

# LABOR MARKET REGIONAL REVIEW

Lincoln Metropolitan Statistical Area  
Released 2012



NEBRASKA  
DEPARTMENT OF LABOR



# LABOR MARKET REGIONAL REVIEW

Lincoln Metropolitan Statistical Area

is a publication of

**Nebraska Department of Labor**

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## OUR WEBSITE

**Detailed Labor Market Information for Nebraska can be found at [networks.nebraska.gov/analyzer](http://networks.nebraska.gov/analyzer)**

The **Left Links** provide a variety of valuable data.

[Labor Market Facts](#) answers the most commonly asked labor market questions. If you are unsure where to start, the answer may be here. Each question has a direct link to the data that will provide you with the correct answers.

[Area Profile](#) provides information for the entire state, specific regions, counties, metropolitan, or micropolitan areas. View demographic make-up, occupation and wage information, unemployment rate, businesses, and more.

[Occupation Profiles](#) provides data specific by occupations. View number of potential candidates in a field, labor supply and market demands, education, training and work experience, typical job duties, employment and wage data, forecasts, and more.

[Industry Profile](#) provides information by industry. View employment data, industry and occupational projections, staffing patterns, and numbers and regions for employers in the area.

[Employers](#) provides site-specific information about employers in a selected area. Find specific local employer sites and their corporate headquarters, and view lists of employers based on the number of jobs they are posting.

[Historic Data Analysis](#) provides trends in industry, occupation, and labor force over time. Access commuting patterns, population, income, and economic indicators.



# SOURCES

## **U.S. Census Bureau**

The Census Bureau is continually gathering data throughout the Nation and making it available for anyone to use at [census.gov](http://census.gov)

[Population Estimates](#) provides up-to-date estimates on age, sex, race, and Hispanic origin.

[Local Employment Dynamics](#) provides several tools to analyze local labor force information. [OnTheMap](#) provides a visual makeup of the area you choose and [Quarterly Workforce Indicators](#) displays crosstabs of data based on your search criteria.

[American FactFinder](#) provides tables from Census data and American Community Survey 1, 3, and 5 year estimates.

## **Bureau of Labor Statistics**

The Bureau of Labor Statistics of the U.S. Department of Labor is the principal Federal agency responsible for measuring labor market activity, working conditions, and price changes in the economy.

<http://bls.gov>



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Lincoln MSA

## OVERVIEW LINCOLN MSA

Facing northwest from his perch atop the capitol, the statue of the sower surveys Lancaster and Seward Counties. The terrain under his gaze contains the seat of state government, the state's largest university, vibrant agriculture and vital commerce. 306,503 people live and labor on these 1,413.6 mi<sup>2</sup> of land. This land is referred to by the U.S. Office of Management and Budget as the Lincoln Metropolitan Statistical Area (MSA). Under this title, Lancaster and Seward counties in Nebraska lie under the analytical gaze of various state agencies; a land replete with data on demographics, education, labor supply, compensation and employment.

This analytical view reveals an area whose economic realities are shaped by its geography and its institutions. The presence of the Capitol and various executive agencies and the University of Nebraska at Lincoln in conjunction with strong Finance and Insurance and Transportation sectors shapes the employment for the MSA. The fact that Lincoln is the second largest city in the state shapes demographics and commuting patterns. The museums, parks, schools, seminaries and other cultural institutions reflect and effect a vivacious and engaged populace. The pages that follow will illustrate and expose a variety of data describing these intertwined economic causes and consequences and their interplay under the Sower's shadow.

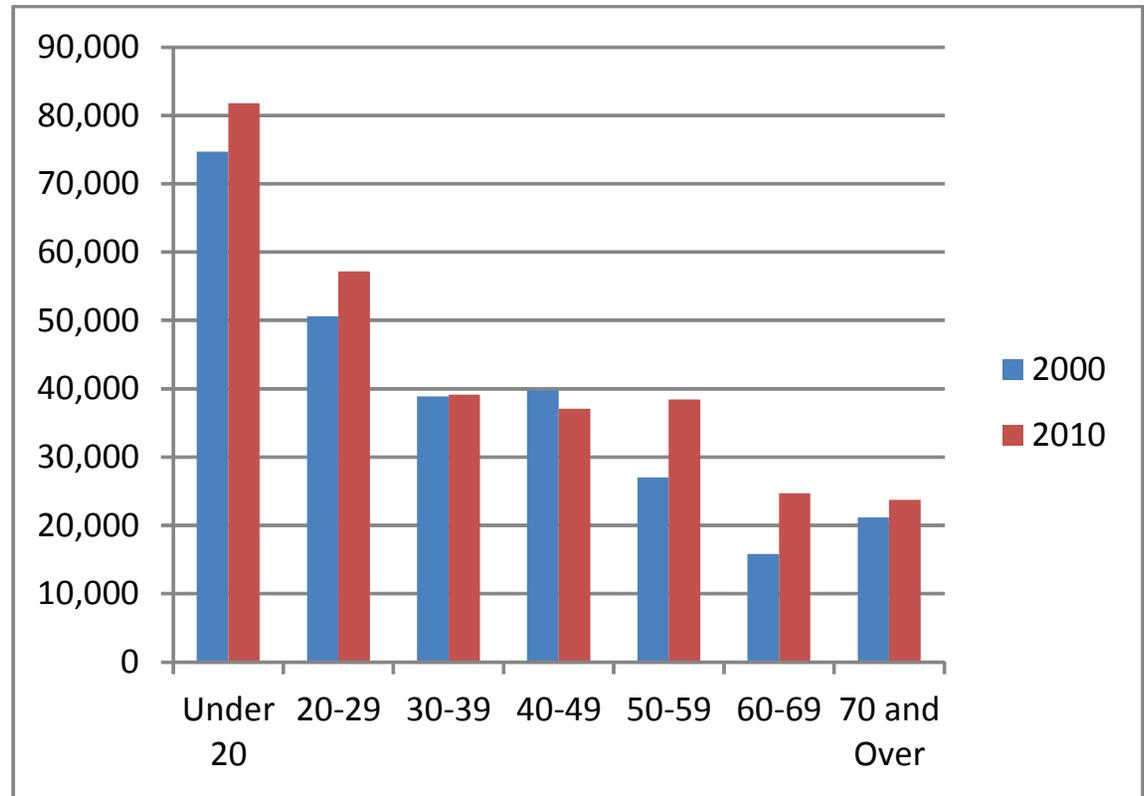
	Lincoln MSA	Nebraska
2011 Population	306,503	1,842,641
2010 Population	302,157	1,826,341
Land Area (Square Miles)	1,413.6	76,824.17
2011 Persons Per Square Mile	216.8	24.0
2010 Median Age	32.7	36.3
2010 Median Household Income	\$51,092	\$49,342
2011 Labor Force	177,133	1,005,455
2011 Industry Employment	195,351	896,889
2011 Largest Industry	Education & Health Services	Education & Health Services
2011 Largest Industry Empl.	41,117	212,869



### Lincoln MSA

Census Bureau programs define age as the length of time in completed years that a person has lived. For the most recent decennial census, age was the length of time in completed years that a person had lived as of Census Day--April 1, 2010. The Census Bureau's national surveys compute age as of the interview date.

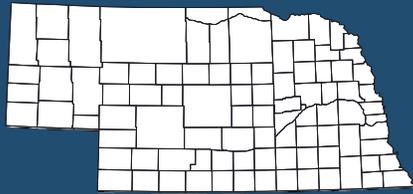
## POPULATION CHANGE BY AGE GROUP 2000-2010



Source: US Census Bureau, Population Estimates, Released 2010

Age	2000 Population	2010 Population	Change	Percent Change
Under 20	74,675	81,787	7,112	9.5%
20-29	50,622	57,187	6,565	13.0%
30-39	38,879	39,158	279	0.7%
40-49	39,760	37,088	-2,672	-6.7%
50-59	27,031	38,455	11,424	42.3%
60-69	15,806	24,729	8,923	56.5%
70 and Over	21,155	23,753	2,598	12.3%
<b>Total</b>	<b>267,928</b>	<b>302,157</b>	<b>34,229</b>	<b>12.8%</b>

- The most dramatic increases in population in the Lincoln MSA were seen in the baby boom generation. The number of 50-59 year olds increased 42.3% and 60-69 year olds increased 56.5%. No other age group experienced such dramatic growth.
- The effects of the Baby Boom can also be noted in the 30 and 40 year old age cohorts, groups the boomers exited between 2000 and 2010. The 'echo boomer' 20-29 year old age cohort saw growth as well.

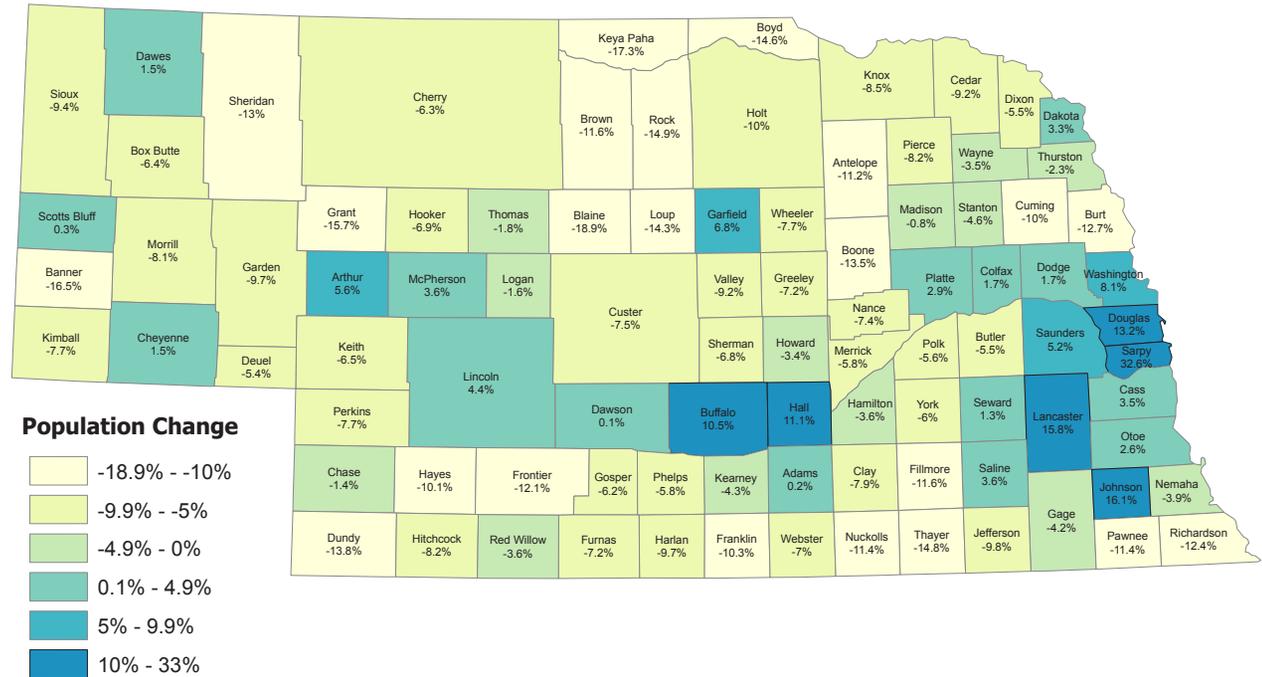


## Nebraska Statewide

The Census Bureau's Population Estimates Program (PEP) produces estimates of the population for the United States, its states, counties, cities, and towns, as well as for the Commonwealth of Puerto Rico and its municipalities. Demographic components of population change (births, deaths, and migration) are produced at the national, state, and county levels of geography. Additionally, housing unit estimates are produced for the nation, states, and counties.

These estimates are used in federal funding allocations, as survey controls, as denominators for vital rates and per capita time series, and as indicators of recent demographic changes.

# POPULATION CHANGE BY COUNTY 2000-2011



Source: U.S. Census Bureau, Population Estimates, Released 2012

- In general, counties with large cities saw the highest rates of growth: all but one county in the highest growth rate grouping contains one of the state's 5 most populous cities.
- Rural counties saw the highest rates of population attrition: many of the counties in the group with the highest rate of population decline have under 1,000 residents.

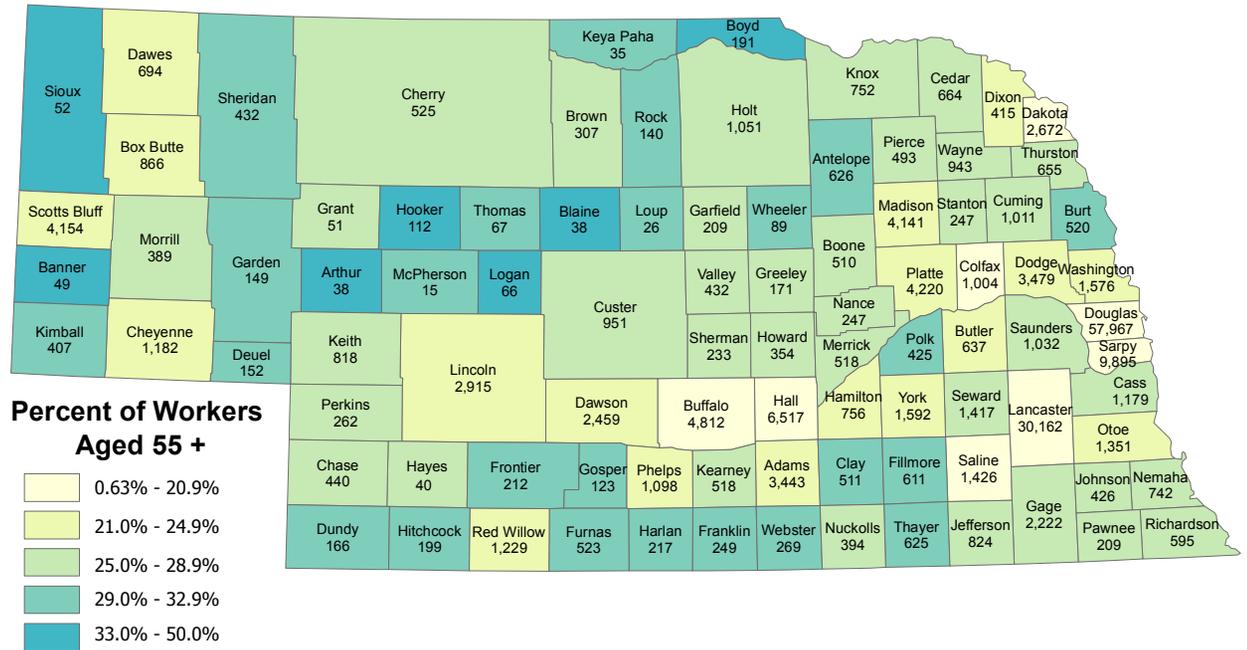


### Nebraska Statewide

With the aging of the baby-boom generation, defined as persons born between 1946 and 1964, the older age cohorts are expected to make up a much larger share of the labor force. In 2008, the baby-boom cohort was 44 to 62 years of age. By 2018, almost all the baby boomers will be in the 55-years-and-older age group. Age is a major factor in labor market behavior, and the aging of the labor force will dramatically lower the overall labor force participation rate and the growth of the labor force.



## WORKERS AGED 55 AND OLDER BY COUNTY 2011



Source: U.S. Census Bureau, Local Employment Dynamics, Quarterly Workforce Indicators, Released 2012

- The counties with the greatest percentages of their workforce aged 55 and older are clustered in the central and western portions of the state.
- All of the counties containing Nebraska’s largest cities were in the lowest percentage grouping.



Lincoln MSA

Bureau of Labor Statistics nationwide projections imply that over the next decade, 40 million people will enter the workforce, about 25 million will leave the workforce, and 109 million will remain. Although only a modest reduction will take place in the overall growth in the workforce (from 1.3 percent per year to 1.1 percent per year), the composition of growth will generate rising shares of young (under 25) and older (45 and over) workers and a decline in the share of middle-age workers.

Over the next decade, instead of having nearly all increases in employment coming from the 25- to 54-year-old age group, fewer than one in three (31 percent) of the added workers will be in this category. Nearly half of the additional workers will come from the 55-and-older category, while about one in five will come from the youth labor force.

OLDER WORKERS BY INDUSTRY

Industry	Employment		% 55 & Older
	55 & Older	Total	
Agriculture, Forestry, Fishing and Hunting	98	444	22.1%
Mining, Quarrying, and Oil and Gas Extraction	0	0	0.0%
Utilities	315	925	34.1%
Construction	1190	7215	16.5%
Manufacturing	2790	13449	20.7%
Wholesale Trade	938	4332	21.7%
Retail Trade	3052	17641	17.3%
Transportation and Warehousing	2513	8266	30.4%
Information	410	2545	16.1%
Finance and Insurance	1935	10918	17.7%
Real Estate and Rental and Leasing	400	1688	23.7%
Professional, Scientific, and Technical Services	1440	8955	16.1%
Management of Companies and Enterprises	450	2705	16.6%
Administrative and Support and Waste Management	1149	7920	14.5%
Educational Services	5902	18676	31.6%
Health Care and Social Assistance	4457	22842	19.5%
Arts, Entertainment and Recreation	394	2640	14.9%
Accommodation and Food Services	923	13535	6.8%
Other Services (except Public Administration)	1083	4953	21.9%
Public Administration	4227	12698	33.3%

Source: U.S. Census Bureau, Local Employment Dynamics, QWI Table Released 2011

- The Utilities industry in the Lincoln MSA had the highest percentage of workers 55 and older employed at 34.1%.
- The industry least likely to be found employing workers 55 and older was Accommodation and Food Services at 6.8%.



### Lincoln MSA

Office of Management and Budget standards on race and ethnicity:

**White** – A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

**Black or African American** – A person having origins in any of the Black racial groups of Africa.

**American Indian or Alaska Native** – A person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment.

**Asian** – A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.

**Native Hawaiian or Other Pacific Islander** – A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands. The 1997 OMB standards permit the reporting of more than one race.

## POPULATION BY RACE AND ETHNICITY 2010

	Lincoln MSA		Nebraska	
	Total	%	Total	%
<b>Total population</b>	<b>302,157</b>	<b>100.0%</b>	<b>1,826,341</b>	<b>100.0%</b>
Hispanic or Latino	16,957	5.6%	167,405	9.2%
Not Hispanic or Latino	285,200	94.4%	1,658,936	90.8%
White alone	264,930	87.7%	1,499,753	82.1%
Black or African American alone	9,980	3.3%	80,959	4.4%
American Indian and Alaska Native alone	2,193	0.7%	14,797	0.8%
Asian alone	10,033	3.3%	31,919	1.7%
Native Hawaiian and Other Pacific Islander alone	152	0.1%	966	0.1%
Two or More Races	8,065	2.7%	28,426	1.6%
<b>Total Minority</b>	<b>37,227</b>	<b>12.3%</b>	<b>326,588</b>	<b>17.9%</b>

Source: U.S. Census Bureau, Population Estimates, Released 2012

- The Lincoln MSA was more racially and ethnically homogenous than the state as a whole, with 12.3% of the population self-reporting as racial or ethnic minorities.
- Hispanics were the single most populous minority group in the Lincoln MSA.



Lincoln MSA

The U.S. Office of Management and Budget (OMB) requires federal agencies to use a minimum of two ethnicities in collecting and reporting data: Hispanic or Latino and Not Hispanic or Latino. OMB defines “Hispanic or Latino” as a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race. Hispanic origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person’s parents or ancestors before their arrival in the United States. People who identify their origin as Hispanic, Latino, or Spanish may be any race.

POPULATION CHANGE BY RACE & ETHNICITY 2000-2010

	2000 Population	2010 Population	Change	Percent Change
<b>Total:</b>	<b>267,928</b>	<b>302,157</b>	<b>34,229</b>	<b>12.8%</b>
Hispanic or Latino (of any race)	8,695	16,957	8,262	95.0%
Total Not Hispanic or Latino	259,233	285,200	25,967	10.0%
White Alone	239,859	256,854	16,995	7.1%
Black or African American Alone	7,112	9,695	2,583	36.3%
American Indian and Alaska Native Alone	1,451	1,723	272	18.7%
Asian Alone	7,262	9,966	2,704	37.2%
Native Hawaiian and Other Pacific Islander Alone	175	133	-42	-24.0%
Two or more Races	3,374	6,445	3,071	91.0%
<b>Total Minority (Population excluding non-Hispanic Whites)</b>	<b>28,069</b>	<b>45,303</b>	<b>17,234</b>	<b>61.4%</b>

Source: U.S. Census Bureau, Population Estimates, Released 2012

- While the Lincoln MSA is primarily white, the Hispanic population increased 95% between 2000 and 2010.
- The Lincoln MSA grew 12.8%, but the total minority population increased dramatically at 61.4%.



