



Nebraska Workforce
TRENDS


NEBRASKA
DEPARTMENT OF LABOR

.....
October 2013

Feature Story

Full Employment

.....
Occupation Profile

Urban and Regional Planners

.....
Flash Forward

**Northeast Future Industry and
Occupation Employment Trends**

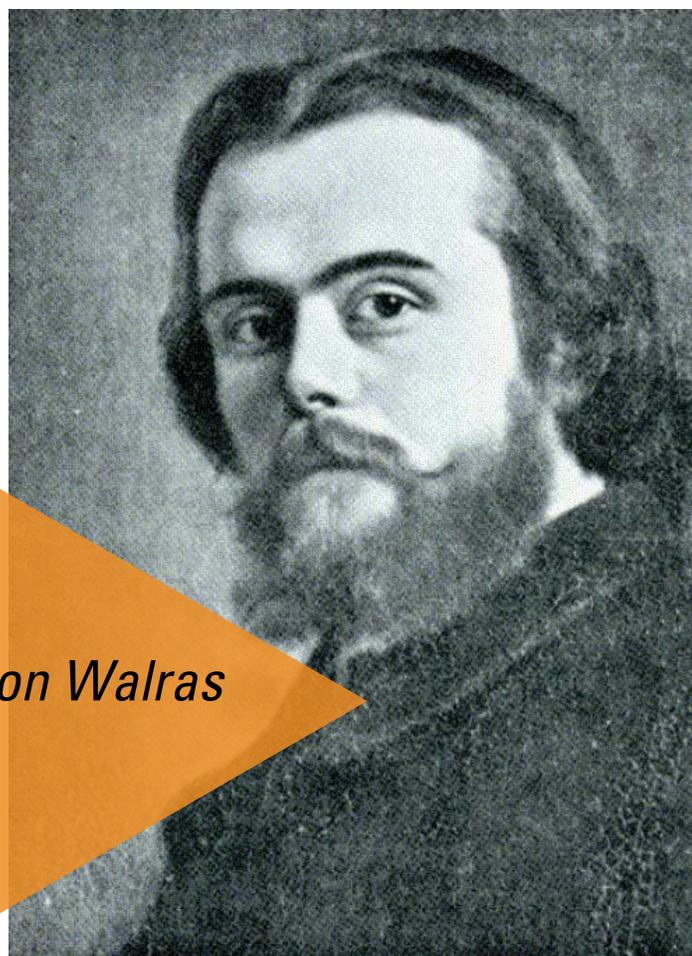
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Full Employment and Natural Rate of Unemployment

Aaron Ziska, Research Analyst

Many people are familiar with the Bureau of Labor Statistics' unemployment rate and unemployment figures report that is released monthly; fewer are familiar with what all is involved in producing these statistics. Fewer still are familiar with the terms of "full employment" and "natural rate of unemployment." These two terms are far from the forefront of public discussion in today's media, but are supported by many economists and cannot be forgotten or completely discounted.



Léon Walras

Full employment is a concept introduced by neo-classical economists in the late 19th century, early 20th century. It refers to the rate of employment where there is no longer unemployment due to lack of work for available laborers. "Full employment" does not necessarily mean 100 percent of laborers are employed. The natural rate of unemployment is, in effect referring to the same situation as 'full employment'. Some are still unemployed due to skills and location mismatches. Examples include workers who are not properly educated for the jobs that are available or those who are not located where jobs are available for their current skill set.

Expressed as the percentage of labor force that is employed, the full employment rate is more commonly referenced as the Non-Accelerating Inflation Rate of Unemployment (NAIRU) according to the Organisation for Economic Co-operation and Development (OECD). The NAIRU has been forecasted for the OECD for different countries globally with reference periods back to 1988. It is expressed as the rate of structural unemployment and since 2010 has been reported as 6.1 percent unemployment for the United States. (1) This is edging up from an average of 5.5 percent over the period of 1998 to 2007.

A bit of economic background is helpful in discussing the NAIRU and its history. A French mathematician and economist named Léon Walras published his *Elements of Pure Economics* in the late

19th century. Largely known in the economics academia world, Elements proposes the basal market economic model of aggregate supply and demand commonly referred to today as “Walras’ Law.” The Walras model asserts that in a market economy aggregate demand will, in the long run, eventually settle to equilibrium with aggregate supply, with “aggregate” referring to several different macroeconomic markets. Some of the markets included in the “aggregate” are money and demand deposits, investment capital, capital stock, and of course labor markets. This history lesson is necessary to explain a portion of the following passage by another respected economist, Milton Friedman.

Much of the NAIRU’s popularity was spurred forward by the prolific economist Milton Friedman in the late 1960’s. The natural rate of unemployment was mentioned in a discussion of monetary policy between Friedman and the American Economic Association. In the address Friedman states, “...The ‘natural rate of unemployment’ in other words, is the level that would be ground out by the Walrasian (2) system of general equilibrium equations, provided there is imbedded in them the actual structural characteristics of the labor and commodity markets, including market imperfections, stochastic (3) variability in demands and supplies, the cost of gathering information about job vacancies and labor availabilities, the costs of mobility, and so on.” (4) Friedman goes on to distinguish his hypothesis from the preceding thoughts that were failing to explain the current labor market, at that time with specific mentions of real wages and interest rates as opposed to nominal wages and rates in previous hypotheses. Even at market equilibrium then, Friedman tells us, there will be some non-zero rate of unemployment.

The deterioration of the skills of workers that experience extended periods of unemployment is one of the largest concerns of economists when discussing long-term unemployment that is

caused by demand deficiency labor issues, rather than structural unemployment. This deterioration is sometimes referred to as the economic ‘scarring’ effect of recessions. As of July 31, 2013, there were over 6.8 million unemployed workers that had exhausted Tier 4 Emergency Unemployment Compensation (EUC) payments, nationwide. This means these workers were unemployed and qualified for EUC payments for a total of 53 weeks. The federal government has put a few pieces of legislation into place that affords it options in combating skill reduction and the economic hardship of long-term unemployment. In 1946, the Employment Act was passed and later updated to the Full Employment and Balanced Growth Act in 1978. These acts grant the U.S. government the authority to create government jobs for the purpose of re-employing workers and decreasing the unemployment rate. (5) (6). However, Congress to date has not created the “reservoir of public employment” mentioned in these acts.

“Full employment” and “natural rate of unemployment” demonstrate that even a healthy economy will see some level of unemployment. While these terms are not widely used by the general population, they do have value in exploring the various factors influencing employment levels.



*Milton
Friedman*

Fast Facts: Selected Housing Characteristics

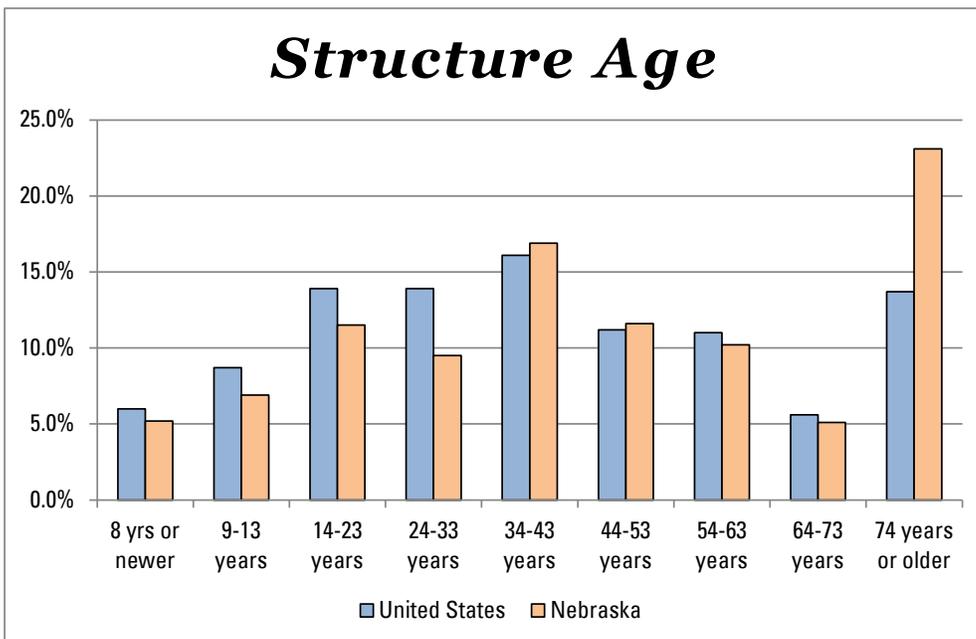
Kermit Spade

The U.S. Census Bureau's American Community Survey contains a wealth of information about America. The data collected in this survey helps lawmakers decide how to allocate more than \$400 billion in federal and state funds each year. The Census Bureau's American Fact Finder website (<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>) provides easy access to the data collected by the American Community Survey, and other Census products, covering a variety of subjects. Just one of these covered subjects is "Selected Housing Characteristics." Let's take a look at how the housing characteristics of Nebraska compare to that of the U.S. as a whole. Overall, when compared to the U.S., Nebraska housing tends to be older, roomier, less valuable, and less costly to own.

Structure Age

Structure Age

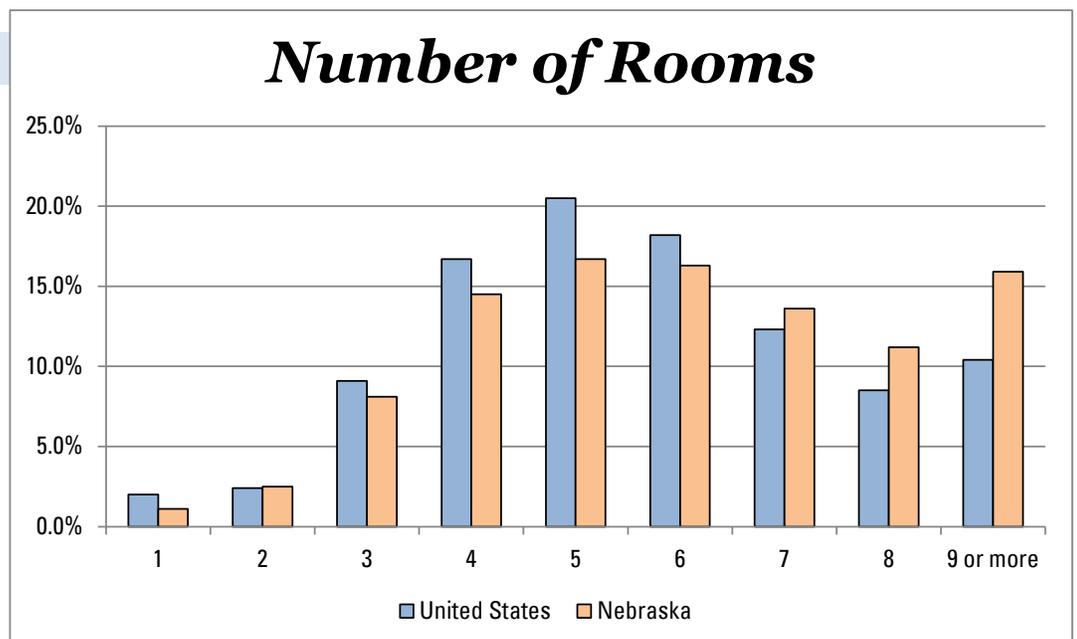
A much higher percentage of housing in Nebraska (23.1%) was built in 1939 or earlier, compared to the U.S. (13.7%).



