

NEBRASKA WORKFORCE NOVEMBER 2011

Trends



Staffing Patterns



Economics 101: Technology and Employment

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Census...

The Degree of Education

Occupational Profile...

Wind Turbine Service Technicians

Fast Facts...

Veteran's Day

Map Facts...

Black Friday



TABLE OF CONTENTS



Wayne State College
College Placement

3

Staffing Patterns
Feature Article

4

Economics 101: Technology and Employment
Feature Article

6

The Degree of Education
Census

8

Black Friday
Map Facts

10

Veteran's Day
Fast Facts

11

Wind Turbine Service Technicians
Occupational Profile

12

Economic Indicators

14

September 2011
County Rates

15

Industry Development

16

Openings and Expansions

19

WAYNE STATE COLLEGE

Employment Outcomes

There were 750 Wayne State College graduates between July 1, 2009 and June 30, 2010. Of these graduates, 513 (68%) were working in Nebraska in the first quarter of 2010. This represents a 2% decrease from the previous year. More than half (63%) of the graduates were female. Female graduates (71%) were more likely to be working in the state than male graduates (63%). Minority graduates (45%) were less likely to be working in Nebraska than white, non-Hispanic graduates (70%).



the four English/Language Arts Teacher Education Bachelor's Degree graduates had the highest estimated average annual earnings of \$35,329.

At least one graduate was employed in 44 of the state's 93 counties. About one in five (21%) of the graduates working in Nebraska were employed Douglas County. Madison and Wayne Counties had the second and third highest number graduates working in county.

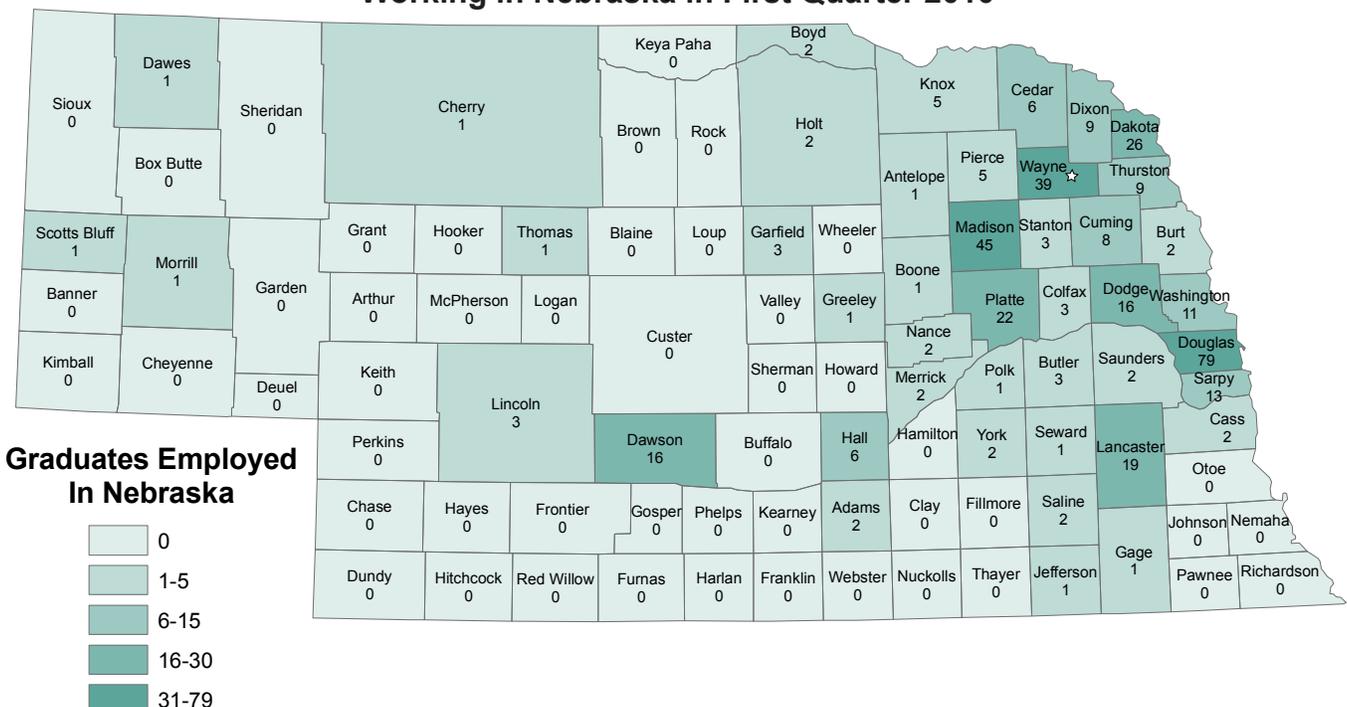
The seven Post Master's Certificate graduates in Superintendency and Educational System Administration had the highest estimated average annual earnings with \$100,203. Master's Degree graduates in General Business Administration and Management had the second highest estimated average annual earnings with \$59,616. A little over one-third (35%) of the graduates working in the state had estimated average annual earnings over \$35,000 per year.

Educational Services had the highest employment by industry and the highest estimated average annual earnings of \$43,689. The earnings include graduates with Bachelor's and Master's Degrees, as well as, Post-Master's Certificates. Nearly half (46%) of all Wayne State College graduates working in Nebraska were employed in the Educational Services industry. The seven graduates working in the Other Services, except Public Administration industry had the second highest estimated average annual earnings of \$30,689.

For more outcomes information on Wayne State College, 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 the University of Nebraska – Kearney, contact the Nebraska Department of Labor, Labor Market Information Center.

There were 109 graduates in 20 fields of study that had 80% or more of the graduates working in the state. Within this group,

2008-2009 Wayne State College Graduates Working in Nebraska in First Quarter 2010





Staffing Patterns

AARON ZISKA, RESEARCH ANALYST

When a person thinks of who makes up a business, what comes to mind? Of course, it would depend on what the business is. Who runs the restaurant and keeps its patrons happy? Generally, you would expect to find waiting staff, a cook or two, perhaps a bartender and maybe even a delivery person, dependent upon the type of restaurant. In a small bar and grill, you might find a bartender, the cook, the waitress and the owner all rolled into one. It varies from establishment to establishment. This concept of which jobs often make up a business, in the employment data world, is referred to as a staffing pattern. There are slight variations between businesses, but for the most part, they would be very similar within an industry.

Staffing patterns can be taken from the Nebraska Labor Market Information website at <http://networks.nebraska.gov/analyzer/default.asp?>. Under “Current Data Analysis” select “Industry Summary.” Next, type in the industry you would like to review the staffing pattern for, or select it from one of the listings in the alternate tabs. You will find the top ten occupations for industries in the last table on the web page. This can be expanded to show all of the occupations that are included in the industry, including those that would be considered non-traditional to the industry. These can be ranked by size of employment, alphabetical order, and percentage of total employment of the industry by selecting the corresponding title of the table.