### Lincoln MSA

In the United States, State laws require birth certificates to be completed for all births, and Federal law mandates national collection and publication of births and other vital statistics data. The National Vital Statistics System, the Federal compilation of this data, is the result of the cooperation between the National Center for Health Statistics (NCHS) and the States to provide access to statistical information from birth certificates.

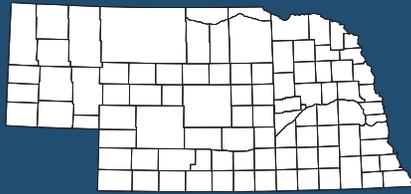
Mortality data from the National Vital Statistics System (NVSS) are a fundamental source of demographic, geographic, and cause-of-death information. This is one of the few sources of health-related data that are comparable for small geographic areas and are available for a long time period in the United States. The data are also used to present the characteristics of those dying in the United States, to determine life expectancy, and to compare mortality trends with other countries.

## POPULATION CHANGE: NATURAL INCREASE AND MIGRATION 2011

Area	Population change	Changes Due to Natural Increase			Net Migration		
		Total	Births	Deaths	Total	International	Domestic
Lincoln MSA	3549	2336	4277	1941	1220	437	783
Nebraska	12500	11113	25991	14878	1408	2508	-1100

Source: US Census Bureau, Population Estimates, Table 10, Released 2012

- The Lincoln MSA population grew between July 1, 2010 and July 1, 2011.
- The Lincoln and Omaha Metropolitan areas experienced population increase, while 6 out of 10 of the Micropolitan areas experienced a decrease.

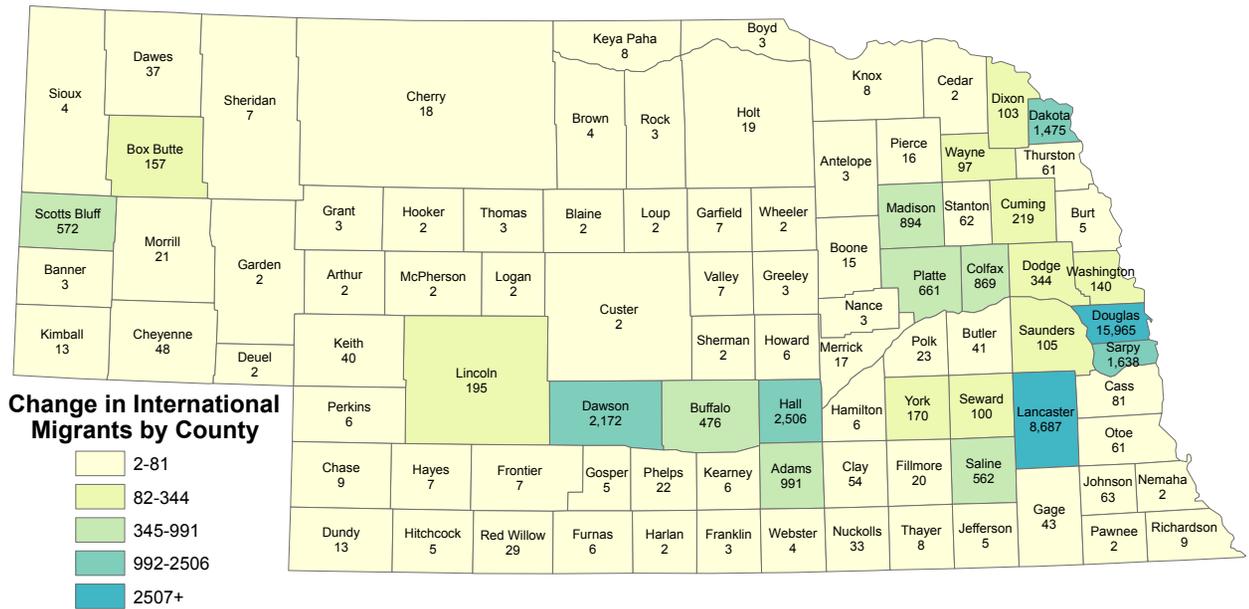


### Nebraska Statewide

International Migration is the movement of people across a national border. This includes both immigration (migration to a country) and emigration (migration from a country) or the combination of the two (net international migration). The U.S. Census Bureau produces annual estimates of net international migration for the nation, states, and counties in the United States. These estimates are based in part on data collected in censuses and surveys. Projections of the U.S. population are also made using assumptions about net international migration.



## NET INTERNATIONAL MIGRATION BY COUNTY 2011



Source: U.S. Census Bureau, Population Estimates, Released 2012

- More populous counties saw greater volumes of international migration.
- Although many of Nebraska’s counties saw reductions in overall population during this time period, none of them experienced negative net international migration.



## Lincoln MSA

In general discussions, the concept of gender is often confused with the concept of sex, and the terms are used interchangeably. The meanings of these two concepts are not the same: sex is based on the biological attributes of men and women (chromosomes, anatomy, hormones), while gender is a social construction whereby a society or culture assigns certain tendencies or behaviors the labels of masculine or feminine. These assignments may differ across cultures and among people within a culture, and even across time. Gender may or may not correspond directly to sex--depending on the society or culture or period. That means, for example, that people may associate themselves with femininity (as defined by their culture) while being biologically male. At the Census Bureau, the sex question wording very specifically intends to capture a person's biological sex and not gender. Ambiguity of these two concepts interferes with accurately and consistently measuring what we intend to measure--the sex composition of the population.

## SEX DISTRIBUTION BY INDUSTRY 2010

Industry	Female		Male	
	Employees	% of Industry	Employees	% of Industry
Agriculture, Forestry, Fishing, and Hunting	222	17.3%	1060	82.7%
Mining, Quarrying, and Oil and Gas Extraction	0	-	107	100.0%
Utilities	271	21.3%	1002	78.7%
Construction	446	6.3%	6632	93.7%
Manufacturing	3476	27.3%	9257	72.7%
Wholesale Trade	871	27.3%	2318	72.7%
Retail Trade	3520	37.3%	5916	62.7%
Transportation and Warehousing	1052	21.4%	3863	78.6%
Information	1003	33.7%	1972	66.3%
Finance and Insurance	6086	58.9%	4247	41.1%
Real Estate and Rental and Leasing	737	44.8%	907	55.2%
Professional and Technical Services	3084	47.2%	3449	52.8%
Management of Companies and Enterprises	74	47.4%	82	52.6%
Administrative and Waste Services	941	29.8%	2217	70.2%
Educational Services	6903	60.2%	4563	39.8%
Health care and Social Assistance	11606	81.5%	2634	18.5%
Arts, Entertainment, and Recreation	443	54.8%	365	45.2%
Accommodation and Food Services	1580	37.0%	2691	63.0%
Other Services	2027	43.7%	2612	56.3%
Public Administration	4436	53.1%	3918	46.9%
<b>Total</b>	<b>48,775</b>	<b>39.5%</b>	<b>59,815</b>	<b>62.5%</b>

Source: US Census Bureau, American Community Survey 3 year Estimates, Table S2404 Released 2010

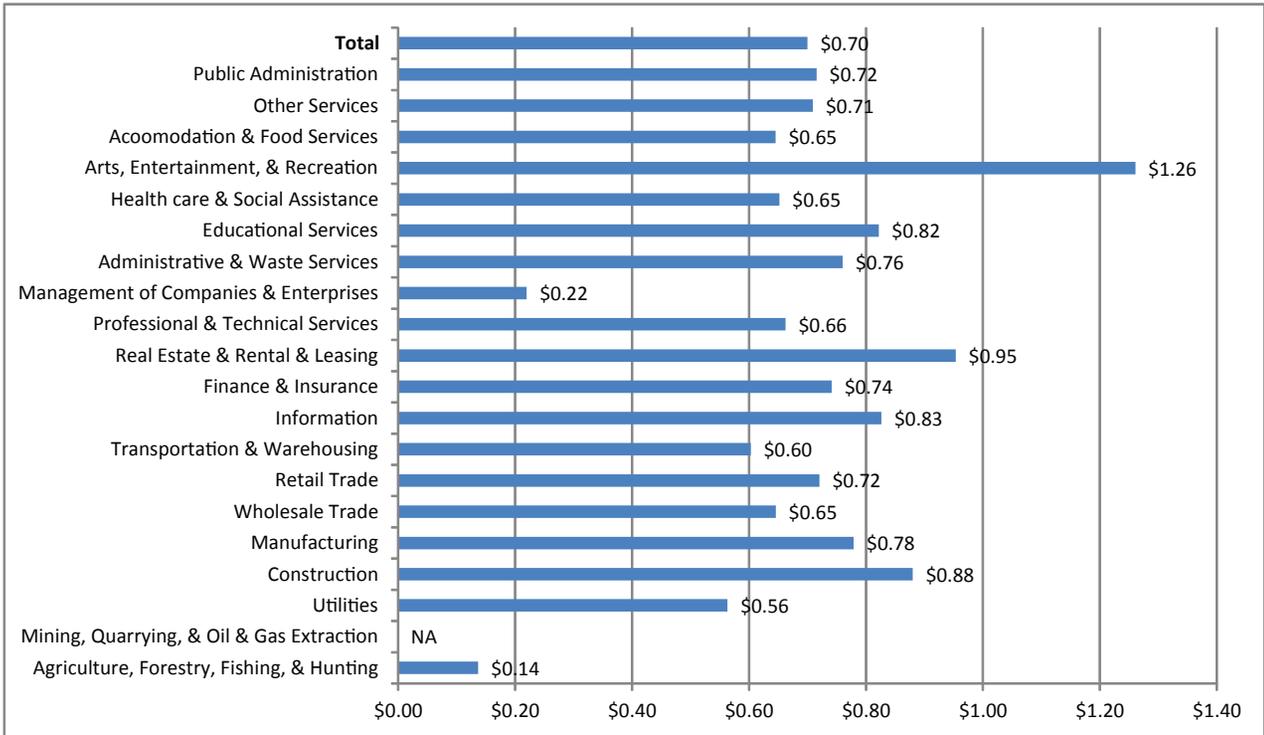
- The most male dominated industry in the Lincoln MSA was Mining, Quarrying, and Oil and Gas Extraction, at 100%.
- The most female dominated industry was Health Care and Social Assistance, with 81.5% of those employed being female.



Lincoln MSA

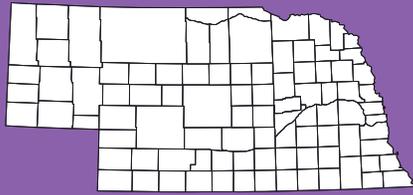
The past several decades have been marked by notable changes in women’s labor force activities. Women’s labor force participation is significantly higher today than it was in the 1970s, particularly among women with children under 18 years of age. A larger share of women work full time and year round than in the past. In addition, women have increasingly attained higher levels of education: Among women aged 25 to 64 who are in the labor force, the proportion with a college degree roughly tripled from 1970 to 2010. Women’s earnings as a proportion of men’s earnings also have grown over time. In 1979, women working full time earned 62 percent of what men did.

AVERAGE EARNINGS BY INDUSTRY:  
FEMALE EARNINGS PER \$1.00 MALE EARNINGS 2010



Source: US Census Bureau, American Community Survey 3-Year Estimates 2010, Table S2404

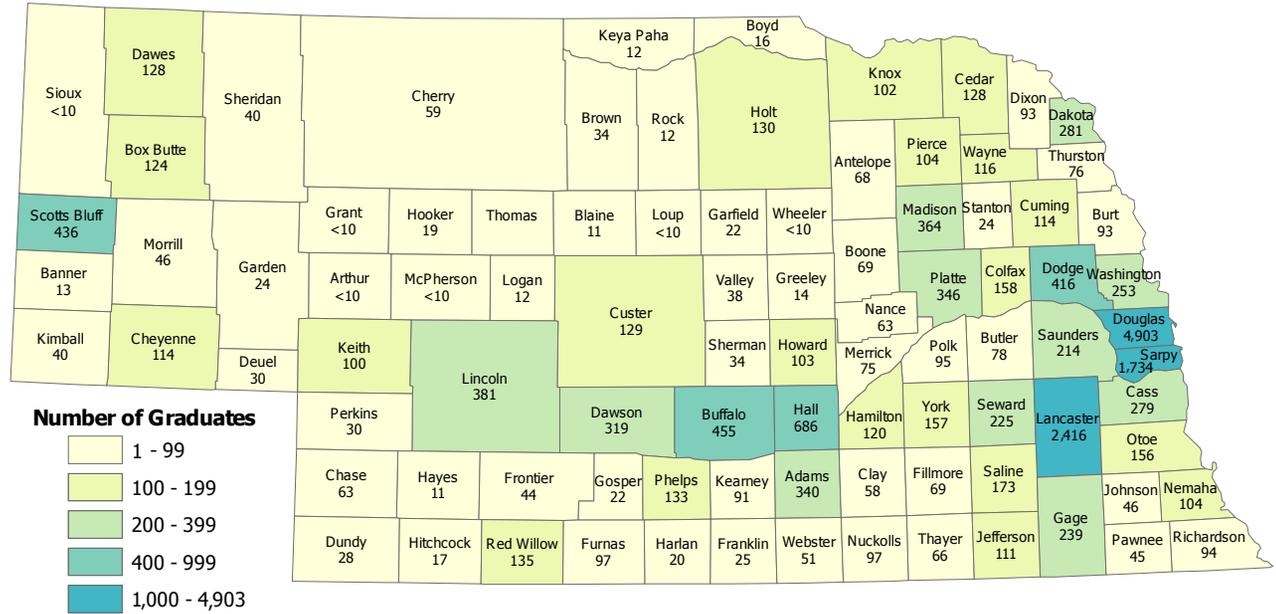
- Lincoln MSA females working in the Agriculture, Forestry, Fishing, and Hunting and Management of Companies and Enterprises industries were making comparatively much lower than males in the same industries.
- Lincoln MSA females make less per male dollar than the state average.



### Nebraska Statewide

Graduation rates are a fundamental indicator of whether or not the nation’s public school system is doing what it is intended to do: enroll, engage, and educate youth to be productive members of society. Since almost 90 percent of the fastest-growing and highest-paying jobs require some postsecondary education, having a high school diploma and the skills to succeed in college and the workplace are essential. Yet nationally, one-third of students—about 1.3 million each year—leave high school without a diploma, at a high cost to themselves and society at large.

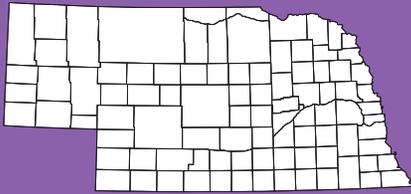
## PUBLIC HIGH SCHOOL GRADUATES BY COUNTY 2011



Source: Nebraska Coordinating Commission for Postsecondary Education, Progress Report, Released 2012

- More than one-third (38%) of Nebraska’s counties had fewer than 50 public high school graduates in 2008-2009.
- Many of the counties with lower numbers of high school graduates are also counties that saw a decrease in population over the past decade.

Source: [http://www.all4ed.org/files/Nebraska\\_wc.pdf](http://www.all4ed.org/files/Nebraska_wc.pdf)



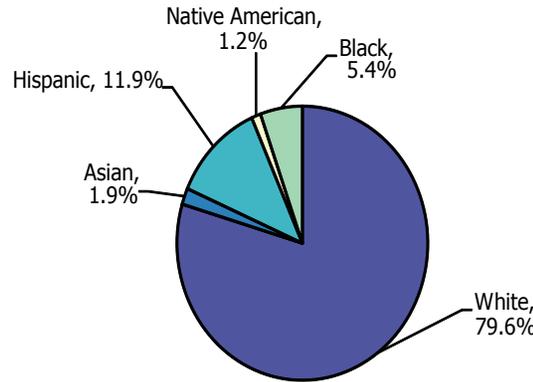
Nebraska Statewide

The number of graduates from Nebraska public high schools is projected to decrease and then increase over the next decade. By 2020–2021, minority students, especially Hispanics, are projected to account for much higher percentages of the state’s public high school graduates than they did in 2002–2003. This is projected to be the case, despite the fact that Hispanic students tend to graduate from high school at lower rates than white and Asian students. Conversely, white non-Hispanics are projected to account for a significantly lower percentage of the students who will graduate from Nebraska’s public high schools in 2020–2021.

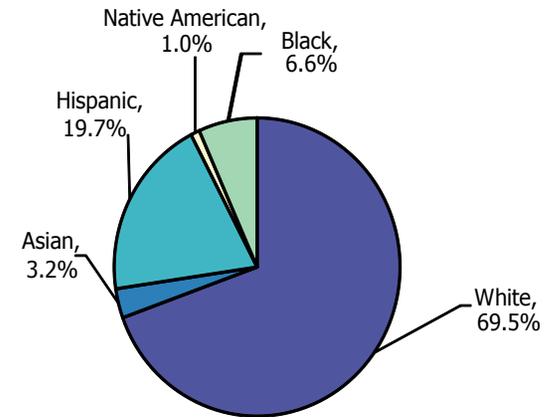


PUBLIC HIGH SCHOOL GRADUATES BY RACE & ETHNICITY

**Actual Percentages of Graduates:  
2010 - 2011**

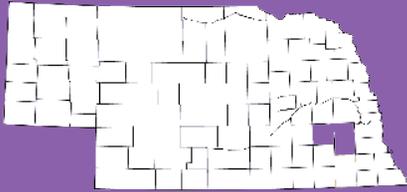


**Projected Percentages of Graduates:  
2020 - 2021**



Source: Nebraska Coordinating Commission for Postsecondary Education, Progress Report, Released 2012

- Hispanic graduates are projected to grow from 11.9% to 19.7% of the state’s public high school graduating class in 2021.
- Whites are projected to remain the largest racial/ethnic demographic within public high school graduates in 2021. However, their percentage of total graduates is projected to decrease by 10.1%



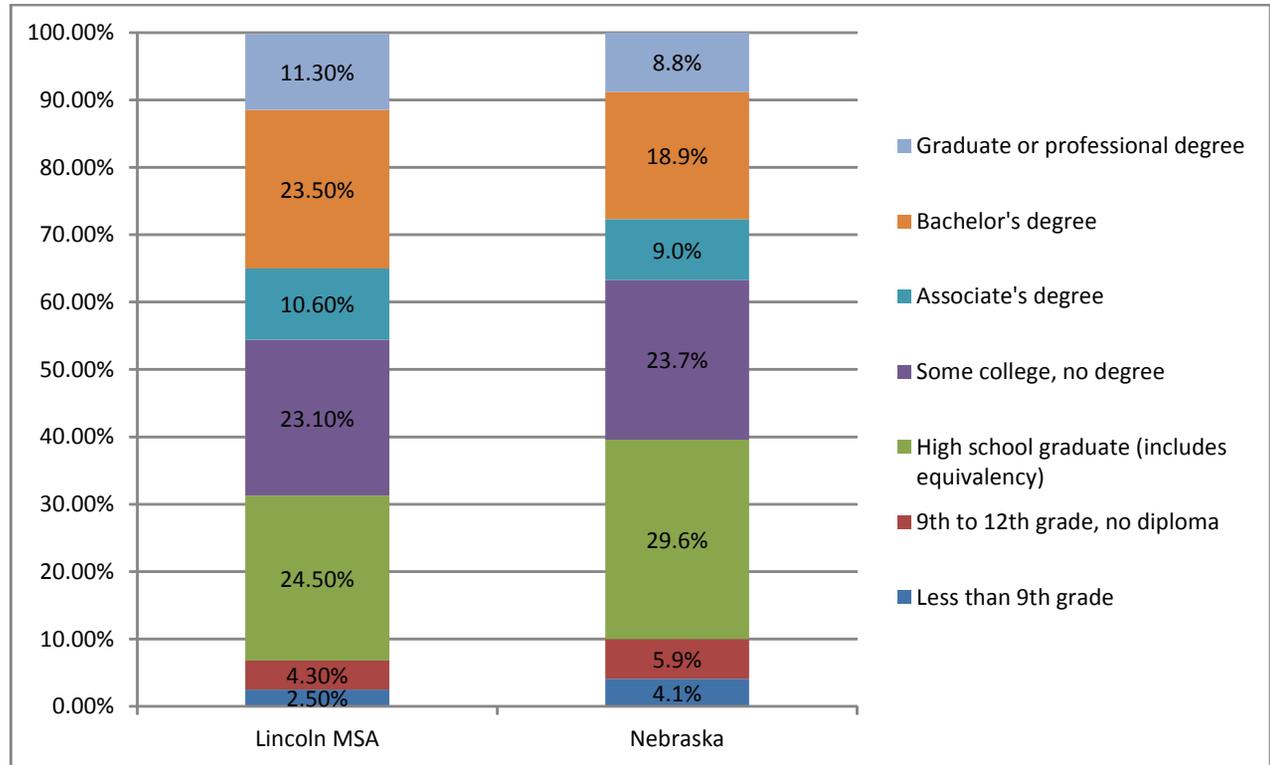
### Lincoln MSA

Educational attainment refers to the highest level of education that an individual has completed. This is distinct from the level of schooling that an individual is attending.

