



# The Red Wing Labor Market

An overview of workforce and economic trends in Red Wing and Southeast Minnesota

# Employment & Economic Development

The screenshot shows the homepage of the Minnesota Department of Employment and Economic Development. At the top left is the 'POSITIVELY Minnesota' logo. To the right are utility links for 'Text Only', 'Type Size', 'Email Page', 'Print Page', and 'RSS'. Below these is a search bar with a dropdown menu set to 'Entire Site' and a 'Go' button. A navigation bar contains links for 'JOB SEEKERS', 'BUSINESS', 'GOVERNMENT', 'Programs & Services', 'Data & Publications', 'Calendar of Events', 'About Us', and 'Contact Us'. The main banner features a photo of the Minnesota State Capitol and the text: 'Minnesota Department of Employment and Economic Development. Other states talk big but deliver small. We're big on deeds. See Why Minnesota is positively the best place to live, work and do business.' Below the banner are three columns of content: 'FOR JOB SEEKERS' with links for 'Recently Unemployed', 'Find a Job', 'WorkForce Centers', and 'More Options...'; 'FOR BUSINESS' with links for 'Starting a Business', 'Managing a Business', 'Locating in Minnesota', and 'More Options...'; and 'FOR LOCAL GOVERNMENT' with links for 'Financial Assistance', 'Shovel Ready Site Certification', 'Business Subsidy Reporting', and 'More Options...'. Each column includes a representative image of people in professional or work settings.

The agency's mission is to support the economic success of individuals, businesses, and communities by improving opportunities for growth.

# DEED's regional analysts

- Five regional analysts stationed across the state
  - 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”



# Discussion topics

- Commuter trends (into and out of Red Wing)
- Employment trends
- Workforce trends

