

NEBRASKA WORKFORCE Trends

FEBRUARY 2011

A CLOSER LOOK AT THE UNEMPLOYED IN NEBRASKA DURING THE LATEST RECESSION.... *The latest United States recession began in December of 2007 and ended in June of 2009.*



ALSO FEATURING...

MAP FACTS...
SOMETHING TO MAKE IT SPECIAL



FAST FACTS...
SUPERBOWL XLV



THE CENSUS 2010....
AMERICAN COMMUNITY SURVEY'S 5-YEAR
ESTIMATES: A CHANCE FOR THE SMALL

FLASH FORWARD....
FUTURE INDUSTRY AND OCCUPATION
EMPLOYMENT TRENDS

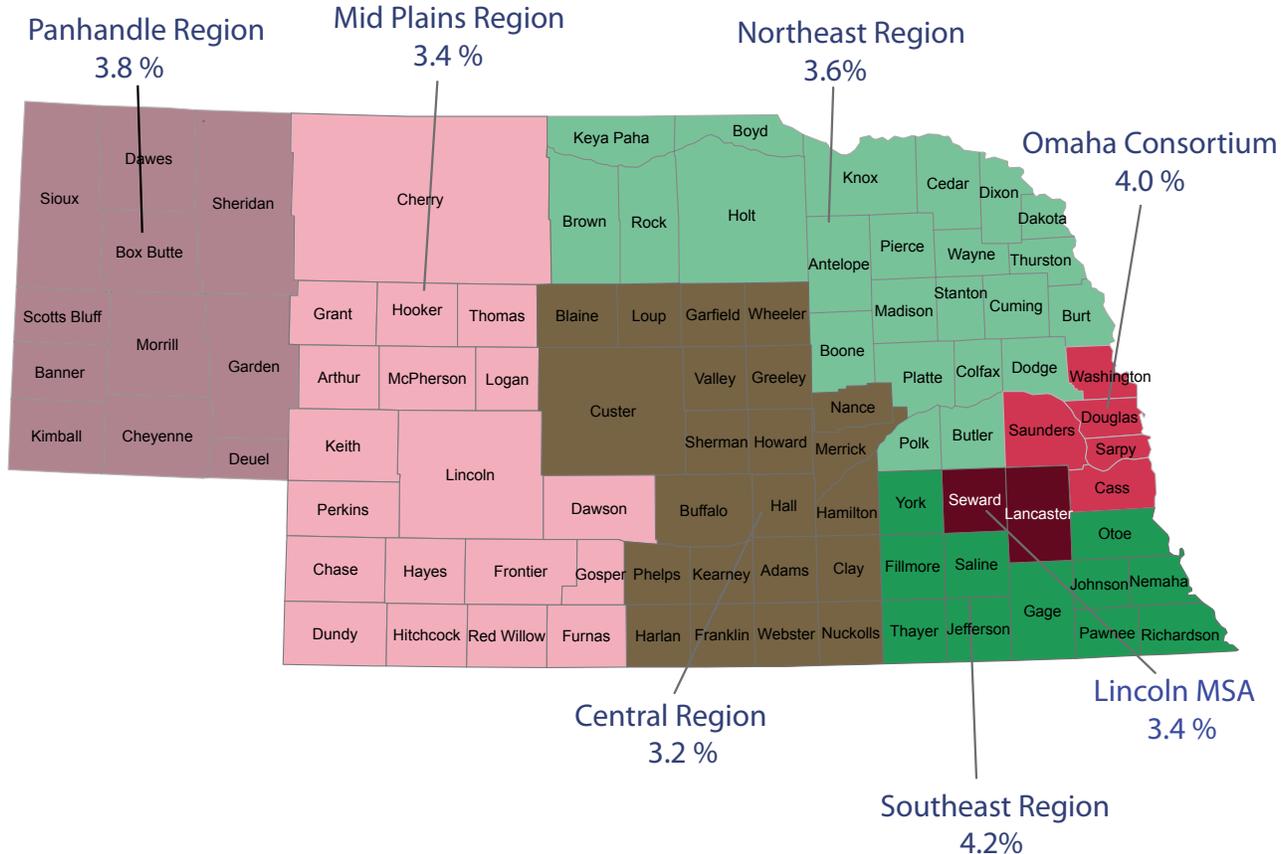
A CLOSER LOOK AT THE UNEMPLOYED IN NEBRASKA DURING THE LATEST RECESSION

BYRON LEFLER, RESEARCH ANALYST



According to the National Bureau of Economic Research (NBER), the latest United States recession began in December of 2007 and ended in June of 2009. Nebraska's unemployment rate, at the beginning of the recession was 2.6 percent, and by the end of the recession it had risen to 5.0 percent. The nation as a whole started the recession with a rate of 4.5 percent, and ended the recession at 9.5 percent. The only states in the nation to have been less affected by the recession were North Dakota with an unemployment rate ranging between 3.0 and 4.4 percent, and South Dakota with a rate between 2.9 and 4.9 percent during this time period.

Average Regional Unemployment Rates During Recession



Within the state of Nebraska the area most affected by the recession was the Southeast Region which includes: Fillmore, Gage, Jefferson, Johnson, Nemaha, Otoe, Pawnee, Richardson, Saline, Thayer, and York counties. This area had an average unemployment rate of 4.2 percent during the recession. The region least affected by the recession was the Central region which includes: Adams, Blaine, Buffalo, Clay, Custer, Franklin, Garfield, Greeley, Hall, Hamilton, Harlan, Howard, Kearney, Loup, Merrick, Nuckolls, Phelps, Sherman, Valley, Webster, and Wheeler counties. This region had an average unemployment rate of 3.2 percent during the recession. As a note of comparison, the Lincoln Metropolitan Statistical area, which includes the counties of Lancaster and Seward, had an average jobless rate of 3.4 percent, while the Omaha Consortium, which includes: Douglas, Cass, Saunders, Sarpy, and Washington counties had a rate of 4.0 percent during this time period.

Unemployment Insurance break down during the recession

From December of 2007 to June of 2009 150,762 people filed an initial claim for unemployment insurance. An initial claim is a notice of unemployment filed by an individual requesting a determination of eligibility for Unemployment Insurance benefits. These initial claims for unemployment insurance translated into 1,140,080 weeks of unemployment claimed during this time period. During the latest recession, the 1,140,080 weeks of unemployment claimed, resulted in 907,501 paid weeks of unemployment. These paid weeks of unemployment accounted for \$216,358,499 in unemployment insurance benefits paid out during this time period. Finally, the average duration of unemployment during the recession in Nebraska was 11.8 weeks.

Demographic break down of the unemployed during the recession

In Nebraska, the average age of those individuals filing an unemployment claim during the recession was 41 years old. Men accounted for 62 percent of the claimants. A majority of the individuals filing an unemployment claim during the recession in Nebraska had a high school degree or less education (63%), while less than 10 percent of the unemployment claims filed during this time period came from individuals with a bachelor's degree or higher level of educational attainment.

Industry and Occupation break down of the Unemployed during the recession

The industries most affected by the recession in Nebraska were: Manufacturing, Construction, and Administrative and Support and Waste Management and Remediation Services.

The average age of the individuals filing an unemployment claim, within these industries was 41 years old and 73 percent of the unemployment claims were filed by men. Finally, 50 percent of the claimants had a high school degree as their highest level of educational attainment, while only 12 percent of the claimants within these industries had a bachelor's degree or higher level of educational attainment.

Sixty-two percent of the unemployment claims filed in the state of Nebraska during the recession were from claimants working in the occupational categories of Production, Office and Administrative Support, Construction and Extraction, and Transportation and Material Moving. The average age of the claimants within these occupations was 42 years old and men accounted for 69 percent of the claimants within these occupations. Office and administrative support was the only occupation to have more females (64%) filing for unemployment than males (36%). Finally, 57 percent of the claimants had a high school degree as their highest level of educational attainment. Only 5 percent of the claimants within these occupational categories had a bachelor's degree or higher level of educational attainment.

