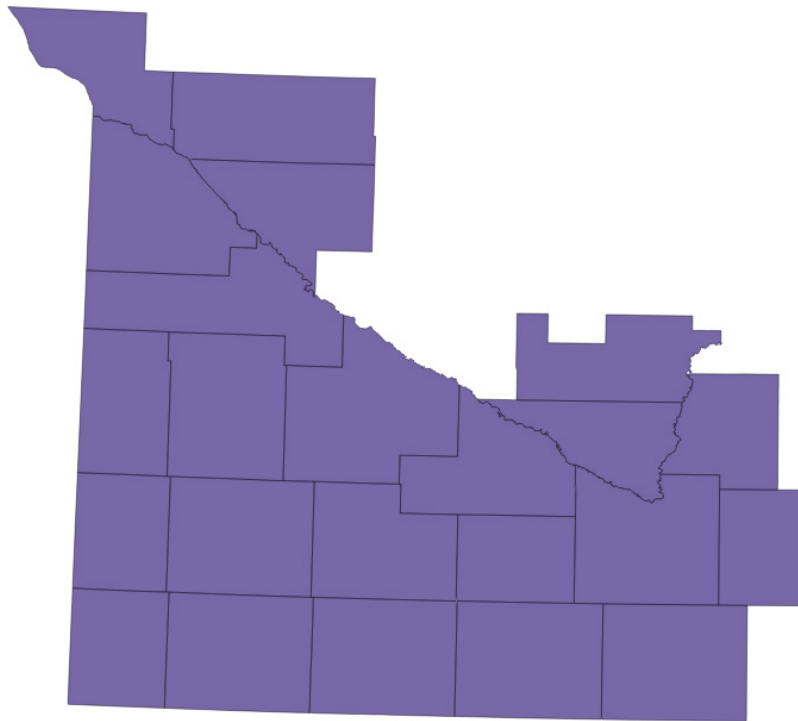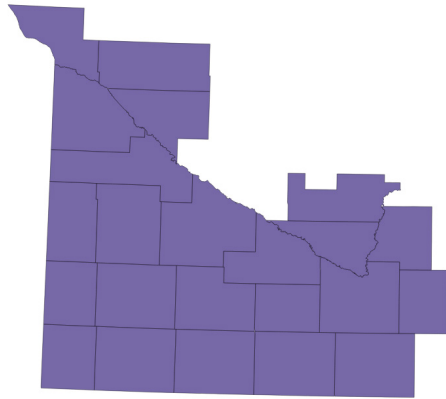# Southwest

November 2016

A Report on the Online Job Market in Southwest Minnesota

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Southwest

The economy of the Southwest region of Minnesota is dominated by production manufacturing and health care. Approximately 25% of jobs in these industries were held by workers 55 years and older. With a population of 392,415 in an area of 14,561 square miles and 23 counties, it is home to just over 7% of the state's population. Blue Earth County is the largest employment center for the southwest region, followed by Lyon, Nicollet, and Brown counties. Some of the largest cities in this region include Mankato (pop. 41,040, #22), Marshall (pop. 13,652, #75), and New Ulm (pop. 13,327, #79).

Southwest	Minnesota	Nationwide
Job Openings as of Sept 30, 2016		
11,808	129,159	6,151,267
9 candidates / job opening	19 candidates / job opening	24 candidates / job opening
Average Time a Job is Advertised		
44 days	46 days	45 days
Top Job Titles 2012-2016		
1. Registered Nurse	1. Registered Nurse	1. Registered Nurse
2. Class A CDL Truck Driver	2. Customer Service Rep	2. Customer Service Rep
3. Physical Therapist	3. Administrative Assistant	3. Administrative Assistant
4. Owner Operator	4. Owner Operator	4. Sales Associate
5. Licensed Practical Nurse	5. Class A CDL Truck Driver	5. Driver