The uses of a staffing pattern might be confusing when you first think through it. How often would you need to know which industries employ Bill and Posting Clerks? Or, one would think it would be common sense where you would find Registered Nurses employed; however, it might not be quite so obvious. Knowing what industries employ certain occupations such as Registered Nurses might give a recently laid off professional a few more options to consider, i.e. an emergency medical staff person in Chemical Manufacturing. Taking up a job as an educator of CPR for a local college or other establishments could open new doors for experience and employment as well. These patterns can explain if an occupation is only offered in a private sector industry, or if there are opportunities for a job somewhere in the public sector as well, dependent upon on which industries employ your



particular profession. Staffing patterns can be an instrument to help broaden your horizons when contemplating job opportunities in the search for employment.

Some occupations that show up in staffing patterns are not exactly ones that you would expect to be there. While you might assume that there is some sort of error in the data and that these occupations do not belong in the staffing pattern you happen to be viewing, this is not the case – most times. There are invariably going to be a few data errors in a data set that has so many different combinations, but often there will be a reason for the oddball occupation to be there. For example, the occupation Marketing Managers appears in the Construction industry. There would not seem to be an obvious reason as to why construction companies would need a marketing manager. However, large enough construction companies could easily need a marketing manager to make sure the company’s name is displayed often enough and maintains the professional image they would like to create. This leads to an understanding as to why Marketing Managers would be reported on Construction Industry surveys, if only scarcely, in staffing patterns.

These staffing patterns are collected each survey panel,

occurring about every six months, by the Occupational Employment Statistics (OES) Unit from a sample of employers throughout the state. Approximately 1,800 different employers out of the nearly 50,000 firms in Nebraska receive the voluntary survey every six months and are asked to provide the number of employees they have at each type of position as well as the corresponding wages for each job. These surveys allow OES to estimate the employment and wages for each of the more than 750 occupations throughout the state and the different percentiles of wages paid for each occupation. These estimates are then used as a large component to produce the source of this data on the NEworks website, the Labor Market Information – Projections Program.

The idea of understanding what people comprise a business can be a helpful tool in a few different ways. With the Nebraska Department of Labor website, this information is now available to all job seekers and employers alike, providing more tools to know as much as possible about the economy that surrounds us. For more information regarding staffing patterns and Occupational Employment and Wage data, you can contact The Office of Labor Market Information at Imi_ne@nebraska.gov.

Unusual Industries for Specific Occupations

Occupations	Industry
Graders and Sorters, Agricultural Products	Professional and Technical Services
Bartenders	Real Estate
Commercial Pilots	Performing Arts and Spectator Sports
Water and Wastewater Treatment Plant and System Operators	Food Manufacturing
Agricultural Workers, All Other	Utilities
Security Guards	Waste Management and Remediation Services
Teachers Assistants	Nurse and Residential Care Facilities
Coin, Vending, and Amusement Machine Servicers and Repairers	Truck Transportation
Industrial Machinery Mechanics	Accommodation
Soil and Plant Scientists	Repair and Maintenance

Economics 101: Technology and Employment

Trevor Nelson, Research Analyst

Recently, I have been reading about a new technology called 3D printing. According to some of the advocates, this technology will transform our entire economy and allow for people to reproduce almost any object from blueprints online. While the ultimate possibility and impact of this technology is still yet to be determined, this seems like an excellent opportunity to explain how changes in technology impact the labor market.

Most people see new technology as either exciting or terrifying, and rarely something in between. However, as

the internet age has developed, it has become apparent that the rate of technological progress will increase in the future. What will this mean for the labor market? Will new technology make our jobs more productive and less strenuous? Will technology replace people and cause massive unemployment? What will happen to our income? These questions can be answered with some sound logic, an eye towards history, and an understanding that the impact of the long-term is different than that of the short-term.

Short Run Impact

In the short run, technology can have very undesirable effects on the labor market. It can lead to people being less productive right away as they adapt, having to completely relearn a trade, or even losing their jobs. Technology can also create problems for companies in terms of wage structure and employee composition. These issues are experienced in every occupation and industry. Cars are built by robots, ATMs replace bank tellers, secretaries need computer skills, and mechanics need to understand electronics. Immediately after the new technology is implemented, the impact felt is likely to be negative. This is especially true of technological advances that create substitutes (machines doing the work that was previously performed by people) rather than compliments (machines which ultimately make the people more effective at their jobs). Either way, employees will need to be retrained to utilize the new technology, and companies will have to make a decision. Technology in the economy ultimately makes employees more productive, and in the very immediate future, companies consider demand to be constant. A company which has a new technology that allows 5 employees to do the work which was previously



done by 20 employees will have to either absorb the costs of the 15 extra employees, fire 15 people, or increase overall output. Those 15 people could then be out of work, without training in the new technology and in a career field which the industry demands people to be trained.

Essentially, those employees old experience will not be as valuable as it was before the new technology. Another issue in the short run is that wage structures are rigid. Companies make hiring decisions at the point where marginal production equals marginal cost (a fancy way of saying a company will hire so long as what the worker produces makes them more money than they have to pay for the worker). When new technology is introduced, this equation can be dramatically altered. It is hard for a company to convince employees to take a pay cut, so if the new technology changes production and costs significantly, it is very difficult to restructure the costs to reflect the new economic reality for firms. This can mean even more layoffs and loss of production as the company tries to adjust its books.



Long Run Impact

In the long run, technology is beneficial to the consumer. According to the economist Joseph Schumpeter, technology is the only catalyst for long-term per capita economic growth. In the long run, the problems created by technology in the short run disappear as the economy readjusts to the new normal. The previously untrained workforce learns how to use the new technology, the unemployed will hopefully find new jobs with this training and wage rigidity disappears under the pressure of inflation. Once this occurs, the impact of the new technology is higher productivity per worker. Imagine a manufacturing manager coming into work to find that his employees had made twice the amount of product as they had been before, and all of this new production had been made at the same total cost as it had been before and it all got sold at the same price. While this example is not realistic, it illustrates what technology does for a company. They get more production at the same total costs in the long run. This allows the firm to sell its product at a lower cost while still making a profit and paying higher wages. This is good for the company, employees, and consumers,



everyone benefits from new technology in the long run. This is what is known as a production technology, but consumer technology exists as well. Over the last decade, cell phones have become commonplace in society. They improve quality of life by freeing people from searching for a phone to make a call or waiting near a phone for a call to come in. Many other technologies work this way, rather than increasing productivity of employees they create a new market for themselves or improve an existing consumer product (HDTV vs. standard definition television).

