September 2010

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American Time Use

Jodie Meyer, Research Analyst

How does the average American spend their time? How much of their day is spent at work, doing chores around the house, or engaging in leisure activities? The U.S. Bureau of Labor Statistics conducts the American Time Use Survey each year to answer these questions and more. The results of the 2009 survey were released at the end of June of this year.

The Breakdown

On an average day people spent the most time engaging in personal care activities, 9.45 hours a day or 39% of their time. Sleeping is included in this category and took up 8.61 hours. The second most time consuming activity was Leisure and Sports taking up 22% of the day or 5.25 hours. Among these activities watching television took up the most time at 2.97 hours. Other Leisure and Sports activities included 0.64 hours socializing and communicating and 0.25 hours participating in sports, exercise, and recreation. Working and Work-related Activities took up 15% of the average day or 3.53 hours.

The least amount of the day was spent on Telephone Calls, Mail, and E-mail with only 0.2 hours spent –under 1% of the day. Caring for and helping non-household members also took up less than 1% of the day at only 0.21 hours. Organizational, Civic, and Religious Activities did not take up much time at 1.4% of the day or 0.34 hours.

Work

Looking closer at time spent at work, in 2009 employed people worked an average of 7.5 hours during the days they worked. If the workday was a weekday the average was 7.9 hours compared to 5.0 hours worked on weekends. Men worked 56 minutes longer than women. This is in part was attributed to women's greater likelihood of working part time. However, when only full time (35 or more hours a week) workers are compared, men still worked a bit longer than women, 8.3 hours compared with 7.5.

On workdays, 24% of people did some or all of their work at home and 84% did some or all of their work at their workplace. People with multiple jobs were almost twice as likely to work on a weekend day compared to single job holders, 59% compared to 32%. Multiple jobholders were also more likely to work at home than were single jobholders, 32% compared to 22%.

Self-employed workers were more likely to do some work from home – 60% of self-employed people compared to 20% of wage and salary workers. When comparing work from home

figures by education level, 40% of those ages 25 and over with a bachelor's degree or higher did some work at home compared to only 10% of those with less than a high school diploma.

On days that employed individuals worked, three-fourths of those ages 15 and over worked between 8 a.m. and 4 p.m. Less than 8.3% worked the night shift between midnight and 5 a.m. Employed persons were more likely to engage in leisure and sports activities between 7 p.m. and 10 p.m. Household activities took place most often between 5 p.m. and 8 p.m. A little over one fourth of employed people reported that they were sleeping from 9 p.m. to 10 p.m. Over half of employed people reported being in bed from 10 p.m. to 11 p.m. and 77.8% were sound asleep from 11 p.m. to 12 a.m.

Home

On an average day, women are more likely than men to spend some time doing household activities such as housework, cooking, lawn care, or financial and other household management. Eighty-five percent of women versus 67% of men reported doing one of these tasks. On days when they did household activities, women spent an average of 2.6 hours on these activities where men spent 2.0. For housework tasks such as cleaning or doing laundry, 20% of men compared to 51% of women worked on these household chores. For food preparation and cleanup 40% of men worked on these tasks compared to 68% of women.

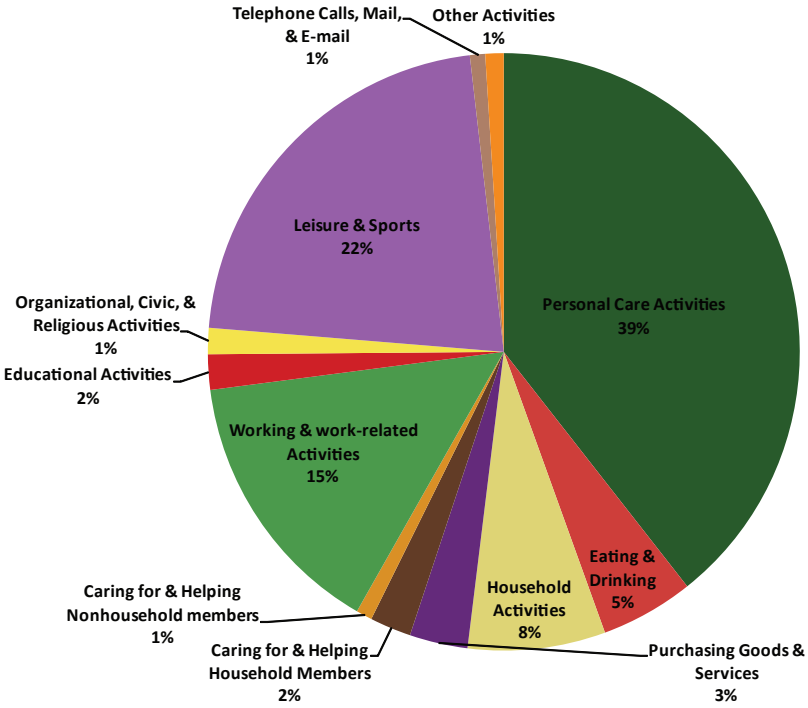
Play

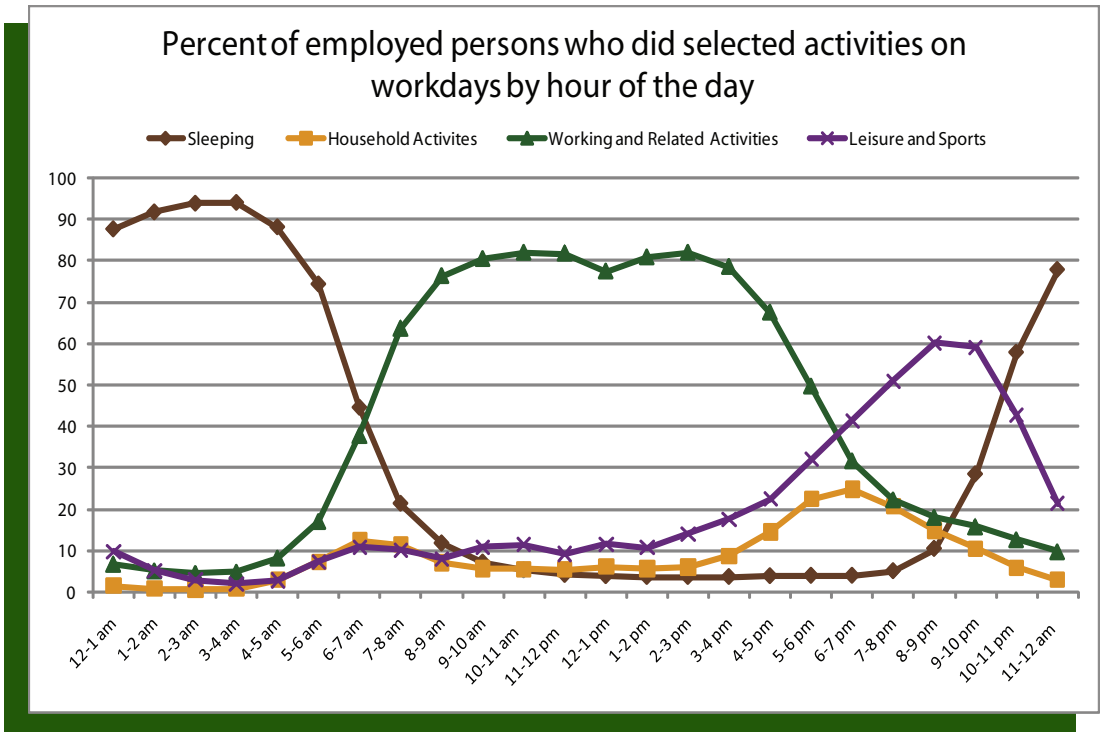
Nearly everyone age 15 and over (96%) engaged in some sort of leisure activity on an average day. Men spent an average of 5.8 hours on these activities compared to women's 5.1 hours a day. Men were more likely to participate in sports, exercise, or recreation with 21% reporting time spent at these activities compared to 16% of women. Men also spent more time at these activities, 2.0 hours compared to women's 1.4 hours.