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

10th   Median Salary   90th

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

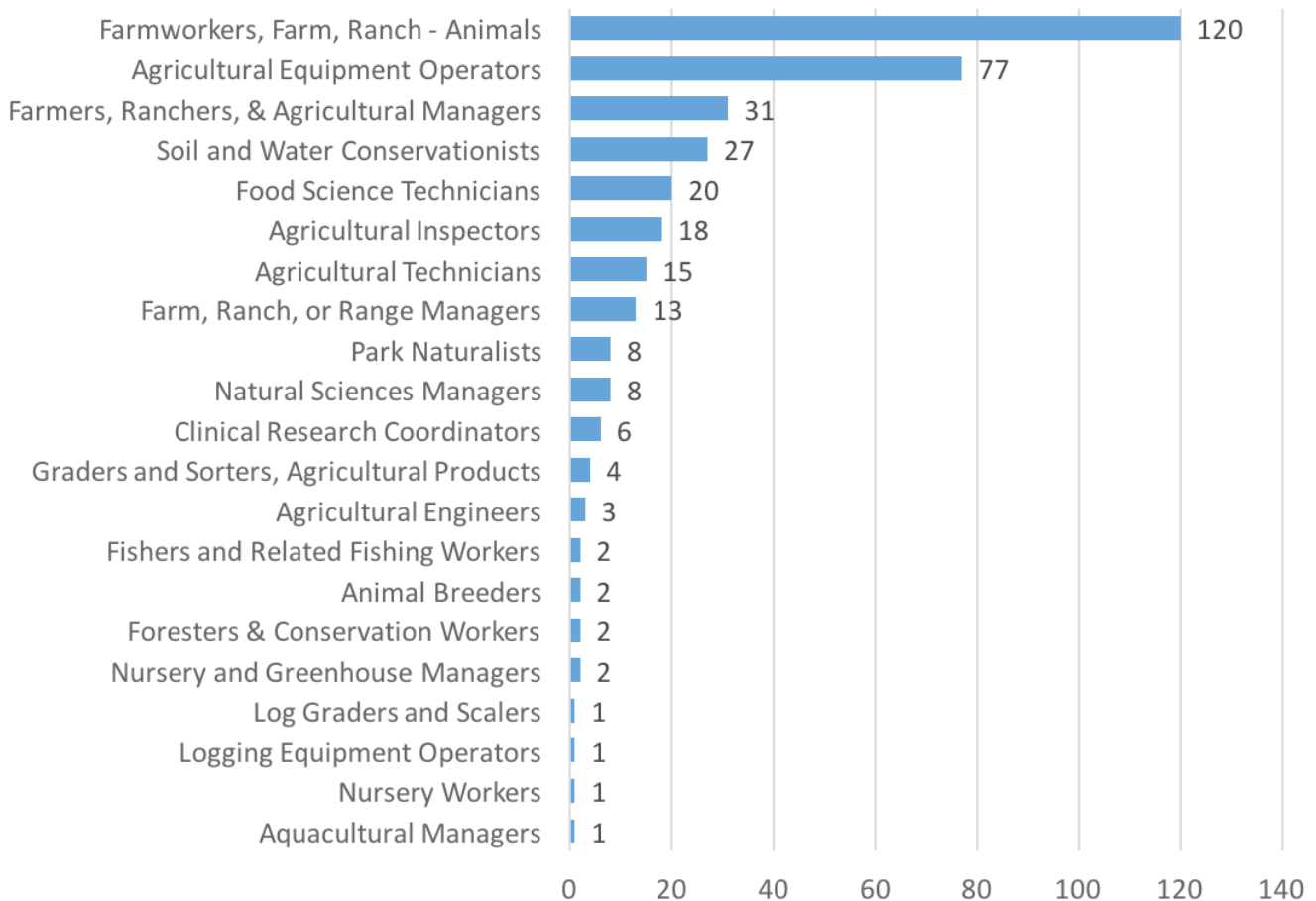|	10th	Median Salary	90th	
	$34,100	$56,450	$78,800	Minnesota
	$33,950	$56,100	$78,250	Southwest

Southwest Industry Trends

January 2016 - September 2016

According to DEED's Occupational Employment Statistics, over 15% of Southeast Minnesota's jobs are in production, which is about double the share of jobs statewide. Animal production and aquaculture are the region's distinguishing industries, with beef, dairy, and hog farming dominating. Education, training, library, farming, and healthcare support are also found in the region in higher concentrations than nationwide.

