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Openings & Expansions December
Kermit Spade, Research Analyst

<table>
<thead>
<tr>
<th>Business Category</th>
<th>Business Name</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>Wholesale &amp; Retail Trade</td>
<td>Nebraska City Florist (Opening)</td>
<td>Nebraska City</td>
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<tr>
<td></td>
<td>San Antonio Shoemakers (SAS) (Opening)</td>
<td>Omaha</td>
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<tr>
<td>Agriculture, Forestry, Fishing &amp; Hunting</td>
<td>Western Farms Seed LLC (Opening)</td>
<td>Scottsbluff</td>
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<tr>
<td>Information</td>
<td>Applied Connective Technologies (Opening)</td>
<td>Albion</td>
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<td>Manufacturing</td>
<td>Agri-Comfort (Opening)</td>
<td>Sidney</td>
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<td>Food Services &amp; Drinking Places</td>
<td>Beans &amp; Steams Coffee House (Opening)</td>
<td>Sidney</td>
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<tr>
<td></td>
<td>Freddy's Frozen Custard &amp; Custard Steakburgers (Opening)</td>
<td>Hastings</td>
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<tr>
<td></td>
<td>Grown Folks Social Club (Opening)</td>
<td>Omaha</td>
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<tr>
<td></td>
<td>MJ's Gelato (Opening)</td>
<td>Norfolk</td>
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<tr>
<td></td>
<td>Taco John's (Opening)</td>
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<tr>
<td>Other Services</td>
<td>Beatrice Nails (Opening)</td>
<td>Beatrice</td>
</tr>
<tr>
<td></td>
<td>Drybar Salon (Opening)</td>
<td>Omaha</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.
Beginning in March, households around the country will start receiving their first invitations to complete the 2020 Census. While everyone is asked the same Census questions, the type of initial invitation each household will receive is determined by the demographics of the census tract in which they live. By digging into how the U.S. Census Bureau made planning decisions about its 2020 outreach strategy, we can gain a new appreciation for the importance of high-quality statistical information, and how even seemingly unlikely data points can play a big role in developing smart approaches to meeting diverse public needs.

In 2020, census tracts containing high concentrations of households deemed likely to have low internet response rates, such as those with large populations of people over age 65, and those with low internet subscribership rates, will be receiving a paper questionnaire in their first Census mailing. These areas are depicted in pink on the maps. (1)

The first invitation for the areas shown in blue will encourage online self-response, and households in these tracts will receive a paper form only if they fail to respond online before mid-April, or upon request. In most areas, the initial mailing will be in English only, although materials can be requested in other languages. The census tracts shown in darker shades on the map are those in which American Community Survey data suggest that at least 20% of households contain at least one or more people who speak Spanish as their primary language and English less than “very well.” Households in these tracts will receive bilingual materials in both English and Spanish. (1)

**2020 Census Initial Contact Strategies, Nationwide**
Areas shown in grey are those where households will receive in-person visits from a census employee, rather than a mail invitation, either because the majority of housing units in the area do not have mail delivered to their physical address, or their mail delivery addresses were unable to be verified, as well as areas that encompass military bases, some remote rural areas, and certain American Indian areas that requested in-person enumeration. Only about 4.7% of all housing units nationwide fall into this category. (1; 2)

According to the Census Bureau, some 17,000 temporary employees will be hired in Nebraska to help complete the 2020 Census count. These workers can expect to earn between $17.50 and $21.50 per hour, depending on their county assignments. (3) They will be responsible for dropping off census response invitations or conducting in-person counts at the households located in the grey areas of the map, as well as following up with all households that have not yet responded to their initial response invitations beginning in May. (4)

These maps provide a glimpse into the importance of accurate statistical information, and one of the many ways it is used to ensure government programs are targeted properly to meet local needs. By tracking seemingly unrelated data such as internet subscribership rates and primary language spoken at home, the Census Bureau is able to improve operational efficiency and make sure everyone has a chance to be counted in 2020. The data gathered by the Decennial Census will then be used to draw voting districts, allocate more than $675 billion in federal funds, and make countless other decisions that impact workers and families nationwide. (5)

Sources:
People who live in one geographical area and work in another are said to be commuting to and from work. Many workers commute into Nebraska and out of Nebraska every day. Commuting data is important to many entities, such as economic developers, policymakers, employers, and of course the commuters themselves.

