



EMPLOYMENT AND
ECONOMIC DEVELOPMENT

Population & Labor Force Trends in the Metro Area

Timothy O'Neill – Twin Cities Labor Market Analyst

Labor Market Information Office – <http://mn.gov/deed/data>



March 4th, 2024

WHAT IS DEED?

- The Minnesota Department of Employment and Economic Development is the state's principal economic development agency. DEED programs promote business recruitment, expansion and retention; international trade; workforce development; and community development.

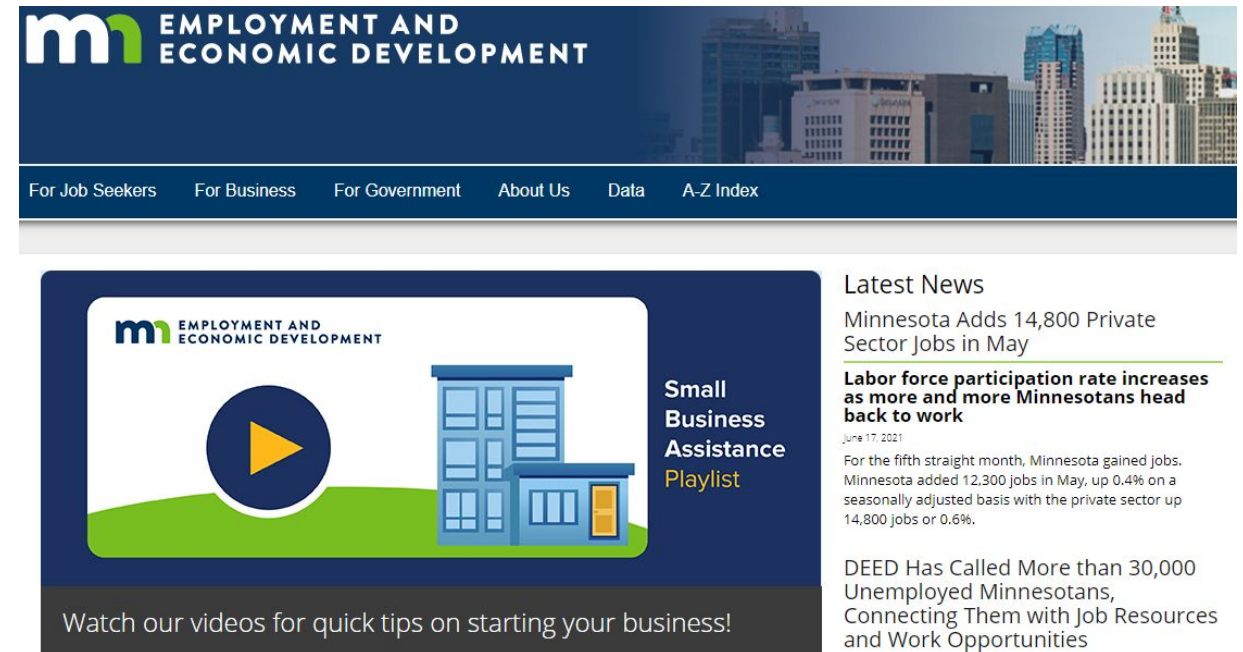


DEED resources for job seekers

mn.gov/deed/job-seekers

- [CareerForce](http://careerforcemn.com) – careerforcemn.com
 - Find a good job now
 - Start your career
 - Advance your career
 - Change your career
 - Tailored resources
 - Job loss resources
 - Virtual and Interactive Services
- [Recently Unemployed](#)
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- [Veterans Employment Programs](#)
- [Job Search Guide](#)
- [Data for Job Seekers](#)

- Each state produces employment and economic statistics in cooperation with the U.S. Department of Labor's Bureau of Labor Statistics
- LMI includes employment statistics, unemployment rates, wages and salaries, job projections and more
- LMI is the foundation for informed, market-responsive planning



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mn.gov/deed/data



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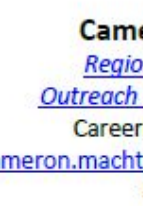
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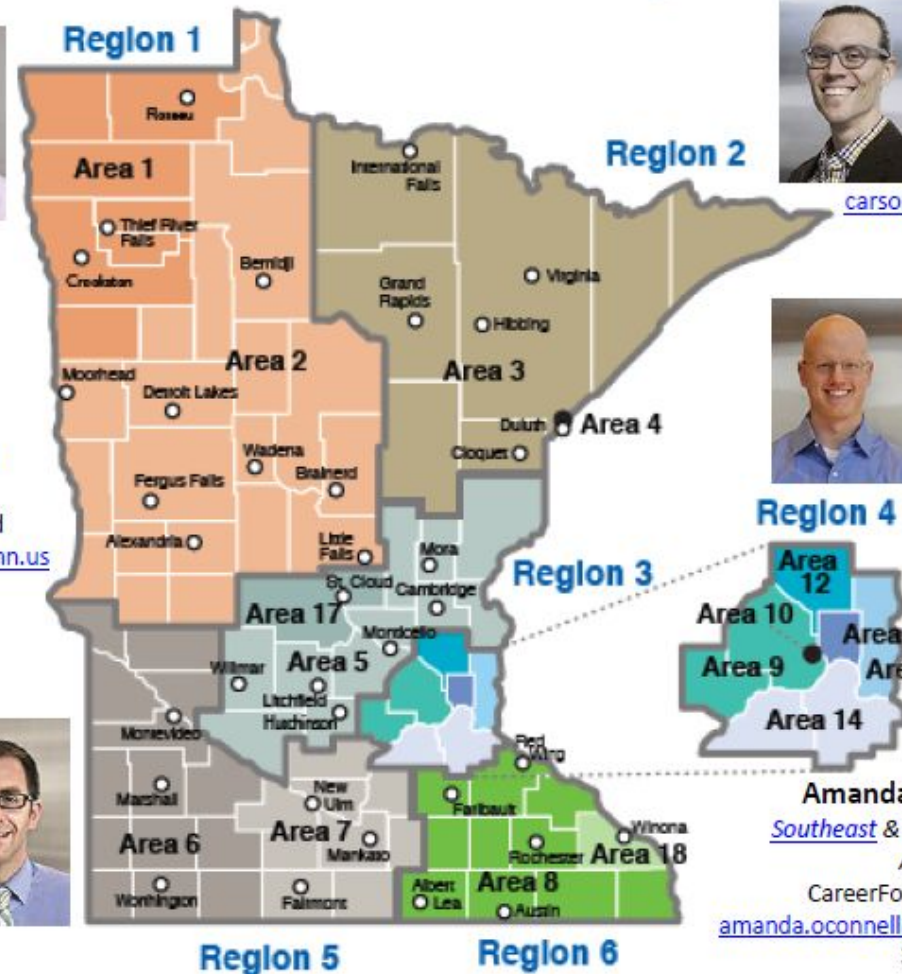
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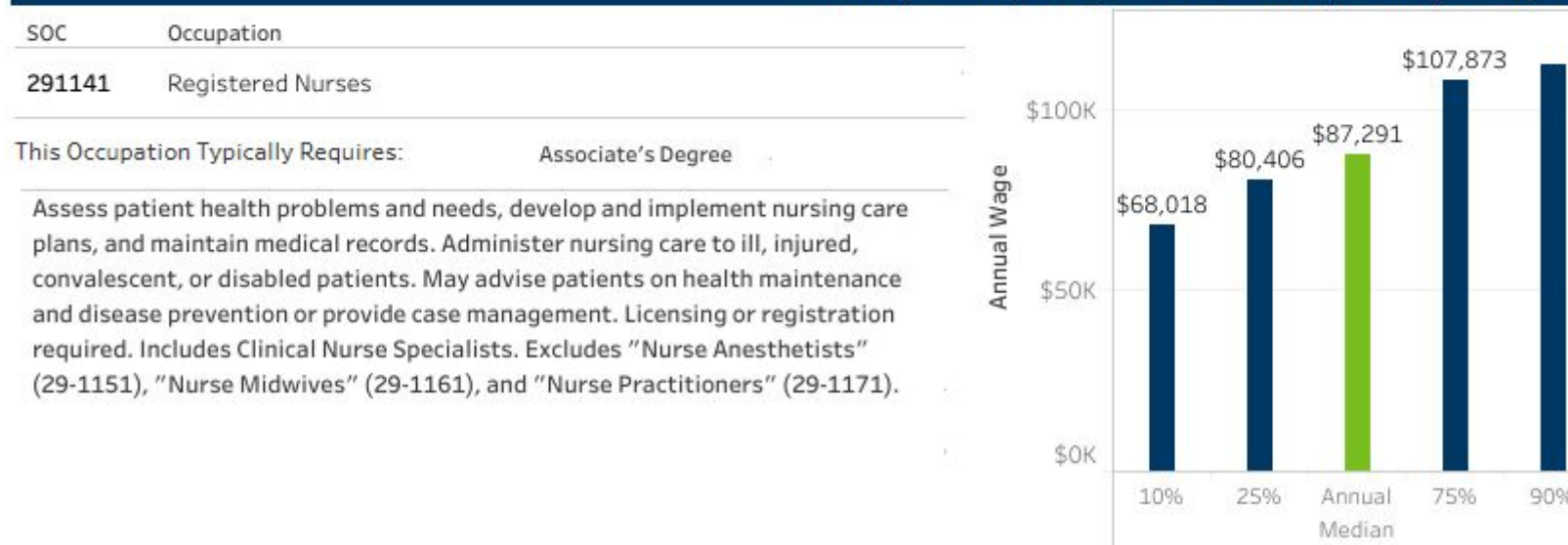
Occupational employment in MN

Occupational Employment and Wage Statistics (OEWS) 2023

SOC	Occupation	Jobs	10th	25th	Median	75th	90th
111021	General and Operations Managers	73,910	\$21.01	\$28.91	\$43.50	\$64.54	\$95.77
412031	Retail Salespersons	66,830	\$12.09	\$14.11	\$15.63	\$18.17	\$23.86
291141	Registered Nurses	63,800	\$32.70	\$38.66	\$41.96	\$51.86	\$53.91
434051	Customer Service Representatives	58,340	\$15.32	\$17.81	\$22.26	\$25.48	\$31.29
412011	Cashiers	57,760	\$12.20	\$13.55	\$14.41	\$16.16	\$17.67
439061	Office Clerks, General	55,760	\$14.74	\$17.68	\$21.69	\$25.17	\$30.97
353023	Fast Food and Counter Workers	53,640	\$12.24	\$13.86	\$14.74	\$16.32	\$17.77
537062	Laborers and Freight, Stock, and Material Movers, Ha..	53,370	\$15.48	\$17.86	\$19.92	\$23.41	\$28.08
537065	Stockers and Order Fillers	41,700	\$13.98	\$15.31	\$17.46	\$19.62	\$24.22
372011	Janitors and Cleaners, Except Maids and Housekeepin..	41,670	\$14.11	\$15.19	\$17.87	\$20.12	\$24.74
353031	Waiters and Waitresses	37,220	\$10.91	\$11.39	\$11.71	\$13.84	\$17.40
151252	Software Developers	36,360	\$37.21	\$47.73	\$55.21	\$67.82	\$80.53

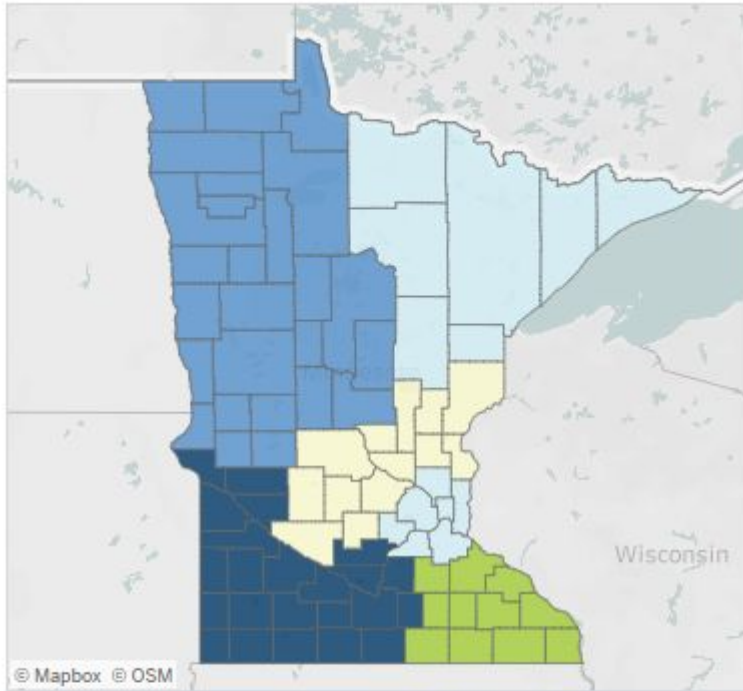
Occupational Detail

* **Tip** - Half of all jobs pay between the 25th and 75th percentile, meaning this is a good representation of the typical range of wages.



