

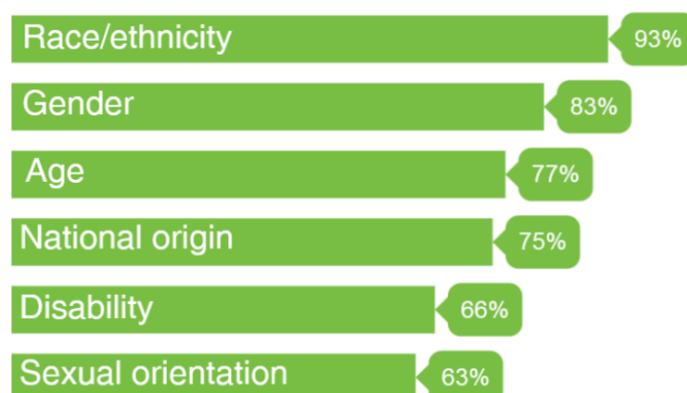
# Workforce Diversity in the Twin Cities

We surveyed over 1,000 Minnesota employers to see what diversity means to them. Here's what employers in the Twin Cities told us.

## What is diversity?

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

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



## So, are businesses diverse?

79% of Twin Cities region employers report that their workforce is diverse, according to their own definition of diversity.

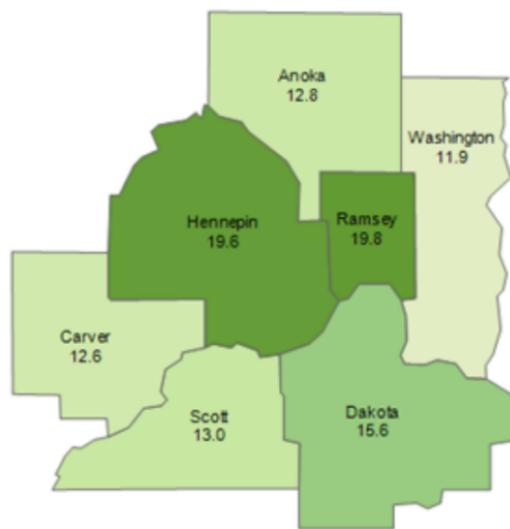
## Did You Know?

In the Twin Cities...

- The region saw its population increase by 370,060 residents from 2000 to 2015, a 14% gain, as compared to a 12% rise statewide.
- The region is projected to add 360,590 residents in the next 20 years, a 12% growth rate, which is on par with the state's average projected growth.
- The region's largest communities of color are Black or African American (249,800), Asian (200,000), and Hispanic or Latino (175,510).

## How diverse is the workforce in the Twin Cities?

Percent of jobs held by persons of color in the Twin Cities region...



When asked about racial diversity...

Fewer than 5% of regional employers say they do not employ workers who identify with a community of color.

The good news is...

Over 70% of the region's employers are actively trying to increase the racial diversity of their workforce.

## Are businesses as racially diverse as their communities?

The population in the Twin Cities is more diverse than the state overall and will become more diverse over time.

The fastest growing segment of the region's population are people from communities of color. Residents of the Hispanic or Latino (83%), Asian (64%), two or more races (60%), and Black or African American (60%) 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.

- About one in four businesses in the Twin Cities report that their workforce is less diverse than their customer base.

The Twin Cities region will see only a slight increase in the size of its 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...

