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The Importance of Retail Trade in Northwest Minnesota

With 2,444 establishments supplying 28,418 jobs, Retail Trade makes up just over 13 percent of Northwest Minnesota's 217,700 total jobs. As such, Retail Trade is the region's third largest industry sector, behind Healthcare and Social Assistance, which employs 36,788 people, and just behind Manufacturing, which employs 28,451 people.

The Retail Trade sector is best known for General Merchandise Stores, which include those industries that are capable of retailing a large variety of goods from fixed point-of-sale locations. Including Department Stores, General Merchandise Stores within Northwest Minnesota employ 6,298 people or one in five workers in the Retail Trade sector. Other large subsectors within Retail Trade are Food and Beverage Stores, which employ 5,669 people, Gasoline Stations, which employ 3,930 people, and Motor Vehicles and Parts dealers, which employ 3,464 people. Altogether these four subsectors account for over two-thirds of the region's total Retail employment.

Zooming out, approximately 10 percent of the state's total Retail Trade employment is within the 26 counties of Northwest Minnesota. With the lion's share of Retail employment in the Seven-County Metro Area, the Northwest Planning Region is behind only the Central Minnesota Planning Region when it comes to total Retail Trade employment (see Table 1).

Calculating location quotients (LQ) also shows Retail Trade to be of significance in Northwest Minnesota. An LQ is simply

Table 1

Minnesota Retail Trade Employment

Area	Employment	Percent of MN's Retail Employment	Establishments	Average Weekly Wage	Location Quotient
Minnesota	289,293	100.0%	19,434	$500	0.92
Seven County Mpls-St Paul, MN	158,555	54.8%	9,084	$547	0.83
Central MN	34,713	12.0%	2,378	$453	1.18
Northwest MN	28,418	9.8%	2,444	$437	1.21
Southeast MN	27,334	9.4%	1,862	$440	0.99
Southwest MN	20,473	7.1%	1,641	$399	1.06
Northeast MN	17,925	6.2%	1,429	$441	1.16

Source: DEED Quarterly Census of Employment and Wages

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a measure of how concentrated a particular industry is within a local economy compared to the national economy. An LQ of 1.0 indicates that a local economy has the same concentration of employment for a particular industry as the nation. An LQ of 2.0 indicates that a local economy has twice the concentration of employment for a particular industry as the nation. Typically, an LQ of 1.2 or higher is considered significant, with the local demand for that industry being more than met.

In Northwest Minnesota the LQ of 1.21 for Retail Trade indicates a high concentration of employment in that sector, which also happens to be the highest in the state. Specific retail subsectors exhibiting high concentrations in Northwest Minnesota are Gasoline Stations (LQ of 2.90), Building Material and Garden Supply dealers (LQ of 1.67), and General Merchandise Stores (LQ of 1.33).

A Restructuring Sector

Overall, while Northwest Minnesota's economy gained nearly 7,000 jobs between the third quarters of 2009 and 2013, its Retail Trade sector remained largely stagnant, adding an insignificant eight jobs. The largest gains were witnessed in Building Material and Garden Equipment Supplies dealers, Motor Vehicles and Parts dealers, and Gasoline Stations. The largest losses were in General Merchandise Stores and Food and Beverage Stores (see Table 2).

When analyzing these specific subsectors, however, a more definitive picture of how the Retail Sector is restructuring begins to emerge. The biggest example of this restructuring is occurring within Retail's largest subsector, General Merchandise Stores. Between the third quarters of 2009 and 2013, this subsector shed 430 jobs for a 6.4 percent decline. General Merchandise Stores, however, is further broken down into two categories: Department Stores and Other General Merchandise Stores, which includes Warehouse Clubs and Supercenters. On the one hand, Department Stores have slipped drastically, cutting more than 2,700 jobs between the third quarters of 2009 and 2013, a 63 percent drop. On the other hand, Superstores and Warehouse Clubs have added 2,300 jobs in the same period, growing by nearly 250 percent and raising Other General Stores 100% as a whole(see Figure 1). All other growing Retail subsectors have added 1,015 jobs combined, showing the magnitude of the growth in Superstores and Warehouse Clubs.

Follow the Money

Another method of tracking Retail's growth is through gross retail sales, as reported by the Minnesota Department of Revenue. Annual gross retail sales for the 26 counties of Northwest Minnesota equaled $6.5 billion in 2008. This dropped by 8.1 percent to $6.0 billion in 2009. At the same time, annual gross retail sales statewide dropped from $73.6 billion to $68.7 billion or 6.8 percent,. During this same period the average annual income for those in the Retail Sector remained largely unchanged, increasing from $20,228 to $20,280 regionally.

Since the end of the recession in 2009, gross retail sales have rebounded. In Northwest Minnesota sales increased, from $6.0 billion in 2009 to $7.5 billion in 2012, 24.3 percent. Statewide, sales increased by 9.7 percent, from $68.7 billion to $82.2 billion. During this period, the average annual income for those in the retail sector increased from $20,280 to $22,048 regionally.

Figure 1

Source: DEED Quarterly Census of Employment and Wages

Table 2

Northwest Minnesota Retail Trade Employment

NAICS Industry Title	3Q 2013 Data: Establishments	Employment	Average Annual Wage	3Q 2009 – 3Q 2013 Employment: Numeric Change	Percent Change
Total, All Industries	17,197	217,700	$34,424	6,931	3.3%
Retail Trade	2,444	28,418	$22,724	8	0.0%
General Merchandise Stores	156	6,298	$21,684	-430	-6.4%
Food and Beverage Stores	287	5,669	$17,212	-167	-2.9%
Gasoline Stations	346	3,930	$15,652	194	5.2%
Motor Vehicle and Parts Dealers	346	3,464	$35,568	207	6.4%
Building Material and Garden Equipment and Supplies Dealers	287	3,148	$27,872	211	7.2%
Health and Personal Care Stores	168	1,336	$31,616	-34	-2.5%
Miscellaneous Store Retailers	260	1,168	$17,680	6	0.5%
Sporting Goods, Hobby, Book, and Music Stores	114	860	$16,692	5	0.6%
Clothing and Clothing Accessories Stores	158	835	$14,196	10	1.2%
Electronics and Appliance Stores	102	649	$30,992	43	7.1%
Nonstore Retailers	126	618	$30,940	-9	-1.4%
Furniture and Home Furnishings Stores	94	439	$24,180	-29	-6.2%

Source: DEED Quarterly Census of Employment and Wages

Conclusion

Retail Trade, Northwest Minnesota's third largest-employing industry sector, has undergone major restructuring in recent years, adapting to changes brought on by both the Great Recession and technology. In terms of restructuring, major job swings were seen in General Merchandise Stores, with Department Stores shedding 2,700 jobs and Warehouse Clubs and Supercenters adding 2,300 jobs. While consumer shopping behavior holds significance in this change, the evolution of department stores in recent years has also impacted the reporting of Retail employment. More specifically, as department stores expand to include grocery items, restaurant services, and pharmacies, they are recoded in our statistics as supercenters.

At the same time, retailers have adapted to new technologies and strategies to meet consumer demand. Such developments include self-service checkouts, reaching out to consumers via mobile devices and tablets, and the fragmentation of discount and premium shopping. These developments may all account for the healthy increase in retail gross sales in recent years, even as retail employment remains largely unchanged.

Despite recent trends and restructuring, however, Retail Trade remains a highly concentrated and significant sector for Northwest Minnesota. Sales and related occupations make up over nine percent of the region's total occupations, with cashiers, retail salespersons, and managers of retail salespersons rounding out the top-employing occupations (see Table 3). Recent fourth quarter Job Vacancy Survey results point to a high current need to fill vacant sales occupations, and projections all but guarantee the need for new and replacement sales-workers in the future.

by Tim O'Neill
Labor Market Information Office
Minnesota Department of Employment and Economic Development

Table 3

Retail Occupational Statistics Sorted by Employment

		Northwest Minnesota			
SOC	**SOC Title**	**Employment**	**25th Percentile Wage**	**Median Hourly Wage**	**MN Median Hourly Wage**
00-0000	**Total, All Occupations**	**206,850**	**$10.51**	**$15.08**	**$18.08**
412011	Cashiers	6,530	$8.32	$9.03	$9.20
412031	Retail Salespersons	5,760	$8.70	$9.93	$9.92
411011	First-Line Supervisors/Managers of Retail Sales Workers	2,080	$12.84	$15.35	$17.17
419099	Sales and Related Workers, All Other	750	$9.67	$13.48	$21.61
413099	Sales Representatives, Services, All Other	440	$15.80	$24.74	$25.44
412021	Counter and Rental Clerks	310	$8.68	$10.03	$9.81
412022	Parts Salespersons	300	$11.94	$14.12	$14.95
413011	Advertising Sales Agents	190	$14.49	$20.53	$23.28
413031	Securities, Commodities, and Financial Services Sales Agents	180	$16.74	$19.98	$28.41
412012	Gaming Change Persons and Booth Cashiers	160	$8.58	$9.60	$11.51
413021	Insurance Sales Agents	150	$15.85	$20.74	$23.81
419022	Real Estate Sales Agents	50	$9.50	$22.04	$17.70
419041	Telemarketers	50	$11.52	$14.81	$11.98
419011	Demonstrators and Product Promoters	40	$8.56	$9.53	$10.90
413041	Travel Agents	20	$12.84	$13.70	$17.73

Source: DEED Occupational Employment Statistics

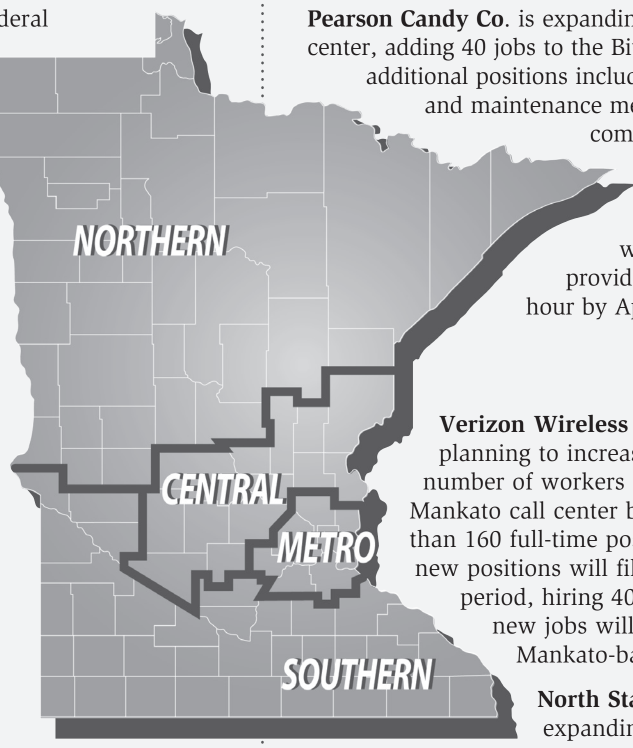
Minnesota Business Developments

Northern

The India-based **Axis Clinicals, LLC** is establishing a new facility in Dilworth that will create about 100 full-time permanent jobs. The company will invest $12 million in the first phase of the Dilworth project and will receive up to $779,988 from the Minnesota Job Creation Fund to help with the cost of investment and creation of the new jobs.

Detroit Diesel Manufacturing **DMR** announced a plan to expand its facility at the Range Regional Airport in Hibbing. the expansion could bring 50 new jobs to the region in addition to 100 people currently employed in the site. The Iron Range Resources and Rehabilitation Board provided a $2.5 million loan to the airport authority to double the building's size.

Minnesota Power applied to state and federal regulators for permits to build the 500-kilovolt Great Northern Transmission Line from the Minnesota-Manitoba border to an electric substation on the Mesabi Iron Range. The new project will cost between $500 million and $650 million and will create 213 construction jobs and 73 additional indirect jobs, according to an economic study conducted by the University of Minnesota-Duluth.



Central

The heavy-duty transit bus manufacturer **New Flyer** announced plans to expand its operations in St. Cloud by adding a new, streamlined MiDi medium-sized bus. The expansion project will create 166 new jobs over the next three years that will bring the total workforce of New Flyer in St. Cloud to 733. All current and new employees will receive training at St. Cloud Technical and Community College funded by a $375,000 training grant from DEED.

The Sauk Rapids-based **MN Welding Co.** announced it will expand its operation in the region, adding 32 jobs to its current staff of 45. The company will move from its 14,000-square-foot location into a 145,000-square-foot facility on Industrial Boulevard. The company received $200,000 from DEED's Minnesota Investment Fund to help with the cost of the new investment and creation of the new jobs.

The worldwide German farm implement maker **Geringhoff** is investing $20 million in a new manufacturing facility in St. Cloud that will create 100 new jobs in the first phase. The new site will be based in the 110,000-square-foot former Donlin Co. building, and will produce corn harvesting equipment and other farm equipment. The company is receiving an incentives package that includes a $500,000 forgivable loan from the Minnesota Investment Fund as well as tax incentives through the JOBZ program.

Twin Cities Metro Area

Wells Fargo plans to move 5,000 employees from its San Francisco headquarters into two 17-story office towers to be built near the new Vikings stadium in downtown Minneapolis. As a part of its expansion plan, known as the Downtown East expansion plan, the bank announced that it is paying developer Ryan Cos. $217 million for land and the two new office towers, according to city documents.

The Eden Prairie-based supermarket chain **Supervalu** announced a restructuring plan that involves adding about 50 jobs in the Twin Cities. The company will move these jobs from its facility near Milwaukee to Supervalu facilities in Hopkins.

Pearson Candy Co. is expanding its St. Paul manufacturing center, adding 40 jobs to the Bit-O-Honey production line. The additional positions include cooks, production assemblers, and maintenance mechanics. DEED awarded the company $200,000 in a forgivable loan from its Minnesota Investment Fund to help offset the cost of new expansion. The company won't have to pay back the loan, provided it creates 40 jobs paying $13 an hour by April 2016.

Southern

Verizon Wireless is planning to increase the number of workers at the Mankato call center by nearly one-third, adding more than 160 full-time positions by the end of July. The new positions will fill gradually over a four-month period, hiring 40 employees each month. The new jobs will bring the number of Verizon's Mankato-based employees to 686.

North Star Mutual Insurance is expanding its Cottonwood headquarters to increase services to markets throughout the Midwest and will create 12 new full-time permanent jobs. The company has been approved by DEED for a $620,000 award from the Minnesota Job Creation Fund if the company meets performance goals.

