



**REGIONAL
REVIEWS**
NORFOLK MC 2015

LABOR MARKET REGIONAL REVIEW

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The Norfolk Micropolitan Statistical Area (MC) regional review presents data on the demographics, educational characteristics, labor market, wages, industries, occupations, and businesses in the Norfolk MC and the state. Businesses and economic stakeholders can use this information to better understand the MC’s labor market, including worker characteristics and wages, as well as industry, employment, and business trends. Job seekers, students, and career counselors can also use this information to identify educational and career paths with high wages and growing employment opportunities. The following paragraphs present some highlights from the Norfolk MC regional review.

The Norfolk MC is comprised of Madison, Pierce, and Stanton Counties, and the 2014 population was 48,445. Since 1984, the MC population increased by 4%, while the state population increased by 18.4%. The MC population is also aging. From 2000-2013, the population aged 45-64 increased by 28.5%, while the population under age 44 decreased.

In 2014, the MC’s unemployment rate was relatively low at 2.9%, slightly lower than the statewide rate of 3.3%. In 2013, the MC had a labor force participation rate of 70.7%, about the same as the statewide rate of 70.6%. The MC’s median household income was \$48,646 in 2013, slightly lower than the state median household income.

QUICK FACTS, NORFOLK MC VS. NEBRASKA

	Norfolk MC	Nebraska
2014 Population	48,445	1,881,503
1984-2014 Population Growth	4%	18.4%
2013 Percent Minority Population	13.2%	18.2%
% of Population 25 & Over With a Bachelor’s Degree or Higher	20.1%	28.5%
2014 Labor Force	27,303	1,022,152
2014 Unemployment Rate	2.9%	3.3%
2013 Median Household Income	\$48,646	\$51,672
2013 Poverty Rate	12.2%	12.8%
2013 Largest Private Industry	Trade, Transportation, & Utilities	Trade, Transportation, & Utilities
2013 Most Common Occupation	Cashiers	Retail Salespersons

Sources:

US Census Bureau: Population Estimates, 2013 American Community Survey 5-year estimates

Nebraska Department of Labor: Local Area Unemployment Statistics, Quarterly Census of Employment and Wages, Occupational Employment Statistics

Bureau of Labor Statistics: Quarterly Census of Employment and Wages

The largest private industry in 2013 was trade, transportation, and utilities with 23.9% of MC employment. Cashiers held the most common occupation in 2013.

DEMOGRAPHICS

NORFOLK MC

POPULATION

OVERVIEW

CHANGE BY COUNTY, 1984 - 2014

AGE

DIVERSITY

RACE/ETHNICITY

CHANGE IN RACE/ETHNICITY OVER TIME

PROJECTIONS BY RACE/ETHNICITY

LANGUAGE & THE ABILITY TO SPEAK ENGLISH

MIGRATION

COMPONENTS OF CHANGE

DOMESTIC & INTERNATIONAL

INTERNATIONAL BY COUNTY, 2009 - 2013

Unless otherwise noted, data from this section can be found at www.census.gov. Under Topics, choose Population. Then choose Population Estimates.



POPULATION

OVERVIEW, 2014

In 2014, Nebraska had a total population of 1,881,503. Nebraska's population was mostly concentrated in the Southeast quadrant of the state and in several counties along Interstate 80 (Lincoln, Dawson, Buffalo, and Hall Counties).

The Norfolk MC had a population of 48,445, which accounted for nearly 2.6% of the state population in 2014.

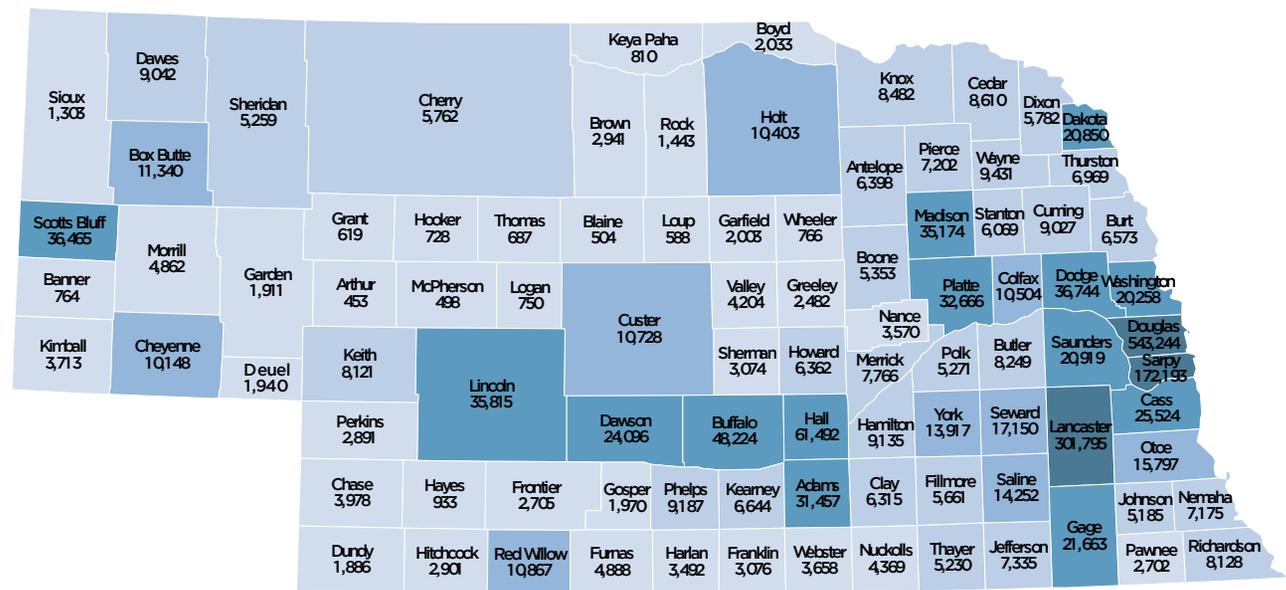
Douglas County had the highest population in the state at approximately 540,000 individuals, followed by Lancaster County at over 300,000. Arthur County had the lowest population at approximately 450, followed by McPherson and Blaine Counties at approximately 500.

HOW TO USE IT

County population data provides a general overview of the state population distribution and population density. The data shows that a majority of Nebraskans live within or near the state's Metropolitan Statistical Areas (MSAs)—Lincoln, Grand Island, and the Omaha Consortium (part of the greater Omaha MSA). It is useful to keep the state's population distribution in mind when looking at statewide data, as only three of Nebraska's 93 counties account for a significant portion of statewide data.

2014 U.S. Population
2014 Nebraska Population

318,857,056
1,881,503



Source: US Census Bureau, Population Estimates, released 2015

LEGEND

POPULATION



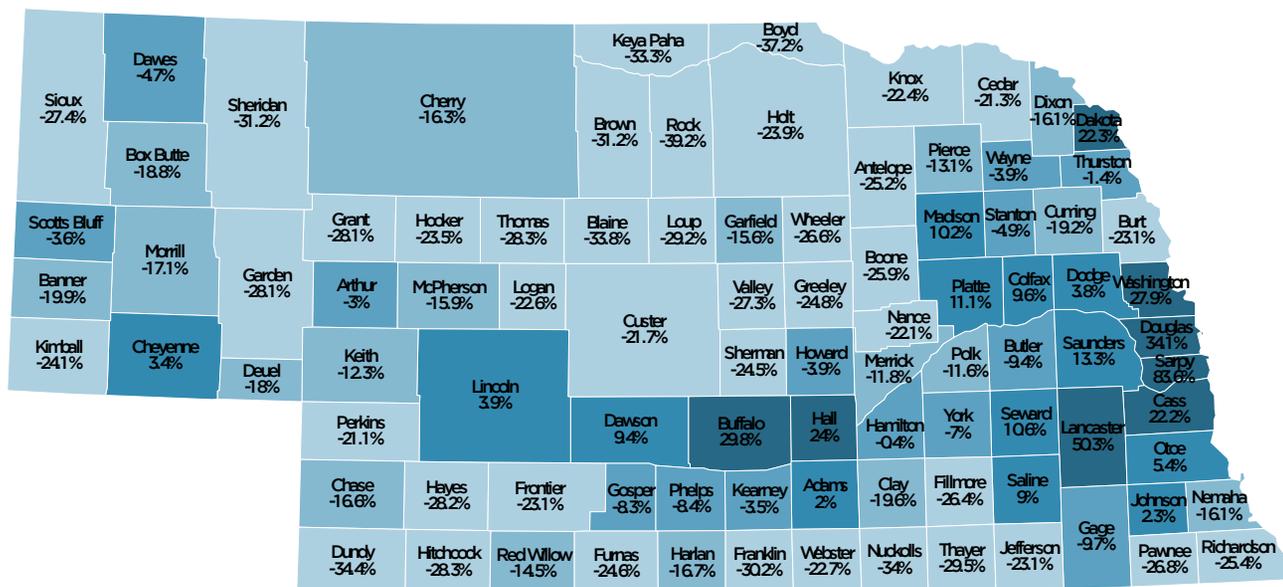
POPULATION

CHANGE BY COUNTY, 1984-2014

The distribution of population change by county over the last 30 years looks very similar to the map on population distribution. Typically, counties with the highest population had the greatest population increase over the last 30 years, and counties with the lowest population had the greatest population decrease. This suggests that Nebraska has become more urbanized, and over time many Nebraskans from rural areas may have migrated to or near the state's metropolitan areas.

Since 1984, the Norfolk MC population increased by 4%, while the state population increased by 18.4%.

Sarpy County had the greatest population increase of 83.6% since 1984, followed by Lancaster County at 50.3%. Rock County had the largest population decrease at 39.2%, followed by Boyd County at 37.2%.



Source: US Census Bureau, Population Estimates, most recent data released 2015

LEGEND

PERCENT CHANGE



HOW TO USE IT

Historical population trends can be a strong predictor of future population trends. Therefore, counties with a declining population could expect their population to continue to decline, while growing counties in or near the state's metropolitan areas could expect population growth. In order to prevent or counteract population loss, rural communities may want to develop and strengthen strategies that recruit businesses and workers to their region.

POPULATION

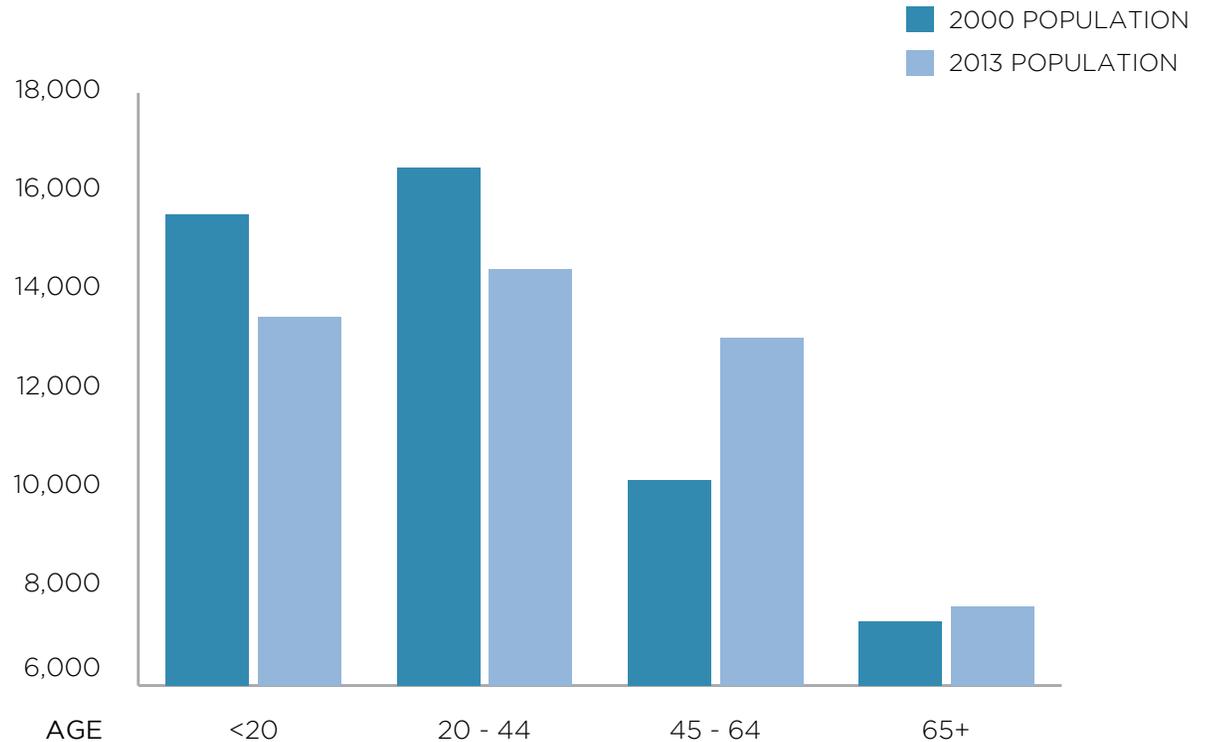
AGE

The population age distribution in the Norfolk MC and the state were similar. In 2013, the age group 20-44 comprised 29.7% of the MC population. The age group <20 comprised 27.7%, and the age group 45-64 comprised 26.9%. Almost 16% of the MC population was 65 and older. Statewide, 14.1% of the population was age 65 and older.

The Norfolk MC has an aging population. From 2000-2013, the population in 44 and under age groups decreased by around 13%, while the population 65 and older increased by 4.3%. The age group 45-64 increased the fastest at 28.5%-probably due in part to the aging baby boomer population.

HOW TO USE IT

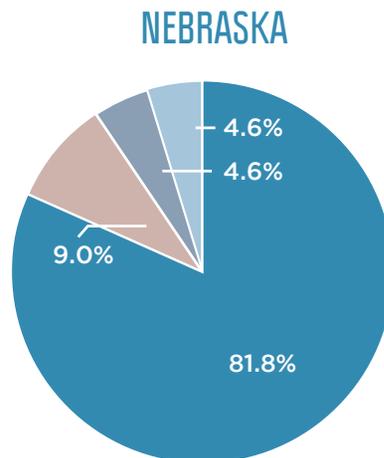
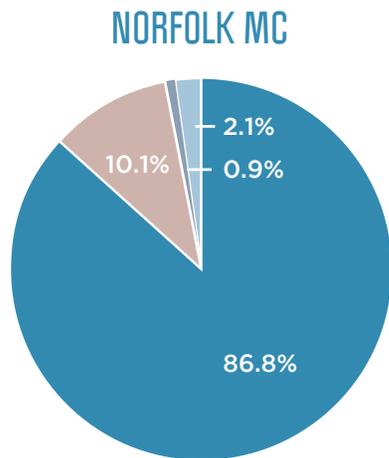
Historical demographic shifts can foreshadow future demographic shifts and changes in the labor force. As baby boomers retire, businesses will need to find replacements, possibly with workers who are less experienced. In areas with a declining labor force, it may be especially difficult for businesses to replace retiring workers, and even harder to find replacements with the skills and experience needed. The aging baby boomer population may also spur growth in the health care sector and increase demand for healthcare workers.



Age	2000		2013		Total Change	% Change
	Population	%	Population	%		
<20	15,535	31.4%	13,473	27.7%	-2,062	-13.3%
20-44	16,489	33.3%	14,429	29.7%	-2,060	-12.5%
45-64	10,152	20.5%	13,049	26.9%	2,897	28.5%
65+	7,294	14.7%	7,610	15.7%	316	4.3%
Total	49,470	100%	48,561	100%	-909	-1.8%

POPULATION

RACE/ETHNICITY, 2013



- WHITE ALONE
- HISPANIC OR LATINO (OF ANY RACE)
- BLACK OR AFRICAN AMERICAN ALONE
- OTHER RACES (NOT HISPANIC OR LATINO)

In 2013, non-Hispanic whites comprised 86.8% of the Norfolk MC population. Hispanics were the largest minority group in the MC in 10.1%.

The Norfolk MC is slightly less diverse than the state as a whole. In 2013, the total minority population was 13.2% in the Norfolk MC, compared to 18.2% statewide. Hispanics comprised 10.1% of the MC population and 9% of the state population. African Americans comprised .9% of the MC population and 4.6% of the state population. Other races comprised 2.1% of the MC population and 4.6% of the state population.

HOW TO USE IT

Data on racial/ethnic diversity is useful to estimate diversity within the labor force and in the population more broadly. In order to employ minority workers, businesses may want to increase their recruitment and training efforts focused on overcoming language and cultural barriers. Businesses may also see a need to adjust their marketing campaigns in order to appeal to a more diverse population. Schools, healthcare institutions, and other service providers may also want to explore new methods of meeting the needs of a diverse population.

	Norfolk MC		Nebraska	
	Total	%	Total	%
Total Population	48,271	100%	1,850,502	100%
Hispanic or Latino (of any race)	4,878	10.1%	167,405	9%
Total Not Hispanic or Latino	43,393	89.9%	1,683,097	91%
White Alone	41,917	86.8%	1,512,922	81.8%
Black or African American Alone	458	0.9%	85,707	4.6%
American Indian & Alaska Native Alone	378	0.8%	15,262	0.8%
Asian Alone	178	0.4%	37,325	2%
Native Hawaiian & Other Pacific Islander Alone	10	0%	1,118	0.1%
Two or more Races	452	0.9%	30,763	1.7%
Total Minority (Population excluding non-Hispanic Whites)	6,354	13.2%	337,580	18.2%

POPULATION

CHANGE IN RACE/ETHNICITY OVER TIME

The minority population in the Norfolk MC increased by 6.5% from 2003-2013, while the overall population decreased by 3.3%.

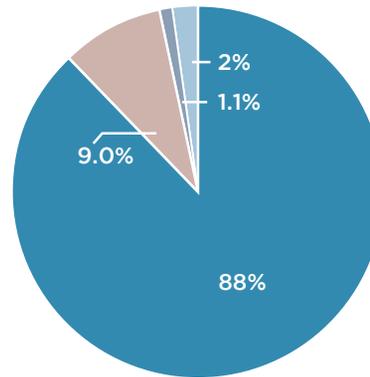
Hispanic population growth accounted for most of the MC's minority population growth. From 2003-2013, the Hispanic population increased by 410 or 9.2%. Two or more races had the second largest numeric increase of 109 or 31.8%. The white population decreased by approximately 2,000 or 4.6% from 2003-2013.

The proportion of minorities in the Norfolk MC increased by 1.2 percentage points from 2003-2013. Hispanics increased from 9% to 10.1% of the MC population. The African American population decreased from 1.1% to .9%. Other races increased from 2% to 2.1%, and the white population fell slightly from 88% to 86.8%.

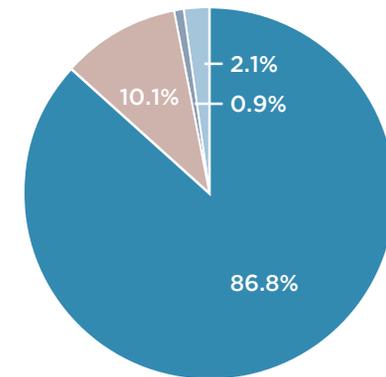
HOW TO USE IT

Demographic data on changes in race and ethnicity over time is a valuable tool for establishing the need for economic and social adaptation. A growing minority population could increase the demand for certified interpreters and translators to accommodate foreign language speakers in the healthcare systems, schools, and businesses. Additionally, employers may benefit from increasing cultural awareness and sensitivity in the workplace to better accommodate diversity in the labor force and consumer population.

2003 POPULATION



2013 POPULATION



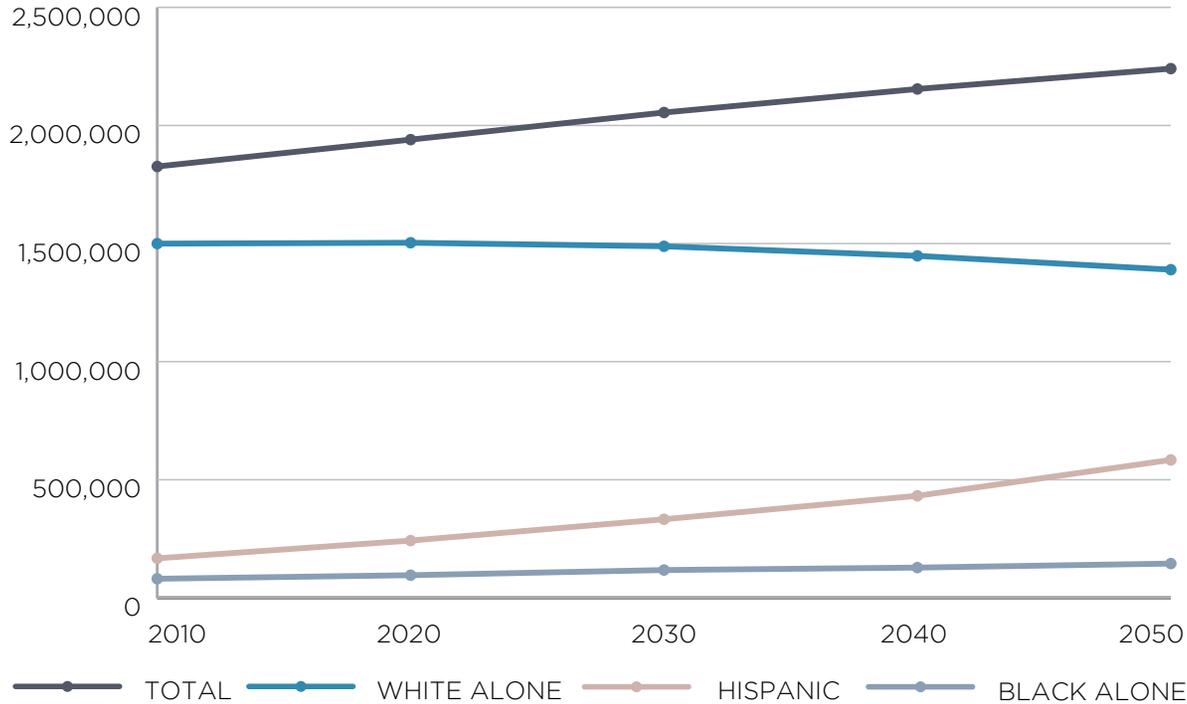
- WHITE ALONE
- HISPANIC OR LATINO (OF ANY RACE)
- BLACK OR AFRICAN AMERICAN ALONE
- OTHER RACES (NOT HISPANIC OR LATINO)

	2003	2013	Total Change	% Change
Total Population	49,910	48,271	-1,639	-3.3%
Hispanic or Latino (of any race)	4,468	4,878	410	9.2%
Total Not Hispanic or Latino	45,442	43,393	-2,049	-4.5%
White Alone	43,942	41,917	-2,025	-4.6%
Black or African American Alone	526	458	-68	-12.9%
American Indian and Alaska Native Alone	435	378	-57	-13.1%
Asian Alone	187	178	-9	-4.8%
Native Hawaiian and Other Pacific Islander Alone	9	10	1	11.1%
Two or more Races	343	452	109	31.8%
Total Minority (Population excluding non-Hispanic Whites)	5,968	6,354	386	6.5%

Source: US Census Bureau, Population Estimates, most recent data released 2014

POPULATION

PROJECTIONS BY RACE/ETHNICITY, 2010 - 2050



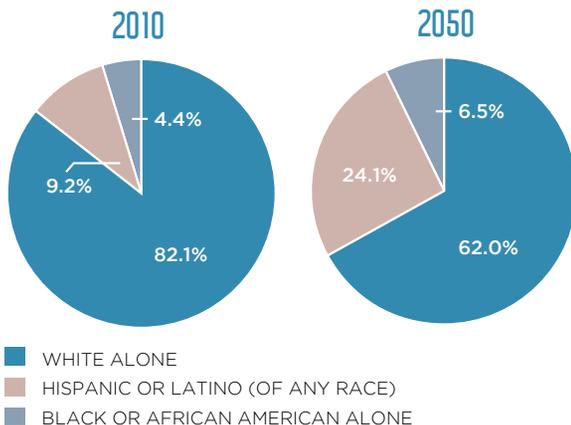
Source: Center for Public Affairs Research-University of Nebraska Omaha, data dated 2013

From 2010 to 2050, Nebraska's population is expected to increase by 22.7% to around 2,240,000. Minority population growth, particularly Hispanic population growth, is expected to account for this population increase.

