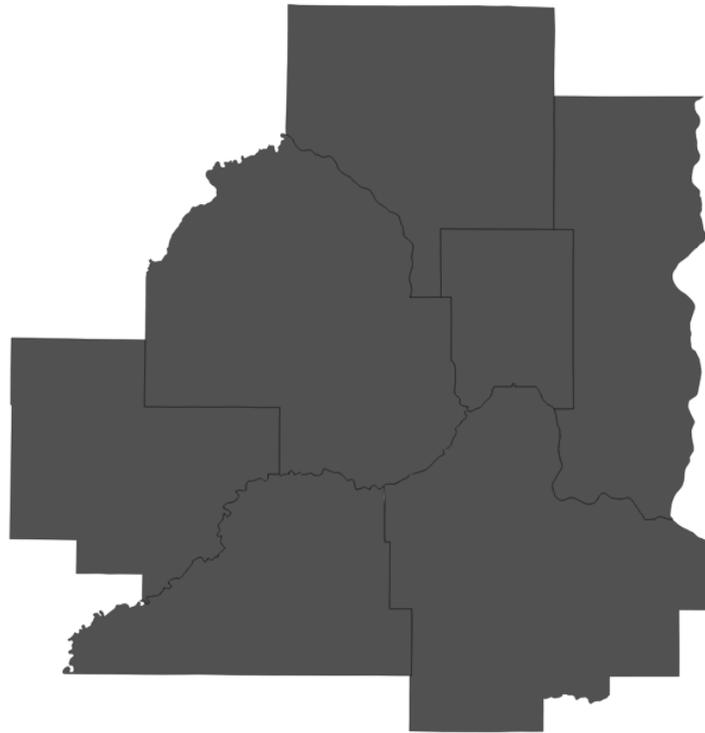# Twin Cities

November 2016

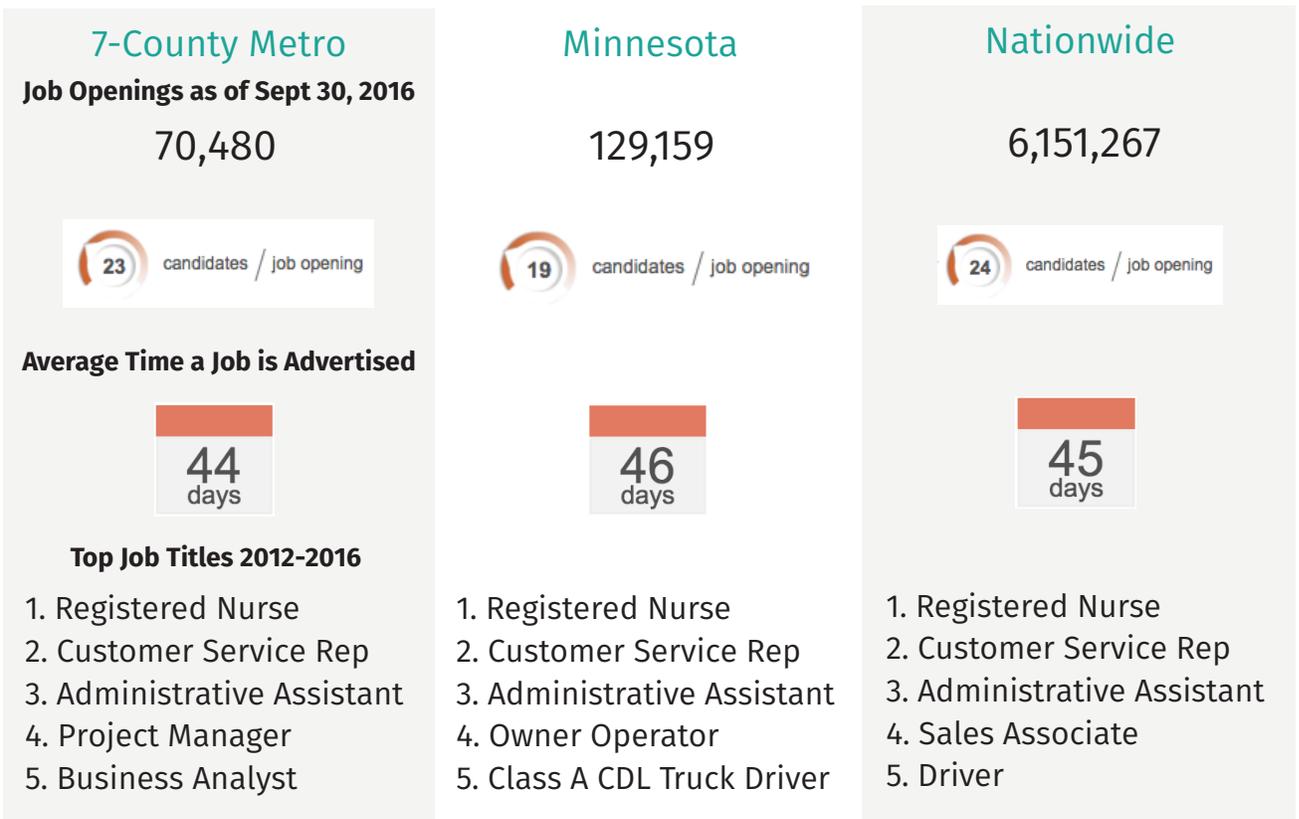A Report on the Online Job Market in Minnesota's Twin Cities 7-County Metro

