

Skills-Based Industrial Targeting: Matching Occupational Demand and Supply in Nebraska



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Abstract

The purpose of the analysis is to measure how closely Nebraska communities match the occupational and skills demands of postindustrial industries. Occupational similarity can be used by economic developers and policy officials in three ways.

First, ranking the similarity scores within a region provides a form of industry targeting that indicates which industries are best suited to the occupational and skills base in the region. Second, similarity scores can be used in business location decisions to place firms near workers with certain skills sets. Third, similarity scores can be used to target employee recruitment efforts towards areas with the appropriate mix of skilled workers. The Labor Similarity Index (LSI) is used to measure the similarity between the occupational demand of an industry and the occupational supply in a region. The LSI is a Gini coefficient that compares occupational demand and supply distributions and then normalizes the scores to the state average for easier interpretation. The LSI is calculated for over 30 industry groups and is presented spatially across 1,200 Nebraska communities.

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Table of Contents

Abstract, Author, and Copyright.....	2
Introduction.....	4
Data and Methods.....	6
Labor Similarity Index.....	8
Industrial Agriculture and Mining.....	10
Utilities and Construction.....	14
Manufacturing.....	17
Wholesale and Retail Trade.....	20
Transportation and Warehousing.....	23
Information and Telecommunications.....	26
Finance and Insurance.....	29
Real Estate, Rental, and Leasing.....	32
Professional, Technical, and Scientific Services.....	35
Management and Administrative Support Services.....	41
Education, Health Care, and Social Assistance.....	44
Entertainment, Recreation, Accommodation, and Food Services.....	48
Repair, Maintenance, Personal, and Membership Services.....	52
References.....	55
Appendix.....	56
For More Information.....	57

Introduction

This analysis provides an indicator of how closely Nebraska communities match the occupational and skills demands of postindustrial industries. So what is postindustrialism?

Our transition into the 21st century has brought many changes to our society, and one of the most commented upon is the changing economic base of the United States. A look at the headlines tells us of losses in manufacturing, fewer farms, outsourcing, and global trade talks; but it also tells us of growth in technology and advanced services, better communications, and advances in health care. By now it has been well documented that the economy of the United States is restructuring away from an industrial economy to a postindustrial one. This entails a shift in the core industries that drive the economy, away from manufacturing and agriculture, towards communications and advanced services.

The industrial economy was dominant throughout the 20th century until the 1970s. According to gross domestic product (GDP) data, in 1950 over one-half of GDP came from goods-producing industries, whereas only one-third came from services and the rest from structures (*Figure 1*). This economy operated around the mass production of homogenous products using inflexible technologies, like the assembly line. This necessitated the adoption of standardized work routines, which increased productivity through economies of scale and the de-skilling of labor. In turn, this created a market

for the homogenous products of the mass production industry, which resulted in the homogenous consumption patterns of industrial workers. However, starting in the 1960s the industrial economy began to shift in the United States and the developed world. By 2005, the goods-producing share of GDP had fallen to 31 percent, while the services-producing share had risen to nearly 60 percent (*Figure 1*).

What replaced the industrial economy was a new global economic system where production is exported to the less developed world while services are kept in the more developed world. Under this new economic system, called postindustrial capitalism, there is declining interest in the products of mass production and growing interest in specialized products, particularly those denoting status or quality. These specialized products require shorter production runs using smaller, more productive and technologically dependent systems. In addition, what is produced under postindustrialism is not only material objects, but also signs that have either cognitive content such as data or information, or aesthetic content such as style or popular media.

To maintain this fast changing and technology dependent production system, workers need more diverse skills and better training. Under postindustrialism, new production systems require workers to possess more diverse skills and better training in order to handle more demanding and sophisticated technologies. This makes it necessary for workers to have more responsibility and autonomy than they did under an industrial economy. This differentiation of labor is occurring in all industries, even in traditional manufacturing sectors. Given this differentiation of labor,

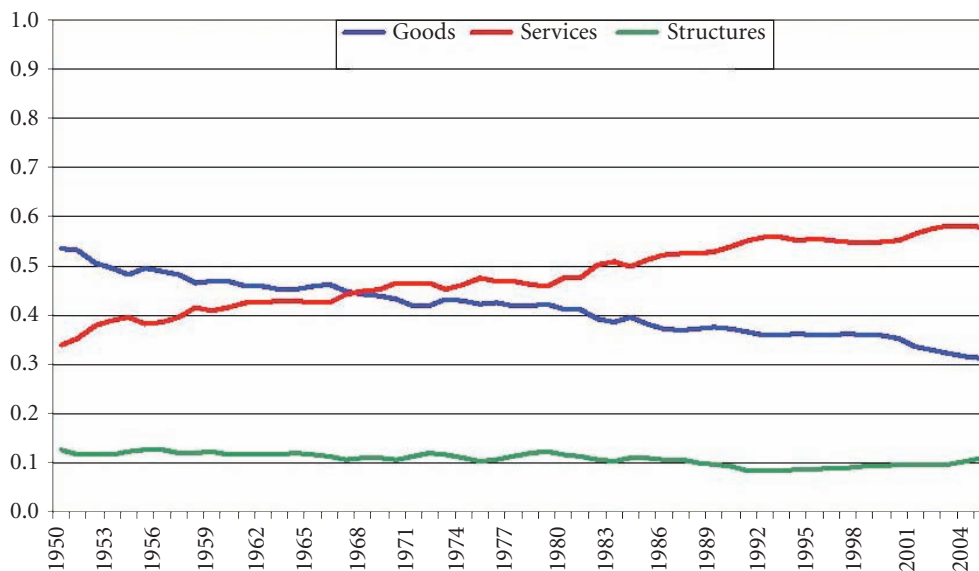


Figure 1. Share of gross domestic product by major type, 1950-2005.

Source: NPA, U.S. Bureau of Economic Analysis

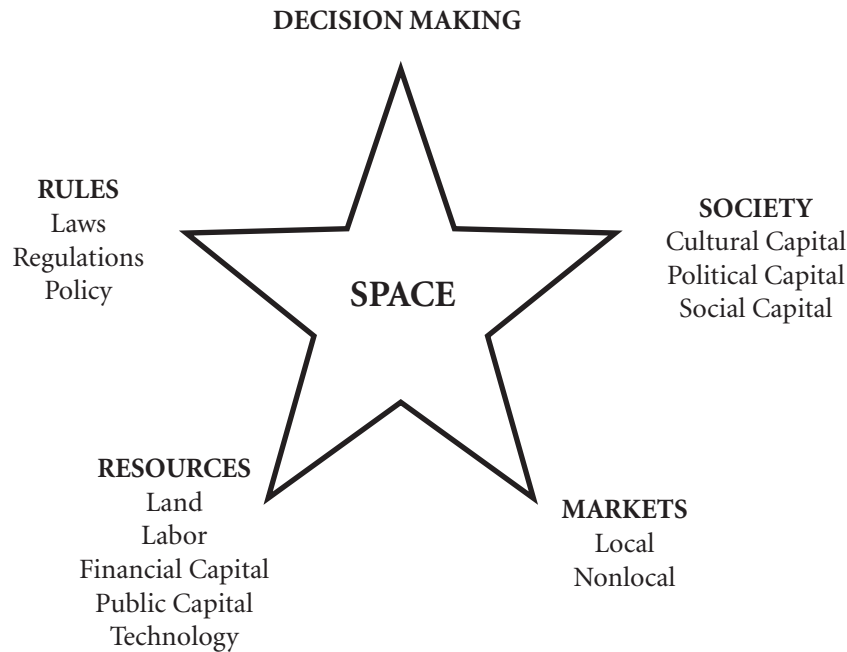


Figure 2. Shaffer's star of community economic development.

the skill and occupational mix of the workforce is a crucial consideration in determining an economic development strategy. A region's chance of successfully attracting a particular industry rests heavily with the occupational base in the community. Successful economic development partly rests with matching the available occupational base in the community with an industry's occupational demand. Therefore, it is imperative that policymakers at all levels of government understand the strengths and weaknesses of their occupational base compared to the new demands of postindustrial firms.

Occupations are often used as proxy measures for skills, knowledge, and abilities. Thus, high similarities between occupational demand and local supply also can be conceptualized as a high degree of match between skills required by business and the skills present in the local area. Occupational or skills similarity can be used by economic developers and policy officials in three main ways.

First, ranking the similarity scores within a region provides a form of industry targeting that indicates which industries are best suited to the occupational and skills base in the region. Second, similarity scores can be used in business location decisions to place firms near pools of needed workers with certain sets of skills. Third, similarity scores also can be used to target employee recruitment efforts towards areas with the appropriate mix of skilled labor, making recruitment efforts more successful. In all cases, it is useful to identify industries with high dissimilarity so that programs can be developed

which strengthen occupational skills in order to make the area more attractive to selected industries.

It is important to note that low occupational similarity does not necessarily mean that the region has poor quality occupations or skill levels. Different types of firms require different occupations and skills, and will locate to areas that best suit their labor needs. For example, accounting firms need large numbers of higher-skill business and financial jobs, while at the same time needing large numbers of lower-skill office and administrative jobs. Communities with large supplies of both occupations will exhibit high similarity scores, whereas communities with large shares of one and not the other will exhibit lower scores. In addition, some industries require such specialized labor that no community will show a high similarity between labor demand and supply.

It is also important to note that this analysis supplies only one piece of information in assessing a region's economic base. One useful way to think about a community's economic base is through a Schaffer's Star of Community Economic Development (*Figure 2*). At the center of the star is the community, and since most communities are defined spatially it is labeled space. The top three points of the star represent more broad concepts of economic development that include the societal context, rules, and how communities make decisions. The bottom two points represent more traditional economic concepts like resources and markets. This analysis provides information that addresses the labor resource issue for community economic development.

Data and Methods

One method to measure the similarity between the occupational or skill demand of an industry and the occupational or skill supply in a region is by using the Labor Similarity Index (LSI). The LSI is a Gini coefficient that compares occupational demand and supply distributions and then normalizes the scores to the national average for easier interpretation. LSI values greater than 0.0 indicate a greater occupational similarity or match between national industry demand and regional supply. This indicates that the region has the labor needed to support that industry, which may indicate a competitive advantage in terms of labor compared to the rest of

Nebraska. Conversely, LSI values less than 0.0 indicate a lower occupational similarity or dissimilarity between national industry demand and regional supply. This indicates that the region does not have the required labor needed to support that industry, thus education and training programs ought to be directed toward these labor gaps. Scores of 0.0 indicate that the region's occupational supply matches the state average.

Industry occupational demand is estimated using the industry staffing pattern data for the United States, taken from Occupational Employment Statistics (OES) produced by the U.S. Bureau of Labor Statistics. The OES program is a firm-level survey that covers all full-time and part-time wage and salary workers in nonfarm

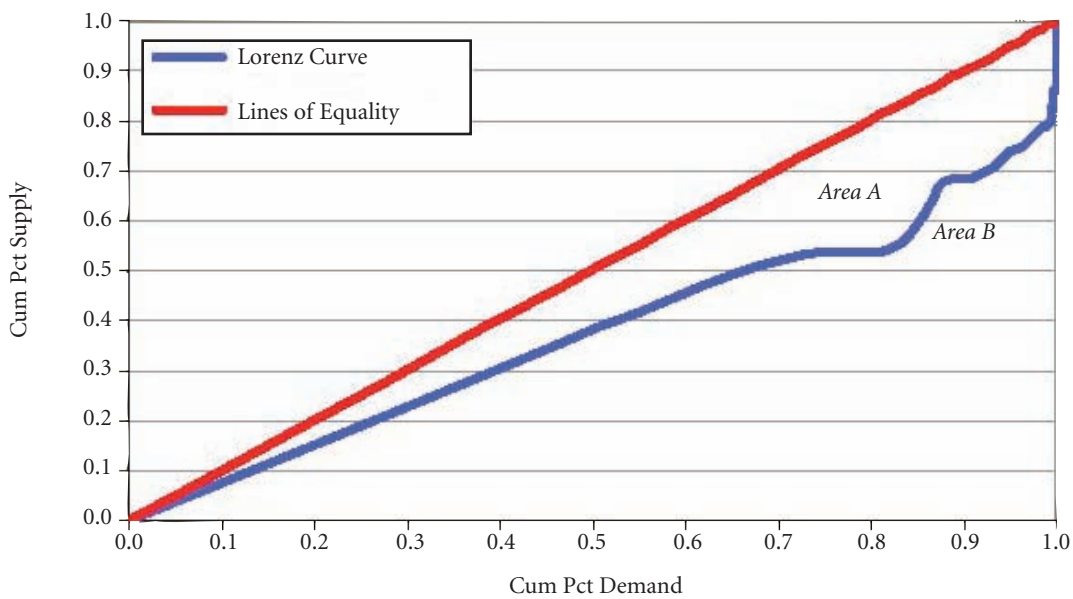


Figure 3. High similarity.

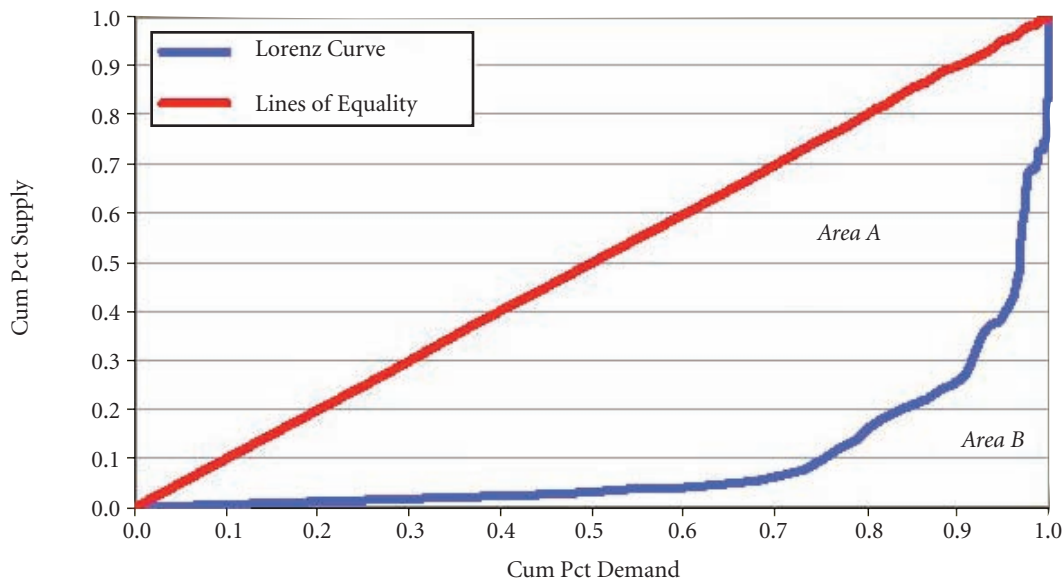


Figure 4. High dissimilarity.

industries. The survey does not cover the self-employed, owners of unincorporated firms, household workers, or unpaid family workers. Data for this analysis are from the November 2005 panel. Data are at the national level and are disaggregated by 24 occupational groups across 32 industry sectors. See the *Appendix* for a detailed description of the occupation and industry groups.

Regional occupational supply is estimated using civilian occupational employment data taken from the SF-3 tables of the 2000 U.S. Census. The SF-3 data consist of over 800 detailed tables of social, economic and housing characteristics compiled from a sample of approximately one-in-six households that received the Census 2000 long-form questionnaire. Census occupational data are for the employed civilian population aged 16 years and older, where employment counts are by place of residence and not by place of work. Thus the data reflect the occupations of area residents, not the types of occupations in local firms. Data are at the minor civil division level (which includes cities, townships and voting precincts) and are disaggregated by 24 occupational groups. To make the census and OES data more comparable, farmers were removed from the management occupation group. Also, civil divisions with fewer than 50 employed persons were removed from the analysis.

As stated before, the LSI is calculated using a Gini coefficient and then converting the coefficients to a standardized z-score for easier interpretation. The Gini coefficient represents the area of concentration between the Lorenz curve and the line of perfect equality, as it expresses a proportion of the area enclosed by the triangle defined by the line of perfect equality and the line of perfect inequality. In this case, the Lorenz curve is a graphical representation of the cumulative percentage of occupational supply and demand, ordered from the most important to least important occupations using the assumption that the largest industry demand ratios are an implicit ordering. The curve is compared with the line of equality, which is a graphical representation of the cumulative percentage of industry demand. In this usage the line of “equality” means that the values of X and Y are the same and follow the industry demand distribution. This differs from the typical line of perfect equality where the distribution is divided equally among all elements. *Figure 3* is an example of high equality or similarity and *Figure 4* is an example of high inequality or dissimilarity, where A represents the area of perfect equality and B represents the area of perfect inequality.

The LSI is calculated in two parts. First, a Gini coefficient (G) is calculated using the method presented in *Equation 1*. The coefficient ranges between zero and one, with scores of zero indicating a high occupational similarity (perfect equality) and scores of one indicating low similarity (perfect inequality). However, while Gini coef-

ficients are easy to interpret, they must be placed within some context or compared to some benchmark. Since no region will perfectly match a given industry in terms of occupational structure, it is not logical to use the perfect line of equality as the benchmark. Pragmatically, one wishes to know how a particular Gini coefficient compares to the average region in order to make meaningful comparisons. The second part of the LSI calculation converts the Gini coefficients into standardized z-scores using the statewide mean and standard deviation; and then the values were inverted to make the normalized scores more intuitive. The LSI formula is presented in *Equation 1*.

Equation 1.

$$(1) \quad LSI_{ir} = \frac{\left(\frac{G_{ir} - G_{is}}{\sqrt{\frac{\sum (G_{ir} - G_{is})^2}{N}}} \right)}{-1}$$

$$G = \left| 1 - \sum_{j=0}^N (\sigma Y_{j-1} + \sigma Y_j) (\sigma X_{j-1} - \sigma X_j) \right|$$

Where:

i is the industry

r is the region

s is the state

G is the Gini coefficient

N is the number of elements

σX is the ranked cumulative distribution of occupational demand

σY is the ranked cumulative distribution of occupational supply

Using the Gini coefficient in the LSI calculation has the advantage of explicitly incorporating the importance of certain occupations over others through the rank ordering of occupational demand and supply. In fact, one assumption of Lorenz curves is that all elements must be ordered by importance. Another advantage is that the LSI produces more accurate similarity scores since it compares two rank-ordered distributions. Other labor similarity measures, like the Skills Mismatch Index, simply sum up differences across all occupations regardless of their importance. This method can produce misleading similarity scores, where the summed differences are low but in all the wrong occupations.

However, because of limited data specificity, the LSI has two major drawbacks. First, there is not enough occupational detail to adequately measure regional supply. The U.S. Census only breaks down occupational employment into 24 groups, which does not provide enough detail for precise matching. For example, there is only one group for production occupations which cover a whole range of high and low skill jobs — from those producing semiconductors to production helpers. Second, the occupational supply data are not updated frequently enough to account for economic changes. The supply data used in this analysis are from the 2000 Census, which will not be updated for at least another five years.

Although more current and detailed occupation employment data exist, these usually provide little geographic specificity. For example, the U.S. Bureau of Labor Statistics produces annual detailed occupational employment estimates for Nebraska each year, but only seven sub-state regions are reported, and much of the rural data are suppressed. In short, as long as users of this report understand the limitations of the data, the LSI is a good measure of the similarity between the occupational demand of an industry and the occupational supply in a localized region.

Labor Similarity Index

Before presenting the Labor Similarity Index (LSI) scores for Nebraska, it is important to demonstrate how this information can be used by local decision makers in the public and private sectors.

As stated before, the LSI provides a measure of how well a community's local labor supply matches the occupational and skills demand of a particular industry. This similarity information is useful in local economic development efforts because it can be used for industrial targeting, business location decisions, and employee recruitment efforts. Again, it is important to note that labor similarity scores only provide one piece of information needed to assess a community's potential for attracting and retaining businesses.

First, ranking the LSI scores within a community provides a form of industry targeting that indicates which industries are best suited to the occupational and skills base in the region. Local economic development officials can use this information to guide industry targeting and recruitment efforts towards industries that match the local labor supply and skills base.

For example, assume that the city of Seward, Nebraska is interested in knowing what types of industries the community can support given its local skills

base. By ranking the LSI scores for Seward (*Figure 5*) we find a highly diversified skills base that could accommodate almost any industry. Looking at the highest LSI scores, Seward's local occupational supply is best matched to the *Educational Services* and *Social Assistance* industries. Conversely, Seward's skill base does not match the *Industrial Agriculture, Forestry, and Fishing* industry. Although this finding may seem counterintuitive, this industry only includes larger scale industrial production of agricultural and forestry commodities primarily employing wage workers. It does not include owner-operated farm proprietors, since the industry demand data only cover establishments employing wage workers. In general, the LSI scores indicate that Seward's labor base is best suited towards services-providing industries rather than goods-producing ones.

In this example, assume that Seward is interested in recruiting an information technology firm to the area. One development question that needs to be answered before proceeding is whether Seward has the necessary skills base to attract such a firm. If not, it is likely that targeting efforts would be less successful. Seward's LSI score for the *Information* industry is 1.32, indicating a high degree of similarity between local occupational supply and industry demand. This means that Seward has the occupational base necessary to staff an information technology firm. The size of the labor base is another important factor to consider, since a community may have a high similarity score but only a small number of workers. Seward's local labor base is roughly 3,200, thus it is likely that the community is large enough to provide sufficient workers to support such a firm. Local economic development officials can incorporate this information into their efforts to promote Seward as a good information technology location, through marketing materials and discussions with potential firms.

Second, LSI scores can be used in business location decisions to place firms near pools of needed workers with certain sets of skills. For employers, some possible benefits might include reduced recruitment costs by being near qualified labor, and higher employee retention and satisfaction through reduced employee commuting costs. For workers, the possible benefits include reduced travel costs to work and greater job satisfaction being closer to home.

Continuing with the Seward example, assume that a warehousing firm wants to locate within Seward County. LSI scores can help local economic development officials assist the firm in finding a good location with adequate supplies of needed labor. Referring to the map in *Figure 6*, we see that highest labor similarity scores for the *Warehousing* industry are in western and southeastern Seward County, with both being located near major highways.

