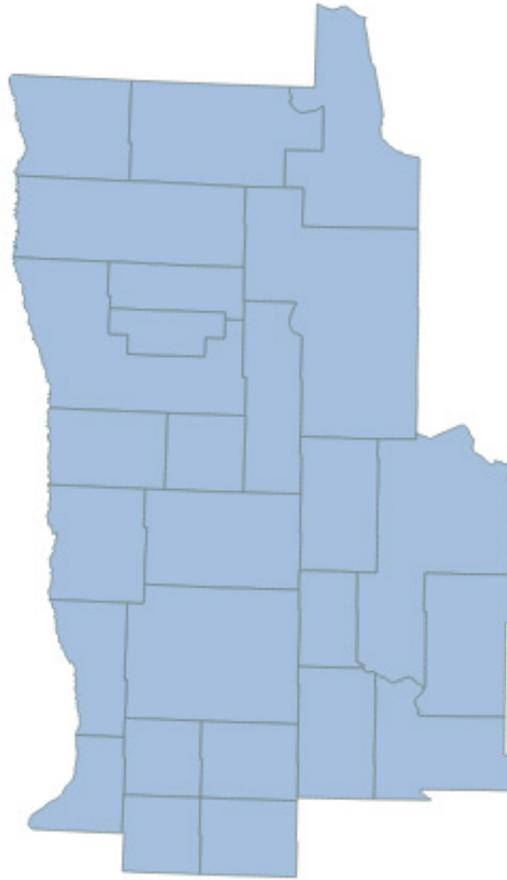


# Northwest



## November 2016

A Report on the Online Job Market in Northwest Minnesota



**RealTime Talent**

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# Northwest



The Northwest region of Minnesota is mostly rural and has an economy dominated by agriculture. With a population of 595,370 in an area of 29,904 square miles and 26 counties, it contains wide expanses of agricultural land and 29.5% of the state's farms according to the USDA in 2012. The region contains only 8% of total employment in Minnesota based on DEED's Quarterly Census of Employment and Wages. Some of the largest cities in this region include Moorhead (pop. 42,005, #21), Bemidji (pop. 14,594, #70), and Brainerd (pop. 13,371, #78).

**Northwest**  
**Job Openings as of Sept 30, 2016**  
 14,619

23 candidates / job opening

**Average Time a Job is Advertised**  
 47 days

**Top Job Titles 2012-2016**

1. Registered Nurse
2. Class A CDL Truck Driver
3. Licensed Practical Nurse
4. Merchandiser
5. Physical Therapist

**Minnesota**  
 129,159

19 candidates / job opening

**Average Time a Job is Advertised**  
 46 days

**Top Job Titles 2012-2016**

1. Registered Nurse
2. Customer Service Rep
3. Administrative Assistant
4. Owner Operator
5. Class A CDL Truck Driver

**Nationwide**  
 6,151,267

24 candidates / job opening

**Average Time a Job is Advertised**  
 45 days

**Top Job Titles 2012-2016**

1. Registered Nurse
2. Customer Service Rep
3. Administrative Assistant
4. Sales Associate
5. Driver

Median Posted Salary of Positions in the Northwest, 2015-2016



Note: Only includes salary data that is publicly advertised in postings.

