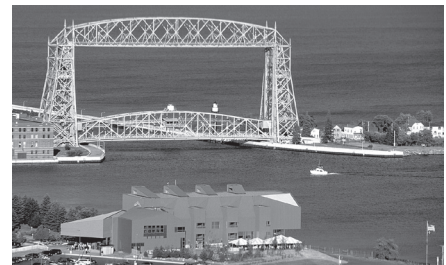




Duluth's Prosperity Agenda

In Duluth, workforce issues have often divided anti-poverty advocates from economic developers. These two groups have had difficulty agreeing on the most effective strategies to pursue. When Mayor Don Ness took office in 2008 he decided to take advantage of a special training opportunity from the National League of Cities. Mayor Ness and 10 community leaders attended a retreat in Savannah, Ga., to plan ways to work together.

Ness said that bringing the two groups together to work on five key areas — housing, poverty, quality jobs, education and business climate — would reinforce each other by aligning resources. Criticism of some efforts — that some economic development plans only brought in low-wage jobs while others focused on high-end professional jobs, leaving poor residents out in the cold — could be limited by finding ways to work together better.



A key outcome of the Prosperity Agenda effort is the “Prosperity Index” used to measure Duluth’s progress in creating and sustaining prosperity. The Index, created in partnership with the Minnesota Department of Employment and Economic Development (DEED), will track progress in the five key areas. The Index’s base year is 2009, and progress will be measured from that point forward. The Prosperity Index is designed to measure not just the number of jobs created but how the broad population is doing in several categories.

The following explains the five key elements of the Index:





Feature:


Minnesota
Labor Market
Information
2009 Summary


In every issue:


- 1 Regional Spotlight
- 5 Business Developments
- 6 Local Area Unemployment
- 8 Industrial Analysis
- 10 Regional Analysis
- 11 Current Employment Statistics
- 14 Economic Indicators
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 **Housing.** 20 points. Tracks the percentage of the population considered “cost-burdened” by spending more than 30 percent of their household income on housing. Tracks the percentage of owner-occupied single-family homes.

 **Income and Poverty.** 30 points. Tracks the percentage of the population with an income less than 200 percent of the federal poverty standard. Tracks the difference between Duluth’s median household income and the state’s median household income.

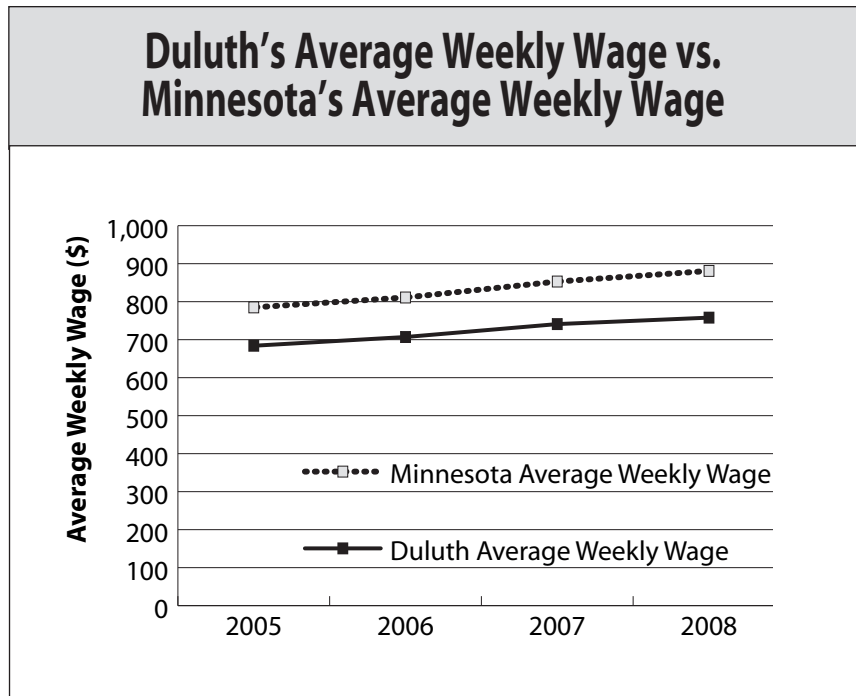
 **Workforce/Quality Jobs.** 20 points. Tracks the comparison of the average weekly wage of workers in Duluth to the state’s average weekly wage. Tracks the percentage of adults in Duluth that are in the workforce.

 **Education.** 10 points. Tracks the total education level of Duluth residents over age 25.

 **Business Climate.** 20 points. Tracks the number of jobs in Duluth.

These elements were chosen because they represent data that have an impact on the overall prosperity of residents of Duluth. The index is designed to show progress — or challenges — by using scales that show changes in the city’s underlying economy. There are many more measures of how a community is doing, but these were chosen because data are already collected annually for these elements, and

Figure 1



Source: Minnesota DEED Quarterly Census of Employment and Wages.

they serve as jumping-off points to further analysis.

Another feature of the Index is an understanding of current budget constraints. Mayor Ness wanted to make sure the data were already collected by the city or other agencies so that the measurement did not require collecting new data. As a result the Index is a combination of city housing data, workforce data from DEED and data from the U.S. Census American Community Survey.

The Index is set at 100 for both Duluth and Minnesota so that trends can be seen over time. Each element will move slightly each year. Some of the measures — a measure of median income and another of the average weekly wage — are designed to

measure the difference between the Minnesota number and the Duluth number.

The index features were chosen primarily because they are accepted measures of economic health of a community. They were also chosen because they are from reputable data sources, are already collected by government agencies and fairly represent aspects of the economy in Duluth. The Prosperity Agenda team reviewed selections and made recommendations about the Index elements and how the elements’ movement should be based and evaluated.

With the announcement in January 2010, the mayor convened teams of government, nonprofit and business groups to address each issue, with the

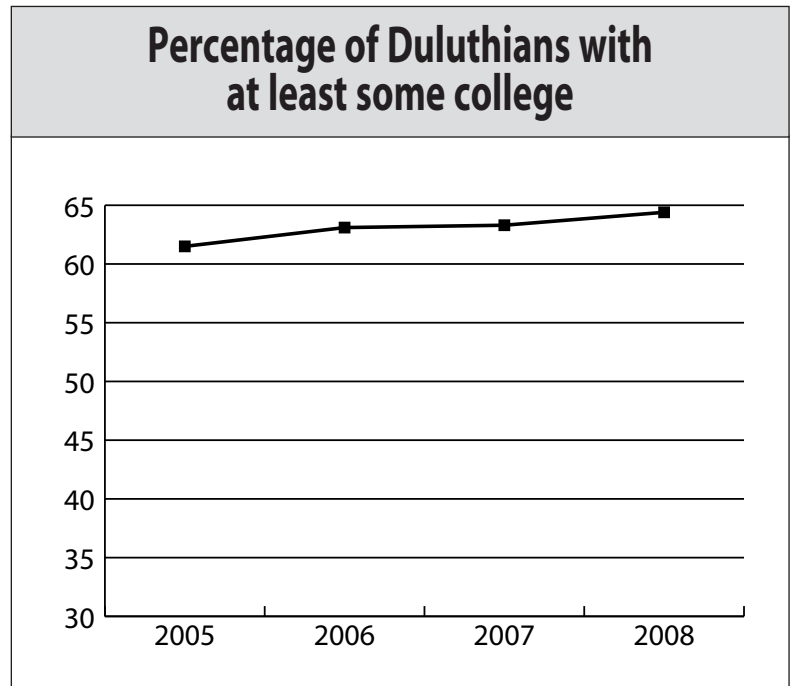
goal of not necessarily creating new initiatives but rather bringing existing efforts into alignment and deciding which efforts have the most impact. Each group will engage community members and develop objectives and strategies to increase economic growth and widely shared prosperity.

“Patience and long-term investments are needed to build sustainable prosperity now and into the future,” Mayor Ness said at the announcement. “With coordinated community investments, we will see positive outcomes in the creation of jobs, increased wages, a more productive workforce and healthy and viable neighborhoods.”

The development of the Prosperity Index was also an effort to give civic leaders a better picture of the strengths and challenges of the local economy. One thing that has been clear to city leaders is that the city is no longer as dependent on the traditional industries of northeast Minnesota like forestry, mining and manufacturing. While tourism is one of the important industries, the growth of architecture, engineering and computer system design firms has raised the annual payroll for professional and business services to more than double that for leisure and hospitality. In addition, the continuing growth of health care has meant that many of the traditional economic equations have changed. In 2008, health care and social assistance jobs were more than 27.9 percent of the total of all jobs in Duluth.

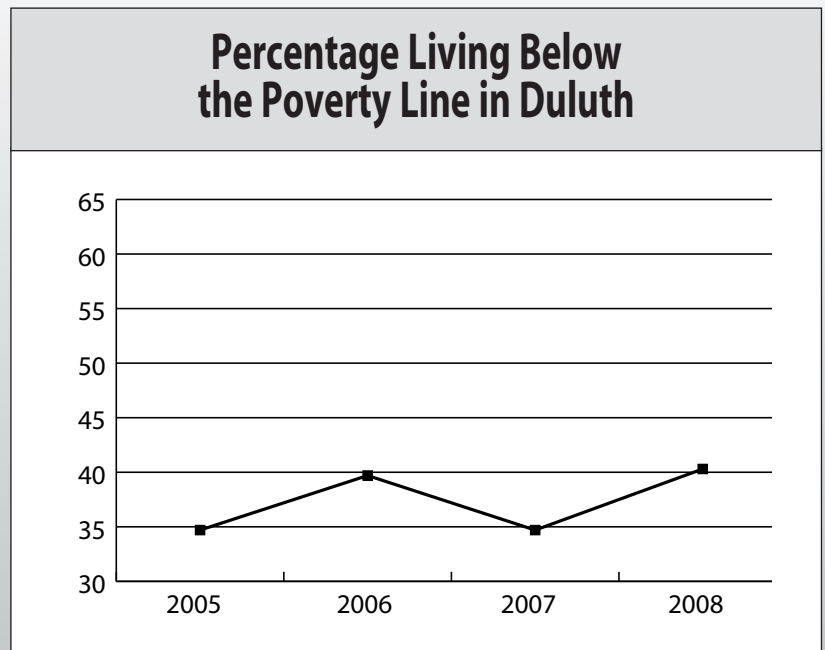
That diversification has also been crucial to Duluth’s relatively mild current recession. In 2009 the rest of northeast Minnesota had an average unemployment rate of 10.2 percent while Duluth’s was just 7.7 percent, slightly under the state average of 7.9 percent.

Figure 2



Source: American Community Survey and 2000 U.S. Census

Figure 3



Source: U.S. Census American Community Survey, dataset S1701.

Duluth's median income and the average weekly wage still lag the state averages by substantial margins. For example, currently the average job in Duluth pays \$757 a week compared with the state average of \$881 (see Figure 1). The Prosperity Index will go up if that gap can be decreased.

Other measures are focused solely on local data. For example, one of the positive changes in Duluth is the increase in the number of residents with a college education. A study of 2005 data by the Census Bureau showed that those without a high school degree earned an average of less than \$20,000 a year compared with \$37,990 per year for an associate degree and \$54,689 for a bachelor's degree. The numbers are even more dramatic for

advanced degrees — those with a doctoral degree earning a median around \$80,000 a year and those with a professional degree about \$100,000.

The number of people in Duluth with a bachelor's degree increased from 22.5 percent in 1990 to 32.8 percent in 2008, with the increase in Duluth moderately outpacing the numbers for the rest of the state. Even in recent years the number of Duluth residents with at least some college has continued to rise (see Figure 2).

Using DEED's Quarterly Census of Employment and Wages, the Index also tracks traditional economic indexes such as the total number of workers in the city.

The data sources aren't perfect. The American Community Survey has had a fair amount of year-to-year variability from the small sample size within Duluth. For example, the percentage of residents living at or below 200 percent of the federal poverty level has bounced from 40 percent to 34 percent and back to slightly over 40 percent between 2006 and 2008 (see Figure 3). But the belief is that individual data variability evens itself out over time and that the combination of measures will let the city see how it's doing.

