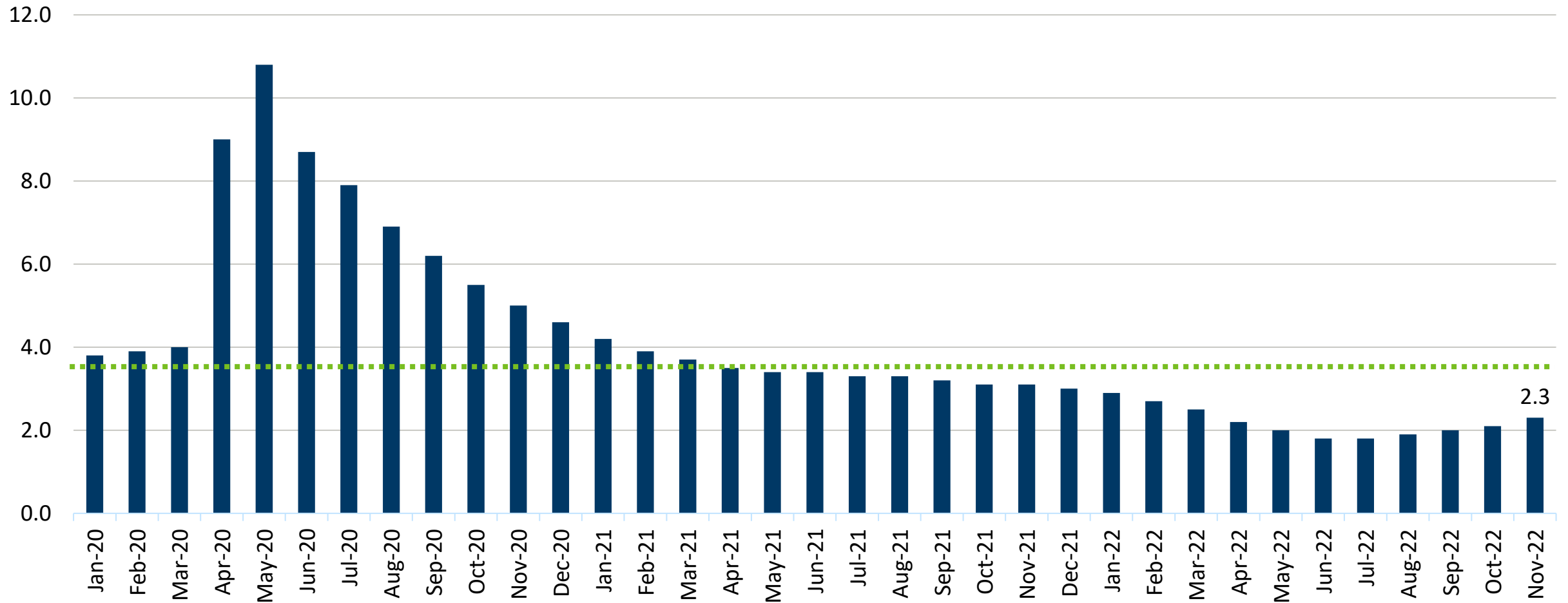




Stories in Numbers: How the 2020 Census and Changing Demographics Will Impact Business Models and Alter Markets

