

Southeast Minnesota: Freeborn-Mower, MiEnergy & People's Energy Service Territories (Dodge, Faribault, Fillmore, Freeborn, Houston, Mower, Olmsted, Steele, Wabasha & Winona Counties) (Report provided courtesy of the 7 Rivers Alliance)

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Economy Overview

409,825

Population (2018)

Population **grew by 7,406** over the last 5 years and is projected to **grow by 6,750** over the next 5 years.

220,408

Jobs (2018)

Jobs **grew by 4,676** over the last 5 years and are projected to **grow by 6,290** over the next 5 years.

\$59.6K

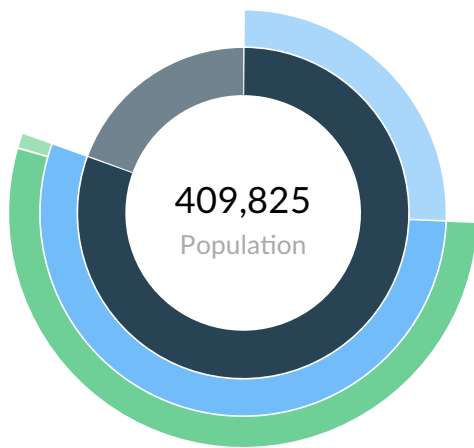
Avg. Earnings Per Job (2018)

Regional average earnings per job are **\$5.6K below** the national average earnings of \$65.1K per job.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	409,825	225,108	220,408	101.3	\$21.63B	\$27.61B	\$25.89B
State	5,610,460	3,084,914	3,167,293	102.0	\$363.10B	\$253.56B	\$300.88B
Nation	328,038,851	162,722,799	162,139,168	100.0	\$19.94T	\$0	\$8.59T

Economy Overview - Cont.

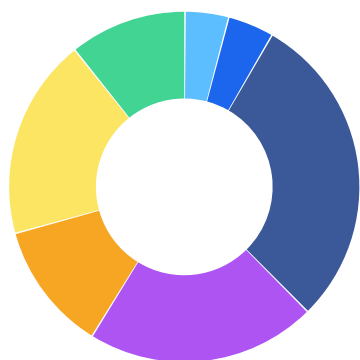
2018 Labor Force Breakdown



	Population
● Total Working Age Population	329,839
● Not in Labor Force (15+)	104,731
● Labor Force	225,108
● Employed	220,658
● Unemployed	4,450
● Under 15	79,986

Educational Attainment

Concerning educational attainment, **18.6% of the selected regions' residents possess a Bachelor's Degree** (the same as the national average), and **11.9% hold an Associate's Degree** (3.9% above the national average).

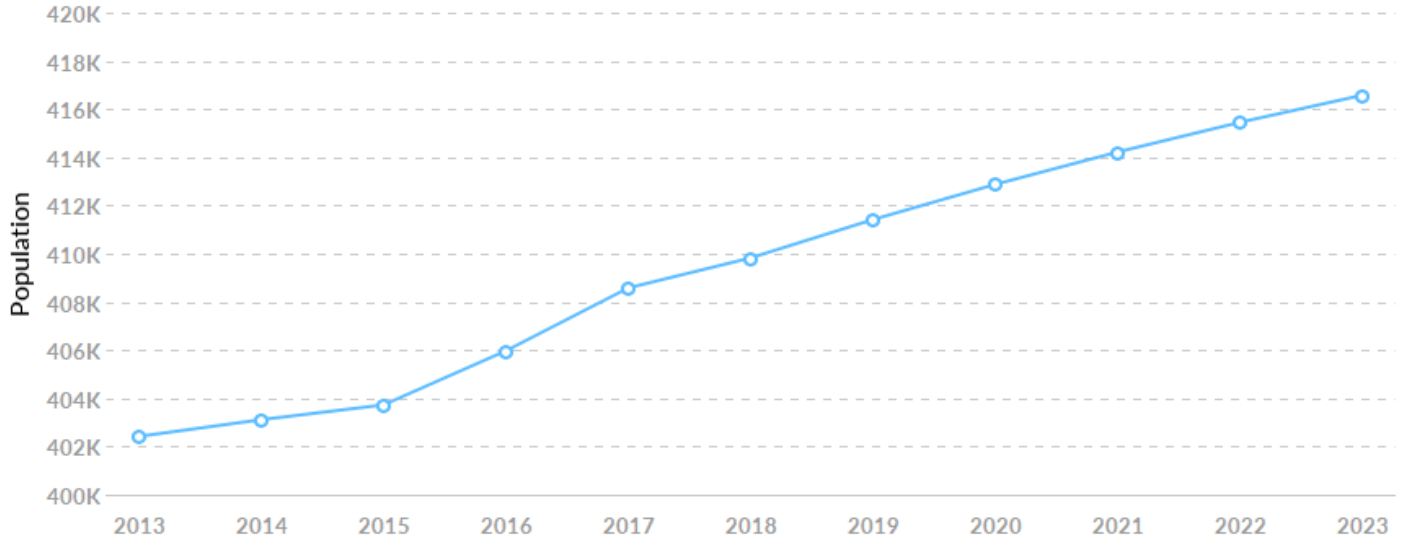


	% of Population	Population
● Less Than 9th Grade	4.0%	11,158
● 9th Grade to 12th Grade	4.3%	11,788
● High School Diploma	29.2%	81,047
● Some College	21.2%	58,815
● Associate's Degree	11.9%	33,017
● Bachelor's Degree	18.6%	51,428
● Graduate Degree and Higher	10.8%	29,940

Historic & Projected Trends

Population Trends

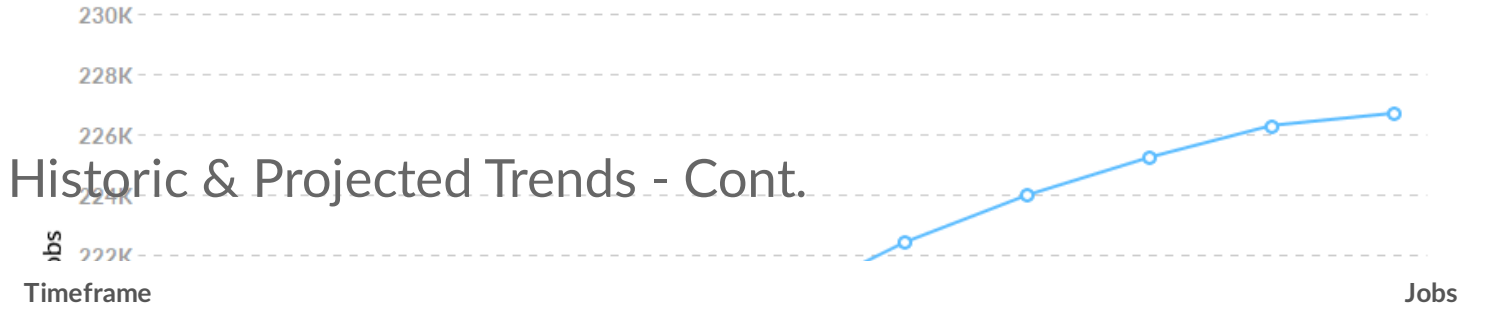
As of 2018 the region's population **increased by 1.8%** since 2013, growing by 7,406. Population is expected to **increase by 1.6%** between 2018 and 2023, adding 6,750.



