

LABOR MARKET REGIONAL REVIEW

Norfolk Micropolitan Statistical Area
Released 2012



LABOR MARKET REGIONAL REVIEW

Norfolk Micropolitan Statistical Area

is a publication of

Nebraska Department of Labor

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OUR WEBSITE

Detailed Labor Market Information for Nebraska can be found at networks.nebraska.gov/analyzer

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

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

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

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

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

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

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



SOURCES

U.S. Census Bureau

The Census Bureau is continually gathering data throughout the Nation and making it available for anyone to use at census.gov

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

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

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

Bureau of Labor Statistics

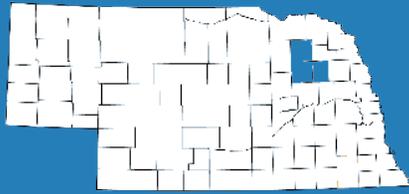
The Bureau of Labor Statistics of the U.S. Department of Labor is the principal Federal agency responsible for measuring labor market activity, working conditions, and price changes in the economy.

<http://bls.gov>



TABLE OF CONTENTS

Overview	6
Demographic Review	7
Educational Dynamics	17
Labor Supply	25
Compensation	29
Employment Trends	37
Projections	49
Appendices	55



Norfolk MC

OVERVIEW NORFOLK MC

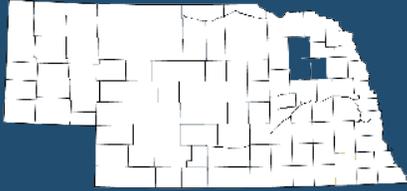
The Norfolk Micropolitan Statistical Area (MC) is located in the Northeast Economic Region and consists of Madison, Pierce, and Stanton Counties. State Highway 32 and U.S. Highways 20 and 275 are the main roads running east and west. State Highways 13, 57, and 121 as well as U.S. Highway 81 are the main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

In 1881, the Village of Norfolk was organized. The settlers proclaimed “North Fork” to be their permanent post office address, named after the river, but suggested “Norfork” as the simplest compounding of “North Fork”. Postal authorities thinking the word had been misspelled, changed the spelling to “Norfolk”.

The Norfolk MC’s top industry is Education & Health Services, with Trade, Transportation & Utilities coming in a close second. Together these industries constitute more than 50 percent of the area’s employment. Norfolk women are faring better than the rest of the state, making \$0.92 per male \$1.00 of earnings. Women in the Information industry made twice as much as men in the industry. The unemployment rate in Norfolk runs fairly low, about a half point lower than the state as a whole. The Norfolk MC has one of the lowest self-sufficiency standards in the state.

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

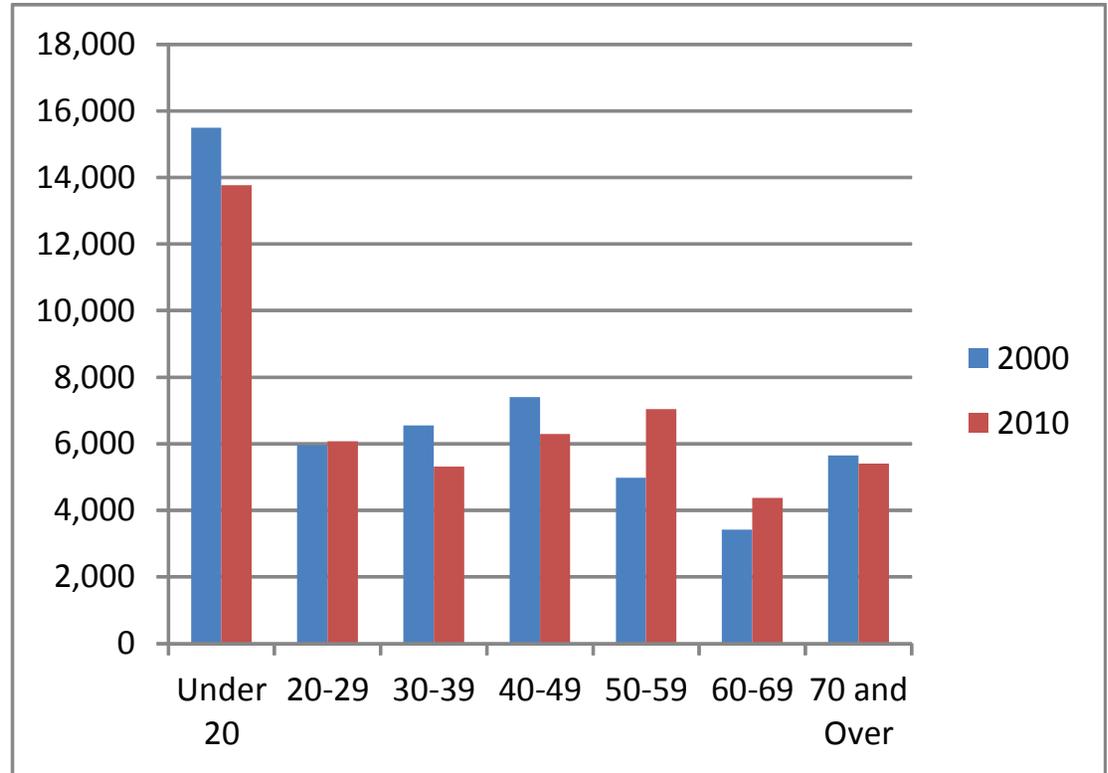
	Norfolk MC	Nebraska
2011 Population	48,302	1,842,641
2010 Population	48,271	1,826,341
Land Area (Square Miles)	1,862.7	76,824.17
2011 Persons Per Sqare Mile	25.9	24.0
2010 Median Age	37.8	36.3
2010 Median Household Income	\$45,400	\$49,342
2011 Labor Force	27,005	1,005,455
2011 Industry Employment	28,932	896,889
2011 Largest Industry	Education & Health Services	Education & Health Services
2011 Largest Industry Empl.	6,571	212,869



Norfolk MC

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

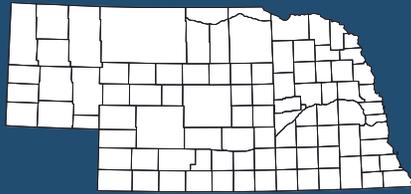
POPULATION CHANGE BY AGE GROUP 2000-2010



Source: US Census Bureau, Population Estimates, Released 2010

Age	2000 Population	2010 Population	Change	Percent Change
Under 20	15,491	13,762	-1,729	-11.2%
20-29	5,956	6,079	123	2.1%
30-39	6,557	5,309	-1,248	-19.0%
40-49	7,399	6,289	-1,110	-15.0%
50-59	4,974	7,044	2,070	41.6%
60-69	3,417	4,380	963	28.2%
70 and Over	5,656	5,408	-248	-4.4%
Total	49,450	48,271	-1,179	-2.4%

- The most dramatic increases in population in the Norfolk MC were seen in the baby boom generation. The number of 50-59 year olds increased 41.6% and 60-69 year olds increased 28.2%. No other age group experienced such dramatic growth and the area as a whole experienced population loss.

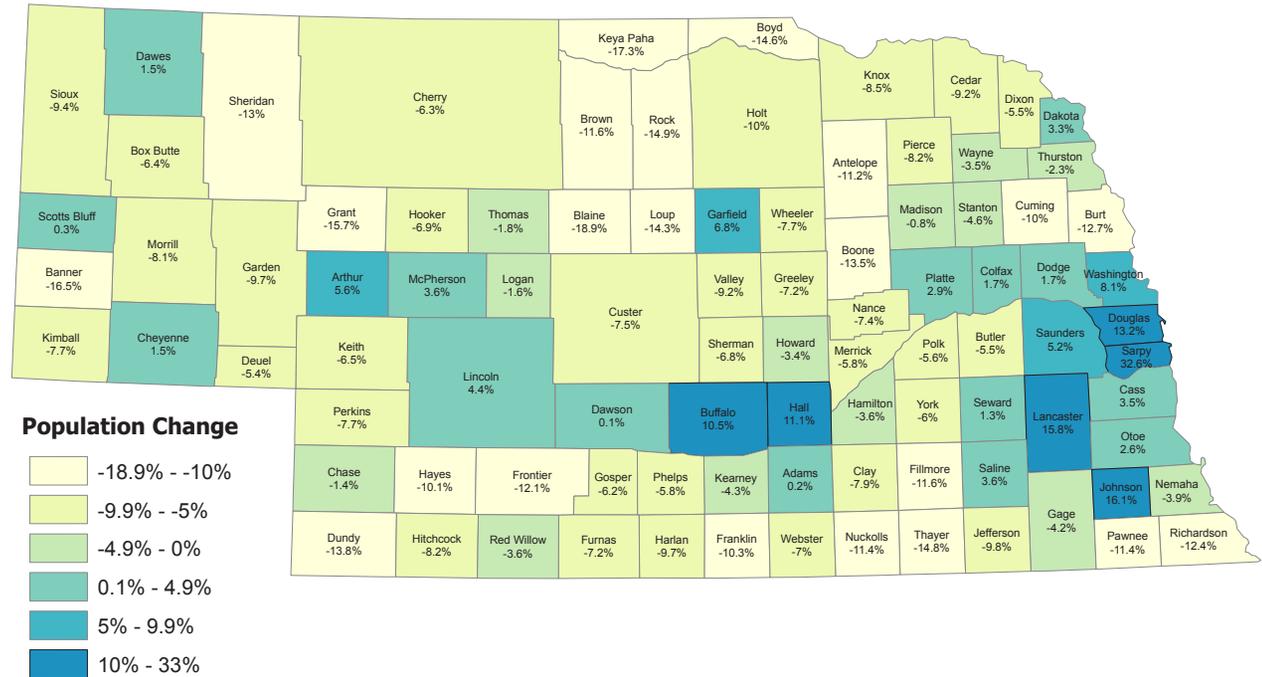


Nebraska Statewide

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

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

POPULATION CHANGE BY COUNTY 2000-2011



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

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

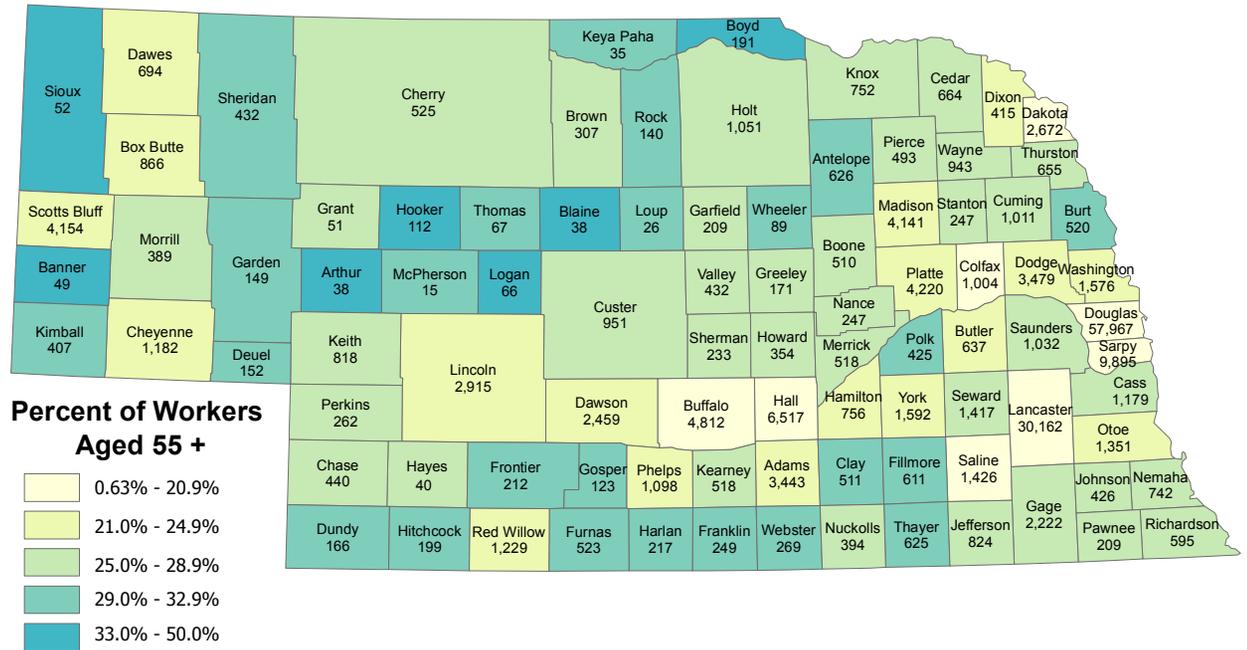


Nebraska Statewide

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

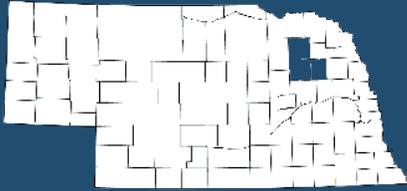


WORKERS AGED 55 AND OLDER BY COUNTY 2011



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

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



Norfolk MC

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

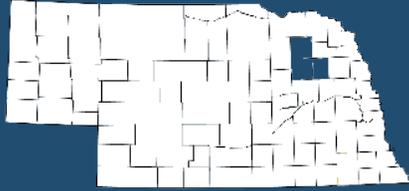
Over the next decade, instead of having nearly all increases in employment coming from the 25- to 54-year-old age group, fewer than one in three (31 percent) of the added workers will be in this category. Nearly half of the additional workers will come from the 55-and-older category, while about one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

OLDER WORKERS BY INDUSTRY

Industry	Employment		% 55 & Older
	55 & Older	Total	
Agriculture, Forestry, Fishing and Hunting	69	326	21.2%
Mining, Quarrying, and Oil and Gas Extraction	7	33	21.2%
Utilities	46	178	25.8%
Construction	232	1135	20.4%
Manufacturing	689	3194	21.6%
Wholesale Trade	360	1730	20.8%
Retail Trade	573	2983	19.2%
Transportation and Warehousing	274	740	37.0%
Information	76	322	23.6%
Finance and Insurance	204	768	26.6%
Real Estate and Rental and Leasing	71	187	38.0%
Professional, Scientific, and Technical Services	141	814	17.3%
Management of Companies and Enterprises	15	61	24.6%
Administrative and Support and Waste Management	177	957	18.5%
Educational Services	765	2348	32.6%
Health Care and Social Assistance	987	4146	23.8%
Arts, Entertainment and Recreation	27	144	18.8%
Accommodation and Food Services	153	1644	9.3%
Other Services (except Public Administration)	135	648	20.8%
Public Administration	334	1004	33.3%

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

- Real Estate and Rental and Leasing had the highest percentage of workers 55 and older at 38%.
- The industry with the lowest portion of workers 55 and older was Accommodation and Food Services at 9.3%.



Norfolk MC

Office of Management and Budget standards on race and ethnicity:

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

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

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

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

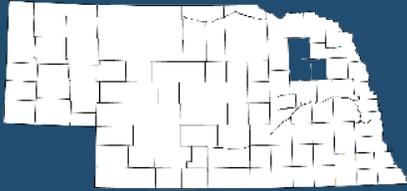
Native Hawaiian or Other Pacific Islander – A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands. The 1997 OMB standards permit the reporting of more than one race.

POPULATION BY RACE AND ETHNICITY 2010

	Norfolk MC		Nebraska	
	Total	%	Total	%
Total population	48,271	100.0%	1,826,341	100.0%
Hispanic or Latino	4,878	10.1%	167,405	9.2%
Not Hispanic or Latino	43,393	89.9%	1,658,936	90.8%
White alone	43,713	90.6%	1,499,753	82.1%
Black or African American alone	499	1.0%	80,959	4.4%
American Indian and Alaska Native alone	442	0.9%	14,797	0.8%
Asian alone	185	0.4%	31,919	1.7%
Native Hawaiian and Other Pacific Islander alone	16	0.0%	966	0.1%
Two or More Races	718	1.5%	28,426	1.6%
Total Minority	4,558	9.4%	326,588	17.9%

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

- The Norfolk MC had a higher percentage Hispanic population than Nebraska as a whole. While all other minority groups are represented at a lower percentage than Nebraska.
- White alone is represented at a higher percentage in the Norfolk MC than Nebraska as a whole.