How does technology happen? Creative destruction at work

Common sense tells us that technology does not just magically appear, so how do we get new technologies? The answer, in short, is experimentation. Every economic actor experiments to some degree. Firms experiment through research and development, employees try new ways to produce the same product, and consumers look for new products and new applications for products. When a new technology is adopted, it drives the competition to adopt the new technology and scrap the previous technology; this is what Schumpeter famously described as “creative destruction”. This can be seen in virtually every market. An example which has been very visible is in how people purchase movies. Film reels were replaced by tapes, tapes were replaced by DVDs, and now DVDs are beginning to be replaced by digital files. Try shopping for a VCR the next time you are in an electronics store and this will become very clear. This is analogous to the idea of natural selection in biology class, where beneficial adaptations thrive and detrimental adaptations die off. This also implies that in developing a new technology there is risk. If a firm decides to spend \$1 million on researching a new way to produce, what that firm is doing is betting that the research it will conduct will result in a new method which will either make them or save them at least \$1 million in the future. The firm does not know beforehand if this will occur. The research could come up with nothing useful and the firm will be out \$1 million, or the research could come up with something worth much more than \$1 million.



The Degree of Education

LINDSAY BURFORD, RESEARCH ANALYST

The U.S. Census Bureau has been on a report and brief release field day these past few months. Report after report has been released covering topics from population demographics to manufacturers' orders to poverty rates and everything in between. One of the reports, titled "Education and Synthetic Work-Life Earnings Estimates", examines the relationship between education and lifetime earnings, as well as how race and gender interact with this relationship. The report finds that education plays a very important role in one's lifetime earnings; specifically, there

were many instances where education was found to play a higher role than one's gender or race.

The U.S. Census Bureau also just released the American Community Survey's 1-year estimates for 2010. Educational attainment and school enrollment numbers are included within the many data collected under this survey. This month's column will examine both educational attainment and school enrollment numbers for Nebraska and the United States over the past five years using the American Community

U.S. and Nebraska School Enrollment and Educational Attainment Numbers between 2006 and 2010

SCHOOL ENROLLMENT	2010 Estimate		2009 Estimate		2008 Estimate		2007 Estimate		2006 Estimate	
	U.S.	Nebraska								
Population 3 years and over enrolled in school	82,724,222	513,227	81,173,053	486,397	79,845,430	486,606	79,329,527	480,588	79,121,944	474,282
Nursery school, preschool	6.0%	6.7%	6.3%	7.1%	6.4%	6.6%	6.2%	6.1%	6.2%	5.5%
Kindergarten	5.1%	4.8%	5.1%	5.5%	5.1%	4.9%	5.1%	5.0%	5.1%	5.0%
Elementary school (grades 1-8)	39.8%	39.1%	40.0%	38.6%	40.3%	38.9%	40.5%	39.2%	40.8%	40.3%
High school (grades 9-12)	20.8%	20.6%	21.1%	20.2%	21.6%	21.3%	22.0%	22.6%	22.1%	22.4%
College or graduate school	28.3%	28.8%	27.4%	28.6%	26.7%	28.3%	26.2%	27.1%	25.8%	26.7%
EDUCATIONAL ATTAINMENT										
Population 25 years and over	204,288,933	1,184,379	201,952,383	1,153,230	200,029,554	1,150,289	197,892,369	1,139,229	195,932,824	1,135,868
Less than 9th grade	6.1%	4.1%	6.3%	4.3%	6.4%	4.1%	6.4%	4.1%	6.5%	4.2%
9th to 12th grade, no diploma	8.3%	5.6%	8.5%	5.9%	8.7%	5.6%	9.1%	6.3%	9.4%	6.3%
High school graduate (includes equivalency)	28.5%	28.3%	28.5%	28.6%	28.5%	29.6%	30.1%	30.8%	30.2%	30.9%
Some college, no degree	21.3%	24.4%	21.3%	24.5%	21.3%	24.5%	19.5%	22.3%	19.5%	22.9%
Associate's degree	7.6%	9.0%	7.5%	9.3%	7.5%	9.0%	7.4%	9.1%	7.4%	8.8%
Bachelor's degree	17.7%	19.6%	17.6%	18.6%	17.5%	18.5%	17.4%	18.7%	17.1%	18.5%
Graduate or professional degree	10.4%	9.0%	10.3%	8.8%	10.2%	8.7%	10.1%	8.8%	9.9%	8.4%
Percent high school graduate or higher	85.6%	90.4%	85.3%	89.8%	84.9%	90.3%	84.5%	89.6%	84.1%	89.5%
Percent bachelor's degree or higher	28.2%	28.6%	27.9%	27.4%	27.7%	27.2%	27.5%	27.5%	27.0%	26.9%

Survey's 1-year estimates. For more information regarding the American Community Survey, its estimates, and other variables collected under the survey, please visit the February Trends Census article.

School Enrollment

The total national school enrollment level grew 1.9% from 2009 for a total of over 82 million people in some level of schooling. Nebraska's total school enrollment was double that of the national level; enrollment levels grew by 5.5% with a total around 513,000 students. The largest percentage of students at both the national and state level is at the elementary level, covering grades 1 – 8. The national level remained at 40.0% of total enrolled students occupying this grade level from the 2009 estimates; Nebraska's total elementary student to total enrolled rate increased slightly from 38.6% in 2009 to 39.1% in 2010.

The yearly trend of an increase of a percentage of those enrolled in college continued at both the national and state level. Nebraska had a slightly higher percentage than the national college or graduate school enrollment level at 28.8% of total enrolled students compared to the nation's 28.3%. Nebraska saw a dip in the percentage of total population enrolled in high school in 2008 and 2009. The percentage rose to 20.6% in 2010; however, that rate is still lower than 22.4% in 2006.

Educational Attainment

The percentage of individuals with less than a 9th grade education decreased in 2010 at the national and state level. Nebraska's percentage increased to 4.3% in 2009, but fell back to 4.1% in 2010. Nebraska has a lower percentage of its population in this educational level than the national level, with 6.1% of individuals in the United States aged 25 or over having only a 9th grade education. Nebraska also has a lower percentage of its population to only have a high school (or equivalent) degree than the national average. In 2010, 28.3% of Nebraskans had only a high school degree; the national percentage was 28.5%.

