

# Trends



**Impact of a Museum**



**Labor Force Participation Rates**

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## GRADUATE OUTCOMES

### Mid-Plains Community College



There were 361 Mid-Plains Community College graduates from July 1, 2009 to June 30, 2010. Of these graduates, 226 (63%) were employed in Nebraska in first quarter 2011. The percentage of graduates working in the state was 9% lower than the previous year. Estimated average annual earnings were \$20,623 for all degree levels. Females (69%) were more likely than males (55%) to be working in Nebraska. The average wage for females was \$21,531 and for males it was \$19,075.

Mid-Plains Community College graduates were employed in 22 of Nebraska's 93 counties with a little over half (53%) working in Lincoln County. Nearly two-thirds (64%) of Mid-Plains graduates worked in either Lincoln County or Red Willow County.

Of the graduates working in the state, the nine employed in the Manufacturing industry had the highest estimated wages with \$35,615 per year. The Health Care industry employed the highest number of graduates with 71, followed by Retail Trade with 42. Graduates working in Health Care had estimated average annual wages of \$29,279 and those working in Retail Trade earned \$14,237.

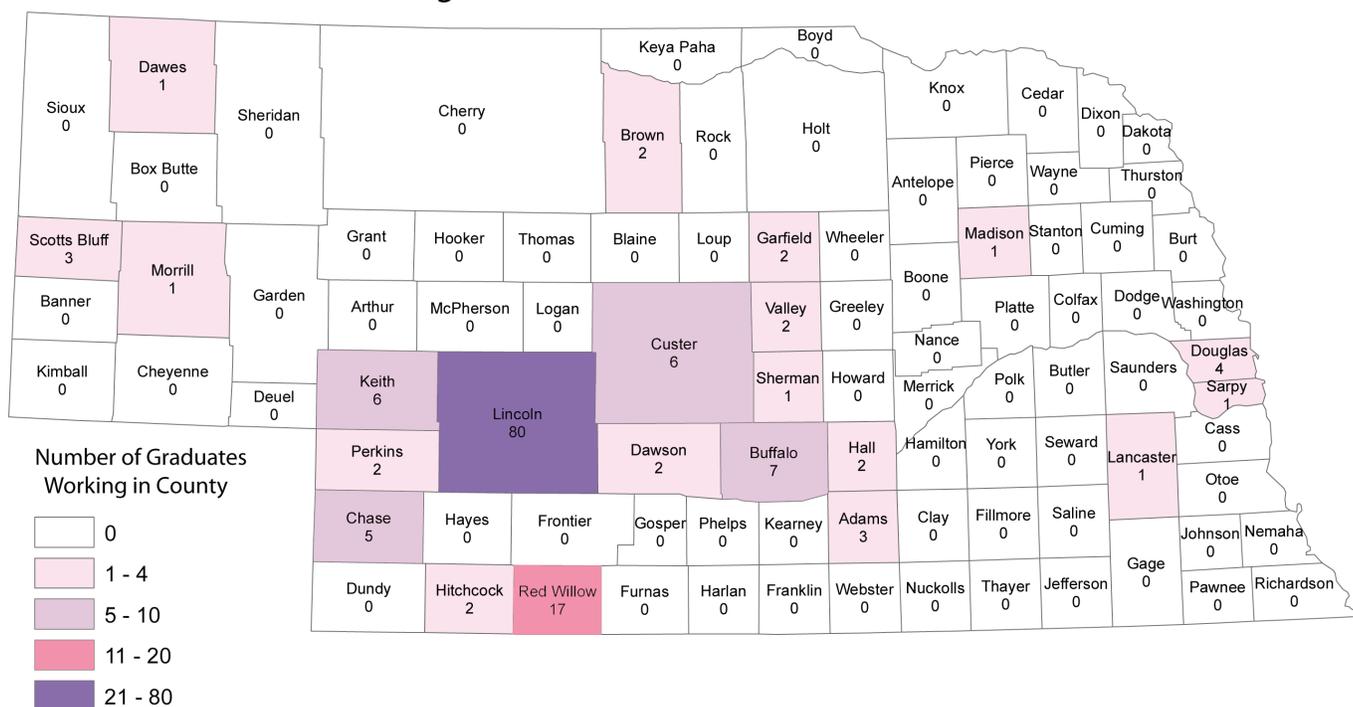
The 27 Registered Nursing Associate Degree graduates had the highest earnings (\$41,771) of all fields of study. Clinical/Medical Laboratory Technician Associate Degree

graduates earned the second highest wages of all fields of study with \$32,205 followed by Welding Technology/Welder one-two year award graduates with \$31,732. Overall, 71 graduates in seven degree/fields of study had earnings over \$25,000 per year, primarily in medical and technical fields.

Nine degree/fields of study, had more than 90% of graduates working in Nebraska. The Registered Nursing Associate Degree field of study had 93% of the 29 graduates working in the state. This followed by the Associate Degree Diesel Mechanics Technology/Technician field of study with 100% of nine graduates working in Nebraska.

For more outcomes information on Mid-Plains Community College, Central Community College, Metropolitan Community College, Northeast Community College, Southeast Community College, Western Nebraska Community College, Chadron State College, Peru State College, Wayne State College and the University of Nebraska – Kearney, contact the Nebraska Department of Labor.

Mid-Plains Community College 2009 - 2010 Graduates Working in Nebraska in First Quarter 2011





## Impact of a Museum

AARON ZISKA, RESEARCH ANALYST

**Editor's Note:** *Measuring the impact of a potential new business plays a key role in many different aspects of economic development. Entrepreneurs and potential investors need to know the business is viable for the location being considered. Site developers and city planners must look at infrastructure needs and weigh the costs and benefits of locating a new business. Economic development and government entities are often involved in offering incentives to locate certain types of businesses in targeted areas. Fortunately, economic modeling software can be used to look at likely impacts of a new business opening. This article focuses on high-level analysis of a hypothetical new museum opening in Douglas County, Nebraska.*

It is tough to quantify exactly how important museums are that store, exhibit, and protect our cultural, artistic, and historic heritage. What price can you attach to the ability to appreciate the masterpieces of our time and our predecessors? How can you quantify the ability to understand the historical importance of who your ancestors were, where they came from, and what they did? These questions, although interesting to ponder, are exceptionally difficult to calculate. However, one can study the effect of these institutions on the surrounding economy and the impact on cash flows through an area.

This analysis attempts to highlight these effects in a hypothetical situation surrounding the introduction of a new museum in Nebraska. Estimations are presented in tables to depict the effects if the same museum was more specifically placed in Douglas County. This area was selected to represent a population to be both large enough to properly staff an institution with skilled employees, and regionally located within a modest travel distance from a second population center to provide interstate revenue sources for the institution. The projected effects of the opening of this new museum are being measured using IMPLAN software and are separated into two categories to simplify the findings for discussion. They are broken down into the direct effects of the museum and its hiring, spending, and output, and secondary effects of the museum including the spending of its patrons in the economy surrounding the museum, the spending of the employees of the museum, and the income and output of extra employees needed to serve these consumers outside of the museum.

### Input

In the 4th quarter of 2011, the Quarterly Census of Employment & Wages (QCEW) program reported 66 establishments and employment of 1,332 in the in the "Museums, Parks, and Historical Sites" industry. After researching data on establishment size and locations, the inputs used for the model were for the direct effect of the opening of a museum with 49 permanent, full-time positions. This level of input allows us to study the effects on the surrounding economy with some degree of significance.