Online job posting volume in Southwest Minnesota is low, but generally proportionate to the population of the region. The chart below shows the number of jobs advertised by manufacturing, farming, fishing, or forestry companies during the first three quarters of 2016. In all, there were 362 production agriculture, fishing, forestry, and hunting jobs advertised in the region in the first three quarters of 2016. The majority of these were for farmworkers to attend to animals.

Production Agriculture, Fishing, Forestry, Hunting, and the Environment (362 jobs)

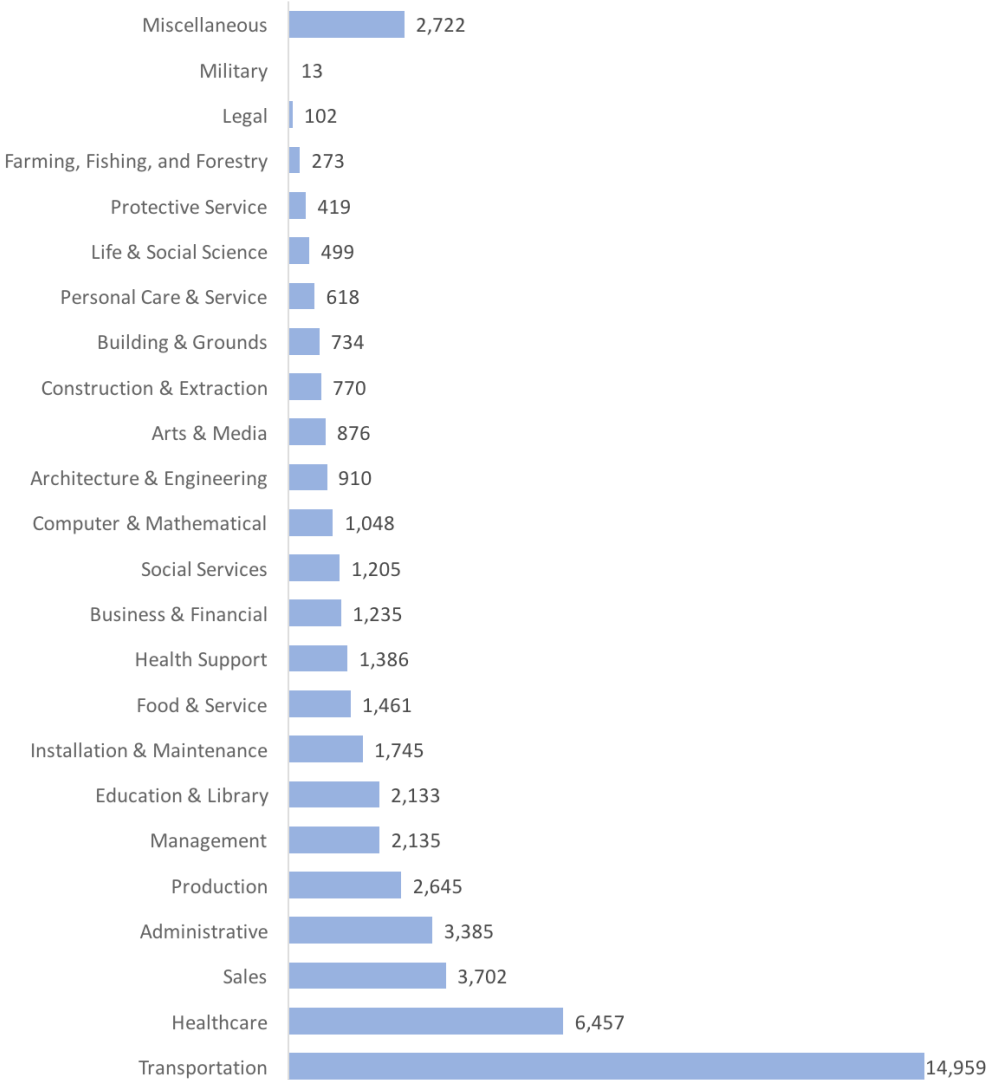| Occupation	Jobs
Farmworkers, Farm, Ranch - Animals	120
Agricultural Equipment Operators	77
Farmers, Ranchers, & Agricultural Managers	31
Soil and Water Conservationists	27
Food Science Technicians	20
Agricultural Inspectors	18
Agricultural Technicians	15
Farm, Ranch, or Range Managers	13
Park Naturalists	8
Natural Sciences Managers	8
Clinical Research Coordinators	6
Graders and Sorters, Agricultural Products	4
Agricultural Engineers	3
Fishers and Related Fishing Workers	2
Animal Breeders	2
Foresters & Conservation Workers	2
Nursery and Greenhouse Managers	2
Log Graders and Scalers	1
Logging Equipment Operators	1
Nursery Workers	1
Aquacultural Managers	1

