



# Minneapolis Job Market

## June 2016

A Report on Online Job Posting Data in the  
City of Minneapolis



# About Real-Time Talent

Real-Time Talent is a public-private collaboration between public agencies, private industry, higher education, and workforce developers. We are focused on helping a wide variety of decision-makers use real-time job posting data to help find solutions to our state's greatest workforce challenges. By providing access to data, training, and research support, Real-Time Talent works with:

- Employer associations and chambers of commerce who support employers in meeting their talent needs;
- Academic leaders that choose which programs to start, stop, scale up, or scale down to meet the needs of their students and the economy;
- Academic, nonprofit, and workforce center counselors who guide students and job seekers in choosing educational investments and securing employment;
- Government agencies, foundations, and policy makers that monitor the current job market and prepare for the state's future workforce needs.

We owe a large debt of gratitude to the 600+ stakeholders who helped us figure out the best way to make a difference in the Minnesota workforce ecosystem, the nearly 900 Minnesota leaders currently using the real-time data tool TalentNeuron Recruit, and the wide variety of higher education, private sector, government, foundation, and nonprofit organizations who have invested time, leadership, and resources to help us get this far.

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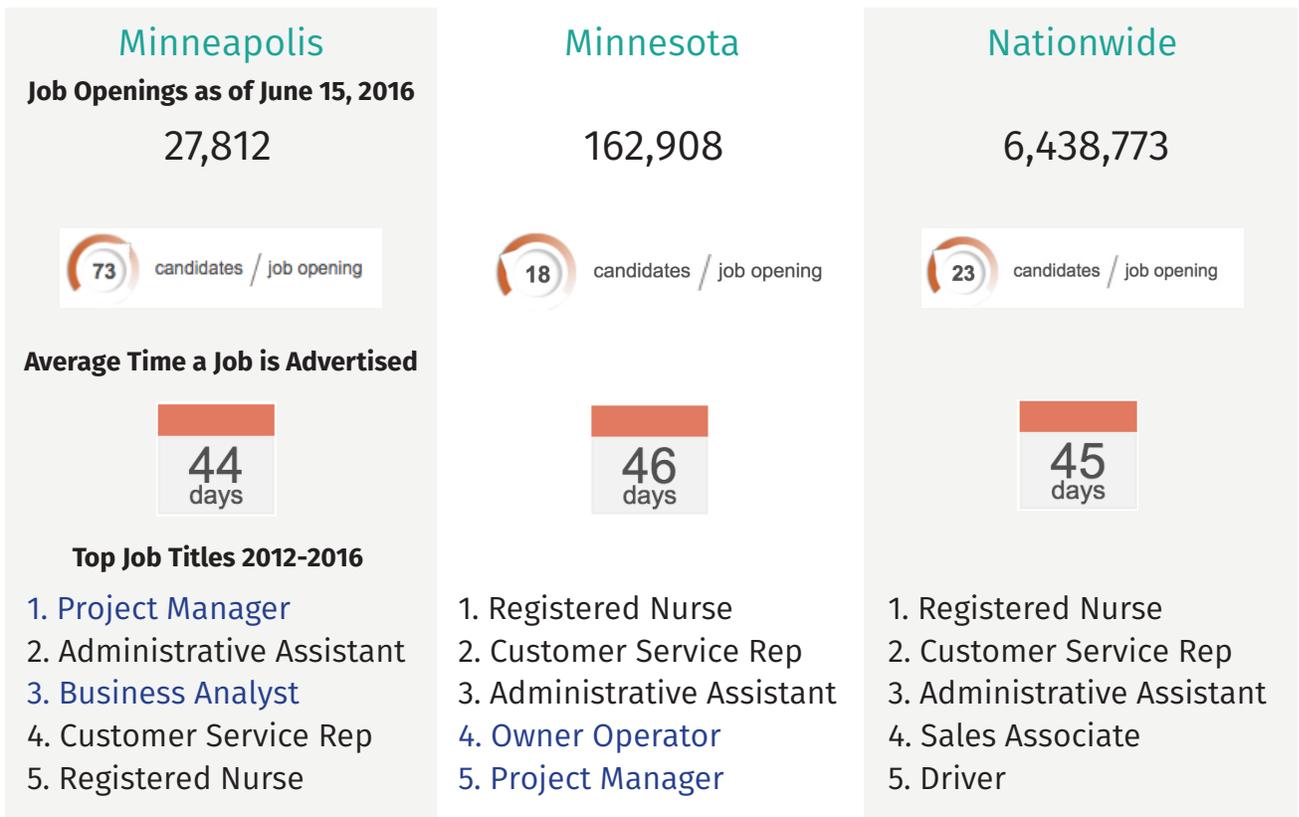
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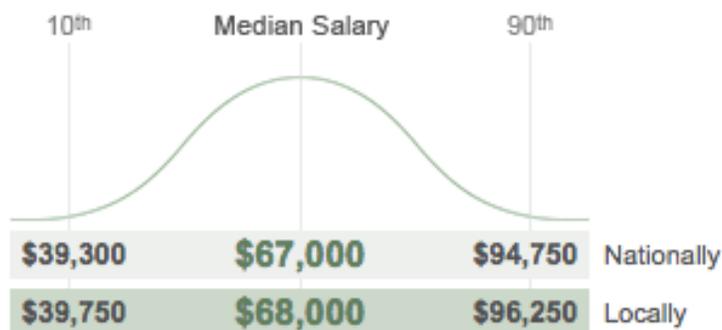
# Overview of Online Job Postings in Minneapolis

