

Trends



Economic Effects of Drought

Covering the Basics: Social Security

Also Featuring...

Fast Facts...
Halloween Spending

Map Facts...
Trick or Treaters

College Placement...
Southeast Community College

Flash Forward...
Nebraska's Occupational Projections



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GRADUATE OUTCOMES

Southeast Community College



There were 1,620 Southeast Community College graduates from July 1, 2009 to June 30, 2010. Of these graduates, 1,244 (77%) were employed in Nebraska in first quarter 2011. The percentage of graduates working in the state was 2% higher than the previous year. Estimated annual average earnings were \$24,805. Females (79%) were more likely than males (75%) to be working in Nebraska. The average wage for females was \$22,344 and for males \$26,880.

Southeast Community College graduates were employed in 58 of Nebraska's 93 counties with over half (55%) working in Lancaster County.

The Health Care industry employed the highest number of graduates with 312 followed by Retail Trade with 152 and Manufacturing with 144. Graduates working in Health Care had estimated annual average wages of \$26,660 and those working in Retail Trade earned \$21,959. Graduates employed in Manufacturing had earnings of \$33,570. The highest wages were earned by the 6 graduates working in the Utilities industry with \$40,948.

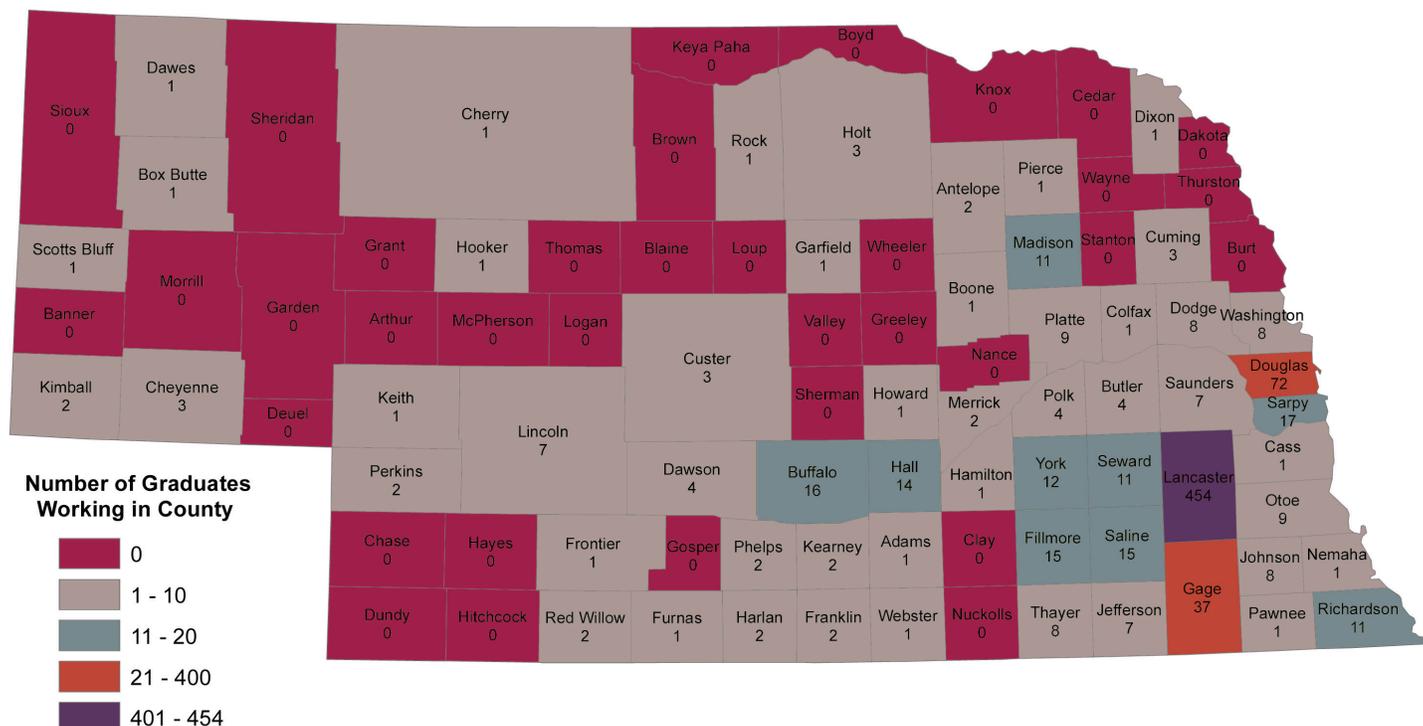
Fields of study with the highest annual average earnings were the 4 Respiratory Care Therapy less than one year award graduates with \$46,324. This was followed by Registered

Nursing Associate Degree graduates and Appliance Installation and Repair Technology one to two year award graduates with \$36,471 and \$36,034 respectively. Overall, there were 11 degree/fields of study that had estimated wages above \$30,000, primarily in technical and medical fields.

Nineteen degree/fields of study had 90% or more graduates working in Nebraska. The Registered Nursing Associate Degree field of study had the highest number (47) of graduates working in the state followed by Welding Technology Associate Degree graduates with 35.

For more outcomes information on Southeast Community College, Central Community College, Metropolitan Community College, Mid-Plains Community College, Northeast 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.

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





Economic Effects of Drought

KERMIT SPADE, RESEARCH ANALYST

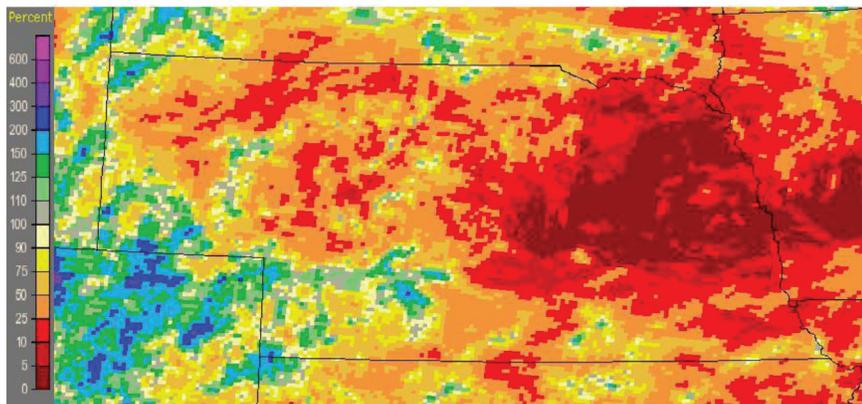
Nebraska, along with most of the rest of the United States, is currently enduring the worst drought in 56 years. As of July 2012, 57% of the U.S. was in moderate or extreme drought. The last time that happened was in December of 1956, when 58% of the U.S. was in the same condition.ⁱ Mandatory water use restrictions are in effect in many parts of the country, including Lincoln, NE, as precipitation amounts continue to fall well below average, and crop conditions wither. What many people are wondering is “how will this affect me?”

One obvious conclusion that many recent news media reports have made is that food prices will increase. But what food prices will increase, and when will it happen? Those answers are less certain, with almost as many opinions as there are news stories covering the drought. The best thing we can do is take a look at how the drought will affect commodity prices.

The following map, from NOAA, shows the monthly percentage of normal precipitation as of July 2012, for Nebraska. Anything shaded yellow, orange, or red is an area that has received less than normal precipitation. Most of Nebraska, according to NOAA, has received less than 50% of normal precipitation and many regions have received far less. This severe lack of moisture in turn affects how well crops grow. In 2011, Nebraska planted 9.85 million acres of corn, 4.9 million acres of soybeans, and 1.52 million acres of winter wheat.ⁱⁱ

As of July 2012, according to the USDA National Agricultural Statistics Service, 41% of Nebraska’s corn crop is in either poor or very poor condition.ⁱⁱⁱ This means that yields will be lower than normal. Similarly, 45% of Nebraska’s soybean crop is also in either poor or very poor condition. The basic law of supply and demand tells us that when demand is held constant and supply decreases, the price of a given commodity will go up. And that is exactly what we’re seeing happen now. In July of