Susan Brower, Minnesota State Demographer
January 18, 2022

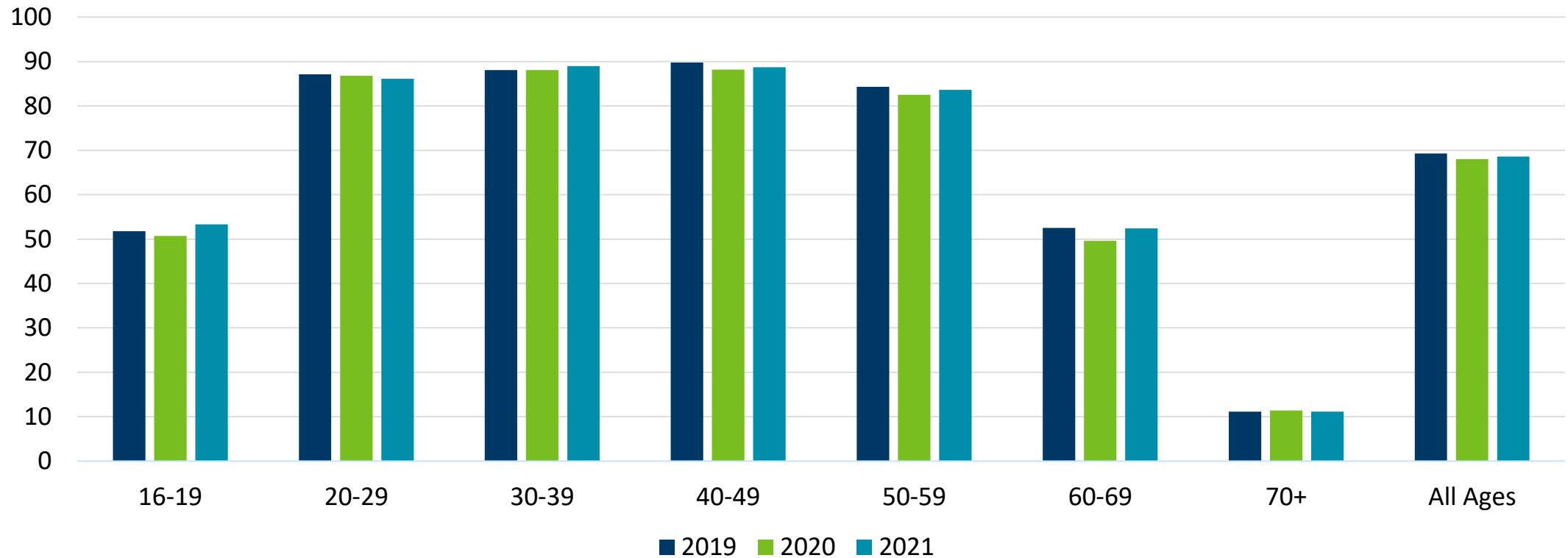
Minnesota's Unemployment Rate Jan 2020-Nov 2022



Where have we been?

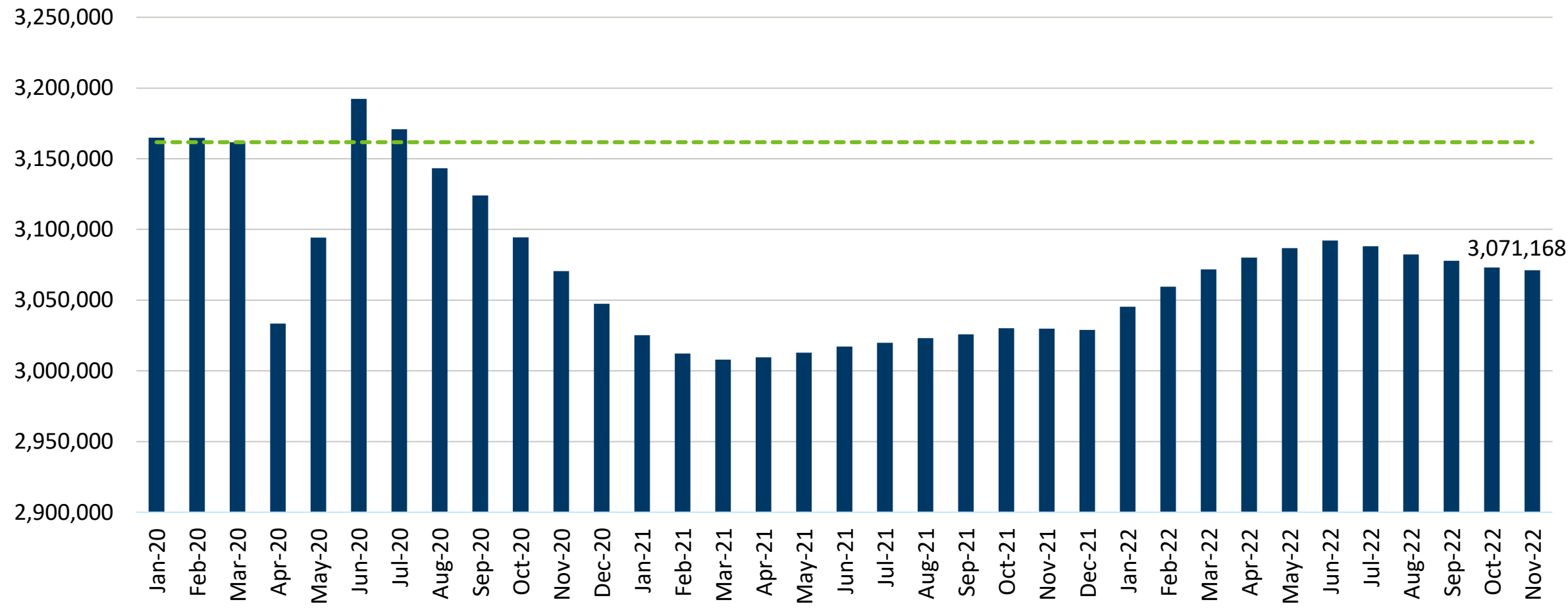
Labor force participation rates are returning to pre-recession levels, with some exceptions

Rate of Labor Force Participation by Age Group
Minnesota, 2019-2021



Where have we been?