The online job market in Minneapolis contains a larger proportion of project management and business occupations than Minnesota or the nation as a whole. On average, jobs advertised online in Minneapolis are filled slightly faster and offer slightly higher salaries than the average job nationally. However, there are critical differences in hiring difficulty and salary trends that are distinguishable by industry and occupation.

Due to the large population of the Twin Cities Metro, the estimated number of qualified individuals per job opening is much greater than the estimates for the state or nation overall. The candidates per job opening measure indicates the number of people in the labor force (candidates) per active job posted online as of June 15, 2016.



Salary Range of All Positions

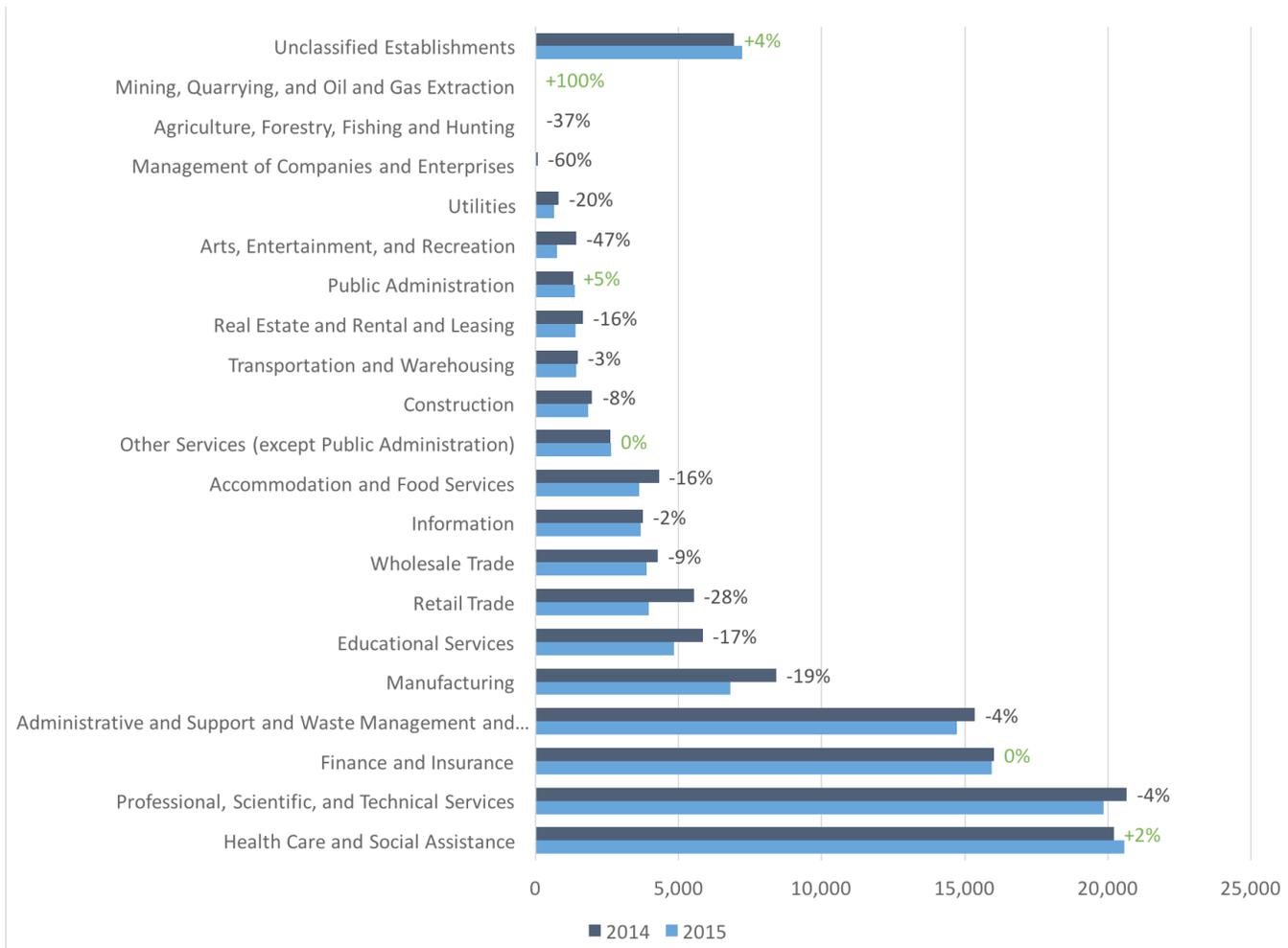