Southwest Occupation Trends

January - September 2016

Although DEED's Occupational Employment Statistics found production jobs to employ the most people in the region in 2015 and food service to have the most vacancies, transportation jobs are the most numerous vacancies based on very active online recruitment. Transportation and logistics jobs comprised 30% of all jobs advertised online in Southwest Minnesota in the first three quarters of 2016, increasing well over 200% since 2015. Healthcare practitioners are also in high demand, making up 12.5% of the total **51,464 jobs** in the region. The number of job postings seeking sales, business development, and information technology professionals declined since 2015. In demand certifications include a commercial driver's license, HAZMAT, nursing certifications, and CPR.

Job Posting Volume by Occupation

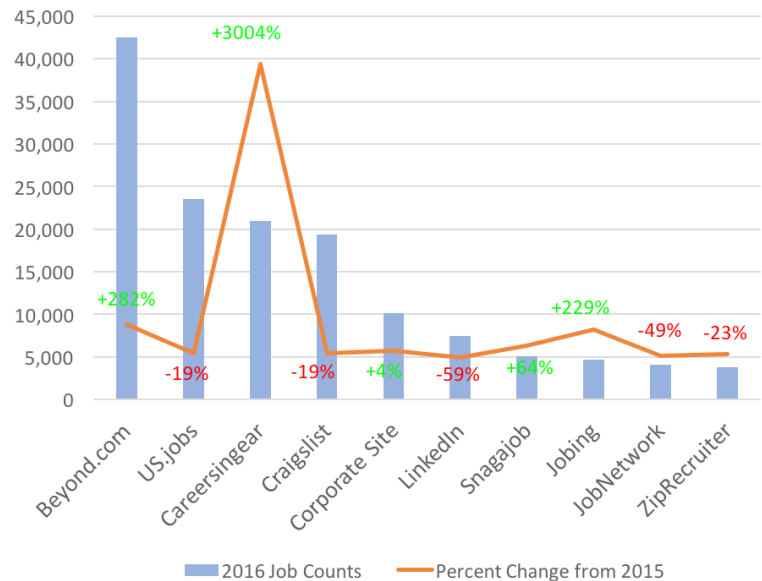| Occupation	Postings
Miscellaneous	2,722
Military	13
Legal	102
Farming, Fishing, and Forestry	273
Protective Service	419
Life & Social Science	499
Personal Care & Service	618
Building & Grounds	734
Construction & Extraction	770
Arts & Media	876
Architecture & Engineering	910
Computer & Mathematical	1,048
Social Services	1,205
Business & Financial	1,235
Health Support	1,386
Food & Service	1,461
Installation & Maintenance	1,745
Education & Library	2,133
Management	2,135
Production	2,645
Administrative	3,385
Sales	3,702
Healthcare	6,457
Transportation	14,959