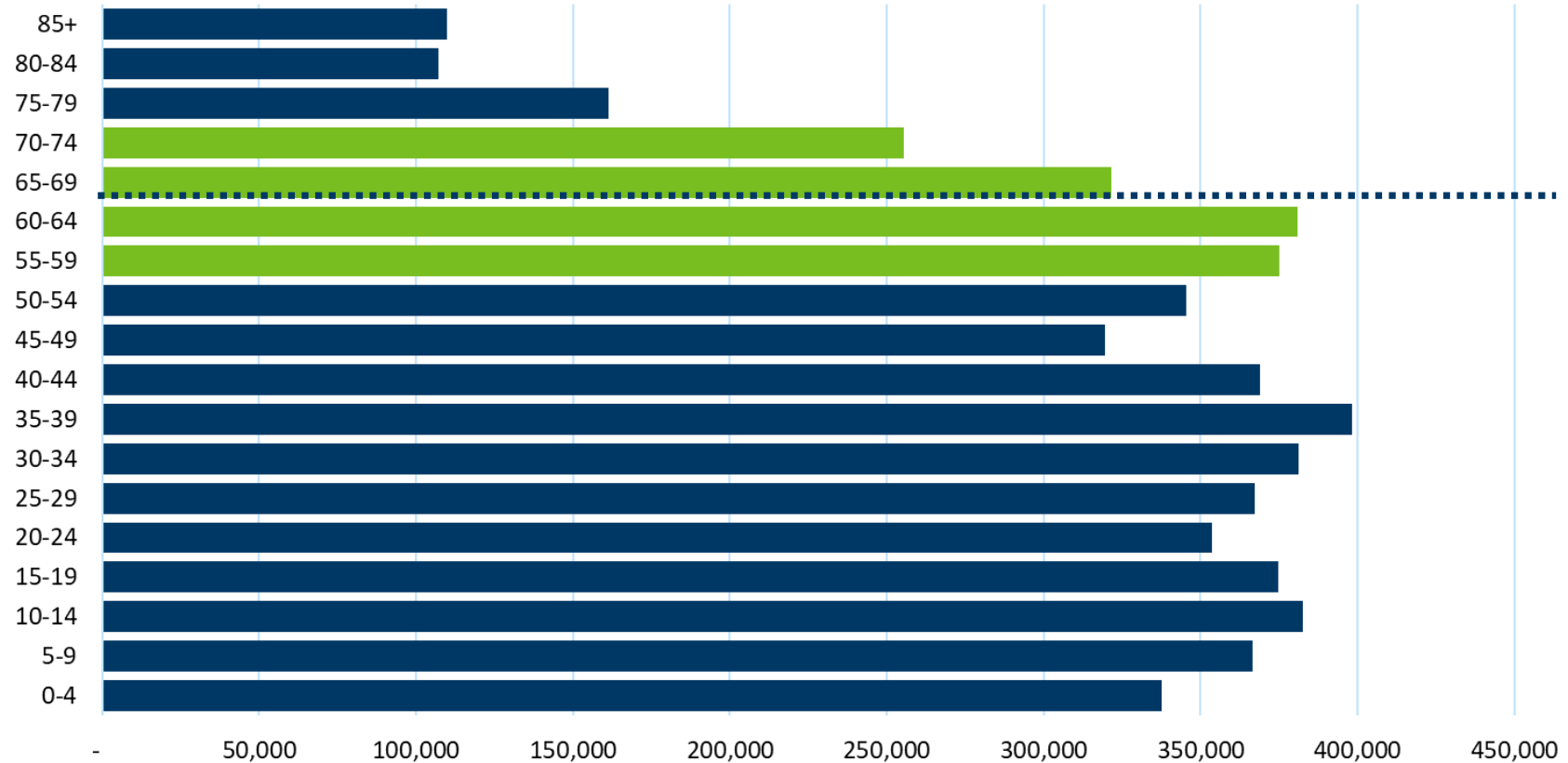
Total Population in Labor Force
Minnesota, Jan 2020 - Nov 2022



Where have we been?

Minnesota's Baby Boomers have begun to retire.