Norfolk MC

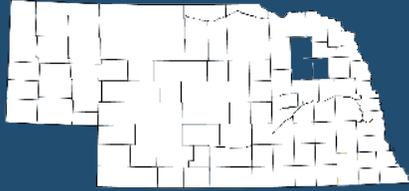
The U.S. Office of Management and Budget (OMB) requires federal agencies to use a minimum of two ethnicities in collecting and reporting data: Hispanic or Latino and Not Hispanic or Latino. OMB defines “Hispanic or Latino” as a person of Cuban, Mexican, Puerto Rican, South or Central American, or other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

POPULATION CHANGE BY RACE & ETHNICITY 2000-2010

	2000 Population	2010 Population	Change	Percent Change
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, Population Estimates, Released 2012

- While the total population of the Norfolk MC decreased between 2000 and 2010, the Hispanic population increased nearly 50%.
- Total Minority population in the Norfolk MC also increased 43%.



Norfolk MC

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

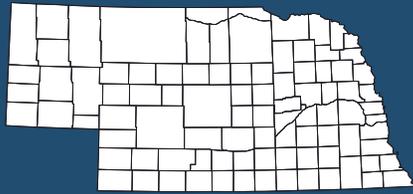
Mortality data from the National Vital Statistics System (NVSS) are a fundamental source of demographic, geographic, and cause-of-death information. This is one of the few sources of health-related data that are comparable for small geographic areas and are available for a long time period in the United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

POPULATION CHANGE: NATURAL INCREASE AND MIGRATION 2011

Area	Population change	Changes Due to Natural Increase			Net Migration		
		Total	Births	Deaths	Total	International	Domestic
Norfolk MC	-24	188	671	483	-215	65	-280
Nebraska	12500	11113	25991	14878	1408	2508	-1100

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

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

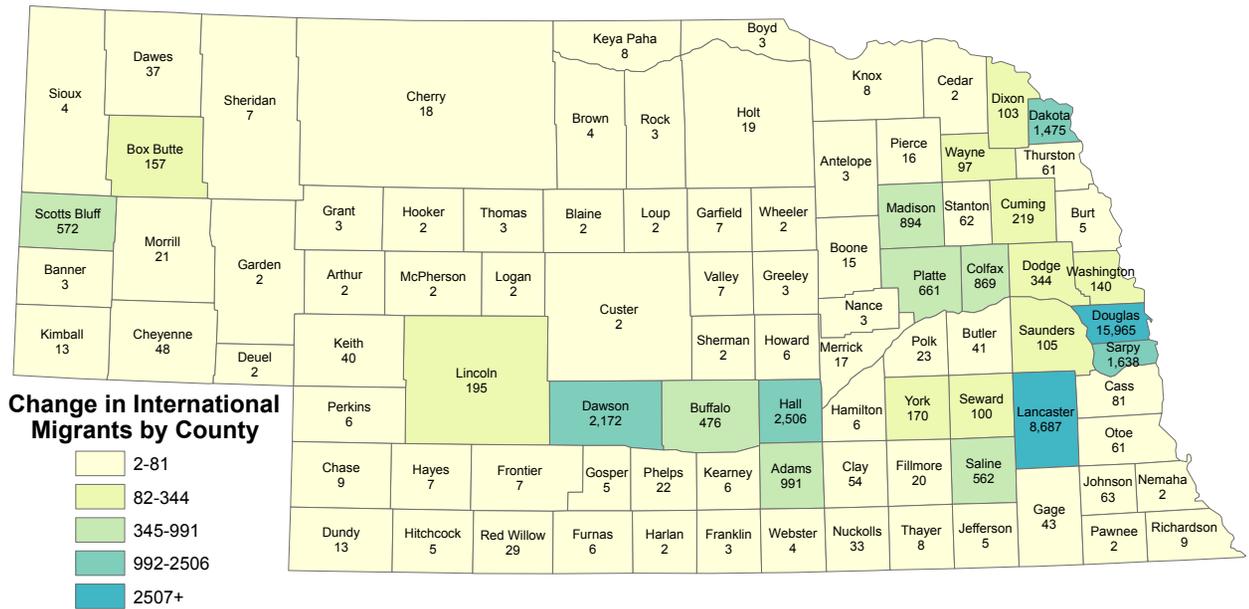


Nebraska Statewide

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



NET INTERNATIONAL MIGRATION BY COUNTY 2011



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

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



Norfolk MC

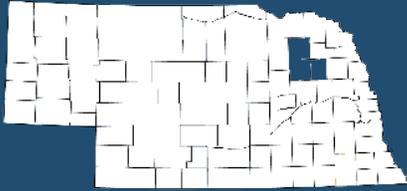
In general discussions, the concept of gender is often confused with the concept of sex, and the terms are used interchangeably. The meanings of these two concepts are not the same: sex is based on the biological attributes of men and women (chromosomes, anatomy, hormones), while gender is a social construction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

SEX DISTRIBUTION BY INDUSTRY 2010

Industry	Female		Male	
	Employees	% of Industry	Employees	% of Industry
Agriculture, Forestry, Fishing, and Hunting	56	4.7%	1126	95.3%
Mining, Quarrying, and Oil and Gas Extraction	5	16.1%	26	83.9%
Utilities	78	37.1%	132	62.9%
Construction	106	8.2%	1189	91.8%
Manufacturing	879	22.7%	2994	77.3%
Wholesale Trade	157	15.7%	840	84.3%
Retail Trade	857	45.3%	1035	54.7%
Transportation and Warehousing	137	17.1%	665	82.9%
Information	63	38.7%	100	61.3%
Finance and Insurance	346	41.9%	480	58.1%
Real Estate and Rental and Leasing	106	57.0%	80	43.0%
Professional and Technical Services	250	47.3%	278	52.7%
Management of Companies and Enterprises	0	-	0	-
Administrative and Waste Services	151	36.6%	262	63.4%
Educational Services	760	67.3%	369	32.7%
Health care and Social Assistance	2343	89.9%	263	10.1%
Arts, Entertainment, and Recreation	7	11.3%	55	88.7%
Acoomodation and Food Services	433	64.2%	241	35.8%
Other Services	188	33.5%	373	66.5%
Public Administration	334	38.6%	532	61.4%
Total	7,255	36.5%	11,041	63.5%

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

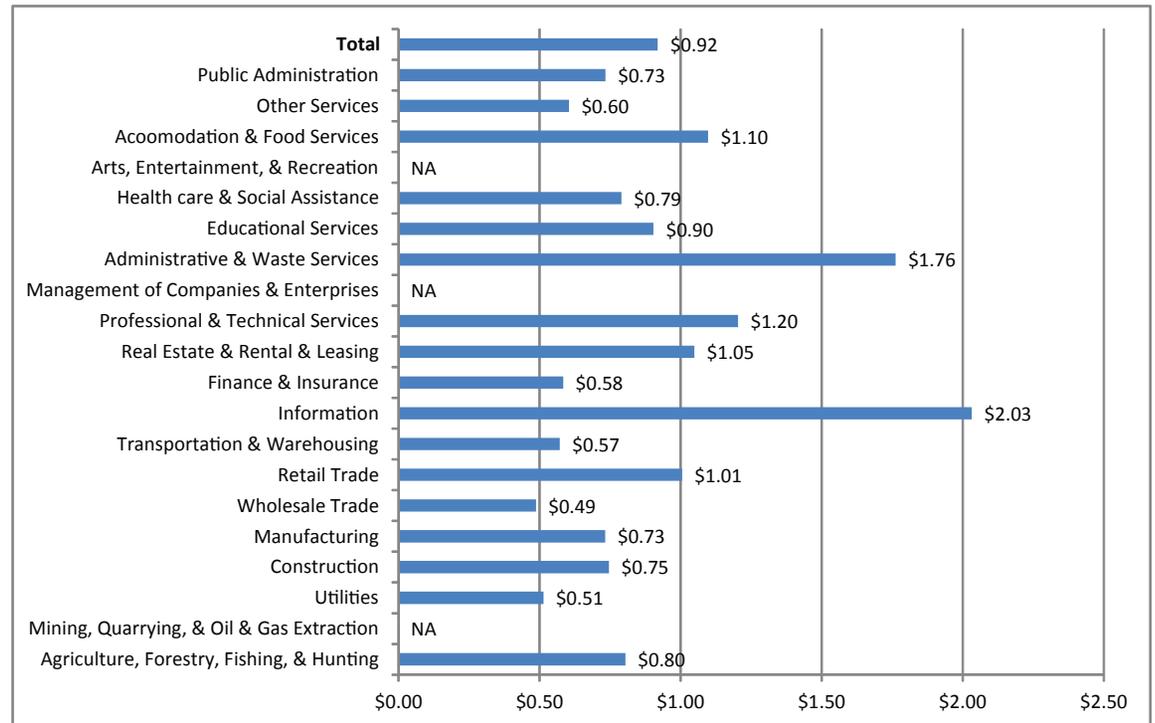
- The most male dominated industries in the Norfolk MC were Agriculture, Forestry, Fishing, and Hunting and Construction.
- The most female dominated industry was Health Care and Social Assistance, with 89.9% of those employed being female.



Norfolk MC

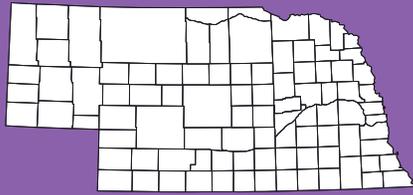
The past several decades have been marked by notable changes in women’s labor force activities. Women’s labor force participation is significantly higher today than it was in the 1970s, particularly among women with children under 18 years of age. A larger share of women work full time and year round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

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



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

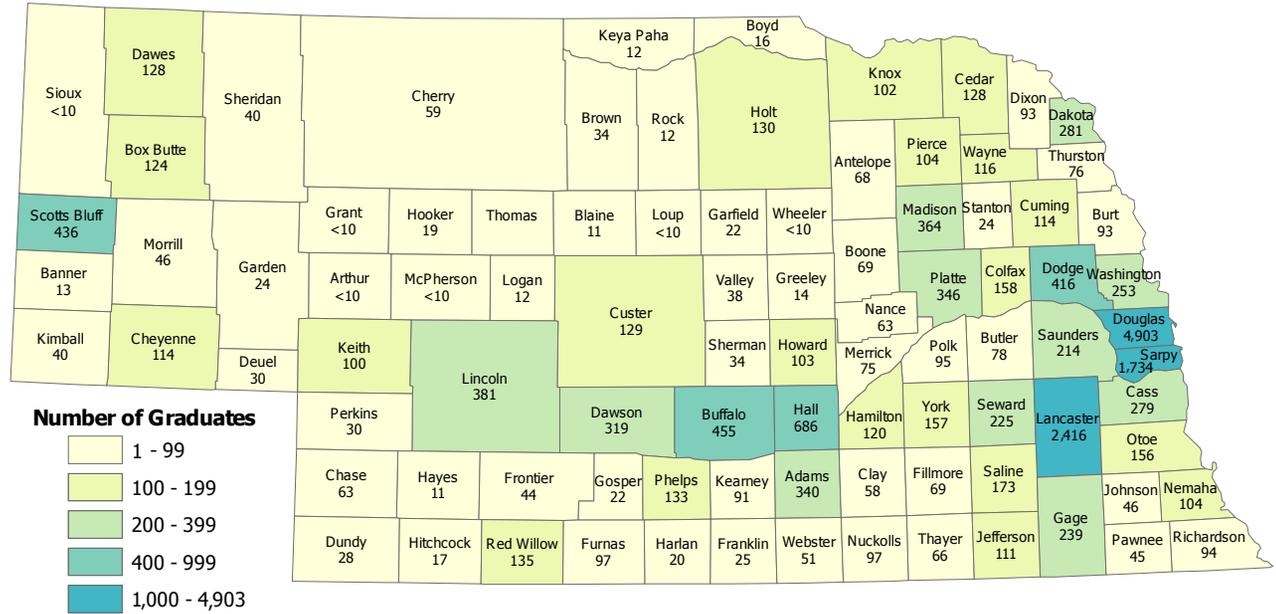
- Norfolk MC females fared better than the state average with regards to cents on the dollar; making \$0.92 per male dollar.
- Females in the Information industry in the Norfolk MC made more than twice as much as the males in the industry.



Nebraska Statewide

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

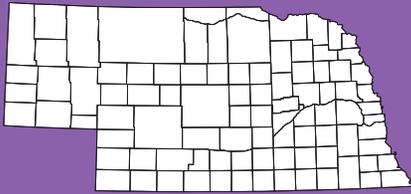
PUBLIC HIGH SCHOOL GRADUATES BY COUNTY 2011



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

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

Source: http://www.all4ed.org/files/Nebraska_wc.pdf



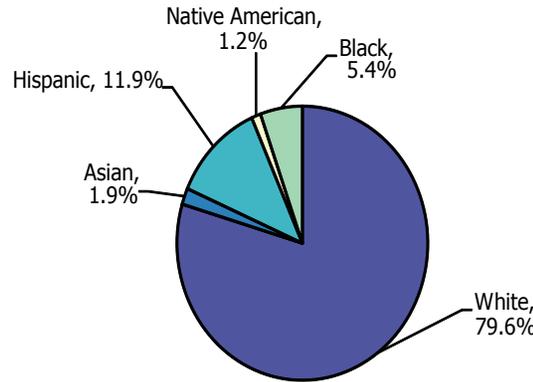
Nebraska Statewide

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

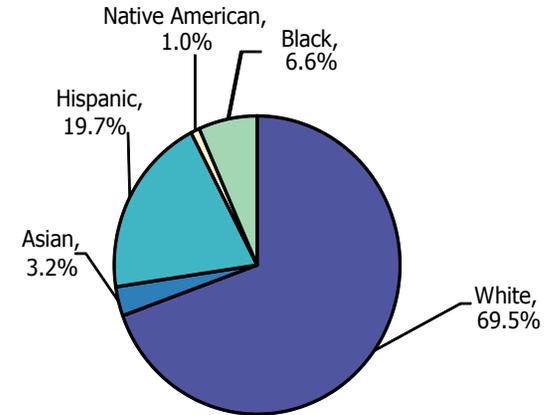


PUBLIC HIGH SCHOOL GRADUATES BY RACE & ETHNICITY

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

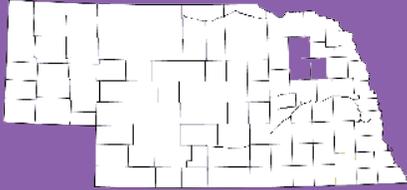


**Projected Percentages of Graduates:
2020 - 2021**



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

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



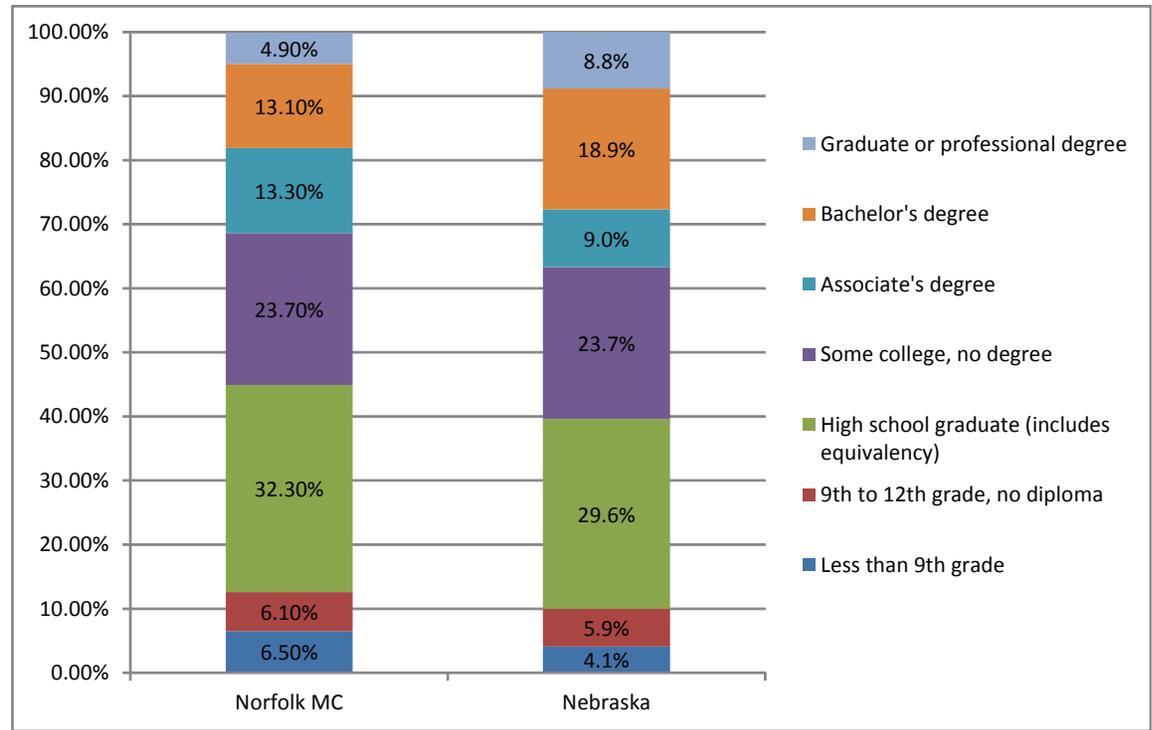
Norfolk MC

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

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

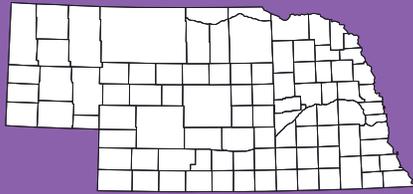
Depending on the survey, the educational attainment question may be asked only of adult household members. Even when data are collected from all household members regardless of age, the U.S. Census Bureau generally publishes data only for adults. Most publications focus on adults age 25 years and over,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

