



Minnesota State Demographic Center

# TWIN CITIES RECRUITMENT EXCHANGE

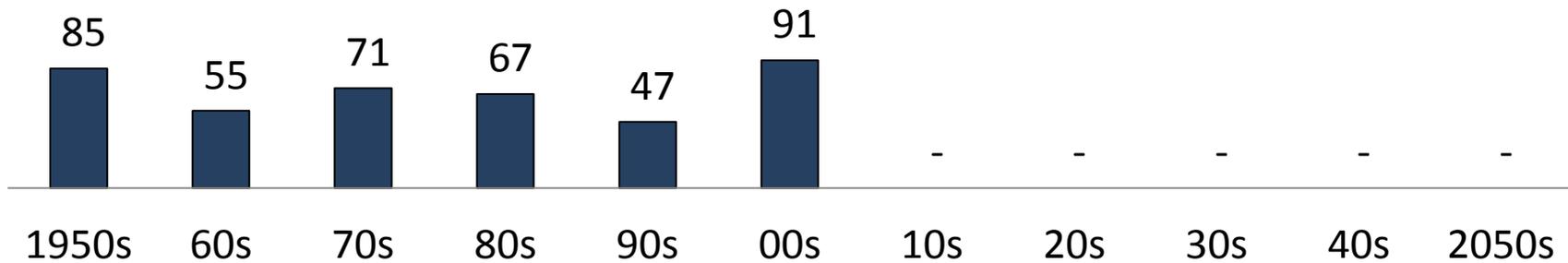
SUSAN BROWER, MINNESOTA STATE DEMOGRAPHER

August 2016



# Number of MN's older adults will increase substantially over the next 20 years

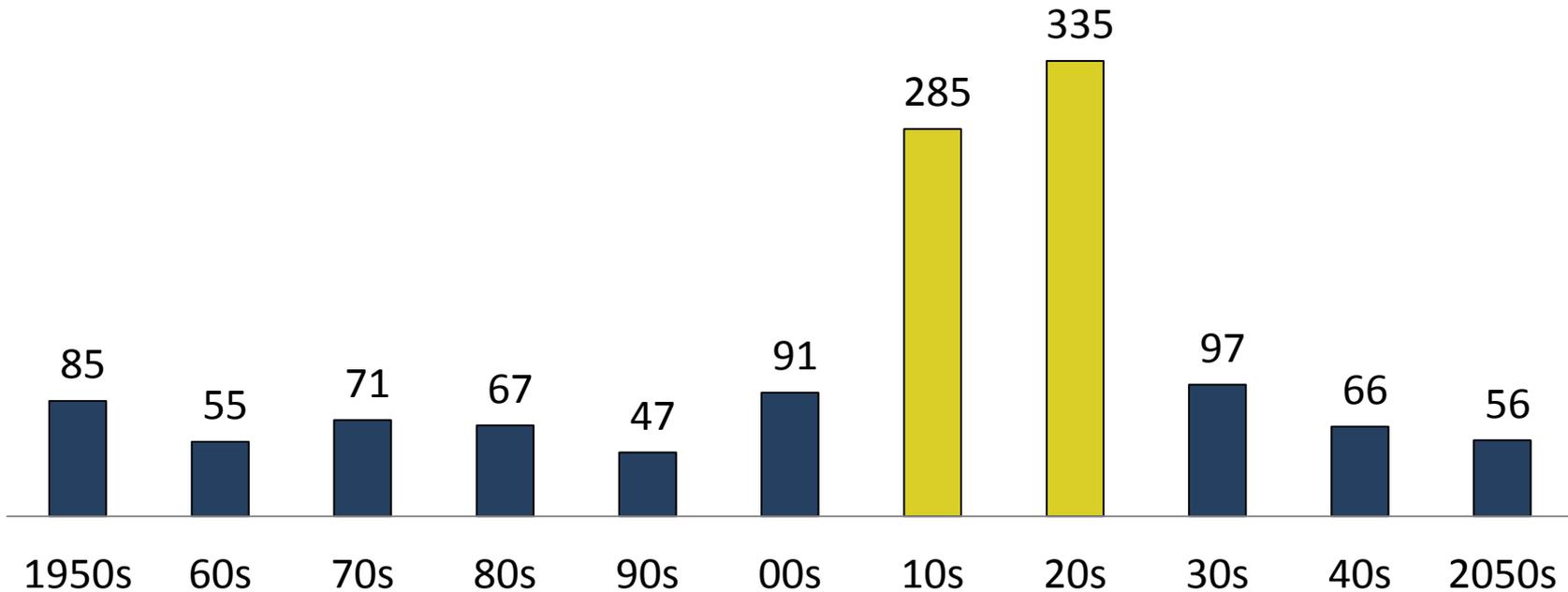
Change in older adults, age 65+ (Thousands)



Sources: U.S. Census Bureau and Minnesota State Demographic Center

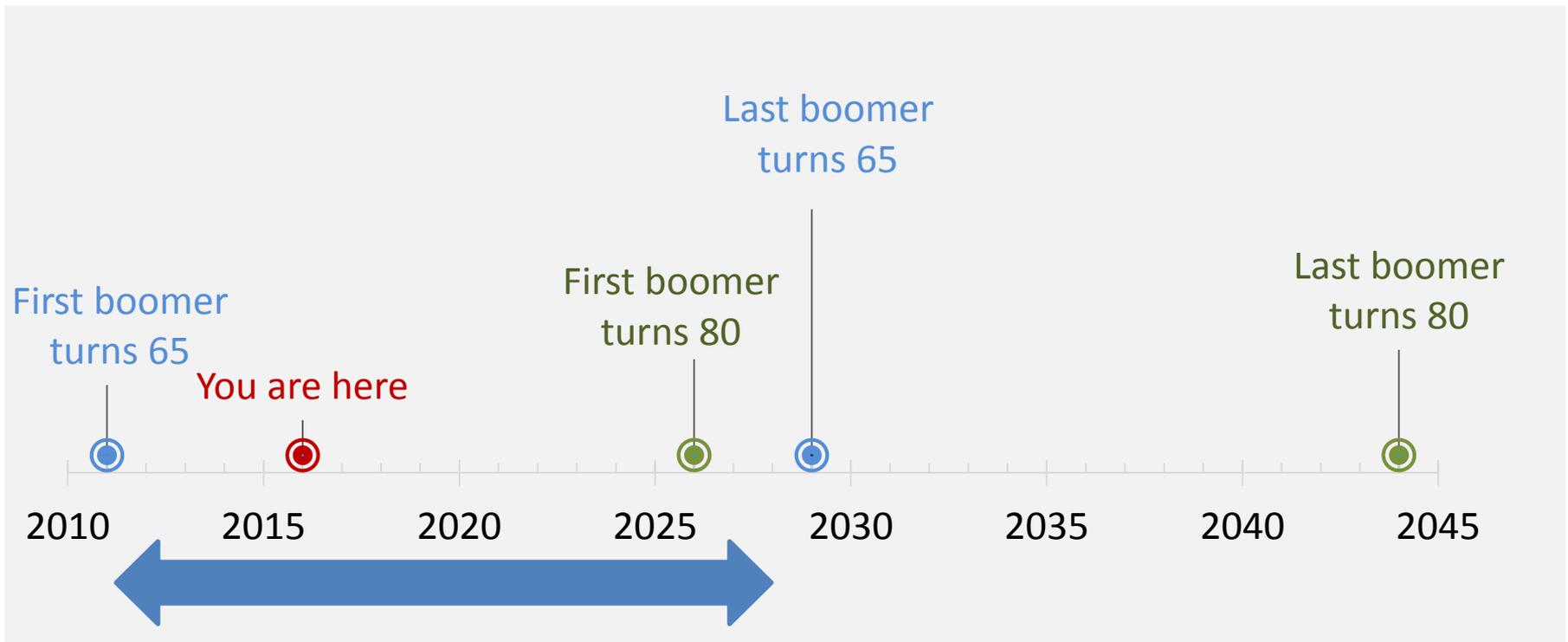
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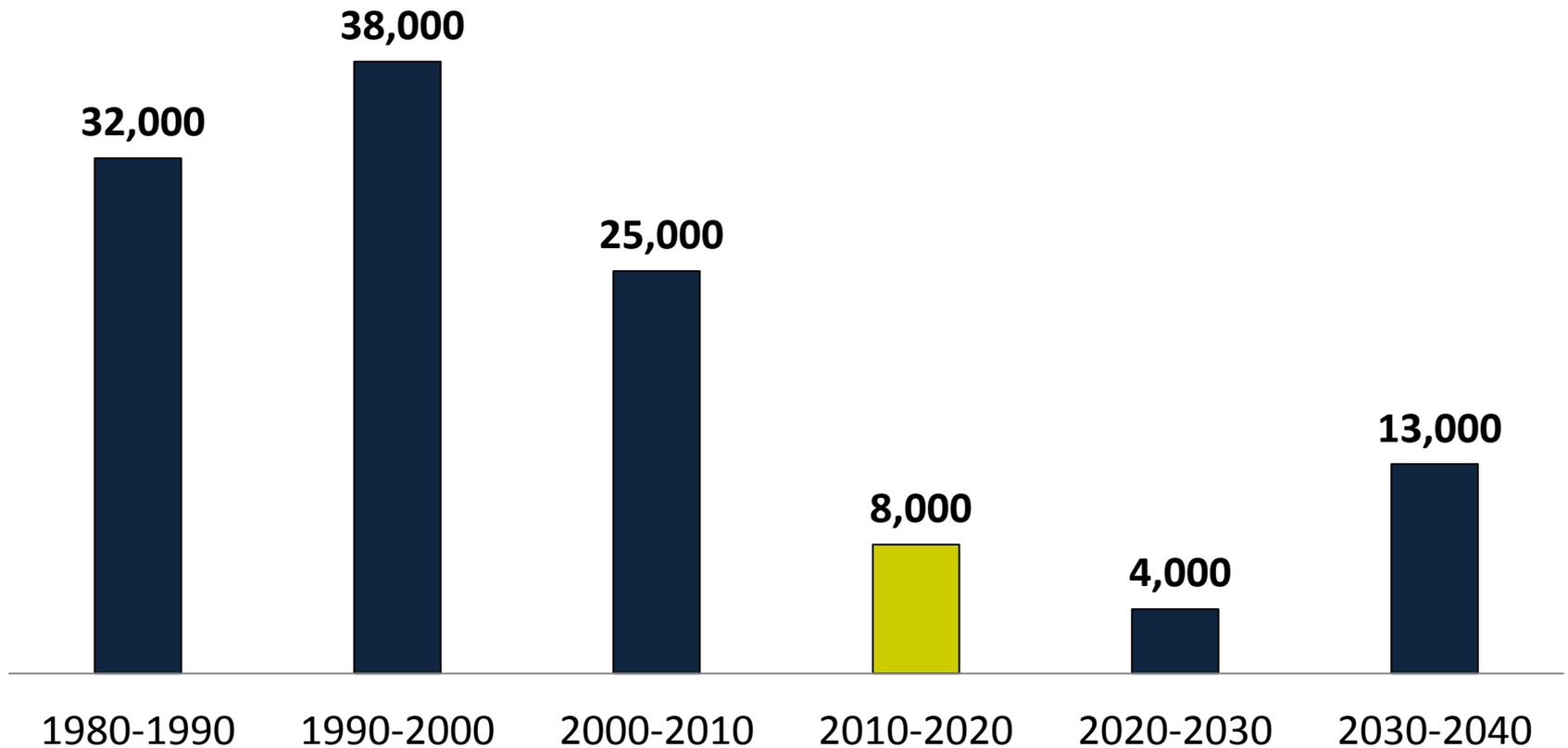
Sources: U.S. Census Bureau and Minnesota State Demographic Center