Cost of living in MN

Cost of Living Calculator 2022



Region type:

Planning Region (PR) ▼

I am:

- ☐ Single
- ☐ Partnered - 1 full-time worker
- ☒ Partnered - 1 full-time, 1 part-time worker
- ☐ Partnered - 2 full-time workers

How many children?

1

Average family size in Minnesota:
3 persons

Family Yearly Cost, Worker Hourly Wage, and Family Monthly Costs

Cost of Living, Minnesota DEED, Labor Market Information, 2022

	Yearly Cost	Hourly Wage	Child Care	Food	Health Care	Housing	Transport	Other	Taxes
Central Minnesota	\$57,504	\$18.43	386	900	551	1,143	993	495	324
Northeast Minnesota	\$50,952	\$16.33	316	898	528	952	901	448	203
Northwest Minnesota	\$49,320	\$15.81	275	905	530	863	948	428	161
Seven County Mpls-St P.	\$67,716	\$21.70	780	936	572	1,406	851	567	531
Southeast Minnesota	\$52,392	\$16.79	341	906	531	997	905	461	225
Southwest Minnesota	\$47,448	\$15.21	248	908	528	880	838	433	119



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Resources for

Find career, training and job search resources just for you.

Career Changer

Military and Veterans

Worker with a
Criminal Conviction

Entry-level Worker

Businesses

55+ workers

Young Adult

Workers with
Disabilities

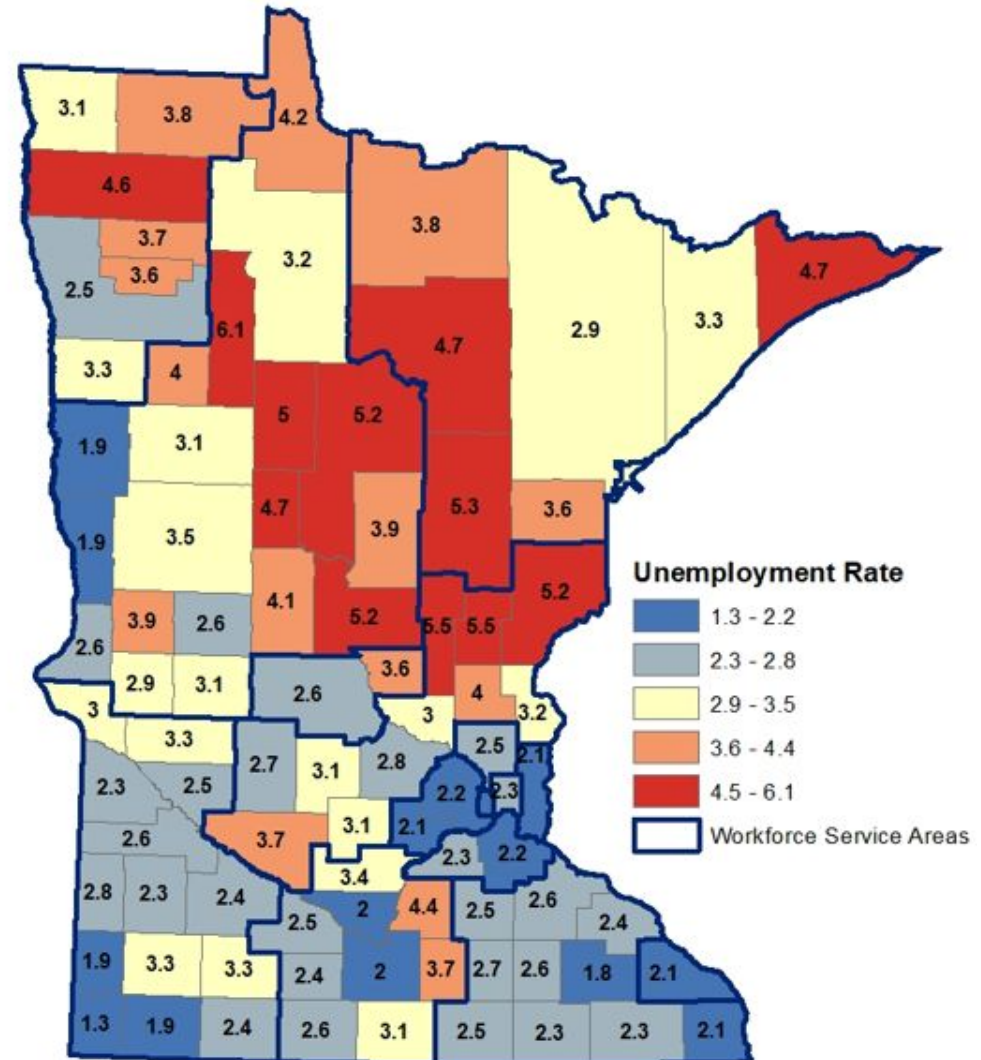
Para hispanohablantes

Career Advisors



How is the job market doing?

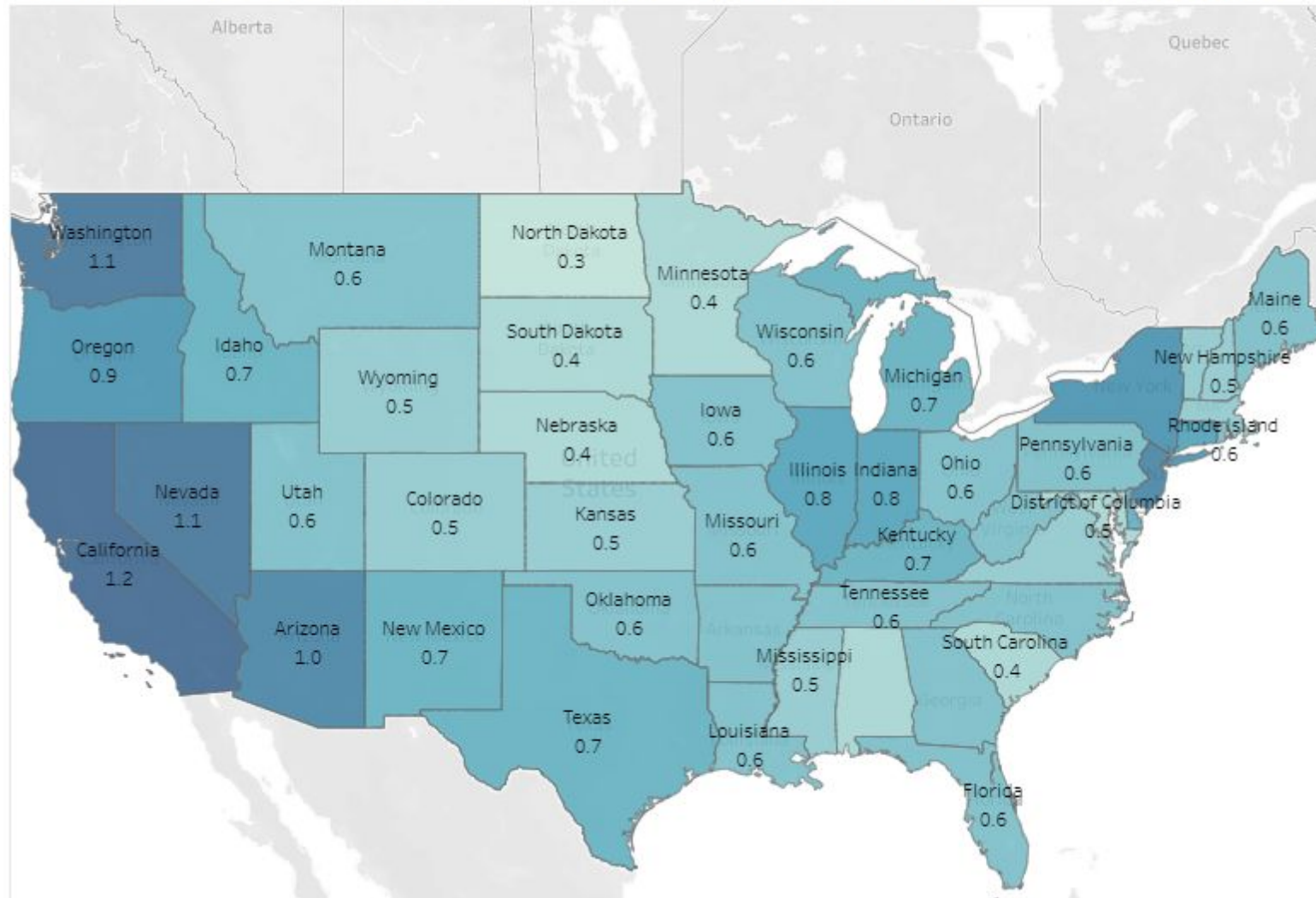
Local Area Unemployment Statistics (LAUS) – December 2023



Minnesota labor market situation

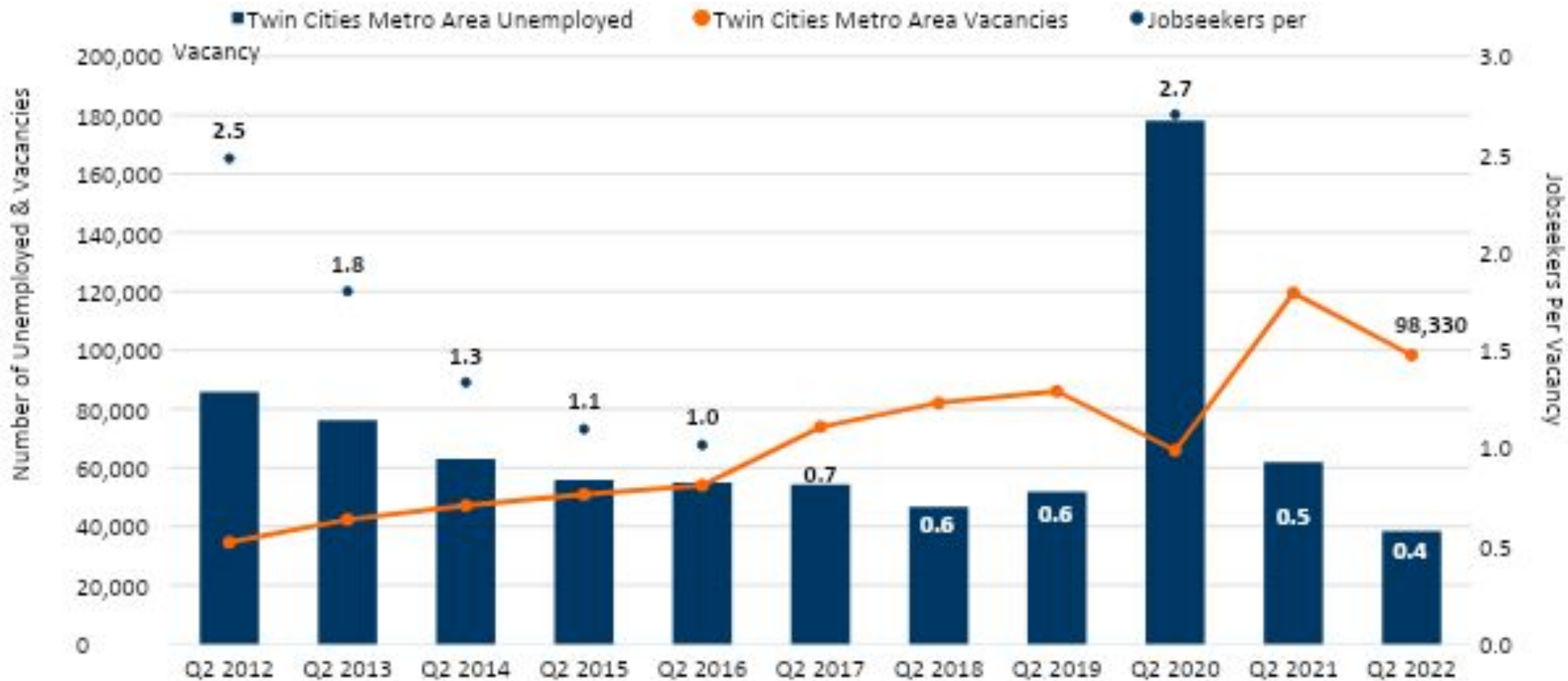
Bureau of Labor Statistics; JOLTS

December 2023 Unemployed persons per job opening ratio, Rate, Seasonally Adjusted



Metro Area labor market situation

Local Area Unemployment Statistics (LAUS) & Job Vacancy Survey (JVS): 2012 – 2022



