

Labor Availability and Hiring Needs Report

Omaha Area

NEBRASKA

Good Life. Great Connections.

DEPARTMENT OF LABOR



Image by pabrady63 from 123rf
OMAHA, NEBRASKA: City Skyline in Downtown
Omaha, Nebraska along the Gene Leahy Mall



Image by cboswell from 123rf
Riverfront buildings, art, bridges and
architecture of Omaha, Nebraska

Contents

- Survey Area3
- Omaha Area Highlights4
- Hiring Trends5
- Applicant Characteristics Considered by Employers7
- Hiring Difficulty8
- Benefits13
- Commuting Patterns In and Out of Greater Omaha14
- Potential Job Seekers15

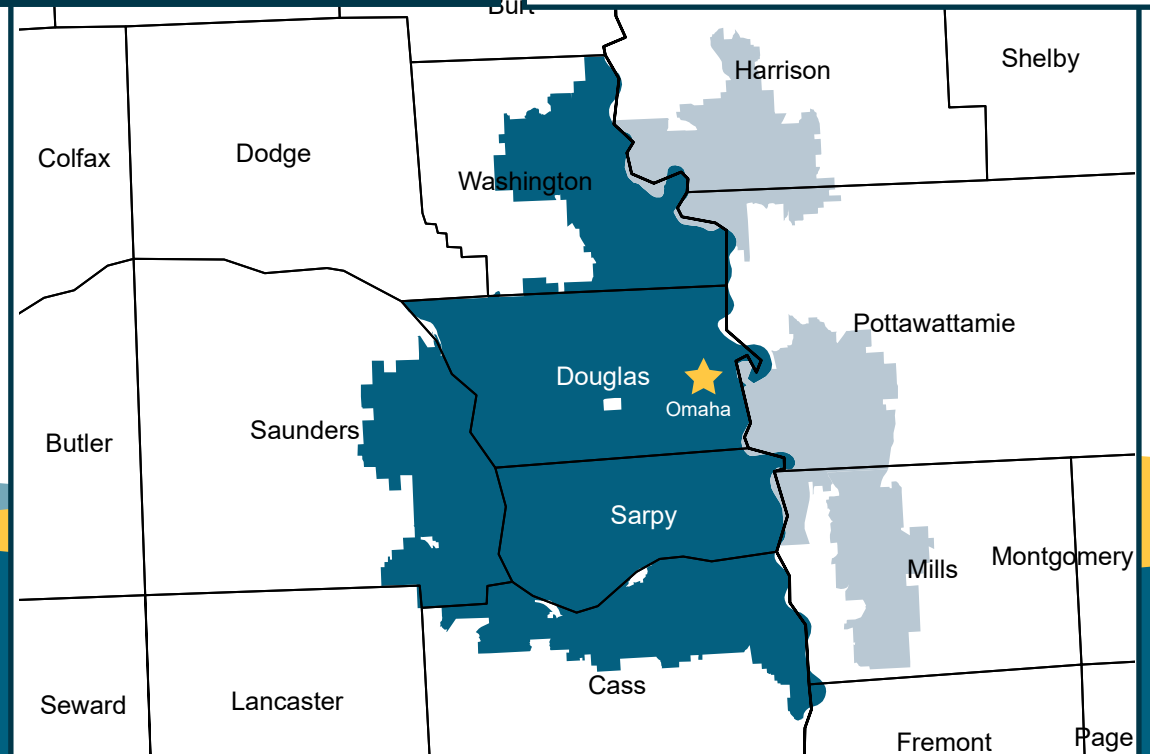
Survey Area

The Labor Availability Study is a questionnaire-based research project aimed at helping workers and businesses make more informed decisions about the workforce and job market in local areas.

Surveys were sent to business establishments with at least 3 employees located in Greater Omaha and households located in the Greater Omaha survey area, which encompasses 61 ZIP codes in southeast Nebraska, in parts of Douglas, Cass, Sarpy, Saunders, and Washington counties and Harrison, Mills, and Pottawattamie counties in Iowa. The survey was conducted between December 2021 and February 2022, with **1,593 businesses** and **1,189 households responding**.

Survey Area Population Age 18+:
654,028 ⁽¹⁾

Estimated Total Labor Force:
474,131 ⁽²⁾



Businesses and Households (dark blue)
Household Only (light blue)

Omaha Area Highlights

Top 3 Industries with Greatest Difficulty Hiring

Industries	Percentage of Respondents
Construction	90.5%
Accommodation and Food Services	89.0%
Health Care and Social Assistance	88.6%

Factors Most Important to Potential Job Seekers When Considering New Employment

- Salary
- Job Security/Stability
- Using Existing Skills

Top Job Satisfaction Factors for Employed Potential Job Seekers

- Job Security/Stability
- Work Schedule
- Use of Existing Skills

Comparison to Previous Study

	2017	2021-2022
Businesses reporting difficulty finding workers	66.9%	84.1%

Important Factors for Potential Job Seekers when considering new jobs	2017	2021-2022
Work from Home/Teleworking	25.3%	47.0%
Learn new skills	68.5%	78.8%

Top 3 Occupations with Greatest Difficulty Hiring

Occupations	Percentage of Respondents
Installation, Maintenance, and Repair	88.9%
Construction and Extraction	85.5%
Personal Care and Service	84.0%

Top 3 Reasons Given by Employers for Hiring Difficulty

Not enough applicants	82.5%
Applicants' wage demands too high	58.0%
Applicants lack of work experience	56.3%

Top Obstacles to Employment for Potential Job Seekers

- Work schedule flexibility
- Inadequate pay offered at local area employers
- Required relocation






Obstacles to Employment for Potential Job Seekers	2017	2021-2022
Lack of job opportunities in local area	52.0%	45.6%
Lack of job experience	12.8%	22.1%

Hiring Trends

Top 7 Industries with Openings, by Percentage of Total Reported Job Openings

	Health Care and Social Assistance	17.1%
	Accommodation and Food Services	13.9%
	Administrative and Waste Services	12.5%
	Finance and Insurance	8.0%
	Retail Trade	7.7%
	Manufacturing	7.7%
	Construction	7.4%

Top 5 Occupation Groups Frequently Hiring, by Percentage of All Occupations Frequently Hired

	Food Preparation and Serving Related	14.5%
	Office and Administrative Support	12.3%
	Sales and Related	10.6%
	Transportation and Material Moving	8.5%
	Construction and Extraction	7.3%

