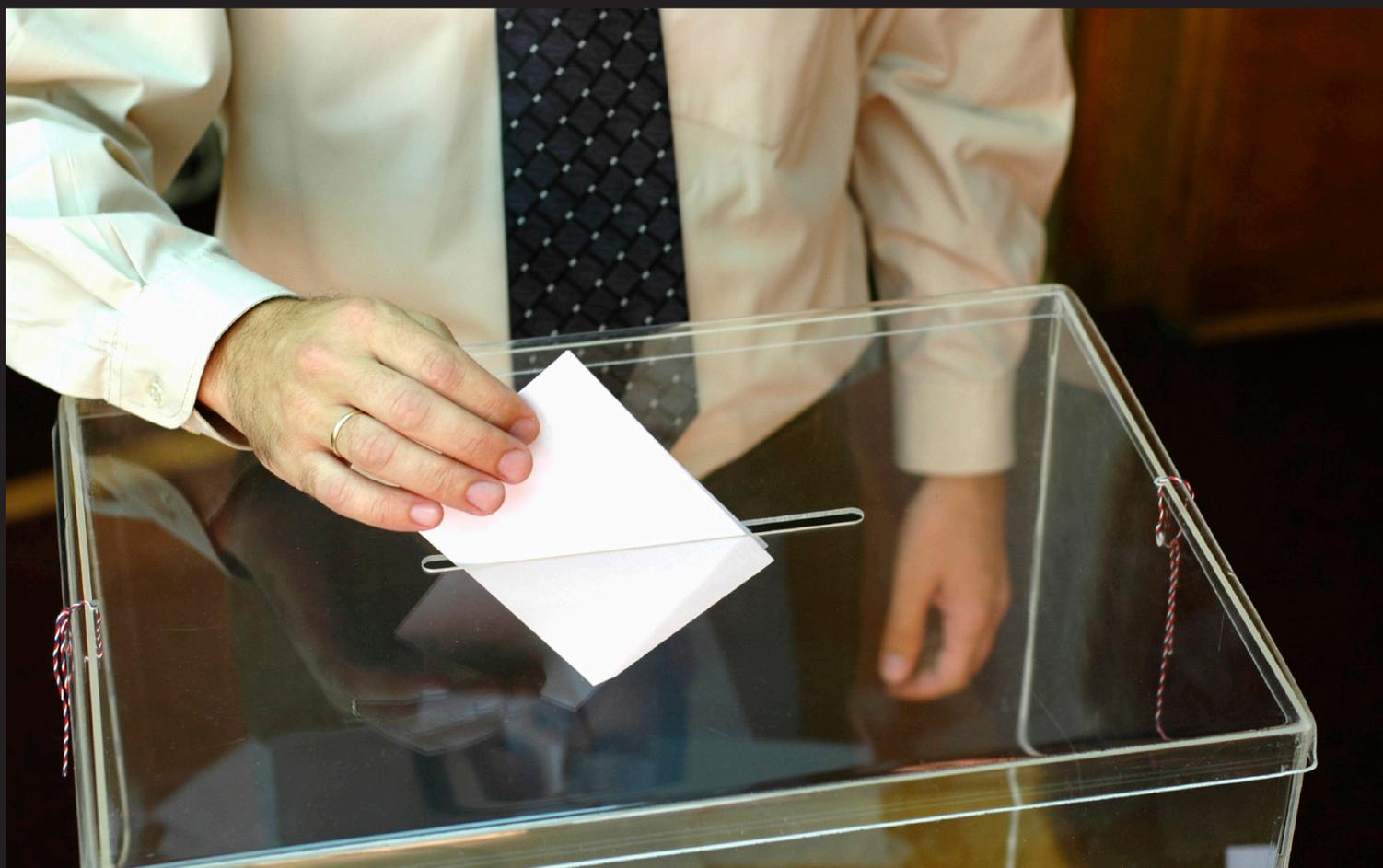


NEBRASKA WORKFORCE **NOVEMBER 2010**

Trends

The Votes Are In
Election Day

Heating and Air Conditioning
Mechanics and Installers



Employment and Wage Analysis
Nebraska and Southeast Region

Thanksgiving
A Time to Give Thanks

Is the Recession Over?

Is it OVER?



The Great Recession has ended, even though it doesn't feel like it.

TREVOR NELSON, RESEARCH ANALYST

On September 20th, 2010, the National Bureau of Economic Research (NBER) announced that the recession ended in June of 2009. Immediately the media began a slew of questions and criticisms. “How can the recession be over when there is still a 9.5 unemployment rate?” “The recession ended last year? Then why can't people find jobs?” “If this is not a recession, I don't know what is!” Before a conclusion is reached that the NBER is either blind to the outside world or incompetent, maybe an explanation is in order of what NBER is looking at.

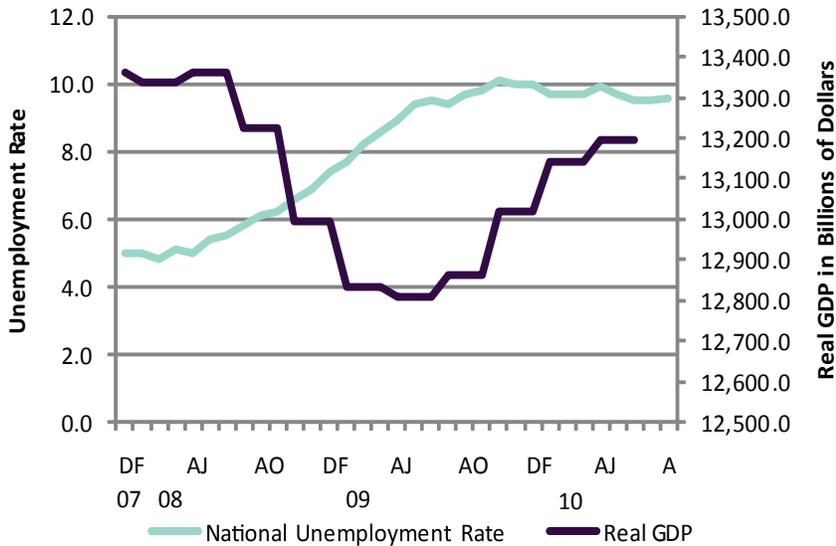
The NBER is charged with being the nation's economic monitoring system, and to declare periods of recession in a statistically based non-partisan way. To do this, they look at a number of different measures with one goal in mind—finding the peaks and troughs in the national economy. Both the peak and the trough are turning points in the size and strength of the economy. The peak is the very top point, where the economy has reached a maximum for the time being and turns downward. The trough is the very bottom point, where the economy has reached a minimum and

begins to pick up. A recession is defined as the period of decline between the peak and the trough of the economy. In this way the economy can be thought of as a rollercoaster. At the highest point of the rollercoaster, the people are high in the air but no longer going up. As the rollercoaster drops

“A recession by the NBER standard is the drop of a rollercoaster, not the flat portion at the bottom.”

people go lower until the very bottom. A recession by the NBER standard is the drop of the rollercoaster, not the flat portion at the bottom. This is why the NBER calls the

Unemployment Rate and Real GDP During The Great Recession



~~Recession~~
Recovery

recession over, but so many economic measures are still worse than in good economic times. The change national real Gross Domestic Product turned negative in the first quarter of 2008, which began a month after NBER indicated the recession had begun. The number stayed negative until the second quarter of 2009, with the exception of gains just above 0% in the second quarter of 2008. In the third quarter of 2009 the change turned positive again and the economy has been growing albeit slowly ever since. This closely coincides with the end of the recession as announced by NBER.