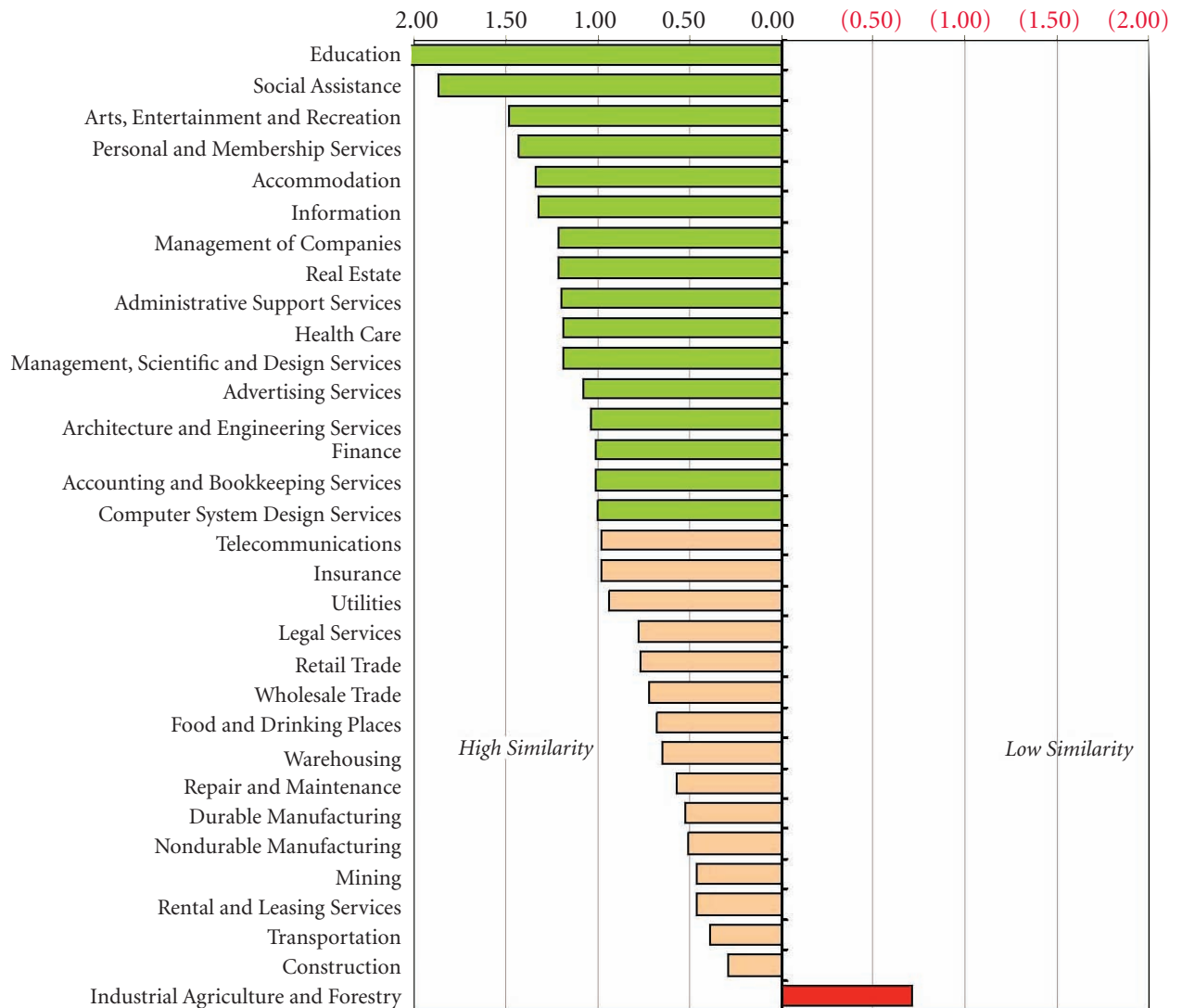


Figure 5. Ranked LSI scores for Seward, Nebraska.

Looking at the western possibilities, we find high labor similarity scores in Precincts D (1.07), E (1.12), and M (1.02) in Seward County, although these scores are on the lower tier of the high category. The combined local labor pool in these three precincts total nearly 900 workers, although Precinct D in the northwest corner of the county only contains 78 workers. By contrast, the southeastern part of Seward County has higher similarity scores and a larger labor pool. For example, Precincts J (1.45) and P (1.38) in Seward County and Middle Creek Precinct (1.32) in Lancaster County have LSI scores that are in the middle tier of the high category; while Dorchester Precinct in Saline County has one of the highest LSI scores in the state at 2.25. The combined local labor supply in the southeastern area totals nearly 1,200 workers, and on average has a much higher labor similarity score. Therefore, this information suggests that the best place for a warehousing firm to locate in terms

of labor similarity might be in southeastern Seward County, given that it can pull in sizable pools of workers with certain types of skills.

Lastly, similarity scores also can be used to target employee recruitment efforts towards areas with an appropriate mix of needed skills, which will likely make recruitment efforts more successful. Local economic developers can use this information to assist existing as well as new businesses in filling job openings.

Again using Seward as an example, assume that a company in the *Computer Systems Design Services* industry is wishing to expand its operations significantly. Often in this type of business, the biggest local barrier is finding qualified information technology workers. According to the LSI scores for Seward County, the areas that best match this industry are Precinct G (1.38) around the City of Seward and Precinct I (1.32) in the

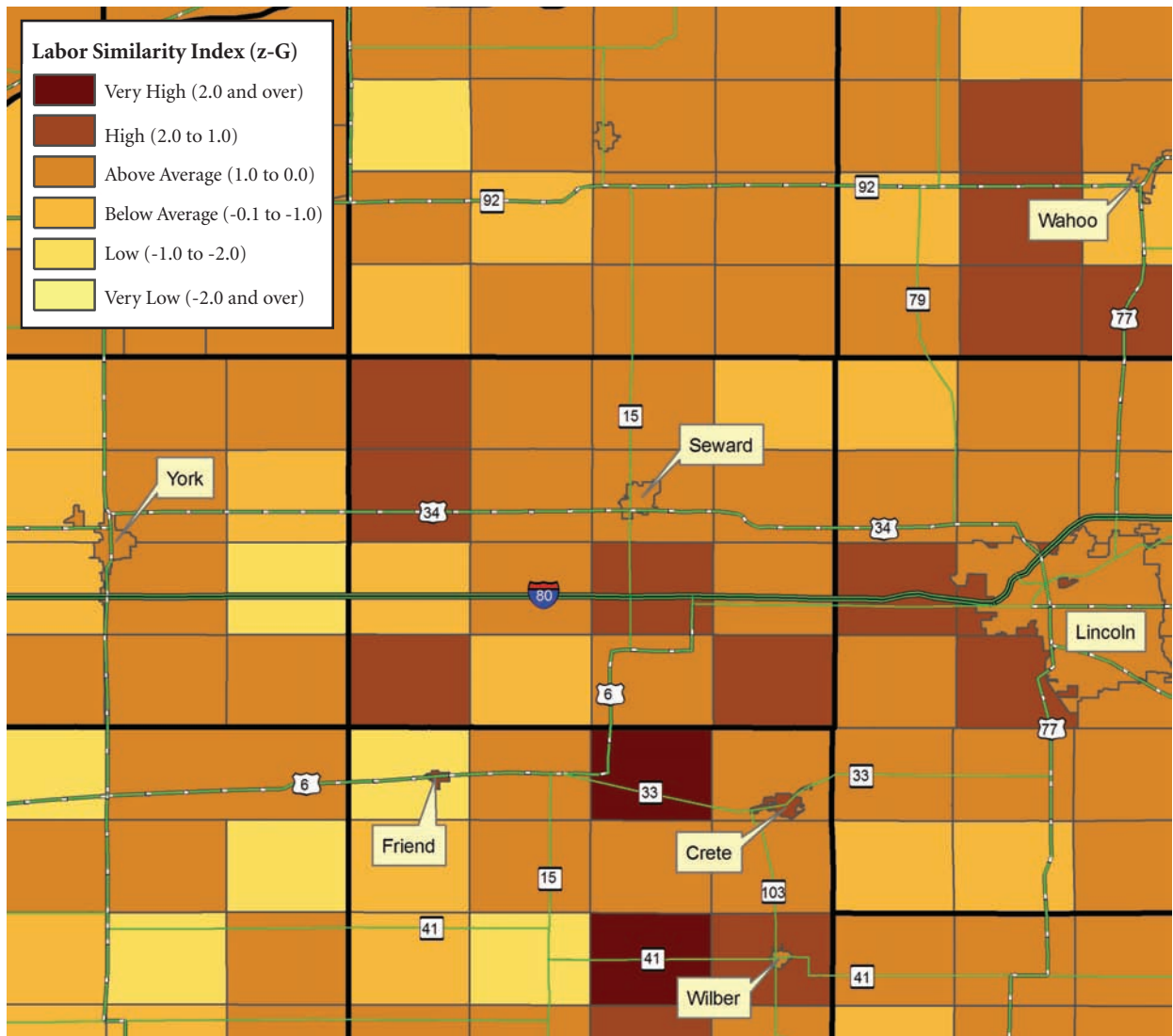


Figure 6. Warehousing labor similarity index for Seward, Nebraska.

east, with a combined labor pool of over 600 workers. This indicates that recruitment efforts in the Seward area would likely be successful. However, better matched labor pools exist just over the county line in western Lancaster County, especially in Denton (2.38) and Elk (2.16) precincts which contain over 1,200 workers. Along with the city of Lincoln (with an LSI score of 2.02 and over 125,000 workers), recruitment efforts to staff a information technology firm in Seward may be more successful if also targeted towards western Lancaster County and Lincoln.

Industrial Agriculture and Mining

The *Industrial Agriculture, Forestry, Fishing and Hunting* sector comprises establishments primarily engaged in growing crops, raising animals, harvesting timber, and harvesting fish and other animals from a industrial scale facility. However, this analysis excludes self-employed persons and owners of unincorporated firms. Thus, it only captures larger scale industrial operations that primarily hire wage workers. The sector distinguishes two basic activities: agricultural production and agricultural support activities. Agricultural

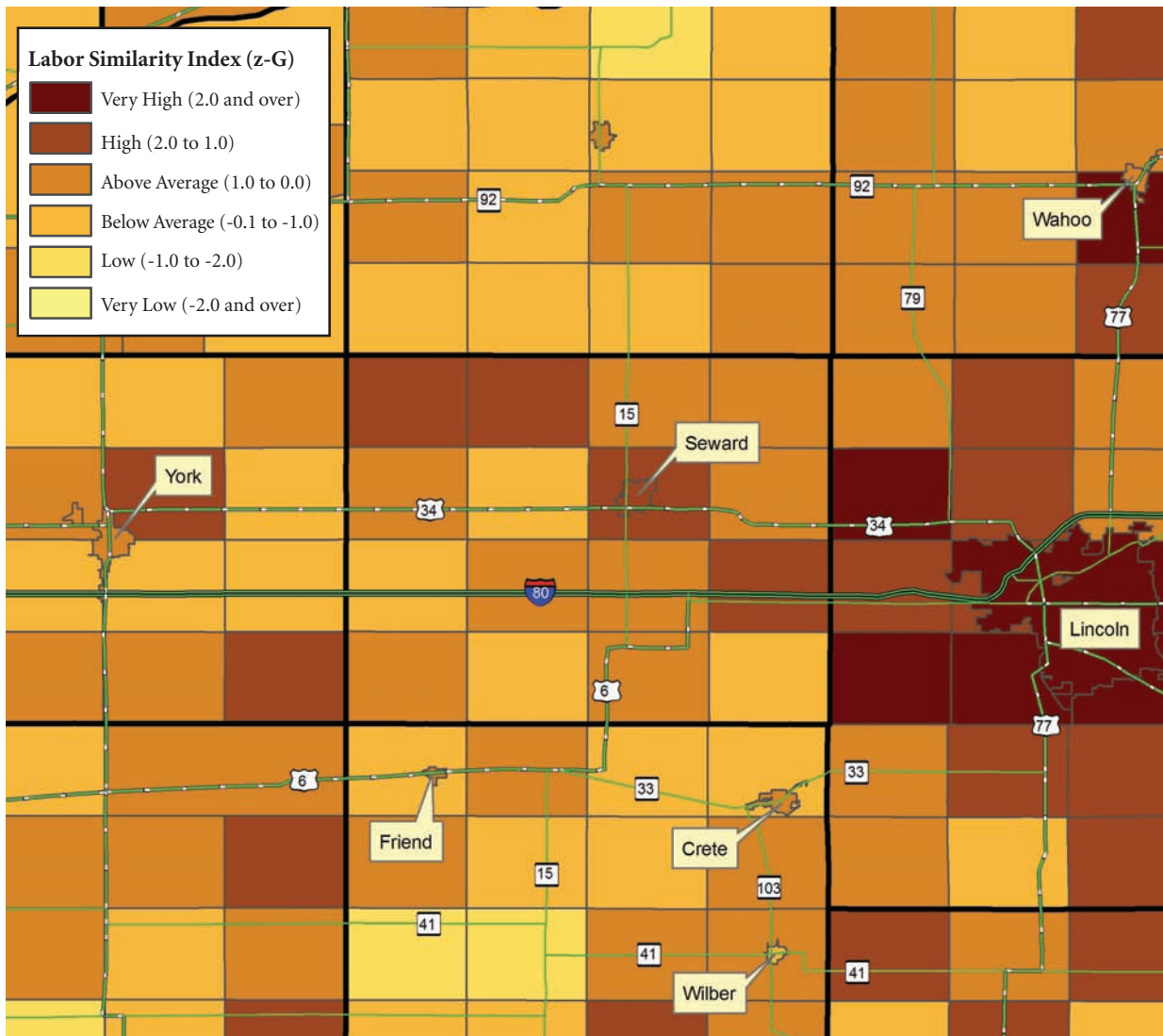


Figure 7. Computer systems design services labor similarity index for Seward, Nebraska.

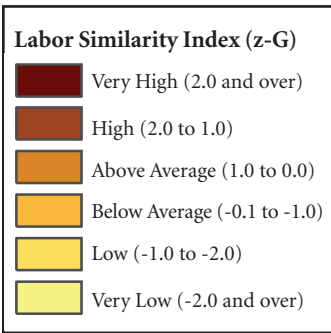
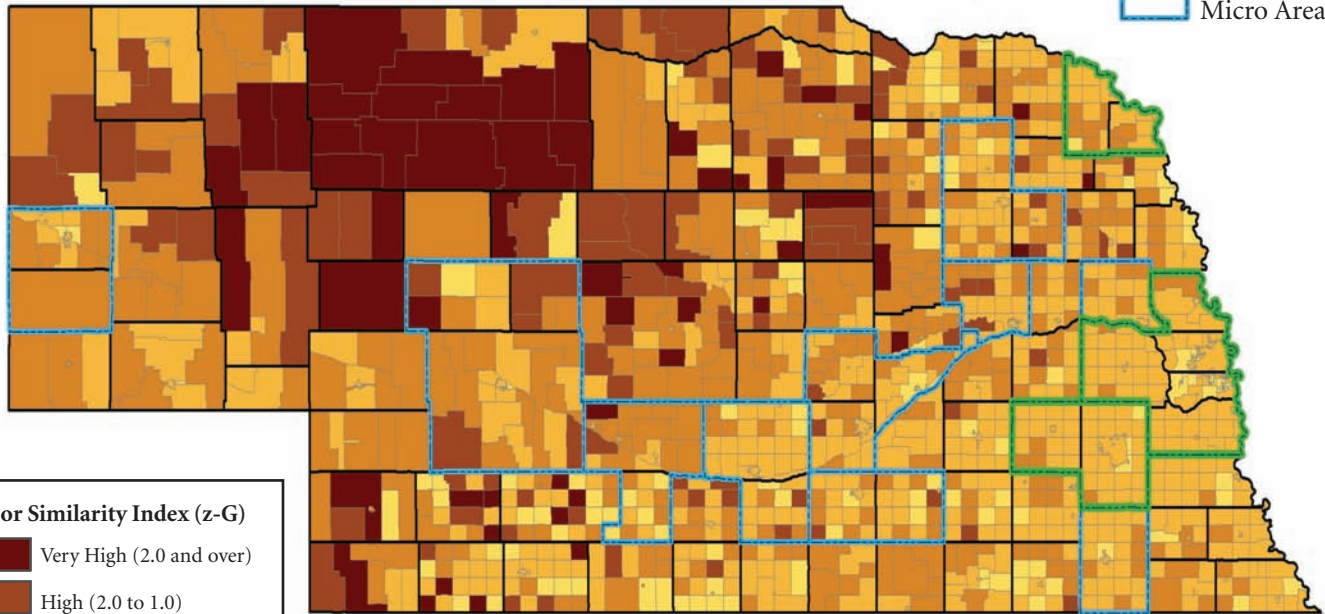
production includes establishments performing the complete farm or ranch operation. Agricultural support activities include establishments that perform one or more activities associated with farm operation, such as soil preparation, planting, harvesting, and management, on a contract or fee basis.

The *Mining* sector comprises establishments that extract naturally occurring mineral solids, such as coal and ores; liquid minerals, such as crude petroleum; and gases, such as natural gas. The term “mining” is used in the broad sense to include quarrying, well operations, beneficiating (e.g., crushing, screening, washing, and flotation), and other preparation customarily performed

at the mine site, or as a part of mining activity. Establishments in this sector are grouped and classified according to the natural resource mined or to be mined. The *Mining* sector distinguishes two basic activities: mine operation and mining support activities. Mine operation includes establishments operating mines, quarries, or oil and gas wells on their own account or for others on a contract or fee basis. Mining support activities include establishments that perform exploration (except geophysical surveying) and/or other mining services on a contract or fee basis (except mine site preparation and construction of oil/gas pipelines).

Labor Similarity Index Industrial Agriculture, Forestry, and Fishing

Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 11

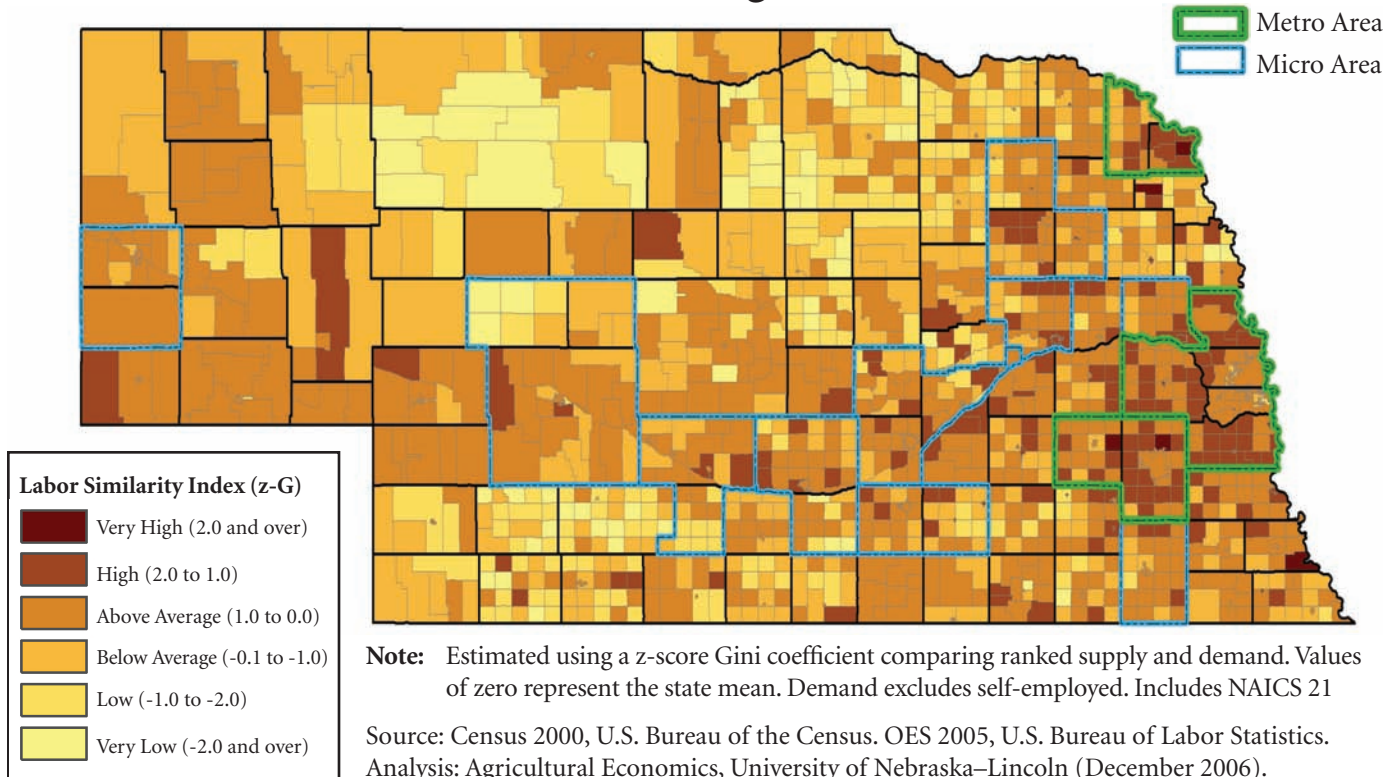
Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics. Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Farming, Fishing, and Forestry	68.18%	Farmworkers and laborers, crop Logging equipment operators
Transportation	7.04%	Truck drivers, heavy and tractor-trailer Truck drivers, light or delivery services
Material Moving	6.79%	Laborers and material movers, hand Industrial truck and tractor operators
Office and Administrative Support	5.67%	Office clerks, general Bookkeeping, accounting, and auditing clerks Secretaries, except legal, medical, and executive
Production	3.12%	Sawing machine operators, wood Packaging and filling machine operators

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Mining



Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Extraction	36.39%	Roustabouts, oil and gas Helpers—extraction workers Service unit operators, oil, gas, and mining Rotary drill operators, oil and gas Derrick operators, oil and gas
Construction	11.99%	Operating engineers, construction equipment Supervisors of construction and extraction workers Electricians Construction laborers
Office and Administrative Support	9.64%	Office clerks, general Bookkeeping, accounting, and auditing clerks Secretaries, except legal, medical, and executive
Production	9.62%	Petroleum pump system operators Crushing, and grinding machine operators Welders, cutters, solderers, and brazers
Material Moving	8.87%	Excavating and loading machine operators Wellhead pumpers Laborers and material movers, hand
Installation, Maintenance, and Repair	8.15%	Maintenance and repair workers, general Mobile heavy equipment mechanics, except engine Industrial machinery mechanics
Transportation	6.16%	Truck drivers, heavy and tractor-trailer

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Utilities and Construction

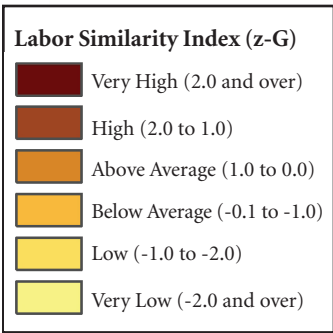
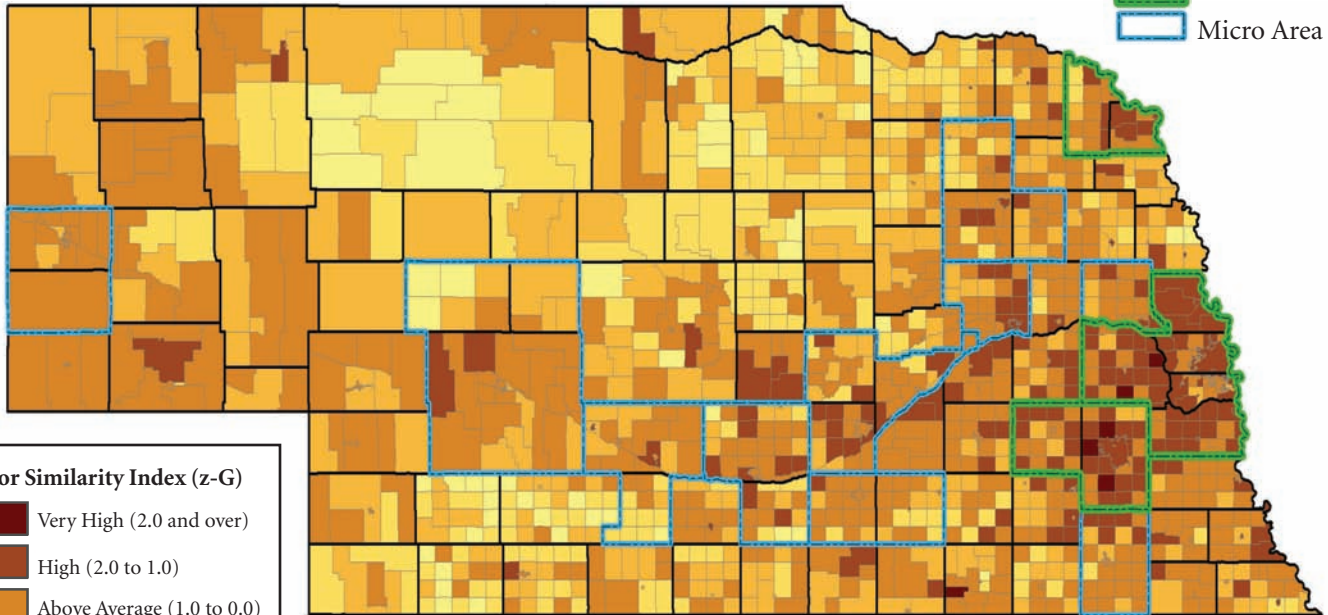
The *Utilities* sector comprises establishments that provide the following utility services: electric power, natural gas, steam supply, water supply, and sewage removal. Within this sector, the specific activities associated with the utility services provided vary by utility: electric power includes generation, transmission, and distribution; natural gas includes distribution; steam supply includes provision and/or distribution; water supply includes treatment and distribution; and sewage removal includes collection, treatment, and disposal of waste through sewer systems and sewage treatment facilities. Excluded from this sector are establishments primarily engaged in waste management services classified in NAICS 562, *Waste Management and Remediation Services*. These establishments also collect, treat, and dispose of waste materials; however, they do not use sewer systems or sewage treatment facilities.