Older adults age 75 and over spent the most time engaged in leisure activities, 7.8 hours on average a day. The group that spent the least amount of time on these activities was 35-44 year olds who spent an average of 4.3 hours engaged in these activities. Time spent reading for personal interest and playing games or using a computer for leisure also varied greatly by age. Individuals age 75 and over averaged an hour of reading per weekend day and 26 minutes playing games or using the computer, where individuals 15-19 read for an average of 5 minutes per weekend day and spent an hour playing video games or using a computer.

The American Time Use survey provides an interesting and rich data source on how people spend their day. Detailed tables as well as the 2009 data files are available on the Bureau of Labor Statistics website www.bls.gov.

Average Percent of Time Spent Per Day in Primary Activites





Nebraska Veterans

Lenora Castillo, Research Analyst

Chances are you already know one of the 156,000 veterans living in the state of Nebraska. Veterans are men and women of all ages, races or origin who have served in the U.S. Armed Service during times of war and peace. Veterans are also family members, co-workers, business owners, employees, neighbors, and friends.

Using data from Veterans Affairs, the Census Bureau, and Bureau of Labor Statistics, let's take a closer look at Nebraska veterans.

Department of Veterans Affairs[1]

The Department of Veterans Affairs (VA) produces official estimates and projections of the veteran population. The VA uses a model called VetPop or the Veteran Population Model. This model is based solely on Census 2000 veteran counts and American Community Survey migration data (used to improve state estimates).

The 2009 VA estimates show that veterans live in every county in Nebraska and are concentrated in counties where larger cities are located, as would be expected.

U.S. Census Bureau[2]

The American Community survey (ACS) is conducted once a year by the U.S. Census Bureau. This household survey provides annual demographic, social and economic estimates for the nation. The ACS includes estimates of veterans age 18 years and older.

The ACS 3-year (2006-2008) data reveals that the largest percent of Nebraska veterans are from the Vietnam era.

Over half of all Nebraska veterans are between the ages of 35 and 64 years. A large percentage, 93.3%, of these veterans are male while 6.7% are female.

Most Nebraska veterans are White (92.2%) followed by Black or African Americans (3.9%) and Hispanic or Latino (of any race) at 2.1%.

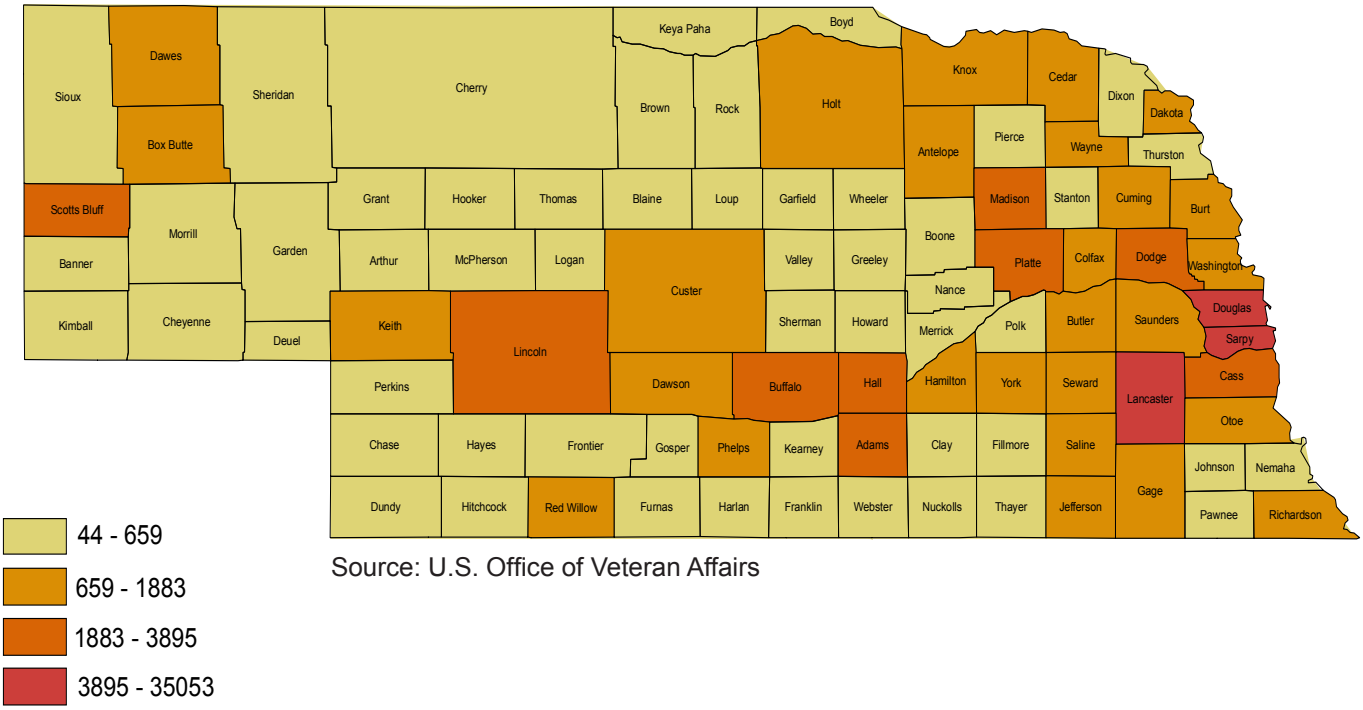
More veterans (35.2%) are high schools graduates or have some college or associates degree (33%). Nonveterans, on the other hand, have some college or associate's degree (32%) or are high school graduates (27.8%).

Male veterans earned $10,000 more than female veterans in 2008 inflation-adjusted dollars. Veterans, as a whole, earned more than nonveterans during this survey period.

Bureau of Labor Statistics[3]

The Bureau of Labor Statistics conducts a monthly sample survey known as the Current Population Survey to measure

Nebraska Veteran Population by County
September 2010



Source: U.S. Office of Veteran Affairs

unemployment. The survey produces estimates of persons not in the labor force, hours of work, earnings, labor force characters and other demographics. The veteran's labor force data is one of the demographic characteristics available from the CPS survey. This data is available as an annual average only.

CPS estimates that, in 2009, there were 156,000 veterans age 20 years and older in Nebraska. Of these, 96,000 were in the labor force with 81,000 employed full time and another 12,000 employed part time. The remaining 60,000 were not in the labor force.

CPS defines employed persons as those that did any work for pay or profit during the reference week (includes the 12th of the month), did at least 15 hours of unpaid work in a family-owned enterprise, or was absent temporarily from their regular job (paid or not). The unemployed are persons that did not have a job, did not actively look for work during a 4 week period, and are currently available for work. Not in labor force means that a person is neither employed nor unemployed.

The CPS Veteran's annual average jobless rate dropped in 2007 and 2008, but increased to 2.9% in 2009. During the same period, non-veterans rate climbed from 2.6% in 2007 to 4.4% in 2009.

Sources

[1]U.S. Department of Veterans Affairs
[2]U.S. Census Bureau
[3]Bureau of Labor Statistics

75 Years of Unemployment Insurance: EconomicReasonsWhyUnemploymentHappens

Trevor Nelson, Research Analyst

On August 14, 1935, President Roosevelt signed the Social Security Act into law. One of the most important features of this bill was the creation of a federal unemployment insurance program. In the month of August, which marks the 75th anniversary of this landmark legislation, the nation is once again dealing with a massive economic downturn that has forced millions into the ranks of the unemployed.

Labor economics deals with many differing issues; production, wages, and inflation, to name a few. No topic is more closely scrutinized than issues dealing with unemployment. Unemployment has its spotlight for a very good reason, when a person wants to work but cannot find a job, their lives can be made very difficult. If many people are facing unemployment at the same time, society as a whole often times suffers with the unemployed. While economics cannot solve the problem of unemployment; with sound theory, some basic modeling, and a firm grasp on reason, economic thought can help explain why unemployment happens and how it impacts the entire world.

Unemployment is essentially a market failure. Market failures occur when an external factor causes the supply of something to not clear at the price and quantity demanded; in the case of unemployment the labor market is failing. Workers–the supply of labor– are available and wanting to work; but employers – the demand for labor– do not have positions available or wages to pay.

Structural or Frictional?

One important distinction in unemployment research is structural unemployment and frictional unemployment. When thinking of unemployment, one of the first pictures to come to mind is often of recessions and depressions where the lack of demand for products leads employers to cut back on the number of employees. This type of unemployment is referred to as structural unemployment.

