties had an early voting rate between 5.3% and 12%, and 37 or about 40% of Nebraska counties had an early voting rate between 12.1% and 20%. The remaining 12 counties had an early voting rate between 20.1% and 49.3%.

Blaine County had the highest voter turnout rate as well as the highest rate of early voting as 49.3% of Blaine voters cast their ballots early. Perkins County had the second highest early voting rate of 32.8%, and Rock County had the third highest early voting rate of 31.4%.

Thurston County had the lowest early voting rate of 5.3% as well as the lowest rate of voter turnout. Saline County followed with an early voting rate of 6.3%, and Clay County had the third lowest early voting rate of 6.6%.

Lancaster County and Douglas County had higher than average early voting rates. Lancaster County had an early voting rate of 20.4%, and Douglas County had an early voting rate of 19.6%.

Gosper County had the median early voting rate of 12.4%. Because of higher early voting rates in large counties like Lancaster and Douglas, the overall early voting rate in Nebraska of 16.1% was notably higher than the median rate.



Photo by Nicole Klaus used under the Creative Commons Attribution 2.0 Generic License.

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Sources:

1. Nebraska Secretary of State. Become an Election Worker. [Online.] [Cited: October 20, 2014.] <http://www.sos.ne.gov/elec/pdf/election%20worker%20brochure.pdf>
2. National Governors Association. 2014 Gubernatorial Election Information. [Online.] [Cited: October 20, 2014.] <http://www.nga.org/cms/2014Elections>
3. United States Census Bureau. Voting Hot Report-TheDataWeb. Voting and Registration. [Online.] [Cited: October 20, 2014.] http://thedataweb.rm.census.gov/TheDataWeb_HotReport2/voting/voting.html
4. Nebraska Secretary of State. Official Report of the Board of State Canvassers of the State of Nebraska; General Election: November 2, 2010. [Online.] [Cited: October 20, 2014.] <http://www.sos.ne.gov/elec/pdf/2010%20Gen%20Canvass%20Book%202011-30-Final.pdf>
5. U.S. Election Assistance Commission. 2010 Election Administration and Voting Survey. [Online.] [Cited: October 20, 2014.] http://www.eac.gov/assets/1/Documents/990-281_EAC_EAVS_508_revised.pdf



Kermit Spade
Research Analyst

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203 JOBS IN THE OMAHA AREA
.....

OMAHA

OPENINGS

Watch Station
Auntie Anne's
Steve Madden
Fossil Inc.
Francesca's
Minute Clinic
H & M
Dollar Store (176 & Q)
Daddy's Neighborhood Market
Makovicka PT (Midtown)
The Limited
Grandview Middle School
Premier Bank
General Manufacturing
Schlotzsky's
Provisions By The Grey Plume

TYPE OF BUSINESS

Outlet watch store
Pretzel kiosk
Clothing outlet store
Clothing outlet store
Outlet boutique
Walk-in clinic at CVS
Clothing store
Retail store
Fresh organic produce
Physical therapy clinic
Clothing outlet store
Elkhorn public school
Bank branch
Restaurant furniture
Restaurant
Food specialties

JOB #

5
3
5
10
5
10

15
3
5
7
50
10
12
15
5

SOURCE OF INFO

Omaha World Herald
OWH
OWH

EXPANSIONS

Cabela's
Mammel Hall- UNO
Half Price Books
Fremont Beef
Securities America
Freddy's Frozen Custard

PROJECT

3 new stores outside NE
Addition to building
Expanded & remodeled
New addition
Acq. Dalton Investment
Custard shop

0
8
0
0
30
5

OWH
OWH
OWH
Fremont Tribune
OWH
OWH

.....
BEATRICE

- Dollar Tree
- Shoe Sensation

PLATTSMOUTH

- Lipstick Stain Boutique
- Emergency Management
- adding 3 staff

ALLIANCE

- Maverik, Inc.

