



# 2013 Omaha Regional Review

# LABOR MARKET REGIONAL REVIEW

2013 Omaha Regional Review  
is a publication of  
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## OUR WEBSITE

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



The **Left Links** on our website 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 to 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 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.

[Historical Data Analysis](#) provides trends in industry, occupation, and labor force over time. Access commuting patterns, population, income, and economic indicators. This is the best source for time series data.

# 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](https://www.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.

[Quarterly Workforce Indicators](#) displays crosstabs of employment data based on your search criteria.

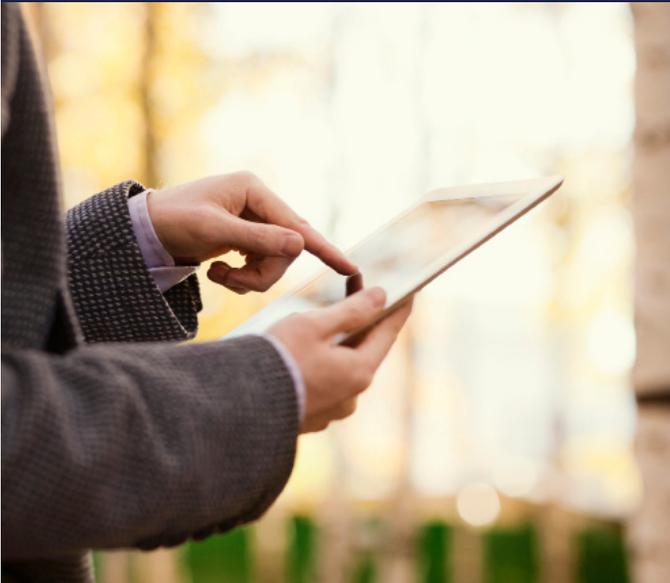
[American FactFinder](#) provides tables from Census data and American Community Survey (ACS) 1, 3, and 5 year estimates.

## 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.

[bls.gov](https://www.bls.gov)

In general, *italicized* text is used to indicate that a description of a data set has been taken from the above sources.



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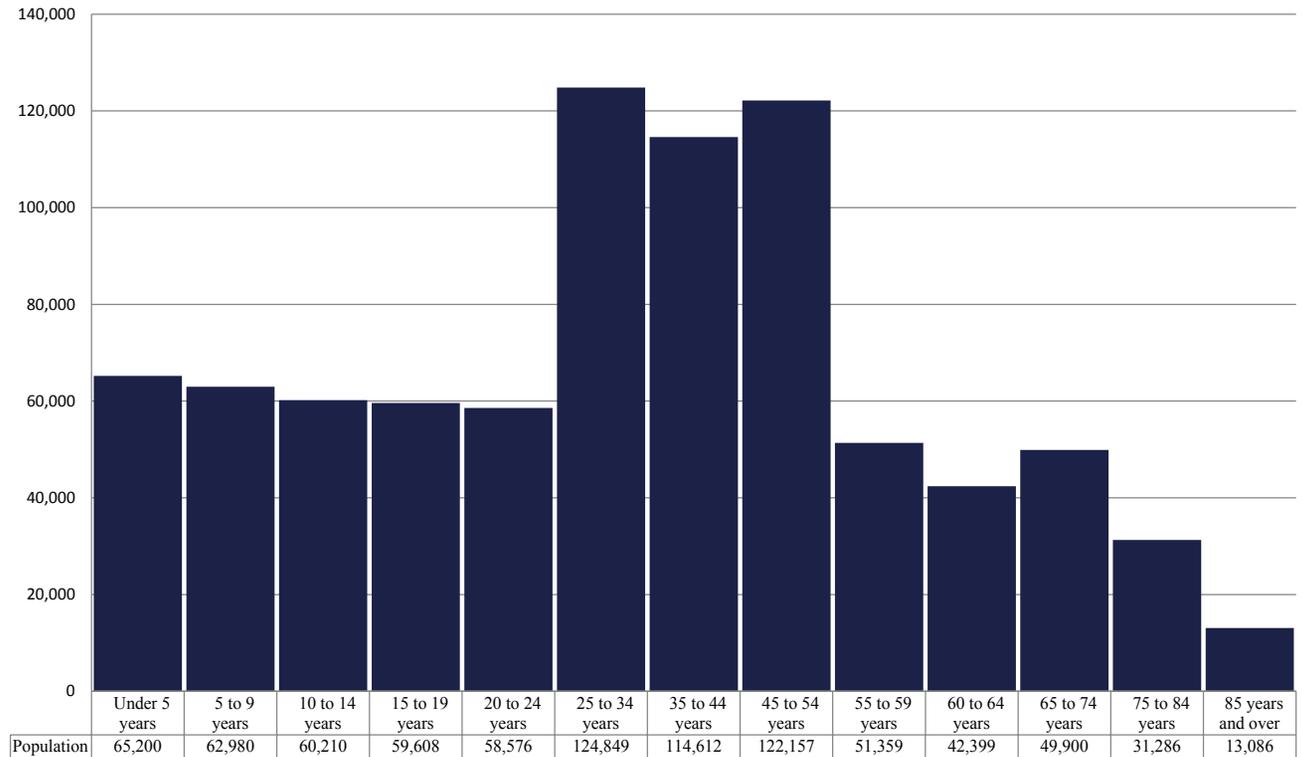
The Omaha, Nebraska Metropolitan Statistical Area (MSA) comprises Cass, Douglas, Sarpy, Saunders and Washington counties on the eastern edge of the state and the adjacent Harrison, Mills and Pottawattamie Counties in Iowa . The Omaha Consortium refers to just the Omaha MSA counties in Nebraska. In general, when possible, this report refers to data on the Omaha MSA, but some data is more readily producible at the consortium level. About 856,200 people live on 2,275 square miles of land in this MSA. About 63,000 of those people are under 5 years old, and about 44,300 are older than 65. The Omaha MSA's median household income is estimated at just over \$57,000 per year. Important non-agriculture industry clusters in Omaha include Professional and Business Services and Financial Services. The pages that follow contain data that tell the story of the Omaha MSA labor market.



OMAHA

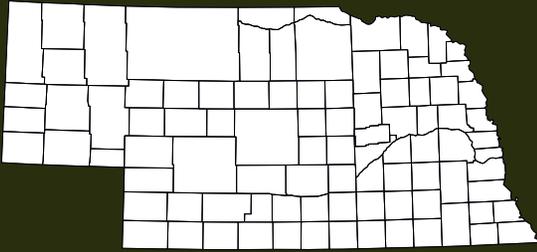
The age composition of a population impacts the local labor markets. Those at either extreme are typically not participants; children do not work or do so only part time under tight regulations and many older workers retire if they are able. People in the cohorts between 25 and 65 years of age have the highest rates of labor force participation. For the statistical geographies covered in these Regional Reviews, these high-participation cohorts still form at least a plurality of the population, but demographic shifts toward higher concentrations of the population in the older age cohorts are evident in each community. These shifts have a number of effects. Older people are now remaining in the labor force at higher levels than they have in the past. The increasing share of our state’s population made up of people aged 65 or older has driven growth in the Healthcare industry. The impact of an aging population will manifest repeatedly in the data presented throughout this review.

POPULATION BY AGE GROUP



Source: U.S. Census Bureau, DP05: ACS Demographic and Housing Estimates, 2011 ACS 5-Year Estimates

*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.*

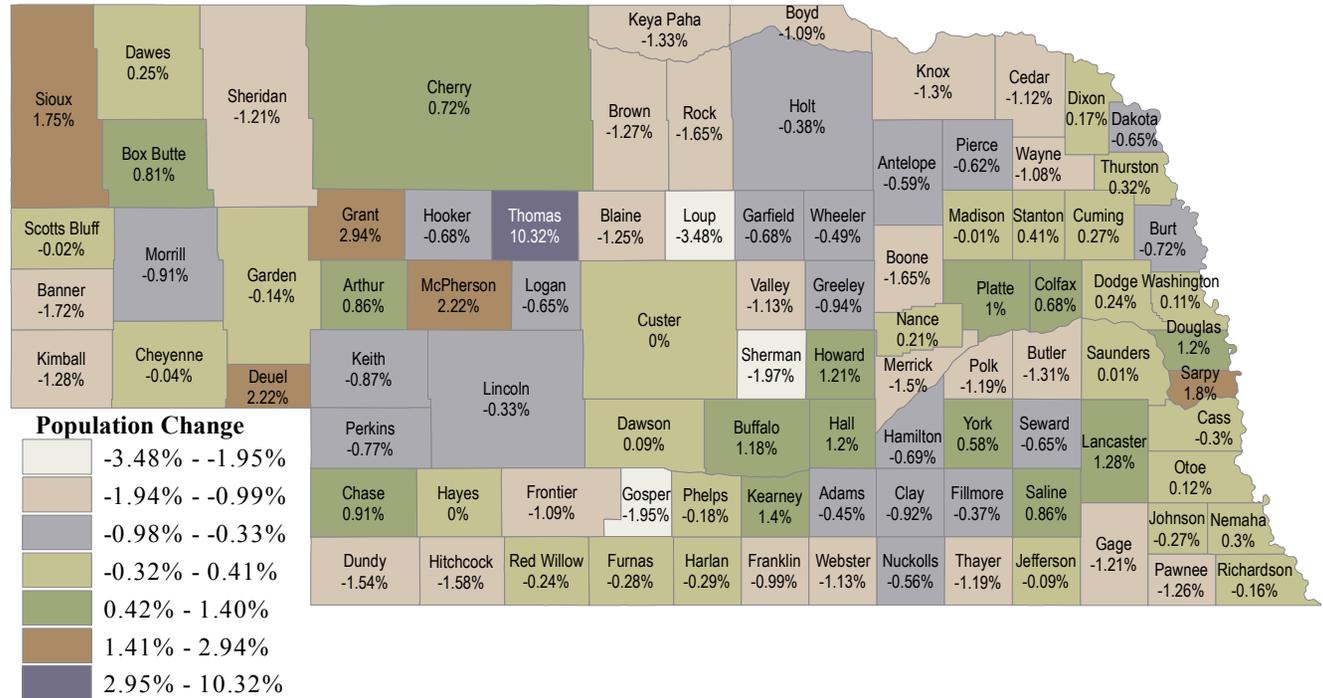


NEBRASKA STATEWIDE

The Labor Force is by definition a subset of the total population, so fluctuations in one group affect the other. The relatively small marginal rates of change in total population prevalent throughout the state help make Nebraska's stable unemployment levels possible. The adjacent map depicts the population change in each county between July 1 of 2010 and July 1 of 2011 as a percentage of that county's total population.



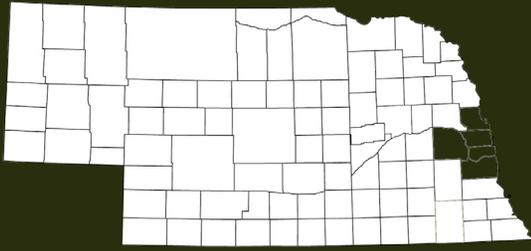
# POPULATION CHANGE BY COUNTY 2010-2011



Source: U.S. Census Bureau, PEPANRES: Annual Estimates of the Resident Population, 2011 Population Estimates

*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.*

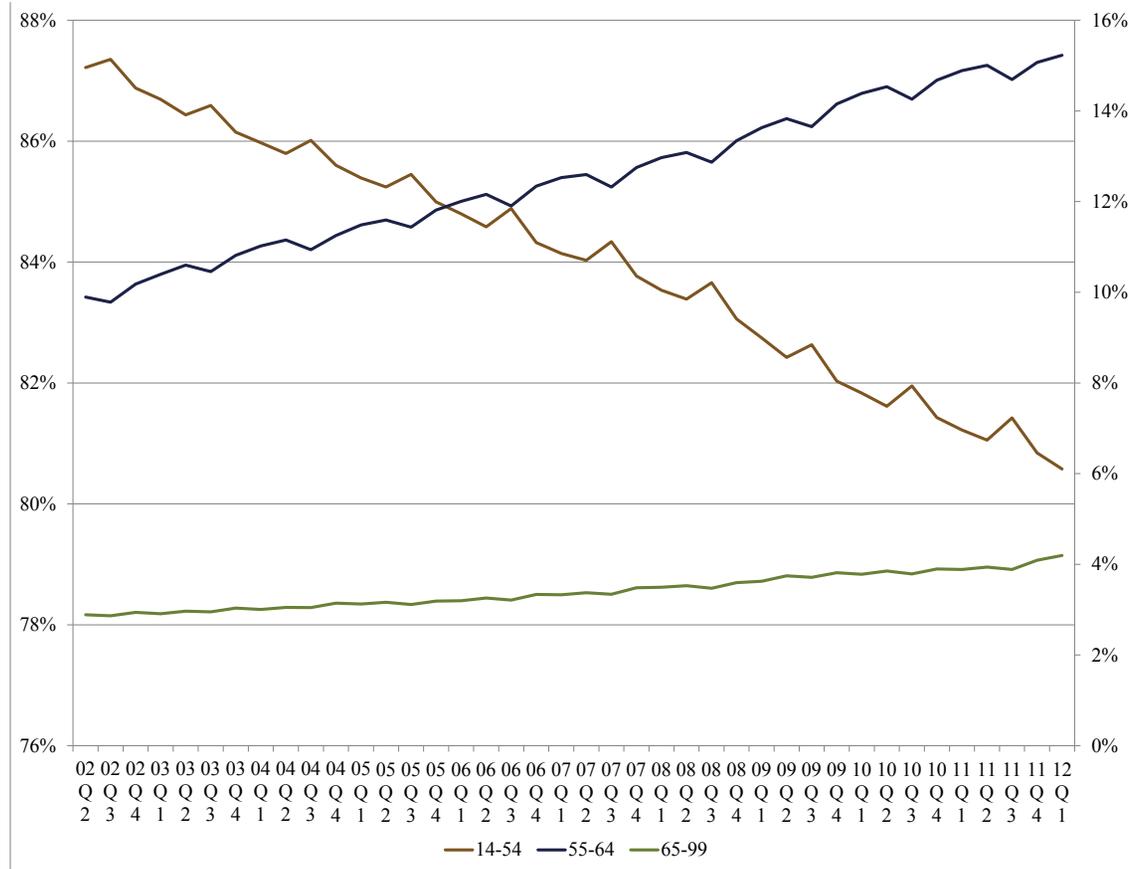
*These estimates are used in federal funding allocations, as survey controls, as denominators for vital rates and per capita time series, and as indicators of recent demographic changes.*



OMAHA

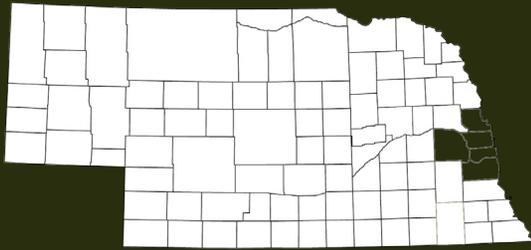
The portion of Nebraska’s workforce composed of older people is growing. This is caused both by the aging of the baby boom generation and by a new trend of people remaining in the workforce later into their lives. The growing propensity to remain in the workforce is driven by increased life expectancy and a generally low savings rate throughout the lifetime of the baby boom generation. Both of these factors have generally created pressure to postpone retirement. The chart on the right shows the percentage of the workforce aged 14-54 plotted on the left axis and the percentages of the workforce aged 55-64 and 64-99 on the right axis for a ten year period between 2002 and 2012. In each area reviewed, the first share is shrinking and the latter two are growing.

# WORKERS BY AGE GROUP



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

*The Quarterly Workforce Indicators (QWI) provide detailed local estimates of a variety of employment and earnings indicators. Employment, earnings, gross job creation and destruction, and worker turnover are available at different levels of geography, typically down to the county or metro area. At each level of geography, they are available by detailed industry (SIC and NAICS), sex, and age of workers.*



OMAHA

While the trend of increased workforce participation among Nebraska’s older workers has manifested across all of the geographies studied in this year’s Regional Reviews, it has not been present in all industries. In general, older workers constitute a smaller percentage of the workforce in industries which feature physically demanding occupations, as well as Accommodation/Food Service and Information. Older workers tend to be concentrated more heavily in the Public Administration and Real Estate/Rental and Leasing industries. These trends in concentration vary significantly within the geographies studied in these Regional Reviews.



## INDUSTRY EMPLOYMENT BY AGE GROUP

INDUSTRY CLUSTER	AGE 65-99	AGE 14-99	% AGE 65-99
Agriculture, Forestry, Fishing and Hunting	76	763	9.96%
Mining, Quarrying, and Oil and Gas Extraction	13	300	4.33%
Utilities	55	3,708	1.48%
Construction	569	18,300	3.11%
Manufacturing	871	27,249	3.20%
Wholesale Trade	785	16,735	4.69%
Retail Trade	2,240	45,345	4.94%
Transportation and Warehousing	796	19,857	4.01%
Information	256	11,360	2.25%
Finance and Insurance	812	30,769	2.64%
Real Estate and Rental and Leasing	386	5,356	7.21%
Professional, Scientific, and Technical Services	917	27,297	3.36%
Management of Companies and Enterprises	305	11,083	2.75%
Administrative and Support and Waste Management and Remediation Services	1,010	25,692	3.93%
Educational Services	2,145	33,909	6.33%
Health Care and Social Assistance	2,071	55,389	3.74%
Arts, Entertainment, and Recreation	371	6,347	5.85%
Accommodation and Food Services	975	31,051	3.14%
Other Services (except Public Administration)	595	10,791	5.51%
Public Administration	484	9,558	5.06%
<b>Total, All NAICS Sectors</b>	<b>15,739</b>	<b>390,864</b>	<b>4.03%</b>

Source: U.S. Census Bureau, QWI Online, 2012 First Quarter Estimates

*The QWI use a bewildering array of data sources—administrative records, demographic surveys and censuses and economic surveys and censuses. The Census Bureau receives UI wage records and QCEW establishment records from each state participating in the LED program. The Bureau then uses these products to integrate information about the individuals (place of residence, sex, birth date, place of birth, race, education) with information about the employer (place of work, industry, employment, sales).*



OMAHA

The racial and ethnic composition of Nebraska’s population is changing gradually. While in many places non-Hispanic whites account for more than 90% of the total population, the share of Nebraska’s population identifying themselves in this category is shrinking. Within the majority of the areas studied in the 2013 Regional Reviews, Hispanic whites are the largest and fastest growing minority.

