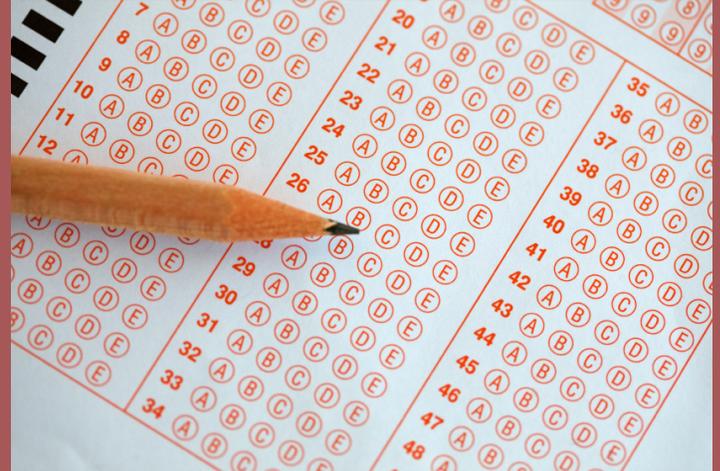


# NEBRASKA WORKFORCE MAY 2012 Trends



## Benchmark Revision Analysis



## Test Your LMI Knowledge

### Also Featuring...

#### Fast Facts...

Asian/Pacific American  
Heritage Month

#### Map Facts...

Free Comic Book Day

#### College Placement...

Metropolitan Community  
College

#### Occupational Profile...

Graphic Designers



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## GRADUATE OUTCOMES *Metropolitan Community College*

There were 1,229 Metropolitan Community College graduates from July 1, 2009 to June 30, 2010. Of these graduates, 896 (73%) were employed in Nebraska in first quarter 2011. The percentage of graduates working in the state was down 1% from the previous year and down 3% from 2009. Females made up 59% of the graduates and were slightly less likely (72%) to be working in the state than males (74%). The estimated average annual wages for all graduates was \$26,364.

Metropolitan Community College graduates were employed in 17 of Nebraska's 93 counties. More than three-fourths (77%) work in Douglas County and 92% of the graduates work in the Nebraska counties of the Omaha Metropolitan Statistical Area.

The Health Care industry employed the highest number of graduates with 228, followed by Retail Trade with 111, and Finance and Insurance with 83. Graduates working in Health Care had estimated annual average wages of \$27,953, and those working in Retail Trade earned \$17,325. Graduates employed in Finance and Insurance had earnings of \$32,189. The highest wages were earned by the 17 graduates working in the Utilities industry with \$50,177, followed by \$42,173 for the 29 graduates employed in the Information industry.

Fields of study with the highest earnings were Electrician less than 1-year award graduates with \$56,352, followed

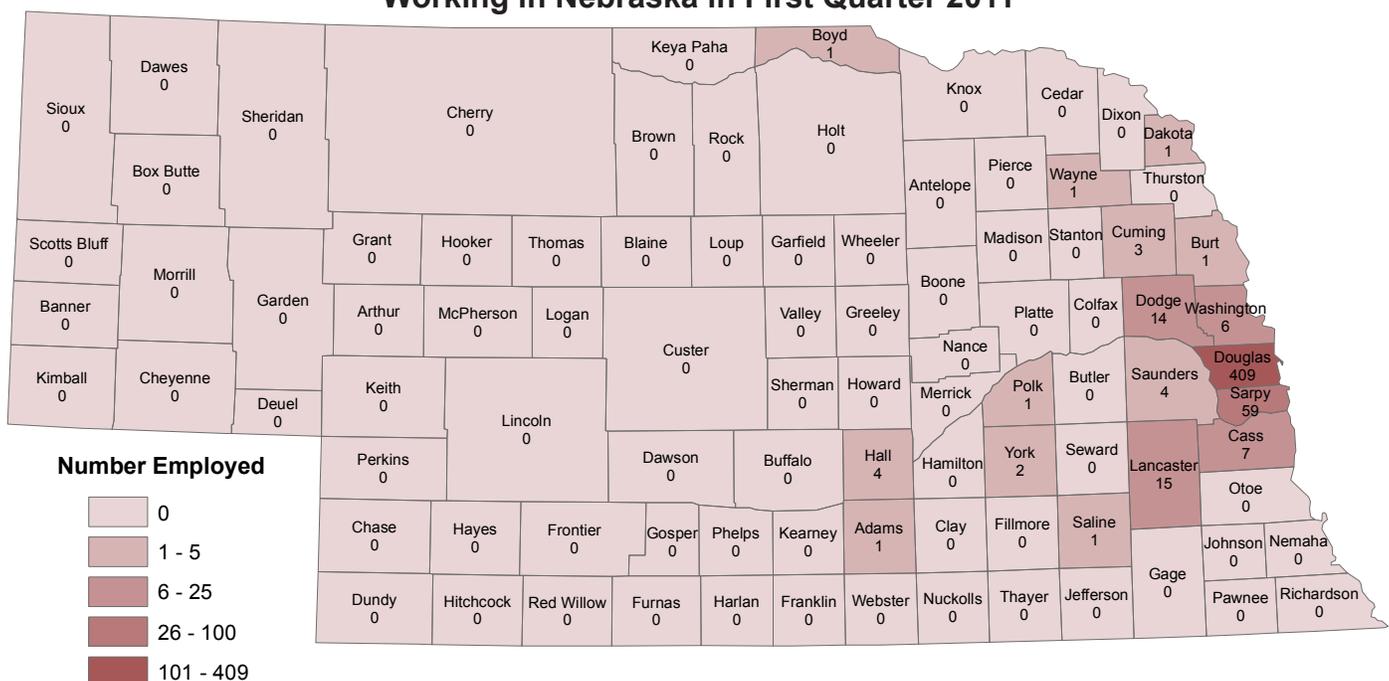


by Legal Assistant/Paralegal 1-2-year award graduates and Heavy/Industrial Equipment Maintenance Technologies, Other Associate Degree graduates at \$44,685 and \$40,786, respectively. Overall, there were 23 degree/field of study combinations that had estimated wages above \$30,000, primarily in technical and medical fields.