Frictional unemployment, on the other hand, refers to those who are temporarily out of work due to a desired attempt to change jobs, careers, or locations. The difference between these two types of unemployment is important because the frictionally unemployed individual is doing so by choice and was likely prepared to be unemployed for a period of time; while the structurally unemployed are likely unprepared for the dramatic change. Even in the best of economic times there will be some amount of frictional unemployment, so economists call any period when there is no structural unemployment in the workforce full employment.

How Does Unemployment Relate to Recession?

How unemployment relates to recessions is another point to keep in mind. During a recession the demand for virtually every product decreases, causing companies to require fewer staff to meet demand. Decline in the demand for labor leads to layoffs because employers generally have less money to pay employees. This is the primary reason why recessions result in increased unemployment rates. This relationship can be cyclical. When a person is laid off, or fears getting laid off, they often spend as little money as possible in order to save for the future. When people stop spending money, the demand for products is decreased, leading back to companies being forced to lay off employees.

The Effect of Changes in Technology and Consumption

Another cause of unemployment can be changes in technology or consumption. When technology improves, certain jobs are no longer needed in the economy – leading to those previously employed in that field to become unemployed and need to find a new area of work. For example, the development of mass produced shoes made shoe cobblers unable to compete with new technology, forcing them to leave shoe cobbling for another profession. Consumption patterns can cause changes that have a similar effect. One of the most famous examples occurred during the American Revolution. Tea had been the most popular beverage in the colonies due to the traditional British roots of most of the population, until the Stamp Act of 1765, which triggered the Boston Tea Party. Afterwards, many colonists decided that drinking tea was unpatriotic and switched to drinking coffee. This created a massive dip in the demand for tea worldwide, which forced many tea producers to change occupations.

The Impact of Unemployment on Individuals

While unemployment does have a major impact on the economy, what is often left out by analysts is the impact it has on individuals and families quality of life. The human aspect of unemployment is important to keep in mind. A family whose bread winner suddenly becomes unemployed is going to need to make cutbacks in spending, and could potentially lose their home. Unemployment can cause parents to not be able to afford to send their children to college, and those close to retirement may have to push back their retirement date by years to make up for lost income. When determining the strength of the economy, and the society as a whole, these factors make a big difference. This is the reason so many people watch unemployment so closely, and why it is vital to understand how and why unemployment occurs. Unemployment Insurance is a social safeguard against some of the worst consequences that joblessness creates. Happy 75th birthday UI.

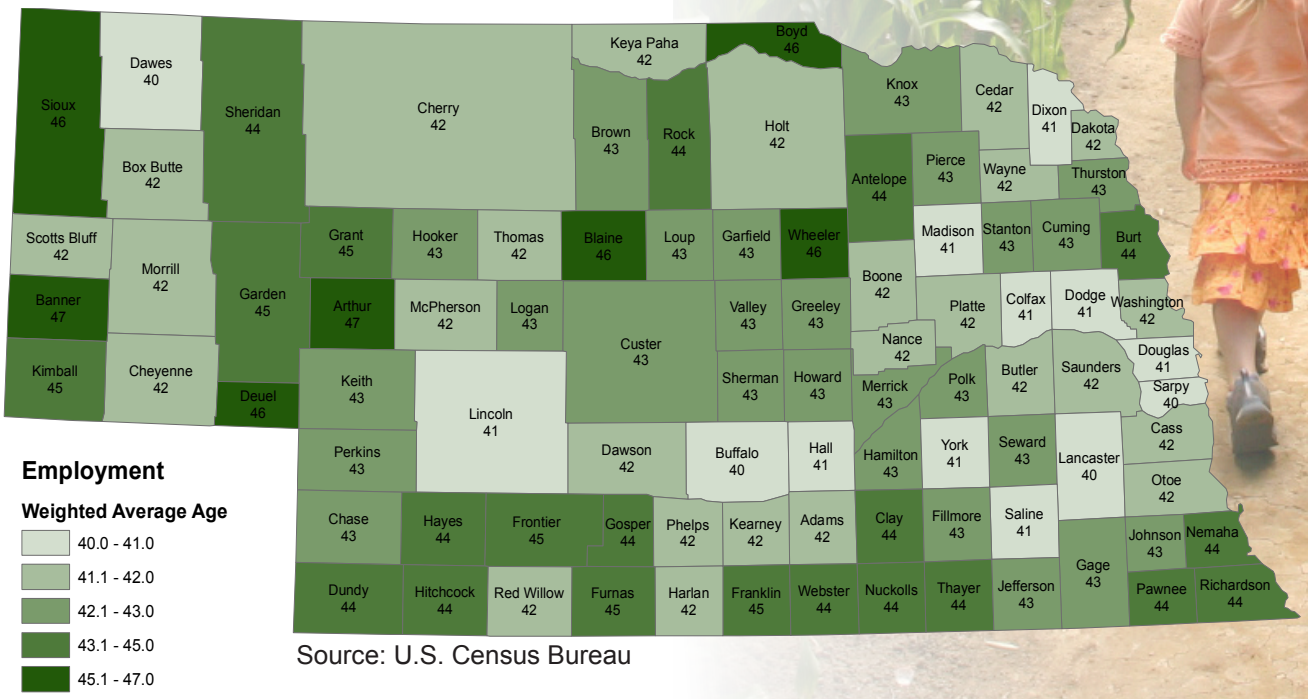
Growing Up in Nebraska

BEN B. SUN, RESEARCH ANALYST

The average[1] age of Nebraska's total employment rose from under 40 to over 41 years old in a 4-year period from 2005 to 2009. The one year shift in just four years is a significant transition considering Nebraska's total employment includes nearly 900,000 jobs. As shown in the Nebraska Workforce Map below, county average employment ages range from the lower to upper forties, with the youngest ages found in counties containing a metropolitan or micropolitan area.

Total Nebraska employment has grown a mere 0.1% since 2005, which is telling of how internal the demographic shift really is, in terms of age distribution. The most fundamental cause for the shift is a total employment drop of 10.4% in ages twenty-four and younger concurrent with a 8.8% rise in

Nebraska Employment Average Age by County 2005-2009



Source: U.S. Census Bureau

[1] All averages are a weighted-average calculated by the percentage of employees each demographic has from the total level of employment

employees over forty-five. Such fluctuations occur naturally with mass entries into and exits from the labor market paired with the general aging of the workforce. All else equal, large demographic groups such as the Baby Boomers are more than capable of singlehandedly altering the average age. All else not equal, the Baby Boomers' offspring, or Generation Y, is the second largest population in Nebraska and, intuitively, should largely offset the effect of their aging parents as greater portions of the Baby Boomers move towards retirement. Conversely, Nebraska experienced a decline in employment for those under twenty-four and only lackluster growth in the 25 – 34 age group.

Analyzing the employment to population ratios, or participation ratios[2], for the different age brackets brings to light seemingly surprising results. Participation ratios remained fairly close, within four points up or down, in all age groups except for those younger than thirty-four where they dramatically dropped double-digits or close to it over the 4-year period. Although an overall lowering in participation ratios could be expected during the current recession, the disproportionate decline for 14 to 24 year olds and even 25 to 34 year olds suggests there are additional mitigating factors, as expressed in the table.

Statewide Employment Statistics by Age Brackets
Percentage Changes from 2005 to 2009

Age Brackets	Total Employment	Average Monthly Earnings	Average New Entry Earnings	Change in Participation Ratio	2005 Participation Ratio	2009 Participation Ratio
14-99	0.1%	6.5%	4.2%	2.5%	49.5%	52.0%
14-18	-13.5%	4.9%	6.6%	-9.2%	58.1%	48.9%
19-24	-9.4%	1.1%	-2.0%	-13.3%	73.9%	60.5%
25-34	2.8%	3.8%	0.9%	-5.9%	82.5%	76.6%
35-44	-8.7%	5.8%	4.1%	-4.1%	80.9%	76.8%
45-54	1.3%	5.8%	3.5%	-0.8%	77.6%	76.8%
55-64	20.0%	8.9%	14.9%	4.2%	62.9%	67.1%
65-99	15.8%	18.6%	14.0%	0.5%	15.7%	16.2%

Source: U.S. Census Bureau

Analysis of average monthly earnings and average new entry monthly earnings compared to changes in participation ratios suggests a direct correlation between income and the younger demographic presence in the Nebraskan employment market. During the same period, average monthly earnings increased 6.5% for overall employment. However, for the 19 – 24 and the 25 – 34 age brackets, average monthly earnings increased only 1.1 percent and 3.8 percent, respectively. The average new entry monthly earnings paint a slightly dimmer picture with 25 to 34 year olds facing a virtually stagnant change while 19 to 24 years olds are the only group to experience a decline. Meanwhile, the new entry monthly earnings increased by an average of 4.2% overall.