Harmony Enterprises will expand its current operations in Harmony and will add 14 full-time, permanent jobs to its current staff of 60 and invest about $1.1 million. The company provides worldwide waste management and recycling solutions through the manufacture of waste compactors and recycling balers. To assist with the expansion plan and addition of the new jobs, Harmony Enterprises will receive up to $215,000 from the Minnesota Job Creation Fund.

The Minnesota Job Creation Fund is a pay-for-performance program that provides up to $1 million to businesses after they meet certain criteria, including minimum requirements for job creation and private investments. Under the program, businesses must create at least 10 full-time jobs and invest at least $500,000 to be eligible for financial assistance.

by Mohamed Mourssi

Labor Force Estimates

County/Area	Labor Force			Employment			Unemployment			Rate of Unemployment		
	Mar 2014	Feb 2014	Mar 2013	Mar 2014	Feb 2014	Mar 2013	Mar 2014	Feb 2014	Mar 2013	Mar 2014	Feb 2014	Mar 2013
United States ('000s)												
(Seasonally adjusted)	156,227	155,724	155,028	145,742	145,266	143,286	10,486	10,459	11,742	6.7%	6.7%	7.6%
(Unadjusted)	155,627	155,027	154,512	145,090	144,134	142,698	10,537	10,893	11,815	6.8	7.0	7.6
Minnesota												
(Seasonally adjusted)	3,001,941	2,995,127	2,976,860	2,856,878	2,850,755	2,821,558	145,063	144,372	155,302	4.8	4.8	5.2
(Unadjusted)	2,986,293	2,973,443	2,952,815	2,824,590	2,808,166	2,783,955	161,703	165,277	168,860	5.4	5.6	5.7
Metropolitan Statistical Areas (MSA)*												
Mpls.-St. Paul MSA	1,875,103	1,869,932	1,856,700	1,783,529	1,775,754	1,758,707	91,574	94,178	97,993	4.9	5.0	5.3
Duluth-Superior MSA	146,336	146,530	145,372	136,551	136,378	135,461	9,785	10,152	9,911	6.7	6.9	6.8
Rochester MSA	106,057	105,483	105,883	101,073	100,339	100,858	4,984	5,144	5,025	4.7	4.9	4.7
St. Cloud MSA	110,480	109,487	107,620	103,718	103,029	101,151	6,762	6,458	6,469	6.1	5.9	6.0
Mankato-N Mankato MSA	59,353	59,446	58,158	56,881	56,841	55,529	2,472	2,605	2,629	4.2	4.4	4.5
Fargo-Moorhead MSA	123,202	122,513	121,860	119,797	118,431	117,634	3,405	4,082	4,226	2.8	3.3	3.5
Grand Forks MSA	53,941	54,282	53,998	52,064	52,020	51,874	1,877	2,262	2,124	3.5	4.2	3.9
Region One	**51,624**	**51,434**	**50,851**	**48,248**	**48,110**	**47,346**	**3,376**	**3,324**	**3,505**	**6.5**	**6.5**	**6.9**
Kittson	2,672	2,646	2,642	2,523	2,485	2,473	149	161	169	5.6	6.1	6.4
Marshall	5,762	5,677	5,580	5,167	5,119	4,987	595	558	593	10.3	9.8	10.6
Norman	3,568	3,547	3,549	3,349	3,326	3,318	219	221	231	6.1	6.2	6.5
Pennington	9,769	9,634	9,557	8,986	8,945	8,725	783	689	832	8.0	7.2	8.7
Polk	18,270	18,283	18,144	17,258	17,284	17,120	1,012	999	1,024	5.5	5.5	5.6
Red Lake	2,338	2,347	2,286	2,126	2,134	2,044	212	213	242	9.1	9.1	10.6
Roseau	9,245	9,300	9,093	8,839	8,817	8,679	406	483	414	4.4	5.2	4.6
Region Two	**41,044**	**40,851**	**40,161**	**37,476**	**37,256**	**36,621**	**3,568**	**3,595**	**3,540**	**8.7**	**8.8**	**8.8**
Beltrami	22,473	22,405	21,962	20,814	20,713	20,263	1,659	1,692	1,699	7.4	7.6	7.7
Clearwater	4,570	4,519	4,405	3,809	3,794	3,725	761	725	680	16.7	16.0	15.4
Hubbard	9,052	9,004	8,906	8,205	8,126	8,040	847	878	866	9.4	9.8	9.7
Lake of the Woods	2,459	2,458	2,413	2,336	2,332	2,284	123	126	129	5.0	5.1	5.3
Mahnomen	2,490	2,465	2,475	2,312	2,291	2,309	178	174	166	7.1	7.1	6.7
Region Three	**168,818**	**168,568**	**167,738**	**156,705**	**156,111**	**155,521**	**12,113**	**12,457**	**12,217**	**7.2**	**7.4**	**7.3**
Aitkin	7,160	7,107	7,117	6,498	6,468	6,495	662	639	622	9.2	9.0	8.7
Carlton	18,059	18,080	17,855	16,738	16,702	16,606	1,321	1,378	1,249	7.3	7.6	7.0
Cook	3,032	3,028	2,916	2,790	2,790	2,692	242	238	224	8.0	7.9	7.7
Itasca	22,717	22,563	22,738	20,838	20,578	20,753	1,879	1,985	1,985	8.3	8.8	8.7
Koochiching	6,550	6,472	6,433	5,871	5,819	5,818	679	653	615	10.4	10.1	9.6
Lake	6,061	6,061	6,092	5,696	5,695	5,659	365	366	433	6.0	6.0	7.1
St. Louis	105,239	105,257	104,587	98,274	98,059	97,498	6,965	7,198	7,089	6.6	6.8	6.8
City of Duluth	46,008	46,032	45,767	43,380	43,285	43,037	2,628	2,747	2,730	5.7	6.0	6.0
Balance of St. Louis County	59,231	59,225	58,820	54,894	54,774	54,461	4,337	4,451	4,359	7.3	7.5	7.4
Region Four	**126,553**	**125,321**	**124,066**	**119,724**	**118,317**	**116,804**	**6,829**	**7,004**	**7,262**	**5.4**	**5.6**	**5.9**
Becker	17,865	17,648	17,723	16,576	16,408	16,389	1,289	1,240	1,334	7.2	7.0	7.5
Clay	35,424	35,138	34,718	33,932	33,574	33,082	1,492	1,564	1,636	4.2	4.5	4.7
Douglas	20,823	20,635	20,694	19,842	19,604	19,570	981	1,031	1,124	4.7	5.0	5.4
Grant	3,256	3,219	3,130	2,995	2,958	2,865	261	261	265	8.0	8.1	8.5
Otter Tail	30,713	30,349	29,906	28,714	28,294	27,814	1,999	2,055	2,092	6.5	6.8	7.0
Pope	6,541	6,493	6,281	6,223	6,168	5,973	318	325	308	4.9	5.0	4.9
Stevens	6,336	6,277	6,117	6,094	6,021	5,886	242	256	231	3.8	4.1	3.8
Traverse	1,758	1,733	1,662	1,652	1,626	1,559	106	107	103	6.0	6.2	6.2
Wilkin	3,837	3,829	3,835	3,696	3,664	3,666	141	165	169	3.7	4.3	4.4
Region Five	**82,463**	**81,605**	**81,754**	**75,323**	**74,492**	**74,731**	**7,140**	**7,113**	**7,023**	**8.7**	**8.7**	**8.6**
Cass	13,664	13,527	13,706	12,266	12,143	12,264	1,398	1,384	1,442	10.2	10.2	10.5
Crow Wing	32,266	31,933	32,184	29,562	29,266	29,555	2,704	2,667	2,629	8.4	8.4	8.2
Morrison	17,675	17,434	17,207	16,025	15,845	15,655	1,650	1,589	1,552	9.3	9.1	9.0
Todd	12,587	12,497	12,430	11,751	11,606	11,582	836	891	848	6.6	7.1	6.8
Wadena	6,271	6,214	6,227	5,719	5,632	5,675	552	582	552	8.8	9.4	8.9
Region Six East	**66,323**	**65,853**	**65,028**	**62,128**	**61,604**	**60,650**	**4,195**	**4,249**	**4,378**	**6.3**	**6.5**	**6.7**
Kandiyohi	24,873	24,694	24,426	23,417	23,189	22,996	1,456	1,505	1,430	5.9	6.1	5.9
McLeod	19,672	19,510	19,332	18,376	18,238	17,912	1,296	1,272	1,420	6.6	6.5	7.3
Meeker	12,671	12,587	12,460	11,823	11,725	11,559	848	862	901	6.7	6.8	7.2
Renville	9,107	9,062	8,810	8,512	8,452	8,183	595	610	627	6.5	6.7	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.

Labor Force Estimates

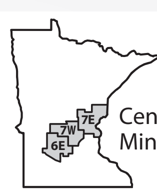
Numbers are unadjusted unless otherwise labeled.
Source: Department of Employment and Economic Development, Local Area Unemployment Statistics, and North Dakota Job Service, 2014.

County/Area	Labor Force			Employment			Unemployment			Rate of Unemployment		
	Mar 2014	Feb 2014	Mar 2013	Mar 2014	Feb 2014	Mar 2013	Mar 2014	Feb 2014	Mar 2013	Mar 2014	Feb 2014	Mar 2013
Region Six West	**24,621**	**24,491**	**24,177**	**23,170**	**22,958**	**22,641**	**1,451**	**1,533**	**1,536**	**5.9%**	**6.3%**	**6.4%**
Big Stone	2,612	2,601	2,614	2,450	2,429	2,428	162	172	186	6.2	6.6	7.1
Chippewa	7,221	7,210	7,042	6,812	6,768	6,610	409	442	432	5.7	6.1	6.1
Lac Qui Parle	4,068	4,032	3,976	3,829	3,782	3,736	239	250	240	5.9	6.2	6.0
Swift	5,132	5,089	5,034	4,808	4,751	4,691	324	338	343	6.3	6.6	6.8
Yellow Medicine	5,588	5,559	5,511	5,271	5,228	5,176	317	331	335	5.7	6.0	6.1
Region Seven East	**85,140**	**84,883**	**84,225**	**77,869**	**77,474**	**76,734**	**7,271**	**7,409**	**7,491**	**8.5**	**8.7**	**8.9**
Chisago	28,750	28,711	28,514	26,735	26,613	26,363	2,015	2,098	2,151	7.0	7.3	7.5
Isanti	21,103	21,053	20,916	19,512	19,423	19,241	1,591	1,630	1,675	7.5	7.7	8.0
Kanabec	8,301	8,240	8,073	7,286	7,232	7,090	1,015	1,008	983	12.2	12.2	12.2
Mille Lacs	12,472	12,435	12,304	11,166	11,107	11,038	1,306	1,328	1,266	10.5	10.7	10.3
Pine	14,514	14,444	14,418	13,170	13,099	13,002	1,344	1,345	1,416	9.3	9.3	9.8
Region Seven West	**231,377**	**230,073**	**227,294**	**216,732**	**215,525**	**212,594**	**14,645**	**14,548**	**14,700**	**6.3**	**6.3**	**6.5**
Benton	23,061	22,844	22,457	21,405	21,263	20,875	1,656	1,581	1,582	7.2	6.9	7.0
Sherburne	50,100	49,977	49,448	46,725	46,511	46,076	3,375	3,466	3,372	6.7	6.9	6.8
Stearns	87,419	86,643	85,163	82,313	81,766	80,276	5,106	4,877	4,887	5.8	5.6	5.7
Wright	70,797	70,609	70,226	66,289	65,985	65,367	4,508	4,624	4,859	6.4	6.5	6.9
Region Eight	**68,967**	**68,227**	**67,927**	**65,666**	**64,778**	**64,493**	**3,301**	**3,449**	**3,434**	**4.8**	**5.1**	**5.1**
Cottonwood	6,485	6,402	6,416	6,187	6,096	6,091	298	306	325	4.6	4.8	5.1
Jackson	7,552	7,488	7,343	7,287	7,216	7,049	265	272	294	3.5	3.6	4.0
Lincoln	3,474	3,433	3,402	3,271	3,234	3,198	203	199	204	5.8	5.8	6.0
Lyon	15,006	14,892	14,752	14,266	14,113	13,993	740	779	759	4.9	5.2	5.1
Murray	5,876	5,768	5,730	5,508	5,396	5,380	368	372	350	6.3	6.4	6.1
Nobles	11,427	11,342	11,294	10,940	10,816	10,811	487	526	483	4.3	4.6	4.3
Pipestone	5,536	5,437	5,458	5,257	5,145	5,173	279	292	285	5.0	5.4	5.2
Redwood	7,987	7,919	8,014	7,509	7,415	7,485	478	504	529	6.0	6.4	6.6
Rock	5,624	5,546	5,518	5,441	5,347	5,313	183	199	205	3.3	3.6	3.7
Region Nine	**132,236**	**131,781**	**131,031**	**124,885**	**124,137**	**123,441**	**7,351**	**7,644**	**7,590**	**5.6**	**5.8**	**5.8**
Blue Earth	39,445	39,511	38,685	37,764	37,738	36,867	1,681	1,773	1,818	4.3	4.5	4.7
Brown	15,460	15,255	15,542	14,513	14,295	14,589	947	960	953	6.1	6.3	6.1
Faribault	7,263	7,296	7,348	6,733	6,686	6,841	530	610	507	7.3	8.4	6.9
Le Sueur	15,165	15,098	14,699	13,904	13,827	13,441	1,261	1,271	1,258	8.3	8.4	8.6
Martin	10,535	10,405	10,701	9,933	9,777	10,085	602	628	616	5.7	6.0	5.8
Nicollet	19,908	19,935	19,473	19,117	19,103	18,662	791	832	811	4.0	4.2	4.2
Sibley	9,253	9,158	9,388	8,704	8,610	8,802	549	548	586	5.9	6.0	6.2
Waseca	9,609	9,566	9,658	8,997	8,941	8,988	612	625	670	6.4	6.5	6.9
Watonwan	5,598	5,557	5,537	5,220	5,160	5,166	378	397	371	6.8	7.1	6.7
Region Ten	**274,574**	**272,950**	**272,350**	**260,467**	**258,340**	**257,809**	**14,107**	**14,610**	**14,541**	**5.1**	**5.4**	**5.3**
Dodge	11,374	11,326	11,344	10,675	10,597	10,652	699	729	692	6.1	6.4	6.1
Fillmore	11,330	11,166	10,952	10,627	10,457	10,210	703	709	742	6.2	6.3	6.8
Freeborn	16,239	16,089	16,130	15,330	15,162	15,189	909	927	941	5.6	5.8	5.8
Goodhue	25,725	25,595	25,512	24,346	24,171	24,041	1,379	1,424	1,471	5.4	5.6	5.8
Houston	10,978	10,949	10,744	10,168	10,101	9,973	810	848	771	7.4	7.7	7.2
Mower	21,357	21,161	21,248	20,359	20,130	20,213	998	1,031	1,035	4.7	4.9	4.9
Olmsted	82,793	82,332	82,685	79,148	78,574	78,980	3,645	3,758	3,705	4.4	4.6	4.5
City of Rochester	60,470	60,126	60,341	57,775	57,356	57,652	2,695	2,770	2,689	4.5	4.6	4.5
Rice	32,478	32,333	32,133	30,573	30,360	30,102	1,905	1,973	2,031	5.9	6.1	6.3
Steele	21,200	21,064	20,848	20,154	19,995	19,683	1,046	1,069	1,165	4.9	5.1	5.6
Wabasha	11,890	11,825	11,853	11,250	11,168	11,226	640	657	627	5.4	5.6	5.3
Winona	29,210	29,110	28,901	27,837	27,625	27,540	1,373	1,485	1,361	4.7	5.1	4.7
Region Eleven	**1,632,552**	**1,627,402**	**1,616,210**	**1,556,194**	**1,549,064**	**1,534,567**	**76,358**	**78,338**	**81,643**	**4.7**	**4.8**	**5.1**
Anoka	191,884	191,209	189,858	181,676	180,844	179,152	10,208	10,365	10,706	5.3	5.4	5.6
Carver	51,777	51,537	51,205	49,189	48,963	48,505	2,588	2,574	2,700	5.0	5.0	5.3
Dakota	233,541	232,989	231,335	222,631	221,611	219,537	10,910	11,378	11,798	4.7	4.9	5.1
Hennepin	667,624	665,200	660,942	638,158	635,234	629,289	29,466	29,966	31,653	4.4	4.5	4.8
City of Bloomington	49,184	49,040	48,784	47,045	46,829	46,391	2,139	2,211	2,393	4.3	4.5	4.9
City of Minneapolis	217,811	217,238	215,581	207,900	206,948	205,011	9,911	10,290	10,570	4.6	4.7	4.9
Ramsey	275,999	275,368	273,266	262,904	261,700	259,251	13,095	13,668	14,015	4.7	5.0	5.1
City of St. Paul	147,239	146,974	145,793	139,885	139,244	137,941	7,354	7,730	7,852	5.0	5.3	5.4
Scott	135,159	134,728	133,645	128,766	128,176	126,976	6,393	6,552	6,669	4.7	4.9	5.0
Washington	76,568	76,371	75,959	72,870	72,536	71,857	3,698	3,835	4,102	4.8	5.0	5.4