The *Construction* sector comprises establishments primarily engaged in the construction of buildings or engineering projects (e.g., highways and utility systems). Establishments primarily engaged in the preparation of sites for new construction and establishments primarily

engaged in subdividing land for sale as building sites also are included in this sector. Construction work done may include new work, additions, alterations, or maintenance and repairs. Activities of these establishments generally are managed at a fixed place of business, but they usually perform construction activities at multiple project sites. Production responsibilities for establishments in this sector are usually specified in (1) contracts with the owners of construction projects (prime contracts) or (2) contracts with other construction establishments (subcontracts). Establishments primarily engaged in contracts that include responsibility for all aspects of individual construction projects are commonly known as general contractors, but also may be known as design-builders, construction managers, turnkey contractors, or (in cases where two or more establishments jointly secure a general contract) joint-venture contractors. Establishments primarily engaged in activities to produce a specific component (e.g., masonry, painting, and electrical work) of a construction project are commonly known as specialty trade contractors. Activities of specialty trade contractors are usually subcontracted from other construction establishments but, especially in remodeling and repair construction, the work may be done directly for the owner of the property.

Labor Similarity Index Utilities

Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 22

Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics.
 Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

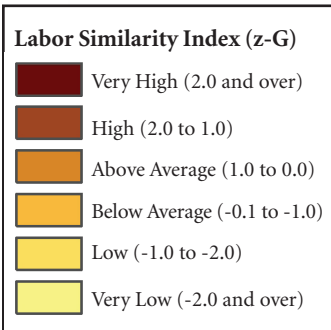
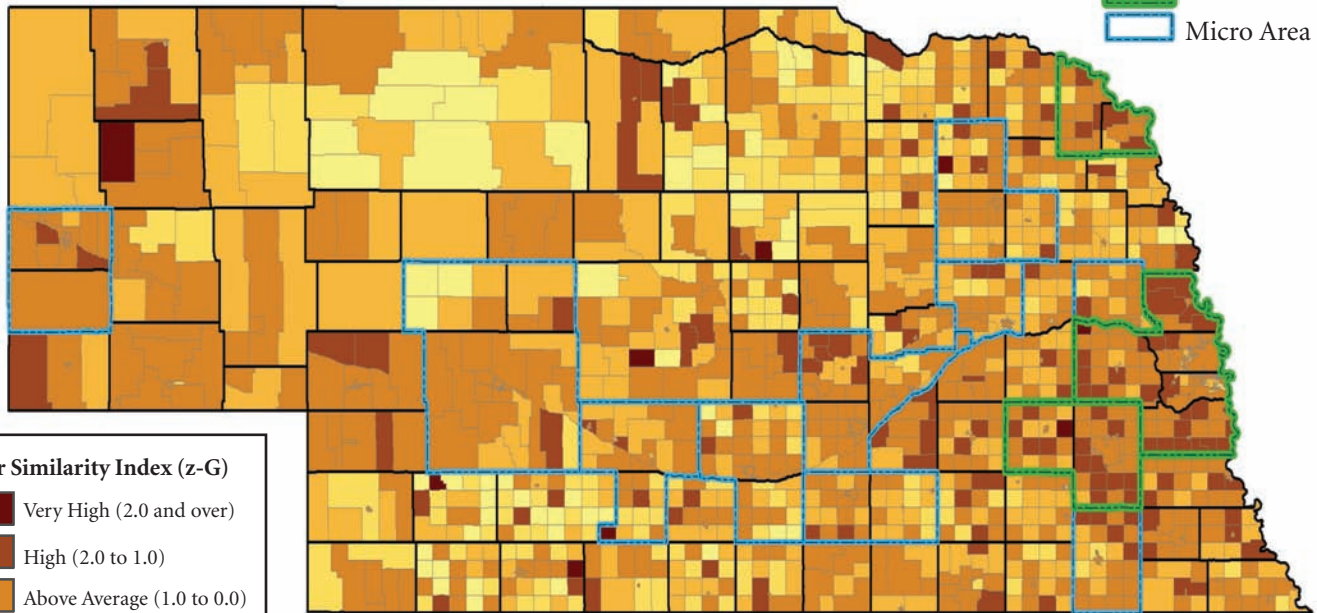
Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Installation, Maintenance, and Repair	27.06%	Electrical power-line installers and repairers Control and valve installers and repairers Electrical installers and repairers, powerhouse Supervisors of mechanics, installers, and repairers
Office and Administrative Support	21.59%	Customer service representatives Meter readers, utilities Office clerks, general Executive secretaries and administrative assistants
Production	13.68%	Power plant operators Water and waste treatment plant operators Supervisors of production and operating workers
Architecture and Engineering	8.51%	Electrical engineers Electrical and electronic engineering technicians Nuclear engineers
Business and Financial	6.48%	Business operations specialists, all other Accountants and auditors Management analysts
Construction	6.04%	Plumbers, pipefitters, and steamfitters Electricians
Management	5.66%	General and operations managers Engineering managers

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Construction

Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 23

Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics.
 Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Construction	66.48%	Carpenters Construction laborers Electricians Supervisors of construction and extraction workers Plumbers, pipefitters, and steamfitters Operating engineers, construction equipment Painters, construction and maintenance Cement masons and concrete finishers Drywall and ceiling tile installers Sheet metal workers Roofers Brickmasons and blockmasons
Office and Administrative Support	9.64%	Office clerks, general Bookkeeping, accounting, and auditing clerks Secretaries, except legal, medical, and executive Executive secretaries and administrative assistants
Installation, Maintenance and Repair	6.97%	Heating, AC, and refrigeration mechanics and installers Maintenance and repair workers, general Telecommunications line installers and repairers
Management	4.86%	Construction managers General and operations managers
Business and Financial	2.74%	Cost estimators

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

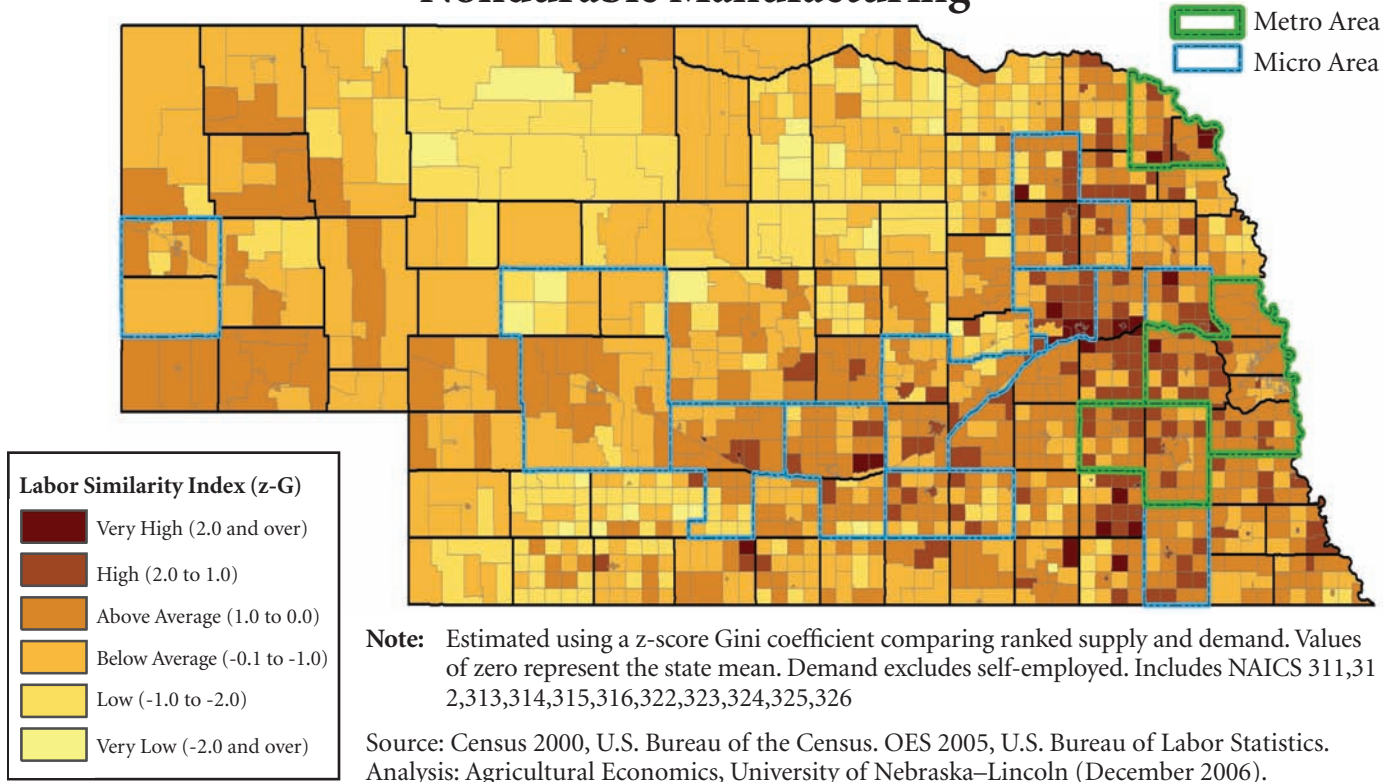
Manufacturing

The *Manufacturing* sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. The assembling of component parts of manufactured products is considered manufacturing. Establishments in the *Manufacturing* sector are often described as plants, factories, or mills and characteristically use power-driven machines and materials-handling equipment. However, establishments that transform materials or substances into new products by hand or in the worker's home and those engaged in selling to the general public products made on the same premises from which they are sold, such as bakeries, candy stores, and custom tailors, may also be included in this sector. Manufacturing establishments may process materials or may contract with other establishments to process their materials for them. Both types of establishments are included in manufacturing. The subsectors in the *Manufacturing* sector generally reflect distinct production processes related to material inputs, production equipment, and employee skills.

The distinction between *durable* and *nondurable* goods is their reusability over an extended period of time. In the case of goods, the distinction between acquisition and use is analytically important. It underlies the distinction between durable and nondurable goods extensively used in economic analysis. In fact, the distinction between durable and nondurable goods is not based on physical durability as such. Instead, the distinction is based on whether the goods can be used once only for purposes of production or consumption or whether they can be used repeatedly or continuously.

For example, coal is a highly durable good in a physical sense, but it can be burnt only once. A durable good is therefore defined as one which may be used repeatedly or continuously over a period of more than one year, assuming a normal or average rate of physical usage. A consumer durable is a good that may be used for purposes of consumption repeatedly or continuously over a period of a year or more. A qualifier that is sometimes added with respect to this "one year" criterion is that the goods in question must also retain a considerable part of their original value after the one year time period. Clothing, for example, although generally reusable for more than one year, retains very little of its resale value after that time, and, hence, is treated as nondurable.

Labor Similarity Index Nondurable Manufacturing

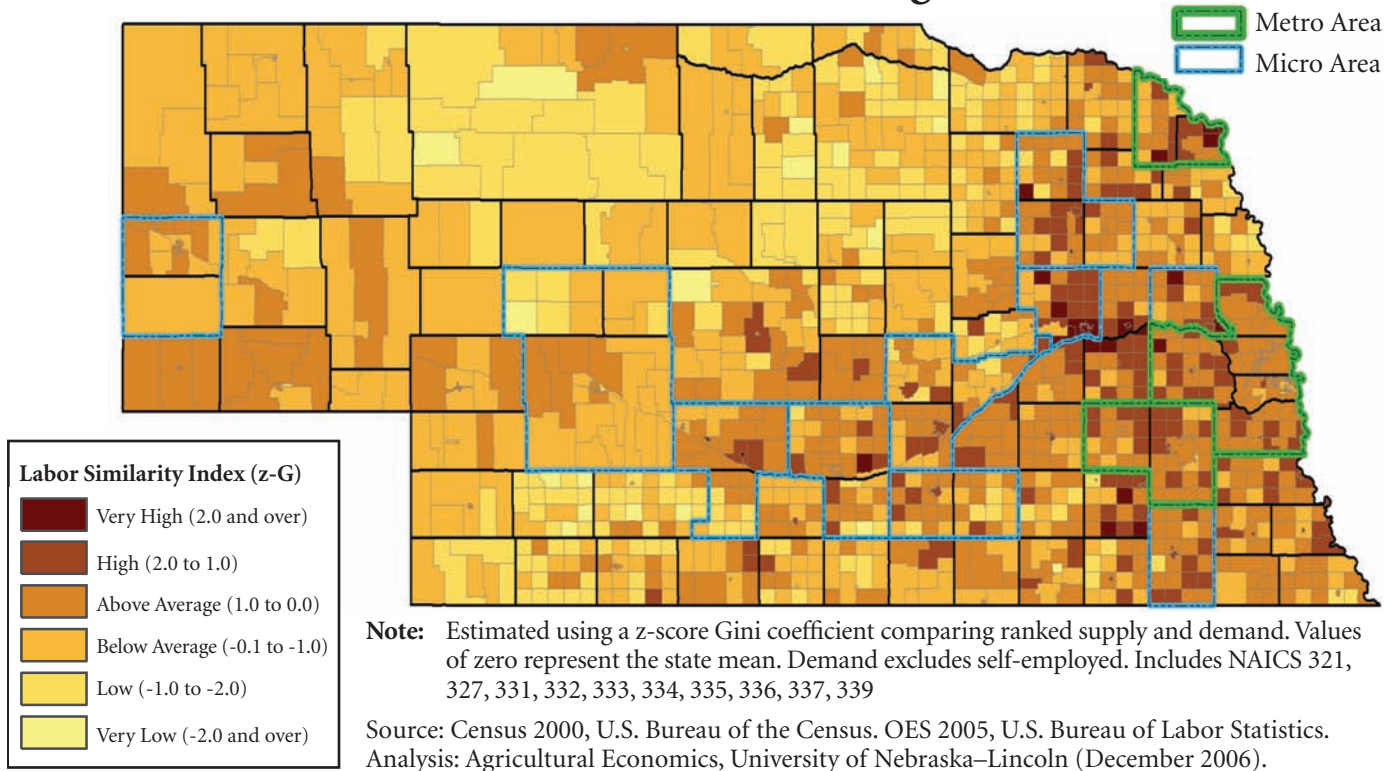


Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Production	52.96%	Packaging and filling machine operators Supervisors of production and operating workers Helpers — production workers Sewing machine operators Team assemblers Printing machine operators Slaughterers and meat packers Inspectors, testers, sorters, samplers, and weighers Meat, poultry, and fish cutters and trimmers Paper goods machine operators
Office and Administrative Support	10.35%	Shipping, receiving, and traffic clerks Customer service representatives Office clerks, general Bookkeeping, accounting, and auditing clerks
Material Moving	9.97%	Packers and packagers, hand Laborers and material movers, hand Industrial truck and tractor operators Machine feeders and offbearers
Installation, Maintenance, and Repair	5.75%	Maintenance and repair workers, general Industrial machinery mechanics
Management	4.30%	General and operations managers Industrial production managers
Sales	3.61%	Sales representatives, other

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Durable Manufacturing



Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Production	52.96%	Team assemblers Supervisors of production and operating workers Machinists Welders, cutters, solderers, and brazers Inspectors, testers, sorters, samplers, and weighers Cutting and press machine operators, metal/plastic Helpers — production workers Electrical and electronic equipment assemblers Assemblers and fabricators, all other Computer machine tool operators, metal and plastic Cabinetmakers and bench carpenters
Office and Administrative Support	10.35%	Shipping, receiving, and traffic clerks Office clerks, general Bookkeeping, accounting, and auditing clerks Customer service representatives
Architecture and Engineering	7.96%	Industrial engineers Mechanical engineers
Material Moving	5.49%	Laborers and material movers, hand Industrial truck and tractor operators
Management	5.37%	General and operations managers Industrial production managers
Installation, Maintenance, and Repair	4.60%	Maintenance and repair workers, general Industrial machinery mechanics

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Wholesale and Retail Trade

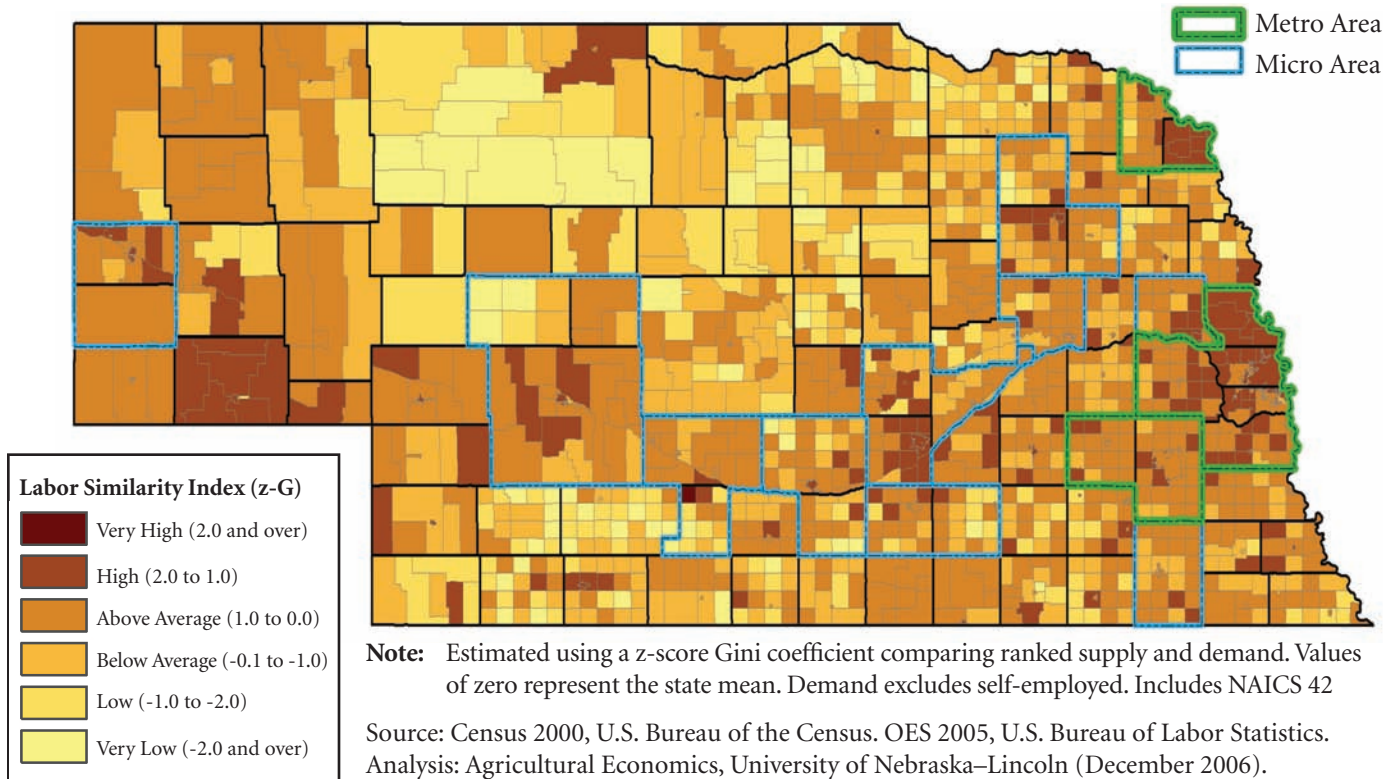
The *Wholesale Trade* sector comprises establishments engaged in wholesaling merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The merchandise described in this sector includes the outputs of agriculture, mining, manufacturing, and certain information industries, such as publishing. The wholesaling process is an intermediate step in the distribution of merchandise. Wholesalers are organized to sell or arrange the purchase or sale of goods for resale (i.e., goods sold to other wholesalers or retailers), capital or durable nonconsumer goods, and raw and intermediate materials and supplies used in production. This sector comprises two main types of wholesalers: merchant wholesalers that sell goods on their own account and business to business electronic markets, agents, and brokers that arrange sales and purchases for others generally for a commission or fee.

The *Retail Trade* sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step

in the distribution of merchandise; therefore, retailers are organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Store retailers operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. Nonstore retailers, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this sector reach customers and market merchandise with methods such as broadcasting “infomercials,” broadcasting and publishing direct-response advertising, publishing paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines. Establishments engaged in the direct sale (nonstore) of products, such as home heating oil dealers and home delivery newspaper routes, are included here.