While Nebraska has a lower percentage of those with a high school degree or lower when compared to the nation, it has a higher percentage of those in various levels of college



New and Upcoming Census Releases

- 2010 American Community 3-year Estimates
- 2010 American Community 5-year Estimates
- Housing Characteristics: 2010 – Census brief highlighting housing characteristics in the US during 2010, as well as the changes between 2000 and 2010. It includes: housing inventory; areas with the most owners and renters; and distribution and types of vacant housing units. Available for the nation, regions, states, metro areas, counties, and most populous cities. October 6 release.
- Small Area Health Insurance Estimates: 2008 and 2009 – A series of model-based estimates of health insurance coverage for all the nation's states and counties. Estimates are shown by sex, age group, race and Hispanic origin, and income-to-poverty ratios. Early October release.
- Maternity Leave and Employment Patterns of First-Time Mothers: 1961 – 2008 – Analyzes trends in women's work experience before their first child; identifies their maternity leave arrangements before and after the birth; and examines how rapidly they returned to work. October release.
- School Enrollment in the United States: 2010 – National level statistics reviewing student characteristics at all school levels from the October School Enrollment Supplement to the CPS. It includes: age, sex, race, Hispanic origin, family income, type of college, employment status, and vocational course enrollment. October release.
- 2009 Annual Survey of State and Local Government Finances – Data includes revenues, expenditures, debt and cash and security holdings for state and local governments. Mid-October release.

education. A little over 24% of Nebraskans have some type of college (but no degree), while the national level is 21.3%. Nine percent of Nebraskans have an associate's degree; compared to 7.6% of the country's rate. Almost 20% of Nebraskans have a bachelor's degree. Nebraska does have a lower percentage of its citizens holding a graduate or professional degree than the national level, with 9.0% of Nebraskans having that level of education versus 10.4% for the U.S. Additionally, each level of higher education saw an increase of from the previous year.

The country and Nebraska experienced an increase in the percentage of people that have a high school graduate degree (or higher) and a bachelor's degree (or higher) from the previous year. Further, Nebraska's rate for both educational levels is higher than the country. Slightly over 90% of Nebraska has graduated from high school and almost 29% have a bachelor's degree. This compares to the country's 85.6% high school rate and the 28.2% bachelor's degree rate.

Map Facts



Black Friday

JACOB LIUDAHL, RESEARCH ANALYST

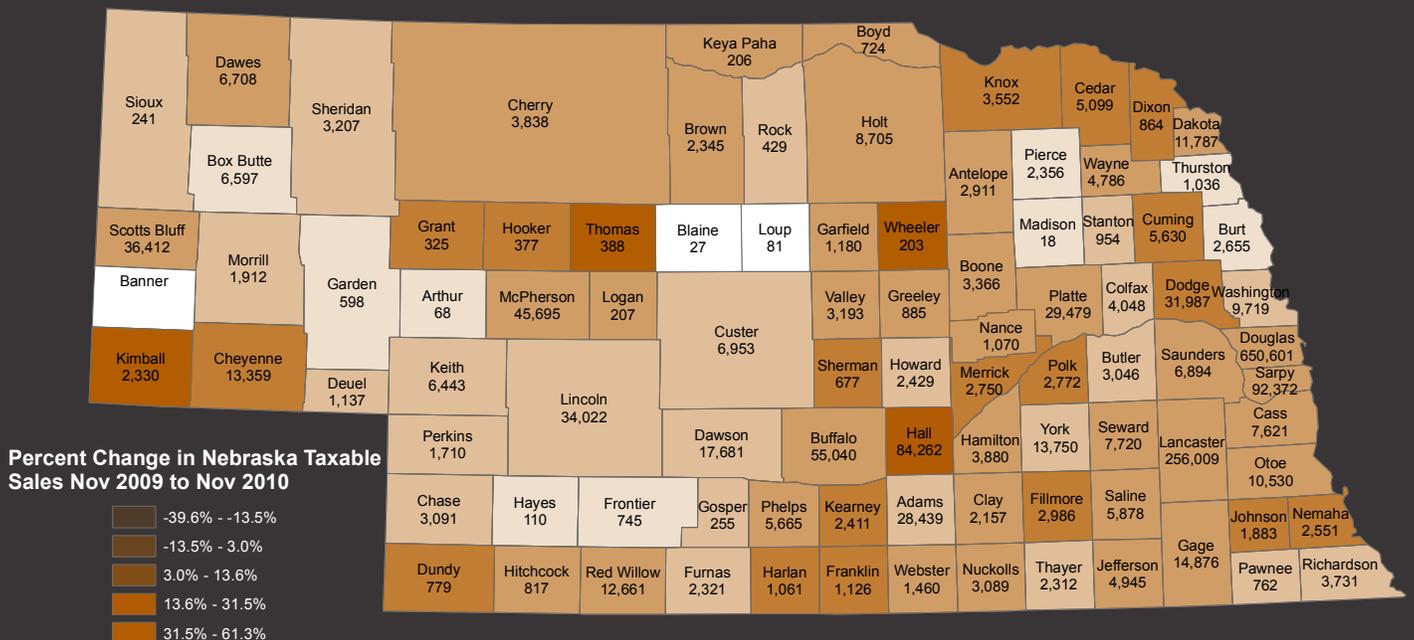
holiday season is through net taxable sales. The map looks at the net taxable sales for each Nebraska county in November, the traditional beginning of retail season and annual money-maker, Black Friday. This information and more can be found on the Department of Revenue's website.

Enjoy shopping? If you're not familiar, Black Friday is the day immediately following Thanksgiving. In recent years, retailers have been known to offer exceptional sales and discounts for this one day. Black Friday is poised again to be the busiest shopping day of the year, a title it has held 9 of the last 10 years. The term 'Black Friday' has come to mean the day of the year where retailers go into 'the black ink' or become profitable.

One of the reasons Black Friday is so popular for shopping is that many people get the Friday after Thanksgiving off of work. Some of the people who will still be working very early on Black Friday morning are Retail Salespeople. Retail Salespersons are the most common occupation in the state, with an estimated second quarter 2011 employment of 28,210 people. This group makes an estimated \$24,180 annually at their profession. Though they are not famous for Black Friday deals, the highest paid subgroup with releasable employment were Motor Vehicle and Parts Dealers, who made an estimated \$42,715 yearly.

One of the ways to measure the money spent during the

Net Taxable Sales in Nebraska for November 2010 (\$ in thousands)





VETERANS Day

November 11,
2011

RYAN CALDWELL, RESEARCH ANALYST

Veterans Day falls on an interesting date this year, as 11/11/11 marks the 93rd year since the signing of the armistice that ended World War I. Though it was originally called Armistice Day and used only to honor those who died and fought in WWI, the 11th day of the 11th month would later be signed into law and amended by Congress in 1954 to become Veterans Day and to honor all veterans.

There were 22.7 million veterans who were 17 years and older in 2010. Of those, 91.9% were male and 8.1% female.

In a 2010 survey of veterans, 14.8% said they had used VA vocational rehabilitation services and 36.9% said they had used VA education and training services.

From 2000 to 2009, veterans have maintained a lower unemployment rate than non-veterans, sometimes by as much as 1%.

Ninety-two percent of veterans 25 and older had a high school diploma or higher in 2009. In addition, 26% of veterans also had a bachelor's degree.

There were 9.8 million veterans between the ages of 18 and 64 in the labor force in 2009, earning an average annual median income of \$35,402.

In 2007, nearly 9% of all U.S. firms were majority owned by veterans. They comprised an estimated 2.4 million of the 27.1 million non-farm operating businesses.

