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Image by Suliman Sallehi from Pexels
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- Previous Issues
- NEworks.nebraska.gov
- Reader Feedback Survey

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Openings & Expansions May
Kermit Spade, Research Analyst

<table>
<thead>
<tr>
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<th>Business Name</th>
<th>Location</th>
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<tbody>
<tr>
<td>Food &amp; Entertainment</td>
<td>Legends Bar &amp; Grill</td>
<td>Beatrice</td>
</tr>
<tr>
<td></td>
<td>Mac’s Creek Winery and Brewery (Expansion)</td>
<td>Lexington</td>
</tr>
<tr>
<td>Health &amp; Fitness</td>
<td>Diabetes &amp; Wellness Clinic (Expansion)</td>
<td>Norfolk</td>
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<tr>
<td>Retail/Sales</td>
<td>Bugs &amp; Pets</td>
<td>Beatrice</td>
</tr>
<tr>
<td></td>
<td>Cartridge World (New Location)</td>
<td>Norfolk</td>
</tr>
<tr>
<td></td>
<td>Casey’s General Store</td>
<td>Cozad</td>
</tr>
<tr>
<td></td>
<td>Dollar General</td>
<td>Elwood</td>
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<tr>
<td></td>
<td>Heartland Motors and Wrenchman Auto (Merger &amp; Expansion)</td>
<td>Beatrice</td>
</tr>
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<td></td>
<td>Re-Barn</td>
<td>Beatrice</td>
</tr>
<tr>
<td></td>
<td>Sonny’s Super Foods Deli</td>
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<tr>
<td></td>
<td>West Point Auto &amp; Truck Center (Expansion)</td>
<td>West Point</td>
</tr>
<tr>
<td></td>
<td>Wireless World</td>
<td>Sidney</td>
</tr>
<tr>
<td>Other</td>
<td>Fairbury Municipal Waterpark</td>
<td>Fairbury</td>
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<tr>
<td></td>
<td>G.L. Huyett Technology Center</td>
<td>Sidney</td>
</tr>
<tr>
<td></td>
<td>North Fork Outfitting (Expansion)</td>
<td>Norfolk</td>
</tr>
<tr>
<td></td>
<td>UST Global/Xpanxion (Expansion)</td>
<td>Sidney</td>
</tr>
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Source:
Nebraska Department of Labor
Openings and expansions listed are a sampling of activity reported for that month. Some activity may have occurred outside the month. If you have an opening or expansion to report, contact us at LMI_NE@nebraska.gov.

Nebraska Workforce Trends is published by the Nebraska Department of Labor in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics. This workforce product was funded by a grant awarded by the U.S. Department of Labor’s Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.
This month’s Map Facts highlights the economic impact of county, state, and other fairs across Nebraska. Six Nebraska counties hold more than one fair (Buffalo, Douglas, Fillmore, Frontier, Hall, and Valley), while eight counties are not holding any fairs within their borders in 2019. (1)

Amusement and recreation attendants are the occupation most directly associated with county and state fairs, and more than 600 individuals were employed in this occupation in Nebraska as of May 2018, about 400 of whom worked in the amusement, gambling, and recreation industry. According to May 2019 data from the Nebraska Department of Labor's Occupational Employment Statistics program, the average hourly wage for amusement and recreation attendants across all industries was $10.35, and the average annual salary was $21,527. (2)
Fairs also bring broader economic activity to the surrounding communities, as measured in a 2014 study on the effect of the Nebraska State Fair in Hall County. Grand Island Area Chamber of Commerce president Cindy Johnson reported that State Fair operations had a $7.6 million impact on the Grand Island area in 2013, and State Fair visitors brought another $14.7 million in economic activity. The study did not consider every business segment or ticket sales, but did take into account retail, gasoline, food and beverage sales, and accommodation expenditures. (3)

To further explore opportunities to attend Nebraska’s fairs and carnivals this summer, visit the interactive version of this month’s map on the Nebraska Department of Labor’s Tableau Public page. The interactive map provides information such as location, dates, and contact information for each upcoming fair statewide. Click on the filter to choose a type of fair, and click on a county for more information. Additional information is also available through the Nebraska Association of Fair Managers.