Earnings for the 14 – 18 age group were heavily skewed by the July 24th, 2009 increase in minimum wage, as the majority of positions held by this group were part-time entry level positions. This age group was not included in the analysis, but is included on the table. Furthermore, earnings were not adjusted for inflation when the calculations and analysis were made.

Speculative correlations aside, one point can be made with all certainty: Nebraska's total employment is growing older as a whole and the trend looks to continue.

[2]The participation ratio is the ratio of total employment of an age bracket to the population of the corresponding age bracket.

Labor Day

Jacob Liudahl, Statistical analyst

Labor Day is here again, and it's time to salute America's working class with a well-earned day off. The employed shouldn't take a job for granted; Nebraskans are fortunate to have the third lowest unemployment rate in the country at 4.8%. To celebrate the long weekend, here are some more statistics about jobs around the country.

-5.3% Percentage decline in United States **employment** between September 2008 and September 2009. Employment declined in 329 of the 334 largest counties – those with employment levels of 75,000 or more.

-14.5% The largest percentage employment **decline** among the 334 largest counties was in Elkhart County, Ind., between September 2008 and September 2009. Los Angeles County had the largest numerical loss over the period: 278,000 jobs.

+1.7% The largest percentage employment **increase** among the nation's 334 largest counties was inYakima County, Wash., (between September 2008 and September 2009).

$49,231 The Median Household Income in Nebraska according to the 2008 American Community Survey.

65.8% Percent of employers in Nebraska offering full-time workers **health insurance** coverage in 2007.

80% Percent of workers in Nebraska who **drive** to work alone. Another 10 percent carpool and 3 percent walk to work.

5% Percentage of the working population who are **moonlighters**—people who work more than one job. This represents **7.6 million workers** in the United States. Of these, 4 million work full-time at their primary job and part-time at their other job.

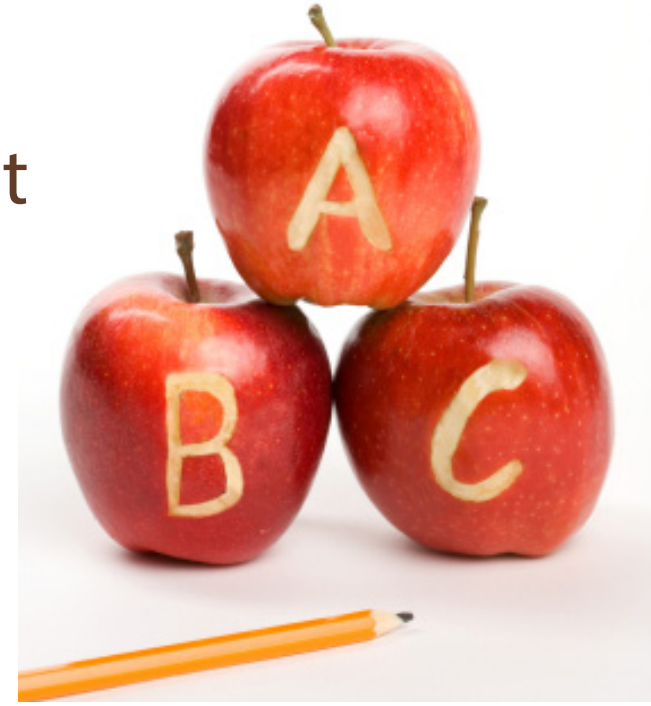
47,668 Estimated number of people in Nebraska who worked from home in 2008. Across the US, approximately 5.9 million people work from home.

4.1 Median number of years workers in the U.S. have been with their current employer. About 10 percent of those employed have been with their current employer for **20 or more years**.

Special Education Teachers

A Rewarding Investment

Ben Kuspa, Research Analyst



Sometimes students who enter the school system need additional or specialized assistance. When this occurs, special education teachers step in to provide extra help. Special education teachers aid students with educational, mental, physical or other impairments to help them keep up with peers or flourish despite restrictions.

Special education teachers are classified into three broad categories by student age: those who teach at the pre-school, kindergarten, and elementary level (Pre-K to 6); those who teach middle school; and those who teach at the secondary (high school) level. There are 3,130 special education teachers working in Nebraska and about 53% of these teach at the pre-school and elementary level.

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The requirements for special education teachers are similar to those of a standard teacher. Special education teachers in Nebraska must have a bachelor's degree and a teaching certification issued by the Department of Education (www.nde.state.ne.us/tcert). Once a teaching certificate is issued for a specific age group, special education teachers can add endorsements by receiving training in specialty areas. These include deaf education, visual impairment, early childhood (for children under 5), severe disabilities, etc. Adding endorsements for fields of interest make teachers more competitive in the job market and allow them to better serve the students they assist. In addition to standard educational requirements, some specific fields of study may require a master's degree. For example, those who choose to specialize as a licensed audiologist or speech pathologist need to have either a master's or doctoral degree in order to pass licensing requirements.

In addition to teaching certification and endorsement; special education teachers may have to meet state requirements for continuing education. School districts usually assist teachers by providing a professional development plan and opportunities to meet or exceed yearly continuing education hours requirements set by the state. Nebraska currently

has no requirements for continuing education, but individual school districts have their own requirements. Professional organizations such as the Council for Exceptional Children (www.cec.sped.org) can also provide special education teachers with a forum for learning and updating pertinent skills and resources.

The special education field is expected to grow in Nebraska at approximately the same rate as the rest of the country. In Nebraska, job openings for Pre-K to grade six special education teachers are expected to grow by 18.7% through 2018. Middle school and secondary special education teachers job openings are expected to grow by 18.5% and 13.6%, respectively. Comparatively, the national growth rate through 2018 is 20% for Pre-K to six; 18% for middle school; and 13% for secondary school.

Wages for special education teachers are slightly higher but comparable to those of teachers working with students of the same age. The Nebraska median wage for special education teachers working with Pre-K to grade six students is $41,460; for middle school special education teachers the median wage is $44,660; and for secondary school special education teachers the median is $45,830. More information on wages by area can be found in the appended chart.

While special education requires quite a bit of investment in education and training, working with young people can be a rewarding career choice for those who enjoy it. For more information about special education teachers in Nebraska, a good place to start is at the Nebraska Department of Education (www.nde.state.ne.us/sped).

College Placement

Southest Community College

Employment Outcomes

Mary Findlay, Research Analyst

There were 1,620 Southeast Community College graduates between July 1, 2007 and June 30, 2008. Of these graduates, 1,237 (76%) were working in Nebraska in the first quarter of 2009. There were five more graduates than in the previous year but a two percent decrease in the percentage of graduates working in Nebraska. Slightly less than half (44%) of the graduates were female, with 80% of the female graduates working in the state while 73% of males were employed in the state.

There was at least one graduate employed in 55 of the state's 93 counties. Lancaster and Douglas Counties had the highest numbers of graduates working in the counties.