Even with a low level of unemployment in comparison to the rest of the nation, many individuals within the state of Nebraska were impacted by the latest recession. However, the majority of unemployment claims were not in any one demographic group, industry, occupational group, or region of the state.

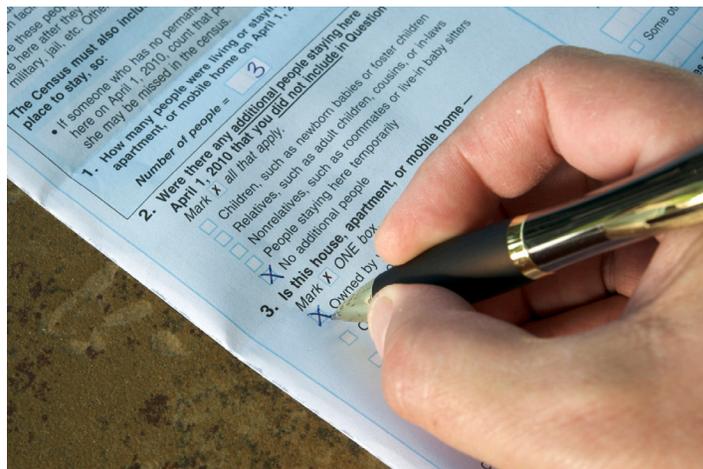
If the data in this article peaked your interest you can get a customized report by contacting Byron Lefler at the Nebraska Department of Labor by phone at (402) 471-7079 or by email at Byron.Lefler@Nebraska. You can request your customized report by demographic group, industry group, occupation group, and area within the state.



American Community Survey's 5-Year Estimates: A Chance for the Small

LINDSAY BURFORD, RESEARCH ANALYST

This article will break from the standard Census 2010 releases to focus on the release of the American Community Survey's 5-year release because of the importance it bears to Nebraska data users. Next month's article will return to discuss, in detail, the Apportionment Data.



December was a huge month for the U.S. Census Bureau. First, the American Community Survey's 5-year estimates were released on December 14, 2010. A week later, the Bureau released the mandated Apportionment Counts to the public and hand-delivered said results to President Obama. Both are huge deliverables and both will lead to multiple press releases, TV appearances, political discussions, and data analysis for months to come.

This article will focus on the former data release, the five-year estimates from American Community Survey. However, before doing so, a brief glance at the Apportionment Counts data shows that the United States' population on April 1, 2010 was 308,745,538, a 9.7% percent change from 2000. Nebraska had a 6.7% population change from 2000 for a total of 1,826,341 residents.

American Community Survey

The American Community Survey (ACS) evolved after

the 2000 Census. Before the ACS, specific details about households, demographics, and commuting patterns for small areas were only released every ten years via the Census Bureau's "long form" survey. After several years, the data became out-dated and community planners, economic planners, and grant writers (to name a few) were left with unreliable data. The Census Bureau began collecting information using the ACS to combat this issue.

The ACS is a sample of one in 40 households annually. The data is released yearly for areas with populations over 65,000 people. Multi-year data is provided on a revolving door basis, where the oldest year is removed and replaced with the most current year. The 3-year ACS estimates are for populations between 20,000 and 65,000. This current release is the first time for the 5-year ACS estimates; it aggregates 2005 - 2009 data to enable users to make comparisons of areas with populations less than 20,000 people to larger areas. Additionally, the longer time-frame reduces data sampling

Geography Comparison by ACS Data Estimates

ACS Data Estimates	Counties in Nebraska	Places in Nebraska	School Districts
ACS 1-yr estimates	Douglas, Lancaster, Sarpy	Lincoln, Omaha	Lincoln Public Schools (PS), Millard PS, Omaha (PS)
ACS 3-yr estimates	Adams, Buffalo, Cass, Dakota, Dawson, Dodge, Gage, Hall, Lincoln, Madison, Platte, Saunders, Scotts Bluff	Bellevue, Columbus, Fremont, Grand Island, Hastings, Kearney, Lincoln, Norfolk, North Platte, Omaha, Papillion	Bellevue PS, Columbus PS, Elkhorn PS, Fremont PS, Grand Island PS, Hastings PS, Kearney PS, Lincoln PS, Millard PS, Norfolk PS, North Platte PS, Omaha PS, Papillion-La Vista PS, Ralston PS, Westside Community Schools
ACS 5-yr estimates	ALL	ALL	ALL Public, Community, or Consolidated Schools

ACS Data Impact Table

1-year estimates	3-year estimates	5-year estimates
12 months of collected data	36 months of collected data	60 months of collected data
populations of 65,000+	populations of 20,000+	Data for all areas
Smallest sample size	Larger sample size than 1-year	Largest sample size
Less reliable than 3-year or 5-year	More reliable than 1-year; less reliable than 5-year	Most reliable
Most current data	Less current than 1-year estimates; more current than 5-year	Least current
Best used when	Best used when	Best used when
Currency is more important than precision	More precise than 1-year, more current than 5-year	Precision is more important than currency
Analyzing large populations	Analyzing smaller populations	Analyzing very small populations
	Examining smaller geographies because 1-year estimates are not available	Examining tracts & other smaller geographies because 1-year estimates are not available

error because of the higher number of survey completions in the sample. The 2005 – 2009 data will center around the 2007 calendar year; next year’s release from 2006 – 2010 will center around 2008 and so forth.

The Geography Comparison by ACS Data Estimates table shows how much data is now available for Nebraska. In the one-year estimate, only three counties (Douglas, Lancaster, Sarpy), two places (Lincoln, Omaha), and three school districts (Lincoln, Millard, Omaha) have data for analysis. The data available in the 3-year estimate almost triples, but is still relatively small for the state. There are 13 counties, 11 places, and 15 school districts. However, in the 5-year estimates, all 93 counties, all places, and all public, community, or consolidated schools are available for analysis.

Estimates

All three types of releases (1-year, 3-year, and 5-year) are period estimates. This means that the data represent the average characteristics of the population over a certain amount of time. They are not counts. So, while the Census 2010 was a count of the population, ACS estimates represent characteristics. Period estimates are also different than point-in-time estimates, which is an estimate that focuses

on a specific date. Multi-year estimates are pooled across either 36 or 60 months (for the 3-year and 5-year estimates, respectively). These estimates are not an average of several 1-year estimates. Rather, the data is pooled together, updated with geographic boundaries, and then assigned appropriate weights to produce population and housing estimates. These weights are adjusted using totals derived from the Bureau’s Population Estimates Program. More can be read about this program at <http://www.census.gov/popest/estimates.html>.

There are many things that should be considered when deciding which estimate should be used. The Data Impact Table gives a brief overview about possibilities to consider when deciding what estimate to use. It is important to remember that data users should only compare the same periods of estimates when comparing geographies. For example, 1-year estimates should only be compared to other 1-year comparisons, not 5-year estimates; likewise, 3-year estimates should not be compared to 5-year estimates.

