



news release

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Greater Mankato Job Numbers Finish the Year Strong

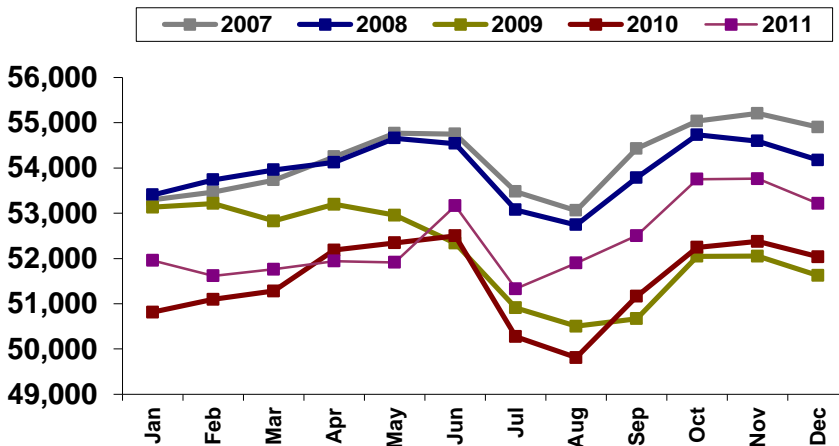
Region had the highest Increase of any Metro in the State in 2011

Mankato, MINN (January 19, 2012) – The Minnesota Department of Employment and Economic Development (DEED) today released job figures for our regional Metropolitan Statistical Area (MSA) that includes Blue Earth and Nicollet counties.

When it comes to judging the economic strength of a region relative to jobs, one of the best sources is **Current Employment Statistics (CES)** data, which measures the number of paid employees in a particular region, excluding self-employment and farm jobs. While job numbers between November and December, 2011 dropped slightly, this loss is the typical trend seen in normal, non-recession years. Year over year job numbers continued strong, with DEED reporting a gain of 1,200 jobs or 2.3%.

Greater Mankato Job History

(Mankato-North Mankato MSA, which includes all of Blue Earth and Nicollet Counties)



Source: CES, Minnesota Department of Employment & Economic Development (DEED)
Compiled by: Greater Mankato Growth, Inc. | greatermankato.com | 507.385.6640 | info@greatermankato.com

Even more promising are the annual job numbers, which revealed a 1.70% increase from 2010 to 2011 - **the highest annual job gain for any MSA in the state.**

2010 to 2011 Year Over Year Job Increases for MN MSAs

Area	Year Over Year Job Increase	Year over Year Job Increase %
Mankato-North Mankato MSA	891	1.70%
Rochester MSA	1,729	1.67%
Minneapolis-St. Paul-Bloomington MSA	13,405	0.79%
Duluth MSA	543	0.42%
St. Cloud MSA	297	0.30%

Source: CES, Minnesota Department of Employment & Economic Development (DEED)
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“This isn’t just good news for the core cities, but the entire region of Blue Earth and Nicollet counties and surrounding communities,” said Greater Mankato Growth President & CEO Jonathan Zierdt. “These latest numbers continue to reaffirm that we have an area that fosters job creation and business success. Assets such as industry diversification, supply chain availability and access to talent make this an ideal environment for business.”

Another measure of area employment is the **Local Area Unemployment Statistics (LAUS)**. LAUS is not as much an indicator of the strength of the business climate, because it measures the total number of people who live in a particular region who are employed, rather than the businesses in the region employing them. Still, LAUS employment numbers continue to look good, with a November regional unemployment rate of 4.0%, a drop from 5.3% in November and the lowest unemployment in the last three years.

About Greater Mankato Growth

Greater Mankato Growth (GMG) is committed to advancing business for a stronger community. As the Chamber of Commerce and Economic Development organization serving the regional marketplace, GMG advances business through: existing business support, new business growth, business promotion, talent development, public affairs, community marketing, visitor attraction and servicing and civic engagement.

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