Sources:
What’s ‘On Tap’ for Nebraska’s Craft Beer Industry
Brandon Jones, Research Analyst

Less than ten years ago, Nebraskans might have had a hard time naming even one Nebraska craft brewery. Today, as the state’s craft beer industry has taken off, most Nebraskans likely know of at least a few local breweries, while avid beer fans might be familiar with a dozen or more. Besides a wider range of options for thirsty consumers, this rise in the popularity and availability of craft brews has also brought a number of impacts on Nebraska’s economy. In this article, we’ll explore how these trends have taken shape, and where they might go in the future.

Brewery Growth by the Numbers

Nebraska craft breweries have been growing rapidly and steadily over the last decade. With craft beer seeing so much success in markets nationwide, Nebraska brewers have ventured to do the same. Since 2011, 32 craft breweries have opened for business in Nebraska, a 178% increase from 2011-2018. The biggest jump occurred in 2015-2016, when nine new brewery businesses were established. (1)

Although the state’s brewers have enjoyed significant growth in recent years, Nebraska still accounts for just 0.6% of the 7,450 craft breweries currently operating nationwide. This puts Nebraska at #34 in terms of number of breweries per state. Compared to surrounding states, Nebraska sits right in the middle of the rankings, with more breweries than South Dakota, Wyoming, and Kansas, but fewer than Iowa, Missouri, and Colorado. (1)

From 2013-2018, overall employment in Nebraska’s beverage and tobacco product manufacturing industry increased by a total of 25.7%, with the largest single-year increase occurring in 2016-2017, at 11.8%. That translates to an estimated 192 new jobs statewide, from 746 in 2013 to 938 in 2018. During that same time period, employment in Nebraska’s manufacturing sector as a whole increased by 2.6%. Beverage and tobacco manufacturing made up just 0.9% of all Nebraska manufacturing jobs in 2018, but employment growth in this subsector rose by nearly ten times as much as in the state’s manufacturing sector as a whole from 2013-2018. (2)
The ten most common occupations involved in brewing, considered together, paid an average annual wage of $39,073 in Nebraska as of May 2018. The highest-earning occupation was general and operations managers, at $83,083 per year, followed by first-line supervisors of production and operating workers, at $56,233. The lowest-paid positions were bartenders, at an average annual wage of $24,220, and helpers of production workers, at $25,407 per year. For comparison, the estimated average annual wage for all occupations and all industries in Nebraska during the same time period was $46,710, more than $7,637 above the average salary for brewing occupations alone. (3)

The national average for these same occupations was $46,054 per year, $6,981 more than in Nebraska. Most of the occupations had a nationwide average wage only slightly above Nebraska’s, a difference of about $2,000 to $3,000, but general and operations managers, sales representatives, and customer service representatives all earned substantially higher salaries nationally than they did in Nebraska, with a difference of $32,347, $18,925 and $7,877 per year respectively. (4) However, Nebraska’s cost of living is lower than the national average.
Economic Impacts for Nebraska

Every year, the Brewers Association, a national brewing industry trade group, publishes an economic impact study measuring the economic contributions of craft breweries around the United States. The study is built on the results of two nationwide surveys conducted by the Brewers Association, as well as government and market data. (5)

This Economic Impact Study defines craft brewers according to three main traits: craft breweries are small, independent, and traditional.

The study calculates the economic impact of craft breweries by considering direct, indirect, and induced impacts. This covers craft breweries, wholesalers, retailers, suppliers of raw materials, such as barley and brewing equipment, and how workers in the industry use their wages to purchase additional good and services. (5)

According to Brewers Association data from 2017, Nebraska ranked #33 out of 50 states in terms of craft breweries' economic impact, with an estimated $465 million in economic activity generated by brewing. Nebraska had 3.6 breweries per 100,000 adults, which put it at #22 nationally. Nebraska ranked #43 for total barrels of beer produced, with 54,640 barrels brewed in 2017. This means that there was an estimated $8,510 in economic impact per barrel of craft beer produced in Nebraska during that year. (1)

Across the United States, overall beer production fell 1.0% during 2018. At the same time, production of craft brews increased by about 4.0%. Craft breweries now produce 13.2% of total American beer production, and account for more than 24.0% of the overall beer sales nationwide. That represents a 7.0% increase from 2017, or $27.6 billion out of $114.2 billion in overall total U.S. beer sales. (6)

Nebraska's Craft Beer Sales & Production Statistics, 2018

**Small** - Meaning the brewery has 6 million barrels or less in annual production. (As a state, Nebraska only produced 54,640 barrels in 2017.)