Data on educational attainment are derived from a single question that asks, “What is the highest grade of school...has completed, or the highest degree...has received?”

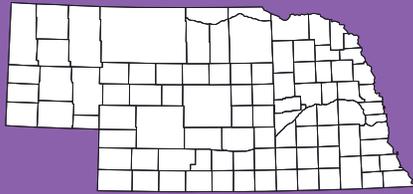
Depending on the survey, the educational attainment question may be asked only of adult household members. Even when data are collected from all household members regardless of age, the U.S. Census Bureau generally publishes data only for adults. Most publications focus on adults age 25 years and over, when education has been completed for most people.

## EDUCATIONAL ATTAINMENT POPULATION AGE 25 AND OLDER 2010



Source: US Census Bureau, 2010 American Community Survey

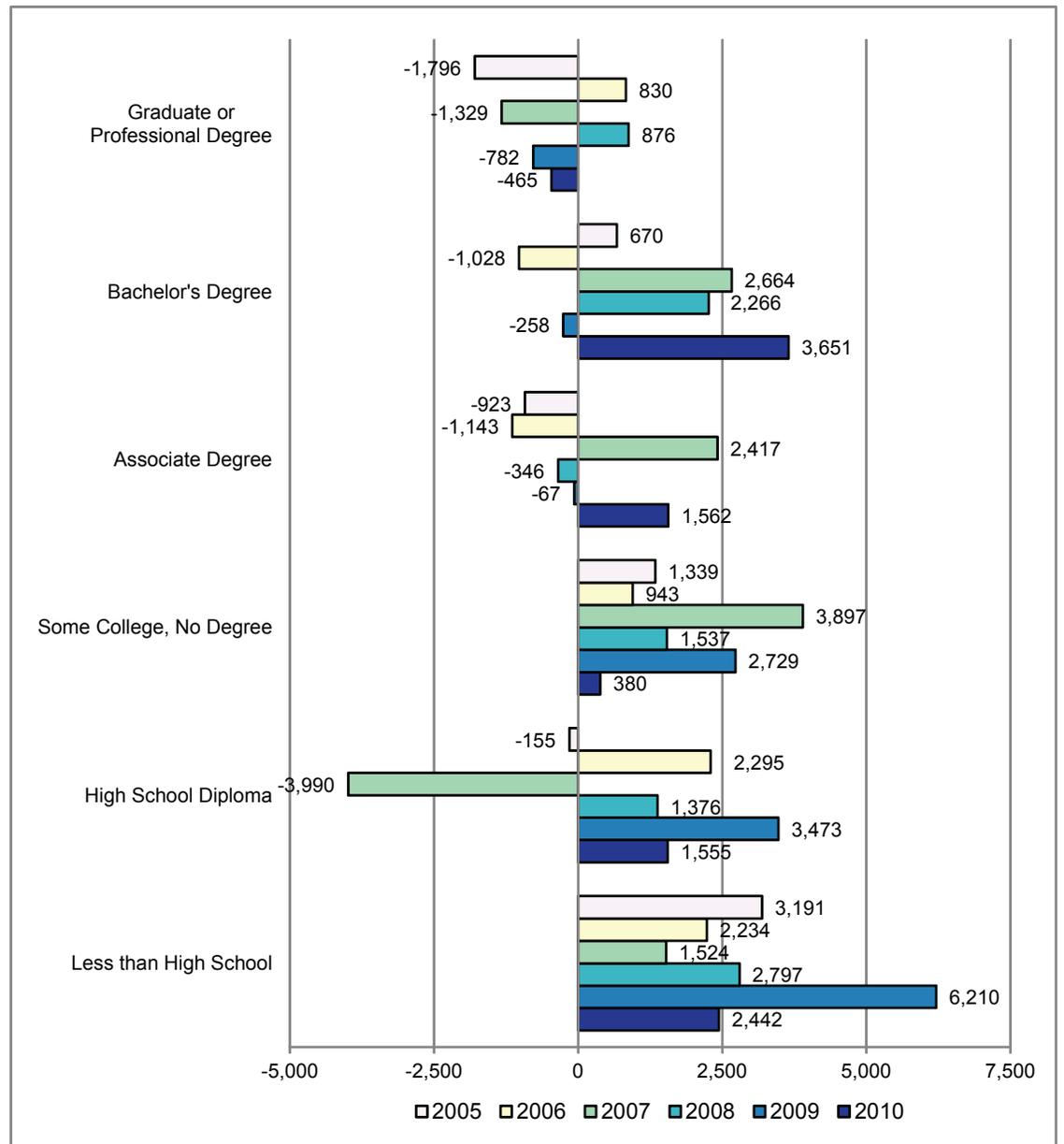
- The percentage of Lincoln MSA residents with a college degree was 8.7% higher than the percentage of Nebraskans with a college degree. This would be expected in a college town like Lincoln.
- The percentage of High School graduates and below in the Lincoln MSA was 8.3% lower than Nebraska as a whole.



### Nebraska Statewide

The chart to the right summarizes the net-migration estimates for Nebraska by education level, based on the results of the American Community Survey (ACS) conducted annually from 2005 to 2010. As shown in this chart, the estimates of net migration based on one year of ACS data vary significantly from one year to another. When the estimates based on the six years of ACS data are compared, as shown in the chart, an overall migration pattern is not clearly revealed. Based on these estimates, Nebraska consistently attracted more working-age adults with less than a high school education than it exported over the six-year period. In addition, the estimates of net migration shown in the chart consistently attracted working-age adults with some college, but no degrees, between 2005 and 2010.

## NET EDUCATIONAL MIGRATION: POPULATION AGED 22-64



Source: Nebraska Coordinating Commission for Postsecondary Education, Progress Report, Released 2012



### Nebraska Statewide

Nebraska’s Coordinating Commission for Postsecondary Education (CCPE) is a state constitutional agency, whose mission is to promote sound policies for Nebraska’s state and community colleges and the University of Nebraska. The CCPE balances the best interests of taxpayers, students and Nebraska’s postsecondary institutions.

Responsibilities include:

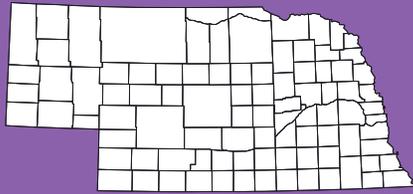
- Collaborating with the state’s public colleges and universities to implement a plan that will guide Nebraska’s higher education system
- Administering student aid programs
- Conducting research and publishing reports on higher education issues
- Authorizing academic programs
- Approving proposals for facilities
- Reviewing institutions’ budget proposals and making recommendations to the State Legislature
- Approving applications from out-of-state institutions

## POSTSECONDARY GRADUATES WORKING IN NEBRASKA 2012

	Community Colleges Associates Degrees	State Colleges Bachelors Degrees	UN- Kearney Bachelors Degrees
Number of Graduates	3,833	1,157	853
Number of Graduates Working in Nebraska	2,784	685	538
Percent of Graduates Working in Nebraska	73%	59%	63%
Estimated Average Annual Earnings	\$24,034	\$25,097	\$23,927
Estimated Median Annual Earnings	\$22,219	\$24,936	\$24,221

Source: Nebraska Department of Labor, Graduate Outcomes in Nebraska, Released 2012

- Community College graduates are more likely to be found working in Nebraska than State College graduates. This may be partly due to the geographic location of the State Colleges near bordering states. State College graduates may also continue on to graduate school rather than enter the workforce.
- The labor market for University of Nebraska – Kearney and State College bachelor’s degree and higher graduates tends to be more national than state specific.



Nebraska Statewide

The Legislature has established four instructional and service priorities for Nebraska’s community colleges.

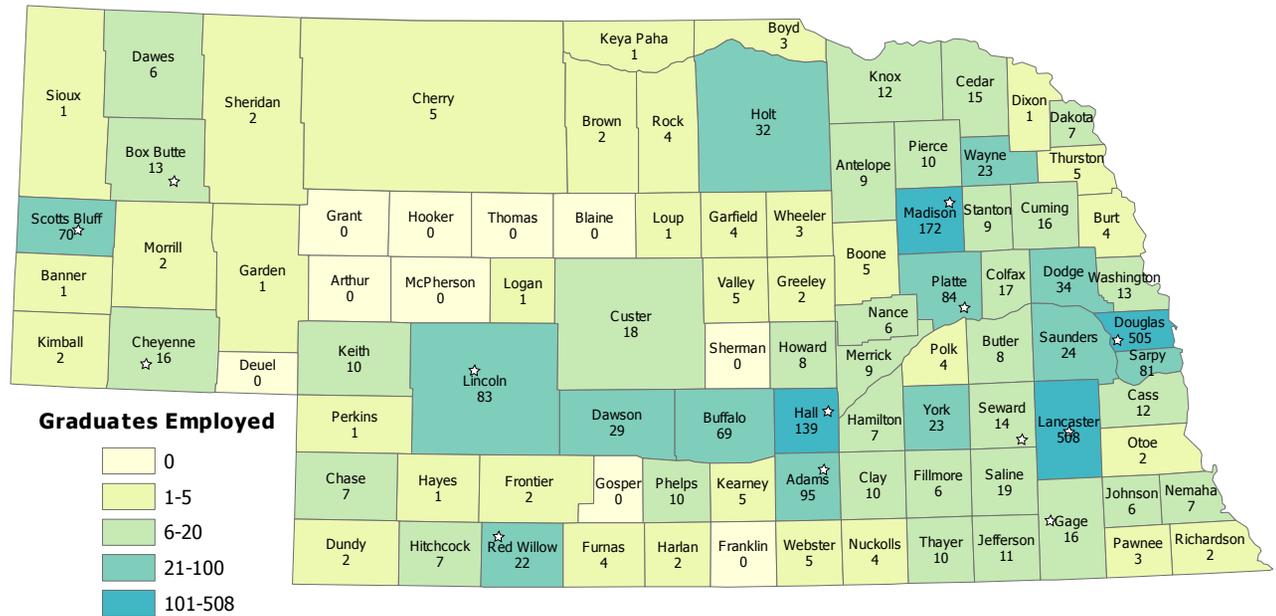
Applied technology and occupational education and, when necessary, foundations education;

Transfer education, including general academic transfer programs, or applied technology and occupational programs which may be applicable to the first two years of a bachelor’s degree program;

Public service, particularly adult continuing education for occupations and professions, economic and community development focused on customized occupational assessment and job training programs for business and communities, and vocational and personal development courses;

Applied research.(Applied research activities of the community college areas shall be directly related to the enhancement of the instructional programs, student achievement, institutional effectiveness, public service activities, and to the professional development of the faculty.)

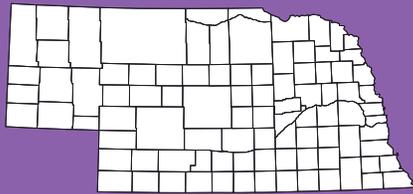
COMMUNITY COLLEGE GRADUATES WORKING IN NEBRASKA 2012



Institution	Number of Graduates	Number of Graduates Working in Nebraska	Percentage of Graduates Working in Nebraska	Estimated Average Annual Earnings for Associates Degree Graduates	Estimated Median Annual Earnings for Associates Degree Graduates
All Community Colleges	5,182	3,799	73%	\$24,034	\$22,219

Source: Nebraska Department of Labor: Graduate Outcomes in Nebraska, Released 2012

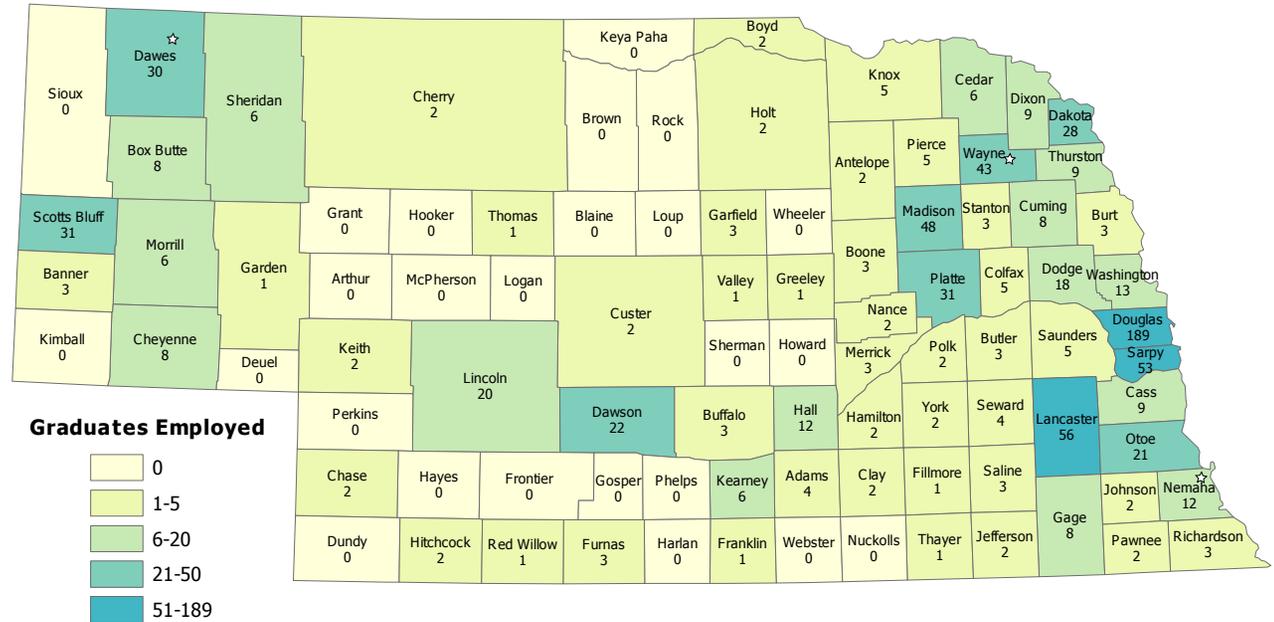
- Only 10 of Nebraska’s 93 counties did not have at least one graduate employed in the county. These counties have some of the lowest populations in the state.
- Each year, about three-fourths of Community College graduates are found working in Nebraska about a year after graduation.



### Nebraska Statewide

The Nebraska State College System serves close to 9,000 students from Nebraska and surrounding states through three geographically diverse institutions: Chadron State College, Peru State College and Wayne State College. Combined, the three colleges offer more than 200 degree, certificate, and pre-professional programs that are accessible on the three campuses, via the internet, and in several satellite locations throughout the state. With more than 250 credentialed faculty and 50,000 successful graduates, the NSCS provides significant human and intellectual capital that contributes to the current and future economic strength of the State of Nebraska.

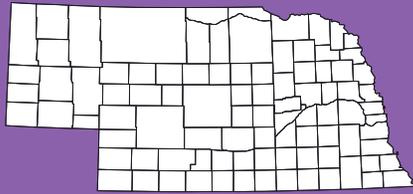
## STATE COLLEGE GRADUATES WORKING IN NEBRASKA 2012



Institution	Number of Graduates	Number of Graduates Working in Nebraska	Percentage of Graduates Working in Nebraska	Estimated Average Annual Earnings for Bachelor's Degree Graduates	Estimated Median Annual Earnings for Bachelor's Degree Graduates
All State Colleges	1,735	1,083	62%	\$25,097	\$24,936

Source: Nebraska Department of Labor: Graduate Outcomes in Nebraska, Released 2012

- Slightly over half (51%) of all State College graduates working in Nebraska graduated in an Education field of study.
- State College graduates with a post-baccalaureate degree or certificate were more likely to be working in the state (69%) than bachelor's degree graduates (59%).



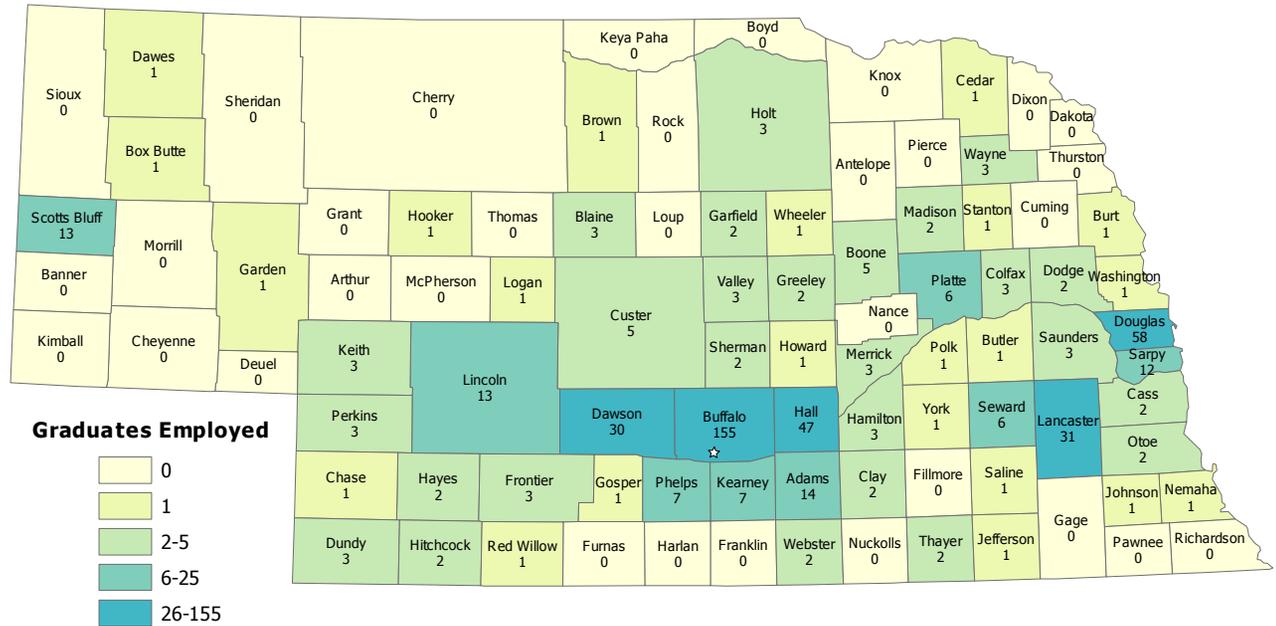
### Nebraska Statewide

The public, residential University of Nebraska at Kearney is an affordable, student-centered regional hub of intellectual, cultural and artistic excellence that has been a prominent part of Nebraska’s higher education landscape for more than a century.

As one of four campuses of the University of Nebraska, UNK offers:

- Access to all the opportunities and choices of a major public university.
- A wide range of academic programs that lead to exciting careers.
- Nationally-renowned faculty.
- A rich and diverse campus life.
- A home away from home.

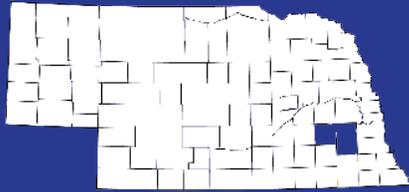
## UNK GRADUATES WORKING IN NEBRASKA 2012



Institution	Number of Graduates	Number of Graduates Working in Nebraska	Percentage of Graduates Working in Nebraska	Estimated Average Annual Earnings for Bachelor's Degree Graduates	Estimated Median Annual Earnings for Bachelor's Degree Graduates
University of Nebraska - Kearney	1,167	745	64%	\$23,927	\$24,221

Source: Nebraska Department of Labor: Graduate Outcomes in Nebraska, Released 2012

- Many UNK programs have a job placement rate that’s almost 100%, including Graphic Arts, Industrial Technology, Speech and Hearing Disorders, Accounting, Education, and Computer Science and Information Technology.
- 25%-30% of all teachers, school administrators, speech pathologists, school counselors, and school psychologists in Nebraska are UNK graduates.
- Graduates of UNK’s College of Education account for 33% of all Nebraska high school principals and 35% of all public school superintendents appointed in Nebraska every year.



## Lincoln MSA

The Local Area Unemployment Statistics (LAUS) program is a Federal-State cooperative effort in which monthly estimates of total employment and unemployment are prepared for approximately 7,300 areas nationwide.

These estimates are key indicators of local economic conditions. The Bureau of Labor Statistics (BLS) of the U.S. Department of Labor is responsible for the concepts, definitions, technical procedures, validation, and publication of the estimates that State employment security agencies prepare under agreement with BLS.

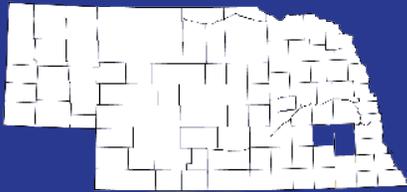


<b>Nebraska Statewide 2011</b>			
<b>Civilian Labor Force</b>	<b>Employment</b>	<b>Unemployment</b>	<b>Unemployment Rate (%)</b>
1,005,455	960,830	44,625	4.4%
<b>Lincoln MSA</b>			
<b>Civilian Labor Force</b>	<b>Employment</b>	<b>Unemployment</b>	<b>Unemployment Rate (%)</b>
172,265	165,418	6,848	4.0%

Note: Annual Average, Not Seasonally Adjusted

Source: Nebraska Department of Labor, Local Area Unemployment Statistics, Released 2012

- The unemployment rate in the Lincoln MSA is lower than the Nebraska rate.
- The Lincoln MSA accounts for ≈17.1% of the state’s civilian labor force and ≈15.3% of the state’s unemployed individuals.
- The Nebraska Department of Labor develops labor force estimates for 127 different areas within the state.



