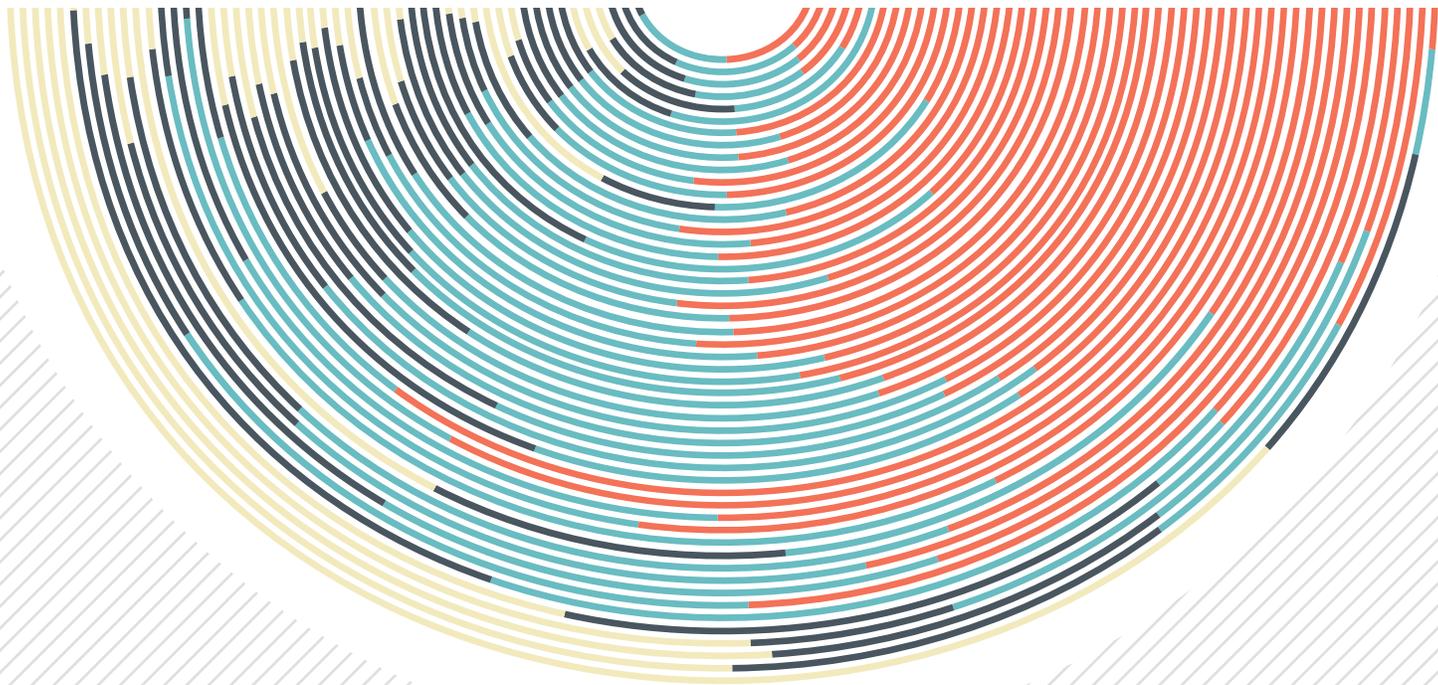


**METRO AREA LABOR AVAILABILITY REPORT |**

NEBRASKA DEPARTMENT OF LABOR  
NEBRASKA DEPARTMENT OF ECONOMIC DEVELOPMENT



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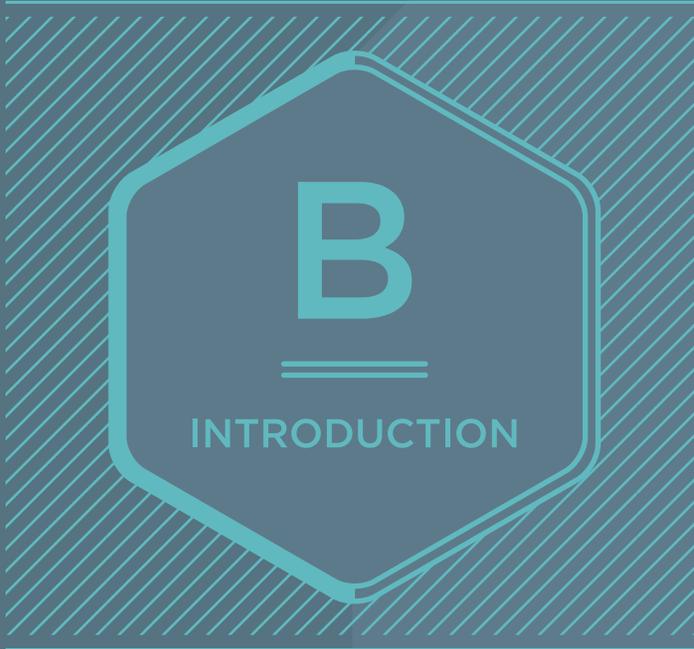
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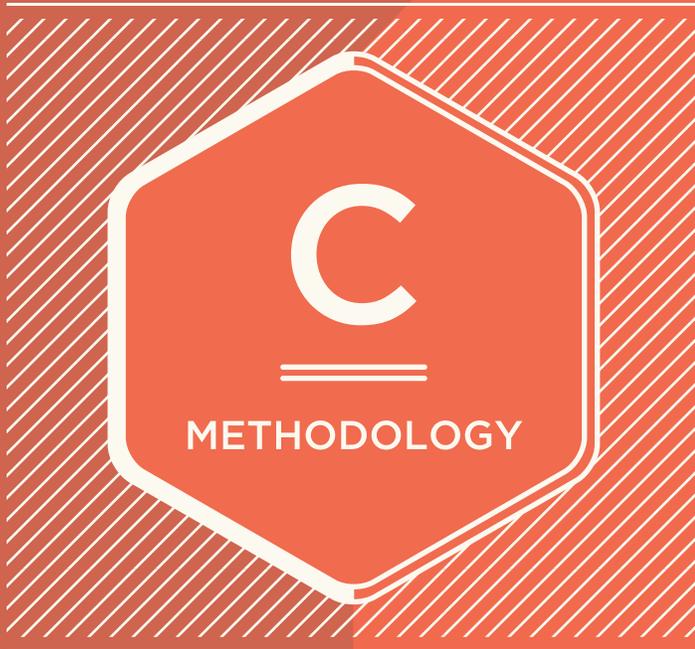
Results of the Metro Area Labor Availability Survey, which included the Omaha and Lincoln metro areas in Nebraska, revealed that there are an estimated 312,737 potential job seekers in the Metro survey area. The majority of these potential job seekers are currently employed. Others are out of work or seeking to reenter the workforce after time spent in retirement or homemaking.

These potential job seekers indicated that they are willing to take new work or change jobs in the next year if a suitable job presents itself. The median wage sought by this group is a minimum of \$41,600 annually, or \$20 an hour for full-time, year-round work. Nearly all (96%) potential job seekers stated that they are willing to commute 15 minutes or more each way for suitable work. The median tenure of employed potential job seekers at their current job is five years. More than half said they have at least a bachelor's degree. Potential job seekers identified salary, use of skills they already possessed, and a schedule that fit their needs as the most important factors in improving their employment situation. They named inadequate pay offered by area employers, lack of job opportunities in the area, and inadequate benefits offered by area employers as the most common barriers to improving their employment situation.



“Labor availability” describes how many people within a given area are available and willing to take a new job. Labor availability has two components: geographical and human. The geographical component narrows down the labor pool to those who are located near or able to travel to a specific location to work. The human component of labor availability depends upon the characteristics of the potential workforce in the area. People take, keep, and change jobs for a variety of reasons. Compensation—salary and benefits—are important, but other factors, including convenience, security, family obligations, personal fulfillment, age, gender, education, and training, contribute to workers’ employment decisions. These motivations and demographic characteristics determine labor availability within a region.

Starting in the summer of 2014, the Nebraska Departments of Economic Development Labor began collaborating on a project designed to measure labor availability in the Omaha and Lincoln metro areas of Nebraska. The Nebraska Department of Labor, Office of Labor Market Information (NDOL LMI) frequently collects many types of data about Nebraska workers for the US Bureau of Labor Statistics (BLS). The BLS then measures how many people work in different industries and occupations. The BLS also measures how many people work or do not work. While the BLS and NDOL LMI produce a rich data catalog, neither agency regularly measures the reasons workers choose to work where they do, or choose not to work. This study aims to supplement BLS and NDOL LMI data with information about those motivations. Understanding why people take a job helps stakeholders understand how an employer might attract new workers. In addition, understanding the characteristics of the current labor force and the incentives required for residents to change jobs could shed light on how communities might improve the local labor force.



The Metro Area Labor Availability Survey was commissioned by the Nebraska Department of Economic Development. Data collection, survey processing, and assignment of (NDED) data weights were conducted by the Bureau of Sociological Research (BOSR) at the University of Nebraska - Lincoln. NDOL LMI analyzed results and produced the final report.

There are some datasets available that count only certain types of job seekers, such as unemployed individuals or active job seekers, as part of the labor pool. However, a few key segments of the labor pool, such as people who are currently employed but may change jobs given the right opportunity, or those who are not working but may reenter the labor force, are often unaccounted for in estimates of labor availability. Details about this portion of the labor pool as well as unemployed or active job seekers in a local labor pool are useful to economic developers and business site selectors.

One of the main goals of the Metro Area Labor Availability Survey was to obtain an estimated count of the total labor supply for both Omaha and Lincoln and the characteristics of those who will potentially seek new employment or reenter the labor force.

## THE QUESTIONNAIRE

The survey questionnaire was adapted from a pilot survey project conducted in northeast Nebraska. The questionnaire was created by the Nebraska Department of Economic Development and the Nebraska Department of Labor. The BOSR provided assistance with question development, formatting, and layout. Improvements were made to the questionnaire based on results of the northeast study.

## THE SURVEY AREA AND SAMPLE

The distance that people are willing to commute to work is one factor that contributes heavily to the labor supply in an area. Surveys were conducted simultaneously for the cities of Omaha and Lincoln due to their proximity to one another and overlapping labor force areas. A total of 12,000 households were randomly sampled.

Data was gathered for people working in either Omaha or Lincoln by using OnTheMap, an application that is part of the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program (<http://lehd.ces.census.gov>), which can be used to examine worker commuting patterns. OnTheMap was used to identify the number of people working in either Omaha or Lincoln and the ZIP codes in which they live.

Commuting patterns were reviewed for both Omaha and Lincoln. The ZIP codes with the highest number of commuters traveling to each city to work were identified. This included ZIP codes in Iowa since many Iowans commute to Nebraska to work. Additional ZIP codes were added to make a contiguous geographic area for both Lincoln and Omaha. After the areas for each city were defined, they were combined into one large survey area that reflects the area from which businesses draw the majority of their workforce.

There are many ZIP codes from which residents commute into both Omaha and Lincoln. For the purposes of drawing the survey sample, ZIP codes were categorized into three groups - Lincoln only, Omaha

only, and the overlap between the two cities. For each of the three categories, a strata, or group, was included proportionate to the total population of the entire survey area. Weights were assigned to responses by the BOSR to make the responses as representative of the survey areas as possible.

## DATA COLLECTION AND RESPONSE RATES

The BOSR mailed the surveys and collected responses. Directions included with the survey asked the adult (age 19 or older) in each household with the next birthday to complete the survey. In order to fully understand the characteristics of the area workforce, individuals were asked to complete the form regardless of whether they were currently employed or self-employed, unemployed, retired, a homemaker, or otherwise out of the workforce.

Data collection began on June 16, 2014 with the mailing of pre-notification letters to selected households. Survey packets, which included a cover letter, questionnaire and postage-paid return envelope, were sent on June 30, 2014. A postcard reminder and two additional mailings were sent to non-respondents. Completed surveys were accepted by BOSR through September 8, 2014.

There were 3,336 individuals who completed the survey. Of the original sample of 12,000 households, 952 surveys were returned as undeliverable with no known forwarding address available. The adjusted response rate, accounting for undeliverable mail, was 30.2%.

## DATA PROCESSING AND CLEANING

Data entry was completed by professional data-entry staff at BOSR. Responses from each questionnaire were entered by two data entry workers. Any discrepancies between the two entries were reviewed and resolved by BOSR supervisory staff to ensure high quality data.

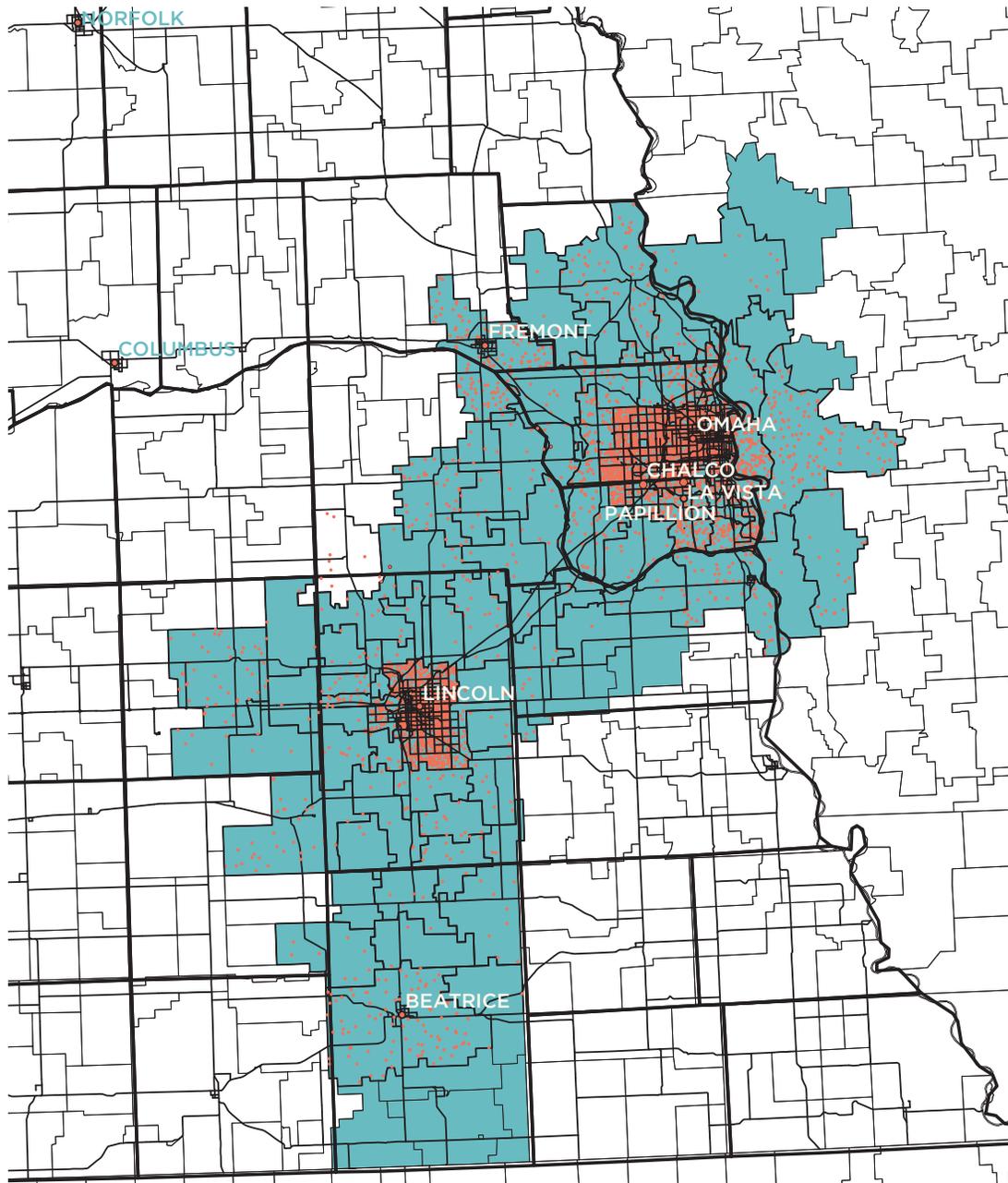
The data cleaning process was conducted to create consistency within the data sets prior to analysis. Initial data cleaning was conducted by BOSR to review responses and verify that the skip patterns on the questionnaire were followed. For instance, the first question asked about the respondent's employment status. Based on their responses, instructions then directed them to a specific set of up follow-up questions. When the wrong set of questions was answered, responses were moved to the appropriate section and non-applicable items were removed. BOSR also reviewed the ZIP codes provided by respondents and those outside of the area of interest were given a special code.

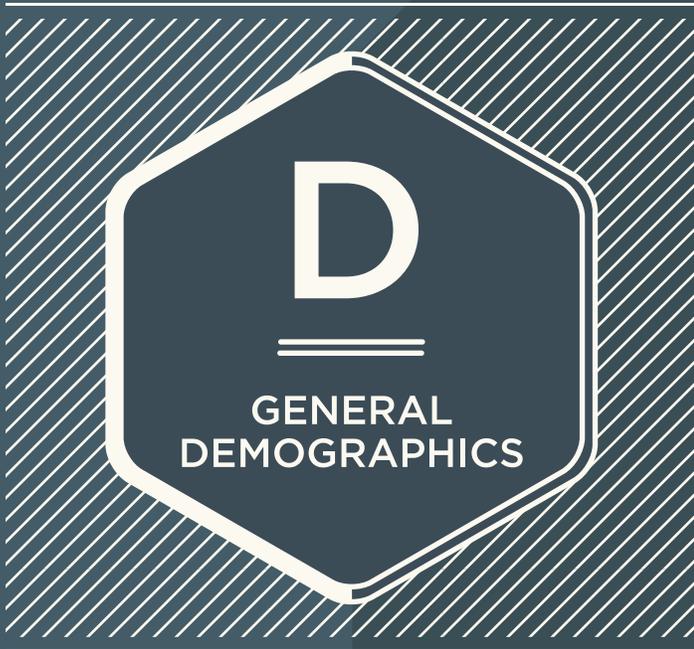
Additional data cleaning was conducted by NDOL LMI to resolve issues with some of the detailed data. For example, respondents were asked to provide the industry of their primary employer. When "Other" was chosen and the response provided fit within one of the categories provided, the response was moved to that category. Another example of detailed data cleaning was in classifying respondents' educational attainment. When respondents reported more than one degree type, only the highest level of education was used. All interrelated questions were examined to ensure consistent reporting by each respondent and data was cleaned or removed as necessary.

Additionally, several open-ended survey questions were consistently coded prior to starting the data analysis. Staff from the Occupational Employment Statistics (OES) unit in the NDOL LMI assigned Standard Occupational Classification (SOC) codes to occupations reported. NDOL LMI staff assigned Classification of Instructional Programs (CIP) codes to responses regarding educational attainment. All other open-ended questions were reviewed as well to create consistent codes to use in the survey analysis.

## METRO SURVEY AREA

The Metro survey area is highlighted in the map below. According to Census data, the total population of this area is 1,180,498, with 881,107 people age 18 and over. There were a total of 3,336 responses from the Metro survey area, represented by the dots on the map.

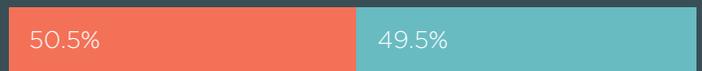




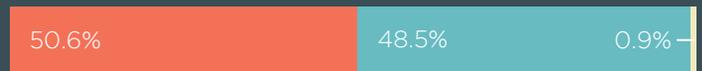
## GENERAL DEMOGRAPHICS OF SURVEY RESPONDENTS

### POPULATION BY GENDER

CENSUS DATA



SURVEY DATA



■ FEMALE ■ MALE ■ UNKNOWN

The Census Bureau estimates that 93.8% of the civilian labor force in the sampled area is employed and 6.2% is unemployed. These figures include people 16 and older. The Census estimate is useful, but limited, as the Census Bureau counts as unemployed “all civilians 16 years old and over...if they (1) were neither “at work” nor “with a job but not at work” during the reference week, (2) were actively looking for work during the last 4 weeks, and (3) were available to accept a job. Also included as unemployed are civilians who did not work at all during the reference week, were waiting to be called back to a job from which they had been laid off, and were available for work except for temporary illness.” This study took a more expansive approach. Respondents were asked to classify themselves as employed, unemployed, retired, or a homemaker. Anyone not identified as employed answered a survey question about how likely they were to return to employment if a suitable job was available. This method allowed the researchers to describe the untapped labor force in the metro area.

The demographic characteristics of respondents for the most part matched Census estimates. This is encouraging, as it means the sample shares many properties with the target population.

The estimates for gender from the survey results were within 1% of Census estimates. The Census imputes data for the entire population, but 0.9% of survey respondents did not respond to the gender question.

### VETERAN STATUS

CENSUS DATA

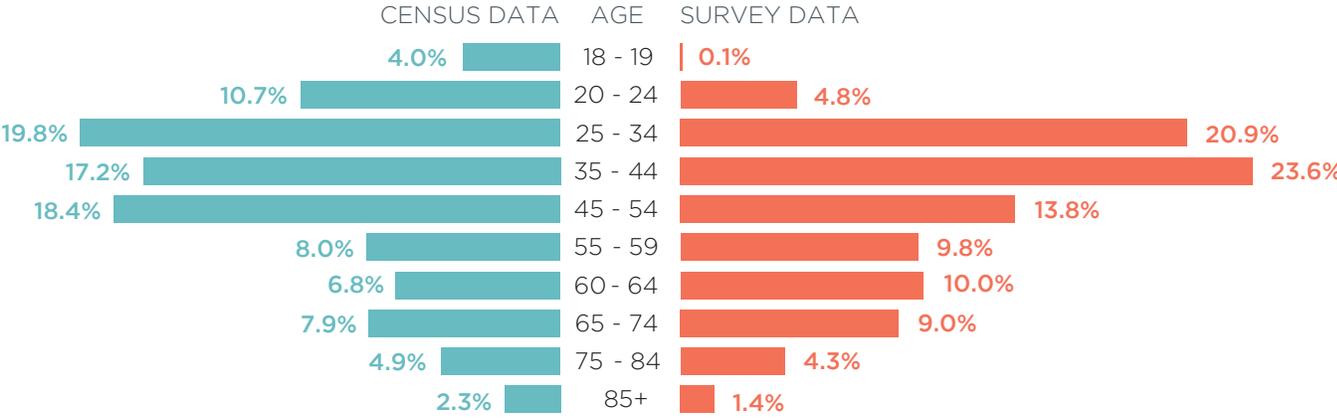


SURVEY DATA



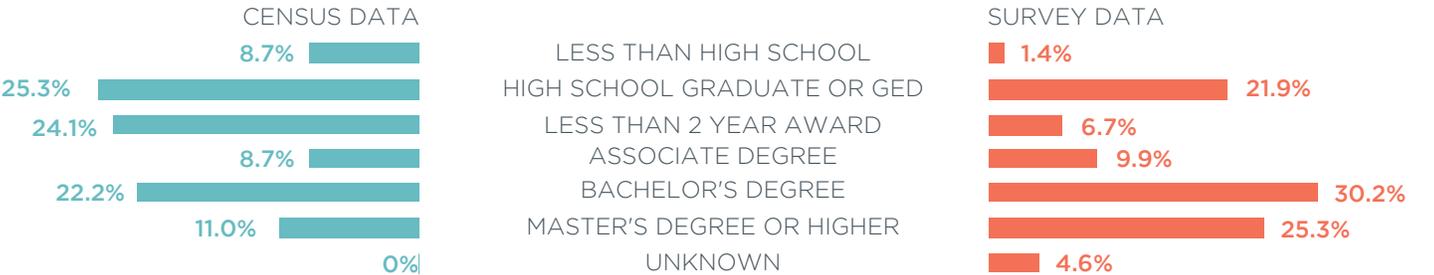
The survey results and the Census estimates for veteran status were within one percentage point.

POPULATION BY AGE



The survey results varied somewhat from the Census estimates of age distribution. The survey data indicated fewer 18-19 year olds, 20-24 year olds and 45-54 year olds than Census estimates. Survey instructions were for adults age 19 and older to complete the survey, which explains some of the difference between Census and survey data percentages in the 18-19 age group. The survey data also indicated more 35-44 year olds and 60-64 year olds than the Census estimates for the Metro survey area. Knowing the age makeup of survey respondents can be important when reviewing results of the survey.

EDUCATIONAL ATTAINMENT



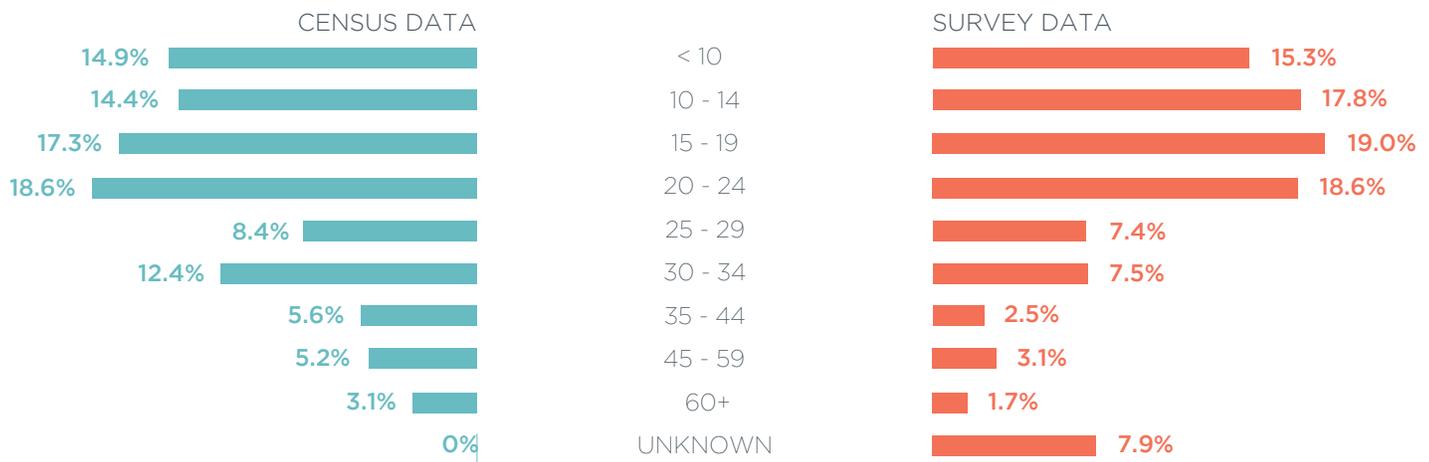
The survey results for educational attainment of respondents were quite a bit different than the Census estimates for the Metro survey area. The survey results indicated fewer individuals with “less than high school” and “less than 2-year awards,” but more with bachelor’s and master’s degrees.

MEANS OF TRANSPORTATION



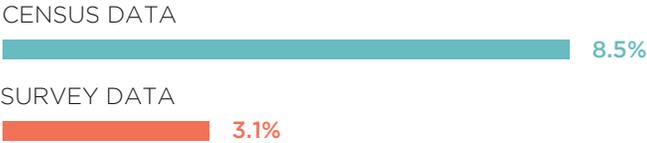
The survey results showed a slightly higher incidence of driving alone compared to Census estimates, and lower incidence of carpooling. However, 6.9% of survey respondents left the means of transportation question blank.

TRAVEL TIME TO WORK



The survey results showed slightly higher percentages of people commuting less than 20 minutes than the Census estimates. It showed lower percentages of people commuting 20 minutes or more than the Census estimates. There were 7.9% of survey respondents who did not provide their commute time.

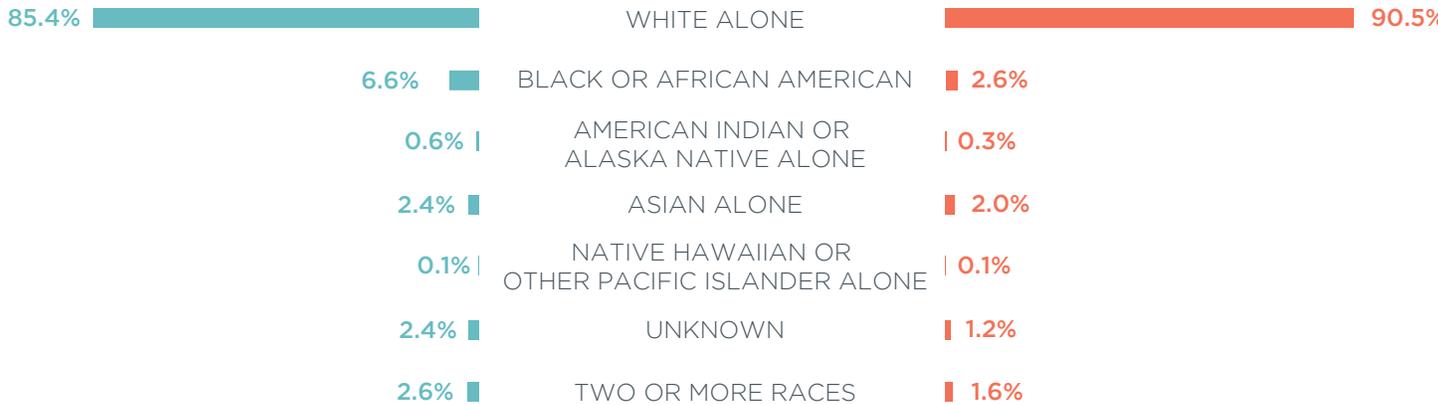
### POPULATION IDENTIFYING AS HISPANIC OR LATINO



The survey results showed a lower percentage of Hispanics and Latinos than the Census estimates for the Metro survey area.

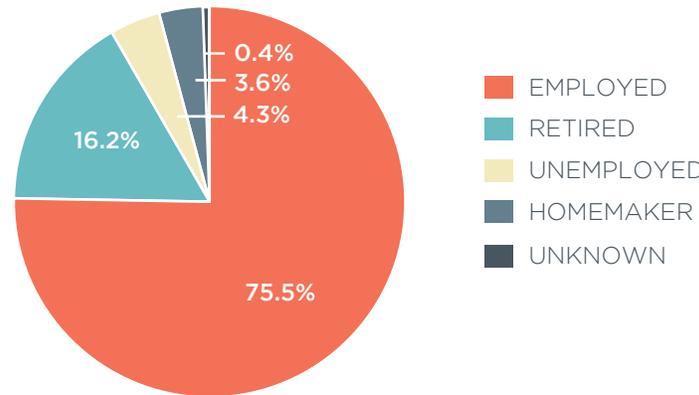
The survey results also showed a higher percentage of whites and fewer blacks or African Americans than the Census estimates for the Metro survey area.

### POPULATION BY RACE / ETHNICITY

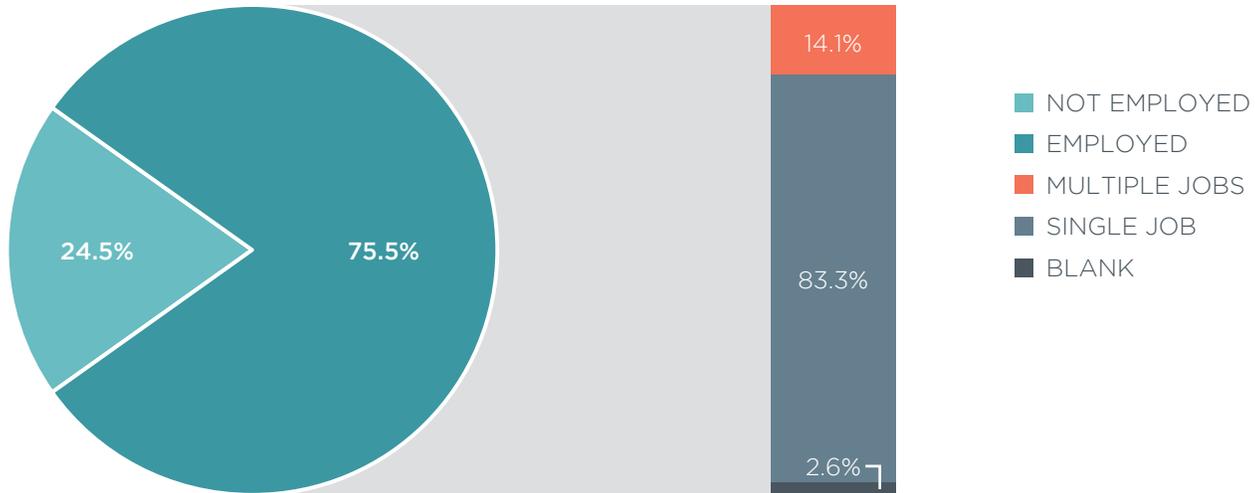


A majority of respondents were employed at 75.5%. Additionally, 16.2% of respondents were retired, 4.3% were unemployed, and 3.6% were homemakers.