Additional details are available on the city's Web page: www.duluthmn.gov



By Drew Digby
Analysis and Evaluation Office
Minnesota Department of Employment and Economic Development

The Prosperity Agenda Team:

- Don Ness, Mayor of Duluth
- Keith Hamre, City of Duluth, Manager of Community Development
- Don Hoag, City of Duluth, Manager of Workforce Development
- Tony Cuneo, Duluth City Councilor and Policy Director for the A.H. Zeppa Foundation
- Paula Reed, United Way of Greater Duluth, President
- Angie Miller, Community Action Duluth, Executive Director
- Pam Kramer, Duluth Local Initiatives Support Corporation, Executive Director
- Joe Hill, ISD 70, Assistant Superintendent
- Rob West, Area Partnership for Economic Expansion, Executive Director
- Ken Browall, Duluth News Tribune, Publisher

Minnesota Business Developments

Northern

J&D Acquisitions LLC recently acquired **Larson Boat Co.** in Little Falls and secured a \$7.4 million financing package to keep the boat manufacturer open and create jobs. The package, which includes \$1.85 million in loans from the Initiative Foundation, Community Development of Morrison County, North Central Economic Development Association Inc., the city of Little Falls, the Little Falls Economic Development Authority and the Minnesota Department of Employment and Economic Development, will save about 170 jobs at the Little Falls plant. In the next two years, the company plans to hire 150 to 175 additional people as it works toward increasing production under Larson, FinCraft and Seaswirl brands.

Central

Country Manor plans to begin construction

on a \$14 million expansion to its facility in Sartell this spring. The 40,000-square-foot, two-story addition will be used to meet the growing need for short-term rehabilitation. The expansion will include 60 private rooms, a beauty salon, massage room and a physical therapy facility with a hydrotherapy pool. The pool — a HydroWorx2000 — will be one of only four in the state. The multifunctional pool has a floor that moves up and down for easy access by patients, and it also functions as a treadmill. An underwater camera will capture movements. The expansion is slated for completion in 2011.

Rice Building Systems has moved to a much bigger facility across the street from its former location in Sauk Rapids. The new 22,000-square-foot building is more than four times as big as its prior location and was built with the environment in mind. Large windows and skylights let in natural light, saving on electricity and improving the work area for workers. The carpet in the building was made of recycled materials, and the sinks and toilets use 20 to 25 percent less water.

Twin Cities Metro Area

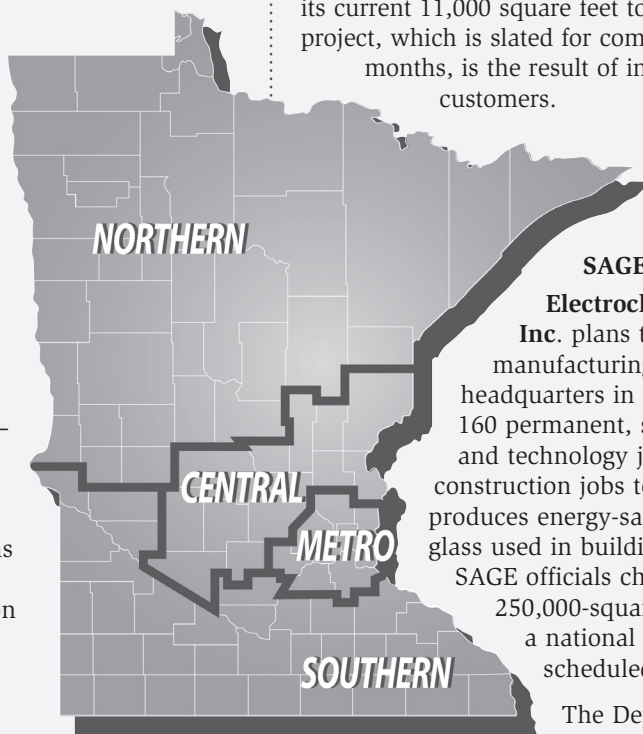
Two **Homewood Suites by Hilton** hotels have opened in the Twin Cities

metro area — one in New Brighton and one in St. Louis Park. The 124-suite New Brighton facility is located at County Road 96 and Interstate Highway 35W. The St. Louis Park location, which is located at the intersection of Interstate Highway 394 and state Route 100, has 125 suites. Both locations feature

an indoor swimming pool, an exercise center, meeting space, 24-hour onsite convenience store, complimentary grocery-shopping services, a 24-hour business center and complimentary wired and wireless high speed Internet.

A \$62 million multiphase expansion is under way at the campus of **Gillette Children's Specialty Healthcare** in St. Paul. The hospital indicates that the expansion is the result of outgrowing its current space and the desire to improve its services to meet patients' needs. An expansion of the pediatric unit on the hospital's campus is slated for completion by the end of 2010.

Eden Prairie-based **Visi Inc.**, a Web hosting and Internet service provider, is expanding its data center in St. Paul from its current 11,000 square feet to about 18,000 square feet. The project, which is slated for completion in the next couple of months, is the result of increased demand from new customers.



Southern

SAGE

Electrochromics

Inc. plans to build a \$110 million manufacturing facility adjacent to its headquarters in Faribault. The project will add 160 permanent, skilled, green manufacturing and technology jobs, and more than 200 construction jobs to southern Minnesota. SAGE produces energy-saving electronically tintable glass used in building windows and skylights. SAGE officials chose Faribault for their new 250,000-square-foot, high-volume plant after a national site search. Groundbreaking is scheduled for summer 2010.

The Department of Employment and Economic Development's Minnesota Job Skills Partnership Program (MJSP)

announced a \$300,000 grant to support training for 354 employees of **Capital Safety Group**. The two-year training collaboration includes Dakota County Technical College (DCTC). Capital Safety Group, located in Red Wing, is the world's leading manufacturer of fall protection and rescue and retrieval equipment. Capital Safety Group and DCTC will collaborate to develop entry- and advanced-level training and retraining for shop floor managers, engineers, call center employees and managers. Training to accommodate all shifts will be offered in four- or eight-hour sessions and include courses in green manufacturing, wind energy basics, wind energy safety/OSHA and project management 3-D design.

by Rhonda Mix

Labor Force Estimates

Numbers are unadjusted unless otherwise labeled.
Source: Department of Employment and Economic Development,
Local Area Unemployment Statistics, and North Dakota Job Service, 2010.

County/ Area

County/ Area	Labor Force			Employment			Unemployment			Rate of Unemployment		
	Jan 2010	Dec 2009	Jan 2009	Jan 2010	Dec 2009	Jan 2009	Jan 2010	Dec 2009	Jan 2009	Jan 2010	Dec 2009	Jan 2009
United States ('000s) (Seasonally adjusted) (Unadjusted)	153,170 152,957	153,059 152,693	153,716 153,445	138,333 136,809	137,792 137,953	142,099 140,436	14,837 16,147	15,267 14,740	11,616 13,009	9.7% 10.6	10.0% 9.7	7.6% 8.5
Minnesota (Seasonally adjusted) (Unadjusted)	2,970,067 2,954,974	2,962,237 2,945,525	2,965,175 2,936,422	2,754,145 2,713,878	2,742,970 2,729,009	2,750,309 2,693,307	215,922 241,096	219,267 216,516	214,866 243,115	7.3 8.2	7.4 7.4	7.3 8.3
Metropolitan Statistical Areas (MSA)*												
Mpls.-St. Paul MSA	1,841,488	1,843,890	1,835,121	1,699,101	1,711,918	1,697,223	142,387	131,972	137,898	7.7	7.2	7.5
Duluth-Superior MSA	145,785	145,692	146,191	132,478	133,813	132,163	13,307	11,879	14,028	9.1	8.2	9.6
Rochester MSA	107,325	105,958	104,673	100,171	99,545	97,462	7,154	6,413	7,211	6.7	6.1	6.9
St. Cloud MSA	109,975	109,000	108,199	100,642	101,069	98,219	9,333	7,931	9,980	8.5	7.3	9.2
Grand Forks MSA	54,845	54,905	54,582	51,988	52,526	51,727	2,857	2,857	2,855	5.2	4.3	5.2
Fargo-Moorhead MSA	119,180	118,803	118,332	113,413	113,976	112,886	5,767	4,827	5,446	4.8	4.1	4.6
Region One	50,966	51,117	50,824	46,425	47,704	45,184	4,541	3,413	5,640	8.9	6.7	11.1
Kittson	2,539	2,556	2,544	2,317	2,386	2,286	222	170	258	8.7	6.7	10.1
Marshall	5,476	5,519	5,436	4,773	4,980	4,620	703	539	816	12.8	9.8	15.0
Norman	3,598	3,592	3,566	3,323	3,367	3,277	275	225	289	7.6	6.3	8.1
Pennington	9,192	9,388	9,084	8,192	8,610	7,903	1,000	778	1,181	10.9	8.3	13.0
Polk	17,680	17,700	17,231	16,467	16,780	15,928	1,213	920	1,303	6.9	5.2	7.6
Red Lake	2,541	2,601	2,552	2,231	2,367	2,195	310	234	357	12.2	9.0	14.0
Roseau	9,940	9,761	10,411	9,122	9,214	8,975	818	547	1,436	8.2	5.6	13.8
Region Two	40,281	39,866	40,249	36,015	36,231	35,404	4,266	3,635	4,845	10.6	9.1	12.0
Beltrami	21,512	21,722	21,476	19,527	19,972	19,251	1,985	1,750	2,225	9.2	8.1	10.4
Clearwater	4,489	4,194	4,515	3,755	3,640	3,574	734	554	941	16.4	13.2	20.8
Hubbard	9,340	9,138	9,390	8,193	8,169	8,150	1,147	969	1,240	12.3	10.6	13.2
Lake of the Woods	2,428	2,304	2,379	2,269	2,137	2,208	159	167	171	6.5	7.2	7.2
Mahnomen	2,512	2,508	2,489	2,271	2,313	2,221	241	195	268	9.6	7.8	10.8
Region Three	168,558	168,832	168,790	152,338	154,406	151,165	16,220	14,426	17,625	9.6	8.5	10.4
Aitkin	7,419	7,524	7,701	6,501	6,750	6,655	918	774	1,046	12.4	10.3	13.6
Carlton	17,718	17,644	17,682	15,934	16,096	15,810	1,784	1,548	1,872	10.1	8.8	10.6
Cook	3,002	3,095	2,959	2,733	2,893	2,691	269	202	268	9.0	6.5	9.1
Itasca	22,754	22,793	22,598	20,158	20,510	19,822	2,596	2,283	2,776	11.4	10.0	12.3
Koochiching	6,487	6,766	6,481	5,853	6,176	5,736	634	590	745	9.8	8.7	11.5
Lake	5,925	5,757	6,015	5,396	5,239	5,430	529	518	585	8.9	9.0	9.7
St. Louis	105,253	105,253	105,354	95,763	96,742	95,021	9,490	8,511	10,333	9.0	8.1	9.8
City of Duluth	45,724	45,745	45,645	42,056	42,486	41,730	3,668	3,259	3,915	8.0	7.1	8.6
Balance of St. Louis County	59,529	59,508	59,709	53,707	54,256	53,291	5,822	5,252	6,418	9.8	8.8	10.7
Region Four	121,242	120,515	119,846	111,631	112,566	109,525	9,611	7,949	10,321	7.9	6.6	8.6
Becker	16,898	16,797	16,849	15,161	15,352	14,962	1,737	1,445	1,887	10.3	8.6	11.2
Clay	33,794	33,866	32,868	31,928	32,377	30,851	1,866	1,489	2,017	5.5	4.4	6.1
Douglas	20,726	20,749	20,251	19,136	19,411	18,643	1,590	1,338	1,608	7.7	6.4	7.9
Grant	3,099	3,058	3,126	2,741	2,801	2,738	358	257	388	11.6	8.4	12.4
Otter Tail	29,600	29,286	29,717	26,815	26,933	26,625	2,785	2,353	3,092	9.4	8.0	10.4
Pope	6,203	6,049	6,140	5,659	5,588	5,636	544	461	504	8.8	7.6	8.2
Stevens	5,633	5,429	5,570	5,266	5,136	5,179	367	293	391	6.5	5.4	7.0
Traverse	1,785	1,779	1,815	1,648	1,662	1,667	137	117	148	7.7	6.6	8.2
Wilkin	3,504	3,502	3,510	3,277	3,306	3,224	227	196	286	6.5	5.6	8.1
Region Five	84,286	83,613	84,613	74,418	75,014	73,682	9,868	8,599	10,931	11.7	10.3	12.9
Cass	14,017	14,047	14,109	12,159	12,463	12,066	1,858	1,584	2,043	13.3	11.3	14.5
Crow Wing	32,276	32,585	32,277	28,595	29,310	28,376	3,681	3,275	3,901	11.4	10.1	12.1
Morrison	18,797	17,949	18,923	16,501	15,968	16,211	2,296	1,981	2,712	12.2	11.0	14.3
Todd	12,631	12,517	12,641	11,386	11,457	11,255	1,245	1,060	1,386	9.9	8.5	11.0
Wadena	6,565	6,515	6,663	5,777	5,816	5,774	788	699	889	12.0	10.7	13.3
Region Six East	66,596	63,606	65,855	60,247	58,312	59,679	6,349	5,294	6,176	9.5	8.3	9.4
Kandiyohi	24,564	23,679	23,820	22,657	22,108	21,847	1,907	1,571	1,973	7.8	6.6	8.3
McLeod	20,834	19,287	20,639	18,658	17,409	18,669	2,176	1,878	1,970	10.4	9.7	9.5
Meeker	12,431	12,284	12,659	11,018	11,129	11,219	1,413	1,155	1,440	11.4	9.4	11.4
Renville	8,767	8,356	8,737	7,914	7,666	7,944	853	690	793	9.7	8.3	9.1