# The transition to an older Minnesota has already begun



# Projected Growth in Labor Force

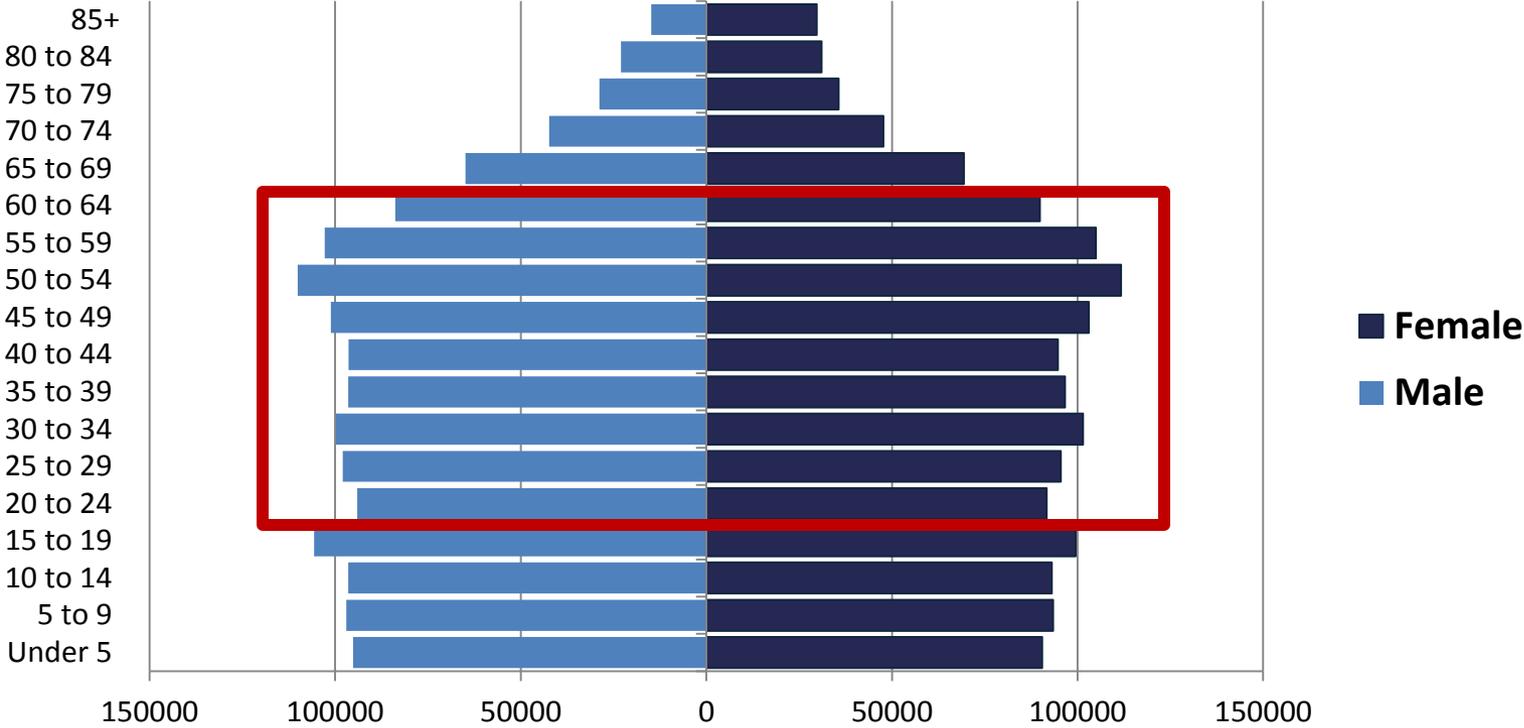
Annual Average, Ages 16+



Source: U.S. Census Bureau, Minnesota State Demographic Center Projections

# The Twin Cities 7-county metro in 2015

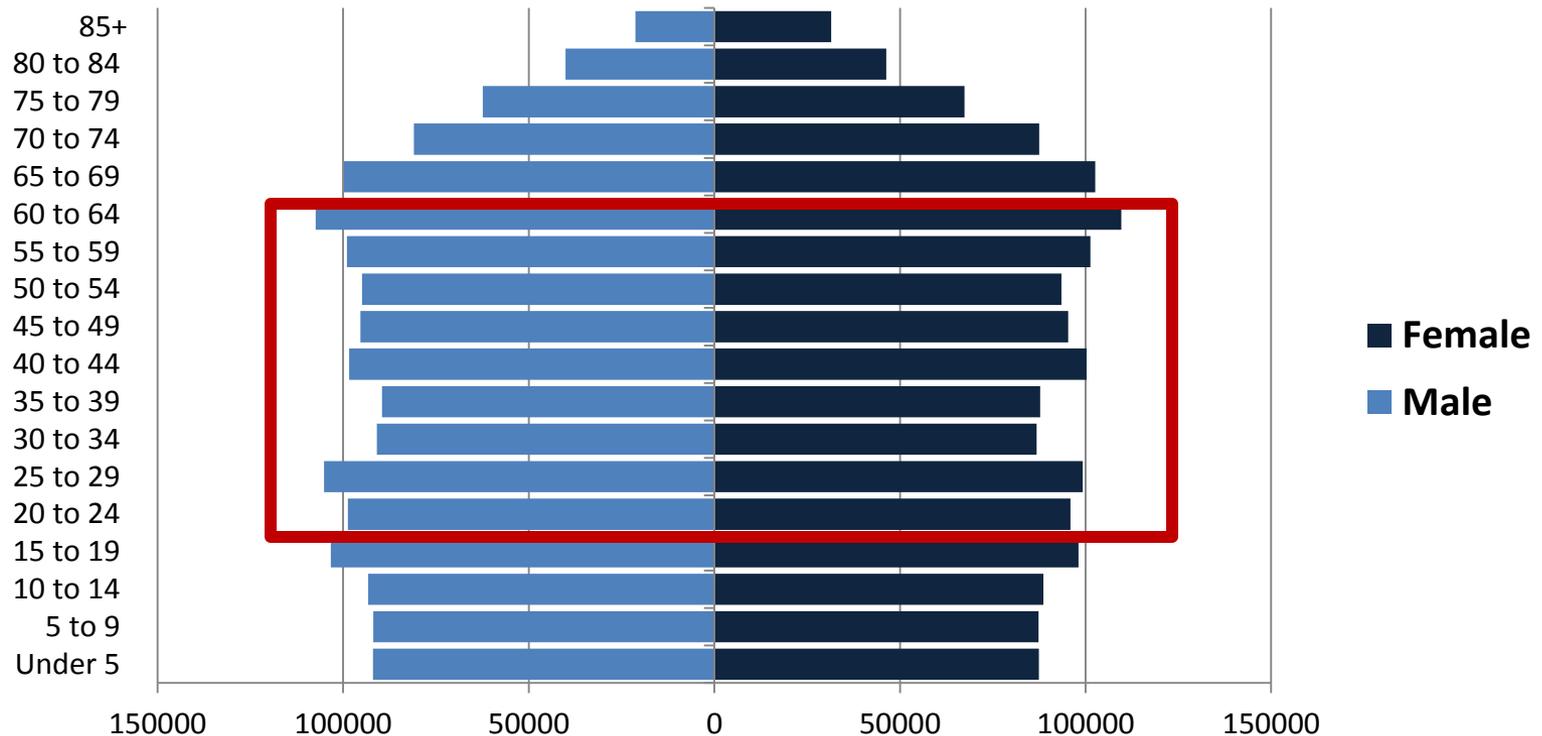
Population by age and sex  
7-county Twin Cities metro, 2015