In interpreting this data, it is important to remember that the Census Bureau uses the Office of Management and Budget definitions for race and ethnicity. These definitions require the inclusion of at least 2 ethnicities: Hispanic and non-Hispanic. Race is counted separately, using a different question, which employs the five categories and the ‘other’ classification seen in the adjacent chart. Respondents may self-identify as having multiple races.

## POPULATION BY RACE AND ETHNICITY

Race / Ethnicity	Omaha Metro		Nebraska	
	Total	%	Total	%
Total Population	856,222	100.00%	1,813,061	100.00%
Hispanic or Latino	74,016	8.64%	159,550	8.80%
Not Hispanic or Latino	782,206	91.36%	1,653,511	91.20%
White Alone	677,728	79.15%	1,498,016	82.62%
Black or African American Alone	64,574	7.54%	78,562	4.33%
American Indian or Alaskan Native Alone	2,860	0.33%	12,723	0.70%
Asian Alone	16,035	1.87%	30,409	1.68%
Native Hawaiian or Other Pacific Islander Alone	714	0.08%	1,151	0.06%
Some Other Race Alone	1,003	0.12%	1,276	0.07%
Two or More Races	19,292	2.25%	31,374	1.73%
<b>Total Minority</b>	<b>178,494</b>	<b>20.85%</b>	<b>315,045</b>	<b>17.38%</b>

Source: U.S. Census Bureau, DP05: ACS Demographic and Housing Estimates, 2011 ACS 5-Year Estimates

*The racial categories included in the census questionnaire generally reflect a social definition of race recognized in this country and not an attempt to define race biologically, anthropologically, or genetically. In addition, it is recognized that the categories of the race item include racial and national origin or sociocultural groups. People may choose to report more than one race to indicate their racial mixture, such as “American Indian” and “White.” People who identify their origin as Hispanic, Latino, or Spanish may be of any race.*



OMAHA

For most people residing in the United States, English is the only language spoken in the home. However, many languages other than English are spoken in homes across the country. Data on speakers of languages other than English and on their English-speaking ability provide more than an interesting portrait of our nation. Routinely, these data are used in a wide variety of legislative, policy, legal, and research applications.

Spoken language proficiency is a critical requirement for many types of jobs, especially those which involve interacting directly with customers. The spoken language proficiency of a population is an important demographic component of the associated geography's labor force.

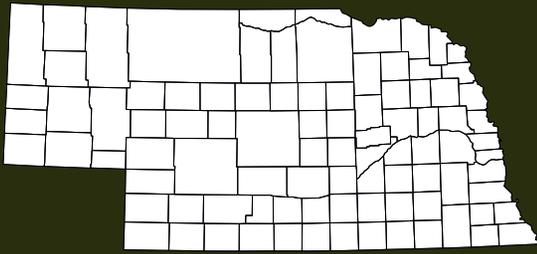
Note that the data in the adjacent chart refer to speaking a language other than English at home. People who speak English at home may also be able to speak other languages, but this is not captured in the data presented here.

## LANGUAGE SPOKEN AT HOME

	Count	Percentage
<b>Total Population 5 and Older</b>	<b>676,610</b>	<b>100.00%</b>
Speak only English	603,239	89.16%
Speak Spanish:	46,676	6.90%
Speak English "very well"	23,014	3.40%
Speak English "well"	8,813	1.30%
Speak English "not well"	10,839	1.60%
Speak English "not at all"	4,010	0.59%
Speak other Indo-European languages:	12,581	1.86%
Speak English "very well"	9,693	1.43%
Speak English "well"	2,135	0.32%
Speak English "not well"	733	0.11%
Speak English "not at all"	20	0.00%
Speak Asian and Pacific Island languages:	9,502	1.40%
Speak English "very well"	5,090	0.75%
Speak English "well"	2,466	0.36%
Speak English "not well"	1,651	0.24%
Speak English "not at all"	295	0.04%
Speak other languages:	4,612	0.68%
Speak English "very well"	2,813	0.42%
Speak English "well"	998	0.15%
Speak English "not well"	722	0.11%
Speak English "not at all"	79	0.01%
<b>Total English Speakers</b>	<b>672,206</b>	<b>99.35%</b>
<b>Total Not Speaking any English</b>	<b>4,404</b>	<b>0.65%</b>

Source: U.S. Census Bureau, B16004: Age by Language Spoken at Home by Ability to Speak English for the Population

*Language use, English-speaking ability, and linguistic isolation data are currently collected in the American Community Survey. In the past, various questions on language were asked in the censuses from 1890 to 1970. The current language use questions, in use since 1980, gather how many people speak a language other than English at home, what languages are spoken, and how well English is spoken.*



NEBRASKA STATEWIDE

The National Vital Statistics System data is employed by the census bureau in their preparation of the Population Estimates. The adjacent table contains the most recent estimates of the components of population change in Nebraska at the time of this review's publication. See the American FactFinder Tool on the Census website for more geographically specific data, which will be released in mid-2013.



# POPULATION CHANGE: NATURAL INCREASE AND MIGRATION

July 1, 2011 to July 1, 2012

Vital Events			Net Migration		
Births	Deaths	Natural Increase	Domestic	International	Total
26,215	15,022	11,193	-967	3,149	2,182

**Total Population Change 13,291**

Source: U.S. Census Bureau, PEPTCOMP: Estimates of the Components of Resident Population Change: July 1, 2011 to July 1, 2012

*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.*



OMAHA

Because the data in the adjacent chart represent 5 years of accumulated American Community Survey data, they serve as a good indicator of general immigration for the geography specified, rather than a snapshot of activity within one 12 month period.



## RESIDENCE ONE YEAR AGO

RESIDENCE 1 YEAR AGO	Count	%
<b>Population 1 year and over</b>	<b>842,864</b>	<b>100.00%</b>
Same house	699,274	82.96%
Different house in the U.S.	139,885	16.60%
Same county	89,225	10.59%
Different county	50,660	6.01%
Same state	22,683	2.69%
Different state	27,977	3.32%
Abroad	3,705	0.44%

Source: U.S. Census Bureau, DP02: Selected Social Characteristics in the United States, ACS 5-Year Estimates

*Residence 1 year ago is used in conjunction with location of current residence to determine the extent of residential mobility of the population and the resulting redistribution of the population across the various states, metropolitan areas, and regions of the country.*

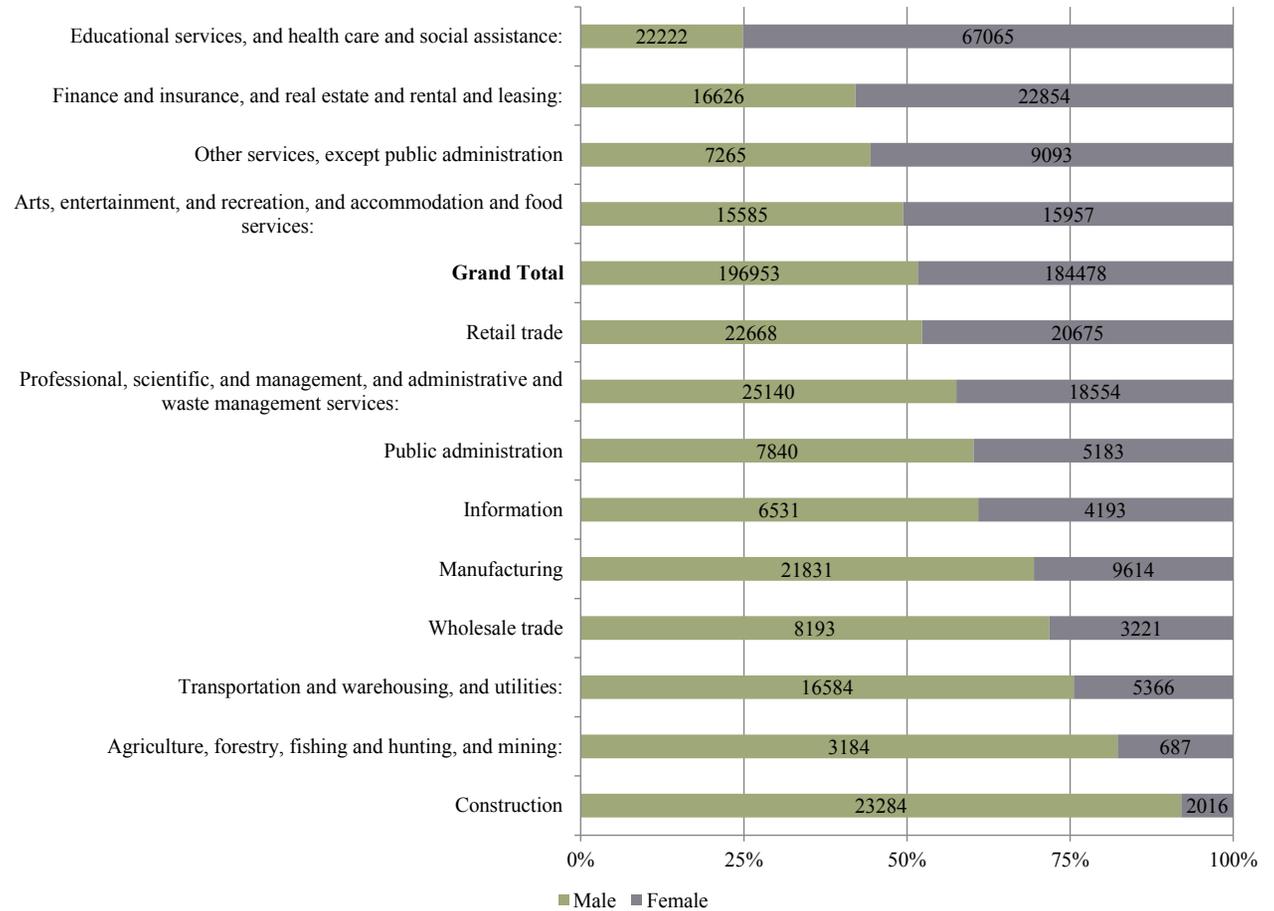


OMAHA

While the ratio of males to females within the population of all the geographies studied in these reviews never varies far from 1:1, that ratio does not hold in industrial employment by gender. Different industry classifications have markedly disparate gender compositions. In general, the Education and Health services industry has the most female-skewed workforce and Construction the most male-skewed.



# SEX DISTRIBUTION BY INDUSTRY



Source: U.S. Census Bureau, C24030: Sex by Industry for the Civilian Employed Population 16 Years and Over

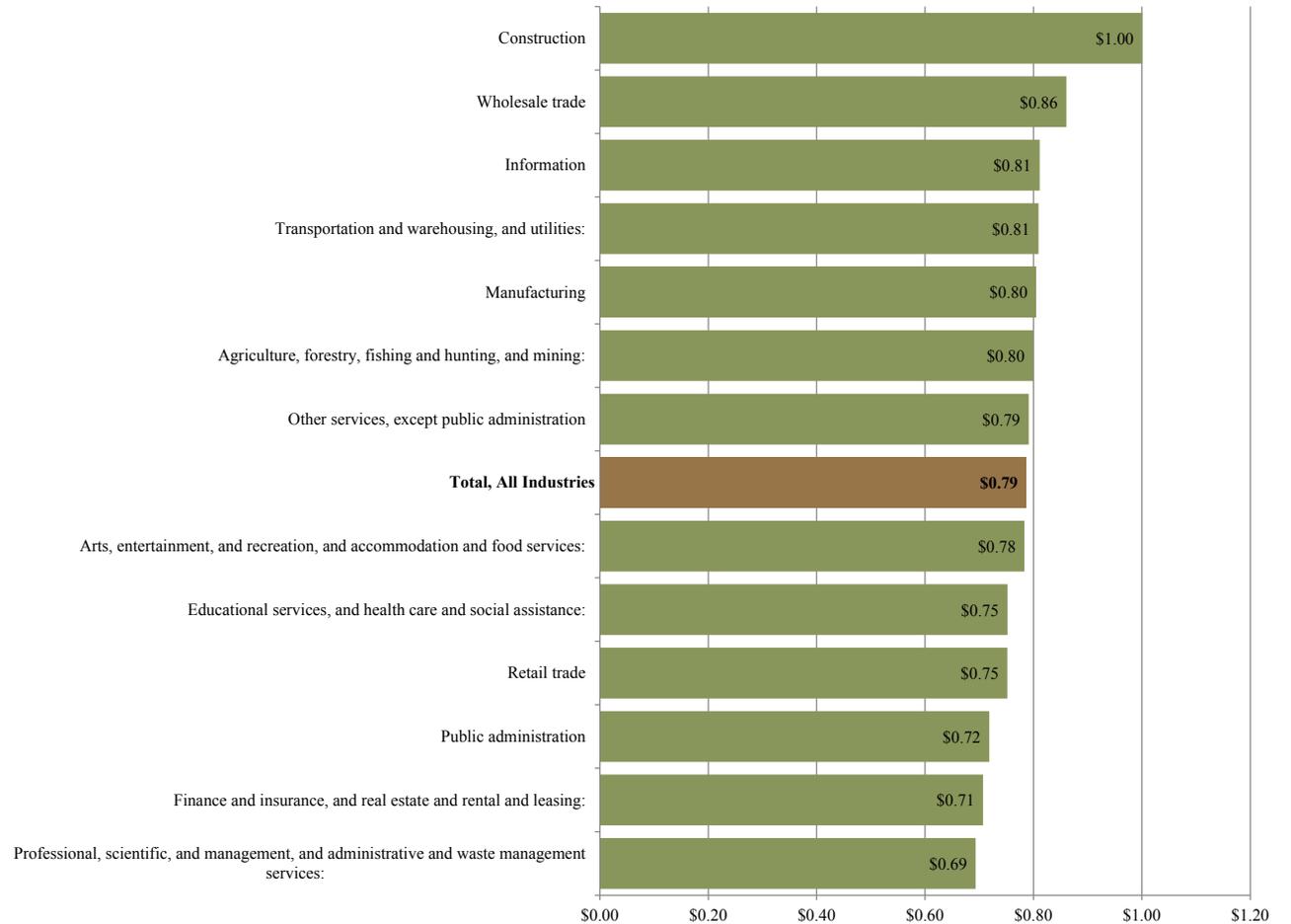
*Information about industry, occupation, and class of worker is important for creating jobs as companies use these data to decide where to locate new plants, stores, or offices. Federal agencies use these data in litigation where employment discrimination is alleged.*



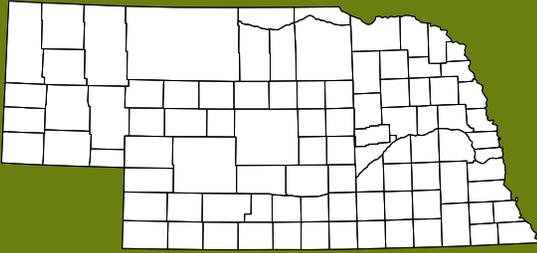
OMAHA

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.

# FEMALE CENTS PER MALE DOLLAR



Source: U.S. Census Bureau, B24042: Sex by Industry and Median Earnings in the Past 12 Months (In 2011 Inflation-Adjusted Dollars) for the Full-Time, Year-Round Civilian Employed Population 16 Years and Over, 2011 5-Year ACS



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.

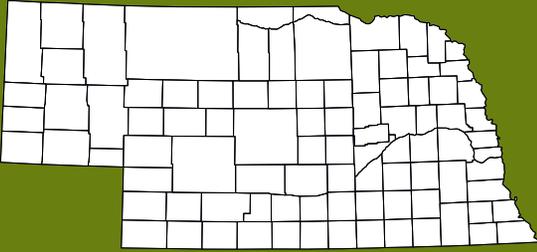


# PUBLIC HIGH SCHOOL GRADUATES 2011-2012

Race/Ethnicity	2011 Cohort Four-Year Graduation Rate	2012 Cohort Four-Year Graduation Rate
White (non-Hispanic)	89.9%	91.3%
Asian	80.0%	83.5%
Hispanic	74.0%	78.0%
American Indian/Alaska Native	59.9%	67.0%
Black or African American (non-Hispanic)	66.8%	73.6%
Native Hawaiian or Pacific Islander	90.0%	82.4%
Two or more races	88.6%	84.6%

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

*Nebraska’s Coordinating Commission for Postsecondary Education (CCPE) serves as an independent voice within Nebraska’s higher education system. The 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. Similar agencies are found in nearly every state.*



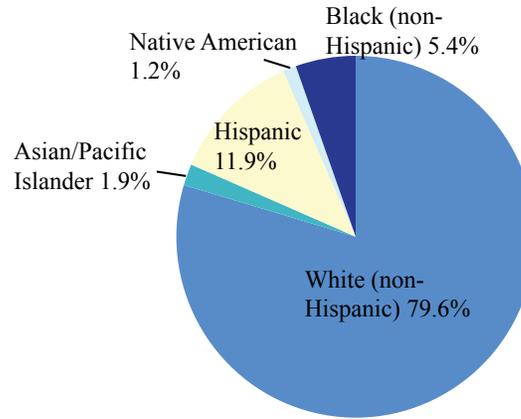
NEBRASKA STATEWIDE

One strategic approach to increasing the number of students who enter postsecondary education in Nebraska is to increase the proportion of students who graduate from the state's high schools. In other words, increase Nebraska's high school graduation rate and, in the process, increase the pool of high school students who could potentially attend college.