*Minneapolis-St. Paul Metropolitan Statistical Area (MSA) now includes Sherburne County in Minnesota and Pierce County in Wisconsin. St. Cloud MSA is now comprised of Benton and Stearns counties.

Numbers are unadjusted unless otherwise labeled.
Source: Department of Employment and Economic Development,
Local Area Unemployment Statistics, and North Dakota Job Service, 2010.

Labor Force Estimates

County/ Area

County/ Area	Labor Force			Employment			Unemployment			Rate of Unemployment		
	Jan 2010	Dec 2009	Jan 2009	Jan 2010	Dec 2009	Jan 2009	Jan 2010	Dec 2009	Jan 2009	Jan 2010	Dec 2009	Jan 2009
Region Six West	26,569	25,681	26,026	24,381	23,957	23,753	2,188	1,724	2,273	8.2%	6.7%	8.7%
Big Stone	2,879	2,872	2,880	2,665	2,704	2,640	214	168	240	7.4	5.8	8.3
Chippewa	7,411	7,146	7,414	6,729	6,626	6,682	682	520	732	9.2	7.3	9.9
Lac Qui Parle	4,456	4,231	4,314	4,136	3,980	3,956	320	251	358	7.2	5.9	8.3
Swift	5,778	5,554	5,457	5,257	5,141	4,966	521	413	491	9.0	7.4	9.0
Yellow Medicine	6,045	5,878	5,961	5,594	5,506	5,509	451	372	452	7.5	6.3	7.6
Region Seven East	86,266	85,057	86,252	75,350	75,777	74,846	10,916	9,280	11,406	12.7	10.9	13.2
Chisago	28,130	27,881	28,029	24,890	25,078	24,830	3,240	2,803	3,199	11.5	10.1	11.4
Isanti	22,422	22,142	22,365	19,754	19,903	19,706	2,668	2,239	2,659	11.9	10.1	11.9
Kanabec	8,003	7,883	8,299	6,758	6,848	6,826	1,245	1,035	1,473	15.6	13.1	17.7
Mille Lacs	12,794	12,490	12,765	10,985	10,924	10,826	1,809	1,566	1,939	14.1	12.5	15.2
Pine	14,917	14,661	14,794	12,963	13,024	12,658	1,954	1,637	2,136	13.1	11.2	14.4
Region Seven West	229,132	227,192	227,214	207,679	208,918	204,999	21,453	18,274	22,215	9.4	8.0	9.8
Benton	23,997	23,737	23,575	21,710	21,802	21,187	2,287	1,935	2,388	9.5	8.2	10.1
Sherburne	50,455	50,099	50,428	45,337	45,681	45,228	5,118	4,418	5,200	10.1	8.8	10.3
Stearns	85,978	85,263	84,624	78,932	79,267	77,032	7,046	5,996	7,592	8.2	7.0	9.0
Wright	68,702	68,093	68,587	61,700	62,168	61,552	7,002	5,925	7,035	10.2	8.7	10.3
Region Eight	69,432	68,971	67,358	64,895	65,176	62,666	4,537	3,795	4,692	6.5	5.5	7.0
Cottonwood	6,416	6,731	6,346	6,002	6,346	5,890	414	385	456	6.5	5.7	7.2
Jackson	7,564	7,231	6,986	7,180	6,885	6,599	384	346	387	5.1	4.8	5.5
Lincoln	3,397	3,330	3,299	3,164	3,141	3,042	233	189	257	6.9	5.7	7.8
Lyon	14,938	14,765	14,758	13,987	13,962	13,741	951	803	1,017	6.4	5.4	6.9
Murray	5,612	5,903	5,502	5,160	5,554	4,997	452	349	505	8.1	5.9	9.2
Nobles	12,180	11,913	11,569	11,475	11,365	10,843	705	548	726	5.8	4.6	6.3
Pipestone	5,783	5,409	5,680	5,365	5,078	5,275	418	331	405	7.2	6.1	7.1
Redwood	8,570	8,633	8,246	7,877	8,031	7,597	693	602	649	8.1	7.0	7.9
Rock	4,972	5,056	4,972	4,685	4,814	4,682	287	242	290	5.8	4.8	5.8
Region Nine	132,430	129,840	132,189	121,614	120,423	121,289	10,816	9,417	10,900	8.2	7.3	8.2
Blue Earth	38,301	37,708	37,999	35,801	35,441	35,633	2,500	2,267	2,366	6.5	6.0	6.2
Brown	15,196	14,699	15,170	13,917	13,745	13,751	1,279	954	1,419	8.4	6.5	9.4
Faribault	7,414	7,465	7,663	6,710	6,816	6,872	704	649	791	9.5	8.7	10.3
Le Sueur	14,482	14,209	14,692	12,688	12,671	12,843	1,794	1,538	1,849	12.4	10.8	12.6
Martin	11,815	11,319	11,624	10,878	10,502	10,757	937	817	867	7.9	7.2	7.5
Nicollet	20,325	20,008	20,186	18,994	18,803	18,906	1,331	1,205	1,280	6.5	6.0	6.3
Sibley	8,851	8,275	8,738	8,036	7,570	7,897	815	705	841	9.2	8.5	9.6
Waseca	10,426	10,563	10,481	9,481	9,728	9,574	945	835	907	9.1	7.9	8.7
Watonwan	5,620	5,594	5,636	5,109	5,147	5,056	511	447	580	9.1	8.0	10.3
Region Ten	276,880	274,760	272,665	255,337	255,739	251,133	21,543	19,021	21,532	7.8	6.9	7.9
Dodge	11,589	11,341	11,362	10,660	10,594	10,372	929	747	990	8.0	6.6	8.7
Fillmore	11,206	11,187	11,165	10,134	10,296	10,040	1,072	891	1,125	9.6	8.0	10.1
Freeborn	16,303	16,415	16,304	14,881	15,107	14,820	1,422	1,308	1,484	8.7	8.0	9.1
Goodhue	25,368	25,585	25,688	23,185	23,721	23,491	2,183	1,864	2,197	8.6	7.3	8.6
Houston	11,294	11,157	11,071	10,069	10,229	9,956	1,225	928	1,115	10.8	8.3	10.1
Mower	21,528	21,350	20,820	20,180	20,155	19,373	1,348	1,195	1,447	6.3	5.6	7.0
Olmsted	83,113	82,159	81,013	77,823	77,337	75,718	5,290	4,822	5,295	6.4	5.9	6.5
City of Rochester	58,055	57,430	56,697	54,351	54,011	52,880	3,704	3,419	3,817	6.4	6.0	6.7
Rice	33,758	33,315	33,241	30,673	30,548	30,161	3,085	2,767	3,080	9.1	8.3	9.3
Steele	20,572	20,984	20,605	18,687	19,282	18,850	1,885	1,702	1,755	9.2	8.1	8.5
Wabasha	12,623	12,459	12,298	11,688	11,615	11,372	935	844	926	7.4	6.8	7.5
Winona	29,526	28,808	29,098	27,357	26,855	26,980	2,169	1,953	2,118	7.3	6.8	7.3
Region Eleven	1,602,336	1,606,481	1,594,548	1,483,548	1,494,789	1,479,986	118,788	111,692	114,562	7.4	7.0	7.2
Anoka	191,204	191,166	190,183	174,903	176,228	174,483	16,301	14,938	15,700	8.5	7.8	8.3
Carver	50,804	50,856	50,382	46,800	47,154	46,688	4,004	3,702	3,694	7.9	7.3	7.3
Dakota	231,092	231,391	229,657	213,729	215,349	213,216	17,363	16,042	16,441	7.5	6.9	7.2
Hennepin	654,209	657,035	651,148	608,627	613,239	607,166	45,582	43,796	43,982	7.0	6.7	6.8
City of Bloomington	47,489	47,684	47,177	44,000	44,333	43,894	3,489	3,351	3,283	7.3	7.0	7.0
City of Minneapolis	215,109	216,238	214,312	200,430	201,949	199,949	14,679	14,289	14,363	6.8	6.6	6.7
Ramsey	270,996	271,864	269,941	250,946	252,848	250,344	20,050	19,016	19,597	7.4	7.0	7.3
City of St. Paul	144,211	144,580	143,637	133,121	134,129	132,801	11,090	10,451	10,836	7.7	7.2	7.5
Scott	74,817	74,675	74,323	68,835	69,356	68,669	5,982	5,319	5,654	8.0	7.1	7.6
Washington	129,214	129,494	128,914	119,708	120,615	119,420	9,506	8,879	9,494	7.4	6.9	7.4



Industrial Analysis

Monthly analysis is based on *seasonally adjusted* employment data; yearly analysis is based on *unadjusted* employment data.*

Overview

In addition to the normal monthly data, the release of January employment estimates included the results of the annual benchmarking process. The benchmark process affected unadjusted data from April 2008 forward. Employment data for the Mankato-N, Mankato metro area are now available with data beginning in 1990. Seasonally adjusted data for the state have been replaced from January 1990 forward as a result of extending the more detailed industries back to that date. For the Twin Cities the seasonally adjusted data have been updated for January 2005 forward.

January saw a seasonally adjusted increase of 15,600 jobs as a number of highly seasonal industries showed much reduced seasonal declines compared to past years. Tied for the largest gain were trade, transportation and utilities, which added 4,000 jobs mainly in retail trade, and professional and business services, which also added 4,000 jobs with most growth occurring in administrative and support services. Other increases of note included 3,000 in manufacturing, 2,100 in construction and 1,500 in leisure and hospitality. In line with this large monthly increase, the rate of annual decline improved to -2.8 percent buoyed by a combination of a very large decline posted for January 2009 and strong current growth. Nine of 11 supersectors showed declines over the past 12 months. Manufacturing showed the greatest numerical loss, down 31,200 since January 2009. On a percentage basis, losses ranged from 2.2 percent in professional and business services to 26.6 percent in mining and logging. The two supersectors showing over-the-year growth were educational and health services, up 2,700, and government, up 300.

Mining and Logging

There was no change in mining and logging employment over the month of January. Year-ago comparisons still show the effect of the cutbacks that occurred in the middle of last year with employment down 1,600 compared to last January.

Construction

Seasonal layoffs in construction industries proved smaller than usual in January leading to a seasonally adjusted gain

of 2,100. This essentially countered a decline of 2,300 that occurred in December. Over the past year the supersector was down 8,200 jobs despite the addition of nearly 1,200 jobs in heavy and civil engineering construction. Specialty trade contractors and construction of buildings showed annual losses of 12.8 and 11.8 percent, respectively. The situation in construction is well known. Outside of heavy construction, which has been aided by stimulus spending and pipeline projects, commercial construction is weak and not likely to improve significantly in the short term. Housing construction continues at extremely low levels. Permits for housing units improved year-over-year the last three months of 2009 but were very, very weak in January with Census data indicating only 220 permits awarded in January, down from 798 last year.

