



NEBRASKA WORKFORCE TRENDS

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Wholesale & Retail Trade

Wholesale vs. Retail Sales Occupations:

Similarities & Differences
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DEPARTMENT OF LABOR



Openings & Expansions **February**

Kermit Spade, Research Analyst

Business Category	Business Name	Location
Accommodation & Hospitality	Hotel 21 & Co. (Opening)	Scottsbluff
Administrative & Support Services	Essential Personnel (Expansion)	Norfolk
Arts, Entertainment, & Recreation	Midwest Theater (Opening)	Scottsbluff
Finance, Insurance, Real Estate, & Rental/Leasing	Evoke Insurance Solutions (Opening)	Columbus
Food Services	Brenda's Cottage (Opening)	Alliance
Health Care & Social Assistance	CHI Women's Health Clinic (Opening) Fremont Vision (Opening)	Grand Island Fremont
Other Services	Legacy Car Wash (Opening) Moore Ink (Opening) Neptune Mobile Electronic Services (Opening)	Columbus Beatrice Alliance
Wholesale & Retail Trade	Butterfly Lane Salon and Boutique (Opening) Dirt Stix Nursery (Opening) Smoke and Fire Cigars (Expansion) Valor General Store (Opening)	Auburn Gering Beatrice Hemingford

Source: Nebraska Department of Labor

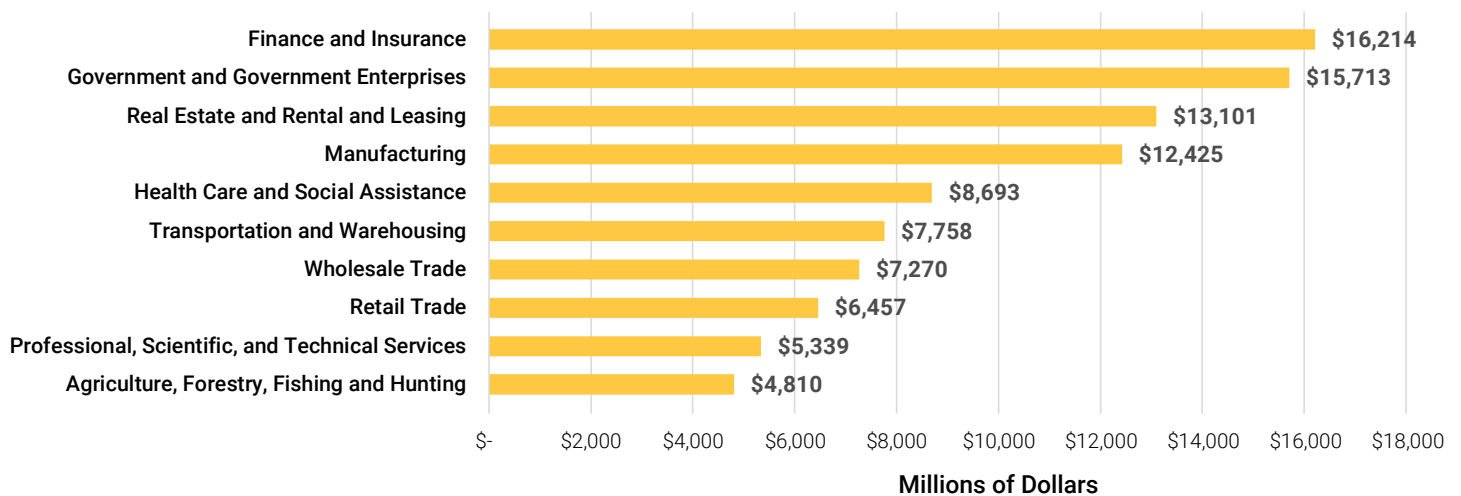
Openings and expansions listed are a sampling of activity reported for that month. Some activity may have occurred outside the month. If you have an opening or expansion to report, contact us at LMI_NE@nebraska.gov.

Industry Profile: Wholesale & Retail Trade

Kermit Spade, Research Analyst

In the second quarter of 2020, wholesale and retail trade were Nebraska's #7 and #8 largest industry sectors by gross domestic product, according to the United States Bureau of Economic Analysis. Wholesale trade generated almost \$7.3 billion in economic activity, while retail trade generated almost \$6.5 billion. (1)

Gross Domestic Product (GDP) by Industry, Q2 2020



Source: U.S. Bureau of Economic Analysis. GDP and Personal Income. Q2 2020.