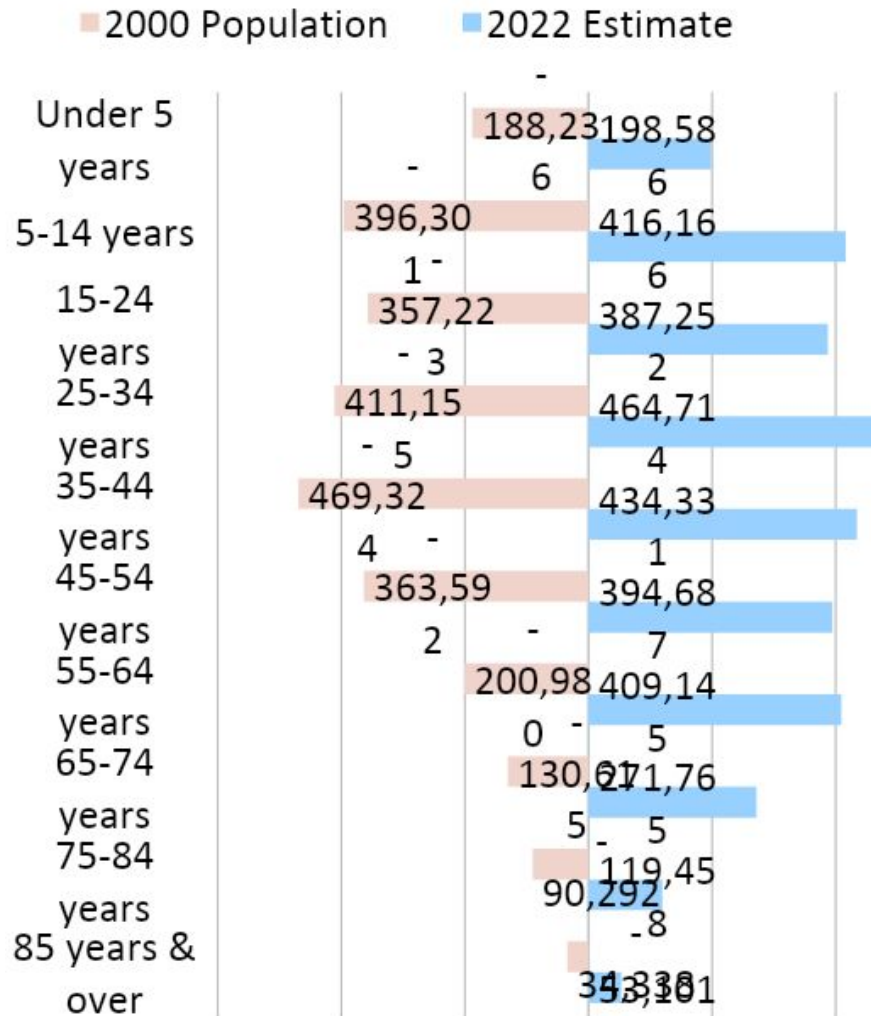
Metro Area's labor force trends

Local Area Unemployment Statistics (LAUS): 2003 – 2023

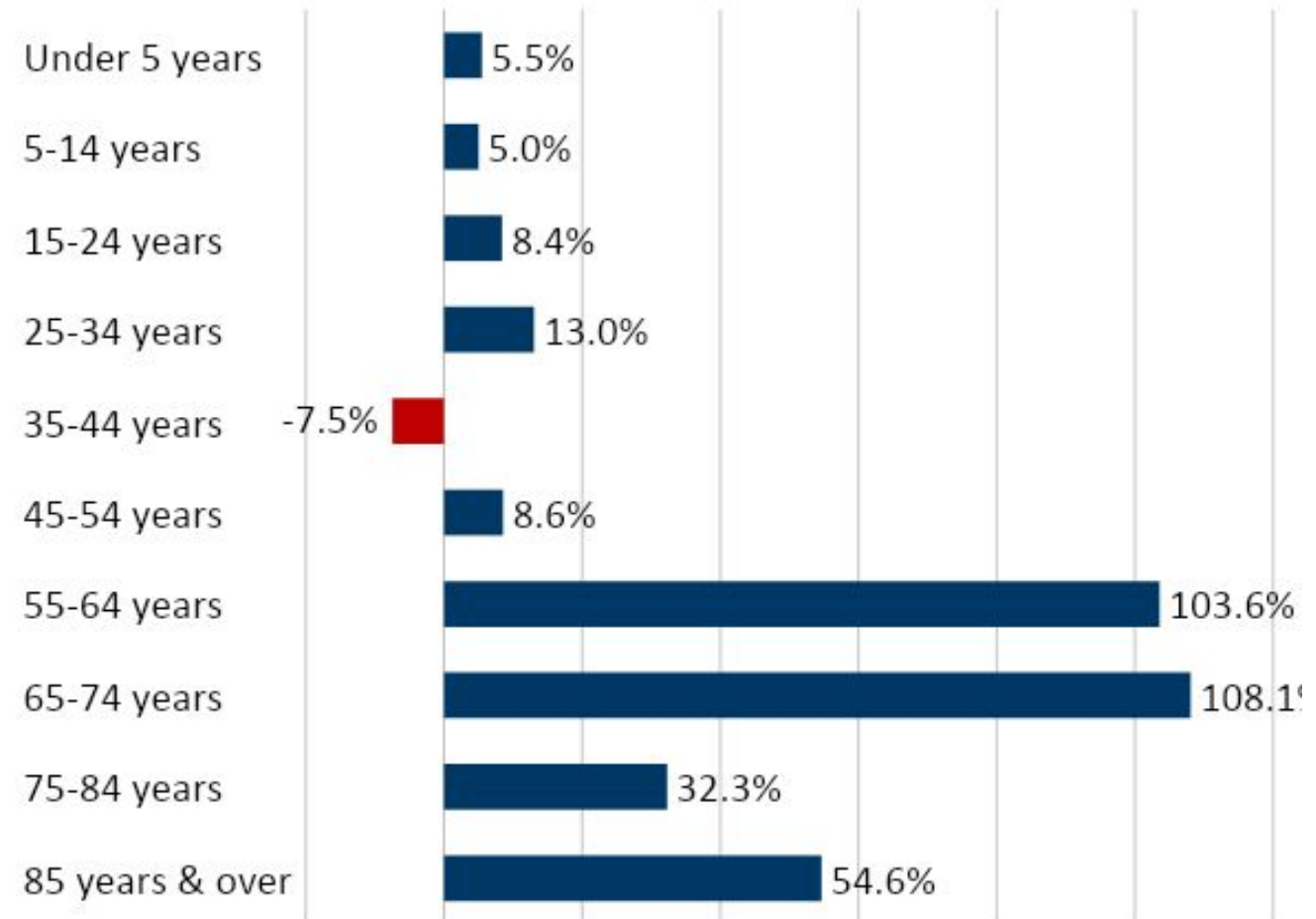


Aging population in the Metro Area

U.S. Census Bureau



2000 - 2022 Percent Change



Generational & educational trends

Minnesota Dept. of Education Public School Student Enrollment Data, Twin Cities Metro Area 2012-2022					
	Total Students, 2022	2012-2022 Percent Change, Total	Minority Students, 2022	Percent Minority, 2022	2012-2022 Percent Change, Minority
Kindergarten	34,975	0.1%	17,029	48.7%	21.0%
1st Grade	34,021	-1.7%	16,885	49.6%	20.8%
2nd Grade	35,236	1.0%	17,120	48.6%	22.8%
3rd Grade	35,170	3.2%	17,291	49.2%	31.9%
4th Grade	34,931	4.4%	16,993	48.6%	32.7%
5th Grade	34,561	1.8%	16,593	48.0%	29.3%
6th Grade	34,948	3.9%	16,871	48.3%	35.1%
7th Grade	35,774	7.0%	17,294	48.3%	46.7%
8th Grade	36,489	10.5%	17,492	47.9%	54.9%
9th Grade	37,959	9.4%	17,994	47.4%	55.1%
10th Grade	37,624	8.1%	17,203	45.7%	51.4%
11th Grade	37,579	7.5%	16,847	44.8%	51.7%
12th Grade	43,071	6.0%	19,747	45.8%	45.2%
Total Students	472,338	4.7%	225,359	47.7%	37.4%

Race & ethnicity

U.S. Census Bureau

Race and Hispanic Origin, 2021	Twin Cities Metro Area				Minnesota	
	Number	Percent	Change from 2011-2021 Numeric Percent		Percent	Change from 2011-2021
Total	3,148,367	100.0%	+315,217	+11.1%	100.0%	+7.9%
White	2,283,001	72.5%	+8,949	+0.4%	79.7%	-0.4%
Black or African American	316,468	10.1%	+86,734	+37.8%	6.7%	+44.3%
American Indian & Alaska Native	15,906	0.5%	-3,163	-16.6%	0.9%	-10.2%
Asian & Other Pac. Islander	246,972	7.8%	+67,313	+37.5%	5.1%	+37.1%
Some Other Race	91,227	2.9%	+39,446	+76.2%	2.3%	+84.7%
Two or More Races	194,793	6.2%	+115,938	+147.0%	5.3%	+159.6%
Hispanic or Latino origin	210,024	6.7%	+47,809	+29.5%	5.7%	+34.6%
Source: U.S. Census Bureau, 2018-2022 American Community Survey						

Role of migration

U.S. Census Bureau

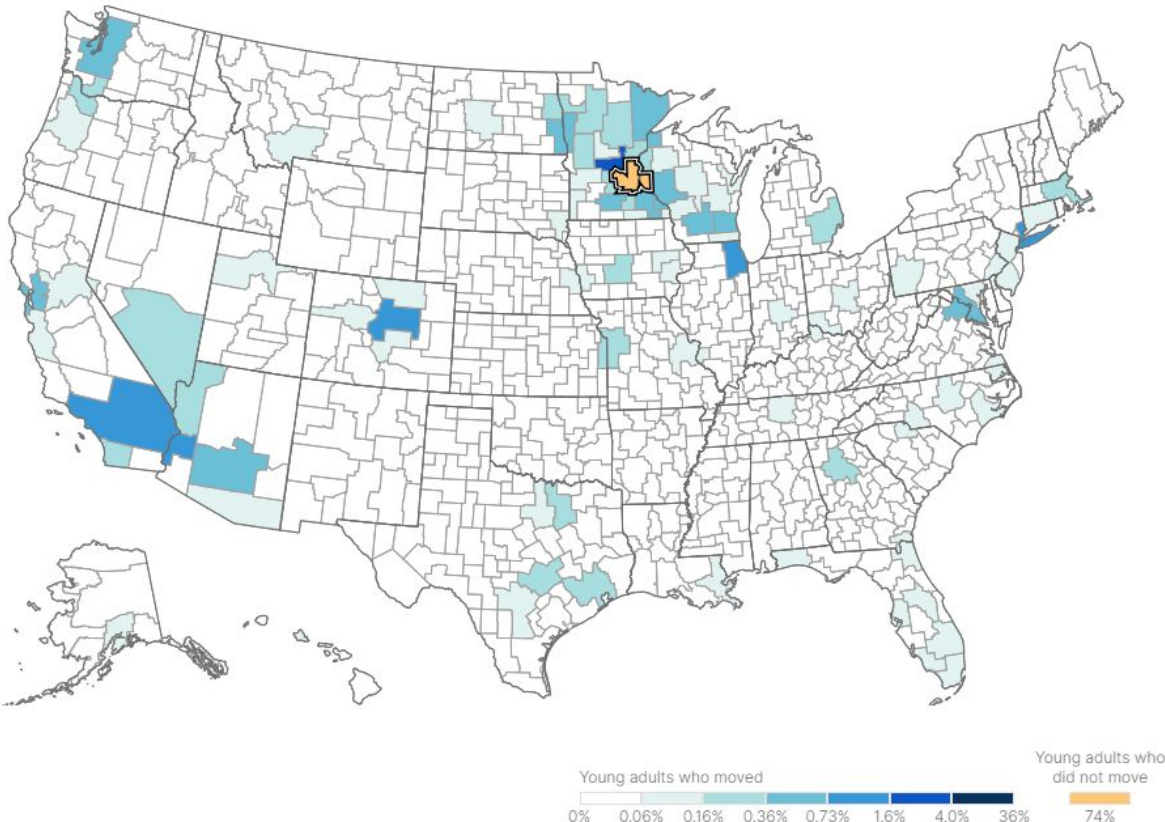
Cumulative Estimates of the Components of Population Change, 2020-2022							
	Total Population Change	April 1, 2020 to July 1, 2022					
		Natural Increase	Vital Events		Net Migration		
			Births	Deaths	Total	International	Domestic
Twin Cities Metro Area	-13,908	25,042	81,739	56,697	-39,326	+14,054	-53,380
Minnesota	10,680	26,917	144,350	117,433	-17,365	+20,012	-37,377

Population by Age Group for the Foreign-Born Population, 2021			Total Population Percent
Twin Cities Metro Area	Number	Percent	
Under 5 years	3,236	0.9%	6.3%
5-14 years	20,624	5.5%	13.2%
15-24 years	38,473	10.2%	12.3%
25-34 years	78,453	20.8%	14.8%
35-44 years	90,138	23.9%	13.8%
45-54 years	66,342	17.6%	12.5%
55-64 years	41,424	11.0%	13.0%
65-74 years	23,293	6.2%	8.6%
75 years & over	15,194	4.0%	5.5%
Total	377,177	100.0%	100.0%

Role of migration

Migration Patterns of Young Adults

The average young adult who grew up in the Mpls-St. Paul MSA moved to an area about 173 miles away for their job.



