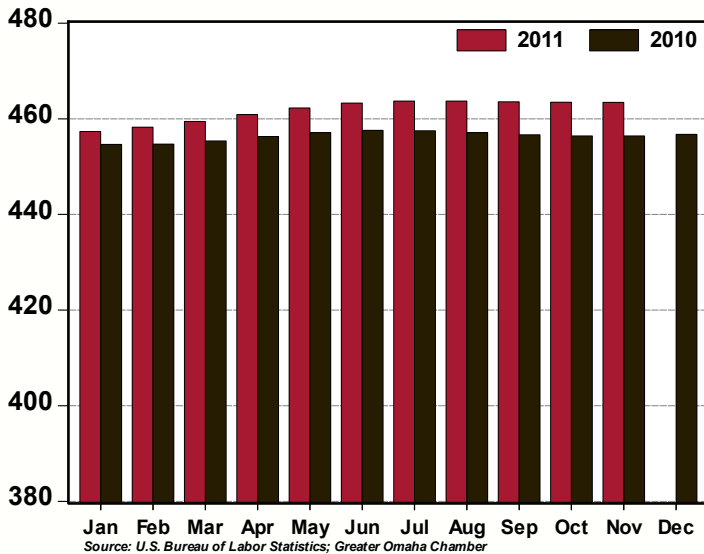


# GREATER OMAHA INDICATORS

## LOCAL ECONOMY

Published December 2011

**Total Non-Farm Employment,  
Omaha MSA: 2011 v 2010**  
(thousands, seasonally adjusted)



- For the twelve months ending in November, Greater Omaha's private sector employment expanded by approximately 7,300 jobs. Private sector employment was statistically unchanged on a month-to-month basis.
- The Education and Healthcare Services sector (+0.3 percent) and Professional and Business Services sector (+0.1 percent) posted job gains compared to the previous month.
- The unemployment rate was unchanged at 4.8 percent in October. [Note: the U.S. Bureau of Labor Statistics will release the November local area unemployment statistics next week].
- Homes sales edged downward by 0.1 percent in November. Single-family permits increased 4.5 percent in November; non-residential permits were unchanged.
- September net taxable sales increased 0.4 percent from the previous month and are up approximately 4 percent compared to September of 2010.

## NATIONAL ECONOMY

- Tracking data suggest fourth quarter Real Gross Domestic Product growth of more than 3 percent.
- For the three months ending in November, private sector wages and salaries grew at a 4.4 percent annual rate, a rate that is more than sufficient to support consumer spending going forward.
- Retail sales increased for the 15th time in 16 months in November. Sales are up 6.7 percent compared to November 2010.
- In November, existing homes sales (+4.0 percent) and new single-family home sales (+1.6) posted sales gains. The months' supply of new homes at the current sales rate decreased to 6 months.
- Manufacturing output decreased 0.4 percent in November. Production of motor vehicles and parts declined by 3.5 percent. Non-auto manufacturing decreased 0.1 percent.

## AREA HIGHLIGHTS

### Omaha Named in Several Recent National Rankings

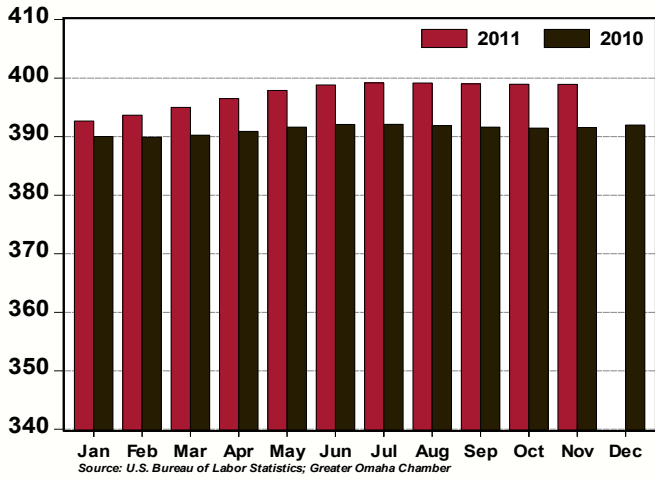
Omaha has ranked high on several national lists recently.