From 2010 to 2050, the Hispanic population is expected to increase by 221.9%. In 2010, the Hispanic population was approximately 167,000 and under 10% of the total population. By 2050, the Hispanic population is expected to grow to over half a million and almost a quarter of the total population.

In contrast, the white population is expected to decrease by 7.4% from 2010 to 2050. In 2010, the white population was approximately 1,500,000 and 82.1% of the total population. By 2050, the white population is expected to decrease to 1,390,000 and 62% of the total population.

POPULATION DISTRIBUTION



WHERE TO FIND IT

The Center for Public Affairs Research at the University of Nebraska Omaha produces population projections by race/ethnicity. Contact The Center for Public Affairs Research at the University of Nebraska Omaha or the Office of Labor Market Information for additional information.

HOW TO USE IT

Population projections provide a glimpse of what the population may look like in the near future. Schools, healthcare providers, and businesses can use the projections to identify and prepare for changes that growing racial and ethnic diversity may bring to the state. Since the Hispanic population is expected to increase rapidly, this group may be of particular focus to businesses and service providers.

LANGUAGE

& ABILITY TO SPEAK ENGLISH

From 2009-2013, the number of Norfolk MC residents who spoke a language other than English decreased by 1.6%, and the number of these residents who spoke English less than “very well” decreased by 27.1%. Change in the number of Spanish speakers helped drive this trend. From 2009-2013, the number of Spanish speaking residents decreased by 4.8%, and the number of Spanish speakers who spoke English less than “very well” decreased by 30%.

Overall, the Norfolk MC has a slightly lower rate of residents who spoke a language other than English than the state, and a slightly lower rate of other language speakers who spoke English less than “very well.” Approximately 9.6% of the MC population spoke a language other than English compared to 10.5% of the state population. Furthermore, 43.8% of MC residents who spoke a language other than English spoke English less than “very well,” compared to 45.1% statewide.

	2009	2013	% Change	Norfolk MC 2013	Nebraska 2013
Population					
5 years and over	44,898	44,868	-0.1%	100%	100%
English	40,501	40,541	0.1%	90.4%	89.5%
Language other than English	4,397	4,327	-1.6%	9.6%	10.5%
Speak English less than “very well”	2,600	1,896	-27.1%	43.8%	45.1%
Spanish	3,927	3,740	-4.8%	8.3%	7%
Speak English less than “very well”	2,437	1,706	-30%	45.6%	47.9%
Other					
Indo-European Languages	175	249	42.3%	0.6%	1.5%
Speak English less than “very well”	42	30	-28.6%	12%	26.1%
Asian and Pacific Islander Languages	168	229	36.3%	0.5%	1.3%
Speak English less than “very well”	121	131	8.3%	57.2%	52.6%
Other Languages	127	109	-14.2%	0.2%	0.7%
Speak English less than “very well”	0	29	N/A	26.6%	43.5%

Source: US Census Bureau, American Community Survey, most recent data released 2014.

HOW TO USE IT

Growth in the number of non-English speakers and English deficiency signals the need for community and business adaption. English deficiency can make it difficult for workers to learn new skills and transfer their skills and knowledge across occupations. It may also make it more difficult for workers to find job information, and for employers to glean information from workers. Therefore, businesses may consider additional recruitment and training of non-English speakers in order to employ this workforce. Community institutions like schools and hospitals may also see a higher need for translators in order to communicate with non-English speaking populations.

WHERE TO FIND IT

American Community Survey data on the ability to speak English is available at factfinder.census.gov.

COMPONENTS

OF POPULATION CHANGE, 2010 - 2014

	Total Change*	Natural Change			Net Migration		
		Total	Births	Deaths	Total	International	Domestic
United States	10,098,951	6,035,640	16,811,002	10,775,362	4,063,311	4,063,311	N/A
Nebraska	55,162	45,827	109,785	63,958	10,030	15,473	-5,443
Beatrice MC	-648	-150	1,029	1,179	-494	-12	-482
Columbus MC	429	915	2,012	1,097	-511	132	-643
Fremont MC	53	243	2,029	1,786	-196	81	-277
Grand Island MSA	2,905	1,899	5,000	3,101	1,037	1,434	-397
Hastings MC	93	435	1,708	1,273	-357	62	-419
Kearney MC	2,277	1,571	3,271	1,700	725	569	156
Lexington MC	-304	711	1,702	991	-1,005	345	-1,350
Lincoln MSA	16,788	9,288	18,008	8,720	7,417	3,624	3,793
Norfolk MC	174	984	2,873	1,889	-825	243	-1,068
North Platte MC	-527	410	1,912	1,502	-960	135	-1,095
Omaha Consortium	39,933	27,675	49,416	21,741	12,883	7,711	5,172
Scottsbluff MC	-439	400	2,174	1,774	-846	63	-909

*Total Change may not equal the sum of Total Natural Change and Total Net Migration due to a residual. A residual is the population change that cannot be accounted for by population change components.

Source: US Census Bureau, Population Estimates, released 2015

HOW TO USE IT

The components of population change highlight the dynamics underlying population growth and decline. The data shows that high birth rates account for a majority of population growth statewide. Statewide migration trends also show that Nebraska's large metropolitan areas are gaining residents from domestic migration, while the state overall and most of its small Micropolitan Statistical Areas (MCs) are losing residents from domestic out-migration. The negative domestic migration in the state and many of its regions indicates that Nebraska may need to develop new methods to retain its workforce and attract new workers.

There are two components of population change:

1. Natural change, consisting of births and deaths, and
2. Migration, which can be international (migration to and from other countries) or domestic (migration to and from other counties or states).

From 2010 to 2014, the Norfolk MC population had a net increase of 174, for an average net increase of 44 individuals a year. Natural change accounted for this increase. From 2000 to 2014, the MC gained 984 individuals from natural change. The MC had a net migration loss of 825 individuals due to negative domestic migration.

Like the MC, Nebraska had positive natural change and negative domestic migration. Unlike the MC, Nebraska had positive net migration due to international immigration.

MIGRATION

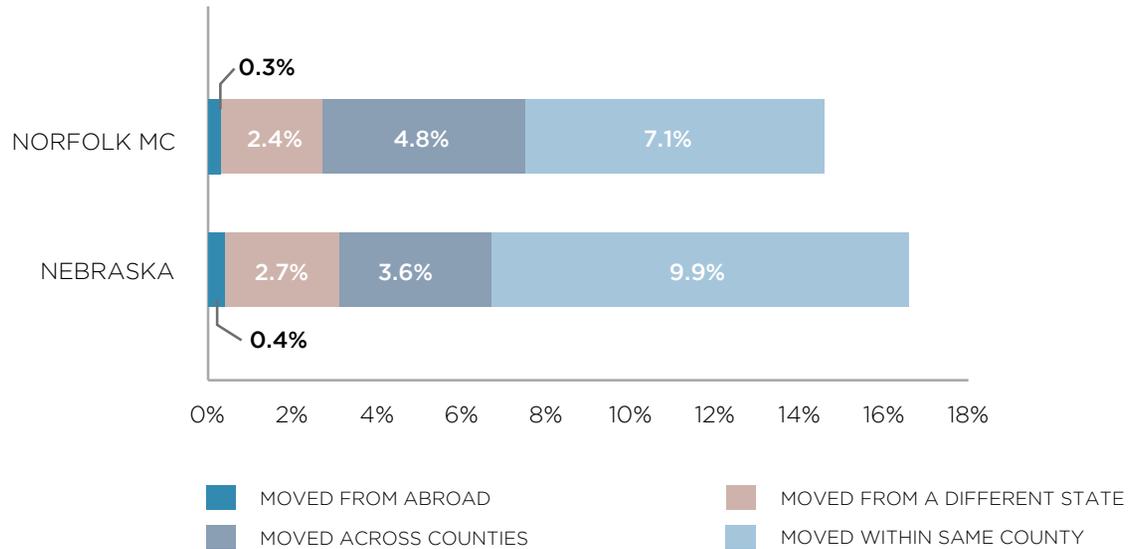
DOMESTIC & INTERNATIONAL, 2013

In 2013, approximately 6,900 individuals or 14.5% of the Norfolk MC population moved to or within the MC. Most MC residents who migrated moved within the state. Over 7% of the MC population moved within the same county, and 4.8% moved from a different county within the state. Additionally, 2.4% of the MC population moved from another state, and only .3% of the population moved from abroad.

The Norfolk MC had a slightly lower rate of domestic and international migration than the state. The MC's rate of international migration was only .3%, compared to the statewide rate of .4%. Additionally, 2.4% of the MC's population moved from another state, compared to 2.7% of statewide residents. Under 12% of the MC population moved within the state, compared to 13.5% statewide.

HOW TO USE IT

Rates of population migration can indicate how attractive the state is to domestic and international migrants. Nebraska's relatively high rate of domestic and in-state migration could indicate that Nebraska is very attractive to local workers and workers nationwide. The state's distance from national borders could account for the lower rate of international migration to Nebraska. Therefore, Nebraska may still be attractive to international migrants, as international migrants may move to Nebraska after first living in a different state.



	Norfolk MC		Nebraska	
	Total	%	Total	%
Total Population 1 year and over	47,533	100%	1,815,644	100%
Population that moved	6,913	14.5%	302,377	16.7%
Population that moved from abroad	123	0.3%	7,862	0.4%
Population that moved from a different state	1,134	2.4%	49,119	2.7%
Population that moved within the state	5,656	11.9%	245,396	13.5%
Population that moved within the same county	3,398	7.1%	179,189	9.9%
Population that moved across counties	2,258	4.8%	66,207	3.6%

Source: US Census Bureau, 2013 American Community Survey 5-year estimates, released 2014

WHERE TO FIND IT

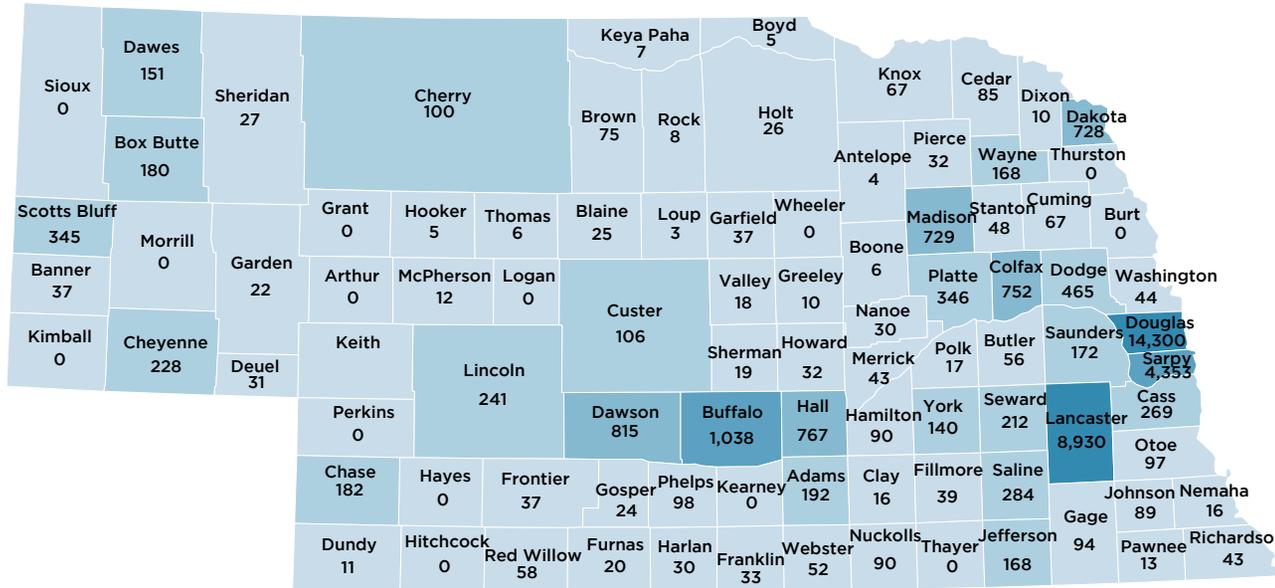
American Community Survey data on domestic and international migration is available at factfinder.census.gov.

INTERNATIONAL MIGRATION

BY COUNTY, 2009 - 2013

From 2009-2013, 809 international immigrants moved to Norfolk MC at an average rate of approximately 162 international immigrants a year.

Statewide, 38,246 international immigrants moved to Nebraska from 2009-2013 at an average rate of approximately 7,650 international immigrants a year. The number of international migrants varied greatly throughout the state, with more populous counties having the highest number of international immigrants. A vast majority of international immigrants moved to the Lincoln and Omaha areas. From 2009-2013, Douglas and Sarpy Counties had over 14,000 and 4,000 international immigrants respectively, and Lancaster County had almost 9,000 international immigrants.



Source: US Census Bureau, 2013 American Community Survey 5-year estimates, most recent data released 2014

LEGEND

INTERNATIONAL IMMIGRANTS



WHERE TO FIND IT

American Community Survey data on international migration is available at factfinder.census.gov.

HOW TO USE IT

It is important to identify regions with a high volume of international immigrants so that these areas can adjust to meet the needs of immigrant populations. In order to effectively provide education, healthcare, and other services to immigrant populations, community businesses and service institutions may need to develop additional outreach programs and procedures to overcome language and cultural barriers within their populations.



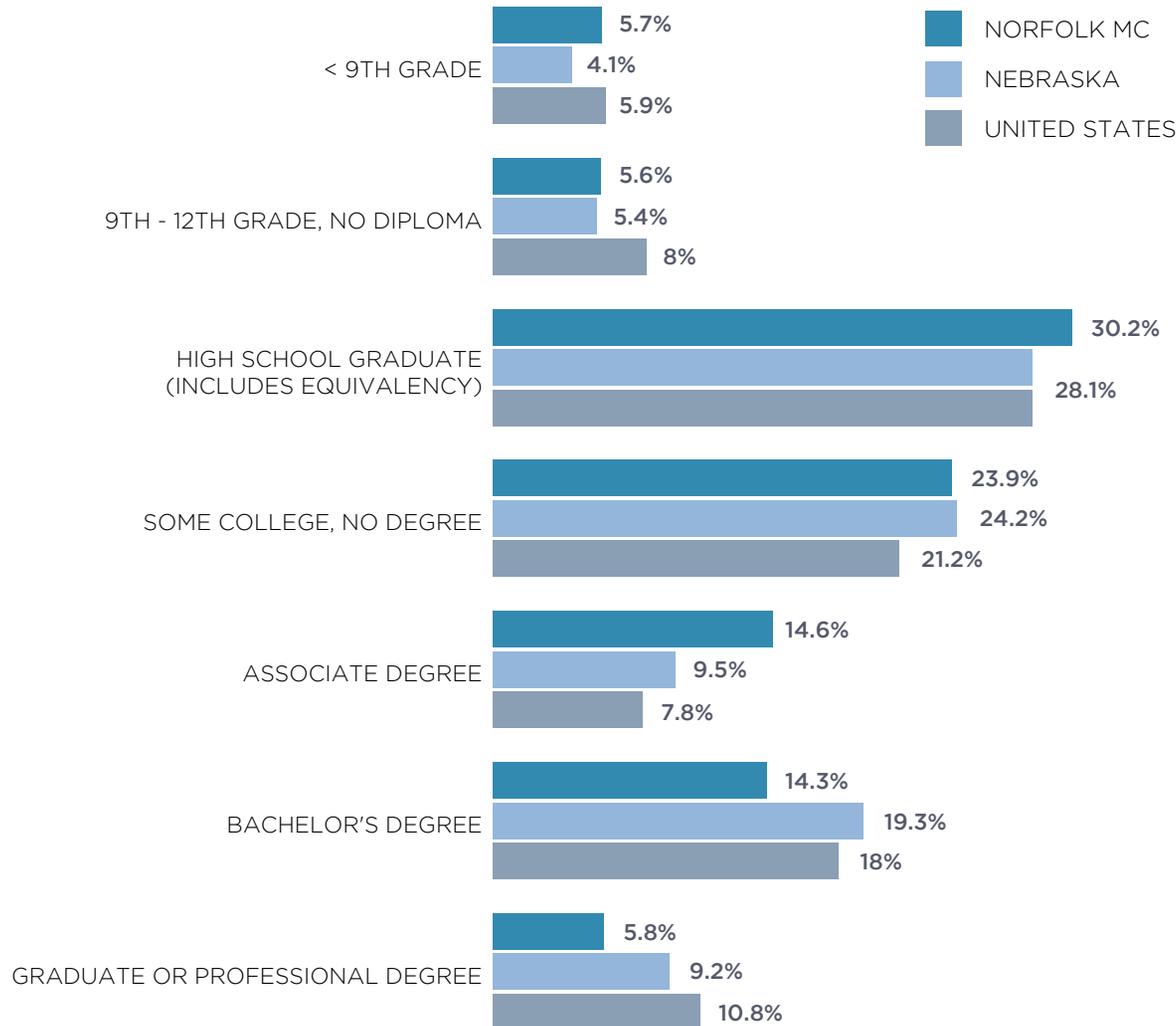
EDUCATION

EDUCATIONAL ATTAINMENT
CHANGE IN EDUCATIONAL ATTAINMENT
PUBLIC HIGH SCHOOL GRADUATION
RATES, 4-YEAR COHORTS

NEBRASKA GRADUATE OUTCOMES

NEBRASKA POSTSECONDARY GRADUATES
COMMUNITY COLLEGE GRADUATES, 2011 - 2012
STATE COLLEGE GRADUATES, 2011 - 2012
UNK GRADUATES, 2011 - 2012





Note: Population age 25 and older.

Source: US Census Bureau, 2013 American Community Survey 5-year estimates, released 2014

WHERE TO FIND IT

American Community Survey data on educational attainment is available at factfinder.census.gov.

EDUCATIONAL ATTAINMENT, 2013

Almost 89% of the Norfolk MC population age 25 and older possessed a high school degree or GED, and 58.6% of the MC possessed some postsecondary education in 2013. The most commonly reported highest level of educational attainment was a high school diploma or GED at 30.2%, followed by some college, no degree at 23.9%, and associate degree at 14.6%. Over 14% of the MC had a bachelor's degree, and 5.8% had a graduate or professional degree.

The Norfolk MC has a lower rate of residents with bachelor's and graduate degrees and a higher rate of residents with associate degrees than state and national residents. MC residents were around 3-5 percentage points less likely than Nebraska and US residents to possess bachelor's or graduate degrees. However, MC residents were around 5-7 percentage points more likely than state and national residents to possess associate degrees.

HOW TO USE IT

The educational attainment of Nebraska's workforce may be useful to businesses that are considering expanding into Nebraska. High levels of educational attainment in the population can signal that there is a well-educated labor force for businesses that employ a large proportion of educated "white-collar" employees. Government officials and other social stakeholders may also be interested in the population's educational attainment as a measure of a region's social development.

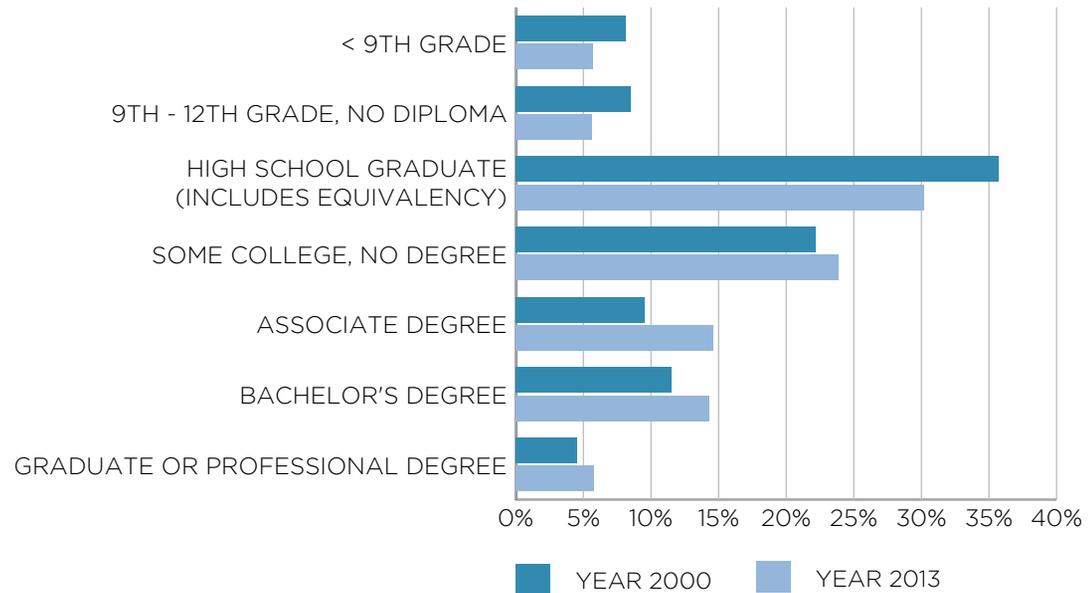
EDUCATIONAL ATTAINMENT CHANGE

From 2000-2013, the number of Norfolk MC residents who have some postsecondary education increased substantially. While the MC population increased by 2.5%, the number of MC residents who have associate degrees increased by 57.1%. Additionally, the number of MC residents who have graduate or professional degrees increased by 32.8%, and the number who have bachelor's degrees increased by 27.6%.

Due to increases in educational attainment, MC residents were about 5 percentage points more likely to possess associate degrees in 2013 than in 2000. MC residents were also 2.8 percentage points more likely to possess bachelor's degrees in 2013 than in 2000.

HOW TO USE IT

Change in a population's educational attainment may reflect growing demand among businesses for an educated workforce. The rapid increase in associate degrees in particular could suggest that there is increasing demand for technical/trade skills and certifications in the labor force. As the workforce becomes more educated, it may become increasingly necessary for job seekers to possess postsecondary degrees in order to compete with other applicants. Additionally, jobs within the educational sector may increase as it expands to accommodate more students.



	2000	2013	Difference	% Change
Population 25 years and over	30,808	31,565	757	2.5%
Less than 9th grade	2,502	1,793	-709	-28.3%
9th to 12th grade, no diploma	2,620	1,769	-851	-32.5%
High school graduate (includes equivalency)	11,001	9,520	-1,481	-13.5%
Some college, no degree	6,837	7,537	700	10.2%
Associate degree	2,929	4,600	1,671	57.1%
Bachelor's degree	3,546	4,523	977	27.6%
Graduate or professional degree	1,373	1,823	450	32.8%

Sources: US Census Bureau, 2013 American Community Survey 5-year estimates, released 2014
US Census Bureau, Census 2000, retrieved from American Fact Finder

WHERE TO FIND IT

American Community Survey data on educational attainment is available at factfinder.census.gov.