Most of the public looks at the national unemployment rate as a measure of whether or not the nation is in a recession. In the first month of the recession, the unemployment rate rose by 0.3 to 5.0. Over the period of the Great Recession the unemployment rate increased in all but two months and was at 9.5 during June 2009. Since that time the rate continued to increase until a peak at 10.1 in October 2009 and has stabilized around 9.7 since that peak. During the recession in the early 90s, the unemployment rate peaked at 7.8 and in the early 2000s recession the unemployment rate peaked at 6.3. The fact that the rate has been above 9.5 throughout the entire recovery is the reason why the NBER seems so out of touch in calling the recession over. What should be remembered is the end of the recession does not mean things will get better quickly, just that things are no longer getting worse.

Employment and Wage Analysis 2007-2009

Nebraska and Southeast Region

MARY DEZORT, RESEARCH ANALYST

This article provides a brief overview of the employment status for Southeast region of Nebraska, and for this analysis, will include the counties of Cass, Fillmore, Gage, Jefferson, Johnson, Nemaha, Otoe, Pawnee, Richardson, Saline, Seward, Thayer, and York. The Quarterly Census of Employment and Wage data used represents total nonfarm, private ownership employment and wages.

Employment

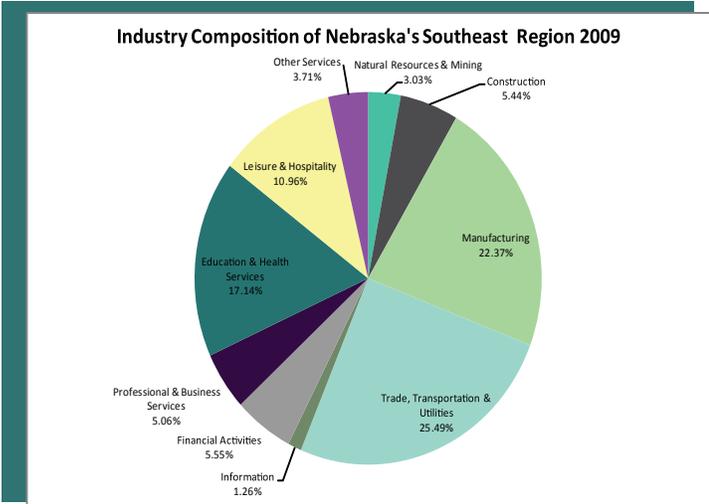
All Economic Regions of the state reported negative job growth between 2007 and 2009, with the largest percentage decrease occurring in the Southeast region. The second largest decline reported is in the Panhandle (-4.2%) with a loss of -1,209 jobs. Four areas maintained a proportional

loss that is less than Nebraska's Statewide -2.2%, while the Lincoln MSA reported slightly higher (2.9%).

County Employment

Nebraska's Southeast region private sector average annual employment declined -3,357 (-7.9%) between 2007 and 2009, with twelve of the thirteen counties reporting losses. Fillmore County reported the least severe job loss (-2.1%) followed by Saline (-3.6%), and Cass (-4.2%) within the counties. Two counties, Nemaha and Thayer, were identical in percentage rate change (-9.9%). Three of the thirteen counties within Southeast Nebraska recorded a job loss rate greater than 10.0%. Johnson County was the lone county reporting an increase for the Southeast, adding 31 jobs (+3.2%).

PRIVATE SECTOR EMPLOYMENT BY COUNTY					
	AVERAGE EMPLOYMENT		DIFFERENCE		2009 Annual Wage
	2007	2009	NUMERIC	PERCENTAGE	
SOUTHEAST Region	45,029	41,492	-3,537	-7.9%	\$28,809
CASS	3,655	3,500	-155	-4.2%	\$28,121
FILLMORE	1,502	1,471	-31	-2.1%	\$29,407
GAGE	7,525	6,730	-795	-10.6%	\$26,578
JEFFERSON	2,839	2,484	-355	-12.5%	\$27,008
JOHNSON	973	1,004	31	3.2%	\$30,001
NEMAHA	1,824	1,643	-181	-9.9%	\$29,027
OTOE	5,425	5,147	-278	-5.1%	\$27,083
PAWNEE	474	433	-41	-8.6%	\$28,095
RICHARDSON	1,875	1,754	-121	-6.5%	\$24,081
SALINE	5,494	5,297	-197	-3.6%	\$34,848
SEWARD	4,843	4,519	-324	-6.7%	\$29,660
THAYER	1,630	1,468	-162	-9.9%	\$30,452
YORK	6,972	6,043	-929	-13.3%	\$28,595



Wages

The Southeast region average annual wage in the private sector increased 5.1 percent, or 1,390 from the \$27,419 earned in 2007 to the \$28,809 earned in 2009. Among the Southeast region, Saline County reported the highest average private sector wage (\$34,848). The lowest reported annual wages were recorded in Richardson (\$24,081), Gage (\$26,578) and Jefferson (\$27,008) counties in Nebraska.



Between 2007 and 2008, the Panhandle and Mid Plains regions experienced the largest annual wage increases percentage, with the annual wage increasing by 6.7 percent and 6.0 percent, respectively.

Industry Data

The Trade, Transportation and Utilities sector employed the most workers in the Southeast region and accounted for nearly 26 percent of the areas employment. The other top industry in the Southeast, Manufacturing, accounted for more than 24 percent. Other sectors with significant employment include Education and Health Service (15.81%) and Leisure and Hospitality (10.59%).

Two of the industry sectors had a percentage increase of annual average wages greater than 25%; Other Services which grew by 29.1% and Professional and Business Services 25.5%.

The Construction industry within the Southeast was the only sector reporting a decrease for both annual average employment and annual wages for the 2007 – 2009 time periods.

Source

Source: Nebraska Department of Labor, Office of Labor Market Information, Quarterly Census of Employment and Wages

The votes are in:

Election Day



JAKE LIUDAHL, RESEARCH ANALYST



As November arrives this year, relief comes from the bombardment of political advertisements across all waves of media: Election Day. No doubt the television commercials and street corner billboards have become a tiresome sight for many Nebraskans. November 2nd sees the peak of this year's election process as Nebraskans cast their votes for their favorite (or least hated) candidates. The election itself has plenty of behind-the-scenes work involved to make sure our democratic process goes off without a hitch.

There is a lot of effort that goes into registering and encouraging citizens to vote. Groups locally and nationwide promote voter registration efforts, citing elections as an individual's societal responsibility. The turnout tends to fluctuate based on these efforts, the degree of the election (i.e. Mayoral vs. Presidential), and the candidates involved. Turnout for Nebraska counties for the past two statewide elections can be seen on the map.

