

NEBRASKA WORKFORCE Trends

DECEMBER 2010

*There's No Place Like
Home for the Holidays*

Holiday Movement Trends

Employment to Population Ratio

Poverty in Nebraska

Who's Making All Those Toys?



Where Are They Now?

Public Postsecondary Graduates in Nebraska

**Occupational Projections
for Education**

Census 2010: The Journey Continues

Employment to Population Ratio and Poverty in Nebraska

TREVOR NELSON, RESEARCH ANALYST



Poverty is an economic problem which impacts all communities around the world. Often times it is assumed that those who are impoverished are so because they are not working, but this hides a deeper and scarier truth about poverty in today's America. The working poor exist and are a growing population across the country. The working poor problem is not just a coastal problem, nor is it just an urban problem. The statistics show large impoverished populations across the state of Nebraska with almost no correlation to the ratio of people employed to the entire population.

The ratio of employment to population in the state of Nebraska has a very large range, with a minimum of 40.67% in Thurston County and a maximum of 83.20% in Keith County. There are a number of factors which would impact this number significantly such as the age distribution of the population, whether the county may include a college which is of significant size, how many agricultural workers are

included in an area, since the employment numbers are non-farm, and whether or not the people who live in that county are commuting somewhere outside the county to work. Beyond this the location of an area seems to have some impact on its employment to population ratio. The top fifth of counties in terms of employment to population ratio are all in the Mid-Plains, Central, and Northeast Economic Regions of the state, generally concentrated around the north-central portion. The area that seems to have the lowest employment to population ratios is the Southeast Region, with four of 11 counties in the bottom fifth of the state.

Poverty rates come from the U.S. Census Bureau's Poverty Estimates. These estimates are then divided by population estimates to get a percentage of the population living in poverty. Poverty rates in the state of Nebraska range from 5.4% in Sarpy County to 28.2% in Thurston County. The top fifth of counties in terms of highest poverty rates are concentrated in the northern half of the state, with only

three counties, Dundy, Hayes, and Hitchcock, coming from the south. The distribution also skewed toward the higher rates occurring in the west. Regionally, the Panhandle has five of its 11 counties in the top quintile. The counties in and around the metro areas in Nebraska seem to have lower poverty rates. Of the seven counties which make up Lincoln MSA and Omaha MSA, five are in the lowest fifth in terms of poverty rates, Lancaster County is in the second lowest quintile, and Douglas County is in the second highest. The fact that the centers of population are higher than the areas included in the metro areas but not the centers indicates the difference between suburban and urban life. The map in this is graduated colors of the quintiles of county poverty rates in the state of Nebraska, with each county labeled with the employment to population ratio.

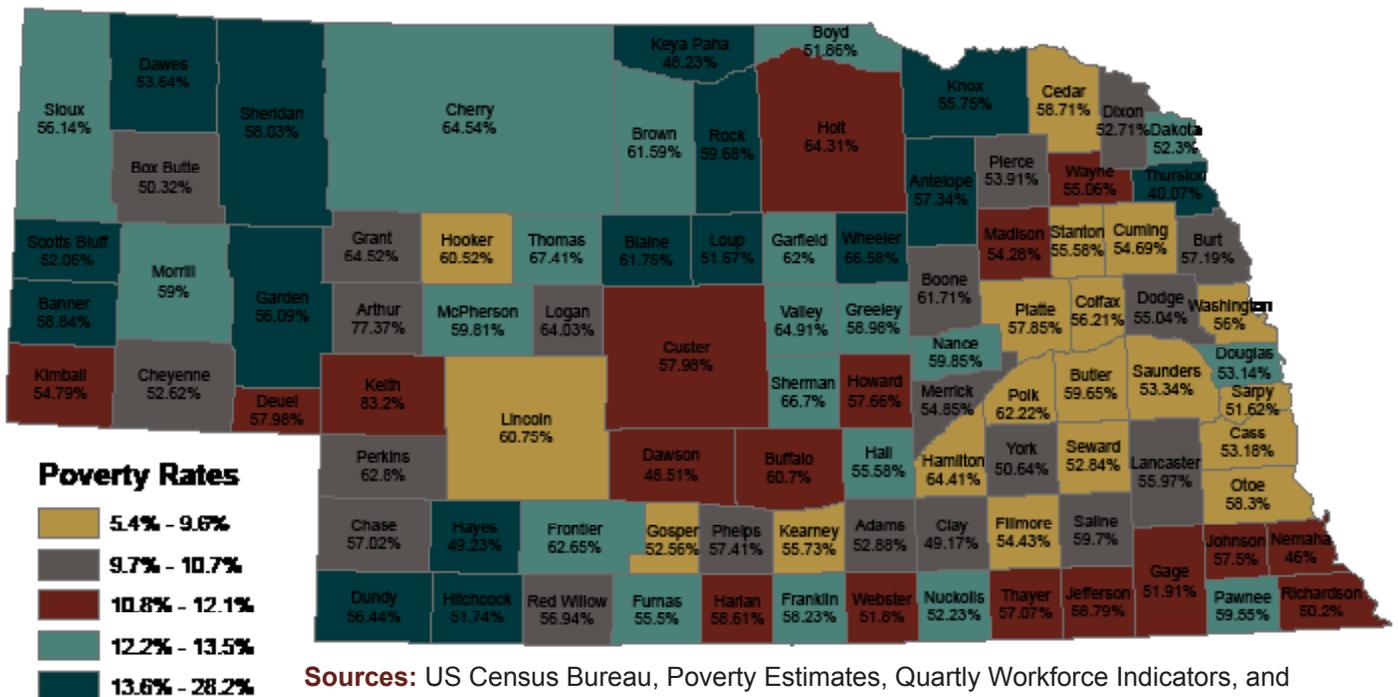


Poverty rates have little to no correlation to Employment to Population Ratios, meaning there may be no relationship to the number of people employed in an area and how many of its citizens are living in poverty. While the example of Thurston County comes to mind, as it was the lowest Employment to Population Ratio and the highest poverty rate, a simple analysis of the data tells a different story. When running a correlation test between two variables, the correlation coefficient is equal to -0.16151 . This means the Employment to Population Ratio and Poverty Rates are not very closely correlated, since the value is much closer to zero than one or negative one. The fact that the value is negative serves to indicate there is a slight relationship of

higher Employment to Population Ratios to lower Poverty Rates, but it is likely that other factors are much more closely tied to Poverty Rates.

Since there is little between these two variables, what can we assume about the poor in the state of Nebraska? There likely is a large population of those in poverty who are indeed currently working but not making enough to get by. When people focus on only the employment numbers, they clearly are not getting the full story. Also, a noticeable difference is seen between regions in the state and how poverty is impacting its population. Adding jobs in these areas may not be enough to turn the tide, if those jobs are not high paying enough to pull people into the middle class.