65.3%

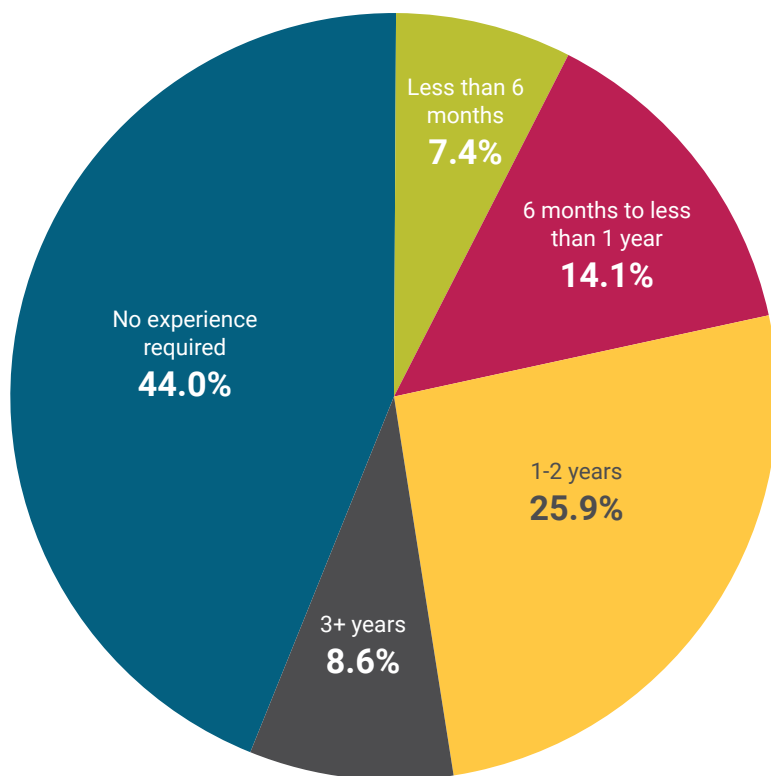
Omaha business establishments with at least 1 job opening.

33.4%

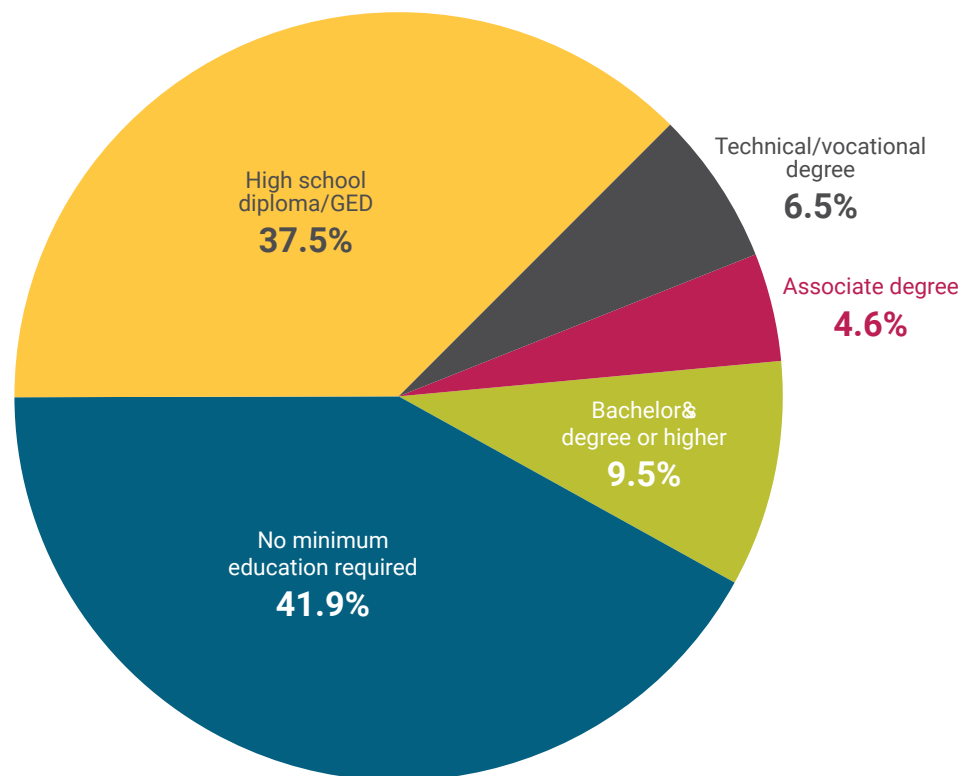
Estimated number of Omaha business establishments with at least 1 employee who works remotely at least occasionally.

Hiring Trends

Experience Typically Required for Frequently Hired Occupations



Minimum Education Requirements for Frequently Hired Occupations



Census Estimates: Educational attainment for population in labor force ages 25 to 64

Less than
high school:
31,495 (6.6%)

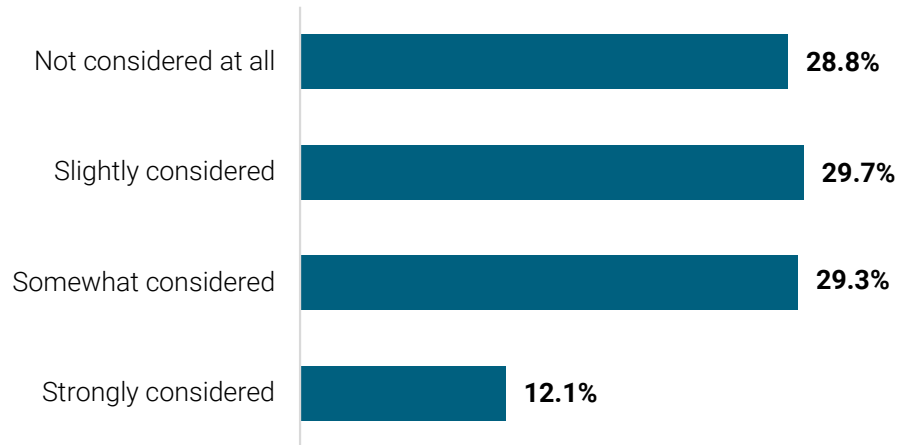
High school
graduate or GED:
89,300 (18.8%)

Some college or
associate degree:
150,456 (31.7%)

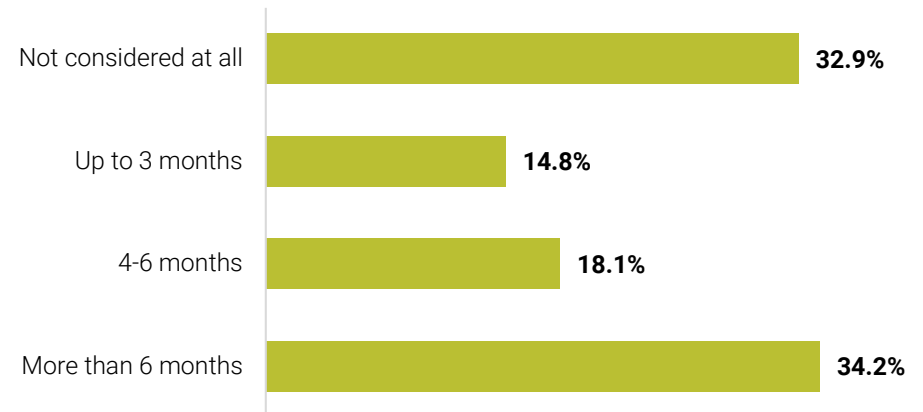
Bachelor's degree
or higher:
202,879 (42.8%)