GRADUATION RATES

PUBLIC HIGH SCHOOL GRADUATION RATES, 4-YEAR COHORTS, 2011 - 2014

	2011 Cohort	2014 Cohort	2014 Graduates	Percentage Point Change
Total	86.1%	89.7%	19,500	3.6%
Gender				
Male	83.4%	87.1%	9,659	3.7%
Female	89%	92.4%	9,841	3.4%
Race				
White (non-Hispanic)	90.2%	92.8%	14,531	2.6%
Hispanic	74.6%	82.8%	2,696	8.2%
Black or African American	67.3%	80.9%	1,086	13.6%
Asian	80.5%	78%	418	-2.5%
American Indian/ Alaska Native	61.2%	68.8%	187	7.6%
Native Hawaiian or Other Pacific Islander	90%	77.4%	24	-12.6%
Two or More Races	88.6%	87.2%	558	-1.4%

Source: Nebraska Department of Education, 2013-2014 State of Schools Report, released 2015

HOW TO USE IT

High school graduation rates provide a crude measure of the health of Nebraska's educational system. Nebraska's very high and improving graduation rate will increase the educational attainment of the state's labor force. However, not all racial groups are performing equally well in Nebraska's public schools. Due to Nebraska's rapidly growing minority population, educators are challenged with improving minority students' graduation rates in order to support and improve educational attainment in Nebraska's schools and labor force.

Nebraska has one of the highest high school graduation rates in the nation. In 2014, Nebraska's four-year public school graduation rate was 89.7%. According to the 2015 Nebraska Higher Education Progress Report from the Nebraska Coordinating Commission for Post-Secondary Education, Nebraska had the second highest public school four-year graduation rate in the nation in 2013 at 88.5%. (Iowa had the highest graduation rate at 89.7%). Nebraska's graduation rate has also increased by 3.6 percentage points from 2011 to 2014.

Females are more likely to graduate high school than males. In 2014, the public school female four-year graduation rate was 92.4%, while it was 87.1% for males.

Graduation rates also differ by race/ethnicity. White students were the most likely to graduate from public high schools in four years at 92.8%, compared to only 82.8% of Hispanic students and 80.9% of black students.

WHERE TO FIND IT

Data on high school graduation rates is available at www.education.ne.gov. From the left navigation pane, select State of the Schools Report, then select 2013-2014 Report.

2011 - 2012 GRADUATES

POSTSECONDARY, WORKING IN NE, 1ST QUARTER 2013

There were approximately 10,900 postsecondary graduates from Nebraska's community colleges, state colleges, and the University of Nebraska-Kearney in the 2011-2012 class. Seventy-five percent of these graduates graduated from community colleges. A majority of community college graduates earned associate degrees, and a majority of state and UNK graduates earned bachelor's degrees.

Seventy-four percent of community college graduates were working in the state in the first quarter of 2013, compared to 62% of state and UNK graduates. Median annual wages were approximately \$25,100 for community college associate degree earners, \$26,100 for state college bachelor's degree earners, and \$27,500 for UNK bachelor's degree earners working in the state.

HOW TO USE IT

Graduate outcomes data tracks the wages, locations, and industries of Nebraska college graduates working in the state. The data shows that most Nebraska graduates, particularly community college graduates, are finding work opportunities in the state. Graduate outcomes wage data may be of special interest to colleges and prospective students who want an estimate of how much graduates from certain colleges and degree programs can expect to make upon graduation.

	Community Colleges		State Colleges		University of Nebraska-Kearney	
	All Graduates	Associate Degrees	All Graduates	Bachelor's Degrees	All Graduates	Bachelor's Degrees
Graduates	8,180	4,617	1,559	1,143	1,167	784
Graduates Working in Nebraska	6,058	3,428	962	700	720	491
% Working in Nebraska	74%	74%	62%	61%	62%	63%
Estimated Average Annual Wage	\$24,063	\$26,777	\$32,711	\$26,231	\$33,561	\$27,058
Estimated Median Annual Wage	\$22,051	\$25,114	\$32,265	\$26,092	\$32,325	\$27,547

Source: Nebraska Department of Labor, Graduate Outcomes in Nebraska, released 2015

WHERE TO FIND IT

Much more detailed information on graduate outcomes is available from the Nebraska Department of Labor at networks.nebraska.gov. Under Labor Market Information, select Labor Market Analysis, then Publications.

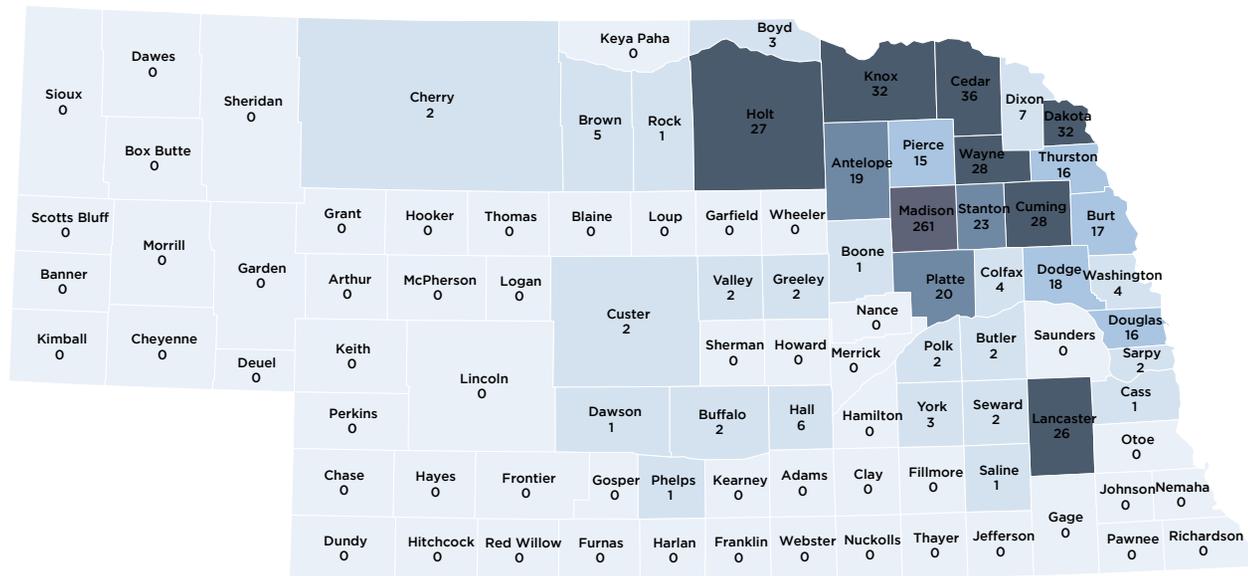
2011 - 2012 GRADUATES

NORTHEAST COMMUNITY COLLEGE, WORKING IN NE, 1ST QUARTER 2013

Over 900 or 73% of 2011-2012 Northeast Community College (NECC) graduates were working in Nebraska during the first quarter of 2013. NECC graduates were about equally likely to work in the state than community college graduates overall. The median annual wage for NECC associate degree earners was \$21,780, over \$3,300 less than community college graduates statewide.

Almost 300 NECC graduates were employed in the Norfolk MC. Madison County had the most NECC graduates working in the state at 261.

The industries employing the most NECC graduates in Nebraska were Health Care (39.5%), Retail Trade (11.9%), and Manufacturing (7.4%). The most common fields of study among all NECC graduates were Nursing Assistant/Aide and Patient Care Assistant/Aide (30.8%) and Medication Aide (8.9%).



Source: Nebraska Department of Labor, Graduate Outcomes in Nebraska, released 2015

LEGEND NUMBER OF GRADUATES



HOW TO USE IT

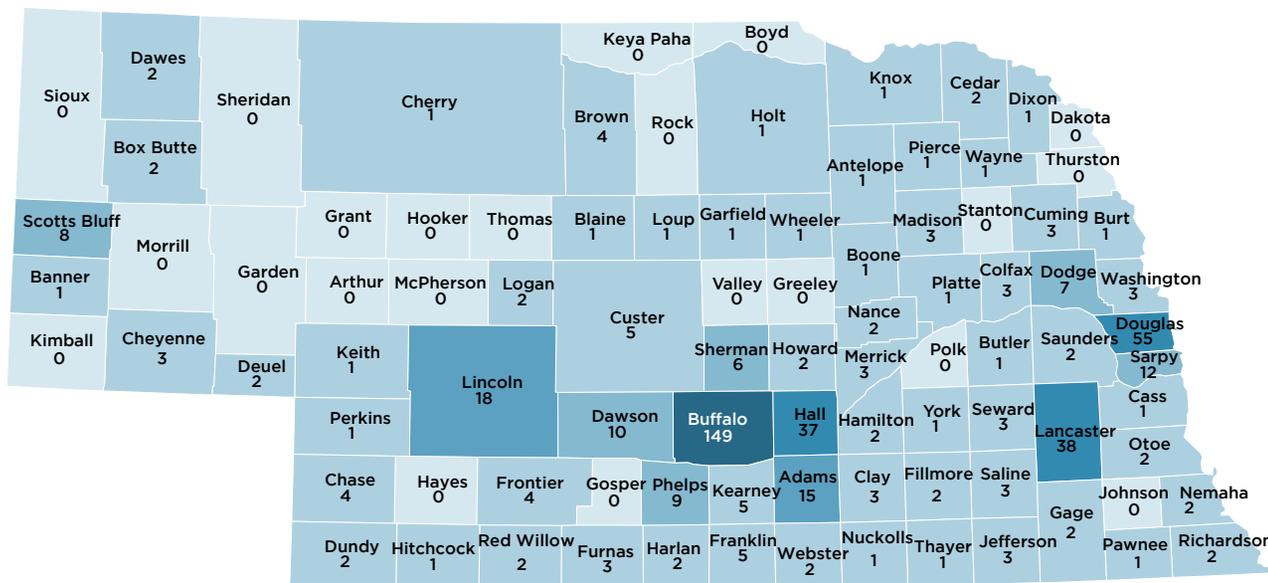
Community college graduate outcomes can be used to identify the wages, industries, and highest paying fields of study of community college graduates working in the state. Graduate outcomes data shows that there are many more community college graduates than state college and University of Nebraska-Kearney graduates, and community college graduates are more likely than other graduates to work in the state. Therefore, businesses may be especially interested in community college graduate outcomes as community college graduates comprise a relatively large pool of potential labor.

WHERE TO FIND IT

Much more detailed information on graduate outcomes is available from the Nebraska Department of Labor at networks.nebraska.gov. Under Labor Market Information, select Labor Market Analysis, then Publications.

2011 - 2012 GRADUATES

UNIVERSITY OF NEBRASKA-KEARNEY, WORKING IN NE, 1ST QUARTER 2013



Source: Nebraska Department of Labor, Graduate Outcomes in Nebraska, released 2015

LEGEND

NUMBER OF GRADUATES



WHERE TO FIND IT

Much more detailed information on graduate outcomes is available from the Nebraska Department of Labor at networks.nebraska.gov. Under Labor Market Information, select Labor Market Analysis, then Publications.

There were 720 2011-2012 UNK graduates working in Nebraska during the first quarter of 2013. Four UNK graduates were working in the Norfolk MC. Buffalo County had the most UNK graduates working in the state at 149, followed by Douglas County at 55.

The industries employing the most UNK graduates in Nebraska were Educational Services (43.6%), Retail Trade (10.8%), and Health Care (8.6%). The most common fields of study of all UNK graduates were Business Administration and Management (11.4%), Elementary Education and Teaching (9.1%), and Operations Management and Supervision (7.2%)

Among bachelor's degree earners, UNK graduates who studied Computer and Information Sciences had the highest average annual wage in the state at \$46,414.

HOW TO USE IT

UNK graduate outcomes data provides a way to track the wages and locations of UNK graduates throughout the state. The data shows that UNK graduates are equally likely to find work in the state as state college graduates at 62%, and the median annual wage for UNK bachelor's degree earners was \$27,547. Nebraska businesses may want to use graduate outcomes data to set attractive wages and help recruit UNK and state college graduates.



LABOR FORCE

ESTIMATES

U6 RATES

SEASONAL FLUCTUATIONS

LABOR AVAILABILITY

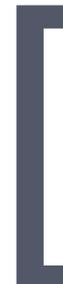
OLDER WORKERS BY COUNTY

COMMUTING

PATTERNS (IN), 2011

PATTERNS (OUT), 2011

COMMUTE TIME



LABOR SUPPLY
NORFOLK MC

LABOR FORCE ESTIMATES

2013 LABOR FORCE PARTICIPATION RATE, AGES 16 & OVER



Source: US Census Bureau, 2013 American Community Survey 5-year estimates, released 2014

	Norfolk MC			Unemployment Rate	
	Labor Force	Employed	Unemployed	Norfolk MC	Nebraska
2007	26,328	25,511	817	3.1%	3%
2008	26,307	25,466	841	3.2%	3.3%
2009	26,298	25,179	1,119	4.3%	4.6%
2010	26,710	25,611	1,099	4.1%	4.6%
2011	26,936	25,877	1,059	3.9%	4.4%
2012	27,120	26,145	975	3.6%	4%
2013	27,358	26,428	930	3.4%	3.8%
2014	27,303	26,504	799	2.9%	3.3%

Note: Data is not seasonally adjusted. Data benchmark year is 2014.

Source: Nebraska Department of Labor, Local Area Unemployment Statistics, released 2015
 Bureau of Labor Statistics, Local Area Unemployment Statistics, released 2015

HOW TO USE IT

The unemployment rate is one way to measure the health of an economy. A low unemployment rate can signal a stable, thriving economy. While a low unemployment rate can reflect economic health, a very low unemployment rate can also make it more difficult for businesses to find workers as the labor pool of unemployed workers is relatively small. Nebraska's low unemployment rate, coupled with its high labor force participation rate, point to a strong, stable economy, which is critical to attracting employers and employees to the state.

Labor force is the total civilian non-institutional population 16 years old or older who are employed or unemployed and actively seeking employment. Labor force estimates exclude military personnel and all persons confined to institutions including nursing homes, mental institutions, and prisons. The unemployment rate is the number of unemployed persons divided by the labor force.

In 2014, the Norfolk MC's labor force was approximately 27,300. The MC's unemployment rate for 2014 was relatively low at 2.9%, slightly lower than the statewide rate of 3.3%. Since 2009, the MC's unemployment rate has gradually declined from 4.3% to 2.9%.

At 70.7%, the MC's labor force participation rate (population 16 years and over in the labor force) was about the same as the statewide rate of 70.6%.

WHERE TO FIND IT

State and local data on labor force estimates are available networks.nebraska.gov. Under Labor Market Information, select Labor Market Analysis to view the data, or download data by going to the Data Download Center, located under Labor Market Data.

U6 RATES

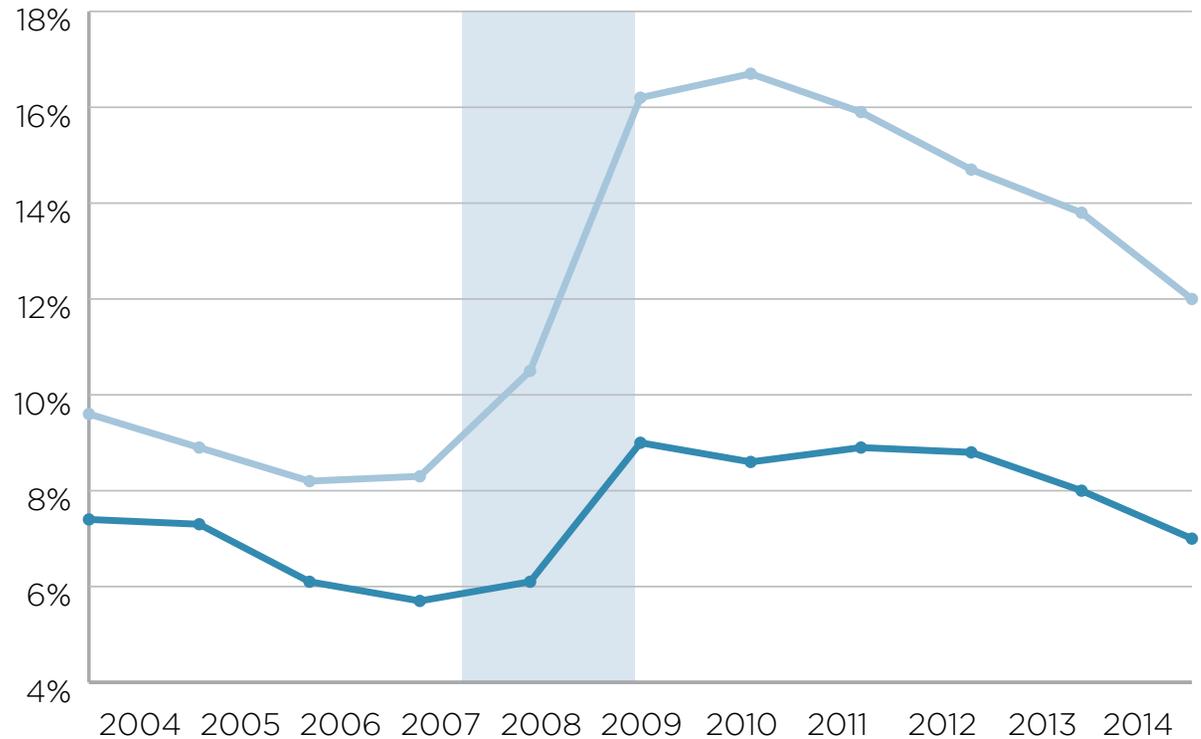
U6 rates are an alternative measure of labor underutilization compared to the traditional unemployment rate. U6 rates measure all unemployed workers, marginally attached workers (discouraged workers who are not employed and have sought work in the past 12 months, but not in the last 4 weeks), and workers employed part-time for economic reasons who desire and are available to work full time.

In 2008, Nebraska's U6 rate was around 6%. The U6 rate jumped to 9% in 2009 after the economic recession hit and stayed close to 9% until 2012. Nebraska's U6 rate was 7% in 2014.

Nebraska's U6 rate has consistently been lower than the US rate. The difference between U6 rates in the US and Nebraska was greatest in 2009 and 2010 after the start of the economic recession. The difference has gradually shrunk since then, albeit not to pre-recession levels.

HOW TO USE IT

Because U6 rates include marginally attached and some part-time workers, they can provide a more expansive measure of workers who are underutilized or left out of the labor force than the traditional unemployment rate. Additionally, trends in the U6 rates over time can help predict unemployment and labor underutilization in the next several years. If U6 rates follow the current trend, then unemployment may continue to decline or level out at the relatively low current rate over the next few years.



RECESSION PERIOD UNITED STATES NEBRASKA

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
NE	7.4%	7.3%	6.1%	5.7%	6.1%	9%	8.6%	8.9%	8.8%	8%	7%
US	9.6%	8.9%	8.2%	8.3%	10.5%	16.2%	16.7%	15.9%	14.7%	13.8%	12%

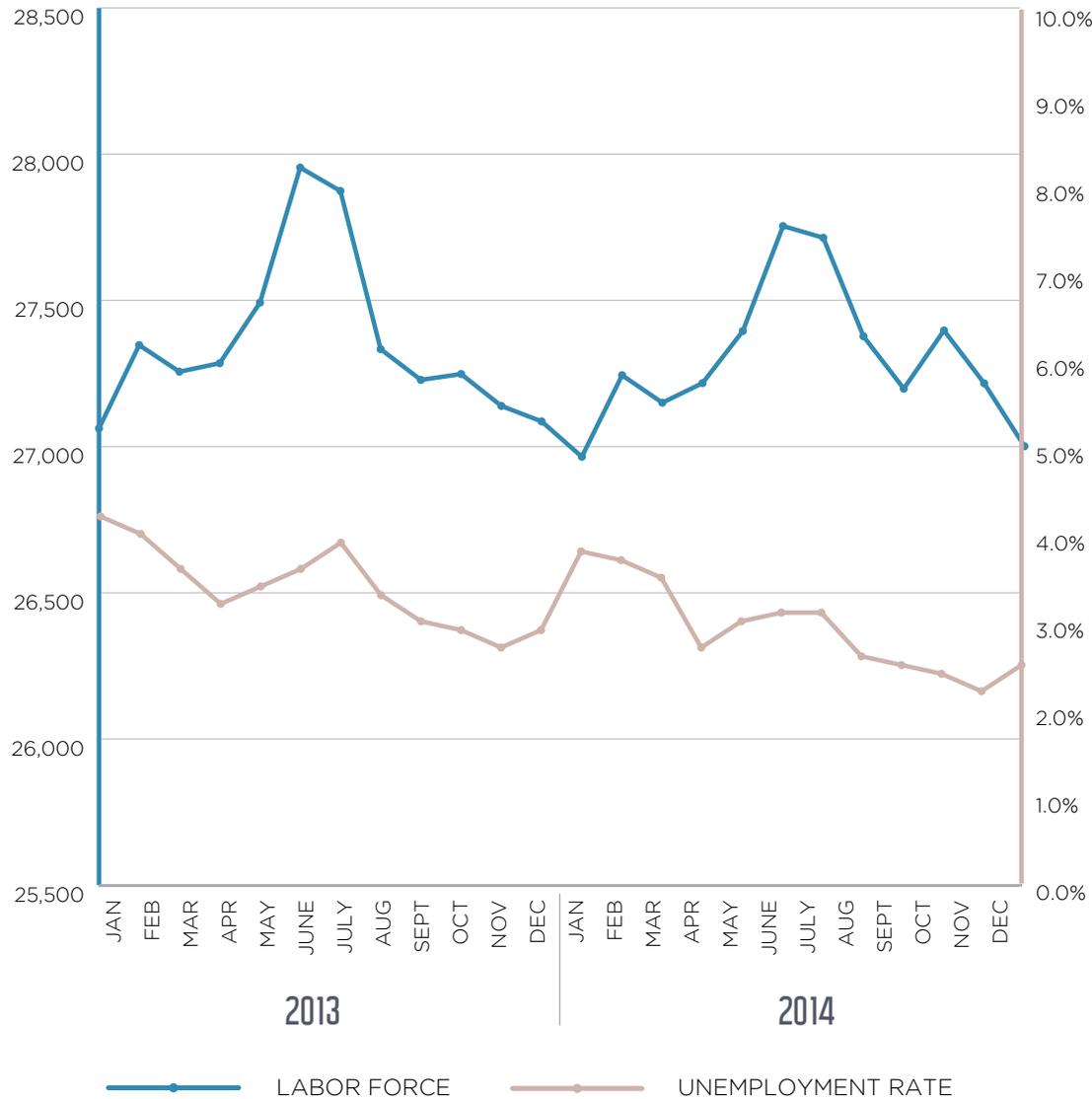
Sources: Bureau of Labor Statistics, Local Area Unemployment Statistics, most recent data released 2015
Bureau of Labor Statistics, "The Recession of 2007-2009: BLS Spotlight on Statistics," released 2012

WHERE TO FIND IT

Information on U6 rates is available at bls.gov. Under Subjects, select State and Local Unemployment Rates, then select Alternative Measure of Labor Underutilization for States.

LABOR FORCE

SEASONAL FLUCTUATIONS



The labor force and unemployment rate can vary significantly by season. In 2013 and 2014, the labor force was largest during June. The Norfolk MC labor force rose to approximately 28,000 in June 2013 and 27,800 in June 2014, while the annual labor force average was approximately 27,400 in 2013 and 27,300 in 2014.

The average unemployment rate for the Norfolk MC was 3.4% in 2013 and 2.9% in 2014. When the labor force was largest in June 2013 and 2014, the unemployment rate rose to 3.6% and 3.1% respectively.