Employment to Population Ratio and Poverty in Nebraska



Where Are They Now? Public Postsecondary Graduates in Nebraska

MARY FINDLAY, RESEARCH ANALYST



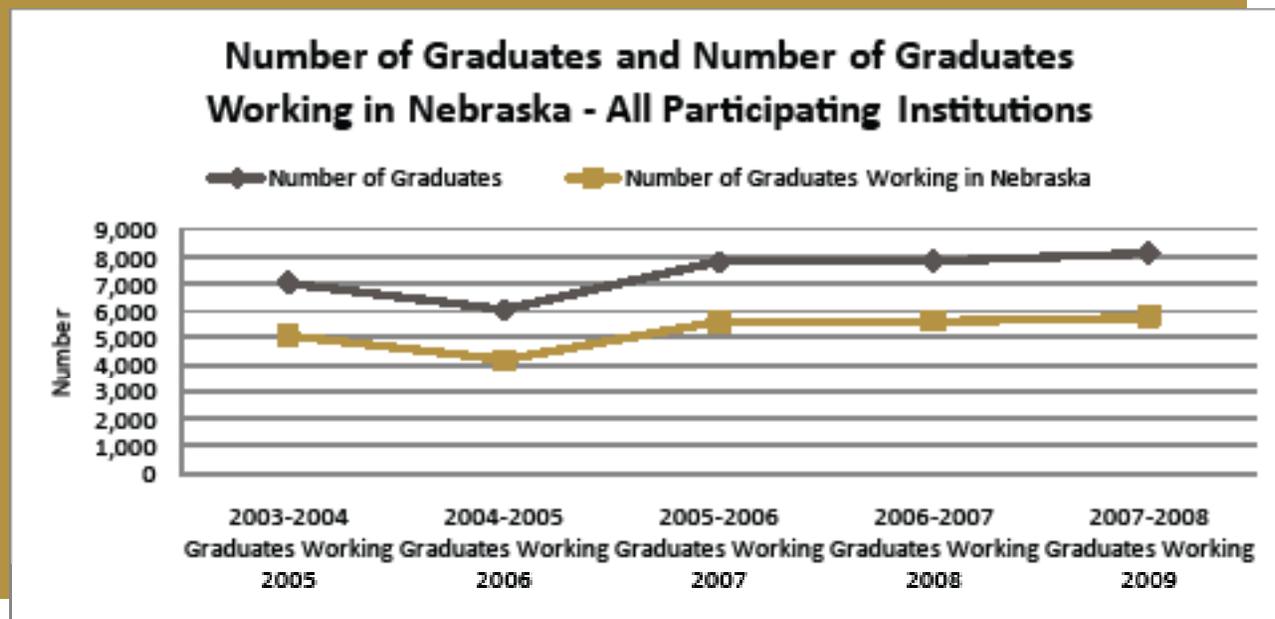
How many community college, state college and University of Nebraska-Kearney graduates work in Nebraska after graduation? What are the employing industries? In which counties are graduates employed? What degrees and fields of study have graduates with the highest estimated earnings? Which fields of study have graduates that are most likely to be working in the state?

Results from the Public Postsecondary Graduate Outcomes project provide a snapshot of 2007-2008 graduates' earnings, industry employment, and work location in first quarter 2009. Both summary and detailed information by degree and field of study are available for each participating institution. This year, separate publications are available for each institution. These publications may be found at NEworks.nebraska.gov > Labor Market Information > Publications.

Over the past five years, the number of graduates at participating institutions has increased to 8,167 for the 2007-2008 graduates working in 2009. The percentage of graduates working in Nebraska has remained fairly steady over the past five years with about seven out of every ten graduates working in the state.

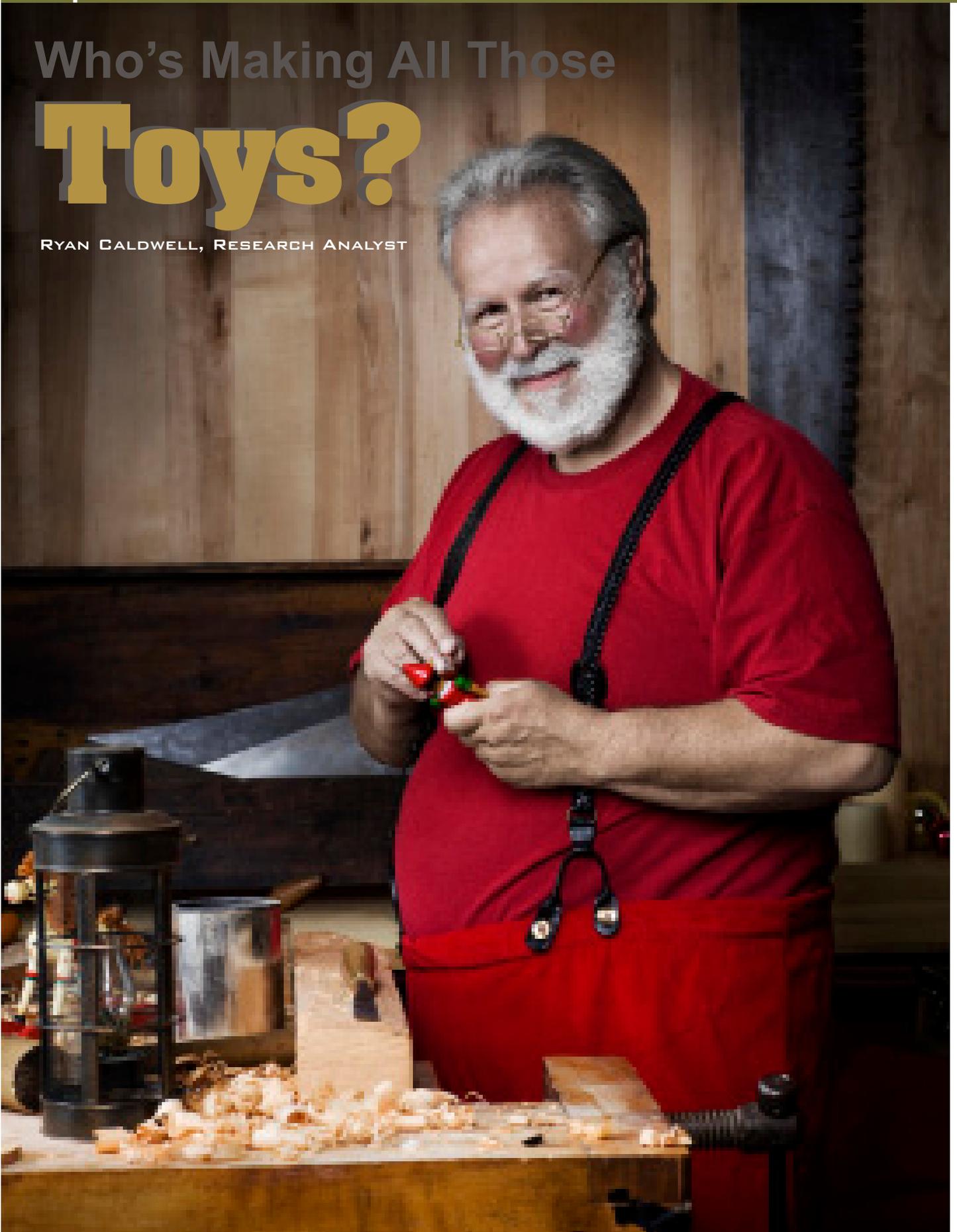
Community college graduates (75%) are more likely to be employed in the state than state college graduates (62%) or those from the University of Nebraska-Kearney (65%). This has been a consistent trend over the past five years. Central Community College had the highest percentage of graduates working in Nebraska with 79% and Western Nebraska Community College had the lowest percentage (55%) of community college graduates working in the state. Wayne State College had the highest (70%) percentage of graduates employed in Nebraska while Chadron State College had the lowest percentage (44%) of graduates working in the state.

Only six of Nebraska's 93 counties had no graduates from this cohort working in the county. This figure is an increase of five over the previous year. Southeast Community College graduates were employed in 54 of Nebraska's 93 counties while Western Nebraska Community College graduates were employed in only 13 of the state's counties. The University of Nebraska-Kearney has a statewide service area so it is not surprising that graduates were employed in 58 of Nebraska's counties, the widest dispersion of all participating institutions.



Who's Making All Those **Toys?**

RYAN CALDWELL, RESEARCH ANALYST



With the Holiday season upon us, the number of days left to shop are dwindling fast. The time to start thinking about what hot new toys the kids will be wanting is now.

Not all toys will be manufactured at the North Pole this year. In fact, in the United States alone there are over 700 toy, doll, and game manufacturers pumping out new products year round. The top toy-making state is California with 117 establishments as of 2008 (the most recent year for which data is available), with a long drop down to second and third with New York and Pennsylvania at 47 and 42 toy manufacturing establishments respectively. With the manufacturing industry in the U.S. projected to increase significantly (18.5%) by 2018, it is likely that the number of toy manufacturing establishments will grow along with it.



