

Nursing Assistants*

in Minneapolis-St. Paul-Bloomington, MN-WI

*Job titles used in government data sources are slightly different from the one you've chosen. This report uses data from the closest matching official classifications (listed below) as a proxy for Nursing Assistants data.

Nursing Assistants

Workforce Development Board of Central Ohio



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What is Emsi Data?

Emsi data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumes, and job postings to give you a complete view of the workforce.

Emsi data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

The Atlantic

Forbes

**Harvard
Business
Review**

*The
New York
Times*

WSJ

 **USA
TODAY**

Report Parameters

1 Job Title

Nursing Assistants

1 MSA

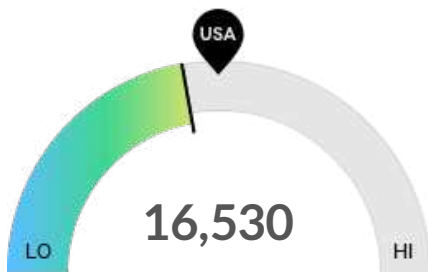
33460 Minneapolis-St. Paul-Bloomington, MN-WI

The information in this report pertains to the chosen job title and geographical area.



Executive Summary

Aggressive Hiring Competition Over a Thin Supply of Regional Talent



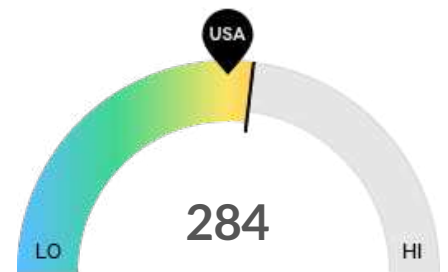
Supply (Jobs)

Minneapolis-St. Paul-Bloomington, MN-WI is not a hotspot for this kind of talent. The national average for an area this size is 19,502* employees, while there are 16,530 here.



Compensation

The cost for talent is high in Minneapolis-St. Paul-Bloomington, MN-WI. The national median salary for Nursing Assistants is \$26,582, while you'll pay \$32,178 here.



Demand (Job Postings)

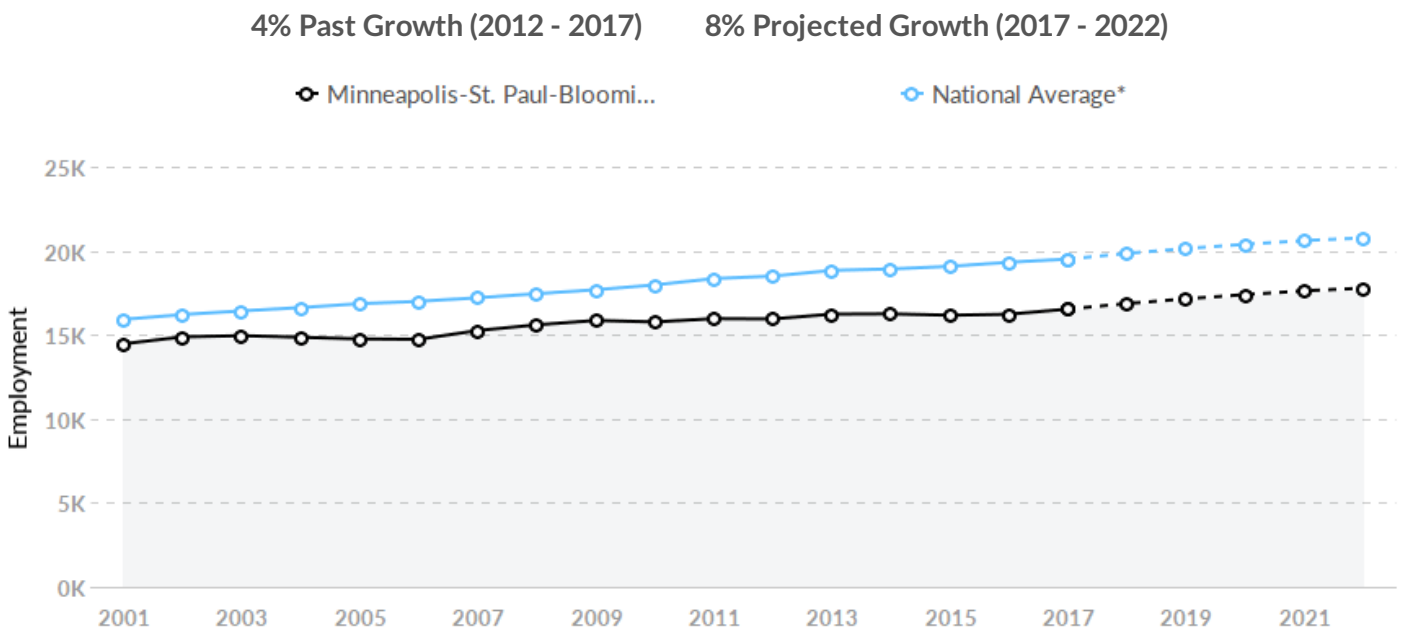
Competition from online job postings is high in Minneapolis-St. Paul-Bloomington, MN-WI. The national average for an area this size is 255* job postings/mo, while there are 284 here.