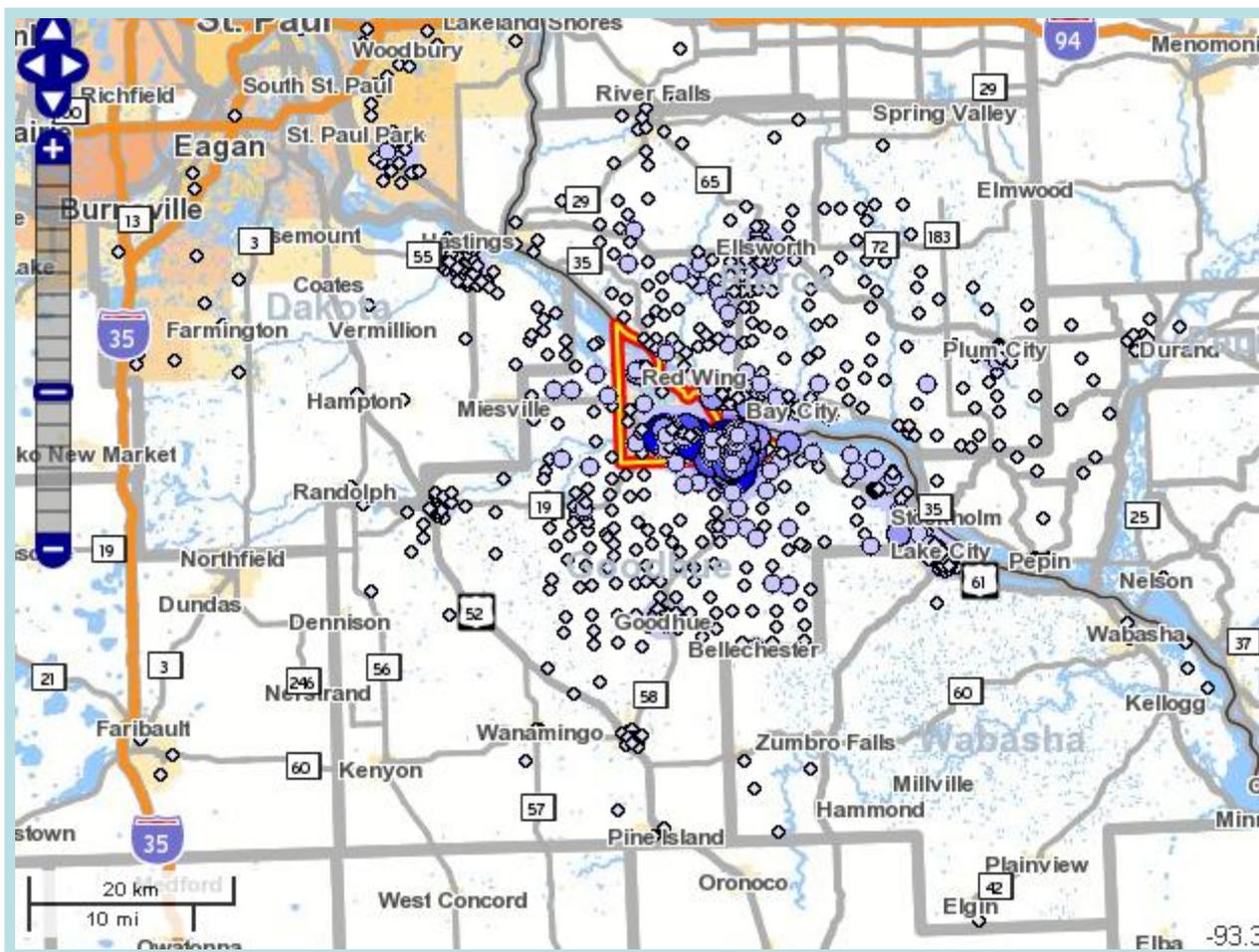


Commuting Patterns:  
**Why do we study them?**

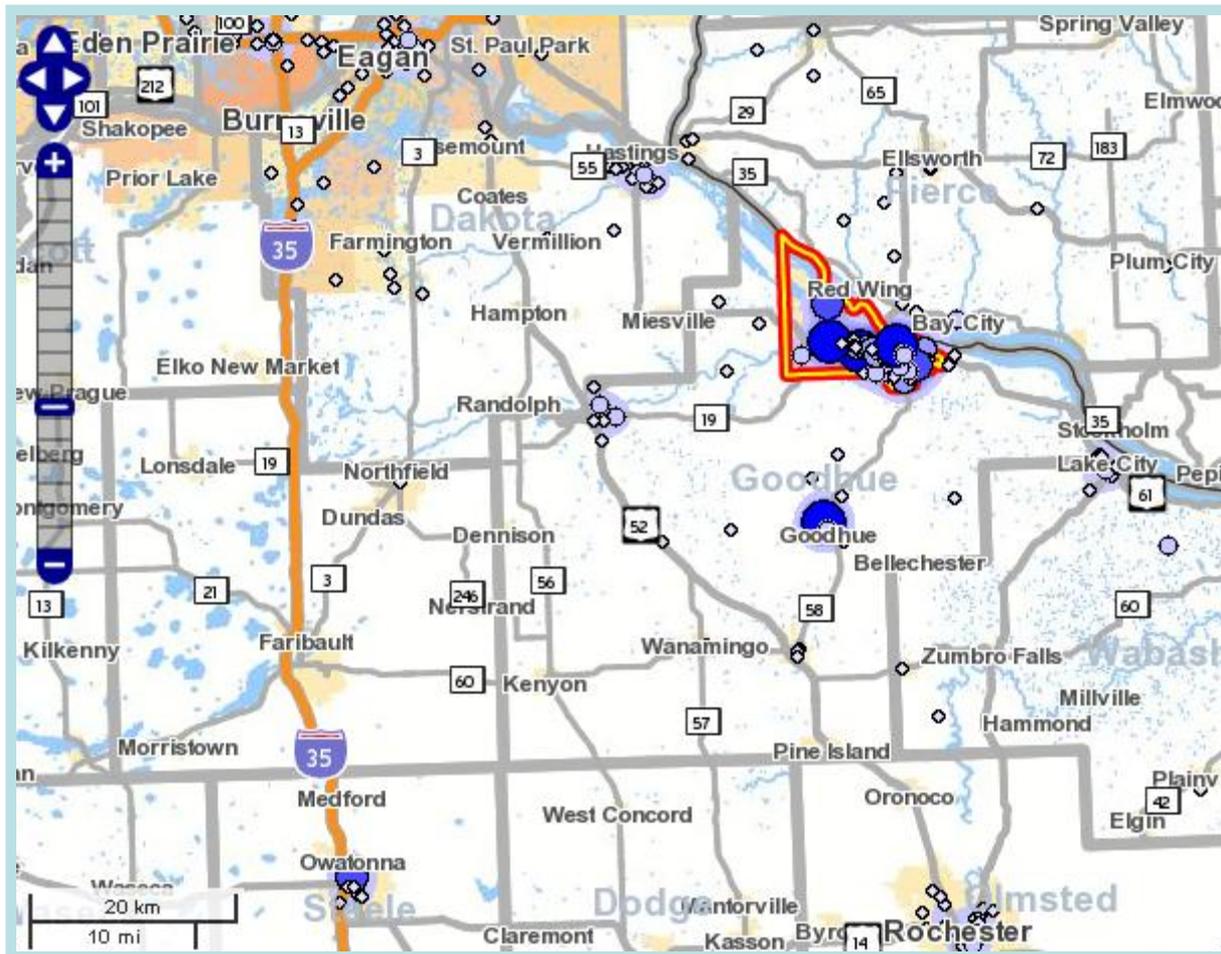
# Red Wing Labor Shed

## Where Workers Live

- Goodhue
- Pierce
- Dakota
- Washington
- Wabasha
- Hennepin/Ramsey
- Pepin
- St. Croix



# Red Wing Commute Shed



## Where Residents Work

- Goodhue
- Dakota
- Hennepin/Ramsey
- Olmsted
- Pierce
- Steele
- Wabasha
- Washington

# Implications

1. Transportation
2. Population growth
3. Labor supply for new business
- 4.
- 5.
- 6.

The image features a row of white pencils of varying heights, with the tallest pencil on the right. A line graph is overlaid on a light gray grid background, showing a fluctuating upward trend. The text "Employment Trends: Where is the growth?" is centered in blue.