Twenty-one degree/fields of study had more than 90% of graduates working in Nebraska. The Licensed Practical/Vocational Nurse Training Associate Degree field of study had the highest number (86) of graduates working in the state.

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

### 2009-2010 Metropolitan Community College Graduates Working in Nebraska in First Quarter 2011





## Benchmark Revision Analysis

JANET DENBRING, RESEARCH ANALYST

Every month the national Current Employment Statistics (CES) program surveys about 141,000 businesses and government agencies, representing about 486,000 individual worksites. In Nebraska, the sample size is about 1,870 businesses with 5,030 establishments. Survey estimates are subject to both sampling and non-sampling error. The greater the sample is, relative to the population, the smaller the sampling error. The sample-to-population ratio varies across states, Metropolitan Statistical Areas (MSA), and industries. Non-sampling error is related to errors in reporting and processing. Non-Economic Code Changes occurred where employment moved from one super sector to another super sector.

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. The percentage differences between March 2011 sample-based estimates and the revised March 2011 benchmark levels are commonly used to report the magnitude of the revisions. If the benchmark revision is negative, it means the original sample-based estimates were over-estimated. If the revision is positive, the sample-based estimates were originally under-estimated.

### National

The actual national revision for Total Nonfarm employment was 0.1% (+162,000 jobs). The average absolute percentage revision for all 50 states total nonfarm estimates was 0.5% for March 2011. The range of the percentage revisions for all areas at the total nonfarm level was between -1.8% (Vermont) and 1.4% (District of Columbia) in March 2011. The national estimates of employment revised six industry super sectors up and four down.

The largest percentage upwards revision occurred in Financial Activities (0.9% or +69,000) with the majority of the increase coming from the Finance and Insurance sector (1.5% or +86,000). Numerically, Professional and Business Services was adjusted up the most (0.7% or +125,000) with all three sectors contributing. Leisure and

Hospitality estimates were revised (0.7% or +93,000) with the change attributed to Accommodation and Food Services sector (0.7% or 79,000). Trade, Transportation, and Utilities numerical change (0.4% or 95,000) is due to the upward revision in the Retail Trade sector (0.6% or 83,000).

Other Services downward revision (-2.0% or -108,000) was due to the major percentage decline in the Religious, Grantmaking, Civic, Professional and Similar Organizations sector (-4.0% or -115,000). The greatest numeric downward revisions occurred in the Health Care and Social Services sector (-0.8% or -125,000) in the Education and Health Services super sector (-0.5% or -108,000).

### Statewide

The Nebraska statewide sample-based Total Nonfarm employment estimate for March 2011 was 938,762. After benchmarking, employment was revised down by 5,276 jobs to 933,486; therefore, the revision rate was -0.6%. Benchmark revisions in the past five years have ranged from -0.8% (2008) to 0.1% (2009). The majority of the lowering of the estimates is due to the areas outside the Omaha MSA and Lincoln MSA. In Nebraska, the benchmark revised four super sectors upward and six downward.

The biggest statewide percentage and numerical upward revision was in Financial Activities (1.7% or +1,159), due to the upward revision in the Finance and Insurance sector (2.0% or +1,165). The next largest change came from the Leisure and Hospitality super sector (1.2% or +930) with both sectors contributing.

Statewide Mining and Construction had the largest percentage downward revision (-4.3% or -1,719), with the majority of that change coming in the Specialty Trade Contractors sector (-6.2% or -1,611) from outside the MSAs. Numerically, Professional and Business Services was revised the most (-2.8% or -2,891) with major changes in all three sectors, mostly from outside the Lincoln and Omaha MSAs. The next highest numerical downward revision was in Trade, Transportation and Utilities (-0.9% or -1,754). The sector contributing the majority of the decline was Transportation, Warehousing and Utilities (-3.4% or -1,788).

March 2011 Published Benchmark Revisions	National	Statewide	Omaha	Lincoln
<b>Total Nonfarm</b>	<b>0.1%</b>	<b>-0.6%</b>	<b>0.4%</b>	<b>-0.4%</b>
<b>Mining, Logging &amp; Construction</b>	<b>-0.5%</b>	<b>-4.3%</b>	<b>-4.5%</b>	<b>-1.1%</b>
Construction of Buildings	-0.5%	-5.9%	-1.7%	-
Heavy and Civil Engineering Construction	-1.6%	5.9%	-	-
Specialty Trade Contractors	-0.2%	-6.2%	-3.4%	-
<b>Manufacturing</b>	<b>0.1%</b>	<b>0.2%</b>	<b>-0.3%</b>	<b>-1.2%</b>
Durable Goods	-0.2%	-0.7%	0.4%	-0.9%
Non-Durable Goods	0.5%	0.8%	-0.6%	-1.8%
<b>Trade, Transportation, &amp; Utilities</b>	<b>0.4%</b>	<b>-0.9%</b>	<b>-0.5%</b>	<b>0.4%</b>
Wholesale Trade	-0.2%	-0.5%	-0.1%	0.6%
Retail Trade	0.6%	0.2%	-0.1%	1.9%
Transportation, Warehousing, and Utilities	0.5%	-3.4%	-1.7%	-2.2%
<b>Information</b>	<b>-0.4%</b>	<b>-1.5%</b>	<b>4.1%</b>	<b>-0.5%</b>
<b>Financial Activities</b>	<b>0.9%</b>	<b>1.7%</b>	<b>1.9%</b>	<b>1.5%</b>
Finance and Insurance	1.5%	2.0%	2.2%	-
Real Estate and Rental and Leasing	-0.9%	-0.1%	0.5%	-
<b>Professional &amp; Business Services</b>	<b>0.7%</b>	<b>-2.8%</b>	<b>-0.1%</b>	<b>-4.5%</b>
Professional, Scientific, and Technical Services	0.7%	-2.4%	-2.1%	-1.8%
Management of Companies and Enterprises	1.6%	-2.7%	3.4%	-
Admin & Support & Waste Mngmt & Remdtn Svcs	0.5%	-3.2%	0.5%	-3.5%
<b>Education &amp; Health Services</b>	<b>-0.5%</b>	<b>-0.4%</b>	<b>0.9%</b>	<b>0.9%</b>
Educational Services	0.5%	-3.4%	-0.3%	-
Health Care and Social Assistance	-0.8%	0.1%	1.1%	-
<b>Leisure and Hospitality</b>	<b>0.7%</b>	<b>1.2%</b>	<b>2.5%</b>	<b>-1.7%</b>
Arts, Entertainment, and Recreation	0.8%	3.3%	-	-
Accommodation and Food Services	0.7%	0.9%	0.9%	-
<b>Other Services</b>	<b>-2.0%</b>	<b>-1.6%</b>	<b>-2.4%</b>	<b>-1.2%</b>
Repair and Maintenance	0.5%	2.3%	-	-
Personal and Laundry Services	0.1%	-0.3%	-	-
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	-4.0%	-4.1%	-	-
<b>Government</b>	<b>0.1%</b>	<b>0.1%</b>	<b>1.4%</b>	<b>0.5%</b>
Federal Government	0.9%	1.0%	0.0%	3.0%
State Government	-0.3%	-0.6%	4.1%	-0.5%
Local Government	0.1%	0.3%	1.1%	1.5%