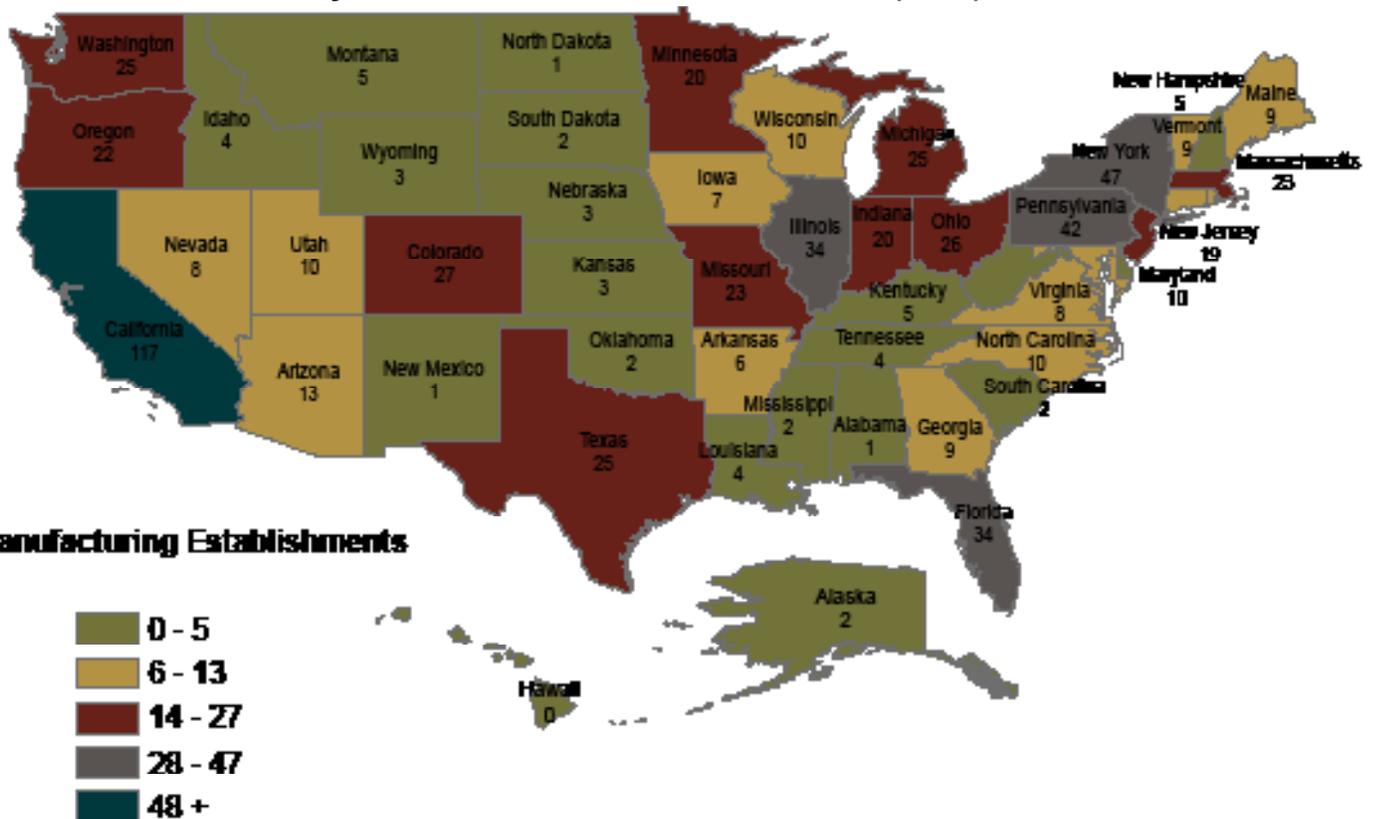
Americans are consumed every year with holiday shopping. Whether it's black Friday deals, lay-away payments, last minutes pick-ups, or post-season clearance shopping we find reasons to spend no matter how tight the budget is. As the economy has been down the past few years, seasonal spending has dropped as well; however, December spending still makes up a large part of annual retail sales and retailers still look forward to the magical holiday shopping buzz.

Some see this splurge in extra spending as a waste, but truthfully it is an economic spike in our economic downtime. With spending up, retail employers hire a majority of their seasonal workers during the holiday season to take on the

extra work load. Both part-time and full-time employees are increased in all areas from customer service to sales and shipping and even accounting and finance. Extra hours are available in businesses all around the U.S. adding extra income to wallets everywhere.

It is likely that at some point this holiday season you will shop for a toy, doll, or game. Whether it be for your own kids or grandkids, a niece or nephew, cousins, or just friends it will be important to find the right gift for everyone (Santa can't do it all on his own). Luckily with so many different toy manufacturers and retailers around the country it won't be hard to find this year's must have items.

Toy Manufacturers in the United States (2008)





*There's No Place like
Home for the Holidays*
Holiday Movement Trends

LINDSAY BURFORD, RESEARCH ANALYST

Visiting **family** and **friends** account for 53% of Thanksgiving long-distance trips, but only 43% of Christmas and New Year's long-distance trips. For the rest of the year, only 24% of long-distance travel is for visiting family and friends.¹

The recommended mailing date for the most economical **postage** to overseas military destinations, including Iraq and Afghanistan, was Nov. 12th.²

About 50% of holiday travelers make trips that are day-long trips. Long-distance travelers who make overnight trips at Thanksgiving will spend an average of just under three nights, while the average stay during the Christmas and New Year's holiday is almost **four nights**.¹

There are **91 airports** in Nebraska for public use; the primary airports are in Lincoln, Omaha, North Platte and Kearney. There are no international airports in Nebraska, but multiple airline connections at existing airports provide ample connection flights.³

The **Postal Service** uses a wide variety of delivery methods to deliver holiday packages to people, including planes, trains, trucks, boats, helicopters, ferries, subways, hovercrafts, mules, bicycles, T-3s, street cars, and feet!²

The average age of people traveling over the Thanksgiving holiday is just under **34** years of age. Christmas and New Year's travelers average slightly above 36 years of age. The average age for people traveling during non-holiday times is 38 years of age.¹

People are willing to travel longer distances during the Christmas and New Year's holiday season, with an average of **275 miles** traveled. Non-holiday travel during the rest of the year comes in next at 261 miles. The average long-distance trip during the Thanksgiving holiday season is 214 miles.¹

The busiest mailing day in 2009 was **December 14th**, and December 16th, 2009 was the busiest delivery day.²

International travel accounts for 3% of travel plans during the Christmas and New Year's holiday season; it is less than 1% for the Thanksgiving holiday.¹

There were 7.3 million **passport applications** that were processed and accepted in 2009.²

Sources:

1 U.S. Department of Transportation

2 U.S. Postal Service

3 Maps of the World





Flash Forward

Occupational Projections for Education

JODIE MEYER, RESEARCH ANALYST



Projections data contains a variety of rich and interesting information. This month the focus is on projections by level of education or training. This information is valuable to training officials, education planners, vocational and employment counselors, students, and jobseekers. It can be utilized to determine what levels of training will be required in the future and how to plan accordingly to meet these needs.

There are 11 educational and training categories which are determined by the level most often required for that occupation. An employer may require more or less. It is also important to

note that these categories are standard nationwide and that these occupations may require different levels of training or education as well as licensure in Nebraska.