Source: Minnesota State Demographic Center

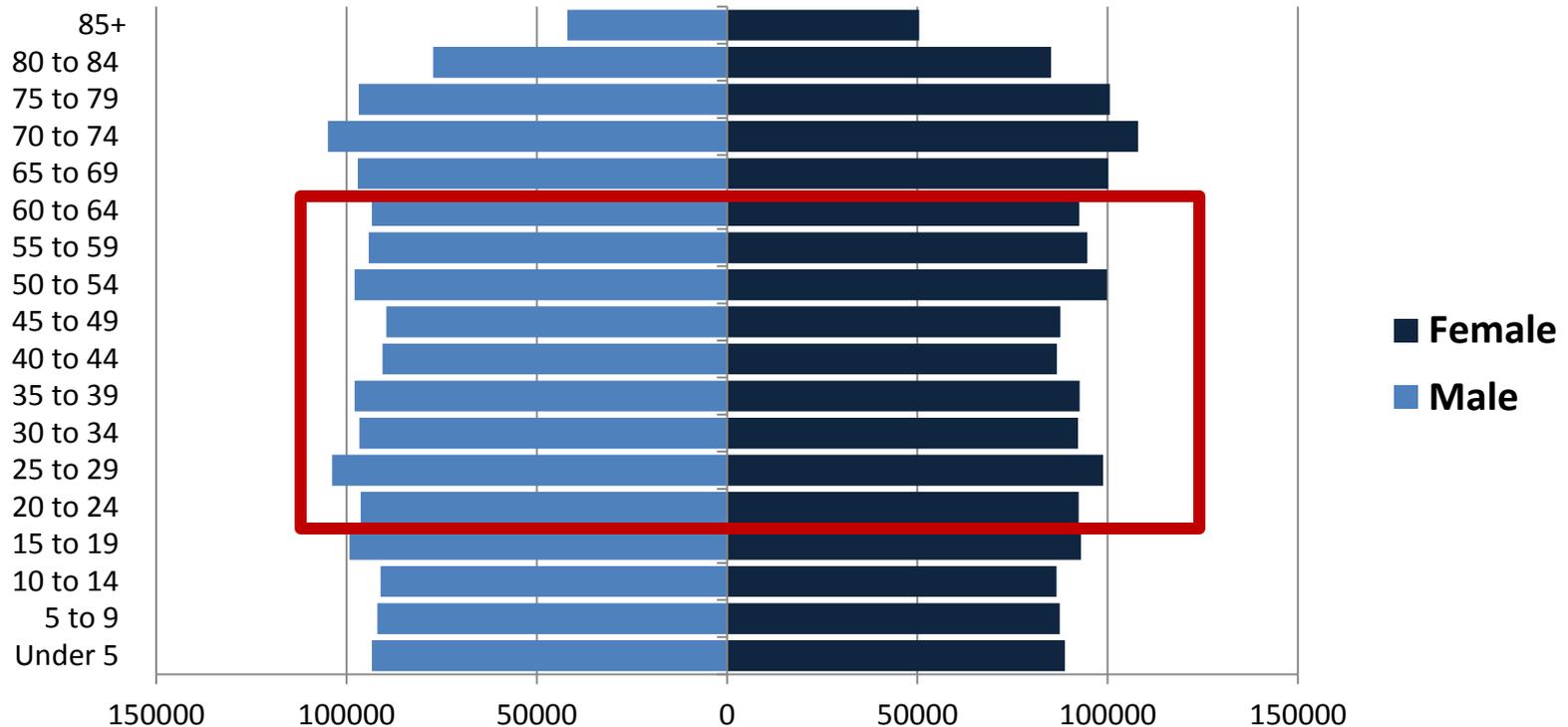
# What the Twin Cities 7-county metro will look like... in 9 years

Population by age and sex  
7-county Twin Cities metro, 2025



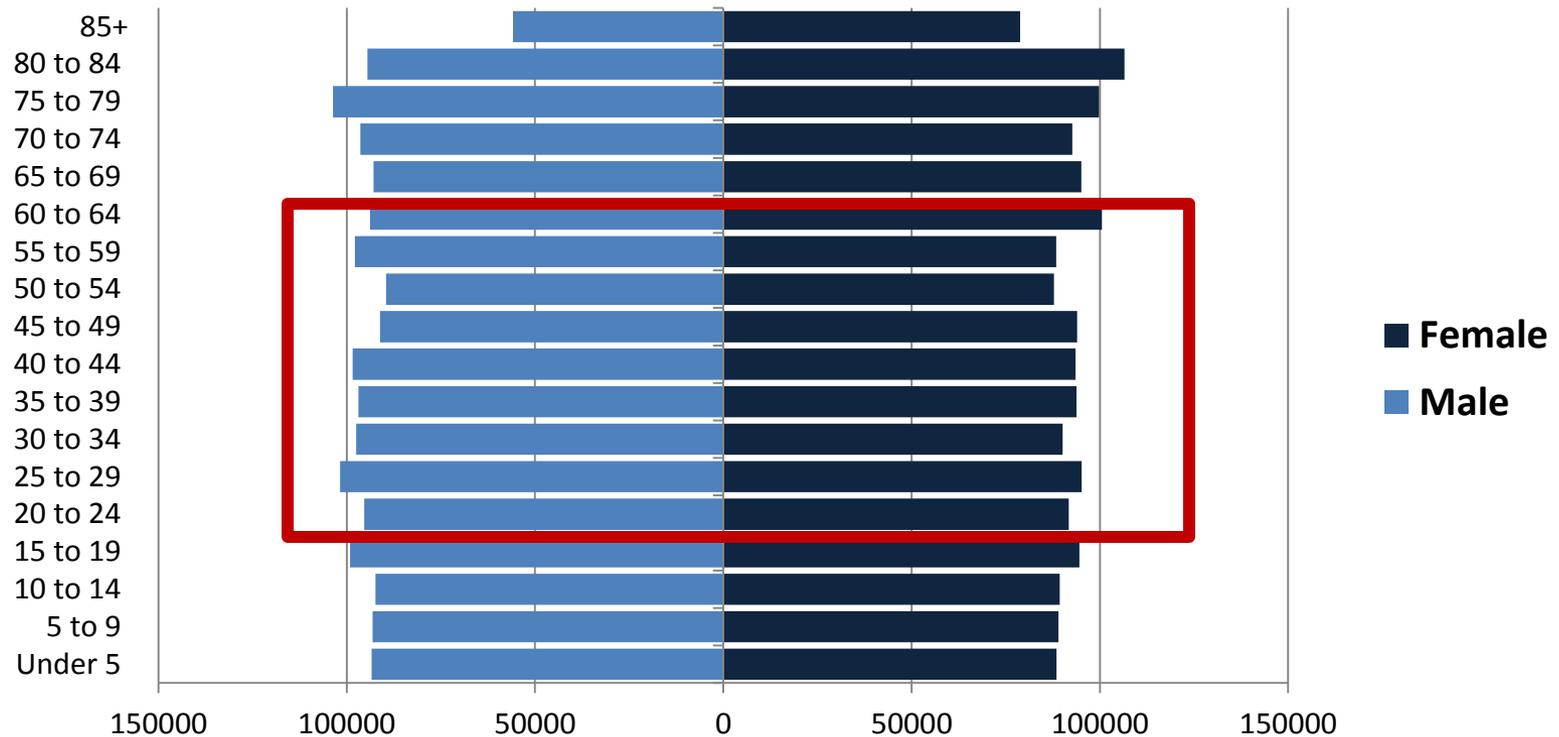
# What the Twin Cities 7-county metro will look like... in 19 years

Population by age and sex  
7-county Twin Cities metro, 2035



# What the Twin Cities 7-county metro will look like... in 29 years

Population by age and sex  
7-county Twin Cities metro, 2045



# Media reports of shortages have begun to

COMMENTARY

## Labor shortage is already felt in southeastern Minnesota

Last month, Minnesota reported 10,000 job vacancies.

By Editorial Board

When Bill Spitzer, Minnesota's governor, brought together...

Spitzer, in his home counties, found communities who had the...

"That little group," said the committee...