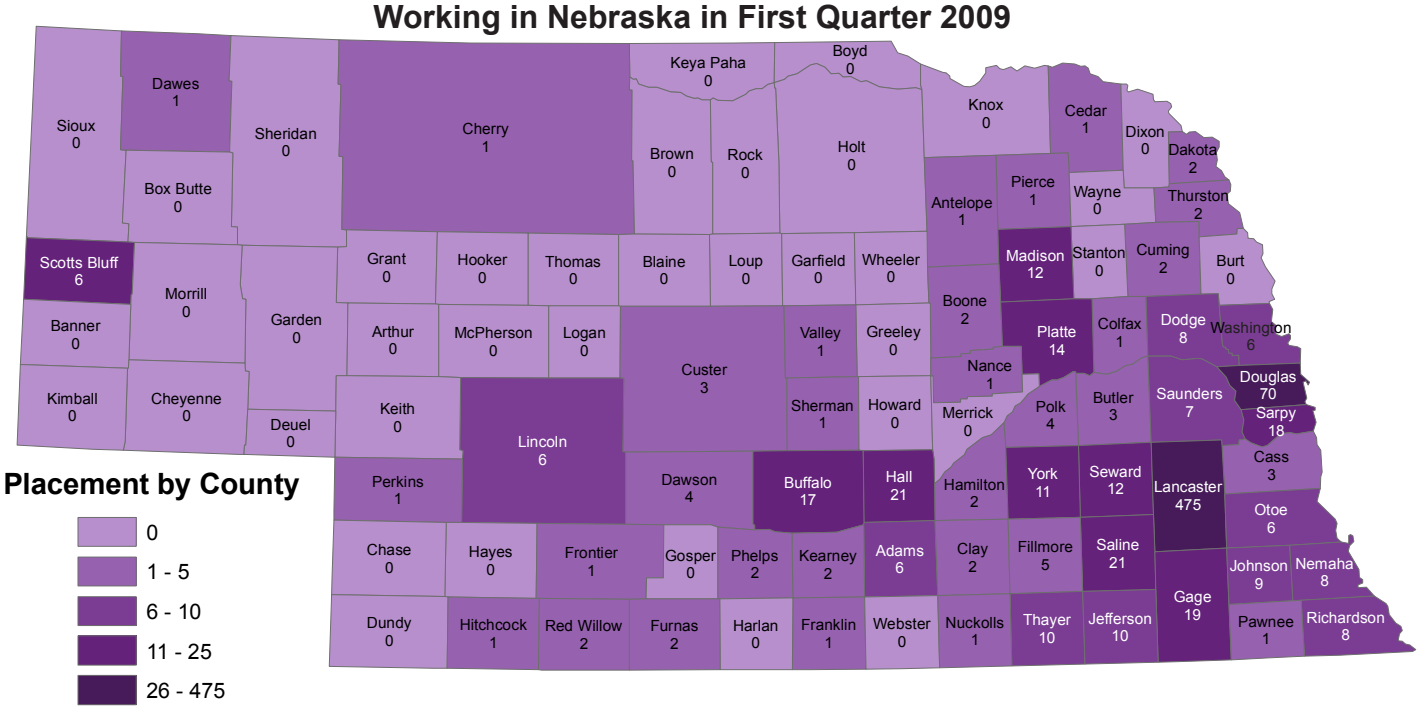
There were 121 Southeast Community College graduates in 9 degree/fields of study that had more than 90% of graduates working in the state. Within this group, the 51 Registered Nursing Associate Degree graduates had the highest estimated average annual earnings of $39,530.

Majors in technical fields, skilled trades and health care produced graduates with the highest wages. There were 13 fields of study/degrees with 324 graduates with estimated wages above $30,000 per year. The highest estimated wages were earned by the 5 Quality Control Technician graduates working in the state with $41,176. Only one-third of the graduates from this program were working in Nebraska.

The 115 graduates employed in the Manufacturing industry had the highest estimated average annual earnings of $32,993. The Health Care industry had the highest number, 324, of graduates working in the state. The estimated average annual earnings for graduates employed in the Health Care industry were $27,480.

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 Department of Labor Office of Labor Market Information.

2007-2008 Southest Community College Graduate Outcomes Working in Nebraska in First Quarter 2009



Industry Developments

TOTAL NONFARM

Janet Oenbring

National

Over the month, national employment fell by 1.1% which is similar to the past five years' average of -1.0%. Since June, the majority of the industries remained stable. Only two industries gained jobs - Mining, Logging, & Construction (1.4%), and Leisure & Hospitality (0.9%). Decreases were seen in only two industries - Government (6.5%) and Educational & Health Services (0.6%). The over-the-year employment percentage has been coming up to be even this month (0.0%) with July 2009. It is a major contrast from a year ago, when national employment experienced its largest drop (5.0%). The over-the-year percentage change has not been positive for over two years. The past five years' average for July's over-the-month change is -0.2%.

Statewide

From June to July, Nebraska nonfarm employment declined to 946,892 (8,112 jobs or 0.9%). This is less than the past five year's average over-the-month change in July of -1.3%. It is normal for employment to increase starting in February, peak in June, fall in July, and then increase slightly through the rest of the year. Like the nation, Nebraska lost employment in only Government (5.5%) and Educational & Health Services (0.7%). The largest growth was in Mining & Construction (+1.7%) and Other Services (+1.6%). Since July 2009, employment stayed almost even (+3,806 jobs or +0.4%) which is the same as its historical average. This is the second month in a row employment growth had a positive change. It had posted between -0.2% to -2.7% from December 2008 to May 2010. Since last July, employment advanced the most in Other Services (4.2%) and declined the most in Information (3.7%).

Lincoln

Similar to the past five years, over-the-month employment increased from February to May and then decreased in June and July. Lincoln MSA employment fell by 1,049 jobs (0.6%) to 169,231. Over the year, employment was unchanged (0.1%) which is the second month in a row it has been stable since July 2008 (+0.3%) to September 2008 (+0.5%).

Omaha

From June 2010 to July 2010, Omaha MSA employment declined by 4,315 jobs (0.9%) to 457,114, which is on par with the past five years (-0.9%). The majority of the losses came in Government (3,317 jobs or 5.0%). Since July 2009, employment shrank (3,250 or 0.7%) which is very different than past average gain of 0.6%. Most of the annual loss came from Mining & Construction (2,649 or 10.5%).

MINING, LOGGING, AND CONSTRUCTION

Dave Bauer

All statewide construction industries registered modest job gains since June. Nationwide construction did the same. The current statewide Construction of Buildings employment numbers are up 1.5%; nationwide these numbers are the lowest since 2008. Statewide Special Trade Contractors have lost jobs at the rate of 2.4% since a year ago and have their lowest employment since 2003. All nationwide construction industries have dropped jobs since a year ago with Construction of Buildings down 6.7%, Heavy and Civil Engineering down 3.0% and Specialty Trade Contractors down 6.3%. The Lincoln and Omaha MSA's Mining, Logging & Construction employment figures are both at their lowest levels in ten years.

MANUFACTURING

Janet Oenbring

Nationally, Manufacturing experienced its highest over-the-month growth (1.0%) in the past decade from May to June. However, from June to July it remained flat (+0.1%) which is good compared to its past five year average of -0.6%. Over the year, manufacturing has balanced back to where it was this time last year. Statewide Manufacturing employment remained stable from June to July (-0.3%) which is close to the past five year's average (-0.2%). Over the year, employment has come back to last year's numbers (-0.1%). In the Lincoln MSA, Manufacturing monthly employment held steady. Since July 2009, employment in Manufacturing has shrunk by 349 jobs (2.7%). In the Omaha MSA, July's employment decreased slightly by 155 jobs (0.5%). The year-to-year employment change was -0.8% (-247 jobs) which is opposite of its past five year's average of +0.5%.

TRADE

Dave Bauer

Since a year ago, the statewide Wholesale Trade industry employment numbers are down 4.6%, while nationally they're down 0.1%. Both statewide Durable and Non-Durable Wholesale Trade industries experienced over the month job losses - the Durable Wholesale Trade job numbers dropped to a ten year low. Nationwide, both Durable and Non-Durable Wholesale Trade industries sit at ten year low for the month of July; though Durable goods managed a 0.4% job gain since June. Regardless of meager July job gains, statewide Automobile Dealers job numbers are the lowest in ten years, and nationally they are second lowest in ten years. At the state and national level the largest Retail job loser since June is Building Material & Garden Equipment Supply Stores, dropping jobs at the rates of 2.3% and 2.4%, respectively. Though Grocery Stores have shown a slight over the month job loss, they are at a ten year high, as are General Merchandise Stores, statewide. Conversely, Clothing & Clothing Accessories Stores are at a ten year low. National employment for the Clothing & Clothing Accessories Stores is up 2.0% since June and 2.6% since 2009.