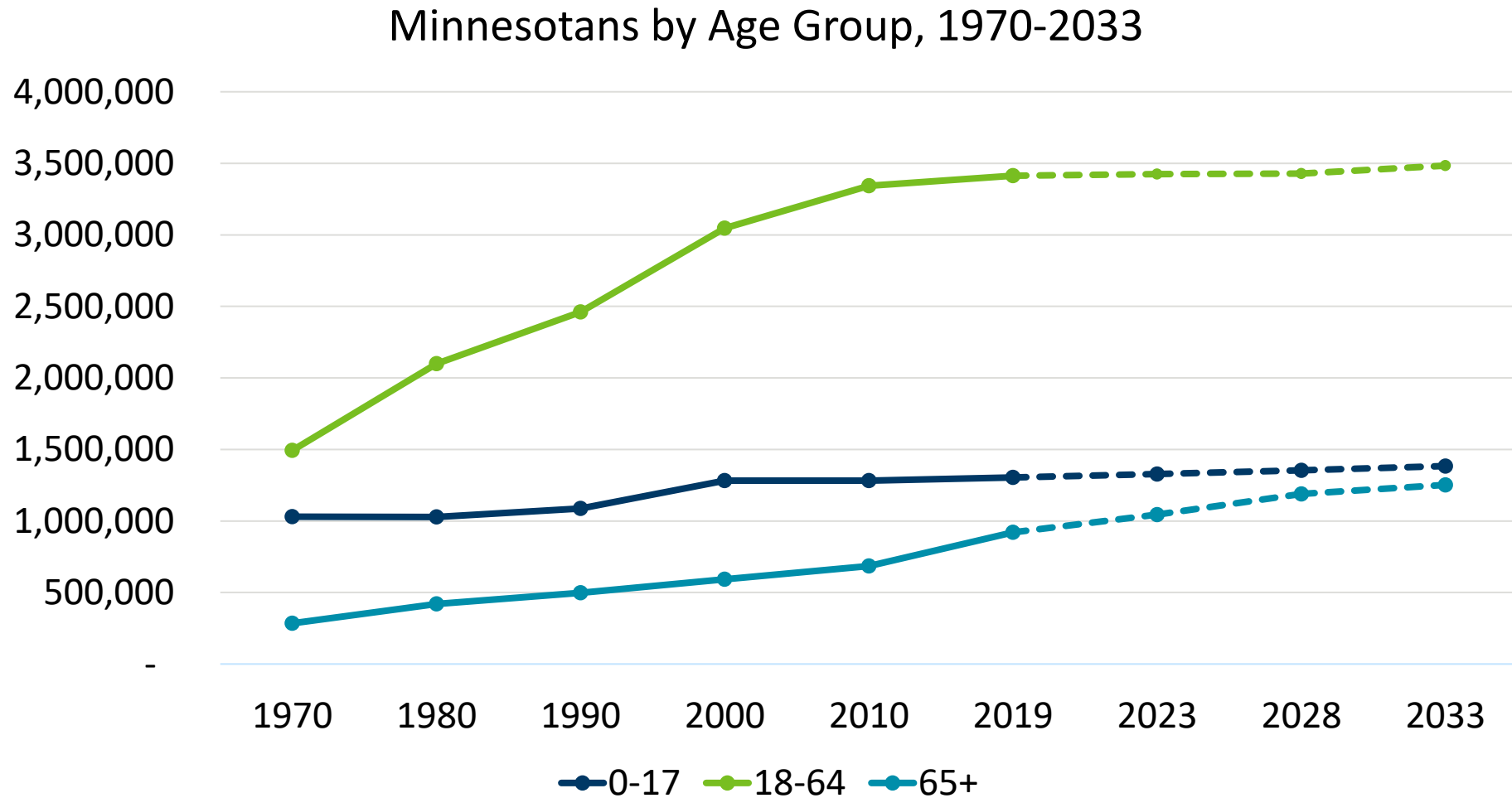
Minnesota 2021



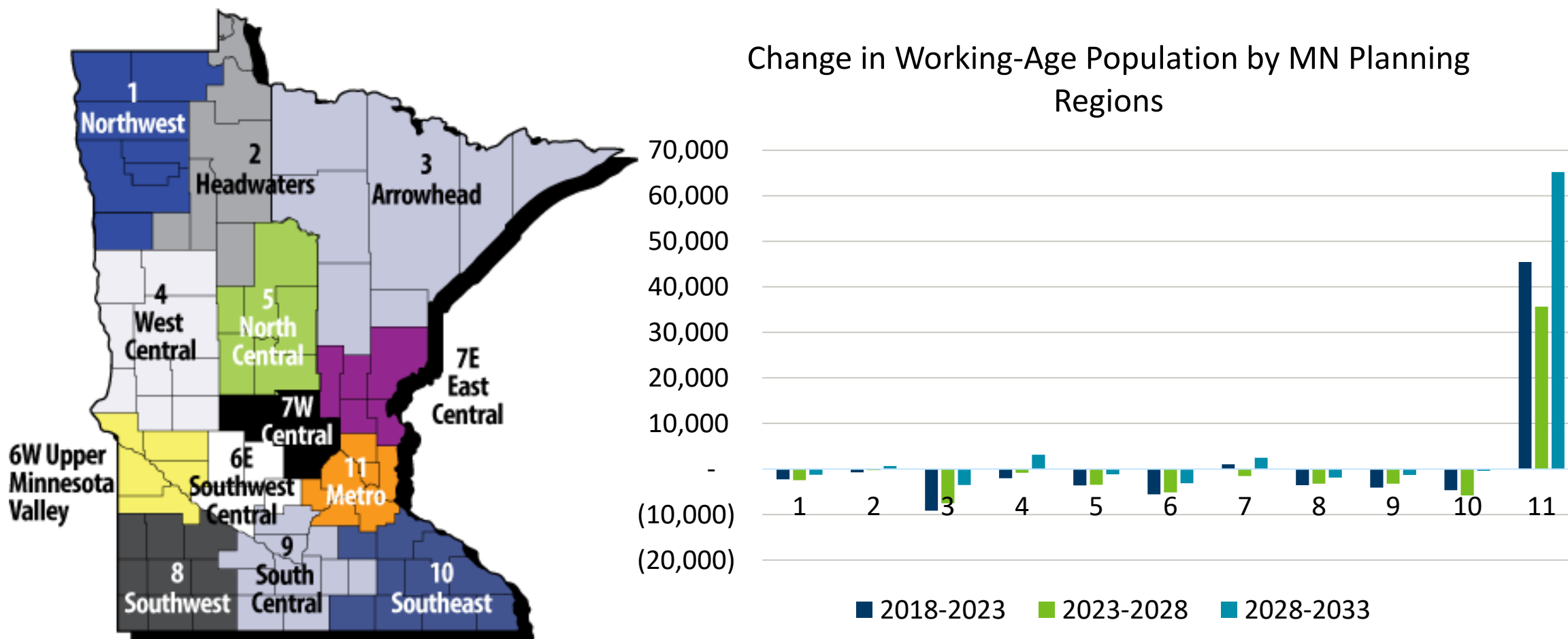