Three months ago, through a grant from the state, the MN Together...

VARIETY

## Significant changes in the state's labor market

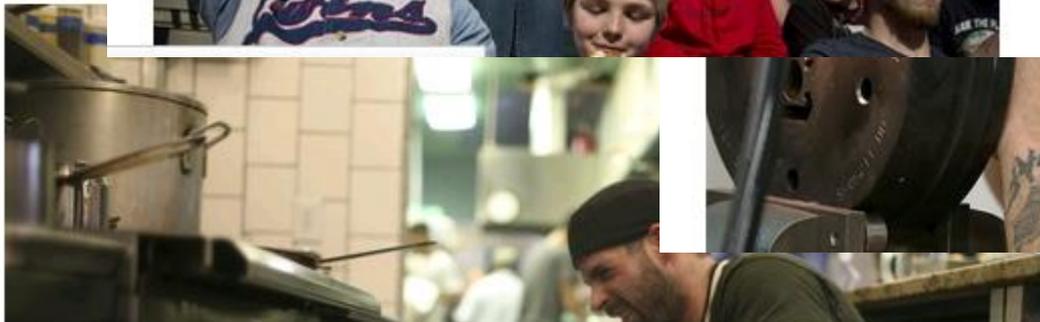
By Adam...

LOCAL

## Worker shortage has Target Field concessions operator busing in out-of-state workers for games

Target Field is busing in concession employees.

By Rochelle Olson Star Tribune | APRIL 19, 2016 — 8:24AM



BUSINESS

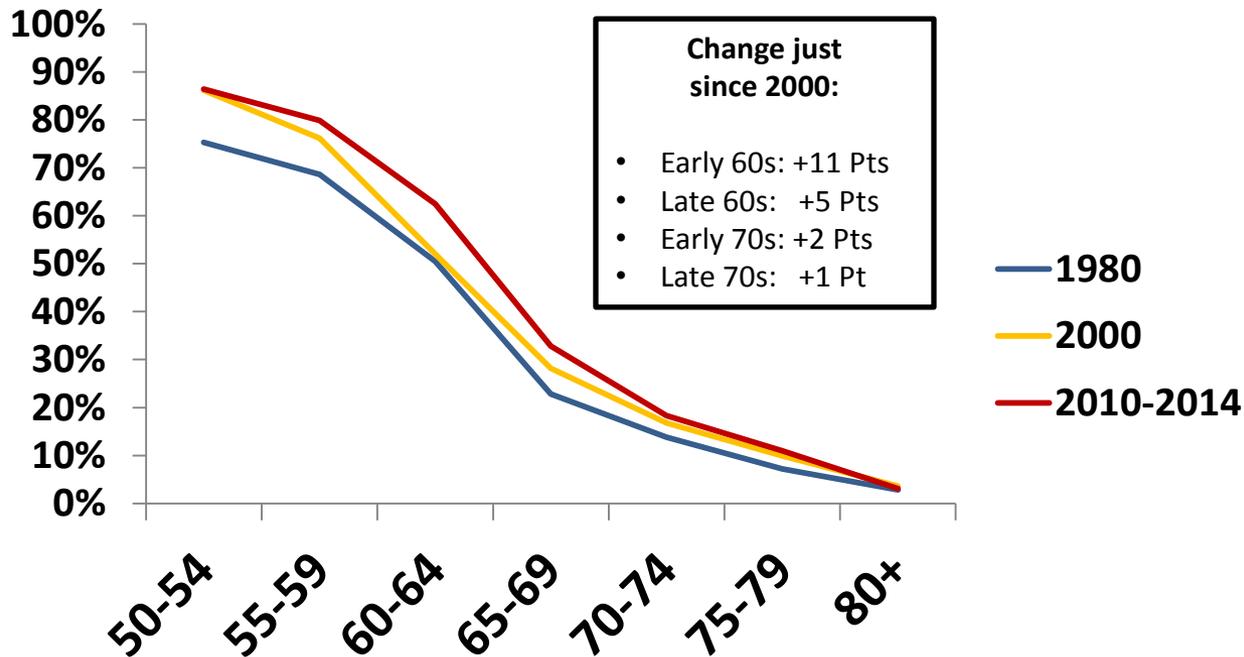
## Rural Minnesota factories spend more on perks, even buy companies to attract workers