Timeframe	Population
2013	402,419
2014	403,113
2015	403,726
2016	405,971
2017	408,578
2018	409,825
2019	411,414
2020	412,876
2021	414,218
2022	415,450
2023	416,575

Job Trends

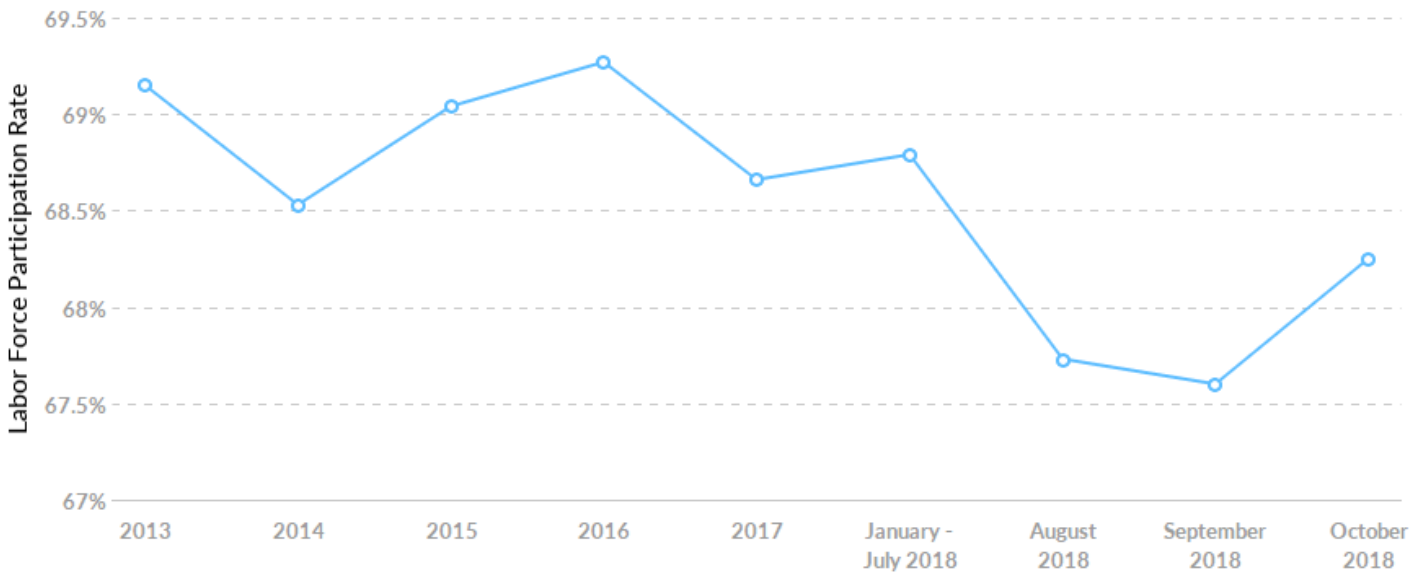
From 2013 to 2018, jobs **increased by 2.2%** in Southeast Minnesota: Freeborn-Mower, MiEnergy & People's Energy Service Territories (Dodge, Faribault, Fillmore, Freeborn, Houston, Mower, Olmsted, Steele, Wabasha & Winona Counties) (Report provided courtesy of the 7 Rivers Alliance) from 215,732 to **220,408**. This change **fell short of the national growth rate of 7.8% by 5.6%**.



Timeframe	Jobs
2013	215,732
2014	215,936
2015	217,162
2016	219,436
2017	219,677
2018	220,408
2019	222,416
2020	223,980
2021	225,235
2022	226,291
2023	226,698

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

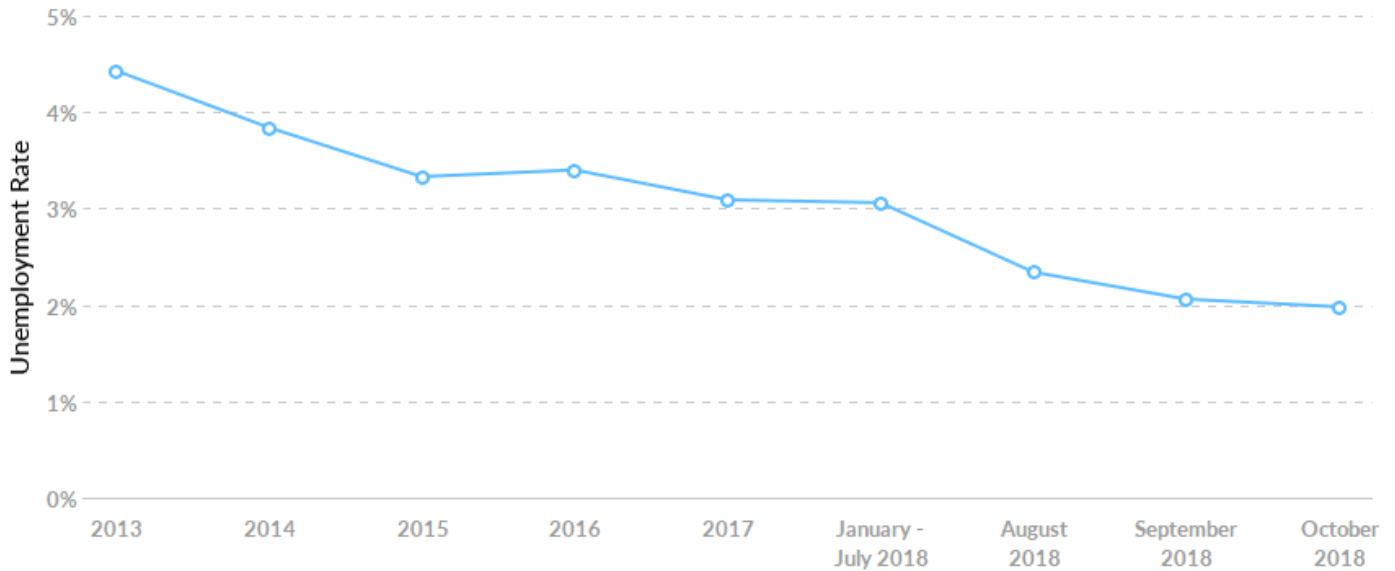


Timeframe	Labor Force Participation Rate
2013	69.15%
2014	68.53%
2015	69.04%
2016	69.27%
2017	68.66%
January - July 2018	68.79%
August 2018	67.73%
September 2018	67.60%
October 2018	68.25%

Historic & Projected Trends - Cont.

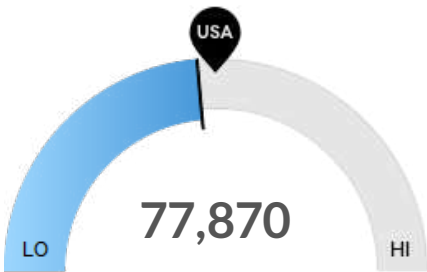
Unemployment Rate Trends

Your areas had an October 2018 unemployment rate of 1.98%, **decreasing from 4.43%** 5 years before.



Timeframe	Unemployment Rate
2013	4.43%
2014	3.84%
2015	3.33%
2016	3.40%
2017	3.09%
January - July 2018	3.06%
August 2018	2.34%
September 2018	2.06%
October 2018	1.98%

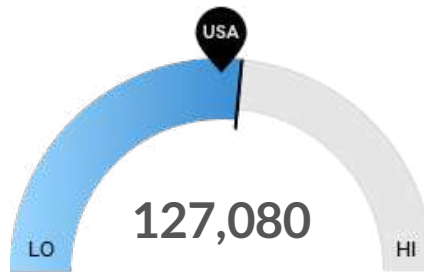
Population Characteristics



77,870

Millennials

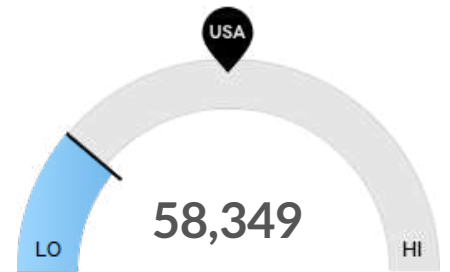
Your area has 77,870 millennials (ages 20-34). The national average for an area this size is 84,623.



