

Demographic Highlights

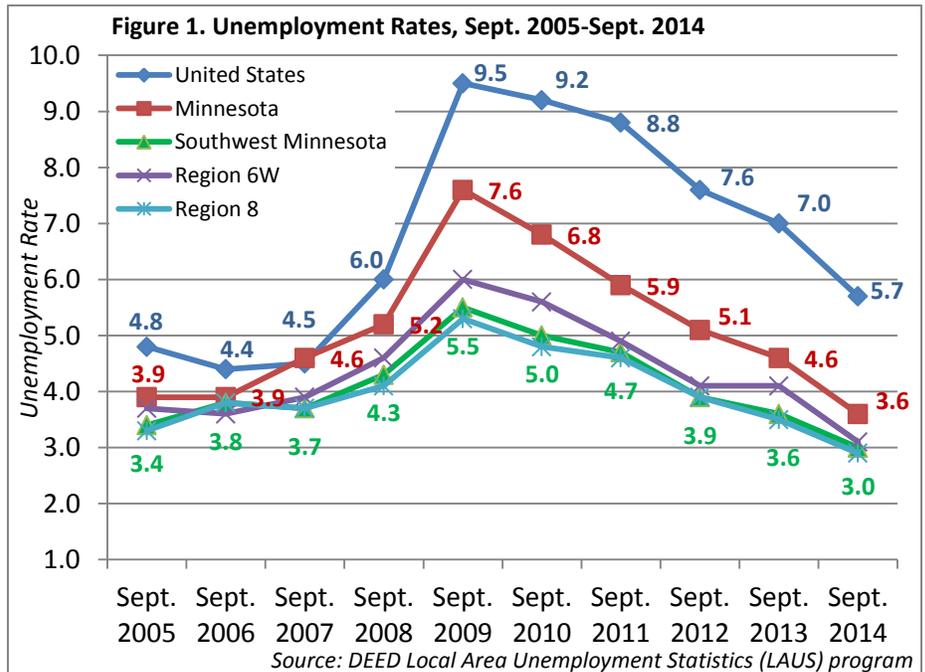
- According to population estimates from the U.S. Census Bureau, the 14-county Southwest Minnesota region was home to 161,808 people in 2013, accounting for 3.0% of the state’s population. Lyon was the largest county in the region, with just under 25,500 people, but was just the 40th largest county in the state (of 87 counties). The only other county in the region with more than 20,000 residents was Nobles County, which gained 785 people from 2000 to 2013.
- The five counties in Region 6W – which includes Big Stone, Chippewa, Lac qui Parle, Swift, and Yellow Medicine County – lost just over 6,000 residents in the last decade, a 12.2% decline, with Swift County showing the fastest population decline in the state. Despite population gains in two counties in Region 8 – Lyon and Nobles – the other 7 counties – Cottonwood, Jackson, Lincoln, Murray, Pipestone, Redwood, and Rock County – saw population losses, for a decline of 3,840 people. The entire region lost 9,920 people, a 5.8% decline. In comparison, the state of Minnesota grew 10.2% from 2000 to 2013. (See Table 1.)

Table 1. Population, 2000-2013	2000 Population	2013 Estimate	2000-2013 Change	
Big Stone Co.	5,820	5,122	-698	-12.0%
Chippewa Co.	13,088	12,093	-995	-7.6%
Lac qui Parle Co.	8,067	7,027	-1,040	-12.9%
Swift Co.	11,956	9,546	-2,410	-20.2%
Yellow Medicine Co.	11,080	10,143	-937	-8.5%
Region 6W	50,011	43,931	-6,080	-12.2%
Cottonwood Co.	12,167	11,616	-551	-4.5%
Jackson Co.	11,268	10,260	-1,008	-8.9%
Lincoln Co.	6,429	5,830	-599	-9.3%
Lyon Co.	25,425	25,487	+62	+0.2%
Murray Co.	9,165	8,533	-632	-6.9%
Nobles Co.	20,832	21,617	+785	+3.8%
Pipestone Co.	9,895	9,270	-625	-6.3%
Redwood Co.	16,815	15,744	-1,071	-6.4%
Rock Co.	9,721	9,520	-201	-2.1%
Region 8	121,717	117,877	-3,840	-3.2%
Southwest Minnesota	171,728	161,808	-9,920	-5.8%
State of Minnesota	4,919,479	5,420,380	500,901	10.2%