INDUSTRY INTERVIEWS: FITNESS AND RECREATIONAL SPORTS CENTERS

Aaron Ziska, Research Analyst

The Nebraska Department of Labor (NDOL) Office of Labor Market Information (LMI) collects, tabulates and disseminates rafts of data every year in an effort to provide institutions with timely, relevant statistics. Understanding what is transpiring in Nebraska’s labor market is a vital component in a comprehensive business plan. It is important to remember the human element of labor market statistics – the employers and their employees. This month in Trends, we will be showcasing a couple of businesses in a less formal manner to explore the workforces they employ, industries they represent, and issues they encounter while operating in Nebraska’s micro-economy. This particular article is focused on two gyms in the Lincoln area.

The locations that are showcased in this month’s Trends are Lincoln’s Fallbrook YMCA and My Gym, a Lincoln franchisee with its headquarters located in Sherman Oaks, Los Angeles. JP Lauterbach, Katherine Brockman, and Misty Muff of the YMCA administrative offices and Marian Pegler of My Gym agreed to meet with NDOL to share what goes on in their respective fitness and recreation establishments, and educate Trends readers about their organizations and the services they provide.

At the time of the interview, the Lincoln YMCA locations employed 950 workers, with over 150 of these located in the Fallbrook location – a staggering figure compared to the average size of a gym in Nebraska being around 18 staff

according to the Nebraska Quarterly Census of Employment and Wages. Fifty-two of the 950 employees were full-time status, with the remainder being part-time staff or seasonal help. The titles for their staff are listed on the following page.



I must admit I am not a YMCA member, but when I initially imagined the “Y”, as it is affectionately referred to, I thought of

rooms full of fitness equipment, mirrors everywhere, and large cooling fans to keep air circulating, but it is much more than just this. They offer childcare services for parents who want to get in a quick workout but don’t want to go through the hassle of finding a babysitter for 30 minutes. Health and wellness programs are offered to provide lifestyle instruction to not just help people become fit, but to help them keep fit. Staff were quick to point out that not only does the YMCA strive to help people become physically fit, but also mentally healthy through wellness coaching, group exercise programs, and volunteering opportunities, all the while fostering a sense of community among their members and with the community surrounding them.

I had a chance to discuss issues regarding operating the gym with the YMCA staff. It was comforting to find out that all staff receive safety training pertinent to their

PART TIME STAFF

Child Watch Staff
Preschool Instructor
Front Desk Staff
Group Exercise Instructor
Gymnastics Instructor
Lifeguard
Housekeeping
Maintenance
Nutrition Specialist
Birthday Party Supervisor
Personal Trainer
Private Music Instructor
Dance Instructor
Gym Class Instructor
Martial Arts Instructor
Before/After School Program Staff
Summer Childcare Staff
Youth Sports Site Supervisor
Swim Lesson Instructor
Swim Team Coach
Wellness Coach
Wellness Specialist
Camp Counselor

FULL TIME STAFF

Membership Director
Health & Wellness Director
Youth, Teen & Family Director
Aquatics Director
Youth Sports Director
Camp Kitaki Director
Executive Director
Marketing Director
Accountant
Human Resource/ Payroll Specialist
Administrative Assistant
Financial Assistance Specialist
Creative Services Director
Property Directors
President/CEO
Chief Operations Officer
Chief Financial Officer
Chief Administrative Officer

position; notably, childcare, ropes courses, and aquatics, with many of these requiring extra specialty training or licensing. For instance, you must already be a certified lifeguard before you will be considered for a lifeguard position. All staff are required to attend child abuse training as well. With this incredible breadth of services offered, while YMCAs are generally listed under gyms according to BLS coding taxonomies, they really are much more than just a fitness membership.

Based on O*NET data for fitness trainers, located under the Occupational Summary within NEworks.nebraska.gov, the most common education expected of a candidate searching for a position as a fitness trainer and aerobics instructor, one of the most common jobs in a gym, is a bachelor's degree, followed by a three way tie for 2nd most common: high school diploma, post-secondary certificate - training after high school, or an associate degree or other two-year degree.

Misty gave a short list of some of the most important things she focuses on when vetting a potential YMCA employee.

