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NEBRASKA WORKFORCE

TRENDS

 NEBRASKA
DEPARTMENT OF LABOR

.....
January 2014

Occupational Profile
Actuaries

.....
Feature Story

Age 25 - 29 Demographic Part 1

.....
College Placement

Wayne State College

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CREDITS

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TABLE OF CONTENTS

3	AREAS OF SUBSTANTIAL UNEMPLOYMENT 2014
8	FAST FACTS
10	OCCUPATIONAL PROFILE
12	ECONOMIC INDICATORS
14	25-29 DEMOGRAPHIC
17	MAP FACTS
18	INDUSTRY DEVELOPMENTS
19	COUNTY RATES
21	GRADUATE OUTCOMES
24	OPENINGS & EXPANSIONS

HELPFUL LINKS

UNEMPLOYMENT IN BRIEF
MONTHLY UNEMPLOYMENT RATE
PREVIOUS ISSUES
NETWORKS
GLOSSARY

AREAS OF SUBSTANTIAL UNEMPLOYMENT FOR 2014

Lenora Castillo, Research Analyst

Each year the Employment and Training Administration (ETA) sets a time period for states to designate potential Areas of Substantial Unemployment (ASUs). These ASUs are used to determine the allocation of funds used for adult and youth program activities of the Workforce Investment Act.

For the 2014 program year, 35 states, the District of Columbia and Puerto Rico qualified as ASUs in their entirety. Nebraska and the 14 other states that did not qualify had to complete an ASU search.

A city, county, Metropolitan Statistical Area, Micropolitan Statistical Area, shared census tracts within counties, or a combination of any of these areas can be designated as an ASU as long as they meet these three requirements.

.....

- 1. UNEMPLOYMENT RATE OF 6.5 PERCENT OR HIGHER**
- 2. POPULATION OF AT LEAST 10,000 BASED ON CENSUS BUREAU ESTIMATES**
- 3. GEOGRAPHY THAT IS CONTIGUOUS: ANY QUALIFYING TRACT MUST TOUCH ANOTHER TRACT IN AT LEAST ONE POINT, BE SEPARATED BY A BODY OF WATER SUCH AS RIVER OR LAKE, OR BE DIRECTLY ACROSS A BODY OF WATER FROM ANOTHER TRACT.**

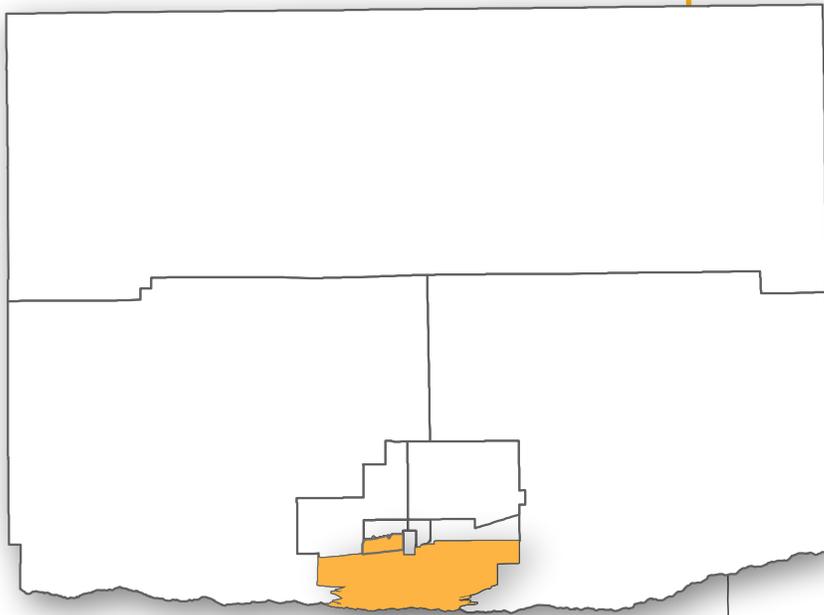
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Because of low average unemployment rates, Nebraska has to use data at the census tract level to construct ASUs. All of the census tracts in Nebraska have populations less than 10,000, so tracts have to be combined with other contiguous tracts to either meet or exceed the population requirement while not lowering the overall unemployment rate for the area below the required 6.5 percent.

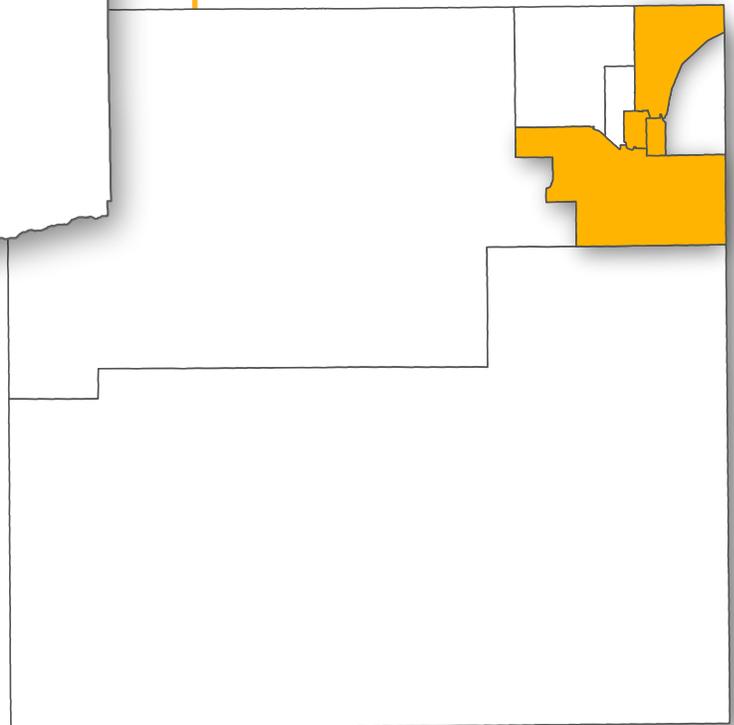
Each individual tract is tested for inclusion in an ASU, and any tract causing the ASU to fail one of the three requirements is omitted.

ASU (2014)	ASU Labor Force	ASU Employment	ASU Unemployment	# of Tracts
Lancaster County ASU	52,744	49,319	3,425	24
Douglas County ASU	159,068	148,788	10,280	90
Dawson County ASU	5,414	5,062	352	2
Scotts Bluff County ASU	10,188	9,524	664	6
Sarpy County ASU	18,980	17,739	1,241	11
Southeast Nebr. ASU	6,051	5,660	391	4
Northeast Nebr. ASU	23,028	21,531	1,497	11
Madison County ASU	7,238	6,767	471	4
Buffalo County ASU	7,561	7,060	501	2
	290,272	271,450	18,822	154

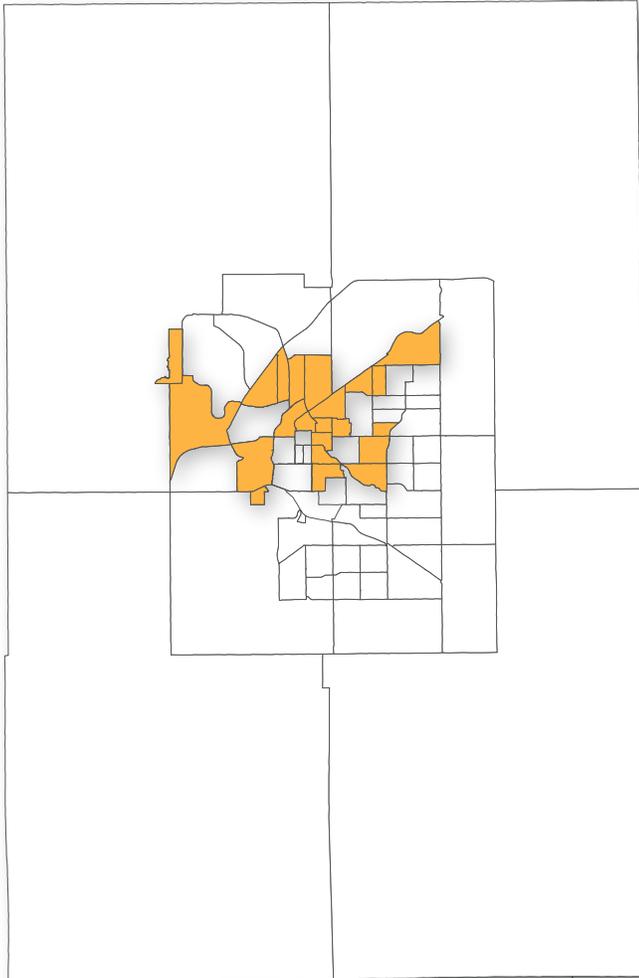
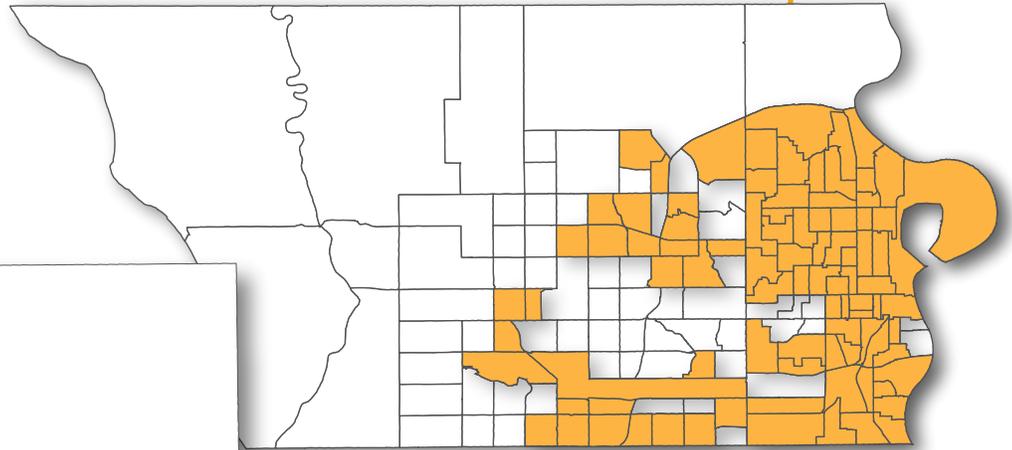
BUFFALO COUNTY ASU (2014)



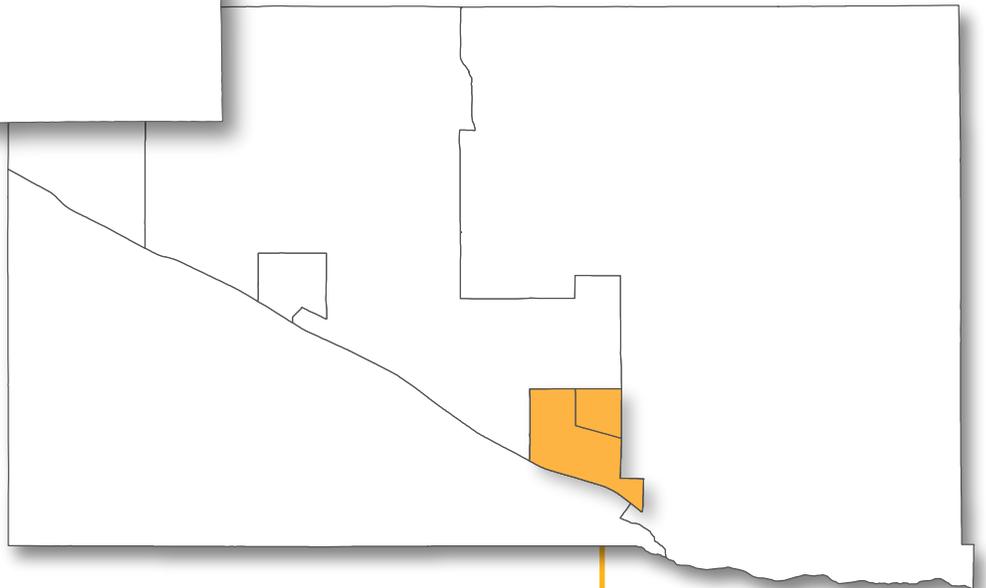
MADISON COUNTY ASU (2014)



DOUGLAS COUNTY ASU (2014)

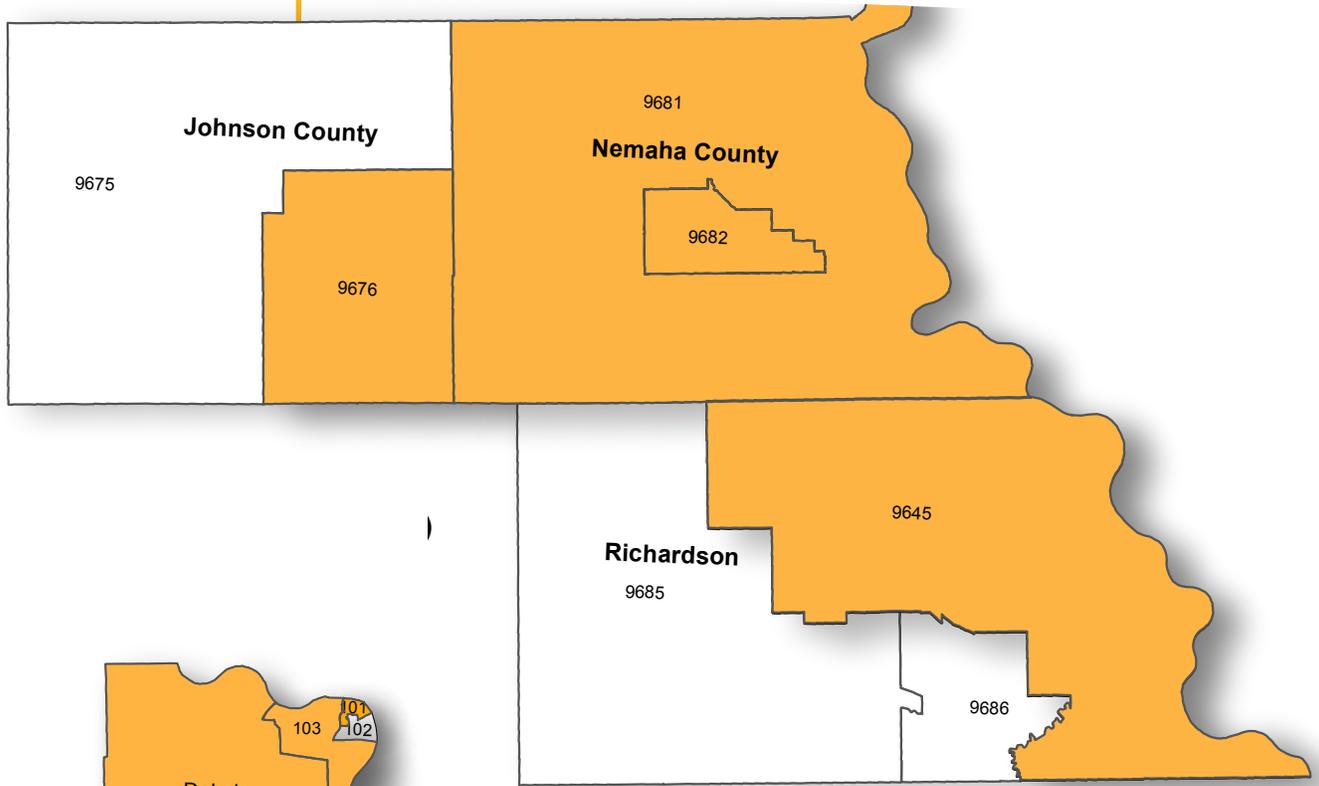


LANCASTER COUNTY ASU (2014)



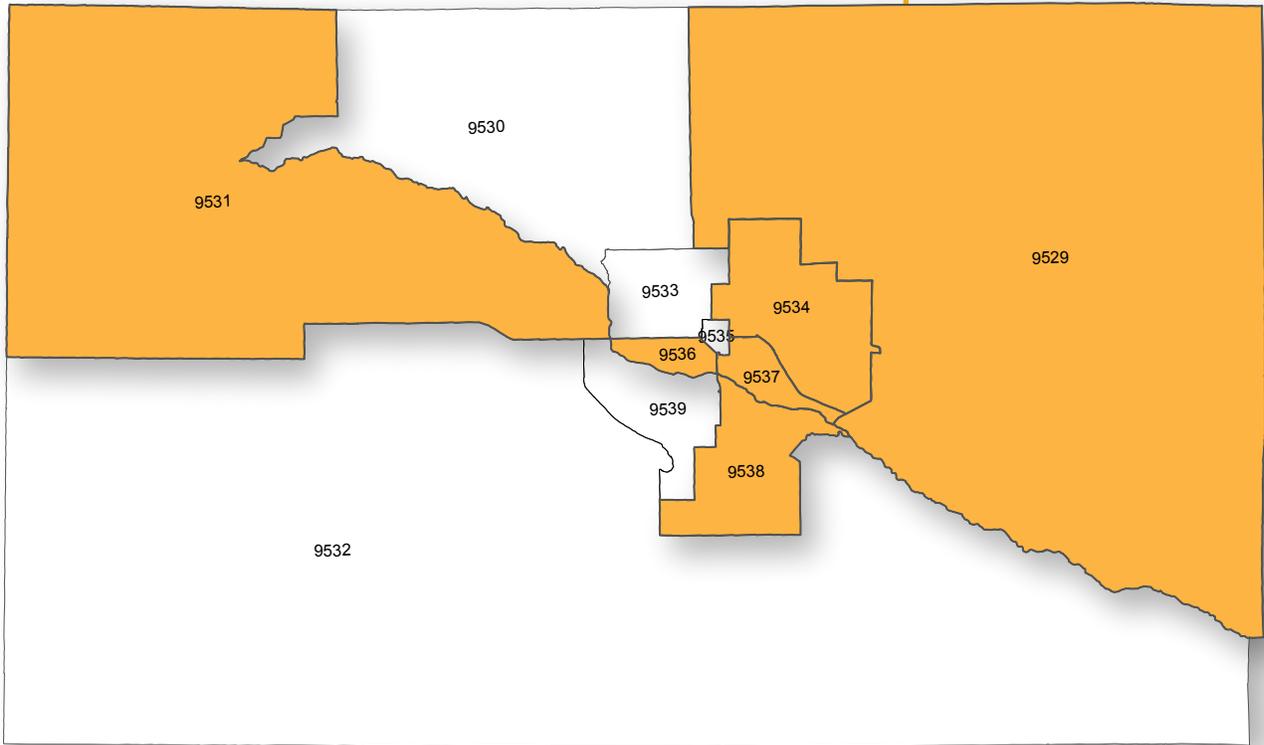
DAWSON COUNTY ASU (2014)

SOUTHEAST NEB ASU (2014)

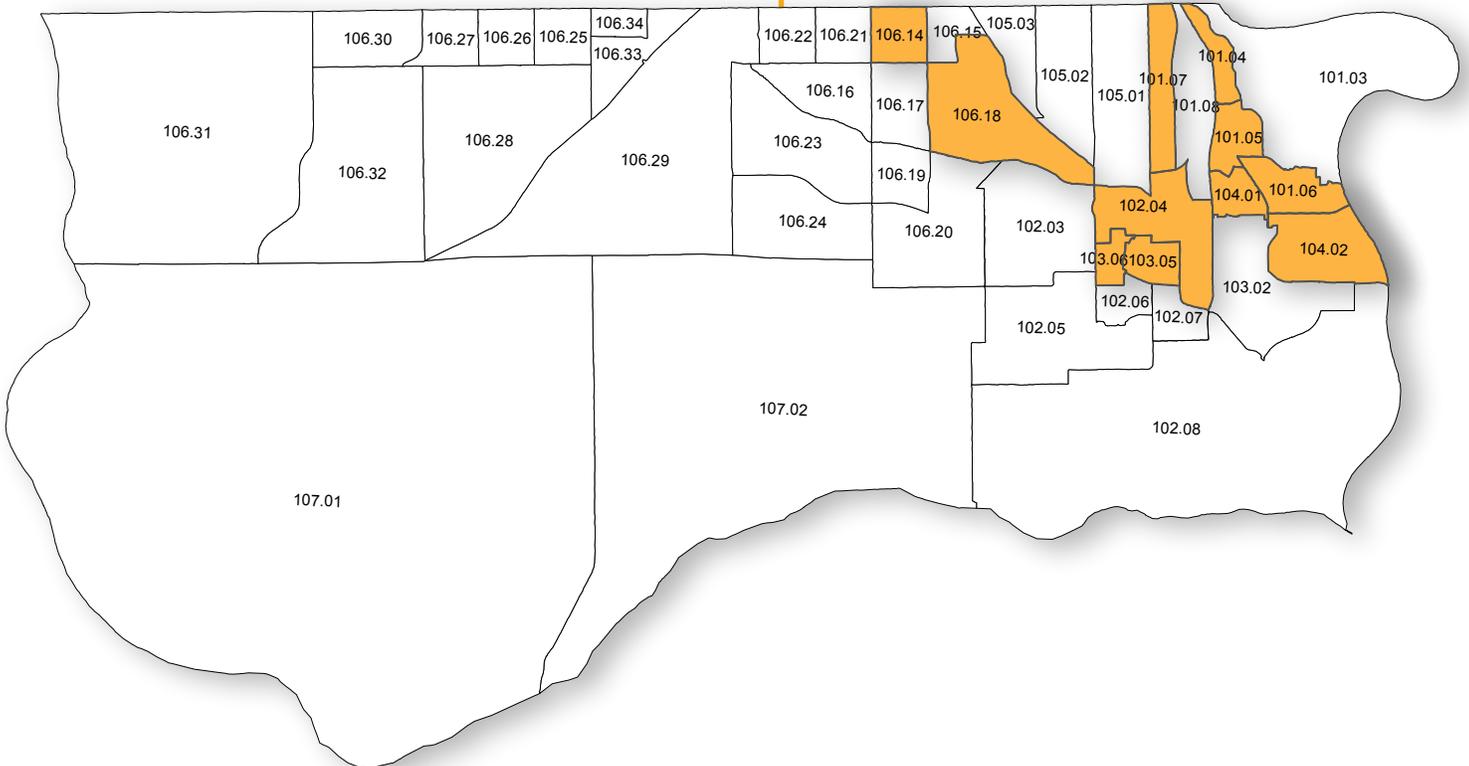


NORTHEAST NEB ASU (2014)

SCOTT'SBLUFF COUNTY ASU (2014)



SARPY COUNTY ASU (2014)



THE YEAR IN TRENDS

Ed Jaros, Research Analyst ▶

980,737

HIGHEST TOTAL NONFARM EMPLOYMENT
(INDUSTRY DEV.)

3.7%

LOWEST STATEWIDE SEASONALLY
ADJUSTED UNEMPLOYMENT RATE

666

TOTAL OPENINGS /
EXPANSIONS ANNOUNCED

3.6%

FASTEST QUARTERLY GDP
GROWTH - 3RD QUARTER 2013

<http://research.stlouisfed.org/fred2/series/bobpca>.

WORDS SIZED AND COLORED BY FREQUENCY OF APPEARANCE IN 2013 TRENDS



808

HIGHEST COUNT OF
PERMITS TO BUILD NEW
HOUSING UNITS - JANUARY

<http://research.stlouisfed.org/fred2/series/PERMIT>.

2,2622,171,342

HIGHEST PRINTED NET TAXABLE SALES - DECEMBER

http://www.revenue.nebraska.gov/research/sales_13/201309.html



MCPHERSON COUNTY
AUGUST & APRIL

1.8%

LOWEST COUNTY-LEVEL
UNEMPLOYMENT RATE

THURSTON COUNTY - JULY

9.5%

HIGHEST COUNTY-LEVEL
UNEMPLOYMENT RATE

+10.6%

LARGEST OVER-THE-MONTH GAIN
IN CONSUMER CONFIDENCE - MAY

http://press.sca.isr.umich.edu/press/press_release

PEAK WEEKLY
MANUFACTURING HOURS
PER EMPLOYEE - SEPTEMBER **41.6**

<http://research.stlouisfed.org/fred2/series/awhman.v>

OCCUPATIONAL PROFILE:

ACTUARIES

Ed Jaros, Research Analyst

If someone wishes to purchase insurance on something; her home, her vehicle, her health, she must pay a premium. The premium is the price paid by an insurance policy holder for coverage. That price is not determined arbitrarily, and in many cases it is not determined by a simple function of a few variables. Insurance premiums are dictated by what the company issuing the policy expects to happen in the future. These expectations are often formed by very complex statistical models. The engineers of these expectations and the models that produce them are called actuaries.

The US Bureau of Labor Statistics (BLS) gives us the following encapsulation of this occupation: “Actuaries analyze the financial costs of risk and uncertainty. They use mathematics, statistics, and financial theory to assess the risk that an event will occur and to help businesses and clients develop policies that minimize the cost of that risk.” (1) This general role of analyzing risk typically includes the following duties according to the BLS:

- Compiling statistical data and other pertinent information for further analysis
- Estimating the probability and likely economic cost of an event such as death, sickness, an accident, or a natural disaster
- Designing, testing, and administering insurance policies, investments, pension plans, and other business strategies to minimize risk and maximize profitability
- Producing charts, tables, and reports that explain their calculations and proposals
- Explaining their findings and proposals to company executives, government officials, shareholders, and clients

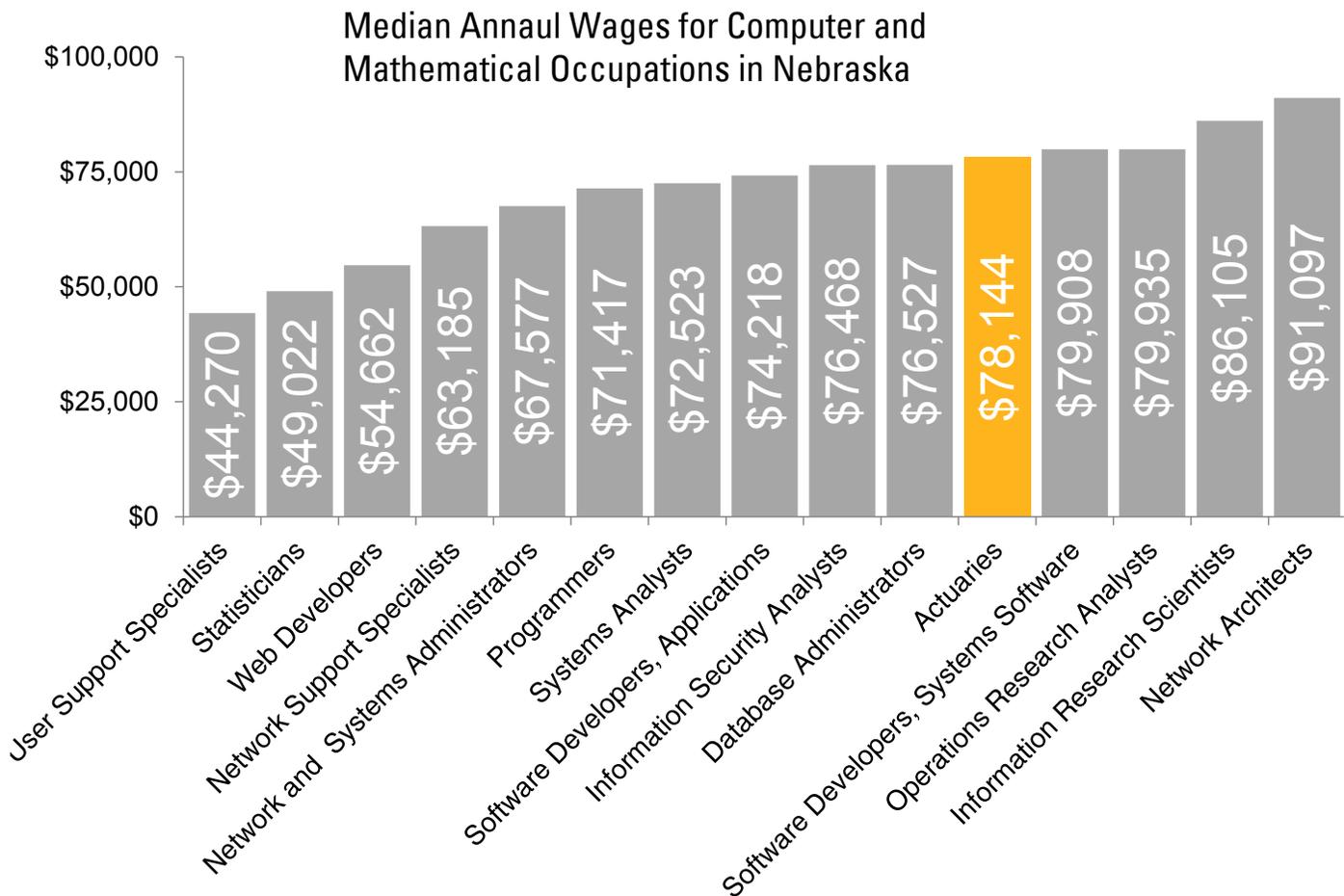
These are mentally demanding duties and preparing for them requires extensive education. Actuaries generally need to earn bachelor’s degrees to find employment. Typical areas of focus include economics, applied statistics and finance. Internships are also an important part of the path to employment for many aspiring actuaries. Professional certification is also extremely important for a career in this occupation. This certification requires passing several difficult exams, gaining experience in the industry, and continuing education throughout a career (1).

Actuaries, in addition to exceptional mathematic, analytical and problem solving skills, must be strong communicators. As mentioned previously, the methods for measuring expected risk are complex and actuaries need to be able to make that risk intelligible to clients and decision makers who may not share the actuary's level education and skill.

This combination of skills allows actuaries to demand high wages. According to the Nebraska Department of Labor's Occupational Employment Statistics, the median income for actuaries in Nebraska in the third quarter of 2013 was over \$78,000 annually. This is higher than the median wage for all occupations in Nebraska, which is estimated at less than \$32,000 annually. Of the 220 actuaries estimated to be employed in Nebraska, 150 work in the Omaha Economic Development Region and 50 in the Lincoln Economic Development Region.

Actuaries can be found working primarily in insurance agencies, brokerages, or firms which provide scientific, technical or management consulting (1). The BLS differentiates working in these two categories: "Most actuaries work full time. Actuaries who work for consulting firms often work longer hours than actuaries who are employed by insurance companies." "Actuaries typically work in an office setting. Actuaries who work for consulting firms frequently need to travel to meet with clients." (1)

Demand for actuaries is expected to increase during this decade. The BLS projects that employment in this occupation will grow 27 percent between 2010 and 2020 nationally (1). The Nebraska Department of Labor projects that Nebraska will employ 19 percent more actuaries in 2020 than it did in 2010 (2).



1. Bureau of Labor Statistics, U.S. Department of Labor. Actuaries : Occupational Outlook Handbook : U.S. Bureau of Labor Statistics. bls.gov. [Online] April 5, 2012. [Cited: December 12, 2013.] <http://www.bls.gov/ooh/math/actuaries.htm>.

2. Nebraska Department of Labor, Office of Labor Market Information, Occupational Employment Statistics Program. Annual wage or salary BLS Occupational Employment Statistics Survey data for 3rd Qtr. 2013 in Nebraska for Actuaries. 2013.

ECONOMIC INDICATORS Consumer Sentiment Index

Change Over Last Quarter/Month				
Metric	Current Time Period	United States	Midwest Region	Nebraska
Real GDP, billions of chained 2009 dollars	3rd Quarter, 2013	+3.6%	-	-
Effective Federal Funds Rate	November, 2013	-0.01%	-	-
Balance on the US Current Account, in billions of dollars	3rd Quarter, 2013	-1.8%	-	-
Barrel of Crude Oil, WTI-Cushing, Spot Price	November, 2013	-\$6.68	-	-
Employment Cost Index	3rd Quarter, 2013	+0.4%	-	-
Producer Price Index: All Commodities	November, 2013	-0.7%	-	-
Average Weekly Manufacturing Hours	November, 2013	+0.1	-	-0.4
House Price Index	3rd Quarter, 2013	+1.5%	+1.3%	+1.2%
Consumer Price Index, not seasonally adjusted	November, 2013	-0.2%	-0.2%	-
Unemployment Rate, seasonally adjusted	November, 2013	-0.3%	-0.1%*	-0.2%
New Private Housing Units Authorized by Building Permits	November, 2013	-3.1%	-0.6%	+27.1%
Net Taxable Sales	September, 2013	-	-	+0.2%
Money Stock, M2	November, 2013	-0.2%	-	-
University of Michigan, Consumer Sentiment Index	November, 2013	+2.6%	-	-

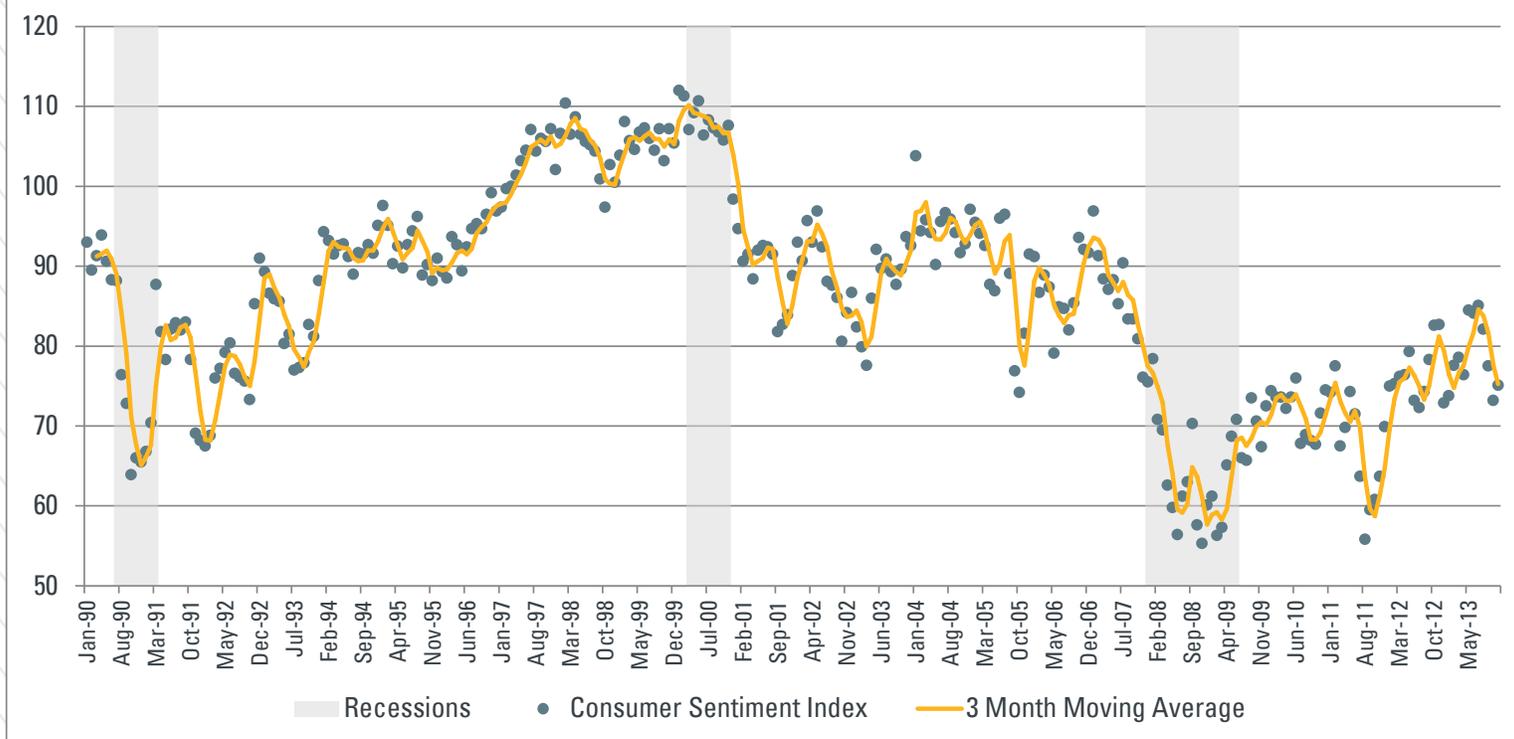
* Data is lagged one month.

In each new issue of Trends, the economic indicators section will feature a chart or graph focused on one of the economic indicators listed above. This month, we'll be focusing on the Consumer Sentiment Index.

The Surveys of Consumers pioneered the development of measures of consumer confidence, and remains the pacesetter in the use of the data for understanding the important influence of consumer spending and saving decisions on the course of the national economy. The surveys have proven to be an accurate indicator of the future of the national economy. The data is widely used by a broad range of business firms, financial institutions, and federal agencies. The Index of Consumer Expectations is an official component of the Index of Leading Indicators developed by the U.S. Department of Commerce.

To Learn more visit: http://www.press.sca.isr.umich.edu/press/about_survey

Consumer Sentiment Index



Sources:

1. Federal Reserve Bank of St. Louis. Effective Federal Funds Rate (FEDFUNDS). stlouisfed.org/. [Online] December 1, 2013. [Cited: December 6, 2013.] <http://research.stlouisfed.org/fred2/series/fedfunds>.
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3. —. Producer Price Index: All Commodities (PPIACO). stlouisfed.org. [Online] November 21, 2013. [Cited: December 6, 2013.] <http://research.stlouisfed.org/fred2/series/ppiaco>.
4. —. Average Weekly Hours of Production and Non-supervisory Employees: Manufacturing (AWHMAN). stlouisfed.org. [Online] December 6, 2013. [Cited: December 6, 2013.] <http://research.stlouisfed.org/fred2/series/awhman>.
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10. —. New Private Housing Units Authorized by Building Permits (PERMIT). stlouisfed.org. [Online] November 27, 2013. [Cited: December 6, 2013.] <http://research.stlouisfed.org/fred2/series/PERMIT>.
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13. U.S. Bureau of Labor Statistics. Employment Cost Index. bls.gov. [Online] November 9, 2013. [Cited: December 6, 2013.] <http://www.bls.gov/news.release/eci.toc.htm>.
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Age 25-29 Demographic

Part 1: Marriage, Children and Home Ownership

ED JAROS, RESEARCH ANALYST

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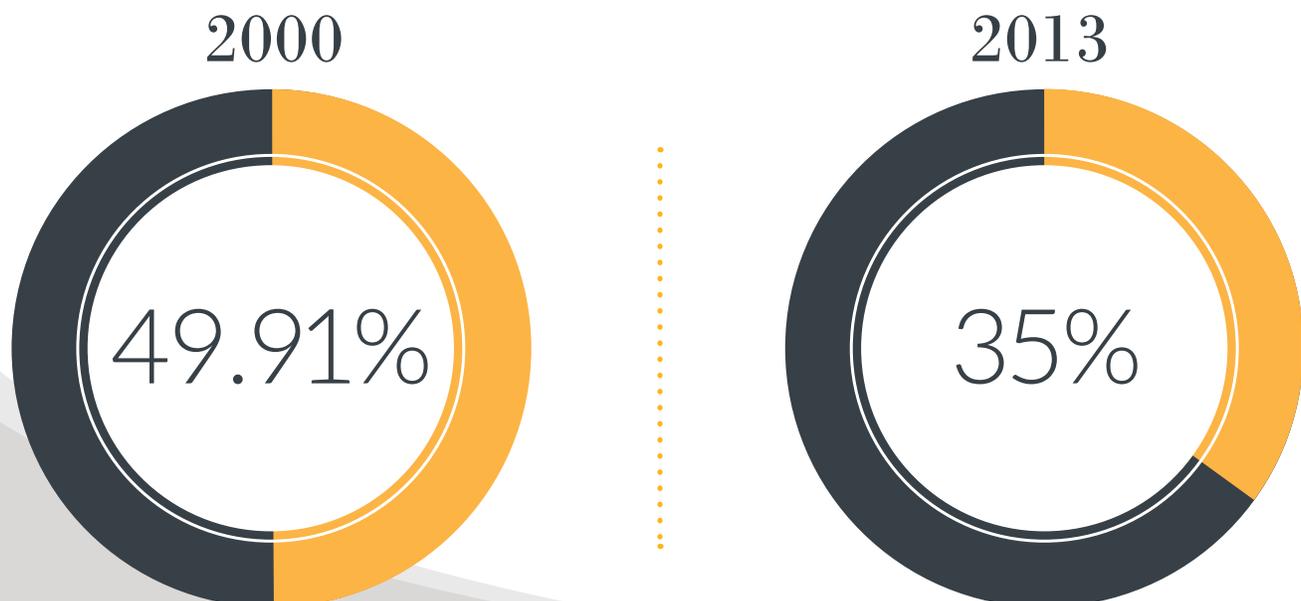
Census Bureau data indicates that Since 2000, the rates at which Americans aged 25 to 29 get married, have children and own homes have all fallen. There are many factors that influence at what age, or whether or not these milestones occur, but the focus of this article will be on the extent of the decline and how Nebraska's rates compare to the nation.

Marriage

In 2000, the US Census Bureau measured that 49.41 percent of Americans aged 25-29 were married, excluding separations (1). In 2012, the Census Bureau estimated that that same figure had fallen to 35 percent (2). This significant demographic shift was witnessed across all states.

In Nebraska, the percentage of people aged 25 to 29 who were married excluding separations fell from 54.06 percent in 2000 to 43.13 in 2012. Each state saw a decline in this statistic between 2000 and 2012, and all but two states saw a decline of 10 or more percentage points. In 2012 the Census Bureau estimates that there were only two states, Utah and Idaho, in which a majority of the population aged 25 to 29 was married. In 2000, 23 states met that criterion.

Percentage of Americans aged 25-29 who are married, not including separations



Birth Rates in American Females aged 25 - 29

BIRTH RATES IN 2000

107.9 OUT OF 1000



BIRTH RATES IN 2013

96.9 OUT OF 1000



Birth Rates

In 2000, the Current Population Survey estimated that nationwide 107.9 births occurred per 1,000 women aged 25 to 29 (3). In 2012, that same statistic had fallen to 96.6 births per 1,000 women in 12 months (4). On average, this indicates a drop of 11.3 births per 1,000 women 25-29 per year.

While historical data on birth rates by state for this five-year age demographic was not assembled, the 2012 birth rate data is similar to the marriage data for this demographic in its geography. Places like Massachusetts and the District of Columbia, which had low marriage rates in this age range, also had low birth rates. Likewise, Utah and Idaho, the top two states by percentage of 25-29 year olds who were married, were near the top in ranking by birth rates in women age 25-29.

During 2012, the American Community Survey estimated that about 12.31 percent of females 25 to 29 gave birth, a little less than one in eight. The birth rate in Nebraska for this demographic was higher than the national average, with 15.24 percent of females 25 to 29 giving birth in 2012.

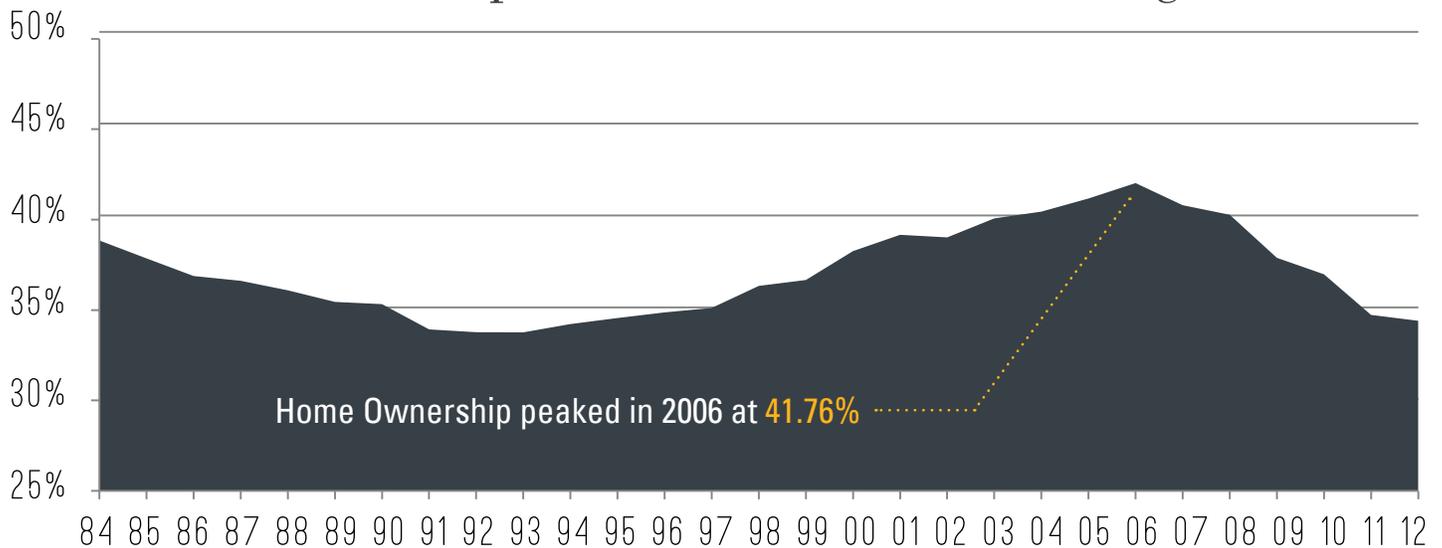
Home Ownership

In 2000, the Census Bureau estimated that 38.06 percent of householders (a concept similar to the no-longer-used 'head of household') aged 25-29 owned the homes in which they lived (5). People aged 25-29 living in households for which they are not the householder are not included in these estimates. By 2013, the Census Bureau estimated that 34.26 percent of householders aged 25-29 owned the homes in which they lived, a decrease of 3.79 percentage points.

While a decrease occurred over the period between 2000 and 2012 as a whole, home ownership among householders aged 25-29 actually peaked in 2006 at 41.76 percent. Through the burst of the housing bubble, the near-collapse of the financial system and the ensuing recession over the six years between 2006 and 2012, the rate of home ownership among householders aged 25 to 29 dropped 7.5 percentage points.

An article in next month's TRENDS will examine similar rate decreases within this age demographic's labor force participation.

Home Ownership in American Householders aged 25 - 29



- Sources: 1. US Census Bureau. 2000 Census SF4 Table PCT035. Washington, DC : s.n., 2001.
2. —. 2012 ACS 1 year Estimates Table B12002. Washington, DC : s.n., 2013.
3. —. Table 2. Children Ever Born per 1,000 Women, Percent Childless, and Women Who Have Had a Child in the Last Year. census.gov. [Online] October 18, 2001. [Cited: December 19, 2013.] <http://www.census.gov/hhes/fertility/files/cps/2000/tab02.txt>.
4. —. 2012 ACS 1 Year Estimates Table B13016. Washington, DC : s.n., 2013.
5. —. Housing Vacancies and Homeownership (CPS/HVS) - Historical Tables - People and Households - U.S. Census Bureau. <http://www.census.gov/>. [Online] 2012. [Cited: December 19, 2013.] <http://www.census.gov/housing/hvs/data/histtabs.html>.
6. Hanson, Andrew R, Carnevale, Anthony P and Gulish, Artem. FAILURE TO LAUNCH. s.l. : Georgetown Public Policy Institute, 2013.

MAP FACTS: MULTIPLE JOB HOLDERS

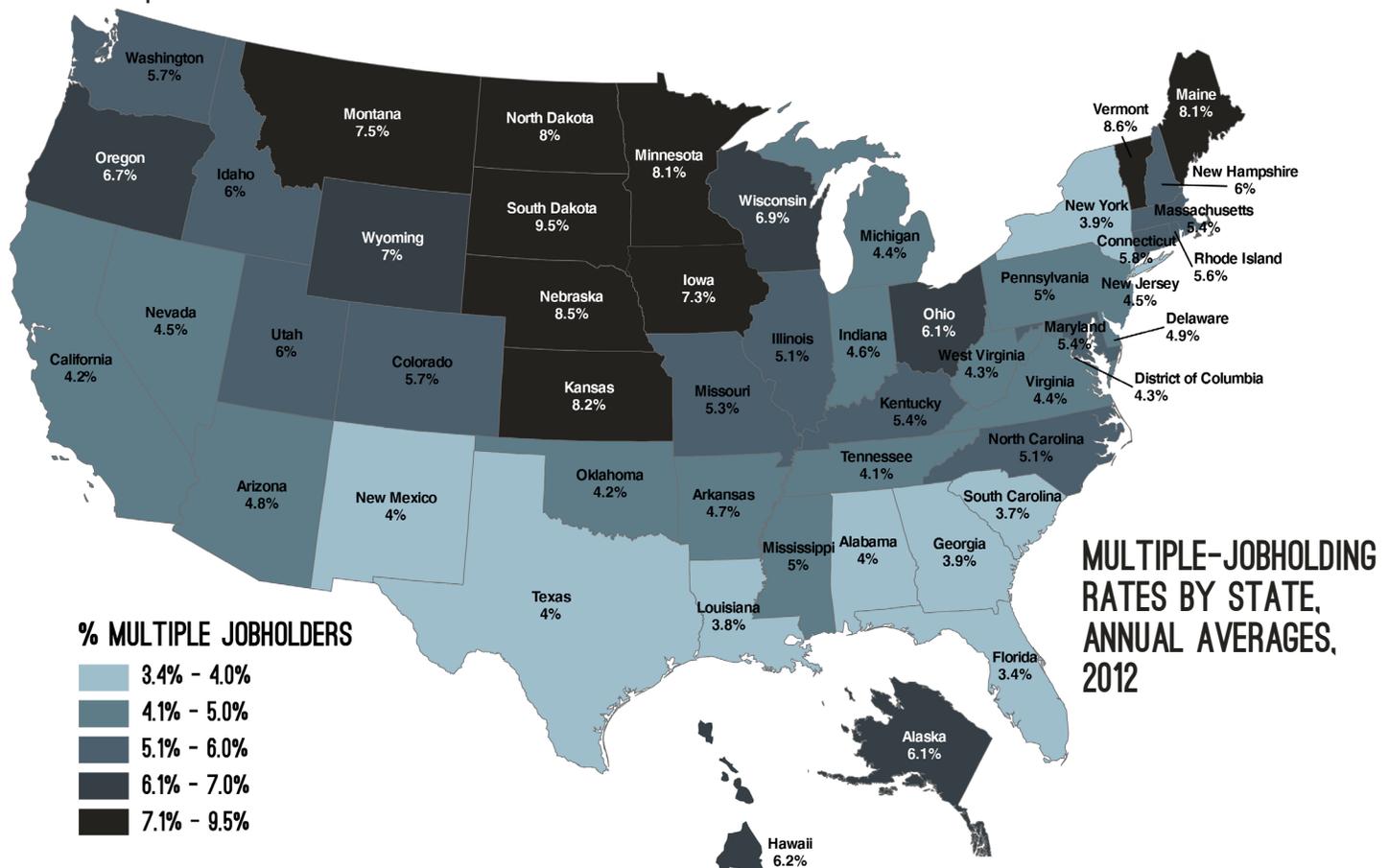
JODIE MEYER, RESEARCH ANALYST

Almost everyone knows someone who holds more than one job. People work more than one job for many reasons, from money to just enjoying the work. This month's map features multiple jobholders as a percentage of total employment by state.

The data appearing on the map accompanying this article is from the Current Population Survey, a joint project of the Census Bureau and the Bureau of Labor Statistics. In this survey a multiple jobholder is a person who reported that during the reference week of the survey they fell into one of three categories. The categories are: wage or salary workers who hold two or more jobs, self-employed workers who also hold a wage or salary job; or unpaid family workers who also hold a wage or salary job.

The national annual average multiple-jobholding rate was 4.9 percent in 2012. Rates for the states ranged from a low of 3.4 percent in Florida to a high of 9.5 percent in South Dakota. Nebraska's rate was the third highest in the nation at 8.5 percent. Vermont ranked slightly higher at 8.6 percent to take over the second place spot.

Northern states in general had higher rates than southern states. Specifically the West North Central Census division had all but one state with multiple-job holding rates significantly above the U.S. average. The West North Central Census division consists of the states of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota. This division had a multiple-job holding rate of 7.3 percent, the highest of the eight divisions. The West South Central division, made up of Arkansas, Louisiana, Oklahoma, and Texas, had the lowest rate at 4.0 percent.



Source: United States Bureau of Labor Statistics. Monthly Labor Review. Multiple jobholding in states in 2012. [Online] December 2013. [Cited: December 19, 2013.] <http://www.bls.gov/opub/mlr/2013/article/multiple-jobholding-in-states-in-2012.htm>.

Industry Developments: RETAIL TRADE

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Janet Oenbring, Research Analyst

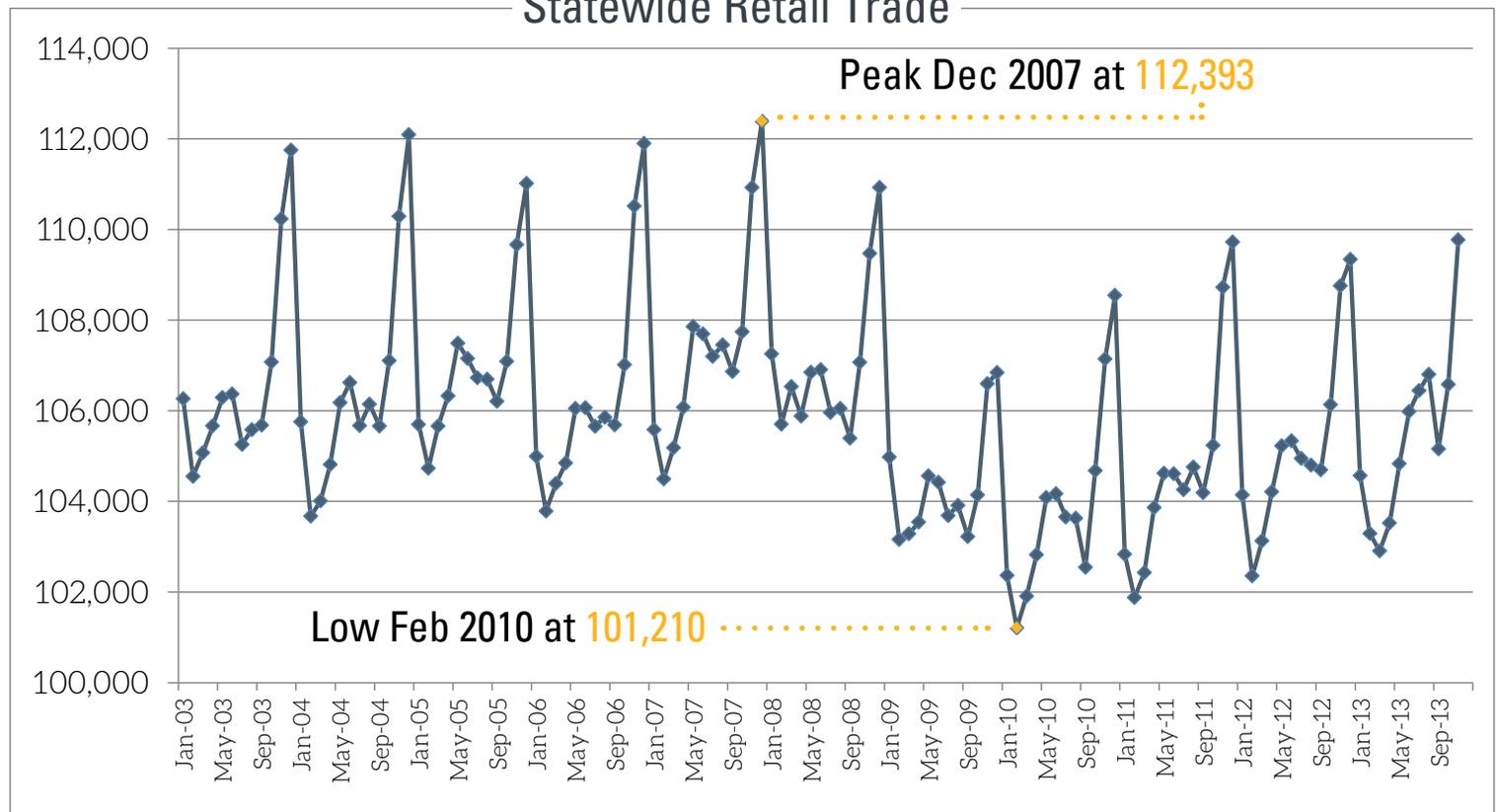
Trade, transportation and utilities is the largest industry supersector in Nebraska in the past decade, contributing between 20.5 and 21.8 percent of total nonfarm employment. It is made up of three sectors. The largest of these, retail trade, comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

For the past decade, retail trade has contributed from 51.8 to 56.0 percent of the employment in the trade, transportation, and utilities supersector. Wholesale trade has made up 23.4 to 27.8 percent and transportation, warehousing, and utilities has made up 19.7 to 21.5 percent.

Statewide, retail trade as a whole is very cyclical with lows occurring in February and highs in December because the employment is affected by seasonal shopping. The past decade low occurred in February 2010 at 101,210. The past decade high occurred in December 2007 at 112,393. As of November 2013, statewide retail trade employment is at 109,768, which is 52.8 percent of the total employment in trade, transportation, and utilities.

Retail trade is broken down into 12 subsectors. In Nebraska, there are three subsectors that have made up about half of retail trade during the past five years: general merchandise stores (20,434 to 23,995 jobs), food and beverage stores (18,455 to 19,556 jobs), and motor vehicle and parts dealers (11,468 to 12,851 jobs).

Statewide Retail Trade



1. <https://networks.nebraska.gov/analyzer> . Nebraska Department of Labor, Local Area Unemployment Statistics Program
 2. Local Unemployment Statistics Program (LAUS), Nebraska Department of Labor and US Department of Labor, Bureau of Labor Statistics
 3. Current Employment Statistics (CES), Nebraska Department of Labor, US Department of Labor, Bureau of Labor Statistics

COUNTY RATES

Byron Lefler, Research Analyst

October - Nebraska

October Total Non-farm: 981,281
 Manufacturing: 97,433

Labor Force Employment¹ (by place of residence):

Nebraska (smoothed seasonally adjusted)

October unemployment rate: 3.9%

Change Over the Month (OTM): -0.2%

Change Over the Year (OTY): unchanged at 3.9%

Economic Regions (not seasonally adjusted)

Central: 2.8% (-0.2 OTM)

Mid Plains: 3.0% (-0.2 OTM)

Northeast: 3.3% (-0.2 OTM)

Panhandle: 3.4% (-0.3 OTM)

Southeast: 3.4% (-0.4 OTM)

Lincoln MSA (not seasonally adjusted)

October unemployment rate: 3.1%

October Total Non-farm: 181,485

Manufacturing: 13,463

Largest OTM Increase:

Government: 1,083 (2.8%)

Trade, Transportation, & Utilities: 281 (0.8%)

Largest OTY Increase:

Leisure and Hospitality: 1,108 (6.9%)

Government: 783 (2.0%)

Omaha MSA (not seasonally adjusted)

October unemployment rate: 3.8%

October Total Non-farm: 475,654

Manufacturing: 31,438

Largest OTM Increase:

Trade, Transportation, & Utilities: 1,390 (1.5%)

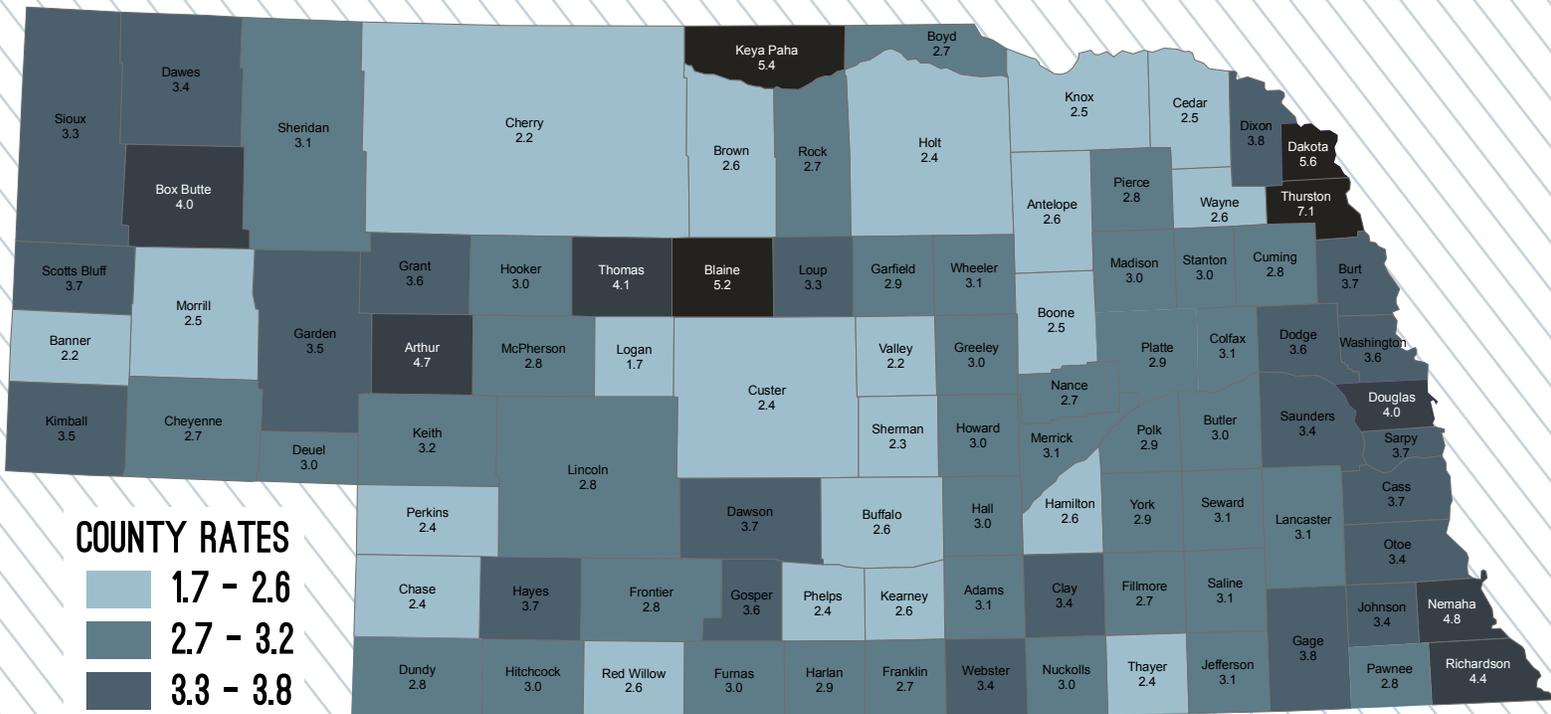
Government: 1,252 (1.9%)

Largest OTY Increase:

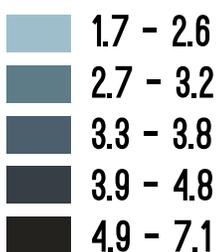
Trade, Transportation, & Utilities: 2,416 (2.6%)

Mining & Construction: 733 (3.3%)

OCTOBER 2013 COUNTY RATES



COUNTY RATES



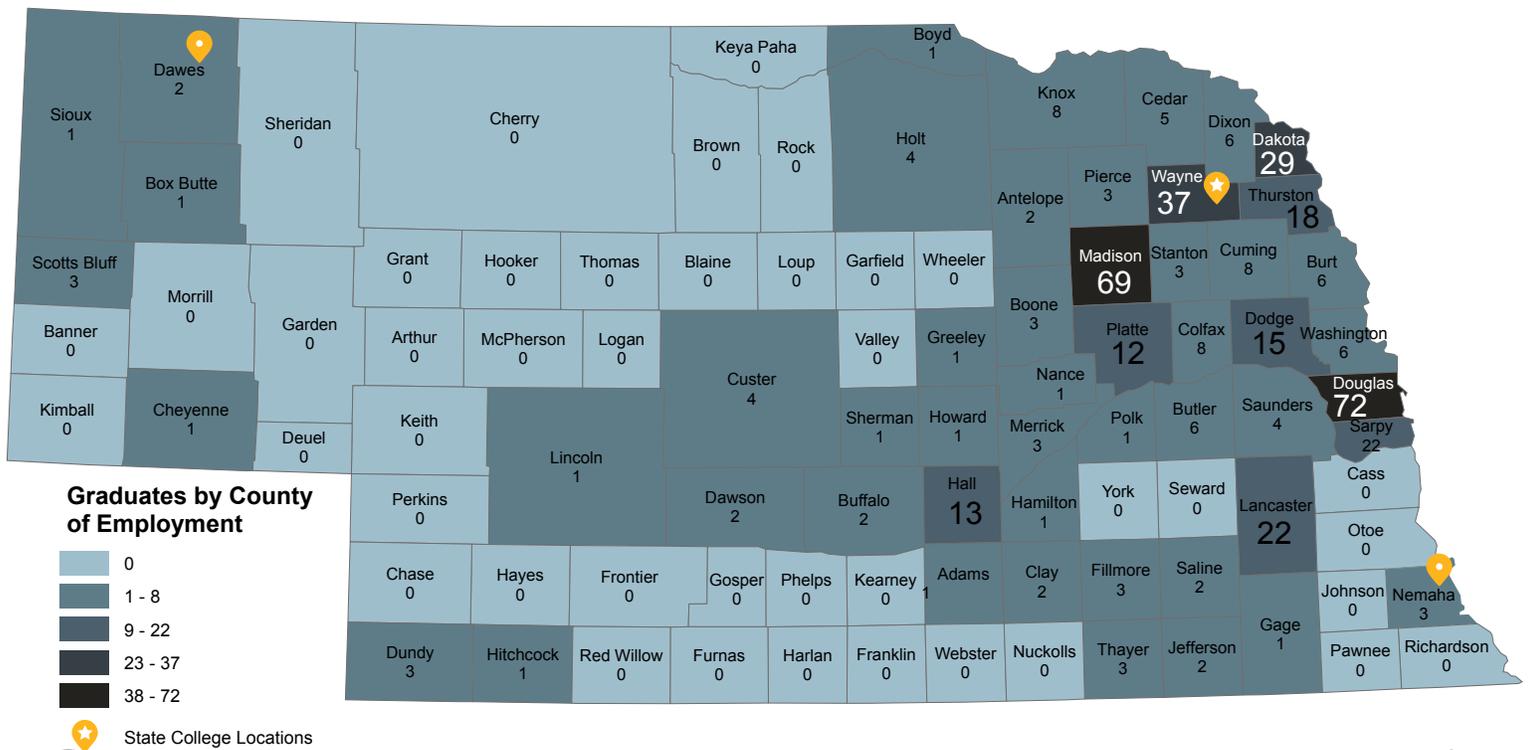
Graduate Outcomes: Wayne State College

..... Mary Findlay, Research Analyst

Wayne State College Employment Outcomes

There were 783 Wayne State College graduates between July 1, 2010 and June 30, 2011. Of these graduates, 562 (72 percent) were working in Nebraska in the first quarter of 2012, a four percent increase over the previous year. More than half the graduates (62 percent) were female, with 73 percent working in the state, while 69 percent of male graduates were employed in the state.

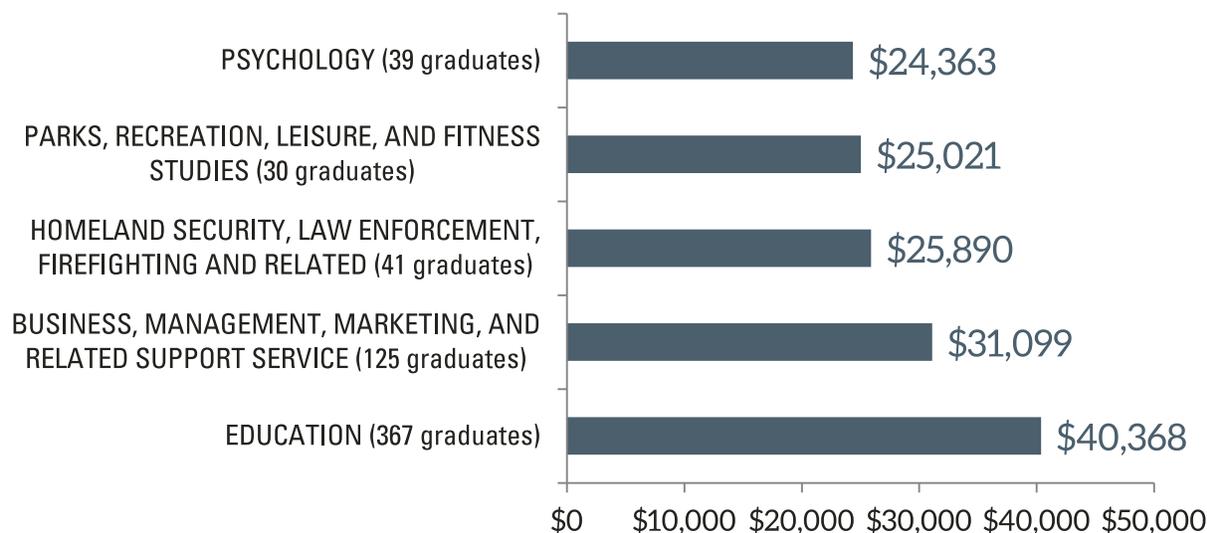
There was at least one graduate employed in 51 of the state's 93 counties. Douglas County had the highest graduate employment with 72 followed by Madison County with 69 and Wayne County with 37, comprising 41 percent of graduate employment.



Continued on next page

Table of Contents

Estimated Average Annual Wages by General Field of Study with 30 Graduates or More Working in the State



Industry Employment

Half of the graduates working in the state were employed in the educational services industry. Retail trade (8 percent) and health care (7 percent) had the next highest percentages. These totals include graduates from all fields of study who are employed in these industries.

Industry Wages

The highest industry average annual wages for the 2010-2011 graduates were found in the educational services industry, which had an annual average wage of \$41,749. This average includes graduates with bachelor's, master's and post master's certificates. The 25 graduates employed in the manufacturing industry had the second highest discloseable average annual wage of \$37,959.

Fields of Study and Employment

Overall, master's degree graduates in curriculum and instruction had the highest number (122) of graduates working in the state followed by bachelor's degree graduates in business administration and management with 77.

There were 250 graduates in 17 degree/fields of study that had 80 percent or more of the graduates working in the state. Eight degree/fields of study had 100 percent of graduates working in the state; however, all of these degree/fields of study had seven or fewer graduates in each.

Fields of Study and Wages

The top seven highest wages by field of study were earned by master's degree or above graduates. Top average annual wages were earned by the 11 post masters certificate graduates in superintendency and educational system administration with \$92,947. The second highest discloseable wages were earned by educational leadership and administration master's degree graduates with \$58,502.

For more graduate outcomes information contact the Nebraska Department of Labor's Office of Labor Market Information or view the annual report at <https://networks.nebraska.gov/gsipub/index.asp?docid=417>.





*Kermit Spade,
Research Analyst*

Lincoln

From Lincoln Chamber of Commerce

- Gateway Senior Living 225 N 56th St (expansion, new construction)
- Right at Home 2120 S 56th Street (new ownership)
- The Ambassador Health System 4405 Normal (expansion, renovation)
- Nothing Bundt Cakes, 4107 Pioneer Woods Drive, Suite 102 (New business)
- Country Inn and Suites Airport, 1301 W Bond Circle (Open house/ribbon cutting)
- Dickey's Barbecue, 6125 Apple Way, Suite 209 (new location)
- Stirk CNG, 6001 Cornhusker Hwy (compressed natural gas filling station)

From Strictly Business

- Nebraska Colocation Center, 206 S 13th (new colocation data center)
- Shanti's Boutique, 2917 Pine Lake Road (new business)
- Paper Kite Boutique, 4744 Prescott (new business)
- Angel Face Aesthetics, 48th and Pioneers (facials, skin care etc. – new business)
- Konica Minolta Business Solutions, 620 N 48th (technology center)
- Tanner's Bar and Grill, 30th and Yankee Hill (beverage and food)

From Lincoln Journal Star

- AAA Ultimate Pawn, 1400 South St (pawn shop)

Omaha

<i>Company</i>	<i>Type of Business</i>	<i># of Jobs</i>	<i>Source of Information</i>
Juice Stop	Juice store	6	Omaha World Herald
Doane College	College	10	OWH
Firestone Auto Care	Repair & tire shop	12	OWH
Chapter Two Books	Book store	2	OWH
Beauty First –Ne Crossing	Hair products salon	5	OWH
Hawthorn Suites	Hotel	25	OWH
Gifford Park Apts.	Apartments & retail	5	OWH
B2 Interactive	Self-storage call center	25	OWH
Me & Me	Fashions & accessories	5	OWH
Ugly Sister Boutique	Trendy fashions	5	OWH
Ace Hardware-Gretna	Hardware store	6	OWH
Aksarben Café	Cinema café	5	OWH
Goodwill (Papillion)	Retail donation store	7	OWH
Wallflower	Vintage clothes	2	OWH
Gunderson’s Jewelers	Jewelry	10	OWH
Walmart (LaVista)	Neighborhood market	95	OWH
Encore	Shoe store	5	OWH
Home Instead	Senior home care	10	OWH
Premier Bank	Bank branch	5	OWH
Bellevue Pet Adventures	Pet sitter and groomer	12	OWH
Elite Cheer	Cheerleading & gym	5	OWH
Platinum Fitness	Fitness center	10	Omaha Chamber of Commerce
Great Southern Bank	Bank	10	OCC
Sam’s Club	Warehouse store	175	OCC
Fields of Gretna	Soccer field complex	2	OCC
Railyard Pizza & Tavern	Restaurant	10	OCC
9Round	Kickboxing gym	5	OCC
All That Boutique	Clothing & home acces.	3	OCC
JEO Consulting Group	Engineering services	10	OCC
Patriot Homebrew Supply	Retail brewery supplies	3	OCC
Worldline Music Group	Recording studio	2	OCC
Locton Const. Inc.	Insurance brokers	30	OCC

Expansions

Fairfield Inn-Marriott	110 room hotel	0	OCC
Buffalo Park- Papillion	Slash pad	0	OCC
St Joseph’s Catholic Church	Education center	0	OCC
Marketplace Shopping Cntr.	Red Legacy purchase	0	OCC
Grey Plume Provisions	Restaurant retail store	0	OCC
Red Lobster	Remodeled 3 stores	0	OCC
Victory Apartments	Apartments	0	OCC
Phoenix Construction	Construction co.	2	OCC
Ag Processing INC	Soybean processing	0	OCC
Ballantyne Strong	Acquired 2 companies	0	OCC
Mutual of Omaha	Turner Prk North spaces	0	OCC

Nebraska Crossing - Gretna

1500 Employees (OWH)

Adidas	Athletic clothes and shoes
American Eagle Outfitters	Clothes
Ann Taylor	Women's clothing
Banana Republic	Clothing
BeautyFirst	Hair & makeup
Borsheims Boutique	Jewelry
Bose	Sound systems
Brooks Brothers	Men clothing
Carter's	baby & Children's clothing
Chico's	Women's clothing
The Children's Place	Children's clothing
Claire's	Jewelry and accessories
Coach	Leather goods for men and women
Cole Haan	Shoes
Columbia	Sportswear for men and women
Converse	Footwear and sportswear
Corningwear	Dinnerware and bake ware
Crabtree & Evelyn	Bath and body products and gourmet foods
Dressbarn	Women's apparel
Eddie Bauer	Men and women's outdoor clothing & gear
Famous Footwear	Shoes
Forever 21	Trendy fashions for men and women
Gap	Casual clothes for men and women
Gold Toe	Socks
Gymboree	Children's clothing
Haggar	Men's clothing
Hanes	Underwear, hosiery, swimwear
Helzberg Diamonds	Jewelry
Hot Topic	Fashions for teenagers
J. Crew	Men's and women's apparel
Johnston & Murphy	Shoes, leather goods
Journeys	Teen footwear
Justice	Girl's apparel for ages 7 to 14
Kate Spade	Upscale retailer for clothing for women
Kay Jewelers	Jewelry and gifts
Kitchen Collections	Kitchen tools and products
Lane Byrant	Women's plus-size apparel
Levi's	Jeans and casual wear
Lids	Hats and team apparel
Lindt Chocolate	Chocolate confections
Loft	Women's apparel
Lucky Brand	Vintage clothing for men and women
Maurices	Career and casual apparel for women and girls

Michael Kors	Classic fashions for women
Motherhood Maternity	Apparel for expectant women
Nike	Athletic footwear and equipment
Oakley Vault	Eyewear for men and women
Old Navy	Casual apparel for men, women and children
OshKosh B'gosh	Children's clothing
Polo Ralph Lauren	Men and women apparel & fragrances
Rack Room Shoes	Footwear for men, women and children
Rue21	Casual clothing for men and women
Samsonite	Luggage, backpacks, laptop bags
Skechers	Shoes and accessories
Sunglass Hut	Sunglasses for women
Swarovski Crystals	Cut crystal gemstones, watches and accessories
Tommy Bahama	Sportswear & swimwear for men and women
Torrid	Plus-size apparel for women
Under Armour	Athletic apparel, footwear, and accessories
White House Black Market	Black and white apparel for women
Wilson's Leather	Leather coats and handbags for men and women
Auntie Anne's	Snacks and drink eatery
Big Cheese	Restaurant
Burger Star	Burgers and beer
Cuppycakes Sweet Boutique	Bakery, pastries & wine
Pieocracy	Customer created pizzas and salads
Scooter's	Food and coffee shop
Subway	Submarine sandwiches, drinks and snacks
Voodoo Taco	Tacos, side dishes, and drinks
Bakery Express	Bakery

Southeast

Beatrice

- Selectel Wireless
- Flowing Stone Art Gallery
- Great Clips

Nebraska City

- Arbor Mart Car Dealership

Fairbury

- Husker Rehabilitation & Wellness Centers, P.C.
- Dirty Biz Laundry
- Mans Heating & Air

Falls City

- Sport'n
- Kobza Dental

Northeast

Norfolk

- Norfolk Iron and Metal
- Sublime Hair and Nails
- CVS

West Point

- Runza

Panhandle

Alliance

- The Steakhouse

NEBRASKA WORKFORCE
TRENDS