**Employment Trends:  
Where is the growth?**

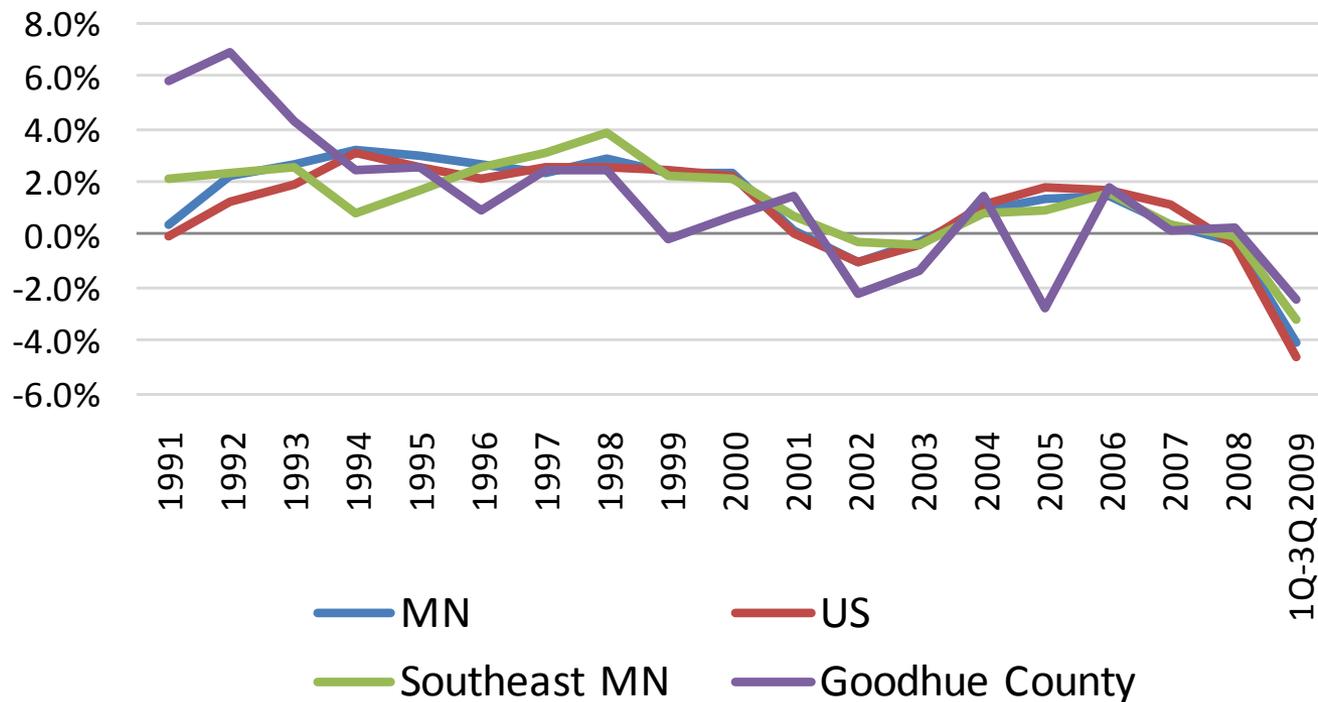
# Implications

1. Economic conditions
2. Labor supply
  - Numbers
  - Skill base
3. Opportunities
  - Industry employment
  - Industry growth in our region
  - Complementary industries
  - Reputation and relationships
4. Risks

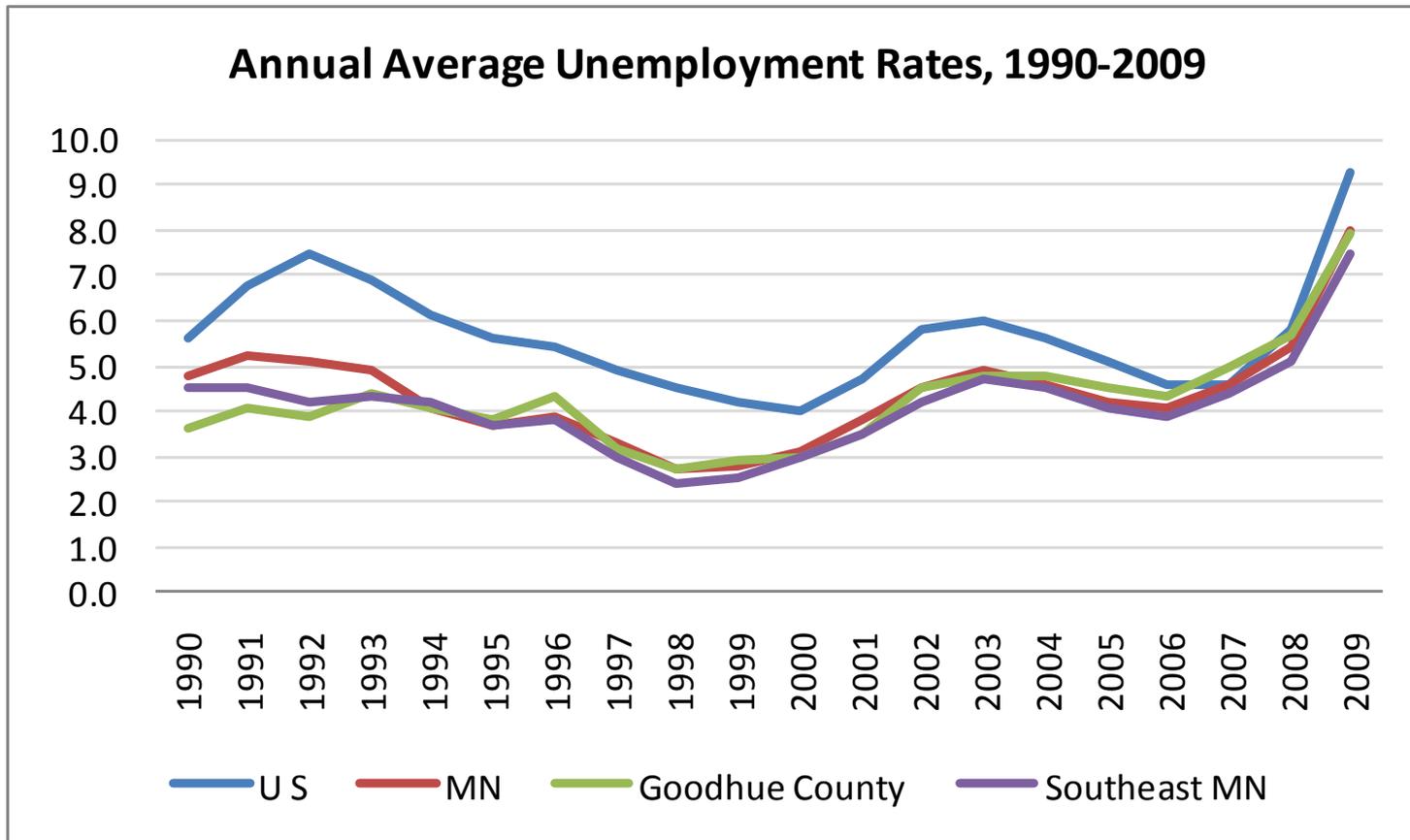
SITE SELECTION FACTORS		
RANKING	2009	2008
1. Labor costs	96.7	91.4 (2)**
2. Highway accessibility	92.9	95.4 (1)
3. Tax exemptions	88.4	88.6 (4)
4. Energy availability and costs	88.0	87.9 (5)
5. Corporate tax rate	87.0	85.3 (8)
6. Availability of skilled labor	86.9	87.7 (6)
7. Occupancy or construction costs	86.7	90.4 (3)
8. State and local incentives	84.9	87.2 (7)
9. Availability of advanced ICT services	83.2	55.5 (21)
10. Inbound/outbound shipping costs	81.7	N/A
11. Low union profile	75.8	82.7 (9)
12. Available land	75.7	82.0 (10)
12T. Availability of buildings	75.7	80.8 (11)
14. Right-to-work state	74.0	76.6 (13)
15. Proximity to major markets	73.3	78.7 (12)
16. Expedited or "fast-track" permitting	72.2	72.5 (15)
17. Environmental regulations	71.2	76.1 (14)