- Strong customer service skills
- Knowledge and understanding of the YMCA, its mission, and its values
- Ability to multi-task
- Ability to work with a diverse population



Photos courtesy of the Fallbrook YMCA

Being bilingual is also a benefit for applicants, though not a necessity, with Spanish being helpful as well as being able to speak Vietnamese.

In the less formal meeting with the YMCA administrators, we covered some subjects that were personal curiosities of mine. I asked if they notice a sizable drop off of memberships, or even attendance after peoples' New Year's resolutions had tapered off. To my surprise, Misty and JP said, "It used to be worse," but now the drop is less intense, and the drops they see are "during the later spring months when people sign up for outside programs." I also asked what their longest current running membership in Lincoln was and was told the longest is a person who has been a member since 1930, with an honorable mention of a second member who signed up in 1933.



My Gym opened in Lincoln in April 2012 and has been worldwide for over 30 years, with locations in 110 countries. The facility had three staff members as of the interview, one being the owner-franchisee, and two part-time staff.

The gym provides a safe, monitored environment for children to develop their socialization and motor skills. The classroom is an explosion of bright, vibrant colors with multiple areas designated for different sorts of activities ranging from climbing walls and a trampoline to a set of parallel/uneven bars, which varies from time to time to accommodate the standard for each gender.

My Gym offers class schedules for a broad age range, with parent participatory classes for children as young as 7 months to independent classes up to 13 years of age. Marian was excited to be offering classes to encourage healthy, involved



and entertaining exercise for young kids. She explained that the peak season enrollment is near or above 200 and summer is a slower period with around 100 kids registered for classes.



Staff at My Gym who are charged with supervising class participants are titled “teachers.” With two teachers supervising at all times, at least one of them is required to be CPR certified, and all are trained in-house in child abuse recognition and prevention. At the time of our interview, Marian said she was looking for an additional employee with an athletic background and prior experience with children.

Marian said the ultimate goal for My Gym is to make exercise fun for kids and break the grip sedentary lifestyles have on many children by fostering early exposure to consistently scheduled physical activity. Her personal goals for the business is the seemingly obvious economic expansion, with a more specific goal of expanding her business on to an Omaha location.

To keep up with current business ideas and models, both establishments rely on their national branches to provide a

measure of guidance and direction. Any changes at My Gym must be approved by the franchise due to contractual obligations. Many of the new programs designed by the YMCA are recommended by project management teams who review safety enhancements, program consistency from branch to branch, and the aforementioned program enhancements. Some enhancements begin at the recommendation of members via surveys and informal interactions. Boasting a membership of over 30,000 members, and attracting over 50,000 participants in annual events, the YMCA has been rated as one of the best places to work two years in a row in Lincoln, 2013 and 2014 respectively.

Both My Gym and the Fallbrook YMCA are great examples of Nebraska businesses that are not just numbers on a page like we often see them, but live, growing organizations with real concerns and goals they are pursuing. I and NDOL would like to again thank both of these businesses for taking the time to be a part of Trends and look forward to replicating this type of exposure for more businesses to come.

For more information on classes offered by My Gym visit their website: www.mygym.com/lincoln. Marian’s My Gym can be found on Facebook at <https://www.facebook.com/mygymlincoln> and on Yelp at <http://www.yelp.com/biz/my-gym-childrens-fitness-center-lincoln>.