Labor Similarity Index Wholesale Trade

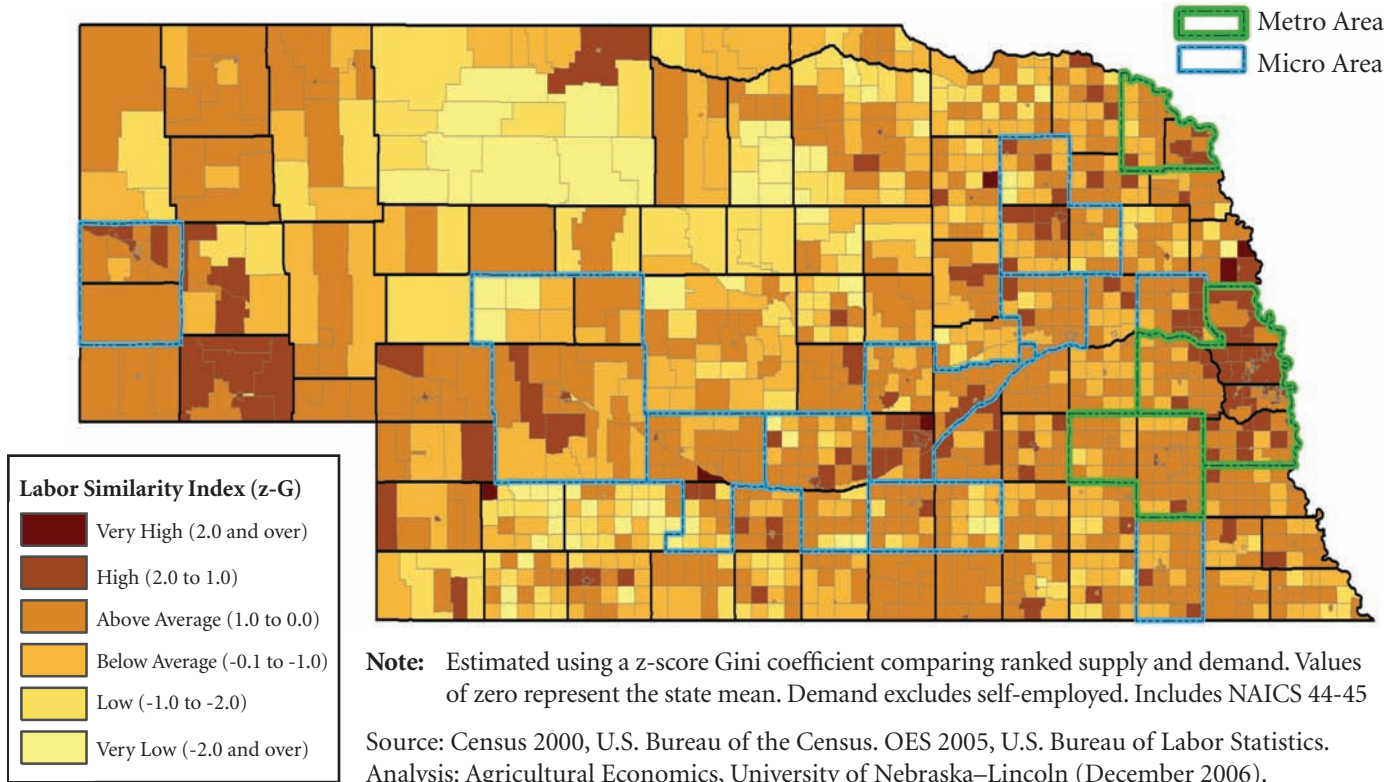


Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Sales	25.95%	Sales representatives, other Sales representatives, technical and scientific Supervisors of non-retail sales workers
Office and Administrative Support	23.56%	Stock clerks and order fillers Office clerks, general Customer service representatives Shipping, receiving, and traffic clerks Bookkeeping, accounting, and auditing clerks
Material Moving	10.56%	Laborers and material movers, hand Industrial truck and tractor operators
Transportation	10.37%	Truck drivers, heavy and tractor-trailer Truck drivers, light or delivery services Driver/sales workers
Installation, Maintenance, and Repair	6.79%	Maintenance and repair workers, general Computer, teller, and office machine repairers
Production	5.82%	Team assemblers
Management	5.70%	General and operations managers Sales managers

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Retail Trade



Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Sales	54.58%	Retail salespersons Cashiers Supervisors of retail sales workers Parts salespersons Sales representatives, other
Office and Administrative Support	16.47%	Stock clerks and order fillers Customer service representatives Bookkeeping, accounting, and auditing clerks Office clerks, general Shipping, receiving, and traffic clerks Supervisors of office and administrative workers Secretaries, except legal, medical, and executive Order clerks
Installation, Maintenance, and Repair	5.37%	Automotive service technicians and mechanics Tire repairers and changers Supervisors of mechanics, installers, and repairers
Material Moving	4.68%	Packers and packagers, hand Laborers and material movers, hand Cleaners of vehicles and equipment
Transportation	3.28%	Truck drivers, light or delivery services Truck drivers, heavy and tractor-trailer Driver/sales workers

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

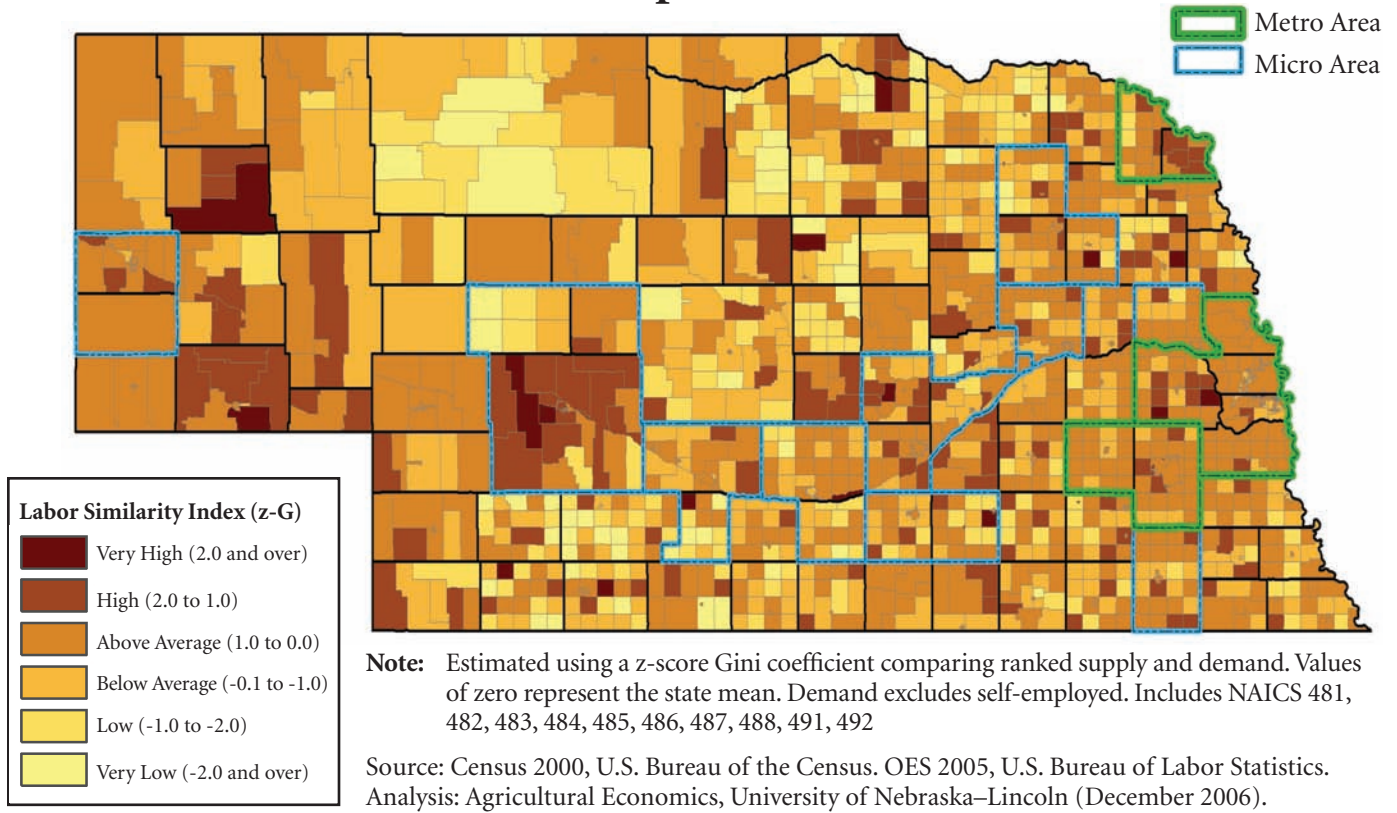
■ Transportation and Warehousing

The *Transportation* sector includes industries providing transportation of passengers and cargo, scenic and sightseeing transportation, and support activities related to modes of transportation. Establishments in these industries use transportation equipment or transportation related facilities as a productive asset. The type of equipment depends on the mode of transportation. The modes of transportation are air, rail, water, road, and pipeline. The sector distinguishes two basic types of activities: subsectors for each mode of transportation, and a subsector for establishments providing support activities for transportation. In addition, there are subsectors for establishments that provide passenger transportation for scenic and sightseeing purposes, postal services, and courier services. A separate subsector for support activities is established in the sector because support activities for transportation are inherently multimodal, such as freight transportation arrangement, or have multimodal aspects.

The *Warehousing and Storage* sector includes establishments that are primarily engaged in operating warehousing and storage facilities for general merchandise, refrigerated goods, and other warehouse products. These establishments provide facilities to store goods. They do not sell the goods they handle. These establishments take responsibility for storing the goods and keeping them secure. They also may provide a range of services, often referred to as logistics services, related to the distribution of goods. Logistics services can include labeling, breaking bulk, inventory control and management, light assembly, order entry and fulfillment, packaging, pick and pack, price marking and ticketing, and transportation arrangement. However, establishments in this industry group always provide warehousing or storage services in addition to any logistic services. Furthermore, the warehousing or storage of goods must be more than incidental to the performance of services, such as price marking.

Excluded from both sectors are establishments primarily engaged in providing travel agent services that support transportation and other establishments, such as hotels, businesses, and government agencies. These establishments are classified in NAICS 56, *Administrative and Support Services*. Also, establishments primarily engaged in providing rental and leasing of transportation equipment without operator are classified in NAICS 532, *Rental and Leasing Services*.

Labor Similarity Index Transportation

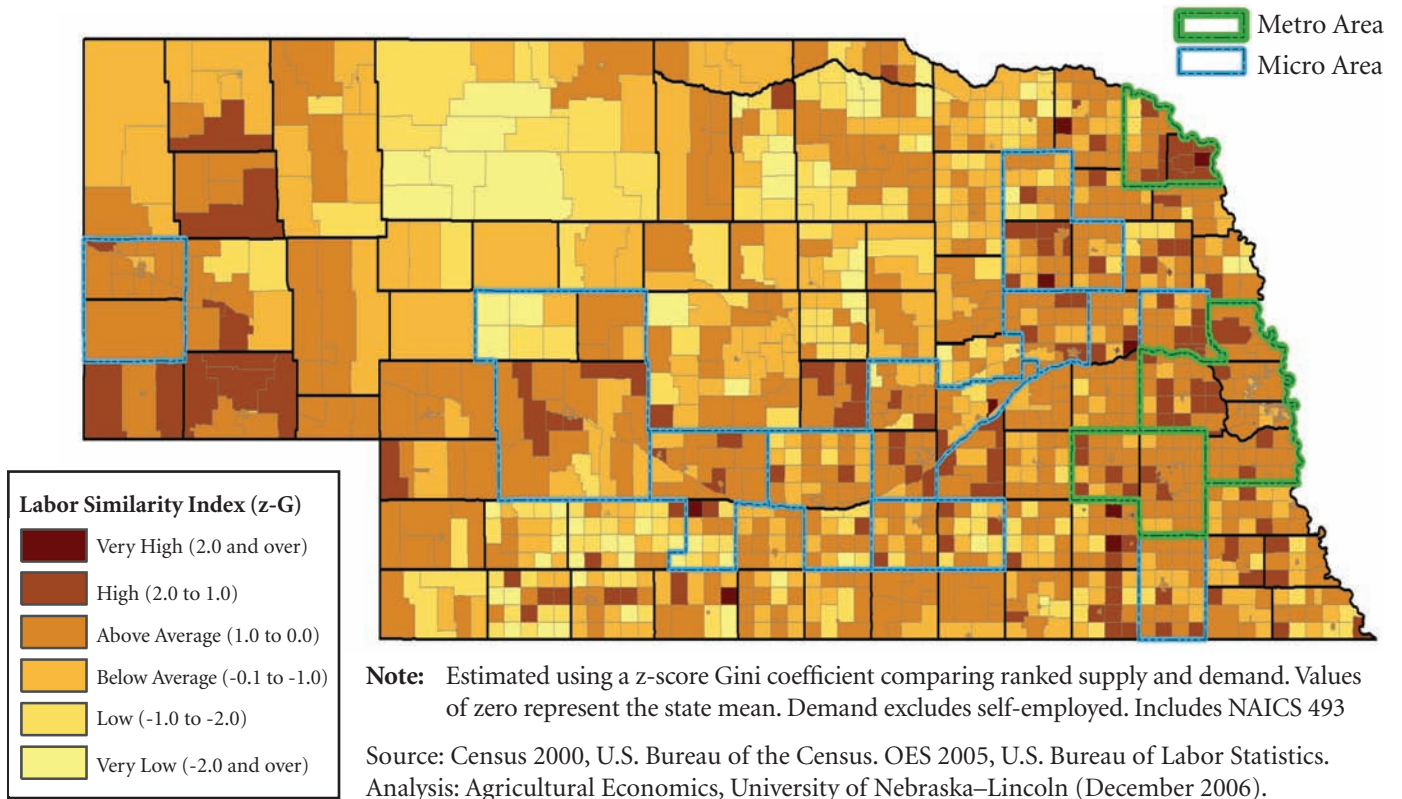


Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Transportation	40.29%	Truck drivers, heavy and tractor-trailer Truck drivers, light or delivery services Bus drivers, school Supervisors of transportation and vehicle operators Airline pilots, copilots, and flight engineers Bus drivers, transit and intercity Taxi drivers and chauffeurs
Office and Administrative Support	29.95%	Postal service mail carriers Postal service mail sorters and processors Reservation and transportation ticket agents Postal service clerks Office clerks, general Dispatchers, except police, fire, and ambulance Cargo and freight agents Customer service representatives
Material Moving	9.91%	Laborers and material movers, hand Industrial truck and tractor operators
Installation, Maintenance, and Repair	6.26%	Aircraft mechanics and service technicians Bus, truck, and diesel engine mechanics
Personal Care and Service	3.31%	Flight attendants

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Warehousing and Storage



Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Material Moving	41.65%	Laborers and material movers, hand Industrial truck and tractor operators Packers and packagers, hand
Office and Administrative Support	28.03%	Stock clerks and order fillers Shipping, receiving, and traffic clerks Office clerks, general Customer service representatives Supervisors of office and administrative workers Production, planning, and expediting clerks Order clerks
Transportation	11.61%	Truck drivers, heavy and tractor-trailer Supervisors of laborers, and material movers Truck drivers, light or delivery services Supervisors of transportation and vehicle operators
Production	4.83%	Packaging and filling machine operators Inspectors, testers, sorters, samplers, and weighers Team assemblers
Installation, Maintenance, and Repair	3.29%	Maintenance and repair workers, general

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Information and Telecommunications

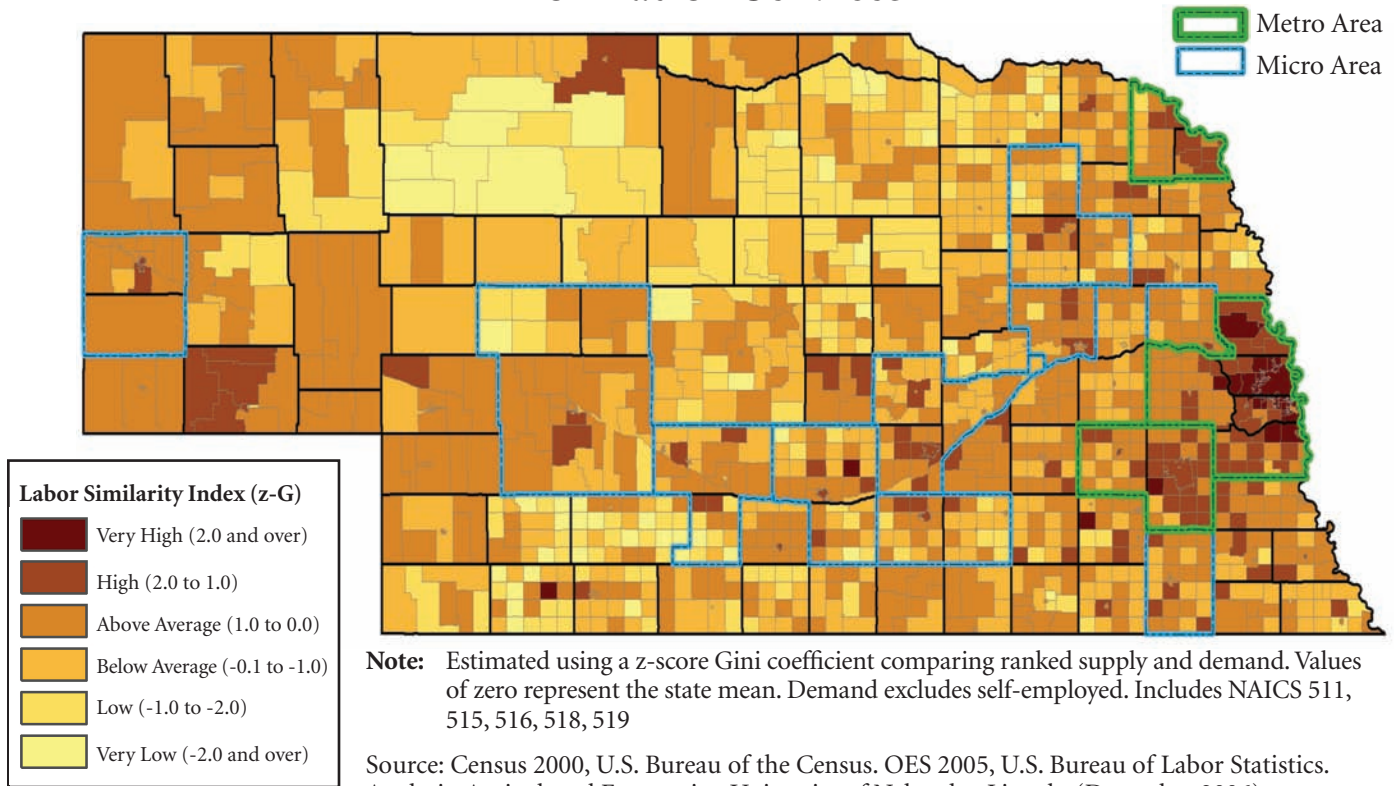
The *Information and Telecommunications* sectors comprise establishments engaged in the publishing industries, including software publishing, and both traditional publishing and publishing exclusively on the Internet; the broadcasting industries, including traditional broadcasting and those broadcasting exclusively over the Internet; the telecommunications industries; the industries known as Internet service providers and Web search portals, data processing industries, and the information services industries.

In these sectors, it is the transformation of information into a commodity that is produced and distributed by a number of growing industries that is at issue. The *Information and Telecommunications* sectors group three types of establishments: (1) those engaged in producing and distributing information and cultural products; (2) those that provide the means to transmit or distribute these products as well as data or communications; and (3) those that process data. Cultural products are those that directly express attitudes, opinions, ideas, values, and artistic creativity; provide entertainment; or offer information and analysis concerning the past and

present. Included in this definition are popular, mass-produced, products as well as cultural products that normally have a more limited audience, such as poetry books, literary magazines, or classical records. The unique characteristics of information and cultural products distinguish this industry from the goods-producing and service-producing sectors. Some of these characteristics are:

- Unlike traditional goods, an information or cultural product does not necessarily have tangible qualities, nor is it necessarily associated with a particular form.
- Unlike traditional services, the delivery of these products does not require direct contact between the supplier and the consumer.
- The value of these products to the consumer lies in their informational, educational, cultural, or entertainment content, not in the format in which they are distributed. Most of these products are protected from unlawful reproduction by copyright laws. Only those possessing the rights to these works are authorized to reproduce, alter, improve, and distribute them.
- Distributors of information and cultural products can easily add value to the products they distribute. These products often command a much higher price than the original information.