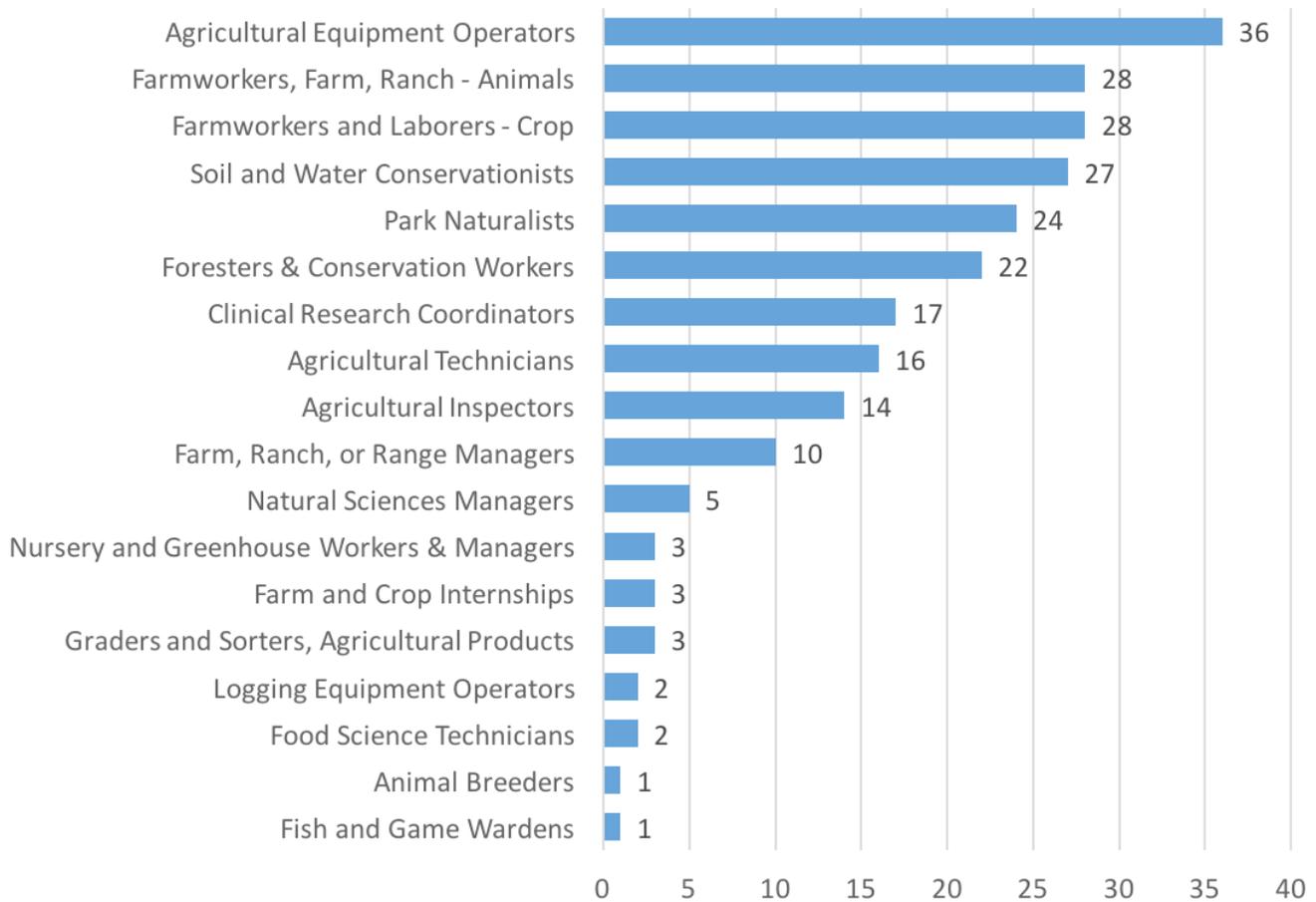
# Northwest Industry Trends

January 2016 - September 2016

DEED identifies three distinguishing industries of the Minnesota's Northwest: pipeline transportation; fishing, hunting and trapping; transportation equipment manufacturing. The Northwest contains over 40% of the state's jobs in these three industries. This is reflected in the industries that saw the most job postings online during the first three quarters of 2016. The vast majority of jobs were posted by freight trucking companies - both long-haul and local - or by temp and staffing agencies hiring for drivers, manufacturing, and agricultural labor.

Capturing the job openings in agriculture, fishing, hunting, and related positions can be challenging, as many positions are not publicly advertised. The chart below shows the number of production agriculture, environment, fishing, and hunting jobs that were advertised online in the region during the first three quarters of 2016. Counts for farm workers, breeders, fish and game wardens, and equipment operators were likely significantly higher than what these counts reveal.