*National average values are derived by taking the national value for Nursing Assistants and scaling it down to account for the difference in overall workforce size between the nation and Minneapolis-St. Paul-Bloomington, MN-WI. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

Supply Is Lower Than the National Average

The regional vs. national average employment helps you understand if the supply of Nursing Assistants is a strength or weakness for Minneapolis-St. Paul-Bloomington, MN-WI, and how it is changing relative to the nation. An average area of this size would have 19,501* employees, while there are 16,530 here. This lower than expected supply may make it more difficult to find candidates. The gap between expected and actual employment is expected to remain roughly the same over the next 5 years.



*National average values are derived by taking the national value for Nursing Assistants and scaling it down to account for the difference in overall workforce size between the nation and Minneapolis-St. Paul-Bloomington, MN-WI. In other words, the values represent the national average adjusted for region size.

Most Talent is Found in the Nursing Care Facilities (Skilled Nursing Facilities) Sector

The Nursing Care Facilities (Skilled Nursing Facilities) industry sector employs 46% of all Nursing Assistants. Runners up are General Medical and Surgical Hospitals (22%), and Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly (10%).

Supply (Jobs) - Cont.

Place of Work vs Place of Residence

Understanding where talent in Minneapolis-St. Paul-Bloomington, MN-WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

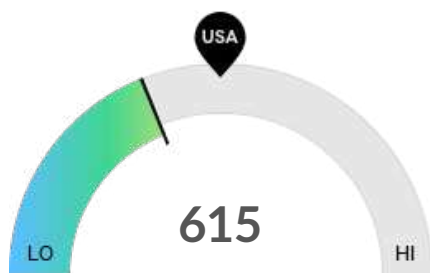
ZIP	Name	2017 Employment
55102	Saint Paul, MN (in Ram...	662
55404	Minneapolis, MN (in H...	550
55112	Saint Paul, MN (in Ram...	498
55426	Minneapolis, MN (in H...	494
55422	Minneapolis, MN (in H...	439

Where Talent Lives

ZIP	Name	2017 Workers
55102	Saint Paul, MN (in Ram...	662
55404	Minneapolis, MN (in H...	550
55112	Saint Paul, MN (in Ram...	498
55426	Minneapolis, MN (in H...	494
55422	Minneapolis, MN (in H...	439

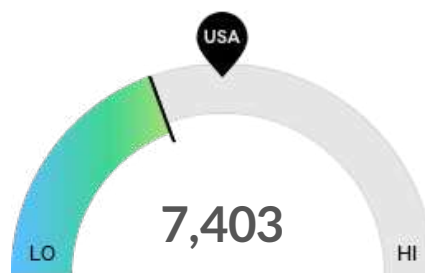
Supply (Jobs) - Cont.

Retirement Risk Is Low, While Overall Diversity Is Low



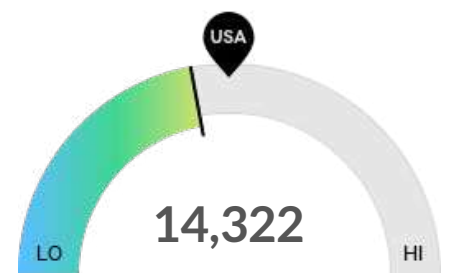
Retiring Soon

Retirement risk is low in Minneapolis-St. Paul-Bloomington, MN-WI. The national average for an area this size is 899* employees 65 or older, while there are 615 here.



Racial Diversity

Racial diversity is low in Minneapolis-St. Paul-Bloomington, MN-WI. The national average for an area this size is 10,455* racially diverse employees, while there are 7,403 here.