There were more than 12,000 wholesale and retail trade establishments in Nebraska during the second quarter of 2020, employing more than 135,000 workers across the state. Wholesale trade accounted for 44.4% of establishments, but only 29.4% of workers, while retail trade accounted for 55.6% of establishments and 70.6% of workers. (2)

Total NE Employment in Wholesale and Retail Trade, Q2 2020



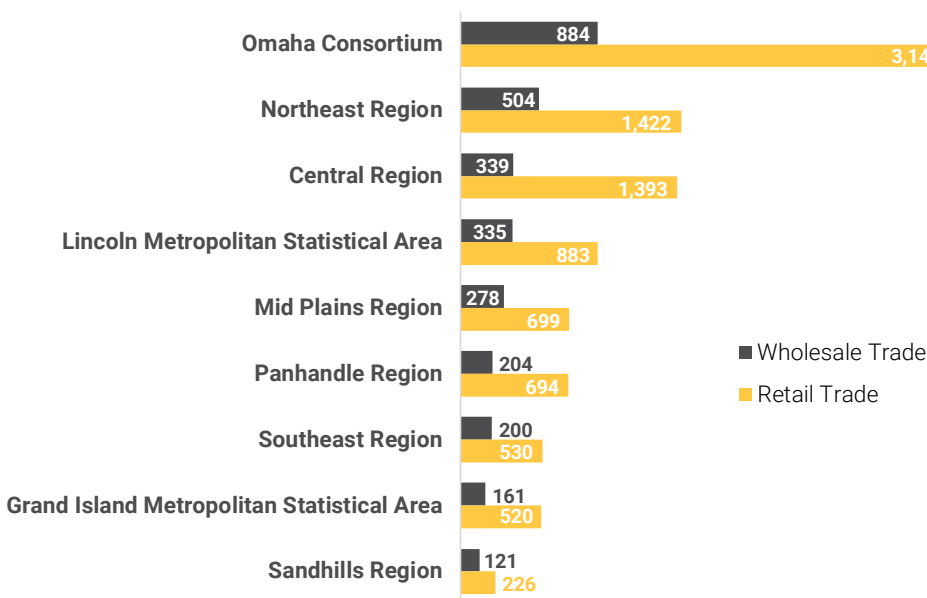
Source: Nebraska Department of Labor. Quarterly Census of Employment and Wages. Q2 2020.

Total NE Wholesale and Retail Trade Establishments, Q2 2020



Source: Nebraska Department of Labor. Quarterly Census of Employment and Wages. Q2 2020.

NE Wholesale and Retail Trade Employer Distribution by Region (2013 Def.), May 2020



Source: Nebraska Department of Labor. NEworks. Employer Information provided by Data Axle®, Omaha, NE, 800/555-5211. May 2020.

The geographic distribution of employers in Nebraska’s wholesale and retail trade industries is shown in the chart at left. In May 2020, the Omaha Consortium had the state’s largest share of employers in both industries, while the Sandhills region had the least. (3)

The average hourly wage for workers in the wholesale trade industry was \$31.18 as of the second quarter of 2020. This was more than twice the average hourly wage for retail trade workers during the same time period, which was \$15.00. Assuming a 40 hour work week, this equates to about \$31,000 per year for retail trade employees and almost \$65,000 per year for Nebraskans working in wholesale trade. (2)

Industry	Average Hourly Wage †	Average Weekly Wage	Average Annual Wage †
Wholesale Trade	\$31.18	\$1,247	\$64,844
Retail Trade	\$15.00	\$600	\$31,200

† Assumes a 40-hour week worked for a full year.

Source: Nebraska Department of Labor. Quarterly Census of Employment and Wages. Q2 2020.

In January 2021, there were 1,515 job openings listed on NEworks for positions in Nebraska’s wholesale trade industry sector, and 4,228 openings listed in retail trade. For people considering employment in these industries, NEworks also lists the most common job skills, tools and technology, and job certifications requested by employers with active job postings. These are provided in the following tables. (4)

Skills Requested by Wholesale and Retail Trade Employers with Active Job Openings Advertised on NEworks

Wholesale Trade	Retail Trade
Customer service	Customer service
Attention to detail	Ensure customer satisfaction
Problem solving	Inventory control
Must be flexible	Must be flexible
Interpersonal skills	Inventory management
Work independently	Attention to detail
Self-motivated	Problem solving
Organizational skills	Positive attitude
Welding	Stock rotation
Time management	Honesty

Tool and Technology Proficiencies Requested by Wholesale and Retail Trade Employers with Active Job Openings Advertised on NEworks

Wholesale Trade		Retail Trade	
Advertised Detailed Tool or Technology	Advertised Tool and Technology Group	Advertised Detailed Tool or Technology	Advertised Tool and Technology Group
Microsoft (MS) Office	Office Suite Software	Cash Register	Cash Registers
Forklift	Forklifts	Pallet Jack	Pallet Trucks
Ladders	Ladders	Box Cutter	Razor Knives
Pallet Jack	Pallet Trucks	Forklift	Forklifts
Personal protective equipment	Hazardous Material Protective Apparel	Point of sale (POS) systems	Point of Sale (POS) Terminal
Loaders	Wheel Loaders	Motor vehicles	Automobiles or Cars
Tractors	Agricultural Tractors	Ladders	Ladders
Motor vehicles	Automobiles or Cars	Balers	Baling Presses
Safety glasses	Safety Glasses	Cash drawers	Cash or Ticket Boxes
Jacks	Jacks	Microsoft (MS) Office	Office Suite Software

