



## Minnesota's Labor Market in 2021

Timothy O'Neill | *Regional Labor Market Analyst*

*Labor Market Information Office (<http://mn.gov/deed/data>)*

# WHAT IS DEED?

- The Minnesota Department of Employment and Economic Development is the state's principal economic development agency. DEED programs promote business recruitment, expansion and retention; international trade; workforce development; and community development.



# Get Help From Our Experts



Our consultants have got you covered at most any stage with expert advice and analysis to help you avoid -- or recover from -- costly mistakes. Best of all, we can help you assess new opportunities to make your business grow.

Download a two-page [Assistance for Minnesota Businesses](#) fact sheet or see our [Programs and Services Guide](#).

## [Small Business Assistance Office](#)

Provides in-depth consultation and a comprehensive series of business guidebooks.

## [Small Business Development Centers](#)

Nine centers statewide provide the expertise and guidance small businesses need to flourish.

## [Minnesota Business First Stop](#)

Assistance for complex business projects that involve multiple regulations and state agencies.

## [Location and Expansion Assistance](#)

Our business development managers are stationed in the Twin Cities metro area and key regions throughout the state.

## [Workforce Evaluation and Hiring Assistance](#)

Services to make finding the right employees more effective, satisfying and rewarding.

## [Labor Market Analysts](#)

Browse our labor market experts, including regional analysts, plus areas of specialty.

## [Exporting and Trade](#)

Export assistance, education & training. Market & industry insights & expertise. Trade missions & export events.

## [Federal Funding for High-Tech Companies](#)

Small Business Innovation Research and Small Business Technology Transfer programs.

## [Office of Broadband Development](#)

State broadband goals, data, financial assistance and other state and federal resources for communities.

## [Minnesota Marketing Partnership](#)

Public entities and private firms working together to promote Minnesota's business climate.

## [For Employers Considering a Layoff](#)

Our team can help guide you through what will be a difficult process for your company and a difficult time for your employees.

- Each state produces employment and economic statistics in cooperation with the 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

**m1** EMPLOYMENT AND ECONOMIC DEVELOPMENT

For Job Seekers For Business For Government About Us Data A-Z Index

**m1** EMPLOYMENT AND ECONOMIC DEVELOPMENT

Small Business Assistance Playlist

Watch our videos for quick tips on starting your business!

**Latest News**  
Minnesota Adds 14,800 Private Sector Jobs in May

**Labor force participation rate increases as more and more Minnesotans head back to work**  
June 17, 2021

For the fifth straight month, Minnesota gained jobs. Minnesota added 12,300 jobs in May, up 0.4% on a seasonally adjusted basis with the private sector up 14,800 jobs or 0.6%.

DEED Has Called More than 30,000 Unemployed Minnesotans, Connecting Them with Job Resources and Work Opportunities

# MN DEED labor market tools

- **Survey-based data**

- Current Employment Statistics
- Local Area Unemployment Statistics
- Job Vacancy Survey (JVS)
- Occupational Employment and Wage Statistics

- **Census and administrative data**

- Unemployment Insurance Statistics
- Quarterly Census of Employment and Wages (QCEW)
- Quarterly Employment Demographics (QED)
- Graduate Employment Outcomes (GEO)

- **What is done with the data?**

- Create new tools
  - Occupations in Demand
  - Career and Education Explorer
  - Cost of Living Calculator
- Data publications
  - Employment Trends
  - Employment Review
  - Blogs
  - Reports and profiles
- Collaboration with stakeholders
- Data requests

# Survey based data

- **Current Employment Statistics (CES)**
  - Show monthly nonfarm employment, wages, and hours worked by industry for the U.S., Minnesota, and Metropolitan Statistical Areas (MSAs)
- **Local Area Unemployment Statistics (LAUS)**
  - Shows labor force, employment, and unemployment by county, region, statewide, and nationwide
- **Job Vacancy Survey (JVS)**
  - Shows the number of job openings, typical wages offers, and typical education by occupation and industry, by region and statewide
- **Occupational Employment and Wage Statistics (OEWS)**
  - Shows employment and typical wages by occupation and region in Minnesota and its regions

# Census and administrative data

- **Unemployment Insurance Statistics (UI)**
  - Provides demographic statistics on people filing initial and continuing claims for unemployment insurance benefits in Minnesota, including information on the occupation, industry, education level, race, gender, and region of claimants
- **Quarterly Census of Employment and Wages (QCEW)**
  - Shows employment and wages by industry and ownership type at the state, regional, county, and municipal level
- **Quarterly Employment Demographics (QED)**
  - Provides job distribution statistics, median hourly wage, and median hours per quarter broken down by gender and age, available by industry and geography
- **Graduate Employment Outcomes (GEO)**
  - Shows how many recent Minnesota graduates are finding Minnesota jobs, and what wages

# What is done with the data?

- **Create new tools**

- Occupations in Demand (OID)
- Career and Education Explorer (CEE)
- Cost of Living Calculator (COL)

- **Data publications**

- Employment Trends
- Employment Review
- Blogs, Reports, and Profiles

- **Collaboration with Stakeholders**

- Workforce Development Boards, employment counselors, K12 and postsecondary education, economic development, etc.

- **Data Requests, Research & Analysis**



# Labor market information office

## Regional labor market analysts

**Erik White**  
Northwest  
Area 1 & 2  
CareerForce Bemidji  
[erik.white@state.mn.us](mailto:erik.white@state.mn.us)  
218-333-8253



**Carson Gorecki**  
Northeast  
Area 3 & 4  
CareerForce Duluth  
[carson.gorecki@state.mn.us](mailto:carson.gorecki@state.mn.us)  
218-302-8413



**Luke Greiner**  
Central & Southwest  
Area 5, 6 & 17  
CareerForce St. Cloud  
[luke.greiner@state.mn.us](mailto:luke.greiner@state.mn.us)  
320-308-5378

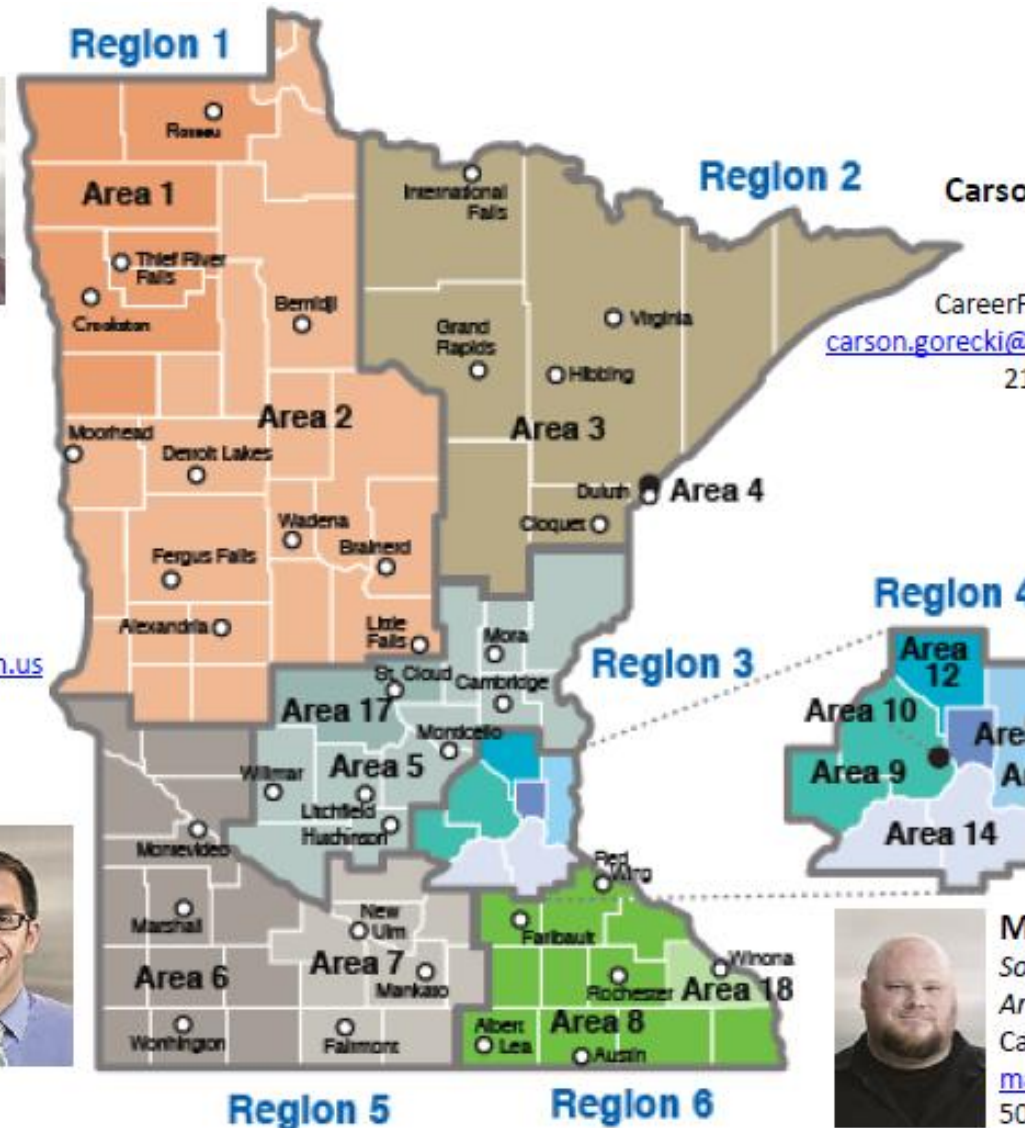


**Tim O'Neill**  
Twin Cities  
Area 9, 10, 12, 14, 15 & 16  
DEED Headquarters – St. Paul  
[timothy.oneill@state.mn.us](mailto:timothy.oneill@state.mn.us)  
651-259-7401

**Cameron Macht**  
Regional Analysis &  
Outreach Unit Manager  
CareerForce Willmar  
[cameron.macht@state.mn.us](mailto:cameron.macht@state.mn.us)  
320-441-6596



**Mark Schultz**  
Southeast & South Central  
Area 7, 8 & 18  
CareerForce Winona  
[mark.schultz@state.mn.us](mailto:mark.schultz@state.mn.us)  
507-205-6068

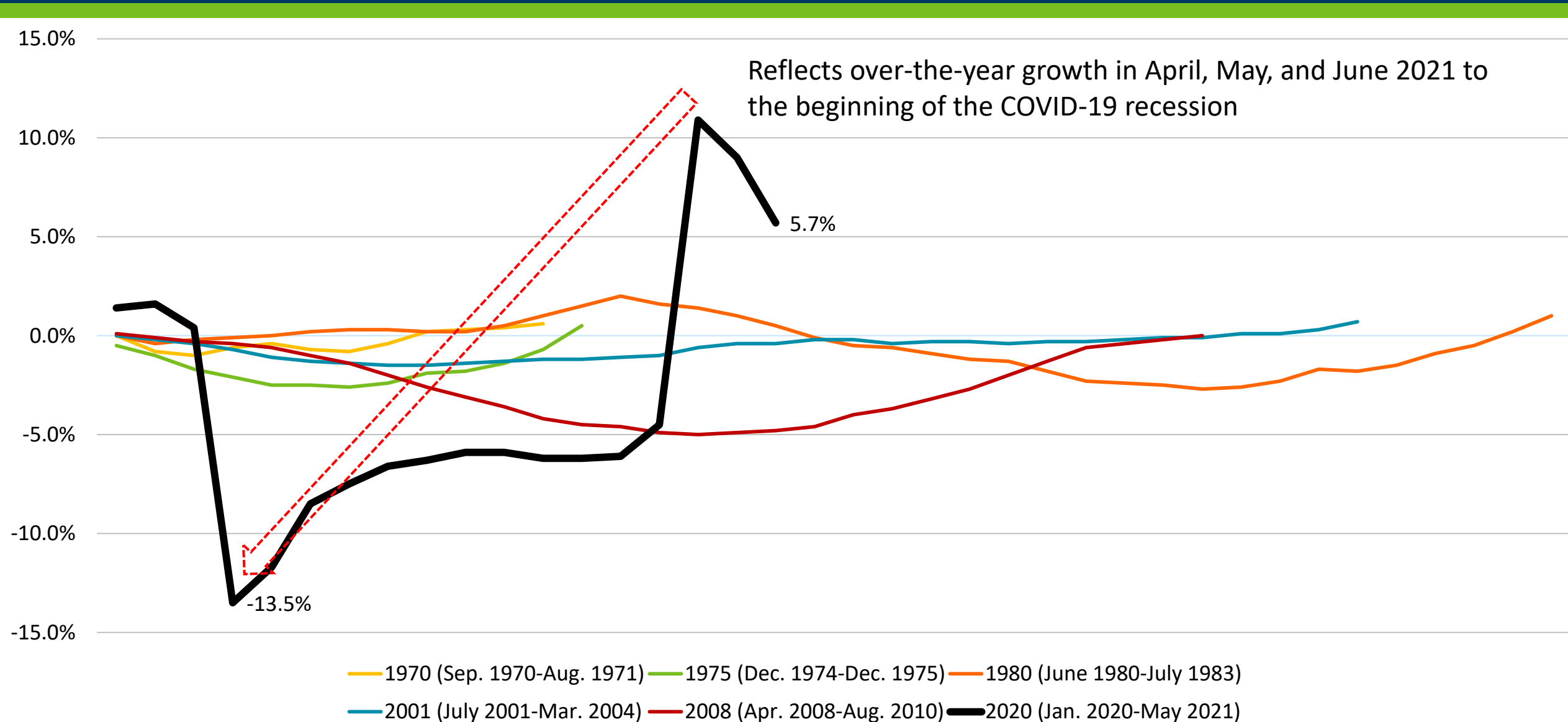




How is the job market doing?