Gender Diversity

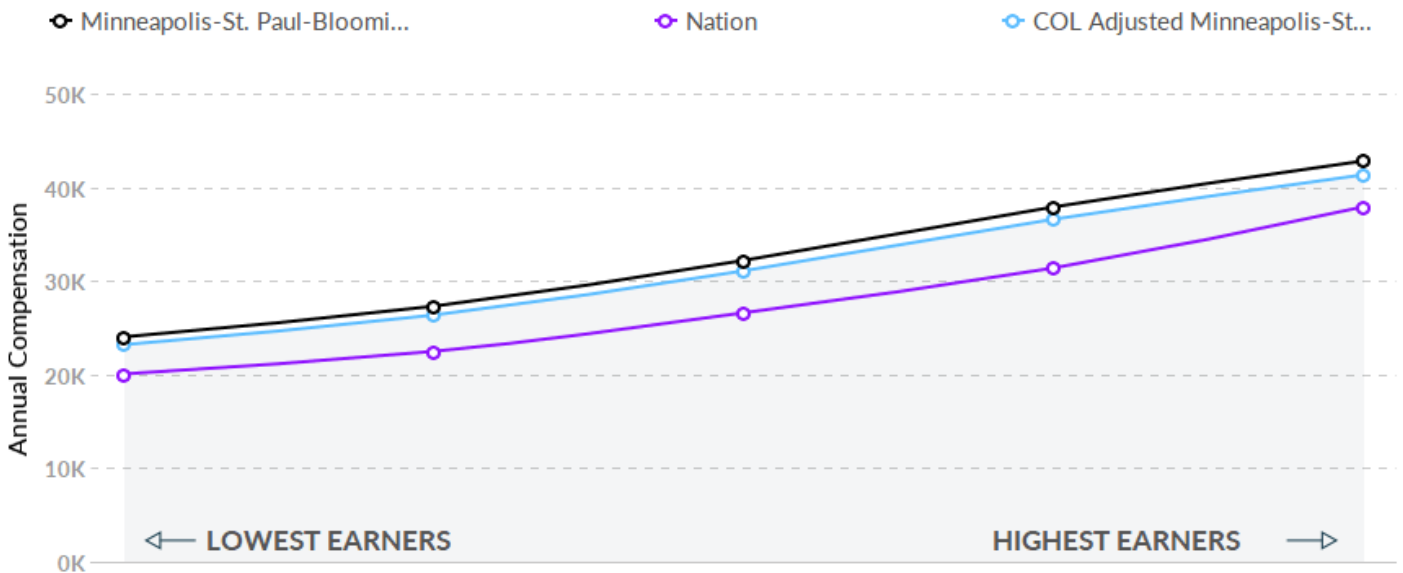
Gender diversity is low in Minneapolis-St. Paul-Bloomington, MN-WI. The national average for an area this size is 17,050* female employees, while there are 14,322 here.

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Compensation

Talent Is 21% More Expensive, While the Cost of Living Should Make Attraction Easier