### EMPLOYMENT STATUS

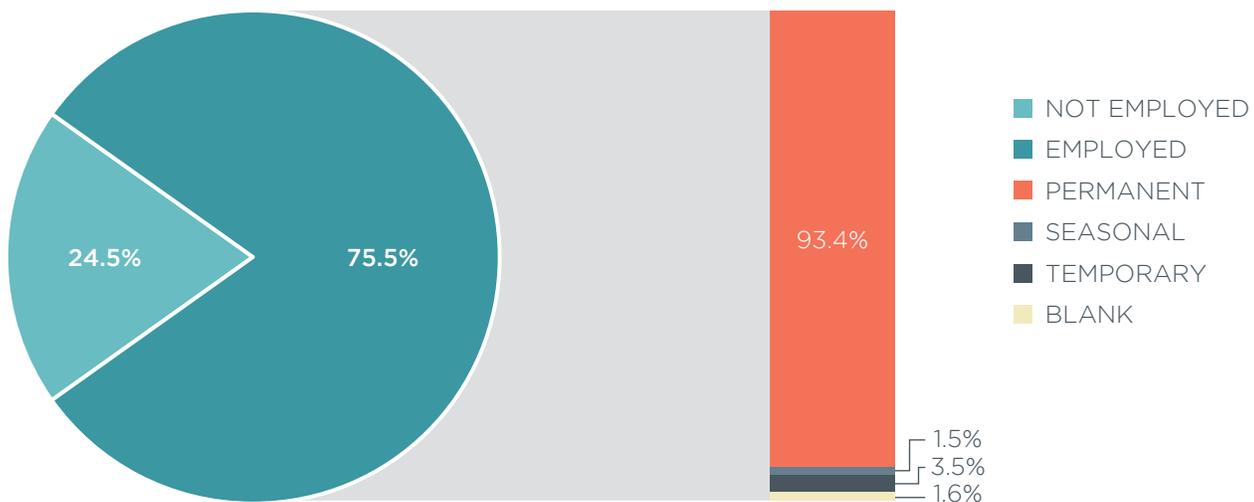


**MULTIPLE JOB STATUS**



Of those respondents who were employed, 14.1% held multiple jobs. Of the respondents who held multiple jobs, 80.4% had two different jobs. Over 73% of multiple job holders worked between 1 and 20 hours per week beyond the hours worked at their primary employer.

**EMPLOYMENT TYPE**



Those who were employed were asked about the employment situation at their primary employer. The vast majority (93.4%) had permanent positions. Some of these individuals may have seasonal or temporary jobs in addition to their primary jobs.



Survey respondents were asked if they were likely to reenter the workforce (if not employed) or change jobs (if employed) in the next year if a suitable job was available. Respondents who indicated “yes” or “maybe” were counted as “potential job seekers.” Much of this report focuses on these potential job seekers, as they represent a comprehensive pool of people who might be willing to accept new employment.

To arrive at an estimated number of potential job seekers for the metro survey area, the weighted percentage of potential job seekers for the survey area was multiplied by the U.S. Census Bureau’s population estimate for people ages 18 and over for the same geographical area. The study authors believe that this is a reasonable estimate because the survey results for age, race, ethnicity, and gender were weighted to closely match the Census estimates.

#### **NON-SEEKER**

A non-seeker is an employed person who did not answer either ‘yes’ or ‘maybe’ to the question “Are

you likely to change jobs in the next year if a suitable job is available?” or a not employed person who did not answer ‘yes’ or ‘maybe’ to the question “Are you likely to reenter the workforce in the next year if a suitable job is available?” Any survey respondents who were not identified as “potential job seekers” are referred to as “non-seekers.”

#### **ACTIVE JOB SEEKER**

Active job seekers are a sub-set of potential job seekers who answered ‘yes’ to the question “Are you actively seeking a new job?”

#### **POTENTIAL JOB SEEKER**

An employed person who answered either ‘yes’ or ‘maybe’ to the question “Are you likely to change jobs in the next year if a suitable job is available?” or a not employed person who answered ‘yes’ or ‘maybe’ to the question “Are you likely to reenter the workforce in the next year if a suitable job is available?” This includes all individuals who indicated that they may accept a new job within the next year, given the right circumstances.

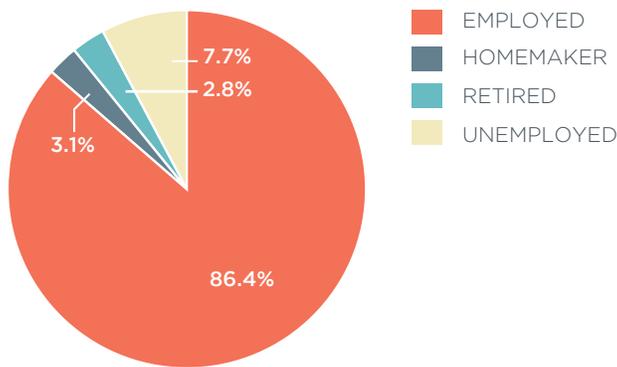
A survey of the metro areas in Nebraska discovered that in the survey area there are an estimated

**312,737**  
**POTENTIAL JOB SEEKERS**

#### **GENERAL CHARACTERISTICS OF POTENTIAL JOB SEEKERS**

In the survey, respondents were asked to identify if they were employed, unemployed, retired, or a homemaker. Those respondents who indicated that they were either unemployed, retired, or a homemaker were considered “not employed.” The employed and not employed were instructed to answer separate sets of follow-up questions.

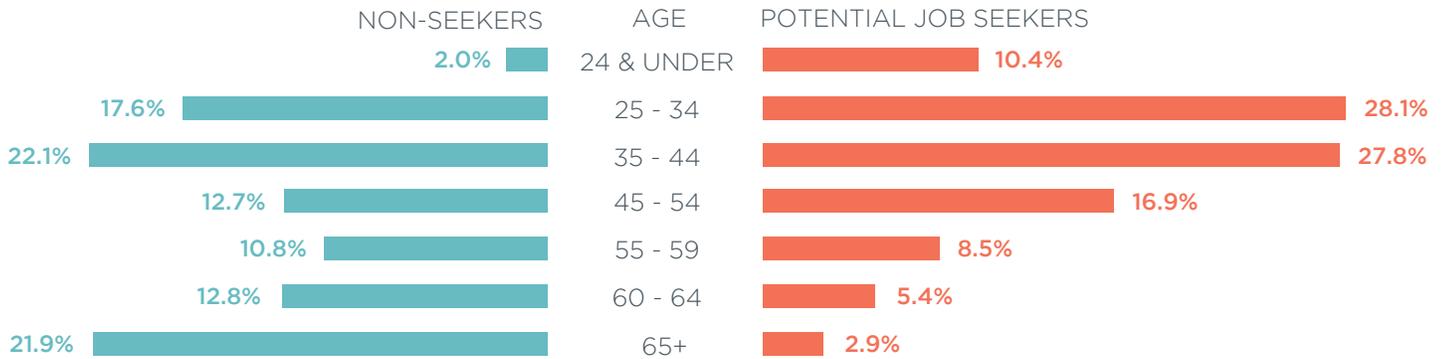
//////  
**POTENTIAL JOB SEEKERS BY EMPLOYMENT STATUS**



Typically, when estimating the potential labor pool for an area, there is a focus on people already working in the occupation(s) of interest, unemployed individuals with experience in an occupation, or recent graduates with specific educational backgrounds. While data on those working in an occupation is often available, information about the unemployed and graduates is frequently incomplete. There are also untapped labor pools including retirees or homemakers who may reenter the labor force if the right situation were to arise. The Metro Area Labor Availability Survey sought to capture a more complete estimate of potential job seekers than is available through other data sources.

Most potential job seekers were employed. Relatively low percentages of potential job seekers were either retired or homemakers.

////// **AGE BY SEEKER STATUS** \\\\\\\



Most potential job seekers were under the age of 45, with 10.4% ages 24 and under and 28.1% between the ages of 25 and 34. Respondents between the ages of 35 and 44 made up 27.8% of potential job seekers, and 33.7% were 45 and older.

Potential job seekers tended to be younger than non-seekers. Among potential job seekers, 66.3% were 44 years old or younger compared to 41.8% of non-seekers. Younger people may be more likely to be potential job seekers than other respondents because they are less established in their careers, so they may be more willing to seek career advancement through new employment.

## GENDER BY SEEKER STATUS

Males comprised 51.4% of potential job seekers and females comprised 48.6%.

### POTENTIAL JOB SEEKERS



### NON-SEEKERS



■ FEMALE ■ MALE

White was the most common race reported by potential job seekers at 89.2%, followed by black at 4.3%, and Asian at 3.1%. Hispanics made up 4% of potential job seekers.

Potential job seekers were slightly more likely to be minorities than non-seekers. A total of 10.8% of potential seekers were non-white compared to 6.3% of non-seekers, and 4.3% of potential job seekers were black compared to 1.7% of non-seekers. Additionally, 4% of potential job seekers were Hispanic compared to 2.7% of non-seekers.

## POPULATION IDENTIFYING AS HISPANIC OR LATINO BY SEEKER STATUS

### NON-SEEKERS

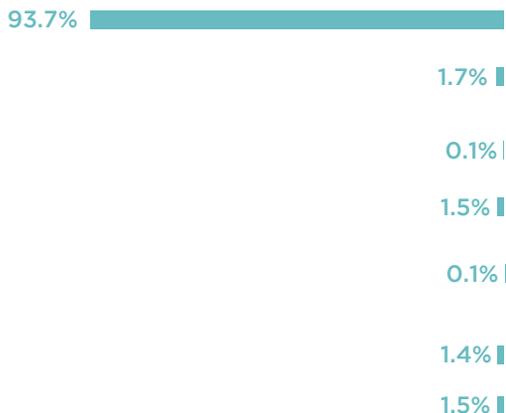


### POTENTIAL JOB SEEKERS

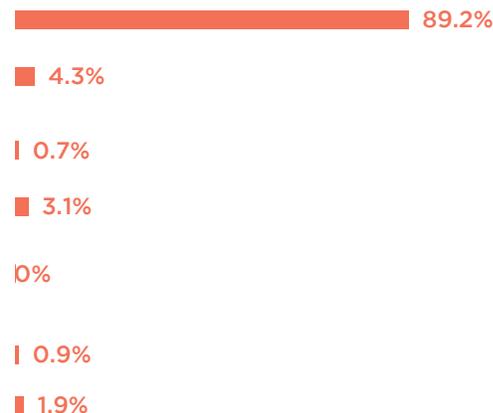


## RACE BY SEEKER STATUS

### NON-SEEKERS



### POTENTIAL JOB SEEKERS



RELATIONSHIP STATUS BY SEEKER STATUS



When asked to indicate their primary relationship status, 59% of potential job seekers reported that they were married. Another 21.5% of potential job seekers reported that they were never married, 8.7% reported that they were divorced, and 7.2% reported that they were unmarried living with a partner. The remaining 3.6% of potential job seekers reported that they were married and living apart, widowed, or separated.

Potential job seekers were less likely to be married than non-seekers. Potential job seekers were probably less likely to be married than non-seekers because they were younger on average. Married respondents made up 59% of potential job seekers compared to 71.9% of non-seekers, and 21.5% of potential job seekers were never married compared to 7.7% of non-seekers.

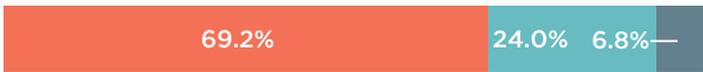
NUMBER OF CHILDREN BY SEEKER STATUS



Over half of all potential job seekers, 50.4%, indicated that they did not live with children, while 18.1% reported living with one child, 17.2% reported living with 2 children, and 11.5% reported living with 3 or more children.

## SEEKER STATUS BY AGE OF CHILDREN

KIDS 5 & UNDER - POTENTIAL JOB SEEKERS



KIDS 5 & UNDER - NON-SEEKERS



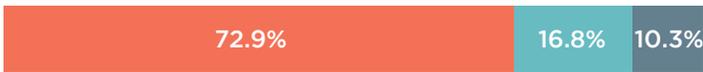
KIDS 6 - 12 - POTENTIAL JOB SEEKERS



KIDS 6 - 12 - NON-SEEKERS



KIDS 12 - 18 - POTENTIAL JOB SEEKERS



KIDS 12 - 18 - NON-SEEKERS



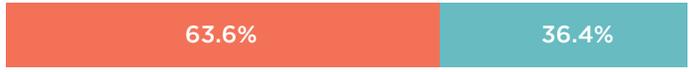
WITHOUT KIDS WITH KIDS BLANK

Potential job seekers were slightly more likely to live with children than non-seekers. For instance, 24% of potential job seekers reported that they lived with children ages 5 and under compared to 20.2% of non-seekers, and 22.1% of potential job seekers reported that they lived with children ages 6-12 compared to 18.1% of non-seekers. Additionally, 16.8% of seekers lived with children ages 12-18 compared to 14.4% of non-seekers.

Potential job seekers were less likely to be veterans than non-seekers. Veterans composed 6.6% of potential job seekers compared to 12.3% of non-seekers.

## POTENTIAL JOB SEEKER BY EMPLOYMENT STATUS

UNEMPLOYED



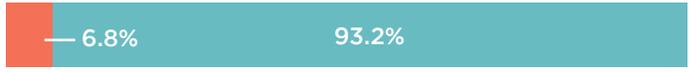
EMPLOYED



HOMEMAKER



RETIRED

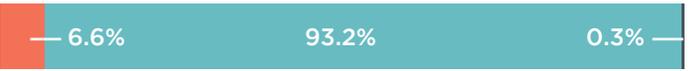


POTENTIAL JOB SEEKERS NON SEEKERS

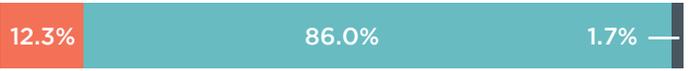
Unemployed respondents were the most likely to be potential job seekers at 63.6%, and employed respondents were the second most likely to be potential job seekers at 40.5%. Almost 27% of homemakers and 6.8% of retired respondents were also potential job seekers.

## VETERAN STATUS BY SEEKER STATUS

POTENTIAL JOB SEEKERS



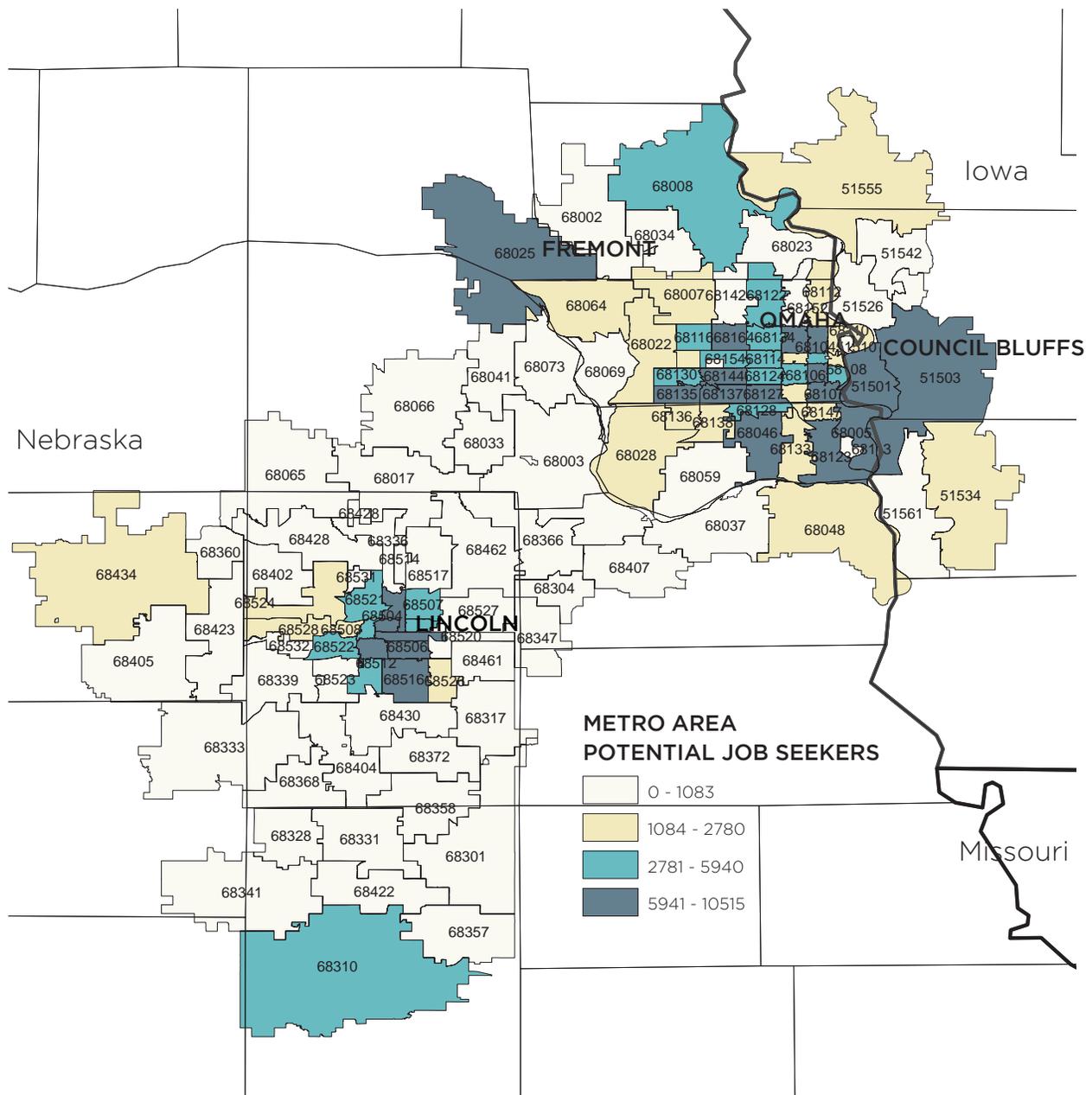
NON SEEKERS



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////// POTENTIAL JOB SEEKERS BY ZIP CODE

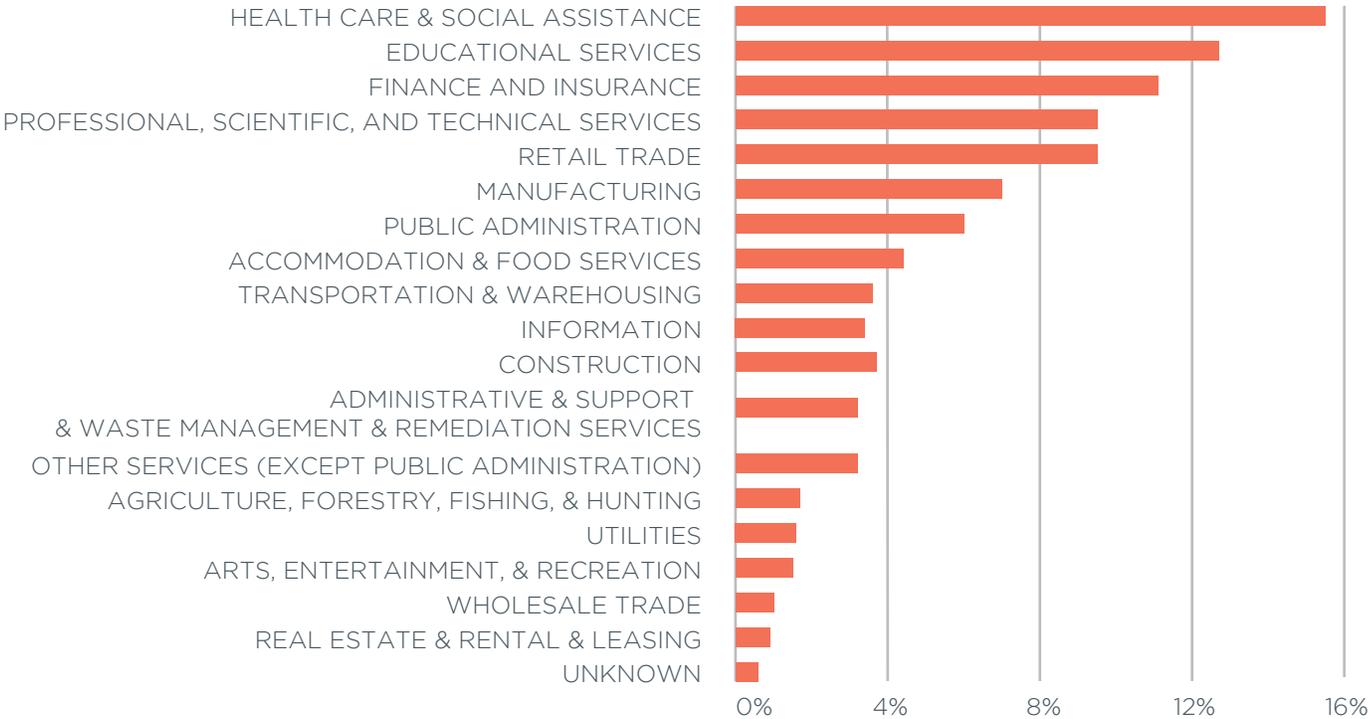
The number of estimated potential job seekers varied greatly by zip code. The number of potential job seekers was fewer in zip codes outside of city limits.



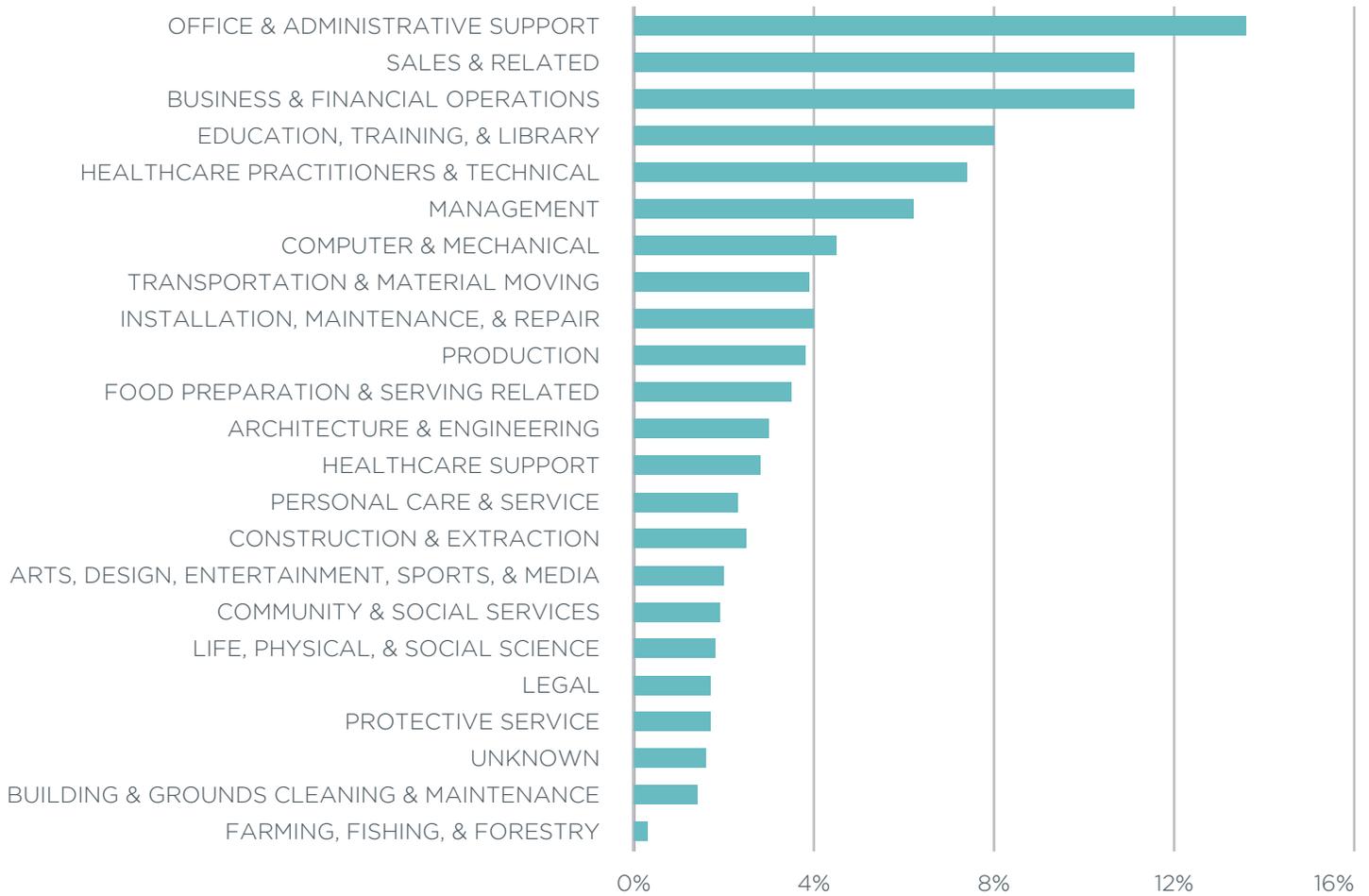
## CURRENT EMPLOYMENT CHARACTERISTICS OF POTENTIAL JOB SEEKERS

The highest percentage of employed potential job seekers worked in health care and social assistance, and educational services industries.

### INDUSTRY OF EMPLOYMENT OF CURRENTLY EMPLOYED POTENTIAL JOB SEEKERS



**OCCUPATION OF EMPLOYMENT OF CURRENTLY EMPLOYED POTENTIAL JOB SEEKERS**



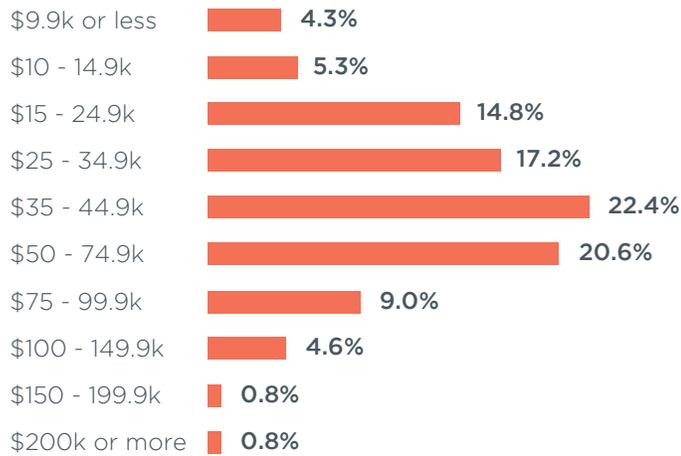
The highest percentage of employed potential job seekers were employed in office and administrative support, sales, and business and financial occupations. Generally, the proportion of potential job seekers by industry matches industry employment as identified by the Quarterly Census of Employment and Wages (QCEW) program. Survey results show higher percentages of potential job seekers in the educational services; professional, scientific and technical services; and finance and insurance industries. Potential job seekers were found in lower percentages than QCEW data in manufacturing, accommodation and food services, and wholesale trade industries.

PREVIOUS OCCUPATION OF NOT EMPLOYED POTENTIAL JOB SEEKERS



The highest percentage of not employed potential job seekers reported being previously employed in community and social services; sales; and arts, design, entertainment, sports and media occupations.

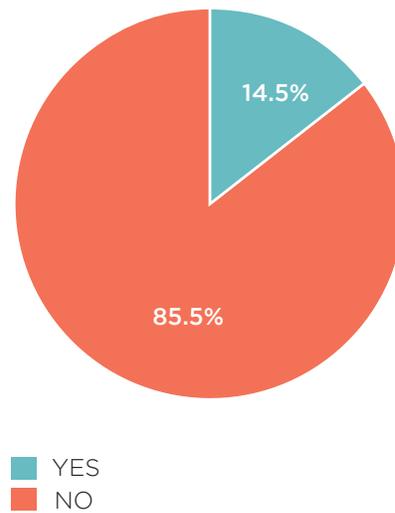
### WAGES OF POTENTIAL JOB SEEKERS



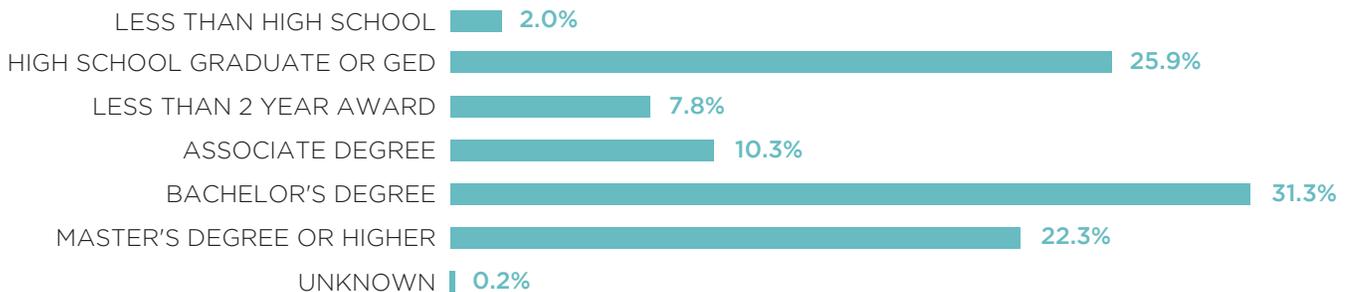
The highest percentage of potential job seekers reported earning between \$35k and \$50k a year.

Of those who provided information regarding multiple employment, most potential job seekers did not hold multiple jobs.