EDUCATIONAL ATTAINMENT
POPULATION AGE 25 AND OLDER 2010



Source: US Census Bureau, 2010 American Community Survey

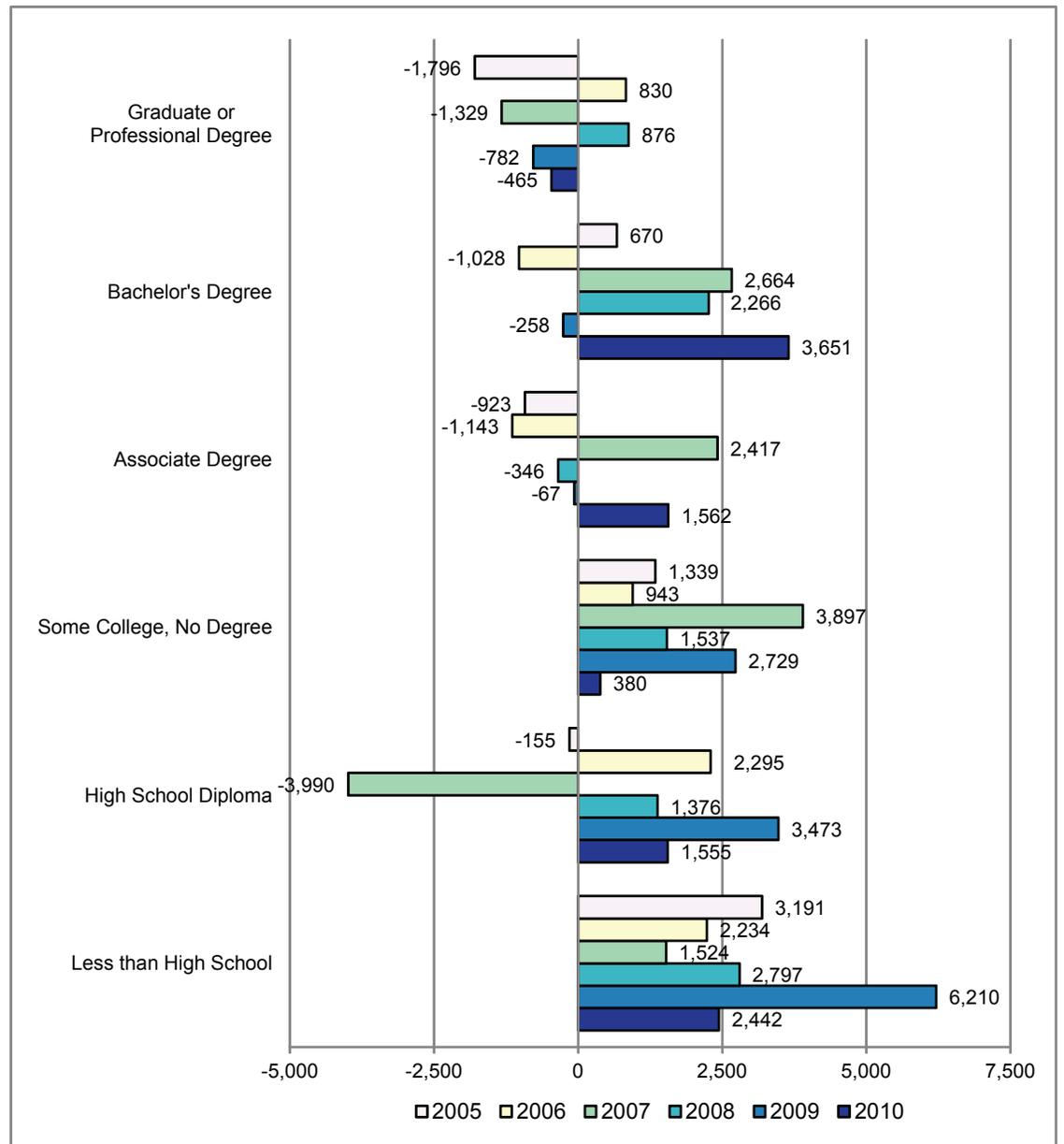
- The percentage of Norfolk MC residents with a college degree was 5.4% lower than the percentage of Nebraskans with a college degree.
- The percentage of High School graduates and below in the Norfolk MC was 5.3% higher than Nebraska as a whole.



Nebraska Statewide

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

NET EDUCATIONAL MIGRATION: POPULATION AGED 22-64



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



Nebraska Statewide

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

Responsibilities include:

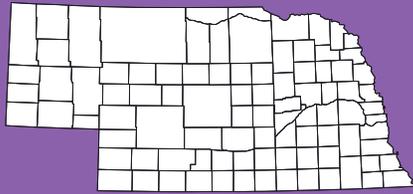
- Collaborating with the state’s public colleges and universities to implement a plan that will guide Nebraska’s higher education system
- Administering student aid programs
- Conducting research and publishing reports on higher education issues
- Authorizing academic programs
- Approving proposals for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

POSTSECONDARY GRADUATES WORKING IN NEBRASKA 2012

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

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

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



Nebraska Statewide

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

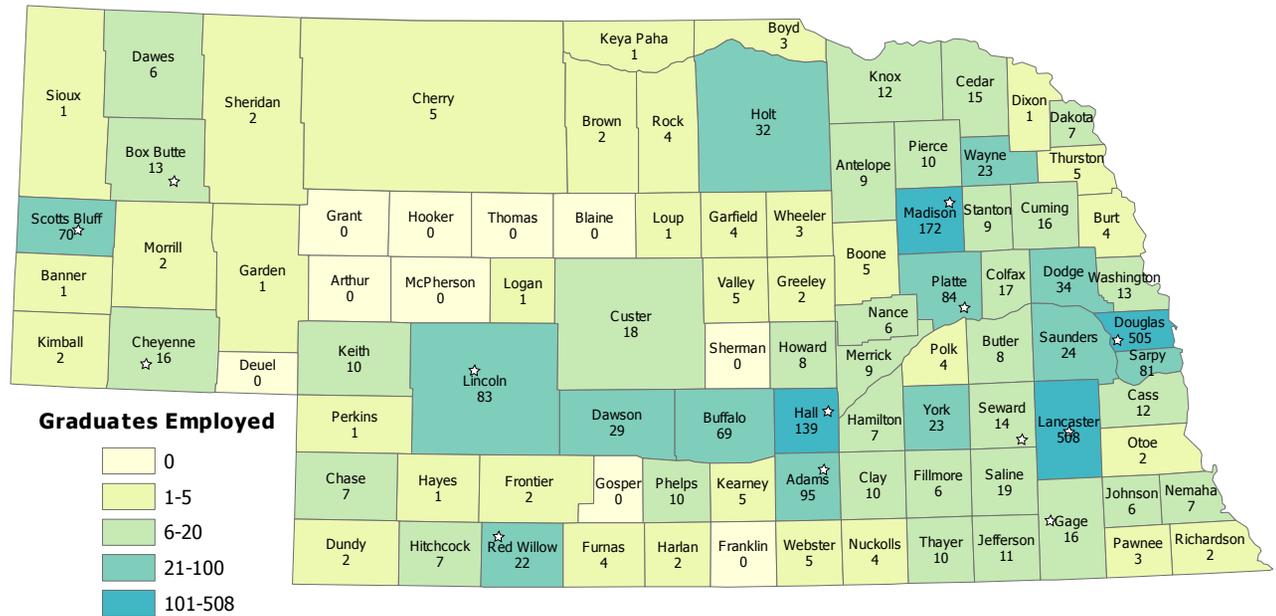
Applied technology and occupational education and, when necessary, foundations education;

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

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

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

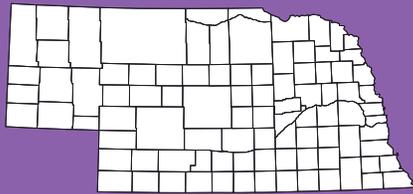
COMMUNITY COLLEGE GRADUATES WORKING IN NEBRASKA 2012



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

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

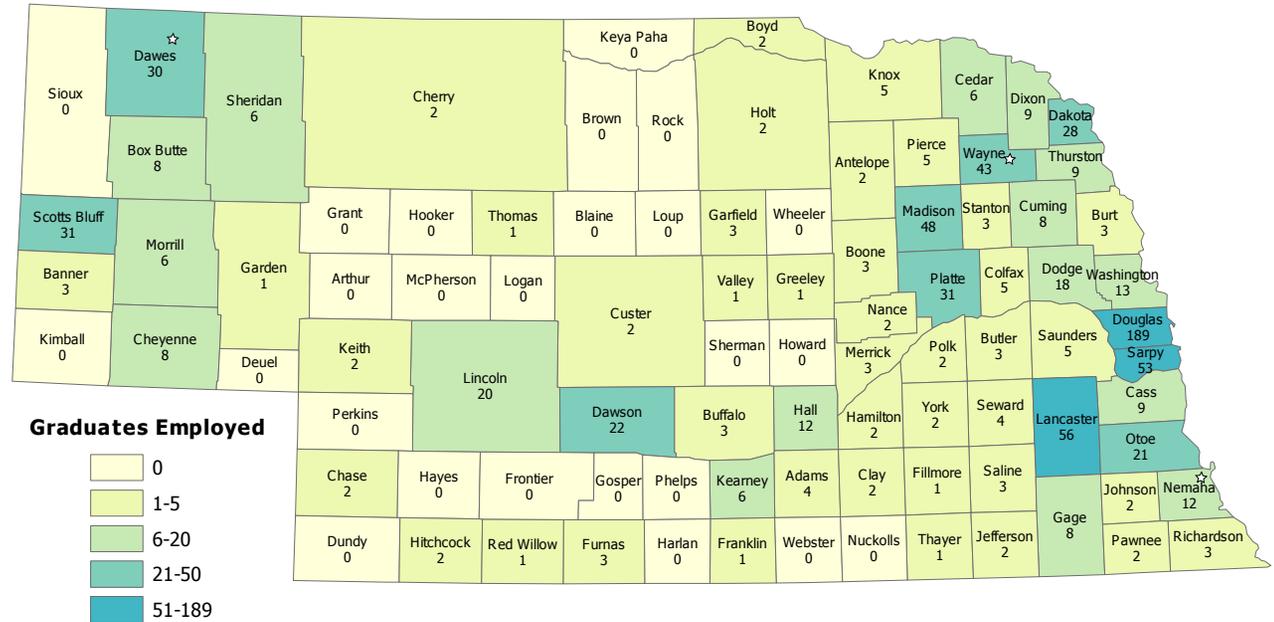
- Only 10 of Nebraska’s 93 counties did not have at least one graduate employed in the county. These counties have some of the lowest populations in the state.
- Each year, about three-fourths of Community College graduates are found working in Nebraska about a year after graduation.



Nebraska Statewide

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

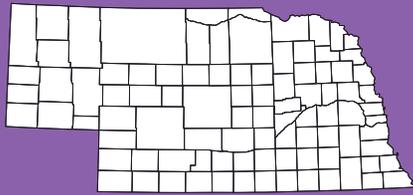
STATE COLLEGE GRADUATES WORKING IN NEBRASKA 2012



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

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

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



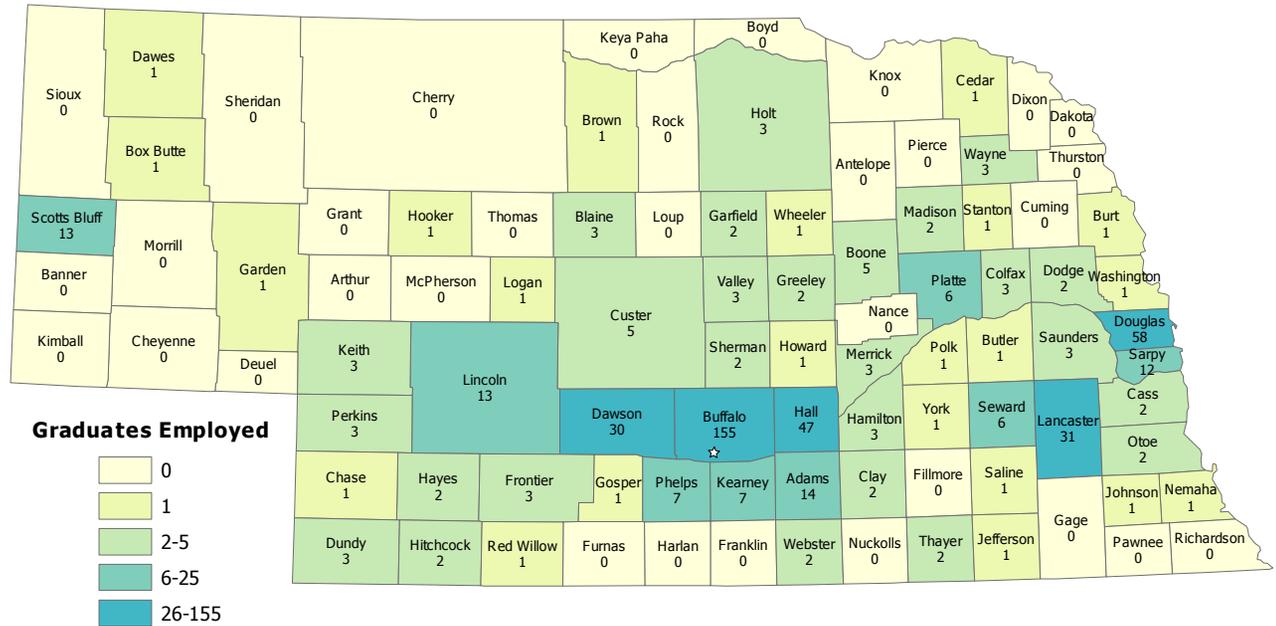
Nebraska Statewide

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

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

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

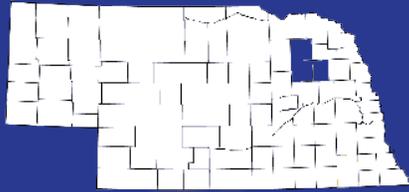
UNK GRADUATES WORKING IN NEBRASKA 2012



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

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

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



Norfolk MC

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

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

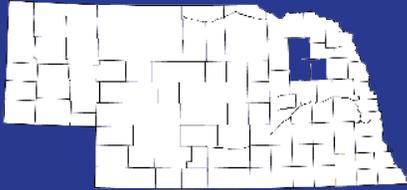


Nebraska Statewide 2011				
Civilian Labor Force	Employment	Unemployment	Unemployment Rate (%)	
1,005,455	960,830	44,625	4.4%	
Norfolk MC				
Civilian Labor Force	Employment	Unemployment	Unemployment Rate (%)	
26,648	25,583	1,064	4.0%	

Note: Annual Average, Not Seasonally Adjusted

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

- The unemployment rate in the Norfolk MC is lower than the Nebraska rate.
- The Nebraska Department of Labor develops labor force estimates for 127 different areas within the state.