Base employment percentages by occupation in Nebraska in 2008 show employment concentration in the two lowest levels of training with 51.5% of employment in moderate-term and short-term on-the-job training. The next highest percentage of employment, 12.3%, is in occupations that require a Bachelor's degree. However, a slight shift is expected in the ten year period from 2008-2018 where 49.8%

2008-2018 Long-term Occupation Projections by Education Nebraska Statewide

Education Title	2008	2018	Percent Change
	Estimated Employment	Projected Employment	
First professional degree	12,505	14,500	16.0%
Doctoral degree	13,002	15,053	15.8%
Master's degree	16,266	19,018	16.9%
Bachelor's or higher degree, plus work experience	44,127	46,131	4.5%
Bachelor's degree	134,700	158,570	17.7%
Associate degree	53,485	64,594	20.8%
Postsecondary vocational training	107,263	123,592	15.2%
Work experience in a related occupation	93,778	101,866	8.6%
Long-term on-the-job training	54,957	61,052	11.1%
Moderate-term on-the-job training	177,090	193,045	9.0%
Short-term on-the-job training	385,278	405,874	5.3%

Statewide Percent of Openings due to Growth by Education

Educational Title	Occupational Title	% of Annual Group Openings	Annual Openings for Occupation	Annual Openings for Educational Level
First professional degree	Pharmacists	19.3%	39	202
Doctoral degree	Postsecondary Teachers, All Other	17.7%	37	209
Master's degree	Physical Therapists	14.4%	40	277
Bachelor's or higher degree, plus work experience	Management Analysts	24.4%	50	205
Bachelor's degree	Accountants and Auditors	7.5%	179	2,387
Associate degree	Registered Nurses	45.7%	510	1,116
Postsecondary vocational training	Truck Drivers, Heavy and Tractor-Trailer	40.6%	664	1,634
Work experience in a related occupation	Executive Secretaries and Administrative Assistants	13.4%	108	807
Long-term on-the-job training	Carpenters	22.0%	134	610
Moderate-term on-the-job training	Customer Service Representatives	24.9%	399	1,603
Short-term on-the-job training	Combined Food Preparation and Serving Workers, Including Fast Food	16.4%	339	2,062

of employment is expected in occupations that require the two lowest levels of training. The share of employment in jobs that require Bachelor's degrees will increase to 13.2%. This indicates that employers are expected to require a higher skilled workforce in the future.

Projected employment growth is expected to be concentrated in occupations that require a Bachelor's degree with an increase of 23,870 jobs accounting for 21.5% of the employment growth by 2018. The next highest numeric change is expected for occupations that require short-term on-the-job training accounting for 18.6% of the job growth and adding 20,596 jobs.

When percent change is considered, the fastest growth is expected for occupations requiring an Associate's degree with a growth rate of 20.8%. All levels of degrees are expected to grow rapidly with Bachelor's by 17.7%, Master's by 16.9%, Doctoral by 15.8% and First Professional by 16.0%. This reinforces the idea that a higher skilled workforce will be required in the future.

Examining the top occupation with the most openings for each educational or training category reveals that healthcare related occupations have a positive outlook at various education levels. The educational categories of First professional degree, Master's degree, and Associate degree all have the greatest percentage of their openings in this field. Almost half (45.7%) of the annual openings in occupations typically requiring an Associate degree are expected to be for Registered Nurses—the highest percentage of annual openings within any occupational group. Truck Drivers (Heavy and Tractor-Trailer) are expected to add the most jobs in the state and account for 40.6% of openings for occupations typically requiring Moderate-term on-the-job training.

When looking at the occupations with high employment concentrations in 2008 for each education and training category, Education and Healthcare occupations appear often on the list of the top occupations in each category. Almost 40% of jobs in occupations typically requiring an Associate degree were Registered Nurses, the highest percentage of its educational category of all the top occupations. Postsecondary Teachers, All Other made up 18.1% of employment within occupations requiring a Doctoral degree.

A publication with more detail on both occupational and industry projections is published online at NeWorks.nebraska.gov/analyzer. Look for additional articles spotlighting projections in upcoming issues of Nebraska Workforce Trends.



The Journey Continues



LINDSAY BURFORD, RESEARCH ANALYST

For most people, the Census 2010 has come and passed. They received their Census form, filled it out and returned it to be counted. Then, they went on with their normal routine. But, for a selective group of people, the work from the Census 2010 has just begun. And, for another group of people, they anxiously await the release of the newly-gathered data.

Over the next three years, the U.S. Census Bureau will diligently work on releasing 2010 Census Briefs, Demographic Profiles, Special Reports, and various Summary Files for states, counties, and block-level areas throughout the entire country. A new monthly series is being added to the Nebraska Workforce Trends publication in efforts to keep readers aware of the 2010 Census status, as well as other important Census updates. This is the first installment of the series. The purpose of the first article is to review what has been going on behind the scenes of the 2010 Census since May and what the upcoming press release looks like.

Where the Census 2010 has been...

Census questionnaires were mailed out or delivered to residences in February and March 2010. April 1, 2010 was designated as Census Day, a day for people to return their questionnaires. There are multiple places that did not receive a paper form in the mail; instead individuals (enumerators) went door-to-door to obtain the 10-question response from residents. Places with door-to-door enumeration included dorms, nursing homes, and prisons.

Because so much funding and political power is based upon information collected by the Census, it is important to get the most accurate count of people possible. To ensure accuracy, Census workers visited non-respondent households between mid-April and July 2010. Additionally, three quality assurance operations were deployed. First, between April and August 2010, workers called households for response clarifications.

This operation (Coverage Follow-Up) sought to better understand unclear responses and to confirm the appropriate people were included or excluded from the questionnaire count. A second operation, Vacant Delete Check, occurred from late-July until late-August. Census workers went back into the field to confirm that housing units originally designated as vacant were in fact vacant. If the original vacant designation was incorrect, proper census information was collected. The final operation, Field Verification, deployed Census workers into the field to confirm whether an address exists and its geographic location. This operation was necessary for those who completed the Census 2010 over the phone or with a 'Be Counted' form and the address provided did not match the Census Bureau's master address file.

As of November 1, 2010, 96.5% of submitted questionnaire addresses matched the original master address file. This percentage is up from 91.4% in the 2000 Census.

Where the Census 2010 is currently...

The Census is currently wrapping up. Census workers are concluding quality control checks which included a sample of 187,000 households to judge how good the Census was at obtaining quality data.

Finalization and tabulation of state population counts and apportionment numbers will be finished by December 31, 2010, the date the law says the counts and numbers must be provided to the President.

All 494 local Census offices to assist with data collection throughout the country are being closed by November 12, 2010. Currently, 59% (or 293 offices) have already been closed. The 12 permanent regional offices are to remain open and active.

Where the Census 2010 is headed...

The Census has three releases in December; only one

Census News

- The Census is releasing its five-year American Community Survey (ACS) aggregated data for the 2005-2009 timeframe in mid-December. The release will include social, economic, housing, demographic, and narrative data profiles for areas with less than 20,000 people. Specific social variables include education, marital status, relationships, and fertility; economic variables include income, employment, occupation, and commuting to work; and demographic variables include sex, age, race, and Hispanic origin. This type of data has not been available since 2000.
- The Demographic Analysis, which is not associated with the Census 2010, will release national numbers for the most recent counts of age and gender. It uses birth and death certificates, as well as in- and out-migration patterns, to measure the population and its demographics.

relates to Census 2010 data. (The other two can be found in the 'Census News section above). Required state population totals used to reapportionate the House of Representatives for the entire country will be released in December.

The first scheduled release from the Census 2010 data will occur between February 2011 and March 2011, where it will release the Redistricting Data Summary File. This will include state population counts for race and Hispanic or Latino categories and state housing unit counts by occupancy status. The National Summary File of Redistricting Data, where population and housing unit counts are tabulated, will be released in April 2011. The first Demographic Profile, at the place geography level, will be released in May 2011. Summary File 1 for states is scheduled to be released between June and August 2011; Summary File 2 for states is set to be released from December 2011 through April 2012.



