

NEBRASKA WORKFORCE TRENDS

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NEBRASKA
DEPARTMENT OF LABOR

.....
FEB - MAR 2015



Feature - ENERGY CONSUMPTION & PRODUCTION IN NEBRASKA
Feature - NEBRASKA'S AREAS OF SUBSTANTIAL UNEMPLOYMENT 2015
Web Spotlight - OMAHA LABOR AVAILABILITY REPORT

CREDITS

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Commissioner of Labor

John H. Albin

LMI Administrator

Phil Baker

Editor

Scott Hunzeker

Editor

Grace Johnson

Editor

Jennifer Gildersleeve

Graphic Designer

Brittney Lippincott



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DECEMBER UNEMPLOYMENT DATA

Byron Lefler, Research Analyst

LINCOLN MSA (not seasonally adjusted)
 December Unemployment Rate: 2.5%
 December Total Non-farm: 190,047
 Manufacturing: 13,916
 Largest OTM Increases:
 Trade, Transportation, & Utilities: 508 (1.4%)
 Financial Activities: 38 (0.3%)

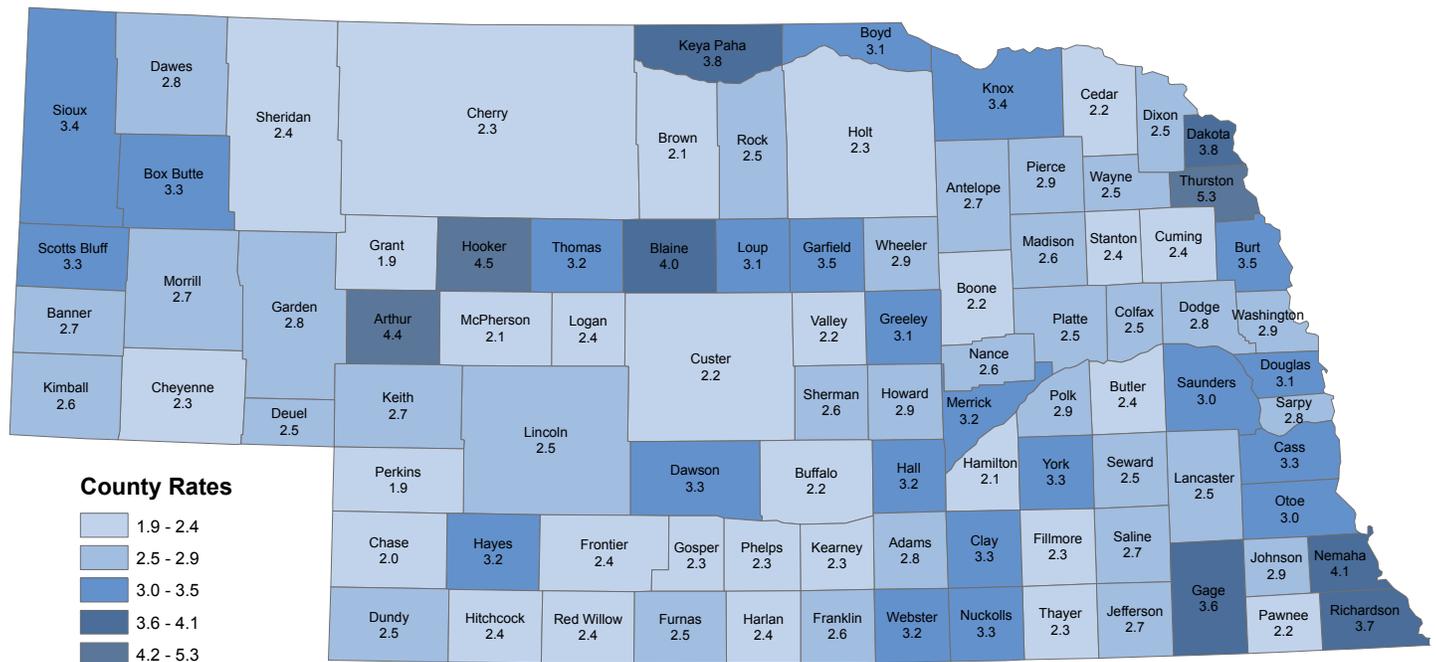
OMAHA MSA (not seasonally adjusted)
 December Unemployment Rate: 3.2%
 November Total Non-farm: 484,582
 Manufacturing: 32,299
 Largest OTM Increases:
 Professional & Business Services: 547 (0.8%)
 Trade, Transportation, % Utilities: 451 (0.5%)

NEBRASKA (not seasonally adjusted)
 December Total Non-farm: 993,361
 Manufacturing: 97,204

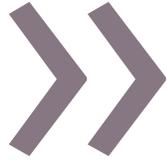
Nebraska (smoothed seasonally adjusted)
 December Unemployment Rate: 2.9%
 Change (OTM): -0.2%
 Change (OTY): -0.7%

Economic Regions (not seasonally adjusted)
 Central: 2.5%
 Grand Island: 3.0%
 Mid Plains: 2.7%
 Northeast: 2.8%
 Panhandle: 3.0%
 Sandhills: 2.5%
 Southeast: 3.1%

DECEMBER UNEMPLOYMENT RATE BY COUNTY



2015



AREAS OF SUBSTANTIAL UNEMPLOYMENT

Lenora Castillo, Research Analyst

Each year the Employment and Training Administration (ETA) establishes a time period for states to designate potential Areas of Substantial Unemployment (ASUs), which are used to determine funding allocations under the Adult and Youth Program Activities of the Workforce Investment Act (WIA).

Areas of Substantial Unemployment serve an essential role in determining how funding under WIA is distributed to the three Workforce Investment Areas in Nebraska: Lincoln, Omaha, and Greater Nebraska. The ETA provides instructions to states regarding the process of designating an area as an ASU while the Bureau of Labor Statistics (BLS) provides the data, instructions and forms for the states to use in developing employment and unemployment estimates. Once states submit their individual ASUs, BLS validates the data and ETA makes the final determination on an ASU's status.

To qualify as an ASU in its entirety, an area or state must meet the following requirements:

1. Unemployment rate of 6.5% or higher
2. Population of at least 10,000 based on Census Bureau estimates
3. Contains geography that is contiguous (touching in at least one point, separated by a body of water such as river or lake or directly across a body of water from one another).

This year, Nebraska qualified five ASUs with total unemployment of 23,680. In 2014, Nebraska qualified nine ASUs with total unemployment of 18,822. While the number of ASUs in Nebraska is down from last year, total unemployment within these ASUs has increased.

WIA funding is based on the total number of unemployed, not the number of qualified ASUs.

In 2014, 35 states, the District of Columbia, and Puerto Rico qualified as Areas of Substantial Unemployment (ASU) in their entirety. That number dropped to 26 (plus the District of Columbia and Puerto Rico) for the 2015 program year. The remaining states that did not qualify as ASUs in their entirety, including Nebraska, completed an ASU search.

An area such as a state, city, county, Metropolitan Statistical Area (MSA), Micropolitan Statistical Area (MC), shared census tracts within counties, or a combination of any of these areas can be designated as an ASU. For the first time this year, all shared areas are based on five-year population estimates from the Census Bureau's American Community Survey. This data replaces the Census 2000 household-only estimates used in previous years.

The data provided by BLS can be used to create either a whole ASU or an ASU part. An ASU part is an area that fails one of the three requirements listed above, but when added to another (contiguous) part it can be used to create a whole ASU. For example, census tracts from one county can be added to census tracts from another county to form a whole ASU.

Maps of Nebraska areas that qualified as whole ASUs for the 2015 program year are shown on the following pages. The highlighted tracts form the ASUs.

For more information, please contact Lenora Castillo at 402-471-9841 or email your questions to lenora.castillo@nebraska.gov.

ASUs for 2015

ASU
LABOR FORCE

ASU
EMPLOYMENT

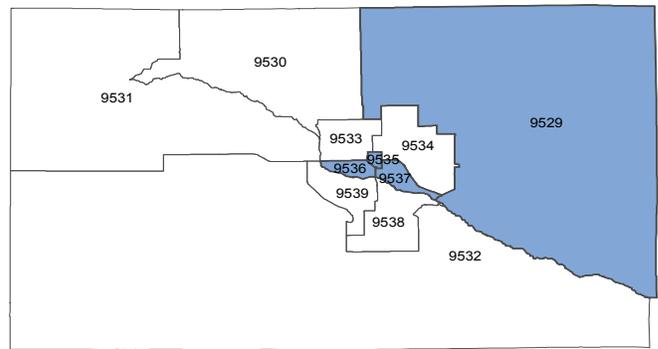
UNEMPLOYMENT

Scotts Bluff County	7,198	6,410	788
Burt, Dakota, Thurston Counties	15,341	14,257	1,084
Johnson, Nemaha, Richardson Counties	5,817	5,237	580
Douglas, Sarpy Counties	161,874	145,321	16,553
Lancaster County	39,970	35,295	4,675