**Independent** - Meaning that less than 25% of the brewery is owned or controlled by an alcoholic beverage industry member who is not themselves a craft brewer.

**Traditional** - Meaning that a majority of its products are brewed using traditional or innovative brewing methods. (Flavored malt beverages are not considered beers.)

Gabby Ayala has been the Executive Director of the Nebraska Craft Brewers Guild (NCBG) since September 2017. Although Nebraska has a relatively small number of craft breweries compared to some other states, Ayala said the biggest change she has seen was the jump in the number of breweries opening statewide. "Nebraska has gone from 18 breweries in 2011 to 50 in 2018, with the biggest jump coming in 2015 to 2016 with 11 openings. Since I have been working for NCBG, I have only seen two breweries close. That's pretty good, because it is not easy to open your own brewery," Ayala said. (7)

Ayala said people in both large and small communities around the state get excited about finding something new, and they often want to share it with everyone. When a consumer buys a locally produced craft beer, that purchase supports a local business and their employees. The producers of raw agricultural products and wholesalers of materials used to brew beer also profit from the brewery's success. The money exchanged stays in the community, and creates tax revenue for state and local governments. (7)

Ayala also noted that the University of Nebraska-Lincoln has received grant funding to conduct a study looking into the state's brewing industry's impact on travel and tourism. This study is expected to be published this summer, and should offer some interesting details on another way Nebraska's growing craft beer industry is affecting the state's economy. The university also has other ongoing research projects related to brewing, including one conducted by the Department of Agronomy and Horticulture to study Nebraska hops and how eight specific varieties grow in local soil conditions. (7)

**Last Call**

Craft beer is a growing trend here in Nebraska and around the country. While Nebraska may not produce much beer in comparison to some of our neighbors, the state's brewing manufacturing industry is on the rise. What's more, craft brewery production and sales are out-performing all breweries overall, suggesting that the beer industry has been increasingly trending toward craft brews.

It's clear that with more breweries comes more jobs, more production, and more sales, giving the state's craft brewing industry a significant and growing economic impact. In fact, Nebraska's local craft breweries have more 'on tap' than just some tasty beers—they also served up an estimated $465 million in economic activity statewide in 2017. I'll toast to that!
Fast Facts

Jodie Meyer, Research Analyst

Spotlight on Construction in Nebraska

55,694

The number of workers employed in Nebraska's construction sector in July 2018, the peak month for construction employment that year. Because construction is a seasonal industry, its employment totals are typically highest during June, July, and August. (1)

#7

Construction was Nebraska's seventh-largest industry sector by employment in 2018. (1)

1 in 20

The share of employed Nebraskans who worked in the construction industry in 2018. (1)

$992

The average weekly wage for workers in Nebraska's construction industry as of 2018. (1)

34,894

The average number of Nebraska workers employed in the specialty trade contractors industry subsector in 2018. This was the state's largest construction subsector by employment. (1)

$1,099

The average weekly wage for workers in Nebraska's heavy and civil engineering construction subsector, which was the highest-paying construction industry subsector statewide as of 2018. (1)

14.9%

Total construction industry employment is projected to rise by 14.9% statewide between 2016 and 2026. (2)

7,553

The number of new jobs projected for the construction industry between 2016 and 2026 in Nebraska. (2)

16.7%

The projected growth for the construction of buildings subsector between 2016 and 2026 in Nebraska. This is the fastest-growing subsector within the construction sector. (2)
Projected Increase in Construction Industry Employment by Region, 2016-2026

The percentage of Nebraska construction workers who were ages 25-44 in 2017. In comparison, that age group accounted for 42.8% total employment across all industries statewide. (3)

