



Guarding Our Citizens — Protective Services in Southeast Minnesota

About 3,650 people are employed in protective services occupations in Southeast Minnesota, accounting for about 1.5 percent of total regional employment. While many consider police officers as the main occupation in protective services, this is not the case in Southeast Minnesota. Correctional officers and jailers make up the highest proportion, representing 20.6 percent of those employed in protective services. Police and sheriff's patrol officers represent 19.2 percent of the total number of protective service employees in the region. Coming in third are security guards who make up 17.3 percent. These three occupations comprise 57.1 percent of all jobs in protective services, according to DEED's Occupational Employment Statistics (Table 1).

This trend is not the same throughout the state. Police and sheriff's patrol officers and security guards still remain in the top three as far as employment is concerned, but the rankings are reversed as security guards are the largest protective services occupation in the state, at 27.0 percent, and police and sheriff's patrol officers remain second with 20.6 percent. Statewide, firefighters replace correctional officers and jailers in third place, 13.1 percent of the employees in this occupational group, while correctional officers still represent a rather significant proportion of protective services employees at 10.4 percent. These four occupations make up two-thirds (66 percent) of the employees in this field in the Southeast region, less than the



Photo: Public Safety

72.0 percent these top occupations represent in the total state.

As Table 1 shows, median wages for protective services as an occupational group are relatively high at \$19.43 per hour, and many jobs in this field pay even higher wages. Not surprisingly, the highest wages are reported in supervisory positions for firefighting and prevention workers (\$35.64), police and detectives (\$35.30), and correctional officers (\$31.09). Many times these supervisory positions can be obtained with experience over time, not necessarily by obtaining additional degrees, certificates, or licenses.

Feature:

How Did You
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For example, in the Minnesota Department of Corrections most Lieutenants and Captains have worked their way up from a Correctional Officer Trainee, through the ranks of Correctional Officer I, Correctional Officer II, and Sargent to reach higher levels. Many other jobs requiring more experience or education within the protective services industry also pay higher wages, including detectives and criminal investigators (\$27.59), police and sheriff's patrol officers (\$24.96), bailiffs (\$23.71), correctional officers (\$21.03), and transportation security screeners (\$16.74).

Although many occupations earn less in the Southeast region than in the state or country, most protective services occupations earn more.

Vacancies in Protective Services

The number of protective services job vacancies has shown a relatively steady increase over time, even jumping to its highest number ever in the second quarter of 2009 during the recession. Vacancies have been fairly

consistent within protective services (except for 2009) whereas there is more variation from year to year when looking at vacancies across all industries (Figures 1 and 2). As Figure 1 shows, the number of job vacancies in protective services is typically higher in the second quarter than the fourth quarter.

Of the protective services vacancies in Southeast Minnesota, 80 percent are part-time (66 percent statewide), and 35 percent are temporary or seasonal, compared to 25 percent in Minnesota. While this may seem discouraging, especially to those who want to start a career in this field, these part-time and temporary/seasonal jobs offer opportunities to gain valuable experience. In addition, those who are attending post-secondary school in a criminal justice program can work part-time or at a temporary/seasonal job in protective services. According to DEED's Job Vacancy Survey, 24 percent of the vacancies in protective services require one or more years of experience.

Strangely, just 7 percent of

protective services job vacancies in the region require post-secondary education, while statewide 30 percent require this level of educational attainment. This is excellent news for job seekers who choose not to get an education past high school. For example, correctional officers with the Minnesota Department of Corrections do not need to have more than a high school education, and a career as an officer offers good wages and job security, as there will always be a need for officers in the state's prisons and jails.

Sixty percent of the vacancies in the Southeast region require at least a certificate or license. There are many options — including associate and bachelor's degrees in criminal justice — for those who choose to further their education past high school. Experience in the field can also make candidates better qualified for graduate programs in criminal justice. Experience allows individuals to start in more advanced protective service occupations, such as investigators and detectives.

Employment and Wages for Protective Service Occupations

Table 1

Occupation Title	Median Hourly Wage			Estimated Employment		
	Southeast	Minnesota	United States	Southeast	Minnesota	United States
Protective Services, All	\$19.43	\$18.88	\$17.82	\$3,650	44,020	3,257,690
First-Line Supervisors of Correctional Officers*	\$31.09	\$32.34	\$27.95	90	570	44,980
First-Line Supervisors of Police and Detectives	\$35.30	\$39.87	\$38.36	190	2,280	101,320
First-Line Supervisors of Fire Fighting and Prevention Workers*	\$35.64	\$35.20	\$33.94	60	730	59,700
First-Line Supervisors of Protective Service Workers*	\$22.40	\$22.63	\$22.21	90	1,080	64,510
Fire Fighters*	\$15.81	\$13.62	\$22.09	320	5,700	302,670
Bailiffs*	\$23.71	\$20.10	\$17.97	80	170	16,360
Correctional Officers and Jailers*	\$21.03	\$21.80	\$19.17	740	4,480	432,680
Detectives and Criminal Investigators	\$27.59	\$33.23	\$37.17	90	1,090	109,960
Police and Sheriff's Patrol Officers	\$24.96	\$29.43	\$27.20	690	8,840	635,380
Security Guards	\$11.50	\$13.19	\$11.66	620	11,600	1,066,730
Lifeguards, Ski, and Other Recreational Protective Workers	\$8.92	\$9.26	\$9.23	270	2,400	130,700
Transportation Security Screeners	\$16.74	\$18.04	\$17.97	20	750	45,790
Protective Service Worker, All Other*	\$15.29	\$16.84	\$14.54	330	2,810	96,260

*Occupation pays higher in the Southeast region than in the state, country or both.

Source: DEED's Occupational Employment Statistics

Employment Projections — Protective Services

Regional projections for the next decade show that all of the occupations in the protective services industry will have openings, though some will need very few new workers. In sum, protective services occupations will need about 1,500 new workers in Southeast Minnesota from 2012 to 2022, but nearly 1,300 of those are replacement openings, which are from retirements or career changes rather than new job growth. The only occupation seeing a notable increase in new jobs is security guards.

As such, the largest number of openings overall is projected for security guards, followed closely by police and sheriff's patrol officers and other protective service workers, which would include jobs in retail loss prevention, community service officers, probation agents, polygraph examiners, surveillance system monitors, and any other job not listed separately in Table 2. Correctional offices and jailers are also expected to have a large number of openings, despite seeing a decline in the number of jobs.

Employment Outlook

Although protective services will likely always require people, technology is having a great impact on the field. Not only has crime become more technologically advanced, crime fighting methods have also evolved. Almost every crime includes some element of technology, with cell phones at the forefront of this trend, according to Marshall Ogren, a detective specializing in digital forensics.

Nearly everyone now carries cell phones equipped with cameras, which can be used by witnesses to photograph or record crimes as they happen. In the same way, investigators can use the perpetrators'

cell phones or computer history to look at texts or other messages for clues about the crimes committed. Ogren uses smartphones and a specialized forensics computer and software programs to investigate crimes.

To be competitive in this field, applicants have to be proficient with technology. In addition, Ogren said that agencies will want to recruit and hire

new people with specialized training in technology such as personnel to investigate cyber security crimes or trainers to increase the skills of existing employees. While there are already some protective services jobs that require the use of cutting-edge crime fighting technology, few people work in them, according to Ogren. But he believes there will be many new jobs requiring technology skills in the future.

Figure 1

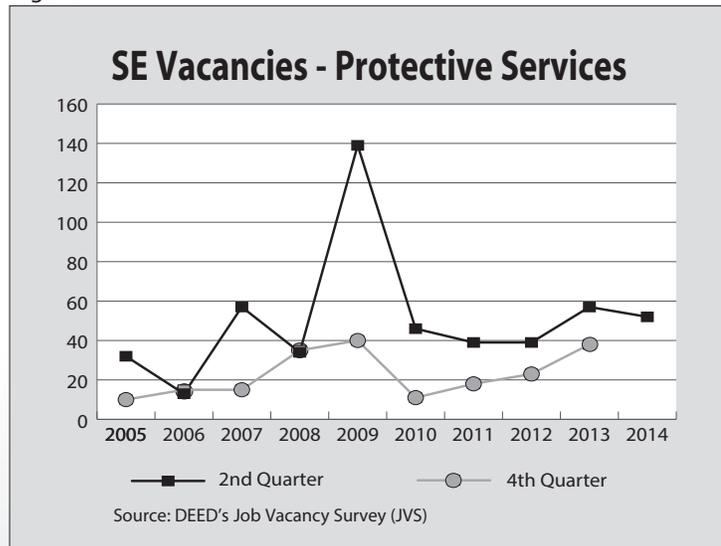
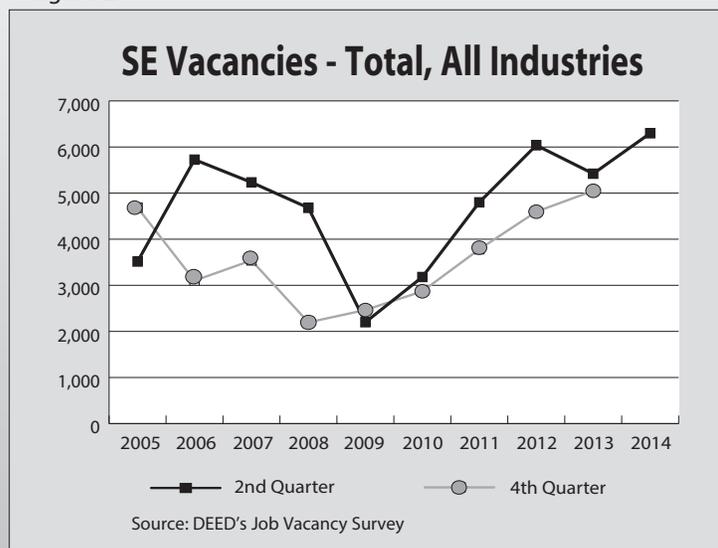