Selected ACS Variables

SOCIAL CHARACTERISTICS	ECONOMIC CHARACTERISTICS	HOUSING CHARACTERISTICS	DEMOGRAPHIC CHARACTERISTICS
HOUSEHOLDS BY TYPE	EMPLOYMENT STATUS	HOUSING OCCUPANCY	SEX AND AGE
Total households	Population 16 years and over	Total housing units	Total population
Population in households	Civilian labor force	Occupied housing units	Male
MARITAL STATUS	Females 16 years and over	Vacant housing units	Female
Males/Females 15 years and over	Own children under 6 years	UNITS IN STRUCTURE	Median age (years)
FERTILITY	Own children 6 to 17 years	Total housing units	RACE
Number of women 15 to 50 years old who had a birth in the past 12 months	COMMUTING TO WORK	YEAR STRUCTURE BUILT	Total population
GRANDPARENTS	Workers 16 years and over	ROOMS	One race
Number of grandparents living with own grandchildren under 18 years	OCCUPATION	BEDROOMS	Two or more races
SCHOOL ENROLLMENT	Civilian employed population 16 years and over	HOUSING TENURE	ONE RACE
Population 3 years and over enrolled in school	INDUSTRY	Occupied housing units	White
EDUCATIONAL ATTAINMENT	Civilian employed population 16 years and over	Owner/Renter occupied	Black or African American
Population 25 years and over	CLASS OF WORKER	Average household size of owner- or renter-occupied unit	American Indian and Alaska Native
VETERAN STATUS	Civilian employed population 16 years and over	YEAR HOUSEHOLDER MOVED INTO UNIT	Asian
Civilian population 18 years and over	INCOME AND BENEFITS (IN 2009 INFLATION-ADJUSTED DOLLARS)	VEHICLES AVAILABLE	Native Hawaiian and Other Pacific Islander
DISABILITY STATUS OF THE CIVILIAN NONINSTITUTIONALIZED POPULATION	Total households	HOUSE HEATING FUEL	Some other race
Total Civilian Noninstitutionalized Population 18 to 64 years	Median household income (dollars)	SELECTED CHARACTERISTICS	TWO OR MORE RACES
65 years and over	Mean household income (dollars)	Lacking complete plumbing facilities	HISPANIC OR LATINO AND RACE
RESIDENCE 1 YEAR AGO	Families	Lacking complete kitchen facilities	Total population
Population 1 year and over	Nonfamily Households	No telephone service available	Hispanic or Latino (of any race)
PLACE OF BIRTH	HEALTH INSURANCE COVERAGE	OCCUPANTS PER ROOM	Mexican
Total population	Civilian Noninstitutionalized Population Under 18 years	VALUE	Puerto Rican
U.S. CITIZENSHIP STATUS	PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL	MORTGAGE STATUS	Cuban
Foreign-born population	All families/All People	Housing units with a mortgage	Other Hispanic or Latino
WORLD REGION OF BIRTH OF FOREIGN BORN	With related children under 18 years	Housing units without a mortgage	Not Hispanic or Latino
Foreign-born population, excluding population born at sea	With related children under 5 years only	SELECTED MONTHLY OWNER COSTS (SMOC)	TOTAL HOUSING UNITS
LANGUAGE SPOKEN AT HOME		Housing units with a mortgage	
Population 5 years and over		Housing units without a mortgage	
ANCESTRY		SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME (SMOCAPI)	
Total population		GROSS RENT	
		GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)	

Data Now Available

Data sought by the ACS is vast. There are four categories with dozens (and dozens!!) of variables under each category. The table on the next page has a small sample of variables found under each of the four categories: social, economic, housing, and demographic.

With so much information now available for every corner of Nebraska, data users are getting their hands dirty. Multiple newspapers, public policy centers, and the like had already published mini-findings within a week of the ACS releasing the data. After spending a week going through some of the data, one can only imagine how much information will be published and used over the next year...until the 2006 – 2010 data release!



Metropolitan Community College Employment Outcomes



There were 1,185 Metropolitan Community College graduates between July 1, 2007 and June 30, 2008. Of these graduates, 906 (76%) were working in Nebraska in the first quarter of 2009. There were 23 more graduates than in the previous year and a one percent increase in the percentage of graduates working in Nebraska. A little over half (55%) of the graduates were female, with 76% of the female graduates working in the state while 77% of male graduates were employed in the state.

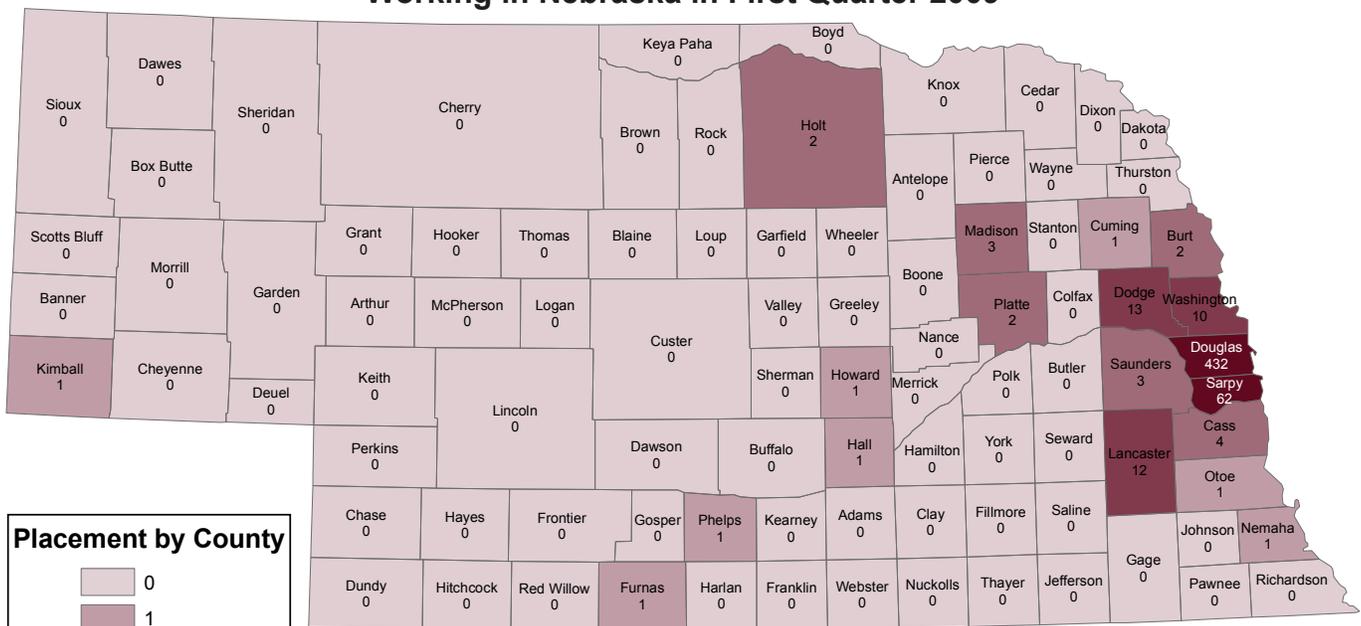
There was at least one graduate employed in 16 of the state's 93 counties. Douglas and Sarpy counties had the highest numbers of graduates working in the counties.

There were 104 Metropolitan Community College graduates in 22 degree/fields of study that had more than 90% of the graduates working in the state. Within this group, the 13 Construction Trades, General Associate Degree graduates had the highest estimated average annual earnings of \$40,724.

Majors in technical fields, skilled trades and health care produced graduates with the highest wages. There were 14 fields of study/degrees with 211 graduates that had estimated wages above \$30,000 per year. The highest estimated wages were earned by the 11 Electrician Associate Degree graduates working in the state with \$48,134. About two-thirds (69%) of the graduates from this program were working in Nebraska.

The 24 graduates employed in the Utilities industry had the highest estimated average annual earnings of \$54,350. The Health Care industry had the highest number, 194, of graduates working in the state. The estimated average annual earnings for graduates employed in the Health Care industry were \$31,964.

