

Quick Facts:

Lincoln Nebraska



Lincoln, a community of nearly 250,000, offers the ambiance of a friendly small town and the amenities, attractions and entertainment opportunities of a major metropolitan area. Lincoln is both the **state capital and home to the flagship campus** of the University of Nebraska; as a result it provides a greater range of offerings than might be expected in a community of its size.

Efficient transportation, a stable business environment, advanced health care technology and an excellent educational system are just a few reasons why Lincoln **ranks highly in livability studies.**

Lincoln offers a highly educated and motivated labor force. The **work ethic and productivity** of Lincoln employees are cited by local employers as two key advantages of doing business in Lincoln.

Location & Transportation



- Lincoln is located nearly equidistant between New York and Los Angeles on I-80, the only coast-to-coast interstate. All major Midwestern markets are accessible within a single day's drive.
- The Lincoln Airport, located just 10 minutes from downtown, has daily direct flights to Chicago, Denver, and Minneapolis.

Population

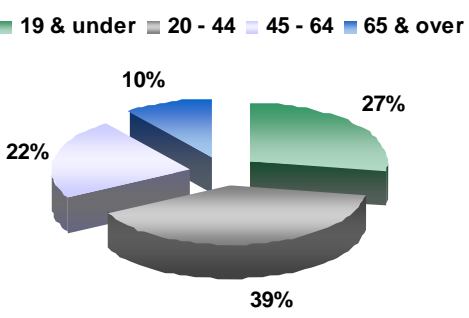
City of Lincoln	248,744
Lincoln MSA (Lancaster & Seward Counties)	295,486

• Lincoln's total population grew 18 percent from 1990 to 2000 and 10 percent from 2000 to 2007.

Higher Education Enrollment

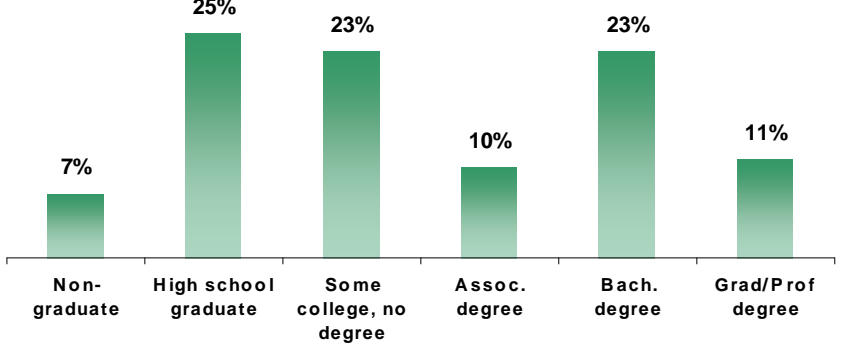
University of Nebraska-Lincoln:	23,000
Southeast Community College:	9,600
Nebraska Wesleyan University:	2,100
Doane College:	1,600
Concordia University:	1,300
Union College:	1,000
Kaplan University:	500

Age Distribution



• Lincoln's median age is 32 years.

Educational Attainment

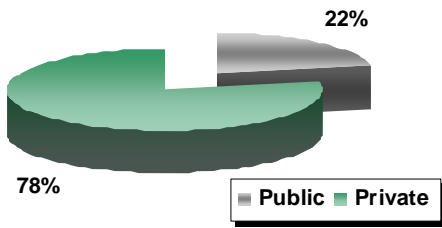


• 92 percent of Lincoln adults have completed high school including 34 percent who have **at least** a Bachelor's degree, well above the U.S. average of 27 percent.

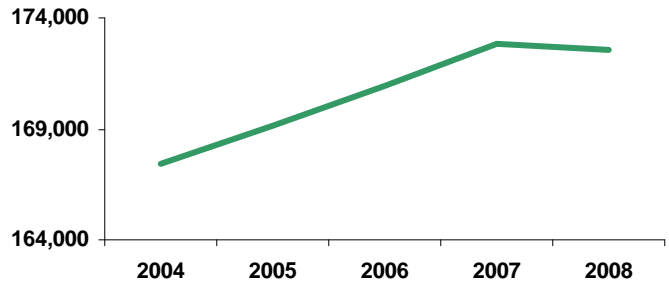
Sources: U.S. Census Bureau, 2000 Census of Population; Population Estimates Program; American Community Survey 2008. National Center for Education Statistics, College Opportunities Online Locator. Nebraska Workforce Development, Labor Market Information. KPMG LLP, National Rate Survey, Lincoln Electric System (LES), National Realtors Association, Metropolitan Area Existing Home Prices.

Lincoln Nebraska

Private & Public Sector Employment Mix



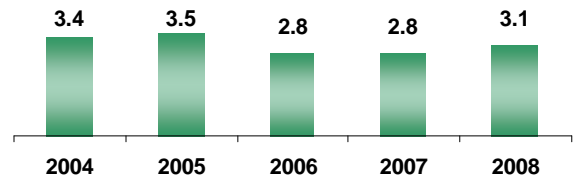
Employment



Employment by Industry

Government	22%
Education & Health Services	13%
Retail & Wholesale Trade	13%
Professional & Business Services	11%
Leisure & Hospitality	9%
Manufacturing	9%
Financial Activities	7%
Construction & Mining	4%
Transportation, Warehousing & Utilities	6%
Other Services	4%
Information	2%
	100%

Unemployment



Largest Private Sector Employers

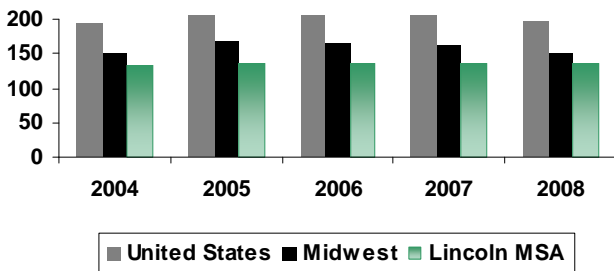
Ameritas Life Insurance	Insurance
BryanLGH Medical Center	Health Care
BNSF Railroad	Transportation
Duncan Aviation, Inc.	Aviation Service/Sales
Kawasaki Motors Manufacturing, USA	Recreational Vehicles Mfg.
Lincoln Benefit Life	Insurance
Madonna Rehabilitation Hospital	Health Care
Molex, Inc.	Electronics Manufacturing
Nelnet	Financial Services
Perot Systems	Business Services
Saint Elizabeth Regional Medical Center	Health Care
State Farm Insurance	Insurance

Income

Per Capita Income	\$24,844
% of U.S.	95
Median Household Income	\$49,920
% of U.S.	100
Median Family Income	\$64,276
% of U.S.	106
Median Wage per Job	\$29,695

Housing

Median Cost of Single-Family Homes (\$000)



•The average price of a home in Lincoln has consistently remained below the national and regional averages.

Electricity Rates

For the 21st straight year, a nationwide survey ranks the rates paid by Lincoln Electric System (LES) customers among the lowest 10 percent in the country. LES residential rates ranked 3rd lowest; commercial/industrial rates ranked 9th lowest out of 106 cities.

Average Cost for Commercial/Industrial Users, 2008*

Lincoln Electric System	\$20,680
U.S. Average	\$33,589

Average Cost for Residential Users, 2008

Lincoln Electric System	\$60.25
U.S. Average	\$107.21

Since 1985 LES rate increases have been far below the rate of inflation.

*Based on billing demand of 1,000 kilowatt/month, energy consumption = 400,000 kilowatt-hour/month.