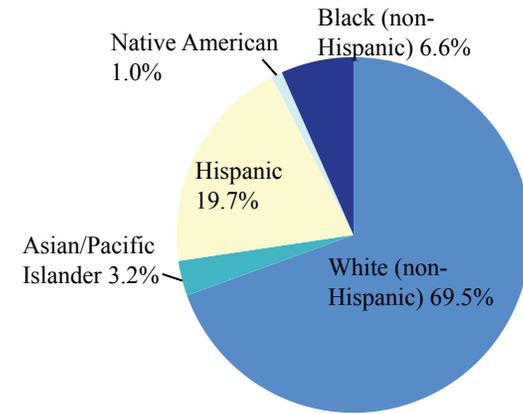


PUBLIC HIGH SCHOOL GRADUATES PROJECTIONS

Actual Percentages of Graduates: 2010-2011



Projected Percentages of Graduates: 2020-2021



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

*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 2010–2011. 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.*



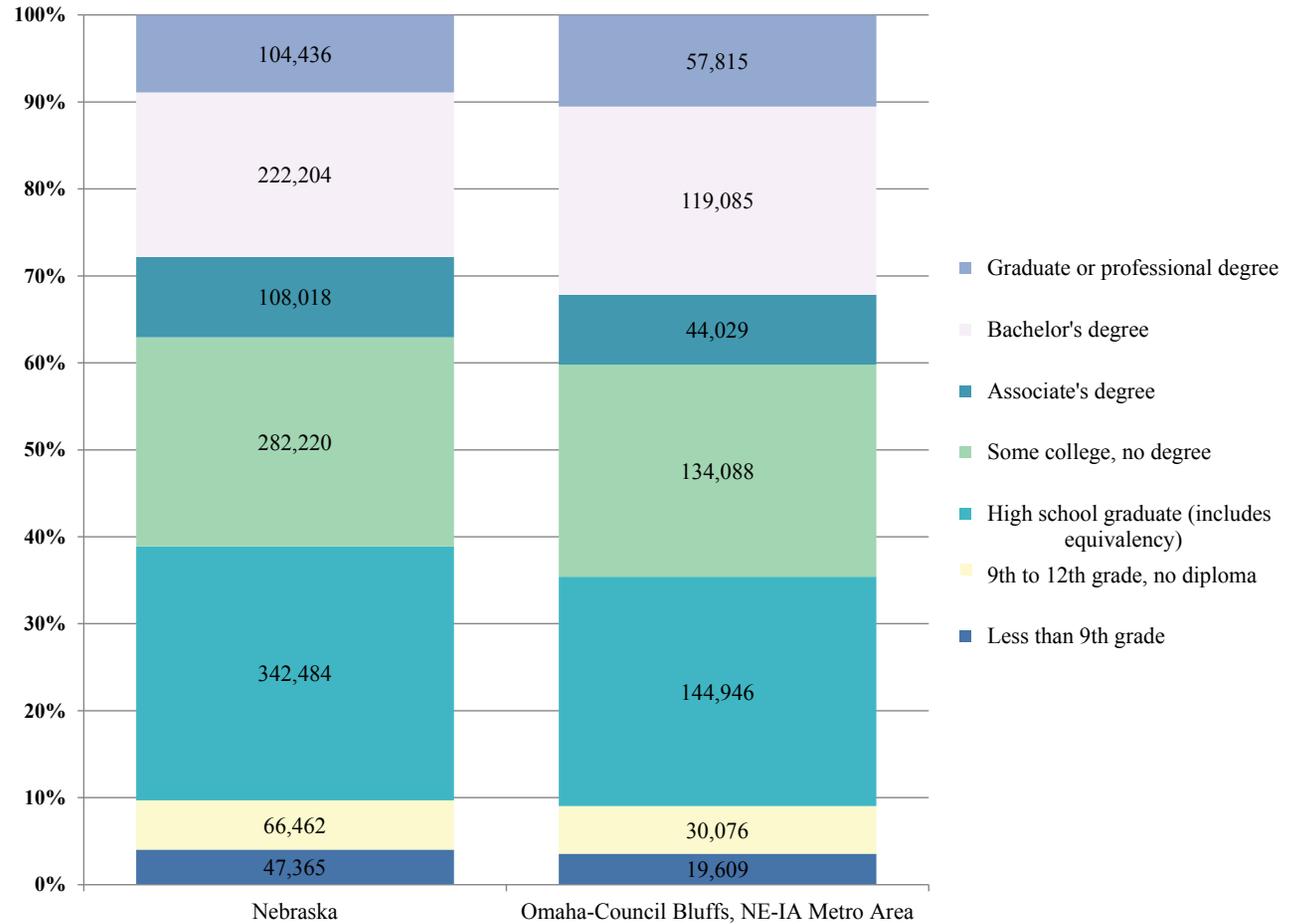
OMAHA

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.

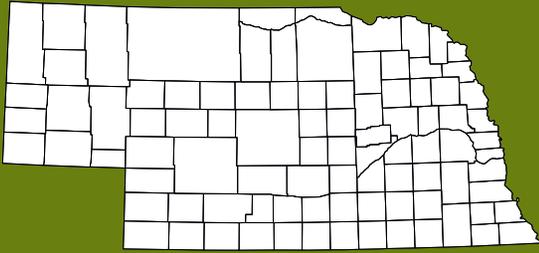
Data on educational attainment are derived from a single question that asks, “What is the highest grade of school...completed, or the highest degree...received?”

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



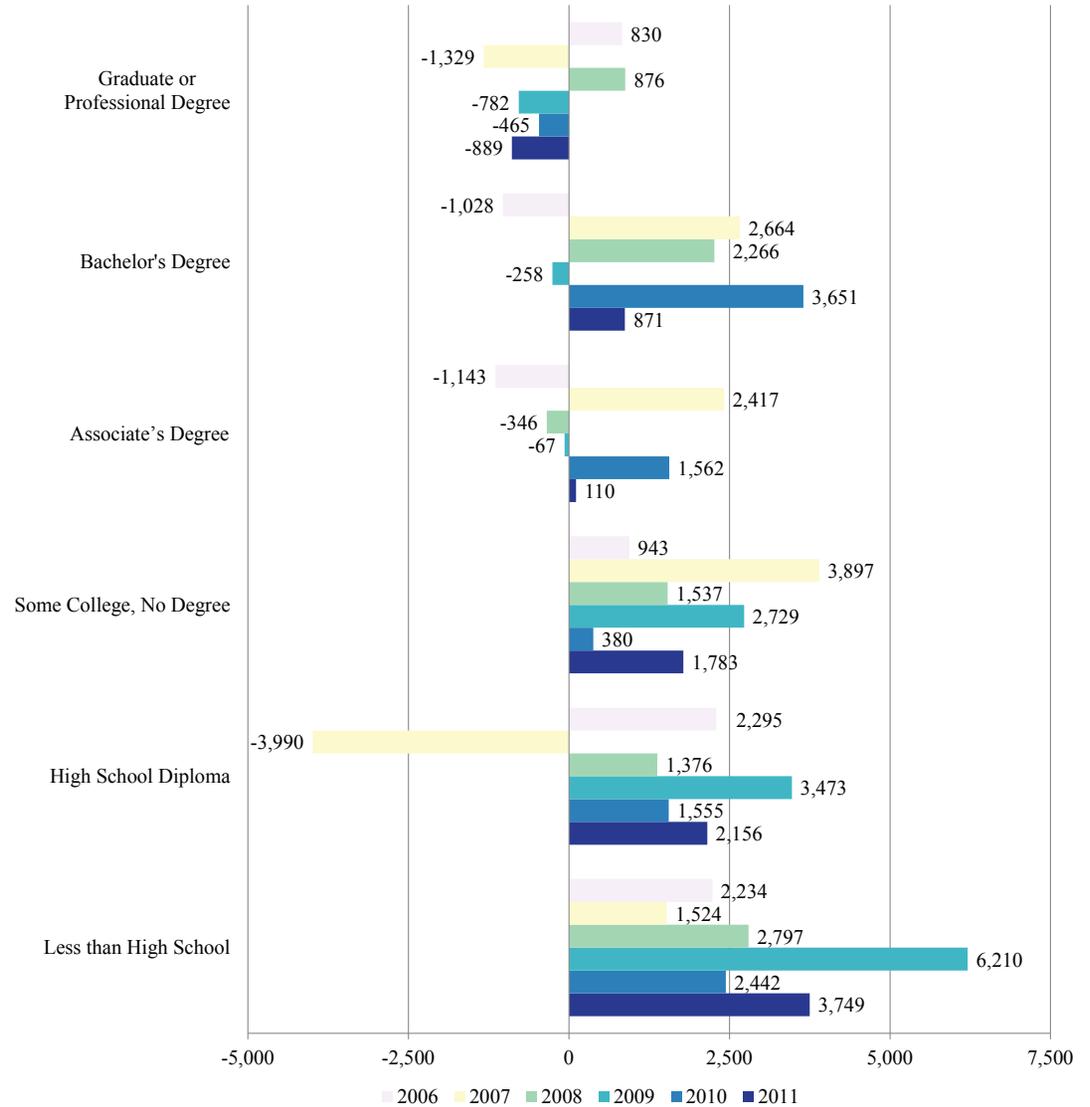
Source: U.S. Census Bureau, DP02: Selected Social Characteristics in the United States, ACS 5-Year Estimates



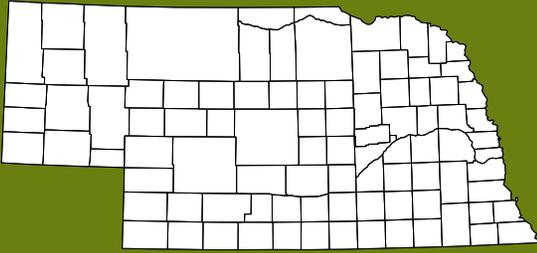
NEBRASKA STATEWIDE

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) Public Use Microdata Sample (PUMS). 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. There is some evidence of a pattern of “brain drain” with outmigration in the category of Graduate or Professional Degrees, but different years within the period studied have seen both net losses and net gains.

# NET EDUCATIONAL MIGRATION: POPULATION AGED 22-64



Source: Nebraska Coordinating Commission for Postsecondary Education, Progress Report, Released 2013



NEBRASKA STATEWIDE

Nebraska’s investment in postsecondary education is motivated at least in part by demand for a highly skilled workforce. The adjacent chart reflects one facet of the return on this investment. From a labor market perspective, students graduating from Nebraska’s postsecondary education institutions and remaining in the state and finding employment is the primary measure of those institutions’ performance. In evaluating these numbers it is important to remember that they reflect the earnings and employment of recent graduates, in this case the data describe 2011 earnings, and employment for individuals who graduated in 2009 and 2010.

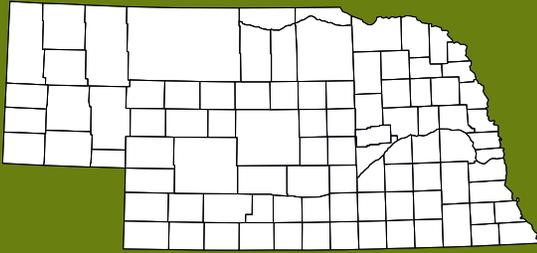


# POSTSECONDARY GRADUATES WORKING IN NEBRASKA 2011

	Community Colleges Associate’s Degrees	State Colleges Bachelor’s Degrees	UN- Kearney Bachelor’s Degrees
Number of Graduates	3,946	1,295	850
Number of Graduates Working in Nebraska	2,905	786	537
Percent of Graduates Working in Nebraska	74%	61%	63%
Estimated Average Annual Earnings	\$24,263	\$25,270	\$24,441
Estimated Median Annual Earnings	\$22,678	\$24,830	\$24,454

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

*The Workforce Investment Act provided the impetus for the Graduate Outcomes project to develop a system of consumer information. It is a collaborative effort among the Nebraska Department of Labor, the Coordinating Commission for Postsecondary Education, all six of Nebraska’s Community Colleges, all three State Colleges and the University of Nebraska – Kearney.*

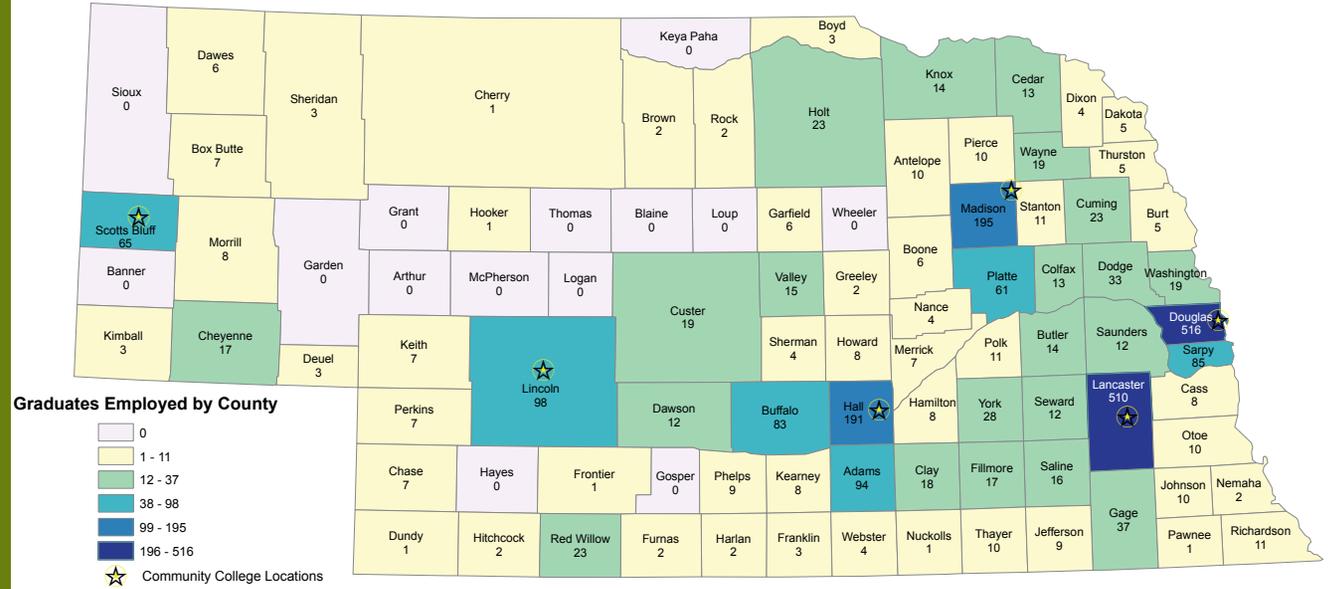


NEBRASKA STATEWIDE

Wage matches are postponed to give graduates time to be working in a career field. There is also a lag time in obtaining unemployment insurance records. In general, for people working January through March, employers have approximately April through June to report the information. The Quarterly Census of Employment and Wage information is added July through September. Past experience tells us that if the queries are run at a later date, more employment is reported, allowing for more accurate and complete data.



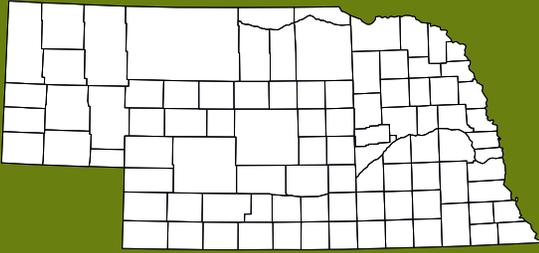
# COMMUNITY COLLEGE GRADUATES WORKING IN NEBRASKA 2011



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

The Legislature has assigned the following mission for Nebraska's community colleges. Briefly, the four priorities are:

- 1) Applied technology and occupational education
  - This is the primary role of Nebraska's Community colleges
- 2) Transfer education.
  - Most prominently, two year programs which transfer to other institutions for Bachelor's degree completion.
- 3) Public service
  - Often this means providing adult continuing education programs, and vocational and personal development courses.
- 4) 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.

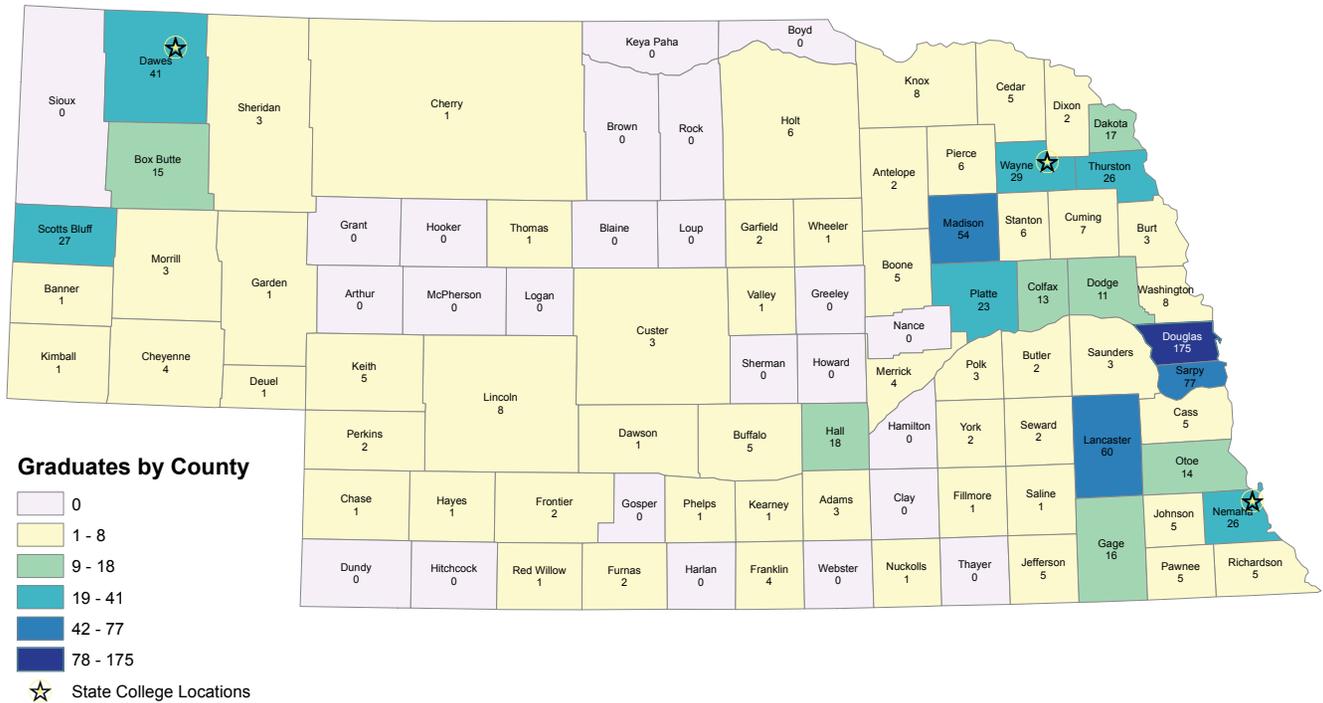


NEBRASKA STATEWIDE

In searching the Nebraska Unemployment Insurance wage database, not all graduates can be found. This doesn't necessarily mean that they are unemployed, it just means they were not included in the database for various reasons. Individuals who are self-employed, work in occupations not covered by Unemployment Insurance, are enrolled in other postsecondary education and are not working, or work in another state are unlikely to be found in the database. An institution's proximity to bordering states may make some students less likely to be employed in Nebraska, and therefore, not found in Nebraska's Unemployment Insurance database.



