

Labor Market Regional Review

Norfolk Micropolitan Statistical Area
Released 2011





Labor Market Regional Review

Norfolk Micropolitan Statistical Area

is a publication of

Nebraska Department of Labor

Office of Labor Market Information

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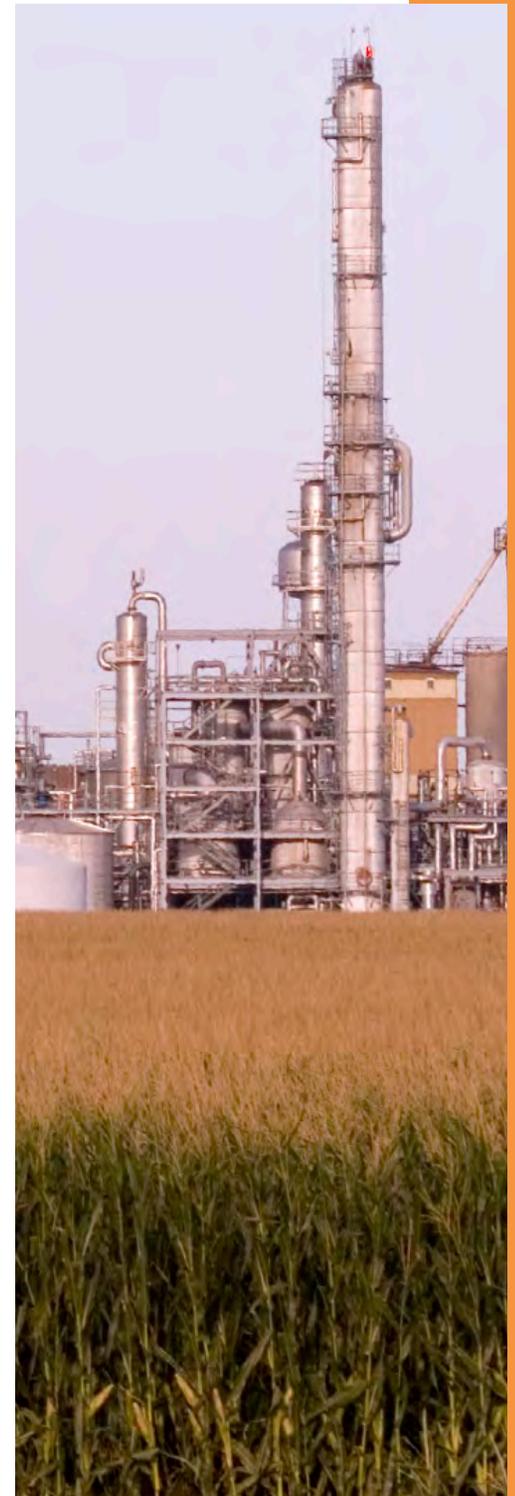
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Getting the Most From the New NEworks Site



for Data Users

The Source for Nebraska
Labor Market Information
Online at

networks.nebraska.gov/analyzer

The Nebraska Department of Labor has a new website. The new site allows for fast data access in a simple and understandable format, as well as the integration of Real Time Labor Market Information. This spread is designed to help people get accustomed to the new site as well as show some of the sites new features.



Integrated Help: ?

Need assistance understanding a data set? NEworks has help options incorporated within the site. Look for the small circular question mark to get help.

Sort Data:

Set your preferences in the display options by selecting both the number of records you would like to view and the sort order. To resort data easily, click on the column header for the variable you wish to sort by.

To sort on any column, click a column title.

Rank	Area Name	Average Weekly Wage
2	Adams County	\$877
7	Buffalo County	\$734
3	Dakota County	\$876
8	Dodge County	\$701
1	Douglas County	\$992
4	Lancaster County	\$798
6	Platte County	\$763
9	Sarpy County	\$701
10	Thurston County	\$664
5	Washington County	\$789

Export Data:

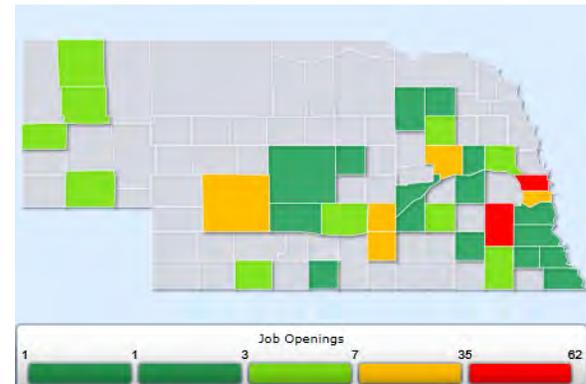
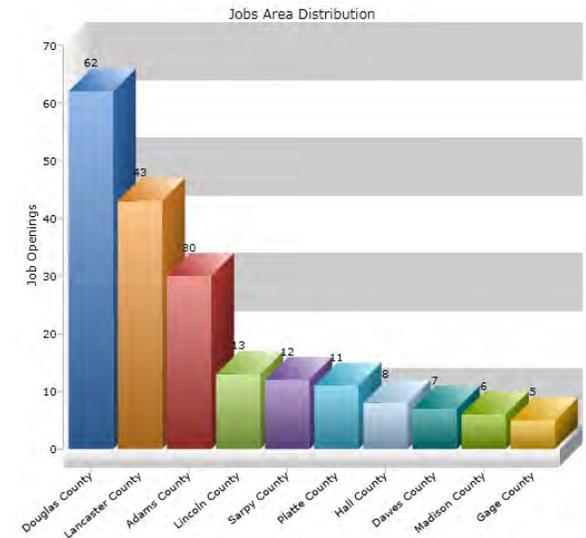
Generate your own data set and export it for further usage. Data that can be exported from NEworks will have an option at the bottom of the section and can be exported in either Excel or text format.

Choose the Right Mode:

- **Summary mode** displays all available information for that area, industry, or occupation.
- **Narrative mode** provides an easy-to-read text summary of the data.
- **Detail mode** focuses on one specific attribute (wages, projected employment, etc.).
- **Comparison mode** allows you to choose two areas, industries, or occupations to study the different characteristics of each.

Create Maps and Graphs:

In the display options, check the boxes for Graphs or Maps. To zoom in on maps, draw a box on it while holding down the shift key. Microsoft Silverlight must be installed in order to view these elements.



Data Sources:

Data on the NEworks site comes from a variety of sources, including BLS programs, the US Census, and online job postings. Be aware that data from online job postings is not gathered by the Dept. of Labor and is for informational use only. Such data should not be used for analysis or reporting.

New LMI Home Navigation Help

A Labor Market Facts

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

B Area Profile

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

C Occupation Profile

View data on candidates looking for a job in a specific occupation and related occupations. View the labor supply and market demand for an occupation. Find education, training and work experience, information, a summary of the typical job duties of an occupation, view employment and wage data, employment forecasts, and more.

D Industry Profile

Search or browse for different industries. View employment data, industry and occupational projections, staffing patterns, and numbers and regions for employers in the area.

The screenshot shows the NEworks website interface. At the top, there is a navigation bar with links for Home, Register or Sign In Here, Services for Individuals, Services for Employers, and Labor Market Analysis. Below this is a sidebar menu with categories: Current Data Analysis (containing Labor Market Facts, Area Profile, Occupation Profile, Industry Profile, Comparisons, Education and Training Data, Employers, Area Specific Data, Industry Specific Data, and Occupation Specific Data) and Historic Data Analysis (containing Employment and Wage Data, Economic Indicators, and Demographics). There is also an 'Other Services' section with an Assistance Center link. The main content area is divided into four sections: Labor Market Data (with links to Nebraska Advantage Act Wages, Labor Force Data, Quarterly Workforce Indicators, and Download), Publications (with links to Nebraska Workforce Trends, Labor Market Regional Reviews, Licensed & Certified Occupations, and Graduate Outcomes in Nebraska), Resource Library (with links to Contact Us, Geography Maps, Related Links, Publications Calendar, and Comparing Sources of Information), and Career Resources (with links to Career Compass, O*NET Online, Career One Stop (ACI NET), Occupational Supply & Demand, and Career & Job Sites). To the right of the main content area, there is a section for Unemployment Rates, including a table and a line graph.

A

B

C

D

E

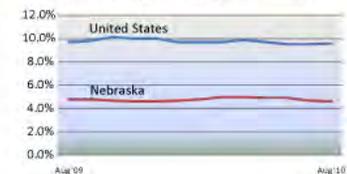
F

Unemployment Rates

[Monthly Release](#)

	Aug-10	Jul-10	Aug-09
Nebraska	4.3%	4.7%	4.6%
Seasonally Adj.	4.6%	4.7%	4.8%
National	9.5%	9.7%	9.6%
Seasonally Adj.	9.6%	9.5%	9.7%

Seasonally Adjusted Unemployment Rates



E Employers

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

F Historic Data Analysis

View trends in Industry, Occupation, and Labor Force over time. Access Commuting Patterns, Population, Income, and Economic Indicators.



DEPARTMENT OF LABOR

Table of Contents

Contents of this publication are divided into sections shown to the right. All of the information contained in this report was compiled by the Office of Labor Market Information, Nebraska Department of Labor and is subject to change. Current information can be obtained and printed by visiting networks.nebraska.gov/analyzer or by other methods listed in the "Where to Find it" section on each page. The source of each data element is also provided on the appropriate page. Reproductions of the information contained in this report may be made as long as accurate citations are made. Contact the Office of Labor Market Information with questions or for additional information.



Overview

Page 7

The Overview section provides a quick look at the state as well as insight into the critical issues Nebraska is facing.

Demographic Review

Page 8

The Demographic Review section presents an overview of the population in the state. This includes a description of the general population in terms of age, race, migration and earnings.

Educational Dynamics

Page 18

The Educational Dynamics section includes information on the educational background, educational migration and relative earnings for the state population.

Labor Supply

Page 26

The Labor Supply section provides insight on current, historical and future trends of the labor force in the state. This includes employment, unemployment and commuting statistics.

Compensation

Page 30

The Compensation section focuses on what workers receive in exchange for their labor. This includes wage data, income data, benefits information, as well as inflation data.

Employment Trends

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The Employment Trends section incorporates historical information on employment by industry and occupation, location quotient analysis of the area, average annual wages by industry, and local employment dynamics.

Projections

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The Projections section contains long-term industry and occupational projections, top High Wage, High Skill, High Demand occupations, and a list of employment projections by educational requirements.

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OVERVIEW

NORFOLK MC

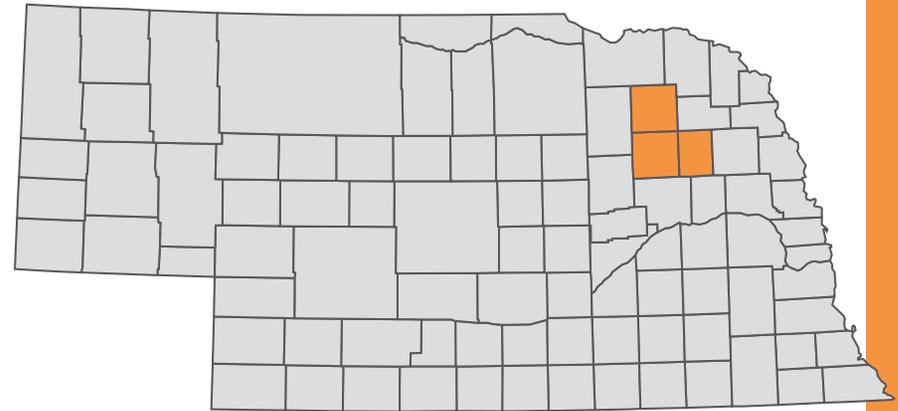
The Norfolk Micropolitan Statistical Area (MC) is located in the Northeast Economic Region and consists of Madison, Pierce, and Stanton Counties. State Highway 32 and U.S. Highways 20 and 275 are the main roads running east and west. State Highways 13, 57, and 121 as well as U.S. Highway 81 are the main roads running north and south through the area.

As the nation faces one of the worst economic recessions since The Great Depression, the workforce in Nebraska will need to adapt with the new economic climate. The labor market will never look the same as it did prior to the downturn, as new products and markets are likely to emerge out of the recovery. Demographically, the downturn coincided with a large shift in the makeup of the state's working population, which will likely change the landscape of Nebraska's professional world. Moving forward, technology will play a pivotal role in ensuring economic stability and growth. Increased interdependence among all industries, home and abroad, will force innovation on those who wish to stay competitive.

The Norfolk MC's top industry is Education & Health Services, with Trade, Transportation & Utilities coming in second. Together these industries constitute more than 50 percent of the area's employment. Education & Health Services gained employment from 2001 to 2009, while Trade, Transportation & Utilities declined. Total employment remained grew slightly between 2001 and 2009, increasing by 0.6%, compared to 2.0% growth statewide. Trade, Transportation & Utilities was the only releasable industry with a location quotient above 1.0, at 1.18. This means that the Norfolk MC has a higher proportion of these skilled workers in the area when compared to the state.

Labor force trends in the Norfolk MC were similar to industry employment trends, showing a labor force increase of 4.1% between 2000 and 2010. Labor force employment decreased by 1,291 individuals in that time period. The Norfolk MC also experienced a net loss of workers due to commuting in 2008, a difference of 1,370 individuals. Over one-quarter, 26.4%, of the Norfolk MC workforce commutes in from other counties. In 2010, the area's unemployment rate was 4.1%, compared to 4.7% statewide and 9.6% nationally.

Data to support these patterns in the Norfolk MC can be found on the following pages.



Quick Facts about the Norfolk Labor Market

	Norfolk MC	Nebraska
2010 Population	48,327	1,811,072
2009 Population	48,001	1,794,852
Land Area (Square Miles)	1,862.7	76,872.4
2010 Persons Per Sqare Mile	25.9	23.6
2009 Median Age	35.6	35.9
2009 Median Household Income	\$40,797	\$47,995
2010 Labor Force	26,127	976,859
2009 Industry Employment	24,637	766,555
2009 Largest Industry	Education & Health Services	Education & Health Services
2009 Largest Industry Empl.	6,726	210,063

Source: Nebraska Department of Labor: Local Area Unemployment Statistics, Released 2011; Quarterly Census of Employment and Wages, Released 2010.

Source: U.S. Census Bureau: Population Estimates, Released 2011; Decennial Census, Released 2000; Small Area Income and Poverty Estimates, Released 2010

Population Growth

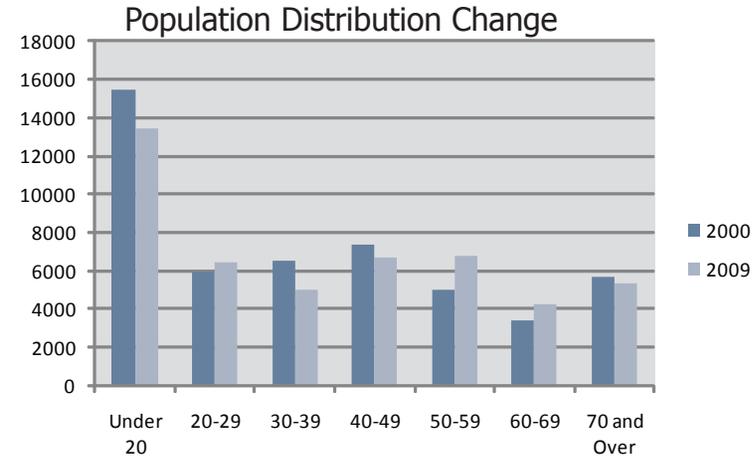
What is it?

Population growth and decline are influenced by natural growth and migration. Overall, the Norfolk MC experienced a 2.9% decline between 2000 and 2009 as compared to a statewide growth of 4.9%.

While most age groups decreased in population in the Norfolk MC, large increases occurred in the population aged 50 to 59, with a 36.6% growth, and aged 60 to 69, with a 25.0% growth. The aging of Norfolk MC's population is also evident in the large drop in population of those aged 30 to 49. Growth in the population aged 20 to 29 may be attributed to children of Baby Boomers reaching that age group (8.5%).

Historical population trends are used to predict changes in the labor force. While the labor force is expected to increase, it will constitute a lower percentage of the population as Baby Boomers age and 20 to 59 year olds shrink proportionately.

Population Growth by Age Group Norfolk MC, 2000 and 2009



Age	2000 Population	2009 Population	Change	Percent Change
Under 20	15,491	13,439	-2,052	-13.2%
20-29	5,956	6,461	505	8.5%
30-39	6,557	5,038	-1,519	-23.2%
40-49	7,399	6,672	-727	-9.8%
50-59	4,974	6,794	1,820	36.6%
60-69	3,417	4,271	854	25.0%
70 and Over	5,656	5,325	-331	-5.9%
Total	49,450	48,000	-1,450	-2.9%

Source: U.S. Census Bureau, Population Estimates, Released 2010

How to use it

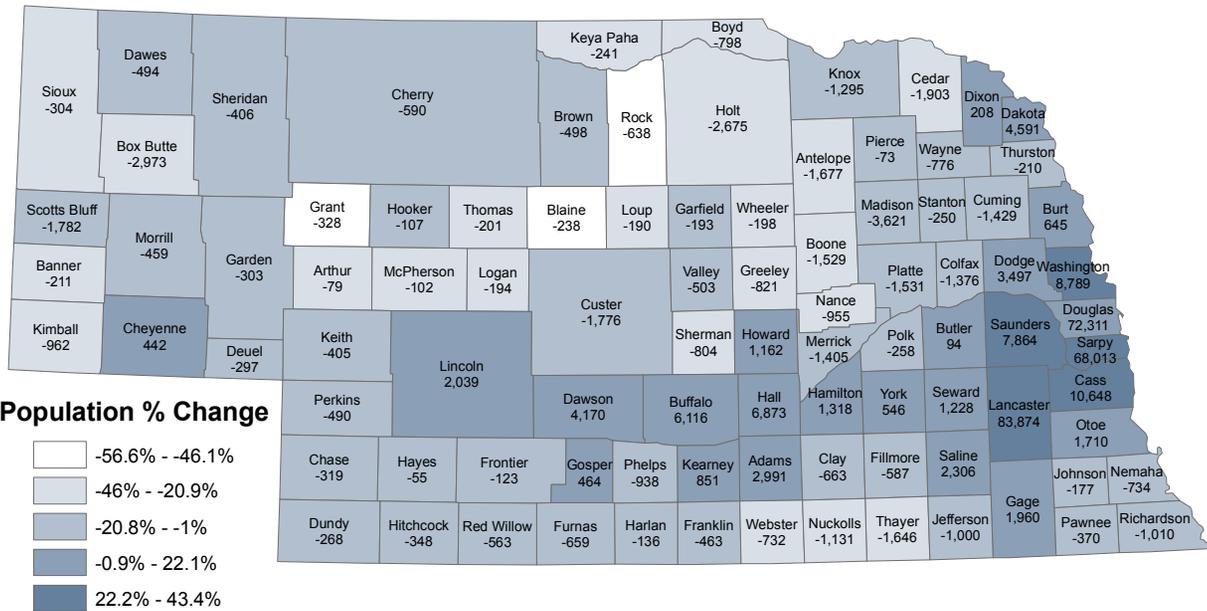
According to the U.S. Census Bureau, a Baby Boomer turns 60 every seven seconds. As Nebraska's population ages, businesses will begin replacing retiring Baby Boomers. The chart above shows there are drops in the population following the Baby Boomers. This may make it challenging for businesses to replace their retiring workers, and even harder to find the replacements with the skills and experience needed.

Where to find it

Population estimates by age, race and sex can be found at census.gov. Choose Estimates under People & Households.



Projected Change in Population by County 2010 to 2030



Source: University of Nebraska-Lincoln, Bureau of Business Research Population Projections, Released 2008

Population Projections

What is it?

Nebraska's population is projected to increase by 13.4% between 2010 and 2030. Total population is expected to be 2,065,798 in 2030. The Norfolk MC is expected to have a net decrease of 3,944 people (-8.06%).

Twenty-six of Nebraska's 93 counties show a positive projected growth. Lancaster County is projected to have the largest increase with a change of 83,874 people (23.4%), while Madison County is projected to have the largest loss of 3,621 people (-10.4%). The largest positive percent change is projected to be in Sarpy County (43.4%) and the largest negative percent change will be in Grant County (-56.6%).

Metropolitan areas and the Interstate 80 corridor are projected to see the largest growth. Metropolitan areas are expected to see an increase of 24.3% (252,727 individuals) and non-metropolitan areas may see a change of -1.1% (a loss of 8,487 individuals) between 2010 and 2030.

Where to find it

The University of Nebraska-Lincoln Bureau of Business Research's Population Projections can be found at bbr.unl.edu.