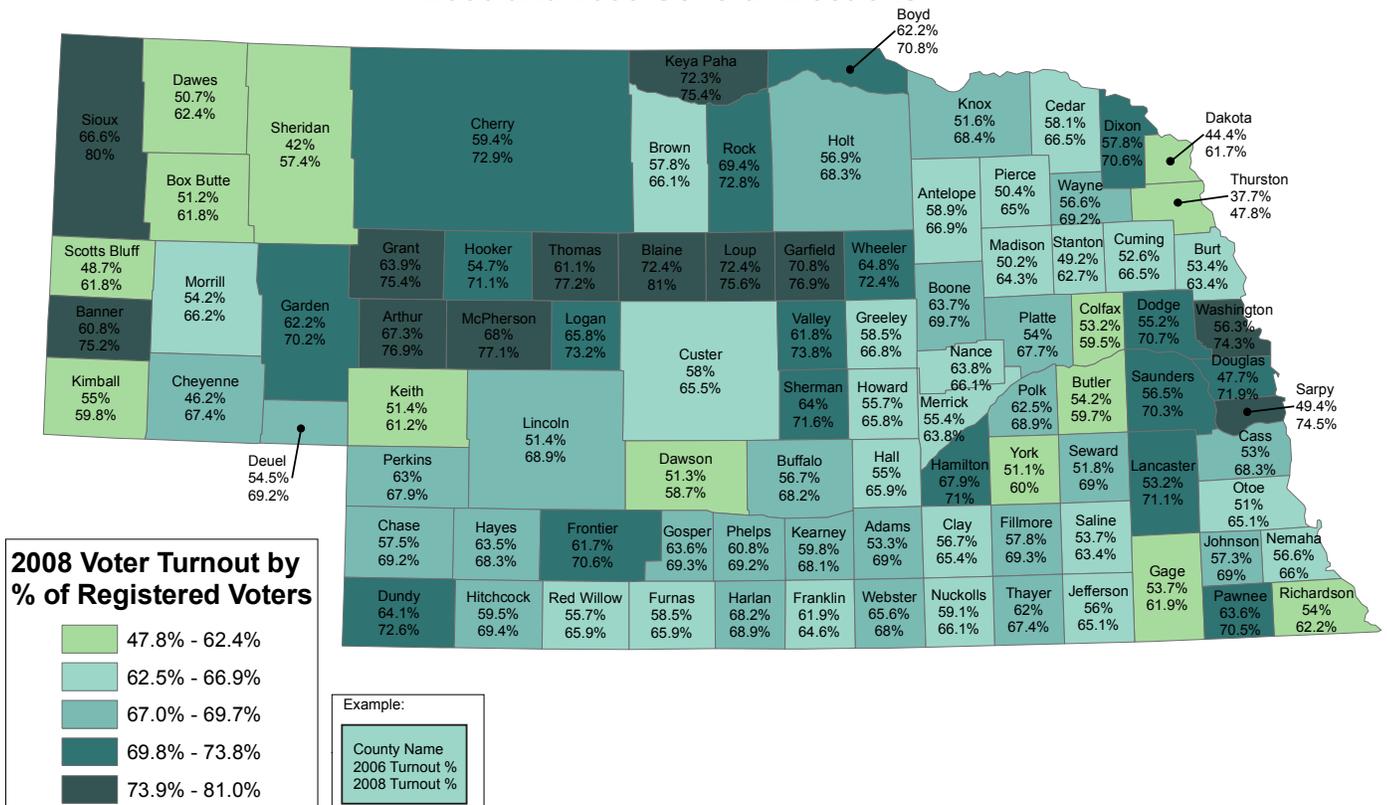
Election workers put in hours at the polling stations doing their civic duty. In Lancaster County, there are around 1,100 poll workers who will keep all of the voting booths open. The polling site leader at each location gets paid \$7.85 per hour. State law mandates that all poll workers be paid minimum wage; currently \$7.25 per hour.

Interesting Election Fact—Nebraska is home to the largest manufacturer of electronic voting machines in the country.



Headquartered in Omaha, this company produces all voting machines and voter registration equipment used in Nebraska.

Vote Turnout by Percent of Registered Voters 2006 and 2008 General Elections



*Voter Turnout numbers reflect votes cast in the 2006 Gubernatorial Election and 2008 Presidential Election.

THANKSGIVING

A Time to Give Thanks

JACOB LIUDAHL, STATISTICAL ANALYST



The preliminary estimate is that 241,913,000 **turkeys** will be produced in the US in 2010, down 2.2 percent from 2009.

North Carolina raised the most **turkeys** in the US with an estimated 35.5 million head. Arkansas had the next most with 29 million turkeys, followed by Missouri with 18.5 million.

The average retail cost per pound of a frozen whole **turkey** was \$1.33 in December 2008.

Sweet potatoes are coming back into style. In 2009, 1.95 billion pounds were produced in the US; the highest production has been since 1955. Just under half of those sweet potatoes were grown in North Carolina.

The total volume of wheat -- the essential ingredient of **bread, rolls and pie crust** -- was 2.2 billion bushels produced in the U.S. in 2009. North Dakota and Kansas accounted for 34 percent of the nation's wheat production. Nebraska contributed 76.8 million bushels of wheat or 3.5 percent of the nationwide total.

Nebraska's **soybean** farmers can give thanks. For the past two years, Nebraska has had the highest soybean yields in the nation, averaging around 55 bushels per acre.

2010 will be the last year that the **Nebraska Cornhuskers** football team plays against **Colorado** the day after Thanksgiving. Starting next year in the Big Ten Conference, the Huskers will play Iowa on Thanksgiving week. ■■



O-Net Code 49-9021

Heating and Air Conditioning Mechanics and Installers

LINDSAY BURFORD, RESEARCH ANALYST

Everyone has probably had the unfortunate experience of a broken air conditioner. It is always the misery of summer when you walk into your house and realize that is cooler outside on a sweltering July afternoon than in your living room. Or, on the opposite spectrum, it can be just as wretched when your heating unit breaks during one of many Nebraskan snow storms. Fortunately, you know who to call: a heating and air conditioning mechanic and installer.

Occupation Characteristics

Heating and Air Conditioning Mechanics and Installers primary tasks are to install, service, and repair heating and air conditioning units within residential and commercial establishments. Specific tasks can be broken into several categories: maintenance, repair, installation, inspection, and compliance. Maintenance can include testing electrical circuits and components to ensure proper functionality; testing pipe joints and connections for leaks; and joining pipes and/or tubing for proper system maintenance. Repair encompasses dissemination and reassembly of equipment, wiring, or replacing defective equipment. Installation tasks extend beyond installation of heating and air systems; it also includes installation and connection of thermostats, humidistats, and timers. Inspection tasks consist of inspecting and testing systems to confirm system compliance; detect and locate system malfunctions; and obtain and maintain required certifications. Compliance tasks can include

ensuring that systems meet all regulations and that all work practices meet safety procedures and policies.

Employers seek individuals with a high level of mechanical, customer and personal service, mathematics, and building and construction knowledge when hiring Heating and Air Conditioning Mechanics and Installers. The top skills associated with this occupation include installation, troubleshooting, repairing and equipment maintenance, and active listening. Likewise, top abilities sought by employers include near vision, problem sensitivity, finger dexterity, and perceptual speed.

Education and Training

Heating and Air Conditioning Mechanics and Installers require some medium-level occupational preparation. Most employers prefer individuals entering this occupation to have training at a vocational school or an associate's degree. Many employers also desire individuals to have related experience or job training. Job training would include one or two years of on-the-job experience and informal training with experienced workers. Completion of a recognized apprenticeship program could be substituted for informal training. Nebraska does not require individuals within this occupation to have a specific license.