Where did Minneapolis-St. Paul MSA young adults move to?

Minneapolis, MN & WI 🏠

74%

Areas in Minnesota & Wisconsin

8.6%

- St. Cloud, MN (65 mi. away - 1.7%)
- Duluth, MN & WI (169 mi. away - 0.66%)
- Rochester, MN (76 mi. away - 0.65%)
- Eau Claire, MN & WI (90 mi. away - 0.53%)
- Mankato, MN (80 mi. away - 0.50%)
- Madison, WI (207 mi. away - 0.47%)
- Fargo, MN & ND (213 mi. away - 0.47%)
- Milwaukee, WI (265 mi. away - 0.43%)
- Owatonna, MN (62 mi. away - 0.35%)
- Other (2.8%)

hide top areas ^

Areas in other states

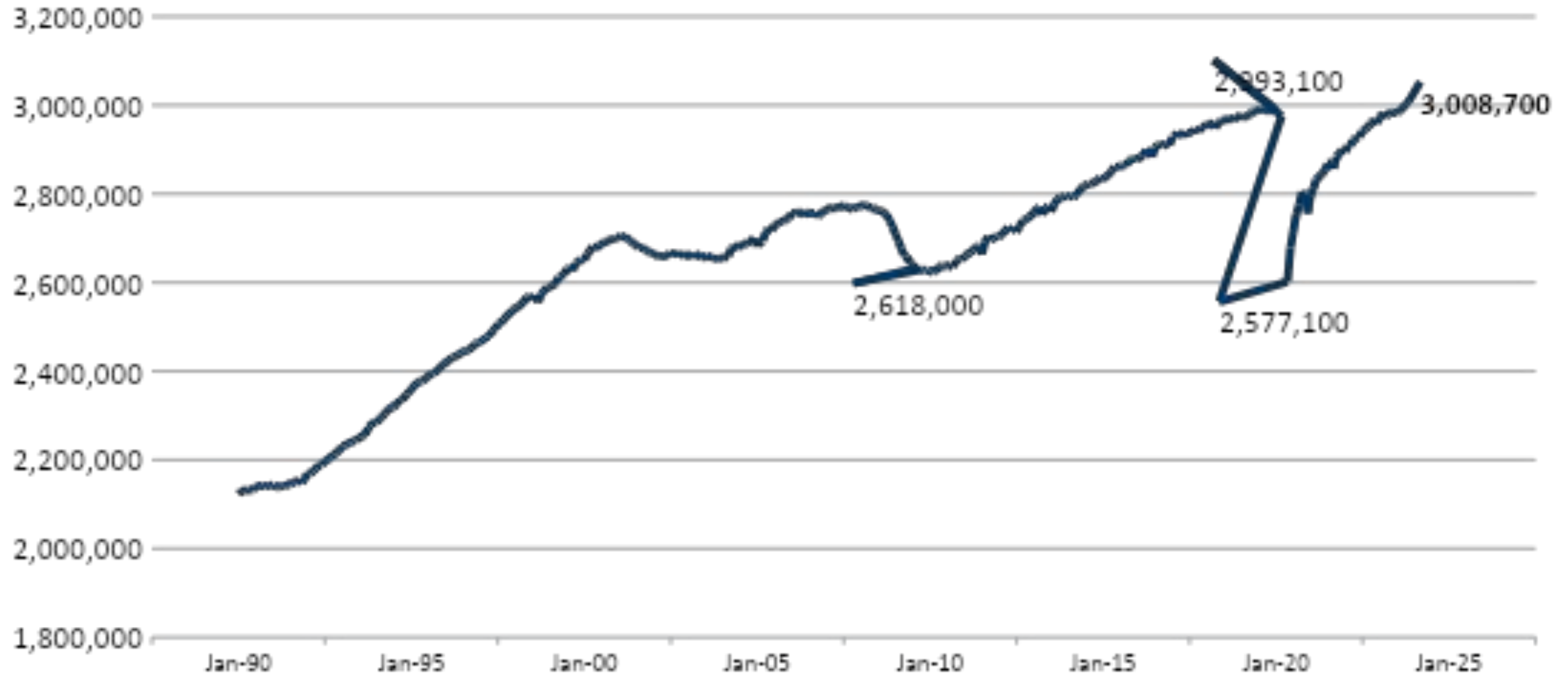
17%

- Chicago, IL (335 mi. away - 1.3%)
- Los Angeles, AZ & CA (1K mi. away - 0.93%)
- Denver, CO (712 mi. away - 0.84%)
- New York, NY (1K mi. away - 0.84%)
- Phoenix, AZ (1K mi. away - 0.58%)
- Seattle, WA (1K mi. away - 0.58%)
- Washington DC, DC & MD & VA (917 mi. away - 0.48%)
- San Francisco, CA (2K mi. away - 0.47%)
- San Diego, CA (2K mi. away - 0.34%)
- Other (11%)

	2022 ACS 5-Year Estimates	Metro Area			Percent of Total Labor Force	
		In Labor Force	Labor Force Partic. Rate	Unemployment Rate	Metro	MN
Total Labor Force		1,778,729	71.0%	4.0%	-	-
16 to 19 years		79,234	50.3%	11.8%	4.5%	5.1%
20 to 24 years		160,616	83.1%	7.5%	9.0%	9.7%
25 to 44 years		804,280	89.5%	3.4%	45.2%	42.8%
45 to 54 years		341,099	88.4%	2.9%	19.2%	19.0%
55 to 64 years		299,953	74.2%	3.4%	16.9%	17.6%
65 to 74 years		81,184	29.1%	3.5%	4.6%	4.9%
75 years & over		12,622	6.8%	4.0%	0.7%	0.8%
Employment Characteristics by Race & Hispanic Origin						
White alone		1,335,828	70.2%	3.3%	75.1%	81.3%
Black or African American		160,952	72.2%	8.2%	9.0%	6.1%
American Indian & Alaska Native		7,538	60.0%	8.4%	0.4%	0.7%
Asian or Other Pac. Islanders		138,158	74.4%	3.6%	7.8%	5.2%
Some Other Race		50,174	76.6%	6.5%	2.8%	2.3%
Two or More Races		86,493	76.1%	6.7%	4.9%	4.3%
Hispanic or Latino		111,508	77.9%	5.9%	6.3%	5.4%
Employment Characteristics by Veteran Status						
Veterans, 18 to 64 years		49,303	83.9%	3.9%	3.0%	3.4%
Employment Characteristics by Disability						
With Any Disability, 20 to 64 years		88,243	55.9%	10.7%	5.5%	5.9%
Employment Characteristics by Educational Attainment						
Population, 25 to 64 years		1,445,140	85.5%	3.3%	81.2%	79.5%
Less than H.S. Diploma		66,254	67.1%	4.7%	4.6%	4.7%
H.S. Diploma or Equivalent		219,641	77.4%	2.9%	15.2%	19.0%
Some College or Assoc. Degree		407,537	85.3%	4.0%	28.2%	32.8%
Bachelor's Degree or Higher		751,704	90.7%	2.1%	52.0%	43.4%

Minnesota employment trends

Current Employment Statistics (CES): January 1990 – December 2023



Minnesota employment trends

CES December 2022 – December 2023

December 2023 Over the Year (OTY) Employment Growth by Industry Sector Not Seasonally Adjusted

	OTY Job Change	MN OTY Growth Rate (%)	US OTY Growth Rate (%)
Total	+50,809	+1.7	+1.9
Private	+40,376	+1.6	+1.6
Mining & Logging	+330	+5.2	+2.2
Construction	+10,792	+8.8	+3.0
Manufacturing	-3,965	-1.2	+0.2
Trade, Transport. & Utilities	+14,020	+2.6	+0.5
Information	-1,924	-4.1	-2.2
Financial Activities	-8,162	-4.2	+0.4
Prof. & Business Services	-5,031	-1.3	+0.5
Education & Health Services	+22,465	+4.0	+4.3
Leisure & Hospitality	+8,810	+3.4	+3.2
Other Services	+3,041	+2.9	+1.7
Government	+10,433	+2.5	+3.1

Average Hourly Wages for all private sector workers at \$36.48 in December 2023. This was up \$1.05 over-the-year, or up 3.0%. This was up 13.0% over the past three years.

Earnings up 2.3% over-the-year in Manufacturing, up 3.8% in Leisure and Hospitality , up 5.4% in Professional and Business Services, up 3.0% in Education and Health Services.

The CPI inflation index for all urban consumers rose 3.4% over-the-year in September and is up 17.8% over the past three years.