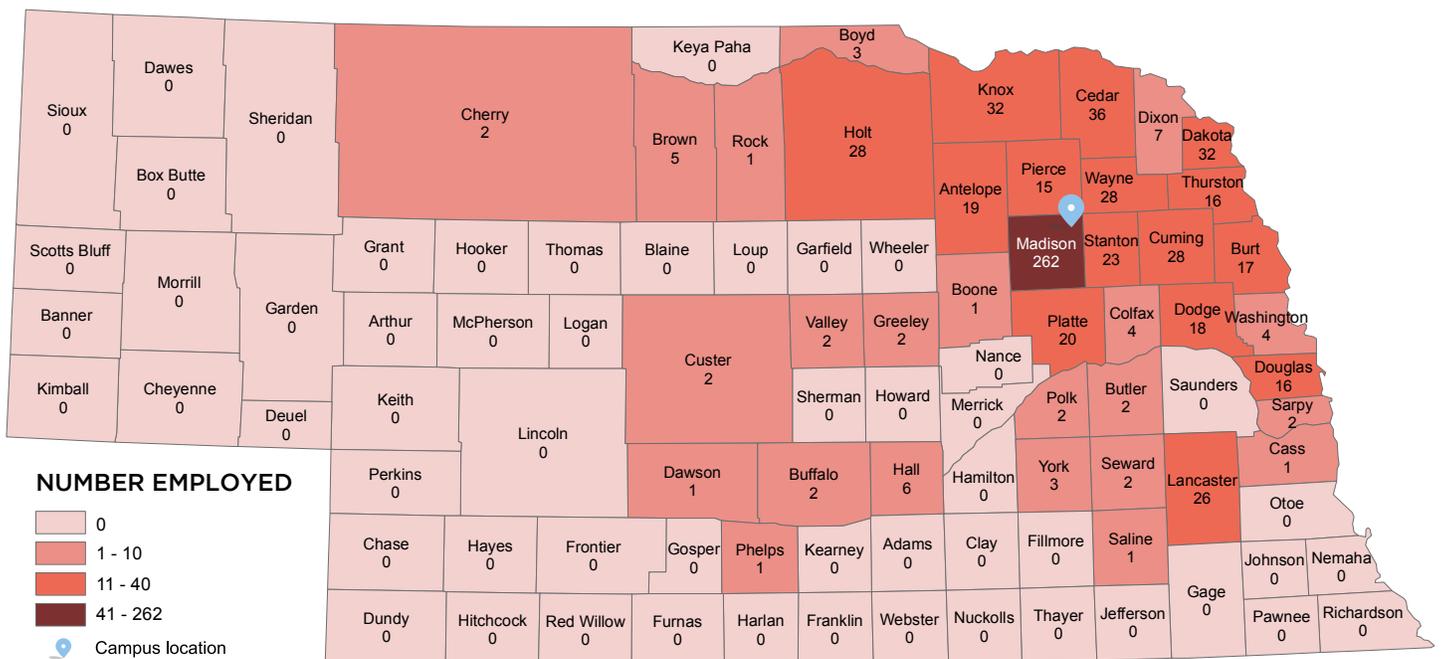
More information on YMCA programs can be found at www.ymcalincoln.org/ and on Facebook at <https://www.facebook.com/YMCALincolnNE>.

GRADUATE OUTCOMES: NORTHEAST COMMUNITY COLLEGE

Mary Findlay, Research Analyst

There were 1,240 Northeast Community College graduates between July 1, 2011 and June 30, 2012. Of these graduates, 904 (73 percent) were working in Nebraska in the first quarter of 2013, a 4 percent increase over the previous year. Nearly two-thirds of the graduates (65 percent) were female. Female graduates (73 percent) were more likely to be working in the state than male graduates (71 percent).

There was at least one graduate employed in 38 of the state's 93 counties. Nearly four out of 10 graduates (262) worked in Madison County followed by Cedar (36), Dakota (32) and Knox (32).



INDUSTRY EMPLOYMENT AND WAGES

The health care industry had the highest number (357) of graduates working in the state in the first quarter of 2013, followed by the retail trade industry with 108. These two industries comprised about half (51 percent) of the graduates working in Nebraska and included graduates from all fields of study.

