

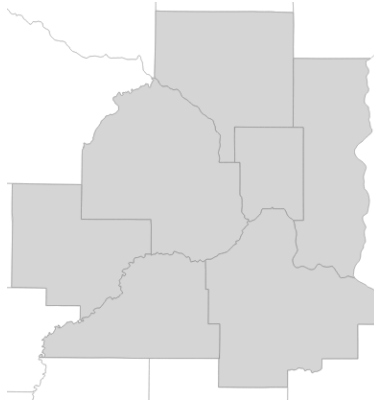


# Twin Cities 2016 in Review

A Report on the Online Job Market in the 7-County  
Metropolitan Area



# The Twin Cities Metropolitan Area



With 3,012,117 residents, the Twin Cities Metro is the densest Minnesota region and home to half of the state's population (54.9%). Similarly, 54.6% of the state's currently advertised jobs are found in the Metro region. It contains five of Minnesota's most populous counties and two (Scott and Carver counties) of the fastest growing. The population is younger than the rest of the state overall, with only 11.6% of its population being over the age of 65, according to the U.S. Census Bureau (2015 estimates).

The Twin Cities has become a hub for Information Technology, accounting for 15% of all jobs locally advertised in 2016 (109,688 jobs out of 727,457 total). Information Technology positions span a number of industries and verticals, with healthcare IT rising as a clear need in the region.

Median Salary: \$56,450

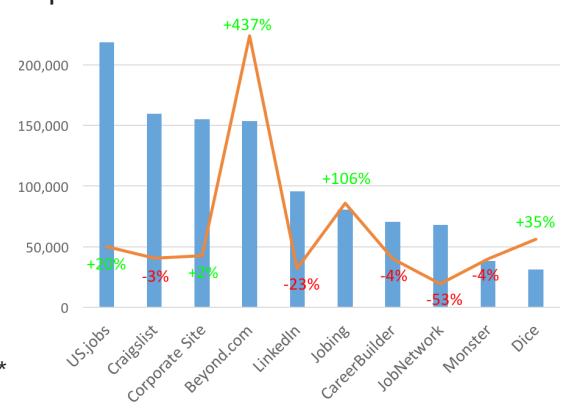
## Top 5 Soft Skills

1. Communication Skills
2. Detail-Oriented\*
3. Problem Solving
4. Integrity
5. Customer Service-Oriented\*

## Top 5 Certifications

1. Driver's License / CDL
2. Certified Registered Nurse
3. Basic Life Support
4. CPR
5. Licensed Practical Nurse

## Top Sources Used in 2016



## Top 5 Computer Skills

1. Microsoft Office Package\*
2. Structured Query Language (SQL)
3. Java
4. Microsoft Office Visio
5. JavaScript

## Top 5 Hard Skills

1. Quality Assurance
2. Technical Support
3. Customer Relationship Management\*
4. Systems Development Life Cycle
5. Business Systems and Process Models\*

## Largest Cities, Top Employers, Occupations, and Job Volume in 2016

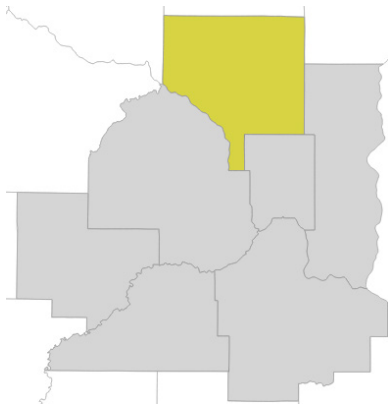
	City	Top Hiring Employer	Most In-Demand Occupation	Median Advertised Salary (all occupations)	Total Population (2015)	Labor Force Participation, 16+ (2015)	Job Postings (2016)	Labor Force Participants per Job Opening
1	Minneapolis	Allina Health	Registered Nurse	\$67,050	410,939	73.9%	226,088	1.1
2	Saint Paul	Allina Health	Registered Nurse	\$61,300	300,851	70.6%	87,020	1.9
3	Bloomington	Oracle	Supervisors of Retail Sales	\$59,550	86,435	68.9%	32,037	1.5
4	Brooklyn Park	Target Corporation	Industrial Engineer	\$55,900	79,149	73.5%	8,714	4.9
5	Plymouth	UnitedHealth Group	Industrial Engineer	\$58,450	75,907	71%	19,536	2.2
	<b>Twin Cities Metro</b>	<b>Allina Health</b>	<b>Registered Nurse</b>	<b>\$56,450</b>	<b>3,012,117</b>	<b>72.3%</b>	<b>726,946</b>	<b>2.3</b>

\*Indicates rising skill that had an increase of demand over 5% from the prior year.