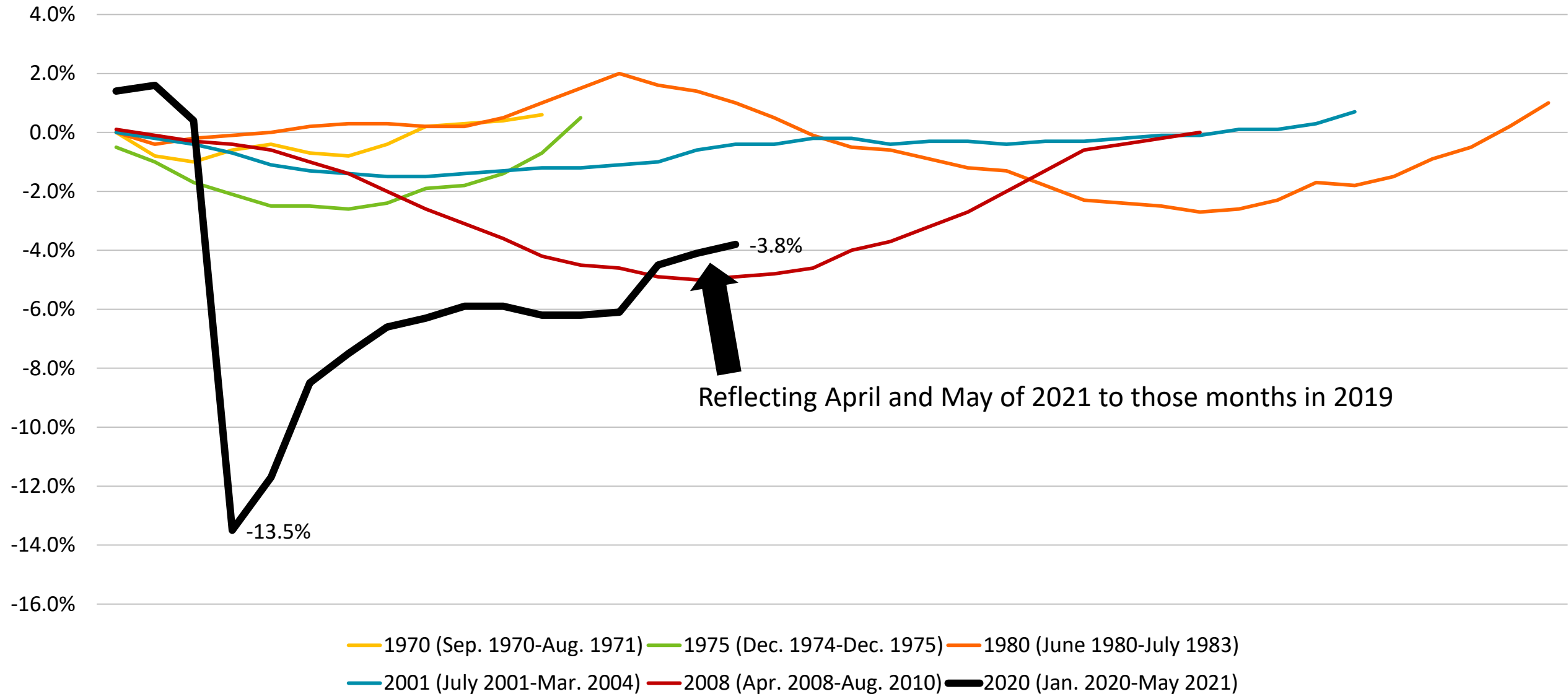
# U.S. labor market situation

## Over-the-year employment trends by recession since 1970



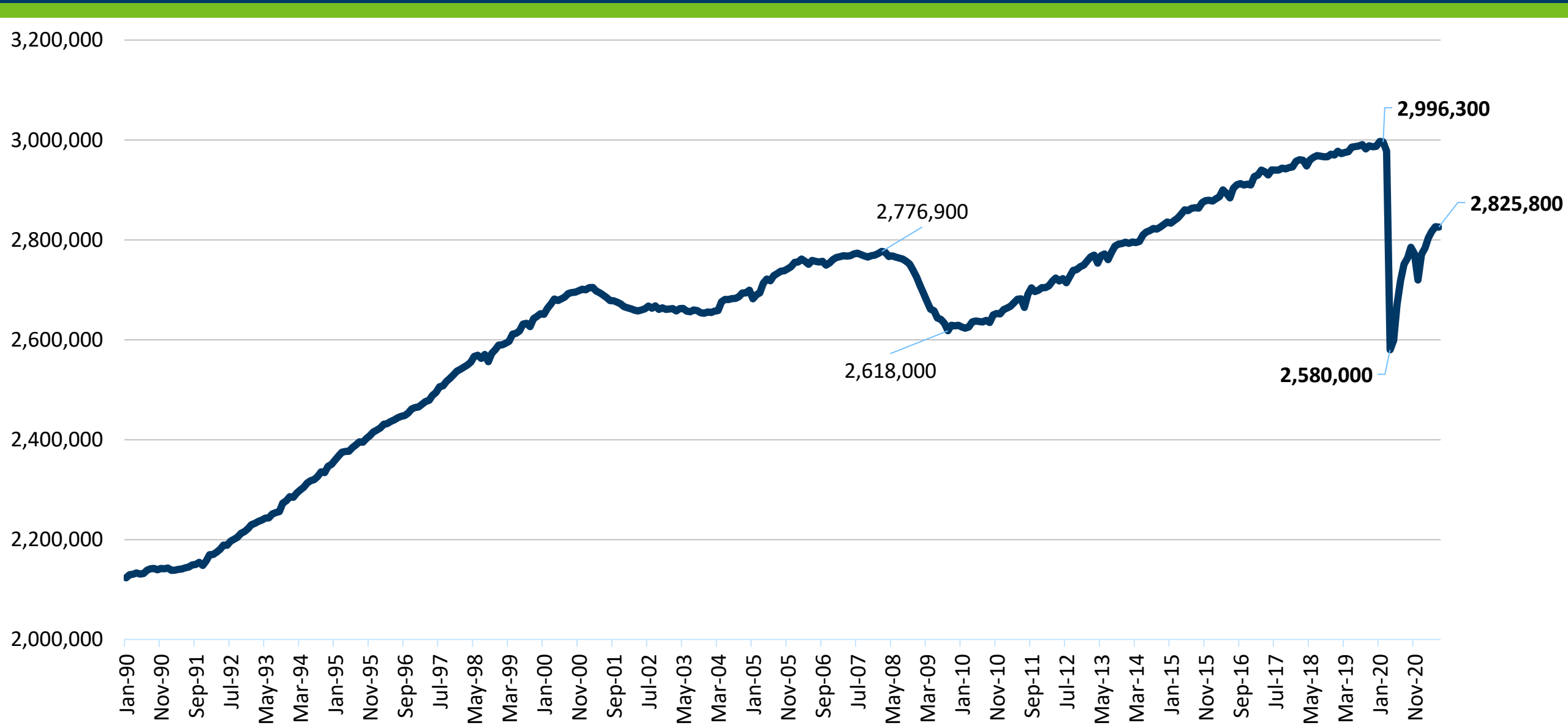
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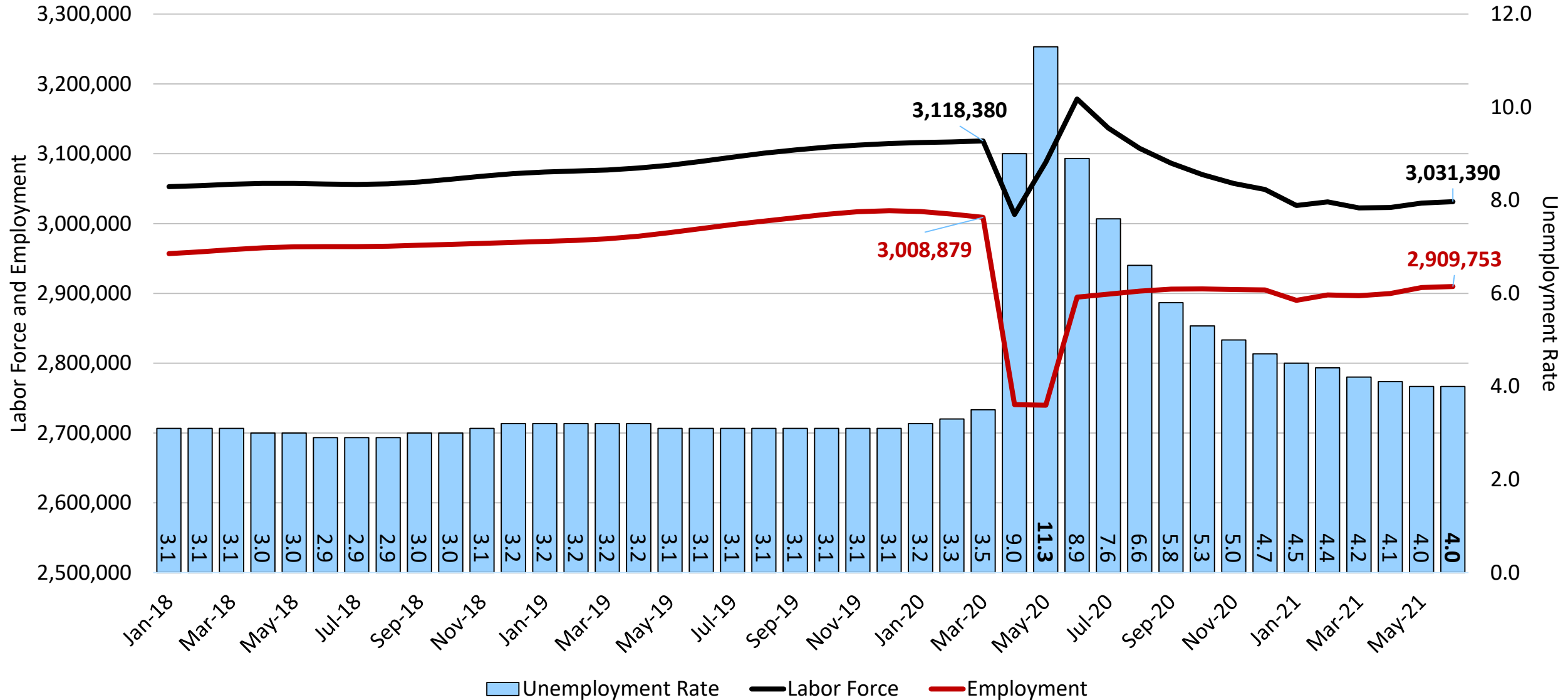
# Minnesota employment trends