Figure 2



Employment Projections in Protective Services, Southeast Minnesota

Table 2

SOC Occupational Title	Estimated Employment 2012	Projected Employment 2022	Numeric Change 2012-2022	Percent Change 2012-2022	Replacement Openings, 2012-2022	Total Openings, 2012-2022
Total, All Occupations	262,725	279,634	16,909	6.4%	60,748	80,879
Protective Service Occupations	4,063	4,142	79	1.9%	1,295	1,481
First-Line Supervisors of Correctional Officers	86	83	-3	-3.5%	30	30
First-Line Supervisors of Police and Detectives	204	194	-10	-4.9%	60	60
First-Line Supervisors of Fire Fighting and Prevention Workers	67	64	-3	-4.5%	29	29
First-Line Supervisors of Protective Service Workers, All Other	91	98	7	7.7%	21	28
Firefighters	440	421	-19	-4.3%	120	120
Fire Inspectors and Investigators	14	13	-1	-7.1%	4	
Bailiffs	13	13	0	0.0%	3	3
Correctional Officers and Jailers	742	710	-32	-4.3%	197	197
Detectives and Criminal Investigators	76	73	-3	-4.0%	17	17
Police & Sheriff's Patrol Officers	784	752	-32	-4.1%	246	246
Animal Control Workers	10	10	0	0.0%	2	2
Private Detectives and Investigators	16	21	5	31.3%	4	9
Gaming Surveillance Officers and Gaming Investigators	30	31	1	3.3%	5	6
Security Guards	821	980	159	19.4%	126	285
Crossing Guards	21	20	-1	-4.8%	3	3
Lifeguards, Ski, and Other Recreational Protective Service Workers	279	281	2	0.7%	191	193
Transportation Security Screeners	22	21	-1	-4.6%	5	5
Protective Service Workers, All Other	336	348	12	3.6%	230	242

Source: DEED's Employment Outlook Tool

Conclusion

It's safe to say that the protective services industry will continue to see growth and openings in the future. With many jobs in this industry paying well and willing individuals who want to be part of protecting Southeast Minnesota, whether it be on the streets, in a prison or jail, or fighting blazes, Minnesotans can feel safe in their neighborhoods, cities, and counties in the Southeast region.

by Mark Schultz
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 Minnesota Department of Employment and
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Labor Force Estimates

County/ Area

County/ Area	Labor Force			Employment			Unemployment			Rate of Unemployment		
	Jan 2015	Dec 2014	Jan 2014	Jan 2015	Dec 2014	Jan 2014	Jan 2015	Dec 2014	Jan 2014	Jan 2015	Dec 2014	Jan 2014
United States ('000s) (Seasonally adjusted) (Unadjusted)	157,180 156,050	156,129 155,521	155,460 154,381	148,201 146,552	147,442 147,190	145,224 143,526	8,979 9,498	8,688 8,331	10,236 10,855	5.7% 6.1	5.6% 5.4	6.6% 7.0
Minnesota (Seasonally adjusted) (Unadjusted)	2,988,257 2,979,991	2,976,618 2,964,848	2,972,482 2,950,775	2,878,339 2,844,010	2,866,863 2,859,582	2,838,593 2,790,388	109,918 135,981	109,754 105,266	133,889 160,387	3.7 4.6	3.7 3.6	4.5 5.4
Metropolitan Statistical Areas (MSA)*												
Mpls.-St. Paul MSA	1,909,028	1,902,004	1,899,223	1,830,524	1,840,275	1,805,374	78,504	61,729	93,849	4.1	3.2	4.9
Duluth-Superior MSA	141,255	140,994	142,708	133,499	134,896	133,218	7,756	6,098	9,490	5.5	4.3	6.6
Rochester MSA	118,055	116,474	116,498	113,166	112,884	110,895	4,889	3,590	5,603	4.1	3.1	4.8
St. Cloud MSA	110,505	109,659	108,881	104,931	105,484	102,499	5,574	4,175	6,382	5.0	3.8	5.9
Mankato-N Mankato MSA	59,592	58,900	58,161	57,492	57,359	55,670	2,100	1,541	2,491	3.5	2.6	4.3
Fargo-Moorhead MSA	129,968	130,256	125,326	125,309	126,722	120,864	4,659	3,534	4,462	3.6	2.7	3.6
Grand Forks MSA	55,384	55,177	54,297	53,218	53,495	51,936	2,166	1,682	2,361	3.9	3.0	4.3
Region One	50,466	50,223	48,361	47,321	47,854	44,810	3,145	2,369	3,551	6.2	4.7	7.3
Kittson	2,529	2,478	2,403	2,395	2,361	2,237	134	117	166	5.3	4.7	6.9
Marshall	6,004	5,973	5,587	5,443	5,541	4,992	561	432	595	9.3	7.2	10.6
Norman	3,617	3,575	3,314	3,402	3,413	3,083	215	162	231	5.9	4.5	7.0
Pennington	9,118	9,371	8,731	8,416	8,822	7,970	702	549	761	7.7	5.9	8.7
Polk	17,860	17,476	17,177	16,969	16,814	16,099	891	662	1,078	5.0	3.8	6.3
Red Lake	2,343	2,359	2,266	2,138	2,236	2,036	205	123	230	8.7	5.2	10.2
Roseau	8,995	8,991	8,883	8,558	8,667	8,393	437	324	490	4.9	3.6	5.5
Region Two	42,645	42,164	41,617	39,557	39,718	38,070	3,088	2,446	3,547	7.2	5.8	8.5
Beltrami	23,671	23,502	23,026	22,264	22,369	21,348	1,407	1,133	1,678	5.9	4.8	7.3
Clearwater	4,774	4,620	4,604	4,161	4,161	3,895	613	459	709	12.8	9.9	15.4
Hubbard	9,297	9,259	9,147	8,497	8,634	8,276	800	625	871	8.6	6.8	9.5
Lake of the Woods	2,541	2,441	2,478	2,433	2,343	2,358	108	98	120	4.3	4.0	4.8
Mahnomen	2,362	2,342	2,362	2,202	2,211	2,193	160	131	169	6.8	5.6	7.2
Region Three	160,825	160,623	162,263	151,249	153,120	150,553	9,576	7,503	11,710	6.0	4.7	7.2
Aitkin	6,711	6,749	6,693	6,151	6,320	6,052	560	429	641	8.3	6.4	9.6
Carlton	17,392	17,275	17,483	16,346	16,489	16,286	1,046	786	1,197	6.0	4.5	6.8
Cook	2,945	2,952	2,893	2,749	2,788	2,651	196	164	242	6.7	5.6	8.4
Itasca	21,773	21,832	21,527	20,194	20,576	19,636	1,579	1,256	1,891	7.3	5.8	8.8
Koochiching	6,220	6,236	6,464	5,641	5,727	5,814	579	509	650	9.3	8.2	10.1
Lake	5,416	5,398	5,470	5,135	5,181	5,110	281	217	360	5.2	4.0	6.6
St. Louis	100,368	100,181	101,733	95,033	96,039	95,004	5,335	4,142	6,729	5.3	4.1	6.6
City of Duluth	44,984	44,925	45,441	42,942	43,397	42,929	2,042	1,528	2,512	4.5	3.4	5.5
Balance of St. Louis County	55,384	55,256	56,292	52,091	52,642	52,075	3,293	2,614	4,217	5.9	4.7	7.5
Region Four	127,070	126,747	122,695	120,603	121,868	115,656	6,467	4,879	7,039	5.1	3.8	5.7
Becker	17,929	17,796	17,627	16,835	16,928	16,391	1,094	868	1,236	6.1	4.9	7.0
Clay	36,259	36,170	34,956	34,763	35,107	33,283	1,496	1,063	1,673	4.1	2.9	4.8
Douglas	19,820	19,921	19,373	18,899	19,184	18,371	921	737	1,002	4.6	3.7	5.2
Grant	3,484	3,453	3,330	3,241	3,278	3,071	243	175	259	7.0	5.1	7.8
Otter Tail	31,358	31,223	30,260	29,469	29,793	28,238	1,889	1,430	2,022	6.0	4.6	6.7
Pope	6,453	6,385	6,087	6,150	6,158	5,758	303	227	329	4.7	3.6	5.4
Stevens	6,034	6,161	5,767	5,798	5,987	5,507	236	174	260	3.9	2.8	4.5
Traverse	1,862	1,832	1,662	1,749	1,744	1,567	113	88	95	6.1	4.8	5.7
Wilkin	3,871	3,806	3,633	3,699	3,689	3,470	172	117	163	4.4	3.1	4.5
Region Five	81,817	81,246	80,911	75,538	76,282	73,816	6,279	4,964	7,095	7.7	6.1	8.8
Cass	13,696	13,737	13,373	12,443	12,719	11,969	1,253	1,018	1,404	9.1	7.4	10.5
Crow Wing	30,224	30,204	30,927	27,963	28,409	28,305	2,261	1,795	2,622	7.5	5.9	8.5
Morrison	17,755	17,438	17,343	16,295	16,294	15,721	1,460	1,144	1,622	8.2	6.6	9.4
Todd	13,830	13,591	13,112	13,051	12,981	12,224	779	610	888	5.6	4.5	6.8
Wadena	6,312	6,276	6,156	5,786	5,879	5,597	526	397	559	8.3	6.3	9.1
Region Six East	67,307	66,100	65,122	63,664	63,399	60,934	3,643	2,701	4,188	5.4	4.1	6.4
Kandiyohi	24,609	24,449	24,038	23,335	23,515	22,582	1,274	934	1,456	5.2	3.8	6.1
McLeod	19,763	19,129	19,447	18,720	18,348	18,197	1,043	781	1,250	5.3	4.1	6.4
Meeker	13,509	13,269	12,799	12,728	12,679	11,942	781	590	857	5.8	4.4	6.7
Renville	9,426	9,253	8,838	8,881	8,857	8,213	545	396	625	5.8	4.3	7.1

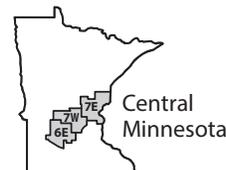
*Minneapolis-St. Paul Metropolitan Statistical Area (MSA) now includes Sherburne County in Minnesota and Pierce County in Wisconsin. St. Cloud MSA is now comprised of Benton and Stearns counties.

Numbers are unadjusted unless otherwise labeled.
Source: Department of Employment and Economic Development,
Local Area Unemployment Statistics, and North Dakota Job Service, 2015.