Top 5 NE Construction Industry Occupations

<table>
<thead>
<tr>
<th>Occupation Title</th>
<th>2016 Est. Employment</th>
<th>% of Industry Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpenters</td>
<td>7,103</td>
<td>14.1%</td>
</tr>
<tr>
<td>Electricians</td>
<td>4,200</td>
<td>8.3%</td>
</tr>
<tr>
<td>First-Line Supervisors of Construction Trades &amp; Extraction Workers</td>
<td>3,613</td>
<td>7.2%</td>
</tr>
<tr>
<td>Cement Masons &amp; Concrete Finishers</td>
<td>2,914</td>
<td>5.8%</td>
</tr>
<tr>
<td>Plumbers, Pipefitters, &amp; Steamfitters</td>
<td>2,809</td>
<td>5.6%</td>
</tr>
</tbody>
</table>


NE 2017 Construction Industry Employment by Education Level*

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All</th>
<th>Construction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School</td>
<td>16.7%</td>
<td>11.6%</td>
</tr>
<tr>
<td>High School or Equivalent, No College</td>
<td>28.9%</td>
<td>35.3%</td>
</tr>
<tr>
<td>Some College or Associate Degree</td>
<td>33.7%</td>
<td>33.0%</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>25.8%</td>
<td>15.0%</td>
</tr>
</tbody>
</table>

*Workers age 25 and over
High Wage, Skill, & Demand (H3) Construction & Extraction Occupations

<table>
<thead>
<tr>
<th>Occupation Title</th>
<th>Avg. Hourly Wage (2016)</th>
<th>Education; Work Experience (Years); Job Training</th>
<th>Avg. Annual Openings (2016-2026)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpenters</td>
<td>$18.40</td>
<td>High school diploma or equivalent; None; Apprenticeship</td>
<td>1,288</td>
</tr>
<tr>
<td>Electricians</td>
<td>$23.74</td>
<td>High school diploma or equivalent; None; Apprenticeship</td>
<td>703</td>
</tr>
<tr>
<td>Plumbers, Pipefitters, &amp; Steamfitters</td>
<td>$26.52</td>
<td>High school diploma or equivalent; None; Apprenticeship</td>
<td>658</td>
</tr>
<tr>
<td>Structural Iron &amp; Steel Workers</td>
<td>$20.37</td>
<td>High school diploma or equivalent; None; Apprenticeship</td>
<td>132</td>
</tr>
<tr>
<td>Sheet Metal Workers</td>
<td>$24.31</td>
<td>High school diploma or equivalent; None; Apprenticeship</td>
<td>96</td>
</tr>
<tr>
<td>Brickmasons &amp; Blockmasons</td>
<td>$25.78</td>
<td>High school diploma or equivalent; None; Apprenticeship</td>
<td>88</td>
</tr>
<tr>
<td>Glaziers</td>
<td>$18.66</td>
<td>High school diploma or equivalent; None; Apprenticeship</td>
<td>56</td>
</tr>
</tbody>
</table>

Road Trip Across Nebraska
Kermit Spade, Research Analyst

Few things are more closely associated with summertime fun than the great American road trip. According to a recent AAA survey, about four in 10 U.S. adults reported planning to take a summer vacation in 2019, with 53% packing their cars for a family road trip. (1)

Nebraska is a great state in which to take a road trip, as we enjoy generally high-quality roads and plenty of cool stuff to see. In fact, according to the Nebraska Tourism Commission's 2018 annual report, travel was Nebraska's third-largest industry for that year, with travel generating $4.9 billion in consumer expenditures, $732 million in tax revenues, and 49,360 jobs. (2)

Readers eager to hit the open road this summer may want to start planning their road trip by checking out the Nebraska Tourism Commission's Nebraska Passport Program, which features sites across the state for visitors to explore and get their special passport booklets stamped. If a participant makes it to all of the program's stops, the Nebraska Tourism Commission awards them a prize. In 2018, 48,895 passport booklets were requested by travelers from 46 states and 418 Nebraska communities. The average participant earned 31 stamps, and 749 participants visited all stops. Altogether, traveler spending associated with the 2018 Passport Program generated $5.7 million in economic activity statewide. (2)