Professional Certifications Requested by Wholesale and Retail Trade Employers with Active Job Openings Advertised on NEworks

Wholesale Trade	Retail Trade
Commercial Drivers License (CDL)	Commercial Drivers License (CDL)
National Registry of Emergency Medical Technicians (NREMT)	Pharmacy Technician Certification Board (PTCB)
American Society of Agronomy (ASA) Certifications	American Heart Association (AHA) CPR & First Aid Certifications
American Board of Industrial Hygiene (ABIH) Certifications	ASE Parts Specialist Certifications
Board of Certified Safety Professionals (BCSP)	CompTIA Certifications
Institute of Hazardous Materials Management (IHMM) Certifications	National Association of Emergency Medical Technicians (NAEMT) Certifications
Information Systems Audit and Control Association (ISACA)	Nursing Credentials and Certifications
Cisco Professional Certifications	Cisco Associate Certifications
National Certification Board for Alzheimer Care (NCBAC)	Offensive Security Certifications
Cisco Security Certifications	(ISC) ² Certifications

The following tables detail the top 10 most common occupations in Nebraska's wholesale and retail trade sectors as of 2018 data. According to the Nebraska Department of Labor's long-term occupational projections, the most common occupations in wholesale trade in 2018 were sales representatives; laborers and freight, stock, and material movers; heavy and tractor-trailer truck drivers; and general and operations managers. In retail trade, the most common occupations were retail salespersons, cashiers, stock clerks and order fillers, and first-line supervisors of retail sales workers. (5)

Occupational Employment Distribution in NE Wholesale Trade Industries, 2018

Rank	Occupation	2018 Employment
1	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,603
2	Laborers and Freight, Stock, and Material Movers, Hand	3,448
3	Heavy and Tractor-Trailer Truck Drivers	2,432
4	General and Operations Managers	1,502
5	Farm Equipment Mechanics and Service Technicians	1,359
6	Office Clerks, General	1,191
7	Customer Service Representatives	1,137
8	Bookkeeping, Accounting, and Auditing Clerks	1,110
9	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	909
10	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	898

Source: Nebraska Department of Labor. 2018-2028 Long-Term Occupational Projections.

Occupational Employment Distribution in NE Retail Trade Industries, 2018

Rank	Occupation	2018 Employment
1	Retail Salespersons	25,666
2	Cashiers	20,190
3	Stock Clerks and Order Fillers	8,784
4	First-Line Supervisors of Retail Sales Workers	6,934
5	Customer Service Representatives	3,109
6	Automotive Service Technicians and Mechanics	2,626
7	General and Operations Managers	2,240
8	Laborers and Freight, Stock, and Material Movers, Hand	1,973
9	Pharmacy Technicians	1,833
10	Packers and Packagers, Hand	1,553

Source: Nebraska Department of Labor. 2018-2028 Long-Term Occupational Projections.

Between 2018 and 2028, the Nebraska Department of Labor projects that employment in the state's wholesale trade sector will grow by 2.8%, while employment in Nebraska's retail trade sector is projected to shrink by about 0.5%. (5)