Labor Force Estimates

County/ Area

County/ Area	Labor Force			Employment			Unemployment			Rate of Unemployment		
	Jan 2015	Dec 2014	Jan 2014	Jan 2015	Dec 2014	Jan 2014	Jan 2015	Dec 2014	Jan 2014	Jan 2015	Dec 2014	Jan 2014
Region Six West	24,696	24,053	23,528	23,092	23,034	21,873	1,604	1,019	1,655	6.5%	4.2%	7.0%
Big Stone	2,714	2,608	2,518	2,540	2,479	2,337	174	129	181	6.4	4.9	7.2
Chippewa	7,188	7,126	6,877	6,731	6,852	6,373	457	274	504	6.4	3.8	7.3
Lac Qui Parle	3,862	3,706	3,727	3,615	3,549	3,438	247	157	289	6.4	4.2	7.8
Swift	5,218	5,017	4,881	4,803	4,775	4,530	415	242	351	8.0	4.8	7.2
Yellow Medicine	5,714	5,596	5,525	5,403	5,379	5,195	311	217	330	5.4	3.9	6.0
Region Seven East	86,085	85,088	85,568	80,239	80,585	78,814	5,846	4,503	6,754	6.8	5.3	7.9
Chisago	28,885	28,608	28,714	27,303	27,394	26,841	1,582	1,214	1,873	5.5	4.2	6.5
Isanti	20,419	20,244	20,318	19,232	19,313	18,924	1,187	931	1,394	5.8	4.6	6.9
Kanabec	8,975	8,777	8,953	8,112	8,100	8,007	863	677	946	9.6	7.7	10.6
Mille Lacs	12,969	12,771	12,942	11,922	11,947	11,685	1,047	824	1,257	8.1	6.5	9.7
Pine	14,837	14,688	14,641	13,670	13,831	13,357	1,167	857	1,284	7.9	5.8	8.8
Region Seven West	231,235	229,417	228,783	219,566	220,589	215,295	11,669	8,828	13,488	5.0	3.8	5.9
Benton	21,912	21,715	21,706	20,576	20,703	20,148	1,336	1,012	1,558	6.1	4.7	7.2
Sherburne	49,322	48,934	49,087	46,713	46,948	46,027	2,609	1,986	3,060	5.3	4.1	6.2
Stearns	88,593	87,944	87,175	84,355	84,781	82,351	4,238	3,163	4,824	4.8	3.6	5.5
Wright	71,408	70,824	70,815	67,922	68,157	66,769	3,486	2,667	4,046	4.9	3.8	5.7
Region Eight	67,781	67,036	65,011	64,636	64,713	61,539	3,145	2,323	3,472	4.6	3.5	5.3
Cottonwood	5,950	6,009	5,756	5,683	5,788	5,453	267	221	303	4.5	3.7	5.3
Jackson	6,638	6,466	6,336	6,360	6,217	6,052	278	249	284	4.2	3.9	4.5
Lincoln	3,544	3,481	3,335	3,348	3,325	3,129	216	156	206	5.5	4.5	6.2
Lyon	15,517	15,339	15,048	14,808	14,844	14,267	709	495	781	4.6	3.2	5.2
Murray	5,107	5,061	4,815	4,732	4,804	4,442	375	257	373	7.3	5.1	7.7
Nobles	11,711	11,465	11,205	11,257	11,140	10,679	454	325	526	3.9	2.8	4.7
Pipestone	5,199	5,154	4,915	4,956	4,984	4,627	243	170	288	4.7	3.3	5.9
Redwood	8,207	8,193	7,888	7,753	7,861	7,373	454	332	515	5.5	4.1	6.5
Rock	5,908	5,868	5,713	5,739	5,750	5,517	169	118	196	2.9	2.0	3.4
Region Nine	133,000	131,380	130,041	126,702	126,612	122,652	6,298	4,768	7,389	4.7	3.6	5.7
Blue Earth	39,388	38,957	38,507	37,946	37,894	36,804	1,442	1,063	1,703	3.7	2.7	4.4
Brown	14,545	14,356	14,478	13,728	13,775	13,532	817	581	946	5.6	4.0	6.5
Faribault	7,584	7,533	7,306	7,165	7,210	6,772	419	323	534	5.5	4.3	7.3
Le Sueur	15,963	15,720	15,737	14,909	14,883	14,495	1,054	837	1,242	6.6	5.3	7.9
Martin	10,464	10,368	10,195	9,934	9,942	9,577	530	426	618	5.1	4.1	6.1
Nicollet	20,204	19,943	19,654	19,546	19,465	18,866	658	478	788	3.3	2.4	4.0
Sibley	8,795	8,562	8,364	8,321	8,182	7,815	474	380	549	5.4	4.4	6.6
Waseca	9,565	9,555	9,597	9,041	9,152	8,989	524	403	608	5.5	4.2	6.3
Watonwan	6,492	6,386	6,203	6,112	6,109	5,802	380	277	401	5.9	4.3	6.5
Region Ten	278,486	277,429	275,580	266,449	268,466	261,607	12,037	8,963	13,973	4.3	3.2	5.1
Dodge	11,539	11,285	11,299	10,969	10,885	10,622	570	400	677	4.9	3.5	6.0
Fillmore	11,602	11,201	11,069	10,930	10,750	10,377	672	451	692	5.8	4.0	6.3
Freeborn	16,558	16,399	16,484	15,768	15,753	15,552	790	646	932	4.8	3.9	5.7
Goodhue	27,286	27,019	26,792	26,030	26,085	25,381	1,256	934	1,411	4.6	3.5	5.3
Houston	10,679	10,548	10,444	10,070	10,136	9,757	609	412	687	5.7	3.9	6.6
Mower	20,555	20,441	20,165	19,702	19,815	19,183	853	626	982	4.1	3.1	4.9
Olmsted	82,739	82,119	82,395	79,636	79,785	78,793	3,103	2,334	3,602	3.8	2.8	4.4
City of Rochester	60,771	60,330	60,585	58,532	58,641	57,912	2,239	1,689	2,673	3.7	2.8	4.4
Rice	35,096	35,021	35,068	33,516	33,811	33,179	1,580	1,210	1,889	4.5	3.5	5.4
Steele	20,597	21,638	20,736	19,710	20,955	19,696	887	683	1,040	4.3	3.2	5.0
Wabasha	12,175	11,869	11,735	11,631	11,464	11,103	544	405	632	4.5	3.4	5.4
Winona	29,660	29,889	29,393	28,487	29,027	27,964	1,173	862	1,429	4.0	2.9	4.9
Region Eleven	1,627,959	1,623,342	1,621,292	1,564,321	1,573,345	1,544,766	63,638	49,997	76,526	3.9	3.1	4.7
Anoka	188,822	188,117	188,158	180,593	181,664	178,319	8,229	6,453	9,839	4.4	3.4	5.2
Carver	53,899	53,571	53,306	51,773	51,936	50,839	2,126	1,635	2,467	3.9	3.1	4.6
Dakota	230,400	229,736	229,426	221,321	222,674	218,591	9,079	7,062	10,835	3.9	3.1	4.7
Hennepin	666,812	665,533	664,567	641,952	645,694	634,303	24,860	19,839	30,264	3.7	3.0	4.6
City of Bloomington	46,389	46,207	46,286	44,569	44,829	44,038	1,820	1,378	2,248	3.9	3.0	4.9
City of Minneapolis	226,420	225,945	225,730	217,871	219,141	215,275	8,549	6,804	10,455	3.8	3.0	4.6
Ramsey	275,276	274,439	274,279	264,142	265,670	260,878	11,134	8,769	13,401	4.0	3.2	4.9
City of St. Paul	151,261	150,739	150,779	144,911	145,749	143,120	6,350	4,990	7,659	4.2	3.3	5.1
Scott	77,354	77,057	76,968	74,315	74,741	73,356	3,039	2,316	3,612	3.9	3.0	4.7
Washington	135,396	134,889	134,588	130,225	130,966	128,480	5,171	3,923	6,108	3.8	2.9	4.5



Industrial Analysis

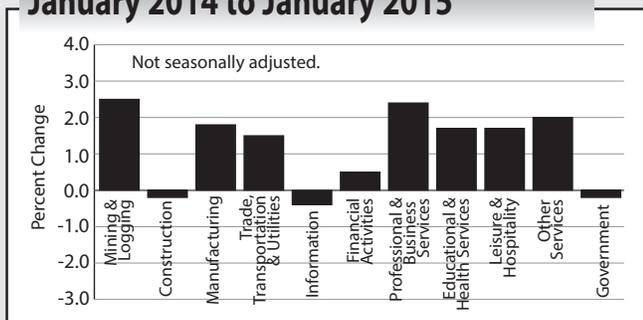
Overview

Seasonally adjusted employment dropped again in January as the state lost 7,900 jobs over the month. That marked the largest employment decline since September and came on the heels of a 13,400 downward revision to December's estimate with the program's annual year-end revision. Declines were present across multiple industry groups; the largest was seen in Trade, Transportation, and Utilities which lost 6,000 jobs (1.2 percent) on the month. Other groups with employment losses included Information (down 1,400, 2.6 percent), Construction (down 1,700, 1.6 percent), and Manufacturing (down 1,100, 0.3 percent). Industry groups that added jobs included Professional and Business Services (up 2,200, 0.6 percent) and Educational and Health Services (1,500, 0.3 percent). Employment growth remains strong annually as Minnesota added 36,124 jobs (1.3 percent) over January 2014. The only supersectors to show over-the-year job losses were Construction (down 137, 0.2 percent) and Government (down 918, 0.2 percent). The largest annual numerical gains have come in Manufacturing (up 5,632, 1.8 percent), Trade, Transportation, and Utilities (up 7,639, 1.5 percent), Professional and Business Services (up 8,145, 2.4 percent), and Educational and Health Services (up 8,581, 1.7 percent).

Mining and Logging

Employment in Mining and Logging declined in January: The supersector lost 100 jobs (1.4 percent) and settled at an estimated 7,100, seasonally adjusted. Employment remains up annually with Mining and Logging supporting 166 more jobs than it had a year before.

MN Employment Growth January 2014 to January 2015



Source: Department of Employment and Economic Development, Current Employment Statistics, 2014.

Construction

Seasonally adjusted employment in the Construction supersector declined for the fourth straight month in January, shedding 1,700 jobs (1.6 percent). Over-the-year employment comparisons also showed losses for the second month in a row following December's downward revision. January's unadjusted estimate was 87,777, down 137 or 0.2 percent from January 2014. Employment drops with Building Equipment Contractors (down 789, 2.8 percent) and Specialty Trade Contractors (down 357, 0.6 percent) swamped the 288 (1.3 percent) increase in Construction of Buildings.

Manufacturing

Employment in the Manufacturing supersector declined by 1,100 (0.3 percent) in January estimates. The losses came entirely in Durable Goods Manufacturing employment, which was down 1,900 (0.9 percent), erasing the gains of 800 (0.7 percent) in Non-Durable Goods Manufacturing. Employment was still up for the year, however, supporting 5,632 (1.8 percent) more jobs than it did in January 2014. Annual gains were spread among component industries, with both durable and non-durable goods manufacturers adding employment. Notable examples: Fabricated Metal Product Manufacturing (up 847, 2 percent), Machinery Manufacturing (up 747, 2.3 percent), and Food Manufacturing (up 2,734, 6.2 percent). The only published component industry to lose employment for the year were Paper Manufacturing and Printing and Related Support Activities (down 981, 2.9 percent). Given our increasingly digital world, these declines aren't terribly surprising, and both industries are on a long-term downward trend nationally.