Applicant Characteristics Considered by Employers

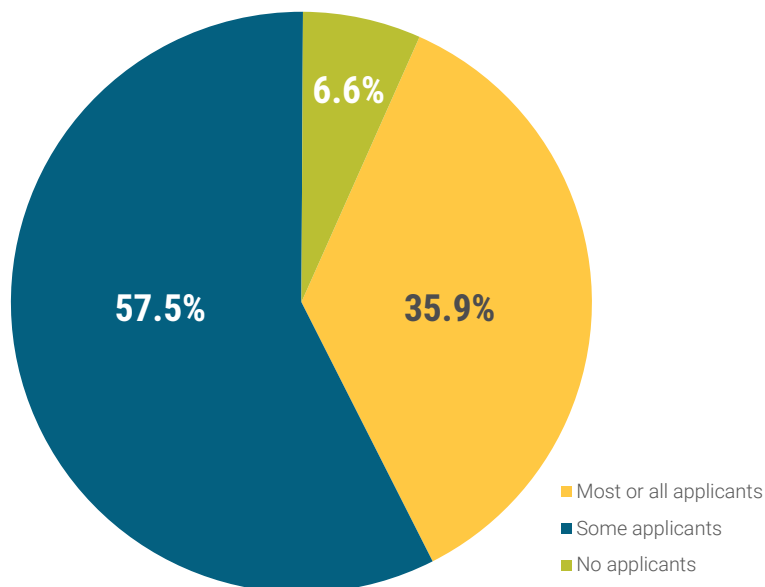
Employers were asked “When hiring, does your business consider whether an applicant is current working?”



“What length of time not employed would cause hesitation about a candidate or affect a hiring or interview decision in a negative way?”



“When hiring, how many applicants have experience in the same occupation or a closely related occupation?”



Top skills employers say employees need additional training in:



Leadership: **41.7%**



Critical Thinking: **36.8%**



Problem Solving: **36.4%**



Customer Service: **35.8%**

Hiring Difficulty

Businesses listed up to three occupations they have recently hired or attempted to hire. They were asked whether it was difficult to find workers for those occupations. Below are the percentage of occupations reporting hiring difficulty within each industry and occupation group listed.

Percentage of Occupations Reporting Hiring Difficulty

Top 10 Occupation Groups Reporting Hiring Difficulty

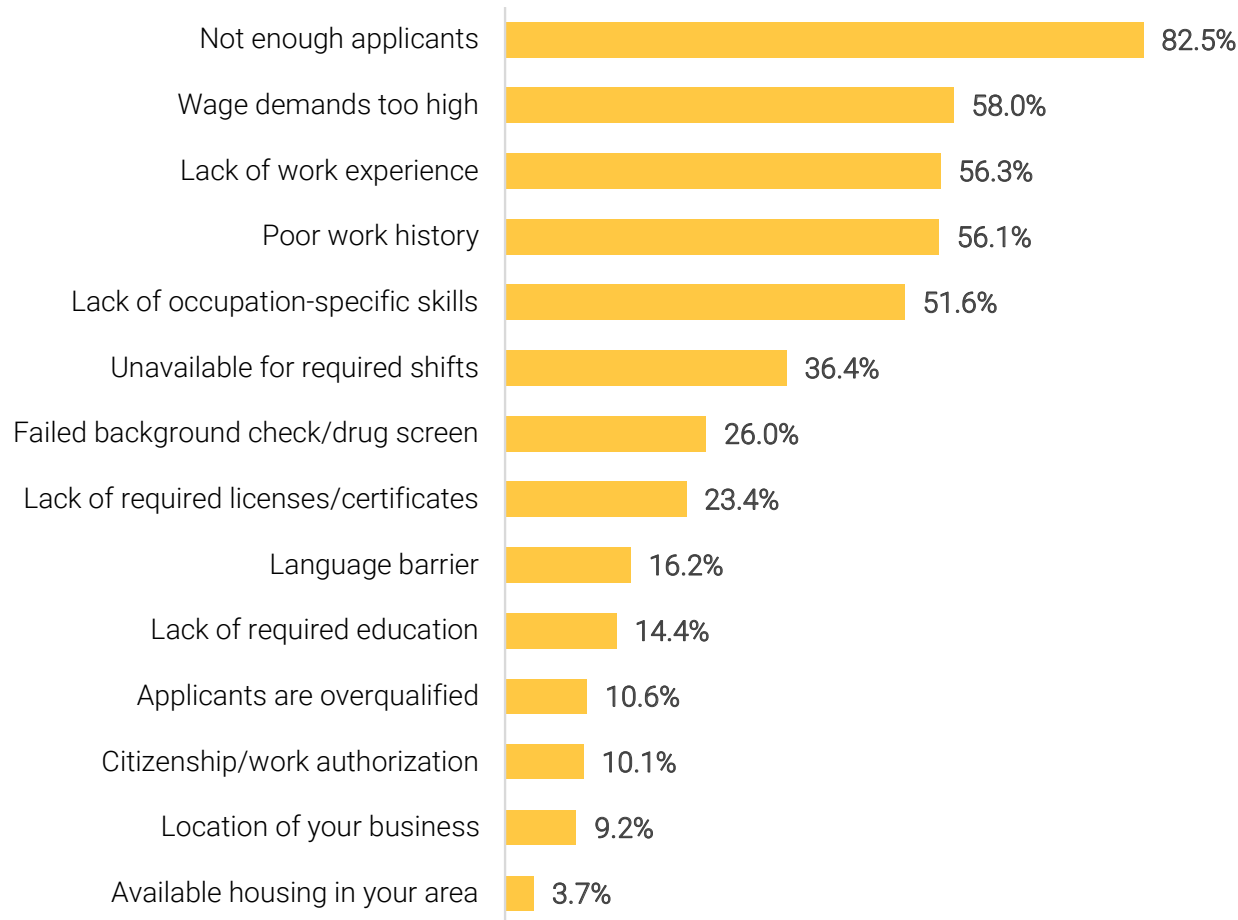
Installation, Maintenance, and Repair	88.9%
Construction and Extraction	85.5%
Personal Care and Service	84.0%
Food Preparation and Serving Related	80.5%
Production	77.7%
Healthcare Support	77.0%
Transportation and Material Moving	74.7%
Sales and Related	66.1%
Office and Administrative Support	64.0%
Business and Financial Operations	57.8%

Top 10 Industries Reporting Hiring Difficulty

Construction	90.5%
Accommodation and Food Services	89.0%
Health Care and Social Assistance	88.6%
Manufacturing	88.0%
Administrative and Waste Services	85.4%
Wholesale Trade	85.4%
Retail Trade	82.2%
Transportation and Warehousing	81.4%
Professional, Scientific, and Technical Services	79.6%
Finance and Insurance	74.6%

Hiring Difficulty

Employers' Most Cited Reasons for Difficulty Finding Workers



Based on the percentage of survey respondents who indicated difficulty hiring (84.1%), there were an estimated

10,768

businesses in the survey area with difficulty hiring.