HOW TO USE IT

Knowledge of seasonal labor force and unemployment patterns can help predict future labor force and unemployment fluctuations. Businesses can use this knowledge to plan business processes, such as recruitment, and possibly anticipate changes related seasonal economic fluctuations. Harvests, weather changes, holidays, and school openings and closings are examples of some seasonal events that can lead to major fluctuations in the labor force and unemployment rates.

WHERE TO FIND IT

State and local data on labor force estimates are available networks.nebraska.gov. Under Labor Market Information, select Labor Market Analysis. Then, under Labor Market Data, select Labor Force Data. or download data by going to the Data Download Center, located under Labor Market Data.

Source:
 Nebraska Department of Labor, Local Area Unemployment Statistics, released 2015
 Note: Data is not seasonally adjusted. Data benchmark year is 2014.

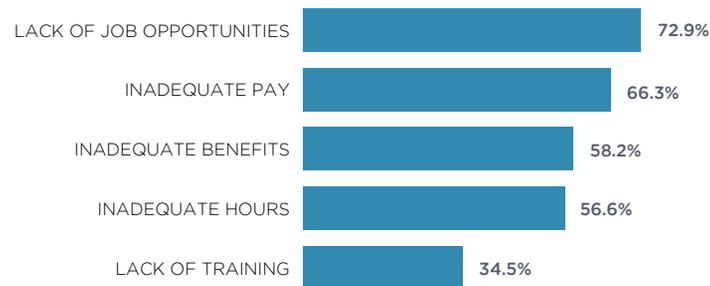
LABOR AVAILABILITY

POTENTIAL JOB SEEKERS

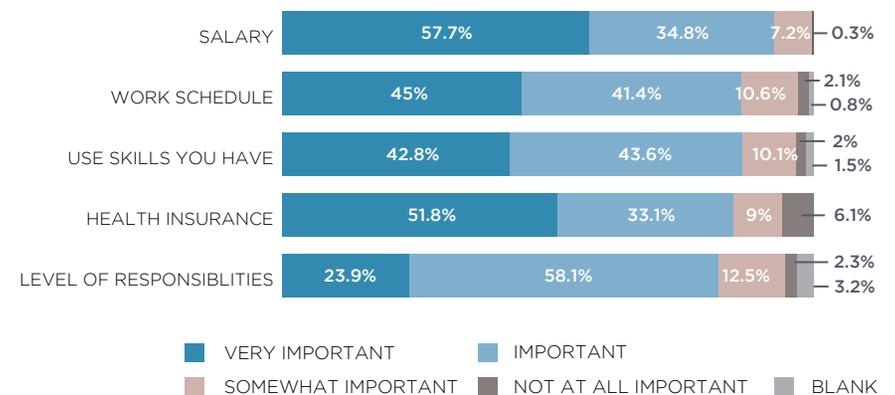
“Labor availability” describes how many people are available and willing to take a new job. In 2013, the Nebraska Departments of Labor and Economic Development collaborated to conduct a study measuring labor availability in northeast Nebraska. In the Norfolk area, the study identified 16,809 potential job seekers or people who indicated that they are likely to very likely to accept a new job within the next year. Almost 72% of potential job seekers were employed, and more than half had an associate degree or higher.

Around 86%-93% of potential job seekers reported that salary, work schedule, and use of skills they had were very important or important when choosing a job. The most common barriers to employment potential job seekers reported were lack of job opportunities at 72.9% and inadequate pay at 66.3%.

BARRIERS TO EMPLOYMENT



IMPORTANT FACTORS WHEN CHOOSING A JOB



WHERE TO FIND IT

More information on labor availability in the state is available at networks.nebraska.gov. Under Labor Market Information, select Publications.

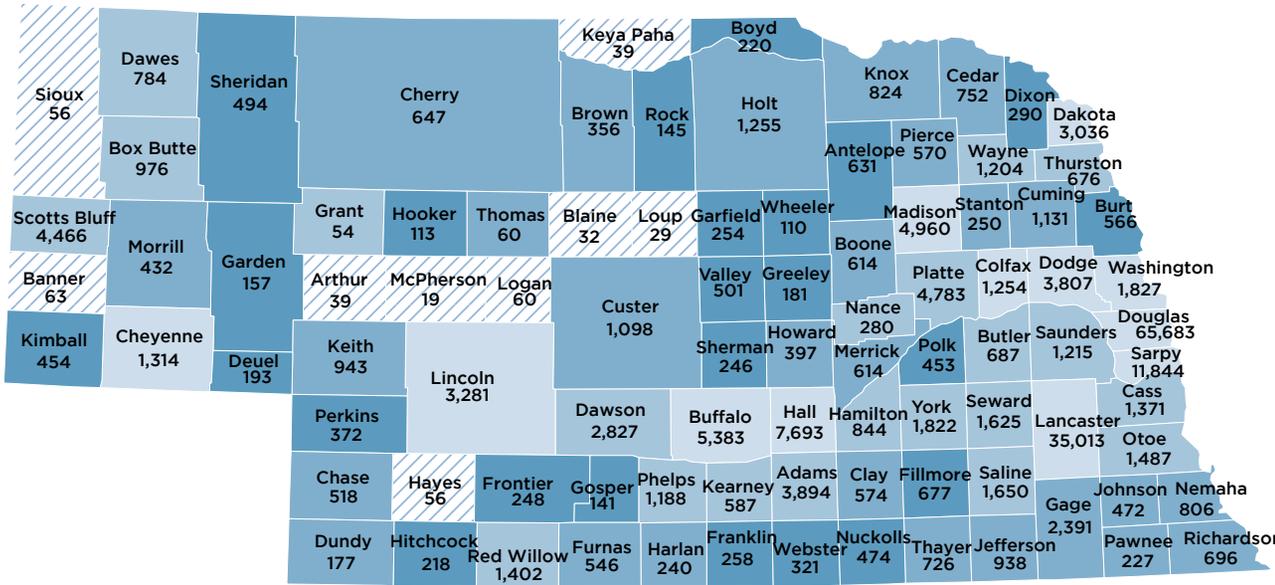
Source: Nebraska Department of Labor and Nebraska Department of Economic Development, Lincoln Labor Availability Report, released 2014

HOW TO USE IT

Labor availability provides an estimate of the number of available workers in a region. The data shows that there is a very large pool of mostly employed workers who may be willing to accept a new job. Data on factors important to potential job seekers and employment barriers can also help businesses and economic stakeholders understand what motivates workers to seek new employment and what prevents workers from finding it. Employers and local communities can use this information to develop strategies to recruit new workers and retain their current workforce.

OLDER WORKERS

BY COUNTY, 2013



Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics, QWI Explorer, released 2014

LEGEND

% OF WORKERS AGE 55+



WHERE TO FIND IT

The Longitudinal Employment-Household Dynamics program from the US Census provides data on worker age at lehd.ces.census.gov. Under Applications, select QWI Explorer.

Older workers (age 55+) comprise a much larger proportion of Nebraska's workforce than in the recent past, perhaps because of the aging baby boomer population. In 2013, there were over 205,000 workers age 55 and older in Nebraska, comprising 22.5% of the total workforce. In comparison, approximately 113,000 workers and 13.1% of the workforce was 55 and older in 2000, and approximately 161,000 workers and 18% of the workforce was 55 and older in 2007.

Older workers comprise a larger share of the non-MC/MSA workforce than the MC/MSA workforce. Almost 28% of the non-MC/MSA workforce was 55 and older in 2013, compared to 21.6% of the MC/MSA workforce.

Workers age 55 and older comprised 24.3% (5,781 workers) of Norfolk MC's total workforce.

HOW TO USE IT

The growing proportion of older workers in the labor force signals the need for business adaptation. Older workers can contribute valuable experience to businesses. As older workers reach retirement, businesses will need to adjust and fill their positions, possibly with a younger, less experienced workforce.

COMMUTING

PATTERNS, 2011

In-commuters refers to workers who commute into the Norfolk MC for work. The map to the right shows the number of workers who commuted to or within the Norfolk MC for their primary jobs in 2011.

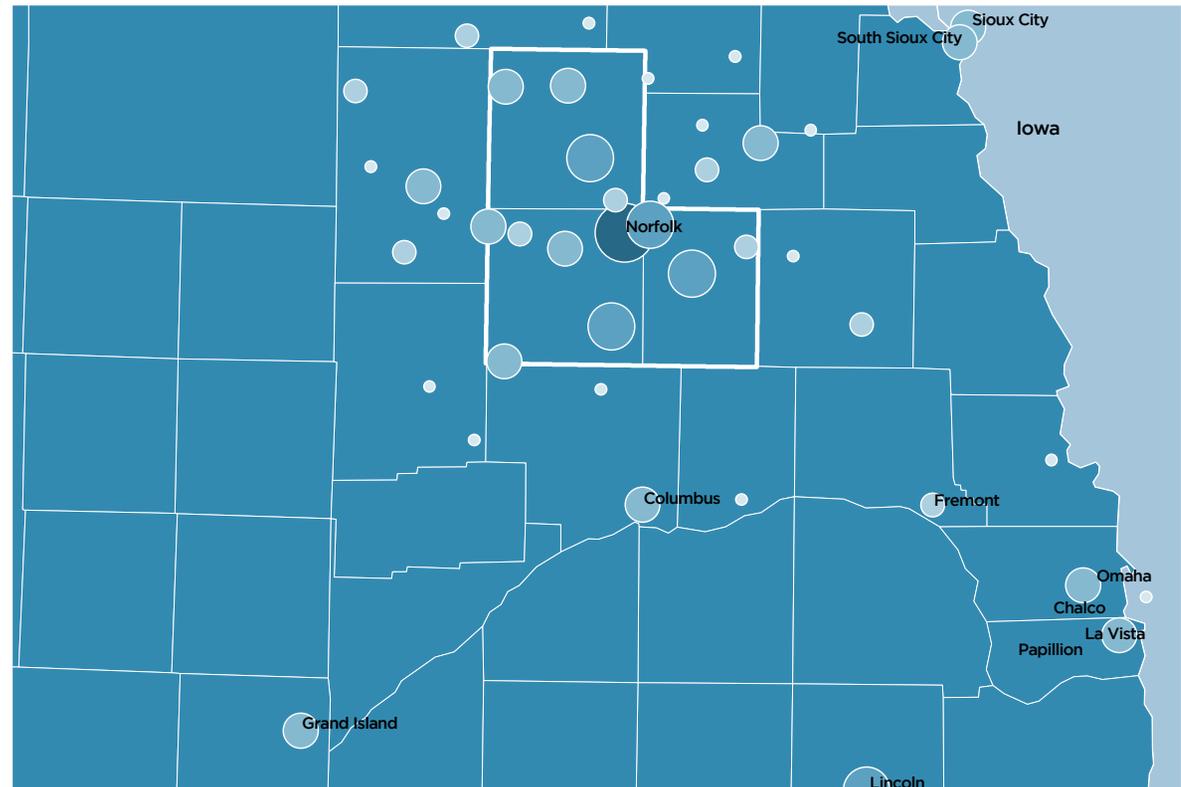
There were 21,315 primary jobs in the Norfolk MC in 2011. MC residents filled approximately 14,700 or 69% of those jobs, and 31% of the MC workforce commuted from outside of the MC. Approximately 8,300 workers or 38.8% of the MC workforce commuted from Norfolk city. Pierce city residents comprised the next largest portion of the MC workforce at 630 workers or 3%.

The Norfolk MC had a net loss of workers from commuting. Approximately 500 more workers commuted out of the MC than commuted into the MC for work.

HOW TO USE IT

Commuting patterns can be used to define local labor pools and labor market areas. For instance, commuting patterns can indicate whether or not to include an area outside of a large population center in a measure of that center's labor pool. If a large proportion of the outside area's population commutes to the larger population center for work, then it could be appropriate to include that region as part of the larger area's labor pool. If very few residents from an outside area commute to that larger population center, then it may not be appropriate to include that region in a measure of the larger area's labor pool.

NORFOLK MC IN-COMMUTERS



Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics, OnTheMap, released 2013

LEGEND

NUMBER OF IN-COMMUTERS

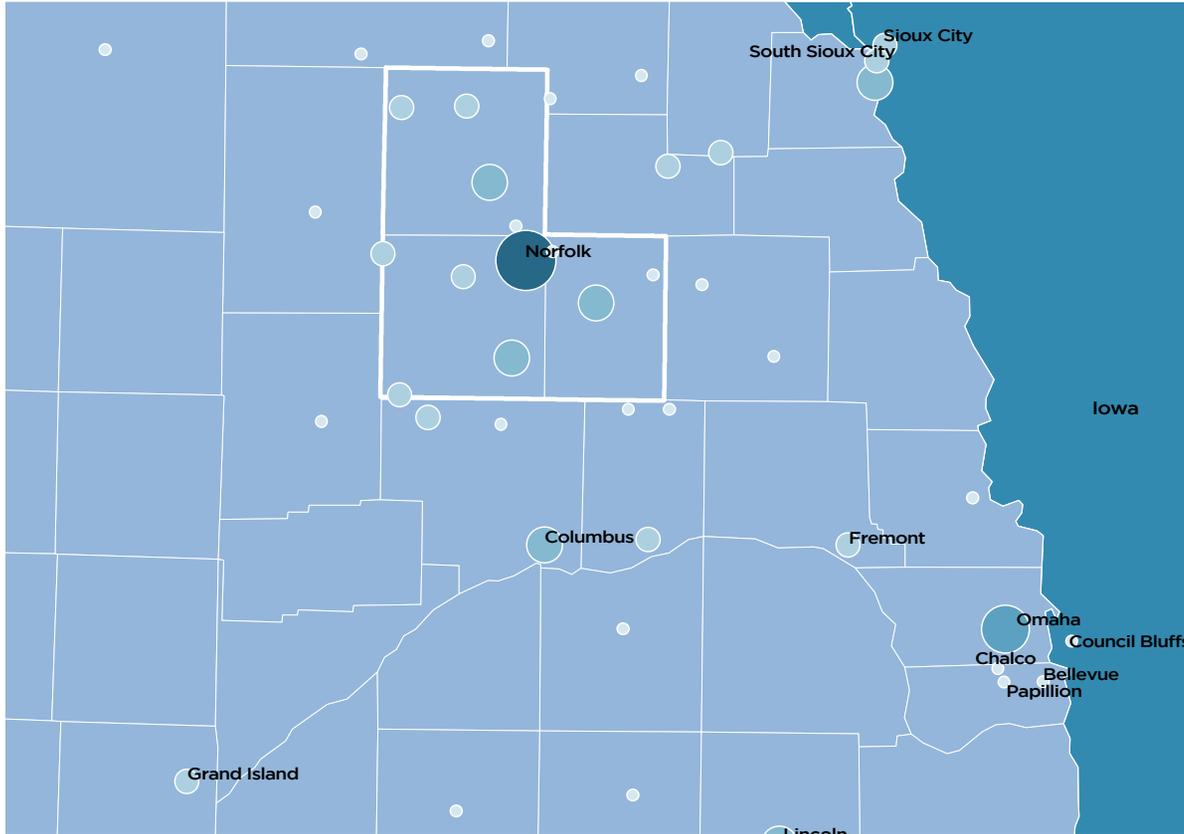


WHERE TO FIND IT

The Longitudinal Employment-Household Dynamics program from the US Census provides commuting data at lehd.ces.census.gov. Under Applications, select OnTheMap.

COMMUTING PATTERNS, 2011

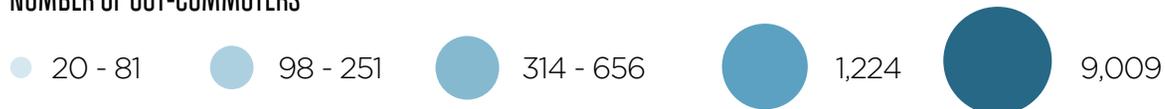
NORFOLK MC OUT-COMMUTERS



Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics, OnTheMap, released 2013

LEGEND

NUMBER OF OUT-COMMUTERS



WHERE TO FIND IT

The Longitudinal Employment-Household Dynamics program from the US Census provides commuting data at lehd.ces.census.gov. Under Applications, select OnTheMap.

Out-commuters refers to Norfolk MC residents who commute out of the MC for work. The map to the left shows areas where MC residents commuted for their primary jobs in 2011.

There were 21,820 MC residents with primary jobs in 2011. Approximately 14,700 or 67.4% of these residents commuted within the MC for work, and 32.6% of MC residents left the MC for work. Approximately 9,000 workers or 41.3% of the MC working population worked in Norfolk city, and approximately 1,200 or 5.6% worked in Omaha city.

The Norfolk MC had more out-commuters and in-commuters in 2011. Approximately 500 more workers commuted out of the MC than commuted into the MC for work.

HOW TO USE IT

Commuting data that compares net in-commuting and out-commuting can indicate whether or not a region has attractive work opportunities. Regions which have more in-commuters than out-commuters may have more work opportunities and higher wages than surrounding areas. In contrast, regions which have a higher proportion of workers leaving that region for work than coming into that region for work may have fewer work opportunities and less appealing wages than surrounding areas.

COMMUTE TIME

2013

The mean travel time of workers in the Norfolk MC was 15.2 minutes in 2013. Thirty-four percent of MC residents commuted less than 10 minutes to work, and another 40% commuted between 10 and 20 minutes. Twenty-six percent of MC residents commuted 20 minutes or more.

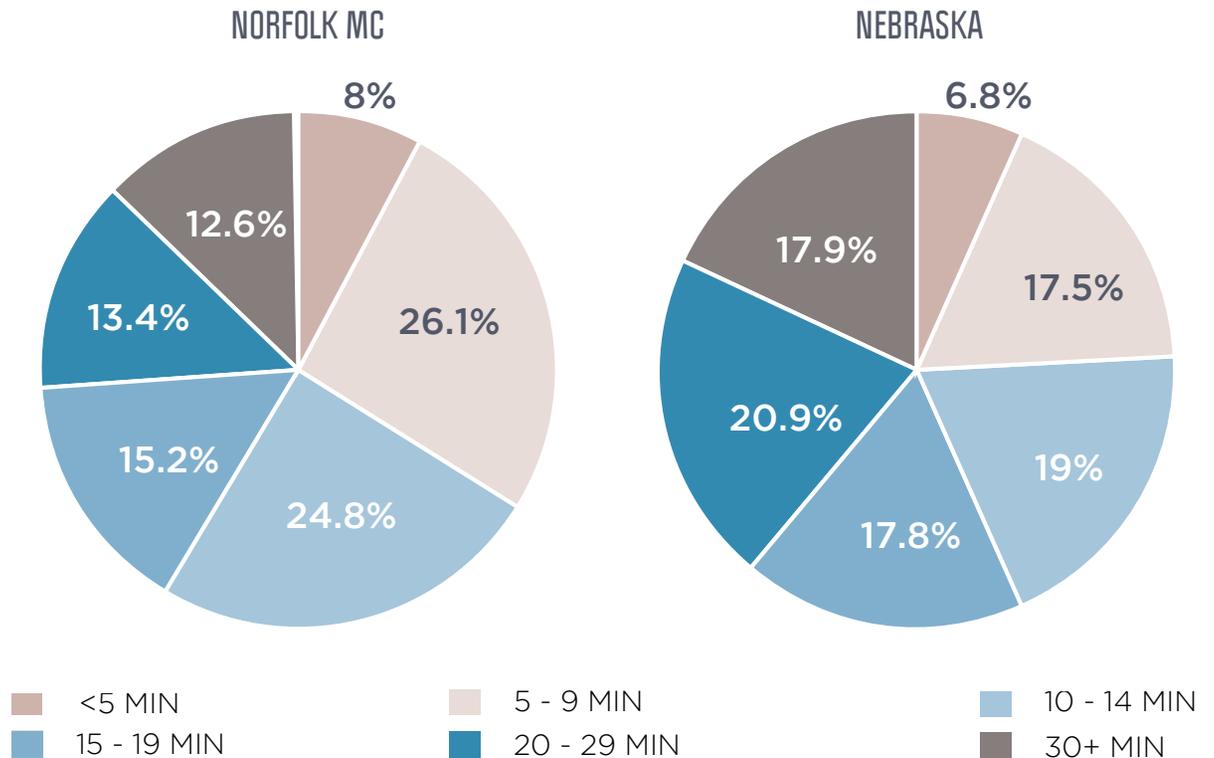
Norfolk MC residents have a higher proportion of short commutes than Nebraskans statewide. MC workers' mean commute of 15.2 minutes was shorter than the statewide average of 18.1 minutes. Additionally, 59% of MC residents commuted less than 15 minutes to work compared to 43.4% of Nebraskans statewide.

HOW TO USE IT

Commuting statistics are one way to estimate how long workers may be willing to travel for work and the geographic regions where businesses could recruit workers. Businesses in regions where a high proportion of workers have longer commutes may be more likely to draw workers from a broader geographic area than businesses in regions where workers have shorter commutes.

WHERE TO FIND IT

American Community Survey data on commuting is available at factfinder.census.gov.



Commute Time	Norfolk MC		Nebraska	
	Population	%	Population	%
<5 minutes	1,873	8%	60,905	6.8%
5 to 9 minutes	6,127	26.1%	156,957	17.5%
10 to 14 minutes	5,836	24.8%	170,352	19.0%
15 to 19 minutes	3,560	15.2%	159,267	17.8%
20 to 29 minutes	3,152	13.4%	187,161	20.9%
30+ minutes	2,949	12.6%	160,098	17.9%
Total	23,497	100.0%	894,740	100.0%

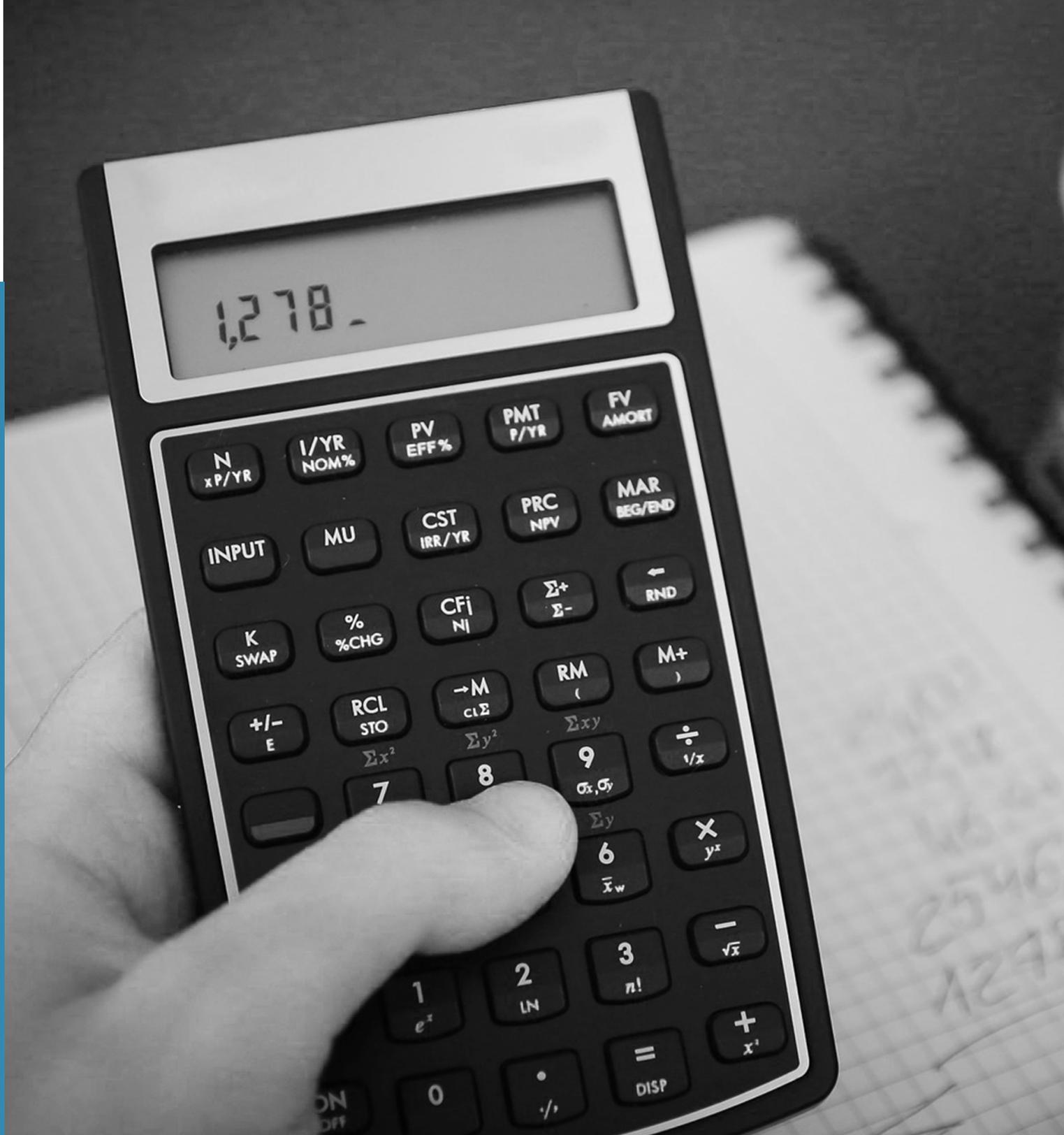
Source: US Census Bureau, 2013 American Community Survey 5-year estimates, released 2014

WAGES & COMPENSATION

NORFOLK MC

1,278.