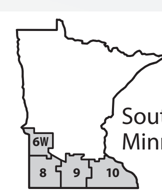
Minneapolis/ St. Paul

Northeast Minnesota

Northwest Minnesota



Central Minnesota



Southern Minnesota

Industrial Analysis

Monthly analysis is based on ***seasonally adjusted*** employment data; yearly analysis is based on ***unadjusted*** employment data.*

Overview

Seasonally adjusted employment declined slightly in April, dropping by 4,200 (0.1 percent) to settle at 2,807,800. March's employment estimate was also revised down, coming in 1,900 lower than initial estimates. April's monthly losses came primarily from service providing industries, as employment in goods producing industries was largely flat. Industries with sizeable monthly employment declines were Construction (down 2,200 or 2.0 percent), Transportation and Warehousing (1,300, 1.4 percent), Real Estate and Rental and Leasing (1,100, 2.7 percent), Administrative and Support and Waste Management and Remediation Services (2,900, 2.1 percent), and Arts, Entertainment, and Recreation (1,100, 2.6 percent). The picture looks much better when compared to April 2013, as unadjusted employment is up 41,934 (1.5 percent) over the year. Employment in goods producing industries was up 15,138 (3.8 percent) over the year while service providers saw an increase of 26,796 (1.1 percent). Most major industry groups have added significant employment since 2013, the exception being Financial Activities (down 1,325, 0.7 percent).

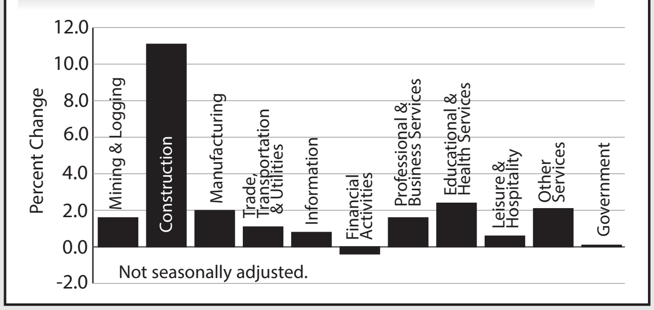
Mining and Logging

Mining and Logging lost a small amount of employment in April, shedding 100 jobs (1.4 percent) to land at 7,100, giving back the slight gains they had made last month. This is the first seasonally adjusted decline in Mining and Logging since December. The industry group's employment remains up for the year, adding 232 jobs (3.5 percent) since April 2013.

Construction

Employment in the Construction industry was down in April. The industry group lost 2,200 jobs (2.2 percent) for the month following an employment spike in March. Employment remains strong on an annual basis, with the industry group gaining 7,158 jobs (8 percent) since 2013.

MN Employment Growth
March 2013 to March 2014



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

There were gains in Construction of Buildings (up 234, 1.1 percent), Heavy and Civil Engineering Construction (2,159, 19.6 percent), and Specialty Trade Contractors (4,765, 8.4 percent). In spite of the seasonally adjusted monthly losses, the group appears to be on an upward trajectory, as April marks 12 straight months with year-over-year unadjusted gains. Annual average employment in construction has grown every year since 2010.

Manufacturing

Employment in Manufacturing industries had another month of small increases in April, adding 2,400 jobs (0.8 percent) over March levels. Gains were split between Durable and Non-Durable Goods Manufacturing, each adding 0.8 percent (1,500 and 900 jobs, respectively). This increase comes on the heels of a small loss in the previous month, as March's estimate was revised down. For the year, Manufacturing employment is up 7,748 (2.5 percent) with increases in both Durable and Non-Durable Goods Manufacturing. Significant gains have occurred in the component industries of Fabricated Metal Product Manufacturing (up 1,454 or 3.5 percent) and Food Manufacturing (2,254, 5.1 percent) to help drive the annual increase.

Trade, Transportation , and Utilities

Employment in Trade, Transportation, and Utilities was flat in April, remaining at 512,900. This continues a trend of flat or declining employment in the industry group, which hasn't gained employment since December. Monthly losses in Wholesale Trade (down 500, 0.4 percent) and Transportation and Warehousing (1,300, 1.4 percent) were offset by a gain of 1,800 or 0.6 percent in Retail Trade. For the year, the industry group has added 5,873 jobs (1.2 percent) with gains in Wholesale and Retail Trade (up 3.1 percent and 0.8 percent, respectively), offsetting the small losses in Transportation, Warehousing, and Utilities, down 296 or 0.3 percent.

Information

Employment in Information was up slightly in April, adding 200 jobs (0.4 percent) since March and giving the industry group gains in back-to-back months after it had experienced sharp declines in the previous two months. Employment in the supersector has shown increases for the year as well, up 427 or 0.8 percent, over April 2013, despite losses in both Publishing and Telecommunications.

*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.

Financial Activities

Employment in Financial Activities decreased 800 (0.4 percent) in April, continuing the industry group's trend of back-and-forth employment in recent months. Slight gains in Finance and Insurance (up 300 or 0.2 percent) were not enough to overcome a loss of 1,100 (2.7 percent) in Real Estate and Rental and Leasing. Employment in the industry group remains down for the year as well, with 1,325 (0.7 percent) fewer jobs than in April 2013. Finance and Insurance appears to be the primary culprit in the group's struggles, as it is down 2,291 (1.6 percent) on the year, thanks largely to a decline of 1,717 (3.1 percent) in Credit Intermediation and Related Activities.

Professional and Business Services

Employment in Professional and Business Services shed 2,200 (0.6 percent) jobs for the month. Slight gains in Professional, Scientific, and Technical Services (up 100 or 0.1 percent) and Management of Companies (600, 0.8 percent) were not enough to overcome a sharp decline in employment in Administrative and Support and Waste Management and Remediation Services, which lost 2,900 jobs (2.1 percent). For the year, the supersector has gained 5,256 jobs (1.5 percent) with increases spread across a number of subgroups. The only major group to lose employment for the year was Legal Services which dropped 159 jobs (0.8 percent).

Educational and Health Services

Employment in Educational and Health Services dipped slightly in April, losing 700 jobs (0.1 percent). This is the third straight month of seasonally adjusted employment losses in the industry group following a relatively strong 2013. Employment in the supersector remains up over April 2013, with 9,244 (1.9 percent) more jobs than a year ago. Educational Services is up 3,781 (5.5 percent) while Health Care and Social Assistance is up 5,463 (1.3 percent).

Leisure and Hospitality

Employment in Leisure and Hospitality was off by 1,700 (0.7 percent) for April, with declines in both major subgroups. Arts, Entertainment, and Recreation was down 1,100 (2.6 percent) while Accommodation and Food Service lost 600 jobs (0.3 percent). The supersector remains strong for the year, however, as it maintained a gain of 4,396 (1.8 percent) over April 2013. Arts, Entertainment, and Recreation is up 2,499 (7 percent) over 2013, while Food Services and Drinking Places have gained 2,582 (1.4 percent) for the year.

Other Services

Other Services employment dipped slightly in April, losing 600 jobs (0.5 percent) for the month. On the year, employment levels rose 1,161 (1 percent) with gains in all three major component groups. Repair and Maintenance leads the way with an increase of 432 (2.1 percent) over April 2013.

Government

Government employment grew in April as 1,500 jobs (0.4 percent) were added, largely thanks to an increase of 1,600 (0.6 percent) in Local Government employment. This marks the third straight month of seasonally adjusted growth for the supersector. Government employment also increased for the year, up 1,764 (0.4 percent) over 2013.

by Nick Dobbins

Seasonally Adjusted Nonfarm Employment

In 1,000's

Industry	March 2014	February 2014	January 2014
Total Nonagricultural	**2,813.9**	**2,811.3**	**2,812.5**
Goods-Producing	**429.5**	**426.5**	**425.7**
Mining and Logging	7.2	7.1	7.0
Construction	108.4	105.7	105.3
Manufacturing	313.9	313.7	313.4
Service-Providing	**2,384.4**	**2,384.8**	**2,386.8**
Trade, Transportation, and Utilities	512.8	515.1	516.1
Information	53.3	52.9	54.4
Financial Activities	180.6	179.4	180.2
Professional and Business Services	352.3	348.8	347.0
Educational and Health Services	497.8	498.8	499.9
Leisure and Hospitality	253.5	256.2	255.1
Other Services	118.1	118.6	119.3
Government	416.0	415.0	414.8

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

Regional Analysis

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

Employment climbed slightly in March, up 4,596 (0.3 percent) over February. Government employment shed 507 (0.2 percent) while Private Sector employment grew 5,143 (0.3 percent). Mining, Logging, and Construction was among the fastest growing supersectors, adding 1,728 (3.3 percent) and reversing some February declines. Manufacturing employment added 1,315 (0.7 percent), with Durable Goods Manufacturing gains (up 1,404 or 1.1 percent) more than overcoming slight losses in Non-Durable Goods (down 89 or 0.4 percent). Large numerical gains also occurred in Financial Activities (up 1,642 or 1.2 percent) and Leisure and Hospitality (up 1,625, 1 percent). Notable losses developed in Trade, Transportation, and Utilities (down 1,110 or 0.4 percent), largely on the weight of declines in Retail Trade employment and Professional and Business Services (down 540, 0.2 percent). For the year, employment in the metro grew by 23,906 (1.4 percent), with most industry groups showing notable annual gains. The exceptions are Professional and Business Services, which lost 2,707 (1 percent) and Information, which lost 350 (0.9 percent).

Duluth -Superior MSA

Employment was virtually flat in March as most industries showed little change in employment in either direction. Overall, metro employment fell 86 (0.1 percent) over the month after seeing a 1.5 percent increase in February. Small losses were spread throughout various industries with the Government supersector showing the largest numerical losses (139, or 0.5 percent). Mining, Logging, and construction had perhaps the most notable employment increase, adding 270 (3.5 percent) in March. Over the year employment remains nearly flat, with an increase of just 294 (0.2 percent) since March 2013. All of the annual gains have come from the Private Sector and were largely driven by Leisure and Hospitality and Educational and Health Services, which gained 733 (5.8 percent) and 529 (1.7 percent) respectively.

Rochester MSA

Employment in the Rochester MSA was up 487 (0.5 percent) in March, marking its first employment increase since November. There were notable gains in Mining, Logging, and Construction (up 132 or 4.6 percent), Manufacturing (up 176, 1.8 percent), and Leisure and Hospitality (up 174, 2 percent), which combined to overcome small numerical losses in a handful of industry groups. Rochester employment is still showing an annual drop, however, down 233 (0.2 percent) since March 2013. Notable job losers include Manufacturing, down 362 (3.5 percent) and Educational and Health Services, down 732 (1.6 percent).

St. Cloud MSA

Employment in the St. Cloud MSA showed a second straight month of increases, adding 525 (0.5 percent) over February. Most of that increase is the product of growth in three industry groups, Educational and Health Services (up 200, 1 percent), Mining, Logging, and Construction (150, 3.6 percent), and Manufacturing (110, 0.8 percent), with every other supersector showing gains or losses of less than 100 for the month. For the year, St. Cloud employment is up 2,243 (2.2 percent) for a total of 103,681. Much of the annual gains are thanks to sizeable increases in Professional and Business Services (up 724, 8.7 percent), Educational and Health Services (785, 4 percent), and Leisure and Hospitality (361, 4.2 percent).