Total, All Industries: 1990 – June 2021



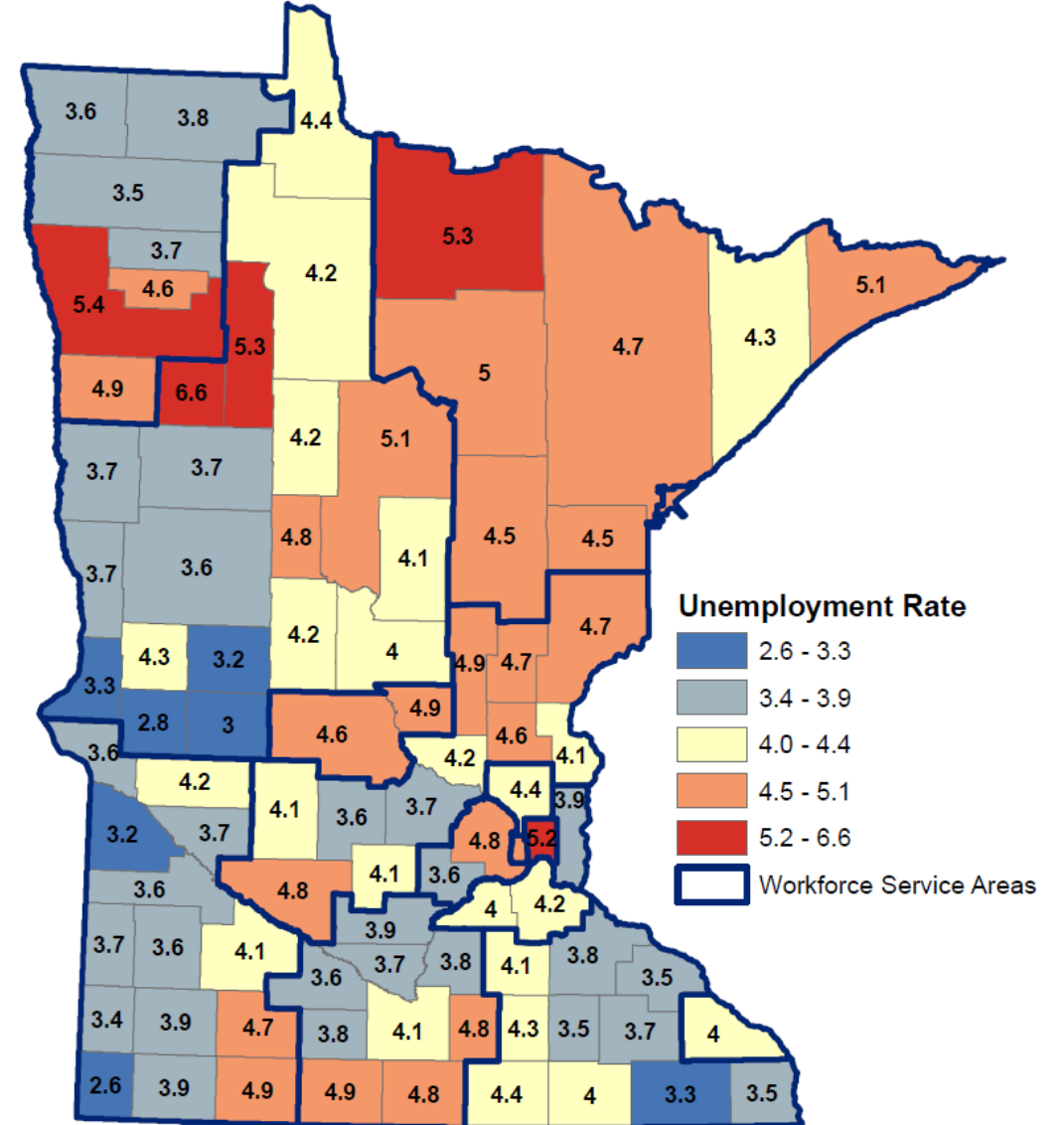
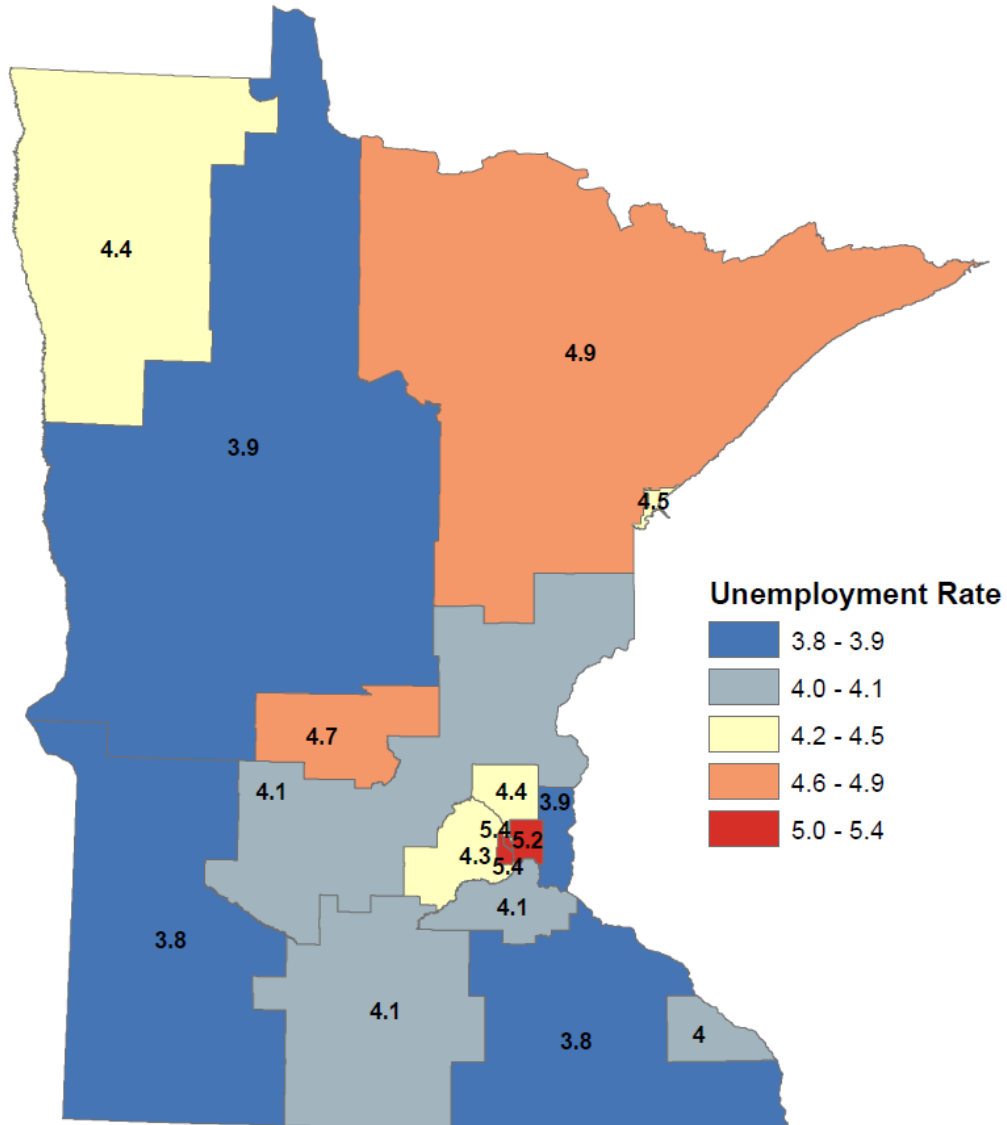
# Minnesota labor force trends

Local Area Unemployment Statistics (LAUS): 2018 – June 2021



# Minnesota's labor market situation

LAUS: June 2021



# Minnesota industry trends

## Quarterly Census of Employment and Wages (QCEW)

Industry Sorted by Number of Jobs	Annual 2020 Data				Annual 2019 – 2020 Employment Change	
	Number of Establishments	Number of Jobs	Total Payroll (\$1,000s)	Avg. Annual Wage	Numeric	Percent
<b>Total, All Industries</b>	<b>182,274</b>	<b>2,706,555</b>	<b>\$173,687,929</b>	<b>\$64,116</b>	<b>-195,077</b>	<b>-6.7%</b>
Health Care & Social Assistance	20,475	486,345	\$27,448,166	\$56,368	-14,651	-2.9%
Manufacturing	8,305	309,088	\$21,903,471	\$70,824	-14,853	-4.6%
Retail Trade	18,139	276,723	\$9,380,597	\$33,852	-16,675	-5.7%
Educational Services	4,447	217,804	\$12,130,686	\$55,848	-13,165	-5.7%
Accommodation & Food Services	11,988	177,640	\$3,735,916	\$21,008	-57,929	-24.6%
Professional, Scientific, & Technical Services	23,173	154,980	\$15,899,975	\$102,492	-5,484	-3.4%
Finance & Insurance	9,718	147,100	\$16,997,580	\$115,492	-1,373	-0.9%
Public Administration	3,367	132,171	\$8,508,535	\$64,376	-3,732	-2.7%
Construction	17,182	131,021	\$9,522,377	\$72,592	-3,280	-2.4%
Wholesale Trade	13,751	124,785	\$11,156,916	\$89,388	-3,634	-2.8%
Administrative & Support Services	8,817	121,413	\$5,674,392	\$46,696	-14,583	-10.7%
Transportation & Warehousing	5,920	104,574	\$6,039,234	\$57,668	-6,323	-5.7%
Management of Companies	1,710	86,958	\$11,456,731	\$131,664	-2,189	-2.5%
Other Services	17,161	77,354	\$3,052,635	\$39,676	-14,092	-15.4%
Information	4,397	46,649	\$4,177,916	\$89,544	-3,920	-7.8%
Arts, Entertainment, & Recreation	3,529	36,743	\$1,605,332	\$44,356	-16,889	-31.5%
<b>Real Estate &amp; Rental &amp; Leasing</b>	<b>6,486</b>	<b>33,945</b>	<b>\$1,972,728</b>	<b>\$58,084</b>	<b>-1,679</b>	<b>-4.7%</b>
Agriculture	2,960	22,844	\$980,966	\$42,900	+380	+1.7%
Utilities	475	13,345	\$1,568,954	\$117,520	-218	-1.6%
Mining	223	5,474	\$473,872	\$86,528	-360	-6.2%

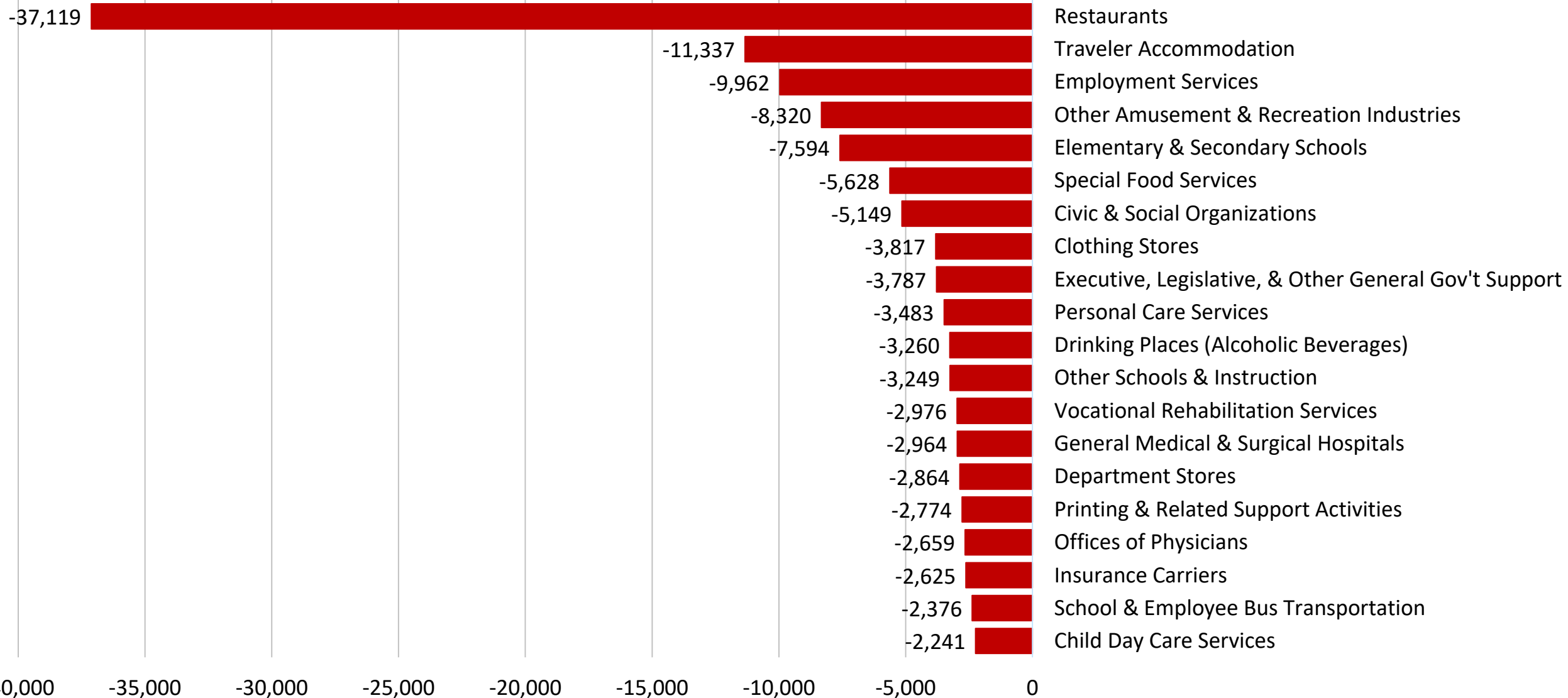
# Minnesota industry trends

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<b>Real Estate</b>	<b>5,651</b>	<b>27,762</b>	<b>\$1,573,028</b>	<b>\$56,576</b>	<b>-642</b>	<b>-2.3%</b>
Lessors of Residential Buildings and Dwellings	1,056	5,910	\$261,521	\$44,252	-173	-2.8%
Lessors of Nonresidential Buildings	329	1,311	\$84,220	\$63,804	-203	-13.4%
Lessors of Miniwarehouses and Self-Storage Units	124	367	\$12,714	\$34,632	+41	+12.6%
Lessors of Other Real Estate Property	147	405	\$17,754	\$43,888	-84	-17.2%
Offices of Real Estate Agents and Brokers	1,956	4,690	\$316,000	\$67,132	+119	+2.6%
Real Estate Property Managers	1,178	12,858	\$678,889	\$52,780	+29	+0.2%
Offices of Real Estate Appraisers	234	505	\$35,319	\$69,836	-127	-20.1%
Other Activities Related to Real Estate	629	1,714	\$166,612	\$97,188	-246	-12.6%
<b>Rental and Leasing Services</b>	<b>758</b>	<b>5,492</b>	<b>\$323,909</b>	<b>\$59,072</b>	<b>-952</b>	<b>-14.8%</b>
<b>Lessors of Nonfinancial Intangible Assets</b>	<b>77</b>	<b>691</b>	<b>\$75,791</b>	<b>\$109,564</b>	<b>-85</b>	<b>-11.0%</b>