# Industry Job Posting Trends

The volume of job postings advertised in Minneapolis increased by 2% between 2014 and 2015, but primarily in unclassified establishments, public administration, and healthcare and social assistance. Most other industries saw a decline in job posting volume during that period. The sheer volume of companies in Minneapolis that are unclassifiable by standard NAICS is a symptom of the rapidly changing economic landscape and the inadequacy of current systems of classification.

The first half of 2016 already reveals a shift in talent recruitment needs among Minnesota businesses. Job posting volume in the first 6 months of 2016 were already higher than 2015 by 51.4%, with the most vacancies being in Professional, Scientific, and Technical Services (11,266 postings, +6%) and Administrative and Support Services (7,356 postings, -5%).

Percent Change in Online Job Counts in Minneapolis by Industry, 2014 - 2015



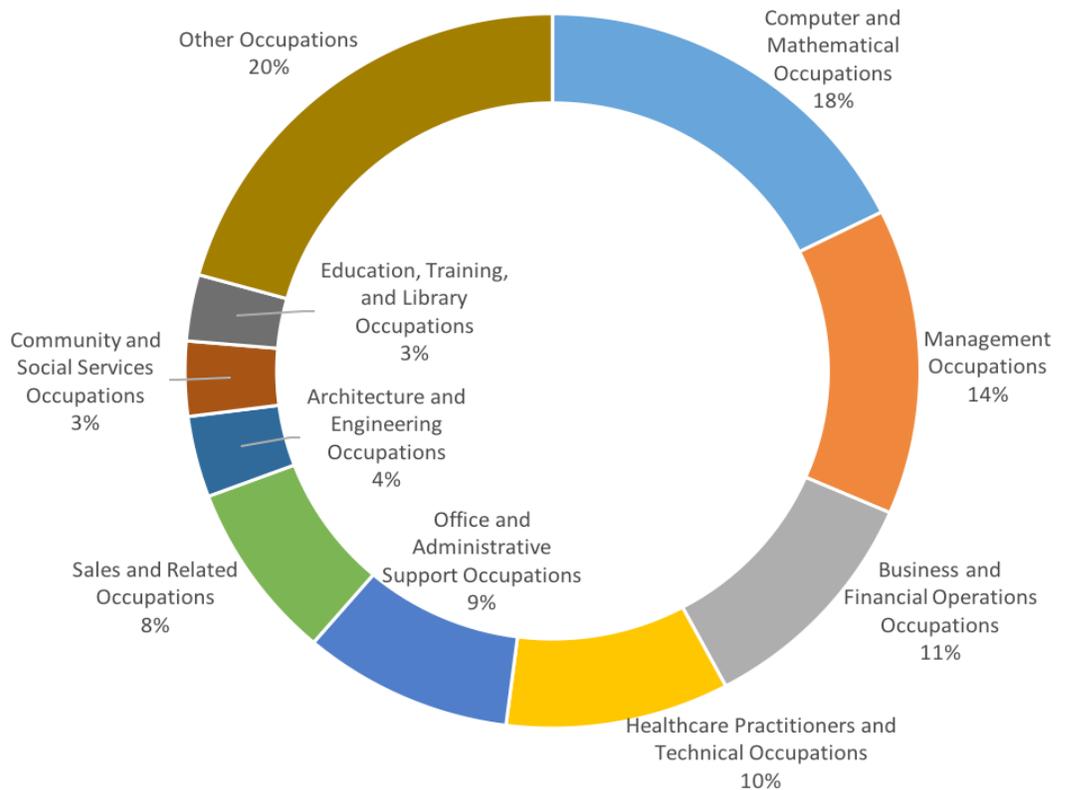
Job postings that were unclassifiable by industry code increased by 4% from 87,473 to 98,497.