## Lincoln MSA

### Definitions of Labor Force Concepts:

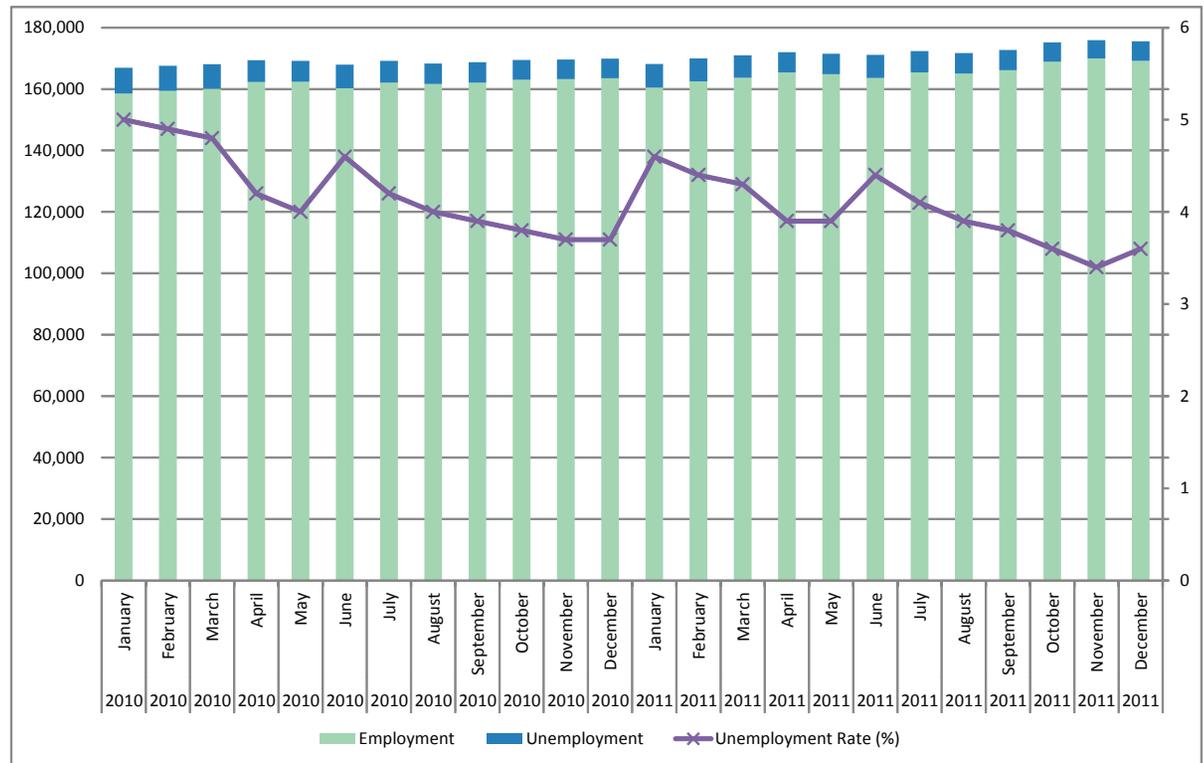
**Civilian labor force:** Included are all persons in the civilian noninstitutional population classified as either employed or unemployed.

**Employed persons:** These are all persons who, during the reference week, (a) did any work as paid employees, worked in their own business or profession or on their own farm, or worked 15 hours or more as unpaid workers in an enterprise operated by a member of their family, or (b) were not working but who had jobs from which they were temporarily absent. Each employed person is counted only once, even if he or she holds more than one job.

**Unemployed persons:** Included are all persons who had no employment during the reference week, were available for work, except for temporary illness, and had made specific efforts to find employment some time during the 4 week-period ending with the reference week.

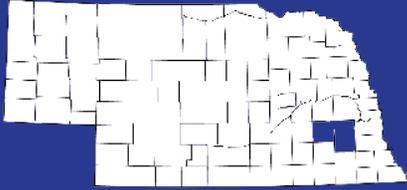
**Unemployment rate:** The ratio of unemployed to the civilian labor force expressed as a percentage.

## UNEMPLOYMENT RATE MONTHLY TRENDS 2010-2011



Source: Nebraska Department of Labor, Local Area Unemployment Statistics, Released 2012

- Over 2010 and 2011, the Lincoln MSA unemployment rate has trended along the same path as the Nebraska rate, but about a half a point lower.



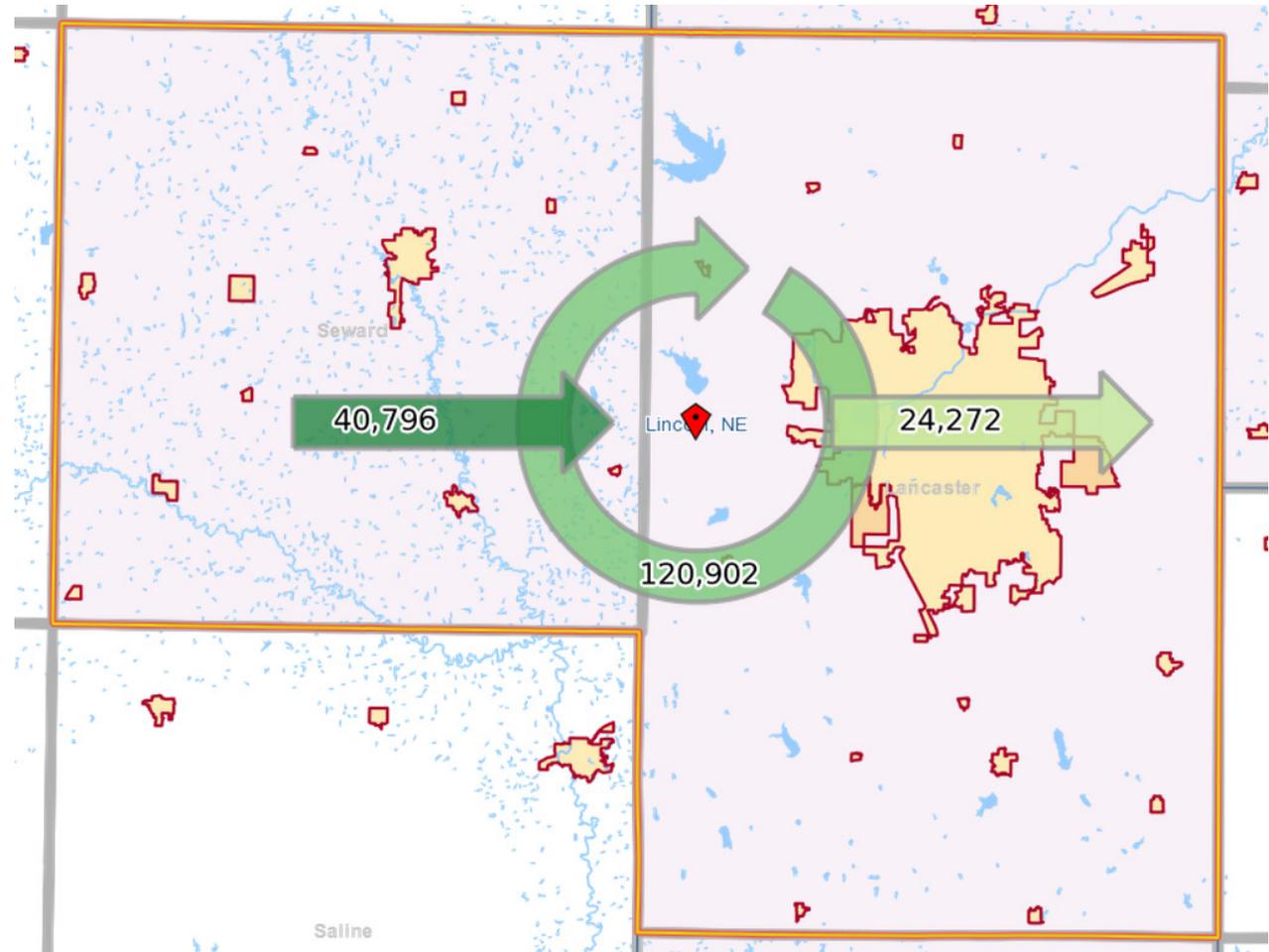
## Lincoln MSA

Local Employment Dynamics (LED) is a voluntary partnership between state labor market information agencies and the U.S. Census Bureau to develop new information about local labor market conditions at low cost, with no added respondent burden, and with the same confidentiality protections afforded census and survey data.

OnTheMap provides an easy-to-use interface for creating, viewing, printing and downloading workforce related maps, profiles, and underlying data. Based on 2002-2010 Longitudinal Employer-Household Dynamics (LEHD) Origin Destination Employment Statistics (LODES), OnTheMap is a unique resource for mapping the travel patterns of workers and identifying small-area workforce characteristics.

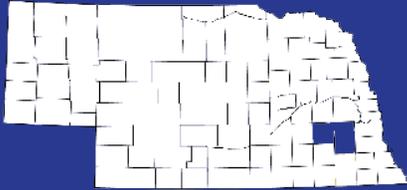
The project is supported by the Employment and Training Administration (ETA) at the U.S. Department of Labor.

## COMMUTING PATTERNS 2010



Source: U.S. Census Bureau, Local Employment Dynamics, Released 2012

- The majority of the Lincoln MSA's workers live in the Lincoln MSA.
- Far more people commute into the Lincoln MC to work than commute out.

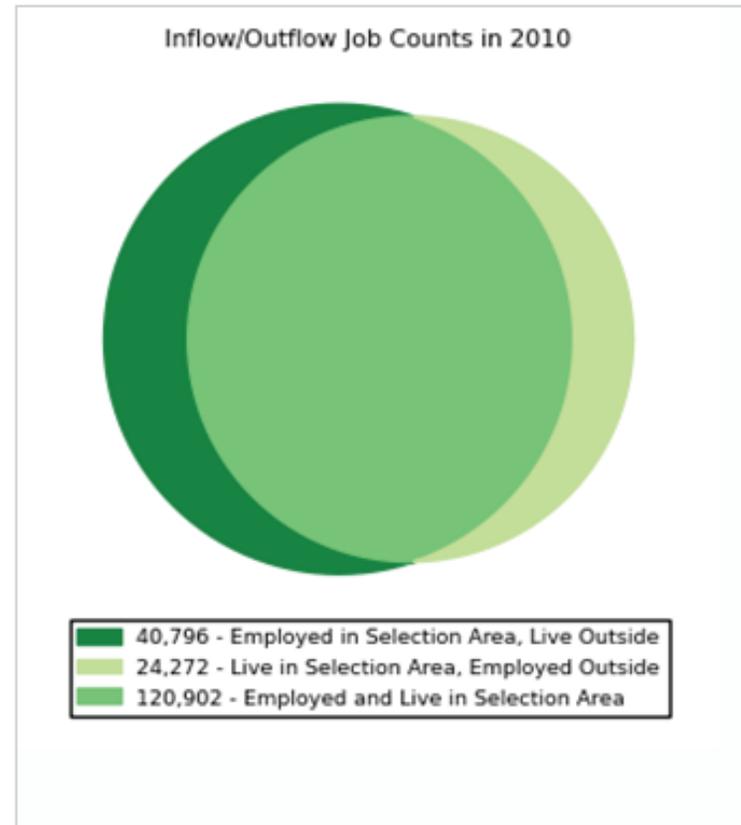


### Lincoln MSA

Commuting (Journey to Work) refers to a worker’s travel from home to work. Place of work refers to the geographic location of the worker’s job. Work at home refers to a worker who does not commute to a different geographic area from work, meaning their place of work is their home. Daytime population refers to the estimated number of people who are residing and working in an area during the “daytime” working hours.

There are several surveys conducted by the Census Bureau that ask questions related to commuting including means of transportation, time of departure, mean travel time to work, vehicles available, distance traveled, and expenses associated with commuting.

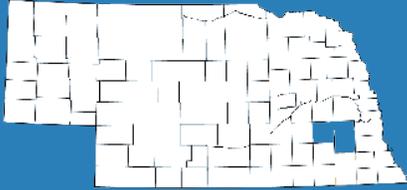
## WORKER INFLOW/OUTFLOW 2010



Source: U.S. Census Bureau, Local Employment Dynamics, Released 2012

Inflow/Outflow Job Counts (All Jobs)	2010	
	Count	Share
Employed in Lincoln MSA	161,698	100%
Employed in Lincoln MSA but Living Outside	40,796	25%
Employed and Living in Lincoln MSA	120,902	75%
Living in Lincoln MSA	145,174	100%
Living in Lincoln MSA but Employed Outside	24,272	17%
Living and Employed in Lincoln MSA	120,902	83%

- Omaha and its suburbs and Crete account for most of the commuting both in and out of the Lincoln MC.



Lincoln MSA

Wages for the OES survey are straight-time, gross pay, exclusive of premium pay.

Included in the collection of wage data are:

- base rate,
- cost-of-living allowances,
- guaranteed pay,
- hazardous-duty pay,
- incentive pay, including commissions and production bonuses, and tips.

Excluded from the wage data are:

- back pay,
- jury duty pay,
- overtime pay,
- severance pay,
- shift differentials,
- nonproduction bonuses, and tuition reimbursements.

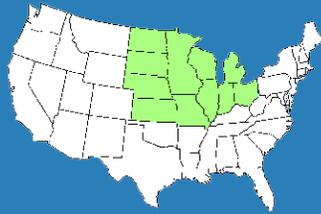
WAGES BY OCCUPATION FIRST QUARTER 2012

SOC Code	Standard Occupational Code Title	Hourly Average	Hourly Entry	Hourly Experienced	Annual Average Lincoln MSA	Annual Average Nebraska
11-0000	Management Occupations	\$45.35	\$23.84	\$56.10	\$94,325	\$96,018
13-0000	Business and Financial Operations Occupations	\$28.61	\$17.74	\$34.04	\$59,505	\$62,170
15-0000	Computer and Mathematical Occupations	\$27.92	\$18.01	\$32.87	\$58,066	\$68,256
17-0000	Architecture and Engineering Occupations	\$30.30	\$18.77	\$36.06	\$63,028	\$65,158
19-0000	Life, Physical, and Social Science Occupations	\$25.92	\$16.84	\$30.47	\$53,929	\$56,854
21-0000	Community and Social Services Occupations	\$17.11	\$10.06	\$20.63	\$35,579	\$36,193
23-0000	Legal Occupations	\$37.74	\$15.58	\$48.81	\$78,488	\$79,078
25-0000	Education, Training, and Library Occupations	\$24.33	\$13.02	\$30.00	\$50,617	\$43,283
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	\$20.40	\$10.59	\$25.32	\$42,442	\$39,015
29-0000	Healthcare Practitioners and Technical Occupations	\$32.91	\$15.94	\$41.39	\$68,454	\$65,888
31-0000	Healthcare Support Occupations	\$13.23	\$10.11	\$14.78	\$27,510	\$26,565
33-0000	Protective Service Occupations	\$18.80	\$10.98	\$22.70	\$39,088	\$38,685
35-0000	Food Preparation and Serving-Related Occupations	\$9.70	\$8.20	\$10.46	\$20,179	\$19,928
37-0000	Building and Grounds Cleaning and Maintenance Occupations	\$11.58	\$8.27	\$13.24	\$24,083	\$23,228
39-0000	Personal Care and Service Occupations	\$10.89	\$8.23	\$12.23	\$22,652	\$23,108
41-0000	Sales and Related Occupations	\$15.69	\$8.33	\$19.38	\$32,638	\$34,615
43-0000	Office and Administrative Support Occupations	\$14.73	\$9.32	\$17.44	\$30,636	\$30,731
45-0000	Farming, Fishing, and Forestry Occupations	\$12.73	\$8.05	\$15.07	\$26,480	\$29,792
47-0000	Construction and Extraction Occupations	\$18.15	\$11.69	\$21.37	\$37,739	\$38,512
49-0000	Installation, Maintenance, and Repair Occupations	\$19.60	\$12.69	\$23.06	\$40,772	NA
51-0000	Production Occupations	\$16.61	\$10.50	\$19.67	\$34,554	\$33,198
53-0000	Transportation and Material Moving Occupations	\$14.92	\$8.60	\$18.08	\$31,040	\$33,285
<b>00-0000</b>	<b>Total all occupations</b>	<b>\$19.15</b>	<b>\$9.13</b>	<b>\$24.16</b>	<b>\$39,832</b>	<b>\$39,409</b>

Source: Nebraska Department of Labor, Occupational Employment Statistics, Released 2012

- The occupations with the highest average earnings in the Lincoln MSA were Management Occupations, with workers making an average of \$94,325 per year.
- The occupations with the lowest average earnings were Food Preparation and Serving-Related Occupations, with workers making an average \$20,179 per year.



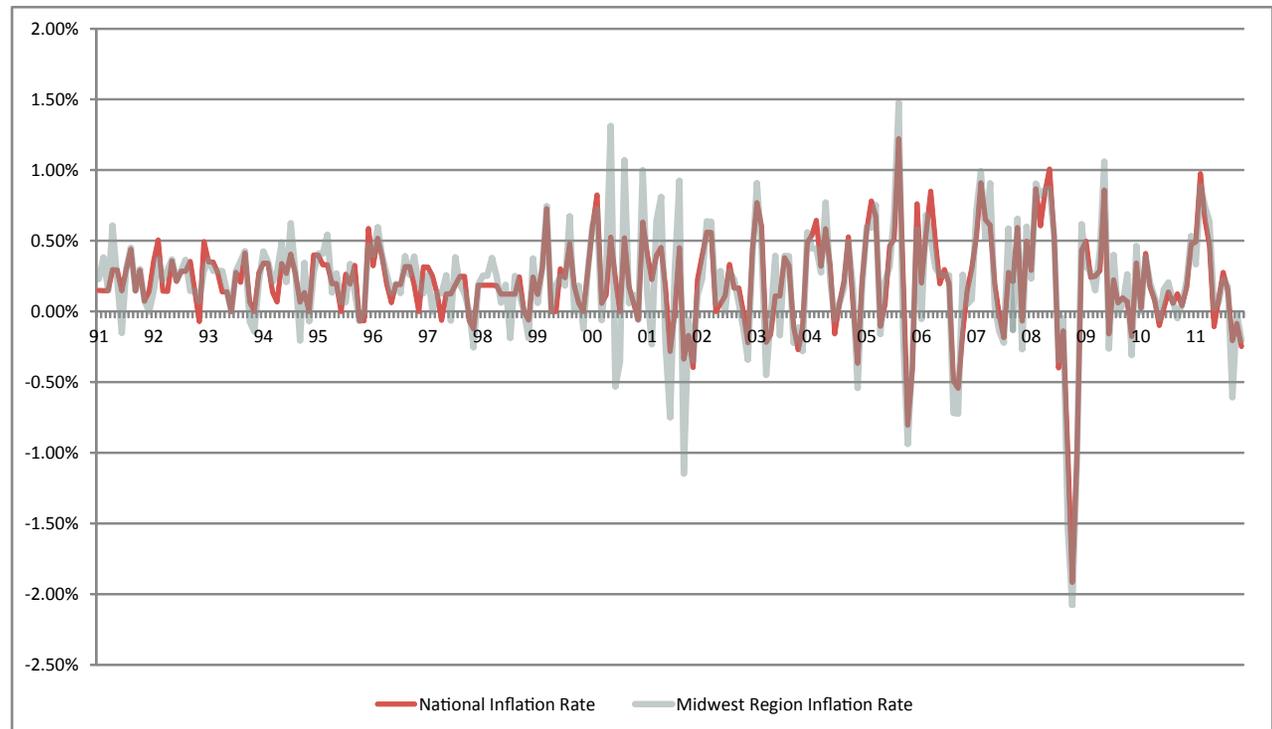


## Midwest Region

The Consumer Price Index (CPI) represents changes in prices of all goods and services purchased for consumption by urban households. User fees (such as water and sewer service) and sales and excise taxes paid by the consumer are also included. Income taxes and investment items (like stocks, bonds, and life insurance) are not included.

The CPI-U includes expenditures by urban wage earners and clerical workers, professional, managerial, and technical workers, the self-employed, short-term workers, the unemployed, retirees and others not in the labor force. The CPI-W includes only expenditures by those in hourly wage earning or clerical jobs. As the most widely used measure of inflation, the CPI is an indicator of the effectiveness of government policy. In addition, business executives, labor leaders and other private citizens use the index as a guide in making economic decisions.