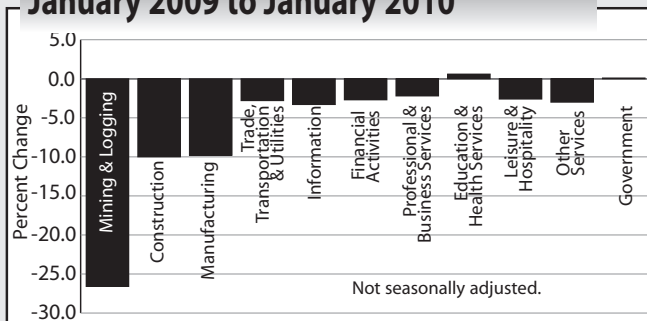
Manufacturing

Robust increases in durable-goods manufacturing led to a gain of 3,000 in total manufacturing employment. The areas showing the most gain were computer and electronic product manufacturing, wood product manufacturing and machinery manufacturing. In nondurable-goods manufacturing, paper manufacturing and printing and related support activities were down sharply for the month. The January increase should be interpreted as an anomaly at this point given the long period of decline. There has been improvement in the indicators for manufacturing. The national Purchasing Managers Index registered 58.4 and has been in the range showing manufacturing growth for six months. The Minnesota specific index produced at Creighton University has also been in positive territory but at a less robust 51.4 in January down from 53.5 in December. Losses remain quite high compared to last year, down 31,200. Durable goods accounted for 24,100 of these losses with every industry grouping showing losses.

Trade, Transportation and Utilities (TTU)

Employment increased by an estimated 4,000 jobs over the month of January in trade, transportation and utilities. The main cause was lower-than-expected seasonal layoffs in retail trade that resulted in a seasonally adjusted gain of 3,100. In the past five years, there was an average employment decline of 4.9 percent from December to January on an unadjusted basis. This year that decline was 2.1 percent. No doubt part of the difference is accounted for by much reduced seasonal hiring during late 2009. Over the past year the supersector lost 14,300 jobs. About half of those losses came in retail trade with nearly every estimated industry grouping showing an over-the-year decline. The remainder of the supersector loss came mostly in transportation, warehousing and utilities, which was down more than 5,600 jobs since last January.

MN Employment Growth January 2009 to January 2010



Source: Department of Employment and Economic Development, Current Employment Statistics, 2010.

Information

Information employment increased 500 in January, the first gain since October and only the second since September 2008. The increase came from outside publishing and telecommunications, which showed little change for the month. Over-the-year losses equaled nearly 1,900 with nearly 75 percent of the decline coming in publishing industries.

*Over-the-year data are not seasonally adjusted because of small changes in seasonal adjustment factors from year to year. Also, there is no seasonality in over-the-year changes.

Industrial Analysis

Financial Activities

There was a loss of 500 jobs in financial activities for the month of January following a decline of 800 in December. The decline resulted from small losses both in finance and insurance and in real estate and rental and leasing. Supersector employment fell 4,600 over the past 12 months of which 4,300 of the losses came from finance and insurance. The losses in finance and insurance were about equally split between credit intermediation and securities, commodity contracts and other related.

Professional and Business Services (PBS)

The addition of 4,000 jobs in professional and business services is the fourth job increase in the last six months for the supersector, which has seen a net increase of 9,800 during this period. The main reason for this recent improvement was growth in administrative and support services, which added 3,200 jobs in January and was up a net 11,200 over the past six months as hiring in employment services has improved. The supersector showed a loss of 2.2 percent over the year, a substantial improvement from a loss of 8.4 percent posted in July. The employment services industry, where the annual rate of growth improved from -22.5 percent in July to 5.1 percent in January, was the main reason for this improvement. In the past two recessions, employment growth in this industry grouping was a precursor to more general employment growth shortly after. There is some question if this pattern will hold for the current downturn. There is some support for the position that employers will make much greater use of temporary workers on an ongoing basis and job growth in permanent positions will be more delayed than in past recessions.

Educational and Health Services

There was a monthly loss of 700 in educational and health services. All of the loss came in private educational services, which fell by 1,400. Health care and social assistance employment increased 700. Annual growth in the supersector has fallen steadily in recent months down from 3.5 percent in May 2009 to 0.6 percent in January. Educational services has certainly weakened substantially, but the most important factor is the much larger health care and social assistance industry where growth fell from 3 to 1.1 percent for the same period. There has been a dramatic weakening in ambulatory health care and hospitals, which now both show over-the-year losses of 0.4 and 1.6 percent, respectively. Both of these industry sectors had posted years of robust growth prior to this weakening.

Leisure and Hospitality

The January gain in leisure and hospitality came entirely from an increase of 1,500 in accommodation and food services. The growth came mainly in limited service eating places. Over the past year the supersector showed a loss of

6,000 jobs with nearly all of this in arts, entertainment and recreation industries. Accommodation also showed a sizeable drop of 1,900 jobs. Food services and drinking places showed an increase of 1,600 to offset a part of these losses.

Other Services

Other services added 900 jobs for the month of January following three consecutive monthly losses. Most of the increase was in religious, grantmaking, civic, professional and related. The supersector posted an annual loss of 3,400 with losses spread among the three major component industries.

Government

Government employment in January increased an estimated 800 jobs on a seasonally adjusted basis. About half of the monthly increase came from federal government. The supersector showed a gain of about 300 jobs over the past 12 months. State government showed an increase of 700 but was balanced by losses in federal and local government. Hiring for the 2010 census should begin to accelerate in coming months providing a short-term boost to employment in 2010.

by Jerry Brown

Seasonally Adjusted Nonfarm Employment

In 1,000's

	January 2010	December 2009	November 2009
Total Nonagricultural	2,635.8	2,620.2	2,623.7
Goods-Producing	386.2	381.1	383.2
Mining and Logging	4.6	4.6	4.4
Construction	89.5	87.4	89.7
Manufacturing	292.1	289.1	289.1
Service-Providing	2,249.6	2,239.1	2,240.5
Trade, Transportation, and Utilities	491.3	487.3	489.7
Information	54.3	53.8	53.8
Financial Activities	170.1	170.6	171.4
Professional and Business Services	312.0	308.0	306.5
Educational and Health Services	454.4	455.1	454.1
Leisure and Hospitality	236.0	234.5	234.9
Other Services	113.5	112.6	112.9
Government	418.0	417.2	417.2

Source: Department of Employment and Economic Development
Current Employment Statistics, 2010.

Regional Analysis

Minneapolis-St. Paul-Bloomington Metropolitan Statistical Area (MSA)

Employment in the Minneapolis-St. Paul-Bloomington MSA declined 2.1 percent (34,800) over the month of January and by 3.7 percent (63,300) over the year. Government employment fell 1.9 percent (4,600) over the month from losses in both state government (down 3.3 percent, 2,300) and in local government (down 1.7 percent, 2,400). In the private sector, monthly employment declined in most industries but most substantially in trade, transportation and utilities (down 2.6 percent, 8,000), mining, logging and construction (down 10.7 percent, 5,200), and professional and business services (down 2.4 percent, 5,900). In all three, the monthly losses are less substantial than is typically seen in January, likely because employment in those industries has now been depressed for an extended period of time.

Duluth-Superior MSA

Employment in the Duluth-Superior MSA declined 2.4 percent (3,000) in January and by 3 percent (3,900) over the year. The losses were proportionately split between government and private employment both for the month and the year. Over the month, government employment declined 2.1 percent (550), with about

half coming from state government (down 3.9 percent, 310) and half from local government (down 1.7 percent, 290). Federal government employment saw a slight gain. Although most private sector industries saw moderate losses between 2 and 4 percent, the most substantial numeric monthly declines were in trade, transportation and utilities (down 3.2 percent, 760), mining, logging and construction (down 8.1 percent, 1,900), and leisure and hospitality (down 2.6 percent, 340).

Rochester MSA

Employment in the Rochester MSA declined 0.8 percent (850) in January and 1.3 percent (1,300) over the year. Government employment grew 0.9 percent (110) over the month, with the gain coming primarily from state government employment (up 6.8 percent, almost 100). The private sector industries that saw the largest monthly losses were trade, transportation and utilities (down 2.9 percent, 450), mining, logging and construction (down 12 percent, 370), and leisure and hospitality (down 2.3 percent (190)). The only industry that saw much growth was educational and health services, gaining 0.6 percent (250) over the month.

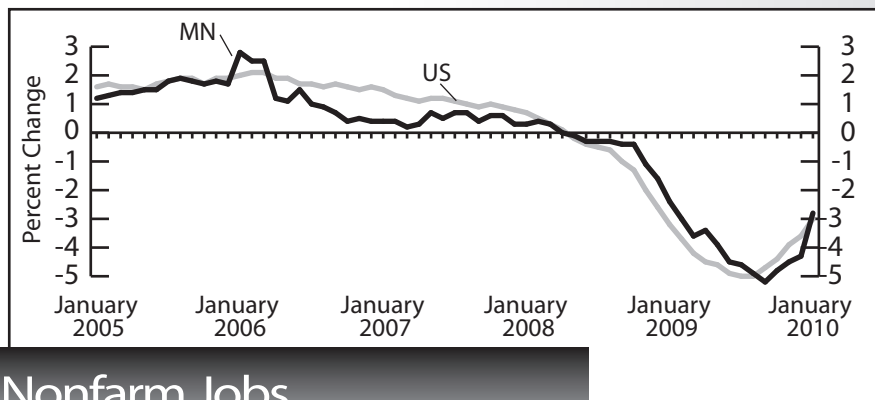
Fargo-Moorhead MSA

Employment in the Fargo-Moorhead MSA declined 2.6 percent (3,160) over the month of January and 0.5 percent (600) over the year. Government employment fared slightly better, losing only 1.4 percent (250), with the losses split between state government (down 2.3 percent, 150) and local government (down 1.4 percent, 120). Major monthly private sector losses came from trade, transportation and utilities (down 4.1 percent, 1,110), leisure and hospitality (down 4.1 percent, 540), and mining, logging and utilities (down 7.9 percent, 450). No industries saw an over-the-month gain.

Grand Forks MSA

Employment in the Grand Forks MSA declined 2.9 percent (1,540) over the month of January but gained 0.2 percent (90) over the year. The monthly losses were fairly proportionately split between the private sector and government, with government declining 3.1 percent (450). The most substantial private sector monthly losses were in trade, transportation and utilities (down 4.5 percent, 500) and in leisure and hospitality (down 4 percent, 240). No industries saw an over-the-month gain.

Source: Department of Employment and Economic Development, Current Employment Statistics, 2010; Bureau of Labor Statistics, U.S. Department of Labor, Current Employment Statistics, 2010.



Total Nonfarm Jobs U.S. and MN over-the-year percent change

by Amanda Rohrer

Employer Survey of Minnesota Nonfarm Payroll Jobs, Hours and Earnings

Numbers are unadjusted.

Note: State, regional and local estimates from past months (for all tables pages 11-13) may be revised from figures previously published.