According to the U.S. Census Bureau’s Center for Economic Studies, there were 752,129 private primary jobs located in Nebraska in 2017. (1) A primary job is defined as “the one job for each worker that provides the most earnings”. (2) That same year, there were also 723,145 workers who resided in Nebraska, regardless of where their primary jobs were located. Both of these groups also contained the 694,041 workers whose primary job and residence were both located in Nebraska. (1)

It is important to note that whether a worker is considered an in-commuter or an out-commuter depends on the geographical level and region upon which the analysis is focused. A person who drove from their home in Omaha to a job in Council Bluffs would be considered an out-commuter from Nebraska, and an in-commuter to Iowa. In addition, individuals who would be considered non-commuters at the state level may nevertheless qualify as in- or out-commuters at the county level, if they lived and worked in separate counties.

In-Commuting & Out-Commuting

Overall, Nebraska brought in more workers via in-commuting than it lost to out-commuting in 2017. Nebraska lost 29,104 workers to out-commuting and gained 58,088 workers from in-commuting, for a net gain of 28,984 workers. (1)

The 694,041 workers who both lived and worked in Nebraska would not be considered commuters when analyzed at the state level. The 58,088 workers who worked in Nebraska, but lived in another state, would be in-commuters. The 29,104 workers who lived in Nebraska but worked out-of-state would be considered out-commuters.
The chart to the right shows the top 10 states from which Nebraska gained workers through in-commuting. Iowa played the largest role in Nebraska’s commuting patterns, both in terms of in-commuting and out-commuting. In 2017, there were 18,732 out-commuters from Nebraska to Iowa, accounting for 64.4% of all out-commuting from Nebraska. There were also 33,932 in-commuters that came from Iowa, which accounted for 58.4% of all in-commuting to Nebraska. The net result was +15,200 in-commuters from Iowa, which made up 52.4% of Nebraska’s overall net gains from commuting. (1)

Most of Nebraska’s commuters, both in and out, were between the ages of 30 and 54, and tended to earn more than $3,333 per month. Commuters were also most likely to work in industries other than those in the goods-producing or trade, transportation, and utilities sectors. (1)

**Net Commuting to NE by State, 2017**

![Net Commuting to NE by State, 2017](image)

In 2017, there were **18,732** out-commuters from Nebraska to Iowa, accounting for **64.4%** of all out-commuting from Nebraska.

**NE Commuters by Age, 2017**

![NE Commuters by Age, 2017](image)

**NE Commuters by Earnings, 2017**

![NE Commuters by Earnings, 2017](image)

**Means of Transportation to Work for NE Workers, 2017**

![Means of Transportation to Work for NE Workers, 2017](image)

Transportation to Work

According to the Census Bureau’s American Community Survey five-year estimates, the majority of Nebraska workers (91.0%) drove to work in 2017, with most (90.0%) driving alone. This was slightly above the national numbers for driving to work (85.6%) and driving alone (89.3%). Conversely, only a small minority of Nebraskans used public transportation to travel to work (0.7%), compared to the U.S. as a whole (5.1%). (3)
The next chart shows the share of U.S. and Nebraska workers who worked outside their state or county of residence in 2017. Nebraska had slightly less out-of-state commuting than observed in the U.S. as a whole (2.7% versus 3.7%). Nebraska also had slightly lower rates of out-of-county commuting than seen nationwide (22.6% versus 24.8%).

In contrast to the similar destination commuting patterns of Nebraska and the U.S., the travel times to work for Nebraska and the U.S. are quite different. In general, Nebraskans had shorter travel times to work than the average U.S. worker. In fact, more than 60% of Nebraska workers had travel times of less than 20 minutes, while only about 40% of all U.S. workers had travel times that short. The average travel time to work for Nebraska workers was 18.4 minutes, compared to 26.4 minutes nationwide.

