



Manufacturing in the Northeast

Duluth Area Chamber of Commerce President David Ross wrote of the “rise, fall, and rise again” of Manufacturing in the Northeast in a 2012 Duluth News Tribune article. The area lost a large number of manufacturing firms and jobs in the 1970s and 1980s, but Manufacturing continues to play an important role in the region today. Many local manufacturers have been planning expansions recently, such as Tritec, a Virginia steel fabricator.

At first glance, Manufacturing does not play as large a role in the Northeast’s economy as it does in many areas of the state. In 2011 manufacturing employment represented 11.5 percent of total employment. Minnesota’s employment share in Manufacturing is the 14th highest in the nation, according to the National Association of Manufacturers.¹ However, Manufacturing accounts for a much smaller employment share in the Northeast, where just 6.5 percent of jobs are in Manufacturing.

There’s a lot of diversity in the region’s seven counties, though. Manufacturing represents just 4.8 percent of employment in St. Louis County, where health care is dominant, but 20 percent in Koochiching County. Table 1 shows the number of manufacturing jobs and the employment share represented by Manufacturing for five northeast Minnesota counties. Manufacturing employment totals are suppressed for Aitkin and Cook counties to protect employer confidentiality.



Table 1: Manufacturing Employment and Employment Share by County, 2011

	Manufacturing Employment	Share of Employment
Aitkin	ND	ND
Carlton	1,388	10.9%
Cook	ND	ND
Itasca	1,182	7.4%
Koochiching	1,019	20.0%
Lake	503	11.7%
St. Louis	4,530	4.8%
Northeast Total	8,949	6.5%

ND = Not Disclosable

Source: MN DEED Quarterly Census of Employment and Wages, 2011

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Labor Market
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Table 2: Manufacturing Subsectors, Employment and Share of Employment in Northeast MN, 2011

Subsector	Employment	Employment Share	LQ
Manufacturing, all subsectors	8,949	6.5%	0.6
Paper Manufacturing	2,420	1.8%	4.1
Machinery Manufacturing	1,158	0.8%	0.7
Fabricated Metal Product Manufacturing	870	0.6%	0.4
Wood Product Manufacturing	849	0.6%	1.5
Transportation Equipment Manufacturing	479	0.3%	0.9
Computer and Electronic Product Manufacturing	424	0.3%	0.2
Food Manufacturing	331	0.2%	0.1
Plastics and Rubber Products Manufacturing	291	0.2%	0.4
Chemical Manufacturing	248	0.2%	0.5
Printing and Related Support Activities	226	0.2%	0.2
Textile Product Mills	191	0.1%	1.8
Apparel Manufacturing	185	0.1%	4.5
Miscellaneous Manufacturing	148	0.1%	0.1
Furniture and Related Product Manufacturing	87	0.1%	0.2
Electrical Equipment, Appliance, and Component Manufacturing	46	0.0%	0.1

Source: MN DEED Quarterly Census of Employment and Wages, 2011

Table 3: Wages for all Private Industries and Manufacturing, U.S., MN, and Northeast, 2011

	United States	Minnesota	Northeast
All Industries (private)	\$920	\$925	\$713
Manufacturing	\$1,139	\$1,106	\$1,031
Percent Difference	23.8%	19.6%	44.6%

Source: MN DEED Quarterly Census of Employment and Wages

Regional Strengths

Some of the state’s major manufacturing sectors, like Food Manufacturing and Computer and Electronics Manufacturing, are present in the Northeast but do not employ large numbers. Other Minnesota strengths, like Machinery Manufacturing, are also prevalent in the Northeast; some types of Manufacturing have a higher share of employment in the Northeast than in Minnesota as a whole.

Table 2 shows the number of jobs and the employment share represented by the major Manufacturing

subsectors in the Northeast. The last column shows the Location Quotient, or LQ, for each subsector. The LQ is the ratio of the employment share of each subsector in the Northeast to its employment share in Minnesota. LQs of greater than one indicate that a sector is relatively concentrated in the Northeast. The LQ of 0.6 for the Manufacturing industry reflects the relatively small employment share held by Manufacturing in the region. High LQs in Paper Manufacturing and Wood Product Manufacturing show that these subsectors are areas of specialization in the Northeast.

The mix of subsectors that are prevalent in the region show just how linked Manufacturing is to the rest of the regional economy. The area’s natural resources provide materials for Wood and Paper Manufacturing sectors. Machinery and Fabricated Metal Product Manufacturing, while employing smaller shares in the Northeast than in the state, are still among the largest subsectors in the region in terms of employment numbers. These subsectors include companies that manufacture equipment used by the mining industry. Many have expanded to serve other industries in other locations, too.

Wages and Output

Even if Manufacturing represents a smaller share of employment in the Northeast than in the state, it’s still a vital part of the economy. Manufacturing wages tend to be higher than total average wages throughout the U.S., but the manufacturing premium is especially large in the Northeast: Average weekly wages in Manufacturing were \$1,031 in the Northeast in 2011, 45 percent greater than average weekly wages for all private employment. The manufacturing premium was 23.8 percent in the U.S. and 19.6 percent in Minnesota.

Manufacturing also produces an important share of regional economic output. A 2009 study by the University of Minnesota-Duluth’s Bureau of Business and Economics Research found that Manufacturing represented almost a quarter of sales in the Northeast Minnesota-Northwest Wisconsin area, even though it accounted for less than 10 percent of jobs.²

Recent Changes

The recessionary low point for Northeast Minnesota employment was the first quarter of 2010, when

the region had 133,860 jobs, down from 139,169 in the first quarter of 2008. In the two years from that period to the first quarter of 2012, the region regained 1,024 jobs, a 0.8 percent growth rate. This number is the net job gain across all industries, including many that added jobs and others that continued to contract. The industry with the largest number of new or returning jobs was Manufacturing, which added 927 jobs over the period for an 11.7 percent growth rate.

The industry adding the second-highest number of jobs over that period was Mining, with 824 new jobs. Not surprisingly, the manufacturing subsectors that experienced the highest growth were those which serve the Mining industry, among other customers: Machinery Manufacturing added 321 new jobs, and Fabricated Metal Product Manufacturing added 228.

The impressive recent growth in Manufacturing does not erase the losses that the industry experienced over the decade. Manufacturing employment declined 30.4 percent from 2000 to 2011, and its employment share dropped from 9.1 percent to 6.5 percent. The post-recession growth in Manufacturing has provided much-needed employment for the region, but should not be expected to return the industry to its former employment share. The most recent data also suggest a drop-off in manufacturing growth, at least in some parts of the region: December 2012 employment figures for the Duluth-Superior Metropolitan Statistical Area show that Manufacturing there had lost 291 jobs since December 2011.

Changes in Manufacturing from 2000 to 2011 also reflect the Northeast's larger economy. A few Manufacturing subsectors did add jobs over the decade, including those most linked to the mining industry — Fabricated

Metal Product Manufacturing and Machinery Manufacturing. Two other subsectors belonging to the natural resource economy, Wood Product Manufacturing and Paper Manufacturing, both lost a large number of jobs over the decade, although the Wood Products subsector is projected to regain some in the next decade.

Future Growth

Manufacturing is projected to grow by 8.5 percent from 2010-2020 in the Northeast, adding jobs at a slower rate than the average for all industries (13.1 percent). Several Manufacturing subsectors will grow much more quickly, though. Wood Products Manufacturing, Nonmetallic Mineral Products Manufacturing, Fabricated Metal Product Manufacturing, Transportation Equipment

Manufacturing, and Furniture Manufacturing will each increase employment by more than 25 percent. Subsectors projected to lose jobs include Paper Manufacturing, Apparel Manufacturing, and Textile Product Mills.

Almost all of the 179 projected new jobs in Transportation Equipment Manufacturing will occur in the Aerospace Product and Parts subsector, reflecting the growing aviation cluster in the Duluth area.



Table 4: Manufacturing Subsectors, 2000 and 2011 Employment, Northeast Minnesota

Subsector	2000 Employment	2011 Employment	Percent Change	Numeric Change
Manufacturing, all subsectors	12,865	8,949	-30.4%	-3,916
Food Manufacturing	807	331	-59.0%	-476
Textile Product Mills	202	191	-5.4%	-11
Apparel Manufacturing	238	185	-22.3%	-53
Wood Product Manufacturing	1,885	849	-55.0%	-1,036
Paper Manufacturing	3,689	2,420	-34.4%	-1,269
Printing and Related Support Activities	353	226	-36.0%	-127
Chemical Manufacturing	273	248	-9.2%	-25
Plastics and Rubber Products Manufacturing	243	291	+ 19.8%	+ 48
Fabricated Metal Product Manufacturing	848	870	+ 2.6%	+ 22
Machinery Manufacturing	1,038	1,158	+ 11.6%	+ 120
Computer and Electronic Product Manufacturing	865	424	-51.0%	-441
Transportation Equipment Manufacturing	585	479	-18.1%	-106
Furniture and Related Product Manufacturing	226	87	-61.5%	-139
Miscellaneous Manufacturing	282	148	-47.5%	-134

Source: MN DEED Quarterly Census of Employment and Wages, 2000 and 2011

In addition to existing airplane manufacturing, AAR Aircraft Services recently opened a new aircraft maintenance and repair facility in Duluth, and the Duluth International Airport unveiled its new terminal in January.

Growth by Occupation

A wide range of occupations are represented in Manufacturing. Only about half of those employed in the Manufacturing industry work in production occupations. Other manufacturing employees work in office and administrative support occupations (10.2 percent), transportation and material moving occupations (7.1 percent), architecture and engineering occupations (7.1 percent), management occupations (5.9 percent), and others. Those who work in production may be assemblers, machinists, welders, or any of a host of other occupations.

Production occupations are projected to grow by 7.8 percent between 2010 and 2020 in both Minnesota and in the Northeast. DEED expects a total of 2,290 openings in production occupations between 2010 and 2020 in the Northeast, resulting from industry growth and from replacement openings created by retirements. The production occupations adding the most new jobs will be metal and plastic workers, assemblers and fabricators, woodworkers, and production supervisors. Educational

Table 5: Projected Growth by Manufacturing Subsector, Northeast Minnesota, 2010-2020

Subsector	Percent Change	Numeric Change
Manufacturing, all subsectors	8.5%	707
Furniture and Related Product Manufacturing	38.1%	32
Transportation Equipment Manufacturing	36.2%	179
Fabricated Metal Product Manufacturing	27.9%	208
Nonmetallic Mineral Product Manufacturing	25.6%	138
Wood Product Manufacturing	25.1%	211
Machinery Manufacturing	17.0%	164
Primary Metal Manufacturing	15.2%	45
Miscellaneous Manufacturing	3.4%	5
Printing and Related Support Activities	0.9%	2
Plastics and Rubber Products Manufacturing	-0.7%	-2
Paper Manufacturing	-3.5%	-85
Computer and Electronic Product Manufacturing	-8.0%	-22
Chemical Manufacturing	-9.6%	-22
Food Manufacturing	-11.4%	-35
Textile Product Mills	-25.4%	-46
Apparel Manufacturing	-32.9%	-56

Source: MN DEED Employment Projections, 2010-2020

requirements for these positions range from short-term on-the-job training to postsecondary vocational certificates. Most of these production occupations pay above the area median wage, some greatly above.