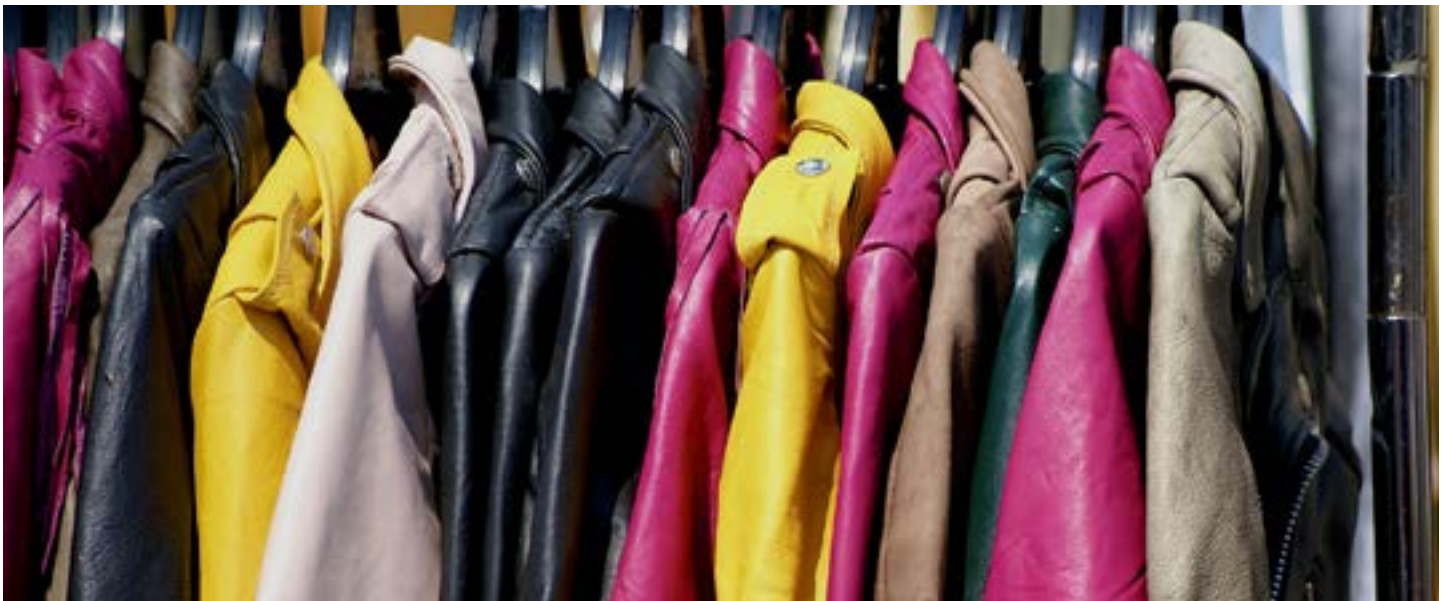


Image by Rose McAvoy from Pixabay

Sources:

1. Bureau of Economic Analysis. Regional Data, GDP and Personal Income. [bea.gov](https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1). [Online] May 2020. <https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1>.
2. Nebraska Department of Labor. Quarterly Census of Employment and Wages. [Online] May 2020. networks.nebraska.gov.
3. Industry Profile, Employer information provided by Data Axle. networks.nebraska.gov. [Online] May 2020. networks.nebraska.gov.
4. Industry Profile, Online Advertised Jobs Data. NEworks. [Online] January 2021. networks.nebraska.gov.
5. 2018-2028 Long-Term Occupation Projections (Statewide). [Online] May 2020. networks.nebraska.gov.

Fast Facts

Rachel Stevens,
Research Analyst

Trade Industries & Sales Occupations

5,344

Number of Nebraska wholesale and retail trade jobs advertised online on NEworks during February 2021. (1)

49.0%

Women's share of overall employment in Nebraska's retail trade sector during the second quarter of 2020. (2)

5.5%

Percentage of wholesale trade workers in Nebraska who were self-employed in 2019. (3)

27,860

Estimated number of retail salespersons employed in Nebraska as of the fourth quarter of 2020. (4)

+1.9%

Overall employment growth projected for sales and related occupations from 2018 to 2028. (5)

28,582

Projected 2028 employment in Nebraska for retail salespersons, the largest occupation by employment within the sales and related occupational sub-group. (5)

\$100,786

Median annual wage for the highest-paid occupation within the sales and related occupational sub-group, sales engineers, working in Nebraska during the fourth quarter of 2020. (4)

2

Number sales occupations classified by the Nebraska Department of Labor as H3—high wage, high skill, high demand—in 2020. These were sales representatives of technical and scientific products; and securities, commodities, and financial services sales agents. (6)

Projected Employment in NE for Occupations within the Sales and Related Occupations Sub-Group, 2018 - 2028

Job Title	2018 Estimated Employment	2028 Projected Employment	Numeric Change	% Change
Sales and Related Occupations (All)	106,042	108,013	1,971	1.9%
Retail Salespersons	28,452	28,582	130	0.5%
Cashiers	25,207	24,555	-652	-2.6%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	11,463	12,185	722	6.3%
First-Line Supervisors of Retail Sales Workers	10,451	10,439	-12	-0.1%
Insurance Sales Agents	5,951	6,522	571	9.6%

Sources:

1. NEworks. Online advertised jobs data. [Online] January 2021. networks.nebraska.gov.
2. U.S. Census Bureau. QWI Explorer Application. [Online] qwexplorer.ces.census.gov/static/explore.html.
3. American Community Survey, 2019 1-Year Estimates Subject Tables. Table S2407. [Online] data.census.gov.
4. Nebraska Department of Labor. Occupational Employment Statistics (OES). [Online] Q4 2020. networks.nebraska.gov.
5. Long-Term Occupation Employment Projections (Statewide). [Online] July 2020. networks.nebraska.gov/gsipub/index.asp?docid=440.
6. High Wage, High Skill, and High Demand (H3) Occupations. [Online] July 2020. networks.nebraska.gov/gsipub/index.asp?docid=1165.