Omaha was ranked 5th on MarketWatch's list of [2011 Best Cities for Business](#). MarketWatch's analysis of 102 metro areas covered a variety of measures meant to gauge how much business is concentrated in a region and whether those companies are helping its local economy grow. As a component of this ranking, Omaha was noted as the top city for employment. MarketWatch released a video on Omaha which can be seen [here](#).

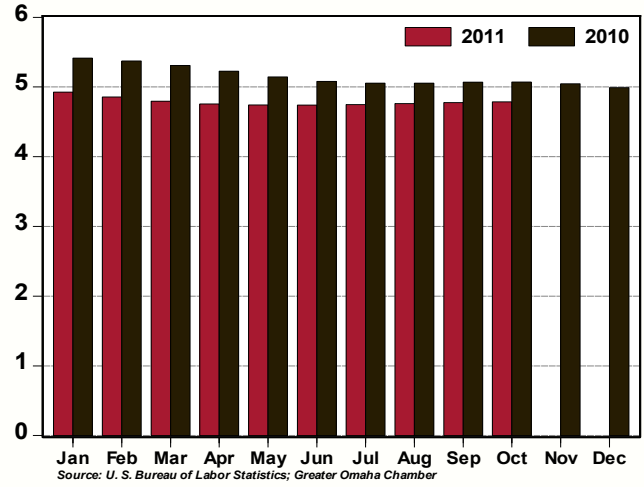
Other recent rankings:

- #1 – [Lowest Unemployment Rate](#) (*The Business Journals* – December 2011)
- #8 – [Most Secure Places to Live in the U.S.](#) (*Farmers Insurance* and *Bestplaces.net* – December 2011)
- #22 – [Best Performing Cities](#) (*Milken Institute* – December 2011)
- Omaha was listed among the Top Five "[Under the Radar](#)" [Cities for Security-Cleared Professionals](#) (*ClearanceJobs.com* – December 2011)

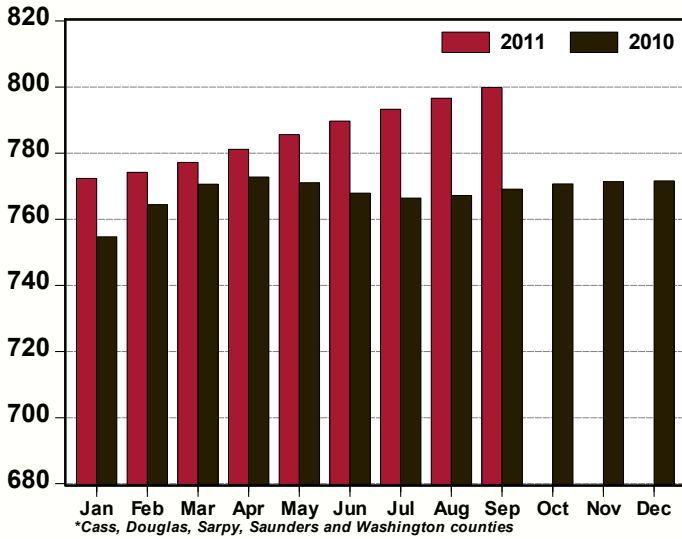
**Total Private Employment, Omaha MSA: 2011 v 2010**  
(thousands, seasonally adjusted)



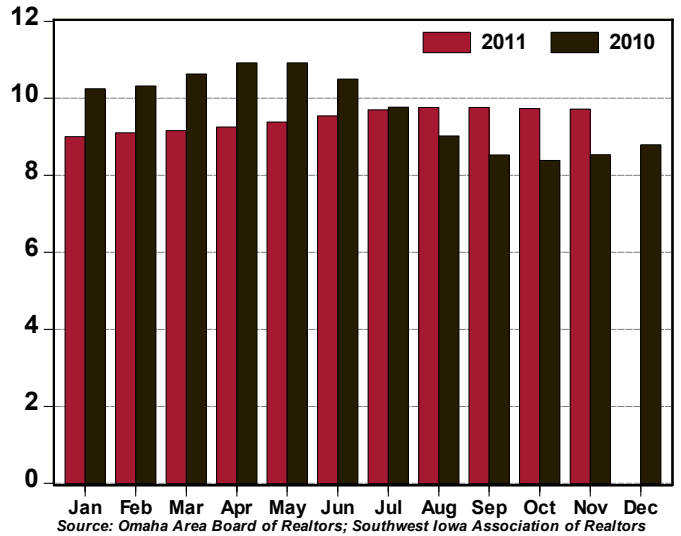
**Unemployment Rate, Omaha MSA: 2011 v 2010**  
(%, seasonally adjusted)