Source: U.S. Census Bureau

Workforce Highlights

- Southwest Minnesota has consistently had among the lowest unemployment rates of all the regions in Minnesota, consistently tracking at least 1 percent below the state rate. Southwest Minnesota’s unemployment rate climbed only to 5.5% in September 2009, which was over 2.0% below the state rate and 4.0% below the national rate. Through September of 2014, Southwest Minnesota’s rate was 3.0%, which was 0.6% below Minnesota’s rate (3.6%) and 2.7% below the U.S. rate. (See Figure 1.)
- Rock County had the lowest rate in the state in September 2014, at 2.2%, and six other counties in the region had an unemployment rate below 3.0%, including Murray and Pipestone, which tied for the third lowest rate at 2.4%. Only one county - Cottonwood at 4.0% - had a higher unemployment rate than the state.



- Unemployment rates were lower than the state, but still much higher for minority groups in the region, especially for Asians (7.9%), people of some other race (11.5%), Black or African Americans (15.1%), and people of Hispanic or Latino origin (13.0%). However, the region's population is less diverse than the state, with 94.4% of the population aged 16 years and over being White, compared to 88.4% in Minnesota. (See Table 2.)
- Unemployment rates were also higher for younger age groups, ranging from 13.2% for teenagers and 6.5% for 20-24 year olds, to less than 4.0% for workers aged 45 years and over.
- People with lower educational attainment also tended to have higher unemployment rates in the region, where workers without a high school diploma had a 10.2% unemployment rate. However, workers at every other level of education had very low unemployment rates in the region, especially those with a bachelor's degree or higher (1.7%).

Subject	Southwest MN (WSA 6)		Minnesota	
	In Labor Force	Unemp. Rate	In Labor Force	Unemp. Rate
	Percent	Percent	Percent	Percent
Population 16 years & over	87,236	4.5%	100%	7.0%
AGE				
16 to 19 years	5.7%	13.2%	5.2%	20.0%
20 to 24 years	8.6%	6.5%	9.9%	11.0%
25 to 44 years	36.3%	4.6%	41.9%	6.1%
45 to 54 years	24.1%	3.2%	23.8%	5.5%
55 to 64 years	18.5%	2.7%	15.3%	5.6%
65 to 74 years	5.4%	4.0%	3.2%	4.3%
75 years and over	1.3%	3.1%	0.6%	4.4%
RACE AND HISPANIC OR LATINO ORIGIN				
One race	99.4%	4.5%	98.6%	6.9%
White	94.4%	4.2%	88.4%	6.2%
Black or African American	0.8%	15.1%	4.3%	17.6%
American Indian & Alaska Native	0.7%	9.4%	0.8%	18.1%
Asian	1.7%	7.9%	3.7%	8.6%
Some other race	1.6%	11.5%	1.3%	10.1%
Two or more races	0.7%	9.1%	1.4%	14.2%
Hispanic or Latino origin (of any race)	5.1%	13.0%	4.0%	10.2%
White alone, not Hispanic or Latino	91.1%	3.8%	85.9%	6.1%
EDUCATIONAL ATTAINMENT				
Population 25 to 64 years	78.9%	3.7%	81.1%	5.8%
Less than high school graduate	6.5%	10.2%	4.9%	14.4%
High school graduate/ GED	32.6%	4.2%	23.0%	7.8%
Some college or associate's degree	39.3%	3.4%	35.4%	6.0%
Bachelor's degree or higher	21.5%	1.7%	36.6%	3.3%