Labor Similarity Index Information Services

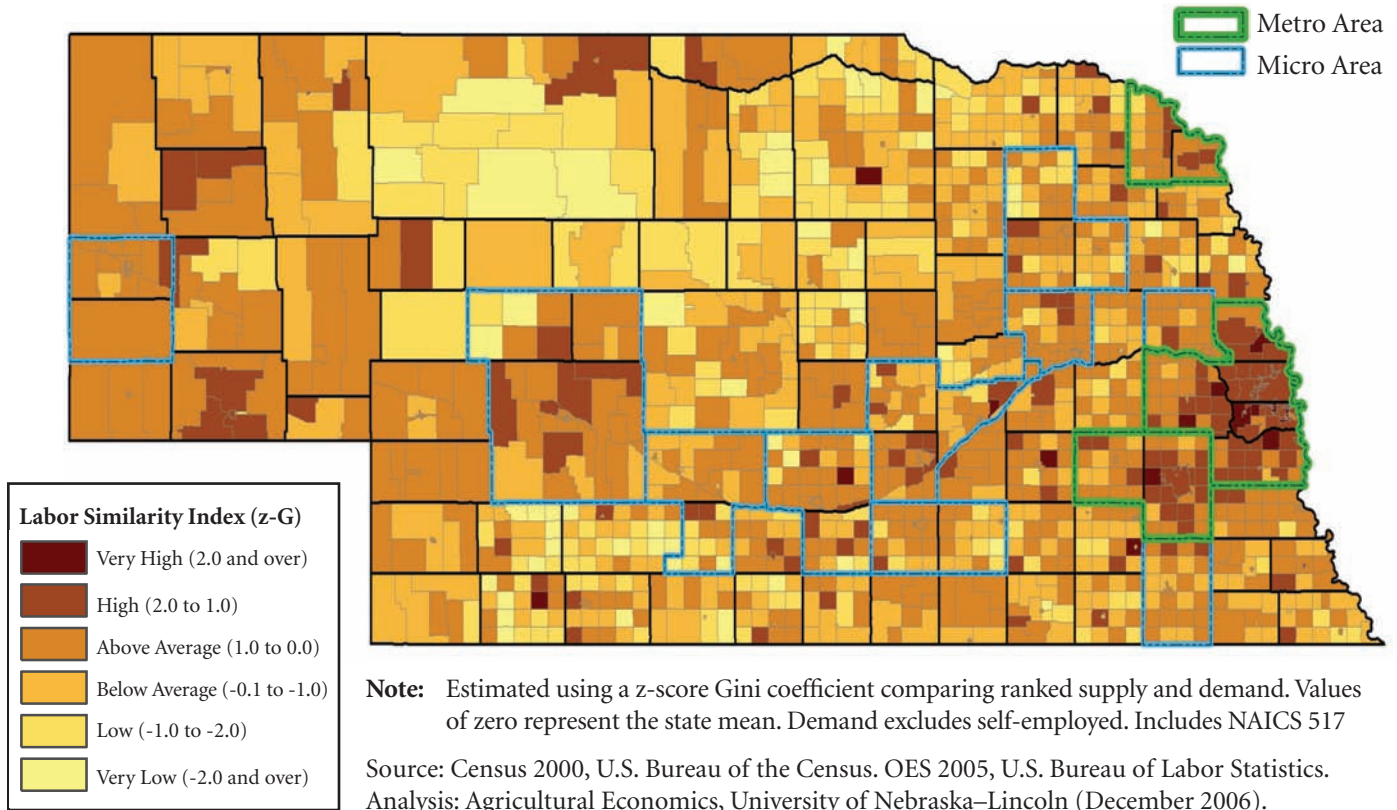


Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Office and Administrative Support	23.29%	Customer service representatives Office clerks, general Executive secretaries and administrative assistants Bookkeeping, accounting, and auditing clerks Supervisors of office and administrative workers
Arts, Entertainment, and Media	18.98%	Editors Reporters and correspondents Radio and television announcers Graphic designers Producers and directors
Computer and Mathematical Science	17.94%	Computer software engineers, applications Computer support specialists Computer software engineers, systems software Computer programmers Computer systems analysts
Sales	11.43%	Advertising sales agents Sales representatives, services, all other Telemarketers
Management	8.10%	General and operations managers Computer and information systems managers
Production	4.97%	Printing machine operators
Business and Financial	4.74%	Accountants and auditors

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Telecommunications Services



Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Office and Administrative Support	29.42%	Customer service representatives Supervisors of office and administrative workers Telephone operators
Installation, Maintenance, and Repair	26.14%	Telecom equipment installers and repairers Telecommunications line installers and repairers Supervisors of mechanics, installers, and repairers
Sales	16.75%	Sales representatives, services, all other Retail salespersons Telemarketers
Computer and Mathematical Science	10.32%	Computer software engineers, systems software Network systems and data communications analysts Computer support specialists
Business and Financial	5.79%	Business operations specialists, all other
Architecture and Engineering	5.14%	Electronics engineers, except computer
Management	4.23%	General and operations managers

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Finance and Insurance

The *Finance* and *Insurance* sectors comprise establishments primarily engaged in financial transactions (transactions involving the creation, liquidation, or change in ownership of financial assets) and/or in facilitating financial transactions. Three principal types of activities are identified:

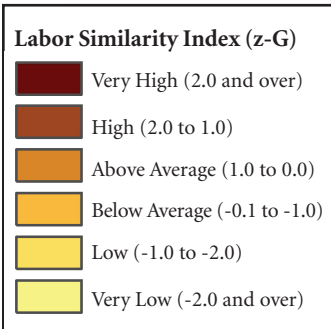
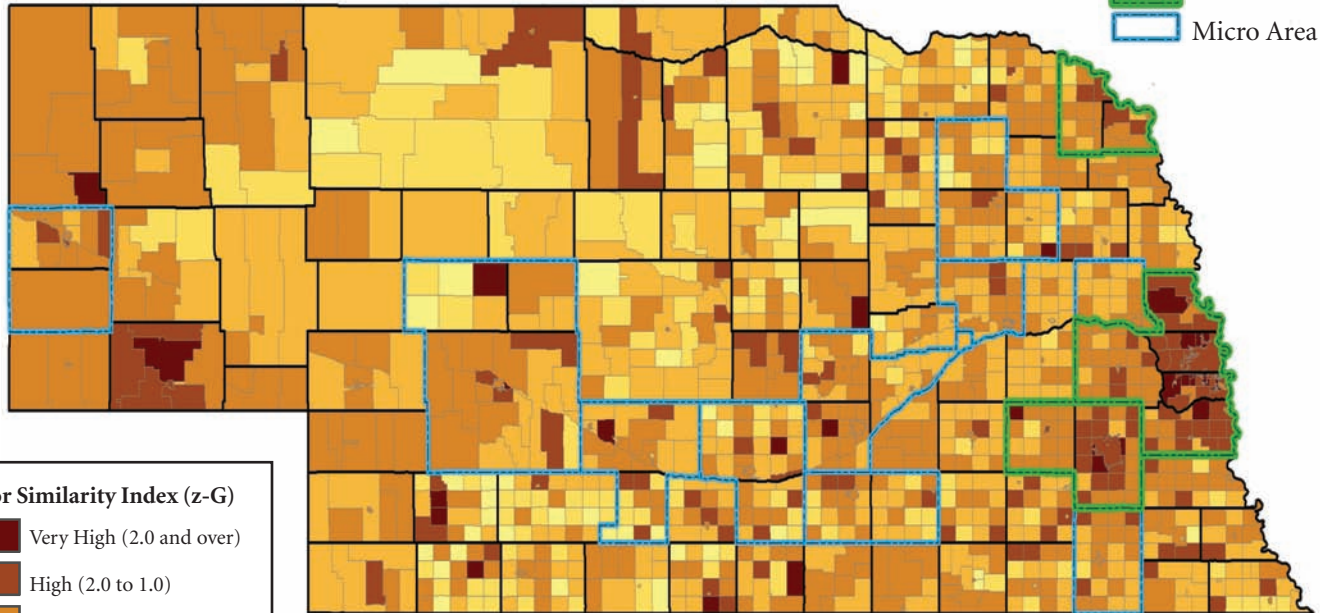
- Raising funds by taking deposits and/or issuing securities and, in the process, incurring liabilities. Establishments engaged in this activity use raised funds to acquire financial assets by making loans and/or purchasing securities. Putting themselves at risk, they channel funds from lenders to borrowers and transform or repackage the funds with respect to maturity, scale, and risk. This activity is known as financial intermediation.
- Pooling risk by underwriting insurance and annuities. Establishments engaged in this activity collect fees, insurance premiums, or annuity considerations; build up reserves; invest those reserves; and make contractual payments. Fees are based on the expected incidence of the insured risk and the expected return on investment.
- Providing specialized services facilitating or supporting financial intermediation, insurance, and employee benefit programs.

The *Finance* sector has been defined to encompass establishments primarily engaged in financial transactions; that is, transactions involving the creation, liquidation, change in ownership of financial assets; or in facilitating financial transactions. Financial industries are extensive users of electronic means for facilitating the verification of financial balances, authorizing transactions, transferring funds to and from transactors' accounts, notifying banks (or credit card issuers) of the individual transactions, and providing daily summaries. Since these transaction processing activities are integral to the production of finance and insurance services, establishments that principally provide a financial transaction processing service are classified to this sector, rather than to the data processing industry in the Information sector.

Industries in the *Insurance Carriers and Related Activities* sector group establishments that are primarily engaged in one of the following: (1) underwriting (assuming the risk, assigning premiums, and so forth) annuities and insurance policies or (2) facilitating such underwriting by selling insurance policies, and by providing other insurance and employee-benefit related services.

Labor Similarity Index Finance

Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 521, 522, 523, 525

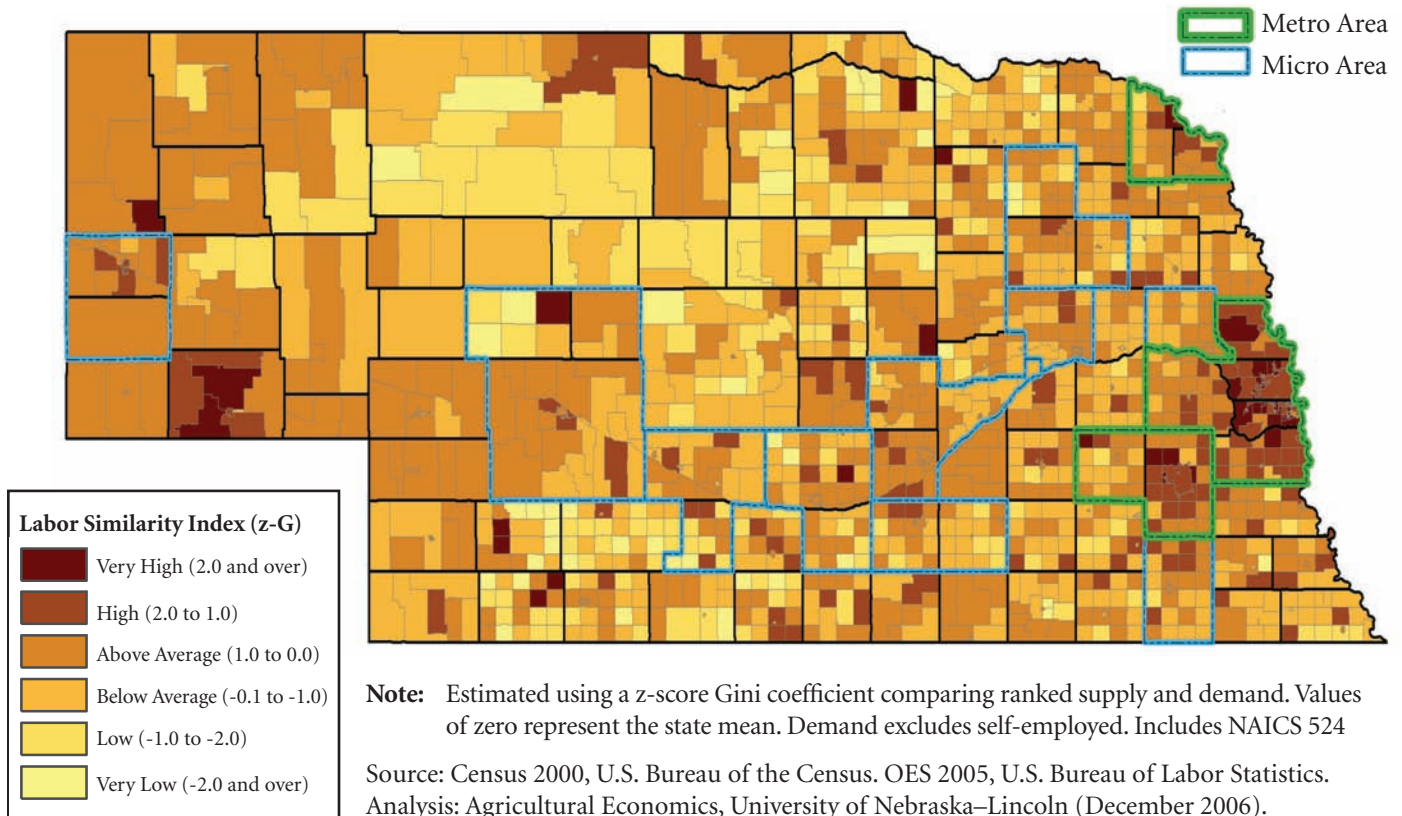
Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics. Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Office and Administrative Support	54.47%	Tellers Customer service representatives Loan interviewers and clerks Supervisors of office and administrative workers Office clerks, general Bookkeeping, accounting, and auditing clerks Executive secretaries and administrative assistants New accounts clerks Bill and account collectors Brokerage clerks Secretaries, except legal, medical, and executive
Business and Financial	20.36%	Loan officers Personal financial advisors Financial analysts Accountants and auditors
Sales	10.27%	Securities, commodities, and financial sales agents
Management	8.28%	Financial managers General and operations managers
Computer and Mathematical Science	4.28%	Computer systems analysts Computer support specialists

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Insurance



Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Office and Administrative Support	43.88%	Customer service representatives Insurance claims and policy processing clerks Office clerks, general Secretaries, except legal, medical, and executive Supervisors of office and administrative workers Executive secretaries and administrative assistants Bookkeeping, accounting, and auditing clerks Receptionists and information clerks Data entry keyers
Business and Financial	22.17%	Claims adjusters, examiners, and investigators Insurance underwriters Accountants and auditors Business operations specialists, all other Management analysts
Sales	15.88%	Insurance sales agents Supervisors of non-retail sales workers
Management	6.35%	General and operations managers Financial managers
Computer and Mathematical Science	6.32%	Computer systems analysts Computer programmers

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

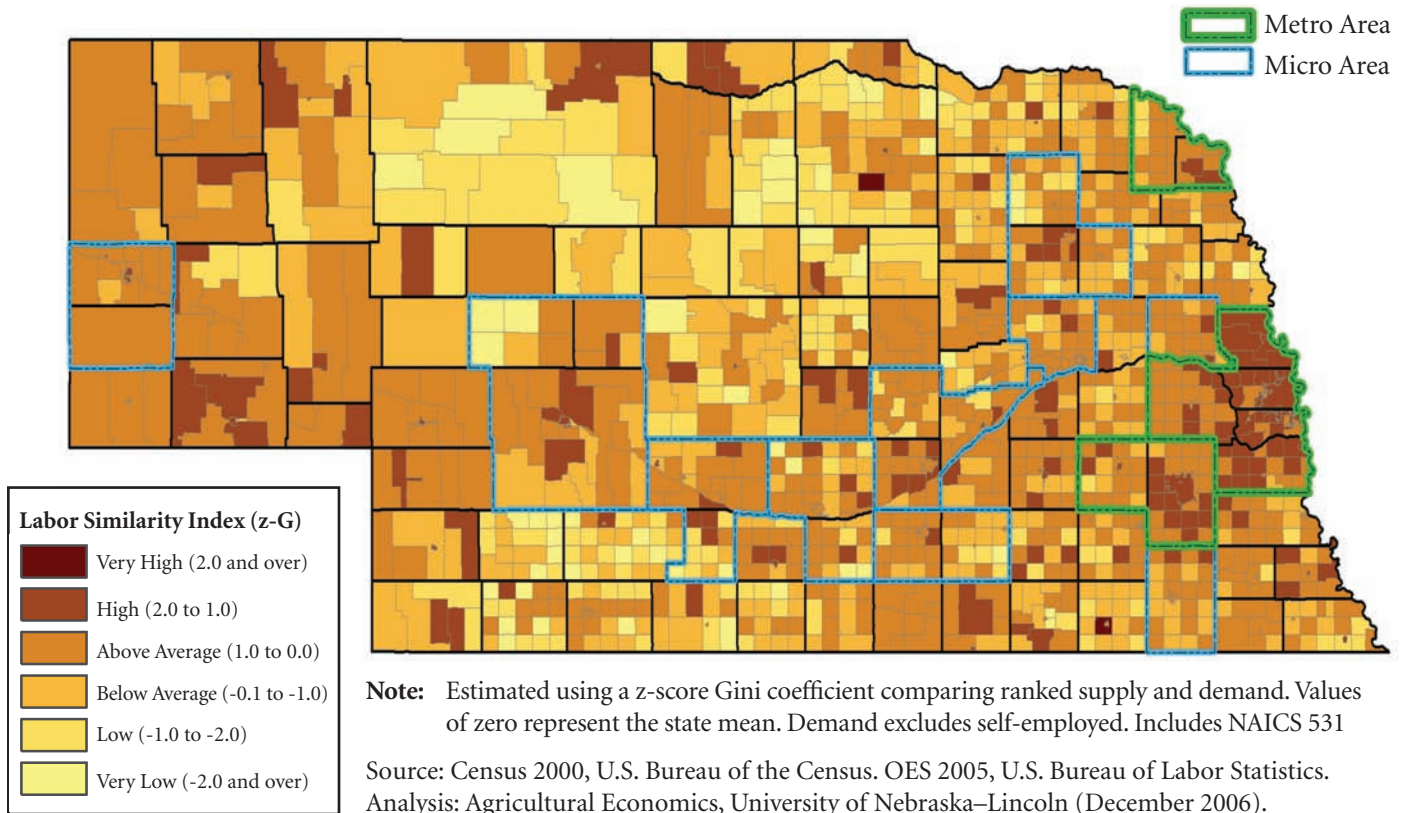
Real Estate, Rental, and Leasing

Industries in the *Real Estate* sector group establishments that are primarily engaged in renting or leasing real estate to others; managing real estate for others; selling, buying, or renting real estate for others; and providing other real estate related services, such as appraisal services. Establishments primarily engaged in subdividing and developing unimproved real estate and constructing buildings for sale are classified in NAICS 236, *Construction of Buildings*. Excluded from this sector are real estate investment trusts (REITS), which are classified in NAICS 525, *Funds, Trusts, and Other Financial Vehicles*, because they are considered investment vehicles.

Industries in the *Rental and Leasing Services* sector include establishments that provide a wide array of tangible goods, such as automobiles, computers, consumer goods, and industrial machinery and equipment, to cus-

tomers in return for a periodic rental or lease payment. The sector includes two main types of establishments: (1) those that are engaged in renting consumer goods and equipment and (2) those that are engaged in leasing machinery and equipment often used for business operations. In addition, this sector includes establishments that are primarily engaged in assigning rights to assets, such as patents, trademarks, brand names, and/or franchise agreements for which a royalty payment or licensing fee is paid to the asset holder. Establishments in this sector own the patents, trademarks, and/or franchise agreements that they allow others to use or reproduce for a fee and may or may not have created those assets. Excluded from this sector are establishments renting or leasing equipment with operators are classified in various NAICS sectors depending on the nature of the services provided (e.g., transportation, construction, agriculture). These activities are excluded from this sector because the client is paying for the expertise and knowledge of the equipment operator, in addition to the rental of the equipment.

Labor Similarity Index Real Estate

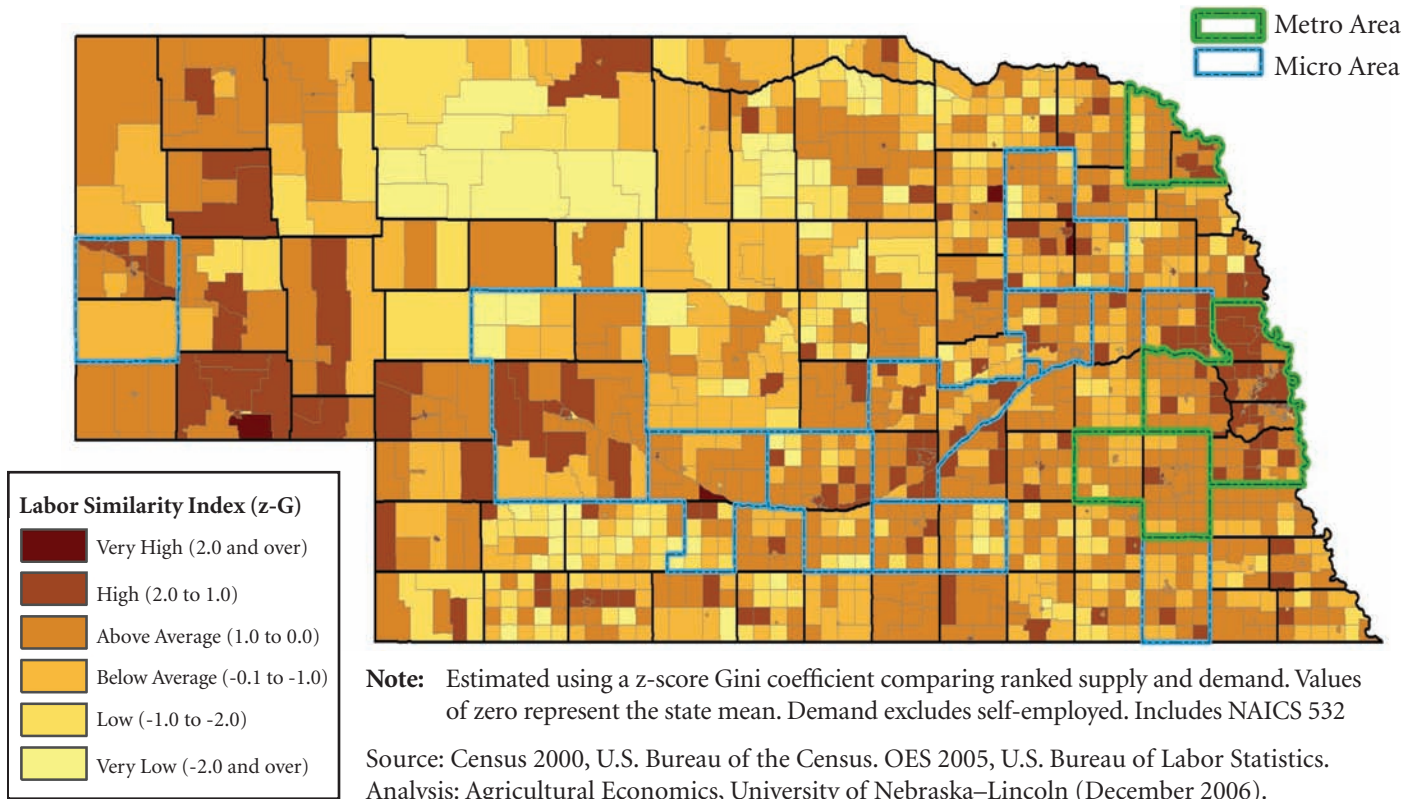


Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Office and Administrative Support	27.51%	Office clerks, general Secretaries, except legal, medical, and executive Bookkeeping, accounting, and auditing clerks Executive secretaries and administrative assistants Receptionists and information clerks Customer service representatives Supervisors of office and administrative workers
Installation, Maintenance, and Repair	17.15%	Maintenance and repair workers, general Supervisors of mechanics, installers, and repairers
Sales	15.92%	Real estate sales agents Real estate brokers
Building and Grounds Maintenance	11.58%	Janitors and cleaners, except maids Landscaping and groundskeeping workers Maids and housekeeping cleaners
Management	11.54%	Property, real estate, and association managers General and operations managers
Business and Financial	5.50%	Appraisers and assessors of real estate Accountants and auditors

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Rental and Leasing Services



Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Sales	42.55%	Counter and rental clerks Supervisors of retail sales workers Retail salespersons Cashiers Sales representatives, other
Office and Administrative Support	14.59%	Customer service representatives Office clerks, general Bookkeeping, accounting, and auditing clerks
Transportation	12.71%	Truck drivers, light or delivery services Parking lot attendants Truck drivers, heavy and tractor-trailer
Installation, Maintenance, and Repair	9.69%	Bus, truck, and diesel engine mechanics Maintenance and repair workers, general Mobile heavy equipment mechanics, except engine
Material Moving	7.71%	Cleaners of vehicles and equipment Laborers and material movers, hand
Management	3.90%	General and operations managers

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Professional, Technical, and Scientific Services

The *Accounting, Tax Preparation, Bookkeeping, and Payroll Services* industry comprises establishments primarily engaged in providing services, such as auditing of accounting records, designing accounting systems, preparing financial statements, developing budgets, preparing tax returns, processing payrolls, bookkeeping, and billing.