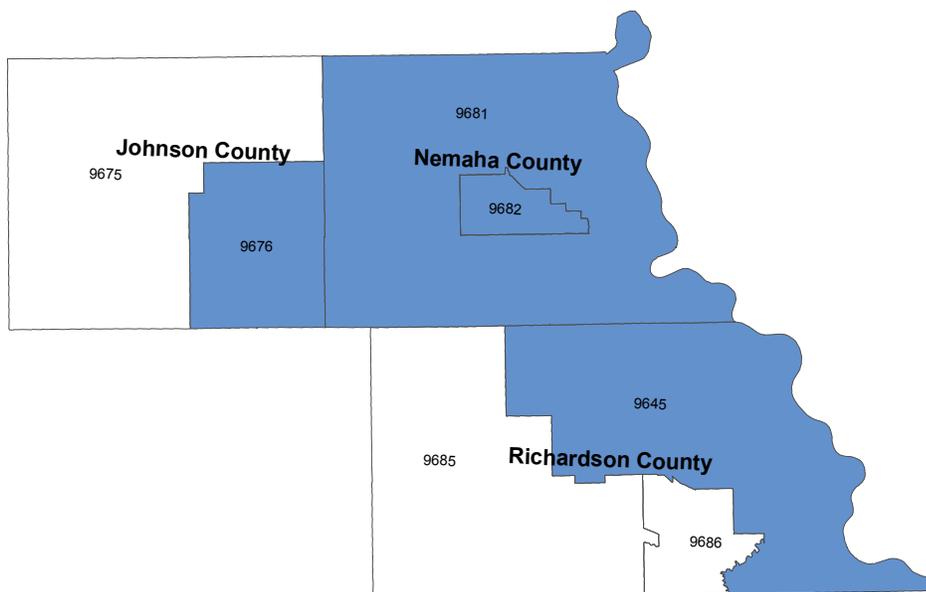
TOTAL: 23,680



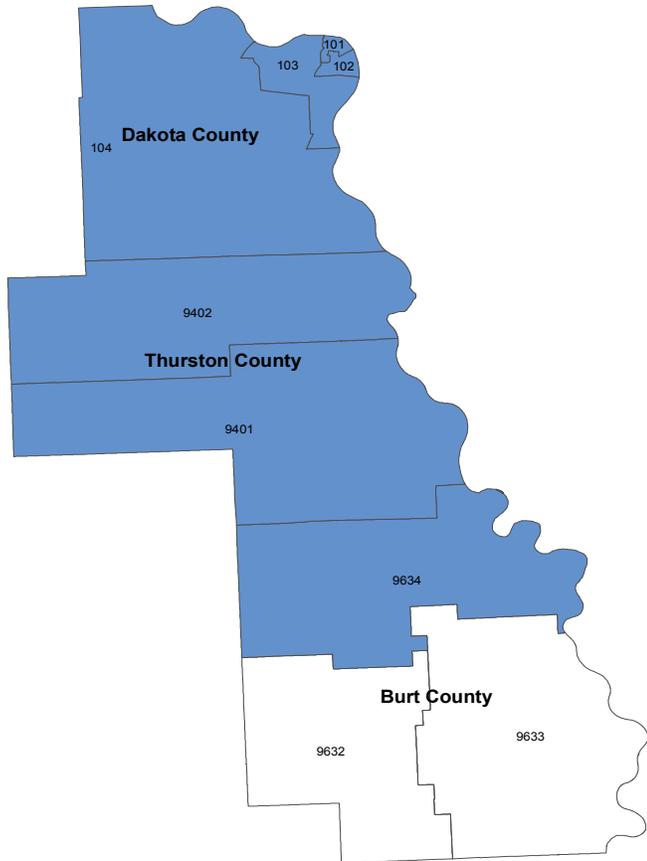
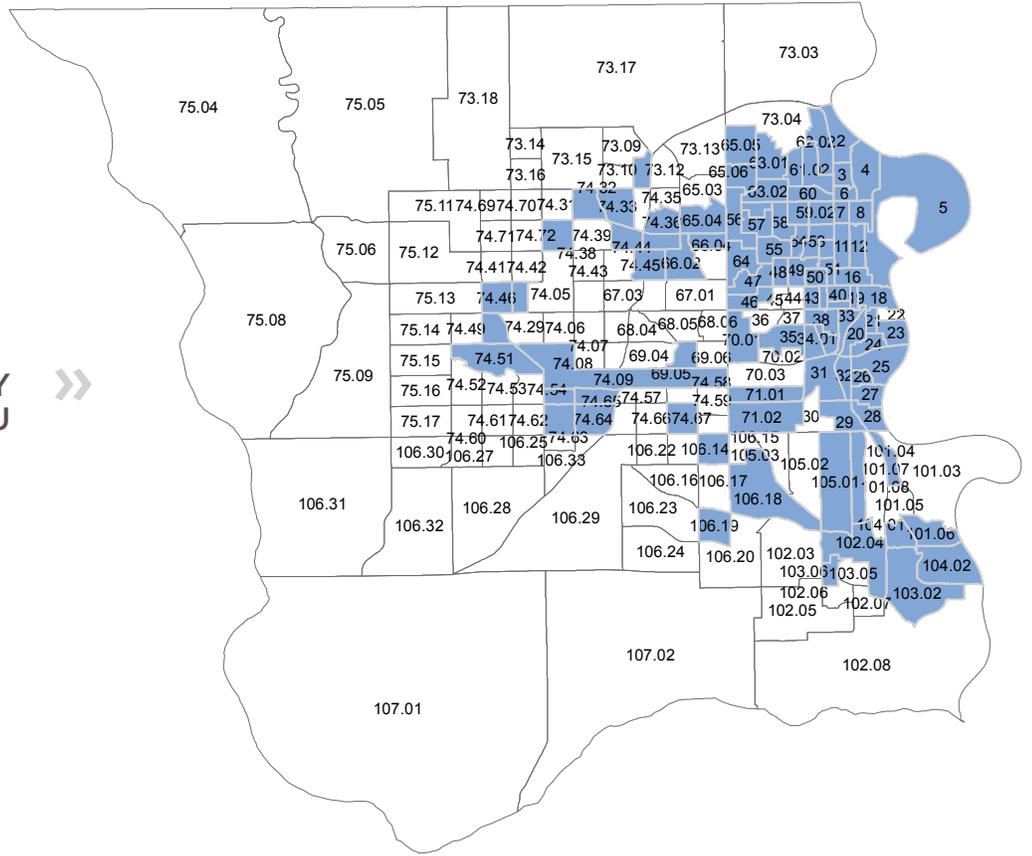
SCOTTS BLUFF COUNTY ASU



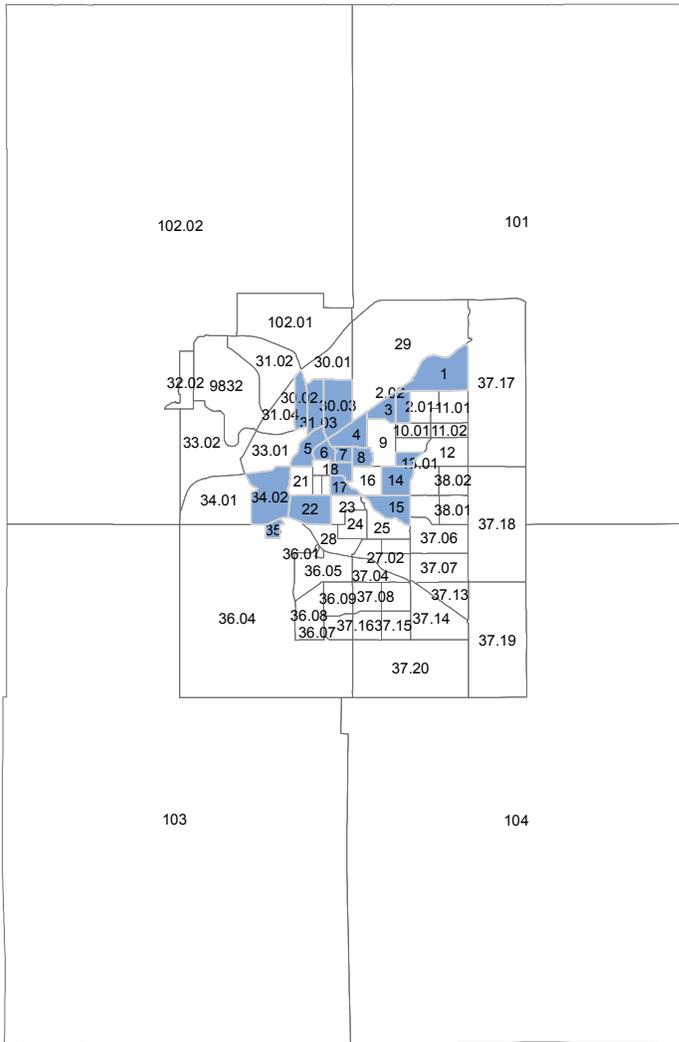
**JOHNSON, NEMAHA,
& RICHARDSON COUNTIES ASU**



**DOUGLAS-SARPY
COUNTY ASU** >>



**BURT,
DAKOTA,
& THURSTON
COUNTY ASU** >>



« LANCASTER COUNTY ASU

INDUSTRY EMPLOYMENT AND WAGES

Nearly half (44 percent) of the graduates working in the state were employed in the educational services industry. Retail trade (25 percent) and health care (9 percent) had the next highest percentages. These totals included graduates from all fields of study who were employed in these industries.

The highest industry average annual wage was found in the wholesale trade industry, where the 18 graduates working in the state averaged \$42,937. The 314 graduates employed in the educational services industry had the second highest average annual wage of \$41,076. These averages included graduates from all degree levels.

The education industry employed 85 percent of graduates with an education major.

The chart on the right shows the industries in which education graduates were employed.

The “other” category includes accommodation and food services; administrative and support and waste management and remediation; agriculture, forestry, fishing and hunting; arts, entertainment and recreation; finance and insurance; leisure and hospitality; manufacturing; other services, except public administration; retail trade; and wholesale trade. Each of these industries employed one or two education graduates.

FIELDS OF STUDY AND EMPLOYMENT

Overall, bachelor’s degree graduates in business administration and management had the highest number (75) of graduates working in the state, followed by bachelor’s degree graduates in elementary education and teaching with 70.

There were eight degrees/fields of study with 80 percent or more of the graduates working in the state. A total of 212 students graduated from these programs, with 181 graduates working in the state in the first quarter of 2013.

FIELDS OF STUDY AND WAGES

Nine of the top 10 highest wages by field of study were earned by those who obtained a master’s degree or higher. Top average annual wages were earned by the five post-master’s certificate graduates in educational leadership and administration with \$82,548. The second highest wages were earned by educational leadership and administration master’s degree graduates with \$53,025.