The Passport Program is a great resource for helping travelers find great places to visit, but the state also has plenty of fun things to do that you won't find in this year's passport booklet. As of the third quarter of 2018, Nebraska was home to 664 establishments in the arts, entertainment, and recreation industry, according to data from the:

### Avg. Weekly Wage for NE Arts, Entertainment, & Recreation Industry Workers, Q3 2018


### Avg. Weekly Wage for NE Accommodation & Food Service Industry Workers, Q3 2018

Nebraska Department of Labor’s Quarterly Census of Employment and Wages (QCEW). Businesses in this sector had an average of 24 workers per establishment, who earned an average wage of $313 per week. The state’s accommodation and food services sector had 4,607 establishments, with an average of 23 employees per establishment, and an average weekly wage of $285. The charts on the previous page show the average weekly wage per employee for establishments in Nebraska’s arts, entertainment, and recreation and accommodation and food services industries. (3)

Prior to beginning a road trip across Nebraska, travelers need a vehicle, gas for that vehicle, and the free time to take the trip. While no data is available on how Nebraskans get around in their free time, the U.S. Census Bureau does collect data about how Nebraskans get to work, as well as how many vehicles they have in their households. According to the Census Bureau’s 2013-2017 American Community Survey 5-Year Estimates, 82.3% of Nebraska workers ages 16 years and over said they drove to work alone, and more than 80% of these Nebraskans reported having access to two or more vehicles. These numbers indicate that most Nebraskans should have no problem finding a set of wheels to begin their summer road trip. (4)

Once the car is packed and ready to go, road-trippers will need to fill up their gas tanks before hitting the road. In 2018, the average price of gas in Nebraska was $2.63 per gallon. Gas prices tend to fluctuate throughout the year, with the highest prices typically occurring between May and October. The charts on the next page show Nebraska’s average price per gallon of gasoline by month in 2018. (5)

Before any road trip can begin, working Nebraskans will have to secure some time off. Luckily, according to the U.S. Bureau of Labor Statistics’ annual National Compensation Survey (NCS), which provides data about what percentage of workers have access to various benefits, about 75% of private sector employees nationwide have access to some paid vacation days each year. The longer a worker stays with an employer, the more vacation time they typically earn. So Nebraskans, especially those who have lengthy job tenures, are likely to be able to find at least a few free days to explore what the state has to offer. (6)
A final consideration to keep in mind when planning a road trip across Nebraska, especially in light of the recent flooding events, would be current road conditions. To help travelers avoid delays, the Nebraska Department of Transportation maintains a flood recovery webpage dedicated to the 2019 floods’ impact on state roads, which features an interactive map highlighting problem areas where flood recovery efforts are still underway. (7) Nebraska also has a 511 traveler information website, which provides updates about construction areas and other roadway hazards. Consulting these resources before hitting the road may help road-trippers spend less time lost or stuck on detours, leaving more time for summer fun. (8)

With most Nebraskans having access to a vehicle, relatively affordable gas, and some vacation time, this summer looks like a great time to take a road trip to explore the state. The Nebraska Passport Program and other great attractions statewide ensure that there will be no shortage of exciting places for visitors to enjoy. So get out there and see this great state of ours... just watch out for that road construction!

Sources
1. AAA. AAA: Nearly 100 Million Americans Will Embark on Family Vacations this Year. [Online] March 21, 2019. [Cited: June 24, 2019.]
An initial claim is a request for determination of UI program eligibility filed by an unemployed individual following a separation from an employer. It can serve as an indicator of emerging labor market conditions in the area.1

Average weekly earnings represents the mean pay received by workers for services performed over the course of one week.2

Data Sources: [Retrieved: June 2019.]

Data Sources: [Retrieved: June 2019.]