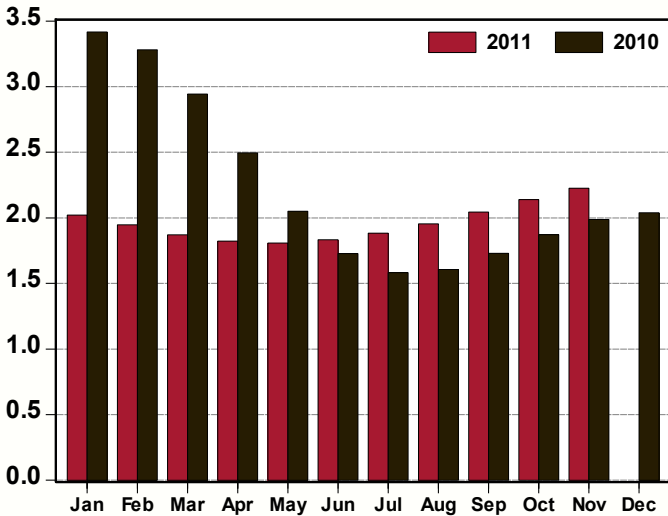
**Net Taxable Sales, Nebraska Counties in the Omaha MSA\*: 2011 v 2010**  
(\$s millions, seasonally adjusted)



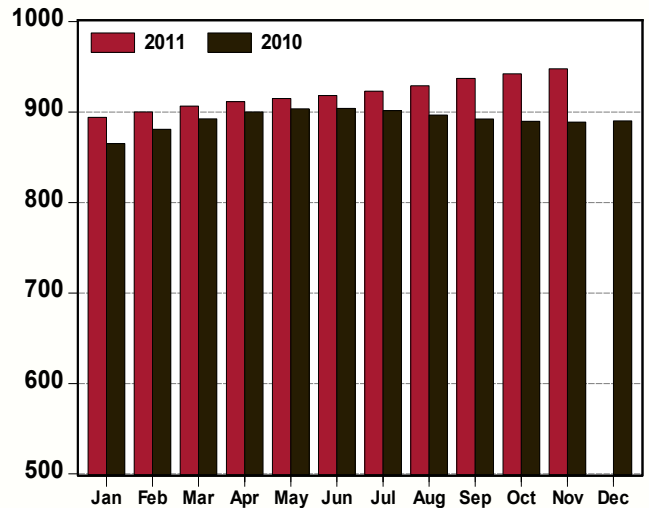
**Home Sales, Omaha MSA: 2011 v 2010**  
(thousands, seasonally adjusted annual rate)