Production Agriculture, Fishing, Forestry, Hunting, and the Environment (242 jobs)

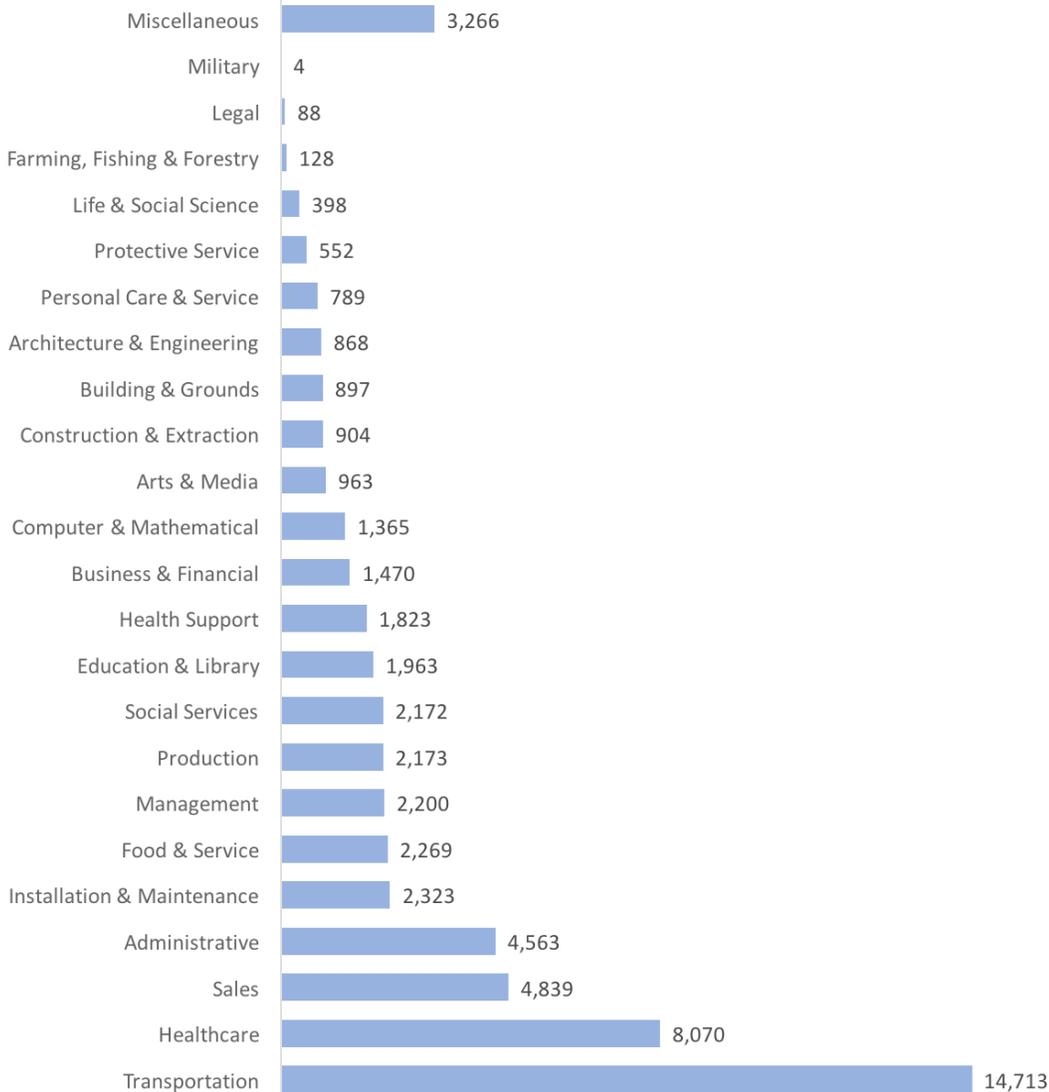


# Northwest Occupation Trends

## January - September 2016

Although DEED’s Occupational Employment Statistics found administrative support positions to employ the most people in the region in 2015 and food service to have the most vacancies, it was actually transportation jobs that were advertised much more frequently. Transportation jobs comprised 25% of all jobs advertised online in Northwest Minnesota in the first three quarters of 2016. Healthcare practitioners and sales positions are also in high demand, making up 14% and 8% of the total **58,800 jobs** in the region, respectively. Education, training, and library occupations are increasing in demand in this region, with job postings up by 66% since 2015. Hard skills in demand in the Northwest include pediatrics, quality assurance, geriatrics, behavioral health, and technical support experience.