Primary data source TalentNeuron Recruit, accessed at [www.wantedanalytics.com](http://www.wantedanalytics.com). Excludes Craigslist ads. Labor force participants per job is the ratio of people over the age of 16 participating in the labor force to number of jobs advertised locally (annualized). The high volume of ads placed by Allina Health may be attributed to the recent nurse's strike. Population counts are from the US Census Bureau's 2015 Population Estimates program, and labor force participation rate from the US Census Bureau's American Community Survey 5-Year Estimates, 2015. Compiled on January 4, 2017 by RealTime Talent, Erin@realtimetalentmn.org



# Anoka County



Anoka County is home to 11.4% of the Twin Cities' population and under 5% of all jobs advertised in the Twin Cities in 2016. The majority of positions advertised in Anoka County were for healthcare and medical field positions (17.9%), followed by sales and business development (12.9%). Demand for healthcare professionals with certification credentials as a Registered Nurse (CRN) increased by 12.4% between 2015 and 2016. A total of 8% of all jobs advertised in 2016 were for Registered Nurses, an increase of 15.6% since 2015. Health, business, and shipping industry employers were the most active recruiters online, and staffing agencies accounted for 21.4% of all Anoka-based online job postings in 2016. Overall Allina Health, Target, and Aerotek advertised the most positions locally.