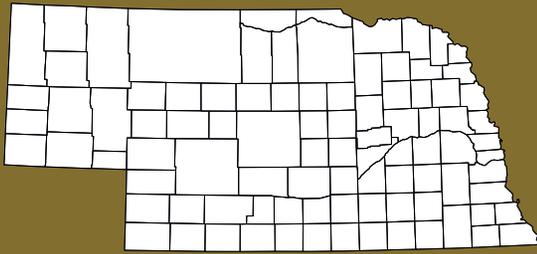
# STATE COLLEGE GRADUATES WORKING IN NEBRASKA 2011



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

*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.*





## NEBRASKA STATEWIDE

The unemployment rate is a widely favored economic indicator. In the wake of the 2008 financial meltdown, U.S. unemployment rose sharply. While policymakers at a national level still engage in vigorous debate about how to return to pre-recession unemployment levels, Nebraskans can be grateful to have been largely insulated from these issues. While the national unemployment rate stayed close to 8% throughout 2012, the rates throughout Nebraska were markedly lower.



## LABOR FORCE ESTIMATES 2012

	Civilian Labor Force	Employment	Unemployment	Unemployment Rate
Beatrice MC	12,030	11,486	544	4.5%
Columbus MC	18,900	18,260	640	3.4%
Fremont MC	19,755	18,912	843	4.3%
Grand Island MC	40,638	39,118	1,520	3.7%
Hastings MC	20,186	19,430	756	3.8%
Kearney MC	31,926	30,960	966	3.0%
Lexington MC	13,703	13,101	602	4.4%
Lincoln, NE MSA	176,305	170,185	6,120	3.5%
Norfolk MC	26,725	25,766	959	3.6%
North Platte MC	22,696	21,931	765	3.4%
Omaha, NE Consortium	403,512	385,961	17,552	4.4%
Scottsbluff MC	19,841	18,942	898	4.5%
Nebraska	1,018,358	978,498	39,860	3.9%

Source: 2012 Nebraska Department of Labor, Local Area Unemployment Statistics, Released 2013

Note: Annual Average, Not Seasonally Adjusted, Data is Not Benchmarked

*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.*



OMAHA

Definitions of Labor Force Concepts:

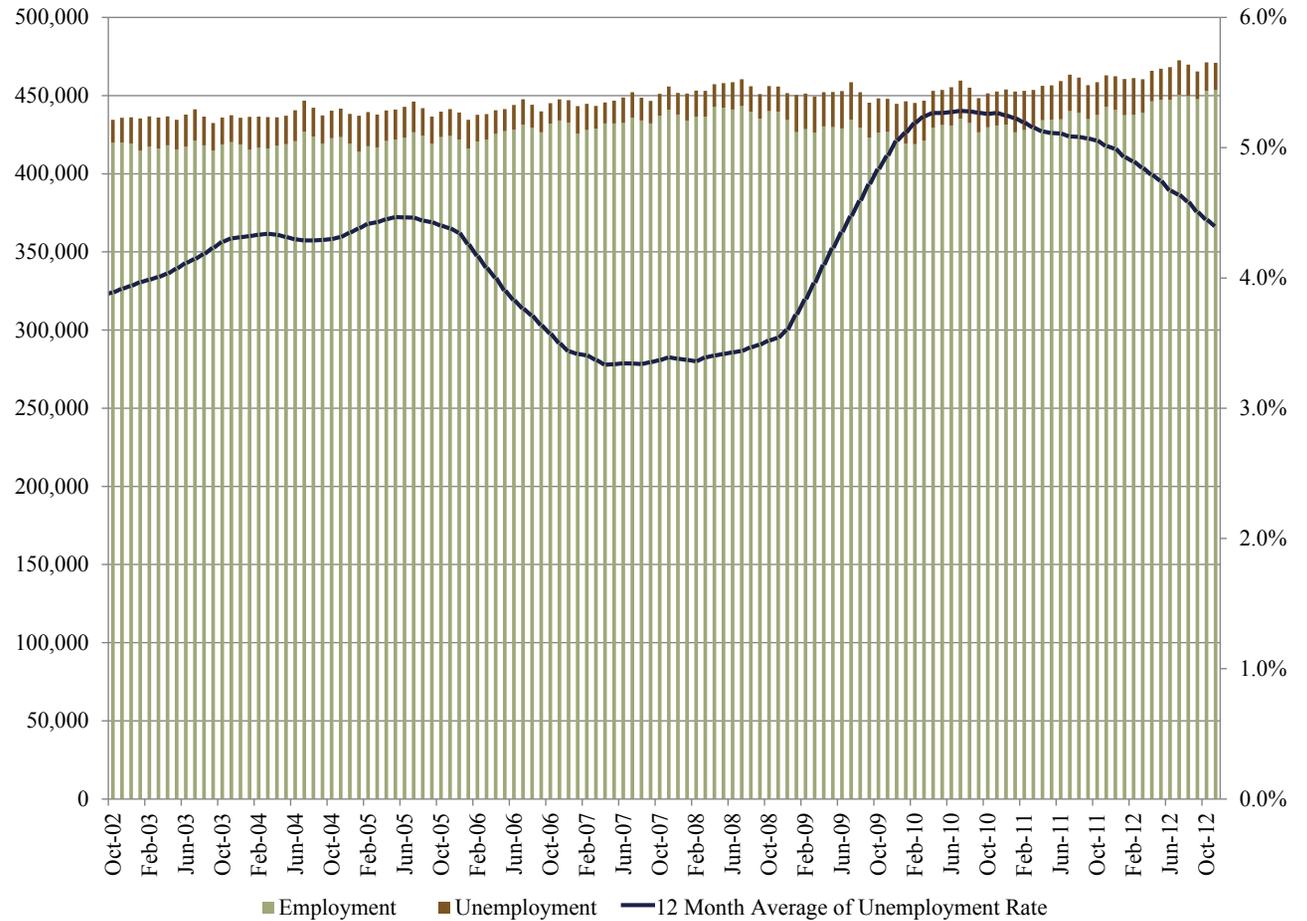
Civilian labor force: Included are all persons in the civilian noninstitutional population classified as either employed or unemployed.

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.

# LABOR FORCE MONTHLY TRENDS



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



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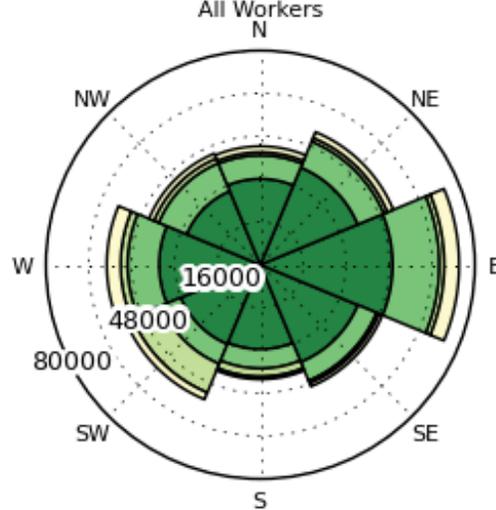
Local Employment Dynamics (LED) is a voluntary partnership between state labor market information agencies and the U.S. Census Bureau to develop new information about local labor market conditions at low cost, with no added respondent burden, and with the same confidentiality protections afforded census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

Job Counts by Distance/Direction in 2010



## Jobs by Distance - Home Census Block to Work Census Block

	2010	
	Count	Share
<b>Total All Jobs</b>	420,740	100.0%
<b>Less than 10 miles</b>	291,456	69.3%
<b>10 to 24 miles</b>	82,443	19.6%
<b>25 to 50 miles</b>	24,701	5.9%
<b>Greater than 50 miles</b>	22,140	5.3%

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

*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. A worker is defined as a person 16 years old and over, who was employed and at work during a reference period.*

*There are several surveys conducted by the Census Bureau that ask questions regarding commuting and place of work, such as the American Community Survey (ACS), Decennial Census (2000 and prior), American Housing Survey (AHS), and the Survey of Income and Program Participation (SIPP). Some of these questions include: mean travel time, means of transportation, time of departure, vehicles available, distance traveled, and expenses associated with the commute.*

*The ability to link information about commuting to socio-demographic characteristics and geography allows planners to forecast local peak travel demand, gauge the amount of pressure placed on transportation infrastructure, and address unmet transportation needs more accurately. Federal, state, and local planners and policymakers use the ACS and other Census Bureau surveys to guide decisions about how to allocate limited public resources devoted to transportation.*

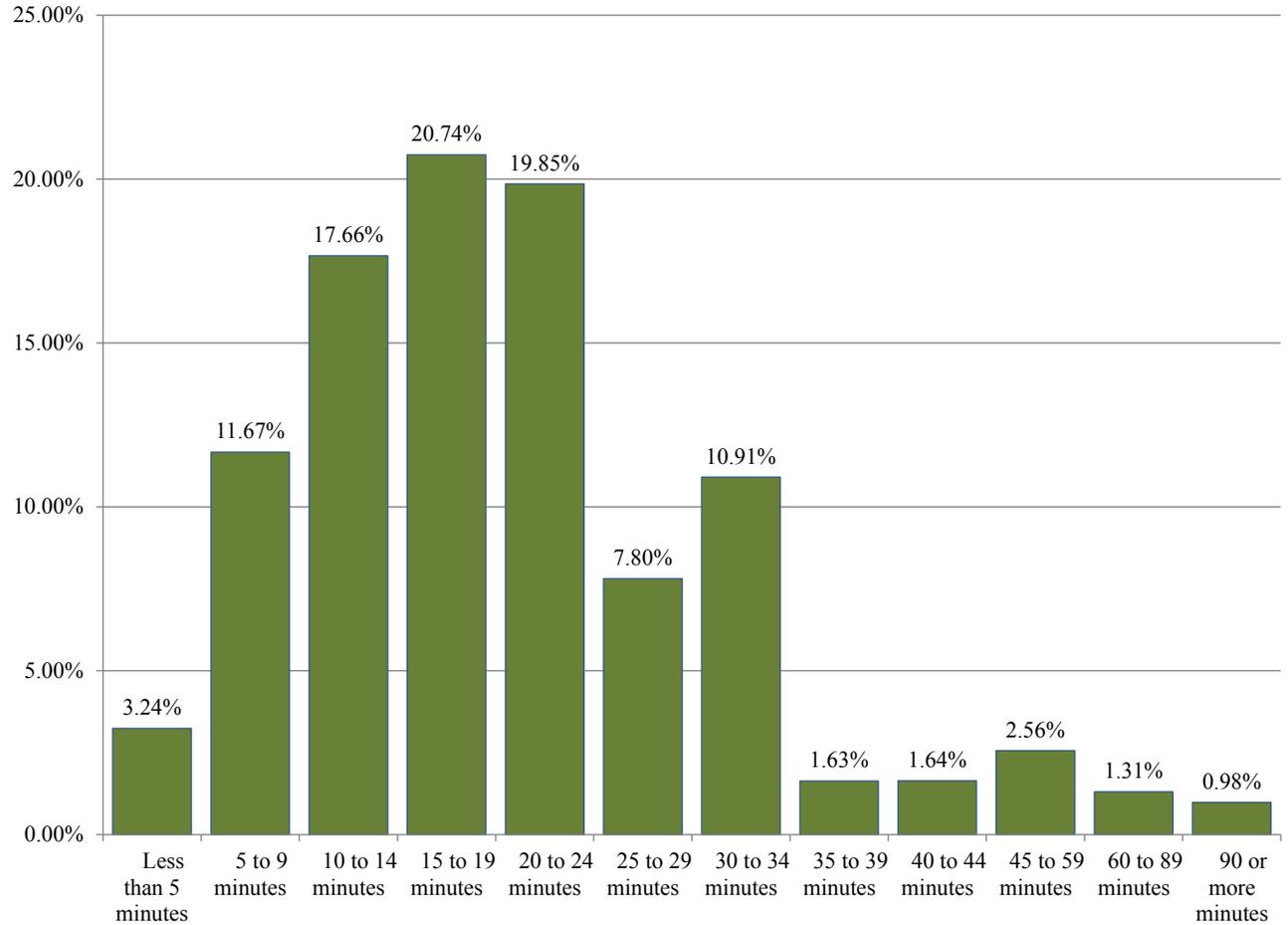


OMAHA

Commuting highlights the distinction between workforce and labor force quite clearly. Measuring the labor economy of a given geographic area on the basis of those working there will frequently lead to different results than measuring the labor economy of that same geography on the basis of those living there. Being mindful of the workforce/labor force distinction is imperative for accurately interpreting data from a variety of BLS, Census and Nebraska Department of Labor sources.



# COMMUTE TIMES



Source: U.S. Census Bureau, B08012: Sex of Workers by Travel Time to Work, 2011 ACS 5-Year Estimates



OMAHA

The disparity in wages between various types of occupations is very similar throughout the state. Doctors and lawyers out-earn retail salespersons in any geography. Wages tend to be slightly higher in Lincoln and Omaha than in the other geographies studied.



## WAGES BY OCCUPATION

Standard Occupational Code Title	Average Annual Wage	Annual Entry Wage	Annual Experienced Wage
Management Occupations	\$109,693	\$56,292	\$136,393
Legal Occupations	\$86,625	\$36,650	\$111,613
Computer and Mathematical Occupations	\$72,679	\$45,304	\$86,365
Healthcare Practitioners and Technical Occupations	\$69,557	\$36,653	\$86,010
Architecture and Engineering Occupations	\$68,827	\$40,176	\$83,152
Business and Financial Operations Occupations	\$65,138	\$38,737	\$78,337
Life, Physical, and Social Science Occupations	\$61,456	\$35,335	\$74,517
<b>Total all occupations</b>	<b>\$43,821</b>	<b>\$20,471</b>	<b>\$55,496</b>
Installation, Maintenance, and Repair Occupations	\$43,671	\$27,029	\$51,993
Education, Training, and Library Occupations	\$43,578	\$22,071	\$54,331
Construction and Extraction Occupations	\$42,752	\$25,678	\$51,289
Arts, Design, Entertainment, Sports, and Media Occupations	\$42,078	\$22,377	\$51,928
Protective Service Occupations	\$41,269	\$21,255	\$51,276
Sales and Related Occupations	\$40,249	\$17,906	\$51,420
Community and Social Services Occupations	\$37,677	\$24,091	\$44,471
Transportation and Material Moving Occupations	\$37,078	\$20,895	\$45,170
Production Occupations	\$33,700	\$21,579	\$39,761
Farming, Fishing, and Forestry Occupations	\$33,606	\$19,235	\$40,792
Office and Administrative Support Occupations	\$33,193	\$21,901	\$38,838
Healthcare Support Occupations	\$28,389	\$21,361	\$31,903
Personal Care and Service Occupations	\$23,998	\$17,168	\$27,412
Building and Grounds Cleaning and Maintenance Occupations	\$23,967	\$17,211	\$27,344
Food Preparation and Serving-Related Occupations	\$20,844	\$17,162	\$22,684

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

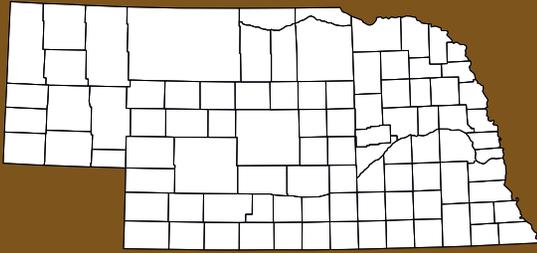
*Wages for the Occupational Employment Statistics (OES) survey are straight-time, gross pay, exclusive of premium pay.*

*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.*

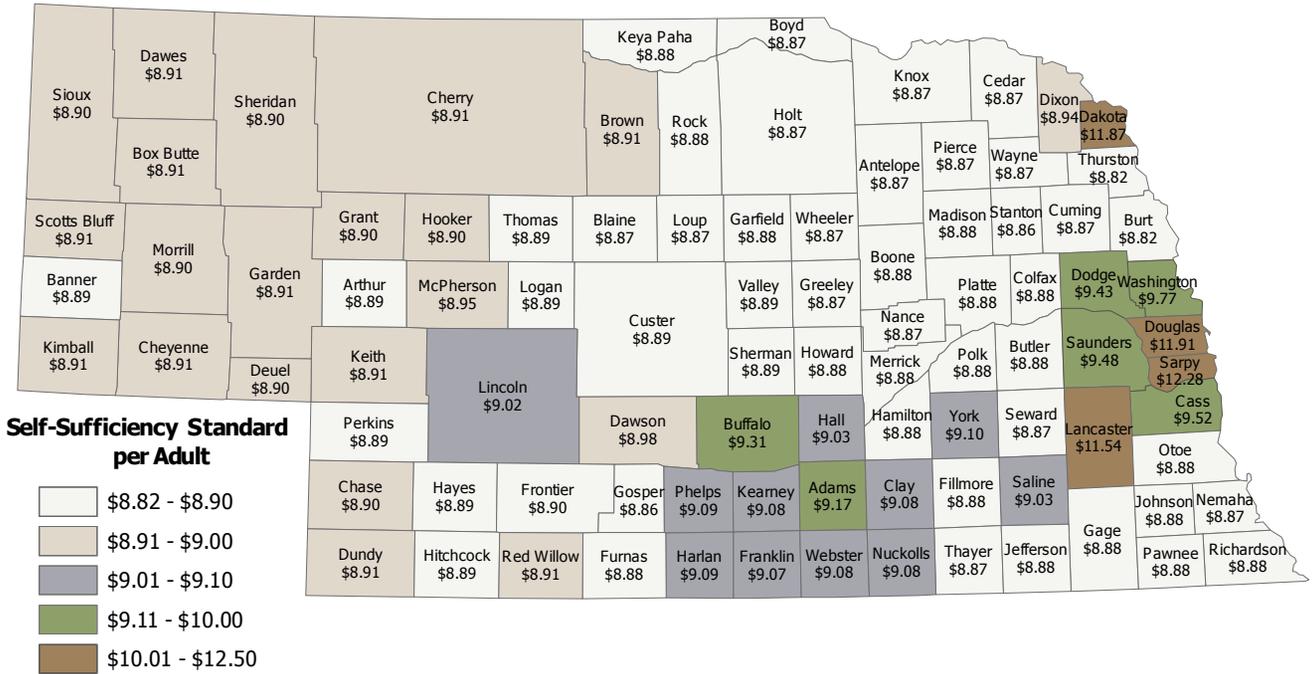


NEBRASKA STATEWIDE

The cost of living in Nebraska is very low relative to other parts of the country. Several large metropolitan areas in the United States have self-sufficiency thresholds greater than \$20/hour. The highest self-sufficiency thresholds in Nebraska are found in those counties which contain the largest population centers.