## MONTHLY INFLATION RATE MIDWEST VS. U.S. 1991-2011



Source: Bureau of Labor Statistics, Released 2012

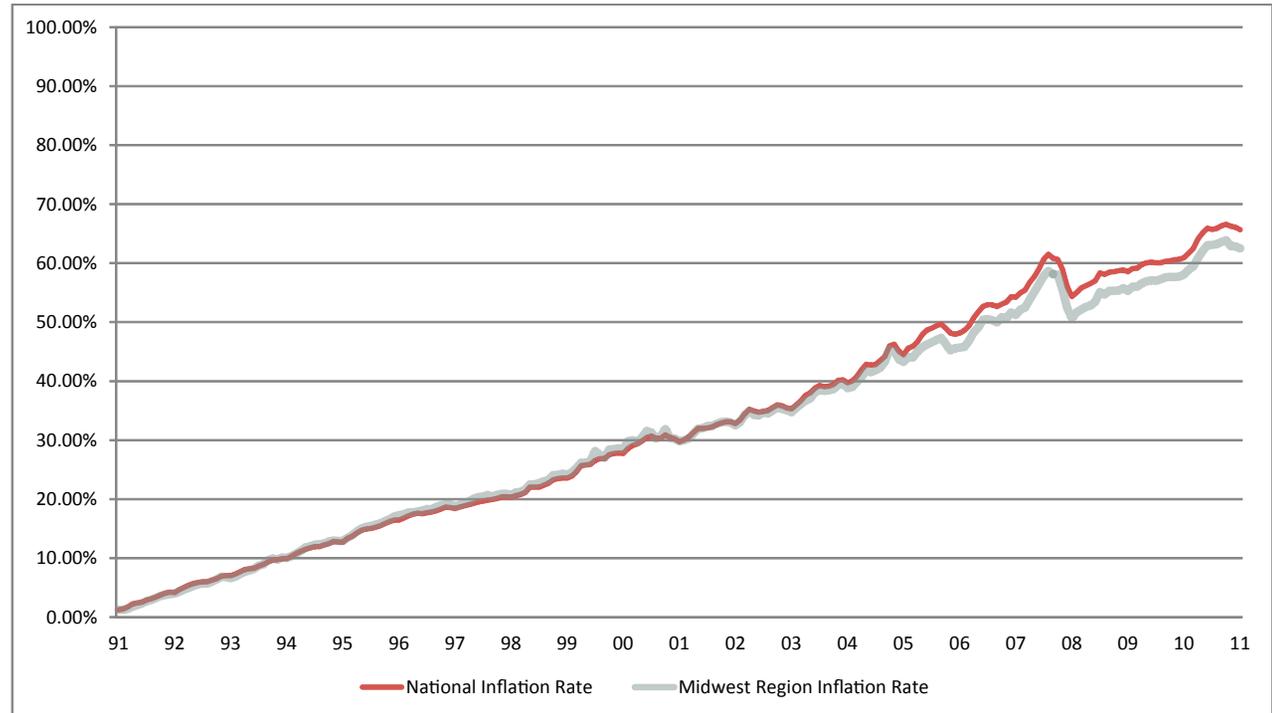
- If prices for these goods rise, the Consumer Price Index will rise and if prices decrease the index will drop.
- The percent changes in the CPI should be directly related to the price changes consumers experience for the time period for everything they buy.



### Midwest Region

The CPI and its components are used to adjust other economic series for price change and to translate these series into inflation-free dollars. Over 2 million workers are covered by collective bargaining agreements which tie wages to the CPI. The index affects the income of almost 80 million people as a result of statutory action: 47.8 million Social Security beneficiaries, about 4.1 million military and Federal Civil Service retirees and survivors, and about 22.4 million food stamp recipients. Changes in the CPI also affect the cost of lunches for the 26.7 million children who eat lunch at school. Some private firms and individuals use the CPI to keep rents, royalties, alimony payments and child support payments in line with changing prices. Since 1985, the CPI has been used to adjust the Federal income tax structure to prevent inflation-induced increases in taxes.

## INFLATION: MIDWEST VS. U.S. 1991-2011, BASE YEAR 1991



Source: Bureau of Labor Statistics, Released 2012

- Overall price levels increased by 65.7% over the past 20 years in the United States.
- The Midwest Region was slightly slower at 62.5% over that same period.
- This way of calculating inflation allows a person to track how a specific price, for example annual wages, have kept up with the rest of prices in the economy over the past two decades.



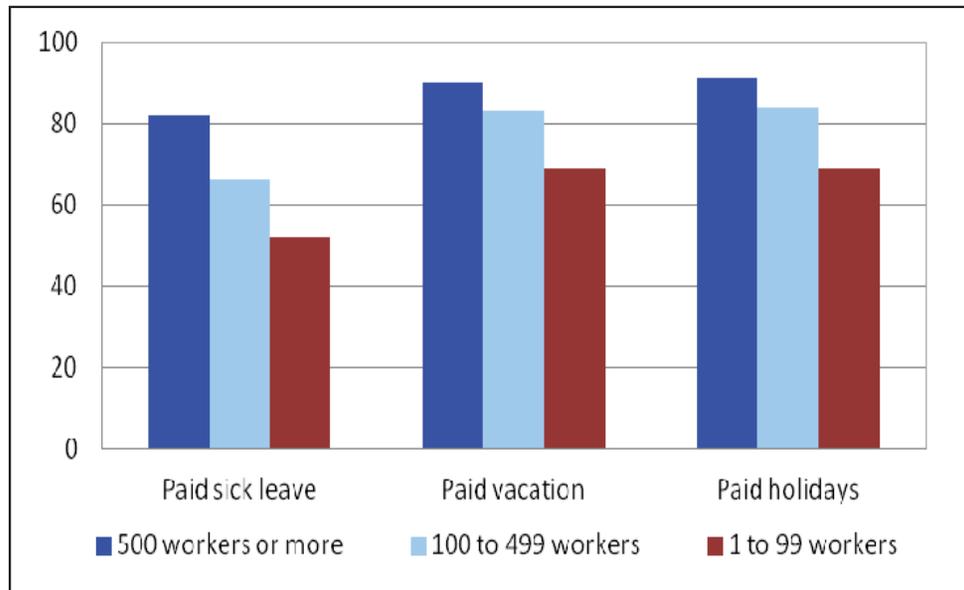
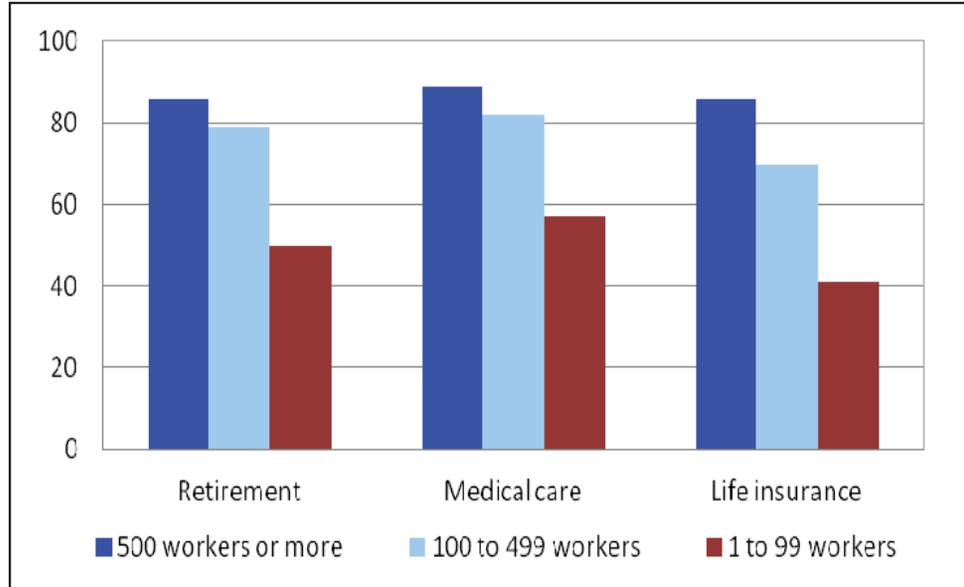
United States of America

The National Compensation Survey (NCS) covers the incidence and detailed provisions of selected employee benefit plans in private establishments. The data are presented as the percent of employees who have access to or participate in certain benefits, or as average benefit provisions (for example, the average number of paid holidays provided to employees each year).

The NCS provides incidence and extensive provisions data for two major benefit areas: Health insurance and Retirement (both defined benefit and defined contribution components).



EMPLOYERS OFFERING BENEFITS 2012



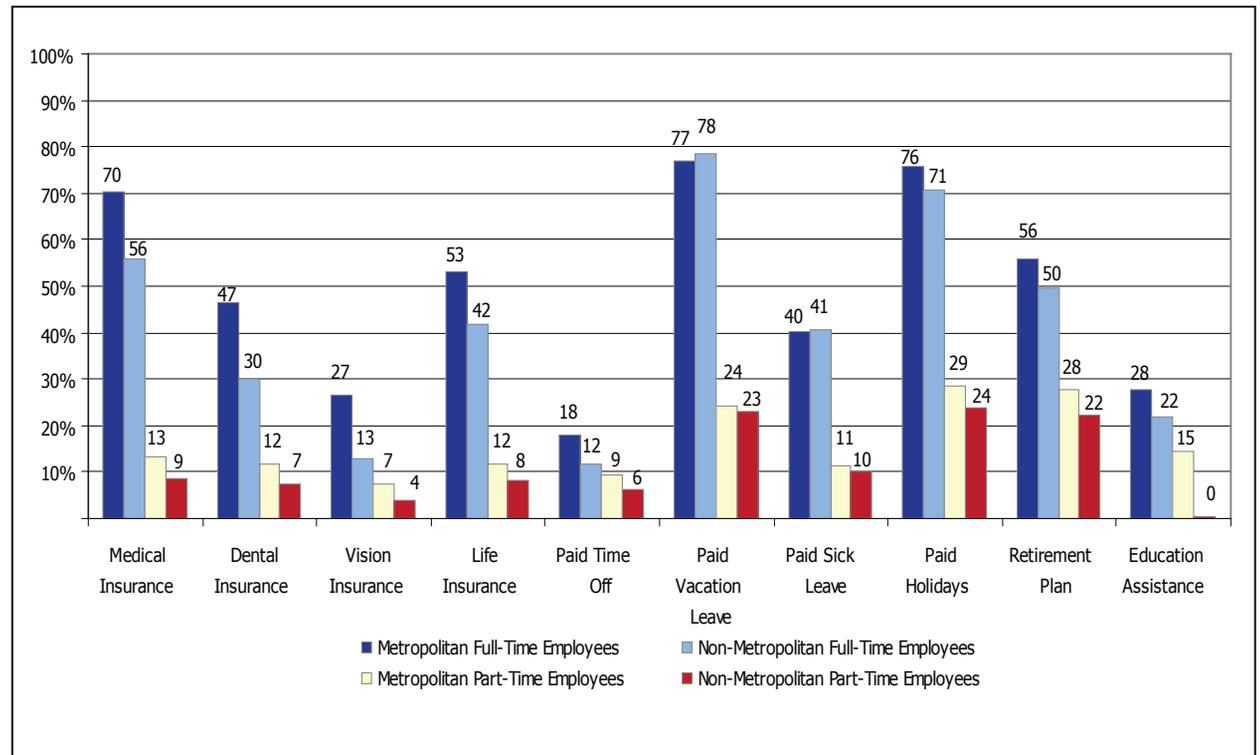
Source: Large, medium, and small establishments: Access to selected benefits, private industry, March 2012



### Nebraska Statewide

The 2006 Nebraska Employee Benefits Survey aimed to understand the type of benefits provided by businesses in Nebraska to their employees and the prevalence of employers offering these benefits. This information is important to both employers and employees since benefits can account for a significant portion of an employee's compensation package. This was the fourth time the Department of Labor conducted an employee benefits survey.

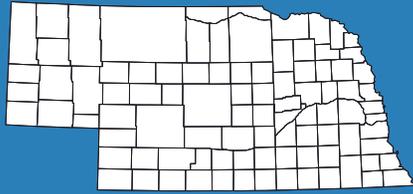
## EMPLOYERS OFFERING BENEFITS 2006



Source: Nebraska Department of Labor, Benefits Survey, Released 2007

	1-4 Employees	5-9 Employees	10-19 Employees	20-49 Employees	50-99 Employees	100-249 Employees	250+ Employees	All Sizes
Medical Insurance	30.3%	52.6%	67.3%	79.7%	92.6%	97.4%	98.6%	63.8%
Dental Insurance	13.0%	24.1%	36.9%	53.5%	72.6%	90.0%	94.4%	39.0%
Vision Insurance	6.0%	13.1%	19.0%	26.1%	39.2%	48.1%	64.1%	20.2%
Life Insurance	15.9%	33.5%	49.4%	64.4%	81.7%	93.8%	97.2%	48.1%
Paid Time Off	7.0%	10.7%	14.0%	18.4%	21.6%	36.0%	38.5%	14.8%
Paid Vacation	59.7%	79.5%	80.6%	82.7%	85.4%	77.6%	81.9%	77.7%
Paid Sick Leave	30.9%	41.7%	42.3%	42.8%	48.1%	39.7%	50.7%	40.8%
Paid Holidays	57.0%	74.6%	76.0%	76.5%	83.1%	80.3%	92.3%	73.6%
Retirement Plan	27.3%	46.5%	55.6%	62.5%	77.0%	85.1%	83.2%	53.3%
Educational Assistance	11.0%	20.2%	22.9%	28.8%	43.8%	61.1%	84.0%	25.6%

- Full-time employees were more likely to receive paid vacation leave than any other benefit on the survey.
- Part-time employees received paid holidays more often than any other benefit.
- Vision insurance was the least likely to be provided of any of the health insurance categories on the survey.



Nebraska Statewide

This table indicates the percentage of employees in each industry who have health insurance, broken down by the size of the firms which they work for.



EMPLOYERS OFFERING HEALTH INSURANCE 2006

	1-4 Employees	5-9 Employees	10-19 Employees	20-49 Employees	50-99 Employees	100-249 Employees	250+ Employees	All Sizes
Natural Resources and Mining	16.7%	63.6%	58.3%	66.7%	**	**	**	41.8%
Construction	20.3%	47.7%	71.6%	86.3%	95.8%	100.0%	100.0%	59.9%
Manufacturing	40.8%	59.8%	85.7%	91.2%	98.8%	98.5%	100.0%	81.0%
Trade, Transportation & Utilities	31.3%	57.9%	70.4%	86.2%	93.2%	100.0%	100.0%	67.2%
Information	56.5%	78.8%	86.0%	89.3%	100.0%	100.0%	100.0%	83.1%
Financial Activities	39.3%	75.3%	92.5%	98.5%	96.0%	100.0%	100.0%	76.8%
Professional Business Services	32.5%	47.9%	73.6%	84.0%	94.1%	96.9%	92.3%	63.1%
Education and Health Services	32.4%	44.2%	58.9%	77.3%	91.7%	97.4%	100.0%	63.6%
Leisure & Hospitality	11.7%	16.0%	27.7%	48.9%	80.3%	87.5%	100.0%	38.5%
Other Services	24.8%	48.0%	70.2%	72.4%	81.3%	100.0%	100.0%	52.6%

Source: Nebraska Department of Labor, Benefits Survey, Released 2007

- Medical Insurance is most common in the Information industry, where 83.1% of employees receive the benefit.
- Small firms provide medical insurance at much lower rates than very large ones in every industry.
- Leisure and Hospitality is the industry which is least likely to provide medical coverage, at 38.5%.





### Lincoln MSA

The North American Industry Classification System (NAICS) was developed under the direction and guidance of the Office of Management and Budget (OMB) as the standard for use by Federal statistical agencies in classifying business establishments for the collection, tabulation, presentation, and analysis of statistical data describing the U.S. economy. Use of the standard provides uniformity and comparability in the presentation of these statistical data. NAICS is based on a production-oriented concept, meaning that it groups establishments into industries according to similarity in the processes used to produce goods or services.

## EMPLOYMENT AND WAGES BY INDUSTRY 2011

	ESTABLISHMENTS	AVG EMPLOYMENT	AVG WEEKLY WAGE	TOTAL WAGES
Agriculture, Forestry, Fishing & Hunting	65	638	\$456	\$15,144,420
Mining, Quarrying, and Oil and Gas Extraction	***	***	***	***
Utilities	19	900	\$1,346	\$62,969,404
Construction	996	6,903	\$768	\$275,824,421
Manufacturing	262	12,910	\$911	\$611,500,859
Wholesale Trade	418	3,963	\$887	\$182,708,180
Retail Trade	1,057	18,231	\$430	\$407,545,742
Transportation and Warehousing	238	9,343	\$872	\$423,844,149
Information	116	2,248	\$911	\$106,525,214
Finance and Insurance	659	10,089	\$980	\$513,994,651
Real Estate and Rental and Leasing	311	1,645	\$568	\$48,624,649
Professional and Technical Services	927	8,289	\$1,046	\$450,852,468
Management of Companies and Enterprises	132	2,539	\$1,128	\$148,972,145
Administrative and Waste Services	507	7,088	\$471	\$173,430,621
Educational Services	123	17,983	\$799	\$747,606,635
Health Care and Social Assistance	901	22,352	\$795	\$923,885,348
Arts, Entertainment, and Recreation	126	2,788	\$268	\$38,835,791
Accommodation and Food Services	679	13,371	\$239	\$165,979,831
Other Services, Ex. Public Admin	810	4,882	\$568	\$144,133,070
Public Administration	234	13,543	\$914	\$643,619,271
<b>Total, All Industries</b>	<b>8,580</b>	<b>159,707</b>	<b>\$733</b>	<b>\$6,086,147,982</b>

Source: Nebraska Department of Labor, Quarterly Census of Employment and Wages, Released 2011

- The Utilities industry paid the highest average weekly wage of \$1,346, which was more than 5 times the average weekly wage for Accommodation and Food Services (\$239).
- The industry employing the most people in the Lincoln MSA was Health Care and Social Assistance.



### Lincoln MSA

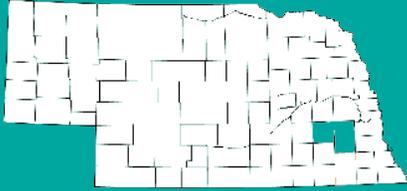
The Quarterly Census of Employment and Wages (QCEW) Program is a cooperative program involving the Bureau of Labor Statistics of the U.S. Department of Labor and the State Employment Security Agencies. The QCEW program produces a comprehensive tabulation of employment and wage information for workers covered by State unemployment insurance laws and Federal workers covered by the Unemployment Compensation for Federal Employees program. Publicly available files include data on the number of establishments, monthly employment, and quarterly wages, by NAICS industry, by county, by ownership sector, for the entire United States. These data are aggregated to annual levels, to higher industry levels (NAICS industry groups, sectors, and supersectors), and to higher geographic levels (national, State, and Metropolitan Statistical Area (MSA)).