71.6%

of frequently hired jobs reported by businesses were difficult to fill.

Hiring Difficulty

The table below displays the reasons businesses had difficulty hiring workers in the five occupation groups they most often hired or tried to hire. The blue column indicates the percentage point difference in responses between the occupation groups listed and employers overall. The red boxes indicate the top reasons that were more prevalent in each occupation compared to all occupations.

82.5% of Greater Omaha employers reported “Not enough applicants” as the most common reason for hiring difficulty.

Top 5 Most Frequently Hiring Occupation Groups

	All Responses	Food Preparation and Serving Related		Office and Administrative Support		Sales and Related		Transportation and Material Moving		Construction and Extraction	
Not enough applicants	82.5%	85.1%	2.6%	76.6%	-5.9%	83.9%	1.3%	85.6%	3.1%	89.0%	6.4%
Wage demands too high	58.0%	55.0%	-3.0%	59.7%	1.8%	54.0%	-4.0%	57.1%	-0.9%	51.2%	-6.7%
Lack of work experience	56.3%	41.7%	-14.5%	60.3%	4.1%	48.2%	-8.1%	47.5%	-8.8%	61.6%	5.3%
Poor work history	56.1%	54.1%	-2.0%	64.1%	8.1%	53.1%	-2.9%	68.6%	12.6%	54.6%	-1.5%
Lack of occupation specific skills	51.6%	34.6%	-17.0%	48.6%	-3.0%	47.5%	-4.1%	43.8%	-7.9%	59.9%	8.2%
Unavailable for required shifts	36.4%	66.5%	30.2%	38.8%	2.4%	38.9%	2.5%	29.8%	-6.5%	12.2%	-24.1%
Failed background check/drug screen	26.0%	21.4%	-4.6%	20.9%	-5.0%	18.3%	-7.7%	47.5%	21.5%	27.7%	1.7%
Lack of required licenses/certificates	23.4%	10.3%	-13.1%	10.2%	-13.2%	17.0%	-6.4%	36.8%	13.4%	21.3%	-2.1%
Language barrier	16.2%	18.3%	2.0%	13.7%	-2.5%	12.7%	-3.6%	15.9%	-0.3%	21.0%	4.8%
Lack of required education	14.4%	4.4%	-10.0%	10.9%	-3.5%	9.1%	-5.3%	4.7%	-9.7%	9.3%	-5.1%
Applicants are overqualified	10.6%	4.5%	-6.1%	17.3%	6.7%	9.3%	-1.3%	10.2%	-0.4%	5.8%	-4.8%
Citizenship/work authorization	10.1%	15.6%	5.5%	4.8%	-5.4%	6.1%	-4.0%	9.6%	-0.6%	23.7%	13.6%
Location of your business	9.2%	17.6%	8.4%	5.9%	-3.3%	6.3%	-2.9%	7.1%	-2.1%	2.8%	-6.4%
Available housing in your area	3.7%	9.1%	5.4%	1.2%	-2.4%	2.0%	-1.7%	0.5%	-3.2%	1.2%	-2.5%

Hiring Difficulty

The table below displays the reasons businesses in the top five responding industries had difficulty hiring workers. The blue column indicates the percentage point difference in responses between the occupations in each industry listed and occupations in all industries surveyed.

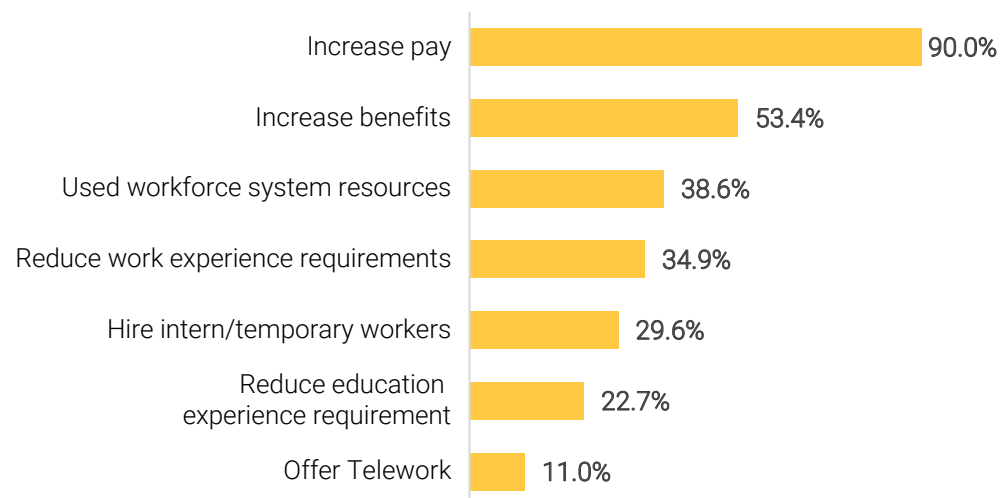
84.1% of Greater Omaha employers reported it was difficult to find workers for at least one occupation they have recently hired or have been trying to hire.

Top 5 Most Frequently Hiring Industries

	All Responses	Accommodation and Food Services		Health Care and Social Assistance		Retail Trade		Construction		Professional, Scientific, and Technical Services	
Not enough applicants	82.5%	82.2%	-0.3%	84.9%	2.3%	80.9%	-1.6%	87.1%	4.6%	87.3%	4.8%
Wage demands too high	58.0%	52.4%	-5.6%	67.4%	9.5%	53.5%	-4.4%	50.6%	-7.4%	52.7%	-5.2%
Lack of work experience	56.3%	40.2%	-16.1%	54.6%	-1.6%	48.0%	-8.3%	66.1%	9.9%	67.2%	10.9%
Poor work history	56.1%	49.5%	-6.5%	57.2%	1.2%	57.0%	0.9%	55.2%	-0.9%	49.2%	-6.8%
Lack of occupation specific skills	51.6%	33.5%	-18.1%	47.6%	-4.0%	52.7%	1.0%	62.5%	10.9%	61.8%	10.2%
Unavailable for required shifts	36.4%	57.7%	21.4%	46.0%	9.6%	42.9%	6.5%	10.5%	-25.9%	16.0%	-20.4%
Failed background check/drug screen	26.0%	20.2%	-5.8%	31.3%	5.3%	28.1%	2.2%	27.9%	1.9%	5.5%	-20.5%
Lack of required licenses/certificates	23.4%	9.5%	-14.0%	32.9%	9.5%	16.9%	-6.5%	26.6%	3.2%	32.3%	8.9%
Language barrier	16.2%	22.1%	5.9%	17.1%	0.8%	13.7%	-2.5%	19.2%	3.0%	8.7%	-7.5%
Lack of required education	14.4%	5.5%	-8.9%	24.6%	10.2%	9.7%	-4.7%	13.5%	-0.9%	25.2%	10.8%
Applicants are overqualified	10.6%	5.4%	-5.1%	11.6%	1.0%	8.5%	-2.1%	4.9%	-5.7%	12.8%	2.2%
Citizenship/work authorization	10.1%	18.0%	7.9%	5.0%	-5.1%	7.3%	-2.9%	18.4%	8.3%	4.8%	-5.4%
Location of your business	9.2%	14.6%	5.4%	9.3%	0.1%	7.8%	-1.3%	2.5%	-6.7%	8.6%	-0.6%
Available housing in your area	3.7%	9.9%	6.2%	3.9%	0.2%	3.0%	-0.7%	0.4%	-3.3%	1.6%	-2.1%

Hiring Difficulty

What Action Has Your Business Taken to Increase the Candidate Pool for Difficult-to-Hire Jobs?