- EARNINGS
- MEDIAN EARNINGS BY EDUCATIONAL ATTAINMENT
- INDUSTRY EARNINGS BY GENDER
- WAGES BY OCCUPATIONAL GROUPS
- TOTAL COMPENSATION
- HOUSEHOLD MEDIAN INCOME BY COUNTY
- BENEFITS
- POVERTY RATE BY COUNTY
- INFLATION



EARNINGS

2013

Over 29% of Norfolk MC residents age 16 and over earned less than \$15,000 a year in 2013, and around 16%-17% earned \$15,000-\$25,000, \$25,000-\$35,000, and \$35,000-\$50,000 respectively. Over 20% of the MC population earned more than \$50,000 as 13.1% of MC residents earned \$50,000-\$75,000 and 7.2% earned \$75,000 or more annually.

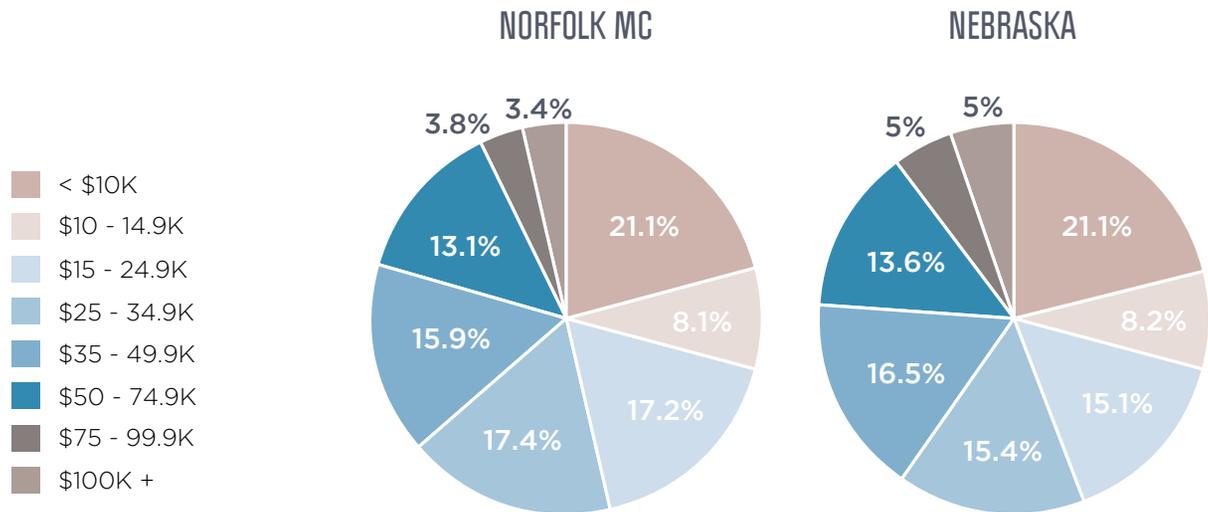
The Norfolk MC has a slightly lower proportion of very high earners (workers who earned \$75,000 or more annually) than the state. Just over 7% of MC residents earned \$75,000 or more annually, compared to 10.1% statewide.

HOW TO USE IT

The earnings in a region should be viewed along with the relative cost of living. Although a region may have a higher percentage of lower income earners, the earnings in that region may be able to buy a better quality of life than in other regions due to low cost of living. For instance, according to the CNN Money's cost of living calculator, a salary of \$25,000 in Omaha, Nebraska would be the equivalent to a higher salary of \$27,468 in Hastings, NE; \$30,419 in Denver, CO; and \$40,068 in Washington, DC.

WHERE TO FIND IT

American Community Survey data on population earnings is available at factfinder.census.gov. CNN Money's cost of living calculator is available at <http://money.cnn.com/calculator/pf/cost-of-living/>.



	Norfolk MC		Nebraska	
	Total	%	Total	%
<\$10,000	5,896	21.1%	224,864	21.1%
\$10,000-\$15,000	2,252	8.1%	86,880	8.2%
\$15,000-\$25,000	4,788	17.2%	161,065	15.1%
\$25,000-\$35,000	4,849	17.4%	164,474	15.4%
\$35,000-\$50,000	4,428	15.9%	176,058	16.5%
\$50,000-\$75,000	3,652	13.1%	145,021	13.6%
\$75,000-\$100,000	1,066	3.8%	53,815	5%
>\$100,000	953	3.4%	53,564	5%
Total	27,884	100.0%	1,065,741	100.0%

Note: Population age 16 and older.

Source: US Census Bureau, 2013 American Community Survey 5-year estimates, released 2014

MEDIAN EARNINGS

BY EDUCATIONAL ATTAINMENT, 2013

	Male	Female	Difference	Norfolk MC Total	Nebraska Total
Population 25 years and over with earnings	\$38,506	\$23,632	\$14,874	\$30,643	\$33,359
Less than high school graduate	\$27,152	\$20,906	\$6,246	\$23,984	\$21,832
High school graduate (includes equivalency)	\$32,561	\$19,649	\$12,912	\$26,712	\$27,017
Some college or associate degree	\$41,477	\$22,862	\$18,615	\$30,687	\$31,502
Bachelor's degree	\$47,674	\$33,152	\$14,522	\$38,974	\$43,490
Graduate or professional degree	\$66,964	\$55,270	\$11,694	\$58,004	\$57,076

Median earnings increase dramatically with higher levels of educational attainment. The median earnings of Norfolk MC residents with a high school degree was approximately \$27,000 in 2013. Median earnings increase to approximately \$39,000 for residents with bachelor's degrees, and approximately \$58,000 for residents with graduate or professional degrees.

The largest difference between MC and statewide earnings was at the bachelor's degree level, where statewide earnings were 11.6% higher than MC earnings. Statewide earnings were also 8.9% higher than MC earnings overall.

HOW TO USE IT

Data on median wages by educational attainment can be used to show the benefits of a post-secondary education. Students can use median wage information to make decisions that will put them on track to earn their desired wages. Educational earnings data, along with occupational and industry wage data, can also help workers gauge how their current wages compare to workers with similar characteristics.

WHERE TO FIND IT

American Community Survey data on earnings by educational attainment is available at factfinder.census.gov.

Source: US Census Bureau, 2013 American Community Survey 5-year estimates, released 2014

INDUSTRY EARNINGS

BY GENDER, 2013

In 2013, the highest paying industry for men in the Norfolk MC was management of companies and enterprises with an average annual wage of approximately \$85,000. The highest paying industry for women was utilities with an average annual wage of approximately \$47,000.

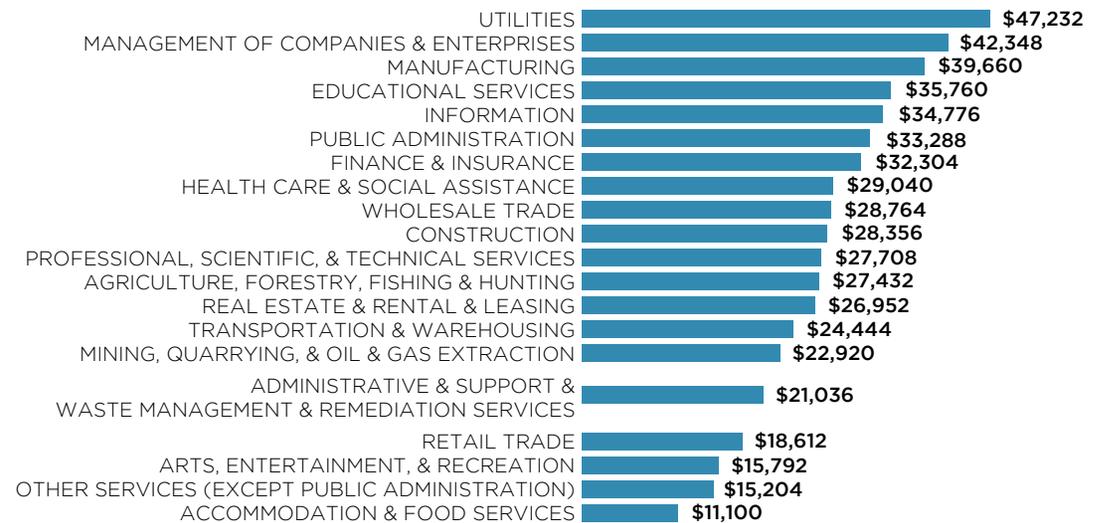
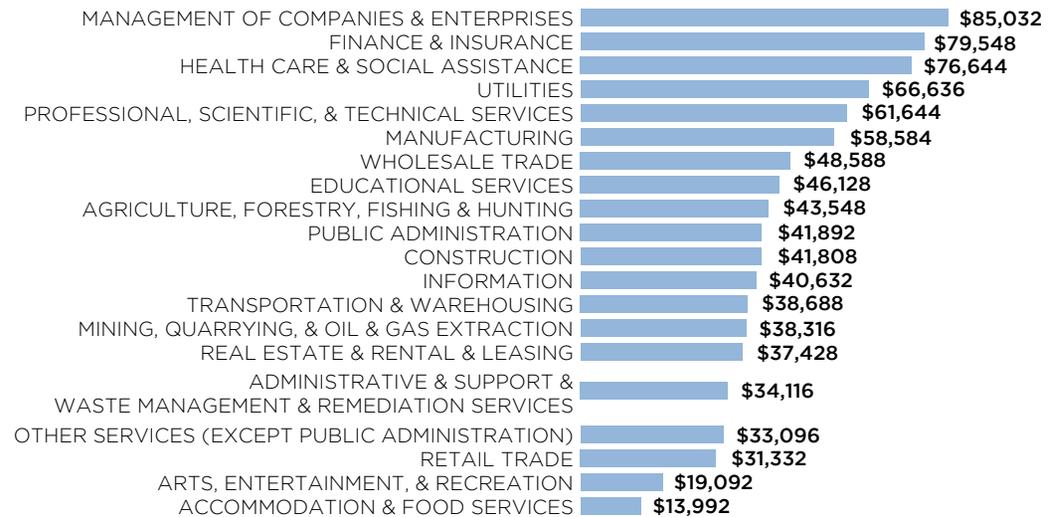
The accommodation and food services industry had the lowest wages for both men and women. Average annual wages in the accommodation and food services industry were approximately \$14,000 for men and \$11,000 for women.

HOW TO USE IT

Data on industry earnings by gender provides a way to identify how high and low paying industries can vary by gender. Prospective job seekers and students may be interested in industry earnings by gender as it can provide a more precise estimate of an industry's typical wages.

WHERE TO FIND IT

The Longitudinal Employment-Household Dynamics program from the US Census provides data on earnings by industry and gender at lehd.ces.census.gov. Under Applications, select QWI Explorer.



■ MALE ■ FEMALE

Note: QWI Explorer provides monthly earnings data. Annual earnings were calculated by multiplying monthly earnings by 12.

Source: US Census Bureau, Longitudinal Employer-Household Dynamics, QWI Explorer, released 2014

4TH QUARTER WAGES, 2014

BY OCCUPATIONAL GROUPS

Occupational Group	Hourly Wages			Annual Median	
	Median	Entry	Experienced	Norfolk MC	Nebraska
Total all occupations	\$14.18	\$9.29	\$21.67	\$29,494	\$32,470
Management	\$37.99	\$23.45	\$55.20	\$79,018	\$86,019
Business & Financial Operations	\$26.70	\$17.85	\$35.24	\$55,527	\$58,513
Computer & Mathematical	\$23.38	\$17.09	\$29.84	\$48,633	\$69,491
Architecture & Engineering	\$29.85	\$18.11	\$35.67	\$62,092	\$64,738
Life, Physical, & Social Science	\$17.11	\$8.41	\$29.23	\$35,596	\$54,045
Community & Social Services	\$13.96	\$9.94	\$18.30	\$29,030	\$33,346
Legal	\$20.92	\$13.51	\$26.03	\$43,515	\$58,882
Education, Training, & Library	\$19.87	\$11.21	\$25.20	\$41,329	\$43,327
Arts, Design, Entertainment, Sports, & Media	\$9.70	\$8.42	\$15.03	\$20,181	\$36,849
Healthcare Practitioners & Technical	\$22.60	\$15.08	\$40.22	\$47,012	\$54,335
Healthcare Support	\$11.91	\$10.20	\$13.99	\$24,770	\$26,381
Protective Service	\$23.21	\$15.09	\$27.87	\$48,272	\$37,146
Food Preparation & Serving-Related	\$9.17	\$8.30	\$10.29	\$19,061	\$18,851
Building & Grounds Cleaning & Maintenance	\$9.96	\$8.27	\$12.12	\$20,718	\$22,385
Personal Care & Service	\$9.52	\$8.35	\$11.81	\$19,810	\$20,757
Sales & Related	\$11.73	\$8.49	\$19.55	\$24,398	\$24,892
Office & Administrative Support	\$13.24	\$9.49	\$16.30	\$27,538	\$29,694
Farming, Fishing, & Forestry	\$16.85	\$13.64	\$19.12	\$35,038	\$28,433
Construction & Extraction	\$15.29	\$11.94	\$18.57	\$31,803	\$36,184
Installation, Maintenance, & Repair	\$17.59	\$11.98	\$22.07	\$36,600	\$39,186
Production	\$14.37	\$10.99	\$17.85	\$29,894	\$31,116
Transportation & Material Moving	\$13.52	\$9.44	\$18.24	\$28,120	\$30,290

Source: Nebraska Department of Labor, Occupational Employment Statistics, released 2015

The table to the left gives the entry, median, and experienced wages for all major occupational groups in the Norfolk MC for the fourth quarter of 2014. Median MC wages were lower than median statewide wages in 19 of 22 major occupational groups. The largest difference between MC and statewide wages was in Arts, Design, Entertainment, Sports, and Media Occupations, where state wages were 82.6% higher than MC wages.

HOW TO USE IT

Occupational wage data provides a convenient means to identify typical wages by occupations and occupational groups. Employers can use occupational wage data to offer employee wages that are competitive with other wages in the region. Workers can also use occupational wage data to gauge how their wages compare to other workers in similar occupations and with similar levels of experience. Additionally, students can use wage data to pick occupational paths that are most likely to meet their earnings requirements.

WHERE TO FIND IT

Occupational employment data is available at networks.nebraska.gov. Under Labor Market Information, select Employment and Wage Data.

TOTAL COMPENSATION

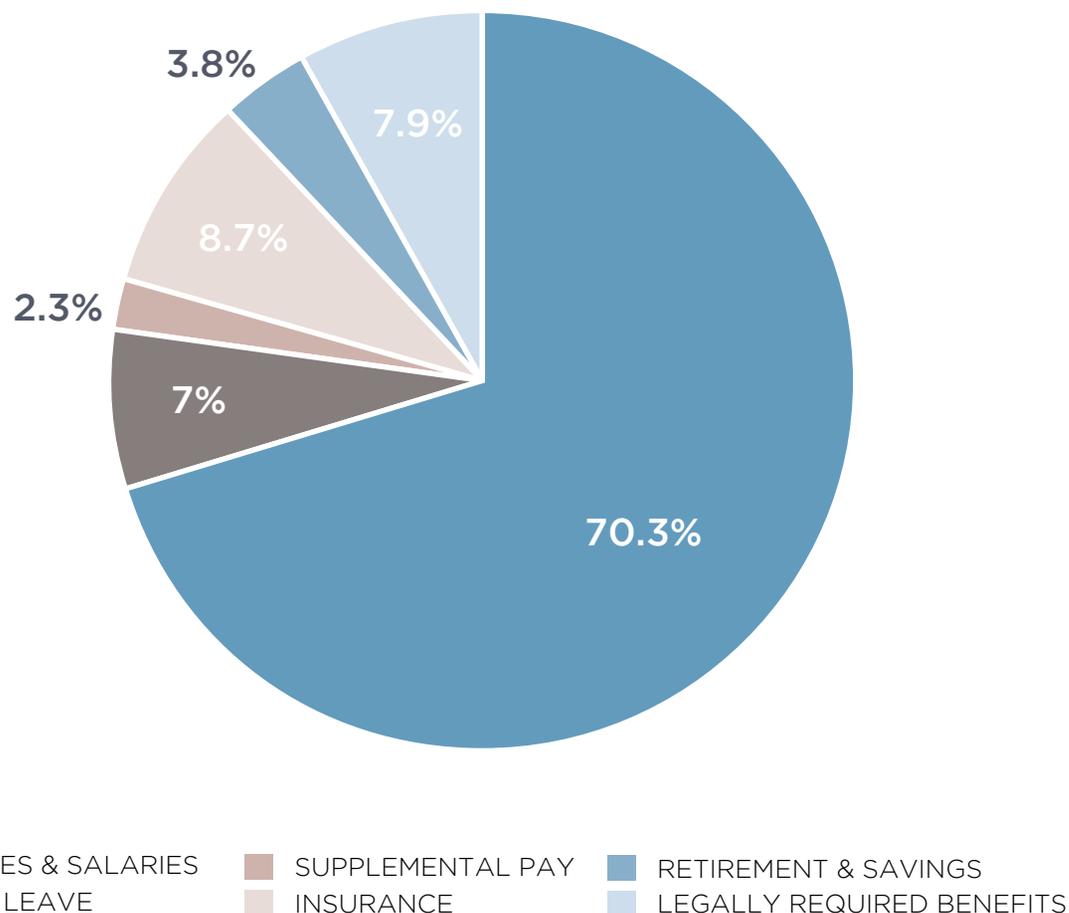
Employee compensation cost is greater than the sum of employee wages. Non-wage/salary employee compensation includes paid leave, insurance, retirement, social security and Medicaid, and more. The chart on the right breaks down total employee compensation cost for private industry workers in the West North Central Division (North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, and Missouri).

About 70% of employee compensation cost was wages and salaries in December 2014. Insurance was the second largest compensation cost at 8.7%, following by legally-required benefits (e.g. social security and Medicare, worker's compensation) at 7.9%, and paid leave at 7%. Retirement and savings accounted for 3.8% of employee compensation costs, and supplemental pay (e.g. overtime, bonuses) accounted for 2.3%.

HOW TO USE IT

Total compensation data provides a more accurate estimate of employee compensation cost than wage/salary cost alone. Estimates of employee compensation cost through wages/salaries alone would greatly underestimate total employee compensation cost. Businesses can use total compensation data to estimate employment costs and compare their employee compensation costs with the regional average.

WEST NORTH CENTRAL REGION, DECEMBER 2014



Source: Bureau of Labor Statistics, National Compensation Survey, released 2015

WHERE TO FIND IT

Compensation data from the National Compensation Survey is available at www.bls.gov/ncs/.

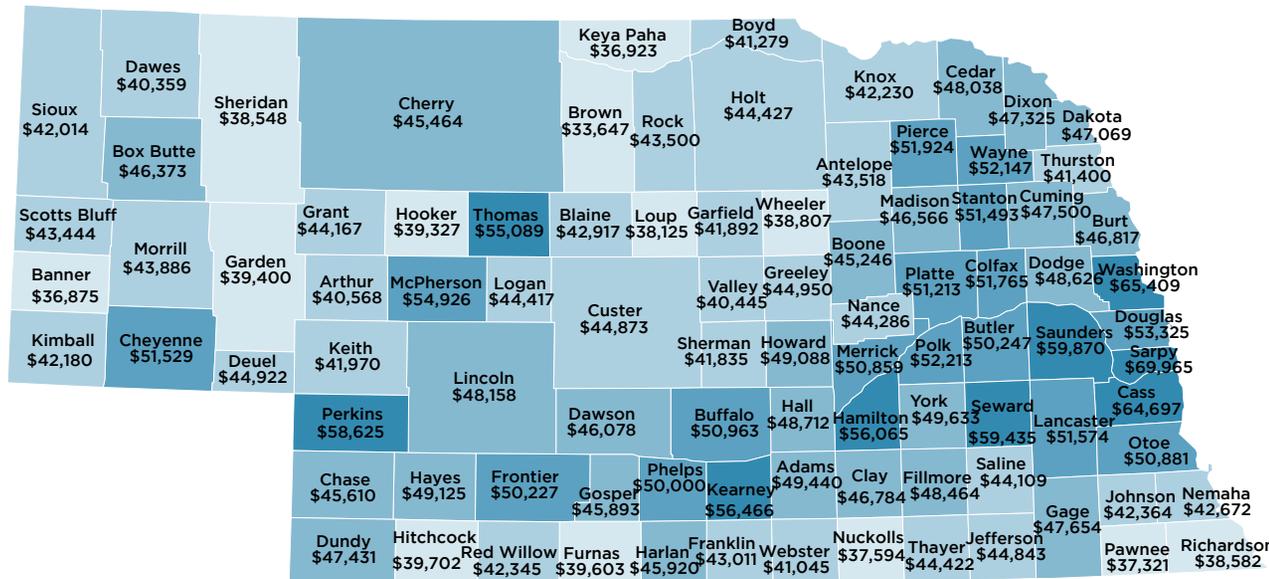
HOUSEHOLD INCOME

MEDIAN BY COUNTY, 2013

The Norfolk MC's median household income was \$48,646 in 2013. The median household income in Nebraska was \$51,672 in 2013, slightly lower than the national median household income of \$53,046.

Counties with higher median household incomes tended to be concentrated near the state's largest population centers. A majority of the counties with median household incomes in the highest income category of \$55,000 or more were located in the Omaha, Lincoln, or Grand Island MSAs.

Sarpy County in Omaha had the highest median household income of just under \$70,000. Brown County had the lowest median household income of under \$34,000.



Source: US Census Bureau, 2013 American Community Survey 5-year estimates, released 2014

LEGEND

MEDIAN HOUSEHOLD INCOME



WHERE TO FIND IT

American Community Survey data on median household income is available at factfinder.census.gov.