## Anoka County

### Jobs Advertised in 2016

32,927

Pop. 16+: **264,912**  
 Labor Force: **73%**  
 Unemployment: **6.2%**

### Average Time a Job is Advertised



### Top Job Titles 2012-2016

1. Registered Nurse
2. Customer Service Rep
3. Teller
4. Machine Operator
5. Retail Sales Associate

## Twin Cities

726,946

Pop. 16+: **2,322,447**  
 Labor Force: **72.3%**  
 Unemployment: **5.9%**



1. Registered Nurse
2. Customer Service Rep
3. Administrative Assistant
4. Project Manager
5. Business Analyst

## Minnesota

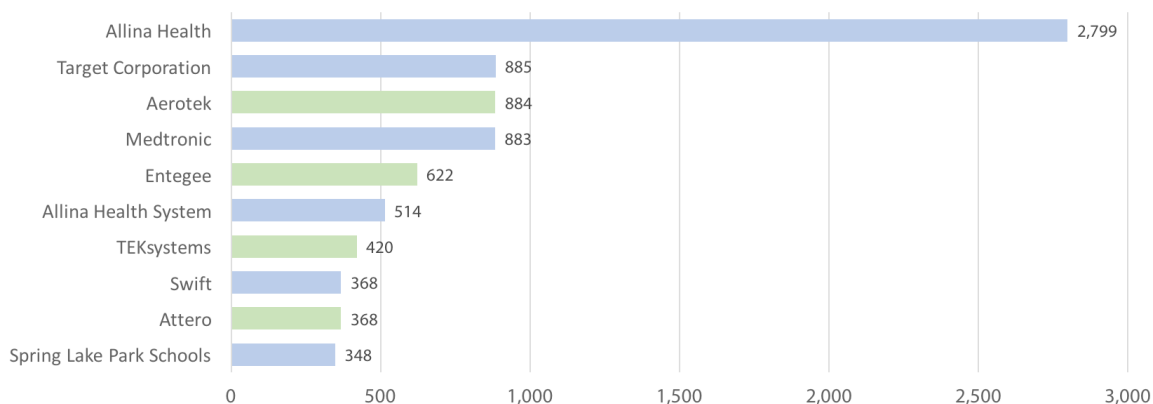
1,128,380

Pop. 16+: **4,281,141**  
 Labor Force: **70%**  
 Unemployment: **5.6%**

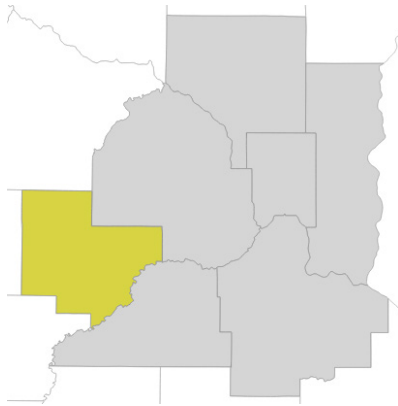


1. Registered Nurse
2. Customer Service Rep
3. Administrative Assistant
4. Owner Operator
5. Class A CDL Truck Driver

## Top Recruiting Employers in 2016



# Carver County



While only 3.3% of the Metro population lives in Carver County, the 98,741 residents have the second highest rate of labor force participation and the lowest unemployment rate in the region. Manufacturing and industrial positions are in highest demand in this county, with Tractor Trailer Drivers, Production Supervisors, and Industrial Engineers ranking as the top most in-demand occupations for 2016 along with Registered Nurses. Top recruiting employers of 2016 included Ridgeview Medical Center (+21.7% from 2015), Chaska Independent School District (+421.8% from 2015), and Life Time Fitness (-30.5% from 2015). Staffing agency positions accounted for 22.6% of all local online job postings.

## Carver County

### Jobs Advertised in 2016

15,785

Pop. 16+: **71,803**  
 Labor Force: **76.1%**  
 Unemployment: **3.8%**

### Average Time a Job is Advertised

**44**  
days

### Top Job Titles 2012-2016

1. Customer Service Rep
2. Machine Operator
3. Administrative Assistant
4. Teller
5. Class A CDL Truck Driver

## Twin Cities

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## Minnesota

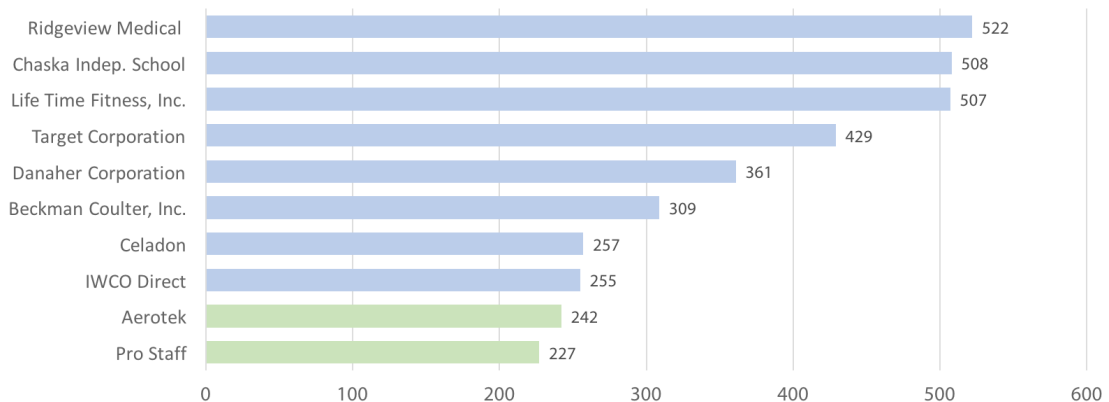
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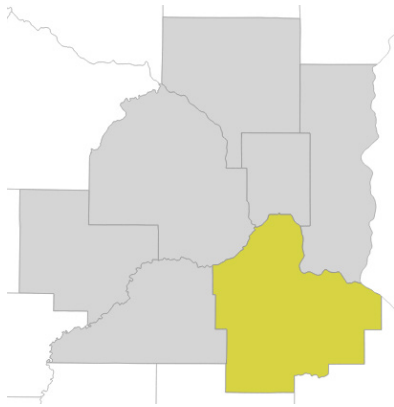
**46**  
days

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

## Top Recruiting Employers in 2016



# Dakota County



Dakota County is the third largest county by population in Minnesota. With a population of 414,686 (13.8% of the Twin Cities' population), it had 8.4% of the region's job opportunities in 2016. The county has a large number of commuters who work in other Metro counties. Sales and business development job opportunities were in highest demand in 2016, followed closely by healthcare and logistics roles. Information technology positions were advertised to a lesser degree than in Hennepin or Ramsey Counties, but with more frequency than Carver or Anoka. Top recruiting employers of 2016 included Thomson Reuters (+12.9% from 2015), Anthem, Inc. (-24.1% from 2015), and Robert Half International (+13.1% from 2015). Positions advertised by staffing agencies accounted for 21.4% of all online job postings in 2016.