Trade, Transportation, and Utilities

Employment in Trade, Transportation, and Utilities plummeted in January, shedding 6,000 jobs (1.2 percent) over the month and more than giving back the 2,700 jobs the supersector added in December. Monthly losses were split evenly between Retail Trade and Transportation and Warehousing, both of which lost 3,100 jobs (1.1 and 3.2 percent, respectively) to overcome the relatively small gains in Wholesale Trade. Despite the monthly decline, the supersector has still added employment on the year, with 7,639 (1.5 percent) more jobs in January 2015 than the year before. While annual gains were spread among all three component sectors, the bulk of the jobs were added in Wholesale Trade (up 3,093, 2.4 percent) and Retail Trade (4,377, 1.5 percent).

*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

Information

Information employment dropped sharply in January, shedding 1,400 jobs (2.6 percent) on a seasonally adjusted basis. The supersector also continues to show over-the-year losses, supporting 227 (0.4 percent) fewer jobs in January than it did a year prior. Most of that annual decline came in Publishing Industries (except Internet), which lost 787 jobs (3.8 percent), continuing its long-term downward trend.

Financial Activities

Seasonally adjusted employment in Financial Activities was up slightly (100 or 0.1 percent) in December. An increase of 700 (0.5 percent) in Finance and Insurance barely overcame a loss of 600 (1.5 percent) in Real Estate and Rental and Leasing. The supersector returned to the plus side of the column for over-the-year change as well, adding 905 jobs (0.5 percent) from January 2014 estimates. That gain came entirely from Finance and Insurance, which added 1,576 jobs (1.1 percent), as Real Estate and Rental and Leasing lost 671 jobs (1.8 percent).

Professional and Business Services

Employment grew in January as the supersector added 2,200 jobs (0.6 percent). Growth was spread between component sectors with remarkable balance, each of the three groups adding employment at the same rate of 0.6 percent. Professional, Scientific, and Technical Services added 900 jobs, Management of Companies and Enterprises added 500, and Administrative and Support and Waste Management and Remediation Services added 800. Annually the supersector added 8,145 jobs (2.4 percent), with growth in Professional, Scientific, and Technical Services (up 5,330 or 3.8 percent) and Administrative and Support and Waste Management and Remediation Services (up 4,027, 3.2 percent) overcoming a loss of 1,102 (1.4 percent) in Management of Companies and Enterprises.

Educational and Health Services

Employment grew by 1,500 (0.3 percent) in January. Health Care and Social Assistance grew by 1,800 jobs (0.4 percent), which more than made up for the loss of 300 jobs (0.4 percent) in Educational Services. Annually the supersector added 8,581 jobs (1.7 percent). Educational Services added 2,055 (3.2 percent), largely in Elementary and Secondary Schools (up 943, 4.6 percent), while Health Care and Social Assistance added 6,526 jobs (1.5 percent) with growth split between the two component groups.

Leisure and Hospitality

Employment grew very slightly on a seasonally adjusted basis, adding 200 jobs (0.1 percent) in January. For the year, the supersector added 4,128 jobs (1.7 percent) with growth in both Arts, Entertainment, and Recreation (up 967, 2.8 percent) and Accommodation and Food Service (up 3,161, 1.6 percent).

Other Services

Employment declined by 700 (0.6 percent) in January. For the year, employment has increased by 2,210 (2 percent) with the only loss coming in Personal and Laundry Services (down 554, 2 percent).

Government

Government employment dropped slightly, shedding 900 jobs (0.2 percent), with all of that loss coming from State and Local Government employers. On the year, the Government has lost 918 jobs (0.2 percent), with the single largest decline coming in State Government Education, down 2,158 jobs (3.4 percent). While jobs were lost in State and Local Education, employment in every other government industry group (Federal Government, Postal Service, and State and Local Government Excluding Education) was either up or flat.

by Nick Dobbins

Seasonally Adjusted Nonfarm Employment

In 1,000's

Industry	January 2015	December 2014	November 2014
Total Nonagricultural	2,823.5	2,831.4	2,830.6
Goods-Producing	425.9	428.8	428.7
Mining and Logging	7.1	7.2	7.2
Construction	104.1	105.8	106.0
Manufacturing	314.7	315.8	315.5
Service-Providing	2,397.6	2,402.6	2,401.9
Trade, Transportation, and Utilities	514.9	520.9	518.2
Information	52.1	53.5	53.1
Financial Activities	179.1	179.0	179.8
Professional and Business Services	359.9	357.7	357.3
Educational and Health Services	503.1	501.6	502.6
Leisure and Hospitality	256.9	256.7	256.4
Other Services	113.9	114.6	113.8
Government	417.7	418.6	420.7

Source: Department of Employment and Economic Development
Current Employment Statistics, 2015.

Regional Analysis

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

Employment declined significantly in January as the metro lost 39,885 jobs (2.1 percent) on the month. While that number is quite large, employment losses on this scale are actually well within the normal historical pattern for January as employers roll back staffing levels increased for the holiday season. As would be expected, the largest numerical decline came in Trade, Transportation, and Utilities which lost 11,659 jobs (3.3 percent). Most of that loss came from the Retail Trade industry group which shed 8,502 jobs (4.5 percent). Other supersectors with notable job losses included Mining, Logging, and Construction (down 7,063 or 10.4 percent) and Professional and Business Services (down 7,268, 2.4 percent). Every supersector saw some level of employment declines in January. Over the year, however, the employment picture is flipped, with 30,670 jobs (1.7 percent) added since January 2014 and every supersector save two increasing employment. The Information industry lost 297 jobs, and Government employers lost 304. The largest annual increase, both proportionally and numerically, came in the Professional and Business Services supersector, which added 9,509 jobs (3.3 percent). This pattern of monthly losses combined with over-the-year gains was mirrored in every Minnesota MSA.

Duluth-Superior MSA

The MSA lost 3,702 jobs (2.7 percent) in January. The employment drop was spread across the market, as Information (up two jobs or 0.1 percent) was the sole supersector to gain jobs. Some of the more dramatic declines came in Mining, Logging, and Construction (down 694, 7.8 percent), Trade, Transportation, and Utilities (down

766, 2.9 percent), and Government (down 1,526 jobs, 5.6 percent). The lion's share of the losses to Government employment came among State Government agencies, which shed 1,013 jobs (13.1 percent) in January. For the year the Duluth MSA has showed a slight increase in employment, up just 173 jobs (0.1 percent) since January 2014. Strong increases in Trade, Transportation, and Utilities (up 1,085 or 4.4 percent) were offset by losses in Government (down 784, 3 percent) and in Financial Activities (down 375, 6.5 percent) among other gains and losses.

Rochester MSA

Employment was down 2,037 (1.8 percent) in January as holiday seasonal employment waned. As was the pattern, every published supersector lost jobs except for Information which grew slightly (up 19 jobs, 0.9 percent). Some of the largest declines came in Trade, Transportation, and Utilities (down 518 or 2.9 percent) and Mining, Logging, and Construction (down 356, 9.2 percent). Over the year Rochester added 1,132 jobs (1.0 percent). The only supersectors to lose employment on the year were Manufacturing (down 165, 1.5 percent) and Financial Activities (down 3, 0.1 percent). Contrary to trends in other metros and statewide, the largest employment increase came in Government which added 379 jobs (3.1 percent).

St. Cloud MSA

The MSA lost 2,712 jobs (2.5 percent) in January. The only supersector that didn't shed jobs was Educational and Health Services which added 25 (0.1 percent). The largest declines came in the expected industries, with Trade, Transportation, and

Utilities dropping 978 jobs (4.4 percent). The biggest proportional drop came in Mining, Logging, and Construction which lost 502 jobs (8.8 percent). Annually the St. Cloud metro added 1,493 jobs (1.4 percent), largely thanks to strong increases in Educational and Health Services (up 1,119 or 5.5 percent) and Mining, Logging, and Construction (up 568, 12.3 percent). Gains in those and other supersectors overcame losses in Professional and Business Services (down 681, 7.7 percent), Government (down 161, 1.1 percent), and Information (down 98, 5.9 percent).

Mankato-North Mankato MSA

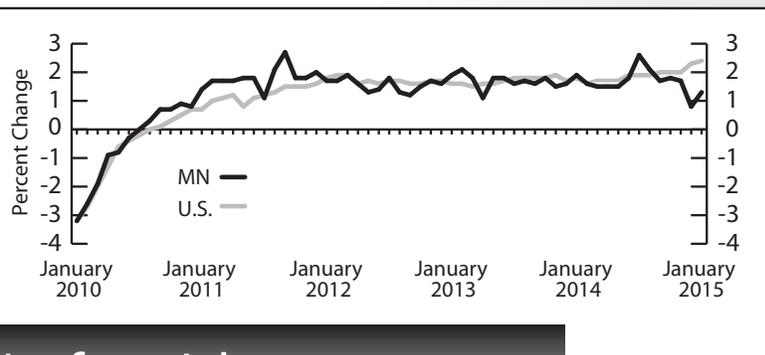
Employment slid by 1,058 jobs (1.9 percent) in January. All of the losses came from Private employers, as Government employment was up 50 (0.6 percent) for the month. Goods Producers lost 262 jobs (2.6 percent) while Service Providers lost 796 (1.7 percent). For the year the Mankato MSA added 1,134 jobs (2.1 percent) with Private Employers leading the way, growing by 1,093 (2.4 percent). Goods Producers (up 297, 3.1 percent) and Service Providers (up 837, 1.9 percent) shared in the gains.

Fargo-Moorhead MSA

The MSA lost 3,317 jobs (2.4 percent) in January. Losses were spread among a number of supersectors with the largest numerical decline coming in Trade, Transportation, and Utilities (down 1,090, 3.4 percent) and the largest proportional drop in Mining, Logging, and Construction (down 609, 7.5 percent). For the year the MSA added 6,039 jobs (4.6 percent), with every supersector adding jobs during the prior 12 months.

Grand Forks-East Grand Forks MSA

The MSA also lost jobs in January, shedding 1,266 (2.2 percent) over the month. The only two supersectors to add employment were Information and Professional and Business Services which were up by 1.5 percent and 0.7 percent, respectively. Combined, they added just 30 jobs. As was normal, the over-the-year change was more promising with employment expanding by 1,345 (2.4 percent). Trade, Transportation, and Utilities added the most jobs, up 728 (6 percent).



Source: Department of Employment and Economic Development, Current Employment Statistics, 2015 Bureau of Labor Statistics, U.S. Department of Labor, Current Employment Statistics, 2015.