Job Posting Volume by Occupation



# Northwest Employer Trends

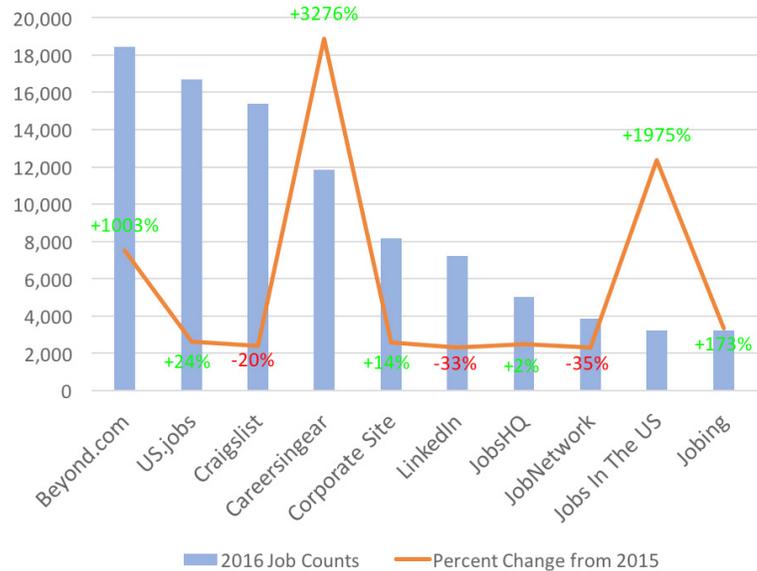
January 2016 - September 2016

The number of online job posts in the first three quarters of 2016 increased by 41% since 2015, primarily due to more jobs being cross-posted on sites such as Beyond.com and JobsintheUS.com. Careers in Gear, a transportation and trucking website that advertises nationwide, saw a massive growth in job postings this year. The largest regional job bank in the area is the Greater Fargo Moorhead Development Corporation. Transportation company U.S. Xpress has the greatest number of job postings in the Northwest in 2016, surpassing large healthcare companies such as Essentia Health, AllMed, and EMC Corporation that have had the most postings for the past three years. A number of other transportation and logistics companies also joined the top 10 hiring companies in the Northwest.