# Employment trends

## Payroll Employment Growth, 1990-3Q 2009

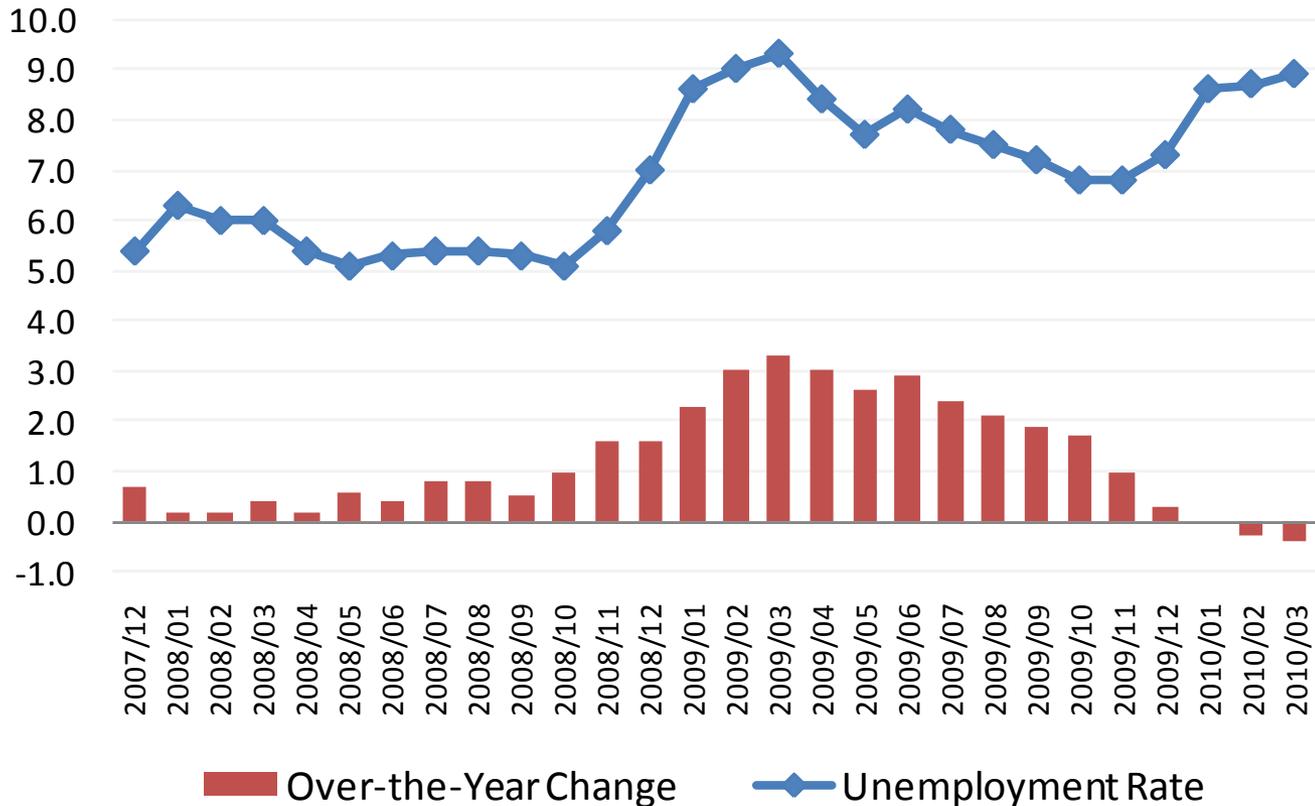


# Employment trends



# Employment trends

## Unemployment since December 2007, Goodhue County



## Payroll Employment, Goodhue County

naicstitle	2001	2002	2003	2004	2005	2006	Chg 2001- 2006 (#)	Chg 2001- 2006 (%)
Accommodation and Food Services (private)	1,565	1,457	1,548	1,556	1,573	1,615	50	3.2%
Administrative and Waste Services	971	952	948	1,051	814	920	-51	-5.3%
Agriculture, Forestry, Fishing & Hunting	NA	NA	NA	NA	NA	NA	+	+
Arts, Entertainment, and Recreation (private)	268	271	276	287	316	320	52	19.4%
Construction	681	736	746	938	711	768	87	12.8%
Educational Services	1,465	1,486	1,429	1,390	1,384	1,356	-109	-7.4%
Finance and Insurance	459	464	467	485	487	485	26	5.7%
Health Care and Social Assistance	2,528	2,411	2,422	2,530	2,656	2,586	58	2.3%
Information	284	261	241	235	220	230	-54	-19.0%
Management of Companies and Enterprises	227	218	NA	NA	NA	NA	-	-
Manufacturing	4,727	4,508	4,230	3,926	3,786	3,833	-894	-18.9%
Other Services, Ex. Public Admin	689	706	739	726	710	679	-10	-1.5%
Professional and Technical Services	397	409	NA	NA	NA	NA	-	-
Public Administration	NA	NA	1,026	1,112	1,210	1,271	+	+
Real Estate and Rental and Leasing	162	183	185	190	194	339	177	109.3%
Retail Trade (private)	2,528	2,482	2,701	2,822	2,730	2,759	231	9.1%
Transportation and Warehousing (private)	557	554	595	628	584	620	63	11.3%
Utilities (private)	627	673	658	747	682	687	60	9.6%
Wholesale Trade	604	605	542	507	560	594	-10	-1.7%
<b>Total, All Industries</b>	<b>22,046</b>	<b>21,547</b>	<b>21,262</b>	<b>21,615</b>	<b>20,976</b>	<b>21,343</b>	<b>-703</b>	<b>-3.2%</b>

*Tribal employment was reclassified from privately owned to local government in the first quarter of 2001.*