Conclusion

Manufacturing has been a growth leader in the Northeast since the recession ended, but this growth does not erase the decline in manufacturing employment over the last decade. The industry's employment share is

smaller than in the past and smaller in the Northeast than in the state as a whole, but it remains vitally important to the region's economy for a number of reasons. Manufacturing accounts for a disproportionately high share of the region's output and wages. It supports mining, another locally important high-output, high-wage industry, and is part of a developing aviation cluster which promises to be a source of new jobs in the future.

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¹National Association of Manufacturers, 2013, "Manufacturing Employment by State." Online at www.nam.org/~media/7F271F10D41743108571B21B7FE8B/CB8/Manufacturing_Employment_by_State.pdf

²University of Minnesota Duluth, Bureau of Business and Economic Research, "The Economic Structure of the Northland Works Region, 2009." Online at: <https://lsbe.d.umn.edu/departments/bber/projects/NorthlandWorks/FINAL12June2009.pdf>. Cited in: Digby, Drew. Minnesota Employment Review. Aug. 2009. "The Changing Economic Picture of Northeast Minnesota." Online at: www.PositivelyMinnesota.com/Data_Publications/Employment_Review_Magazine/August_2009_Edition/The_Changing_Economic_Picture_of_Northeast_Minnesota.aspx



Earlier this year the Minnesota Department of Employment and Economic Development announced that preliminary jobs numbers for February had put us near our pre-recession peak of 2,780,000, marking an important signpost on the road to economic recovery. How does our economic recovery — which is well underway — compare to our neighbors in the Upper Midwest?

Jobs and Unemployment

Table 1 compares Minnesota’s job level with the national numbers and those of the other four states in the Upper Midwest where we are right in the middle. It also compares our unemployment rates with those of our neighboring states. Minnesota also comes in the middle (Table 2).

Table 1: Current Employment versus Pre-Recession Peaks, by State

Area	Pre-Recession High	Date of Pre-Recession High	March 2013 Employment	Percentage of Jobs Recovered
North Dakota	368,900	Nov-08	441,200	119.60
South Dakota	412,100	Aug-08	419,700	101.84
Minnesota	2,780,900	Feb-08	2,770,100	99.61
Iowa	1,528,000	May-08	1,517,200	99.29
Wisconsin	2,885,400	Jan-08	2,804,300	97.19

Source: Bureau of Labor Statistics, Current Employment Statistics

Table 2: Current Unemployment versus Pre-Recession Lows, by State

Area	Pre-Recession Low	Date of Pre-Recession Low	March 2013 Unemployment
North Dakota	2.9	Apr-08	3.3
South Dakota	2.6	Feb-08	4.3
Iowa	3.6	Mar-07	4.9
Minnesota	3.9	Jun-06	5.4
Wisconsin	4.3	Apr-08	7.1

Source: Bureau of Labor Statistics, Local Area Unemployment Statistics

Table 3: 2010 Census Population

Wisconsin	5,686,986
Minnesota	5,303,925
Iowa	3,046,355
South Dakota	814,180
North Dakota	672,591

Source: U.S. Census Bureau

Some of this may be population related since the states with the larger populations have had more trouble pulling out of the recession (Table 3). On the other hand, North Dakota may never have had a falling off with the population growth related to the oil fields.

by Nick Dobbins

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, 2013.

County/ Area

County/ Area	Labor Force			Employment			Unemployment			Rate of Unemployment		
	Feb 2013	Jan 2013	Feb 2012	Feb 2013	Jan 2013	Feb 2012	Feb 2013	Jan 2013	Feb 2012	Feb 2013	Jan 2013	Feb 2012
United States ('000s) (Seasonally adjusted) (Unadjusted)	155,524 154,727	155,654 154,794	154,871 154,114	143,492 142,228	143,322 141,614	142,065 140,684	12,032 12,500	12,332 13,181	12,806 13,430	7.7% 8.1	7.9% 8.5	8.3% 8.7
Minnesota (Seasonally adjusted) (Unadjusted)	2,985,798 2,955,089	2,984,421 2,963,630	2,969,943 2,947,982	2,821,588 2,777,768	2,819,298 2,768,028	2,800,719 2,754,219	164,210 177,321	165,123 195,602	169,224 193,763	5.5 6.0	5.5 6.6	5.7 6.6
Metropolitan Statistical Areas (MSA)*												
Mpls.-St. Paul MSA	1,863,398	1,861,907	1,847,384	1,760,925	1,749,650	1,732,908	102,473	112,257	114,476	5.5	6.0	6.2
Duluth-Superior MSA	144,632	143,277	144,335	133,928	131,783	133,170	10,704	11,494	11,165	7.4	8.0	7.7
Rochester MSA	104,528	104,936	102,122	99,159	99,200	96,302	5,369	5,736	5,820	5.1	5.5	5.7
St. Cloud MSA	108,273	108,403	108,470	101,148	100,601	100,977	7,125	7,802	7,493	6.6	7.2	6.9
Grand Forks MSA	55,090	53,791	53,769	52,252	50,982	51,148	2,838	2,809	2,621	5.2	5.2	4.9
Fargo-Moorhead MSA	118,985	118,776	119,458	113,805	113,219	114,374	5,180	5,557	5,084	4.4	4.7	4.3
Region One	50,859	51,434	51,113	47,248	47,262	47,093	3,611	4,172	4,020	7.1	8.1	7.9
Kittson	2,670	2,772	2,564	2,493	2,531	2,374	177	241	190	6.6	8.7	7.4
Marshall	5,468	5,567	5,603	4,870	4,893	4,988	598	674	615	10.9	12.1	11.0
Norman	3,598	3,640	3,673	3,358	3,385	3,416	240	255	257	6.7	7.0	7.0
Pennington	9,441	9,508	9,597	8,634	8,585	8,748	807	923	849	8.5	9.7	8.8
Polk	18,285	18,379	17,954	17,257	17,219	16,693	1,028	1,160	1,261	5.6	6.3	7.0
Red Lake	2,399	2,453	2,444	2,188	2,183	2,178	211	270	266	8.8	11.0	10.9
Roseau	8,998	9,115	9,278	8,448	8,466	8,696	550	649	582	6.1	7.1	6.3
Region Two	39,663	40,407	40,755	35,989	36,326	36,795	3,674	4,081	3,960	9.3	10.1	9.7
Beltrami	21,745	22,148	22,368	19,990	20,181	20,475	1,755	1,967	1,893	8.1	8.9	8.5
Clearwater	4,226	4,366	4,457	3,540	3,605	3,759	686	761	698	16.2	17.4	15.7
Hubbard	8,850	8,998	8,987	7,929	7,986	7,961	921	1,012	1,026	10.4	11.2	11.4
Lake of the Woods	2,397	2,416	2,409	2,254	2,265	2,272	143	151	137	6.0	6.3	5.7
Mahnomen	2,445	2,479	2,534	2,276	2,289	2,328	169	190	206	6.9	7.7	8.1
Region Three	167,501	166,897	168,325	154,543	152,795	154,784	12,958	14,102	13,541	7.7	8.4	8.0
Aitkin	7,043	7,135	7,371	6,389	6,413	6,634	654	722	737	9.3	10.1	10.0
Carlton	17,778	17,716	17,877	16,445	16,184	16,325	1,333	1,532	1,552	7.5	8.6	8.7
Cook	2,909	2,990	2,994	2,677	2,735	2,742	232	255	252	8.0	8.5	8.4
Itasca	23,312	23,498	23,540	21,303	21,323	21,464	2,009	2,175	2,076	8.6	9.3	8.8
Koochiching	6,445	6,497	6,731	5,838	5,828	6,125	607	669	606	9.4	10.3	9.0
Lake	6,151	6,099	6,228	5,663	5,616	5,799	488	483	429	7.9	7.9	6.9
St. Louis	103,863	102,962	103,584	96,228	94,696	95,695	7,635	8,266	7,889	7.4	8.0	7.6
City of Duluth	45,490	45,081	45,457	42,522	41,845	42,287	2,968	3,236	3,170	6.5	7.2	7.0
Balance of St. Louis County	58,373	57,881	58,127	53,706	52,851	53,408	4,667	5,030	4,719	8.0	8.7	8.1
Region Four	124,528	125,510	123,717	116,930	117,126	115,449	7,598	8,384	8,268	6.1	6.7	6.7
Becker	17,460	17,675	17,485	16,146	16,224	16,064	1,314	1,451	1,421	7.5	8.2	8.1
Clay	35,218	35,115	35,116	33,466	33,165	33,156	1,752	1,950	1,960	5.0	5.6	5.6
Douglas	20,505	20,679	20,424	19,332	19,421	19,136	1,173	1,258	1,288	5.7	6.1	6.3
Grant	3,252	3,300	3,096	2,974	2,987	2,798	278	313	298	8.5	9.5	9.6
Otter Tail	29,731	30,179	30,314	27,524	27,749	27,992	2,207	2,430	2,322	7.4	8.1	7.7
Pope	6,508	6,571	6,060	6,186	6,227	5,695	322	344	365	4.9	5.2	6.0
Stevens	6,511	6,533	5,817	6,243	6,228	5,517	268	305	300	4.1	4.7	5.2
Traverse	1,638	1,685	1,713	1,536	1,573	1,605	102	112	108	6.2	6.6	6.3
Wilkin	3,705	3,773	3,692	3,523	3,552	3,486	182	221	206	4.9	5.9	5.6
Region Five	80,073	81,257	83,831	72,647	72,985	75,623	7,426	8,272	8,208	9.3	10.2	9.8
Cass	13,159	13,354	13,989	11,726	11,755	12,381	1,433	1,599	1,608	10.9	12.0	11.5
Crow Wing	31,000	31,407	32,599	28,172	28,244	29,440	2,828	3,163	3,159	9.1	10.1	9.7
Morrison	17,353	17,666	18,412	15,688	15,794	16,640	1,665	1,872	1,772	9.6	10.6	9.6
Todd	12,300	12,482	12,498	11,379	11,480	11,490	921	1,002	1,008	7.5	8.0	8.1
Wadena	6,261	6,348	6,333	5,682	5,712	5,672	579	636	661	9.2	10.0	10.4
Region Six East	62,929	63,803	64,722	58,345	58,785	59,645	4,584	5,018	5,077	7.3	7.9	7.8
Kandiyohi	23,751	23,971	23,891	22,258	22,357	22,271	1,493	1,614	1,620	6.3	6.7	6.8
McLeod	18,893	19,196	20,176	17,435	17,581	18,504	1,458	1,615	1,672	7.7	8.4	8.3
Meeker	12,317	12,468	12,527	11,339	11,405	11,418	978	1,063	1,109	7.9	8.5	8.9
Renville	7,968	8,168	8,128	7,313	7,442	7,452	655	726	676	8.2	8.9	8.3

*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, 2013.

