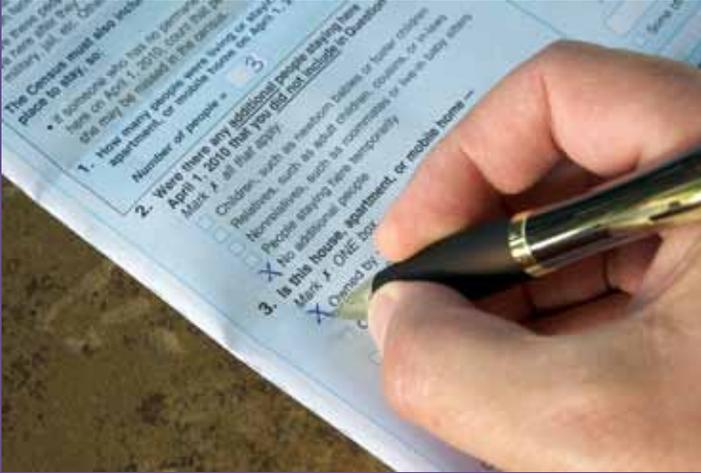


NEBRASKA WORKFORCE **JULY 2012** Trends



**A Look at the U.S
Census**



**Nebraska Labor
Force Demographics**

Also Featuring...

Fast Facts...
County Fairs!

Map Facts...
Nebraska Passport

College Placement...
Chadron State College

Occupational Profile...
**Amusement & Recreation
Attendants**



TABLE OF CONTENTS

Chadron State College <i>College Placement</i>	3
Two Surveys, One Intersection of History <i>Feature Article</i>	4
Nebraska Labor Force Demographics for 2010 <i>Feature Article</i>	7
Nebraska Passport <i>Map Facts</i>	10
County Fair! <i>Fast Facts</i>	11
Amusement and Recreation Attendants <i>Occupational Profile</i>	12
Openings and Expansions	14
Economic Indicators	15
Industry Developments	16
May 2012 <i>County Rates</i>	19

GRADUATE OUTCOMES

Chadron State College



There were 471 Chadron State College graduates from July 1, 2009 to June 30, 2010. Of these graduates, 214 (45%) were employed in Nebraska in first quarter 2011. The percentage of graduates working in the state was down three percent from the previous year. Females made up 60% of the graduates and were more likely (50%) to be working in the state than males (39%). The estimated average annual wages for all graduates was \$26,809. Bachelor's degree graduates averaged \$21,698 while Master's graduates averaged \$45,476 per year.

Chadron State College graduates were employed in 34 of Nebraska's 93 counties. Nearly half (44%) were working in Dawes and Scotts Bluff Counties.

The Educational Services industry employed the highest number of graduates with 89, followed by Retail Trade with 20, and Health Care with 18. The six graduates working in the Management of Companies and Enterprises industry had estimated wages of \$43,109, the highest for any industry. The second and third highest wages were earned by the five graduates in Agriculture, Forestry, Fishing & Hunting with \$38,088, and the 89 graduates in Educational Services with \$32,532.

Five of the six fields of study with the highest discloseable

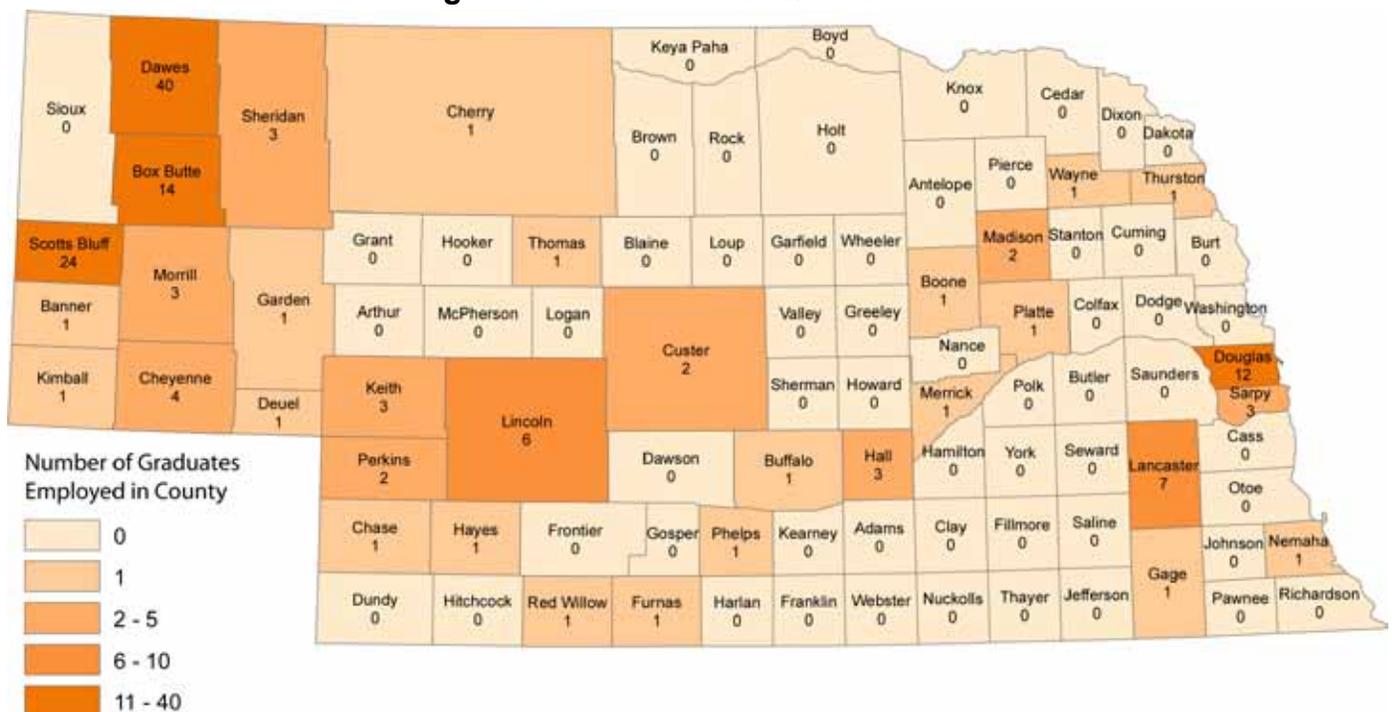
earnings were Master's Degree programs. The top two fields of study with the highest discloseable wages were Counselor Education/School Counseling and Guidance Services with estimated average earnings of \$60,282 and Educational Administration and Supervision with earnings of \$56,649. The only Bachelor's program in the top six fields of study with discloseable wages was Information Science/Studies.

Four Bachelor's degree fields of study had more than 80% of graduates working in Nebraska. Within this group, the Drama and Dramatics/Theatre Arts, General field of study had the highest number (4) of graduates working in the state.

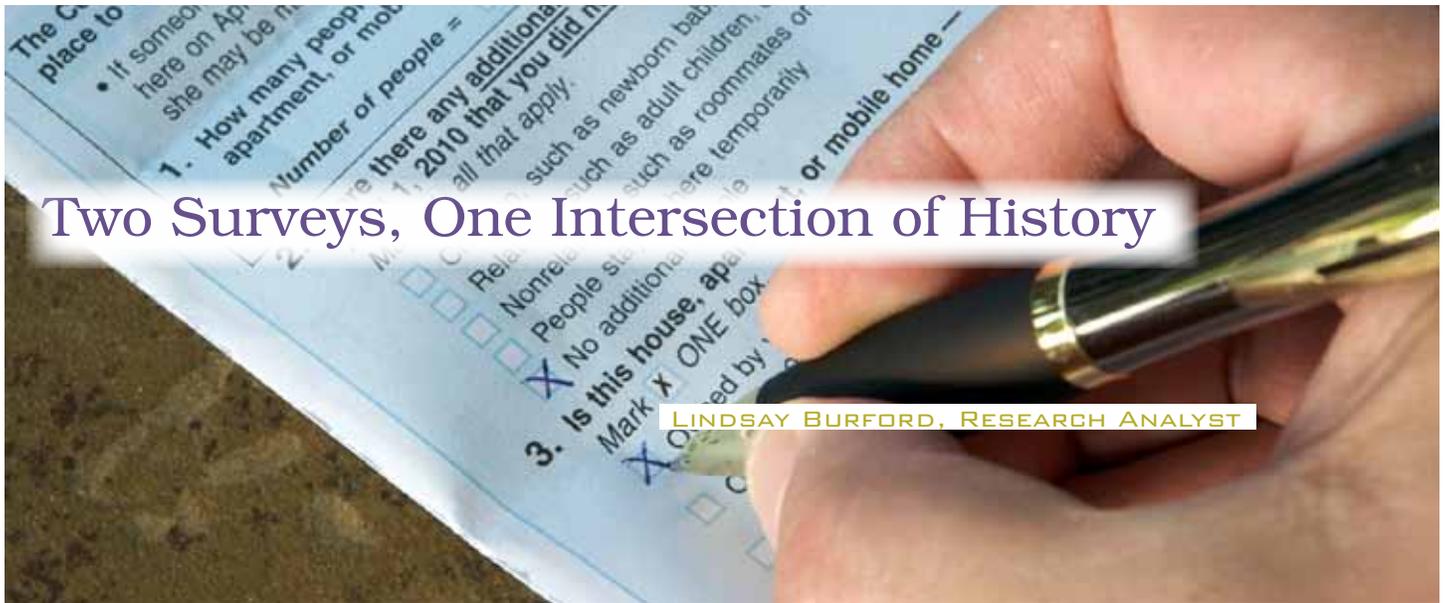
For more outcome information on Chadron State College, Peru State College, Wayne State College, the University of Nebraska – Kearney, Central Community College, Metropolitan Community College, Mid-Plains Community College, Northeast Community College, Southeast Community College and Western Nebraska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



2009-2010 Chadron State College Graduates Working in Nebraska in First Quarter 2011



Feature Story



Two Surveys, One Intersection of History

LINDSAY BURFORD, RESEARCH ANALYST

I was not a fan of history at any level during my educational career. It was either a tedious process of memorizing a bunch of dates, war sites, and names or the specific piece of history being studied failed to grab (and keep) my attention. But, I was the black sheep in the family. My Grandfather was fascinated by multiple historical events; his shelves decked out with books covering the Cherokee Run, the Civil War, to name a few. His brother was much more interested in family history. He spent years tracing back our family roots...all the way back to 16th century England. My great-uncle is not the only chap that takes interest in his family heritage and history.

Every decade, the U.S. Census undertakes the daunting task of "counting" each citizen in the country on April 1 of the year ending in '0.' This decennial survey enables multiple entities to prepare budget funding plans and district allotments. Statisticians, researchers, policy makers, city planners, school districts, and epidemiologists anxiously await the release of this data so they can look at the numbers from all sorts of different angles. But, in years ending in '2', another group of people get all riled up: genealogists, historians, methodologists, and anyone else interested in tracing their family roots.

The U.S. Census is required to release individual censuses 72 years after the fact to the public. So, on April 1, 2012, data from the 1940 Census was made public to anyone wishing to know about their family...or their family's neighbors (and so forth). The time period was a compromise between the U.S. Census and National Archives; the National Archives wanted access to the data for historical tracing purposes. The Census agreed, but stated it would have to be several decades before the release to protect the privacy of its respondents; hence, 72 years.

The Past

The 1940 Census was a major innovation. It was the first census to implement sampling, where an extra set of questions were given to 5% of the population. These supplementary questions asked the birthplace of the respondent's mother and father; language spoken in home in earliest childhood; veteran status; social security status; occupation and industry type; classification of worker; and, for women, if she had been married, at what age, and how many children she had. It was also the first census to ask questions regarding wages and income received by employment. It sought to specifically account for transient citizens by designating April 8 and April 9, 1940 days to count individuals living in a hotel tourist home or trailer camp. Further, it was the first census that gathered data entirely by enumerators going door to door recording respondents' answers. The massive makeover to the 1940 Census enabled the most efficient method of gathering information about conditions during the Great Depression without burdening all respondents (sampling, door-to-door, detailed questions).

The Past vs. The Present

There was a staunch difference between the 2010 Census and the 1940 Census. The 2010 Census only asked 10 questions; 2 of which were new and focused on ensuring an accurate count of people in the household. The 1940 Census had 81 questions; 65 were designated for the population portion, 31 designated for the housing portion; and additionally, 5% of the population was asked 16 supplemental population questions. Like previously mentioned, new to the 1940 Census were questions related to income, as well as highest level of education completely, and unemployment history.

There were roughly 120,000 enumerators hired to help complete the 1940 Census, even for the door-to-door methodology. During the 2010 Census, 635,000 enumerators were hired to help with just the non-response follow-up operations. In totality, close to a million were hired between 2009 and the end of the 2010 Census. There were 529 district supervisors during the 1940 Census, which

were supported by 104 area managers. In 2010, there were 494 local census offices that were supported by 12 regional offices. Approximately 175,000 original maps were made for the 147,000 districts to be covered by the enumerators. In 2009, there were 145 million addresses that needed to be verified for the master list before questionnaires were mailed. In 1940, operators punched hole cards transferring information from enumerators' schedules to the cards so returns could be sorted by machines. In 2010, the census was processed via optical scanners and computer software that read human handwriting; keyers supplemented cases when the handwriting could not be optically read.

72 years in the making – Data Analysis

The Northeast Region had the lowest growth rate between 1940 and 2010 at 53.8%, while the West had the fastest at 400.3%. The Midwest grew at a rate of 66.7%; the South had a respectable 174.9% rate. In 1940, almost 90 percent of the United States identified their race to be classified as white; with 9.8 percent identifying as black or African American and the remaining as other. In 2010, with the race categories offering more choices, 72.4% of Americans identified as white; 12.6% as black or African American; 5.0% Asian; 6.2% some other race; and 2.9% two or more races. Being of Hispanic or Latino origin was not added to the questionnaire until the 1970 Census. Results showed that 4.5% of respondents identified as Hispanics in 1970. That number increased to 16.3% in 2010.

The 1940 Census revealed that 30.6% of the population was under 18; 42.8% was between 18 and 44; 19.8% were between 45 and 64; and the remaining 6.8% were 65 years and older. In 2010, the demographics have evolved to where only 24.0% of the population is under 18; 36.5% is between 18 and 44; those between 45 and 64 increased to 26.4%; and there were almost

double the amount of people over the age of 65 (13.0%). The median age in 1940 was around 29 (29.1 for males; 29.0 for females). In 2010, the median age for males was 35.8 and, for females, 38.5; an average of 37.2. It is projected that the average median age in 2050 will be 39.0 (37.8 for males; 40.02 for females).

The average household size has decreased over the past seventy years. In 1940, the average household size was 3.7; in 2010, it was 2.6. The percentage of households identifying themselves as “family” households have also decreased in the same time period: 90% in 1940 to 66% in 2010. On the other hand, woman householders have increased with 11% of householders in 1940 being led by only a female. In 2010, there were 20% of female-householders with no male present.

The 1940 Census showed that 55.0% of people 16 years and older were in the labor force, as compared to 64.0% in 2010. There were 83% of men (same ages) that were in the labor force during the 1940 Census, as compared to 70% of men in 2010. There were 27% of women that were in the labor force during the 1940 Census, as compared to 59% of women in 2010.

The 1940s vs 2010s table shares more comparisons between the two Censuses (see below).

The Present – Where's the Long Form???

As the country's population boomed decade after decade, it became more difficult and costly to obtain responses from individuals for each census packed with so many questions. Further, the Bureau began recognizing the need for more frequently updated data. In the early 1980s, the concept of a rolling sample design was proposed to the Census. Prototypes were not developed until the end of the 1980s;

where the main objective was to produce five-year cumulations for small areas at the same level of sampling reliability as the long form census sample.

Development for this rolling sample design continued into the 90s and was formally introduced to the American Statistical Association's Joint Statistical Meetings in 1995. Modifications were made after said meeting and operational testing began in November 1995 in four test sites: Rockland County, NY; Brevard County, FL; Multnomah County, OR; and Fulton County, PA.

Operational testing expanded over the next several years to incorporate many diverse geographic areas representing different characteristics, such as racial and ethnic diversity, seasonal populations, migrant work, American Indian reservations, and predominant occupation or industry types. Provisions were made accordingly after each

	1940	2010
Population, April 1	132.2 million	308.7 million
5 Most Populous States	NY (13.4 mil); PA (9.9 mil); IL (7.9 mil); CA and OH (6.9 mil)	CA (37.2 mil); TX (25.1 mil) NY (19.3 mil); FL (18.8 mil); IL (12.8 mil)
Population, White	89.80%	72.40%
Population, Black/African American	9.80%	12.60%
Population, Other ¹	0.40%	15%
% with Bachelor's Degree	5%	28%
% of Males (25+) whom are college grads	5.50%	28.5
% of Females (25+) whom are collage grads	3.80%	27.90%
Monthly Rent ²	\$30.83	\$855
Plumbing:	78.9% (outside, rural - farm)	99.4% (complete inside)

operational testing.

A large scale survey was implemented to demonstrate to Congress and other data users that the new American Community Survey (ACS) was capable of producing reliable demographic, social, economic, and housing data previously attained from the census long-form sample in 2000. The goal was to show that the survey was feasible and comparable to the 2000 Census data and its quality was just as rich. Results revealed that it was operationally successful, but certain areas needed improvement. Interestingly, the evaluation revealed that the American Community Survey would improve the planning and simplify the 2010 decennial census. Eventually, it was concluded that the American Community Survey was a viable alternative to the decennial long form census. The ongoing rolling sample of the ACS data will have great advantage over the long-form decennial census. Full implementation of the ACS began in 2005.

The Present – American Community Survey

Over the past seven years, the American Community Survey has become a staple in American economics. The survey helps policy makers make decisions regarding schools, job training centers, hospitals, new businesses, transportation projects, and many other things. Businesses have come to rely upon it to determine where to build new stores, hire new employees, and obtain insight into consumer spending. School districts use it to predict demographic growth change. Grant writers use it for data collection for their non-profit organizations in attempts to obtain funds.

However, recently, a bill in Washington D.C. proposed to repeal the survey's mandatory response requirement. [As it is a replacement for the long-form census, it is mandatory to respond to the survey.] The Census responded to the bill stating that making it voluntary would make it more expensive to the program. A high response rate is needed to ensure reliable estimates, especially in small, rural areas. If the survey is not mandatory and response rates go down, costs will surely go up to maintain an appropriate response rate to ensure the data is reliable.

In response, Representative Daniel Webster went a step further stating the survey was unconstitutional and offered an amendment to eliminate the survey. "This is a program that intrudes on people's lives, just like the Environmental Protection Agency or the bank regulators. We're spending \$70 per person to fill this out. That's just not cost effective, especially since in the end this is not a scientific survey. It's a random survey." The amendment passed, 232-190.

The passage of the bill sent a shockwave through the business, economic, and data community. "The loss of the American Community Survey will cause chaos and inefficiency in the operations of business and government in the U.S.," Andrew Reamer of the George Washington University Institute of Public Policy quotes. The Census Bureau released a

statement on May 10 stating that eliminating the ACS would "mark the first time in the country's history that we would not collect and share vital economic and demographic measures of the country. These cuts would also keep us from conducting the 2012 economic census..." Even economists at conservative think tanks agree: "The data they [ACS] provide really tell us what's going on in the economy. This shouldn't be a political issue."

Only time will tell what will happen when this bill goes to the Senate. Until then, I will enjoy the plethora of data now available to me from the release of the 1940 Census so I can learn about my family during the Great Depression. Fingers crossed my grandchildren will have that luxury in 2082.





Nebraska Labor Force Demographics for 2010

LENORA CASTILLO, RESEARCH ANALYST
QUESTIONS? CONTACT LENORA

According to Bureau of Labor Statistics, Nebraska reached a milestone in March of 2011. In that month, our labor force grew to one million and that level has been maintained for over a year. This means that there are one million people living in Nebraska who are employed or are unemployed but actively seeking work.

The 2010 American Community Survey (ACS) estimates that in 2010, Nebraska's population age 16 years and older was 1,408,450: 692,139 were male and 716,311 were female. Of this group, 998,083, or about 71% of the total labor pool, were in the civilian labor force (excluding anyone serving in the U.S. Armed Forces). During this same period, the United States population age 16 and over, was 241,366,686. Of the 155,866,553 in the civilian labor force (almost 65% of that population), 52.6% were male and 47.4% were female, 91% were employed and 9.0% were unemployed.

In Nebraska, and in the United States, males outnumbered females in all civilian labor force age groups except age 16 to 21.

Taking a closer look at Nebraska's civilian labor force for 2010 we find that:

- 52.4% were male and 47.6% were female
- 10.1% were age 16 to 21
- 46.8% were age 22 to 44
- 38.1% were age 45 to 64
- 5.0% were age 65 and older
- 94.6% were employed and 5.4% were unemployed
 - 5.9% of those that were employed had some sort of disability including sight, hearing, speaking, walking, learning, or other disability that affected or limited a person's ability to work.

Unemployment Rate by Race

The Nebraska race with the highest unemployment rate for the population age 16 years and over was the American Indian and Alaska Native with a rate of 19.3% followed by Black or African American at 15.3% and those of two or more races at 12.9%. Whites, with the largest population of 1,267,363, had a rate of 4.7%, the lowest rate among all races. Although Census includes Hispanic or Latino origin in the White race estimate, they do provide these estimates separately. Hispanic or Latino origin (of any race) had an unemployment rate of 8.8% and White alone, not Hispanic or Latino had a rate of 4.5%.

At the National level, Black or African Americans had the highest unemployment rate at 15.2% followed by American Indian and Alaska Natives at 14.9% and those of two or more races with a rate of 13.3%. The race with the lowest jobless rate in the United States was the Asians with a rate of 7.2%. Whites had a rate of 7.9%.

At the national level, Hispanic or Latino origin (of any race) had an unemployment rate of 10.9% and White alone, not Hispanic or Latino had a rate 7.5%.

Nebraska Labor Force
(seasonally adjusted)
Jan 2007-Mar 2012



Unemployment Rate by Age Group

For unemployment rates by age, we need to look at the ACS employment status of the population age 16 years and over. This data shows that 56% of the 16 to 19 year old population was in the labor force and 47.1% were employed. The unemployment rate for this age group was 15.8%.

Of the 1,408,450 Nebraska residents age 16 years and over, the largest number of these (464,365) were age 25 to 44: 87.9% are in the labor force, 82.8% are employed, and the unemployment rate for this group was 4.8%. Nebraskan's age 75 years and over had the lowest population at 123,176. This group also represented the smallest percent of the labor force (7.7%) and had the lowest unemployment rate 2.2%.

Nationally, the ranking of unemployment rates by age group were exactly the same for those in Nebraska; however the unemployment rates were much higher. For example, the 16 to 19 year age group had a rate of 25.7% and the age 75 years and over had a rate of 5.5%. The 25 to 44 year olds in the nation had a jobless rate of 8.2%

Unemployment Rate by Age Groups

Age Groups	Nebraska	United States
16 to 19	15.80%	25.70%
20 to 24	9.30%	14.70%
25 to 44	4.80%	8.20%
45 to 54	3.90%	6.90%
55 to 64	3.40%	6.50%
65 to 74	3.90%	6.20%
75 years and over	2.20%	5.50%

Source: American Community Survey 2010

Nebraska Workers by Industry	
Educational services, and Health Care and Social Assistance	221,157
Retail Trade	111,939
Manufacturing	100,751
Professional, Scientific, and Management, and Administrative and Waste Management Svc	77,674
Finance and Insurance, and Real Estate and Rental and Leasing	73,179
Arts, Entertainment, and Recreation, and Accommodation and Food Services	72,121
Construction	60,943
Transportation and Warehousing, and Utilities	56,329
Ag, Forestry, Fishing and Hunting, & Mining	43,332
Other Service, except Public Administration	42,893
Public Administration	37,507
Wholesale Trade	27,001
Information	18,897

Source: American Community Survey 2010

Industries

American Community Survey industry estimates showed that Educational Services and Health Care and Social Assistance industries employed the largest number of people, followed by Retail Trade, and Manufacturing. Information employed the fewest. Information includes industries in publishing, broadcasting, internet publishing, telecommunications, data processing, hosting and related service, and other information services.

Class of Workers

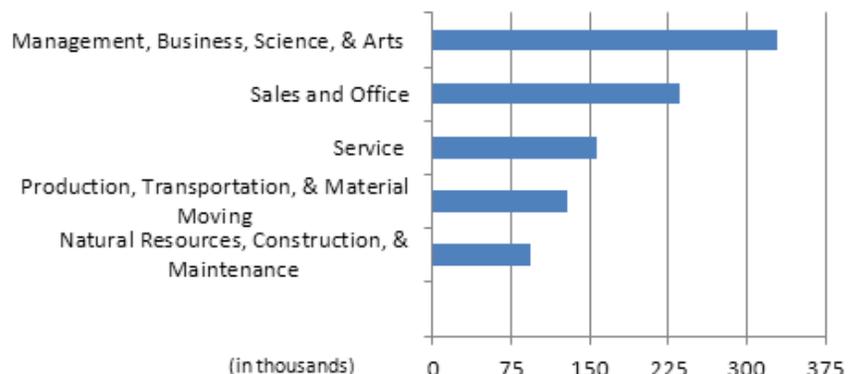
While the largest percentage of Nebraska workers (78.4%) were employed in the private sector, that percent drops to 14.0% in government. The remaining 7.6% were either self-employed or unpaid family workers.

Nationwide percentages are quite similar to those in Nebraska with 78.6% of workers in the private sector, 14.9% in government and 6.5% classified as self-employed in own business or unpaid family workers.

Occupations

A little over 300,000 Nebraskans were employed in occupations in Management, Business, Science and Arts while the fewest, around 75,000, had occupations in Natural Resources, Construction, and Maintenance.

Nebraska Occupations



Source: American Community Survey 2010

Educational Attainment of the Labor Force

Just how educated is the labor force? To find this information, we have to look at the ACS Employment Status and Educational Attainment population estimates for those age 25 through 64. This population group includes those people in the labor force who are employed or unemployed and have had some form of education: less than a high school education, a high school degree or equivalency, some college or associate's degree or a Bachelor's degree or higher.

The ACS estimates that there were 930,624 Nebraskan's in this specific population group. Of this group, 84.7% or 788,250 are in the labor force: 95.6% or 753,463 are employed and another 4.4% or 34,787 were unemployed. In the United States, there were 162,451,492 in this group with 83.9% or 136,328,541 in the labor force: 32.7% or 44,626,127 were employed and 91,702,414 or 67.3% were unemployed.

Educational attainment for those that were employed was similar for Nebraskans and nationwide. The largest percent of the labor force with jobs had some college or associate's degree, followed by those with a Bachelor's degree or higher, and those who were high school graduates (including equivalency). Those with less than a high school graduate education represented the smallest percent of the labor force with jobs.

The unemployed with less than a high school degree represented the smallest percent of the Nebraska and United States labor force in this population group. In Nebraska, the largest percent of the labor force with no job had some college or Associate's degree (32.7%) while in the United States, the largest percent of the labor force that were not employed had a Bachelor's degree or higher (30.4%).

Educational Attainment	% of Labor Force Classified as Not Employed	
	Nebraska	United States
Less than high school graduate	15.1	13.6
High school graduate (includes equivalency)	31.7	26.4
Some college or associate's degree	32.7	29.7
Bachelor's degree or higher	20.5	30.4

Source: American Community Survey 2010

Educational Attainment	% of Labor Force Classified as Employed	
	Nebraska	United States
Some college or associate's degree	36.8	34.9
Bachelor's degree or higher	32.9	34.4
High school graduate (includes equivalency)	23.8	25.8
Less than high school graduate	6.5	4.9

Source: American Community Survey 2010

American Community Survey has more information on the Nebraska labor force; this is just a small sample. Although the estimates for this analysis came from the 3-Year American Community Survey for 2008-2010, ACS also has a 5-year (2005-2009) and 1-year (2011) estimates. The 5-year is not as timely as the 1 or 3-year estimates but the margin of error is lower. The 1-year estimates are timelier but the margin of error is greater. A link to U.S Census Bureau, American FactFinder has been provided for your convenience.

NOTE: Census data are based on a sample and are subject to variability. Visit Factfinder (link provided below) for information on margin of error, industry classification, occupation coding used and other important information. The link for definitions from the American Census Survey 2010 are provided below: http://www.census.gov/acs/www/Downloads/data_documentation/SubjectDefinitions/2010_ACSSubjectDefinitions.pdf

Sources:

Nebraska Department of Labor, Labor Market Information, Local Area Unemployment Statistics <https://networks.nebraska.gov/>
 Census, American FactFinder: <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>

Map Facts



Not only do obvious tourists stops such as parks and recreation areas and historical sites get a boost from this program, but several Nebraska businesses that would normally not come to mind when thinking tourism are also featured. For example, the GROW Nebraska tour takes participants to stores that feature Nebraska-made products. The wineries tour spotlight Nebraska vineyards and wineries and eight of Nebraska's golf courses are highlighted. In 2011, an average of 82,431 workers were employed in the Leisure and Hospitality Industry in Nebraska according to Quarterly Census of Employment and Wages data. This represents 9.1% of the total employment in the state. According to Nebraska Division of Tourism figures, the tourism and travel industry generates more than \$4 billion a year and total travel expenditures have increased by more than \$2.4 billion from 1990-2011.

Sources: Nebraska Department of Economic Development, Travel and Tourism Division; Nebraska Department of Labor, Quarterly Census of Employment and Wages

July is one of the most popular times of year to take a vacation. Many people travel throughout the United States and internationally for a getaway. The Nebraska Passport program encourages people to travel Nebraska to get their passport stamped at one of 80 sites throughout the state. The sites are organized into 10 special interests tours: culinary, culture, family fun, festivals, golf, GROW Nebraska, parks, unique accommodations, water adventure and wineries.

The program was created by the Department of Economic Development's Travel and Tourism Division. Participants can collect passport stamps from participating locations and send in the stamps to enter to win prizes.

Nebraska Passport Tours



Source: Nebraska Department of Economic Development, Travel and Tourism Division

County Fairs!



July is the wake of county fairs. Over eight weekends of pure greatness. Demo derbies, bumper cars, & turkey legs. For these wonderful four weeks in July, we proudly salute County Fairs and everything wonderful inside of them, with a special shout-out to the Nebraska State Fair. Here's hoping my children will cover my adult responsibilities while I let my own inner child run free.

There are 93 counties in Nebraska; as of June 12, 2012, only **11** counties do not have a scheduled county date on the **Nebraska Association of Fair Managers** website. On the other hand, 7 counties have more than one fair planned within their county.

Over half (43) of the counties' fairs have been scheduled during the month of July. There are three county fairs scheduled in September. The rest will be in August.

Most county fairs in Nebraska last between **3 and 4 days**. Counties that will have fairs lasting 8 days are: Chase; Dakota-Thurston; Morrill; Scottsbluff and Thomas. Lancaster County's Super Fair will last 10 days.

The State Fair is in Grand Island, Nebraska (Hall County) August 24 – September 3, 2012.

There are currently 77 job openings (as of June 12, 2012) in the Amusement, Gambling, and Recreation Industry throughout the state. The average wage within this industry is \$6.68 for an average annual wage of **\$13,884**.

- o The top occupation (by employment numbers) within this industry is Fitness Trainers and Aerobics Instructors. There are just over **1,000** of them within Nebraska.

The total production of cattle and calves in Nebraska in 2011 was **4.6 billion pounds**. Only Texas out-produced our state with 7.2 billion pounds.

Kool-Aid Days, held in Hastings, consistently receives national attention for its quirky convention subject matter. It is August 10 – 12 this year. What's your favorite Kool-Aid?!?!?

Every county fair wouldn't be a fair if you didn't have to hold your breath as you walked by the building housing the 4-H. In 2011, there were 27 establishments with 1,065 employees that were related to agricultural fair managers (with facilities).

Q. What industry paid their employees a total of **\$6.25 million**? (HINT: There are 87 businesses in this industry!!)

A. **Carnival Concessions**

There are 100 businesses throughout Nebraska, employing nearly 500 independent artists. This could include dancers, sculptors, singers, or painters. Fortunately, this is plenty of opportunity for me to spend money on local fine art while humming along to the group in the bandstand.

Happy County Fair!!



Source: United States Census Bureau-Facts for Features; Nebraska Department of Labor

Occupational Profile

Amusement and Recreation Attendants



LINDSAY BURFORD, RESEARCH ANALYST

Ah, summertime. School is out, pools open, vacations are planned, and fairs come to town. It is this time of year where I am reminded of certain occupations. Roller coaster ride operators. Park attendants. Miniature golf desk-clerk. As I searched for this occupation to coincide with Fast Facts, I learned examples of other reported job titles under this occupation include: ski life operator; recreation attendant; golf starter and ranger; recreation leader; community center coordinator. My own notion that this was more of a seasonal occupation was an erroneous one; luckily, it is getting a profile, so all previous notions can be debunked.

Occupational Characteristics

Amusement and Recreation Attendants (AR Attendants) primarily perform a variety of duties at an amusement or recreation facility. These facilities do not need to be seasonal; they can be available year-round (i.e. ski-resort, skate park, state park). Additionally, other primary duties include scheduling the use of recreation facilities, maintain and providing equipment at events and operating rides at the facilities. Other tasks AR Attendants could expect to participate in include: selling tickets; recording details of attendance, sales, and repair activities; directing and providing information to patrons within the facility; cleaning

equipment, rides, booths, grounds, and facilities; and operating various kinds of machinery.

Common knowledge within this occupation focuses on customer and personal services; administration and management; clerical procedures; and the English language. Specific skills preferred within this occupation include effective speaking; active listening; effective service orientation; and understanding social perceptiveness. Specific abilities related to this occupation include oral expression; oral comprehension; speech clarity; problem sensitivity; speech recognition; and deductive reasoning. Common work activities for AR Attendants are performing for or working with the public; communication with supervisors; getting information; handling and moving objection; and establishing and maintaining interpersonal relationships.



Education and Training

Amusement and Recreation Attendants require little or no preparation before entering the labor force for this occupation. Typically, this means most employers do not expect to see previous work-related skills, knowledge, or experience. Often times, a high school diploma or GED certification is required; but that is not always the case. Most employees will be trained on the job by another employee for a period ranging from a few days to several months. Currently, Fireworks Display Operators are required to have certification to supervise individuals who shoot off fireworks (or do so themselves) at public displays. There is no cost to the examination; which must be renewed every three years through the State Fire Marshal's Office.

Employment and Wages

Statewide, Amusement and Recreation Attendants have a HOT! job prospect ranking. Further, each sub-region within the state has a HOT! job prospect ranking. Projected job growth for AR Attendants in the state is 12.2 percent, with 98 annual job openings. This is the same growth rate found at the national levels; normally, Nebraska numbers are slightly lower to lower than the national levels. However, that is not the case with AR Attendants. The Mid-Plains Region has the largest projected job growth at 23.1 percent; the number of annual openings is not available due to confidentiality reasons though. The Lincoln Region has the second largest projected job growth at 16.7 percent between 2008 and 2018, with 20 annual openings. The Panhandle Region has the slowest growth rate at 3.5 percent, but still yields a HOT! job prospects ranking.

The average entry wage in Nebraska for Amusement and Recreation Attendants is \$7.57. Throughout the Midwest Region, Nebraska's entry wage is the highest wage compared to the other states. Colorado has the only comparable wage at \$7.06. Kansas' entry wage is \$5.78. Nebraska's average hourly wage is \$8.74, or a little over



\$18,000 a year. Colorado, Missouri, and Wyoming have higher average hourly wages than Nebraska (\$9.16, \$9.02, and \$10.23, respectively). Nebraska's average experienced hourly wage is \$9.32. All other states in the region have higher experienced wages than this; Wyoming's tops the list at \$16.37.

Internally, AR Attendants working in the Lincoln Region can expect a slightly higher pay than those in other Nebraska Regions. Lincoln Region's entry wage is \$7.67 and the average hourly wage is \$9.56; experienced wages are \$10.51 per hour. The only entry wage to be higher than the Lincoln Region is that of the Omaha Region, where AR Attendants can typically start earning \$7.78 at the onset of the job. On the other hand, AR Attendants in the Northeast and Central Regions both vie for the lower wages throughout the state. They both start around the \$7.38 range, but those in the Central Region encounter a higher rate of wages toward average hourly wage (0.40 cent gap) and experienced wages with those in the Central Region earning \$8.25 per hour, while those in the Northeast Region earning \$7.61.

Conclusion

Nebraska's long-term projections suggest a HOT! job prospect in employment for Amusement and Recreation Attendants. If you or someone you know has an interest in learning more about this occupation, please visit [Career Resources](#) on the Nebraska Department of Labor's website.



Source: Quarterly Census of Employment and Wages (QCEW), Occupational Employment Statistics (OES)

Openings

and

Expansions



KERMIT SPADE, RESEARCH ANALYST

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

Lincoln

- The Lincoln Chamber of Commerce reported the following businesses are opening or expanding their operations: Nebraska Community Blood Bank– 1631 Pine Lake Road (new facility), Zing! Town - 301 S 70th St, Suite 150 (on line marketing service), Yogurtini -233 N 48th St., Suite J (frozen yogurt shop), Cabela's World's Foremost Bank 4800 NW 1st St. (new facility/enlarged campus), Membersown Credit Union – 33rd and A (new facility), Changing Spaces SRS – 285 S 68th St., Suite 309 (new location – senior moving and relocation service), Art and Soul – 5740 Hidcote Dr. (new location – custom framing, artwork, etc.), CVS Pharmacy – 16th and South (new store).
- The Lincoln Journal Star reported the relocation and expansion of Cornerstone Print and Marketing – 14th and Pine Lake.

Omaha

- The Greater Omaha Chamber of Commerce reported the following businesses are opening or expanding their operations: Convergys, call center, 75 employees; Google, data center, 50 employees, Mojo's Carwash, car wash, 22 employees; HomeGoods, home furnishing, 15 employees; Lighthouse Pizza, restaurant, 15 employees; Pepper Jax Grill, restaurant, 15 employees; Irish Paw Spa Pet Resort, pet resort, 12 employees; Arby's, food service, 10 employees; Burger Star, food service, 10 employees; Happy Harbor Chinese Restaurant, Restaurant, 10 employees; Omaha Cheesecake Bakery, bakery, 10 employees; Pageturner's Lounge, bar, 10 employees; Rehab Lounge, club and bar, 10 employees; Essential Pregnancy Services, Pregnancy resource, 5 employees; Express Employment Services, Staffing Agency, 5 employees; GiGi's Cupcakes, bakery, 5 employees; Serenity Dog Salon, Pet services, 5 employees; Star Deli, restaurant, 5 employees; CT Jewell Co., distributor, 3 employees; Ducati Omaha, motorcycle

dealer, 3 employees; Jaylissa's Treasures, used goods, 3 employees; The Sextant Group, IT consulting, 3 employees; Tri-Point Coffeehouse, coffeehouse, 3 employees.

- The Omaha World Herald reported the following businesses are opening or expanding their operations: Choice Custom Gallery, Art gallery, 1 employee.
- The Midlands Business Journal reported the following businesses are opening or expanding their operations: Tiger Paw Software- Bellevue, IT, 1 employee.

Beatrice

- Duke's café that we reported on in February finally opened in May in downtown Beatrice (Beatrice Daily Sun). Hometown Detail is a new small business that recently opened doing vehicle detail work.

Norfolk

- SOS Construction and roofing, 10 employees, roofing company.

Freemont

- Mom's Popcorn: Retail, a novelty store in Fremont, NE will be employing 3 employees.

Scottsbluff/Sidney

- A new Inland Truck Parts building is under construction in Scottsbluff and should be completed by January 2013. They currently employ 23 people and the new location should allow for a few new jobs. The new KYS Foods plant is progressing on schedule at West Nebraska Regional Airport Industrial Park area. Hopefully to be completed by Sept 2012; new facility will hire 20 employees. La Bonita Mexican restaurant opened in Scottsbluff recently opened and has 3 employees.



Facts Sheet

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

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

Nebraska Indicators	Date	Value
Unemployment Rate	May-12	3.9%
House Value Appreciation	Q4-11 - Q1-12	0.46%
Average Weekly Manufacturing Hours	May-12	40.2
Net Taxable Retail Sales	Feb-12	\$2.208 Billion
Median Employment Wages	Q1-12	\$30,962

Pricing Indicators	Date	Value
Barrel of Crude Oil-WTI	May-12	\$94.65
ECI Change	Q1-12	0.40%
PPI Change	May-12	-1.00%

April 2012	Indexes			% Change From	
	May-12	Apr-12	May-11	Apr-12	May-11
U.S. All Items	229.815	230.085	225.964	-0.1%	1.7%
Midwest Urban All Items	219.145	219.405	215.899	-0.1%	1.5%
Northeast Urban All Items	245.709	245.850	241.566	-0.1%	1.7%
South Urban All Items	223.356	224.275	219.820	-0.4%	1.6%
West Urban All Items	233.053	232.561	228.516	0.2%	2.0%

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

Industry Developments



INDUSTRY DEVELOPMENTS

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

JANET DERBRING, RESEARCH ANALYST

Nationally, over-the-month non-seasonally adjusted employment increased (0.6% or 789,000 jobs), a normal occurrence in May. Of the ten super sectors, five industries expanded and five were unchanged since last month. The majority of the gains (89.4%) came from three super sectors: Leisure and Hospitality (312,000 jobs); Trade, Transportation, and Utilities (216,000 jobs); and Mining, Logging, and Construction (177,000 jobs). Over-the-year non-seasonally adjusted employment gained 1,838,000 jobs (1.4%). For the past twelve months, over-the-year employment increases have been between 1.1% and 1.6% every month. Over half of the yearly growth (54.9%) came from Professional and Business Services (517,000 jobs) and Education and Health Services (492,000 jobs).

Since last month, Nebraska non-seasonally adjusted employment increased to 967,028 jobs by adding 14,916 jobs (1.57%), following last month's largest growth numerically (15,187 jobs) and percentage-wise (1.62%) of any month in the past decade. In May, over-the-month growth has ranged from 5,313 to 11,864 in the past ten years. From April to May, six industries increased and four were unchanged. The top three super sector over-the-month gains were in Mining and Construction (4,763 jobs

or 11.4%), Trade, Transportation, and Utilities (3,794 jobs or 1.9%), and Leisure and Hospitality (3,642 jobs or 4.4%). Over the year, total nonfarm employment rose by 12,905 jobs (1.4%). The last month that was over 1.0% growth was in May 2008 (1.1%). Over-the-year employment improved the most in Mining and Construction (3,987 jobs or 9.3%), followed by Professional and Business Services (2,463 jobs or 2.4%).

The Lincoln MSA employment went up by 2,603 jobs from last month to 177,067 jobs (1.5%), unusually high for May and only 100 jobs below the past decade high which occurred on October 2011. Almost half of the gains were due to the Retail Trade sector (1,109 jobs or 5.9%) in the Trade, Transportation, and Utilities super sector (1,362 workers or 4.1%). Since May 2011, Total Nonfarm employment has increased by 2,986 jobs (1.7%), with the majority of additions coming from Trade, Transportation, and Utilities (2,016 workers) and concentrated in Retail Trade (1,612 jobs).

In the Omaha MSA, over-the-month employment expanded by 5,861 to 472,622 jobs (1.3%). Over the month, the Omaha MSA had four super sector industries increase and six remained stable. The largest super sector monthly gains were in Leisure and Hospitality (2,175 jobs or 4.8%) and Mining and Construction (1,321 jobs or 6.3%). Since last year, there has been an increase of 8,817 jobs (1.9%). The last month with stronger growth occurred in May 2008 (9,269 jobs or 2.0%). Almost half of last year's additions came from Education and Health Services (3,576 jobs or 5.0%).

MINING AND CONSTRUCTION

MOver the month, statewide employment in Mining and Construction advanced by 4,763 to 46,680 jobs (11.4%), the largest growth numerically and percentage-wise in the past ten years. May's seasonal increase has ranged from 3.2% to 5.0% in the past decade. Over the year, employment went up by 3,987 jobs (9.3%). The last time it

increased by more than 3,000 was in 2007 from July thru October (3,096 to 3,979 jobs).

Since last month, employment in the Lincoln MSA jumped up by 344 to 6,993 jobs (5.2%). Over-the-year employment cut 120 workers (-1.7%). In the Omaha MSA, from April to May employment expanded by 1,321 to 22,182 jobs (6.3%). Since May 2011, employment rose by 1,964 jobs (9.7%). The last time the yearly growth percentage was this high was during July to December of 2003 which ranged from 7.4% to 10.4%.

MANUFACTURING

From April to May this year, statewide Manufacturing employment edged up by 322 jobs to 93,404 (0.4%), due to Non-Durable Goods gain of 479 jobs (1.0%). May's over-the-year employment remained steady, with the growth in Durable Goods (967 jobs) offsetting the loss in Non-Durable Goods (-981 jobs).

Since last month, Lincoln MSA employment declined by 227 to 12,141 jobs (-1.8%). Since last year, Manufacturing employment shed 710 jobs (-5.5%). Over the month, employment in the Omaha MSA jumped by 681 to 32,211 workers (2.2%). This is an unusually historically large increase for May; however, it follows a historically large decrease in April (-577 jobs or -1.8%). Since May 2011, employment rose by 787 jobs (2.5%).

TRADE, TRANSPORTATION, AND UTILITIES

Since last month, statewide Trade, Transportation, and Utilities employment grew by 3,794 to 199,316 jobs (1.9%), after growing by 3,382 jobs last month (1.8%). This super sector usually only sees increases over 3,000 jobs (3,277 to 3,930 jobs) in November or December. Since May 2011, employment rose by 1,818 jobs (0.9%), with the bulk of the year's increase due to the Wholesale Trade sector expanding by 1,997 jobs (4.9%).

Employment in the Lincoln MSA rose by 1,362 to 34,524 jobs (4.1%) since last month, the highest numerical and percentage-wise growth in the past decade. Since May 2011, employment was up by 2,016 jobs (6.2%). The Retail



Trade sector is responsible for most of the monthly (1,109 jobs) and yearly (1,612 jobs) increases. In the Omaha MSA, over-the-month employment expanded by 855 to 94,566 jobs (0.9%). From May 2011 to May 2012, employment improved by 870 jobs (0.9%).

INFORMATION

Statewide over-the-month employment increased slightly to 17,068 jobs (63 jobs or 0.4%). Since May 2011, employment expanded by 375 jobs (2.2%), the highest growth numerically and percentage-wise in the past decade.

Employment in the Lincoln MSA increased to 2,156 workers (54 jobs or 2.6%) since May 2011. In the Omaha MSA, over-the-year employment is down by 231 to 10,813 jobs (-2.1%).

FINANCIAL ACTIVITIES

Over the month, statewide employment increased by 428 jobs to 68,575 (0.6%), the last time monthly growth was over 0.5% occurred in June 2010 (1.0%). Over the year, employment decreased by 1,347 jobs (-1.9%).

Since May 2011, employment in the Lincoln MSA increased to its highest point in the past decade 13,619 jobs (97 workers or 0.7%). In the Omaha MSA, over-the-year employment fell to 40,275 jobs (-1,013 jobs or -2.5%) with the Finance and Insurance sector declining by 1,093 jobs (-3.1%).

PROFESSIONAL AND BUSINESS SERVICES

Statewide over-the-month employment remained steady at 104,766 (-163 jobs or -0.2%); however, from March 2012 to April 2012, employment advanced by 2,776 jobs (2.7%) which was the largest monthly numeric or percentage growth in the past decade. Since May 2011, statewide employment has grown by 2,463 jobs (2.4%), with the majority of the gain came from Professional, Scientific, and Technical Services (1,521 jobs or 3.6%).

In Lincoln, over-the-year employment rose by 193 to 17,674 jobs (1.1%). Since May 2011, the Omaha MSA grew by 1,623 to 65,914 jobs (2.5%), with the majority of the increase due to Professional, Scientific and Technical Services (1,437



	Number of Workers			Over the Month		Over the Year	
	May-12	Apr-12	May-11	Numeric Change	Percent Change	Numeric Change	Percent Change
Total Nonfarm	967,028	952,112	954,123	14,916	1.6%	12,905	1.4%
Mining, Logging & Construction	46,680	41,917	42,693	4,763	11.4%	3,987	9.3%
Construction	10,059	9,052	8,434	1,007	11.1%	1,625	19.3%
Heavy and Civil Engineering Construction	7,732	6,171	6,606	1,561	25.3%	1,126	17.1%
Specialty Trade Contractors	27,006	25,359	26,588	1,647	6.5%	418	1.6%
Manufacturing	93,404	93,082	93,418	322	0.4%	-14	0.0%
Durable Goods	43,583	43,740	42,616	-157	-0.4%	967	2.3%
Non-Durable Goods	49,821	49,342	50,802	479	1.0%	-981	-1.9%
Trade, Transportation, & Utilities	199,316	195,522	197,498	3,794	1.9%	1,818	0.9%
Wholesale Trade	43,088	41,247	41,091	1,841	4.5%	1,997	4.9%
Retail Trade	105,548	104,027	104,573	1,521	1.5%	975	0.9%
Transportation, Warehousing, and Utilities	50,680	50,248	51,834	432	0.9%	-1,154	-2.2%
Information	17,068	17,005	16,693	63	0.4%	375	2.3%
Financial Activities	68,575	68,147	69,922	428	0.6%	-1,347	-1.9%
Finance and Insurance	59,779	59,481	60,951	298	0.5%	-1,172	-1.9%
Real Estate and Rental and Leasing	8,796	8,666	8,971	130	1.5%	-175	-2.0%
Professional & Business Services	104,766	104,929	102,303	-163	-0.2%	2,463	2.4%
Professional, Scientific, and Technical Services	44,015	44,889	42,494	-874	-2.0%	1,521	3.6%
Management of Companies and Enterprises	17,098	16,962	16,899	136	0.8%	199	1.2%
Admin & Support & Waste Mngmt & Remdtn Svcs	43,653	43,078	42,910	575	1.3%	743	1.7%
Education & Health Services	139,584	139,626	137,476	-42	0.0%	2,108	1.5%
Educational Services	17,926	18,188	17,740	-262	-1.4%	186	1.1%
Health Care and Social Assistance	121,658	121,438	119,736	220	0.2%	1,922	1.6%
Leisure and Hospitality	86,991	83,349	84,842	3,642	4.4%	2,149	2.5%
Arts, Entertainment, and Recreation	14,259	12,860	13,761	1,399	10.9%	498	3.6%
Accommodation and Food Services	72,732	70,489	71,081	2,243	3.2%	1,651	2.3%
Other Services	37,065	36,710	37,013	355	1.0%	52	0.1%
Repair and Maintenance	10,187	10,103	9,893	84	0.8%	294	3.0%
Personal and Laundry Services	7,979	7,900	7,901	79	1.0%	78	1.0%
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	18,899	18,707	19,219	192	1.0%	-320	-1.7%
Government	173,579	171,825	172,265	1,754	1.0%	1,314	0.8%
Federal Government	16,590	16,683	16,640	-93	-0.6%	-50	-0.3%
State Government	42,533	41,913	41,567	620	1.5%	966	2.3%
Local Government	114,456	113,229	114,058	1,227	1.1%	398	0.4%

jobs or 5.5%).

EDUCATION AND HEALTH SERVICES

Over the month, statewide employment remained steady at 139,584 jobs. Over-the-year employment was up by 2,108 jobs (1.5%), with the majority of gains coming from the Health Care and Social Assistance sector (1,922 jobs or 1.6%) due mostly to the growth in the Ambulatory Health Care Services subsector (1,466 jobs or 4.2%).

Over the year, employment in the Lincoln MSA increased by 570 to 26,502 jobs (2.2%). Since May 2011, the Omaha MSA rose by 3,576 to 74,812 jobs (5.0%), with the majority of the yearly expansion attributable to Health Care and Social Assistance (3,475 workers or 5.8%).

LEISURE AND HOSPITALITY

From April to May, statewide employment improved by 3,642 to 86,991 jobs (4.4%), the second highest monthly numeric or percentage growth in over a decade with last month's being higher (3,689 or 4.6%). Both sectors contributed to the employment increase. Over-the-year employment expanded

by 2,149 jobs (2.5%), due to the Food Services and Drinking Places subsector adding 1,974 jobs (3.1%).

In the Lincoln MSA, over-the-year employment gained only 68 to 16,494 jobs (0.4%). Since last year, the Omaha MSA employment rose by 1,227 to 47,630 jobs (2.6%) with Food Service and Drinking Places being accountable for the growth (2,294 jobs or 7.0%).

OTHER SERVICES

Since last month, statewide employment increased by 355 to 37,065 jobs (1.0%). Over-the-year employment remained stable.

Since May 2011, employment in the Lincoln MSA expanded by 142 to 7,035 jobs (2.1%), a percentage this high was last seen in October 2008 (2.1%). In the Omaha MSA, over-the-year employment fell by 252 to 17,277 jobs (-1.4%).



UNEMPLOYMENT RATE INFORMATION FOR MAY 2012

OFFICE OF LABOR MARKET INFORMATION

Statewide

Non-farm employment estimates were 967,028 in May 2012; 14,916 more jobs than last month and 12,905 more than in May 2011.

Manufacturing industries employed 93,404 workers; 322 more people than last month and 14 less than in May 2011.

Statewide, Average weekly hours worked in manufacturing industries were 40.2, a decrease of 0.2 hours since April, and a decrease of 1.2 hours since May 2011. Average weekly earnings decreased by \$6.15 since April to \$668.53, and have fallen by \$10.02 since May 2011.

Omaha MSA

Non-farm employment estimates were 472,622 May 2012; 5,861 more jobs than last month and 8,817 more than in 2011.

Lincoln MSA

Non-farm employment estimates were 177,067 May 2012; 2,603 more jobs than last month and 2,986 more than in May 2011.

Labor Force Employment by Place of Residence:

Nebraska (smoothed seasonally adjusted):

- May unemployment rate: 3.9%
- Change (OTM): unchanged at 3.9%
- Change (OTY): -0.6%

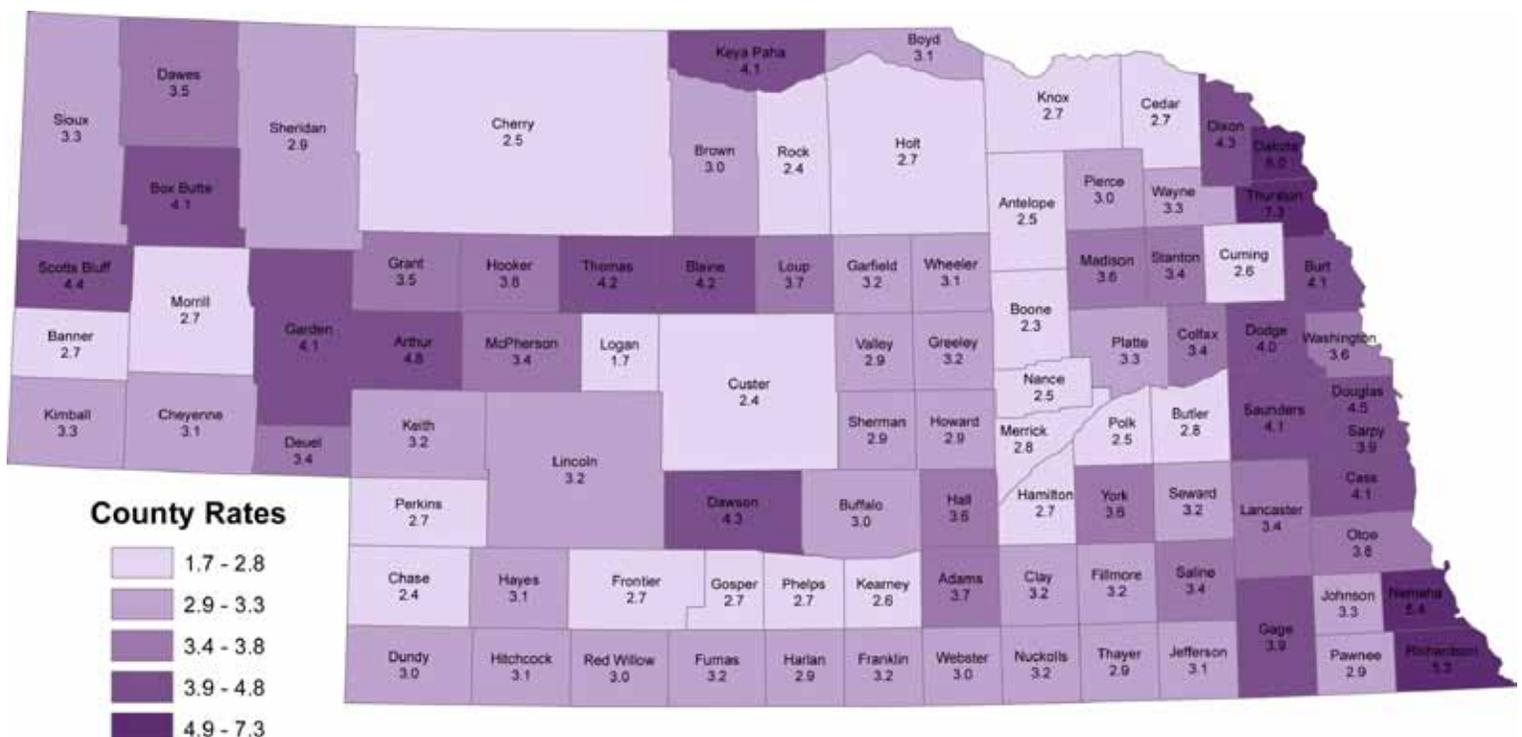
Economic Regions (not seasonally adjusted):

- Central: 3.2%
- Panhandle: 3.8%
- Mid Plains: 3.3%
- Southeast: 3.8%
- Northeast: 3.6%

Revisions to April Data:

- Unemployment rate: unchanged at 3.9%
- Labor Force: +142
- Unemployment: +146
- Employment: -4

May 2012 Nebraska Unemployment Rates by County



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

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