perks, even buy companies to attract workers

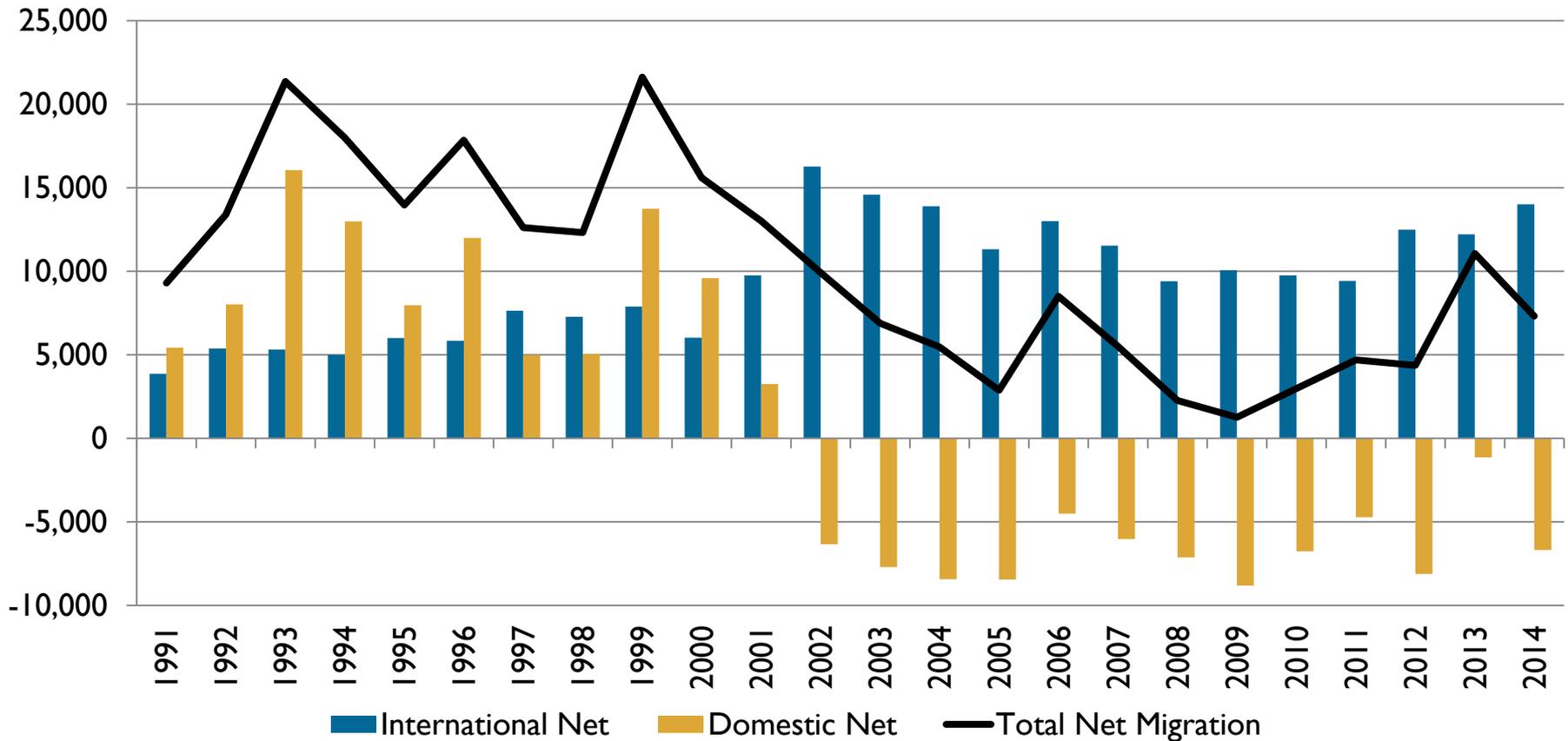
016 — 10:51AM



# Minnesota's older adults remain in the labor force longer than before



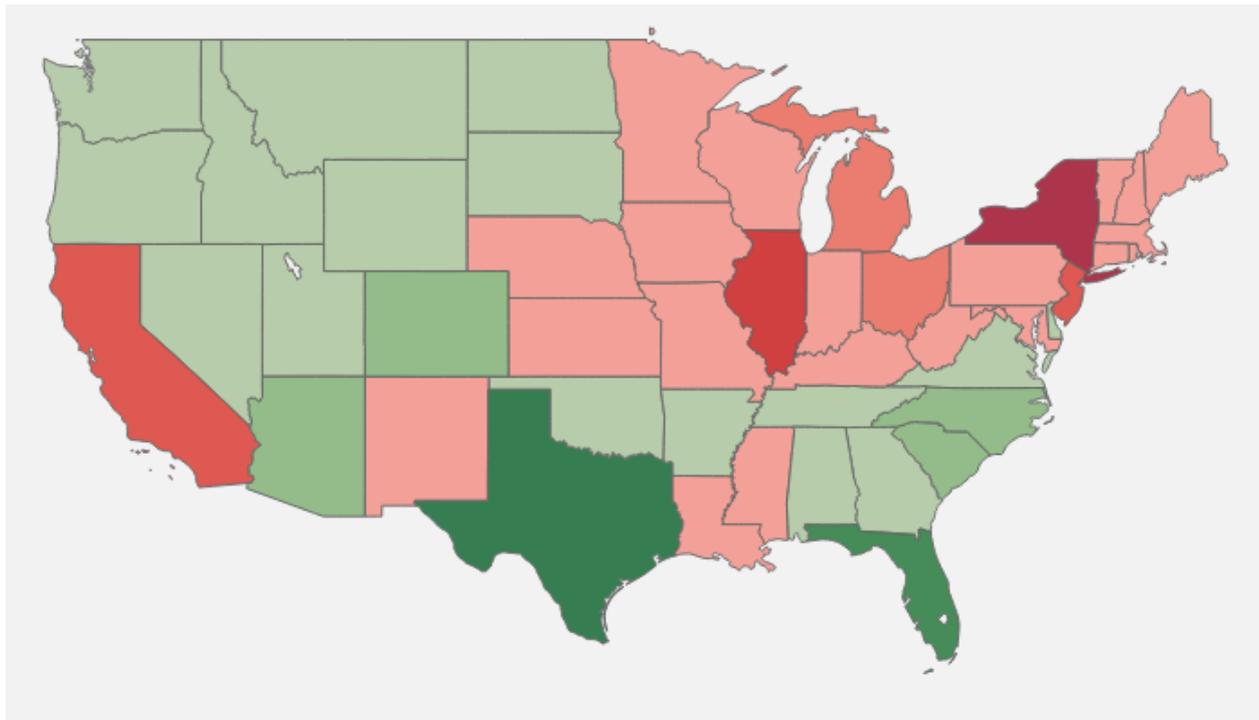
# Minnesota's net migration, by international and domestic components



Source: U.S. Census Bureau, Population Estimates Program. Note: Data for 2009-2010 was unavailable and so interpolated.

# Midwestern states tend to lose more residents to other states than it gains from other states

Domestic Net Migration, By State, April 1, 2010 – July 1, 2014



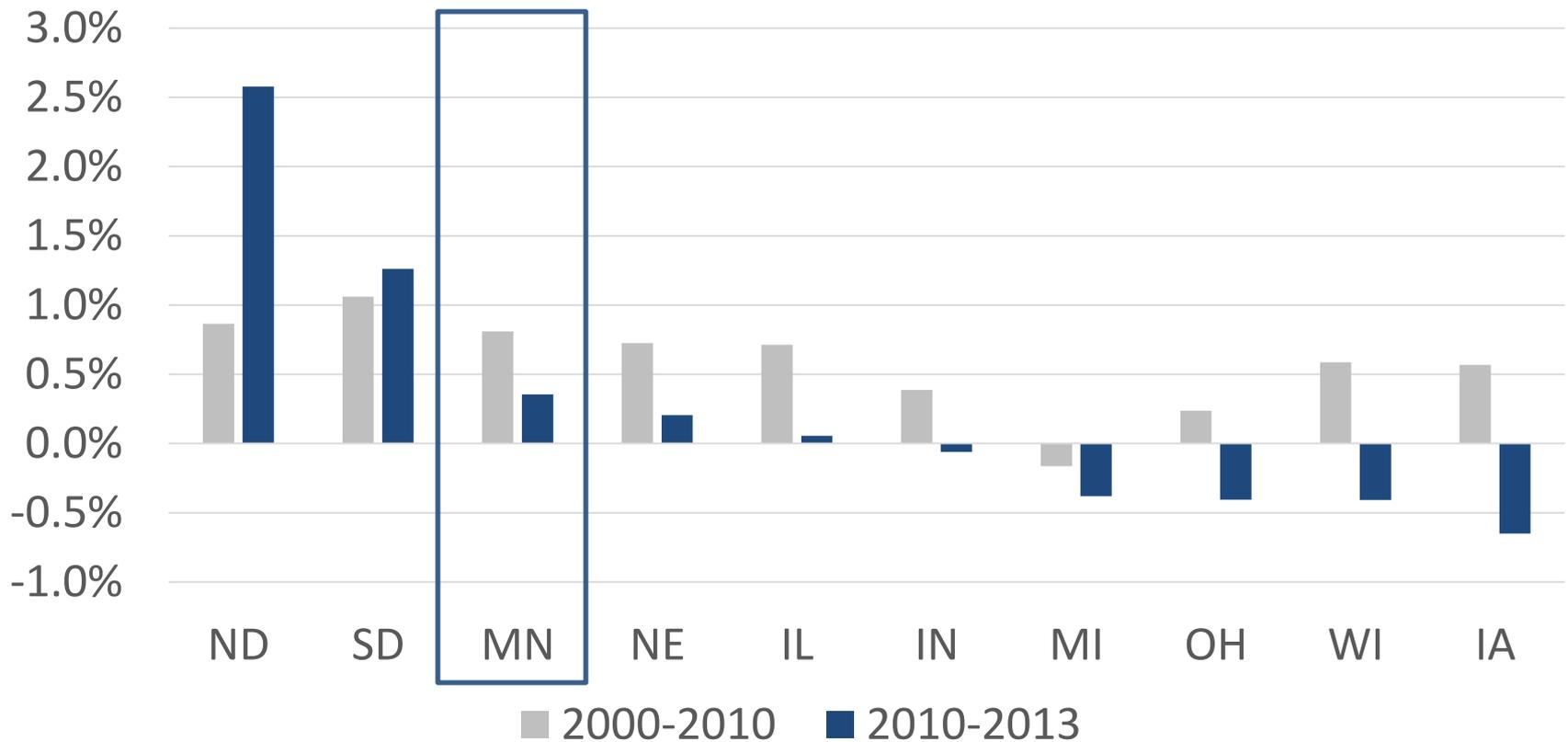
Source: U.S. Census Bureau Population Estimates Program



Spencer Platt, Getty Images, 2014

# Labor force growth has begun to slow for most states

Average annual growth in labor force (ages 16-64)  
Midwesternern States



# MN, U.S., not alone in slower growth of labor force

TABLE 1: AVERAGE ANNUAL GROWTH RATES OF WORKING AGE POPULATION (15-64) WORLD, DEVELOPED AND DEVELOPING REGIONS, AND SELECTED COUNTRIES - 1950-80, 1980-2010, 2010-2030, 2030-50

| Regions and Countries  | 1950-1980 | 1980-2010 | 2010-2030 | 2030-2050 | 2040-2050 |
|------------------------|-----------|-----------|-----------|-----------|-----------|
| World                  | 1.81      | 1.86      | 0.93      | 0.49      | 0.41      |
| More Developed Regions | 1.17      | 0.38      | - 0.26    | - 0.24    | - 0.25    |
| Less Developed Regions | 2.16      | 2.25      | 1.17      | 0.60      | 0.50      |
| U.S.                   | 1.34      | 1.07      | 0.27      | 0.45      | 0.45      |
| Japan                  | 1.56      | 0.13      | - 0.82    | - 1.11    | - 1.01    |
| U.K                    | 0.22      | 0.42      | 0.13      | 0.11      | 0.16      |
| Germany                | 0.35      | 0.15      | - 0.78    | - 0.82    | - 0.70    |
| Russia                 | 1.14      | 0.30      | - 0.82    | - 0.75    | - 1.01    |
| China                  | 1.90      | 1.80      | - 0.06    | - 0.75    | - 0.70    |
| India                  | 1.95      | 2.26      | 1.27      | 0.44      | 0.24      |
| Brazil                 | 2.89      | 2.12      | 0.68      | - 0.24    | - 0.48    |

Source: Own Calculations with data drawn from United Nations Department of Economic and Social Affairs/Population Division, World Population Prospects: The 2012 Revision, Volume I: Comprehensive Tables, New York, 2013.