2007-2008 Metropolitan Community College Graduates Working in Nebraska in First Quarter 2009

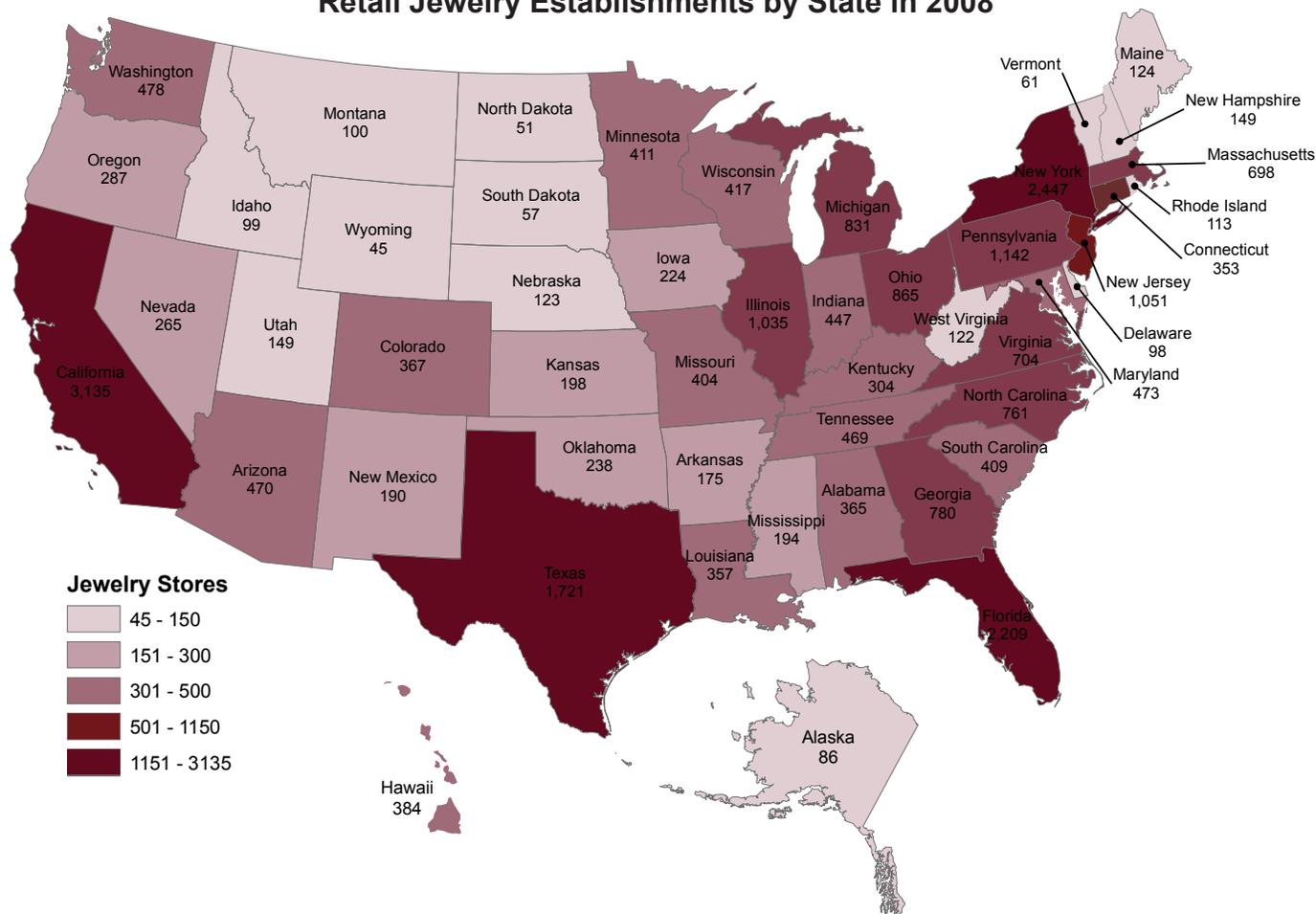


Institution	Number of Graduates	Number of Graduates Working in Nebraska	Percent of Graduates Working in Nebraska	Estimated Average Annual Earnings for Associates Degree Graduates	Estimated Median Annual Earnings for Associates Degree Graduates
Metropolitan Community College	1,185	906	76%	\$27,850	\$26,535

Something to Make It *Special*

RYAN CALDWELL, RESEARCH ANALYST

Retail Jewelry Establishments by State in 2008



Whether you choose to “buy” into Valentine’s Day as a commercial holiday or believe it to be a commemoration held to celebrate the love and affection between friends and romantic couples, chances are you’re going to have to buy gifts for someone and February 14th is fast approaching. What women want has changed over the decades, but in recent years most surveys have found jewelry to be topping the charts on Valentine’s wish lists. This doesn’t mean that it is O.K. for guys to skip the cards, flowers, and candy, but if you’re looking to really impress her, you probably won’t have to look too far.

The map above shows County Business Patterns data from the U.S. Census Bureau website. Each state is labeled with the number of retail jewelry establishments. Obviously states with large populations such as California, New York, and Florida have a large number of retail jewelry stores. These three top the list with over 2,200 stores each. Interestingly though, when population is taken into consideration Hawaii leads the country with nearly 300 jewelry stores per million people, and California falls all the way to 19th nationwide, hosting just 85 jewelry stores per million residents.

Nebraska had 123 retail jewelry stores in 2008, about 69 stores per million residents, two of which employed over 100 people. Nationwide jewelry stores employed over 145,000 people paying just over \$4 billion dollars in annual wages.

February has been the second highest sales month in the U.S. for jewelry stores, undoubtedly due to Valentine’s Day (falling only behind December Christmas sales). Since 2002 retail stores have done more than 2 billion dollars worth of business every February, peaking in 2008 with over \$2.6 billion in sales, most of which likely comes from the first half of the month. To compare, in 1998, jewelry retailers did just \$1.5 billion in sales, meaning there has been a 70% increase in sales over the ten year period.

SUPER BOWL XLV

JAKE LIUDAHL, RESEARCH ANALYST

The Super Bowl is an event that captures the attention of the nation every year. It is certainly on the annual list of most watched television programs, often topping the list. While the game this year is played between the Green Bay Packers and the Pittsburgh Steelers, it is relevant to look at some Super Bowl statistics about the game and where it is played.

More than 106 million people watched Super Bowl XLIV (last year's game) between the Indianapolis Colts and New Orleans Saints. The game was the most watched American television broadcast of all-time.

Advertising for Super Bowl XLV, scheduled for February 6, is expected to run about \$3 million for a 30-second commercial spot.

Super Bowl XLV is to be held in Arlington, Texas. Arlington had an estimated 2009 population of 370,217 people. This falls in between the populations of Lincoln and Omaha.

The game will be played at Cowboys Stadium. Though capacity is listed at 80,000 occupants, Cowboys Stadium record crowd is 105,121 attendees, outpacing Memorial Stadium's record crowd of 86,304 or the Qwest Center's 17,954 person record.

Only 62 percent of Arlington residents get to work with less than a half hour commute. Eighty-eight percent of Lincoln residents and 85 percent of Omaha residents make the commute in less than 30 minutes.

A slightly higher percentage of people in Arlington get to work by carpooling than do in Nebraska cities. On the other hand, only 1.8% of Arlington residents walk or ride a bicycle to work while 2.8 percent of Omaha residents and 4.6 percent of Lincoln residents get to work this way.

Nebraska graduates 89.7 percent of its population from high school (or equivalent), which is higher than Arlington's 84.5 percent graduation rate.

According to the ACCRA Cost of Living Index for the fourth quarter of 2010, Arlington is 0.7 percent below the national average for overall cost of living. Nebraska's cities are even cheaper to live in with Lincoln and Omaha at 8.3 percent and 11.8 percent below average, respectively. ■

Sources: U.S. Census Bureau, ABCNews Online, Reuters

Future Industry and Occupation Employment Trends

JODIE MEYER, RESEARCH ANALYST



This month begins a series of articles in Flash Forward highlighting Nebraska's economic Regions. First up is the Central Economic Region. This region consists of the Nebraska counties of Adams, Blaine, Buffalo, Clay, Custer, Franklin, Garfield, Greeley, Hall, Hamilton, Harlan, Howard, Kearney, Loup, Merrick, Nance, Nuckolls, Phelps, Sherman, Valley, Webster, and Wheeler. Three Micropolitan areas: Kearney, Grand Island, and Hastings are included in this region.