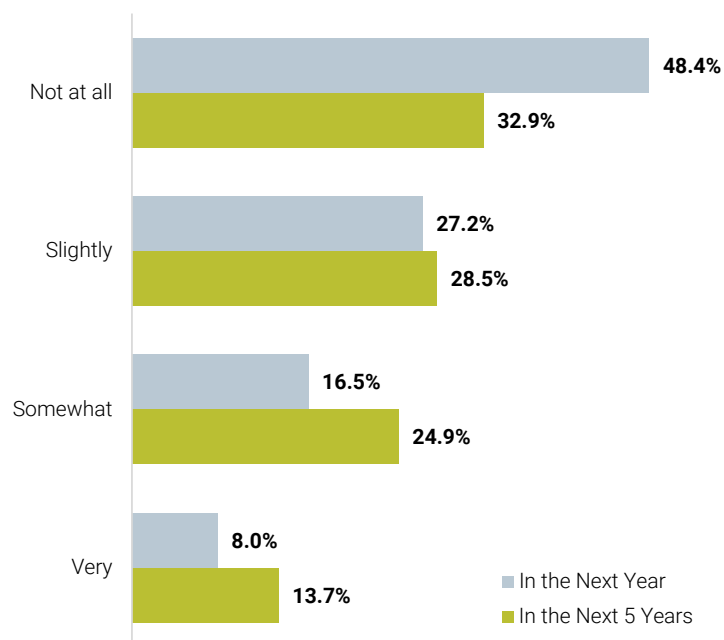
8,451 (66.0%)

Estimated number of businesses in Greater Omaha increasing pay to address hiring difficulty.

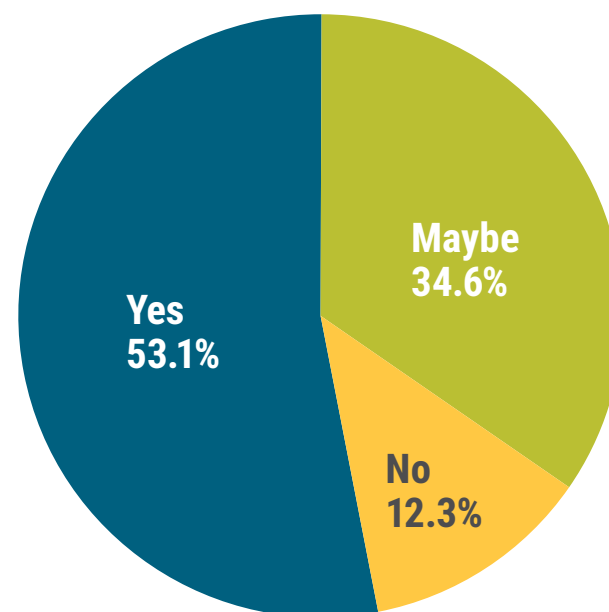
3,470 (27.1%)

Estimated number of businesses in Greater Omaha reducing work experience requirements to address hiring difficulty.

How Concerned are Employers about Potential Loss of Skills and Experience Caused by Retirement?

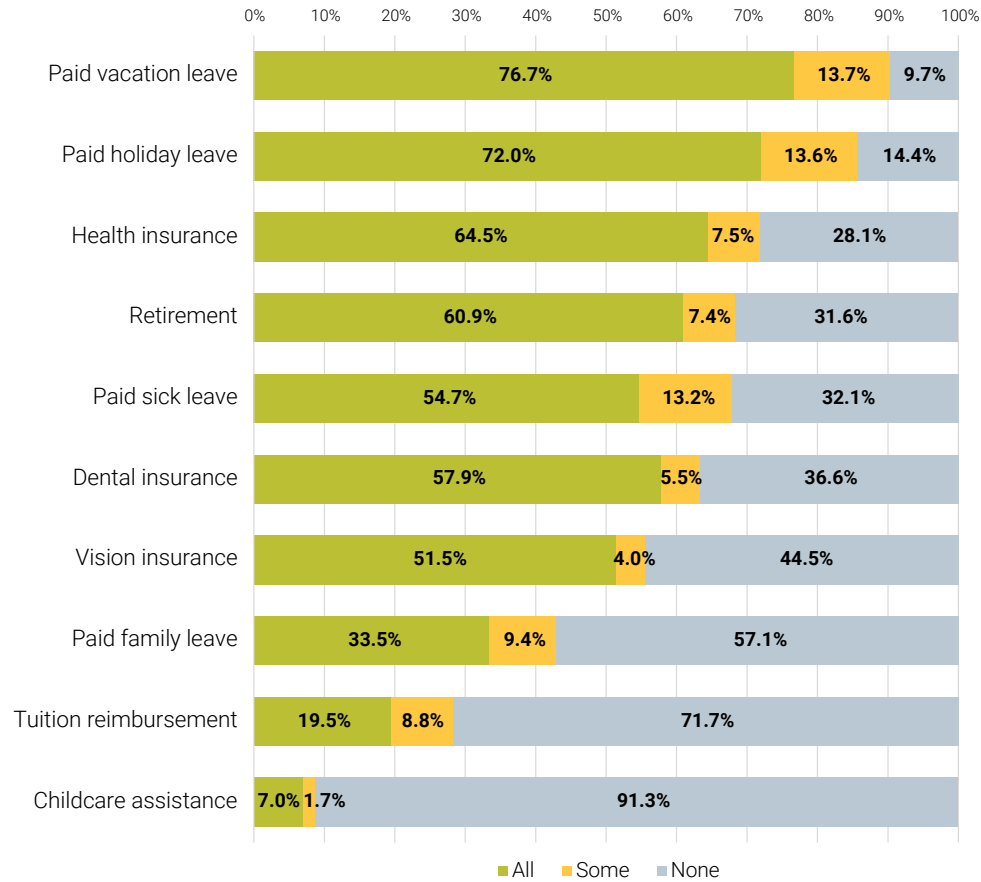


If Asked to Consider Business Expansion, Would There be Difficulty Finding Workers?