How to use it

Projecting to 2030 gives a glimpse of what Nebraska may look like in the near future. Studies have shown that Nebraskans are migrating from non-metropolitan areas to metropolitan areas. This is reflected by the large difference in the projected percent change in population between 2010 and 2030 in the metro- and non-metropolitan areas. Rural communities may benefit from recruiting new businesses to their community to effectively attract or maintain workers and families in the community.



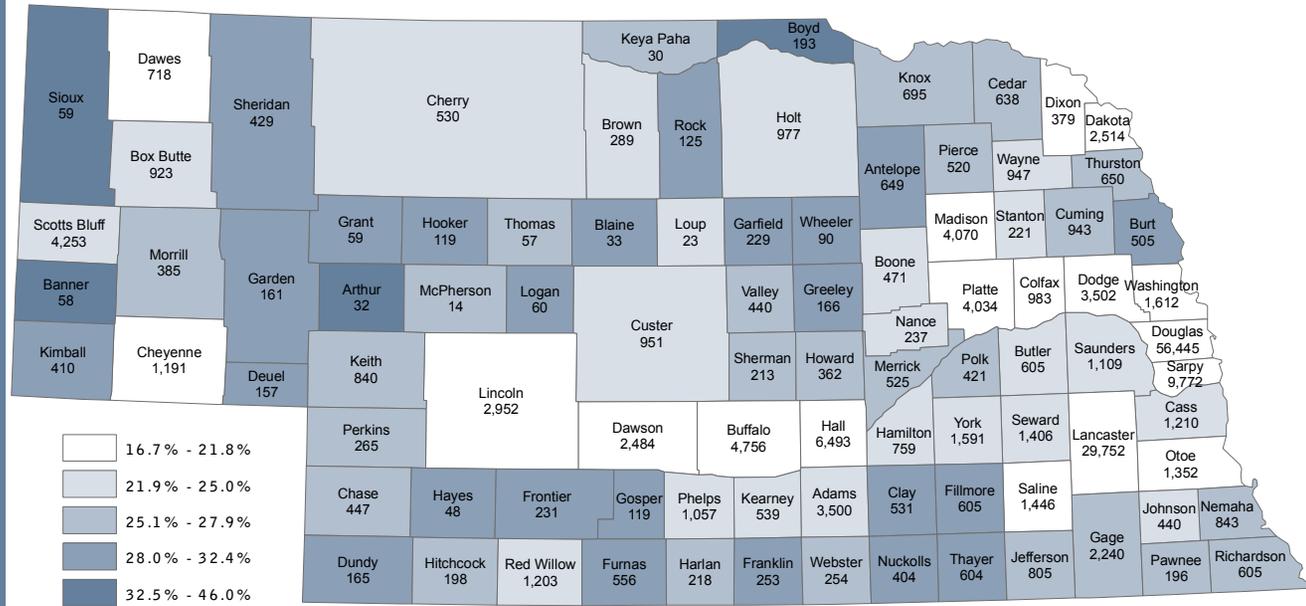
Older Workers

What is it?

More than 175,000 workers (20.0%) are age 55 or older in Nebraska. Older workers claim a larger share of the non-metropolitan area workforce, representing 24.7%, compared to those in metropolitan areas that comprise 19.2% of the workforce. Workers age 55 or older constitute 20.9% of the Norfolk MC's workforce.

According to the Urban Institute, employers may need to rethink traditional workplace practices to attract older workers. The Current Strategies to Employ and Retain Older Workers report states, "The key issue for future employment prospects is how the business community will respond to the increased availability of older workers. Relatively few employers have actively begun to recruit older workers, primarily because they do not yet foresee worker shortages."

Workers Age 55 and Older by County 2009



Source: U.S. Census Bureau, Local Employment Dynamics, Released 2009

How to use it

The magic '65th' birthday is no longer looked at as the end of a career. More and more frequently, new jobs and part-time or flexible opportunities are making it possible, and even desirable, to continue working into the retirement years. According to a recent AARP survey, 68 percent of older workers said they intend to work in retirement. Although fewer retirements will increase the supply of experienced workers available, Nebraska businesses will also be challenged to adapt to an older labor force.

Where to find it

Older worker by county and additional data from Local Employment Dynamics can be found at lehd.did.census.gov/led/. Choose QWI Online under Tools.



Older Workers by Industry Norfolk MC, Fourth Quarter 2009

Industry	Employment		% 55+
	55+	Total	
Agriculture, Forestry, Fishing, and Hunting	46	246	18.7%
Mining, Quarrying, and Oil and Gas Extraction	3	28	10.7%
Utilities	43	178	24.2%
Construction	202	1,086	18.6%
Manufacturing	572	3,279	17.4%
Wholesale Trade	326	1,706	19.1%
Retail Trade	541	2,983	18.1%
Transportation and Warehousing	244	729	33.5%
Information	66	323	20.4%
Finance and Insurance	184	766	24.0%
Real Estate and Rental and Leasing	83	248	33.5%
Professional and Technical Services	108	722	15.0%
Management of Companies and Enterprises	52	141	36.9%
Administrative and Waste Services	132	814	16.2%
Educational Services	721	2,261	31.9%
Health care and Social Assistance	902	4,103	22.0%
Arts, Entertainment, and Recreation	28	152	18.4%
Accommodation and Food Services	140	1,576	8.9%
Other Services	119	629	18.9%
Public Administration	297	1,023	29.0%
Total	4,811	22,994	20.9%

Source: U.S. Census Bureau, Local Employment Dynamics, Released 2009

Where to find it

Older worker by industry and additional data from Local Employment Dynamics can be found at lehd.did.census.gov/led/. Choose QWI Online under Tools.

How to use it

The February 2008 Report of the Taskforce on the Aging of the American Workforce states that, "Despite the advantages older workers offer and the labor and skill shortages caused by demographic changes, older workers continue to face challenges to full participation in the labor market." These barriers include difficulty keeping pace with changing skill requirements and technology, lack of flexible work schedules offered, insufficient training opportunities and actual or perceived age discrimination by employers and coworkers.

Aging Workforce

What is it?

The 22,994 older workers within the Norfolk MC are distributed somewhat disproportionately through the industries. Health care and Social Assistance had the most older workers of any industry, 902 making up 22.0% of the industry. The largest percentage of an industry that was 55 or over was in Management of Companies and Enterprises with 36.9%. Due to its relatively small employment, Mining, Quarrying, and Oil and Gas Extraction had the fewest older workers. The industry that is the smallest percentage of the fewest older workers was Accommodation and Food Services at only 8.9%.



Population Demographics

What is it?

Minorities represented 13.2% of the Norfolk MC population in 2010, while they represented 17.9% of the total state population. Hispanics are the largest minority group in both the MC and statewide (10.1% and 9.2%, respectively).

In the Norfolk MC, 86.8% of the population reported that they were white, non-Hispanic; as compared to 82.1% for the statewide population. Nationally, white, non-Hispanics constituted only 63.7% of the population in 2010. Both the Norfolk MC and the state had a much less diverse population than the United States as a whole.

The percentage of most racial groups represented in the MC was less than half of the state's percentage. This is also seen when comparing the percentage of the population of most ethnic groups represented in Nebraska to the Nation.

Population by Race and Ethnicity Norfolk MC, 2010

	Norfolk MC		Nebraska	
	Total	%	Total	%
Total:	48,271	100.0%	1,826,341	100.0%
Hispanic or Latino (of any race)	4,878	10.1%	167,405	9.2%
Total Not Hispanic or Latino	43,393	89.9%	1,658,936	90.8%
White Alone	41,889	86.8%	1,499,753	82.1%
Black or African American Alone	456	0.9%	80,959	4.4%
American Indian and Alaska Native Alone	377	0.8%	14,797	0.8%
Asian Alone	175	0.4%	31,919	1.7%
Native Hawaiian and Other Pacific Islander Alone	10	0.0%	966	0.1%
Two or more Races	461	1.0%	28,426	1.6%
Total Minority (Population excluding non-Hispanic Whites)	6,382	13.2%	326,588	17.9%

Source: U.S. Census Bureau, Census 2010

How to use it

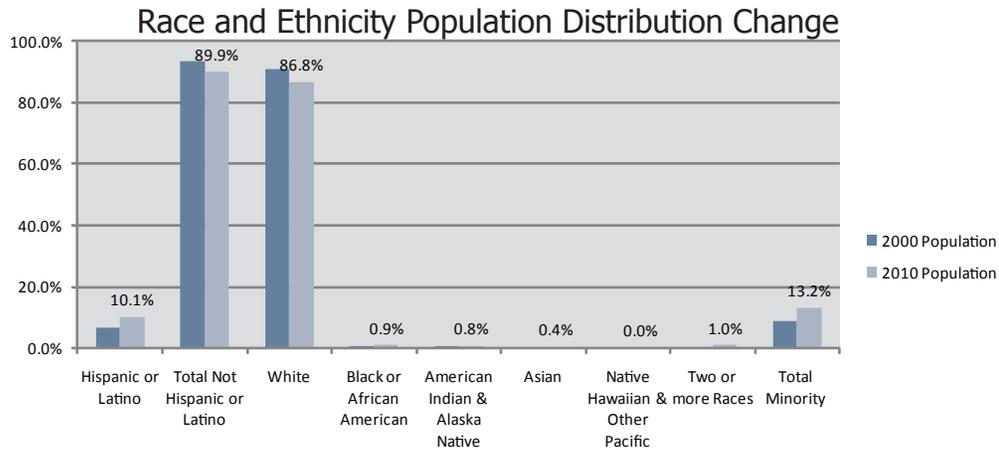
Demographic comparisons on race and ethnicity are a valuable tool for establishing the need for economic adaptation. A growing Hispanic population means that Nebraska will need to adapt to accommodate foreign-language speakers in many different areas. This could mean a growing demand for certified interpreters and translators in healthcare and school systems, as well as within businesses to accommodate a changing labor force.

Where to find it

Population estimates by age, race and sex can be found at census.gov. Choose Estimates under People & Households.



Population by Race and Ethnicity Norfolk MC, 2010



	2000 Population	2010 Population	Change	Percent Change
Total:	49,450	48,271	-1,179	-2.4%
Hispanic or Latino (of any race)	3,264	4,878	1,614	49.4%
Total Not Hispanic or Latino	46,186	43,393	-2,793	-6.0%
White Alone	44,986	41,889	-3,097	-6.9%
Black or African American Alone	361	456	95	26.3%
American Indian and Alaska Native Alone	421	377	-44	-10.5%
Asian Alone	185	175	-10	-5.4%
Native Hawaiian and Other Pacific Islander Alone	9	10	1	11.1%
Two or more Races	224	461	237	105.8%
Total Minority (Population excluding non-Hispanic Whites)	4,464	6,382	1,918	43.0%

Source: U.S. Census Bureau, Census 2010

Where to find it

Population estimates by age, race and sex can be found at census.gov. Choose Estimates under People & Households.

How to use it

The labor force is changing dramatically with the increase in the total minority population. The population over age 5 who spoke English less than "very well" increased by 22.1% between 2000 and 2009. A jump in the number of non-English speaking residents and workers means employers may need to spend a greater effort on recruiting and training workers. English deficiency may make it more difficult for workers to transfer knowledge and skills to a new occupation with job- or industry-specific terminology.

Population Demographics

What is it?

Most minority populations experienced population increases within the Norfolk MC between 2000 and 2010. The total minority population increased by 43.0% overall during that time period. However, several minority populations declined between 2000 and 2010. The Hispanic or Latino population increased by 1,614 individuals, or 49.4%. The largest minority decline occurred in the Black or African American alone population, with a decline of 44 individuals (-10.5%).

The Norfolk MC experienced an overall population decline of 2.4% between 2000 and 2010.



Population Change

What is it?

There are two components to population change: natural increase, consisting of births and deaths, and migration, which can be international (people coming and going from other countries), or domestic (people coming and going from other counties or states).

In the Norfolk MC, there were positive changes in population due to natural increase and those coming into the area from abroad (positive international migration), but there was a net loss of people in the MC due to migration to other counties and states (negative domestic migration).

The Norfolk MC's birth rate continued to outpace the death rate from 2000 to 2009. The total natural increase in population was 2,286 individuals over the nine year period.

Population Change: Natural Increase and Migration 2000 to 2009

Area	Population Change	Changes Due to Natural			Net Migration		
		Total	Births	Deaths	Total	International	Domestic
Pierce County	-673	53	813	760	-689	15	-704
Madison County	-721	1,939	5,153	3,214	-2,528	824	-3,352
Stanton County	-144	294	767	473	-404	65	-469
Norfolk MC	-1,538	2,286	6,733	4,447	-3,621	904	-4,525
Nebraska	85,354	102,206	241,832	139,626	-9,156	31,988	-41,144

Note: Population Change includes a residual. This residual represents the change in population that cannot be attributed to any specific demographic component.

Source: U.S. Census Bureau, Population Estimates, Released 2010

How to use it

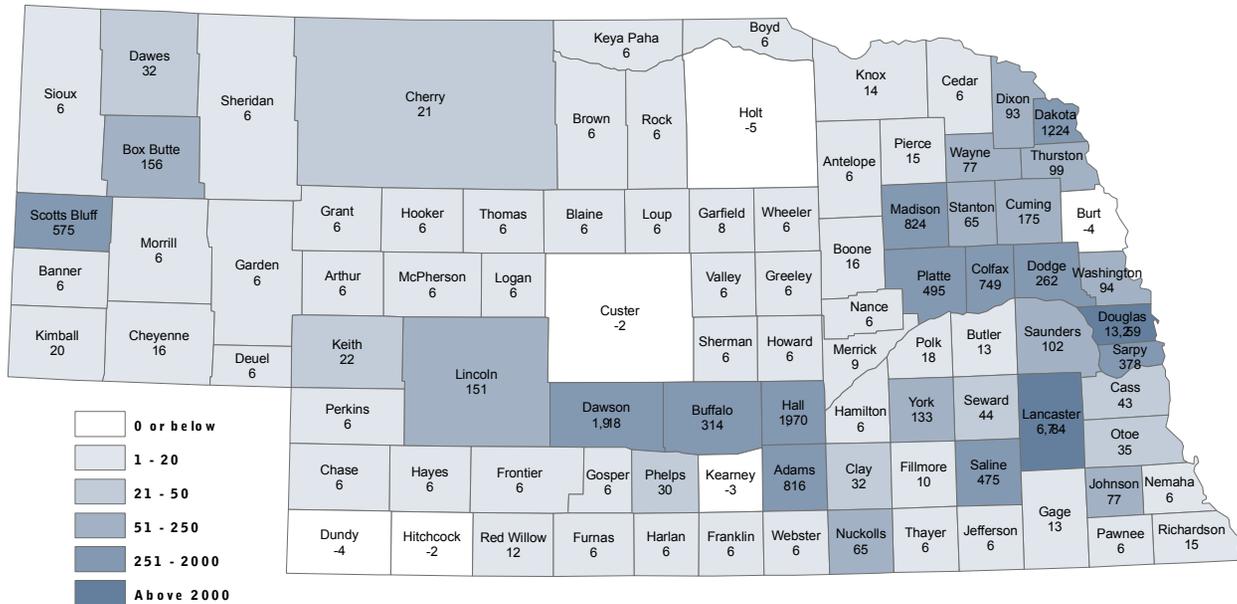
The Norfolk MC had a net population loss between 2000 and 2008. An overall out-migration of the population shows that the area may need to work harder to retain its labor force. A total of 4,525 people moved from the Norfolk MC to another county or state between 2000 and 2009. Migration patterns also show a counter-balancing trend of positive international migration, or people migrating into the area from outside of the United States.

Where to find it

Population estimates by age, race and sex can be found at census.gov. Choose Estimates under People & Households.



Change in International Migrants by County 2000 to 2009



Source: U.S. Census Bureau, Population Estimates, Released 2010

International Migrants

What is it?

A map of Nebraska's change in international migrants is shown to the left. The Norfolk MC increased by 589 international migrants. Statewide, five Nebraska counties (Douglas, Lancaster, Hall, Dawson and Dakota) have seen an increase of more than 1,000 international in-migrants since the year 2000. Only five of Nebraska's 93 counties did not have a net increase of international in-migrants. Madison County, part of the Norfolk MC, had the sixth largest increase in international migrants in the state.

The increase in international migrants in the Norfolk MC helped to offset some of the negative domestic migration. Overall, the state had a loss of 9,156 people from migration, with more people moving out than moving in.

Trends show that in-migrants, including international in-migrants, are choosing to locate in either the eastern one-third of the state or near Interstate 80.

How to use it

It is important to study the state's population change over time; as the population continues to diversify and change, communities will have to address many issues that accompany change. Language and cultural barriers will need to be addressed in order for communities to continue to effectively provide education, healthcare and other services to fit the needs of the local population.

Where to find it

Population estimates by age, race and sex can be found at census.gov. Choose Estimates under People & Households.



Gender Distribution

What is it?

Males and females tend to gravitate towards certain industries. Many industries show a wide gender distribution gap in the Norfolk MC. Construction is the industry with the highest difference, where males constitute 87.4% of employment in 2009. Other industries with higher concentrations of males include Agriculture, Forestry, Fishing, and Hunting (77.2% are males), and Transportation and Warehousing (79.8%).

Health care and Social Assistance also has a large gender distribution gap, although women constitute the largest percentage, at 83.6% of the employment. Other industries with higher concentrations of females include Education Services (76.5%) and Finance and Insurance (68.9%).

Gender Distribution by Industry Norfolk MC, Fourth Quarter 2009

Industry	Female		Male	
	Employees	% of Industry	Employees	% of Industry
Agriculture, Forestry, Fishing, and Hunting	123	22.8%	417	77.2%
Mining, Quarrying, and Oil and Gas Extraction	0	N/A	0	N/A
Utilities	186	25.3%	548	74.7%
Construction	119	12.6%	822	87.4%
Manufacturing	2013	35.3%	3685	64.7%
Wholesale Trade	176	26.5%	489	73.5%
Retail Trade	1033	53.7%	890	46.3%
Transportation and Warehousing	62	20.2%	245	79.8%
Information	63	52.9%	56	47.1%
Finance and Insurance	326	68.9%	147	31.1%
Real Estate and Rental and Leasing	98	60.5%	64	39.5%
Professional and Technical Services	236	53.0%	209	47.0%
Management of Companies and Enterprises	9	26.5%	25	73.5%
Administrative and Waste Services	653	56.8%	496	43.2%
Educational Services	912	76.5%	280	23.5%
Health care and Social Assistance	1425	83.6%	280	16.4%
Arts, Entertainment, and Recreation	131	65.5%	69	34.5%
Accommodation and Food Services	718	62.5%	431	37.5%
Other Services	195	41.5%	275	58.5%
Public Administration	265	45.5%	317	54.5%
Total	8746	47.3%	9748	52.7%

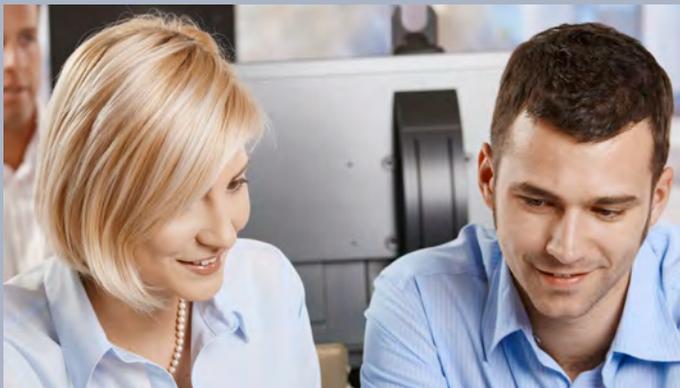
Source: U.S. Census Bureau, Local Employment Dynamics, Released 2009

How to use it

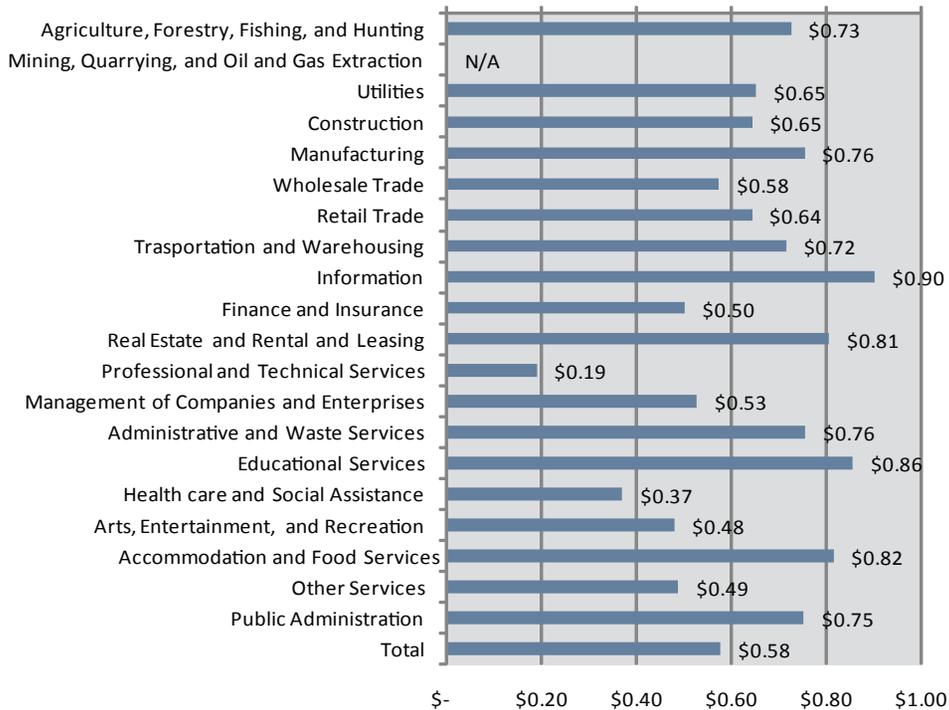
The industry gender distribution data can be used by schools and training programs to encourage students to go into non-traditional industries and occupations. A labor force that is more evenly skilled by gender may be advantageous for businesses to overcome a potential labor shortage crisis. However, it is important to keep in mind the earnings gap between males and females in traditional male industries and occupations. Encouraging women to fill traditional male positions may also contribute to reducing the wage gap.