TRANSPORTATION, WAREHOUSE, AND UTILITIES

Dave Bauer

Statewide Transportation & Warehousing job numbers are above average for the month while Specialized Freight Trucking is at a ten year high. Nationwide Transportation and Warehousing employment is down 0.8% for the month and rests at a seven year low.

INFORMATION

Mary Dezort

Statewide, the Information sector was unchanged over the month and down 3.7% over the year. Nationally, non-seasonally adjusted figures are tracking the same direction for this sector over the year; down 2.5%. The Lincoln and Omaha MSAs are also down over the year, while remaining stable over the month. Over-the-month changes for July, historically, typically remain unchanged.

Industry	Number of Workers			Net Change From	
	Jul-10	Jun-10	Jul-09	Jul-10	Jul-09
Total Nonfarm	**946,892**	**955,004**	**943,086**	**-8,112**	**3,806**
Mining, Logging & Construction	**50,702**	**49,865**	**51,311**	**837**	**-609**
Construction	49,685	49,031	50,346	654	-661
Heavy and Civil Engineering Construction	9,110	9,072	9,024	38	86
Specialty Trade Contractors	30,760	30,290	31,527	470	-767
Manufacturing	**92,167**	**92,461**	**92,294**	**-294**	**-127**
Durable Goods	42,574	42,547	41,877	27	697
Non-Durable Goods	49,593	49,914	50,417	-321	-824
Trade, Transportation, & Utilities	**195,532**	**195,901**	**196,514**	**-369**	**-982**
Wholesale Trade	39,558	40,655	41,472	-1,097	-1,914
Retail Trade	105,470	104,748	103,670	722	1,800
Transportation, Warehousing, and Utilities	50,504	50,498	51,372	6	-868
Information	**16,917**	**16,896**	**17,565**	**21**	**-648**
Financial Activities	**68,250**	**68,080**	**68,066**	**170**	**184**
Finance and Insurance	59,327	59,168	58,915	159	412
Real Estate and Rental and Leasing	8,923	8,912	9,151	11	-228
Professional & Business Services	**102,634**	**101,622**	**100,976**	**1,012**	**1,658**
Professional, Scientific, and Technical Services	41,244	41,144	41,873	100	-629
Management of Companies and Enterprises	16,638	16,804	17,072	-166	-434
Admin & Support & Waste Mngmt & Remdtn Srvcs	44,752	43,674	42,031	1,078	2,721
Education & Health Services	**135,311**	**136,291**	**132,389**	**-980**	**2,922**
Educational Services	16,605	17,311	16,011	-706	594
Health Care and Social Assistance	118,706	118,980	116,378	-274	2,328
Leisure and Hospitality	**85,753**	**85,315**	**84,481**	**438**	**1,272**
Arts, Entertainment, and Recreation	15,072	14,943	14,728	129	344
Accommodation and Food Services	70,681	70,372	69,753	309	928
Other Services	**37,369**	**36,791**	**35,879**	**578**	**1,490**
Repair and Maintenance	9,697	9,247	9,096	450	601
Personal and Laundry Services	8,208	8,158	7,966	50	242
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	19,464	19,386	18,817	78	647
Government	**162,257**	**171,782**	**163,611**	**-9,525**	**-1,354**
Federal Government	17,887	18,183	16,646	-296	1,241
State Government	38,600	39,146	39,149	-546	-549
Local Government	105,770	114,453	107,816	-8,683	-2,046

FINANCIAL ACTIVITIES

Nancy Ritchie

Financial Activities employment remained stable in July with employment of 68,250. Finance & Insurance held steady with employment of 59,327. The Real Estate & Rental and Leasing sector remained unchanged with employment at 8,923. The Financial Activities sector has remained stable since July 2009. Financial Activities was nearly the same over the month in the Lincoln MSA with employment of 13,263. The Omaha MSA was nearly unchanged in July with employment of 39,079. Over the year the Lincoln MSA was unchanged; the Omaha MSA declined 752 jobs (1.9%) since July 2009. The Nebraska employment trends in the Financial Activities sector are currently following very closely to the national trends, holding steady in both geographies. Over the year, the national figures decreased 2.0% while Nebraska's numbers were stable.

PROFESSIONAL AND BUSINESS SERVICES

Janet Oenbring

Since last month, national Professional & Business Services remained stable. Over-the-year employment growth of 1.6% is much higher than its even historical average. Over the month, statewide employment increased by 1.0% which is very different than the past five year's stability of -0.3%. The over-the-year employment growth of 1.6% about is about half of its historical average of +3.1%. Since last July, the industry's growth is the first time the over-the-year percentage has been positive since October 2008 (+1.3%). In the Lincoln MSA, this industry remained stable in July (-0.2%) which is close to its historical +0.3% average. Since July 2009, this industry remained stable (+0.0%). Since June, employment in the Omaha MSA remained unchanged which is similar to the historical average of -0.3%. Over the year, Professional & Business Services was fairly stable at -0.4% which is opposite of the historical average of +2.3%. The magnitude of the over-the-year decline has been larger than -0.5% since November 2008.

EDUCATION AND HEALTH SERVICES

Nancy Ritchie

Nebraska and national employment levels in Education & Health Services showed a slight contraction in jobs over the month. Over the year, both national and Nebraska employment levels gained 2.0% and 2.2% respectfully. Education & Health Services in the Lincoln MSA had a decline over the month, losing 208 jobs (0.8%) with total employment of 24,905. The Omaha MSA showed a slight employment decline, losing 467 jobs (0.7%) with 68,373 total jobs. Educational Services declined in July 706 jobs to 16,605 jobs, (4.1%). Over the year 594 jobs were added (3.7%). Health Care & Social Assistance had a slight contraction in employment to 118,706 for July. There was an expansion of 2,328 jobs (2.0%) since July of last year. The Lincoln MSA lost 208 jobs (0.8%) for a total employment of 24,905 in Educational & Health Services in July. Over the year, the Lincoln MSA expanded by 821 jobs (3.4%). The Omaha MSA contracted slightly over the month, reporting employment of 68,373. Since July of last year, employment was unchanged.

LEISURE AND HOSPITALITY

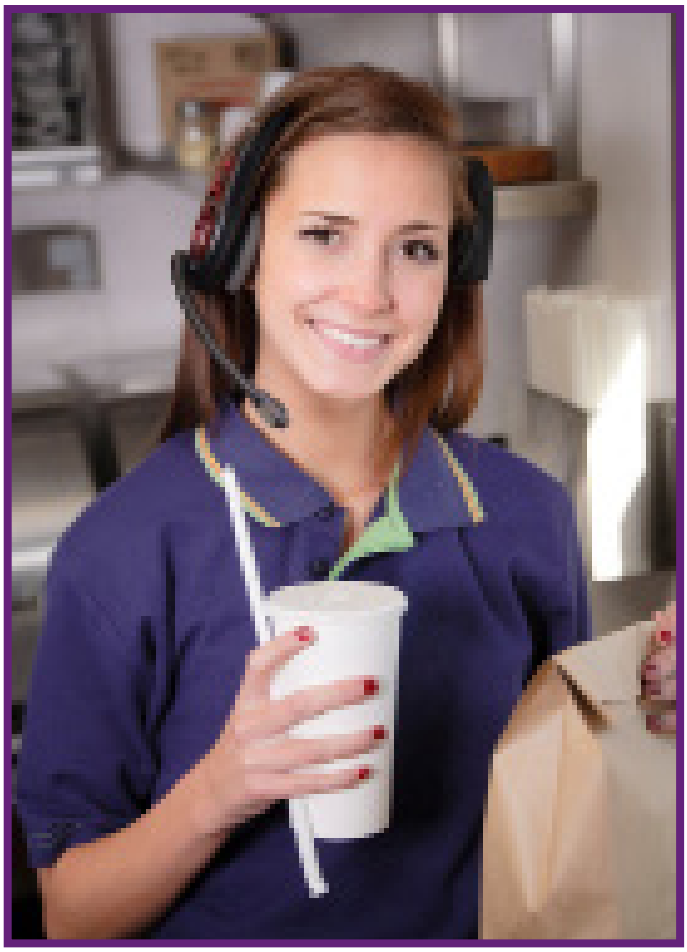
Mary Dezort

Nebraska Arts, Entertainment, and Recreation employment increased 129 jobs in July. This industry had an increase of 1.4% when compared to last month's figures. The Lincoln MSA was relatively unchanged over the month; however employment figures for the MSA indicate an increase greater than 2.0% since this time last year. Omaha's MSA was unchanged over the month. A review of the historical over-the-month changes within the Omaha MSA indicates that this employment figure is following normal trends for this month of each year. Over the year, employment in the Leisure & Hospitality sector in the Omaha MSA grew 1.2%. Statewide, Accommodation & Food Services also experienced an increase of jobs. The over-the-month change resulted in a gain of 309 jobs for this industry; over-the-year gains resulted in a 1.3% increase. Employment in the Accommodations industry increased 109 jobs while the Food Services and Drinking Places sector gained 200 jobs.