Norfolk MC

Definitions of Labor Force Concepts:

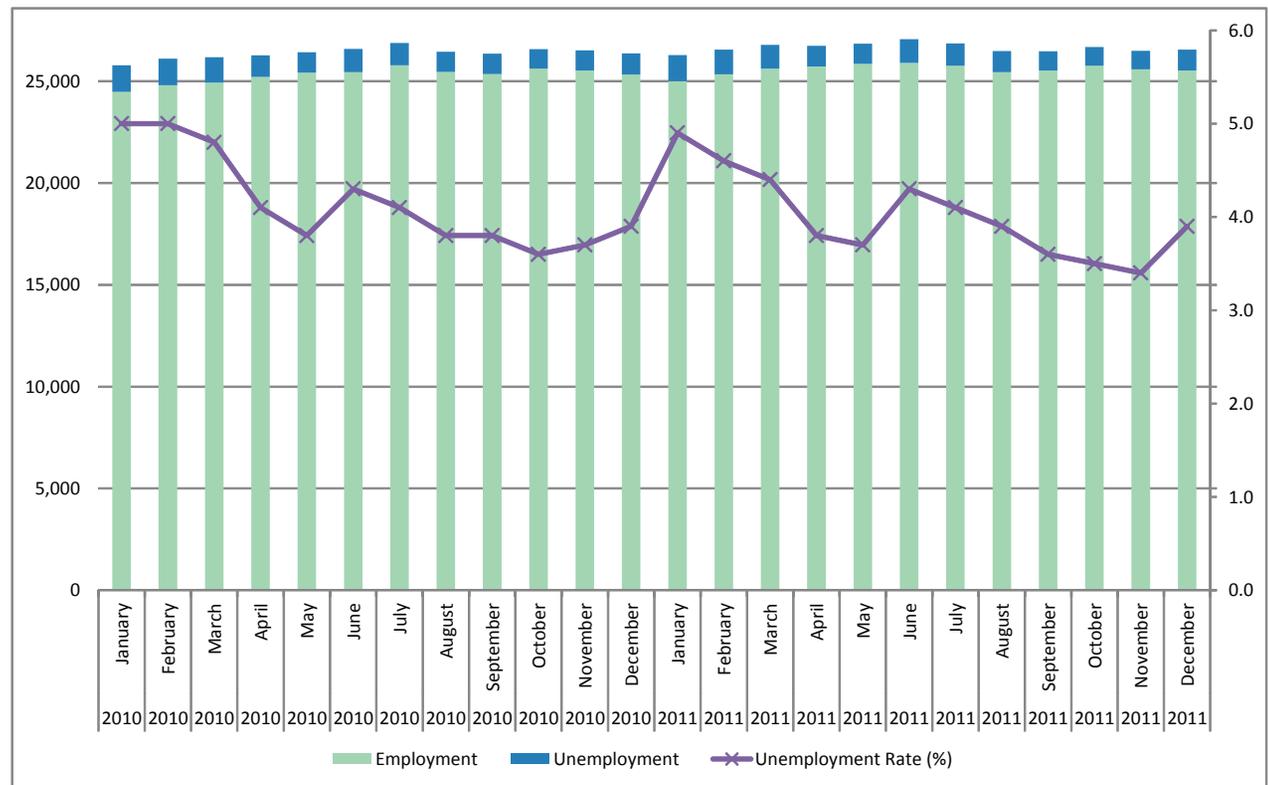
Civilian labor force: Included are all persons in the civilian noninstitutional population classified as either employed or unemployed.

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

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

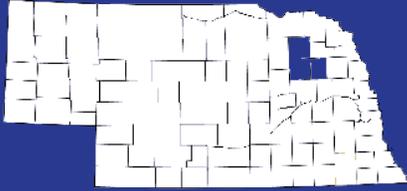
Unemployment rate: The ratio of unemployed to the civilian labor force expressed as a percentage.

UNEMPLOYMENT RATE MONTHLY TRENDS 2010-2011



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

- Over 2010 and 2011, the Norfolk MC unemployment rate has run lower than the Nebraska rate, but trended along the same path.



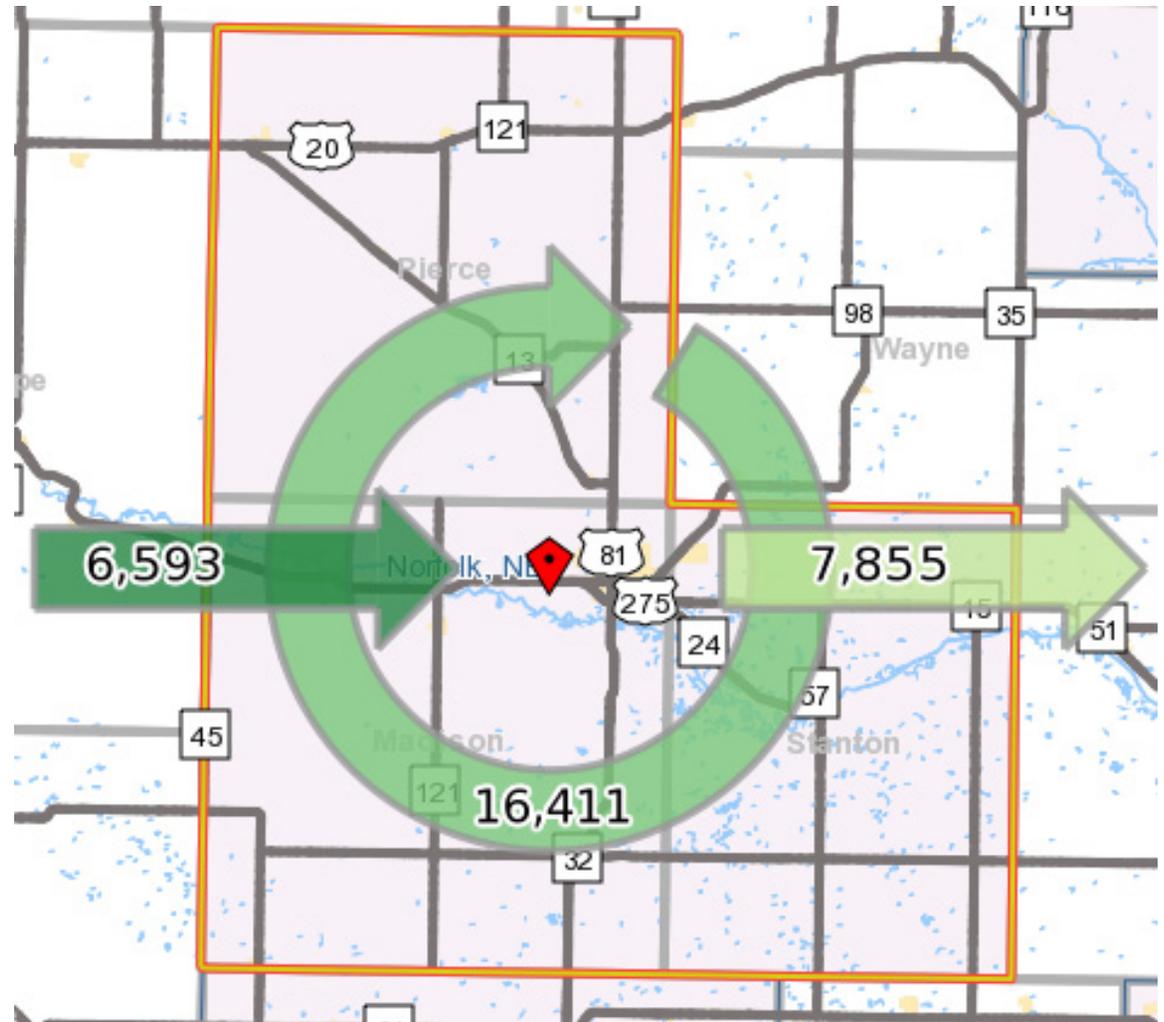
Norfolk MC

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

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

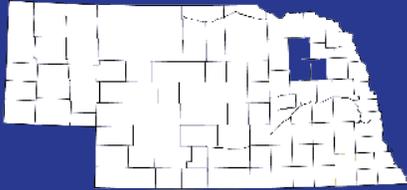
The project is supported by the Employment and Training Administration (ETA) at the U.S. Department of Labor.

COMMUTING PATTERNS 2010



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

- More workers leave the Norfolk MC for work than come into the area.



Norfolk MC

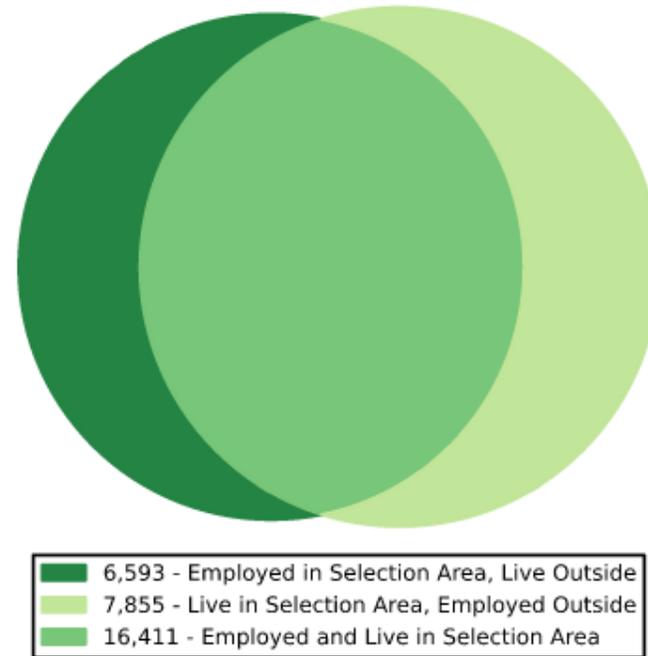
Commuting (Journey to Work) refers to a worker's travel from home to work. Place of work refers to the geographic location of the worker's job. Work at home refers to a worker who does not commute to a different geographic area from work, meaning their place of work is their home. Daytime population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

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

Inflow/Outflow Job Counts (All Jobs)	2010	
	Count	Share
Employed in Norfolk MC	23,004	100%
Employed in Norfolk MC but Living Outside	6,593	29%
Employed and Living in Norfolk MC	16,411	71%
Living in Norfolk MC	24,266	100%
Living in Norfolk MC but Employed Outside	7,855	32%
Living and Employed in Norfolk MC	16,411	68%

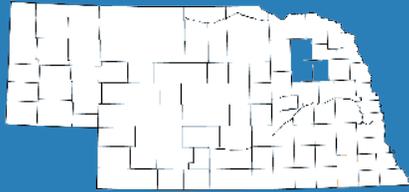
WORKER INFLOW/OUTFLOW 2010

Inflow/Outflow Job Counts in 2010



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

- The Norfolk MC has a large portion of residents who stay to work in the area.



Norfolk MC

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

Included in the collection of wage data are:

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

Excluded from the wage data are:

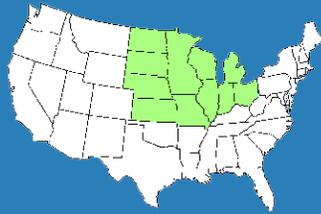
- back pay,
- jury duty pay,
- overtime pay,
- severance pay,
- shift differentials,
- nonproduction bonuses, and tuition reimbursements.

WAGES BY OCCUPATION FIRST QUARTER 2012

SOC Code	Standard Occupational Code Title	Hourly Average	Hourly Entry	Hourly Experienced	Annual Average Norfolk MC	Annual Average Nebraska
11-0000	Management Occupations	\$41.31	\$20.65	\$51.64	\$85,924	\$96,018
13-0000	Business and Financial Operations Occupations	\$27.41	\$16.43	\$32.90	\$57,017	\$62,170
15-0000	Computer and Mathematical Occupations	\$24.48	\$16.17	\$28.64	\$50,923	\$68,256
17-0000	Architecture and Engineering Occupations	\$30.11	\$18.92	\$35.70	\$62,616	\$65,158
19-0000	Life, Physical, and Social Science Occupations	\$31.70	\$20.06	\$37.52	\$65,941	\$56,854
21-0000	Community and Social Services Occupations	\$16.47	\$10.95	\$19.24	\$34,267	\$36,193
23-0000	Legal Occupations	\$25.49	\$20.58	\$27.94	\$53,015	\$79,078
25-0000	Education, Training, and Library Occupations	\$21.36	\$11.90	\$26.09	\$44,428	\$43,283
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	\$12.46	\$8.27	\$14.55	\$25,908	\$39,015
29-0000	Healthcare Practitioners and Technical Occupations	\$29.25	\$15.48	\$36.13	\$60,838	\$65,888
31-0000	Healthcare Support Occupations	\$12.27	\$9.95	\$13.42	\$25,509	\$26,565
33-0000	Protective Service Occupations	\$17.63	\$11.42	\$20.74	\$36,676	\$38,685
35-0000	Food Preparation and Serving-Related Occupations	\$9.11	\$8.13	\$9.61	\$18,962	\$19,928
37-0000	Building and Grounds Cleaning and Maintenance Occupations	\$11.14	\$8.16	\$12.62	\$23,159	\$23,228
39-0000	Personal Care and Service Occupations	\$9.42	\$8.18	\$10.03	\$19,580	\$23,108
41-0000	Sales and Related Occupations	\$14.74	\$8.21	\$18.01	\$30,673	\$34,615
43-0000	Office and Administrative Support Occupations	\$13.48	\$9.20	\$15.60	\$28,021	\$30,731
45-0000	Farming, Fishing, and Forestry Occupations	\$15.48	\$11.87	\$17.28	\$32,190	\$29,792
47-0000	Construction and Extraction Occupations	\$17.49	\$10.33	\$21.08	\$36,385	\$38,512
49-0000	Installation, Maintenance, and Repair Occupations	\$19.05	\$10.98	\$23.09	\$39,633	NA
51-0000	Production Occupations	\$16.79	\$11.12	\$19.62	\$34,921	\$33,198
53-0000	Transportation and Material Moving Occupations	\$16.15	\$9.76	\$19.34	\$33,578	\$33,285
00-0000	Total all occupations	\$17.41	\$9.08	\$21.58	\$36,213	\$39,409

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

- The occupations with the highest average earnings in the Norfolk MC are Management Occupations, with workers making an average of \$85,924 per year.
- The occupations with the lowest average earnings are Food Preparation and Serving-Related Occupations, with workers making an average \$18,962 per year.