Employment was also revised downward in the Other Services super sector (-1.6% or -611), mainly due to the revision in the Religious, Grantmaking, Civic, Professional, and Similar Organizations sector (-4.1% or -809).

## Omaha MSA

Total Nonfarm employment in the Omaha MSA was revised upward (0.4% or +1,807). Information in Omaha had the most positive percentage revision among the super sectors (4.1% or +434). Leisure and Hospitality showed the highest numerical revision (2.5% or +1,023). Financial Activities was the next largest numerical revision (1.9% or 779), and it accounted for over half of the statewide upward revision in this super sector, driven by changes to the Finance and Insurance sector (2.2% or +752). The Government super sector upward revision (1.4% or +926) was due to changes in the State Government (4.1% or +442) and Local Government sectors (1.1% or +488).

The Omaha MSA contributed over half of the statewide revision in Mining and Construction (-4.5% or -873), posting the largest downward percentage and numerical revision in the Omaha MSA. Other Services had the next highest percentage change (-2.4% or -432). Transportation, Warehousing and Utilities sector's downward revision (-1.7% or -450) made up the majority of the change in the Trade, Transportation and Utilities super sector (-0.5% or -499).

## Lincoln MSA

Total Nonfarm employment in the Lincoln MSA was revised downward (-0.4% or -646). Financial Activities had the largest upward percentage revision (1.5% or +204) of Lincoln's super sectors. Education and Health Services' upward revision (0.9% or +238) accounted for its highest numeric super sector change. Of the sectors estimated for the Lincoln MSA, Retail Trade had the largest numeric change (1.9% or +337). Professional and Business Services had the greatest percentage and numerical downward revision (-4.5% or -828) of the super sectors in Lincoln. The Leisure and Hospitality super sector experienced the next most significant downward change (-1.7% or -269).

In conclusion, the estimation errors that are made in preliminary estimates will sometimes be corrected the next month when final estimates are done. However, there are many things that occur in the economy that the estimation method may not account for when done, especially in smaller states with smaller survey sample sizes. Adjustments for job gains or losses throughout the year need to be known in real time and affect at least 100 workers before adjustments are made to the estimated employment. These are some of the reasons why the CES data is benchmarked annually with known employment numbers from the Quarterly Census of Employment and Wages (QCEW) data.

# Feature Story

## TEST YOUR LMI KNOWLEDGE

CARRIE GAUL, STAFF ASSISTANT

Every so often it becomes necessary to put our brilliant brain to the test. To that end, and to have a little fun, here are several questions to test your understanding of Labor Market Information in Nebraska. When you are finished, check your answers to see how your rate. The answers can often be found in more than one location on NEWorks. If there are any questions on the data, see the Labor Market Facts for FAQs or e-mail us at [lm\\_i\\_ne@nebraska.gov](mailto:lm_i_ne@nebraska.gov). Best of luck!

1. Which of the following labor market statistics is NOT included in the model that estimates the unemployment rate?

- a. Current Employment Statistics
- b. Unemployment Insurance claims
- c. Current Population Survey results
- d. Salary and wage trends

2. Which index value is commonly referenced as the official measure of inflation within the economy?

- a. Employment Cost Index
- b. Producer Price Index
- c. Consumer Price Index
- d. Purchasing Managers' Index

3. What was the 4th Quarter 2011 Median Hourly wage for Bookkeeping, Accounting, and Auditing Clerks in Nebraska?

- a. \$9.27
- b. \$11.68
- c. \$14.44
- d. \$18.50

4. Which county in Nebraska has the smallest labor force?

- a. Arthur County
- b. Sheridan County
- c. Clay County
- d. Dixon County

5. In the past 25 years, the single lowest annual non-seasonally adjusted unemployment rate for Nebraska was 2.3%. During which year did this occur?

- a. 1990
- b. 1995
- c. 1999
- d. 2006



6. Which of the following groups are NOT included in the monthly Current Employment Statistics?

- a. Railroads
- b. Government employees
- c. Self-employed
- d. Real Estate

7. Over the next several years, which occupation in Nebraska is projected to have the most openings available each year?

- a. Registered Nurses
- b. Tractor-Trailer Truck Drivers
- c. Lawyers
- d. Funeral Directors

8. According to the 2008-2018 Long Term Industry Projections, which industry has the highest expected percent change for Buffalo County?

- a. Truck Transportation
- b. Social Assistance
- c. Educational Services
- d. None of the Above

9. According to the 3rd Quarter 2011 Quarterly Census of Employment and Wages (QCEW) data for the Norfolk Micropolitan Area, which industry had the highest Average Weekly Wage?

- a. Utilities
- b. Manufacturing
- c. Construction
- d. Finance and Insurance

10. Can a list of the top 25 largest employers in Nebraska be obtained from the NEWorks website?

- a. Yes
- b. No
- c. Both a and b

Check your answers on the next page!



### Answers:

1. D. The statistical model that calculates the monthly unemployment rate incorporates current and historical data from the national Current Population Survey, nonfarm employment estimates from the Current Employment Statistics (CES) program, and unemployment insurance claims from the State unemployment insurance (UI) systems. The Bureau of Labor Statistics' website has a section of Frequently Asked Questions that explain their unemployment rate model.

2. C. The Consumer Price Index, or CPI, is generally considered the official measure of inflation. The CPI is produced by the Bureau of Labor Statistics (BLS) and measures monthly changes in the prices of goods and services within the economy.

3. C. \$14.44 is the Median Hourly wage for Bookkeeping, Accounting, and Auditing Clerks in Nebraska. Accountants and Auditors, on the other hand, earned a Median Hourly wage of \$27.46 in Nebraska during the same time.

4. A. Arthur County had an estimated labor force of 242 persons for March 2012. When viewing the Labor Force data for all counties in NEworks, the table can be sorted by clicking on the column headings. Additionally, the number of records displayed can be changed to 100 to show all counties at once.

5. A. Nebraska had a non-seasonally adjusted annual unemployment rate of 2.3% for 1990.

6. C. Current Employment Statistics (CES) include all full-time and part-time wage and salary workers in nonfarm establishments. Self-employed, domestic services, and armed forces personnel are excluded. Although Railroads are not covered under unemployment insurance laws and thus excluded from many BLS programs, they are included in the monthly CES estimates.

### How did you score?

8-10 correct: Outstanding! Don't be surprised if you're asked to write a guest "Ask an Economist" column in the near future.

5-7 correct: Good job! Keep reading *Nebraska Workforce Trends*.

2-4 correct: Hmm. Does your mother know you are reading this publication?

0-1 correct: Wow! Even with guessing, simple probability suggests that you should have had 2 correct answers. You are a statistical anomaly.

7. B. According to the 2008-2018 Long Term Occupational Employment Projections, on average, there will be over 1,200 openings for Heavy and Tractor-Trailer Truck Drivers per year through 2018. Openings due to growth are because of new businesses opening or existing businesses expanding. Openings due to replacement are from turnover in existing businesses. The 2010-2020 Long Term Projections will be released later this year.

8. D. None of the above. Data is not available for Buffalo County individually, so the system defaults to display Nebraska statewide detail. Watch for this notice at the top of the page:

Below are the long term industry projections for Subsector (3 digit) Truck Transportation in Nebraska (no data available for Buffalo County)

9. A. Utilities. The Average Weekly Wage for the Utilities industry was \$1,090, while the Construction industry was \$683 and Finance and Insurance was \$725. Manufacturing wage data is suppressed for the Norfolk MC in order to meet confidentiality requirements; however, it is available for Madison County alone.

10. C. Both Yes and No. Lists of Nebraska employers by size class can be displayed in NEworks, but the actual number of employees at each business is not displayed. Any information specific to a particular business is confidential within Labor Market Information.



# Map Facts



## FREE COMIC BOOK DAY



JODIE MEYER, RESEARCH ANALYST

Many people look forward to the month of May—students for graduation and the end of the school year, Mothers for Mother’s Day, and comic book fans for Free Comic Book Day.

Free Comic Book Day has been held annually on the first Saturday in May since 2002. This year the event falls on May 5th. Participating comic book stores around the world give away comic books to anyone who comes into their shop. There is a specific list of comics provided by publishers who participate in the event.

This year over 2,000 shops around the world will give away 3.5 million comics for free, a record for this event. The map represents towns that have stores participating in the event. Nebraska has thirteen stores participating located in eight cities across the state. For a detailed list of participating stores, please visit [www.freecomicbookday.com](http://www.freecomicbookday.com).

Many stores also celebrate the event by bringing in celebrities and authors, illustrators, and creators of popular comics. In the third quarter of 2011 in Nebraska, there were 372 Sporting Goods, Hobby, Book, and Music stores employing an average of 4,446 employees. Comic book stores are included in this classification.

Comic books are often created by several people including Writers, Illustrators and Graphic Designers. Writers and Authors create the stories and characters that the Artists later bring to life. Writers and Authors in Nebraska made an average of \$52,670 annually according to fourth quarter 2011 Occupational Employment Statistics. Fine Artists, Including Painters, Sculptors, and Illustrators made an average of \$55,420 annually during the same period. Graphic Designers also play a part in comic book creation by helping to design logos, covers, and choosing fonts and styles for text. These Graphic Designers made an average of \$38,825 annually in Nebraska in fourth quarter 2011. It is important to note that several artists and related workers are self-employed and work freelance; thus, their wages are not captured in the wage survey and can widely vary.

### Cities With Participating Locations for Free Comic Book Day



Source: Free Comic Book Day, Nebraska Department of Labor (Occupational Employment Statistics)

# Asian/Pacific American Heritage Month



JACOB LIUDAHL, RESEARCH ANALYST

In 1978, Congress established Asian/Pacific American Heritage Week. The beginning of May was chosen to commemorate the arrival of the first Japanese immigrants in the United States on May 7, 1843, and the contributions of Chinese workers to the building of the transcontinental railroad, completed May 10, 1869. Congress expanded the observance to a month long celebration in 1992. Asians and Pacific Islanders were separated into two different racial categories five years later.

According to the 2010 Census, the estimated number of U.S. residents of Asian descent was 17.3 million. This group comprised 5.6 percent of the total population. This count includes those who said they were both Asian alone (14.7 million) and Asian in combination with one or more additional races (2.6 million). Native Hawaiian and Other Pacific Islanders in the U.S. was estimated at 1.2 million residents.

The Asian alone or in combination population between the 2000 and 2010 censuses increased by 46%, more than any other major race group. Native Hawaiian and Other Pacific Islanders increased 40% over the same period.

A stunning 50% of single-race Asians 25 and older had a bachelor's degree or higher level of education, according to the 2010 American Community Survey (ACS). This compared with 28% for all Americans 25 and older. Additionally, 20% of single-race Asians 25 and older had a graduate (e.g., master's or doctorate) or professional degree. This compared with 10% for all Americans 25 and older.

According to the 2010 ACS, the median household income for single-race Asians was \$67,022. Income differed greatly between Asian groups. Asian Indian residents' median income was \$90,711, while Bangladeshi residents' median household income was \$48,471.

After Spanish, Chinese (all varieties) was the non-English language most widely spoken at home in 2010 with 2.8 million speakers 5 and older. More than 1 million people also spoke each Tagalog, Vietnamese and Korean at home. Of all non-English languages spoken at home in the U.S., the percentage of residents that spoke English "very well" was lowest among Vietnamese, Korean, and Chinese speakers.

The median age of the single-race Native Hawaiian and Other Pacific Islander population in 2010 was 28.9 years old. The same median age for the single-race Asian population was 35.4 years old in 2010. The median age was 37.2 for the population as a whole.

**Source:** United States Census Bureau - Facts for Features

# Occupational Profile



## Graphic Designers

LINDSAY BURFORD, RESEARCH ANALYST

**H**ave you ever noticed pictures, colors, fonts, graphs, or the overall layout in Trends? Or any other publication you have ever read? Even as a student, I noticed when certain professors put effort into their PowerPoint presentations. Many survey methodologists consider survey layout design to be a huge impact in influencing response rates. All these examples revolve around a certain occupation: a Graphic Designer.

### Occupational Characteristics

Graphic Designers primarily design and create concepts to meet their employers' commercial and promotional needs. These could include packages, displays, logos, or publication products. They can incorporate a variety of artistic, decorative, or strategic mediums to achieve a desired effect. Other tasks Graphic Designers can participate in include conferring with clients to discuss and determine layout design; develop graphics and layouts for product illustrations, company logos, and Internet websites; use computer software to generate new images; maintain an archive of images, photos, or other work products; determine size and arrangement of illustrative material and copy; and

key information into computer equipment to create layouts for clients or supervisor.

Common knowledge that is expected from Graphic Designers include design techniques; communications and media; computers and electronics; the English language; various forms of Fine Arts (music, dance, visual arts, drama, sculpture); sales and marketing; and computer and personal service. Specific skills preferred within this occupation include active listening; operations analysis; effective speaking; effective writing; critical thinking; reading comprehension; active learning; coordination; and judgment and decision making. Specific abilities related to this occupation include: originality; written comprehension; fluency of ideas; near vision; written expression; oral expression; visualization; category flexibility; and inductive reasoning. Common work activities for Graphic Designers include: thinking creatively; interacting with computers; getting information; making decisions and solving problems; communication with individuals outside of their organization; staying up-to-date on technology and knowledge; organizing, planning, and prioritizing work; and interpreting the meaning of information for others.

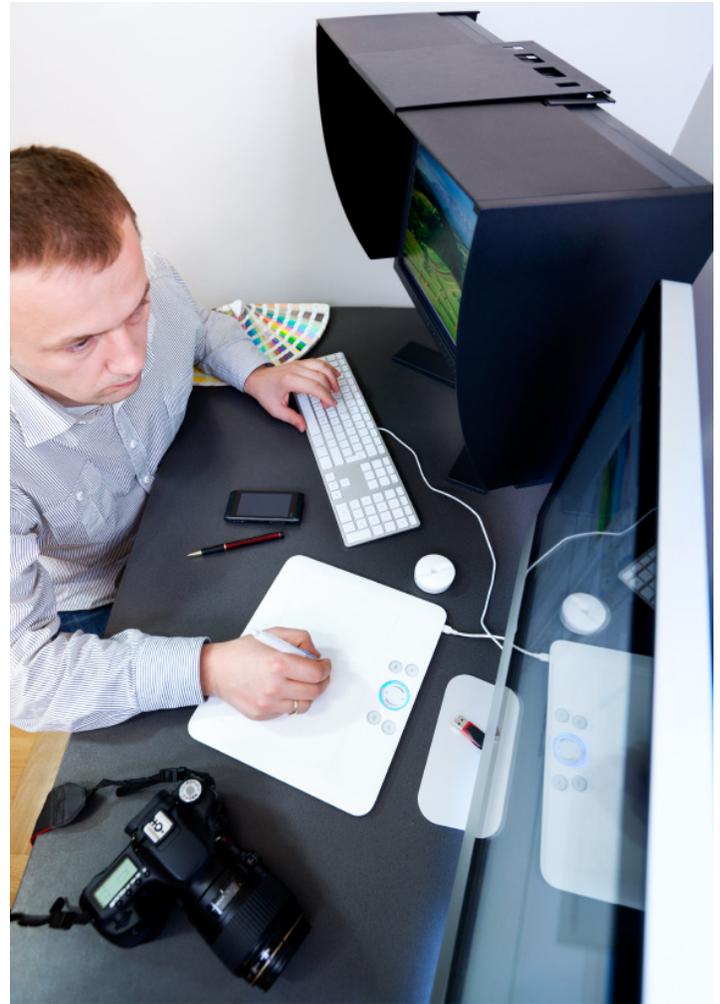
## Education and Training

Graphic Designers require considerable preparation before entering the labor force. Typically, this means most employers expect applicants to have a four-year Bachelor's Degree and several years of work-related experience. According to O\*Net Online, 81% of employers required their Graphic Designers to have a Bachelor's Degree; 11% stated they required an Associate's degree; and 4% stated they accepted applicants with some college, but no degree. Graphic Designers do not require a license in Nebraska.

Common fields of study for those interested in the Graphic Designer occupation include agricultural communication and journalism; web page, digital/multimedia and information resources design; computer graphics; design and visual communications (general); commercial and advertising art; industrial design; and graphic design. There are many programs throughout Nebraska that offer certificates, Associate's Degrees, and Bachelor's Degrees in these fields. For more information about where these programs are found throughout the state, visit <http://traininglink.dol.state.ne.us/index.cfm>.

## Employment and Wages

Statewide, Graphic Designers have a HOT! job prospect ranking, as well as in several sub-regions within Nebraska. The Mid-Plains Region is the only region to have a COLD! job prospect with a projected job loss of -6.45% between 2008 and 2018. The Southeast Region also has a negative projected job loss at -5.00% during the same time period; however, its job prospects ranking is listed as FAIR! Statewide, the projected job growth between 2008 and 2018 for Graphic Designers is 10.34%, or 87 annual openings. The Omaha Region has the largest projected job growth at 12.96%, followed by the Northeast Region at 9.52%.



The average entry wage in Nebraska for Graphic Designers is \$12.34 per hour. The average hourly wage is \$18.79, or a little over \$39,000 a year. The average experienced wage, statewide, is \$22.00 per hour, or approximately \$45,000 per year. All of these wages are below the national entry wage, average wage, and experienced wage. However, looking at surrounding states, Colorado is the only state whose average hourly wage for Graphic Designers is higher than Nebraska's; Iowa, Kansas, Missouri, South Dakota, and Wyoming all have lower average hourly wages than Nebraska's average hourly wage (\$18.79). Looking more internally, the Omaha Region has the highest entry, hourly, and experienced wages (\$13.60, \$19.92, and \$23.08, respectively), while the Mid-Plains Region has the lowest wages (\$10.20, \$11.92, and \$12.78).

## Conclusion

Nebraska's long-term projections suggest a HOT! job prospect in employment for Graphic Designers. 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. 

Quick Facts: Graphic Designers	
2010 National Median Pay	\$43,000
2010 Nebraska Median Pay	\$39,000
Projected Job Growth Between 2008 and 2018	10.34%
Entry-Level Education	Bachelor's Degree
Top Industry of Employment	Professional, Scientific, and Technical Services
Region with Highest Hourly Wage	Omaha
Only Bordering State with a Higher Avg. Hourly Wage	Colorado

**Source:** O\*Net Online - SOC 27-1024, Occupational Employment Statistics (OES)



**GRAND OPENING**

## Openings and Expansions

JACOB LIUDAHL, 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 [Jacob.Liudahl@Nebraska.gov](mailto:Jacob.Liudahl@Nebraska.gov) with your information.

### Lincoln

- The Lincoln Chamber of Commerce reported the following businesses opening or expanding their operations: Care Consultants for the Aging (home care, assistance); Morgan Chiropractic and Acupuncture; Johnson Chiropractic; Walker Tire Company (new location); Massage Clinic; Convergence Cleaning (cleaning company).

- The Lincoln Journal Star reported the following businesses opening new locations: Pearls and Pebbles (jewelry and accessories store); Nebraska Mattress, opening a new store near Super Target; Asian Fusion restaurant at 27th and Grainger Pkwy; B & D Auto Sales second location, 21st and O Street; Soap, a new laundromat at 16th and O Street.

### Omaha

- The Greater Omaha Chamber of Commerce reported the following businesses are opening or expanding their operations: Ponzu Sushi & Grill, restaurant, 15 employees; Premier Psych. TMS, therapy clinic, 5 employees; Omaha Nutrition, retail, 2 employees; Mahoney Grill, restaurant, 25 employees; Rue 21, clothing, 15 employees; Earthbound Trading, specialty store, 15 employees; Yo Yo Beri, yogurt shop, 10 employees; D'Leon's, restaurant, 15 employees; The Home Company, home construction, 5 employees; Bravo! Cucina Italiana, restaurant, 20 employees; Cox Bros BBQ, restaurant, 20 employees; Pier 1 Imports, home decorating, 15 employees; Pet Earth, pet supplies, 5 employees; Alter Ego Ultra Lounge, bar, 20 employees; USstoragesearch.com, call center, 20 employees.

- The Omaha World Herald reported the following businesses are opening or expanding their operations: Wal-Mart- Blair, retail, 130 employees, Rhylan Lang, retail, 5 employees; Prime Time Healthcare, health supplies, 5 employees; Sergeant's Pet Care Products, production, 70 employees; Farm Credit Services, insurance, 20 employees.

- The Midlands Business Journal reported that Conductix-Wampfler, a production line manufacturer, expanded their business, hiring four employees.

### Beatrice

- Reinke Manufacturing in Deshler and NEAPCO in Beatrice are both hiring multiple employees for open positions.

### York

- Two new businesses were reported in York: Lucky Ducks Auto Sales will specialize in used & reliable cars and pickups for under \$10,000. Get Realistic Computer Systems sells and provides services on computers. Both businesses were listed in the local newspaper and both are small, family-operated businesses that employ 2-3 people.

### Norfolk

- Phoenix Computer Systems opened in Battle Creek and Russell DeGroote opened a new orthopedic surgery practice in Norfolk.

### Hastings

- Hastings T\_L irrigation, Thermo King, Bruckman Rubber, and NE Aluminum Castings all expanded their operations by adding employees.

### North Platte

- The North Platte Chamber of Commerce reported that d.diff, a women's boutique clothing store, had its grand opening employing 5-7 people.

### Sidney

- The Sidney Chamber of Commerce reported two openings in March: The Moose & Goose Gallery had its ribbon cutting on March 15. The Buffalo Point Steakhouse & Grill opened on March 9 and employs about 25-30 people.

## 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	2.2%
Unemployment Rate	Mar-12	8.2%
Fed Interest Rate	Mar-12	0.25%
Current Account Balance	Q4-11	-\$124.1 billion

Nebraska Indicators	Date	Value
Unemployment Rate	Mar-12	4.0%
House Value Appreciation	Q4-11	1.35%
Average Weekly Manufacturing Hours	Mar-12	39.6
Net Taxable Retail Sales	Jan-12	\$1.861 billion
Median Employment Wages	Q4-11	\$30,790

Pricing Indicators	Date	Value
Barrel of Crude Oil	Apr-12	\$103.05
ECI Change	Q1-12	0.4%
PPI Change	Mar-12	unchanged

March 2012	Indexes			% Change From	
	Mar-12	Feb-12	Mar-11	Feb-12	Mar-11
U.S. All Items	229.392	227.663	223.467	0.8%	2.7%
Midwest Urban All Items	218.975	216.855	212.954	1.0%	2.8%
Northeast Urban All Items	245.125	243.850	239.074	0.5%	2.5%
South Urban All Items	223.314	221.802	217.214	0.7%	2.8%
West Urban All Items	232.039	229.995	226.558	0.9%	2.4%

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

## 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 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. Data was revised for 2010 and 2011 and is updated on our website.

### TOTAL NONFARM

Nationally, over-the-month non-seasonally adjusted employment increased (0.6% or 811,000 jobs), a normal

occurrence in March. Six industries expanded, one contracted, and three were flat since last month. Over-the-year non-seasonally adjusted employment gained 1,949,000 jobs (1.5%). Since March 2011, it has trended up between 0.8% and 1.6% each month.

Since last month, Nebraska Total Nonfarm increased to 935,995 jobs by adding 6,431 jobs (0.7%), typical for March. Four industries increased, five decreased, and one was level. Leisure and Hospitality contributed about half of the monthly gain (3,009 jobs). Over the year, Total Nonfarm employment remained steady (+2,506 jobs or +0.3%). Since March 2011, the yearly growth has ranged from 0.0% to 0.8%. Over-the-year employment improved the most in Education and Health Services (2,534 jobs), followed by Manufacturing (1,281 jobs).

The Lincoln MSA employment edged up by 772 from last month to 173,162 jobs (0.4%). Since March 2011, employment has advanced by 2,069 jobs (1.2%) with the majority of additions coming from Education and Health (733 jobs) and Government (566 jobs). In the Omaha MSA, over-the-month employment increased by 3,290 to 457,949 jobs (0.7%), with over half of the gains coming from Leisure and Hospitality (2,191 jobs or 5.4%). Since last year, there has been an increase of 4,332 jobs (1.0%). The majority of the yearly gains came from Health Care and Social Assistance (2,897 jobs or 4.8%).

## MINING AND CONSTRUCTION

Over the month, statewide employment in Mining and Construction advanced by 1,360 to 38,047 jobs (3.7%). Over the year, employment went down by 0.6% in March, following a gain of 3.0% in January and 0.7% in February.

Since last month, employment in the Lincoln MSA jumped up by 174 to 6,319 jobs (2.8%). Over-the-year employment added 54 workers (0.9%). In the Omaha MSA, from February to March employment expanded by 502 to 18,593 jobs (2.8%) with the increase occurring mainly in Specialty Trade Contractors (296 jobs). Since March 2011, employment fell by 68 jobs (-0.4%).

## MANUFACTURING

From February to March this year, statewide Manufacturing rose by 894 jobs to be at 93,622 (1.0%), after declining the previous two months. March's over-the-year improvement of 1.4% (1,281 jobs) is attributable to the employment growth in Durable Goods (1,982 jobs or 4.7%).

Since last year, Lincoln MSA employment increased by 170 to 12,842 jobs (1.3%) with the upswing attributable to Durable Goods (276 jobs or 3.5%). Over the year, employment in the Omaha MSA improved by 1,034 jobs to 32,107 (3.3%) with both subsectors contributing about half of the gains.



## INFORMATION

Statewide over-the-month employment remained stable at 16,969 jobs, common for March. Since March 2011, employment expanded by 0.8%, the highest it has been since November 2007.

Since March 2011, employment in the Lincoln MSA remained flat at 2,188 jobs. In the Omaha MSA, over-the-year employment is down by 275 to 10,840 jobs (-2.5%).

## FINANCIAL ACTIVITIES

Over the month, statewide employment declined by 292 to 67,823 (-0.4%), which is the largest March loss in the past decade. Over the year, employment decreased by 1,632 jobs (-2.3%), the largest over-the-year drop of any month in the past decade.

Employment in the Lincoln MSA has remained stable since March 2011 at 13,464 jobs (+0.3%). In the Omaha MSA, over-the-year employment fell to 39,920 jobs (-1,069 jobs or -2.6%) with Finance and Insurance reduced by 1,102 jobs (-3.1%).

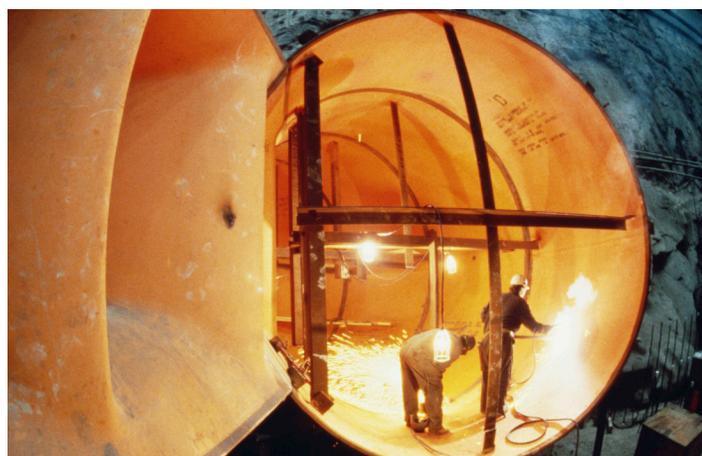
## PROFESSIONAL AND BUSINESS SERVICES

From February 2012 to March 2012, employment remained firm at 101,498 jobs. Since March 2011, statewide employment has grown by 1,202 jobs (1.2%) with the increase coming from Professional, Scientific and Technical Services (1,262 jobs or 2.9%).

The Lincoln MSA's over-the-year employment advanced by 102 to 17,510 jobs (0.6%). Over the year, employment in the Omaha MSA grew by 917 to 63,761 jobs (1.5%), with most of the increase due to Professional, Scientific and Technical Services (902 jobs or 3.4%).

## EDUCATION AND HEALTH SERVICES

Over-the-month employment gained 1,191 to 139,464 jobs (0.9%) due to the increase in Health Care and Social Assistance (1,189 jobs or 1.0%). Over-the-year employment was up by 2,534 jobs (1.9%) due mostly to the growth in Ambulatory Health Care Services (1,546 jobs or 4.5%).



## TRADE, TRANSPORTATION, AND UTILITIES

Since last month, statewide Trade, Transportation, and Utilities employment edged up by 394 to 192,098 jobs (0.2%), with most of the increase coming from Wholesale Trade (509 jobs or 1.3%). Since March 2011, employment regressed by 1,738 jobs (-0.9%) with the bulk of the year's decline due to Transportation, Warehousing, and Utilities dropping 1,460 jobs (-2.8%).

Employment in the Lincoln MSA fell by 337 jobs to 32,005 jobs (-1.0%) since last month. Since March 2011, employment has risen by 156 workers (0.5%), due to Transportation, Warehousing, and Utilities increasing by 246 jobs (2.4%). From March 2011 to March 2012, Omaha MSA employment improved by 365 to 92,714 jobs (0.4%) with Retail Trade accountable for adding 578 jobs (1.2%).

	Number of Workers			Over the Month		Over the Year	
	Mar-12	Feb-12	Mar-11	Numeric Change	Percent Change	Numeric Change	Percent Change
<b>Total Nonfarm</b>	<b>935,992</b>	<b>929,561</b>	<b>933,486</b>	<b>6,431</b>	<b>0.7%</b>	<b>2,506</b>	<b>0.3%</b>
<b>Mining, Logging &amp; Construction</b>	<b>38,047</b>	<b>36,687</b>	<b>38,266</b>	<b>1,360</b>	<b>3.7%</b>	<b>-219</b>	<b>-0.6%</b>
Construction	8,258	7,873	7,582	385	4.9%	676	8.9%
Heavy and Civil Engineering Construction	4,842	4,510	5,175	332	7.4%	-333	-6.4%
Specialty Trade Contractors	23,385	22,656	24,568	729	3.2%	-1,183	-4.8%
<b>Manufacturing</b>	<b>93,622</b>	<b>92,728</b>	<b>92,341</b>	<b>894</b>	<b>1.0%</b>	<b>1,281</b>	<b>1.4%</b>
Durable Goods	43,865	43,387	41,883	478	1.1%	1,982	4.7%
Non-Durable Goods	49,757	49,341	50,458	416	0.8%	-701	-1.4%
<b>Trade, Transportation, &amp; Utilities</b>	<b>192,098</b>	<b>191,704</b>	<b>193,836</b>	<b>394</b>	<b>0.2%</b>	<b>-1,738</b>	<b>-0.9%</b>
Wholesale Trade	40,288	39,779	40,106	509	1.3%	182	0.5%
Retail Trade	101,966	101,780	102,426	186	0.2%	-460	-0.5%
Transportation, Warehousing, and Utilities	49,844	50,145	51,304	-301	-0.6%	-1,460	-2.9%
<b>Information</b>	<b>16,969</b>	<b>16,957</b>	<b>16,831</b>	<b>12</b>	<b>0.1%</b>	<b>138</b>	<b>0.8%</b>
<b>Financial Activities</b>	<b>67,823</b>	<b>68,115</b>	<b>69,455</b>	<b>-292</b>	<b>-0.4%</b>	<b>-1,632</b>	<b>-2.4%</b>
Finance and Insurance	59,315	59,634	60,820	-319	-0.5%	-1,505	-2.5%
Real Estate and Rental and Leasing	8,508	8,481	8,635	27	0.3%	-127	-1.5%
<b>Professional &amp; Business Services</b>	<b>101,498</b>	<b>101,480</b>	<b>100,296</b>	<b>18</b>	<b>0.0%</b>	<b>1,202</b>	<b>1.2%</b>
Professional, Scientific, and Technical Services	44,240	44,978	42,978	-738	-1.6%	1,262	2.9%
Management of Companies and Enterprises	16,888	16,745	16,807	143	0.9%	81	0.5%
Admin & Support & Waste Mngmt & Remdtn Svcs	40,370	39,757	40,511	613	1.5%	-141	-0.4%
<b>Education &amp; Health Services</b>	<b>139,464</b>	<b>138,273</b>	<b>136,930</b>	<b>1,191</b>	<b>0.9%</b>	<b>2,534</b>	<b>1.9%</b>
Educational Services	18,077	18,075	17,698	2	0.0%	379	2.1%
Health Care and Social Assistance	121,387	120,198	119,232	1,189	1.0%	2,155	1.8%
<b>Leisure and Hospitality</b>	<b>79,657</b>	<b>76,648</b>	<b>79,013</b>	<b>3,009</b>	<b>3.9%</b>	<b>644</b>	<b>0.8%</b>
Arts, Entertainment, and Recreation	11,033	9,922	10,892	1,111	11.2%	141	1.3%
Accommodation and Food Services	68,624	66,726	68,121	1,898	2.8%	503	0.7%
<b>Other Services</b>	<b>36,196</b>	<b>36,583</b>	<b>36,692</b>	<b>-387</b>	<b>-1.1%</b>	<b>-496</b>	<b>-1.4%</b>
Repair and Maintenance	9,722	10,181	9,960	-459	-4.5%	-238	-2.4%
Personal and Laundry Services	7,822	7,753	7,712	69	0.9%	110	1.4%
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	18,652	18,649	19,020	3	0.0%	-368	-1.9%
<b>Government</b>	<b>170,618</b>	<b>170,386</b>	<b>169,826</b>	<b>232</b>	<b>0.1%</b>	<b>792</b>	<b>0.5%</b>
Federal Government	16,575	16,464	16,534	111	0.7%	41	0.3%
State Government	42,277	41,876	41,287	401	1.0%	990	2.4%
Local Government	111,766	112,046	112,005	-280	-0.3%	-239	-0.2%

Over the year, employment in the Lincoln MSA progressed by 733 to 26,486 jobs (2.8%), which is the sixth straight month of growth above 1.2%. Since March 2011, the Omaha MSA rose by 3,049 to 74,266 jobs (4.3%), with the majority of the yearly expansion attributable to Health Care and Social Assistance (2,897 jobs or 4.8%).

## LEISURE AND HOSPITALITY

Statewide over-the-month employment improved 3.9% to 79,657 jobs (3,009 jobs). Normally, growth over 3.0% only occurs in April and May. Over half of the increase came from Food Service and Drinking Places (1,730 jobs or 2.9%). Over-the-year employment expanded by 644 jobs (0.8%), mostly due to Full-Service Restaurants adding 1,096 jobs (4.2%).

In the Lincoln MSA, over-the-year employment added 177 to 15,977 jobs (1.1%). Over-the-year employment gains from 1.1% to 3.8% have continuously occurred since February 2011. Since last year, the Omaha MSA rose by 355 to 42,997 jobs (0.8%) with Accommodation and Food

Services gains offset by losses in Arts, Entertainment, and Recreation.

## OTHER SERVICES

Since last month, statewide employment declined by 387 to 36,196 jobs (-1.1%), which is the only time Other Services has decreased in the month of March in the past decade. Repair and Maintenance lost the bulk (-459 jobs or -4.5%) of the monthly employment. Over-the-year employment fell by 496 jobs (-1.4%).

Over-the-year employment in the Lincoln MSA expanded 75 to 6,950 jobs (1.1%). In the Omaha MSA, over-the-year employment lost 303 jobs to 17,037 jobs (-1.7%).



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