**Single-Family Residential Permits, Omaha MSA: 2011 v 2010**  
(thousands, seasonally adjusted annual rate)



**Non-Residential Permits, Omaha MSA: 2011 v 2010**  
(number of permits, seasonally adjusted annual rate)



Greater Omaha Indicators	Nov 11	Oct 11	Sep 11	Aug 11	Jul 11	Jun 11	May 11	Apr 11	Mar 11	Feb 11	Jan 11	Dec 10	Nov 10
<b>Labor Market: Household Survey</b>													
Labor Force (#,sa)		456,891	455,688	454,195	452,398	450,471	448,768	447,611	447,018	446,666	446,233	445,709	445,395
Employment (#,sa)		435,020	433,924	432,574	430,923	429,118	427,493	426,319	425,580	424,980	424,258	423,466	422,929
Unemployment (#,sa)		21,871	21,764	21,621	21,476	21,352	21,275	21,292	21,438	21,686	21,975	22,243	22,467
Unemployment Rate - Omaha (% ,sa)		4.8	4.8	4.8	4.7	4.7	4.7	4.8	4.8	4.9	4.9	5.0	5.0
Unemployment Rate - Nebraska (% ,sa )	4.1	4.2	4.2	4.3	4.2	4.2	4.1	4.2	4.2	4.3	4.3	4.3	4.4
Unemployment Rate - US (% ,sa)	8.6	9.0	9.1	9.1	9.1	9.2	9.1	9.0	8.8	8.9	9.0	9.4	9.8
<b>Labor Market: Establishment Survey</b>													
Total Employment (000s, sa)	463.3	463.5	463.6	463.7	463.7	463.3	462.3	460.9	459.4	458.2	457.3	456.7	456.5
Private Employment (000s, sa)	398.8	399.0	399.0	399.1	399.2	398.8	397.9	396.5	395.0	393.7	392.6	392.0	391.6
Construction/Mining (000s, sa)	19.7	19.7	19.8	20.0	20.2	20.3	20.5	20.6	20.6	20.6	20.5	20.4	20.4
Manufacturing (000s, sa)	31.7	31.7	31.6	31.6	31.6	31.7	31.7	31.6	31.5	31.4	31.2	31.1	31.0
Trade, Trans. and Utilities (000s, sa)	96.1	96.2	96.4	96.6	96.8	96.7	96.4	95.8	95.2	94.8	94.5	94.3	94.1
Information (000s, sa)	10.4	10.5	10.5	10.5	10.5	10.6	10.6	10.7	10.7	10.8	10.8	10.8	10.8
Financial Activities (000s, sa)	40.1	40.1	40.1	40.1	40.1	40.1	40.1	40.1	40.1	40.0	40.0	40.1	40.1
Prof. and Business Services (000s, sa)	67.5	67.4	67.2	67.0	66.6	66.2	65.8	65.3	64.8	64.3	64.0	63.9	63.8
Educ. and Health Services (000s, sa)	72.2	72.0	71.9	71.7	71.5	71.3	71.1	70.8	70.6	70.4	70.3	70.2	70.2
Leisure and Hospitality (000s,sa )	43.9	44.0	44.1	44.1	44.1	44.1	43.9	43.7	43.5	43.4	43.3	43.3	43.4
Other Services (000s, sa)	17.2	17.3	17.4	17.5	17.6	17.7	17.8	17.9	17.9	17.9	17.9	17.8	17.8
Government (000s, sa)	64.5	64.5	64.5	64.6	64.5	64.5	64.4	64.4	64.5	64.6	64.7	64.8	64.9
<b>Construction Permits</b>													
Total Permits (#, sa)	273	258	260	245	234	233	232	230	232	239	243	245	247
Valuation (\$000, nsa)	49,171	92,754	90,466	67,932	61,361	82,265	85,690	66,440	69,023	62,047	23,755	39,833	58,259
Single-Family Residential Permits (#, sa)	186	178	170	163	157	153	151	152	156	162	168	170	166
Valuation (\$000, nsa)	22,714	30,850	26,254	35,669	33,852	31,865	37,470	34,260	26,881	16,167	14,128	16,378	22,913
Non-Residential Permits (#, sa)	79	79	78	77	77	77	76	76	76	75	75	74	74
Valuation (\$000, nsa)	13,259	59,143	42,626	24,679	27,509	46,056	40,218	31,696	42,141	45,447	9,628	19,149	23,342
Multi-Family Residential Units (#, nsa)	234	30	376	114	0	64	108	4	0	6	0	112	162
Valuation (\$000, nsa)	13,197	2,761	21,586	7,584	0	4,344	8,003	484	0	433	0	4,306	12,004
<b>New and Existing Home Sales</b>													
Total Sales (#, sa)	810	811	814	814	808	796	782	771	764	759	750	733	711
Total Value (\$mm, nsa)	116.0	131.4	130.7	172.6	161.2	179.7	159.0	143.2	104.2	71.3	72.2	100.9	104.0
<b>Utilities</b>													
Electricity Customers (#, nsa)			355,018	353,625	351,544	351,938	351,279	349,438	349,652	348,056	348,115	347,893	347,577
Total Electricity Sold (mwh, 000s, sa)			900,724	908,269	913,454	916,057	916,038	912,065	903,776	891,293	878,295	866,651	860,688
<b>Transportation</b>													
Airline Passengers (000s, sa)	3516	3508	3498	3488	3481	3481	3490	3507	3529	3556	3582	3602	3614
Airline Cargo (mm lbs., sa)	7.6	7.6	7.6	7.7	7.7	7.7	7.8	8.0	8.1	8.3	8.4	8.5	8.4
<b>Commerce</b>													
Net Taxable Sales (\$mm, sa)	7998	7998	7998	7966	7933	7897	7856	7811	7772	7742	7724	7716	7714
Motor Vehicles (\$mm, sa)	97.4	97.4	97.4	98.2	98.7	99.2	99.8	100.4	100.8	101.0	101.0	100.6	100.0
<b>Prices</b>													
Consumer Price Index - U.S. (yryr % , nsa)	3.4	3.5	3.9	3.8	3.6	3.6	3.6	3.2	2.7	2.1	1.6	1.5	1.1
CPI - Midwest (yryr % , nsa)	3.3	3.3	3.9	3.8	3.8	3.9	3.8	3.3	2.7	2.2	1.9	1.8	1.2
Personal Consumption Expenditure Index (yryr % , sa)	2.5	2.7	2.9	2.9	2.8	2.6	2.6	2.4	2.0	1.8	1.5	1.4	1.2
PCE Index, ex Food & Energy (yryr % , sa)	1.7	1.7	1.6	1.7	1.6	1.4	1.3	1.2	1.0	1.1	1.0	0.9	1.0