### Output

Direct impacts are those caused by the museum itself, including the hiring of staff to operate and maintain the museum as well as spending on intermediary goods; for example, rent to other institutions to bring in exhibits. Direct effects for the input include an increase of 49 full-time positions and a labor income (wages and benefits, including proprietor income) impact of \$2,035,000. So, more than two million dollars of income is generated directly from opening a museum with 49 employees in Nebraska. Total sales for the museum are estimated to be close to \$3,520,000 with a value added figure of \$2,360,000. Some other direct results that are not included specifically in these figures are the impact on local restaurants and retail stores caused by local consumers changing spending to the museum area versus another location. These changes in employment will not be counted in this model. "Value added" is calculated as output less the intermediate inputs, or things consumed by the business to produce its services to consumers.

While visitors to the museum may partake of a beverage or snacks from the gift shop, this would be something measured in the direct

effects of opening the museum. However, many travelers may make a day trip out of visiting the museum and spend part of the day in the local area's other types of entertainment. While they are spending money in these other places, this economic activity is captured in the secondary effects of opening the new museum. Secondary effects would include the changes in employment and cash flows in businesses surrounding the museum serving the in-bound consumers to the immediate area; call it the trickle-down effect. These secondary impacts can be further split into "induced" and "indirect" effects, however for the simplicity of this discussion, we will lump them together in the same category.

Secondary changes to employment for the state would be very likely highly localized, as it obviously wouldn't be expected that a restaurant in Scottsbluff add extra staff to support clients of an Omaha museum. While secondary employment changes as a result of this business opening are classified as statewide positions, they can safely be assessed to the local area where the museum would be opening. The expected secondary changes in full-time positions are estimated, in this model, to be 23 positions. The income for these positions would be \$868,856 or an average yearly income of \$37,776 per full-time position. Some of the secondary positions are not complete full-time positions. For a specific example from this model, the estimated increase in the "Retail Stores, Food and Beverage" industry is 0.6 positions with an income of \$13,630. This would likely be covered in either increased hours for a previously employed staff member, or a new part-time employee.

Some other industries that are estimated to have spill over effects from the new institution would be, in no particular order: Employment Services, Services to Buildings and Dwellings, Wholesale Trade Businesses, and Real Estate Establishments. All of these industries showed "significant" employment changes for the IMPLAN model, as previously mentioned, with the cutoff being greater than one half of a full-time position in the instance of this scenario.

### Total Impact – The Conclusion

While it is hard to perfectly grasp the value of preserving our artistic and historical past for sharing with future generations, this discussion has shown the sizable impact on a local economy of opening a new safe haven for these pieces of art and history. With the limitations of the economic modeling due to available resources, and higher degree of simplification of the model scenario, these numbers are provided as an example only and should not be treated as concrete figures for use in planning. However, with an estimated total increase of 72 positions, income for these workers in excess of \$2.9 million, and output totaling a respectable \$6.2 million, the opportunity of preservation becomes at least a more tangible concept for communities to consider if interested in pursuing a comparable venture.



### Industry Impacts

Description	Employment	Labor Income	Value Added	Output
Museums, historical sites, zoos, and parks	49	\$2,036,158	\$2,361,021	\$3,520,029
Real estate establishments	1.9	\$38,645	\$186,291	\$239,650
Food services and drinking places	1.9	\$30,637	\$45,646	\$93,172
Employment services	0.9	\$22,765	\$24,533	\$30,882
Private hospitals	0.8	\$45,439	\$47,720	\$95,853
Offices of physicians, dentists, and other health practitioners	0.8	\$58,792	\$68,254	\$95,587
Services to buildings and dwellings	0.7	\$16,013	\$19,640	\$39,930
Retail Stores - Food and beverage	0.6	\$13,630	\$20,839	\$33,350
Wholesale trade businesses	0.6	\$39,427	\$67,654	\$104,667
Nursing and residential care facilities	0.6	\$17,174	\$17,799	\$25,689



## Labor Force Participation Rate

JAKE LIUDAHL, RESEARCH ANALYST

Few economic indicators stir much interest among the general public. Of those that do, unemployment rates and productivity get splashy headlines but often fail to capture a larger picture of the labor market. The labor force participation rate is a broader measure of the labor market because it looks at who is working or looking for work out of all working-aged adults. This indicator is a reflection of not only the economy but also American society. Breaking down the data on the participation rate allows a study of the history of social change as well as a glimpse at the here-and-now of our current economic situation. The fundamental topics, including the history of the participation rate, its factors, and how the rate affects the present-day economic situation, are crucial to understanding how this important metric drives and helps decide our future.

### History of the Participation Rate

Historically, the national labor force participation rate stayed between 57-61% throughout the 1950s and 1960s. The 1970s saw the rate begin to climb, from around 60% to 64% by the start of the 1980s. The 80s continued the ascent, peaking at 66.8% at the turn of the decade, or over two-thirds of the over-16 population. The rate first hit its historic high of 67.3% in January 2000, remaining at that level for four months before slowly declining in the early-2000s to level off around 66% in 2004-2008. 2009 and 2010 saw the rate begin to fall relatively quickly, moving from 65.7% in January 2009 to 64.2% in January 2011. The decline seemingly leveled off in 2011, but has still fallen a few tenths of a percent since then. Knowing what has happened in the past is important in helping explain why the labor force participation rate is moving in the manner it is today.

### Why the Participation Rate Has Changed

One of the most significant factors in the rate is population age demographics. The Baby Boomer generation, the common reference for those born between 1946 and 1964, contributed much of the historic rise in participation. As more of the generation turned 16 and began working, the rate slowly began to rise. As more and more Baby Boomers graduated high school and college and found employment, the participation rate rose more rapidly.

Those born in 1964 turned 16 in 1980 and graduated high school around 1982. If they went to college, most would probably have graduated within a year or two of 1986. This assumption, combined with the booming mid-to-late 1980s economy, contributed heavily to the rise of the participation rate through the 1980s. The rate rose only marginally after 1990 to hit its high in 2000. Age demographics have played a huge role in shaping the participation rate.

Culture changes also contribute to the labor force participation rate. Gender roles in the labor force have changed dramatically since the 1950s. In 1950, the women's labor force participation rate was 33.9%. In 1990, the same rate was at 57.5%. To identify where the drastic increase is coming from, the women's participation rate is split out by age group and time period. Again, Baby Boomers led the way in changing the labor market.

Women who were 16-24 years old began working more in the 1960s and 70s, increasing participation from 42.8% in 1960 to 61.9% in 1980. The most significant change came in the 25-34 age group between 1970 and 1980, increasing from 45% participation to 65.5% in only a decade. The women's 25-34 age group historically had lower participation than the surrounding 16-24 or 35-44 age groups because women often quit their jobs to birth and raise their young children.

In the 1970s and 80s, many more women chose to go back to work immediately after having children instead of dropping out of the labor force to raise them. During the same time, more women age 35-44 and 45-54 also chose to enter or reenter the labor force. Men's labor force participation has slowly declined since 1950 across all age groups; however, the steep decline in participation for the men's 55+ age group until the mid-1990s (68.5% in 1950 to 37.7% in 1993) was the largest contributor. Changes in gender roles and societal norms have greatly shifted the labor force participation rate.

### Present-Day Implications

The labor force participation rate is not a typical cut-and-dried statistic. Many factors go into the rate's calculation, and a rise or fall could be good, bad, or neutral depending on

the contributing factors. The common reference in today's media is that any drop in the labor force participation rate is bad. While sometimes true, this simplistic viewpoint does not take into account why the rate dropped, only that it dropped. A shrinking participation rate due to discouraged workers quitting their job hunt is bad; however, it is important for people to realize that there could be an upside to a drop in participation.

For example, many Baby Boomers who were planning to retire prolonged their employment to secure additional income in the face of an uncertain economy. Many of these seasoned employees occupied experienced, upper-level positions. As older workers held onto their jobs, there was a chain reaction down the line as other workers saw less opportunity for advancement and held onto their jobs. As people retained their positions, the result was reduced "churn", or job-to-job movement within the labor force. Less churn often leads to decreased labor efficiency, as well as disproportionately affecting younger workers as fewer entry-level jobs become available. If older workers with the means chose to retire instead of staying in the labor force, the resulting increase in churn would likely increase the efficiency of the labor force and reduce unemployment, all while the labor force participation rate declined.