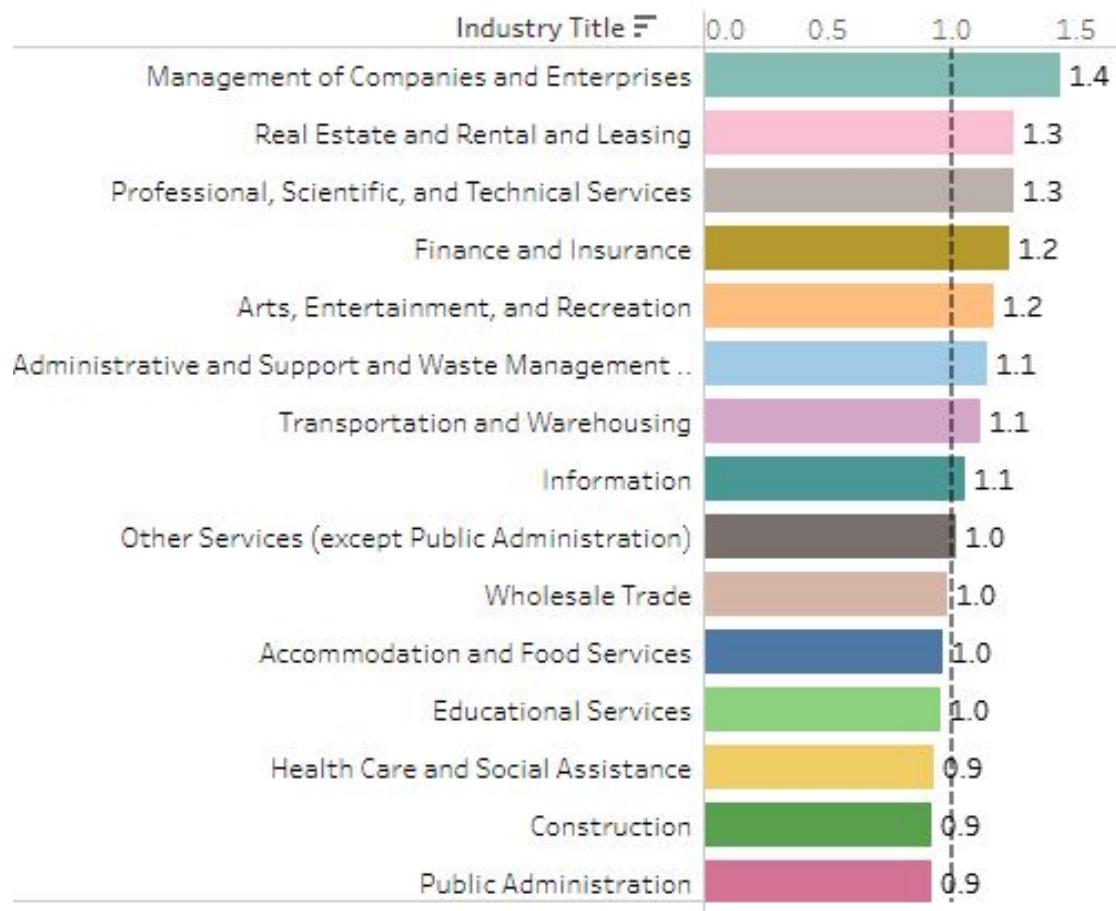
Metro Area industry employment

Quarterly Census of Employment and Wages (QCEW): Q3 2023

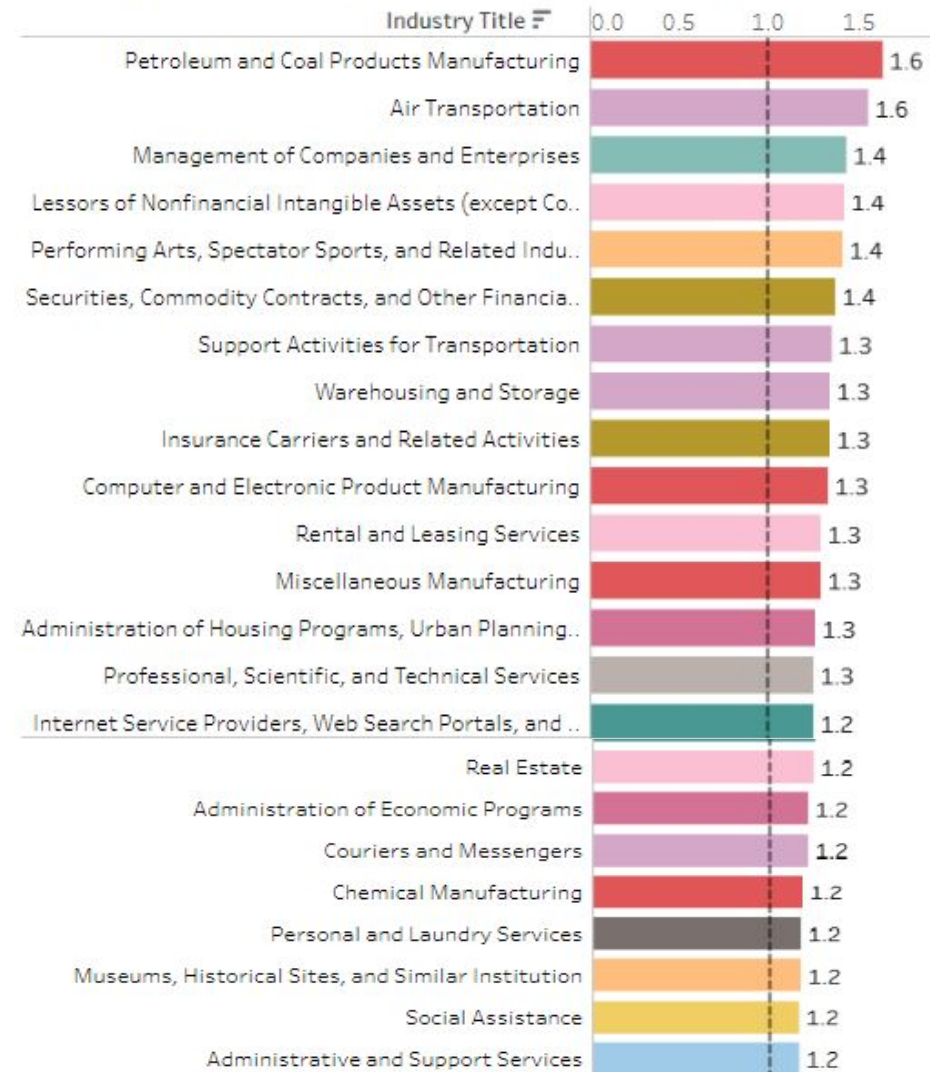
Industry	Number of Jobs	Share of Total Jobs	Share of MN Jobs	Number of Establishments	Avg. Annual Wage
Total, All Industries	1,760,916	100.0%	60.3%	92,987	\$75,192
Health Care and Social Assistance	294,827	16.7%	57.1%	13,771	\$63,492
Manufacturing	177,583	10.1%	54.0%	4,015	\$87,412
Retail Trade	154,759	8.8%	54.4%	8,207	\$41,392
Accommodation and Food Services	137,388	7.8%	58.0%	6,463	\$29,276
Professional, Scientific, and Technical Services	125,928	7.2%	75.0%	12,222	\$117,520
Educational Services	118,031	6.7%	59.3%	2,409	\$60,528
Finance and Insurance	104,192	5.9%	73.7%	5,040	\$118,768
Administrative and Support Services	88,838	5.0%	67.5%	4,576	\$52,936
Construction	85,921	4.9%	55.0%	7,070	\$88,764
Wholesale Trade	79,250	4.5%	59.1%	5,261	\$101,140
Management of Companies	77,768	4.4%	86.8%	1,032	\$140,400
Public Administration	77,152	4.4%	54.3%	809	\$77,324
Transportation and Warehousing	75,757	4.3%	68.1%	2,146	\$70,980
Other Services	56,396	3.2%	61.4%	11,225	\$48,776
Arts, Entertainment, and Recreation	38,248	2.2%	65.1%	1,859	\$52,000
Information	29,862	1.7%	62.2%	2,008	\$105,300
Real Estate and Rental and Leasing	27,316	1.6%	75.6%	4,420	\$68,224
Utilities	7,009	0.4%	47.8%	111	\$115,076
Agriculture	4,031	0.2%	16.5%	304	\$40,092
Mining	654	0.0%	10.6%	39	\$112,060

Distinguishing industries in the Metro Area

Industry Concentration by Select Area: Seven County Mpls-St Paul, MN



Industry Concentration by Select Area: Seven County Mpls-St Paul, MN

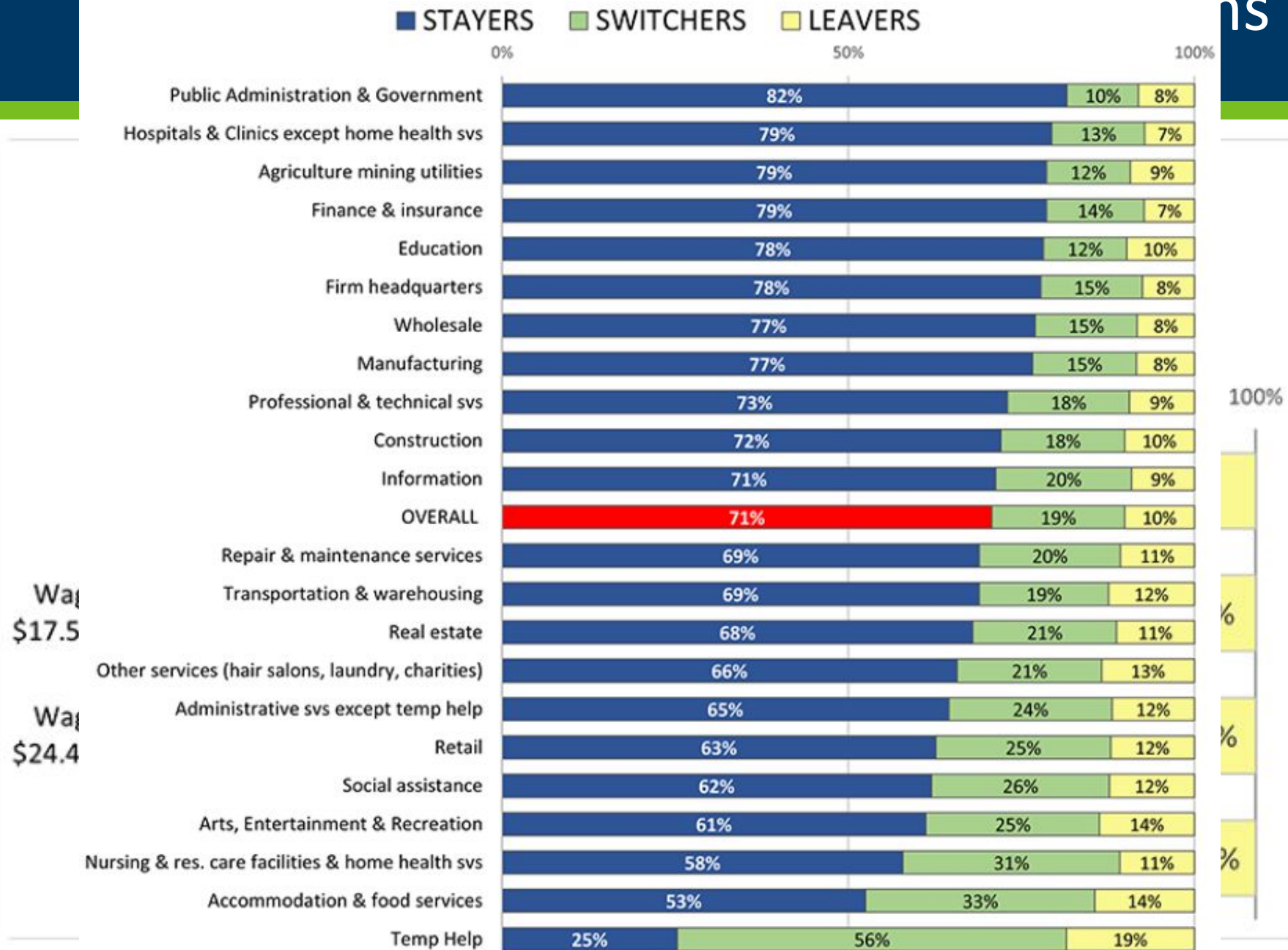


Industry trends in the Metro Area



Worker mobility patterns q3 2021 to q3 2022 by industry of origin

ns in MN



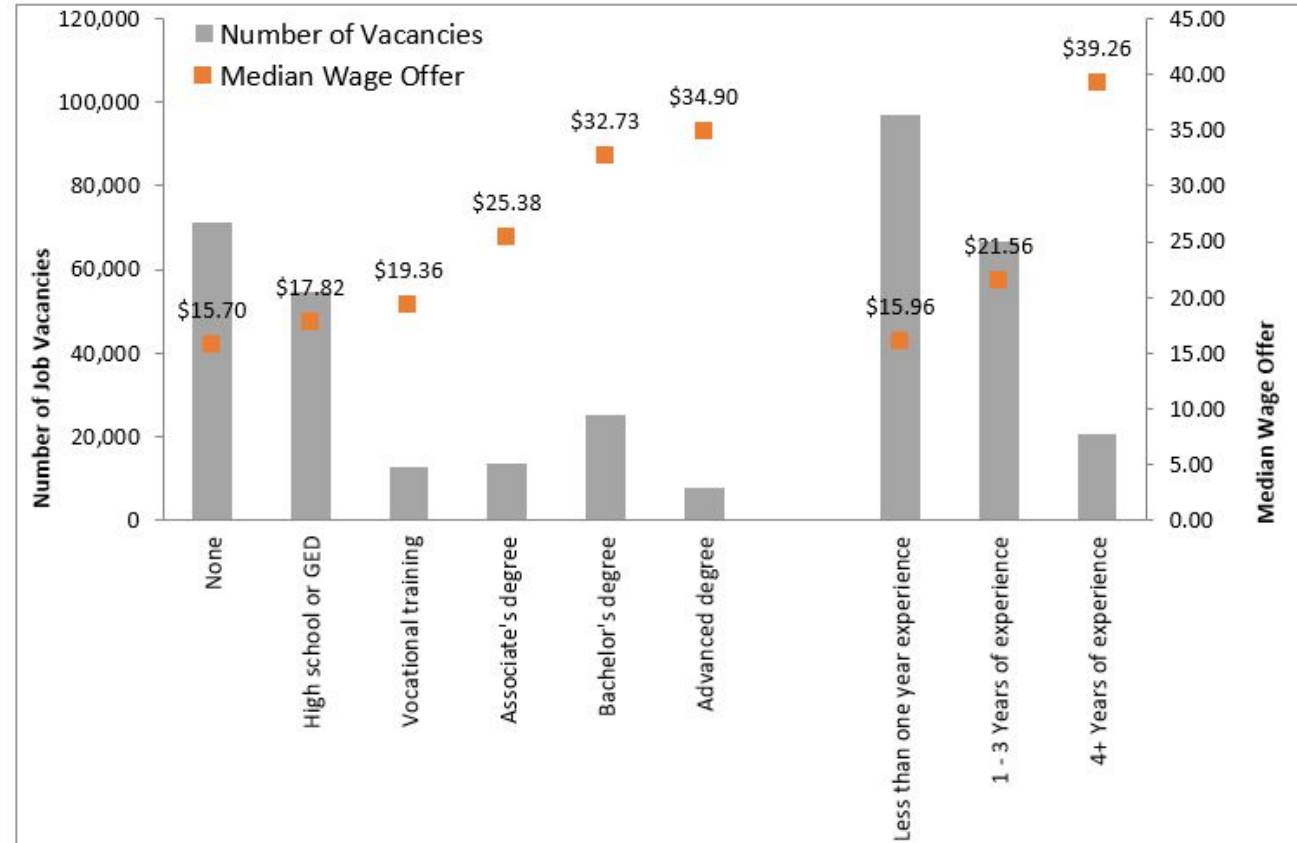
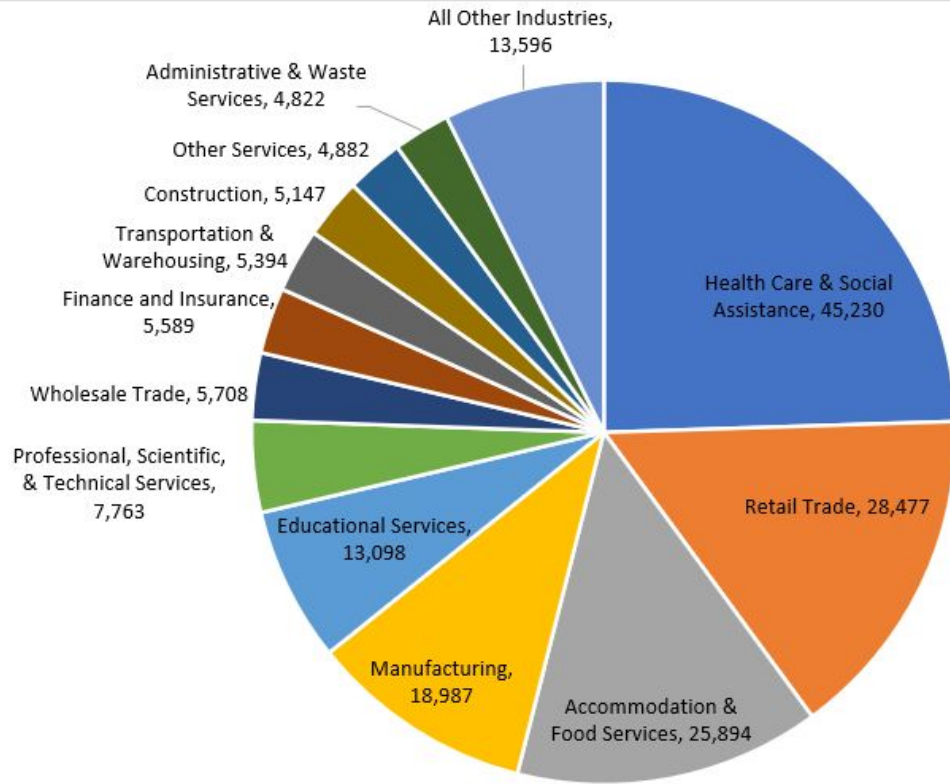
Metro Area job vacancy characteristics