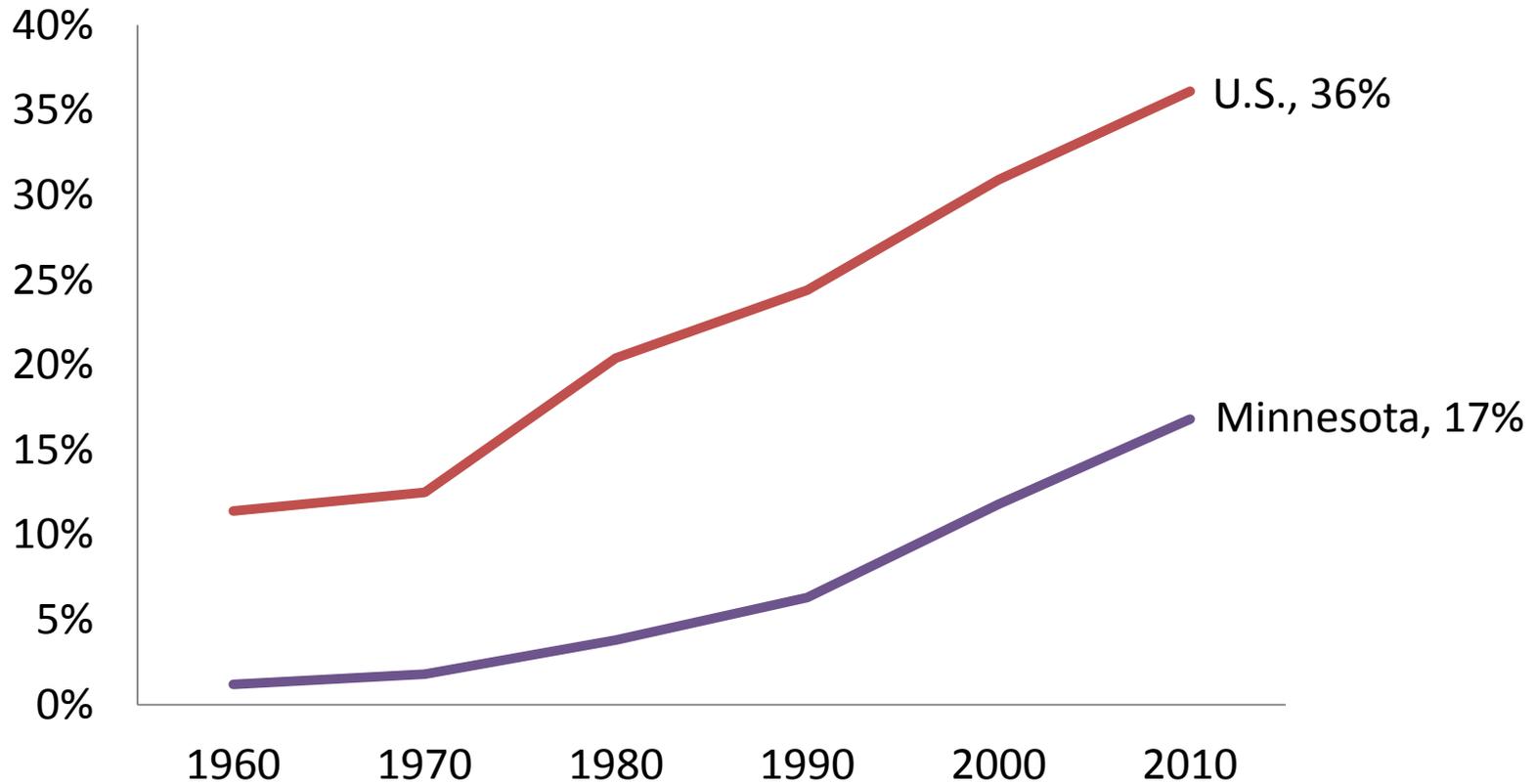
Source: Frischtak, Brookings Institution

# Racial & cultural diversity



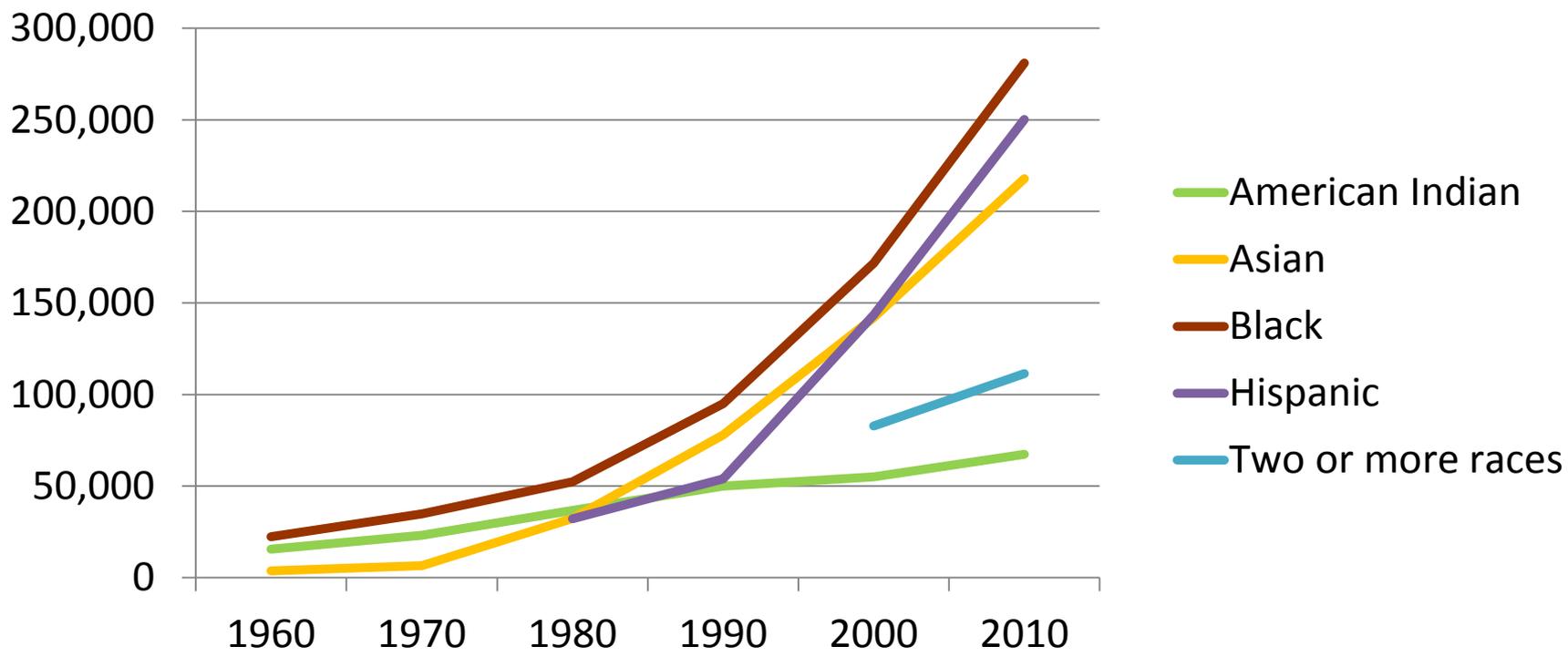
# 50 years of growing diversity

## Proportion of Color



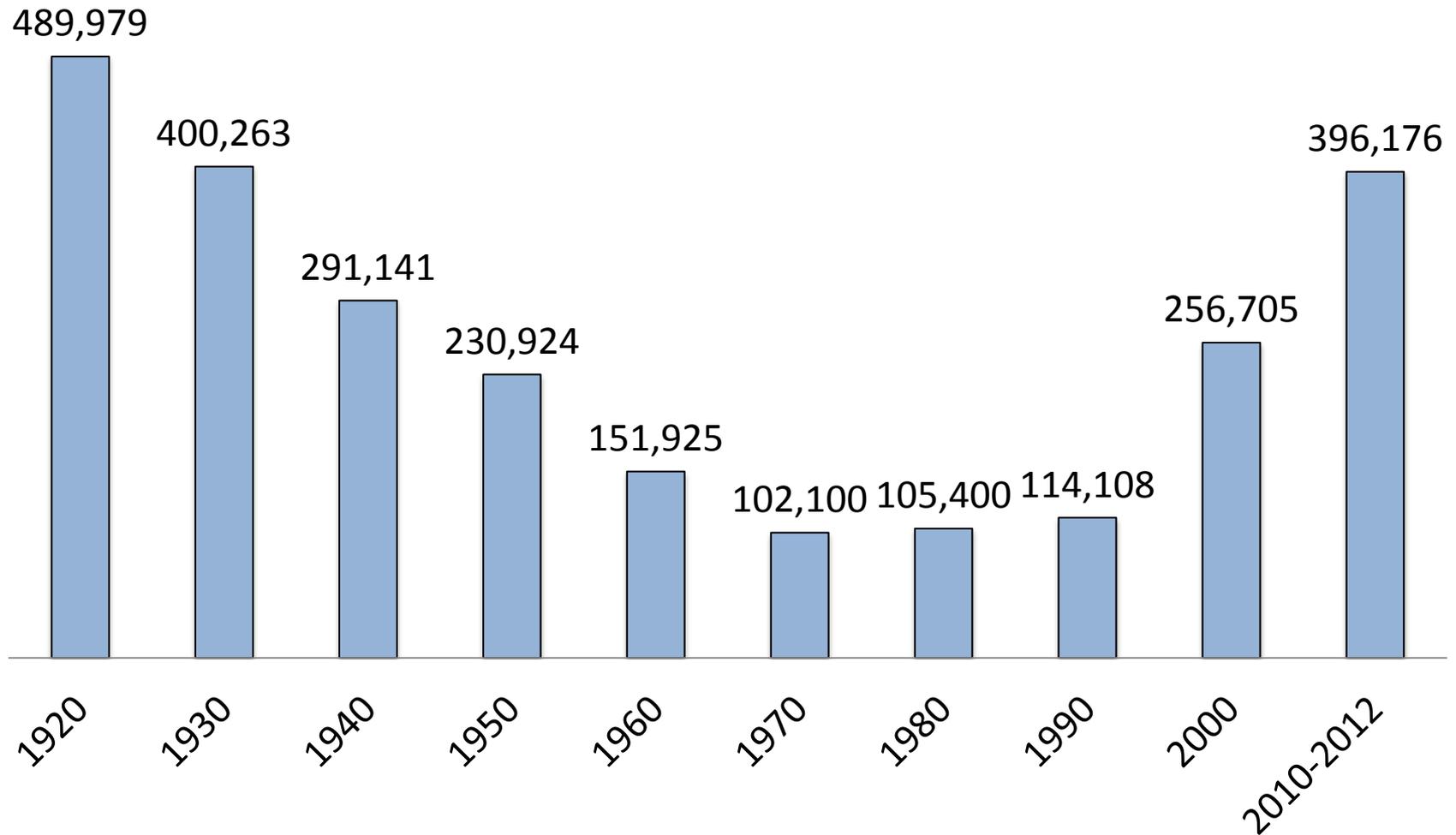
# Black, Latino and Asian populations growing rapidly