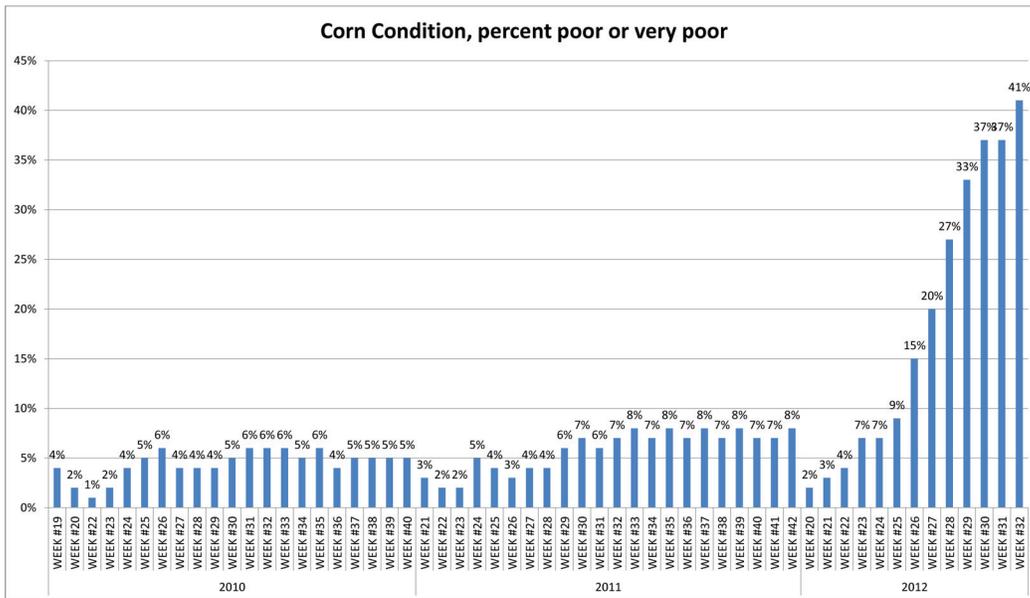
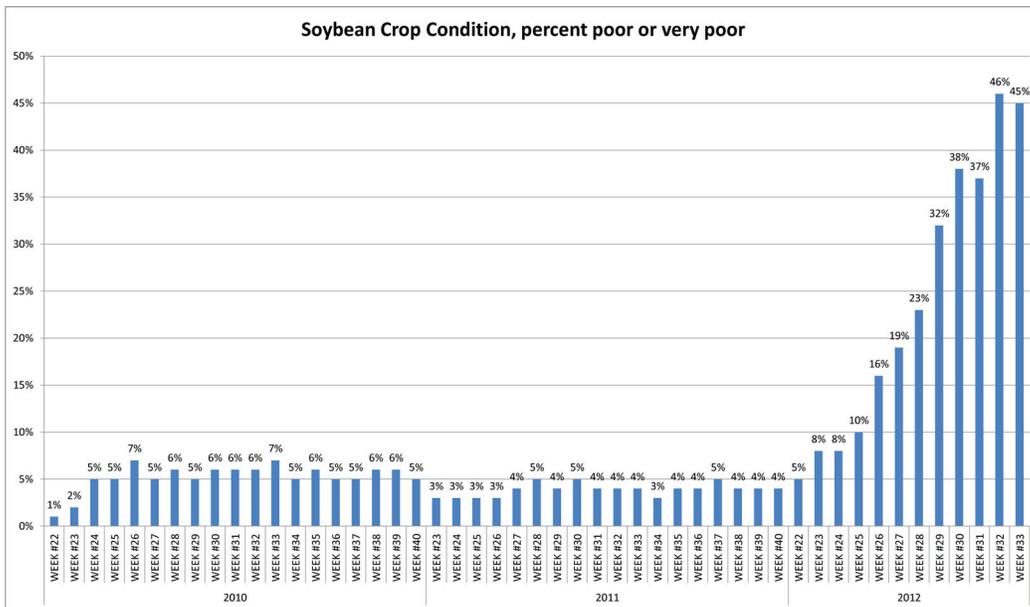
Nebraska; July, 2012 Monthly Percent of Normal Precipitation
Valid at 8/1/2012 1200 UTC- Created 8/3/12 21:41 UTC



2010, corn prices were around \$3.54 a bushel. In July 2012, corn was \$7.10 a bushel, more than double what it cost two years ago. Soybeans are in a similar situation. In July 2010, a bushel of soybeans cost \$9.46, and now costs \$15.10 a bushel, up 59% from two years ago.^{iv} According to the Chicago Mercantile Exchange, those prices could go even higher. Corn futures for March 2013 delivery are currently trading around \$8.35 a bushel and September soybeans around \$17.44, 80% higher than they were two years ago.^v

Corn and soybeans have a variety of uses, but one of the main uses of both is livestock feed. In 2011, the U.S. produced 12.35 billion bushels of corn. 6.4 billion bushels were used for food, alcohol and industrial use, while another 4.5 billion bushels were used for livestock feed. Soybeans also have a wide variety of uses, but the most common are soy meal production, soy oil production, and biodiesel fuel production. As the price of corn and soybeans rise, we can expect to see a rise in the prices of their derivative products as well. Rising corn prices can be expected to increase the price of food, ethanol, and livestock feed, which will in turn affect the price of meat and many other products.

Another monkey wrench in the system is the fixed supply for ethanol. “The Energy Independence and Security Act of 2007 (P.L. 110-140) required the use of 9.0 billion gallons of renewable fuels in 2008, increasing each year to 36 billion gallons in 2022... Corn used for fuel alcohol production increased from less than 1 percent of total U.S. domestic corn use in 1980/81 to almost 25 percent of total U.S. domestic corn use in 2007/08.”^{vi}



What this means is that no matter how much corn is produced, a certain amount has to go to ethanol production. With low yields a likely result of the drought, this means that there will be less corn available for other uses, such as feeding livestock, which will drive the prices even higher. We may already be beginning to see the effects of higher corn and soybean prices in the fuel markets. From January to April of 2012, ethanol prices rose \$0.33 per gallon, and biodiesel rose \$0.23 per gallon.^{vii}

For now, sales of cattle and hogs for slaughter remain steady. But eventually, when facing high feed prices, farmers and ranchers will begin selling off livestock rather than pay the high prices for feed. This will lower the price of meat temporarily, as an excess supply hits the market. Once that supply is exhausted, we can expect to see higher meat prices at the grocery store. The only real question is when.

ⁱ State of the Climate, Drought, July 2012, National Oceanic and Atmospheric Administration, National Climatic Data Center

ⁱⁱ USDA National Agricultural Statistics Service

ⁱⁱⁱ USDA National Agricultural Statistics Service

^{iv} USDA National Agricultural Statistics Service

^v CME Group, Corn and Soybean futures quotes, <http://www.cmegroup.com/trading/agricultural>

^{vi} USDA Economic Research Service, <http://www.ers.usda.gov/topics/crops/corn/policy.aspx#ethanolp>

^{vii} US Department of Energy, Clean Cities Alternative Fuel Price Report, April 2012.



Covering the Basics: Social Security

RYAN CALDWELL, RESEARCH ANALYST

Since its inception 75 years ago, Social Security has gone through many phases and updates and continues to be one of the most utilized of the federal programs. Some consider Social Security to just be a retirement program, but in reality it also provides benefits that are fundamental to spouses and children of deceased workers as well as disabled workers and their families to help keep them out of poverty. By providing these benefits and using a system of inflation-indexed adjusting, Social Security helps those in need and prevents them from losing purchasing power over time.

It is important for the labor force to understand Social Security because whether we choose to draw upon it later in life or not, we will still pay into it for the entirety of our working careers

When it was established:

The Social Security Act (originally the Economic Security Act) was signed by President Roosevelt on August 14th 1935. Taxes were first collected a year and a half later in January of 1937 and the first lump-sum payments were made at the same time. The regular ongoing monthly benefits much like those that we are accustomed to today started in January 1940. Under the 1935 law, this social security program was in place simply for retirement purposes, only paying retirement benefits to the primary worker and was never intended to be a retiree's sole source of post-work income. In 1939 the law added survivor's benefits for the spouse and/or children of deceased beneficiaries, and in 1956 disability benefits were added as well.

Today social security is much more than just a retirement plan. It provides insurance for retirement, insurance for the surviving spouse and children of someone who has passed, insurance for disability, unemployment insurance, food stamps and other forms of welfare as well as veterans benefits. Medicare is also part of the social security system. The three main distributions from Social Security come from retirement benefits, disability benefits, and survivor's benefits.

How it works:

In order to receive retirement benefits a person must become fully insured meaning he or she has worked long enough and put enough money into the system to draw upon it. To become fully insured one must attain 40 credits. In 2010 one credit was received for every \$1,120 earned per year with a maximum of one credit per quarter or four credits per year. This dollar amount per credit has slowly increased over time as the average wage index has increased. With a four credit per year maximum, an individual must work at least 10 full years to ensure eligibility.