Wholesale vs. Retail Sales Occupations: Similarities & Differences in Employment & Earnings

Andrew Bouwens, Research Analyst

When visiting a store, have you ever thought about the steps required to bring a product from its manufacturer to your shopping cart? Along the way, numerous people working in a variety of occupations in both the wholesale and retail trade sectors have roles to play in order to make your purchases possible. While wholesale and retail trade establishments operate with two completely different business models, both are involved in the overall process of bringing a product to a consumer. Employees in sales-related positions within Nebraska's wholesale and retail trade industry sectors have a wide range of job duties, employment levels and wages.

In wholesale trade, sales employees are involved in the process of selling products to a retailer, who in turn sells that product to its consumers. Wholesale sales representatives must have "substantial knowledge" of the items they sell, and often "answer customers' questions about products, prices, availability, product uses, and credit terms," "estimate or quote prices, credit or contract terms, warranties, and delivery dates," "prepare sales contracts and order forms," and "consult with clients after sales or contract signings to resolve problems and to provide ongoing support." (1) Wholesale sales representatives of technical and scientific products, who are categorized separately from whole sales representatives for other types of products due to the specialized knowledge and skills typically required for these positions, "sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least 2 years of postsecondary education." Nationwide, about 39% of people working as wholesale sales representatives of technical and scientific products have a bachelor's degree or higher. (2)

Once a product arrives at a retailer, retail sales workers "recommend, select, and help locate or obtain merchandise based on customer needs and desires," answer customers' questions, and process payments. These positions usually do not have a minimum educational requirement, or may require a high school diploma or equivalent. (3)

According to the Nebraska Department of Labor's Occupational Employment Statistics program (OES), there were 27,860 retail sales representatives employed in Nebraska during the fourth quarter of 2020, compared to an estimated 10,360 wholesale sales representatives. (4)

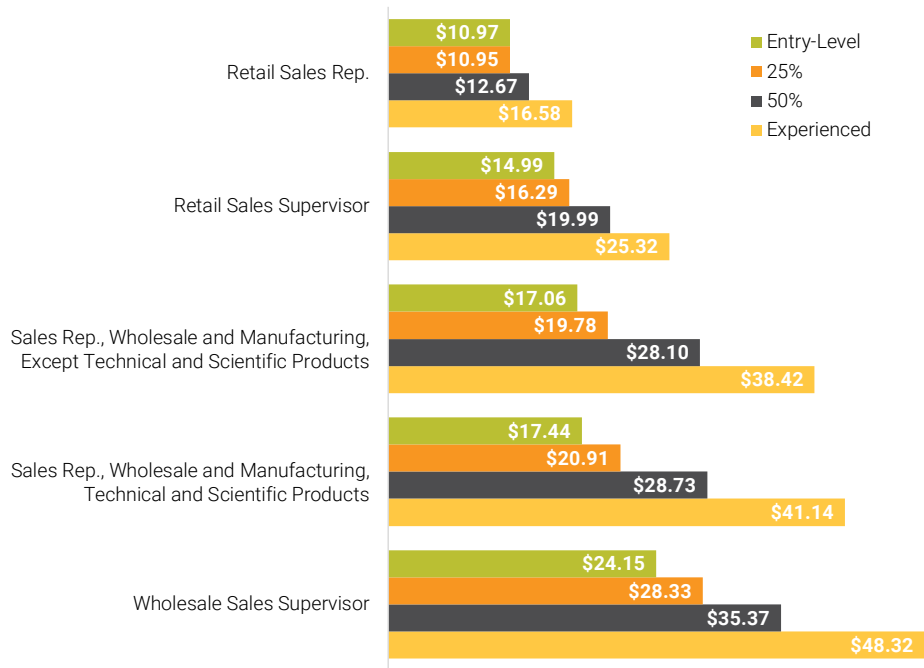
Wholesale sales workers typically bring home a higher average wage than those earned by retail trade employees. Retail sales includes everything from gas stations and grocery stores up to high end automobiles, with the lower-end merchandise typically commanding a lower wage. A wholesale sales workers, on the other hand, would usually be engaged in selling a manufactured product in bulk to another establishment. The in-depth product knowledge required to perform this role, as well as their overall larger gross sales, are typically reflected by their higher rate of pay.

Nationwide, about 39% of people working as wholesale sales representatives of technical and scientific products have a bachelor's degree or higher. (2)

Image by ElasticComputeFarm from Pixabay



NE Wages for Selected Sales Occupations, Q4 2020



Source: Nebraska Department of Labor. Occupational Employment Statistics Program. Q4 2020.