SELF-SUFFICIENCY STANDARD



Source: Nebraska Appleseed Center for Law in the Public Interest and Wider Opportunities for Women, Self-Sufficiency Standard for Nebraska, Released 2012

*The Self-Sufficiency Standard measures how much income a single parent with a preschooler needs to adequately meet their basic needs—without public or private assistance.*

*The Self-Sufficiency Standard calculates a family-sustaining wage that does not require choosing between basic necessities such as child care, nutritious food, adequate housing, or health care. At the same time, the Standard does not include longer-term needs such as retirement savings or college tuition, purchases of major items such as a car, emergency expenses, or extras such as gifts, video rentals, or soccer fees. The Standard therefore reflects a decent, though very modest, standard of living.*



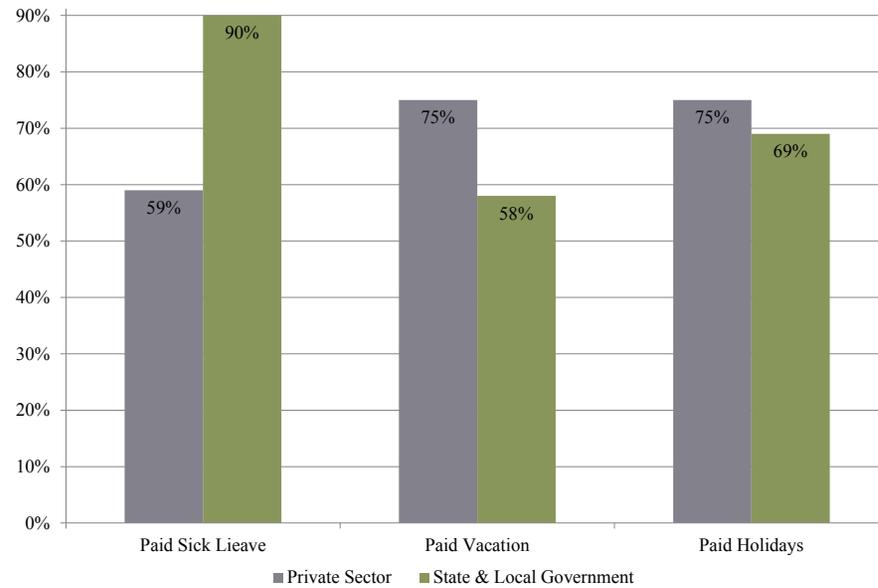
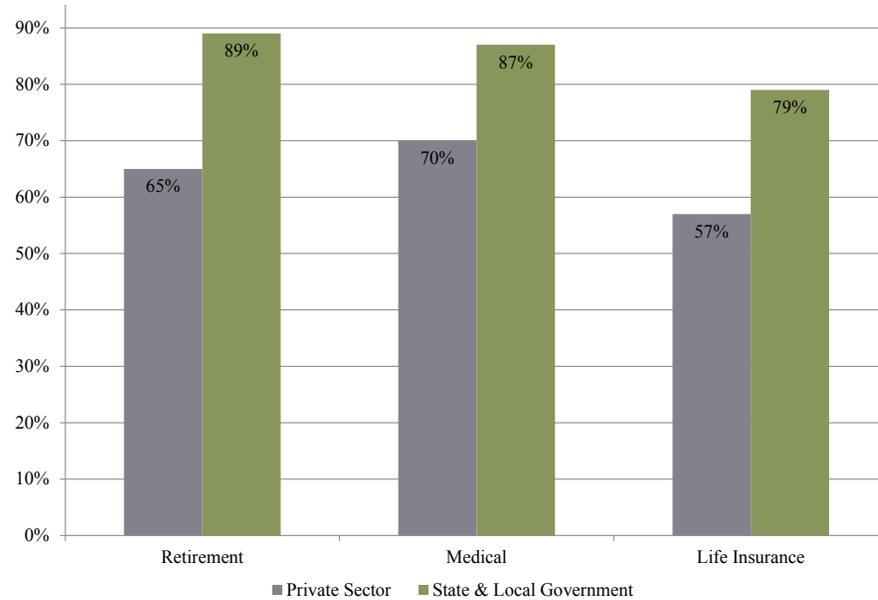
### WEST NORTH CENTRAL REGION

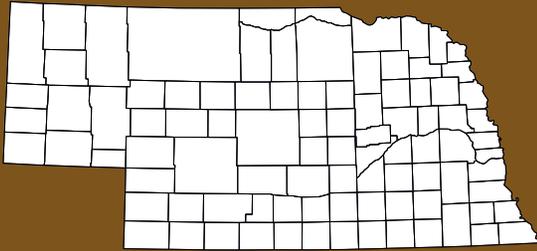
The National Compensation Survey (NCS) covers the incidence and detailed provisions of selected employee benefit plans in private establishments. The data are presented as the percent of employees who have access to or participate in certain benefits. The West North Central Region is the lowest level of data available for this information.

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

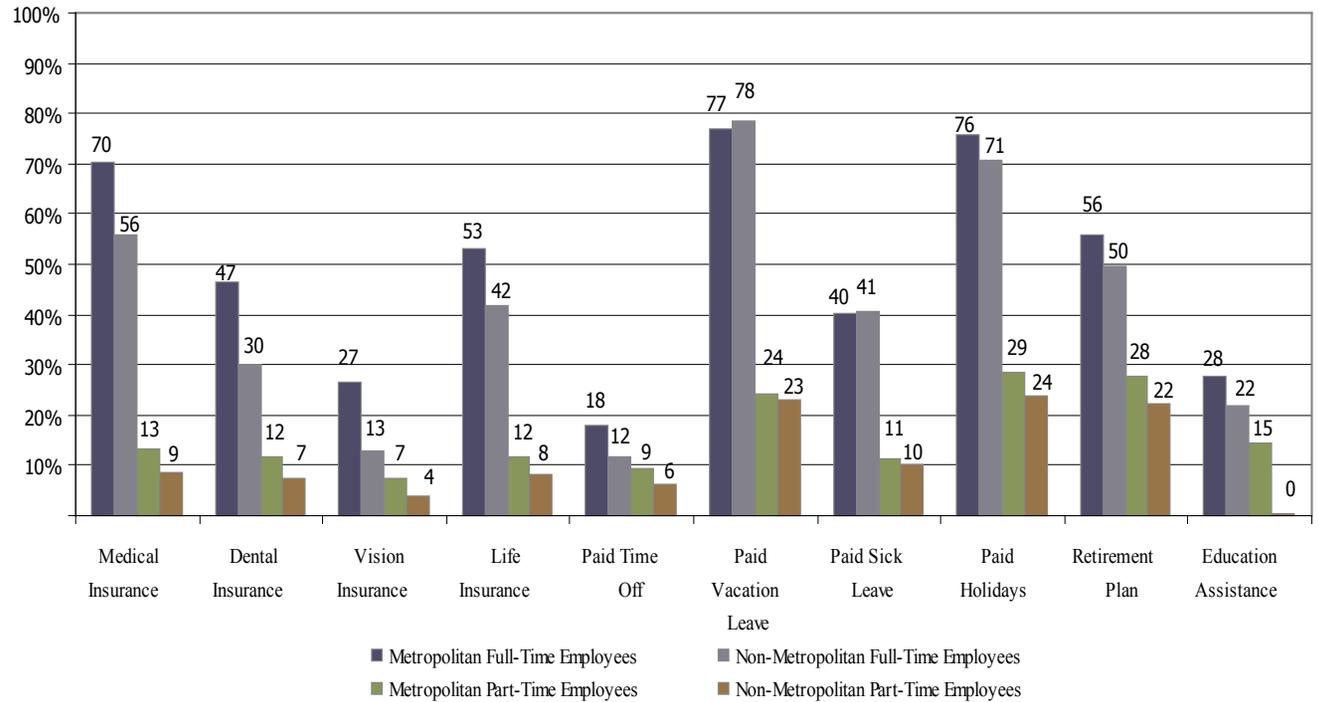




NEBRASKA STATEWIDE

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. Collecting new data from this survey has been postponed as new legislation is implemented.

EMPLOYERS OFFERING BENEFITS 2006



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

*This data comes from the fourth iteration of the Nebraska Employee Benefits Survey. This survey and those that preceded it, both in Nebraska and in other states, observed two factors which best predict whether or not an employer will offer benefits: type of employment (full or part time) and firm size. Full time employees are more likely to be offered benefits than part time employees, and large firms are more likely to offer benefits than small firms.*

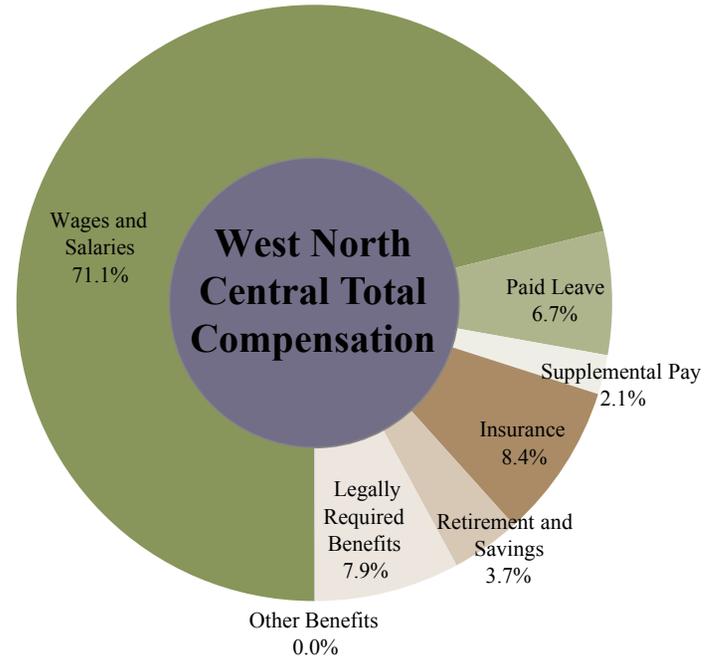




## WEST NORTH CENTRAL REGION

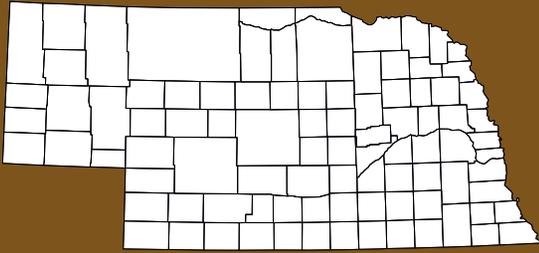
Every quarter the Bureau of Labor Statistics conducts the National Compensation Survey. This survey is broken into two parts, Employment Costs Trends and Employer Costs for Employee Compensation. The Employer Costs for Employee Compensation breaks down what an employer spends on its employees into several different categories. Most employers offer a benefit package to employees that include more than just a basic wage for time worked. Many employers offer medical, dental and vision insurance, retirement benefits, vacation and sick time. Additionally, employers are required to pay a portion of their employees' salary into Medicare, social security, and unemployment insurance. The total amount paid in benefits, along with their wages and salaries make up employees' total compensation.

# TOTAL COMPENSATION



Source: Bureau of Labor Statistics, National Compensation Survey, Released 2012

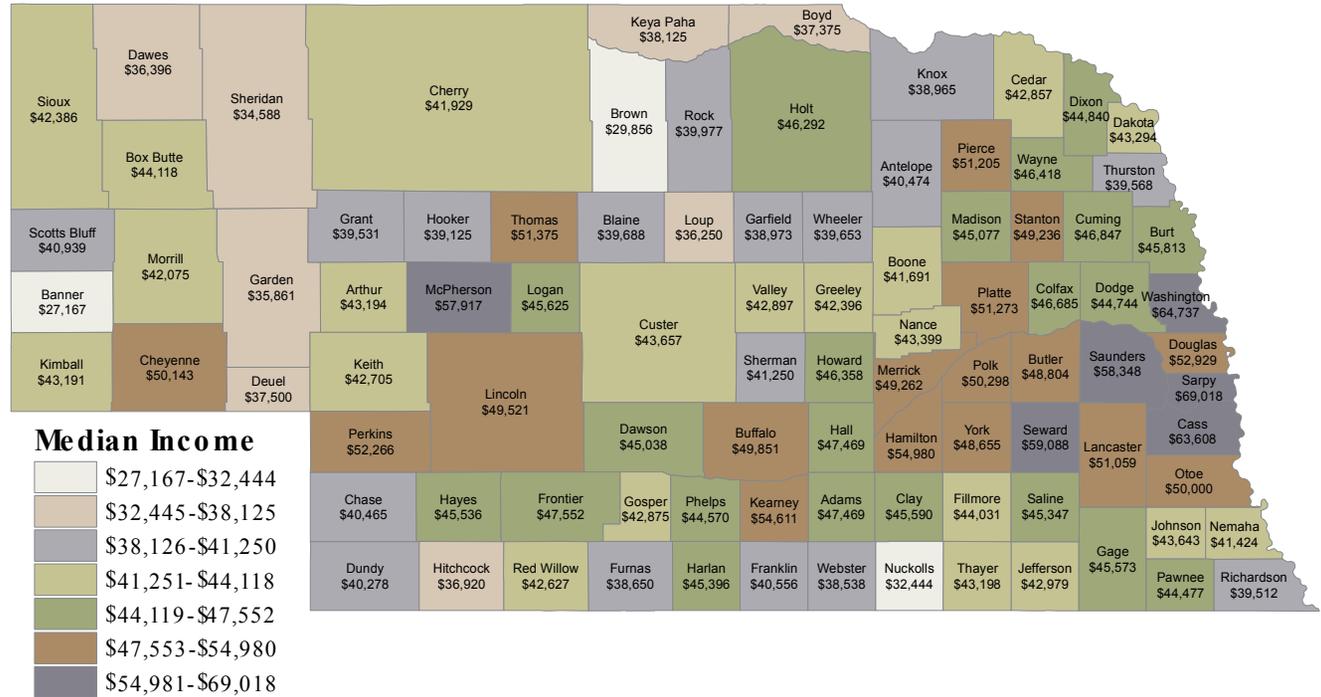
*Equating worker compensation with wages is an easy mistake to make. For wage-earners, earnings are reflected in the bottom line of a paycheck. Economists tend to simply call the price created by the interaction of labor supply and demand for labor a wage. The chart above helps illustrate the more complex reality. Worker compensation is an amalgam of wage and various benefits, some with split costs, some entirely employer funded, some legally mandatory and some voluntary. About 29% of the money that employers spend compensating employees in the region studied went to costs other than wages. BLS does not produce total compensation breakdown information at higher geographic specificity than the Census Division level.*



NEBRASKA STATEWIDE

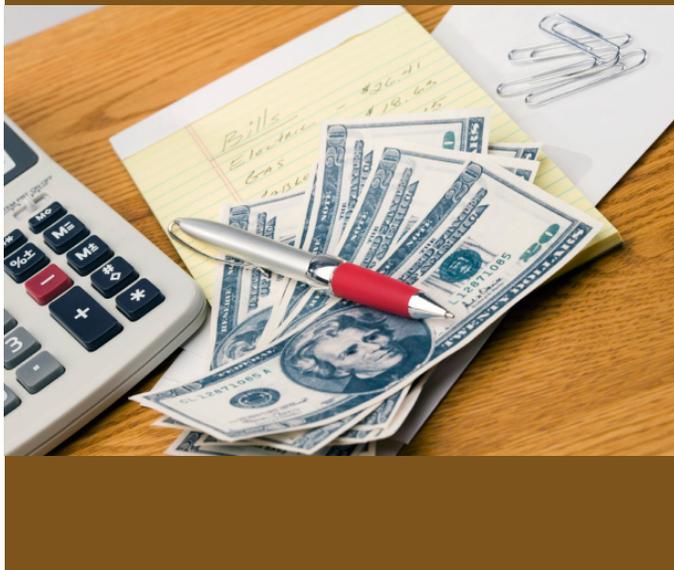
The distribution of income in Nebraska skews toward the less rural eastern portion of the state. Nebraska's eastern counties have both more people and higher incomes than do the counties in the west. Sarpy county's median income of \$69,018 over the period studied ranked among the highest nationwide.

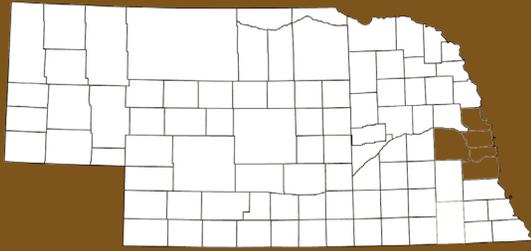
MEDIAN HOUSEHOLD INCOME 2011



Source: U.S. Census Bureau, S1901, 2007-2011 American Community Survey 5-Year Estimates, Released 2011

*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.*





OMAHA

While employment by industry and employment by occupation are generally measured separately, understanding the interaction of these two systems of classification is crucial to interpreting wage data. Some industries employ many of their workers in occupations which require high levels of education, others employ employees primarily in part time positions. In evaluating wages by industry, it is helpful to think about the sort of occupations important to that industry.