To receive full benefits you must reach the pre-determined "Full Retirement Age" as well. This ranges between age 65 for those born in 1937 or before, to age 67 for anyone born in 1960 or after. If you choose to draw upon social security before reaching this age your benefits will decrease proportionately. Once you have reached your full retirement age, you can receive your full retirement benefit amount. This amount is based upon how much you've earned over your entire career, though lower-income workers will receive a higher percentage of their former wages than higher-income workers. The benefits are also based upon cost-of-living increases to keep the real dollar amount proportional from year to year.

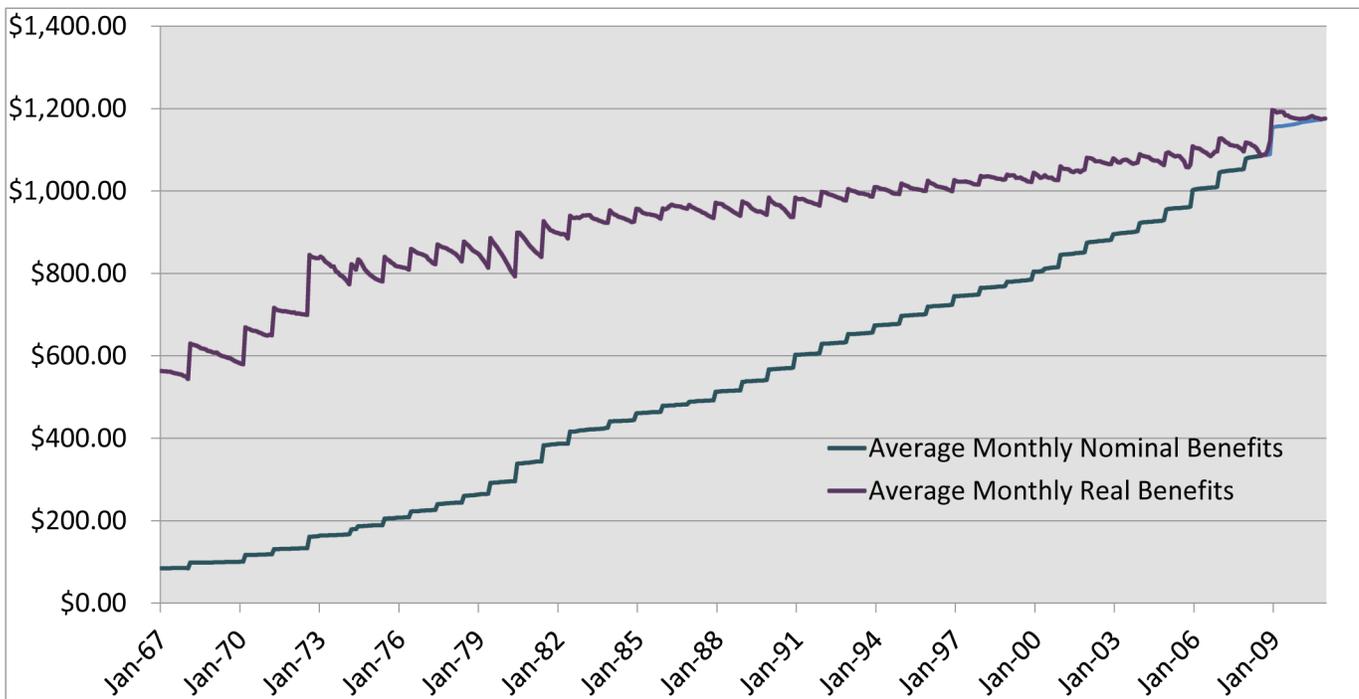
The money for these benefits is collected through the tax payments made into social security by the current labor force. In 2010, both the employer and the employee paid a 6.2% tax on earnings up to \$106,800. These taxes are collected and then deposited into the social security trust funds (specifically the OASI or Old-Age and Survivors Insurance Trust Fund and the DI or Disability Insurance Trust Fund). These funds were started in mid 1980's and have grown significantly since. These accounts are run by the Department of the Treasury and serve two main purposes, first to provide an accounting mechanism to keep track of all income and disbursements of the funds and second to hold accumulated surpluses within the funds. As of 2010 the social security trust funds were valued at \$2.6 trillion.

By the numbers:

In Nebraska about 16.9% of the state's residents were receiving some kind of social security benefits in 2009, and of the population aged 65 years and older about 94% were collecting from social security, 57% of which were women and the remaining 43% men.

In 2009, \$321,811,000 worth of benefits were paid to Nebraskans, over 70% of which went to retired workers. Douglas County is home to nearly a quarter of the states retired workers who are collecting benefits (47,260 people), receiving nearly \$60 million in benefits in 2009.

As of November 2010, the average monthly benefit being paid out to all beneficiaries nationwide was just over \$1,070. Retired workers received about \$100 more than that, around \$1,170 per month. The chart below shows both average nominal and real benefits received monthly by retired workers since 1967. The trend seems to show that while nominal benefits have continued to increase over the last few decades, real benefits have trended towards leveling off.



Map Facts

Trick-or-Treaters by Census Tract



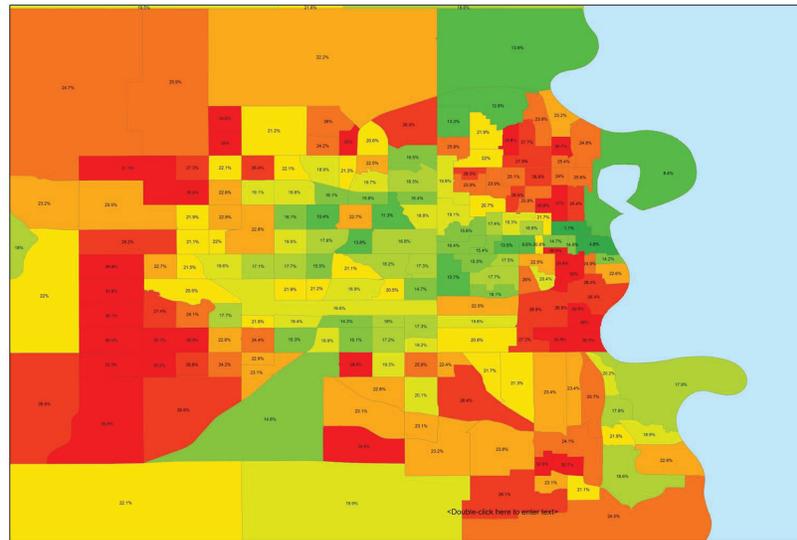
ED JAROS, RESEARCH ANALYST

The graphics to the right contain representations of Nebraska, Lincoln, and Omaha divided into Census Tracts. According to the US Census Bureau, “Census tracts are small, relatively permanent statistical subdivisions of a county. Census tracts usually have between 2,500 and 8,000 persons and, when first delineated, are designed to be homogeneous with respect to population characteristics, economic status, and living conditions.” In the graphics, these Census Tracts have been labeled with the percentage of their population which was reported to be aged 0-14 on April 1, 2010 to the Census Bureau. Here we have chosen this population segment, now two and a half years older, to approximate likely trick-or-treaters in 2012. The tracts on the map have been colored according to the percentage of population composed of likely trick-or-treaters. Tracts with low population percentages aged 0-14 in 2010 appear in green or yellow and tracts with higher population percentages aged 0-14 in 2010 are colored orange or red. It is worth noting that many of the red and orange colored tracts are located in those areas within Nebraska which have seen population growth consistently over the past decade. Those tracts colored green are often found in areas with high percentages of their population aged 55 or older. Many of those areas have lost population over the past decade. Both of these patterns reflect the general trends of a shrinking, aging rural population and increased urbanization.

Sources: Census Tract



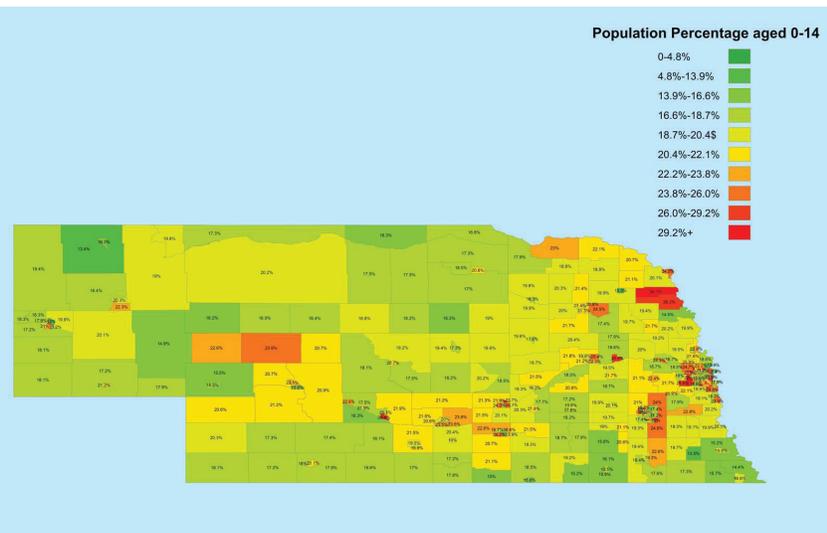
Omaha Nebraska: Population Density of 0-14 Year-Olds 2010



Lincoln Nebraska: Population Density of 0-14 Year-Olds 2010



Population Percentage aged 0-14



Halloween Spending



NISHA AVEY, RESEARCH ANALYST

There are **383,542** children under 15 in the state of Nebraska according to the 2010 U.S. Census. With 711,771 occupied housing units in Nebraska,ⁱ every one is a potential stop in a trick-or-treaters Halloween route. 92% of U.S. households consider their neighborhood safe and 78% said there is no place within a mile of their homes where they would be afraid to walk at night.ⁱⁱ And with **1.1 billion** pounds of pumpkins produced in 2010,ⁱⁱⁱ there should be no shortage of jack-o-lanterns to illuminate the night.

