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Credits
Research Analysts
Jodie Meyer
Kermit Spade
Rachel Stevens
Graphic Designer
Hillary Lee
Editors
Rachel Stevens
Grace Johnson
Research Supervisor
Brandon Jones
Research Administrator
Scott Hunzeker

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NEBRASKA
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DEPARTMENT OF LABOR
# Openings & Expansions April

Kermit Spade, Research Analyst

<table>
<thead>
<tr>
<th>Business Category</th>
<th>Business Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance, Insurance, Real Estate, &amp; Rental/Leasing</td>
<td>Berkshire Hathaway Home Service Real Estate (Opening)</td>
<td>Columbus</td>
</tr>
<tr>
<td></td>
<td>Lindsay Insurance Agency (Expansion)</td>
<td>Lindsay</td>
</tr>
<tr>
<td>Food Services</td>
<td>Blue Bison (Opening)</td>
<td>Hebron</td>
</tr>
<tr>
<td></td>
<td>Chuckaboo Station (Expansion)</td>
<td>Potter</td>
</tr>
<tr>
<td></td>
<td>Crepe Café (Opening)</td>
<td>Crete</td>
</tr>
<tr>
<td></td>
<td>Deviled Egg Co. (Expansion)</td>
<td>Ralston</td>
</tr>
<tr>
<td></td>
<td>International House of Pancakes (Opening)</td>
<td>Lincoln</td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td>Ally Counseling Services (Opening)</td>
<td>O’Neill</td>
</tr>
<tr>
<td></td>
<td>Family Recourse Center (Opening)</td>
<td>Columbus</td>
</tr>
<tr>
<td></td>
<td>Right at Home (Opening)</td>
<td>Columbus</td>
</tr>
<tr>
<td>Information</td>
<td>Flood Communications (Expansion)</td>
<td>Sidney</td>
</tr>
<tr>
<td></td>
<td>Kilgore Memorial Library (Expansion)</td>
<td>Kilgore</td>
</tr>
<tr>
<td>Professional, Scientific, &amp; Technical Services</td>
<td>Rival Design (Expansion)</td>
<td>Columbus</td>
</tr>
<tr>
<td></td>
<td>Workshop (tech/software startup) (Opening)</td>
<td>Omaha</td>
</tr>
<tr>
<td>Wholesale &amp; Retail Trade</td>
<td>Bling (Opening)</td>
<td>Norfolk</td>
</tr>
<tr>
<td></td>
<td>Harbor Freight (Opening)</td>
<td>Beatrice</td>
</tr>
<tr>
<td></td>
<td>Wireless World (Opening)</td>
<td>O’Neill</td>
</tr>
</tbody>
</table>

**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.
The Nebraska Department of Labor’s list of high wage, high skill, high demand occupations, commonly known as ‘H3 occupations,’ has changed over time. H3 measures were first developed in 2008, when data users wanted more options for helping to determine which occupations would be ideal for retraining workers who had lost jobs during the Great Recession. Since then, the Nebraska Department of Labor (NDOL) has updated the list of H3 occupations biennially in even-numbered years.

H3 occupations are determined using NDOL’s long-term projections data, which are also produced on a biennial basis and cover a ten-year timespan. The predicted number of annual openings, net change in employment expected over ten years, and the projected growth rate for an occupation are all considered when assigning the occupation a demand ranking, which is then used to determine if the occupation qualifies as ‘high demand.’ (1)

‘High wage’ status is calculated using data from the NDOL’s Occupational Employment and Wage Statistics (OEWS) program. Eight different wage categories are produced by this program, such as mean, median, entry-level, and experienced wages, which together represent the range of wages paid to workers in a certain occupation. When observed wages for an occupation match or exceed the region’s all-occupations, all-industries wages in any of these categories, the occupation receives a point for that wage category. If an occupation gets a point in four or more of the eight wage categories, it is considered ‘high wage.’ (1)

Finally, ‘high skill’ is determined using information provided by the U.S. Bureau of Labor Statistics (BLS) about occupational entry requirements. These include the educational requirements typically needed to obtain an entry-level position, the amount of work experience in a related occupation employers may expect, and the types of on-the-job training a position may require. Any occupation designated as having an educational requirement of ‘some college, no degree’ or higher is considered ‘high skill.’ Occupations that require a high school diploma or equivalent and additional long-term on-the-job training (more than 12 months), apprenticeship, or internship/residency are also rated as ‘high skill.’ (1)

To qualify as H3, an occupation must meet all three sets of criteria. Only jobs judged to be high demand, high wage, and high skill will make the H3 list.