Where to find it

Gender by industry and additional data from Local Employment Dynamics can be found at lehd.did.census.gov/led/. Choose QWI Online under Tools.



Average Earnings by Industry, Female Wage Cents on the Dollar to Male Wage Norfolk MC, Fourth Quarter 2009



Source: U.S. Census Bureau, Local Employment Dynamics, Released 2009

Earnings By Gender

What is it?

Female earnings per worker as a percentage of male earnings per worker for the fourth quarter of 2009 by industry is shown in the graph on the left, presented as cents on the dollar. Males earned a higher wage than females in every industry.

The smallest differences between average wage for males and females was in Information (\$0.90); and Educational Services (\$0.86). The largest difference between male and female earnings was in Professional and Technical Services; where the average woman earned 19% of what males earned on average.

These wage gaps could be the result of differences in work hours, occupations, or uninterrupted years of experience with the different industries. It may also be a result of men not serving in entry wage jobs to the same degree as women in female dominated industries.

How to use it

The two out of the three industries with the smallest average wage gap between males and females, Mining, Quarrying, and Oil and Gas Extraction; Transportation and Warehousing; are also the two industries that employ the very small percentage of females (from page 16). The industry that had the largest gap between the average wage also had the highest concentration of women.

Where to find it

Gender by industry and additional data from Local Employment Dynamics can be found at lehd.did.census.gov/led/. Choose QWI Online under Tools.



High School Graduates

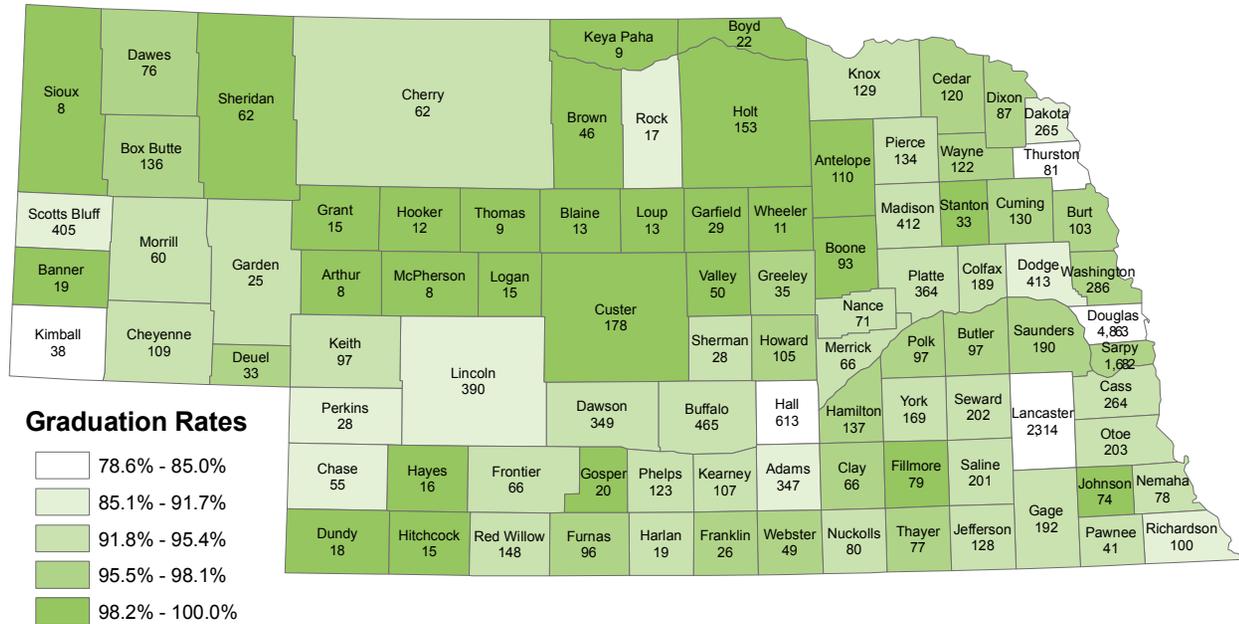
What is it?

The total number of high school graduates in Nebraska for the school year 2008-2009 was 19,398 for a statewide graduation rate of 89.1%. The total number of high school graduates in the Norfolk MC between this same period was 579.

The Norfolk MC reported a higher graduation rate of 93.5% when compared to the state. The Columbus Micropolitan Statistical Area had the highest graduation rate at 94.5% of the 12 micropolitan and metropolitan statistical areas, while the Lincoln Metropolitan Statistical Area had the lowest (84.9%). For 2008-2009, males had a graduation rate at 3.4 percentage points lower than females.

If these graduates are consistent with the fall 2008 college continuation data, 65.5% are likely to attend a college within 12 months.

Nebraska Public High School Graduates by County 2008-2009



Source: Nebraska Coordinating Commission for Postsecondary Education, Released 2010

Norfolk High School Graduation Rate 2008-2009

Area	Total Graduates	Graduation Rate
Norfolk MC	579	93.5%
Nebraska Statewide	19,398	89.1%

Source: Nebraska Coordinating Commission for Postsecondary Education, Released 2010

How to use it

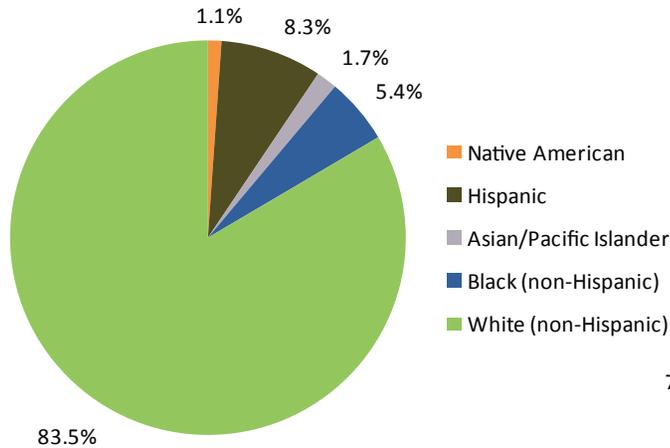
In order for high school students to be included in the labor force count they need to be 16 years old and employed or actively seeking employment. Knowing the number of high school graduates, along with the percentage of those that will continue on to college or look for employment, can be beneficial in adjusting recruiting techniques and labor force estimates. Nebraska's non-metropolitan and non-micropolitan public graduation rate was high, at 93.1%.

Where to find it

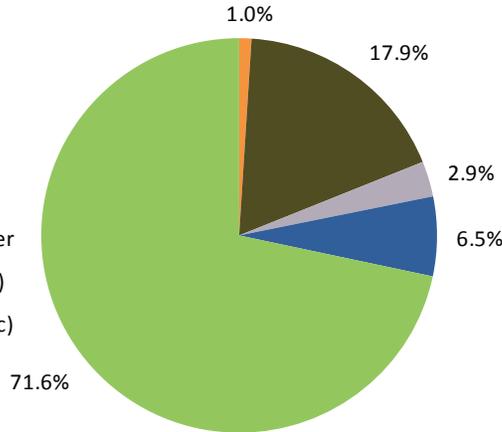
Graduate information from Nebraska's Coordinating Commission for Postsecondary Education can be found at ccpe.state.ne.us.

Public High School Graduates by Race and Ethnicity Nebraska Statewide, 2008-2009 and 2018-2019

2008-2009
Graduates



2018-2019
Projected Graduates



Source: Nebraska Coordinating Commission for Postsecondary Education, Progress Report, Released 2010

Where to find it
Graduate information from Nebraska's Coordinating Commission for Postsecondary Education can be found at ccpe.state.ne.us.

How to use it
Nebraska's demographics are steadily changing, and this is reflected in the projected race and ethnicity breakdown of high school graduates. These forecasts give us a glimpse at what employers can expect their future workforce to look like. The education system is already seeing a rapid increase of Hispanic graduates; they have nearly doubled in the past five years. As they and their families join the labor force, businesses and agencies may need to accommodate a changing workforce.

Graduate Projections

What is it?

According to Nebraska's Coordinating Commission for Postsecondary Education, small annual changes are projected to occur in the demographics of Nebraska's high school students. Minority students, especially Hispanics, are projected to account for a higher percentage of the graduates from the state's public schools in the 2018 to 2019 school year than they did in 2008 to 2009. Specifically, minorities are expected to make up 11.9% percent more of the total public graduates in 2018 to 2019 than in 2008 to 2009, increasing from about 3,200 students to roughly 5,900 students.

The number of Nebraska public school graduates is projected to change by 6.4% from the 2008-2009 school year to the 2018-2019, increasing from 19,398 to 20,649.



Educational Attainment

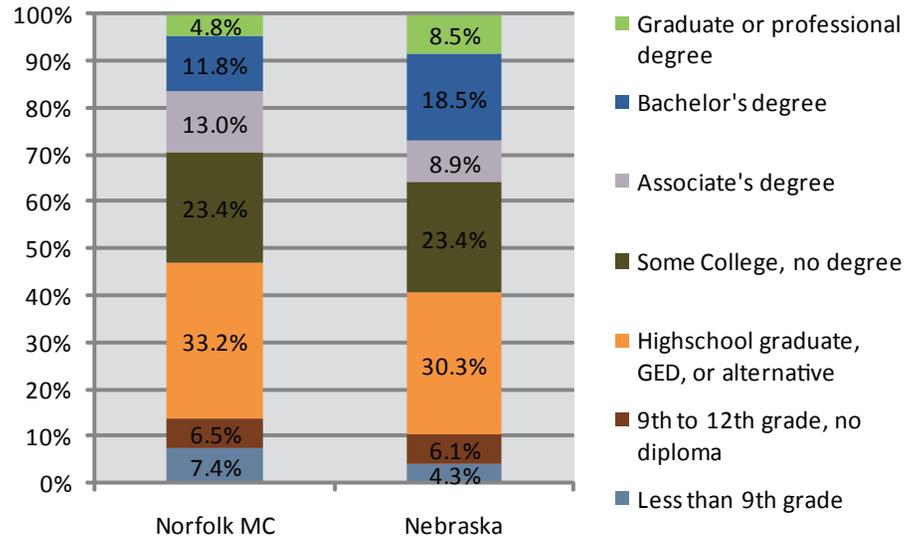
What is it?

Nebraska's residents are well-educated, a characteristic valued by businesses seeking to locate within the state. In the Norfolk MC, 86.1% of persons age 25 or older have a high school diploma, GED or higher level of education. Nearly all Metropolitan and Micropolitan Statistical Areas within the state have 80% to 90% of persons age 25 and older with a high school diploma, GED or higher level of education.

In the Norfolk MC, 52.9% of the residents have post high school education, and 16.5% of the MC's residents have a Bachelor's degree or higher.

The Norfolk MC's education levels have improved since 2000, with the population holding a high school diploma, GED or higher increasing by 2.8% and those with a post-secondary educational degrees by 4.0%.

Educational Attainment: Population Age 25 and Older 2004 to 2009 Aggregate



Source: U.S. Census Bureau, American Community Survey, Released 2010

How to use it

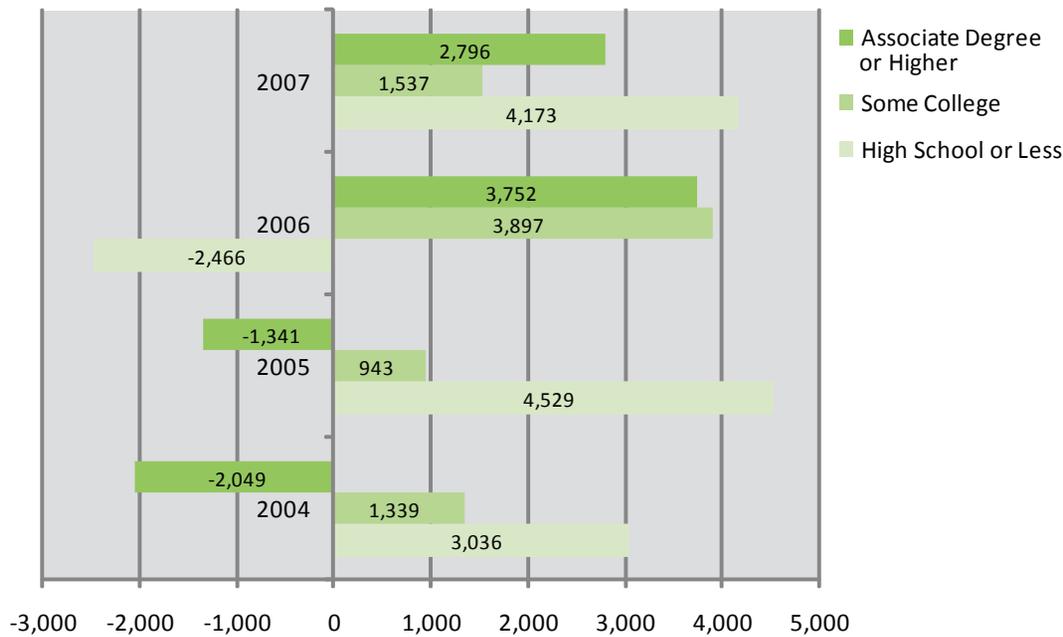
When companies search for a place to establish a business, many factors come into play; a labor force with a potential for high educational attainment rates may be a determining factor. Nebraska, which has a higher-than-average rate of individuals age 25 and over with some education past a high school diploma compared to the United States, will impress potential site locators. Companies which require a large proportion of skilled employees will likely find the high rates of educational attainment appealing compared to other areas.

Where to find it

Educational attainment data from the 2005-2009 American Community Survey can be found at census.gov. Choose American Fact Finder.



Net Educational Migration: Population Age 22 to 64 Nebraska Statewide, 2004 to 2007



Source: Nebraska Coordinating Commission for Postsecondary Education, Progress Report, Released 2010

How to use it

The availability of an educated labor force can be something of interest when a business is looking to select a location and this is highly affected by the net migration of workers. If a business has to exhaust too many resources to recruit candidates to fill its technical positions, this can drive the costs of locating in an area too high to be a viable option.

Where to find it

Educational Migration trends from Nebraska's Coordinating Commission for Postsecondary Education can be found at ccpe.state.ne.us.

Educational Migration

What is it?

Estimated net migration of 22- to 64-year-olds reveals that there is a historical trend of net out-migration of Nebraska's educated population and an in-migration of adults with a high school diploma or less.

A reversal of the previous trend, starting in 2007, shows a change in the previous out-migration of Nebraska's educated population. However, Nebraska's Coordinating Commission for Postsecondary Education states that this data is based on a small sample size and could vary dramatically year to year. All American Community Survey data is based on a sample of the population and can be expected to fluctuate when describing very specific demographics. ACS data is used to compile this data.

In 2007, there was an in-migration of people with a Graduate or Professional Degree, as well as people with a Bachelor's Degree. However, there was a slight net migration out of the state by people with Associates Degrees.



Postsecondary Graduates

What is it?

There were a total of 8,167 graduates from the Community Colleges, State Colleges and the University of Nebraska – Kearney between July 1, 2007 and June 30, 2008. About five out of seven (71.1%) graduates, 5,804 in total, were working in Nebraska in the first quarter of 2009. This is nearly the same percentage as in the previous year. Community Colleges had the highest percentage of graduates working in the state as well as the highest range of counties with at least one graduate employed in the county.

Over a quarter (25.7%) of Community College graduates working in Nebraska were in the Health Care industry. The highest number of Bachelors Degree State College graduates was in the Business Administration and Management. Of those graduates, 68% of the 362 were working in the state with estimated average annual earnings of \$27,477.

Postsecondary 2007 to 2008 Graduates Working in Nebraska, First Quarter 2009

	Associates Degrees- Community Colleges	Bachelors Degrees- State Colleges	Bachelors Degrees- University of Nebraska- Kearney
Number of Graduates	3,868	1,100	913
Number of Graduates Working in Nebraska	2,885	645	578
Percent of Graduates Working in Nebraska	75%	59%	63%
Estimated Average Annual Earnings	\$25,806	\$26,615	\$25,752
Estimated Median Annual Earnings	\$24,605	\$27,208	\$26,950

Source: Nebraska Department of Labor, Graduate Outcomes in Nebraska, Released 2010

How to use it

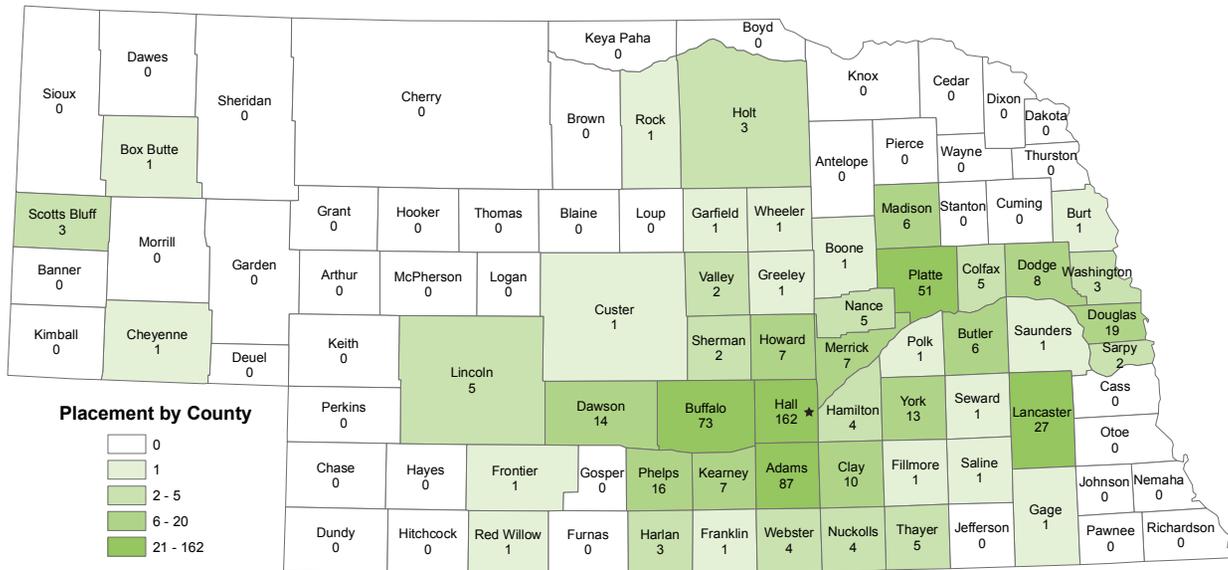
The numbers suggest that those who attend community college in Nebraska are more likely to seek employment in Nebraska than they are to seek employment outside of the state. This may also mean that Nebraska Community Colleges are providing training more directly related to Nebraska jobs. The labor market for people with Bachelor's Degrees and higher tends to be a national market. For some occupations, employment opportunities in other states may also provide higher pay.

Where to find it

Online the Graduate Outcomes in Nebraska publication can be found at LMI Home. Under Publications > Get More. The Graduate Outcomes section contains a drop-down box with publications for each school.



Central Community College 2007 to 2008 Graduates Working in Nebraska, First Quarter 2009



Institution	Number of Graduates	Number of Graduates Working in Nebraska	Percent of Graduates Working in Nebraska	Estimated Average Annual Earnings for Associate Degree	Estimated Median Annual Earnings for Associate Degree
Central Community College	1,203	946	79%	\$24,414	\$22,499

Stars indicate primary campus locations.

Source: Nebraska Department of Labor, Graduate Outcomes in Nebraska, Released 2010

Where to find it

Online the Graduate Outcomes in Nebraska publication can be found at LMI Home. Under Publications > Get More. The Graduate Outcomes section contains a drop-down box with publications for each school.

How to use it

Community College graduates supply local businesses with skilled workers. Most graduates work in counties near the college from which they graduated. This information may help existing and potential businesses determine where to place recruitment efforts. Graduates are likely to work in Nebraska when there are employment opportunities with competitive wages. For example, 79% of Central Community College graduates were working in the state, compared to 86% of Central's Health Care graduates and 97% of their Registered Nursing graduates.

Graduate Employment

What is it?

Central Community College graduates provide a skilled labor supply to Nebraska's employers. Seventy-nine percent of the 2007-2008 Central Community College graduates were employed in the state in first quarter 2009. This is a one percent decrease from the previous year. Overall, 75% of all Community College graduates were working in Nebraska in first quarter 2009.

There were 51 graduates from the 2007-2008 Central Community College graduating class employed in Platte County in first quarter 2009. This figure is down from 56 graduates from the 2006-2007 class.

There were 36 degrees/fields of study that had 85% or more of the graduates working in the state. These fields of study employed 416 of Central Community College's 1,203 graduates working in Nebraska. Within this group, Industrial Mechanics and Maintenance Technology graduates had the highest discloseable estimated average annual earnings of \$47,457.



Graduate Employment

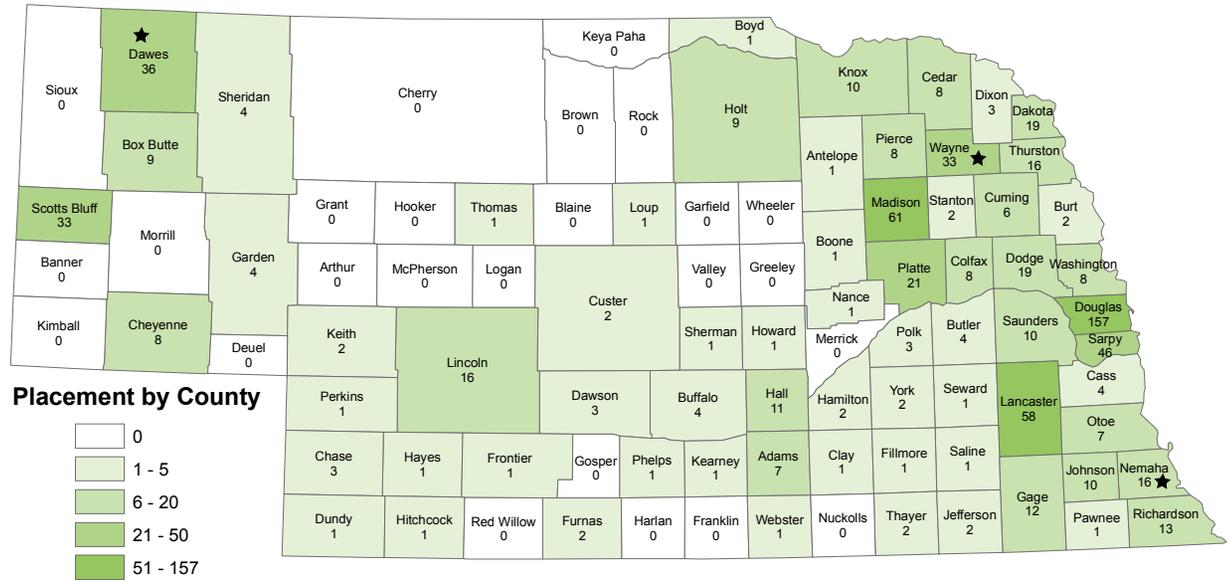
What is it?

Wayne State College had a total of 696 graduates from July 1, 2007 through June 30, 2008. In the first quarter of 2009, there were 484 (70%) graduates who were working in the state. There was a two percent increase in State College graduates between 2006-2007 and 2007-2008. The number of graduates working in the state also rose slightly, up almost one and a half percent over the previous year.

Wayne State College 2007-2008 graduates were employed in 40 counties across Nebraska, eight of which had 15 or more graduates. Platte County employed 16 graduates from this class.

Close to half (46%) of Wayne State College Graduates chose a field of study in education and 74% of those graduates were employed in the state. Eighty-six percent of those graduates employed in the state were working in the Educational Services industry.

All State College 2007 to 2008 Graduates Working in Nebraska, First Quarter 2009



Institution	Number of Graduates	Number of Graduates Working in Nebraska	Percent of Graduates Working in Nebraska	Estimated Average Annual Earnings for Associates Degree Graduates	Estimated Median Annual Earnings for Associates Degree Graduates
All State Colleges	1,578	984	62%	\$26,615	\$27,208

Stars indicate campus locations.

Source: Nebraska Department of Labor, Graduate Outcomes in Nebraska, Released 2010

How to use it

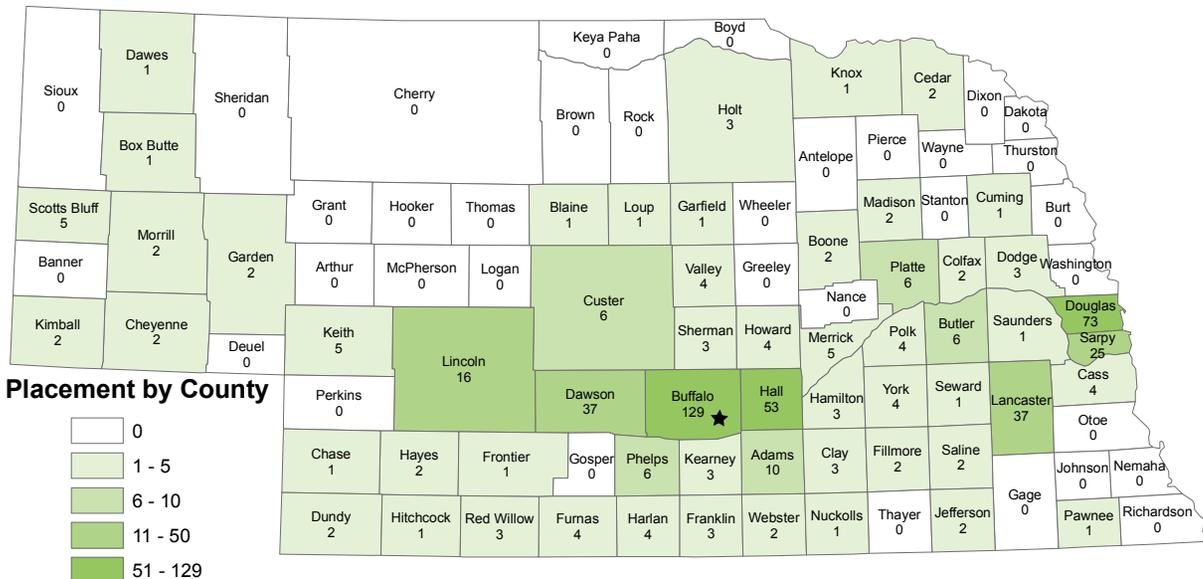
State College graduates are less likely than Community College graduates to be employed in Nebraska, most likely because graduates with Bachelor's Degrees or higher tend to have a wider employment range than Community College graduates. Nebraska businesses need to remain regionally and nationally competitive to keep talented graduates in the state. All three State Colleges are located relatively near the border with other states. Graduates may be working near the college from which they graduated, but in another state. Information is not available for graduates working outside Nebraska.

Where to find it

Online the Graduate Outcomes in Nebraska publication can be found at LMI Home. Under Publications > Get More. The Graduate Outcomes section contains a drop-down box with publications for each school.



University of Nebraska - Kearney 2007 to 2008 Graduates Working in Nebraska, First Quarter 2009



Institution	Number of Graduates	Number of Graduates Working in Nebraska	Percent of Graduates Working in Nebraska	Estimated Average Annual Earnings for Associates Degree Graduates	Estimated Median Annual Earnings for Associates Degree Graduates
University of Nebraska - Kearney	1,204	779	65%	\$25,752	\$26,950

Stars indicate UNK location.

Source: Nebraska Department of Labor, Graduate Outcomes in Nebraska, Released 2010

Where to find it

Online the Graduate Outcomes in Nebraska publication can be found at LMI Home. Under Publications > Get More. The Graduate Outcomes section contains a drop-down box with publications for each school.

How to use it

University of Nebraska - Kearney graduates are less likely than Community College graduates to be employed near the college from which they graduated. Graduates with Bachelor's Degrees or higher tend to have a wider employment range than Community College graduates except for graduates with advanced degrees in education. Those individuals are very likely to be employed in the state. Nebraska businesses need to remain regionally and nationally competitive to keep talented graduates in the state.

Graduate Employment

What is it?

The University of Nebraska - Kearney (UNK) had a total of 1,204 graduates from July 1, 2007 through June 30, 2008. Of those graduates, 779 (65%) were working in Nebraska in first quarter 2009. There were 72 more total graduates from the University of Nebraska-Kearney and 52 more graduates working in the state than the previous year.

Fifty-eight counties had at least one UNK graduate employed in the county in the first quarter of 2009, and six counties had 25 or more graduates. Six UNK graduates were employed in Platte County from this class.

The Bachelors Degree program in Business Administration and Management had the highest number of graduates with 160 graduates. Seventy-two percent of those graduates were employed in the state in the first quarter of 2009. Master's Degree graduates (68%) were more likely than Bachelors Degree graduates (63%) to be working in the state.



Labor Force



What is it?

For the Labor Force Estimates and Labor Force and Unemployment Rate Monthly Trends, the graphs and tables are formatted as they would appear if pulled directly from the NEWorks page.

The labor force is the total of all civilians, employed or unemployed, excluding those who are under 16 years of age, people who are institutionalized, or members of the Armed Forces. The unemployment rate is calculated by taking the number of unemployed individuals divided by the total labor force.

Between 2000 and 2010, the Norfolk MC labor force increased by 1,033 individuals. Since 2000, employment has decreased by 4.9% while unemployment rose by 30.0%.

Norfolk MC's 2010 unemployment rate of 4.1% was lower than the statewide rate of 4.7% and the national level of 9.3%. Nebraska also has a higher participation rate than the national average.

Labor Force Estimates Nebraska Statewide, 2009

Civilian Labor Force	Employment	Unemployment	Unemployment Rate (%)
976,859	931,414	45,444	4.7

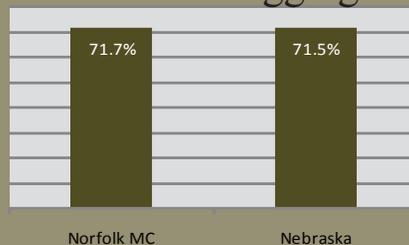
Labor Force Estimates Norfolk MC, 2009

Civilian Labor Force	Employment	Unemployment	Unemployment Rate (%)
26,127	25,048	1,079	4.1

Note: Data is not seasonally adjusted

Source: Nebraska Department of Labor, Local Area Unemployment Statistics, Released 2010

Labor Force Participation Rate 2005- 2009 Aggregate



Source: U.S. Census Bureau, American Community Survey, Released 2009

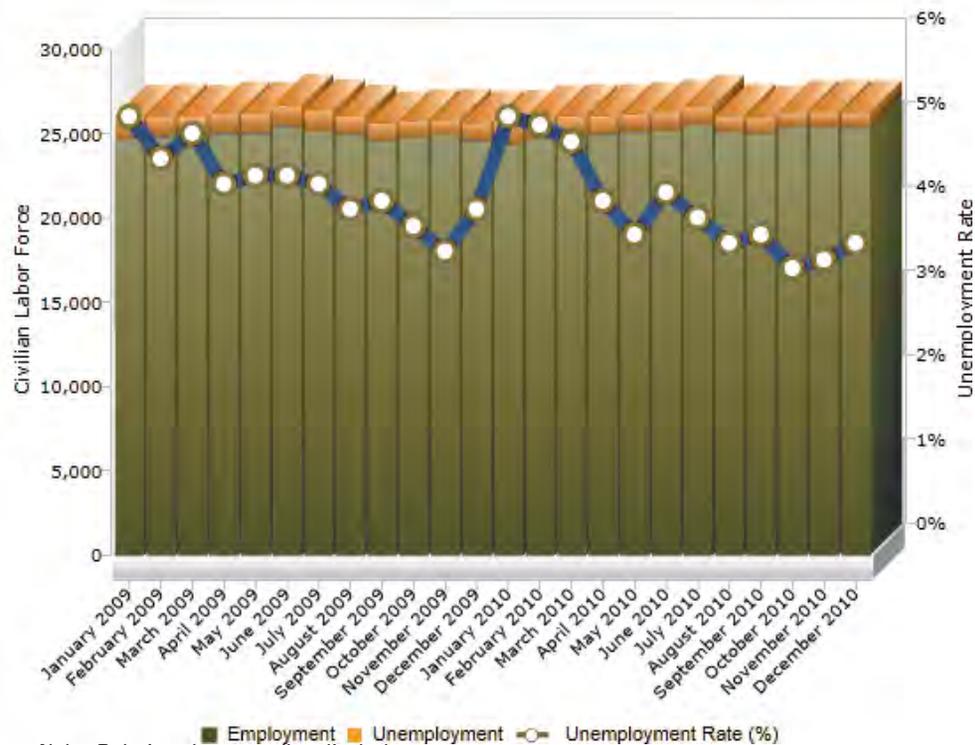
How to use it

There are many different factors that can be used to determine the stability of the economy, including the unemployment rate. However, caution should be used when looking at month to month changes in the unemployment rate, and other labor force data. The sample size used in estimating data at this level is rather small and a small sample size can introduce higher sampling errors. A better way to look at these estimates is to examine longer-term trends for patterns and changes.

Where to find it

Additional labor force data can be found at LMI Home. Under Historic Data Analysis > Employment and Wage Data > Labor Force Data > Labor Force Employment and Unemployment (LAUS). Preliminary LAUS data is released and the previous month's data is revised each month

Labor Force and Unemployment Rate Monthly Trends Norfolk MC, 2009 to 2010



Note: Data is not seasonally adjusted
Source: Nebraska Department of Labor, Local Area Unemployment Statistics, Released 2010

Labor Trends

What is it?

Labor force trends show that the number of people in the labor force has increased 1.0% from 25,996 individuals in January of 2009 to 26,254 individuals in December of 2010.

Seasonal fluctuations are visible in the labor force and unemployment rate monthly trends. The data presented is not seasonally adjusted, so some of the trends are a result of natural employment changes throughout the year. In both 2009 and 2010, the labor force was largest during the month of June and July, this is expected with the growth of construction jobs and other industries which expand over the summer months.

Nebraska's highest unemployment rate occurred in November of 1982, with a rate of 10.8%. In recent history, the highest unemployment rate was 5.6%, during January of 2010.

Labor Supply

How to use it

Trends show that the labor force is growing, as is expected with the overall population growth. It is important to remember that this data is not seasonally adjusted. Seasonal events, such as weather changes, harvests, holidays and school openings and closings can cause the estimates to go through major fluctuations. By studying historical seasonal patterns users can estimate current levels and upcoming changes, helping to plan business processes, such as recruitment.

Where to find it

Additional labor force data can be found at LMI Home. Under Historic Data Analysis > Employment and Wage Data > Labor Force Data > Labor Force Employment and Unemployment (LAUS). Preliminary LAUS data is released and the previous month's data is revised each month



Nebraska Workers

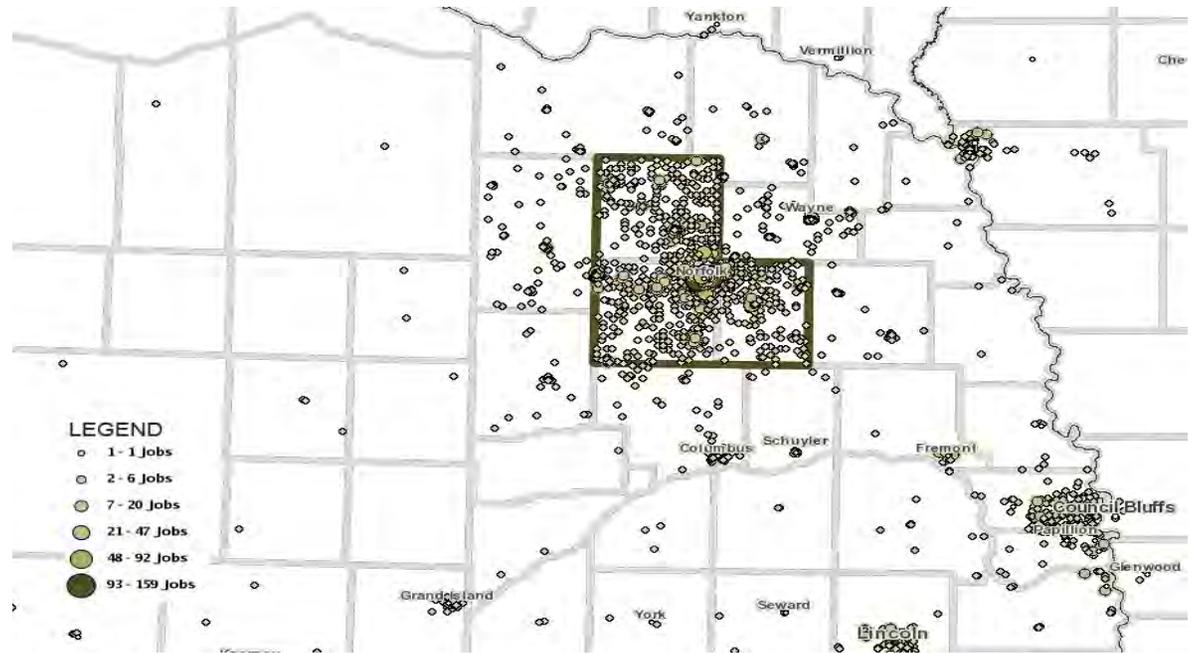
What is it?

The map to the right shows where Norfolk MC's workers live. There were 21,133 employees working primary jobs within the MC in 2008, according to the U.S. Census Bureau. Of those workers, 15,547 (73.6%) lived within the Norfolk MC boundaries.

Over one-quarter (26.4%) of the Norfolk MC's workers were in-commuters in 2008; 5,586 individuals from other counties commuted into the Norfolk MC in order to work. More than two-fifths (43.8%) of commuters commuted into the MC from contiguous counties to the MC. Commuters from the Omaha MSA constituted 14.4% of in-commuters; 9.0% traveled from the Columbus MC.

There were 456 commuters from other states, constituting 2.2% of the Norfolk MC workers. Most of the out-of-state commuters (240) were from Iowa.

Where Norfolk MC's Workers Live 2008



Note: Locations of less than 29 jobs are not shown.
Source: U.S. Census Bureau, Local Employment Dynamics, Released 2009

How to use it

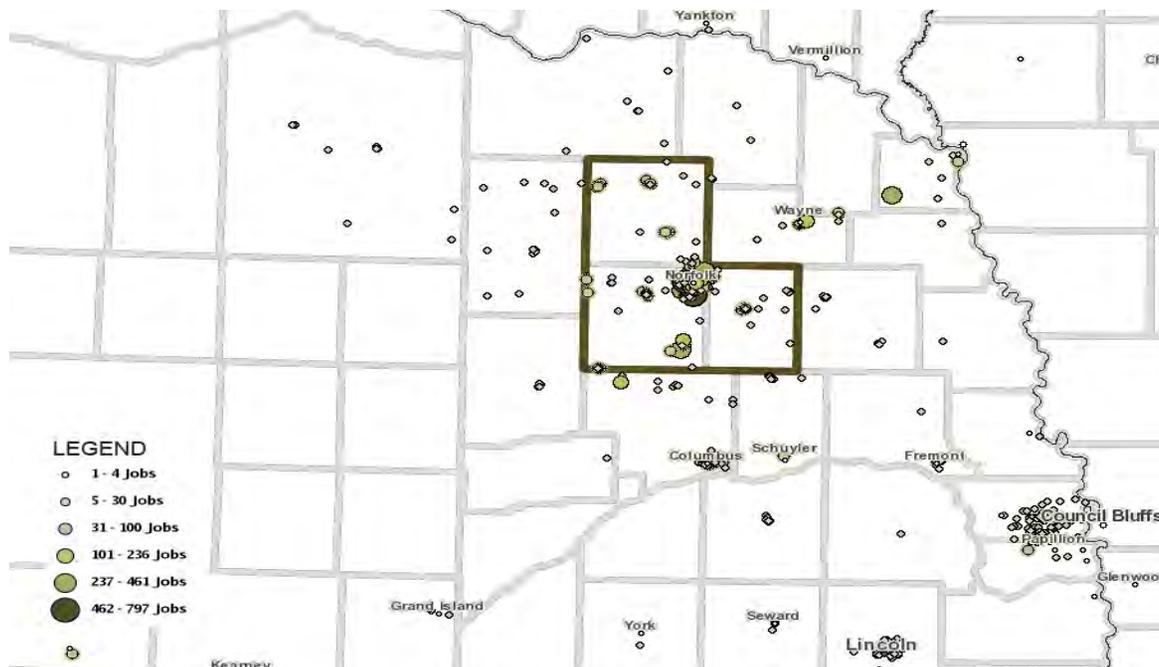
Commuting Patterns are used by the U.S. Census Bureau to identify the boundaries of regional labor pools and to determine Labor Market Areas. Businesses depend on labor force information available by Labor Market Area to evaluate recruiting methods and identify the potential customer base. Economic Development boards can also benefit from knowing commuting patterns by estimating the number of workers who may choose to work within a region if suitable jobs were available.