Industry Projections

Projected growth of 7,056 jobs is expected in the Central region of the State by 2018 according to Industry Employment Projections, an increase of 5.4%. Most industry employment in 2008 was in Education and Health Services which employed 26,158 workers, accounting for 20.2% of employment in this region. This industry is also expected to experience the highest projected net change in employment by 2018 adding 3,445 jobs, a change of 13.2%. The Information industry employed the least number of workers in 2008, only accounting for 1.1% (1,379 jobs) of the employment in this region and is expected to decline by 5.7% (78 jobs). The fastest growing industries by percent change are Construction at 16.7% adding 915 jobs and Professional and Business Services at 16.5% adding 1,099 jobs. In addition to the projected decline in the Information industry, The Natural Resources and Mining industry is

expected to decline by 12.5% and lose 1,703 jobs.

Three of the top five sub-sector growth industries from 2008-2018 (by numeric change in jobs) are found in the Education and Health Services super-sector: Educational Services (Private, State, and Local), Ambulatory Health Care Services, and Hospital Employment (Private, State, and Local). Much of this growth can be attributed to the aging population of Nebraska. As the population ages they require a greater need for healthcare which in turn creates a demand for workers in this industry. In addition the Education and Healthcare industry has many workers that are nearing retirement age, also creating a greater demand for workers to fill these vacancies in the workforce.

When examining the five industries expected to experience the greatest amount of decline (by numeric change in jobs) the agricultural related industries of Livestock and Crop Production are expected to lose the most jobs in the ten year period. Two types of retail establishments, Miscellaneous Store Retailers and Nonstore Retailers, also make the declining list. Some examples of Miscellaneous Store Retailers are Florists, Gift Stores, Pet Stores, and Art Dealers. Nonstore retailers include Electronic Shopping and Mail-Order Houses, Vending Machines, and Direct Selling Establishments.

Industries with the Greatest Numeric Changes in Employment 2008-2018

	Industry Title	2008 Estimated Employment	2018 Projected Employment	Numeric Change	% Change
Growing	Educational Services (private + state + local)	10,713	12,051	1,338	12.5%
	Ambulatory Health Care Services	3,638	4,596	958	26.3%
	Food Manufacturing	5,652	6,489	837	14.8%
	Hospital Employment (private + state + local)	6,713	7,361	648	9.7%
	Administrative and Support Services	3,109	3,650	541	17.4%
Declining	Crop Production	7,153	6,046	-1,107	-15.5%
	Livestock Production	5,621	4,750	-871	-15.5%
	Transportation Equipment Manufacturing	1,926	1,723	-203	-10.5%
	Miscellaneous Store Retailers	641	564	-77	-12.0%
	Nonstore Retailers	873	796	-77	-8.8%

Occupations with the Greatest Numeric Changes in Employment 2008-2018

		2008	2018	Growth	Replacement	Total	Numeric	%
SOC Title		Estimated	Projected	Openings	Openings	Openings	Change	Change
		Employment	Employment					
Growing	Registered Nurses	2,765	3,265	500	483	983	500	18.1%
	Truck Drivers, Heavy and Tractor-Trailer	2,755	3,059	304	493	797	304	11.0%
	Combined Food Preparation and Serving Workers, Including Fast Food	2,141	2,408	267	454	721	267	12.5%
	Elementary School Teachers, Except Special Education	1,226	1,424	198	279	477	198	16.2%
	Office Clerks, General	2,016	2,209	193	275	468	193	9.6%
	Declining	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	6,428	5,437	0	1,733	1,733	-991
Farmworkers, Farm and Ranch Animals		1,094	962	0	295	295	-132	-12.1%
Order Clerks		708	615	0	201	201	-93	-13.1%
Agricultural Equipment Operators		827	755	0	223	223	-72	-8.7%
Maids and Housekeeping Cleaners		1,160	1,105	0	208	208	-55	-4.7%

Occupational Projections

Industry employment is an important component of the employment picture in a region. It is also important to examine the types of occupations that will experience growth and decline as a result of changes in industry employment throughout the State.

A total of 39,872 job openings are expected in the Central region from 2008-2018, with 9,536 jobs expected from growth and 30,336 from replacements. Replacement openings account for 76.1% of all job openings. This mirrors the statewide trend and can in part be attributed to the high number of Nebraska workers reaching retirement age within the next 10 years.

In 2008, Office and Administrative Support occupations employed 17,702, making it the largest occupational category in the Central region, accounting for 13.7% of the region's occupational employment. The largest net change in employment is expected to occur in Production occupations where 1,165 jobs are projected to be added by 2018, an increase of 8.5%. Healthcare Practitioners and Technical Occupations are also expected to add jobs to the region, with an expected increase of 1,163 jobs. Healthcare Practitioners and Technical Occupations is also the fastest growing occupational category by percent change at 15.9%. Legal occupations employed the least amount of workers in 2008, only employing 271 or 0.2% of the region's occupational employment. Legal occupations are also expected to add the least number of jobs, only 30 jobs in the 10 year period, a 11.1% change. Two occupational categories are expecting declines, Farming, Fishing and Forestry occupations by 1,224 jobs, a decrease of 13.0%, and Management occupations by 41, a decrease of 0.6%.

The highest number of total job openings is expected in Office and Administrative Support occupations with 4,664 total openings; 1,044 from job growth and 3,620 from replacements. The lowest number of openings is projected for Legal occupations, with only 76 openings expected; 30 from growth and 46 from replacements.

Sales and Related occupations are projected to have the most replacement openings with 4,032 or 88.2% of the 4,572 total job openings expected to come from replacements. Again, Legal occupations rank at the bottom with the 46 replacement openings, the least amount expected of all the occupational categories. The occupational group with the largest percentage of openings coming from replacements is Farming, Fishing, and Forestry occupations with 99.6% (2,502) of the 2,512 total openings expected to be due to replacements. The largest percentage of total openings attributed to growth is projected in Healthcare Support occupations where 53.1% (478) of the 900 total openings projected are to be from growth.

Ranking occupations by numeric change from 2008 to 2018, Registered Nurses top the list with an expected 500 jobs added, maintaining the trend of Health Care being on the rise. Truck Drivers, Heavy and Tractor-Trailer come in second with 304 jobs expected to be added. Rounding out the top five are Combined Food Preparation and Serving Workers (including fast food); Elementary School Teachers (except special education); and General Office Clerks.

The five occupations expected to experience the greatest amount of decline by numeric change over the ten year period are: Farmworkers and Laborers: Crop, Nursery, and Green House; Farmworkers: Farm and Ranch Animals; Order Clerks; Agricultural Equipment Operators; and Maids and Housekeeping Cleaners. Many of these occupations are related to Agriculture which as an industry is projected to decline due to a combination of factors including advances in technology reducing the need for workers and the consolidation of small farms.

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



Employment in Nebraska's Industries

TOTAL NONFARM

JANET DENBRING

National

Over the month, national non-seasonally adjusted employment remained stable (-0.3%) which is consistent with the past five years' average of -0.3%. Since November, expansion only occurred in Trade, Transportation, and Utilities (0.7%). The two largest declines were in Mining and Construction (4.0%) and Total Government (0.7%). The over-the-year employment percentage continued to grow this month (0.8%) compared to its past five year's average of -0.4%. This month's highest over-the-year growth were in Professional and Business Services (2.3%), followed by Educational and Health Services (2.2%). The largest reductions were in Information (1.5%), Financial Activities (1.0%) and Total Government (1.0%).

Statewide

From November to December, Nebraska Nonfarm employment remained steady at 950,953 (-2,283 jobs or -0.2%) which is slightly better than the past five year's average over-the-month change in December of -0.3%. The only two gains were in Manufacturing (1.2%) and Trade, Transportation, and Utilities (1.1%). Nebraska lost the most employment in Mining and Construction (4.9%), followed by Leisure and Hospitality (2.6). Since December 2009, employment grew substantially (9,989 jobs or 1.1%); this is the first time it has been above 1.0% since May 2008. Over-the-year employment advanced the most in Professional

and Business Services (5.1%), followed by Education and Health Services (2.1%), and Leisure and Hospitality (1.6%).