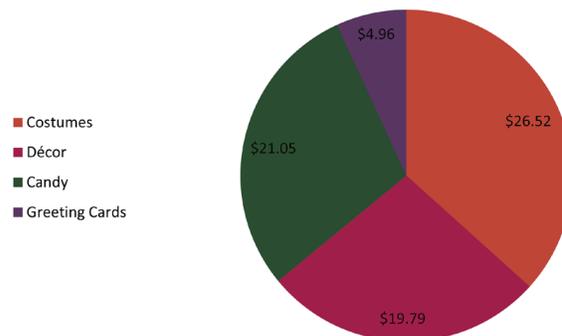
In 2011, the National Retail Federation (NRF) estimated that the average person would spend **\$72.31** on Halloween decorations, costumes, and candy. That was up 9% from 2010 data. The NRF estimated that 69% of Americans planned to celebrate Halloween, up 8% from 2010. This increase in celebration includes more people planning to dress in costume (44%, up 10% from 2010), throw or attend a party (34% compared to 33%), and visit a haunted house (23%, up 10%). Half of consumers were planning to decorate their home or yard and 15% will dress up their pets. 73.5% of Americans handed out candy, 48% carved pumpkins, and **33%** took children trick-or-treating.

The NRF estimated the average consumer would spend **\$26.52** on costumes in 2011. Calculated for all Americans, the total was expected to reach \$1 billion on children's costumes and \$1.21 billion on adult costumes. More people last year were expected to buy decorations, spending an average of \$19.79. Candy, of course, cost the average person **\$21.05** and cards \$4.96.

With **1,155** U.S. chocolate manufacturing establishments in 2010, employing 35,074 people and 409 non-chocolate confectionary manufacturers employing 17,526^{iv} there should be no surprise the average person consumed **24.7 pounds** of candy in 2010.^v With 1,367,120 residents 18 years and older,^{vi} Nebraska can expect **943,313** of them to celebrate Halloween. At an estimated \$72.31 per person, one could expect Halloween spending in Nebraska to be around \$68,210,949.

So start thinking Halloween, pick up some candy and pumpkins, and get into the holiday spending spirit!

Halloween Spending 2011



ⁱ 2006-2010 American Community Survey 5-Year Estimates

ⁱⁱ U.S. Census Bureau, Extended Measures of Well-Being: Living Conditions in the United States, 2005, Table 4

ⁱⁱⁱ USDA National Agricultural Statistics Service

^{iv} U.S. Census Bureau, County Business Patterns: 2010, NAICS codes (31132, 31133, & 31134)

^v U.S. Census Bureau, Current Industrial Reports, Confectionary: 2010, Table 1

^{vi} U.S. Census Bureau: Population Estimates

Nebraska's Occupational Projections

JODIE MEYER, RESEARCH ANALYST

The newest sets of long-term and short-term occupational projections were recently released for Nebraska. Occupational projections are useful to identify occupations that are expected to grow and those expected to decline. Studying occupational trends can benefit a variety of groups from students and educators to policy makers, communities, and businesses.

Ten Year Outlook

Overall, employment is expected to grow in Nebraska in the long-term by 9.61%, adding 102,075 jobs. This is slightly slower than the National projected increase of 14.3% from 2010-2020, with the addition of 20.5 million jobs. Some of the projected growth for both Nebraska and the United States is expected to be due to recovery from the recession. Since the nation as a whole was hit harder than Nebraska, the state does not have as much recovery to do and thus has a slightly lower growth rate.

Numeric Change Rankings

Looking closer at the numeric change from 2010-2020, Heavy and Tractor-Trailer Truck Drivers are expected to add the most jobs (5,392) of any occupation to the state, a 18.64% increase. This occupation is expected to add more jobs than the next two on the list combined. Registered Nurses are expected to come in second adding 2,691 jobs and increasing by 12.23% and Retail Salespersons are expected to add 2,414, an 8.76% increase. This totals to 5,105 jobs, 287 less than projected amount for Heavy and Tractor-Trailer Drivers. As the economy grows and the demand for goods increases, more truck drivers will be needed to keep supply chains moving, accounting for much of the demand for this occupation in the future.

Examining occupations expected to lose the most jobs over the 10 year period, two of the bottom ten are Agricultural related. Crop, Nursery, and Greenhouse Farmworkers and Laborers are expected to lose the most jobs (-612), a change of -2.56%. The occupation of Farm, Ranch, and Other Agricultural Managers is also on the decline with an expected loss of 307 jobs. Much of the decline in Agriculture is due to advances in technology reducing the need for workers, as well as, the consolidation of small farms into larger operations.

Three occupations on the list of occupations with the most decline are related to the Post Office. Postal Service Mail

Sorters, Processors, and Processing Machine Operators, Postal Service Mail Carriers, and Postal Service Clerks are expected to lose a combined 864 jobs.

Percentage Change Rankings

Examining the fastest growing occupations by percent change for the minor occupational groups reveals that Computer and Mathematical Occupations are expected to experience high growth of 16.94%, the fastest of the minor occupational groups, adding 4,385 jobs. The fastest growing occupation within this category is Software Developers of Systems Software adding 719 jobs and growing by 29.77%. Database Administrators and Network and Computer Systems Administrators are also expected to experience strong growth of 23.68% and 22.24%.

The minor occupational group of Community and Social Service Occupations is also expected to experience fast growth in the ten year period with a change of 16.28% and adding 2,611 jobs. The fastest growing occupation within this group is Health Educators, growing at a rate of 29.74%. Most occupations related to healthcare are expected to grow rapidly, with the minor occupational groups of Healthcare Support and Healthcare Practitioners and Technical Occupations growing by 15.56% and 14.17%. The occupation of Home Health Aides is expected to increase by 43.90%, the fastest growth in these occupational categories.

Growth and Replacement Openings

Openings in an occupation occur in two ways—from growth of the occupation and from the need to replace workers due to factors such as turnover and retirement. Overall, Nebraska is projected to have 71% of total job openings due to replacements in the ten year period. However, several occupations are expected to experience a higher proportion of openings due to growth. Audiologists are expected to have 85.7% of their total openings due to growth in the occupation. Personal Care Aids expect the bulk of their openings from growth, at 79.4%.

Some occupations are expected to experience a large number of overall openings and a large overall growth rate and have openings from growth and replacements almost split. Occupations that fall into this category have a great need for workers because not only are they expected to be growing, but several workers are leaving the occupation and will need to be replaced. Heavy and Tractor-Trailer Drivers are expected to have 11,148 total openings with 51.6% of them coming from replacements. Heating, Air Conditioning, and Refrigeration Mechanics and Installers also fall into this category with 863 total openings, 46.3% expected to be from replacements.

The Occupational Projections Process

Occupational projections are produced by merging industry projections data with staffing patterns to create an industry-occupational matrix. This matrix shows the ratios of employment by occupation in a specific industry and is used to project employment for occupations based on these ratios. The lowest level of detail available is by detailed occupation level, of which, 23 major groups exist. For projections, only 22

major groups are included; projections for Military Specific Occupations are not produced.

Long-term projections are produced every two years and short-term projections are produced every year. Projections are available for Nebraska's seven economic regions including the Omaha Consortium and Lincoln MSA. While projections are an excellent source of information, it is important keep in mind that they are based on historical data and not the actual employment numbers that will occur in the future.

A publication with more detail on both industry and occupational projections will be published online at www.NebraskaWorkforce.com later in the year. Look for additional articles spotlighting projections in upcoming issues of Nebraska Workforce Trends.