127,080

Retiring Soon

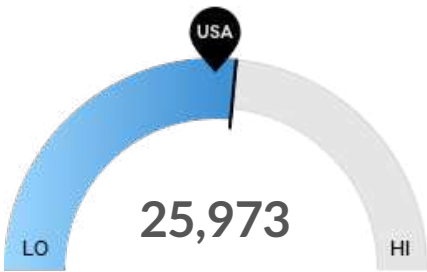
Retirement risk is about average in your area. The national average for an area this size is 116,475 people 55 or older, while there are 127,080 here.



58,349

Racial Diversity

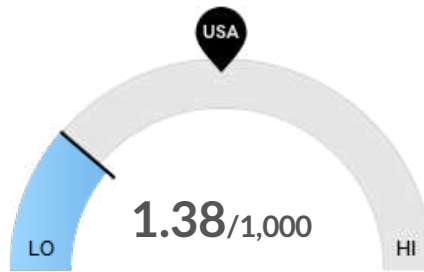
Racial diversity is low in your area. The national average for an area this size is 160,456 racially diverse people, while there are 58,349 here.



25,973

Veterans

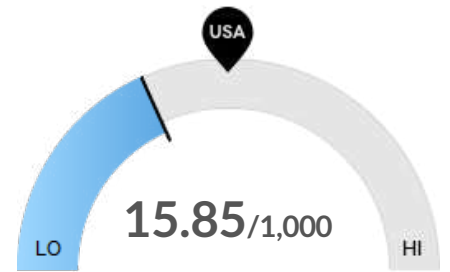
Your area has 25,973 veterans. The national average for an area this size is 23,757.