For a more specific release schedule, visit <http://www.census.gov/population/www/censusdata/c2010products.pdf>

Census Fun Facts

- The Census used an optical scanning machine to scan all 3.3 billion fields of data. In 2000, 0.10% failed to read written information. In 2010, the scanning machine failed to read 0.03% of data. While this number seems small and trivial, that small difference saved \$36 million in processing forms.
- An August 2010 news release announced that the Census saved \$1.6 billion because of high Census worker productivity and the millions of households that returned the form.
- An October 2010 press release announced that the overall final mail response rate for the Census 2010 was 74%, which matched the 2000 Census. While this is the final mail response rate, it will not be final response rate. Many households could not be mailed a Census form. Enumerators (or people that went door to door to obtain the data) are not included in this number. That response rate will come out next year.

PERU STATE COLLEGE

Employment Outcomes

MARY FINDLAY, RESEARCH ANALYST



average annual earnings of \$48,140, the highest of all fields of study/degrees. There were three fields of study/degrees that had estimated earnings above \$30,000 per year.

There was at least one graduate employed in 33 of the state's 93 counties. Douglas County, followed by Sarpy and Lancaster County had the highest numbers of graduates working in the counties.

There were 446 Peru State College graduates between July 1, 2007 and June 30, 2008. Nearly seven out of ten graduates (69%) were working in Nebraska in the first quarter of 2009, a four percent increase over the previous year. Well over half (63%) of the graduates were female with 71% of graduates working in the state compared to 64% of male graduates.

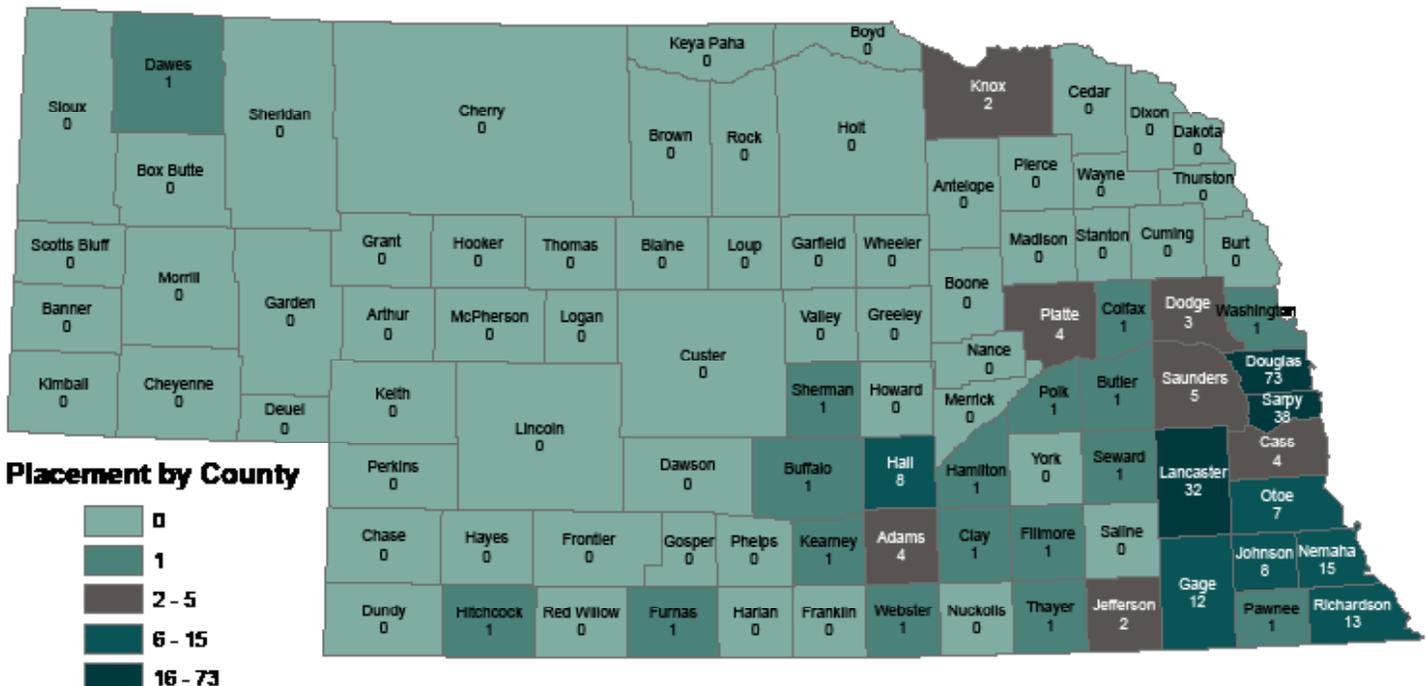
The four graduates employed in the Manufacturing industry had the highest estimated average annual earnings of \$47,682. The Educational Services industry had the highest number of graduates, 196, working in the state. The estimated average annual earnings for graduates employed in the Educational Services industry were \$39,584 and includes Bachelor's Degree and higher awards.

There were 18 graduates in five fields of study/degrees that had 80% or more graduates working in the state. The highest number of graduates within this group was in the Criminal Justice field of study with eight out of 10 graduates working in the state with estimated average annual earnings of \$23,493.

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

Bachelor's Degree graduates in Business Administration, Management and Operations had the highest estimated

Peru State College 2007-2008 Graduates Working in Nebraska in First Quarter 2009



Employment in NEBRASKA'S INDUSTRIES



TOTAL NONFARM

JANET DENBRING

National

Over the month, National employment improved (0.7%) more than the five years average of 0.5%. Since September, the largest percentage increases occurred in Education and Health Services (1.5%) and Government (2.3%). The only decrease was in Leisure and Hospitality (1.9%). The over-the-year employment percentage was encouraging this month (0.5%) compared to its average of -0.3%. The over-the-year percentage change has ranged from -4.4% (2009) to +1.7% (2005). The highest over-the-year growth was in Professional and Business Services (2.3%), followed by Educational and Health Services (1.9%). The largest declines were in Information (2.0%) and Government (1.4%).

Statewide

From September to October, Nebraska employment progressed to 948,319 jobs (4,850 or 0.5%) which is slightly better than the average over-the-month change in October of 0.3%. The top two growth industries were Other Services (2.8%) and Government (2.6%). Nebraska lost the most employment in Leisure and Hospitality (2.3%) and Mining and Construction (1.2%). Since October 2009, employment expanded slightly (4,332 jobs or 0.5%) which is higher

than the historical average of 0.3%. Since last October, employment advanced the most in Education and Health Services (2.5%), followed by Other Services (2.3%).

Lincoln

From September to October, the Lincoln MSA added 675 jobs (0.4%) to 171,791; which is just under the historical average of 0.5%. Over the year, employment was unchanged (0.2%) which is the fifth month in a row it has been stable after being negative for the prior year and a half.

Omaha

From September to October, Omaha MSA employment increased slightly (0.7%) to 458,119 jobs which above the historical average of 0.4%. Since this time last year, employment declined slightly (0.4%). Most of the annual loss came from Mining and Construction with a loss of 3,305 jobs or 13.6%.

MINING, LOGGING, AND CONSTRUCTION

DAVE BAUER

October employment (9,283) in the statewide Construction of Buildings industry is at its lowest level since May. Nationwide, the industry's employment is at its lowest level since June and also at its lowest October monthly

level in ten years. Statewide Heavy and Civil Engineering Construction employment (9,064) hasn't been this high since 2007. Nationally, it's at its highest level for the year; though except for 2009, is at its lowest level since 2004. Job numbers (3,670) for The Omaha MSAs Construction of Building Contractors tie last year's figures for the ten year low while its Specialty Trade Contractors (15,620) are their lowest in ten years.



MANUFACTURING

JANET DENBRING

Nationally, Manufacturing remained flat (-0.1%) which is better than the past history of -0.6%. Over the year, Manufacturing has bounced back gaining 0.6%, which is a great improvement from its average yearly decline of 4.0%. This is the first annual gain in the past decade— +0.1% in June and July of 2000 and +0.2% last month—mainly due to growth in Durable Goods during the past three months.