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

by Nick Dobbins

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					
	Jan 2015	Dec 2014	Jan 2014	Dec 2014	Jan 2014	Average Weekly Earnings		Average Weekly Hours		Average Hourly Earnings	
						Jan 2015	Jan 2014	Jan 2015	Jan 2014	Jan 2015	Jan 2014
TOTAL NONFARM WAGE AND SALARY	2,769.3	2,829.4	2,733.2	-2.1%	1.3%	—	—	—	—	—	—
GOODS-PRODUCING	405.2	419.5	399.6	-3.4	1.4	—	—	—	—	—	—
Mining and Logging	6.7	6.9	6.6	-3.1	2.5	—	—	—	—	—	—
Construction	87.8	97.8	87.9	-10.3	-0.2	—	—	—	—	—	—
Specialty Trade Contractors	56.2	62.4	56.5	-10.1	-0.6	\$1,092.06	\$1,186.19	35.7	38.5	\$30.59	\$30.81
Manufacturing	310.7	314.7	305.1	-1.3	1.8	806.76	817.33	40.5	41.3	19.92	19.79
Durable Goods	198.3	201.6	193.7	-1.6	2.3	801.23	809.41	40.9	40.9	19.59	19.79
Wood Product Manufacturing	10.4	10.9	10.3	-4.5	1.3	—	—	—	—	—	—
Fabricated Metal Production	42.7	43.3	41.9	-1.4	2.0	—	—	—	—	—	—
Machinery Manufacturing	32.6	32.7	31.8	-0.2	2.3	—	—	—	—	—	—
Computer and Electronic Product	45.4	45.4	44.8	0.1	1.4	—	—	—	—	—	—
Navigational, Measuring, Electromedical and Control	25.5	25.4	24.7	0.2	3.1	—	—	—	—	—	—
Transportation Equipment	11.5	11.8	11.1	-2.4	4.4	—	—	—	—	—	—
Medical Equipment and Supplies Manufacturing	15.5	15.6	15.3	-0.3	1.6	—	—	—	—	—	—
Nondurable Goods	112.5	113.2	111.4	-0.6	1.0	813.91	829.20	39.8	41.9	20.45	19.79
Food Manufacturing	47.2	47.1	44.4	0.2	6.2	—	—	—	—	—	—
Paper Manufacturing	32.6	32.8	33.5	-0.9	-2.9	—	—	—	—	—	—
Printing and Related	23.4	23.8	24.1	-1.6	-2.7	—	—	—	—	—	—
SERVICE-PROVIDING	2,364.1	2,410.0	2,333.6	-1.9	1.3	—	—	—	—	—	—
Trade, Transportation, and Utilities	514.5	531.6	506.8	-3.2	1.5	—	—	—	—	—	—
Wholesale Trade	132.0	132.6	128.9	-0.4	2.4	965.57	981.08	38.7	38.1	24.95	25.75
Retail Trade	287.5	299.7	283.1	-4.1	1.5	391.05	371.81	27.5	27.1	14.22	13.72
Motor Vehicle and Parts	33.0	33.5	31.5	-1.2	4.7	—	—	—	—	—	—
Building Material and Garden Equipment	23.7	24.9	23.9	-4.6	-0.7	—	—	—	—	—	—
Food and Beverage Stores	51.3	52.4	51.1	-2.1	0.4	—	—	—	—	—	—
Gasoline Stations	23.7	24.0	23.4	-1.5	1.4	—	—	—	—	—	—
General Merchandise Stores	61.3	66.8	60.8	-8.3	0.8	286.76	290.99	26.7	27.4	10.74	10.62
Transportation, Warehouse, Utilities	94.9	99.4	94.8	-4.5	0.2	—	—	—	—	—	—
Transportation and Warehousing	82.0	86.3	82.2	-5.0	-0.2	644.84	625.61	34.3	36.1	18.8	17.33
Information	52.3	53.7	52.6	-2.6	-0.4	792.70	825.26	35.2	34.4	22.52	23.99
Publishing Industries	20.2	20.4	21.0	-1.1	-3.8	—	—	—	—	—	—
Telecommunications	13.2	13.3	13.3	-1.0	-0.8	—	—	—	—	—	—
Financial Activities	178.0	178.6	177.1	-0.3	0.5	—	—	—	—	—	—
Finance and Insurance	140.3	140.1	138.7	0.1	1.1	860.88	954.59	35.5	36.2	24.25	26.37
Credit Intermediation	54.6	55.0	55.3	-0.7	-1.2	709.98	758.03	35.2	36.2	20.17	20.94
Securities, Commodity Contracts, and Other	18.6	18.6	18.4	0.0	0.8	—	—	—	—	—	—
Insurance Carriers and Related	65.3	65.5	63.8	-0.3	2.4	—	—	—	—	—	—
Real Estate and Rental and Leasing	37.7	38.5	38.3	-2.1	-1.8	—	—	—	—	—	—
Professional and Business Services	349.8	357.4	341.7	-2.1	2.4	—	—	—	—	—	—
Professional, Scientific, and Technical Services	142.4	142.3	137.2	0.1	3.8	—	—	—	—	—	—
Legal Services	17.8	18.2	18.2	-2.0	-2.5	—	—	—	—	—	—
Accounting, Tax Preparation	17.8	16.4	16.2	8.3	9.8	—	—	—	—	—	—
Computer Systems Design	34.7	34.7	33.0	-0.2	5.0	—	—	—	—	—	—
Management of Companies and Enterprises	77.9	78.1	79.0	-0.2	-1.4	—	—	—	—	—	—
Administrative and Support Services	129.4	137.0	125.4	-5.5	3.2	—	—	—	—	—	—
Educational and Health Services	500.3	504.8	491.7	-0.9	1.7	—	—	—	—	—	—
Educational Services	65.9	70.2	63.9	-6.1	3.2	—	—	—	—	—	—
Health Care and Social Assistance	434.4	434.5	427.9	0.0	1.5	—	—	—	—	—	—
Ambulatory Health Care	139.5	139.4	136.8	0.1	2.0	1,243.97	1,189.90	35.3	34.4	35.24	34.59
Offices of Physicians	66.6	66.9	66.1	-0.5	0.7	—	—	—	—	—	—
Hospitals	104.5	105.0	105.3	-0.4	-0.7	—	—	—	—	—	—
Nursing and Residential Care Facilities	106.6	105.9	105.2	0.7	1.3	438.06	414.48	29.4	29.5	14.9	14.05
Social Assistance	83.8	84.3	80.6	-0.6	3.9	—	—	—	—	—	—
Leisure and Hospitality	240.8	245.1	236.7	-1.8	1.7	—	—	—	—	—	—
Arts, Entertainment, and Recreation	35.8	36.3	34.8	-1.4	2.8	—	—	—	—	—	—
Accommodation and Food Services	205.0	208.8	201.8	-1.8	1.6	—	—	—	—	—	—
Food Services and Drinking Places	181.2	184.1	177.9	-1.6	1.9	238.79	232.16	19.8	20.1	12.06	11.55
Other Services	113.3	115.2	111.1	-1.7	2.0	—	—	—	—	—	—
Religious, Grantmaking, Civic, Professional Organizations	63.6	65.0	62.8	-2.2	1.3	—	—	—	—	—	—
Government	415.2	423.6	416.1	-2.0	-0.2	—	—	—	—	—	—
Federal Government	31.3	31.4	31.1	-0.2	0.9	—	—	—	—	—	—
State Government	99.2	104.3	100.2	-4.9	-1.0	—	—	—	—	—	—
State Government Education	60.7	65.7	62.9	-7.6	-3.4	—	—	—	—	—	—
Local Government	284.7	287.8	284.8	-1.1	-0.1	—	—	—	—	—	—
Local Government Education	140.8	143.1	142.6	-1.6	-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.

Source: Department of Employment and Economic Development, Current Employment Statistics, 2014.

