

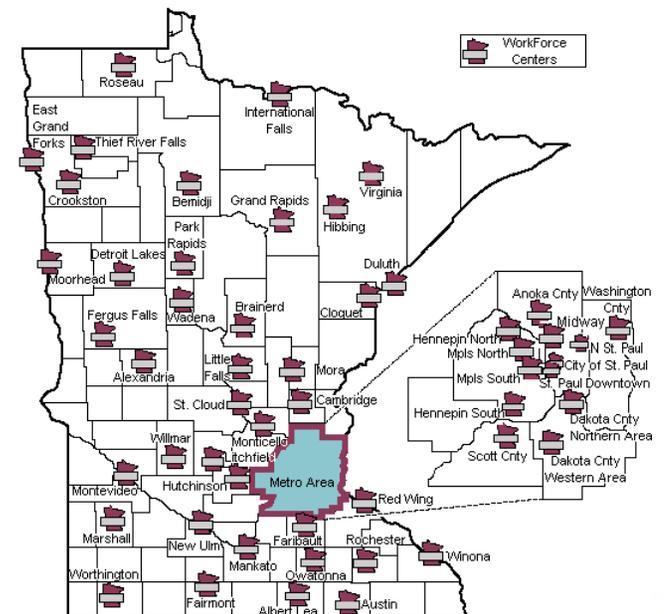


Labor Market Intelligence for Decision Making

Kyle Uphoff
Assistant Director
of Labor Market Information

About DEED's Regional Analysts

- Collaborate with regional stakeholders on new research
- Extend access to DEED reports and statistics
- Conduct presentations and training on regional economy and labor market
- Original research and analysis intended to answer “the tough questions”
- Five regional analysts stationed across the state





Economics is “a dreary, desolate and indeed quite abject and distressing science. What we might call the Dismal Science.”

-Thomas Carlyle, 1849

Labor market information (LMI)

www.positivelyminnesota.com

- Each state produces employment and economic statistics in cooperation with U.S. Department of Labor's Bureau of Labor Statistics.
- LMI includes employment statistics, unemployment rates, wages and salaries, job projections and more.
- LMI is the foundation for informed, market-responsive planning.



Assessing the local labor market

- ❖ What is the state of the local economy?
- ❖ What do occupations in my local area pay?
- ❖ Where are the job openings right now?
- ❖ Where will the job openings be in the future?



What's the state of the local economy?

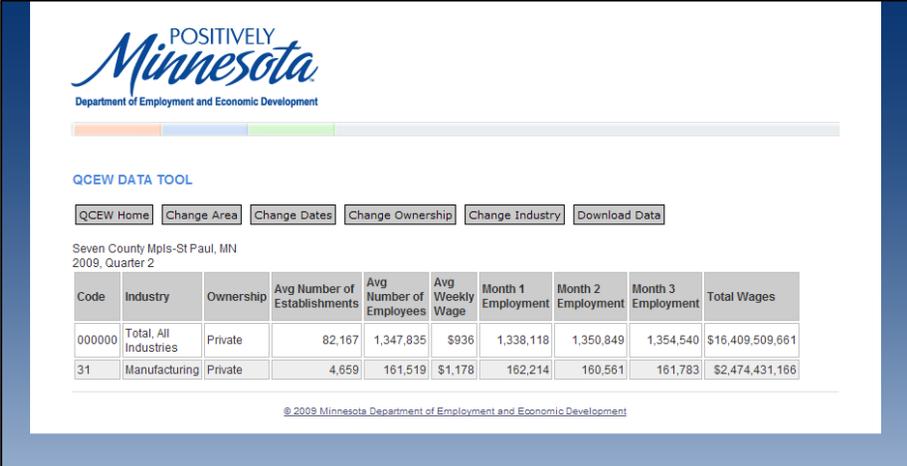


Three ways we measure what's happening in the economy each month

- **Current Employment Statistics (CES)** – Monthly survey of employers to count jobs based on place of employment by industry sector. The release of the national "employment situation" usually causes immediate reaction in the stock and bond market.
- **Unemployment Rates** – To be unemployed, and thus counted as a part of the labor force, you must be available for work and actively engaged in job-seeking behavior.
- **Unemployment Insurance Claims** – The Unemployment Insurance (UI) program provides short-term benefits to workers who have lost their jobs through no fault of their own. Not all workers qualify for and not all unemployed workers apply for benefits.

Quarterly Census of Employment & Wages (QCEW)

- *Comprehensive and accurate* data on employment, number of employers, average weekly wage and total wages
- A virtual census of all employers who participate in Unemployment Insurance
- Annual and quarterly tables at the state, regional, and county level are available online



POSITIVELY Minnesota
Department of Employment and Economic Development

QCEW DATA TOOL

QCEW Home Change Area Change Dates Change Ownership Change Industry Download Data

Seven County Mpls-St Paul, MN
2009, Quarter 2

Code	Industry	Ownership	Avg Number of Establishments	Avg Number of Employees	Avg Weekly Wage	Month 1 Employment	Month 2 Employment	Month 3 Employment	Total Wages
000000	Total, All Industries	Private	82,167	1,347,835	\$936	1,338,118	1,350,849	1,354,540	\$16,409,509,661
31	Manufacturing	Private	4,659	161,519	\$1,178	162,214	160,561	161,783	\$2,474,431,166

© 2009 Minnesota Department of Employment and Economic Development

How to use the QCEW data tool on-line at:

www.positivelyminnesota.com/apps/lmi/qcew/

- Select a Geography

- ❖ You can choose the nation, state, region (like Twin Cities), individual county or city and township data.

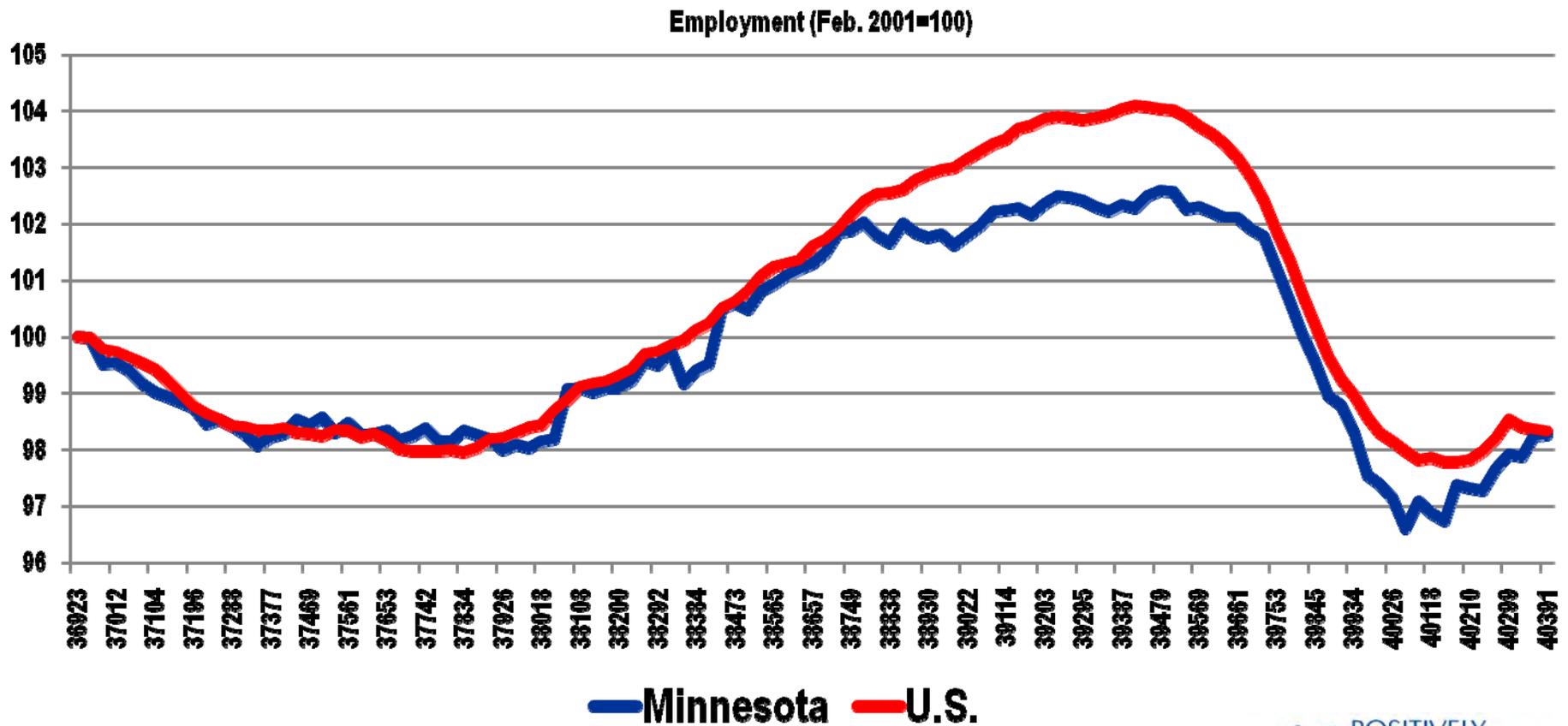
- Select a Time Period

- ❖ You can view annual average or quarterly industry employment data. When making comparisons, you should not compare yearly data to quarterly data. Unfortunately due to a change in how we classify industries, you cannot easily compare post-2000 statistics to pre-2000 statistics.

- Select an Industry

- ❖ You can select a broad industry group, like construction or manufacturing, or if you are looking for more detail within an industry, select the broad industry and the “View 3 Digit Industries” button for a listing of more detailed industries.

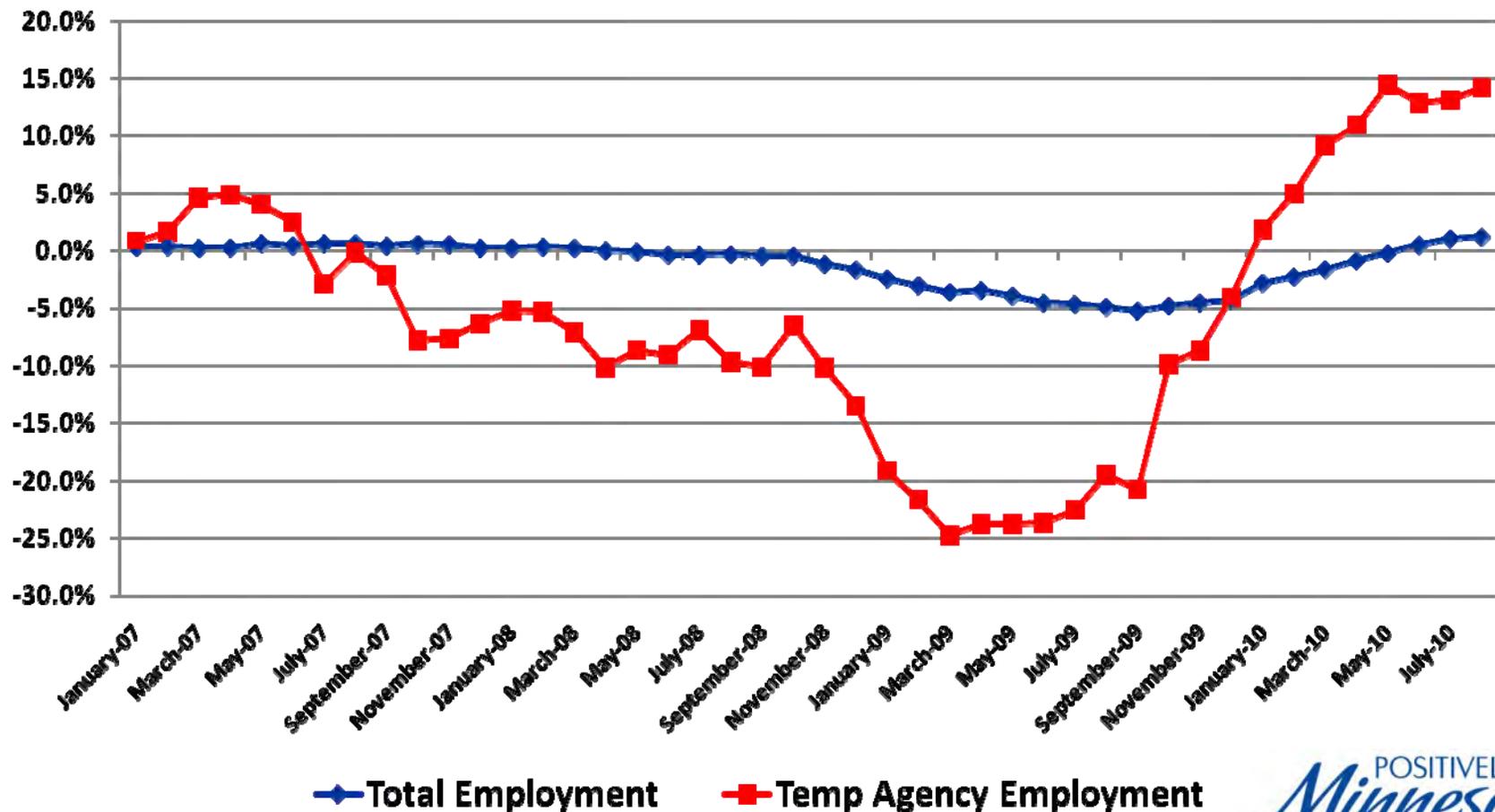
Employment Trends over the last 10 years