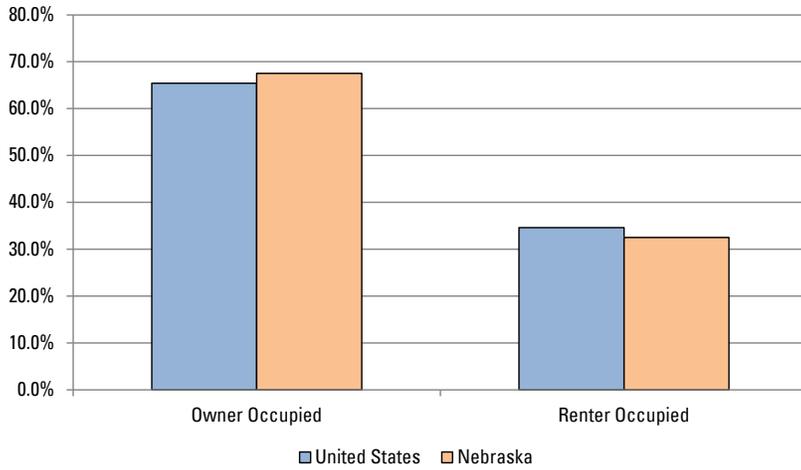
Number of Rooms

A higher percentage of homes in Nebraska (15.9%) had nine or more rooms. Only 10.4% of all homes in the U.S. had nine or more rooms.

Number of Rooms



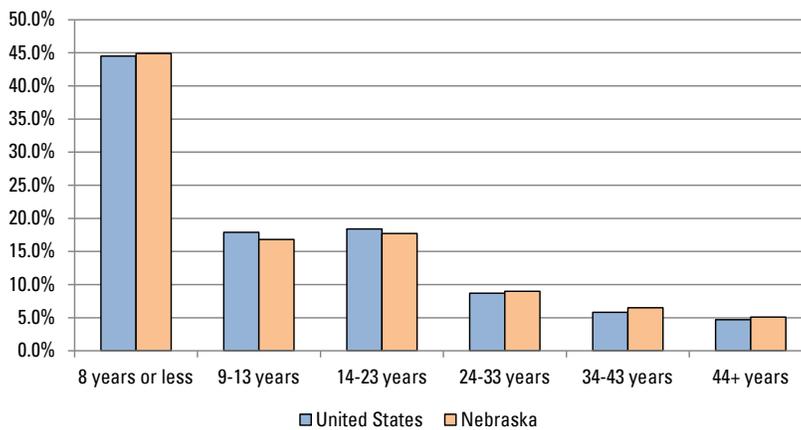
Housing Tenure



Housing Tenure and Length of Occupation

In the United States, 65.4% of homes are owner occupied. Similarly, 67.5% of homes in Nebraska are owner occupied. Also, the length of occupation, as measured by the year the householder moved into the unit, is about the same for the U.S. and Nebraska.

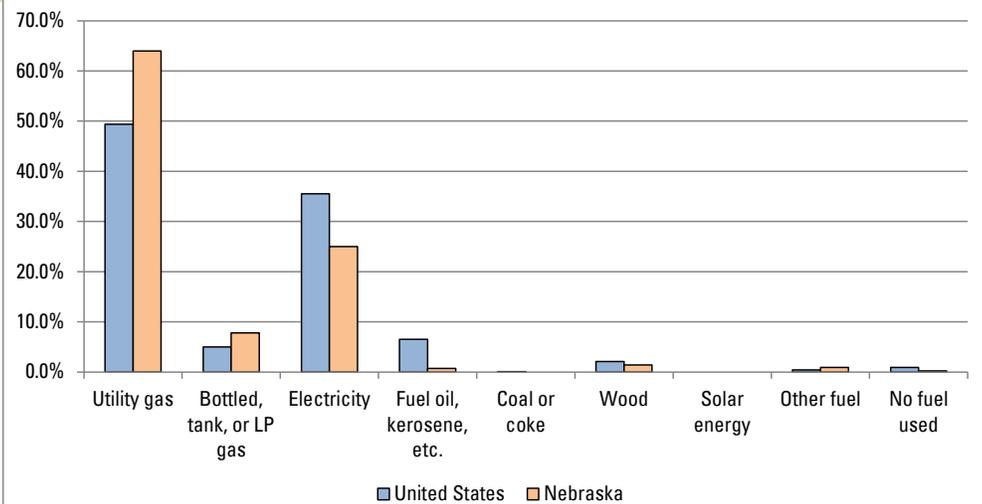
Length of Occupation



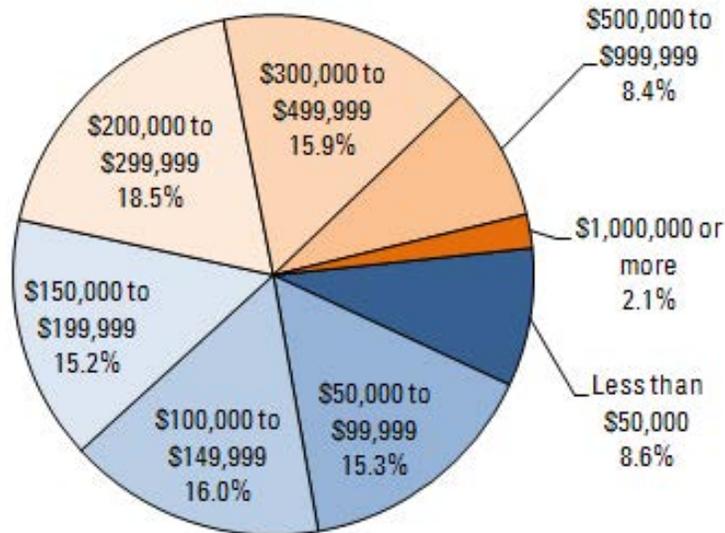
House heating fuel

Many different types of fuel are used to heat homes in Nebraska and throughout the United States. Sixty-four percent of all homes in Nebraska use gas to heat homes. This compares to only 49.4% of all homes in the U.S. Electricity and fuel oil are more prevalent in the U.S. as a whole than they are in Nebraska.

House Heating Fuel



Estimated Value: United States

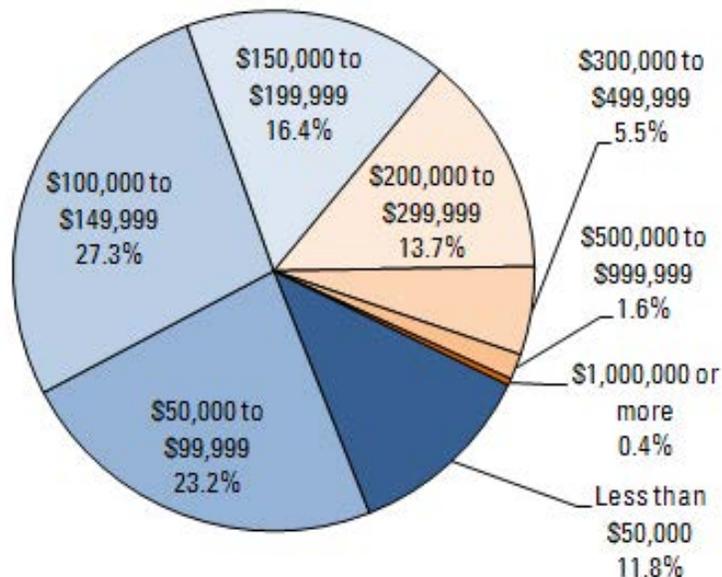


Monthly Owner Costs

Thirty-six percent of Nebraska homeowners have monthly owner costs of between \$1,000 and \$1,499 per month. This is somewhat lower than the U.S., where most homeowners (31.5 percent) have costs totalling \$2,000 or more.

For most homeowners in Nebraska (44.7 percent), monthly owner costs are less than 20 percent of their income. In the U.S., most homeowners (28.6 percent) have monthly owner costs of at least 35 percent of their income.

Estimated Value: Nebraska



These percentages are in reference to the charts on the opposite page.

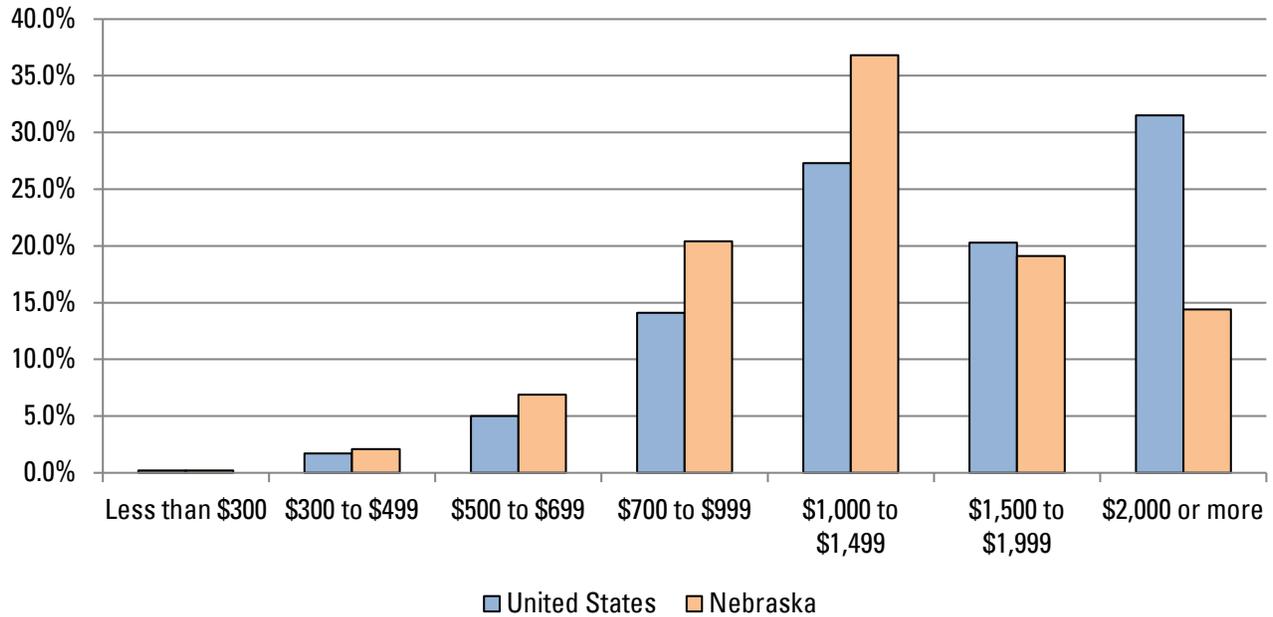
The first chart is monthly owner costs (ie mortgage payments). 36.8 percent of homeowners in Nebraska pay \$1,000 to \$1,499 a month. This is the cost category that contains the highest percentage of homeowners (36.8 percent), and thus described as "most". The same is true of U.S. homeowners in the \$2,000 or more category.

The second chart is the monthly owner costs (ie mortgage payments) as a percentage of the homeowner's income. In Nebraska and the U.S. most homeowners monthly owner costs amount to less than 20% of their income. The difference between Nebraska and the U.S. is that a higher percentage of homeowners in the U.S. have monthly owner costs that amount to 35 percent or more of their income.