Source: U.S. Census Bureau, Population Estimates Program

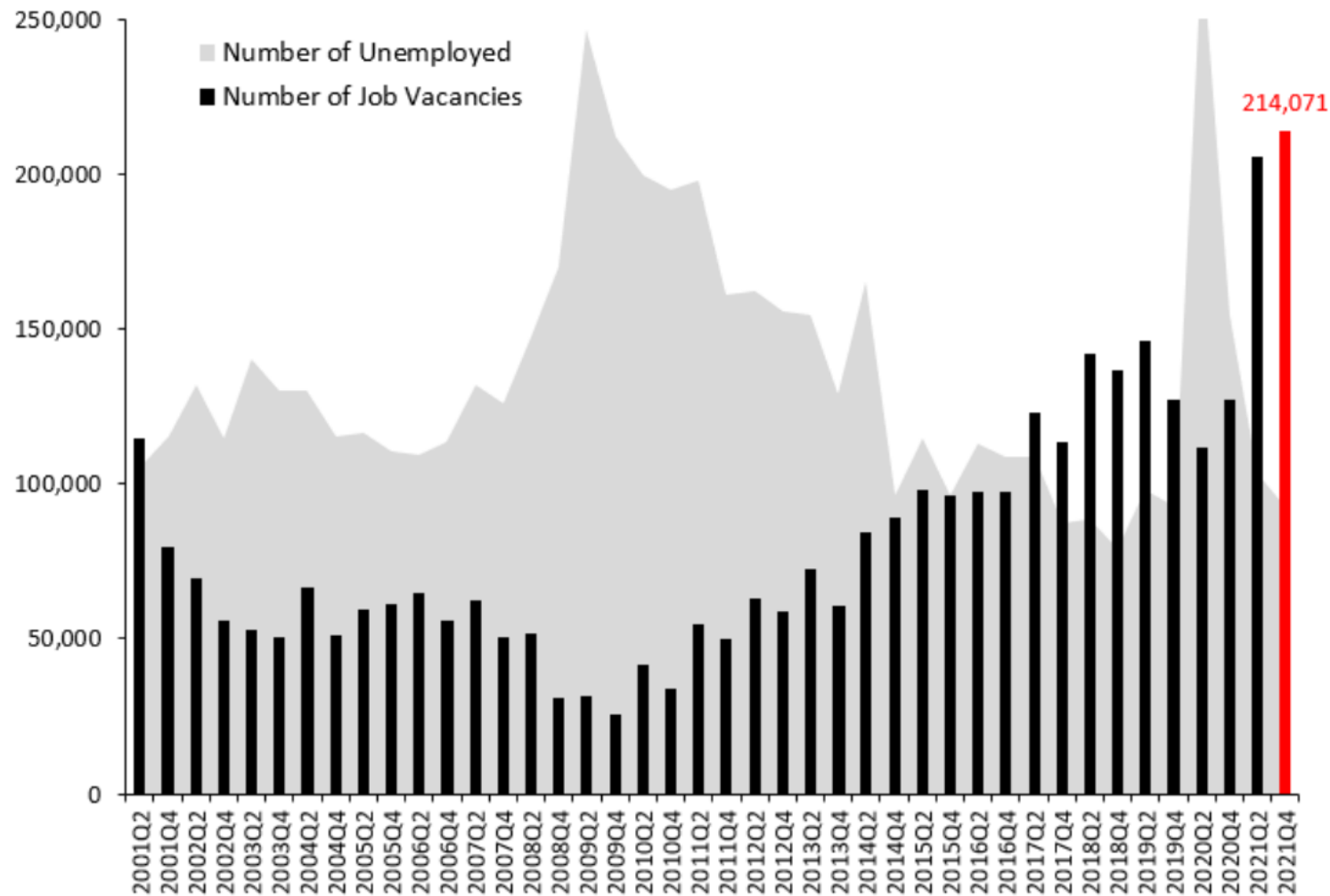
Where are we now?