The current recession so far has had an opposite, negative effect on participation. Since the recession began, four of

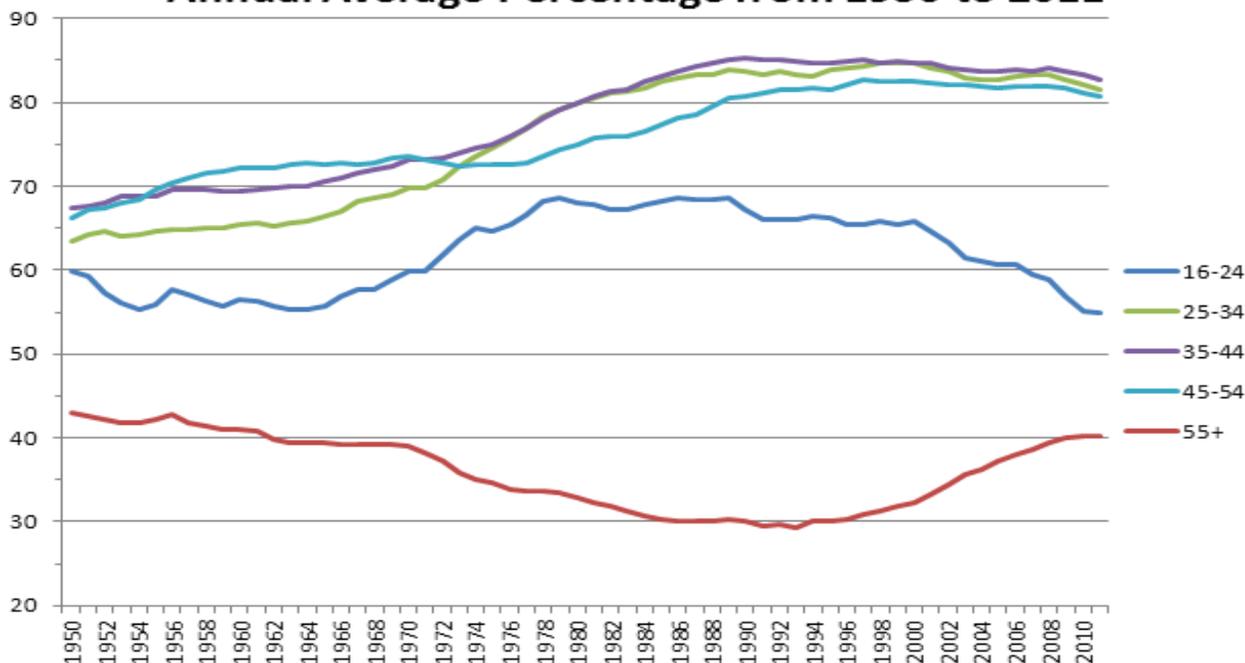
the five major age groups (16-24, 25-34, 35-44, and 45-54) have seen labor force participation rates decline. These age groups remain at or near their lowest points since December 2007, with the 16-24 age category declining the most (-4.8%). The only age group whose participation rate has not declined since the start of the recession is the 55+ group, which has increased by 1.4%. These numbers perfectly capture the effect of reduced churn in the labor force.

As Baby Boomers begin to retire in greater numbers, experts expect the participation rate will decline. In the short term, Baby Boomers are likely to work longer than past generations. As time goes on, the generation will retire in greater numbers, sending the participation rate down purely on age demographic numbers. All other factors equal, the drop in participation will likely spur all-around economic growth, especially in industries such as healthcare that are reliant on the senior demographic.

### Conclusion

The labor force participation rate is a complex measure that provides an excellent look at the health of the labor market. The past and present, along with the contributing factors of the participation rate, are crucial to understanding how the labor market will look in the future. The labor force participation rate, more than most other economic indicators, is a reflection of American society as well as the economy.

**Labor Force Participation Rate by Age Group, Annual Average Percentage from 1950 to 2011**



### Sources:

BLS, Current Population Survey: [www.bls.gov/cps](http://www.bls.gov/cps); BLS, Job Openings & Labor Turnover Survey (JOLTS): [www.bls.gov/jlt](http://www.bls.gov/jlt)  
 BLS, Monthly Labor Review, Labor force participation: 75 years of change, 1950-98 and 1998-2025, <http://www.bls.gov/opub/mlr/1999/12/art1full.pdf>; The Economist, Go for the Churn, <http://www.economist.com/node/21547224>

# Map Facts

## The Olympics

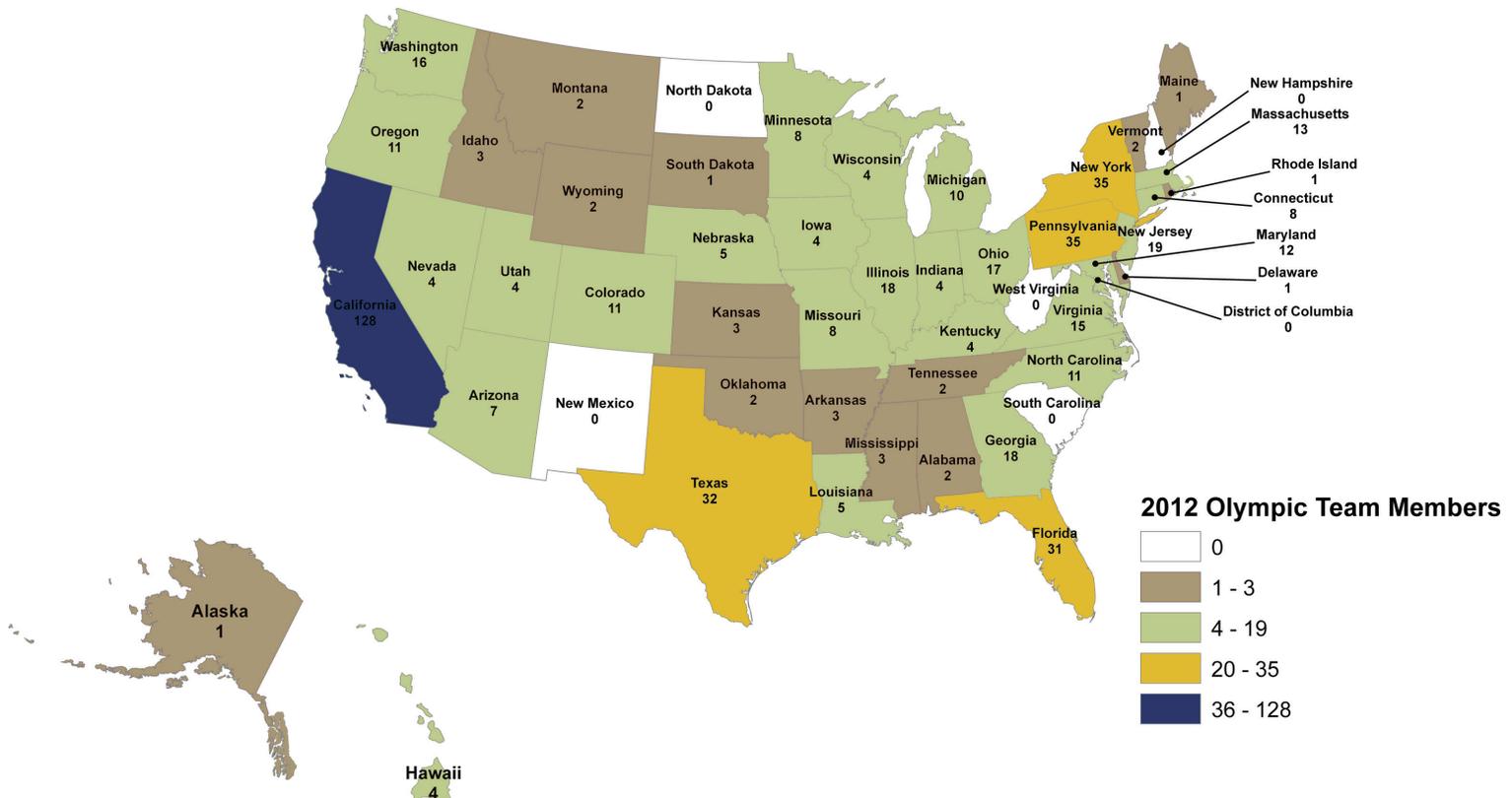
August this year means it's time for everyone's favorite quadrennial event, the Olympics! As everyone buckles down to cheer on Team USA in sports ranging from basketball to fencing, here are some facts that will help you win gold with your friends and family.