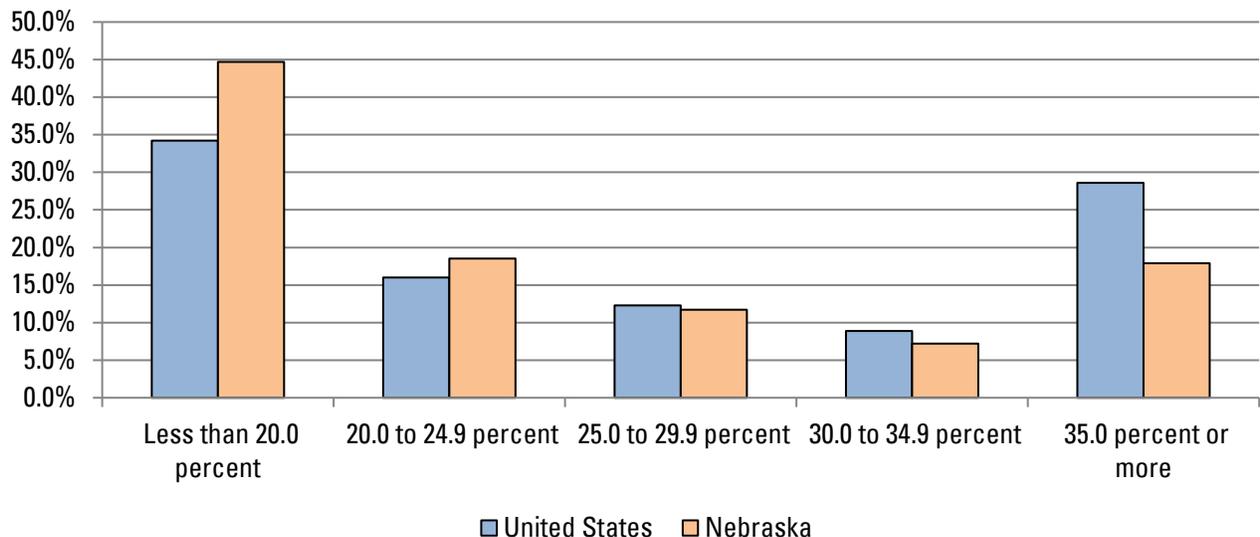
Estimated Value

There is a higher percentage of homes in Nebraska valued between \$100,000 and \$149,999, than the United States as a whole. Conversely, there are a larger percentage of homes in the U.S. that are worth \$300,000 to \$499,999 than in Nebraska.

Monthly Owner Costs



Monthly Owner Costs as a Percentage of Income





Occupational Profile:

Urban & Regional Planners

Ed Jaros, Research Analyst

A basic and familiar version of what's called the economic problem goes as follows: how do we satisfy our unlimited wants with limited means? To the consumer, this is a relatable quandary, to the urban/regional planner, this is a career. Urban and regional planners help guide the government in attempting to meet the needs of many different people and businesses sharing a community together. Urban and regional planners must also foresee the challenges a community will face and address them in advance. This combination of managing a balance between several (often divergent) interests and maintaining orientation to future improvements that are good for the whole, makes for a challenging career.

The BLS describes the multifaceted responsibilities of urban and regional planners as follows: "Planners promote the best use of a community's land and resources for residential, commercial, insti-

tutional, and recreational purposes. They address environmental, economic, and social health issues of a community as it grows and changes. They may formulate plans relating to the construction of new school buildings, public housing, or other kinds of infrastructure. Planners also may help to make decisions about developing resources and protecting ecologically-sensitive regions. Some planners are involved in environmental issues including pollution control, wetland preservation, forest conservation, and the location of new landfills. Planners also may help to draft legislation on environmental, social, and economic issues, such as planning a new park, sheltering the homeless, or making the region more attractive to businesses.” Clearly, this is not an occupation that lacks variety.

This is a difficult job, and it requires high qualification. In addition to a relevant post-graduate degree, most positions in this occupation require knowledge of administration and management, customer and personal service, transportation, computers and electronics, geography, law and government. Urban and regional planners need to be able to collect, interpret and analyze data, com-

communicate in writing and in presentations to advise clients, and develop plans of action.

People with the relevant education, knowledge and skills required for this position generally find themselves in the employ of local governments. In the second quarter of 2013, 138 of Nebraska’s 170 urban and regional planners worked for local governments. During the same time period, Nebraska’s urban and regional developers earned a median annual wage of \$62,449. In addition to working for governments, three planners worked for the pipeline transportation industry and 19 worked for various fraternal, civic and social membership organizations and associations. The Nebraska Department of Labor anticipates slow growth for this job over the coming decade, with about five openings each year in this occupation.

All of the information employed in this profile came from the NEworks occupation profile for Urban and Regional Planners. Additional information is available online at :

<https://networks.nebraska.gov/analyzer>.



Real Wages Revisited

Ed Jaros, Research Analyst

An article in the August 2013 issue of Trends explored changes in real wages in Nebraska between 1992 and 2012. The article concluded that growth in average real wages at the industry level had been varied but universally greater than zero over that decade. However, this conclusion was offered with a caveat: average wage growth may not benefit all workers; in fact, it may not even benefit the majority of them.

This month's article will examine real wages from a different angle. Rather than exploring industry-based data from the Quarterly Census of Employment and Wages, (QCEW) which is filled out by employers, it will examine estimates for individuals' earnings from the US Census Bureau's 2007-2011 American Community Survey (ACS) 1-year estimates.

Median real wages decreased during the most recent five years on record from the Census

(2007-2011) for the state of Nebraska. In some cases, they decreased substantially. These findings appear very different from the findings from the QCEW data. Part of this difference can be explained by the fact that while both datasets aim to measure change in real wage over a period of time, they employ different methods, examine different time periods, and break down the population in different ways. An important difference to point out is that the QCEW looks at mean income, whereas the ACS looks at median income.

Remember that while mean is a simple average, median is a midpoint. Median earnings marks the 50th percentile—the level of income for which half of people (in this case people 25 and older with earnings) earn more and half earn less.

The median income figures published in ACS allow us to address the caveat from the

REAL WAGES FOR NEBRASKANS 25 AND OLDER WHO REPORTED EARNING

EDUCATIONAL ATTAINMENT	MALE			2007 Real Median Annual Wage
	2007 Real Median Annual Wage	2011 Real Median Annual Wage	Percentage Change in Real Median Annual Wage 2007-2011	
ALL	\$41,439.36	\$40,584.96	-2.06%	\$27,788.96
LESS THAN HIGH SCHOOL GRADUATE	\$27,788.96	\$25,568.40	-7.99%	\$21,374.65
HIGH SCHOOL GRADUATE	\$35,374.65	\$33,995.52	-3.90%	\$25,979.45
SOME COLLEGE / ASSOCIATE'S DEGREE	\$40,979.45	\$38,916.80	-5.03%	\$37,339.54
BACHELOR'S DEGREE	\$56,339.54	\$53,727.44	-4.64%	\$69,188.77
GRADUATE OR PROFESSIONAL DEGREE	\$69,188.77	\$68,684.72	-0.73%	

previous Trends article. Indeed, we find that that a large percentage of workers are not experiencing wage growth.

The changes in real wages over the period studied are broken down into groups using two demographic divisions; gender and educational attainment. Under this analysis, two clear patterns emerged; one education-based and one gender-based. First, higher levels of education insulated earners from the worst losses. The median income of people with post-graduate education shrank by just over a half percent during the period studied, an appreciable loss, but miniscule in comparison to median real wage losses experienced by those without high school diplomas.

Throughout the different demographics, in almost every case, higher educational attainment corresponded to lower real wage losses on a percentage basis. The two exceptions to this rule came for males with some college/associates degree and bachelor's degree levels of attainment; both categories saw bigger shrinkage in real wages between 2007 and 2011 than did males with only a high school diploma. The small exception to the education-based

: pattern in real wages losses was the strongest example of the gender-based pattern. At nearly every level of educational attainment, females saw smaller losses in real wages than their male counterparts did. These differences became more pronounced at higher levels of attainment. The only demographic group to see growth in real wages in the period studied was females with post-graduate education. Despite these differences, men still out-earned women by a notable margin at every level of educational attainment. In a certain sense, the recession had an equalizing effect on wages. Female wage earners gained ground on their male peers, but both groups lost wages overall.

: Both the QCEW and ACS data sources mentioned here are of high quality, neither trumps the other, but both can only show us a small part of the complex and constantly changing realities of Nebraska's labor market. They should also remind us of the crucial importance of interpreting economic data carefully and with sensitivity to its context and means of production. The numbers don't lie, but both the researcher and the reader need to be acutely aware of exactly what the numbers are saying.

For your convenience, this table has been reproduced on one page at the end of this document.

S: AMERICAN COMMUNITY SURVEY 2007-2011 1-YEAR ESTIMATES

FEMALE			TOTAL		
2007 Real Median Annual Wage	2011 Real Median Annual Wage	Percentage Change in Real Median Annual Wage 2007-2011	2007 Real Median Annual Wage	2011 Real Median Annual Wage	Percentage Change in Real Median Annual Wage 2007-2011
\$27,959.59	\$27,400.88	-2.00%	\$34,982.54	\$33,536.88	-4.13%
\$16,769.25	\$16,213.60	-8.75%	\$24,178.61	\$22,142.64	-8.42%
\$20,677.92	\$20,889.44	-3.64%	\$28,843.25	\$27,561.04	-4.45%
\$25,965.14	\$25,382.24	-2.24%	\$33,707.90	\$32,403.28	-3.87%
\$36,074.17	\$36,708.88	-0.99%	\$44,779.64	\$43,235.92	-3.45%
\$51,323.47	\$51,469.60	0.28%	\$57,703.45	\$57,375.76	-0.57%

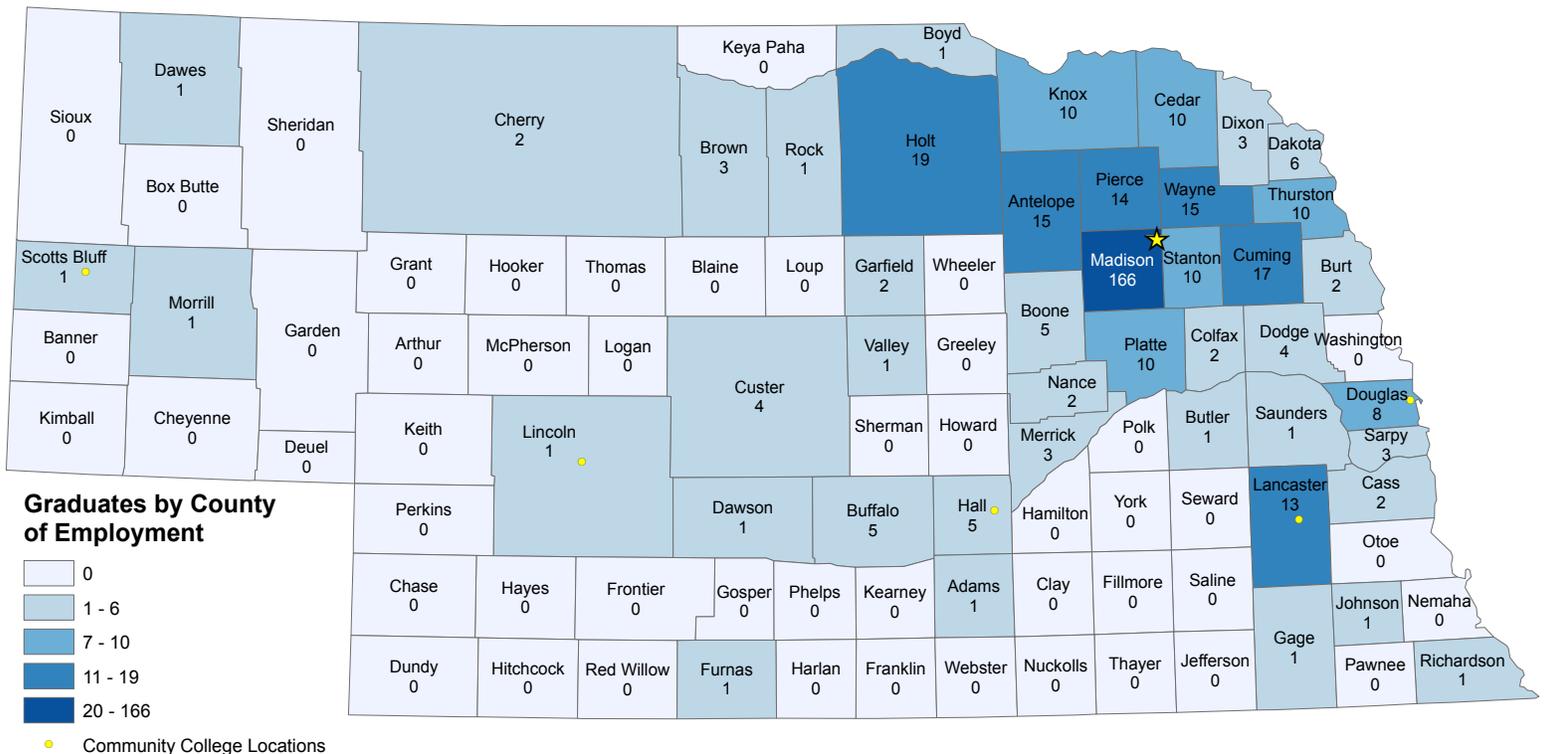
College Placement: Northeast Community College