Lincoln

From November to December, the Lincoln MSA remained stable (+0.2%) at 172,897 which is the opposite direction of the average of the past five years (-0.2%). Over the year, employment was up by 0.9%. The last time it was +0.9% was in October 2008. Since December 2009, the largest percentage gain was in Professional and Business Services (3.7 %) and the biggest percentage loss occurred in Information (5.5%).

Omaha

From November 2010 to December 2010, the Omaha MSA employment stayed at 459,434. Since last December, the employment improved by 0.7% which is twice as much as the past average of +0.3%. The last time it was above 0.5% was in October 2008 (+1.0%). Six of the industries posted an increase. The majority of the annual percentage gains came from Professional and Business Services (1,813 or 3.0%); followed by Trade, Transportation, and Utilities (1,904 or 2.0%); and Education and Health Services (1,140 or 1.7%). These were partially offset by the losses in Mining and Construction (1,878 or 8.6%) and Information (670 or 5.9%).

MINING, LOGGING, AND CONSTRUCTION

DAVE BAUER

Statewide Construction employment is down 4.7% for the month and 4.3% for the year; nationally it's down 4.5% for the month and 7.0% for the year. For the month, all statewide Construction industries are down; Construction of Buildings (2.3%), Heavy and Civil Engineering (12.4%),

and Special Trade Contractors (3.2%). On a relative note, nationwide, those same industries are down; 2.9%, 10.1% and 3.8%, respectively. This month statewide annual job numbers in the Construction industry are at extremes. For the year, statewide Construction of Buildings and Special Trade Contractors sit at ten year lows while Heavy and Civil Engineering is at a ten year high. Nationally, all three construction industries are at ten year lows and since a year ago Construction of Buildings is down 7.5%, Heavy and Civil Engineering is down 3.9% and Special Trade Contractor's employment is down 7.5%.

MANUFACTURING

JANET DENBRING

Nationally, Manufacturing remained even (-0.1%) which is slightly better than the past history of -0.4%. Over the year, it has advanced by 1.2% which is immense improvement from its average yearly decline of 4.1%. This was the third month of gains in an industry that had previously consistently posted over-the-year losses for the past five years.

Over the month, Statewide Manufacturing employment improved greatly (1.2%) from November to December which is inconsistent with the past historical stability. This is the first time it has been above 1.0% in the past five years. The majority of the growth came from Non-durable goods with a gain of 1.6%. Over the year, employment remained even (+0.2%) considering its past five years average of -1.7%. It has been fairly stable over the past six months.

In the Lincoln MSA, the Manufacturing monthly employment has been steady since March 2010. This month it increased 0.9% with the last time it was this high was in June 2007. Since December 2009, employment in Manufacturing decreased by 75 jobs (-0.6%) which is a fraction of the historical average of -3.6%. This is the first time it has been higher than -1.0% since January 2008 (-0.3%). Manufacturing's over-the-month employment has been stable (+0.4% to -0.2%) in the Omaha MSA for the past nine months. Since November, it increased by 424 jobs (1.4%) which is the highest it has been in any month for the past five years. Year-to-year employment remained steady (-0.3%) just below its average of -0.2%.

TRADE

DAVE BAUER

Statewide Wholesale Trade employment figures are virtually unchanged since November. Each month of the year, save April, represented ten year low employment numbers for the industry. Durable Goods Merchant Wholesalers job numbers

represented a ten year low in every month. Nationally, the December employment figures represented a ten year low for Non-Durable Goods Merchant Wholesalers and the second to the lowest in Durable Goods. Nationally, each month of the year did not represent a ten year low for each of Wholesale Trade's subsector employment.

While statewide Retail Clothing and Clothing Accessories Stores employment numbers are down 3.4% for the year, they are up 5.2% since November. Still, the December employment is a ten year low for the retail clothing industry. Nationally retail clothing is up 4.1% for the month and 4.2% since last December, 2009. This December is the third highest national retail clothing employment number in ten years, for the month of December. General Merchandise Stores are up 2.7% since November, statewide, and 2.3% nationally. The statewide Non-Store Retailers job number is up 6.2% since last month; 3.0% nationally. Since last year the statewide Non-Store Retailers employment is up 5.2%, but only 0.8% nationally.

TRANSPORTATION, WAREHOUSING, AND UTILITIES

DAVE BAUER

The greatest job movement in the industry occurred in statewide Truck Transportation where the job numbers dropped by 3.8% since a year ago. Also, since last year, statewide General Freight Trucking was down 5.3% while Specialized Freight Trucking was up 2.4%. Nationally, Truck Transportation increased by 1.3% since last year.

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 fairly stable pattern for December



	Number of Workers			Over the Month		Over the Year	
	Dec-10	Nov-10	Dec-09	Numeric Change	Percent Change	Numeric Change	Percent Change
Total Nonfarm	950,953	953,236	940,964	-2,283	-0.24%	9,989	1.06%
Mining, Logging & Construction	43,872	46,150	45,036	-2,278	-4.94%	-1,164	-2.58%
Construction	42,907	45,036	44,817	-2,129	-4.73%	-1,910	-4.26%
Heavy and Civil Engineering Construction	7,439	8,491	7,428	-1,052	-12.39%	11	0.15%
Specialty Trade Contractors	26,578	27,450	28,360	-872	-3.18%	-1,782	-6.28%
Manufacturing	93,305	92,183	93,104	1,122	1.22%	201	0.22%
Durable Goods	41,936	41,611	41,804	325	0.78%	132	0.32%
Non-Durable Goods	51,369	50,572	51,300	797	1.58%	69	0.13%
Trade, Transportation, & Utilities	201,297	199,149	199,628	2,148	1.08%	1,669	0.84%
Wholesale Trade	38,800	38,821	40,193	-21	-0.05%	-1,393	-3.47%
Retail Trade	110,217	108,394	107,838	1,823	1.68%	2,379	2.21%
Transportation, Warehousing, and Utilities	52,280	51,934	51,597	346	0.67%	683	1.32%
Information	17,066	17,026	17,237	40	0.23%	-171	-0.99%
Financial Activities	67,117	67,217	67,597	-100	-0.15%	-480	-0.71%
Finance and Insurance	58,408	58,601	58,610	-193	-0.33%	-202	-0.34%
Real Estate and Rental and Leasing	8,709	8,616	8,987	93	1.08%	-278	-3.09%
Professional & Business Services	102,709	102,250	97,704	459	0.45%	5,005	5.12%
Professional, Scientific, and Technical Services	41,720	41,477	41,482	243	0.59%	238	0.57%
Management of Companies and Enterprises	16,694	16,584	16,909	110	0.66%	-215	-1.27%
Admin & Support & Waste Mngmt & Remdtn Srvc	44,295	44,189	39,313	106	0.24%	4,982	12.67%
Education & Health Services	140,171	140,653	137,245	-482	-0.34%	2,926	2.13%
Educational Services	20,721	21,520	18,623	-799	-3.71%	2,098	11.27%
Health Care and Social Assistance	119,450	119,133	118,622	317	0.27%	828	0.70%
Leisure and Hospitality	79,219	81,319	77,966	-2,100	-2.58%	1,253	1.61%
Arts, Entertainment, and Recreation	10,924	11,608	11,330	-684	-5.89%	-406	-3.58%
Accommodation and Food Services	68,295	69,711	66,636	-1,416	-2.03%	1,659	2.49%
Other Services	35,616	35,936	35,316	-320	-0.89%	300	0.85%
Repair and Maintenance	9,053	9,204	8,755	-151	-1.64%	298	3.40%
Personal and Laundry Services	8,057	7,991	7,802	66	0.83%	255	3.27%
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	18,506	18,741	18,759	-235	-1.25%	-253	-1.35%
Government	170,581	171,353	170,131	-772	-0.45%	450	0.26%
Federal Government	16,505	16,341	16,438	164	1.00%	67	0.41%
State Government	42,270	42,081	42,652	189	0.45%	-382	-0.90%
Local Government	111,806	112,931	111,041	-1,125	-1.00%	765	0.69%

is typical. Over the year, there was a loss of employment for all reported areas within the state. The Omaha MSA had a reduction of 670 jobs down 5.9% from this time last year. Nebraska is tracking National, which is also down from this time last month.