The USA is sending 530 athletes to London this year, the most of any nation on earth. 8 different pairs of siblings are headed to London together, including the famous Williams sisters in tennis. California is sending 128 athletes, 93 more than New York and Pennsylvania which tied for second place. Nebraska itself has 5 Olympians, two are competing in shooting, two are competing in field athletics, and one is playing volleyball.

Team USA includes a large number of returning stars, with 7 five-time Olympians and 21 four-time returners. Those who are fans of the boys and girls of summer will be slightly disappointed, as both baseball and softball were dropped as Olympic events this year. Two sports will have this nation's attention, men's basketball as the NBA's best go for a second gold in four years, and men's swimming, where Michael Phelps tries to become the world record holder for total Olympic gold medals. Nebraska had its own Olympic experience this year, with the swim trials taking place in Omaha.



US Olympic Team Members by Home State



# Women's Equality Day



JODIE MEYER, RESEARCH ANALYST

**W**omen's Equality Day is August 26th and commemorates the certification of the 19th Amendment that gave women the right to vote.

Nationally **46.2%** of female citizens reported voting in the 2010 congressional election compared to 45% of males. 66.6% of female citizens reported being registered to vote.

According to the 2010 Census there were **157.0 million** (50.8%) females in the United States compared to 151.8 million (49.2%) males. In Nebraska there were 920,045 (50.4%) females and 906,296 (49.6%) males.

In 2010 women in the United States 15 or older who worked year-round, full time had median annual earnings of **\$36,931**. In comparison males earned \$47,715.

**30.7 million** women 25 and older had a bachelor's degree or higher in 2010 in the United States. This is higher than the corresponding number for men (29.2 million). More women also held high school diplomas, associate, and master's degrees. More men held a professional or doctoral degree.

In Nebraska in 2007 there were **41,001** women-owned firms representing 25.7% of firms in the state. Men owned 71,374 firms making up 44.7% of firms in the state.

In the United States there were **7.8 million** women-owned businesses in 2007. These businesses brought in \$1.2 trillion in revenue.

Women-owned firms employed **46,684** workers in Nebraska. Nationally 7.5 million people were employed in women-owned businesses.

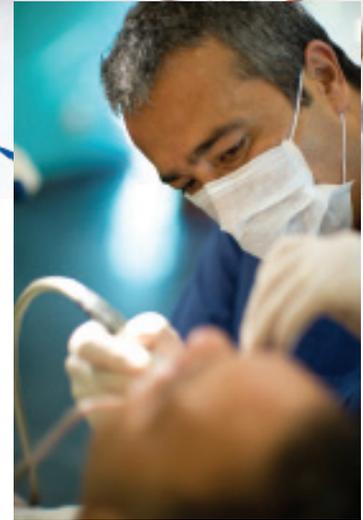
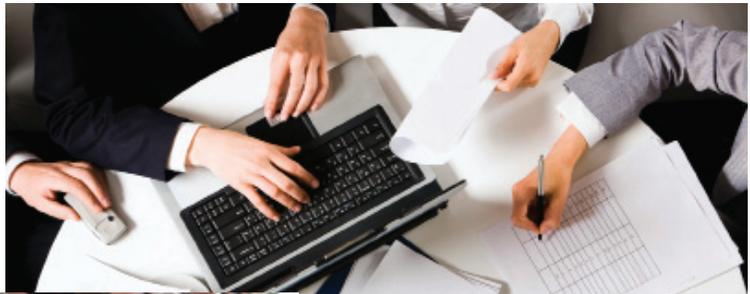
Nationally 58.6% of females 16 and older participated in the labor force in 2010 representing **71.9 million** women.

Nationally **40.6%** of females 16 and over worked in management, professional and related occupations in 2010 compared to 34.2% of males.

As of September 30, 2010 there were **205,500** active duty women in the military in the United States. Of these 38,700 were officers and 166,800 were enlisted.

**Source:** United States Census Bureau Facts for Features

## Nebraska's Industry Projections



JODIE MEYER, RESEARCH ANALYST

The newest set of long-term and short-term industry projections were recently released for Nebraska. These numbers are used by a variety of groups from students determining a college major to businesses and communities who depend on this information for strategic planning.

### Ten Year Outlook: Nebraska's Super-Sector Industries

Industry employment in Nebraska is expected to increase by 99,452 jobs in the decade spanning from 2010-2020, which is an annual growth rate of 0.96%. Nebraska's expected annual industry growth is slightly below the predicted rate of 1.3% nationally. Some of the projected growth for both Nebraska and the United States is expected to be due to recovery from the recession. Since the nation as a whole was hit harder than Nebraska, the state does not have as much recovery to do and thus has a slightly lower growth rate.

Nebraska's projected fastest growing industry is Construction, with 2.05% annual growth and an additional 9,362 jobs by 2020. Professional and Business Services follows with an annual growth rate of 1.58% and job growth of 17,053 over the same period. Education and Health Services is expected to be the third fastest growing industry with an annual growth rate of 1.29% and an additional 30,618 jobs. Only one of the state's industries, Natural Resources

and Mining, is projected to lose jobs. It is expected that this industry will shed 863 jobs in the ten-year period at a rate of -0.16% annually.

Nationally, Health Care and Social Assistance is expected to experience the most growth, with an annual growth rate of 3.0% followed by Construction with an annual growth rate of 2.9%. Federal Government has the fastest predicted annual rate of decline nationally at -1.3%.

### Nebraska's Industry Sub-Sectors

When examining the projections at the three digit level or by sub-sector then ranking them by projected change in employment some interesting patterns emerge. The top ten growing industries by projected change in employment represent 42.3% of the total 2010 industry employment for the state. These industries combined make up 60.1% of the projected change in employment in the ten year period.

Found within the Education and Health Services super-sector, Education Employment for private, state and locally run schools is expected to add the most jobs by 2020 (10,385, 1.00% annually). In fact, five out of the top ten industries are found in this super-sector. Ambulatory Health Care Services, Nursing and Residential Care Facilities, Hospital Employment (private, state, and local), and Social Assistance also make the list. These increases are due in

part to the aging population of the state, as people get older their health care needs tend to increase. Another factor is many workers in this field are reaching retirement age. According to Quarterly Workforce Indicators data provided by the Census in first quarter 2011, 31.1% of workers in Educational Services were 55 and over and 21.2% of workers in Health Care and Social Assistance were 55 or over.

Two of the top ten growing industries are in the Professional and Business Services category. Administrative and Support Services are expected to add 7,460 jobs and grow 1.76% annually. Professional, Scientific and Technical Services are expected to grow by 7,367 jobs, a 1.61% change annually.