Mary Findlay, Research Analyst

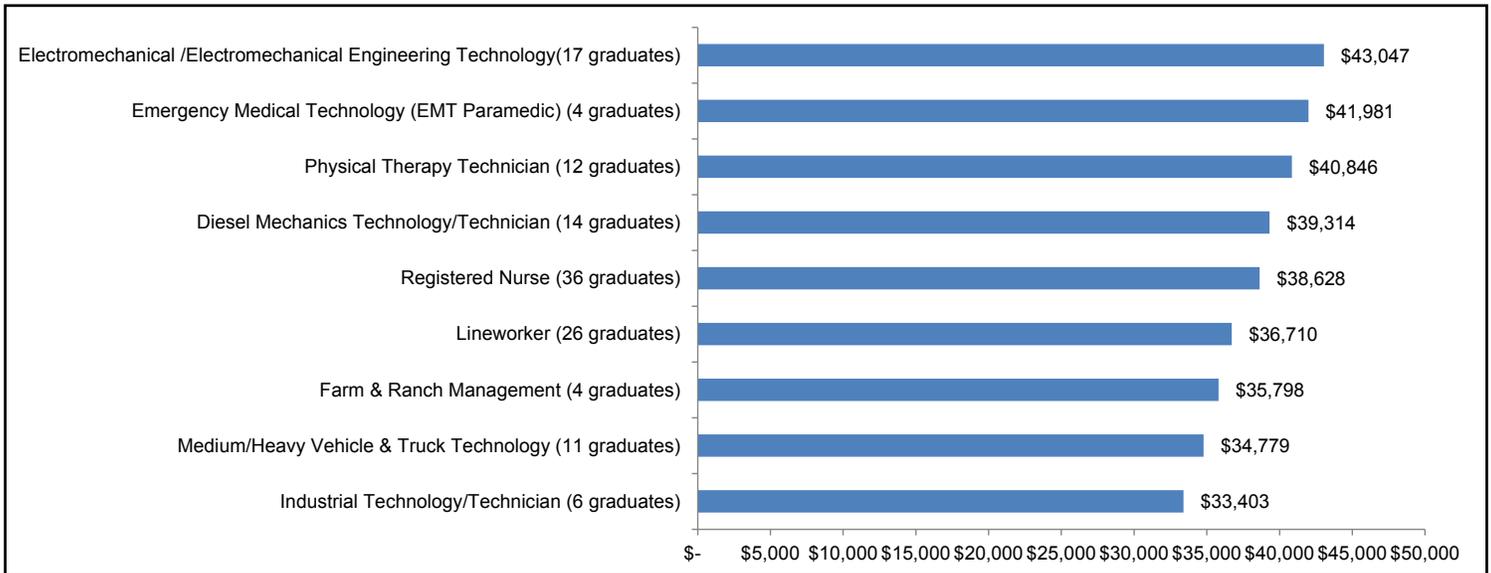
Northeast Community College had 801 graduates between July 1, 2010 and June 30, 2011. Of these graduates, 555 (69 percent) were employed in Nebraska in first quarter 2012. The percentage of graduates working in the state was four percent lower than in the previous year. Females were slightly more likely (71 percent) to be working in the state than males (69 percent).

Northeast Community College graduates were employed in 44 of Nebraska's 93 counties. A little over four out of 10 (43%) graduates were employed in Madison County.

Graduates in some fields of study were more likely to be employed in Nebraska than others. Graduates from 26 fields of study had over 80 percent of the graduates working in the state. The Registered Nursing field of study accounted for 20 percent of the graduates in this category. Also included were the 10 graduates in banking and financial support services, the 12 in physical therapy technician and the nine in computer and information sciences and support services. Many other fields of study with high percentages working in the state had fewer than three graduates employed in Nebraska.



Top Fields of Study by Wages



When considering industry employment, the health care industry employed 126, or nearly one quarter of all Northeast Community College graduates working in Nebraska. Retail trade employed 75 graduates, the second highest employing industry.

Associate degree graduates accounted for 88 percent of Northeast Community College graduates. Average annual wages for this degree level were \$24,248. One to two year award graduates had average annual wages of \$19,106, while less than one year award graduate’s averaged \$13,121.

The 11 graduates employed in the utilities industry had the highest average annual wage of \$54,468. This was followed by the 54 graduates employed in the manufacturing industry with \$32,805.

When looking at salary and fields of study, the 17 electromechanical technology/electromechanical engineering technology associate degree graduates working in the state had the highest disclosable average wage of all the fields of study, \$43,047. The four associate degree graduates in the emergency medical technology/technician (EMT Paramedic) field of study has the second highest disclosable average wage, \$41,981. There were 12 fields of study and 121 graduates who had average wages above \$30,000.

For more outcome information on Northeast Community College, Chadron State College, Peru State College, Wayne State College, University of Nebraska – Kearney, Central Community College, Metropolitan Community College, Mid-Plains Community College, Southeast Community College, and Western Nebraska Community College, contact the NE Dept. of Labor, Office of Labor Market Information.

BUSINESS OPENINGS AND EXPANSIONS BY REGION

Kermit Spade, Research Analyst

▪ Lincoln ▪

From “Strictly Business”:

- Husker Bar Sweep Left – bar in the Haymarket district
- Savvi Formalwear – new owner (6100 O Street)
- Pharmacy Solutions – drug store (5750 Hidcote Drive)
- Dark Room Cinema – video marketing business (no address)
- Precision Skateboards – new location (2005 Y Street)
- Modern Woodmen – fraternal benefit society, life insurance, financial products – new location (5539 S 27th)
- Dempsey’s Restaurant and Pub – 228 N 12th Street

From the Lincoln Chamber of Commerce:

- Jacob North LLC Print and Media Solutions – new owners (3721 W Mathis)
- Amira Aesthetics – beauty products/treatments (630 N. Cotner Blvd)
- Liberty First Credit Union – new facility (84th and Lexington)
- Pet Care Center – veterinarian, resort boarding and grooming services (3220 N 14th Street)
- Lincoln Lutheran School Association – renovation of wellness center, etc. (1100 N 56th Street)

From Lincoln Career Center Staff:

- The Pie Hole – specialty restaurant (48th and Cornhusker)
- Budget Rent-A-Car new location (27th and Cornhusker Hwy area)
- Sebastian Table – Spanish style restaurant (14th and P)
- Pinnacle Bank Arena – Haymarket district (arena/entertainment venue)

▪ Southeast ▪

Beatrice

- Great Clips- Opening Soon – Beatrice (per Chamber)
- Select Tel Wireless- Opening Soon- Beatrice (per Chamber)
- First State Bank- Beatrice- Opens Monday (per Chamber)
- Teen Challenge of the Midlands- Opening Mid-September in Beatrice (per Chamber)

Nebraska City

- Grease Monkey
- Motion 41 Dance Works.

Tecumseh

- Hartmann Cattle Company calving show barn
Northeast

Norfolk

- Courtesy Ford opened new location 13th and Omaha Ave.
- Smiles Dental Clinic, Norfolk, 4 employees
- Dollar General new location
- Yogurt City, Norfolk, 10-15 employees

Brunswick

- Roadside Bar and Grill, 3 employees

■ Omaha ■

<i>COMPANY</i>	<i>TYPE OF BUSINESS</i>	<i># of JOBS</i>
Goodwill (Gretna)	retail	
Goodwill (Papillion)	retail	
Avoli Ostera	restaurant	10
Pizza Ranch	restaurant	55
B & B Dogs	restaurant	5
Panda Express	restaurant	8
Playland Park	recreation	
Cilantro Mexican Bar/Grill	restaurant	
Empire Style Bar	salon/day spa	7
Big Daddy's Fried Chicken	restaurant	8
Century Link	retail phone/internet	4
Buttons Are My Business	gallery & crafts	
Bosselman's Boss Shops	maintenance	
Dunkin' Donuts	restaurant	
Creighton University iJay	electronics	11
The Mattress People	mattresses/bedding	
Spirit Halloween (temporary)	Halloween merchandise	
Voodoo Taco	restaurant	
Freedom Health Care	healthcare	
Cort	furniture rental	10
Tokyo Omaha	restaurant	
Springs @ Legacy Commons	apartment complex	
Two Birds Bakery	bakery	
Riddle's Jewelry	jewelry	
Subway	sandwiches	
<i>Expansions</i>		
Lauritzen Gardens	conservatory	0
UNO Caniglia Field	sports (soccer field)	0
Marian High School		0
Yahoo	Data center	80
Girls, Inc.	Adding to facility	
Together Omaha	renovation	
Petro's Restaurant	adding space	

■ Mid-Plains

North Platte

- Cowboy Connection, tack shop, opened 8/23/13, Chamber

■ Panhandle

Scottsbluff

- Sears store has relocated to Monument Mall in Scottsbluff. (Star Herald).
- Valley Bowl has reopened in Scottsbluff under new ownership. (Star Herald)