HOW TO USE IT

Household income estimates are widely used by public and private sectors to track income characteristics for economic and business planning. While earnings data provides an estimate of the income generated by a single individual, household income provides an estimate of the combined earnings of a household. Households may differ from families. The American Community Survey from the US Census defines households as all people, related or not, living within the same housing unit, while it defines families as a householder living with one or more relatives in a housing unit.

The chart on the right gives the rate at which private industry employers and state and local governments offer employee benefits in the West North Central geographic region (North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, and Missouri) in March 2014.

With the exception of paid vacation and holidays, state and local governments tended to offer employee benefits at a higher rate than private industry employers. Retirement and sick leave were the most commonly offered benefits in the government sector at 90%-91%. Eighty-five percent of state and local government employers offered medical benefits, and 78% offered life insurance benefits. Paid vacation and paid holidays were the least commonly offered at 58% and 69% respectively.

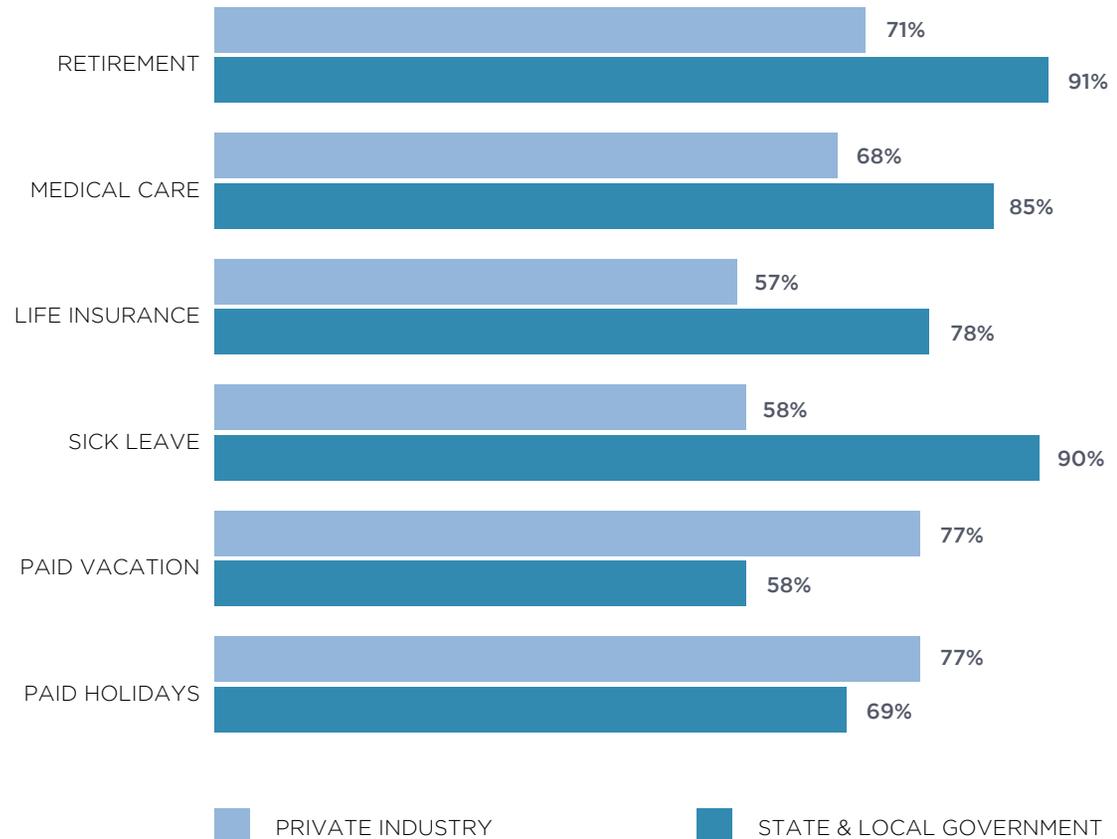
The most commonly-offered benefits by private industry employers were paid vacation and paid holidays at 77%. Seventy-one percent of private industry employers offered retirement benefits, and 68% offered medical care. Life insurance and sick leave were the least commonly offered at 57%-58%.

WHERE TO FIND IT

Benefits data is available at www.bls.gov. Under subjects, select Benefits.

Source: Bureau of Labor Statistics, Employee Benefits Survey, released 2014.

EMPLOYERS OFFERING BENEFITS, WEST NORTH CENTRAL DIVISION, MARCH 2014



HOW TO USE IT

Employers can use benefits data to gauge the benefits that other regional employers offer. Businesses that are interested in attracting and retaining labor may alter their benefit packages in order to compete with other regional employers. For workers interested in retirement, medical, sick leave, and other benefits, benefits data can highlight where each benefit is most likely to be offered. Jobs in state and local government agencies may be more likely to provide certain benefits than jobs in the private sector.

The Consumer Price Index (CPI) is a measure of inflation that tracks change in prices for goods and services over time. The Bureau of Labor Statistics calculates CPI based on prices paid by urban consumers.

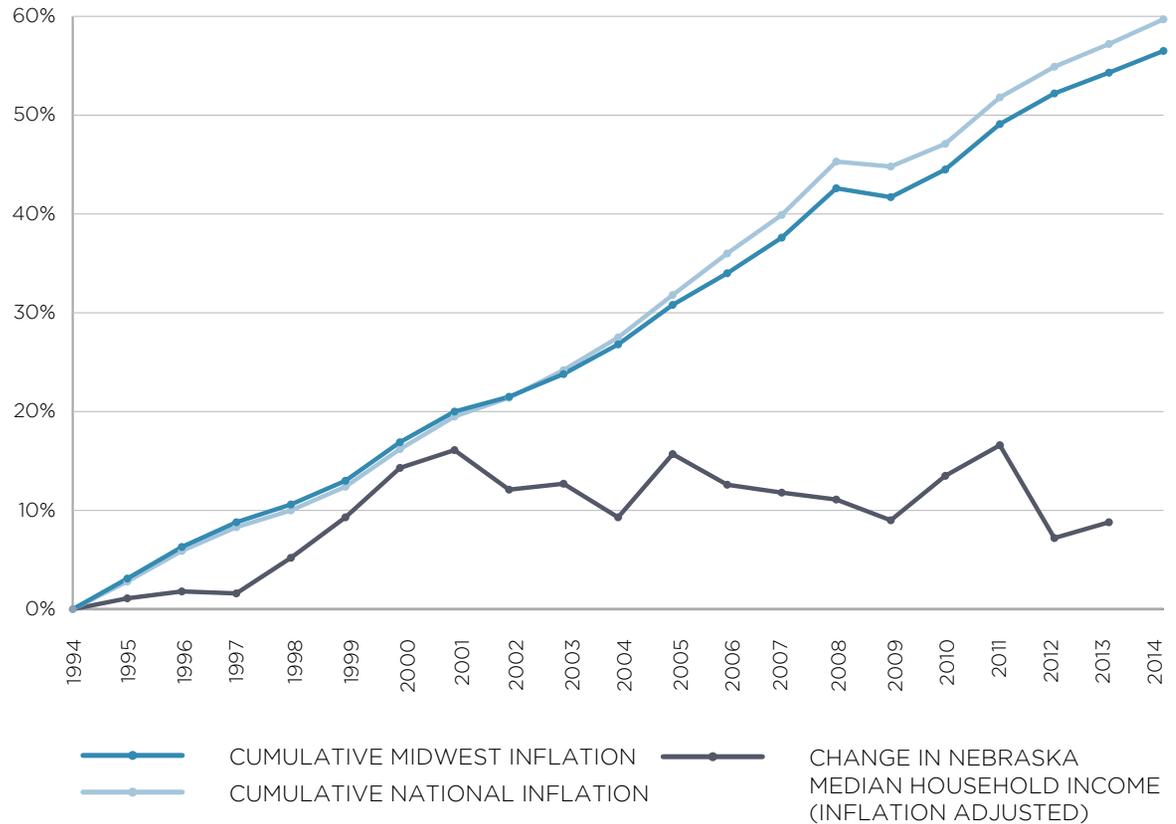
The blue lines of the graph to the right present the price inflation of goods and services since 1994 using CPI data. From 1994-2014, the price of goods and services increased by 56.5% in the Midwest and by 59.7% nationally.

The darkest line on the graph gives the change in Nebraska's inflation-adjusted median household income over the same period. Because the line is positive, the 'real value' (inflation-adjusted value) of median household income has increased since 1994. From 1994-2001, the real value of income steadily increased and has fluctuated since then.

HOW TO USE IT

The inflation rate gives insight into how prices have changed overtime. Inflation data is especially useful in conjunction with earnings data, as it can show if earnings have more or less buying power than in the past. If earnings fail to increase at or above the rate of inflation, then earnings have decreased in real value as they have less buying power than in the past. If earnings increase faster than the rate of inflation, then the 'real value' of earnings has increased as earnings can purchase more goods and services than in the past.

CUMULATIVE INFLATION & INFLATION-ADJUSTED MEDIAN HOUSEHOLD INCOME



Sources: Bureau of Labor Statistics, Consumer Price Index, released 2015
 US Census Bureau, Current Population Survey, Annual Social and Economic Supplements, released 2014

WHERE TO FIND IT

Information and data on the Consumer Price Index is available at www.bls.gov/cpi. State median household income and inflation-adjusted median household income data is available at www.census.gov. Under Topics, select Income and Poverty, then select Income.

OCCUPATION, INDUSTRY & BUSINESS REVIEW

NORFOLK MC

OCCUPATION

EMPLOYMENT BY OCCUPATION
MOST COMMON OCCUPATIONS

INDUSTRY

EMPLOYMENT BY INDUSTRY
LOCATION QUOTIENTS
GENDER DISTRIBUTION
UNIONIZATION

BUSINESS

LOCAL EMPLOYMENT DYNAMICS,
QUARTERLY WORKFORCE INDICATORS
BUSINESS EMPLOYMENT DYNAMICS,
JOB GAINS & LOSSES
BUSINESS EMPLOYMENT DYNAMICS,
EXPANSIONS & CONTRACTIONS



EMPLOYMENT

BY OCCUPATION

In 2013, the largest occupational groups in the Norfolk MC were office and administrative support occupations with an estimate employment of 3,370, and production occupations with an estimated employment of 3,290.

There was an overall decrease of 660 jobs (2.5%) in the Norfolk MC from 2012 to 2013. Food preparation and serving-related occupations had the largest increase at 380 jobs, followed by construction and extraction occupations at 130. Office and administrative support occupations and production occupations had the largest declines at 430 jobs each.

HOW TO USE IT

Occupational employment data can identify common occupations and areas of occupational growth and decline. Workers and students can use this information to pursue occupations with high occupational growth and wage potential.

WHERE TO FIND IT

Occupational employment data is available at networks.nebraska.gov. Under Labor Market Information, select Employment and Wage Data.

Occupational Group	2012 Employment	2013 Employment	Change
Total all occupations	26,370	25,710	-660
Management	600	570	-30
Business & Financial Operations	730	660	-70
Computer & Mathematical	130	100	-30
Architecture & Engineering	150	160	10
Life, Physical, & Social Science	70	N/A	N/A
Community & Social Services	480	560	80
Legal	120	140	20
Education, Training, & Library	1,940	2,020	80
Arts, Design, Entertainment, Sports, & Media	230	200	-30
Healthcare Practitioners & Technical	1,860	1,910	50
Healthcare Support	880	820	-60
Protective Service	200	140	-60
Food Preparation & Serving-Related	2,050	2,430	380
Building & Grounds Cleaning & Maintenance	710	620	-90
Personal Care & Service	500	590	90
Sales & Related	3,110	2,950	-160
Office & Administrative Support	3,800	3,370	-430
Farming, Fishing, & Forestry	70	N/A	N/A
Construction & Extraction	900	1,030	130
Installation, Maintenance, & Repair	1,530	1,500	-30
Production	3,720	3,290	-430
Transportation & Material Moving	2,610	2,430	-180

MOST COMMON OCCUPATIONS

Occupation	May 2013	4 th Quarter, 2014	
	Estimated Employment	Hourly Median Wage	Annual Median Wage
Cashiers	950	\$9.14	\$19,012
Retail Salespersons	810	\$10.98	\$22,850
Heavy & Tractor-Trailer Truck Drivers	740	\$20.31	\$42,227
Laborers & Freight, Stock, & Material Movers, Hand	690	\$11.69	\$24,318
Combined Food Preparation & Serving Workers, Including Fast Food	670	\$9.33	\$19,397
Registered Nurses	570	\$26.14	\$54,375
Waiters & Waitresses	530	\$8.84	\$18,381
Nursing Assistants	500	\$11.29	\$23,488
Bookkeeping, Accounting, & Auditing Clerks	430	\$14.04	\$29,203
Secretaries & Administrative Assistants, Except Legal, Medical,	400	\$12.93	\$26,897
Janitors & Cleaners, Except Maids & Housekeeping Cleaners	380	\$9.66	\$20,097
Licensed Practical & Licensed Vocational Nurses	370	\$17.62	\$36,653
Sales Representatives, Wholesale & Manufacturing, Except Technical & Scientific Products	370	\$25.01	\$52,014
First-Line Supervisors of Retail Sales Workers	350	\$19.06	\$39,647
Office Clerks, General	340	\$11.11	\$23,117
Stock Clerks & Order Fillers	330	\$9.66	\$20,101
Teacher Assistants	300	N/A	\$22,546
Maintenance & Repair Workers, General	270	\$15.02	\$31,242
Plumbers, Pipefitters, & Steamfitters	250	\$17.92	\$37,281
First-Line Supervisors of Food Preparation & Serving Workers	230	\$13.05	\$27,139

The table to the left lists the most common occupations in Norfolk MC in 2013 and their hourly median wages during the 4th quarter of 2014. The most common occupation in the Norfolk MC was cashiers. The estimated employment of cashiers was 950, and the hourly median wage was \$9.14. The highest paying common occupation in the MC was registered nurses with an hourly median wage of \$26.14. The lowest paying common occupation was waiters and waitresses with an hourly median wage of \$8.84.

HOW TO USE IT

Occupational employment data provides an easy way to identify common occupations and the expected wages for those occupations. Employers can use this data to set wages competitively with other regional wages in order to recruit workers. Students who are interested in pursuing common occupations can also use occupational wage data to gauge whether the expected wages for those occupations will satisfy their earnings requirements.

WHERE TO FIND IT

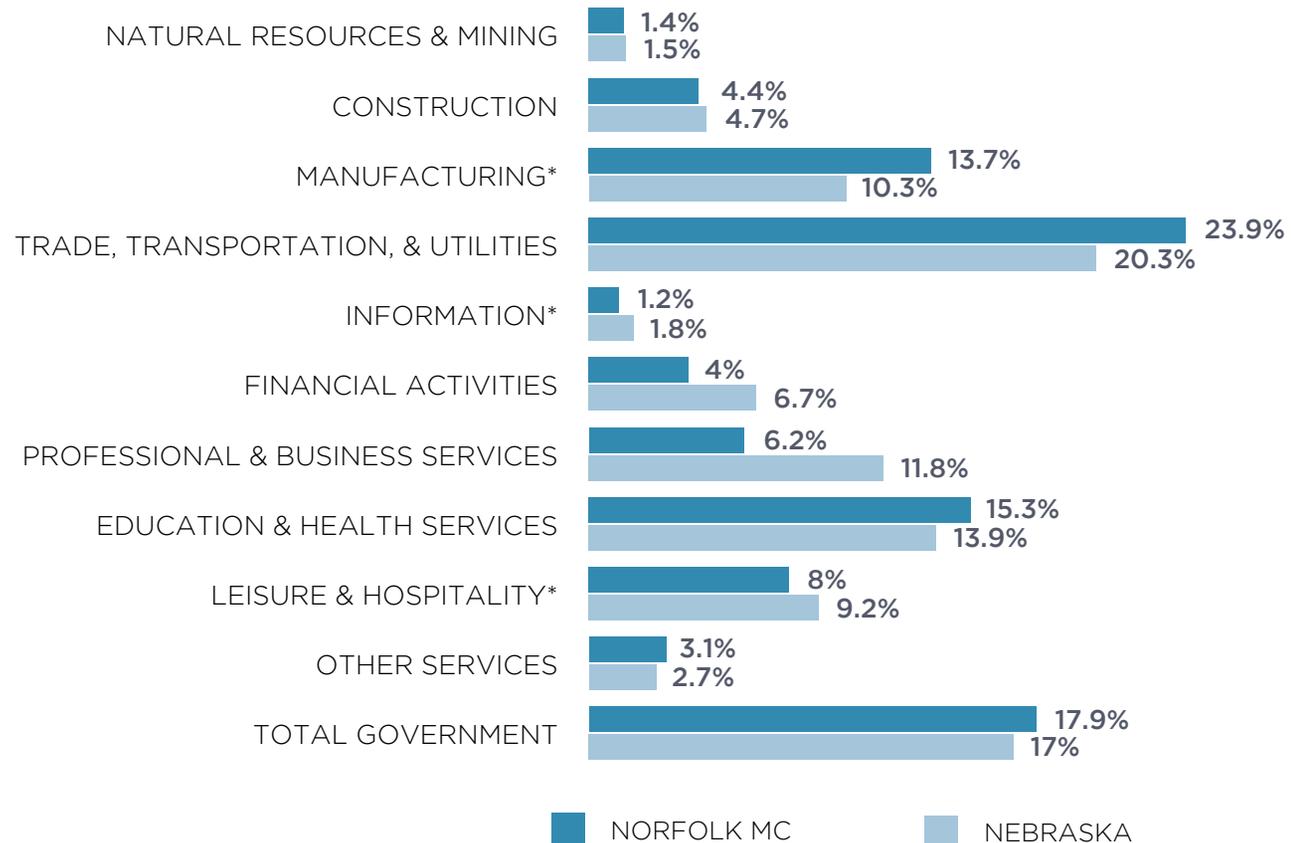
Occupational Employment data is available at networks.nebraska.gov. Under Labor Market Information, select Employment and Wage Data.

EMPLOYMENT

BY INDUSTRY, 2013

The chart on the right gives industry employment as a percent of total employment in the Norfolk MC and Nebraska. Except for total government employment, all industry employment figures are based on private industry employment. In 2013, trade, transportation, and utilities had the highest employment in the MC at 23.9%, followed by total government at 17.9%. A large portion of government employment includes workers in education and health care fields (e.g. public school employees, public health care workers).

The largest difference between MC and statewide industry employment was in the professional and business services industry, where MC employment was 5.6 percentage points lower than statewide employment. MC employment was also over 3 percentage points higher than statewide employment in the trade, transportation, and utilities industry and the manufacturing industry.



* Norfolk MC data excludes Stanton County.

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, released 2014

WHERE TO FIND IT

Industry employment data is available at networks.nebraska.gov. Under Labor Market Information, select Employment and Wage Data.

HOW TO USE IT

Industry employment can be used to identify industries that are critical to a region's economy. A region's critical industries may account for a large portion of its economic output as well as its employment. Economic developers may be interested in industry concentration and employment when considering a region's potential for economic expansion. Industry employment can also signal to businesses whether or not a region has the infrastructure necessary to support their expansion.

LOCATION QUOTIENTS

Industry	2013
Natural Resources and Mining	0.90
Construction	0.95
Manufacturing	N/A
Trade, Transportation, and Utilities	1.17
Information	N/A
Financial Activities	0.60
Professional and Business Services	0.52
Education and Health Services	1.14
Leisure and Hospitality	N/A
Other Services	1.14

Note: Location Quotients were calculated by dividing the MC's industry employment ratio (industry employment as a percent of total employment) by the state's industry employment ratio.

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, released 2014

WHERE TO FIND IT

The Bureau of Labor Statistics provides a calculator for location quotients. Go to www.bls.gov. Under Data Tools, select Calculators, then select Location Quotient Calculator.

Location quotients provide a way to compare industry employment in the Norfolk MC to the state. A location quotient greater than 1.2 indicates a higher percentage of industry employment in the MC than the state. A location quotient of .8-1.2 indicates comparable employment between the MC and the state, and a location quotient less than .8 indicates a lower percentage of industry employment in the MC than the state.

Of industries where location quotients are available, trade, transportation, and utilities had the highest location quotient of 1.17. Professional and business services had the lowest location quotient of .52, followed by financial activities at .60.

HOW TO USE IT

Along with industry employment data, location quotients can help identify industries that drive a region's economy. Industries with high location quotients and a large proportion of employment are likely to contribute heavily to a region's economic activity. Location quotients can also help identify industries that are likely to export goods and services to other regions. Industries with high location quotients likely export goods and services to other regions and draw in revenue, while industries with low location quotients are more likely to primarily support in-region consumers.

GENDER DISTRIBUTION

BY INDUSTRY, 2013

In the Norfolk MC, mining, quarrying, and oil and gas extraction had the highest concentration of male employees at 89.2% in 2013. The construction industry and the agriculture, forestry, fishing, and hunting industry also had high concentrations of male employees at 84.8% and 82.6% respectively.

Health care and social assistance had the highest concentration of female employees at 84.1%, followed by educational services at 72.3% and finance and insurance at 69.5%.

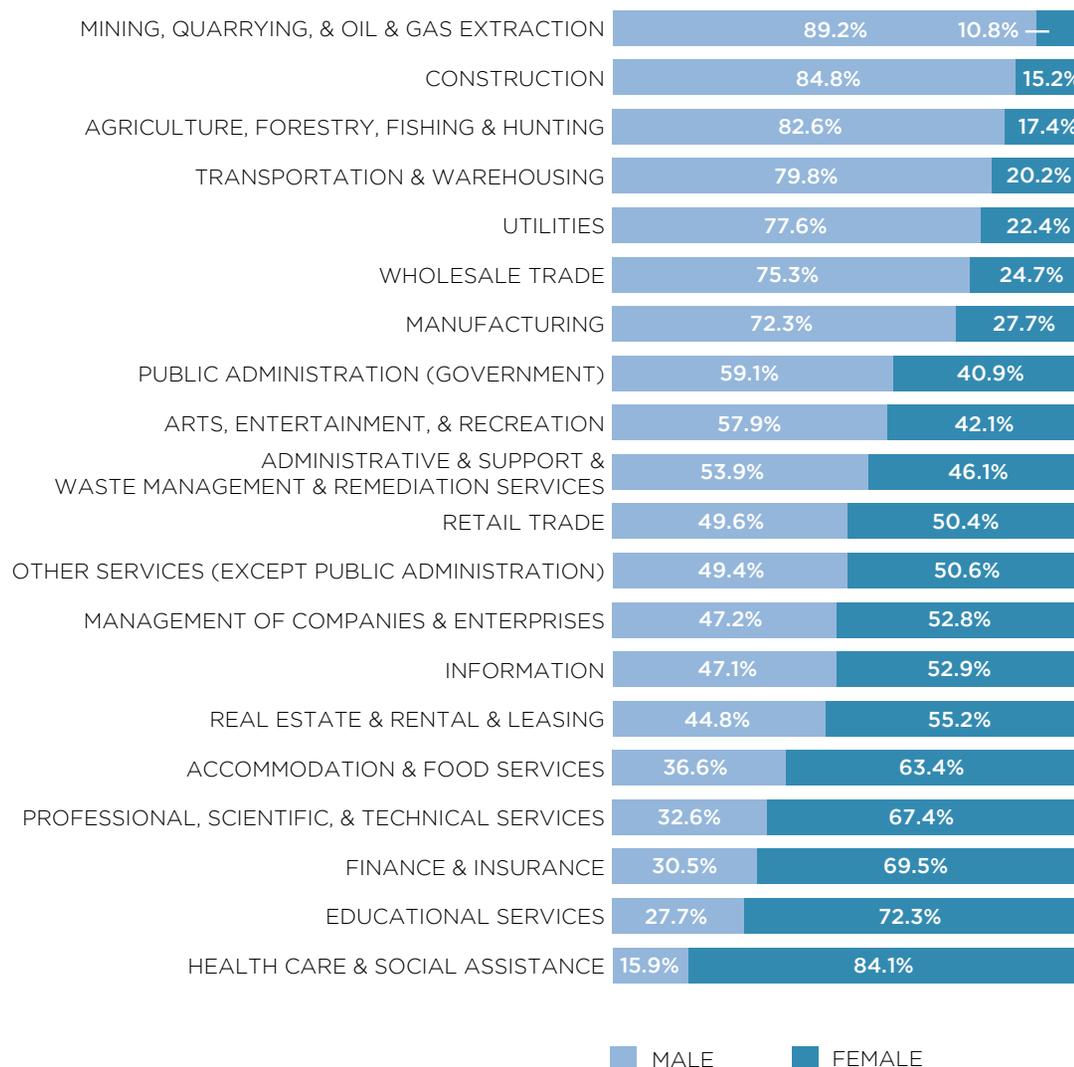
The gender distribution in the retail trade industry was the most balanced at around a 50-50 split.