# Minnesota industry trends

## In-depth industry trends, annual 2019-2020



# Minnesota industry trends

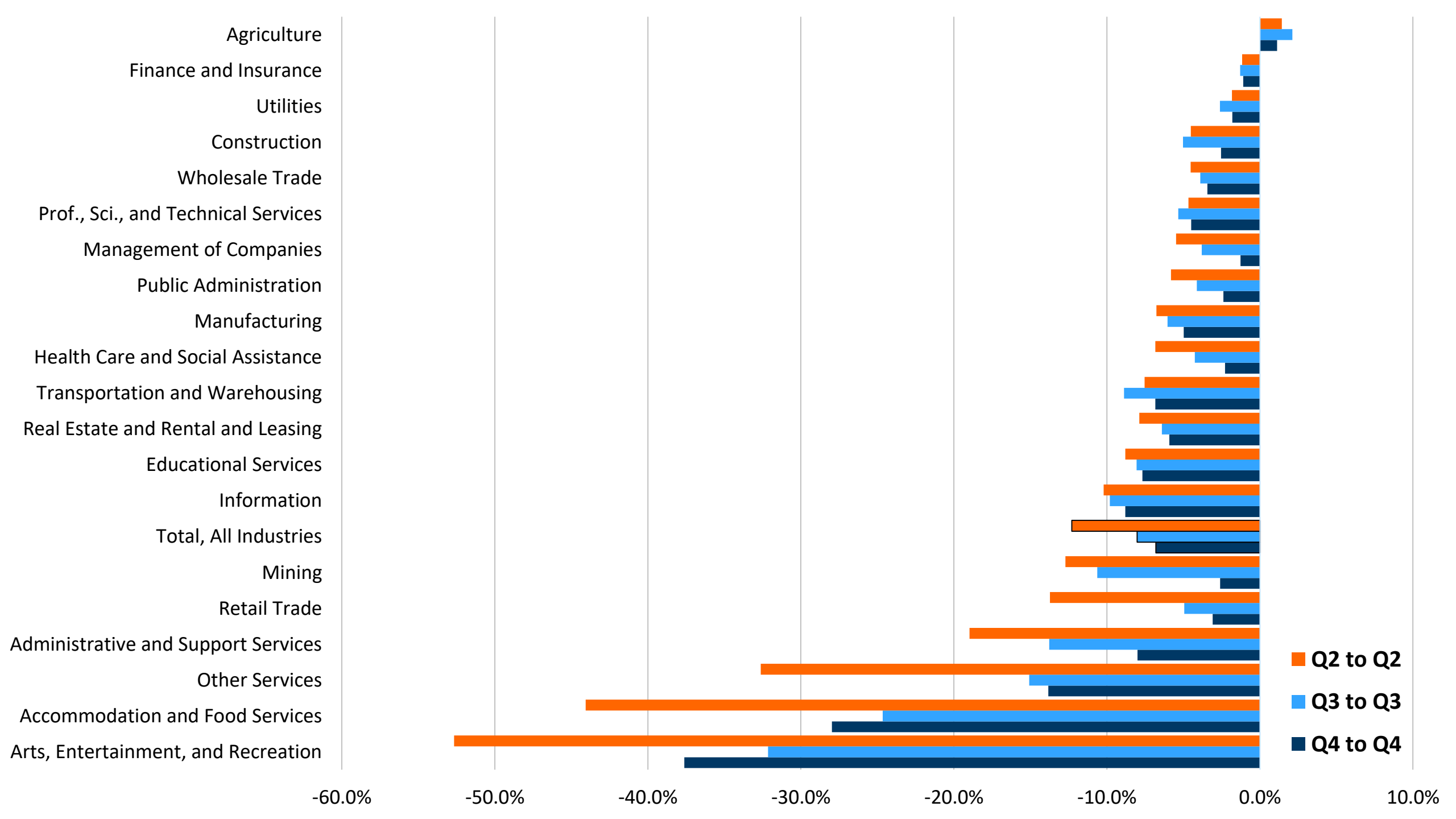
## In-depth industry trends, annual 2019-2020

- **Industries losing significant employment**

- Amusement Parks and Arcades (-61.5% employment loss); Promoters of Performing Arts, Sports, and Similar Events (-57.5%); Agents and Managers for Artists, Athletes, and Entertainers (-53.4%); Motion Picture and Video Industries (-45.5%); Personal and Household Goods Repair and Maintenance (-42.4%); Special Food Services (-40.4%); Taxi and Limousine Services (-39.0%); Performing Arts Companies (-36.9%); Traveler Accommodation (-32.9%); Book, Periodical, and Music Stores (-32.2%)

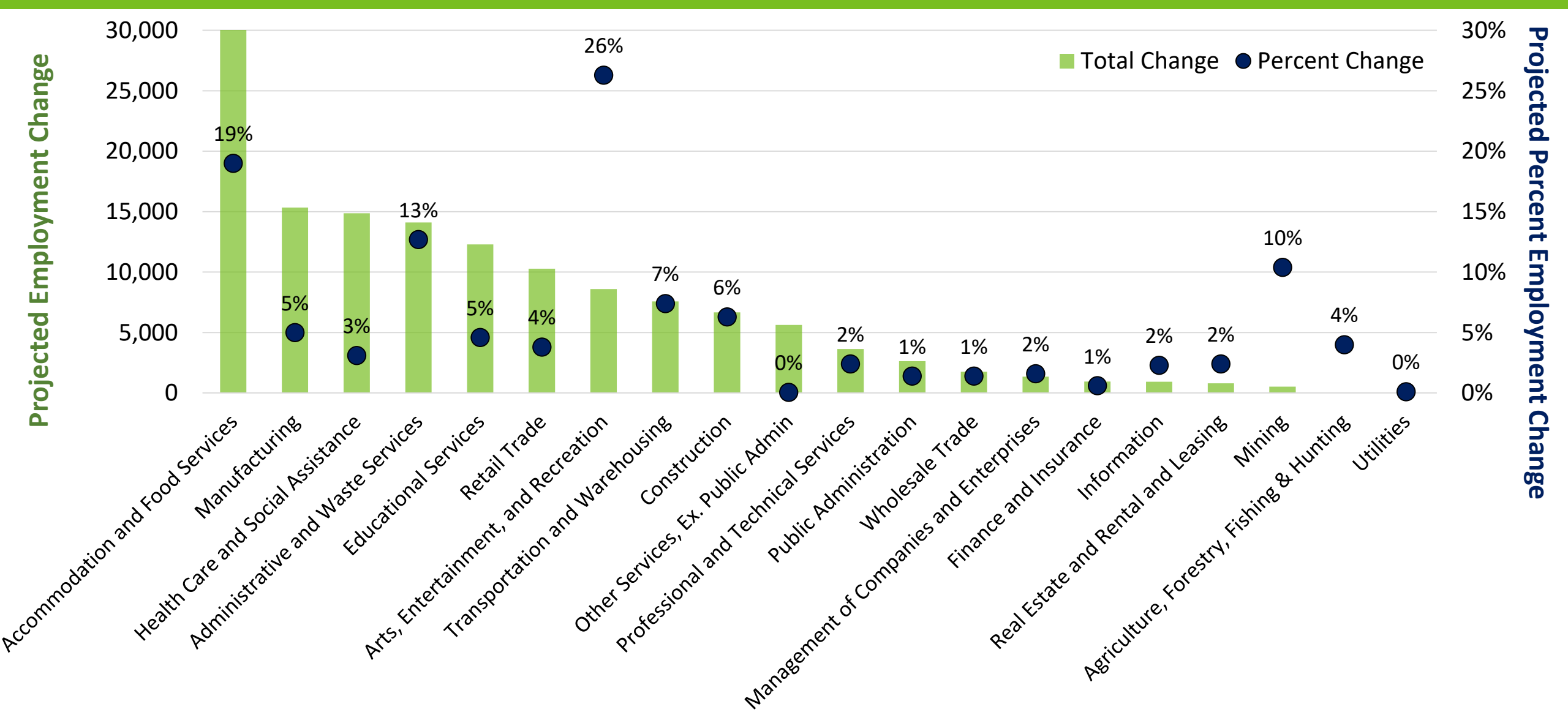
- **Industries gaining employment**

- Individual and Family Services (+2,154 jobs); General Merchandise Stores (+1,633); Couriers (+1,092); Software Publishers (+981); Warehousing and Storage (+928); Administration of Economic Programs (+629); Medical and Diagnostic Laboratories (+614); Other Financial Investment Activities (+504); Professional and Commercial Equipment and Supplies Merchant Wholesalers (+493); Lumber and Other Construction Materials Merchant Wholesalers (+404)



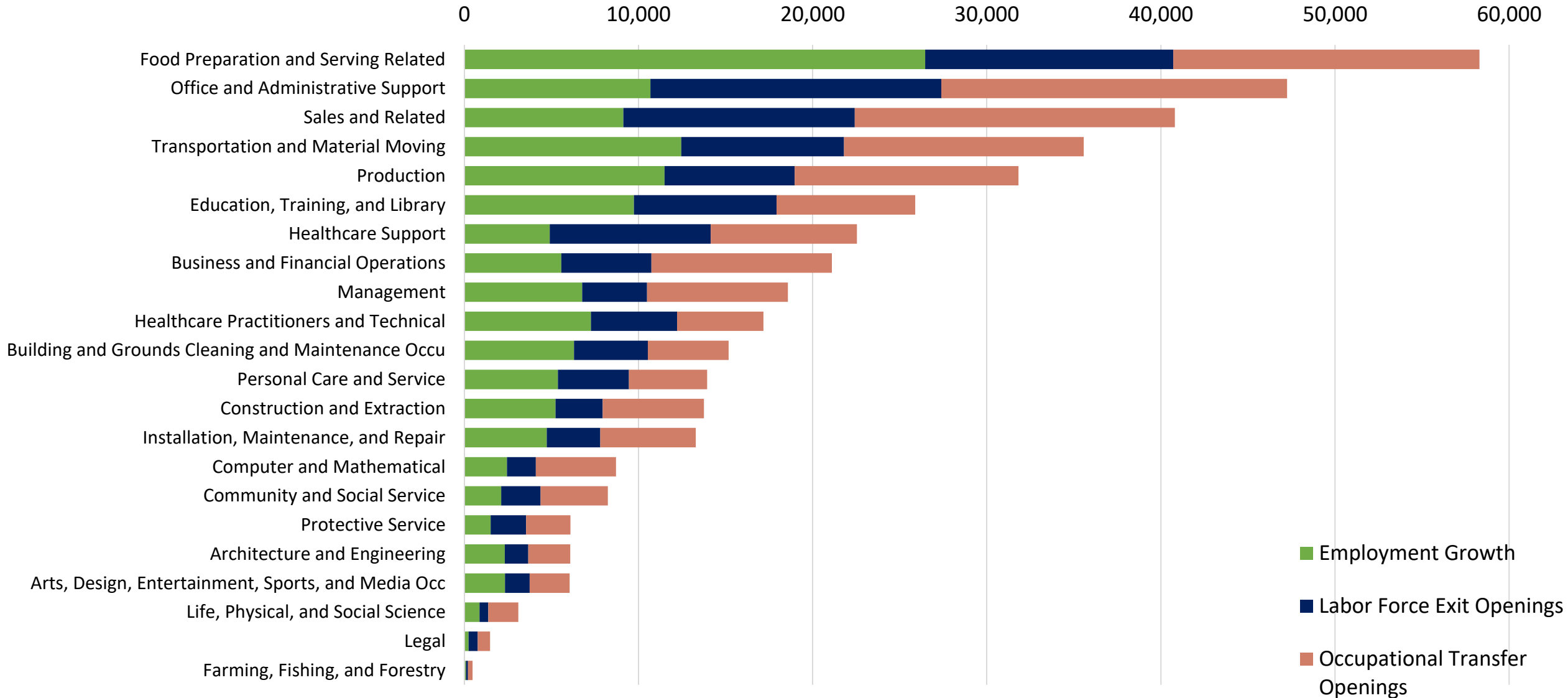
# Short term industry employment projections