Where are we going?



Without changes to migration in the coming years, Greater Minnesota regions will see declines in working-age population





Source: MN DEED, Job Vacancy Survey

Jobs are Plentiful.
Workers are in short supply.

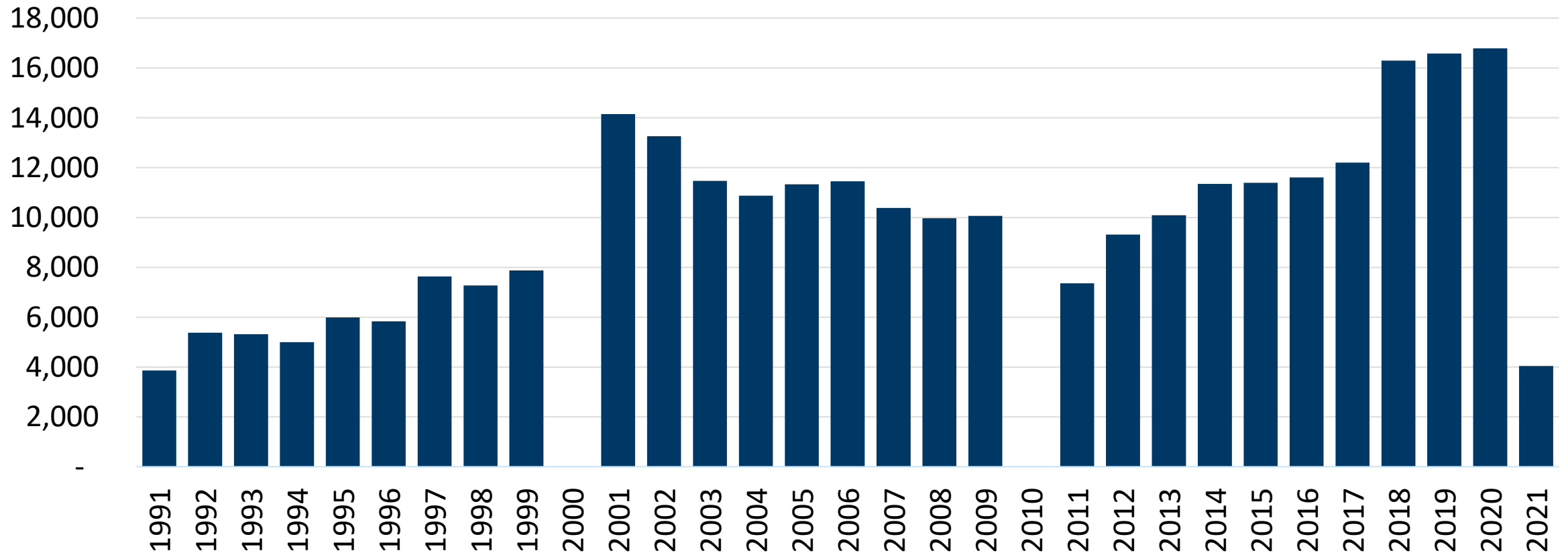
As of November 2022:
215,000 Job Openings
72,000 Unemployed Workers

Where are we now?

