

Northwest Minnesota Profile, 2014

A Brief Summary of the Region's Demographics, Industry Statistics, and Projections

Population and Demographics

Northwest Minnesota Population Statistics, 2000-2011

2000 Population	2010 Population	2011 Population	2000-2011		2010-2011	
			Numeric Change	Numeric Change	% Change	% Change
526,792	553,805	556,087	29,295	2,282	0.4%	5.6%

Source: U.S. Census Bureau, American Community Survey

Northwest Minnesota Population Projections by Age, 2011-2030

Age Group	2011 Data		2011-2030	
	Population	Pop. %	Change	% Growth
0-14	106,195	19.1%	-3,046	-2.7%
15-24	74,565	13.4%	7,847	10.6%
25-34	61,834	11.1%	-7,852	-12.7%
35-44	59,772	10.7%	1,155	1.9%
45-54	80,705	14.5%	-3,585	-4.4%
55-64	75,235	13.5%	-8,690	-11.6%
65+	97,781	17.6%	68,657	70.2%
Total Population	556,087	100.0%	54,486	9.8%
Median Age	42.6			

Source: U.S. Census Bureau, American Community Survey

The future of Northwest Minnesota's population faces many challenges to its workforce. By 2030, there will be an increase of over seventy percent in the population 65 and older. As they retire, thousands of jobs will need to be filled to replace them. In addition, thousands more will be needed to care for them.

Currently, *Healthcare and Education Services* employ more people in Northwest Minnesota than any other industry. It's followed closely by *Trade, Transportation and Utilities*, and *Manufacturing*, which have both rebounded well from the 2008 recession.

Education Attainment and Applicability

NW Minnesota Education Statistics, 2013

Population 18 to 24 Years	Northwest Minnesota		Minnesota
Educational Attainment	Population	Population Percent	Population Percent
Total Population	10,074	100.0%	100.0%
Less than High School Graduate	574	5.7%	13.1%
High School Graduate/Equivalency	2,579	25.6%	26.3%
Some College or Associates Degree	6,196	61.5%	49.3%
Bachelor's Degree or Higher	725	7.2%	11.3%
Population 25 Years and Over	Northwest Minnesota		Minnesota
Educational Attainment	Population	Population Percent	Population Percent
Total Population	35,421	100.0%	100.0%
Less than High School Graduate	2,326	6.6%	8.1%
High School Graduate/Equivalency	10,396	29.5%	27.1%
Some College, No Degree	7,577	21.5%	22.5%
Associate's Degree	4,264	12.1%	10.0%
Bachelor's Degree	7,683	21.8%	21.8%
Graduate or Professional Degree	2,995	8.5%	10.5%

Source: U.S. Census Bureau, American Community Survey, 2012

Note: Northwest Minnesota includes the 26 counties within Workforce Service Areas 1 and 2.

Graduate Employment Outcomes (GEO)

GEO is a new tool DEED created to show how graduates of various instructional programs fare in the workforce after graduation. Specific degree programs and different types of degrees (Associate's, Bachelor's or Graduate) can be analyzed for solvency with the labor market. As of October 2014, the tool compiles data for the Twin Cities seven-county metro area, Greater Minnesota and the State altogether. GEO also shows the industries awardees are finding the most work in. For example, graduates of *Mechanic and Repair Technology* programs are currently finding more work in the *Retail Trade* industry than any other, and average wages are approximately \$13.33 one year after graduation.

2011 Graduates in Greater Minnesota, All Institutions & All Degree Types

Instructional Program	Graduates	Graduates With Reported Wages	12-Months After Graduation - Median Hourly Wage	24-Months After Graduation - Median Hourly Wage	Top Industry Of Employment
Education	2,959	2,076	\$19.75	\$21.87	Educational Services
Health Professions	6,336	4,563	\$17.29	\$19.30	Health Care and Social Assistance
Mechanic & Repair Technologies	815	549	\$13.33	\$15.10	Retail Trade
Public Admin & Social Service Professions	577	424	\$15.51	\$17.13	Health Care and Social Assistance
Transportation & Materials Moving	270	138	\$16.78	\$17.23	Transportation and Warehousing

Source: DEED OES / Graduate Employment Outcomes, 2014

Industry & Occupation Snapshots

Transportation, Manufacturing and Healthcare occupations look to be most in demand through 2020 as well. All of the high demand occupations below require less than a bachelor's degree to start, and some only require a high school diploma. Notably absent are occupations in *Retail Trade*, the number one occupation in 2014.

Top Regional Industries by Number of Jobs, 2013

Industry	Number of Jobs	Growth % 2011-12	Annual Income
Total, All Industries	213,523	2.5%	\$34,580
1. Education & Health	58,106	-0.3%	\$36,400
2. Trade, Trans & Utilities	46,138	2.2%	\$32,032
3. Manufacturing	28,004	5.8%	\$45,344
4. Leisure & Hospitality	24,637	1.5%	\$13,832
5. Public Administration	14,577	2.0%	\$41,132
6. Professional & Business Services	10,695	10.4%	\$39,832
7. Construction	10,010	11.9%	\$43,888
8. Financial Activities	7,276	0.5%	41,964
9. Other Services	6,212	-0.5%	19,396
10. Natural Resources & Mining	4,919	11.3%	34,684

Top Regional Occupations by Number of Jobs, 2014

Occupation	Number of Jobs	Annual Income
1. Retail Sales Workers	6,530	\$21,621
2. Primary, Sec, & Special Ed School Teachers	5,910	\$53,198
3. Nursing, Psychiatric, & Home Health Aides	5,760	\$23,983
4. Material Recording, Scheduling, Dispatching, & Distributing Workers	4,850	\$31,382
5. Information & Record Clerks	4,480	\$29,755
6. Motor Vehicle Operators	3,970	\$33,043
7. Retail Salespersons	3,900	\$22,687
8. Cashiers	3,790	\$19,074
9. Financial Clerks	3,700	\$31,837
10. Building Cleaning & Pest Control Workers	3,560	\$23,375

Source: DEED OES/QCEW 2013