Source: American Community Survey, 2008 - 2012, S2301

Economic Highlights

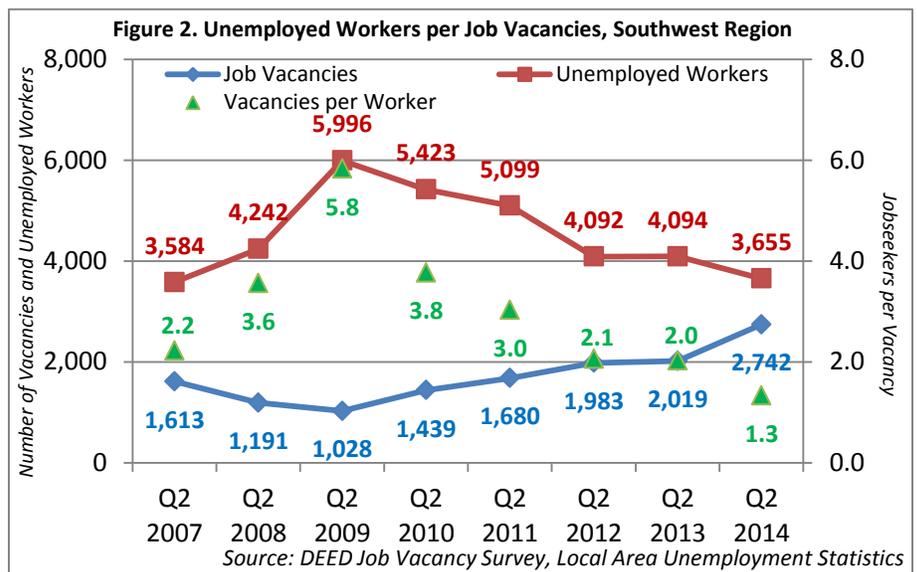
- The Southwest Minnesota region was home to 71,806 jobs at 5,552 business establishments in 2013, according to data from DEED's QCEW program. Southwest Minnesota enjoyed a 0.3% bump in jobs in the last year, part of a 0.7% increase from 2010 to 2013. Eleven of the 20 industry sectors gained jobs from 2010 to 2013, led by expansions in Administrative Support and Waste Management Services; Agriculture; Construction; Manufacturing; and Professional, Scientific, and Technical Services. (See Table 3.)

NAICS Industry Title	Number of Firms	Number of Jobs	Percent of Total Jobs	Avg. Annual Wages	2012-2013 Job Change	2010-2013 Job Change
Total, All Industries	5,552	71,806	100.0%	\$34,081	+0.3%	+0.7%
Agriculture, Forestry, Fishing & Hunting	292	2,030	2.8%	\$34,430	+3.4%	+21.0%
Mining	17	117	0.2%	\$45,869	-1.7%	+18.2%
Construction	702	3,351	4.7%	\$42,502	-3.6%	+6.0%
Manufacturing	250	12,260	17.1%	\$42,609	-0.7%	+1.3%
Utilities	48	531	0.7%	\$69,268	+5.1%	+9.3%
Wholesale Trade	339	3,953	5.5%	\$49,219	-0.9%	-3.1%
Retail Trade	741	7,834	10.9%	\$20,569	-0.4%	-0.2%
Transportation & Warehousing	385	2,587	3.6%	\$34,089	+0.7%	-5.1%
Information	91	677	0.9%	\$29,836	-1.9%	-10.3%
Finance & Insurance	341	2,988	4.2%	\$48,538	+6.1%	+3.0%
Real Estate & Rental & Leasing	126	447	0.6%	\$19,743	-11.5%	+5.2%
Professional, Scientific & Technical Svcs.	260	1,656	2.3%	\$48,407	+3.4%	+8.0%
Management of Companies	14	881	1.2%	\$73,523	-3.8%	-13.3%
Admin. Support & Waste Mgmt. Svcs.	154	1,491	2.1%	\$29,379	+24.1%	+36.7%
Educational Services	119	6,123	8.5%	\$35,316	0.0%	-1.5%
Health Care & Social Assistance	432	12,695	17.7%	\$29,934	+0.6%	+0.1%
Arts, Entertainment, & Recreation	110	904	1.3%	\$17,497	-0.7%	-2.4%
Accommodation & Food Services	364	5,187	7.2%	\$12,160	-0.2%	+0.6%
Other Services	442	1,943	2.7%	\$23,941	-2.4%	-10.3%
Public Administration	332	4,146	5.8%	\$34,258	-0.4%	-2.6%

Source: DEED QCEW program

- Health care and social assistance is the largest employing industry in Southwest Minnesota, with 12,695 jobs, accounting for 17.7% of total jobs. Health care saw a small but steady rise in jobs in recent years, and is projected to be the largest growing industry in the region over the next decade.
- Manufacturing is the second largest employing industry in the region, with 12,260 jobs, comprising 17.1% of total jobs. That was much higher than in the state, where 11.4% of jobs were in manufacturing. After declining during the recession, manufacturing added over 160 jobs from 2010 to 2013.
- The next largest industries are Retail Trade (7,834 jobs, 10.9%) and Accommodation and Food Services (5,187 jobs, 7.2%), as well as Educational Services (6,123 jobs) and Public Administration (4,146 jobs); which have all seen small job declines. Other important industries include Wholesale Trade (3,953 jobs), Construction (3,351 jobs), Finance and Insurance (2,988 jobs), Transportation and Warehousing (2,587 jobs), and Agriculture (2,030 jobs).

- With 2,742 job vacancies reported in the second quarter of 2014, Southwest Minnesota had just 1.3 jobseekers for every job vacancy
 - That was down from 5.8 jobseekers per vacancy in 2009
 - Below pre-recession levels (2.2 jobseekers per vacancy in 2007)
 - Largest number of vacancies were reported in Manufacturing and Health Care and Social Assistance, followed by Retail Trade and Educational Services
 - About one-fourth (27.9%) of vacancies are part-time; and 41.4% require postsecondary education



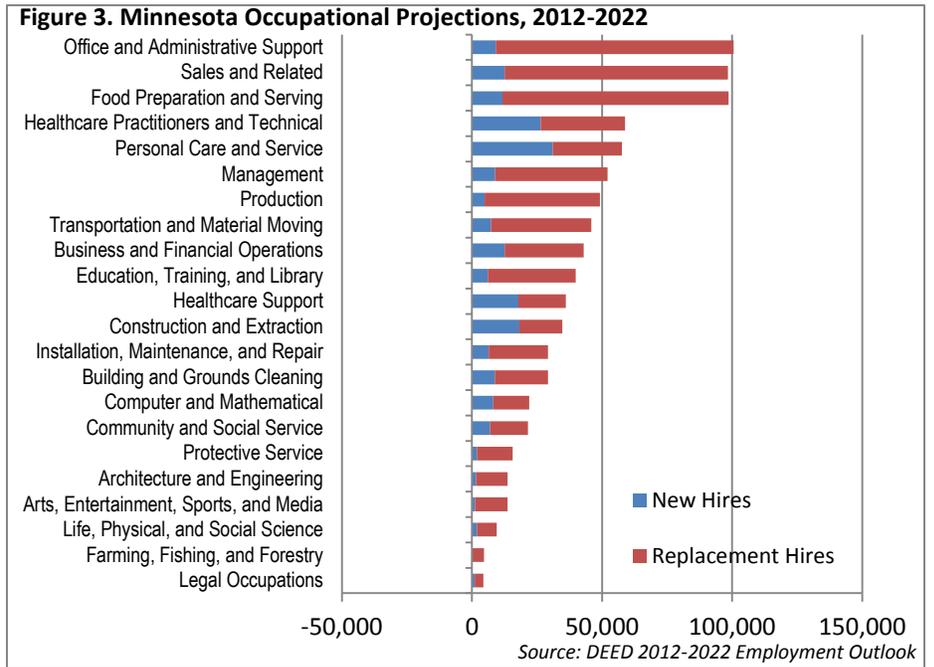
- Southwest Minnesota had 147 occupations in high demand
 - 75 require a high school diploma or less
 - 21 require some college, postsecondary vocational award, or associate’s degree
 - 38 require a bachelor’s degree
 - 13 require an advanced degree
 - 21 are healthcare practitioners
 - 17 are production occupations
 - 14 are business and financial operations occupations

Table 4. Southwest Minnesota Occupations in Demand by Educational Level

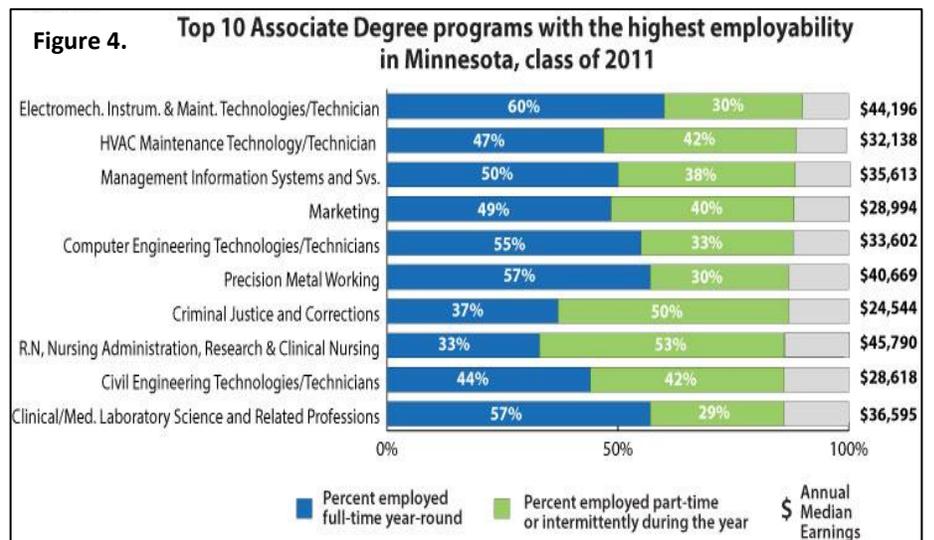
High School Diploma or Less	Postsecondary Award & Associate's Degree	Bachelor's Degree or Higher
Heavy & Tractor Trailer Truck Drivers (\$36,711 median annual wage)	Registered Nurses (\$58,662 median annual wage)	Securities, Commodities & Financial Services Salespeople (\$66,216)
Home Health Aides (\$22,013)	Industrial Engineering Technicians (\$43,660)	Family & General Practitioners (\$189,399)
Personal Care Aides (\$20,580)	Civil Engineering Technicians (\$55,439)	Child, Family & School Social Workers (\$43,892)
Stock Clerks & Order Fillers (\$20,128)	Medical & Clinical Lab Technicians (\$42,614)	Industrial Engineers (\$67,212)
Food Prep & Serving Workers (\$18,164)	Mechanical Drafters (\$39,052)	Sales Managers (\$76,085)
Cashiers (\$18,065)	Wind Turbine Service Technicians (\$45,969)	Accountants & Auditors (\$51,645)
Packaging & Filing Machine Operators (\$24,525)	Electrical & Electronic Engineering Techs. (\$46,188)	Mechanical Engineers (\$63,569)
Automotive Service Technicians (\$32,241)	Radiologic Technologists (\$47,800)	Human Resources Specialists (\$44,737)
Nursing Assistants (\$22,918)	Agriculture & Food Science Technicians (\$35,159)	Pharmacists (\$127,212)
Farm Equipment Mechanics (\$36,335)	Engineering Technicians (\$59,064)	Veterinarians (\$87,246)

Source: DEED Occupations in Demand (OID) tool

- According to DEED's 2012-2022 Employment Outlook tool, Minnesota's economy will gain +204,999 net new jobs, a growth rate of +7.0%. (See Figure 3.)
- In addition, over +673,520 workers will be needed to take jobs left vacant through retirements and replacements
- Choice of major (focus on career and labor market trends) is the main driver of economic success after graduation
 - There are more opportunities for people with degrees that are technical (focused on analytical/ quantitative skills) or geared towards growing sectors (Health Care & Social Assistance, Manufacturing)



- Overall, wages increased with education level
 - Hourly wages for bachelor's and graduate degree completers rose at a faster rate than others between 12 and 24 months after graduation, suggesting stronger earning power
- Only 42% of completers who were employed managed to find a full-time job and keep it for the whole year
 - Results could be evidence of under-employment, or under-utilization of skills in the economy (See Figure 4.)



DEED's Regional Analysts
We've got you covered...

Chet Bodin
Northwest WSA 1 & 2
Brainerd WorkForce Center
chet.bodin@state.mn.us
218-825-2183

Cameron Macht
Regional Analysis & Outreach Unit Manager
Willmar WorkForce Center
cameron.macht@state.mn.us
320-441-6596

Luke Greiner
Central & Southwest WSA 5, 6 & 17
St. Cloud WorkForce Center
luke.greiner@state.mn.us
320-308-5378

Tim O'Neill
Twin Cities WSA 9, 10, 12, 14, 15 & 16
1st National Bank Bldg., St. Paul
timothy.oneill@state.mn.us
651-259-7401

Mark Schultz
Southeast & South Central WSA 7, 8 & 18
Winona WorkForce Center
mark.schultz@state.mn.us
507-453-2962