■ Central

Grand Island

- Panda Express
- CVS Pharmacy

Map Facts: Employment Density

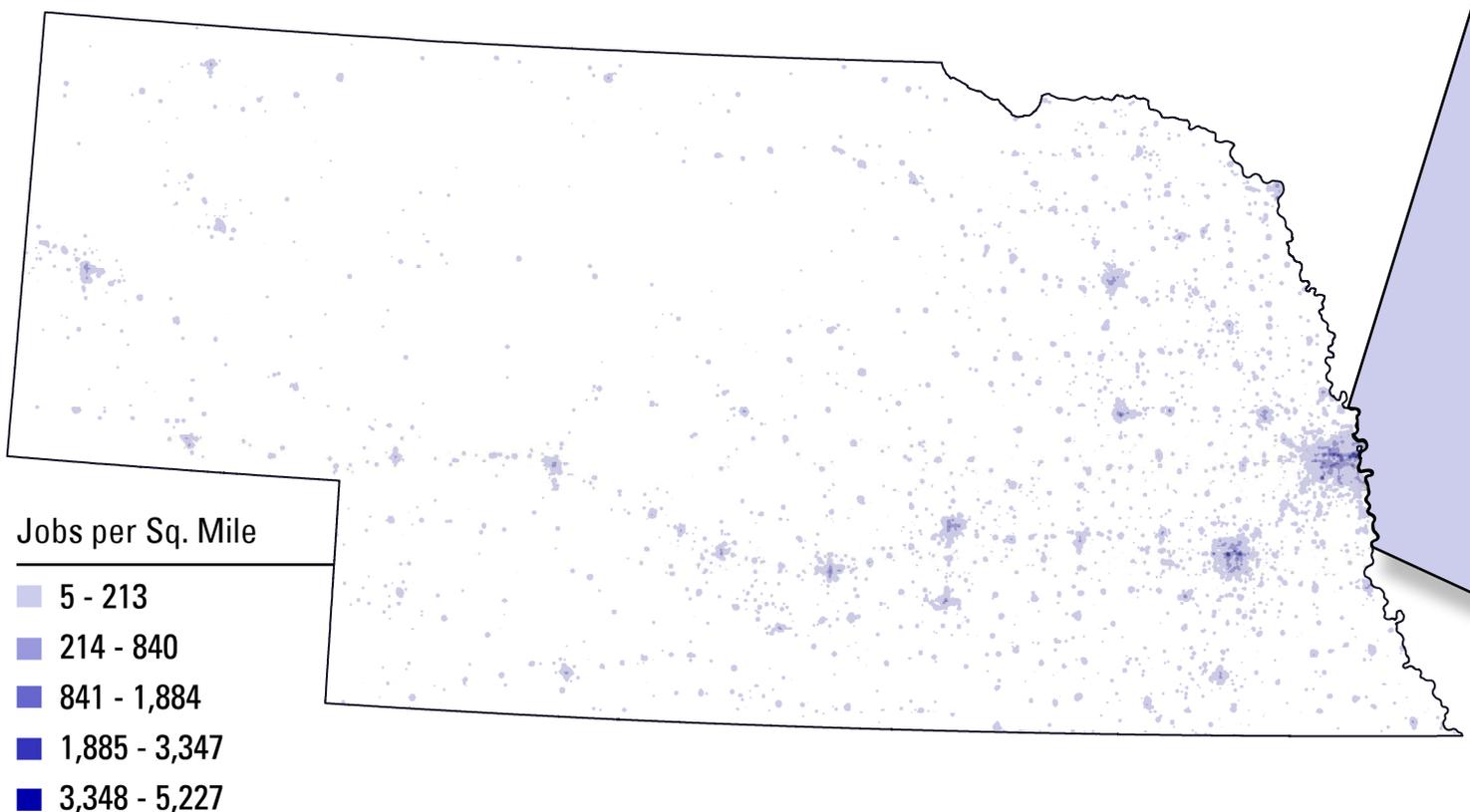
Ed Jaros, Research Analyst

NASA produces beautiful images of the United States at night, as viewed from orbit. In these images cities appear like neurons connected by axons of interstate, or like so many stars tracing a confused constellation the shape of our history. If you haven't seen them, take the time to do so [here](#).

The US Census Bureau and Bureau of Labor Statistics offices in many States cooperate to produce very similar maps at <http://onthemap.ces.census.gov>. While they may lack the striking aesthetic of the NASA satellite photos, they tell much of the same story, and they tell it with rich data.

This month's map depicts the density of jobs per square mile in the state of Nebraska. Data come from the Census On The Map project, and represent all jobs for people living in Nebraska that fell within the state's borders for the year 2011. The map has been presented intentionally with no labels, lines or other features. Even without these guides, Nebraska's features are easy to see.

The state's Metropolitan and Micropolitan Statistical Areas are clearly marked by their nuclei and surrounding areas of economic activity. The path of Interstate 80 rolling from Omaha to the west

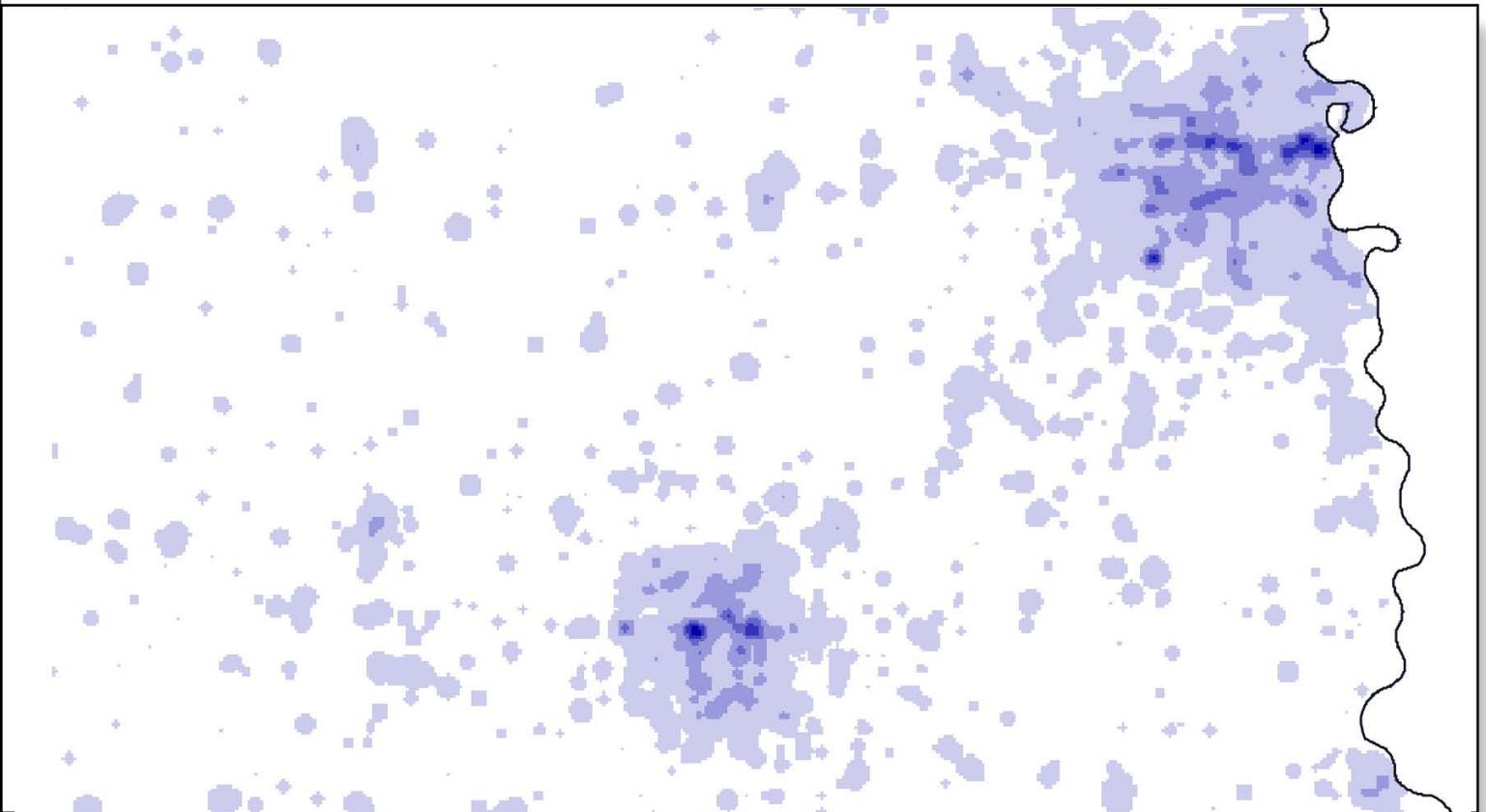


can be constructed in a continuous connect-the-dots fashion all the way to the Colorado border. US Highway 26 can be seen forking from Interstate 80 near Ogallala and winding toward Scottsbluff. Traces of other US and state highways manifest themselves sporadically throughout the area.

Take note of the map legend. The lightest shade represents a minimum job density of five jobs per square mile. The vast majority of Nebraska does not reach that minimum density, especially in the western two thirds of the land area. Similar maps of more densely populated states, especially those along the eastern seaboard, have very little

of this white space. The highest density category, with minimum density of 3,438 jobs per square mile, appears only in tiny pockets in the 'down-town' areas of Nebraska's largest cities.

This population density map only scratches the surface of the capabilities of the mapping tools available from On The Map. Hundreds of sub-state areas in many US states can be isolated and analyzed by demographic composition, industry concentration, commuting patterns and other properties. NASA's night maps are certainly prettier, but the Census On The Map website is a deep and profoundly potent tool for creating gorgeous visuals from very complex data.



The parts of Nebraska with several thousand jobs or more per square mile are located exclusively in Nebraska's two largest metropolitan areas: Lincoln and Omaha. Even within these cities, job density this high occurs only in very small areas.

Flash Forward: Northeast Economic Region Future Industry and Occupation Employment Trends

Jodie Meyer, Research Analyst

Continuing in the series of highlighting industry and occupational projections for Nebraska's regions, this month focuses on the Northeast Economic Region. The Northeast Economic Region includes the Nebraska counties of Antelope, Boone, Boyd, Brown, Burt, Butler, Cedar, Colfax, Cuming, Dakota, Dixon, Dodge, Holt, Keya Paha, Knox, Madison, Pierce, Platte, Polk, Rock, Stanton, Thurston and Wayne. Three Metropolitan areas: Norfolk, Columbus, and Fremont, are included in this region.

Industry Projections

Projected industry growth of 8,882 jobs is expected in the Northeast by 2020 according to Industry Employment Projections, an increase of 7.0 percent. Most industry employment in 2010 was in education and health services, which employed 26,023 workers, accounting for 20.5 percent of employment in this region. This industry sector is also expected to experience the highest projected net change in employment by 2020, adding 3,091 jobs, a change of 11.9 percent. The information industry employed the least number of workers in 2010, only accounting for 0.9 percent (1,154 jobs) of the employment in this region, and is expected to decline by 3.4 percent (-39 jobs). The fastest growing industry sectors by percent change are construction at 19.0 percent adding 865 jobs, and professional and business services at 12.7 percent adding 732 jobs. In addition to the projected decline in the information industry, The natural resources and mining, and government industry sectors are also expected to decline by 1.3 percent (-205) and 2.4 percent (-230).

Educational Services (Private, State, and Local) is expected to be the top sub-sector growth industry from 2010-2020 (by numeric change in jobs), expected to add 1,112 jobs, a 9.3 percent increase. Two other education and health-related industries are also projected to experience high growth. The ambulatory health care services industry is expected to add the third highest amount of jobs, increasing by 22.3 percent and adding 678 jobs. Hospital employment (private, state and local) is also in the top growth list and is expected to add 601 jobs, a 10.9 percent increase.

When examining the five industries expected to experience the greatest amount of decline (by numeric change in jobs) the Postal Service is expected to lose the most jobs in the 10-year period with a decline of 195, a 27.7 percent decrease. The agriculture-related industries of crop production and livestock production are expected to lose a combined 256 jobs in the 10-year period, both experiencing a decline of around 1.6 percent. Electrical equipment and appliance manufacturing are expected to decline by 81 jobs, a loss of about a third of the jobs in this industry (-32.8 percent).