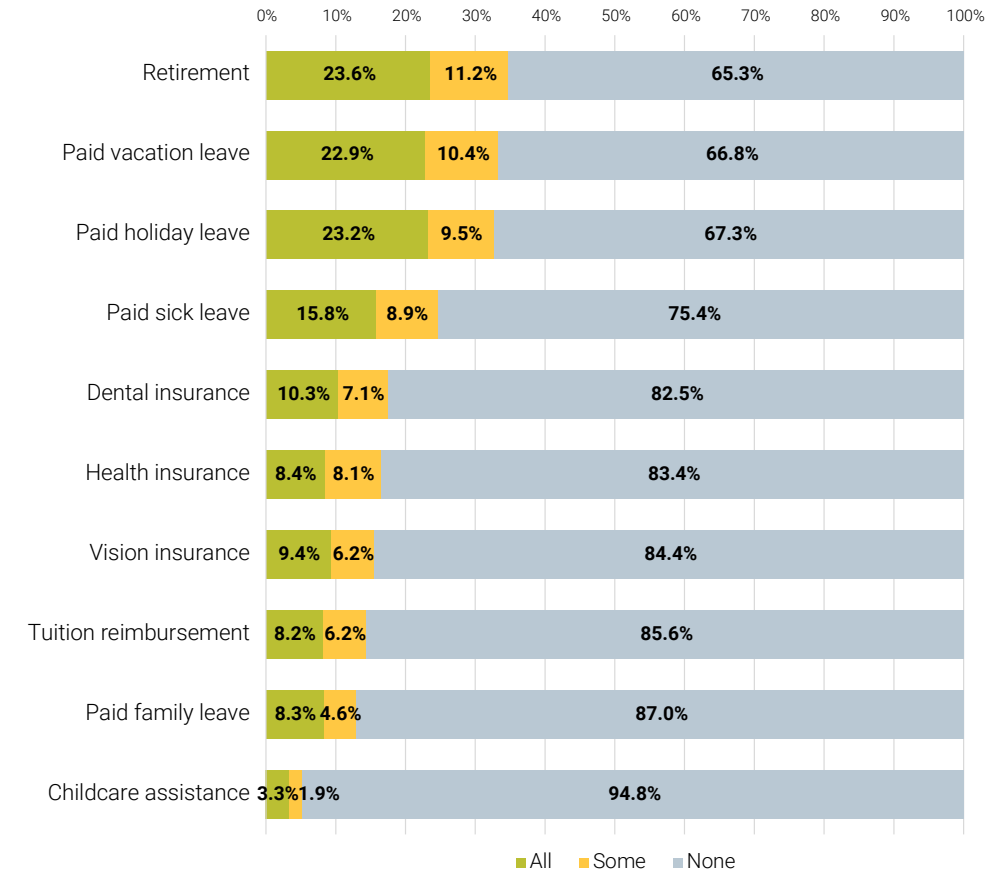


Benefits

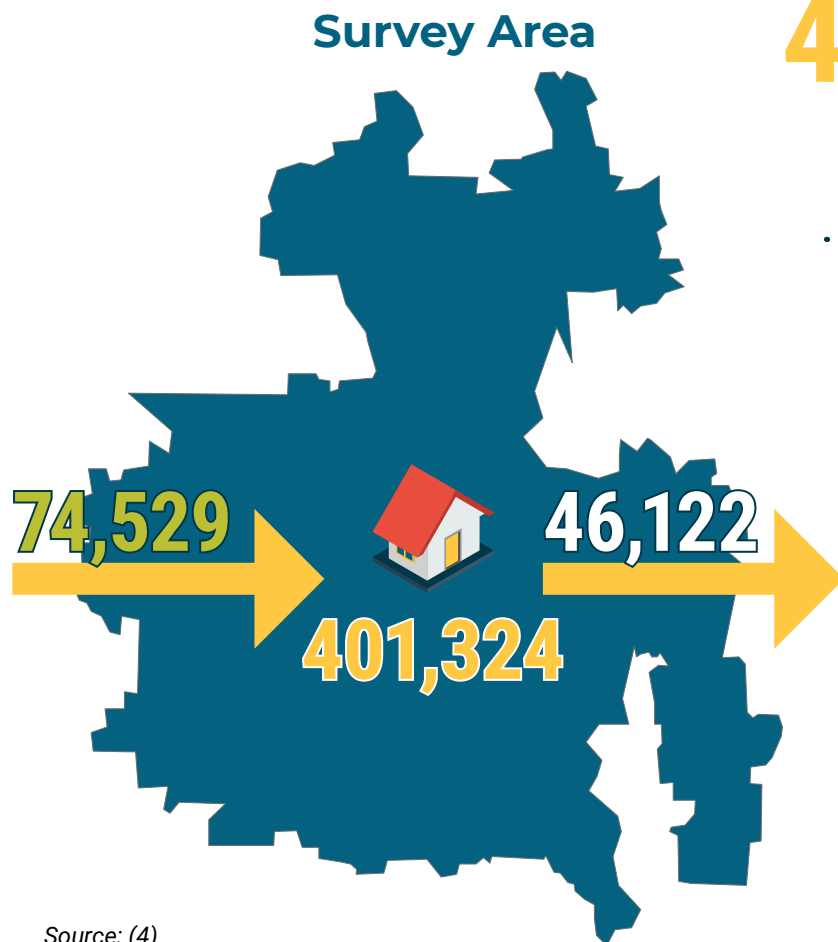
Benefits Offered for Full-Time Workers



Benefits Offered for Part-Time Workers



Commuting Patterns In and Out of Greater Omaha



Source: (4)

401,324

people both live and
work in Greater Omaha

74,529

work in Greater Omaha but live
outside Greater Omaha

46,122

live in Greater Omaha but work
outside Greater Omaha

Of the **475,853** people employed in Greater Omaha,
15.7% live outside the area.

	Would Commute	Would Relocate	Total
Percentage of potential job seekers who would accept a job in Greater Lincoln area if a suitable job was available	23.9%	12.9%	36.8%
Percentage of potential job seekers who would accept a job in Nebraska outside the Greater Omaha or Lincoln area if a suitable job was available	11.4%	13.9%	25.3%
Percentage of potential job seekers who would accept a job outside Nebraska (at least 50 miles away) if a suitable job was available	6.4%	26.7%	33.1%

46.6%

of potential job seekers indicated that lack of job opportunities in their local area was an obstacle to changing jobs or reentering the workforce.