### POTENTIAL JOB SEEKERS WHO ARE MULTIPLE JOB HOLDERS

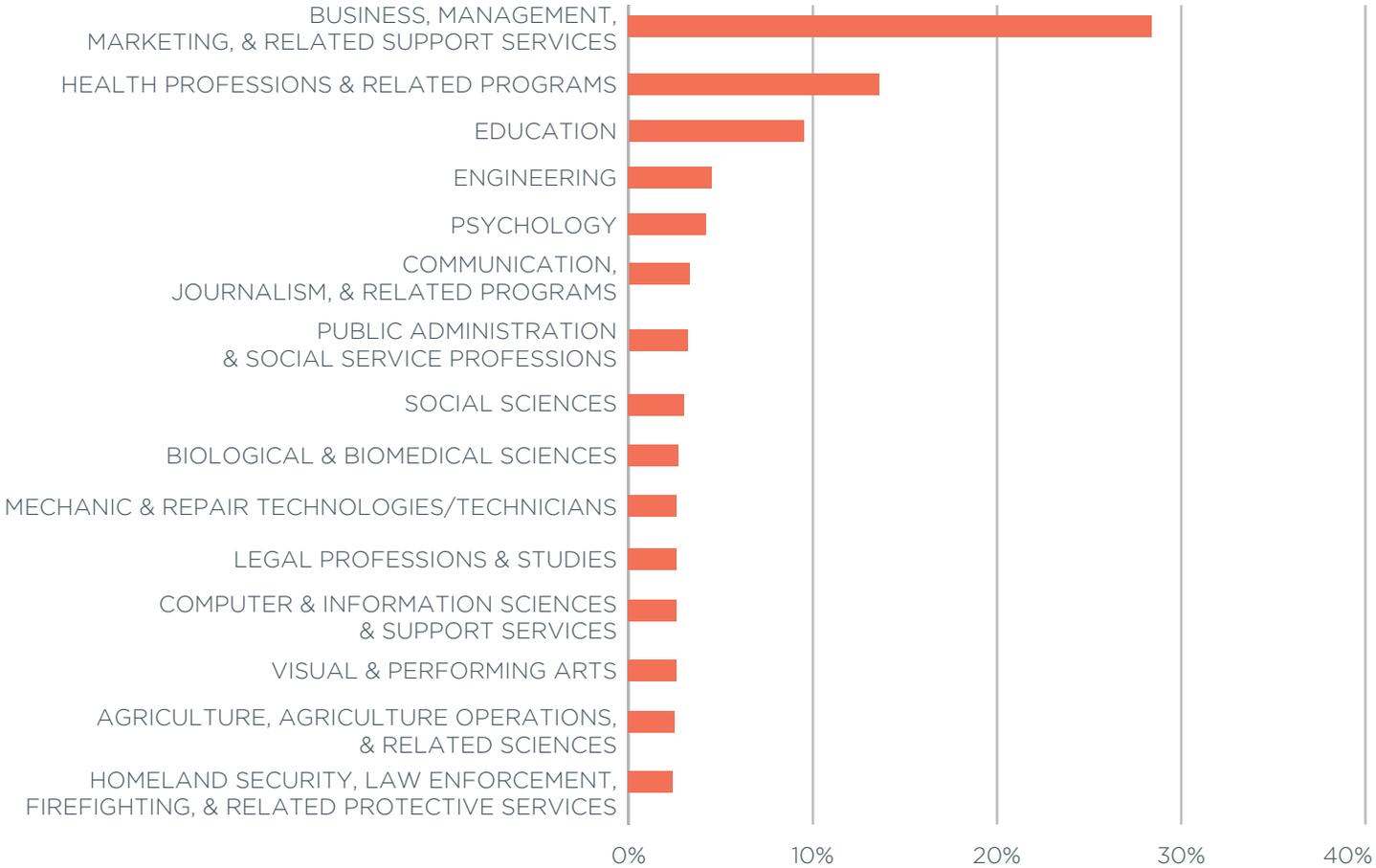


### HIGHEST LEVEL OF EDUCATION ACHIEVED OF POTENTIAL JOB SEEKERS



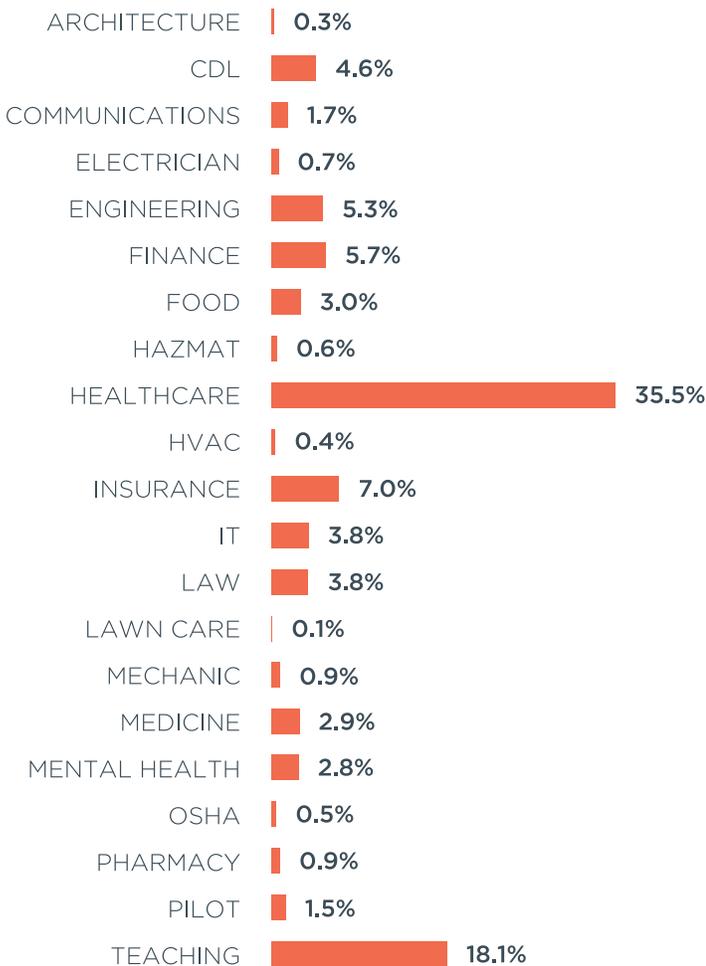
The highest level of education reported by most potential job seekers was a bachelor's degree, followed by a high school diploma or GED and a master's degree or higher.

TOP 15 FIELDS OF STUDY OF POTENTIAL JOB SEEKERS



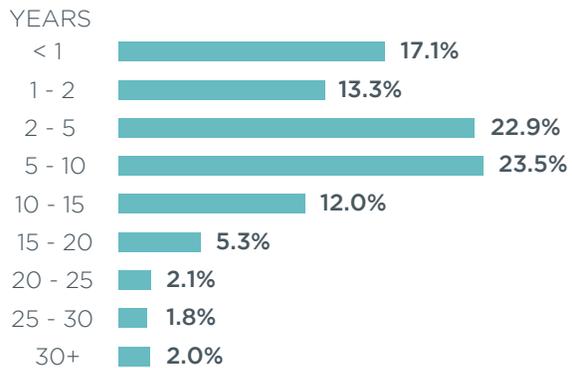
The top three fields of study of potential job seekers were business, management and marketing; health professions; and education.

## POTENTIAL JOB SEEKERS WITH JOB-RELATED LICENSES, CERTIFICATES OR CREDENTIALS



The survey question asking about job-related licenses, certificates or credentials was open-ended. The chart above provides a list compiled from those responses. Most potential job seekers who indicated they had job-related licenses, certifications, or credentials had them in healthcare or teaching.

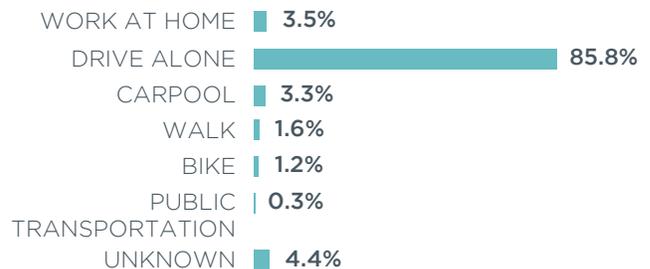
## EMPLOYED POTENTIAL JOB SEEKERS TENURE AT CURRENT JOB



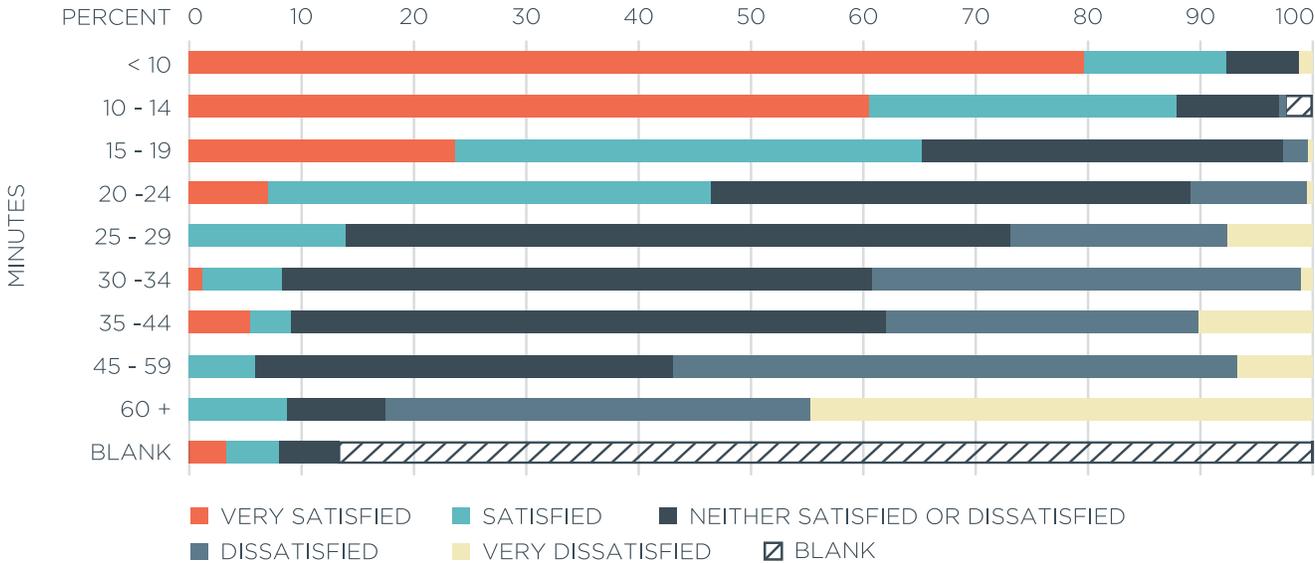
Most potential job seekers said they have been at their current job 10 years or less. Nearly a quarter of potential job seekers have been at their current job between 5 and 10 years, and around 23 percent between 2 and 5 years.

The majority of potential job seekers drove alone to their current job.

## MEANS OF TRANSPORTATION OF EMPLOYED POTENTIAL JOB SEEKERS

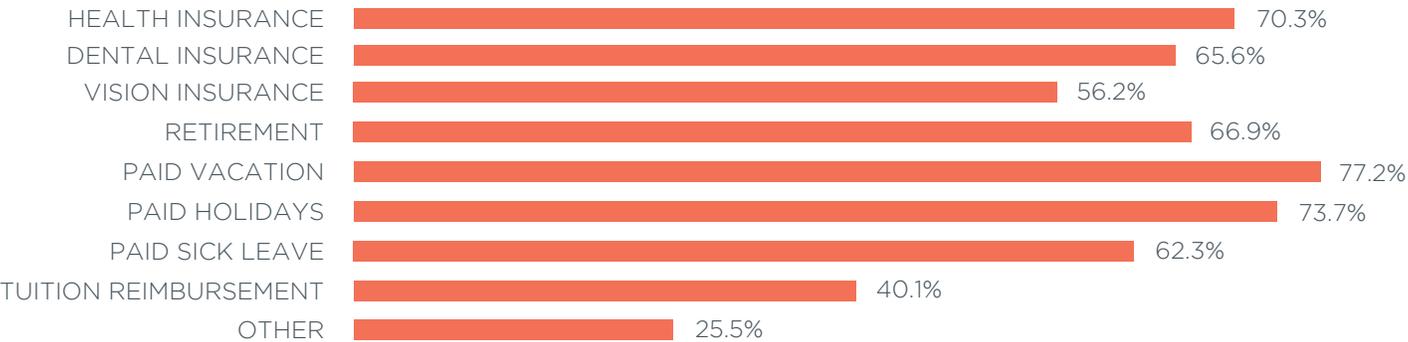


**COMMUTE TIME AND SATISFACTION OF EMPLOYED POTENTIAL JOB SEEKERS**



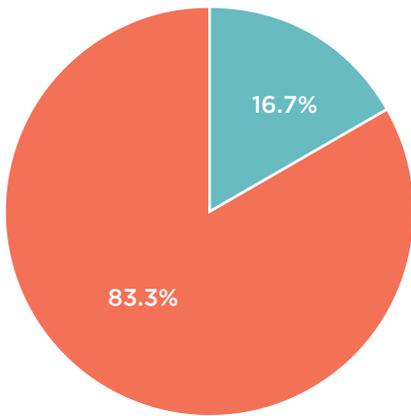
Potential job seekers’ satisfaction with their commute time appears to be negatively correlated with the length of their commute. Over half of those who commute 19 minutes or less were satisfied or very satisfied with their commute.

**BENEFITS RECEIVED BY EMPLOYED POTENTIAL JOB SEEKERS**



The majority of potential job seekers said they received health, dental and vision insurance, retirement, paid vacation, paid holidays and paid sick days. Fewer than half of potential job seekers said they received tuition reimbursement.

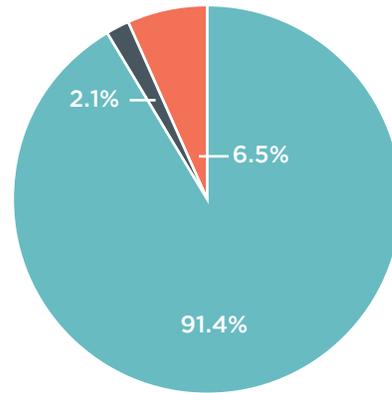
WEEKLY HOURS OF EMPLOYED POTENTIAL JOB SEEKERS



1 - 34  
35+

Of potential job seekers who reported their hours, potential job seekers were slightly more likely to work under 35 hours a week than respondents as a whole. This finding could suggest that employees with fewer weekly hours are more likely to seek new employment. Among employed potential job seekers who reported their weekly hours, 16.7% worked under 35 hours a week, and 83.3% worked 35 or more hours a week. Among all employed respondents, 13.7% worked under 35 hours a week.

JOB STATUS OF EMPLOYED POTENTIAL JOB SEEKERS



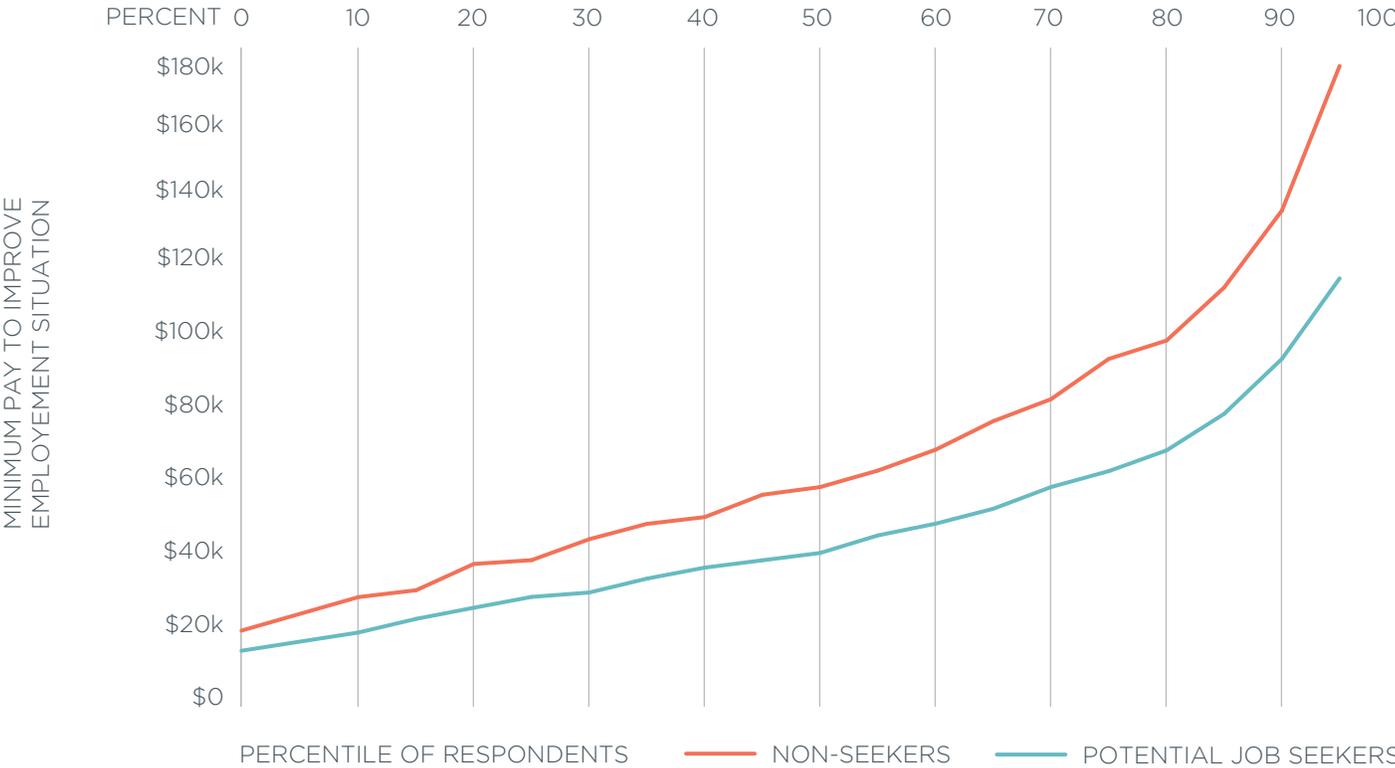
PERMANENT  
SEASONAL  
TEMPORARY

Of potential job seekers who provided their job status, the majority of potential job seekers said they were employed in permanent positions.

## DESIRED EMPLOYMENT OF POTENTIAL JOB SEEKERS

Potential job seekers in the Metro had different requirements for the minimum amount of pay desired to improve their employment situation depending on their current occupation, industry, education level, and employment status. In this section, only respondents who provided data regarding their wage requirements were analyzed.

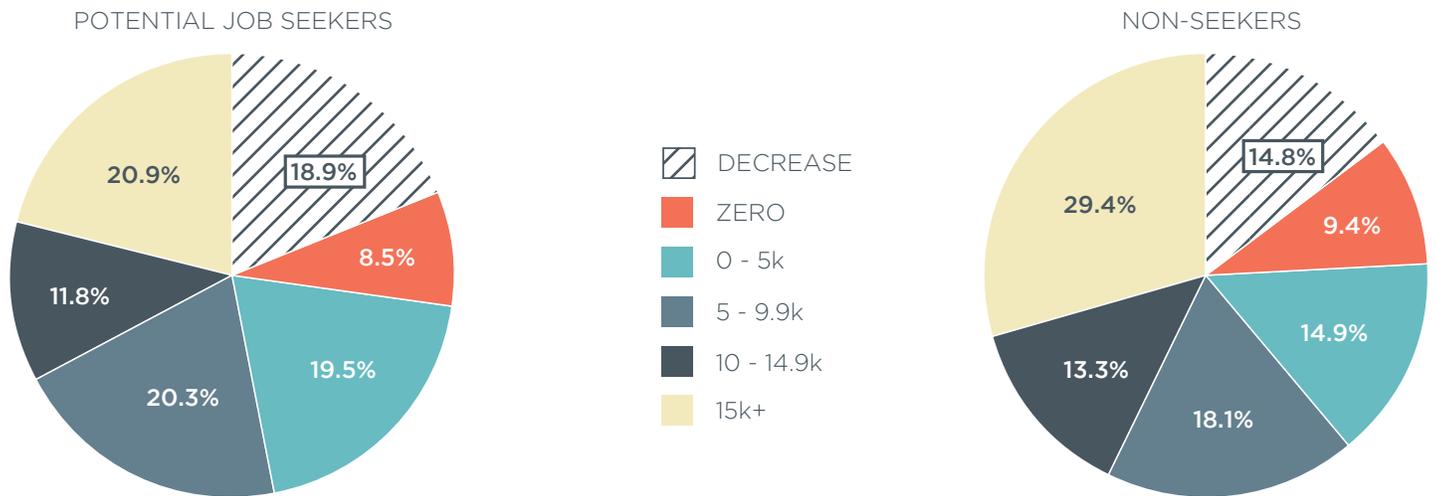
### MINIMUM PAY TO CHANGE JOBS BY SEEKER STATUS



For the purpose of this analysis, non-seekers were defined as those who did not answer ‘yes’ or ‘maybe’ when asked if they would reenter the workforce or change jobs in the next year. Respondents’ desired pay was analyzed regardless of their current employment situation.

Potential job seekers generally required less pay to improve their employment situation than those who were not potential job seekers. The median minimum pay sought by potential job seekers was estimated at \$41,600 based on survey results. This equates to a wage of about \$20 per hour for full-time, year-round work. The median minimum wage sought for those who were not potential seekers was \$60,000 annually, or approximately \$28.85 per hour for full time, year round work. According to survey results, nearly all (95%) of non-seekers in the Metro would accept a new job for \$175,000, while nearly all potential job seekers would accept a new job for around \$117,000.

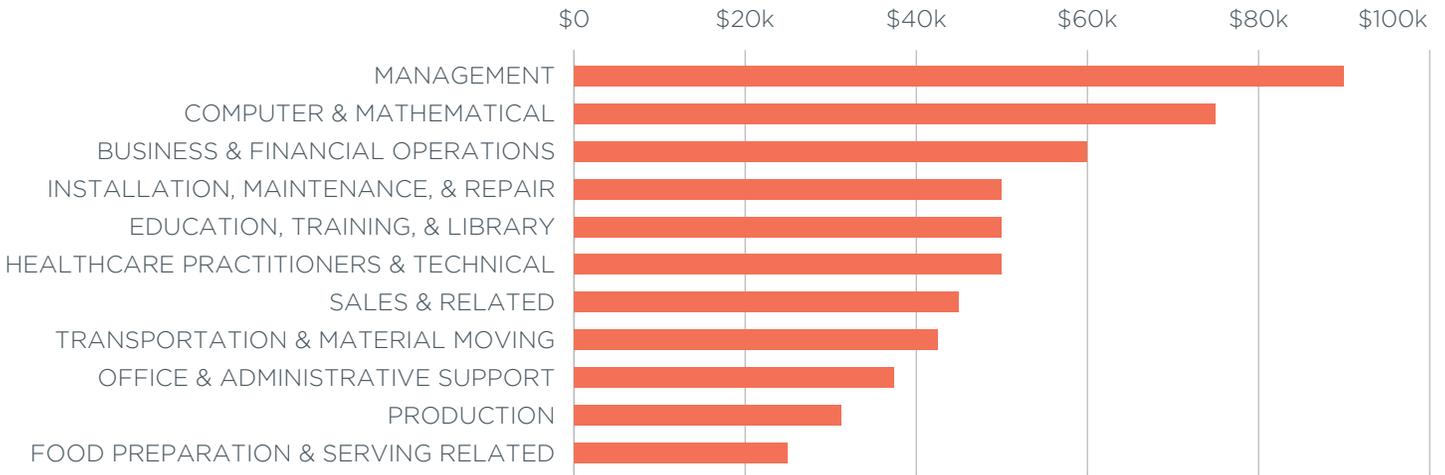
////// MINIMUM PAY INCREASE NEEDED TO CHANGE JOBS //////////////////////////////////



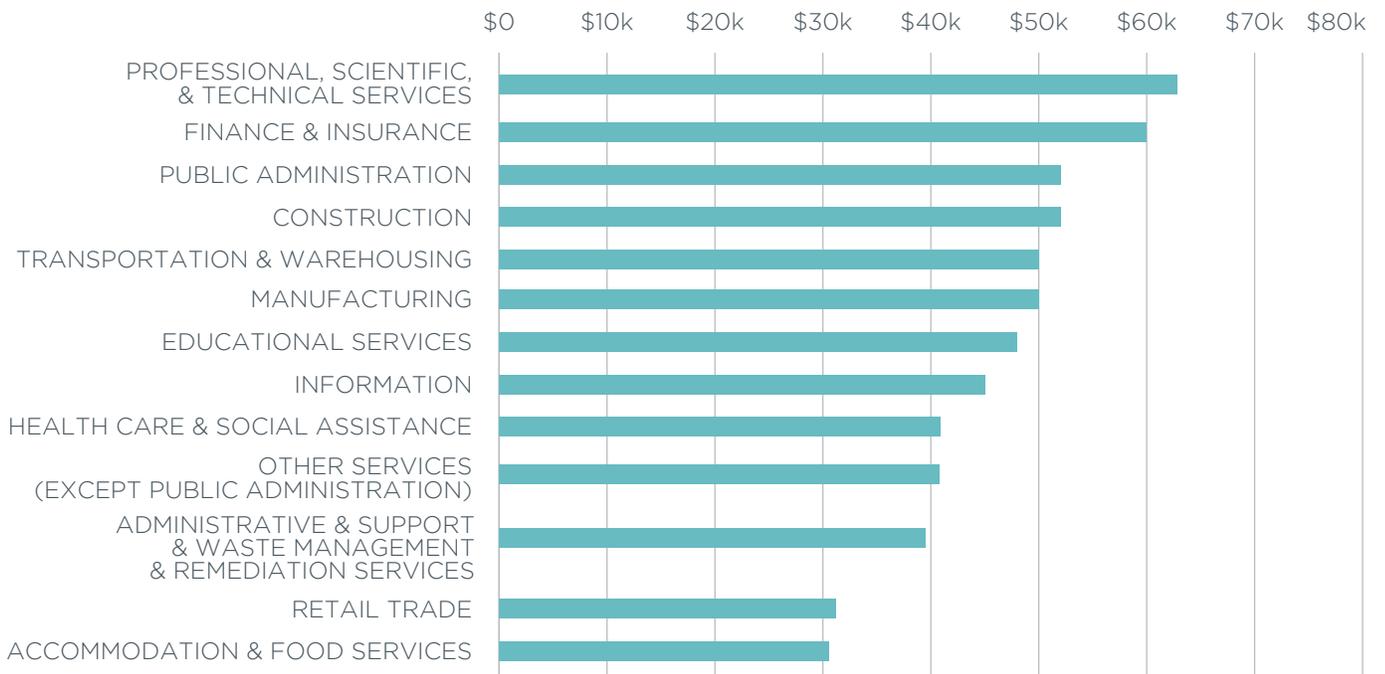
According to survey results, over a quarter of potential job seekers in the Metro would not need a pay increase in order to improve their employment situation. In fact, 18.9% of potential job seekers would take a pay cut for the right job. Those who are not potential job seekers would require a larger wage increase in general to switch jobs: 20.9% of potential seekers would require at least a \$15,000 raise to improve their employment situation, while 29.4% of others would say the same.

Only responses that listed both a current wage and minimum pay requirement to change jobs were included in the analysis of wage increases. Non-seekers were defined as those who did not answer 'yes' or 'maybe' when asked if they would reenter the workforce or change jobs in the next year.

**MEDIAN MINIMUM PAY TO IMPROVE EMPLOYMENT SITUATION OF POTENTIAL JOB SEEKERS BY OCCUPATION**



**MEDIAN MINIMUM PAY TO IMPROVE EMPLOYMENT SITUATION OF POTENTIAL JOB SEEKERS BY INDUSTRY**



### Pay Requirements by Occupation

According to survey results, those currently working in a management or computer/mathematical occupation had the highest pay requirements. The median minimum pay to improve their employment situation was \$90,000 and \$75,000, respectively, for potential job seekers in the Metro. Potential seekers working in food preparation and serving related roles had the lowest median pay requirement: \$25,000.

This analysis was conducted on potential seekers in the Metro area for whom their current occupation and minimum pay requirements could be determined. Only occupational groups with sufficient response counts for analysis were included.

### Pay Requirements by Industry

Potential job seekers working in the professional, scientific, and technical services and the finance and insurance industries had the highest median desired pay to improve their employment situation. The median annual desired pay for these groups was \$62,855 and \$60,000 respectively. Those working in accommodation and food services had the lowest median minimum pay desired: \$30,600.

It is important to keep in mind that industry and occupation are not the same thing; there are several different occupations in an industry.

This analysis was conducted for potential job seekers in the Metro area for whom their current industry and minimum pay requirements to change jobs could be determined. Only industries with sufficient response counts for analysis were included.

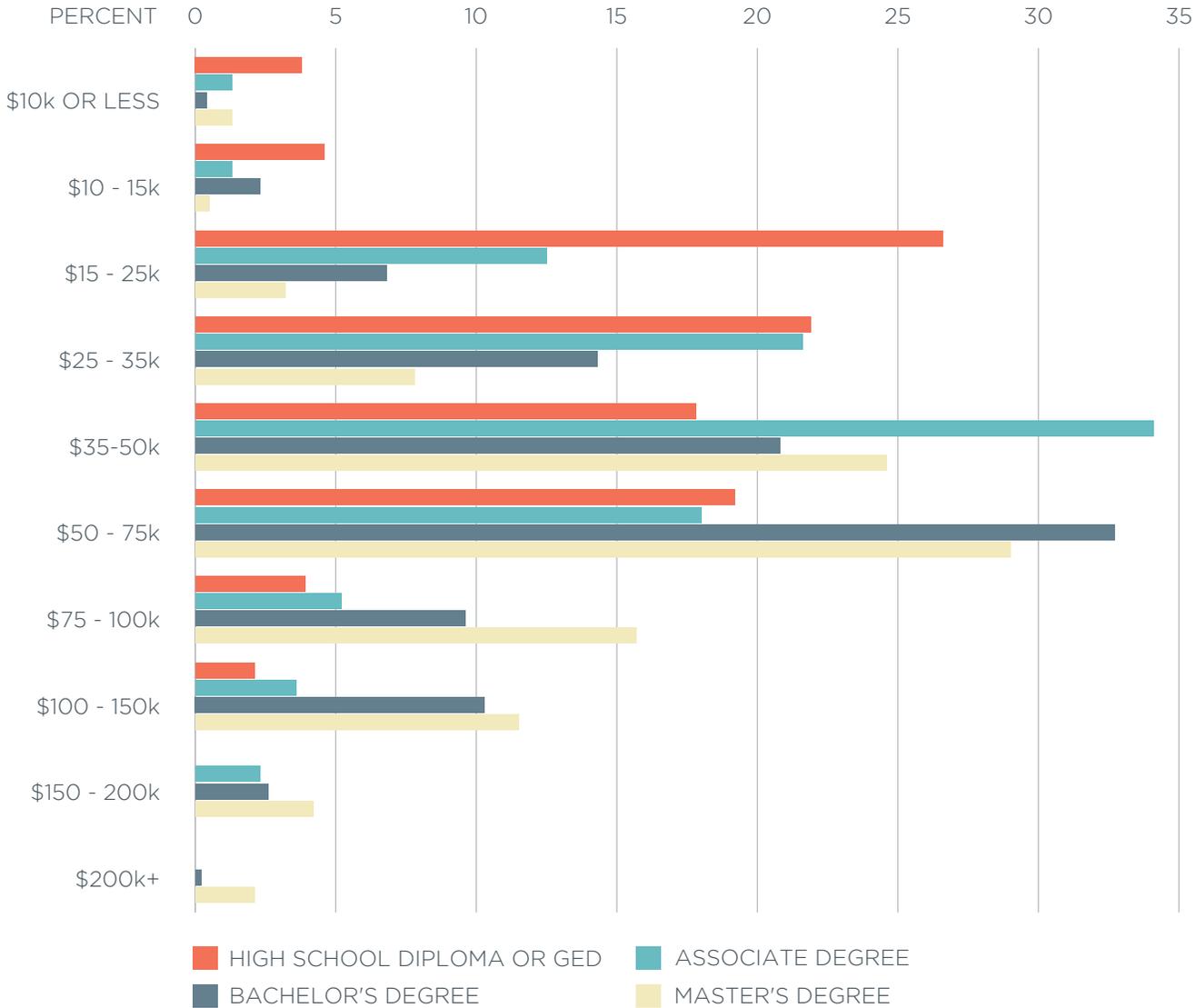
## POTENTIAL JOB SEEKERS' CURRENT PAY VS. MINIMUM PAY TO CHANGE JOBS



The largest percentage of potential seekers said they currently make \$35,000-\$50,000 annually (22.4%). Over one fourth (25.5%) of potential seekers in the Metro would require a wage between \$50,000-\$75,000 to improve their employment situation.

This analysis was only conducted on potential seekers in the Metro for whom both their current wages and minimum pay to improve their employment situation could be determined.

## POTENTIAL JOB SEEKERS' MINIMUM PAY TO CHANGE JOBS BY HIGHEST EDUCATION LEVEL ACHIEVED

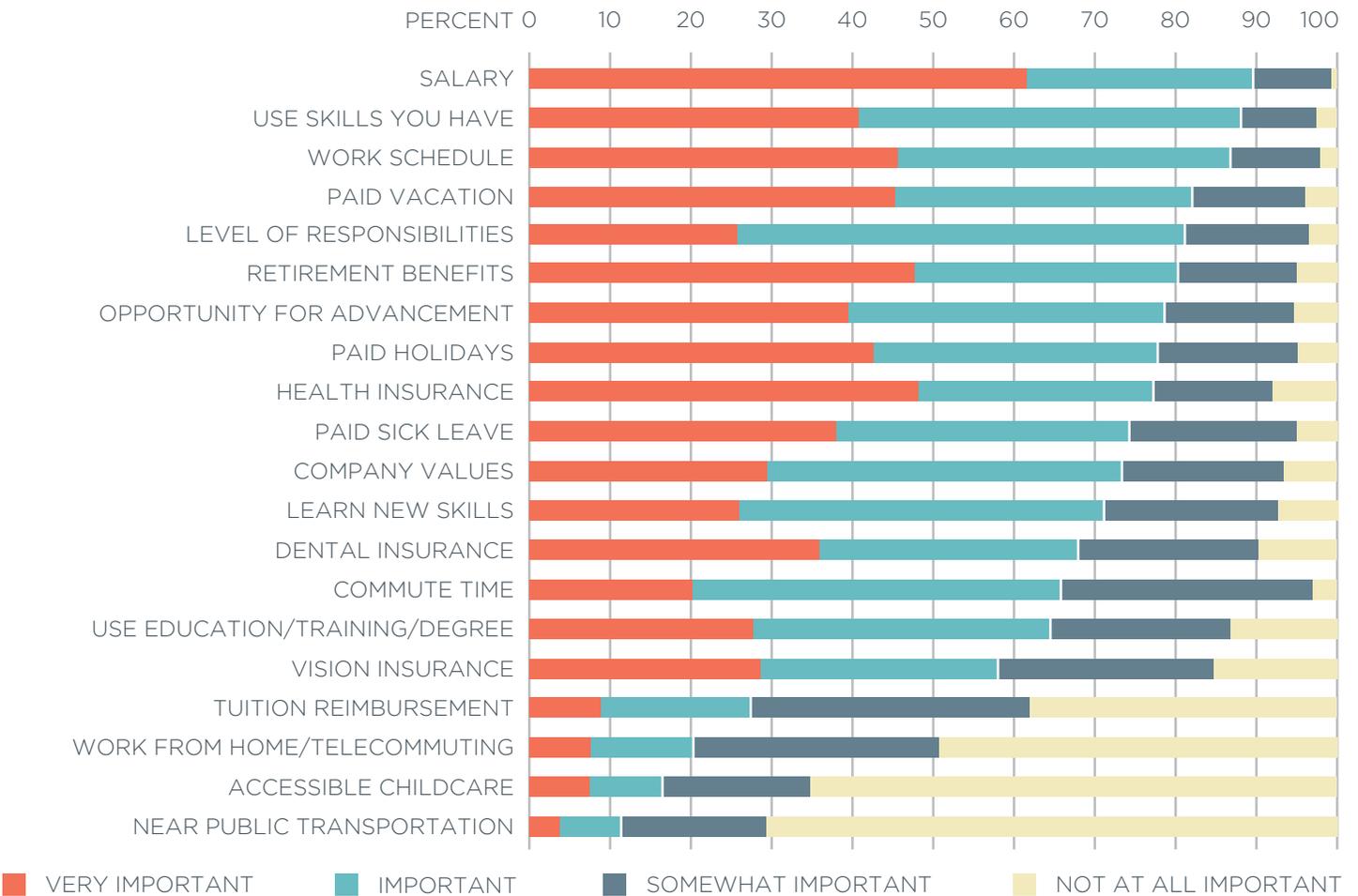


According to survey results, potential seekers who had a higher level of educational attainment required a higher minimum pay in general to improve their employment situation. Of those who had only completed high school or earned a GED, 26.6% only required a wage in the 15k-25K range. Over 30% of those with an associate degree wanted to make 35-50K annually. Around 30% of those with bachelor's and master's degrees required between 50K and 75K annually to improve their employment situation. Almost 34% of those with a master's degree said it would take at least 75K annually to improve their employment situation. Only potential seekers who reported their current levels of education and pay requirements were counted in this analysis.