JVS: 2022

Twin Cities Metro Area	Number of Total Vacancies	Median Hourly Wage Offer	Percent Part-Time	Requiring Postsecondary Education	Requiring 1 or More Years of Work Exp.	Job Vacancy Rate
Total, All Occupations	98,330	\$19.96	36%	38%	54%	6.0%
Food Preparation & Serving Related	11,820	\$16.04	48%	1%	32%	10.5%
Sales & Related	11,574	\$15.78	46%	12%	44%	8.0%
Healthcare Practitioners & Technical	11,408	\$29.63	60%	84%	68%	10.9%
Healthcare Support	8,641	\$16.00	47%	19%	20%	8.8%
Office & Administrative Support	6,621	\$18.77	31%	13%	63%	3.2%
Transportation & Material Moving	6,509	\$19.73	21%	3%	30%	5.4%
Business & Financial Operations	5,826	\$31.83	16%	71%	95%	4.0%
Production	4,689	\$19.98	15%	9%	52%	4.6%
Management	4,490	\$43.43	11%	83%	100%	3.7%
Education, Training & Library	4,172	\$20.51	36%	86%	70%	5.0%
Computer & Mathematical	3,821	\$42.59	16%	74%	98%	4.6%
Building, Grounds Cleaning & Maint.	3,219	\$16.00	46%	0%	10%	7.4%
Installation, Maintenance & Repair	3,081	\$19.23	6%	49%	70%	6.1%
Community & Social Service	2,982	\$22.23	32%	67%	82%	9.7%
Personal Care & Service	2,319	\$14.98	56%	16%	33%	6.4%
Architecture & Engineering	2,143	\$35.24	9%	81%	82%	5.9%
Construction & Extraction	1,352	\$20.76	3%	12%	31%	2.4%
Arts, Design, Entertainment & Media	1,176	\$21.49	39%	54%	79%	4.7%
Protective Service	939	\$17.46	51%	15%	36%	4.0%
Life, Physical & Social Sciences	824	\$25.82	16%	82%	84%	4.7%
Legal	193	\$43.21	12%	82%	89%	1.2%

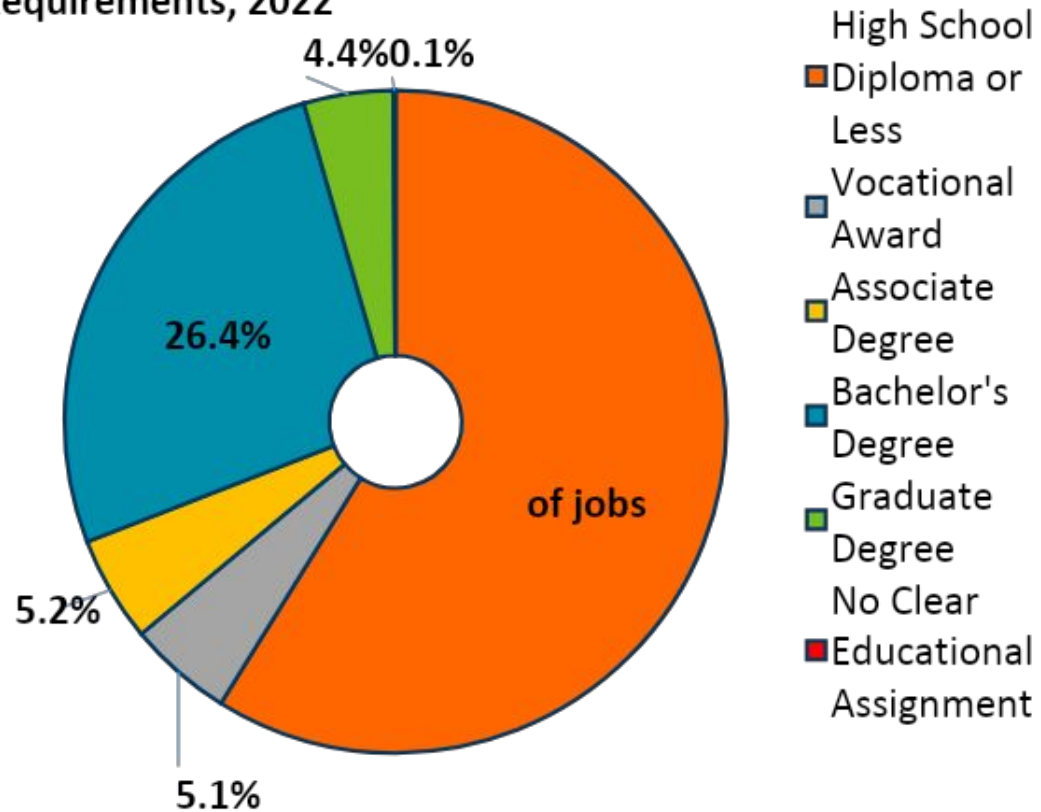
MN job vacancy characteristics

JVS: 2022

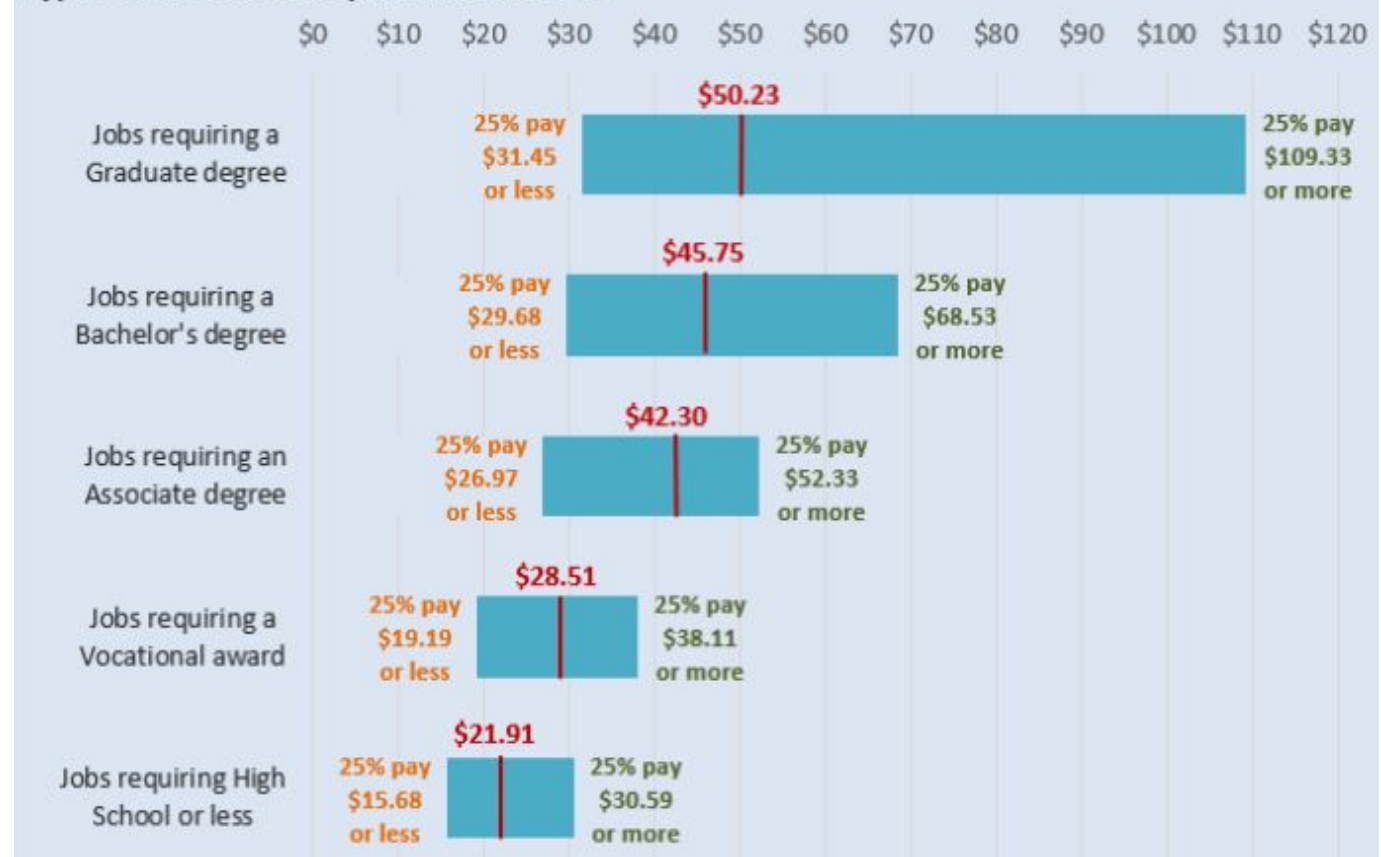


Jobs & wages by educational attainment

Metro Area Share of Jobs by Educational Requirements, 2022



Hourly Wage Ranges for Jobs in the Twin Cities by Typical Education Requirements, 2023



Cost of college and living

Minnesota Office of Higher Education; Cost of Living Calculator

State of Minnesota Basic Needs Cost of Living, 2022



Average Annual Expense for a Resident Undergraduate Attending Full-Time at a Minnesota College, 2021-2022



Source: Minnesota Office of Higher Education for tuition data; U.S. Department of Education, IPEDS Institutional Characteristics survey data for 2021-2022