Labor Force Estimates

County/ Area

County/ Area	Labor Force			Employment			Unemployment			Rate of Unemployment		
	Feb 2013	Jan 2013	Feb 2012	Feb 2013	Jan 2013	Feb 2012	Feb 2013	Jan 2013	Feb 2012	Feb 2013	Jan 2013	Feb 2012
Region Six West	24,947	25,551	24,916	23,325	23,667	23,232	1,622	1,884	1,684	6.5%	7.4%	6.8%
Big Stone	2,797	2,883	2,841	2,606	2,669	2,641	191	214	200	6.8	7.4	7.0
Chippewa	7,337	7,562	7,160	6,887	6,964	6,684	450	598	476	6.1	7.9	6.6
Lac Qui Parle	4,143	4,202	4,185	3,880	3,937	3,935	263	265	250	6.3	6.3	6.0
Swift	5,068	5,193	5,101	4,708	4,772	4,707	360	421	394	7.1	8.1	7.7
Yellow Medicine	5,602	5,711	5,629	5,244	5,325	5,265	358	386	364	6.4	6.8	6.5
Region Seven East	85,500	86,093	85,646	77,747	77,511	76,888	7,753	8,582	8,758	9.1	10.0	10.2
Chisago	29,156	29,146	29,457	26,909	26,737	26,779	2,247	2,409	2,678	7.7	8.3	9.1
Isanti	21,186	21,293	21,108	19,487	19,363	19,167	1,699	1,930	1,941	8.0	9.1	9.2
Kanabec	8,220	8,322	8,188	7,177	7,180	7,067	1,043	1,142	1,121	12.7	13.7	13.7
Mille Lacs	12,588	12,758	12,174	11,275	11,300	10,699	1,313	1,458	1,475	10.4	11.4	12.1
Pine	14,350	14,574	14,719	12,899	12,931	13,176	1,451	1,643	1,543	10.1	11.3	10.5
Region Seven West	229,204	229,532	228,724	213,379	212,116	211,403	15,825	17,416	17,321	6.9	7.6	7.6
Benton	22,485	22,577	22,520	20,820	20,708	20,768	1,665	1,869	1,752	7.4	8.3	7.8
Sherburne	50,221	50,369	50,091	46,553	46,256	45,928	3,668	4,113	4,163	7.3	8.2	8.3
Stearns	85,788	85,826	85,950	80,328	79,893	80,209	5,460	5,933	5,741	6.4	6.9	6.7
Wright	70,710	70,760	70,163	65,678	65,259	64,498	5,032	5,501	5,665	7.1	7.8	8.1
Region Eight	67,796	68,878	67,779	64,101	64,857	63,825	3,695	4,021	3,954	5.5	5.8	5.8
Cottonwood	6,299	6,391	6,438	5,963	6,014	6,064	336	377	374	5.3	5.9	5.8
Jackson	7,278	7,405	6,956	6,976	7,084	6,623	302	321	333	4.1	4.3	4.8
Lincoln	3,507	3,557	3,351	3,295	3,333	3,130	212	224	221	6.0	6.3	6.6
Lyon	14,716	14,830	15,094	13,891	13,943	14,236	825	887	858	5.6	6.0	5.7
Murray	5,745	5,871	5,737	5,370	5,464	5,347	375	407	390	6.5	6.9	6.8
Nobles	11,308	11,481	11,528	10,762	10,887	10,921	546	594	607	4.8	5.2	5.3
Pipestone	5,461	5,595	5,277	5,155	5,263	4,931	306	332	346	5.6	5.9	6.6
Redwood	8,248	8,400	8,105	7,676	7,768	7,528	572	632	577	6.9	7.5	7.1
Rock	5,234	5,348	5,293	5,013	5,101	5,045	221	247	248	4.2	4.6	4.7
Region Nine	131,428	132,649	132,626	123,332	123,735	123,832	8,096	8,914	8,794	6.2	6.7	6.6
Blue Earth	38,785	38,726	39,702	36,810	36,547	37,563	1,975	2,179	2,139	5.1	5.6	5.4
Brown	14,778	15,090	15,093	13,736	13,931	13,959	1,042	1,159	1,134	7.1	7.7	7.5
Faribault	7,421	7,578	7,422	6,910	7,034	6,855	511	544	567	6.9	7.2	7.6
Le Sueur	14,414	14,579	14,250	13,127	13,160	12,878	1,287	1,419	1,372	8.9	9.7	9.6
Martin	10,741	10,966	11,100	10,084	10,252	10,376	657	714	724	6.1	6.5	6.5
Nicollet	19,693	19,688	20,253	18,776	18,641	19,216	917	1,047	1,037	4.7	5.3	5.1
Sibley	10,101	10,284	8,898	9,494	9,621	8,255	607	663	643	6.0	6.4	7.2
Waseca	10,042	10,179	10,490	9,341	9,424	9,739	701	755	751	7.0	7.4	7.2
Watonwan	5,453	5,559	5,418	5,054	5,125	4,991	399	434	427	7.3	7.8	7.9
Region Ten	271,311	273,006	271,156	255,671	256,142	253,813	15,640	16,864	17,343	5.8	6.2	6.4
Dodge	11,252	11,314	11,056	10,544	10,548	10,249	708	766	807	6.3	6.8	7.3
Fillmore	11,137	11,302	10,867	10,389	10,521	10,047	748	781	820	6.7	6.9	7.5
Freeborn	15,921	16,111	16,547	14,926	15,029	15,349	995	1,082	1,198	6.2	6.7	7.2
Goodhue	25,752	25,906	26,082	24,087	24,213	24,345	1,665	1,693	1,737	6.5	6.5	6.7
Houston	10,731	10,626	10,955	9,910	9,745	10,035	821	881	920	7.7	8.3	8.4
Mower	20,903	21,168	21,377	19,815	19,966	20,108	1,088	1,202	1,269	5.2	5.7	5.9
Olmsted	81,419	81,719	79,286	77,445	77,477	75,072	3,974	4,242	4,214	4.9	5.2	5.3
City of Rochester	59,316	59,558	57,720	56,454	56,478	54,727	2,862	3,080	2,993	4.8	5.2	5.2
Rice	32,115	32,248	32,945	29,925	29,824	30,467	2,190	2,424	2,478	6.8	7.5	7.5
Steele	20,998	21,324	20,908	19,783	19,973	19,477	1,215	1,351	1,431	5.8	6.3	6.8
Wabasha	11,856	11,903	11,780	11,170	11,175	10,981	686	728	799	5.8	6.1	6.8
Winona	29,227	29,385	29,353	27,677	27,671	27,683	1,550	1,714	1,670	5.3	5.8	5.7
Region Eleven	1,619,352	1,618,611	1,604,465	1,534,511	1,524,722	1,509,315	84,841	93,889	95,150	5.2	5.8	5.9
Anoka	190,756	190,796	190,220	179,520	178,375	177,518	11,236	12,421	12,702	5.9	6.5	6.7
Carver	51,394	51,309	50,486	48,522	48,212	47,482	2,872	3,097	3,004	5.6	6.0	6.0
Dakota	232,614	232,323	231,607	220,460	219,054	217,628	12,154	13,269	13,979	5.2	5.7	6.0
Hennepin	660,647	660,340	652,917	628,100	624,093	616,839	32,547	36,247	36,078	4.9	5.5	5.5
City of Bloomington	48,265	48,267	47,702	45,871	45,578	45,042	2,394	2,689	2,660	5.0	5.6	5.6
City of Minneapolis	215,681	215,802	213,365	204,770	203,463	201,171	10,911	12,339	12,194	5.1	5.7	5.7
Ramsey	274,247	274,482	272,225	259,585	257,929	255,430	14,662	16,553	16,795	5.3	6.0	6.2
City of St. Paul	146,724	146,997	145,751	138,484	137,600	136,274	8,240	9,397	9,477	5.6	6.4	6.5
Scott	75,566	75,435	74,280	71,315	70,860	69,602	4,251	4,575	4,678	5.6	6.1	6.3
Washington	134,128	133,926	132,730	127,009	126,199	124,816	7,119	7,727	7,914	5.3	5.8	6.0



Industrial Analysis

Overview

Employment estimates produced a seventh consecutive monthly gain with the February employment gain measuring 14,500. Minnesota has added 59,500 jobs since July. Seven of the 11 supersectors showed employment growth for the month. The largest increases came in Professional and Business Services with a gain of 6,800 and Leisure and Hospitality with a gain of 3,200. An additional four supersectors showed gains from 1,300 to 1,900. The only large loss was in Government with a decline of 1,000. Another strong monthly gain pushed the annual rate of growth to 2.3 percent, equal to 62,400. Every supersector showed over-the-year employment gains. The three largest annual changes came in Trade, Transportation, and Utilities, up 15,200, Educational and Health Services, up 13,100, and Professional and Business Services, up 12,300. Government added 5,300, and Manufacturing, Financial Activities, and Leisure and Hospitality all showed gains in excess of 3,000 for the year.

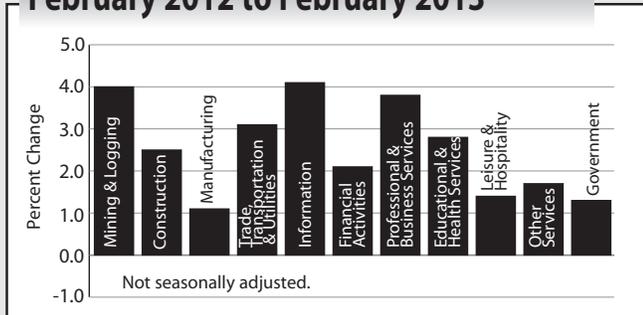
Mining and Logging

Employment increased by 100 for the month. Employment showed an increase of 300 on an annual basis.

Construction

Employment in Construction increased 1,400 for the month and followed a gain of 2,500 in January. This fast start to 2013 comes after a very lackluster showing in the second half of 2012 during which time 1,900 jobs were lost. January and February have reversed those losses and have added an additional 2,000 jobs as well. Most of the monthly growth came in Specialty Trade Contractors.

MN Employment Growth February 2012 to February 2013



Source: Department of Employment and Economic Development, Current Employment Statistics, 2013.

Over the last year the supersector added 1,900 jobs, with more than 1,000 of this gain coming from Specialty Trade Contractors. Construction of Buildings and Heavy and Civil Engineering Construction also showed growth of 400 and 500 respectively. Housing starts for Minnesota for February were slightly lower than for one year ago, but the mix of units was very different. Nearly all of the permitted units in February 2013 were single unit permits while in February 2012 more than half of permits were for units in multifamily structures.

Manufacturing

Manufacturing saw a loss of 800 jobs in February marking the first decline since last October. There was a loss of 400 in both Durable and Nondurable Goods Manufacturing. The losses were very modest in both major components with losses in Food Manufacturing and Fabricated Metal Manufacturing. Compared to February 2012, Manufacturing employment increased by 1.1 percent or 3,400 jobs. Durable Goods Manufacturing produced most of this increase with a gain of 2,800. Nondurable Goods Manufacturing added 500 driven by a gain of 1,200 in Food Manufacturing. Advance estimates of manufacturing shipments, inventories, and orders showed relatively poor results in that orders, shipments, and unfilled orders were all negative for the month, but in each case followed four months of growth.