As shown in the graph, entry-level wages for retail employees working in Nebraska during the fourth quarter of 2020 averaged \$10.97 per hour, rising to \$16.58 per hour for an experienced worker. Wholesale sales representatives earned just over \$17 per hour at entry level (with those selling technical and scientific products earning about 38 cents an hour more than their counterparts selling other types of goods), up to an experienced wage of \$38.42 to \$41.14 per hour. (4) Wages for supervisors of sales workers followed the same basic trends, with wholesale sales supervisors earning an average of \$24.15 per hour for entry-level supervisors, up to an experienced

wage of \$48.32 per hour. This was significantly higher than the \$14.99 per hour entry-level and \$25.32 per hour experienced pay received by retail sales supervisors during the fourth quarter of 2020. (4)

Wholesale and retail supervisors have broadly similar major job duties, with their primary responsibilities being supervising and coordinating activities of sales employees within their facility, store, or department. Both may also “perform duties such as budgeting, accounting, and personnel work, in addition to supervisory duties.” However, the skills and level of educational attainment these positions require vary based on the types of employees supervised and products sold. Nationwide, about 45% of wholesale sales supervisors have obtained a bachelor’s degree or higher, while about 66% of retail sales supervisors have a high school diploma or less. (5; 6)

While there are many differences between wholesale and retail sales occupations in terms of job duties, skill and educational requirements, employment totals, and typical wages, workers performing each of these important jobs are usually involved somewhere in the supply chain for nearly every product we buy on any given day. The next time you make a purchase, whether it’s a bag of chips or a luxury car, it will be the efforts of these workers that made it possible.

Sources:

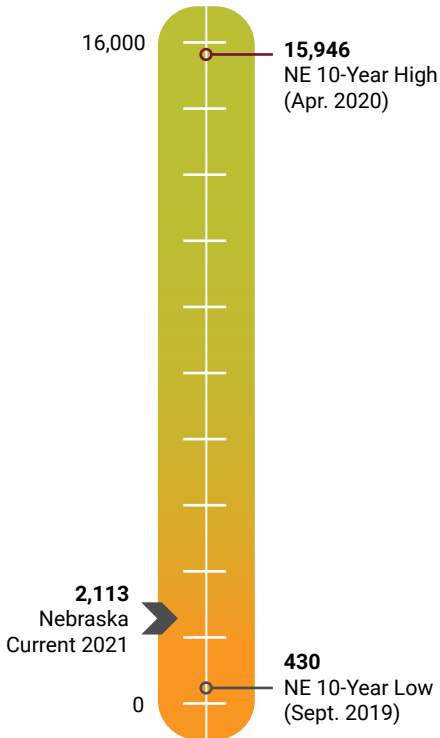
1. National Center for O*NET Development, on behalf of the U.S. Department of Labor. O*NET OnLine. Summary Report for: 41-4012.00 - Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products. [Online] March 2021. ononline.org/link/summary/41-4012.00.
2. O*NET OnLine. Summary Report for: 41-4011.00 - Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products. [Online] March 2021. ononline.org/link/summary/41-4011.00.
3. O*NET OnLine. Summary Report for: 41-2031.00 - Retail Salespersons. [Online] March 2021. ononline.org/link/summary/41-2031.00.
4. Nebraska Department of Labor. Occupational Employment Statistics program. [Online] Q4 2020. neworks.nebraska.gov.
5. National Center for O*NET Development, on behalf of the U.S. Department of Labor. O*NET OnLine. Summary Report for: 41-1012.00 - First-Line Supervisors of Non-Retail Sales Workers. [Online] March 2021. ononline.org/link/summary/41-1012.00.
6. O*NET OnLine. Summary Report for: 41-1011.00 - First-Line Supervisors of Retail Sales Workers. [Online] March 2021. ononline.org/link/summary/41-1011.00.

Economic Indicators: March

Kermit Spade, Research Analyst

Initial Unemployment Claims

Monthly Avg. Number of Claims per Week (Excludes CARES Act)