For more graduate outcomes information, contact the Nebraska Department of Labor’s Office of Labor Market Information or view the annual report by clicking the Publications link at:

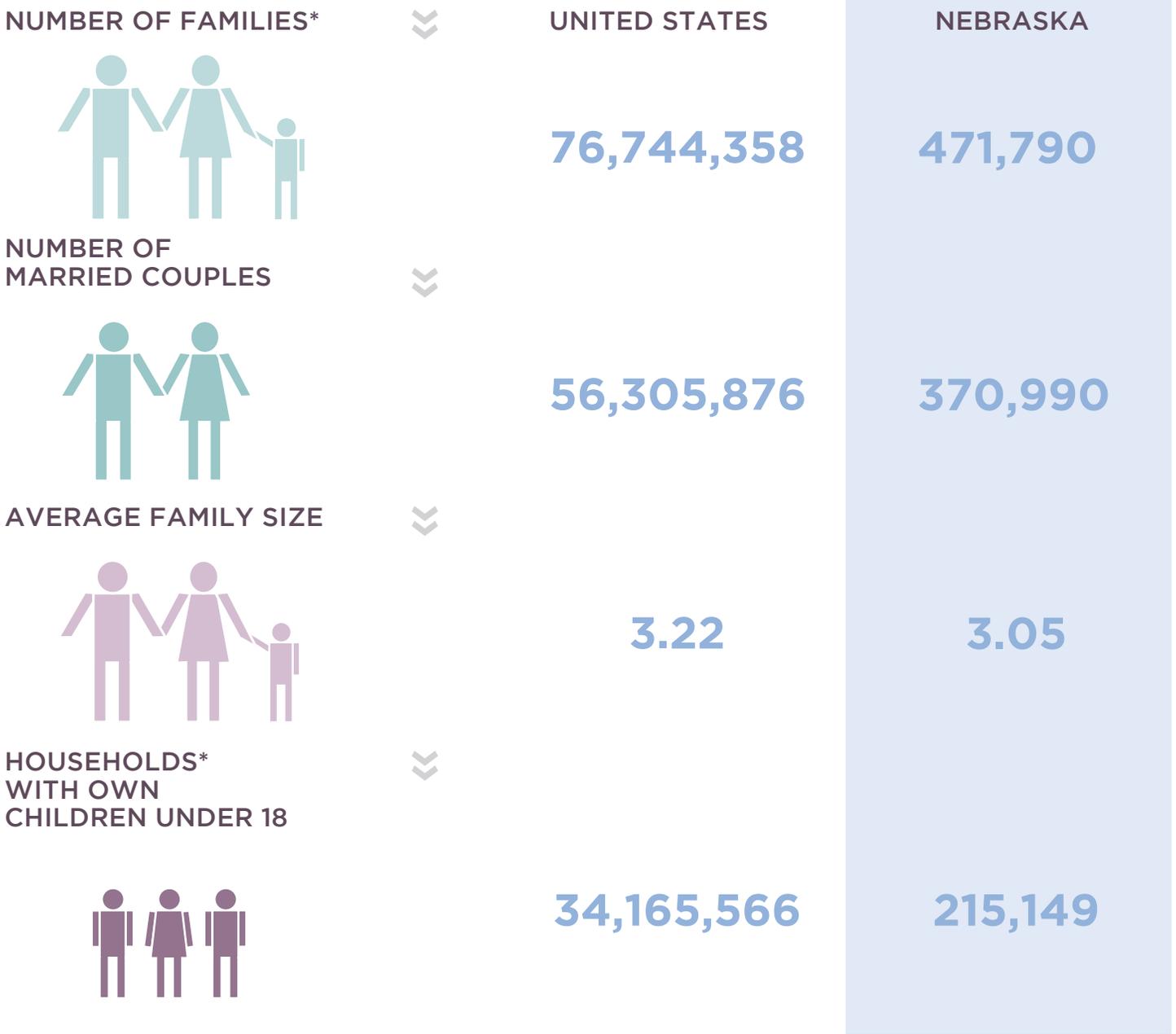
<https://neworks.nebraska.gov/>.



FAST FACTS: FAMILY DEMOGRAPHICS

Kristin Derenge, Research Analyst

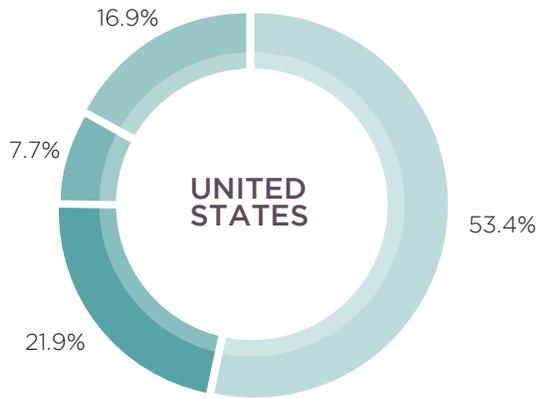
The American Community Survey (ACS) from the US Census Bureau collects data pertaining to family demographics and employment characteristics, among many other topics. The following infographic presents 2013 census data on family demographics and employment characteristics in the US and Nebraska.



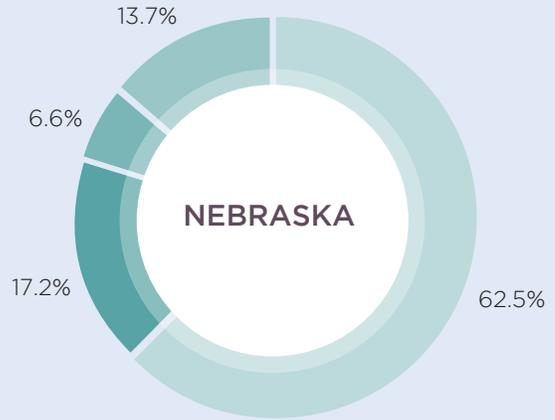
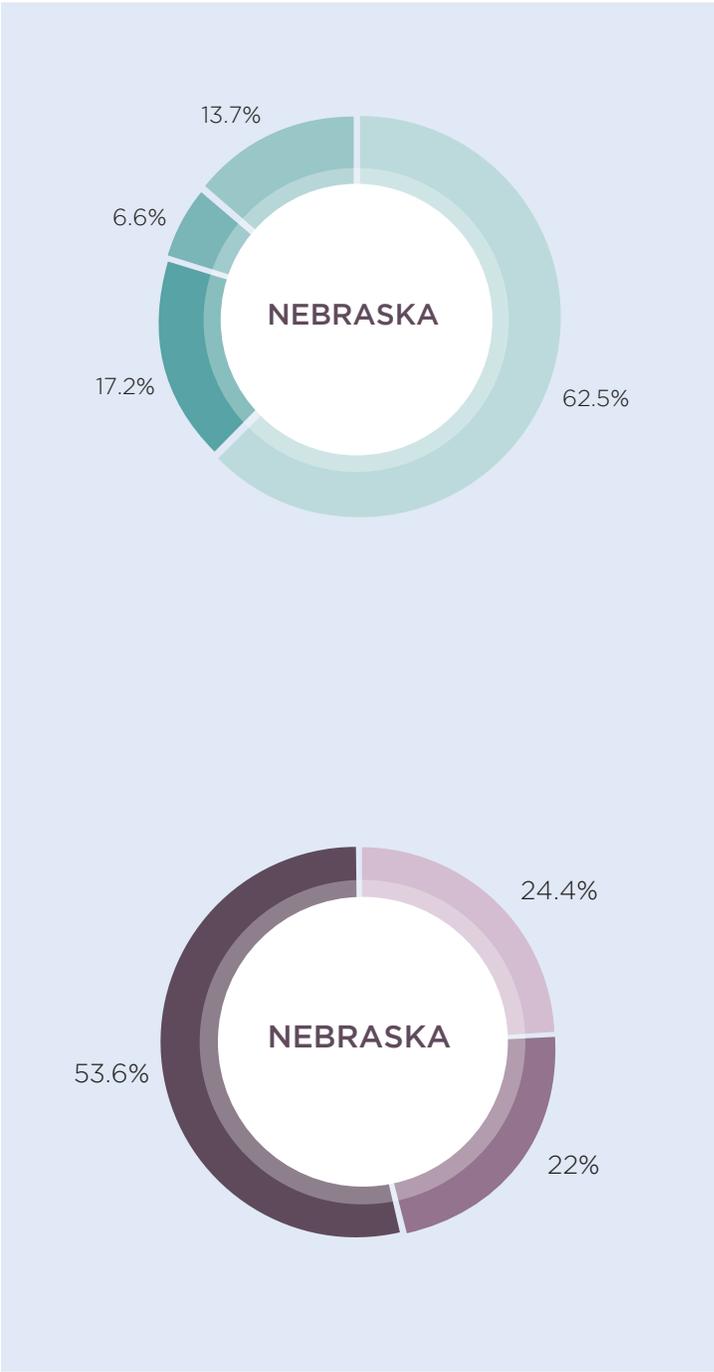
* The ACS defines families as householders and their relatives living in the same housing unit. The ACS defines households as all people, related or not, living within the same housing unit.



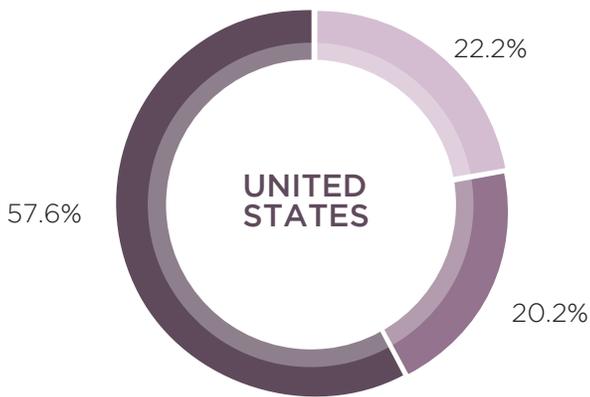
PERCENTAGE OF MARRIED COUPLES WITH:



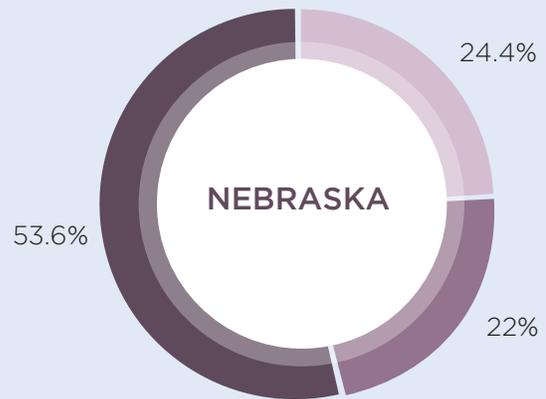
- Husband and wife in labor force
- Only husband in labor force
- Only wife in labor force
- Neither spouse in labor force



PERCENTAGE OF THESE HOUSEHOLDS WITH:



- Children under 6 only
- Children under 6 and 6-17
- Children 6-17 only



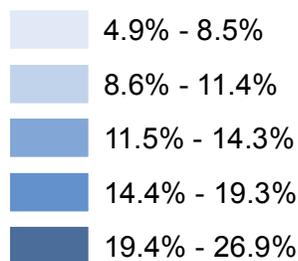
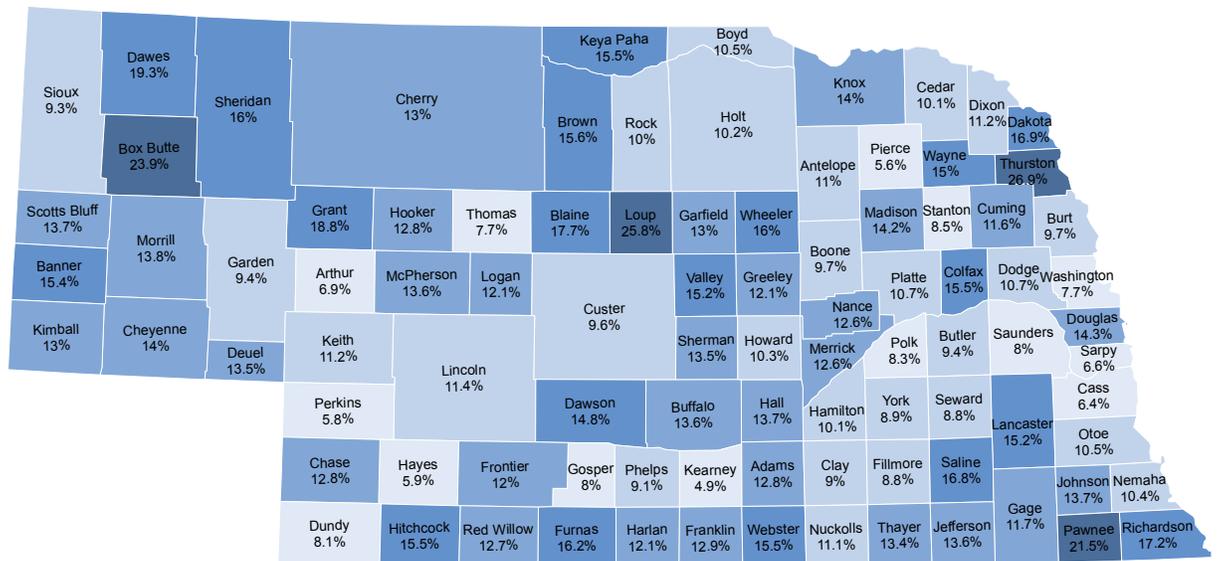
SOURCES:

1. U.S. Census Bureau. American Fact Finder. 2013 American Community Survey 5-year estimates. [Online.] [Cited January 28, 2015.] http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_5YR_S1101&prodType=table
2. —. American Fact Finder. 2013 American Community Survey 5-year estimates. [Online.] [Cited January 28, 2015.] http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_5YR_S2302&prodType=table
3. —. American Fact Finder. 2013 American Community Survey 5-year estimates. [Online.] [Cited January 28, 2015.] http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_5YR_B19013&prodType=table
4. —. American Community Survey 2011 Subject Definitions. [Online.] [Cited February 17th, 2015.] http://www.census.gov/acs/www/Downloads/data_documentation/SubjectDefinitions/2011_ACSSubjectDefinitions.pdf

MAP FACTS: POVERTY RATES IN NEBRASKA

Kermit Spade, Research Analyst

POVERTY RATES IN NEBRASKA BY COUNTY



The U.S. Census Bureau’s American Community Survey estimates the total population of an area and the number of people whose income in the past 12 months was below the poverty level.¹ From these two figures, it is possible to calculate a poverty rate for a given area. The above map shows poverty rates by county for the state of Nebraska using 2013 ACS 5 year estimates.

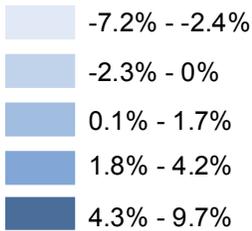
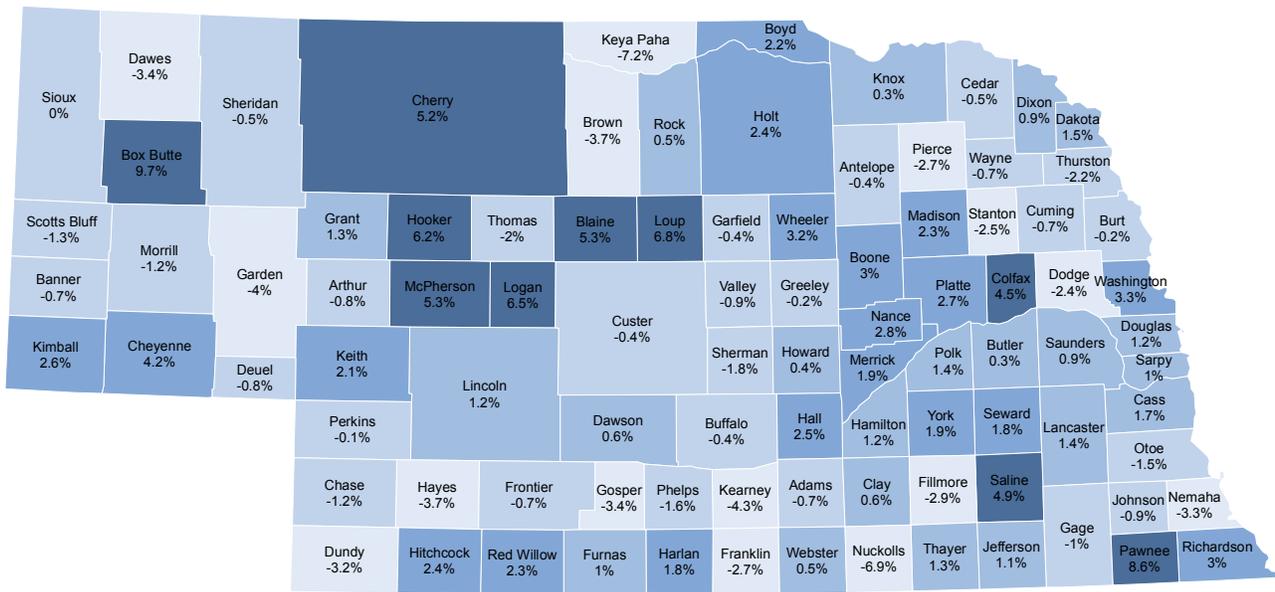
The Census Bureau follows the Office of Management and Budget’s statistical policy and uses a set of income thresholds to determine an individual’s poverty status. These thresholds vary by family size and composition, but do not vary geographically.² Many federal and state agencies use poverty threshold tests to determine eligibility for aid programs.

County poverty rates do not appear to be correlated with either metro or non-metro classifications. There are four counties (Thurston, Loup, Box Butte, and Pawnee) that have poverty rates over 20 percent. The counties with the lowest poverty rates were Hayes, Perkins, Pierce, and Kearney counties.

The map below shows the change in poverty rates by county from the 2010 and 2013 American Community Survey 5-year estimates.

During this time period, Box Butte and Pawnee Counties had the largest increases in poverty rates, at 9.7 percent and 8.6 percent respectively. Keya Paha and Nuckolls counties had the largest decreases in poverty rates at 7.2 percent and 6.9 percent respectively.

CHANGE IN POVERTY RATES, 2010 - 2013^{1,3}



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1. U.S. Census Bureau. American Community Survey 2013 5-Year Estimates, Table B17001. American Fact Finder. [Online] [Cited: February 12, 2015.] census.gov.
2. —. How the Census Bureau Measures Poverty. Census.gov. [Online] [Cited: February 12, 2015.] <http://www.census.gov/hhes/www/poverty/about/overview/measure.html>.
3. —. American Community Survey 2010 5-Year Estimates, Table B17001. American Fact Finder. [Online] [Cited: February 12, 2015.]



DECEMBER
& JANUARY

Kermit Spade
Research Analyst

TOTAL OMAHA
JOBS ADDED

388

OMAHA AREA OPENINGS

TYPE OF BUSINESS

NAME, JOBS ADDED, SOURCE



FOOD &
ENTERTAINMENT

Heritage Food & Wine	10	OCC
Hog Wild Pit Bar-B-Que	10	OCC
Blatt Beer	10	OCC
AJ's Café	10	OCC
Raising Cane's	15	OWH
Uncle Maddio's	10	OWH
Be'ne Pizza and Pasta	10	OWH
Nlte Owl	7	OWH
Duggers Café	5	OWH
Marcus Theatres	10	OWH

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RETAIL/SALES

Four Sisters Boutique	5	OCC
It's All About Bees	4	OCC
Birdie's Box	3	OCC
CanCooker	6	OCC
Two Saints Thrift	2	OCC
Robin's Nest	4	OCC
Black Iris Botanicals	2	OCC
BuyBuy Baby	5	OCC
CleanWater Laundry	5	OCC
Walgreens Specialty Pharmacy	15	OCC
Pretty in Patina	2	OCC
Boomgaars	10	OCC
JoAnn Fabrics and Craft	20	OCC
Dollar General - Hooper	10	OWH
The French Ivy	2	OWH
Family Dollar Store	10	OWH

105

Sources:

OCC = Omaha Chamber of Commerce

OWH = Omaha World Herald

Fremont Tribune

WOWT News

KETV

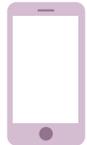
KMTV



HEALTH & EDUCATION

Cass Family Medicine	10	OCC
Bundy Family Dentistry	5	OCC
Zounds	3	OWH
The Rainbow House	3	KETV
Center for Excellence in Education	10	OCC
Nelson Mandela Elementary	20	OWH
Learning Community Center	6	OWH

57



TECHNOLOGY

Heritage Services	5	OCC
CMIT Solutions	5	OCC
D3 Banking	10	OCC
Universal Info Services	3	OCC
Inflection Silicon Prairie	8	OCC
US Cellular	10	OCC

41



OTHER

Aksarben Auto Repair	5	OCC
Redefined Interiors	1	OCC
AssureStart	2	OCC
Reclaimed Enterprises	5	OCC
Advent	3	OCC
Angela Joy - Art from the Heart	3	OCC
XTI Inc.	50	OCC
Stephen Center	5	KMTV
Dakota Guardian Trust	3	OWH
Access Bank	5	OCC

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OMAHA EXPANSIONS & STATEWIDE OPENINGS/EXPANSIONS

Westwood Plaza
St Columbkille Church
Eagle Ridge Park
Blue Barn Theatre
KETV Headquarters
The Bluewater project