FINANCIAL ACTIVITIES

NANCY RITCHIE

Financial Activities employment remained stable in December with total employment of 67,117. Finance and Insurance was unchanged with employment of 58,408. Over

the year, the national totals showed a 1.0% decrease while Nebraska's numbers followed suit with a decline of 0.7%.

The Real Estate and Rental and Leasing expanded with employment at 8,709 (1.1%). The Financial Activities sector has contracted by 480 jobs (0.7%) since December 2009.

Financial Activities was unvarying over the month in the Lincoln MSA with total employment of 13,279. The Omaha MSA was steady in December with employment of 38,784. Over the year, the Lincoln MSA expanded by 197 jobs (1.5%) since December 2009. The Omaha MSA lost 440 jobs (1.1%) in the same time frame.

PROFESSIONAL AND BUSINESS SERVICES

JANET DENBRING

Nationally, since last month Professional and Business Services remained even, as usual, with the past five years' average in December of -0.4%. The over-the-year employment growth of 2.3% is much better than its past average history of being unchanged. After almost two years of persistent losses, ranging from -0.9% to -7.9%, it has repeatedly grown since May (+0.6% to +2.4%). Over the month, the Statewide employment rose by 459 jobs (0.5%) which is contrary to its past history of -0.3%. The over-the-year employment rose by 5.1% which is twice its historical average of 2.5%. It has been higher than last year's figures every month since July 2010. In the Lincoln MSA, this month's jump of 0.9% is a much better than its historical -0.6% average. Since December 2009, this industry increased by 3.7% which is more than its historical average of +2.3%. Since November, employment in the Omaha MSA held steady (+0.2). Over the year, Professional and Business Services advanced by 3.0%, which is higher than its historical average of 2.2%, plus it is the first time it has been above +2.9% since May 2008. This is its third month of substantial growth, consecutively..

EDUCATION AND HEALTH SERVICES

NANCY RITCHIE

Statewide, Educational and Health Services was unchanged in December with total employment of 140,171. The national levels of employment increased 2.1% in December, while Nebraska employment in this sector remained stable. Over the year, this industry experienced a healthy growth of 2,926 jobs (2.1%) in the state, while over the year, the national employment rose by 2.2%. Statewide Educational Services employment declined in December by 799 jobs (3.7%).



Over the year, jobs rose by 2,098 (11.3%). Health Care and Social Assistance was unchanged with employment of 119,450 in December; there was an increase of 828 (0.7%) since December 2009. Education and Health Services in the Lincoln MSA remained stable with total employment of 25,803. Over the year, the Lincoln MSA expanded by 598 jobs (2.4%). The Omaha MSA had a decrease of 1.0%, down to 70,160 total jobs. Since last year at this time, employment grew by 1,140 jobs (1.7%).

LEISURE AND HOSPITALITY

MARY DEZORT

Statewide, Arts, Entertainment, and Recreation employment decreased in December; a loss of 684 jobs. The majority of the job loss can be attributed to the Amusement, Gambling, and Recreation industry. This industry had a decrease of 693 (5.9%); however, seasonal declines are normal for this time of year. Overall; the Arts, Entertainment, and Recreation industries total employment is 3.6% lower from what was reported last year.

Statewide, Accommodation and Food Services experienced a decrease of -1,416 jobs over the month. Employment was 349 lower in the Accommodations sector while the Food Services and Drinking Places sector dropped 1,067. Over the month losses are typical for this industry during this time of year. Historical figures for this industry indicate that this is the second consecutive year that this industry has experienced a decrease of greater than 1,400 jobs in the month of December. The Lincoln MSA was unchanged over the year, with Leisure and Hospitality industry however this industry is lower than last month by 1.2%. Employment levels are down 2.4% for the Omaha MSA, while over the year figures are 1.5% higher. The over the month loss in employment occurred within a majority of sectors. A review of the historical over-the-month change within the Omaha MSA shows that this year's employment loss was equal to the median monthly loss. Over the month changes for this industry during the past five years shows seasonal cyclical losses.

OTHER SERVICES

MARY DEZORT

Statewide, Other Services lost employment over the month. A 0.9% over-the-month decrease within the Other Services industry resulted in a loss of 320 jobs. The Lincoln and Omaha MSA's were unchanged over the month. The similarities between employment levels continued over the year with the Lincoln MSA adding 180 jobs, while the Omaha MSA added 192.

UNEMPLOYMENT RATE INFORMATION FOR DECEMBER 2010

OFFICE OF LABOR MARKET INFORMATION

Statewide

Statewide, Non-farm employment estimates were 950,953 in December 2010; 2,283 less jobs than last month and 9,989 more than in December 2009.

Manufacturing industries employed 93,305 workers; 1,122 more people than last month and 201 more than in December 2009.

Statewide, Average weekly hours worked in manufacturing industries were 40.7, a decrease of 0.2 hours since November, and no change of hours since December 2009. Average weekly earnings decreased by \$8.15 since November to \$658.93, and have risen by \$15.87 since December 2009.

Average hourly earnings in manufacturing industries of \$16.19 were \$0.12 lower than in November and \$0.39 more than in December 2009.

Omaha MSA

Non-farm employment estimates were 459,434 December 2010; 1,545 less jobs than last month and 3,283 more than in December 2009.

Lincoln MSA

Non-farm employment estimates were 172,897 in December 2010; 401 more jobs than last month and 1,615 more than in December 2009.

Labor Force Employment by Place of Residence:

Nebraska (smoothed seasonally adjusted):

- December unemployment rate: 4.4%
- Change (OTM): -0.2%
- Change (OTY): -0.2%

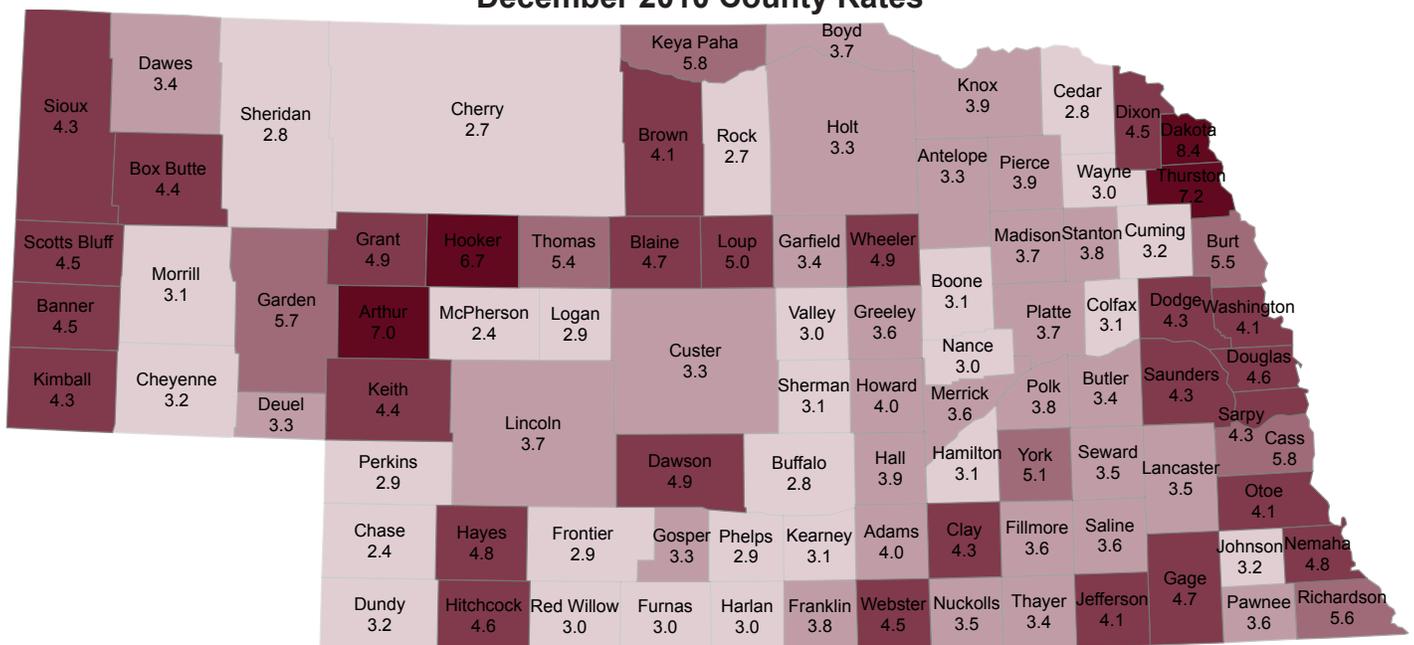
Economic Regions (not seasonally adjusted):