The times of day that workers in Nebraska and nationwide reported beginning their journeys to work were generally similar. Most left for work between 7 a.m. and 8 a.m. However, U.S. workers were more likely to begin traveling to
work during the 7 o’clock hour (54.0%) than were workers in Nebraska (48.3%). This may be due to longer commute times necessitating an earlier departure time for workers in other areas of the country. (3)

The majority of workers both in Nebraska and throughout the U.S. had two or more vehicles available for their travel to work. A slightly higher percentage of Nebraskans had three or more vehicles available, while U.S. workers were more likely to have zero or one vehicle available. The percentage of workers who had no vehicle available roughly corresponded to the percentage of workers who reported using public transportation to get to work. (3)

The Final Word

Data on where workers are employed and how they get there are valuable for a variety of purposes. Private firms looking to make facility location decisions could use these data to determine where to place new or expand existing facilities. State and local economic development agencies may use these data to help understand the local labor market and attract new businesses to their areas. Policymakers, educators, and training providers may likewise use this information to develop and promote policies and programs that will help to recruit and retain a quality workforce. Finally, individual jobseekers might find commuting data helpful as they make decisions about which communities are most likely to align with their residential and occupational priorities, and see how local dynamics compare to those observed throughout the state and nation as a whole.

Sources:
Nebraska’s Transportation & Warehousing Sector

According to the North American Industry Classification System (NAICS), “the Transportation and Warehousing sector includes industries providing transportation of passengers and cargo, warehousing and storage for goods, scenic and sightseeing transportation, and support activities related to modes of transportation,” such as “air, rail, water, road, and pipeline.” (1)

- **4.7%**: Percentage of all jobs in Nebraska that were in the state’s transportation sector as of the second quarter of 2019. (2)
- **1,283**: The total number of job openings in Nebraska’s transportation and warehousing sector advertised on NEworks.nebraska.gov during December 2019. (5)
- **14.2%**: Transportation and warehousing’s share of all jobs in Sarpy County, the highest of any county in the state. (3)
- **2.4**: 2018 rate of workplace injuries and illness cases involving days away from work, job restriction, or transfer per 100 full-time employees in Nebraska’s transportation and warehousing sector. (6)
- **$23.38**: Average hourly wage earned by transportation and warehousing employees in Nebraska in the second quarter of 2019. (2)
- **14.6%**: 2019 percentage of Nebraska transportation and warehousing workers who held a bachelor’s degree or higher on average. (3)
- **3,153**: Business establishments in Nebraska’s transportation and warehousing sector as of the second quarter of 2019. (2)
- **8.3%**: Projected Nebraska employment increase for transportation and warehousing employment between 2016 and 2026. (4)

### Educational Attainment of NE Transportation & Warehousing Sector Workers, 2019

- **33.2%**: High School or Equivalent, No College
- **13.2%**: High School or Equivalent
- **31.2%**: Some College or Associate Degree
- **14.6%**: Bachelor’s or Advanced Degree
- **7.8%**: Educational Attainment Not Available (Workers Ages 24 & Below)

Source: U.S. Census Bureau. Quarterly Workforce Indicators. QWI Explorer App.
73% 
Percentage of transportation workers nationwide who had access to employer-provided healthcare benefits in March 2019. (7)

4.2 Years 
Median number of years that transportation and warehousing workers nationwide had worked for their current employer as of January 2018. (8)

19.7% 
Women’s share of total transportation and warehousing employment statewide in 2019. (3)

9.2% 
Growth in total transportation and warehousing employment in Nebraska from December 2009 to December 2019. (9)