## Dakota County

### Jobs Advertised in 2016

60,953

Pop. 16+: **317,479**  
 Labor Force: **74.3%**  
 Unemployment: **5%**

### Average Time a Job is Advertised

**44**  
days

### Top Job Titles 2012-2016

1. Customer Service Rep
2. Administrative Assistant
3. Sales Associate
4. Teller
5. Assistant Manager

## Twin Cities

726,946

Pop. 16+: **2,322,447**  
 Labor Force: **72.3%**  
 Unemployment: **5.9%**

**44**  
days

1. Registered Nurse
2. Customer Service Rep
3. Administrative Assistant
4. Project Manager
5. Business Analyst

## Minnesota

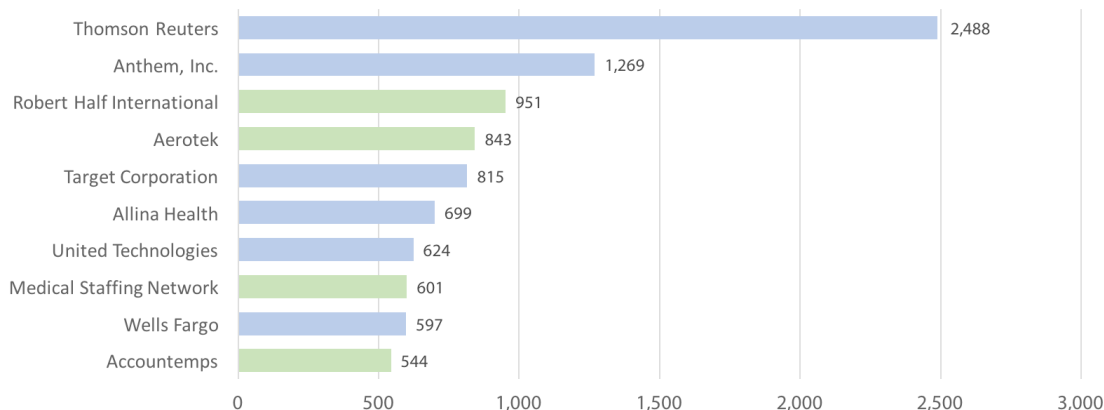
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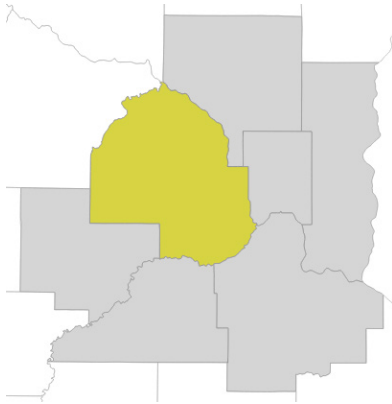
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1. Registered Nurse
2. Customer Service Rep
3. Administrative Assistant
4. Owner Operator
5. Class A CDL Truck Driver