Mankato-North Mankato MSA

Employment in the Mankato-North Mankato MSA gave back some of its February gains, surrendering 181 (0.3 percent) in March. The losses come entirely from the private sector, as Government employment was entirely unchanged. Service-providers lost 229 (0.5 percent) while goods-producing industries gained 48 (0.5 percent). Employment remains up for the year, however, sitting at 54,793, which is 1,120 (2.1 percent) higher than March 2013.

Fargo-Moorhead MSA

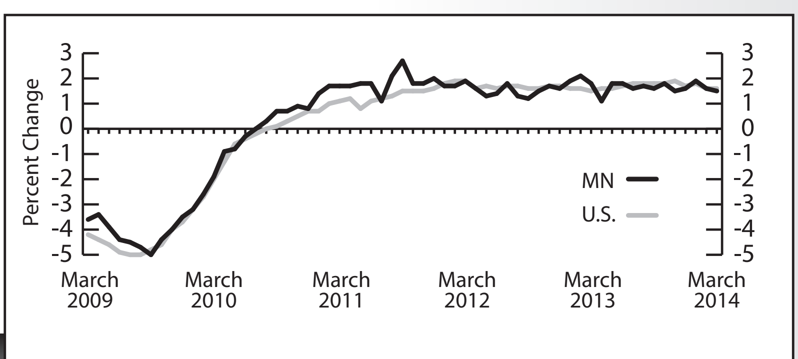
Employment in the Fargo-Moorhead MSA jumped 1,362 (1 percent) in March. Private employers carried the load, with the Trade, Transportation, and Utilities industry group adding 833 (2.9 percent), Mining, Logging, and Construction adding 385 (5.3 percent), and Educational and Health Services adding 248 (1.1 percent). Government employment was relatively flat, down 15 (0.8 percent). For the year, employment was up 3,617 (2.8 percent) with growth across most industry groups. The only supersector to lose employment was Leisure and Hospitality, down 208 (1.6 percent) from a loss of 226 (2.4 percent) in Food Services and Drinking Places.

Grand Forks-East Grand Forks MSA

Employment in the Grand Forks–East Grand Forks MSA was basically flat for March, down 43 (0.1 percent) with minor employment gains and losses scattered throughout the industry groups. Among supersectors, only Manufacturing (down 36, or 1 percent) and Mining, Logging, and Construction (up 76, 2.9 percent) had a change of 1 percent or greater. For the year, employment was up 663 (1.2 percent).

by Nick Dobbins

Source: Department of Employment and Economic Development, Current Employment Statistics, 2014; Bureau of Labor Statistics, U.S. Department of Labor, Current Employment Statistics, 2014.



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

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	Jobs* (Thousands) Mar 2014	Feb 2014	Mar 2013	Percent Change From** Feb 2014	Mar 2013	Production Workers Hours and Earnings: Average Weekly Earnings Mar 2014	Mar 2013	Average Weekly Hours Mar 2014	Mar 2013	Average Hourly Earnings Mar 2014	Mar 2013
TOTAL NONFARM WAGE AND SALARY	**2,764.1**	**2,758.4**	**2,722.5**	**0.2%**	**1.5%**	—	—	—	—	—	—
GOODS-PRODUCING	**408.1**	**402.4**	**392.6**	**1.4**	**3.9**	—	—	—	—	—	—
Mining and Logging	**6.8**	**6.8**	**6.7**	**1.1**	**1.6**	—	—	—	—	—	—
Construction	**91.6**	**86.9**	**82.4**	**5.5**	**11.1**	—	—	—	—	—	—
Specialty Trade Contractors	60.4	56.7	53.0	6.5	13.8	$1,168.09	$1,162.49	38.5	39.5	$30.34	$29.43
Manufacturing	**309.6**	**308.8**	**303.4**	**0.3**	**2.0**	**818.38**	**805.86**	**41.5**	**40.7**	**19.72**	**19.80**
Durable Goods	197.8	195.6	192.7	1.1	2.6	839.80	824.92	42.5	41.0	19.76	20.12
Wood Product Manufacturing	9.9	9.9	9.9	0.9	0.7	—	—	—	—	—	—
Fabricated Metal Production	42.6	42.3	41.1	0.7	3.7	—	—	—	—	—	—
Machinery Manufacturing	32.0	32.0	32.2	0.0	-0.5	—	—	—	—	—	—
Computer and Electronic Product	44.7	44.5	44.8	0.3	-0.4	—	—	—	—	—	—
Navigational, Measuring, Electromedical and Control	24.6	24.5	24.6	0.1	-0.1	—	—	—	—	—	—
Transportation Equipment	11.5	11.2	10.8	3.0	6.7	—	—	—	—	—	—
Medical Equipment and Supplies Manufacturing	15.2	15.2	15.4	0.0	-0.8	—	—	—	—	—	—
Nondurable Goods	111.9	113.2	110.8	-1.2	1.0	784.04	776.26	39.9	40.2	19.65	19.31
Food Manufacturing	45.9	46.0	44.2	-0.3	3.8	—	—	—	—	—	—
Paper Manufacturing	32.2	32.3	33.6	-0.5	-4.3	—	—	—	—	—	—
Printing and Related	23.2	23.2	23.6	-0.1	-2.0	—	—	—	—	—	—
SERVICE-PROVIDING	**2,356.0**	**2,356.0**	**2,329.9**	**0.0**	**1.1**	—	—	—	—	—	—
Trade, Transportation, and Utilities	**503.6**	**505.3**	**498.2**	**-0.3**	**1.1**	—	—	—	—	—	—
Wholesale Trade	132.9	133.1	128.3	-0.2	3.6	959.39	967.70	39.4	38.6	24.35	25.07
Retail Trade	278.1	279.4	277.4	-0.5	0.2	394.08	369.35	27.5	27.4	14.33	13.48
Motor Vehicle and Parts	32.4	32.0	31.1	1.4	4.4	—	—	—	—	—	—
Building Material and Garden Equipment	24.2	23.8	24.3	1.7	-0.1	—	—	—	—	—	—
Food and Beverage Stores	50.2	50.3	49.3	-0.2	2.0	—	—	—	—	—	—
Gasoline Stations	23.0	23.0	22.7	0.0	1.4	—	—	—	—	—	—
General Merchandise Stores	59.4	59.8	60.1	-0.8	-1.2	288.52	309.23	27.4	28.5	10.53	10.85
Transportation,Warehouse, Utilities	92.6	92.8	92.5	-0.2	0.1	—	—	—	—	—	—
Transportation and Warehousing	79.5	79.8	79.5	-0.4	0.0	619.71	640.51	36.8	37.9	16.84	16.90
Information	**53.5**	**53.4**	**53.1**	**0.2**	**0.8**	**821.64**	**730.24**	**36.1**	**32.6**	**22.76**	**22.40**
Publishing Industries	20.9	20.9	21.2	0.0	-1.7	—	—	—	—	—	—
Telecommunications	13.3	13.3	13.5	-0.1	-2.0	—	—	—	—	—	—
Financial Activities	**179.3**	**178.5**	**179.9**	**0.4**	**-0.4**	—	—	—	—	—	—
Finance and Insurance	139.0	139.2	141.3	-0.2	-1.7	955.93	936.17	36.1	35.8	26.48	26.15
Credit Intermediation	53.6	53.8	55.1	-0.3	-2.7	762.91	691.89	35.6	33.8	21.43	20.47
Securities, Commodity Contracts, and Other	18.5	18.5	18.4	0.2	0.7	—	—	—	—	—	—
Insurance Carriers and Related	66.4	66.4	66.7	0.0	-0.4	—	—	—	—	—	—
Real Estate and Rental and Leasing	40.3	39.4	38.6	2.4	4.5	—	—	—	—	—	—
Professional and Business Services	**342.8**	**342.4**	**337.3**	**0.1**	**1.6**	—	—	—	—	—	—
Professional, Scientific, and Technical Services	137.6	137.8	135.0	-0.2	1.9	—	—	—	—	—	—
Legal Services	18.6	18.6	18.8	0.0	-1.1	—	—	—	—	—	—
Accounting, Tax Preparation	17.7	17.8	17.2	-0.1	3.1	—	—	—	—	—	—
Computer Systems Design	32.0	32.2	31.7	-0.5	1.0	—	—	—	—	—	—
Management of Companies and Enterprises	77.8	77.7	76.2	0.1	2.2	—	—	—	—	—	—
Administrative and Support Services	127.4	126.9	126.1	0.4	1.0	—	—	—	—	—	—
Educational and Health Services	**499.7**	**499.7**	**488.2**	**0.0**	**2.4**	—	—	—	—	—	—
Educational Services	69.6	72.3	67.2	-3.7	3.7	—	—	—	—	—	—
Health Care and Social Assistance	430.0	427.4	421.0	0.6	2.1	—	—	—	—	—	—
Ambulatory Health Care	140.0	139.7	134.9	0.2	3.8	1,220.10	1,164.85	34.9	34.2	34.96	34.06
Offices of Physicians	66.7	66.4	66.3	0.4	0.6	—	—	—	—	—	—
Hospitals	105.3	104.9	103.9	0.4	1.4	—	—	—	—	—	—
Nursing and Residential Care Facilities	104.6	104.0	104.7	0.6	0.0	416.35	417.87	29.3	28.7	14.21	14.56
Social Assistance	80.1	78.8	77.6	1.7	3.2	—	—	—	—	—	—
Leisure and Hospitality	**237.1**	**236.0**	**235.8**	**0.5**	**0.6**	—	—	—	—	—	—
Arts, Entertainment, and Recreation	35.5	35.0	34.4	1.4	3.1	—	—	—	—	—	—
Accommodation and Food Services	201.6	201.0	201.4	0.3	0.1	—	—	—	—	—	—
Food Services and Drinking Places	178.6	178.0	177.6	0.4	0.6	249.74	228.44	21.2	20.9	11.78	10.93
Other Services	**118.5**	**118.2**	**116.1**	**0.2**	**2.1**	—	—	—	—	—	—
Religious, Grantmaking, Civic, Professional Organizations	69.6	69.7	68.5	-0.1	1.7	—	—	—	—	—	—
Government	**421.6**	**422.4**	**421.4**	**-0.2**	**0.1**	—	—	—	—	—	—
Federal Government	30.9	30.9	31.0	-0.2	-0.4	—	—	—	—	—	—
State Government	103.0	103.1	104.3	-0.1	-1.2	—	—	—	—	—	—
State Government Education	64.9	65.2	67.3	-0.4	-3.5	—	—	—	—	—	—
Local Government	287.7	288.4	286.1	-0.2	0.6	—	—	—	—	—	—
Local Government Education	145.1	144.6	145.1	0.3	-0.1	—	—	—	—	—	—