Southwest Employer Trends

January 2016 - September 2016

The number of online job posts in the first three quarters of 2016 increased by 32% since 2015, primarily due to more jobs being cross-posted on sites such as Beyond.com and dramatically increased activity on the transportation and trucking job site, Careers in Gear. The sites with most regional activity are aggregators and national sites, no strong local job bank could be identified. Southern Minnesota Help Wanted advertises jobs in major cities in both the Southwest and Southeast. Craigslist is an important source for jobs, ranking as the fourth most-used site by employers. Transportation company U.S. Xpress has the greatest number of job postings in the Southwest in 2016, surpassing Park Nicollet and Schwan Foods 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 Southwest.
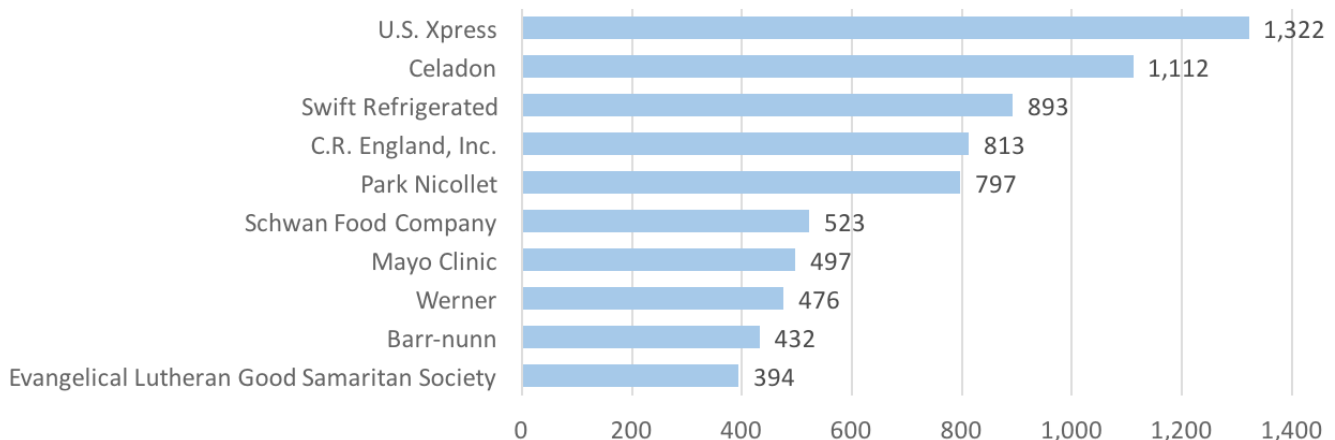
Share of Jobs by Direct Employers

Staffing Agencies 13%
Direct Employers 87%

Job Posting Volume by Source

- 2016 Job Counts
- Percent Change from 2015

Job Posting Volume by Employer, Top Ten Hiring

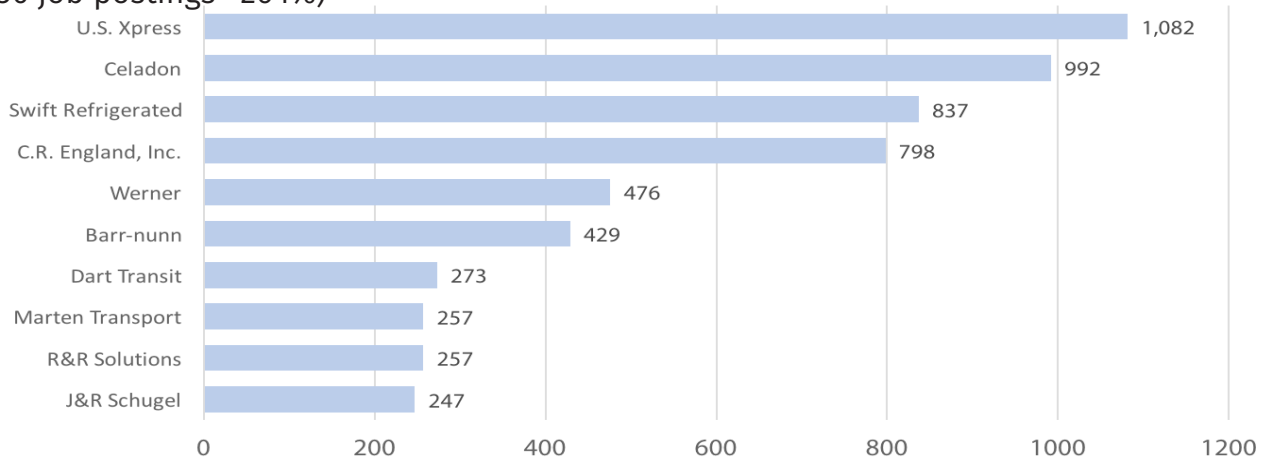| Employer	Postings
U.S. Xpress	1,322
Celadon	1,112
Swift Refrigerated	893
C.R. England, Inc.	813
Park Nicollet	797
Schwan Food Company	523
Mayo Clinic	497
Werner	476
Barr-nunn	432
Evangelical Lutheran Good Samaritan Society	394