# Employment trends: 2001-2006

- Gains

- Department stores and building materials
- Fast-food and limited service restaurants
- Government
- Trucking
- Power supply and utility construction
- Agriculture
- A few manufacturing industries
- Health clinics

- Losses

- Several large manufacturing industries
- Some recreation-related industries
- Elementary and secondary schools

There are big gains and big losses at each end of the spectrum, but also a lot of small things in the middle

## Payroll Employment, Goodhue County

Industry	Avg Emp 2007*	Avg Emp 2008*	Avg Emp 2009*	Chg 2007- 2009 (#)	Chg 2007- 2009 (%)
Accommodation and Food Services (private)	1,675	1,638	1,530	-145	-8.7%
Administrative and Waste Services	869	825	799	-70	-8.0%
Agriculture, Forestry, Fishing & Hunting	NA	NA	NA	+	+
Arts, Entertainment, and Recreation (private)	301	310	302	1	0.3%
Construction	726	723	662	-63	-8.7%
Educational Services	1,374	1,388	1,381	7	0.5%
Finance and Insurance	479	479	432	-47	-9.8%
Health Care and Social Assistance	2,573	2,717	2,967	394	15.3%
Information	286	NA	NA	-	-
Management of Companies and Enterprises	NA	143	240	+	+
Manufacturing	3,812	3,677	3,307	-505	-13.2%
Other Services, Ex. Public Admin	695	729	689	-6	-0.9%
Professional and Technical Services	NA	373	368	+	+
Public Administration	1,285	1,264	1,260	-25	-1.9%
Real Estate and Rental and Leasing	351	356	209	-142	-40.5%
Retail Trade (private)	2,653	2,442	2,345	-308	-11.6%
Transportation and Warehousing (private)	641	645	592	-49	-7.6%
Utilities (private)	752	816	846	94	12.5%
Wholesale Trade	615	683	723	108	17.6%
<b>Total, All Industries</b>	<b>21,338</b>	<b>21,392</b>	<b>20,854</b>	<b>-484</b>	<b>-2.3%</b>

\* Average of first three quarters in each year

# Employment trends: 2007-2009\*

- Gains

- Nursing and community care facilities, and home health
- Power generation
- Corporate headquarters
- Architecture/engineering and fabricated metal

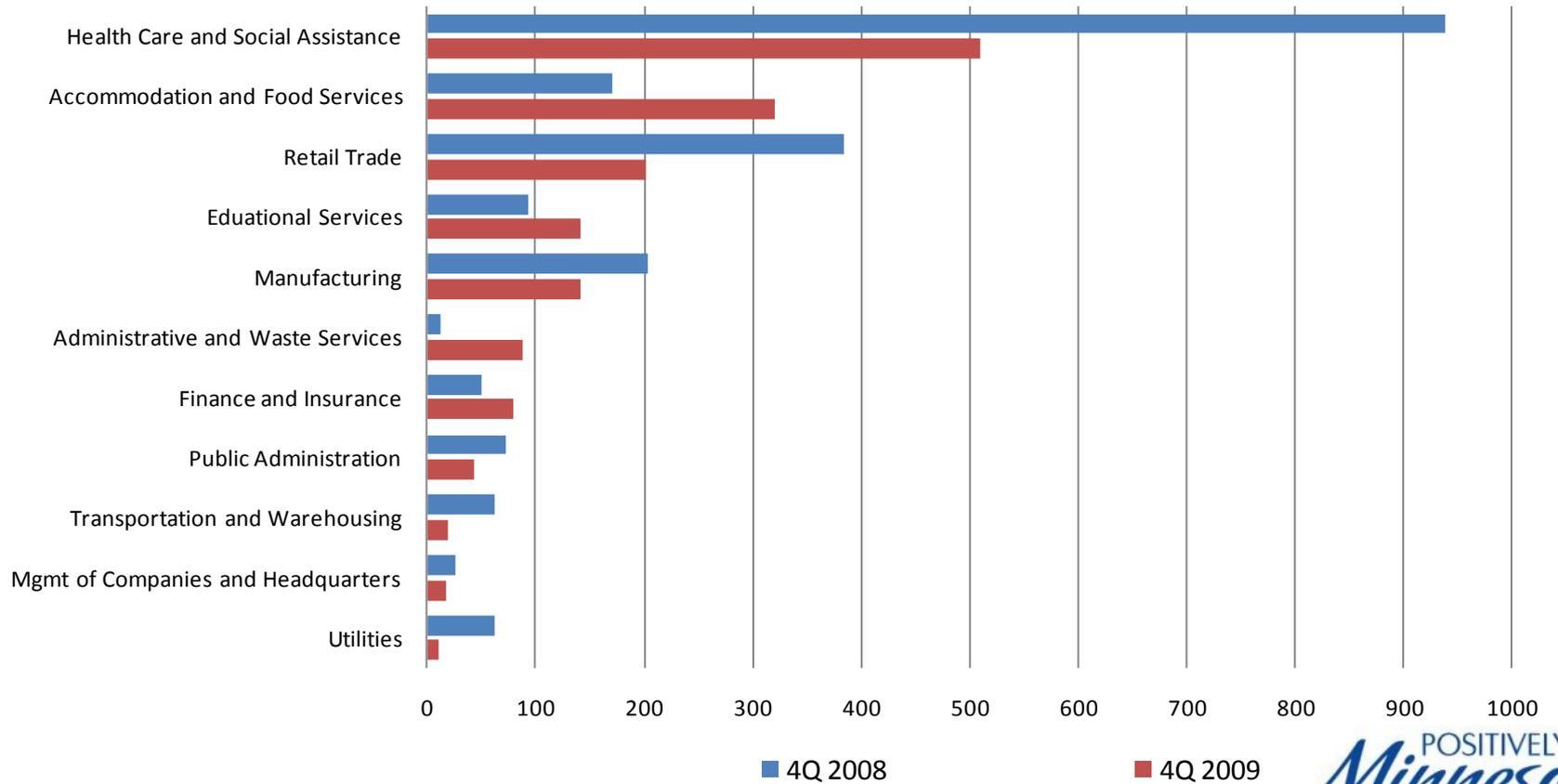
- Losses

- Most manufacturing
- Real estate
- Employment services
- Many types of food services, retail, construction, and transportation