The *Architectural, Engineering, and Related Services* industry comprises establishments primarily engaged in: (1) planning and designing residential, institutional, leisure, commercial, and industrial buildings and structures by applying knowledge of design, construction procedures, zoning regulations, building codes, and building materials; and (2) applying physical laws and principles of engineering in the design, development, and utilization of machines, materials, instruments, structures, processes, and systems.

The *Management, Scientific, and Design Services* industry comprises establishments primarily engaged in: (1) specialized design services like interior design, industrial design, and graphic design; (2) administrative and general management consulting services, human

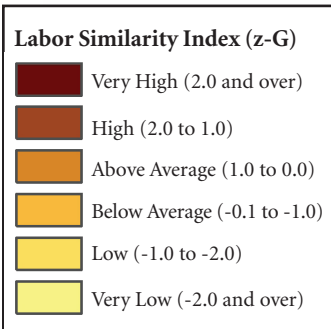
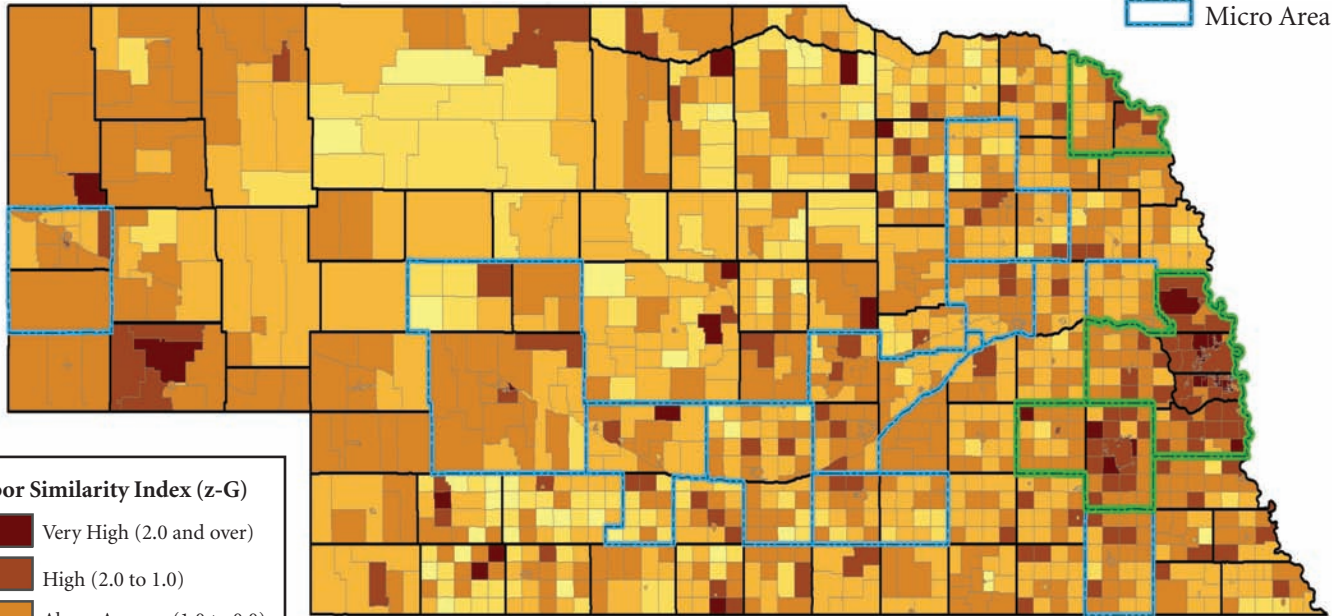
resources consulting services, marketing consulting services, process and logistics consulting services, environmental consulting services; and (3) research and development in the physical, engineering, life sciences, social sciences, and humanities.

The *Computer Systems Design and Related Services* industry comprises establishments primarily engaged in providing expertise in the field of information technologies through one or more of the following activities: (1) writing, modifying, testing, and supporting software to meet the needs of a particular customer; (2) planning and designing computer systems that integrate computer hardware, software, and communication technologies; (3) onsite management and operation of clients' computer systems and/or data processing facilities; and (4) other professional and technical computer-related advice and services.

The *Advertising* industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising material, media planning, and buying (i.e., placing advertising).

Labor Similarity Index Accounting, Tax Preparation, and Payroll Services

Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 5412

Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics.
 Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

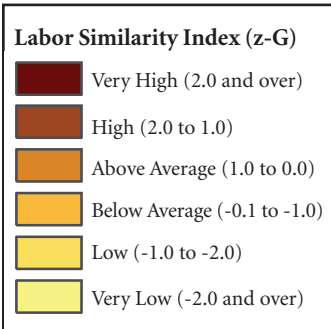
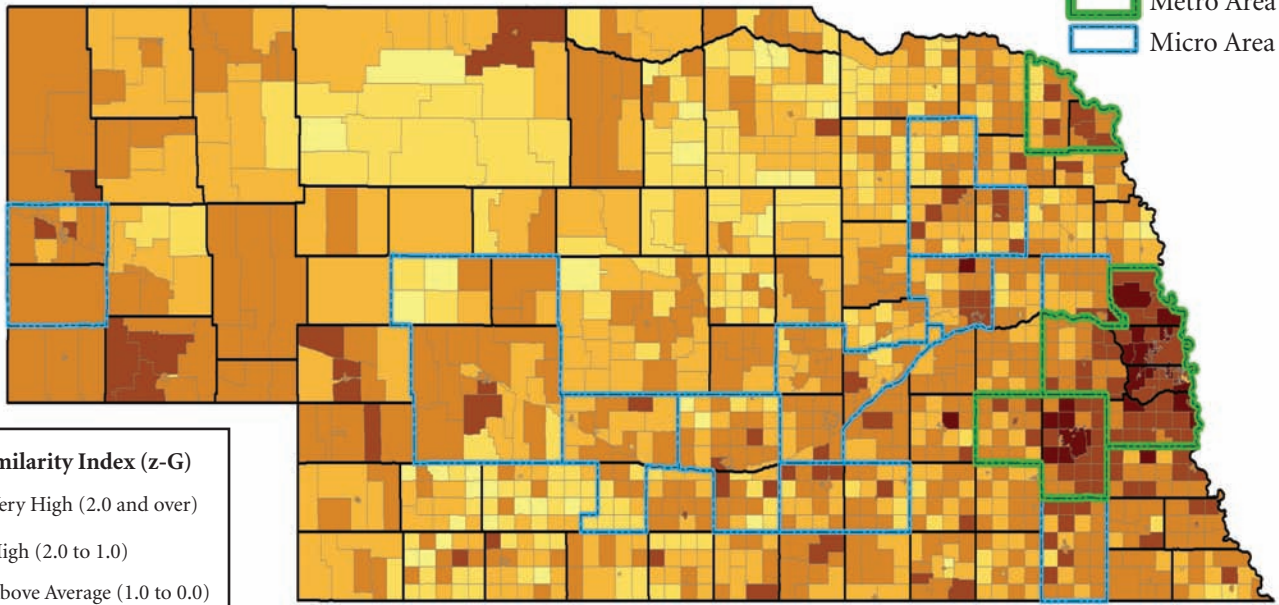
Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Business and Financial	41.47%	Accountants and auditors Tax preparers Management analysts
Office and Administrative Support	41.09%	Bookkeeping, accounting, and auditing clerks Office clerks, general Secretaries, except legal, medical, and executive Billing and posting clerks and machine operators Executive secretaries and administrative assistants Supervisors of office and administrative workers Customer service representatives Bill and account collectors Receptionists and information clerks Data entry keyers Payroll and timekeeping clerks
Management	6.23%	Financial managers General and operations managers
Computer and Mathematical Science	3.57%	Computer systems analysts Computer support specialists
Arts, Entertainment, and Media	2.45%	Actors

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Architectural and Engineering Services

Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 5413

Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics. Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

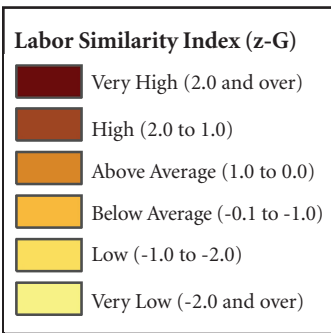
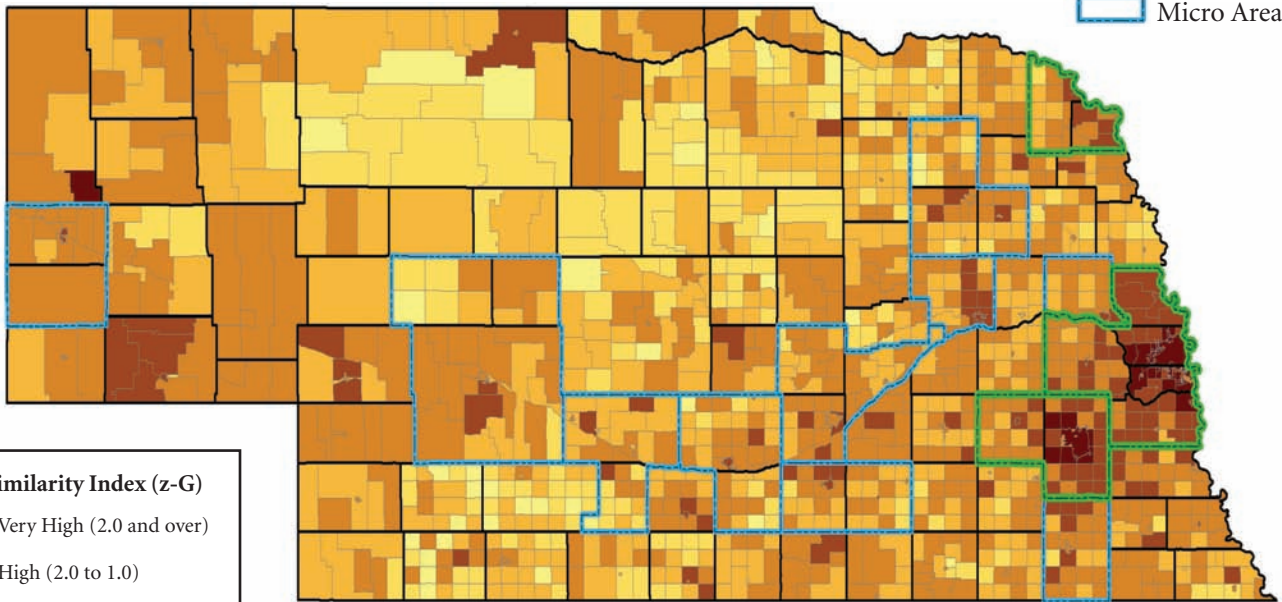
Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Architecture and Engineering	51.06%	Civil engineers Architects, except landscape and naval Architectural and civil drafters Mechanical engineers Surveying and mapping technicians Surveyors Civil engineering technicians Electrical engineers Mechanical drafters
Office and Administrative Support	13.41%	Executive secretaries and administrative assistants Office clerks, general Secretaries, except legal, medical, and executive Bookkeeping, accounting, and auditing clerks
Management	8.66%	Engineering managers General and operations managers
Life, Physical, and Social Science	5.53%	Environmental scientists, including health Chemical technicians Chemists
Computer and Mathematical Science	4.86%	Computer systems analysts Computer software engineers, applications Computer software engineers, systems software
Business and Financial	4.32%	Accountants and auditors Business operations specialists, all other

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Management, Scientific and Design Services

Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 5414, 5416, 5417

Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics. Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

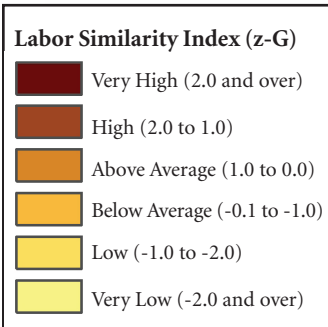
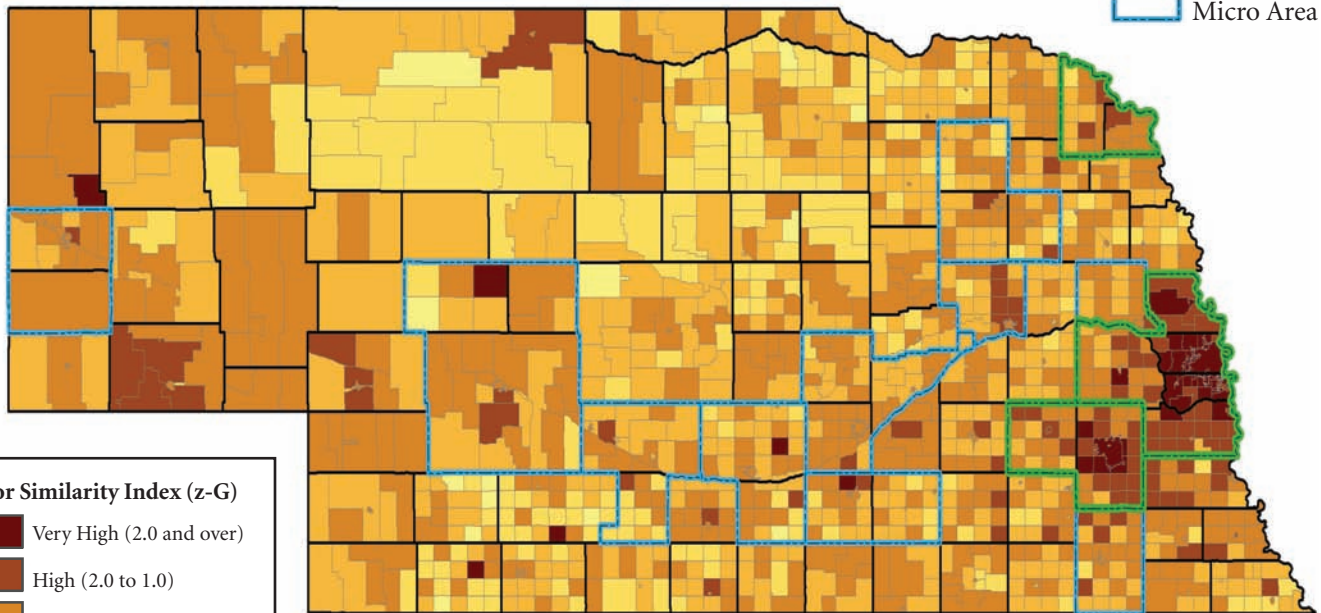
Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Office and Administrative Support	20.98%	Executive secretaries and administrative assistants Office clerks, general Secretaries, except legal, medical, and executive Customer service representatives Bookkeeping, accounting, and auditing clerks Supervisors of office and administrative workers
Business and Financial	16.08%	Management analysts Business operations specialists, all other Accountants and auditors Employment and recruitment specialists
Life, Physical, and Social Science	13.07%	Medical scientists, except epidemiologists Market research analysts Biological technicians
Computer and Mathematical Science	10.49%	Computer software engineers, systems software Computer software engineers, applications Computer systems analysts
Management	9.41%	General and operations managers
Architecture and Engineering	8.21%	Mechanical engineers Environmental engineers Industrial engineers
Arts, Entertainment, and Media	5.47%	Graphic designers Interior designers
Sales	5.16%	Sales representatives, services, all other

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Computer Systems Design Services

 Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 5415

Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics.

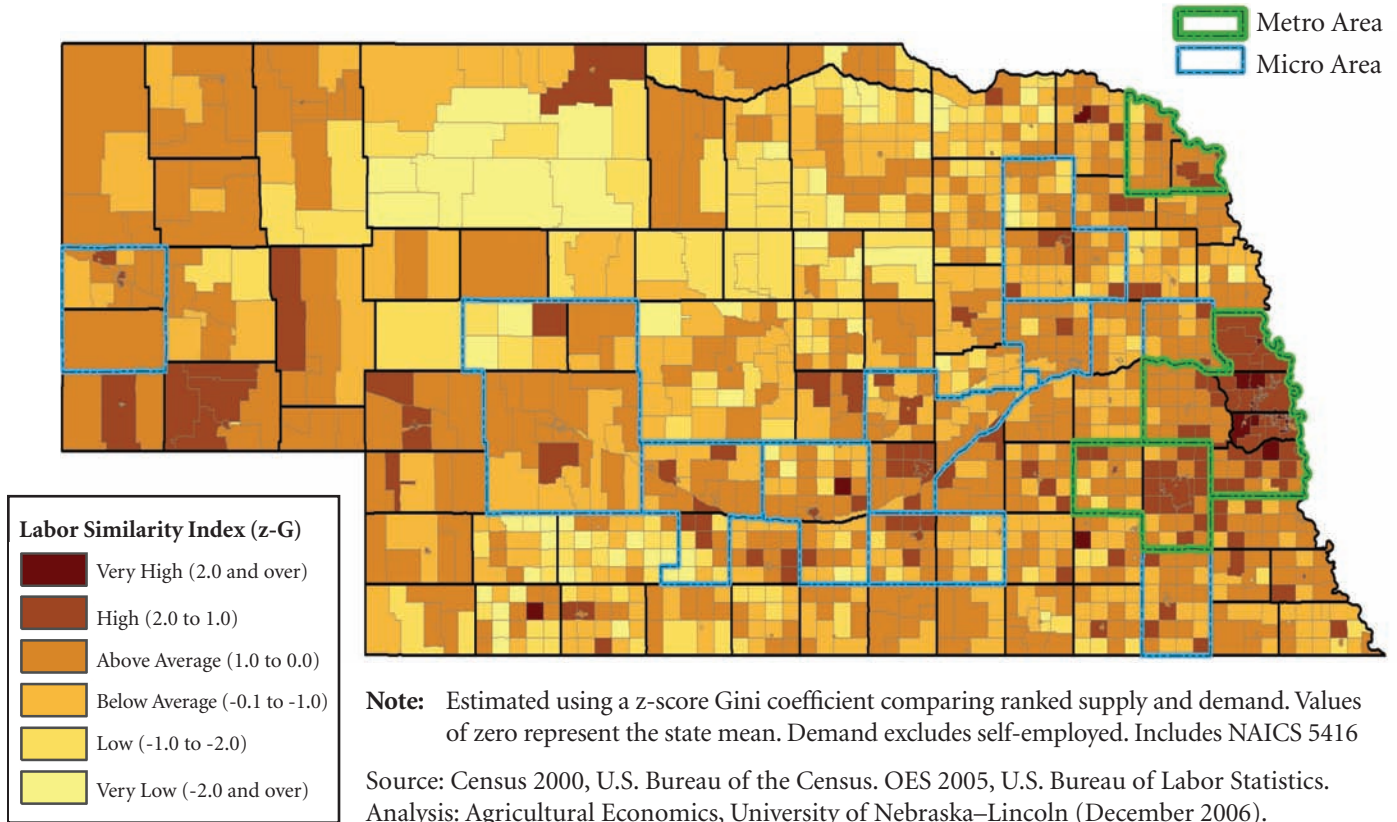
Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Computer and Mathematical Science	53.84%	Computer software engineers, applications Computer programmers Computer software engineers, systems software Computer support specialists Computer systems analysts Network and computer systems administrators Network systems and data communications analysts
Office and Administrative Support	13.36%	Customer service representatives Office clerks, general Executive secretaries and administrative assistants
Management	10.25%	Computer and information systems managers General and operations managers
Business and Financial	7.34%	Management analysts Accountants and auditors Business operations specialists, all other
Sales	6.09%	Sales representatives, wholesale and manufacturing, technical and scientific products Sales representatives, services, all other

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Advertising Services



Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Office and Administrative Support	27.65%	Mail clerks and machine operators, except postal Office clerks, general Customer service representatives Executive secretaries and administrative assistants Bookkeeping, accounting, and auditing clerks
Sales	22.94%	Advertising sales agents Demonstrators and product promoters Sales representatives, services, all other
Arts, Entertainment, and Media	20.50%	Public relations specialists Graphic designers Art directors
Management	9.63%	General and operations managers Advertising and promotions managers
Business and Financial	4.86%	Accountants and auditors
Production	4.65%	Printing machine operators

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Management and Administrative Support Services

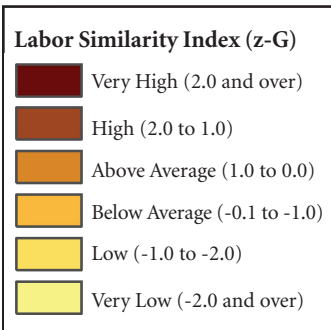
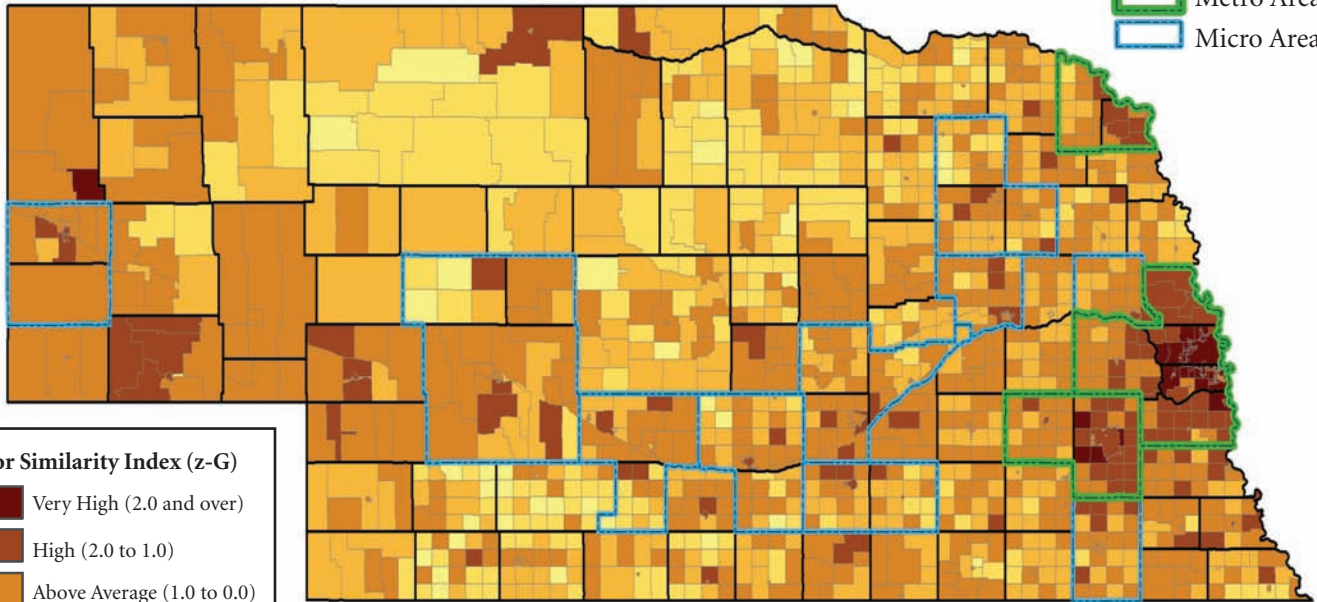
The *Management of Companies and Enterprises* sector comprises (1) establishments that hold the securities of (or other equity interests in) companies and enterprises for the purpose of owning a controlling interest or influencing management decisions or (2) establishments (except government establishments) that administer, oversee, and manage establishments of the company or enterprise and that normally undertake the strategic or organizational planning and decisionmaking role of the company or enterprise. Establishments that administer, oversee, and manage may hold the securities of the company or enterprise. Government establishments primarily engaged in administering, overseeing, and managing governmental programs are classified in NAICS 92, *Public Administration*. Establishments primarily engaged in providing a range of day-to-day office administrative services, such as financial planning, billing and

recordkeeping, personnel, and physical distribution and logistics are classified in NAICS 561, *Administrative and Support Services*.