Occupations with the Greatest Numeric Changes in Employment 2010-2020								
	SOC Title	2010 Estimated Employment	2020 Projected Employment	Growth Openings	Replacement Openings	Total Openings	Numeric Change	Percent Change
Growing	Heavy and Tractor-Trailer Truck Drivers	28,933	34,325	5,392	5,756	11,148	5,392	18.64%
	Registered Nurses	21,998	24,689	2,691	3,982	6,673	2,691	12.23%
	Retail Salespersons	27,559	29,973	2,414	8,096	10,510	2,414	8.76%
	Meat, Poultry, and Fish Cutters and Trimmers	12,019	14,410	2,391	3,487	5,878	2,391	19.89%
	Combined Food Preparation and Serving Workers, Including Fast Food	17,890	20,091	2,201	4,993	7,194	2,201	12.30%
	Customer Service Representatives	15,708	17,655	1,947	4,461	6,408	1,947	12.39%
	Nursing Aides, Orderlies, and Attendants	15,591	17,377	1,786	2,011	3,797	1,786	11.46%
	Office Clerks, General	16,611	18,295	1,684	2,939	4,623	1,684	10.14%
	Laborers and Freight, Stock, and Material Movers, Hand	17,113	18,769	1,656	5,470	7,126	1,656	9.68%
Cashiers	26,018	27,584	1,566	11,805	13,371	1,566	6.02%	
Declining	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	23,898	23,286	0	7,282	7,282	-612	-2.56%
	Postal Service Mail Sorters, Processors, and Processing Machine Operators	1,095	588	0	58	58	-507	-46.30%
	Farmers, Ranchers, and Other Agricultural Managers	12,208	11,901	0	2,381	2,381	-307	-2.51%
	Stock Clerks and Order Fillers	12,562	12,268	0	3,121	3,121	-294	-2.34%
	Cooks, Fast Food	4,932	4,667	0	1,051	1,051	-265	-5.37%
	Data Entry Keyers	1,996	1,789	0	350	350	-207	-10.37%
	Postal Service Mail Carriers	2,272	2,092	0	742	742	-180	-7.92%
	Postal Service Clerks	385	208	0	91	91	-177	-45.97%
	Switchboard Operators, Including Answering Service	845	682	0	164	164	-163	-19.29%
Printing Press Operators	1,889	1,727	0	370	370	-162	-8.58%	

2010-2020 Long-term Occupational Projections-Nebraska Statewide								
	SOC Title	2010 Estimated Employment	2020 Projected Employment	Growth Openings	Replacement Openings	Total Openings	Numeric Change	Percent Change
	Total, All Occupations	1,062,354	1,164,429	106,616	254,811	361,427	102,075	9.61%
	Management Occupations	49,242	51,180	2,527	10,228	12,755	1,938	3.94%
	Business and Financial Operations Occupations	47,892	54,642	6,766	10,056	16,822	6,750	14.09%
	Computer and Mathematical Occupations	25,883	30,268	4,385	4,785	9,170	4,385	16.94%
	Architecture and Engineering Occupations	11,522	12,585	1,094	2,486	3,580	1,063	9.23%
	Life, Physical, and Social Science Occupations	6,846	7,649	803	2,049	2,852	803	11.73%
	Community and Social Service Occupations	16,043	18,654	2,611	3,537	6,148	2,611	16.28%
	Legal Occupations	5,197	5,380	235	907	1,142	183	3.52%
	Education, Training, and Library Occupations	66,685	73,678	6,994	14,279	21,273	6,993	10.49%
	Arts, Design, Entertainment, Sports, and Media Occupations	17,970	19,273	1,471	4,767	6,238	1,303	7.25%
	Healthcare Practitioners and Technical Occupations	60,088	68,604	8,516	12,126	20,642	8,516	14.17%
	Healthcare Support Occupations	28,199	32,588	4,389	3,993	8,382	4,389	15.56%
	Protective Service Occupations	15,274	16,558	1,286	4,356	5,642	1,284	8.41%
	Food Preparation and Serving Related Occupations	78,484	84,549	6,355	27,711	34,066	6,065	7.73%
	Building and Grounds Cleaning and Maintenance Occupations	34,483	37,902	3,421	6,190	9,611	3,419	9.92%
	Personal Care and Service Occupations	32,464	37,014	4,594	7,887	12,481	4,550	14.02%
	Sales and Related Occupations	107,809	115,372	7,564	33,204	40,768	7,563	7.02%
	Office and Administrative Support Occupations	166,188	175,880	11,845	36,116	47,961	9,692	5.83%
	Farming, Fishing, and Forestry Occupations	34,577	33,948	76	10,434	10,510	-629	-1.82%
	Construction and Extraction Occupations	48,468	55,642	7,185	10,893	18,078	7,174	14.80%
	Installation, Maintenance, and Repair Occupations	46,264	51,058	4,805	10,574	15,379	4,794	10.36%
	Production Occupations	76,586	84,763	8,584	17,029	25,613	8,177	10.68%
	Transportation and Material Moving Occupations	86,190	97,242	11,110	21,204	32,314	11,052	12.82%

Openings and

Expansions



KERMIT SPADE, RESEARCH ANALYST

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

Lincoln

- The Lincoln Chamber of Commerce reported the following businesses are opening or expanding their operations: Freedom Health Care at 4500 S. 70th Street – family medicine, Le Cupcakes at 5563 S 48th St – specialty bakery, Pancheros Mexican Grill at 2910 Pine Lake Road – restaurant, People's City Mission Homeless Prevention Center – non-profit community organization, Summit Care and Wellness at 1700 S 24th St – treatment and counseling center, Happy Cab at 1000 Oak Street – new cab company, Soap Modern Coin Laundry at 116 S 16th St – laundry facility and service, Sam's Club at 8480 Andermatt Drive – big box membership store.
- The Lincoln Journal Star reported the following businesses are opening or expanding their operations: Casual Male XL Shop at 48th and O (expansion of retail facility), Southeast Community College at 88th and O (opened 65,000 sq. ft. welcome center, student services, classrooms and computer lab), Spirit Halloween Store at 48th and R – seasonal holiday store, Halloween Boutique at Gateway Mall – seasonal holiday store, Keller Williams Real Estate – new offices, Staybridge Suites Hotel at 84th and Holdrege, Honest Abe's Gourmet Burgers – Meadowlane Center at 70th and Vine, Here We Grow Preschool at Williamsburg Village, StudioNia at 5900 S. 58th St – Pilates, etc., A-Team Pest Control –exterminators/pest control.

Omaha

- The Greater Omaha Chamber of Commerce reported the following businesses are opening or expanding their operations: SnoShack, Shaved ice stand, 2 employees; Black Oak Grill, Restaurant, 50 employees; Blue Flamingo, Used Goods store, 2 employees; McDonalds, Restaurant, 40 employees; Dogs Inc, Dog day care, 4 employees; Convergys, Customer Service, 150 employees; Lions Maine Vintage, Vintage clothing, 3 employees; Saints Pub & Patio, Restaurant & bar, 25 employees; Parlour 1887, Salon, 5 employees; Kona Ice Truck, Mobile Shaved Ice, 1 employee; Weight Watchers, Weight loss center, 3 employees; Charter West Nat'l Bank, Mortgage loan center, 7 employees; Charming Charlie, Women's accessories, 10 employees; Simply Office Supplies, Office supplies distribution, 2 employees; Nebraska Furniture Mart, furniture and Appliances; Alegent Health-Immanuel Center, hospital; Stephen Center, new facility; Siena Frances House, shelter apartments; Westroads Office Park, multi –tenant offices; NuStyle Development Corp., apartments; Papillion Sanitation, transfer station.
- The Omaha World Herald reported the following businesses are opening or expanding their operations: Burlington Trailways Bus, bus service, 100 employees; Pharmacy Express, Pharmacy, 3 employees; Maud Boutique, Vintage clothing, 2 employees; Habitat for Humanity Restore, used home supplies, 20 employees;

Harvest Life, organic restaurant, 5 employees; Impulse Bar, Bar and restaurant, 10 employees; Lululemon, clothing, 5 employees; Bravo Cucina Italiana, Restaurant, 15 employees; Calverts Express, tire and auto business, 8 employees; U.S. Cold Storage, freezer storage; Heartland Food Corp., fast food restaurants.

- Strictly Business Magazine reported the following businesses are opening or expanding their operations: Lenny's Sub Shop, Restaurant, 10 employees; Schmitt Chiropractic, chiropractor, 3 employees; Paws to Angels, pet aftercare, 2 employees; Hyatt Place Hotel in Market, hotel, 50 employees.

Southeast Beatrice

- I-Color Salon and Spa opened Mid-August; Baby and Beyond-selling gently used clothing; BRIO-Party Supply and Rental Store, opening Mid October.