Trade, Transportation, and Utilities

Estimates for February showed an increase of 1,300 over the past month for Trade, Transportation, and Utilities. This was the seventh straight month of employment growth with a net increase of 13,900 jobs during this time. This record of growth has been largely from growth in Retail Trade which added 8,600 jobs in the last seven months and 2,300 in February alone. Wholesale Trade showed a loss of 700 for the month marking the first loss since August during which time there has been a net increase of 2,800. The pattern in Transportation, Warehousing, and Utilities was similar to Wholesale Trade with a loss of 300 in February following several months of growth. Since September the sector has added a net 2,800 jobs. On an annual basis the supersector showed a gain of 15,200 jobs, equal to 3.1 percent growth. The largest number of new jobs came in Retail Trade which added 7,700 jobs. Wholesale Trade was up nearly 4,800 over the year with Durable Goods Wholesaling showing strong growth. Transportation and Warehousing also added 2,700 jobs.

*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.

Information

Information showed a loss of 100 over the past month. This followed four consecutive months of growth which netted 1,400 during those months. Over the past year the supersector added 2,200 jobs with all of the growth coming outside of traditional Publishing and Telecommunications.

Financial Activities

Monthly estimates showed job growth of 1,700 in February, which was the largest increase since April 2012. Most of the gain was in Finance and Insurance which added 1,200 with small gains in most components but particularly at securities firms. Real Estate and Rental and Leasing showed a gain of 500. Supersector employment was up 3,600 compared to one year ago with most of this coming in Finance and Insurance.

Professional and Business Services

By far the largest monthly gain was in Professional and Business Services with a gain of 6,800. This was the fourth consecutive monthly increase for the supersector after a fairly weak period from summer through early fall 2012. All three of the major component industries showed growth, but the largest gain was in Administrative and Support with a gain of 5,000. The gain in Administrative and Support follows a gain of 1,800 last month and helps to erase a net loss of 3,900 that occurred during a weak period from May to December 2012. Compared to last year the supersector showed a gain of 12,300 with a good distribution of growth across the major industry components. Professional, Scientific, and Technical Services showed a gain of 5,400, followed by Administrative and Support, up 4,700, and Management of Companies, up 2,200.

Educational and Health Services

Educational and Health Services saw a fourth consecutive month of growth adding 1,900. Private Education added 1,100, and Health Care and Social Assistance added 800. Health Care and Social Assistance has not shown a monthly loss since July 2011. Educational and Health Services added the greatest number of new jobs with a gain of 13,100. All of the annual growth came in Health Care and Social Assistance. Ambulatory Health Care added 7,900, well above the next largest gain in Nursing and Residential Care.

Leisure and Hospitality

Monthly estimates showed a fifth consecutive monthly gain in Leisure and Hospitality with a net gain of 8,300 over the five months. For the month, the supersector added 3,200 jobs with 2,200 of the gain coming in Accommodation and Food Services, particularly in Full Service Restaurants. On an annual basis Leisure and Hospitality showed a gain of 3,300 with the majority of the increase coming in Limited Service Eating Places.

Other Services

There was no change in the level of employment over the past month. Over the past year the supersector showed a gain of 1,900 with most of the increase coming in Religious, Grantmaking, Civic, Professional, and Other Similar Organizations.

Government

A loss of 1,100 in Local Government was the cause of the decline in total government. Local Government has shown a loss in three of the last four months. Compared to last year Government added 5,300 jobs. Local Government contributed most of the gain adding 4,400 with 2,800 of this from Local Government excluding Education. State Government added 1,300, all from State Government Education.

by Jerry Brown

Seasonally Adjusted Nonfarm Employment

In 1,000's

Industry	February 2013	January 2013	December 2012
Total Nonagricultural	2,779.9	2,765.4	2,751.9
Goods-Producing	410.8	410.1	406.9
Mining and Logging	7.3	7.2	7.1
Construction	96.4	95.0	92.5
Manufacturing	307.1	307.9	307.3
Service-Providing	2,369.1	2,355.3	2,345.0
Trade, Transportation, and Utilities	515.8	514.5	510.0
Information	54.7	54.8	54.6
Financial Activities	179.5	177.8	177.8
Professional and Business Services	345.7	338.9	337.9
Educational and Health Services	488.8	486.9	486.6
Leisure and Hospitality	252.0	248.8	246.9
Other Services	116.9	116.9	115.8
Government	415.7	416.7	415.4

Source: Department of Employment and Economic Development
Current Employment Statistics, 2013.

Regional Analysis

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

Employment in the Minneapolis-St. Paul-Bloomington MSA increased 0.5 percent (8,856) over the month and increased 2.4 percent (40,927) over the year. Much of the gain came from Government employment which was up 2.3 percent (5,484) over the month and 3.0 percent (6,970) over the year. State Government education employment had the largest share of that gain, with an 8.4 percent increase (3,440) over the month. In the Private Sector significant gains in Professional and Business Services (up 1.9 percent, 5,111) and Educational and Health Services (up 1.6 percent, 4,634) were partially offset by losses in Trade, Transportation, and Utilities (down 1.5 percent, 4,658) and in Mining, Logging, and Construction (down 2.0 percent, 989).

Duluth-Superior MSA

Employment in the Duluth-Superior MSA increased 1.6 percent (2,046) over the month and 1.2 percent (1,507) over the year. The largest part of the monthly gain was in Government employment (up 5.8 percent, 1,505), but which declined over the year (down 1.3 percent, 371). Significant monthly changes in Private Sector industries include a decline of 1.1 percent (257) in Trade, Transportation, and Utilities, an increase of 1.3 percent (398) in Educational and Health Services, and an increase of 2.4 percent (316) in Leisure and Hospitality.

Rochester MSA

Employment in the Rochester MSA declined 0.1 percent over the month and increased 1.6 percent (1,672) over the year. In the Private Sector, industries were pretty evenly split between gains and losses. Some of the largest numeric changes were in Manufacturing (down 103, 1.0 percent), Trade, Transportation, and Utilities (down 154, 1.0 percent), Leisure and Hospitality (down 103, 1.2 percent), Educational and Health Services (up 253, 0.6 percent), and Professional and Business Services (up 54, 1.1 percent). Government employment was down 9 (0.1 percent) over the month and 431 (4.0 percent) over the year.

St. Cloud MSA

Employment in the St. Cloud MSA increased 0.9 percent (918) over the month and 1.5 percent (1,488) over the year. Most of the gain came from Government employment (up 4.6 percent, 730), but over the year it increased only 0.8 percent (129). In the Private Sector there were over-the-month declines in Mining, Logging, and Construction (down 0.5 percent, 19) and Trade, Transportation, and Utilities (down 1.4 percent, 290). The only substantive increase was in Educational and Health Services (up 2.4 percent, 458).

Mankato-North Mankato MSA

Employment in the Mankato-North Mankato MSA increased 0.8 percent (439) over the month and 2.2 percent (1,142) over the year. Of the estimated industries, the only decline over the month was in Goods Producing (down 0.9 percent, 82). Over the year, however, employment in the industry was still up 5.1 percent (449). The largest monthly gain was in Government employment with an increase of 2.6 percent (239).

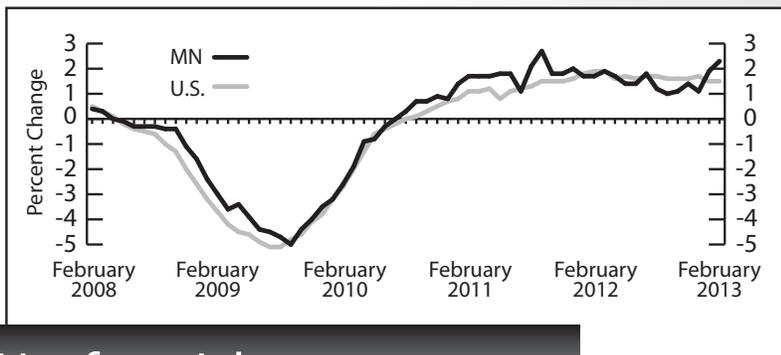
Fargo-Moorhead MSA

Employment in the Fargo-Moorhead MSA increased 0.8 percent (1,037) over the month and 4.1 percent (5,186) over the year. Government employment contributed significantly to the monthly gains, but ran counter to the annual gains, increasing 2.9 percent (496) over the month but declining 0.6 percent (109) over the year. The over-the-year growth came from Mining, Logging, and Construction (up 19.9 percent, 1,200), from Trade, Transportation, and Utilities (up 5.0 percent, 1,372), and from Professional and Business Services (up 11.9 percent, 1,674). The most substantial monthly change was in Educational and Health Services, up 1.5 percent (307).

Grand Forks-East Grand Forks MSA

Employment in the Grand Forks-East Grand Forks MSA grew by 0.4 percent (248) over the month and by 1.6 percent (885) over the year. On a monthly basis all of the gains came from Government employment (up 361, 2.5 percent). Annually, however, Government employment fell 0.5 percent (69). In the Private Sector there were significant monthly employment changes in Leisure and Hospitality (down 1.8 percent, 110), in Educational and Health Services (up 1.1 percent, 103), and in Trade, Transportation, and Utilities (down 1.1 percent, 137).

Source: Department of Employment and Economic Development, Current Employment Statistics, 2013; Bureau of Labor Statistics, U.S. Department of Labor, Current Employment Statistics, 2013.