Over the month, Statewide Manufacturing employment was unchanged (-0.1%). After almost two declining years, over-the-year employment started improving in August. Since last October, it has grown slightly by 0.5% which is high compared to its average of -1.8%. In the Lincoln MSA, Manufacturing monthly employment has held steady since March. Since October 2009, Manufacturing shed 159 jobs (1.2%); which is better than the historical average of -3.7%. This is the smallest decrease since April 2008 (1.0%). Since March, Manufacturing employment has been stable (0.4% to -0.2%) in the Omaha MSA. Year-to-year employment had been negative during the prior two years; however, it has been stable for the past three months.

TRADE

DAVE BAUER

Statewide Durable Goods Merchant Wholesalers job

numbers (18,713) are their lowest for the year; likewise for the Omaha MSA (9,509). Nationally, they're the lowest since 2004. Statewide Non-Durable Goods Merchant Wholesalers were last closer to this job level in 2006. Sans 2009, nationally, the numbers would be their lowest in ten years. Non-Durable Goods Merchant Wholesalers employment numbers are at a ten year low for the month of October in both the Lincoln and Omaha MSAs. The statewide Retail Motor Vehicle and Parts Dealers job level (11,469) is at a similar ten year low; nationally, save last year, it would also be at a ten year low. Statewide and national employment in Retail Trade Clothing and Clothing Accessories Stores rebounded after a September decline. Statewide, its numbers are at a ten year low, while on a national basis the job numbers are the highest since 2008. Non-Store Retailers registered their largest statewide job gain of the year. Nationally, the industry had the largest job gain of the year.

TRANSPORTATION, WAREHOUSE, AND UTILITIES

DAVE BAUER

All reported sector's employment for the statewide Transportation and Warehousing industry are up over the month. Nationally the industry reported its highest job level of the year and is up 3.3% since September. Conversely, since a year ago all reporting statewide transportation sectors registered job declines, except Specialized Freight Trucking. All Omaha MSA Transportation and Warehousing industries



reported over the month job gains and over the year job losses.

INFORMATION

MARY DEZORT

Over the month the Information industry remained relatively stable for all areas of Nebraska. Over-the-month trends for this industry indicate that a stable pattern is fairly typical. Over the year, there was a loss of employment for all areas within the state. The Omaha MSA shed 708 jobs, down 6.2% from this

	Number of Workers			Over the Month		Over the Year	
	Oct-10	Sept-10	Oct-09	Numeric Change	Percent Change	Numeric Change	Percent Change
Total Nonfarm	948,319	943,469	943,987	4,850	0.51%	4,332	0.46%
Mining, Logging & Construction	47,824	48,380	48,872	-556	-1.15%	-1,048	-2.14%
Construction	46,618	46,993	48,284	-375	-0.80%	-1,666	-3.45%
Heavy and Civil Engineering Construction	9,064	9,220	8,625	-156	-1.69%	439	5.09%
Specialty Trade Contractors	28,271	28,235	30,335	36	0.13%	-2,064	-6.80%
Manufacturing	92,013	92,137	91,563	-124	-0.13%	450	0.49%
Durable Goods	41,605	41,986	41,489	-381	-0.91%	116	0.28%
Non-Durable Goods	50,408	50,151	50,074	257	0.51%	334	0.67%
Trade, Transportation, & Utilities	194,085	192,734	194,939	1,351	0.70%	-854	-0.44%
Wholesale Trade	38,596	38,593	40,520	3	0.01%	-1,924	-4.75%
Retail Trade	104,958	104,742	102,616	216	0.21%	2,342	2.28%
Transportation, Warehousing, and Utilities	50,531	49,399	51,803	1,132	2.29%	-1,272	-2.46%
Information	16,926	16,881	17,313	45	0.27%	-387	-2.24%
Financial Activities	67,554	67,419	67,634	135	0.20%	-80	-0.12%
Finance and Insurance	58,882	58,723	58,666	159	0.27%	216	0.37%
Real Estate and Rental and Leasing	8,672	8,696	8,968	-24	-0.28%	-296	-3.30%
Professional & Business Services	101,134	101,357	99,332	-223	-0.22%	1,802	1.81%
Professional, Scientific, and Technical Services	40,452	40,500	41,089	-48	-0.12%	-637	-1.55%
Management of Companies and Enterprises	16,439	16,418	16,887	21	0.13%	-448	-2.65%
Admin & Support & Waste Mngmt & Remdtn Svcs	44,243	44,439	41,356	-196	-0.44%	2,887	6.98%
Education & Health Services	139,269	138,525	135,860	744	0.54%	3,409	2.51%
Educational Services	20,267	19,862	18,656	405	2.04%	1,611	8.64%
Health Care and Social Assistance	119,002	118,663	117,204	339	0.29%	1,798	1.53%
Leisure and Hospitality	81,293	83,229	81,693	-1,936	-2.33%	-400	-0.49%
Arts, Entertainment, and Recreation	12,702	13,637	13,049	-935	-6.86%	-347	-2.66%
Accommodation and Food Services	68,591	69,592	68,644	-1,001	-1.44%	-53	-0.08%
Other Services	36,416	35,409	35,611	1,007	2.84%	805	2.26%
Repair and Maintenance	9,319	9,028	8,864	291	3.22%	455	5.13%
Personal and Laundry Services	8,066	7,883	7,738	183	2.32%	328	4.24%
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	19,031	18,498	19,009	533	2.88%	22	0.12%
Government	171,805	167,398	171,170	4,407	2.63%	635	0.37%
Federal Government	16,608	16,579	16,434	29	0.17%	174	1.06%
State Government	42,266	41,872	41,896	394	0.94%	371	0.89%
Local Government	112,931	108,947	112,841	3,984	3.66%	90	0.08%

time last year. Nebraska is tracking the National non-seasonally adjusted trend, which is also down from this time last year.

FINANCIAL ACTIVITIES

NANDY RITCHIE

Financial Activities employment remained stable in October with 67,554 jobs. Finance and Insurance was also stable in with employment of 58,882. Real Estate and Rental and Leasing were also stable with employment of 8,672. The Financial Activities sector has held constant since October 2009.

Financial Activities was flat over the month in the Lincoln MSA with 13,235 jobs. The Omaha MSA was nearly unaffected in October with employment of 39,130, but has lost 529 jobs (1.3%) since October 2009. Over the year, the Lincoln MSA

expanded by 180 jobs (1.4%). Nebraska employment trends in the Financial Activities sector are currently holding steady, as are the national numbers. Over the year, the national totals showed a 1.3% decrease while Nebraska's numbers remained constant.

PROFESSIONAL AND BUSINESS SERVICES

JANET DENBRING

Nationally, since last month Professional and Business Services expanded 0.9%, which was twice as much as its average 0.4% growth in October. The over-the-year employment growth of 2.3% is much higher than its average history of being stable. After almost two years of losses, employment has grown since May.

Over the month, the Statewide employment held steady at 101,134 (-0.2%) which is consistent with its history. Over-the-year employment decreased every month from November 2008 (0.5%) to May 2010 (1.2%); then was steady in June; followed by three monthly increases of 1.7%; then 1.8% this month. In the Lincoln MSA, the monthly decline of 0.8% is opposite its average growth of 0.1%. Since October 2009, this industry remained stable (-0.1%) which is very different than its historical average of 2.1% growth; however, the prior four months have been above zero after over a year and a half of declines.

Since September, employment in the Omaha MSA held steady at 62,458 (+0.3%). Over the year, Professional and Business Services advanced by 1.0% which is lower than the average gain of 2.5%. The past three months have been stable, following more than a year and a half of declines ranging from -0.8% to -5.9%.

