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Openings & Expansions March
Kermit Spade, Research Analyst

<table>
<thead>
<tr>
<th>Business Category</th>
<th>Business Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Entertainment</td>
<td>Cracked Basket Café</td>
<td>Sidney</td>
</tr>
<tr>
<td></td>
<td>Pato Loco Mexican Restaurant</td>
<td>Papillion</td>
</tr>
<tr>
<td></td>
<td>(Re-Opening, Under New Management)</td>
<td>Lincoln</td>
</tr>
<tr>
<td>Health &amp; Fitness</td>
<td>Elite Urgent Care and Family Medicine</td>
<td>Scottsbluff</td>
</tr>
<tr>
<td></td>
<td>Seniors Helping Seniors</td>
<td>Nebraska City</td>
</tr>
<tr>
<td></td>
<td>Witte Physical Therapy</td>
<td>Plattsmouth</td>
</tr>
<tr>
<td>Retail/Sales</td>
<td>Courtesy Ford (New Ownership)</td>
<td>Norfolk</td>
</tr>
<tr>
<td></td>
<td>Harbor Freight</td>
<td>Scottsbluff</td>
</tr>
<tr>
<td></td>
<td>La Bodega Cuban Food Market</td>
<td>Norfolk</td>
</tr>
<tr>
<td>Real Estate &amp; Rental</td>
<td>NextHome Signature Real Estate</td>
<td>Omaha</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Merck Animal Health (Expansion)</td>
<td>Omaha</td>
</tr>
<tr>
<td>Other</td>
<td>Paws-a-Palooza</td>
<td>North Platte</td>
</tr>
<tr>
<td></td>
<td>RDG Planning &amp; Design-</td>
<td>Omaha</td>
</tr>
<tr>
<td></td>
<td>(Expansion/New Headquarters)</td>
<td>Bellevue</td>
</tr>
<tr>
<td></td>
<td>Showtime Photography (Relocation)</td>
<td></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.
Women in the Workforce

Across Nebraska, men and women make up nearly equal shares of the state’s workforce. According to the U.S. Census Bureau’s American Community Survey five-year estimates, there were approximately 1,092,235 Nebraskans age 16 and older in the workforce in 2017, 49.5% of whom were women.

The map shows the percentage of the workforce in each Nebraska county that was composed of women as of 2017 data. The counties with the lowest percentages of women in the workforce were Johnson (33.5%), Wheeler (43.1%), and Keya Paha (44.1%).
The highest percentages of women in the workforce were found in Hooker County (54.9%), McPherson County (52.6%), and Sioux County (52.1%). (1)

The Census Bureau defines the labor force participation rate as “the proportion of the total 16 years old and over population that is in the labor force,” meaning they are either working or seeking work. (2) The three Nebraska counties with the highest female labor force participation rate were Gosper (88.0%), Valley (87.1%), and Cheyenne (86.2%). There were a total of 37 counties in Nebraska with a female labor force participation rate of 80% or higher. Only five counties had a female labor force participation rate below 70%: Loup (69.9%), Chase (69.5%), Arthur (69.2%), Pawnee (68.3%), and Logan (61.7%). (1)

Sources:
Each year since 2015, the Nebraska Department of Labor (NDOL) has conducted the Labor Availability Survey, which asks respondents to provide information about their work history, skills and education, and thoughts about future employment opportunities. To date, surveys have been sent to households throughout 464 ZIP codes, which encompass 94.6% of Nebraska's total population. More than 21,500 survey responses have been collected. This month's Fast Facts covers responses from women around the state who indicated that they would be likely to either change jobs in the next year (if employed) or reenter the workforce (if non-employed) if a suitable job were available. These women were classified as “potential job-seekers.”

**Female Potential Job Seekers**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Estimated Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>35.2%</td>
<td>229,569</td>
</tr>
</tbody>
</table>

The estimated total number of female potential job seekers living within ZIP codes surveyed since 2015, based on demographic profile data from the 2010 Census.