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* (Thousands)			Percent Change From**		Production Workers Hours and Earnings					
						Average Weekly Earnings		Average Weekly Hours		Average Hourly Earnings	
	Mar 2014	Feb 2014	Mar 2013	Feb 2014	Mar 2013	Mar 2014	Mar 2013	Mar 2014	Mar 2013	Mar 2014	Mar 2013
TOTAL NONFARM WAGE AND SALARY	**1,788.6**	**1,784.0**	**1,764.7**	**0.3%**	**1.4%**	—	—	—	—	—	—
GOODS-PRODUCING	**238.9**	**235.8**	**233.2**	**1.3**	**2.4**	—	—	—	—	—	—
Mining, Logging, and Construction	**53.8**	**52.1**	**52.6**	**3.3**	**2.3**	—	—	—	—	—	—
Construction of Buildings	13.8	13.6	12.5	1.7	10.8	—	—	—	—	—	—
Specialty Trade Contractors	37.8	36.3	35.4	4.0	6.7	$1,184.08	$1,233.00	37.2	39.8	$31.83	$30.98
Manufacturing	**185.1**	**183.8**	**180.6**	**0.7**	**2.5**	**832.71**	**835.36**	**41.0**	**40.2**	**20.31**	**20.78**
Durable Goods	127.2	125.8	124.0	1.1	2.6	865.52	870.67	42.2	40.8	20.51	21.34
Fabricated Metal Production	28.1	28.0	27.8	0.4	1.1	—	—	—	—	—	—
Machinery Manufacturing	19.4	19.4	19.5	-0.1	-0.5	—	—	—	—	—	—
Computer and Electronic Product	35.3	35.2	35.3	0.4	0.0	—	—	—	—	—	—
Navigational, Measuring, Electromedical and Control	23.1	23.0	23.1	0.4	0.1	—	—	—	—	—	—
Medical Equipment and Supplies Manufacturing	14.1	14.1	14.2	-0.1	-0.8	—	—	—	—	—	—
Nondurable Goods	57.9	58.0	56.7	-0.2	2.1	772.51	771.46	38.8	39.2	19.91	19.68
Food Manufacturing	13.2	13.2	12.9	0.0	2.0	—	—	—	—	—	—
Printing and Related	14.8	14.8	14.9	-0.3	-0.9	—	—	—	—	—	—
SERVICE-PROVIDING	**1,549.7**	**1,548.1**	**1,531.4**	**0.1**	**1.2**	—	—	—	—	—	—
Trade, Transportation, and Utilities	**314.3**	**315.4**	**312.1**	**-0.4**	**0.7**	—	—	—	—	—	—
Wholesale Trade	82.2	82.2	80.7	0.0	1.9	946.74	962.16	39.3	38.0	24.09	25.32
Merchant Wholesalers - Durable Goods	44.7	44.6	42.8	0.4	4.6	—	—	—	—	—	—
Merchant Wholesalers - Nondurable Goods	24.3	24.3	24.3	0.3	0.1	—	—	—	—	—	—
Retail Trade	170.8	171.7	169.6	-0.5	0.7	403.26	359.27	28.6	27.7	14.10	12.97
Food and Beverage Stores	28.7	28.8	28.1	-0.5	2.2	—	—	—	—	—	—
General Merchandise Stores	36.9	37.2	36.6	-1.1	0.6	300.96	321.13	28.8	29.9	10.45	10.74
Transportation, Warehouse, Utilities	61.2	61.5	61.7	-0.5	-0.8	—	—	—	—	—	—
Utilities	7.7	7.6	7.8	0.6	-1.4	—	—	—	—	—	—
Transportation and Warehousing	53.6	53.9	54.0	-0.6	-0.7	816.82	720.36	44.2	41.4	18.48	17.40
Information	**38.3**	**38.2**	**38.6**	**0.1**	**-0.9**						
Publishing Industries	16.5	16.5	16.6	0.3	-0.2	—	—	—	—	—	—
Telecommunications	9.5	9.5	9.5	-0.5	-0.8	—	—	—	—	—	—
Financial Activities	**141.5**	**139.8**	**141.0**	**1.2**	**0.3**	—	—	—	—	—	—
Finance and Insurance	108.8	107.8	109.4	0.9	-0.6	1,100.56	1,083.69	36.6	37.1	30.07	29.21
Credit Intermediation	37.8	37.5	38.4	0.8	-1.6	—	—	—	—	—	—
Securities, Commodity Contracts, and Other	16.8	16.5	16.4	1.7	2.1	—	—	—	—	—	—
Insurance Carriers and Related	53.4	52.9	53.5	0.9	-0.2	—	—	—	—	—	—
Real Estate and Rental and Leasing	32.7	32.0	31.6	2.2	3.3	—	—	—	—	—	—
Professional and Business Services	**268.3**	**268.8**	**271.0**	**-0.2**	**-1.0**	—	—	—	—	—	—
Professional, Scientific, and Technical Services	106.5	106.7	106.9	-0.2	-0.4	—	—	—	—	—	—
Legal Services	15.6	15.6	15.8	-0.2	-1.1	—	—	—	—	—	—
Architectural, Engineering, and Related	15.4	15.4	15.0	-0.1	2.8	—	—	—	—	—	—
Computer Systems Design	26.1	26.2	26.0	-0.2	0.4	—	—	—	—	—	—
Management of Companies and Enterprises	69.5	69.5	68.4	0.1	1.7	—	—	—	—	—	—
Administrative and Support Services	92.2	92.7	95.7	-0.5	-3.6	—	—	—	—	—	—
Employment Services	44.8	44.8	47.0	0.1	-4.6	—	—	—	—	—	—
Educational and Health Services	**303.8**	**303.8**	**292.9**	**0.0**	**3.7**	—	—	—	—	—	—
Educational Services	45.9	46.6	43.5	-1.5	5.5	—	—	—	—	—	—
Health Care and Social Assistance	257.8	257.2	249.4	0.3	3.4	—	—	—	—	—	—
Ambulatory Health Care	83.9	84.6	80.2	-0.7	4.7	—	—	—	—	—	—
Hospitals	61.2	61.1	60.1	0.1	1.8	—	—	—	—	—	—
Nursing and Residential Care Facilities	56.8	56.6	55.2	0.4	2.8	—	—	—	—	—	—
Social Assistance	55.9	54.9	53.8	1.8	3.9	—	—	—	—	—	—
Leisure and Hospitality	**163.4**	**161.8**	**159.5**	**1.0**	**2.4**	—	—	—	—	—	—
Arts, Entertainment, and Recreation	27.2	26.6	26.5	2.4	2.7	—	—	—	—	—	—
Accommodation and Food Services	136.2	135.2	133.0	0.7	2.4	290.09	260.14	23.3	22.7	12.45	11.46
Food Services and Drinking Places	123.4	122.5	120.5	0.7	2.4	281.79	253.08	22.4	22.2	12.58	11.4
Other Services	**77.9**	**77.5**	**76.4**	**0.6**	**1.9**	—	—	—	—	—	—
Repair and Maintenance	13.4	13.3	12.9	0.3	3.3	—	—	—	—	—	—
Religious, Grantmaking, Civic, Professional Organizations	43.3	43.1	42.6	0.5	1.7	—	—	—	—	—	—
Government	**242.3**	**242.8**	**239.8**	**-0.2**	**1.0**	—	—	—	—	—	—
Federal Government	19.8	19.9	19.9	-0.2	-0.5						
State Government	69.0	69.1	68.3	-0.1	1.1	—	—	—	—	—	—
State Government Education	43.4	43.5	43.4	-0.3	-0.1						
Local Government	153.5	153.9	151.6	-0.3	1.2						
Local Government Education	89.2	88.9	88.1	0.3	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, 2014.

Employer Survey

Duluth-Superior MSA

Industry	Jobs Mar 2014	Jobs Feb 2014	Jobs Mar 2013	% Chg. From Feb 2014	% Chg. From Mar 2013
TOTAL NONFARM WAGE AND SALARY	**131,183**	**131,269**	**130,889**	**-0.1%**	**0.2%**
GOODS-PRODUCING	**15,198**	**14,930**	**15,513**	**1.8**	**-2.0**
Mining, Logging, and Construction	7,995	7,725	8,202	3.5	-2.5
Manufacturing	7,203	7,205	7,311	0.0	-1.5
SERVICE-PROVIDING	**115,985**	**116,339**	**115,376**	**-0.3**	**0.5**
Trade, Transportation, and Utilities	23,580	23,675	23,695	-0.4	-0.5
Wholesale Trade	3,028	3,019	3,153	0.3	-4.0
Retail Trade	14,947	14,989	14,895	-0.3	0.3
Transportation, Warehouse, Utilities	5,605	5,667	5,647	-1.1	-0.7
Information	1,448	1,433	1,477	1.0	-2.0
Financial Activities	5,471	5,496	5,410	-0.5	1.1
Professional and Business Services	7,391	7,353	7,688	0.5	-3.9
Educational and Health Services	31,408	31,506	30,879	-0.3	1.7
Leisure and Hospitality	13,388	13,437	12,655	-0.4	5.8
Other Services	6,382	6,383	6,340	0.0	0.7
Government	26,917	27,056	27,232	-0.5	-1.2

Rochester MSA

Industry	Jobs Mar 2014	Jobs Feb 2014	Jobs Mar 2013	% Chg. From Feb 2014	% Chg. From Mar 2013
TOTAL NONFARM WAGE AND SALARY	**106,486**	**105,999**	**106,719**	**0.5%**	**-0.2%**
GOODS-PRODUCING	**12,932**	**12,624**	**13,178**	**2.4**	**-1.9**
Mining, Logging, and Construction	3,022	2,890	2,906	4.6	4.0
Manufacturing	9,910	9,734	10,272	1.8	-3.5
SERVICE-PROVIDING	**93,554**	**93,375**	**93,541**	**0.2**	**0.0**
Trade, Transportation, and Utilities	16,296	16,306	16,097	-0.1	1.2
Wholesale Trade	2,253	2,250	2,248	0.1	0.2
Retail Trade	11,647	11,655	11,380	-0.1	2.3
Transportation, Warehouse, Utilities	2,396	2,401	2,469	-0.2	-3.0
Information	1,708	1,734	1,626	-1.5	5.0
Financial Activities	2,578	2,586	2,510	-0.3	2.7
Professional and Business Services	5,349	5,316	5,380	0.6	-0.6
Educational and Health Services	43,769	43,772	44,501	0.0	-1.6
Leisure and Hospitality	9,040	8,866	8,935	2.0	1.2
Other Services	3,837	3,769	3,609	1.8	6.3
Government	10,977	11,026	10,883	-0.4	0.9

Employer Survey

St. Cloud MSA

Industry	Jobs Mar 2014	Jobs Feb 2014	Jobs Mar 2013	% Chg. From Feb 2014	% Chg. From Mar 2013
TOTAL NONFARM WAGE AND SALARY	**103,681**	**103,156**	**101,438**	**0.5%**	**2.2%**
GOODS-PRODUCING	**19,040**	**18,780**	**18,974**	**1.4**	**0.3**
Mining, Logging, and Construction	4,368	4,218	4,081	3.6	7.0
Manufacturing	14,672	14,562	14,893	0.8	-1.5
SERVICE-PROVIDING	**84,641**	**84,376**	**82,464**	**0.3**	**2.6**
Trade, Transportation, and Utilities	20,366	20,374	20,070	0.0	1.5
Wholesale Trade	4,112	4,102	3,989	0.2	3.1
Retail Trade	12,812	12,867	12,698	-0.4	0.9
Transportation, Warehouse, Utilities	3,442	3,405	3,383	1.1	1.7
Information	1,666	1,669	1,696	-0.2	-1.8
Financial Activities	4,477	4,493	4,447	-0.4	0.7
Professional and Business Services	9,022	8,958	8,298	0.7	8.7
Educational and Health Services	20,387	20,187	19,602	1.0	4.0
Leisure and Hospitality	8,974	8,952	8,613	0.2	4.2
Other Services	3,509	3,483	3,453	0.7	1.6
Government	16,240	16,260	16,285	-0.1	-0.3

Mankato MSA

Industry	Jobs Mar 2014	Jobs Feb 2014	Jobs Mar 2013	% Chg. From Feb 2014	% Chg. From Mar 2013
TOTAL NONFARM WAGE AND SALARY	**54,793**	**54,974**	**53,673**	**-0.3**	**2.1%**
GOODS-PRODUCING	**9,642**	**9,594**	**9,364**	**0.5**	**3.0**
Mining, Logging, and Construction	--	--	--	--	--
Manufacturing	--	--	--	--	--
	--	--	--	--	--
SERVICE-PROVIDING	**45,151**	**45,380**	**44,309**	**-0.5**	**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	9,042	9,042	9,273	0.0	-2.5

Employer Survey

Fargo-Moorhead MSA

Industry	Jobs Mar 2014	Jobs Feb 2014	Jobs Mar 2013	% Chg. From Feb 2014	% Chg. From Mar 2013
TOTAL NONFARM WAGE AND SALARY	**133,949**	**132,587**	**130,332**	**1.0%**	**2.8%**
GOODS-PRODUCING	**17,684**	**17,256**	**16,362**	**2.5**	**8.1**
Mining, Logging, and Construction	7,707	7,322	6,647	5.3	16.0
Manufacturing	9,977	9,934	9,715	0.4	2.7
SERVICE-PROVIDING	**116,265**	**115,331**	**113,970**	**0.8**	**2.0**
Trade, Transportation, and Utilities	29,319	28,486	28,695	2.9	2.2
Wholesale Trade	9,048	8,974	8,763	0.8	3.3
Retail Trade	15,426	14,707	15,182	4.9	1.6
Transportation, Warehouse, Utilities	4,845	4,805	4,750	0.8	2.0
Information	3,274	3,266	3,175	0.2	3.1
Financial Activities	9,815	9,767	9,335	0.5	5.1
Professional and Business Services	15,608	15,643	15,435	-0.2	1.1
Educational and Health Services	22,079	21,831	21,471	1.1	2.8
Leisure and Hospitality	12,818	12,968	13,026	-1.2	-1.6
Other Services	5,190	5,193	5,102	-0.1	1.7
Government	18,162	18,177	17,731	-0.1	2.4

Grand Forks-East Grand Forks MSA

Industry	Jobs Mar 2014	Jobs Feb 2014	Jobs Mar 2013	% Chg. From Feb 2014	% Chg. From Mar 2013
TOTAL NONFARM WAGE AND SALARY	**56,455**	**56,412**	**55,792**	**0.1%**	**1.2%**
GOODS-PRODUCING	**6,219**	**6,179**	**5,833**	**0.7**	**6.6**
Mining, Logging, and Construction	2,741	2,665	2,470	2.9	11.0
Manufacturing	3,478	3,514	3,363	-1.0	3.4
SERVICE-PROVIDING	**50,236**	**50,233**	**49,959**	**0.0**	**0.6**
Trade, Transportation, and Utilities	12,104	12,155	11,911	-0.4	1.6
Wholesale Trade	1,966	1,929	1,949	1.9	0.9
Retail Trade	8,123	8,208	7,922	-1.0	2.5
Transportation, Warehouse, Utilities	2,015	2,018	2,040	-0.2	-1.2
Information	618	617	594	0.2	4.0
Financial Activities	1,716	1,716	1,691	0.0	1.5
Professional and Business Services	2,734	2,710	2,856	0.9	-4.3
Educational and Health Services	9,855	9,798	9,704	0.6	1.6
Leisure and Hospitality	6,135	6,148	6,145	-0.2	-0.2
Other Services	2,066	2,057	2,025	0.4	2.0
Government	15,008	15,032	15,033	-0.2	-0.2

Source: Department of Employment and Economic Development, Current Employment Statistics, and North Dakota Job Service, 2014.

Minnesota Economic Indicators

Highlights

The **Minnesota Index** advanced 0.2 percent for the second month in a row in March, fueled by higher wage and salary employment and increasing wage and salary disbursements. The index's advance was slowed by a dip in average weekly manufacturing hours and an unemployment rate unchanged from February. Even though the unemployment rate remained at 4.8 percent in March there were promising labor force developments. The state's labor force participation rate has surged sharply over the last few months boosting Minnesota's seasonally adjusted labor force to over 3 million workers for the first time ever in the month of March. Employment, as measured by the household survey, increased by more than 1 percent over the year for the first time in two years in February and March. Workers who have stayed on the sidelines over the last few years seem to be returning to the labor force.

Minnesota's index was up 3.0 percent over the year as was the U.S. index. Minnesota's economy is on track to grow by more than 3 percent for the third year in a row based on the Minnesota Index's current path. The state's GDP last grew by more than 3 percent three years in a row in 1998-2000. Annual average growth during those boom years was 5.5 percent.

Minnesota's adjusted **Wage and Salary Employment** picked up in March with 2,600 jobs added. The Private Sector added 1,600 jobs after having cut 1,400 jobs last month. Goods-producing sectors added 3,000 jobs with Construction accounting for 2,700 of them. The jump in construction jobs was the highest in two years. Job growth was also strong in Professional and Business Services, Financial Activities, and Government. Job cutbacks were highest in Leisure and Hospitality, in Trade, Transportation and Utilities, and in Educational and Health Services.

Job growth over the year slipped another notch to 1.5 percent, slightly behind the national 1.6 percent rate. Job growth in Minnesota and nationally is still expected to accelerate over the next few months.

Minnesota's adjusted online **Help-Wanted Ads** zigzagged down in March, dropping 7.4 percent. U.S. help-wanted online advertising fell 5.6 percent. Help-wanted ads in the state have been zigzagging around 120,000 for the last six months. Minnesota's percent of national help-wanted advertising continues to run around 2.3 percent compared to the state's 2.0 percent of national wage and salary employment.

Minnesota's **Purchasing Managers' Index (PMI)** climbed sharply for the second month in a row, reaching its highest reading since April 2011. The 66.2 reading in March suggests that Minnesota's manufacturing activity will accelerate during the first half of the year. The 54.7 employment component value also points to more hiring in the manufacturing sector. Annual manufacturing job growth waned to 0.7 percent last year after recording 1.7 percent in 2012 and 2.7 percent in 2011.