Only eight of the ninety-three sub-sector industries are expected to decline. The largest decline is expected in the Postal Service where a loss of 1,135 jobs is expected, a -2.63% annual decline.

Overall, the Manufacturing super-sector is expected to experience growth over the 10 year period adding 9,699 jobs with an annual growth rate of 1.01%. Much of this growth is recovery from the recession. However, not all industries are expected to re-bound. Three Manufacturing industry sub-sectors make the list of declining industries: Printing and Related Support Activities (-597, -1.66% annually), Textile Product Mills (-55, -1.24% annually), and Beverage and Tobacco Product Manufacturing (-6, -0.08% annually).

Two of the declining industries are in the Natural Resources and Mining super-sector which overall is expected to decline. Crop Production is expected to lose 634 jobs while Livestock

Production is projected to lose 811, both at an annual rate of around -0.3%. Much of the decline in farm employment is due to a combination of factors including advances in technology reducing some of the need for workers and the consolidation of small farms.

### The Industry Projections Process

Projections are developed by combining employment time series data with current economic indicators. These past trends are examined and knowledge of current trends in the economy are applied to develop projections for the future. While projections are an excellent source of information, it is important keep in mind that they are based on historical data, not the actual employment numbers that will occur in the future.

Long-term projections are produced every two years and short-term projections are produced every year. Both time frames are created for each of Nebraska's five economic regions as well as the Omaha Consortium and Lincoln MSA. Industry projections are classified by the North American Industry Classification System (NAICS). The lowest level of detail the projections data is published for is the three digit NAICS level or sub-sector.

A publication with more detail on both industry and occupational projections will be published online at <http://networks.nebraska.gov/analyzer> later in the year. Look for additional articles spotlighting projections in upcoming issues of Nebraska Workforce Trends.

### Nebraska Statewide Top Growing and Declining Industries by Projected Change in Employment 2010-2020

	NAICS Code	NAICS Title	2010 Annual	2020 Projected	Change 2010-2020	% Change 2010-2020	CAGR
Growing	616000	Education Employment (private + state + local)	99,541	109,926	10,385	10.43%	1.00%
	621000	Ambulatory Health Care Services	33,315	41,011	7,696	23.10%	2.10%
	561000	Administrative and Support Services	39,191	46,651	7,460	19.03%	1.76%
	541000	Professional, Scientific, and Technical Services	42,659	50,026	7,367	17.27%	1.61%
	484000	Truck Transportation	24,870	30,249	5,379	21.63%	1.98%
	238000	Specialty Trade Contractors	26,972	31,923	4,951	18.36%	1.70%
	623000	Nursing and Residential Care Facilities	28,754	33,333	4,579	15.92%	1.49%
	626000	Hospital Employment (private + state + local)	47,647	51,840	4,193	8.80%	0.85%
	722000	Food Services and Drinking Places	60,922	64,890	3,968	6.51%	0.63%
	624000	Social Assistance	15,009	18,774	3,765	25.08%	2.26%
Declining	525000	Funds, Trusts, and Other Financial Vehicles	***	***	***	-0.78%	-0.08%
	511000	Publishing Industries (except Internet)	4,509	4,504	-5	-0.11%	-0.01%
	312000	Beverage and Tobacco Product Manufacturing	774	768	-6	-0.78%	-0.08%
	314000	Textile Product Mills	470	415	-55	-11.70%	-1.24%
	323000	Printing and Related Support Activities	3,872	3,275	-597	-15.42%	-1.66%
	111000	Crop Production	22,633	21,999	-634	-2.80%	-0.28%
	112000	Livestock Production	28,810	27,999	-811	-2.81%	-0.29%
	491000	Postal Service	4,855	3,720	-1,135	-23.38%	-2.63%

NAICS: North American Industry Classification System; CAGR: Compound Annual Growth Rate

Source: The Nebraska Department of Labor, Office of Labor Market Information, July 2012

## Openings

and

## Expansions



KERMIT SPADE, RESEARCH ANALYST

**Note:** The following information is obtained through a monthly survey of Nebraska's Career Centers. Openings and expansions that were not publicly reported or reported to Career Center Managers in confidence are not listed. If you know of a business that is opening or expanding, please email [Kermit.Spade@Nebraska.gov](mailto:Kermit.Spade@Nebraska.gov) with your information.

### Lincoln

- The Lincoln Chamber of Commerce reported the following businesses are opening or expanding their operations: Out of the Box – 366 N 48th Street (retail store featuring new and reclaimed home improvement products); Little Brookland Daycare – Fallbrook Division (daycare facility); Mutual of Omaha Downtown Branch – 1317 Q Street (banking facility); Ambassador Lincoln – 4405 Normal (skilled nursing and assisted living facility – expanded and remodeled); REMAX Real Estate – 4141 Pioneer Woods Drive (new office, second location); TJC Fitness – 2 locations in Lincoln and Waverly (fitness and health trainers); Elegant Occasions Gowns – 3920 N. 27th St (wedding and special occasion dresses and accessories); Production Creek Specialty Advertising – 2810 S 47th (new location/expanded facility and services); Celebrity Staff – 300 N 44th (new location, expanded facility); Top Shelf Beverage – 1038 O Street (catering, wine delivery, etc.)

### Omaha

- The Greater Omaha Chamber of Commerce reported the following businesses are opening or expanding their operations: River City Group, real estate, 5 employees; First Aid Cellular, Data recovery, 3 employees; Linoma Beach Bar, Bar, 10 employees; Villagio Pizza, Restaurant, 10 employees; Village Canvas & Cabernet, Art & Wine Bar, 10 employees; Sapp Bros., Diesel production, 6 employees; Countryside Diamond, Jewelry Store, 3 employees; Charleston's, Restaurant, 20 employees; Critchett's Music Center, Music Store, 5 employees; 5 Buck Lunch Truck, Food truck, 2 employees; Gateway Mortgage Group, Mortgage company, 9 employees; Brooks Brothers, Men's Clothing, 15 employees; D J's Dugout, Restaurant & Bar, 25 employees; Cellar 426, Winery/Vineyard, 5 employees; Hutong Sushi, Restaurant, 10 employees; White House/Black Market, Women's clothing, 10 employees; Chico's, Women's clothing, 15 employees; Banana Republic, Clothing Store, 15 employees; GAP, Clothing Store, 15 employees; The Omaha Tap House, Pub, 25 employees; Ragazzi's, Restaurant, 25 employees; J's on Jackson, Restaurant, 25 employees; Body Masters Inc., Gym, 10 employees; New Dawn Nutrition, Nutritional Goods, 3 employees; Skin by Shelly, Skin Care Services, 1 employees; Aligned Health & Wellness, Chiropractic service, 3 employees.
- The Omaha World Herald reported the following businesses are opening or expanding their operations: Benson Brewery, Restaurant and Bar, 10 employees; Blatt Beer & Table, Restaurant, 15 employees; Dynasty Homes, Home Construction, 2 employees;

- Accucut/AccuQuilt – Papillion, Supply Order company, 60 employees; Novozymes – Blair, Enzyme Production, 30 employees; TPG Tele-Management, Phone Messages, 200 employees.

### Southeast

#### Nebraska City

- St. Mary's hospital announced that they will be building a new facility. Construction should start in the spring.

#### York

- A new business, Our Fabuloso Creations, has opened and serves sandwiches, ice cream and yogurt products.

### Mid-Plains

#### North Platte/Lexington

- Man Cave – hair salon

### Northeast

#### Norfolk

- Country Bliss Flooring, O'Neill, 3 employees, full service floor covering store, carpet, vinyl and planks. Also provides installation.
- Simply Unique Salon Spa and Tanning, Norfolk, 3 employees, Unique experience to salon, spa and tanning services.
- Pinas House Cleaning, Norfolk, 4 employees, residential cleaning service.
- Nebraska Inspections, Norfolk, 2 employees, provides property inspections for real estate transactions and maintenance purposes.

