



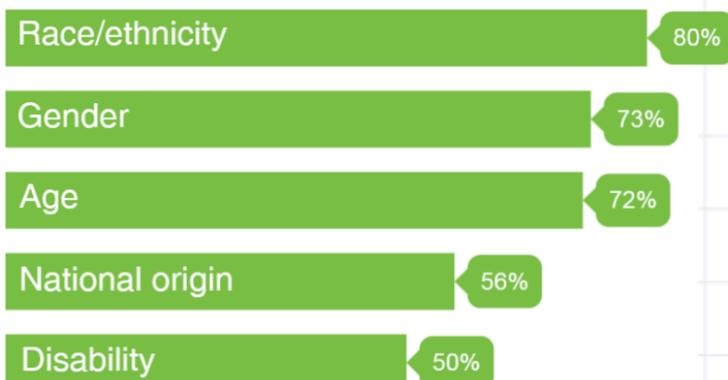
Workforce Diversity in Northwest Minnesota

We surveyed over 1,000 Minnesota employers to see what diversity means to them. Here's what employers in the Northwest part of the state told us.

What is diversity?

Employers use the term "diversity" to refer to many different things. Survey respondents in Northwest Minnesota say they talk about...

Percent of regional employers agreeing that they include the following in their definition of diversity:



So, are businesses diverse?

66% of Northwest Minnesota employers report that their workforce is diverse, according to their own definition of diversity.

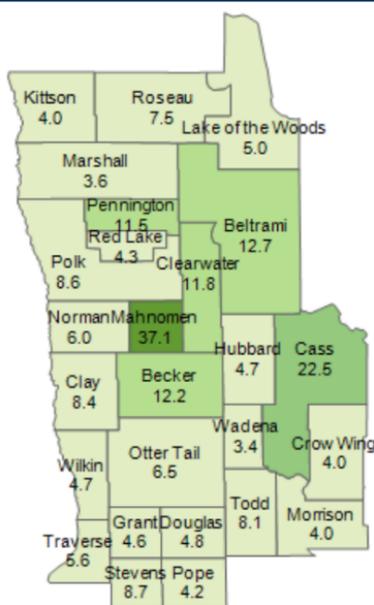
Did You Know?

In Northwest Minnesota...

- The region saw its population increase by 33,900 residents from 2000 to 2015, a 6% gain, as compared to a 12% rise statewide.
- The region is projected to add 40,000 residents between 2015 and 2035, a 7% increase, which is below the state's 11% projected growth.
- The region's largest communities of color in 2014 are American Indian (21,250), Hispanic or Latino (13,670), and residents of two or more races (11,330).

How diverse is the workforce in Northwest Minnesota?

Percent of jobs held by persons of color in the Northwest region...



When asked about racial diversity...

30% of regional employers say they do not employ workers who identify with a community of color.

The good news is...

Four in 10 regional employers are actively trying to increase the racial diversity of their workforce.

Are businesses as racially diverse as their communities?

The population in Northwest Minnesota is less diverse than the state overall, but is becoming more diverse over time.

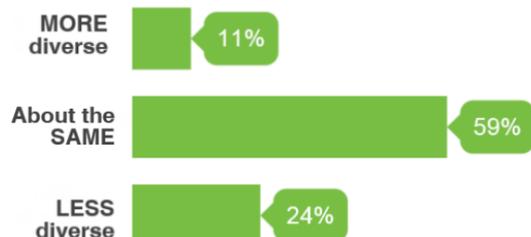
The fastest growing segment of the region's population are people from communities of color. Residents from the Black or African American (205%), two or more races (90%), Hispanic or Latino (71%), and Asian (61%) communities grew the fastest between 2000 and 2014.

We asked businesses to think about the racial diversity of their workforce as compared to the diversity of their community.

- Nearly one in four businesses in Northwest Minnesota report that their workforce is less diverse than their customer base.

Northwest Minnesota is expected to face a declining labor force between 2015 and 2025. This means the region will face a tight labor market in the future, with employers needing to respond to changing labor force availability in the region.

Compared to their CITY or TOWN, their workforce is...



Compared to their CUSTOMER BASE, their workforce is...

