

Regional Snapshots

The Online Job Market in Minnesota

Executive Summary - Data from TalentNeuron Recruit



RealTime Talent

Using data to build the world's best workforce

Statewide, in the first nine months of 2016...

- There were 741,401 unique jobs advertised, an increase of 15% from 2015
- Five jobs were advertised online per unemployed person
- Medical and health jobs were the most numerous, comprising 16% of all jobs advertised
- Cities and counties with low unemployment rates also tended to have fewer people per available job

Northwest

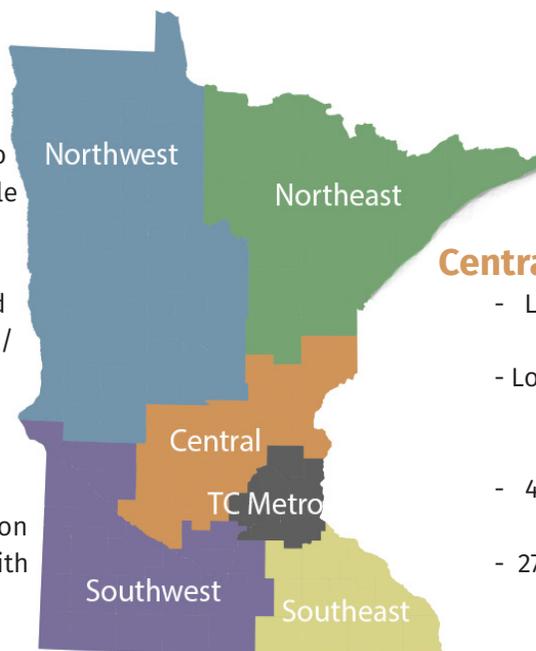
- 41% more job posts since 2015, the largest growth in the use of online job boards
- Limited use of small number of regional job boards
- 25% of all jobs advertised were in transportation/logistics, more than doubling since 2015
- Employers with most online recruitment activity: U.S. Xpress, Essentia Health, and Celadon Trucking

Northeast

- Least populated and lowest job posting volume in the state
- 61.5% of the population and 73% of jobs are located in St. Louis County, focused around Duluth
- 29% of jobs advertised were in healthcare, greatest share in the state
- Craigslist was the most-used site for posting job opportunities (not counted in other statistics used in this report)

Southwest

- Second highest median advertised salary at \$56,100/year
- Lowest ratio of workers to positions, with 9 people in the labor force for every job advertised
- 30% of all jobs advertised were in transportation/logistics, tripling since 2015
- No regional job boards identified
- Largest share of production manufacturing jobs, with strong recruitment by staffing agencies



Central

- Lowest median advertised salary at \$51,100/year
- Lowest ratio of workers to positions, with 150 people in the labor force for every job advertised
- 40% of working residents commute outside of the region
- 27% of all jobs advertised were in St. Cloud, increasing 16% since 2015

Twin Cities Metro

- Highest median advertised salary at \$56,450/year (up to \$67,050/year in Minneapolis)
- 55% of Minnesota's population and 64% of all jobs
- Significant variation in salary, in-demand occupations, and top skills within the region
- Brooklyn Park has the highest population to job ratio, with 8.3 people per available job (average of 3.7% unemployment, compared to 3.4% in Hennepin County overall)

Southeast

- Greatest demand from staffing agencies, accounting for 19% of all jobs advertised
- 19% of all jobs advertised were in transportation/logistics
- 33% of all jobs advertised were in Rochester, primarily in healthcare
- Employers with most online recruitment activity: Mayo Clinic, Celadon Trucking, and Fastenal



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.

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