### Panhandle

#### Scottsbluff/Sidney

- Karsten Gering LLC has purchased Magnolia Homes, a manufactured home company in Gering, Ne. The new owner expects at least 50 employees to return to work soon.
- Sullivan Hills Camp in Lodgepole, NE had ribbon cutting on June 23, 2012. This camp is for children 1st grade to high school. They are a branch from Ashland and they employ 2 full time summer staff members.

### Central

#### Grand Island/Hastings

- Grand Island: Denny's Restaurant-Grand Opening this month.
- Hastings: Applebee's, Napoli's, Avani Spa & Yoga Studio.



## Facts Sheet

**Note:** Retail Sales figures are in billions of dollars. Median Employment Wages are OES 50th percentile Annual Wage for All Occupations. ECI is Employment Cost Index. PPI is Producer Price Index. CPI is Consumer Price Index.

National Indicators	Date	Value
GDP Growth	Q1-12	1.9%
Unemployment Rate	Jun-12	8.2%
Federal Funds Target Range - Upper Limit	Jun-12	0.25%
Current Account Balance	Q1-12	-\$137.3 Billion

Nebraska Indicators	Date	Value
Unemployment Rate	Jun-12	3.8%
House Value Appreciation	Q4-11 - Q1-12	0.46%
Average Weekly Manufacturing Hours	Jun-12	40
Net Taxable Retail Sales	Apr-12	\$2.032 Billion
Median Employment Wages	Q1-12	\$30,962

Pricing Indicators	Date	Value
Barrel of Crude Oil-WTI	Jun-12	\$82.30
ECI Change	Q1-12	0.50%
PPI Change	Jun-12	0.10%

April 2012	Indexes			% Change From		
	Jun-12	May-12	Jun-12	May-12	Jun-12	
U.S. All Items	229.478	229.815	225.722	-0.1%	1.7%	
Midwest Urban All Items	219.017	219.145	215.954	-0.1%	1.4%	
Northeast Urban All Items	245.201	245.709	241.690	-0.2%	1.5%	
South Urban All Items	223.004	223.356	219.318	-0.2%	1.7%	
West Urban All Items	232.701	233.053	228.075	-0.2%	2.0%	

**Sources:** DOL: Bureau of Labor Statistics, U.S. Energy Information Administration, Federal Housing Finance Agency, Nebraska Department of Revenue, DOL: Bureau of Economic Analysis, Board of Governors of the Federal Reserve System



## INDUSTRY DEVELOPMENTS

*Responsibilities for the Current Employment Statistics (CES) estimates of monthly industry employment for the state and metropolitan areas (Lincoln & Omaha) changed from the Nebraska Department of Labor to the Bureau of Labor Statistics (BLS) in April 2011. This transition happened in all states. Concurrent with this transition, BLS implemented several methodological changes to the estimation approach across states. The new estimation process reduces local economic knowledge in the process and may result in more month to month variability of the estimates, particularly in the smaller states. More detailed information on the changes to procedures for producing CES estimates is available on the BLS Web site at <http://www.bls.gov/sae/cesprocs.htm>*

JANET DERBRING, RESEARCH ANALYST

### TOTAL NONFARM

Since last month, Nebraska non-seasonally adjusted employment increased to 968,628 jobs by adding 3,729 jobs (0.4%). The last closest high occurred in November 2008 at 971,432 jobs. In June, over-the-month change has ranged from -1,922 to 6,874 jobs in the past ten years. From May to June, seven industries increased, two decreased, and one was unchanged. The top three super sector over-the-month gains were in Leisure and Hospitality (2,877 jobs or 3.3%), Mining and Construction (1,770 jobs or 3.8%), and Professional and Business Services (1,616 jobs or 1.5%). Over the year, total nonfarm employment rose by 15,171 jobs (1.6%). The last month that posted a slightly higher growth was in 15,386 (1.6%) in February 2008. Over-the-year employment improved the most in Mining and Construction (4,331 jobs or 9.9%), followed by Professional and Business Services (3,691 jobs or 3.6%) and Leisure and Hospitality (3,685 jobs or 4.3%).

The Lincoln MSA employment went up by 553 jobs from last month to 176,828 jobs (0.3%), the last gain in June occurred in 2002 with only 89 jobs. Over the month, eight super sector industries increased and two decreased. Since

June 2011, Total Nonfarm employment has increased by 4,093 jobs (2.4%) which is the highest June increase in the past decade. The majority of additions came from Trade, Transportation, and Utilities (1,417 workers) and Government (763 jobs).

In the Omaha MSA, over-the-month employment rose by 1,561 to 474,329 jobs (0.3%). Over the month, the Omaha MSA had four super sector industries gain, five remained stable, and one dropped. The largest super sector monthly gains were in Leisure and Hospitality (1,518 jobs or 3.2%) and Professional and Business Services (917 jobs or 1.4%). Since last year, there has been an increase of 10,331 jobs (2.2%), the highest numerical growth in June in the past decade. The last month with stronger numerical growth occurred in December 2003 (11,779 jobs). Over half of last year's additions came from Education and Health Services (3,405 jobs or 4.8%) and Professional and Business Services (2,240 jobs or 3.5%).

### MINING AND CONSTRUCTION

Over the month, statewide employment in Mining and Construction advanced by 1,770 to 48,245 jobs (3.8%). June's seasonal increase has ranged from 2.4% to 4.5% in the past decade. Over the year, employment went up by 4,331 jobs (9.9%), the most of any month in the past decade. The only time it increased close to 4,000 was in 2007 from July to August (3,979 jobs or 7.8%). Over half of the increase came from outside of the MSAs. The bulk of the growth came from Heavy and Civil Engineering Construction (1,755 or 27.2%) and Construction of Buildings (1,648 jobs or 18.8%).

Since last month, employment in the Lincoln MSA jumped up by 524 to 7,506 jobs (7.5%) which is almost twice as high as previous June increases of the past decade (201 to 297). Over-the-year employment hired 143 workers (1.9%). In the Omaha MSA, from May to June employment expanded by 704 to 22,807 jobs (3.2%). Since June 2011, employment rose by 1,656 jobs (7.8%), the largest amount in June in the past decade.

## MANUFACTURING

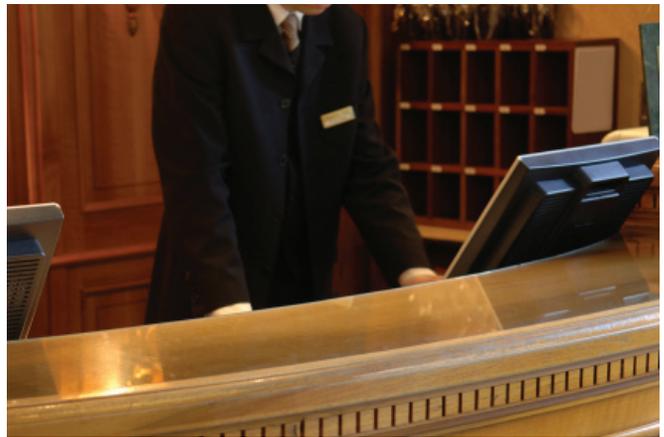
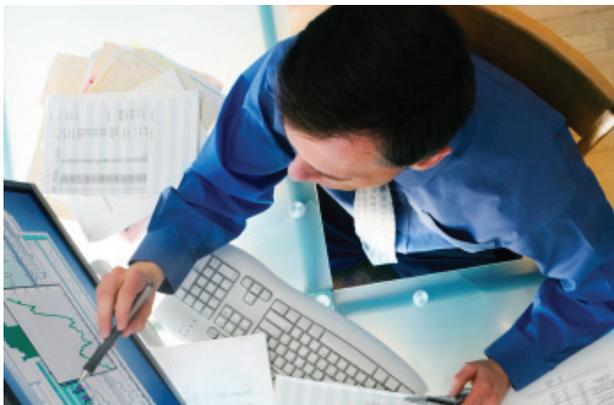
From May to June this year, statewide employment gained 885 jobs to 94,371 (0.9%), the largest growth in June in the past decade. June's over-the-year employment edged up slightly (364 jobs or 0.4%), with the growth in Durable Goods (866 jobs) offsetting the loss in Non-Durable Goods (-502 jobs). Since last month, Lincoln MSA employment inclined by 498 to 12,652 jobs (4.1%), posting the highest monthly percentage increase in the past decade. This is a nice rebound from the past four months of declines (-863). Since last year, Manufacturing employment reduced 270 jobs (-2.1%). Over the month, employment in the Omaha MSA remained steady at 32,184 workers (-0.1%). Since June 2011, employment rose by 662 jobs (2.1%), mostly due to Non-durable Goods adding 454 jobs (2.3%).