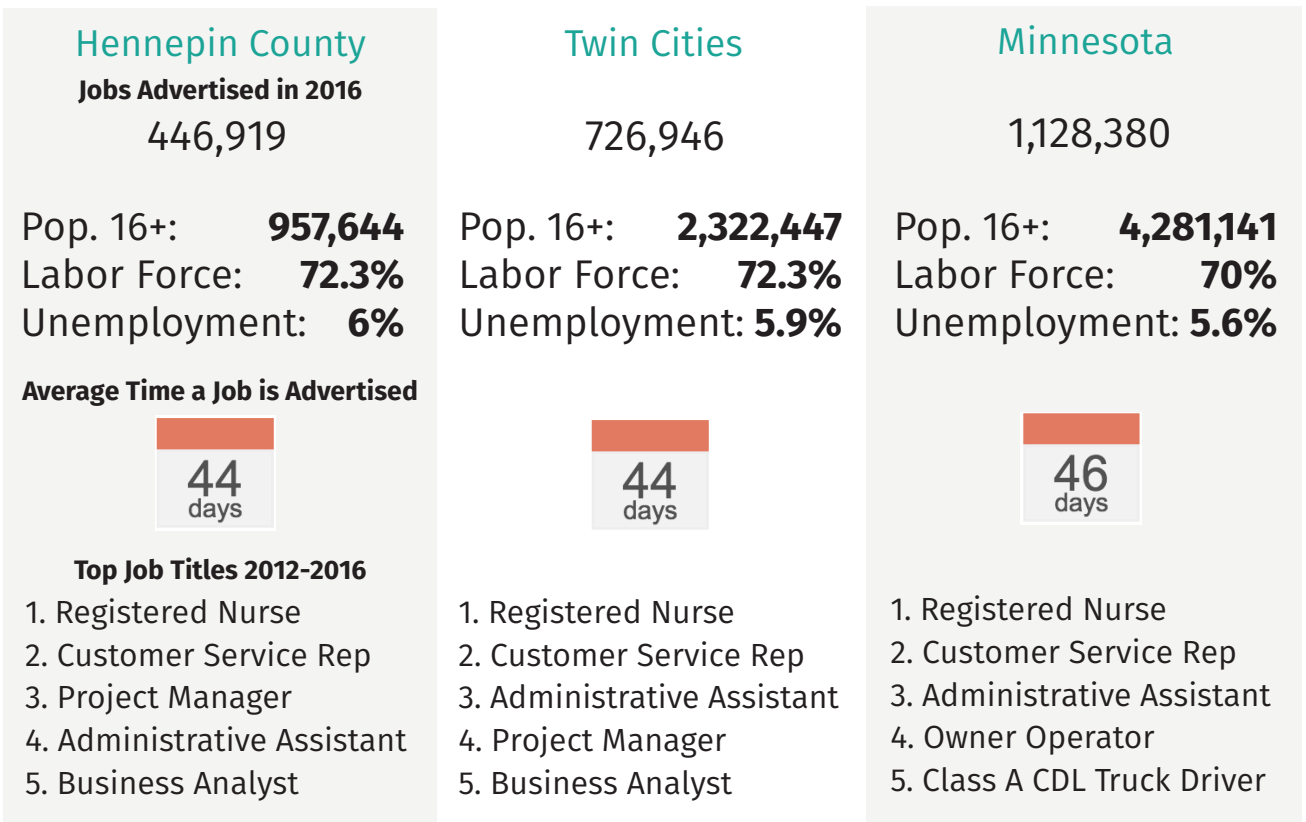
## Top Recruiting Employers in 2016



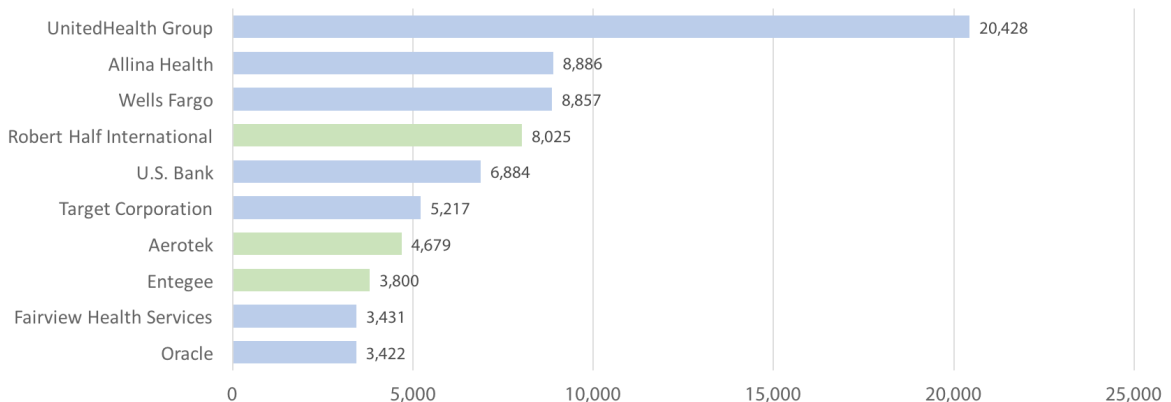
# Hennepin County



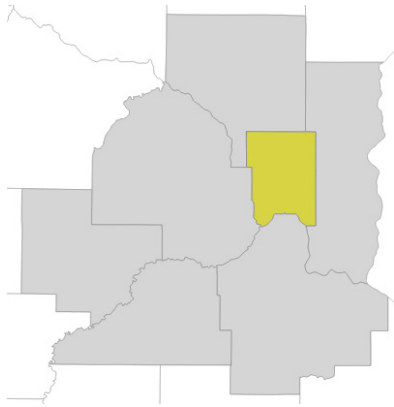
Hennepin County is home to 40.6% of the Twin Cities' population and 61.5% of all jobs advertised in 2016. The majority of advertised positions were in Information Technology roles, followed by healthcare and business development. Top recruiting employers of 2016 included UnitedHealth Group (+9.2% from 2015), Allina Health (+46.1% from 2015), and Wells Fargo (-12% from 2015). Staffing agencies including Robert Half International, Aerotek, and Entegee were also in the top ten hiring employers, with their positions accounting for 23% of all Hennepin County online job postings in 2016. With a relatively young population and a high labor force participation rate, Hennepin County has a large amount of employment opportunities. However, the county has the region's third highest unemployment rate with about 6% of the population unemployed in 2015.



## Top Recruiting Employers in 2016



# Ramsey County



Having a population of 538,133 in 2015, Ramsey County is the second most populous county in Minnesota. With 17.9% of the Twin Cities' population and 13.6% of all jobs locally advertised in 2016, Ramsey County has high demand for healthcare, business development, and information technology workers. Specifically, the county observed a high and growing demand in 2016 for Registered Nurses (+7.7% from 2015), Marketing Managers (+14.8% from 2015), and Social and Human Service Assistants (+15.9% from 2015). Staffing agencies play an important role in the local hiring economy, with 27.2% of all job postings in 2016 coming from staffing and temp agencies. Ramsey County has the lowest labor force participation rate (68.8%) and highest unemployment rate in the region at 7.1% in 2015.