Top Southwest Employers Hiring by Job Function

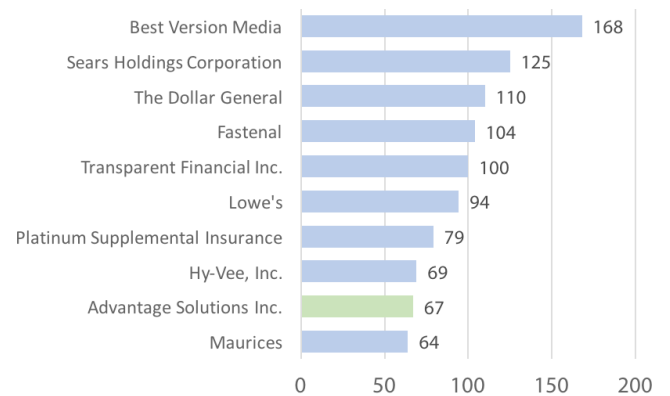## Operations & Logistics
(15,230 job postings +264%)

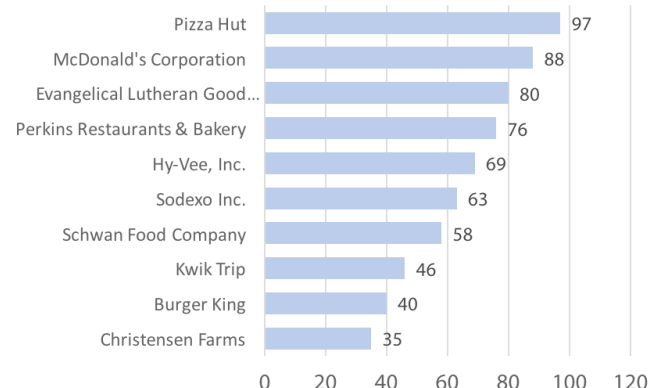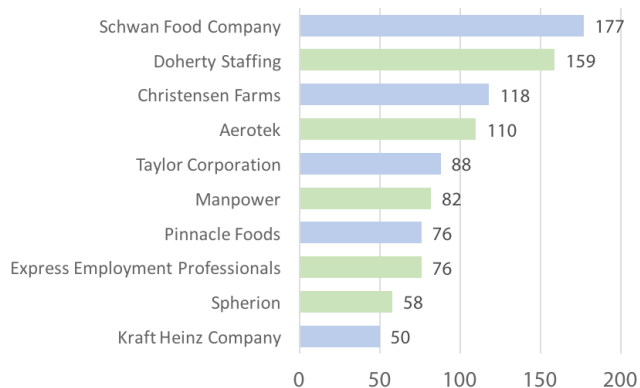January 2016 - September 2016
*Note: does not include agriculture

Employer	Postings
U.S. Xpress	1,082
Celadon	992
Swift Refrigerated	837
C.R. England, Inc.	798
Werner	476
Barr-nunn	429
Dart Transit	273
Marten Transport	257
R&R Solutions	257
J&R Schugel	247