Where to find it

Commuting statistics from Local Employment Dynamics can be found at lehd.did.census.gov/led/. Choose OnTheMap under Tools. New data is available in a different format.



Where Workers are Employed who Live in Norfolk MC 2008



Locations of less than 127 jobs are not shown.
Source: U.S. Census Bureau, Local Employment Dynamics, Released 2009

Nebraska Resident Workers

What is it?

The map to the left shows where workers live who are employed in the Norfolk MC. There were 22,503 workers living in the Norfolk MC in 2008, according to the U.S. Census Bureau. Of those resident workers, 15,547 (69.1%) remained in the MC area to work.

There were 6,956 (30.9%) resident workers who commuted out of the MC, resulting in a net loss of 1,370 workers from commuting.

Nearly one-third (32.4%) of out-commuters are traveling to contiguous counties to the Norfolk MC. More than one-fifth (21.4%) of commuters are traveling to the Omaha MSA for work, while 14.4% of commuters are traveling to the Columbus MC for work. There were 523 Norfolk MC out-commuters traveling to out-of-state work, constituting 2.2% of the MC resident workers; 254 workers commuted into Iowa for work.

How to use it

Many of the workers commuting to and from bordering states are likely commuting across state lines for work. It is possible that many of the workers commuting to and from other states not bordering Nebraska are either (1) actually living in another state while keeping a permanent residence in Nebraska, (2) are working at an alternative work site for a company based in Nebraska, or (3) are telecommuting or only commuting occasionally.

Where to find it

Commuting statistics from Local Employment Dynamics can be found at lehd.did.census.gov/led/. Choose OnTheMap under Tools. New data is available in a different format.



Nebraska Compensation

What is it?

Of the 23 major occupational groups, Management provides the highest hourly average wage at \$33.67 per hour according to Occupational Employment Statistics. This occupational group also has a \$30.00 per hour difference between entry and experienced average wages, which is the largest disparity for all occupations. Food Preparation and Serving-Related Occupations pay the lowest average hourly wage at \$9.49 per hour.

The Norfolk MC's average annual wage for all occupations in 2010 is \$34,913, which is \$2,830 below the Nebraska average annual wage. Five occupations have average annual wages that are above the state average. Three occupations pay substantially lower on average, more than \$10,000, within the MC than they do in the state: Management, Computer and Mathematical, and Arts, Design, Entertainment, Sports, and Media Occupations.

Wages by Occupation Norfolk MC, 3rd Quarter 2010

SOC Code	Standard Occupational Code Title	Hourly Average	Hourly Entry	Hourly Experienced	Annual Average Norfolk MC	Annual Average Nebraska
11-0000	Management Occupations	\$33.67	\$13.67	\$43.67	\$70,035.00	\$88,591
13-0000	Business and Financial Operations Occupations	\$25.76	\$15.86	\$30.71	\$53,582.00	\$58,192
15-0000	Computer and Mathematical Occupations	\$23.46	\$14.44	\$27.98	\$48,797.00	\$66,599
17-0000	Architecture and Engineering Occupations	\$26.38	\$16.11	\$31.51	\$54,868.00	\$62,249
19-0000	Life, Physical, and Social Science Occupations	\$25.65	\$15.53	\$30.72	\$53,360.00	\$55,993
21-0000	Community and Social Services Occupations	\$15.27	\$9.92	\$17.94	\$31,757.00	\$35,191
23-0000	Legal Occupations	\$31.34	\$19.70	\$37.17	\$65,192.00	\$75,171
25-0000	Education, Training, and Library Occupations	\$20.78	\$12.05	\$25.14	\$43,226.00	\$42,185
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	\$13.18	\$7.70	\$15.91	\$27,414.00	\$38,901
29-0000	Healthcare Practitioners and Technical Occupations	\$28.21	\$13.11	\$35.76	\$58,670.00	\$61,445
31-0000	Healthcare Support Occupations	\$11.18	\$8.93	\$12.31	\$23,257.00	\$25,809
33-0000	Protective Service Occupations	\$17.00	\$10.08	\$20.45	\$35,352.00	\$37,411
35-0000	Food Preparation and Serving-Related Occupations	\$9.49	\$7.57	\$10.44	\$19,731.00	\$19,229
37-0000	Building and Grounds Cleaning and Maintenance Occupations	\$11.26	\$7.89	\$12.94	\$23,418.00	\$22,721
39-0000	Personal Care and Service Occupations	\$9.88	\$7.46	\$11.10	\$20,556.00	\$21,884
41-0000	Sales and Related Occupations	\$12.95	\$7.30	\$15.78	\$26,943.00	\$32,275
43-0000	Office and Administrative Support Occupations	\$13.03	\$8.79	\$15.15	\$27,111.00	\$29,656
45-0000	Farming, Fishing, and Forestry Occupations	\$13.42	\$10.88	\$14.69	\$27,919.00	\$27,112
47-0000	Construction and Extraction Occupations	\$16.62	\$11.31	\$19.27	\$34,571.00	\$38,342
49-0000	Installation, Maintenance, and Repair Occupations	\$18.26	\$11.40	\$21.69	\$37,975.00	\$38,650
51-0000	Production Occupations	\$17.05	\$10.74	\$20.20	\$35,463.00	\$31,485
53-0000	Transportation and Material Moving Occupations	\$15.22	\$9.03	\$18.32	\$31,660.00	\$33,603
00-0000	Total all occupations	\$16.78	\$8.84	\$20.75	\$34,913.00	\$37,743

Source: Nebraska Department of Labor, Occupational Employment Statistics, Released 2010

How to use it

Sometimes determining wages and wage adjustments for employees can be complicated for employers. However, using the Occupational Employment Statistics to see wage trends by area and industry will simplify the process. Many employers reevaluate salaries after minimum wage changes. Nebraska's minimum wage changed to \$6.55 in 2008 and was increased to \$7.25 per hour in 2009.

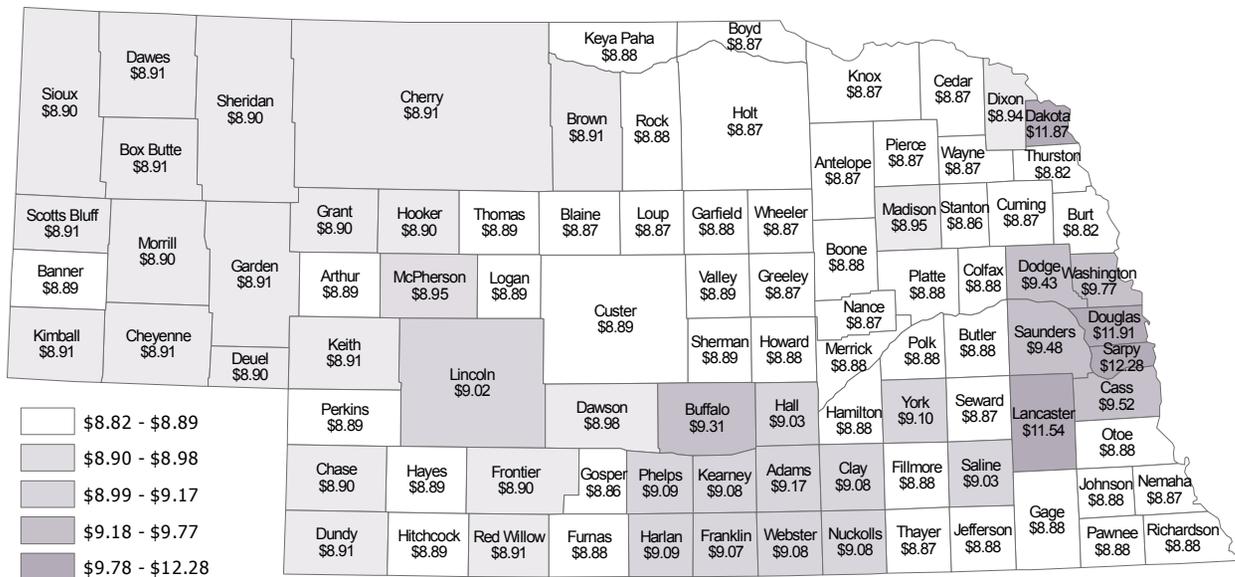
Where to find it

Occupational employment and wages can be found at LMI Home. Under Employment and Wage Data > Occupation Specific Data > Wages. Occupational Employment Statistics are updated quarterly.



Self-Sufficiency Standard by County

Family of Two Working Adults, Infant and Preschooler, 2010



Self-Sufficiency Standard

What is it?

The Self-Sufficiency Standard is the amount of income, shown here in hourly wage, a family would need to live, work and adequately meet its basic needs without public or private assistance. The Standard, which varies by family type and location, is the wage needed to be earned by each adult.

The map to the left shows the 2010 Self-Sufficiency Standard for a family of four including two working adults, an infant and a preschooler. Nearly 75% of Nebraska's counties (67 of 93 counties) have a Self-Sufficiency Standard for that family type of between \$8.86 and \$8.91 per hour for each adult. Sarpy County has the highest standard at \$12.28, while Thurston and Burt County had the lowest at \$8.82 per hour for each adult.

Source: Nebraska Appleseed Center for Law in the Public Interest and Wider Opportunities for Women, Self-Sufficiency Standard for Nebraska, Originally Released 2002, Updated 2010 (Prepared by Diana Pearce, Ph.D. with Jennifer Brooks)

How to use it

The Standard was intended initially as a performance measure for the goal of "self-sufficiency" in federal job training programs (now known as WIA, the Workforce Investment Act program). It is a measure that provides realistic and detailed data on what clients individually need to be self-sufficient.

Where to find it

The Nebraska Self-Sufficiency Standard as well as additional information can be found online at neappleseed.org/lowincome.



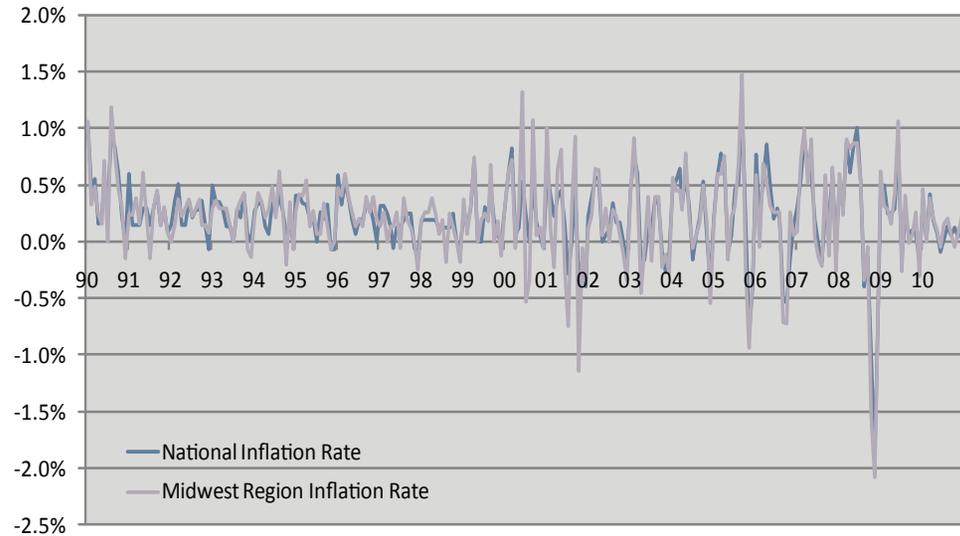
Consumer Price Index

What is it?

The Consumer Price Index, or CPI, is a measure of price levels for everyday goods purchased by consumers. Products are priced in all metropolitan areas around the country on a daily basis and compared to previous prices. These prices are then scaled to a base of 100 and released monthly.

If prices rise, the CPI will increase; if prices decrease, the CPI drops. The percent changes in the CPI should be directly related to the price changes consumers face over the time period for everything they buy. The CPI monthly release can be taken as a percentage to measure the inflation rate, in which any given data point is measured against the data of the previous month.

Monthly Inflation Rate Midwest Region and United States, 1990 to 2010



Source: CPI Data Used From Bureau of Labor Statistics, Released 2010

How to use it

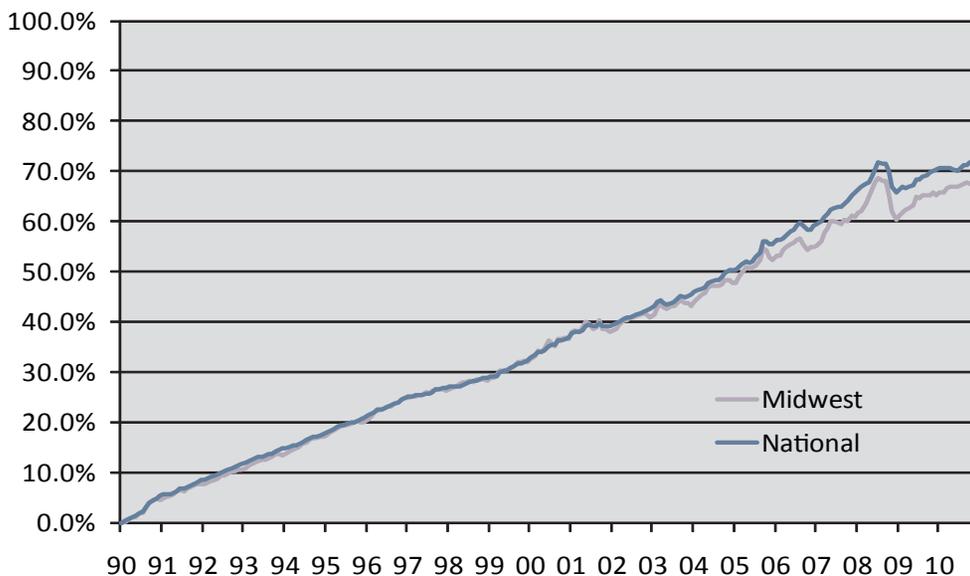
The inflation rate gives insight into how much prices change in a given period. The rate can be used to identify trends in price changes, such as the lull in price changes during the mid-1990's. The inflation rate can also help identify specific time periods when changes in the economic cycle occurred. In general, recessions decrease price changes, causing inflation to decrease or even become negative.

Where to find it

On the BLS.gov website, go to the tab which reads "Subject Areas". This will yield a drop down menu, on which the first option is Consumer Price Index. CPI data is updated monthly.



Inflation Rate, Base Year 1990 Calculated Monthly Midwest Region and United States, 1990 to 2010



Source: CPI Data Used From Bureau of Labor Statistics, Released 2010

Consumer Price Index

What is it?

The Consumer Price Index (CPI) is a representation of the goods and services purchased by consumers. These consumption items are grouped into one of 200 categories, which are then further categorized into eight major groups: food and beverages, housing, apparel, transportation, medical care, recreation, education and communication, and other goods and services.

The CPI also includes various government-charged user fees and taxes. Any tax that is associated with specific goods' and services' prices, such as sales tax, water and sewerage charges, and vehicle tolls, will be included in the CPI. However, any tax not directly related to a consumption purchase, such as an income or Social Security tax, will not be included in the CPI. Over the past two decades, the Midwest Region's CPI experienced a 68% inflation rate, while the National CPI experienced a 72% inflation rate based on 1990 rates.

How to use it

The inflation rate, when adjusted with a base year of 1990, gives insight into how prices have changed since 1990. This allows for a comparison of any specific item between the base year and current time. If a wage does not increase at the rate of inflation, the wage has effectively decreased in real value. To adjust a wage for inflation, multiply the wage from the original time period by 1 plus the percent of inflation ($1+(\%)$). For example, a wage of \$5.00 in 1990 adjusted for national inflation to 2010 should be multiplied by 1 plus the percentage of inflation in numeric form (1.72). This would give a current wage of \$8.60.

Where to find it

On the BLS.gov website, go to the tab which reads "Subject Areas". This will yield a drop down menu, on which the first option is Consumer Price Index. CPI data is updated monthly.



Employee Benefits

What is it?

There are two factors that best predict whether or not an employer will offer benefits: type of employment (full- or part-time) and size of business. The results of the 2006 Benefits Survey show that larger businesses consistently offered more benefits than smaller ones, although the relationship was different by the type of benefit. The percentage of companies offering all types of insurance, retirement plans and educational assistance increased as the size of the business increased; this did not necessarily apply to paid leave.

Rate of Benefits Offered by Employment Size Full-time Employees, Nebraska Statewide, 2006

	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%

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

How to use it

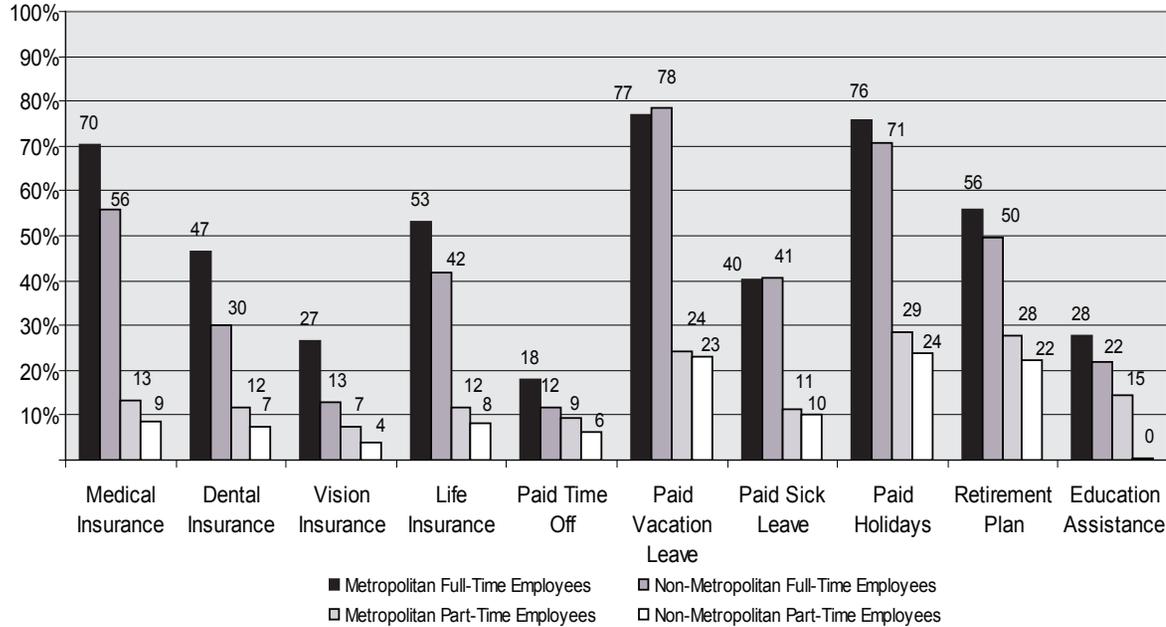
Benefit information is important to both employers and employees, since benefits can account for a significant portion (about one-third) of an employee's total compensation package. Employers often use this information to gauge how well they might compete for workers with other businesses in the area.

Where to find it

To view this survey, go to LMI Home, select the Publications section. For updated Employee Benefits information visit the BLS website at bls.gov; under the Subject Areas tab select Benefits under Pay and Benefits.



Rate of Benefits Offered Nebraska Statewide, 2006



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

Employee Benefits

What is it?

Type of employment is one of the factors that can predict whether or not an employer will offer benefits. This survey shows that, on average, full-time employees were more likely to be offered benefits than part-time employees in 2006. Also, on average, businesses within a metropolitan area offered more benefits than businesses in a non-metropolitan area. The only exceptions were the percentage of businesses offering paid vacation leave, and paid sick leave. The benefits with the largest gap between the percentage offered to full-time and part-time employees are medical insurance and paid vacation leave.

How to use it

Many factors go into choosing where to locate a new business; one of those factors may be choosing whether to locate in a metropolitan area versus a non-metropolitan area. Benefit trends showing what it would take to stay regionally competitive may influence that decision. Although most businesses do not offer as many benefits to their part-time employees, more than one-quarter of them offer some type of retirement plan. This may show how important it is to employees, even those working only part-time, to plan for retirement.