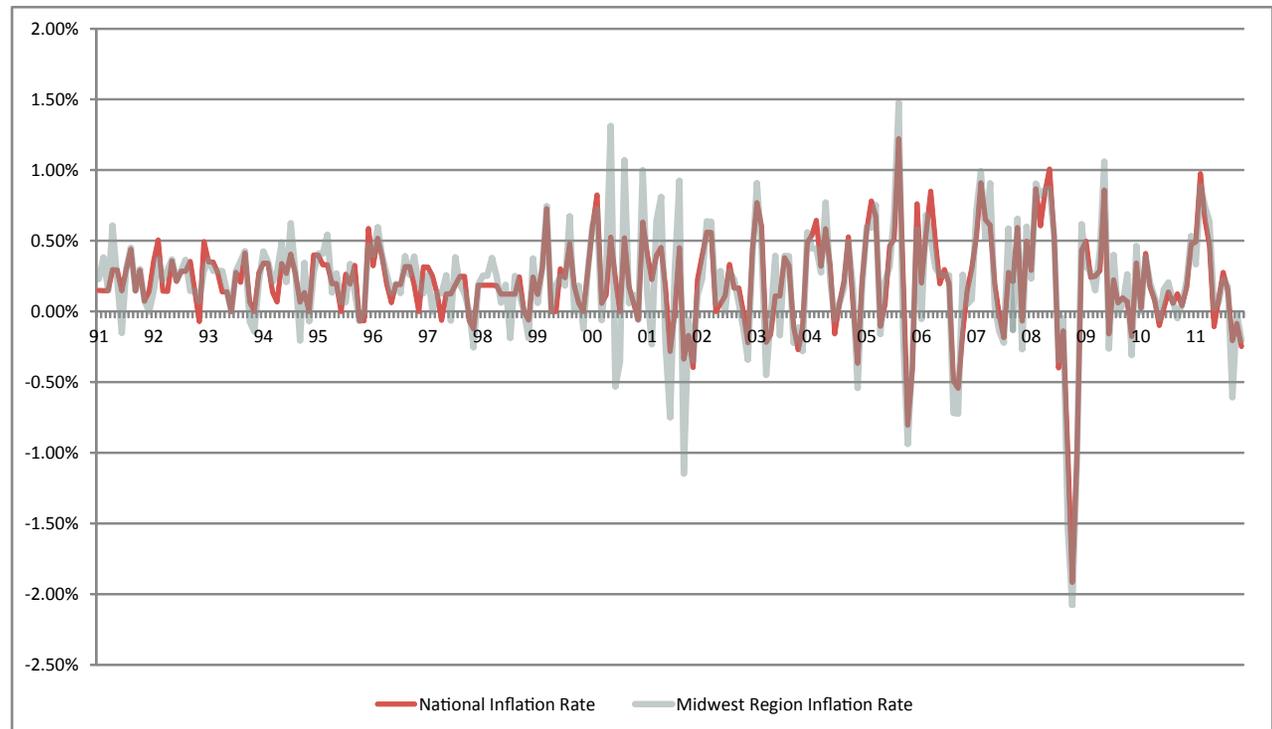


Midwest Region

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

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

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



Source: Bureau of Labor Statistics, Released 2012

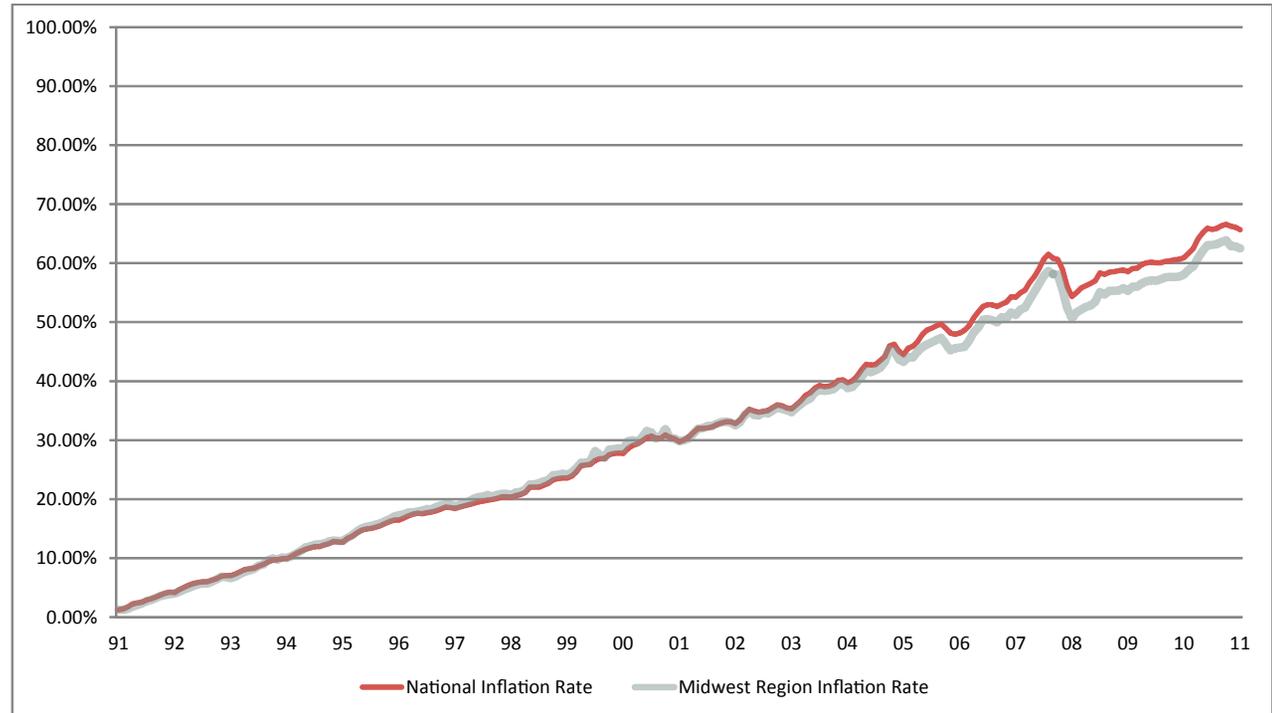
- If prices for these goods rise, the Consumer Price Index will rise and if prices decrease the index will drop.
- The percent changes in the CPI should be directly related to the price changes consumers experience for the time period for everything they buy.



Midwest Region

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

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



Source: Bureau of Labor Statistics, Released 2012

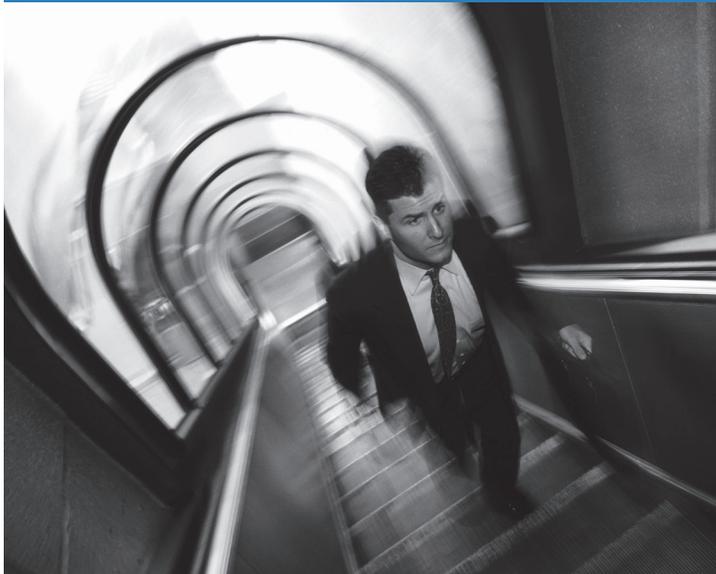
- Overall price levels increased by 65.7% over the past 20 years in the United States.
- The Midwest Region was slightly slower at 62.5% over that same period.
- This way of calculating inflation allows a person to track how a specific price, for example annual wages, have kept up with the rest of prices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



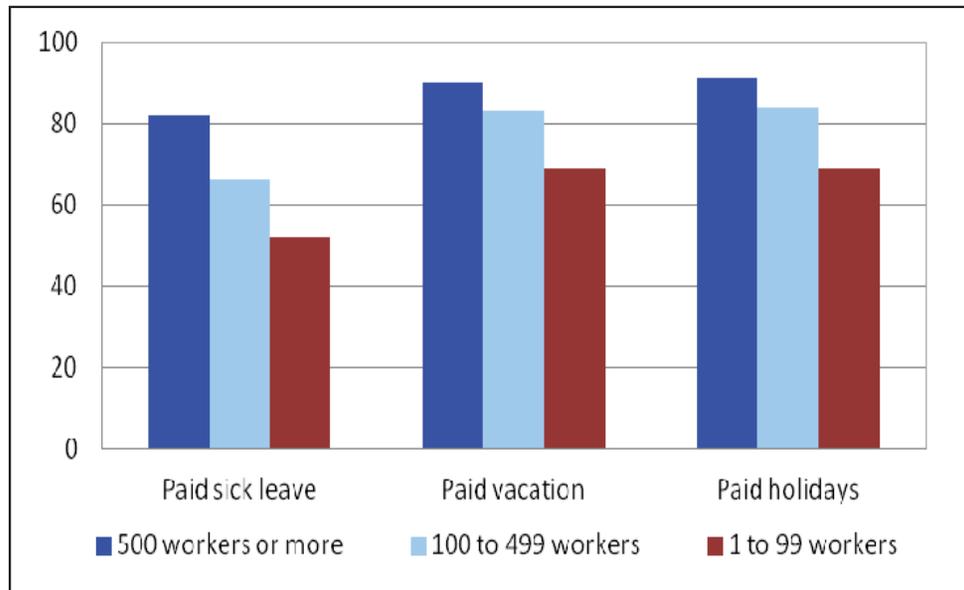
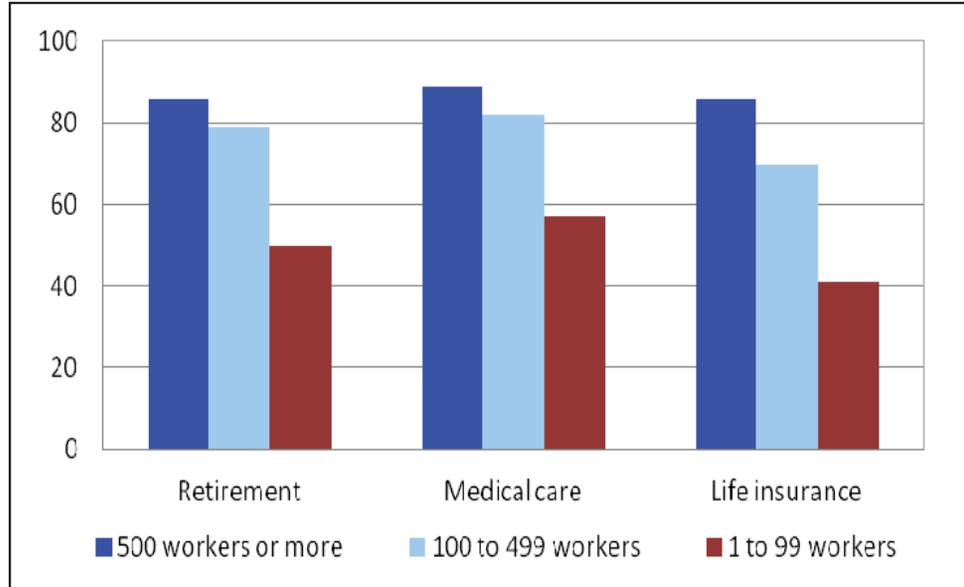
United States of America

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

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



EMPLOYERS OFFERING BENEFITS 2012



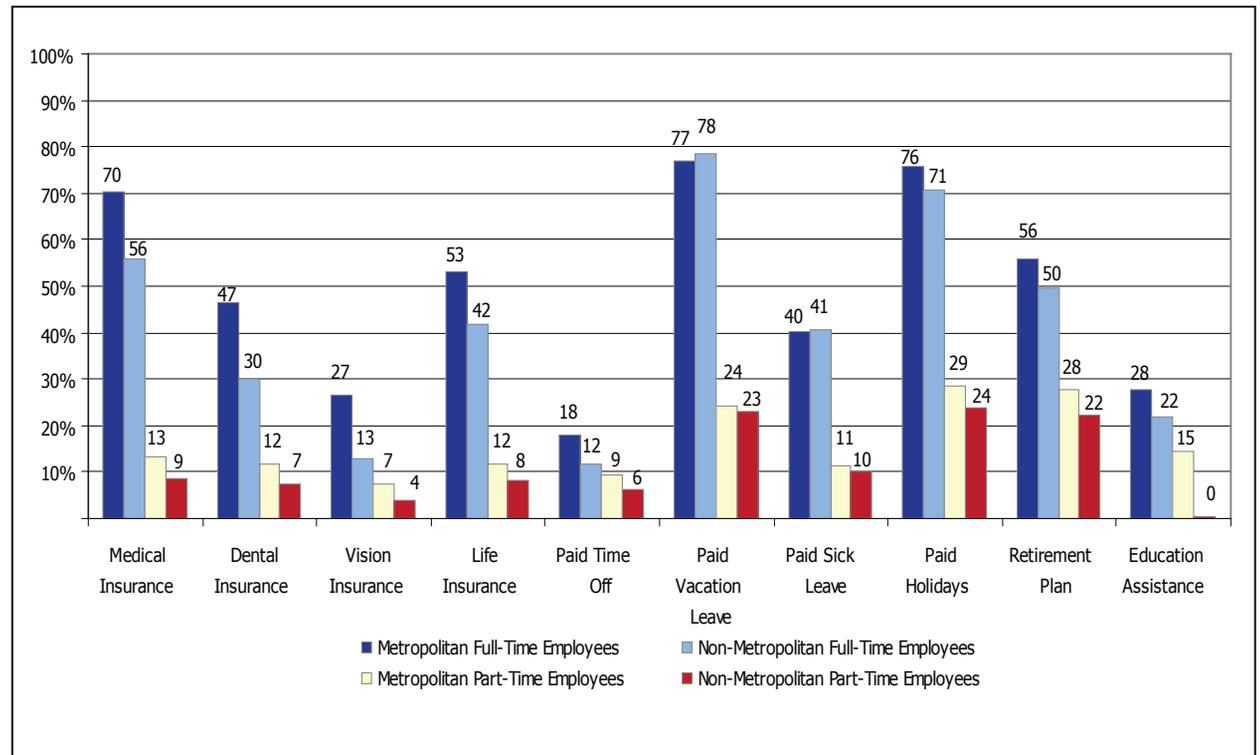
Source: Large, medium, and small establishments: Access to selected benefits, private industry, March 2012



Nebraska Statewide

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

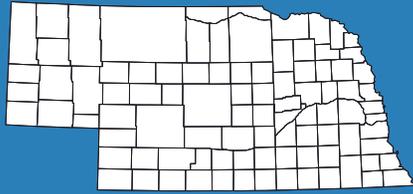
EMPLOYERS OFFERING BENEFITS 2006



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

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

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



Nebraska Statewide

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

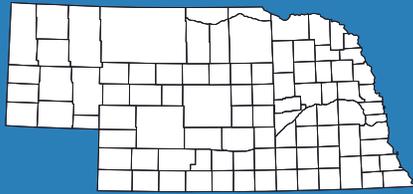


EMPLOYERS OFFERING HEALTH INSURANCE 2006

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

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

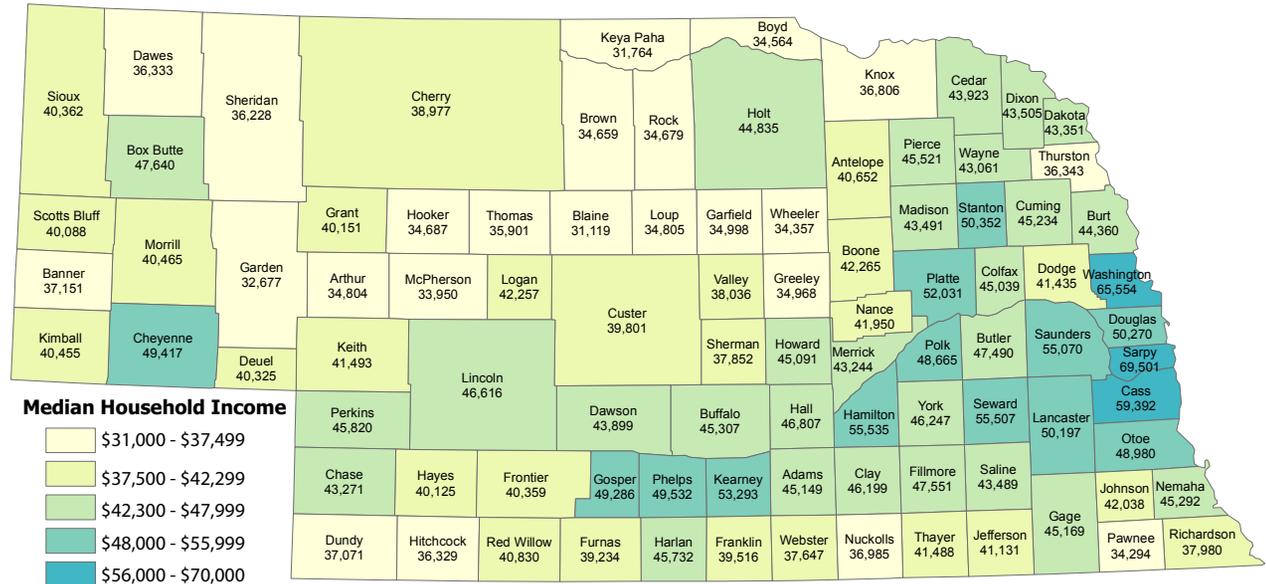
- Medical Insurance is most common in the Information industry, where 83.1% of employees receive the benefit.
- Small firms provide medical insurance at much lower rates than very large ones in every industry.
- Leisure and Hospitality is the industry which is least likely to provide medical coverage,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



Nebraska Statewide

Census money income is defined as income received on a regular basis (exclusive of certain money receipts such as capital gains) before payments for personal income taxes, social security, union dues, Medicare deductions, etc. Therefore, money income does not reflect the fact that some families receive part of their income in the form of noncash benefits, such as food stamps, health benefits, subsidized housing, and goods produced and consumed on the farm. In addition, money income does not reflect the fact that noncash benefits are also received by some nonfarm residents which may take the form of the use of business transportation and facilities, full or partial payments by business for retirement programs, medical and educational expenses, etc.

MEDIAN HOUSEHOLD INCOME BY COUNTY 2011



Source: U.S. Census Bureau, Small Area Income and Poverty Estimates, Released 2011

- Sarpy County had the highest median household income in Nebraska, at \$69,501.
- Blaine County’s median household income was the lowest of any in the state, at \$31,119.
- The metropolitan counties in the state all had a median household income over \$50,000.