Medical & Healthcare
(9,043 job postings +10%)

Employer	Postings
Park Nicollet	591
Mayo Clinic	427
The Delta Companies	350
Voyage Solutions	276
Allina Health	269
Evangelical Lutheran Good…	266
Weatherby Healthcare	255
Good Samaritan Society	224
Sanford Health	213
StaffDNA	193

Business Development & Sales
(4,254 job postings -13%)

Employer	Postings
Best Version Media	168
Sears Holdings Corporation	125
The Dollar General	110
Fastenal	104
Transparent Financial Inc.	100
Lowe's	94
Platinum Supplemental Insurance	79
Hy-Vee, Inc.	69
Advantage Solutions Inc.	67
Maurices	64
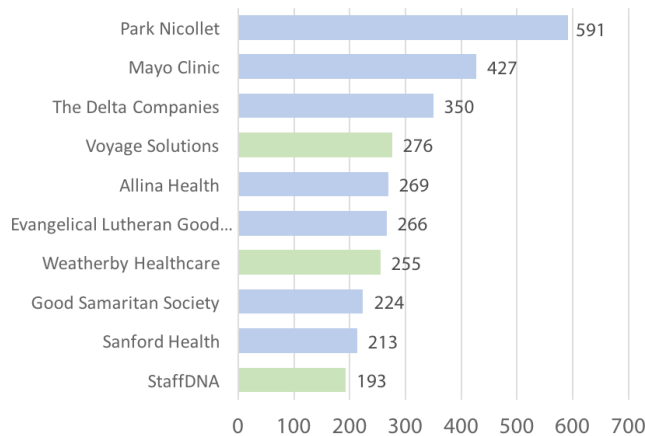
Manufacturing & Resources
(3,061 job postings +5%)

Employer	Postings
Schwan Food Company	177
Doherty Staffing	159
Christensen Farms	118
Aerotek	110
Taylor Corporation	88
Manpower	82
Pinnacle Foods	76
Express Employment Professionals	76
Spherion	58
Kraft Heinz Company	50

Hospitality & Services
(2,532 job postings +8%)

Employer	Postings
Pizza Hut	97
McDonald's Corporation	88
Evangelical Lutheran Good…	80
Perkins Restaurants & Bakery	76
Hy-Vee, Inc.	69
Sodexo Inc.	63
Schwan Food Company	58
Kwik Trip	46
Burger King	40
Christensen Farms	35

Major Cities of Southwest Minnesota

Mankato, the region's largest city, also boasts the most job postings and a favorable ratio of people per job (3.5 residents per job posting in 2016), echoing its low unemployment rate of 2.9% (August 2016). It is very possible that employers located in surrounding communities - such as North Mankato - use the city of Mankato as a proxy location to attract more candidates. Marshall, Minnesota also had one of the lowest ratios of residents per job in the whole state, also sporting one of the state's lowest unemployment rates at 3% in August 2016. Overall, cities and counties with low unemployment rates also tend to have fewer people per available job.

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	Mankato	41,040	71.1%	8,868	3.5	2.0
2	Marshall	13,652	74.7%	3,511	2.9	1.7
3	North Mankato	13,529	77.9%	1,005	10.1	6.2
4	New Ulm	13,327	68.8%	2,326	4.3	2.5
5	Worthington	13,090	65.9%	1,604	6.1	3.0
6	Saint Peter	11,666	66.4%	1,290	6.8	3.6
7	Fairmont	10,221	65.9%	1,125	6.8	3.7
8	Waseca	9,241	61.5%	1,044	6.6	3.3
9	Montevideo	5,217	65.8%	757	5.2	2.8
10	Redwood Falls	5,061	65.9%	612	6.2	3.3
	Southwest Region	**392,415**		**51,464**	**5.7**	

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Excludes Craigslist ads. People per job is the ratio of total all-ages population to number of jobs advertised locally (annualized). Unemployment data from DEED Local Area Unemployment Statistics (LAUS). 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.

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. 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. Population estimates are from the U.S. Census Bureau and include people of all ages (2014).

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