	Number of Vacancies	Vacancy Rate	Percent Requiring a certificate or license	Median Wage Offer
Construction Trades Workers	3,468	5%	48%	\$ 23.75
Carpenters	192	1%	28%	\$ 17.35
Construction Laborers	1,394	8%	22%	\$ 23.32
Operating Engineers and Other Construction Equipment	255	3%	81%	\$ 19.94
Electricians	276	3%	52%	\$ 28.21
Painters, Construction and Maintenance	6	0%	35%	\$ 19.80
Plumbers, Pipefitters, and Steamfitters	209	3%	99%	\$ 28.01
Sheet Metal Workers	235	8%	81%	\$ 18.83
Other Construction and Related Workers	423	5%	94%	\$ 19.20

Gains Due to International Migration

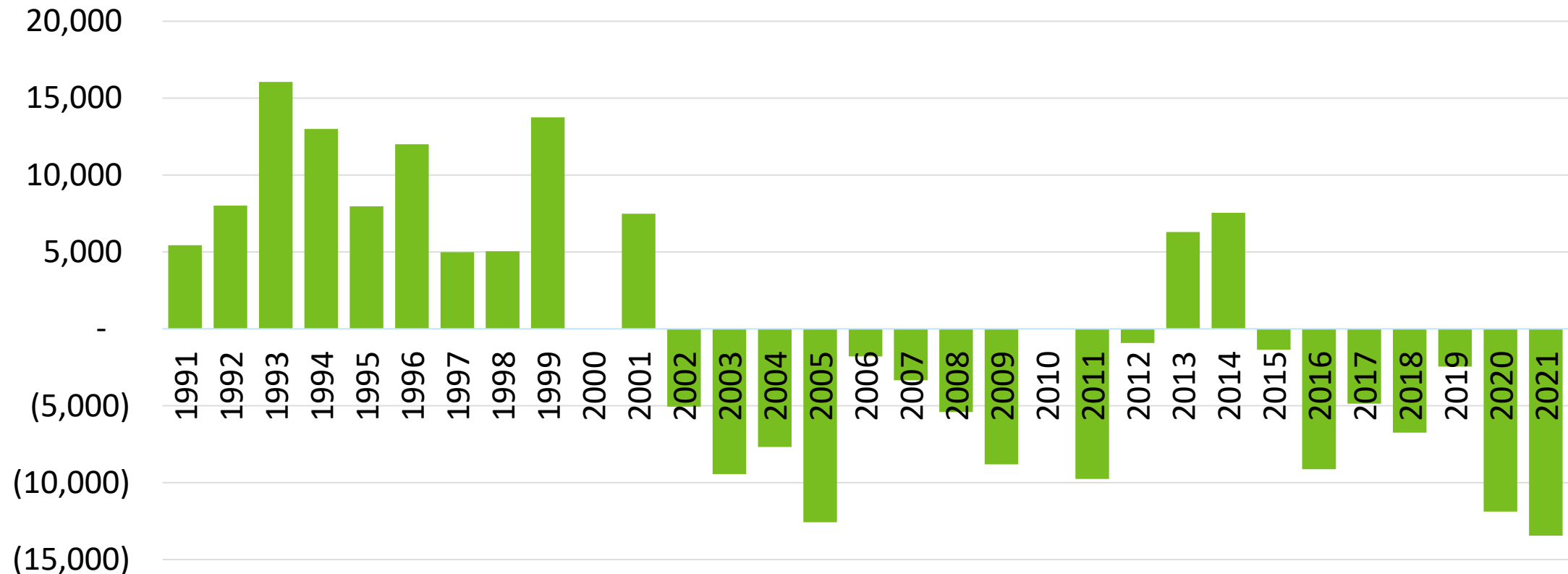
Net International Migration
Minnesota, 1991-2021



Source: U.S. Census Bureau, Population Estimates Program

Minnesota's Gains and Losses Due to Domestic Migration

Net Domestic Migration
Minnesota, 1991-2021



Where do we go from here?

Can Minnesota employers find enough workers to fill 150,000+ jobs?