1.38/1,000

Violent Crime

Your area has 1.38 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



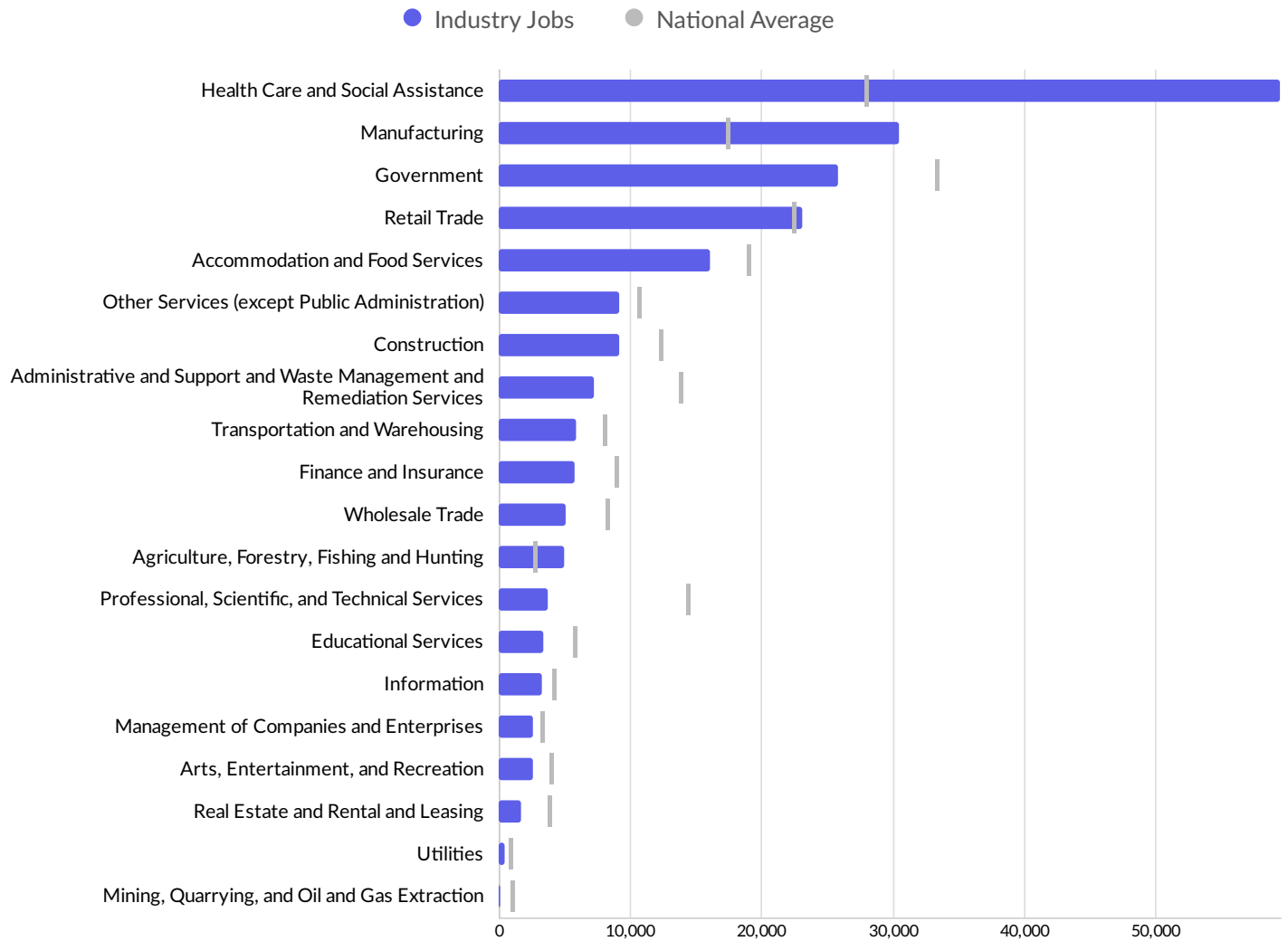
15.85/1,000

Property Crime

Your area has 15.85 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

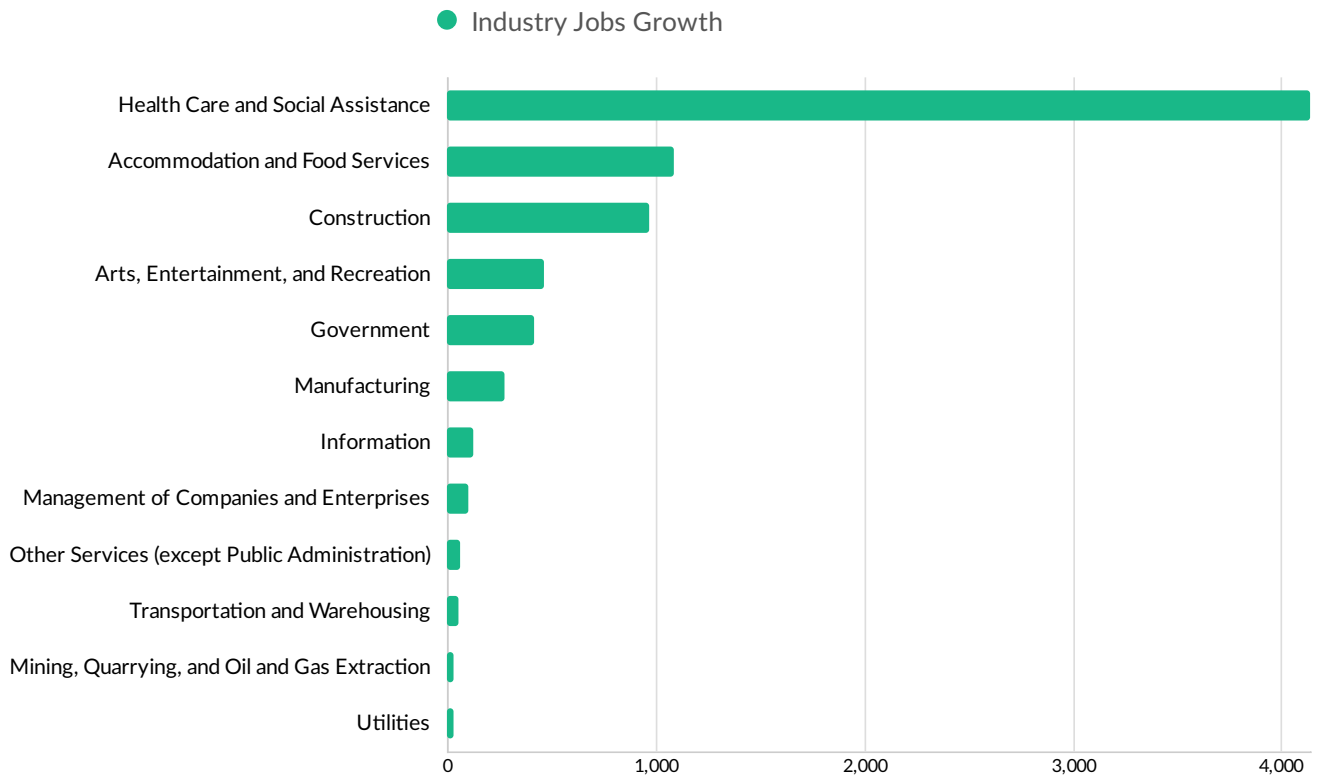
Industry Characteristics

Largest Industries



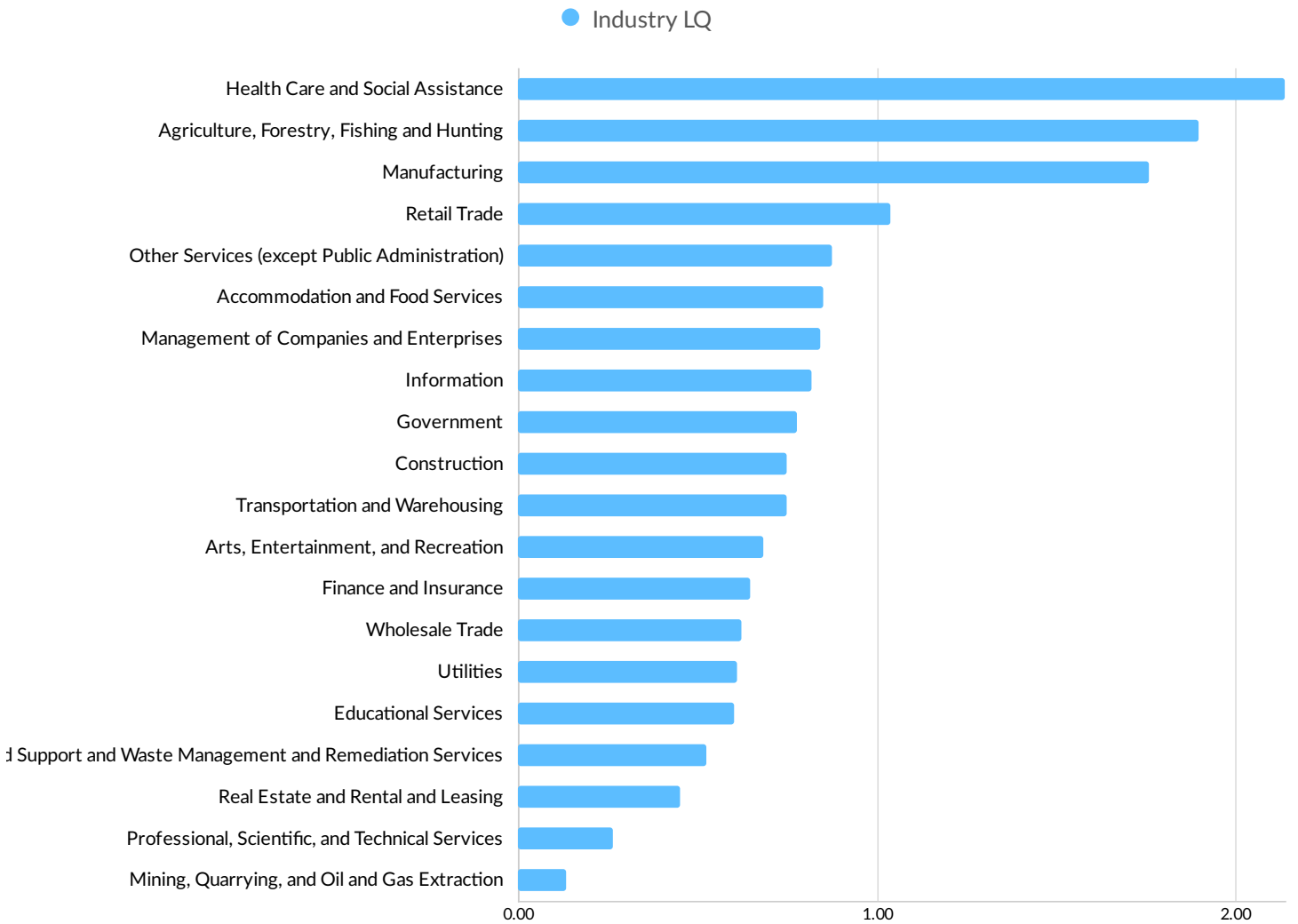
Industry Characteristics - Cont.

Top Growing Industries



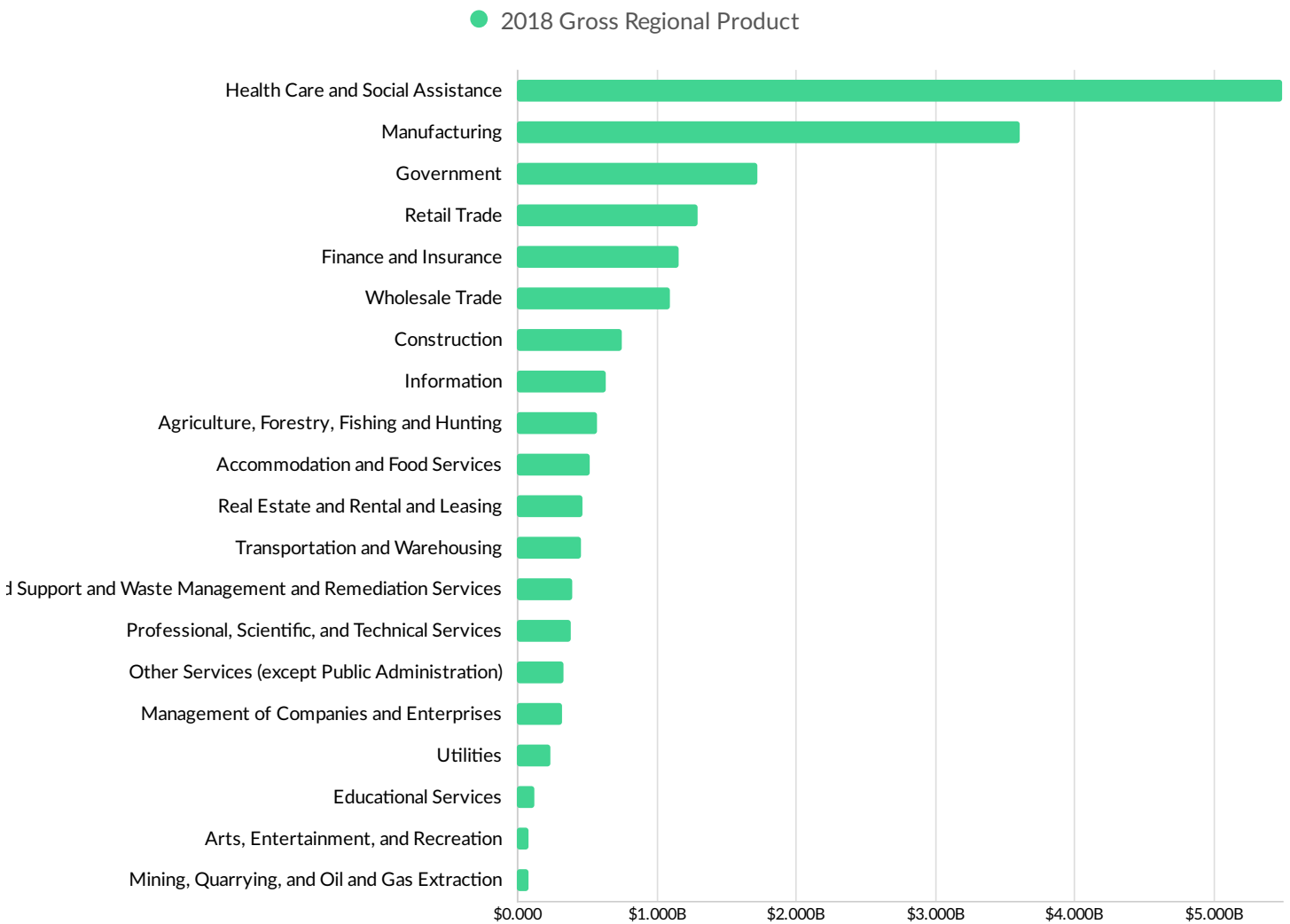
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

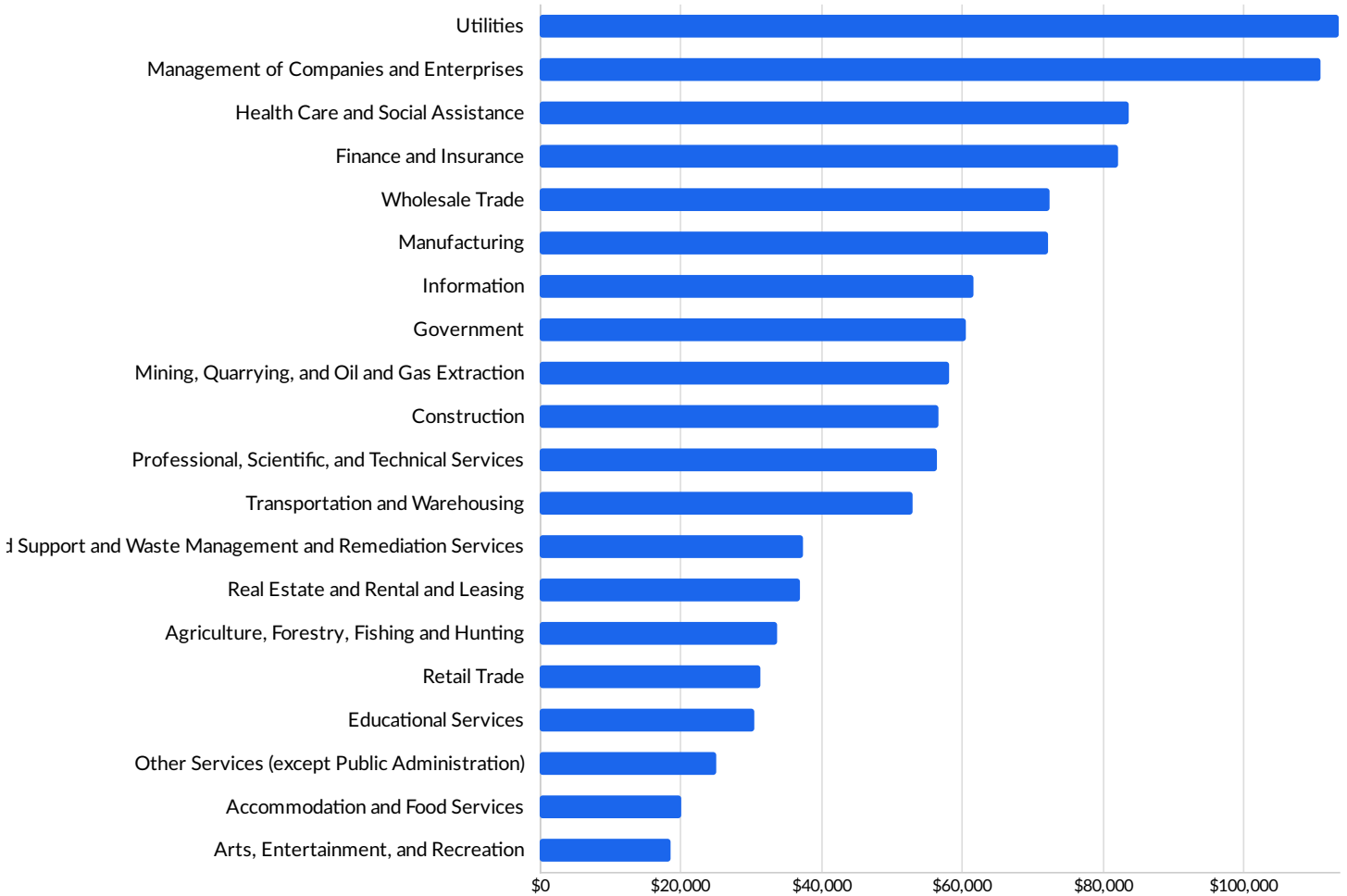
Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings

● 2018 Earnings Per Worker



Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Health Care and Social Assistance	55,399	59,538	4,139	+7%	2.14	\$83,729	\$5.49B
Manufacturing	30,251	30,530	279	+1%	1.76	\$72,152	\$3.61B
Government	25,453	25,874	421	+2%	0.78	\$60,484	\$1.73B
Retail Trade	23,427	23,185	-242	-1%	1.04	\$31,359	\$1.29B
Accommodation and Food Services	14,987	16,077	1,090	+7%	0.85	\$20,139	\$520.42M
Other Services (except Public Administration)	9,112	9,176	64	+1%	0.87	\$25,178	\$333.31M
Construction	8,158	9,131	973	+12%	0.75	\$56,622	\$752.79M
Administrative and Support and Waste Management and Remediation Services	8,943	7,210	-1,733	-19%	0.52	\$37,445	\$394.96M
Transportation and Warehousing	5,849	5,904	55	+1%	0.75	\$52,999	\$456.31M
Finance and Insurance	5,928	5,758	-170	-3%	0.65	\$82,247	\$1.16B
Wholesale Trade	5,391	5,079	-312	-6%	0.62	\$72,502	\$1.10B
Agriculture, Forestry, Fishing and Hunting	5,468	4,939	-529	-10%	1.90	\$33,693	\$577.27M
Professional, Scientific, and Technical Services	3,801	3,769	-32	-1%	0.26	\$56,343	\$389.28M
Educational Services	3,501	3,411	-90	-3%	0.60	\$30,570	\$128.91M
Information	3,180	3,308	128	+4%	0.82	\$61,544	\$635.50M
Management of Companies and Enterprises	2,545	2,649	104	+4%	0.84	\$110,947	\$326.07M
Arts, Entertainment, and Recreation	2,143	2,608	465	+22%	0.68	\$18,650	\$88.89M
Real Estate and Rental and Leasing	1,675	1,672	-3	0%	0.45	\$36,969	\$471.35M
Utilities	435	465	30	+7%	0.61	\$113,535	\$236.39M





















Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Mining, Quarrying, and Oil and Gas Extraction	88	122	34	+39%	0.14	\$58,281	\$80.19M

Business Characteristics

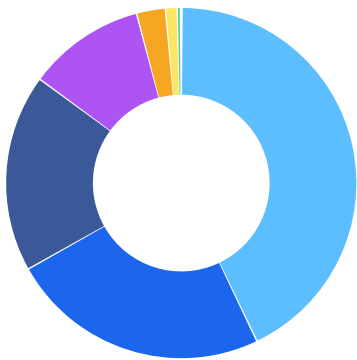
14,927 Companies Employ Your Workers

Online profiles for your workers mention 14,927 companies as employers, with the top 10 appearing below. In the last 12 months, 5,117 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	13,810 	Mayo Clinic	6,654 
International Business Machine...	1,989 	CRST International, Inc.	4,636 
Hormel Foods Corporation	635 	Ashley Furniture Industries, Inc.	1,934 
Rochester Public Schools	601 	Koch Trucking, Inc.	1,641 
Winona State University	469 	Teach For America, Inc.	1,160 
Fastenal Company	386 	C.R. England, Inc.	1,000 
Olmsted Medical Center	376 	Platinum Supplemental Insuran...	925 
Federated Insurance Co.	338 	Tutree, Inc.	819 
Charter Communications, Inc.	297 	U. S. Xpress, Inc.	728 
Olmsted County Recycling	274 	Virtual Vocations	714 

Business Characteristics - Cont.