*\* Average of first three quarters in each year*

# Job Vacancies

## Change in Job Vacancies, Southeast Minnesota



# Hiring activity (3Q 2008-2Q 2009)

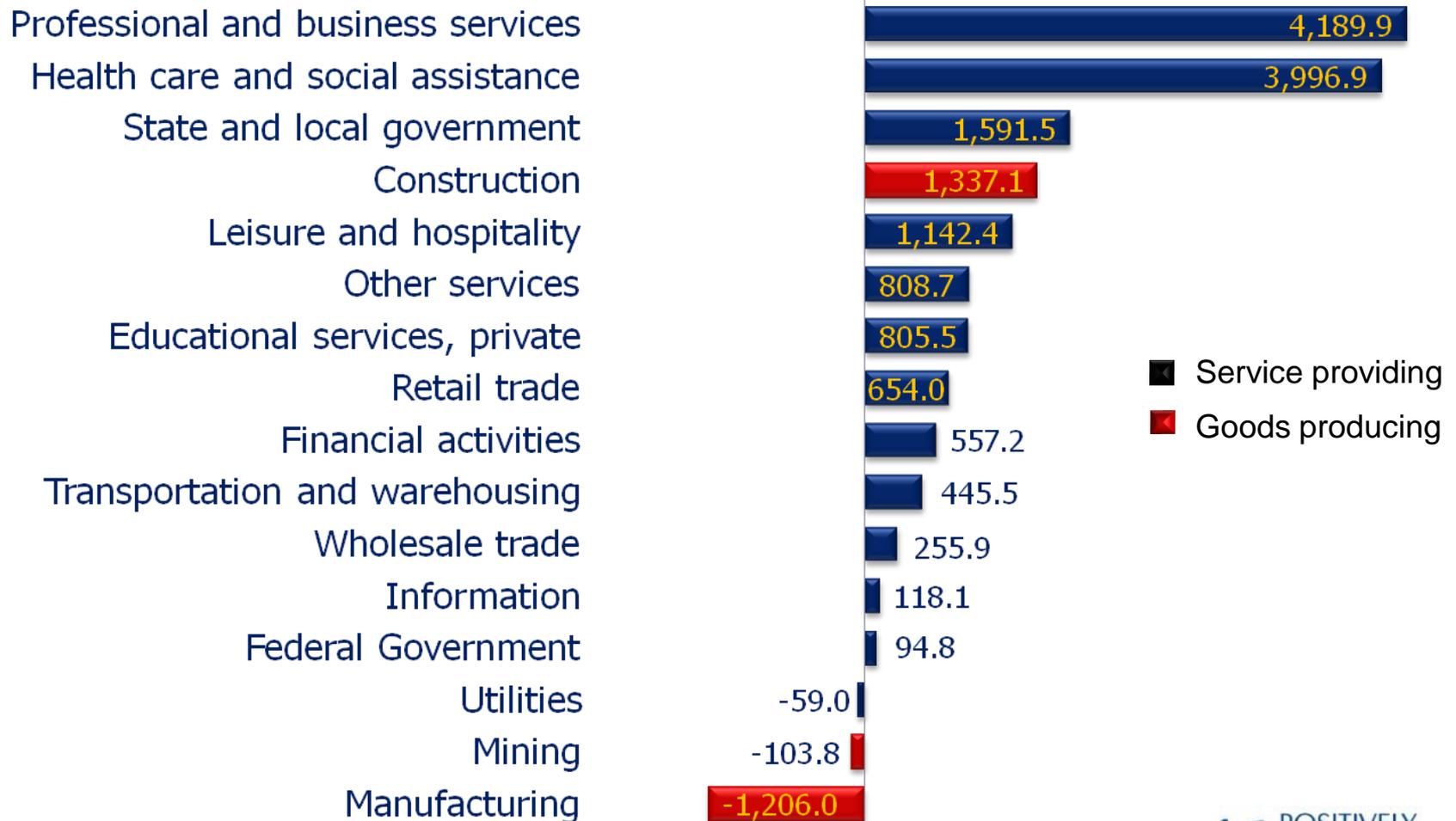
Industries ranked by number of new hires

Industry	Growth in Employment (%)	Hiring Growth (%)
<b>All NAICS subsectors</b>	-	-
Food Services and Drinking Places	-	-
Nursing and Residential Care Facilities	+	+
General Merchandise Stores	+	+
Administrative and Support Services	-	-
Food and Beverage Stores	-	+
Professional, Scientific, and Technical Services	+	-
Specialty Trade Contractors	+	-
Truck Transportation	-	-
Accommodation	-	-
Gasoline Stations	+	+
Personal and Laundry Services	+	+
Management of Companies and Enterprises	-	-
Ambulatory Health Care Services	+	-
Amusement, Gambling, and Recreation Industries	-	-
Merchant Wholesalers, Nondurable Goods	-	+
Building Material and Garden Equipment and Supplies Dealers	-	-
Social Assistance	+	-

Source: U.S. Census Bureau, Local Employment Dynamics (Private Firms Only)