Occupational Projections

Industry employment is an important component of the employment picture in a region. It is also important to examine the types of occupations that will experience growth and decline as a result of changes in industry employment throughout the state.

There is expected to be occupational growth in the Northeast according to the 2010-2020 Occupational Projections. The total projected numeric employment change over the 10- year period is 8,925, a 6.6 percent increase. A total of 42,752 job openings are expected in the Northeast from 2010-2020, with 9,812 jobs expected from growth and 32,940 from replacements. Replacement openings account for 77.0 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 18,856, making it the largest occupational category in the Northeast, accounting for 14.0 percent of the region’s occupational employment. The largest net change in employment is also expected to occur in production occupations where 1,846 jobs are projected to be added by 2020, an increase of 9.8 percent. Community and social service occupations are projected to be the fastest growing occupational category by percent change adding 219 jobs, a 13.4 percent increase.

Legal occupations employed the least amount of workers in 2010, only employing 267 or 0.2 percent of the region’s occupational employment. This occupational category is expected to stay small with only seven jobs expected to be added in the 10-year period, a 2.6 percent increase. The only occupational category expecting a decline is farming, fishing and forestry, by 160 jobs, a decrease of 1.5 percent.

The highest number of total job openings is expected in production occupations with 6,306 total openings: 1,910 from job growth and 4,396 from replacements. In addition, production occupations are projected to have the highest number of replacement openings, with replacement openings accounting for 69.7 percent of total openings. The lowest number of openings is projected for legal occupations, with only 56 openings expected: nine from growth and 47 from replacements.

Industries with the Greatest Numeric Changes in Employment 2010-2020

	Industry Title	2010 Estimated Employment	2020 Projected Employment	Numeric Change	% Change
Growing	Educational Services (including state and local gov)	11,980	13,072	1,112	9.3%
	Food Manufacturing	11,470	12,323	853	7.4%
	Ambulatory Health Care Services	3,048	3,724	678	22.3%
	Hospital Employment (private + state + local)	5,540	6,141	601	10.9%
	Construction of Buildings	1,177	1,611	434	36.9%
Declining	Postal Service	705	510	-195	-27.7%
	Livestock Production	8,672	8,528	-144	-1.7%
	Crop Production	6,813	6,701	-112	-1.6%
	Electrical Equipment and Appliance Mfg.	247	166	-81	-32.8%
	Publishing Industries (except Internet)	496	430	-66	-13.3%

Occupations with the Greatest Numeric Changes in Employment 2010-2020

		2010	2020	Growth	Replacement	Total	Numeric	
SOC Title		Estimated	Projected	Openings	Openings	Openings	Change	% Change
		Employment	Employment					
Growing	Heavy and Tractor-Trailer Truck Drivers	3,902	4,175	273	778	1,049	273	7.0%
	Registered Nurses	2,172	2,413	241	393	634	241	11.1%
	Bookkeeping, Accounting, and Auditing Clerks	3,075	3,293	218	338	556	218	7.1%
	Welders, Cutters, Solderers, and Brazers	1,131	1,344	213	302	515	213	18.8%
	Combined Food Preparation and Serving Workers, Including Fast Food	1,943	2,154	211	542	753	211	10.9%
Declining	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	7,151	7,018	0	2,179	2,179	-133	-1.9%
	Stock Clerks and Order Fillers	1,430	1,341	0	355	355	-89	-6.2%
	Postal Service Mail Carriers	385	324	0	128	128	-61	-15.8%
	Postal Service Mail Sorters, Processors, and Processing Machine Operators	118	58	0	6	6	-60	-50.9%
	Postmasters and Mail Superintendents	118	82	0	23	23	-36	-30.5%

Farming, fishing and forestry occupations are projected to have 99.7 percent of the 3,160 total openings to be from replacements. This is the highest percentage of replacement openings amongst the major occupational groups. The largest percentage of total openings attributed to growth is projected in healthcare support occupations where 45.0 percent (425) of the 944 total openings projected are to be from growth.

Ranking occupations by numeric change from 2010 to 2020, truck drivers (heavy and tractor-trailer) top the list with an expected 273 jobs added. Registered nurses come in second with 241 jobs expected to be added. Out of the top five occupations by numeric change welders, cutters, solderers and brazers are expected to grow the fastest at 18.8 percent, an increase of 213 jobs.

The occupation expected to experience the greatest amount of decline by numeric change is farmworkers and laborers, crop, nursery, and greenhouse with an expected decline of 133 (-1.9 percent). Three occupations related to the Postal Service are in the top five declining occupations. Postal Service mail carriers; Postal Service mail sorters, processors, and processing machine operators; and postmasters and mail superintendents are projected to decline by a combined 157 jobs.

A publication with more detail on both occupational and industry projections is published online at <http://networks.nebraska.gov/analyzer/>. Look for additional articles spotlighting projections in upcoming issues of Nebraska Workforce Trends.



County Unemployment Rates

Office of Labor Market Information

Nebraska (not seasonally adjusted)

August Total Non-farm: 972,361

Manufacturing: 97,642

Labor Force Employment (by place of residence):

Nebraska (smoothed seasonally adjusted)

August unemployment rate: 4.2%

Change (OTM): unchanged at 4.2%

Change (OTY): 0.2%

Economic Regions (not seasonally adjusted)

Central: 3.1%

Mid Plains: 3.3%

Northeast: 3.7%

Panhandle: 3.9%

Southeast: 4.2%

Revisions to July Data

Unemployment rate: unchanged at 4.2%

Labor Force: 200

Unemployment: 58

Employment: 142

Omaha MSA (not seasonally adjusted)

August unemployment rate: 4.2%

August Total Non-farm: 474,501

Manufacturing: 31,743

Largest OTM Increase:

Trade, Transportation, & Utilities: 815 (0.9%)

Government: 614 (1.0%)

Largest OTY Increase:

Trade, Transportation, & Utilities: 2,306 (2.5%)

Leisure and Hospitality: 1,684 (3.5%)

Lincoln MSA (not seasonally adjusted)

August unemployment rate: 3.3%

August Total Non-farm: 178,689

Manufacturing: 13,407

Largest OTM Increase:

Government: 1,004 (2.7%)

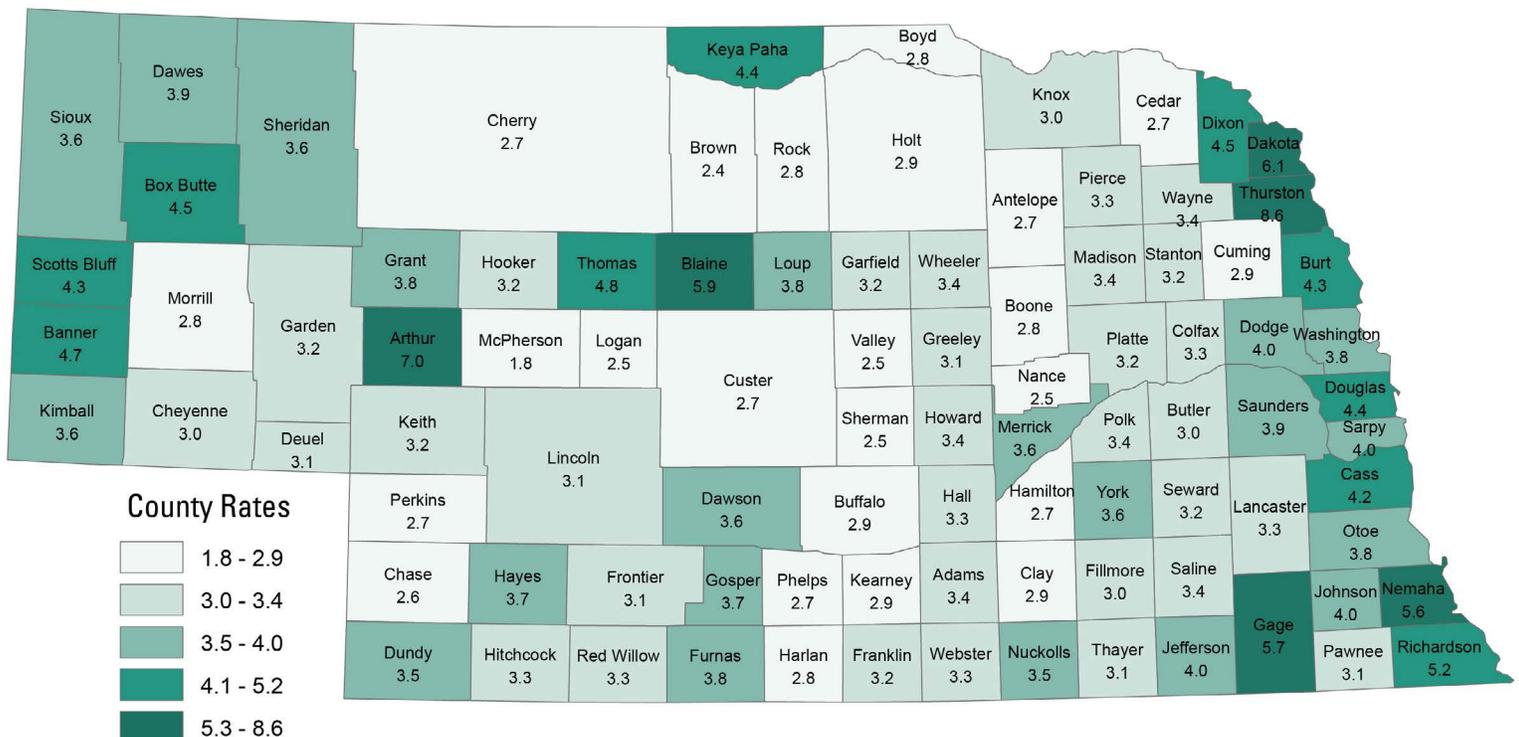
Education & Health Services: 96 (0.4%)

Largest OTY Increase:

Leisure and Hospitality: 1,079 (6.4%)

Education & Health Services: 392 (1.5%)