Industries losing jobs in MN since February 2008

- **Total Employment: -117,400 in 2.5 years**
- Construction: -34,200
- Manufacturing: -39,600
- Wholesale: -6,700
- Retail: -16,900
- Transportation: -12,300
- Information: -1,900
- Finance: -7,100
- Professional & Technical Services: -11,500
- Administrative Services: -2,700
- Other Services: -8,400
- Government: -3,100

Temp Agency Employment tells us Something about Total Employment



◆ Total Employment

■ Temp Agency Employment

Industries are adding back jobs after 2 years of losses

- Leisure & Hospitality: +14,600
- Healthcare: +5,600
- Education: +3,000
- Social Assistance: +3,500
- Employment Services: +6,050
- Heavy & Civil Construction: +2,570
- General Merchandise Stores: +2,530
- General Merchandise Sores: +1,900
- Food Manufacturing: +1,150
- Insurance: +760
- Mining & Logging: +320

How is this useful?

- LMI informs us on the state of the local economy
 - ❖ What industry sectors are growing/declining?
 - ❖ What are distinguishing industries?
 - ❖ What are high growth/high wage industries?
- LMI doesn't give us a potential list of targets
 - ❖ Who are those computer manufacturing firms in Anoka County?
 - ❖ Where can you find lists of businesses?
 - ❖ ReferenceUSA (need a valid Twin Cities library card)
 - ❖ Career OneStop Employer Locator

ReferenceUSA

- On-line business directory
- Search by name, industry, region, size



The screenshot shows the ReferenceUSA website interface. At the top left is the logo "ReferenceUSA An infoUSA Company". At the top right is a "Questions?" link with the phone number "800.808.1113" and an "E-mail Us" link. Below the logo is a navigation bar with "Version 2008.8" and a dropdown menu set to "U.S. Business". The main search area has three tabs: "Quick Search", "Custom Search", and "Guided Search". Below the tabs is a form with the following fields: "Company Name" (text input), "City" (text input), "State" (dropdown menu set to "All"), and "Phone - 10 digits" (text input). There is a "Search Now" button and a "Clear Search" button. At the bottom of the page, there is a footer with the text: "25 Prints/Downloads per Search", "© 2008 infoUSA, Inc. All Rights Reserved.", "5711 South 88th Circle, P.O. Box 27347 Omaha, NE 68127", and "IP: 156.99.22.53".

Uses

- Research a company
- Find local companies in an industry you're interested in working in
- Just explore the possibilities!

Access through your local library's website

Career OneStop Employer Locator

- On-line business directory
- Search by OCCUPATION



The screenshot shows the 'Employer Locator' page. At the top, there's a header with the title 'Employer Locator' and a small image of two people. Below the header is a paragraph of instructions: 'Use the Employer Locator to find contact information about a specific employer or list of employers. It will be necessary to contact each employer to see if they have job openings available. Start your search by selecting a tab option below. Follow the instructions on each page to get your results. If you need help select Employer Locator Help below.' There are four search tabs: 'Search By Industry' (selected), 'Search By Occupation', 'Search By Location', and 'Search By Keyword'. The 'Search By Industry' tab is active, showing a dropdown menu with the following options: 'Accommodation and Food Services', 'Administrative and Support and Waste Management and Remediation Services', 'Agriculture, Forestry, Fishing and Hunting', 'Arts, Entertainment, and Recreation', 'Construction', 'Education Services', and 'Finance and Insurance'. A 'Next' button is visible at the bottom right of the dropdown menu. At the bottom of the page, there are four links: 'START OVER', 'RELATED RESOURCES', 'AMERICA'S CAREER INFONET', and 'EMPLOYER LOCATOR HELP'.

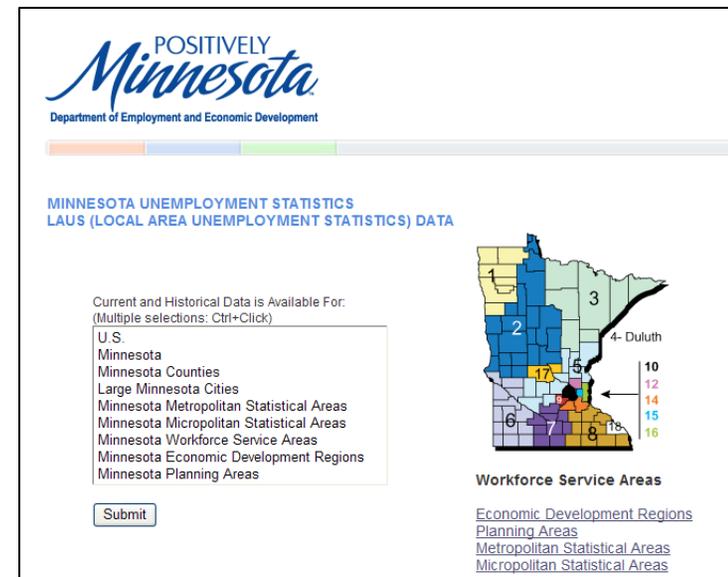
Uses

- Research a company
- Find local companies that employ an occupation you're interested in working in
- Just explore the possibilities!

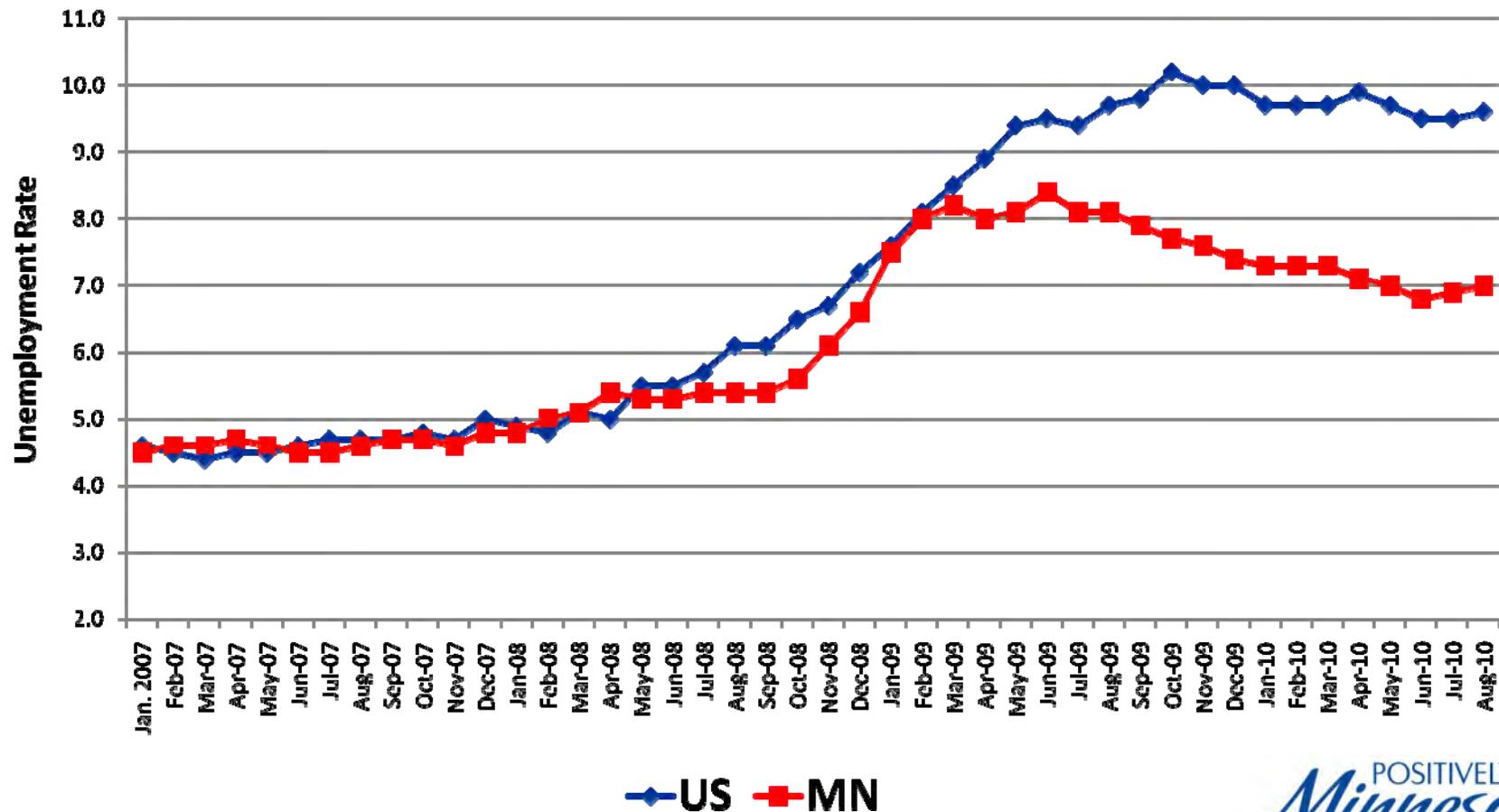
www.careeronestop.org

Estimating unemployment

- Monthly and annual statistics available for all MN counties, regions and estimates are comparable across states, counties, & time
- “Employed person”
 - ❖ Aged 16 or older
 - ❖ Worked at least 1 hour
- “Unemployed person”
 - ❖ Available for work
 - ❖ Engaged in job-seeking during the last 4 weeks
 - ❖ Waiting to be called back after a layoff



Minnesota's Unemployment Rate Seems to have Plateaued and is decreasing



—◆— US —■— MN



What about wages?



What do jobs in my local area pay?

- Minnesota's median hourly wage rate (\$17.26) is the 10th highest in the nation and a full \$1.33 per hour higher than the national median wage rate.
- Differences in wages across states and across substate regions can be the result of a variety of factors, including differences in cost of living, labor market conditions, occupational mix, qualitative features of the workforce, and others.
- Jobs in the Twin Cities generally have higher wage rates than elsewhere in Minnesota.

Minnesota salary survey

- On-line data tool created to help job seekers and employers explore current employment and regional wage rates by occupation.
- Wage statistics are updated quarterly, and include average wages and wage distributions for 10th, 25th, 50th, 75th, and 90th percentiles for about 800 nationally-defined job titles



Minnesota Salary Survey

The survey conducted by the Minnesota Department of Employment and Economic Development, is designed to provide employment and wage estimates for approximately 800 occupation classifications. Comparable statistics are available for all 50 states, metropolitan statistical areas, and statewide regions.

What can it provide for you?

- Employment estimates by occupation, state, metropolitan statistical area, and statewide region.
- Average and median wage estimates and wage distributions (10th, 25th, 75th and 90th percentiles).
- Shifting pattern estimates for major industry groups.
- Used by employers as a wage-setting benchmark.
- Used by jobseekers and employment counselors in job search and career planning.

www.deed.state.mn.us/lmi/tools/oes/geog.asp
Updated four times per year on the web!