# Employment change by industry sector: projected 2008-2018

## Thousands of wage and salary jobs



## Projected Annual Average Rate of Change, US 2008-2018

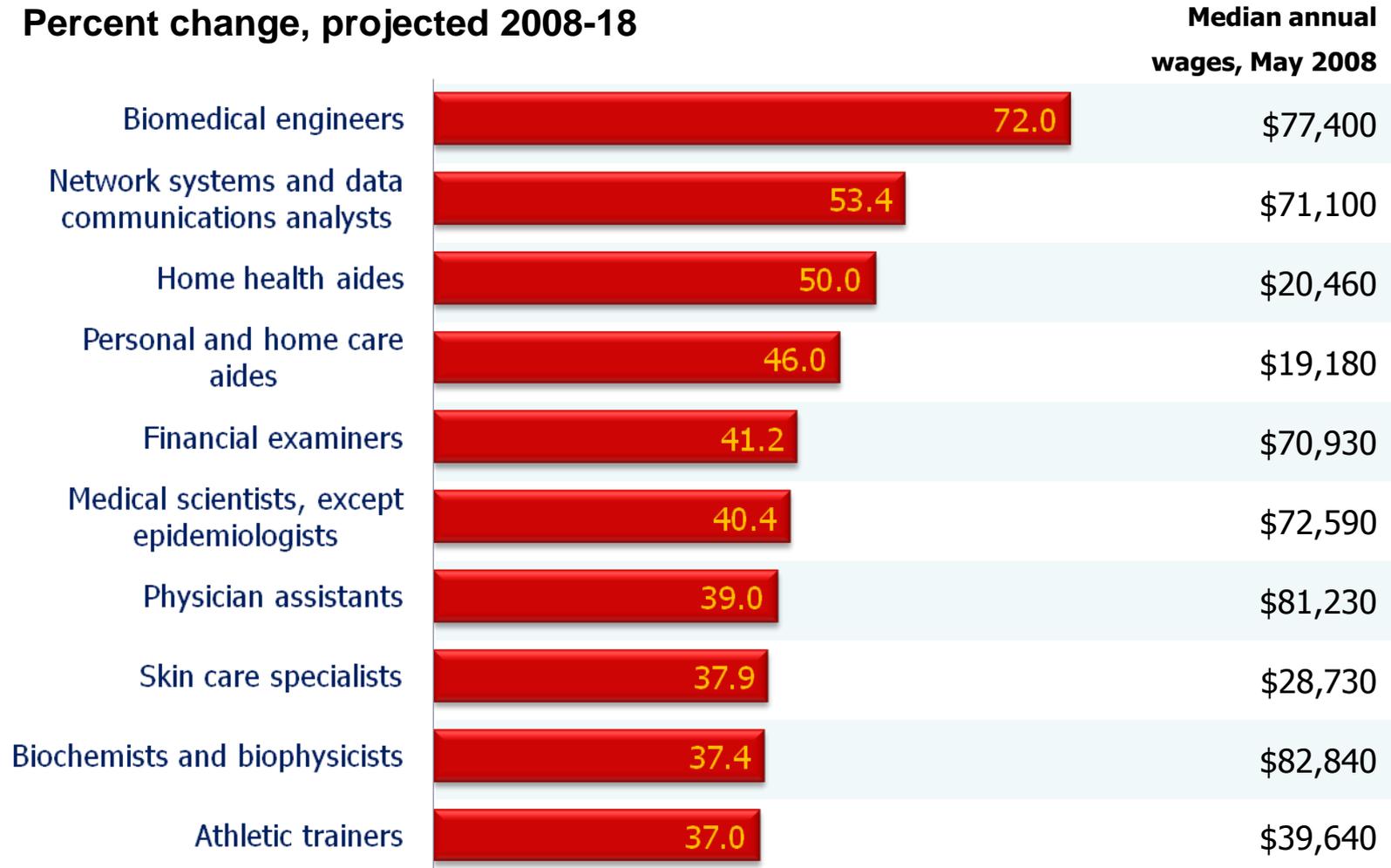
Industry	Employment	Output
<b>Total</b>	<b>1.0</b>	<b>2.8</b>
<b>Utilities</b>	<b>-1.1</b>	<b>0.9</b>
<b>Construction</b>	<b>1.7</b>	<b>2.9</b>
<b>Manufacturing</b>	<b>-0.9</b>	<b>2.1</b>
Food manufacturing	0.0	2.1
Textile product mills	-4.7	0.6
Leather and allied product	-3.7	-0.4
Printing and related support activities	-1.7	-1.4
Plastics product manufacturing	-0.6	3.4
Fabricated metal product manufacturing	-0.9	1.3
Machinery manufacturing	-0.8	1.8
Computer and electronic product manufacturing	-2.1	6.3
Electrical equipment, appliance, and component manufacturing	-1.4	1.3
Transportation equipment manufacturing	-1.1	2.5
Furniture and related product manufacturing	0.6	4.2
Medical equipment and supplies manufacturing	1.5	6.3

Source: Employment Projections Program, U.S. Department of Labor, U.S. Bureau of Labor Statistics



**Workforce Trends:  
What's on the horizon?**

# Percent change in employment by occupation



# Employment change by occupation

Thousands of jobs, projected 2008-18

Median annual  
wages, May 2008

Registered nurses	581.5	\$62,450
Home health aides	460.9	\$20,460
Customer service representatives	399.5	\$29,860
Combined food preparation and serving workers, including fast food	394.3	\$16,430
Personal and home care aides	375.8	\$19,180
Retail salespersons	374.7	\$20,510
Office clerks, general	358.7	\$25,320
Accountants and auditors	279.4	\$59,430
Nursing aides, orderlies, and attendants	276	\$23,850
Postsecondary teachers	256.9	\$58,830