Business Size

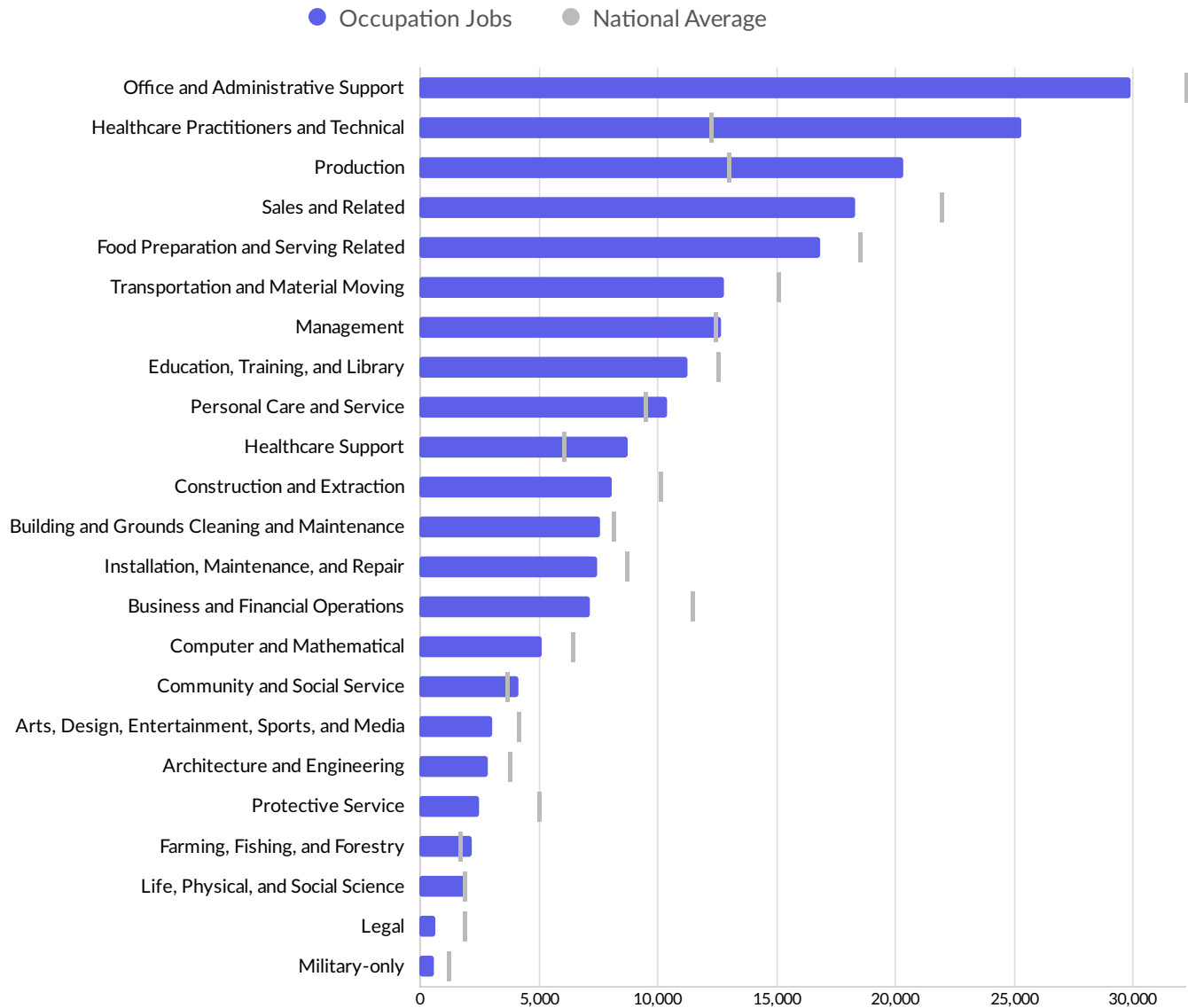


	Percentage	Business Count
1 to 4 employees	42.8%	7,822
5 to 9 employees	24.0%	4,375
10 to 19 employees	18.2%	3,329
20 to 49 employees	10.8%	1,975
50 to 99 employees	2.7%	485
100 to 249 employees	1.1%	197
250 to 499 employees	0.3%	55
500+ employees	0.1%	26