Adjusted **Manufacturing Hours** tailed off in March, sliding to 41.6 hours from February's unusually high 41.9 hours. Minnesota's factory workweek remains high by historical standards and consistent with the call for increased manufacturing hiring during the next few months. Manufacturing Earnings also tailed off, dropping to $822.68, the smallest paycheck in a year.

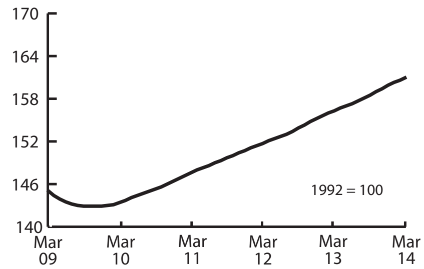
The **Minnesota Leading Index** inched up but remains noticeably lower than last year's readings. The index may again be sending off false warnings of an approaching slowdown. The index has continuously been revised upward when job numbers are later revised upward. None of the other indicators are pointing toward slower growth over the next few months

Adjusted **Residential Building Permits** bounced back in March, jumping to 1,433, the top monthly total since last September. There have been numerous stories lately that the national housing recovery has lost some momentum. March's building permit jump in Minnesota is a hopeful sign that the housing rebound is back on track in Minnesota. Home prices are rising at their fastest pace in over nine years in most of the Twin Cities area.

Adjusted **Initial Claims for Unemployment Benefits (UB)** increased for the second consecutive month in March inching up 2.0 percent. The current initial claims level remains consistent with job growth ranging between 1.5-1.8 percent on a year-over-year basis during the next few months. The acceleration in Minnesota's labor force growth is a very positive sign that Minnesota's economy may be ready to switch into a higher gear.

by Dave Senf

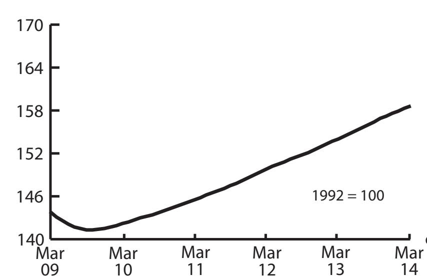
Minnesota Index



2013	Mar	156.3
	Apr	156.7
	May	157.0
	Jun	157.3
	Jul	157.7
	Aug	158.1
	Sep	158.5
	Oct	159.0
	Nov	159.4
	Dec	159.9
2014	Jan	160.3
	Feb	160.6
	Mar	161.0
% Chg From		
	Month Ago	0.2%
	Year Ago	3.0%

Source: The Federal Reserve Bank of Philadelphia, 2014

United States Index



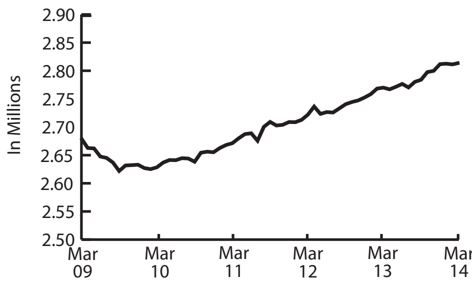
2013	Mar	154.0
	Apr	154.4
	May	154.8
	Jun	155.2
	Jul	155.6
	Aug	156.0
	Sep	156.4
	Oct	156.9
	Nov	157.2
	Dec	157.6
2014	Jan	157.9
	Feb	158.3
	Mar	158.6
% Chg From		
	Month Ago	0.2%
	Year Ago	3.0%

Source: The Federal Reserve Bank of Philadelphia, 2014

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



seasonally adjusted		
2013	Oct	2.7976
	Nov	2.7998
	Dec	2.8117
2014	Jan	2.8125
	Feb	2.8113
	Mar	2.8139

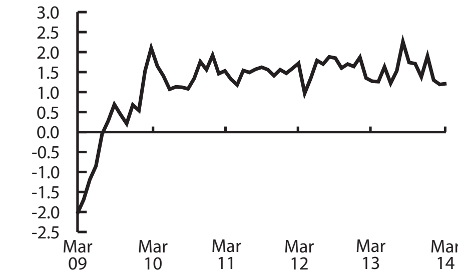
% Chg From Month Ago 0.1%

unadjusted		
2013	Mar	2.7225
2014	Mar	2.7641

% Chg From Year Ago 1.5%

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

Minnesota Leading Index

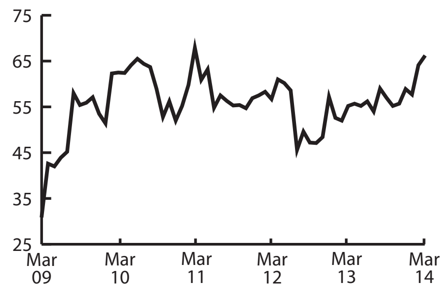


2013	Mar	1.27
	Apr	1.26
	May	1.63
	Jun	1.22
	Jul	1.53
	Aug	2.26
	Sep	1.74
	Oct	1.71
	Nov	1.38
	Dec	1.90
2014	Jan	1.30
	Feb	1.19
	Mar	1.21

% Chg From Month Ago 2.0%
Year Ago -5.0%

Source: The Federal Reserve Bank of Philadelphia, 2014

Purchasing Managers' Index

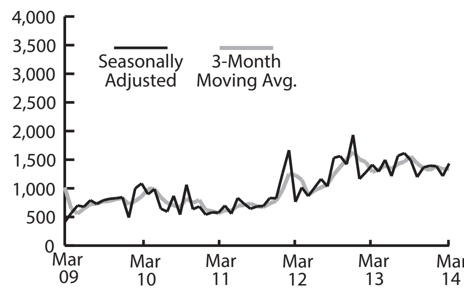


2013	Mar	55.2
	Apr	55.7
	May	55.2
	Jun	56.2
	Jul	54.0
	Aug	59.0
	Sep	57.0
	Oct	55.2
	Nov	55.7
	Dec	58.9
2014	Jan	57.7
	Feb	64.1
	Mar	66.1

% Chg From Month Ago 3.1%
Year Ago 19.7%

Source: Creighton University, Mid-America Survey of Business Conditions, 2014

Residential Building Permits



seasonally adjusted		
2013	Oct	1,197
	Nov	1,366
	Dec	1,395
2014	Jan	1,386
	Feb	1,214
	Mar	1,433

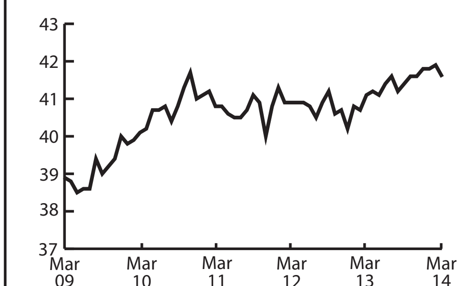
% Chg From Month Ago 18.0%

unadjusted		
2013	Mar	1,187
2014	Mar	1,202

% Chg From Year Ago 1.3%

Source: Residential Building Permits, Census Bureau, U.S. Department of Commerce, 2014

Average Weekly Manufacturing Hours



seasonally adjusted		
2013	Oct	41.6
	Nov	41.6
	Dec	41.8
2014	Jan	41.8
	Feb	41.9
	Mar	41.6

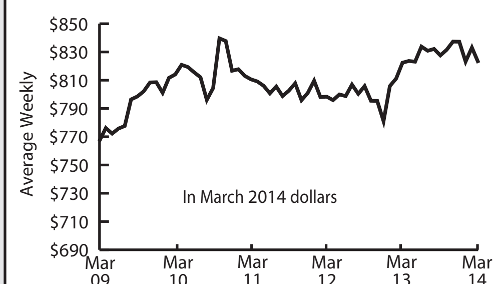
% Chg From Month Ago -0.6%

unadjusted		
2013	Mar	40.7
2014	Mar	41.5

% Chg From Year Ago 2.0%

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

Manufacturing Earnings



seasonally adjusted		
2013	Oct	831.53
	Nov	837.33
	Dec	837.25
2014	Jan	823.18
	Feb	833.09
	Mar	822.68

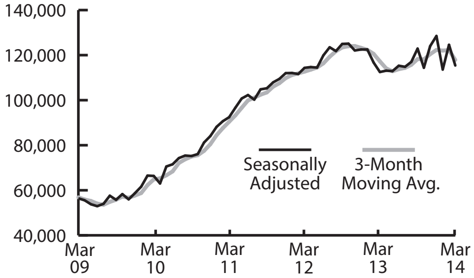
% Chg From Month Ago -1.2%

unadjusted		
2013	Mar	814.54
2014	Mar	818.38

% Chg From Year Ago 0.5%

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

Online Help-Wanted Advertising

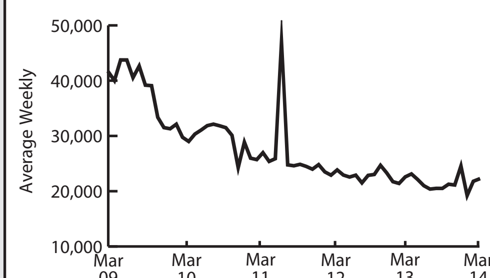


2013	Mar	117,233
	Apr	114,100
	May	112,833
	Jun	113,767
	Jul	114,333
	Aug	115,700
	Sep	118,233
	Oct	118,100
	Nov	120,433
	Dec	122,300
2014	Jan	122,033
	Feb	122,233
	Mar	117,867

% Chg From Month Ago -3.6%
Year Ago 0.5%

Source: The Conference Board Inc., 2014

Initial UB Claimants



seasonally adjusted		
2013	Oct	21,265
	Nov	21,123
	Dec	24,554
2014	Jan	19,219
	Feb	21,796
	Mar	22,236

% Chg From Month Ago 2.0%

unadjusted		
2013	Mar	19,878
2014	Mar	20,112

% Chg From Year Ago 1.2%

Source: Department of Employment and Economic Development, Unemployment Insurance Program, 2014

Minnesota Employment Review

DEED
Labor Market Information Office
1st National Bank Building
332 Minnesota Street, Suite E200
St. Paul, MN 55101-1351
651.259.7400 (voice)
1.888.234.1114 (toll free)
651.296.3900 (TTY)
1.800.657.3973 (TTY toll free)
e-mail :
DEED.lmi@state.mn.us
Internet :
http://mn.gov/deed/lmi

Labor Market Information
Help Line:
651.259.7384

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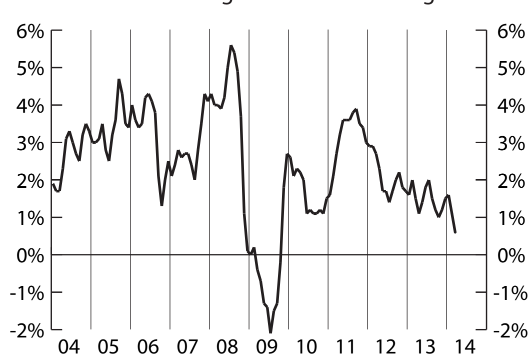
U.S. Consumer Price Index for All Urban Consumers (CPI-U)

The CPI-U increased 0.2 percent in March on a seasonally adjusted basis. Increases in shelter and food indices accounted for most of the seasonally adjusted all items increase. The food index increased 0.4 percent. The energy index declined slightly as decreases in the gasoline and fuel oil indices more than offset increases in the indices for electricity and natural gas. The index for all items less food and energy also rose 0.2 percent.

Over the last 12 months, the all items index increased 1.5 percent before seasonal adjustment; this compares to a 1.1 percent increase for the 12 months ending February.

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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Editor:
Carol Walsh

Technical Editors:
M. B. Hummel
Brent Pearson

Statistics:
Amanda Rohrer

Writers:
Nick Dobbins
Alessia Leibert
Mohamed Mourssi
Tim O'Neill
Dave Senf

Graphics/Layout:
Mary Moe

Webpage Preparation:
Mary Moe

Commissioner:
Katie Clark Sieben

LMI Office Director:
Steve Hine

Assistant Director and Technical Supervisor:
Oriane Casale

What's Going On?

What's up with water technology?

Minnesota's water technology exports have grown 170 percent over the past decade. The industry employs nearly 15,500 Minnesotans and is well positioned for continued growth.

The Minnesota Trade Office (MTO) has launched The Water Cycle, a free newsletter that covers trends in water technology, featured export markets, industry events and more.

To sign up, visit **https://public.govdelivery.com/accounts/MNDEED/subscriber/new.**

For more information, contact Steve Riedel, MTO, 651-259-7494.

Minnesota Department of Employment and Economic Development

How well does a college education pay?

This new web tool draws a picture of the economic success of post-secondary graduates in Minnesota

Introducing the Graduate Employment Outcomes tool

A college education is one of the biggest investments most people ever make. Yet until now not a lot of data on job outcomes existed to help with the decision. How quickly did graduates find a job in the state? How much did the jobs pay? How stable was their employment? In a time of rising tuition costs, prospective students need access to high quality information to make smart choices about their future.

The Minnesota Department of Employment and Economic Development (DEED) just released the Graduate Employment Outcomes tool, a new online tool that provides a wealth of information on how recent graduates in different majors fared in the Minnesota job market.

The tool represents the collaborative efforts of DEED and the Minnesota Office of Higher Education to collect and securely link workforce data with education data. Students who earned a post-secondary award in Minnesota were followed longitudinally through education into the workforce using Unemployment Insurance wage records. Reports will be updated with a new cohort of students each year.

Who is the tool for?

The Graduate Employment Outcomes tool is intended to help a variety of audiences, including:

- Prospective students, to set realistic expectations for employment and wages following graduation in a specific program;

- Parents and career counselors, to help prospective students make informed decisions which consider prospects for employment and earnings following graduation;

- Education program planners interested in more closely aligning program offerings to labor market demand;

- Policy makers interested in identifying potential under-supply or over-supply of skilled labor in strategic sectors of the economy and evaluating the state's return on investment in institutions of higher education.

What information does the tool provide?

The tool displays key aspects of employment which are described in detail below. Examples of each metric are shown in Table 1.

Employability: What share of graduates found jobs in the state (Table 1, column 1)?

Wages and wage trends: What hourly pay can a graduate expect 12 months after graduation (column 2)? How fast did wages grow from 12 to 24 months after graduation (column 3)?