Industry

Industry	Jobs* (Thousands)			Percent Change: From**		Production Workers Hours and Earnings					
						Average Weekly Earnings		Average Weekly Hours		Average Hourly Earnings	
	Jan 2010	Dec 2009	Jan 2009	Dec 2009	Jan 2009	Jan 2010	Jan 2009	Jan 2010	Jan 2009	Jan 2010	Jan 2009
TOTAL NONFARM WAGE AND SALARY	2,579.1	2,626.7	2,654.2	-1.8%	-2.8%	—	—	—	—	—	—
GOODS-PRODUCING	365.2	376.3	406.2	-3.0	-10.1	—	—	—	—	—	—
Mining and Logging	4.3	4.4	5.8	-2.4	-26.6	—	—	—	—	—	—
Construction	73.8	82.4	82.1	-10.4	-10.0	—	—	—	—	—	—
Specialty Trade Contractors	47.4	51.5	54.3	-8.0	-12.8	\$1,045.44	\$1,018.38	35.2	34.9	\$29.70	\$29.18
Manufacturing	287.0	289.5	318.3	-0.9	-9.8	746.31	708.31	39.3	38.6	18.99	18.35
Durable Goods	179.5	179.7	203.6	-0.1	-11.8	760.50	724.66	39.1	38.1	19.45	19.02
Wood Product Manufacturing	10.5	10.7	11.7	-2.0	-10.8	—	—	—	—	—	—
Fabricated Metal Production	34.3	34.6	41.3	-0.9	-16.8	—	—	—	—	—	—
Machinery Manufacturing	27.6	27.7	32.3	-0.3	-14.5	—	—	—	—	—	—
Computer and Electronic Product	44.9	44.9	51.0	0.1	-11.9	—	—	—	—	—	—
Navigational, Measuring, Electromedical and Control	25.5	24.7	26.1	3.2	-2.2	—	—	—	—	—	—
Transportation Equipment	9.1	9.4	11.4	-2.9	-19.8	—	—	—	—	—	—
Medical Equipment and Supplies Manufacturing	15.6	15.6	15.8	0.1	-1.3	—	—	—	—	—	—
Nondurable Goods	107.6	109.8	114.7	-2.0	-6.2	724.92	679.10	39.7	39.3	18.26	17.28
Food Manufacturing	42.3	43.4	41.4	-2.5	2.2	—	—	—	—	—	—
Paper Manufacturing	33.3	34.5	40.4	-3.5	-17.6	—	—	—	—	—	—
Printing and Related	24.3	24.9	29.3	-2.6	-17.2	—	—	—	—	—	—
SERVICE-PROVIDING	2,213.9	2,250.4	2,248.0	-1.6	-1.5	—	—	—	—	—	—
Trade, Transportation, and Utilities	488.6	497.4	502.9	-1.8	-2.8	528.00	471.82	30.0	29.6	17.60	15.94
Wholesale Trade	126.9	127.3	128.2	-0.4	-1.0	1,076.54	900.09	38.0	36.5	28.33	24.66
Retail Trade	275.4	281.4	282.8	-2.1	-2.6	314.73	318.43	26.9	27.1	11.70	11.75
Motor Vehicle and Parts	27.7	28.2	29.3	-1.9	-5.7	—	—	—	—	—	—
Building Material and Garden Equipment	21.7	23.1	22.8	-6.3	-4.8	—	—	—	—	—	—
Food and Beverage Stores	50.3	50.4	51.2	-0.3	-1.7	—	—	—	—	—	—
Gasoline Stations	21.9	22.3	22.3	-1.7	-1.6	—	—	—	—	—	—
General Merchandise	63.4	64.5	63.3	-1.7	0.1	306.82	309.41	29.0	29.3	10.58	10.56
Transportation, Warehouse, Utilities	86.3	88.7	91.9	-2.7	-6.1	—	—	—	—	—	—
Transport & Warehousing	73.5	76.0	79.4	-3.3	-7.4	594.59	566.35	35.1	34.2	16.94	16.56
Information	54.2	53.9	56.1	0.5	-3.3	832.47	864.46	36.1	36.2	23.06	23.88
Publishing Industries	21.9	22.1	23.3	-0.8	-6.0	—	—	—	—	—	—
Telecommunications	14.3	14.4	14.8	-0.3	-3.3	—	—	—	—	—	—
Financial Activities	169.1	170.2	173.7	-0.7	-2.7	—	—	—	—	—	—
Finance and Insurance	134.2	135.0	138.4	-0.7	-3.1	860.47	766.04	36.6	36.1	23.51	21.22
Credit Intermediation	52.6	53.2	54.9	-1.0	-4.1	627.90	572.98	34.5	34.6	18.20	16.56
Securities, Commodity Contracts, and Other	16.8	17.4	19.0	-3.4	-11.6	—	—	—	—	—	—
Insurance Carriers and Related	61.5	61.5	61.7	0.0	-0.3	—	—	—	—	—	—
Real Estate and Rental and Leasing	34.9	35.2	35.3	-0.8	-1.1	—	—	—	—	—	—
Professional and Business Services	301.4	308.9	308.3	-2.4	-2.2	—	—	—	—	—	—
Professional, Scientific, and Technical Services	122.4	123.3	128.5	-0.7	-4.7	—	—	—	—	—	—
Legal Services	18.4	18.7	19.0	-1.6	-2.8	—	—	—	—	—	—
Accounting, Tax Preparation	16.4	15.1	16.9	8.2	-2.8	—	—	—	—	—	—
Computer Systems Design	26.0	26.4	28.2	-1.8	-8.0	—	—	—	—	—	—
Management of Companies and Enterprises	66.8	68.5	70.0	-2.5	-4.7	—	—	—	—	—	—
Administrative and Support Services	112.3	117.2	109.8	-4.2	2.3	—	—	—	—	—	—
Educational and Health Services	451.0	458.0	448.3	-1.5	0.6	—	—	—	—	—	—
Educational Services	56.2	61.7	57.9	-8.8	-2.9	—	—	—	—	—	—
Health Care and Social Assistance	394.8	396.3	390.4	-0.4	1.1	—	—	—	—	—	—
Ambulatory Health Care	125.1	126.8	125.6	-1.4	-0.4	854.89	932.05	34.1	35.0	25.07	26.63
Offices of Physicians	63.4	63.6	64.3	-0.3	-1.4	—	—	—	—	—	—
Hospitals	95.9	95.6	97.5	0.3	-1.6	—	—	—	—	—	—
Nursing and Residential Care Facilities	101.2	101.0	97.8	0.3	3.5	392.64	406.97	27.4	28.4	14.33	14.33
Social Assistance	72.5	72.9	69.4	-0.6	4.4	—	—	—	—	—	—
Leisure and Hospitality	220.7	225.9	226.7	-2.3	-2.6	—	—	—	—	—	—
Arts, Entertainment, and Recreation	28.2	29.5	33.8	-4.7	-16.7	—	—	—	—	—	—
Accommodation and Food Services	192.6	196.4	192.9	-1.9	-0.2	—	—	—	—	—	—
Food Services and Drinking Places	169.9	172.8	168.3	-1.7	1.0	206.32	200.64	19.8	19.2	10.42	10.45
Other Services	111.2	113.1	114.6	-1.7	-3.0	—	—	—	—	—	—
Religious, Grantmaking, Civic, Professional Organizations	66.2	67.4	66.8	-1.8	-0.8	—	—	—	—	—	—
Government	417.7	422.8	417.4	-1.2	0.1	—	—	—	—	—	—
Federal Government	33.4	33.1	33.6	1.0	-0.5	—	—	—	—	—	—
State Government	97.6	99.3	96.9	-1.7	0.7	—	—	—	—	—	—
State Government Education	59.5	61.3	59.3	-2.9	0.3	—	—	—	—	—	—
Local Government	286.6	290.4	286.9	-1.3	-0.1	—	—	—	—	—	—
Local Government Education	140.9	144.1	141.0	-2.3	-0.1	—	—	—	—	—	—

Note: Not all industry subgroups are shown for every major industry category.

* Totals may not add because of rounding.

** Percent change based on unrounded numbers.

Source: Department of Employment and Economic Development, Current Employment Statistics, 2010.

Employer Survey of Twin Cities Nonfarm Payroll Jobs, Hours and Earnings

Numbers are unadjusted.

Note: State, regional and local estimates from past months (for all tables pages 11-13) may be revised from figures previously published.

Industry	Jobs*			Percent Change		Production Workers Hours and Earnings					
	(Thousands)			From**		Average Weekly Earnings		Average Weekly Hours		Average Hourly Earnings	
	Jan 2010	Dec 2009	Jan 2009	Dec 2009	Jan 2009	Jan 2010	Jan 2009	Jan 2010	Jan 2009	Jan 2010	Jan 2009
TOTAL NONFARM WAGE AND SALARY	1,650.7	1,685.5	1,714.0	-2.1%	-3.7%	—	—	—	—	—	—
GOODS-PRODUCING	213.7	220.0	240.6	-2.8	-11.2	—	—	—	—	—	—
Mining, Logging, and Construction	43.1	48.2	52.6	-10.7	-18.2	—	—	—	—	—	—
Construction of Buildings	10.1	11.2	13.0	-10.1	-22.5	—	—	—	—	—	—
Specialty Trade Contractors	27.4	31.2	36.2	-12.2	-24.2	\$1,034.2	\$1,054.4	33.6	33.6	\$30.78	\$31.38
Manufacturing	170.7	171.7	188.0	-0.6	-9.2	770.5	738.6	38.7	37.8	19.91	19.54
Durable Goods	116.3	116.6	129.2	-0.3	-10.0	773.9	719.2	38.2	37.4	20.26	19.23
Fabricated Metal Production	25.1	25.1	28.4	-0.1	-11.6	—	—	—	—	—	—
Machinery Manufacturing	17.1	17.3	19.6	-1.3	-12.9	—	—	—	—	—	—
Computer and Electronic Product	34.2	34.3	38.2	-0.1	-10.4	—	—	—	—	—	—
Navigational, Measuring, Electromedical and Control	23.3	23.2	24.4	0.2	-4.9	—	—	—	—	—	—
Medical Equipment and Supplies Manufacturing	14.3	14.3	14.5	-0.1	-1.2	—	—	—	—	—	—
Nondurable Goods	54.4	55.2	58.8	-1.4	-7.5	762.2	777.8	39.7	38.6	19.20	20.15
Food Manufacturing	11.6	11.8	11.3	-2.0	2.1	—	—	—	—	—	—
Printing and Related	15.0	15.4	17.3	-2.3	-13.0	—	—	—	—	—	—
SERVICE-PROVIDING	1,437.0	1,465.5	1,473.4	-1.9	-2.5	—	—	—	—	—	—
Trade, Transportation, and Utilities	300.0	307.9	318.3	-2.6	-5.8	587.8	589.0	31.0	31.6	18.96	18.64
Wholesale Trade	79.5	79.7	82.2	-0.3	-3.3	1,071.5	1,012.3	37.1	36.4	28.88	27.81
Merchant Wholesalers - Durable Goods	41.4	41.6	44.3	-0.5	-6.5	—	—	—	—	—	—
Merchant Wholesalers - Nondurable Goods	23.6	23.9	24.0	-1.4	-1.5	—	—	—	—	—	—
Retail Trade	165.2	169.9	173.7	-2.8	-4.9	331.8	332.6	27.6	27.6	12.02	12.05
Food and Beverage Stores	28.4	28.8	29.1	-1.6	-2.3	—	—	—	—	—	—
General Merchandise	38.0	38.7	38.2	-1.9	-0.5	330.2	323.4	31.3	30.8	10.55	10.50
Transportation, Warehouse, Utilities	55.2	58.3	62.4	-5.2	-11.4	758.0	838.8	33.9	37.8	22.36	22.19
Utilities	7.3	7.3	7.3	-0.5	-0.3	—	—	—	—	—	—
Transport and Warehousing	48.0	51.0	55.1	-5.9	-12.9	617.6	584.6	33.4	35.3	18.49	16.56
Information	39.2	39.1	40.7	0.1	-3.8	—	—	—	—	—	—
Publishing Industries	17.5	17.5	18.0	-0.2	-2.9	—	—	—	—	—	—
Telecommunications	10.0	10.0	10.4	-0.6	-3.7	—	—	—	—	—	—
Financial Activities	132.6	134.0	136.9	-1.0	-3.1	—	—	—	—	—	—
Finance and Insurance	105.3	106.0	108.5	-0.7	-3.0	967.9	826.5	37.1	36.2	26.09	22.83
Credit Intermediation	36.2	36.4	37.5	-0.5	-3.5	—	—	—	—	—	—
Securities, Commodity Contracts, and Other	14.9	15.4	17.2	-3.4	-13.6	—	—	—	—	—	—
Insurance Carriers and Related	51.0	50.9	51.0	0.1	-0.2	—	—	—	—	—	—
Real Estate and Rental and Leasing	27.3	28.0	28.4	-2.3	-3.7	—	—	—	—	—	—
Professional and Business Services	244.3	250.2	249.1	-2.4	-1.9	—	—	—	—	—	—
Professional, Scientific, and Technical Services	97.0	97.9	102.5	-0.9	-5.4	—	—	—	—	—	—
Legal Services	15.3	15.5	15.7	-1.9	-2.9	—	—	—	—	—	—
Architectural, Engineering, and Related	13.9	14.2	15.6	-1.8	-10.6	—	—	—	—	—	—
Computer Systems Design	21.4	21.8	23.4	-1.7	-8.4	—	—	—	—	—	—
Management of Companies and Enterprises	60.7	61.5	62.9	-1.2	-3.4	—	—	—	—	—	—
Administrative and Support Services	86.6	90.9	83.7	-4.7	3.5	—	—	—	—	—	—
Employment Services	33.8	36.4	34.0	-7.2	-0.5	—	—	—	—	—	—
Educational and Health Services	264.4	268.2	262.1	-1.4	0.9	—	—	—	—	—	—
Educational Services	36.6	39.1	36.5	-6.6	0.1	—	—	—	—	—	—
Health Care and Social Assistance	227.9	229.1	225.6	-0.5	1.0	—	—	—	—	—	—
Ambulatory Health Care	70.6	71.7	69.8	-1.5	1.1	—	—	—	—	—	—
Hospitals	57.5	57.3	58.7	0.4	-2.0	—	—	—	—	—	—
Nursing and Residential Care Facilities	51.0	51.1	49.9	-0.3	2.1	—	—	—	—	—	—
Social Assistance	48.8	49.0	47.2	-0.4	3.4	—	—	—	—	—	—
Leisure and Hospitality	146.2	149.4	152.0	-2.1	-3.9	247.3	233.3	21.3	20.3	11.61	11.49
Arts, Entertainment, and Recreation	21.2	22.4	25.4	-5.2	-16.4	—	—	—	—	—	—
Accommodation and Food Services	124.9	127.0	126.6	-1.6	-1.3	236.2	233.3	21.2	20.3	11.14	11.49
Food Services and Drinking Places	114.4	116.2	113.3	-1.5	1.0	216.4	212.0	20.3	19.0	10.66	11.16
Other Services	73.7	75.5	74.9	-2.4	-1.7	—	—	—	—	—	—
Repair and Maintenance	12.2	12.3	12.9	-1.0	-5.0	—	—	—	—	—	—
Religious, Grantmaking, Civic, Professional Organizations	40.8	42.1	40.7	-2.9	0.4	—	—	—	—	—	—
Government	236.6	241.2	239.3	-1.9	-1.1	—	—	—	—	—	—
Federal Government	21.9	21.5	22.1	1.6	-1.1	—	—	—	—	—	—
State Government	68.0	70.4	66.1	-3.3	2.9	—	—	—	—	—	—
State Government Education	42.5	44.9	40.4	-5.4	5.2	—	—	—	—	—	—
Local Government	146.7	149.3	151.0	-1.7	-2.9	—	—	—	—	—	—
Local Government Education	84.5	86.5	85.6	-2.4	-1.3	—	—	—	—	—	—