# Occupation Trends

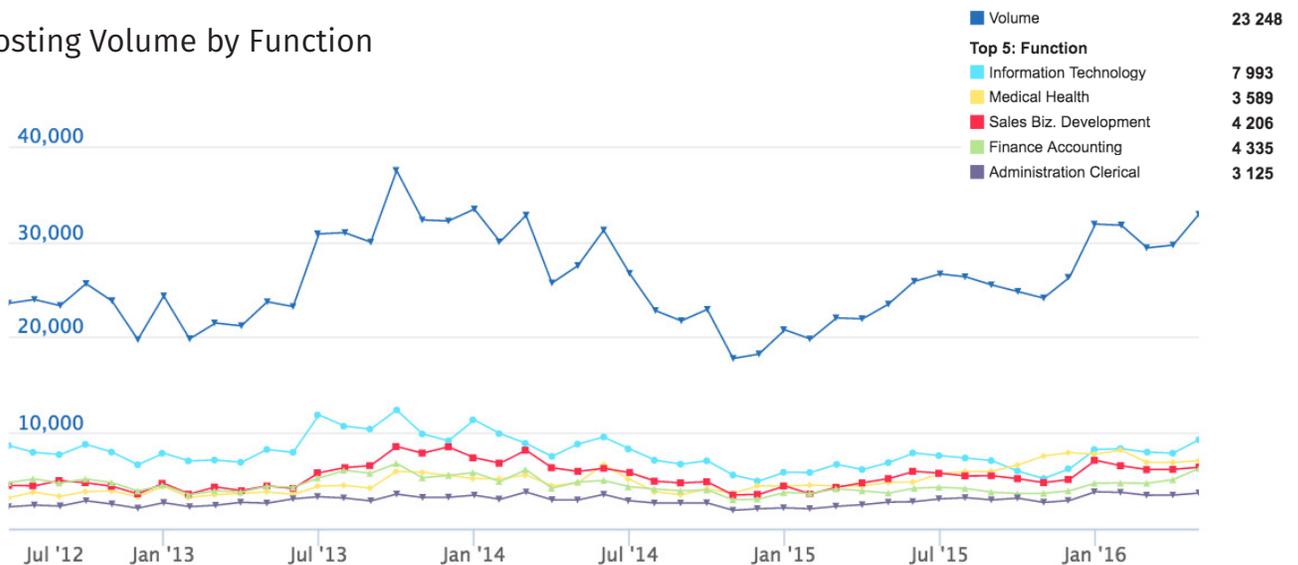
January 1, 2016 - June 15, 2016

Computer and Mathematical Occupations continue to be the top advertised positions for the fourth consecutive year (18% of all postings). Information Technology positions have consistently ranked as the top desired job function by employers posting online in Minneapolis.