Industries of employment: What types of businesses employed students with post-secondary training credentials (column 4)?

Second year prevailing wages: What were the annual wages of individuals who had jobs any time, even seasonally and part-time, during the second year after graduation (column 5)?

Second year full-time employment and wages: What share of graduates was continuously employed full-time during the second year after graduation (column 6)? What were their annual wages (column 7)? Since full-time jobs typically come with benefits, these figures capture an important aspect of job quality.

The findings in Table 1 indicate that:

- Two-thirds of the graduates were employed in Minnesota a year after graduation;

- Wage outcomes improve by education level. Graduate degree holders earned substantially more than other award categories, with a median hourly wage of $30.14. Hourly wages for Bachelor's degree completers started lower than one would expect, but rose faster than others, suggesting stronger earning power in the long run;

- Both full-time status and year-round employment status strongly affect wage results. Annual wages of $28,518 paid to new grads regardless of hours and length of employment represent the "typical" wage outcome after graduation. In contrast, annual wages of

Table 1

Employment and wage outcomes of Minnesota post-secondary program completers by award level, class of 2011

	1 Percent employed 12 months after graduation	2 Median hrly wage at 12 months	3 Hrly wage increase from 12 to 24 months	4 Top industry of employment	5 2nd year median wages, working any hours	6 2nd year full-time year-round employment[1]	7 2nd year full-time year-round median wages
All awards	**67%**	**$16.51**	**$1.90**	**Health Care and Social Assistance (24%)**	**$28,518**	**42%**	**$41,475**
Sub-baccalaureate Certificates	71%	$14.20	$1.48	Health Care and Social Assistance (28%)	$22,119	35%	$34,696
Associate Degree	72%	$14.63	$1.38	Health Care and Social Assistance (34%)	$23,240	36%	$36,946
Bachelor's Degree	63%	$16.16	$2.41	Health Care and Social Assistance (18%)	$28,798	44%	$40,207
Graduate Degree (Master's, PhD, etc.)	63%	$30.14	$2.22	Education (38%)	$51,924	50%	$64,354

Sources: MN Department of Employment and Economic Development; Minnesota Office of Higher Education (OHE). Data on each individual completing a degree from July 2010 through June 2011 were linked with wage records from all employers subject to Unemployment Insurance taxes in Minnesota.

[1]Percent of employed graduates who worked during each of the four quarter of the year and who worked at least 1,820 hours, representing an average of 35 hours a week.

$41,475 limited to people who worked full-time for the whole year represent the “best case scenario” that a new graduate can expect. This significant variability of wage outcomes reflects both the opportunities of high earnings but also the risk of taking a long time to pay off student loans[2];

- Overall, only 42 percent of 2011 completers who were employed managed to find a full-time job and keep it for the whole year. These results stand as evidence of under-employment or under-utilization of skills in the economy[3] ;

- Health Care and Social Assistance is the dominant employer of Minnesota’s new graduates, accounting for one fourth (24 percent) of students with jobs. This high concentration reveals recent strong employment demand in the state’s Health Care industry.

The data presented in this tool are the foundation for evaluating the effectiveness of public investments to build a competitive workforce and for identifying emerging areas of educational opportunities that might have been overlooked in the past. This can help students find a successful path from high school to college and into the workforce.

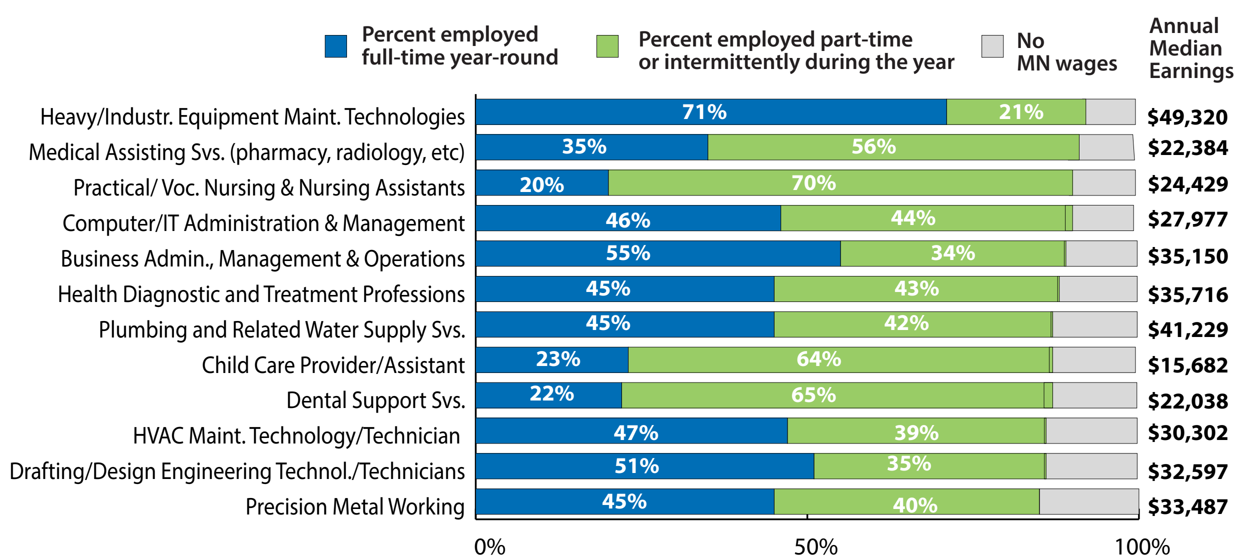
Comparisons help sort out educational opportunities

The tool allows two types of comparisons: “vertical” and “horizontal”. Table 1 is an example of vertical comparison because it compares student outcomes by award level across all majors. Horizontal comparisons, on the other hand, highlight differences among majors keeping other factors constant. For example, by zooming in on one award level, institution type, or region we can identify the best outcomes by major.

Figure 1 offers an example of horizontal comparison. We first selected all Sub-baccalaureate certificates statewide. Then we ranked majors by “Percent graduates employed in Minnesota during the second year after graduation”, and we selected the top 12 programs. For the purpose of this presentation we included only results for programs with more than 50 graduates[4].

We can clearly see that vocational certificates fare very well in the Minnesota job market. It is surprising how often trade schools are under-rated and under-promoted with our youth. Programs such as Plumbing and HVAC technicians are short-term and therefore more attainable

Figure 1: Top 12 majors with highest employabilty: Sub-baccalaureate Certificates*, class of 2011



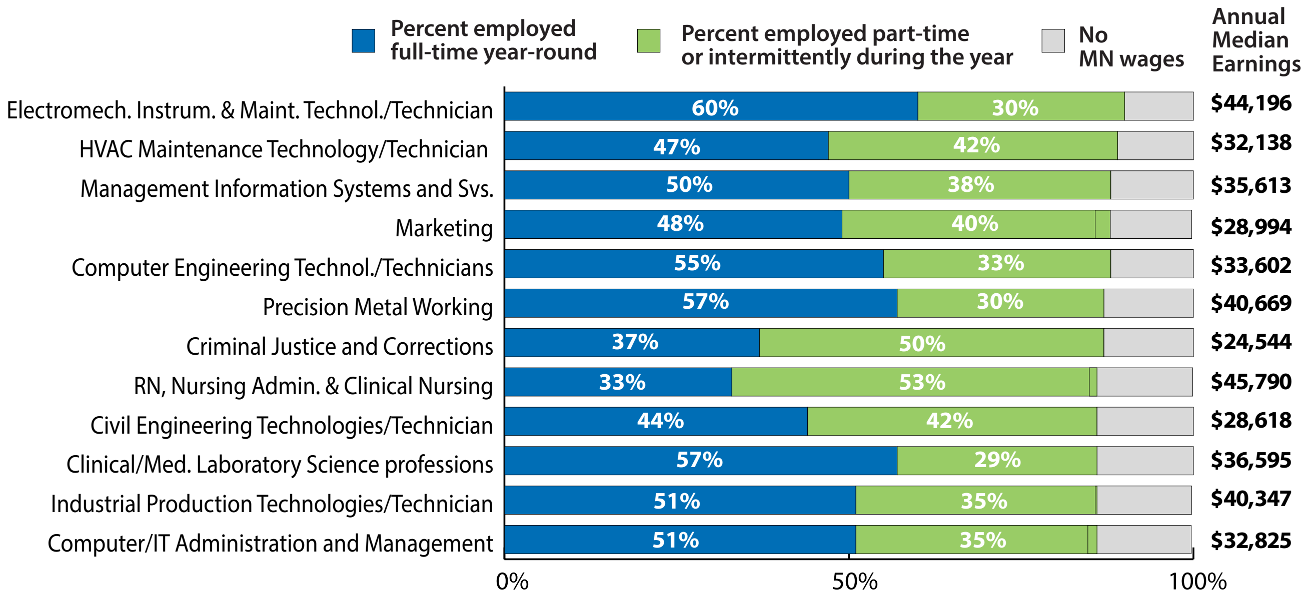
*Programs with less than 50 graduates were excluded

[2]According to a report from the Institute for College Access and Success (TICAS), students in Minnesota averaged $31,497 in loan debt in 2012, the fourth highest level of debt in the nation.

[3]Underemployment is not a new phenomenon. According to the Minnesota Job Vacancy Survey, between 35% and 45% of all job openings for the last decade were part-time. However, post-secondary education was required in 50% to 58% of full time job openings versus 21-24% of part-time job openings, suggesting that post-secondary education increases the chances of finding full-time work.

[4]This cutoff was applied to avoid displaying results for smaller populations, which tend to be more volatile from year to year.

Figure 2: Top 12 majors with highest employability: Associate degrees*, class of 2011



*Programs with less than 50 graduates were excluded

for the average person in the workforce, and they pay well. These comparisons also help us understand the degree of alignment between the state's educational offerings and employers' needs. Since high employability of graduates means successful alignment, we know that programs in these areas are effectively meeting the needs of Minnesota employers.

Figure 2 presents the same ranking for Associate Degree programs. Interestingly, there is a high degree of overlap between the programs in Figure 1 and those in Figure 2. Again we find Health Care, IT, Engineering, and skilled trades (HVAC, Industrial and Manufacturing Engineering Technicians, and Precision Metal Working) on top of the list with employment rates ranging from 85 to 90 percent. These are occupational or technical programs, i.e., they address a focused career field just as certificates do. For example, Electromechanical Instrumentation and Maintenance programs train people in cutting edge technologies such as automation, robotics, and biomedical.

What do these similarities mean? Clearly there are more opportunities within Minnesota for people trained to work in these careers. Even though employment is not necessarily in an occupation associated with the students' award discipline, the skills sets acquired at school in these disciplines are quite marketable[5].

However, these successful programs also differ in important ways. First of all, the market value of the credentials they offer vary dramatically, with wages ranging from $15,682 in Child Care Provider/Assistant[6] Certificates (predominantly one-year in length)[7] to $49,320 in Heavy/Industrial Equipment Maintenance Technologies Certificates (three-years length). Second, the blue-colored bars show huge variation in the share of graduates working full-time year-round, which is an indicator of job quality. Nursing offers a striking example of very high employability (90 percent for Practical Nursing Certificates and 87 percent for RN Associate Degree programs), yet very low full-time continuous employment (20 percent for Certificates and 33 for Associate Degree holders).

In cases like these, where a program does well in one area but not so well in another, it is up to users to decide what matters most to them. Are employability prospects

[5]For example, someone who found a job in Public Relations after having graduated in Marketing probably utilizes marketing knowledge and skills to some extent.
[6]The original title is Human Development, Family Studies, and Related Services, but most students completed a program in Child Care Provider/Assistant. This and a few other program titles have been slightly edited for readability.
[7]Certificate programs have higher wage variability because short-term certificates tend to pay less than three-year certificates.

immediately after graduation most important, or is full-time stable employment equally relevant? Earning prospects are also a powerful motivation to pursue a degree and major. Since programs that score highly on all success metrics are rare, users of these data are encouraged to start from the areas in which they already have an interest and look at the options that offer a well-balanced mix of outcomes.

Figure 3 shows the top ranked Bachelor's Degree programs, which include Health Care Service professions, IT, Marketing, and Business Support Services such as Human Resources and Accounting.

It is noteworthy that the major with the highest employment rate, Special Education and Teaching at 91 percent, offered very little full-time year-round employment, only 13 percent. This reflects the lack of formal summer hours in most teaching jobs. Psychology also had high retention rates but did not guarantee a stable and full-time job, at least in the short term.

We can also see that graduates in some fields (nursing, IT, marketing, business administration and others) can successfully find jobs with either a four-year or a shorter term award because employers value various types of credential. There are clearly multiple paths into the job market for these high-demand fields.