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					
	Feb 2013	Jan 2013	Feb 2012	Jan 2013	Feb 2012	Average Weekly Earnings		Average Weekly Hours		Average Hourly Earnings	
						Feb 2013	Feb 2012	Feb 2013	Feb 2012	Feb 2013	Feb 2012
TOTAL NONFARM WAGE AND SALARY	2,720.9	2,703.7	2,658.6	0.6%	2.3%	—	—	—	—	—	—
GOODS-PRODUCING	386.6	389.3	381.0	-0.7	1.5	—	—	—	—	—	—
Mining and Logging	6.9	6.8	6.6	0.6	4.0	—	—	—	—	—	—
Construction	77.8	79.9	75.9	-2.6	2.5	—	—	—	—	—	—
Specialty Trade Contractors	50.2	51.0	49.2	-1.5	2.2	\$1,112.90	\$1,220.15	37.7	38.6	\$29.52	\$31.61
Manufacturing	301.9	302.6	298.5	-0.2	1.1	796.50	770.45	40.7	40.7	19.57	18.93
Durable Goods	192.3	192.5	189.4	-0.1	1.5	809.47	773.26	40.8	40.4	19.84	19.14
Wood Product Manufacturing	9.9	10.2	9.9	-3.3	0.1	—	—	—	—	—	—
Fabricated Metal Production	41.8	42.1	40.2	-0.9	4.0	—	—	—	—	—	—
Machinery Manufacturing	32.0	32.0	31.5	0.0	1.6	—	—	—	—	—	—
Computer and Electronic Product	45.4	45.2	45.8	0.6	-0.9	—	—	—	—	—	—
Navigational, Measuring, Electromedical and Control	25.0	24.9	24.8	0.2	0.5	—	—	—	—	—	—
Transportation Equipment	9.9	9.9	9.8	0.8	1.2	—	—	—	—	—	—
Medical Equipment and Supplies Manufacturing	15.6	15.6	15.8	0.3	-0.9	—	—	—	—	—	—
Nondurable Goods	109.7	110.1	109.1	-0.4	0.5	775.58	767.14	40.5	41.2	19.15	18.62
Food Manufacturing	44.0	44.3	42.8	-0.8	2.8	—	—	—	—	—	—
Paper Manufacturing	32.9	33.1	34.1	-0.7	-3.7	—	—	—	—	—	—
Printing and Related	23.1	23.1	23.5	0.1	-1.5	—	—	—	—	—	—
SERVICE-PROVIDING	2,334.4	2,314.4	2,275.5	0.9	2.5	—	—	—	—	—	—
Trade, Transportation, and Utilities	503.8	509.0	488.6	-1.0	3.1	—	—	—	—	—	—
Wholesale Trade	130.0	130.6	125.2	-0.5	3.8	952.88	920.29	38.5	36.9	24.75	24.94
Retail Trade	280.4	285.0	272.7	-1.6	2.8	351.81	347.78	27.0	27.8	13.03	12.51
Motor Vehicle and Parts	30.5	30.4	30.0	0.2	1.5	—	—	—	—	—	—
Building Material and Garden Equipment	22.6	22.5	22.3	0.7	1.6	—	—	—	—	—	—
Food and Beverage Stores	49.3	50.2	48.4	-1.9	1.9	—	—	—	—	—	—
Gasoline Stations	23.2	23.4	22.7	-0.6	2.4	—	—	—	—	—	—
General Merchandise Stores	59.9	62.5	61.5	-4.3	-2.7	302.72	321.85	27.9	29.1	10.85	11.06
Transportation, Warehouse, Utilities	93.4	93.3	90.7	0.1	3.0	—	—	—	—	—	—
Transportation and Warehousing	80.8	80.8	78.2	0.1	3.4	651.95	667.83	38.6	39.1	16.89	17.08
Information	55.2	55.0	53.0	0.4	4.1	705.74	708.56	31.2	34.0	22.62	20.84
Publishing Industries	20.8	20.9	21.0	-0.2	-0.9	—	—	—	—	—	—
Telecommunications	13.6	13.6	13.7	0.0	-1.0	—	—	—	—	—	—
Financial Activities	178.4	176.6	174.8	1.0	2.1	—	—	—	—	—	—
Finance and Insurance	140.0	138.6	137.4	1.0	1.9	908.25	931.11	35.8	36.4	25.37	25.58
Credit Intermediation	54.2	53.9	52.7	0.6	2.8	721.01	614.24	35.5	32.9	20.31	18.67
Securities, Commodity Contracts, and Other	18.1	17.9	18.3	1.3	-1.1	—	—	—	—	—	—
Insurance Carriers and Related	63.6	63.4	63.1	0.4	0.9	—	—	—	—	—	—
Real Estate and Rental and Leasing	38.4	38.0	37.4	1.0	2.6	—	—	—	—	—	—
Professional and Business Services	337.1	330.5	324.8	2.0	3.8	—	—	—	—	—	—
Professional, Scientific, and Technical Services	134.7	132.3	129.2	1.8	4.2	—	—	—	—	—	—
Legal Services	18.7	18.6	18.7	0.3	-0.4	—	—	—	—	—	—
Accounting, Tax Preparation	16.2	14.6	16.5	10.3	-2.0	—	—	—	—	—	—
Computer Systems Design	30.6	30.7	30.4	-0.6	0.4	—	—	—	—	—	—
Management of Companies and Enterprises	75.7	75.1	73.5	0.8	3.0	—	—	—	—	—	—
Administrative and Support Services	126.8	123.2	122.1	2.9	3.8	—	—	—	—	—	—
Educational and Health Services	488.6	481.5	475.5	1.5	2.8	—	—	—	—	—	—
Educational Services	67.9	60.9	68.2	11.4	-0.5	—	—	—	—	—	—
Health Care and Social Assistance	420.7	420.6	407.2	0.0	3.3	—	—	—	—	—	—
Ambulatory Health Care	137.0	137.1	129.1	-0.1	6.1	1,159.74	1,030.54	34.1	34.0	34.01	30.31
Offices of Physicians	66.4	66.2	62.3	0.4	6.5	—	—	—	—	—	—
Hospitals	103.1	103.0	101.2	0.0	1.9	—	—	—	—	—	—
Nursing and Residential Care Facilities	105.4	105.7	102.0	-0.3	3.4	421.36	386.95	28.9	27.6	14.58	14.02
Social Assistance	75.2	74.7	75.0	0.7	0.3	—	—	—	—	—	—
Leisure and Hospitality	231.6	230.8	228.3	0.3	1.4	—	—	—	—	—	—
Arts, Entertainment, and Recreation	34.5	34.2	33.6	0.9	2.8	—	—	—	—	—	—
Accommodation and Food Services	197.1	196.6	194.7	0.2	1.2	—	—	—	—	—	—
Food Services and Drinking Places	173.8	172.8	171.3	0.6	1.5	219.17	214.00	20.2	20.4	10.85	10.49
Other Services	116.2	115.5	114.3	0.6	1.7	—	—	—	—	—	—
Religious, Grantmaking, Civic, Professional Organizations	68.8	68.2	67.3	0.8	2.3	—	—	—	—	—	—
Government	423.5	415.5	418.3	1.9	1.3	—	—	—	—	—	—
Federal Government	31.0	31.1	31.4	-0.3	-1.3	—	—	—	—	—	—
State Government	103.7	98.3	102.5	5.5	1.2	—	—	—	—	—	—
State Government Education	66.7	61.4	66.8	8.7	-0.2	—	—	—	—	—	—
Local Government	288.8	286.1	284.4	1.0	1.6	—	—	—	—	—	—
Local Government Education	144.8	141.3	143.1	2.5	1.2	—	—	—	—	—	—

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, 2013.

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	
	Feb 2013	Jan 2013	Feb 2012	Jan 2013	Feb 2012	Feb 2013	Feb 2012	Feb 2013	Feb 2012	Feb 2013	Feb 2012
TOTAL NONFARM WAGE AND SALARY	1,766.0	1,757.1	1,725.0	0.5%	2.4%	—	—	—	—	—	—
GOODS-PRODUCING	229.6	230.4	225.1	-0.4	2.0	—	—	—	—	—	—
Mining, Logging, and Construction	48.4	49.4	47.7	-2.0	1.6	—	—	—	—	—	—
Construction of Buildings	11.5	11.8	11.5	-2.4	-0.1	—	—	—	—	—	—
Specialty Trade Contractors	34.9	35.4	32.1	-1.2	8.9	\$1,229.60	\$1,241.88	40.0	38.7	\$30.74	\$32.09
Manufacturing	181.1	181.0	177.5	0.1	2.1	823.70	806.62	40.2	40.8	20.49	19.77
Durable Goods	125.5	125.5	122.1	0.0	2.7	848.48	820.51	40.5	40.7	20.95	20.16
Fabricated Metal Production	28.1	28.2	27.0	-0.4	4.0	—	—	—	—	—	—
Machinery Manufacturing	19.7	19.8	19.2	-0.2	2.5	—	—	—	—	—	—
Computer and Electronic Product	35.8	35.6	35.6	0.6	0.5	—	—	—	—	—	—
Navigational, Measuring, Electromedical and Control	23.5	23.5	23.3	0.2	1.0	—	—	—	—	—	—
Medical Equipment and Supplies Manufacturing	14.1	14.1	14.4	0.0	-2.1	—	—	—	—	—	—
Nondurable Goods	55.7	55.5	55.3	0.3	0.6	773.81	782.13	39.5	41.1	19.59	19.03
Food Manufacturing	11.9	12.0	11.9	-0.4	0.2	—	—	—	—	—	—
Printing and Related	14.6	14.7	14.7	-0.2	-0.2	—	—	—	—	—	—
SERVICE-PROVIDING	1,536.4	1,526.7	1,499.9	0.6	2.4	—	—	—	—	—	—
Trade, Transportation, and Utilities	314.0	318.7	307.3	-1.5	2.2	—	—	—	—	—	—
Wholesale Trade	80.7	81.7	78.9	-1.3	2.2	956.60	933.62	37.9	37.3	25.24	25.03
Merchant Wholesalers - Durable Goods	43.0	43.4	41.7	-1.0	3.0	—	—	—	—	—	—
Merchant Wholesalers - Nondurable Goods	23.9	24.1	23.8	-0.5	0.4	—	—	—	—	—	—
Retail Trade	171.4	174.9	166.8	-2.0	2.8	339.21	345.83	26.9	28.3	12.61	12.22
Food and Beverage Stores	28.1	28.7	27.5	-1.9	2.4	—	—	—	—	—	—
General Merchandise Stores	36.3	38.4	37.3	-5.4	-2.7	313.32	327.41	29.2	30.4	10.73	10.77
Transportation, Warehouse, Utilities	61.9	62.1	61.6	-0.3	0.6	—	—	—	—	—	—
Utilities	7.3	7.3	7.3	0.1	0.4	—	—	—	—	—	—
Transportation and Warehousing	54.6	54.8	54.3	-0.3	0.6	705.38	709.80	40.4	41.1	17.46	17.27
Information	38.9	39.0	38.3	-0.3	1.4	732.30	837.19	30.0	35.9	24.41	23.32
Publishing Industries	16.4	16.4	16.3	0.0	0.2	—	—	—	—	—	—
Telecommunications	9.5	9.5	9.6	0.4	-1.1	—	—	—	—	—	—
Financial Activities	140.5	140.4	138.7	0.1	1.3	—	—	—	—	—	—
Finance and Insurance	109.5	109.5	108.4	0.1	1.0	1,024.82	1,055.85	36.2	38.2	28.31	27.64
Credit Intermediation	37.7	37.4	36.4	0.6	3.5	—	—	—	—	—	—
Securities, Commodity Contracts, and Other	16.3	16.1	16.6	1.3	-1.8	—	—	—	—	—	—
Insurance Carriers and Related	52.9	52.9	52.4	0.1	1.0	—	—	—	—	—	—
Real Estate and Rental and Leasing	31.0	30.9	30.3	0.4	2.4	—	—	—	—	—	—
Professional and Business Services	272.7	267.6	265.6	1.9	2.7	—	—	—	—	—	—
Professional, Scientific, and Technical Services	107.9	106.1	103.5	1.7	4.2	—	—	—	—	—	—
Legal Services	15.8	15.7	15.8	0.5	0.2	—	—	—	—	—	—
Architectural, Engineering, and Related	14.7	14.7	14.6	0.0	0.8	—	—	—	—	—	—
Computer Systems Design	26.0	26.2	25.2	-0.7	3.0	—	—	—	—	—	—
Management of Companies and Enterprises	67.1	66.8	67.2	0.4	-0.2	—	—	—	—	—	—
Administrative and Support Services	97.8	94.7	94.8	3.3	3.1	—	—	—	—	—	—
Employment Services	48.8	47.0	46.0	4.0	6.3	—	—	—	—	—	—
Educational and Health Services	296.0	291.4	284.1	1.6	4.2	—	—	—	—	—	—
Educational Services	47.6	43.8	45.8	8.8	4.1	—	—	—	—	—	—
Health Care and Social Assistance	248.4	247.6	238.4	0.3	4.2	—	—	—	—	—	—
Ambulatory Health Care	80.7	80.9	76.1	-0.3	6.0	—	—	—	—	—	—
Hospitals	59.9	59.8	58.1	0.1	3.1	—	—	—	—	—	—
Nursing and Residential Care Facilities	55.5	55.4	53.3	0.1	4.1	—	—	—	—	—	—
Social Assistance	52.4	51.6	51.0	1.7	2.9	—	—	—	—	—	—
Leisure and Hospitality	153.7	155.2	153.7	-0.9	0.0	—	—	—	—	—	—
Arts, Entertainment, and Recreation	25.4	25.5	25.7	-0.3	-1.3	—	—	—	—	—	—
Accommodation and Food Services	128.3	129.7	128.0	-1.1	0.3	255.30	252.44	22.2	22.3	11.50	11.32
Food Services and Drinking Places	117.2	118.1	115.6	-0.8	1.4	249.22	236.95	21.9	21.6	11.38	10.97
Other Services	77.1	76.6	75.7	0.7	1.9	—	—	—	—	—	—
Repair and Maintenance	13.3	13.3	13.0	0.3	2.7	—	—	—	—	—	—
Religious, Grantmaking, Civic, Professional Organizations	43.1	42.8	42.2	0.8	2.0	—	—	—	—	—	—
Government	243.4	237.9	236.4	2.3	2.9	—	—	—	—	—	—
Federal Government	20.0	20.0	20.4	-0.2	-2.0	—	—	—	—	—	—
State Government	69.5	66.0	66.8	5.3	4.0	—	—	—	—	—	—
State Government Education	44.3	40.9	42.7	8.4	3.8	—	—	—	—	—	—
Local Government	153.9	151.8	149.2	1.3	3.1	—	—	—	—	—	—
Local Government Education	89.2	86.9	86.2	2.6	3.4	—	—	—	—	—	—