Norfolk MC

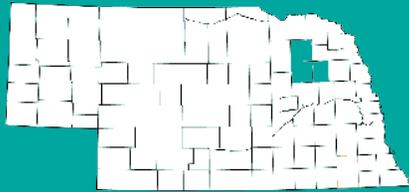
The North American Industry Classification System (NAICS) was developed under the direction and guidance of the Office of Management and Budget (OMB) as the standard for use by Federal statistical agencies in classifying business establishments for the collection, tabulation, presentation, and analysis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

EMPLOYMENT AND WAGES BY INDUSTRY 2011

	ESTABLISHMENTS	AVG EMPLOYMENT	AVG WEEKLY WAGE	TOTAL WAGES
Agriculture, Forestry, Fishing & Hunting	42	314	\$624	\$10,190,829
Mining, Quarrying, and Oil and Gas Extraction	-	-	\$0	\$0
Utilities	7	180	\$1,121	\$10,489,277
Construction	174	1,003	\$706	\$36,842,995
Manufacturing	60	3,173	\$808	\$133,303,094
Wholesale Trade	105	1,791	\$833	\$77,588,659
Retail Trade	239	3,236	\$418	\$70,368,152
Transportation and Warehousing	128	965	\$717	\$35,974,315
Information	26	304	\$587	\$9,278,475
Finance and Insurance	127	788	\$773	\$31,665,765
Real Estate and Rental and Leasing	54	207	\$511	\$5,501,965
Professional and Technical Services	92	611	\$623	\$19,790,856
Management of Companies and Enterprises	9	46	\$1,700	\$4,065,612
Administrative and Waste Services	63	750	\$425	\$16,580,348
Educational Services	32	1,981	\$664	\$68,396,168
Health Care and Social Assistance	171	4,271	\$656	\$145,768,290
Arts, Entertainment, and Recreation	23	150	\$264	\$2,057,687
Accommodation and Food Services	107	1,672	\$220	\$19,106,339
Other Services, Ex. Public Admin	117	705	\$441	\$16,172,716
Public Administration	66	1,112	\$696	\$40,256,417
Total, All Industries	1,549	22,684	\$627	\$739,463,214

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

- The Management of Companies and Enterprises industry paid the highest average weekly wage of \$1,700, which was more than 7 times the average weekly wage for Accommodation and Food Services (\$220).
- The industry employing the most people in the Norfolk MC was Health Care and Social Assistance.



Norfolk MC

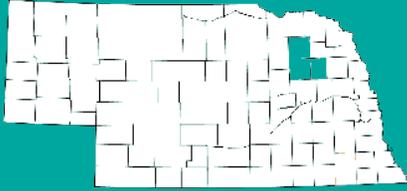
The Quarterly Census of Employment and Wages (QCEW) Program is a cooperative program involving the Bureau of Labor Statistics of the U.S. Department of Labor and the State Employment Security Agencies. The QCEW program produces a comprehensive tabulation of employment and wage information for workers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

EMPLOYMENT CHANGE BY INDUSTRY 2001-2011

INDUSTRY	2001 EMPLOYMENT	2011 EMPLOYMENT	EMPLOYMENT CHANGE	% CHANGE
Agriculture, Forestry, Fishing and Hunting	280	314	34	12.14%
Mining, Quarrying, and Oil and Gas Extraction	-	-	-	-
Utilities	-	180	-	-
Construction	1,181	1,003	-178	-15.07%
Manufacturing	3,743	3,173	-570	-15.23%
Wholesale Trade	1,932	1,791	-141	-7.30%
Retail Trade	3,525	3,236	-289	-8.20%
Transportation and Warehousing	1,064	965	-99	-9.30%
Information	323	304	-19	-5.88%
Finance and Insurance	624	788	164	26.28%
Real Estate and Rental and Leasing	209	207	-2	-0.96%
Professional, Scientific, and Technical Services	491	611	120	24.44%
Management of Companies and Enterprises	84	46	-38	-45.24%
Administrative and Support and Waste Management	766	750	-16	-2.09%
Educational Services	1,958	1,981	23	1.17%
Health Care and Social Assistance	3,416	4,271	855	25.03%
Arts, Entertainment and Recreation	129	150	21	16.28%
Accommodation and Food Services	1,839	1,672	-167	-9.08%
Other Services (except Public Administration)	780	705	-75	-9.62%
Public Administration	1,153	1,112	-41	-3.56%
All Industry	22,684	23,136	452	1.99%

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

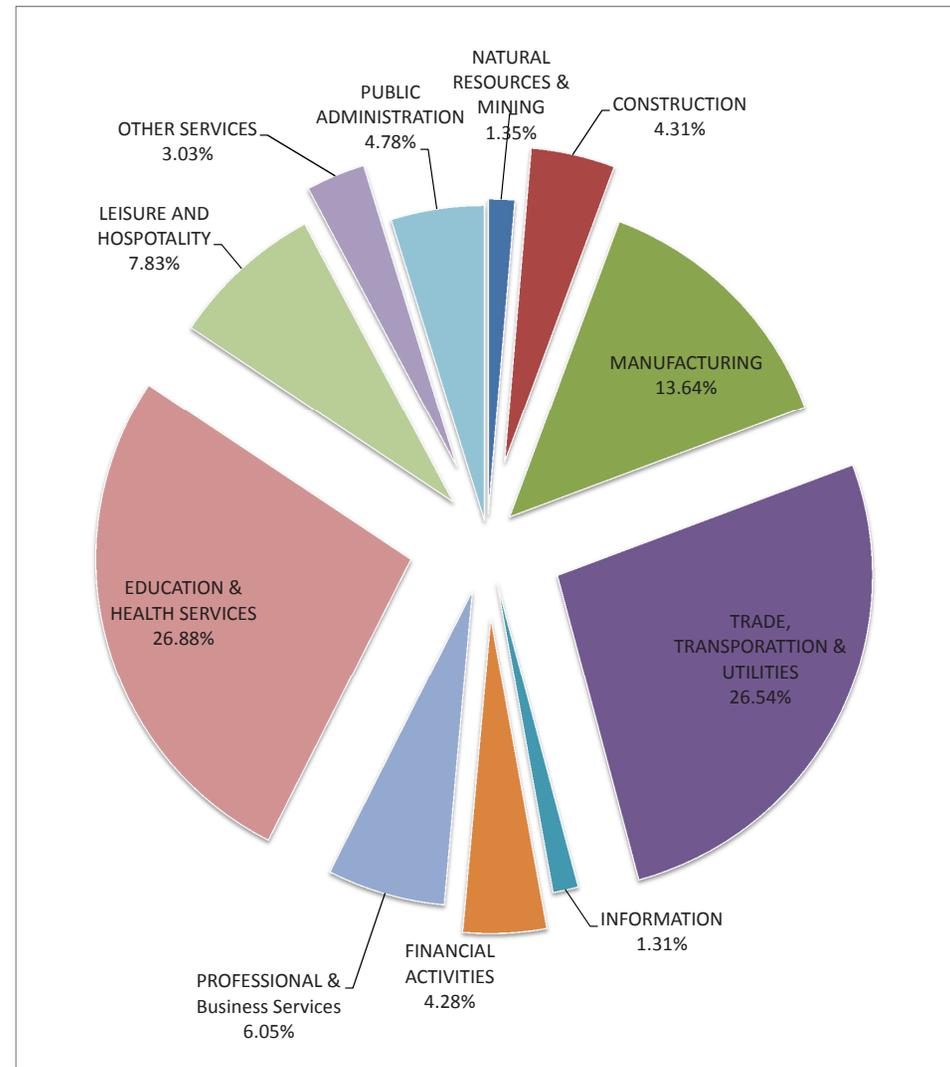
- The Norfolk MC Finance and Insurance industry saw the biggest percentage growth between 2001 and 2011 at 26.28%.
- The industry that lost the biggest percentage was Management of Companies and Enterprises, losing 45.24% of the workforce.



Norfolk MC

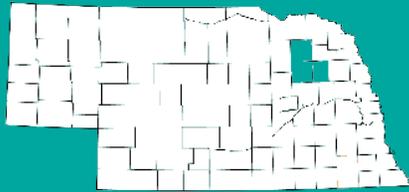
Employment data under the QCEW program represent the number of covered workers who worked during, or received pay for, the pay period including the 12th of the month. Excluded are members of the armed forces, the self-employed, proprietors, domestic workers, unpaid family workers, and railroad workers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

INDUSTRY EMPLOYMENT DISTRIBUTION 2011



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

- Education and Health Services and Trade, Transportation, and Utilities employed over 50% of the Norfolk MC workforce.



Norfolk MC

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

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

INDUSTRY LOCATION QUOTIENT 2011

Industry	LQ: NE TO USA	LQ: NORFOLK TO NE
Agriculture, Forestry, Fishing and Hunting	1.53	0.95
Mining, Quarrying, and Oil and Gas Extraction	0.20	0.00
Utilities	1.63	0.74
Construction	1.03	0.93
Manufacturing	1.14	1.27
Wholesale Trade	1.06	1.64
Retail Trade	1.02	1.15
Transportation and Warehousing	1.25	0.83
Information	0.88	0.66
Finance and Insurance	1.37	0.56
Real Estate and Rental and Leasing	0.67	0.85
Professional, Scientific, and Technical Services	0.82	0.52
Management of Companies and Enterprises	1.25	0.10
Administrative and Support and Waste Management	0.79	0.65
Educational Services	1.19	0.86
Health Care and Social Assistance	1.00	1.25
Arts, Entertainment and Recreation	0.80	0.44
Accommodation and Food Services	0.87	0.90
Other Services (except Public Administration)	0.83	0.90
Public Administration	0.97	0.84

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

- Wholesale Trade is basic to the Norfolk MC with a location quotient of 1.64.

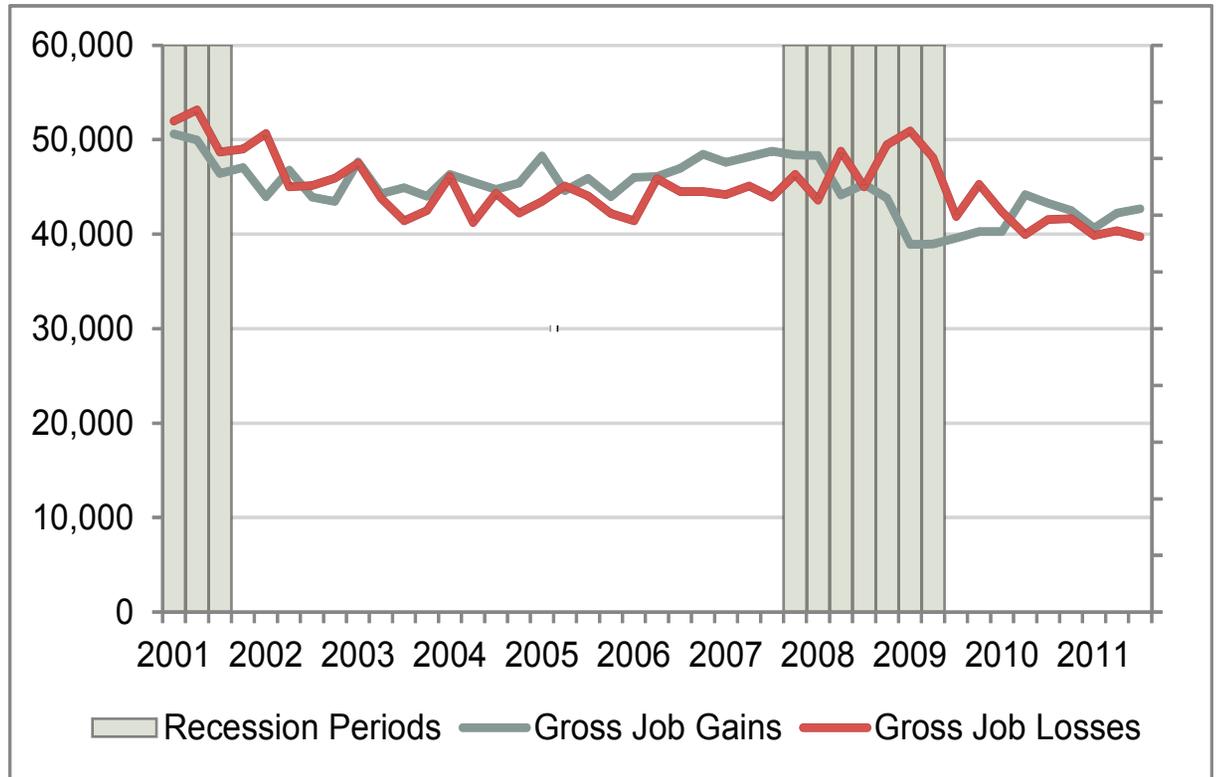


Nebraska Statewide

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

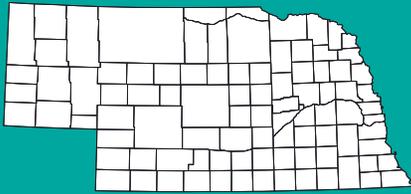


BUSINESS EMPLOYMENT DYNAMICS: GAINS AND LOSSES
2001-2011



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

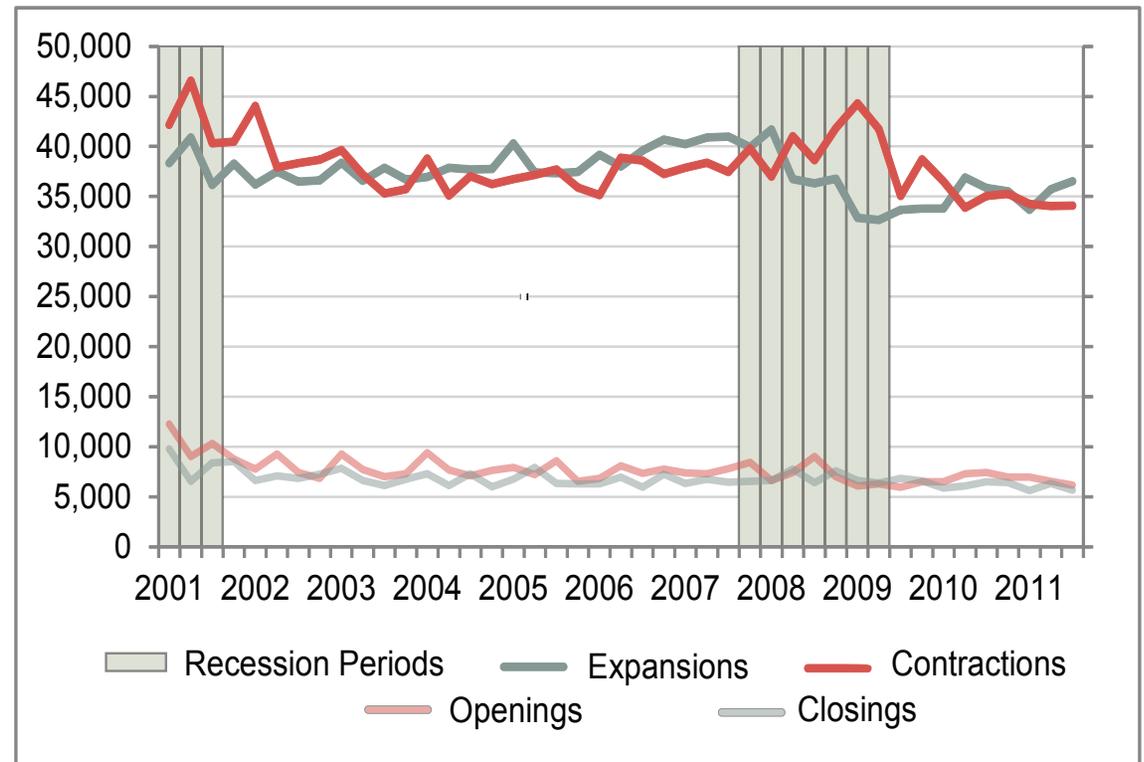
- Job gains have outpaced job losses every month since the second quarter of 2010.
- Government employees, private households, and establishments with zero employment are not included in any BED data.
- There was a net gain of 2,951 jobs during the month of third quarter of 2011, the last month data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



