



INDUSTRY FACTS

14K

OPEN JOBS IN NORTH
DAKOTA

ONLY **22%**
OF U.S. RESIDENTS
SURVEYED ARE
FAMILIAR WITH ND

68%
OF U.S. RESIDENTS
SURVEYED WOULD
CONSIDER ND



FIND THE GOOD LIFE

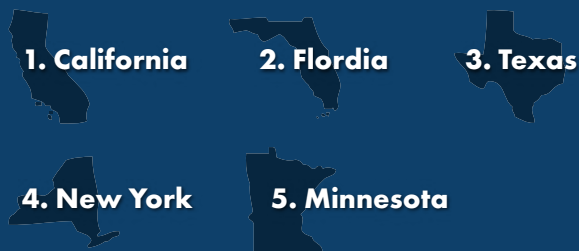
The North Dakota Department of Commerce has implemented the Find the Good Life national talent attraction program. The purpose is to improve awareness and showcase the best of life in North Dakota, with the ultimate goal of motivating jobseekers and families to discover their journey to the state.

National media targets the personas: boomerangs, young families, recent college graduates, and veterans, aiming to drive traffic to the refreshed findthegoodlife.com website. The website includes a relocation help desk that provides a personalized relocation assistance service for prospective residents. The service begins with a series of questions that includes basic information pertaining to relocation such as career goals, hobbies, and interest in specific areas of North Dakota. This information issued to connect leads to more than 80 Community Champions who assist with details and resources for their community.

This first-of-its-kind state program ushers potential workers through the pipeline and connects them to communities and employers that fit their long-term needs. Find the Good Life is available to collaborate with communities and employers to leverage the state and their local talent attraction initiatives.

2023 RESULTS

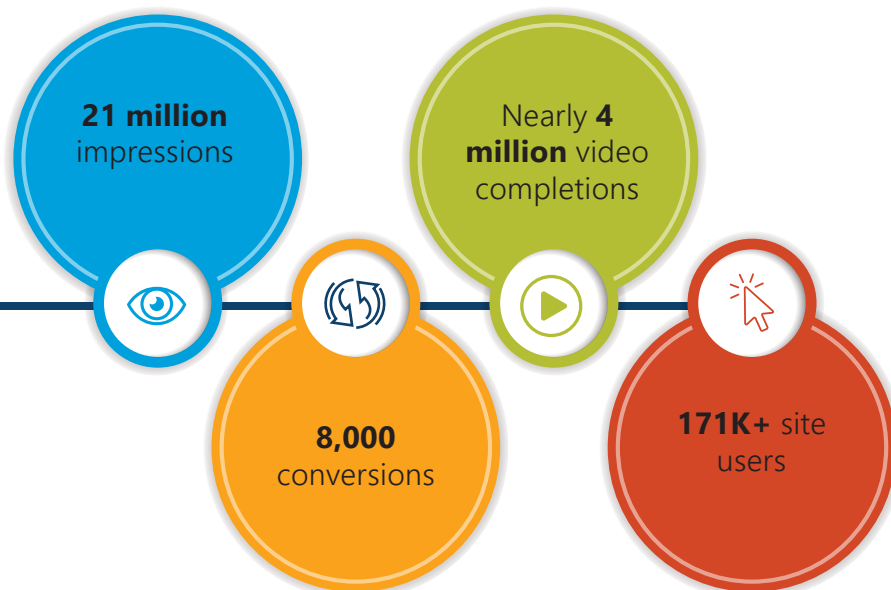
Top States



Top Industries

Health Care	Manufacturing
Skilled Trades	Education
Sales and Marketing	Transportation

MARKETING CAMPAIGN HAS DELIVERED



TOP 5 DESIRED NORTH DAKOTA CITIES

- 1 No preference/open to any
- 2 Fargo/West Fargo
- 3 Bismarck
- 4 Minot
- 5 Jamestown

TIMELINE IN RELOCATING TO NORTH DAKOTA

Q: What is your desired timeline to move?