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

	Feb 2013	Jan 2013	Feb 2012	Jan 2013	Feb 2012
TOTAL NONFARM WAGE AND SALARY	100,778	99,860	99,290	0.9%	1.5%
GOODS-PRODUCING	18,966	18,976	18,561	-0.1	2.2
Mining, Logging, and Construction	4,219	4,238	3,872	-0.4	9.0
Manufacturing	14,747	14,738	14,689	0.1	0.4
SERVICE-PROVIDING	81,812	80,884	80,729	1.1	1.3
Trade, Transportation, and Utilities	20,136	20,426	19,608	-1.4	2.7
Wholesale Trade	4,073	4,074	3,829	0.0	6.4
Retail Trade	12,713	12,970	12,461	-2.0	2.0
Transportation, Warehouse, Utilities	3,350	3,382	3,318	-0.9	1.0
Information	1,625	1,620	1,619	0.3	0.4
Financial Activities	4,384	4,352	4,224	0.7	3.8
Professional and Business Services	7,956	7,927	7,995	0.4	-0.5
Educational and Health Services	19,390	18,932	18,878	2.4	2.7
Leisure and Hospitality	8,448	8,511	8,632	-0.7	-2.1
Other Services	3,382	3,355	3,411	0.8	-0.9
Government	16,491	15,761	16,362	4.6	0.8

Rochester MSA

Jobs % Chg. From

	Feb 2013	Jan 2013	Feb 2012	Jan 2013	Feb 2012
TOTAL NONFARM WAGE AND SALARY	104,484	104,551	102,812	-0.1%	1.6%
GOODS-PRODUCING	12,551	12,688	12,983	-1.1	-3.3
Mining, Logging, and Construction	2,597	2,631	2,592	-1.3	0.2
Manufacturing	9,954	10,057	10,391	-1.0	-4.2
SERVICE-PROVIDING	91,933	91,863	89,829	0.1	2.3
Trade, Transportation, and Utilities	15,837	15,991	15,227	-1.0	4.0
Wholesale Trade	2,296	2,300	2,209	-0.2	3.9
Retail Trade	11,159	11,301	10,718	-1.3	4.1
Transportation, Warehouse, Utilities	2,382	2,390	2,300	-0.3	3.6
Information	1,727	1,729	1,585	-0.1	9.0
Financial Activities	2,357	2,353	2,359	0.2	-0.1
Professional and Business Services	4,872	4,818	4,772	1.1	2.1
Educational and Health Services	44,440	44,187	42,901	0.6	3.6
Leisure and Hospitality	8,657	8,760	8,692	-1.2	-0.4
Other Services	3,587	3,560	3,406	0.8	5.3
Government	10,456	10,465	10,887	-0.1	-4.0

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

	Feb 2013	Jan 2013	Feb 2012	Jan 2013	Feb 2012
TOTAL NONFARM WAGE AND SALARY	129,187	127,141	127,680	1.6%	1.2%
GOODS-PRODUCING	14,219	14,154	14,427	0.5	-1.4
Mining, Logging, and Construction	7,081	7,027	7,237	0.8	-2.2
Manufacturing	7,138	7,127	7,190	0.2	-0.7
SERVICE-PROVIDING	114,968	112,987	113,253	1.8	1.5
Trade, Transportation, and Utilities	23,912	24,169	23,375	-1.1	2.3
Wholesale Trade	3,147	3,148	2,910	0.0	8.1
Retail Trade	14,786	15,015	14,601	-1.5	1.3
Transportation, Warehouse, Utilities	5,979	6,006	5,864	-0.4	2.0
Information	1,312	1,321	1,351	-0.7	-2.9
Financial Activities	5,355	5,348	5,296	0.1	1.1
Professional and Business Services	7,329	7,322	7,365	0.1	-0.5
Educational and Health Services	30,698	30,300	30,068	1.3	2.1
Leisure and Hospitality	13,252	12,936	12,294	2.4	7.8
Other Services	5,826	5,812	5,849	0.2	-0.4
Government	27,284	25,779	27,655	5.8	-1.3

Mankato-North Mankato MSA

Jobs % Chg. From

	Feb 2013	Jan 2013	Feb 2012	Jan 2013	Feb 2012
TOTAL NONFARM WAGE AND SALARY	53,704	53,265	52,562	0.8%	2.2%
GOODS-PRODUCING	9,332	9,414	8,883	-0.9	5.1
Mining, Logging, and Construction	--	--	--	--	--
Manufacturing	--	--	--	--	--
SERVICE-PROVIDING	44,372	43,851	43,679	1.2	1.6
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	9,312	9,073	9,204	2.6	1.2

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-East Grand Forks MSA

Jobs % Chg. From

	Feb 2013	Jan 2013	Feb 2012	Jan 2013	Feb 2012
TOTAL NONFARM WAGE AND SALARY	55,817	55,569	54,932	0.4%	1.6%
GOODS-PRODUCING	6,253	6,291	5,888	-0.6	6.2
Mining, Logging, and Construction	2,588	2,585	2,393	0.1	8.1
Manufacturing	3,665	3,706	3,495	-1.1	4.9
SERVICE-PROVIDING	49,564	49,278	49,044	0.6	1.1
Trade, Transportation, and Utilities	12,276	12,413	11,769	-1.1	4.3
Wholesale Trade	1,972	2,008	1,936	-1.8	1.9
Retail Trade	8,124	8,263	7,863	-1.7	3.3
Transportation, Warehouse, Utilities	2,180	2,142	1,970	1.8	10.7
Information	622	600	633	3.7	-1.7
Financial Activities	1,664	1,661	1,639	0.2	1.5
Professional and Business Services	2,711	2,684	2,857	1.0	-5.1
Educational and Health Services	9,546	9,443	9,269	1.1	3.0
Leisure and Hospitality	6,103	6,213	6,174	-1.8	-1.1
Other Services	1,988	1,971	1,980	0.9	0.4
Government	14,654	14,293	14,723	2.5	-0.5

Fargo-Moorhead MSA

Jobs % Chg. From

	Feb 2013	Jan 2013	Feb 2012	Jan 2013	Feb 2012
TOTAL NONFARM WAGE AND SALARY	130,347	129,310	125,161	0.8%	4.1%
GOODS-PRODUCING	17,176	17,211	15,967	-0.2	7.6
Mining, Logging, and Construction	7,217	7,189	6,017	0.4	19.9
Manufacturing	9,959	10,022	9,950	-0.6	0.1
SERVICE-PROVIDING	113,171	112,099	109,194	1.0	3.6
Trade, Transportation, and Utilities	28,818	28,987	27,446	-0.6	5.0
Wholesale Trade	8,479	8,451	8,052	0.3	5.3
Retail Trade	15,589	15,821	14,799	-1.5	5.3
Transportation, Warehouse, Utilities	4,750	4,715	4,595	0.7	3.4
Information	3,226	3,229	3,236	-0.1	-0.3
Financial Activities	9,114	9,124	8,869	-0.1	2.8
Professional and Business Services	15,689	15,499	14,015	1.2	11.9
Educational and Health Services	20,864	20,557	20,484	1.5	1.9
Leisure and Hospitality	12,986	12,811	12,560	1.4	3.4
Other Services	5,073	4,987	5,074	1.7	0.0
Government	17,401	16,905	17,510	2.9	-0.6

Source: Department of Employment and Economic Development, Current Employment Statistics, and North Dakota Job Service, 2013.

Highlights

The **Minnesota Index** soared for the fourth consecutive month, increasing 0.7 percent in February. That's the biggest one month jump since October 2010 and the 13th highest on record dating to 1979. Minnesota's unemployment rate and average manufacturing hours have shown little movement in recent months, but payroll employment is lifting the index into orbit. The index is up 1.9 percent over the last three months. The index hasn't rumbled up this fast over three months since 1983-84 when the state's economy was roaring back from the double-dip recessions of the early 1980s.

The U.S. index increased only 0.3 percent in February. Minnesota's index has raced ahead of the national index in six out of the last seven months indicating that the state's economic growth has picked up speed and is expanding significantly faster than the national economy. Minnesota's economy, as measured by the index, is up 3.6 percent from a year ago while the U.S. economy is up 2.8 percent.

Minnesota's **Wage and Salary Employment** jumped 0.5 percent for the second straight month in February as 14,500 jobs were added. The pace of hiring in Minnesota has accelerated over the last few months, generating the highest job growth in two decades. The private sector added its highest monthly total since April 2005. Monthly private jobs gains have only topped February's 15,500 twice since 1990 -- in April 2005 and April 2004.

Hiring was strongest in Professional and Business Services, Leisure and Hospitality, Educational and Health Services, and Financial Activities. Payrolls were trimmed in Government, Manufacturing, and Information.

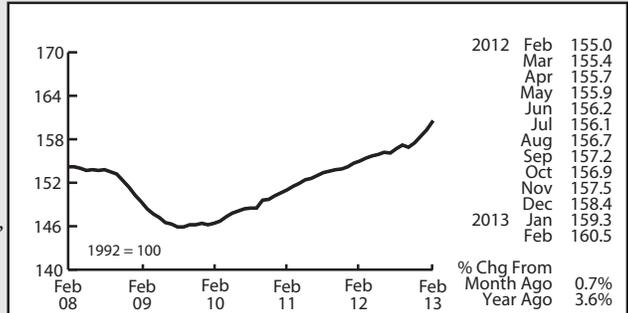
Minnesota's over-the-year job growth, based on unadjusted job numbers, spiked to 2.3 percent, the highest over-the-year growth since September 2011. Job growth in the state is outpacing the national rate which was 1.5 percent in February. The 2.3 percent growth for Minnesota translates into 62,400 more jobs in February than a year ago.