HOW TO USE IT

Industry gender distribution data can highlight industries that may want to recruit more male or female employees. Schools and training programs may also use industry gender distribution data to train and direct students to enter nontraditional industries that may want to recruit them.

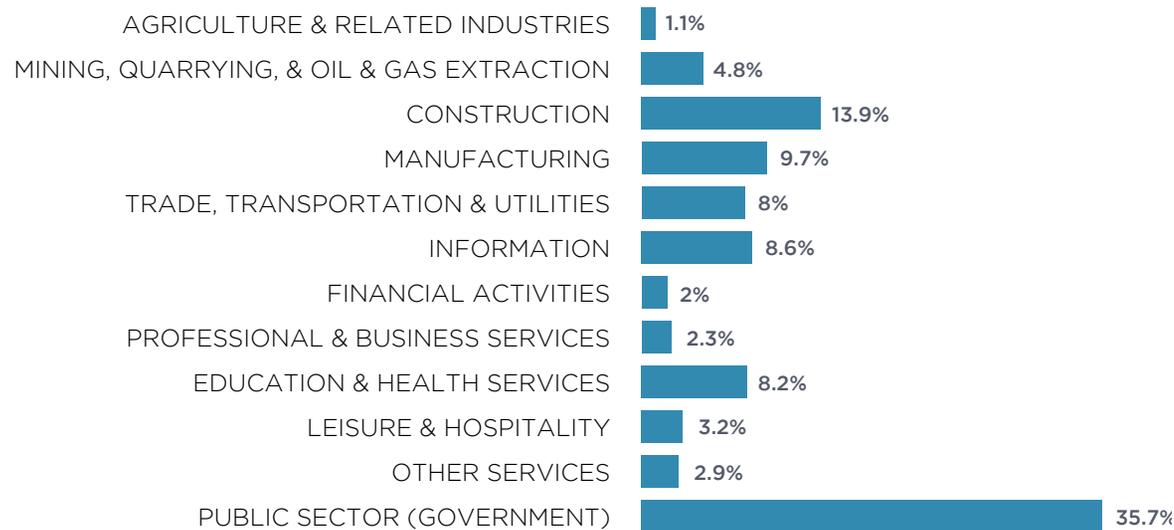
WHERE TO FIND IT

The Longitudinal Employment-Household Dynamics program from the US Census provides data on employee gender by industry at lehd.ces.census.gov. Under Applications, select QWI Explorer.



UNIONIZATION

NATIONAL UNIONIZATION RATES BY INDUSTRY, 2014



Note: Includes employed wage and salary workers age 16 and over.

Nebraska	2004	2014
Total Employed	831,000	877,000
Total Union Members	69,000	64,000
Percent Union Members	8.3%	7.3%
Total Represented by Unions	83,000	79,000
Percent Represented by Unions	10%	9%

HOW TO USE IT

For those interested in union membership, unionization data can highlight industries that are the most likely to unionize. Union members can enjoy higher salaries, more benefits, and more job security than non-union workers. Nationally, median weekly earnings for union members are 27.1% higher than non-union members. Businesses may also be interested in the state's unionization rate. Nebraska's low and declining unionization rate may be attractive to businesses that are considering moving into the state.

Public sector (government) workers are the most likely to be union members. Nationally, 35.7% of public sector workers were union members in 2014. Public sector workers make up almost 50% of all union members, even though they only represent approximately 15% of the workforce.

The construction industry had the highest unionization rate in the private sector at 13.9%, followed by the manufacturing industry at 9.7%. Agriculture and related industries and the financial activities industry had the lowest unionization rates at 1.1% and 2% respectively.

In 2014, 7.3% of Nebraskans were members of unions, and 9% were represented by unions. Nebraska's unionization rate is lower than the national rate. Nationally, 11.1% of workers were union members and 12.3% were represented by unions in 2014. Since 2004, the number of Nebraskans who are union members and who are represented by unions decreased by 1 percentage point.

WHERE TO FIND IT

Data on unionization is available at www.bls.gov. Under Economic Releases, select Quarterly, annual, and other under Employment & Unemployment. Then select Union Members.

Source:

Bureau of Labor Statistics,
Union Members Summary, released 2015

LOCAL EMPLOYMENT DYNAMICS

QUARTERLY WORKFORCE INDICATORS, 2013

Quarterly Workforce Indicators (QWI) provides data on employment, job creation, separations (jobs that ended over the quarter), earnings, and other labor market statistics. The chart on the right provides labor market statistics by industry, although QWI also provides labor market data by worker demographic (e.g. gender, age, education) and business (e.g. firm size, firm age) characteristics.

The Norfolk MC had a net increase of 113 jobs in 2013. The health care and social assistance industry had the largest net job change of 25.

The average turnover rate of all Norfolk MC industries was 7.7%, which was lower than the statewide rate of 8.4%. Turnover is the rate that stable jobs begin and end. It provides a way to identify industries with the most employment churning. Administrative and support and waste management and remediation services had the highest turnover rate of 18.9%. Manufacturing had the lowest at 4%.

HOW TO USE IT

QWI data allows economic stakeholders to track changes in stable employment, job creation, and earnings, which can be used to identify growing and declining industries and examine how businesses and workers are reacting to economic conditions. Businesses can also use the turnover rate to calculate the cost of training and replacing workers, which may influence a business developer's decisions on where to locate.

Industry	Employment	Jobs Created	Net Job Change	New Hires	Separations	Turnover	Avg. Monthly Earnings	
							All Workers	New Hire
Agriculture, Forestry, Fishing & Hunting	334	25	9	47	55	7.4%	\$3,385	\$2,329
Mining, Quarrying, & Oil & Gas Extraction	40	5	4	N/A	N/A	N/A	\$2,960	N/A
Utilities	177	1	-3	N/A	8	N/A	\$5,183	\$3,314
Construction	1,218	105	2	208	255	9.5%	\$3,301	\$2,859
Manufacturing	3,462	57	6	206	248	4%	\$4,460	\$3,195
Wholesale Trade	1,755	52	8	149	162	5.6%	\$3,641	\$2,332
Retail Trade	3,085	121	2	443	498	9.6%	\$2,071	\$1,241
Transportation & Warehousing	784	39	-1	95	110	8.3%	\$2,995	\$2,409
Information	287	8	-3	21	29	6%	\$3,128	\$1,648
Finance & Insurance	781	30	13	104	100	4.6%	\$3,885	\$2,149
Real Estate & Rental & Leasing	187	9	2	18	22	6.3%	\$2,637	\$2,189
Professional, Scientific, & Technical Services	695	43	9	159	175	8.7%	\$3,223	\$1,746
Management of Companies & Enterprises	60	2	1	10	11	N/A	\$5,187	\$2,287
Administrative & Support & Waste Management & Remediation Services	845	79	18	417	456	18.9%	\$2,343	\$1,700
Educational Services	2,076	58	-3	146	244	5.9%	\$3,207	\$1,558
Health Care & Social Assistance	4,443	130	25	445	471	7.4%	\$3,036	\$2,052
Arts, Entertainment, & Recreation	142	31	-2	35	56	16.9%	\$1,472	\$843
Accommodation & Food Services	1,695	98	14	468	483	15.1%	\$1,014	\$725
Other Services (except Public Administration)	690	36	10	91	97	8.1%	\$1,989	\$1,196
Public Administration	1,057	75	3	68	125	4.2%	\$3,199	\$1,915
All Industries	23,809	999	113	3,134	3,606	7.7%	\$3,079	\$1,850

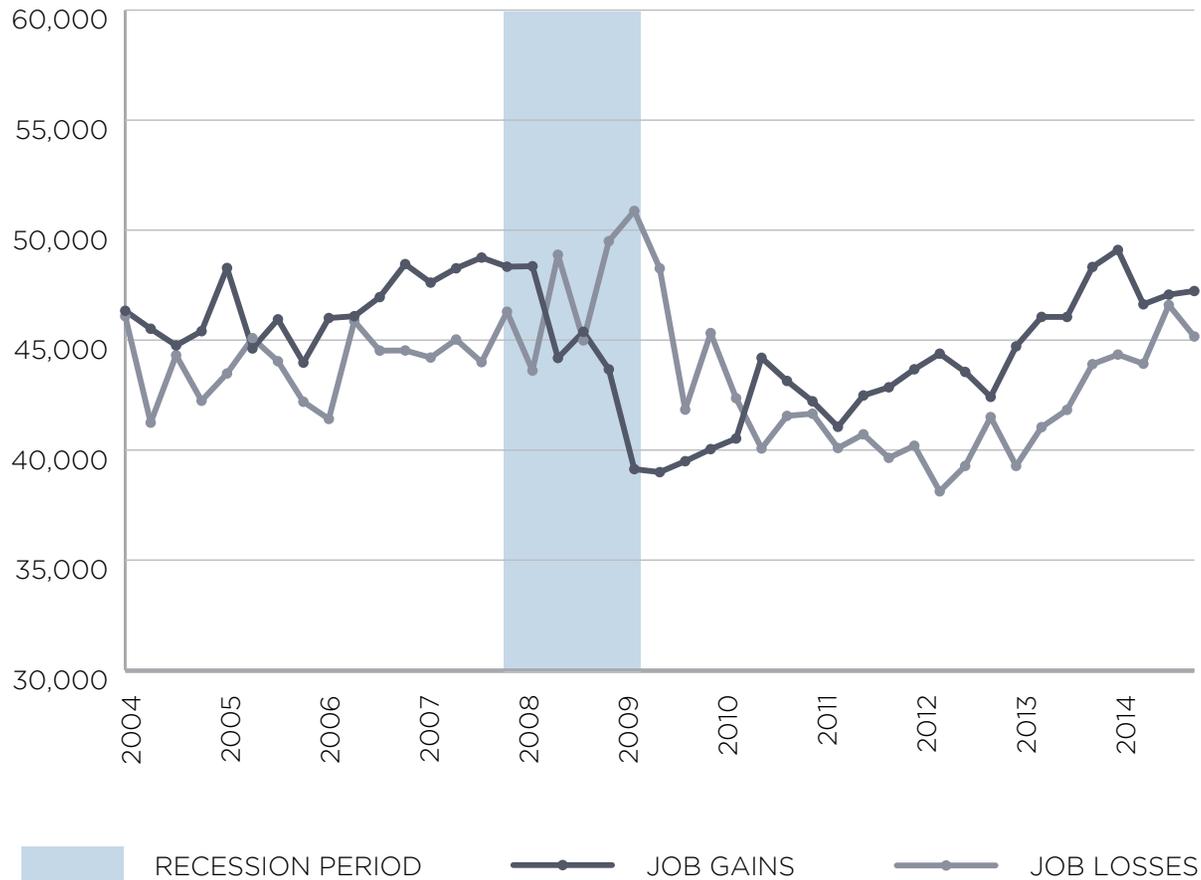
Source: US Census Bureau, Longitudinal Employer-Household Dynamics, LED Extraction Tool, released 2014

WHERE TO FIND IT

Quarterly Workforce Indicators are available at lehd.ces.census.gov. Under Applications, select LED Extraction Tool, or select QWI Explorer.

BUSINESS EMPLOYMENT DYNAMICS

JOB GAINS & LOSSES



Source: Bureau of Labor Statistics, Business Employment Dynamics, released 2015

WHERE TO FIND IT

Business Employment Dynamics data on job gains and losses is available at www.bls.gov/bed.

Business Employment Dynamics (BED) tracks changes in private sector employment at the business level. The chart to the left tracks total job gains and total job losses due to business openings, closings, expansions, and contractions in Nebraska.

In 2013, there was an average of approximately 47,400 jobs gained a quarter, which surpassed the average quarterly job losses of 42,800 in 2013. Job gains represented an average of 6.2% of employment per quarter in 2013, and job losses represented an average of 5.6%.

Over the last 10 years, the number of jobs gained per quarter has typically exceed job losses. The exception to this trend was during and slightly after the economic recession in 2008 and 2009 when job losses typically exceeded job gains.

HOW TO USE IT

Data on job gains and losses from Business Employment Dynamics provides a way to examine the components that underlie aggregate employment change. This data can identify underlying shifts in demand for workers and predict future employment trends. Quarterly data on job gains and losses can also be used to track changes and identify trends in employment throughout the business cycle.

BUSINESS EMPLOYMENT DYNAMICS

EXPANSIONS & CONTRACTIONS

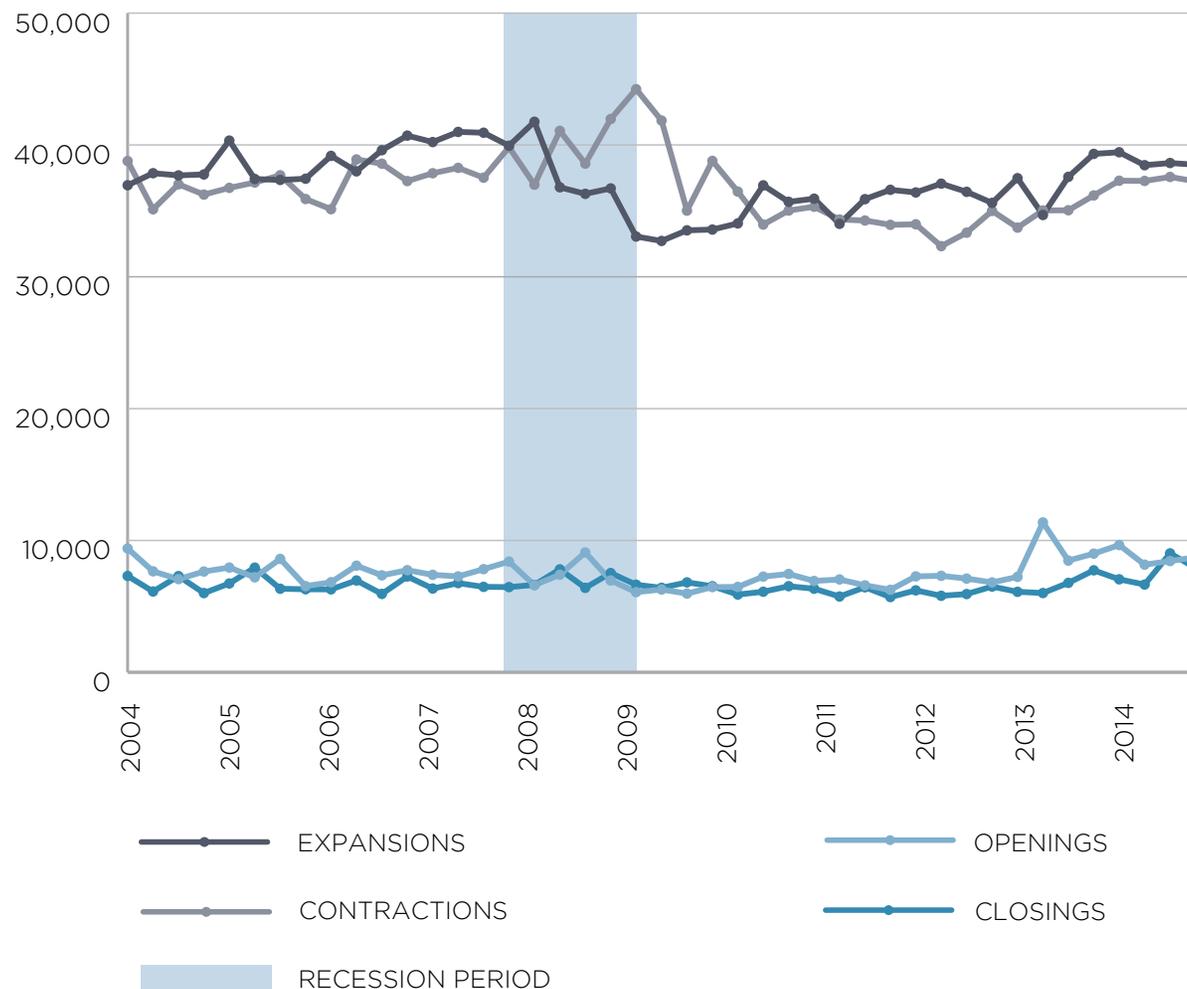
The chart to the right breaks down BED data on total jobs gained and jobs lost in Nebraska by its components. The components for job gains are business expansions and openings, and the components for job losses are business contractions and closings.

Business expansions and contractions accounted for most job gains and job losses. In 2013, expansions accounted for 79.7% of jobs gained, and contractions accounted for 83.9% of jobs lost.

Typically, quarterly jobs gained from openings and expansions have slightly exceeded jobs lost from business closings and contractions from 2004-2014. The exception to this trend was during and slightly after the economic recession in 2008 and 2009 when quarterly job losses from contractions and closings typically exceeded job gains from expansions and openings.

HOW TO USE IT

The components of job gains and losses can illustrate the dynamics underlying employment change. The data shows that while openings and closings can lead to thousands of job losses and gains per quarter, most job gains and losses result from expansions and contractions. It is important to remember that openings are not necessarily new businesses that have opened and that closings are not always establishments that have gone out of business. Business openings and closings data includes seasonal businesses that open and close each year.



Source: Bureau of Labor Statistics, Business Employment Dynamics, released 2015

WHERE TO FIND IT

Businesses Employment Dynamics data on the components of job gains and losses is available at www.bls.gov/bed.

PROJECTIONS

NORFOLK MC

LONG TERM INDUSTRY
LONG TERM OCCUPATIONAL
JOB GROWTH BY REGION
OCCUPATION BY INDUSTRY
EMPLOYMENT CHANGE BY EDUCATION LEVEL
H3 OCCUPATIONS



The Nebraska Department of Labor calculates industry employment projections using historical employment data and current economic indicators. In the Northeast economic region, employment in all industries is projected to increase by 4.9% from 2012-2022, and the projected compound annual growth rate or year-over-year growth rate is .5%.

Employment in the health care and social assistance industry and the transportation and warehousing industry is projected to see the most employment growth of around 16% from 2012-2022, followed by the construction industry at 13.8%.

The agriculture, forestry, and fishing industry is projected to see the greatest employment decrease of 11.2% from 2012-2022, followed by the information industry at 3.3%.

Note: The Northeast Economic Region includes the Nebraska counties of Antelope, Boone, Burt, Butler, Cedar, Colfax, Cuming, Dakota, Dixon, Dodge, Knox, Madison, Nance, Pierce, Platte, Polk, Stanton, Thurston, Wayne, and Wheeler.

Source: Nebraska Department of Labor, 2012-2022 Long-Term Industry Employment Projections, released 2015

NORTHEAST ECONOMIC REGION

Industry	2012 Annual Employment	2022 Projected Employment	Employment Change	% Change	Compound Annual Growth Rate
Total	127,690	133,993	6,303	4.9%	0.5%
Agriculture, Forestry, & Fishing	13,003	11,542	-1,461	-11.2%	-1.2%
Mining	198	210	12	6.1%	0.6%
Utilities (private + state + local)	1,273	1,285	12	0.9%	0.1%
Construction	4,635	5,274	639	13.8%	1.3%
Manufacturing	23,637	24,616	979	4.1%	0.4%
Wholesale Trade	6,156	6,383	227	3.7%	0.4%
Retail Trade	11,616	12,022	406	3.5%	0.3%
Transportation & Warehousing	4,230	4,892	662	15.7%	1.5%
Information	1,058	1,023	-35	-3.3%	-0.3%
Finance & Insurance	4,185	4,492	307	7.3%	0.7%
Real Estate & Rental & Leasing	620	663	43	6.9%	0.7%
Professional, Scientific, & Technical Services	***	***	***	***	***
Management of Companies & Enterprises	***	***	***	***	***
Administrative & Support & Waste Management & Remediation Services	3,560	3,892	332	9.3%	0.9%
Educational Services (including state & local gov)	11,436	12,620	1,184	10.4%	1%
Health Care & Social Assistance	13,642	15,856	2,214	16.2%	1.5%
Arts, Entertainment, & Recreation	949	1,028	79	8.3%	0.8%
Accommodation & Food Services	6,313	6,551	238	3.8%	0.4%
Other Services (except Government)	4,292	4,580	288	6.7%	0.7%
Government	8,585	8,517	-68	-0.8%	-0.1%

*** Data suppressed due to confidentiality.

WHERE TO FIND IT

Industry projections from the Nebraska Department of Labor are available at networks.nebraska.gov. Under Labor Market Information, select Labor Market Analysis. Under Labor Market Data, select Data Download Center.

HOW TO USE IT

Long-term industry projections can identify industries that are expected to see the most employment growth and decline over the next 10 years. This information can be useful to businesses considering their long-term goals, educators reviewing curriculum, and students planning their career and educational path. It is important to remember that industries with the largest percent growth may not necessarily be the same industries that add the most jobs over the next 10 years. Statewide, the health care and social assistance industry and the construction industry are projected to add the most jobs by 2022 (approximately 24,400 and 10,600 respectively).

LONG TERM OCCUPATIONAL PROJECTIONS

NORTHEAST ECONOMIC REGION

Occupation	2012 Estimated Employment	2022 Projected Employment	Employment Change	% Change	Average Annual Openings
Total	127,690	133,993	6,303	4.9%	3,886
Management	6,255	6,157	-98	-1.6%	136
Business & Financial Operations	3,043	3,306	263	8.6%	91
Computer & Mathematical	794	858	64	8.1%	21
Architecture & Engineering	833	865	32	3.8%	24
Life, Physical, & Social Science	686	722	36	5.3%	24
Community & Social Service	1,625	1,873	248	15.3%	63
Legal	388	419	31	8%	9
Education, Training, & Library	8,353	9,202	849	10.2%	264
Arts, Design, Entertainment, Sports, & Media	1,142	1,147	5	0.4%	31
Healthcare Practitioners & Technical	5,856	6,670	814	13.9%	203
Healthcare Support	3,434	3,861	427	12.4%	109
Protective Service	1,208	1,236	28	2.3%	46
Food Preparation & Serving Related	9,118	9,599	481	5.3%	380
Building & Grounds Cleaning & Maintenance	3,767	3,963	196	5.2%	98
Personal Care & Service	3,282	3,688	406	12.4%	113
Sales & Related	11,437	11,759	322	2.8%	387
Office & Administrative Support	15,307	15,864	557	3.6%	419
Farming, Fishing, & Forestry	8,622	7,568	-1,054	-12.2%	255
Construction & Extraction	6,311	6,801	490	7.8%	146
Installation, Maintenance, & Repair	6,203	6,734	531	8.6%	204
Production	19,082	19,902	820	4.3%	530
Transportation & Material Moving	10,944	11,799	855	7.8%	333

Note: The Northeast Economic Region includes the Nebraska counties of Antelope, Boone, Burt, Butler, Cedar, Colfax, Cuming, Dakota, Dixon, Dodge, Knox, Madison, Nance, Pierce, Platte, Polk, Stanton, Thurston, Wayne, and Wheeler.