Nebraska City

- A small business called Vetto's Café opened in Nebraska City.

Plattsmouth

- A new Shopko store opened in Plattsmouth.

York

- A new Motel 6 will be opening soon at the I-80 York interchange and The Java Café has also opened.

Northeast Norfolk

- Little Disciples Christian Child Care O'Neill, Christian child care, 2 employees.
- Bricks 4 Kidz, safe and healthy place for kids to play and learn 2 employees.

Panhandle Scottsbluff/Sidney

- A new family café with a French twist opened up in August in Scottsbluff called Café de Paris.

Central Grand Island/Hastings

- Dickies restaurant opening local in Grand Island and Kearney.



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	Q2-12	1.3%
Unemployment Rate	Aug-12	8.1%
Federal Funds Target Range - Upper Limit	Sep-12	0.25%
Current Account Balance	Q2-12	-\$117.4 Billion

Nebraska Indicators	Date	Value
Unemployment Rate	Aug-12	4.0%
House Value Appreciation	Q1-12 - Q2-12	0.75%
Average Weekly Manufacturing Hours	Aug-12	39.8
Net Taxable Retail Sales	Jun-12	\$2.294 Billion
Median Employment Wages	Q2-12	\$31,123

Pricing Indicators	Date	Value
Barrel of Crude Oil-WTI	Aug-12	\$94.13
ECI Change	Q2-12	0.50%
PPI Change	Aug-12	1.70%

August 2012	Indexes			% Change From	
	Aug-12	Jul-12	Aug-11	Jul-12	Aug-11
U.S. All Items	230.379	229.104	226.545	0.6%	1.7%
Midwest Urban All Items	220.462	218.956	216.586	0.7%	1.8%
Northeast Urban All Items	246.252	244.984	243.033	0.5%	1.3%
South Urban All Items	223.919	222.667	220.471	0.6%	1.6%
West Urban All Items	233.001	231.893	228.222	0.5%	2.1%

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



INDUSTRY DEVELOPMENTS

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

JANET DERBRING, RESEARCH ANALYST

TOTAL NONFARM

Since last month, Nebraska non-seasonally adjusted employment reduced slightly by 991 to 956,295 jobs (-0.1%). In August, over-the-month change has ranged from -1,825 to 5,435 jobs in the past ten years. From July to August, six industries decreased, two increased, and two were unchanged. The top two super sector over-the-month gains were in Education and Health Services (2,128 jobs or 1.6%); followed by Government (980 jobs or 0.6%). Over the year, total nonfarm employment rose by 11,979 jobs (1.3%), the largest increase in the last four years. All major industries, except for Information and Financial Activities, have contributed to this gain. Over-the-year employment improved the most in Mining and Construction (4,769 jobs or 11.1%); followed by Education and Health Services (2,852 jobs or 2.1%); and Trade, Transportation, and Utilities (2,593 jobs or 1.3%). Growth has come from the MSAs.

The Lincoln MSA employment held steady from last month at 176,371 jobs (0.1%). Over the month, three super sector industries increased, two decreased, and five were stable. Since August 2011, Total Nonfarm employment improved by 4,254 jobs (2.5%). The majority of additions came from Government (907 jobs) and Trade, Transportation, and

Utilities (866 workers).

In the Omaha MSA, over-the-month employment remained flat at 472,229 jobs (0.1%). Over the month, the Omaha MSA had three super sector industries incline, three remained stable, and four declined. The largest super sector monthly gains were in Education and Health Services (1,116 jobs or 1.5%) and Government (596 jobs or 0.9%). Since last year, there has been an increase of 9,286 jobs (2.0%). The highest numerical growth in August in the past decade occurred in 2003 (15,885 or 3.7%). Over half of last year's additions came from three industries - Education and Health Services (3,202 jobs or 4.4%), Trade, Transportation, and Utilities (2,261 jobs or 2.4%), and Professional and Business Services (2,125 jobs or 3.2%).

MINING AND CONSTRUCTION

Over the month, statewide employment in Mining and Construction cutback by 365 jobs to 47,875 (-0.8%) which is the same percentage it had improved by in the prior month (390 or 0.8%). Over the year, employment went up by 4,769 jobs (11.1%), the most of any month in the past decade. The bulk of the growth came from Heavy and Civil Engineering Construction (2,047 or 31.4%) and Construction of Buildings (1,231 jobs or 14.3%).

Since last month, employment in the Lincoln MSA remained stable at 7,534 jobs (-0.1%). Over-the-year employment jumped up 292 workers (4.0%) with the last positive Augusts occurring from 2002 to 2004. In the Omaha MSA, from July to August employment held steady at 22,833 jobs (0.1%). Since August 2011, employment rose by 2,060 jobs (9.9%). The only months in the past decade with a higher gain occurred in January 2003 (2,175 jobs or 10.4%) and August 2003 (2,606 jobs or 10.4%).

MANUFACTURING

From July to August this year, statewide employment went down by 1,212 jobs to 94,079 (-1.3%), the largest drop in August in the past decade with past years ranging from -0.3% to 0.1%. However, this is after two months of stronger than

normal gains. August's over-the-year employment added 406 jobs with the growth from Durable Goods (1,387 jobs) offsetting the cuts in from Nondurable Goods (-981 jobs).

From July 2012 to August 2012, Lincoln MSA employment decreased by 62 jobs to 12,631 (-0.5%). Since last year, Manufacturing employment fell slightly (-0.3%). Over the month, employment in the Omaha MSA lost 655 jobs to 31,868 workers (-2.0%) which is the largest drop of any month in the past decade. Since August 2011, employment rose by 454 jobs (1.4%).

TRADE, TRANSPORTATION, AND UTILITIES

Since last month, statewide employment reduced by 1,225 to 197,217 jobs (-0.6%) which is the largest loss in August in the past decade (-0.4% to 0.5%). Since August 2011, employment has gained 2,593 jobs (1.3%), with most of the year's increase due to Retail Trade going up by 2,525 jobs (2.5%).

Employment in the Lincoln MSA was flat at 33,181 jobs (-0.1%) since last month. Since August 2011, employment gained 866 jobs (2.7%), with Retail Trade making up the majority of the increase (870 jobs or 4.8%). In the Omaha MSA, over-the-month employment dropped by 690 to 94,839 jobs (-0.7%) after posting four months of consecutive growth amounting to 2,944 jobs. From August 2011 to August 2012, employment expanded by 2,261 jobs (2.4%), a high for August during the past decade.

INFORMATION

Statewide over-the-month employment decreased by 189 to 16,205 jobs (-1.2%), the largest drop in August in the past decade. From February 2012 to April 2012, it increased by 75 jobs; however, since May it has dropped by 800 jobs. It has been setting continuous record lows since this May. Since August 2011, employment contracted by 801 jobs (-4.7%). The last August it was lower occurred in 2009 (-5.4%).

Employment in the Lincoln MSA was unchanged at 2,098 workers. Since August 2011, it went down by 86 jobs (-3.9%) which marks twelve months without any yearly growth. In the Omaha MSA, over-the-month employment decreased by 60



to 10,674 jobs (-0.6%). It has declined every month this year setting record lows each month. Over-the-year employment is down by 399 jobs (-3.6%). Yearly growth has only been seen in two months (October and November of 2007) in the past decade.

FINANCIAL ACTIVITIES

After an unusually large reduction last month (-709 or -1.0%), statewide employment held steady this month (-35 or 0.1%) at 68,726 jobs. During the past decade, August has normally not changed (-0.2% to 0.3%). Over the year, employment declined by 1,196 jobs (-1.7%) with the only other year that dropped in August occurring in 2009 (-1.7%). The majority of the loss came from Finance and Insurance (-1,127 jobs or -1.9%).

From July 2012 to August 2012, Lincoln MSA employment remained stable at 13,737 jobs (-0.1%). Since August 2011, employment increased by 168 workers (1.2%). In the Omaha MSA, over-the-month employment unusually declined by 555 jobs in July and has abnormally increased by 358 jobs (0.9%) in August to 40,146. Over-the-year employment posted its largest drop in the last decade in July (-2.9%); however, in August it came up to -2.5%.

PROFESSIONAL AND BUSINESS SERVICES

Statewide, over-the-month employment gained 5,973 workers during the prior six months; however, in August it went down by 1,031 to 105,826 jobs (-1.0%). Since August 2011, statewide employment has grown by 403 jobs (0.4%). Over the past decade, the yearly change has varied from -7.6% to 5.3%.