## FACTORS IMPORTANT TO POTENTIAL JOB SEEKERS

There are many factors to consider when choosing a new job or deciding to make a career change. Potential job seekers in the Metro area were asked to rate the importance of 20 factors frequently considered when choosing a place of employment. Blank responses were not counted in any of the below analysis of important factors.

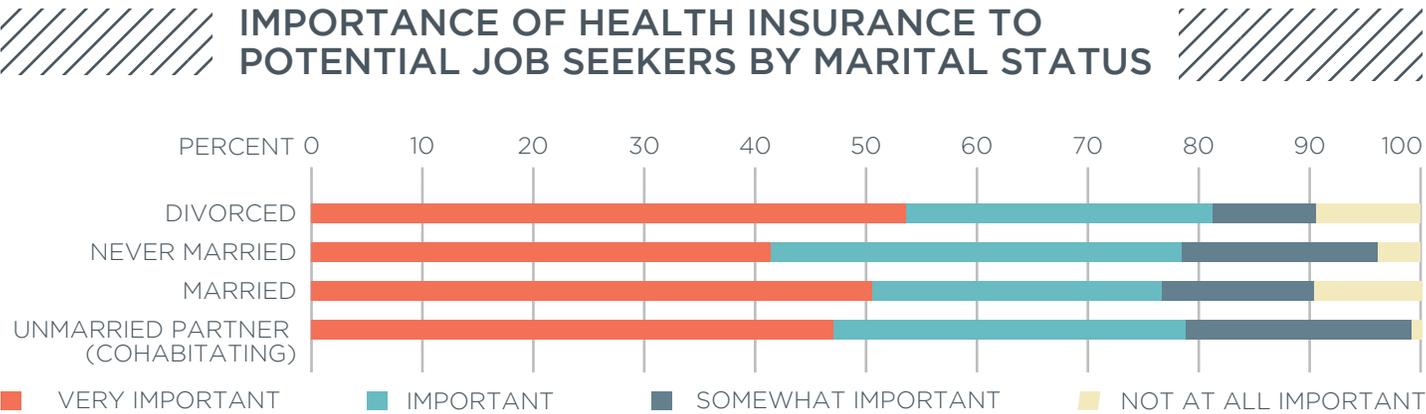
### //////////////// FACTORS IMPORTANT TO POTENTIAL JOB SEEKERS //////////////////



Of those potential seekers who answered questions about the most important factors they look for in a job, 89.6% said salary was either important or very important to them. Salary was the only factor that over half of respondents listed as very important to them. The top five important factors to potential seekers based on ratings of very important or important were salary, using skills they already have, work schedule, paid vacation, and level of responsibilities. Potential job seekers in the Metro area didn't seem to value tuition reimbursement, working from home, accessible childcare, and proximity to public transportation as much as other factors, with 30% or fewer seekers listing these factors as important or very important to them.

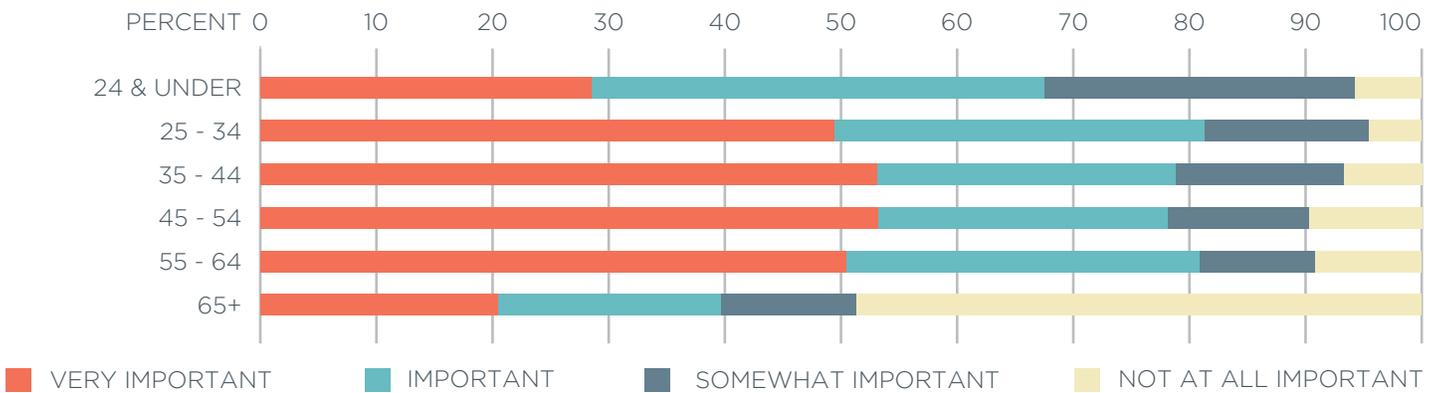
### IMPORTANCE OF HEALTH INSURANCE

Health insurance was important to many potential job seekers, with 77.5% of all seekers listing it as important or very important to them. According to survey results, the relative importance of health insurance changed slightly with the marital status and the age of the potential job seeker.



Over half of divorced seekers (53.6%) said that health insurance was very important to them, while 41.4% of seekers who have never been married said the same thing. Just over half (50.6%) of married potential seekers said that health insurance was very important to them. Overall, married seekers were less likely to say health insurance was important or very important; this may be because insurance coverage can be obtained through their spouse.

### IMPORTANCE OF HEALTH INSURANCE TO POTENTIAL JOB SEEKERS BY AGE



In general, health insurance was less important to the youngest and oldest potential seekers, with just 28.5% of those 24 and under and 20.4% of seekers 65+ listing health insurance as very important to them. Health insurance was most important to those ages 25-34 overall, with 81.3% of this age group listing health insurance as either very important or important.

### IMPORTANCE OF VACATION TIME

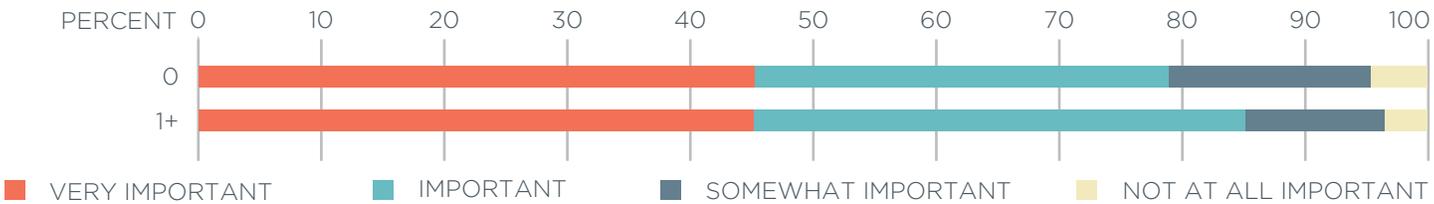
Paid vacation is one of the top five most important factors to potential job seekers as a whole, with nearly 82% of all potential job seekers saying that paid vacation was either important or very important to them. The importance of this factor varied with the age of the potential job seeker and changed slightly with the number of children a potential seeker had.

### IMPORTANCE OF PAID VACATION TO POTENTIAL JOB SEEKERS BY AGE



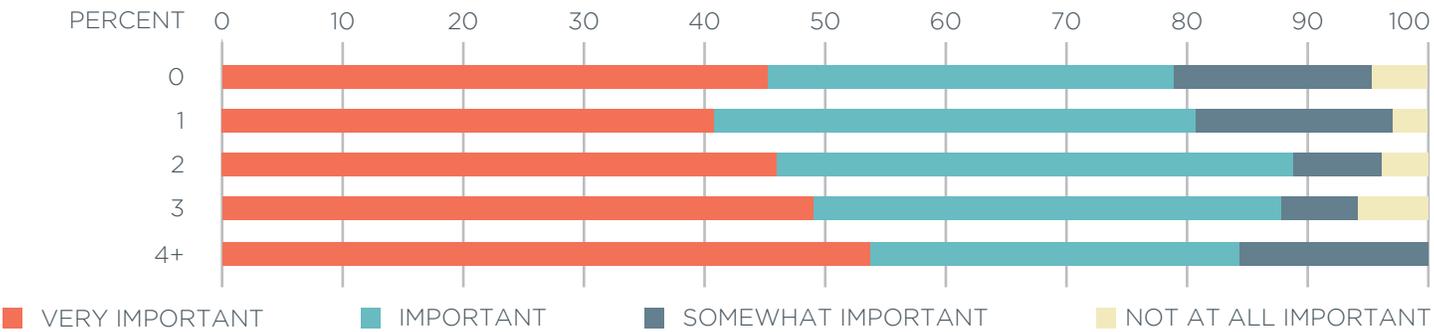
Paid vacation was most important to the middle age groups: between 78-86% of those ages 25-64 said paid vacation was very important or important to them. Just 23.1 % of those 65 and over said paid vacation was very important to them, while 53.5% of those ages 45-54 said the same thing.

### IMPORTANCE OF PAID VACATION TO POTENTIAL JOB SEEKERS BY NUMBER OF KIDS



Potential job seekers in the Metro with children said that paid vacation was important more often than those without children. Paid vacation was important or very important to 78.9% of those without children, while 85.1% of those with at least one child said the same.

### IMPORTANCE OF PAID VACATION TO POTENTIAL JOB SEEKERS BY NUMBER OF KIDS

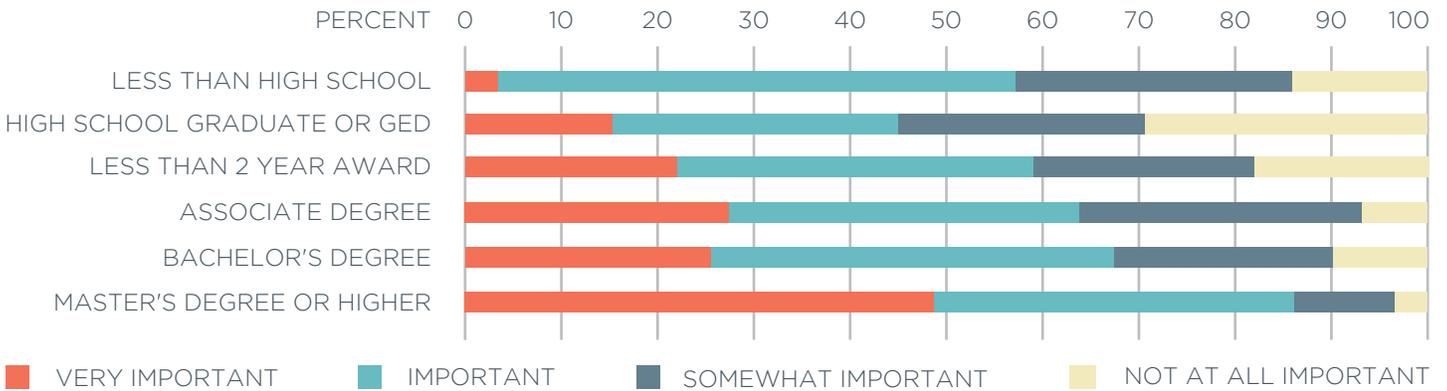


The importance of paid vacation changed somewhat with the number of children a seeker had. Among potential seekers with no children, 78.9% said paid vacation was important or very important to them, while those with two children had the highest percentage rating vacation as important or very important: 88.8%. Over 50% of those with four or more children indicated that paid vacation was very important.

## IMPORTANCE OF EDUCATION

Making use of their education, training, or degree wasn't as important to potential job seekers as other factors, but 64.4% of seekers named using education as important or very important to them. When broken down by current education level, clear patterns emerge in the desire of potential job seekers to use their education in the workplace.

### IMPORTANCE OF USING EDUCATION TO POTENTIAL JOB SEEKERS BY HIGHEST EDUCATION LEVEL ATTAINED

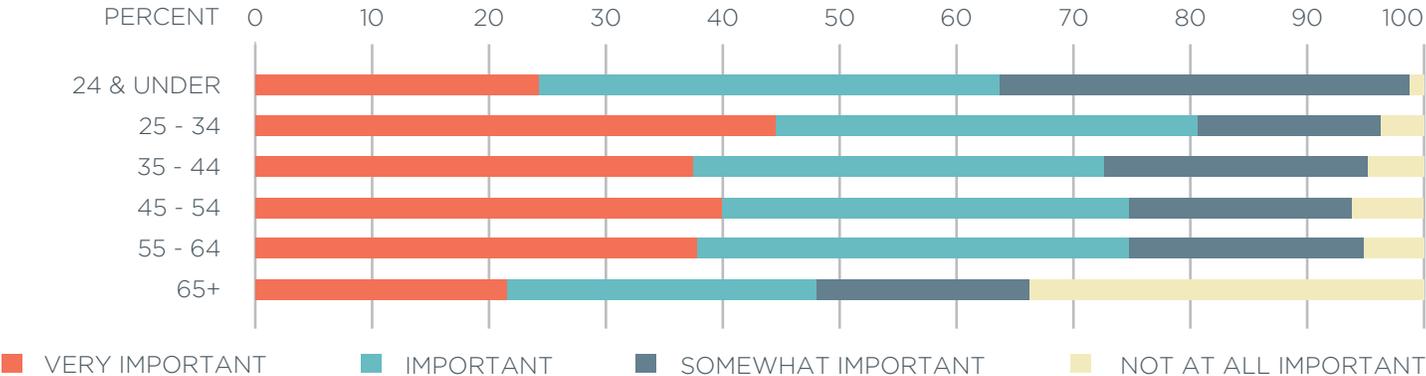


In general, the more education a potential seeker attained, the more important it was to them to use their education in a job. Of those with a master's degree, 48.7% said that using their education was very important to them, while 25.5% of those with a bachelor's degree said the same thing. However, 57.2% of those that did not finish high school said using their education was important or very important, while 44.1% of those with high school as their highest level of education said the same. Overall, if a seeker attained a higher level of education, they were more likely to say that making use of their education was important or very important to them. However, a high percentage of those who had not graduated high school indicated that using their education was important.

## IMPORTANCE OF SICK LEAVE

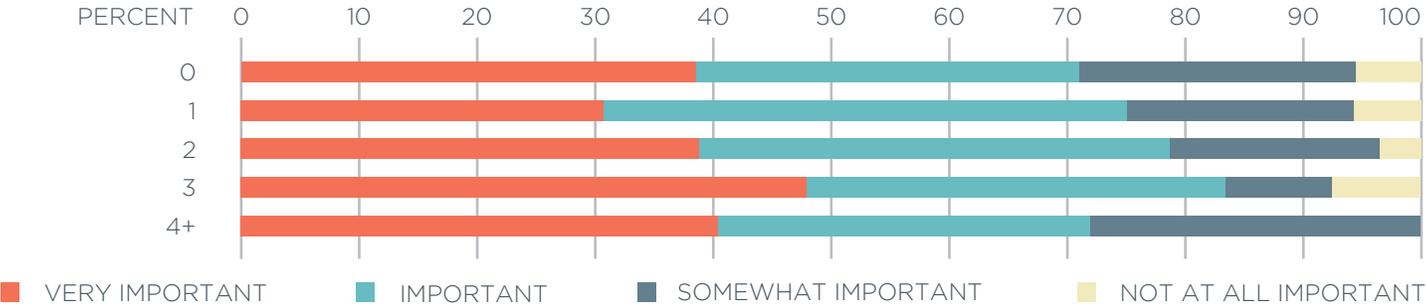
About 74% of potential job seekers said paid sick leave was very important or important to them. The importance of sick leave varied with the age, gender, and number of children of potential job seekers.

### IMPORTANCE OF SICK LEAVE TO POTENTIAL JOB SEEKERS BY AGE



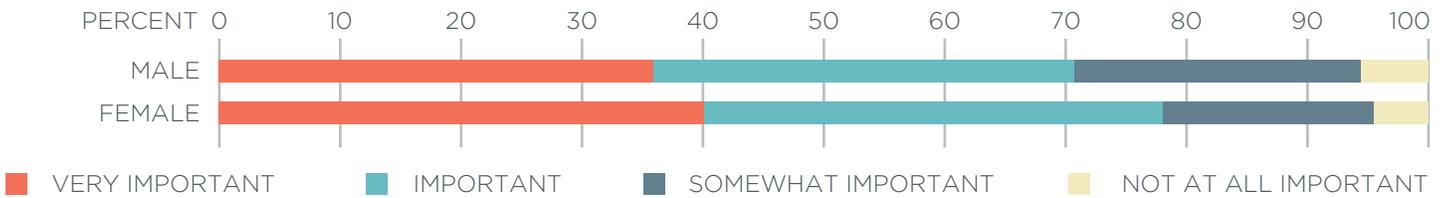
Sick leave was most important to those in the 25-34 age group, with 80.7% of potential seekers stating that sick leave was important or very important to them. Slightly less than half (48%) of those ages 65 and over stated the same.

### IMPORTANCE OF SICK LEAVE TO POTENTIAL JOB SEEKERS BY NUMBER OF KIDS



In general, a potential job seeker was more likely to list sick leave as very important or important if they had more children. However, once a seeker had four children, sick leave became less important to them.

### IMPORTANCE OF SICK LEAVE TO POTENTIAL JOB SEEKERS BY GENDER

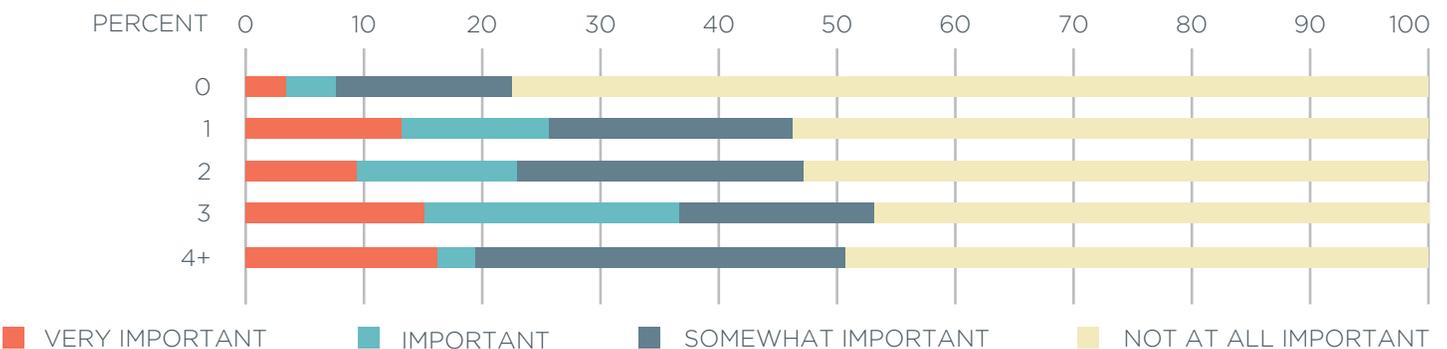


Sick leave was just slightly more important to females, with 78% of female potential job seekers saying sick leave is important or very important and 70.7% of males saying so.

### IMPORTANCE OF CHILDCARE

Accessible childcare was one of the least important factors to potential seekers overall: just 16.4% said it was important or very important to them.

### IMPORTANCE OF CHILDCARE TO POTENTIAL JOB SEEKERS BY NUMBER OF KIDS

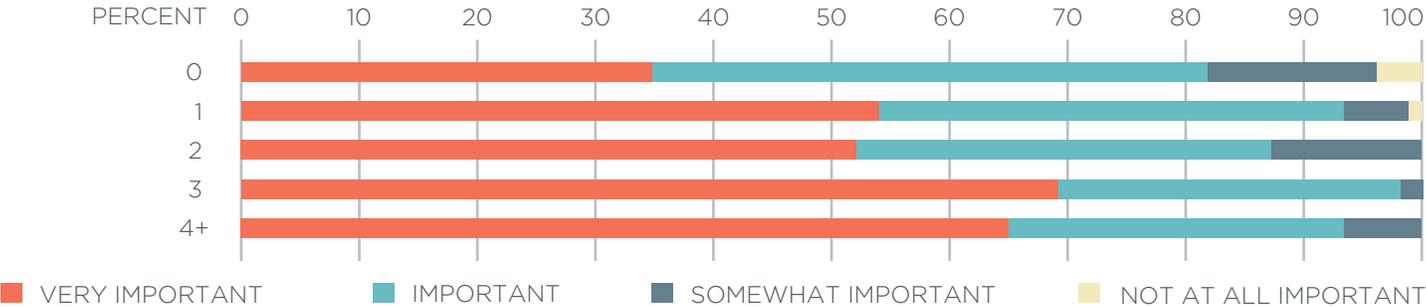


Accessible childcare was more important to potential job seekers with children than those without. Only 7.5% of those without children said childcare was important or very important to them. Almost 40% of those with three children said the same.

## IMPORTANCE OF WORK SCHEDULE

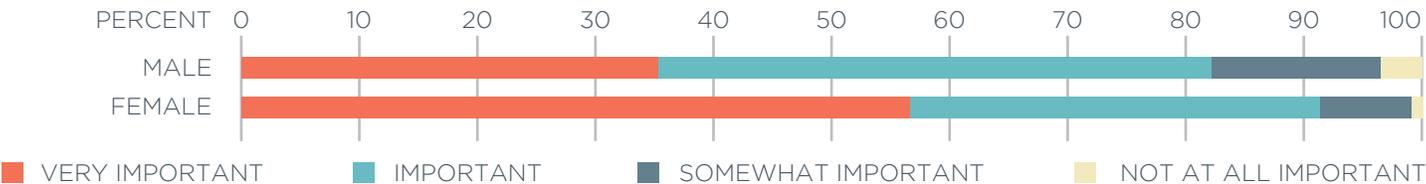
Having a work schedule that fits the needs of the potential seeker was the third highest rated factor overall with 86.6% saying it was important or very important. The importance of work schedule changed when the gender and number of children of the potential job seeker were taken into account.

### IMPORTANCE OF WORK SCHEDULE TO POTENTIAL JOB SEEKERS BY NUMBER OF KIDS



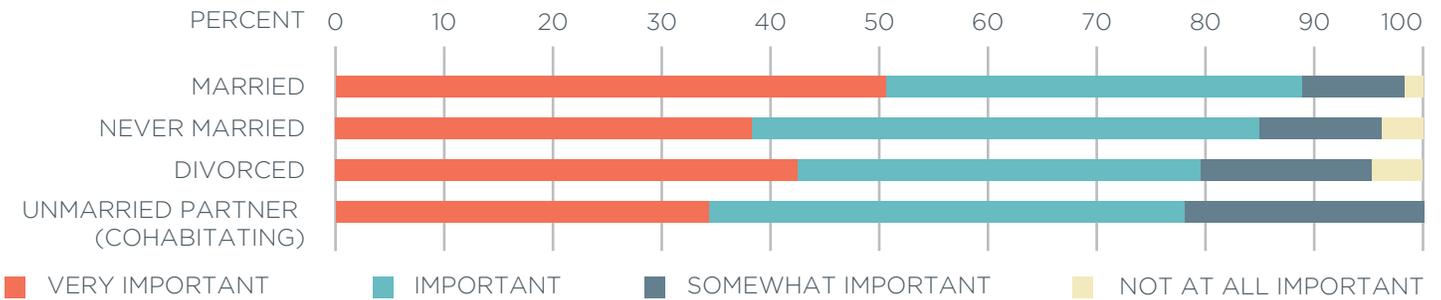
Over 82% of all potential seekers who answered questions about the number of children they had said that work schedule was either important or very important to them. However, just 34.8% of those with no children said that work schedule was very important to them, while over 65% of those with 3 or more children stated work schedule was very important to them.

### IMPORTANCE OF WORK SCHEDULE TO POTENTIAL JOB SEEKERS BY GENDER



Work schedule was more important to female potential seekers, with 91.3% of female seekers saying work schedule was very important or important to them, compared to 82.2% of males. Over half of females said that work schedule was very important to them, while just 35.3% of males said the same.

**IMPORTANCE OF WORK SCHEDULE TO POTENTIAL JOB SEEKERS BY MARITAL STATUS**

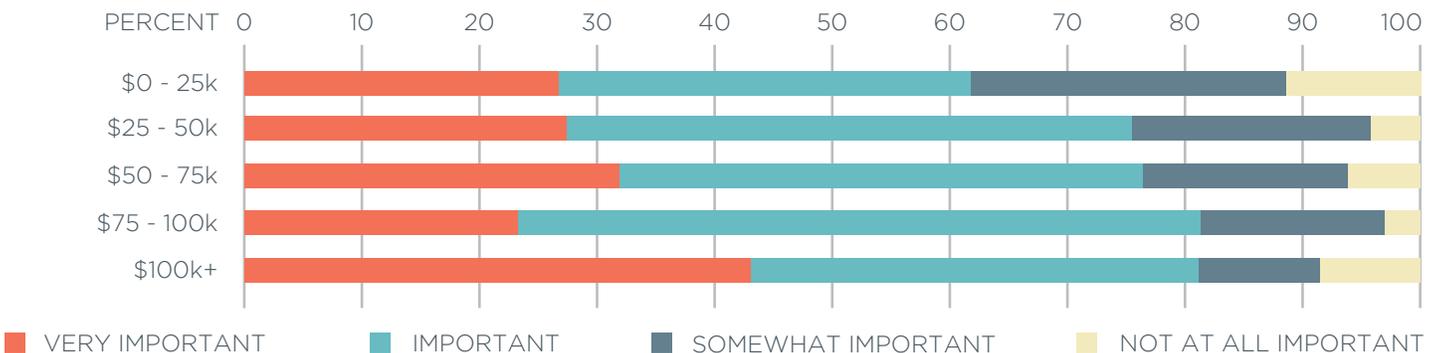


Nearly 90% of married potential job seekers said that work schedule was important or very important to them. Among divorced potential job seekers, the percentage was 79.6%. Just over half of married potential seekers said that work schedule was very important to them, compared to 34.3% of those who were cohabitating.

**IMPORTANCE OF COMPANY VALUES**

More than 73% of all potential job seekers said company values similar to their own were important or very important to them. The importance of company values to potential seekers changed with the age, gender, and income of potential job seekers.

**IMPORTANCE OF COMPANY VALUES TO POTENTIAL JOB SEEKERS BY CURRENT INCOME**



Potential job seekers with higher incomes said that company values were important or very important to them more often than those with lower incomes. However, once a seeker made over \$100,000 a year, company values became slightly less important to them overall.

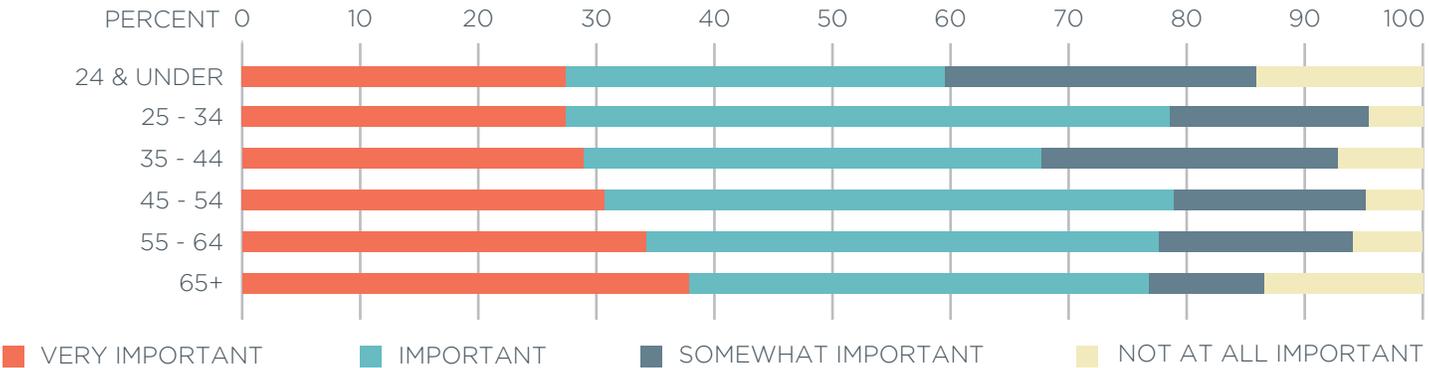
Interestingly, those earning at least \$100,000 had the highest percentage indicating that values were very important to them, but also had the second largest percentage indicating values were “not at all important.”

### IMPORTANCE OF COMPANY VALUES TO POTENTIAL JOB SEEKERS BY GENDER



Company values were more important to female potential job seekers than males: Over 80% percent of female potential job seekers said company values were important or very important while close to 67% of males said the same.

### IMPORTANCE OF COMPANY VALUES TO POTENTIAL JOB SEEKERS BY AGE

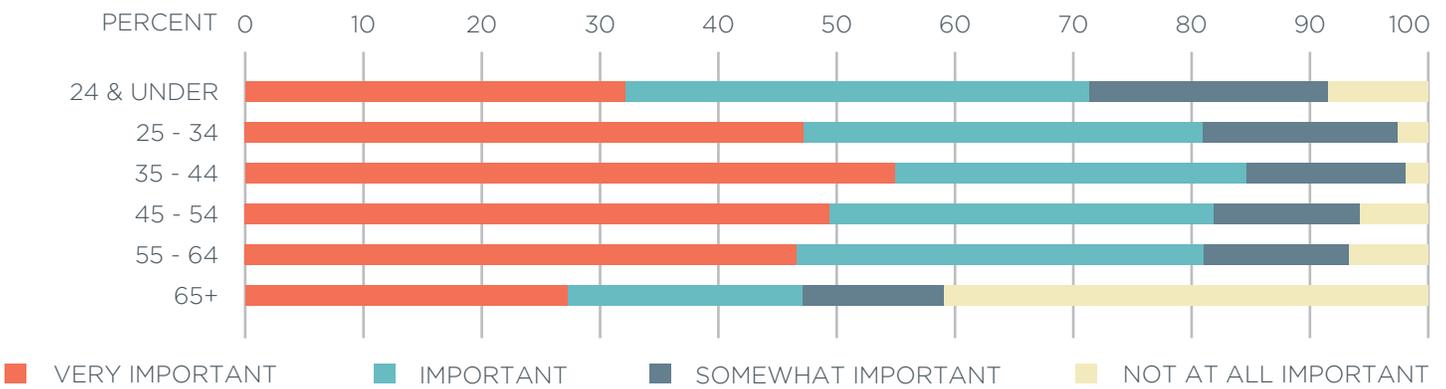


The importance of company values varied slightly across seeker age groups. In general, the older potential seekers said that company values were either important or very important to them more often than the younger seekers. Only around 60% of the youngest potential seekers said company values were important or very important to them, while nearly 70% or over of the other age groups indicated so.