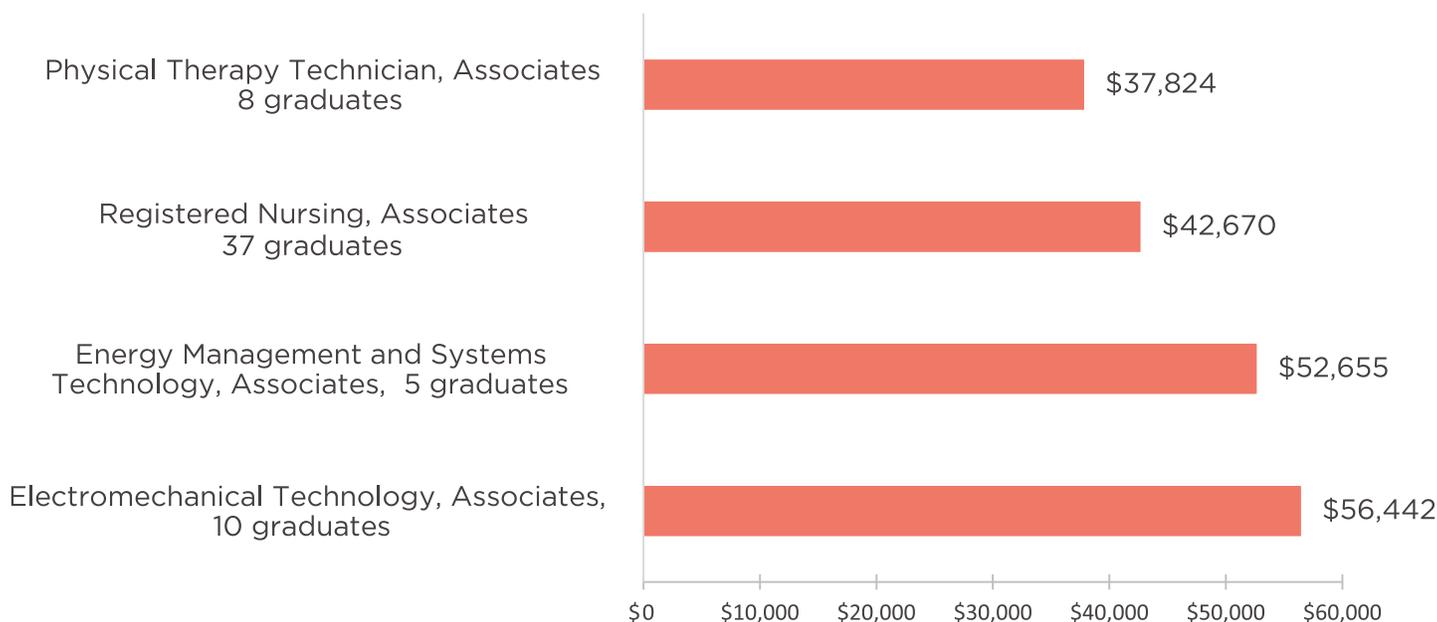
The 13 graduates employed in the utilities industry had the highest discloseable estimated average annual wage of \$45,401, followed by the 67 graduates employed in the manufacturing industry with \$35,121.

FIELDS OF STUDY, EMPLOYMENT AND WAGES

There were 31 degrees/fields of study that had 80 percent or more of the graduates working in the state. A total of 391 students graduated from these programs, with 341 working in Nebraska in the first quarter of 2013.

Health care fields of study contributed the top four highest number of graduates working in the state. Overall, the highest number (264) of graduates working in the state was in the less than one year award nursing assistant/aide and patient care assistant field of study. The second highest number of graduates (92) working in Nebraska were in the less than one year award medication aide field of study. Associate degree registered nursing had the third highest number of graduates working in the state with 37, and less than one year award emergency medical technician had 31.

**Top Four Fields of Study
With Highest Average Annual Wages**



There were nine fields of study with a total of 110 graduates working in the state with estimated annual average wages above \$30,000 per year. Five of the nine fields of study producing the highest wages were technical fields, three were in medical fields and one was in an agricultural field of study.

For more graduate outcomes information, contact the Nebraska Department of Labor's Office of Labor Market Information 402-471-2600 or Imi_ne@nebraska.gov.

ECONOMIC INDICATORS WEEKLY MANUFACTURING HOURS

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 on the next page. This month, we'll be focusing on Average Weekly Manufacturing Hours.