## EMPLOYMENT CHANGE BY INDUSTRY 2001-2011

INDUSTRY	2001 EMPLOYMENT	2011 EMPLOYMENT	EMPLOYMENT CHANGE	% CHANGE
Agriculture, Forestry, Fishing & Hunting	794	638	-156	-19.65%
Mining, Quarrying, and Oil and Gas Extraction	16	-	-	-
Utilities	652	900	248	38.04%
Construction	7,774	6,903	-871	-11.20%
Manufacturing	18,045	12,910	-5,135	-28.46%
Wholesale Trade	4,489	3,963	-526	-11.72%
Retail Trade	16,624	18,231	1,607	9.67%
Transportation and Warehousing	6,382	9,343	2,961	46.40%
Information	3,528	2,248	-1,280	-36.28%
Finance and Insurance	8,360	10,089	1,729	20.68%
Real Estate and Rental and Leasing	1,585	1,645	60	3.79%
Professional and Technical Services	8,498	8,289	-209	-2.46%
Management of Companies and Enterprises	1,698	2,539	841	49.53%
Administrative and Waste Services	7,453	7,088	-365	-4.90%
Educational Services	15,845	17,983	2,138	13.49%
Health Care and Social Assistance	17,789	22,352	4,563	25.65%
Arts, Entertainment, and Recreation	2,396	2,788	392	16.36%
Accommodation and Food Services	12,693	13,371	678	5.34%
Other Services, Ex. Public Admin	5,035	4,882	-153	-3.04%
Public Administration	14,538	13,543	-995	-6.84%
<b>Total, All Industries</b>	<b>154,192</b>	<b>159,707</b>	<b>5,515</b>	<b>3.58%</b>

Source: Nebraska Department of Labor, Quarterly Census of Employment and Wages, Released 2011

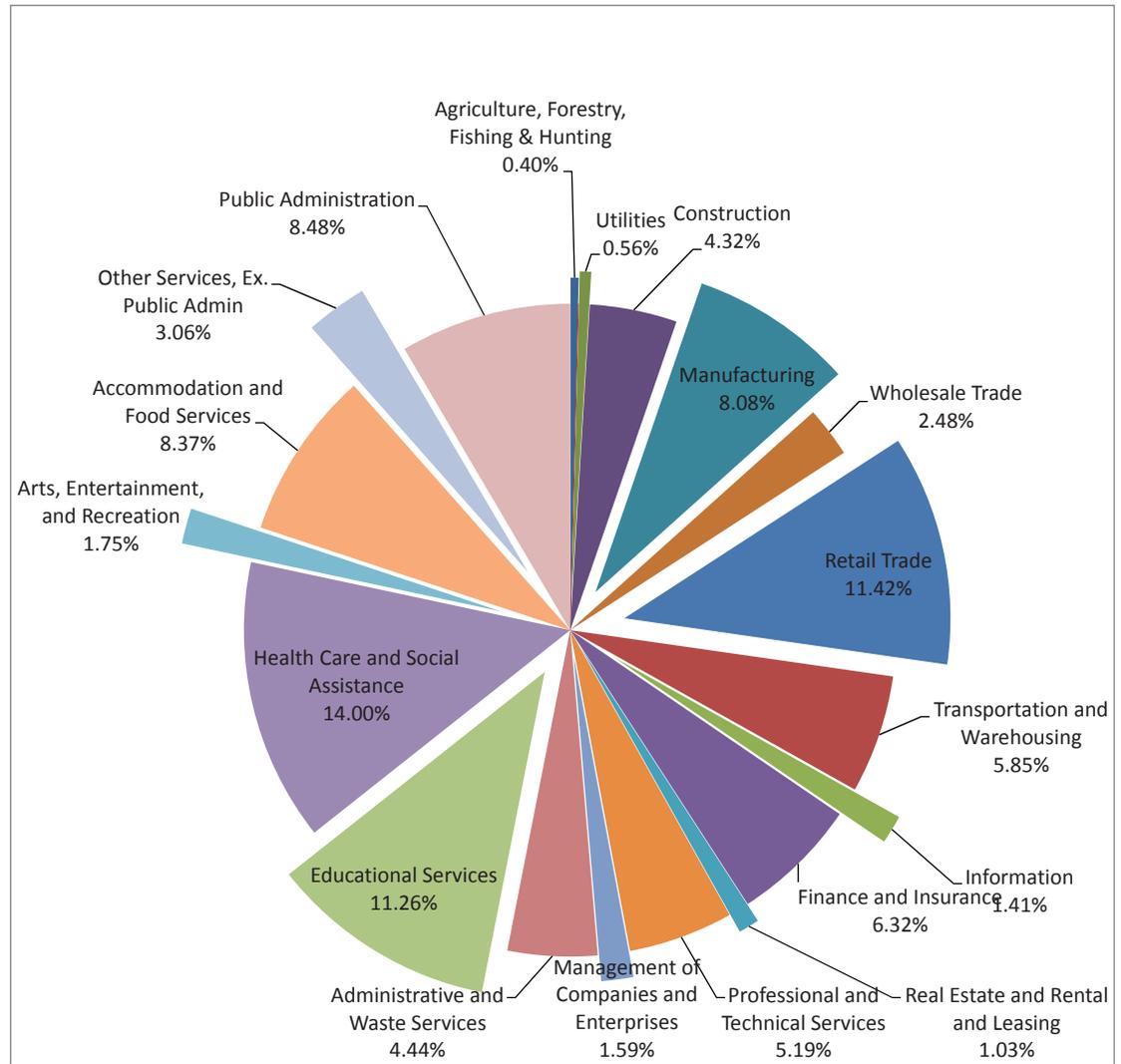
- The Information industry saw the biggest percentage loss between 2001 and 2011 at 36.28%.
- However, Manufacturing lost the most in numbers, losing 5,135 workers between 2001 and 2011.



### Lincoln MSA

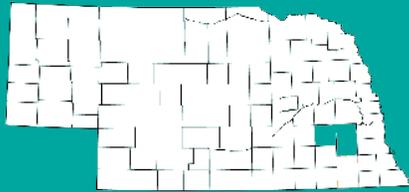
Employment data under the QCEW program represent the number of covered workers who worked during, or received pay for, the pay period including the 12th of the month. Excluded are members of the armed forces, the self-employed, proprietors, domestic workers, unpaid family workers, and railroad workers covered by the railroad unemployment insurance system. Wages represent total compensation paid during the calendar quarter, regardless of when services were performed. Included in wages are pay for vacation and other paid leave, bonuses, stock options, tips, the cash value of meals and lodging, and in some States, contributions to deferred compensation plans (such as 401(k) plans). The QCEW program does provide partial information on agricultural industries and employees in private households.

## INDUSTRY EMPLOYMENT DISTRIBUTION 2011



Source: Nebraska Department of Labor, Quarterly Census of Employment and Wages, Released 2011

- The three biggest industries in the Lincoln MSA were Health Care and Social Assistance, Retail Trade, and Educational Services; taking 14%, 11.42%, and 11.26% of the workforce respectively.



### Lincoln MSA

A location quotient measures the concentration of employment in a given industry (relative to a base total, in this case all industries) within a geographical area relative to the concentration of employment within that same industry for a larger geographical area, of which the first geographical area is a subset. Location Quotients demonstrate disparity in the relative proportional composition of industry employment. For example one might imagine that Detroit MI the ‘Motor City’ would have a high location quotient in the manufacturing industry sector compared the US.

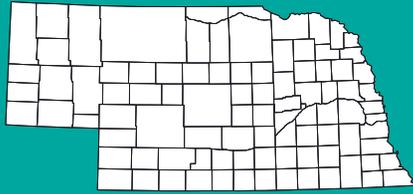
Location Quotients can be used in determining which industry sectors are ‘basic’ to an area. This metric has been used to predict what sorts of economic goods an area might export or import. It also sheds light on which industry sectors are most vital to a community’s economic wellbeing.

## INDUSTRY LOCATION QUOTIENT 2011

Industry	LQ: NE TO USA	LQ: LINCOLN TO NE
Agriculture, Forestry, Fishing and Hunting	1.53	0.29
Mining, Quarrying, and Oil and Gas Extraction	0.20	0.00
Utilities	1.63	0.54
Construction	1.03	0.96
Manufacturing	1.14	0.78
Wholesale Trade	1.06	0.55
Retail Trade	1.02	0.98
Transportation and Warehousing	1.25	1.21
Information	0.88	0.73
Finance and Insurance	1.37	1.07
Real Estate and Rental and Leasing	0.67	1.02
Professional, Scientific, and Technical Services	0.82	1.06
Management of Companies and Enterprises	1.25	0.86
Administrative and Support and Waste Management	0.79	0.93
Educational Services	1.19	1.18
Health Care and Social Assistance	1.00	0.98
Arts, Entertainment and Recreation	0.80	1.23
Accommodation and Food Services	0.87	1.08
Other Services (except Public Administration)	0.83	1.07
Public Administration	0.97	1.54

Source: Nebraska Department of Labor, Quarterly Census of Employment and Wages, Released 2011

- The Public Administration industry is basic to the Lincoln MSA, which reflects the presence of the presence Capitol and various state agencies.
- The Lincoln MSA has a very low location quotient in Agriculture Forestry Fishing and Hunting compared to the rest of the state.

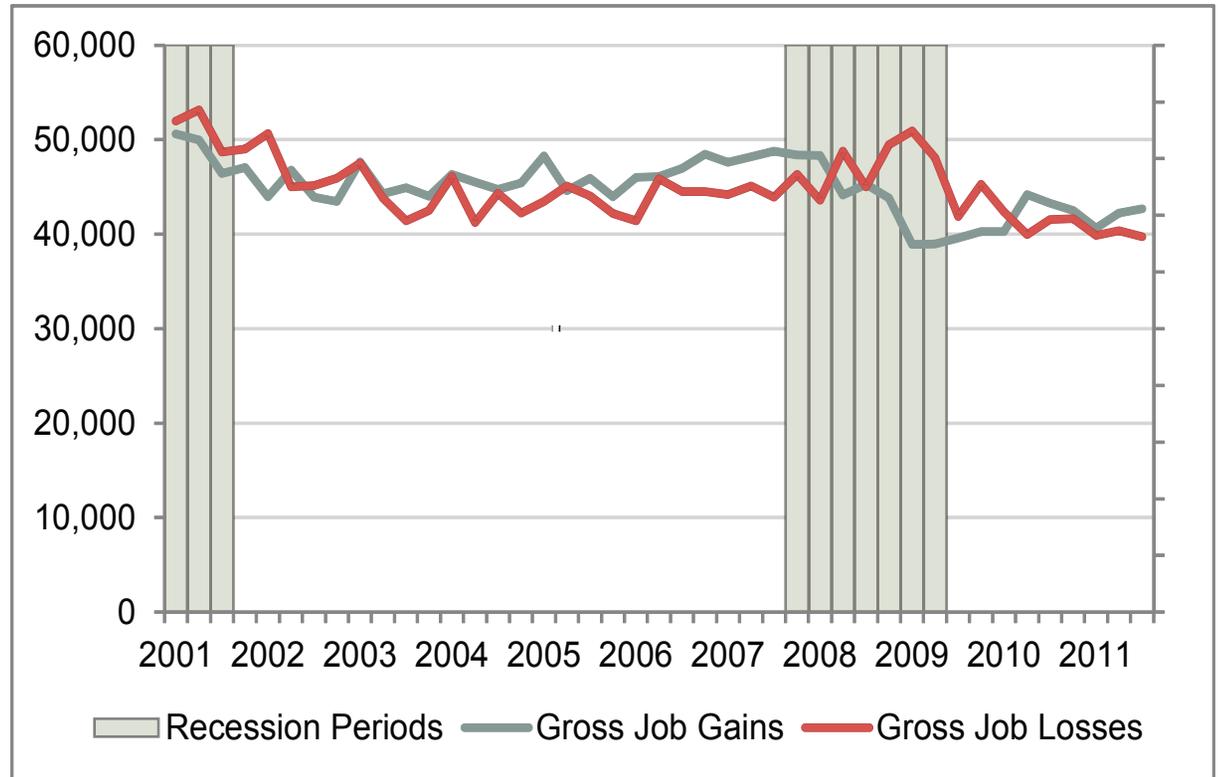


Nebraska Statewide

Business Employment Dynamics consist of a quarterly series of statistics on gross job gains and gross job losses. Gross job gains and gross job losses reveal some aspects of business dynamics, including establishment openings and closings and establishment expansions and contractions.

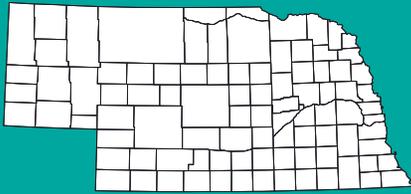


BUSINESS EMPLOYMENT DYNAMICS: GAINS AND LOSSES  
2001-2011



Note: Seasonally Adjusted Data  
Source: Bureau of Labor Statistics, Business Employment Dynamics, Released 2012

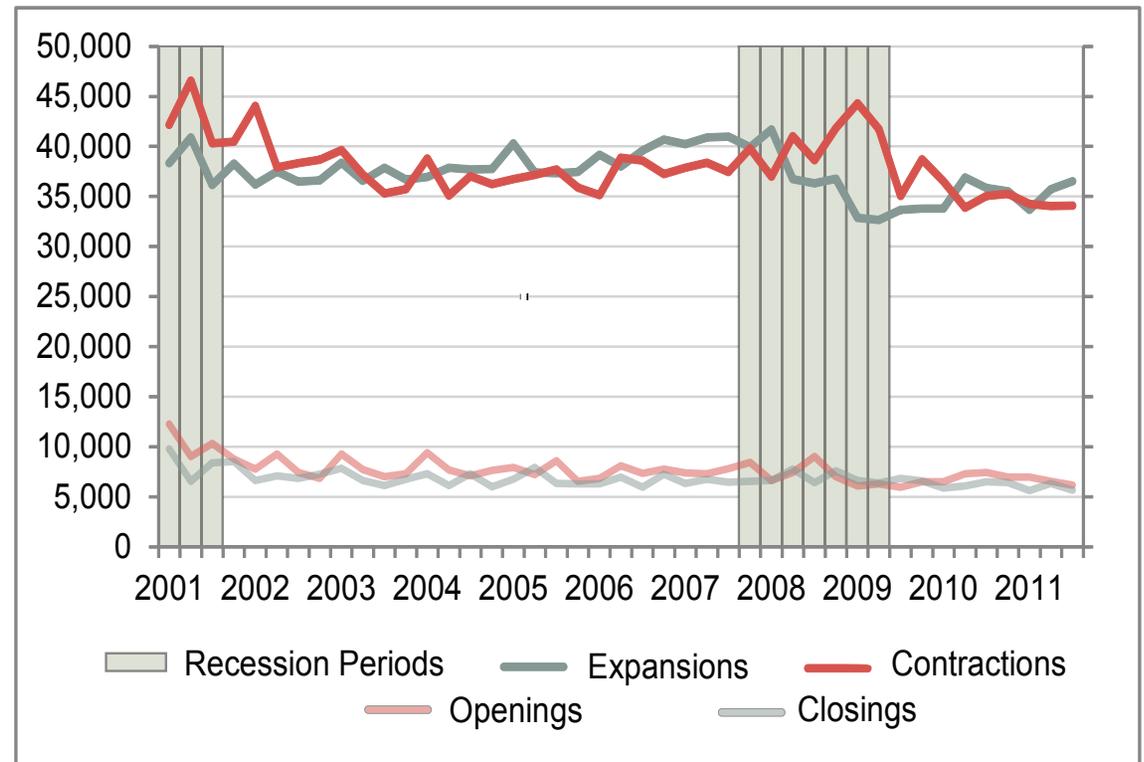
- Job gains have outpaced job losses every month since the second quarter of 2010.
- Government employees, private households, and establishments with zero employment are not included in any BED data.
- There was a net gain of 2,951 jobs during the month of third quarter of 2011, the last month data was available for this publication.



### Nebraska Statewide

The microdata used to construct the gross job gains and gross job losses statistics are from the Quarterly Census of Employment and Wages (QCEW), or ES-202, program. These data include all establishments subject to State unemployment insurance (UI) laws and Federal agencies subject to the Unemployment Compensation for Federal Employees program. Each quarter, the State agencies edit and process the data and send the information to BLS in Washington, DC. The data cover approximately 98 percent of all employment; the major exclusions from UI coverage are the self-employed and certain nonprofit organizations. Establishments report employment for the pay period including the 12th of the month. The job flow estimates report employment changes between the third month of each quarter.

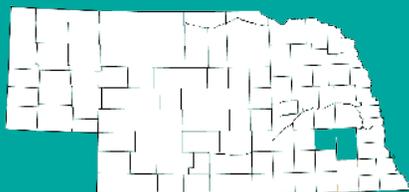
## BUSINESS EMPLOYMENT DYNAMICS: EXPANSIONS AND CONTRACTIONS 2001-2012



Note: Seasonally Adjusted Data

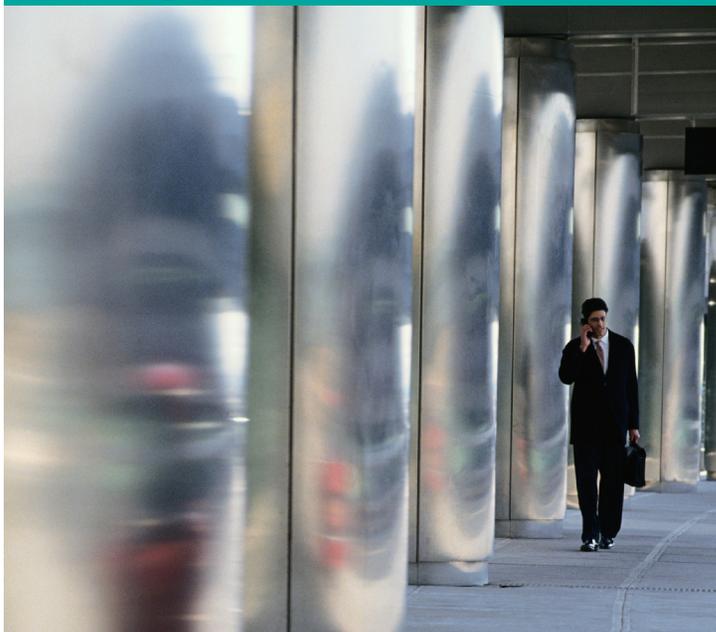
Source: Bureau of Labor Statistics, Business Employment Dynamics, Released 2012

- Expansions outpaced contractions in the state for the 3rd quarter of 2011.
- 44,299 contractions occurred in the first quarter of 2001, this was the highest level of contraction during the most recent recession.
- 6,157 openings occurred in the state in the third quarter of 2011.

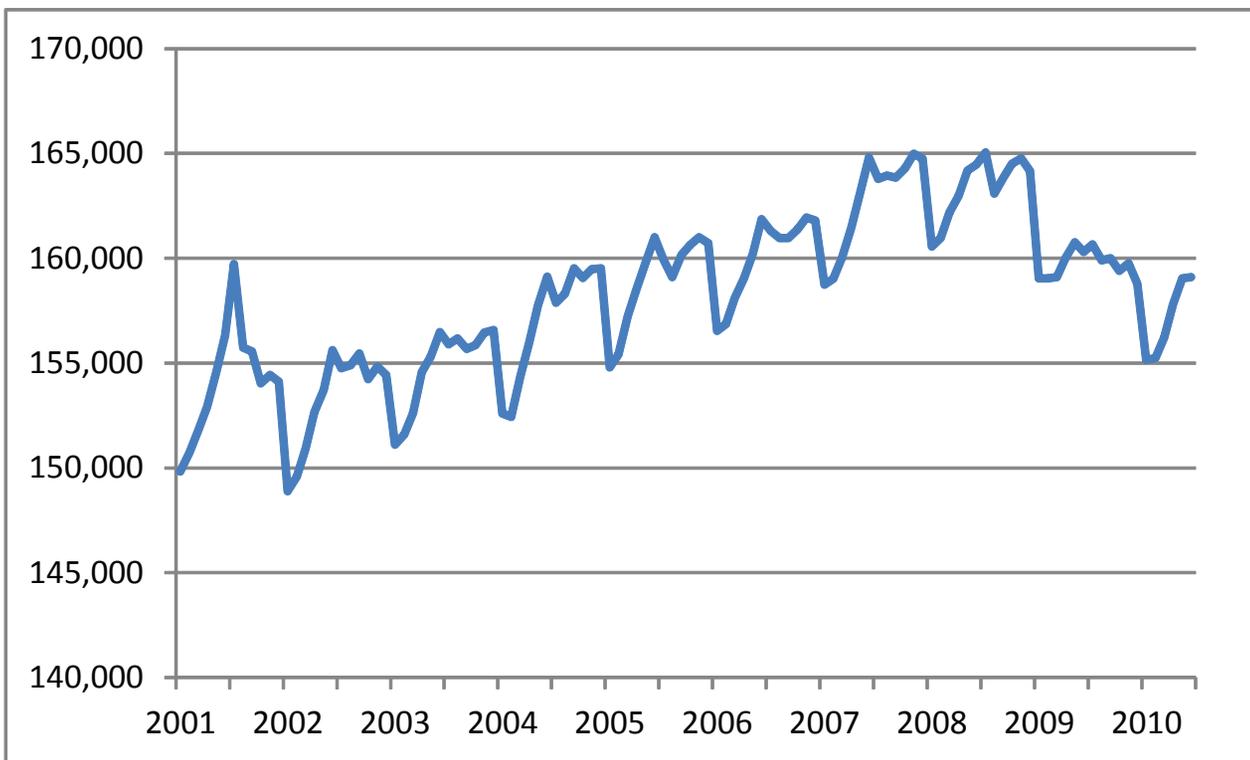


### Lincoln MSA

QCEW is the Quarterly Census of Employment and Wages. The program originated in the 1930s, and was known as the ES-202 program until 2003 when the current QCEW name was adopted. The primary economic product is the tabulation of employment and wages of establishments which report to the Unemployment Insurance (UI) programs of the United States. Employment covered by these UI programs represents about 99.7% of all wage and salary civilian employment in the country.



## TOTAL EMPLOYMENT TRENDS 2001-2012



Source: Nebraska Department of Labor, Quarterly Census of Employment and Wages, Released 2012

- Employment in the Lincoln MSA has trended right along with the Nebraska employment pattern between 2001 and 2011.
- Employment numbers in the Lincoln MSA tend to vary by only about 5,000 in any year.