## IMPORTANCE OF RETIREMENT BENEFITS

Retirement benefits were the sixth most important factor to all potential job seekers in the Metro area, with 80.3% of potential job seekers in the area saying retirement benefits were either important or very important to them. The reported importance of retirement benefits changed with the age of the potential job seeker.

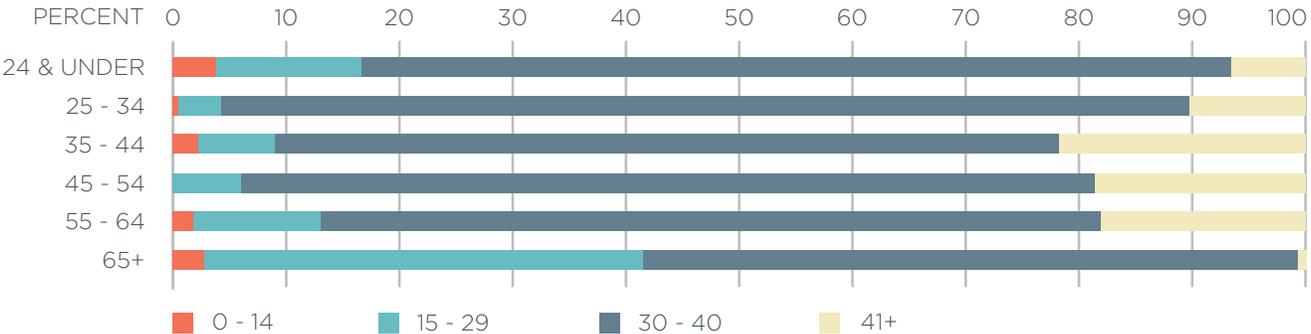
### IMPORTANCE OF RETIREMENT BENEFITS TO POTENTIAL JOB SEEKERS BY AGE



Over 70% of potential seekers across age groups rated retirement benefits as either important or very important, except those ages 65 and older. Just 47.1% of those in that age group said the same.

### IMPORTANCE OF WORK HOURS

POTENTIAL JOB SEEKERS' HOURS OF WORK PER WEEK DESIRED BY AGE GROUP



The differences in various important factors across age groups may be explained, in part, by desired work hours in these age groups. Potential job seekers ages 24 and under and 65+ want to work fewer hours per week in general according to the survey. Among potential job seekers 65 and over, 41.5% wanted to work less than 30 hours per week, the highest percentage of any category. This age group may be looking at important factors in an inherently different way than those wanting full-time, permanent employment.

### IMPORTANT FACTORS BY CURRENT INCOME

Income categories of potential seekers were calculated by using their reported current salaries. If annual salary data was not provided, approximate current income was calculated by multiplying reported hourly wage by the average number of hours they reported working. If neither annual salary data nor hourly wage and hours worked was reported, potential seekers were not counted in this breakdown.

**TOP 5 IMPORTANT ITEMS IN A JOB BY CURRENT INCOME OF POTENTIAL JOB SEEKERS**

**0 - 25k**

- 89.9%** 1. WORK SCHEDULE
- 86.3%** 2. USE SKILLS YOU HAVE
- 85.1%** 3. SALARY
- 80.6%** 4. OPPORTUNITY FOR ADVANCEMENT
- 78.2%** 5. LEVEL OF RESPONSIBILITIES

**75 - 100k**

- 96.4%** 1. SALARY
- 95.8%** 2. USE SKILLS YOU HAVE
- 91.6%** 3. PAID VACATION
- 90.8%** 4. OPPORTUNITY FOR ADVANCEMENT
- 89.3%** 5. LEVEL OF RESPONSIBILITIES

**25 - 50k**

- 94.0%** 1. SALARY
- 91.2%** 2. PAID VACATION
- 88.0%** 3. USE SKILLS YOU HAVE
- 87.6%** 4. RETIREMENT BENEFITS
- 85.6%** 5. PAID HOLIDAYS

**100k +**

- 94.9%** 1. PAID VACATION
- 93.5%** 2. HEALTH INSURANCE
- 91.7%** 3. SALARY
- 90.0%** 4. DENTAL INSURANCE
- 89.8%** 5. LEVEL OF RESPONSIBILITIES

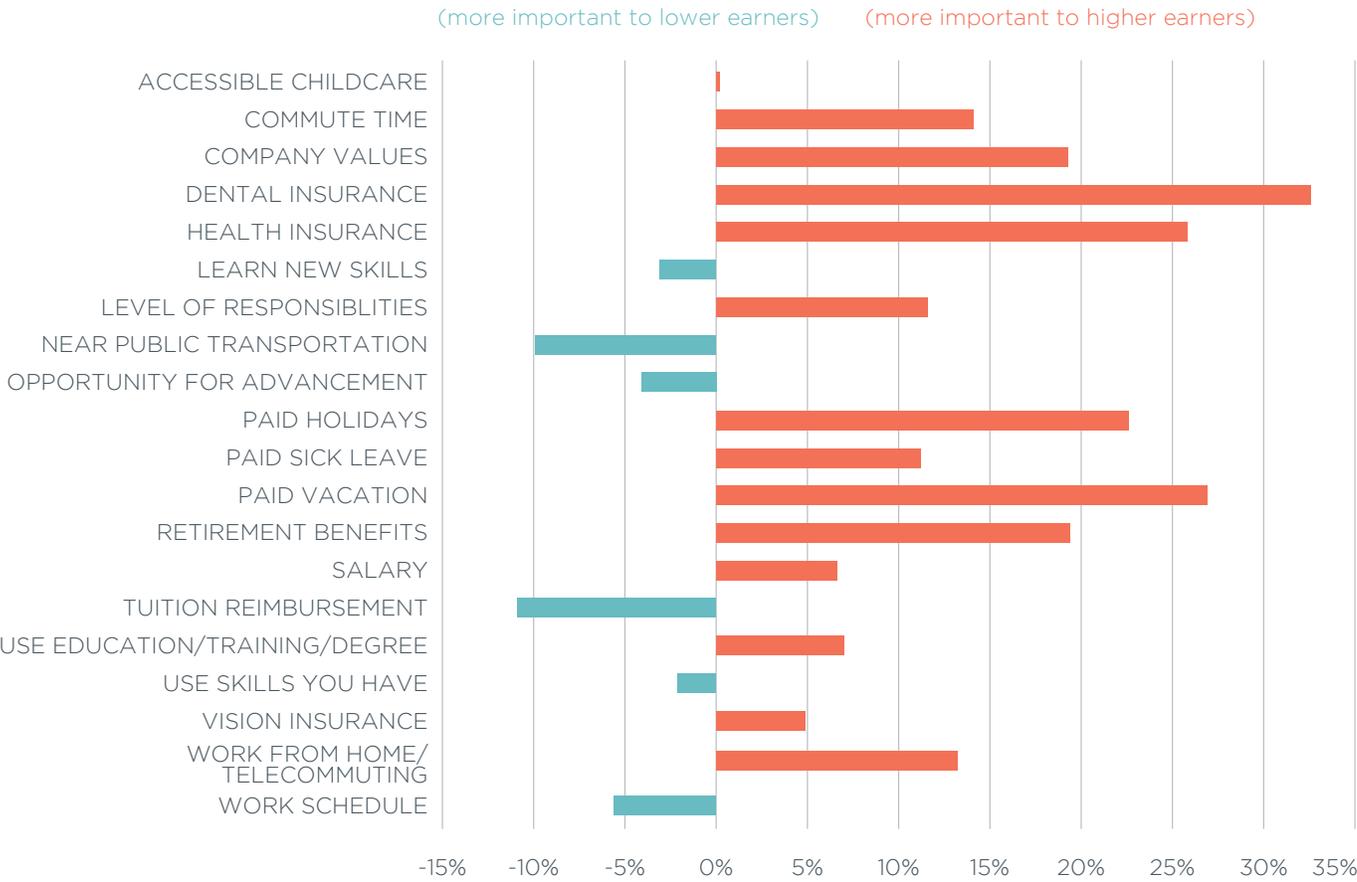
**50 - 75k**

- 92.0%** 1. RETIREMENT BENEFITS
- 90.5%** 2. SALARY
- 89.9%** 3. WORK SCHEDULE
- 89.9%** 4. PAID VACATION
- 89.4%** 5. USE SKILLS YOU HAVE

The top factors potential seekers found very important or important in a job changed with their levels of current income. However, some factors remain important to all seekers. Salary remained in the top 5 factors for all income groups, ranging from 85% - 96% across income groups. Paid vacation was in the top 5 for every group except those making under 25K a year (68.1%). Work schedule was the most important factor to those making under \$25K a year, perhaps because many people in this income group might be working fewer hours around other commitments. The top item for the highest earners was paid vacation, with 94.9% of those naming it important or very important.

It is interesting to compare the highest and lowest income groups (those making under \$25,000 a year and those making \$100,000 or over) to see what major differences there are in desired factors for a job.

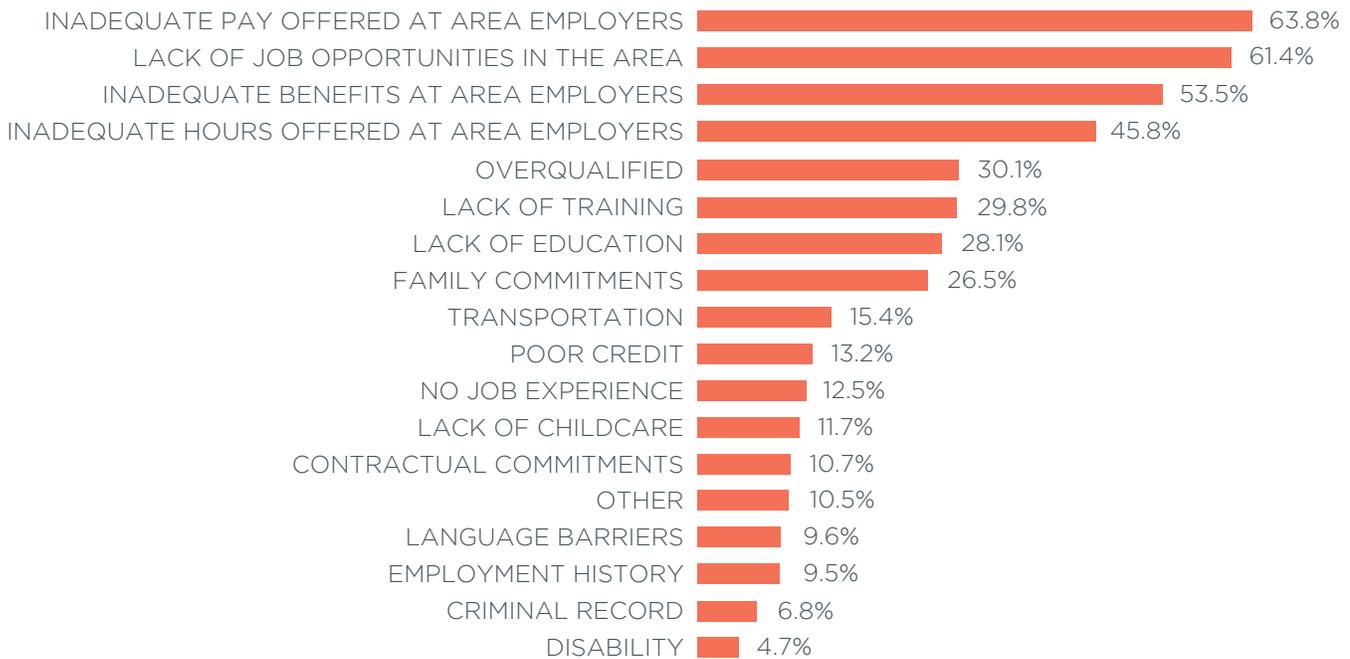
**DIFFERENCE IN ITEM IMPORTANCE OF POTENTIAL JOB SEEKERS 25K AND UNDER VS. 100K AND OVER**



Paid vacation, dental insurance, and health insurance were far more important to potential seekers making at least \$100K than to those making under \$25K annually. Tuition reimbursement and job location near public transportation were around 10% more important to those making under \$25K compared to those making \$100K or more. Learning new skills and opportunities for advancement were more important to lower earners, while responsibilities in a job were more important to higher earners. Using skills already possessed and accessible childcare had about the same level of importance to both income groups.

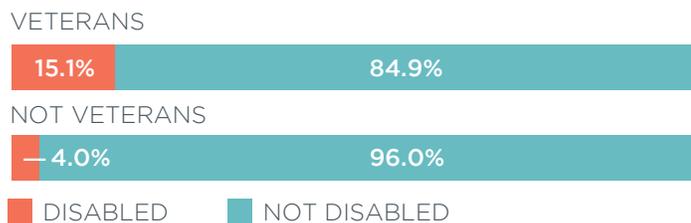
## BARRIERS TO POTENTIAL JOB SEEKERS

### OBSTACLES OF EMPLOYMENT AMONG POTENTIAL JOB SEEKERS



Of the potential job seekers who answered questions about employment obstacles, over 60% listed inadequate pay and lack of job opportunities as obstacles to changing jobs or reentering the workforce within the next year. Inadequate benefits and inadequate hours were also commonly cited by potential job seekers as obstacles to employment at 53.5% and 45.8% respectively. All four of the most commonly cited obstacles to employment (inadequate pay, lack of job opportunities, inadequate benefits, and inadequate hours) are job market-related issues rather than workforce-related issues such as lack of experience and training.

## DISABILITY AS AN EMPLOYMENT OBSTACLE BY VETERAN STATUS



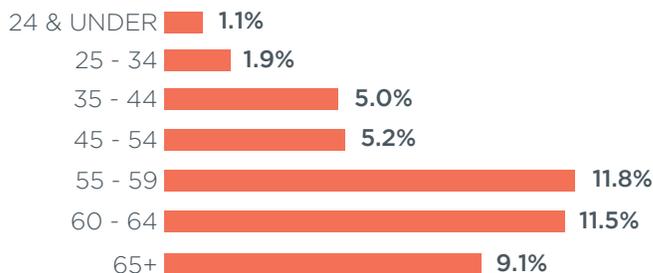
Among potential job seekers, veterans were almost four times more likely than non-veteran job seekers to report disability as an obstacle to employment. Over 15% of veteran potential job seekers reported disability as an employment obstacle compared to 4% of non-veteran potential job seekers.

## LANGUAGE AS AN EMPLOYMENT OBSTACLE BY RACE



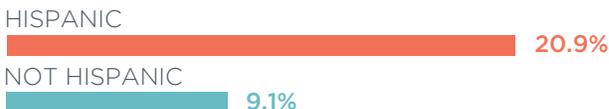
Black and Asian potential job seekers were more likely than white potential job seekers to report language as an obstacle to employment. Only 7.3% of white potential job seekers listed language as an employment obstacle, while 14.4% of black and 35.4% of Asian potential job seekers listed language as an employment obstacle. Other races were also examined for language barriers, but their sample sizes were too small to publish.

## DISABILITY AS AN EMPLOYMENT OBSTACLE BY AGE



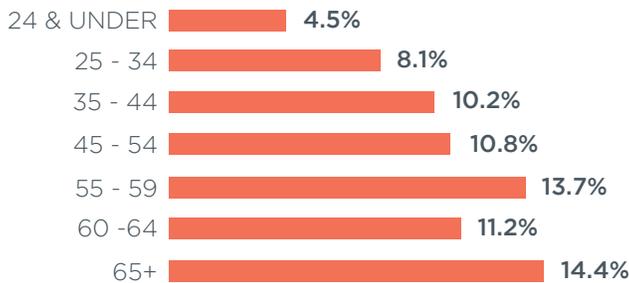
Likelihood to report disability as an obstacle to employment increased with age among potential job seekers. Among potential job seekers ages 54 and under, likelihood to report disability as an employment obstacle increased slightly with age from 1.1% among potential job seekers ages 24 and under, to 1.9% among potential job seekers ages 25-34, and up to 5% and 5.2% among potential job seekers ages 35-44 and 45-54. At age 55 and older, likelihood to report disability among potential job seekers jumped to between 9% and 12%.

## LANGUAGE AS AN EMPLOYMENT OBSTACLE BY ETHNICITY



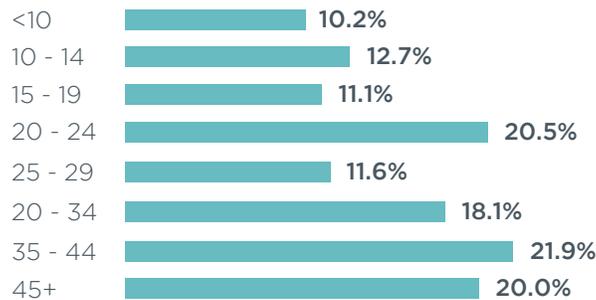
Hispanic potential job seekers were more likely to report language as an employment obstacle than non-Hispanic potential job seekers. Almost 21% of Hispanic potential job seekers listed language as an employment obstacle compared to 9.1% of non-Hispanic potential job seekers.

LANGUAGE AS AN EMPLOYMENT OBSTACLE BY AGE



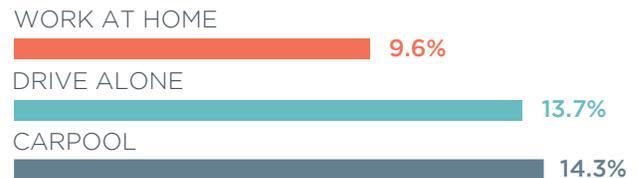
Likelihood to report language as an employment obstacle tended to increase with age among potential job seekers. Under 5% of potential job seekers ages 24 and under listed language as an employment obstacle, and 8.1% of potential job seekers ages 25-34 listed language as an employment obstacle. By ages 35-44, the percentage of potential job seekers who reported language as an employment obstacle increased to 10.2%. At ages 45 and older, the percentage of potential job seekers who reported language as an employment obstacle increased to 10.8% and above.

TRANSPORTATION AS AN EMPLOYMENT OBSTACLE BY COMMUTE TIME



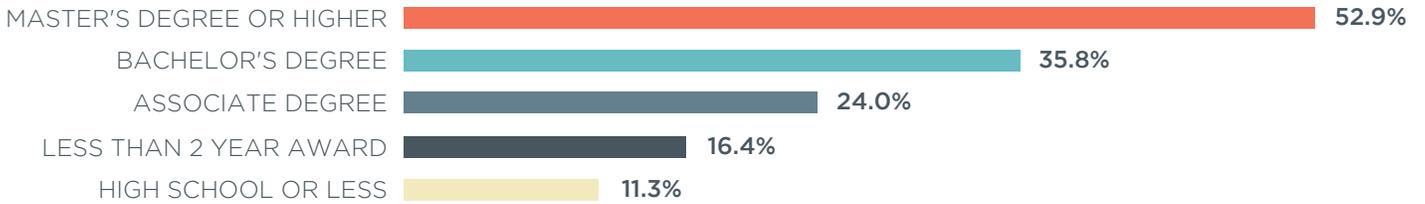
Potential job seekers with longer one-way commutes were more likely to report transportation as an obstacle to employment, with the exception of potential job seekers with a 25-29 minute commute. Between 10% and 13% of potential job seekers with less than a 20-minute commute indicated that transportation was an employment obstacle. In contrast, between 18% and 22% of potential job seekers with a 20-24 minute commute and over a 30-minute commute indicated that transportation was an employment obstacle. Only 11.6% of potential job seekers with a 25-29 minute commute reported transportation as an employment obstacle.

TRANSPORTATION AS AN EMPLOYMENT OBSTACLE BY MODE OF TRANSPORTATION



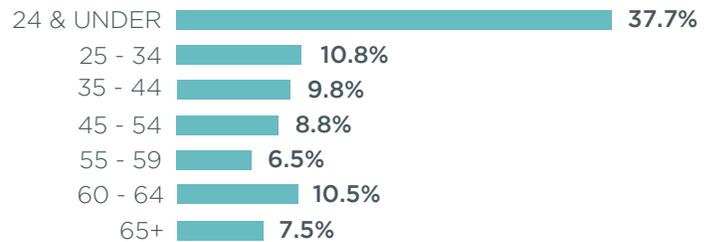
Potential job seekers who carpooled to work were the most likely to list transportation as an employment obstacle at 14.3%, followed by potential job seekers who drove alone to work at 13.7%, and potential job seekers who worked from home at 9.6%.

## OVERQUALIFICATION AS AN EMPLOYMENT OBSTACLE BY EDUCATION



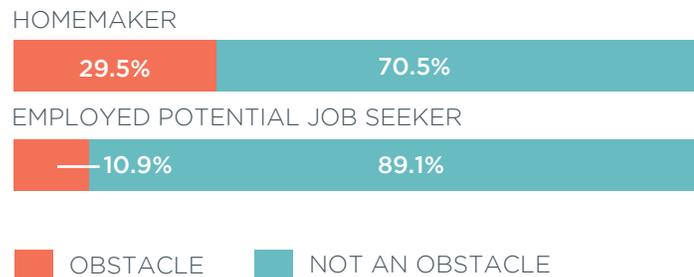
Not surprisingly, potential job seekers with higher educational attainment were more likely to report over qualification as an employment obstacle. Over 11% of potential job seekers with a high school degree or less reported over qualification as an employment obstacle. This percentage increased to 16.4% among potential job seekers with less than a 2-year degree and 24% among potential job seekers with an associate degree. Almost 36% of potential job seekers with a bachelor's degree and 52.9% of potential job seekers with a master's degree or above reported over qualification as an employment obstacle.

## NO JOB EXPERIENCE AS AN EMPLOYMENT OBSTACLE BY AGE



Also not surprising, very young potential job seekers were the most likely to list no job experience as an obstacle to employment. Almost 38% of potential job seekers ages 24 and under reported no job experience as an employment obstacle. For ages 25-34, the percentage of potential job seekers who listed no job experience as an employment obstacle dropped to 10.8% and stayed under 10.8% for all older age groups.

## NO JOB EXPERIENCE AS AN EMPLOYMENT OBSTACLE BY HOMEMAKER STATUS

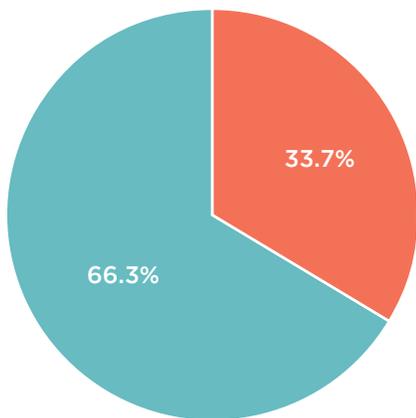


Homemaker potential job seekers were much more likely than employed potential job seekers to list no job experience as an employment obstacle. Among potential job seeking homemakers, 29.5% listed no job experience as an employment obstacle compared to 10.9% of employed potential job seekers.

////// BARRIERS TO OBTAINING TRAINING //////////////////////////////////////



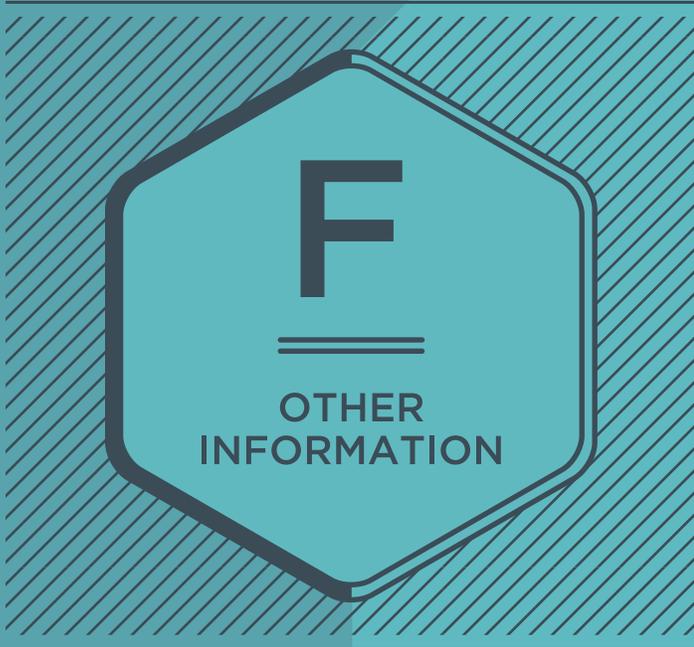
////// POTENTIAL JOB SEEKERS ACTIVELY SEEKING A NEW JOB //////////////////////////////////////



■ ACTIVELY SEEKING  
■ NOT ACTIVELY SEEKING

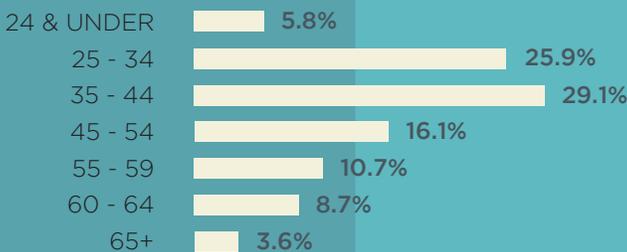
The graphs above pertain to potential job seekers who reported that lack of education was an obstacle that would prevent them from changing jobs or reentering the workforce. Seventy-three percent of those respondents indicated that they would be willing to complete a certificate or degree in order to improve their employment situation. Perceived barriers to obtaining training are shown in the graphs.

Active job seekers are a subset of potential job seekers that indicated they were actively looking for a new job. Potential job seekers were asked if they were actively seeking a new job. Among potential job seekers who answered the question, 33.7% indicated that they were actively seeking a new job. In the metro survey area, this is estimated to be up to 105,386 potential job seekers that are actively seeking new jobs.

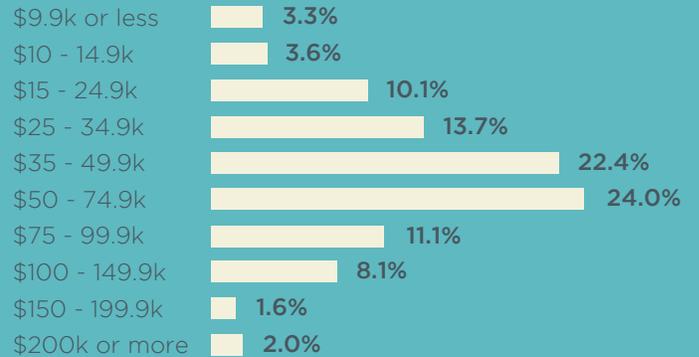


Although potential job seekers were the main focus of this report, data was also produced regarding general employment characteristics of the entire Metro survey area. Analysis that is not limited to potential job seekers provides a valuable snapshot of the employed, self-employed, retired, and homemakers in the area, as well as the unemployed and those who work multiple or temporary jobs. The following section highlights selected employment and other analyses of those residing in the Metro survey area which are not limited solely to potential job seekers.

## AGE OF CURRENTLY EMPLOYED



## WAGES OF CURRENTLY EMPLOYED

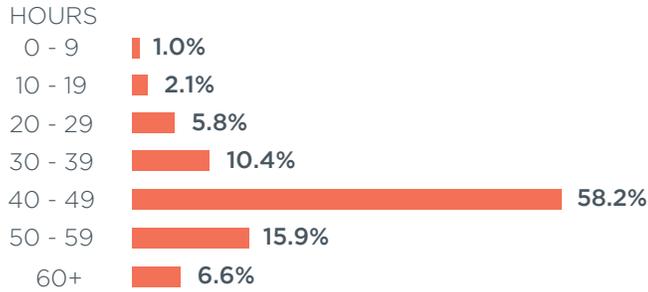


Of those respondents who were employed and reported their wages, most reported earning between \$35,000 and \$74,999 per year.

A majority of employed respondents were between the ages of 25-44. At 29.1%, respondents ages 35-44 were the largest subsection of the employed. Respondents ages 25-34 followed at 25.9%, and respondents ages 45-54 made up 16.1% of the employed. Almost 11% of employed respondents were ages 55-59, 8.7% were ages 60-64, 5.8% were ages 24 and under, and 3.6% were 65 and older.

//////  
**HOURS WORKED**

Of those respondents who were employed, most worked between 40 and 49 hours per week. Of those in the 40 to 49 hours category, 70.5% indicated they worked exactly 40 hours per week.



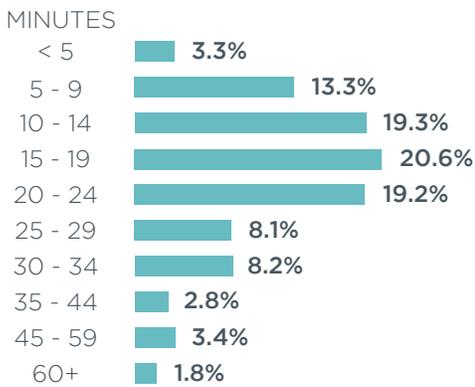
////// **IMPORTANCE OF WORK SCHEDULE BY GENDER** /////



Employed women were more likely than employed men to rate work schedule as very important when choosing a new job, and men were more likely than women to rate work schedule as only somewhat important or important. Over 53% of employed women rated work schedule as very important compared to 32.1% of employed men. Additionally, 38.3% of employed women rated work schedule as important compared to 48.2% of employed men, and 7.9% of employed women rated work schedule as somewhat important compared to 16.3% of employed men.

## COMMUTING

### CURRENT COMMUTE TIME OF EMPLOYED RESPONDENTS

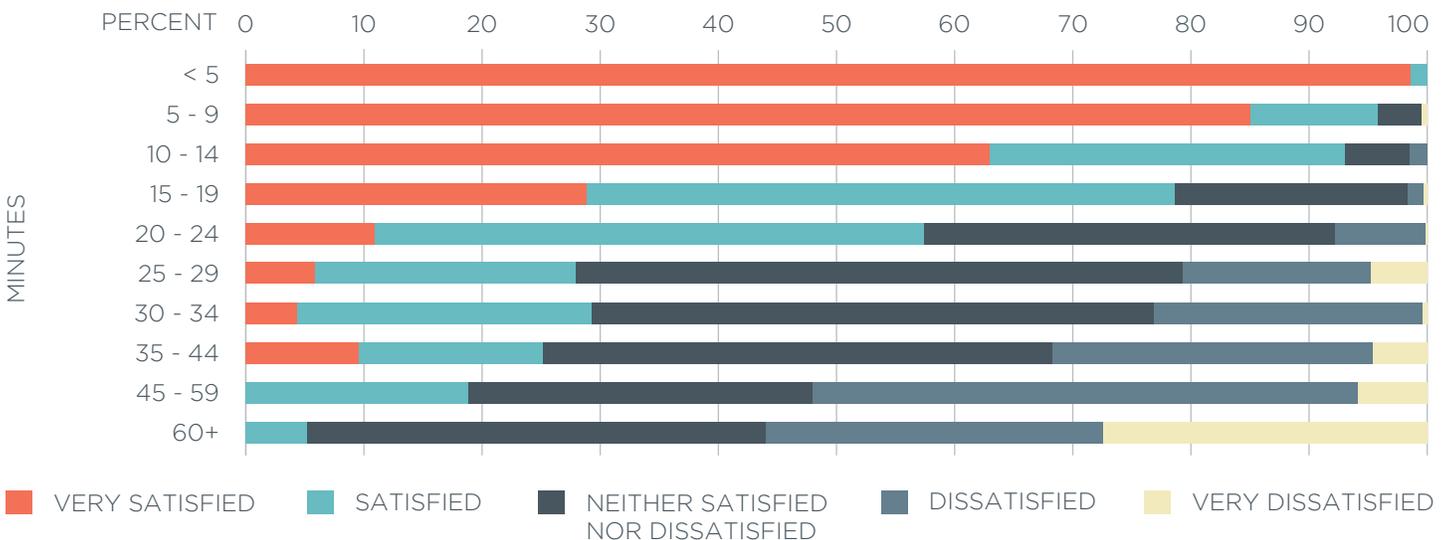


There are many reasons one might choose to commute. These can include a higher salary or a more fulfilling position. It is important to examine current commuting patterns, means of transportation, and desired commute times of the employed in Lincoln and Omaha to help define the area labor pool.

Employed workers in the Metro area were asked how long it takes them to travel to work, on average, one way.