Minnesota's adjusted online **Help-Wanted Ads** retreated 1.8 percent in February. Online help-wanted ads nationally were also down slightly, dipping 0.9 percent. The state's share of national online help-wanted ads continues to run around 2.5 percent, suggesting that labor demand in Minnesota is stronger than nationally since Minnesota's share of U.S. wage and salary employment is around 2.0 percent.

Minnesota's **Purchasing Managers' Index (PMI)** slipped for the second month in a row, but the decline was mild, and the index remains above growth neutral for the third straight month. The index from a monthly survey of supply managers in Minnesota carried out by Creighton University researchers is modeled after the U.S. ISM (Institute for Supply Management) index which measures national manufacturing activity.

Minnesota's index has five components: Delivery lead time, employment, inventories, new orders, and production. The employment component topped 50 for the fourth straight month, a good indication that job growth in Minnesota will remain robust through the first six months of 2013.

Even though adjusted **Manufacturing Hours** barely advanced in



Source: The Federal Reserve Bank of Philadelphia, 2013

Minnesota Index

February, the rebound in factory hours over the last two months is a positive development. The uptick in hours suggests that manufacturing activity in the state is accelerating after having experienced a rough patch in last six months of 2012. Adjusted **Manufacturing Earnings** spiked for the second month in a row, reaching \$804.56. That is the biggest factory paycheck since December 2010. Real manufacturing earnings were up 2.0 percent from last year.

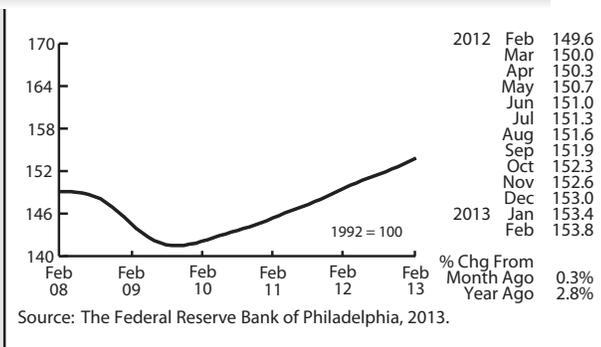
The **Minnesota Leading Index** continued to explode in February, reaching its highest level since April 1984. The index, which is subject to revisions as employment and income estimates are revised, is pointing toward a Minnesota's economy that will gain strength through the rest of the first half of this year. The uneven recovery of the past three years may be developing into a more robust phase.

There was no big bounce back in adjusted **Residential Building Permits** in February from January's big tumble as building permits remained essentially unchanged. Building permits are expected to climb, however, as the housing market continues to show signs of improvement.

Adjusted **Initial Claims for Unemployment Benefits (UB)** dipped for the third straight month in February, wiping out the spike in initial claims between September and November of last year. The two-month average initial claims level is the lowest since April 2008. The low level of layoffs points to continued robust job growth in Minnesota in the near term.

by Dave Senf

United States Index

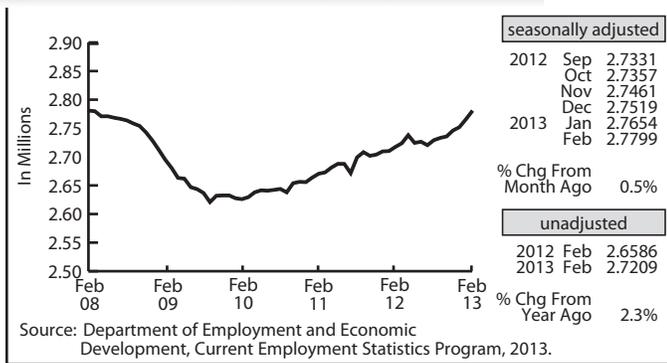


Source: The Federal Reserve Bank of Philadelphia, 2013.

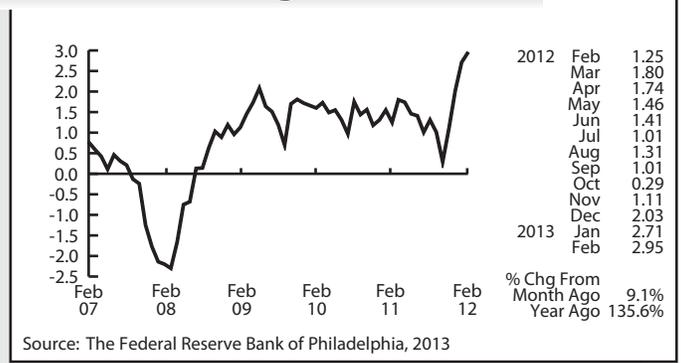
Note: All data except for Minnesota's PMI have been seasonally adjusted. See the feature article in the Minnesota Employment Review, May 2010, for more information on the Minnesota Index.

Minnesota Economic Indicators

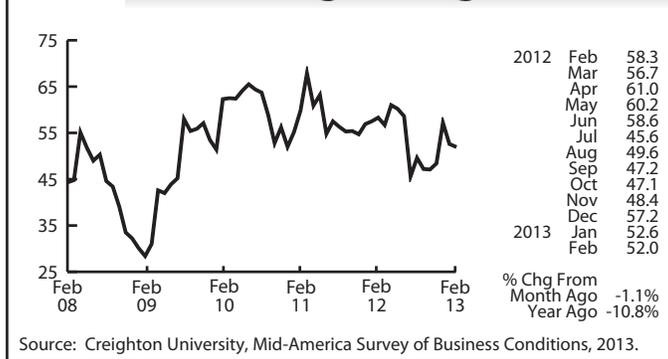
Wage and Salary Employment



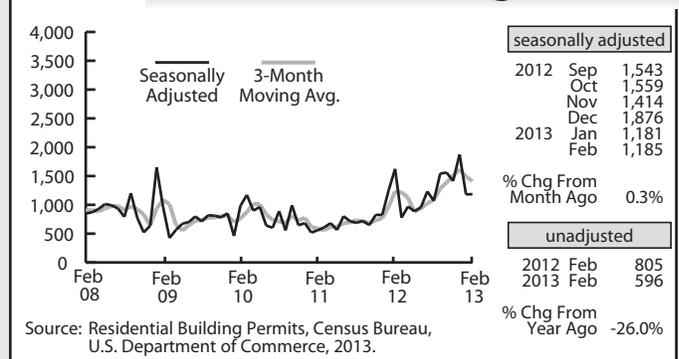
Minnesota Leading Index



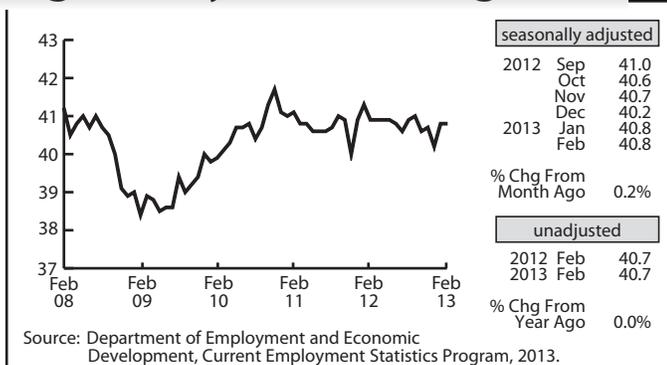
Purchasing Managers' Index



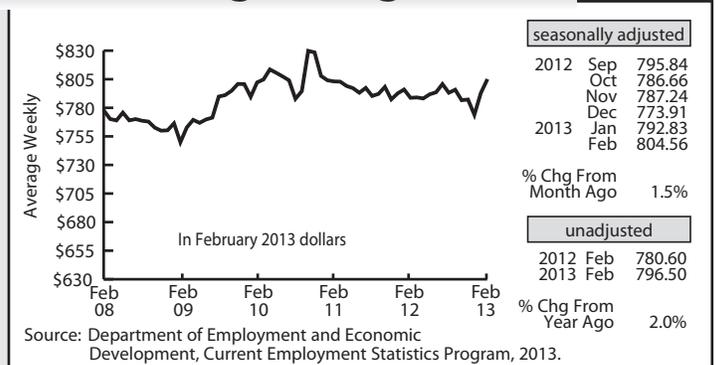
Residential Building Permits



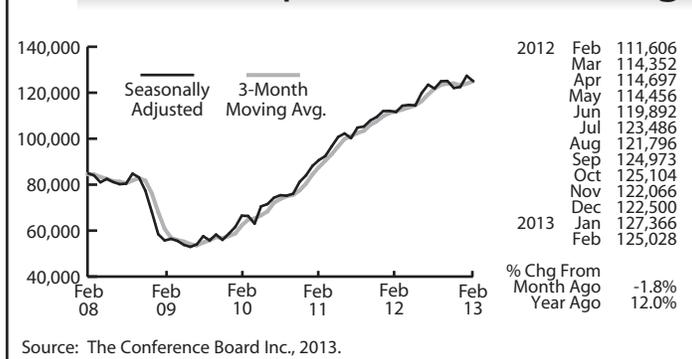
Average Weekly Manufacturing Hours



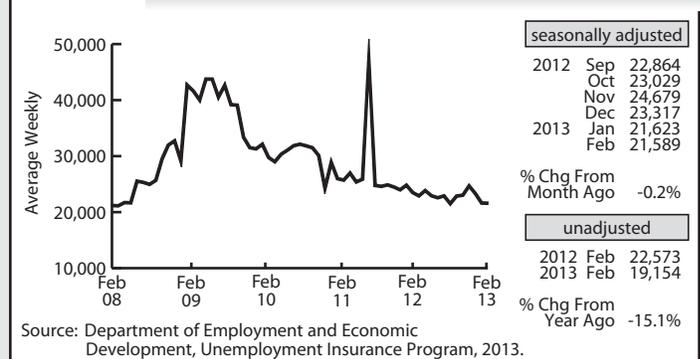
Manufacturing Earnings



Online Help-Wanted Advertising



Initial UB Claimants



Review

Minnesota Employment



DEED

Labor Market Information Office

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Labor Market Information

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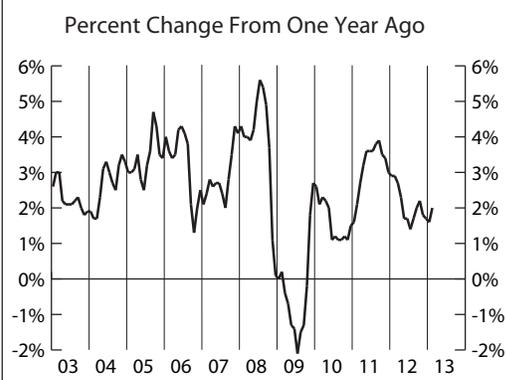
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U.S. Consumer Price Index for All Urban Consumers (CPI-U)

On a seasonally adjusted basis the February CPI-U for all items increased 0.7 percent over the month. The index increased 2.0 percent from February 2012, not seasonally adjusted. The index for Gasoline increased by 9.1 percent for February, resulting in an over-the-year gain of 3.3 percent. Food prices were nearly flat at a 0.1 percent gain over the month. In the index for all items less food and energy, results ranged from a gain of 0.8 percent in Used Cars and Trucks to a decline of 0.4 percent in Medical Care Commodities. There was an overall monthly gain of 0.2 percent and a 12-month gain of 2.0 percent.