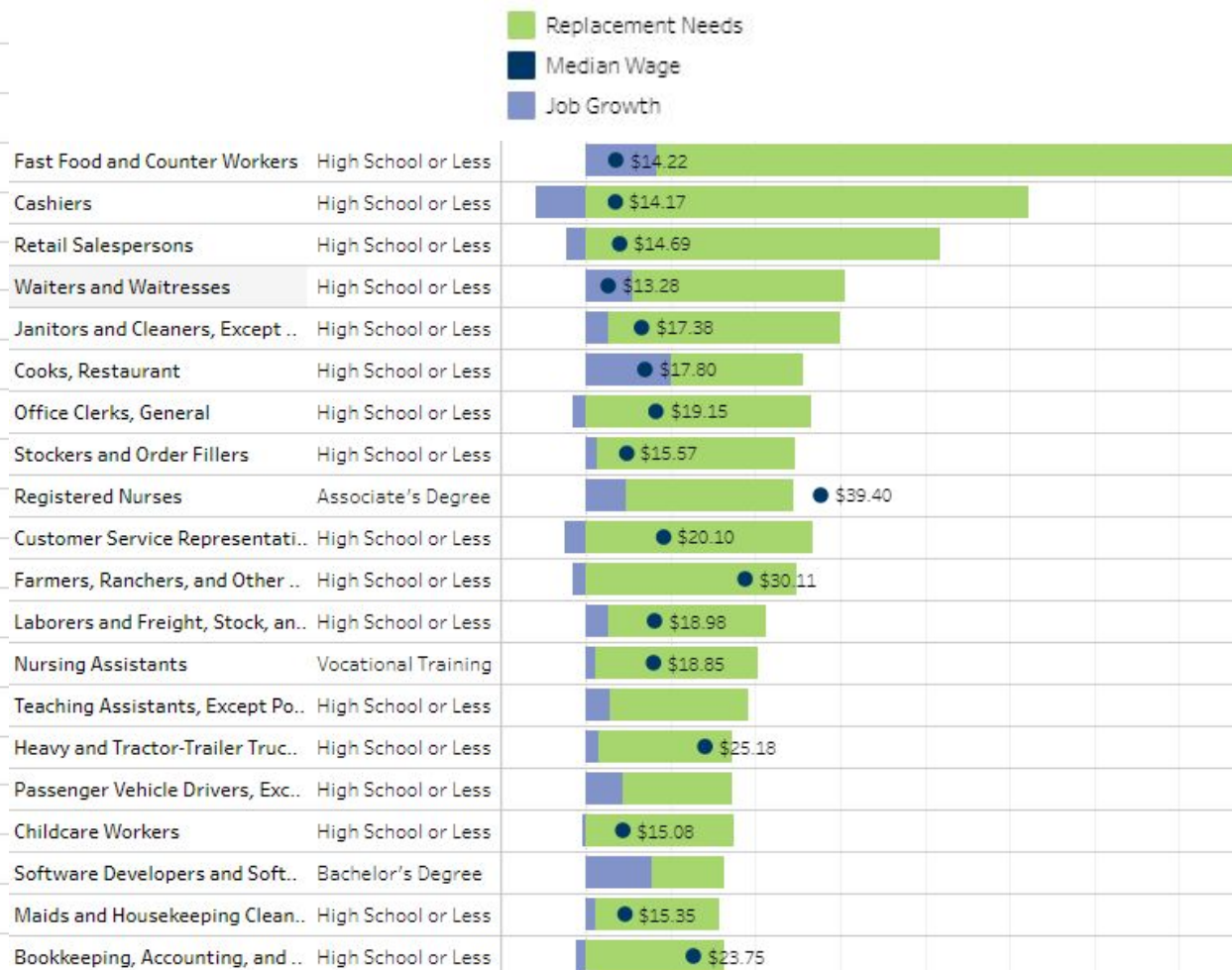
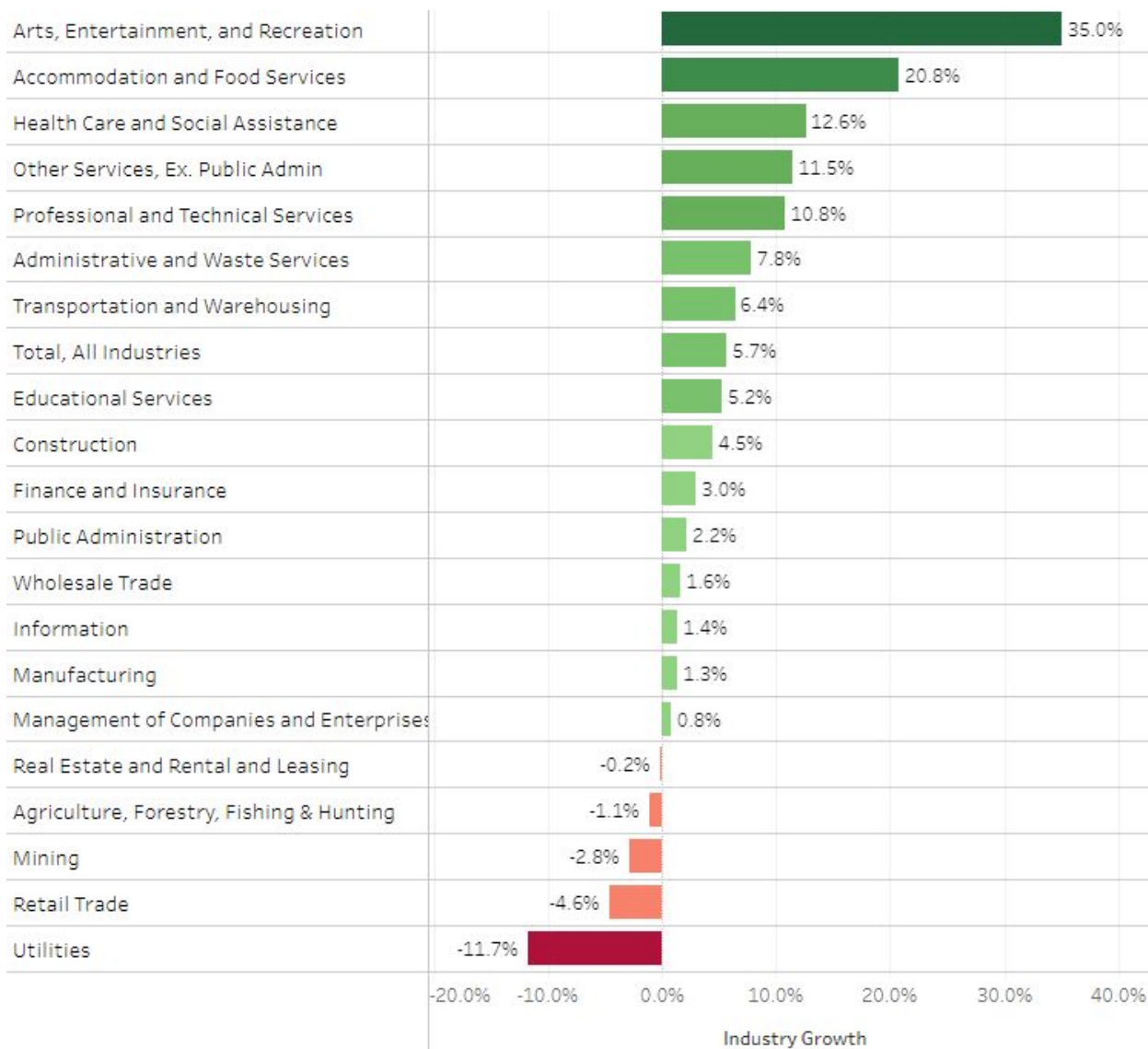
Hiring demand in the Metro Area

Occupations in Demand (OID)

High School or Less	Vocational Training	Associate Degree	Bachelor's Degree or Higher
Home Health & Personal Care Aides (\$33,154)	Nursing Assistants (\$43,351)	Registered Nurses (\$91,157)	Software Developers (\$117,626)
Retail Salesperson (\$33,769)	Licensed Practical & Licensed Vocational Nurses (\$59,297)	Clinical Laboratory Technologists & Technicians (\$64,938)	Accountants & Auditors (\$80,271)
Cashiers (\$30,580)	Medical Assistants (\$51,083)	Veterinary Technologists & Technicians (\$47,307)	Management Analysts (\$101,561)
Customer Service Representatives (\$47,638)	Machinists (\$59,228)	Dental Hygienists (\$87,968)	Financial Managers (\$141,401)
First-Line Supervisors of Retail Sales Workers (\$49,618)	Automotive Service Technicians & Mechanics (\$52,440)	Physical Therapist Assistants (\$65,385)	Market Research Analysts & Marketing Specialists (\$81,617)
Stockers & Order Fillers (\$36,894)	Electricians (\$82,047)	Radiologic Technologists & Technicians (\$66,723)	Human Resource Specialists (\$75,670)
Heavy & Tractor-Trailer Truck Drivers (\$61,872)	Dental Assistants (\$64,757)	Industrial Engineering Technologist & Technicians (\$66,723)	Project Management Specialists (\$88,309)
Fast Food & Counter Workers (\$31,619)	Web Developers (\$90,321)	Mechanical Engineering Technologist and Technicians (\$69,851)	Industrial Engineers (\$103,178)

Minnesota employment outlook

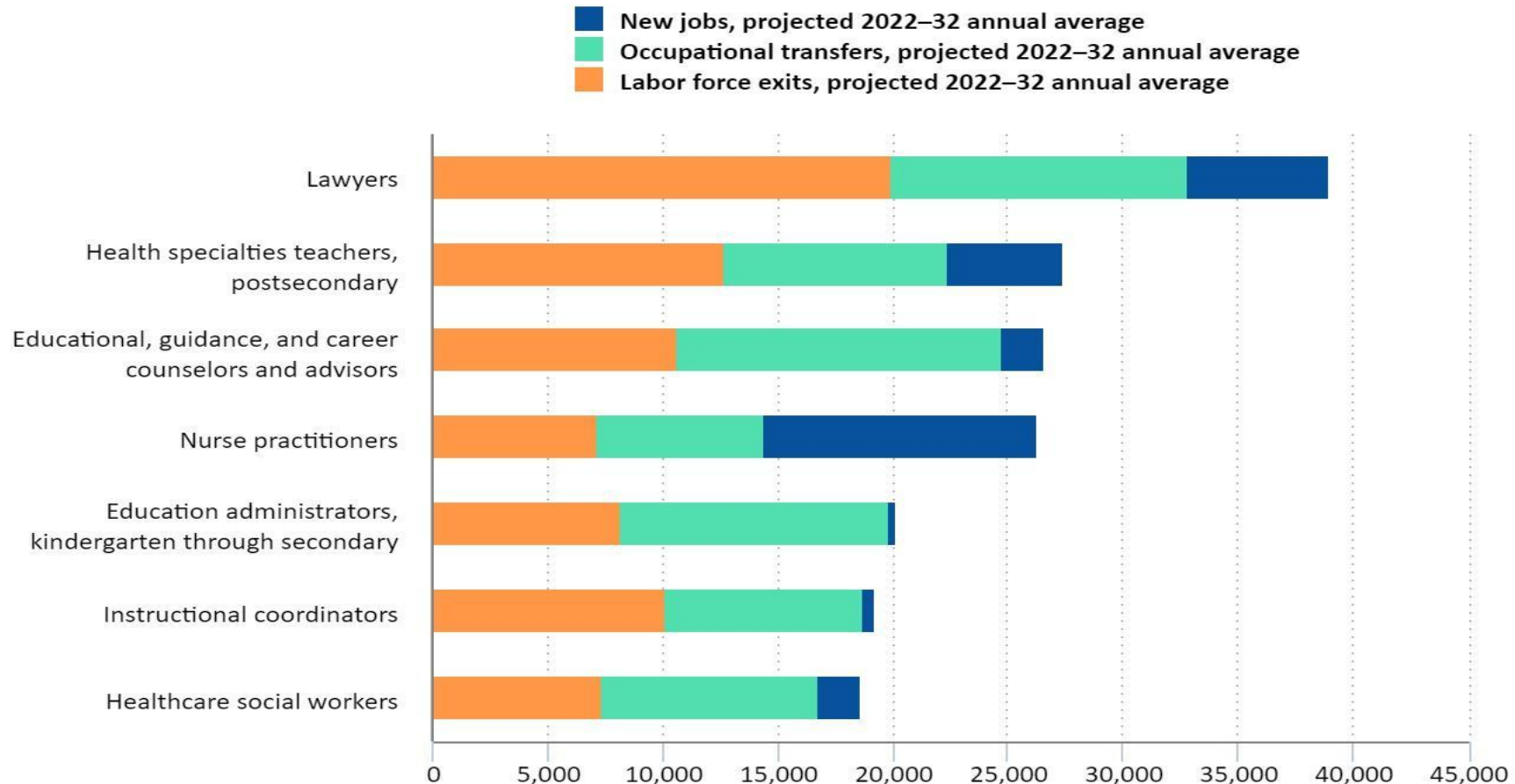
DEED Employment Projections 2020 – 2030



U.S. employment outlook

DEED Employment Projections 2022 – 2032

Chart 5. Annual average openings, by source of opening, in selected occupations that require a graduate degree, projected 2022–32



Hover over chart to view data.