**Employment Status**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Estimated Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>30.1%</td>
<td>69,048</td>
</tr>
</tbody>
</table>

The estimated total number actively seeking new jobs within ZIP codes surveyed since 2015, based on demographic profile data from the 2010 Census.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>84.2%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>6.8%</td>
</tr>
<tr>
<td>Retired</td>
<td>3.7%</td>
</tr>
<tr>
<td>Homemaker</td>
<td>5.3%</td>
</tr>
</tbody>
</table>
**Obstacles to Employment**

**66.9%**

The percentage who indicated that inadequate pay offered at area employers was an obstacle that could prevent them from changing jobs or reentering the workforce in the next year.

**Wages**

**$14.58**

The median hourly wage reported by female potential job seekers. Hourly wages and annual salaries were calculated separately.

**$49,000**

The median annual salary reported by female potential job seekers.

**$15.00**

The minimum median hourly wage they said they would require to accept a new job that met their most important criteria.

**$50,000**

The median minimum annual salary they said they would require to accept a new job that met their most important criteria.

**Multiple Job Holders**

**20.4%**

The percentage who indicated that they worked for more than one employer (including themselves, if self-employed).

**Women's Reasons for Working Multiple Jobs**

**96.4%**

The percentage of multiple-job-holders who responded that earning additional income was a reason they were working multiple jobs.

**Data Source:** Nebraska Department of Labor. Labor Availability Study survey responses, 2015-2019.
Jobsville, Nebraska:
Nebraska’s Workforce as a Community of 100
Jodie Meyer, Research Analyst

As of May 2017 estimates, Nebraskans were employed in a total of 970,230 jobs, according to data produced by the Nebraska Department of Labor Occupational Employment Statistics (OES) program. With such a large number, it’s easy to feel overwhelmed by the volume of available data, and to have difficulty gaining meaningful perspective on the composition of the state’s workforce. For most people, it is easier to make sense of these largescale economic patterns when they are put into terms that are more familiar. What if, instead of nearly one million, Nebraska’s entire workforce were made up of just 100 people? What would the state’s employment makeup look like when consolidated down into a representative model?

To accomplish this, we drew on OES employment data collected in May of 2017. By calculating the percentage of all working people in Nebraska who were employed in each occupation, we were able to construct a 100-person scale model of the state’s workforce, representing broad employment patterns at a more manageable scale. We decided to call this hypothetical community of workers “Jobsville, Nebraska.”

### Jobsville, NE Workers by Occupational Group

![Color-coded diagram showing the distribution of workers across different occupational groups in Jobsville, Nebraska.]

100 Workers by Occupational Groups

Office and Administrative Support
If Nebraska’s entire workforce were reduced to just 100 jobs, 16 of them would be in the office and administrative support occupational group, which was the largest group of occupations in the state. Workers in these occupations earned an average of $17.69 per hour (or $36,778 annually) in Nebraska during the fourth quarter of 2018 according to OES wage statistics for fourth quarter 2018. The three largest occupations within this group, each representing two people out of Jobsville’s population of 100, were customer service representatives, general office clerks, and secretaries and administrative assistants.

Sales and Related
One in 10 workers in Jobsville would be employed in the sales and related occupations group. The average hourly wage for this group would be $19.06 per hour, or $39,645 per year. Its most common occupations would be retail salespersons and cashiers, each of which would account for three of the 100 jobs in Jobsville.

Top 20 Occupation Titles Represented in Jobsville, NE (Ranked by % of Total Employment)

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Salespersons</td>
<td>Sales &amp; Related</td>
<td>28,550</td>
<td>3</td>
<td>$14.01</td>
<td>$29,145</td>
</tr>
<tr>
<td>Heavy &amp; Tractor-Trailer Truck Drivers</td>
<td>Transportation &amp; Material Moving</td>
<td>26,540</td>
<td>3</td>
<td>$22.10</td>
<td>$45,961</td>
</tr>
<tr>
<td>Cashiers</td>
<td>Sales &amp; Related</td>
<td>25,450</td>
<td>3</td>
<td>$11.12</td>
<td>$23,113</td>
</tr>
<tr>
<td>Combined Food Preparation &amp; Serving Workers, Including Fast Food</td>
<td>Food Preparation &amp; Serving-Related</td>
<td>24,330</td>
<td>3</td>
<td>$11.23</td>
<td>$23,378</td>
</tr>
<tr>
<td>Registered Nurses</td>
<td>Healthcare Practitioners &amp; Technical</td>
<td>22,870</td>
<td>2</td>
<td>$30.93</td>
<td>$64,328</td>
</tr>
<tr>
<td>Customer Service Representatives</td>
<td>Office &amp; Administrative Support</td>
<td>19,840</td>
<td>2</td>
<td>$17.24</td>
<td>$35,844</td>
</tr>
<tr>
<td>Office Clerks, General</td>
<td>Office &amp; Administrative Support</td>
<td>16,840</td>
<td>2</td>
<td>$14.85</td>
<td>$30,895</td>
</tr>
<tr>
<td>General &amp; Operations Managers</td>
<td>Management</td>
<td>16,390</td>
<td>2</td>
<td>$48.21</td>
<td>$100,279</td>
</tr>
<tr>
<td>Laborers &amp; Freight, Stock, &amp; Material Movers, Hand</td>
<td>Transportation &amp; Material Moving</td>
<td>16,030</td>
<td>2</td>
<td>$16.00</td>
<td>$33,268</td>
</tr>
<tr>
<td>Secretaries &amp; Administrative Assistants, Except Legal &amp; Medical</td>
<td>Office &amp; Administrative Support</td>
<td>15,920</td>
<td>2</td>
<td>$16.77</td>
<td>$34,864</td>
</tr>
<tr>
<td>Waiters &amp; Waitresses</td>
<td>Food Preparation &amp; Serving Related</td>
<td>15,640</td>
<td>2</td>
<td>$13.00</td>
<td>$27,035</td>
</tr>
<tr>
<td>Nursing Assistants</td>
<td>Healthcare Support</td>
<td>14,540</td>
<td>1</td>
<td>$14.02</td>
<td>$29,169</td>
</tr>
<tr>
<td>Janitors &amp; Cleaners, Except Maids &amp; Housekeeping Cleaners</td>
<td>Building &amp; Grounds Cleaning &amp; Maintenance</td>
<td>14,430</td>
<td>1</td>
<td>$13.38</td>
<td>$27,824</td>
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<tr>
<td>Stock Clerks &amp; Order Fillers</td>
<td>Office &amp; Administrative Support</td>
<td>13,590</td>
<td>1</td>
<td>$13.81</td>
<td>$28,728</td>
</tr>
<tr>
<td>Bookkeeping, Accounting, &amp; Auditing Clerks</td>
<td>Office &amp; Administrative Support</td>
<td>11,540</td>
<td>1</td>
<td>$18.34</td>
<td>$38,132</td>
</tr>
<tr>
<td>Sales Representatives, Wholesale &amp; Manufacturing, Except Technical &amp; Scientific Products</td>
<td>Sales &amp; Related</td>
<td>10,980</td>
<td>1</td>
<td>$30.54</td>
<td>$63,511</td>
</tr>
<tr>
<td>Teacher Assistants</td>
<td>Education, Training, &amp; Library</td>
<td>10,860</td>
<td>1</td>
<td>NA</td>
<td>$26,476</td>
</tr>
<tr>
<td>Elementary School Teachers, Except Special Education</td>
<td>Education, Training, &amp; Library</td>
<td>10,140</td>
<td>1</td>
<td>NA</td>
<td>$57,980</td>
</tr>
<tr>
<td>First-Line Supervisors of Office &amp; Administrative Support Workers</td>
<td>Office &amp; Administrative Support</td>
<td>9,800</td>
<td>1</td>
<td>$26.58</td>
<td>$55,289</td>
</tr>
<tr>
<td>Meat, Poultry, &amp; Fish Cutters &amp; Trimmers</td>
<td>Production</td>
<td>9,450</td>
<td>1</td>
<td>$15.99</td>
<td>$33,278</td>
</tr>
</tbody>
</table>

Food Preparation and Serving-Related
Food preparation and serving-related occupations would make up the next-largest group of jobs, representing eight out of 100. This occupational group had the state’s lowest average wage in fourth quarter 2018, at $12.31 an hour, or $25,606 annually. Combined food preparation and serving workers, including fast food, were one of Jobsville’s four largest occupations, accounting for three jobs out of 100. Another two of the 100 jobs would belong to waiters and waitresses, who are also classified within this occupational group.

Transportation and Material Moving
Eight jobs out of 100 would be in transportation and material moving occupations, which paid an average of $19.13 per hour, or $39,775 per year, as of fourth quarter 2018. Heavy and tractor-trailer truck drivers were the largest occupation included in this group, representing three of 100 jobs in Jobsville. The occupation of laborers and freight, stock, and material movers would account for another two jobs out of 100.

Productions
Occupations within the productions occupational group would account for eight of 100 jobs in Jobsville. Positions within this occupational group paid an average wage of $18.88 per hour (or $39,270 per year) in fourth quarter 2018. The production group encompasses numerous specific occupations, most of which were too small to individually account for a full person out of a hypothetical population of 100 workers. The only occupations classified within this group that were large enough to account for one resident of Jobsville each were meat, poultry, and fish cutters and trimmers; assemblers and fabricators, all other, including team assemblers; and first-line supervisors of production and operating workers.

Healthcare-Related
Healthcare-related occupations, classified into two separate occupational groups, would together represent nine occupations out of Jobsville’s 100. The healthcare practitioners and technical occupations group was the larger of the two, accounting for six of the 100 jobs. This was the higher-paying of the two healthcare-related occupational groups, offering workers an average wage of $36.37 per hour ($75,640 annually) as of the fourth quarter of 2018.

Healthcare Support
Positions within the healthcare support occupational group, which would represent three jobs in Jobsville, paid workers an average of $14.96 per hour ($31,118 annually). The largest healthcare-related occupation was registered nurses, who accounted for two of 100 jobs. Two other occupations within the healthcare groups—nursing assistants and licensed practical or vocational nurses—also represented one job each. Total employment in all other healthcare-related occupations was too small for any to individually represent a full person out of 100.

Education, Training, and Library
Education, training, and library occupations accounted for six jobs out of Jobsville’s total of 100, and paid an average wage of $25.18 per hour ($52,363 per year). The largest occupations included in this group were teacher assistants; elementary school teachers, except special education; and secondary school teachers, except special and career/technical education. These three occupations each represented one person in our hypothetical community of 100.
Business and Financial Operations
Business and financial operations occupations made up five jobs out of 100, with an average hourly wage of $32.60 (or $67,808 annually). Only one occupation in this group, accountants and auditors, was large enough to individually constitute one full resident of Jobsville. The other 27 occupations classified within this group together accounted for the remaining four. Examples of some of these less-common occupation titles were human resource specialists, loan officers, and market research analysts and marketing specialists.

Management of Companies and Enterprises
The last occupational group that would make up at least five residents of Jobsville out of 100 was management of companies and enterprises. This was Nebraska’s highest-paying occupational group, with an average wage of $49.04 per hour, or $102,016 per year. The only occupation in this group to constitute at least one full person out of 100 was general and operations managers, which accounted for two of 100 jobs. The other 33 job titles classified within this occupational group together accounted for an additional two Jobsville residents. Some examples of these occupations included financial managers, construction managers, and education administrators of various educational levels.

Construction and Extraction
The remaining 25 jobs in Jobsville would be divided between construction and extraction occupations (four of 100); installation, maintenance, and repair occupations (four of 100); computer and mathematical occupations (three of 100); building and grounds cleaning and maintenance occupations (three of 100); personal care and service occupations (three of 100); protective service occupations (two of 100); and community and social service occupations (two of 100). Architecture and engineering occupations; arts, design, entertainment, sports, and media occupations; life, physical, and social science occupations; and legal occupations also each accounted for one job out of the 100. However, most of these occupations only actually represented one person due to rounding.

The Final Word
Consolidating statewide employment totals down into a community of 100 workers helps to visualize the data, and offers some scale that can otherwise be obscured by overwhelmingly large numbers. By expressing statewide patterns within the scale model of Jobsville, NE, it becomes easier to see different trends, and gain a better understanding of the composition of Nebraska’s workforce.

More Occupational Employment Statistics data can be found at neworks.nebraska.gov.
Initial Unemployment Claims
Monthly Avg. Number of Claims per Week

- NE 10-Year High: 3,273 (Dec. 2009)
- NE 10-Year Low: 579 (April 2018)
- NE 10-Year Avg.: 1,431

Average Weekly Earnings
All Private Employees Not Seasonally Adjusted

- NE UP +2.0% Vs. Last Year
- NE DOWN -13.3% Vs. Last Month
- NE UP +1.8% Vs. Last Year
- NE DOWN -0.3% Vs. Last Month
- NE UP +12.7% Vs. Last Month

- Nebraska March 2019: $748.92 NE 10-Year Avg.
- Nebraska March 2019: $667.26 NE 10-Year Low (May 2009)
- Nebraska March 2019: $840.99 NE 10-Year High (Sept. 2018)
- Nebraska March 2019: $951.14 NE 10-Year Avg.

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

- NE UP +12.7% Vs. Last Month
- NE DOWN -2.0% Vs. Last Year
- NE DOWN -13.3% Vs. Last Month
- NE UP +2.0% Vs. Last Year
- NE DOWN -13.3% Vs. Last Month

- Nebraska March 2019: $2.86 NE 10-Year Avg.
- Nebraska March 2019: $2.48 U.S. Current
- Nebraska March 2019: $2.52 NE 10-Year Low (Feb. 2016)
- Nebraska March 2019: $3.93 NE 10-Year High (May 2011)
- Nebraska March 2019: $2.86 NE 10-Year Avg.

Average weekly earnings represent the mean pay received by workers for services performed over the course of one week. These data reflect total weekly straight-time wage and salary earnings, before payroll deductions, for employees of private-sector enterprises. Premium pay for overtime, weekends/holidays, shift differentials, and nonproduction bonuses are excluded. 2

Data Sources:


Initial claims are a request for determination of Unemployment Insurance benefit eligibility filed by an individual following a separation from an employer or a reduction in hours. Because initial claims are often filed following layoffs or contractions in available work hours, these data can serve as an indicator of emerging labor market conditions in a given area. The total number of new initial claims filed are reported on a weekly basis, the figures shown here reflect the average number of claims per week reported during the specified month. 1

Data Sources:


An initial claim is a request for determination of Unemployment Insurance benefit eligibility filed by an individual following a separation from an employer or a reduction in hours. Because initial claims are often filed following layoffs or contractions in available work hours, these data can serve as an indicator of emerging labor market conditions in a given area. The total number of new initial claims filed are reported on a weekly basis, the figures shown here reflect the average number of claims per week reported during the specified month. 1

Data Sources:


Average weekly earnings represent the mean pay received by workers for services performed over the course of one week. These data reflect total weekly straight-time wage and salary earnings, before payroll deductions, for employees of private-sector enterprises. Premium pay for overtime, weekends/holidays, shift differentials, and nonproduction bonuses are excluded. 2

Data Sources:


This figure represents the average price consumers paid at the pump for a gallon of regular-grade, unleaded gasoline during the specified time-frame. 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:

**Labor Force Participation Rate**
Seasonally Adjusted

- 73.0% NE 10-Year High (March 2009)
- 70.7% NE 10-Year Avg.
- 69.5% NE 10-Year Low (March 2017)
- 69.1% NE 10-Year Avg.
- 63.0% U.S. Current March 2019

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

- +3.9% Midwest 10-Year High (Sept. 2011)
- +1.8% Midwest Region 10-Year Avg.
- +1.9% Midwest Region March 2019
- +1.7% U.S. Current March 2019
- -0.2% Midwest 10-Year Low (Feb. 2016)

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

- +8.6% NE 10-Year High (Q1 2018)
- +5.4% NE 10-Year Low (Q4 2010)
- +3.1% NE 10-Year Avg.
- +1.9% Midwest Region March 2019
- +1.8% Midwest Region 10-Year Avg.
- +5.7% U.S. Current Q4 2018
- +6.6% U.S. Current Q4 2018

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

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. The data depicted here represent the change in CPI observed during the 12-month period since the same month in the previous year.⁶

Data Sources:

The housing price index (HPI) measures the movement of prices paid for single-family houses, 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:
Quality Information... Informed Choice