In Lincoln, over-the-month employment decreased by 200 to 19,032 jobs (-1.0%). Over the year, employment increased by 746 jobs (4.1%). After posting five months of growth (4,808 jobs) and setting the record high of the decade in July at 68,398, employment in the Omaha MSA dropped by 473 jobs (-0.7%). Since August 2011, it has rose by 2,125 (3.2%). The majority of the increase came from Professional, Scientific and Technical Services (2,039 jobs or 7.8%).



	Number of Workers			Over the Month		Over the Year	
	Aug-12	Jul-12	Aug-11	Numeric Change	Percent Change	Numeric Change	Percent Change
Total Nonfarm	956,295	957,286	944,316	-991	-0.1%	11,979	1.3%
Mining, Logging & Construction	47,875	48,240	43,106	-365	-0.8%	4,769	11.1%
Construction	9,838	10,230	8,607	-392	-3.8%	1,231	14.3%
Heavy and Civil Engineering Construction	8,577	8,298	6,530	279	3.4%	2,047	31.4%
Specialty Trade Contractors	27,701	27,968	26,998	-267	-1.0%	703	2.6%
Manufacturing	94,079	95,291	93,673	-1,212	-1.3%	406	0.4%
Durable Goods	44,332	44,511	42,945	-179	-0.4%	1,387	3.2%
Non-Durable Goods	49,747	50,780	50,728	-1,033	-2.0%	-981	-1.9%
Trade, Transportation, & Utilities	197,217	198,442	194,624	-1,225	-0.6%	2,593	1.3%
Wholesale Trade	40,890	41,565	40,434	-675	-1.6%	456	1.1%
Retail Trade	105,764	105,736	103,239	28	0.0%	2,525	2.5%
Transportation, Warehousing, and Utilities	50,563	51,141	50,951	-578	-1.1%	-388	-0.8%
Information	16,205	16,394	17,006	-189	-1.2%	-801	-4.7%
Financial Activities	68,726	68,691	69,922	35	0.1%	-1,196	-1.7%
Finance and Insurance	59,696	59,700	60,823	-4	0.0%	-1,127	-1.9%
Real Estate and Rental and Leasing	9,030	8,991	9,099	39	0.4%	-69	-0.8%
Professional & Business Services	105,826	106,857	105,423	-1,031	-1.0%	403	0.4%
Professional, Scientific, and Technical Services	44,318	44,163	42,893	155	0.4%	1,425	3.3%
Management of Companies and Enterprises	17,181	17,397	17,081	-216	-1.2%	100	0.6%
Admin & Support & Waste Mngmt & Remdtn Svcs	44,327	45,297	45,449	-970	-2.1%	-1,122	-2.5%
Education & Health Services	138,929	136,801	136,077	2,128	1.6%	2,852	2.1%
Educational Services	16,512	16,063	16,491	449	2.8%	21	0.1%
Health Care and Social Assistance	122,417	120,738	119,586	1,679	1.4%	2,831	2.4%
Leisure and Hospitality	88,550	88,259	87,033	291	0.3%	1,517	1.7%
Arts, Entertainment, and Recreation	15,256	15,272	14,540	-16	-0.1%	716	4.9%
Accommodation and Food Services	73,294	72,987	72,493	307	0.4%	801	1.1%
Other Services	37,057	37,460	36,573	-403	-1.1%	484	1.3%
Repair and Maintenance	10,062	10,147	9,910	-85	-0.8%	152	1.5%
Personal and Laundry Services	8,023	8,059	7,848	-36	-0.5%	175	2.2%
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	18,972	19,254	18,815	-282	-1.5%	157	0.8%
Government	161,831	160,851	160,879	980	0.6%	952	0.6%
Federal Government	16,673	16,695	16,790	-22	-0.1%	-117	-0.7%
State Government	40,059	39,520	38,792	539	1.4%	1,267	3.3%
Local Government	105,099	104,636	105,297	463	0.4%	-198	-0.2%

EDUCATION AND HEALTH SERVICES

Over the month, statewide employment grew by 2,128 to 138,929 jobs (1.6%) which is the largest increase of any month since August 2003 (4.1%). Over-the-year employment was up by 2,852 jobs (2.1%), with the majority of gains coming from the Health Care and Social Assistance sector (2,831 jobs or 2.4%) due mostly to the growth in the Ambulatory Health Care Services subsector (1,499 jobs or 4.3%) and Social Assistance subsector (1,153 jobs or 7.9%).

Over the month, employment in the Lincoln MSA increased by 199 to 26,291 jobs (0.8%). Over-the-year employment grew by 567 jobs (2.2%). From July to August, the Omaha MSA increased 1,116 to 75,407 jobs (1.5%). This is only the seventh month in the past decade that has grown by more than 1,000 jobs. Since August 2011, the Omaha MSA rose by 3,202 (4.4%), with the majority of the yearly expansion attributable to Health Care and Social Assistance (2,959 workers or 4.8%).

LEISURE AND HOSPITALITY

Statewide employment peaked in June at 89,185 jobs, dropped by 926 in July, and stabilized in August at 88,550 (291 or 0.3%). Over-the-year employment expanded by

1,517 jobs (1.7%) with growth coming from both subsectors this month.

From July to August, the Lincoln MSA employment expanded by 94 to 17,172 jobs (0.6%). This is the seventh month of positive growth. Over-the-year employment gained 733 jobs (4.5%) which is higher than most years, but was not as large as August 2003 (5.8%). Over the month, the Omaha MSA grew slightly by 202 to 47,395 jobs (0.4%). Since last year, employment rose by only 138 jobs (0.3%).

OTHER SERVICES

Since last month, statewide employment fell by 403 to 37,057 jobs (-1.1%). Over-the-year employment has grown by 484 jobs (1.3%) with the last August that was higher occurring in 2009 (4.0%).

The Lincoln MSA declined by 48 jobs in August to 7,001 jobs (-0.7%). Since August 2011, employment expanded by 97 jobs (1.4%). Over-the-month employment in the Omaha MSA fell by 85 to 17,605 jobs (-0.5%). Since August 2011, employment rose by 343 jobs (2.0%). This is the first time it has been 2.0% or above since posting consecutive yearly gains of 2.0% to 3.9% from June 2009 to August 2010.

UNEMPLOYMENT RATE INFORMATION FOR AUGUST 2012

OFFICE OF LABOR MARKET INFORMATION

Statewide

- August Total Non-farm: 956,295
- Manufacturing: 94,079
- Average Weekly Hours: 39.8 hours
- Average Weekly Earnings: \$665.85

Omaha MSA

- August unemployment rate: 4.2%
- August Total Non-farm: 472,229
- Manufacturing: 31,868

Lincoln MSA

- August unemployment rate: 3.3%
- August Total Non-farm: 176,371
- Manufacturing: 12,631



Labor Force Employment by Place of Residence:

Nebraska (smoothed seasonally adjusted):

- August unemployment rate: 4.0%
- Change (OTM): Unchanged at 4.0%
- Change (OTY): -0.5%

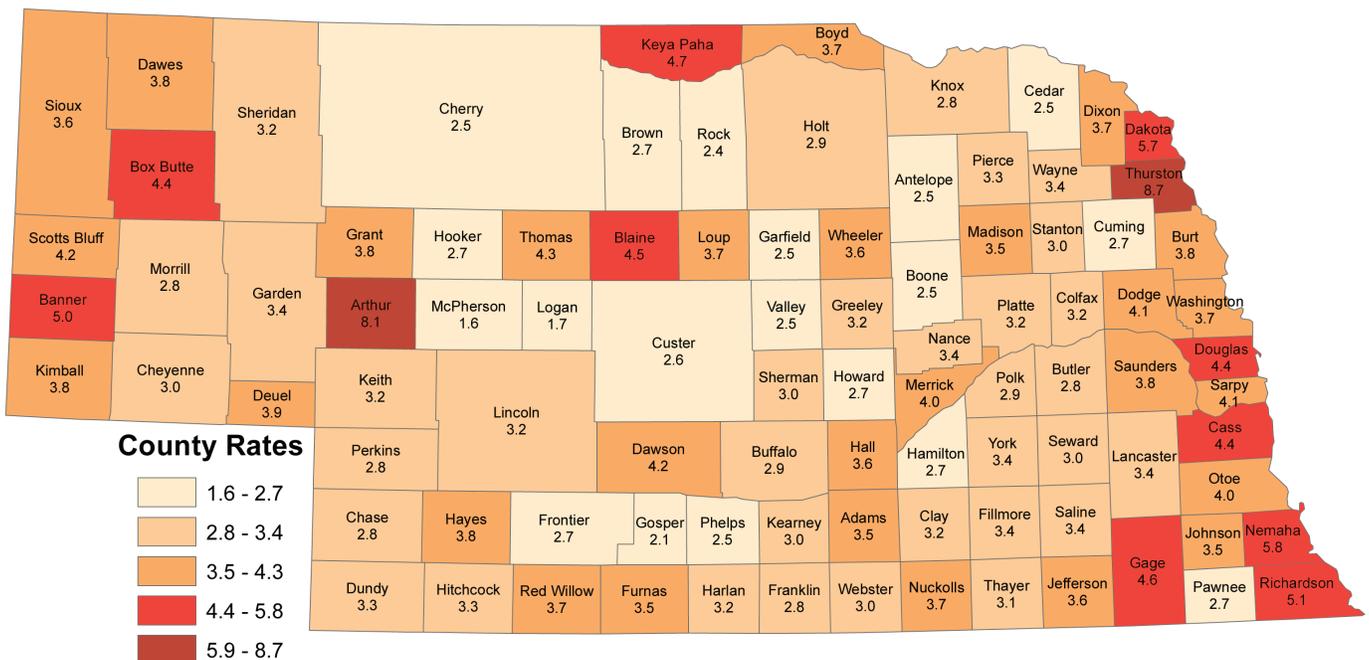
Economic Regions (not seasonally adjusted):