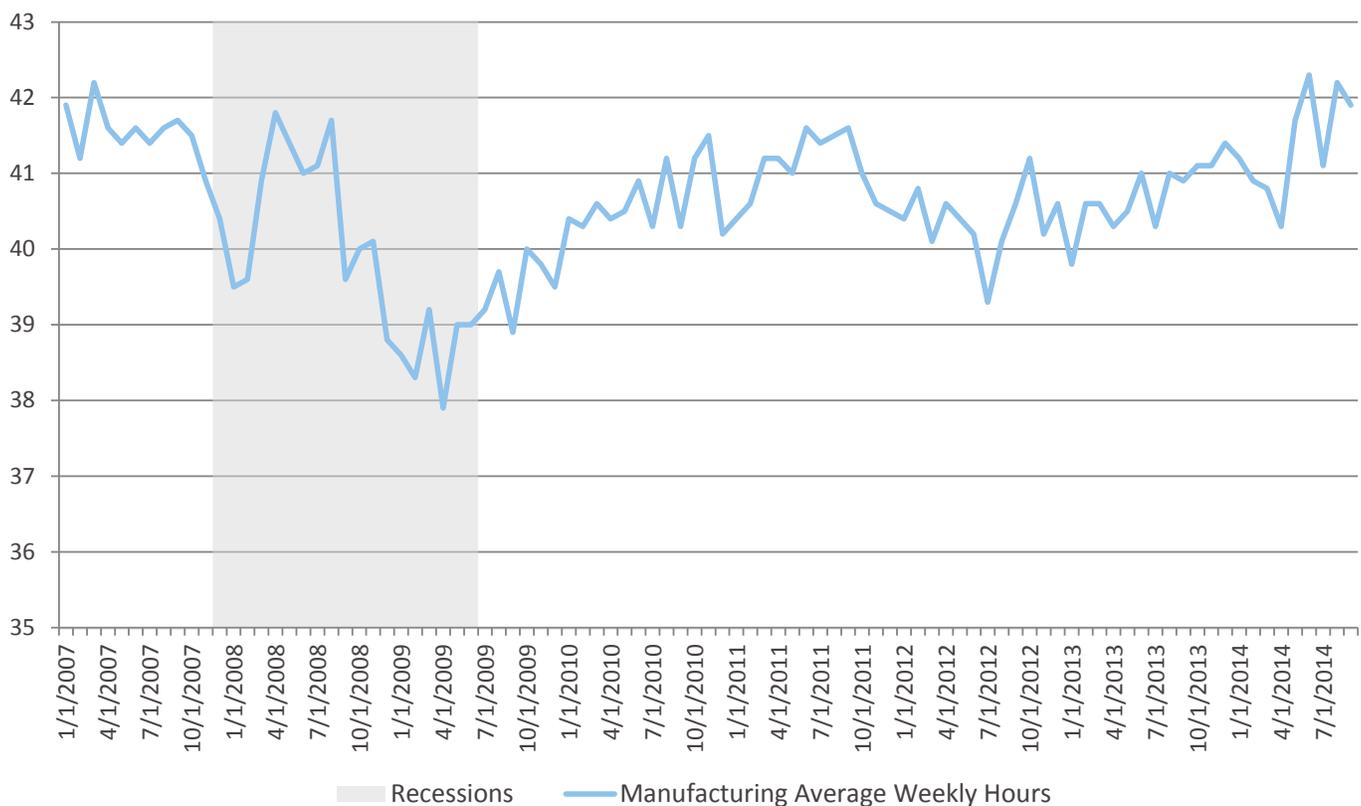
According to the Bureau of Labor Statistics Handbook of Methods:

“Average weekly hours relate to the average hours per worker for which pay was received and is different from standard or scheduled hours. Factors such as unpaid absenteeism, labor turnover, part-time work, and stoppages cause average weekly hours to be lower than scheduled hours of work for an establishment. Group averages further reflect changes in the workweek of component industries. Average weekly hours are the total weekly hours divided by the employees paid for those hours.”