Potential Job Seekers

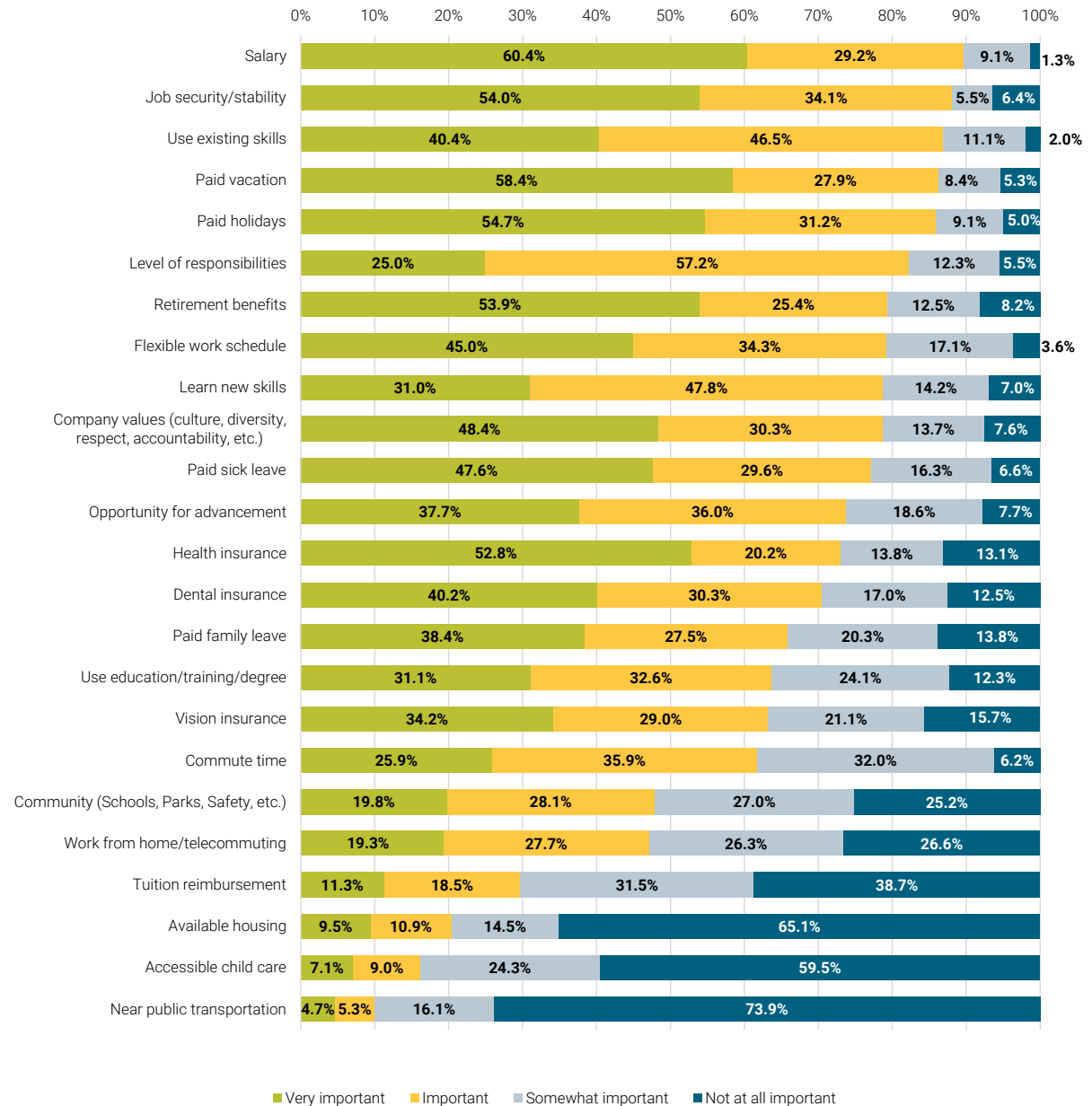
POTENTIAL JOB SEEKER An employed person who answered either 'yes' or 'maybe' to the question "Are you likely to change jobs in the next year if a suitable job is available?" or a non-employed person who answered 'yes' or 'maybe' to the question "Are you likely to reenter the workforce in the next year if a suitable job is available?" The potential job seekers group includes all individuals who indicated that they might accept a new job within the next year, given the right circumstances.

Based on the percentage of respondents identifying as potential job seekers (43.0%), there were an estimated

280,973

potential job seekers 18 years old and over in the Omaha survey area.

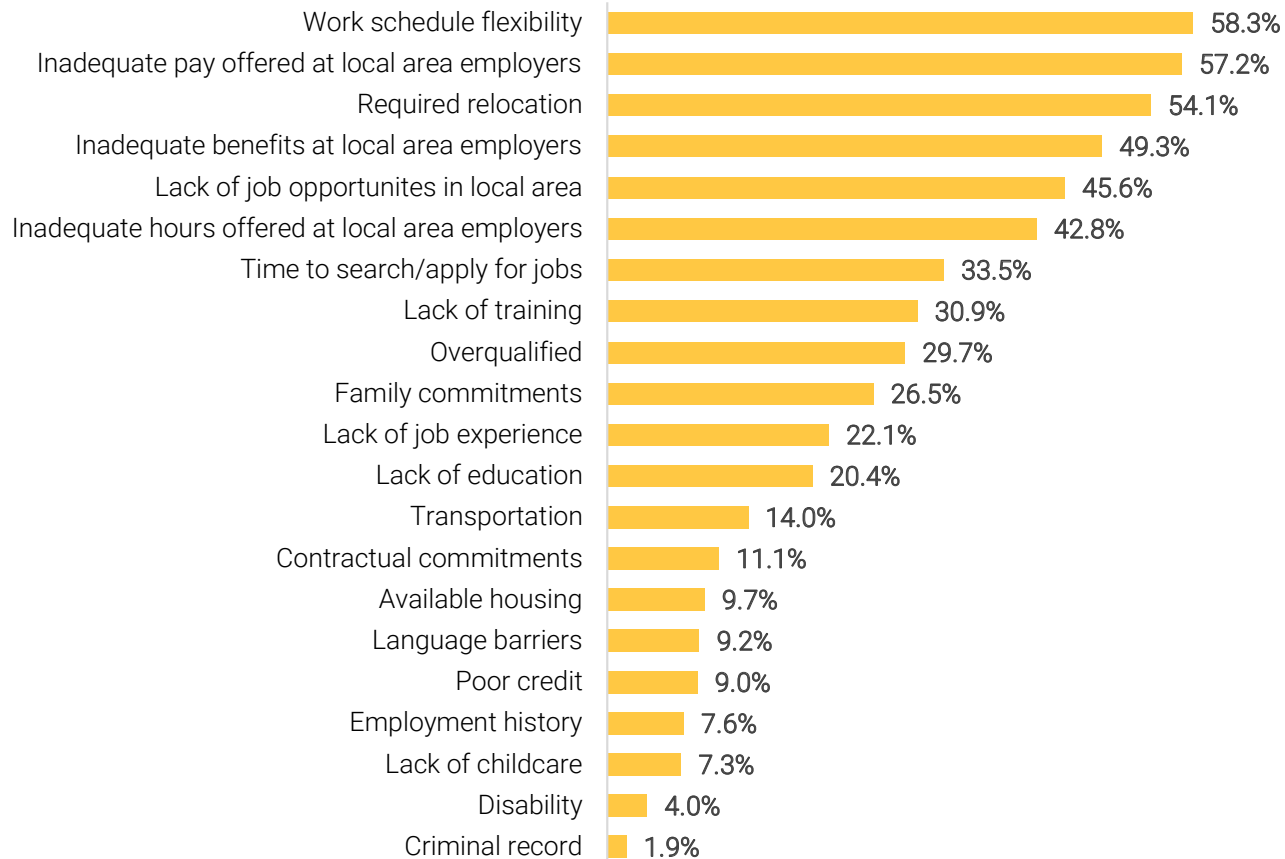
Important Factors for Potential Job Seekers



Most potential job seekers indicated that salary and job security/stability were important or very important when considering new employment. Approximately 52.9% of potential job seekers with children under 19 said a flexible work schedule was a very important factor (compared to 39.9% for those without children under 19).

