

NEBRASKA WORKFORCE JUNE 2011 Trends



Areas of Substantial Unemployment (ASU) for 2011

Also Featuring...

Census...

Counting Changes between 2000 and 2010

Map Facts...

Who's on NEworks?



Benchmark Revision Analysis



Unemployment Insurance: Dispelling Myths and Clearing up Confusion

Flash Forward...

Future Industry and Occupation Employment Trends

Fast Facts...

Why We Live in Nebraska



TABLE OF CONTENTS



Benchmark Revision Analysis <i>Feature Article</i>	3
Unemployment Insurance: Dispelling Myths and Clearing Up Confusion <i>Feature Article</i>	6
Areas of Substantial Unemployment for 2011 <i>Feature Article</i>	8
Counting Changes between 2000 and 2010 <i>Census</i>	10
University of Nebraska-Kearney <i>College Placement</i>	13
Who's on NEworks? <i>Map Facts</i>	14
Why We Live in Nebraska <i>Fast Facts</i>	15
Future Industry and Occupation Employment Trends <i>Flash Forward</i>	16
Labor Productivity <i>Economic Indicators</i>	18
Openings and Expansions	19
County Rates	20
Industry Developments	21

Benchmark Revision Analysis

JANET DENBRING, RESEARCH ANALYST



Benchmarking is the annual process of aligning estimated data from the Current Employment Statistics (CES) programs with known employment numbers from the Quarterly Census of Employment and Wages (QCEW) data. It is a necessary step in ensuring the data released by the Department of Labor is of the highest quality.

If the Benchmark average annual revision is negative, it means the original sample-based estimates were over-estimated. If the revision is positive, the sample-based estimates were under-estimated originally. The revision is not considered significant if it is between -0.5% and 0.5%.

In January, the effect of NAICS being changed from one subsector to another through Non-Economic Code Changes can cause a major revision to a series.

Total Nonfarm

The original Total Nonfarm average monthly employment for 2010 was 942,089. After benchmarking, the average fell to 939,410. Statewide, the average monthly revision was -0.3%. While both Metropolitan Statistical Areas (MSAs) increased slightly (0.3%), they were offset by declines in the non-MSA areas of the state.

Mining and Construction

Mining and Construction did not perform as well as was originally estimated during 2010. The Nebraska 12-month average for 2010 was 46,186 workers; however, through the benchmark process it was revised down to 42,485, a reduction of 3,701 (-8.0%). Heavy and Civil Engineering was revised most with an adjustment of -2,116 (-26.1%). The majority of the revisions happened outside the MSAs.

The Lincoln MSA employment was revised downward each month by an average of 434 (-6.0%) with a new monthly average of 6,711 workers. The Omaha MSA revisions ranged from -1,167 to +66 with an average employment of 20,882 in 2010. A positive revision occurred in Construction

of Buildings, posting increases varying from 87 to 259.

Manufacturing

After a January 2010 revision of -1.2%, the monthly differences between the original and benchmarked Manufacturing estimates were as small as -0.2% in November 2010 with an annual average minimal revision of -0.4%. Durable Goods average employment was revised downward (-1.2%). Non-Durable Goods was virtually unchanged (0.2%) since its early decreases were offset by increases from June onward coming from outside the Metro areas.

Durable Goods in the Lincoln MSA grew an average of 104 workers; however, Non-Durable Goods shrunk by 192, making the overall average decline in Manufacturing employment of only 88. In the Omaha MSA, Manufacturing was unchanged with subsector average revisions balancing each other out with Durable Goods rising by 1.5% and Non-Durable Goods falling by 1.2%.



Trade, Transportation, and Utilities (TTU)

Statewide, Trade, Transportation and Utilities (TTU) was revised upwards 0.7% throughout the whole year an average

of 1,382 jobs with most of the boost coming from the Non-MSA areas. Wholesale Trade's monthly revision started the year off very small in January (0.7%) and increased as the year progressed to be 4.6% during the fourth quarter with an annual monthly average of 2.5%. Retail Trade was very close during the first half of the year and then was revised downward for the second half with an annual monthly revision of -0.6%. Transportation, Warehousing, and Utilities had some larger revisions than other industries and ended with annual average revision of 2.1%.

The benchmark revisions to TTU in the Lincoln MSA added

an average of 367 jobs per month. The Omaha MSA declined slightly (0.7%) during the revision mainly due to Retail Trade dropping 1.9%.

Information

Statewide, upward revisions in the first half of the year were offset by downward revisions in the second half of the year resulting in an annual average monthly difference that was basically null (0.2%).

After benchmarking, the average monthly employment in the Information industry in the Lincoln MSA was 2,193, an average monthly revision of 95 jobs (4.5%). The Omaha MSA was revised up by 3.0%. The non-metro areas of the state lost significantly over the year.

	2010 Average Monthly Revisions	Statewide	Lincoln	Omaha
00000000	Total Nonfarm	-0.3%	0.3%	0.3%
15000000	Mining and Construction	-8.0%	-6.0%	-1.8%
15236000	Construction of Buildings	-6.2%		5.2%
15237000	Heavy & Civil Engineering	-26.1%		
15238000	Specialty Trade Contractors	-4.2%		-3.7%
30000000	Manufacturing	-0.4%	-0.7%	-0.2%
31000000	Durable Goods	-1.2%	1.4%	1.5%
32000000	NonDurable Goods	0.2%	-3.8%	-1.2%
40000000	Trade, Transport., & Util.	0.7%	1.2%	-0.7%
41000000	Wholesale Trade	2.5%	4.2%	1.8%
42000000	Retail Trade	-0.6%	-0.2%	-1.9%
43000000	Transportation, Warehousing & Util.	2.1%	2.4%	0.2%
50000000	Information	0.2%	4.5%	3.0%
55000000	Financial Activities	1.9%	-0.1%	2.9%
55520000	Finance & Insurance	1.9%		3.3%
55530000	Real Estate & Rental & Leasing	2.0%		0.6%
60000000	Professional & Business	0.7%	2.5%	1.5%
60540000	Professional, Scientific, & Technical	3.4%	1.1%	2.5%
60550000	Management of Companies	2.5%		3.3%
60560000	Administrative & Support & Waste & Remediation	-2.7%	8.2%	-0.4%
65000000	Education & Health	-1.6%	0.8%	1.1%
65610000	Educational Services	-7.7%		-1.8%
65620000	Health Care & Social Assistance	-0.7%		1.7%
70000000	Leisure & Hospitality	-0.9%	0.7%	-2.7%
70710000	Arts, Entertainment, & Recreation	-6.0%		
70720000	Accommodation & Food Services	-0.1%		-1.4%
80000000	Other Services	2.7%	-2.4%	4.0%
80811000	Repair & Maintenance	7.4%		
80812000	Personal & Laundry Services	-2.9%		
80813000	Religious, Grantmaking, Civic, & Orgs	2.6%		
90000000	Government	0.1%	-0.1%	0.0%

Financial Activities

Statewide, the sample fell much further than the revision in January and continued downward through March; whereas, the revision trended upward to March. The difference in March 2010 was 2,242 (3.4%) while the average monthly revision was lower (1.9%). Finance and Insurance revision remained somewhat steady through May; however, the sample fell with a March difference of 2,101 (3.7%). Afterwards the sample trended up to be close to original data in July, and followed the same trend as the revision through December. Real Estate and Rental and Leasing employment was revised upward the whole year. The sample did not catch the increase from May to June or the decrease from June to July. Then the sample decrease was greater from August to September than the revised numbers. During the last quarter, the lines trended consistently.

In the Lincoln MSA, the revision ranged from 0.7% to -0.8%, leading to an overall unchanged revision (-0.1%). The majority of this industry's growth (2.9%) in the Omaha MSA was due to the Finance and Insurance subsector being well above the original estimate by a monthly average of 1,111 workers (3.3%).

Industry Totals			
Above +0.5%	4	5	5
Between +0.5% to -0.5%	3	2	2
Below -0.5%	3	3	3

Professional and Business Services Statewide, this industry was revised slightly upward throughout the majority of the year. The Administrative, Support, Waste and Remediation

industry had a large downward revision early in the year that was carried forward throughout the year. This was largely due to a decrease in the Employment Services industry.

Overall, the Lincoln MSA was revised up monthly by an average 438 jobs (2.5%). The majority of the gains came from Administrative, Support, Waste and Remediation Services (revised upward 8.2%); however, they were offset by a large loss in Management of Companies (-5.7%). Omaha MSA industry as a whole was revised up an average of 1.5%. In Professional, Scientific and Technical Services, the benchmarked numbers increased by 2.5%, contrary to the decline seen in the original employment estimates. Management of Companies followed the same general trend but increased by a greater percentage (3.3%).

Education and Health Services

Statewide Education and Health Services was revised down each month. The average monthly difference between the original and revised estimates was -2,251. During the first seven months of the year, Health Care & Social Assistance original estimates missed several of the ups and downs or lagged about a month behind the revised numbers. The 2010 average monthly revision rate was fairly low (-0.7%).

Lincoln MSA was revised up during the first half of the year, but revised down for the second half. Health Care & Social Assistance subsector employment makes up the majority (85%) of the Education and Health Care Services industry in the Omaha MSA. In Benchmarking, the employment had an average monthly revision for 2010 of 1.7%.



Leisure and Hospitality

Statewide employment in Leisure and Hospitality had some large changes during the third quarter. Arts, Entertainment, and Recreation had a significant adjustment downward at the beginning of the year.

Leisure and Hospitality in the Lincoln MSA had an average monthly revision of 0.7% (108 jobs). Depending on the

season, Accommodation and Food Services subsector makes up 81-86% of the Leisure and Hospitality industry in the Omaha MSA. The industry was revised downward by a monthly average of 1,200 jobs or 2.7%.



Other Services

Statewide, Other Services had more volatility in the originally published employment estimates than when it was revised. The majority of the months were revised upwards with an average monthly revision of 956. Repair and Maintenance was revised upwards throughout the whole year by a monthly average of 673. Religious, Grantmaking, Civic and Professional, and Similar Organizations was revised upwards at the beginning of the year.

Employment in Other Services in the Lincoln MSA did not follow the revised benchmark trends the majority of the year, leading to an average monthly decline rate of 2.4% (170 jobs). Omaha MSA had an average monthly revision of 4.0%.

Government

Statewide, Government held constant at 0.1%. The Federal Government revision of 0.9% caused the minimal upward movement. State and Local Government were unchanged.

Government in the Lincoln MSA was very stable (-0.1%). Omaha MSA Government employment was unchanged.

2009 Highlights

The 2009 average monthly revisions were very stable overall. Statewide Total Nonfarm employment was unchanged with eight industries holding steady; Other Services increased (1.7%) and Mining and Construction decreased (-1.0%). The Lincoln MSA Total Nonfarm was relatively unadjusted (0.4%) with eight industries remaining even; Education and Health Services grew (2.5%) and Manufacturing declined (-0.6%). Total Nonfarm in the Omaha MSA held firm (0.1%) with seven industries remaining flat; Other Services increased (1.8%) and Leisure and Hospitality (-0.9%) and Mining and Construction (-0.5%) fell slightly.



Unemployment Insurance: Dispelling Myths and Clearing up Confusion

AARON ZISKA, RESEARCH ANALYST

“ Over the centuries we have transformed the ancient myths and folk tales and made them into the fabric of our lives. Consciously and unconsciously we weave the narratives of myth and folk tale into our daily existence.”

- Jack Zipes

Unemployment insurance myths have circulated for so long and been retold to the degree that many of them are almost accepted as truth. While the list of myths is both lengthy and intricate, they are not impossible to dispel.

Some of the common myths surrounding Unemployment Insurance and Unemployment Benefits make it more difficult to discern whether or not a person should receive benefits, whether the employer needs to pay unemployment tax, and just how exactly a person receives benefits in their toughest of times. It becomes hard to distinguish those that would be disqualified and those that would be excluded entirely as opposed to those that would begin benefits

immediately. This column should shed light on some of the myths, misconceptions, and a few of the terms that make Unemployment Insurance and Unemployment Benefits all the more confusing.

First, a brief spot of history:

Created in 1937, the Nebraska Unemployment Insurance Program is administered by the Nebraska Department of Labor. The original Unemployment Insurance Program was signed into effect in 1935 in response to high unemployment rates from the Great Depression with the federal government recommending that the states implement the program in their respective capacities. The program is primarily designed to help those who have been laid off or become unemployed due to no fault of their own, generally through downsizing or seasonality.

Downsizing is most often associated with recessions and depressions, but is not necessarily exclusive to times of economic turmoil. When a person is laid off, amidst the personal chaos that would ensue, the folklore surrounding the Unemployment Insurance Programs assuredly makes it difficult for the person to navigate the system and ultimately receive money to keep their household afloat until a new job

can be acquired or new training can be obtained.

One of the biggest and most prevalent myths that plagues the public mind is, “I pay into unemployment.” The truth: Employers pay into the unemployment insurance trust fund, from which benefits are drawn to pay claimants. With the strain of the dip in the economy and the tightening of the household budget, it would be logical to strive to see where the money goes, but the idea that the government is taxing employees to fund unemployment insurance is untrue. Rather, it is the bosses that are making sure that there is relief out there, just in case someday they have to close up shop.

Another tale that reoccurs in the system is, “My friend’s claim is completed. Mine should be done by now, too!” The truth: There are dozens of variables that come into play with each claim that can either help or hinder the progression of the review of benefits. Something as simple as knowing the real name of your last employer’s business could save you from delays. Your last employer might be known as “Mack’s” to everyone and their dog, but “Mack’s Bar & Grill” is going to be what the person reviewing the claim is going to want to see, not “Mack’s”. Some helpful suggestions to go along with this myth to help those faced with unemployment or underemployment to reduce the time they’re forced to wait for their lifeline:

- Have the correct last employer information.
- Make sure to declare out-of-state wages you’ve earned.
- Try to call the claims center later in the week. Due to heavy call-loads, the wait on Mondays can be quite lengthy.
- Be honest. The chances that you will outwit the system are highly stacked against you.
- Be vigilant with your sensitive information. Identification theft happens; do not trust others to handle your claims for you or entrust your confidential information to someone else.
- Keep your cool. It does no one any good to lose their temper with an adjudicator. While they have to be impartial, adjudicators work with stressed people day in and day out on the other end of the phone. You wouldn’t like getting yelled at all day long, either.

“I didn’t know I could file for benefits... They fired me! I didn’t figure I would qualify.” This is a common declaration from those who are late filing claims. The truth: There are instances where a person can be fired from a position and will still qualify for benefits. If the person did not commit an act of misconduct, benefits could be allowed. While Nebraska

is an at-will employment state, there are plenty of situations where employers terminate employees without good cause, allowing for the payment of benefits. Don’t give up! Just state your case and let the adjudicators do the tough part. Those benefits could mean the difference between floating for a few weeks while finding that new career, and sinking into a sea of losses and worry that no one should hope to experience.

There is also the notion that those who receive benefits get to just lounge around and reap benefits until they get motivated to work once again. The truth: Claimants must actively seek work while receiving unemployment benefits. Benefit recipients must be able to present a log of two contacts per week pertaining to different jobs if they are audited. Failure to do so and with reasonable certainty that the contacts were actually completed can cause a loss of benefits in your time of need.

Many claimants expect that they cannot work part-time and still receive benefits, thus they will pass on applying or even accepting a part-time position during the job hunt. The truth: Workers can earn up to 25% of the weekly benefit amount without being penalized on their unemployment insurance check. A very generic example, to put the concept into a more visual illustration: if a claimant qualifies for \$200 in weekly benefits, they can earn up to \$50 and still receive the full \$200 weekly benefit amount. For each \$1 over the 25% “earnings disregard” as it’s called, that amount is subtracted from the claimant’s weekly benefit amount. For example, if a claimant’s weekly benefit amount is \$200 and the claimant earns \$100 from part-time work, the claimant’s weekly payment would be \$150 for the week.

The myth that occurs in tandem with the Unemployment Insurance Program is the notion, “It’s my money, and I’m entitled to it!” The truth: It’s not your money, it never was. The employer pays a tax to finance your benefits. Your unemployment benefits are not meant to replace your prior salary; it’s only meant to tide you over until you can get back into the employed side of the tally. The unemployment insurance fund was designed to help ease the strain for those who lost their jobs through no fault of their own.

Now, armed with a few tips on how to avoid being stranded in limbo, waiting for Unemployment Insurance Benefits to arrive, and the knowledge that dispels some of the most prevalent myths surrounding Unemployment Insurance in Nebraska, you can help pass along the word. By unweaving the misconceptions, debunking the myths, and setting the facts straight, we can help the system to work better for all our citizens. 

Areas of Substantial Unemployment (ASU) for 2011

LENORA CASTILLO, RESEARCH ANALYST II

In 2009 Nebraska qualified two Areas of Substantial Unemployment (ASU) and in 2010 that number grew to four. The number ASUs for the 2011 program year doubled again to eight.

Background Information:

To qualify as an ASU, an area or a combination of areas has to meet the following guidelines:

- 1) have a total population of at least 10,000 (based on the 2000 decennial census or the latest July 1 intercensal estimates).
- 2) have a 12-month average unemployment of 6.5% or higher from July 1 to June 30.
- 3) areas must be contiguous. Areas can include cities, towns, counties, townships, minor civil divisions, census tracts, micropolitan statistical areas, labor market areas, or combinations thereof.

Once data is verified by the Bureau of Labor Statistics, the Employment and Training Administration (ETA) makes the final decision whether areas qualify as an ASU and establishes funding levels under the Adult, Dislocated



Worker and Youth Program Activities of the Workforce Investment Act. The number of people in an ASU goes into the calculations for allocating federal funds to the Work Force Investment Areas. In Nebraska, those areas include the Greater Nebraska WIA, Lincoln WIA and Omaha WIA.

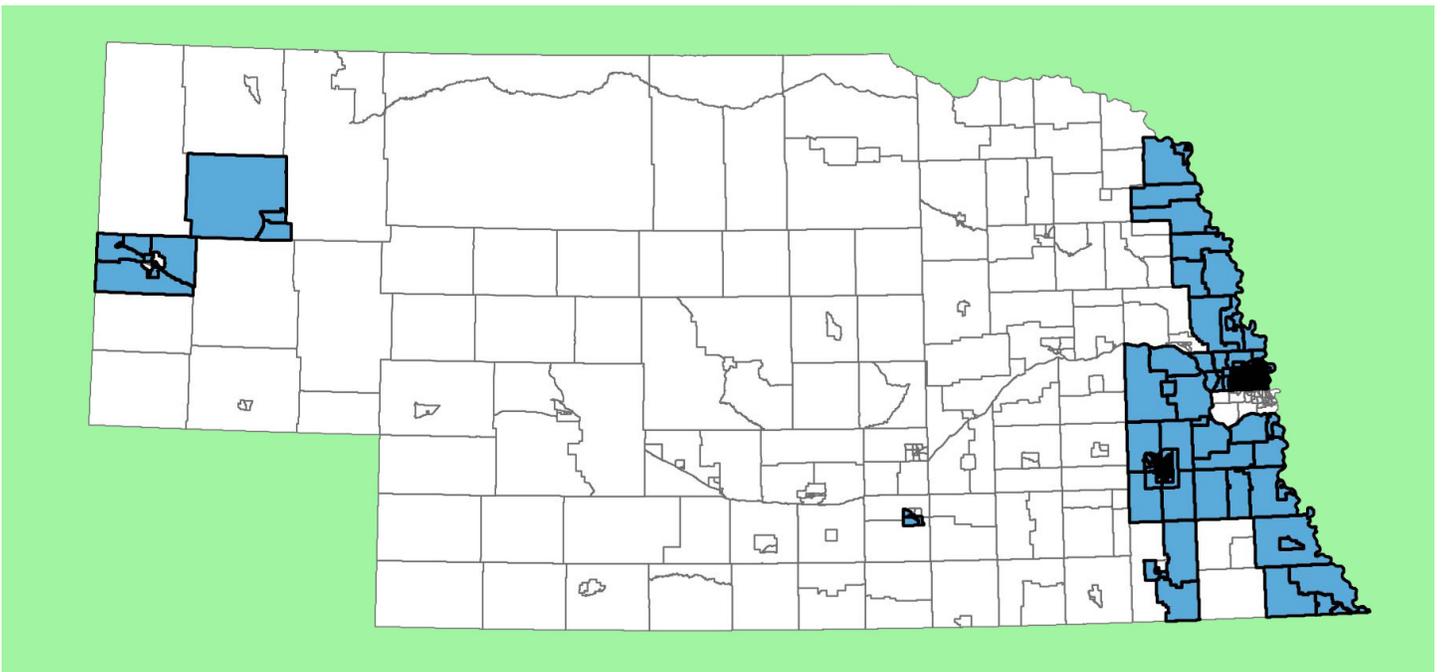
ASUs for 2011 Program Year:

For the 2011 program year, Nebraska qualified 8 ASUs. The ASUs are:

- 1) Beatrice Micropolitan Statistical Area ASU
- 2) Box Butte & Scotts Bluff County ASU
- 3) Cass & Otoe County ASU
- 4) Richardson & Nemaha County ASU
- 5) Omaha city ASU
- 6) Lincoln city ASU
- 7) Hastings city ASU

Northeast Nebraska ASU (includes Saunders, Washington, Burt and Thurston County, Sioux City MSA (NE part), and the balance of Lancaster and Douglas Counties). The “balance of a county” designation is what’s left of a county after one or more cities have been subtracted from the whole county.

2011 Areas of Substantial Unemployment



Census Tracts and Maps:

A list of census tracts for each of the 8 Areas of Substantial Unemployment that qualified this year are listed below. Maps for each ASU are available in PDF format upon request.

Please contact Lenora Castillo, Research Analyst II, Labor Market Information, Local Area Unemployment Statistics at 402-471-9841 or lenora.castillo@nebraska.gov if you have questions, comments, or need additional information.



List of Census Tracts for Nebraska ASUs that Qualified in 2011

Omaha City ASU			NE Nebraska ASU			Lincoln ASU	Box Butte & Scotts Bluff ASU
000200	004300	006506	002900	007452	988100	000100	951100
000300	007455	006602	003202	007453	988200	000202	951200
000400	007457	006603	003300	007454	988300	000300	951300
000500	007466	006604	003400	007459	988400	000400	952900
000600	007467	006701	003604	007460	988500	000500	953000
000700	004400	006703	003606	007461		000700	953100
000800	004500	006704	003710	007462		000800	953200
001100	004600	006803	003711	007465		001000	953300
001200	004800	006806	003712	007467		001200	953700
001600	004900	006903	007102	007468		001600	953800
001800	005000	006904	007303	007504		001700	Cass & Otoe ASU
001900	005100	006905	007304	007505		001800	995600
002000	005200	007001	007307	007506		002000	996000
002100	005300	007002	007308	007507		002100	996100
002300	005400	007003	007309	007508		002200	996600
002400	005500	007101	007311	007509		002900	996700
002500	005700	007304	007312	007510		003002	996900
002600	005800	007308	007313	010100		003003	997000
002700	005901	007310	007405	010200		003101	
002800	005902	007312	007429	010300		003202	Richardson & Nemaha ASU
002900	006000	007407	007430	010400		003300	998600
003000	006101	007409	007431	050101		003400	998500
003100	006102	007424	007437	050102			998400
003200	006202	007432	007438	050201			998100
003300	006301	007434	007439	050202			
003401	006302	007436	007442	050300		Beatrice MC ASU	Hastings City ASU
003402	006303	007440	007443	940100		994600	965700
003800	006400	007438	007444	940200		994800	965800
003900	006503	007444	007446	983100		995000	965900
004000	006504	007445	007449	983200		995100	966000
004200	006505	007451	007451	983300		995200	966100

Counting Changes between 2000 and 2010

LINDSAY BURFORD, RESEARCH ANALYST



A lot can change in ten years, including population, trends, and demographics. These changes can impact numerous entities, ranging from workforce investments to road plans. The purpose of this month's Census column is to look at how the nation and Nebraska has changed over the past decade, with special attention to regions, counties, and cities.

National Comparison

The South and West regions accounted for 84.4 percent of this decade's growth with rates of 14.3 percent and 13.8 percent, respectively. Despite these high numbers, this growth rate is the smallest the West has seen since the beginning of the 20th Century. It is also the first time during the same timeframe that the South grew at a higher percentage rate than the West. The Midwest has a growth rate of 3.9 percent since 2000, the second lowest growth rate since the 20th Century, as well. The 1990s growth rate for the Midwest was a mere 1.4 percent. The Northeast had a population growth rate of 3.2 percent, also the region's second lowest growth rate. The only other decade to

see such a slow growth rate in the Northeast was in the 1980s, where the rate was only 0.2 percent.

The metropolitan population grew at a faster percentage growth rate than the national rate, 10.8 to 9.7 percent, respectively. Approximately 90 percent of the country's population growth occurred within metropolitan areas over the past decade; as a result, 83.7 percent of the U.S. population now resides inside of a metro area. All ten of the largest metro regions within the United States grew, but at a slower rate than the 1990s. After this census, one in ten people in the United States now reside in either Los Angeles or New York, the two largest metro areas in the country. The fastest growing metro within the country is Palm Coast, Florida with a growth rate of 92.0 percent.

Almost two-thirds of the nation's counties saw a positive growth rate. Most of these counties are concentrated along the Pacific, Atlantic and Gulf coasts, as well as those adjacent to the southern U.S. border. As with the metro regions, the growth rate among the counties has

Population Changes for Nebraska Statistical Areas, 1990-2010

Nebraska Metro and Micro Statistical Areas	2010 Population	2000 Population	1990 Population	2010 - 2000 Population Change	2010 - 2000 Percentage Change	2000 - 1990 Population Change	2000 - 1990 Percentage Change
Beatrice, NE Micro Area	22,311	22,993	22,794	(682)	-3.0%	199	0.9%
Columbus, NE Micro Area	32,237	31,662	29,820	575	1.8%	1,842	6.2%
Fremont, NE Micro Area	36,691	36,160	34,500	531	1.5%	1,660	4.8%
Grand Island, NE Micro Area	72,726	68,305	63,022	4,421	6.5%	5,283	8.4%
Hastings, NE Micro Area	37,906	38,190	36,748	(284)	-0.7%	1,442	3.9%
Kearney, NE Micro Area	52,591	49,141	44,076	3,450	7.0%	5,065	11.5%
Lexington, NE Micro Area	26,370	26,508	21,868	(138)	-0.5%	4,640	21.2%
Lincoln, NE Metro Area	302,157	266,787	229,091	35,370	13.3%	37,696	16.5%
Norfolk, NE Micro Area	48,271	49,538	46,726	(1,267)	-2.6%	2,812	6.0%
North Platte, NE Micro Area	37,590	35,939	33,932	1,651	4.6%	2,007	5.9%
Omaha-Council Bluffs, NE-IA Metro Area	865,350	737,041	685,797	128,309	17.4%	51,244	7.5%
Scottsbluff, NE Micro Area	37,660	37,770	36,877	(110)	-0.3%	893	2.4%
Sioux City, IA-NE-SD Metro Area	143,577	143,053	131,350	524	0.4%	11,703	8.9%

a slower rate when compared to the previous decade.

Finally, nine of the ten most populous cities grew between 2000 and 2010. Chicago was the only top ten cities that saw a population decline between 2000 and 2010. Despite its population loss, Chicago remains the third most populous city in the country. New York remains the most populous city in the country with a population of 8,175,133. Detroit, which ranked tenth after the 2000 census, saw a population loss of 25.0 percent. This loss dropped Detroit down to an 18th ranking with San Jose, California replacing it as the tenth largest city in the country.

State Comparison

Nebraska has two metropolitan statistical areas and ten micropolitan statistical areas, listed in the Population Changes for Nebraska Statistical Areas table. The Sioux City metro statistical area is 'owned' by Iowa, but includes several Nebraska counties; therefore, it is included in this discussion. All three metropolitan areas grew between 2000 and 2010. The Omaha-Council Bluffs metro area had the largest numeric and percentage growth out of the three metro areas. Moreover, it was the only statistical area (both metro and micro) that experienced a higher percentage growth compared to the previous decade. Half of Nebraska's micropolitan statistical areas experienced population growth. The largest percentage growth was found in the Kearney micro area with a 7.0 percent

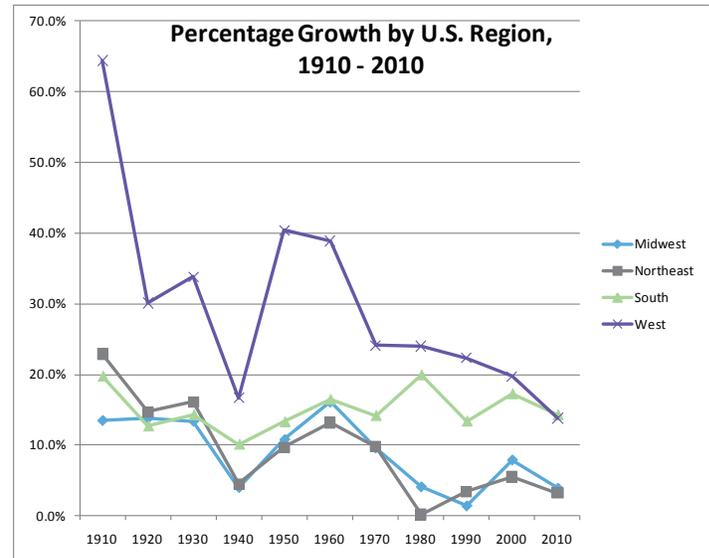
growth rate. This rate is down from 11.5 percent from the previous decade. Ironically, the only other micro area with a double-digit percentage increase between 1990 and 2000 actually saw a population loss this past decade.

Only 24 of Nebraska's 93 counties experienced population growth. These rates, as found in the Nebraska County Population Change table, are similar to the 1950s and 1960s. Only four counties within Nebraska grew at a rate larger than ten percent:

Nebraska County Population Change, 1950 - 2010		
Decade	Counties Gaining Population	Counties Losing Population
1950 - 1960	23	70
1960 - 1970	25	68
1970 - 1980	42	51
1980 - 1990	10	83
1990 - 2000	40	53
2000 - 2010	24	69

Census Fun Facts

- Plato, Missouri residents (pop. 109) celebrated its new title of '2010 Census Center of U.S. Population' on May 9, 2011 with a festival of music, food, and revealing of their survey mark. U.S. Census Bureau director, Robert M. Groves, attended the festivities.
- Not one metro in the Western United States lost population between 2000 and 2010.
- Every single county within Utah saw an increase in population.
- Johnson County, Nebraska's substantial population increase is explained by a new correctional facility.
- More than 200 communities lost more than 10 percent of their population between 2000 and 2010; only 84 communities lost the same percentage between 1990 and 2000.
- Nebraska's median town size after the 2010 Census was 318 residents. This is down from 341 after the 2000 Census.
- There were four Nebraska towns that did not grow or lose in population at the time each census was collected. Palmer, Polk, Roca, and Rogers, Nebraska each had a percentage growth of 0.0 percent.



Arthur County grew by 3.6 percent since the previous decade, or 16 residents. McPherson County grew by 1.1 percent, or 6 residents.

Omaha remains the most populous city within Nebraska at a population of 408,958; its population growth between 2000 and 2010 was 4.9 percent. While the next top four populous cities have double-digit percentage growth rates, they were not the highest rates throughout the state. There were 44 towns within Nebraska that had a percentage growth rate greater than 10 percent. Gretna had the highest percentage growth with a rate of 88.6 percent. Terrytown followed next at 85.4 percent, though this increase is largely due to a property annexation rather than a population boom. Waterloo had the third highest percentage growth rate at 84.7 percent. There were multiple towns that have reversed two decades of population loss with a growth rate (higher than 10 percent rate). They include: Clinton, Halsey, Lamar, Johnson, Hershey, South Bend, Santee, Lebanon, St. Helena, Bazile Mills, Verdigre, Trenton, and Oak.

Douglas (11.5); Johnson (16.2); Lancaster (14.0); and Sarpy (29.6). Three of these counties, Douglas, Lancaster, and Sarpy, were the largest counties in the state after the 2000 Census and continues to remain so after the latest census. In the 1950s, these three counties only accounted for 31.4 percent of the state's population. Currently, they make up almost 53 percent of the state's total population. In other words, more than half of the state's population now resides in Douglas, Lancaster, or Sarpy counties.

Nebraska duplicates the national trend of concentrated population within metropolitan areas. Almost 60 percent of the counties experiencing population growth can be found in the eastern portion of the state, primarily surrounding the metro areas. Two Nebraska counties not in the eastern section of the state have actually reversed a trend worthy of attention. Both Arthur and McPherson counties have been losing population since the 1920s. However, this past decade has netted a population growth for each county, albeit a small one.

New and Upcoming Census Releases

- 2010 Census Demographic Profiles for each state (May release); national data (last week in May)
- Number, Timing, and Duration of Marriage and Divorces (2009 data, May release)
- Public Education Finances (2009 data, May release)

UNIVERSITY OF NEBRASKA-KEARNEY

Employment Outcomes

There were 1,167 University of Nebraska - Kearney graduates between July 1, 2009 and June 30, 2010. Of these graduates, 745 (64%) were working in Nebraska in the first quarter of 2010. This represents a 1% decrease from the previous year. More than half (59%) of the graduates were female and female graduates (67%) were more likely to be working in the state than male graduates (59%).

At least one graduate was employed in 61 of the state's 93 counties; however, slightly over half (53%) of the graduates worked in three counties: Buffalo, Douglas and Hall.

The Educational Services industry had the highest number of graduates (288) working in the state and the highest disclosable estimated average annual earnings of \$41,426. The earnings include graduates with Bachelor's and Master's Degrees and Post-Master's Certificates. Nearly four out of 10 (39%) of all University of Nebraska - Kearney graduates working in the state were employed in the Educational Services industry.

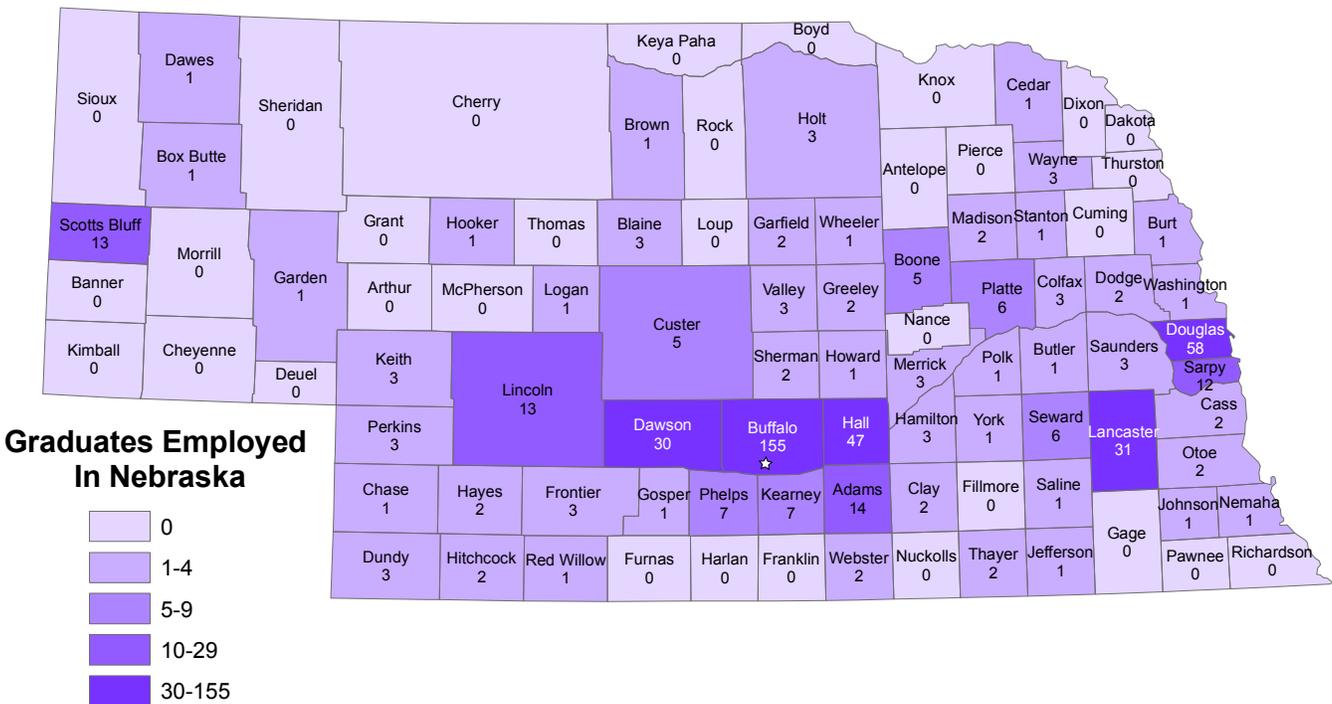
There were 178 graduates in 14 fields of study/degree that had 80% or more of the graduates working in the state. Within this group, the 5 School Counseling and Guidance Services Post-Masters Certificate graduates had the highest estimated average annual earnings with \$46,538.



Business Administration and Management Bachelor's Degree graduates had the highest number of graduates and the highest number working in the state with 91. Their estimated average annual earnings were \$25,454. Educational Leadership and Administration Post-Master's Certificate graduates had the highest estimated average annual earnings of \$81,434.

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

2008-2009 University of Nebraska-Kearney Graduates Working in Nebraska in First Quarter 2010





Who's On NEworks?

the site each state had over one month. Since the site is based to help Nebraska employers and residents, Nebraska obviously showed the most visits with more than 168,000 over the month, averaging 5,600 visits per day.

Rounding out the top 5 were Minnesota, Iowa, Missouri, and Illinois. The high number of visits from these states suggests that the labor forces from these areas see Nebraska as a suitable option for employment. This is likely due to the geographic proximity of these states to Nebraska, especially its main job hubs of Omaha and Lincoln.

The next two states in order were Colorado and South Dakota who, like the top five, likely see Nebraska as an acceptable place of employment because of location. The following two were New York and California whose numbers were likely a reflection of larger populations in these states.

As you can see all 50 states showed some activity on our site but it didn't end there. Sixteen other countries also showed activity, including Canada, Puerto Rico, and Argentina.

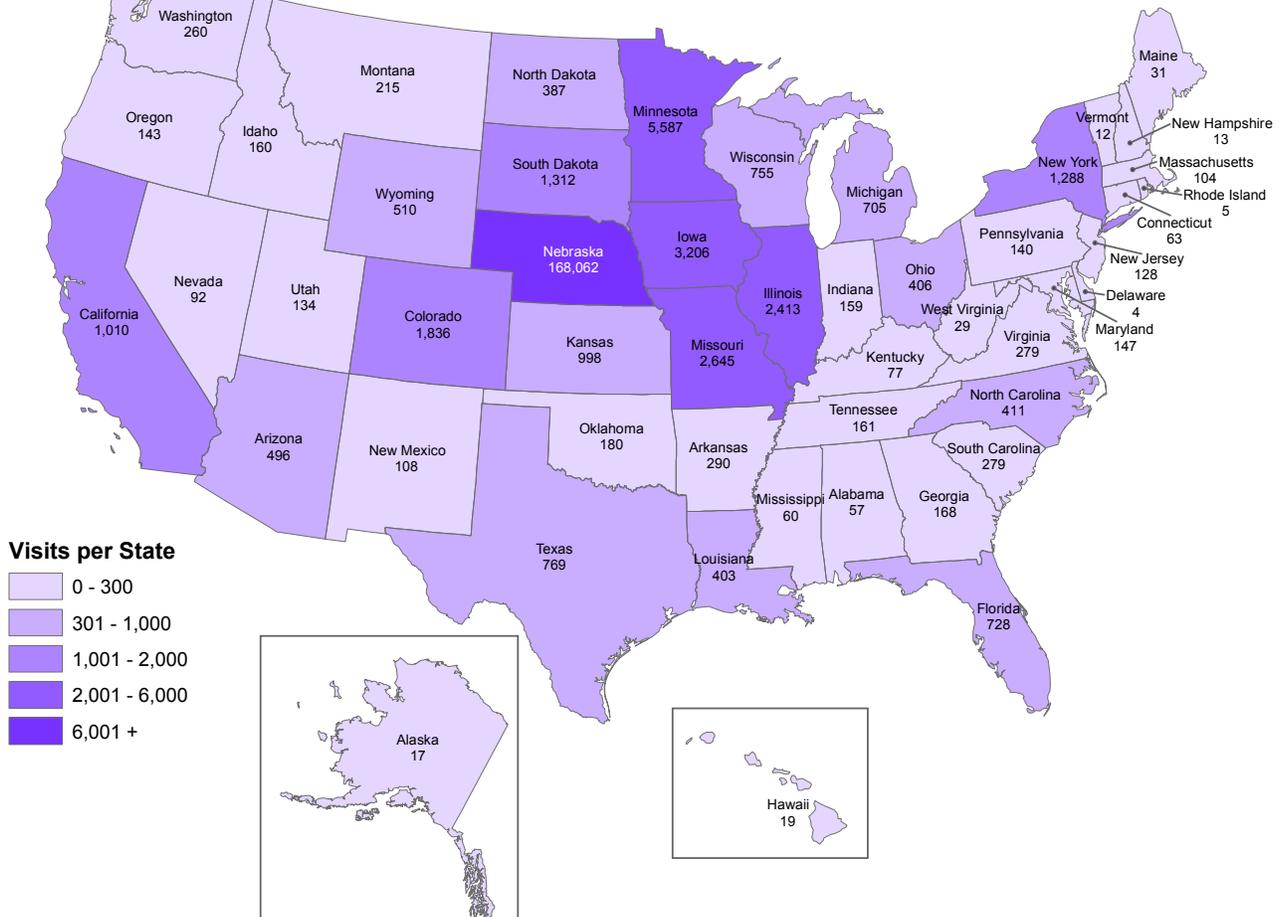
NEworks has helped serve over 300,000 unique visitors since the site went live in October and on a daily basis about 90% of the site's visits come from the public outside of our offices. With new job postings and data available every week, now is a great time to check out the site for yourself.

RYAN CALDWELL, RESEARCH ANALYST

With the economy in recovery mode people are looking for and finding jobs all over the country. With one of the lowest unemployment rates in the U.S., Nebraska in particular has done very well keeping our residents employed. At the Nebraska Department of Labor we do everything we can to help connect employers with potential employees and vice versa, including taking advantage of one of our best tools, NEworks.

The NEworks website, networks.nebraska.gov, offers information for employers and job seekers as well as persons wanting to find data about the Nebraska labor force in general. The map below shows the number of visits to

Visits to NEworks- Mar. 10, 2011 through Apr 9, 2011





Why We Live in Nebraska

JACOB LIUDAHL, RESEARCH ANALYST

1st: Best Quality of Life, Business Facilities magazine's 2008 Annual Rankings Report

1st: Best Education Climate, Business Facilities Magazine's 2008 Annual Ranking Report

1st: Financially Happiest State in the Union, MainStreet.com Happiness Index, 2009

7th: Lowest Cost of Living in 2008, CNBC.com, 2009

3rd: Best States for Debt Burden, Forbes, 2010

5th: Best States for Business, Directorship Boardroom Intelligence, 2009

3rd: Pro-Business Legal Climate, U.S. Chamber's Institute for Legal Reform, 2010

2nd: Ranked Second Best Job Market for Job Creation, Gallup, 2009

4th: Best States for Jobs, CareerBuilder.com, 2008

2nd: for the 4th straight year, Nebraska had the second highest rate of volunteering in the nation, Volunteering in America, 2009

A 2010 Gallup poll ranks Lincoln as the **second happiest** city in the country, with the nation's lowest unemployment rate.

March 2011 data from the Bureau of Labor Statistics found the Lincoln MSA has the lowest unemployment rate in the nation at **4.1%**. At 5.1% unemployment, the Omaha-Council Bluffs MSA also ranked in the top 10 lowest rates nationwide.

Five Nebraska counties ranked in the top 20 for least economically stressed counties with populations over 25,000 according to the AP Economic Stress Index. Buffalo County, whose county seat is Kearney, ranked second on the list.

In 2008, Kiplinger's Personal Finance magazine named Omaha the nation's **third** best city to live, work and play.

Sources: Dept. of Economic Development, AP

Mid Plains Economic Region

Future Industry and Occupation Employment Trends

JODIE MEYER, RESEARCH ANALYST

The fastest growing industry sectors by percent change are Education and Health Services at 14.8%, adding 1,598 jobs, and Professional and Business Services at 9.5%, adding 237 jobs. In addition to the projected decline in the Information industry, the Natural Resources and Mining industry is expected to decline by 15.1%, losing 1,251 jobs.

The top subsector growth industry from 2008-2018 (by numeric change in jobs) is Educational Services (Private, State, and Local) expecting to add 610 jobs, a 12.5% increase. The Rail Transportation Industry is expected to add the second highest amount of jobs increasing by 16.0%, adding 513 jobs. Two Health Care related industries are in the top growth list. Ambulatory Health Care Services, which include offices of physicians, dentists, and other healthcare providers, are expected to add 351 jobs, a 26.5% increase. Hospital Employment (Private, State, and Local) is expected to increase by 10.1% in the ten year period, adding 254 jobs.

When examining the five industries expected to experience the greatest amount of decline (by numeric change in jobs), the agriculture-related subsectors of Crop Production and Livestock Production are expected to lose the most jobs in the ten year period, a combined loss of 1,285 jobs. Transportation Equipment Manufacturing is expected to decline by 198 jobs, a 23.9% decline. Rounding out the bottom five subsectors are Gasoline Stations and Clothing and Clothing Accessories Stores.



Continuing in the series of highlighting industry and occupational projections for Nebraska's regions, this month focuses on the Mid Plains Economic Region. The Mid Plains Economic Region includes the Nebraska counties of Arthur, Chase, Cherry, Dawson, Dundy, Frontier, Furnas, Gosper, Grant, Hayes, Hitchcock, Hooker, Keith, Lincoln, Logan, McPherson, Perkins, Red Willow, and Thomas. Two Micropolitan areas, Lexington and North Platte, are included in this region.

Industry Projections

Projected industry growth of 2,445 jobs is expected in the Mid Plains by 2018 according to Industry Employment Projections, an increase of 4.1%. Most industry employment in 2008 was in Education and Health Services which employed 10,796 workers, accounting for 17.9% of employment in this region. This industry sector is also expected to experience the highest projected net change in employment by 2018 by adding 1,598 jobs, a change of 14.8%. The Information industry employed the least number of workers in 2008, only accounting for 1.1% (694 jobs) of the employment in this region and is expected to decline by 5.5% (38 jobs).

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)	4,888	5,498	610	12.5%
	Rail Transportation	3,210	3,723	513	16.0%
	Ambulatory Health Care Services	1,327	1,678	351	26.5%
	Hospital Employment (private + state + local)	2,563	2,821	258	10.1%
	General Merchandise Stores	1,581	1,835	254	16.1%
Declining	Crop Production	4,459	3,740	-719	-16.1%
	Livestock Production	3,503	2,937	-566	-16.2%
	Transportation Equipment Manufacturing	830	632	-198	-23.9%
	Gasoline Stations	963	913	-50	-5.2%
	Clothing & Clothing Accessories Stores	159	110	-49	-30.8%

Occupations with the Greatest Numeric Changes in Employment 2008-2018

		2008	2018	Growth Openings	Replacement Openings	Total Openings	Numeric Change	% Change
SOC Title		Estimated Employment	Projected Employment					
Growing	Registered Nurses	985	1,170	185	172	357	185	18.8%
	Truck Drivers, Heavy & Tractor-Trailer	1,048	1,221	173	187	360	173	16.5%
	Nursing Aides, Orderlies, & Attendants	965	1,092	127	96	223	127	13.2%
	Combined Food Preparation & Serving Workers, Including Fast Food	1,672	1,790	118	355	473	118	7.1%
	Railroad Conductors & Yardmasters	543	640	97	186	283	97	17.9%
Declining	Agricultural Equipment Operators	486	427	0	131	131	-59	-12.1%
	Secretaries (Except Legal, Medical, & Executive)	1,065	1,015	0	143	143	-50	-4.7%
	Maids & Housekeeping Cleaners	679	656	0	122	122	-23	-3.4%
	Postal Service Mail Sorters, Processors, & Processing Machine Operators	76	57	0	7	7	-19	-25.0%
	Lathe & Turning Machine Tool Setters, Operators, & Tenders, Metal & Plastic	63	47	0	10	10	-16	-25.4%

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.

There is expected to be occupational growth in the Mid Plains according to the 2008-2018 Occupational Projections. The total projected numeric employment change over the ten year period is 2,445, a 4.1% increase. A total of 18,216 job openings are expected in the Mid Plains from 2008-2018, with 4,066 jobs expected from growth and 14,150 from replacement. Replacement openings account for 77.7% 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 8,079 workers, making it the largest occupational category in the Mid Plains region and accounting for 13.4% of the region's occupational employment. The largest net change in employment is expected to occur in Transportation and Material Moving occupations where 536 jobs are projected to be added by 2018, an increase of 8.8%. Healthcare Support occupations are the fastest growing occupational category by percent change adding 276 jobs, a 17.1% increase. Architecture and Engineering occupations employed the least amount of workers in 2008, only employing 263 or 0.4% of the region's occupational employment. This occupational category is expected to stay small with only 10 jobs expected to be added in the ten year period, a 3.8% increase. The occupational category expecting the largest decline is Farming, Fishing and Forestry occupations by 863 jobs, a decrease of 15.5%.

The highest number of total job openings is expected in Sales and Related occupations with 2,203 total openings, 297 from job growth and 1,906 from replacement. The lowest number

of openings is projected for Legal occupations, with only 62 openings expected, 4 from growth and 58 from replacement.

Sales and Related occupations are projected to have the most replacement openings with 1,906 or 86.5% of the 2,203 total job openings expected to come from replacement. Farming, Fishing, and Forestry occupations are projected to have only two growth openings, the least of any category, with 1,482 or 99.9% of its total openings expected to be from replacement. The largest percentage of total openings attributed to growth is projected in Healthcare Support occupations where 61.2% (281) of the 459 total openings projected are to be from growth.

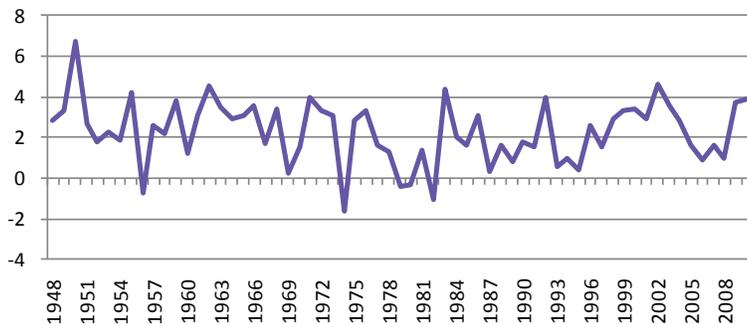
Ranking occupations by numeric change from 2008 to 2018, Registered Nurses top the list with an expected 185 jobs added. Truck Drivers (Heavy and Tractor-Trailer) come in second with 173 jobs expected to be added. Nursing Aids, Orderlies, and Attendants, another health care related occupation, also make the list with an expected increase of 13.2% or 127 jobs. A second transportation related occupation also makes the list. Railroad Conductors and Yardmasters are expected to increase by 97, a 17.9% change.

The five occupations expected to experience the greatest amount of decline by numeric change over the ten year period are: Agricultural Equipment Operators; Secretaries (Except Legal, Medical, and Executive); Maids and Housekeeping Cleaners; Postal Service Mail Sorters, Processors, and Processing Machine Operators; Lathe and Turning Machine Tool Setters, Operators, and Tenders, Metal and Plastic.

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.

Economic Indicators of the Month

Annual Average Percent Change in Labor Productivity



Labor Productivity

TREVOR NELSON, RESEARCH ANALYST

The Bureau of Labor Statistics (BLS) produces many of the economic indicators which are closely watched by economists and investors alike to gauge the strength of the nation's labor market. Labor Productivity is one of the most important of the figures that BLS reports, since business sector output accounted for around 78% of total Gross Domestic Product (GDP) in 2000, according to BLS estimates. This measure in part explains how efficiently labor is being converted into output. Labor Productivity data is produced quarterly in conjunction with the Unit Labor Costs data.

The Labor Productivity chart is the average annual change value of output that is produced during each hour worked in the Nonfarm Business Sector. In 2010 Labor Productivity increased by 3.9%, meaning the average hour worked in 2010 produced that much more output than the average hour worked in 2009. In 2009 Labor Productivity increased by 3.7%, which accounts for the two largest increases since 2003 and the fifth and seventh largest increases since the program began in 1948.

Notes: Unemployment Rates are smoothed 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	11Q1	1.8%
Unemployment Rate	Apr-11	9.0%
Fed Interest Rate	Apr-11	0.25%
Current Account Balance	10Q4	-\$113.3 Billion
Exchange Rate DXY	May-11	1.18%

Nebraska Indicators	Date	Value
Unemployment Rate	Apr-11	4.2%
House Value Appreciation	10Q4	-4.18%
Average Weekly Manufacturing Hours	Apr-11	41.7
Net Taxable Retail Sales	Feb-11	\$1.759 Billion
Median Employment Wages	10Q4	\$30,421

Pricing Indicators	Date	Value
Barrel of Crude Oil	May-11	\$97.12
Corn for Grain	Apr-11	\$6.10
Cattle 500+ Lbs	Apr-11	\$120.00
ECI Change	11Q1	0.60%
PPI Change	Apr-11	0.80%

April 2011	Indexes			% Change From	
	Apr-11	Mar-11	Apr-10	Mar-11	Apr-10
U.S. All Items	224.906	223.467	218.009	0.6%	3.2%
Midwest Urban All Items	214.535	212.954	207.777	0.7%	3.3%
Northeast Urban All Items	240.267	239.074	233.615	0.5%	2.8%
South Urban All Items	218.820	217.214	211.528	0.7%	3.4%
West Urban All Items	227.837	226.558	221.202	0.6%	3.0%

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

Openings and Expansions

TREVOR NELSON, RESEARCH ANALYST

Note: 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 own or know of a business which is opening or expanding, please email Trevor.Nelson@nebraska.gov with your information.

Lincoln

- City Clock Co. moved their business to 48th and Old Cheney and is opening in their new location on May 2.
- Duo Shoes is coming to the downtown area at 13th and O.
- Sam's Club is pursuing purchasing paperwork to build a second location in south Lincoln.
- Pies and Pints, a new restaurant, is coming to the Haymarket.
- A sushi restaurant is going into the old Salvation Army Building in the Haymarket.
- A Chinese restaurant is going into the Lincoln Crossing shopping center, 27th and Superior.
- Round-Abouts, a new restaurant, is coming to the Clocktower Shopping Center this summer.
- Dickey's Barbeque Pit is opening at 2662 Cornhusker Hwy.
- ICORA, as the second company to be created by the Global Nebraska Investment LLC, has begun selling its software product, MakoXRM.

Omaha

- Northstar Financial is expanding and building a new facility in west Omaha. The facility is 60,000 square feet and construction will begin this summer and be completed in the summer of 2012. They will add 100 new jobs in the next 3 years. They are primarily a money management firm.
- West Asset Management is adding 170 jobs in Omaha.
- Casablanca Moroccan Café opened in midtown this month.
- The following openings and expansions were reported by the Omaha Chamber of Commerce: Bobcat of Omaha, 30 employees; T.J. Maxx, 30 employees; Cheddar's Casual Café, 25 employees; Hotel Deco, 20 employees; Panera Bread, 30 employees; ePower Engine Systems, 20 employees; AJASA Technologies; Skool Boi; Sweetees; U.S. Naval Reserve Armory; Agrium Inc.; DISEFANO Tool and Mfg. Company; Evonik Industries.

Southeast Beatrice

- A new business, World Lawn, re-opened Encore, who made lawn mowers. They hired some of the Encore engineers and office people back to work. Could hire up to 40 by the end of their first year.
- Neapco continues to hire about 20 employees per month



for their expansion.

- Storekraft is increasing workforce for a five-month assignment.
- Godfather's is building in Beatrice, opening in June, and hiring about 30 – 40 part-time positions.

Northeast Norfolk

- The Loft, a reception and event hall, Meds & More Pharmacy, Grandma Anna's Old Fashioned Soda Fountain, and Nebraska Inspections, a property inspections company all opened or expanded.

Columbus

- BD Medical production in Columbus is expanding and expecting to add around 40 jobs.

Central Hastings

- Bruckman Rubber and T-L Irrigation have been engaged in significant hiring for production workers

Panhandle Alliance

- A new restaurant opened in a former restaurant site and hired ten employees.

Scottsbluff

- Current expansion and remodeling at Regional West Medical Center and Apria Health Care is now in progress.
- The Mitchell Market grocery store has been recently purchased and is undergoing renovation. 21st Century Equipment will merge with Fort Morgan, Colorado, company Kay Jan, in May. Stores are located in eastern Colorado, western Nebraska, and western Kansas. The company will have 300 employees, including 40 based in Bridgeport.
- Additionally the new grocery store in Gering will soon be ready for remodeling in the vacant Sun Mart store. New tenants have not been announced yet.
- A Chester's Chicken franchise has opened at Northgate Ampride.

UNEMPLOYMENT RATE INFORMATION FOR APRIL 2011

OFFICE OF LABOR MARKET INFORMATION

Statewide

Non-farm employment estimates were 956,358 in April 2011; 17,596 more jobs than last month and 16,785 more than in April 2010.

Manufacturing industries employed 93,048 workers; 848 more people than last month and 1,748 more than in April 2010.

Statewide, average weekly hours worked in manufacturing industries were 41.7, an increase of 0.3 hours since March, and an increase of 1.7 hours since April 2010. Average weekly earnings increased by \$2.89 since March to \$689.30, and have risen by \$47.30 since April 2010.

Average hourly earnings in manufacturing industries of \$16.53 were \$0.05 lower than in March and \$0.48 more than in April 2010.

Omaha MSA

Non-farm employment estimates were 460,961 April 2011; 9,151 more jobs than last month and 3,701 more than in April 2010.

Lincoln MSA

Non-farm employment was 173,101 April 2011; 1,362 more jobs than in March and 1,898 more than April 2010.

Labor Force Employment by Place of Residence:

Nebraska (smoothed seasonally adjusted):

- April unemployment rate: 4.2%
- Change (OTM): 0.0%
- Change (OTY): -0.6%

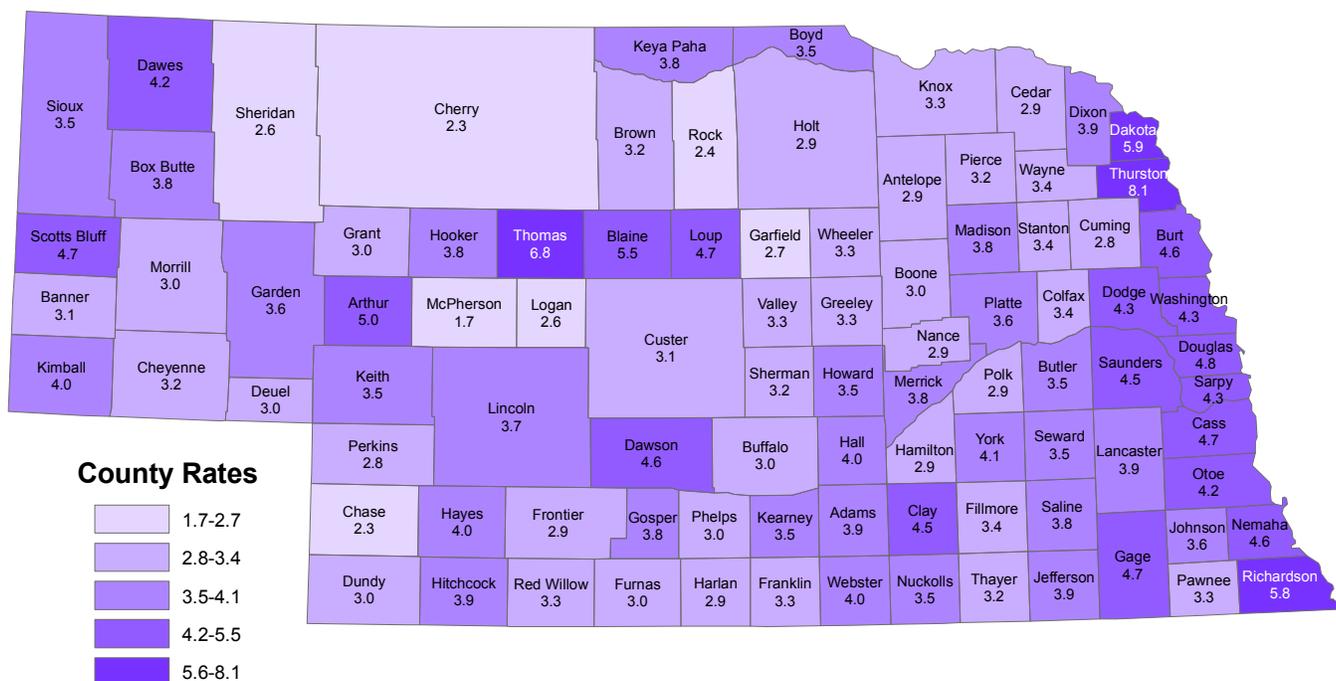
Economic Regions (not seasonally adjusted):

- Central: 3.5%
- Panhandle: 4.0%
- Mid Plains: 3.6%
- Southeast: 4.2%
- Northeast: 3.8%

Revisions to March Data:

- Unemployment rate: unchanged at 4.2%
- Labor Force: +83
- Unemployment: +115
- Employment: -32

April 2011 Nebraska Unemployment Rates by County





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>

TOTAL NONFARM

JANET DENBRING

Nationally, over-the-month non-seasonally adjusted employment expanded by 0.9%. The top two growth industries were Mining and Construction (3.6%) and Leisure and Hospitality (2.8%), both with better than normal seasonal growth. This month's highest over-the-year percentage growth industries were Professional and Business Services (3.2%) and Educational and Health Services (2.2%).

Nebraska total nonfarm employment increased over-the-month by 1.9% to 956,358. During the past three decades, over-the-month increases greater than 1.5% have only occurred 8 times. All industry sectors grew this month with the exception of Education & Health Services (-175) and Information (-91). The sectors growing the most over the month were Leisure & Hospitality (4,569); Professional & Business Services (3,996); and Mining, Logging & Construction (3,307).

From March to April, employment in the Lincoln MSA

www.dol.nebraska.gov

added 1,362 jobs to reach 173,101 (0.8%). Over the year, employment improved by 1.1% in April which is the second month in a row it increased. Employment over-the-year advanced the most in Professional and Business Services (5.3%) and Trade, Transportation, and Utilities (2.8%).

Over the month, the Omaha MSA employment added 9,151 jobs (2.0%) to 460,961, which is the largest increase since April 1998 (1.9%). The greatest percentage growth came from Professional and Business Services (4.6%), followed by Manufacturing (1.5%).

MINING AND CONSTRUCTION

Over-the-year employment in national Mining and Construction has posted three consecutive months of gains greater than 0.5%. The last year there was a similar increase was March 2007.

Since March, statewide employment built up by 8.3%. A continued seasonal increase in Specialty Trade Contractors of 2,367 jobs accounted for about two-thirds of the growth. Since April 2010, Mining and Construction has expanded 2.0%. The majority of the upsurge came from Specialty Trade Contractors (5.6%).

In the Lincoln MSA, April's addition of only 1.2% is about a fifth of the past five year's average of 6.2%. Over-the-year April employment fell 4.6%. For the Omaha MSA, since March employment progressed 4.7%. From April 2010 to April 2011, employment dropped by 4.3%. Most of these changes are due to Specialty Trade Contractors (OTM 4.9%; OTY -4.9%).

MANUFACTURING

Statewide Manufacturing over-the-month had been flat the past two months but accelerated 0.9% in April. Over-the-

year employment was up 1.9%, the fifth month of over-the-year growth in a row.

In the Lincoln MSA, the Manufacturing monthly employment dropped 0.8% which is consistent with a historical five-year average of -0.7%. From February 2008 to July 2010, over-the-year employment repeatedly declined by more than 1.0%. Since December 2010, yearly employment has continually increased by more than 1.0%. Over-the-month employment in Manufacturing in the Omaha MSA increased by 0.8%. The year-to-year employment expanded by 1.5%; the last time it was over 1.0% was in June 2008 (1.8%).

TRADE, TRANSPORTATION, AND UTILITIES

Since March, Trade, Transportation, and Utilities employment in Nebraska gained 1.6% which is much higher than its past five year average of 0.3%. Over-the-month employment in Wholesale Trade gained 2.4%, slightly lower than April 2010 (2.6%). Retail Trade jumped up 2.1% since March, which is unusual since gains over 2.0% normally only occurs in November. Transportation, Warehousing and Utilities remained flat this month (0.2%) after it grew by 1.4% last month.

Since April 2010, Trade, Transportation, and Utilities employment added 3,932 jobs (2.0%) which is the fifth month in a row it has grown by 1.5% to 2.0%. Retail Trade increased 1.4% since last year. Transportation, Warehousing and Utilities accelerated 4.7% following six months of over-the-year gains ranging from 1.1% to 5.1%.

Over the month, the Lincoln MSA escalated 795 jobs (2.5%) to 32,509. The last month it grew over 2.0% was November 2006 (2.1%). The majority of the increase came from Retail Trade (530 jobs, 3.0%). Over-the-year employment gained 2.8%, mostly due to gains in Retail Trade (2.8%). The Omaha MSA escalated by 1.6% since last month. The majority of the growth came from the Retail Trade subsector which rose by 2.5%. Over the year, employment has increased each month by 1.0% or more since January 2011.



INFORMATION

Over the month, statewide employment dropped by 0.5%. Over the year, Information has gone up the past three months in a row (0.6% to 0.8%).

Since March 2011, the Lincoln MSA Information employment remained steady (0.2%). Since April 2010, employment went up by 23 jobs to 2,204 (1.1%). Over-the-month employment in the Omaha MSA declined by -0.7%. Over-the-year employment continued its descent, dropping 571 jobs (5.1%) compared to April 2010.

FINANCIAL ACTIVITIES

Statewide Financial Activities employment was even over the month (0.2%) and over the year (0.1%).

Financial Activities grew by 0.5% over the month in the Lincoln MSA for the past two months. Over the year, the employment expanded by 1.7% to be 13,286 in April 2011.



PROFESSIONAL AND BUSINESS SERVICES

Statewide, Professional and Business Services gained 3,996 jobs this month to 107,183. It is the largest over-the-month percentage gain (3.9%) with the closest previous high of 2.9% occurring in April 1993. The over-the-year increase was 6.6%; statewide, this industry has not seen percentages higher than 6.0% since the summer of 2006. The majority of the employment growth came from Administrative and Waste Services which grew by 8.0% over the month.

Over the month, Professional and Business Services employment in the Lincoln MSA escalated by 3.9% in March, followed by 1.7% in April. The past over-the-month high in the last five years was 2.5% in June 2006. Over the year, employment surged by 5.3% in April. The last time the monthly increase was higher than 5.0% was in January 2007 (5.5%). Most of the growth came from Administrative and Waste Services (5.6%)

Since last month, employment in the Omaha MSA grew 4.0% (2,542 jobs) to 65,463 with the last time it increased 4.0% or higher was in April 1997 (4.7%). The majority of the expansion came from Administrative and Waste Services (OTM 8.5%; OTY 9.2%).

EDUCATION AND HEALTH SERVICES

Statewide, Educational and Health Services remained nearly unchanged in over-the-month employment (-0.1%), which is normal for April. Since April 2010, over-the-year

	Number of Workers			Over the Month		Over the year	
	Apr-11	Mar-11	Apr-10	Numeric Change	Percent Change	Numeric Change	Percent Change
Total Nonfarm	956,358	938,762	939,573	17,596	1.87%	16,785	1.79%
Mining, Logging & Construction	43,292	39,985	42,454	3,307	8.27%	838	1.97%
Construction of Buildings	8,262	8,057	8,410	205	2.54%	-148	-1.76%
Heavy and Civil Engineering Construction	5,872	4,885	6,083	987	20.20%	-211	-3.47%
Specialty Trade Contractors	28,546	26,179	27,021	2,367	9.04%	1,525	5.64%
Manufacturing	93,048	92,200	91,300	848	0.92%	1,748	1.91%
Durable Goods	42,276	42,160	41,383	116	0.28%	893	2.16%
Non-Durable Goods	50,772	50,040	49,917	732	1.46%	855	1.71%
Trade, Transportation, & Utilities	198,762	195,590	194,830	3,172	1.62%	3,932	2.02%
Wholesale Trade	41,256	40,304	41,124	952	2.36%	132	0.32%
Retail Trade	104,317	102,194	102,904	2,123	2.08%	1,413	1.37%
Transportation, Warehousing, and Utilities	53,189	53,092	50,802	97	0.18%	2,387	4.70%
Information	16,990	17,081	16,869	-91	-0.53%	121	0.72%
Financial Activities	68,416	68,296	68,361	120	0.18%	55	0.08%
Finance and Insurance	59,634	59,655	59,415	-21	-0.04%	219	0.37%
Real Estate and Rental and Leasing	8,782	8,641	8,946	141	1.63%	-164	-1.83%
Professional & Business Services	107,183	103,187	100,527	3,996	3.87%	6,656	6.62%
Professional, Scientific, and Technical Services	44,433	44,055	43,250	378	0.86%	1,183	2.74%
Management of Companies and Enterprises	17,530	17,271	17,177	259	1.50%	353	2.06%
Admin & Support & Waste Mngmt & Remdtn Srvcs	45,220	41,861	40,100	3,359	8.02%	5,120	12.77%
Education & Health Services	137,281	137,456	135,550	-175	-0.13%	1,731	1.28%
Educational Services	18,512	18,320	17,994	192	1.05%	518	2.88%
Health Care and Social Assistance	118,769	119,136	117,556	-367	-0.31%	1,213	1.03%
Leisure and Hospitality	82,652	78,083	80,650	4,569	5.85%	2,002	2.48%
Arts, Entertainment, and Recreation	12,075	10,544	12,158	1,531	14.52%	-83	-0.68%
Accommodation and Food Services	70,577	67,539	68,492	3,038	4.50%	2,085	3.04%
Other Services	38,014	37,303	37,069	711	1.91%	945	2.55%
Repair and Maintenance	9,902	9,737	9,947	165	1.69%	-45	-0.45%
Personal and Laundry Services	7,957	7,737	7,842	220	2.84%	115	1.47%
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	20,155	19,829	19,280	326	1.64%	875	4.54%
Government	170,720	169,581	171,963	1,139	0.67%	-1,243	-0.72%
Federal Government	16,377	16,365	17,246	12	0.07%	-869	-5.04%
State Government	41,196	41,555	41,579	-359	-0.86%	-383	-0.92%
Local Government	113,147	111,661	113,138	1,486	1.33%	9	0.01%

employment has been steadily increasing (1.3%) mostly due to Health Care and Social Assistance (1.0%).

Since last month, Education and Health Services in the Lincoln MSA stayed even (0.1%). Over the year, the industry contracted by 416 jobs (-1.6%), continuing a streak of consecutive losses over -0.7% since July 2010.

Over the month, the Omaha MSA remained flat (0.2%). Since April 2010, employment improved by 1.0% mostly due to advances in Health Care and Social Assistance (1.6%).

LEISURE AND HOSPITALITY

Since March, Leisure and Hospitality employment expanded by 5.9% which is higher than it has been previously with the last growth of 5.0% occurring in April 1995. Arts, Entertainment and Recreation increased by 14.5%; whereas, last year it gained 13.2% in April. Accommodation and Food Services increased by 3,038 (4.5%) over-the-month which is the largest increase seen with the next closest being in April 1995 (3.9%). Over-

the-year employment advanced 2.5% which is the highest it has been since posting 2.4% growth in November 2007. The yearly growth was due to Accommodation and Food Service gaining by 3.0%.

Leisure and Hospitality in the Lincoln MSA posted a gain of 1.4% in April. Over-the-month employment in the Omaha MSA surged by 6.2%, surpassing the 10-year high of 5.0% in April 2005. Over the year, there was an increase in jobs this month (1.4%).

OTHER SERVICES

Statewide, Other Services over-the-month employment rose 1.9%. Since April 2010, employment increased 2.6%. Additions in both time periods were mostly due to Religious, Grantmaking, Civic, Professional, and Similar Organizations.

The Lincoln MSA advanced over the month (0.6%) and over the year (0.7%) to 6,998. Over the month, the Omaha MSA held steady at 17,774 jobs, which is unusual since in the past five years it has increased from 0.5% to 1.3% over the month.

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

[Scott Hunzeker](#)

Editor

[Jacob Liudahl](#)

Graphic Designer

[Kristin Brehmer](#)