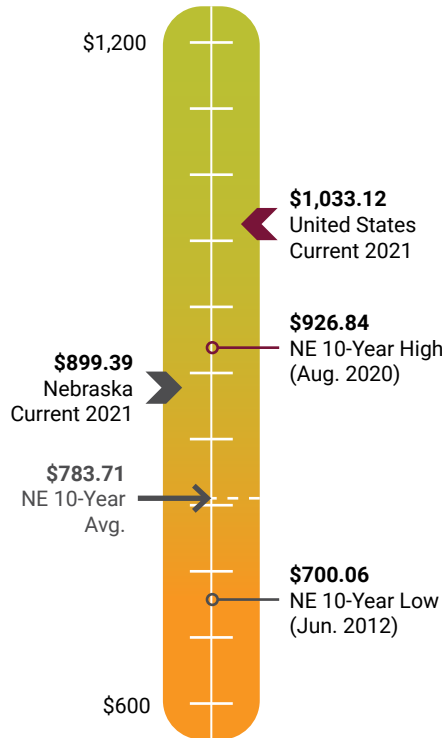


UP
+247.5%
NE Vs. Last Year

DOWN
-40.3%
NE Vs. Last Month

Avg. Weekly Earnings

All Private Employees Not Seasonally Adjusted

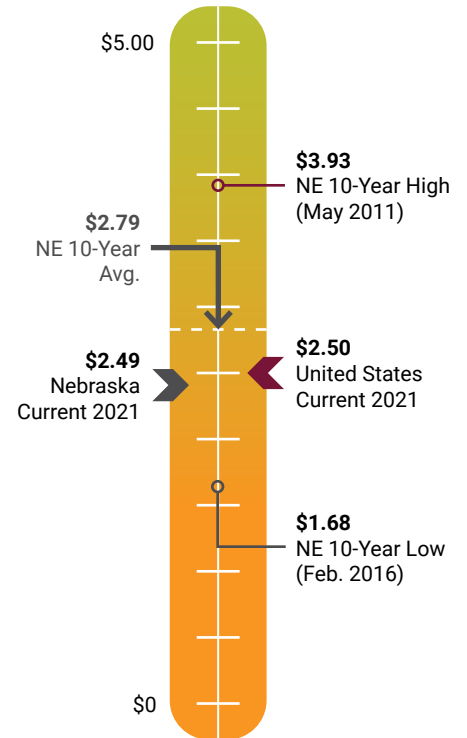


UP
+3.2%
NE Vs. Last Year

DOWN
-0.9%
NE Vs. Last Month

Gas Prices

Avg. Retail Price per Gallon (Regular-Grade Unleaded Gasoline)



UP
+6.9%
NE Vs. Last Year

UP
+8.7%
NE Vs. Last Month

794,072 - United States Current 2021

An initial claim is a request for determination of UI program eligibility filed by an unemployed individual following a separation from an employer. It can serve as an indicator of emerging labor market conditions in the area.¹

Data Sources: [Retrieved: March 2021.]
NE- U.S. Employment & Training Administration. *Initial Claims in Nebraska (NEICLAIMS)*. Retrieved from Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org/series/NEICLAIMS>.
U.S.- U.S. Employment & Training Administration. *Initial Claims (ICNSA)*. Retrieved from Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org/series/ICNSA>.

Average weekly earnings represents the mean pay received by workers for services performed over the course of one week.²

Data Sources: [Retrieved: March 2021.]
NE- U.S. Bureau of Labor Statistics. *State and Area Employment, Hours, & Earnings. Average Weekly Earnings of All Employees, In Dollars. Nebraska (Statewide): Total Private, Not Seasonally Adjusted*. Series ID SMU31000000500000011. <https://data.bls.gov/PDQWeb/sm>.
U.S.- U.S. Bureau of Labor Statistics. *Employment, Hours, & Earnings from the Current Employment Statistics Survey (National). Average Weekly Earnings of All Employees: Total Private, Not Seasonally Adjusted*. Series ID CES0500000011. <https://data.bls.gov/PDQWeb/ce>.

This figure represents the average price consumers paid at the pump for a gallon of regular-grade, unleaded gasoline during the specified timeframe. The main components affecting the retail price of gasoline are crude oil prices; costs and profits associated with refining, distribution, and marketing; fluctuations in supply and demand; and federal, state, and local taxes.³

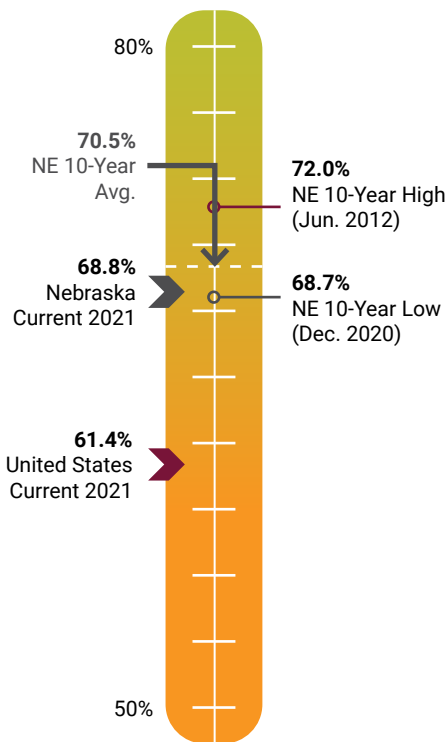
Data Sources: [Retrieved: March 2021.]
NE- Nebraska Energy Office. *Average Monthly Retail Motor Gasoline Prices in Nebraska. Regular Unleaded*. http://www.neo.ne.gov/statshtml/97.htm#regular_unleaded.
U.S.- U.S. Energy Information Administration. *U.S. Regular All Formulations Retail Gasoline Prices*. https://www.eia.gov/dnav/pet/PET_PRI_GND_A_EPMR_PTE_DPGAL_M.htm.