The official BLS news release is available here:
www.bls.gov/news.release/pdf/cpi.pdf



For more information
on the U.S. CPI
or the semi-annual
Minneapolis-St. Paul CPI, call:
651.259.7384
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What's Going On?

Success for Working Adult Learners Starts with New Website

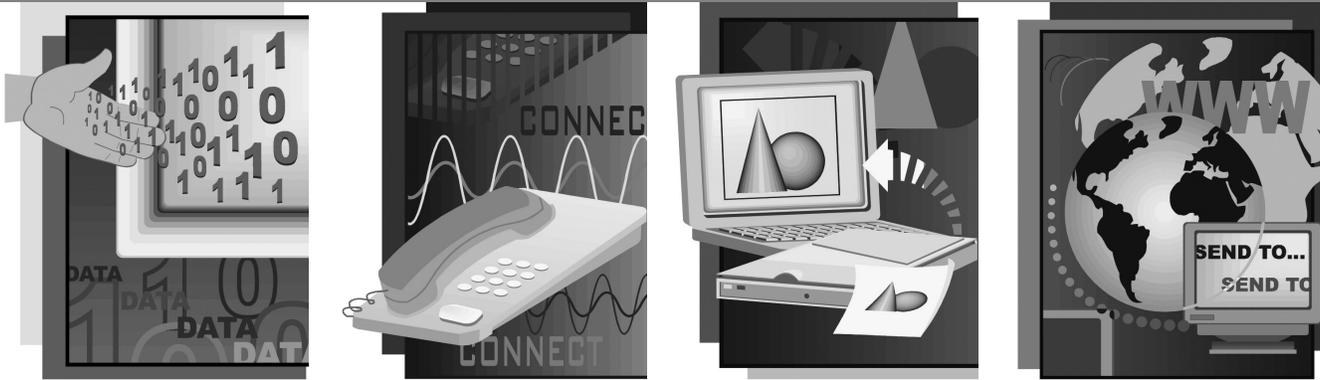
DEED, Minnesota State Colleges and Universities and iSEEK have launched a new website for working adult learners at www.mncareerpathways.org.

This website will help Minnesota adult students create career and training plans in preparation for a fulfilling career. The homepage of MN Career Pathways encourages students to prepare, explore and act— and asks three questions:

- How do I plan training for my career?
- What are my education and training options?
- How do I make it happen?

The Minnesota Career Pathways work team — staff from DEED, MnSCU, Minnesota Department of Education and iSeek Solutions — produced content for the website.

POSITIVELY
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2012 Labor Market Information Office Service Summary

by Nick Dobbins
Labor Market Information Office
Minnesota Department of Employment and Economic Development

The mission of the Labor Market Information (LMI) Office of the Minnesota Department of Employment and Economic Development (DEED) is to collect and deliver high quality labor market information. 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.

So that we may continually improve the information and services we provide, 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 helpful for you in using our information, as it is for us in guiding how we can best supply it.

The information contained in the summary comes from several sources, including:

- 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 2012 summary is included in this article, along with updates on projects we have undertaken and services we have improved during the past year.

LMI Customers and 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 www.PositivelyMinnesota.com/lmi. 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 is made available on our website.

- **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 also provide presentations and training sessions, primarily 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 via email at deed.lmi@state.mn.us

- **Electronic Notifications:** We have two active email lists, both of which can be found at www.PositivelyMinnesota.com/Data_Publications/Data_Talk_to_Our_Experts. 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* list receive a message when we release a noteworthy piece of data. The agency also recently introduced RSS feeds, which provide notification to subscribers whenever LMI data and publications are updated. You can sign up for the feeds at: www.PositivelyMinnesota.com/Newsroom/RSS_Feeds

- **Direct Mailing List:** This list is for customers who want to receive publications and brochures that are available in print.

Table 1 provides a snapshot of customer contacts we made over the past year. Overall, the LMI Office had more than 371,000 customers and made about 550,000 contacts with these customers in 2012. The majority of these were Web customers, but a significant minority received LMI services through other means.

In addition to counting the number of contacts we have with customers throughout the year, we also keep an eye on the type of organizations the users of our data represent. This allows us to understand the needs of our customers better so that we can better shape our information production efforts in the future. In 2012, as in previous years, a strong plurality of our information requests and contacts came from private businesses in the state. Other top customer groups included Minnesota state government employees, Workforce Service Area staff and council members, schools, local and county governments, and economic development agencies.

Table 1

LMI Customers by Information Delivery Method, 2012

Type of Contact	Contacts in 2012	Number of Customers
Website	505,126 pageviews	358,979 unique pageviews
Telephone, email, mail requests*	1,825 Contacts	1,825 Contacts
Presentations and trainings*	139 presentations/trainings	6,270 audience members
LMI Data and Publications email list	32,944 newsletters sent	2,059 subscribers
LMI Releases for News Media email list	1,140 press notices sent	114 subscribers
Publications subscribers	8,504 publications sent	2,096 subscribers

* Partially estimated because of incomplete records

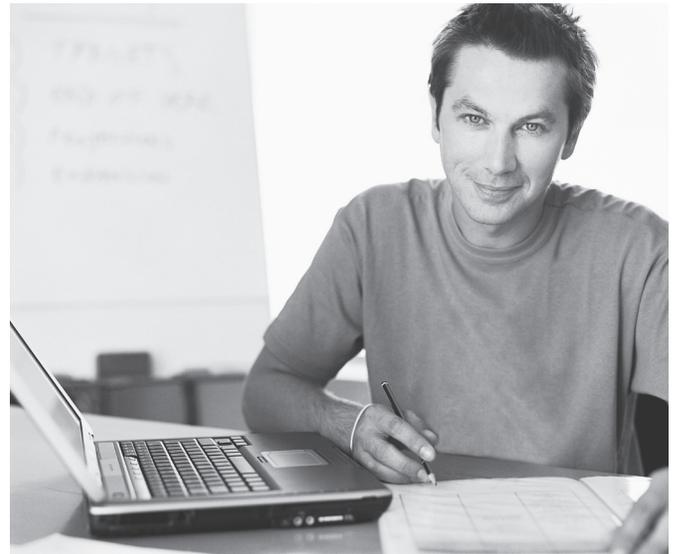
Source: DEED LMI Office, various sources

Online Labor Market Information

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, short-term employment forecasts, and articles and analysis on a wide range of labor market topics. The most common way for customers to access the products we provide is through our website. This section addresses the types of informational products our customers accessed there in 2012.

The top LMI web pages in 2012, based on number of pageviews, were our Current Economic Highlights page and our publications, *Minnesota Employment Review* and *Minnesota Economic Trends*. Those three products had a combined total of 122,526 pageviews. Our most popular tools last year were the Job Skills Transfer Assessment Tool (JobSTAT), which allows users to match their skills with existing job openings, and Occupational Employment Statistics (OES), also known as *The Salary Survey*, which provides statewide and regional wage data for specific occupations. Those tools combined for a total of 20,622 pageviews. Table 2 summarizes this information.

In recent years we have moved away from print publications and toward providing our range of products on the Internet. The main driver for this approach is cost savings, but it also improves timeliness by allowing data and analysis to be made available almost instantly on our website. However, because we know that many of our



customers want to be able to manipulate the data or print out 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 large amounts of text.

LMI Customer Satisfaction

Each year we look closely at the results from DEED’s Customer Satisfaction Survey. In past years a separate survey was given to two separate groups of customers — job seekers and employers. However, this year the questions related to LMI services were only asked of employers. Table 3 summarizes the questions and

Table 2

Top 10 LMI Web Publications and Data Tools, 2012

LMI Product	Pageviews	Web Address
Current Economic Highlights	55,225	www.PositivelyMinnesota.com/CEH
<i>Review</i>	36,624	www.PositivelyMinnesota.com/review
<i>Trends</i>	30,677	www.PositivelyMinnesota.com/trends
Green Jobs Page	20,372	www.PositivelyMinnesota.com/Greenjobs
MN Workforce Facts	13,020	www.PositivelyMinnesota.com/Data_Publications/Publications/Minnesota_Workforce_Facts
Occupational Employment Statistics	11,012	www.PositivelyMinnesota.com/oes
Job Skills Transfer Assessment Tool (JobSTAT)	9,610	www.PositivelyMinnesota.com/JobSTAT
Occupations In Demand	8,470	www.PositivelyMinnesota.com/oid
Employment Outlook	3,016	www.PositivelyMinnesota.com/eo
Job Vacancy Survey	2,779	www.PositivelyMinnesota.com/jvs

Source: Google Analytics data

responses from employers who sought labor market information such as salary or wage statistics, industry statistics, or unemployment statistics from DEED.

Accomplishments and Changes in 2012

We have several noteworthy advances to report in 2012.

Online Updates: In 2010 the DEED website went through a complete overhaul. Access to older issues of *Economic Trends* and *Employment Review* were temporarily missing from the new site in 2011, but they have been restored and are currently available on our site. A searchable archive of publications has also recently been made available, and a link to that archive can be found at: www.PositivelyMinnesota.com/Data_Publications/Publications/index.aspx

Workforce Assessments: 2012 also saw DEED taking part in a Workforce Assessment initiative in partnership with Minnesota State Colleges and Universities (MnSCU) and the Minnesota Chamber of Commerce. The assessments were based on a series of listening sessions with Minnesota businesses in a variety of industries, including Agriculture, Energy, Health care, and Transportation, about their workforce needs. The goal of the assessments is to help MnSCU better align program offerings with the stated needs of employers in order to

assure that our schools are producing the right number of graduates in the right fields, armed with necessary skills to succeed in the labor market. Information on the assessments can be found at: www.mnscu.edu/business/workforceassessment/index.html

Skills Gap Survey: In 2012 we conducted the first round of our Skills Gap survey, which gathers information on current vacancies within occupations that have been identified as potentially facing a shortage of skilled workers. The study aims to discover how common hiring difficulties are in the state, the reasons for hiring difficulties that are present, and what kind of problems they might pose for our labor market. Occupations included in the initial round include registered nurses, industrial engineers, and machinists. The study, *Hiring Difficulties in Minnesota*, can be found at: www.PositivelyMinnesota.com/Data_Publications/Publications/Hiring_Difficulties_in_Minnesota/index.aspx

A second round of interviews on computer occupations is currently under way.

We always welcome comments and feedback on our products and services. Go to www.PositivelyMinnesota.com/Contact_Us/ to find your preferred method of contacting us.

Table 3

LMI and Career Information Customer Satisfaction Survey Results from Employers

Question	Employers' Response	
How satisfied are you that the information was presented in a clear and understandable manner?	52% Very Satisfied 48% Satisfied	0% Dissatisfied 0% Very Dissatisfied
How well did the information meet your needs?	44% Very Well 54% Well	2% Not Very Well 0% Not at all
How easy was it to find the labor market information you needed?	38% Very Easy 43% Somewhat Easy	15% Somewhat Difficult 4% Very Difficult
Did you get this information by telephone or email, through the internet, through a publication, or by another method?	9% Phone 14% E-mail 54% Internet 13% Publication	10% Other 0% Don't Know
How satisfied are you with the time it took to respond to your telephone call or email?	85% Very Satisfied 15% Satisfied	0% Dissatisfied 0% Very Dissatisfied

Note: Survey covers time period from April 2011 through March 2012.

Source: DEED Customer Satisfaction Survey