EDUCATION AND HEALTH SERVICES

NANCY RITCHIE

Statewide, Educational and Health Services expanded in October with employment of 139,269; 3,409 more jobs than this time last year (2.5%). Educational Services added 405 jobs in October with employment of 20,267 (2.0%). Over the year, jobs rose by 1,611 (8.6%). Health Care and Social Assistance was unchanged with employment of 119,002 in October, and an increase of 1,798 jobs (1.5%) since last October. Education and Health Services in the Lincoln MSA grew in October with employment of 25,270, a growth of 177 jobs over the month (0.7%) and 646 jobs (2.6%) over the year. The Omaha MSA also had a boost with 70,450 jobs growing by 491 (0.7%) over the month and 1,376 jobs (2.0%) since October of last year.

LEISURE AND HOSPITALITY

MARY DEZORT

Statewide, Arts, Entertainment, and Recreation shed 935 jobs in October. The majority of the job loss can be attributed to the Amusement, Gambling, and Recreation industry. This industry shed 692 jobs (6.8%); however, seasonal declines are normal for this time of year. Overall, total employment is down 0.5% from last year.

Statewide, Accommodation and Food Services lost 1,001 jobs over the month. Employment fell (-196) in the Accommodations sector and in the Food Services and Drinking Places sector (-805). Over the year this industry remained relatively stable. The Lincoln MSA decreased over the month, with Leisure and Hospitality industry losing 171 jobs. Employment levels are down for the Omaha MSA. This decrease in employment occurred both over the month, and over the year. Employment loss occurred within the majority of sectors except Limited Service Eating Places businesses.

Historical over-the-month change within the Omaha MSA shows that this year's employment loss is higher than average. Over-the-month changes for this industry show seasonal cyclical losses. September to October over-the-month losses of this magnitude last occurred back in 2005 with a drop of 1,200 positions.

OTHER SERVICES

MARY DEZORT

Statewide, Other Services had gains for both over the month and over the year. A 2.8% over-the-month increase within the Other Services industry resulted in a gain of 1,007 jobs. The Lincoln MSA was unchanged in October, while the Omaha MSA gained 288 jobs. Over the year, Statewide, Omaha and Lincoln MSAs, have increased. 



UNEMPLOYMENT RATE INFORMATION FOR OCTOBER 2010

OFFICE OF LABOR MARKET INFORMATION

Statewide

Statewide, Non-farm employment estimates were 948,319 in October 2010; 4,850 more jobs than last month and 4,332 more than in October 2009.

Manufacturing industries employed 92,013 workers; 124 less people than last month and 450 less than in October 2009.

Statewide, Average weekly hours worked in manufacturing industries were 40.7, an increase of 0.3 hours since September, and a decrease of 0.2 hours since October 2009. Average weekly earnings increased by \$8.55 since September to \$665.45, and have risen by \$23.73 since October 2009.

Average hourly earnings in manufacturing industries of \$16.35 were \$0.09 higher than in September and \$0.66 more than in October 2009.

Omaha MSA

Non-farm employment estimates were 458,119 October 2010; 3,091 more jobs than last month and 1,623 less than in October 2009.

Lincoln MSA

Non-farm employment estimates were 171,791 October 2010; 675 more jobs than last month and 362 more than in October 2009.

Labor Force Employment by Place of Residence:

Nebraska (smoothed seasonally adjusted):

- October unemployment rate: 4.7%
- Change (OTM): 0.1%
- Change (OTY): 0.0%

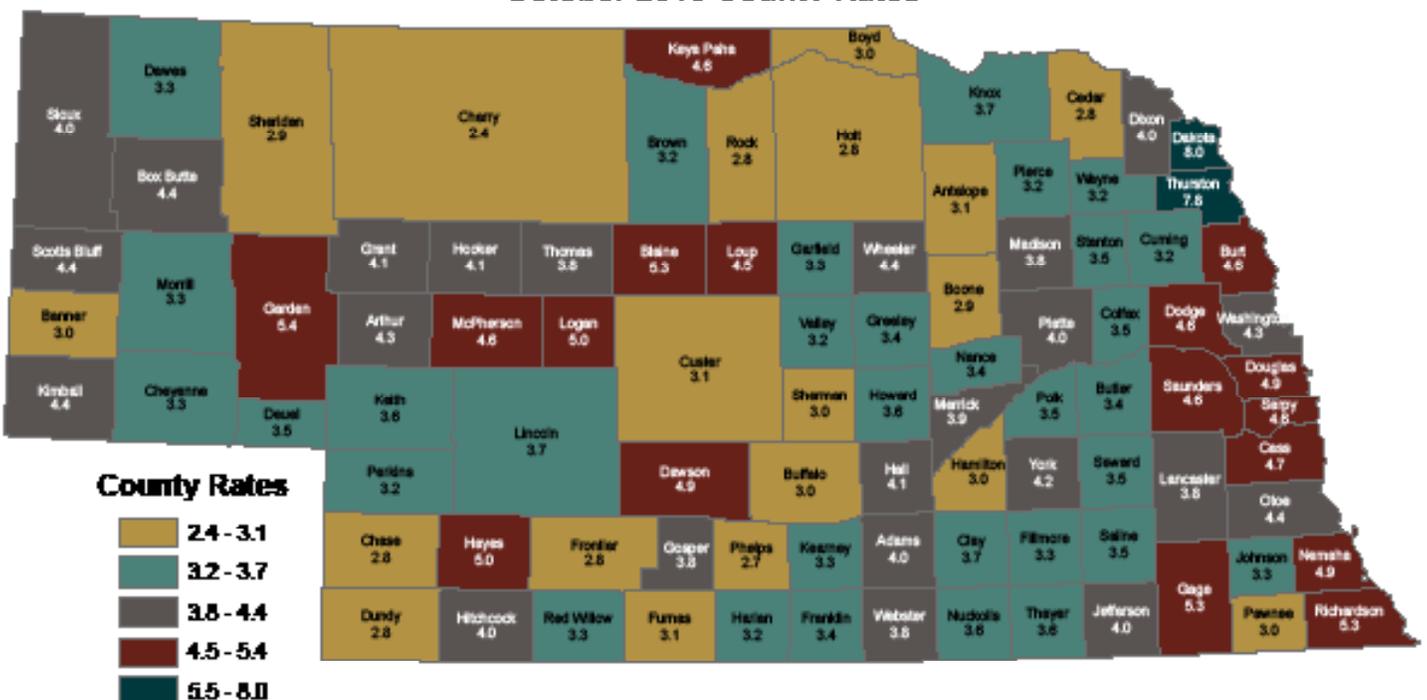
Economic Regions (not seasonally adjusted):

- Central: 3.5%
- Panhandle: 4.0%
- Mid Plains: 3.8%
- Southeast: 4.3%
- Northeast: 4.2%

Revisions to September Data:

- Unemployment rate: unchanged at 4.6%
- Labor Force: 86
- Unemployment: 134
- Employment: -29

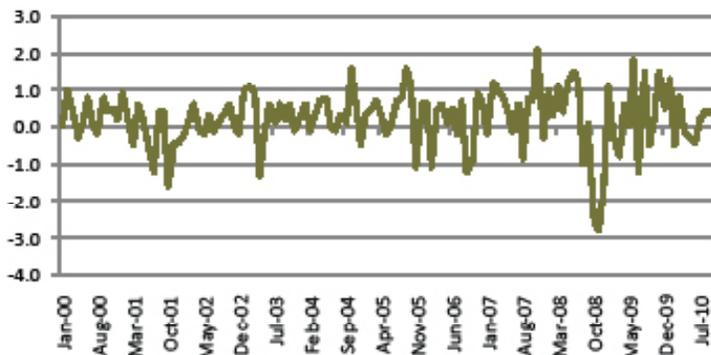
October 2010 County Rates



Economic Indicators of the Month

TREVOR NELSON, RESEARCH ANALYST

PPI for Finished Goods



Producer Price Index

The Producer Price Index, or PPI, is a measure of the price companies receive for their output in the current market. This indicator creates a description of the price changes that the supply side of the economy is experiencing. This is one of the three primary indexes created by the Bureau of Labor Statistics to measure inflation in the real world economy. The three indexes combine to create a more complete measure of inflation through time. Similar to any inflation measure, good economic times usually are accompanied by small increases in prices, while recessions are usually associated with lower price increases or even price drops. The graph is the Producer Price Index over the month change in Finished Goods value as a percentage. The PPI also publishes numbers for groupings of products to allow a breakdown of where price changes may be occurring.