Nebraska Statewide

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

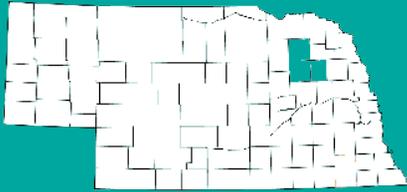
BUSINESS EMPLOYMENT DYNAMICS: EXPANSIONS AND CONTRACTIONS 2001-2012



Note: Seasonally Adjusted Data

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

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

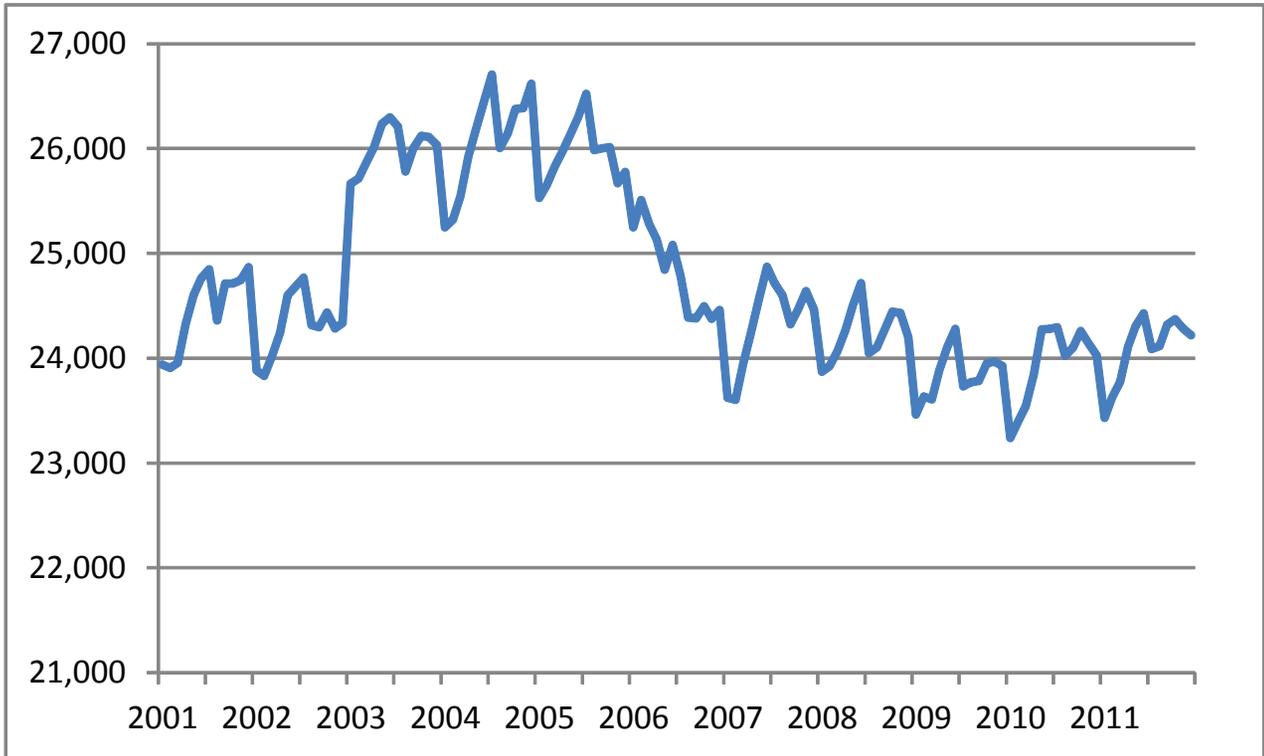


Norfolk MC

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

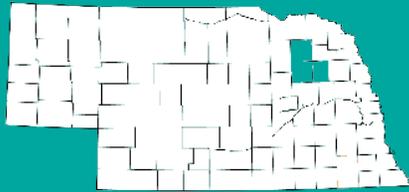


TOTAL EMPLOYMENT TRENDS 2001-2012



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

- Employment in the Norfolk MC experienced a large increase in employment in 2003, but a bigger decrease between 2005 and 2007.



Norfolk MC

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

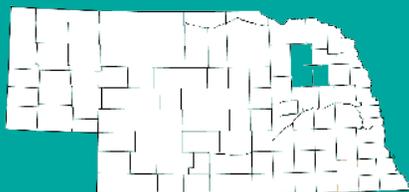
The QWI are built upon wage records in the Unemployment Insurance (UI) system and information from state QCEW data. The universe of QWI data is UI-covered earnings. UI coverage is broad, covering about 99.7% of total wage and salary civilian jobs.

QUARTERLY WORKFORCE INDICATORS 2011

	Employment	Net Job Flows	Job Creation	New Hires	Separations	Turnover	Avg Monthly Earnings	Avg New Hire Earnings
Agriculture, Forestry, Fishing & Hunting	306	16	83	199	244	9.80%	\$2,856	\$2,065
Mining, Quarrying, & Oil & Gas Extraction	33	-5	8	11	27	10.48%	2,688	2,149
Utilities	182	-1	5	13	20	2.28%	\$4,604	\$2,386
Construction	1,002	81	483	797	898	10.45%	3,132	2,146
Manufacturing	3,282	-76	144	574	777	3.58%	\$4,310	\$3,005
Wholesale Trade	1,709	104	276	715	697	5.40%	3,507	2,177
Retail Trade	2,925	46	451	1,586	1,716	9.23%	\$1,968	\$1,198
Transportation & Warehousing	761	-28	124	348	451	8.13%	2,856	2,347
Information	323	6	38	80	96	4.93%	\$3,021	\$1,423
Finance & Insurance	765	29	114	171	182	3.85%	3,513	2,120
Real Estate & Rental & Leasing	221	10	50	147	162	8.95%	\$2,156	\$1,436
Professional, Scientific, & Technical Services	741	65	223	605	620	8.65%	2,763	1,349
Management of Companies & Enterprises	81	-25	15	44	72	15.90%	\$4,014	\$1,542
Administrative & Support & Waste Management	896	34	268	1,590	1,763	17.53%	2,105	1,725
Educational Services	2,120	59	294	647	1,123	5.98%	\$3,178	\$1,271
Health Care & Social Assistance	4,158	17	388	1,425	1,562	6.63%	2,851	1,767
Arts, Entertainment & Recreation	151	1	130	134	231	16.45%	\$1,438	\$745
Accommodation & Food Services	1,585	-45	280	1,515	1,667	15.18%	976	748
Other Services (except Public Administration)	648	24	125	311	355	8.33%	\$1,938	\$1,215
Public Administration	1,041	0	259	223	434	3.90%	3,081	1,527
All Industry	22,928	313	3,745	11,143	13,097	7.40%	\$2,919	\$1,627

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

- The industry with the lowest turnover rate also had the highest average monthly earnings. Utilities had a 2.3% turnover rate and \$4,604 average monthly earnings.
- The industry with the highest turnover rate was Administrative and Support and Waste Management, with a 17.5% rate.



Norfolk MC

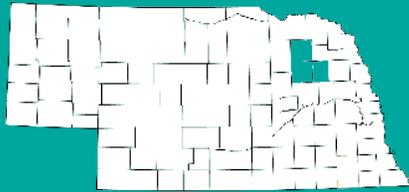
The Occupational Employment Statistics (OES) program conducts a semi-annual mail survey designed to produce estimates of employment and wages for specific occupations. The OES program collects data on wage and salary workers in nonfarm establishments in order to produce employment and wage estimates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

EMPLOYMENT BY OCCUPATION: 2010-2011

SOC Code	Standard Occupational Code Title	Est Employment May 2010	Est Employment May 2011	Employment Difference
00-0000	Total all occupations	22240	24190	1950
11-0000	Management Occupations	740	640	-100
13-0000	Business and Financial Operations Occupations	810	750	-60
15-0000	Computer and Mathematical Occupations	150	150	0
17-0000	Architecture and Engineering Occupations	210	150	-60
19-0000	Life, Physical, and Social Science Occupations	60	70	10
21-0000	Community and Social Services Occupations	480	470	-10
23-0000	Legal Occupations	20	***	***
25-0000	Education, Training, and Library Occupations	1780	1970	190
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	190	240	50
29-0000	Healthcare Practitioners and Technical Occupations	1400	1620	220
31-0000	Healthcare Support Occupations	500	780	280
33-0000	Protective Service Occupations	310	330	20
35-0000	Food Preparation and Serving-Related Occupations	1470	2040	570
37-0000	Building and Grounds Cleaning and Maintenance Occupations	720	730	10
39-0000	Personal Care and Service Occupations	390	470	80
41-0000	Sales and Related Occupations	2390	2570	180
43-0000	Office and Administrative Support Occupations	4190	3570	-620
45-0000	Farming, Fishing, and Forestry Occupations	60	80	20
47-0000	Construction and Extraction Occupations	820	820	0
49-0000	Installation, Maintenance, and Repair Occupations	1190	1170	-20
51-0000	Production Occupations	2520	3360	840
53-0000	Transportation and Material Moving Occupations	1820	2090	270

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

- The Norfolk MC experienced overall employment gain between May 2010 and May 2011.
- The occupations with the biggest gains were Food Preparation and Serving-Related Occupations and Production Occupations.



Norfolk MC

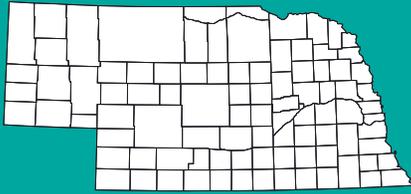
The 2010 Standard Occupational Classification (SOC) system is used by Federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. All workers are classified into one of 840 detailed occupations according to their occupational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

EMPLOYMENT BY OCCUPATION: FIRST QUARTER 2011

SOC Code	Standard Occupational Code Title	Estimated Employment May 2011	Hourly Median Wages	Annual Median Wages
41-2031	Retail Salespersons	890	\$9.15	\$19,022.00
53-3032	Truck Drivers, Heavy & Tractor-Trailer	760	\$14.87	\$30,919.00
29-1111	Registered Nurses	580	\$26.48	\$55,080.00
43-3031	Bookkeeping, Accounting, & Auditing Clerks	560	\$13.31	\$27,688.00
37-2011	Janitors & Cleaners, Except Maids & Housekeeping Cleaners	550	\$10.39	\$21,610.00
41-2011	Cashiers	530	\$8.82	\$18,359.00
31-1012	Nursing Aides, Orderlies, & Attendants	480	\$10.88	\$22,648.00
35-3021	Combined Food Preparation & Serving Workers, Including Fast Food	470	\$8.65	\$17,999.00
41-4012	Sales Representatives, Wholesale & Manufacturing, Except Technical & Scientific Products	430	\$23.58	\$49,040.00
53-7062	Laborers & Freight, Stock, & Material Movers, H&	430	\$13.46	\$27,995.00
35-3031	Waiters & Waitresses	400	\$8.46	\$17,590.00
25-9041	Teacher Assistants	390	NA	\$21,857.00
43-6014	Secretaries, Except Legal, Medical, & Executive	370	\$12.12	\$25,211.00
43-9061	Office Clerks, General	370	\$10.57	\$21,967.00
49-9071	Maintenance & Repair Workers, General	300	\$15.54	\$32,308.00
29-2061	Licensed Practical & Licensed Vocational Nurses	290	\$17.32	\$36,023.00
51-4041	Machinists	290	\$18.53	\$38,536.00
43-4111	Interviewers, Except Eligibility & Loan	250	\$13.03	\$27,104.00
51-9061	Inspectors, Testers, Sorters, Samplers, & Weighers	250	\$16.23	\$33,769.00
35-2014	Cooks, Restaurant	210	\$8.63	\$17,945.00

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

- The most popular occupation in the Norfolk MC was Retail Salespersons and around 890 people were employed in the occupation.
- The highest annual median wages in the Norfolk MC top 20 occupations was paid to Registered Nurses.