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 2015	Dec 2014	Jan 2014	Dec 2014	Jan 2014	Jan 2015	Jan 2014	Jan 2015	Jan 2014	Jan 2015	Jan 2014
TOTAL NONFARM WAGE AND SALARY	1,873.5	1,913.4	1,842.9	-2.1%	1.7%	—	—	—	—	—	—
GOODS-PRODUCING	252.6	261.1	245.7	-3.3	2.8	—	—	—	—	—	—
Mining, Logging, and Construction	61.1	68.1	59.3	-10.4	3.0	—	—	—	—	—	—
Construction of Buildings	15.2	16.1	14.6	-5.6	4.4	—	—	—	—	—	—
Specialty Trade Contractors	42.9	47.0	39.3	-8.8	9.0	\$1,165.59	\$1,236.06	36.3	37.8	\$32.11	\$32.70
Manufacturing	191.5	193.0	186.4	-0.8	2.7	844.89	836.40	40.6	40.9	20.81	20.43
Durable Goods	131.1	132.3	127.2	-0.9	3.0	826.21	856.57	40.6	41.4	20.35	20.68
Fabricated Metal Production	29.5	29.6	28.6	-0.6	2.9	—	—	—	—	—	—
Machinery Manufacturing	20.0	20.0	19.7	-0.3	1.6	—	—	—	—	—	—
Computer and Electronic Product	36.4	36.3	35.4	0.1	2.7	—	—	—	—	—	—
Navigational, Measuring, Electromedical and Control	23.8	23.7	23.1	0.3	3.1	—	—	—	—	—	—
Medical Equipment and Supplies Manufacturing	14.3	14.3	13.8	0.5	3.5	—	—	—	—	—	—
Nondurable Goods	60.4	60.7	59.2	-0.4	2.1	883.46	793.57	40.6	40.1	21.76	19.78
Food Manufacturing	15.0	15.0	14.1	-0.5	6.3	—	—	—	—	—	—
Printing and Related	15.3	15.5	15.5	-0.7	-1.1	—	—	—	—	—	—
SERVICE-PROVIDING	1,621.0	1,652.3	1,597.2	-1.9	1.5	—	—	—	—	—	—
Trade, Transportation, and Utilities	342.4	354.1	337.8	-3.3	1.4	—	—	—	—	—	—
Wholesale Trade	97.0	97.8	94.6	-0.8	2.5	936.66	956.81	38.2	38.1	24.52	25.10
Merchant Wholesalers - Durable Goods	47.7	48.1	46.3	-0.9	3.1	—	—	—	—	—	—
Merchant Wholesalers - Nondurable Goods	27.3	27.7	27.2	-1.3	0.4	—	—	—	—	—	—
Retail Trade	179.4	187.9	178.2	-4.5	0.7	432.29	383.08	28.8	27.9	15.01	13.75
Food and Beverage Stores	30.7	31.3	30.1	-2.1	1.9	—	—	—	—	—	—
General Merchandise Stores	38.6	42.0	38.3	-8.1	0.8	295.60	315.61	27.6	28.6	10.71	11.02
Transportation, Warehouse, Utilities	66.1	68.4	65.1	-3.5	1.6	—	—	—	—	—	—
Utilities	7.8	7.8	7.5	-1.0	3.4	—	—	—	—	—	—
Transportation and Warehousing	58.3	60.6	57.5	-3.8	1.3	765.62	816.85	38.3	42.7	19.99	19.13
Information	39.3	39.8	39.6	-1.2	-0.7	—	—	—	—	—	—
Publishing Industries	16.1	16.2	16.7	-1.0	-3.9	—	—	—	—	—	—
Telecommunications	9.7	9.7	9.7	-0.8	-0.1	—	—	—	—	—	—
Financial Activities	144.6	144.9	144.3	-0.2	0.2	—	—	—	—	—	—
Finance and Insurance	113.6	113.2	112.4	0.3	1.1	841.07	1,095.01	33.1	36.6	25.41	29.91
Credit Intermediation	39.5	39.6	39.8	-0.2	-0.6	—	—	—	—	—	—
Securities, Commodity Contracts, and Other	16.9	16.6	16.6	2.2	1.9	—	—	—	—	—	—
Insurance Carriers and Related	55.2	55.4	54.8	-0.4	0.7	—	—	—	—	—	—
Real Estate and Rental and Leasing	31.0	31.7	31.9	-2.2	-3.0	—	—	—	—	—	—
Professional and Business Services	298.6	305.9	289.1	-2.4	3.3	—	—	—	—	—	—
Professional, Scientific, and Technical Services	124.2	124.6	118.2	-0.3	5.1	—	—	—	—	—	—
Legal Services	15.1	15.4	15.4	-1.9	-2.1	—	—	—	—	—	—
Architectural, Engineering, and Related	16.5	16.6	15.9	-1.0	3.6	—	—	—	—	—	—
Computer Systems Design	31.7	31.9	30.4	-0.5	4.2	—	—	—	—	—	—
Management of Companies and Enterprises	70.9	71.1	72.1	-0.2	-1.7	—	—	—	—	—	—
Administrative and Support Services	103.5	110.3	98.9	-6.1	4.7	—	—	—	—	—	—
Employment Services	50.2	54.3	47.1	-7.6	6.5	—	—	—	—	—	—
Educational and Health Services	305.9	307.0	301.3	-0.4	1.5	—	—	—	—	—	—
Educational Services	42.6	44.6	42.4	-4.5	0.5	—	—	—	—	—	—
Health Care and Social Assistance	263.3	262.4	258.9	0.3	1.7	—	—	—	—	—	—
Ambulatory Health Care	84.1	83.6	82.6	0.6	1.8	—	—	—	—	—	—
Hospitals	61.3	61.4	61.9	-0.1	-0.9	—	—	—	—	—	—
Nursing and Residential Care Facilities	59.0	58.2	57.6	1.4	2.5	—	—	—	—	—	—
Social Assistance	58.9	59.2	56.9	-0.6	3.5	—	—	—	—	—	—
Leisure and Hospitality	167.1	171.0	163.1	-2.3	2.4	—	—	—	—	—	—
Arts, Entertainment, and Recreation	25.8	27.0	27.2	-4.5	-5.3	—	—	—	—	—	—
Accommodation and Food Services	141.3	144.1	135.9	-1.9	4.0	265.44	283.90	21.1	22.6	12.58	12.59
Food Services and Drinking Places	128.9	130.3	123.0	-1.1	4.8	255.13	280.19	20.2	22	12.63	12.73
Other Services	78.7	79.9	77.3	-1.5	1.8	—	—	—	—	—	—
Repair and Maintenance	14.3	14.5	13.6	-1.4	5.0	—	—	—	—	—	—
Religious, Grantmaking, Civic, Professional Organizations	42.8	43.3	42.0	-1.2	1.8	—	—	—	—	—	—
Government	244.3	249.7	244.6	-2.1	-0.1	—	—	—	—	—	—
Federal Government	20.5	20.6	20.4	-0.5	0.4	—	—	—	—	—	—
State Government	66.7	70.4	67.0	-5.2	-0.4	—	—	—	—	—	—
State Government Education	40.6	44.2	41.8	-8.1	-2.9	—	—	—	—	—	—
Local Government	157.1	158.7	157.2	-1.0	-0.1	—	—	—	—	—	—
Local Government Education	87.4	88.9	89.1	-1.7	-1.9	—	—	—	—	—	—

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, 2015.

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

Duluth-Superior MSA

Jobs % Chg. From

	Jan 2015	Dec 2014	Jan 2014	Dec 2014	Jan 2014
TOTAL NONFARM WAGE AND SALARY	131,394	135,096	131,221	-2.7%	0.1%
GOODS-PRODUCING	15,192	16,026	15,467	-5.2	-1.8
Mining, Logging, and Construction	8,204	8,898	8,367	-7.8	-1.9
Manufacturing	6,988	7,128	7,100	-2.0	-1.6
SERVICE-PROVIDING	116,202	119,070	115,754	-2.4	0.4
Trade, Transportation, and Utilities	25,514	26,280	24,429	-2.9	4.4
Wholesale Trade	3,352	3,377	3,282	-0.7	2.1
Retail Trade	15,677	16,071	14,888	-2.5	5.3
Transportation, Warehouse, Utilities	6,485	6,832	6,259	-5.1	3.6
Information	1,425	1,423	1,426	0.1	-0.1
Financial Activities	5,402	5,429	5,777	-0.5	-6.5
Professional and Business Services	8,316	8,374	8,149	-0.7	2.0
Educational and Health Services	31,418	31,580	31,347	-0.5	0.2
Leisure and Hospitality	12,418	12,592	12,415	-1.4	0.0
Other Services	6,050	6,207	5,768	-2.5	4.9
Government	25,659	27,185	26,443	-5.6	-3.0

Rochester MSA

Jobs % Chg. From

	Jan 2015	Dec 2014	Jan 2014	Dec 2014	Jan 2014
TOTAL NONFARM WAGE AND SALARY	113,337	115,374	112,205	-1.8%	1.0%
GOODS-PRODUCING	14,165	14,705	14,267	-3.7	-0.7
Mining, Logging, and Construction	3,530	3,886	3,467	-9.2	1.8
Manufacturing	10,635	10,819	10,800	-1.7	-1.5
SERVICE-PROVIDING	99,172	100,669	97,938	-1.5	1.3
Trade, Transportation, and Utilities	17,632	18,150	17,415	-2.9	1.2
Wholesale Trade	2,540	2,596	2,492	-2.2	1.9
Retail Trade	12,131	12,475	12,107	-2.8	0.2
Transportation, Warehouse, Utilities	2,961	3,079	2,816	-3.8	5.1
Information	2,051	2,032	1,948	0.9	5.3
Financial Activities	2,775	2,787	2,778	-0.4	-0.1
Professional and Business Services	5,746	5,851	5,678	-1.8	1.2
Educational and Health Services	45,138	45,604	44,827	-1.0	0.7
Leisure and Hospitality	9,646	9,658	9,497	-0.1	1.6
Other Services	3,605	3,662	3,595	-1.6	0.3
Government	12,579	12,925	12,200	-2.7	3.1

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 2015	Dec 2014	Jan 2014	Dec 2014	Jan 2014
TOTAL NONFARM WAGE AND SALARY	105,042	107,754	103,549	-2.5%	1.4%
GOODS-PRODUCING	20,385	21,069	19,660	-3.2	3.7
Mining, Logging, and Construction	5,203	5,705	4,635	-8.8	12.3
Manufacturing	15,182	15,364	15,025	-1.2	1.0
SERVICE-PROVIDING	84,657	86,685	83,889	-2.3	0.9
Trade, Transportation, and Utilities	21,405	22,383	21,219	-4.4	0.9
Wholesale Trade	4,536	4,686	4,307	-3.2	5.3
Retail Trade	13,149	13,866	13,227	-5.2	-0.6
Transportation, Warehouse, Utilities	3,720	3,831	3,685	-2.9	0.9
Information	1,556	1,598	1,654	-2.6	-5.9
Financial Activities	4,777	4,797	4,651	-0.4	2.7
Professional and Business Services	8,123	8,371	8,804	-3.0	-7.7
Educational and Health Services	21,440	21,415	20,321	0.1	5.5
Leisure and Hospitality	8,580	8,659	8,381	-0.9	2.4
Other Services	3,646	3,649	3,568	-0.1	2.2
Government	15,130	15,813	15,291	-4.3	-1.1

Mankato-North Mankato MSA

Jobs % Chg. From

	Jan 2015	Dec 2014	Jan 2014	Dec 2014	Jan 2014
TOTAL NONFARM WAGE AND SALARY	55,329	56,387	54,195	-1.9	2.1%
GOODS-PRODUCING	9,831	10,093	9,534	-2.6	3.1
Mining, Logging, and Construction	--	--	--	--	--
Manufacturing	--	--	--	--	--
SERVICE-PROVIDING	45,498	46,294	44,661	-1.7	1.9
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	9,073	9,023	9,032	0.6	0.5

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

Fargo-Moorhead MSA

Jobs % Chg. From

	Jan 2015	Dec 2014	Jan 2014	Dec 2014	Jan 2014
TOTAL NONFARM WAGE AND SALARY	137,686	141,003	131,647	-2.4%	4.6%
GOODS-PRODUCING	17,650	18,480	16,736	-4.5	5.5
Mining, Logging, and Construction	7,541	8,150	6,674	-7.5	13.0
Manufacturing	10,109	10,330	10,062	-2.1	0.5
SERVICE-PROVIDING	120,036	122,523	114,911	-2.0	4.5
Trade, Transportation, and Utilities	30,870	31,960	29,202	-3.4	5.7
Wholesale Trade	9,212	9,271	8,850	-0.6	4.1
Retail Trade	16,580	17,457	15,431	-5.0	7.5
Transportation, Warehouse, Utilities	5,078	5,232	4,921	-2.9	3.2
Information	3,311	3,307	3,278	0.1	1.0
Financial Activities	10,517	10,632	9,956	-1.1	5.6
Professional and Business Services	16,212	16,005	15,617	1.3	3.8
Educational and Health Services	21,520	21,645	21,279	-0.6	1.1
Leisure and Hospitality	14,113	14,727	12,821	-4.2	10.1
Other Services	5,204	5,277	5,077	-1.4	2.5
Government	18,289	18,970	17,681	-3.6	3.4

Grand Forks-East Grand Forks MSA

Jobs % Chg. From

	Jan 2015	Dec 2014	Jan 2014	Dec 2014	Jan 2014
TOTAL NONFARM WAGE AND SALARY	56,916	58,182	55,571	-2.2%	2.4%
GOODS-PRODUCING	6,613	6,915	6,088	-4.4	8.6
Mining, Logging, and Construction	2,657	2,910	2,403	-8.7	10.6
Manufacturing	3,956	4,005	3,685	-1.2	7.4
SERVICE-PROVIDING	50,303	51,267	49,483	-1.9	1.7
Trade, Transportation, and Utilities	12,970	13,336	12,242	-2.7	6.0
Wholesale Trade	1,969	1,990	1,926	-1.1	2.2
Retail Trade	8,762	9,086	8,202	-3.6	6.8
Transportation, Warehouse, Utilities	2,239	2,260	2,114	-0.9	5.9
Information	622	613	613	1.5	1.5
Financial Activities	1,768	1,773	1,750	-0.3	1.0
Professional and Business Services	3,154	3,133	2,816	0.7	12.0
Educational and Health Services	9,344	9,496	9,502	-1.6	-1.7
Leisure and Hospitality	5,893	6,169	6,125	-4.5	-3.8
Other Services	2,098	2,134	2,006	-1.7	4.6
Government	14,454	14,613	14,429	-1.1	0.2

Source: Department of Employment and Economic Development, Current Employment Statistics, and North Dakota Job Service, 2015.