The manufacturing average weekly hours series is used in the Index of Leading Economic Indicators (LEI), which forecasts changes in the business cycle.

To learn more visit <http://www.bls.gov/opub/hom/pdf/homch2.pdf>.

NEBRASKA AVERAGE WEEKLY HOURS OF ALL EMPLOYEES, MANUFACTURING



Change Over Last Quarter/Month				
Metric	Current Time	United States	Midwest Region	Nebraska
Real GDP, billions of chained 2009 dollars	2nd Quarter, 2014	+4.6%	-	-
Effective Federal Funds Rate	September, 2014	0.00%	-	-
Balance on the US Current Account, in millions of dollars	1st Quarter, 2014	-3.5%	-	-
Barrel of Crude Oil, WTI-Cushing, Spot Price	September, 2014	-\$3.33	-	-
Employment Cost Index	2nd Quarter, 2014	+0.7%	-	-
Producer Price Index: All Commodities	September, 2014	-0.1%	-	-
Average Weekly Manufacturing Hours	September, 2014	+0.1	-	-0.3
House Price Index	2nd Quarter, 2014	+2.2%	+2.0%	+1.9%
Consumer Price Index, not seasonally adjusted	August, 2014	-0.2%	-0.2%	-
Unemployment Rate, seasonally adjusted	September, 2014	-0.2%	-0.1%*	0.0%
New Private Housing Units Authorized by Building Permits	September, 2014	+1.5%	+8.2%	+12.7%*
Net Taxable Sales	July, 2014	-	-	-2.6%
Money Stock, M2	September, 2014	+0.3%	-	-
University of Michigan, Consumer Sentiment Index	September, 2014	+2.5%	-	-

* Data is lagged one month.

Sources:

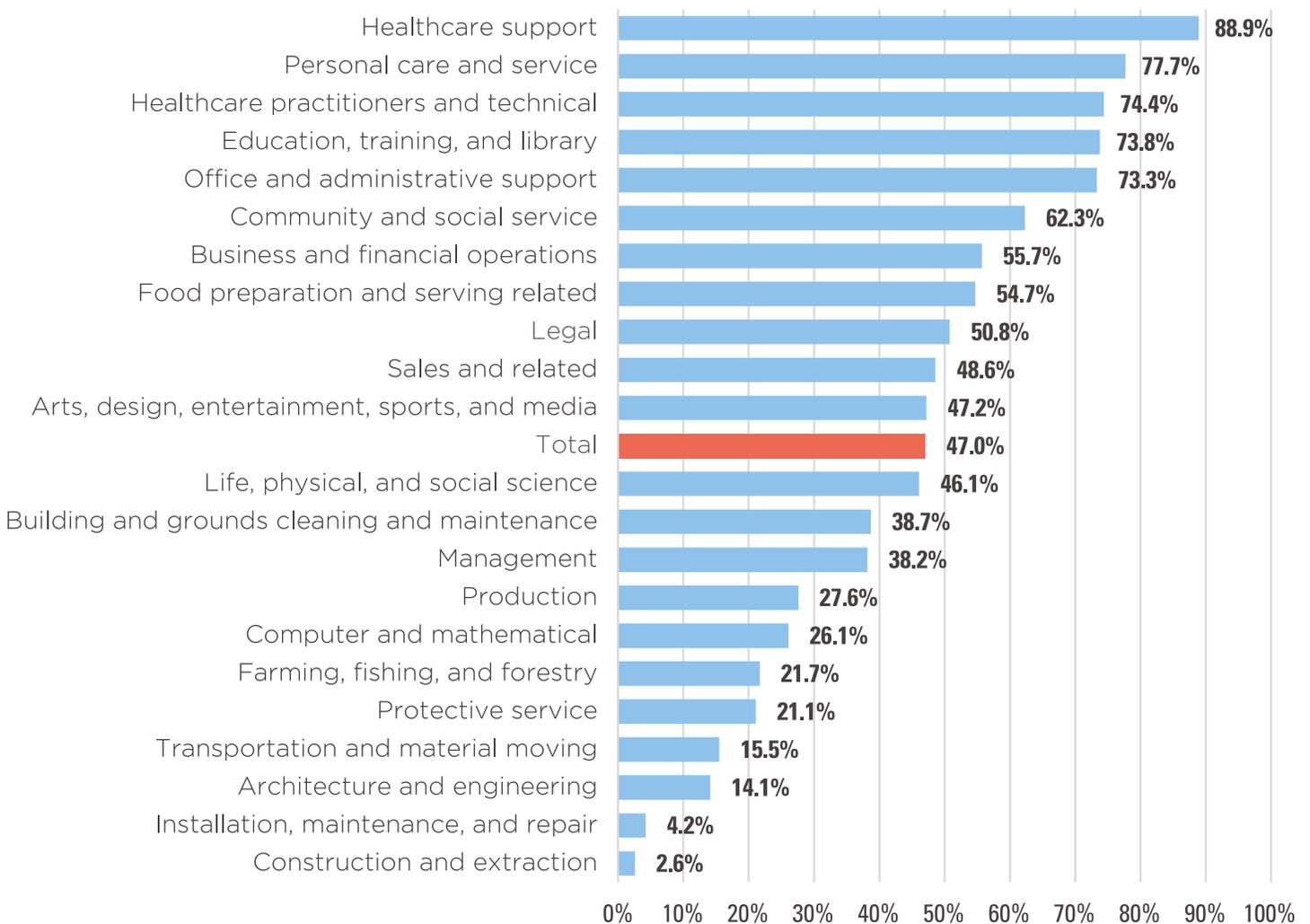
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FEMALE HELD OCCUPATIONS