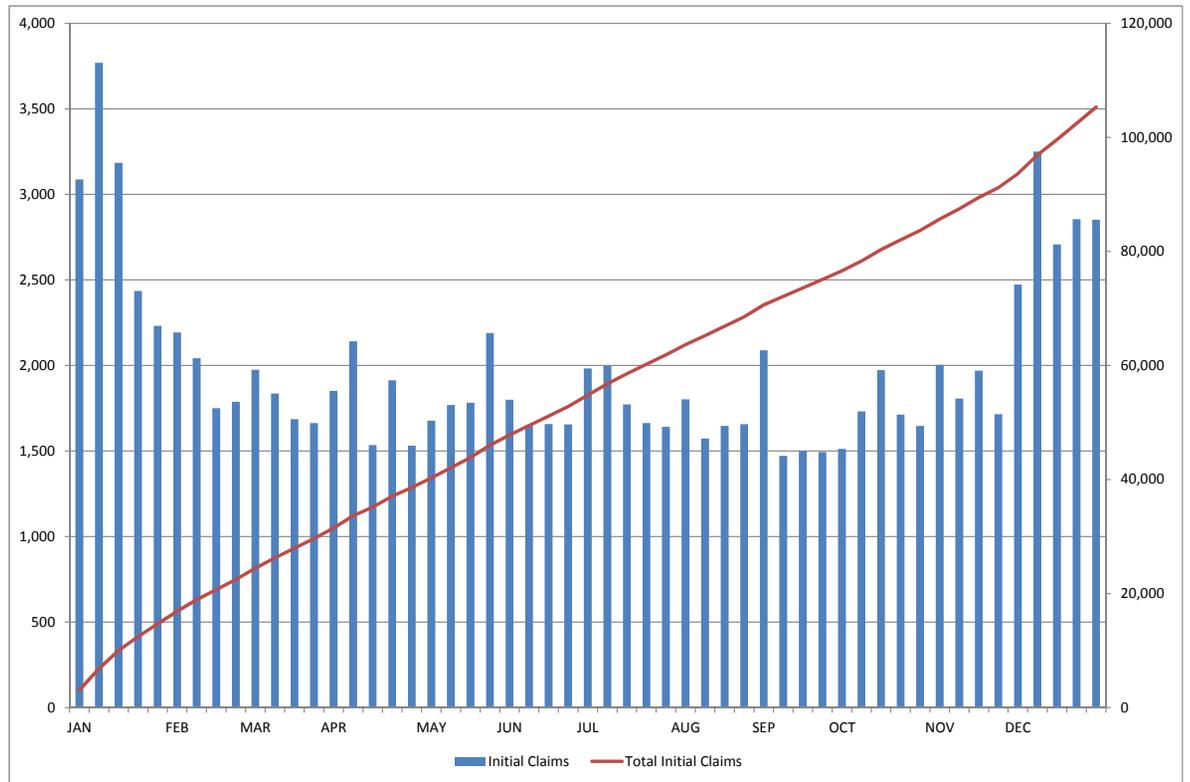


Nebraska Statewide

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

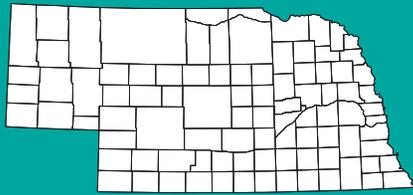


UNEMPLOYMENT INSURANCE: INITIAL CLAIMS 2011



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

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



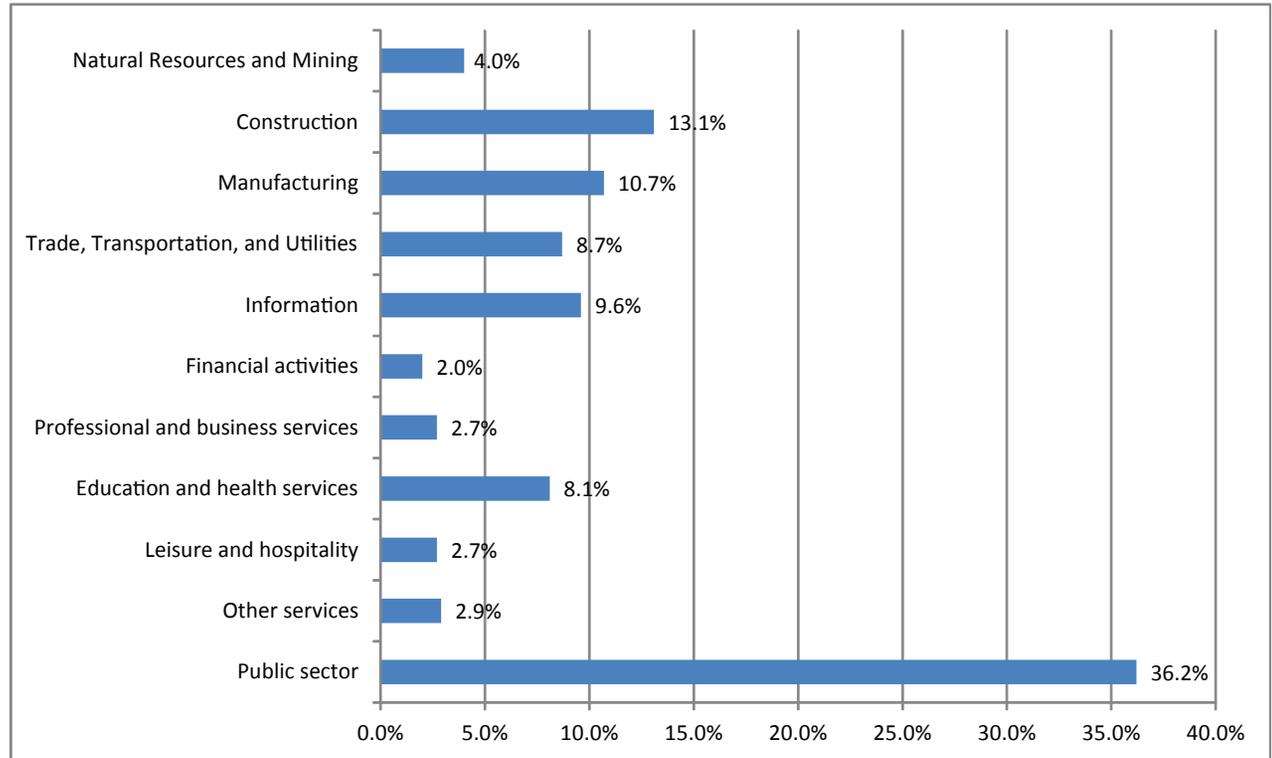
Nebraska Statewide

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

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

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

UNIONIZATION BY INDUSTRY 2010-2011



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

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

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



Northeast Economic Development Region

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



LONG TERM INDUSTRY EMPLOYMENT PROJECTIONS 2010-2020

Industry	2010 Annual Employment	2020 Projected Employment	Change in Employment 2010-2020	Percent Change (%)	Compound Annual Growth Rate (%)
Agriculture, Forestry, and Fishing	15,777	15,572	-205	-1.3%	-0.13%
Mining	89	89	0	0.0%	0.00%
Utilities (including private + local)	1,422	1,416	-6	-0.4%	-0.04%
Construction	4,552	5,417	865	19.0%	1.75%
Manufacturing	23,323	25,475	2,152	9.2%	0.89%
Wholesale Trade	6,472	6,731	259	4.0%	0.39%
Retail Trade	12,419	12,945	526	4.2%	0.42%
Transportation and Warehousing	3,983	4,370	387	9.7%	0.93%
Information	1,154	1,115	-39	-3.4%	-0.34%
Finance and Insurance	4,179	4,555	376	9.0%	0.87%
Real Estate and Rental and Leasing	719	782	63	8.8%	0.84%
Professional, Scientific, and Technical Services	2,084	2,387	303	14.5%	1.37%
Management of Companies and Enterprises	237	250	13	5.5%	0.54%
Administrative & Waste Management Services	3,429	3,845	416	12.1%	1.15%
Educational Services (including state and local gov)	11,960	13,072	1,112	9.3%	0.89%
Health Care and Social Assistance	14,063	16,042	1,979	14.1%	1.33%
Arts, Entertainment, and Recreation	967	1,072	105	10.9%	1.04%
Accommodation and Food Services	6,532	6,929	397	6.1%	0.59%
Other Services (except Government)	4,350	4,759	409	9.4%	0.90%
Government	9,478	9,248	-230	-2.4%	-0.25%
Total	127,189	136,071	8,882	7.0%	0.68%

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

- Manufacturing is expected to see the most growth between 2010 and 2020, adding 1,509 jobs to the Northeast Economic Region.
- Information is expected to take the biggest percentage hit, losing 9.8% of the jobs between 2010 and 2020.



Northeast Economic Development Region

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

LONG TERM OCCUPATIONAL EMPLOYMENT PROJECTIONS 2010-2020

	2010 Est. Employment	2020 Proj. Employment	Growth Openings	Replacement Openings	Total Openings	Numeric Change	Percent Change (%)
Management Occupations	7,234	7,256	160	1,480	1,640	22	0.3%
Business and Financial Operations Occupations	3,243	3,644	401	698	1,099	401	12.4%
Computer and Mathematical Occupations	874	984	111	177	288	110	12.6%
Architecture and Engineering Occupations	882	919	57	191	248	37	4.2%
Life, Physical, and Social Science Occupations	487	511	25	145	170	24	4.9%
Community and Social Service Occupations	1,634	1,853	219	361	580	219	13.4%
Legal Occupations	267	274	9	47	56	7	2.6%
Education, Training, and Library Occupations	8,554	9,330	776	1,891	2,667	776	9.1%
Arts, Design, Entertainment, Sports, and Media Occupations	1,478	1,549	112	405	517	71	4.8%
Healthcare Practitioners and Technical Occupations	6,413	7,247	834	1,347	2,181	834	13.0%
Healthcare Support Occupations	3,740	4,165	425	519	944	425	11.4%
Protective Service Occupations	1,357	1,385	35	489	524	28	2.1%
Food Preparation and Serving Related Occupations	8,934	9,614	706	3,029	3,735	680	7.6%
Building and Grounds Cleaning and Maintenance Occupations	4,313	4,611	298	771	1,069	298	6.9%
Personal Care and Service Occupations	2,896	3,254	374	640	1,014	358	12.4%
Sales and Related Occupations	12,516	13,091	600	3,996	4,596	575	4.6%
Office and Administrative Support Occupations	17,850	18,482	974	3,769	4,743	632	3.5%
Farming, Fishing, and Forestry Occupations	10,438	10,278	11	3,149	3,160	-160	-1.5%
Construction and Extraction Occupations	5,778	6,388	610	1,339	1,949	610	10.6%
Installation, Maintenance, and Repair Occupations	6,001	6,423	433	1,352	1,785	422	7.0%
Production Occupations	18,856	20,702	1,910	4,396	6,306	1,846	9.8%
Transportation and Material Moving Occupations	11,190	11,900	732	2,749	3,481	710	6.3%
Total, All Occupations	134,935	143,860	9,812	32,940	42,752	8,925	6.6%

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

- Production occupations are expected to be the biggest gainers, gaining 1,173 jobs between 2010 and 2020.
- Transportation and Material Moving Occupations are expected to be the number two mover, of course to go along with ramped up Production.

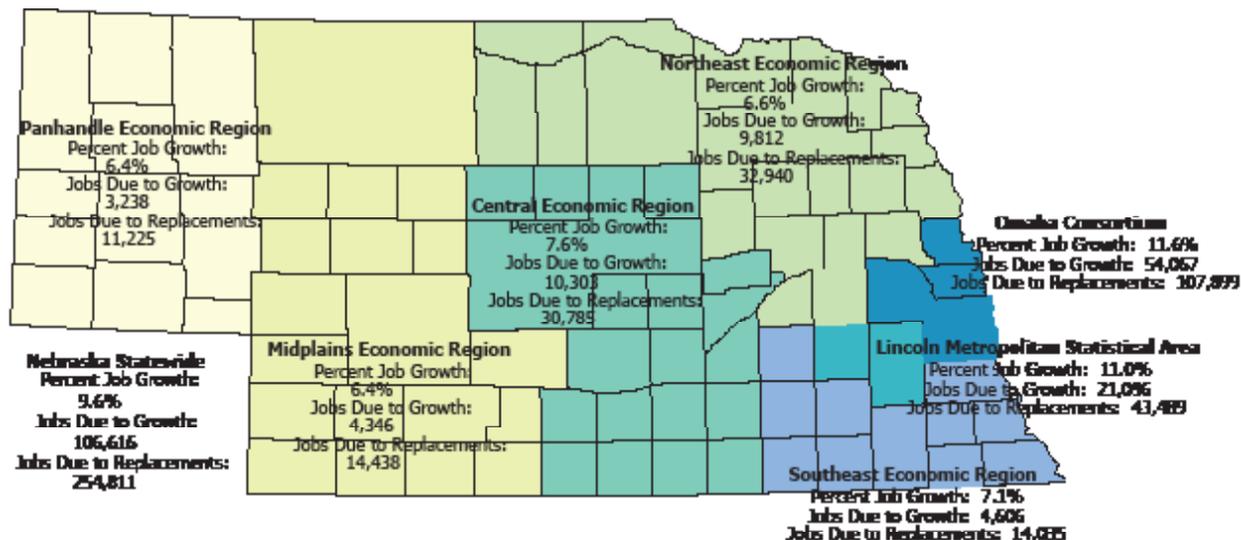


Nebraska Statewide

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

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

PROJECTED EMPLOYMENT CHANGE BY REGION 2010-2020



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

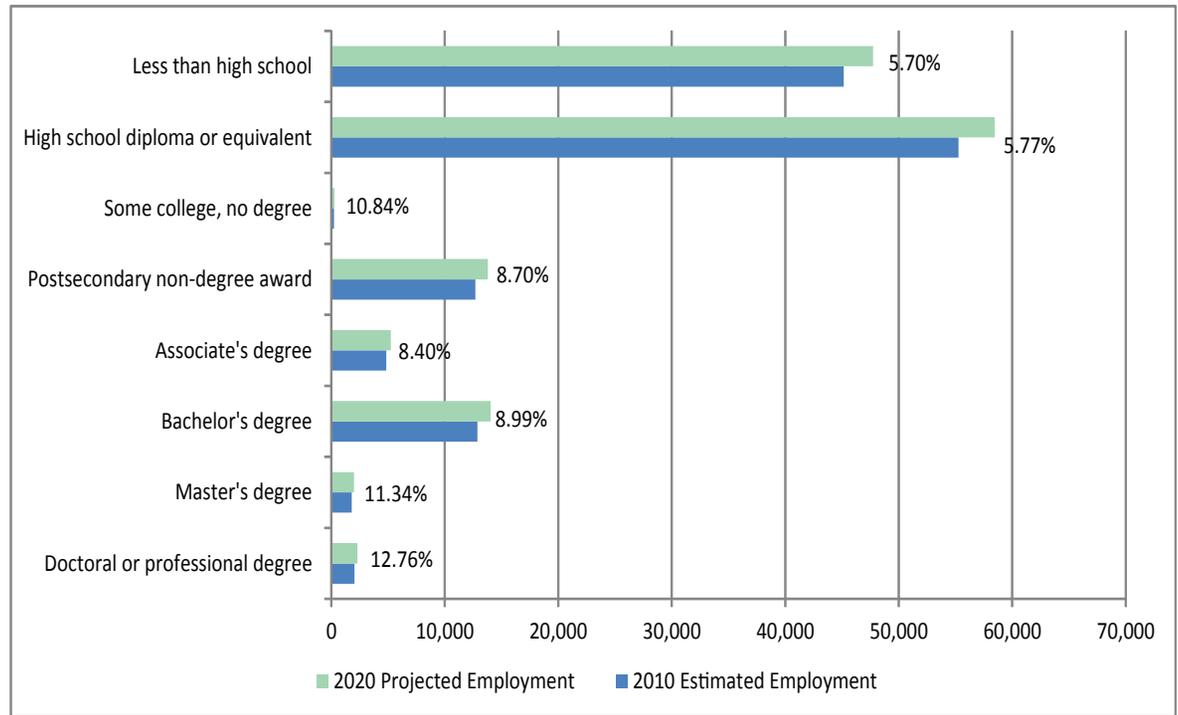
- Employment in the Lincoln and Omaha MSAs is expected to grow at a much higher rate than the rest of the state.
- Employment in the Northeast Economic Region is expected to grow at an average rate for the rest of the state.



Northeast Economic Development Region

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

PROJECTED EMPLOYMENT CHANGE BY EDUCATION LEVEL 2010-2020



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



- Postsecondary non-degree award occupations are expected to grow at the fastest rate in the Northeast Economic Region at 10.97%.
- Master's degree occupations are expected to grow at the second fastest rate, 10.45%.



Northeast Economic Development Region

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



H³ OCCUPATIONS

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 Dept. Of Labor, Office of Labor Market Information, Released 2011

- As with most of the Nebraska Economic Development Regions, Registered Nurses are expected to be high wage, high skill, and high demand occupations in the Northeast Economic Development Region.
- Also a trend in H3 jobs are the number two “hot job”, Truck Drivers, Heavy and Tractor-Tailer occupations.



Northeast Economic Development Region

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

OCCUPATIONS BY INDUSTRY 2010-2020

Industry	Largest Occupation	2010 Estimated Employment	2020 Projected Employment	Numeric Change	Percent Change (%)
Natural Resources and Mining	Greenhouse	***	***	***	-1.5%
Construction	Carpenters	565	735	170	30.1%
Manufacturing	Meat, Poultry, and Fish Cutters and Trimmers	***	***	***	15.8%
Trade, Transportation, and Utilities	Cashiers	3,210	3,343	133	4.1%
Information	Advertising Sales Agents	111	103	-8	-7.2%
Financial Activities	Tellers	915	928	13	1.4%
Professional and Business Services	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	***	***	***	7.8%
Education and Health Services	Registered Nurses	1,891	2,131	240	12.7%
Leisure and Hospitality	Combined Food Preparation and Serving Workers, Including Fast Food	1,537	1,711	174	11.3%
Other Services (Except Government)	Bartenders	304	336	32	10.5%
Government	Highway Maintenance Workers	***	***	***	0.7%

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

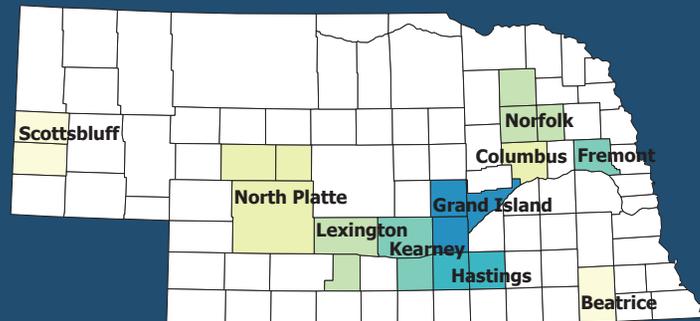
- Registered nurses are expected to add 240 positions to the Education and Health Services industry; a 12.7% increase in employment.
- Carpenters are expected to grow by 30.1% in the Construction industry.

AREA DEFINITIONS

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

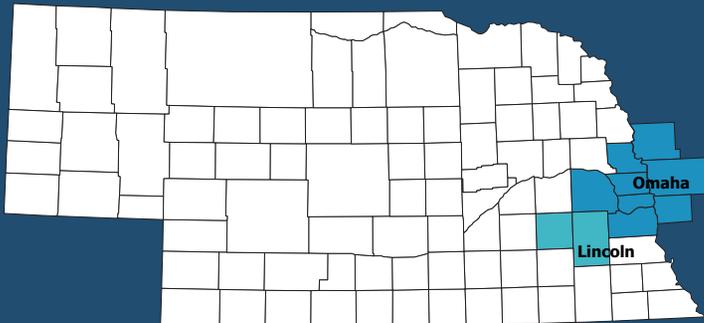
As much as possible, the most local data available is provided for each data element. In some cases data for a larger area must be presented to ensure confidentiality of individuals and businesses. Definitions for geographic areas used in this publication are shown below.

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



Micropolitan Statistical Areas

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

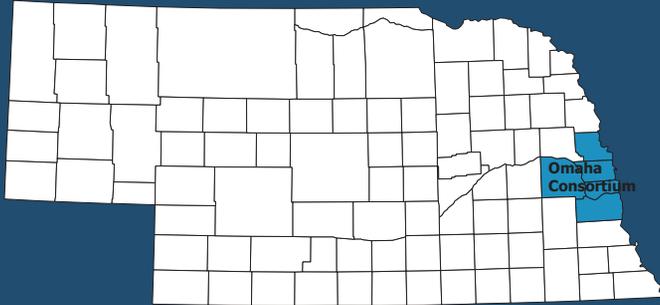


Metropolitan Statistical Areas

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

AREA DEFINITIONS

APPENDIX A



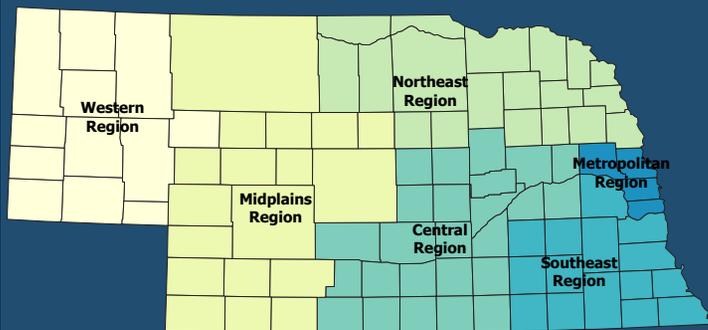
Omaha Consortium

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



Economic Regions

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



Community College Regions

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

CONTACT INFORMATION

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.

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

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

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

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

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

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

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

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

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

UI Connect: To file and pay unemployment insurance taxes, employers can visit networks.nebraska.gov; click on UI Connect.

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

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