For more information about the entire survey, contact the LMI Helpdesk at 651.259.7364, 1.888.234.1114 (toll free), or deed.lmi@state.mn.us.

LaborMarket Information website: www.deed.state.mn.us/lmi

Minnesota Department of Employment and Economic Development, LaborMarket Information Office, 1st Minnesota Bank Building, 333 Minnesota Street, Suite 2200

POSITIVELY Minnesota
Department of Employment and Economic Development

DETAILED OCCUPATION DATA

[OES Home](#) [Employment Outlook Home](#) [ISEEK Occupation Information](#)

13-2011 Accountants and Auditors

Occupational Description:

Examine, analyze, and interpret accounting records for the purpose of giving advice or preparing statements. Install or advise on systems of recording costs or other financial and budgetary data.

Occupational Employment Statistics(OES) Wage Data Wages Updated to Fourth Quarter, 2009



Geography	Employment	Emp SE*	Mean	Mean SE*	Percentiles				
					10th	25th	Median	75th	90th
Seven County Mpls-St Paul, MN	17,980	494	\$31.01/hr	\$0.31/hr	\$20.65/hr	\$23.75/hr	\$28.98/hr	\$36.19/hr	\$46.21/hr
Minnesota	23,570	519	\$30.07/hr	\$0.24/hr	\$19.86/hr	\$23.07/hr	\$28.15/hr	\$34.83/hr	\$44.11/hr
U S	1,133,580	6,801	\$32.17/hr	\$0.10/hr	\$17.95/hr	\$22.43/hr	\$29.04/hr	\$38.22/hr	\$50.03/hr



Leading Industries for Accountants and Auditors



Industry	OES Employment	OES Median Wage
Professional and Business Services	7,930	\$29.31/hr
Financial Activities	2,360	\$27.67/hr
Trade, Transportation and Utilities	2,120	\$28.86/hr
Manufacturing	1,660	\$31.20/hr
Education and Health Services	1,120	\$26.62/hr
Public Administration	920	\$20.60/hr

Other Regional Data For Accountants and Auditors

Geography (click title for details)	OES		Projections
	Employment	Median Wage	% Change 2006 - 2016
Seven County Mpls-St Paul, MN	17,980	\$28.98/hr	16.4%
Central Minnesota	1,660	\$26.63/hr	23.1%
Southeast Minnesota	1,300	\$25.27/hr	9.9%
Southwest Minnesota	1,130	\$25.33/hr	7.9%
Northwest Minnesota	1,120	\$25.09/hr	17.0%
Northeast Minnesota	730	\$24.67/hr	14.1%

How to use the Minnesota Salary Survey at www.positivelyminnesota.com/apps/lmi/oes/

- First, select your region of interest.
- To search by an occupations name, just enter a full or partial job title. The system will give you a list of potential occupational matches based on what you enter.
- To search by an occupational groups, select from a list of 22 categories, like “Production Occupations.” If you search by occupational groups, you will get a list of all occupations that fall within that category to choose from.
- When you view the wage information for a particular occupation, you will also see a brief description and a list of occupational tasks. At the top of the page is a link to more occupational information on I*SEEK.



What are the occupations in demand?



Minnesota job vacancy survey

www.positivelyminnesota.com/Data_Publications/Data/All_Data_Tools/Job_Vacancy_Survey

- In 2000, Minnesota's Labor Market Information (LMI) Office began tracking the number of job vacancies currently open for hire.
- Job vacancy statistics are produced twice a year for the second quarter (April to June) and fourth quarter (October to December).
- Describe job vacancies in terms of:
 - Education and experience
 - Wages
 - Part-time/full-time
 - Temporary/seasonal

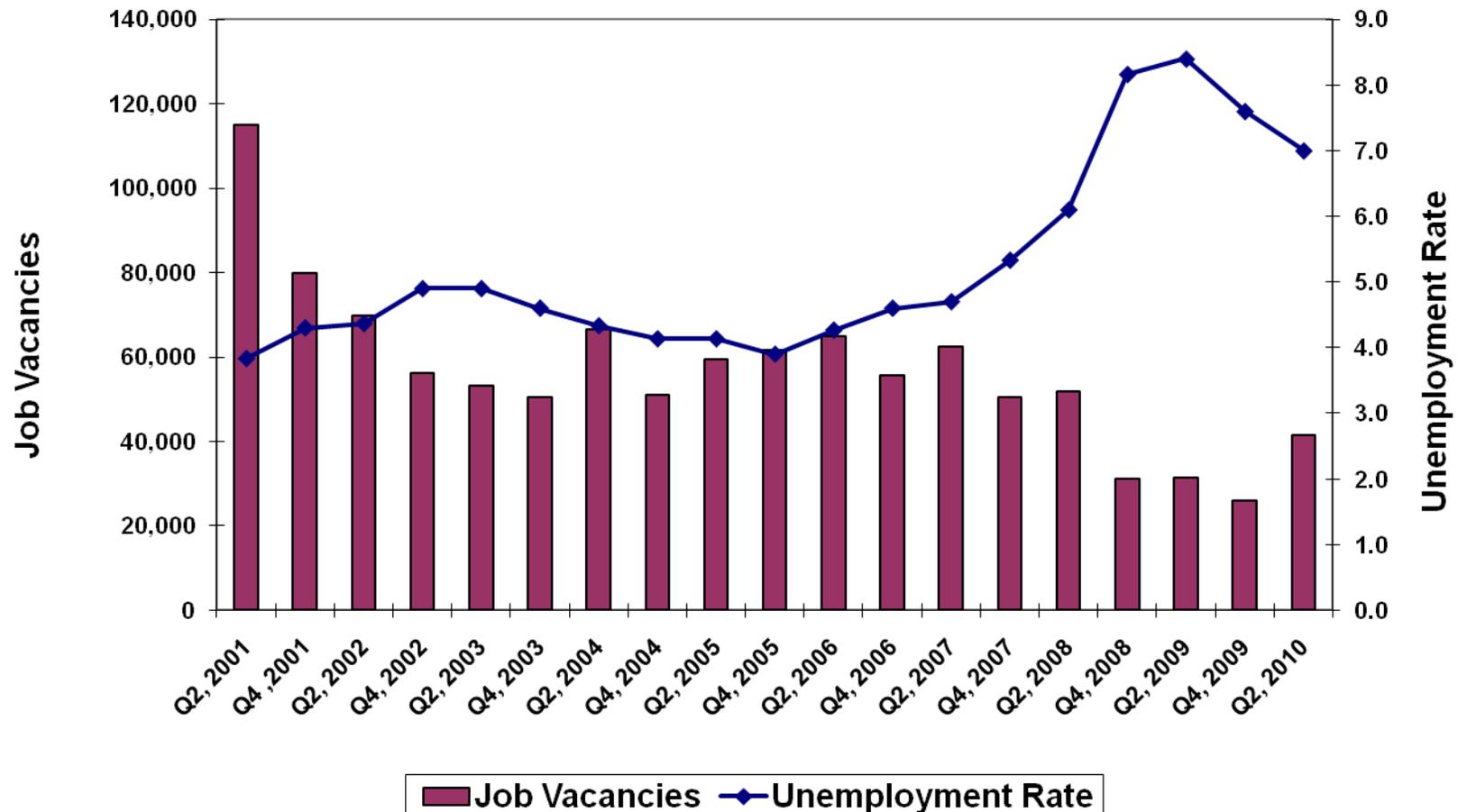


Job Vacancy Survey Findings

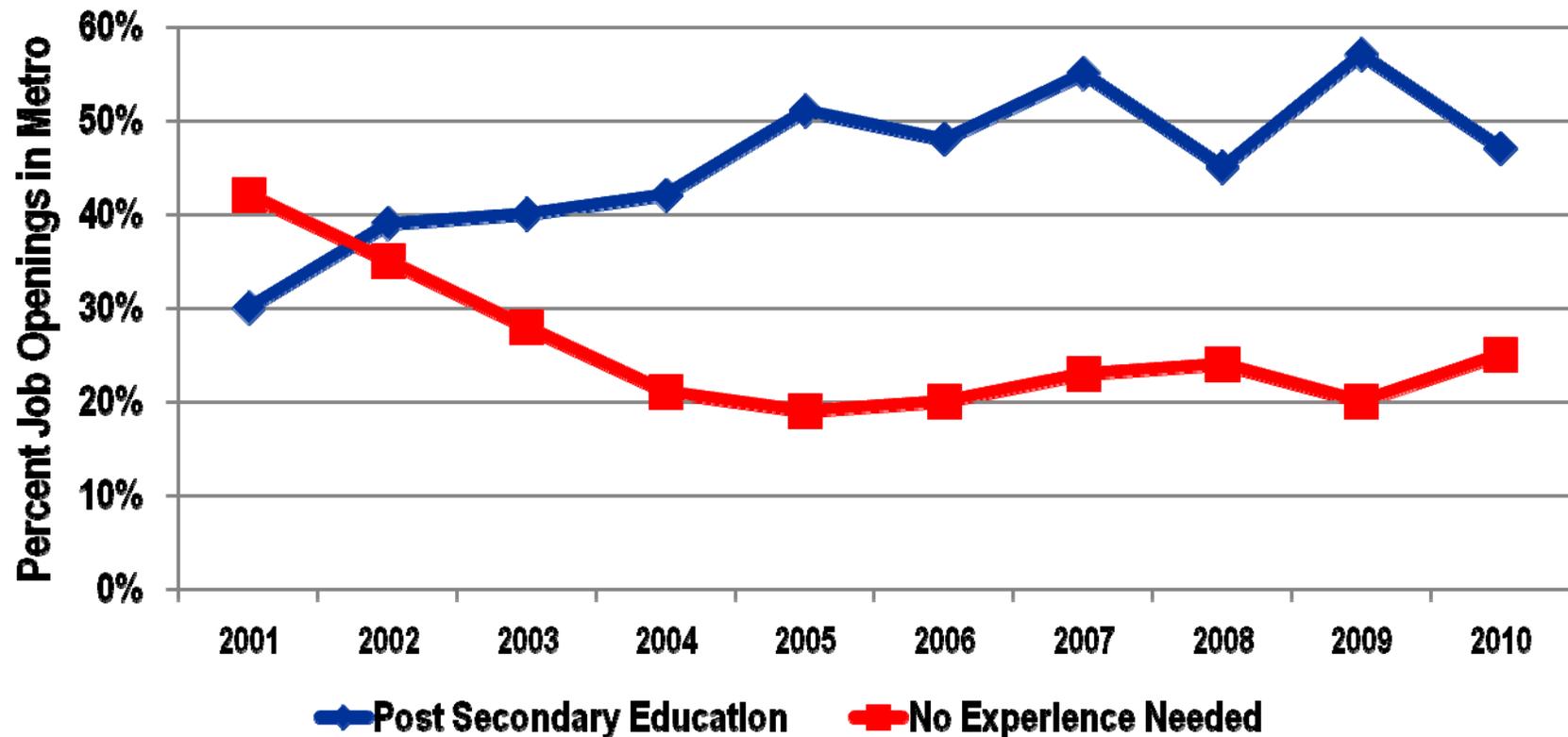
- 41,400 job openings in the job market during 4th Q 2010
- 1.6% job vacancy rate
- 32% increase from last year
- Hiring demand is highest in:
 - Building/grounds Maintenance
 - Healthcare Support
 - Healthcare practitioners and technical
 - Sciences
 - Computers & Math
 - Architecture & Engineering
 - Business & Financial Operations



The gap between opportunities and job seekers has increased



Available job openings require higher levels of education

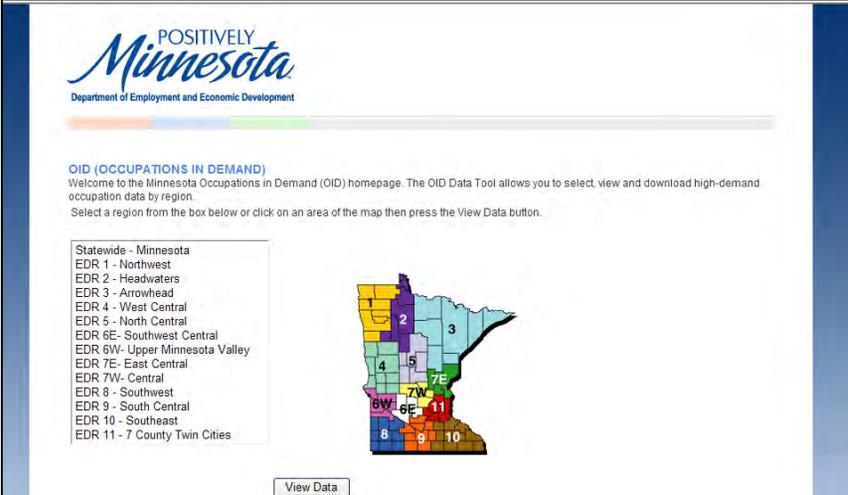


Are these occupations in demand?