Q1 2021 – Q1 2022



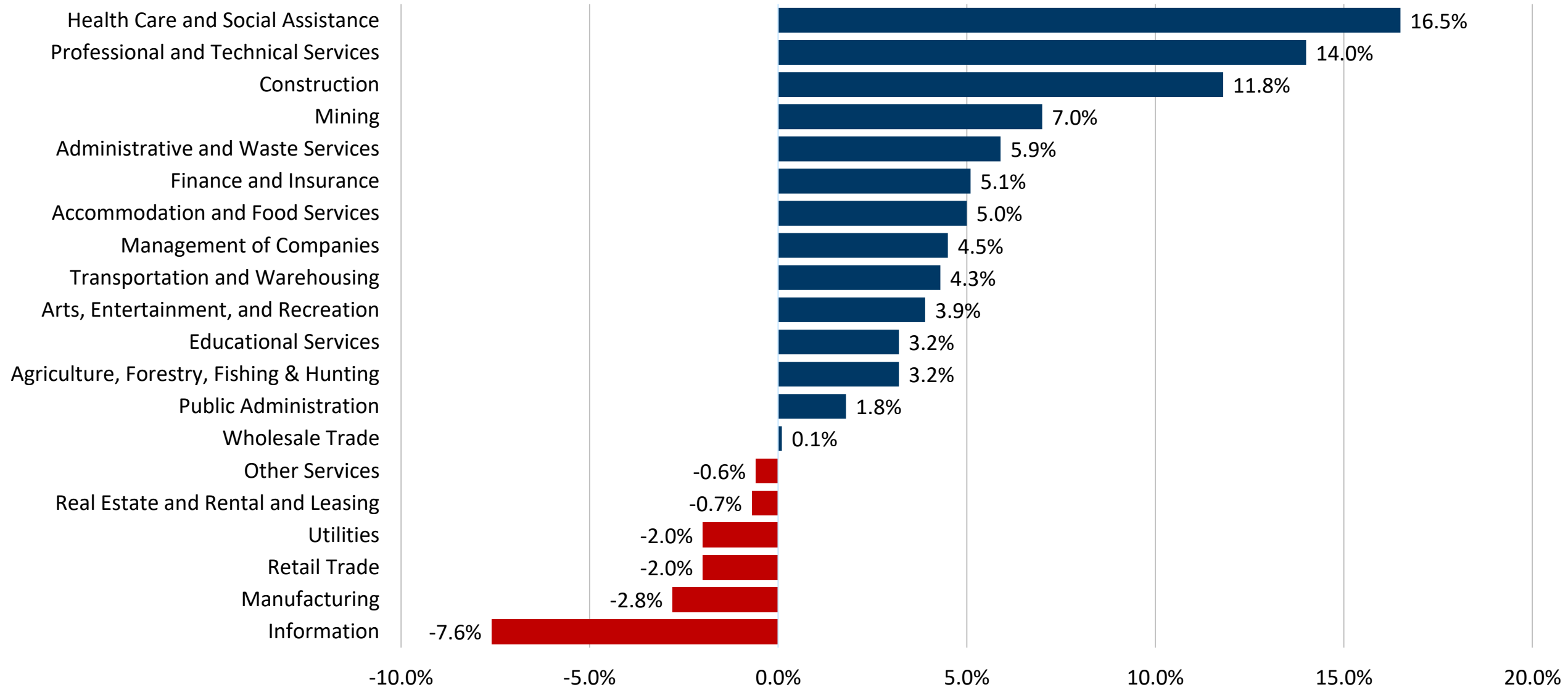
# Occupational employment projections

Q1 2021 – Q1 2022



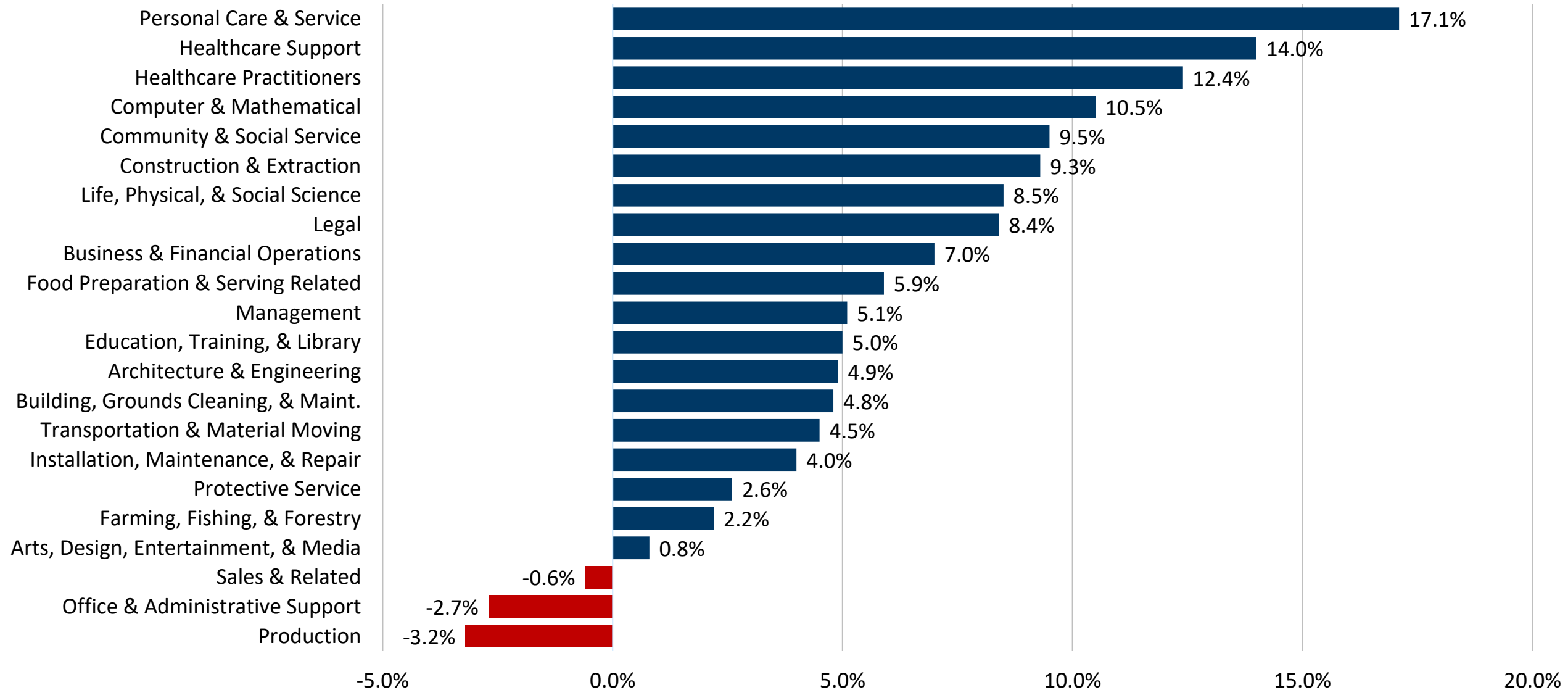
# Minnesota long-term employment projections

Industry: 2018 – 2028



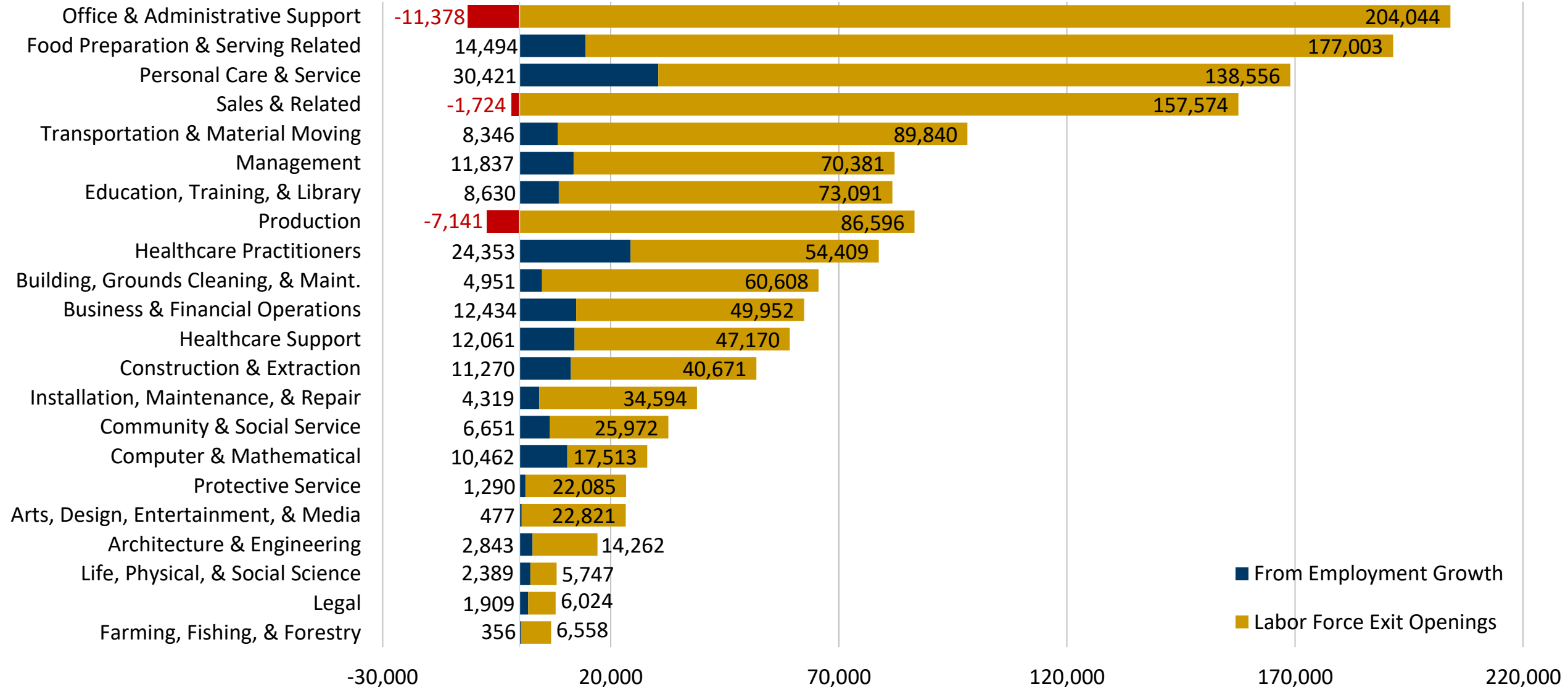
# Minnesota long-term employment projections