Jodie Meyer, Research Analyst

In 2013, women accounted for 47 percent of all workers employed in the United States. The percentage of females in different occupations can vary significantly. Let's take a look at the 2013 Current Population Survey from the U.S. Bureau of Labor Statistics to see how occupations break down by gender nationally. Women were most represented in occupations related to healthcare with 88.9 percent of healthcare support workers being women, the largest percentage of the major occupational groups. Personal care and service occupations had the second highest percentage, 77.7 percent, followed by healthcare practitioners and technical occupations, which were 74.4 percent female.

PERCENTAGE OF WOMEN EMPLOYED BY MAJOR OCCUPATIONAL GROUP



Three healthcare-related occupations top the list of individual occupations predominately held by females. Dental hygienists had the highest concentration with 98.3 percent female workers. Medical transcriptionists came in second where 97.8 percent of workers were women and dental assistants came in fourth at 95.7 percent women.

In the construction and extraction major occupational group, 2.6 percent of workers were female. The individual occupation of cement masons, concrete finishers, and terrazzo workers employed the smallest amount of women, zero percent when rounded down. Another construction occupation, drywall installers, ceiling tile installers, and tapers, was made up of 0.6 percent female workers.

The major occupational group that aligns the closest with the total percentage of females employed, 47 percent, is arts, design, entertainment, sports, and media occupations where 47.2 percent of employment was female. The life, physical, and social science occupational group also aligns closely to the total percentage with 46.1 percent of this group's employment being female. The closest 50/50 split is in the legal occupations group where women made up 50.8 percent of the workers.

When examining individual occupations that align closely with the total percentage of females employed, electrical, electronics, and electromechanical assemblers had the exact same distribution where 47 percent of the workers were female. The occupation of advertising sales agents was also close to the total with 47.2 percent female workers. Photographers had an even 50/50 split and retail salespersons (49.7 percent female) and postsecondary teachers (50.2 percent female) were also close to an even split.

Source:

1. U.S. Bureau of Labor Statistics. 2013. Current Population Survey. Employment by detailed occupation, sex, race, and Hispanic ethnicity. <http://www.bls.gov/cps/cpsaat11.htm>

NEBRASKA WORKFORCE TRENDS

Nebraska Department of Labor
Office of Labor Market Information
550 S 16th Street
Lincoln NE 68508

Telephone 800.876.1377
Email ndol.lmi_ne@nebraska.gov

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