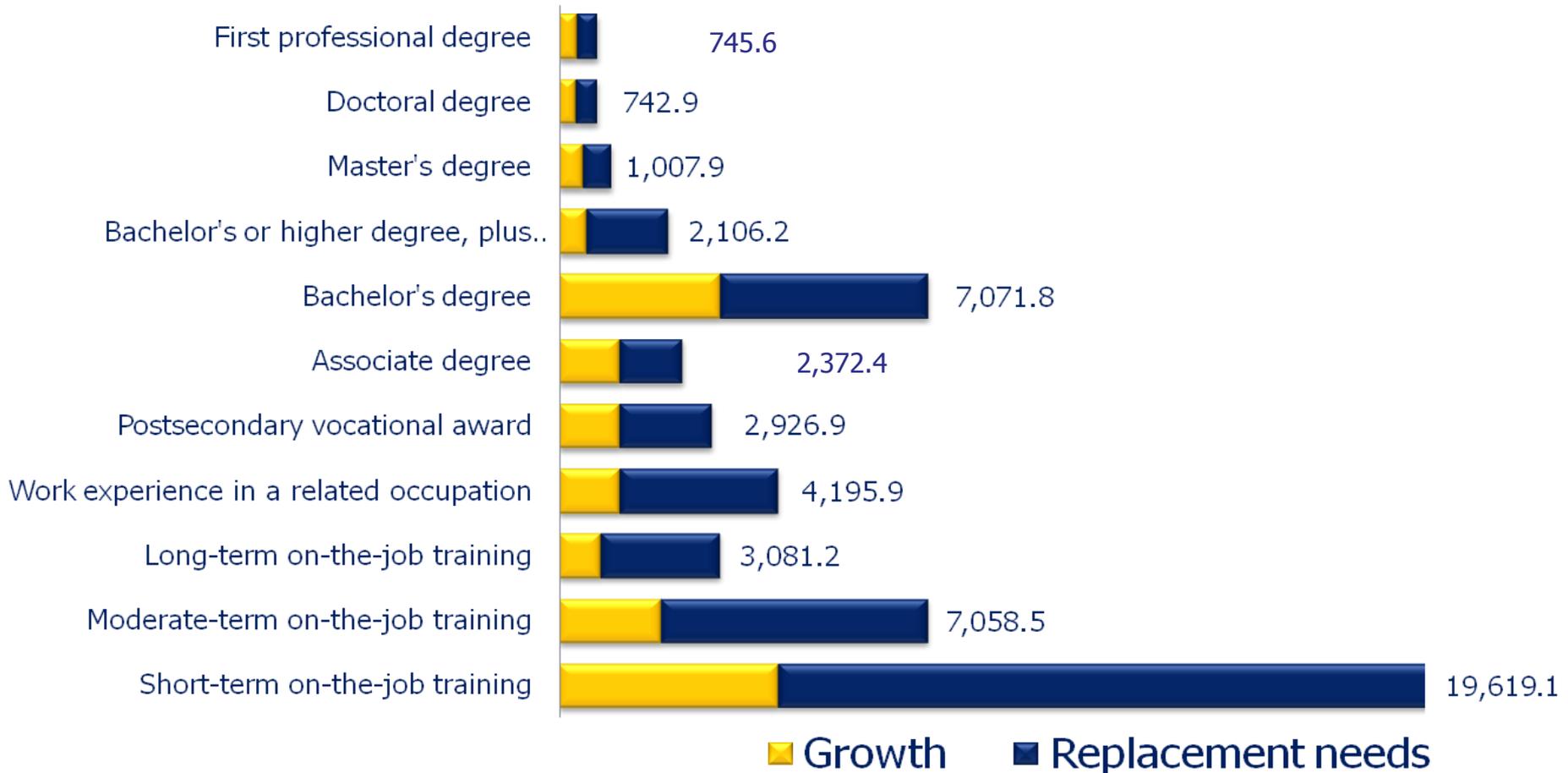
# Percent change in employment by education or training category

## Percent change, projected 2008-18



# Job openings by education or training category

## Thousands of job openings, projected 2008-18



# Implications

- Types of workers available, and then costs of labor - economic development rankings
- Changes in core skills required
  - Technology and tools
- Critical thinking and problem-solving
- Communication
- Basic skills (STEM)

**What's your industry base? What will they need?**

# Occupations in Demand

## OID (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 included in the table to provide a broader picture of demand. Long-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](http://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 10 - Southeast Results: 253 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	<a href="#">Registered Nurses</a>	1	★★★★★	\$61,634/yr	\$73,213/yr	Well Above Average	3,622	<a href="#">Associate degree</a>
353021	<a href="#">Combined Food Preparation and Serving Workers, Inc</a>	2	★★★★★	\$15,207/yr	\$16,529/yr	Well Above Average	1,763	<a href="#">Short-term on-the-job training</a>
311012	<a href="#">Nursing Aides, Orderlies, and Attendants</a>	3	★★★★★	\$23,201/yr	\$26,120/yr	Average	540	<a href="#">Post secondary vocational training</a>
	<a href="#">Licensed Practical</a>					Above		<a href="#">Post secondary</a>

# JobSTAT: Transferable skills

83%		<b>License Clerks</b> See: <a href="#">Skills Gap</a>   <a href="#">Career Profile</a>   <a href="#">Jobs</a>   <a href="#">Training</a>	☆☆	\$39,616	↔
82%		<b>Tellers</b> See: <a href="#">Skills Gap</a>   <a href="#">Career Profile</a>   <a href="#">Jobs</a>   <a href="#">Training</a>	☆☆☆☆☆☆	\$25,006	↔
82%		<b>Brokerage Clerks</b> See: <a href="#">Skills Gap</a>   <a href="#">Career Profile</a>   <a href="#">Jobs</a>   <a href="#">Training</a>		\$36,507	↑
81%		<b>Billing, Cost, and Rate Clerks</b> See: <a href="#">Skills Gap</a>   <a href="#">Career Profile</a>   <a href="#">Jobs</a>   <a href="#">Training</a>		\$37,897	↑
80%		<b>Billing, Posting, and Calculating Machine Operators</b> See: <a href="#">Skills Gap</a>   <a href="#">Career Profile</a>   <a href="#">Jobs</a>   <a href="#">Training</a>		\$37,897	↔
79%		<b>Bookkeeping, Accounting, and Auditing Clerks</b> See: <a href="#">Skills Gap</a>   <a href="#">Career Profile</a>   <a href="#">Jobs</a>   <a href="#">Training</a>	☆☆	\$31,348	↑
79%		<b>Order Clerks</b> See: <a href="#">Skills Gap</a>   <a href="#">Career Profile</a>   <a href="#">Jobs</a>   <a href="#">Training</a>	☆☆☆☆	\$25,467	↔
79%		<b>Customer Service Representatives</b> See: <a href="#">Skills Gap</a>   <a href="#">Career Profile</a>   <a href="#">Jobs</a>   <a href="#">Training</a>	☆☆	\$31,812	↔

# THANK YOU

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