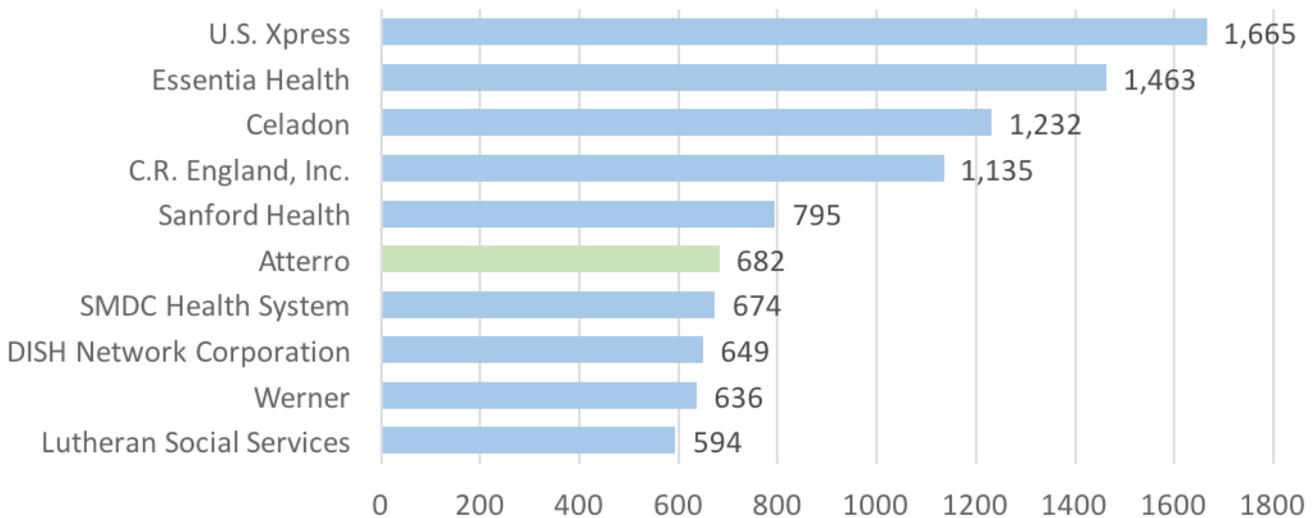
Share of Jobs by Direct Employers



Job Posting Volume by Source



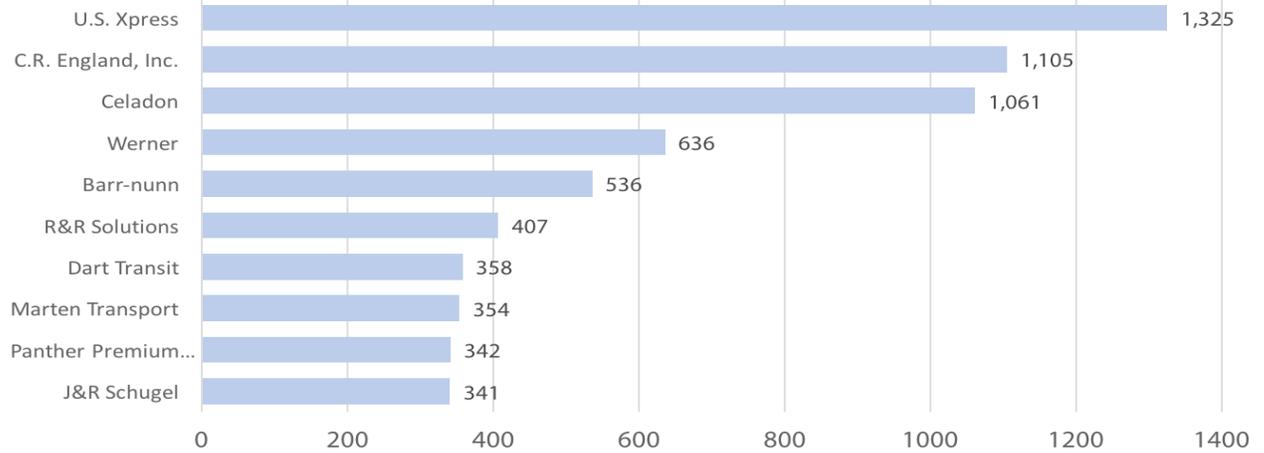
Job Posting Volume by Employer, Top Ten Hiring



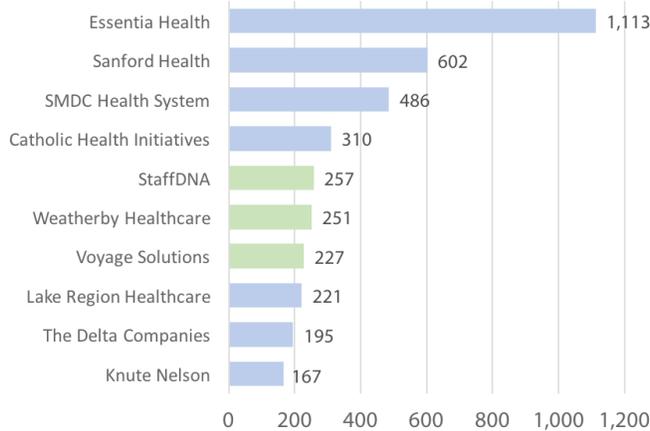
# Top Northwest Employers Hiring by Job Function

**Operations & Logistics**  
(14,626 job postings +145%)

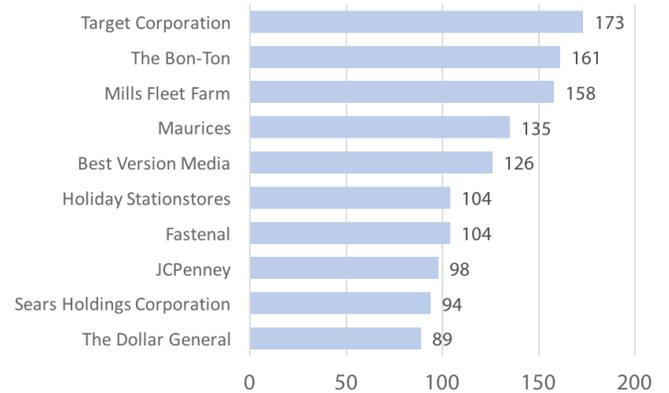
January 2016 - September 2016  
\*Note: does not include agriculture