Note: sa = seasonally adjusted; nsa = not seasonally adjusted; na = not available.

# BUSINESS BAROMETER

The following companies are new or have recently expanded operations in the Greater Omaha metro area. Announcements on this list have been gathered from public releases, local media and permit reports. Investment estimates are based on public announcements and permit reports, while employment is based on public announcements and industry averages.

## November 2011 New and Expanding Companies

<u>Company</u>	<u>Location</u>	<u>Product</u>	<u>Investment</u>	<u>Added Employment</u>
People Services Center	10868 W. Dodge Rd.	Bus. consulting		8
Chocolatier Blue	17151 Davenport St.	Chocolate store		5
Fareway Stores, Inc.	3070 N. 90th St.	Grocery store		100
Sonic Drive-In	76th & Dodge	Restaurant		10
Sitel	5601 N. 103rd St.	Customer serv. center		125
Midwest Pickers	3701 Leavenworth St.	Used furniture store		1
J. Coco	52nd & Leavenworth	Restaurant		15
Wahoo Performance- Learning Center	2201 N. Locust	Classrooms/theater	\$4,400,000	
Lakeview Apartments	7471 Lakeview Court	Apartment complex		
Old Mill Toyota	180th & W. Dodge Rd.	Car dealership		50
Performance Chrysler Jeep Dodge Ram of Bellevue	Kennedy Frwy & Chandler	Car dealership		
Nissan of Omaha	17410 Burt St.	Car dealership	\$1,400,000	15
NP Dodge Real Estate	3552 Dodge St. - 35Dodge	Sales office		
Nebraska Furniture Mart	700 S. 72nd St.	Furniture store/back office		50
Scooter's Coffeehouse	120th & Fort Sts.	Coffee shop		10
Edward Jones		Financial advisors		40
Regus	14301 FNB Parkway	Business center		
Downtown Project by Shamrock Development	10th & Capitol Streets	Mixed use dev.	\$176,000,000	
American Title Inc.	11010 Burdette St.	Insurance co.		25
Pacific Interpreters	222 S 15th Street	Translation services		
Mount Michael High School	22520 Mount Michael Rd.	Private school	\$38,000,000	
Urgent Care of Papillion	8419 S. 73rd St., Ste 101	Urgent care clinic		10
Makovicka Physical Therapy	8419 S. 73rd Plaza	Physical therapy		10
The Phoenix Academy	1110 N. 66th St.	Private k-8 school		
Project Harmony	11949 Q St.	Children's services		
Keyboard Kastle	8445 W. Center Rd.	Piano store		3
Luvbird	2110 S. 67th St.	Women's boutique		3
Bank of the West	13220 California St.	SME banking group		6
Huber Automotive Campus	114th & W. Dodge Rd.	Car dealership		
Immanuel Trinity Village	522 W. Lincoln St.	Senior apartments	\$10,730,000	
So Big Development Center	11773 S. Highway 6	Daycare		18
RWR Innovations	8404 Q St.	Toy & book store		3
Helping U Barbeque	15791 W. Dodge Rd.	Restaurant		5
		<b>2011 YTD Total</b>	<b>\$1,599,549,724</b>	<b>5,974</b>