The holiday is often celebrated with a meal of ravioli. This tradition dates back to the ending days of WWI when President Woodrow Wilson invited 2,000 hungry veterans to the White House and helped his staff cook a meal of ravioli for troops, knowing they would be longing for a home-cooked meal.

Wind Turbine Service Technicians

BEN KUSPA, RESEARCH ANALYST



The Bureau of Labor Statistics (BLS) periodically reviews the Standard Occupation Classification (SOC) system and revises or adds new codes. During the most recent review of the SOC system in 2010, a new code was added for wind turbine service technicians. This is pertinent in Nebraska due to its ideal location for wind energy production. According to the American Wind Energy Association, Nebraska is ranked fourth among US states in potential wind energy production. Currently, Nebraska has 169 existing wind turbines with a capacity of 295.38 megawatts. These sites produced 450 million kilowatt hours in 2010, enough to power 91,880 homes. Three more sites are planned for 2011-2012 which will host turbines with an additional 162.5 megawatts of capacity.

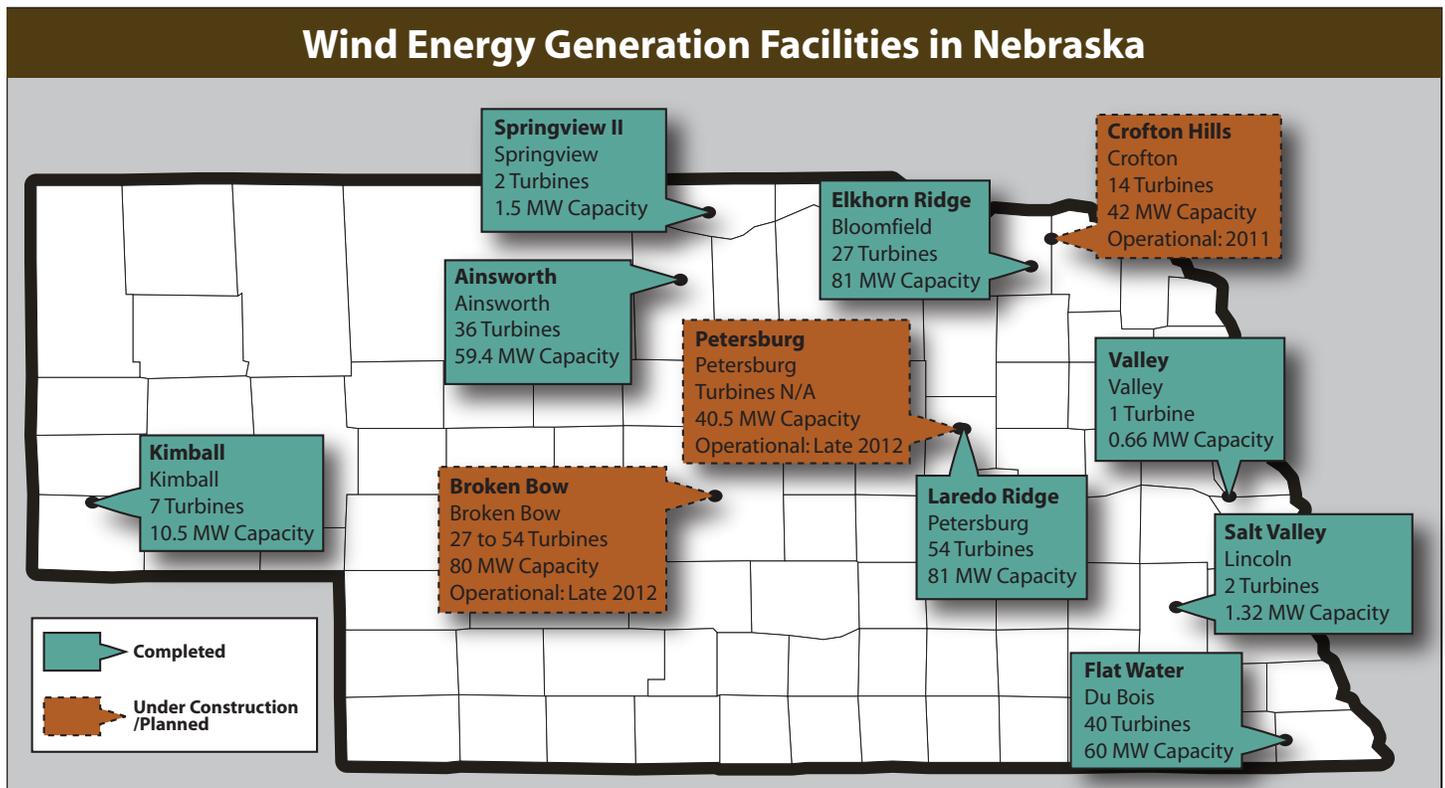
As these and other future sites come online, wind turbine service technicians are needed to care for equipment. Wind turbine service technicians maintain wind turbines by periodically inspecting, adjusting, and repairing the tower, blades, and nacelle (the assembly at the top of the tower which houses the alternator). Technicians need to have some background in electrical engineering and familiarity with tools for repair and monitoring. Safety is also of paramount importance. Utility sized wind turbines are typically mounted at a height of 80 meters and technicians need to be familiar with climbing and safety equipment when their job requires them to operate in dangerous areas such as the exterior of the wind turbine.

Wind turbine service technicians typically need at least some post-secondary education. In Nebraska, there are

some programs that are designed for those interested in the wind energy field. Western Nebraska Community College offers a Wind Energy Technician Certificate. Northeast Community College offers both a Diploma and Associate of Applied Sciences in Wind Energy with an option to transfer most credits towards a Bachelor's Degree in Technology at Wayne State. The University of Nebraska in Lincoln offers an Energy Sciences Minor for those interested in alternative energy sources, providing knowledge that could be applied to the wind energy field.

Due to the recent inclusion of the wind turbine service technician SOC code, wages are not currently available for this occupation. The code that wind service technicians were formerly classified under, Installation, Maintenance, and Repair Workers, All Other, has an average wage of \$14.86 per hour. The entry wage for that occupation is \$9.39 and the experienced wage is \$17.61. However, given the specialty nature of wind turbine service technicians, it's likely that they receive much higher compensation compared to general maintenance workers. The Bureau of Labor Statistics is scheduled to publish data using the new SOC structure in 2012.

As wind energy becomes more widely adopted, occupations in wind energy are likely to increase drastically, especially for states like Nebraska that have so much potential. For more information on information on wind turbine service technicians and other wind energy occupations, visit bls.gov/green/wind_energy.