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

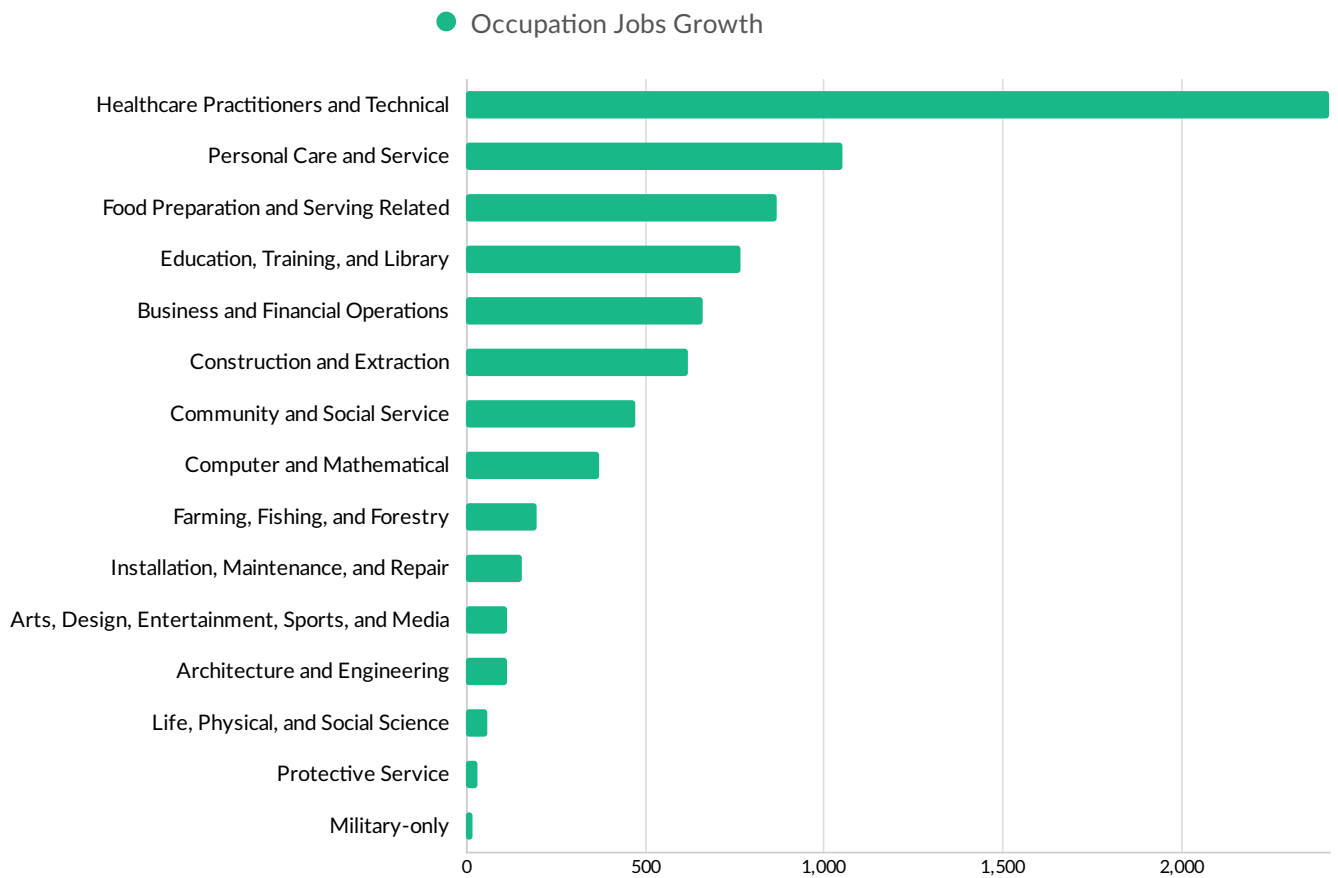
Workforce Characteristics

Largest Occupations



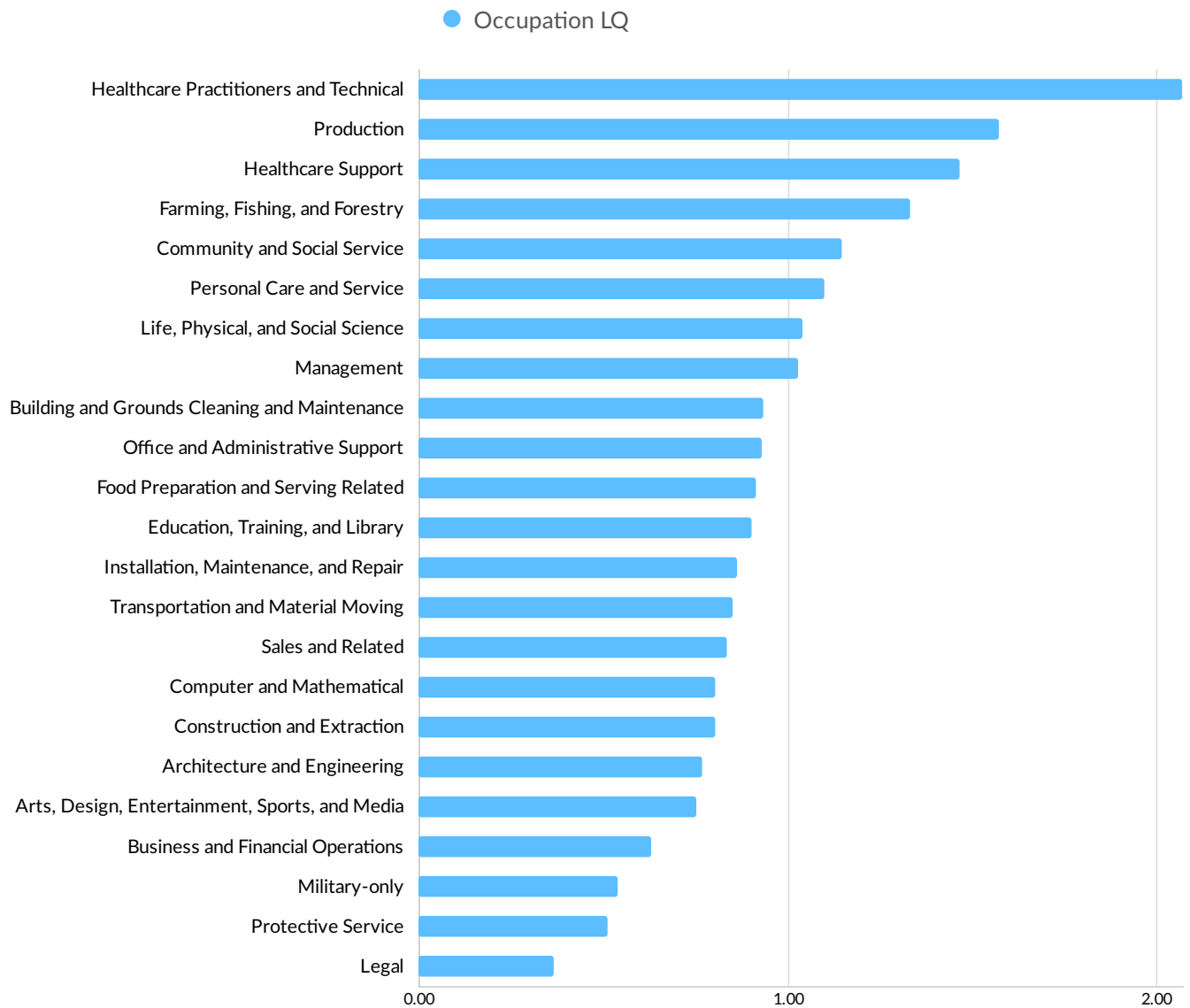
Workforce Characteristics - Cont.

Top Growing Occupations



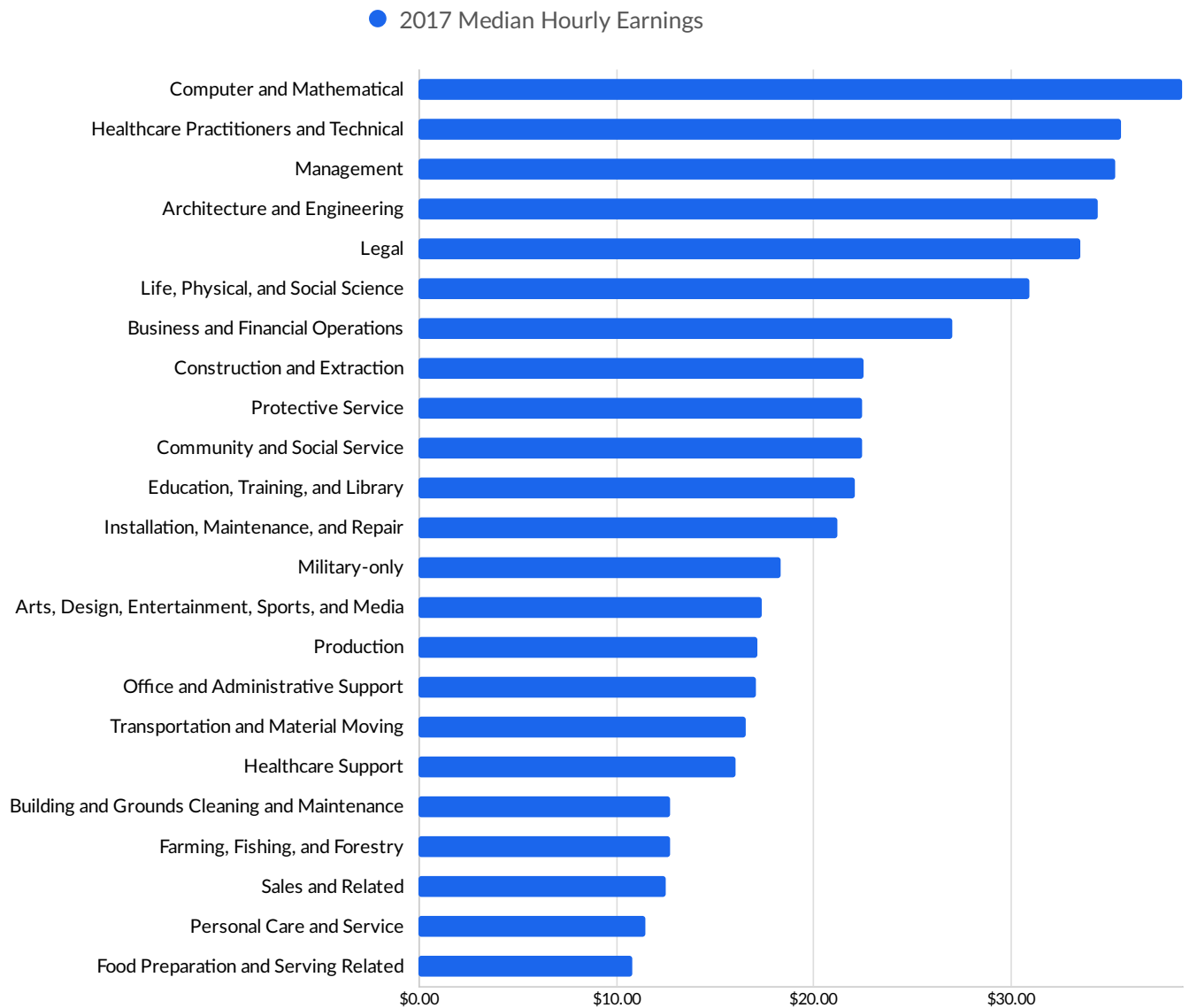
Workforce Characteristics - Cont.