- Job openings may not translate to demand.
 - ❖ A smaller occupation (occupational therapists) with many job openings may be more in demand than a larger occupation (cashiers) with many job openings.
- We must consider the size of the occupation, job openings, and the supply of workers (unemployed) too.

Occupations in demand

- Occupations in Demand (OID) lists current career opportunities in a region as determined by regularly updated local labor market data.
- The OID list for a region is the group of occupations that rank highest on a Current Demand Indicator, which measures short-term demand for jobs locally.
- OID lists are updated twice a year for 13 regions of the state.



POSITIVELY Minnesota
Department of Employment and Economic Development

OID (OCCUPATIONS IN DEMAND)
Welcome to the Minnesota Occupations in Demand (OID) homepage. The OID Data Tool allows you to select, view and download high-demand occupation data by region.
Select a region from the box below or click on an area of the map then press the View Data button.

Statewide - Minnesota
EDR 1 - Northwest
EDR 2 - Headwaters
EDR 3 - Arrowhead
EDR 4 - West Central
EDR 5 - North Central
EDR 6E- Southwest Central
EDR 6W- Upper Minnesota Valley
EDR 7E- East Central
EDR 7W- Central
EDR 8 - Southwest
EDR 9 - South Central
EDR 10 - Southeast
EDR 11 - 7 County Twin Cities

[View Data](#)

Occupations in demand web tool

Occupations in Demand

[OID Home](#)
[Change Area](#)
[Glossary](#)
[Export 3 thru 5 star results](#)
[Export 1 thru 5 star results](#)

This is a ranking of occupations currently in demand in the selected region. Measures of long-term demand (Growth Rate and Total Openings) are the term and current demand may not always coincide due to the fast pace at which market conditions can change.

To further refine these results use the filters below:

Wage Range (median)

 Education Category

 Job Title Keyword Search

Click the underlined Job Title for more detailed information from www.ISEEK.org.
 Click the underlined Education and Training Requirement for information about training for that job.
 Click a column title to sort information in that column.

EDR 11 - 7 County Twin Cities Results: 313 Include 1 and 2 Star Occupations in Results

SOC Code	Job Title	Current Demand Rank	Current Demand Indicator	25th Percentile Wage	Median Wage	Planning Area Growth Rate	Planning Area Total Openings	Education and Training Requirements
291111	Registered Nurses	1	★★★★★	\$61,979/yr	\$73,503/yr	Well Above Average	12,135	Associate degree
412031	Retail Salespersons	2	★★★★★	\$17,422/yr	\$20,283/yr	Average	20,338	Short-term on-the-job training
311011	Home Health Aides	3	★★★★★	\$22,377/yr	\$24,715/yr	Well Above Average	5,590	Short-term on-the-job training
311012	Nursing Aides, Orderlies, and Attendants	4	★★★★★	\$26,266/yr	\$30,022/yr	Average	2,524	Short-term on-the-job training
35302	Combined Food Preparation and Serving Workers, Inc	5	★★★★★	\$16,000/yr	\$18,147/yr	Above Average	12,243	Short-term on-the-job training
434051	Customer Service Representatives	6	★★★★★	\$29,868/yr	\$35,963/yr	Well Above Average	13,917	Moderate-term on-the-job training (1-12 months)
353031	Waiters and Waitresses	7	★★★★★	\$16,157/yr	\$24,303/yr	Average	19,023	Short-term on-the-job training

- Sort jobs by wages or education/training requirements
- Education levels link to educational programs in the region for these occupations
- Job titles link to I*SEEK career information for these occupations

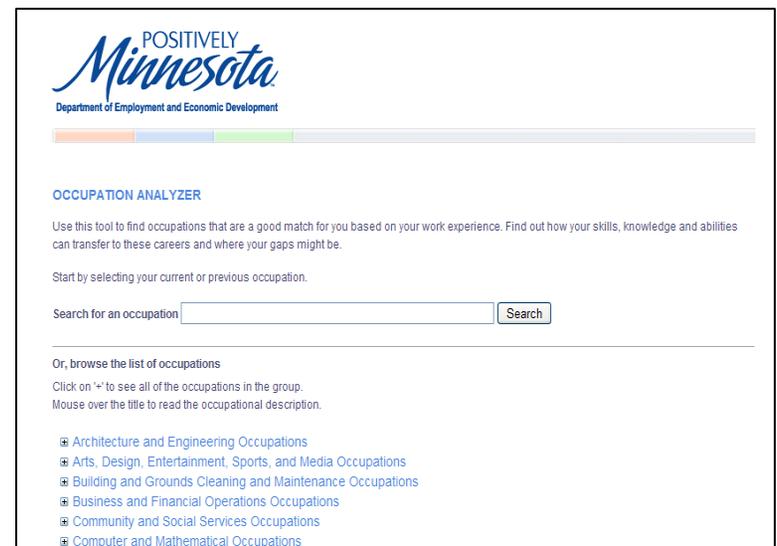
How to use Occupations in Demand at

www.positivelyminnesota.com/apps/lmi/oid/

- ❖ First, select a region from the list.
- ❖ A ranked list of occupations are presented. Occupations listed first (or have a low current demand score) are those most in demand in the region.
- ❖ Information on wages, projected growth rates, and required educational levels are listed for each occupation.
- ❖ You can filter by wage range, educational level, or job title at the top of the page.
- ❖ Each job title will link you to career information for that occupation on the iSEEK website.
- ❖ Each education and training level will link you to a list of schools providing training in that occupation within the region you first selected.

Job Skills Transfer Assessment Tool (JobSTAT)

- On-line data tool created to help job seekers explore occupations that are a good match to their previous work experience.
- JobSTAT identifies where gaps exist, offers a career profile, training opportunities, and provides links to job postings on MinnesotaWorks.



The screenshot shows the 'OCCUPATION ANALYZER' interface. At the top is the 'POSITIVELY Minnesota' logo and the text 'Department of Employment and Economic Development'. Below this is a horizontal bar with three colored segments (orange, blue, green). The main heading is 'OCCUPATION ANALYZER'. The instructions state: 'Use this tool to find occupations that are a good match for you based on your work experience. Find out how your skills, knowledge and abilities can transfer to these careers and where your gaps might be.' It then says 'Start by selecting your current or previous occupation.' There is a search box with the placeholder text 'Search for an occupation' and a 'Search' button. Below the search box, it says 'Or, browse the list of occupations'. Instructions for browsing are: 'Click on "+" to see all of the occupations in the group. Mouse over the title to read the occupational description.' A list of occupation categories is shown, each with a plus sign icon: Architecture and Engineering Occupations, Arts, Design, Entertainment, Sports, and Media Occupations, Building and Grounds Cleaning and Maintenance Occupations, Business and Financial Operations Occupations, Community and Social Services Occupations, and Computer and Mathematical Occupations.

How to use JobSTAT at

www.positivelyminnesota.com/apps/Imi/ota/OccupationSelectA.aspx

- ❖ First, select an occupation.
- ❖ To search by an occupations name, just enter a full or partial job title. The system will give you a list of potential occupational matches based on what you enter.
- ❖ To search by an occupational groups, select from a list of 22 categories, like “Production Occupations.” If you search by occupational group, you will get a list of all occupations that fall within that category to choose from.
- ❖ When you view information for a particular occupation, you will see a ranked list of occupations with matching skills and links to view the skills gap, career profile, or jobs. At the top of the page, you can change or add an additional occupation, or change the region.

Jobs

The screenshot displays the Minnesota Works.Net website interface. The browser window title is "Minnesota Works.Net - Minnesota Jobs, Jobs in Minnesota - Find Employees, Resumes - (MN - DEED)". The URL is "https://www.minnesotaworks.net". The page features a navigation bar with "JOB SEEKERS" and "EMPLOYERS" tabs. Under "JOB SEEKERS", there are 10608 Position Openings and a "JOB SEEKER REGISTRATION" button. Under "EMPLOYERS", there are 63342 Active Resumes and an "EMPLOYER REGISTRATION" button. The page also includes a login section, a "Preview Current Job Openings" link, and a "STEP 1: Register Your Free Account" link. The footer contains links for "Home", "Privacy Statement", "About Us", and "Feedback", along with a note that the site is a service provided by the Minnesota Department of Employment and Economic Development.

- Link to current job openings listed on MinnesotaWorks
- Customize JobSTAT to display only regional jobs

Training

Training Program Information
EDR 11 - 7 County Twin Cities

(19-3021) Market Research Analysts

Research market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

Below are schools offering programs related to Market Research Analysts

Click a column title to sort information by that title.

Click the underlined school name to enter the school's official web site.

<u>CIP Code and Title</u>	<u>School Name</u>	<u>Location</u>	<u>Program Title</u>	<u>Award Levels Offered</u>	<u>Program Length</u>
450601 Economics, General	Augsburg College	Minneapolis - MN	Computational Economics	BA	
450601 Economics, General	Augsburg College	Minneapolis - MN	Economics	BA	
450601 Economics, General	Augsburg College	Minneapolis - MN	Applied Economics	BA	
450601 Economics, General	Bethel University	Arden Hills - MN	Economics	BA	
450601 Economics, General	College of St. Catherine - St. Paul	St. Paul - MN	Economics	Bachelor's	2-4 full years (96-190 qtr credits, 66-130 semester credits)
450601 Economics, General	College of St. Catherine - St. Paul	St. Paul - MN	International Business and Economics	Bachelor's	2-4 full years (96-190 qtr credits, 66-130 semester credits)

- View list of and links to educational institutions.
- Customize JobSTAT to show training opportunities.



Where will the jobs be in the future?



Minnesota employment projections

- Every state is charged with producing employment projections on an industry and occupational level.
- Projections are estimated over a 10-year period every two years for the nation, state and regions.
- Projections are largely based on past trends. We cannot predict:
 - ❖ Recessions, depressions, energy crises, etc.
 - ❖ Wars
 - ❖ Technology change
 - ❖ New business processes
 - ❖ Legislation

EMPLOYMENT OUTLOOK

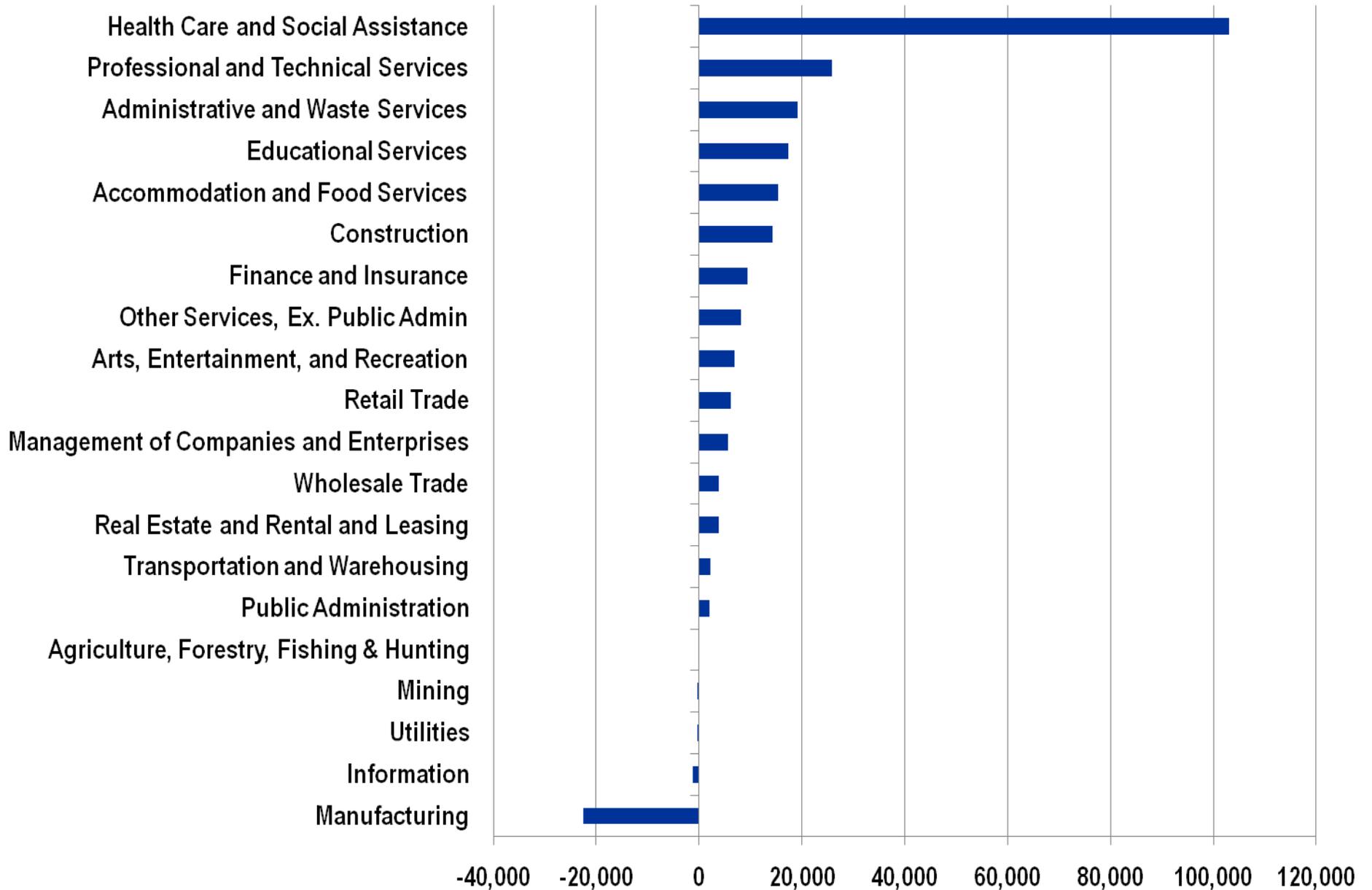
[Employment Outlook Home](#)
[Change Area](#)
[Change Occupation](#)
[Glossary](#)
[Download Data](#)

Long-Term Occupation Projections
Click: column headings to sort data.

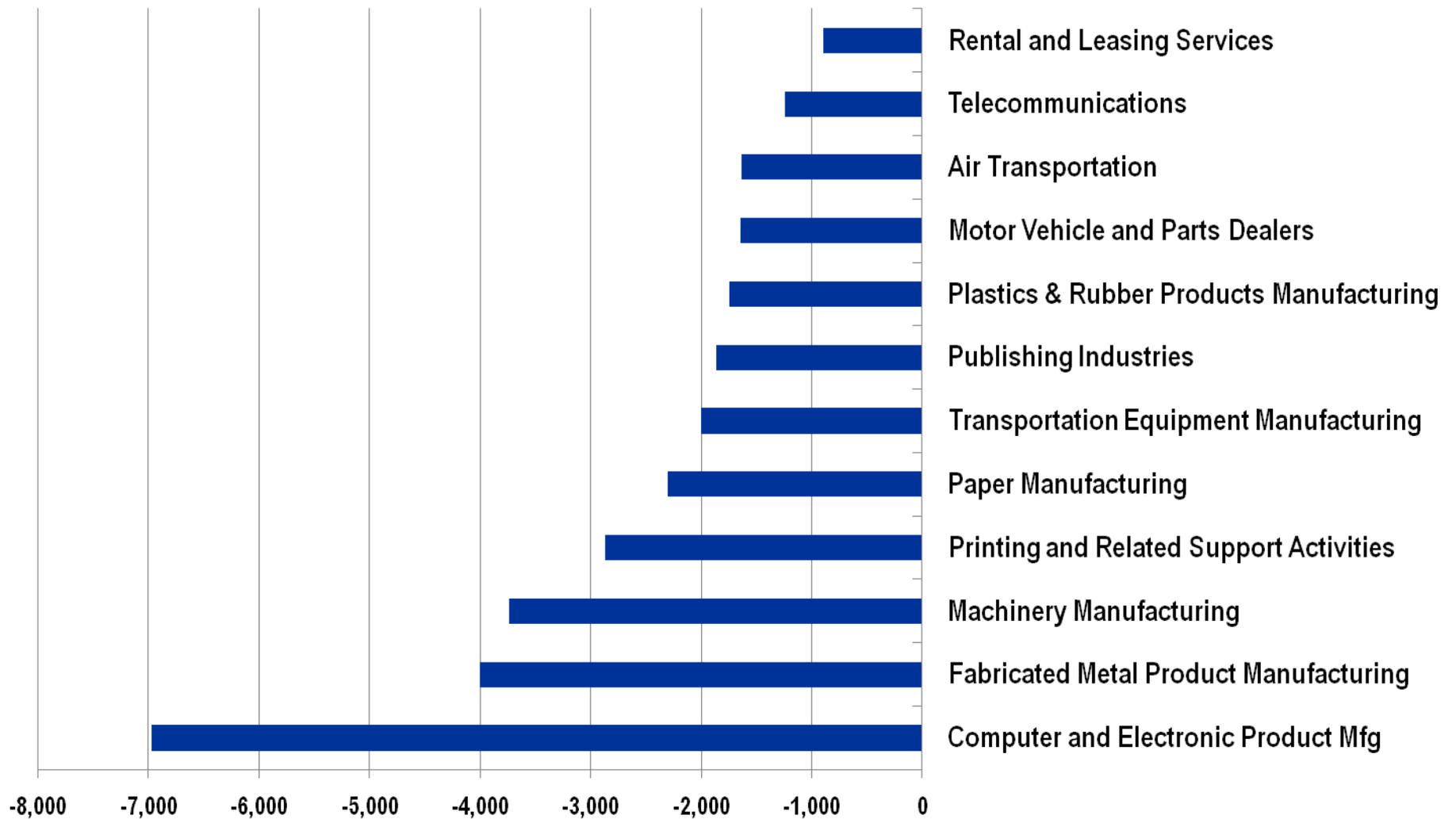
Seven County Mpls-St Paul, MN

SOC Code	Occupation	Estimated Employment 2006	Projected Employment 2016	Percent Change 2006 - 2016	Numeric Change 2006 - 2016	2006 - 2016 Replacement Openings*	2006 - 2016 Total Openings**
111000	Top Executives	26,732	26,745	0%	13	6,536	6,572
111011	Chief Executives	3,456	3,491	1%	35	945	980
111021	General and Operations Managers	22,860	22,837	-0.1%	-23	5,512	5,512
111031	Legislators	416	417	0.2%	1	79	80
112000	Advertising, Marketing, Promotions, Public Relatio	12,196	13,516	10.8%	1,320	2,720	4,040
112011	Advertising and Promotions Managers	239	250	4.6%	11	53	64
112021	Marketing Managers	4,527	5,074	12.1%	547	1,006	1,553
112022	Sales Managers	6,540	7,188	9.9%	648	1,454	2,102
112031	Public Relations Managers	890	1,004	12.8%	114	207	321
113000	Operations Specialties Managers	29,725	32,747	10.2%	3,022	5,999	9,110
113011	Administrative Services Managers	3,833	4,181	9.1%	348	1,013	1,361

MN Projections: Employment change 2009-19

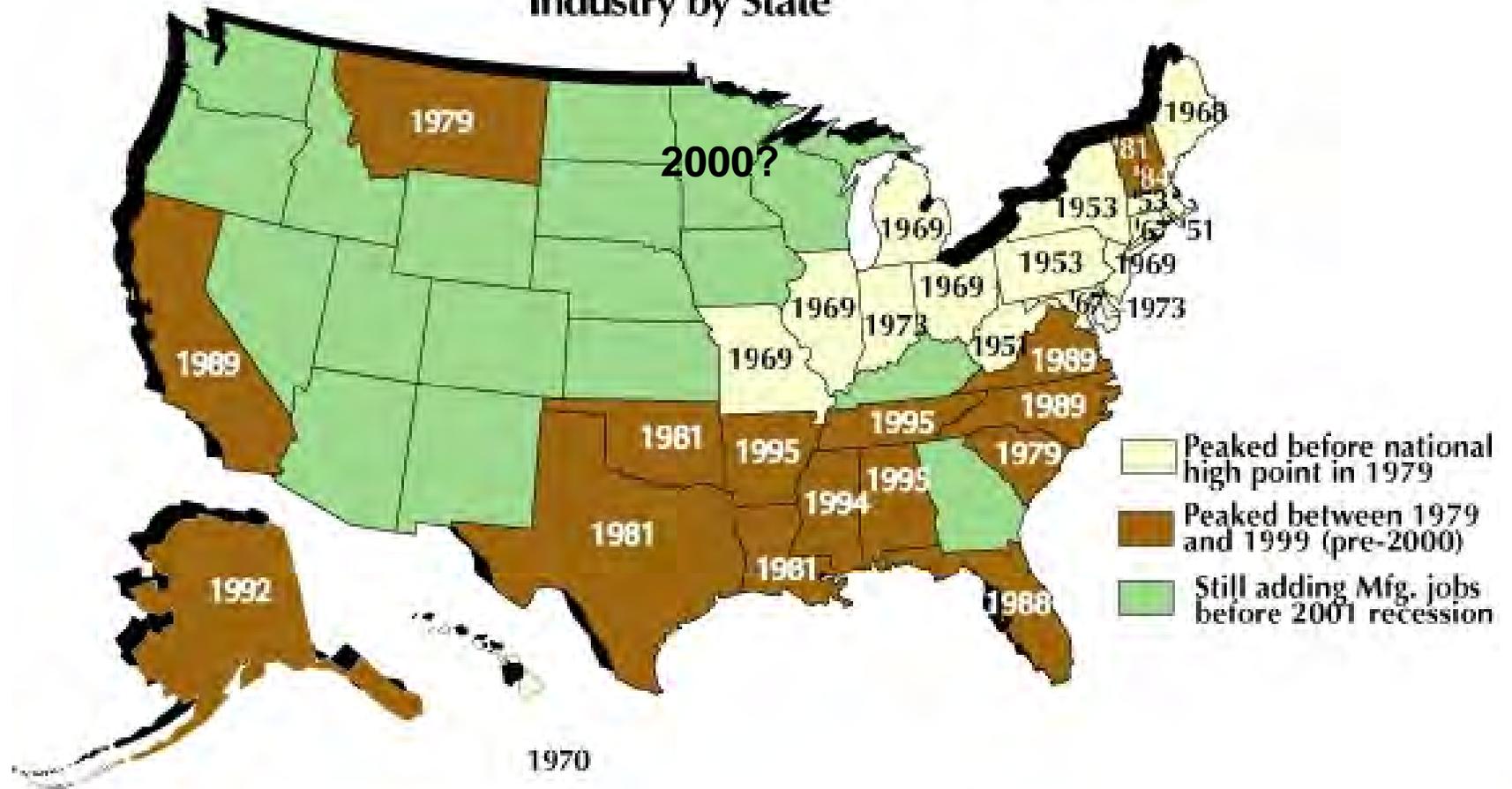


MN Industry Projections Employment Loss, 2009-19

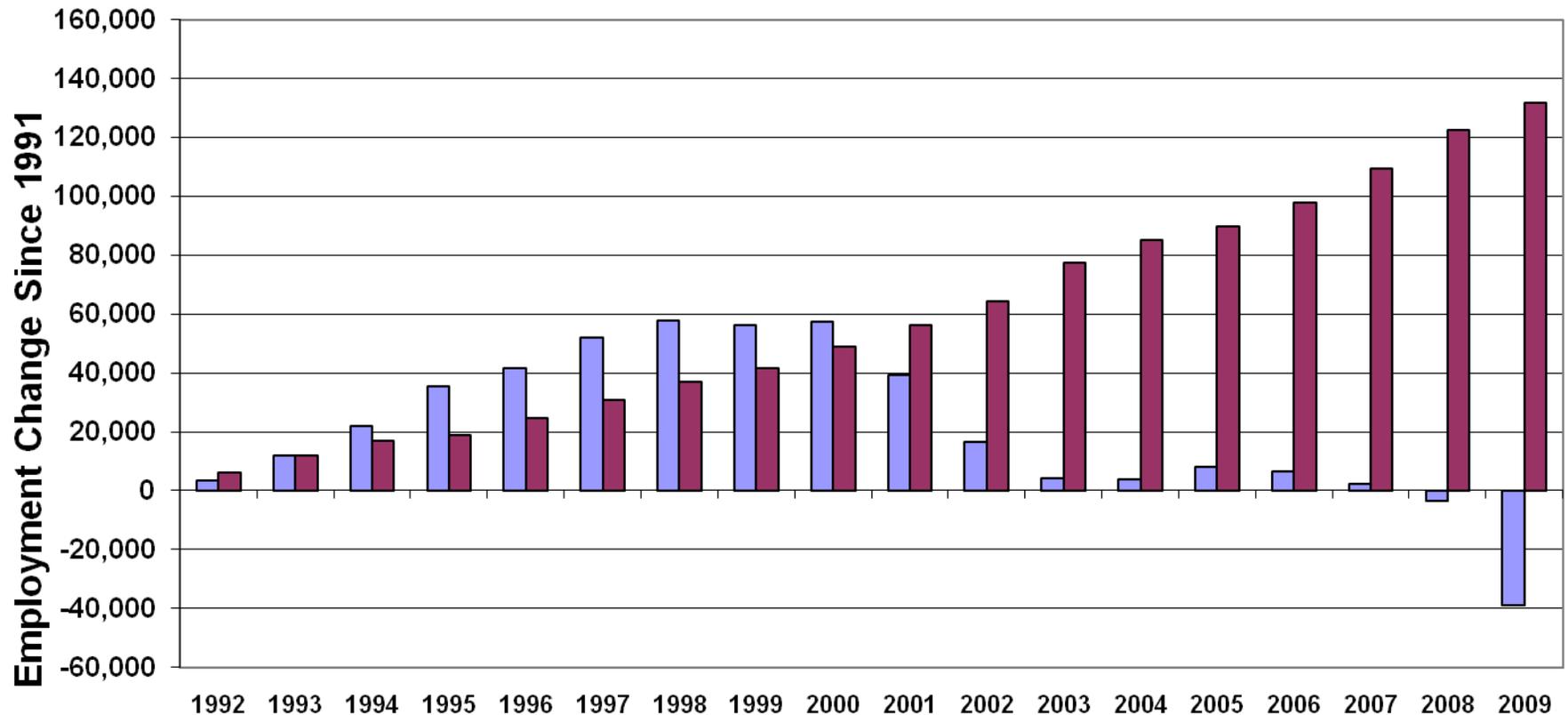


Year of Peak Manufacturing Employment

Growth and Peak Years of the Manufacturing Industry by State

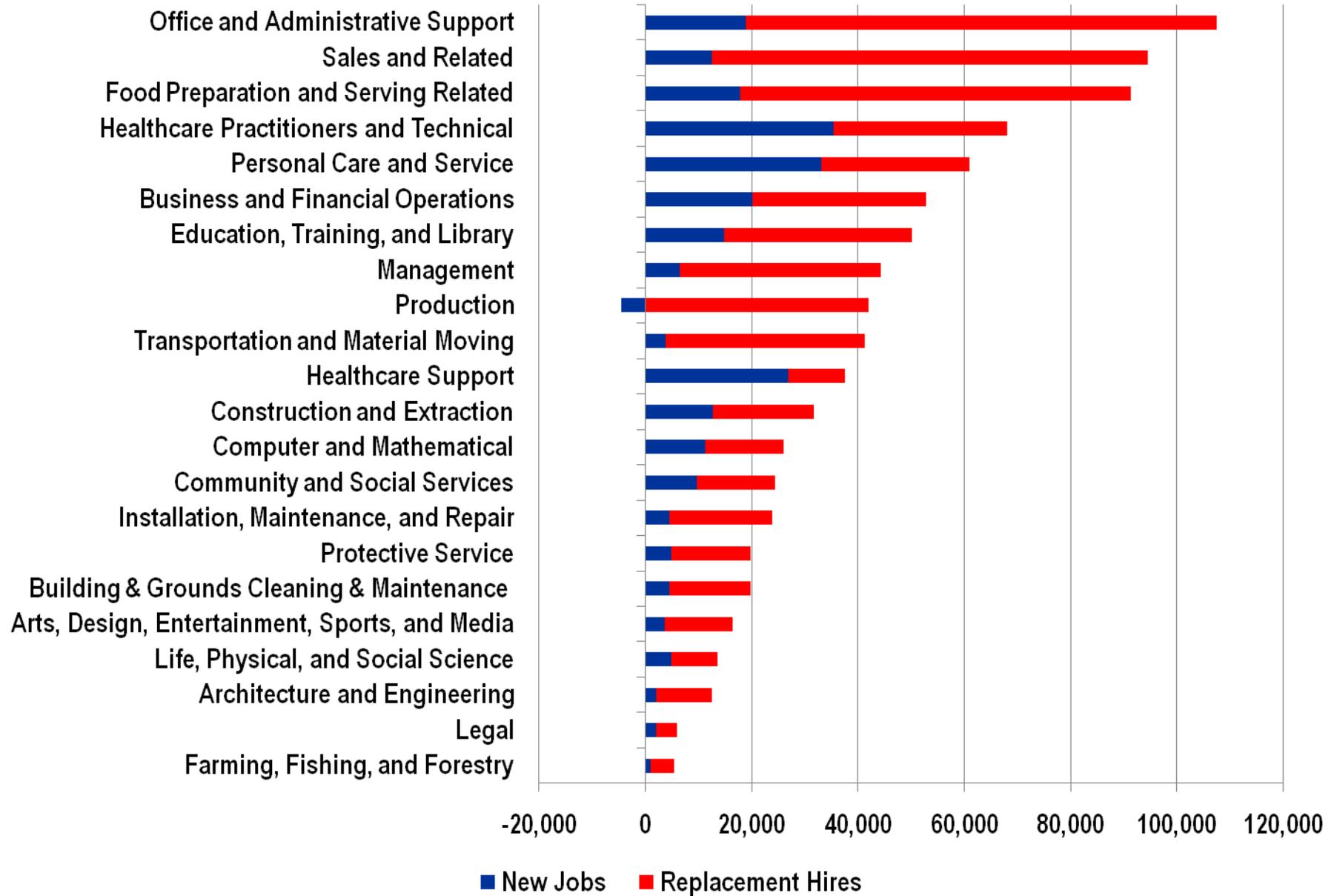


The Shift Towards Services

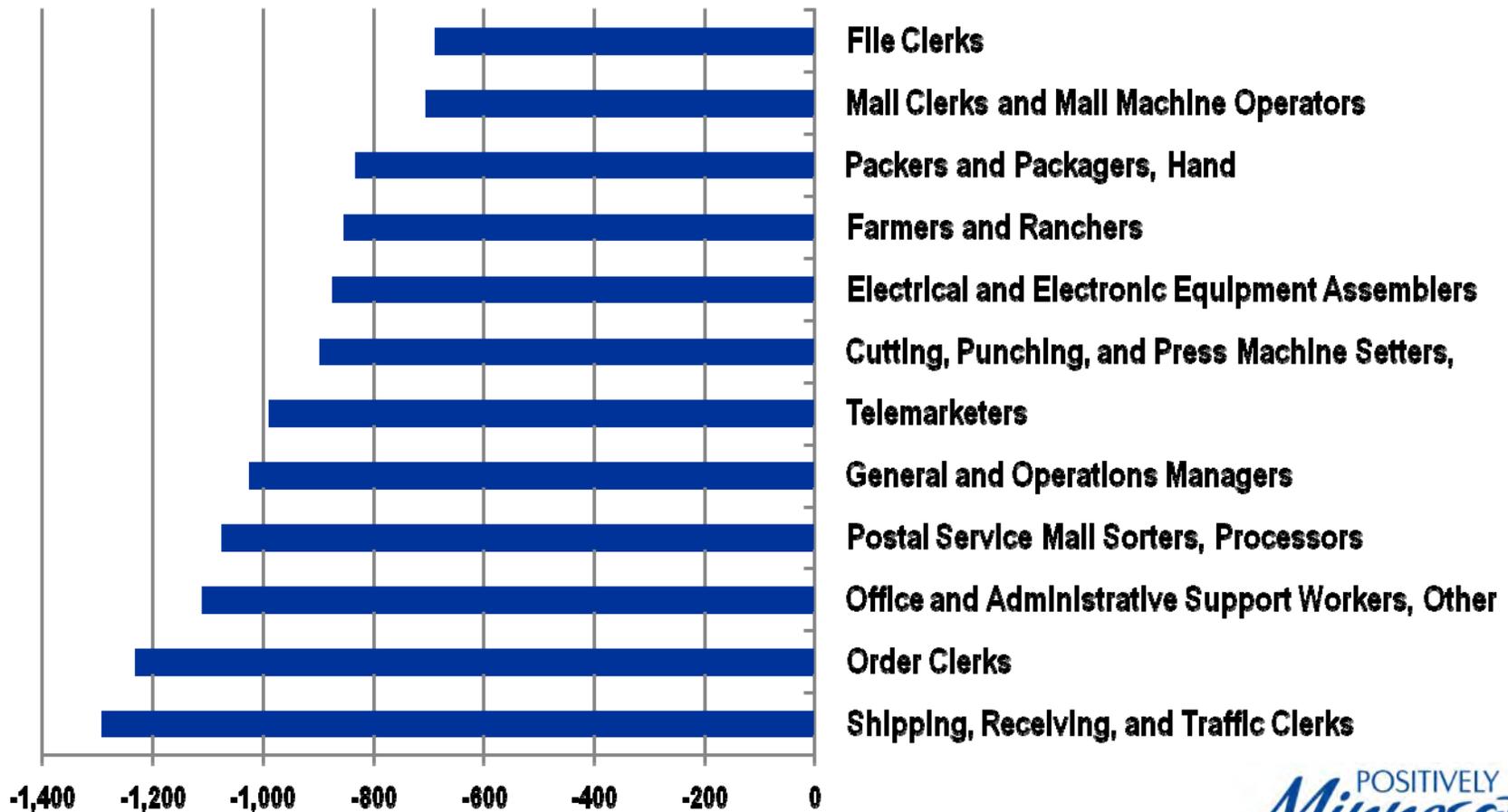


■ Manufacturing ■ Health Care

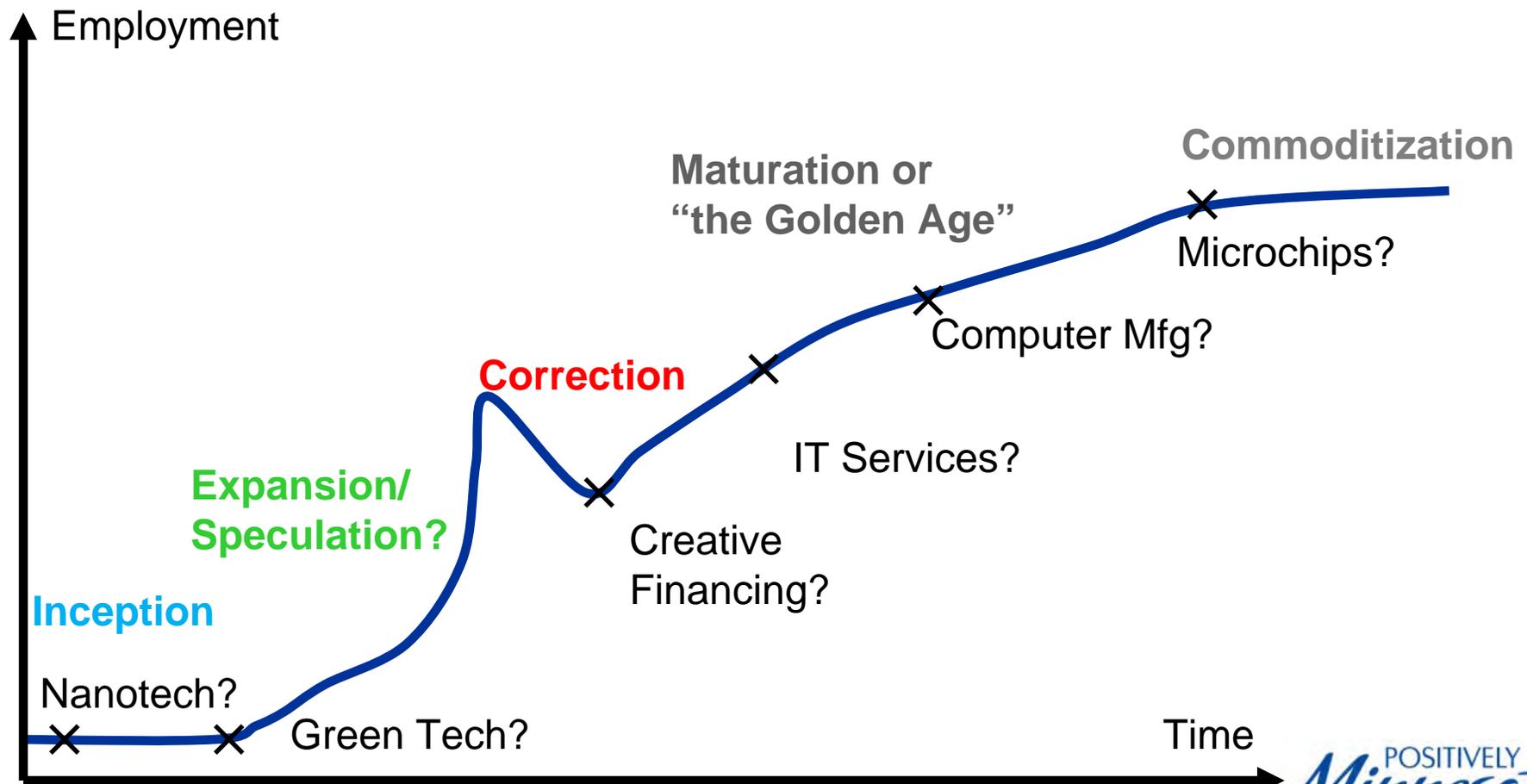
MN Occupational Projections: 2009-19



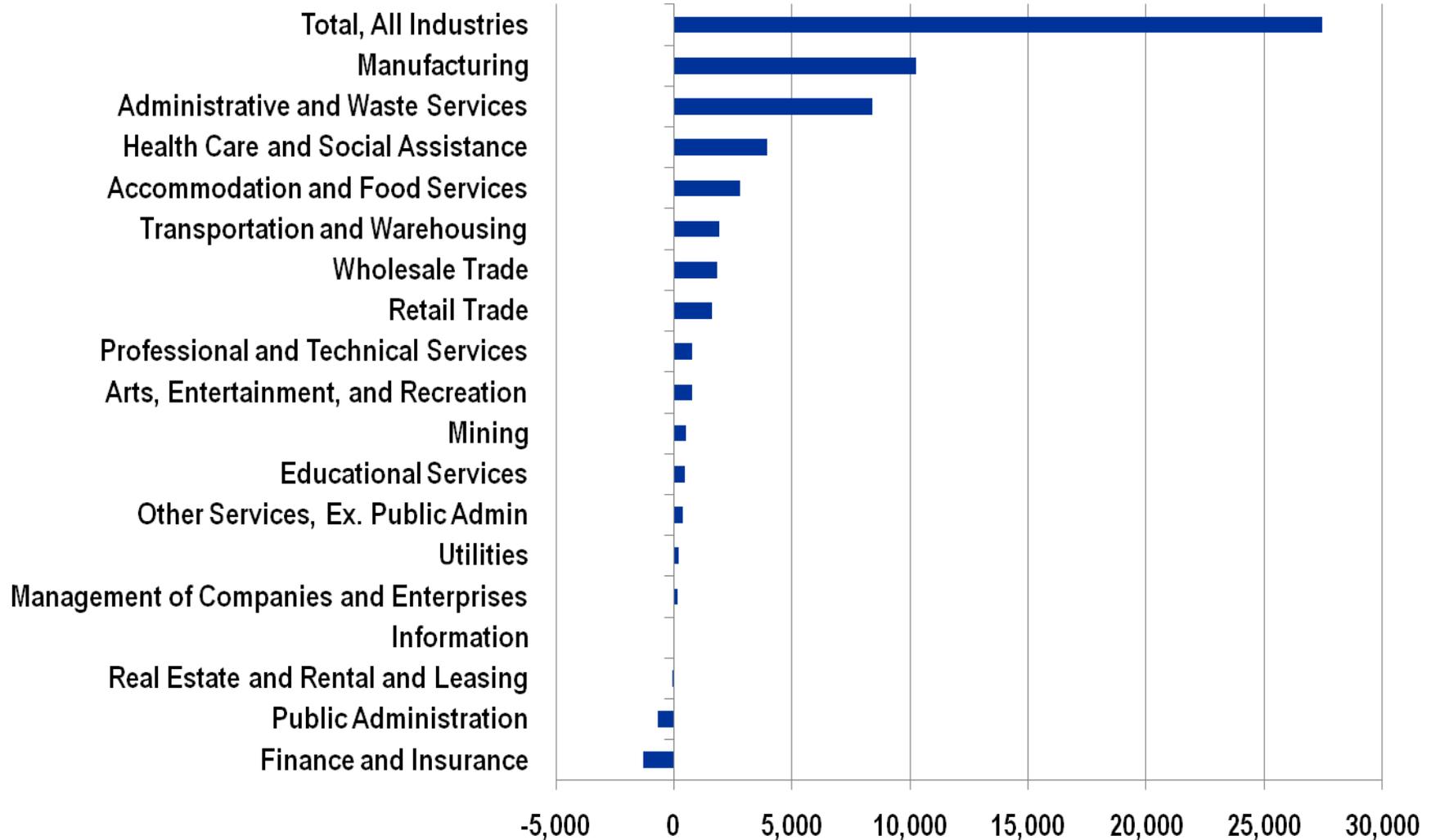
Some Occupations will lose jobs...



Employment and Innovation



Industry Projections: MN, 2010-11



Projections data on-line

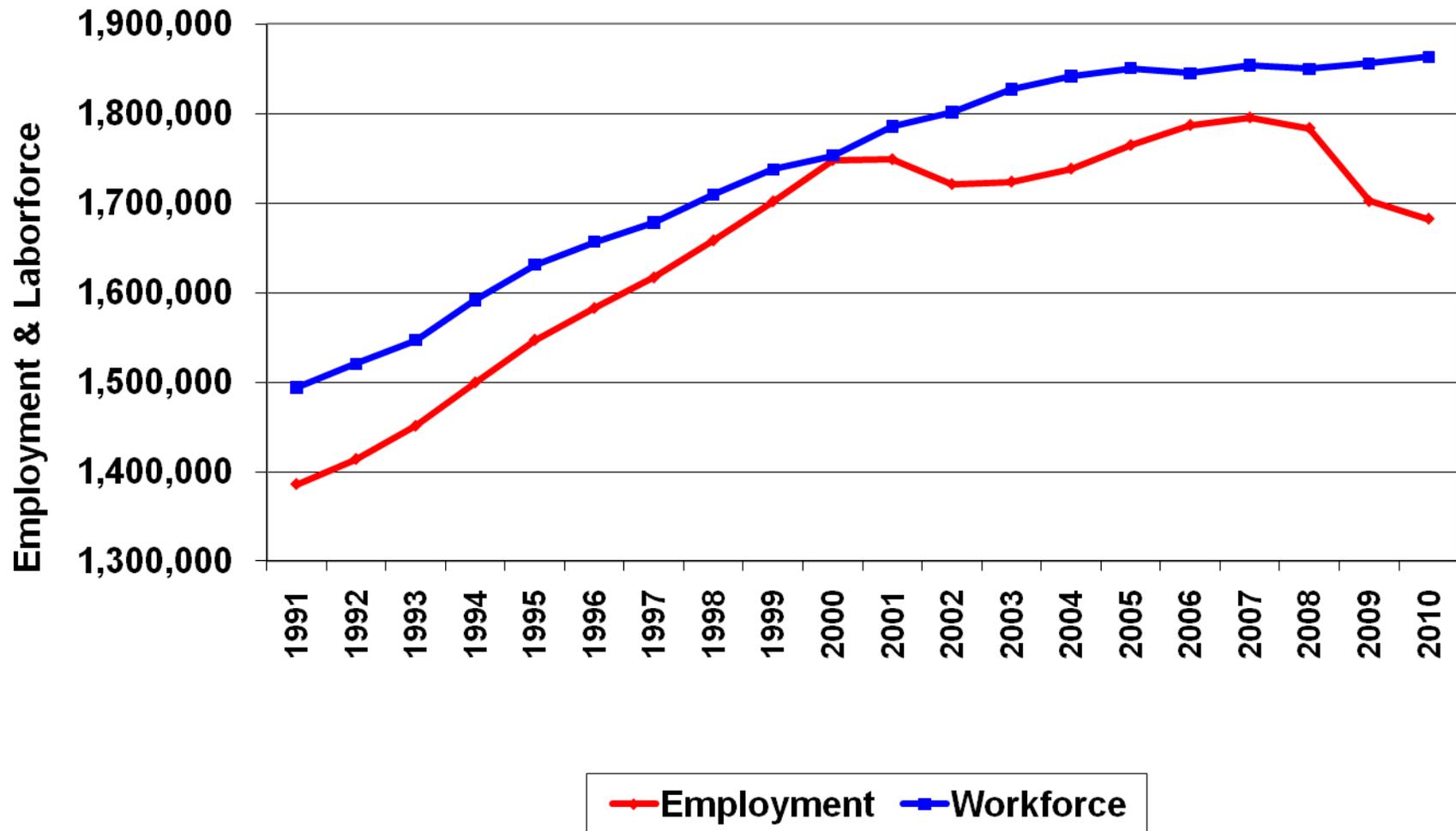
You can find state and regional employment projections by industry or occupation on-line at:

www.positivelyminnesota.com/apps/lmi/projections/

Current data available: 2009-2019 industrial and occupational projections for Minnesota and six regions of the state

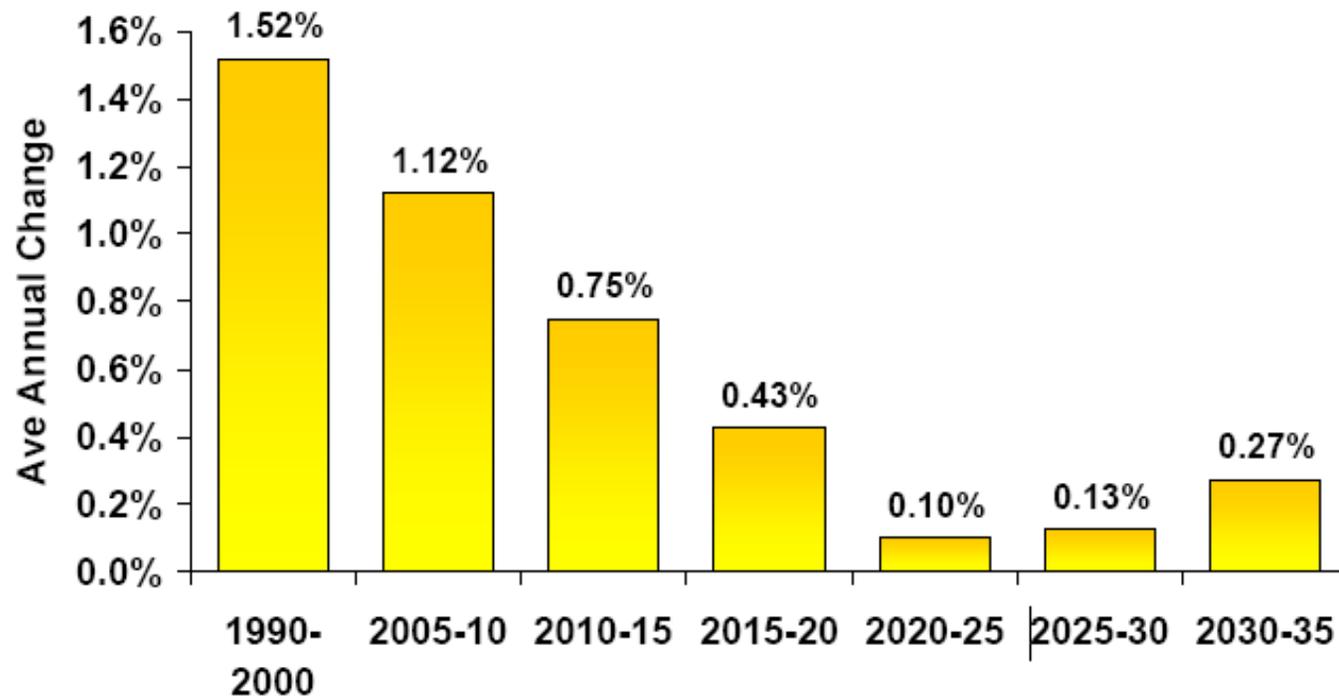
2Q 2010 to 2Q 2011 short-term employment projections for Minnesota

Demographics: Labor Shortage? Not any time soon.

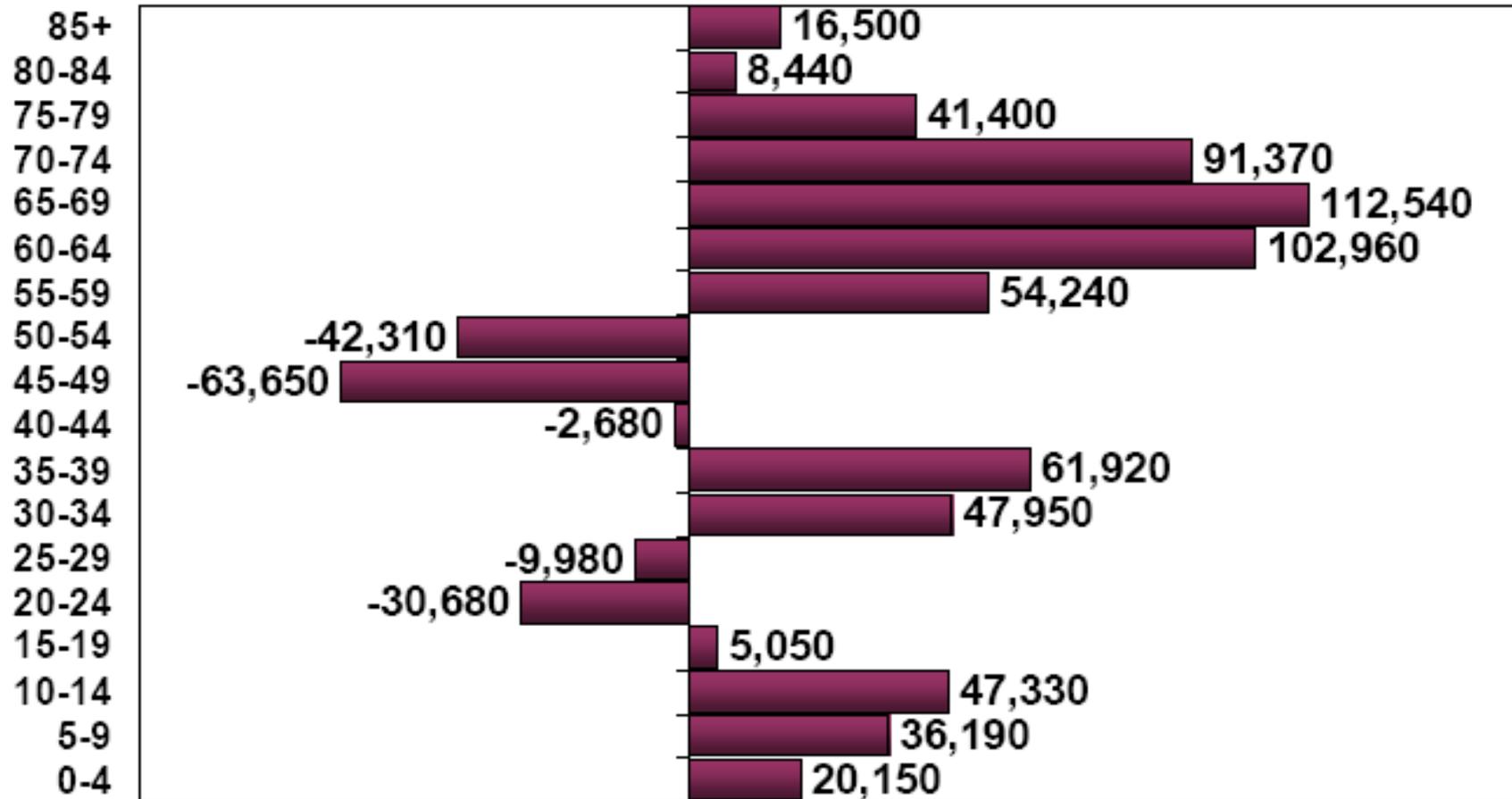


Labor Force Growth will Slow

Labor Force Growth Is About To Slow Sharply



Minnesota is Aging



Source: Minnesota State Demographic Center
Numbers are rounded

Where can I get this information?

- Kyle Uphoff (RAO Manager): (651)-259-7185
- Central/SW: Cameron Macht (320)-231-5174
- Northeast: Drew Digby (218)-723-4774
- Northwest: Nate Dorr (218)-333-8220
- Metro: Rachel Vilsack (651)-642-0728
- Southeast: Brent Pearson (507)-389-5582
- **www.positivelyminnesota.com**



More on-line resources you should know about



Your local libraries

- James J. Hill Reference Library, St. Paul
 - ❖ Excellent online guides for job search strategy and researching a company or industry:
www.jjhill.org/research_online/publications_and_research_guides.cfm
- Your Local Library



Through your local library website

Electronic databases available online (with a valid library card):

- ❖ **Business and Company Resource Center** – Includes company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals.
- ❖ **Business Source Premier** – Database designed specifically for business researchers. Browse and search for country economic data, company profiles, industry information and market research.
- ❖ **ReferenceUSA** – An easily searchable directory of U.S. businesses.
- ❖ **D&B Million Dollar Directory** – Comprehensive marketing information on public and private companies. *(Available with a Hennepin County library card or registered MN library card.)*
- ❖ **Associations Unlimited** – Information about 444,000 international, U.S. regional, state, and local nonprofit membership organizations in all fields. *(Available with a Hennepin County library card or registered MN library card.)*

Describing the workforce

- State Demographic Center
www.demography.state.mn.us



American FactFinder 

- American FactFinder
<http://factfinder.census.gov>

U.S. Census Bureau's FactFinder

Paths to get to Census and American Community Survey data

Fast Fact Profiles

- ❖ Select the state, county or city

Data Sets —the greatest level of customization

- ❖ Select the data source
- ❖ Drill-down into geographic area and specific tables

The screenshot shows the American FactFinder website in a Microsoft Internet Explorer browser window. The address bar displays the URL: http://factfinder.census.gov/home/saff/main.html?_lang=en. The page features a navigation menu with links for Main, Search, Feedback, FAQs, Glossary, Site Map, and Help. A sidebar on the left contains a vertical menu with categories: POPULATION FINDER, FACT SHEET, PEOPLE, HOUSING, BUSINESS AND GOVERNMENT, ABOUT THE DATA, DATA SETS, and DOWNLOAD CENTER. The main content area is titled "Your source for population, housing, economic, and geographic data" and includes a "Fast Access Information" section with a "Get a Fact Sheet for your community..." form. This form has input fields for "city/town, county, or zip" and "state" (with a dropdown menu), and a "GO" button. Below the form are links for "or select a state using a map >". The "Getting Detailed Data" section lists various data sources with "learn more" and "get data" links. The "Population Data" section includes a "Population Finder" tool and a "U.S. Population Clock" showing a population of 302,418,790 as of July 23, 2007. A "What's New" section highlights recent updates like "2006 Population Estimates" and "2005 Nonemployer Statistics".

FactFinder fact sheets

U.S. Census Bureau
American FactFinder

Main Search Feedback FAQs Glossary Site Map Help

POPULATION FINDER
FACT SHEET
FACT SHEET for a Race, Ethnic, or Ancestry Group
PEOPLE
HOUSING
BUSINESS AND GOVERNMENT
ABOUT THE DATA
DATA SETS
DOWNLOAD CENTER
MAPS
TOOLS AND REFERENCES

Main Fact Sheet

FACT SHEET

United States | Minnesota

city/town, county, or zip
state
Minnesota
GO
search by address »

2006 2000

2006 American Community Survey
Data Profile Highlights:

NOTE. Data from the 2007 American Community Survey (ACS) are available from the [data sets page](#). The ACS Fact Sheet will be updated in December with additional data for smaller geographic areas with a population of 20,000 or greater.

[2007 ACS release schedule](#)

NOTE. Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the [official estimates of the population for the nation, states, counties, cities and towns](#) and estimates of housing units for states and counties.

	Estimate	Percent	U.S.	Margin of Error	
Social Characteristics - show more >>					
Average household size	2.46	(0)	2.61	+/-0.01	ran
Average family size	3.03	(0)	3.20	+/-0.02	
Population 25 years and over	3,387,448			+/-2,836	
High school graduate or higher	(0)	90.7	84.1%	(0)	ran
Bachelor's degree or higher	(0)	30.4	27.0%	(0)	ran
Civilian veterans (civilian population 18 years and over)	410,003	10.5	10.4%	+/-7,161	ran
Disability status (population 5 years and over)	582,448	12.5	15.1%	+/-9,645	
Foreign born	339,236	6.6	12.5%	+/-9,604	ran
Male, Now married, except separated (population 15 years and over)	1,117,499	54.8	52.4%	+/-8,896	
Female, Now married, except separated (population 15 years and over)	1,101,348	52.6	48.4%	+/-10,123	
Speak a language other than English at home (population 5 years and over)	463,132	9.6	19.7%	+/-12,281	ran
Household population	5,025,398			*****	
Group quarters population	(0)	(0)	(0)	(0)	
Economic Characteristics - show more >>					
In labor force (population 16 years and over)	2,890,267	71.2	65.0%	+/-11,174	ran
Mean travel time to work in minutes (workers 16					

- View 2000 Census and current American Community Survey (when available) statistics on two tabs
- “Show More” options provide a lot more detailed statistics

Population trends and forecasts

U.S. Data

www.census.gov/popest/estimates

www.census.gov/population/www/projections/popproj

Minnesota Data

www.demography.state.mn.us/estimates

www.demography.state.mn.us/projections (including population projections by race and ethnicity)

Twin Cities

www.metrocouncil.org/Reports/index.htm

www.metrocouncil.org/metroarea/stats

On-line career resources

- I*SEEK – www.iseek.org 
 - Explore careers
 - View educational program links at Minnesota schools
- MCIS – <http://mncis.intocareers.org> 
 - Programs of study
 - Financial aid/scholarship information
- Career OneStop – www.careeronestop.org 
 - Explore careers
 - Resume and interview resources
- Minnesota Careers - www.iseek.org/mncareers 
 - Take an interest assessment
 - Investigate career outlooks

Other LMI products and publications

Minnesota Economic TRENDS

- ❖ Quarterly magazine on economic topics
- ❖ Subscriptions available free of charge or on-line at:
www.positivelyminnesota.com/Data_Publications/index.aspx



Minnesota Employment REVIEW

- ❖ Monthly magazine on economic data and regional trends
- ❖ Available exclusively on-line at:
www.positivelyminnesota.com/Data_Publications/index.aspx