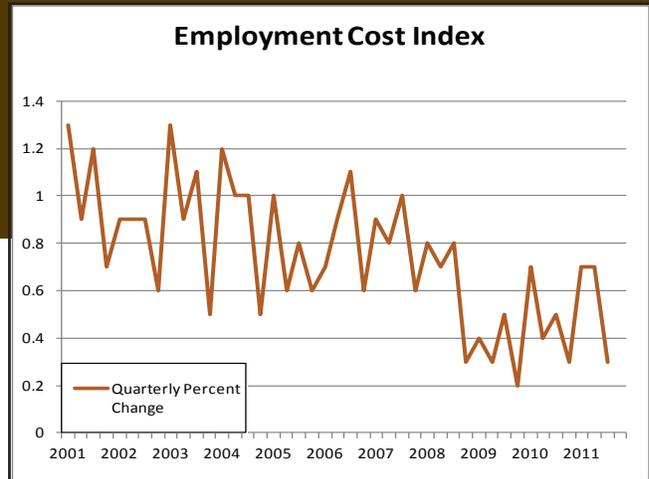


Source: Nebraska Energy Office

Economic Indicators

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.



Note: Not seasonally adjusted, Total compensation for all civilian workers.

National Indicators	Date	Value
GDP Growth	11Q2	1.3%
Unemployment Rate	Sep-11	9.1%
Fed Interest Rate	Sep-11	0.25%
Current Account Balance	11Q2	-\$118.0 Billion

Nebraska Indicators	Date	Value
Unemployment Rate	Sep-11	4.2%
House Value Appreciation	11Q2	-1.05%
Average Weekly Manufacturing Hours	Sep-11	41.0
Net Taxable Retail Sales	Jul-11	\$2.036 Billion

Pricing Indicators	Date	Value
Barrel of Crude Oil	Oct-11	\$88.18
ECI Change	11Q2	0.70%
PPI Change	Sep-11	0.80%

September 2011	Indexes			% Change From	
	Sep-11	Aug-11	Sep-10	Aug-11	Sep-10
U.S. All Items	226.889	226.545	218.439	0.2%	3.9%
Midwest Urban All Items	216.968	216.586	208.788	0.2%	3.9%
Northeast Urban All Items	243.323	243.033	234.027	0.1%	4.0%
South Urban All Items	220.371	220.471	211.775	0.0%	4.1%
West Urban All Items	229.147	228.222	221.384	0.4%	3.5%

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

UNEMPLOYMENT RATE INFORMATION FOR SEPTEMBER 2011

OFFICE OF LABOR MARKET INFORMATION

Statewide

Non-farm employment estimates were 960,339 in September 2011; 1,895 more jobs than last month and 18,985 more than in September 2010.

Manufacturing industries employed 94,648 workers; 472 less people than last month and 2,803 more than in September 2010.

Statewide, average weekly hours worked in manufacturing industries were 41.0, unchanged since August, and an increase of 0.6 hours since September 2010. Average weekly earnings increased by \$8.61 since August to \$689.21, and have risen by \$32.71 since September 2010.

Average hourly earnings in manufacturing industries of \$16.81 were \$0.21 higher than in August and \$0.56 more than in September 2010.

Omaha MSA

Non-farm employment estimates were 463,516 in September 2011; 2,259 less jobs than last month and 7,668 more than in September 2010.

Lincoln MSA

Non-farm employment estimates were 175,745 in September 2011; 1,737 more jobs than last month and 4,279 more than in September 2010.

Labor Force Employment by Place of Residence:

Nebraska (smoothed seasonally adjusted):

- September unemployment rate: 4.2%
- Change (OTM): -0.1%
- Change (OTY): -0.3%

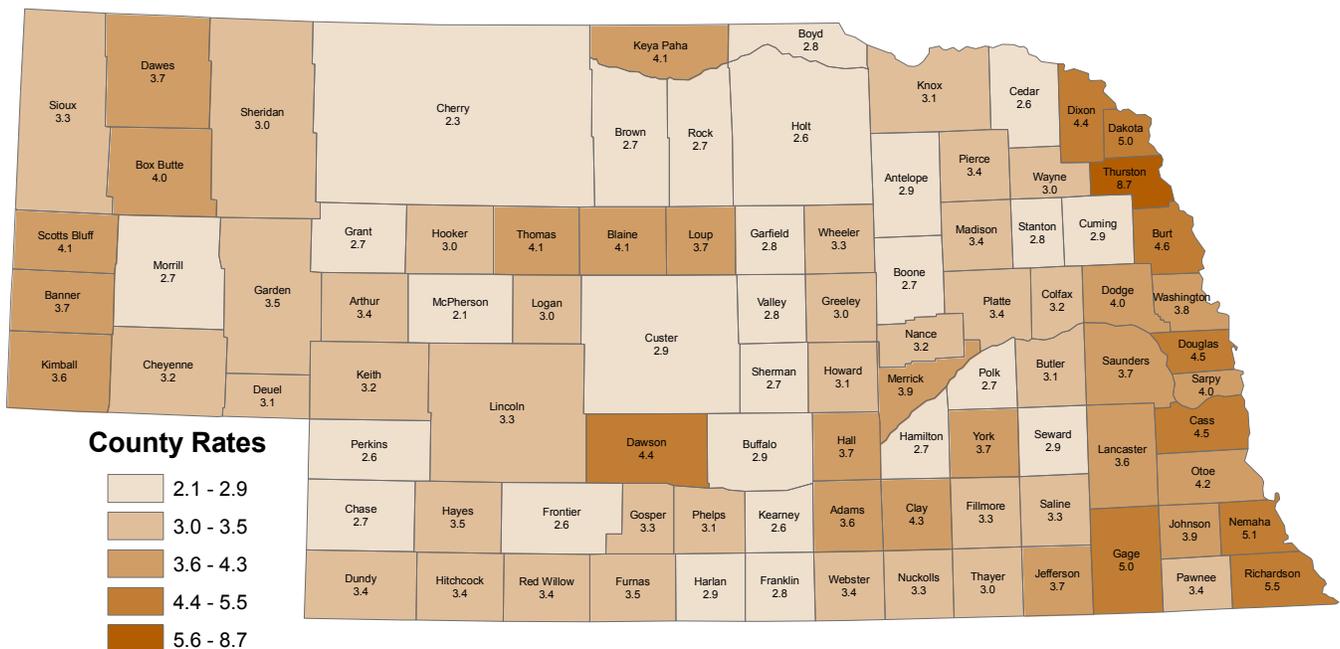
Economic Regions (not seasonally adjusted):

- Central: 3.6%
- Panhandle: 4.2%
- Mid Plains: 3.6%
- Southeast: 4.5%
- Northeast: 4.2%

Revisions to June Data:

- Unemployment rate: 0.1%
- Labor Force: 174
- Unemployment: 76
- Employment: 98

September 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 showed a slight upward movement (0.4% or 519,000 jobs), a normal occurrence in September, due to Educational Services (915,000 jobs) in State and Local Government. Three industries rose, four fell, and three were flat. Over-the-year non-seasonally adjusted employment gained 1,462,000 jobs (1.1%). In 2011, it has consistently improved from 0.7% to 1.1% each month. During the majority of the past twelve months, the highest over-the-year growth industry has been Professional and Business Services (549,000 jobs), followed by Education and Health Services (449,000 jobs).