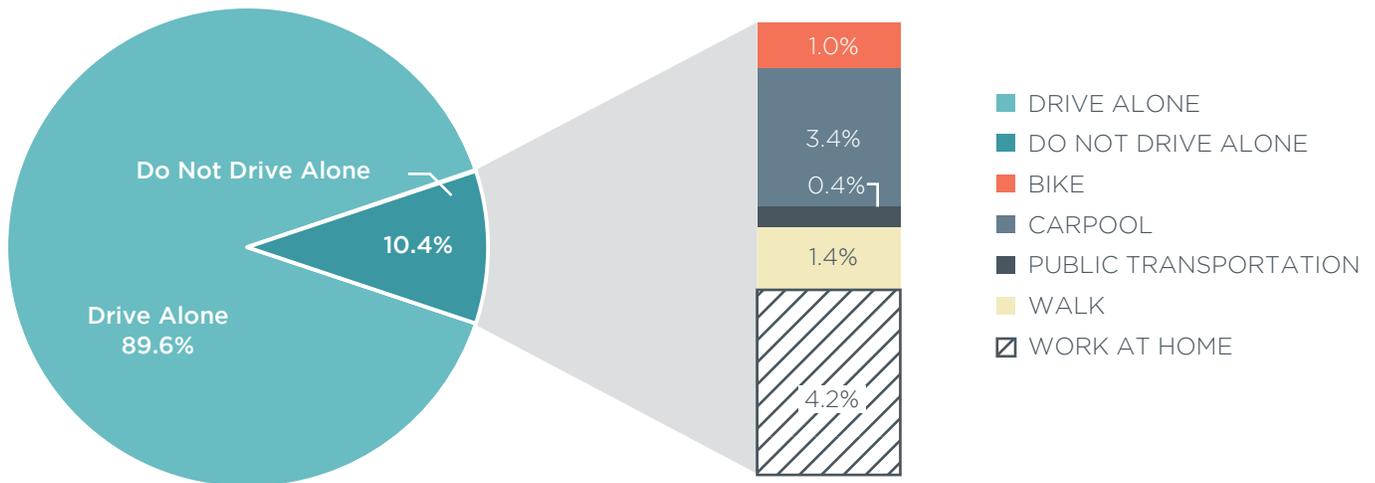
Most workers in the Metro area said they commuted between 5 and 24 minutes to work. Nearly 40% of employed people in the Metro commuted between 10 and 19 minutes to work one way. Over 19% traveled between 20 and 24 minutes to work.

### SATISFACTION OF COMMUTE TIME BY CURRENT COMMUTE TIME OF EMPLOYED RESPONDENTS



In general, commuters who spent less time traveling to work were more satisfied with their current commute time. Over 90% of commuters who traveled less than 14 minutes were either satisfied or very satisfied with their commute time. Once commute time reaches 35 minutes, more people were dissatisfied or very dissatisfied than satisfied or very satisfied. Almost 30% of those who traveled 60 or minutes to work were very dissatisfied with their current commute time.

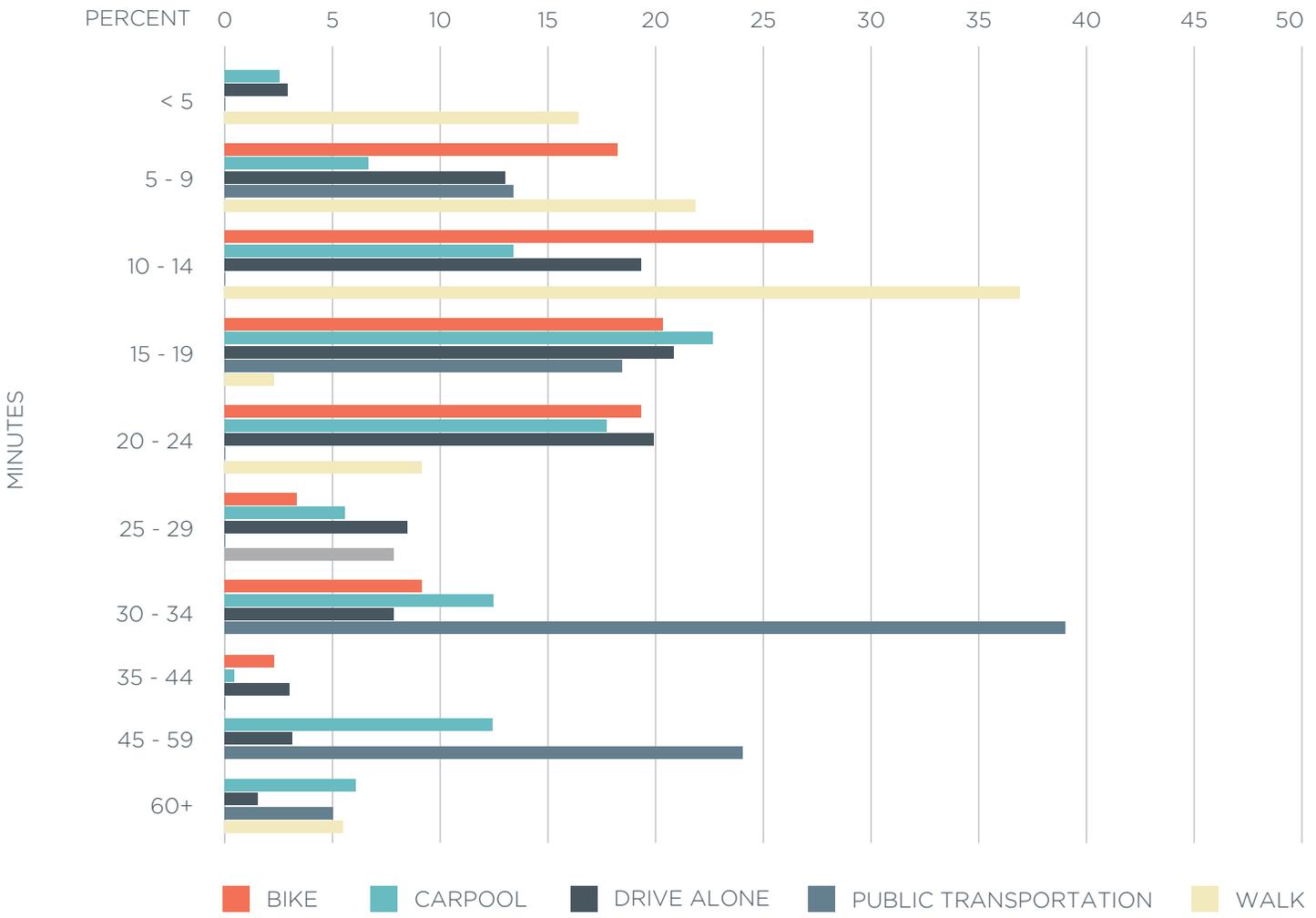
////// TRANSPORTATION TO WORK OF EMPLOYED RESPONDENTS ////



Employed workers in the Metro were asked how they get to work. Only those who provided a primary mode of transportation were analyzed.

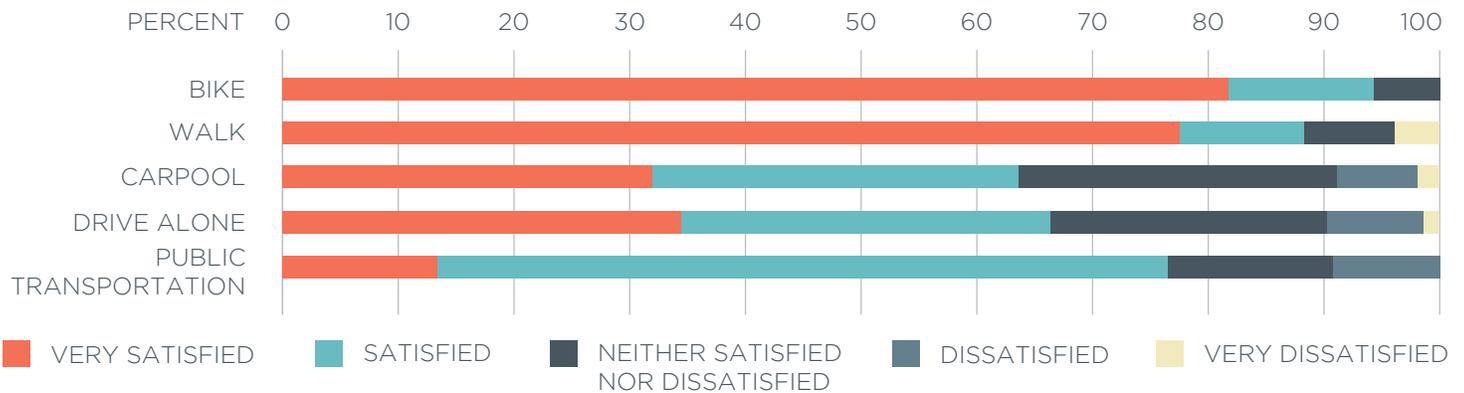
According to survey results, nearly 90% of employed people in the Metro area drive alone to work. About 4.2% of employed people in the Metro said they do not commute because they work at home. Around 3.4% of Metro workers said they currently carpool to work. Just 2.4% of employed people in the Metro area biked or walked to work. Only transportation categories with adequate responses are shown.

COMMUTING TIME BY TYPE OF TRANSPORTATION OF EMPLOYED RESPONDENTS



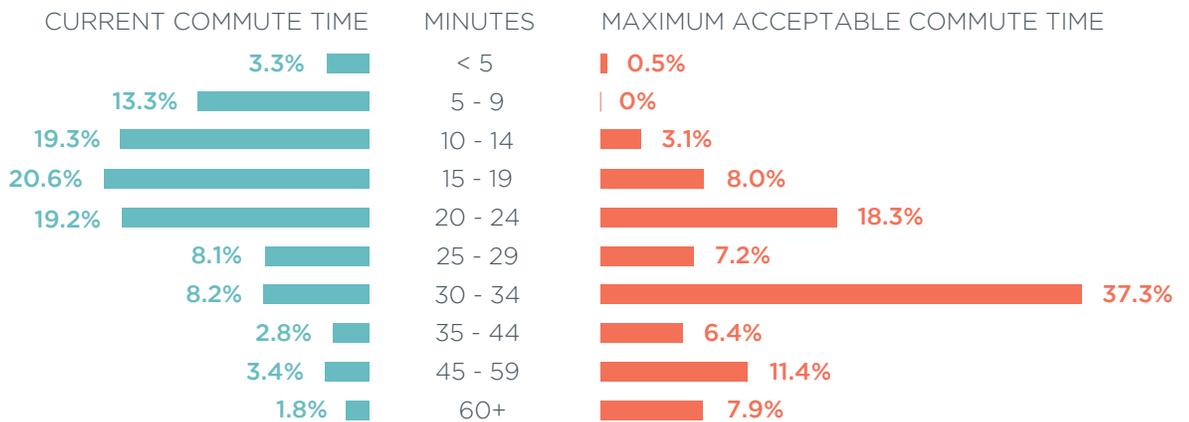
Overall, those who biked or walked to work had lower commute times than those who used other means of transportation. Just over 75% of those who walked to work took less than 15 minutes to get there each way. Of those who biked, 85% had a commute time of 24 minutes or less. It appears that those who used public transportation either had a relatively short commute time (less than 19 minutes) or a longer commute time (over 30 minutes). The longer commute time may be explained by those who take several different bus routes and need to wait for a connecting bus, or those who live slightly farther out from where they work: each stop of a bus would add commute time that wouldn't be applicable if the worker was taking another type of transportation. Of those who took longer than 60 minutes to get to work, the majority (6.1%) said they carpooled.

## SATISFACTION WITH COMMUTE TIME BY MODE OF TRANSPORTATION OF EMPLOYED



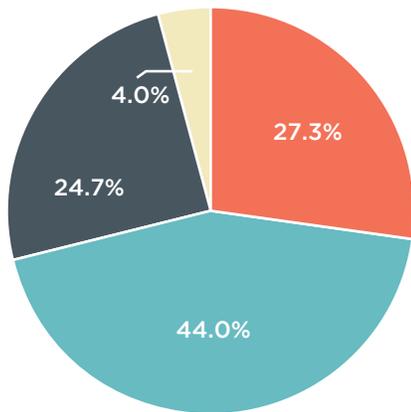
The survey respondents who biked or walked to work were the most satisfied with the time it took them to commute. Over 75% of those who biked or walked were very satisfied with their commute times. Slightly over 76% of those who took public transportation were satisfied or very satisfied with their commute time, which was greater than those who said they drive alone or carpool: 66.3% and 63.6% respectively. This analysis was conducted for employed people in the Metro area who provided a commute time and did not work at home.

## CURRENT COMMUTE TIME VS. MAXIMUM ACCEPTABLE COMMUTE TIME OF EMPLOYED RESPONDENTS



Most employed people in the Metro said they were willing to commute 15 minutes or more: Of those who answered the question, only 3.6% said they would not commute more than 14 minutes. The largest category was between 30 and 34 minutes with 37% willing to commute that amount of time. The median maximum time the employed in the Metro area said they were willing to commute was 30 minutes one way. It appears that in general, employed people in the Metro were willing to commute longer than they were currently. Just 5.2% of employed people in the Metro said they commuted at least 45 minutes, but 19.2% were willing to commute that long if necessary.

## EMPLOYED PEOPLE IN TOTAL SURVEY AREA



■ LIVE IN LINCOLN    ■ LIVE IN OTHER NE LOCATION  
■ LIVE IN OMAHA    ■ LIVE IN IOWA

ZIP codes from the US Post Office were used to categorize survey respondents as living in a Lincoln ZIP code, an Omaha ZIP code, an Iowa ZIP code, or other locations within Nebraska but still in the survey area (such as Waverly, Bellevue, Seward, Papillion, etc.). It is important to remember that ZIP codes do not always start and stop at city boundaries, but they can give a rough idea of where respondents live.

The ZIP codes to which surveys were mailed were analyzed to give a picture of where employed survey respondents in the Lincoln-Omaha Metro area currently live.

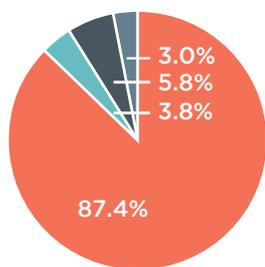
Most survey respondents lived in Omaha or Lincoln ZIP codes.

Survey respondents who lived in each area were asked where their primary employer was located. City names provided were used to categorize work locations.

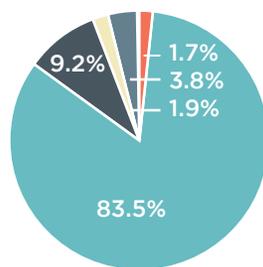
According to survey results, the majority (87.4%) of employed people living in a Lincoln ZIP code area worked at an employer within the Lincoln area as well. Also, the majority (83.5%) of employed people living in an Omaha ZIP code area worked at an employer within the Omaha area. About 3.8% of employed people who lived in Lincoln worked at an employer located within Omaha, while just 1.7% of employed people who lived in Omaha worked at an employer in Lincoln.

## WORK LOCATION BY CITY

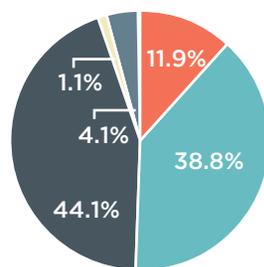
LIVE IN LINCOLN



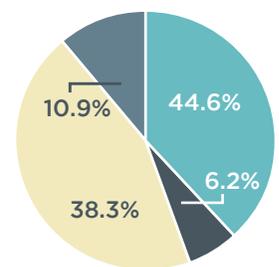
LIVE IN OMAHA



LIVE IN OTHER NE LOCATION



LIVE IN IOWA



■ WORK IN LINCOLN    ■ WORK IN OMAHA    ■ WORK IN OTHER NE LOCATION    ■ WORK IN IOWA    ■ UNKNOWN

## BENEFITS RECEIVED

Employed workers in the Metro were asked if they were receiving specific benefits from their primary employer.

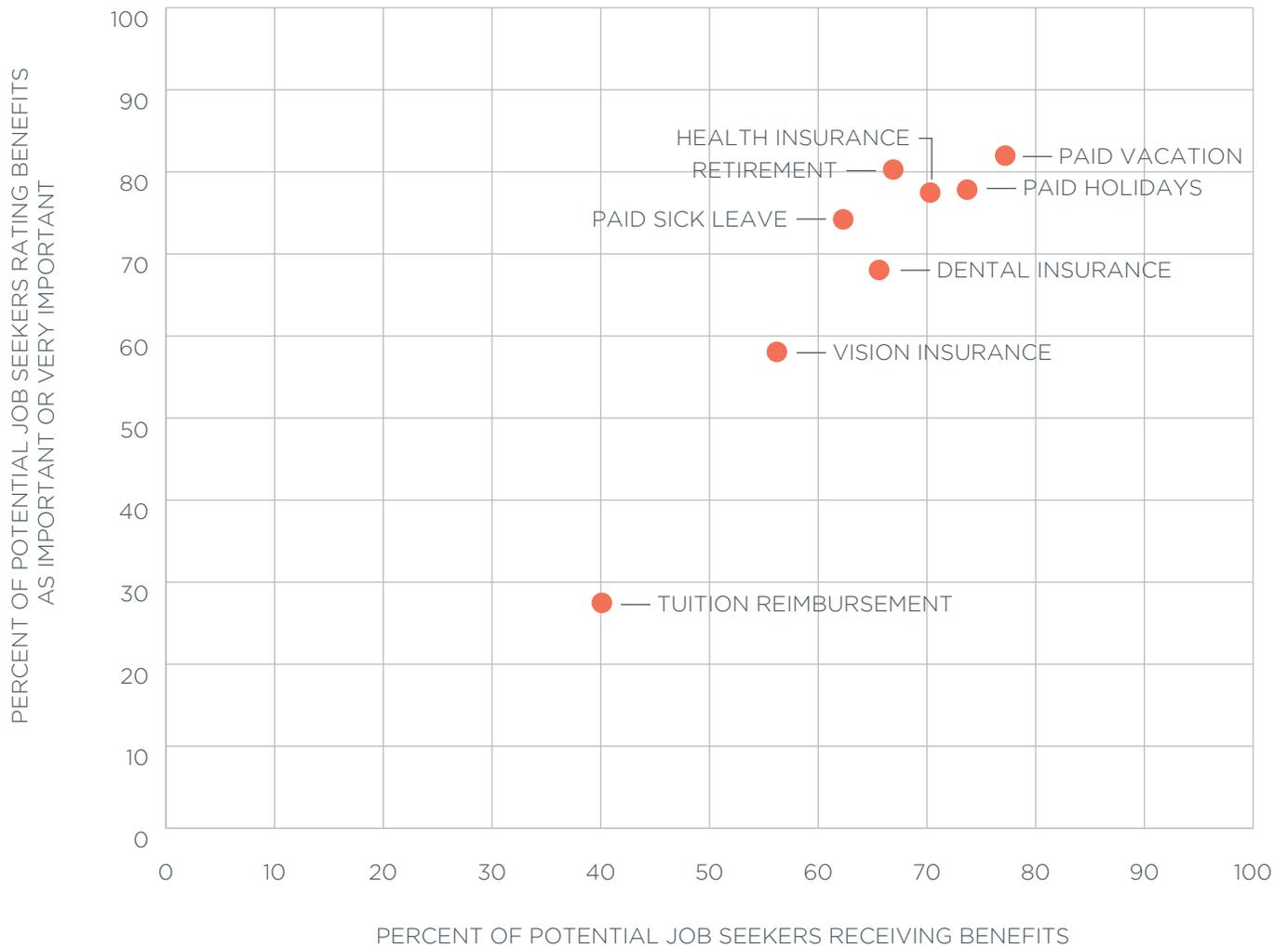
### ////// BENEFITS OF CURRENTLY EMPLOYED



Paid vacation was received by the most workers. About 75% of workers said they received paid vacation, followed by paid holidays, at 73.2%.

Employed workers were also able to write in additional benefits they received, if applicable. Examples of the other benefits reported included life insurance, use of company vehicles, profit sharing, stock options/bonuses, and gym memberships/wellness activities.

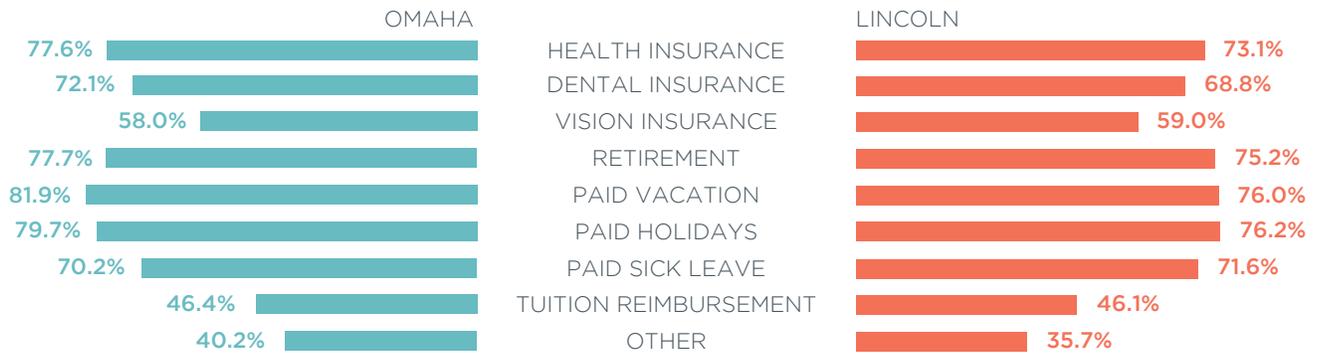
**BENEFITS RECEIVED BY POTENTIAL JOB SEEKERS BY IMPORTANCE OF BENEFIT**



Potential job seekers were asked if they were receiving certain benefits at their primary employer and to rate the importance of each benefit. Results are shown for those who answered questions about both benefits received and the importance of each benefit for the Metro area. The importance of each benefit was analyzed according to rankings of important and very important.

Paid vacation was received by the most potential job seekers in the Metro (77.2%) and 81.2% of potential job seekers said paid vacation was important or very important to them. Retirement was the second most important to potential job seekers in the Metro (80.3%), but only 66.9% of potential job seekers were currently receiving this benefit at their primary employer. More potential job seekers were receiving dental insurance than paid sick leave; however, paid sick leave was rated as more important to job seekers than dental insurance.

PERCENT OF EMPLOYEES RECEIVING BENEFITS BY CITY OF EMPLOYMENT

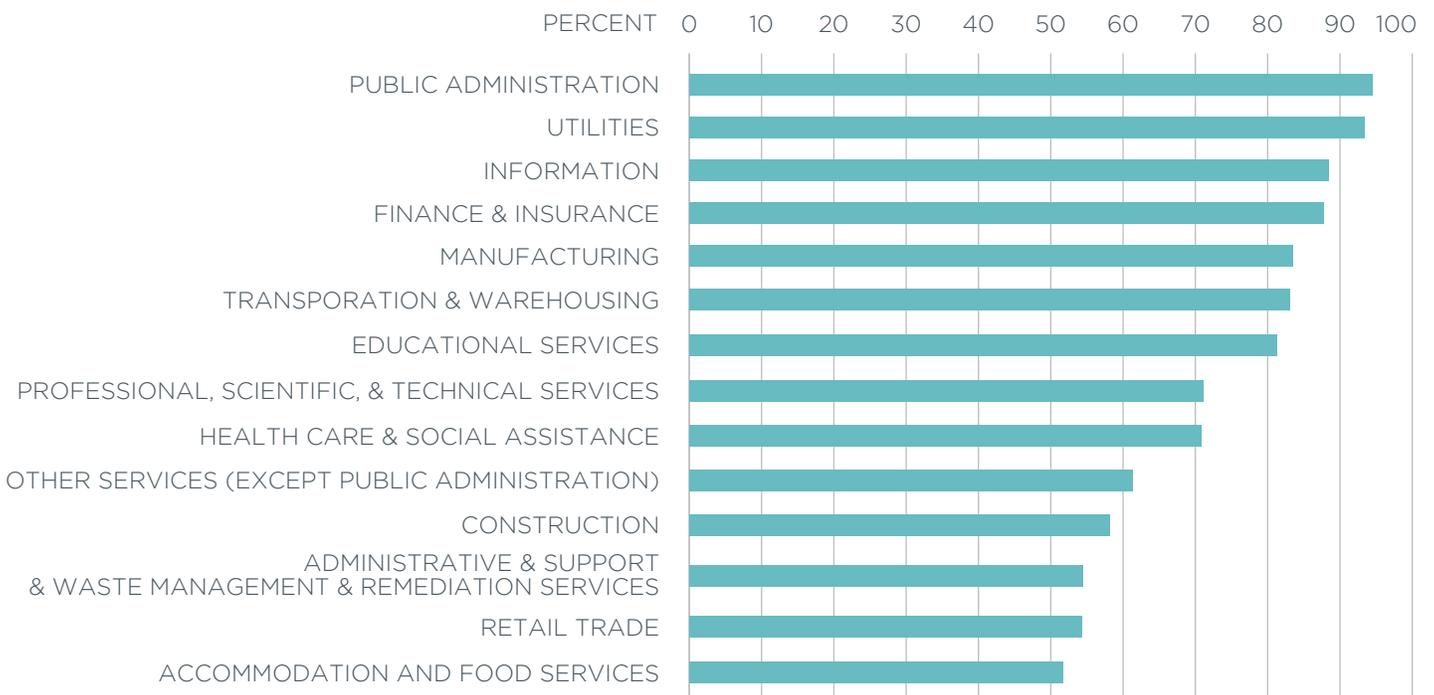


Survey respondents were asked where their primary employer was located. Respondents were categorized into working in Lincoln or Omaha based on the city they provided for their employer. If a respondent said their primary employer was located somewhere other than Lincoln or Omaha, their results were not analyzed in this section. Respondents were also asked if they were currently receiving specific benefits from their primary employer. Blank responses were not analyzed in this section.

According to survey results, a higher percentage of those working in Omaha received all benefits listed above except vision insurance and paid sick leave. The biggest difference was paid vacation: nearly 6% more people who work in Omaha said they received paid vacation than workers in Lincoln.

Employees in the Metro were asked the industry of their primary employer, and what benefits they were currently receiving at their place of primary employment. Only responses that listed the industry of their employer and answered questions about benefits were analyzed. Only the industries with sufficient response counts for analysis are displayed.

////// **EMPLOYEES RECEIVING HEALTH INSURANCE BY INDUSTRY** /////

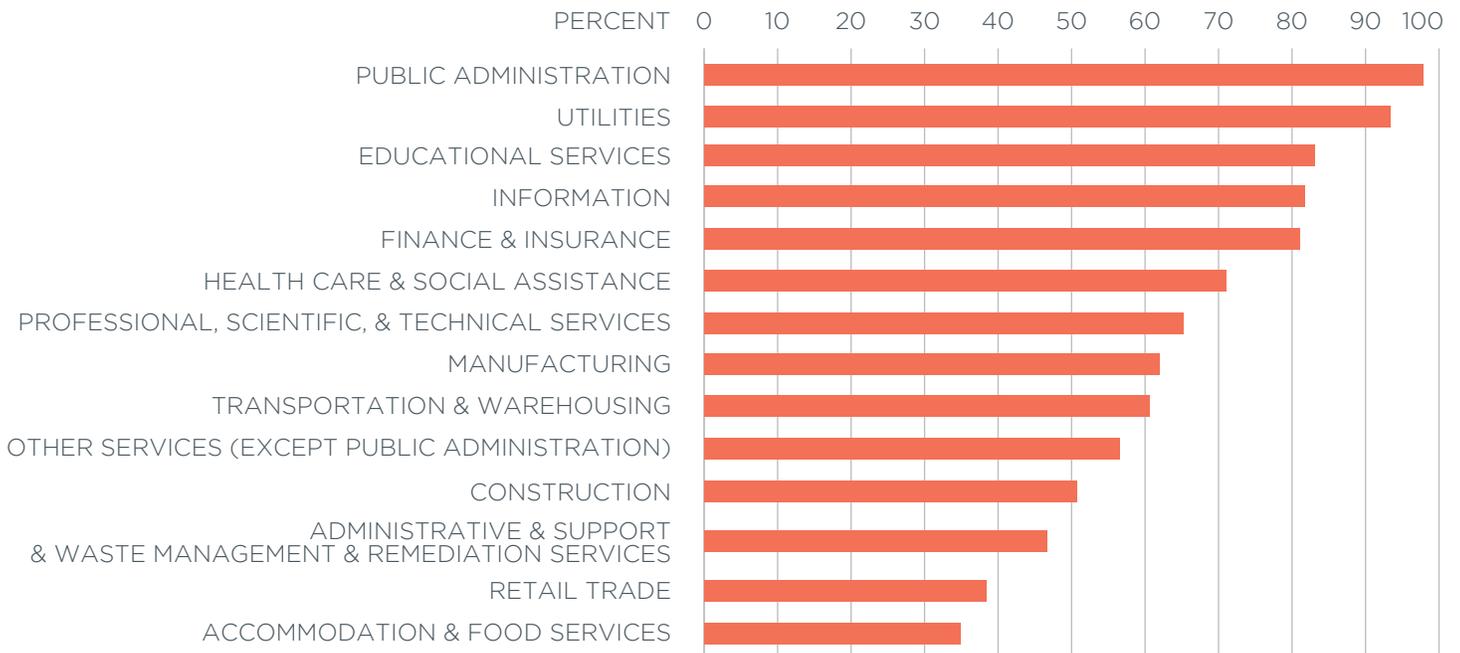


Over half of workers in all industries said they were receiving health insurance from their primary employer. Public administration had the highest percentage of employees reporting they received health insurance from work: 94.5%.