Ritz Lake Project
Old Towne Elkhorn
BuilderTrend
The Rochester
Nicholas Flats
ProTransit Nanotherapy

Canfield's
Faces Day Spa
RSVP
Von Maur
Omaha Country Club
CanCooker

Horizon Biofuels **+3 jobs**
Fremont Health
Acass Systems **+3 jobs**
Rotella's
AIM Institute

NORTHEAST

CREIGHTON

Countryside Estates

NORFOLK

Leather & More
Farm Bureau Financial Services
Black Cow Fat Pig Pub and Steak

SOUTHEAST

BEATRICE

Git n' Split - expansion
Victorian Inn - expansion

NEBRASKA CITY

Taco Bell
New youth center

YORK

Ruche Botique
Prim and Proper Consignments
Beaver Creek Products - expansion

PANHANDLE

MINATARE

Remington Club Restaurant

SCOTTSBLUFF

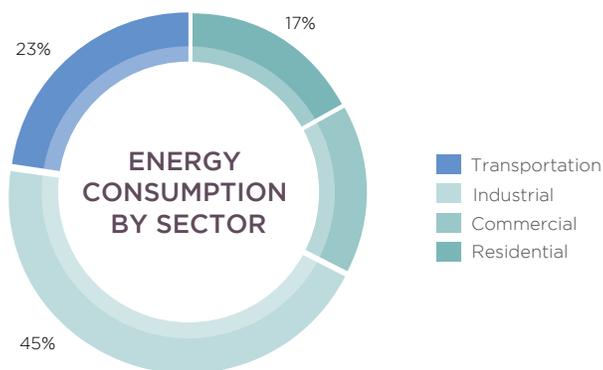
Burger King
Dented Fender Bar & Grill
Luigi's Italian Restaurant

ENERGY CONSUMPTION AND PRODUCTION IN NEBRASKA

Kermit Spade, Research Analyst

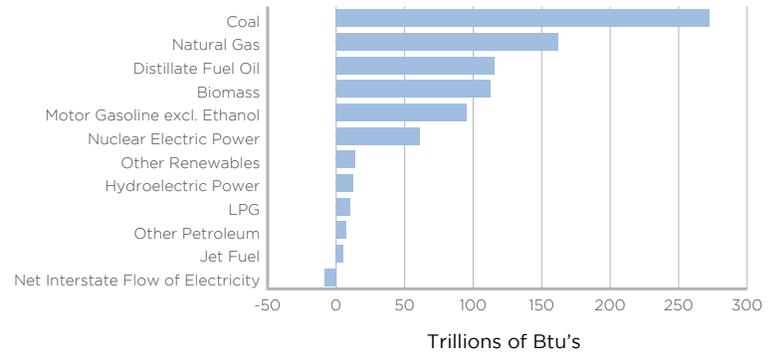
Energy production and consumption are important factors in today's economy. Without energy, lights in businesses and homes don't turn on, trucks distributing food across the country don't run, and homes are not heated in the winter. Energy, in short, is vital to our economy and standard of living. Energy is produced from natural resources such as coal, natural gas, various petroleum products, and uranium, as well as in facilities that use renewable resources such as hydro-electric, wind and geothermal power.

In 2012, Nebraska produced 865.9 trillion Btu's of energy, consumed 857.5 trillion Btu's, and exported 8.4 trillion Btu's to other states.¹ Btu is short for British thermal unit, which is the quantity of heat required to raise the temperature of 1 pound of water by 1 degree Fahrenheit.² According to the U.S. Energy Information Administration, Nebraska ranks 33rd in total energy consumption for the U.S.¹



Most of the energy produced in Nebraska is consumed by the industrial sector, followed by the transportation, residential and commercial sectors. Overall, Nebraska ranks seventh in total energy consumed per capita in the United States. This is primarily due to Nebraska's low population and the prevalence of the food processing industry, which is very energy intensive.¹

2012 NEBRASKA ENERGY CONSUMPTION ESTIMATES

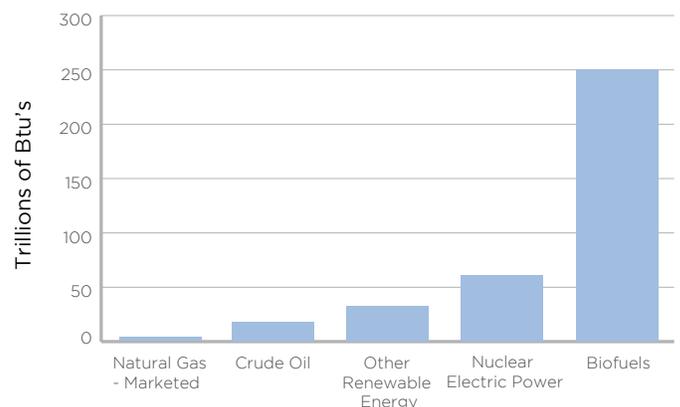


Several surrounding states are ranked similarly. Wyoming is ranked first in energy consumed per capita, Iowa is fifth, South Dakota is eighth and Kansas is thirteenth.¹

Nebraskans used 464 million Btu's per capita in 2012, at a cost of just over \$10 billion. The residential sector spent \$1.3 billion on energy, while the commercial sector spent \$991 million, the industrial sector spent \$2.2 billion, and the transportation sector spent \$5.4 billion.¹

The majority of Nebraska's energy production consists of biofuels (69%), followed by nuclear power (16.8%).¹

NEBRASKA ENERGY PRODUCTION



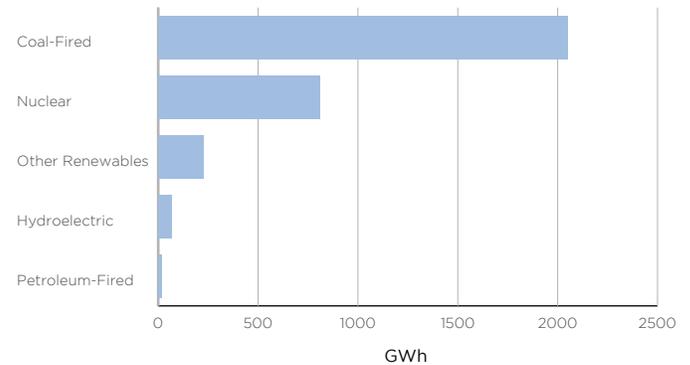
Most of Nebraska's electricity generated in October 2014 came from coal-fired and nuclear power plants, according to the Energy Information Administration.¹ Only 9% of Nebraska's electricity was generated from other renewables, such as wind power. According to the U.S. Department of Energy and the National Renewable Energy Laboratory, Nebraska ranked 4th in the nation in wind energy potential and 4th in installed capacity. Only Texas, Kansas and Montana had more installed wind power capacity than Nebraska.³

Nebraska uses proportionally more natural gas and less electricity for home heating than the U.S. average. In October 2014, natural gas and residential and commercial electricity cost slightly less in Nebraska than the U.S. average. Industrial electricity cost slightly more in Nebraska than the U.S. average.¹

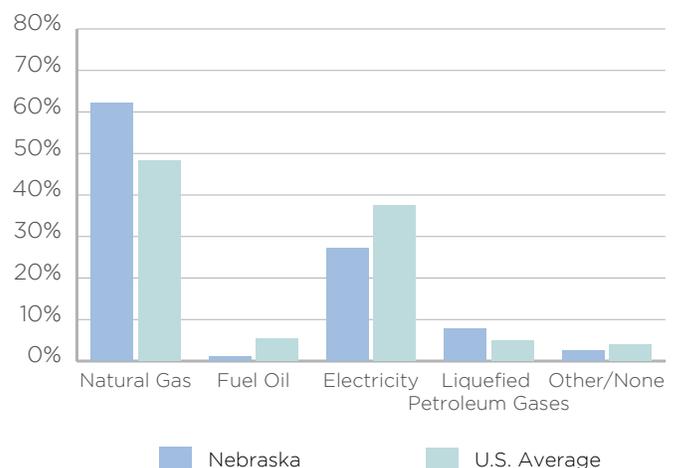
REFERENCES

1. U.S. Energy Information Administration. State Profile and Energy Estimates. U.S. Energy Information Administration. [Online] [Cited: January 14, 2015.] <http://www.eia.gov/state/?sid=NE>.
2. —. Frequently Asked Questions. eia.gov. [Online] [Cited: March 2nd, 2015.] <http://www.eia.gov/tools/faqs/faq.cfm?id=45&t=8>.
3. U.S. Department of Energy. WINDEXchange. U.S. Department of Energy. [Online] [Cited: January 14, 2015.] http://apps2.eere.energy.gov/wind/windexchange/filter_detail.asp?itemid=2542.

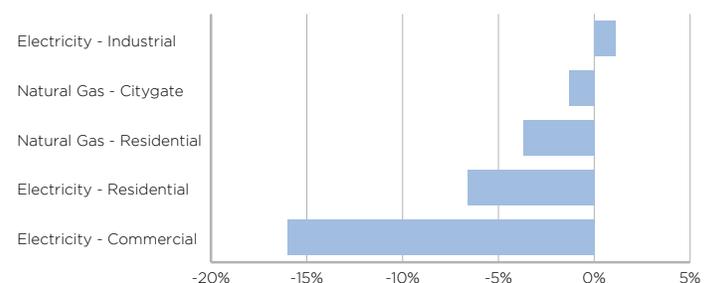
NEBRASKA NET ELECTRICITY GENERATION



ENERGY SOURCE USED FOR HOME HEATING



NEBRASKA/U.S. PRICE DIFFERENTIALS



OMAHA LABOR AVAILABILITY REPORT

WEB SPOTLIGHT

Jennifer Gildersleeve, Research Analyst

The Nebraska Departments of Economic Development and Labor recently collaborated on a survey designed to measure labor availability in the Lincoln and Omaha metro areas of Nebraska. The Lincoln labor availability report was released in December 2014 and the Omaha report was released in January 2015. Selected results from the Omaha report are below.

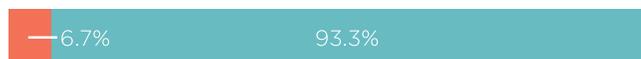
The Metro Area Labor Availability Survey found an estimated 300,043 potential job seekers in the Omaha survey area. The majority of these potential job seekers said they were currently employed. Others were out of work or seeking to reenter the workforce after time spent in retirement or homemaking.