Note: Not all industry subgroups are shown for every major industry category.

* Totals may not add because of rounding.

** Percent change based on unrounded numbers.

Employer Survey

Industry

TOTAL NONFARM WAGE AND SALARY

GOODS-PRODUCING

Mining, Logging, and Construction
Manufacturing

SERVICE-PROVIDING

Trade, Transportation, and Utilities
Wholesale Trade
Retail Trade
Transportation, Warehouse, Utilities
Information
Financial Activities
Professional and Business Services
Educational and Health Services
Leisure and Hospitality
Other Services
Government

St. Cloud MSA

Jobs % Chg. From

	Jan 2010	Dec 2009	Jan 2009	Dec 2009	Jan 2009
TOTAL NONFARM WAGE AND SALARY	97,011	98,972	97,711	-2.0%	-0.7%
GOODS-PRODUCING	18,073	18,654	19,153	-3.1	-5.6
Mining, Logging, and Construction	3,633	4,040	3,706	-10.1	-2.0
Manufacturing	14,440	14,614	15,447	-1.2	-6.5
SERVICE-PROVIDING	78,938	80,318	78,558	-1.7	0.5
Trade, Transportation, and Utilities	20,122	20,587	20,756	-2.3	-3.1
Wholesale Trade	4,349	4,371	4,483	-0.5	-3.0
Retail Trade	12,408	12,752	12,809	-2.7	-3.1
Transportation, Warehouse, Utilities	3,365	3,464	3,464	-2.9	-2.9
Information	1,108	1,078	1,101	2.8	0.6
Financial Activities	4,199	4,240	4,301	-1.0	-2.4
Professional and Business Services	7,455	7,645	7,451	-2.5	0.1
Educational and Health Services	17,413	17,530	16,790	-0.7	3.7
Leisure and Hospitality	8,252	8,461	8,341	-2.5	-1.1
Other Services	3,632	3,736	3,749	-2.8	-3.1
Government	16,757	17,041	16,069	-1.7	4.3

Rochester MSA

Jobs % Chg. From

	Jan 2010	Dec 2009	Jan 2009	Dec 2009	Jan 2009
TOTAL NONFARM WAGE AND SALARY	102,328	103,182	103,628	-0.8%	-1.3%
GOODS-PRODUCING	13,118	13,564	14,522	-3.3	-9.7
Mining, Logging, and Construction	2,697	3,064	2,979	-12.0	-9.5
Manufacturing	10,421	10,500	11,543	-0.8	-9.7
SERVICE-PROVIDING	89,210	89,618	89,106	-0.5	0.1
Trade, Transportation, and Utilities	15,086	15,540	15,518	-2.9	-2.8
Wholesale Trade	2,191	2,228	2,320	-1.7	-5.6
Retail Trade	10,670	11,018	10,852	-3.2	-1.7
Transportation, Warehouse, Utilities	2,225	2,294	2,346	-3.0	-5.2
Information	1,437	1,423	1,484	1.0	-3.2
Financial Activities	2,712	2,711	2,707	0.0	0.2
Professional and Business Services	4,422	4,501	4,410	-1.8	0.3
Educational and Health Services	42,603	42,350	42,371	0.6	0.5
Leisure and Hospitality	8,234	8,425	8,330	-2.3	-1.2
Other Services	3,296	3,353	3,394	-1.7	-2.9
Government	11,420	11,315	10,892	0.9	4.8

Employer Survey

Industry

TOTAL NONFARM WAGE AND SALARY

GOODS-PRODUCING

Mining, Logging, and Construction
Manufacturing

SERVICE-PROVIDING

Trade, Transportation, and Utilities
Wholesale Trade
Retail Trade
Transportation, Warehouse, Utilities
Information
Financial Activities
Professional and Business Services
Educational and Health Services
Hospitals
Leisure and Hospitality
Other Services
Government

Duluth-Superior MSA

Jobs % Chg. From

	Jan 2010	Dec 2009	Jan 2009	Dec 2009	Jan 2009
TOTAL NONFARM WAGE AND SALARY	123,680	126,680	127,541	-2.4%	-3.0%
GOODS-PRODUCING	12,361	12,895	14,860	-4.1	-16.8
Mining, Logging, and Construction	5,567	6,059	7,286	-8.1	-23.6
Manufacturing	6,794	6,836	7,574	-0.6	-10.3
SERVICE-PROVIDING	111,319	113,785	112,681	-2.2	-1.2
Trade, Transportation, and Utilities	23,173	23,934	23,943	-3.2	-3.2
Wholesale Trade	2,804	2,890	3,055	-3.0	-8.2
Retail Trade	14,970	15,407	15,027	-2.8	-0.4
Transportation, Warehouse, Utilities	5,399	5,637	5,861	-4.2	-7.9
Information	1,837	1,825	2,070	0.7	-11.3
Financial Activities	5,242	5,354	5,485	-2.1	-4.4
Professional and Business Services	7,731	7,841	7,554	-1.4	2.3
Educational and Health Services	29,038	29,424	28,392	-1.3	2.3
Hospitals	7,014	7,011	6,937	0.0	1.1
Leisure and Hospitality	12,704	13,040	12,571	-2.6	1.1
Other Services	5,418	5,641	5,524	-4.0	-1.9
Government	26,176	26,726	27,142	-2.1	-3.6

Mankato MSA

Jobs % Chg. From

	Jan 2010	Dec 2009	Jan 2009	Dec 2009	Jan 2009
TOTAL NONFARM WAGE AND SALARY	51,169	51,448	53,135	-0.5%	-3.7%
GOODS-PRODUCING	8,319	8,356	9,660	-0.4	-13.9
Mining, Logging, and Construction	--	--	--	--	--
Manufacturing	--	--	--	--	--
SERVICE-PROVIDING	42,850	43,092	43,475	-0.6	-1.4
Trade, Transportation, and Utilities	--	--	--	--	--
Wholesale Trade	--	--	--	--	--
Retail Trade	--	--	--	--	--
Transportation, Warehouse, Utilities	--	--	--	--	--
Information	--	--	--	--	--
Financial Activities	--	--	--	--	--
Professional and Business Services	--	--	--	--	--
Educational and Health Services	--	--	--	--	--
Hospitals	--	--	--	--	--
Leisure and Hospitality	--	--	--	--	--
Other Services	--	--	--	--	--
Government	9,285	9,116	9,347	1.9	-0.7

Employer Survey

Industry

TOTAL NONFARM WAGE AND SALARY

GOODS-PRODUCING

Mining, Logging, and Construction
Manufacturing

SERVICE-PROVIDING

Trade, Transportation, and Utilities
Wholesale Trade
Retail Trade
Transportation, Warehouse, Utilities
Information
Financial Activities
Professional and Business Services
Educational and Health Services
Leisure and Hospitality
Other Services
Government

Grand Forks MSA

Jobs % Chg. From

	Jan 2010	Dec 2009	Jan 2009	Dec 2009	Jan 2009
TOTAL NONFARM WAGE AND SALARY	52,511	54,049	52,419	-2.9%	0.2%
GOODS-PRODUCING	5,832	6,022	5,986	-3.2	-2.6
Mining, Logging, and Construction	2,090	2,246	2,048	-7.0	2.1
Manufacturing	3,742	3,776	3,938	-0.9	-5.0
SERVICE-PROVIDING	46,679	48,027	46,433	-2.8	0.5
Trade, Transportation, and Utilities	10,665	11,169	10,899	-4.5	-2.2
Wholesale Trade	1,857	1,906	1,916	-2.6	-3.1
Retail Trade	7,026	7,379	7,091	-4.8	-0.9
Transportation, Warehouse, Utilities	1,782	1,884	1,892	-5.4	-5.8
Information	682	685	686	-0.4	-0.6
Financial Activities	1,574	1,598	1,602	-1.5	-1.8
Professional and Business Services	3,182	3,230	3,202	-1.5	-0.6
Educational and Health Services	8,981	9,036	8,852	-0.6	1.5
Leisure and Hospitality	5,800	6,041	5,814	-4.0	-0.2
Other Services	1,876	1,900	1,853	-1.3	1.2
Government	13,919	14,368	13,525	-3.1	2.9

Fargo-Moorhead MSA

Jobs % Chg. From

	Jan 2010	Dec 2009	Jan 2009	Dec 2009	Jan 2009
TOTAL NONFARM WAGE AND SALARY	119,104	122,262	119,705	-2.6%	-0.5%
GOODS-PRODUCING	13,743	14,317	15,063	-4.0	-8.8
Mining, Logging, and Construction	5,257	5,708	5,808	-7.9	-9.5
Manufacturing	8,486	8,609	9,255	-1.4	-8.3
SERVICE-PROVIDING	105,361	107,945	104,642	-2.4	0.7
Trade, Transportation, and Utilities	25,899	27,013	26,371	-4.1	-1.8
Wholesale Trade	7,410	7,491	7,545	-1.1	-1.8
Retail Trade	14,285	15,146	14,532	-5.7	-1.7
Transportation, Warehouse, Utilities	4,204	4,376	4,294	-3.9	-2.1
Information	3,512	3,536	3,728	-0.7	-5.8
Financial Activities	8,738	8,894	8,828	-1.8	-1.0
Professional and Business Services	12,989	13,215	12,973	-1.7	0.1
Educational and Health Services	16,431	16,442	15,669	-0.1	4.9
Leisure and Hospitality	12,655	13,197	12,333	-4.1	2.6
Other Services	4,962	5,044	4,913	-1.6	1.0
Government	17,433	17,683	17,225	-1.4	1.2

Source: Department of Employment and Economic Development, Current Employment Statistics, and North Dakota Job Service, 2010.