Occupational: 2018 – 2028

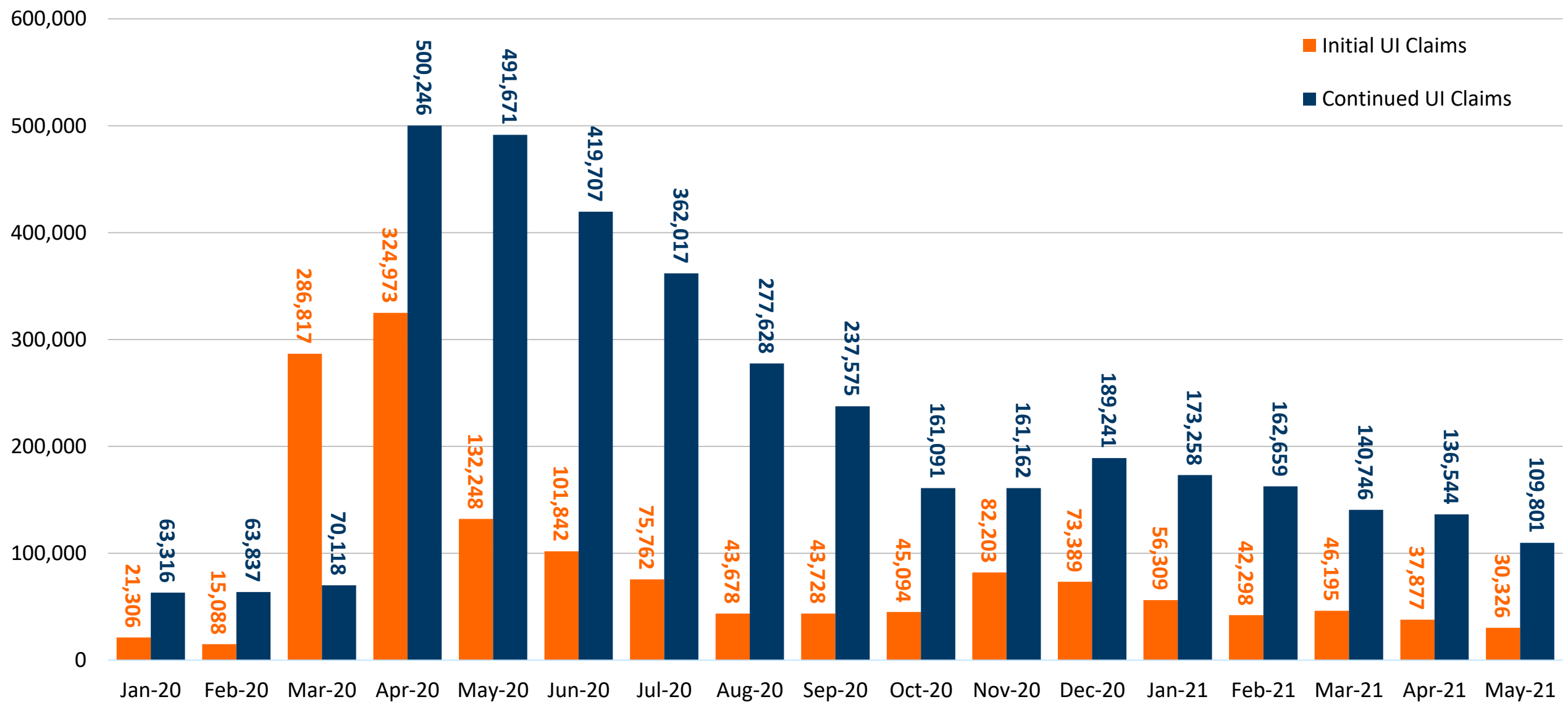


# Minnesota long-term employment projections

## Occupational: 2018 – 2028



# Minnesota Unemployment Insurance statistics



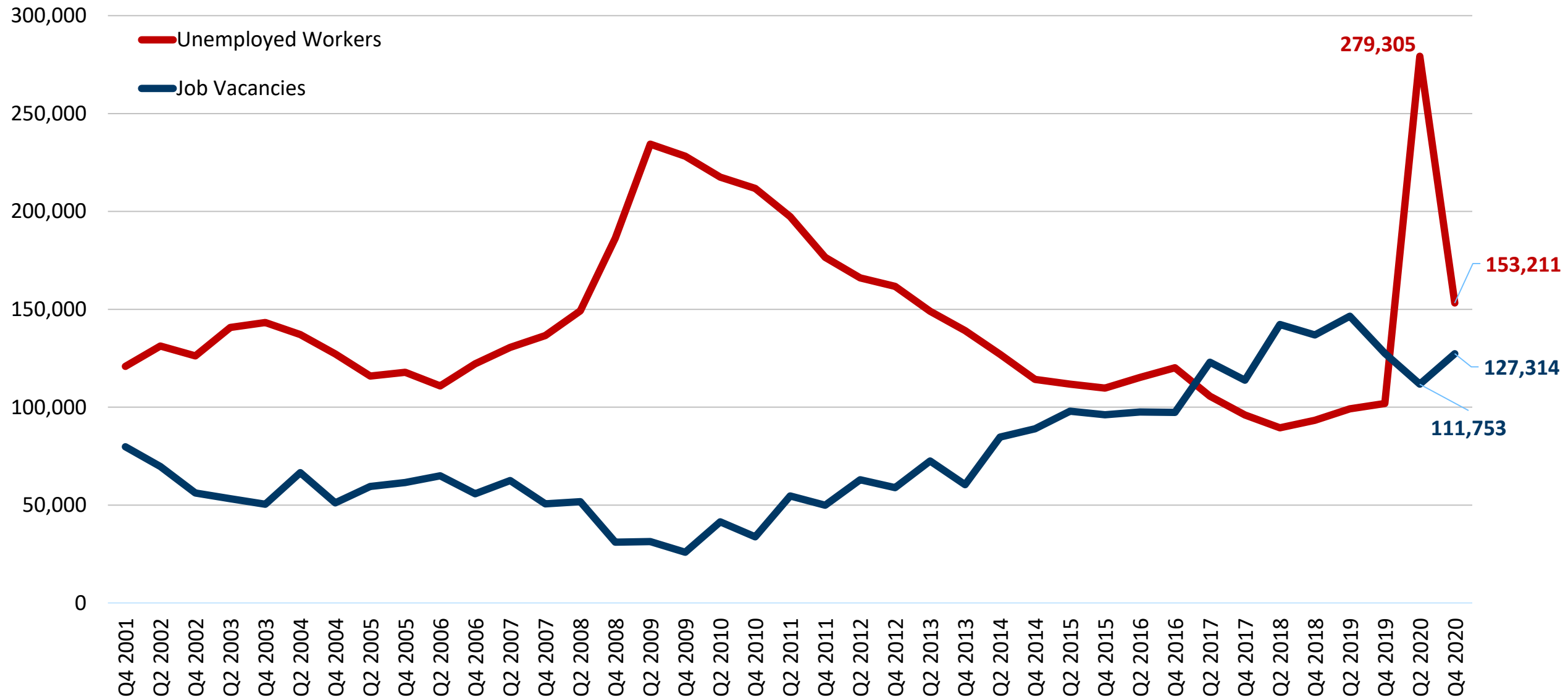
# Minnesota prolonged risk of unemployment

Updated 3/16/21

Factor	Description	% Tot claimants	% Lab force	Avg UI weeks	% Continued filing after March 5 2021
					9.7%  45.0%
Total	Total claimants since Mar 2020	100.0%	100.0%	19.7	25.2%
Gender	Female	51.5%	48.0%	19.9	22.7%
	Male	48.5%	52.0%	19.6	27.9%
Race	American Indian	1.3%	0.8%	23.3	31.1%
	Asian	5.7%	5.1%	19.0	22.3%
	Black	10.5%	5.9%	27.4	45.0%
	Hispanic/Latino	5.5%	5.2%	20.8	28.0%
	Mixed race	2.5%	2.4%	23.7	32.6%
	White	74.5%	80.7%	18.4	22.0%
Age	18-19	2.5%	n/a	15.5	16.8%
	20-24	13.1%	9.4%	19.1	22.1%
	25-34	25.8%	21.8%	20.0	25.6%
	35-44	20.6%	21.0%	19.7	26.1%
	45-54	16.6%	19.2%	18.9	24.2%
	55-64	16.0%	17.9%	19.6	25.5%
	65 and above	5.3%	5.7%	24.7	34.3%
Education	Less than high school	5.8%	4.6%	22.5	36.1%
	High school or equivalent	31.9%	19.9%	21.6	32.0%
	Some college or Assoc. deg.	39.6%	33.3%	19.4	23.4%
	Bachelor's	17.9%	n/a	17.4	16.9%
	Master's	3.7%	n/a	16.0	15.2%
	Above Master's	1.1%	n/a	12.5	9.7%
Disability	With a disability	3.6%	5.6%	24.5	33.5%
	Without a disability	96.4%	94.4%	19.4	24.6%
Residence	Twin Cities Metro	59.1%	55.6%	21.0	26.3%
	Central	12.5%	12.8%	17.9	24.3%
	Northeast	5.8%	5.3%	19.5	24.5%
	Northwest	8.4%	9.8%	17.8	25.0%
	Southeast	8.4%	9.3%	16.7	21.1%
	Southwest	5.6%	7.2%	17.4	23.3%

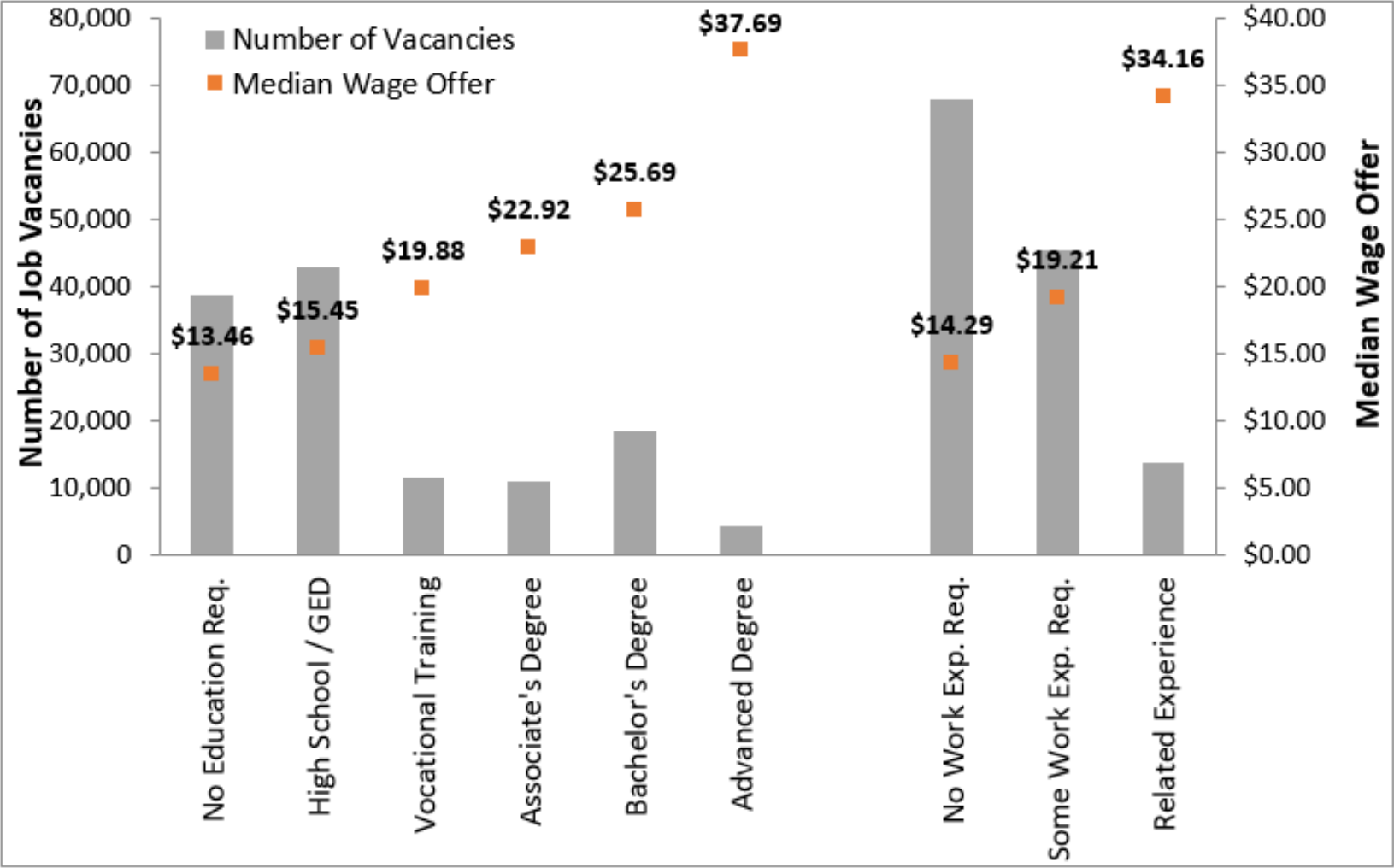
# Hiring demand in Minnesota

## Job Vacancy Survey (JVS)



# Hiring Demand in Minnesota

## Job Vacancy Survey (JVS)

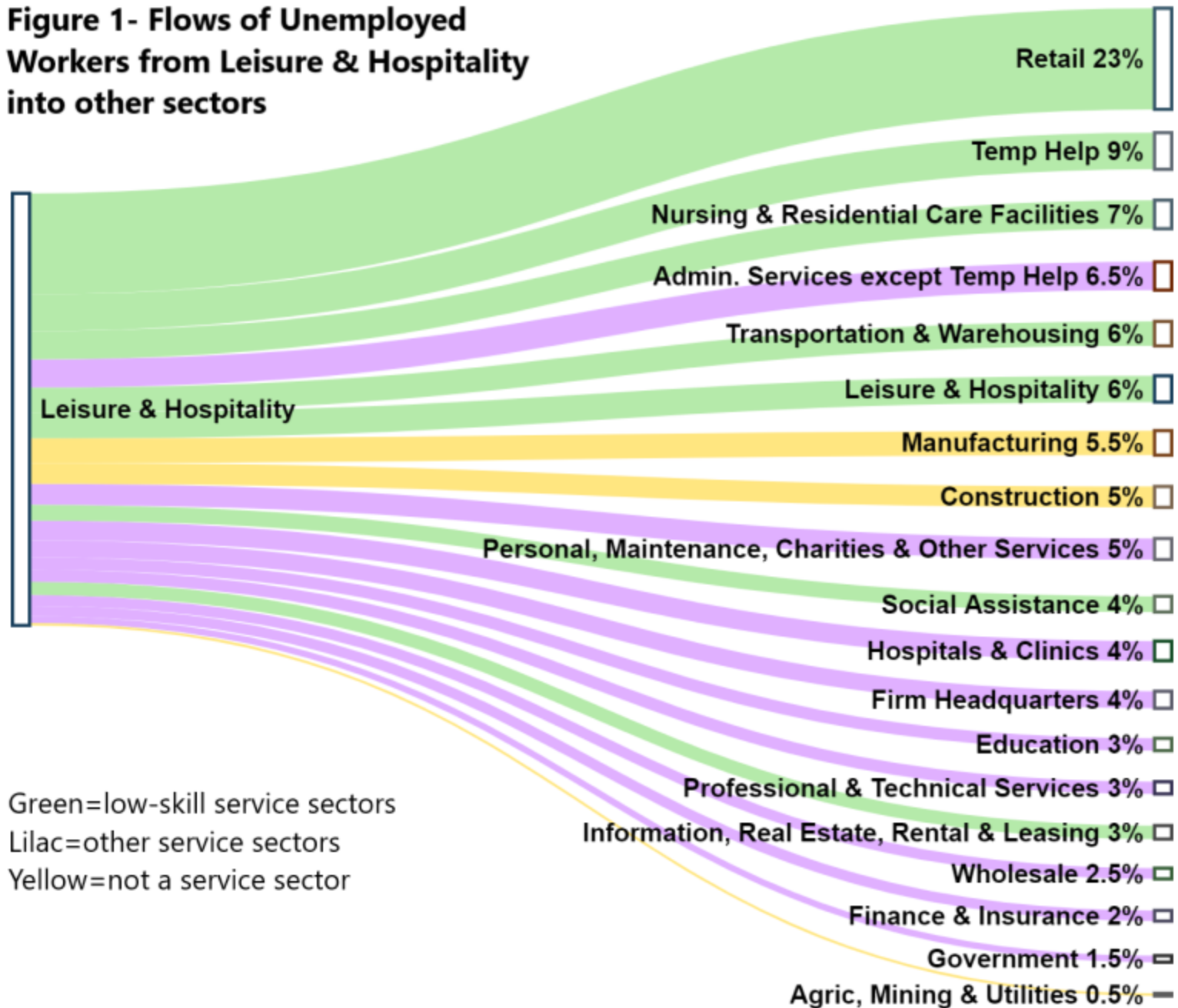


# Why are workers opting out?

- **Reasons vary and overlap depending on individual and family needs**
- **Concern about COVID-19**
- **Access to childcare, caretaking for family**
- **Hesitancy to change jobs/industries/occupations**
- **Additional UI benefit**
- **Mismatch of workers and available jobs**