- **Will the workforce grow to meet demand?** Domestic and international migration would need to change drastically to meet employer needs. Climate change will provide the “push” away from many areas around the globe, can we be ready to receive and integrate a wave of new residents? Birth rates are unlikely to change and would take time to impact workforce growth.
- **Can we bring more people into the workforce?** We have some ability to do this. (Flexible schedules, telework, increased compensation, childcare).
- We currently have about 3.1 million workers in Minnesota. **Can policy help to move the workers that we do have into the very best jobs we have to offer? Can we make our most important jobs the very best?**

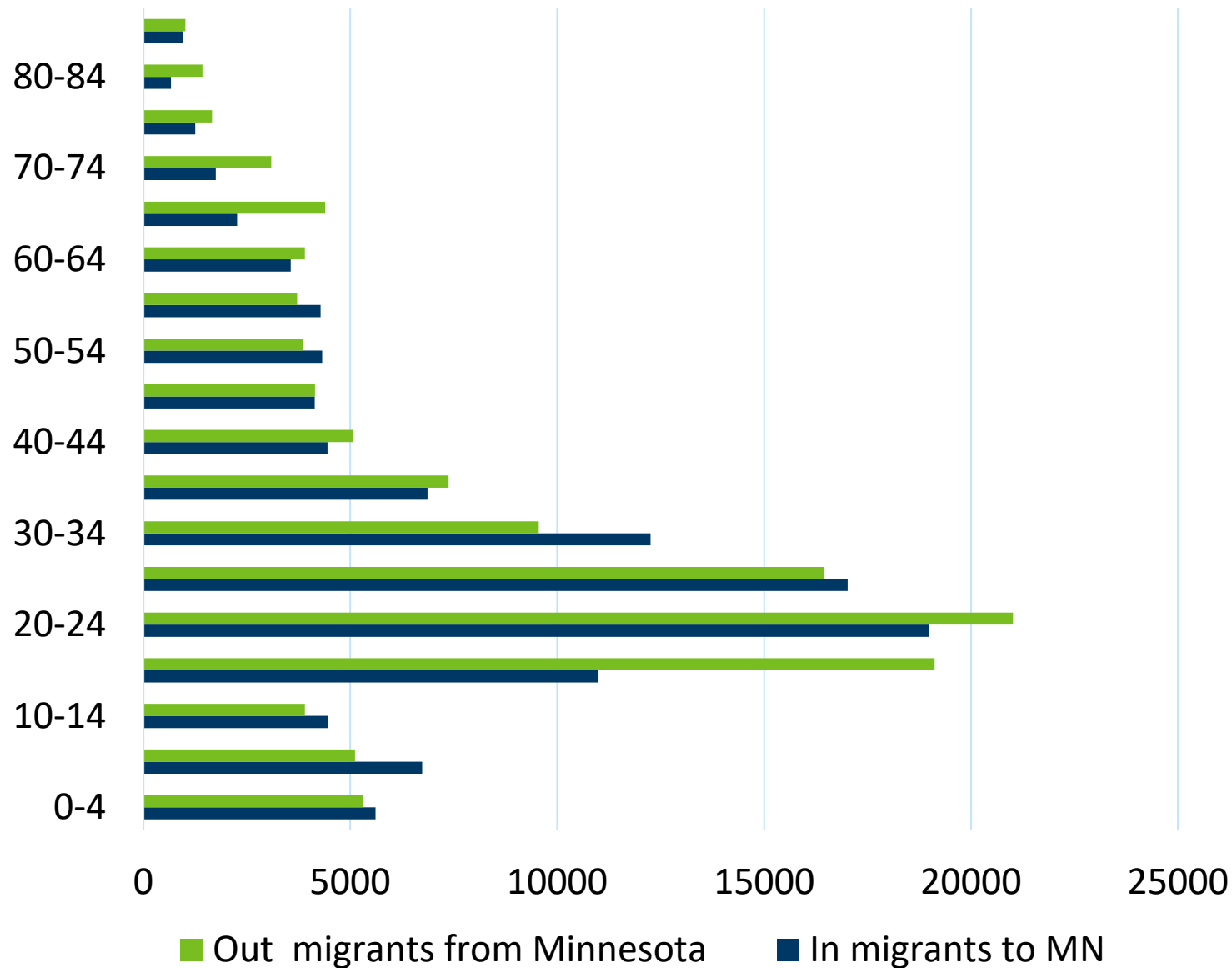
Thank you

Email: susan.brower@state.mn.us

General questions can be directed to: demography.helpline@state.mn.us

Website: mn.gov/demography

Migration to and from Minnesota by Age 2015-2019



Residents in their late teens and early 20s are most likely to move to another state.

Source: ipums.org from U.S. Census Bureau data