Economic Indicators: March

Kermit Spade, Research Analyst

Labor Force Participation Rate

Seasonally Adjusted



DOWN
-2.3%

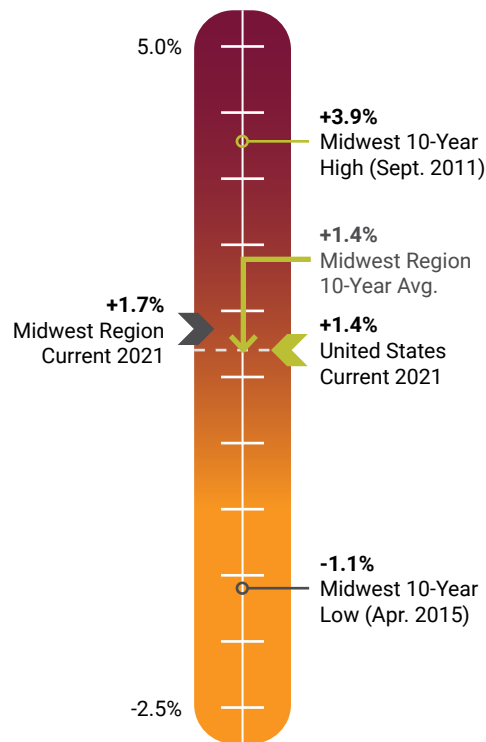
NE Vs. Last Year

UP
+0.1%

NE Vs. Last Month

Consumer Price Index

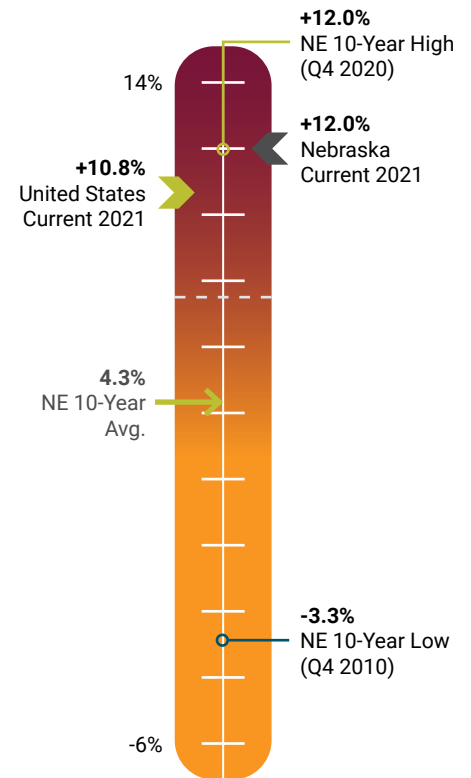
12-Month % Change
Not Seasonally Adjusted



All Urban Consumers:
All Items Index 1982-1984 = 100

Housing Prices

4-Quarter % Change
Seasonally Adjusted



FHFA Purchase-Only
Housing Price Index

The labor force is comprised of all persons age 16 and over in the civilian, noninstitutional population who are either employed or unemployed but available for work and actively seeking employment. It excludes people doing unpaid homemaking or volunteer work, retired people, and people who are not employed and not actively seeking work. The labor force participation rate measures the labor force as a percentage of the total civilian, noninstitutional population, age 16 and over.¹

Data Sources: [Retrieved: March 2021.]

NE- U.S. Bureau of Labor Statistics. *Labor Force Participation Rate for Nebraska (LBSSA31)*. Retrieved from Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org/series/LBSSA3>.
U.S.- U.S. Bureau of Labor Statistics. *Civilian Labor Force Participation Rate (CIVPART)*. Retrieved from Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org/series/CIVPART>.

The consumer price index (CPI) is a measure of the average change over time in the prices paid by consumers for goods and services. It is used to determine the real purchasing power of consumers' dollars, and as a measure of inflation.⁶

Data Sources: [Retrieved: March 2021.]

NE- U.S. Bureau of Labor Statistics. *Consumer Price Index for All Urban Consumers: All Items in Midwest (CUUR0200SA0)*. Retrieved from Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org/series/CUUR0200SA0#0>.
U.S.- U.S. Bureau of Labor Statistics. *Consumer Price Index for All Urban Consumers: All Items (CPIAUCNS)*. Retrieved from Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org/series/CPIAUCNS>.

The housing price index (HPI) measures the movement of single-family house prices, based on purchases involving conventional mortgages purchased or securitized by Fannie Mae or Freddie Mac. "Four-quarter" change is relative to the same quarter one year earlier. HPI data are often considered useful for estimating housing affordability and projecting future changes in mortgage default rates.⁵

Data Source: [Retrieved: March 2021.]

Federal Housing Finance Agency. *Housing Price Index Datasets. Quarterly Data: Purchase-Only Indexes*. <https://www.fhfa.gov/DataTools/Downloads/Pages/House-Price-Index-Datasets.aspx#qpo>

Labor market information is updated continuously. For the latest data, contact us at 800-876-1377 or email Imi_ne@nebraska.gov.



Image by jaymethunt from Pixabay

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