This article compares the statewide H3 list produced for Nebraska in 2012 using the long-term projections produced for the ten-year period from 2010 to 2020 (with 2010 as the base year), and the newest H3 list, produced in 2020 using projections for 2018 to 2028 (with 2018 as the base year). The 2012 H3 list was the first to be produced using the current methodology to determine ‘high skill’ status, after changes in occupational classifications had been implemented at the national level by the Bureau of Labor Statistics. This is therefore the oldest version of the H3 list that can be accurately compared to the most current list.
Top 10 H3 Occupations by Demand Ranking

On the 2010-2020 H3 list, 178 occupations (23.3% of all occupations classified by NDOL) met the criteria to be considered H3. This represented 30.5% of total statewide employment in 2010, or 322,660 jobs. (2) For the 2018-2028 H3 list, 177 occupations (22.8% of all occupations) were H3, representing 31.7% of total 2018 statewide employment, or 358,966 jobs. (3) In order to narrow these lists to facilitate more in-depth analysis, we will focus on the top ten H3 occupations by demand ranking for each of these two periods.

The top two occupations were the same for both periods, with heavy and tractor-trailer truck drivers ranking as the #1 H3 occupation in Nebraska on every H3 list since the list was first was produced in 2008. (2; 3)

The #2 occupation on both the 2010-2020 and the 2018-2028 lists was registered nurses. This occupation has consistently held the second-place position on every H3 list since the beginning. Another nursing occupation, licensed practical and licensed vocational nurses, also made the top ten on both lists. On the 2010-2020 list, it was ranked #7, while for 2018-2028 it was ranked #10. (2; 3)

The third-place occupation on the 2010-2020 list, carpenters, lost its H3 status by the 2018-2028 list due to no longer making the cut on the high wage measure. It did still meet the criteria to be considered high skill and high demand. While carpenters fell off the list, electricians rose from a #13 ranking in 2010-2020 to the top ten in 2018-2028, claiming the #7 spot. (2; 3)

Education-related occupations have also had strong showings in the H3 lists for both timeframes. Elementary school teachers (except special education) ranked #4 on the 2010-2020 list and #5 on the 2018-2028 list. Secondary school teachers (except special and career/technical education) ranked #9 on both lists. Special education and career/technical education teachers have separate occupational classifications, and many of these are classified as H3 as well, they just did not crack the top ten lists for either time period analyzed here. The occupation classified as ‘teachers and instructors, all other’ (a category that includes, for example, substitute teachers and tutors) ranked #8 for 2010-2020, but lost H3 status for 2018-2028 due to falling short on the wage measure. (2; 3)
General and operations managers had the largest jump up the rankings, moving from #38 by demand rank on the 2010-2020 list to #3 on the 2018-2028 list. (2; 3) These management positions are typically based at each individual location of a business and thus more of them are needed as companies expand and add new locations over time.

Accountants and auditors rounded out the top five on both H3 lists, placing #5 on the 2010-2020 list and #4 for 2018-2028. Another business operations-related occupation, market research analysts and marking specialists, ranked #6 for 2010-2020, then just missed the top ten in 2018-2028, coming in at the #11 spot. (2; 3)

Software developers of applications ranked #6 in 2018-2028 after narrowly missing the top ten for 2010-2020, when it ranked #11. Several computer-focused occupations similarly fell just short of the top ten on both H3 lists, with network and computer systems administrators ranked #12 for 2010-2020 (falling to #29 for 2018-2028) and computer user support specialists ranked #15 for 2018-2028. (2; 3)

More details on the top H3 occupations and a more detailed analysis of the 2018-2028 list will be published in next month’s issue of Trends.

### Top 10 H3 Occupations, 2010-2020

<table>
<thead>
<tr>
<th>H3 Rank</th>
<th>Title</th>
<th>2010 Employment (Estimated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Heavy and Tractor-Trailer Truck Drivers</td>
<td>28,933</td>
</tr>
<tr>
<td>2</td>
<td>Registered Nurses</td>
<td>21,998</td>
</tr>
<tr>
<td>3</td>
<td>Carpenters</td>
<td>9,097</td>
</tr>
<tr>
<td>4</td>
<td>Elementary School Teachers, Except Special Education</td>
<td>10,794</td>
</tr>
<tr>
<td>5</td>
<td>Accountants and Auditors</td>
<td>8,865</td>
</tr>
<tr>
<td>6</td>
<td>Market Research Analysts and Marketing Specialists</td>
<td>3,090</td>
</tr>
<tr>
<td>7</td>
<td>Licensed Practical and Licensed Vocational Nurses</td>
<td>6,165</td>
</tr>
<tr>
<td>8</td>
<td>Teachers and Instructors, All Other</td>
<td>8,222</td>
</tr>
<tr>
<td>9</td>
<td>Secondary School Teachers, Except Special and Career/Technical Education</td>
<td>7,412</td>
</tr>
<tr>
<td>10</td>
<td>Plumbers, Pipefitters, and Steamfitters</td>
<td>5,346</td>
</tr>
</tbody>
</table>

Source: Nebraska Department of Labor: High Wage, Skill, Demand (H3) Occupations.

### Top 10 H3 Occupations, 2018-2028

<table>
<thead>
<tr>
<th>H3 Rank</th>
<th>Title</th>
<th>2018 Employment (Estimated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Heavy and Tractor-Trailer Truck Drivers</td>
<td>29,512</td>
</tr>
<tr>
<td>2</td>
<td>Registered Nurses</td>
<td>26,536</td>
</tr>
<tr>
<td>3</td>
<td>General and Operations Managers</td>
<td>17,326</td>
</tr>
<tr>
<td>4</td>
<td>Accountants and Auditors</td>
<td>9,906</td>
</tr>
<tr>
<td>5</td>
<td>Elementary School Teachers, Except Special Education</td>
<td>11,273</td>
</tr>
<tr>
<td>6</td>
<td>Software Developers, Applications</td>
<td>4,864</td>
</tr>
<tr>
<td>7</td>
<td>Electricians</td>
<td>5,488</td>
</tr>
<tr>
<td>8</td>
<td>Plumbers, Pipefitters, and Steamfitters</td>
<td>5,933</td>
</tr>
<tr>
<td>9</td>
<td>Secondary School Teachers, Except Special and Career/Technical Education</td>
<td>8,782</td>
</tr>
<tr>
<td>10</td>
<td>Licensed Practical and Licensed Vocational Nurses</td>
<td>5,879</td>
</tr>
</tbody>
</table>

Source: Nebraska Department of Labor: High Wage, Skill, Demand (H3) Occupations.
H3 Occupations by Educational Requirements

BLS determines the level of educational attainment typically required for entry into an occupation using data from the U.S. Census Bureau’s American Community Survey, the Occupational Information Network (O*NET), and the National Center for Education Statistics. Economists at BLS also gather data from educators, employers, workers, and others to make these determinations. This process is repeated for each new round of projections, so an occupation’s classification can change over time. (4) However, the categories have remained the same since the 2010-2020 projections released in 2012 through the present.

Over time, the level of educational attainment required to qualify for most occupations has shifted slightly upwards. For the 2010-2020 projections period, 44.7% of all occupations required education above a high school diploma, which rose to 46.8% for 2018-2028. This trend becomes even more apparent when the data is examined in terms of employment distribution, with 31.2% of employment in Nebraska falling into occupations classified as requiring education beyond a high school diploma on the 2010-2020 list, and 36.9% on the 2018-2028 list. Employment in occupations requiring a bachelor’s degree or higher also rose, accounting for 24.7% of statewide employment for 2018-2028, up from 17.6% for 2010-2020. (2; 3)

All Occupations: NE Employment Distribution by Typical Educational Requirements, 2010-2020 and 2018-2028

Source: Nebraska Department of Labor. High Wage, Skill, Demand (H3) Occupations.
The trend towards higher educational requirements has tended to be even more pronounced among H3 occupations. For 2010-2020, 51.5% of statewide employment in H3 occupations fell into occupations that required a bachelor’s degree or higher, which grew to 69.2% for 2018-2028. Much of this change came from an increase in the share of H3 jobs requiring bachelor’s degrees, which rose from 41.0% for 2010-2020 to 58.5% for 2018-2028. (2; 3)

**H3 Occupations: NE Employment Distribution by Typical Educational Requirements, 2010-2020 and 2018-2028**

A majority of Nebraskans working in H3 occupations held jobs falling into one of five major occupational groups, which have remained generally stable between the 2010-2020 and 2018-2028 lists. In the 2018-2028 list, transportation and material moving dropped out of the top five, and computer and mathematical moved into the top five. For the 2010-2020 list, 61.9% of base-year employment was concentrated within these top five major occupational groups, and 66.5% of employment fell into the top five for 2018-2028. (2; 3)

**Top Major Occupational Groups for NE Employment in H3 Occupations, 2010-2020 and 2018-2028**

<table>
<thead>
<tr>
<th>Occupational Group</th>
<th>2010-2020 Rank</th>
<th>2018-2028 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare Practitioners &amp; Technical</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Education, Training, &amp; Library</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Business &amp; Financial Operations</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Transportation &amp; Material Moving</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Management</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: Nebraska Department of Labor. High Wage, Skill, Demand (H3) Occupations.
On both lists, the highest percentage of H3 employment was found in the healthcare practitioners and technical occupations group. In 2010, 16.8% of statewide H3 employment was found in this group, compared to 17.2% in 2018. Some of the largest H3 occupations in this group in 2018 included registered nurses (26,536), licensed practical and licensed vocational nurses (5,879), and pharmacists (2,588). (2; 3)

Business and financial operations occupations was the second-largest major occupational group in 2018, with 15.6% of H3 employment found in this group. In 2010 it the third-largest, employing 13.1% of H3 workers statewide. In 2018, the largest H3 occupations in this group included accountants and auditors (9,906); business operations specialists, all other (4,815); and human resource specialists (4,624). (2; 3)

Management occupations made up the third-largest portion of H3 employment in 2018 at 13.7%. This was the fifth-largest category in 2010 at 8.1%. Some of the largest H3 occupations in 2018 within this group included general and operations managers (17,326), construction managers (4,123), and medical and health service managers (3,259). (2; 3)

Education, training, and library occupations was the fourth-largest major occupational group for H3 employment in 2018, encompassing 10.9% of all H3 workers, and the second-largest group on the 2010 list, at 14.7%. In 2018, some of the largest H3 occupations that fell into this group were elementary school teachers, except special education (11,273); secondary school teachers, except special education and career/technical education (8,782); and middle school teachers, except special and career/technical education (3,792). (2; 3)

Computer and mathematical occupations were the fifth-largest major occupational group employing H3 workers in 2018 at 9.2%, and ranked #8 on the 2010 list at 6.3% of H3 occupational employment. Some of the largest H3 occupations in this group in 2018 were software developers, applications (4,864); computer user support specialists (4,055); and computer systems analysts (3,929). (2; 3)

Transportation and material moving occupations just missed the top five list for 2018, coming in at #6 with 8.2% of statewide H3 employment. This group did make the top five list for 2010, when it came in at #4, with 9.1% of Nebraska's H3 employment. On the 2018 list, the only H3 occupation in this group was heavy and tractor-trailer truck drivers (29,512). Nevertheless, this occupational group continued to house a significant percentage of the state’s overall H3 employment because of the fact that truck drivers had Nebraska's highest total employment of any occupation in 2018, accounting for 2.6% of all jobs statewide during that year. (2; 3)

The Final Word

Comparing H3 occupations over time offers a look into how Nebraska's labor market has evolved throughout the past decade, and what changes the state's economy might undergo in the future. More data on the current 2018-2028 H3 occupations list, for both Nebraska statewide and each of the state's nine economic regions, can be found online on NEworks.

Sources:
This month’s map depicts employment growth over time as measured by the U.S. Census Bureau’s American Community Survey. The survey measured the average employment levels of each county over two five-year periods (2010-2014 and 2015-2019), which was then converted into a percentage representing the difference in total employment observed between these two five-year averages. During the chosen time periods, average statewide employment increased by 4.3%. The counties with the highest growth rates were Logan (35.9%), Thurston (14.6%), Garfield (10.8%), and Sarpy (10.2%). The counties with the largest declines in employment were Wheeler (-25.0%), Hayes (-24.2%), and Keya Paha (-20.1%).

Breaking down the observed employment changes by various demographic factors highlights some interesting changes. Employment of people 25 to 29 years of age increased by more than 23,000 throughout Nebraska, while employment decreased by more than 17,000 amongst the population aged 45 to 54. All races and ethnicities showed increases in employment during the time periods analyzed, with the exception of the Native Hawaiian and Other Pacific Islander racial group. Employment of individuals with a high school diploma as their highest level of education dropped by almost 6,000, while employment of workers with a bachelor’s degree or higher increased by more than 26,000.

Analyzing employment growth rates by county could provide economic developers insights into where targeted programs may have the most impact. Examining changes in employment by various demographic factors can also provide important information to researchers and policy makers.
Nebraska's civilian labor force participation rate as of January 2020. This was identical to the January 2015 labor force participation rate, and down slightly from the January 2010 rate of 72.1%. The civilian labor force participation rate reflects the percentage of the state's total civilian, noninstitutionalized population who were either employed or unemployed but actively seeking work. While the labor force participation rate declined slightly during the pandemic, Nebraska's rate remains higher than the national average. The March 2021 rate was 68.3%, compared to 61.7% nationwide. (3)

Overall employment growth projected for Nebraska over the next 10-year projections period, spanning from 2018 to 2028. (6)

Change in total number of business establishments with employees operating in Nebraska from first-quarter 2010 to first-quarter 2020. (2)

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Total NE Employment</th>
<th>5-Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2010</td>
<td>867,502</td>
<td>-</td>
</tr>
<tr>
<td>Q1 2015</td>
<td>925,985</td>
<td>+6.7%</td>
</tr>
<tr>
<td>Q1 2020</td>
<td>961,334</td>
<td>+3.8%</td>
</tr>
</tbody>
</table>

Change in the share of Nebraskans ages 25 and over who had a bachelor's degree or higher level of educational attainment from 2010 (28.6%) to 2019 (33.2%). (4)

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Avg. Hourly Wage</th>
<th>5-Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2010</td>
<td>$17.98</td>
<td>-</td>
</tr>
<tr>
<td>Q1 2015</td>
<td>$19.94</td>
<td>+10.9%</td>
</tr>
<tr>
<td>Q1 2020</td>
<td>$23.51</td>
<td>+17.9%</td>
</tr>
</tbody>
</table>

Increase in total statewide employment observed in Nebraska between the first quarter of 2010 and the first quarter of 2020. (1)

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Business Establishments</th>
<th>5-Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2010</td>
<td>59,254</td>
<td>-</td>
</tr>
<tr>
<td>Q1 2015</td>
<td>70,764</td>
<td>+19.4%</td>
</tr>
<tr>
<td>Q1 2020</td>
<td>71,990</td>
<td>+1.7%</td>
</tr>
</tbody>
</table>

Increase in average hourly wage earned by Nebraska workers (all industries, all occupations) between the first quarter of 2010 and the first quarter of 2020. (5)

Sources:
Economic Indicators: May
Kermit Spade, Research Analyst

**Initial Unemployment Claims**
Monthly Avg. Number of Claims per Week
(Regular State Benefits)

- 16,000
- 15,946 NE 10-Year High (Apr. 2020)
- 1,436 NE 10-Year Low (Sept. 2019)
- DOWN 75.7% NE vs. Last Year
- DOWN 15.6% NE vs. Last Month

486,795 - 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.

**Data Sources:** [Retrieved: May 2021.]

**Avg. Weekly Earnings**
All Private Employees
Not Seasonally Adjusted

- $1,200
- $1,052.35 United States Current 2021
- $926.84 NE 10-Year High (Aug. 2020)
- $916.61 Nebraska Current 2021
- $788.59 NE 10-Year Avg.
- $700.06 NE 10-Year Low (Jun. 2012)
- $600
- UP +0.6% NE vs. Last Year
- UP +1.4% NE vs. Last Month

430 NE 10-Year Low (Sept. 2019)

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

**Data Sources:** [Retrieved: May 2021.]

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

- $5.00
- $3.93 NE 10-Year High (May 2011)
- $2.78 NE 10-Year Avg.
- $2.78 NE 10-Year High (Aug. 2020)
- $2.86 United States Current 2021
- $1.68 NE 10-Year Low (Feb. 2016)
- $0
- UP +59.8% NE vs. Last Year
- FLAT 0.0% NE vs. Last Month

$916.61 NE 10-Year High (Aug. 2020)

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.

**Data Sources:** [Retrieved: May 2021.]
**Labor Force Participation Rate**

Seasonally Adjusted

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: May 2021.]


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**Consumer Price Index**

12-Month % Change

Not Seasonally Adjusted

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: May 2021.]


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**Housing Prices**

4-Quarter % Change

Seasonally Adjusted

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: May 2021.]

The Nebraska Statewide Benefits Report covers benefits offered by employers in 76 counties and covers 98.7% of the population. Over 1,200 business establishments are represented. Check out the report on NEworks.