## Populations of color, MN



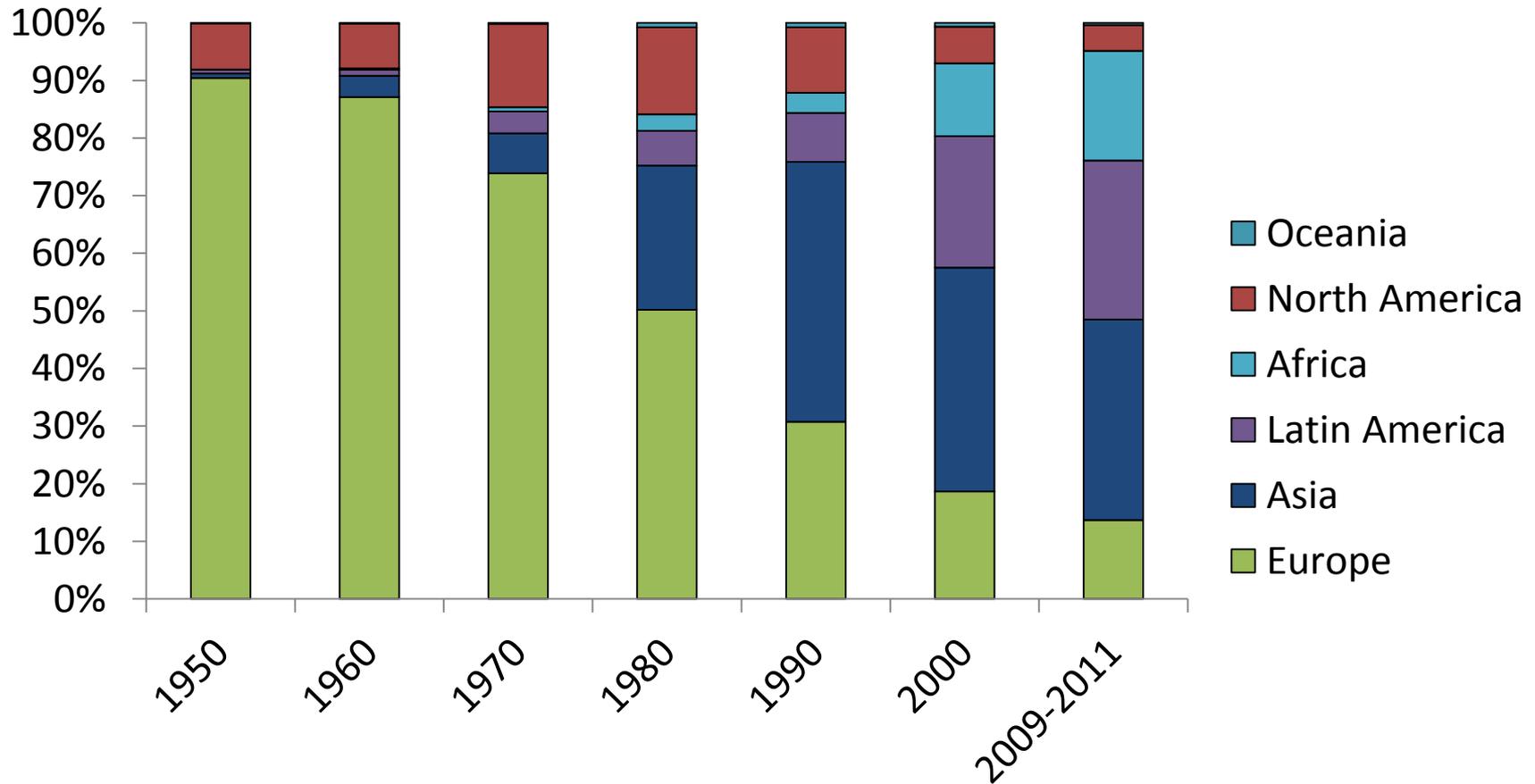
Source: Tabulated by the Minnesota State Demographic Center from the Integrated Public Use Microdata Series

# Foreign-born populations growing since the 1990s



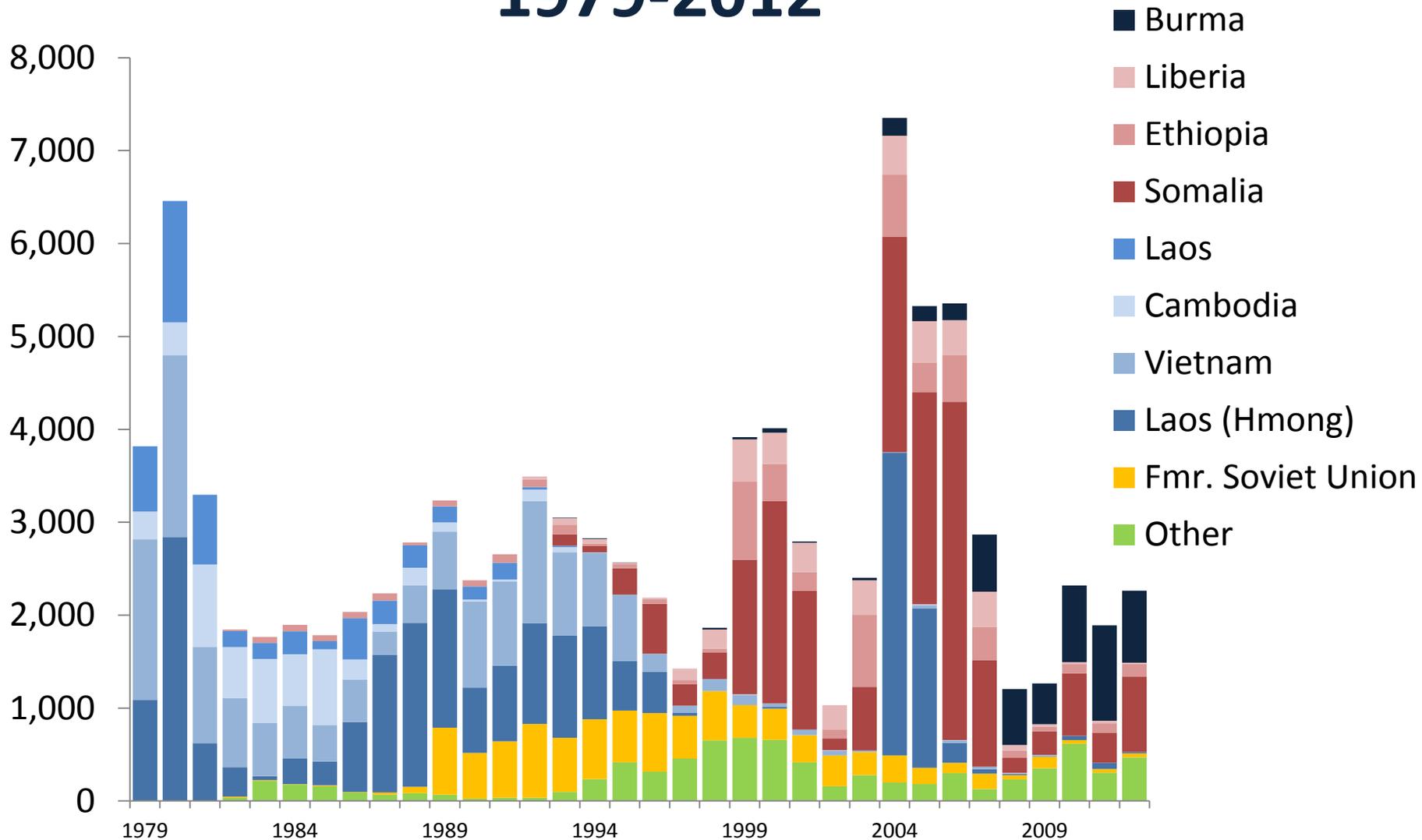
Source: Tabulated from the Integrated Public Use Microdata Series