Highlights

The Minnesota Index, U.S. Index and Minnesota Leading Index are generated by the Philadelphia Federal Reserve Bank. All three indices are in the process of being reviewed and are unavailable until further review.

Adjusted **Wage and Salary Employment** was benchmarked for 2014 this month with significantly downward revisions occurring. Job growth for 2014 on an annual average basis tailed off to 1.3 percent from previous estimate of 1.7 percent. January's wage and salary employment continued the downward trend with 7,900 jobs lost. Trade, Transportation, and Utilities accounted for a large share of the job loss followed by Construction and Information. Professional and Business Services and Educational and Health Services added the most jobs, offsetting some of the job decline in other sectors.

Minnesota's 1.3 percent job growth in 2014 was down substantially from the 1.7 percent average of the previous three years. While Minnesota's job growth slowed, national job growth jumped to 1.9 percent. The state's job

picture improved faster than the national picture after the Great Recession but has cooled off compared to the national situation over the last few years. Minnesota's slower job growth may be labor supply related. Labor demand still appears to be strong, and the layoff rate remains subdued. Minnesota's unemployment rate remains significantly below the U.S. rate, implying that Minnesota's pool of unemployed is much smaller than nationally, creating a headwind for job growth in the state.

Labor demand remains robust in Minnesota as evidenced by the increase in adjusted online **Help-Wanted Ads**. Help-wanted advertising, a proxy for labor demand, continues to head up. January's level was up 14.2 percent from a year ago. Minnesota's share of national help-wanted online advertising remains solid at 2.5 percent compared to the state's 2.0 percent of employment.

Minnesota's **Purchasing Managers' Index (PMI)** slipped for the fifth time in the last six months but remains well above the growth neutral 50 reading. Minnesota's index (60.1) continues to top both the U.S. index (53.5) and Mid-American Index (54.8) in January. Slower job growth in Minnesota is inconsistent with this indicator.

Plunging adjusted **Manufacturing Hours** for the second month in a row is, however,

INA

2014	Jan
	Feb
	Mar
	Apr
	May
	Jun
	Jul
	Aug
	Sep
	Oct
	Nov
	Dec
2015	Jan
% Chg From Month Ago Year Ago	

Source: The Federal Reserve Bank of Philadelphia, 2015

Minnesota Index

consistent with slowing job growth. Minnesota's factory hours declined to below 41 hours for the first time in two years. January's **Manufacturing Earnings** were essentially unchanged from December but were down 1.5 percent in inflation adjusted terms from a year ago.

Adjusted **Residential Building Permits** surged for the second straight month reaching 2,356. This is the highest monthly total since April 2006. The adoption of new building codes may be behind the surge as builders speed up their permitting activities to beat the building code changes.

Adjusted **Initial Claims for Unemployment Benefits (UB)** tumbled for the second month in a row in January after spiking in November. Initial claims on an unadjusted basis were 12.0 percent lower than a year ago. Job growth has been higher in the past when initial claims were this low.

by Dave Sent

United States Index

INA

2014	Jan
	Feb
	Mar
	Apr
	May
	Jun
	Jul
	Aug
	Sep
	Oct
	Nov
	Dec
2015	Jan
% Chg From Month Ago Year Ago	

Source: The Federal Reserve Bank of Philadelphia, 2015

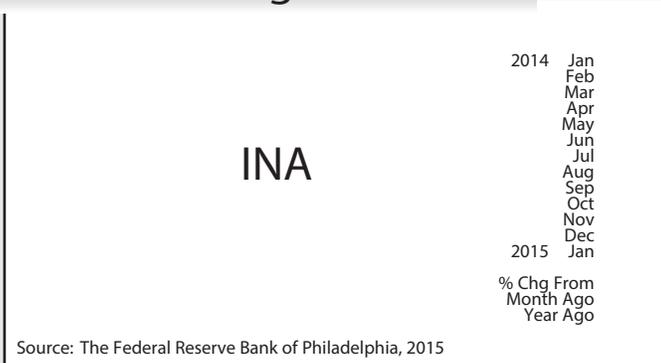
Note: All data except for Minnesota's PMI have been seasonally adjusted. See the feature article in the Minnesota Employment Review, May 2010, for more information on the Minnesota Index.

Minnesota Economic Indicators

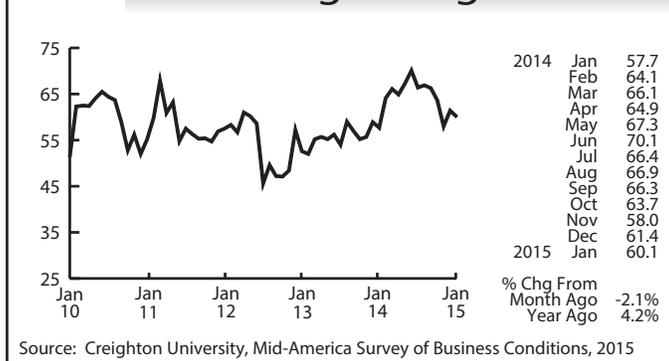
Wage and Salary Employment



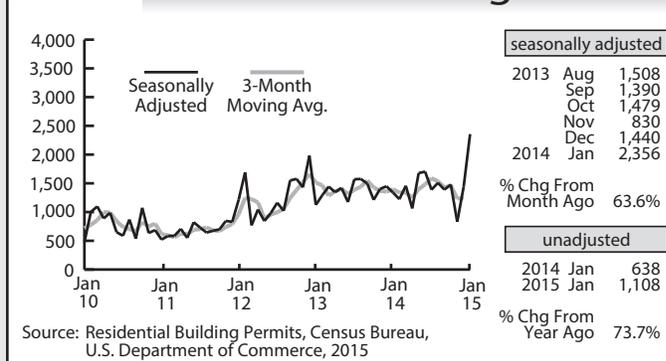
Minnesota Leading Index



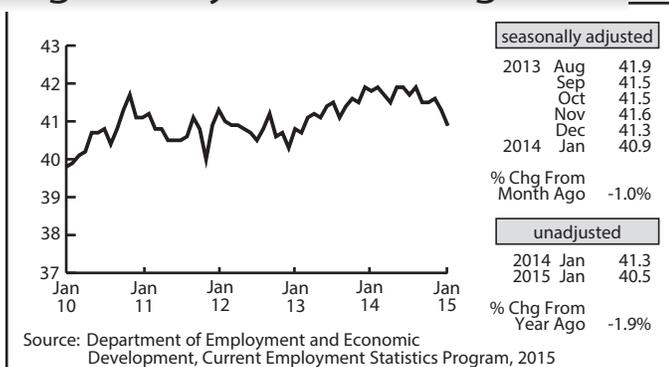
Purchasing Managers' Index



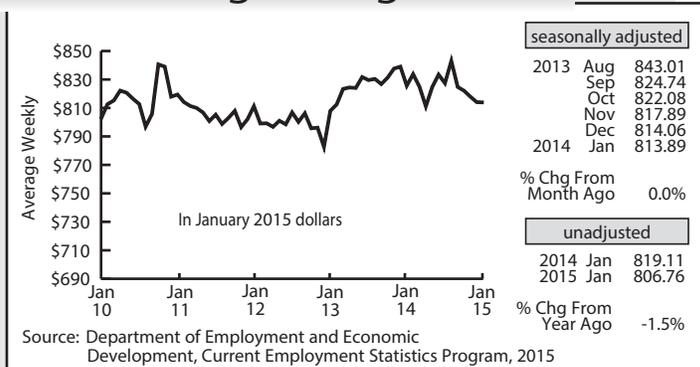
Residential Building Permits



Average Weekly Manufacturing Hours



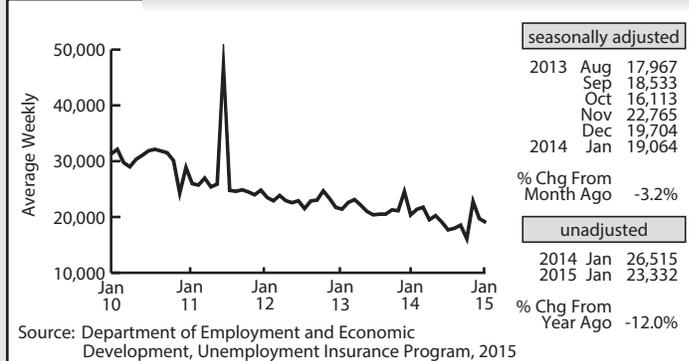
Manufacturing Earnings



Online Help-Wanted Advertising



Initial UB Claimants



Review

Minnesota Employment



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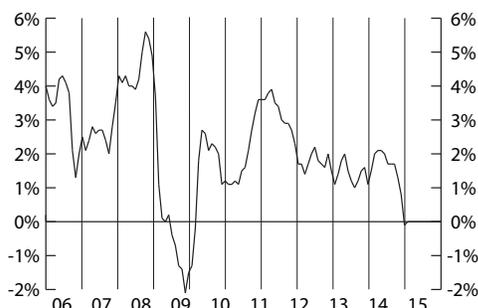
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U.S. Consumer Price Index for All Urban Consumers (CPI-U)

The CPI-U declined 0.7 percent in January on a seasonally adjusted basis, the U.S. Bureau of Labor Statistics reported. Energy index fell 9.7 percent as the gasoline index fell 18.7 percent in seven consecutive declines. Food index was unchanged, with the food at home index falling for the first time since May 2013. The index for all items less food and energy rose 0.2 percent. Shelter index rose 0.3 percent, and the indices for personal care, apparel, and recreation increased.

The all items index declined 0.1 percent over the last 12 months, the first negative 12-month change since the period ending October 2009.

Percent Change From One Year Ago



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.

