



news release

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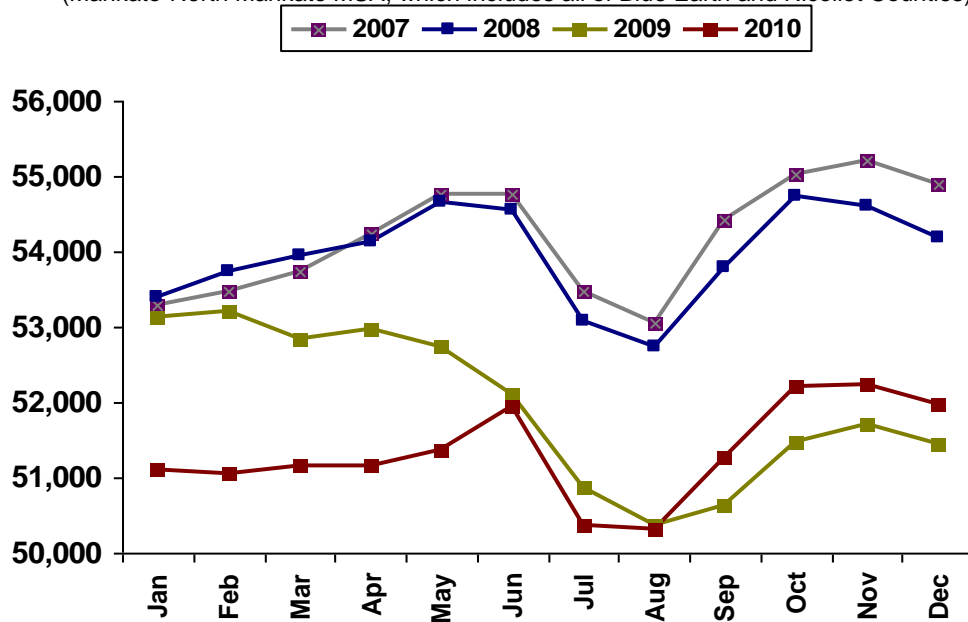
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Greater Mankato Year over Year Job Numbers Rise Fourth Consecutive Month

Mankato, MINN (January 20, 2011) – Both job numbers and unemployment figures continue to paint a positive picture for Greater Mankato, according to the latest report released today by the Minnesota Department of Employment and Economic Development (DEED).

When it comes to judging the economic strength of a particular 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. According to Greater Mankato Growth President & CEO Jonathan Zierdt, the CES job numbers for Greater Mankato are encouraging on two fronts. “First, the job numbers continue to follow the stable trend line seen in pre-recession years. Second, for the past four months job numbers have increased year over year.” Year over year job increases in the last four months of 2010 were 537 (1.04%) in December, 514 (.99%) in November, 773 (1.50%) in October and 618 (1.22%) in September.

Greater Mankato Jobs Four Year 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

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 promising, with the unemployed rate in the region dropping to 5.3% in November, 2010. Also, when compared to other areas of the state and country, Greater Mankato fares well in terms of unemployment (www.positivelyminnesota.com/apps/lmi/laus/Graph.aspx?geog=2721031860&adjust=0).

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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