Over the past decade the PPI has been relatively stable, between 2% and -2% for the entire period besides three months. In November of 2007, a month prior to the start of the recession, the PPI spiked at 2.1%. This may be caused by a spike in oil prices that occurred a few months before. In October and November of 2008 the PPI dipped -2.6% and -2.8% respectively. This closely corresponds to the financial crash in the stock markets, what many consider to be the worst period of the recession.

Notes: Unemployment Rates are seasonally adjusted. DXY is the U.S. Dollar compared to a basket of international currencies. Retail Sales figures are in billions of dollars. Median Employment Wages are OES 50th percentile Annual Wage for All Occupations. Crude Oil Price is as of the close of business on the last Thursday of the month. Corn for Grain is based on the price per bushel. Cattle 500+ Lbs is price per cwt. ECI is Employer Cost Index. PPI is Producer Price Index. CPI is Consumer Price Index.

National Indicators	Date	Value
GDP Growth	10Q3	2.0%
Unemployment Rate	Oct-10	9.6%
Fed Interest Rate	Nov-10	0.25%
Current Account Balance	10Q2	-\$123 Billion
Exchange Rate DXY	Nov-10	78.08

Nebraska Indicators	Date	Value
Unemployment Rate	Aug-10	4.6
House Value Appreciation	10Q1-10Q2	-0.07%
Average Weekly Manufacturing Hours	Sep-10	40.5
Net Taxable Retail Sales	Jun-10	\$2.085 Billion
Median Employment Wages	10Q1	\$30,056

Pricing Indicators	Date	Value
Barrel of Crude Oil	Oct-10	\$81.94
Corn for Grain	Oct-10	\$4.50
Cattle 500+ Lbs	Oct-10	\$97.10
ECI Change	10Q2	0.40%
PPI Change	Oct-10	0.40%

October 2010	Indexes			% Change From	
	Oct-10	Oct-09	Sep-10	Oct-09	Sep-10
U.S. All Items	218.711	216.177	218.439	1.2%	0.1%
Midwest Urban All Items	208.689	205.706	208.788	1.5%	0.0%
Northeast Urban All Items	234.671	231.304	234.027	1.5%	0.3%
South Urban All Items	212.026	209.292	211.775	1.3%	0.1%
West Urban All Items	221.708	219.728	221.384	0.9%	0.1%

Sources: tradingeconomics.com, bls.gov, fhfa.gov, usda.gov, revenue.state.ne.us, oil-price.net

Data Download Center

RYAN CALDWELL, RESEARCH ANALYST

The screenshot shows the NEworks Data Download Center website. At the top, there is a navigation bar with links for Home, Register or Sign In Here, Services for Individuals, Services for Employers, and Labor Market Analysis. The main content area is titled "Data Download Center" and includes a "[Print View]" link. A welcome message states: "Welcome to the Labor Market Information Data Download Center! The download center contains data files for researchers, copies of PowerPoint presentations given by Labor Market Information Staff, as well as other materials that may be of interest to researchers." Below this, a paragraph explains the site's purpose: "This site is intended to contain complete datasets for researchers and other parties interested in manipulating Labor Market data. The most current and complete Labor Market Information is contained on the Office of Labor Market Information website at NEworks.nebraska.gov/analyzer." A list of available data files is provided, each with a corresponding icon: Local Area Unemployment Statistics Data Files, Industry Employment Projections Data Files, Occupational Employment Projections Data Files, PowerPoint Presentations, and PDF Documents. A "Return" button and a "Select another Labor Market Analysis Option" button are also visible. The left sidebar contains a menu with sections for "Current Data Analysis" (including Labor Market Facts, Area Profile, Occupation Profile, Industry Profile, Comparisons, Education and Training Data, Employers, Area Specific Data, Industry Specific Data, and Occupation Specific Data), "Historic Data Analysis" (including Employment and Wage Data, Economic Indicators, and Demographics), and "Other Services" (including Assistance Center). The footer contains a copyright notice: "Copyright © 1998-2010 Geographic Solutions. All rights reserved. For more information contact Geographic Solutions. 11.0.242".

The Office of Labor Market Information's new website, NEworks.nebraska.gov/analyzer, has many helpful tools for Employers and Researchers to use in order to find information. One new tool is the Data Download Center found under the Labor Market Data section of the LMI Home page. The Data Download Center contains data files for researchers, copies of PowerPoint presentations given by Labor Market Information Staff, as well as other materials that may be of interest to researchers.

This site is intended to contain complete datasets for researchers and other parties interested in manipulating Labor Market data and is a great new addition to the site. Explore, download and manipulate files available in this section of the website as they contain current datasets as well as data from years past. If you have questions about this new tool, contact the Labor Market Information office.

Openings and Expansions

TREVOR NELSON, 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 are not listed.

Lincoln: UNL will become one of five regional biofuels research centers in collaboration with the Agricultural Research Service and the U.S. Forest Service. The following openings and expansions have been reported by the Lincoln Chamber of Commerce: **Nissa's String Studio** (new store); **Dress Barn** (new store); **Gordman's** (relocation/new store); **Qdoba Mexican Grill** (new store); **The Joint Chiropractic Clinic**; **Wee-Cycle Children's Consignment and Boutique**; **Department of Health and Human Services Customer Service Center** (new building); **The Saucy Cook** (new business); **Tiger Rock**; **Classic Styles Hair Studio** (new business); and **HTI Plastics** (addition of 20,000 sq. feet, renovation, new machines added).

Omaha: **Cox Cable** is hiring 180 additional technical support staff as a service expansion. **Graepel North America** will build its first U.S. manufacturing plant in La Vista and will create 14 full-time jobs manufacturing sheet metal components for the agricultural machinery, construction equipment and trucking industries. Graepel North America has operated a sales office and warehouse in La Vista since 2006. **Easy Way International**, an international transporter of manufactured goods from China, is opening a facility with six new employees in La Vista. Though they have offices in several other countries, this is the first branch in the state of Nebraska. **Element Omaha**, a new hotel, is scheduled to open at Midtown Crossing at Turner Park. **Clinical Research Advantage Inc** expects to expand from three Omaha locations to six by the end of 2011. The following openings and expansions have been reported by the Omaha

Chamber of Commerce: **The Tile Shop** (15); **Baja Grill** (15); **Morning, Noon & Night** (15); **CVS Pharmacy**, 49th and Dodge St, (20); and **Panda Express**, 8760 S 71st Plaza, (15).

Southeast Region

York: **Lilly's Sweet Tooth** will open at the end of October/beginning of November. The shop will specialize in noon meals and "coffee" hours in the morning and afternoon.

Central Region

Grand Island: **P&G Pet Care** plans to open a manufacturing plant to produce pet-food in Grand Island, and expects to add 50 employees.

Mid Plains

North Platte: **Valmont** in McCook is hiring a large number of employees due to a new contract and increased workload.

Panhandle Region

Scottsbluff: A deal is very close to being signed between the City of Gering and **WRK**, the development company working to bring a grocery store to the old Sun Mart building in Gering. **WESTCO** is building a dry fertilizer plant in Gering with completion scheduled by March 2011. **Chrissy's Café** also opened recently in Gering.

Sidney: **Advance Services** has seen an increase in job orders for the surrounding area; mainly in production work.

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