There are multiple training programs throughout Nebraska that have various levels of education for individuals

preparing to enter this occupation. Many community and private schools, as well as various apprenticeship programs, offer a range of continuing education classes, 12- 44 credit hour certificates, diplomas, and associate's degrees. For a complete listing of training programs for Heating and Air Condition Mechanics and Installers, please see the Nebraska Training Link website at <http://traininglink.dol.state.ne.us/index.cfm>.



Employment and Wages

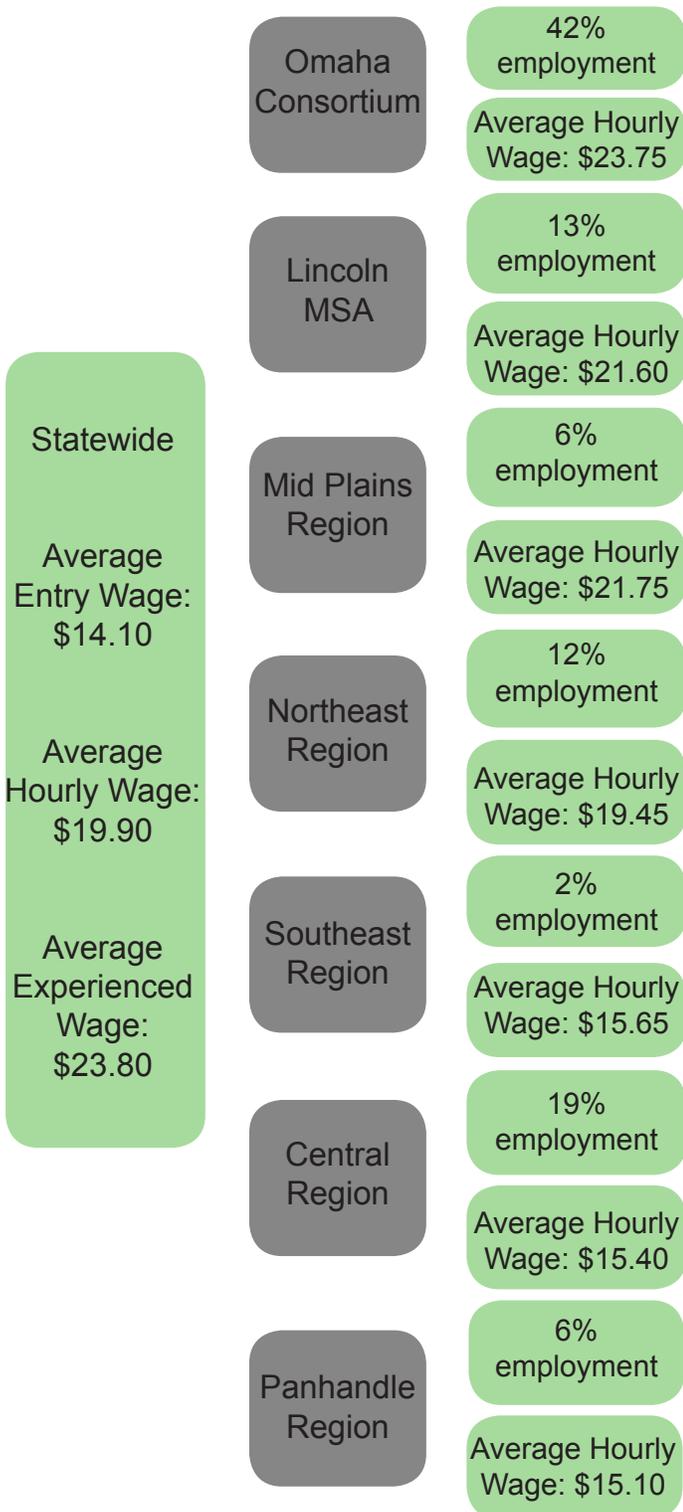
Heating and Air Conditioning Mechanics and Installers currently have a HOT! job prospect statewide, as well as in every sub-region within Nebraska. Statewide, this occupation is projected to grow at a rate of 37.9% between 2008 and 2018, with 121 annual openings.

Heating and Air Conditioning Mechanics and Installers are most likely to be employed in the following industries: Specialty Trade Contractors, Educational Services, Merchant Wholesalers (Durable Goods), Hospitals, Postal Service, Warehousing and Storage, and Management of Companies and Enterprises. Those entering the Postal Service industry earn the highest entry wage at \$24.80/hour (or \$51,595 annually). Mechanics and installers have the highest participation rate in the Specialty Trade Contracts industry, but they have the lowest entry wage at \$13.65/hour (or \$28,350 annually).

Wages for this occupation can also vary by region and level of experience. Statewide, the average entry wage is \$14.10; the average hourly wage is \$19.90; and the average experienced wage is \$23.80. The Omaha Consortium has the highest percentage of employed, as well as the highest average hourly wage. The Southeast Region in Nebraska has the lowest percentage of these occupations, while the Panhandle Region has the lowest average hourly wage at \$15.10.

Conclusion

Long-term projections suggest a substantial increase in employment for Heating and Air Conditioning Mechanics and Installers. If you or someone you know has an overall interest in learning more about this occupation, please visit Career Resources on the Nebraska Department of Labor's website at networks.nebraska.gov/analyzer or the Services for Individuals section of the website at networks.nebraska.gov/assistance.asp. This latter site can connect you to currently available Heating and Air Conditioning Mechanics and Installers positions.



NORTHEAST COMMUNITY COLLEGE

Employment Outcomes

MARY FINDLAY, RESEARCH ANALYST



There were 743 Northeast Community College graduates between July 1, 2007 and June 30, 2008. Of these graduates, 545 (73%) were working in Nebraska in the first quarter of 2009. There were 82 fewer graduates working in the state than in the previous year and a three percent decrease in the percentage of graduates working in Nebraska. Exactly half of the graduates were female with 79% working in the state while 67% of males were employed in the state.

There was at least one graduate employed in 44 of the state's 93 counties. Madison County, followed by Douglas, Wayne, Holt and Lancaster Counties had the highest numbers of graduates working in the counties. There were 246 Northeast Community College graduates in 27 degree/fields of study that had 85% or more of the