## TRADE, TRANSPORTATION, AND UTILITIES

Since last month, statewide Trade, Transportation, and Utilities employment rose by 1,308 to 199,460 jobs (0.7%), the most it has increased in June in the past decade. This is after two previous record setting months of growth. Since June 2011, employment has gained 1,833 jobs (0.9%), with most of the year's increase due to the Wholesale Trade sector expanding by 1,027 jobs (2.5%), followed by Retail Trade going up by 992 jobs (1.0%). Employment in the Lincoln MSA rose by 228 to 33,953 jobs (0.7%) since last month. Since June 2011, employment was up by 1,417 jobs (4.4%). The Retail Trade sector is responsible for most of the monthly (159 jobs) and yearly (1,108 jobs) gains. In the Omaha MSA, over-the-month employment edged up by 348 to 95,298 jobs (0.4%). From June 2011 to June 2012, employment expanded by 1,891 jobs (2.0%). The last month with a higher gain occurred in May 2005 (2,243 jobs or 2.3%).

## INFORMATION

Statewide over-the-month employment decreased slightly to 16,466 jobs (-68 jobs or -0.4%) after increasing in past June's from 0.2% to 1.3%. This is also after a historically large drop of 471 jobs last month (-2.8%). It is currently the lowest it has been in the past decade. Since June 2011, employment contracted by 329 jobs (-2.0%). Employment in the Lincoln MSA dropped to its lowest point last month (2,095) and edged up slightly to 2,114 workers this month (19 jobs or 0.9%). Since June 2011, it fell by 58 jobs (-2.7%). In the Omaha MSA, over-



the-month employment remained stable at its lowest point in the past decade for the past two months. Over-the-year employment is down by 259 to 10,774 jobs (-2.3%).

## FINANCIAL ACTIVITIES

Over the month, statewide employment increased by 619 jobs to 69,283 (0.9%). Monthly growth is usual for June with 8 of the previous 10 years posting growth between 0.5% and 1.3%. Over the year, employment declined by 792 jobs (-1.1%) with the majority of the decline coming from Finance and Insurance (-712 jobs or -1.2%). Since June 2011, employment in the Lincoln MSA increased to its highest point in the past decade 13,773 jobs (213 workers or 1.6%). In the Omaha MSA, over-the-year employment fell to 40,301 jobs (-961 jobs or -2.3%) with the Finance and Insurance sector declining by 1,126 jobs (-3.2%).

## PROFESSIONAL AND BUSINESS SERVICES

Statewide over-the-month employment went up by 1,616 to 106,678 jobs (1.5%) with Administrative and Waste Services contributing the majority of the gain (1,621 jobs or 3.7%). Since June 2011, statewide employment has grown by 3,691 jobs (3.6%) with almost half of the gain coming from Administrative and Waste Services (2,242 jobs or 5.2%).

In Lincoln, over-the-month employment expanded by 774 to 18,511 jobs (4.4%). This is the largest percentage gain of any month in the past decade with the previous high being 4.2% in September 2011. Over the year, employment declined by 646 jobs (3.6%). The Omaha MSA posted over-the-month growth for the past four months to surpass the previous employment high of 66,536 set in December 2007. Since June 2011, it has grown by 2,240 to 67,161 jobs (3.5%). The majority of the increase came from Professional, Scientific and Technical Services (1,487 jobs or 5.7%).

## EDUCATION AND HEALTH SERVICES

Over the month, statewide employment declined by 1,545 to 138,021 jobs (-1.1%) due mostly to Educational Services decreasing (-1,063 jobs or -5.9%). Over-the-year employment was up by 1,199 jobs (0.9%), with

	Number of Workers			Over the Month		Over the Year	
	Jun-12	May-12	Jun-11	Numeric Change	Percent Change	Numeric Change	Percent Change
<b>Total Nonfarm</b>	<b>968,628</b>	<b>964,899</b>	<b>953,457</b>	<b>3,729</b>	<b>0.4%</b>	<b>15,171</b>	<b>1.6%</b>
<b>Mining, Logging &amp; Construction</b>	<b>48,245</b>	<b>46,475</b>	<b>43,914</b>	<b>1,770</b>	<b>3.8%</b>	<b>4,331</b>	<b>9.9%</b>
Construction	10,430	9,997	8,782	433	4.3%	1,648	18.8%
Heavy and Civil Engineering Construction	8,209	7,588	6,454	621	8.2%	1,755	27.2%
Specialty Trade Contractors	27,883	26,954	27,577	929	3.5%	306	1.1%
<b>Manufacturing</b>	<b>94,371</b>	<b>93,486</b>	<b>94,007</b>	<b>885</b>	<b>1.0%</b>	<b>364</b>	<b>0.4%</b>
Durable Goods	44,037	43,649	43,171	388	0.9%	866	2.0%
Non-Durable Goods	50,334	49,837	50,836	497	1.0%	-502	-1.0%
<b>Trade, Transportation, &amp; Utilities</b>	<b>199,460</b>	<b>198,152</b>	<b>197,627</b>	<b>1,308</b>	<b>0.7%</b>	<b>1,833</b>	<b>0.9%</b>
Wholesale Trade	42,354	41,980	41,327	374	0.9%	1,027	2.5%
Retail Trade	105,539	105,389	104,547	150	0.1%	992	1.0%
Transportation, Warehousing, and Utilities	51,567	50,783	51,753	784	1.5%	-186	-0.4%
<b>Information</b>	<b>16,466</b>	<b>16,534</b>	<b>16,795</b>	<b>-68</b>	<b>-0.4%</b>	<b>-329</b>	<b>-2.0%</b>
<b>Financial Activities</b>	<b>69,283</b>	<b>68,664</b>	<b>70,075</b>	<b>619</b>	<b>0.9%</b>	<b>-792</b>	<b>-1.1%</b>
Finance and Insurance	60,266	59,802	60,978	464	0.8%	-712	-1.2%
Real Estate and Rental and Leasing	9,017	8,862	9,097	155	1.8%	-80	-0.9%
<b>Professional &amp; Business Services</b>	<b>106,678</b>	<b>105,062</b>	<b>102,987</b>	<b>1,616</b>	<b>1.5%</b>	<b>3,691</b>	<b>3.6%</b>
Professional, Scientific, and Technical Services	43,762	43,963	42,530	-201	-0.5%	1,232	2.9%
Management of Companies and Enterprises	17,291	17,095	17,074	196	1.2%	217	1.3%
Admin & Support & Waste Mngmt & Remdtn Srvcs	45,625	44,004	43,383	1,621	3.7%	2,242	5.2%
<b>Education &amp; Health Services</b>	<b>138,021</b>	<b>139,566</b>	<b>136,822</b>	<b>-1,545</b>	<b>-1.1%</b>	<b>1,199</b>	<b>0.9%</b>
Educational Services	16,899	17,962	16,784	-1,063	-5.9%	115	0.7%
Health Care and Social Assistance	121,122	121,604	120,038	-482	-0.4%	1,084	0.9%
<b>Leisure and Hospitality</b>	<b>89,549</b>	<b>86,672</b>	<b>85,864</b>	<b>2,877</b>	<b>3.3%</b>	<b>3,685</b>	<b>4.3%</b>
Arts, Entertainment, and Recreation	15,311	14,219	14,443	1,092	7.7%	868	6.0%
Accommodation and Food Services	74,238	72,453	71,421	1,785	2.5%	2,817	3.9%
<b>Other Services</b>	<b>37,903</b>	<b>37,132</b>	<b>37,215</b>	<b>771</b>	<b>2.1%</b>	<b>688</b>	<b>1.9%</b>
Repair and Maintenance	10,450	10,124	9,945	326	3.2%	505	5.1%
Personal and Laundry Services	8,101	8,013	7,909	88	1.1%	192	2.4%
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	19,352	18,995	19,361	357	1.9%	-9	-0.1%
<b>Government</b>	<b>168,652</b>	<b>173,156</b>	<b>168,151</b>	<b>-4,504</b>	<b>-2.6%</b>	<b>501</b>	<b>0.3%</b>
Federal Government	16,694	16,629	16,728	65	0.4%	-34	-0.2%
State Government	39,964	42,533	38,948	-2,569	-6.0%	1,016	2.6%
Local Government	111,994	113,994	112,475	-2,000	-1.8%	-481	-0.4%