**Figure 1- Flows of Unemployed Workers from Leisure & Hospitality into other sectors**



Green=low-skill service sectors  
 Lilac=other service sectors  
 Yellow=not a service sector

# Hiring & job-seeking difficulties in 2021

## What are Job Seekers Saying About Job Seeking?

According to conversations with workforce practitioners in March 2021, job seekers that are actively applying face the following difficulties:

- Are afraid of contracting COVID in jobs that require on-site presence.
- Available positions are not the hours they can work or the salary they need to provide for their family.
- May not have access to technology or be computer literate enough to create accounts, apply online or handle job interviews via Zoom
- Often do not hear back from employers after having applied.
- Are anxious about switching occupation or industry because they have not had to search for a job in years.
- Face uncertainties related to school schedules and availability of dependable day care. Even though schools have reopened, summer is already here and parents may not want to look for work again until fall once kids return to regular schooling.
- Do not have a vehicle and cannot access public transportation. This is a huge problem especially in rural areas.

We asked Jinny Rietmann, Executive Director of Workforce Development Inc. in Southeast Minnesota, to summarize what she has been hearing from job seekers about their concerns and experiences during the first months of 2021. Here is her response:

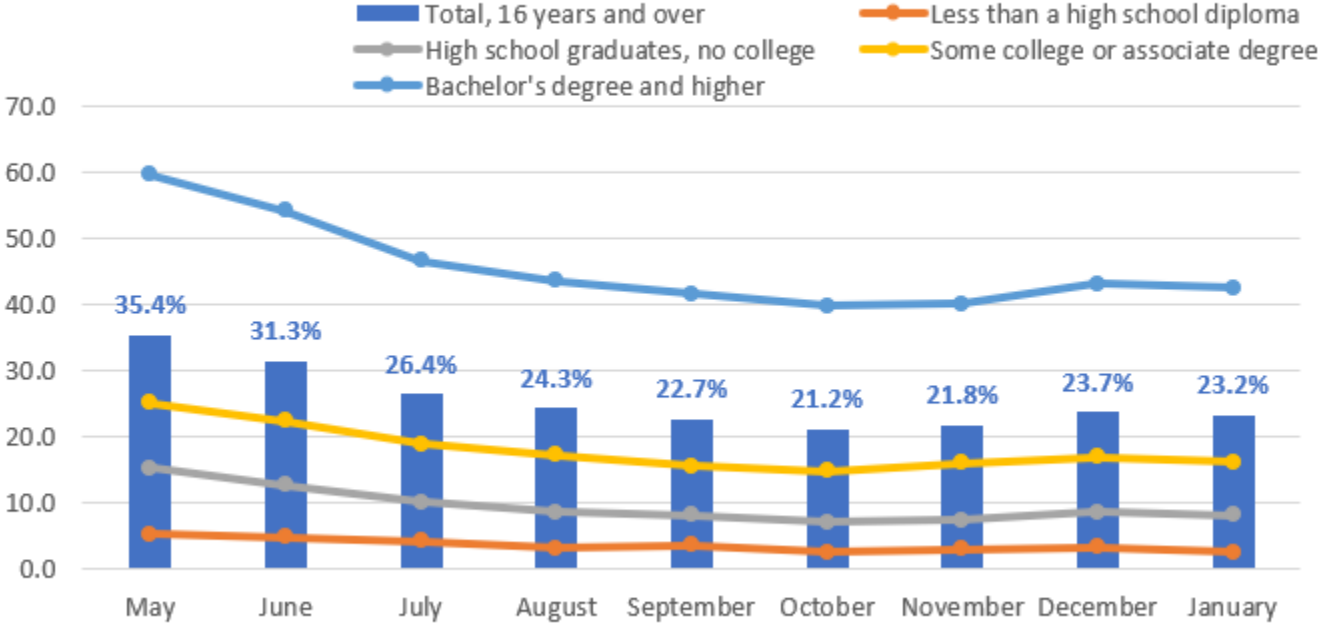
"Due to Covid, there is a real concern about safety. There are also concerns about childcare and school-aged children at home. Individuals are researching new careers with more flexibility. I'm very concerned about recruiting becoming increasingly difficult in more traditional non-flexible work environments, because not all employers can offer flexible schedules or remote work. Surprisingly, career seekers are not as aware of the opportunities available to them, and/or they do not see themselves in those opportunities. While employers may be screaming for help, the message isn't always trickling down to the career seeker to see themselves in the roles available."

# Metro Area occupations in demand

High School or Equivalent	Postsecondary Non-Degree Award	Associate Degree	Bachelor's Degree or Higher
Home Health & Personal Care Aides (\$28,922)	Licensed Practical & Licensed Vocational Nurses (\$51,540)	Registered Nurses (\$85,602)	Software Developers & Software Quality Assurance Analysts (\$105,470)
Heavy & Tractor-Trailer Truck Drivers (\$52,337)	Machinists (\$54,777)	Computer Network Support Specialists (\$65,304)	Market Research Analysts & Marketing Specialists (\$74,094)
Landscaping & Groundskeeping Workers (\$36,686)	Medical Assistants (\$43,012)	Magnetic Resonance Imaging Technologists (\$82,199)	Construction Managers (\$96,646)
Customer Service Representatives (\$41,374)	Heating, Air Conditioning, & Refrigeration Mechanics (\$62,385)	Web Developers and Digital Interface Designers (\$82,193)	Information Security Analysts (\$103,978)
Sales Representatives, Wholesale & Mfg. (\$73,225)	Computer User Support Specialists (\$57,312)	Surgical Technologists (\$62,542)	Substitute Teachers, Short-Term (\$38,513)
First-Line Supervisors of Retail Sales Workers (\$45,504)	Medical Dosimetrists & Medical Records Specialists (\$53,709)	Clinical Laboratory Technologists and Technicians (\$54,660)	Substance Abuse & Mental Health Counselors (\$50,762)
Pharmacy Technicians (\$40,284)	Automotive Service Technicians & Mechanics (\$46,772)	Industrial Engineering Technologists and Technicians (\$54,934)	Civil Engineers (\$93,662)
Social & Human Service Assistants (\$36,081)	Electricians (\$76,713)	Radiologic Technologists & Technicians (\$69,362)	Accountants & Auditors (\$70,916)

# Teleworking in 2020

**Figure 1. Percent of Workers who Teleworked due to the Coronavirus by Educational Attainment**



Source: Bureau of Labor Statistics, Current Population Survey

Table 1. Teleworking Due to the Pandemic by Industry, January 2021	Percent of workers who teleworked because of the coronavirus pandemic, United States	Estimate of Minnesota workers who teleworked because of the coronavirus pandemic*
Professional & technical services	53.0%	82,187
Finance & insurance	50.4%	74,140
Information	45.9%	21,518
Educational services	42.6%	91,555
Public administration	36.9%	48,822
Utilities	29.0%	3,876
Real estate & rental & leasing	28.8%	9,760
Wholesale trade	20.6%	25,736
Arts, entertainment, & recreation	19.6%	7,511
Mining, quarrying, & oil & gas extraction	22.2%	1,199
Manufacturing	20.1%	62,211
Health care & social assistance	16.4%	79,394
Other services	15.6%	11,962
Management, admin. & waste services	16.2%	33,389
Retail trade	9.2%	25,085
Construction	7.8%	10,160
Transportation & warehousing	7.6%	7,872
Agriculture & related industries	5.1%	1,145
Accommodation & food services	4.1%	7,417
<b>Total, All Industries</b>	<b>22.6%</b>	<b>604,940</b>

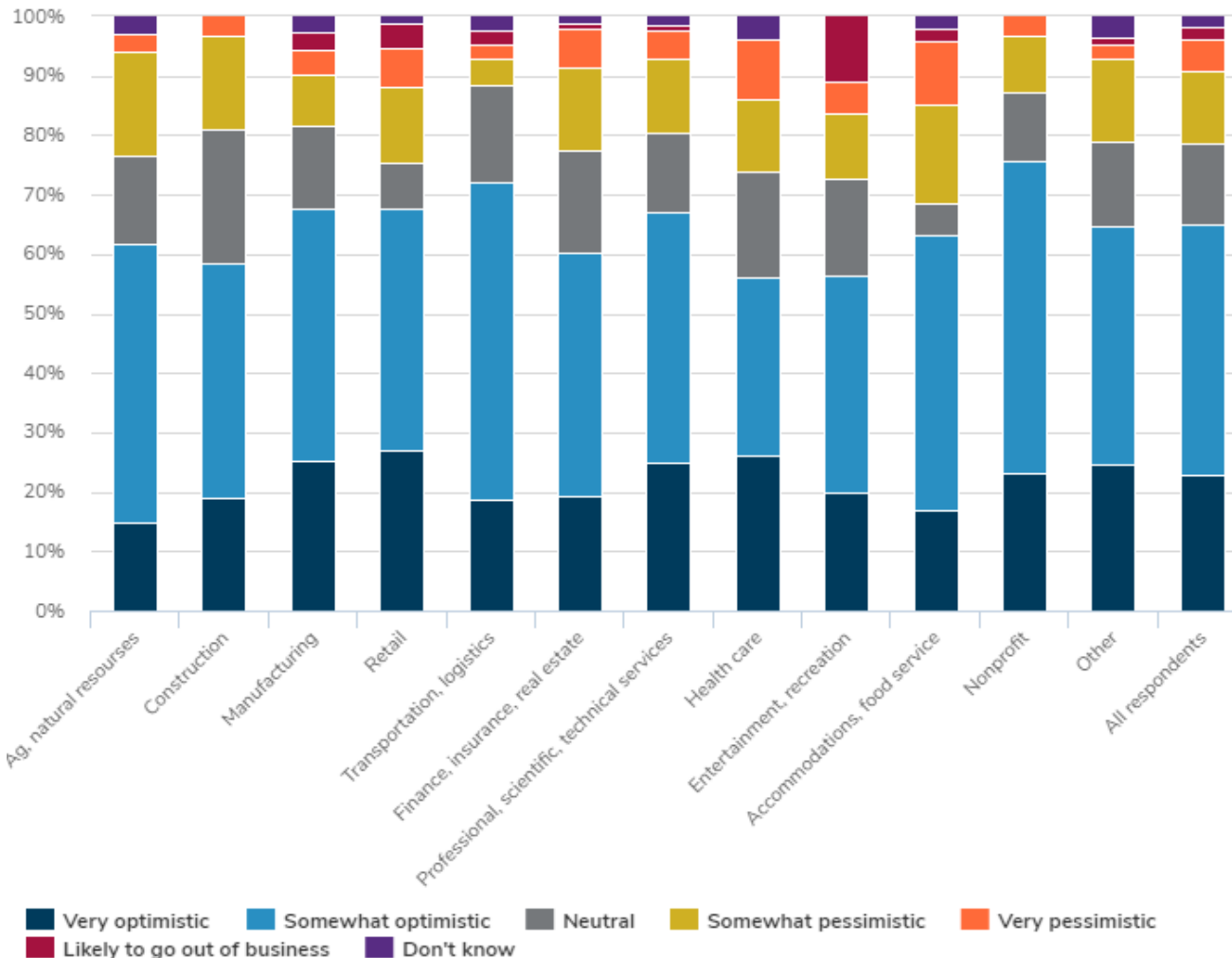
Source: Bureau of Labor Statistics, Current Population Survey ;