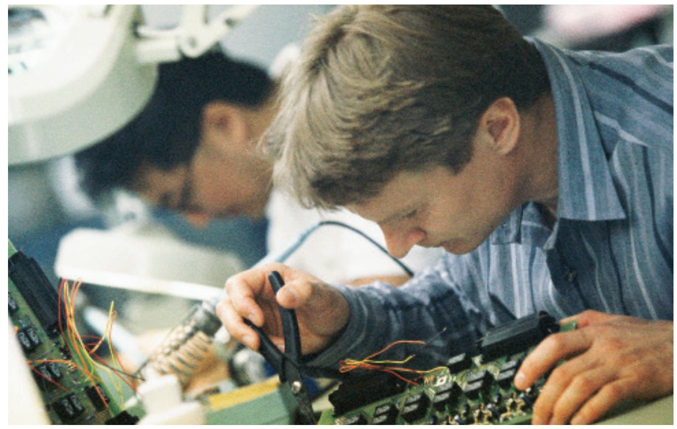
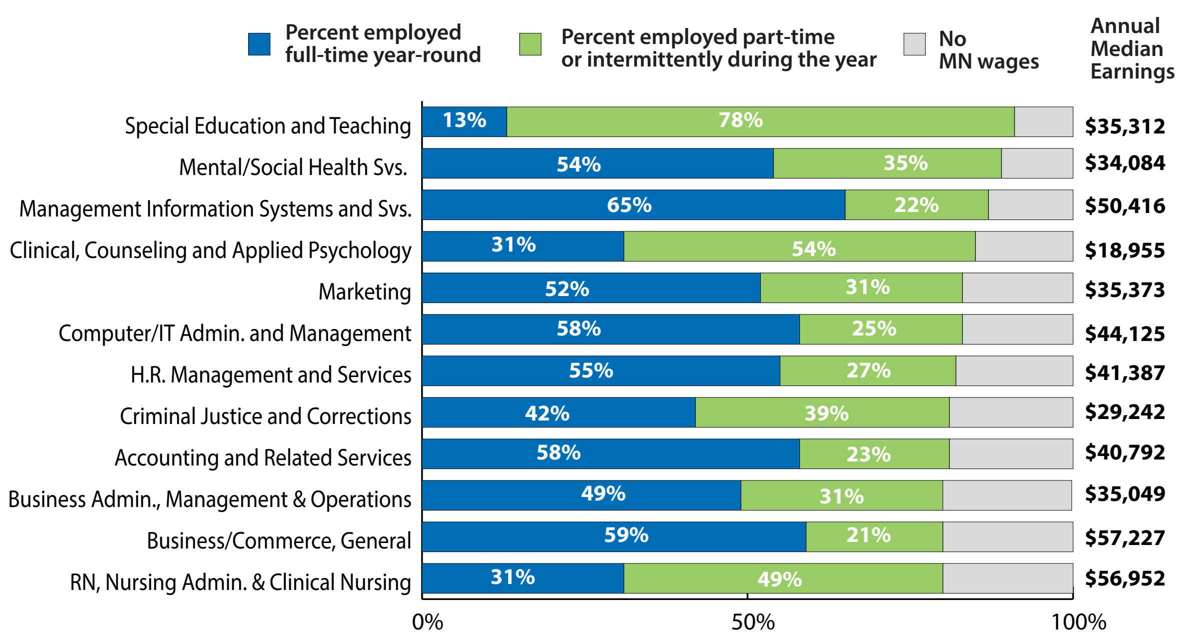
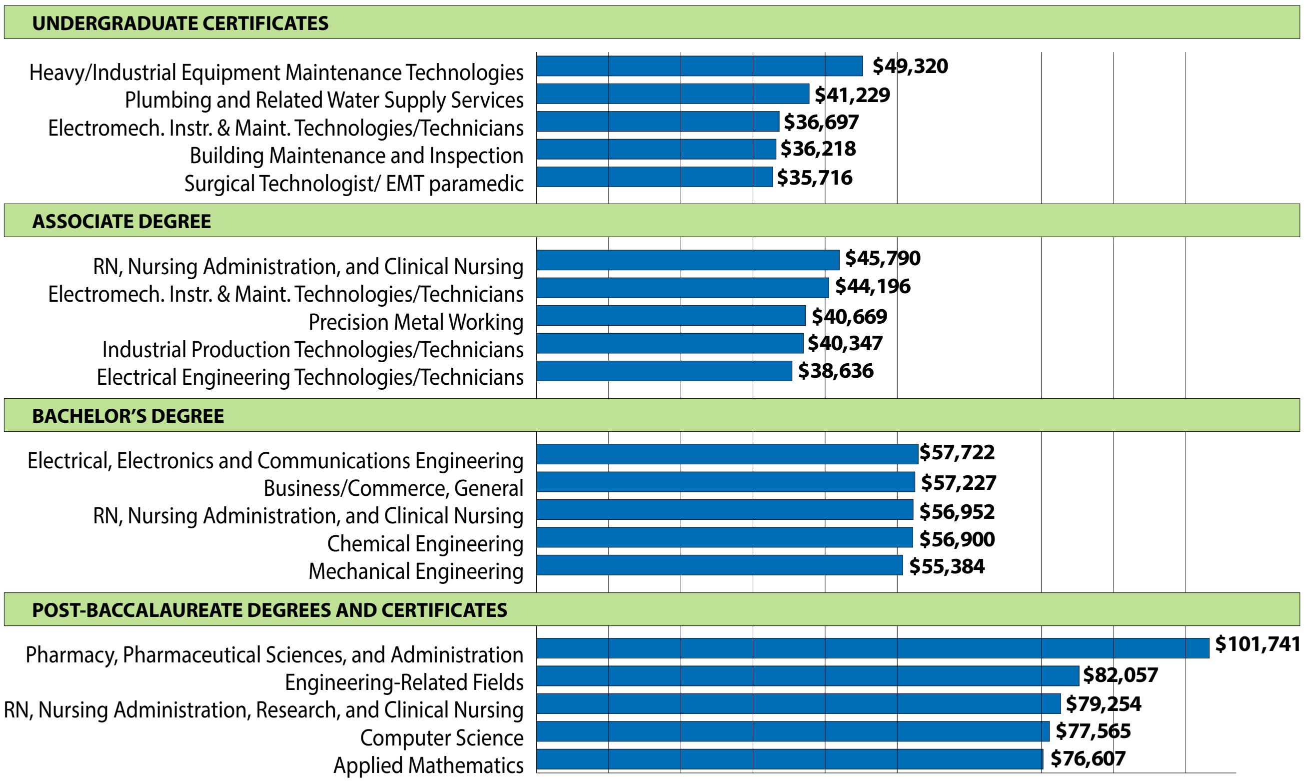


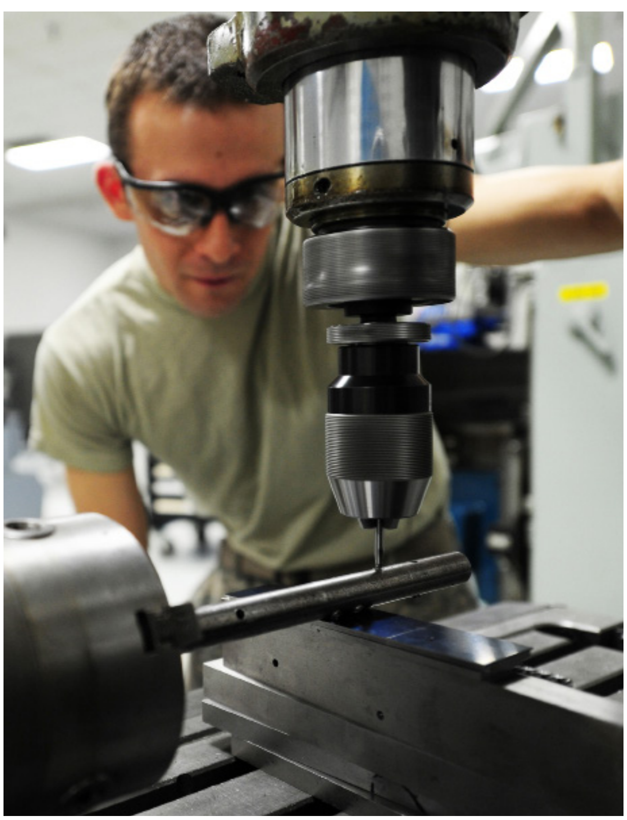
Figure 3: Top 12 majors with highest employability: Bachelor's degrees*, class of 2011



*Programs with less than 50 graduates were excluded

Figure 4: Majors with the highest median wages during the second year after graduation by degree level, class of 2011





When it comes to wages, Engineering and Technology disciplines showed the highest payoffs at every education level (see Figure 4). Also skilled trades such as Industrial Mechanics and Maintenance Technology, Plumbing, Building Maintenance, and Precision Metal Working fared well.

Although most of these high-pay majors are in STEM, the "S" of Science and the "M" of Math are most rewarding at the advanced degree level while the "T" of Technology and the "E" of Engineering are lucrative at every award level. This creates opportunities for individuals who do not want to commit to three or four years of schooling. Also, it must be noted that these high wages are more typical of the Twin Cities labor market than the Greater Minnesota labor market. When the same ranking is applied to the population of students who graduated in Greater Minnesota we see fewer STEM fields and more Health Care and Education-related fields among the highest paying majors.

In conclusion, the choice of major is the key to economic success after graduation. Since college is a more costly investment now than it used to be, it is important to choose a major with an eye toward career paths and labor market trends in Minnesota. Focusing too much on picking a school and too little on career exploration prior to committing to a major can make it more challenging to find a job that utilizes your degree.

Which types of businesses employ new grads?

Even though we have no information on the types of occupations graduates were employed in, the tool displays a detailed breakdown of industries of employment, giving an idea of the types of firms that are more likely to employ individuals with credentials in each area. Looking up this information can be very useful for someone who might wonder if certain degrees or majors improve the chances of finding a job in the industries of choice. Furthermore, industry information sheds light on the level of alignment between curriculum offerings and employer needs.

The top industries of employment are, by and large, well aligned with the programs' disciplinary areas. There are, however, a few exceptions. For example, 18 percent of people who graduated from "Audiovisual Communication Technology" programs were employed in Accommodation and Food Services (see Figure 5). Another 18 percent were employed in Retail, some in electronics and appliance stores but many more in grocery stores. Eight percent ended up in Health Care, specifically in Home Health Services and Nursing Care Facilities, and 7 percent in Administrative and Waste Services. Only about 8 percent were employed in the Information sector, specifically in Radio and Television Broadcasting and Telecommunications which are closely related to their degree.

Figure 6 shows an example of perfect alignment: 79.7 percent of new grads in Education programs across the state were employed in the Education sector 24 months after completion.

Figure 7 adds more to this picture, showing that the Education sector absorbed 13 percent of all graduates in school year 2010 and 2011, second only to Health Care and Social Assistance.

Figure 5: Top 5 Industries of Employment Instructional Program: Audiovisual Communications Technologies/Technicians

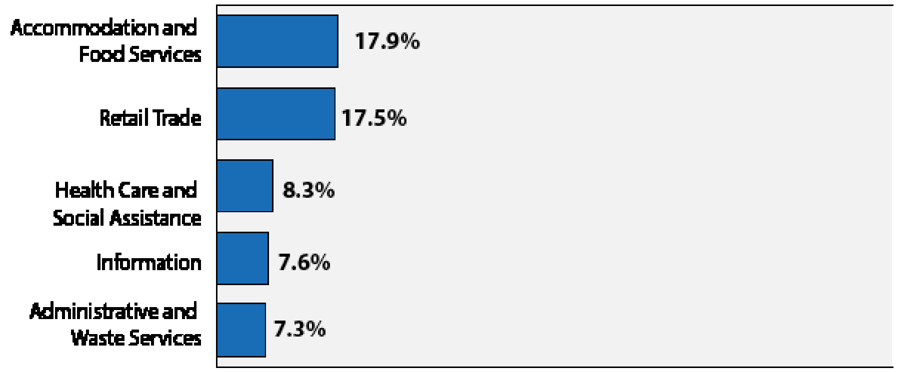


Figure 6: Top 5 Industries of Employment Instructional Program: Education

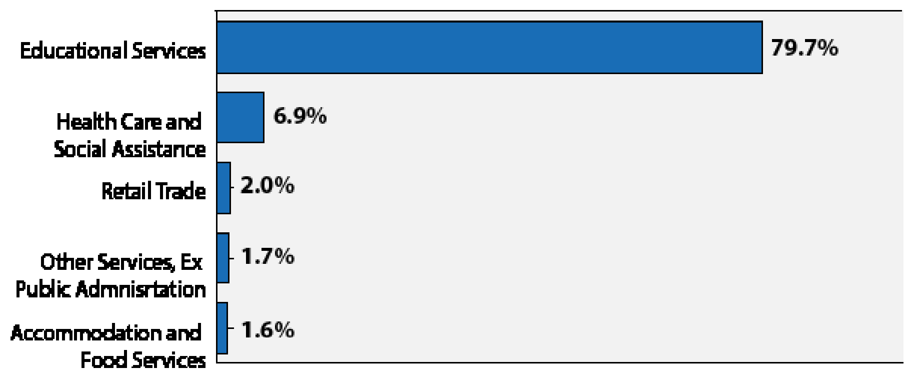
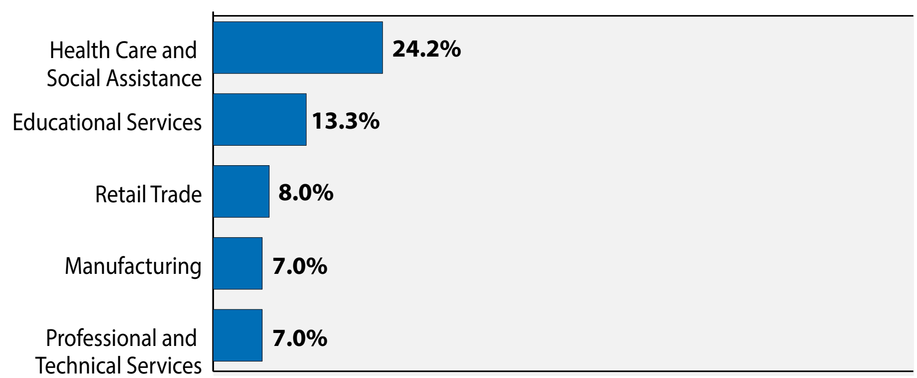


Figure 7: Top 5 Industries of Employment Instructional Program: All CIP* Codes



*Classification of Industrial Programs

These results demonstrate huge demand for educational services in the state. As much as Minnesotans value and promote investing in the education system, they also would benefit by more transparency and better data to evaluate its effectiveness.

Conclusions

While this tool provides meaningful work outcomes, there are limitations on what can be inferred from the data:

- Work outcomes are only for graduates who work in Minnesota as identified in administrative records of the state's Unemployment Insurance program. Although 97 percent of Minnesota businesses report wages, people who are self-employed or employed out of state are not covered by Minnesota's UI laws. Therefore, work outcomes for programs with high concentrations of self-employment, such as agriculture, can appear lower than expected.

- The job market varies over time. Past outcomes cannot accurately predict the market success of future graduate cohorts.

- Work outcomes for programs with few graduates can fluctuate significantly over time.

- Wages are based on initial earnings and may not reflect long-term income prospects.

- Graduates who re-enrolled in school after completing a degree and chose not to seek work will not appear in wage records.

- A degree or award has a value beyond employment and earnings. Intangible benefits of education, such as job satisfaction or interest in a field of study, cannot be measured through the data provided.

- These data cannot be used to evaluate the overall return on investment of post-secondary education compared to no post-secondary education because Minnesota does not have the ability to link high-school graduate records to workforce records.

Despite these caveats, the information provided by the Graduate Employment Outcomes tool can greatly expand students' choices, encouraging more individuals to get an education beyond high school and revealing areas of opportunities that can help them succeed at school and in the transition to the world of work.

by Alessia Leibert
Labor Market Information Office
Minnesota Department of
Employment and Economic Development

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