OTHER SERVICES

Mary Dezort

Statewide, Other Services had job gains for both over the month and over the year. This industry is not tracking the national sector's figures in over-the-year changes; Nebraska had employment gains of 1.6% over the month and was 4.2% greater than July 2009. Repair & Maintenance, an industry composing the Other Services sector, is up 4.9% from last month. This may be partially attributed to June's inclement weather which brought damaging hail to many areas of the state. National data for the industry was stable over the month (+0.2%) and was also stable over the year (-0.3%). The Lincoln MSA added 53 jobs over the month; the Omaha MSA was up in July as well, adding 95 jobs. Over the year, both the Omaha and Lincoln MSA's have added jobs.



Labor Force/Work Force

Unemployment Rate Information for July 2010

Office of Labor Market Information

Statewide

Statewide, Non-farm employment estimates were 946,892 in July 2010; 8,112 less jobs than last month and 3,806 more than in July 2009.

Manufacturing industries employed 92,167 workers; 294 less people than last month and 127 less than in July 2009.

Statewide, Average weekly hours worked in manufacturing industries were 40.3, a decrease of 0.7 hours since June, and a decrease of 0.2 hours since July 2009. Average weekly earnings decreased by $14.15 since June to $649.23, and have fallen by $11.73 since July 2009.

Average hourly earnings in manufacturing industries of $16.11 were $0.07 lower than in June and $0.21 less than in July 2009.

Omaha MSA

Non-farm employment estimates were 457,114 July 2010; 4,315 less jobs than last month and 3,250 less than in July 2009.

Lincoln MSA

Non-farm employment estimates were 169,231 July 2010; 1,049 less jobs than last month and 215 less than in July 2009.

Labor Force Employment by Place of Residence:

Nebraska (smoothed seasonally adjusted):

- July unemployment rate: 4.7%
- Change (OTM): -0.2%
- Change (OTY): -0.1%

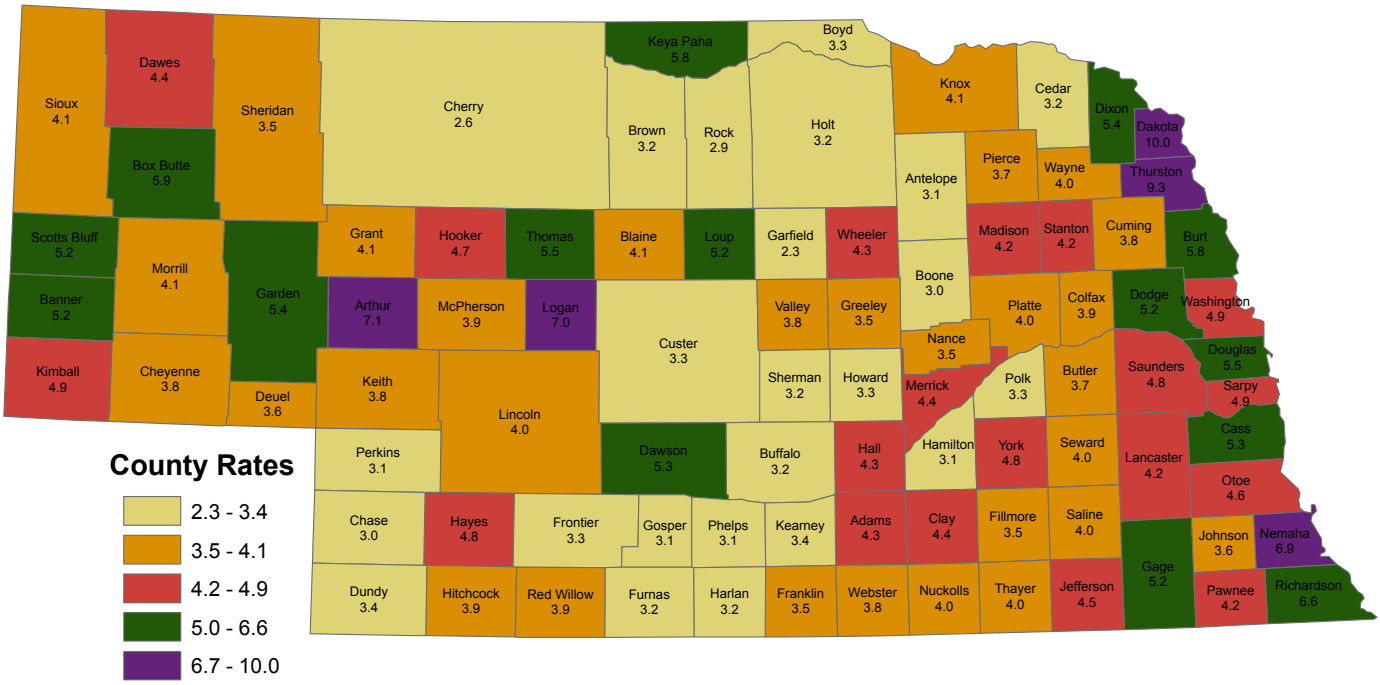
Economic Regions (not seasonally adjusted):

- Central: 3.8%
- Panhandle: 4.8%
- Mid Plains: 4.1%
- Southeast: 4.8%
- Northeast: 4.7%

Revisions to May Data:

- Unemployment rate: +0.1%
- Labor Force: +267
- Unemployment: +85
- Employment: +182

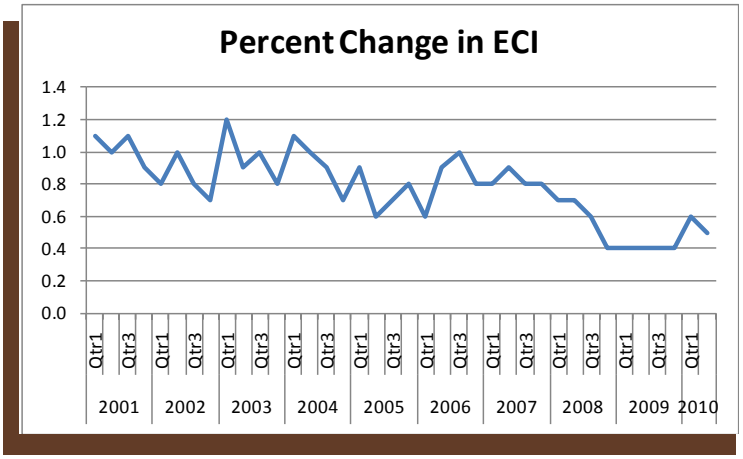
July 2010 County Rates



Economic Indicators

Economic Indicators of the Month

Trevor Nelson, Research Analyst



National Indicators	Date	Value
GDP Growth	Q210	2.40%
Unemployment Rate	Jul-10	9.50%
Fed Interest Rate	Jul-10	0.25%
Current Account Balance	Q110	-$109 Billion
Exchange Rate DXY	Aug-10	82.92

Pricing Indicators	Date	Value
Barrell of Crude Oil	Jul-10	78.26
Corn for Grain	Jul-10	3.6
Cattle 500+ Lbs	Jul-10	93.9
ECI Change	10Q2	0.50%
PPI Change	Jul-10	0.20%

Nebraska Indicators	Date	Value
Unemployment Rate	Jul-10	4.7
House Value Appriciation	09Q4-10Q1	0.31%
Average Weekly Manufacturing Hours	Jul-10	40.3
Net Taxable Retail Sales	May-10	$1.873 Billion
Median Employment Wages	10Q1	$30,056

Employment Cost Index

The Employment Cost Index (ECI) is an index similar to the CPI, that measures the change in costs companies will incur in terms of the employees they hire, also known as the cost of labor. The ECI is a national figure published quarterly, and contains categories for all civilian workers, private industry, and state and local government. Breakdowns of some of the broader industry and occupation groups are also available. The data which goes into the ECI is based on wages and salaries, as well as healthcare and benefits provided by the employer. This is what makes labor costs a "double edged sword" in terms of impact on the economy. While higher employment costs mean that companies are having to pay more to get work done and may demand less labor as a result, it also means that employees will make more for working and demand more of the products which companies produce.