Where to find it

To view this survey, go to LMI Home, select the Publications section. For updated Employee Benefits information visit the BLS website at bls.gov; under the Subject Areas tab select Benefits under Pay and Benefits.



Employee Benefits

What is it?

Medical insurance is commonly offered to full-time employees as a benefit. The percentage of businesses that offered medical insurance to employees in 2006 is shown in the table to the right. In all but a few cases, the percent of businesses offering medical insurance increases as the employment size increases. All businesses who responded to the 2006 Benefits Survey with more than 250 employees offered medical insurance except in Professional & Business Services.

The percent of businesses that offer medical insurance in the Information and Manufacturing industries are the largest among all industries. Leisure & Hospitality offered the lowest percentage of medical insurance to full-time workers in 2006.

Rate of Medical Insurance Offered by Employment Size Full-time Employees, Nebraska Statewide, 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%	N/A	N/A	N/A	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

How to use it

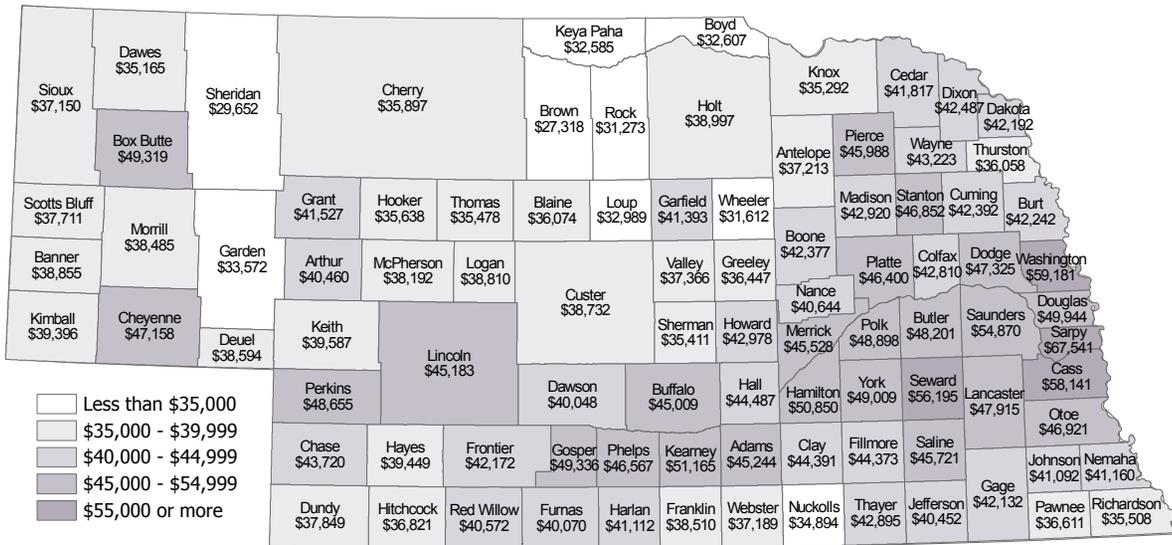
It is important to remember that while the last few tables have shown benefit availability differences between industries, regions and employment size, these factors are all interrelated. Before conclusions can be made about the influence of an employer's size or location in offering benefits, the employer's industry and proportion of full- and part-time employees must also be considered.

Where to find it

To view this survey, go to LMI Home, select the Publications section. For updated Employee Benefits information visit the BLS website at bls.gov; under the Subject Areas tab select Benefits under Pay and Benefits.



Median Household Income by County 2009



Source: USDA, Economic Research Service, County Level Median Household Income, Released 2010

Where to find it
Median Household Income data can be found at census.gov. Choose Income under People & Households.

How to use it

Household income is the annual earnings of all household members. A household can be different than a family, which is a group of two or more people living together who are related by birth, marriage, or adoption. A household is more general, and includes all people who occupy a housing unit as their usual place of residence. Local area income estimates are widely used by both public and private sectors to measure and track the levels and types of incomes received by the area population.

Household Income

What is it?

Nebraska's median household income in 2009 was \$47,470; Nebraska ranked 29th nationally. Fifteen counties had a higher median household income than the state: Sarpy, Washington, Cass, Seward, Saunders, Kearney, Hamilton, Douglas, Gosper, Box Butte, York, Polk, Perkins, Butler, and Lancaster. Sarpy County had the highest median household income with \$67,541. Brown County had the lowest with \$27,318.

Of the three counties that comprise the Norfolk MC, Stanton County had the highest median household income, at \$46,852. Stanton County ranks 19th out of the 93 counties for highest median income.

Nebraska showed a 4.5% decrease in median household income from 2008 to 2009, and an increase of 17.4% between 2000 and 2009. Garfield County had the greatest 2008 to 2009 increase (26.3%), while Brown County showed the largest decrease in median household income down 20.2%.



Industry Employment

What is it?

Average employment in the table to the right represents the number of filled positions covered by unemployment insurance who worked during, or received pay for, the pay period including the 12th of the month. This also allows for a person who holds multiple positions to be double or triple counted, once for each position they hold. Wages represent total compensation paid regardless of when services were performed. This data is a quarterly updated data set.

Some of the notable exceptions to these counts would include most self employed workers, many agriculture employees, railroad employees, as well as a number of non-profit and religious organizations.

In 2009, there were 1,655 total establishments in the Norfolk MC, which employed 23,843 individuals. Of the releasable data, the Health Care and Social Assistance industry employed the largest percentage of the Norfolk MC's workers in 2009. Utilities employees were paid the highest average weekly wage.

Employment and Wages by Industry Norfolk MC, 2009

Industry	Establishments	Avg Employment	Avg Weekly Wage	Total Wages
Agriculture, Forestry, Fishing & Hunting	38	265	\$556	\$7,655,790
Mining	4	21	\$585	\$639,062
Utilities	9	207	\$1,020	\$10,977,685
Construction	176	1,136	\$668	\$39,474,160
Manufacturing	66	3,665	\$859	\$163,627,801
Wholesale Trade	104	1,752	\$767	\$69,846,868
Retail Trade	240	3,183	\$395	\$65,457,421
Transportation and Warehousing	125	931	\$711	\$34,396,977
Information	29	321	\$612	\$10,216,627
Finance and Insurance	120	776	\$721	\$29,080,791
Real Estate and Rental and Leasing	56	241	\$503	\$6,304,578
Professional and Technical Services	93	678	\$529	\$18,645,657
Management of Companies and Enterprises	11	141	\$1,017	\$7,455,904
Administrative and Waste Services	57	703	\$398	\$14,537,980
Educational Services	38	1,999	\$622	\$64,607,358
Health Care and Social Assistance	176	4,263	\$640	\$141,867,494
Arts, Entertainment, and Recreation	25	154	\$244	\$1,951,659
Accommodation and Food Services	104	1,629	\$200	\$16,919,206
Other Services, Ex. Public Admin	117	643	\$414	\$13,841,648
Public Administration	67	1,135	\$659	\$38,873,587
Total All Industries	1,655	23,843	\$610	\$756,378,253

Source: Nebraska Department of Labor, Quarterly Census of Employment and Wages, Released 2010

How to use it

The area's largest industries are easy to deduce from the employment and wages table above. Although Health Care and Social Assistance employed the largest percentage of Norfolk MC workers, nearly one-fifth of the area's wages were paid to Manufacturing employees in 2009, suggesting how important these industry are for the MC. Manufacturing employees earn the third highest average weekly wage of workers in the Norfolk MC.

Where to find it

Industry data can be found at LMI Home. Under Employment and Wage Data > Industry Data > Quarterly Census of Employment and Wages(QCEW). QCEW data is updated quarterly.



Industry Employment Change Norfolk MC, 2001 to 2009

Industry	2001 Employment	2009 Employment	Employment Change	Percent Change
Agriculture, Forestry, Fishing & Hunting	280	265	-15	-5.4%
Mining	N/A	21	N/A	N/A
Utilities	N/A	207	N/A	N/A
Construction	1,182	1,136	-46	-3.9%
Manufacturing	4,220	3,665	-555	-13.2%
Wholesale Trade	1,932	1,752	-180	-9.3%
Retail Trade	3,524	3,183	-341	-9.7%
Transportation and Warehousing	1,063	931	-132	-12.4%
Information	335	321	-14	-4.2%
Finance and Insurance	624	776	152	24.4%
Real Estate and Rental and Leasing	210	241	31	14.8%
Professional and Technical Services	491	678	187	38.1%
Management of Companies and Enterprises	92	141	49	53.3%
Administrative and Waste Services	874	703	-171	-19.6%
Educational Services	2,036	1,999	-37	-1.8%
Health Care and Social Assistance	3,537	4,363	826	23.4%
Arts, Entertainment, and Recreation	132	154	22	16.7%
Accommodation and Food Services	1,840	1,629	-211	-11.5%
Other Services, Ex. Public Admin	780	643	-137	-17.6%
Public Administration	1,154	1,135	-19	-1.6%
Total All Industries	24,479	23,843	-636	-2.6%

Source: Nebraska Department of Labor, Quarterly Census of Employment and Wages, Released 2010

Where to find it

Industry data can be found at LMI Home. Under Employment and Wage Data > Industry Data > Quarterly Census of Employment and Wages(QCEW). QCEW data is updated quarterly.

How to use it

Historical trends in industry employment are crucial in developing industry and occupational projections. Studying Norfolk MC's industry employment history can also help to determine the critical industries in the state. A potential employer would benefit from determining whether a possible location already has a strong, growing employment base in that industry or whether employment in that area has recently declined.

Industry Employment

What is it?

The total employment for those covered by unemployment insurance in the Norfolk MC for 2009 was 23,843. Total employment decreased by 2.6% between 2001 and 2009.

Of the releasable data, Health Care and Social Assistance had the highest employment with 4,363 people, or 18.3% of total employment. It also had the largest numeric change of the industries, between 2001 and 2009, with an employment increase of 826, or 23.4%.

The Norfolk MC had notable employment gains in Finance and Insurance gaining 152 jobs for an increase of 24.4%. Manufacturing had a sizable loss over the period of 555 employment for 13.2% of its workforce.



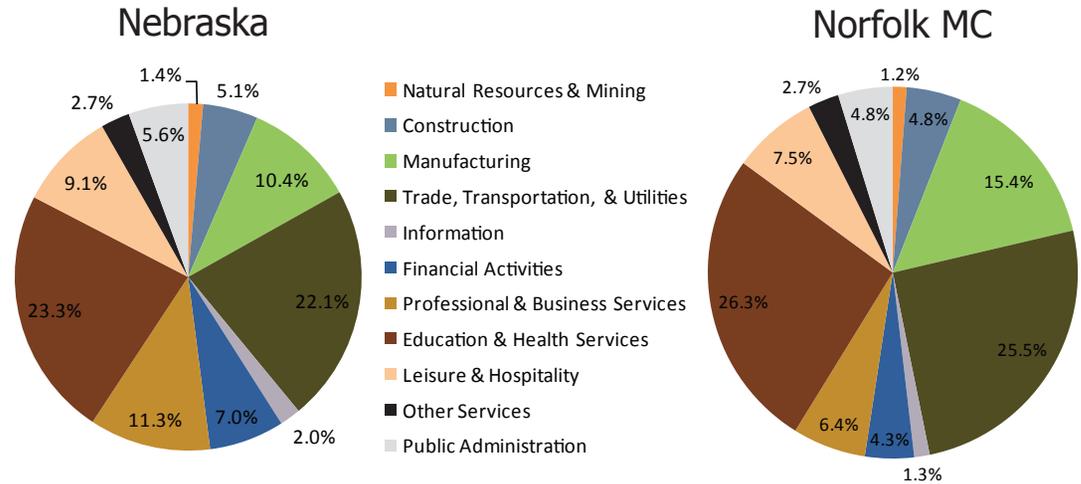
Industry Distribution

What is it?

These graphs represent the breakdown of the Norfolk MC's industry employment compared to Nebraska's. The Norfolk MC had a higher percent of employment than the state in Manufacturing, Trade, Transportation, and Utilities and Education and Health Services. The higher employment figures could be due to a number of factors, such as large employers locating in the area that they deem hospitable to their industry or perhaps a trained workforce that are capable of filling demand for the industries' production or services. With industry employment figures alone, it is difficult to pinpoint the exact reason one industry may be larger than another, which is why a person must consider more than one data source.

Overall, Education and Health Services had the highest percentage of employment for the Norfolk MC in 2009, followed by Trade, Transportation, and Utilities. Natural Resources had the lowest percentage of employment within the area.

Percent of Employment by Industry Norfolk MC and Nebraska Statewide, 2009



Source: Nebraska Department of Labor, Quarterly Census of Employment and Wages, Released 2010
 Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Released 2010

How to use it

The proportion of industry employment can be used to study which industries are significant employers in the area. This can be of interest when planning for regional development and expectations for incoming populations of laborers. This can also be of interest to businesses when surveying potential areas to either relocate or expand. This is a small piece of information that can be used to decide whether the area they are previewing may have the proper infrastructure to support their expanding business.

Where to find it

Industry data can be found at LMI Home. Under Employment and Wage Data > Industry Data > Quarterly Census of Employment and Wages(QCEW). QCEW data is updated quarterly.



Industry Location Quotient Norfolk MC, 2001 to 2009

Industry	2001	2009	Change
Natural Resources and Mining	1.03	0.88	-0.15
Construction	N/A	N/A	N/A
Manufacturing	N/A	N/A	N/A
Trade, Transportation, and Utilities	1.24	1.18	-0.06
Information	N/A	N/A	N/A
Financial Activities	0.51	0.61	0.10
Professional and Business Services	0.55	0.58	0.03
Education and Health Services	N/A	N/A	N/A
Leisure and Hospitality	0.94	0.84	-0.10
Other Services	1.10	0.99	-0.11

Source: Nebraska Department of Labor, Quarterly Census of Employment and Wages, Released 2010

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Released 2010

Where to find it

Industry data can be found at LMI Home. Under Employment and Wage Data > Industry Data > Quarterly Census of Employment and Wages(QCEW). QCEW data is updated quarterly.

How to use it

Location quotients provide information on how many people the industry employs in relation to another area. Industries with location quotients over 1.0 show a proportional rate of saturation of the labor market for that particular industry; this could be due to a number of reasons. A higher location quotient could indicate the industry receives a higher than average revenue when compared to costs within the area. When a location quotient is less than 1.0, this shows a lower level of saturation for the labor market. Location quotients are only calculated for non-agricultural industries.

Location Quotient

What is it?

The location quotient indicates the concentration of employment in an industry at an area's level relative to its concentration at the state's level. The area's location quotient is calculated by dividing each industry's employment by total employment and then by the state's employment ratio.

In 2009, Trade, Transportation, and Utilities had the highest location quotient at 1.18 of the releasable data, and the only location quotient over 1.0. This means that the Norfolk MC area has a proportionally higher saturation of the workforce for these types of employees. Professional & Business Services has the lowest location quotient at 0.58.



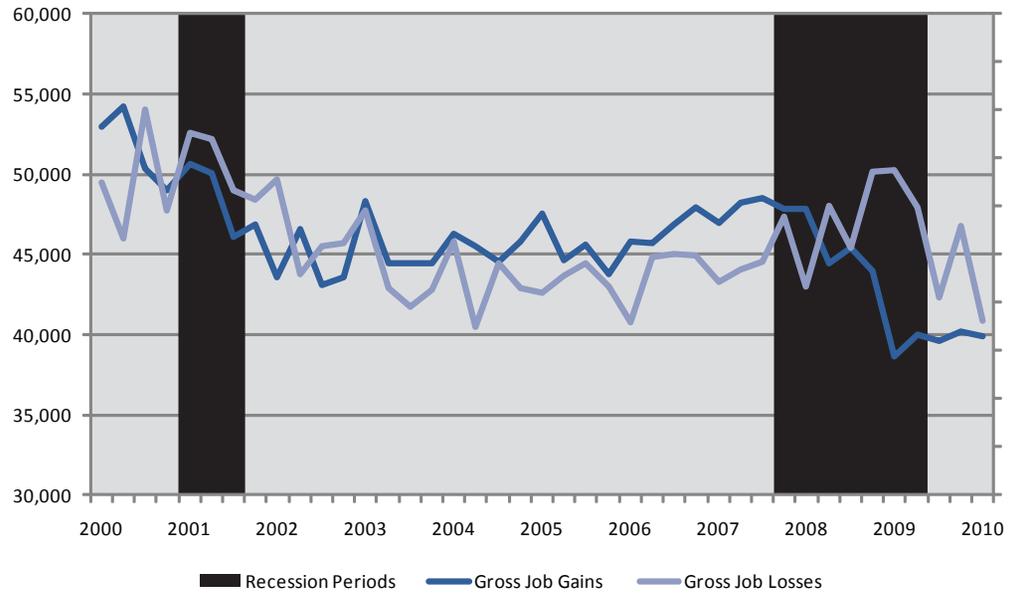
Employment Dynamics

What is it?

Business Employment Dynamics tracks gross job gains and losses at the establishment level. Government employees, private households and establishments with zero employment are not included in this information.

During the first quarter of 2010, there were 39,893 job gains from openings and expansions, and 40,899 job losses from closings and contractions. The net change was a 1,006 job loss for that quarter. First quarter of 2009 had similar but larger scale results, with many more losses and a net change of -11,590. The rates of gross job gains and losses provide a picture of the amount of "job churning" that occurs in the labor market.

Business Employment Dynamics: Job Gains & Losses Nebraska Statewide, 2000 to 2010



Note: Seasonally Adjusted Data

Source: Bureau of Labor Statistics, Business Employment Dynamics, Released 2010



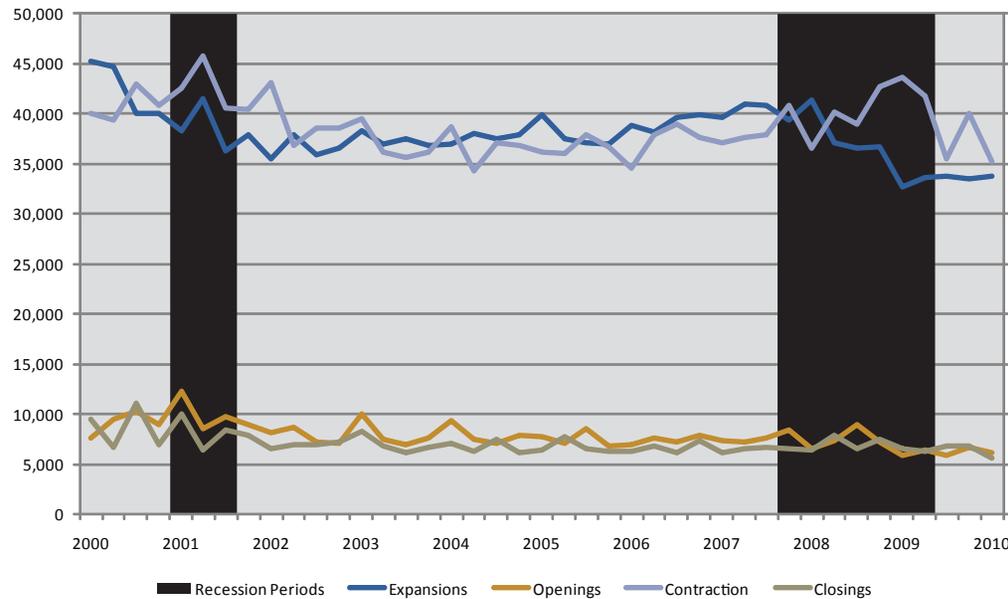
How to use it

Business Employment Dynamics show the movements of aggregate employment numbers and can be used to analyze over-the-quarter employment change in a way that tells the story of how the employment numbers change. This data is used to analyze the underlying reasons for shifts in the demand-side of the labor market. Business cycle analysis for industries, areas and the economy as a whole can also be done using Business Employment Dynamics.

Where to find it

Business Employment Dynamics can be found at bls.gov. Choose Business Employment Dynamics from the Employment Subject Area.

Business Employment Dynamics, Expansions & Contractions Nebraska Statewide, 2000 to 2010



Note: Seasonally Adjusted Data

Source: Bureau of Labor Statistics, Business Employment Dynamics, Released 2010

Where to find it

Business Employment Dynamics can be found at bls.gov. Choose Business Employment Dynamics from the Employment Subject Area.

How to use it

It is important to understand that openings are not necessarily new businesses that have opened, and that closings are not always establishments that have gone out of businesses. For example, businesses that are seasonal and close down for either the summer or the winter will be treated as closings at the end of the season or as openings at the beginning.

Employment Dynamics

What is it?

Nebraska experienced 39,893 job gains and 40,899 job losses during the first quarter of 2010. Gross job gains include both openings and expansions; gross job losses include closings and contractions. A majority of the gross job gains and losses can be attributed to expansions and contractions.