POTENTIAL JOB SEEKER BY EMPLOYMENT STATUS

UNEMPLOYED



RETIRED



HOMEMAKER



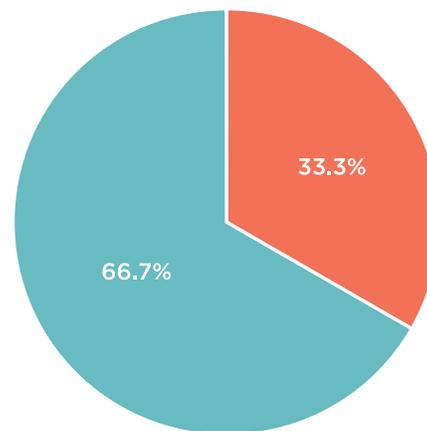
EMPLOYED



■ POTENTIAL JOB SEEKER
■ NOT POTENTIAL JOB SEEKER

Unemployed respondents were the most likely to be potential job seekers at 64.5%, and employed respondents were the second most likely to be potential job seekers at 40.6%. Over 26% of homemakers and 6.7% of retired respondents were also potential job seekers.

POTENTIAL JOB SEEKERS ACTIVELY SEEKING A NEW JOB



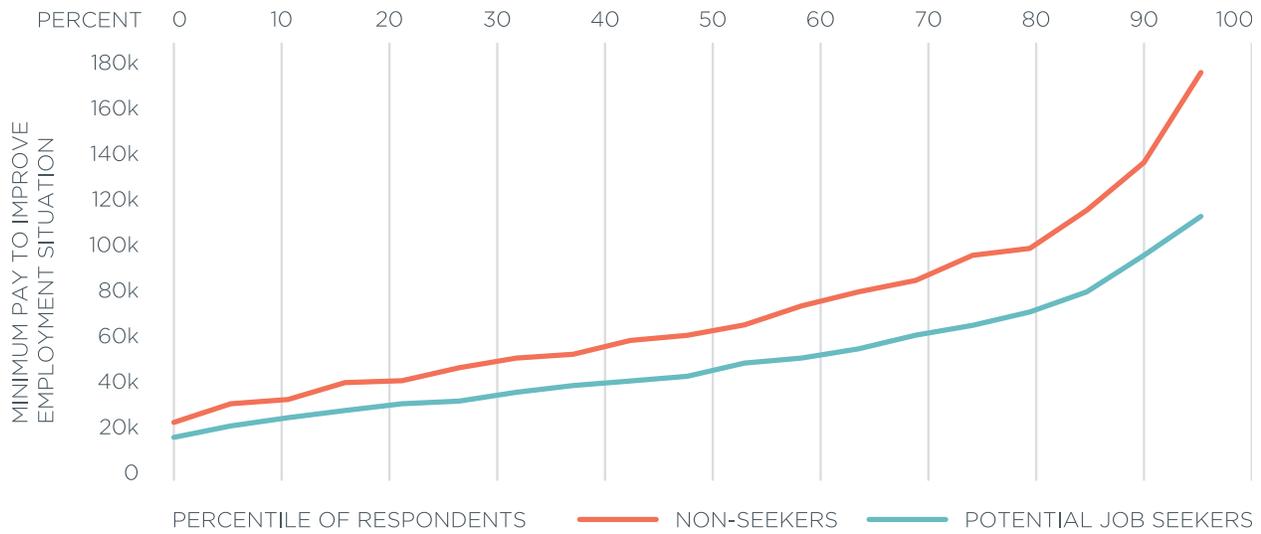
■ ACTIVELY SEEKING
■ NOT ACTIVELY SEEKING

Potential job seekers were asked if they were actively seeking a new job. Among potential job seekers who answered the question, 33.3% indicated that they were actively seeking a new job. In the Omaha survey area, this is estimated to be up to 99,914 potential job seekers who are actively seeking new jobs.

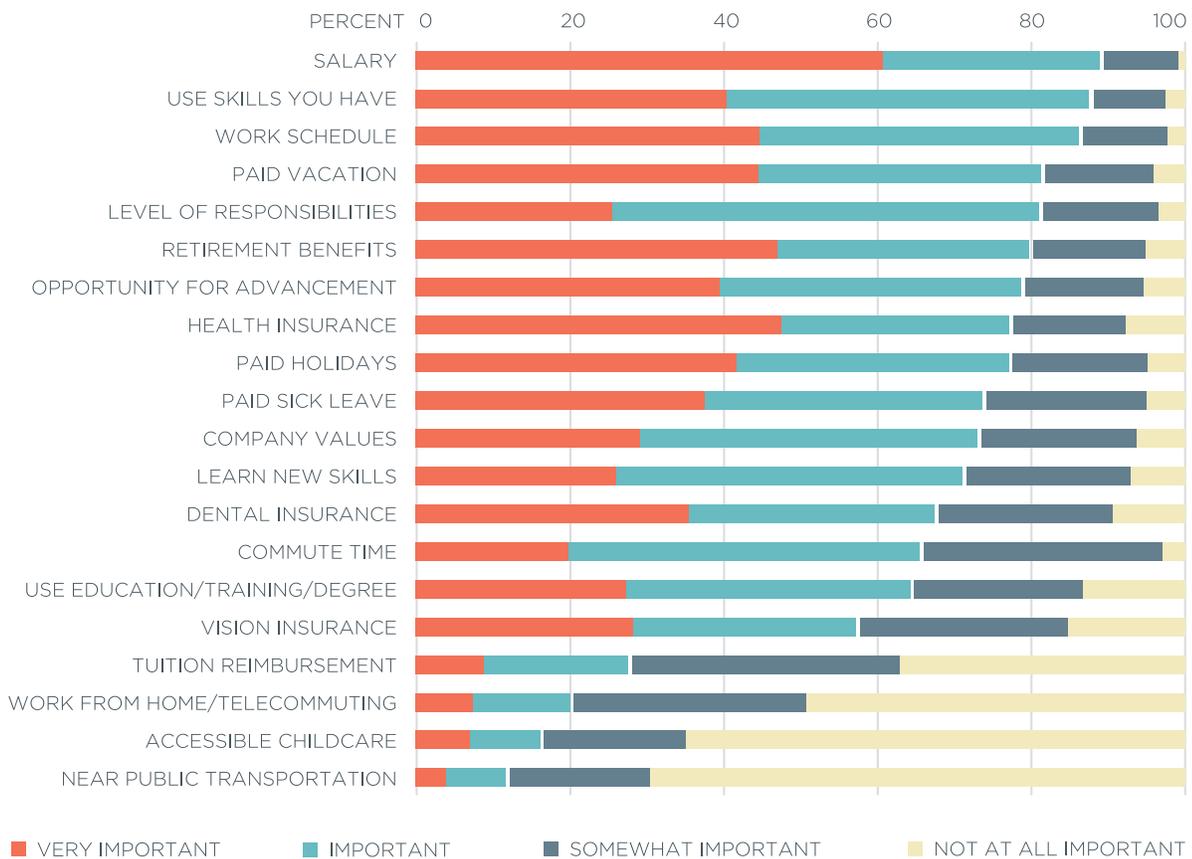
Potential job seekers in the Omaha survey area, including both active and non-active seekers, indicated that they are willing to take new work or change jobs in the next year if a suitable job presents itself. The median wage sought by this group was a minimum of \$41,600 annually, or \$20 an hour for full-time, year-round work. Nearly all (97%) potential job seekers stated that they were willing to commute 15 minutes or more each way for suitable work. The median tenure of employed potential job seekers at their current job is five years.

More than half of potential job seekers said they had at least a bachelor's degree. Potential job seekers identified salary, use of skills they already possessed, and a schedule that fit their needs as the most important factors in improving their employment situation. They named inadequate pay offered by area employers, lack of job opportunities in the area, and inadequate benefits offered by area employers as the most common barriers to improving their employment situation.