Industries in the *Administrative and Support Services* sector group establishments engaged in activities that support the day-to-day operations of other organizations. The processes employed in this sector (e.g., general management, personnel administration, clerical activities, cleaning activities) are often integral parts of the activities of establishments found in all sectors of the economy. The establishments classified in this sector have specialized in one or more of these activities and can, therefore, provide services to clients in a variety of industries and, in some cases, to households. The individual industries of this sector are defined on the basis of the particular process that they are engaged in and the particular services they provide. Many of the activities performed in this sector are ongoing routine support functions that all businesses and organizations must do and that they have traditionally done for themselves. Recent trends, however, are to contract or purchase such services from businesses that specialize in such activities and can, therefore, provide the services more efficiently.

Labor Similarity Index Management of Companies

 Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 55

Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics.
 Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

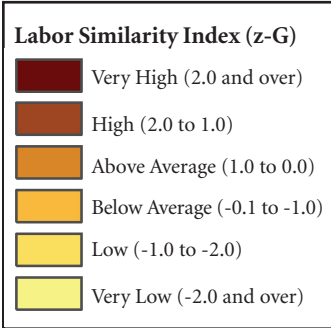
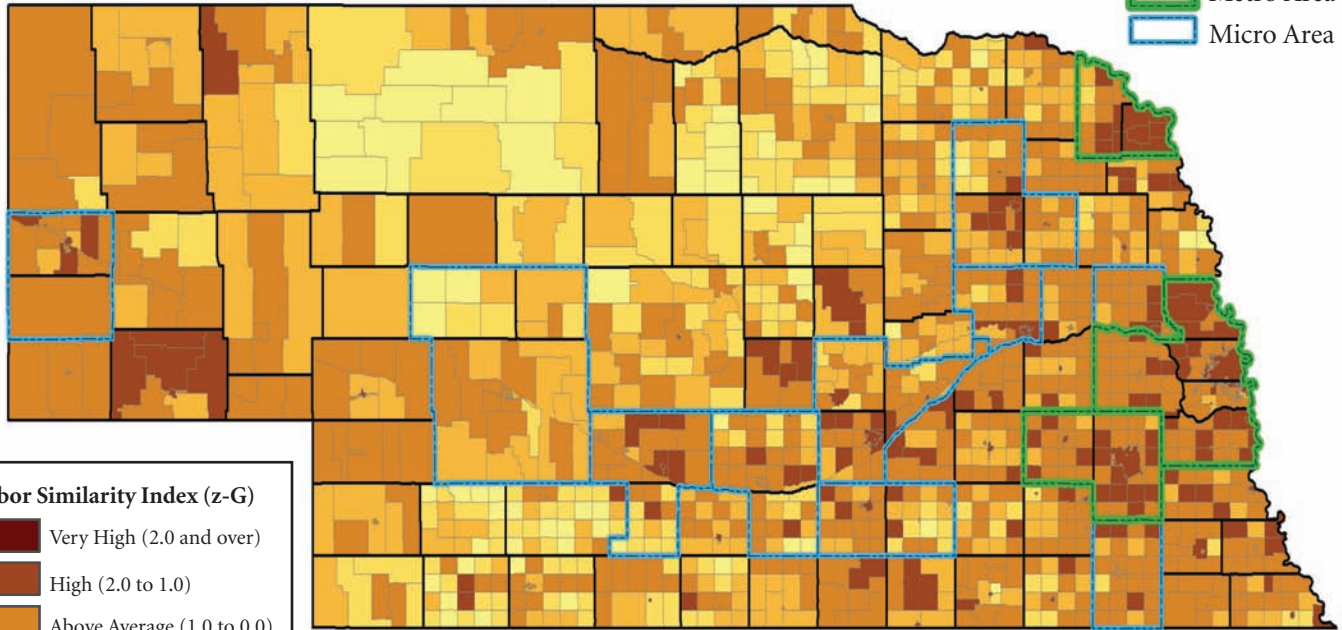
Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Office and Administrative Support	30.03%	Bookkeeping, accounting, and auditing clerks Customer service representatives Executive secretaries and administrative assistants Office clerks, general Supervisors of office and administrative workers Secretaries, except legal, medical, and executive Billing and posting clerks and machine operators
Management	16.29%	General and operations managers Financial managers Managers, all other Sales managers Computer and information systems managers Chief executives Marketing managers
Business and Financial	16.03%	Accountants and auditors Business operations specialists, all other Management analysts Financial analysts
Computer and Mathematical Science	9.01%	Computer systems analysts Computer support specialists Computer software engineers, applications
Sales	5.95%	Sales representatives, other

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Administrative and Support Services

Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 561

Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics.
 Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Office and Administrative Support	22.28%	Customer service representatives Office clerks, general Bill and account collectors Executive secretaries and administrative assistants Secretaries, except legal, medical, and executive Bookkeeping, accounting, and auditing clerks Receptionists and information clerks Supervisors of office and administrative workers
Building and Grounds Maintenance	20.61%	Janitors and cleaners, except maids Landscaping and groundskeeping workers Maids and housekeeping cleaners
Material Moving	9.98%	Laborers and material movers, hand Packers and packagers, hand
Production	9.00%	Team assemblers Production workers, all other Helpers — production workers Packaging and filling machine operators
Protective Service	8.33%	Security guards
Sales	6.46%	Telemarketers Travel agents

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Education, Health Care, and Social Assistance

The *Educational Services* sector comprises establishments that provide instruction and training in a wide variety of subjects. This instruction and training is provided by specialized establishments, such as schools, colleges, universities, and training centers. These establishments may be privately owned and operated for profit or not for profit, or they may be publicly owned and operated. They may also offer food and accommodation services to their students. Educational services are usually delivered by teachers or instructors that explain, tell, demonstrate, supervise, and direct learning. Instruction is imparted in diverse settings, such as educational institutions, the workplace, or the home through correspondence, television, or other means. It can be adapted to the particular needs of the students, for example sign language can replace verbal language for teaching students with hearing impairments. All industries in the sector share this commonality of process, namely, labor inputs of instructors with the requisite subject matter expertise and teaching ability.

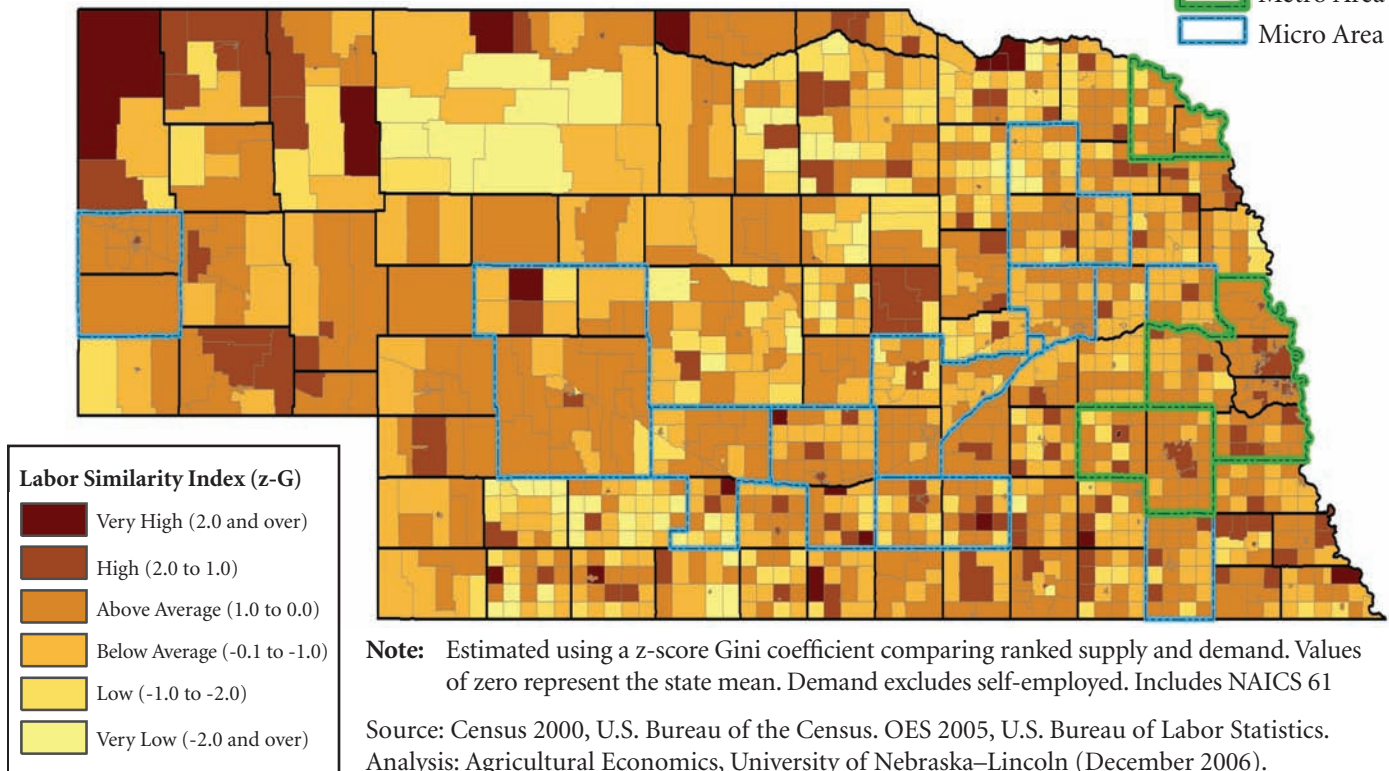
The *Health Care* sector comprises establishments providing health care for individuals, and include several key subsectors. The Ambulatory Health Care Services subsector provide health care services directly or

indirectly to ambulatory patients and do not usually provide inpatient services. Health practitioners in this subsector provide outpatient services, with the facilities and equipment not usually being the most significant part of the production process. The Hospitals subsector provide medical, diagnostic, and treatment services that include physician, nursing, and other health services to inpatients and the specialized accommodation services required by inpatients. Establishments in the Hospitals subsector provide inpatient health services, many of which can only be provided using the specialized facilities and equipment that form a significant and integral part of the production process. The Nursing and Residential Care Facilities subsector provide residential care combined with either nursing, supervisory, or other types of care as required by the residents. In this subsector, the facilities are a significant part of the production process and the care provided is a mix of health and social services with the health services being largely some level of nursing services.

Industries in the *Social Assistance* sector provide a wide variety of social assistance services directly to their clients. These services do not include residential or accommodation services, except on a short stay basis. Specific services include: individual and family services; child and youth services; services for the elderly and disabled; community food and housing services; emergency and other relief services; vocational rehabilitation services; and child day care services.

Labor Similarity Index Educational Services

Metro Area
 Micro Area

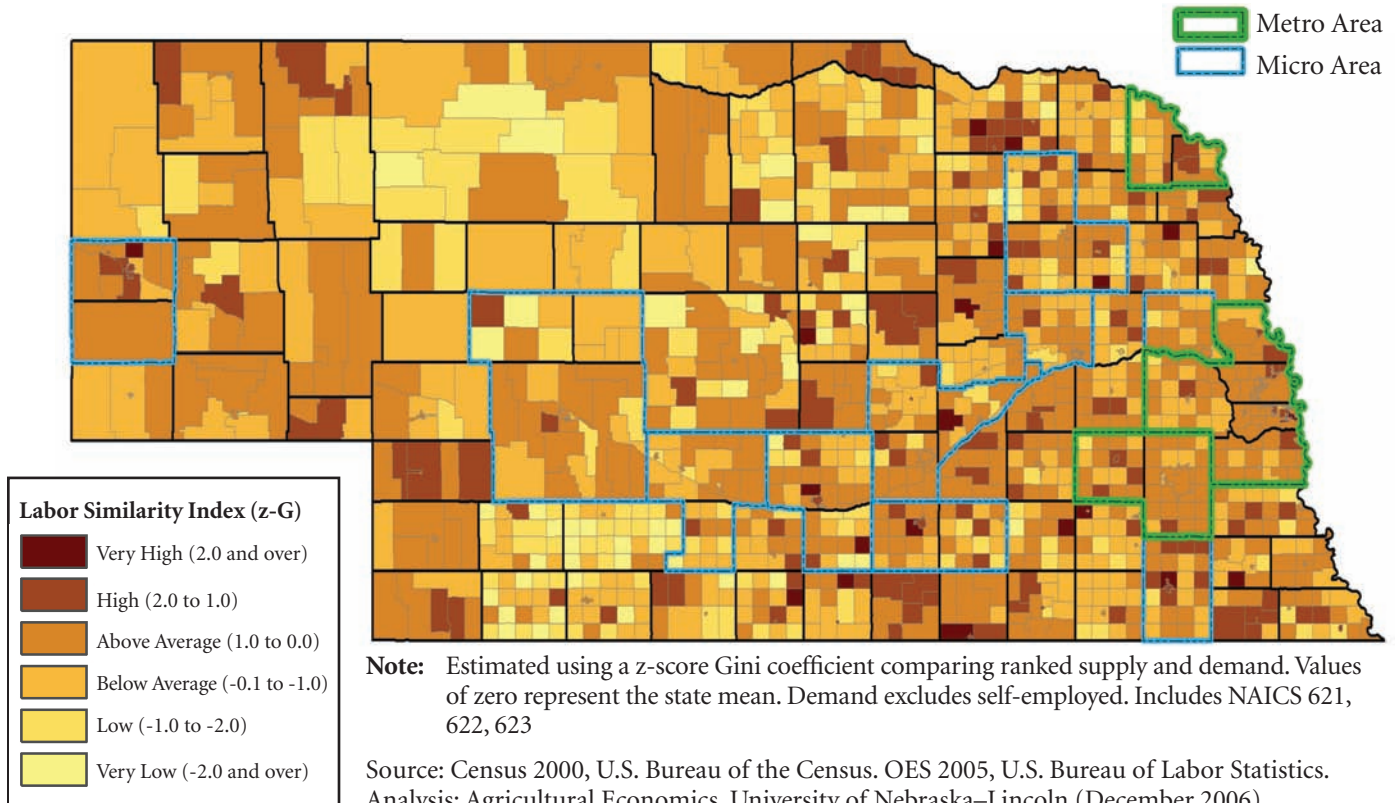


Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Education, Training, and Library	59.38%	Elementary school teachers, no special education Teacher assistants Secondary school teachers, no special and vocational education Middle school teachers, no special and vocational education Teachers and instructors, all other Postsecondary teachers, all other Special education teachers, preschool/elementary Kindergarten teachers, no special education Special education teachers, secondary school Graduate teaching assistants Special education teachers, middle school Health specialties teachers, college Vocational education teachers, college Vocational education teachers, secondary school Librarians
Office and Administrative Support	10.72%	Secretaries, except legal, medical, and executive Office clerks, general Executive secretaries and administrative assistants
Building and Grounds Maintenance	4.50%	Janitors and cleaners, except maids
Management	4.37%	Education administrators, elementary and secondary Education administrators, postsecondary
Food Preparation and Serving	3.81%	Cooks, institution and cafeteria Combined food preparation and serving workers

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Health Care



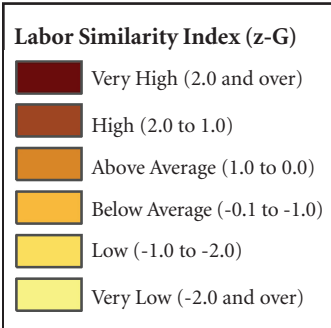
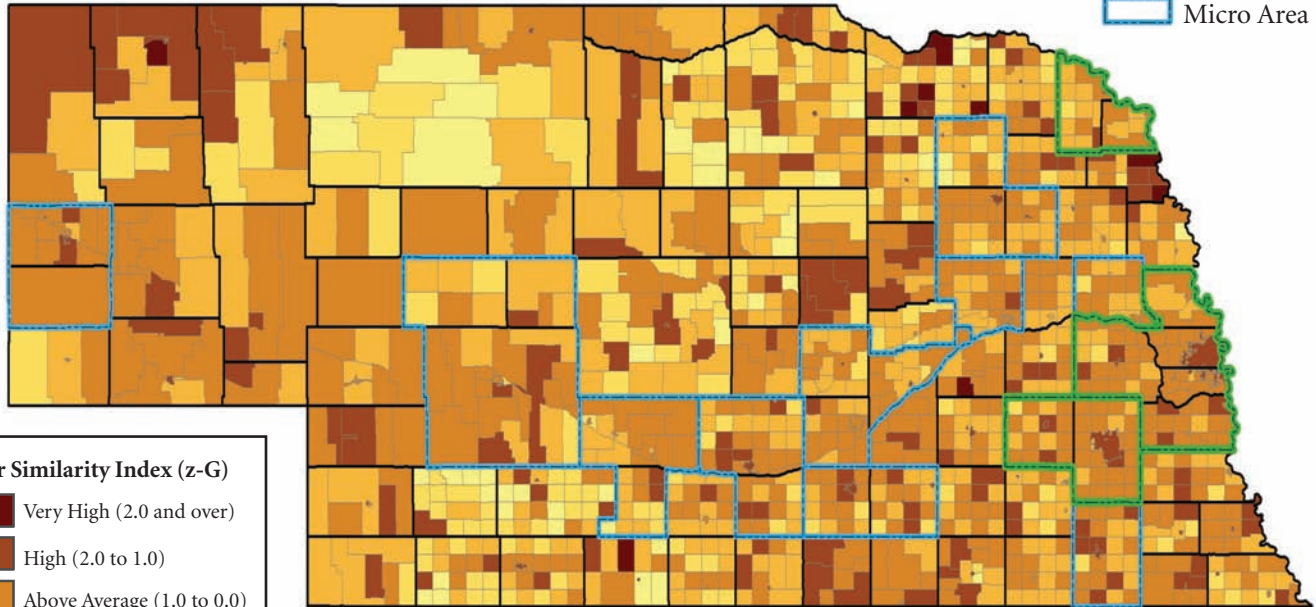
Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Health Care Practitioner and Technical	38.30%	Registered nurses Licensed practical and licensed vocational nurses Radiologic technologists and technicians Dental hygienists Physicians and surgeons, all other Medical and clinical laboratory technologists Medical records and health information technicians Physical therapists Emergency medical technicians and paramedics Medical and clinical laboratory technicians Family and general practitioners
Health Care Support	21.24%	Nursing aides, orderlies, and attendants Home health aides Medical assistants Dental assistants Healthcare support workers, all other
Office and Administrative Support	18.14%	Medical secretaries Receptionists and information clerks Office clerks, general Billing and posting clerks and machine operators Secretaries, except legal, medical, and executive Supervisors of office and administrative workers Executive secretaries and administrative assistants

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Social Assistance

Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 624

Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics.
 Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Personal Care and Service	25.37%	Child care workers Personal and home care aides Recreation workers Supervisors of personal service workers
Education, Training, and Library	20.44%	Preschool teachers, except special education Teacher assistants
Community and Social Service	17.34%	Social and human service assistants Child, family, and school social workers Rehabilitation counselors Mental health and substance abuse social workers Community and social service specialists, all other Educational, vocational, and school counselors
Office and Administrative Support	9.15%	Office clerks, general Secretaries, except legal, medical, and executive Executive secretaries and administrative assistants Bookkeeping, accounting, and auditing clerks
Management	6.06%	Social and community service managers Education administrators, preschool and child care General and operations managers
Health Care Support	5.60%	Home health aides

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

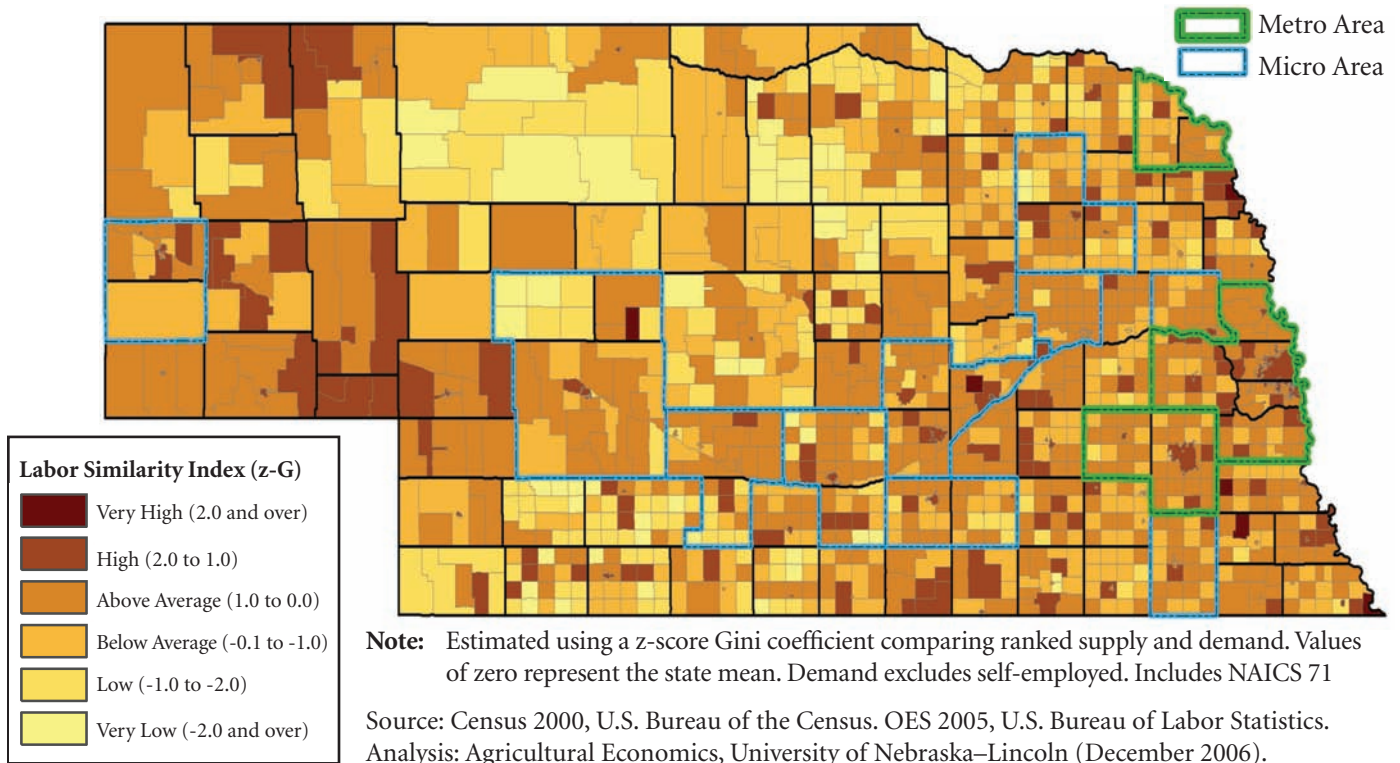
Entertainment, Recreation, Accommodation, and Food Services

The *Arts, Entertainment, and Recreation* sector includes a wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons. This sector comprises (1) establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and (3) establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure-time interests. Excluded from this sector: establishments that provide both accommodations and recreational facilities are classified in NAICS 721, *Accommodation*; restaurants and night clubs that provide live entertainment are classified in NAICS 722, *Food Services and Drinking Places*; motion picture theaters are classified in Sector 512, *Motion Picture Industries*; and establishments using transportation equipment to provide recreational and entertainment services are classified in NAICS 487, *Scenic and Sightseeing Transportation*.