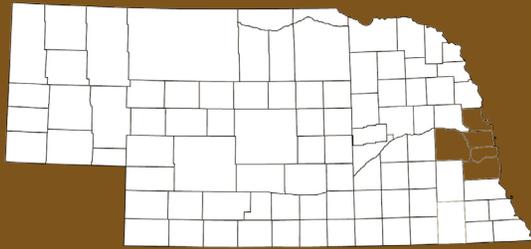


## WAGES BY INDUSTRY

Industry	2011 Q 2 Weekly Pay	2012 Q 2 Weekly Pay
<b>Total, all industries</b>	<b>\$790</b>	<b>\$792</b>
Natural Resources and Mining	\$776	\$830
Construction	\$815	\$853
Manufacturing	\$837	\$866
Trade, Transportation and Utilities	\$692	\$690
Information	\$1,107	\$1,126
Financial Activities	\$1,042	\$1,052
Professional and Business Services	\$993	\$987
Education and Health Services	\$811	\$805
Leisure and Hospitality	\$283	\$288
Other Services	\$523	\$499
Public Administration	\$961	\$980

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

*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.*



## OMAHA

This year's QCEW reporting is an excellent example of an important issue in any measure of employment which involves classification by occupation, industry or even geography. During the year studied, in every geography, employment shrank in Public Administration and grew in Other Services. This shift is almost entirely accounted for by the reclassification of many small social assistance positions out of government employment and into contracting. While the work done by these workers has not changed, the way their employment is classified has. Familiarity with 'code changes' like this one is vital to drawing the right conclusions from employment data.

## EMPLOYMENT CHANGE BY INDUSTRY

Industry	2011 Q2 EMP.	2012 Q2 EMP.	Percentage Emp. Change	2011 Q2 Count of Establishments	2012 Q2 Count of Establishments
<b>Total, all industries</b>	<b>393,266</b>	<b>398,331</b>	<b>1.29%</b>	<b>20,676</b>	<b>22,532</b>
Natural Resources and Mining	1,049	1,043	-0.57%	103	109
Construction	19,035	19,061	0.14%	2,319	2,351
Manufacturing	26,576	26,092	-1.82%	654	638
Trade, Transportation and Utilities	82,859	83,480	0.75%	4,585	4,616
Information	10,661	10,955	2.76%	312	314
Financial Activities	35,433	34,941	-1.39%	2,402	2,406
Professional and Business Services	63,205	64,975	2.80%	4,167	4,250
Education and Health Services	88,421	90,921	2.83%	2,381	2,463
Leisure and Hospitality	40,460	40,652	0.47%	1,914	1,933
Other Services	10,877	12,005	10.37%	1,627	3,238
Public Administration	14,690	14,205	-3.30%	212	213

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

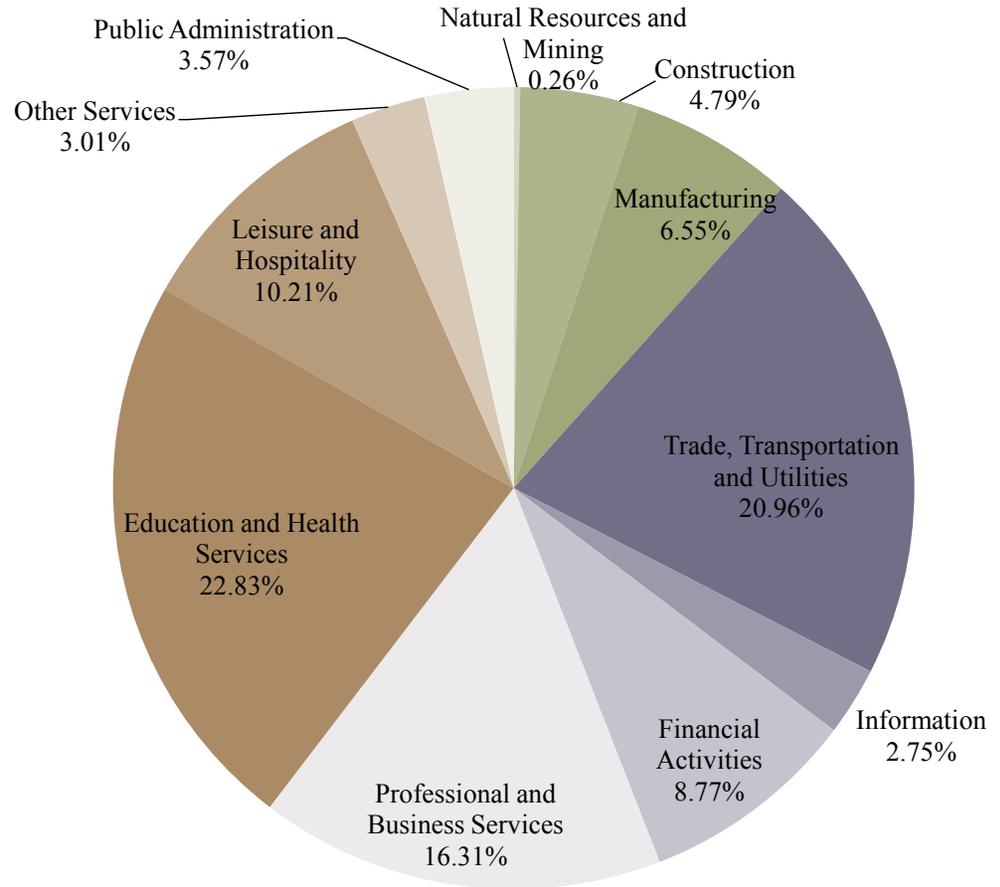
*The Quarterly Census of Employment and Wages (QCEW) Program is a cooperative program involving the Bureau of Labor Statistics of the U.S. Department of Labor and the State Employment Security Agencies. The QCEW program produces a comprehensive tabulation of employment and wage information for workers 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)).*



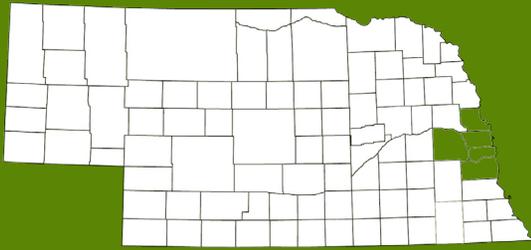
OMAHA

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



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



OMAHA

Location quotients are an easy way to isolate a given geography's economic specialty. The industry with the highest location quotient is the industry with the highest relative concentration of employment compared to the state as a whole. A high location quotient is good evidence that an industry is of particular economic importance to the geography in question.



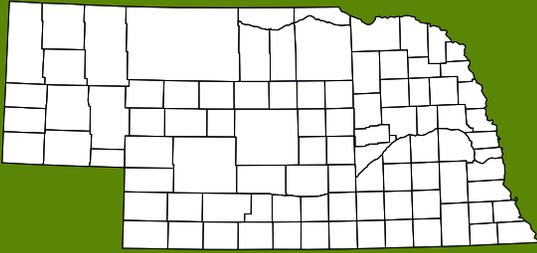
## INDUSTRY LOCATION QUOTIENT

Industry	
<b>Total, all industries</b>	<b>1.00 to 1</b>
Natural Resources and Mining	0.19 to 1
Construction	1.03 to 1
Manufacturing	0.64 to 1
Trade, Transportation and Utilities	0.97 to 1
Information	1.47 to 1
Financial Activities	1.31 to 1
Professional and Business Services	1.40 to 1
Education and Health Services	0.97 to 1
Leisure and Hospitality	1.09 to 1
Other Services	0.90 to 1
Public Administration	0.65 to 1

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

*A location quotient measures the concentration of employment in a given industry within a geographical area relative to the concentration of employment within that same industry for a larger geographical area. 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 U.S.*

*Location quotients can be used to determine which industry sectors are 'basic' to an area. This metric has been used to predict the type 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.*

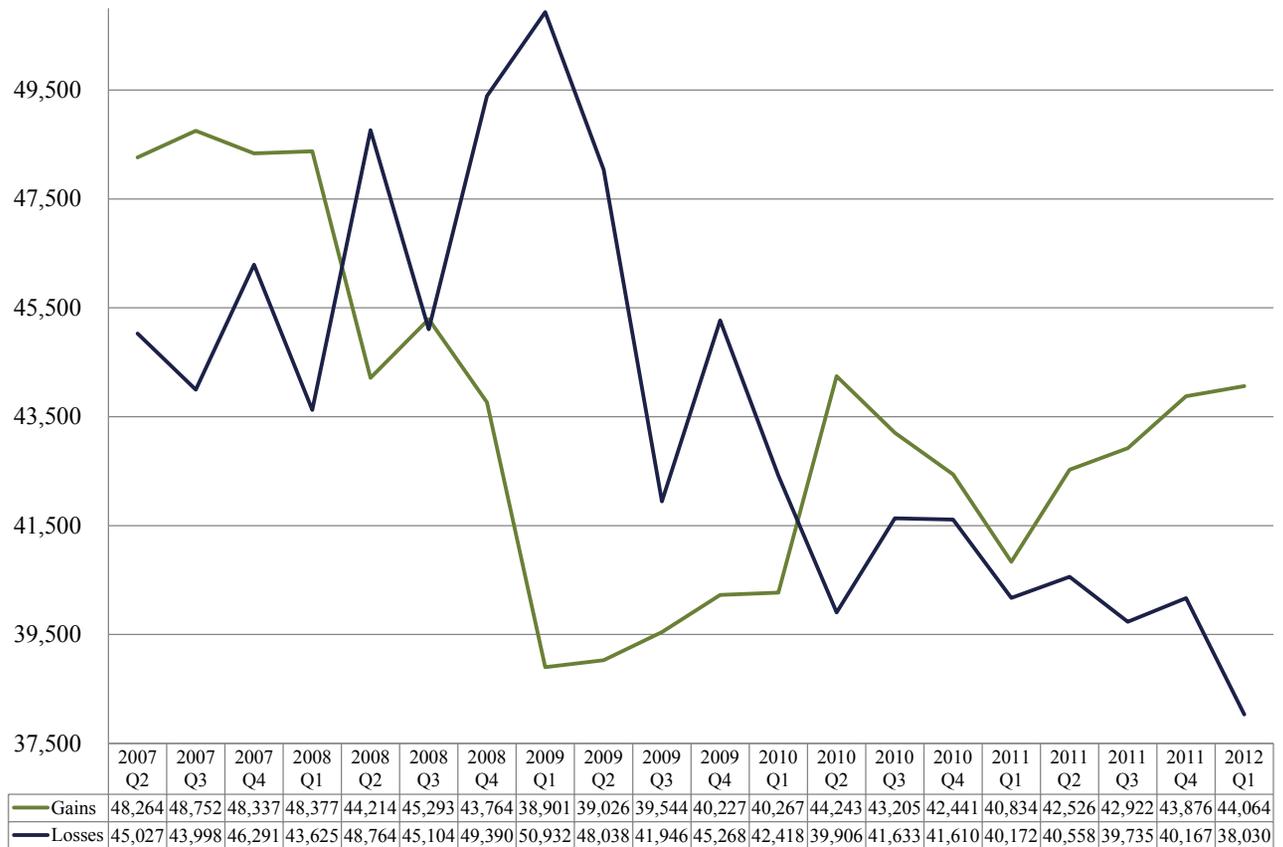


NEBRASKA STATEWIDE

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.

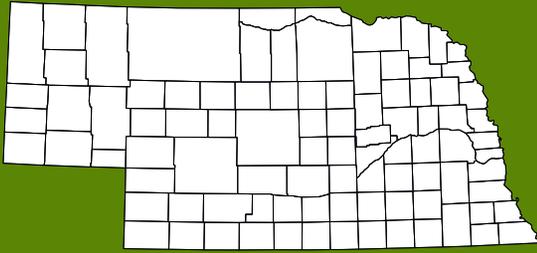


# BUSINESS EMPLOYMENT DYNAMICS: GAINS AND LOSSES



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

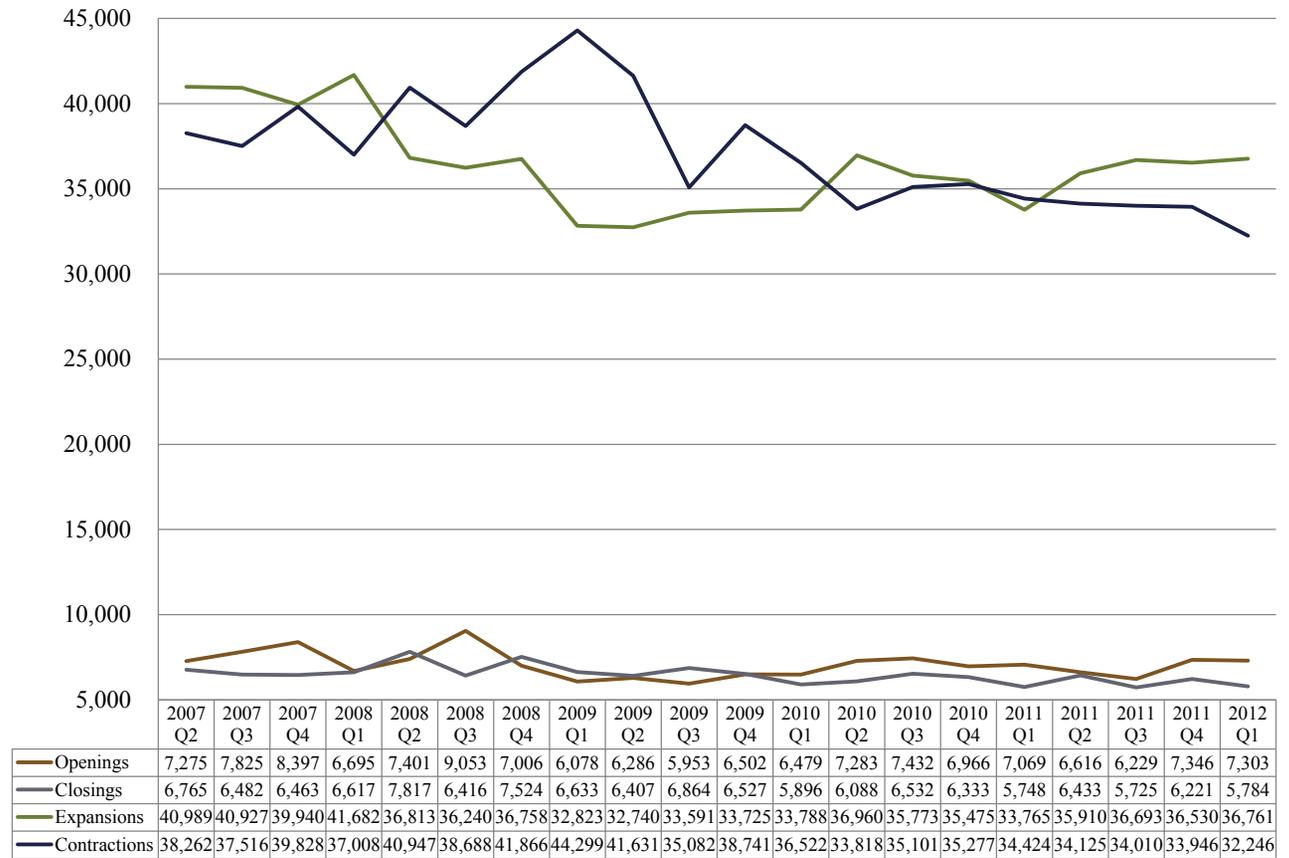
Note: Seasonally Adjusted Data



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) 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



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

Note: Seasonally Adjusted Data

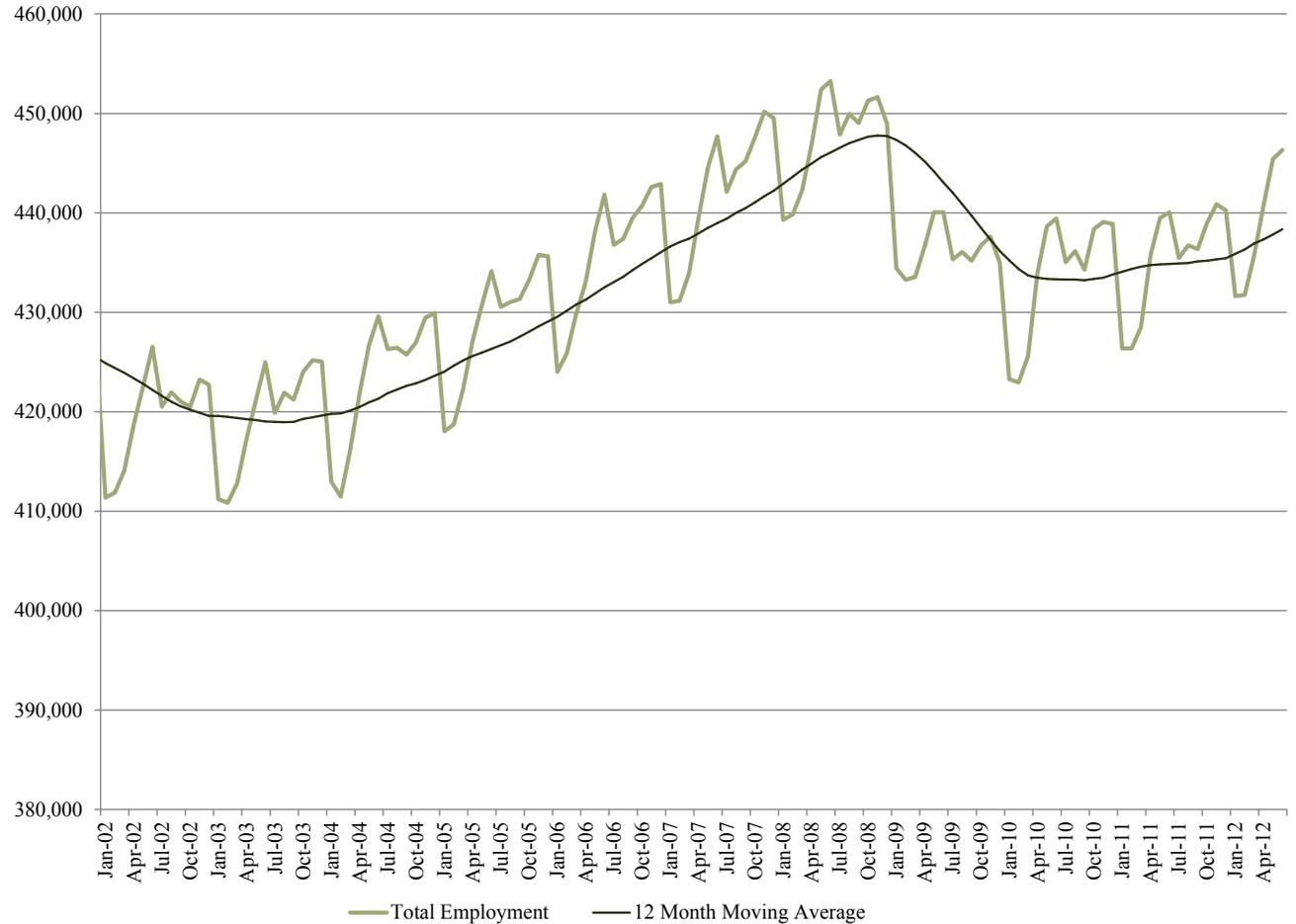


OMAHA

QCEW 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



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



## OMAHA

While none of the QWI data is especially surprising, in its totality, it is massively informative. The level of detail and specificity, with so little suppression, (unreported/NA data to protect business' confidentiality) is a triumph of economic measurement. Turnover and job flows data are an important part of labor market economics and are not produced elsewhere in this review.



