LABOR FORCE AND UNEMPLOYMENT: Preliminary numbers from the Nebraska Department of Labor show the state’s not seasonally adjusted nonfarm jobs totaled 1,045,902 persons in October 2019.

The monthly average Nebraska unemployment rate has been among the lowest in the nation for years (Figure 1). In October 2019, the preliminary Nebraska seasonally adjusted unemployment rate was 3.1 percent, compared to 3.3 percent for the nation.¹

In October 2019, the Omaha MSA, which includes counties in Iowa, had a preliminary not seasonally adjusted unemployment rate of 2.8 percent; the Lincoln MSA had a preliminary not seasonally adjusted rate of 2.7 percent; and the Grand Island MSA had a preliminary unemployment rate of 4.4 percent.

The annual average Nebraska unemployment rate was 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 8.1 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).

![U.S. & Nebraska Unemployment Rates, 2012-2018](image)

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 Bureau of Labor Statistics's preliminary numbers estimate that there were 1,045,902 nonfarm jobs in the state in October 2019. Of those jobs, 867,031 were private sector jobs. Total non-farm jobs represented an increase of 9,437 in not seasonally adjusted jobs between September and October 2019.

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 October 2019, the Bureau of Labor Statistics preliminary estimates show that Nebraska averaged 100,485 manufacturing jobs – an increase of 203 manufacturing jobs between September and October.

The number of Nebraska manufacturing jobs 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, increased 1.3 percent in 2017, and increased 1.5 percent in 2018. Overall, U.S. manufacturing jobs increased 1.7 percent 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, increased 0.8 percent in 2017; and increased 2.0 percent in 2018. So, between 2014 and 2018, Nebraska fell behind national manufacturing employment growth trends.

![U.S. and Nebraska Manufacturing Job Growth, 2012 to 2018](image)

Figure 2

Last updated - January 3, 2020
RESIDENTIAL BUILDING PERMITS: The U.S. Bureau of the Census’ Construction Statistics Division reported that Nebraska permit-issuing places authorized the construction of 610 new residential units in October 2019. That represented a decrease of 33.1 percent in the number of new units compared to the number authorized in September 2019, and a 11.6 percent decrease over October 2018. The value of new residential permits decreased from $145,783,000 in September 2019 to $121,549,000 in October, a 16.6 percent decrease. That represented a 0.5 percent increase compared to October 2018.

The annual number of new Nebraska residential building permits; increased 23.3 percent in 2013, increased 1.9 percent in 2014; increased a 5.3 percent in 2015; decreased 0.2 percent in 2016; increased 9.7 percent in 2017; and decreased 7.6 percent in 2018 (see Figure 3). Nationally, the number of residential units increased 19.4 percent in 2013; 6.2 percent in 2014; 12.4 percent in 2015; 2.0 percent in 2016; 6.2 percent in 2017; and 2.8 percent in 2018. So, Nebraska growth rate of new residential construction fell below the national growth rate in 2018.

![Annual Change in Number of Building Units Authorized by Permit, Nebraska and U.S.](image)

**Figure 3**

NET TAXABLE RETAIL SALES: For the past several years, Nebraska’s monthly net taxable retail sales have increased modestly on an annual basis (see Figure 4). Each month’s sales are usually slightly higher than the previous year’s. In August 2019, state net taxable retail sales totaled $2.84 billion, which was 1.7 percent higher than July 2019. It was also 7.1 percent more than in August 2018 taxable sales. Net taxable sales in Nebraska exhibit a strong seasonality, which is one reason November and January sales are usually significantly lower than December’s (see Figure 4).

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.
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 October 2019, Nebraska goods exports were up an estimated 19.3 percent compared to the previous month. Specifically, they totaled $631.3 million in October compared to $592.2 million in September. However, they were down 7.3 percent compared to October 2018. They’ve been below the previous year’s monthly values since February 2019.
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 around 40-50 percent of the value of state exports. Imports were up an estimated 0.9 percent year-over-year in October, but were down an estimated 17.7 percent from September 2019.

**Figure 6**

**Value of Nebraska Imports by Month (in Millions of $), 2017 to 2019**

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<th>Month</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
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<td>$345.4</td>
<td>$344.2</td>
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<tr>
<td>Feb</td>
<td>$319.1</td>
<td>$344.7</td>
<td>$345.1</td>
</tr>
<tr>
<td>Mar</td>
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<td>$402.7</td>
<td>$331.4</td>
</tr>
<tr>
<td>Apr</td>
<td>$433.6</td>
<td>$344.5</td>
<td>$342.5</td>
</tr>
<tr>
<td>May</td>
<td>$458.1</td>
<td>$344.5</td>
<td>$342.5</td>
</tr>
<tr>
<td>Jun</td>
<td>$402.7</td>
<td>$344.5</td>
<td>$342.5</td>
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<tr>
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<tr>
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<tr>
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<tr>
<td>Dec</td>
<td>$402.7</td>
<td>$344.5</td>
<td>$342.5</td>
</tr>
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</table>

Source: USDOC, Bureau of the Census, ITA, January 2020

**INCOME:** Historically, Nebraska’s per capita income (PCI) has been below the U.S. average. But, in 2002, Nebraska per capita income was 4.0 percent more than the national average. However, by 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 Nebraska State Data Center observed “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 to $50,809.
COST OF LIVING: In a community cost of living index compiled for 255 U.S. urban areas by C2ER, the three Nebraska communities in the survey have generally been below the national average for the six expenditure categories tracked. Looking at the Third Quarter of 2019, the weighted average composite index for the three Nebraska communities was well below the U.S. average of 100.0 at 92.0 (see Figure 8). So, these numbers suggest it costs less to live in Nebraska than in many other states.

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: “Summary: The Leading Economic Indicator – Nebraska (LEI-N) rose by 1.26% during October of 2019. The increase in the LEI-N, which is designed to predict economic activity six months into the future, implies ongoing economic growth in Nebraska through the Spring of 2020. For the second consecutive month, the leading indicator rose due to solid business expectations and a drop in initial claims for unemployment insurance. Respondents to the October Survey of Nebraska Business reported plans to increase sales and employment at their businesses over the next six months. Among other components, building permits for single-family homes rose during October.”

To read the full report go to: https://business.unl.edu/outreach/bureau-of-business-research/documents/LEI_11_2019.pdf