Expansions constituted 85 percent of gross job gains, while contractions were 87 percent of gross job losses. There were 33,698 establishments that expanded during the first quarter of 2010, and 6,195 establishment openings. The state also experienced 35,221 establishment contractions and 5,678 closings during that quarter. Establishment closures and contractions were significantly lower than were reported the corresponding quarter, last year.



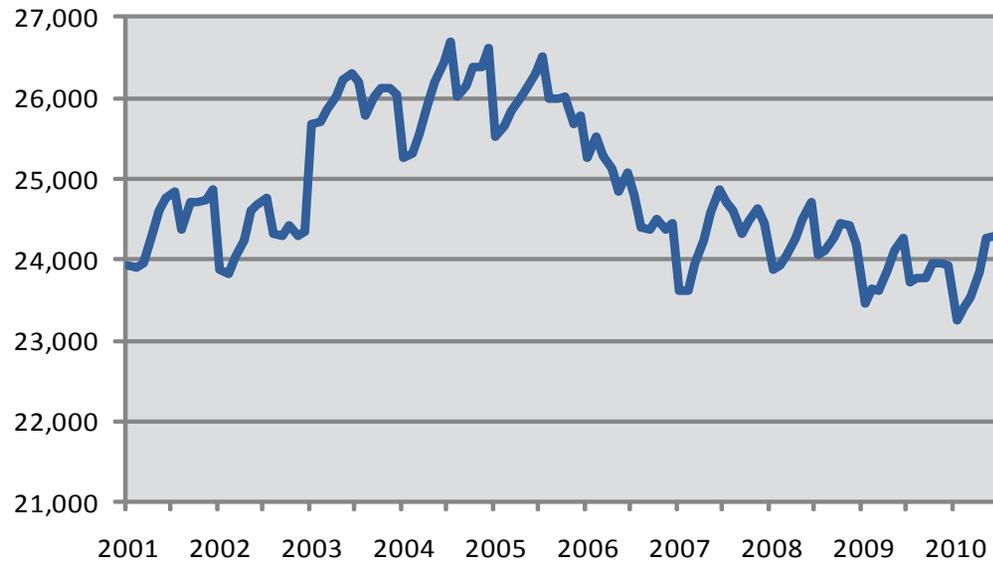
Employment Trends

What is it?

Seasonal fluctuations in employment are apparent in the chart to the right. Trends show that employment in the Norfolk MC had been increasing until July 2004 where employment began to slowly decrease. Employment slowly stabilized in 2007, resuming common seasonal patterns. The MC has yearly peaks in June or July with substantial drops between December and January. This trend is also apparent in labor force data.

Within the time period of 2001 to 2010, January to January Norfolk MC job gains occurred three times while job declines occurred six times. The largest January to January employment increase, within the 2001 to 2009 time frame, occurred from 2002 to 2003 with a gain of 7.5%, or 1,781 jobs. The largest January to January decrease occurred from 2006 to 2007 with a loss of 6.4%, or 1,626 jobs. Another noteworthy January to January job loss in the 2001 to 2009 time period occurred from 2008 to 2009 with a loss of 1.7%, or 408 jobs.

Total Employment Trends Norfolk MC, 2001 to 2nd Quarter 2010



Source: Nebraska Department of Labor, Quarterly Census of Employment and Wages, Released 2010

How to use it

Knowing historical seasonal fluctuation trends can be beneficial for both workers seeking work and businesses recruiting workers. Higher employment is common during the summer and harvesting months (although agricultural employment is not included in this data) as Construction and Retail Trade are at their peaks. A drop in employment is expected during the winter months and after the holidays, as fewer construction and retail workers are needed.

Where to find it

Industry data can be found at LMI Home. Under Employment and Wage Data > Industry Data > Quarterly Census of Employment and Wages(QCEW). QCEW data is updated quarterly.



Local Employment Dynamics: Quarterly Workforce Indicators

Norfolk MC, 2009 Four Quarter Average

Industry	Employment	Net Job Flows	Job Creation	New Hires	Separations	Turnover	Avg Monthly Earnings	Avg New Hire Earnings
Agriculture, Forestry, Fishing and Hunting	232	2	16	36	44	7.7%	\$2,290.75	\$1,719.75
Mining, Quarrying, and Oil and Gas Extraction	26	N/A	N/A	N/A	1	4.7%	\$2,604.00	N/A
Utilities	178	N/A	N/A	N/A	3	1.5%	\$4,455.75	\$2,936.25
Construction	1,050	-16	92	149	220	10.4%	\$3,090.75	\$1,931.75
Manufacturing	3,321	-13	43	123	173	3.1%	\$3,918.75	\$2,551.00
Wholesale Trade	1,704	-12	38	98	139	4.5%	\$3,378.25	\$2,102.25
Retail Trade	2,992	2	114	359	407	8.6%	\$1,822.00	\$1,114.50
Transportation and Warehousing	709	-6	30	71	93	7.4%	\$2,790.00	\$2,365.00
Information	331	-2	11	24	30	5.9%	\$2,850.25	\$1,315.50
Finance and Insurance	760	6	26	67	70	4.1%	\$3,286.50	\$1,991.00
Real Estate and Rental and Leasing	248	-3	10	33	45	9.3%	\$2,272.00	\$1,470.00
Professional, Scientific, and Technical Services	703	8	42	104	119	8.3%	\$2,703.25	\$1,775.25
Management of Companies and Enterprises	138	-1	N/A	12	15	4.6%	\$3,007.50	\$1,464.25
Administrative and Support and Waste Management and Remediation Services	736	17	64	273	309	15.3%	\$2,039.25	\$1,463.50
Educational Services	2,072	13	105	158	283	6.3%	\$2,982.25	\$1,102.00
Health Care and Social Assistance	4,074	25	94	300	314	5.4%	\$2,764.50	\$2,015.00
Arts, Entertainment and Recreation	151	3	36	31	51	16.9%	\$1,430.75	\$678.75
Accommodation and Food Services	1,559	20	100	400	417	14.4%	\$904.50	\$623.75
Other Services (except Public Administration)	632	N/A	31	69	87	7.9%	\$1,791.75	\$1,030.50
Public Administration	1,072	-3	63	59	116	4.0%	\$2,893.75	\$1,421.75
Norfolk MC All Industry	22,696	42	920	2,377	2,946	6.7%	\$2,756.25	\$1,502.50

Source: U.S. Census Bureau, Local Employment Dynamics, Released 2010

Where to find it

Quarterly Workforce Indicators can be found at lehd.did.census.gov/led/. Choose QWI under the Tools section.

How to use it

With this data, we can measure the number of stable jobs, assess how businesses and workers react to economic conditions, and determine if industries are growing or declining. The turnover rate reflects movement within businesses as well as growth and decline. The turnover rate is used to calculate costs of training and replacing human resources, and can be influential in a prospective business developer's decision of where to locate.

Workforce Indicators

What is it?

Local Employment Dynamics Quarterly Workforce Indicators reveal the movement of workers in and out of the Norfolk MC's businesses. For the 2009 four quarter average, the MC's overall employment was 22,696.

The MC had positive net job flows from 2008 to 2009. Positive job creation and new hires contributed to this trend. However, the state had a negative net job flow during the same time period.

The Norfolk MC had an overall turnover rate of 6.7%. The highest turnover rate was in Arts, Entertainment, and Recreation at 16.9%. Utilities had the lowest turnover rate, of 1.5%. This rate is derived by taking half of the hires and separations, then dividing by the stable jobs (total employment). This rate reflects movement within the industry, as well as in and out of the industry.



Occupational Employment

What is it?

The Occupational Employment Statistics survey is another method of gathering employment and wage information. Although the employment and wages are estimates, the survey generally has a 90 percent or higher business response rate.

There are 23 major occupation groups, and more than 750 detailed occupations. Occupational employment in the Norfolk MC decreased between 2008 and 2009 by 1,440. Education, Training, and Library Occupations had the greatest amount of positive growth of the reported groups, with an increase of 100 jobs. Sales and Related Occupations decreased in employment the most, over the year, by 430 jobs within the MC. Office and Administrative Support and Production Occupations employed the most workers within the Norfolk MC in 2009 with 4,230 and 3,110 respectively.

Occupational Employment Statistics employment is tabulated once a year. However, the wages for each occupation are updated each quarter to give a more current reflection of wages paid to employees, statewide.



Employment by Occupation Norfolk MC, 2008 to 2009

Occ Code	Occupational Title	2008	2009	Employment
		Employment	Employment	Change
00-0000	Total all occupations	24,710	23,270	-1,440
11-0000	Management Occupations	830	810	-20
13-0000	Business and Financial Operations Occupations	710	740	30
15-0000	Computer and Mathematical Occupations	180	150	-30
17-0000	Architecture and Engineering Occupations	290	250	-40
19-0000	Life, Physical, and Social Science Occupations	110	80	-30
21-0000	Community and Social Services Occupations	520	440	-80
23-0000	Legal Occupations	60	40	-20
25-0000	Education, Training, and Library Occupations	1,300	1,400	100
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	160	160	0
29-0000	Healthcare Practitioners and Technical Occupations	1,580	1,490	-90
31-0000	Healthcare Support Occupations	960	750	-210
33-0000	Protective Service Occupations	250	330	80
35-0000	Food Preparation and Serving-Related Occupations	1,550	1,360	-190
37-0000	Building and Grounds Cleaning and Maintenance Occupations	750	660	-90
39-0000	Personal Care and Service Occupations	340	310	-30
41-0000	Sales and Related Occupations	3,110	2,680	-430
43-0000	Office and Administrative Support Occupations	4,140	4,230	90
45-0000	Farming, Fishing, and Forestry Occupations	210	190	-20
47-0000	Construction and Extraction Occupations	1,030	870	-160
49-0000	Installation, Maintenance, and Repair Occupations	1,860	1,560	-300
51-0000	Production Occupations	3,090	3,110	20
53-0000	Transportation and Material Moving Occupations	1,690	1,680	-10

Source: Nebraska Department of Labor, Occupational Employment Statistics, Released 2010

How to use it

Employment by occupation provides a different measure of the Norfolk MC's workforce than employment by industry. The industry is defined by the primary operation of the business or agency. Occupations are defined by the type of work a person does; occupational employment looks at each worker within the business and distinguishes their specific job title (i.e., it classifies a person based on the job description rather than the industry of the employer).

Where to find it

Occupational employment and wages can be found at LMI Home. Under Historic Data Analysis Employment and Wage Data > Occupational Data > and Occupation Wage Rates (OES). Occupational Employment Statistics data is updated quarterly.

Employment by Occupation Norfolk MC, Third Quarter 2010

Standard Occupational Code Title	Estimated Employment May 2009	Hourly Median Wages	Annual Median Wages
Retail Salespersons	1,060	\$8.93	\$18,564
Cashiers	710	\$7.44	\$15,476
Team Assemblers	660	\$18.05	\$37,538
Bookkeeping, Accounting, and Auditing Clerks	580	\$12.92	\$26,866
Registered Nurses	500	\$25.40	\$52,826
Nursing Aides, Orderlies, and Attendants	500	\$10.61	\$22,064
Combined Food Preparation and Serving Workers, Including Fast Food	490	\$8.54	\$17,765
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	460	\$10.02	\$20,833
Office Clerks, General	460	\$9.38	\$19,519
Laborers and Freight, Stock, and Material Movers, Hand	380	\$12.01	\$24,969
Stock Clerks and Order Fillers	370	\$9.97	\$20,756
Truck Drivers, Heavy and Tractor-Trailer	350	\$17.21	\$35,792
Sales Reps., Wholesale and Manu., Ex. Tech. and Sci. Products	300	\$17.65	\$36,707
Licensed Practical and Licensed Vocational Nurses	270	\$15.89	\$33,063
Secretaries, Except Legal, Medical, and Executive	270	\$11.27	\$23,445
Tellers	250	\$9.67	\$20,104
Truck Drivers, Light or Delivery Services	250	\$13.59	\$28,261
Maintenance and Repair Workers, General	230	\$15.21	\$31,625
Secondary School Teachers, Except Special and Vocational Education	220	N/A	\$45,206
Automotive Service Technicians and Mechanics	220	\$18.42	\$38,324

Source: Nebraska Department of Labor, Occupational Employment Statistics, Released 2010

How to use it

Occupational employment wage figures are a resource used to give an estimation of common wages paid for most occupations. This could be useful for employers to check what a competitive wage is for posting a new job. It can also be useful for students planning a career path through their education to gain an idea of what they may expect to make, depending upon their choice.

Where to find it

Occupational employment and wages can be found at LMI Home. Under Historic Data Analysis Employment and Wage Data > Occupational Data > and Occupation Wage Rates (OES). Occupational Employment Statistics data is updated quarterly.

Occupational Employment

What is it?

Listed on the left are the top twenty specific occupations for the MC, ranked by estimated employment. Along with that are the corresponding hourly and annual median wages for that occupation.

Of the top twenty occupations listed, Retail Salespersons employ the greatest number of workers in the MC with 1,060. The fifth of the top twenty occupations listed reported the highest median wages for 2009; Registered Nurses reported \$52,826. The top occupation by wages, which did not make the top twenty occupations by employment, was Chief Executives making a median annual wage of \$132,037.

Retail Salespersons were similarly representative of national patterns by ranking first in the MC as the highest estimated employment figure for 2009.



Nebraska Initial Claims

What is it?

Initial Claims data tracks individuals who file for Unemployment Insurance benefits. Initial claims are often viewed as a leading indicator for the economy. Rarely are initial claims treated as an accurate data point, singularly, due to high volatility of the data caused by numerous outside variables. Rather, its trend is used to indicate the state of the labor market.

These applications are accepted both electronically and via telephone. Due to the different methods applications are received, demographic information is not always reported during an application for benefits. This is a reason that the figure for Unknown/Not Reported claims in the different demographic categories can vary drastically; specifically, in the table showing claims by race.



Nebraska Initial Claims Norfolk MC, 2010

Race	Number of Claims
White	1,399
Black	56
Asian	6
American Indian or Alaska Native	35
Native Hawaiian or other Pacific Islander	2
Unknown/Not Reported	801
Ethnicity	
Not Hispanic or Latino	1,936
Hispanic or Latino	152
Unknown/Not Provided	211
Sex	
Male	1,367
Female	932

Source: Nebraska Department of Labor, Unemployment Insurance Program, Released 2011

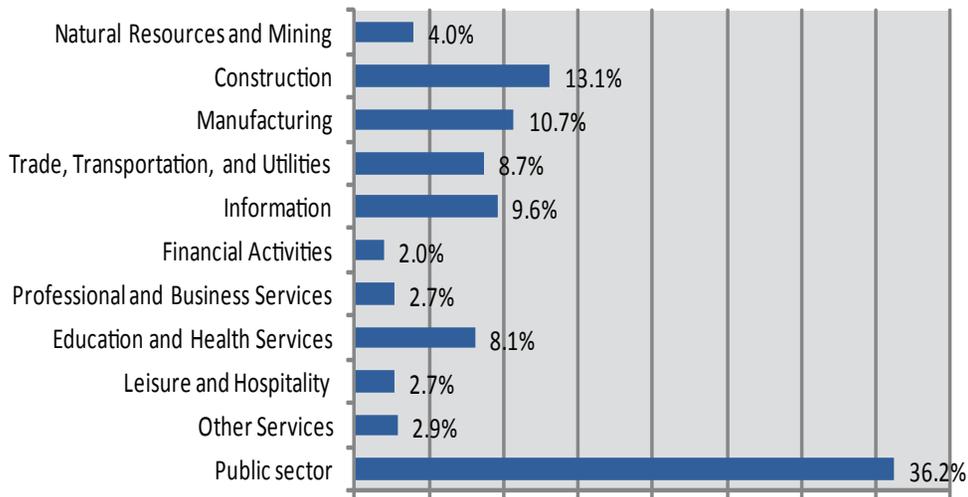
How to use it

The table above shows annual counts of initial claims by different characteristics. These counts give a picture of the workers affected by decreased demand for labor throughout the state. This could be due to both, seasonality or decreased business for employers. These demographic claims numbers are available through this publication and per request of the Nebraska Department of Labor.

Where to find it

Basic initial claims data can be viewed at the US Department of Labor's website, (<http://ows.doleta.gov/unemploy/claims.asp>) under the Employment and Training Administration program statistics.

National Unionization Rates by Industry 2010



0.0% 5.0% 10.0% 15.0% 20.0% 25.0% 30.0% 35.0% 40.0%
 Note: Includes employed wage and salary workers age 16 and over.
 Source: Bureau of Labor Statistics, Union Members in 2010, Released 2011

How to use it

Nationally, full-time workers participated in unions at nearly twice the rate of part-time workers. On average, members earned 27.9% more per week than non-members. The number of workers who were union members declined over 2010 by 4%; following a long term, downward trend. In 1983, the first year with comparable union data available, the national union membership rate was 20.1% with 17.7 million union workers. In 2010, union members accounted for 11.9% of employed and salary workers, with 14.7 million union members.

Where to find it

Union Membership data can be found at www.bls.gov, choose the Economic Releases tab and click on Union Members under Employment & Unemployment.

Unionization Rates

What is it?

Unionization rates measure the level of participation of employees in unions throughout the labor force. National unionization rates differ dramatically between the private and public sector. The public sector, Government, has the highest industry unionization rate, with 36.2% of employees participating in a union. More public sector employees (7.6 million) belonged to a union than did private employees (7.1 million), despite there being almost five times more wage and salary workers in the private sector.

In the private sector, Financial activities has the lowest rate of unionization, with 2.0%, followed by Leisure and Hospitality and Professional and Business Services both having 2.7%.

Private sectors with sizable portions of their workforce participating in unions include: Construction (13.1%), Manufacturing (10.7%), and Information (9.6%). Nebraska's union membership rate rose from 9.2% in 2009 to 9.3% in 2010.

Nebraska Unionization Rates 2010

	2009	2010
Total Employed	823,000	813,000
Total Union Members	76,000	75,000
Percent Union Members	9.2%	9.3%
Total Representation by Unions	94,000	96,000
Percent Represented by Unions	11.4%	11.8%

Note: Includes employed wage and salary workers age 16 and over.
 Source: Bureau of Labor Statistics, Union Members in 2010, Released 2011

Industry Projections

What is it?

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.

Several of the Northeast Economic Region's industries are projected to experience significant growth by 2018. The industries expected to see the largest growth rates are Health Care and Social Assistance (21.4%), Administrative and Waste Management Services (16.4%), and Professional, Scientific, and Technical Services (16.0%). Agriculture, Forestry, and Fishing (-10.2%), Information (-1.6%), and Mining (-1.1%) are likely to decline.

Between 2006 and 2016, the Region's industry employment is expected to grow at a Compound Annual Growth Rate (CAGR) of 0.61% for a total gain of 6.2%, or 8,171 projected jobs. Nebraska industry growth is projected at a rate of 10.4% with 106,152 total openings.

Long Term Industry Employment Projections Northeast Economic Region, 2008 to 2018

Industry	2008 Annual Employment	2018 Projected Employment	Change in Employment 2008-2018	Percent Change (%)	Compound Annual Growth Rate (%)
Agriculture, Forestry, and Fishing	17,651	15,856	-1,795	-10.2	-1.07
Mining	89	88	-1	-1.1	-0.11
Utilities (including private + local)	1,278	1,289	11	0.9	0.09
Construction	5,222	6,000	778	14.9	1.40
Manufacturing	24,406	24,442	36	0.1	0.01
Wholesale Trade	6,426	6,562	136	2.1	0.21
Retail Trade	12,684	12,972	288	2.3	0.22
Transportation and Warehousing	3,990	4,362	372	9.3	0.90
Information	1,211	1,192	-19	-1.6	-0.16
Finance and Insurance	4,180	4,644	464	11.1	1.06
Real Estate and Rental and Leasing	709	757	48	6.8	0.66
Professional, Scientific, and Technical Services	2,077	2,410	333	16.0	1.50
Management of Companies and Enterprises	476	501	25	5.3	0.51
Administrative & Waste Management Services	3,752	4,366	614	16.4	1.53
Educational Services (including state and local gov)	11,289	13,424	2,135	18.9	1.75
Health Care and Social Assistance	13,740	16,687	2,947	21.4	1.96
Arts, Entertainment, and Recreation	1,016	1,062	46	4.5	0.44
Accommodation and Food Services	6,797	7,254	457	6.7	0.65
Other Services (except Government)	4,798	5,228	430	9.0	0.86
Government	9,386	10,252	866	9.2	0.89
Total Northeast Economic Region	131,177	139,348	8,171	6.2	0.61

Source: Nebraska Department of Labor, 2008-2018 Long Term Industry Projections, Released 2010

How to use it

The Compound Annual Growth Rate (CAGR) is the year-over-year rate of growth in a given time period. However, this should only be used to estimate the employment for each given year, as this does not account for fluctuating growth. Nebraska's industry employment CAGR between 2008 and 2018 is 1.0%; using the 2008 total employment of 1,023,593 to estimate the growth after five years would result in an estimated increase of 52,214 and a 2013 employment of 1,075,806.