During the past decade, the ECI has been increasing every quarter between 0.6% and 1.2%, up until the recession began. During the current recession, the cost of employment has risen at a much slower pace. By the fourth quarter of 2008, employment costs rose only 0.4% and stayed at that rate until the first quarter of 2010. In the second quarter of 2010, the most recent data point available, the ECI rose by 0.5%. This dip in the increase of employment costs is likely caused by companies decreasing raises or not expanding benefits offered to employees due to the recession.

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

July 2010	Indexes			% Change From	
	Jul-10	Jul-09	Jun-10	Jun-10	Jul-09
U.S. All Items	218.011	215.351	217.965	1.2%	0.0%
Midwest Urban All Items	208.211	204.814	207.886	1.7%	0.2%
Northeast Urban All Items	233.885	230.154	233.834	1.6%	0.0%
South Urban All Items	210.988	208.819	211.232	1.0%	-0.1%
West Urban All Items	221.331	219.484	221.147	0.8%	0.1%

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

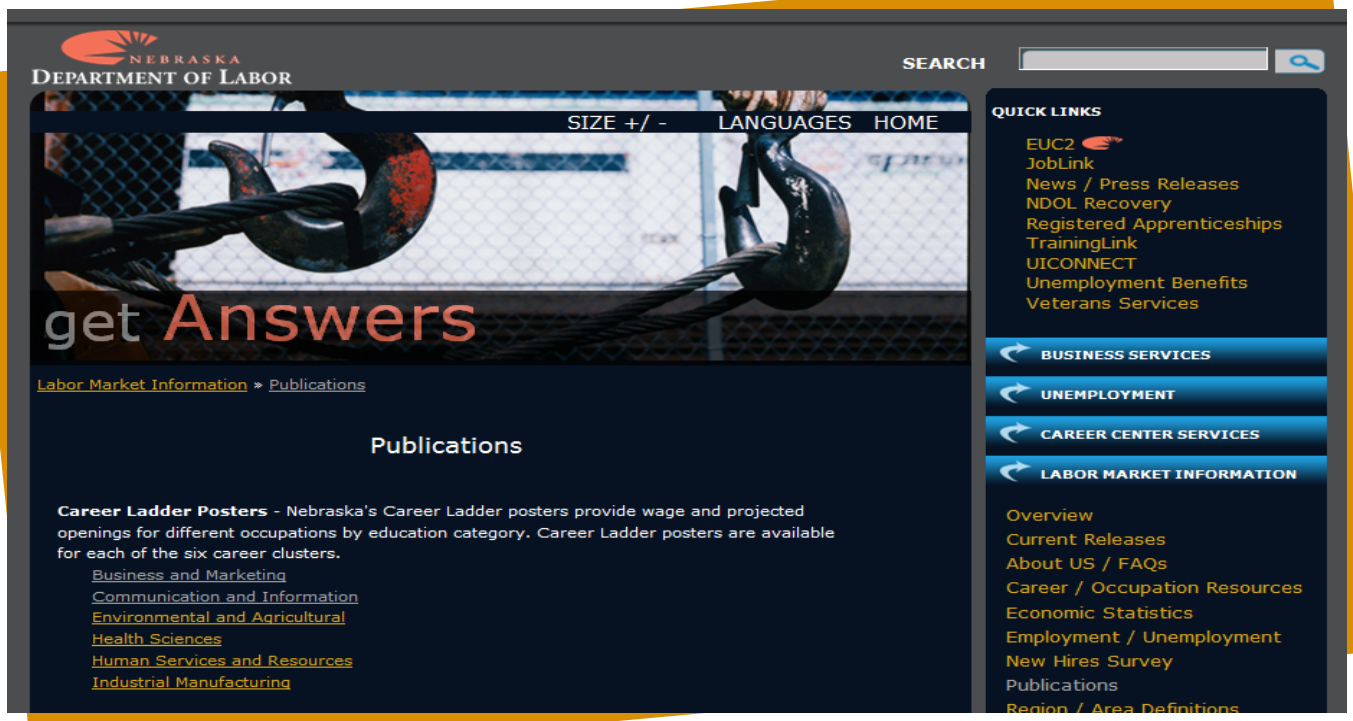
Website Spotlight

Career Ladder Posters

BEN KUSPA, RESEARCH ANALYST

Six new Career Ladder Posters for 2010 have been released on Nebraska's Labor Market Information website. These posters are designed to assist job seekers by demonstrating a career ladder that could be pursued to acquire a high-skill, high-paying occupation that has a potential for growth in Nebraska. Each poster focuses on approximately fifteen in-demand occupations within a specific career cluster.

The occupations listed on these posters are ordered by the standard education level needed for that position. The first education level, the "now" level, is for occupations that require on-the-job training, work experience, and/or a high school diploma. The second education level, the "next" level, requires two to four years of education beyond high school. The final education level, the "later" level, lists occupations that require more than four years of education beyond high school and work experience. For each of these occupations, the median hourly wage and projected annual openings are also displayed. The Career Ladder Posters can be found at www.dol.nebraska.gov under Labor Market Information – Publications.



Business Openings & Expansions

Trevor Nelson, Research Analyst

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

Lincoln: **Tabitha Health Care Services** is building Lincoln's first Medicare certified hospice. **Edge Women's and Men's Apparel** is opening a new store at 14th and Pine Lake Road. **SitStay** pet supply retailer is opening its first storefront in Lincoln. **Midwest Wind Energy/Edison Mission** is planning to build a 30 tower wind farm in the Hallam area.

Omaha: **West Corporation** is adding 300 customer service jobs. **Gallup** and **Cox Communications** are planning recruitments for customer-service type positions. **Hilton Hotel** near the Qwest arena is adding 150 rooms and 40 more staff. The following expansions were announced by the Omaha Chamber of Commerce: **Mi Mama's Tortillas** manufacturing plant (20); **A+ Buffet and Mongolian Grill** (20); **Jo-Ann Fabric and Craft Store** (40); **DJ's Dugout Downtown**, restaurant and bar (25); **Hayneedle.com**, customer care center (50); **Texas Roadhouse** restaurant (50); **Republic of Couture** clothing store, Midtown Crossing (20).

Southeast Region

Beatrice: **Neapco** is expanding its drive-train manufacturing facility and is expecting the expansion to be operational by January 2011.

York: **Omaha Truck Center** will start construction on a new facility south of the I-80 York exit. The new business hopes to create at least 10 jobs in the first year.

Northeast Region

Norfolk: **Invenergy** is planning to build a 133 turbine wind farm between Elgin and Petersburg Nebraska.

Columbus: **ADM** is expanding the ethanol plant in Columbus which will produce 300 million more gallons of ethanol a year than its current facility. **Behlen**, a Columbus based manufacturing company is adding 50 new employees after acquiring two out of state companies.

Central Region

Hastings: **Nebraska Prime Group** has finalized it financial purchase agreement and is now hiring management staffing for the Hastings facility. Production will soon follow. The company anticipates being operational by August 15, 2010.

Mid-Plains Region

Lexington: **Cellular One** opened a new store as did **Verizon** with approximately 5 employees at each store.

Panhandle Region

Scottsbluff: **Racks Liquor Store** opening in Scottsbluff in former Twin Cities theater building, while **Prairie Studio** opened on Main Street.

Sidney: **JuJu's Café**, a small sandwich/soup Deli style café, opened in the past month with 4-5 employees.

Credits & Links

Nebraska Workforce Trends is published by the Nebraska Department of Labor - Labor Market Information Center in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics.

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