- Central: 3.3%
- Panhandle: 3.9%
- Mid Plains: 3.4%
- Southeast: 3.9%
- Northeast: 3.6%

Revisions to July Data:

- Unemployment rate: unchanged at 4.0%
- Labor Force: +35
- Unemployment: +80
- Employment: -45

August 2012 County Unemployment Rates



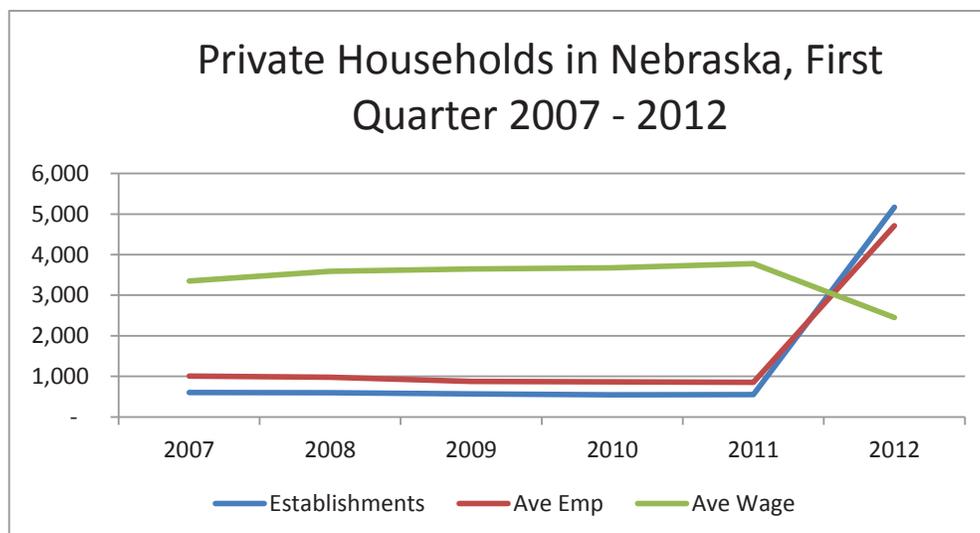
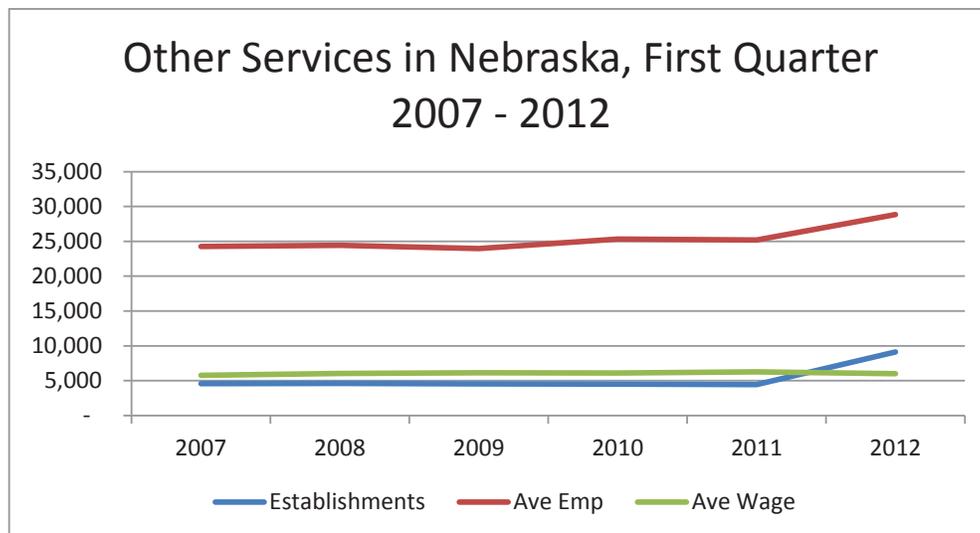
Quarterly Census of Employment and Wage

DAVE BAUER, RESEARCH ANALYST

The first quarter of 2012 Quarterly Census of Employment and Wage (QCEW) data reports some obvious establishment and employment gains and wage losses in the Other Services sector (81) and the Private Households subsector (814). Since the first quarter of 2011; Other Service establishments increased by 205 percent, average employment increased by 114 percent, and average wages decreased by 4 percent. At the same time, Private Household establishments increased by 935 percent, average employment gained 554 percent, and average wages declined by 35 percent.

WHAT HAPPENED?

In 1996, federal welfare reform legislation replaced a number of welfare programs, including Aid to Families with Dependent Children (AFDC). The replacement program is known as Temporary Assistance for Needy Families (TANF) and in Nebraska the program is administered by the Department of Health and Human Services (DHHS). Since the program reform, its 5,000+ Nebraska TANF employees, known as chore helpers, have been treated as independent contractors. In 2011, the Internal Revenue Service encouraged DHHS to begin treating the TANF workers as employees of their handicapped clients. These chore helpers are now categorized in the Other Services (81) and Private Households (814) industries. And DHHS acts as the chore helper payroll company. The result of this change in employment reporting procedure is what we see in the first quarter 2012 QCEW data.



Career Ladder Posters

Jodie Meyer, Research Analyst

New Career Ladder Posters have been released on Nebraska's Labor Market Information website. These posters are designed to assist job seekers and students by demonstrating a career ladder that could be pursued to acquire a high-skill, high-wage, and high-demand occupation in Nebraska.

Each poster features approximately fifteen occupations within a specific career cluster. These clusters come from the Nebraska Department of Education Career Clusters Model and are color coded to correspond with the six career clusters.

The occupations are grouped into three categories based on the typical level of education needed for that position. The "Now" level requires on-the-job training, work experience, apprenticeship, and/or a high school diploma. The "Next" category has occupations that typically require up to four years of education beyond high school. Occupations in the "Later" category require more than four years of education beyond high school. Average wage information and projected annual openings are displayed for each occupation.

The posters can be found online at: <http://networks.nebraska.gov/gsipub/index.asp?docid=417>

More information on Career Clusters can be found online at: <http://www.education.ne.gov/nce/CareerClustersResources.html>

Communication and Information Systems Career Ladder



Arts, A/V Technology, and Communications



Information Technology

Now

Requires on-the-job training, work experience, apprenticeship and/or a high school diploma

	Average Annual Wage*	Annual Openings
Photographers	\$12.97	16
Musicians and Singers	\$20.41	12
Painting, Coating, and Decorating Workers	\$13.33	6
Actors	\$16.27	5

Next

Requires up to 4 years of education beyond high school

Graphic Designers	\$19.23	79
Computer and Information Systems Managers	\$55.64	39
Telecommunications Equipment Installers and Repairers, Except Line Installers	\$24.19	32
Architectural and Engineering Managers	\$59.79	16
Audio and Video Equipment Technicians	\$17.28	17

Later

Requires more than 4 years of education beyond high school

Art, Drama, and Music Teachers, Postsecondary	\$51,262	17
English Language and Literature Teachers, Postsecondary	\$58,540	10
Communications Teachers, Postsecondary	\$53,956	7
Computer Science Teachers, Postsecondary	\$77,529	5

Produced by the Nebraska Department of Labor, Office of Labor Market Information

More data can be found at networks.nebraska.gov/analyzer

Wages from Occupational Employment Statistics, 2nd Quarter 2012

*Annual wages shown when hourly wages not available

Annual Openings from 2010-2020 Long-term Occupational Projections

Career Cluster Information from Nebraska Department of Education

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NEBRASKA
DEPARTMENT OF LABOR



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