MINIMUM PAY TO CHANGE JOBS BY SEEKER STATUS



FACTORS IMPORTANT TO POTENTIAL JOB SEEKERS

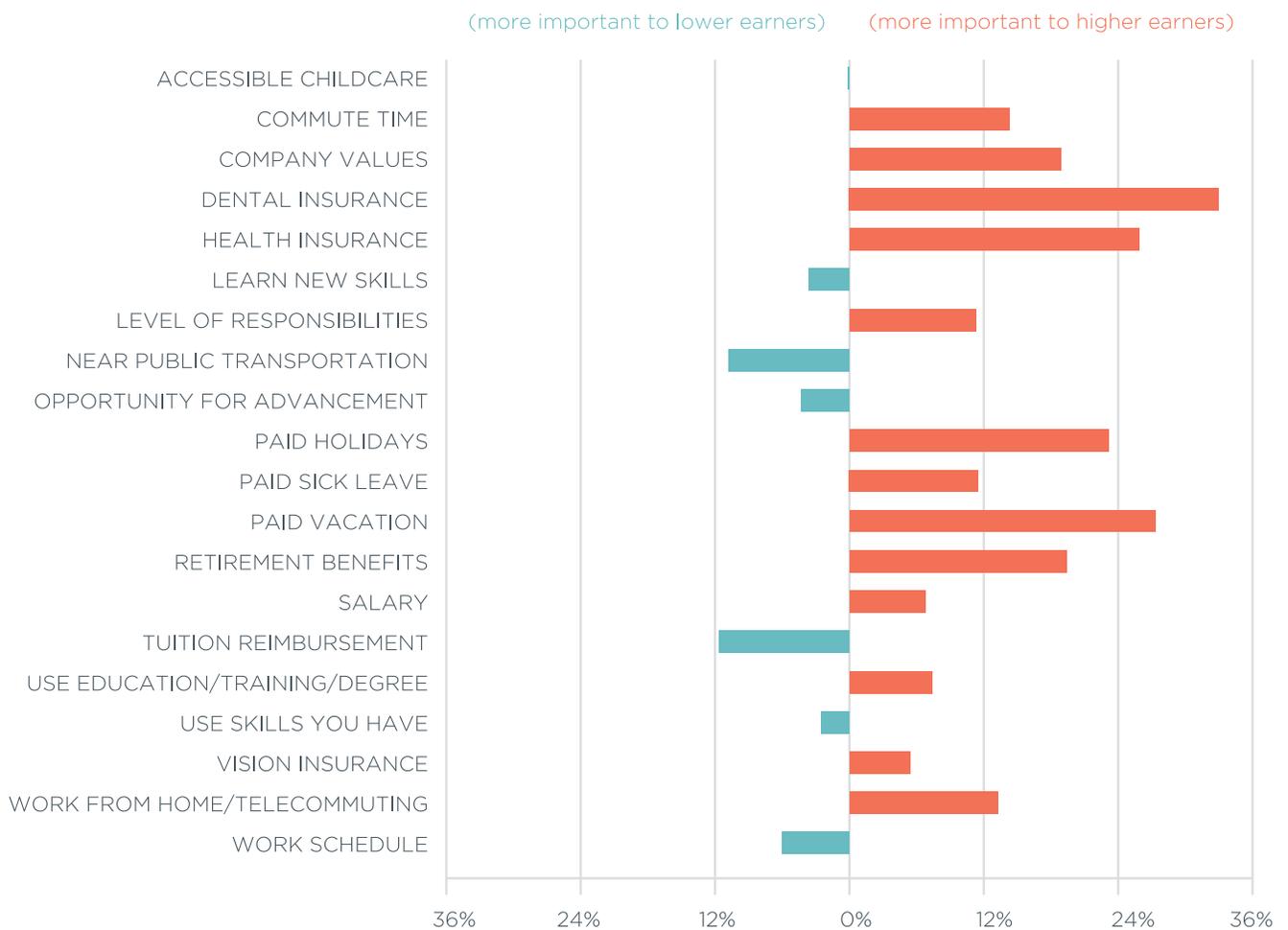


Of those potential seekers who answered questions about the most important factors they look for in a job, 89.4% said salary was either important or very important to them. Salary was the only factor that over half of respondents listed as very important. The top five important factors to potential seekers based on ratings of very important or important were salary, using skills they already have, work schedule, paid vacation, and level of responsibilities. Potential job seekers in Omaha didn't seem to value tuition reimbursement, working from home, accessible childcare, and proximity to public transportation as much as other factors, with 30% or fewer seekers listing these factors as important or very important to them.

IMPORTANT FACTORS BY CURRENT INCOME

Income categories of potential seekers were calculated by using their reported current salaries. If annual salary data was not provided, approximate current income was calculated by multiplying reported hourly wage by the average number of hours they reported working. If neither annual salary data nor hourly wage and hours worked were reported potential seekers were not counted in this breakdown.

DIFFERENCE IN ITEM IMPORTANCE OF POTENTIAL JOB SEEKERS 25K AND UNDER VS. 100K AND OVER



Paid vacation, dental insurance, and health insurance were far more important to potential job seekers making \$100k and over per year than those making \$25k or under annually. Tuition reimbursement and job location near public transportation were over 10% more important to those making \$25k or under compared to those making \$100k or more. Learning new skills and opportunities were more important to lower earners, while responsibilities in a job were more important to higher earners. Using skills already possessed and accessible childcare had about the same level of importance to both income groups.

BARRIERS TO POTENTIAL JOB SEEKERS

Of the potential job seekers who answered questions about employment obstacles, over 60% listed inadequate pay and lack of job opportunities as obstacles to changing jobs or reentering the workforce within the next year. Inadequate benefits and inadequate hours were also commonly cited by potential jobs seekers as obstacles to employment at 53% and 45.6% respectively. All four of the most commonly cited obstacles to employment (inadequate pay, lack of job opportunities, inadequate benefits, and inadequate hours) are job market-related issues rather than workforce related issues such as lack of experience and training.

OBSTACLES OF EMPLOYMENT AMONG POTENTIAL JOB SEEKERS



BENEFITS OF CURRENTLY EMPLOYED



OMAHA LABOR AVAILABILITY REPORT

CONTINUED FROM PAGE 21

BENEFITS RECEIVED

Employed workers in Omaha were asked if they were receiving specific benefits from their primary employer.

Paid vacation was received by the most workers. About 74.9% of workers said they receive paid vacation, followed by paid holidays, at 72.8%.

Employed workers were also able to write in additional benefits they received, if applicable. Examples of the other benefits reported include life insurance, use of company vehicles, profit sharing, stock options/bonuses, and gym memberships/wellness activities.

CONCLUSION

Many factors can affect labor availability in a regional labor market. Geography, pay and benefits, education and skill requirements, work schedules, and many other factors may be considered in someone's decision to take a job. The Omaha Labor Availability Report examined the employee side of the equation, namely, the views of the workers.

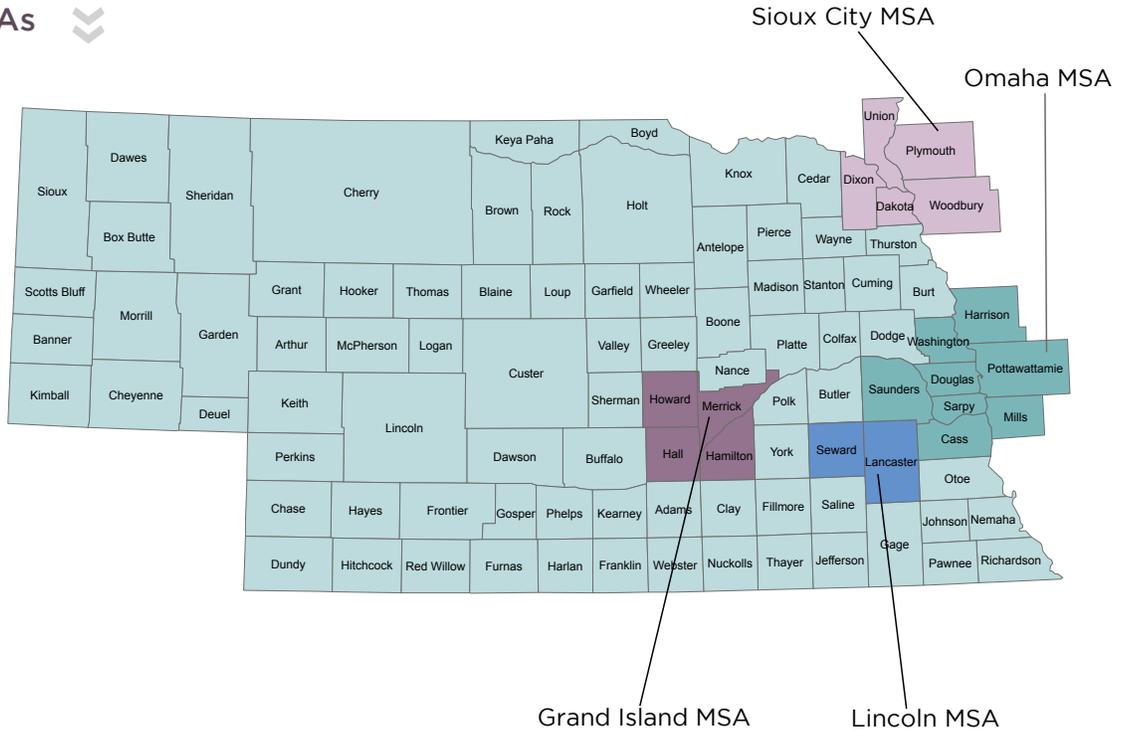
This study has identified that there is a large pool of potential job seekers in the Omaha labor market area. The findings can be used to better understand what is important to these potential job seekers and the barriers they may encounter to accepting a new job. Economic developers, educators, employers, legislators, and others involved in shaping the local economy can use this information to help existing businesses grow and attract new employers and workers to the area.

The Omaha Labor Availability report is available in full [here](#).

A NEW AREA OF NEBRASKA? PART ONE

Nancy Ritchie, Research Analyst

NEBRASKA MSAs



From a labor market information perspective, one might say that Hall, Hamilton, Howard and Merrick counties comprise a relatively new area in Nebraska. The Grand Island Metropolitan Statistical Area came into being February 28, 2013. Grand Island had previously been defined as a Micropolitan Statistical Area prior to the addition of Hamilton County.

Defined by the federal Office of Management and Budget, a Metropolitan Statistical Area (MSA) is a geographic entity for use by federal statistical agencies based on the concept of a core area with a large population nucleus, plus adjacent communities having a high degree of economic and social integration with that core. Qualification of a metropolitan statistical area requires the presence of an Urbanized Area (UA) with a total population of at least 50,000.

With the addition of the Grand Island MSA, the state contains four MSAs. The Omaha MSA is the

largest and includes five Nebraska counties (Cass, Douglas, Sarpy, Saunders and Washington) and three counties in Iowa (Harrison, Mills and Pottawattamie). Lancaster and Seward counties make up the Lincoln MSA. The Sioux City MSA includes counties from three different states: Plymouth and Woodbury counties in Iowa, Union county in South Dakota, and Dakota and Dixon counties in northeast Nebraska.

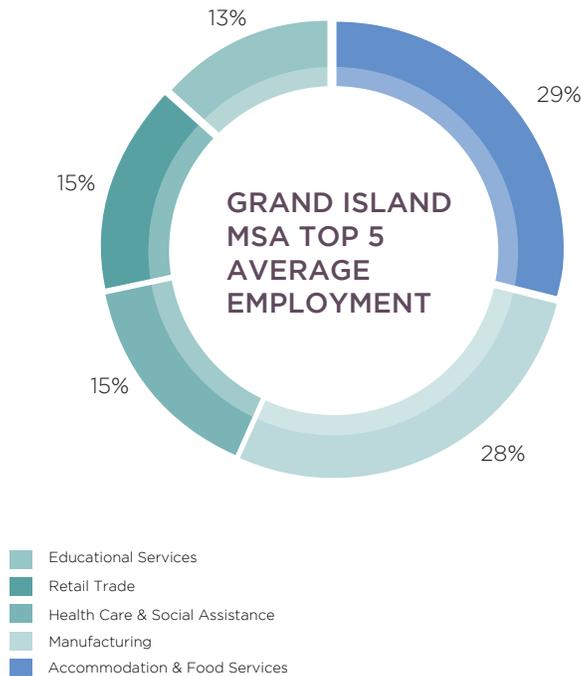
The largest city in the new MSA is Grand Island. Other towns include Aurora, Central City, St Paul, and Wood River, with populations of 1,000 to 5,000. Towns within the MSA with populations of 500 to 1,000 include Alda, Cairo, and Doniphan. Smaller communities in this area consist of Boelus, Chapman, Clarks, Cotesfield, Cushing, Dannebrog, Elba, Farwell, Giltner, Hampton, Hordville, Marquette, Palmer, Silver Creek, Stockham, and St Libory.