Minnesota Economic Indicators

Highlights

The **Minnesota Labor Market Index**, using recently revised 2008 and 2009 data, shows Minnesota's economy bottomed out last June, bounced along the bottom for the next four months and turned upward the last two months of 2009. The end-of-the-year increase was the first back-to-back monthly jump since 2007. Rising adjusted manufacturing hours with declining adjusted initial claims for unemployment benefits helped the index despite continuing job losses.

The U.S. index increased for the fourth straight month in December indicating that the national economy is also beginning to recover. Minnesota's index fell 6.4 percent between December 2008 and December 2009 compared to the 8.5 percent nationwide decline. On an annual average basis, Minnesota's index dropped 14 percent in 2009 while the U.S. index fell 17.5 percent. Minnesota's previous worst annual average declines were in 1982 and 1975, declining 7.7 and 5 percent, respectively. The U.S. index recorded its previous worst declines during those years also, declining 11 percent and 10.6 percent, respectively.

Revised data reduced the estimate of jobs lost in 2008 but increased the number during 2009. Minnesota lost seasonally adjusted **Wage and Salary Employment** for 16 straight months from June 2008 through September 2009 before adding jobs in October. Job loss returned during the last two months of 2009. Nationally, job-loss stretched 22 months from January 2008 through October

2009. The nation added jobs in November, but lost jobs in December. Since February 2008, Minnesota lost 157,000 jobs (5.7 percent); 8.3 million were lost nationally (6.1 percent).

Payroll employment decreased 105,000 jobs between December 2008 and December 2009 with job loss spread evenly between goods-producing and service-providing workers. All sectors except educational and health services reduced payroll numbers in 2009.

Adjusted newspaper **Help-Wanted Ads** shot up for the first time in three years in November but reversed in December plunging 44.4 percent. Printed help-wanted ads were 47.9 percent lower in December compared to a year ago. Minnesota's online help-wanted ads as compiled by the Conference Board Inc. were down 9.2 percent over the year. In December, online help-wanted ads increased 7.6 and 7.5 percent for Minnesota and the nation, respectively, which may be an early sign that hiring may soon pick up.

Minnesota's **Purchasing Managers' Index** lost ground in December sliding to 53.5. The index, however, has been above the growth neutral 50 level for five months in a row indicating that Minnesota's economic pickup is likely to continue through at least the first half of 2010.

The most promising development in December was the jump in adjusted weekly **Manufacturing Hours** to 40.2. The factory workweek hasn't been

above 40 hours since October 2008. Longer factory hours indicate that manufacturing production is increasing. Manufacturing firms will eventually ramp up hiring if the production uptick continues. Adjusted weekly **Manufacturing Earnings** increased for the seventh straight month in December to \$758.95. Factory paychecks haven't been

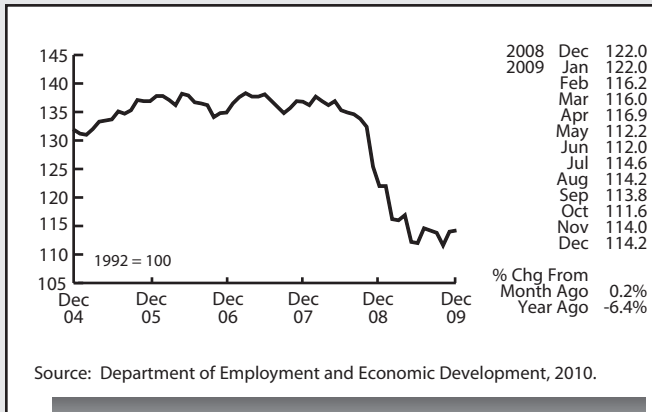
this big since May 2007.

Adjusted **Business Incorporations** stumbled for the third consecutive month in December ending the year at 521. Business incorporations for all of 2009 were down 5.5 percent from 2008 making last year the seventh straight year of declining business incorporations. New businesses have turned to the limited liability company form of business registration, increasing 45.1 percent last year, swelling from 21,500 in 2008 to 31,100 in 2009. Last year's surge was generated in part by a new state law requiring independent contractors to register with the state.

Seasonally adjusted **Residential Building Permits** retreated in December after climbing the previous two months. Total home-building permits set a record low for the second straight year in 2009 decreasing 14.7 percent below 2008's level. Residential building permits totaled 9,157 in 2009, down 77 percent from the record high of 40,700 permits in 2004.

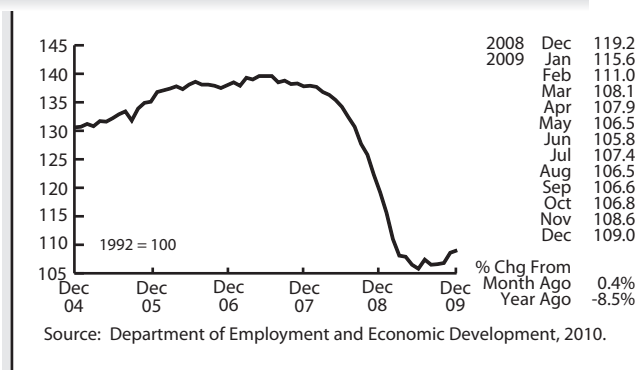
Adjusted **Initial Claims for Unemployment Benefits (UB)** eased for the second-straight month in December, but the volume of claims remains significantly above pre-recession levels. Minnesota's economy is slowly emerging from the deepest recession in six decades, but the job market is just starting to turn. Total initial claims for UB reached an all-time high in 2009. As a percent of the labor force, however, initial claims last year were below the 1982 percentage. This is consistent with unemployment peaking at 8.4 percent in the 2007-09 recession compared to a 9.1 percent peak in the 1981-82 recession.

by Dave Senf



Minnesota Labor Market Index

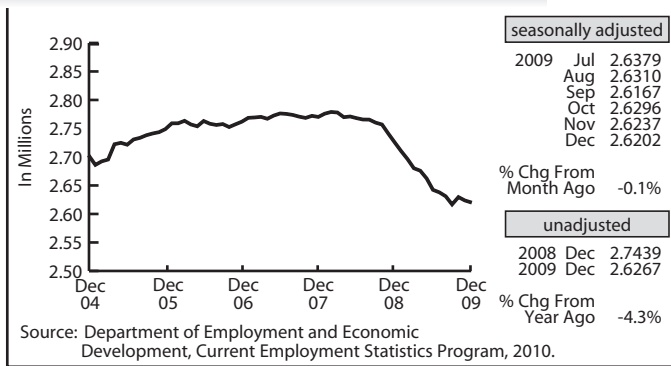
United States Labor Market Index



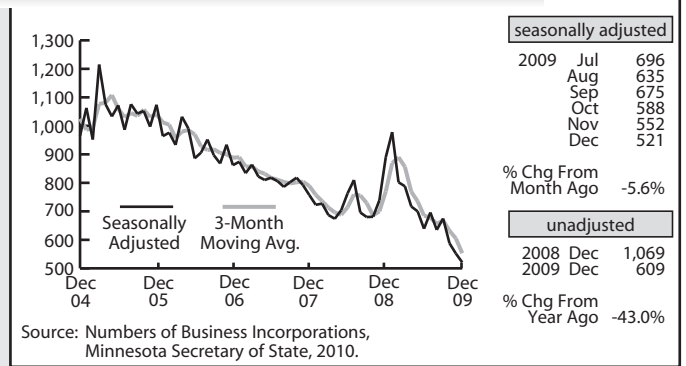
Note: Except for the Minnesota Labor Market Index, the U.S. Labor Market Index, and the PMI, all over-the-year data are seasonally unadjusted. The most recent data available are for December 2009. See the Supplement from the *Minnesota Employment Review*, June 1999, for more information on the Minnesota Labor Market Index and the U.S. Labor Market Index.

Minnesota Economic Indicators

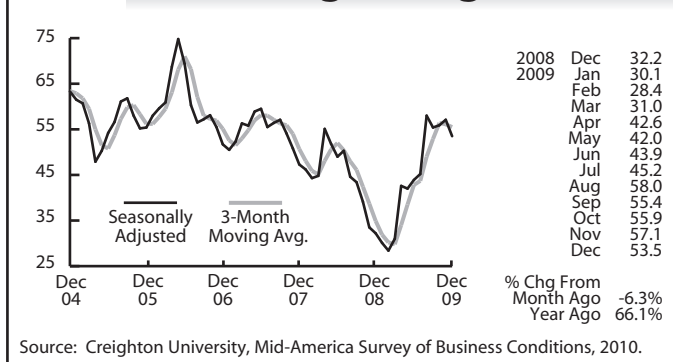
Wage and Salary Employment



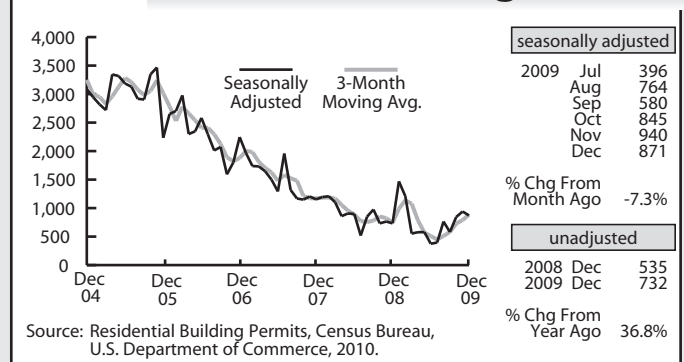
Business Incorporations



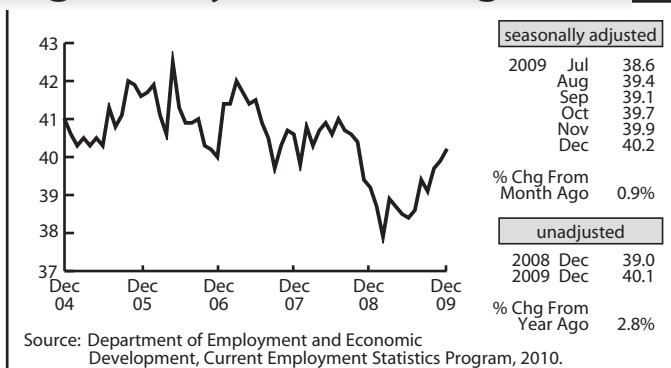
Purchasing Managers' Index



Residential Building Permits



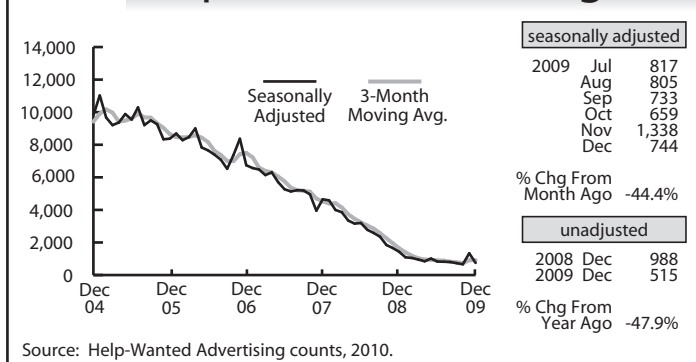
Average Weekly Manufacturing Hours



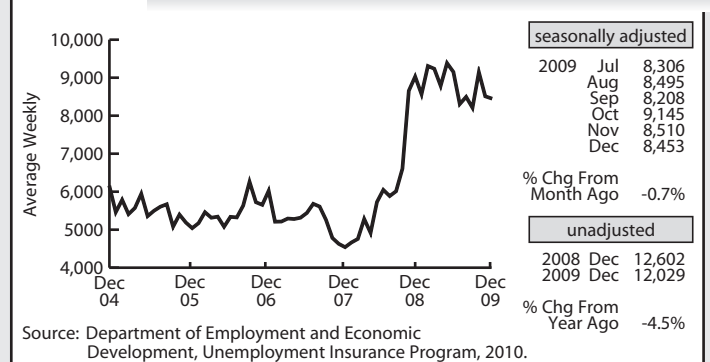
Manufacturing Earnings



Help-Wanted Advertising



Initial UB Claimants



Review

Minnesota Employment



DEED

Labor Market Information Office

1st National Bank Building
332 Minnesota Street, Suite E200
St. Paul, MN 55101-1351
651.259.7400 (voice)
1.888.234.1114 (toll free)
651.296.3900 (TTY)
1.800.657.3973 (TTY toll free)
e-mail :
DEED.lmi@state.mn.us
Internet :
www.PositivelyMinnesota.com/lmi/