Source: U.S. Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections

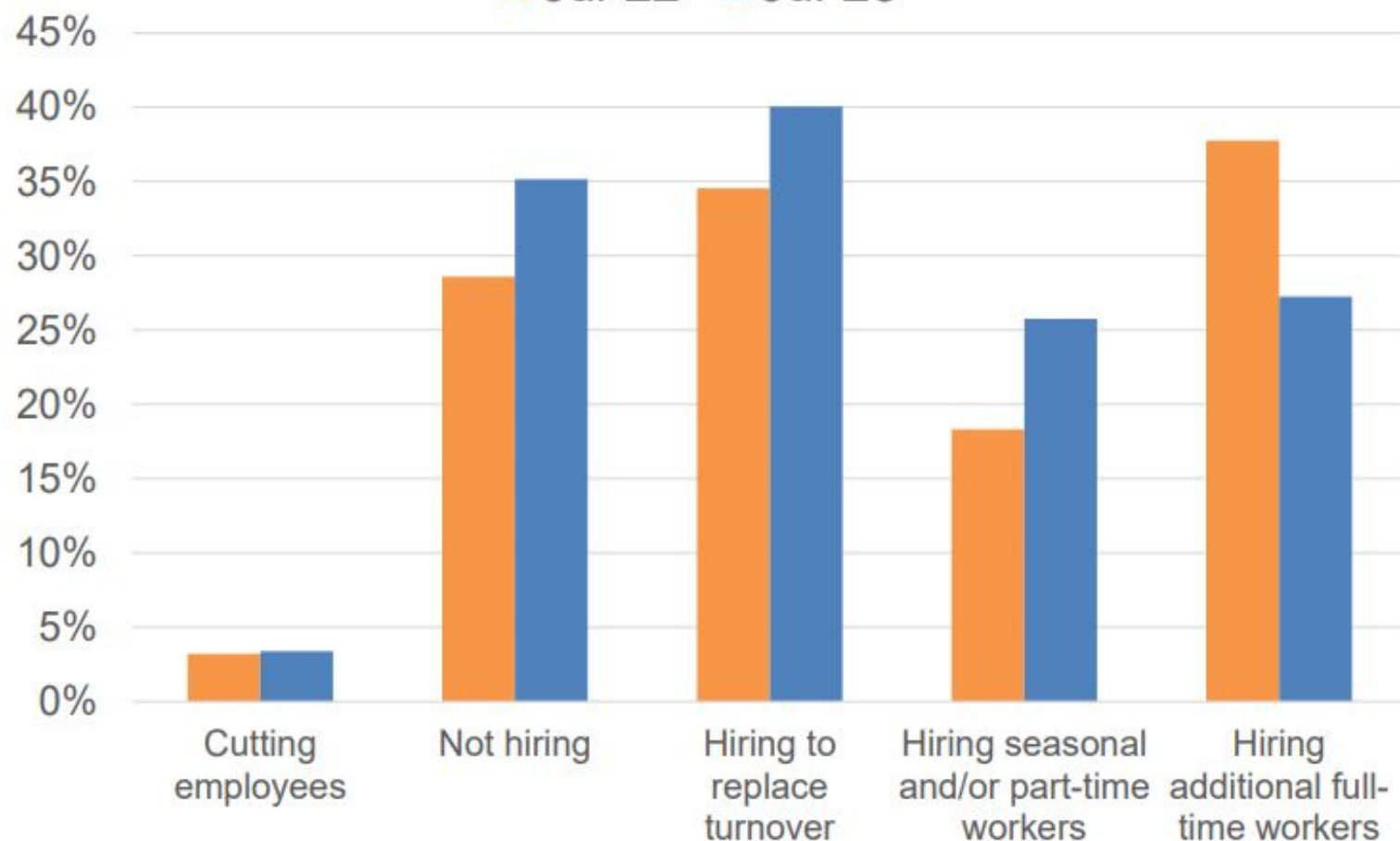


LABOR DEMAND

Describe hiring demand at your company

(Check all that apply)

Jul-22 Jul-23



Most firms still hiring in some capacity

BUT: Notable shift lower (yoy) for those hiring more full-time workers

Hiring related to turnover:

- Jan '22: 25%
- July '22: 35%
- July '23: 40%

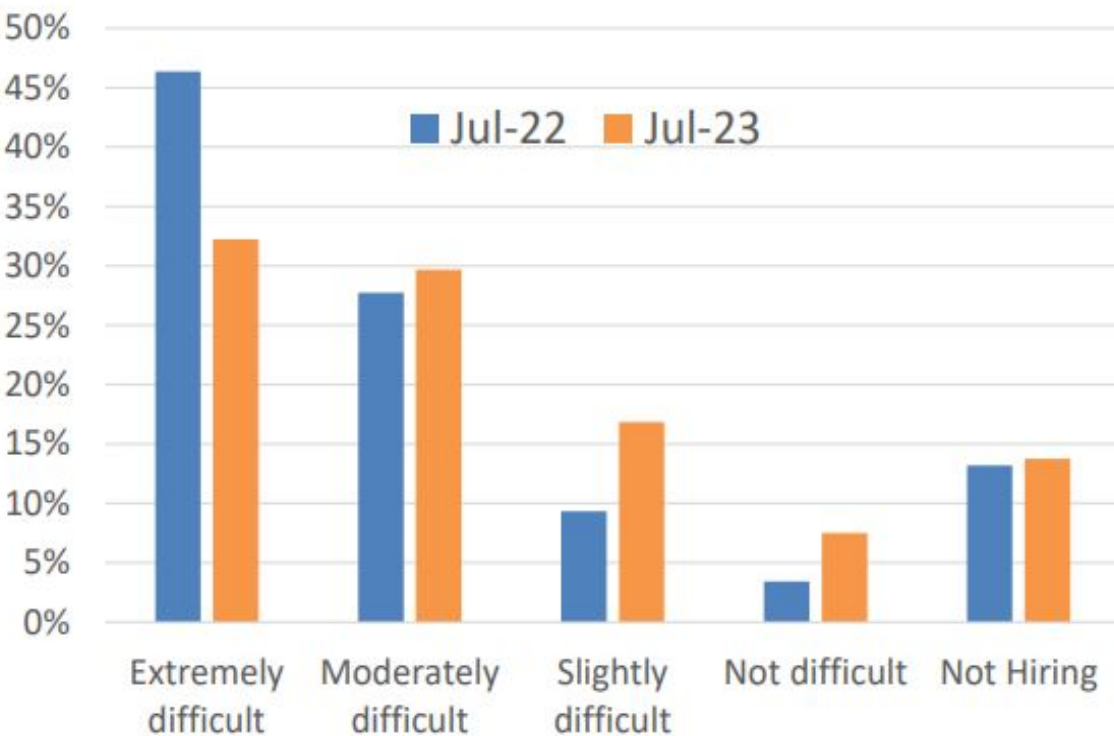


FEDERAL RESERVE BANK OF MINNEAPOLIS

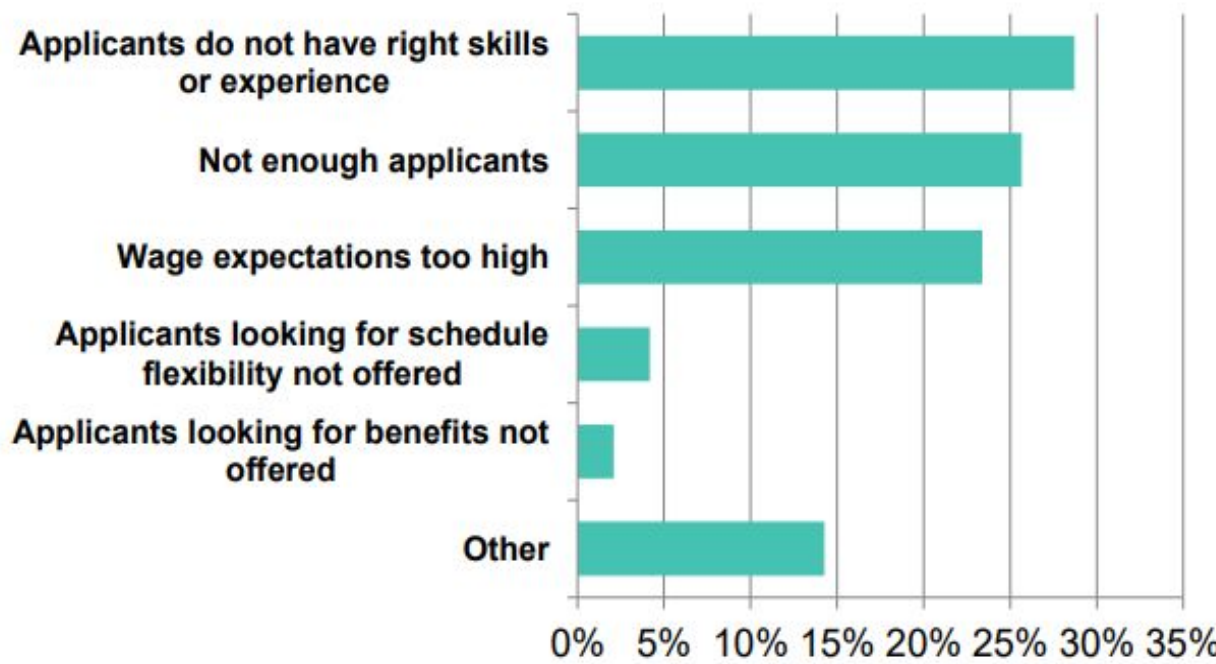
LABOR AVAILABILITY

- Labor availability improving, still difficult
- Firms most often cite skill mismatches, low volume of applicants, & high wage expectations

If hiring, how easy is it to find necessary labor?

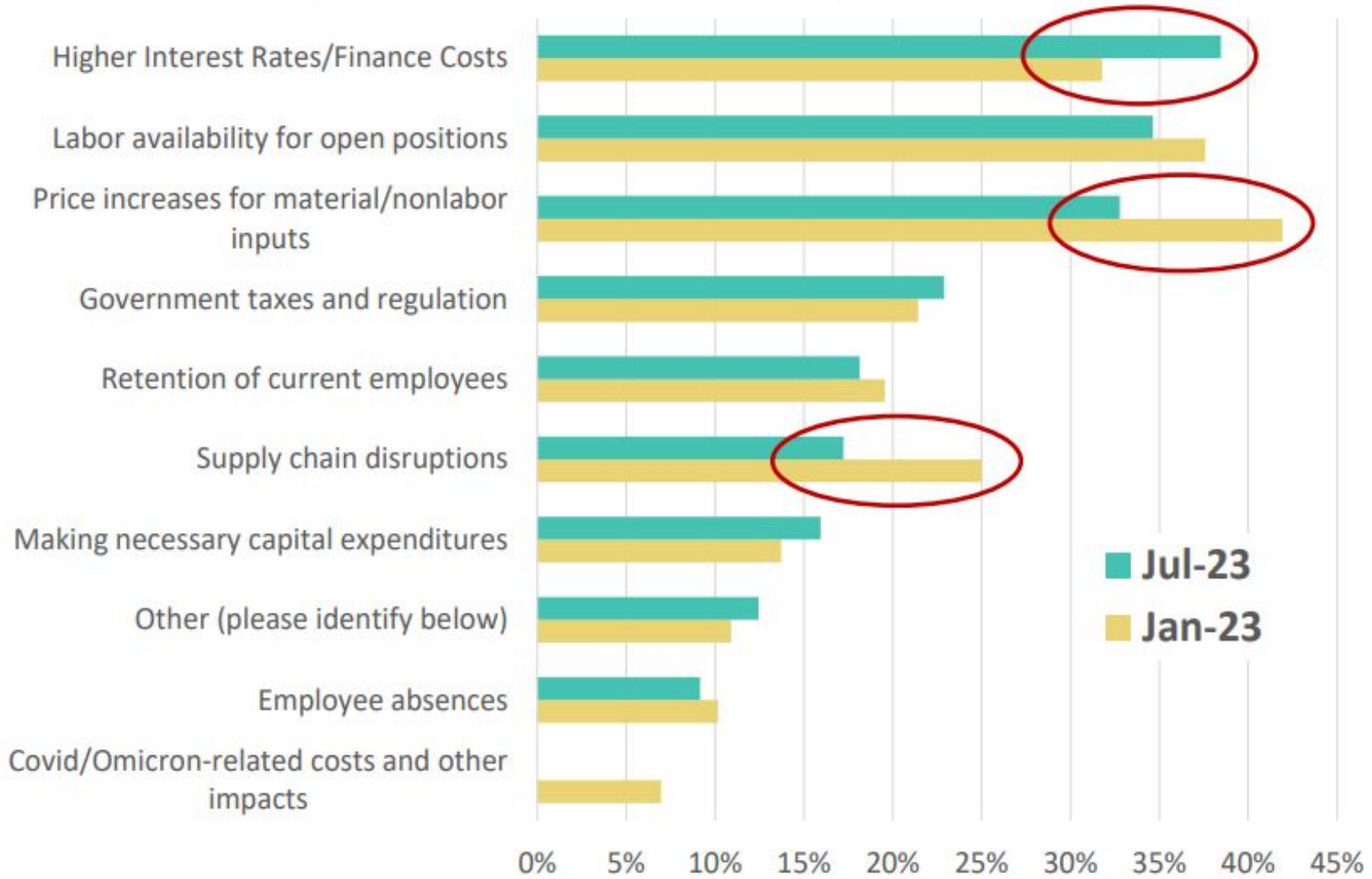


Hiring: Biggest challenge in finding new employees



CHALLENGES TO OPERATIONS

Two greatest challenges to your business



Shifting challenges

- Higher interest rates now the top concern
- Labor tightness persists
- Inflation concerns improved
- Supply chain concerns continue to ebb

Labor market publications and assistance

- Main DEED website: mn.gov/deed
- DEED Labor Market Information Office: mn.gov/deed/data
 - Data tools
 - Reports and publications
 - Monthly highlights
- LMI Help: mn.gov/deed/data/lmi-help
 - Send questions by email to deed.lmi@state.mn.us
- Regional Labor Market Analysts – Metro Area: Tim O’Neill (timothy.oneill@state.mn.us)