### Lincoln MSA

The Quarterly Workforce Indicators (QWI) are a set of economic indicators -- including employment, job creation, wages, and worker turnover -- that can be queried by different levels of geography -- state, county, metro, and workforce investment area -- as well as by detailed industry, gender, and age of workers. You can query the data directly by using the QWI Online tool on this site.

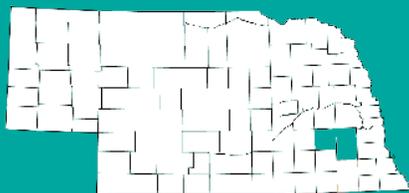
The QWI are built upon wage records in the Unemployment Insurance (UI) system and information from state QCEW data. The universe of QWI data is UI-covered earnings. UI coverage is broad, covering about 99.7% of total wage and salary civilian jobs.

## QUARTERLY WORKFORCE INDICATORS 2011

	Employment	Net Job Flows	Job Creation	New Hires	Separations	Turnover	Avg Monthly Earnings	Avg New Hire Earnings
Agriculture, Forestry, Fishing & Hunting	740	24	368	3,693	7,771	9.75%	\$4,273	\$2,478
Mining, Quarrying, & Oil & Gas Extraction	****	****	****	****	****	****	****	****
Utilities	918	9	33	86	81	1.65%	\$5,911	\$4,997
Construction	6,880	304	2,548	4,824	5,694	9.53%	3,501	2,513
Manufacturing	13,237	475	1,288	3,116	3,031	4.10%	\$4,092	\$2,677
Wholesale Trade	4,312	118	747	1,595	1,686	5.63%	4,217	2,981
Retail Trade	17,366	628	3,107	11,245	11,557	9.83%	\$2,004	\$1,252
Transportation & Warehousing	7,985	251	687	3,763	3,778	7.83%	3,389	2,660
Information	2,541	0	292	846	919	6.73%	\$4,049	\$2,479
Finance & Insurance	10,976	-113	768	2,418	2,731	4.45%	4,443	2,826
Real Estate & Rental & Leasing	1,683	55	394	855	971	9.15%	\$2,564	\$1,715
Professional, Scientific, & Technical Services	8,749	367	1,690	3,620	3,880	6.80%	4,852	3,066
Management of Companies & Enterprises	2,839	18	300	913	1,015	5.78%	\$4,369	\$2,269
Administrative & Support & Waste Management	7,209	339	2,381	11,955	12,914	16.58%	2,386	1,643
Educational Services	17,862	10	1,435	3,741	5,853	4.75%	\$3,409	\$1,634
Health Care & Social Assistance	22,753	244	2,256	7,873	8,559	6.53%	3,674	1,985
Arts, Entertainment & Recreation	2,738	188	1,260	1,934	2,727	14.20%	\$1,160	\$649
Accommodation & Food Services	13,103	250	3,115	13,580	14,446	15.45%	1,202	818
Other Services (except Public Administration)	4,868	166	999	2,332	2,590	8.08%	\$2,638	\$1,514
Public Administration	12,917	-48	1,142	2,265	3,268	3.60%	3,712	2,290
<b>All Industry</b>	<b>159,678</b>	<b>3,336</b>	<b>24,860</b>	<b>80,657</b>	<b>93,473</b>	<b>7.45%</b>	<b>\$3,334</b>	<b>\$1,843</b>

Source: Nebraska Department of Labor, Quarterly Workforce Indicators, Released 2012

- The industry with the lowest turnover rate also had the highest average monthly earnings. Utilities had a 1.7% turnover rate and \$5,911 average monthly earnings.
- The industry with the highest turnover rate was Administrative and Support and Waste Management, with a 16.6% rate.



## Lincoln MSA

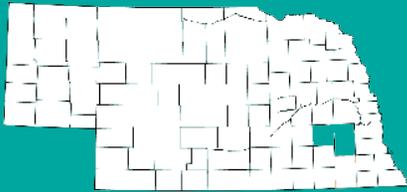
The Occupational Employment Statistics (OES) program conducts a semi-annual mail survey designed to produce estimates of employment and wages for specific occupations. The OES program collects data on wage and salary workers in nonfarm establishments in order to produce employment and wage estimates for about 800 occupations. Data from self-employed persons are not collected and are not included in the estimates. The OES program produces these occupational estimates by geographic area, and by industry and ownership. Estimates based on geographic areas are available at the National, State, Metropolitan, and Nonmetropolitan Area levels. The Bureau of Labor Statistics produces occupational employment and wage estimates for over 450 industry classifications at the national level.

## EMPLOYMENT BY OCCUPATION: 2010-2011

SOC Code	Standard Occupational Code Title	Est	Est	Employment Difference
		Employment May 2010	Employment May 2011	
<b>00-0000</b>	<b>Total all occupations</b>	<b>159110</b>	<b>160050</b>	<b>940</b>
11-0000	Management Occupations	5420	5160	-260
13-0000	Business and Financial Operations Occupations	8730	8570	-160
15-0000	Computer and Mathematical Occupations	4320	4590	270
17-0000	Architecture and Engineering Occupations	***	2590	***
19-0000	Life, Physical, and Social Science Occupations	***	1470	***
21-0000	Community and Social Services Occupations	3310	3510	200
23-0000	Legal Occupations	***	880	***
25-0000	Education, Training, and Library Occupations	10260	10560	300
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	2820	2950	130
29-0000	Healthcare Practitioners and Technical Occupations	***	9590	***
31-0000	Healthcare Support Occupations	***	4190	***
33-0000	Protective Service Occupations	***	2610	***
35-0000	Food Preparation and Serving-Related Occupations	13710	14010	300
37-0000	Building and Grounds Cleaning and Maintenance Occupations	4650	4570	-80
39-0000	Personal Care and Service Occupations	***	3460	***
41-0000	Sales and Related Occupations	16330	16110	-220
43-0000	Office and Administrative Support Occupations	30030	29590	-440
45-0000	Farming, Fishing, and Forestry Occupations	160	200	40
47-0000	Construction and Extraction Occupations	6230	6120	-110
49-0000	Installation, Maintenance, and Repair Occupations	5360	5500	140
51-0000	Production Occupations	***	10560	***
53-0000	Transportation and Material Moving Occupations	***	13280	***

Source: Nebraska Department of Labor, Occupational Employment Statistics, Released 2012

- The Lincoln MSA saw only marginal growth between 2010 and 2011 overall.
- Office and Administrative Support Occupations saw the greatest loss in occupational employment in between 2010 and 2011, this loss was offset by gains in Food prep/Service occupations and Computer/Mathematical occupations among others.



## Lincoln MSA

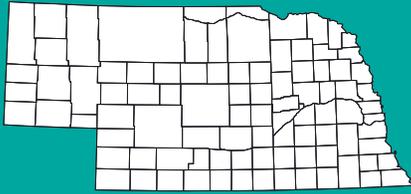
The 2010 Standard Occupational Classification (SOC) system is used by Federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. All workers are classified into one of 840 detailed occupations according to their occupational definition. To facilitate classification, detailed occupations are combined to form 461 broad occupations, 97 minor groups, and 23 major groups. Detailed occupations in the SOC with similar job duties, and in some cases skills, education, and/or training, are grouped together.

## EMPLOYMENT BY OCCUPATION: FIRST QUARTER 2011

SOC Code	Standard Occupational Code Title	Estimated Employment May 2011	Hourly Median Wages	Annual Median Wages
41-2031	Retail Salespersons	5,400	\$9.22	\$19,178.00
43-9061	Office Clerks, General	4,450	\$10.12	\$21,044.00
41-2011	Cashiers	3,870	\$8.87	\$18,434.00
29-1111	Registered Nurses	3,420	\$26.54	\$55,203.00
35-3021	Combined Food Preparation & Serving Workers, Including Fast Food	3,300	\$8.62	\$17,931.00
35-3031	Waiters & Waitresses	3,150	\$8.78	\$18,268.00
43-4051	Customer Service Representatives	2,850	\$13.13	\$27,308.00
43-6014	Secretaries, Except Legal, Medical, & Executive	2,610	\$14.66	\$30,490.00
43-3031	Bookkeeping, Accounting, & Auditing Clerks	2,480	\$15.10	\$31,403.00
37-2011	Janitors & Cleaners, Except Maids & Housekeeping Cleaners	2,220	\$11.07	\$23,010.00
51-2092	Team Assemblers	2,190	\$16.16	\$33,623.00
31-1012	Nursing Aides, Orderlies, & Attendants	2,100	\$11.52	\$23,960.00
53-7062	Laborers & Freight, Stock, & Material Movers, H&	1,970	\$10.79	\$22,453.00
43-1011	First-Line Supervisors/Managers of Office & Administrative Support Workers	1,610	\$22.60	\$47,007.00
13-2011	Accountants & Auditors	1,510	\$26.16	\$54,424.00
25-2021	Elementary School Teachers, Except Special Education	1,490	NA	\$49,170.00
43-6011	Executive Secretaries & Administrative Assistants	1,460	\$18.63	\$38,744.00
25-9041	Teacher Assistants	1,450	NA	\$25,121.00
41-1011	First-Line Supervisors/Managers of Retail Sales Workers	1,410	\$16.92	\$35,179.00
21-1093	Social & Human Service Assistants	1,340	\$10.72	\$22,296.00

Source: Nebraska Department of Labor, Occupational employment Statistics, released 2012

- 14 of the top 20 occupations in the Lincoln MSA paid over \$10 per hour.

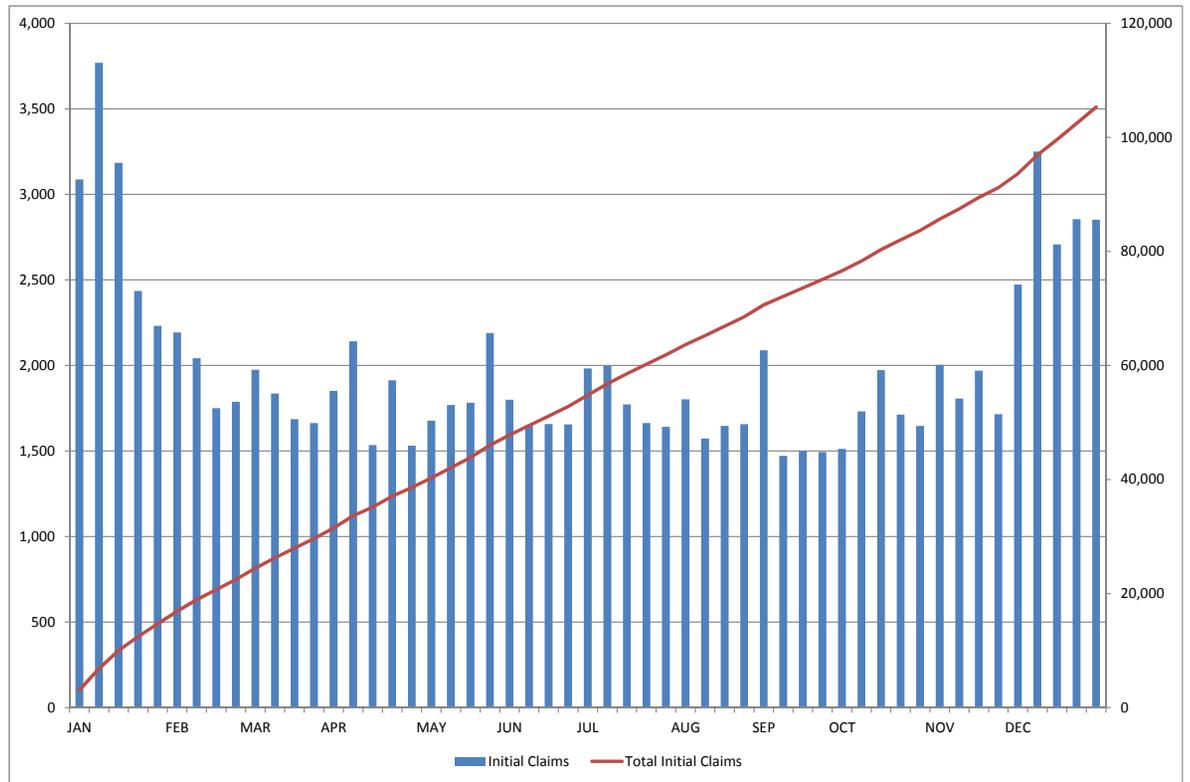


### Nebraska Statewide

The Unemployment Insurance weekly claims data are used in current economic analysis of unemployment trends in the Nation, and in each State. Initial claims measure emerging unemployment and continued weeks claimed measure the number of persons claiming unemployment benefits.

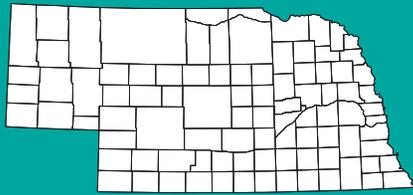


## UNEMPLOYMENT INSURANCE: INITIAL CLAIMS 2011



Source: Nebraska Department of Labor, Unemployment Insurance Program, Released 2012

- The labor force in Nebraska hit over one million in April of 2011 and has remained above one million through August 2012, latest available at the time of publication.
- Nebraska’s unemployment consistently ranks among the lowest in the nation, pointing to a strong stable economy.



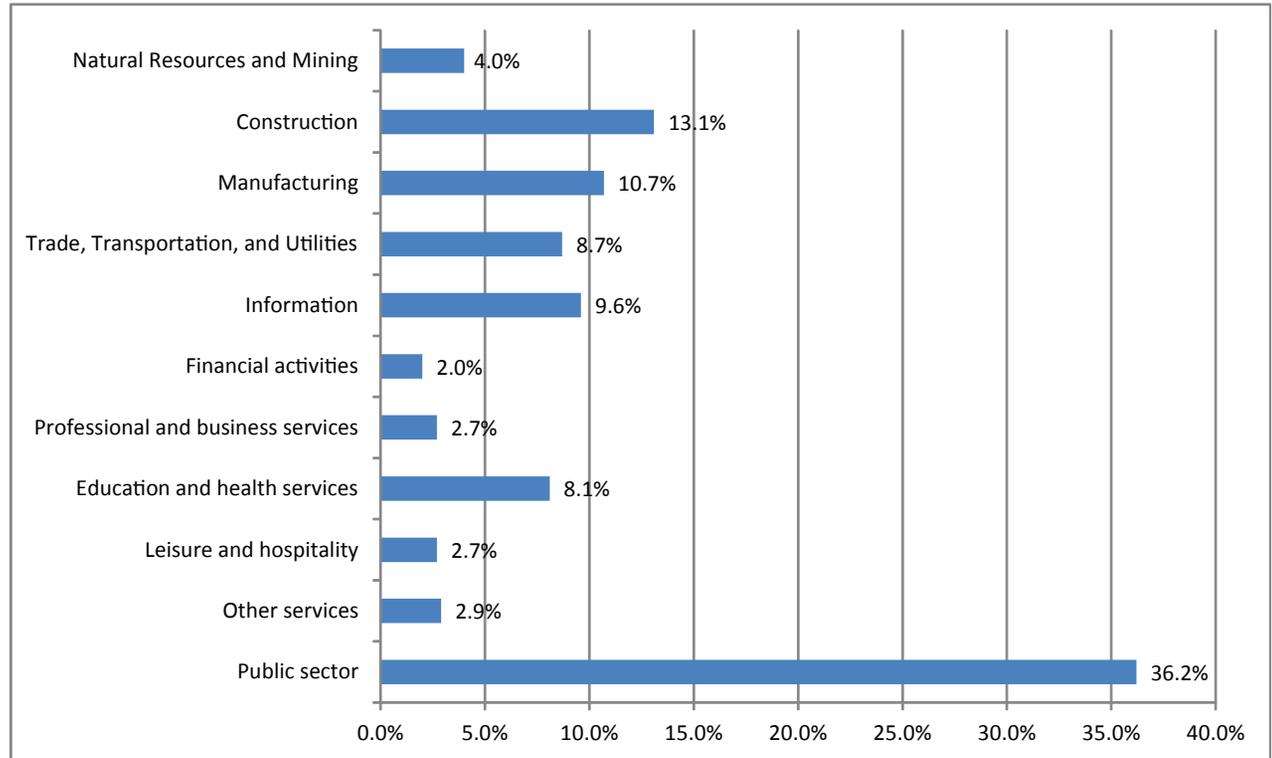
### Nebraska Statewide

The chart on the right contains U.S. Nationwide data. The chart below contains Nebraska statewide data.

The estimates in this release are obtained from the Current Population Survey (CPS), which provides the basic information on the labor force, employment, and unemployment. The survey is conducted monthly for the Bureau of Labor Statistics by the U.S. Census Bureau from a scientifically selected national sample of about 60,000 eligible households. The union membership and earnings data are tabulated from one-quarter of the CPS monthly sample and are limited to wage and salary workers. All self-employed workers are excluded.

	2010	2011
Total Employed	813,000	828,000
Total Union Members	75,000	65,000
Percent Union Members	9.3%	7.9%
Total Representation by Unions	96,000	83,000
Percent Represented by Unions	11.8%	10.0%

## UNIONIZATION BY INDUSTRY 2010-2011



Notes: Includes wage and salary workers age 16 and older.

Source: Bureau of Labor Statistics, Union Members in 2010-2011, released 2012

- Union participation within Nebraska declined by 10,000 employees from 2010 to 2011.
- The public sector has the highest unionization of any industry in the nation.
- Financial Activities had the lowest percent of union members for any industry.



### Lincoln Economic Development Region

Projections by Industry category creates an estimate for the number of job openings which are expected to occur in each field for the next 10 years throughout the state. Industry employment projections are based on historical, statistical and subjective analysis of industry trends. Long-term industry projections are produced every two years and the results are then used as an input into occupational projections.



## LONG TERM INDUSTRY EMPLOYMENT PROJECTIONS 2010-2020

Industry	2010 Annual Employment	2020 Projected Employment	Change in Employment 2010-2020	Percent Change (%)	Compound Annual Growth Rate (%)
Agriculture, Forestry, and Fishing	3,053	3,005	-48	-1.6%	-0.16%
Mining	5	5	0	0.0%	0.00%
Utilities (including private + local)	902	989	87	9.7%	0.93%
Construction	7,141	8,763	1,622	22.7%	2.07%
Manufacturing	12,610	14,484	1,874	14.9%	1.40%
Wholesale Trade	4,295	4,609	314	7.3%	0.71%
Retail Trade	17,807	19,218	1,411	7.9%	0.77%
Transportation and Warehousing	9,987	12,014	2,027	20.3%	1.87%
Information	2,229	2,261	32	1.4%	0.14%
Finance and Insurance	11,741	12,876	1,135	9.7%	0.93%
Real Estate and Rental and Leasing	1,688	1,796	108	6.4%	0.62%
Professional, Scientific, and Technical Services	8,356	9,302	946	11.3%	1.08%
Management of Companies and Enterprises	2,835	3,154	319	11.3%	1.07%
Administrative & Waste Management Services	7,166	8,044	878	12.3%	1.16%
Educational Services (including state and local gov)	20,652	22,637	1,985	9.6%	0.92%
Health Care and Social Assistance	23,384	27,902	4,518	19.3%	1.78%
Arts, Entertainment, and Recreation	2,794	3,136	342	12.2%	1.16%
Accommodation and Food Services	13,047	13,826	779	6.0%	0.58%
Other Services (except Government)	8,342	8,612	270	3.2%	0.32%
Government	15,429	16,636	1,207	7.8%	0.76%
<b>Total</b>	<b>173,463</b>	<b>193,269</b>	<b>19,806</b>	<b>11.4%</b>	<b>1.09%</b>

Source: Nebraska Dept. Of Labor, Office of Labor Market Information, Released 2012

- Health Care and Social Assistance is expected to see the most growth between 2010 and 2020, adding 4,518 jobs to the Lincoln MSA.
- Agriculture, Forestry, and Fishing is the only industry expected to experience a loss in the Lincoln MSA between 2010 and 2020.



### Lincoln Economic Development Region

Projections by Occupation give estimates for the number of jobs which will open in each type of position in the next 10 years throughout the state. Applying industry staffing patterns from the most recent Occupational Employment Statistics survey to industry projections provides forecasts for occupational demand by industry for as many as 750 different job titles.