Potential Job Seekers

Obstacles to Employment for Potential Job Seekers



Estimated number of potential job seekers in the survey area with the following obstacles:

163,851

Work schedule flexibility

160,720

Inadequate pay offered at local area employers

152,031

Required relocation

138,405

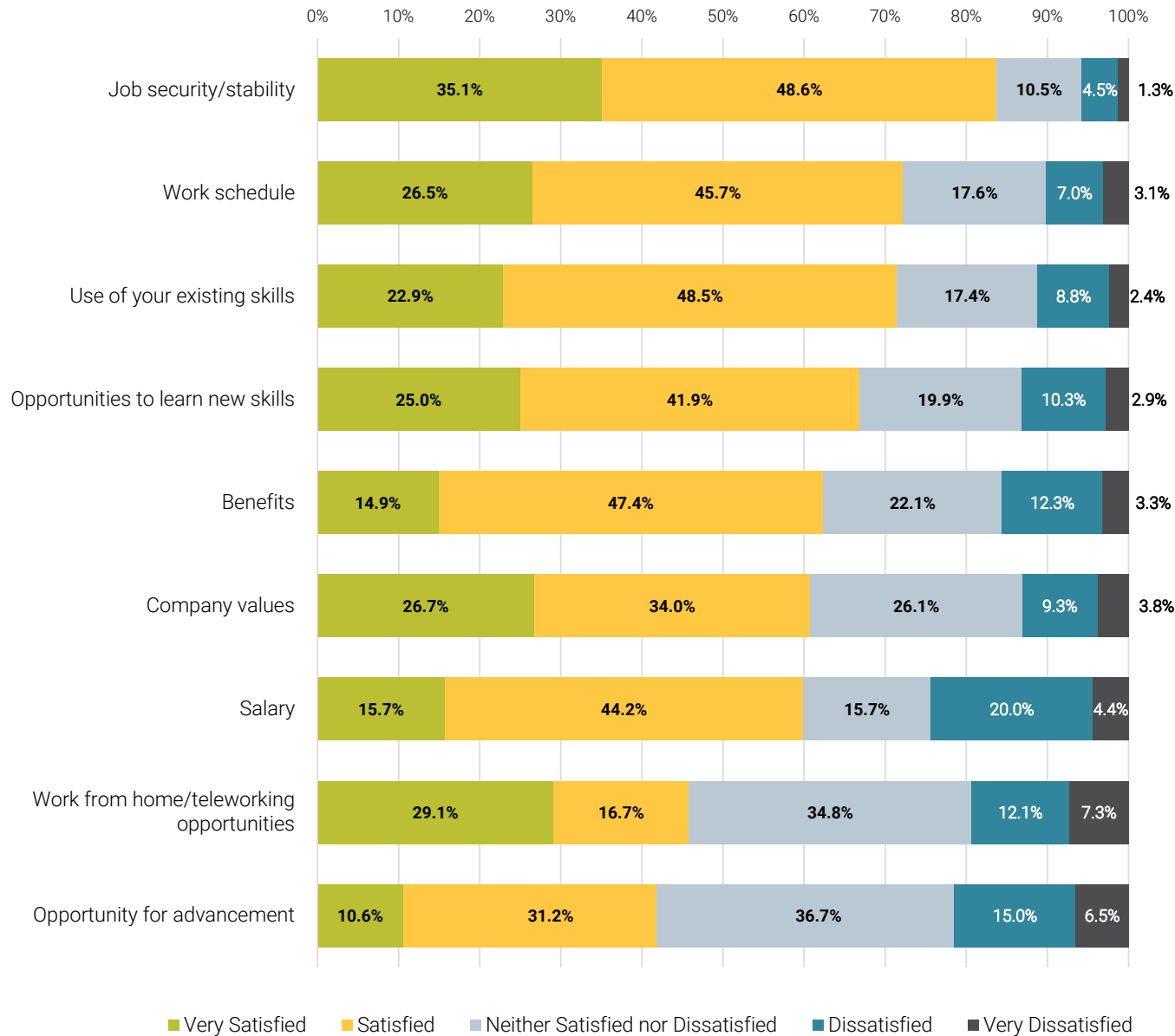
Inadequate benefits at local area employers

128,023

Lack of job opportunities in local area

Potential Job Seekers

Job Satisfaction Factors for Employed Potential Job Seekers



83.7%

Percentage of employed potential job seekers who said they were satisfied or very satisfied with the job security/stability of their current job.

Employed potential job seekers indicated they were most satisfied with job security/stability, work schedule and use of their existing skills in their current primary jobs. Salary, opportunity for advancement and working from home/teleworking opportunities were the factors with the highest percentage of workers saying they were very dissatisfied or dissatisfied.

Check out the reports on labor availability, business hiring and training needs, and skill gaps on the Labor Availability Study Publication page at:

dol.nebraska.gov/las

Data compiled and analyzed by:

**Nebraska Department of Labor
Labor Market Information**

For more information regarding this study, contact:

Nebraska Department of Labor

Labor Market Information

P.O. Box 94600

550 S. 16th Street

Lincoln, Nebraska 68509

Phone: 402-471-9961

Email: imi_ne@nebraska.gov

Website: dol.nebraska.gov/las

A proud partner of the
americanjobcenter®
network

Acknowledgments

Nebraska Department of Labor

John H. Albin
Commissioner

Scott Hunzeker
Labor Market Information
Administrator

Brandon Jones
Research Supervisor

Scott Ferguson
Research Analyst

Marc Bettis
Research Analyst

Grace Johnson
Public Information Officer

Hillary Lee
Graphic Designer

Partner Agency

**Nebraska Department of
Economic Development**

Image by sergeybogachuk from 123rf

Published June 2022

Equal Opportunity Program/Employer TDD: 800.833.7352

Auxiliary aids and services are available upon request to individuals with disabilities.

WORKS CITED

1. U.S. Census Bureau. American Community Survey, 2019 5-Year Estimates. Table DP05. [Online] data.census.gov.
2. Nebraska Department of Labor. Labor Market Information, LAUS and U. S. Census Bureau data analysis.
3. U.S. Census Bureau. American Community Survey, 2019 5-Year Estimates Table B23006 Educational Attainment. [Online] data.census.gov.
4. U. S. Census Bureau. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. [Online] 2019. <https://onthemap.ces.census.gov/>.