Labor Market Information

Help Line:

651.259.7384

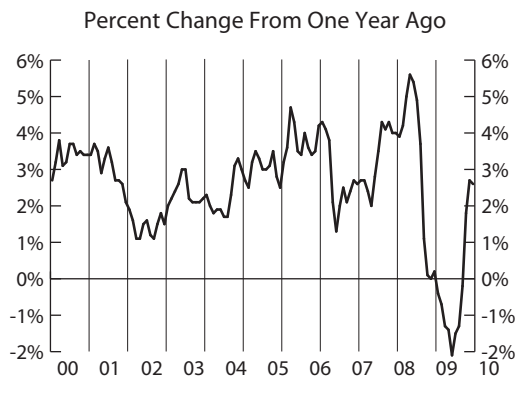
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U.S. Consumer Price Index for All Urban Consumers (CPI-U)

On a seasonally adjusted basis the CPI-U rose 0.2 percent from December. The January CPI-U increased 2.6 percent from January 2009. The index for energy rose 2.8 percent in January, after rising 0.2 percent in December. The food index rose 0.2 percent in January, after rising 0.2 percent in December. The index for all items less food and energy declined 0.1 percent from December to January. This is the first decrease in the "core" CPI (all items less food and energy) since 1982. The Minneapolis-St. Paul CPI for the last half of 2009 was little changed from the last half of 2008. The annual average CPI for 2009 was down 0.9 percent from the 2008 annual average.



For more information
on the U.S. CPI
or the semi-annual
Minneapolis-St. Paul CPI, call:
651.259.7384
or toll free 1.888.234.1114.

What's Going On?

The Minnesota Department of Employment and Economic Development recently released the results of the Job Vacancy Survey for fourth quarter 2009. There were 25,885 job vacancies in the state, down 17.4 percent from six months earlier. The number of unemployed people per job opening in the state climbed in the past year from 5.6 people for each vacancy to 8.6 people per job vacancy.

The semiannual Job Vacancy Survey provides Minnesota data on hiring demand and job vacancy characteristics by industry and occupation. Additional information about the Job Vacancy Survey and the current results are available at www.PositivelyMinnesota.com/jvs

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Minnesota Employment Review
can be made available in Braille, large print,
audiotape or computer disk upon request.

Minnesota Labor Market Information

2009 Summary



An Overview of What We Do, What We Added in 2009 and How Well You Liked It

The mission of the Labor Market Information (LMI) Office of the Minnesota Department of Employment and Economic Development (DEED) is to deliver high-quality labor market information to support Minnesota's businesses, its workforce and economic development system and the workforce of today and tomorrow. We collect, analyze and disseminate economic data on Minnesota's business community, workforce and job market. We also provide key economic indicators, employment projections and regional and statewide industry and workforce analysis as well as information to help individuals make informed career decisions. We believe that access to high-quality, up-to-date labor market information is particularly important during an economic downturn like the one we are currently experiencing.

Each year we summarize information on our customers including who you are, what sorts of information you have asked for in the past year and what your satisfaction level is with our information and services. This process helps us improve our information and services, and we hope that the summary is informative for you as well.

We obtain information on our customers from several sources. We track, in a database, your telephone and e-mail requests, we analyze Web statistics from our WebTrends tracking tool, we summarize information from our mailing and e-mail lists and we analyze customer satisfaction information from DEED's customer satisfaction telephone survey. We also take the opportunity to update you on new and improved products and services that we provided during the past year. You will find all of this information summarized here for 2009.

LMI Customers and Information Delivery Methods

The LMI Office offers a number of delivery methods for LMI data and information.

- **LMI Web site:** The vast majority of our customers access information directly from our Web site at www.PositivelyMinnesota.com/lmi. We keep our Web site as up-to-date and complete as possible so customers know they are getting the most current labor market information available for Minnesota. Essentially all releasable data and information that we produce is available on our site.

This year the entire department Web site went through a complete overhaul. Most labor market information that was available on the old site is still available, and more will be available over the coming months. However, customers have had some difficulty finding the information that they are seeking. We hope that we have been helpful in answering your questions and that you will continue to call and e-mail us with your questions.

- **Analyst Services:** Our telephone (1.888.234.1114 or 651.259.7384) and TTY/TDD (1.800.657.3973 or 651.296.3900) and e-mail (deed.lmi@state.mn.us) Helpline service helps customers find and understand LMI data and information by providing access to analysts. These men and women also provide presentations to a wide range of audiences as well as training sessions primarily geared for workforce and economic development professionals. Consultation services and data extraction and analysis are also available on a fee-for-service basis.

Table 1

LMI customers by Information Delivery Method, Minnesota, 2009		
Type of Contact	Number of Customers	Contacts in 2009
Web site	2,048,000 visitors	2,886,000 visits
Telephone, e-mail, mail requests	Unknown	1,836 contacts
Presentations and trainings	8,594 customers	264 presentations/trainings
LMI Data and Publications e-mail list	2,360	14,160 newsletters sent
LMI Releases for News Media e-mail list	603	7,236 press notices sent
Publications subscribers	3,498	6,996 publications sent

Source: DEED LMI Office, various sources.

- **Newsletter Notification:** We have two e-mail lists. Subscribers to the *LMI Data and Publications* list receive a brief monthly newsletter with Web links to newly available data and information. Subscribers to the *LMI Releases for News Media* receive a monthly notice of the release of our monthly data.

We had some downtime for these two lists this year caused by a department-wide switch in software. However, we now seem to be back up and running.

- **Direct Mailing List:** This list is for customers who want to receive printed copies of publications and brochures.

Table 1 provides a snapshot of customer contacts we made in each category. Overall the LMI Office had more than 2,063,000 customers and made more than 2,916,000 contacts with these customers in 2009. The vast majority of these were Web customers, but a significant minority received LMI services through other means.

We tracked detailed information on 4,800 customers who were in touch with us in 2009 by telephone to request information through the LMI Helpline or a regional analyst or who were on our publication mailing list. One important piece of information that we track through this method is the type of work our customers do. This helps us understand what your information needs are so that we can better shape our information production efforts. Table 2 shows that, based on this source of information, our top four customer groups are the following:

- Private businesses
- Schools, colleges and universities
- Members of the media
- DEED staff

LMI Information

As readers of the *Minnesota Employment Review* know, the LMI Office produces a range of data and informational products on a monthly, quarterly and annual basis. These products include industry and occupational employment and wage data, unemployment data, job openings data, long-term employment projections and short-term employment forecasts, and articles and analysis on a wide range of labor market topics. This section addresses the types of informational products our customers accessed in 2009.



The top LMI Web pages in 2009 by number of visits were the following:

- Employment Outlook Tool, which includes short-term forecasts as well as long-term employment projections
- Salary Survey Data Tool
- *Minnesota Employment Review*

Table 3 summarizes this information. From our customer satisfaction survey we know that most employers who access labor market information are looking for wage information: Of the 189 employer respondents, 79 percent used the salary survey.

From the customer satisfaction survey we also obtain a picture of how our largest customer group, employers, access LMI. The majority of the 189 respondents obtained LMI via the Internet (66 percent). The next largest group, 10 percent of employers, obtained LMI through publications.

Over the past five years we have moved away from print publications and toward providing our range of products via the Internet. The main reason for this is cost, but this approach also improves timeliness because data and analysis can be made available on our Web site almost instantly upon completion. However, because we know that many of our customers want to be able to manipulate the data or print articles to read at their leisure, we also try to make all material available for download, either in Excel tables, if it is purely data, or in PDF format if it involves text reading. Evidence suggests that our customers value this download option with more than 57,000 downloads in 2009.



LMI Customer Satisfaction

Each year we look closely at the customer satisfaction results from DEED's Customer Satisfaction Survey. This year 207 respondents gave feedback on LMI. Table 4 summarizes their responses.

These results demonstrate that about 90 percent of LMI customers are either satisfied or very satisfied with LMI products and services. Based on these results, the LMI Office plans to work at improving staff response time during 2010.

Table 2

Top 10 LMI Customer Groups, Minnesota, 2009	
Type of Customer	Percent of Total
Private businesses	18%
Schools, colleges and universities	16%
Media	13%
DEED staff	11%
Nonprofit orgs (including foundations, unions)	9%
Libraries	8%
Economic development agencies	8%
General public	4%
Students	3%
Local or county government	2%

Source: DEED LMI Customer Database

Table 3

Top 10 Minnesota LMI Web Pages, 2009	
LMI Product	Number of Visits
Employment Outlook Data Tool	72,700
Salary Survey (OES) Data Tool	61,900
Minnesota Employment Review	42,800
Minnesota Economic Trends	34,600
Local Area Unemployment Stats Tool	30,300
Careers Page	23,500
Regions Page	22,000
Job Vacancy Survey	13,000
QCEW Data Tool	13,000
Current Employment Statistics Tool	11,200

Source: WebTrends analysis

Table 4

LMI Customer Satisfaction, Minnesota, 2009				
	Overall Satisfaction	Staff Understood Needs	Staff Response Time	LMI Materials Met Needs
Very Satisfied	75.4%	46.9%	54.0%	42.7%
Satisfied	14.0%	44.9%	37.4%	48.5%
Not Satisfied	8.7%	5.8%	6.6%	5.9%
Very Unsatisfied	1.9%	2.4%	2.0%	2.9%

Source : Minnesota Department of Employment and Economic Development, Customer Satisfaction Survey, 2009

2009 Accomplishments

We have several noteworthy accomplishments to report for 2009.

New Research Opportunity: We received notification in November that we received a \$1.16 million grant award from the Department of Labor to conduct research into green job vacancies in Minnesota. Over the next 18 months we will be producing detailed information and data on the following:

- The number of green job vacancies
- The industries and occupations of these vacancies
- The wages employers are offering for these green vacancies
- The skills necessary to accomplish the work successfully
- Whether or not there are measureable skill gaps in the labor force that may make it difficult for employers to fill these vacancies successfully

All of this information will be available on the LMI Web site and much will also be incorporated into the **iSeek.org** career information Web site for career explorers of all ages. Updates on progress and results will be provided regularly through *Trends* and *Review*.

Minnesota Economic Trends: We made a successful transition to a quarterly publication schedule for our *Trends* publication. This was the result of a Kaizen event in February 2009 in which we rethought process, responsibilities and schedule.

JobSTAT: We successfully launched a new career exploration tool that can be found at **www.PositivelyMinnesota.com/apps/lmi/ota/OccupationSelectA.aspx** . This tool provides the ability to easily describe one’s marketable skill attributes and match those against existing job openings that require similar skills.

New DEED Web site: We transitioned to the new DEED Web site, which can be accessed at **www.PositivelyMinnesota.com** . This transition meant a complete overhaul of our LMI Web presence. Some of our material, specifically back issues of *Trends* and *Review*, are not yet available. New software will be implemented that will allow us to provide these issues in a searchable archive format. In the meantime, we can assist you in accessing back issues electronically or in paper form. Please contact us if you are unable to find the information you seek.

We always welcome comments and feedback on our products and services. Go to **www.PositivelyMinnesota.com/lmi** to find your preferred method of contact.

by Oriane Casale
 Labor Market Information Office
 Minnesota Department of Employment and Economic Development