August 2013 County Rates



Industry Developments: Leisure and Hospitality

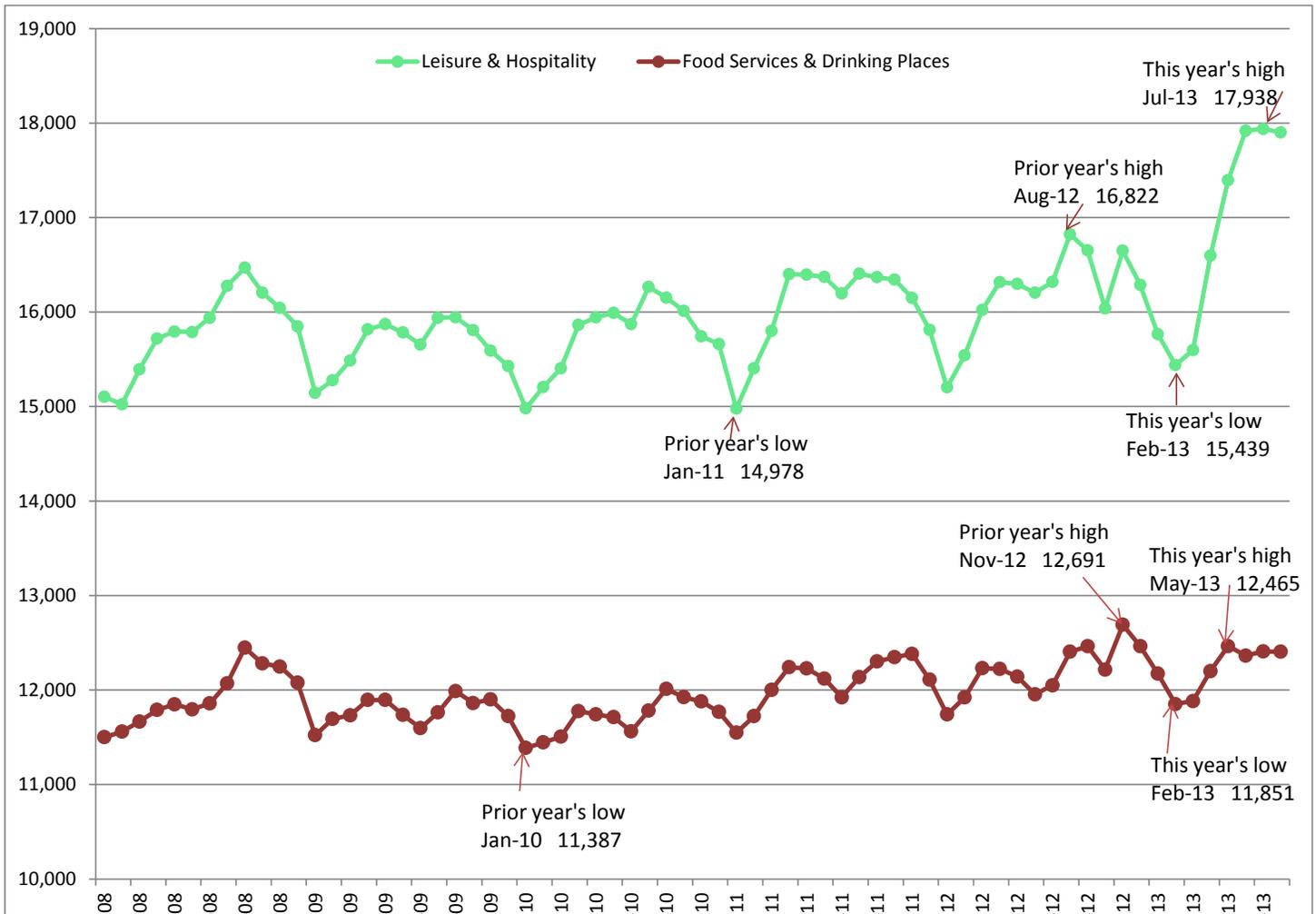
Janet Oenbring, Research Analyst

	Number of Workers			Over the Month		Over the Year	
	Aug-13	Jul-13	Aug-12	Numeric Change	Percent Change	Numeric Change	Percent Change
Total Nonfarm	972,361	971,448	962,328	913	0.1%	10,033	1.0%
Mining & Construction	44,995	46,619	45,859	-1,624	-3.5%	-864	-1.9%
Construction of Buildings	7,901	8,295	8,825	-394	-4.8%	-924	-10.5%
Heavy and Civil Engineering Construction	6,966	7,079	7,280	-113	-1.6%	-314	-4.3%
Specialty Trade Contractors	29,201	30,314	28,601	-1,113	-3.7%	600	2.1%
Manufacturing	97,642	97,324	95,454	318	0.3%	2,188	2.3%
Durable Goods	45,714	45,648	44,218	66	0.1%	1,496	3.4%
Non-Durable Goods	51,928	51,676	51,236	252	0.5%	692	1.4%
Trade, Transportation, & Utilities	203,555	203,470	198,994	85	0.0%	4,561	2.3%
Wholesale Trade	41,918	42,481	41,480	-563	-1.3%	438	1.1%
Retail Trade	106,812	106,442	104,800	370	0.4%	2,012	1.9%
Transportation, Warehousing, and Utilities	54,825	54,547	52,714	278	0.5%	2,111	4.0%
Information	16,732	16,712	17,205	20	0.1%	-473	-2.8%
Financial Activities	72,099	72,218	71,261	-119	-0.2%	838	1.2%
Finance and Insurance	63,119	63,224	62,222	-105	-0.2%	897	1.4%
Real Estate and Rental and Leasing	8,980	8,994	9,039	-14	-0.2%	-59	-0.7%
Professional & Business Services	108,002	108,602	107,522	-600	-0.6%	480	0.5%
Professional, Scientific, and Technical Services	45,284	45,116	44,836	168	0.4%	448	1.0%
Management of Companies and Enterprises	17,169	17,247	16,626	-78	-0.5%	543	3.3%
Admin & Support & Waste Mngmt & Remdtn Srvc	45,549	46,239	46,060	-690	-1.5%	-511	-1.1%
Education & Health Services	140,510	139,638	139,680	872	0.6%	830	0.6%
Educational Services	16,357	16,192	16,328	165	1.0%	29	0.2%
Health Care and Social Assistance	124,153	123,446	123,352	707	0.6%	801	0.7%
Leisure and Hospitality	90,746	90,291	88,174	455	0.5%	2,572	2.9%
Arts, Entertainment, and Recreation	17,618	17,355	14,542	263	1.5%	3,076	21.2%
Accommodation and Food Services	73,128	72,936	73,632	192	0.3%	-504	-0.7%
Other Services	36,501	36,709	36,911	-208	-0.6%	-410	-1.1%
Repair and Maintenance	10,030	10,047	10,028	-17	-0.2%	2	0.0%
Personal and Laundry Services	7,608	7,622	7,769	-14	-0.2%	-161	-2.1%
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	18,863	19,040	19,114	-177	-0.9%	-251	-1.3%
Government	161,579	159,865	161,268	1,714	1.1%	311	0.2%
Federal Government	16,696	16,332	16,670	364	2.2%	26	0.2%
State Government	39,592	38,684	39,585	908	2.4%	7	0.0%
Local Government	105,291	104,849	105,013	442	0.4%	278	0.3%

The leisure and hospitality supersector is a combination of the arts, entertainment, and recreation sector and the accommodation and food services sector. Both the arts, entertainment, and recreation sector and the accommodations subsector grew a lot this summer across the state.

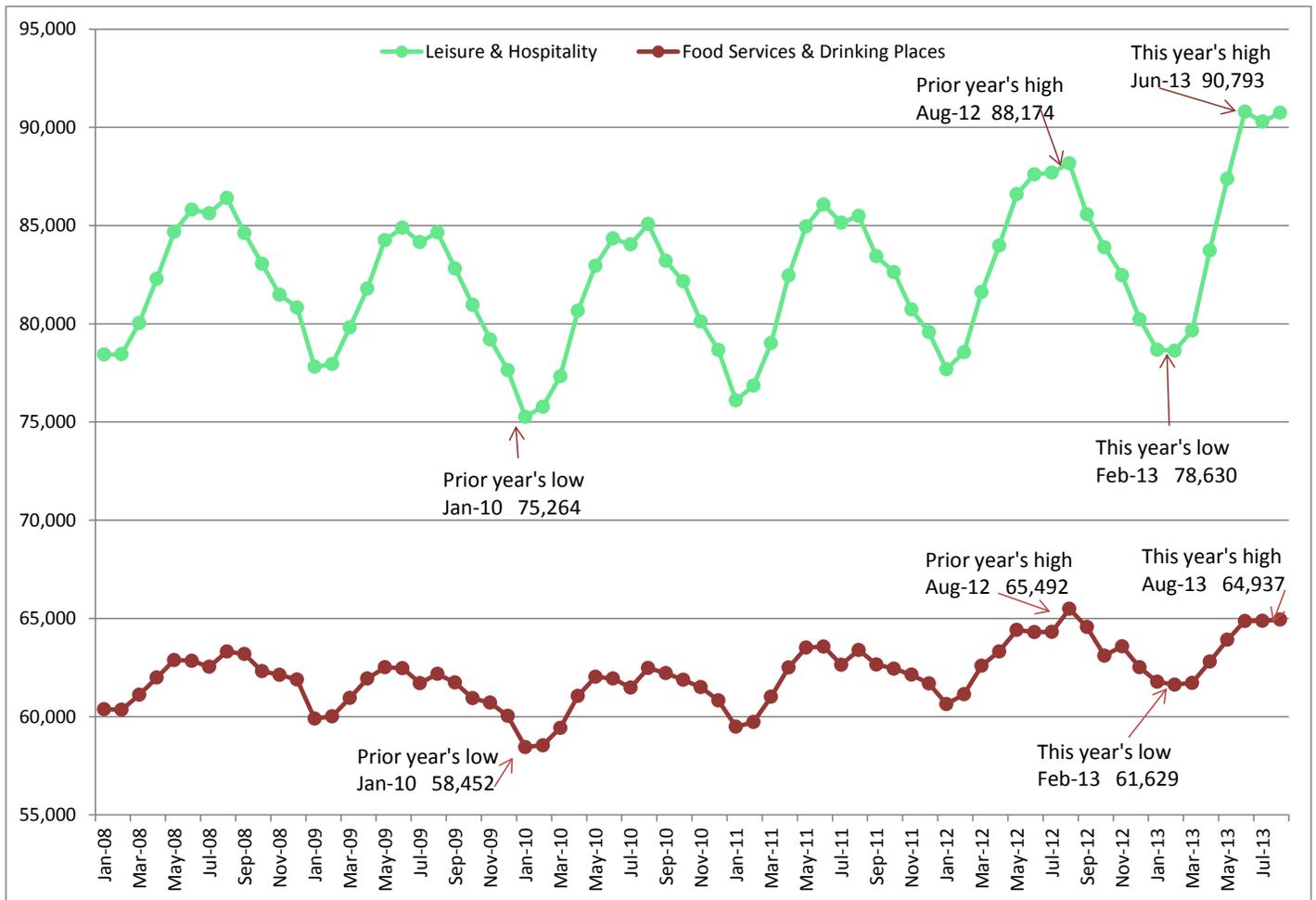
Over the past five years in Nebraska, the accommodation and food services sector made up about 82.6 percent (July 2012) to 87.3 percent (January 2011) of employment in leisure and hospitality, which is a 4.7 percent range. In 2013, the range has been larger (7.2 percent) from 87.5 percent in January to 80.3 percent in June.

Food services and drinking places is a subsector of accommodation and food services. The industries in this subsector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. So far, this year's percentage of food services and drinking places as part of leisure and hospitality has ranged from 71.4 percent (June 2013) to 78.5 percent (January 2013), a spread of 7.1 percent.