Where to find it

Long-term industry projections can be found at LMI Home. Under Historic Data Analysis > Employment and Wage Data > Industry Data > Industry Employment and Projections (Long Term).



Long Term Occupational Employment Projections Northeast Economic Region, 2008 to 2018

SOC Title	2008 Est. Employment	2018 Proj. Employment	Growth Openings	Replacement Openings	Total Openings	Numeric Change	Percent Change (%)
Management Occupations	7,936	8,004	253	1,761	2,014	68	0.9
Business and Financial Operations Occupations	3,560	4,090	539	695	1,234	530	14.9
Computer and Mathematical Occupations	896	1,010	131	182	313	114	12.7
Architecture and Engineering Occupations	1,041	1,095	72	223	295	54	5.2
Life, Physical, and Social Science Occupations	698	800	104	206	310	102	14.6
Community and Social Services Occupations	1,616	1,926	311	352	663	310	19.2
Legal Occupations	250	283	33	42	75	33	13.2
Education, Training, and Library Occupations	7,256	8,727	1,471	1,602	3,073	1,471	20.3
Arts, Design, Entertainment, Sports, and Media Occupations	1,187	1,318	141	306	447	131	11.0
Healthcare Practitioners and Technical Occupations	6,300	7,697	1,397	1,324	2,721	1,397	22.2
Healthcare Support Occupations	3,500	4,198	701	380	1,081	698	19.9
Protective Service Occupations	1,509	1,676	167	539	706	167	11.1
Food Preparation and Serving Related Occupations	8,210	8,971	766	2,711	3,477	761	9.3
Building and Grounds Cleaning and Maintenance Occupations	4,603	4,810	241	772	1,013	207	4.5
Personal Care and Service Occupations	3,775	4,226	455	882	1,337	451	11.9
Sales and Related Occupations	12,996	13,481	520	4,048	4,568	485	3.7
Office and Administrative Support Occupations	18,481	19,493	1,346	3,716	5,062	1,012	5.5
Farming, Fishing, and Forestry Occupations	12,378	11,113	30	3,307	3,337	-1,265	-10.2
Construction and Extraction Occupations	5,831	6,406	579	1,099	1,678	575	9.9
Installation, Maintenance, and Repair Occupations	5,940	6,400	478	1,176	1,654	460	7.7
Production Occupations	19,817	20,330	883	4,503	5,386	513	2.6
Transportation and Material Moving Occupations	10,897	11,097	515	2,450	2,965	200	1.8
Total, All Occupations Northeast Economic Region	138,677	147,151	11,133	32,276	43,409	8,474	6.1

Source: Nebraska Department of Labor, 2008-2018 Long Term Occupational Projections, Released 2010

How to use it

Job growth is a good indicator of the overall performance of the economy in an area. When jobs are being created in a region, it generally means the region is growing and is able to support additional use of resources.

Where to find it

Long-term occupation projections can be found at LMI Home. Under Current Data Analysis > Occupation Specific Data > Employment and Wage Data > Employment and Future Employment Outlook.

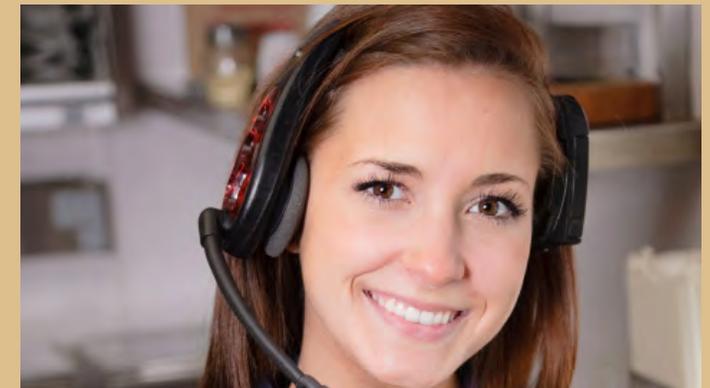
Occupational Projections

What is it?

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.

All major group occupations are projected to see an increase in employment between 2008 and 2018. Healthcare Practitioners and Technical occupations are anticipated to see the largest employment percent change in the region at 22.2% over the ten year period.

Registered Nurses are projected to add the most jobs (580) of all detailed occupations in the Northeast Economic Region.



Employment Projections

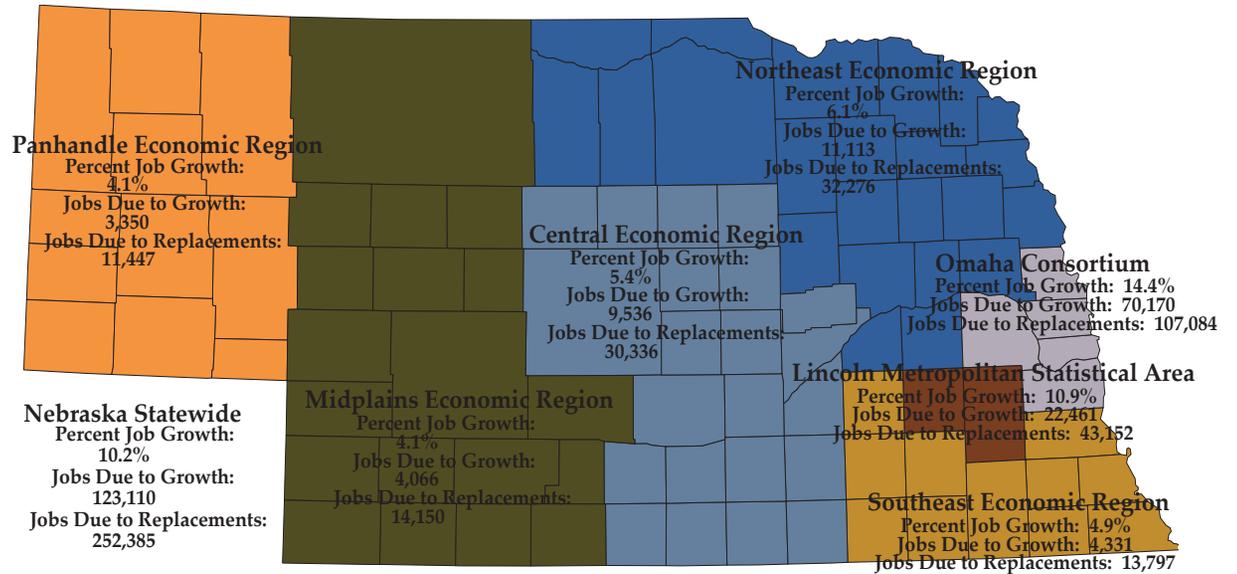
What is it?

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.

The Northeast Economic Region is expected to see a job change of 6.1% by 2018, which includes over 11,000 growth openings. About 375,000 total openings are expected between 2008 and 2018 across the state, increasing total occupational employment by 123,110, or 10.2%. National growth of 10.1% is also expected between 2008 and 2018.

The Omaha Consortium will see the largest growth (14.4%), with 70,170 projected openings from growth and 107,084 openings from replacements. In 2008, the Omaha Consortium constituted more than 40 percent of statewide employment.

Projected Employment Change by Economic Region 2008 to 2018



Source: Nebraska Department of Labor, 2008-2018 Long Term Occupational Projections, Released 2010

How to use it

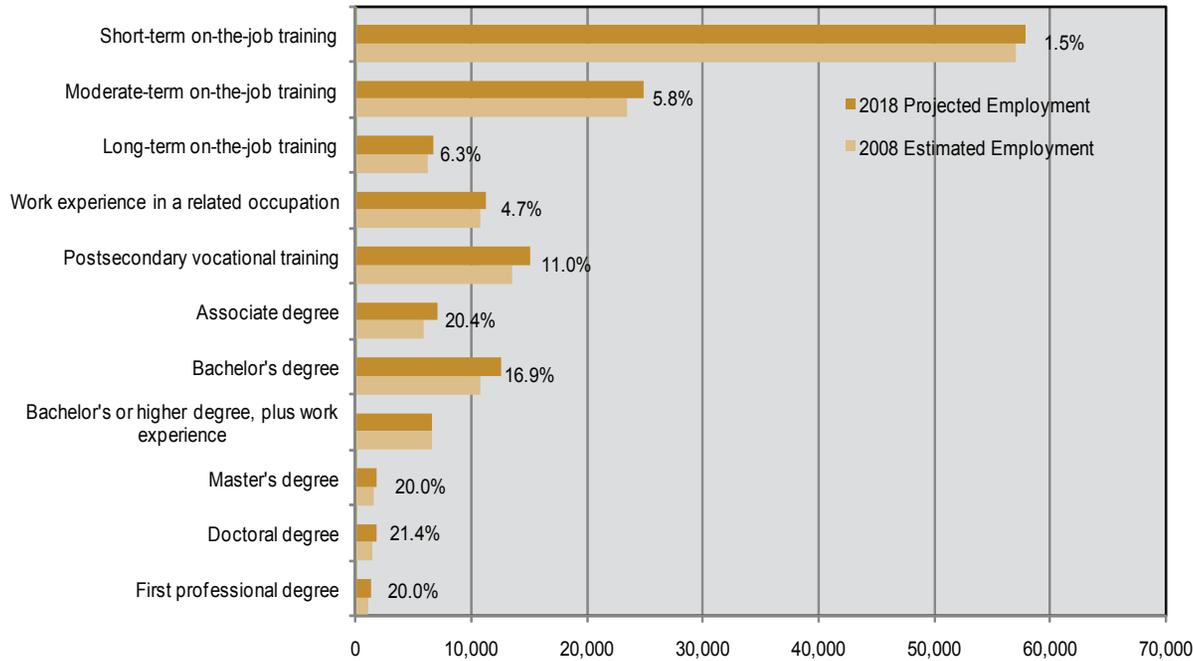
Identifying which regions of the state are expected to have the largest growth is beneficial to educators, businesses and communities. Employment forecasting can be used in strategic planning for the future to better prepare organizations and communities for upcoming changes. By knowing the areas that are expected to experience rapid growth, areas where there will be increasing demand for a talented workforce can be identified. However, regions can only reach the projected growth if the labor force is there to meet employment needs.

Where to find it

Long-term occupation projections can be found at LMI Home. Under Current Data Analysis > Occupation Specific Data > Employment and Wage Data > Employment and Future Employment Outlook.



Projected Employment Change by Educational Level Northeast Economic Region, 2008 to 2018



Source: Nebraska Department of Labor, 2008-2018 Long Term Occupational Projections, Released 2010

Employment Projections

Projections

What is it?

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.

The 2008 estimated employment levels show employment concentrations in the two lowest levels of training. The next highest level of employment is in occupations that require a postsecondary vocational training.

There are more annual openings for jobs that require lower levels of education and training than for jobs that require higher degrees. However, when the growth rate is considered, jobs requiring higher degrees are expected to grow more rapidly. This shows that employers are expected to require a higher skilled workforce in the future.

How to use it

Information on occupational projections by education is valuable to training officials, education planners, vocational and employment counselors, students and job seekers. This information can be utilized to determine what levels of training will be required in the future and how to plan accordingly to meet these needs. The chart above shows 2008 estimates as well as 2018 projections of jobs per education level. At the end of each set of bars is the estimated percent change over the ten year period.

Where to find it

Projected Employment Change by Education Level can be found at LMI Home. Under Labor Market Data > Data Download Center > Occupational Employment Projections > Long Term files > the tab labeled "Education".



Demand Occupations

What is it?

The occupations listed in the table represent the top 20 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.

A large portion of the top occupations require a Bachelor's degree in the Northeast Economic Region. Education, Training and Library has four occupations falling into the top 20 High Wage, High Skill and High Demand occupations. Another three fall into the Business and Financial Operations occupational category. This shows a need for highly skilled labor in these occupations in the Region.

High Wage, High Skill and High Demand Occupations Northeast Economic Region, 2010

Rank	SOC Title	Avg Annual Opening	Avg Hourly Wage	Education & Training
1	Registered Nurses	99	\$25.34	Associate degree
2	Truck Drivers, Heavy and Tractor-Trailer	100	\$17.58	Postsecondary vocational training
3	Elementary School Teachers, Except Special Education	58	NA	Bachelor's degree
4	Licensed Practical and Licensed Vocational Nurses	45	\$16.63	Postsecondary vocational training
5	Secondary School Teachers, Except Special and Vocational Education	39	NA	Bachelor's degree
6	Middle School Teachers, Except Special and Vocational Education	25	NA	Bachelor's degree
7	Accountants and Auditors	25	\$29.97	Bachelor's degree
8	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	41	\$22.87	Work experience in a related occupation
9	Computer-Controlled Machine Tool Operators, Metal and Plastic	19	\$17.36	Associate degree
10	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	14	\$17.86	Postsecondary vocational training
11	First-Line Supervisors/Managers of Office and Administrative	23	\$18.56	Work experience in a related occupation
12	Electrical Power-Line Installers and Repairers	17	\$23.97	Associate degree
13	Business Operations Specialists, All Other	18	\$43.85	Bachelor's degree
14	First-Line Supervisors/Managers of Retail Sales Workers	30	\$17.39	Work experience in a related occupation
15	Electricians	21	\$18.81	Postsecondary vocational training
16	Postsecondary Teachers, All Other	NA	NA	Doctoral degree
17	Automotive Service Technicians and Mechanics	19	\$16.58	Postsecondary vocational training
18	Police and Sheriff's Patrol Officers	17	\$17.18	Long-term on-the-job training
19	Loan Officers	11	\$28.53	Bachelor's degree
20	Public Relations Specialists	10	\$20.73	Bachelor's degree

Source: Nebraska Department of Labor, 2008-2018 Long Term Occupational Projections, Released 2010

Source: Nebraska Department of Labor, Occupational Employment Statistics 3rd Quarter 2010, Released 2010

How to use it

Identifying which occupations offer high wages, requires skilled workers and are expected to be in demand is useful for students, counselors and people changing careers. This is especially important for people who have been laid off and are starting over in new careers. Educational institutions may use the information to ensure that they are providing the education people need to supply skilled workers for the state's businesses.

Where to find it

Contact the Office of Labor Market Information for additional information about High Wage, High Skill and High Demand Occupations.



Occupations by Industry Nebraska Statewide, 2010

Industry	Largest Occupation	2008 Estimated Employment	2018 Projected Employment	Numeric Change	Percent Change (%)
Natural Resources and Mining	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	60,517	53,390	-7,127	-11.8%
Construction	Carpenters	49,107	58,968	9,861	20.1%
Manufacturing	Meat, Poultry, and Fish Cutters and Trimmers	101,401	103,745	2,344	2.3%
Trade, Transportation, and Utilities	Retail Salespersons	212,465	229,570	17,105	8.1%
Information	Customer Service Representatives	18,768	18,896	128	0.7%
Financial Activities	Customer Service Representatives	69,253	77,502	8,249	11.9%
Professional and Business Services	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	105,555	126,121	20,566	19.5%
Education and Health Services	Registered Nurses	217,495	255,212	37,717	17.3%
Leisure and Hospitality	Combined Food Preparation and Serving Workers, Including Fast Food	82,609	91,603	8,994	10.9%
Other Services	Hairdressers, Hairstylists, and Cosmetologists	36,064	39,048	2,984	8.3%
Government	Police and Sheriffs Patrol Officers	70,359	75,690	5,331	8.0%

Source: Nebraska Department of Labor, 2008-2018 Long Term Occupational Projections, Released 2010

Industries and Occupations

What is it?

The chart shows the occupational projections for the largest occupation within the major industry groups based on 2008 estimated employment. Looking at projections from this perspective helps give more detail to the projections as occupations can vary widely from industry to industry.

Customer Service Representatives are the top occupation for both the Information and Financial Activities industries. Individuals employed in this occupation in either industry would perform the basic job duties of interacting with customers, answering questions about products and services and handling customer complaints. However, someone employed in the Information industry would be dealing with a different type of clientele than someone employed in the Professional and Business Services industry.

How to use it

Knowing what occupations emerge across industries is useful for many groups of people. Examining the data in this way gives students more of an idea of what types of industries employ people in their chosen field as well as the occupational outlook for these occupations. It is also useful to people switching careers and for assisting dislocated workers. They can be helpful in identifying where skills could be transferred as well as the employment projection for these occupations within different industries.

Where to find it

Occupations by Industry can be found at LMI Home. Under Publications > Get More > Nebraska Occupational and Industry Projections Publication.



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 Website at networks.nebraska.gov/analyzer. 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.

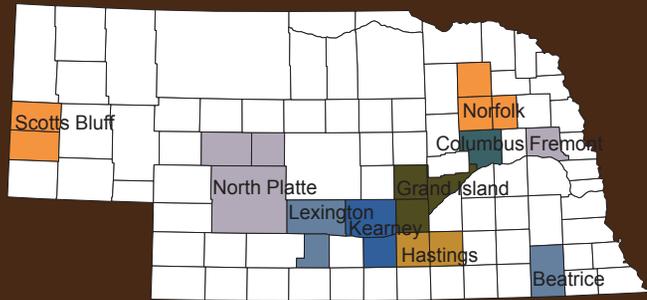
The federal Office of Management and Budget (OMB) defines metropolitan and micropolitan statistical areas to collect, tabulate, and publish federal data. Metropolitan and micropolitan statistical areas are defined by a core area with a specific population, along with adjacent communities with a high 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

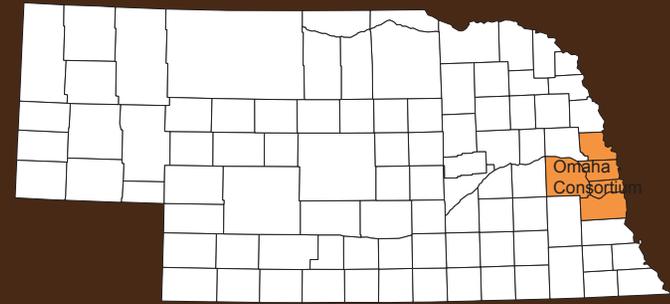
A Metropolitan Statistical Area is defined as an urban area with at least 50,000 residents. Adjacent counties with a high degree of social and economic ties to the core area are included in the metropolitan statistical area. Nebraska has two metropolitan statistical areas: Omaha and Lincoln. The Sioux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

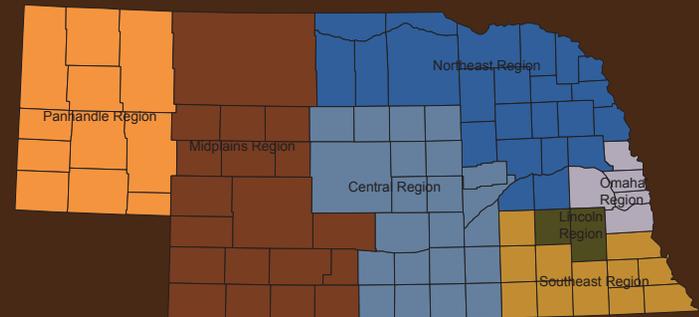
Omaha Consortium

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.



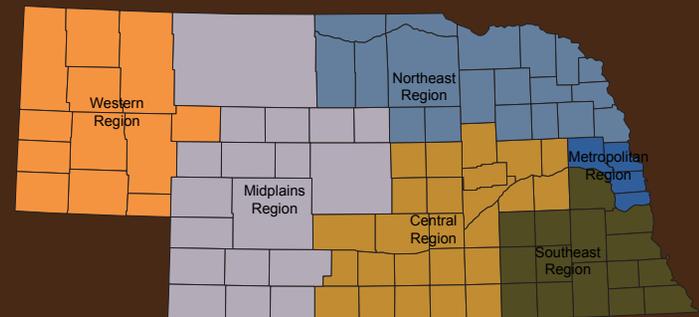
Economic Regions

Nebraska has seven Economic Regions: Panhandle, Midplains, 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 86 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

For 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 or visit us on the Web at networks.nebraska.gov/analyzer.

Office of Labor Market Information: The home page can be found at networks.nebraska.gov/analyzer; this page is referred to as LMI Home.
(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 dol.nebraska.gov; under for workers, click on Filing for Unemployment Insurance.
(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 dol.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/analyzer; click on Publications.
(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/analyzer and click on Nebraska Workforce Trends.
(402) 471-2600 or 1-800-876-1377

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

UI Connect: To file and pay unemployment insurance taxes, employers can visit dol.nebraska.gov; under for employers, click on File Unemployment Taxes.
(402) 471-9898

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 dol.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 dol.nebraska.gov; click on For Employers and select Train Your Employees.
(402) 471-9977