## Ramsey County

### Jobs Advertised in 2016

99,127

Pop. 16+: **417,419**  
 Labor Force: **68.8%**  
 Unemployment: **7.1%**

### Average Time a Job is Advertised

44  
days

### Top Job Titles 2012-2016

1. Registered Nurse
2. Customer Service Rep
3. Administrative Assistant
4. Nursing Assistant
5. Project Manager

## Twin Cities

726,946

Pop. 16+: **2,322,447**  
 Labor Force: **72.3%**  
 Unemployment: **5.9%**

44  
days

1. Registered Nurse
2. Customer Service Rep
3. Administrative Assistant
4. Project Manager
5. Business Analyst

## Minnesota

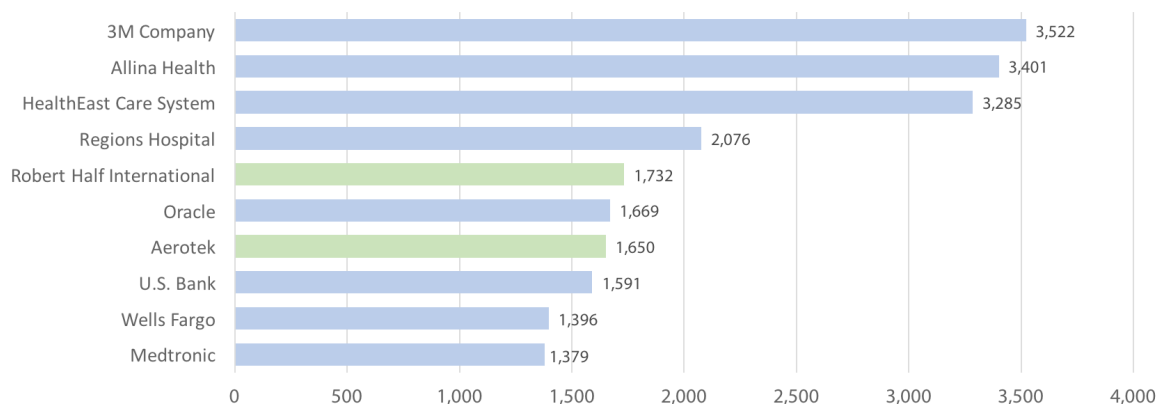
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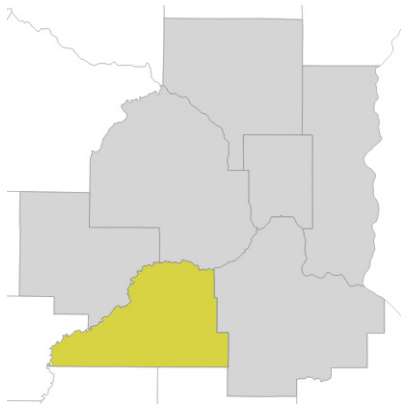
46  
days

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

## Top Recruiting Employers in 2016



# Scott County



Scott County contains only 4.7% the Twin Cities' population but boasts the highest labor force participation rate (76.8%) and the second lowest unemployment rate (4.6%) in the region. Local job posting volume is low; only 2.5% of jobs advertised online in the Twin Cities Metro were located in Scott County. The majority of advertised positions were in service roles, followed by healthcare and business development. Specific occupations in high demand locally included Tractor Drivers (+100% from 2015), Registered Nurses (+31.7% from 2015), and Retail Sales (-6.1% from 2015). Top recruiting employers of 2016 included Mystic Lake Casino (-3.2% from 2015), Allina Health (+36.5% from 2015), and Playworks (+8.2% from 2015). Staffing and temp positions accounted for 19% of local online job postings in 2016.

**Scott County**  
Jobs Advertised in 2016  
**18,075**

Pop. 16+: **101,807**  
Labor Force: **76.8%**  
Unemployment: **4.6%**

**Average Time a Job is Advertised**

**44**  
days

**Top Job Titles 2012-2016**

1. Package Handler/Sorter
2. Customer Service Rep
3. Teller
4. Registered Nurse
5. Administrative Assistant

**Twin Cities**

726,946

Pop. 16+: **2,322,447**  
Labor Force: **72.3%**  
Unemployment: **5.9%**

**Average Time a Job is Advertised**

**44**  
days

**Top Job Titles 2012-2016**

1. Registered Nurse
2. Customer Service Rep
3. Administrative Assistant
4. Project Manager
5. Business Analyst

**Minnesota**

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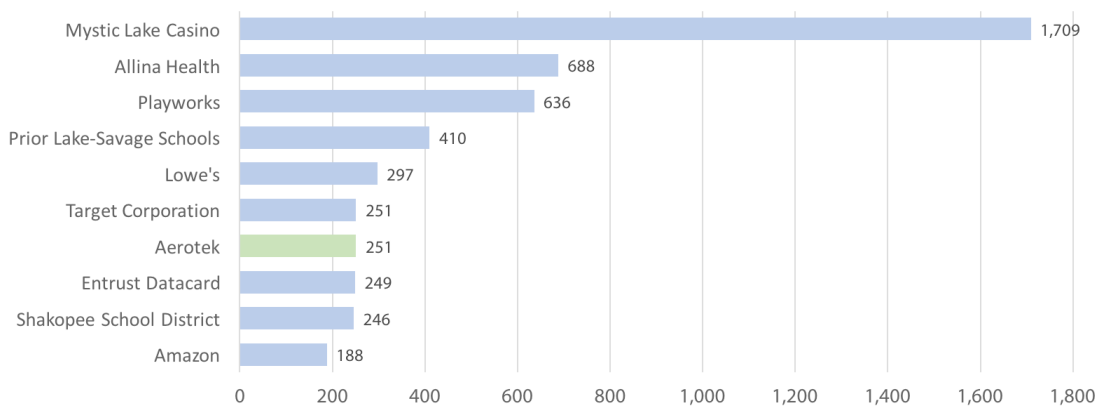
**Average Time a Job is Advertised**