1. An initial claim is a request for determination of UI program eligibility filed by an unemployed individual following a separation from an employer. It can serve as an indicator of emerging labor market conditions in the area.
2. Average weekly earnings represents the mean pay received by workers for services performed over the course of one week.
3. This figure represents the average price consumers paid at the pump for a gallon of regular-grade, unleaded gasoline during the specified timeframe. The main components affecting the retail price of gasoline are crude oil prices; costs and profits associated with refining, distribution, and marketing; fluctuations in supply and demand; and federal, state, and local taxes.
Labor Force Participation Rate  
Seasonally Adjusted

Consumer Price Index  
12-Month % Change  
Not Seasonally Adjusted

Housing Prices  
4-Quarter % Change  
Seasonally Adjusted

The labor force is comprised of all persons age 16 and over in the civilian, noninstitutional population who are either employed or unemployed but available for work and actively seeking employment. It excludes people doing unpaid homemaking or volunteer work, retired people, and people who are not employed and not actively seeking work. The labor force participation rate measures the labor force as a percentage of the total civilian, noninstitutional population, age 16 and over.¹

Data Sources: [Retrieved: June 2019.]

The consumer price index (CPI) is a measure of the average change over time in the prices paid by consumers for goods and services. It is used to determine the real purchasing power of consumers’ dollars, and as a measure of inflation.⁵

Data Sources: [Retrieved: June 2019.]

The housing price index (HPI) measures the movement of single-family house prices, based on purchases involving conventional mortgages purchased or securitized by Fannie Mae or Freddie Mac. "Four-quarter" change is relative to the same quarter one year earlier. HPI data are often considered useful for estimating housing affordability and projecting future changes in mortgage default rates.⁶

Data Source: [Retrieved: June 2019.]
NEBRASKA WORKFORCE TRENDS

Employment Data | May

May 2019 County Unemployment Rates

**NEBRASKA**
- May Non-farm: 1,039,501
- Manufacturing: 99,463

**Nebraska**
- (Smooth Seasonally Adjusted)
  - May Unemployment Rate: 3.0%
  - Change (OTM): +0.1
  - Change (OTY): +0.2

**Economic Region**
- (Not Seasonally Adjusted)
  - Central: 2.8%
  - Mid Plains: 2.9%
  - Northeast: 2.9%
  - Panhandle: 3.3%
  - Sandhills: 2.8%
  - Southeast: 3.1%

**OMAHA MSA**
- (Not Seasonally Adjusted)
  - May Unemployment Rate: 2.9%
  - May Total Non-Farm: 514,554
  - Manufacturing: 32,509

**Largest OTM Increase (Private)**
- Leisure and Hospitality: 2,848 (5.7%)
- Mining and Construction: 1,756 (5.8%)

**Largest OTY Increase (Private)**
- Professional and Business Services: 3,240 (4.5%)
- Mining and Construction: 3,136 (10.8%)

**GRAND ISLAND**
- (Not Seasonally Adjusted)
  - May Unemployment Rate: 3.0%
  - May Total Non-Farm: 42,564
  - Change (OTM): 336 (0.8%)
  - Change (OTY): -146 (-0.3%)

**LINCOLN MSA**
- (Not Seasonally Adjusted)
  - May Unemployment Rate: 2.8%
  - May Total Non-Farm: 193,225
  - Manufacturing: 13,593

**Largest OTM Increase (Private)**
- Leisure and Hospitality: 809 (4.4%)
- Education and Health: 438 (1.5%)

**Largest OTY Increase (Private)**
- Education & Health: 1,461 (5.0%)
- Manufacturing: 224 (1.7%)

**Sources:**
The Nebraska Department of Labor has released new labor availability and business hiring and training needs reports on NEworks.nebraska.gov. The reports are based on business and household surveys and are part of a joint research project involving the Departments of Labor and Economic Development and the University of Nebraska-Lincoln's Bureau of Business Research and Bureau of Sociological Research.

To view the reports, go to NEworks.nebraska.gov

**The reports include:**
- Statistics on active and potential seekers
- Factors important to job seekers
- Barriers faced when switching jobs
- Characteristics of job seekers (education, skill levels)
- Characteristics of businesses (size, industry)
- Hiring needs (openings, skills required, hiring difficulties)
- Training offered
- Skills gap information and analysis for Valentine and O’Neill
- Worker supply and demand
- Detailed evaluation of select occupations