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Department of Employment and Economic Development



How Did You Like Us in 2014?

The mission of the Labor Market Information (LMI) Office of the Minnesota Department of Employment and Economic Development (DEED) is to collect, compile, and deliver high quality data and analysis about the state's economy. Our work supports Minnesota's businesses, its workforce and economic development system, and the workers of today and tomorrow. We gather, 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 along with information aimed at helping individuals make informed career decisions. We believe that access to high quality, up-to-date labor market information has been instrumental in making Minnesota one of the strongest job markets in America and that it will continue to play an important role in our economic future.

To improve our information and services, we regularly summarize related information including customer type, information requested, and satisfaction level. We share this information with you in the hopes that it may be as helpful for you to see how others are using our data as it is for us in guiding how we can best supply the data.

The information contained in the summary comes from several sources:

- Records of incoming telephone and email requests
- Web statistics from our Google Analytics web tracking tool
- Information from our mailing and email subscription lists
- DEED's customer satisfaction survey

Information from our 2013 summary is included in this article as well as updates on projects we have undertaken and services we have improved during the past year.

LMI Information Delivery Methods

The LMI Office offers a number of delivery methods for the data and information we provide. These methods include, but are not limited to:

- **LMI Website:** The majority of our customers access information directly from our website at mn.gov/deed/data. We keep our website as up-to-date and complete as possible, so customers know that they are getting the most current labor market information available for Minnesota. Almost all of the releasable data and information that we produce are made available on our website. Web use statistics are provided below in the tables.

- **Analyst Services:** Our telephone and email Helpline service assists customers in finding and understanding LMI data and information by providing direct access to our analysts. Analysts, including our team of five Regional Analysts, also provide presentations and training sessions, many geared toward workforce and economic development professionals, to a wide range of audiences. Consultation services and data extraction and analysis are also available on a fee-for-service basis. The Helpline can be reached by telephone during normal business hours at 888-234-1114 or 651-259-7384 or by email at deed.lmi@state.mn.us.

- **Electronic Notifications:** Customers who want to know when publications and data are updated can subscribe for email updates in the footer of the DEED website <http://mn.gov/deed/> where it says 'Connect with DEED'. These updates provide notification to subscribers when LMI data and publications are available.

- **Direct Mailing List:** This list is for customers who want to receive one or more copies of *Minnesota Economic Trends* in the mail every quarter or *Minnesota Employment Review* each month.



Table 1 provides a snapshot of customer contacts we made over the past year. The majority of LMI customers accessed information from our website, but a significant minority received LMI services through other means.

Accomplishments in 2014

During 2014 we made important enhancements to content and navigation on the LMI pages of the DEED website. From new data tools to newly designed webpages and menus, our enhancements were guided by the needs of our users.

In June LMI conducted intensive user

research through focus groups and one-on-one interviews. We talked with more than 30 users in both the Twin Cities Metro and Greater Minnesota representing four categories: job seekers and career explorers, employment counseling professionals, business service professionals, and economic development professionals. Users told us they want information to be easy to find and easy to understand. They want detail without overload, and they want a range of information. But they also want to be able to zero in on a specific information need.

Interviews with job seekers helped us learn the obvious: Job seekers want to apply for jobs. They also may want to know typical wages and demand or

related careers and educational options. But at any moment in the general information search they want to be able to shift to an actual job search.

These insights and many more collected during our user research and meetings with public and private stakeholders helped us make important improvements in 2014 as we reshaped existing products and launched new ones.

We launched two new data tools, the Graduate Employment Outcomes tool and the Cost of Living tool, as well as a new Current Economic Highlights feature called Alternative Measures of Unemployment.

The Graduate Employment Outcomes online tool, launched June 2014, shows how many Minnesota graduates are finding Minnesota jobs, at what wages, and in which industries. The user can select by year, location, award type, institution type, and instructional program. The tool is updated with a new cohort of graduates each year.

The tool is designed to serve prospective students, career explorers, career counselors, education program planners, and policy makers. The data are based on Minnesota Office of Higher Education postsecondary graduation records and wage records from all employers subject to Unemployment Insurance taxes in Minnesota. With 8,207 unique pageviews after six months online,

Table 1

LMI Customers by Information Delivery Method, 2014

Type of Contact	Contacts	Number of Customers
Website	433,601 page views	298,536 unique page views
Telephone, email, mail requests	2,091 contacts	2,091 contacts
Presentations and trainings	211 presentations/trainings	7,753 audience members
E-Mail notification list	168,000 notifications sent by e-mail	6,000+ subscribers
<i>Trends</i> print magazine	5,084 magazines sent by USPS mail	1,271 subscribers

Source: DEED LMI Office, various sources

Graduate Employment Outcomes is on track to become one of LMI's top five most-viewed data tools.¹

The Cost of Living online tool was launched in August 2014. The tool provides a yearly estimate of a basic-needs cost of living in Minnesota for individuals and families by county, region, and total state. The tool uses federal and state data to examine monthly living costs in seven categories: food, housing, health care, transportation, child care, other necessities, and net taxes. The tool is designed to serve job seekers, working people, employers, economic planners, and policy makers.

The Alternative Measures of Unemployment feature was launched in April 2014 as a new page within LMI's Current Economic Highlights on our website. The Alternative Measures feature provides a monthly snapshot of ten-year trends in Minnesota unemployment by race, age, gender, and U-3 through U-6 unemployment rates.² Drawn from the Current Population Survey and presented as 12-month moving averages, these data reveal under-served populations and untapped potential within the labor force. With 1,629 unique pageviews after three quarters online, Alternative Measures is on track to become the fourth most-viewed of the eight pages in LMI's Current Economic Highlights.

LMI is looking toward the spring 2015 launch of another new online tool. The Career Profile Tool will be an all-in-one occupational information tool for job seekers and career explorers. The tool will allow users to select by occupation and geographic region and will display results on five easy-to-navigate pages. An Overview page will provide a snapshot of the occupation, while four more pages — Wages, Demand, Education, and On the Job — give users detailed results. All pages will be easily accessed using navigation links at the top and bottom of every page. The user can also select a new occupation or start a whole new search using a

Table 2

LMI Web Traffic, 2014

LMI Web Property	Pageviews	Unique Pageviews
Data Tools	298,611	195,715
Current Economic Highlights	32,859	24,558
Trends	12,905	10,079
Review	9,250	6,724
Talk to Our Experts	8,222	6,570
LMI Jobseekers Portal	6,642	5,196

Source: Google Analytics

search box and hyperlink featured on every page. Every page will also feature a link to actual job openings listed at MinnesotaWorks.net. Ease of use, plain language, and completeness without overload are the guiding principles of the design. The programming of the tool is already underway.

One small but important enhancement to DEED's website in autumn 2014 was the launch of Job Outlook, a portal page which links job seekers to key LMI data tools. Job Outlook is a top-level offering in the Job Seeker section of the DEED website. It replaces an older portal page which was hard to find and hard to use. During the final quarter of 2014 the new Job Outlook page attracted 3,187 unique pageviews, almost five times as many as the old page, bringing more job seekers and career explorers to the LMI data tools that serve them best.

We also redesigned the Data Tools page which provides descriptions and links to LMI's suite of data tools, organizing the entries by subject category while still offering an alphabetical listing of tools in the navigation menu. We also redesigned all of the data tool landing pages to simplify navigation, clarify descriptive text, and to provide, where possible, an immediate graphic 'snapshot' of the data.

Bucking the conventional wisdom that 'people are afraid of data', our data tools are our most popular resource. Of 298,536 unique pageviews on the LMI website, our data tools accounted for 66 percent of the total.

Current Economic Highlights, *Minnesota Economic Trends*, and *Minnesota Employment Review* were the next three LMI web properties with the most unique pageviews after the data tools. Current Economic Highlights offers summary analysis of key data including wages, employment, unemployment, and unemployment insurance claims. Economic Trends and Employment Review are LMI's periodical publications available online and in print.

Our most popular data tool is the Occupational Employment Statistics or OES tool, which shows employment and wages by occupation and region in Minnesota. This information can help employers benchmark wages and can help job seekers and students explore careers.

The next most viewed tool was Employment Outlook, our employment projections tool, followed by Local Area Unemployment Statistics.

¹A 'pageview' is counted every time a page is viewed or loaded. So if a user refreshes the page during a session, a second pageview is counted. A 'unique pageview' is counted once regardless of how many times the user loads the page during a session or visit on the website.

²For an explanation of the various unemployment rates, refer to the article by Amanda Rohrer in the October 2012 issue of Minnesota Employment Review entitled Part-Time for Economic Reasons.

LMI Customer Satisfaction

Each year we examine information on LMI customer satisfaction from the DEED-wide Customer Satisfaction Survey. The results are for the period from October 2013 to September 2014. They represent two user groups: employers who posted job orders and employers who were visited by DEED business service representatives.

The customer satisfaction results show a high level of satisfaction: 98 percent were satisfied that the information was presented in a clear and understandable manner, 94 percent were satisfied with the time it took to respond, and 92 percent were satisfied that the LMI product was useful to them. On the lower end, only about 78 percent thought it was easy to find the labor market information that they were looking for.

These findings do not yet represent the changes that we have made to the website pages and navigation because they reflect the period just before the changes were implemented. However,

they provide a good baseline for comparison next year.

The LMI Regional Analysts now also have customer satisfaction results specific to their team. Those results show a very high level of satisfaction: 96 percent of RA customers feel that Regional Analysts understood what they were asking for, 98 percent were satisfied that the information was presented in a clear and understandable manner, 98 percent were satisfied with the time it took to respond, and 98 percent were satisfied that the LMI product was useful to them. Moreover, the MnCSI average score for the RA team was 87.1, quite a bit higher than for the LMI Office as a whole. In addition, 99 percent of respondents said they would recommend our services to a colleague.

Overall, these results show that while LMI customers are able to obtain much of the information they need from our website, contact with our Regional Analysts improves their experience. That is likely because the RAs are able to help them find and understand geo-specific information most useful to them and do it one on one.



We always welcome comments and feedback on our products and services. You can email us at DEED.lmi@state.mn.us or telephone us at our helpline: 651-259-7384.

Table 3

LMI Data Tools Web Traffic, 2014

LMI Data Tool	Pageviews	Unique Pageviews
Occupational Employment Statistics	62,153	38,699
Employment Outlook (Projections)	33,420	23,383
Local Area Unemployment Statistics	29,794	18,459
Occupations in Demand	25,549	17,142
Quarterly Census of Employment and Wages	24,025	13,005
Match Jobs to Experience	17,688	12,192
Graduate Employment Outcomes (Launched June 2014)	13,965	8,207
Cost of Living (Launched August 2014)	2,153	1,574

Source: Google Analytics

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