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**Top Job Titles 2012-2016**

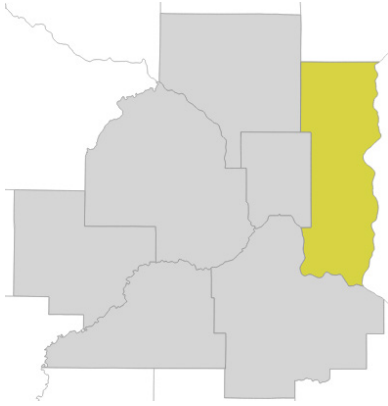
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3. Administrative Assistant
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## Top Recruiting Employers in 2016





# Washington County



With a population of 251,597, Washington County contains 8.4% of the Metro population and is the state's fifth most populous county. With a low volume of jobs posted online, only 3.6% of Metro positions were advertised in Washington County. Most positions advertised in 2016 were in sales or business development roles, followed by healthcare and operations. Although Registered Nurse has held as the top most common job title for the past four years, it ranked fourth in 2016 behind Tractor Drivers (+100% from 2015), Retail Sales (-0.2% from 2015), and Retail Supervisors (+15.3% from 2015). Employers that posted the highest volume of jobs in 2016 included Target (+83.5% from 2015), HealthEast Care System (+1.6% from 2015), and South Washington County Schools (-28.2% from 2015). Only 16% of all positions advertised locally were offered by staffing agencies.

## Washington County

### Jobs Advertised in 2016

26,165

Pop. 16+: **191,383**  
 Labor Force: **71.5%**  
 Unemployment: **4.8%**

### Average Time a Job is Advertised

**44**  
days

### Top Job Titles 2012-2016

1. Registered Nurse
2. Customer Service Rep
3. Sales Associate
4. Teller
5. Assistant Manager

## Twin Cities

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## Minnesota

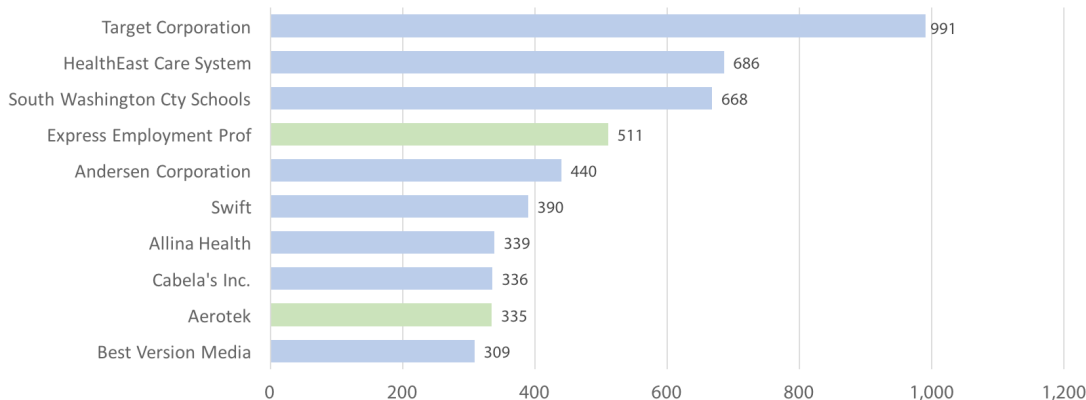
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## Top Recruiting Employers in 2016





## About RealTime Talent

RealTime Talent is a collaboration between public agencies, private industry, higher education, and workforce developers. We are focused on helping decision-makers better align our workforce with our growing economy.

RealTime Talent provides customized research and data analysis services to employers, non-profits, workforce centers, chambers of commerce, educators, and administrators to maximize learning from new data sources. Products include industry fact sheets, occupational snapshots, employer engagement strategizing, custom surveys, and job market analytics utilizing the real-time data tool TalentNeuron Recruit among other unique LMI data sources. Industry research has focused on healthcare, information technology, agriculture, construction, transportation and manufacturing.

## 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 January 4, 2017. 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.

Population estimates are from the U.S. Census Bureau (2015).