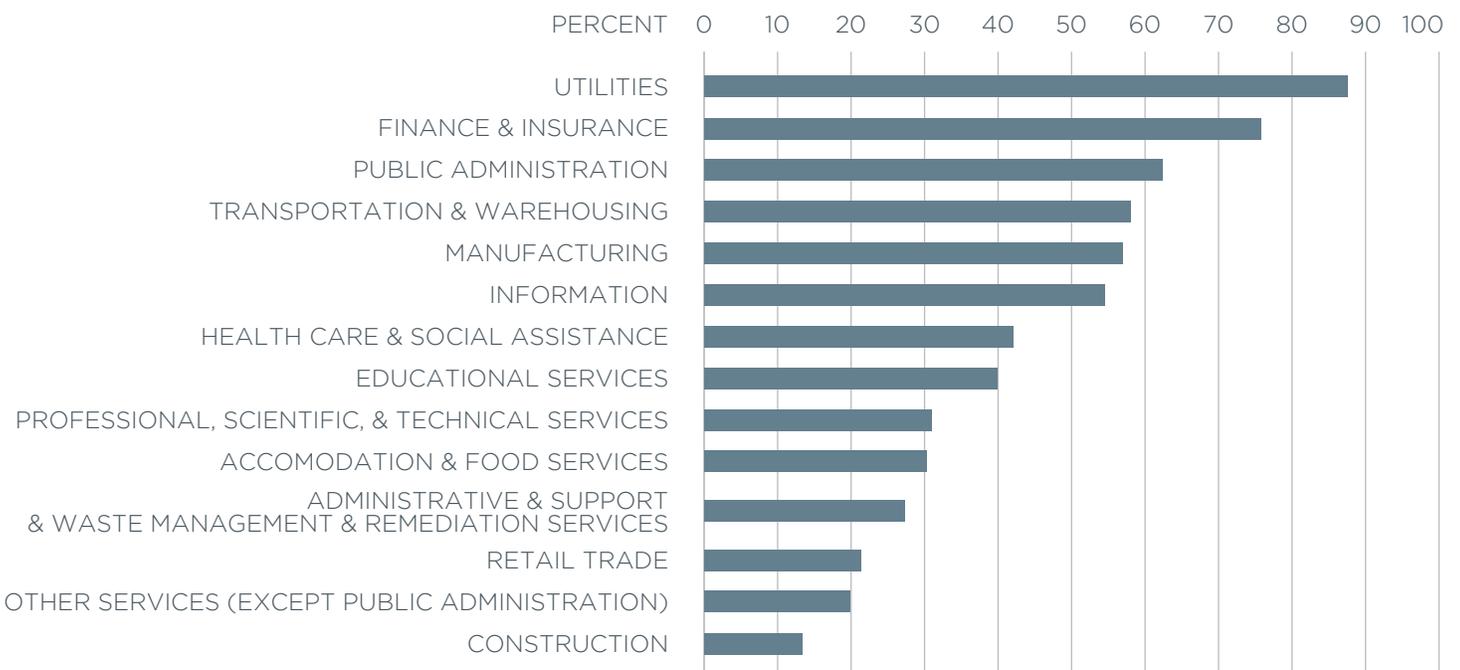
The majority of employees in most industries were receiving paid sick leave as well. Over 90% of those working in public administration and utilities said they were receiving paid sick leave. (chart on following page)

Over 75% of those working in the finance and insurance or utilities industries said they were receiving tuition reimbursement from their primary employer. Around 60% of those working in public administration, transportation and warehousing, or manufacturing said they received tuition reimbursement. Less than 15% of those in the construction industry said they received this same benefit. (chart on following page)

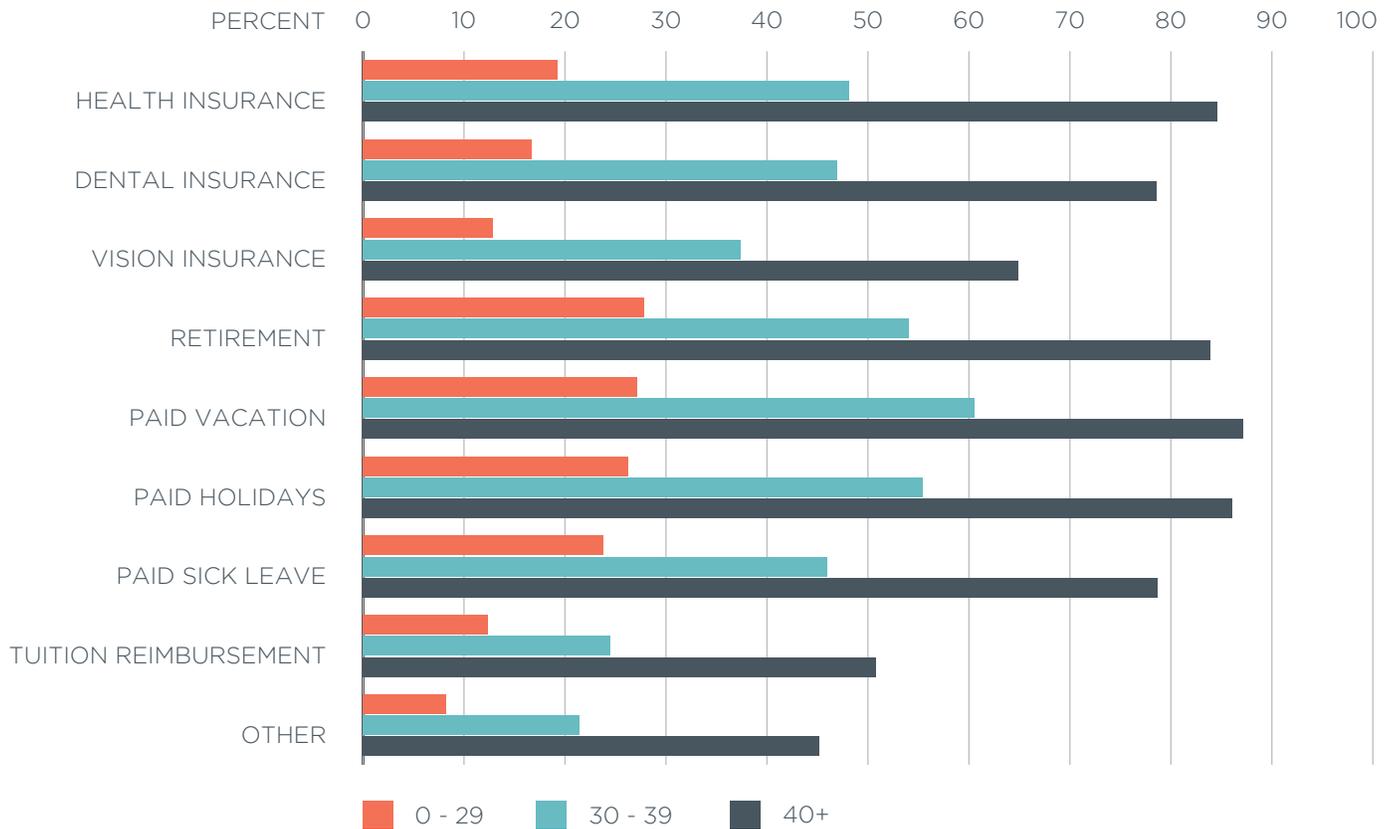
////// EMPLOYEES RECEIVING PAID SICK LEAVE BY INDUSTRY ////



//// EMPLOYEES RECEIVING TUITION REIMBURSEMENT BY INDUSTRY ////



**PERCENTAGE OF EMPLOYED RECEIVING BENEFIT BY HOURS WORKED PER WEEK**



Employed workers in the Metro were asked to list the number of hours they work per week, on average, at their primary employer. Respondents in each category of hours worked were asked if they received specific benefits from their primary employer. Only respondents who listed both their current hours worked and answered questions about benefits were analyzed.

According to survey results, those who worked at least 40 hours per week tended to receive more benefits from their primary employer than those who worked fewer hours. Over 50% of those who worked between 30 and 39 hours per week and 25% of those who worked between 0 and 29 hours per week received retirement, paid vacation, and paid holiday benefits.

## ABOUT THE SELF-EMPLOYED, RETIRED, AND HOMEMAKERS

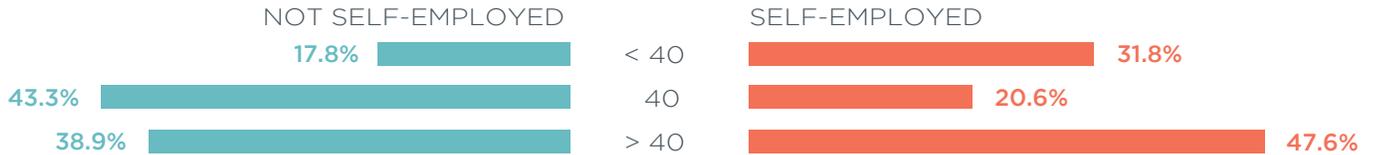
### SELF-EMPLOYED

Self-employed workers were more likely than non-self-employed workers to work in professional, scientific, and technical service industries; construction; and other service industries. Non-self-employed workers were more likely than self-employed workers to work in education, finance and insurance, and government industries.

## INDUSTRY OF SELF-EMPLOYED & NON SELF-EMPLOYED WORKERS

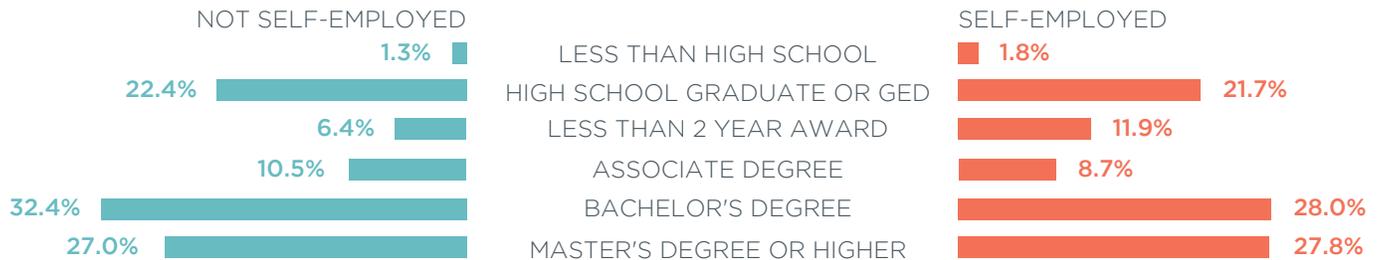
<i>INDUSTRY</i>	<i>SELF-EMPLOYED</i>	<i>NON SELF-EMPLOYED</i>
Health and social assistance	15.6%	16.1%
Professional, scientific & technical services	13.9%	7.6%
Construction	13.2%	3.3%
Other services	9.5%	3.3%
Retail trade	6.8%	6.2%
Manufacturing	5.3%	7.3%
Finance and insurance	5.2%	11.0%
Education	4.9%	17.8%
Real estate & rental	4.8%	0.8%
Administrative & support services	4.6%	2.2%
Transportation & warehousing	4.3%	4.3%
Government	3.6%	8.8%
Agriculture, forestry, fishing & hunting	2.4%	1.3%
Arts, entertainment & recreation	2.1%	0.9%
Information	1.7%	2.8%
Food service & accomodation	1.3%	2.9%
Wholesale trade	0.7%	1.2%
Utilities	0.0%	1.9%
Other	0.0%	0.5%

## WEEKLY HOURS WORKED



The median number of hours per week for both self-employed and non-self-employed workers was 40, but self-employed workers were less likely to report working exactly 40 hours a week than non-self-employed workers. Just 20.6% of self-employed workers reported working 40 hours a week compared to 43.3% of non-self-employed workers. Additionally, 47.6% of self-employed workers said they worked over 40 hours a week compared to 38.9% of non-self-employed workers. More self-employed workers also said they worked under 40 hours a week at 31.8% than non-self-employed workers at 17.8%.

## EDUCATIONAL ATTAINMENT



The educational attainment of self-employed and non-self-employed workers was similar. However, self-employed workers were slightly less likely than non-self-employed workers to complete their post-secondary degrees. The highest educational attainment of 22.4% of non-self-employed workers was a high school diploma compared to 21.7% of self-employed workers. Additionally, the highest educational attainment of 11.9% of self-employed workers was less than a two-year degree compared to 6.4% of non-self-employed workers. The highest educational attainment of 10.5% of non-self-employed workers was a two-year degree compared to 8.7% of self-employed workers, and the highest educational attainment of 32.4% of non-self-employed workers was a bachelor's degree compared to 28% of self-employed workers. However, self-employed workers were more likely than non-self-employed workers to possess a master's degree or higher. Almost 28% of self-employed workers earned a master's degree or higher compared to 27% of non-self-employed workers.



## LIKELIHOOD TO HAVE CHILDREN

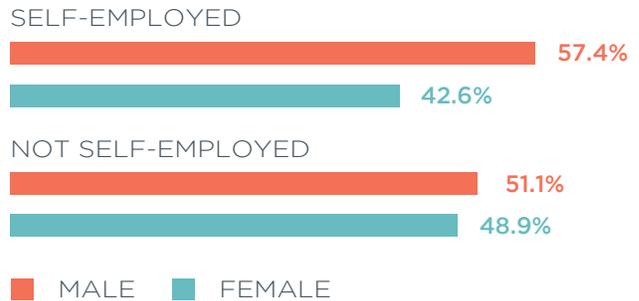


Self-employed workers were more likely than non-self-employed workers to have children. Over 57% of self-employed workers reported that they lived with children compared to 47.3% of non-self-employed workers.

Men were more likely than women to be self-employed. The gender distribution of self-employed workers was 57.4% male and 42.6% female, while 51.1% of non-self-employed workers were male and 48.9% were female.



## EMPLOYMENT BY GENDER



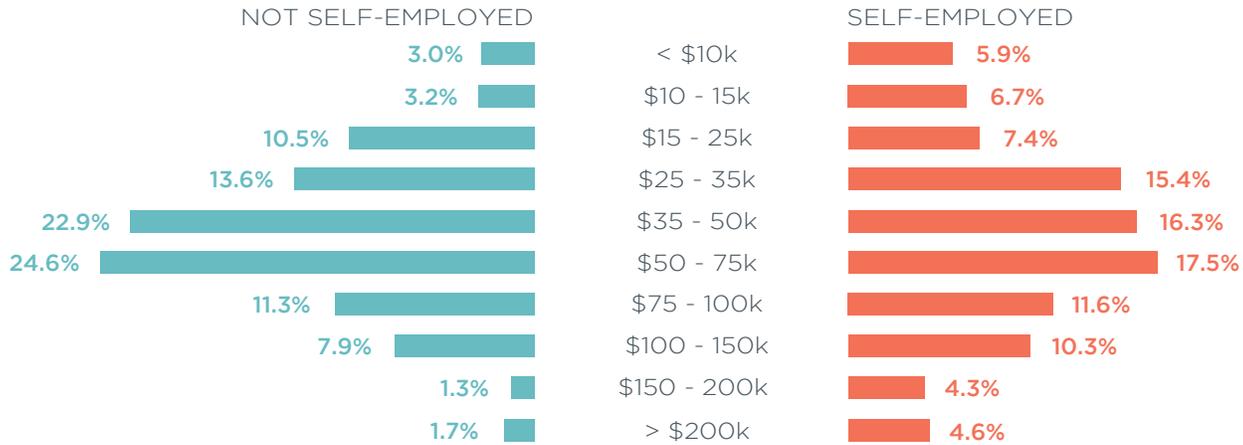
Self-employed workers reported that they had multiple jobs much more frequently than non-self-employed workers. Over 28% of self-employed workers reported multiple employment compared to 12.6% of non-self-employed workers. The higher percentage of self-employed respondents who work multiple jobs may indicate that many self-employed, multiple job workers have a second non-self-employed position for additional income or benefits.



## LIKELIHOOD OF WORKING MULTIPLE JOBS



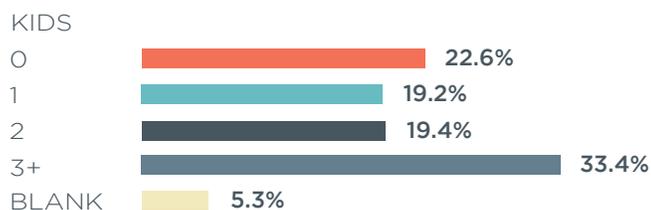
////// **INCOME BY SELF-EMPLOYMENT** \\\\\\\



The income of self-employed workers was more likely to fall on the lowest or highest points on the income spectrum compared to non-self-employed workers. A higher percentage of self-employed workers reported incomes under \$15,000 or over \$100,000 than non-self-employed workers.

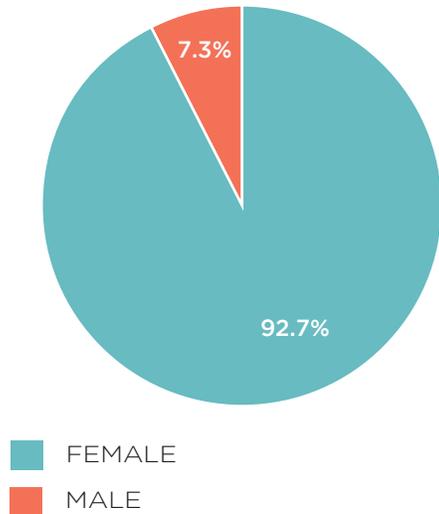
**HOMEMAKERS**

////// **HOMEMAKER BY NUMBER OF KIDS** \\\\\\\



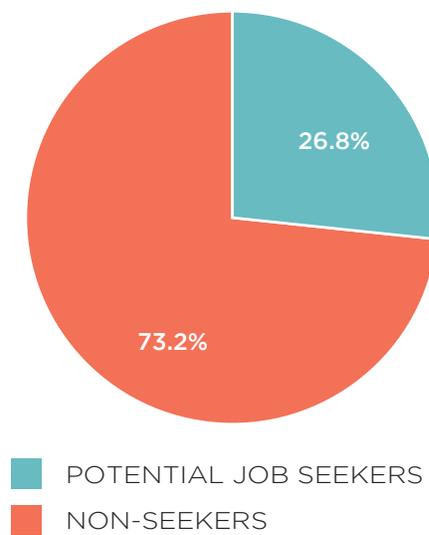
Homemakers were more likely to live with children than other respondents. Seventy-two percent of homemakers reported that they lived with children compared to 41.1% of all respondents. Homemakers were slightly more likely to live with one or two children than all respondents; 19.2% of homemakers lived with one child compared to 15.9% of all respondents, and 19.4% of homemakers lived with two children compared to 14.9% of all respondents. Homemakers were much more likely to live with three or more children than other respondents; 33.4% of homemakers lived with three or more children compared to 10.4% of all respondents. This finding could suggest that once respondents have three children, they are more likely to become homemakers, or that people who choose to have three or more children are more likely to choose to become homemakers.

//////  
**HOMEMAKER BY GENDER**



Among those who listed their employment status, 3.6% identified as homemakers. The gender distribution of homemakers was 92.7% female and 7.3% male.

//////  
**HOMEMAKER BY SEEKER STATUS**



Almost 27% of homemakers were potential job seekers.

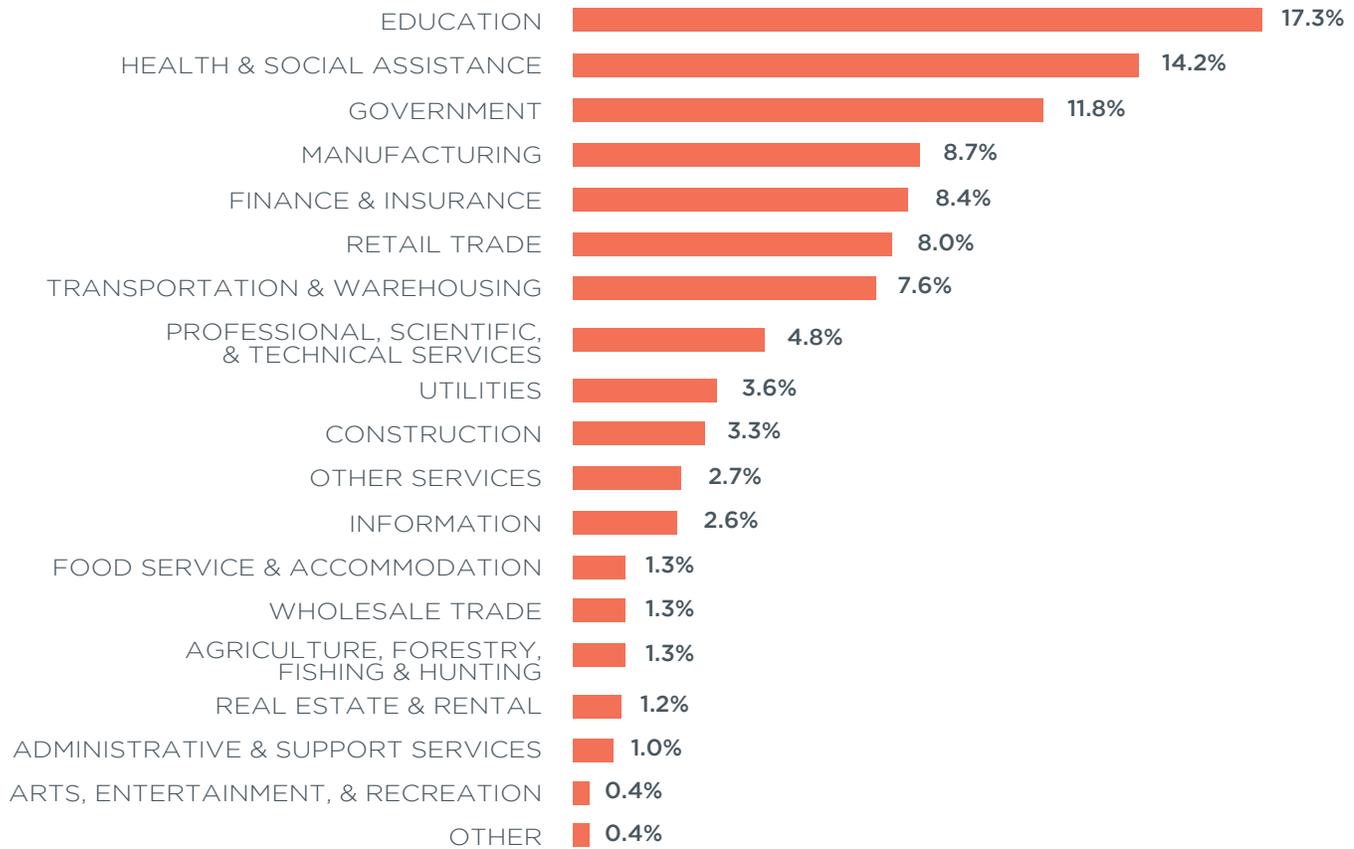
////// **HOMEMAKER BY RELATIONSHIP STATUS** \\\



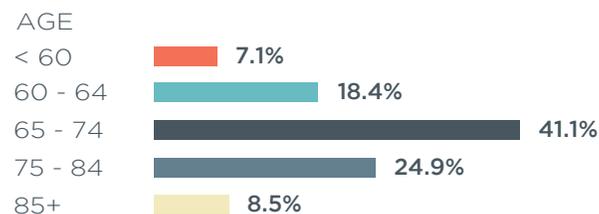
Homemakers were more likely to be married than other respondents. Almost 87% of homemakers reported that they were married compared to 67.3% of all respondents. Additionally, 5.4% of homemakers reported that they were divorced, and 3.5% reported that they were widowed.

## RETIRED RESPONDENTS

### FORMER INDUSTRIES OF RETIRED RESPONDENTS



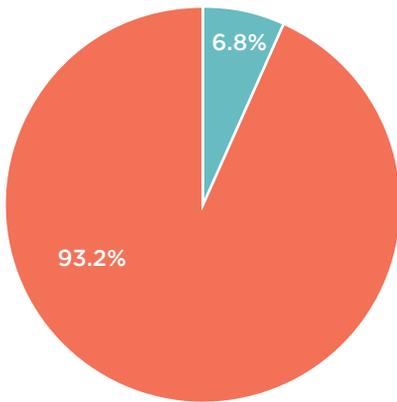
### AGE OF RETIRED RESPONDENTS



When retired respondents listed their former industries, the most common responses were education at 17.3%, health care and social assistance at 14.2%, and government at 11.8%.

The age distribution of retired respondents was 7.1% under age 60, 18.4% ages 60-64, 41.1% ages 65-74, 24.9% ages 75-84, and 8.5% ages 85 and older.

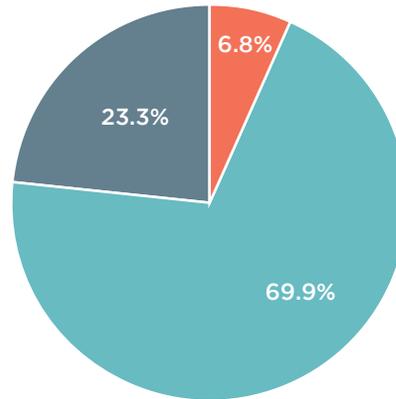
PERCENTAGE OF POTENTIAL JOB SEEKERS AMONG RETIRED RESPONDENTS



■ POTENTIAL JOB SEEKERS  
■ NON-SEEKERS

Of all retired respondents, 6.8% were potential job seekers.

DESIRED HOURS PER WEEK AMONG RETIRED RESPONDENTS

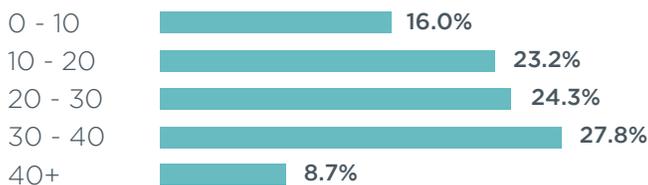


■ 35+  
■ 15 - 34  
■ 1 - 14

Most retired potential job seekers desired 15-34 hours of work per week. Among retired potential seekers who reported hours they desired to work, 6.8% desired 14 hours of work or less per week, 69.9% desired 15-34 hours of work per week, and 23.3% desired 35 or more hours per week.

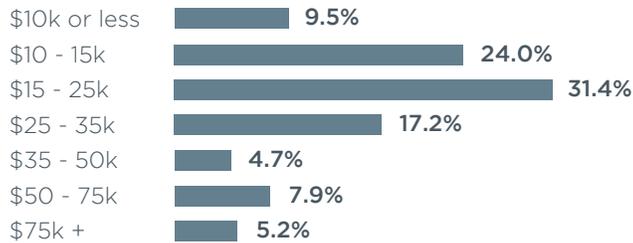
YEARS WORKED FOR PRIMARY EMPLOYERS AMONG RETIRED RESPONDENTS

YEARS



Of retired respondents who reported how long they worked for their primary employers, 16% worked for less than 10 years, 23.2% worked for 10-20 years, 24.3% worked for 20-30 years, 27.8% worked for 30-40 years, and 8.7% worked for 40 or more years. The median number of years retired respondents worked for their primary employers was 24.

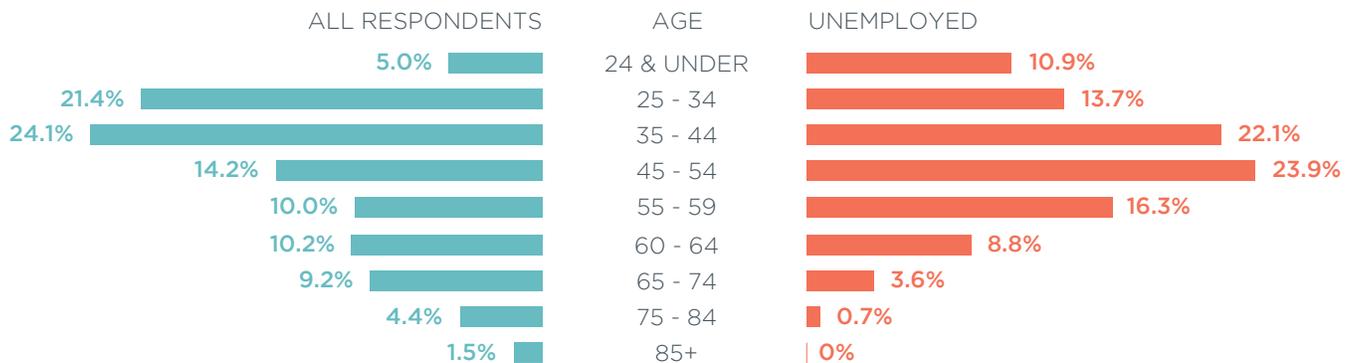
## DESIRED ANNUAL INCOME OF RETIRED RESPONDENTS



A majority of retired potential job seekers desired a small minimum salary. Almost two-thirds of those who reported a desired salary indicated that their desired minimum salary was \$25,000 or less. Another 22% reported that their desired minimum salary was between \$25,000 and \$50,000, and 13.1% reported that their desired minimum salary was above \$50,000.

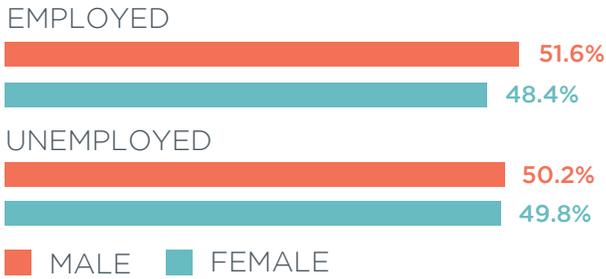
## UNEMPLOYED

### AGE DISTRIBUTION OF UNEMPLOYED RESPONDENTS



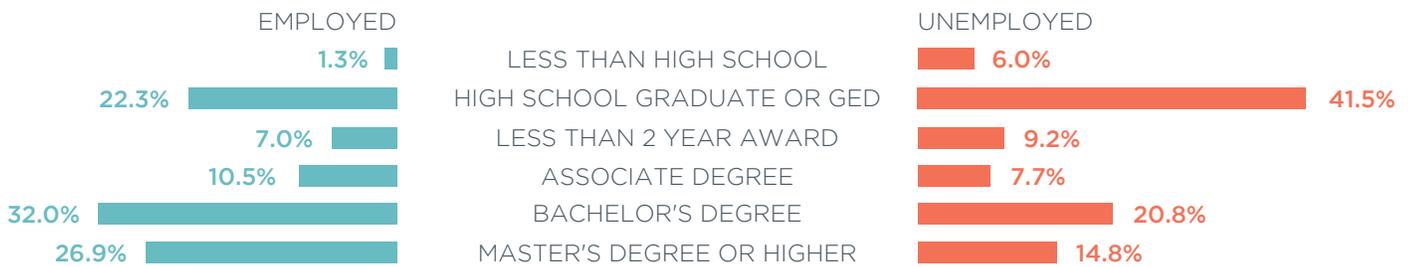
The age distribution of unemployed respondents suggests that respondents ages 24 and younger and those ages 45 to 59 are more likely to be unemployed. Among unemployed respondents, 10.9% were ages 24 and under compared to 5% of all respondents. Additionally, 40.2% of unemployed respondents were between the ages of 45-59 compared to 24.2% of all respondents. Unemployment was less prevalent among 25-34 year olds and respondents who have reached retirement age.

UNEMPLOYMENT BY GENDER



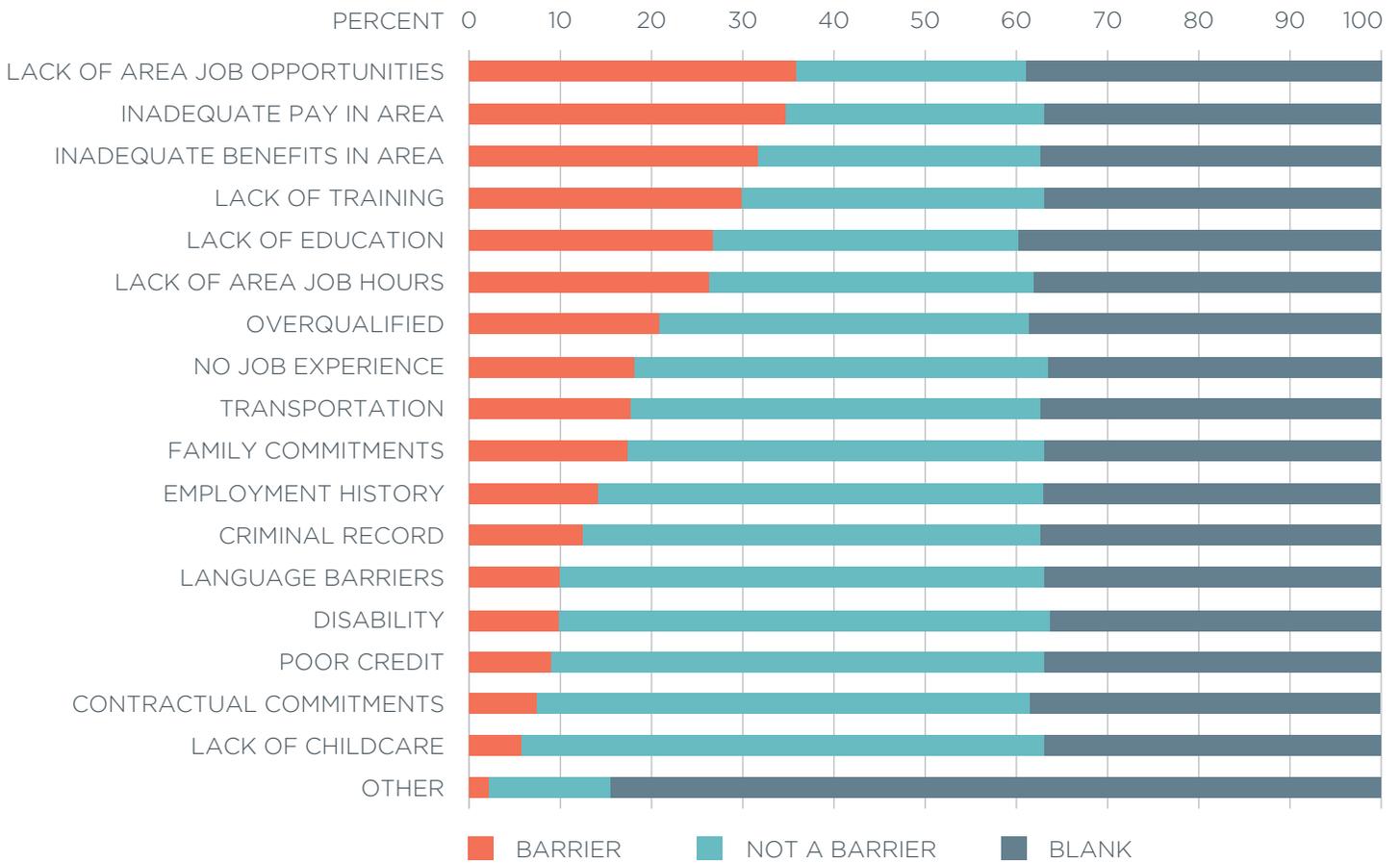
Unemployment did not clearly vary by gender. Men comprised about the same percentage of unemployed and employed respondents; 50.2% of unemployed respondents were male, and 51.6% of employed respondents were male.

EDUCATIONAL ATTAINMENT BY EMPLOYMENT STATUS



Unemployed respondents tended to report lower levels of education than employed respondents. The highest educational attainment for 47.5% of unemployed respondents was a high school diploma or less compared to 23.7% of employed respondents. Employed respondents also reported higher levels of post-secondary education. For instance, 10.5% of employed respondents said they possessed an associate degree compared to 7.7% of unemployed respondents, and 58.9% of employed respondents said they possessed a bachelor's degree or above compared to 35.6% of unemployed respondents. The relatively low educational attainment of many unemployed respondents could suggest that lack of a post-secondary degree makes obtaining employment more difficult.