26,360 
Nebraska workers employed as heavy and tractor-trailer truck drivers in May 2018. Of these, approximately 75% worked for businesses in the state’s transportation and warehousing industries, making it the most common occupation in the sector. Heavy and tractor-trailer truck drivers accounted for about 39% of all transportation and warehousing employment statewide as of 2016. (10; 4)
Number of workers who accepted jobs in the state’s transportation and warehousing sector in 2017 after working in another state. That same year, 1,558 workers who held Nebraska jobs began working transportation and warehousing jobs in other states, for a net positive flow of 175 workers to Nebraska. (11)

Job-to-Job Flows: Origin State of Worker Inflows to NE Transportation & Warehousing Jobs, 2017

Sources:
FEBRUARY 2020

Employment Data | December

December 2020 County Unemployment Rates

NEBRASKA
November Non-Farm
Total Employment: 1,042,933
Manufacturing: 100,447

Nebraska
(Smooth Seasonally Adjusted)
December Unemployment Rate: 3.1%
Change (OTM): 0.0%
Change (OTY): 0.3%

Economic Region
(Not Seasonally Adjusted)
Central: 2.5%
Mid Plains: 2.8%
Northeast: 2.7%
Panhandle: 3.2%
Sandhills: 2.6%
Southeast: 2.7%

OMAHA MSA
(Not Seasonally Adjusted)
December Unemployment Rate: 2.7%
December Total Non-Farm Employment: 522,850
Manufacturing: 33,752

Largest OTM Increase (Private)
Education & Health Services: 876 (1.1%)
Professional & Business Services: 273 (0.4%)

Largest OTY Increase (Private)
Mining & Construction: 4,567 (15.8%)
Professional & Business Services: 2,757 (3.7%)

GRAND ISLAND MSA
(Not Seasonally Adjusted)
December Unemployment Rate: 2.9%
December Total Non-Farm Employment: 42,388
Change (OTM): -96 (-0.2%)
Change (OTY): 183 (0.4%)

LINCOLN MSA
(Not Seasonally Adjusted)
December Unemployment Rate: 2.4%
December Total Non-Farm Employment: 196,345
Manufacturing: 13,770

Largest OTM Increase (Private)
Leisure & Hospitality: 422 (2.2%)
Financial Activities: 129 (1.0%)

Largest OTY Increase (Private)
Leisure & Hospitality Services: 1,297 (6.9%)
Education & Health Services: 1,236 (4.2%)

Sources:
Economic Indicators

Initial Unemployment Claims
Monthly Avg. Number of Claims per Week

Avg. Weekly Earnings
All Private Employees
Not Seasonally Adjusted

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

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

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

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: January 2020.]


Data Sources: [Retrieved: January 2020.]


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**Economic Indicators**

### Labor Force Participation Rate
Seasonally Adjusted

- **80%**
- **70.5%** Nebraska 10-Year Avg.
- **70.1%** Nebraska Current 2020
- **63.2%** United States Current 2020

**UP +1.4%**
NE Vs. Last Year

**UP +0.1%**
NE Vs. Last Month

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: January 2020.]

### Consumer Price Index
12-Month % Change
Not Seasonally Adjusted

- **5.0%**
- **+3.9%** Midwest 10-Year High (Sept. 2011)
- **+2.1%** United States Current 2020
- **+1.9%** Midwest Region Current 2020
- **+1.5%** Midwest Region 10-Year Avg.
- **-1.1%** Midwest 10-Year Low (Apr. 2015)
- **-2.5%**

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: January 2020.]

### Housing Prices
4-Quarter % Change
Seasonally Adjusted

- **10%**
- **+6.1%** NE 10-Year High (Q1 2018)
- **+4.9%** U.S. Current Q1 2020
- **3.6%** NE 10-Year Avg.
- **-3.2%** NE 10-Year Low (Q4 2010)
- **-10%**

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: January 2020.]

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¹ Data Sources: [Retrieved: January 2020.]

² Data Sources: [Retrieved: January 2020.]

³ Data Sources: [Retrieved: January 2020.]

⁴ Data Sources: [Retrieved: January 2020.]

⁵ Data Sources: [Retrieved: January 2020.]

⁶ Data Sources: [Retrieved: January 2020.]

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