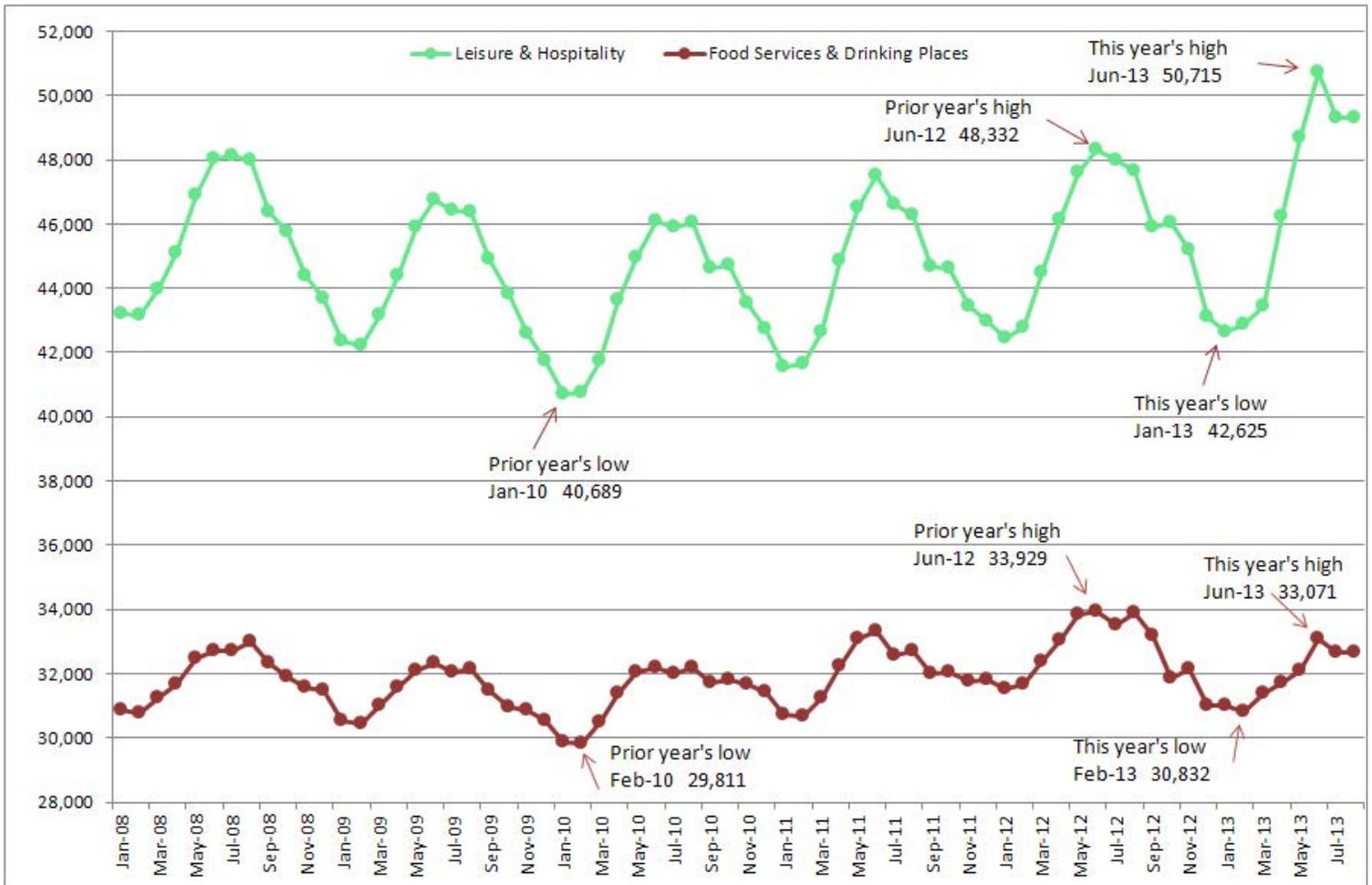
Lincoln MSA Leisure and Hospitality

- Prior 5 years largest OTM's growth: 601 (3.8%) April 2011
- This year's largest OTM's growth: 999 (6.4%) April 2013
- Prior 5 years largest OTY's growth: 537 (3.4%) April 2011
- This year's largest OTM's growth: 2,383 (4.9%) June 2013
- Prior 5 years percentage of food services and drinking places as part of leisure and hospitality ranged from 72.4% (August 2010) to 77.2% (January 2012) with a spread of 4.8%
- This year's percentage of food services and drinking places as part of leisure and hospitality ranged from 69.0% (June 2013) to 77.2% (January 2013) with a spread of 8.2%



Nebraska Statewide Leisure and Hospitality

- Prior 5 years largest OTM's growth: 3,438 (4.4%) April 2012
- This year's largest OTM's growth: 4,058 (5.1%) April 2013
- Prior 5 years largest OTY's growth: 2,605 (3.3%) March 2012
- This year's largest OTM's growth: 3,184 (3.6%) June 2013
- Prior 5 years percentage of food services and drinking places as part of leisure and hospitality ranged from 73.0% (July 2008) to 78.2% (January 2011) with a spread of 5.2%
- This year's percentage of food services and drinking places as part of leisure and hospitality ranged from 71.4% (June 2013) to 78.5% (January 2013), a spread of 7.1%



Omaha MSA Leisure and Hospitality

- Prior 5 years largest OTM's growth: 2,199 (5.2%) April 2011
- This year's largest OTM's growth: 2,790 (6.4%) April 2013
- Prior 5 years largest OTY's growth: 2,605 (3.3%) March 2012
- This year's largest OTM's growth: 2,383 (4.9%) June 2013
- Prior 5 years percentage of food services and drinking places as part of leisure and hospitality ranged from 68.0% (July 2008) to 74.3% (January 2012), a spread of 6.3%
- This year's percentage of food services and drinking places as part of leisure and hospitality ranged from 65.2% (June 2013) to 72.7% (January 2013), a spread of 7.5%

Helpful Links

PREVIOUS ISSUES

NETWORKS

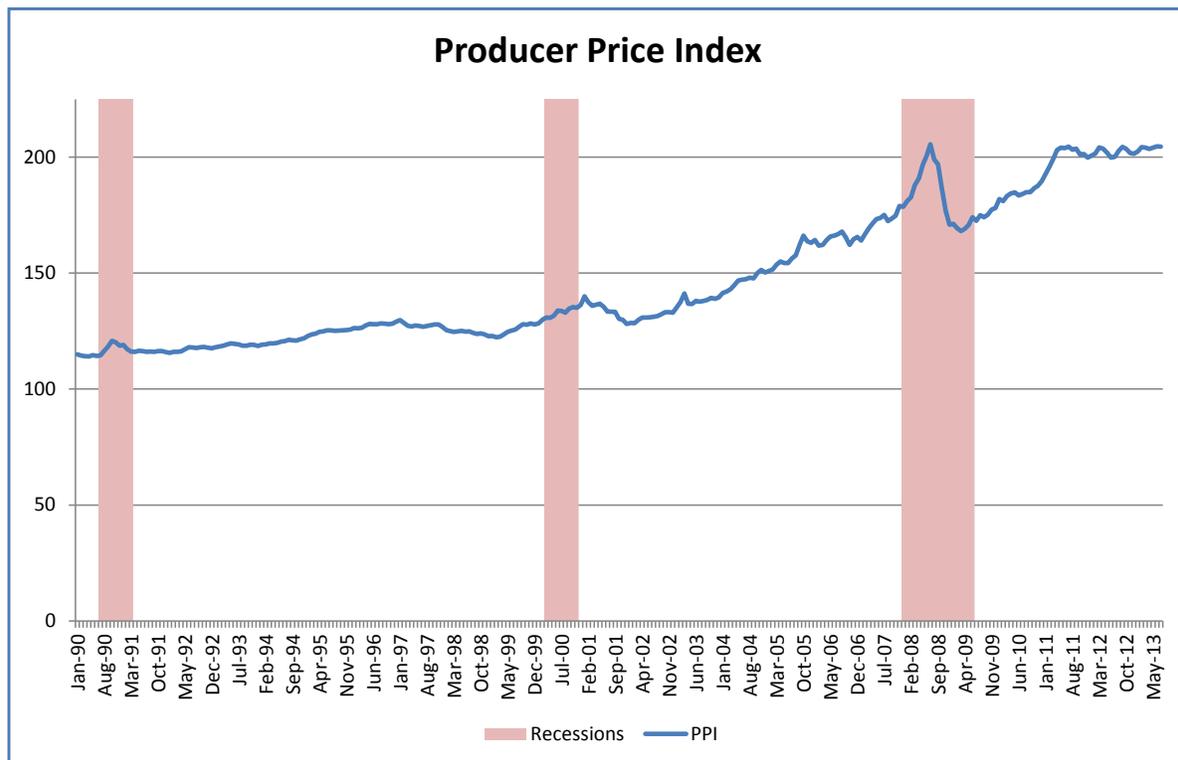
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UNEMPLOYMENT IN BRIEF

MONTHLY UNEMPLOYMENT RATE

ECONOMIC INDICATORS PPI

Kermit Spade, Research Analyst



Metric	Current Time	Change Over Last Quarter/Month		
		United States	Midwest Region	Nebraska
Real GDP, billions of chained 2009 dollars	2nd Quarter, 2013	1.70%	-	-
Effective Federal Funds Rate	August, 2013	-0.01%	-	-
Balance on the US Current Account, in billions	1st Quarter, 2013	3.70%	-	-
Barrel of Crude Oil, WTI-Cushing, Spot Price	July, 2013	\$8.90	-	-
Employment Cost Index	2nd Quarter, 2013	0.50%	-	-
Producer Price Index: All Commodities	July, 2013	0.00%	-	-
Average Weekly Manufacturing Hours	August, 2013	0.2	-	-0.8*
House Price Index	1st Quarter, 2013	1.40%	0.70%	0.90%
Consumer Price Index, not seasonally	July, 2013	0.00%	-0.40%	-
Unemployment Rate, seasonally adjusted	August, 2013	-0.10%	0.0%*	+0.2%*
New Private Housing Units Authorized by	July, 2013	3.90%	6.20%	+0.2%*
Net Taxable Sales	June, 2013	-	-	2.60%
Money Supply, M2	July, 2013	1.00%	-	-
University of Michigan, Consumer Sentiment	July, 2013	-3.50%	-	-

* Data is lagged one month.

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 (PPI).

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.

CREDITS

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Full Employment

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REAL WAGES FOR NEBRASKANS 25 AND OLDER WHO REPORTED EARNINGS: AMERICAN COMMUNITY SURVEY 2007-2011 1-YEAR ESTIMATES											
EDUCATIONAL ATTAINMENT	MALE				FEMALE				TOTAL		
	2007 Real Median Annual Wage	2011 Real Median Annual Wage	Percentage Change in Real Median Annual Wage 2007-2011		2007 Real Median Annual Wage	2011 Real Median Annual Wage	Percentage Change in Real Median Annual Wage 2007-2011		2007 Real Median Annual Wage	2011 Real Median Annual Wage	Percentage Change in Real Median Annual Wage 2007-2011
ALL	\$41,439.36	\$40,584.96	-2.06%		\$27,959.59	\$27,400.88	-2.00%		\$34,982.54	\$33,536.88	-4.13%
LESS THAN HIGH SCHOOL GRADUATE	\$27,788.96	\$25,568.40	-7.99%		\$17,769.25	\$16,213.60	-8.75%		\$24,178.61	\$22,142.64	-8.42%
HIGH SCHOOL GRADUATE	\$35,374.65	\$33,995.52	-3.90%		\$21,677.92	\$20,889.44	-3.64%		\$28,843.25	\$27,561.04	-4.45%
SOME COLLEGE / ASSOCIATE'S DEGREE	\$40,979.45	\$38,916.80	-5.03%		\$25,965.14	\$25,382.24	-2.24%		\$33,707.90	\$32,403.28	-3.87%
BACHELOR'S DEGREE	\$56,339.54	\$53,727.44	-4.64%		\$37,074.17	\$36,708.88	-0.99%		\$44,779.64	\$43,235.92	-3.45%
GRADUATE OR PROFESSIONAL DEGREE	\$69,188.77	\$68,684.72	-0.73%		\$51,323.47	\$51,469.60	0.28%		\$57,703.45	\$57,375.76	-0.57%