# + Minnesota's foreign-born population now comes from across the globe



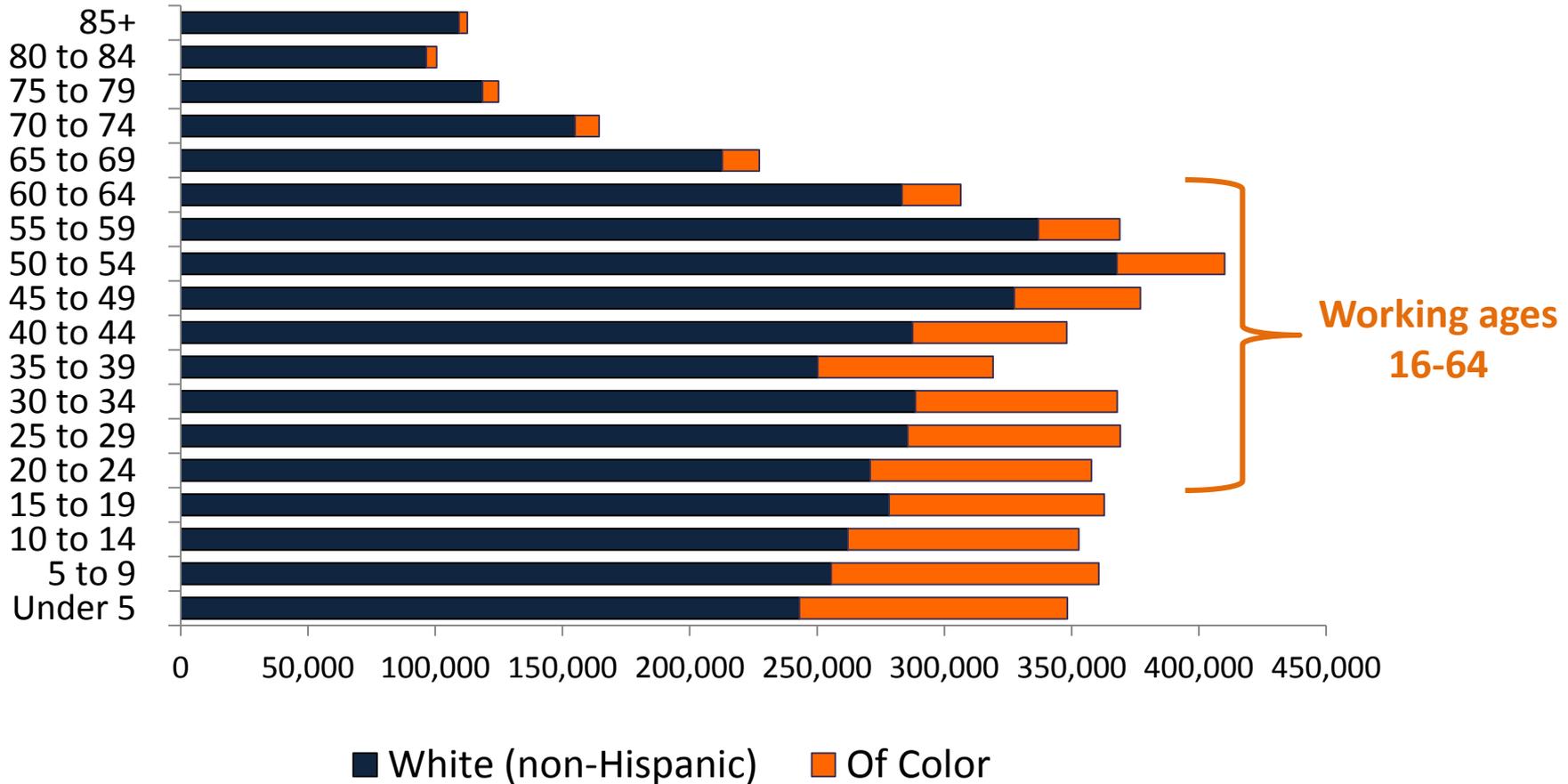
Source: Tabulated by the Minnesota State Demographic Center from the Integrated Public Use Microdata Series, U.S. Census Bureau data

# Primary refugee arrivals to MN 1979-2012



# Minnesota by race, 2012

White (non-Hispanic) and Of Color Population  
Minnesota, 2012



Source: 2012 Population Estimates, U.S. Census Bureau.

# Cultural Groups, by Size

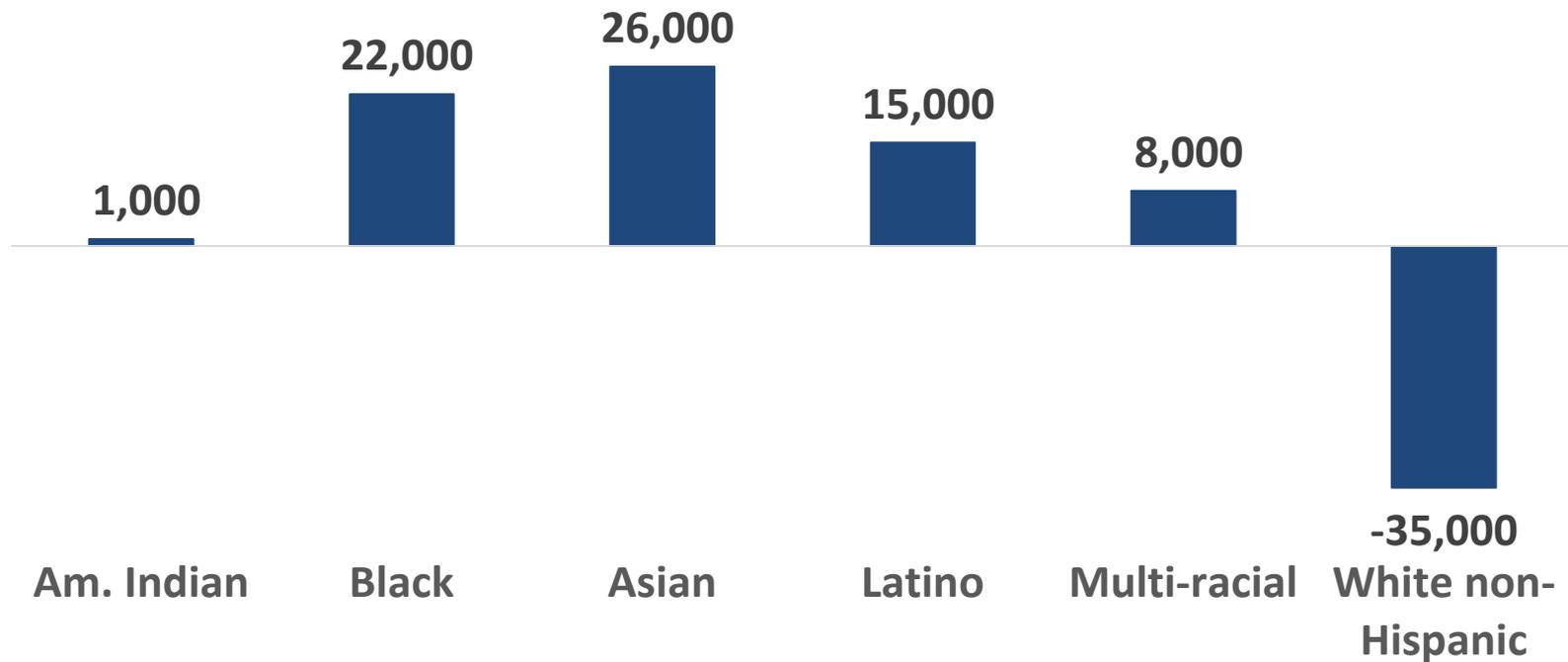
## State of MN



| Cultural Group            | Percent | People    |
|---------------------------|---------|-----------|
| White                     | 82.1%   | 4,417,700 |
| African-American          | 4.0%    | 216,700   |
| Mexican                   | 3.4%    | 184,100   |
| Hmong                     | 1.2%    | 66,600    |
| Somali                    | 0.9%    | 46,300    |
| Asian Indian              | 0.8%    | 42,800    |
| Ojibwe                    | 0.6%    | 33,500    |
| Vietnamese                | 0.6%    | 29,800    |
| Chinese                   | 0.5%    | 29,400    |
| Korean                    | 0.4%    | 22,500    |
| Ethiopian                 | 0.3%    | 17,000    |
| Filipino                  | 0.3%    | 14,100    |
| Liberian                  | 0.3%    | 14,000    |
| Puerto Rican              | 0.2%    | 12,500    |
| Lao                       | 0.2%    | 12,100    |
| Russian                   | 0.2%    | 9,900     |
| Dakota                    | 0.1%    | 6,100     |
| <i>Not in above group</i> | 3.9%    | 207,200   |
| All Minnesotans           | 100%    | 5,382,400 |

# White Working-age Pop. Declining; Robust Growth For Most Populations of Color

Change in typical working-ages (15-64 years)  
Minnesota, 2010-2014



Source: U.S. Census Bureau

# What does a slower growing labor force mean to MN?

- Dampened economic growth?
- No room to leave any potential worker behind (e.g. People of color, older workers, parents, people with disabilities)
- Employers who find and retain workers in new and creative ways win

# Opportunities to impact MN's labor force

- **Grow your own (train, retrain, and retain your own)**
- **Better alignment of preparation (& retooling)**
- **Pull (or keep) additional folks in the labor force:**
  - Older workers
  - People with disabilities
  - Parents, especially mothers
  - Discouraged workers
  - People with less education/skills that align poorly with available jobs
- **Attract new workers (domestic, int'l migration)**

Big, **inevitable** demographic changes  
ahead.

Our job is to **realign**  
to this new demographic reality.



Minnesota State Demographic Center

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