Since last month, Nebraska Total Nonfarm remained even,

common for September. Three industries increased, one was unchanged, and six decreased. The seasonal increase in government Educational Services helped offset any losses. Over the year, Total Nonfarm employment expanded by 18,985 to 960,339 jobs (2.0%). Since January 2011, over-the-year employment has consistently improved the most in Professional and Business Services and Trade, Transportation, and Utilities. Since last September, those industries added 10,822 jobs and 3,632 jobs, respectively. Together, they have made up 61% to 83% of the annual growth each month of 2011.

Over the month, the Lincoln MSA employment increased to 175,745 jobs (1.0% or 1,737 jobs). Since September 2010, employment has grown by 4,279 jobs with the majority of gains in Professional and Business Services (2,774 jobs) and Trade, Transportation, and Utilities (1,017 jobs). In the Omaha MSA, over-the-month employment was down slightly at 463,516 (-2,259 jobs or -0.5%). Over the year, an overall gain of 7,668 jobs came mostly from Professional and Business Services (4,058 jobs) and Trade, Transportation, and Utilities (2,013 jobs).

MINING AND CONSTRUCTION

Over the month, statewide employment in Mining and Construction held steady at 44,368 jobs. Over the year, employment was also relatively unchanged.

In the Lincoln MSA, over-the-month employment dropped by 282 jobs (-4.2%) to 6,474 workers, which is a larger drop than normal from August to September. Over the year, Mining and Construction cut out 525 workers (-7.5%). In the

Omaha MSA, after a large decrease in August (-544 jobs), employment remained stable in September at 20,757 jobs. Since September 2010, employment has dropped by 727 jobs with the majority of the decreases occurring in Specialty Trade Contractors (-809 jobs).

MANUFACTURING

From August to September this year, statewide Manufacturing was unchanged at 94,548. September's over-the-year increase of 3.1% (2,803 jobs) adds to its consecutive growth from 1.4% to 3.7% since December 2010. Over-the-year employment in Durable Goods rose by 1,652 jobs (4.0%) and Non-Durable Goods gained 1,151 jobs (2.3%).

Since last month, Lincoln MSA employment declined by 356 to 12,486 jobs. This is only the fourth month in the past five years where the drop has been more than 300 jobs. Over-the-year growth was 0.9% to 3.5% since January 2011; however, this month employment fell by -1.6%. Employment in the Omaha MSA remained moderately flat in September. Over the year, it has grown every month in 2011 (0.5% to 3.0%).



TRADE, TRANSPORTATION, AND UTILITIES

Since last month, statewide employment declined by 2,336 to 198,398 jobs (-1.2%) with Retail Trade being accountable for half of the losses (-1,213 jobs). Since September 2010, employment improved by 3,632 jobs (1.9%). Over half of the year's gains have been due to Transportation, Warehousing, and Utilities increasing by 2,153 jobs (4.2%).

Over the year, Lincoln MSA employment rose by 1,017 jobs (3.2%). Retail Trade (637 jobs or 3.6%) contributed the most to the gains in the past year. Over the past year, Omaha MSA employment advanced by 2,013 jobs (2.2%). Retail Trade improved by 931 jobs and Transportation, Warehousing, and Utilities delivered an increase of 873 jobs since last September.

INFORMATION

Statewide over-the-month employment fell (-234 jobs or -1.4%) to 17,004 jobs with the last similar size drop occurring

in January 2010 (-231 or -1.3%). Since September 2010, employment increased by 1.6% (266 jobs). This is the third month in a row it has posted over-the-year growth above 1.5%.

Since September 2010, employment in the Lincoln MSA declined by 3.3% to 2,152 jobs. In the Omaha MSA, over-the-year employment is down 4% to 10,475 jobs.



FINANCIAL ACTIVITIES

Over the month, statewide employment fell by 1,006 (-1.5%) to 68,010 jobs with most of the drop occurring in Finance and Insurance (-844 jobs). The decrease is twice as much as usual for September compared to the past five years. Over the year, employment has been relatively stable.

Since last month, employment in the Lincoln MSA fell by 87 people (-0.6) to 13,365 jobs. In the Omaha MSA, over-the-month employment contracted by 534 jobs (-1.3%) to 39,763 jobs.

PROFESSIONAL AND BUSINESS SERVICES

Since March 2011, Nebraska monthly employment has consistently grown to reach 113,468 workers. Over the month, employment in September added 2,138 jobs or 1.9% with the majority of the expansion coming from Administrative and Waste Services (2,082 or 4.2%). Over-the-year employment grew the most numerically (10,822 jobs) and posted the highest percentage rate (10.5%) of any month since July 2002. The majority of the yearly employment growth came from Administrative and Waste Services, gaining 16.9% since September 2010 (7,413 jobs).

Over the year, Lincoln MSA employment rose by 2,774 to 20,673 jobs (15.5%). Administrative and Waste Services made up the majority of the jobs (2,030) in the past year. In the Omaha MSA, over-the-year employment expanded by 4,058 jobs (6.4%) to 67,836 with gains being split between Professional, Scientific, and Technical Services (2,093 jobs) and Administrative and Waste Services (1,806 jobs).