<https://www.bls.gov/cps/effects-of-the-coronavirus-covid-19-pandemic.htm>

\* - Author's analysis of DEED Quarterly Census of Employment & Wages data

# Other labor market and economic indicators

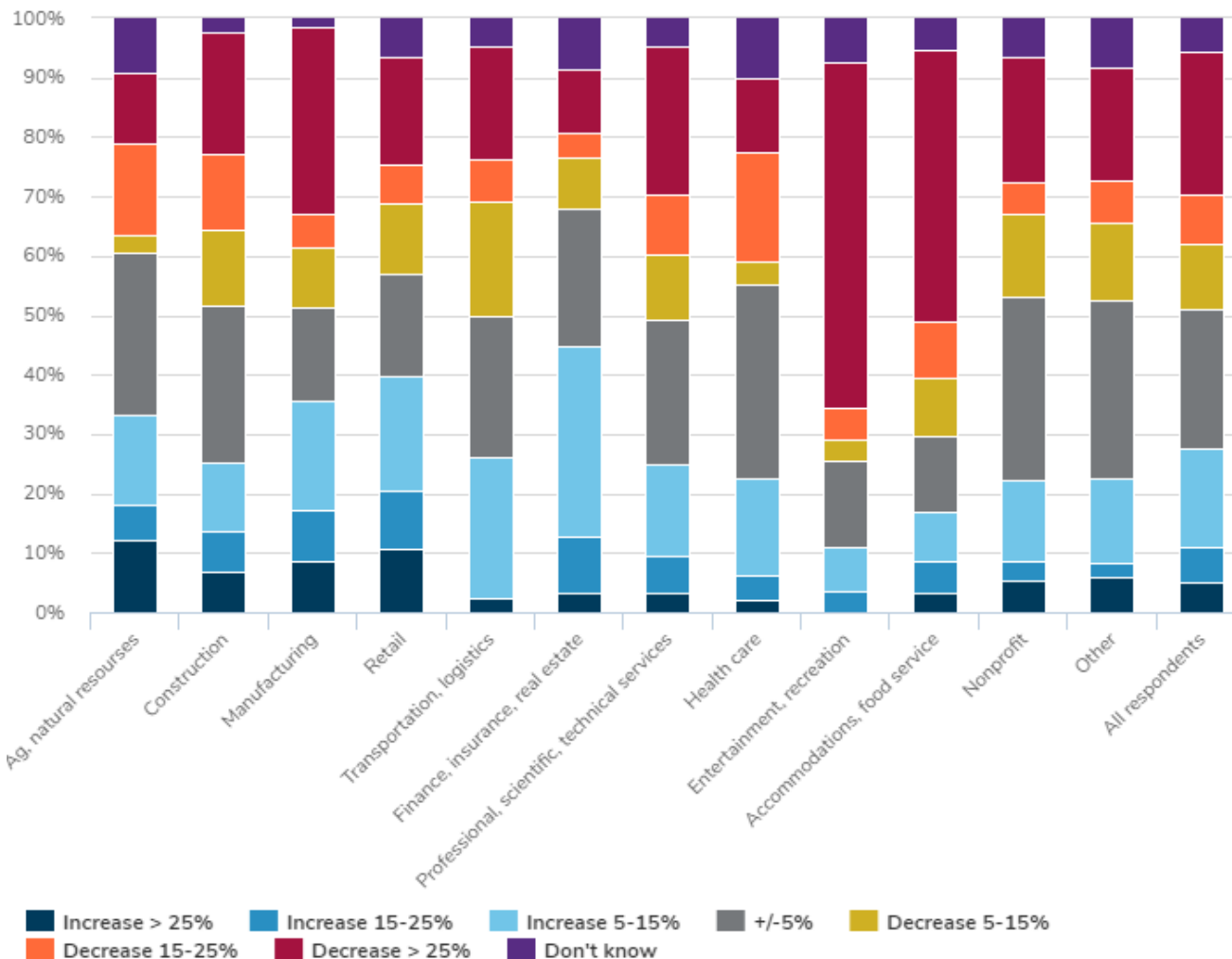
From Apr 2021 survey: outlook for May-Oct 2021



- Minneapolis Federal Reserve general business survey of employers in the 9<sup>th</sup> District
  - For the first time since the beginning of the pandemic, a majority of respondents reported optimism (even if many expected a rough road to full recovery)
  - Hiring has become the biggest challenge for all respondents, followed closely by purchasing supplies, which are often unavailable or more expensive

# Other labor market and economic indicators

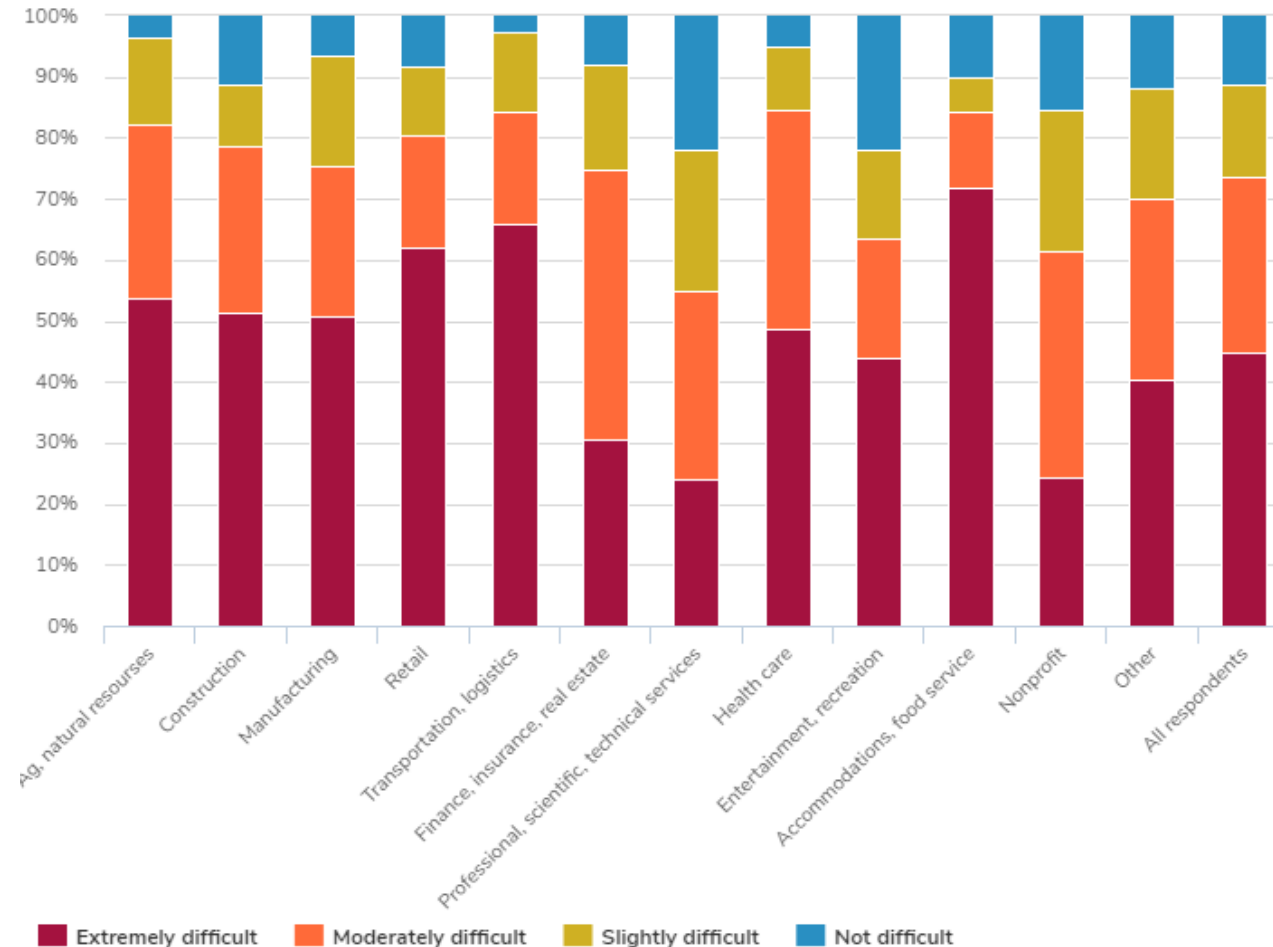
Revenues, Q1 2021 versus Q1 2020



- Minneapolis Federal Reserve general business survey of employers in the 9<sup>th</sup> District
  - Entertainment and Recreation, as well as Accommodation and Food Services revenue still lagging behind
  - Also struggling include very small businesses and minority-owned, women-owned, veteran-owned businesses
  - 70% of respondents said they expect better revenues in Q2 2021 than one year previous

# Other labor market and economic indicators

Difficulty/ease filling open positions



Note: Does not include "not applicable" answers; most of these have not hired or don't plan to hire.

Source: Federal Reserve Bank of Minneapolis

# Labor Market Information (LMI): [mn.gov/deed/data](http://mn.gov/deed/data)

## Data Center



### Online Tools

We've got online tools to help your job search! Interest Assessments, Skills Assessments, Jobs in Demand, Longer-Term Occupations in Demand, Build Your Resume and more!



## We've Got Your Number

Nothing tells a story like numbers. And here is where we let them do the talking. Our data and data tools provide a comprehensive, nuts-and-bolts look at Minnesota's economy and workforce.

LMI is the foundation for informed, market-responsive planning

# Occupational Employment and Wage Statistics (OEWS)

mn.gov/deed/data/oes

## First Quarter 2021

You have selected: Statewide, Nationwide, Seven County Mpls-St Paul, MN

Median Wages		Employment				
View Checked Only		Download				
		SOC	Occupation Title ⓘ	MN	US	Seven County Metro
▶	<input type="checkbox"/>	00-0000	<a href="#">Total, All Occupations</a>	\$23.00/hr	\$20.70/hr	\$24.93/hr
▶	<input type="checkbox"/>	11-0000	<a href="#">Management Occupations</a>	\$54.22/hr	\$53.37/hr	\$58.99/hr
▶	<input type="checkbox"/>	13-0000	<a href="#">Business and Financial Operations Occupations</a>	\$35.24/hr	\$35.12/hr	\$36.59/hr
▶	<input type="checkbox"/>	15-0000	<a href="#">Computer and Mathematical Occupations</a>	\$44.89/hr	\$44.81/hr	\$46.25/hr
▶	<input type="checkbox"/>	17-0000	<a href="#">Architecture and Engineering Occupations</a>	\$38.90/hr	\$40.79/hr	\$40.52/hr
▶	<input type="checkbox"/>	19-0000	<a href="#">Life, Physical, and Social Science Occupations</a>	\$35.48/hr	\$34.22/hr	\$38.12/hr
▶	<input type="checkbox"/>	21-0000	<a href="#">Community and Social Service Occupations</a>	\$24.21/hr	\$23.31/hr	\$24.73/hr
▶	<input type="checkbox"/>	23-0000	<a href="#">Legal Occupations</a>	\$41.02/hr	\$41.65/hr	\$45.37/hr
▶	<input type="checkbox"/>	25-0000	<a href="#">Educational Instruction and Library Occupations</a>	\$24.64/hr	\$25.69/hr	\$25.64/hr
▶	<input type="checkbox"/>	27-0000	<a href="#">Arts, Design, Entertainment, Sports, and Media Occupations</a>	\$25.72/hr	\$26.07/hr	\$27.98/hr
▶	<input type="checkbox"/>	29-0000	<a href="#">Healthcare Practitioners and Technical Occupations</a>	\$36.90/hr	\$34.27/hr	\$38.80/hr

# careerforcemn.com



Minnesota's Career Resource

[For Career Seekers](#)

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[Online Tools](#)



Looking for work? We can help you.

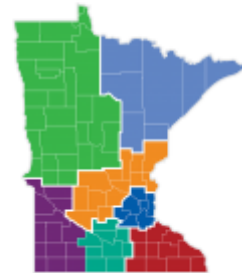
## CareerForce Virtual & Interactive Services for Career Seekers

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- [Northwest](#)
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We've got you covered. Our specialists are here to support any employment need you have. We have a team of professionals who can answer your questions, connect you with customized resources and data or guide you toward greater talent attraction, development and retention success. We have experts to help you with:

- Workforce and Employment Resources
- Business Development and Labor Market Information
- Layoff Assistance
- Other help and resources

FOR EMPLOYERS	
ATTRACT TALENT	+
DEVELOP TALENT	+
RETAIN TALENT	+
TAILORED RESOURCES	+
LAYOFF RESOURCES	
VIRTUAL & INTERACTIVE SERVICES	
<a href="#">EVEN MORE RESOURCES</a>	—
<a href="#">Meet Your Regional Team</a>	
Labor Market Information	
Post a Job	
Workforce Optimization Cycle	

# Labor market publications and assistance

- **Main DEED website:** [mn.gov/deed](https://mn.gov/deed)
- **DEED Labor Market Information Office:** [mn.gov/deed/data](https://mn.gov/deed/data)
  - Data tools
  - Reports and publications
  - Monthly highlights
- **LMI Help:** [mn.gov/deed/data/lmi-help](https://mn.gov/deed/data/lmi-help)
  - Send questions by email to [deed.lmi@state.mn.us](mailto:deed.lmi@state.mn.us)
- **Regional Labor Market Analysts – Metro Area:** Tim O’Neill ([timothy.oneill@state.mn.us](mailto:timothy.oneill@state.mn.us))

