



news release

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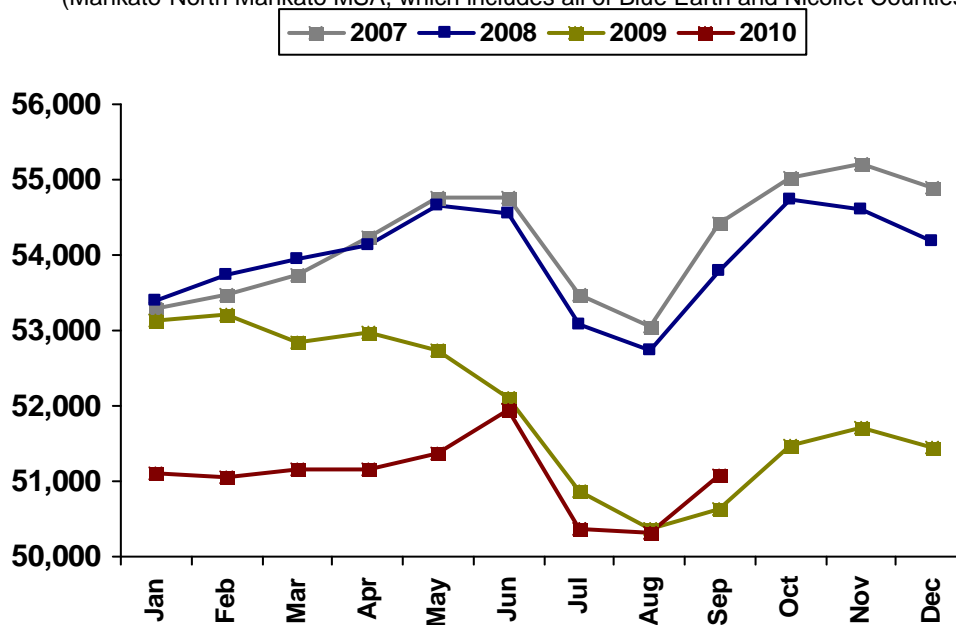
Greater Mankato Job Numbers on the Rise

Mankato, MINN (October 21, 2010) – The Minnesota Department of Employment and Economic Development (DEED) recently released its latest job figures and the news continues to be good for Greater Mankato, with the number of jobs in September, 2010 up .9% from the previous year.

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.

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)
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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 remaining the same at 6.1% for both July and August 2010. Also, when compared to other areas of the state and country, Greater Mankato fares quite well in terms of low unemployment (for detailed comparisons visit <http://www.positivelyminnesota.com/apps/lmi/laus/Graph.aspx?geog=2721031860&adjust=0>).

“While the Greater Mankato region has been impacted economically by the national recession, because of our region’s economic diversity and relative stability, the length and severity of job loss appears to have been less than in other area’s of the country,” said Zierdt.

#### **About Greater Mankato Growth**

Greater Mankato Growth (GMG) is committed to advancing business for a stronger community through existing business support, new business growth, business promotion, talent development, public affairs, community marketing, visitor attraction & servicing and civic engagement.

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