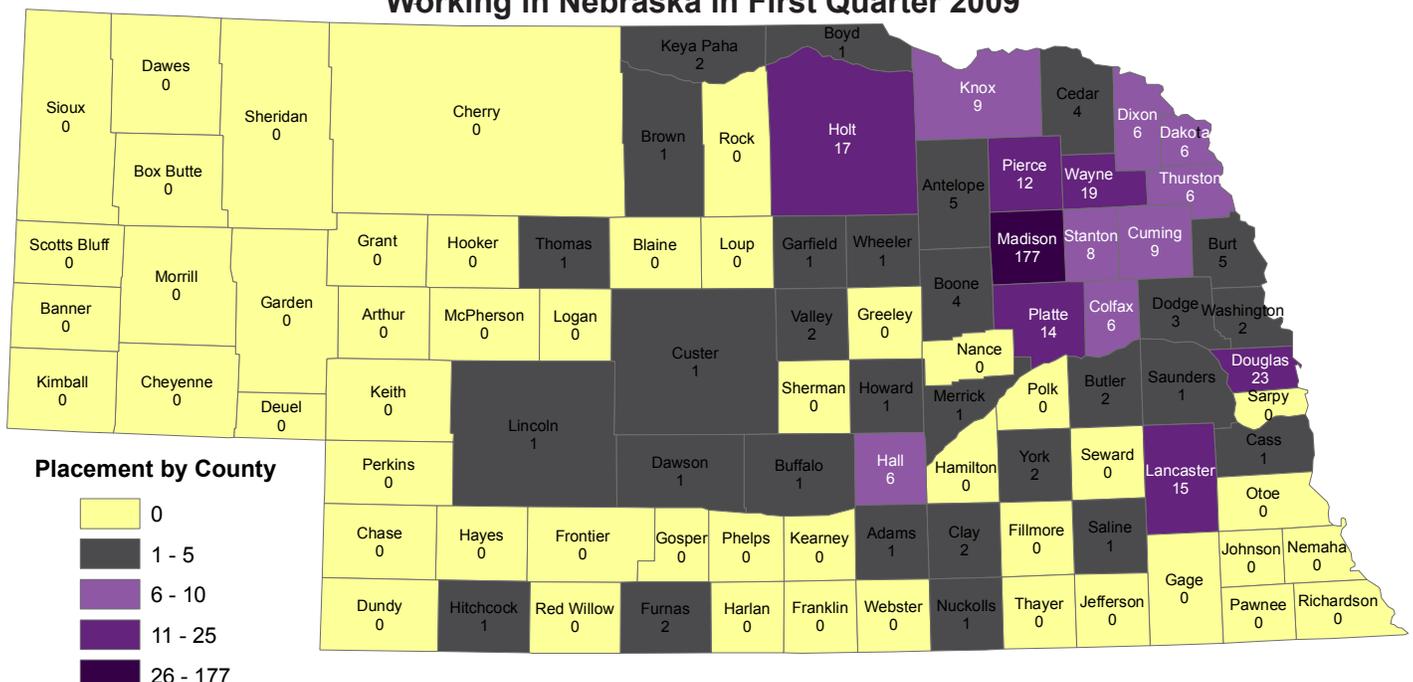
graduates working in the state. Within this group, the 22 Physical Therapist Associate Degree graduates had the highest estimated average annual earnings of \$37,526. The highest number of graduates within this group was in Registered Nursing, with 55 graduates and estimated average annual earnings of \$36,085.

Majors in technical fields, skilled trades and health care produced graduates with the highest wages. There were 6 fields of study/degrees with 119 graduates that had estimated wages above \$30,000 per year.

The 24 graduates employed in the Utilities industry had the highest estimated average annual earnings of \$43,672. The Health Care industry had the highest number, 148, of graduates working in the state. The estimated average annual earnings for graduates employed in the Health Care industry were \$27,131.

For more outcomes information on Northeast Community College, Central Community College, Metropolitan Community College, Mid-Plains 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 Department of Labor-Office of Labor Market Information.

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



Employment in NEBRASKA'S INDUSTRIES



TOTAL NONFARM

JANET DENBRING

National

Over the month, National employment remained stable and similar to the five-year average of +0.3%. Since August, only two industries increased - Education & Health Services (1.4%) and Government (4.0%). The two largest decreases were in Leisure & Hospitality (2.8%) and Mining, Logging, and Construction (1.3%). The over-the-year employment percentage was steady this month (+0.2%). The over-the-year percentage change has ranged from -4.7% (2009) to +1.9% (2005). The most over-the-year growth was in Professional & Business Services (2.1%), followed closely by Educational and Health Services (2.0%). The biggest decreases were in Mining, Logging, & Construction (2.3%) and Information (2.3%).

Statewide

From August to September, Nebraska employment was constant at 942,576 (-2,278 jobs or -0.2%); however, it is opposite of the average over-the-month change in September of +0.4%. The only industry that posted an

increase was Government (3.1%). Nebraska also lost the most employment in Leisure & Hospitality (4.1%). Since September 2009, employment stayed even (-765 jobs or -0.1%) which is lower than the historical average of +0.3%. Since last September, employment advanced the most in Professional & Business Services (1.8%); followed by Education & Health Services (1.5%).

Lincoln

From August to September, the Lincoln MSA gained 1,534 jobs (0.9%) to 171,325, which is a little bit under the five-year average (+1.2%). Over the year, employment was unchanged (-0.1%) which is the fourth month in a row it has been stable after being negative for the prior year and a half.

Omaha

From August to September, Omaha MSA employment decreased slightly (0.6%) to 454,463; which unusual compared to the average stability of +0.1%. Since September 2009, employment diminished in size (3,404 jobs or 0.7%) which is different than the average gain of 0.5%. Most of the annual loss came from Mining & Construction (3,015 or 12.3%).

MINING, LOGGING, AND CONSTRUCTION

DAVE BAUER

All statewide Construction sectors dropped employment since August (-2.0%) with the brunt of the loss taken by Specialty Trade Contractors, which lost 3.0% of its jobs. Special Trade Contractors also lost the lion's share of the construction industry workforce since a year ago losing 7.1%. Nationally, Construction dropped 3.7% of its employment since August, also with Special Trade Contractors dropping the most employment at 1.9%. Since 2009, on a national scale, Special Trade Contractors shed 4.5% of their jobs. Statewide Heavy & Civil Engineering Construction gained jobs at the rate of 4.4% since last year; nationally the gain was 0.6%. Since last month, and last year, the Omaha MSA Special Trade Contractors have lost 5.0% and 13.3% of their employment, respectively.

MANUFACTURING

JANET DENBRING

Nationally, Manufacturing experienced its highest over-the-month growth (1.0%) in the past decade from May to June this year; however, it has remained flat ever since (-0.2%). September has been a stable month in the past five years. Over the year, it has balanced back to being even (+0.1%); which is an improvement from its average yearly decline of 3.9%.

Over the month, Statewide Manufacturing employment was unchanged from August to September (+0.2%); which is slightly opposite its average -0.3%. After almost two declining years, over-the-year employment finally started to improve during the past two months. In the Lincoln MSA, Manufacturing monthly employment has held steady since March 2010; since September 2009, employment in Manufacturing declined by 239 jobs (-1.9%). This is much better than the historical average of -3.5%. Over the past seven months, Manufacturing's employment has been stable (+0.4% to -0.2%) in the Omaha MSA. Year-to-year employment had been negative during the past two years; however, this month it stabilized with +0.3%.

TRADE

DAVE BAUER

Since last month, statewide Non-Durable Goods Merchant Wholesalers (-1.6%) has lost jobs at nearly twice the rate as Durable Goods Merchant Wholesalers (-0.9%). Durable goods employment is at a ten year low, as is the entire industry. Nationally the Wholesale Trade industry had small job losses in its Durable (0.1%) and Nondurable (0.3%) sectors since August, and both are at ten year low employment levels. The national Wholesale Trade industry showed a slight 0.3% overall gain since a year ago, while the state shed those jobs at a rate of 4.7%.



Since August the state's big Retail Trade job gainer was Non-Store Retailers, up 4.8%, while its big job loser was Clothing & Clothing Accessories Stores, down 3.1%. The state tracked the nation as those same industries over the month job performance were up 2.5% and down 2.2%, respectively. The nation's Retail Trade job numbers were down 0.8% since August, sitting at a ten year low in September. Statewide, the same big retail job gainers and losers since August repeated their performance since a year ago. Since 2009 national Retail Clothing & Clothing Accessories Stores opposed its job performance since this August with an employment gain of 2.3%.

TRANSPORTATION, WAREHOUSE, AND UTILITIES

DAVE BAUER

The statewide Transportation & Warehousing September job number is at its lowest employment level since 2003; down -2.0%, over the month. Antithetically, statewide Specialized Freight Trucking is at a ten year high; even with its 1.6% job loss since August. Since last year, Transportation & Warehousing took a 4.3% job loss aided with Truck Transportation's 3.6% dive. Nationally, the Transportation & Warehousing job level

	Number of Workers			Over the Month		Over the Year	
	Sep-10	Aug-10	Sep-10	Numeric Change	Percent Change	Numeric Change	Percent Change
Total Nonfarm	942,576	944,854	943,341	-2,278	-0.2%	-765	-0.1%
Mining, Logging & Construction	48,872	48,911	49,854	-39	-0.1%	-982	-2.0%
Construction	47,253	48,260	48,908	-1,007	-2.1%	-1,655	-3.4%
Heavy and Civil Engineering Construction	9,230	9,236	8,844	-6	-0.1%	386	4.4%
Specialty Trade Contractors	28,429	29,308	30,601	-879	-3.0%	-2,172	-7.1%
Manufacturing	92,587	92,381	92,008	206	0.2%	579	0.6%
Durable Goods	42,320	42,431	41,782	-111	-0.3%	538	1.3%
Fabricated Metal Product Manufacturing	6,922	6,941	7,045	-19	-0.3%	-123	-1.8%
Non-Durable Goods	50,267	49,950	50,226	317	0.6%	41	0.1%
Trade, Transportation, & Utilities	193,399	194,678	195,614	-1,279	-0.7%	-2,215	-1.1%
Wholesale Trade	38,773	39,461	40,694	-688	-1.7%	-1,921	-4.7%
Retail Trade	105,243	104,817	103,284	426	0.4%	1,959	1.9%
Transportation, Warehousing, and Utilities	49,383	50,400	51,636	-1,017	-2.0%	-2,253	-4.4%
Information	16,813	16,929	17,351	-116	-0.7%	-538	-3.1%
Financial Activities	67,372	68,450	67,534	-1,078	-1.6%	-162	-0.2%
Finance and Insurance	58,685	59,523	58,470	-838	-1.4%	215	0.4%
Real Estate and Rental and Leasing	8,687	8,927	9,064	-240	-2.7%	-377	-4.2%
Professional & Business Services	101,480	102,265	99,703	-785	-0.8%	1,777	1.8%
Professional, Scientific, and Technical Services	40,584	41,258	41,142	-674	-1.6%	-558	-1.4%
Management of Companies and Enterprises	16,473	16,672	16,882	-199	-1.2%	-409	-2.4%
Admin & Support & Waste Mngmt & Remdtn Srvc	44,423	44,335	41,679	88	0.2%	2,744	6.6%
Education & Health Services	136,375	136,034	134,421	341	0.3%	1,954	1.5%
Educational Services	17,792	16,794	18,003	998	5.9%	-211	-1.2%
Health Care and Social Assistance	118,583	119,240	116,418	-657	-0.6%	2,165	1.9%
Leisure and Hospitality	83,232	86,817	83,151	-3,585	-4.1%	81	0.1%
Arts, Entertainment, and Recreation	13,637	15,098	13,603	-1,461	-9.7%	34	0.3%
Accommodation and Food Services	69,595	71,719	69,548	-2,124	-3.0%	47	0.1%
Other Services	35,404	36,309	35,541	-905	-2.5%	-137	-0.4%
Repair and Maintenance	9,052	9,366	8,930	-314	-3.4%	122	1.4%
Personal and Laundry Services	7,870	8,182	7,817	-312	-3.8%	53	0.7%
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	18,482	18,761	18,794	-279	-1.5%	-312	-1.7%
Government	167,042	162,080	168,164	4,962	3.1%	-1,122	-0.7%
Federal Government	16,484	17,024	16,528	-540	-3.2%	-44	-0.3%
State Government	41,872	39,133	42,096	2,739	7.0%	-224	-0.5%
Local Government	108,686	105,923	109,540	2,763	2.6%	-854	-0.8%

is up 1.9% for the month and 0.4% for the year. Preliminary figures show national Truck Transportation lost 0.5% of jobs since 2009 with its employment levels at a ten year low.

INFORMATION

MARY DEZORT

Statewide, the Information industry decreased over the month. A decrease of 100 jobs is typical for the area in this industry. Historical data indicates that within the past ten years the greatest over the month change occurred in

2001; the industry lost 300 jobs from August to September. There is an over the year decrease of 3.1%. The Lincoln and Omaha MSA lost employment over the year, while relatively stable for the month.

FINANCIAL ACTIVITIES

NANCY RITCHIE

Statewide, Financial Activities employment dwindled in September with employment of 67,372. Finance and Insurance also declined with employment of 58,685. The

Real Estate & Rental & Leasing sector diminished also with employment at 8,687. The Financial Activities sector is at a similar level of employment as this time last year. Financial Activities was unvarying over the month in the Lincoln MSA with employment of 13,191. The Omaha MSA was nearly unaffected in September with employment of 39,105. Over the year, the Lincoln MSA grew by 174 jobs (+1.3%). The Omaha MSA fell by 384 jobs (-1.0%) since September 2009.

The state employment loss in the Financial Activities sector occurred at a faster rate than the National trend with Nebraska losing 1.57% while the National decrease was 0.5%. Over the year, National totals showed a 1.3% decrease while Nebraska's numbers remained constant.

PROFESSIONAL AND BUSINESS SERVICES

JANET DENBRING

Nationally, since last month Professional & Business Services remained flat (-0.2%) which is the same as its five-year average in September. The over-the-year employment growth of 2.1% is much higher than its average of being flat. After almost two years of losses, it has grown during the past five months.

Over the month, statewide employment declined to 101,480 (0.8%) after posting several months of positive growth and stability. In the Lincoln MSA, after growing from April to June, it has been shrinking since July. September's decline of 1.5% is much larger than its -0.8% historical average. Since September 2009, this industry within the MSA remained stable (+0.2%) which is very different than its historical average of +2.4%; however, the prior three months have been in the black after over a year and a half of losses. Since August, employment in the Omaha MSA has dropped by 706 jobs (1.1%) to 62,222. Over the year, Professional & Business Services remained fairly stable at +0.2%, but much lower than the average of +2.6% for the area. The past three months have been stable, following over 18 months of cuts ranging from -0.8% to -5.9%.

EDUCATION AND HEALTH SERVICES

NANCY RITCHIE

Statewide, Educational & Health Services stayed stable in September with employment of 136,375. Over the year, this industry experienced a healthy expansion of 1,954 jobs (1.5%). Education & Health Services in the Lincoln MSA experienced growth in September with employment of 25,270. The Omaha MSA had a slight boost with 69,489 jobs.

Educational Services employment was inflated in September with 17,792 jobs. Over the year, jobs declined by 211 (-1.2%). Health Care & Social Assistance had a slight contraction with employment of 118,583 in September (0.6%). There was an increase of 2,165 jobs (1.9%) since last September. The Lincoln MSA expanded with employment of 25,270 in Educational & Health Services in September. Over the year, the Lincoln MSA expanded by 451 jobs (1.9%). The Omaha MSA had a slight increase over the month with 69,489

jobs. Since September of last year employment progressed slightly by 316 jobs (0.5%).

LEISURE AND HOSPITALITY

MARY DEZORT

Statewide, Arts, Entertainment, & Recreation employment decreased in September; the decrease resulted in a loss of 1,461 jobs. The majority of job loss can be attributed to the Amusement, Gambling, & Recreation sub-sector which shed 1,136 jobs, (10.08%) since last month. Seasonal declines are normal for this time of year. Overall, the sub-sector's employment is unchanged from last year (0.3%). Statewide, Accommodation & Food Services shed 2,124 jobs. Employment fell in the Accommodations sub-sector (462 jobs) and the Food Services & Drinking Places sub-sector (1,662 jobs). Over the year, this sub-sector is slightly higher than a year ago (+436).

Leisure & Hospitality in the Lincoln MSA lost 220 jobs over the month, while remaining 0.3% higher than last year at this time. A review of the historical over-the-month change within the Omaha MSA indicates that this year's employment loss is higher than average. Over-the-month changes for this sector, during the past ten years, indicate seasonal losses. August to September over-the-month losses of this magnitude last occurred back in 2001 with a drop of 1,700 jobs.



OTHER SERVICES

MARY DEZORT

Statewide, Other Services had losses for both over the month and over the year. A loss of 905 jobs resulted in a drop of 2.5% over the month in the Other Services sector. The Lincoln MSA was unchanged, while the Omaha MSA declined in September, shedding 292 jobs. Over the year, both Omaha and the Lincoln MSA have remained stable.



OFFICE OF LABOR MARKET INFORMATION

Statewide

Statewide, Non-farm employment estimates were 942,576 in September 2010; 2,278 less jobs than last month and 765 less than in September 2009.

Manufacturing industries employed 92,587 workers; 206 more people than last month and 579 more than in September 2009.

Statewide, Average weekly hours worked in manufacturing industries were 40.5, staying the same since August, and an increase of 0.7 hours since September 2009. Average weekly earnings increased by \$7.70 since August to \$661.37, and have risen by \$21.39 since September 2009.

Average hourly earnings in manufacturing industries of \$16.33 were \$0.19 higher than in August and \$0.25 more than in September 2009.

Omaha MSA

Non-farm employment estimates were 454,463 September 2010; 2,523 less jobs than last month and 3,404 less than in September 2009.

Lincoln MSA

Non-farm employment estimates were 171,325 September 2010; 1,534 more jobs than last month and 106 less than a year ago.

Labor Force Employment by Place of Residence:

Nebraska (smoothed seasonally adjusted):

- September unemployment rate: 4.6%
- Change (OTM): -0.0%
- Change (OTY): -0.2%

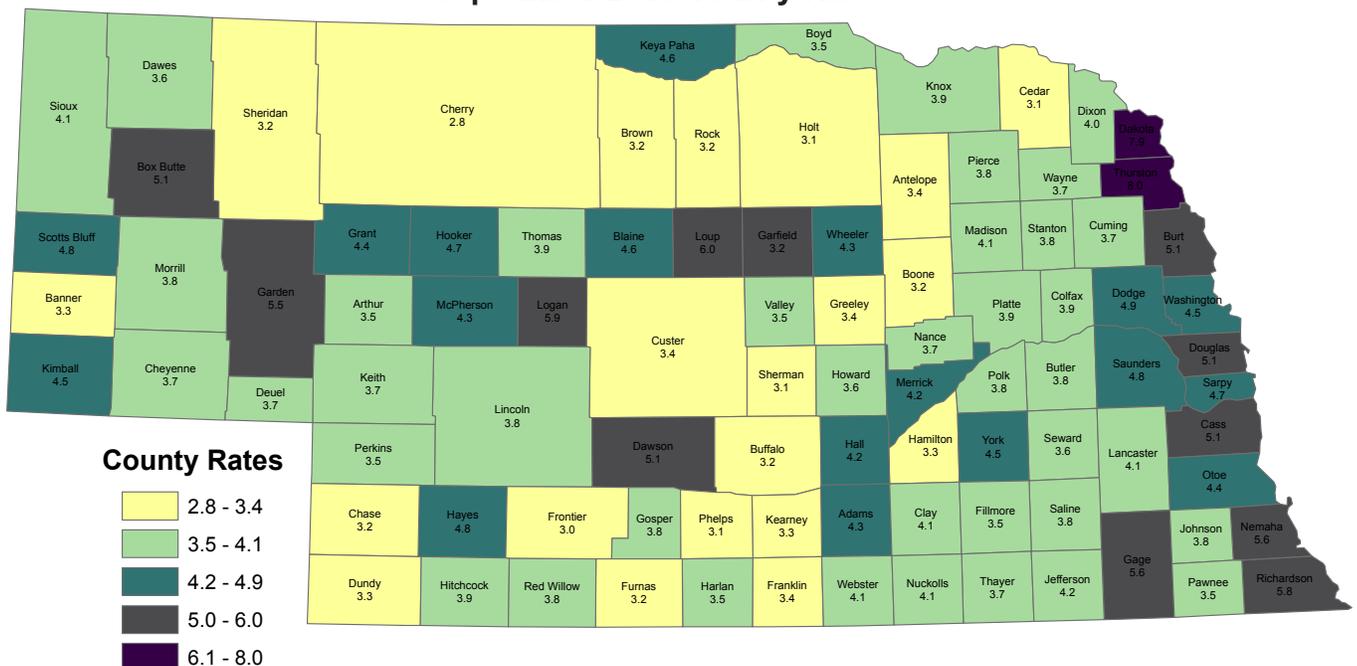
Economic Regions (not seasonally adjusted):

- Central: 3.8%
- Panhandle: 4.3%
- Mid Plains: 4.0%
- Southeast: 4.6%
- Northeast: 4.4%

Revisions to August Data:

- Unemployment rate: unchanged at 4.6%
- Labor Force: 16
- Unemployment: 4
- Employment: 12

September 2010 County Rates

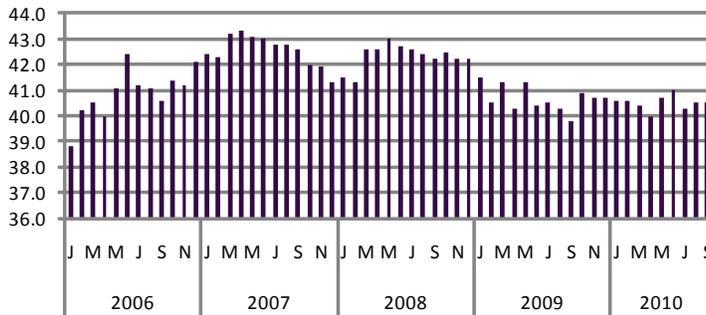


Economic Indicators

Economic Indicators of the Month

Trevor Nelson, Research Analyst

Average Weekly Hours Manufacturing



Median Wages

Average Weekly Hours in Manufacturing is produced monthly by the Current Employment Statistics program. This number indicates the amount of work per employee that producers have available within the state. This can indicate a number of different economic circumstances within the state, including changes in demand for products being produced and the comparable costs of paying workers overtime versus hiring more employees. Generally this number is around forty hours per week, the "regular" work week, but manufacturing companies often require employees to work overtime when demand increases. This should be looked at along with the employment levels in manufacturing to determine whether the changes that are occurring could be shifts in the labor market rather than shifts in the market for the manufactured product.