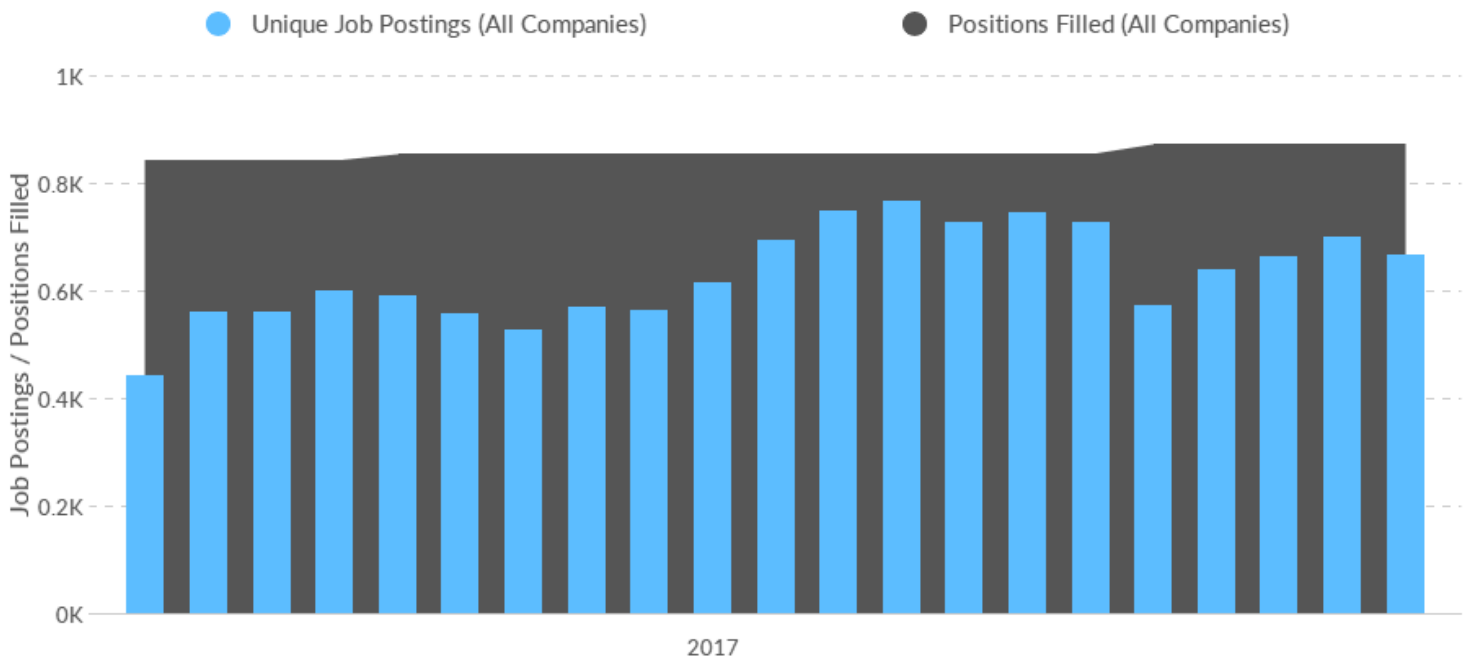
In 2016, the median compensation for Nursing Assistants in Minneapolis-St. Paul-Bloomington, MN-WI is \$32,178. Based on the national median wage of \$26,582 for this position, this means you will spend about 21% more to employ Nursing Assistants here. However, their actual purchasing power will be 17% greater than the national median when we adjust for regional cost of living (which is 4% higher than average). This may make it easier to attract talent to the region at this price.



Demand (Job Postings)

For Every 689 Unique Job Postings, 864 Positions Are Filled

If there is a gap between unique job postings and positions filled, it may indicate unmet demand for Nursing Assistants. In the average month over the last 12 months, there were 689 unique job postings for Nursing Assistants, while 864 positions were filled. In this case, the positions filled outnumber the postings. This could indicate a lack of demand, but it could also be due to the type of occupation. Some occupations (usually skilled trades) do not customarily post jobs online, and are therefore underrepresented by the postings.



Demand (Job Postings) - Cont.

359 Companies Are Competing for Talent





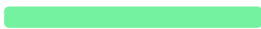

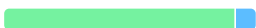













In the last 12 months, 359 companies in Minneapolis-St. Paul-Bloomington, MN-WI competed to hire Nursing Assistants. The top 10 competitors and their job posting activity are listed below. Higher ratios of total postings to unique postings may suggest more intense hiring activity, as companies go to greater lengths to fill those positions.

Company	Total/Unique Job Postings (Jun 2017 - May 2018)	Posting Intensity	Unique Postings Trend (Jun 2017 - May 2018)
[Unknown]	974 / 333	3 : 1	
Monarch Healthcare Inc	1,155 / 196	6 : 1	
Fresenius Medical Care	650 / 138	5 : 1	
Allina Medical Clinic - Nicollet Mall	1,533 / 119	13 : 1	
Augustana Care	312 / 118	3 : 1	
Fairview Health Services	795 / 118	7 : 1	
Evangelical Lutheran Good Samaritan Society	542 / 110	5 : 1	
Elim Care, Inc.	691 / 104	7 : 1	
Maxim Staffing Solutions	307 / 83	4 : 1	
Brookdale Senior Living	389 / 67	6 : 1	

Graduate Pipeline

13 Schools Are Producing Graduates

Over the last 5 years, 13 schools in Minneapolis-St. Paul-Bloomington, MN-WI produced graduates relevant to Nursing Assistants. The top 10 schools are listed below. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide programs.

School	Relevant Graduates (2017)	Graduate Trend (2013 - 2017)
Saint Paul College	165 	
Anoka Technical College	156 	
Minneapolis Community and Technical College	130 	
Century College	126 	
Walden University	125 	
Dakota County Technical College	117 	
Normandale Community College	73 	
Inver Hills Community College	43 	
Hennepin Technical College	28 	
Anoka-Ramsey Community College	8 	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher