LABOR FORCE AND UNEMPLOYMENT: Preliminary numbers from the Nebraska Department of Labor show the state’s not seasonally adjusted labor force totaled 1,025,742 persons in December 2018. 26,645 persons were unemployed in December.

The monthly average Nebraska unemployment rate has been among the lowest in the nation for years (Figure 1). In December 2018, the preliminary Nebraska seasonally adjusted unemployment rate was 2.8 percent, compared to 3.9 percent for the nation.\(^1\)

In December 2018, the Omaha MSA, which includes counties in Iowa, had a preliminary not seasonally adjusted unemployment rate of 2.7 percent; the Lincoln MSA had a preliminary not seasonally adjusted rate of 2.3 percent; and the Grand Island MSA had a preliminary unemployment rate of 2.8 percent.

The annual average Nebraska unemployment rate was 4.4 percent in 2011, 4.0 percent in 2012; 3.8 percent in 2013; 3.3 percent in 2014; 3.1 percent in 2015; 3.1 percent in 2016, 2.9 percent in 2017, and 2.8 percent in 2018; compared to 8.9 percent, 8.1 percent, 7.4 percent, 6.2 percent, 5.3 percent, 4.9 percent, 4.4 percent, and 3.9 percent overall in the U.S. (Figure 1).

\[\text{Unemployment Rate (NSA)}\]

\[\text{U.S. & Nebraska Unemployment Rates, 2012-2018}\]

\[\text{Figure 1}\]

\(^1\) The unemployment rate comes in seasonally adjusted and not seasonally adjusted versions because “This rate depends particularly on seasonal influences, which is why it is important to free the unemployment rate of its seasonal component. Such seasonal influences can be due to school graduates or dropouts looking to enter into the workforce and regular fluctuations during holiday periods. Once the seasonal influence is removed from this time series, the unemployment rate data can be meaningfully compared across different months and predictions for the future can be made.” (Wikipedia, 2018)
OVERALL JOB GROWTH: The Nebraska growth in non-farm payroll employment (jobs) has generally been positive in recent years. The Nebraska Department of Labor’s preliminary numbers estimate that there were 1,037,475 nonfarm jobs in the state in December 2018. That represented an increase of 12,525 in not seasonally adjusted jobs from December 2017 to December 2018.

MANUFACTURING JOB GROWTH: During the 2007-2009 recession years, manufacturing job growth in both the nation and Nebraska suffered – state manufacturing job numbers fell 8.1 percent between those years. Since then, there has been some rebound (a 5.0 percent growth in Nebraska’s manufacturing job numbers between 2011 and 2015), but there was another fall-off in job growth in 2015 (Figure 2). In December 2018, the Nebraska Department of Labor preliminary estimates show that Nebraska averaged 102,975 manufacturing jobs – an increase of 3,396 manufacturing workers between December 2017 and December 2018.

The number of Nebraska manufacturing jobs increased 1.8 percent in 2011, increased 1.7 percent in 2012, increased 1.6 percent in 2013, increased a 1.0 percent in 2014, decreased 0.1 percent in 2015, was unchanged in 2016, and increased 1.2 percent in 2017. Overall in the U.S., the number of manufacturing jobs increased 1.7 percent in 2011, increased 1.7 percent again in 2012, increased 0.8 percent in 2013, increased 1.4 percent in 2014, increased 1.2 percent in 2015, increased 0.1 percent in 2016, and increased 0.8 percent in 2017. So, between 2014 and 2016, Nebraska fell behind national manufacturing employment growth trends.
RESIDENTIAL BUILDING PERMITS: The U.S. Bureau of the Census' Construction Statistics Division reported that Nebraska permit-issuing places authorized the construction of 435 new residential units in December 2018. That represented a decrease of 41.2 percent in the number of new units compared to the number authorized in October 2018. The value of new residential permits decreased from $110,430,000 in October 2018 to $59,070,000 in December 2018, a 46.5 percent decrease. That represented a 40.1 percent decrease compared to December 2017.

The annual number of new Nebraska residential building permits; increased 10.3 percent in 2013, increased 3.5 percent in 2014; increased a modest 1.5 percent in 2015; increased 3.4 percent in 2016; and increased 10.0 percent in 2017 (see Figure 3 and Nebraska Databook). Nationally, the number of residential units increased 10.4 percent in 2013; 15.4 percent in 2014; 13.4 percent in 2015; 1.0 percent in 2016; and 6.2 percent in 2017. So, Nebraska growth rate of new residential construction has barely kept pace with national growth rates for the past several years.

NET TAXABLE RETAIL SALES: For the past several years, Nebraska’s monthly net taxable retail sales have increased modestly on an annual basis (see Table 4). Each month’s sales are usually slightly higher than the previous year. In November 2018, state net taxable retail sales totaled $2.56 billion, or were 0.3 percent higher than in October 2018, and 3.3 percent more than in November 2017. Net taxable sales in Nebraska exhibit a strong seasonality, which is one reason November and January sales are low compared to December’s.

Total annual net taxable retail sales in Nebraska increased 4.2 percent in 2012; increased 5.3 percent in 2013; increased 3.0 percent in 2014; increased 1.0 percent in 2015;
increased 2.5 percent in 2016: and increased 1.4 percent in 2017. In 2004, the state sales tax rate was set permanently at 5.5 percent and sales taxes on some services were eliminated.

![Monthly Net Taxable Retail Sales, Nebraska](image)

**Figure 4**

**MERCHANDISE EXPORTS AND IMPORTS:** Nebraska has been a major exporter of agricultural crops and livestock products for many years (see *Nebraska Databook* table). The state has also increased exports of other goods and services (see Figure 5). In November 2018, Nebraska goods exports were down 8.7 percent compared to October 2018. Specifically, they totaled $681.3 million in October compared to $622.3 million in November. They were up 8.2 percent compared to Nebraska exports in November 2017.

In 2010, the U.S. Census Bureau began releasing estimates of the value of state imports based on the destination of import shipments reported at the time of entry into the U.S. (see Figure 6). Those numbers suggest that monthly Nebraska imports generally average 40-50 percent of the value of state exports. Imports were up an estimated 11.4 percent year-over-year in November, and were up an estimated 2.2 percent compared to October 2018.
INCOME: Historically, Nebraska’s per capita income (PCI) has been below the U.S. average. In 2002, Nebraska per capita income was 4.0 percent more than the national average; but, in 2017, the U.S. Bureau of Economic Analysis estimates show the state’s PCI at $50,809, which was 1.6 percent below the U.S. average. That value was actually down from the previous five-years, when the Nebraska PCI averaged 3.0 percent more than the national average (Figure 7).

As the State Data Center wrote “Nebraska’s per capita income declined in relation to the US between 1970 and 1989 and fluctuated between 95 and 100 percent of the national average from 1994 to 2010. Beginning in 2011, Nebraska’s per capita income moved above the national
average for the first time since 1975 and only the 5th time since the series began in 1929” (State/Local Population Trends, Nebraska State Data Center, August 17, 2016).

Nebraska per capita personal income jumped 0.3 percent to $46,419 in 2013, increased by 5.2 percent to $48,830 in 2014, rose by 2.7 percent to $50,140 in 2015, then fell by 0.9 percent to $49,660 in 2016; and in 2017, rose 2.3 percent.

COST OF LIVING: In community cost of living indexes compiled for 270 U.S. urban areas by C2ER, the two Nebraska communities in the survey have generally been below the national average for the six expenditure categories tracked. Looking at the 2018 annual average composite index, the two Nebraska communities’ weighted average composite value was well below the U.S. average of 100.0 at 94.8 (see Figure 8). So, these numbers suggest it costs less to live in Nebraska than in most other states in the U.S.
POPULATION: From 1974 to 1990, Nebraska experienced a net out-migration of people. The U.S. Census Bureau reported that Nebraska's 2000 population was 1,711,263, or 132,846 persons higher than in 1990. Natural increases (births exceeding deaths) contributed to the state's 8.4 percent population growth, but a significant factor was international migration. The Census Bureau reported the state's 2010 population was 1,826,341 persons, or 6.7 percent higher than 2000 (see Nebraska Databook table). And, the Census Bureau’s estimate of the state's 2017 population reached 1,920,076 persons, or 5.1 percent higher than the 2010 Census. The estimated national growth rate during those years was 5.5 percent.

County-level 2000 Census numbers showed population growth in 40 of Nebraska’s 93 counties between 1990 and 2000, compared to only ten counties between 1980 and 1990. Between 2000 and 2010, 24 counties experienced population growth; and between 2010 and 2015, an estimated 31 counties had population growth. Sarpy County, at 29.6 percent, and Lancaster County, at 14.0 percent, were the top growth counties in 2010.

NEBRASKA’S ECONOMY IN THE SHORT-TERM: “The Leading Economic Indicator – Nebraska (LEI-N) rose by 0.51% during October of 2018. The increase in the LEI-N, which is designed to predict economic activity six months into the future, suggests moderate economic growth in Nebraska through the first quarter of 2019. Initial claims for unemployment insurance fell in Nebraska during October, while building permits for single-family homes and business expectations improved. In particular, respondents to the October Survey of Nebraska Business reported plans to increase both sales and employment at their businesses over the next six months.”


For additional Nebraska economic & demographic info, see: http://opportunity.nebraska.gov/business/data-a-research