



**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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## Report Parameters

### 10 Counties

27039	Dodge County, MN	27099	Mower County, MN
27043	Faribault County, MN	27109	Olmsted County, MN
27045	Fillmore County, MN	27147	Steele County, MN
27047	Freeborn County, MN	27157	Wabasha County, MN
27055	Houston County, MN	27169	Winona County, MN

### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

## Economy Overview

**411,701**

Population (2019)

Population **grew by 8,544** over the last 5 years and is projected to **grow by 6,834** over the next 5 years.

**223,205**

Total Regional Employment

Jobs **grew by 7,229** over the last 5 years and are projected to **grow by 8,080** over the next 5 years.

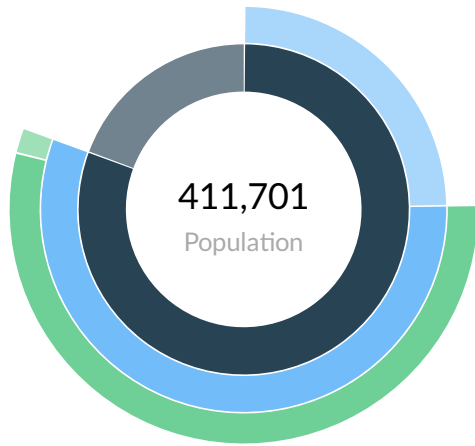
**\$63.0K**

Avg. Earnings Per Job (2019)

Regional average earnings per job are **\$6.0K below** the national average earnings of \$69.1K per job.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	411,701	230,262	223,205	102.4	\$22.65B	\$28.73B	\$26.84B
State	5,647,540	3,123,710	3,206,850	102.4	\$378.92B	\$272.81B	\$317.98B
United States	329,399,330	163,493,315	165,694,988	100.0	\$21.12T	\$0	\$8.96T

## 2019 Labor Force Breakdown



	Population
● Total Working Age Population	331,705
● Not in Labor Force (15+)	101,443
● Labor Force	230,262
● Employed	223,028
● Unemployed	7,234
● Under 15	79,995

## Educational Attainment

Concerning educational attainment, **18.6% of the selected regions' residents possess a Bachelor's Degree** (0.2% below the national average), and **11.7% hold an Associate's Degree** (3.6% above the national average).

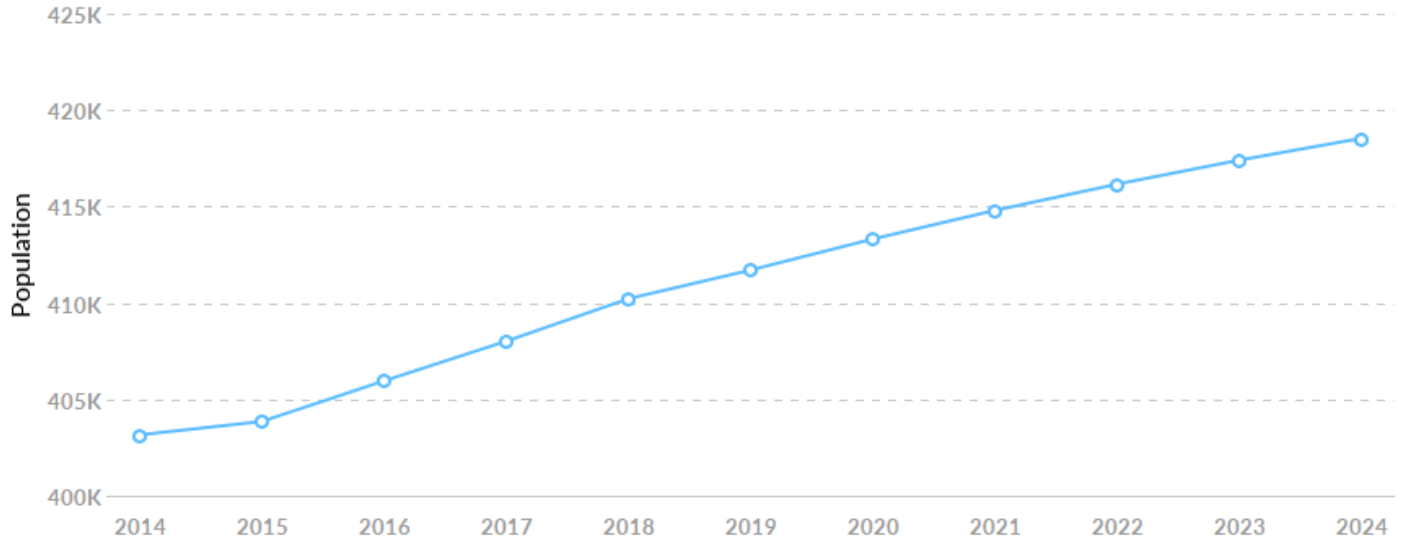


	% of Population	Population
● Less Than 9th Grade	4.0%	11,123
● 9th Grade to 12th Grade	4.1%	11,466
● High School Diploma	28.8%	80,451
● Some College	21.4%	59,594
● Associate's Degree	11.7%	32,704
● Bachelor's Degree	18.6%	51,991
● Graduate Degree and Higher	11.3%	31,606

# Historic & Projected Trends

## Population Trends

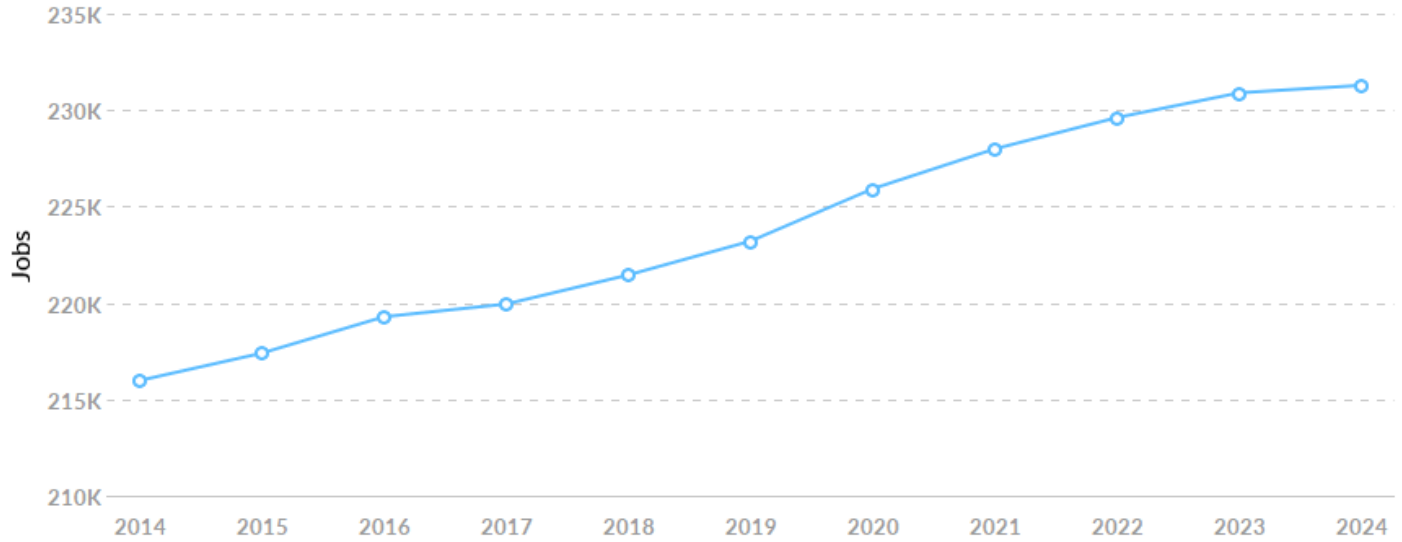
As of 2019 the region's population **increased by 2.1%** since 2014, growing by 8,544. Population is expected to **increase by 1.7%** between 2019 and 2024, adding 6,834.



Timeframe	Population
2014	403,156
2015	403,850
2016	405,956
2017	408,012
2018	410,215
2019	411,701
2020	413,313
2021	414,796
2022	416,157
2023	417,403
2024	418,535

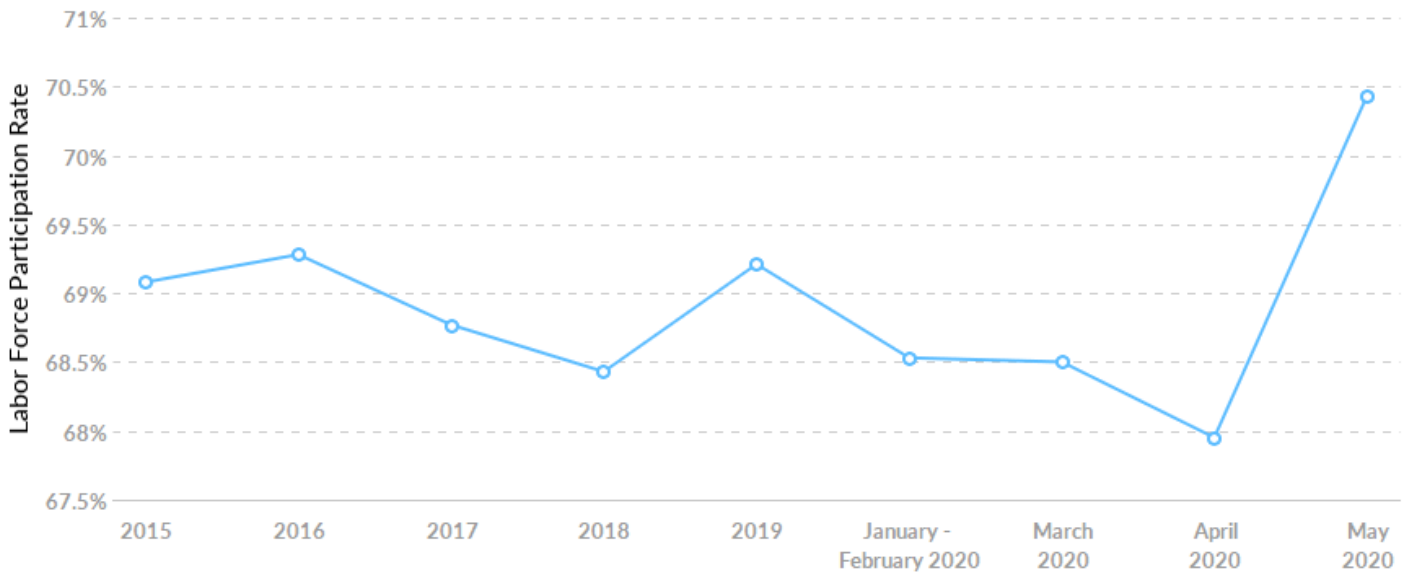
## Job Trends

From 2014 to 2019, jobs **increased by 3.3%** 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 215,975 to **223,205**. This change **fell short of the national growth rate of 7.9%** by 4.6%.



Timeframe	Jobs
2014	215,975
2015	217,395
2016	219,281
2017	219,941
2018	221,449
2019	223,205
2020	225,919
2021	227,988
2022	229,611
2023	230,895
2024	231,284

## Labor Force Participation Rate Trends

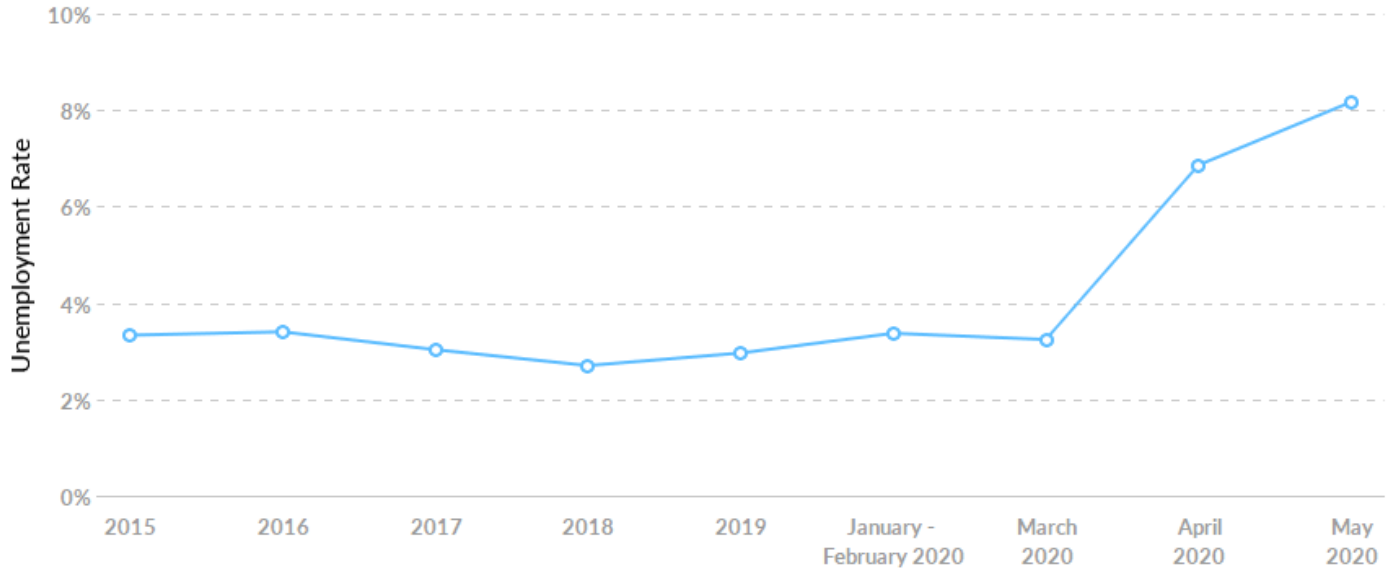


Timeframe	Labor Force Participation Rate
2015	69.08%
2016	69.28%
2017	68.77%
2018	68.43%
2019	69.21%
January - February 2020	68.53%
March 2020	68.50%
April 2020	67.95%
May 2020	70.43%



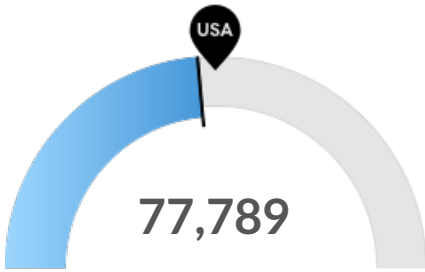
## Unemployment Rate Trends

Your areas had a May 2020 unemployment rate of 8.17%, **increasing from 3.33% 5 years before.**



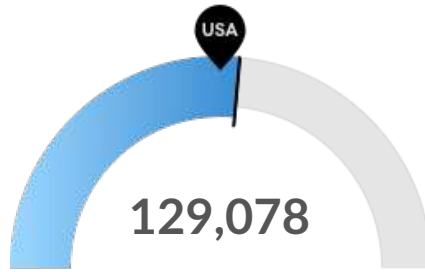
Timeframe	Unemployment Rate
2015	3.33%
2016	3.40%
2017	3.03%
2018	2.70%
2019	2.96%
January - February 2020	3.37%
March 2020	3.24%
April 2020	6.86%
May 2020	8.17%

## Population Characteristics



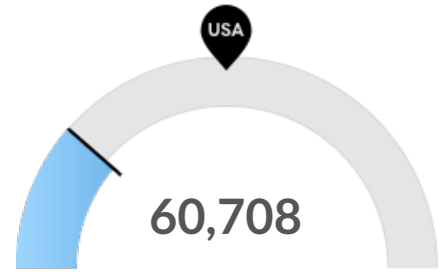
**Millennials**

Your area has 77,789 millennials (ages 25-39). The national average for an area this size is 84,335.



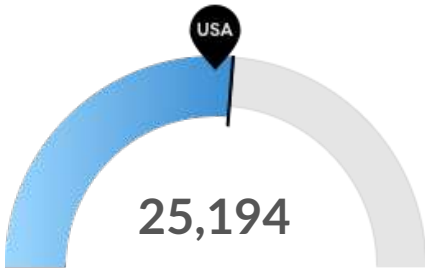
**Retiring Soon**

Retirement risk is about average in your area. The national average for an area this size is 118,743 people 55 or older, while there are 129,078 here.



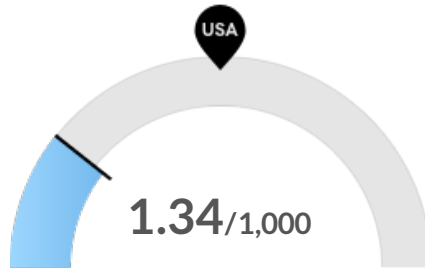
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 162,524 racially diverse people, while there are 60,708 here.



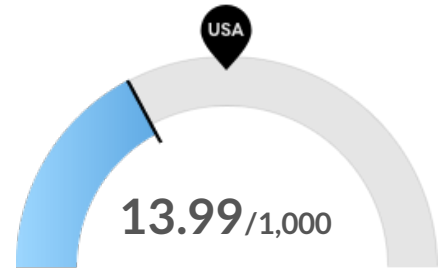
**Veterans**

Your area has 25,194 veterans. The national average for an area this size is 23,336.



**Violent Crime**

Your area has 1.34 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

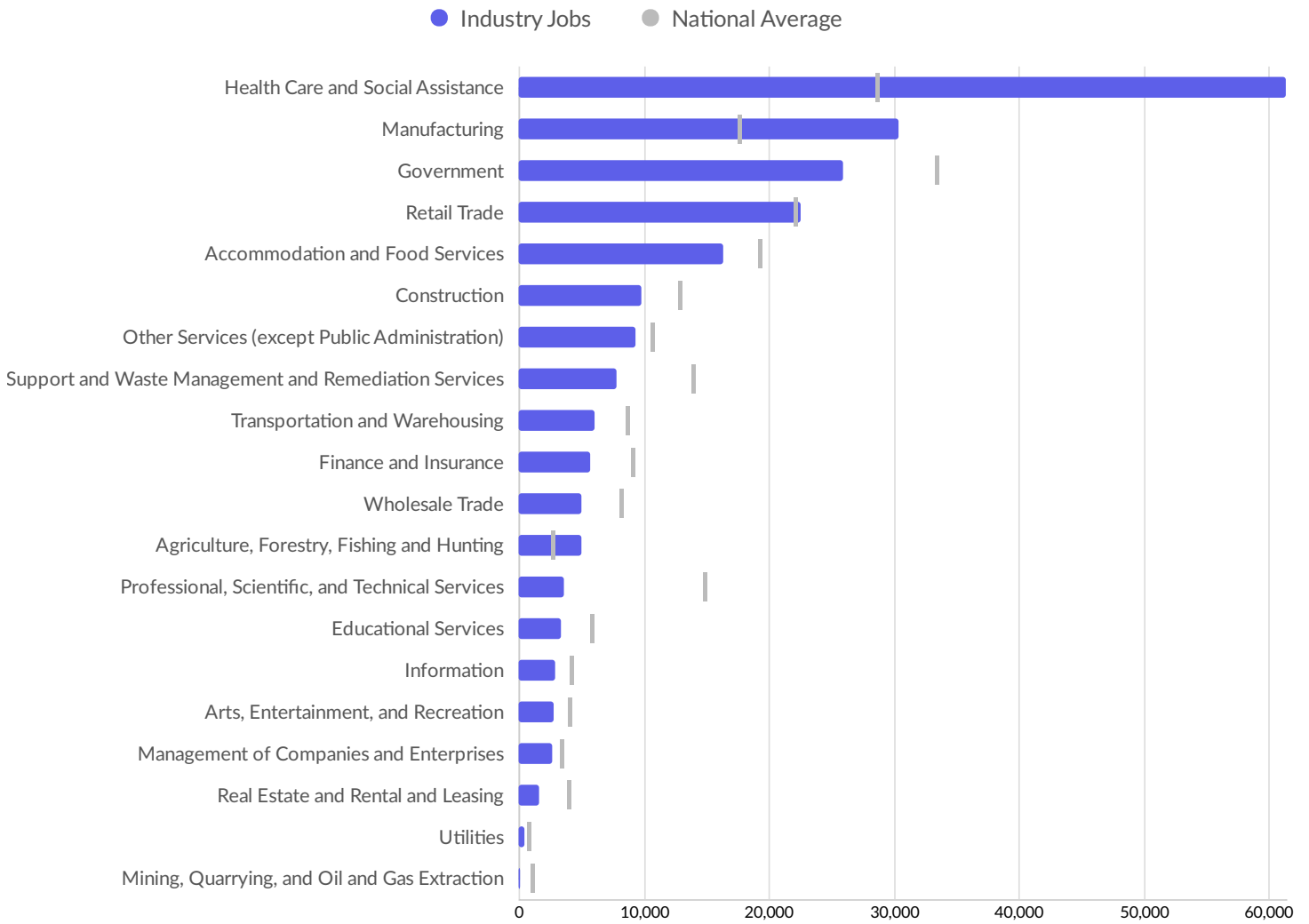


**Property Crime**

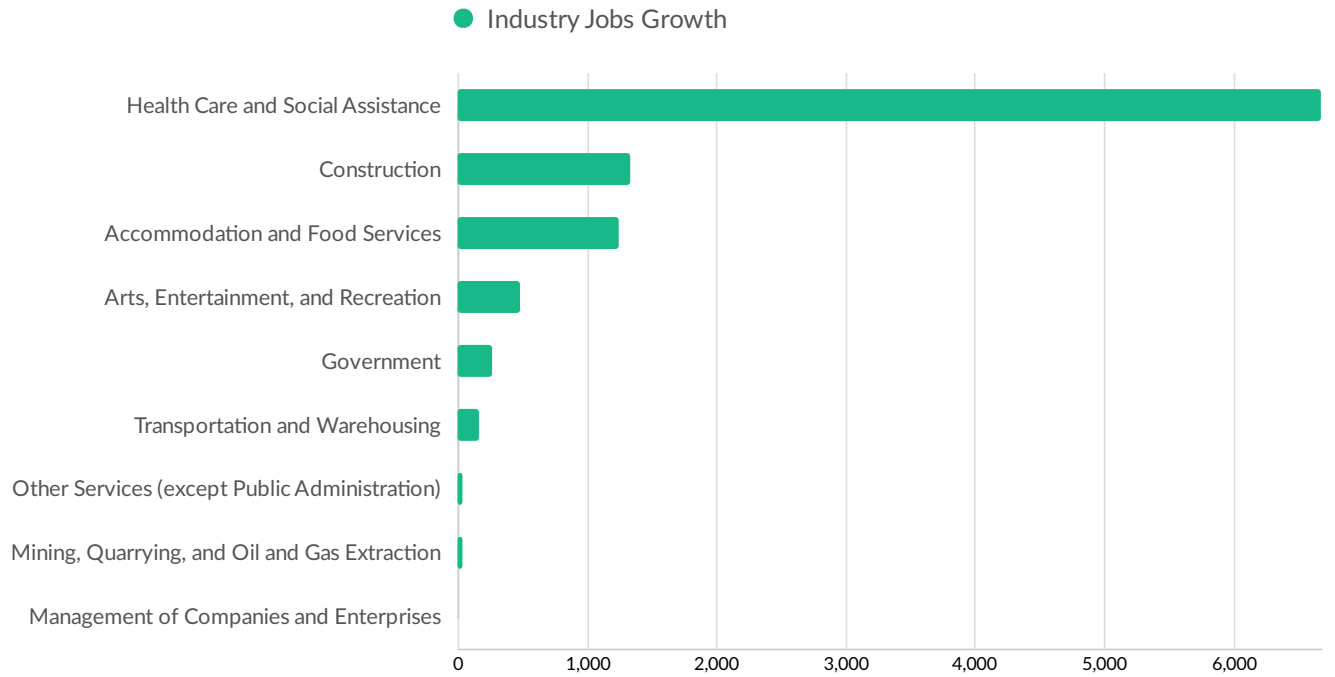
Your area has 13.99 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

# Industry Characteristics

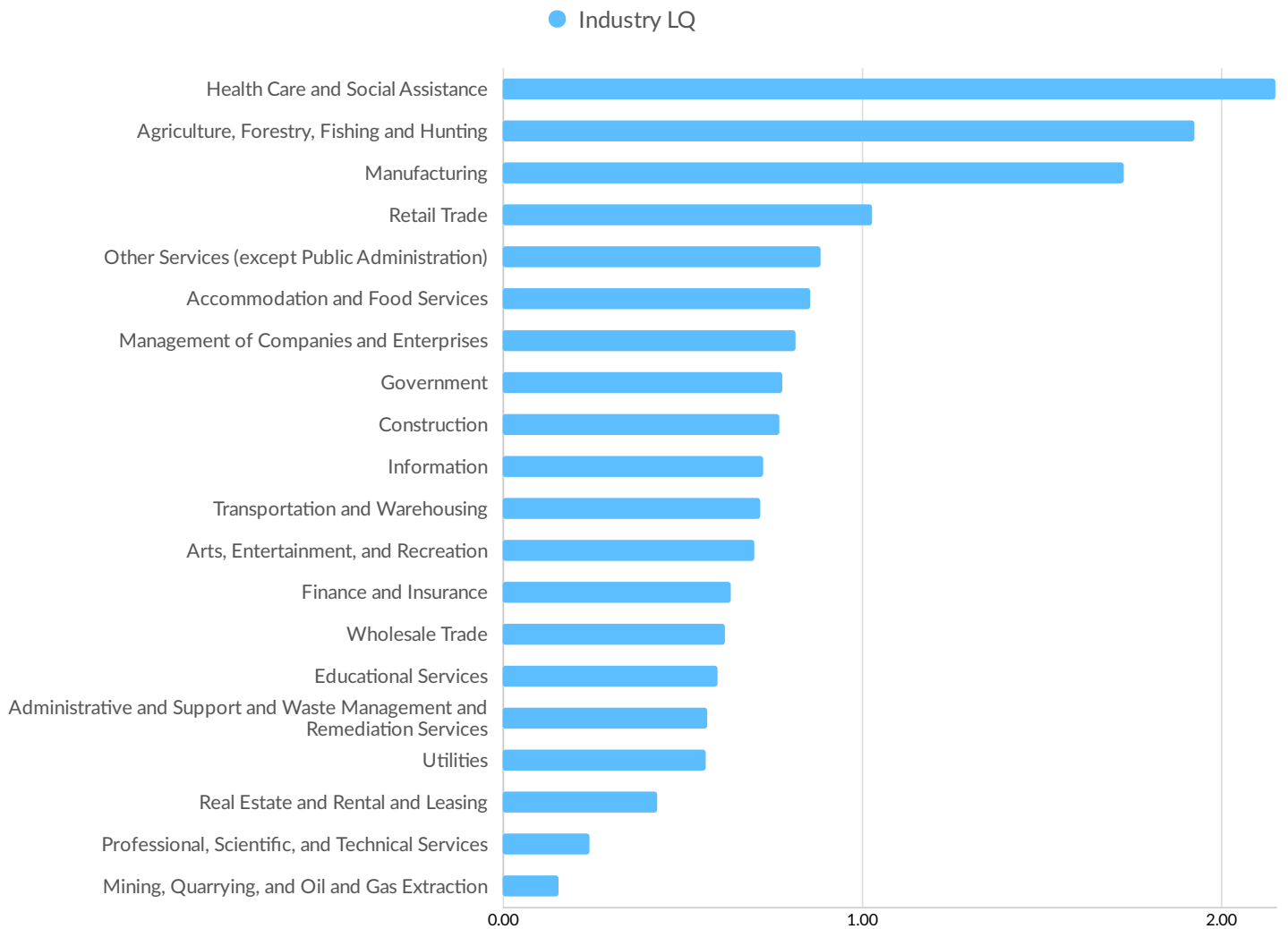
## Largest Industries



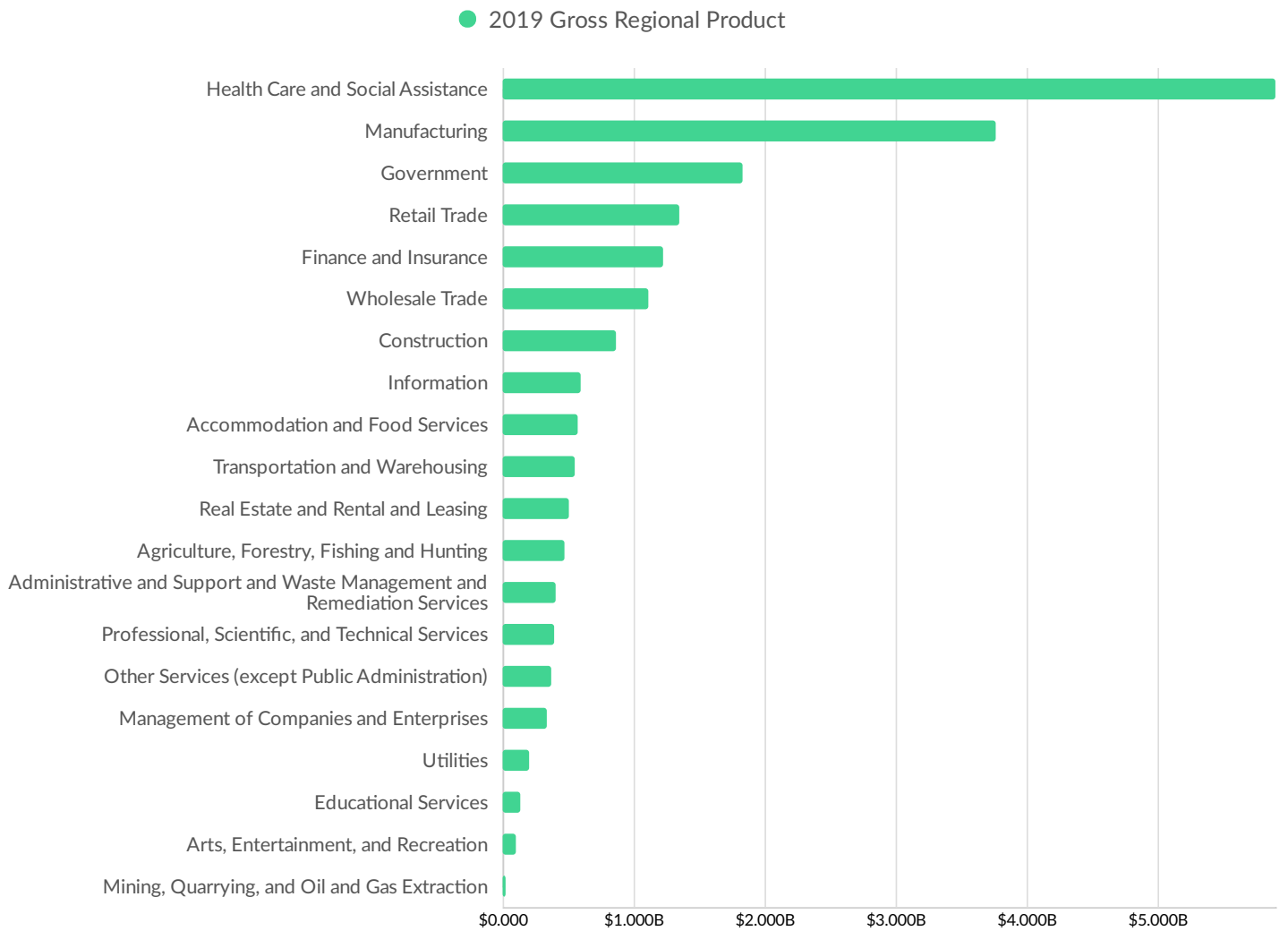
## Top Growing Industries



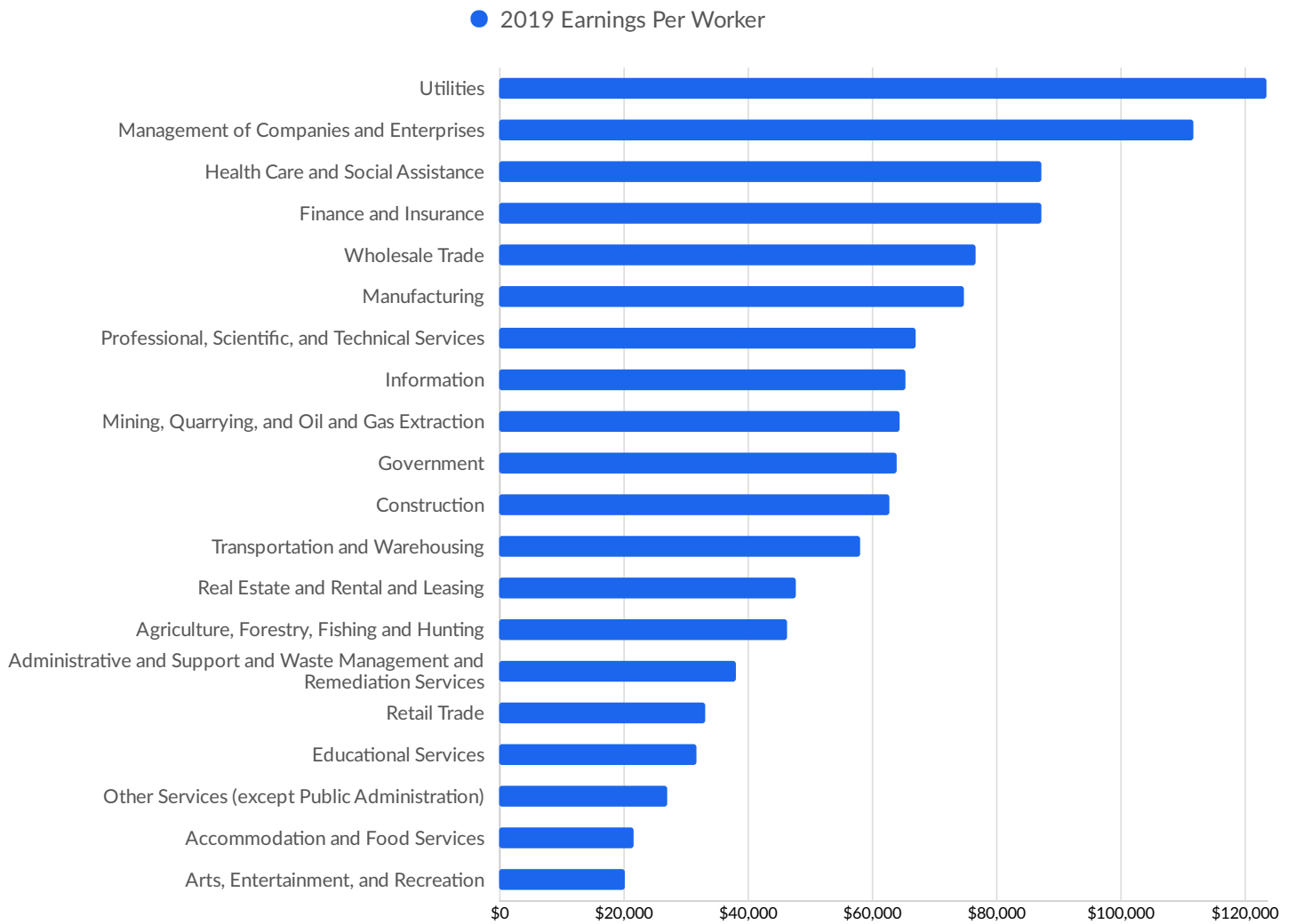
## Top Industry LQ



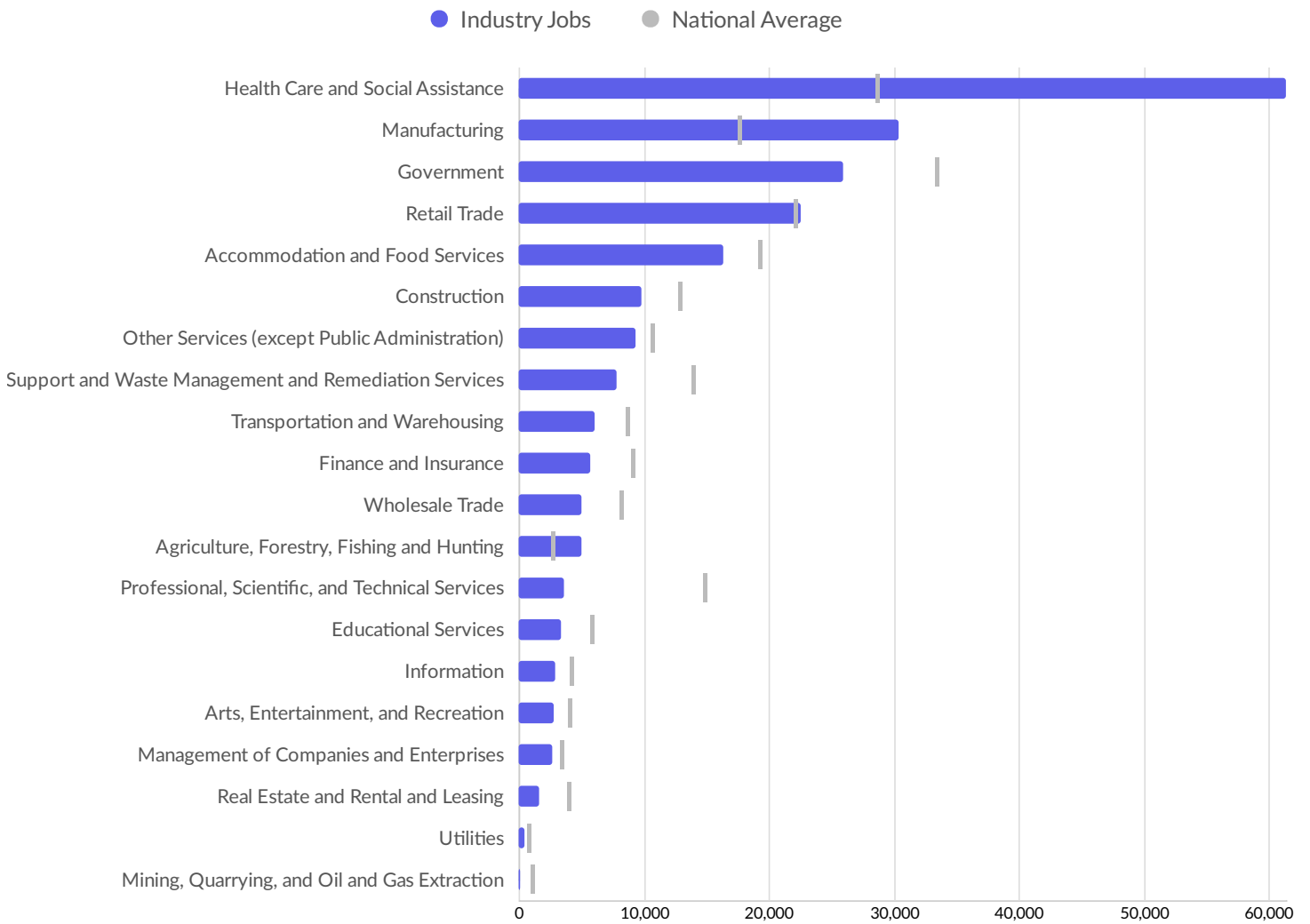
## Top Industry GRP



## Top Industry Earnings



## Largest Industries












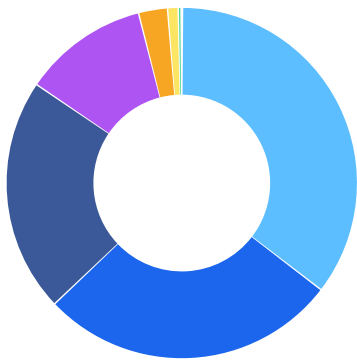
## Business Characteristics

### 15,980 Companies Employ Your Workers

Online profiles for your workers mention 15,980 companies as employers, with the top 10 appearing below. In the last 12 months, 5,493 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	13,237 	Mayo Clinic	4,989 
International Business Machine...	1,764 	CRST International, Inc.	3,185 
Rochester Public Schools	637 	Platinum Supplemental Insuranc...	2,413 
Hormel Foods Corporation	601 	HealthCare Employment Netwo...	1,675 
Winona State University	430 	Ashley Furniture Industries, Inc.	982 
Olmsted Medical Center	429 	Express Employment Profession...	811 
Fastenal Company	414 	Kwik Trip, Inc.	705 
Olmsted County Recycling	352 	U.S. Xpress, Inc.	674 
Federated Insurance Co.	340 	Roehl Transport, Inc.	654 
Charter Communications, Inc.	337 	Pegasus Transportation, Inc.	577 

## Business Size

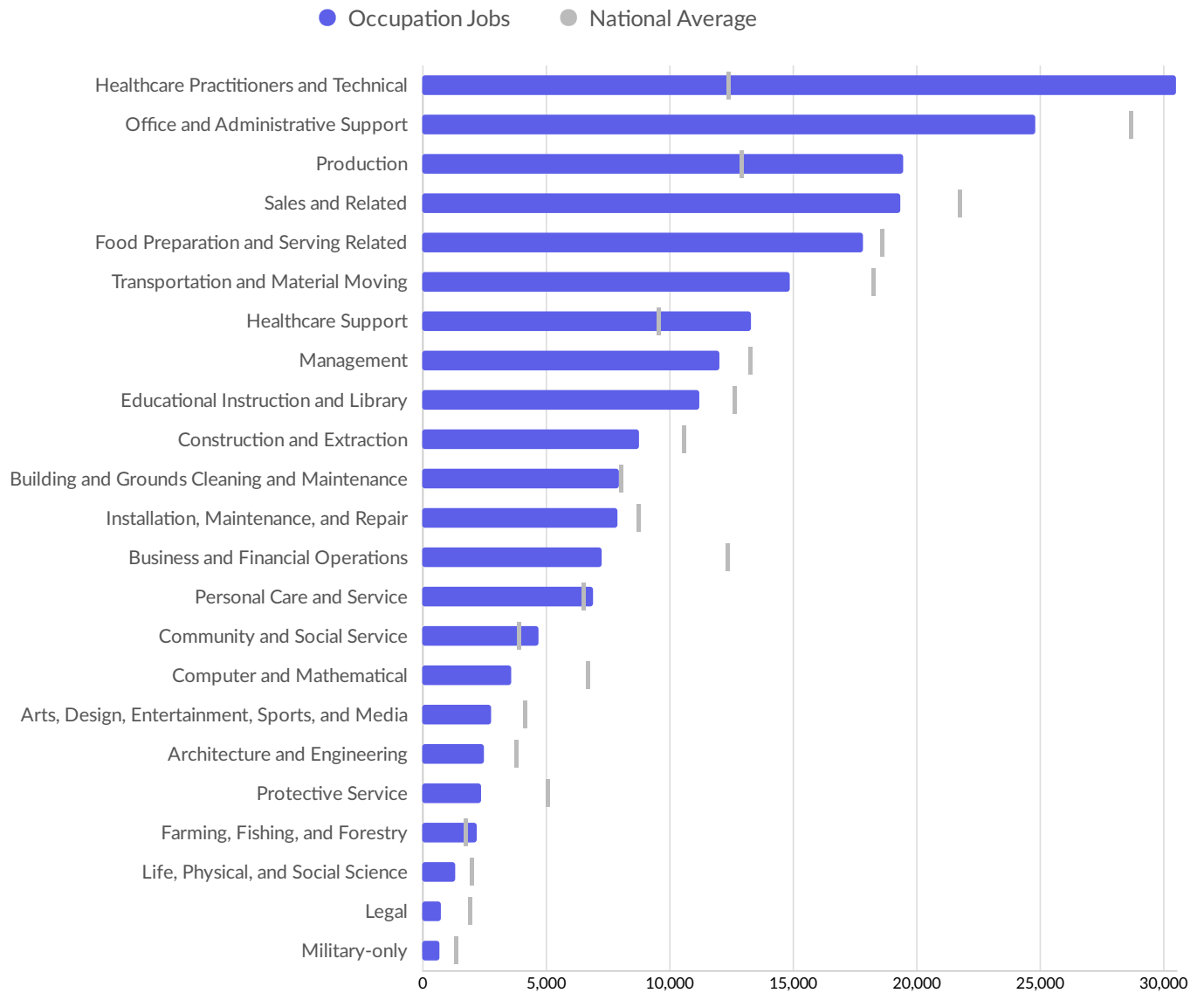


	Percentage	Business Count
1 to 4 employees	35.3%	5,974
5 to 9 employees	27.5%	4,650
10 to 19 employees	21.6%	3,648
20 to 49 employees	11.5%	1,952
50 to 99 employees	2.7%	451
100 to 249 employees	1.0%	165
250 to 499 employees	0.3%	44
500+ employees	0.1%	23

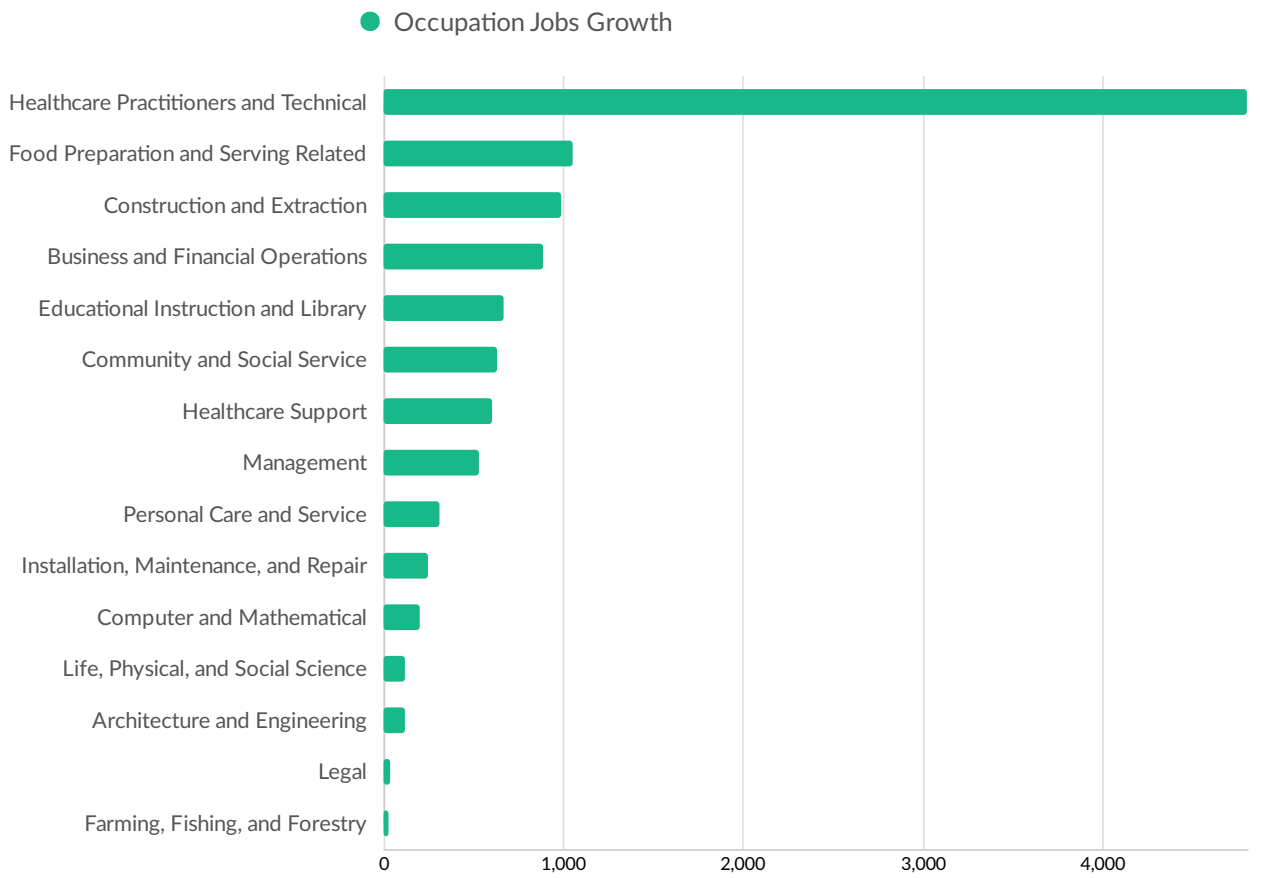
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

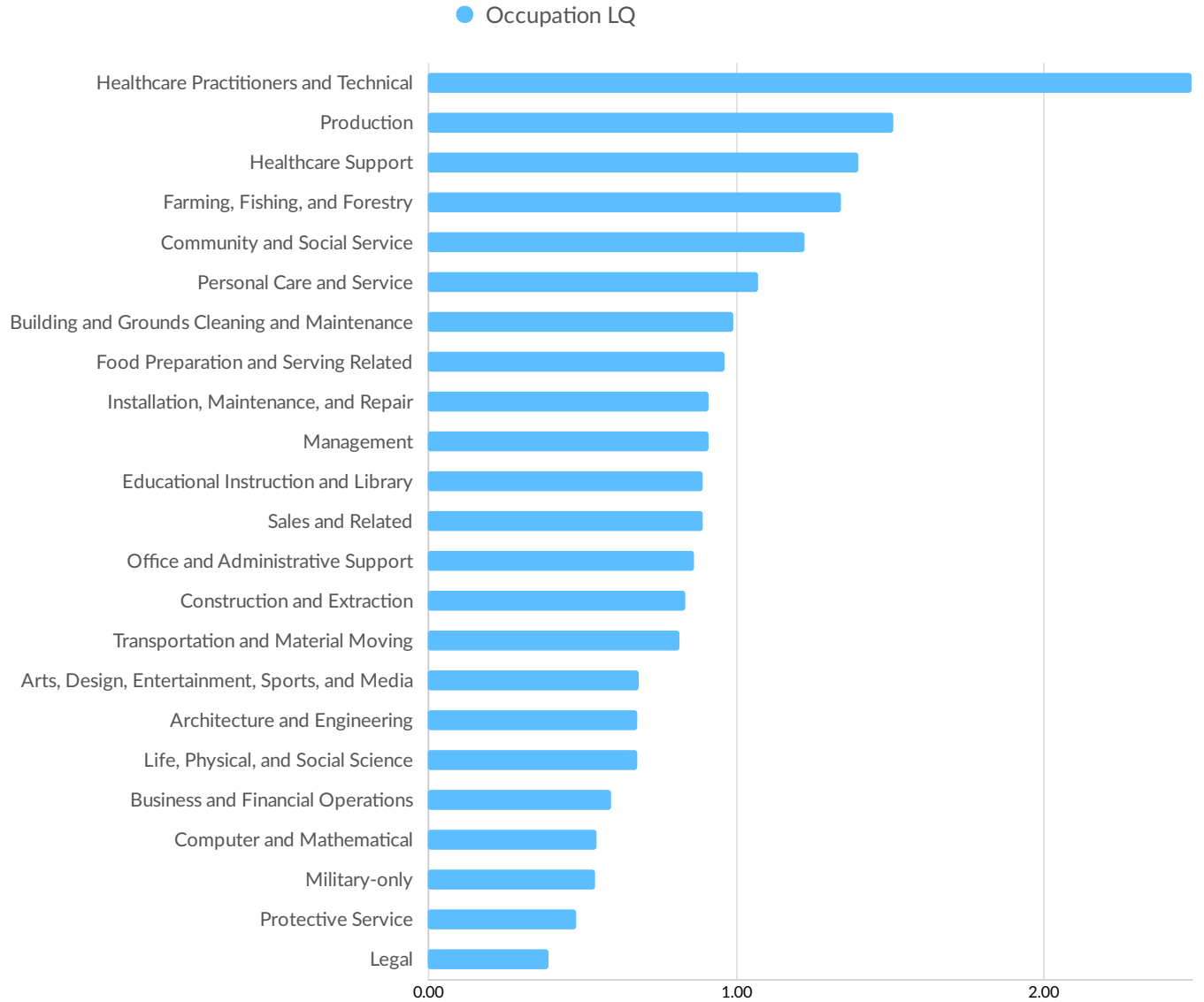
## Largest Occupations



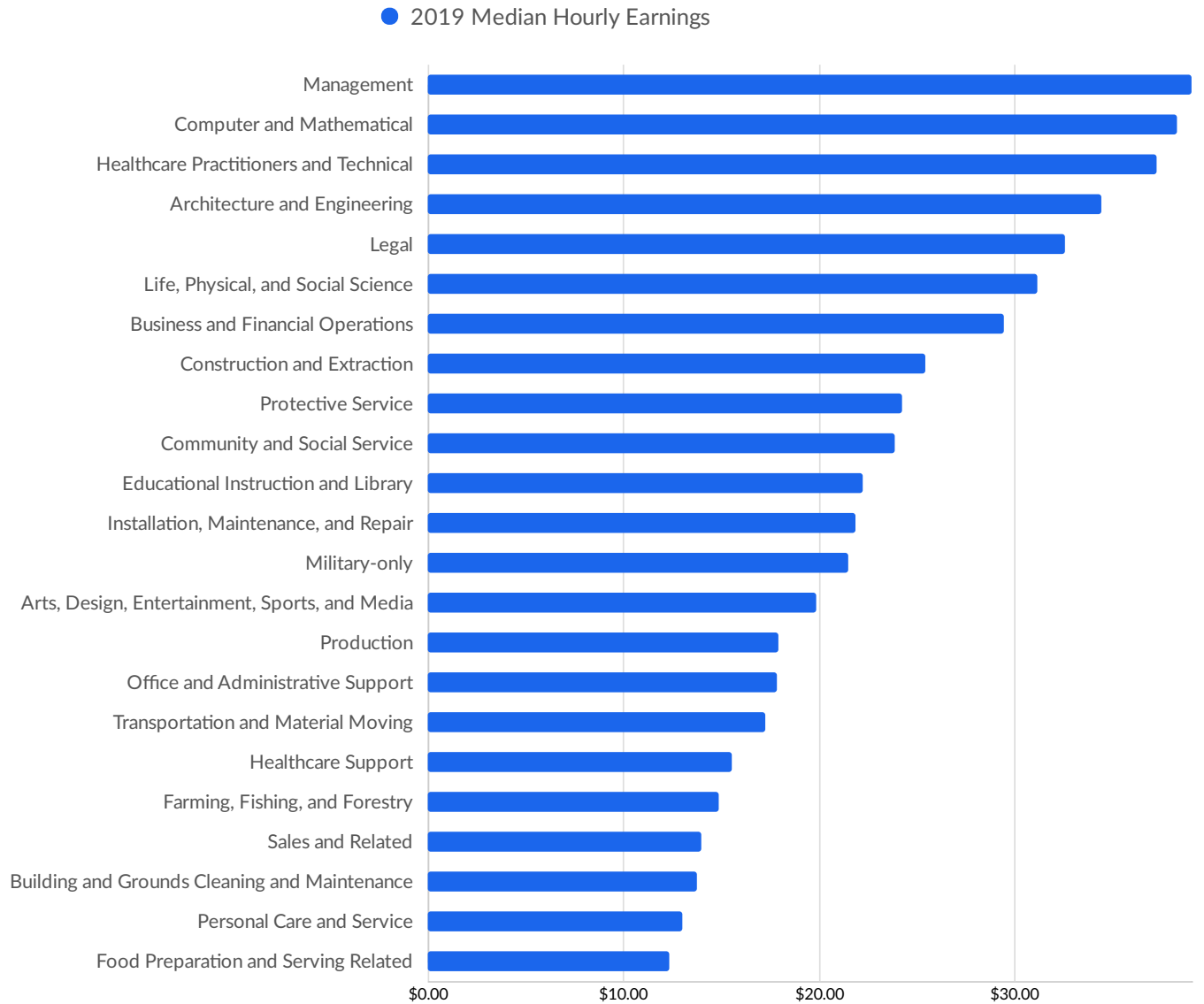
## Top Growing Occupations



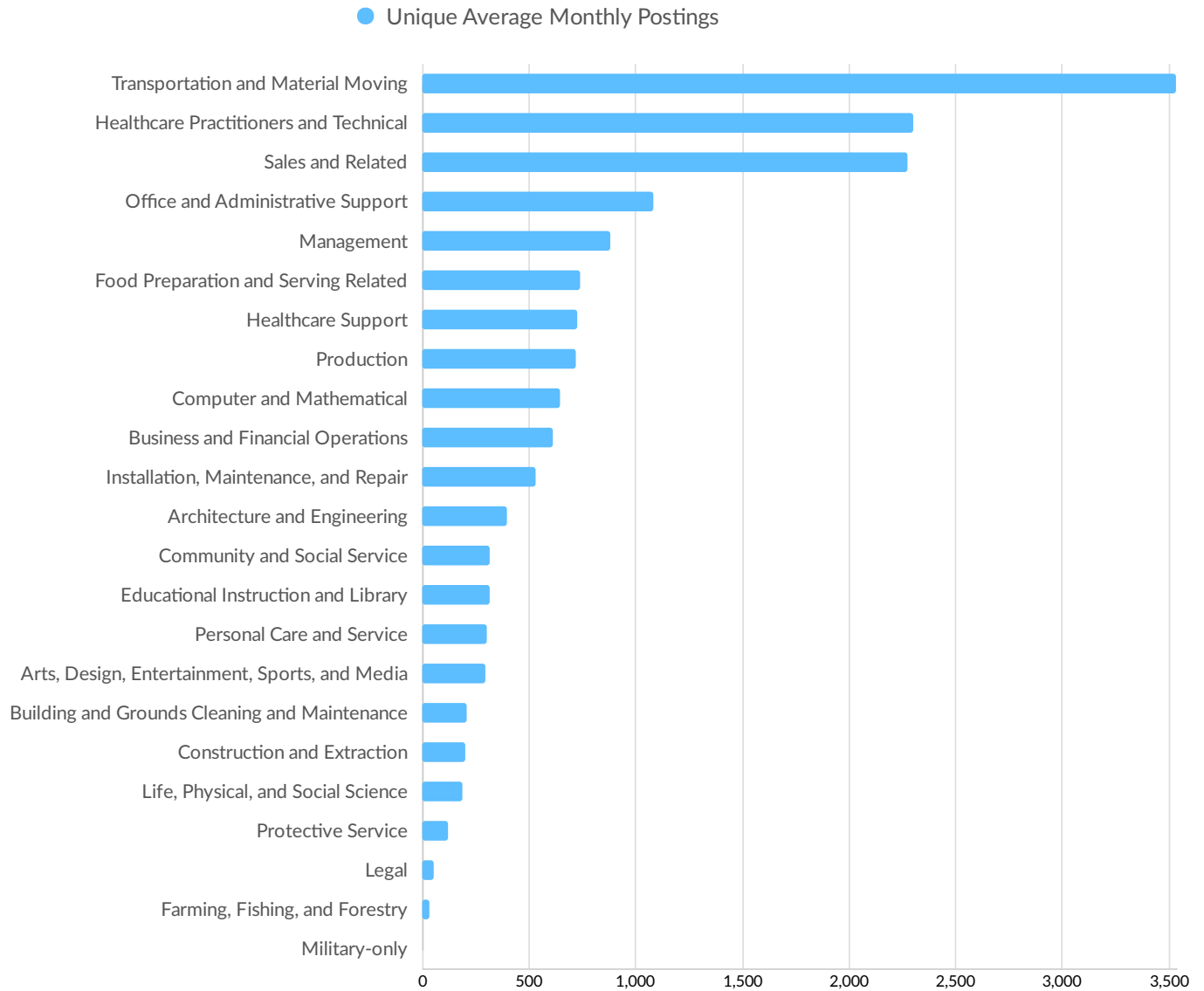
## Top Occupation LQ



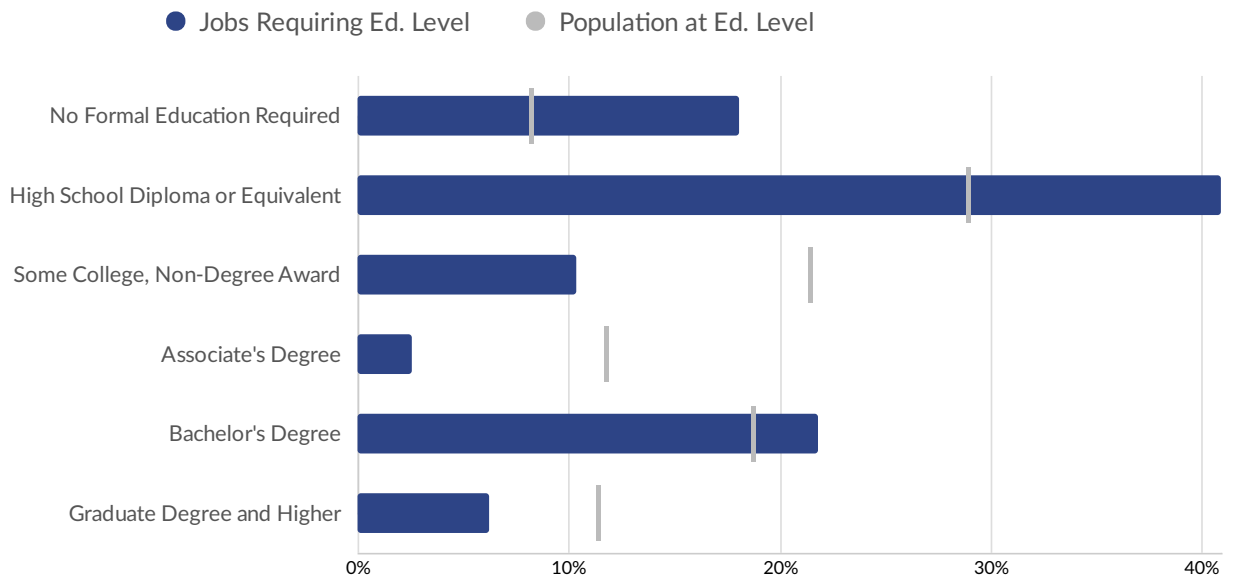
## Top Occupation Earnings



## Top Posted Occupations

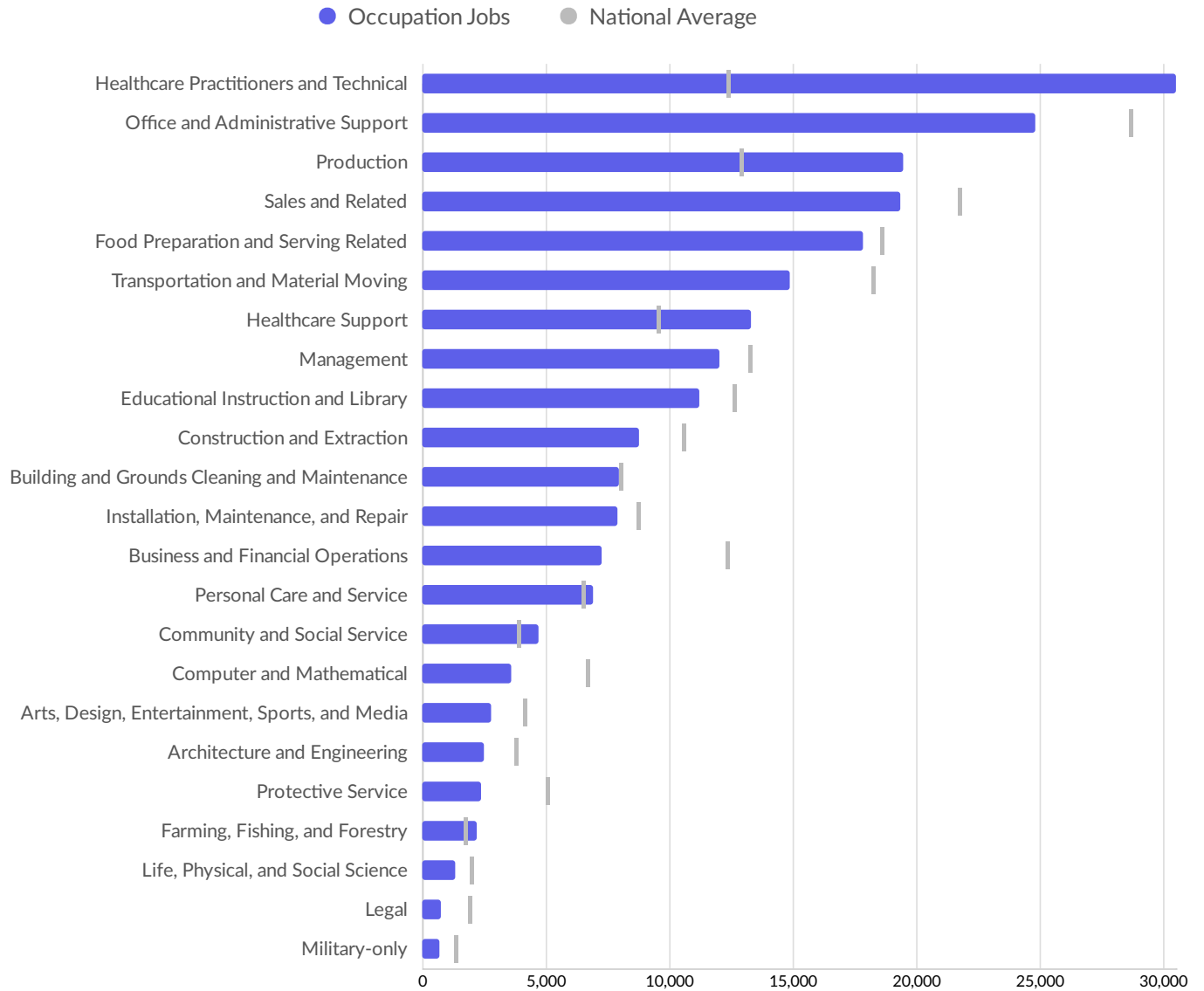


## Underemployment





## Largest Occupations



## Educational Pipeline

In 2019, there were 6,238 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 9% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, "Education, General", and Registered Nursing/Registered Nurse.

School	Total Graduates (2019)	Graduate Trend (2015 - 2019)
Winona State University	1,982	
Saint Mary's University of Minnesota	1,705	
Rochester Community and Technical College	984	
Riverland Community College	608	
Minnesota State College Southeast	451	
Mayo Clinic School of Medicine	325	
Nova Academy of Cosmetology	99	
University of Minnesota-Rochester	84	
Mayo Clinic School of Health Sciences	0	
Crossroads College	0	

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

## In-Demand Skills