Top Occupation LQ



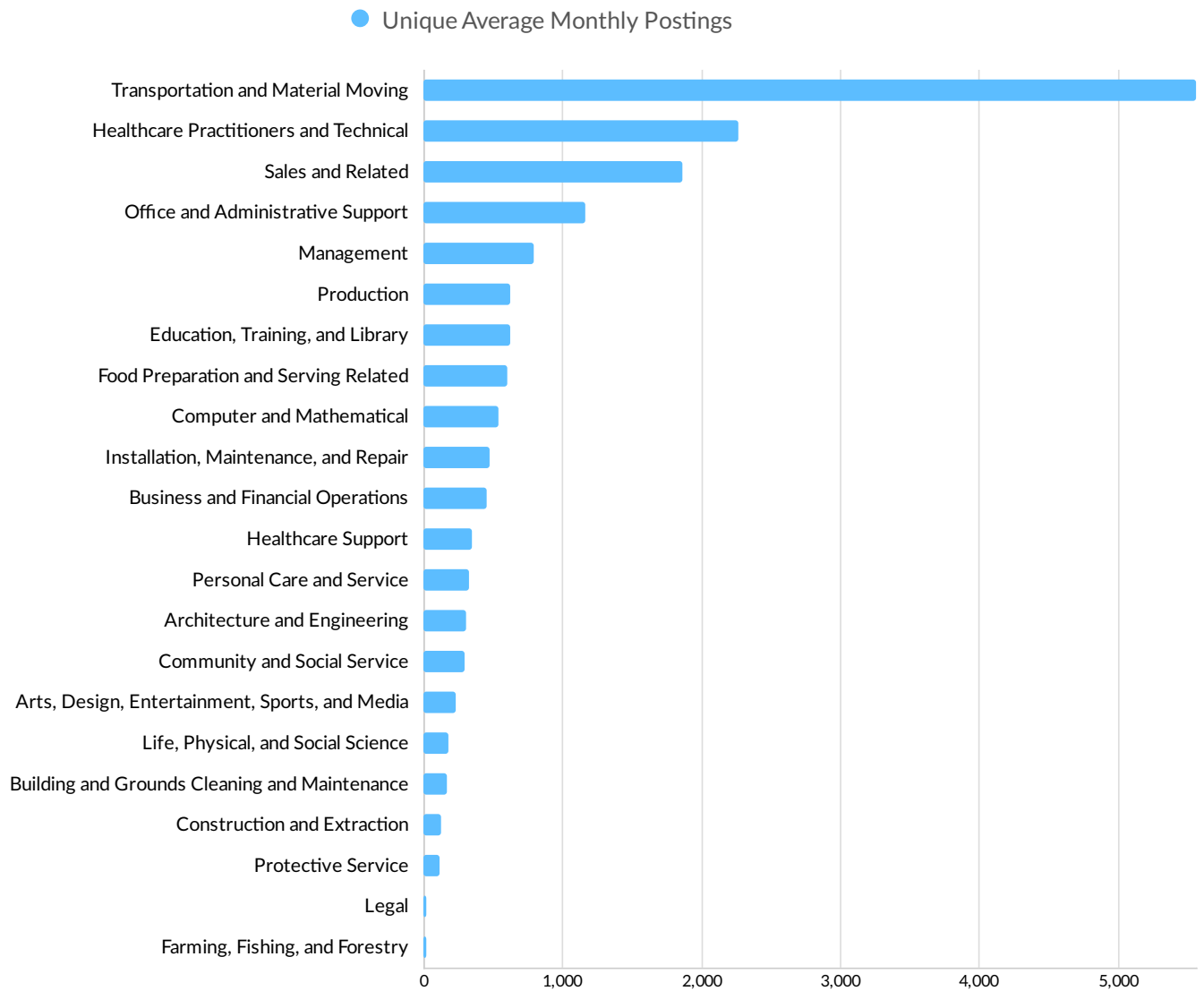
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Office and Administrative Support	31,297	29,950	-1,347	-4%	0.93	\$17.08	1,161
Healthcare Practitioners and Technical	22,914	25,328	2,414	+11%	2.07	\$35.58	2,272
Production	20,514	20,367	-147	-1%	1.58	\$17.19	623
Sales and Related	18,836	18,344	-492	-3%	0.84	\$12.53	1,867
Food Preparation and Serving Related	15,991	16,861	870	+5%	0.91	\$10.82	606
Transportation and Material Moving	13,183	12,800	-383	-3%	0.85	\$16.55	5,564
Management	12,800	12,717	-83	-1%	1.03	\$35.27	796
Education, Training, and Library	10,534	11,303	769	+7%	0.90	\$22.11	621
Personal Care and Service	9,359	10,414	1,055	+11%	1.10	\$11.50	333
Healthcare Support	9,205	8,778	-427	-5%	1.47	\$16.06	349
Construction and Extraction	7,484	8,104	620	+8%	0.81	\$22.52	128
Building and Grounds Cleaning and Maintenance	7,944	7,576	-368	-5%	0.94	\$12.75	173
Installation, Maintenance, and Repair	7,307	7,464	157	+2%	0.86	\$21.18	480
Business and Financial Operations	6,534	7,197	663	+10%	0.63	\$27.04	461
Computer and Mathematical	4,760	5,133	373	+8%	0.81	\$38.68	544
Community and Social Service	3,707	4,180	473	+13%	1.15	\$22.44	301

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	2,955	3,072	117	+4%	0.75	\$17.39	229
Architecture and Engineering	2,761	2,877	116	+4%	0.77	\$34.38	309
Protective Service	2,497	2,531	34	+1%	0.51	\$22.44	115
Farming, Fishing, and Forestry	2,029	2,228	199	+10%	1.34	\$12.73	24
Life, Physical, and Social Science	1,836	1,897	61	+3%	1.04	\$30.92	185
Legal	687	669	-18	-3%	0.37	\$33.52	25
Military-only	599	619	20	+3%	0.54	\$18.34	0

Educational Pipeline

In 2017, there were 6,578 graduates in Southeast Minnesota: Freeborn-Mower, MiEnergy & People's Energy Service Territories (Dodge, Faribault, Fillmore, Freeborn, Houston, Mower, Olmsted, Steele, Wabasha & Winona Counties) (Report provided courtesy of the 7 Rivers Alliance). This pipeline has shrunk by 6% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, Registered Nursing/Registered Nurse, and "Education, General".

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Winona State University	2,069	
Saint Mary's University of Minnesota	1,707	
Rochester Community and Technical College	1,064	
Riverland Community College	748	
Minnesota State College Southeast	498	
Mayo Clinic School of Health Sciences	161	
University of Minnesota-Rochester	117	
Mayo Clinic Graduate School of Biomedical Sciences	70	
Nova Academy of Cosmetology	66	
Mayo Clinic School of Medicine	43	

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