In September of 2010, the Average Weekly Hours in Manufacturing stood at 40.5 hours. The number of hours is above 40, indicating higher demand for manufacturing labor than is currently being provided, but is still depressed compared to the levels at this time of year during 2007 and 2008. With the large declines in the industry caused by the recession, and the slow growth of the industry during the recovery; the number indicates a small space for further growth in employment given stable levels of demand.

Notes: Unemployment Rates are seasonally adjusted. DXY is the U.S. Dollar compared to a basket of international currencies. Retail Sales figures are in billions of dollars. Median Employment Wages are OES 50th percentile Annual Wage for All Occupations. Crude Oil Price is as of the close of business on the last Thursday of the month. Corn for Grain is based on the price per bushel. Cattle 500+ Lbs is price per cwt. ECI is Employer Cost Index. PPI is Producer Price Index. CPI is Consumer Price Index.

National Indicators	Date	Value
GDP Growth	10Q2	1.7%
Unemployment Rate	Aug-10	9.6%
Fed Interest Rate	Aug-10	0.25%
Current Account Balance	10Q2	-\$123 Billion
Exchange Rate DXY	Aug-10	82.92

Nebraska Indicators	Date	Value
Unemployment Rate	Aug-10	4.6
House Value Appreciation	10Q1-10Q2	-0.07%
Average Weekly Manufacturing Hours	Sep-10	40.5
Net Taxable Retail Sales	Jun-10	\$2.085 Billion
Median Employment Wages	10Q1	\$30,056

Pricing Indicators	Date	Value
Barrell of Crude Oil	Sep-10	\$79.85
Corn for Grain	Aug-10	\$3.70
Cattle 500+ Lbs	Aug-10	\$89.90
ECI Change	10Q2	0.50%
PPI Change	Sep-10	0.40%

September 2010	Indexes			% Change From	
	Sep-10	Sep-09	Aug-10	Sep-09	Aug-10
U.S. All Items	218.439	215.969	218.312	1.1%	0.1%
Midwest Urban All Items	208.788	205.601	208.639	1.6%	0.1%
Northeast Urban All Items	234.027	231.200	234.15	1.2%	-0.1%
South Urban All Items	211.775	208.912	211.308	1.4%	0.2%
West Urban All Items	221.384	220.294	221.523	0.5%	-0.1%

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

NEworks

Shannon Ramaeker, Research Supervisor

The Office of Labor Market Information launched a new website, NEworks, in October 2010. A New website guide to help Employers and Researchers navigate and access information on the new NEworks site are now available for download. NEworks for Employers and Businesses is available on the LMI homepage at NEworks.nebraska.gov/analyzer. Click on the “Rolling Out a New Design” button at the bottom of the homepage to download a copy of the user guide. The user guides also contain phone numbers to reach the Office of Labor Market Information should a user need staff assistance to locate something on the new site.



for Employers & Businesses

The Source for Nebraska Labor Market Information

Online at neworks.nebraska.gov/analyzer



NEworks Sidebar

Quick Access to the Data You Need

A Labor Market Facts

Access the most commonly asked labor market information questions. If you have a specific question and are unsure where to start, the answer may be here. Each question has a direct link to the data that will provide you with the correct answers.

B Area Profile

View information for the entire state of Nebraska or a specific region, county, or metropolitan area. View demographic make-up, occupation and wage information, unemployment rates, businesses, and more.

C Industry Profile

Search or browse for different industries. View employment data, industry and occupational projections, staffing patterns, and details for specific employers in that area.

D Occupation Profile

Select an occupation and view details for that profession. Occupational data includes information on job seekers looking for a job in that specific occupation, the labor supply and market demand, education requirements, training and work experience requirements, a summary of the typical job duties of an occupation, wage data, and more.

E Employers

View site-specific information about employers in a selected area. Find specific local employer sites and their corporate headquarters, and view lists of employers based on the number of jobs they are posting.

F Historic Data Analysis

View trends in industries, occupations, and the labor force over time. Access commuting patterns, population, income, and economic indicators.

The screenshot shows the NEworks LMI Analyzer homepage. At the top, there are navigation links for Home, Register or Sign In Here, Services for Individuals, Services for Employers, and Labor Market Analysis. The main content area is divided into several sections:

- Current Data Analysis:** A sidebar menu with options for Labor Market Facts, Area Profile, Occupation Profile, Industry Profile, Comparisons, Education and Training Data, Employers, Area Specific Data, Industry Specific Data, and Occupation Specific Data.
- Labor Market Data:** Research labor market, economic and demographic data and compare information over time and between regions. Includes links for Nebraska Advantage Act Wages, Labor Force Data, Quarterly Workforce Indicators, and Download.
- Publications:** The Office of Labor Market Information produces several publications. A few of them include: Nebraska Workforce Trends, Labor Market Regional Reviews, Licensed & Certified Occupations, and Graduate Outcomes in Nebraska.
- Resource Library:** Below are some resources that will help you strengthen your understanding of labor market information. Includes links for Contact Us, Geography Maps, Related Links, Publications Calendar, and Comparing Sources of Information.
- Career Resources:** Below are some resources that will help you to research careers and find labor market information about specific occupations. Includes links for Career Compass, O*NET Online, Career One Stop (ACI NET), Occupational Supply & Demand, and Career & Job Sites.
- Unemployment Rates:** A table showing monthly release data for Nebraska and National, and a line graph for Seasonally Adjusted Unemployment Rates comparing United States and Nebraska from August 2009 to August 2010.

Welcome to NEworks, integrating Labor Market Information and Job Seeker services for you!



Openings and Expansions

TREVOR NELSON, RESEARCH ANALYST

Note: The following information is obtained through a monthly survey of Nebraska's Career Centers. Openings and expansions that were not publicly reported or reported to career center managers are not listed.

Lincoln: **Husker Rehab** opened a new location. **Williamsburg Village** had a grand opening and dedication. **Express Employment Professionals** has a new owner. **UNL Dept. of Agronomy & Horticulture** renovated Keim Hall and celebrated the department's 100th anniversary. **Peak Physical Therapy & Sports Performance & Snap Fitness** opened 2 businesses. **Taco Johns** opened on N 84 St. **VA Regional Office** had their grand opening and dedication. **Qdoba** opened N 12 St. **Learning RX** opened s 48th St. **Gordman's** open new store on N 27th. **Wireless Zone**, a wireless phone store opened up in downtown Lincoln. **The City of Lincoln** is in talks to purchase the former Experian building in northwest Lincoln. **Empyrean** is moving brewing production to the site of the former Meadow Gold plant..

Omaha: **Cox Communications** and **West** are hiring for various positions. **West Corp** is looking to add 1,000 positions in the next year. **Morning, Noon and Night**, a locally owed coffee shop and wine bar opens in early November. The following openings and expansions have been reported by the Omaha Chamber of Commerce. **Wasabi Sushi** (25); **Aspen Athletic Club** (20); **CVS Pharmacy** 144th and U St. (20); **Asian Market**, N. 76th St. (20); **Pizza Ranch**, Metro Dr. (90); **Database101.com** (22).

Southeast Region

Nebraska City: The Nebraska City **Dairy Queen** celebrated its Grand Opening in their new location on South 11th Street.

York: **Viaero Wireless** is opening a new store here in York.

Central Region

Hastings: **Aarons** is a new company that rents home furnishings and appliances.

Panhandle Region

Scottsbluff: **Western Sugar Cooperative** started their 2010/2011 sugar beet processing campaign in Scottsbluff in September employing several hundred seasonal workers for the next 3-4 months. ■

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