INDUSTRY	AVERAGE ESTABLISHMENTS	AVERAGE EMPLOYMENT	TOTAL WAGE	AVERAGE WEEKLY WAGE
Accommodation and Food Services	159	2810	\$37,202,334	\$255
Manufacturing	36	2684	\$322,444,875	\$789
Health Care and Social Assistance	134	1468	\$217,895,374	\$595
Retail Trade	92	1440	\$129,558,443	\$403
Educational Services	14	1278	\$96,232,297	\$687

Source: Nebraska Department of Labor, Office of Labor Market Information, Quarterly Census of Employment and Wages Program

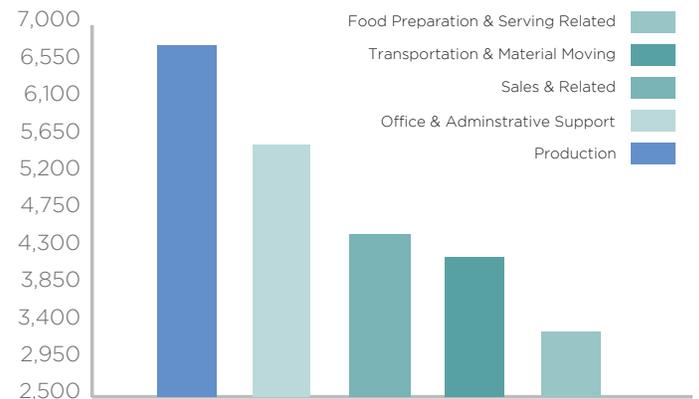
EMPLOYMENT BY INDUSTRY

The four counties included in the new MSA tend to share similar employment patterns. For instance, healthcare ranks in the top five industries for employment levels in all four counties. In Hall, Hamilton and Merrick, manufacturing is in the top five. Retail is ranked in the top five in all counties as well. These figures are based on the average employment in each industry for the entire MSA. The figures below display data from those industries covered under Unemployment Insurance definitions. Most agriculture workers and those employed by the railroads in the state are not included.



Source: Nebraska Department of Labor, Office of Labor Market Information, Quarterly Census of Employment and Wages Program

ESTIMATED EMPLOYMENT Q3 2014



Source: Nebraska Department of Labor, Office of Labor Market Information, Occupational Employment Statistics Program

According to the North American Industry Classification System (NAICS), there are 21 subsectors included in manufacturing. These subsectors are part of a diverse spectrum ranging from food, beverages, and apparel to wood products, chemicals, and plastics, as well as fabricated metals, computers, other electronics, and transportation equipment.

The accommodation and food services sector includes hotels/motels, RV parks, and rooming and boarding houses, among others. The food service part of the equation is comprised of fast food, full service restaurants, catering, cafeterias, and bars.

Health care and social assistance includes a wide range of items. The main subsectors are ambulatory health care services, hospitals, nursing and residential care facilities and social assistance.

Retail trade encompasses motor vehicles, furniture, food & beverages, clothing, sporting goods and general merchandise, among others. Businesses that sell products through non-traditional means, such as electronic and mail-order houses, are listed under retail trade as well. Vending machines also fall under retail trade, along with direct sales.

EMPLOYMENT BY OCCUPATION

The first wage and occupation survey that focused on the Grand Island MSA took place in the third quarter of 2014. Information will continue to be gathered for this new MSA over time. The top five employing occupations in the area include production, office and administrative support, sales and related occupations, transportation and material moving and food preparation and service-related occupations.

The chart to the right displays the median wage of the top five employing occupations for the Grand Island MSA. Of the top five employing occupations in the area, production and transportation and material moving occupations had the highest median wage of around \$30,000.

In addition to the information presented above, there are other important data sources to be considered as well, such as Current Employment Statistics (CES) and Local Area Unemployment Statistics (LAUS). CES provides workforce employment and industry data for Nebraska, Lincoln MSA, Omaha MSA and Grand Island MSA. LAUS provides labor force, employment, unemployment, and unemployment rate data for Nebraska, the three MSAs, and substate areas. Due to the annual benchmark process, CES data will be available in late March and LAUS data in late April. More information on these programs and other facts about the Grand Island MSA will be addressed in a future edition of Trends.

Of the top five employing occupations in the area, production and transportation and material moving occupations had the highest median wage of around \$30,000.

MEDIAN WAGES OF TOP 5 EMPLOYING OCCUPATIONS



Source: Nebraska Department of Labor, Office of Labor Market Information, Occupational Employment Statistics Program

Due to the annual benchmark process, CES data will be available in late March and LAUS data in late April.

ECONOMIC INDICATORS BALANCE ON THE CURRENT ACCOUNT

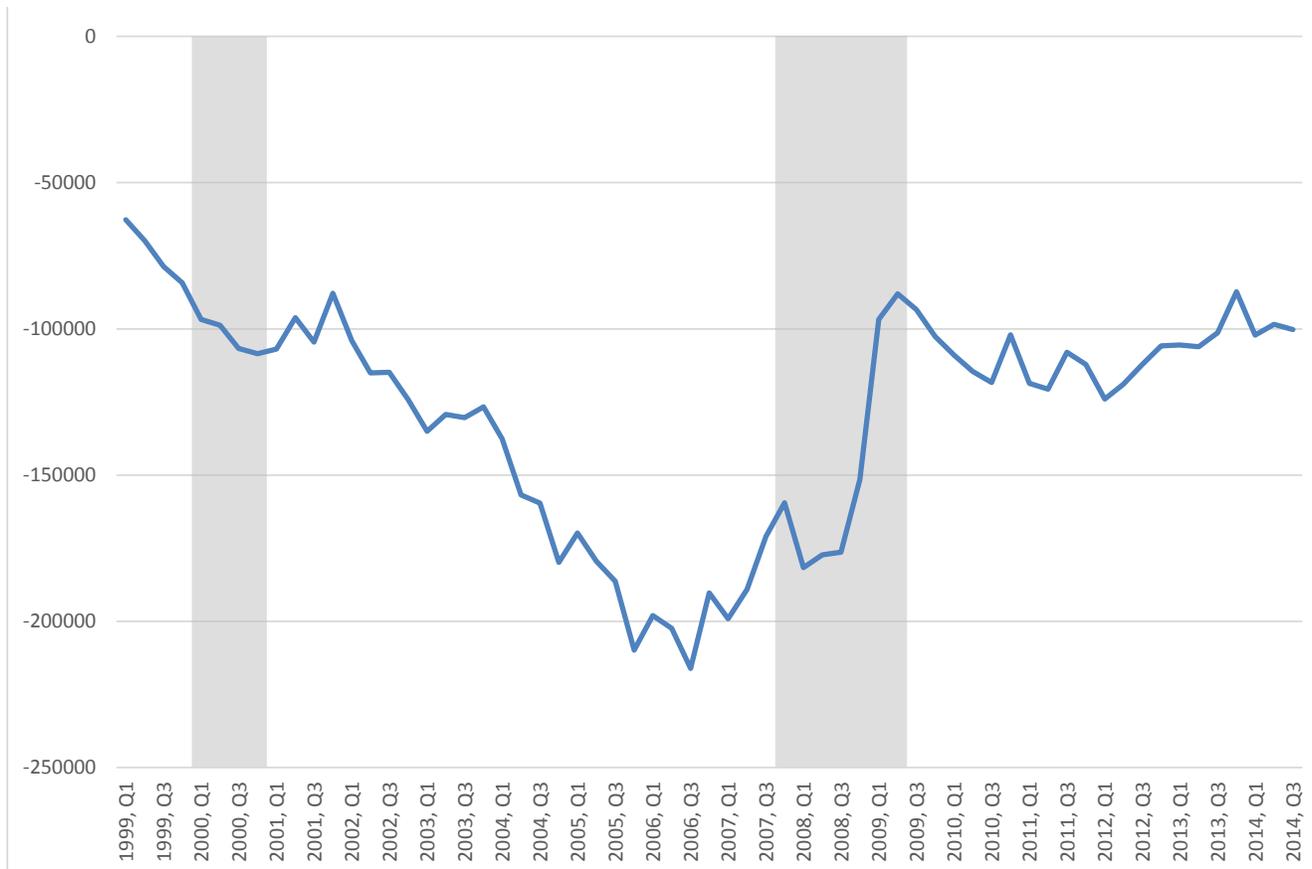
Kermit Spade, Research Analyst

In each 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 the Balance on the Current Account.

According to the Bureau of Economic Analysis, "The current account records exports and imports of goods, services, income, and current transfers. Exports less imports of goods and services constitute the balance on trade. Receipts of income on U.S.-owned assets abroad less payments of income on foreign-owned assets in the United States make up the balance on income. Unilateral current transfers (such as government grants and institutional and personal remittances) are recorded in the International Transactions Accounts (ITAs) on a net basis. The combined balances on goods and services, income, and net unilateral current transfers make up the current-account balance."

To learn more, visit http://www.bea.gov/about/pdf/international_ita.pdf

BALANCE ON CURRENT ACCOUNT



METRIC	CURRENT TIME	Change Over Last Quarter/Month		
		UNITED STATES	MIDWEST REGION	NEBRASKA
Real GDP, billions of chained 2009	4th Quarter, 2014	+2.6%		
Effective Federal Funds Rate	January, 2015	-0.01%		
Balance on the US Current Account, in	3rd Quarter, 2014	+1.9%		
Barrel of Crude Oil, WTI-Cushing, Spot Price	January, 2015	-\$12.07		
Employment Cost Index	4th Quarter, 2014	+0.6%		
Producer Price Index: All Commodities	December, 2014	-1.8%		
Average Weekly Manufacturing Hours	January, 2015	-0.1		+0.4*
House Price Index	3rd Quarter, 2014	+1.4%	+1.4%	+1.2%
Consumer Price Index, not seasonally	December, 2014	-0.6%	-0.7%	
Unemployment Rate, seasonally adjusted	January, 2015	+0.1%	-0.2%	-0.2%*
New Private Housing Units Authorized by	December, 2014	+0.6%	6.7%	-4.2%
Net Taxable Sales	November, 2014			+1.85
Money Stock, M2	January, 2015	+0.6%		
University of Michigan, Consumer	December, 2014	+4.8%		

* Data is lagged one month

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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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