	Number of Workers			Over the Month		Over the Year	
	Sep-11	Aug-11	Sep-10	Numeric Change	Percent Change	Numeric Change	Percent Change
Total Nonfarm	960,339	958,444	941,354	1,895	0.2%	18,985	2.0%
Mining, Logging & Construction	44,368	44,584	44,400	-216	-0.5%	-32	-0.1%
Construction	8,600	8,777	8,818	-177	-2.0%	-218	-2.5%
Heavy and Civil Engineering Construction	6,501	6,447	6,824	54	0.8%	-323	-4.7%
Specialty Trade Contractors	28,474	28,833	27,804	-359	-1.3%	670	2.4%
Manufacturing	94,648	95,120	91,845	-472	-0.5%	2,803	3.1%
Durable Goods	43,148	43,514	41,496	-366	-0.8%	1,652	4.0%
Non-Durable Goods	51,500	51,606	50,349	-106	-0.2%	1,151	2.3%
Trade, Transportation, & Utilities	198,398	200,734	194,766	-2,336	-1.2%	3,632	1.9%
Wholesale Trade	40,299	40,954	40,317	-655	-1.6%	-18	0.0%
Retail Trade	104,529	105,742	103,032	-1,213	-1.2%	1,497	1.5%
Transportation, Warehousing, and Utilities	53,570	54,038	51,417	-468	-0.9%	2,153	4.2%
Information	17,004	17,238	16,738	-234	-1.4%	266	1.6%
Financial Activities	68,010	69,016	68,317	-1,006	-1.5%	-307	-0.5%
Finance and Insurance	59,085	59,929	59,364	-844	-1.4%	-279	-0.5%
Real Estate and Rental and Leasing	8,925	9,087	8,953	-162	-1.8%	-28	-0.3%
Professional & Business Services	113,468	111,330	102,646	2,138	1.9%	10,822	10.5%
Professional, Scientific, and Technical Services	44,092	44,182	41,904	-90	-0.2%	2,188	5.2%
Management of Companies and Enterprises	18,051	17,905	16,830	146	0.8%	1,221	7.3%
Admin & Support & Waste Mngmt & Remdtn Svcs	51,325	49,243	43,912	2,082	4.2%	7,413	16.9%
Education & Health Services	136,762	135,842	135,464	920	0.7%	1,298	1.0%
Educational Services	18,015	16,660	17,425	1,355	8.1%	590	3.4%
Health Care and Social Assistance	118,747	119,182	118,039	-435	-0.4%	708	0.6%
Leisure and Hospitality	84,177	86,432	82,855	-2,255	-2.6%	1,322	1.6%
Arts, Entertainment, and Recreation	12,797	14,222	12,938	-1,425	-10.0%	-141	-1.1%
Accommodation and Food Services	71,380	72,210	69,917	-830	-1.2%	1,463	2.1%
Other Services	36,901	37,120	36,752	-219	-0.6%	149	0.4%
Repair and Maintenance	9,551	9,775	9,748	-224	-2.3%	-197	-2.0%
Personal and Laundry Services	7,598	7,655	7,689	-57	-0.7%	-91	-1.2%
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	19,752	19,690	19,315	62	0.3%	437	2.3%
Government	166,603	161,028	167,571	5,575	3.5%	-968	-0.6%
Federal Government	16,359	16,618	16,752	-259	-1.6%	-393	-2.4%
State Government	42,118	39,436	41,872	2,682	6.8%	246	0.6%
Local Government	108,126	104,974	108,947	3,152	3.0%	-821	-0.8%

EDUCATION AND HEALTH SERVICES

As usual in September, over-the-month employment in Nebraska seasonally increased by 920 jobs (0.7%) to 136,762 jobs. Over-the-year employment has increased by 0.9% or more during ten of the past twelve months.

After posting continual over-the-year losses from July 2010 to June 2011, ranging from -0.7% to -2.7%, employment in the Lincoln MSA has expanded the past three months ranging from 1.8% to 2.5%. In the Omaha MSA, over-the-year employment has increased 1.9% to 2.4% during the past four months.

LEISURE AND HOSPITALITY

From August to September, statewide employment went down by 2,255 to 84,177 jobs (-2.6%) with a seasonal decrease caused by Arts, Entertainment, and Recreation Services (-1,425 jobs or -10.0%). Over-the-year employment expanded by 1,322 jobs with the majority of the yearly growth due to

Food Services and Drinking Places, gaining 1,462 jobs.

In the Lincoln MSA, over-the-year employment gains between 2.4% to 4.3% have occurred since November 2010. Over-the-year employment expansion in the Omaha MSA has ranged from 0.9% to 1.8% during the past five months.

OTHER SERVICES

Since last month, statewide employment decreased by 219 (-0.6%) to 36,901 jobs due mostly to losses in Repair and Maintenance Services (-224 jobs). Over-the-year employment had been stable the past two months with increases in Religious, Grantmaking, Civic, Professional, and Similar Organizations being offset by decreases in Repair and Maintenance Services.

Over-the-year employment expansion in the Lincoln has ranged from 0.7% to 1.1% during the past four months. In the Omaha MSA, over-the-year employment was unchanged this month.

Openings & 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 own or know of a business which is opening or expanding, please email Jacob. Liudahl@nebraska.gov with you information.

Lincoln

- Anderson Auto Group, a car retailer selling and servicing Ford, Lincoln, Mercury, Mazda, and Kia new and used vehicles, opened their second store on the south side of Lincoln at the end of September.
- The Towers Social Hall opened in Clocktower Plaza.
- It's All Roses, a small retail business specializing in floral arrangements featuring roses made of wood, opened employing an estimated 3 employees.

Omaha

- Mi Casa Mexican restaurant opened in Bellevue.
- A clothing, jewelry, books and art store named Cats, Dragons, and Belles opened in Bellevue.
- The Orchards at Wildewood opened their new low income housing complex in La Vista.
- Foodies Restaurant opened in Indian Hills employing approximately 15 employees.
- Brookstone Village added 25 staff to their assisted living facility.
- Intersystems is adding 25 employees to their farming equipment manufacturing facility.
- New Cassel Retirement Home added five new employees and opened a new dining room.
- Paypal added 125 employees to their Omaha workforce.
- New business openings or expansions in Omaha include CVA Pharmacy, Charming Charlie's (fashion boutique), Unique Stone Concepts (stone distributor), Chick-Fil-A restaurant, Pinnacle Bank, and AAA Bank of Nebraska.
- From the Omaha Chamber of Commerce website: Wal-Mart Neighborhood Market @ 168th and Harrison announced a new store, hiring 95 employees; Wal-Mart Neighborhood Market Town Center Dr. & Scarborough Dr. announced a new store, hiring 95 new employees; Jiffy Lube in Bellevue added 10 new employees; James Skinner Baking Company (Manufacturing) is expanding, hiring 125 new employees.

Southeast

Beatrice

- A new Sam and Louie's Pizza location opened.
- Solar Earth is hiring 25 employees yet this year and 100 in 2012.
- World Lawn is hiring, ultimately adding another 50 employees in next six months.
- Neapco is adding another 100 positions in next six months and building new facilities.

Nebraska City

- A new Fareway Grocery Store opened in late October, hiring a significant number of new employees.

Northeast

Norfolk

- Dragon Stix Sporting Goods, full gunsmith service and custom made rifles, opened with 2 employees.
- Pauly's Dance Studio opened in Neligh, employing 5 people and offering 5 types of dance in a modern dance studio.
- GV Kustom Kitchens, building custom kitchen cabinets and more, opened with 10 employees.

Fremont

- Mel's Café, a new restaurant, opened its doors and hired 10 workers.

Central

Grand Island

- Cabelas, Bosselmans, and Goodwill all took part in retail-related hiring.

Panhandle Region

Scottsbluff

- Red Barn Wool Station and More, a wool/yarn business, opened in Minatare with 2 employees.
- Morgan's Movies and Games, a family run rental store, opened in downtown Scottsbluff.
- Other businesses that opened or expanded in the Scottsbluff area include: Sidney Roofing, 5-9 employees; Hampton Inn; US Recycling, Ogallala-based company; Imagine That, crafts.

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