Source: Nebraska Department of Labor, 2012-2022 Long-Term Occupational Projections, released 2015

WHERE TO FIND IT

Occupational projections from the Nebraska Department of Labor are available at networks.nebraska.gov. Under Labor Market Information, select Labor Market Analysis. Under Labor Market Data, select Data Download Center.

The Nebraska Department of Labor calculates occupational projections by combining industry projections with staffing patterns from the Bureau of Labor Statistics' Occupational Employment Statistics program. This combination reveals the occupational employment ratios within industries and forms the basis for occupational projections.

In the Northeast economic region, employment is projected to increase by 4.9% or approximately 6,300 jobs from 2012-2022. Community and social service occupations and healthcare practitioners and technical occupations are projected to have the greatest employment growth rates of 15.3% and 13.9%, respectively. Farming, fishing, and forestry is the only occupational group that is projected to have a substantial decrease in employment (of 12.2%) from 2012-2022.

HOW TO USE IT

Long-term occupational projections can help predict future areas of occupational growth and decline. Students can use this information to inform their own educational and career planning. Occupational projections may be more useful than industry projections to students and job seekers who are interested in particular jobs, as industry employment projections only supply information on total job growth in an industry. Educators can also use occupational projections to direct students towards fields of study and occupations with promising work opportunities.

JOB GROWTH

BY REGION, 2012 - 2022

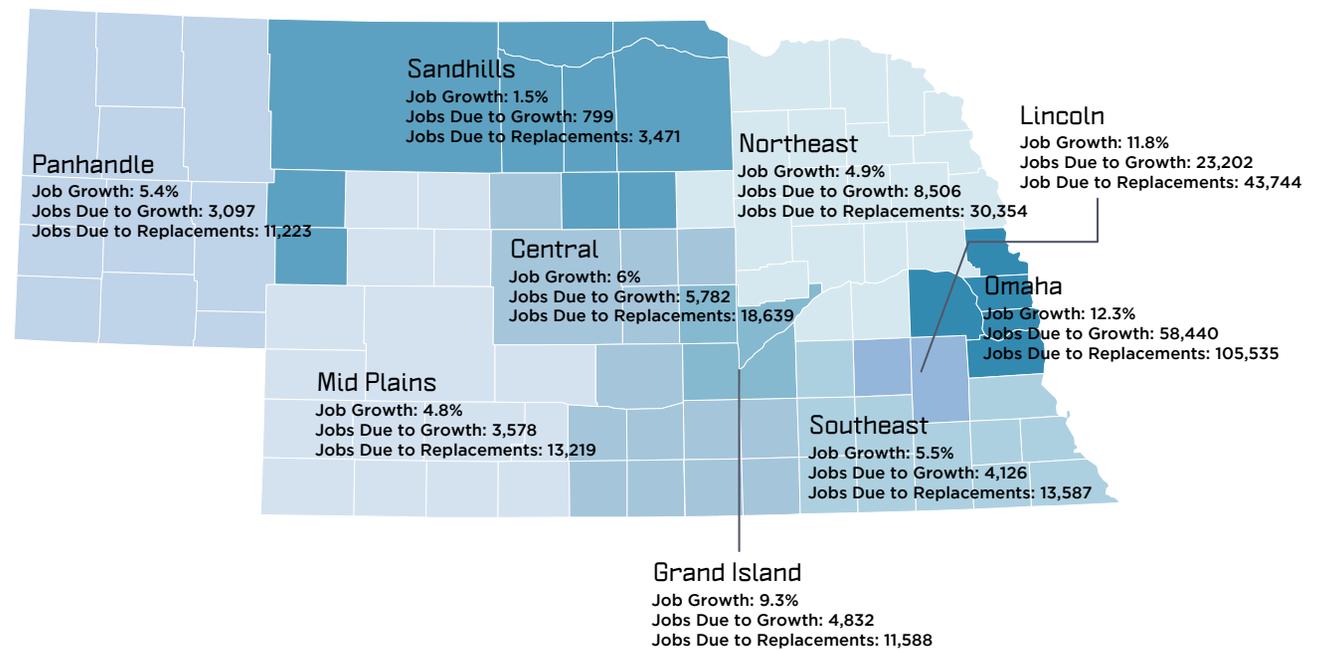
The map to the right shows projected employment growth by economic region from 2012-2022. The data also gives estimates of the number of job openings due to new job creation (jobs due to growth), and the number of job openings due to workers leaving their positions (jobs due to replacements). The statewide projected growth rate of 9.5% is slightly lower than the national projected growth rate of 10.8%.

The projected job growth in the Northeast economic region is 4.9%.

The Omaha Consortium and the state MSAs are expected to grow at a much faster rate than the rest of the state. Jobs in the Omaha Consortium and the state MSAs are projected to increase by around 9%-12%, while jobs in almost all other economic regions are projected to increase by around 5%-6%.

HOW TO USE IT

Regional job growth data can reveal which regions of the state are expected to undergo the greatest job growth and economic expansion. Economic developers, educational institutions, and businesses can use this information to plan and prepare for future economic growth. In order to support economic and employment growth, regions will need a strong and talented labor pool.



Source: Nebraska Department of Labor, 2012-2022 Long-Term Occupational Projections, released 2015

WHERE TO FIND IT

Occupational projections from the Nebraska Department of Labor are available at networks.nebraska.gov. Under Labor Market Information, select Labor Market Analysis. Under Labor Market Data, select Data Download Center. National projections are available at www.bls.gov/emp.

OCCUPATION

BY INDUSTRY, NORTHEAST ECONOMIC REGION

Industry	Largest Occupation	2012	2022	% Change	2012 %	2012 %
		Estimated Employment	Projected Employment		Industry Workers with Occupation	Occupational Workers in Industry
Total	Total	127,690	133,993	4.9%	100%	100%
Natural Resources & Mining	Farmworkers & Laborers, Crop, Nursery, & Greenhouse	5,774	4,956	-14.2%	43.7%	93.5%
Construction	Carpenters	562	695	23.7%	12.1%	59.5%
Manufacturing	Meat, Poultry, & Fish Cutters & Trimmers	4,254	4,556	7.1%	18%	98.7%
Trade, Transportation, & Utilities	Cashiers	3,105	3,171	2.1%	13.3%	88.1%
Information	Telecommunications Equipment Installers & Repairers, Except Line Installers	111	120	8.1%	10.5%	85.4%
Financial Activities	Tellers	883	935	5.9%	18.4%	99.9%
Professional & Business Services	Telemarketers	595	572	-3.9%	10.3%	98.2%
Education & Health Services	Nursing Assistants	1,758	1,911	8.7%	7%	82.5%
Leisure & Hospitality	Combined Food Preparation & Serving Workers, Including Fast Food	1,702	1,856	9.1%	23.4%	81.8%
Other Services (except Government)	Bartenders	359	378	5.3%	8.4%	40.3%
Government	Highway Maintenance Workers	508	512	0.8%	5.9%	86.1%

The table to the left lists the largest occupation by industry based on 2012 estimated employment as well as the projected employment change for that occupation within the industry in the Northeast economic region. Carpenters in the construction industry had the highest projected growth rate at 23.7%. Farmworkers and laborers, crop, nursery, and greenhouse occupations in the natural resources and mining industry had the greatest projected decline at 14.2%.

The table also gives the percent of all industry jobs that the largest occupation composes and the percent of workers with the listed occupation who work in the listed industry. This data can be interpreted as follows. In the education and health services industry, 7% of all workers were nursing assistants in 2012, and 82.5% of all nursing assistants worked in the education and health services industry.

HOW TO USE IT

Typical occupations within certain industries are not always intuitive. Therefore, it can be useful to identify common industry occupations in order to better understand the types of jobs available within different industries. Job seekers and dislocated workers can use this information to identify industries which are likely to have job opportunities that interest them. Job seekers and students can also use occupational projections to determine the occupational outlook of jobs of interest.

Note: The Northeast Economic Region includes the Nebraska counties of Antelope, Boone, Burt, Butler, Cedar, Colfax, Cuming, Dakota, Dixon, Dodge, Knox, Madison, Nance, Pierce, Platte, Polk, Stanton, Thurston, Wayne, and Wheeler.

Source: Nebraska Department of Labor, 2012-2022 Long-Term Occupational Projections, released 2015

WHERE TO FIND IT

Occupational projections within industries are available at networks.nebraska.gov. Under Labor Market Information, select Employment and Wage Data. Select Industry Data followed by Staffing Patterns.

PROJECTED EMPLOYMENT CHANGE

BY EDUCATION LEVEL, NORTHEAST ECONOMIC REGION

The table on the right gives occupational projections by education level. In the Northeast economic region, occupations requiring a master's degree are expected to increase at the fastest rate of 13.6%, followed by occupations requiring a doctorate or professional degree at 11.3%. All occupations requiring some post-secondary education are projected to increase by around 8%-14%. Occupations requiring a high school education or less are projected to increase at a slower rate of under 5%.

Even though occupations requiring a high school education or less are projected to increase at a relatively slow rate, they are expected to have the most annual openings. Occupations requiring a high school education or less than a high school education are expected to have an average of approximately 1,300-1,500 job openings annually, followed by occupations requiring some postsecondary non-degree award at approximately 430.

HOW TO USE IT

Data on occupational projections by education level shows that employers will require a more highly educated workforce in the future. Educators, vocational coaches, students, and job seekers can use this information to pursue or help others pursue the educational paths with promising employment opportunities. Educators and school officials can also use this information to provide training that will help meet future workforce needs.

Education	2012 Estimated Employment	2022 Projected Employment	Employment Change	% Change	Avg. Annual Openings
Doctoral or professional degree	1,940	2,159	219	11.3%	54
Master's degree	1,853	2,105	252	13.6%	60
Bachelor's degree	13,795	14,879	1,084	7.9%	396
Associate degree	3,456	3,817	361	10.4%	104
Postsecondary non-degree award	15,227	16,628	1,401	9.2%	428
Some college, no degree	1,688	1,865	177	10.5%	54
High school diploma or equivalent	46,504	48,780	2,276	4.9%	1,261
Less than high school	43,227	43,760	533	1.2%	1,451

Note: The Northeast Economic Region includes the Nebraska counties of Antelope, Boone, Burt, Butler, Cedar, Colfax, Cuming, Dakota, Dixon, Dodge, Knox, Madison, Nance, Pierce, Platte, Polk, Stanton, Thurston, Wayne, and Wheeler.

Source: Nebraska Department of Labor, 2012-2022 Long-Term Occupational Projections, released 2015

WHERE TO FIND IT

Information on occupational projections by education from the Nebraska Department of Labor is available at networks.nebraska.gov. Under Labor Market Information, select Labor Market Analysis. Under Labor Market Data, select Data Download Center.

H3 OCCUPATIONS

2015

RANK	Occupation	Annual Median Wage	Avg Annual Openings	Education, Experience, & Training
1	Heavy & Tractor-Trailer Truck Drivers	\$40,902	108	Postsecondary non-degree award, short-term OJT*
2	Registered Nurses	\$53,748	51	Associate degree
3	Licensed Practical & Licensed Vocational Nurses	\$38,106	43	Postsecondary non-degree award
4	Industrial Machinery Mechanics	\$38,910	39	High school diploma or equivalent, long-term OJT
5	Elementary School Teachers, Except Special Education	\$52,192	44	Bachelor's degree, internship/residency
6	Secondary School Teachers, Except Special & Career/Technical Education	\$50,909	42	Bachelor's degree, internship/residency
7	Welders, Cutters, Solderers, & Brazers	\$34,331	33	Postsecondary non-degree award, moderate-term OJT
8	Substitute Teachers	\$30,720	25	Bachelor's degree, internship/residency
9	Maintenance & Repair Workers, General	\$33,965	33	High school diploma or equivalent, long-term OJT
10	Machinists	\$35,463	20	Postsecondary non-degree award, long-term OJT
11	General & Operations Managers	\$83,253	23	Bachelor's degree, less than 5 years
12	Accountants & Auditors	\$57,311	26	Bachelor's degree
13	Loan Officers	\$65,029	14	Bachelor's degree, moderate-term OJT
14	Bus & Truck Mechanics & Diesel Engine Specialists	\$36,159	17	High school diploma or equivalent, long-term OJT
15	Middle School Teachers, Except Special & Career/Technical Education	\$55,444	16	Bachelor's degree, internship/residency
16	Automotive Service Technicians & Mechanics	\$35,468	20	High school diploma or equivalent, long-term OJT
17	Plumbers, Pipefitters, & Steamfitters	\$38,042	23	Postsecondary non-degree award, apprenticeship
18	Vocational Education Teachers, Postsecondary	N/A	12	Bachelor's degree, less than 5 years
19	Welding, Soldering, & Brazing Machine Setters, Operators, & Tenders	\$34,765	10	Postsecondary non-degree award, moderate-term OJT
20	Electricians	\$37,884	13	Postsecondary non-degree award, apprenticeship

*On-the-job training Sources: Nebraska Department of Labor, Office of Labor Market Information, released 2015
Nebraska Department of Labor, Occupational Employment Statistics, released 2015

WHERE TO FIND IT

Contact the Office of Labor Market Information for more information on High Wage, High Skill, and High Demand Occupations.

H3 occupations stands for high wage, high skill, and high demand occupations. The table to the right lists H3 occupations in the Northeast economic region and their 1st quarter 2015 wages. The Nebraska Department of Labor classifies occupations as H3 by using projections data on the number of annual openings, net change in employment, and growth rate to determine occupational demand. The Occupational Employment Statistics program supplies wage data for H3 occupations, and the Bureau of Labor Statistics provides occupational skill information on required education and training.

The top three H3 occupations in the Northeast economic region are heavy and tractor-trailer truck drivers with an annual median wage of \$40,902, followed by registered nurses with a wage of \$53,748, and licensed practical and licensed vocational nurses with a wage of \$38,106. Most of the top 20 H3 occupations require some on-the-job training, apprenticeship, or internship/residency, and most require some postsecondary education.

HOW TO USE IT

The classification of jobs into H3 occupations provides a way to identify in-demand occupations that typically pay good wages. H3 data may be especially useful for job seekers who are embarking on new careers, as well as students and career counselors. Educational institutions can also use H3 data to ensure that they are providing educational programs that will produce skilled graduates who can fill in-demand occupations.

AREA DEFINITIONS



AREA DEFINITIONS

The geographic regions used in Nebraska Department of Labor's regional review publications are defined below. In 2013, Nebraska added an MSA and several of its MCs were revised. The state also revised its economic regions to adjust for the new state MSA, adding the Grand Island MSA and the Sandhills economic regions.

METROPOLITAN AND MICROPOLITAN STATISTICAL AREAS

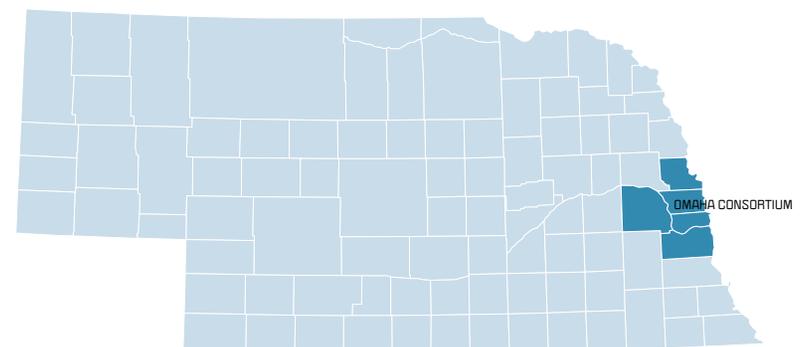
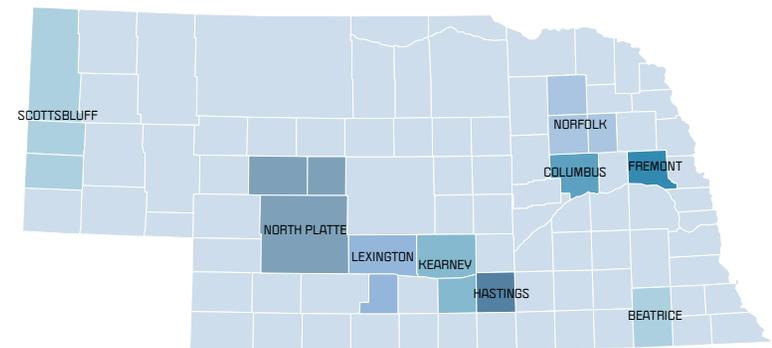
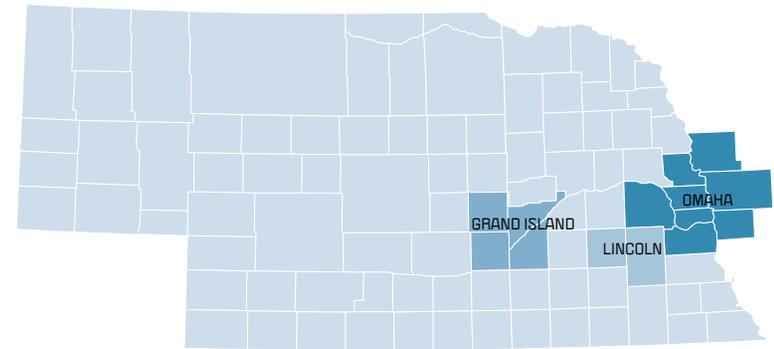
The federal Office of Management and Budget (OMB) defines metropolitan and micropolitan statistical areas for the purpose of compiling and releasing federal data. The OMB defines metropolitan statistical areas (MSAs) as containing an urban core and a population of over 50,000. The OMB defines micropolitan statistical areas (MCs) as containing an urban core and a population of 10,000-50,000. MSAs and MCs include counties containing the urban core as well as contiguous counties that have a high level of social and economic integration with the core (determined by commuting data).

Nebraska has three MSAs, which are shown in the uppermost map. In 2013, the Grand Island MSA of Hall, Hamilton, Howard, and Merrick Counties was created, replacing the Grand Island MC of Hall, Howard, and Merrick Counties. The Sioux City MSA includes Nebraska counties, but it is considered an Iowa MSA because its core population is located in Iowa.

There are 9 MCs in Nebraska. These MCs are shown on the second map on this page. In 2013, three Nebraska MCs were altered. Grand Island MC was eliminated and replaced with Grand Island MSA, Hastings MC dropped Clay County, and Scottsbluff MC added Sioux County.

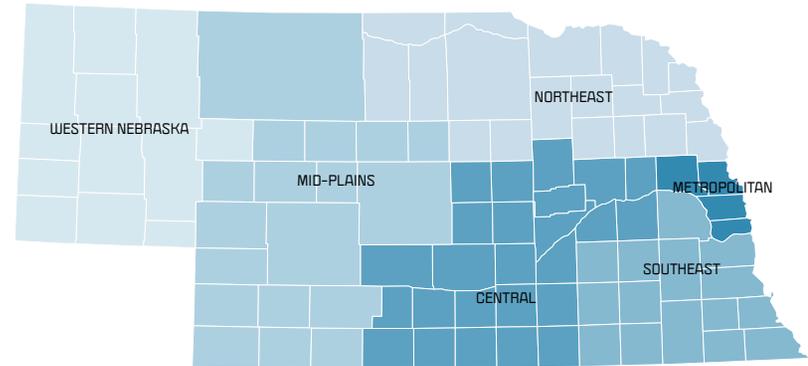
OMAHA CONSORTIUM

The Omaha MSA includes eight counties: five in Nebraska and three in Iowa. The Omaha Consortium only includes the five counties in the Omaha MSA that are located in Nebraska.



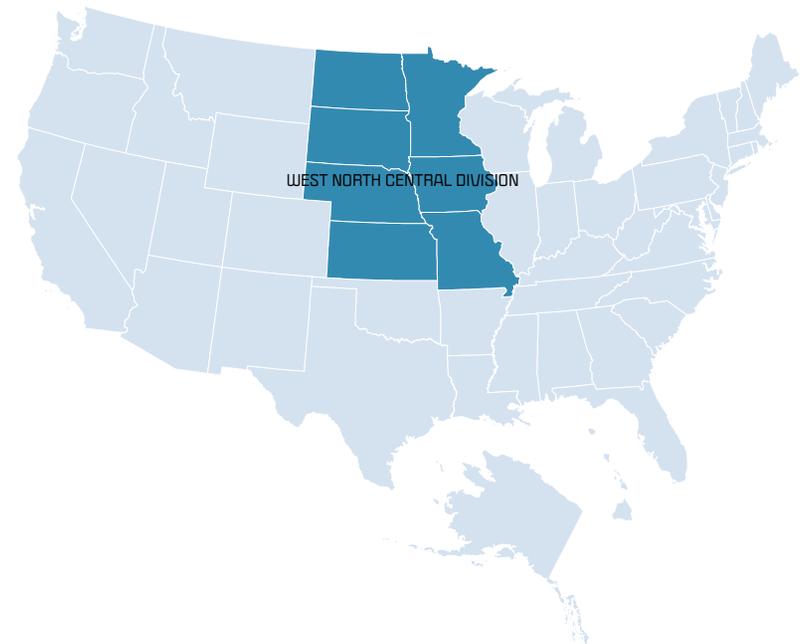
COMMUNITY COLLEGE REGIONS

There are six community college service regions, which are shown in the map to the right. The community college graduate outcomes data presented in regional reviews are based on community college service regions.



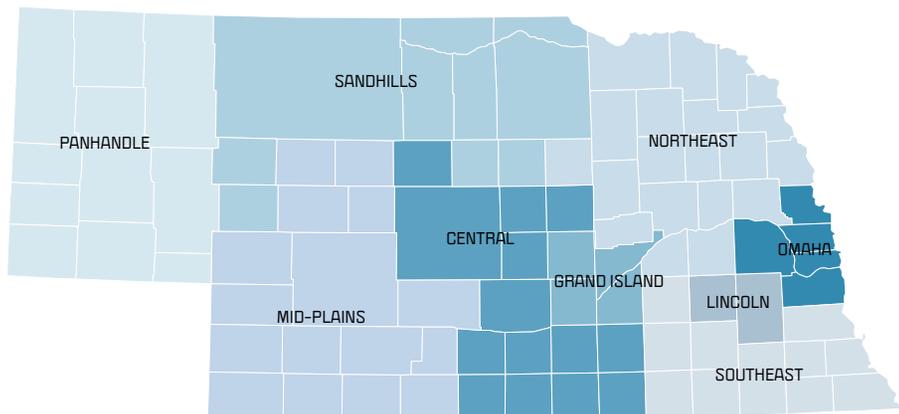
WEST NORTH CENTRAL DIVISION

The West North Central Division is a Census region that includes seven Midwestern states. Data for the West North Central Division is used when it is the most geographically specific data available.



ECONOMIC REGIONS

There are nine economic regions in Nebraska. These regions are shown in the map below. In 2013, Nebraska’s economic regions were redrawn, and two new economic regions were added. The regions were redrawn based on their level of social and economic integration as determined by commuting data. The Grand Island MSA economic region was created out of counties formerly in the Central economic region, and the Sandhills economic region was created from counties formerly in the Mid-Plains, Central, and Northeast economic regions.



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