## LONG TERM OCCUPATIONAL EMPLOYMENT PROJECTIONS 2010-2020

	2010 Est. Employment	2020 Proj. Employment	Growth Openings	Replacement Openings	Total Openings	Numeric Change	Percent Change (%)
Management Occupations	7,395	7,839	499	1,581	2,080	444	6.0%
Business and Financial Operations Occupations	10,442	11,881	1,447	2,198	3,645	1,439	13.8%
Computer and Mathematical Occupations	5,234	6,092	858	997	1,855	858	16.4%
Architecture and Engineering Occupations	2,778	3,030	267	597	864	252	9.1%
Life, Physical, and Social Science Occupations	1,754	1,964	210	520	730	210	12.0%
Community and Social Service Occupations	4,264	4,934	670	937	1,607	670	15.7%
Legal Occupations	1,180	1,217	41	208	249	37	3.1%
Education, Training, and Library Occupations	11,991	13,213	1,222	2,449	3,671	1,222	10.2%
Arts, Design, Entertainment, Sports, and Media Occupations	4,688	4,999	351	1,258	1,609	311	6.6%
Healthcare Practitioners and Technical Occupations	10,985	12,760	1,775	2,208	3,983	1,775	16.2%
Healthcare Support Occupations	4,539	5,469	932	649	1,581	930	20.5%
Protective Service Occupations	2,871	3,167	296	700	996	296	10.3%
Food Preparation and Serving Related Occupations	13,994	15,080	1,151	4,909	6,060	1,086	7.8%
Building and Grounds Cleaning and Maintenance Occupations	5,714	6,293	579	1,028	1,607	579	10.1%
Personal Care and Service Occupations	5,227	6,138	913	1,296	2,209	911	17.4%
Sales and Related Occupations	17,837	19,110	1,291	5,468	6,759	1,273	7.1%
Office and Administrative Support Occupations	32,618	34,913	2,619	6,937	9,556	2,295	7.0%
Farming, Fishing, and Forestry Occupations	2,027	2,001	26	607	633	-26	-1.3%
Construction and Extraction Occupations	7,917	9,096	1,180	1,740	2,920	1,179	14.9%
Installation, Maintenance, and Repair Occupations	6,832	7,624	793	1,521	2,314	792	11.6%
Production Occupations	10,938	12,559	1,699	2,217	3,916	1,621	14.8%
Transportation and Material Moving Occupations	14,980	17,243	2,277	3,464	5,741	2,263	15.1%
<b>Total, All Occupations</b>	<b>186,205</b>	<b>206,622</b>	<b>21,096</b>	<b>43,489</b>	<b>64,585</b>	<b>20,417</b>	<b>11.0%</b>

Source: Nebraska Dept. Of Labor, Office of Labor Market Information, Released 2012

- Office and Administrative Support Occupations are expected to be the biggest gainers, gaining 2,295 jobs between 2010 and 2020.
- Transportation and Material Moving Occupations are expected to be the number two mover, gaining 2,263 jobs between 2010 and 2020.

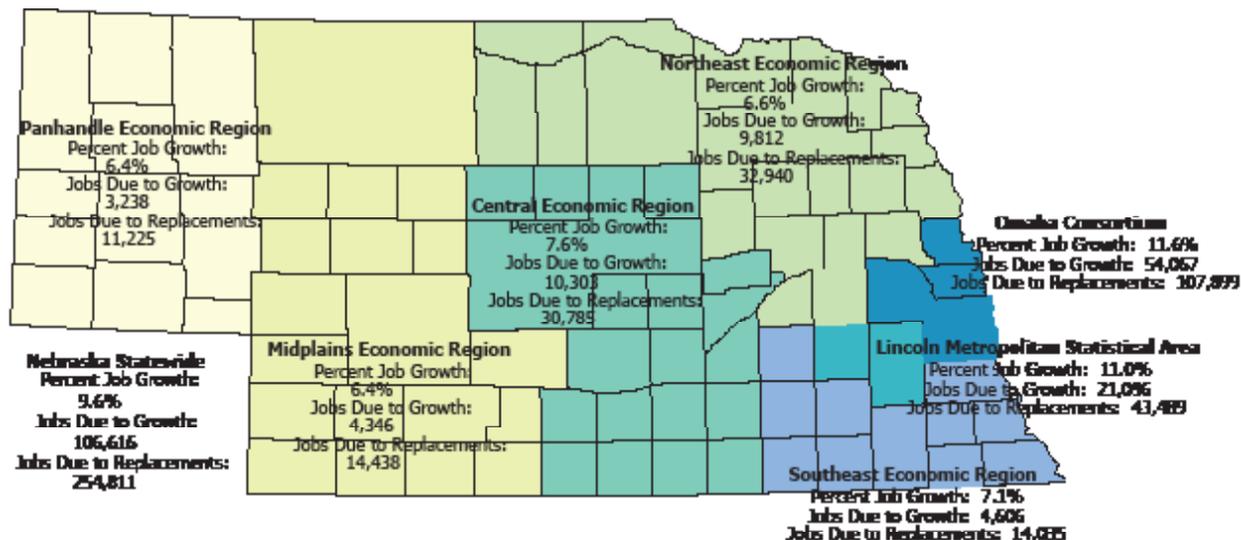


### Nebraska Statewide

Using Occupational Projections data, expectations of the job growth occurring throughout the state and in each economic region for the next 10 years are created. Employment projections provide current and forecasted economic trends. According to the current long-term occupational projections, each region in Nebraska is expected to see an increase in employment over the next several years.

These data estimate the projected number of job openings for a region. For occupations that require training, the data may be used to assess the minimum number of workers who will need to be trained. If employment is projected to increase from 2010 to 2020, then job openings due to growth are equal to the employment change. If employment is projected to decline, then there are no job openings due to growth. Replacement needs are the number of projected openings resulting from workers retiring from or permanently leaving an occupation. Replacement needs are calculated from monthly CPS data for 2001 to 2010.

## PROJECTED EMPLOYMENT CHANGE BY REGION 2010-2020



Source: Nebraska Dept. Of Labor, Office of Labor Market Information, Released 2012

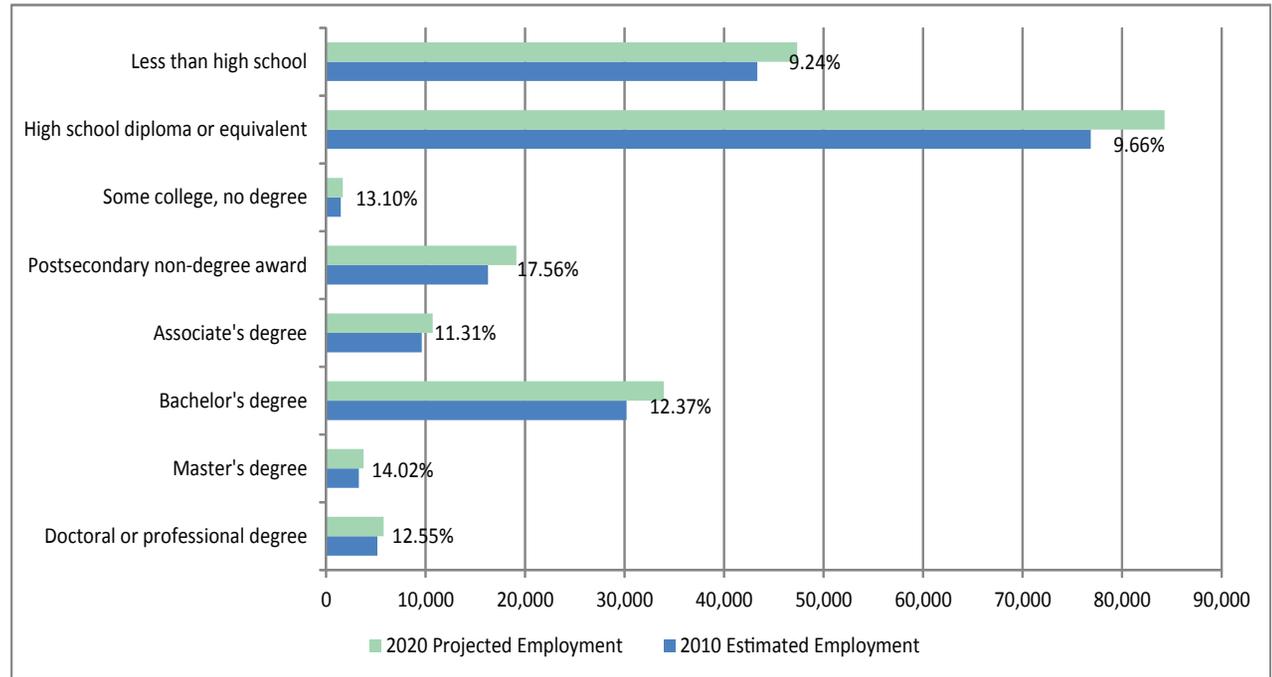
- Employment in the Lincoln and Omaha MSAs is expected to grow at a much higher rate than the rest of the state.
- Employment in the Lincoln Economic Region is expected to grow at the highest rate for the rest of the state.



### Lincoln Economic Development Region

Using Occupational Projections data, expectations of the job growth for positions which require different levels of entry education are created. Occupational projections data can be examined by education and training. There are eleven educational and training categories that are determined by the level most often required for that occupation, sometimes an employer will require more or less.

## PROJECTED EMPLOYMENT CHANGE BY EDUCATION LEVEL 2010-2020



Source: Nebraska Dept. Of Labor, Office of Labor Market Information, Released 2012

- Postsecondary non-degree award occupations are expected to grow at the fastest rate in the Lincoln MSA, at 17.56%.





## Lincoln Economic Development Region

A listing of occupations in the state that are expected to have higher than average wages, training and education requirements, and job openings over the next 10 years. The occupations listed in the table represent the top high wage, skill and demand occupations. These occupations typically offer above average wages, require a higher than average level of education or skill and have a high level of demand. Demand is determined by the number of annual openings, the net change in employment and the growth rate.



## H<sup>3</sup> OCCUPATIONS

Rank	SOC Title	Avg Annual Opening	Avg Hourly Wage	Education & Training
1	Truck Drivers, Heavy and Tractor-Trailer	264	NA	Postsecondary vocational training
2	Registered Nurses	NA	NA	Associate degree
3	Elementary School Teachers, Except Special Education	90	NA	Bachelor's degree
4	Accountants and Auditors	62	\$27.56	Bachelor's degree
5	Compliance Officers, Except Agriculture, Construction, Health and Safety, and Transportation	39	\$28.10	Bachelor's degree
6	Computer Software Engineers, Applications	NA	\$29.57	Bachelor's degree
7	Public Relations Specialists	48	\$23.27	Bachelor's degree
8	Network Systems and Data Communications Analysts	30	\$28.52	Bachelor's degree
9	First-Line Supervisors/Managers of Office and Administrative	55	\$23.69	Work experience in a related occupation
10	Business Operations Specialists, All Other	51	\$24.89	Bachelor's degree
11	Secondary School Teachers, Except Special and Vocational Education	61	NA	Bachelor's degree
12	Insurance Sales Agents	33	\$25.95	Postsecondary vocational training
13	Middle School Teachers, Except Special and Vocational Education	38	NA	Bachelor's degree
14	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	42	\$25.58	Work experience in a related occupation
15	Computer Support Specialists	37	\$19.77	Associate degree
16	Sales Representatives, Services, All Other	35	\$27.48	Work experience in a related occupation
17	Market Research Analysts	NA	\$26.29	Bachelor's degree
18	Claims Adjusters, Examiners, and Investigators	31	\$26.06	Bachelor's degree
19	Construction Managers	19	\$32.54	Bachelor's degree
20	First-Line Supervisors/Managers of Construction Trades and Extraction Workers	25	\$26.64	Work experience in a related occupation

Source: Nebraska Dept. Of Labor, Office of Labor Market Information, Released 2012

- The number one “hot job” expected in the Lincoln Economic Development Region is Truck Drivers, Heavy and Tractor-Trailer.
- As with most of the Nebraska Economic Development Regions, Registered Nurses are expected to be high wage, high skill, and high demand occupations in the Lincoln Economic Development Region.



### Lincoln Economic Development Region

Utilizing staffing patterns derived from the Occupational Employment Statistic surveys, the projections team creates estimates of which type of positions are expected to increase in specific fields. The chart shows the occupational projections for the largest occupation within the major industry groups based on 2010 estimated employment. Looking at projections from this perspective helps give more detail to the projections as occupations can vary widely from industry to industry.

## OCCUPATIONS BY INDUSTRY 2010-2020

Industry	Largest Occupation	2010 Estimated Employment	2020 Projected Employment	Numeric Change	Percent Change (%)
Natural Resources and Mining	Greenhouse	***	***	***	-3.8%
Construction	Carpenters	868	1,088	220	25.4%
Manufacturing	Team Assemblers	1,185	1,444	259	21.9%
Trade, Transportation, and Utilities	Heavy and Tractor-Trailer Truck Drivers	***	***	***	23.6%
Information	Reporters and Correspondents	269	242	-27	-10.0%
Financial Activities	Customer Service Representatives	1,428	1,587	159	11.1%
Professional and Business Services	Interviewers, Except Eligibility and Loan	733	735	2	0.3%
Education and Health Services	Registered Nurses	3,721	4,283	562	15.1%
Leisure and Hospitality	Waiters and Waitresses	3,045	3,198	153	5.0%
Other Services (Except Government)	Public Relations Specialists	744	821	77	10.4%
Government	Correctional Officers and Jailers	***	***	***	9.5%

Source: Nebraska Dept. Of Labor, Office of Labor Market Information, Released 2012

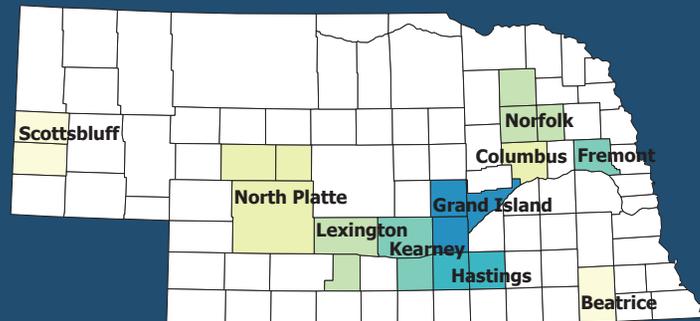
- Carpenters are expected to add 220 positions to the Construction industry in the Lincoln MSA; a 25.4% increase in employment.
- Registered Nurses are expected to grow by 15.1% in the Education and Health Services industry.

## AREA DEFINITIONS

Labor Market Regional Reviews are available for ten identified Micropolitan Statistical Areas, the Lincoln Metropolitan Statistical Area, and the Omaha Consortium. The publications are available in PDF format on the Nebraska Department of Labor Web site at [networks.nebraska.gov](http://networks.nebraska.gov). Printed copies can be ordered by calling 1-800-876-1377.

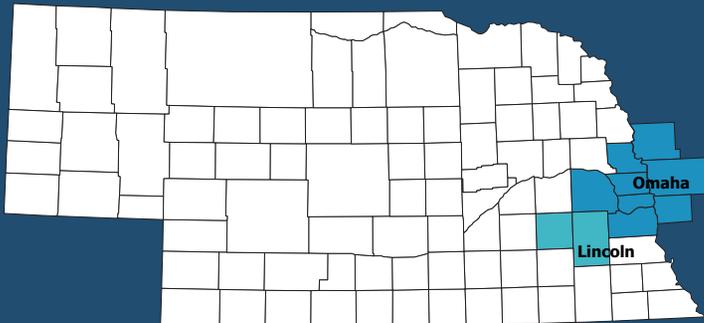
As much as possible, the most local data available is provided for each data element. In some cases data for a larger area must be presented to ensure confidentiality of individuals and businesses. Definitions for geographic areas used in this publication are shown below.

The federal Office of Management and Budget (OMB) defines metropolitan and micropolitan statistical areas to collect, tabulate, and publish federal data. Metropolitan and micropolitan statistical areas are defined by a core area with a specific population, along with adjacent communities with a high level of social or economic integration with the core area. Both metropolitan and micropolitan statistical areas may be a single county or may include multiple counties.



### Micropolitan Statistical Areas

Micropolitan Statistical Areas are defined as a core population of between 10,000 and 50,000 residents, as well as areas with a high degree of social and economic integration. In Nebraska, there are ten micropolitan statistical areas which can be seen on the map to the left.

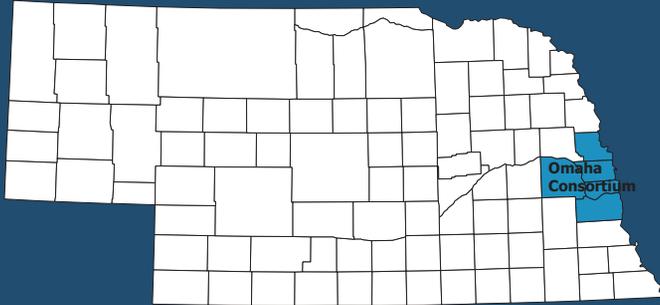


### Metropolitan Statistical Areas

A Metropolitan Statistical Area is defined as an urban area with at least 50,000 residents. Adjacent counties with a high degree of social and economic ties to the core area are included in the metropolitan statistical area. Nebraska has two metropolitan statistical areas: Omaha and Lincoln. The Sioux City metropolitan statistical area includes counties in Nebraska; however, because the population core is in Iowa, it is considered an Iowa metropolitan statistical area.

# AREA DEFINITIONS

APPENDIX A



## Omaha Consortium

The Omaha Metropolitan Statistical Area includes eight counties: five in Nebraska and three in Iowa. The Omaha Consortium includes only those counties in the Omaha Metropolitan Statistical Area that are located in Nebraska. This need for the Omaha Consortium is due to the inability to compile some data for areas that cross state lines.



## Economic Regions

Nebraska has seven Economic Regions: Panhandle, Mid-Plains, Central, Northeast, Southeast, Lincoln and Omaha. The Lincoln Region is comprised of Lancaster and Seward counties, and the Omaha region is comprised of Cass, Douglas, Sarpy, Saunders and Washington counties. The other five regions are comprised of the remaining 88 counties in the state.



## Community College Regions

There are six Community College service regions in Nebraska. Service regions follow county boundaries with two exceptions. Northeast Community College serves the northern edge of Boone County and Western Nebraska Community College serves the western edge of Cherry County.

## CONTACT INFORMATION

**F**or questions about any topics related to Nebraska’s labor market, or to request a printed copy of a report mentioned in this publication, please contact the Office of Labor Market Information at any of the numbers listed below. You may also contact the Office of Labor Market Information at [ndol.lmi\\_ne@nebraska.gov](mailto:ndol.lmi_ne@nebraska.gov) or visit us on the Web at [networks.nebraska.gov](http://networks.nebraska.gov).

Office of Labor Market Information: The home page can be found at [networks.nebraska.gov](http://networks.nebraska.gov); click on Labor Market Information on the right navigation pane.  
(402) 471-2600 or 1-800-876-1377

Affirmative Action Data: Data is available to assist employers in evaluating the percentage of women and minorities in the workforce and in establishing goals in order to improve participation rates among these groups.  
(402) 471-2600 or 1-800-876-1377

Census Information: Assistance in obtaining decennial Census, American Community Survey, population estimates, and other U.S. Census Bureau information is available.  
(402) 471-2600 or 1-800-876-1377

Cost of Living and Inflation: Consumer Price Indexes (CPI) program produces monthly data on changes in the prices paid by urban consumers for a representative basket of goods and services.  
(402) 471-2600 or 1-800-876-1377

Filing for Unemployment: Apply for unemployment insurance benefits at [networks.nebraska.gov](http://networks.nebraska.gov); click on File for Unemployment.  
(402) 458-2800

Labor Laws: Minimum wage, employee wage payment & collection, child labor, lunch periods, private employment agencies, contractor registration, non-English speaking employees, medical examinations, wage garnishments and other employment related laws are available at [networks.nebraska.gov](http://networks.nebraska.gov); click on Safety & Labor Standards.  
(402) 471-2239

Licensed and Certified Occupations: Links to information and licensing authorities are available at [networks.nebraska.gov](http://networks.nebraska.gov); click on Labor Market Information. Select Publications and then Nebraska Licensed Occupations.  
(402) 471-9629 or 1-800-876-1377

Nebraska Workforce Trends: To view the monthly e-newsletter’s current and previous issues visit [networks.nebraska.gov](http://networks.nebraska.gov) and click on Nebraska Workforce Trends in the scrolling windowpane.  
(402) 471-2600 or 1-800-876-1377

O\*NET: Assistance with the national database of occupational information products including O\*NET Online, [www.onlineonetcenter.org](http://www.onlineonetcenter.org); O\*NET Code Connector, [www.onetcodeconnector.org](http://www.onetcodeconnector.org); and O\*NET Resource Center; [www.onetcenter.org](http://www.onetcenter.org), is available.  
(402) 471-2600 or 1-800-876-1377

UI Connect: To file and pay unemployment insurance taxes, employers can visit [networks.nebraska.gov](http://networks.nebraska.gov); click on UI Connect.

Work Opportunity Tax Credits and Welfare to Work Tax Credits: Information for employers to hire employees from 10 “targeted groups” who have historically had difficulty finding employment can be obtained from [networks.nebraska.gov](http://networks.nebraska.gov); click on Get Tax Credits under For Employers in the center of the page.  
(402) 471-2776 or (402) 471-9734

Worker Training Grants: Information for employers training incumbent workers is available at [networks.nebraska.gov](http://networks.nebraska.gov); click on Train Your Employees.  
(402) 471-9977