## QUARTERLY WORKFORCE INDICATORS

QWI Quickfacts	Avg Monthly Earnings	Avg New Hire Earnings	Job Creation	Net Job Flows	New Hires	Separations	Total Employment	Turnover
11 Agriculture,Forestry,Fishing and Hunting	\$3,715	\$2,320	71	48	118	74	685	5.7%
21 Mining,Quarrying,and Oil and Gas Extraction	\$4,764	\$4,662	10	9	18	10	304	5.0%
22 Utilities	\$6,336	\$4,520	43	23	75	74	3,718	1.7%
23 Construction	\$3,604	\$2,866	1,254	107	2,561	2,891	17,455	8.0%
31-33 Manufacturing	\$3,852	\$2,618	585	(189)	2,342	2,691	26,882	5.6%
42 Wholesale Trade	\$4,854	\$3,240	680	192	1,274	1,194	16,522	5.3%
44-45 Retail Trade	\$2,116	\$1,100	1,165	(2,062)	4,947	7,628	45,867	10.2%
48-49 Transportation and Warehousing	\$3,164	\$2,158	389	(240)	4,074	4,574	19,789	12.3%
51 Information	\$4,896	\$2,934	208	(29)	705	859	11,374	5.0%
52 Finance and Insurance	\$5,072	\$3,259	616	(42)	1,592	1,758	30,598	4.4%
53 Real Estate and Rental and Leasing	\$3,087	\$2,025	199	46	457	459	5,219	6.5%
54 Professional,Scientific,and Technical Services	\$5,149	\$3,381	1,533	756	3,005	2,735	27,715	6.8%
55 Management of Companies and Enterprises	\$4,675	\$3,601	380	(81)	909	1,026	11,312	5.8%
56 Administrative and Support and Waste Management and Remediation Services	\$2,750	\$1,918	1,712	506	7,460	7,541	26,405	12.8%
61 Educational Services	\$3,130	\$1,162	444	306	1,408	1,694	34,737	4.3%
62 Health Care and Social Assistance	\$3,548	\$2,251	1,741	689	5,577	5,455	55,580	6.9%
71 Arts,Entertainment,and Recreation	\$1,590	\$1,136	883	796	1,173	724	5,399	7.7%
72 Accommodation and Food Services	\$1,308	\$966	1,990	934	7,664	7,442	30,577	14.2%
81 Other Services (except Public Administration)	\$2,402	\$1,438	1,981	1,553	3,022	1,686	10,394	8.9%
92 Public Administration	\$3,342	\$2,006	87	41	326	373	9,140	2.7%

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

*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 the Census Bureau website.*

*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.*



OMAHA

OES measures what jobs people hold. Guiding young people into scholarship and career paths which are lucrative and aligned with the state's economic development objectives is a target for myriad pieces of legislation. OES data is a cornerstone for both setting goals for and measuring the success of these policies.



# EMPLOYMENT BY OCCUPATION

SOC Code	Standard Occupational Code Title	Estimated Employment May 2011	Hourly Median Wages	Annual Median Wages
41-2011	Cashiers	9,870	\$9.28	\$19,299
43-4051	Customer Service Representatives	9,130	\$14.28	\$29,684
35-3031	Waiters and Waitresses	8,020	\$8.81	\$18,319
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	7,480	\$12.24	\$25,450
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	7,280	\$8.82	\$18,341
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	6,430	\$10.12	\$21,068
43-5081	Stock Clerks and Order Fillers	6,070	\$10.46	\$21,755
43-3031	Bookkeeping, Accounting, and Auditing Clerks	5,970	\$16.19	\$33,668
43-6014	Secretaries, Except Legal, Medical, and Executive	5,720	\$15.19	\$31,597
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	5,580	\$26.42	\$54,936
43-9061	Office Clerks, General	4,900	\$12.31	\$25,619
31-1012	Nursing Aides, Orderlies, and Attendants	4,730	\$11.92	\$24,788
43-1011	First-Line Supervisors/Managers of Office and Administrative Support Workers	4,340	\$23.56	\$49,018
13-2011	Accountants and Auditors	4,330	\$30.03	\$62,474
11-1021	General and Operations Managers	3,950	\$49.02	\$101,953
25-2021	Elementary School Teachers, Except Special Education	3,640	N/A	\$45,150
41-1011	First-Line Supervisors/Managers of Retail Sales Workers	3,080	\$19.20	\$39,932
41-3099	Sales Representatives, Services, All Other	2,960	\$24.51	\$50,983
49-9071	Maintenance and Repair Workers, General	2,670	\$16.85	\$35,054
37-3011	Landscaping and Groundskeeping Workers	2,650	\$10.96	\$22,801

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

*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.*



OMAHA

All people over the age of 15 who have been employed at any time are asked to designate on the American Community Survey the type of work normally done or the work performed most regularly. Occupations and types of work are then broken down into the following classes:

**Private Wage and Salary Workers**--Includes people who worked for wages, salary, commission, tips, pay-in-kind, or piece rates for a private-for-profit employer or a private-not-for-profit, tax-exempt, or charitable organization.

**Self-employed** people whose business was incorporated are included with private wage and salary workers because they are paid employees of their own companies. Some tabulations present data separately for these subcategories: "For profit," "Not-for-profit," and "Own business incorporated."

**Government Workers**--Includes people who are employees of any local, state, or federal governmental unit, regardless of the activity of the particular agency. For some tabulations, the data are presented separately for the three levels of government.

# CLASS OF WORKERS

	Omaha Consortium	%	Statewide	%
<b>Total:</b>	<b>265,927</b>	<b>100%</b>	<b>652,288</b>	<b>100%</b>
Male:	149,459	56.20%	376,796	57.77%
Private for-profit wage and salary workers:	116,919	43.97%	276,358	42.37%
Employee of private company workers	108,889	40.95%	253,816	38.91%
Self-employed in own incorporated business workers	8,030	3.02%	22,542	3.46%
Private not-for-profit wage and salary workers	8,192	3.08%	18,557	2.84%
Local government workers	7,883	2.96%	22,128	3.39%
State government workers	4,107	1.54%	15,213	2.33%
Federal government workers	5,387	2.03%	9,438	1.45%
Self-employed in own not incorporated business workers	6,872	2.58%	34,497	5.29%
Unpaid family workers	99	0.04%	605	0.09%
Female:	116,468	43.80%	275,492	42.23%
Private for-profit wage and salary workers:	80,292	30.19%	177,335	27.19%
Employee of private company workers	78,448	29.50%	172,163	26.39%
Self-employed in own incorporated business workers	1,844	0.69%	5,172	0.79%
Private not-for-profit wage and salary workers	15,488	5.82%	35,606	5.46%
Local government workers	8,813	3.31%	24,789	3.80%
State government workers	4,976	1.87%	17,246	2.64%
Federal government workers	2,926	1.10%	6,656	1.02%
Self-employed in own not incorporated business workers	3,832	1.44%	13,323	2.04%
Unpaid family workers	141	0.05%	537	0.08%

Source: U.S. Census Bureau, B24090: Sex of Class of Worker for the Full-Time, Year-Round Civilian Employed Population 16 Years and Over

*Self-Employed Workers*--Includes people who worked for profit or fees in their own unincorporated business, profession, or trade, or who operated a farm.

*Unpaid Family Workers*--Includes people who worked 15 hours or more without pay in a business or on a farm operated by a relative.

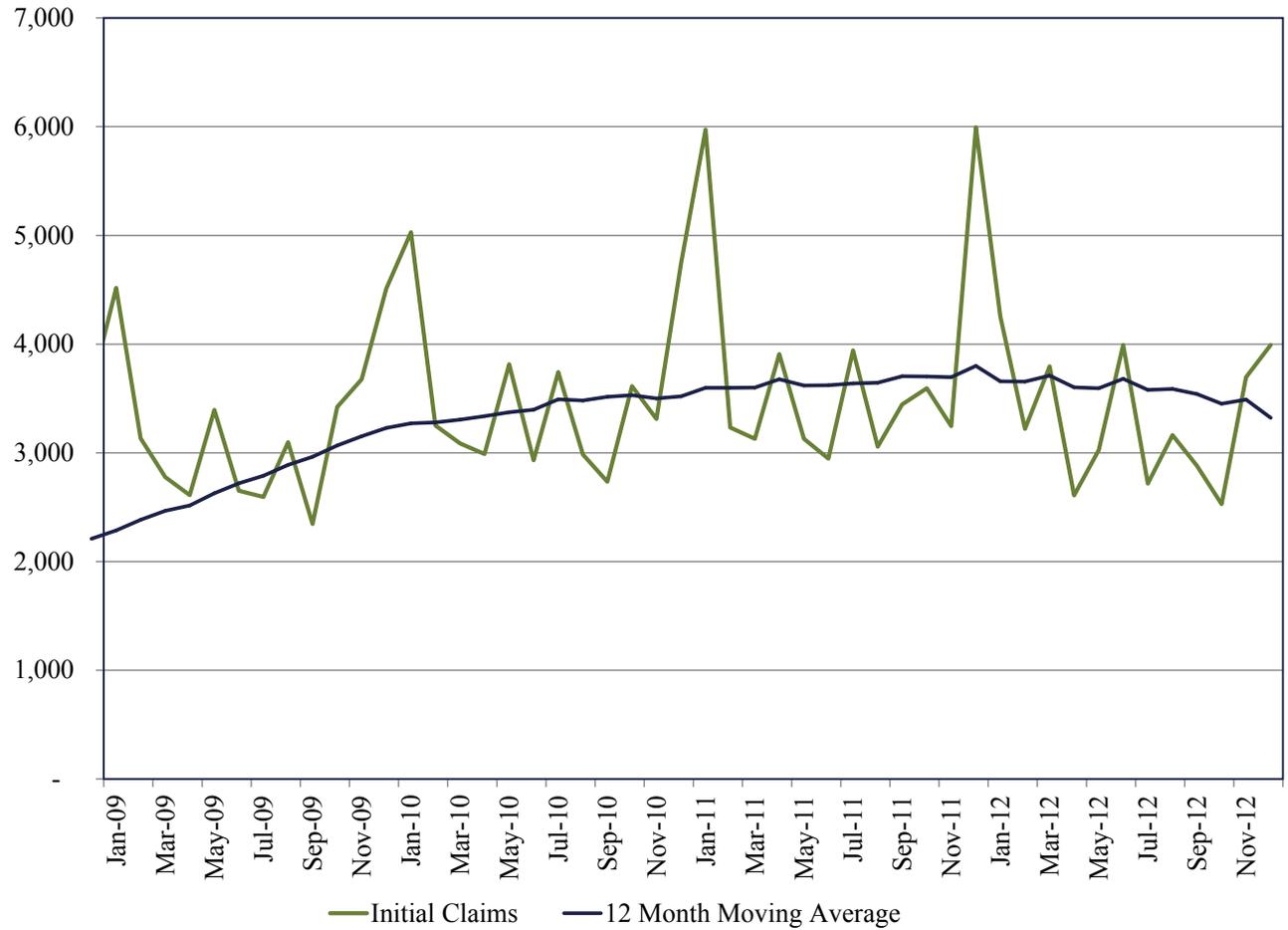


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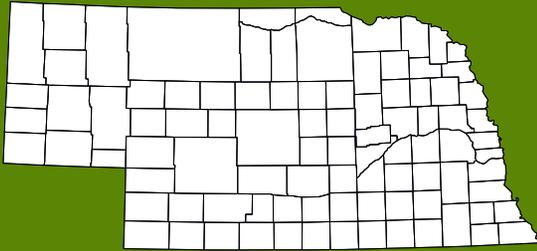
The Unemployment Insurance weekly claims data are used in current economic analysis of unemployment trends in the Nation, and in each State. Initial claims measure emerging unemployment and continued weeks claimed measure the number of persons claiming unemployment benefits.



# UI: INITIAL CLAIMS



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



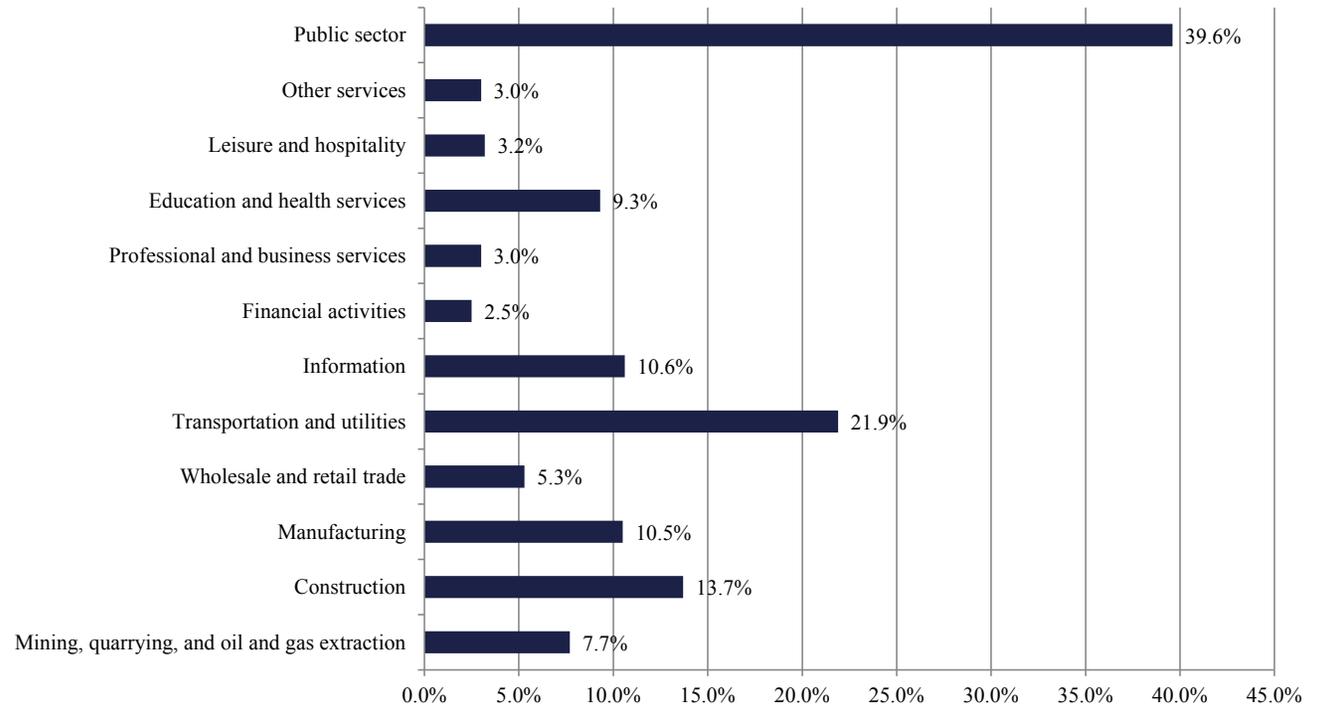
NEBRASKA STATEWIDE

The chart to 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.

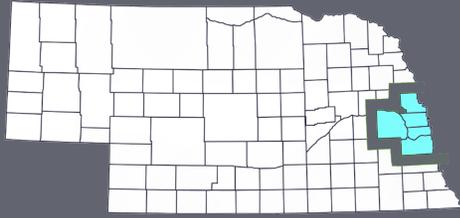


UNIONIZATION BY INDUSTRY



Source: Bureau of Labor Statistics, Union Members Summary, Released 2013

	2011	2012
Total Employed	828,000	864,000
Total Union Members	65,000	52,000
Percent Union Members	7.9%	6.0%
Total Representation by Unions	83,000	70,000
Percent Represented by Unions	10.0%	8.1%



OMAHA CONSORTIUM

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



# LONG-TERM INDUSTRY EMPLOYMENT PROJECTIONS 2010-2020

Industry	2010 Annual Employment	2020 Projected Employment	Change in Employment 2010-2020	Percent Change (%)	Compound Annual Growth Rate (%)
Agriculture, Forestry, and Fishing	3,543	3,390	-153	-4.3%	-0.44%
Mining	252	334	82	32.5%	2.86%
Utilities (including private + local)	3,911	4,301	390	10.0%	0.96%
Construction	19,878	25,236	5,358	27.0%	2.42%
Manufacturing	26,203	27,889	1,686	6.4%	0.63%
Wholesale Trade	16,898	17,900	1,002	5.9%	0.58%
Retail Trade	43,570	46,634	3,064	7.0%	0.68%
Transportation and Warehousing	23,065	27,087	4,022	17.4%	1.62%
Information	10,680	11,361	681	6.4%	0.62%
Finance and Insurance	34,582	36,604	2,022	5.9%	0.57%
Real Estate and Rental and Leasing	5,154	5,470	316	6.1%	0.60%
Professional, Scientific, and Technical Services	26,988	32,348	5,360	19.9%	1.83%
Management of Companies and Enterprises	11,155	12,266	1,111	10.0%	0.95%
Administrative & Waste Management Services	24,850	30,115	5,265	21.2%	1.94%
Educational Services (including state and local gov)	40,954	45,887	4,933	12.1%	1.14%
Health Care and Social Assistance	53,129	63,157	10,028	18.9%	1.74%
Arts, Entertainment, and Recreation	6,310	7,054	744	11.8%	1.12%
Accommodation and Food Services	30,652	33,443	2,791	9.1%	0.88%
Other Services (except Government)	15,919	17,132	1,213	7.6%	0.74%
Government	21,980	22,574	594	2.7%	0.27%
<b>Total</b>	<b>419,673</b>	<b>470,182</b>	<b>50,509</b>	<b>12.0%</b>	<b>1.14%</b>

Source: Nebraska Department of Labor, Office of Labor Market Information, Released 2012

*Industry projections are developed by combining employment time series data with current economic indicators. These past trends are examined and knowledge of current trends in the economy are applied to develop projections for the future. Industries are classified by the North American Industry Classification System (NAICS). The lowest level of detail that projections are produced for is the three digit NAICS level or sub-sector. Industries at the three digit level add up to the two digit level called a sector. These sectors then further add up to super-sectors.*



OMAHA CONSORTIUM

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.