the majority of gains coming from the Health Care and Social Assistance sector (1,084 jobs or 0.9%) due mostly to the growth in the Ambulatory Health Care Services subsector (1,638 jobs or 4.7%). Over the year, employment in the Lincoln MSA increased by 543 to 26,311 jobs (2.1%). Since June 2011, the Omaha MSA rose by 3,405 to 74,424 jobs (4.8%), with the majority of the yearly expansion attributable to Health Care and Social Assistance (3,168 workers or 5.2%).

### LEISURE AND HOSPITALITY

From May to June, statewide employment improved by 2,877 to 89,549 jobs (3.3%) which is above the past high of 87,033 set in August 2011. Both sectors contributed to the employment increase which is the largest gain in June in the past decade (635 to 2,083 jobs). Over-the-year employment expanded by 3,685 jobs (4.3%), due to the Food Services and Drinking Places subsector adding 3,006 jobs (4.7%). After growing over-the-month during the past five months, the Lincoln MSA reached surpassed its previous of 16,622 in October 2011.

From May to June, employment expanded by 478 to 16,958 jobs (2.9%). Over-the-year employment gained 571 jobs (3.5%). Due to large monthly gains in the Omaha MSA since March

2012, June's over-the month increase of 1,518 to 48,535 jobs (3.2%) exceeded the prior high of 48,099 jobs in July 2008. Since last year, the Omaha MSA employment expanded by 1,187 jobs (2.5%) with Food Service and Drinking Places being accountable for the growth (2,732 jobs or 8.2%).

### OTHER SERVICES

Since last month, statewide employment increased by 771 to 37,903 jobs (2.1%). This is the highest it has been since June 2011 (37,215) gaining 688 jobs (1.8%). Repair and Maintenance contributed the most to the over-the-year growth (505 jobs or 5.1%). Since June 2011, employment in the Lincoln MSA expanded by 125 to 7,078 jobs (1.8%). In the Omaha MSA, over-the-year employment fell by 36 to 17,662 jobs (-0.2%).

## UNEMPLOYMENT RATE INFORMATION FOR JUNE 2012

OFFICE OF LABOR MARKET INFORMATION

### Statewide

Non-farm employment estimates were 968,628 in June 2012; 3,729 more jobs than last month and 15,171 more than in June 2011.

Manufacturing industries employed 94,371 workers; 885 more people than last month and 364 more than in June 2011.

### Omaha MSA

Non-farm employment estimates were 474,329 June 2012; 1,561 more jobs than last month and 10,331 more than in June 2011.

Omaha MSA over-the-month employment top increases occurred in Leisure and Hospitality (1,518 or 3.2%) and Professional and Business Services (917 or 1.4%).

### Lincoln MSA

Non-farm employment estimates were 176,828 June 2012; 553 more jobs than last month and 4,093 more than in June 2011.

Lincoln MSA, over-the-month employment top increases were in Professional and Business Services (774 or 4.4%) and Mining and Construction (524 or 7.5%).

### Labor Force Employment by Place of Residence:

#### Nebraska (smoothed seasonally adjusted):

- June unemployment rate: 3.8%
- Change (OTM): -0.1
- Change (OTY): -0.7

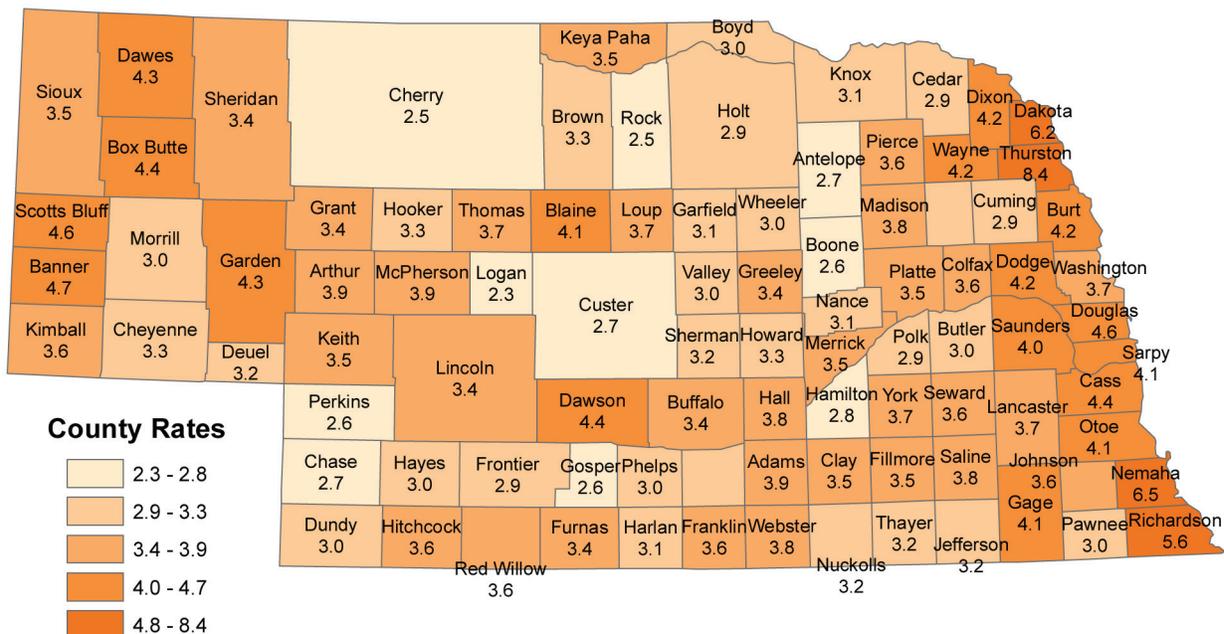
#### Economic Regions (not seasonally adjusted):

- Central: 3.4%
- Mid Plains: 3.5%
- Northeast: 3.9%
- Panhandle: 4.1%
- Southeast: 4.1%

#### Revisions to May Data:

- Unemployment rate: unchanged at 3.9%
- Labor Force: -100
- Unemployment: -101
- Employment: 1

## June 2012 County Rates



Nebraska Workforce Trends is published by the Nebraska Department of Labor - Labor Market Information Center in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics.

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