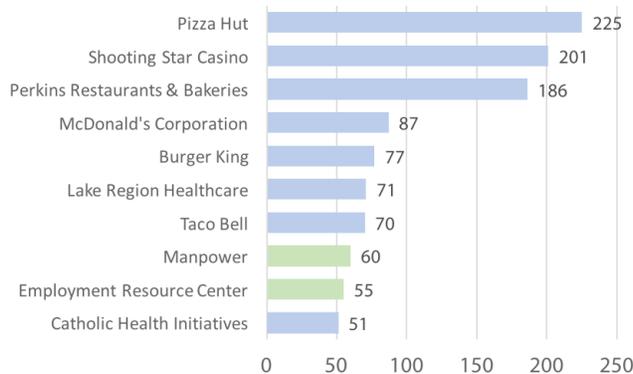
**Medical & Healthcare**  
(8,544 job postings -5%)



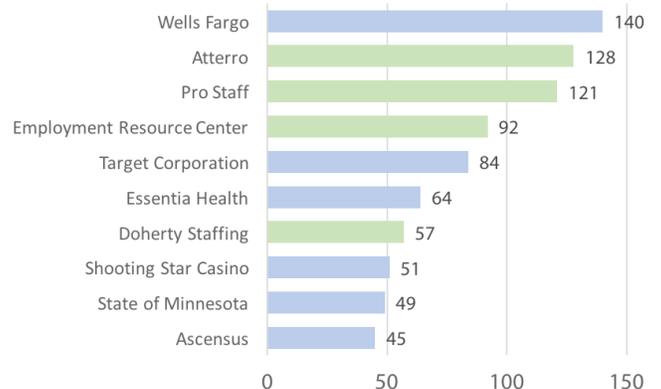
**Business Development & Sales**  
(5,258 job postings -6%)



**Hospitality & Services**  
(3,493 job postings +35%)



**Administration & Clerical**  
(2,569 job postings +12%)



# Major Cities of Northwest Minnesota

The number of online job posts increased significantly in many of the smallest communities of Northwest Minnesota; but, in most places the ratio of people per job post remains close to the region’s average of seven. Growth in number of online postings suggests a growing practice of employers to post their vacancies online and the increasing need for workers themselves. Walker Minnesota, despite its small population, has a relatively high job count. Moorhead’s large population is matched to a fairly small online job market, likely impacted by the concentration of colleges and universities in the Fargo/Moorhead region and the closed network of student internship and job opportunities that is not captured by public job boards.

## Population and Job Volume

	City	Population (2014)	Labor Force Participation Rate, 16+ (2014)	Job Postings (Jan - Sept 2016)	People per Job Opening (Annual)	Workers per Job Opening (Annual)
1	Moorhead	42,005	71.7%	3,436	9.2	4.9
2	Bemidji	14,594	60.4%	3,515	3.1	1.5
3	Brainerd	13,371	62.9%	3,856	2.6	1.2
4	Fergus Falls	13,281	63.6%	2,372	4.2	2.2
5	Alexandria	11,843	64.9%	3,145	2.8	1.5
6	Detroit Lakes	9,002	58.6%	2,199	3.1	1.4
7	Thief River Falls	8,752	69.3%	1,154	5.7	3.1
8	Little Falls	8,649	59.6%	1,602	4.0	1.9
9	East Grand Forks	8,643	68.8%	666	9.7	5.0
10	Walker	928	52.1%	333	2.1	0.9
	<b>Northwest Region</b>	<b>558,673</b>		<b>58,800</b>	<b>7.1</b>	



Excludes Craigslist ads. People per job is the ratio of total all-ages population to number of jobs advertised locally (annualized). Population counts are from the US Census Bureau’s 2014 Population Estimates program, and labor force participation rate from the US Census Bureau’s American Community Survey 5-Year Estimates, 2014.

## 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. Some occupation types, like transportation, shipping, and logistics, typically have more job postings than actual positions as a result of recruitment strategies. All data used in this report was pulled on September 30th and October 3, 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 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 September 22-October 3, 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.

Top employers by job function separate advertised jobs into the primary function area of the new employee sought. It focuses on job activities as opposed to business classification. This approach was chosen as when companies are classified by standard industry codes (NAICS) they may not include all companies that participate in multiple industries or employ people in occupations that cross into those industries.

DEED's Quarterly Workforce Indicators, Job Vacancy Survey, Occupations in Demand, Local Area Unemployment Statistics, and Distinguishing Industries can be found at [www.mn.gov/deed/data](http://www.mn.gov/deed/data). Population estimates are from the U.S. Census Bureau and include people of all ages (2014).