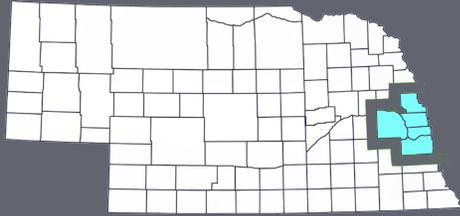


# LONG-TERM OCCUPATIONAL EMPLOYMENT PROJECTIONS 2010-2020

	2010 Est. Employment	2020 Proj. Employment	Growth Openings	Replacement Openings	Total Openings	Numeric Change	Percent Change (%)
Management Occupations	18,863	20,316	1,537	3,889	5,426	1,453	7.7%
Business and Financial Operations Occupations	26,960	30,990	4,053	5,626	9,679	4,030	15.0%
Computer and Mathematical Occupations	17,822	21,039	3,217	3,235	6,452	3,217	18.1%
Architecture and Engineering Occupations	6,086	6,744	669	1,309	1,978	658	10.8%
Life, Physical, and Social Science Occupations	2,746	3,136	390	795	1,185	390	14.2%
Community and Social Service Occupations	6,158	7,411	1,253	1,359	2,612	1,253	20.4%
Legal Occupations	2,768	2,883	158	480	638	115	4.2%
Education, Training, and Library Occupations	27,612	30,998	3,386	5,776	9,162	3,386	12.3%
Arts, Design, Entertainment, Sports, and Media Occupations	8,769	9,569	830	2,300	3,130	800	9.1%
Healthcare Practitioners and Technical Occupations	27,550	31,815	4,265	5,439	9,704	4,265	15.5%
Healthcare Support Occupations	10,980	13,163	2,183	1,582	3,765	2,183	19.9%
Protective Service Occupations	7,104	7,953	849	1,982	2,831	849	12.0%
Food Preparation and Serving Related Occupations	33,640	37,019	3,462	12,441	15,903	3,379	10.0%
Building and Grounds Cleaning and Maintenance Occupations	13,805	15,538	1,740	2,492	4,232	1,733	12.6%
Personal Care and Service Occupations	16,591	19,235	2,644	4,082	6,726	2,644	15.9%
Sales and Related Occupations	50,853	54,897	4,044	15,076	19,120	4,044	8.0%
Office and Administrative Support Occupations	75,915	81,089	6,064	16,819	22,883	5,174	6.8%
Farming, Fishing, and Forestry Occupations	2,261	2,169	14	681	695	-92	-4.1%
Construction and Extraction Occupations	21,855	26,079	4,226	4,978	9,204	4,224	19.3%
Installation, Maintenance, and Repair Occupations	17,642	19,650	2,010	4,026	6,036	2,008	11.4%
Production Occupations	21,660	23,247	1,853	4,735	6,588	1,587	7.3%
Transportation and Material Moving Occupations	35,912	41,108	5,220	8,797	14,017	5,196	14.5%
<b>Total, All Occupations</b>	<b>453,552</b>	<b>506,048</b>	<b>54,067</b>	<b>107,899</b>	<b>161,966</b>	<b>52,496</b>	<b>11.6%</b>

Source: Nebraska Department of Labor, Office of Labor Market Information, Released 2012

*Growth and replacement openings help to paint a picture of the two major components of employment change. Growth openings refer to the number of jobs created by economic expansion. Replacement openings are created by people permanently leaving the labor force through death, retirement, disability, or by transfer to another occupation. The total number of openings comes from adding together growth and replacement openings.*



OMAHA CONSORTIUM

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 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	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	***	***	***	-5.3%
Construction	Plumbers, Pipefitters, and Steamfitters	2,120	2,646	526	24.8%
Manufacturing	Meat, Poultry, and Fish Cutters and Trimmers	1,441	1,770	329	22.8%
Trade, Transportation, and Utilities	Heavy and Tractor-Trailer Truck Drivers	***	***	***	22.7%
Information	Software Developers, Applications	***	***	***	8.6%
Financial Activities	Customer Service Representatives	3,522	3,796	274	7.8%
Professional and Business Services	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	3,457	3,874	417	12.1%
Education and Health Services	Registered Nurses	9,455	10,779	1,324	14.0%
Leisure and Hospitality	Waiters and Waitresses	7,636	8,287	651	8.5%
Other Services (Except Government)	Hairdressers, Hairstylists, and Cosmetologists	971	1,174	203	20.9%
Government	Police and Sheriff's Patrol Officers	***	***	***	5.8%

Source: Nebraska Department of Labor, Office of Labor Market Information, Released 2012

*Industry projections data is merged with staffing patterns from the Bureau of Labor Statistics' Occupational Employment (OES) program to create an industry-occupational matrix. This matrix shows the ratios of employment by occupation in a specific industry and is used to make projections for occupations based on these ratios.*

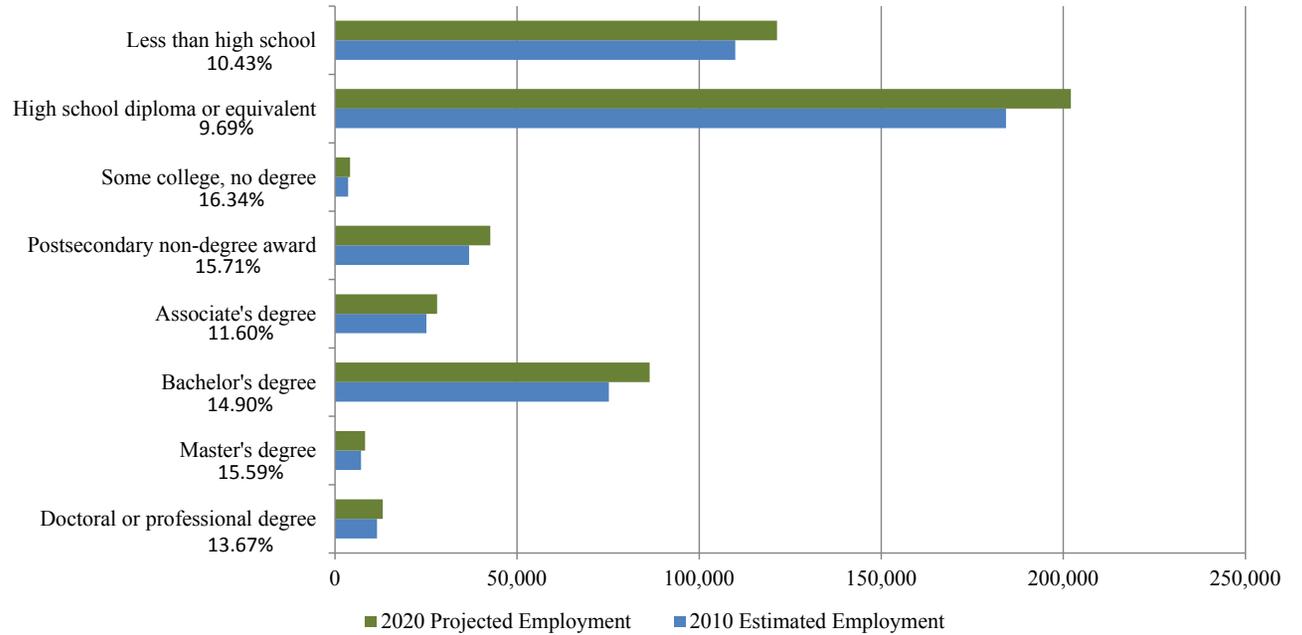


OMAHA CONSORTIUM

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 eight educational and training categories that are determined by the level most often required for that occupation, sometimes an employer will require more or less.

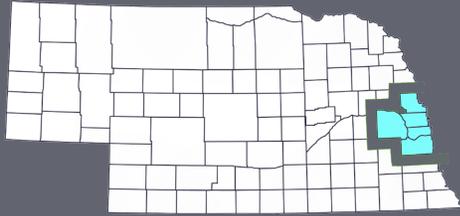


# PROJECTED EMPLOYMENT CHANGE BY EDUCATION LEVEL 2010-2020



Source: Nebraska Department of Labor, Office of Labor Market Information, Released 2012

*Projections data by education and training levels is valuable to training officials, education planners, vocational and employment counselors, students, and jobseekers. It can be utilized to determine what levels of training will be required in the future and how to plan accordingly to meet these needs.*



OMAHA CONSORTIUM

H3 occupations are jobs 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 20 high wage, skill and demand occupations.

For up-to-date H3 job listings and more information, please visit our collaborative website [h3.ne.gov](http://h3.ne.gov).

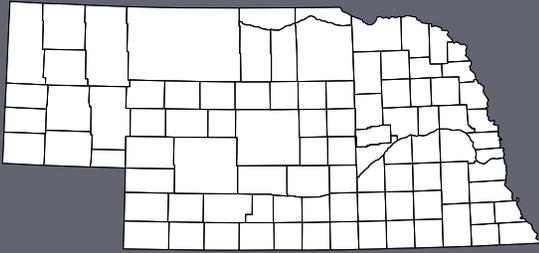


# H3 OCCUPATIONS

SOC Title	Avg Annual Openings	Numeric Change	Percent Change	Avg Hourly Wage	Avg Annual Wage	Education	Work Experience	Job Training
Heavy and Tractor-Trailer Truck Drivers	***	***	21.8%	NA	NA	Postsecondary non-degree award	1 to 5 years	Short-term on-the-job training
Registered Nurses	***	***	13.4%	\$29.56	\$61,483	Associate's degree	None	None
Market Research Analysts and Marketing Specialists	120	685	35.1%	\$32.39	\$67,368	Bachelor's degree	None	None
Accountants and Auditors	163	591	12.2%	\$33.27	\$69,199	Bachelor's degree	None	None
Carpenters	144	625	16.1%	\$17.75	\$36,927	High school diploma or equivalent	None	Apprenticeship
Plumbers, Pipefitters, and Steamfitters	***	***	20.1%	\$27.72	\$57,660	High school diploma or equivalent	None	Apprenticeship
Elementary School Teachers, Except Special Education	138	487	12.0%	NA	\$46,324	Bachelor's degree	None	Internship/residency
Network and Computer Systems Administrators	93	537	23.4%	\$35.33	\$73,487	Bachelor's degree	None	None
Software Developers, Applications	***	***	19.3%	\$36.44	\$75,799	Bachelor's degree	None	None
Computer Systems Analysts	100	498	18.6%	\$35.68	\$74,218	Bachelor's degree	None	None
Software Developers, Systems Software	***	***	29.9%	\$40.63	\$84,510	Bachelor's degree	None	None
Electricians	106	416	17.5%	\$22.42	\$46,646	High school diploma or equivalent	None	Apprenticeship
Business Operations Specialists, All Other	89	321	10.9%	\$34.49	\$71,741	High school diploma or equivalent	Less than 1 year	Long-term on-the-job training
Management Analysts	73	345	14.6%	\$38.22	\$79,498	Bachelor's degree	1 to 5 years	None
Information Security Analysts, Web Developers, and Computer Network Architects	63	344	17.4%	\$37.03	\$77,018	Bachelor's degree	1 to 5 years	None
Public Relations Specialists	81	306	16.4%	\$22.71	\$47,250	Bachelor's degree	None	Moderate-term on-the-job training
Human Resources, Training, and Labor Relations Specialists, All Other	***	***	17.5%	\$28.18	\$58,603	Bachelor's degree	None	None
Secondary School Teachers, Except Special and Career/Technical Education	***	***	11.6%	NA	\$48,403	Bachelor's degree	None	Internship/residency
Licensed Practical and Licensed Vocational Nurses	***	***	18.1%	\$19.58	\$40,715	Postsecondary non-degree award	None	None
Training and Development Specialists	48	267	21.8%	\$26.06	\$54,222	Bachelor's degree	None	None

Source: Nebraska Department of Labor, Office of Labor Market Information, Released 2012

*H3 Occupations are defined as High Wage, High Demand and High Skill. High wage is determined when an occupation has wages at or above the median. High demand is determined by the number of annual openings, the net change in employment, and the growth rate for the specific occupation. High Skill is defined as occupations which require some form of training and education beyond high school. All three factors must be present to be an H3 Occupation.*

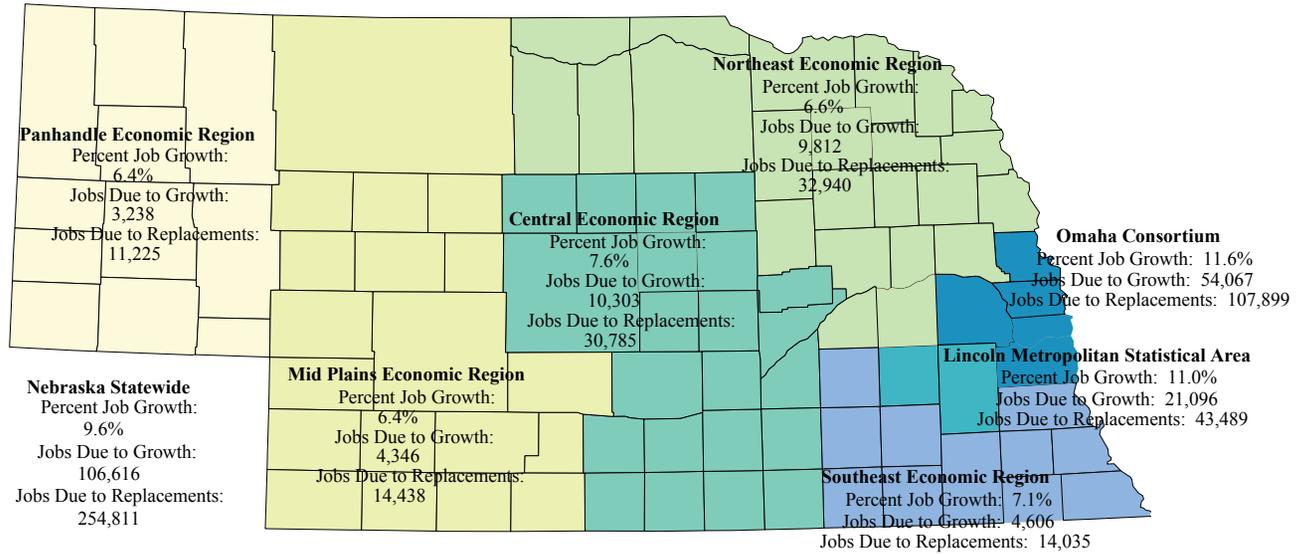


NEBRASKA STATEWIDE

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.



# PROJECTED EMPLOYMENT CHANGE BY REGION 2010-2020



Source: Nebraska Department of Labor, Office of Labor Market Information, Released 2012

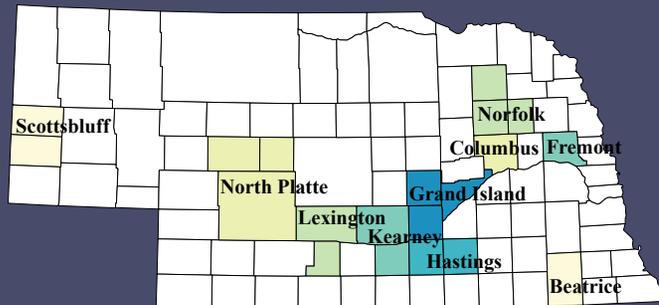
*Long-term projections are produced every two years and short-term projections are produced every year. Projections are available for Nebraska's seven Economic Regions including the Omaha Consortium and Lincoln MSA. While projections are an excellent source of information, it is important to keep in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

## AREA DEFINITIONS

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

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

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



### Micropolitan Statistical Areas

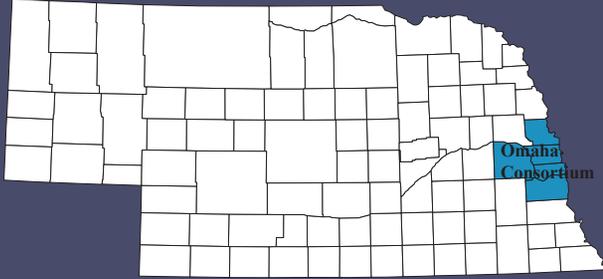
Micropolitan Statistical Areas (MC) are defined as a core population of between 10,000 and 50,000 residents, as well as areas with a high degree of social and economic integration. In Nebraska, there are ten micropolitan statistical areas which can be seen on the map to the left.

### Metropolitan Statistical Areas

A Metropolitan Statistical Area (MSA) 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



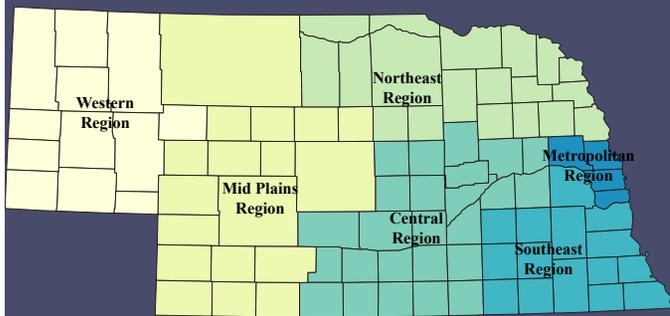
## Omaha Consortium

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 MSA, and Omaha Consortium. The Lincoln MSA is comprised of Lancaster and Seward counties, and the Omaha Consortium is comprised of Cass, Douglas, Sarpy, Saunders and Washington counties. The other five regions are comprised of the remaining 86 counties in the state.



## Community College Regions

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

\*In some cases, census West North Central Division data has been used. This division includes Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota.

# CONTACT INFORMATION

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

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

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

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

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

Filing for Unemployment: Apply for unemployment insurance benefits at [networks.nebraska.gov](http://networks.nebraska.gov); click on File for Unemployment.  
(402) 458-2500

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

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

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

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

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

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

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