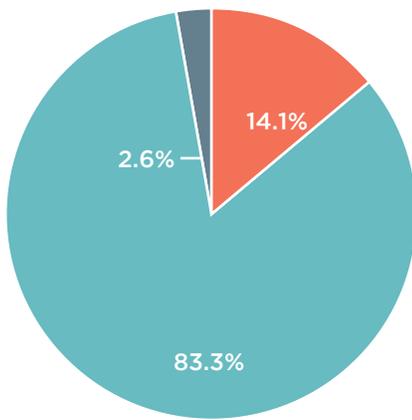
/// BARRIERS TO EMPLOYMENT AMONG UNEMPLOYED JOB SEEKERS ///



Between 31% and 36% of unemployed job seekers listed lack of area job opportunities, inadequate pay, and inadequate benefits as barriers to employment. Between 20% and 30% of unemployed job seekers also listed lack of training, lack of education, lack of hours, and over qualification as barriers to employment.

## MULTIPLE JOB HOLDERS

### PERCENT OF EMPLOYED WHO WORK MULTIPLE JOBS



- MULTIPLE JOBS
- SINGLE JOB
- BLANK

Among employed respondents, 14.1% reported that they worked for multiple employers. Of these respondents, 80.4% worked for 2 employers, 12.8% worked for 3 employers; and 6.8% worked for 4 or more employers. However, it is possible that some respondents who reported multiple employment did not work multiple jobs simultaneously. For instance, some respondents who reported multiple employment may change jobs seasonally, so they would only work for one employer at a time during the year.

### LIKELIHOOD TO WORK MULTIPLE JOBS BY AGE OF CHILDREN

KIDS 5 & UNDER - SINGLE JOB



KIDS 5 & UNDER - MULTIPLE JOBS



KIDS 6 - 12 - SINGLE JOB



KIDS 6 - 12 - MULTIPLE JOBS



KIDS 12 - 18 - SINGLE JOB



KIDS 12 - 18 - MULTIPLE JOBS

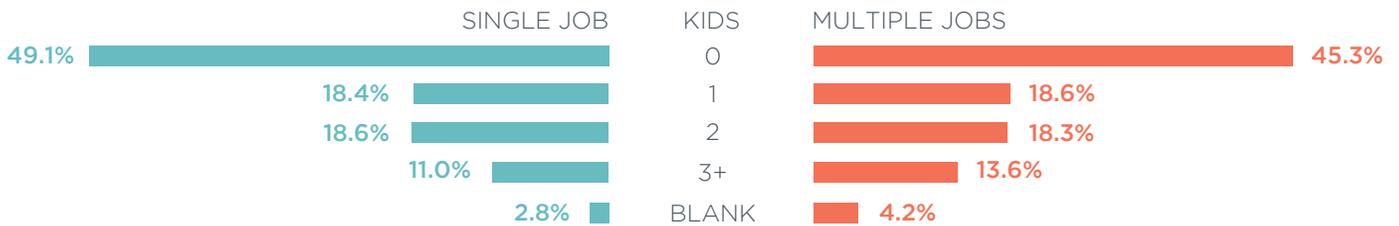


- WITH KIDS
- WITHOUT KIDS
- BLANK

There was no clear relationship between living with children and working multiple jobs. Likelihood to work multiple jobs did not clearly vary by whether respondents did or did not live with children ages 5 and under, children ages 6-12, and children ages 12-18.

Likelihood to work multiple jobs also did not clearly vary by the number of children living with respondents.

LIKELIHOOD TO WORK MULTIPLE JOBS BY NUMBER OF KIDS



LIKELIHOOD TO WORK MULTIPLE JOBS BY RELATIONSHIP STATUS



LIKELIHOOD TO WORK MULTIPLE JOBS BY GENDER



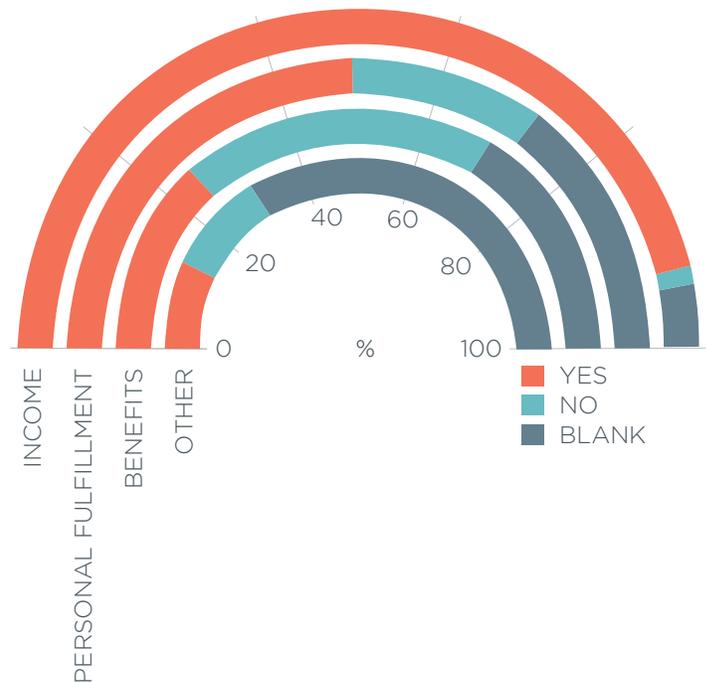
Women were slightly more likely than men to report working multiple jobs. Over 16% of employed women reported working multiple jobs compared to 13% of men.

Likelihood to work multiple jobs varied by relationship status. Never married and divorced respondents were the most likely to work multiple jobs; 20.8% of never married respondents and 17.5% of divorced respondents reported multiple employment. Married respondents and unmarried, cohabitating respondents were less likely to report multiple employment at 13.1% and 11.7% respectively. Married and cohabitating respondents may be less likely than single and divorced respondents to have multiple jobs because they are more likely to live in dual-income households.

The most popular reason given for multiple employment was income at 93.5%, followed by personal fulfillment at 49.3%, and benefits at 24.5%. Some of the other reasons respondents listed for multiple employment were employer schedule/flexibility and work experience.

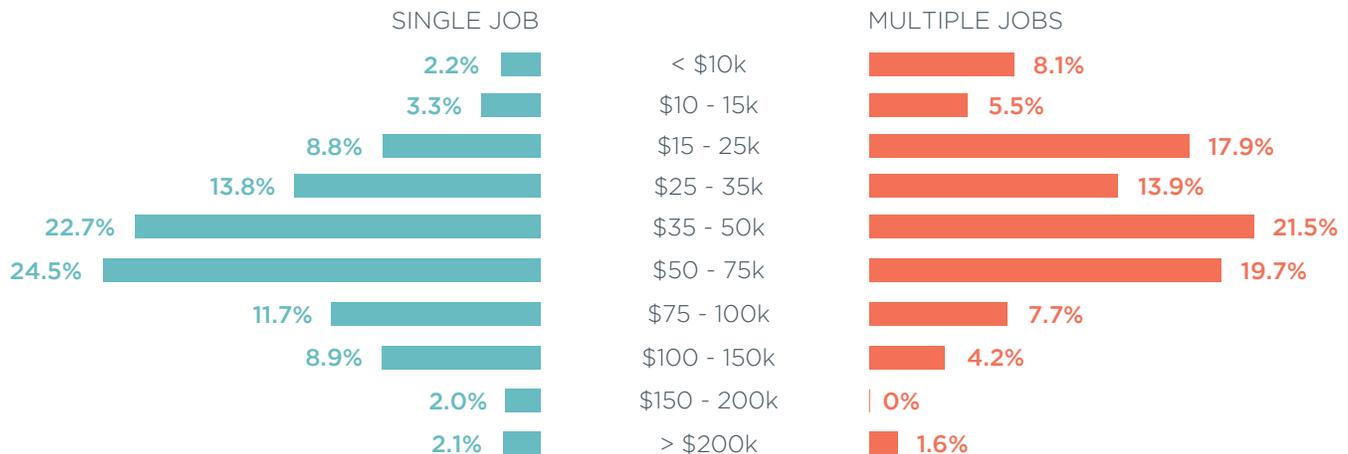
Since income was the primary reason for multiple employment, it is not surprising that respondents who worked multiple jobs reported making less money from their primary employers than respondents who worked for one employer. The median annual income respondents with multiple employment received from their primary employers was \$36,808, and the median annual income respondents who worked for one employer received from that employer was \$49,400. A greater percentage of respondents who worked for multiple employers reported annual incomes from their primary employers in the lower income categories: less than \$10k, \$10k to \$15k, and \$15k to \$25k, than respondents who worked for one employer. Additionally, a greater percentage of respondents who worked for one employer listed annual incomes from their primary employers in higher income categories: \$50k to \$75k, \$75k to \$100k, \$100k to \$150k than respondents who worked for multiple employers.

## REASONS FOR MULTIPLE EMPLOYMENT



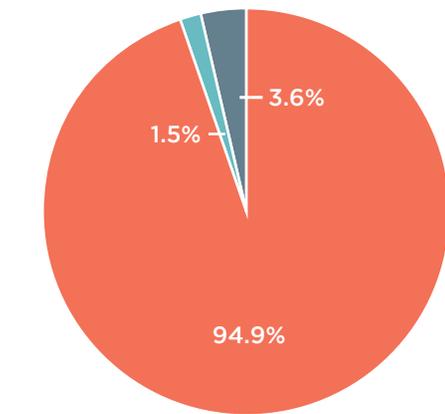
□

## INCOME BY MULTIPLE EMPLOYMENT



## SEASONAL AND TEMPORARY JOBS

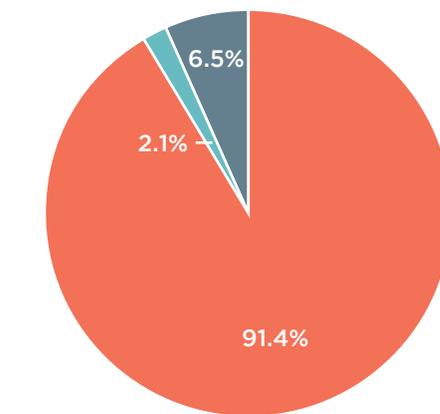
EMPLOYMENT TYPE OF EMPLOYED RESPONDENTS



- PERMANENT
- SEASONAL
- TEMPORARY

Among employed respondents who reported their employment type, 94.9% had permanent positions, 3.6% had temporary positions, and 1.5% had seasonal positions.

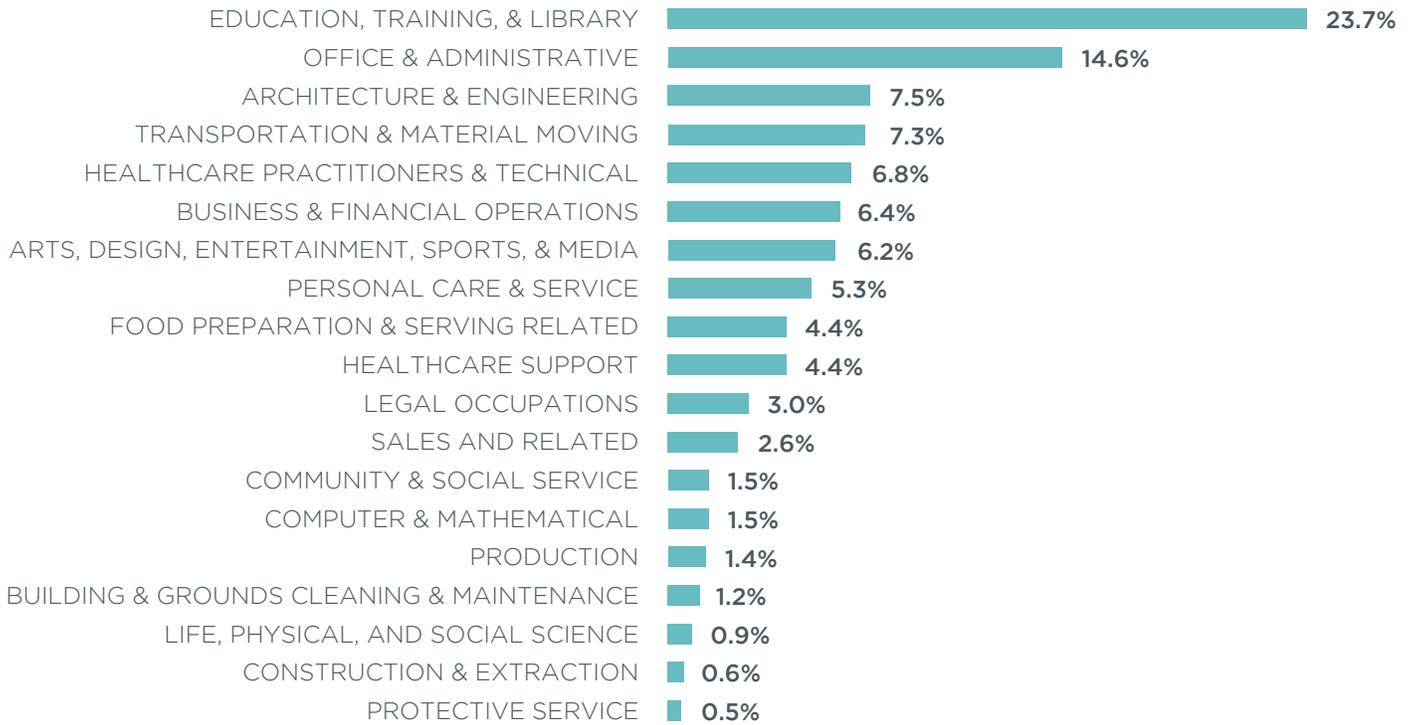
EMPLOYMENT TYPE OF EMPLOYED POTENTIAL JOB SEEKERS



- PERMANENT
- SEASONAL
- TEMPORARY

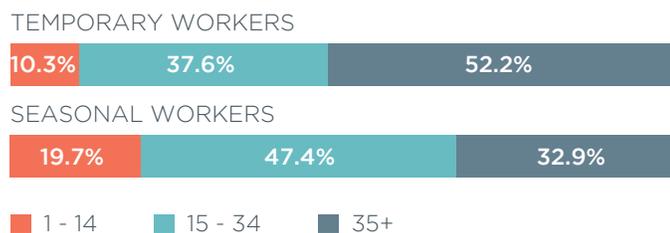
Employed potential job seekers were somewhat more likely to have temporary jobs than respondents as a whole. This finding is not surprising since temporary workers typically have to find new employment when their positions are dissolved. Of employed potential job seekers who reported their employment type, 91.4% had permanent positions, 6.5% had temporary positions, and 2.1% had seasonal positions. Only 3.6% of all employed respondents had temporary positions.

////// OCCUPATIONS OF TEMPORARY WORKERS //



The most common occupations of temporary workers were education, training, and library at 23.7% and office and administrative support at 14.6%.

////// WEEKLY HOURS OF SEASONAL AND TEMPORARY WORKERS



Seasonal workers were more likely to work 1-14 hours a week and 15-34 hours a week than temporary workers. In all, 19.7% of seasonal workers worked 1-14 hours a week and 47.4% worked 15-34 hours a week, while 10.3% of temporary workers worked 1-14 hours a week and 37.6% worked 15-34 hours a week. Temporary workers were more likely than seasonal workers to work 35 or more hours a week; 52.2% of temporary workers worked 35 or more hours a week compared to 32.9% of seasonal workers.

## SEASONAL AND TEMPORARY EMPLOYMENT BY CITY

### TEMPORARY WORKERS



### SEASONAL WORKERS

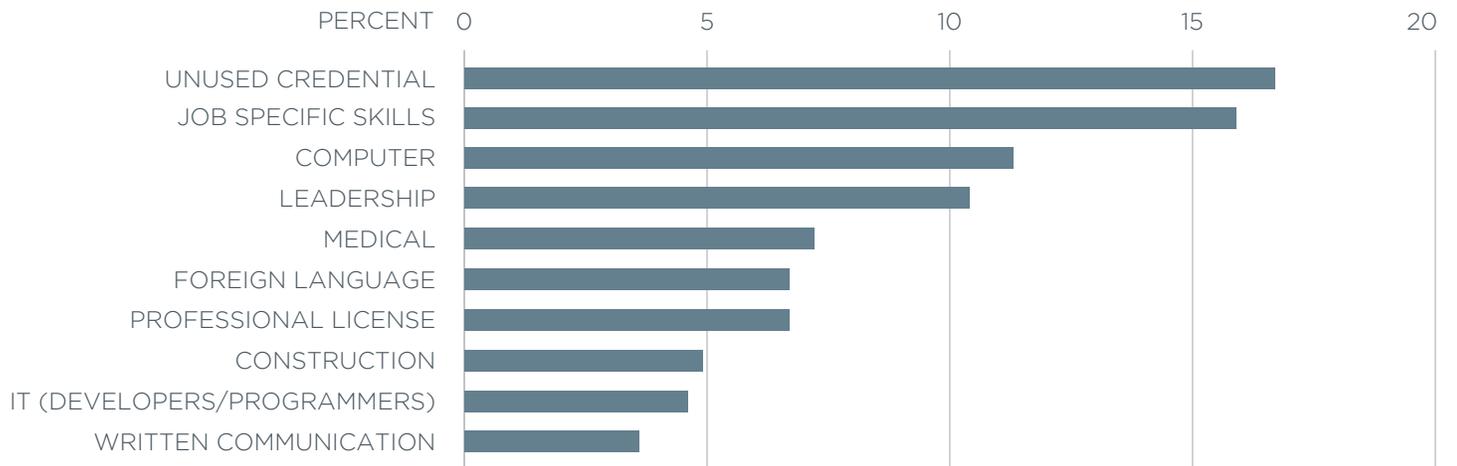


■ LINCOLN   
 ■ OMAHA   
 ■ OTHER CITIES

A majority of seasonal and temporary workers were employed in Lincoln and Omaha. Lincoln employed 38.4% of seasonal workers and 36.2% of temporary workers, and Omaha employed 44.9% of seasonal workers and 42.1% of temporary workers. Surrounding areas employed 16.7% of seasonal workers and 21.7% of temporary workers.

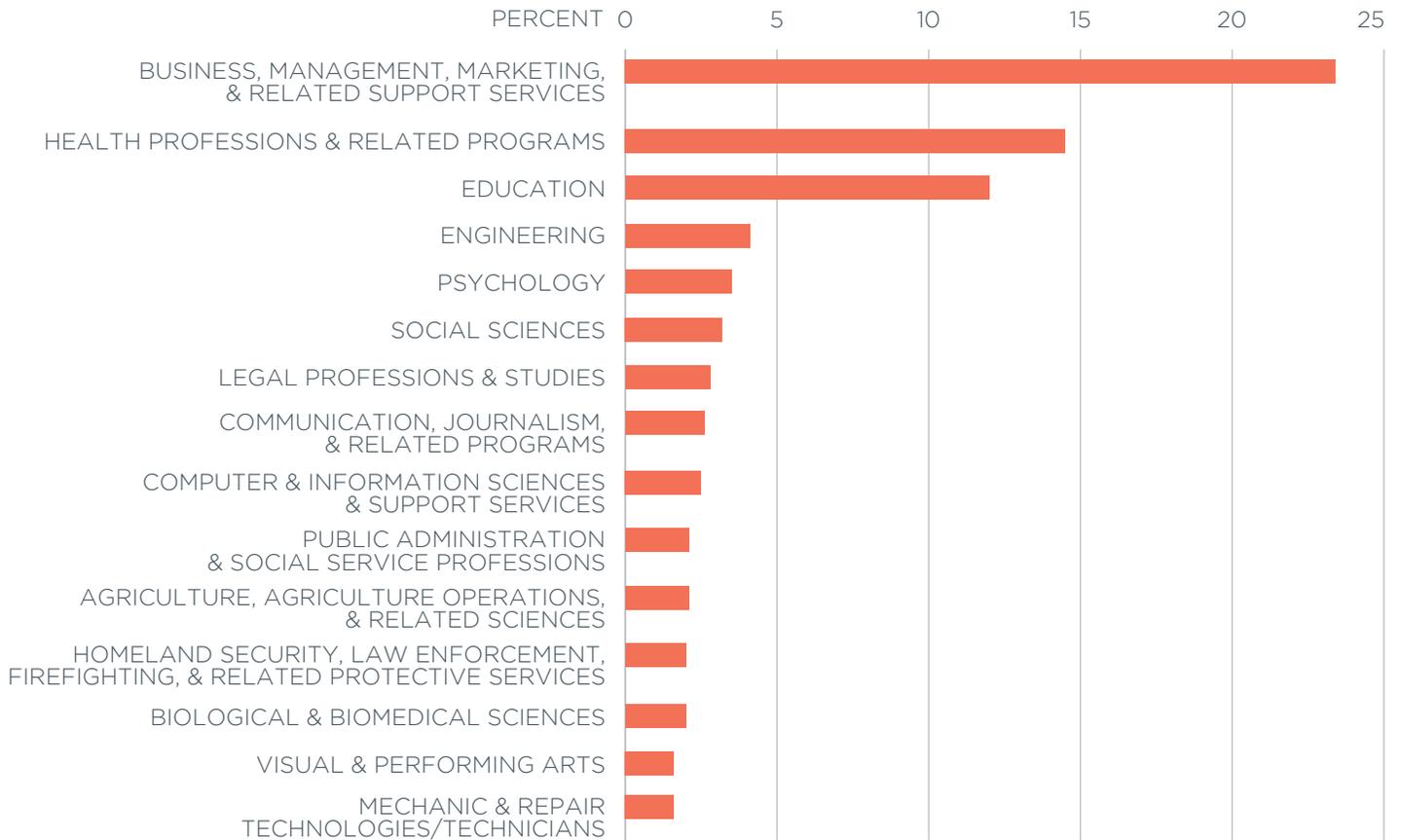
## MISCELLANEOUS INFORMATION

### UNUSED SKILLS REPORTED BY EMPLOYED RESPONDENTS



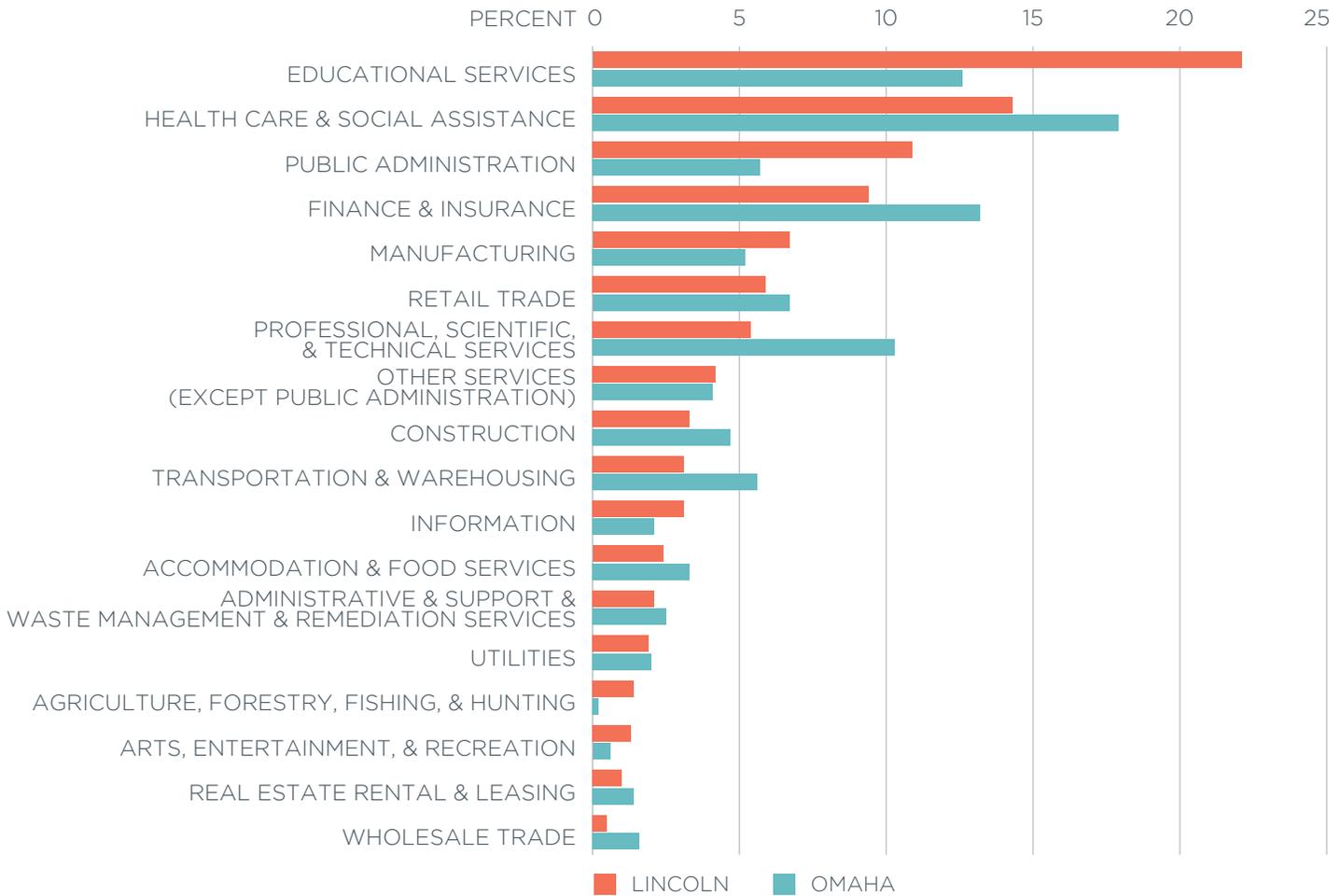
When employed respondents listed skills that they were not currently using, educational credentials and job-specific skills were the most commonly reported. Almost 17% of employed respondents who reported unused skills listed some kind of unused educational credential and 15.9% reported some job-specific skill. Computer skills were the next most commonly cited unused skill at 11.3%, followed by leadership skills at 10.4%, and medical skills at 7.2%.

EMPLOYED RESPONDENTS' FIELDS OF STUDY



The most common fields of study among employed respondents who reported a field of study were business, management, marketing and related support services at 23.4%; health professions and related programs at 14.5%; and education at 12%.

TOP INDUSTRIES IN LINCOLN AND OMAHA



According to survey results, the industries with the most workers employed in Omaha were health care and social assistance at 17.9%, finance and insurance at 13.2%, and educational services at 12.6%. The industries with the most workers employed in Lincoln were educational services at 22.1%, health care and social assistance at 14.3%, and public administration at 10.9%.

## CONCLUSION

Many factors can affect labor availability in a regional labor market. Geography, pay and benefits, education and skill requirements, work schedules, and many other factors are considered in someone's decision to take a job. The Metro Labor Availability Report examined the employee side of the equation, namely, the views of the workers. What do they desire in a job? What do they see as obstacles to employment?

This study has identified that there is a large pool of potential job seekers in the metro labor market area. The findings can be used to better understand what is important to these potential job seekers and the barriers they may see to accepting a new job. Economic developers, educators, employers, legislators, and others involved in shaping the local economy can use this information to help existing businesses grow and attract new employers and workers to the area.



## LABOR AVAILABILITY TERMS AND ACRONYMS

### EMPLOYED

A person who selected 'Employed' when asked "Which of the following best describes your employment status?" Included in this group are those working for an employer, self-employed individuals, and multiple jobholders.

### UNEMPLOYED

A person who selected 'Unemployed' when asked "Which of the following best describes your employment status?" While the US Bureau of Labor Statistics has a detailed and specific set of definitions for unemployment, this survey simply looked at those who reported themselves as unemployed.

### NOT EMPLOYED

'Not Employed' includes all respondents who indicated they were unemployed, retired, or homemakers when asked "Which of the following best describes your employment status?"

### POTENTIAL JOB SEEKER

An employed person who answered either 'yes' or 'maybe' to the question "Are you likely to change jobs in the next year if a suitable job is available?" or a not employed person who answered 'yes' or 'maybe' to the question "Are you likely to reenter the workforce in the next year if a suitable job is available?" This includes all individuals who indicated that they may accept a new job within the next year, given the right circumstances.

### ACTIVE JOB SEEKER

Individuals who said 'Yes' to the question "Are you actively seeking a new job?" Only potential job seekers were asked this question; active job seekers are a subset of potential job seekers.

### NON-SEEKER

An employed person who did not answer either 'yes' or 'maybe' to the question "Are you likely to change jobs in the next year if a suitable job is available?" or a not employed person who did not answer 'yes' or 'maybe' to the question "Are you likely to reenter the workforce in the next year if a suitable job is available?" Any survey respondents who were not identified as "potential job seekers" are referred to as "non-seekers".

### MULTIPLE JOBHOLDER

An employed person who reported 'Yes' when asked "Do you work for more than one employer (including yourself if self-employed)?"

### INDUSTRY

A categorization of businesses based on the goods or services produced. Industries are organized by the North American Industrial Classification System (NAICS). This survey used broad NAICS categories to classify industries. More information on NAICS can be found at [www.census.gov/eos/www/naics/](http://www.census.gov/eos/www/naics/).

### OCCUPATION

A classification of jobs based on duties and the kind of work assigned. Occupations are organized by the Standard Occupational Classification (SOC) system. Survey respondents were asked to provide their job title and primary job duties or skills used. This information was used by staff at the Nebraska Depart-

ment of Labor, Office of Labor Market Information to code occupations using the SOC system. More information on SOC can be found at [www.bls.gov/soc/](http://www.bls.gov/soc/).

**NDED: NEBRASKA DEPARTMENT OF ECONOMIC DEVELOPMENT**

The Metro Area Labor Availability Survey was commissioned by the Nebraska Department of Economic Development (NDED). NDED staff assisted with development of the survey questionnaire, editing the final report, and dissemination of the results.

**NDOL LMI: NEBRASKA DEPARTMENT OF LABOR, OFFICE OF LABOR MARKET INFORMATION**

The Nebraska Department of Labor, Office of Labor Market Information (NDOL LMI) analyzed survey results and produced the final reports. NDOL LMI staff also developed the survey area, assisted with the creation of the questionnaire, conducted cleaning procedures on the data sets, and assigned occupation, industry, and education codes to responses.

**BOSR: BUREAU OF SOCIOLOGICAL RESEARCH, UNIVERSITY OF NEBRASKA - LINCOLN**

The Bureau of Sociological Research at the University of Nebraska - Lincoln (BOSR) was responsible for mailing survey questionnaires; collecting, processing and data entering responses; and assigning survey weights. BOSR assisted with the development of survey questions and created the layout and design for the questionnaire.

**NUMBER OF RESPONSES BY ZIP CODE**

ZIP CODES	NUMBER OF RESPONSES
51501	64
51503	88
51510	8
51526	7
51534	13
51542	1
51555	10
51561	1

**ZIP CODES**      **NUMBER OF RESPONSES**

68002	2
68003	11
68005	54
68007	25
68008	38
68010	1
68017	4
68022	47
68023	9
68025	85
68028	27
68033	4
68034	2
68037	5
68041	4
68046	77
68048	39
68059	12
68064	8
68065	6
68066	24
68069	7
68073	7
68102	17
68104	77
68105	48
68106	80
68107	44
68108	19
68110	17
68111	30
68112	28
68113	1
68114	50
68116	82
68117	16
68118	26

ZIP CODES	NUMBER OF RESPONSES	ZIP CODES	NUMBER OF RESPONSES
68122	28	68372	8
68123	61	68402	4
68124	58	68404	3
68127	80	68405	5
68128	42	68407	1
68130	64	68422	1
68131	27	68423	1
68132	40	68428	7
68133	27	68430	9
68134	82	68434	27
68135	80	68461	3
68136	49	68462	12
68137	62	68502	86
68138	28	68503	32
68142	9	68504	50
68144	63	68505	55
68147	33	68506	111
68152	31	68507	56
68154	75	68508	18
68157	12	68510	92
68164	72	68512	38
68182	1	68516	145
68301	6	68517	1
68304	2	68520	4
68310	60	68521	74
68317	5	68522	30
68331	3	68523	7
68333	20	68524	12
68336	2	68526	21
68339	9	68527	1
68341	5	68528	21
68347	7	68531	1
68357	1	68532	2
68358	7	68588	1
68360	2	UNKNOWN	16
68366	2	<b>GRAND TOTAL</b>	<b>3336</b>
68368	1		



## **METRO AREA LABOR AVAILABILITY REPORT**

NEBRASKA DEPARTMENT LABOR  
NEBRASKA DEPARTMENT OF ECONOMIC DEVELOPMENT

Equal Opportunity Employer/Program.  
Auxiliary aids and services are available  
upon request to individuals with disabilities.  
TDD: 1.800.833.7352