Industries in the *Accommodation* sector provide lodging or short-term accommodations for travelers, vacationers, and others. The sector is organized into three industry groups. The *Traveler Accommodation* industry group includes establishments that primarily provide traditional types of lodging services. This group includes hotels, motels, and bed and breakfast inns. The *RV Parks and Recreational Camps* industry group includes establishments that operate lodging facilities primarily designed to accommodate outdoor enthusiasts. Included are travel trailer campsites, recreational vehicle parks, and outdoor adventure retreats. The *Rooming and Boarding Houses* industry group includes establishments providing temporary or longer-term accommodations, which for the period of occupancy, may serve as a principal residence.

Industries in the *Food Services and Drinking Places* sector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. The industries in the sector are grouped based on the type and level of services provided. The industry groups are full-service restaurants; limited-service eating places; special food services, such as food service contractors, caterers, and mobile food services; and drinking places. Food services and drink activities at hotels and motels; amusement parks, theaters, casinos, country clubs, and similar recreational facilities; and civic and social organizations are included in this sector only if these services are provided by a separate establishment primarily engaged in providing food and beverage services.

Labor Similarity Index Arts, Entertainment and Recreation

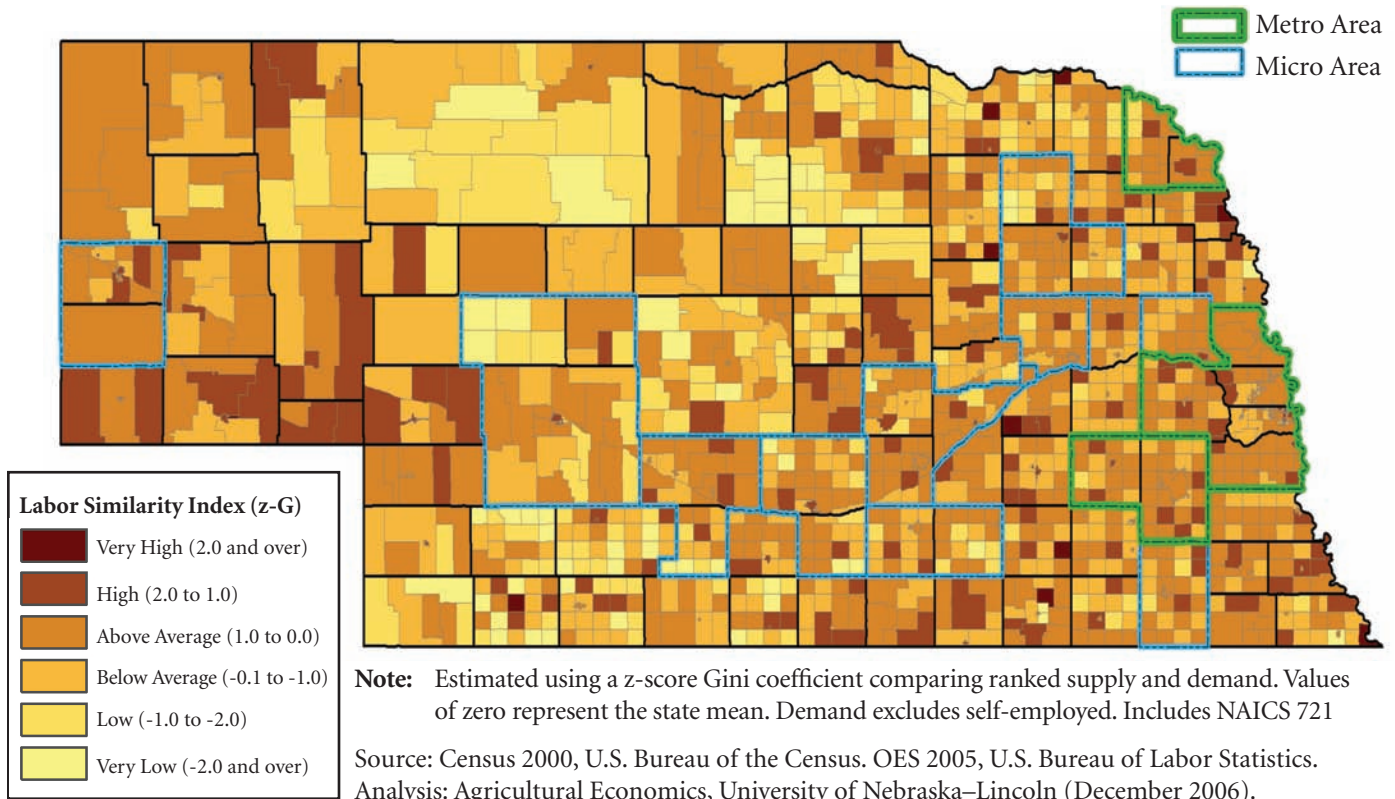


Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Personal Care and Service	26.04%	Amusement and recreation attendants Fitness trainers and aerobics instructors Ushers, lobby attendants, and ticket takers Child care workers Gaming dealers Recreation workers Supervisors of personal service workers
Food Preparation and Serving	17.19%	Waiters and waitresses Bartenders Combined food preparation and serving workers Cooks, restaurant Counter attendants, food concession
Building and Grounds Maintenance	10.26%	Landscaping and groundskeeping workers Janitors and cleaners, except maids
Office and Administrative Support	9.59%	Receptionists and information clerks Office clerks, general Bookkeeping, accounting, and auditing clerks
Arts, Entertainment, and Media	9.38%	Musicians and singers Coaches and scouts
Sales	8.05%	Cashiers Retail salespersons
Protective Service	4.27%	Security guards Lifeguards, ski patrol, and recreational protection

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Accommodation



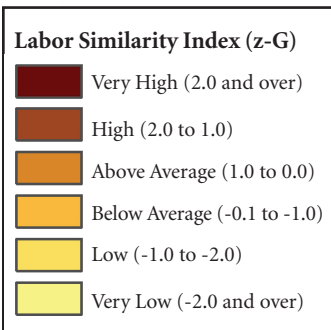
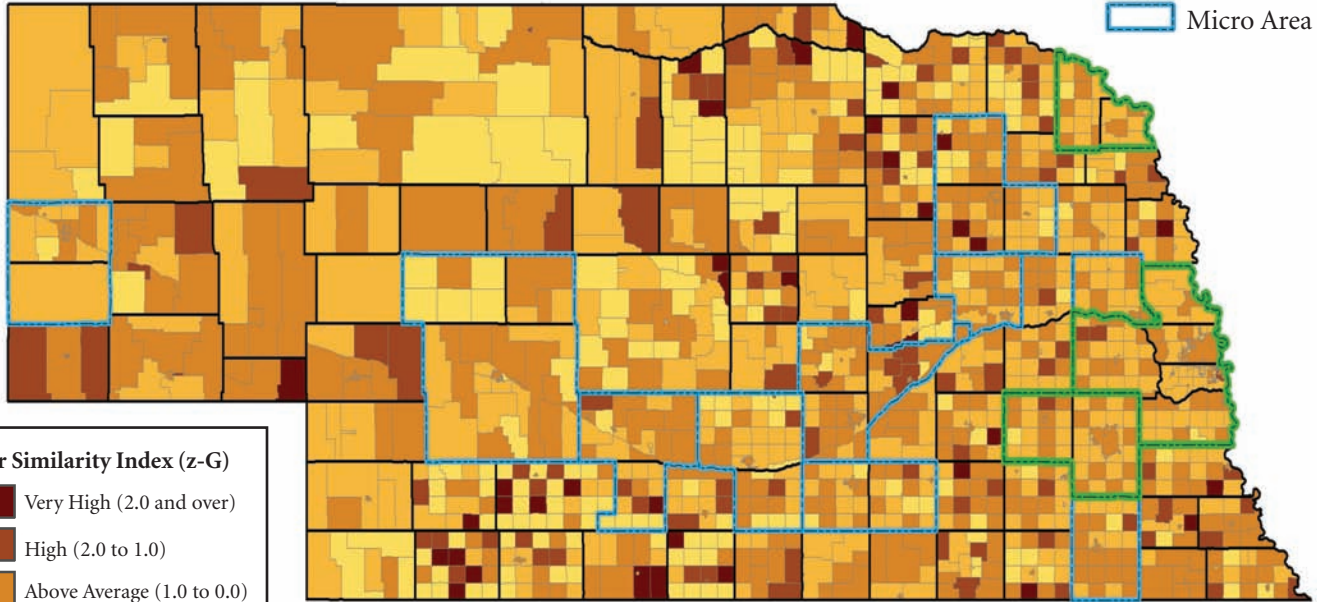
Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Building and Grounds Maintenance	29.01%	Maids and housekeeping cleaners Janitors and cleaners, except maids Supervisors of housekeeping and janitorial workers Landscaping and groundskeeping workers
Food Preparation and Serving	25.91%	Waiters and waitresses Cooks, restaurant Dining room, cafeteria, and bartender attendants Food servers, nonrestaurant Bartenders Dishwashers Food preparation workers Supervisors of food preparation and serving workers Hosts and hostesses, restaurant
Office and Administrative Support	18.65%	Hotel, motel, and resort desk clerks Bookkeeping, accounting, and auditing clerks Supervisors of office and administrative workers
Personal Care and Service	7.28%	Gaming dealers Baggage porters and bellhops
Installation, Maintenance, and Repair	4.38%	Maintenance and repair workers, general

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Food Services and Drinking Places

 Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 722

Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics.
 Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Food Preparation and Serving	89.29%	Waiters and waitresses Combined food preparation and serving workers Cooks, restaurant Cooks, fast food Supervisors of food preparation and serving workers Food preparation workers Dishwashers Bartenders Counter attendants, food concession Hosts and hostesses, restaurant Dining room, cafeteria, and bartender attendants Cooks, short order Chefs and head cooks Cooks, institution and cafeteria Food servers, nonrestaurant
Sales	3.35%	Cashiers
Management	2.41%	Food service managers General and operations managers
Transportation	2.14%	Driver/sales workers Truck drivers, light or delivery services

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Repair, Maintenance, Personal, and Membership Services

Industries in the *Repair and Maintenance* sector restore machinery, equipment, and other products to working order. These establishments also typically provide general or routine maintenance (i.e., servicing) on such products to ensure they work efficiently and to prevent breakdown and unnecessary repairs. The NAICS structure for this sector brings together most types of repair and maintenance establishments and categorizes them based on production processes. This NAICS classification does not delineate between repair services provided to businesses versus those that serve households. Although some industries primarily serve either businesses or households, separation by class of customer is limited by the fact that many establishments serve both.

The *Repair and Maintenance* sector does not include all establishments that do repair and maintenance. For example, repair of transportation equipment is often provided by or based at transportation facilities, such as airports, and are thus included in the *Transportation* sector. A particularly unique situation exists with repair of buildings and residences, and all have been included in the *Construction* sector.

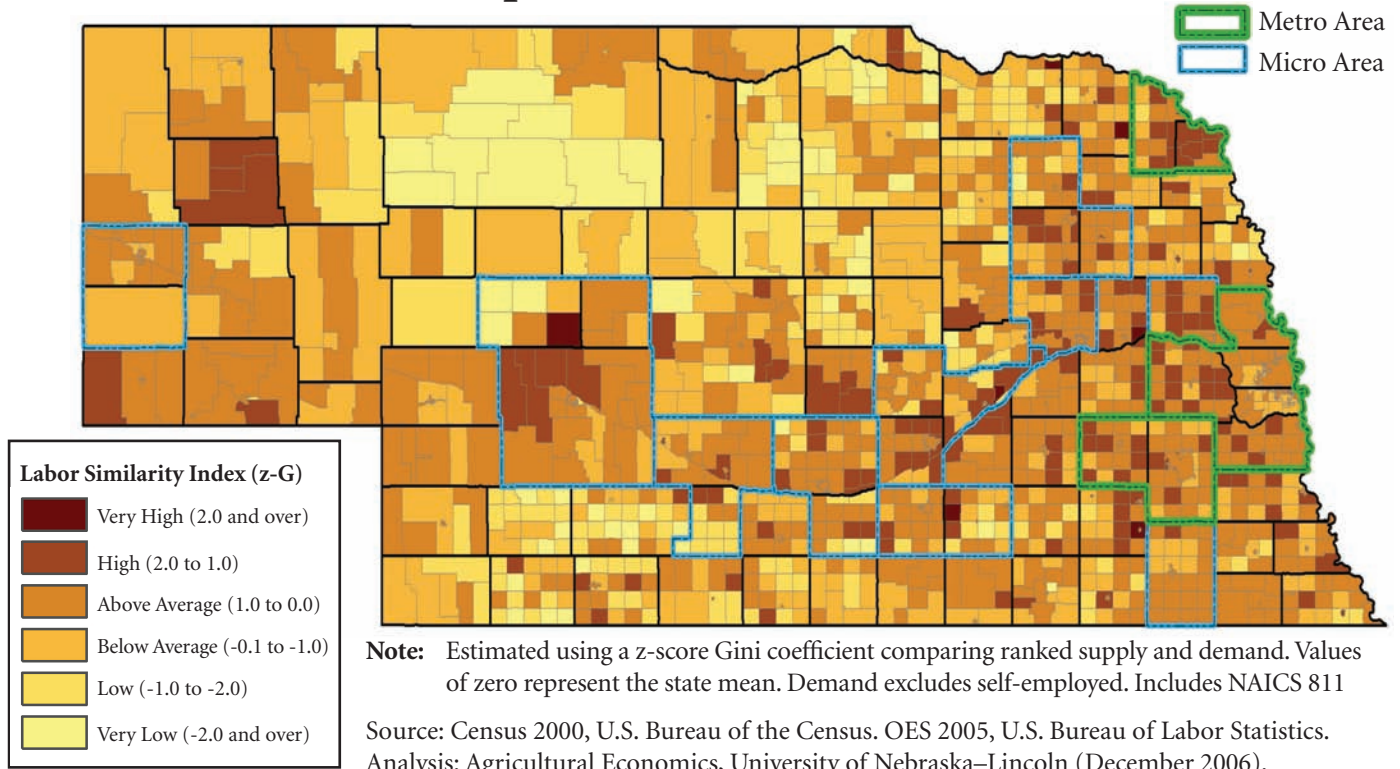
The *Personal Care and Membership Services* sector is composed of three main subsectors.

Industries in the Personal and Laundry Services subsector group establishments that provide personal and laundry services to individuals, households, and businesses. Services performed include: personal care services; death care services; laundry and drycleaning services; and a wide range of other personal services, such as pet care (except veterinary) services, photofinishing services, temporary parking services, and dating services.

Industries in the Private Households subsector include private households that engage in employing workers on or about the premises in activities primarily concerned with the operation of the household. These private households may employ individuals, such as cooks, maids, and butlers, and outside workers, such as gardeners, caretakers, and other maintenance workers.

Industries in the Religious, Grantmaking, Civic, Professional, and Similar Organizations subsector group establishments that organize and promote religious activities; support various causes through grantmaking; advocate various social and political causes; and promote and defend the interests of their members. The industry groups within the subsector are defined in terms of their activities, such as establishments that provide funding for specific causes or for a variety of charitable causes; establishments that advocate and actively promote causes and beliefs for the public good; and establishments that have an active membership structure to promote causes and represent the interests of their members.

Labor Similarity Index Repair and Maintenance



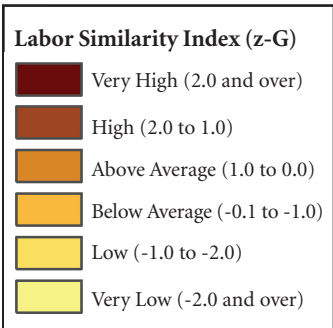
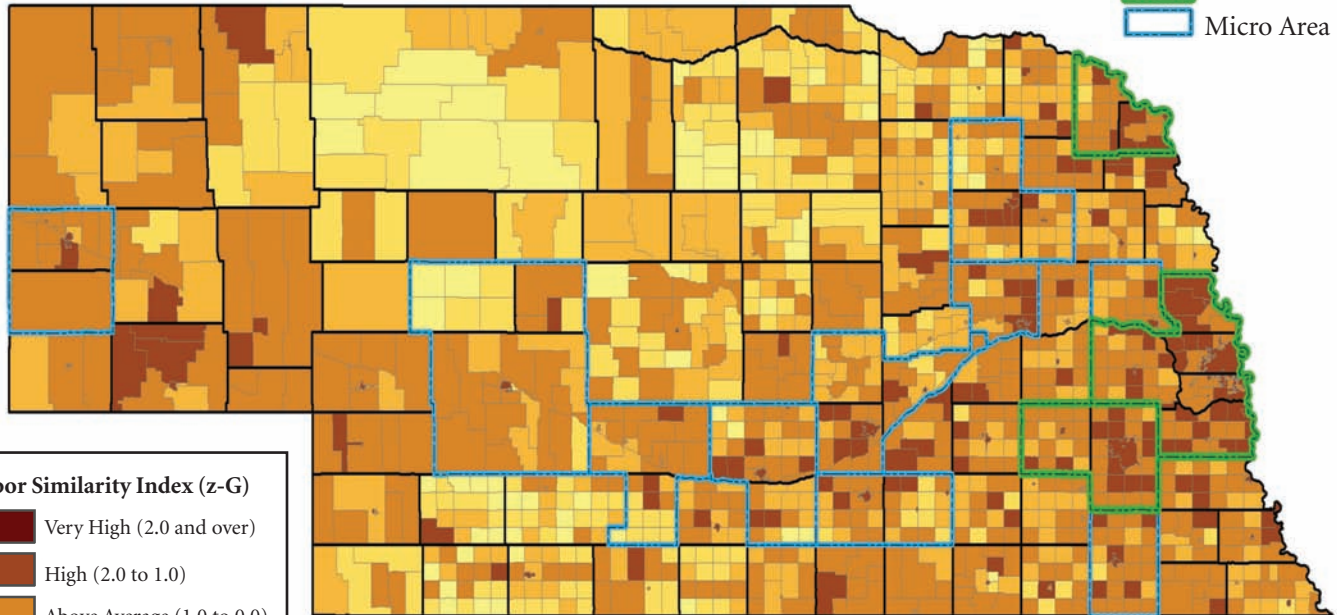
Percent Occupational Demand for This Industry

<i>Occupation Group</i>	<i>Percentage</i>	<i>Detailed Occupations</i>
Installation, Maintenance, and Repair	49.60%	Automotive service technicians and mechanics Automotive body and related repairers Supervisors of mechanics, installers, and repairers Helpers — Installation, maintenance, and repair Bus, truck, and diesel engine mechanics Computer, teller, and office machine repairers Industrial machinery mechanics Automotive glass installers and repairers Home appliance repairers
Office and Administrative Support	11.91%	Office clerks, general Bookkeeping, accounting, and auditing clerks Secretaries, except legal, medical, and executive Customer service representatives
Material Moving	11.38%	Cleaners of vehicles and equipment
Production	8.91%	Painters, transportation equipment Welders, cutters, solderers, and brazers Upholsterers
Transportation	5.94%	Service station attendants Supervisors of laborers, and material movers Truck drivers, light or delivery services
Sales	5.42%	Counter and rental clerks Cashiers Parts salespersons

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

Labor Similarity Index Personal and Membership Services

Metro Area
 Micro Area



Note: Estimated using a z-score Gini coefficient comparing ranked supply and demand. Values of zero represent the state mean. Demand excludes self-employed. Includes NAICS 812, 813, 814

Source: Census 2000, U.S. Bureau of the Census. OES 2005, U.S. Bureau of Labor Statistics. Analysis: Agricultural Economics, University of Nebraska–Lincoln (December 2006).

Percent Occupational Demand for This Industry

Occupation Group	Percentage	Detailed Occupations
Personal Care and Service	26.18%	Hairdressers, hairstylists, and cosmetologists Child care workers Manicurists and pedicurists Nonfarm animal caretakers Fitness trainers and aerobics instructors Recreation workers Funeral attendants Supervisors of personal service workers
Office and Administrative Support	16.90%	Receptionists and information clerks Office clerks, general Secretaries, except legal, medical, and executive Executive secretaries and administrative assistants Bookkeeping, accounting, and auditing clerks Customer service representatives Supervisors of office and administrative workers
Production	9.08%	Laundry and dry-cleaning workers Pressers, textile, garment, and related materials
Business and Financial	6.48%	Business operations specialists, all other Human resources and labor specialists, other
Sales	6.31%	Counter and rental clerks
Management	5.86%	General and operations managers Funeral directors
Transportation	4.47%	Parking lot attendants

Note: LSI scores based on broad occupation group statistics. Detailed occupation statistics are provided for reference only.

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Appendix – Data Tables

All the data and maps used in this report (listed below) are available online at <http://agecon.unl.edu/peters/pubs.html>. The data are reported for all 1,234 minor civil divisions or communities in Nebraska.

<i>File Name</i>	<i>Type</i>	<i>Description</i>																																																																				
lsi-nov2006.XLS	Microsoft Excel	Contains Labor Similarity Index scores, both standardized and unstandardized, for 1,234 Nebraska communities across 35 industries.																																																																				
occ-nov2006.XLS	Microsoft Excel	Contains occupational supply information for 1,234 Nebraska communities across 24 occupations.																																																																				
maps-lsi.ZIP	ZIP File	ZIP file contains image files for the standardized Labor Similarity Index maps, for 32 industries.																																																																				
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