RealTime Talent
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Twin Cities Metro

The 7-County Twin Cities Metro Area is the most densely populated Minnesota region. With 2,985,405 residents, it composes over half of the state's population (54.7%). Similarly, 54.6% of the state's currently advertised jobs are found in the Metro region. It contains five of Minnesota's most populated counties and two (Scott and Carver counties) of the fastest growing. The population is generally younger than the rest of the state, with only 11.8% of its population being over the age of 65, according to the U.S. Census Bureau (2014 estimates). Since significant research has recently been done on this region, this report only offers a limited snapshot.

7-County Metro	Minnesota	Nationwide
Job Openings as of Sept 30, 2016		
70,480	129,159	6,151,267
23 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. Customer Service Rep	2. Customer Service Rep	2. Customer Service Rep
3. Administrative Assistant	3. Administrative Assistant	3. Administrative Assistant
4. Project Manager	4. Owner Operator	4. Sales Associate
5. Business Analyst	5. Class A CDL Truck Driver	5. Driver

Median Posted Salary of Positions in the Twin Cities Metro, 2015-2016

	10th	Median Salary	90th	
	$39,700	$67,850	$96,000	Nationally
	$34,100	$56,450	$78,800	Twin Cities/Statewide

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

Major Cities and Suburbs of the Twin Cities Metro

The Twin Cities has become a hub for Information Technology, accounting for 15% of all jobs advertised in the region to date in 2016 (90,888 jobs out of 601,920 total). Information technology positions span a number of industries and verticals, with healthcare IT rising as a clear need in the region.

The table below highlights the top hiring employer, most in-demand occupation, median advertised salary, and number of people per job in the Metro's ten largest communities.

Top Employers, Occupations, and Job Volume in 2016

	City	Top Hiring Employer	Most In-Demand Occupation	Median Advertised Salary (all occupations)	Population (2014)	Labor Force Participation, 16+ (2014)	Job Postings (Jan - Sept 2016)	People per Job Opening (Annual)	Workers per Job Opening (Annual)
1	Minneapolis	Allina Health	Registered Nurse	$67,050	394,424	73.3%	188,371	1.6	0.9
2	Saint Paul	Allina Health	Registered Nurse	$61,300	300,851	70.5%	71,789	3.1	1.7
3	Bloomington	Oracle	Supervisors of Retail Sales	$59,550	85,136	68.3%	26,807	2.4	1.3
4	Brooklyn Park	Target Corporation	Industrial Engineer	$55,900	77,579	73.5%	7,050	8.3	4.5
5	Plymouth	UnitedHealth Group	Industrial Engineer	$58,450	72,868	71.7%	16,043	3.4	1.9
6	Woodbury	HealthEast Care System	Retail Salesperson	$52,500	67,855	75.1%	6,735	7.6	4.0
7	Eagan	Thomson Reuters	Software Developer, Apps	$59,100	66,286	77.5%	18,088	2.7	1.6
8	Maple Grove	Osseo Area Schools	Retail Salesperson	$48,100	64,364	77.1%	9,835	4.9	2.9
9	Coon Rapids	Allina Health	Registered Nurse	$51,000	62,240	74.2%	6,194	7.5	4.4
10	Eden Prairie	UnitedHealth Group	Management Analysts	$64,750	62,096	74.7%	31,564	1.5	0.8
	Twin Cities Metro	**Allina Health**	**Registered Nurse**	**$58,350**	**2,985,405**		**601,920**	**3.7**	

Excludes Craigslist ads. People per job is the ratio of total all-ages population to number of jobs advertised locally (annualized). The high volume of hiring at Allina Health may be attributed to the recent nurse's strike. 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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