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

Revisions to November Data:

- Unemployment rate: changed at 4.6%
- Labor Force: 78
- Unemployment: 25
- Employment: 53

December 2010 County Rates



Economic Indicators of the Month

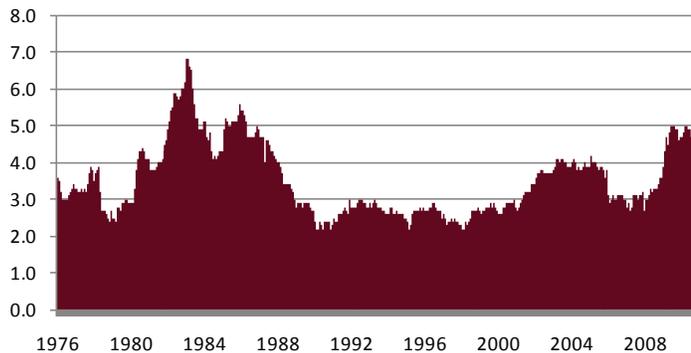
TREVOR NELSON, RESEARCH ANALYST

Statewide Unemployment Rate

The unemployment rate is one of the most highly publicized and well known economic indicators. The unemployment rate represents the number of people unemployed as a percent of the labor force. This gives a general idea of the percentage of people who are out of work within the state. The jobless rate, using labor force, is lower than other measures of unemployment because this method does not count people who are considered underemployed (people who have a job but are looking for one better suited to their skill level). Another reason why the unemployment rate is lower than other measures is that discouraged workers are not included as unemployed. In order to be counted as unemployed a person has to be actively looking for work, which means people who have become discouraged and stopped looking for a job are not included in the calculation. The unemployment rate is very closely correlated with swings in the economy. When the economy is doing well, unemployment will generally be low or decreasing, but during times of recession, the unemployment rate will likely be high or increasing. The numbers most often presented are seasonally adjusted to account for regular patterns that occur in the labor force during certain periods of the year.

The chart on this page is the monthly unemployment for Nebraska from January 1976 through December 2010. The numbers indicate the trends of the labor market for the state of Nebraska over the last three and a half decades. While the rate is not currently at historically high levels, the current recession has caused the rate to spike to levels which have not occurred since the mid-1980s. This indicates the severity of the recession within the state compared to previous periods of economic downturn. The November rate of 4.6% is lower than the high for the recession of 5.0, but prior to 2009 the last time the rate was as high as 4.6% was June 1987. The median rate (or number with 50% of the data points being higher and 50% of the data points being lower) between January of 1976 and November of 2010 is 3.2, which helps to put into perspective how out of the normal the current rates are.

Statewide Unemployment Rate



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	10Q4	3.2%
Unemployment Rate	Dec-10	9.4%
Fed Interest Rate	Jan-10	0.25%
Current Account Balance	10Q3	-\$127 Billion
Exchange Rate DXY	Jan-11	78.96

Nebraska Indicators	Date	Value
Unemployment Rate	Dec-10	4.4%
House Value Appreciation	10Q2-10Q3	-0.49%
Average Weekly Manufacturing Hours	Dec-10	40.7
Net Taxable Retail Sales	Oct-10	\$1.900 Billion
Median Employment Wages	10Q3	\$30,313

Pricing Indicators	Date	Value
Barrel of Crude Oil	Jan-11	\$91.53
Corn for Grain	Dec-10	\$4.94
Cattle 500+ Lbs	Dec-10	\$97.6
ECI Change	10Q4	0.40%
PPI Change	Dec-10	01.1%

	December 2010			Indexes		% Change From	
	Dec-10	Dec-09	Nov-10	Dec-09	Nov-10	Dec-09	Nov-10
U.S. All Items	219.179	215.949	218.803	1.5%	0.2%		
Midwest Urban All Items	209.270	205.613	208.816	1.8%	0.2%		
Northeast Urban All Items	235.141	231.462	235.094	1.6%	0.0%		
South Urban All Items	212.488	209.738	211.996	1.3%	0.2%		
West Urban All Items	222.081	219.307	221.671	1.3%	0.2%		

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

American Fact Finder

RYAN CALDWELL, RESEARCH ANALYST

The Census has updated their American FactFinder tool available at their website. The Census Bureau's online tool for accessing a wide variety of population, economic, geographic, and housing information about the United States now features a new look and improved functionality. All new releases and datasets will be loaded into this new system and over the next several months all archived data from the legacy FactFinder will be moved into the new version.

American FactFinder provides quick access to data from the Decennial Census, American Community Survey, Puerto Rico Community Survey, Population Estimates Program, Economic Census, and Annual Economic Surveys.

The fastest way to get to the new FactFinder is by going to factfinder2.census.gov. This will take you straight to the new version. If you still need to access data on the prior version you can access that website through Fall 2011 at factfinder.census.gov.

To find out which data sets are in the new American FactFinder, select Topics from the left hand navigation of the Main page and select the Dataset filter. All data sets currently available in the system will be displayed. If you would like to receive email notices of when new data becomes available you can also sign up at the Census's website.

The screenshot displays the American FactFinder website interface. At the top, the U.S. Census Bureau logo is visible on the left, and navigation links for Feedback, FAQs, Glossary, and Help are on the right. Below the logo, the text 'Your source for population, housing, economic, and geographic data' is prominently displayed. The main content area is divided into several sections: 'Your Selections' (currently empty), 'Topics' (with a search input field and a 'GO' button), 'Geographies' (states, counties, places...), 'Population Groups' (race, ancestry...), and 'Industry Codes' (NAICS...). A 'Quick Start' section provides a search form with fields for 'topic or table name' and 'geography (optional)', along with radio buttons for 'topics', 'population groups', and 'industries'. A 'News and Notes' section contains several news items with dates and brief descriptions. On the right side, there are several utility widgets: 'U.S. Population Clock' showing the current time and population count (311,987,134), 'Reference Maps' with a dropdown menu for 'United States' and a 'GO' button, 'Address Search' with a search input field and a 'GO' button, and 'Did you know?' with a trivia question about Irish ancestry.



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. If you have or know of a business which is opening or expanding, please email Trevor.nelson@nebraska.gov with your information.

Lincoln:

Hallows Candle Shop opened in December – small shop at 33rd and O Street. **Trader Joe's** in the South Pointe Mall area opened December 3 – according to news reports, 60-70 new positions. **H&R Block** opened a new office in Edgewood Shopping Center – unknown number of positions.

Omaha:

The following openings and expansions have been reported by the Omaha Chamber of Commerce: **Mojo Smokehouse and Ales**; 30 employees. **OneWorld Community Health Centers**; 25 employees.

Southeast

Nebraska City:

Nebraska City is expecting **Fairway** to open a new store sometime in the fall of 2011. **C.J. Foods** in Pawnee City is expanding their business which will add many positions in May 2011. ■

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.

Commissioner of Labor

Catherine D. Lang

LMI Administrator

Phil Baker

Editor-in-Chief

Scott Hunzeker

Graphic Designer

Kristin Brehmer