Job Posting Volume by Occupation



Job Posting Volume by Function

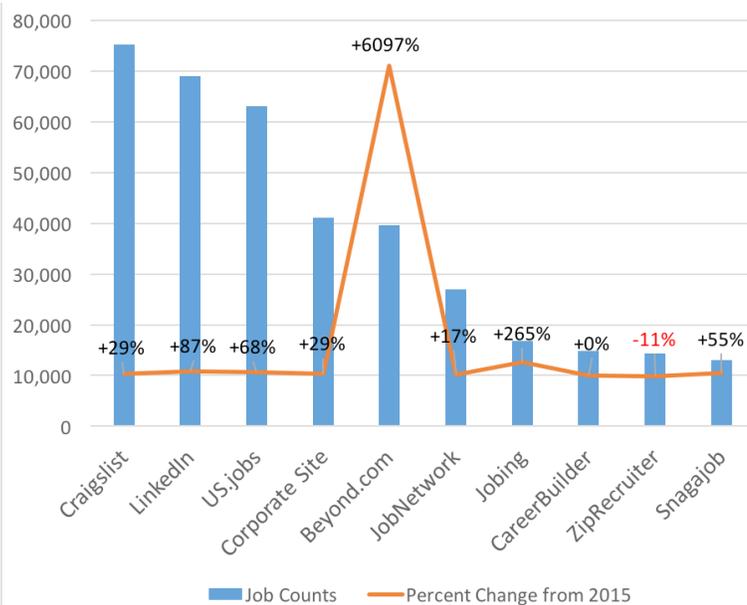


# Employer Trends

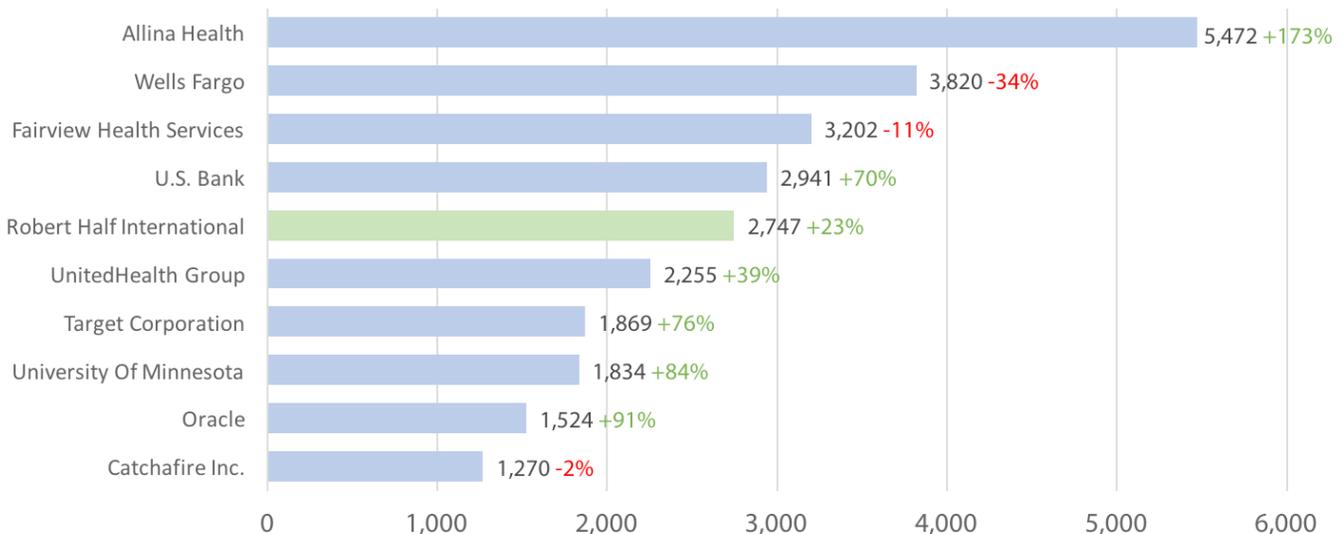
January 1, 2016 - June 15, 2016

Roughly 77% of all jobs posted in Minneapolis were by direct employers, with the greatest number of jobs being posted by the state's largest healthcare, finance, and retail companies. As is the case throughout Minnesota, Craigslist has remained a consistently popular job posting site, particularly for part-time and temporary positions in the Hospitality Industry. Operations, logistics, and facilities construction positions were also posted at a higher rate on Craigslist than other job boards, pointing further to the difficulty of measuring "gig economy" jobs that are not captured in traditional Labor Market Information (LMI) data sources.

## Job Posting Volume by Source



## Job Posting Volume by Employer, Top Ten Hiring





## Data Sources

The principal data source used in this report is TalentNeuron Recruit (formerly Wanted Analytics), a real-time labor market data source by CEB that spiders to online job postings to provide current data on position openings and recent trends. It pulls data from over 25,000 unique online job boards and corporate sites in North America alone. It can be accessed at [www.wantedanalytics.com](http://www.wantedanalytics.com).

Postings by staffing agencies are included alongside direct employers, unless otherwise stated, and posts have been deduplicated for all analyses except for the chart indicating online job posting sites used by employers. Heavily-unionized sectors and any type of position that has a lower rate of posting job vacancies online will be under-represented by TalentNeuron Recruit Data. All data used in this report was pulled on June 15, 2016. Differences in results downloaded at an earlier or later date are due to changes in access to online postings, improved deduplication of postings, or other data quality improvements. Results depend on the posting practices of employers, and simply indicate that a vacancy was posted - not that a position was filled.

Functions highlighted on page 6 are defined by TalentNeuron Recruit and cross traditional occupation and industry silos. Industries are classified by 2-digit NAICS, and occupations are classified by 2-digit SOC, which can be accessed at [http://www.bls.gov/soc/major\\_groups.htm](http://www.bls.gov/soc/major_groups.htm). Calculation of candidates per job opening takes into account the total employable workforce available for all job positions that were open as of June 15, 2016, utilizing the labor force estimates provided by the Occupational Employment Survey (OES) and the Bureau of Labor Statistics (BLS) and TalentNeuron Recruit's database, factoring in Monthly Employment Rates and location. As such, "candidates" includes individuals who may not be actively seeking employment.