

**COUNTY PROFILE**

**Hubbard Co.**

Hubbard Co. is a part of Economic Development Region 2, which is located in the Northwest Planning Region.



**POPULATION CHARACTERISTICS**

2024 population:	<b>22,050 people</b>	Median Age:	<b>48.3 years</b>
Population change, 2020-2024	706 people 3.3% increase	state:	38.6 years

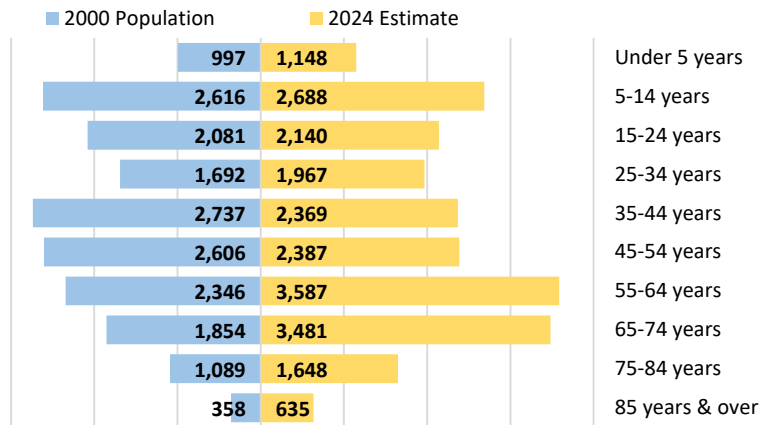
Hubbard Co. is the 44th largest of the 87 counties in the state. Its population increased so far this decade, ranking as the 16th fastest growing in the state from 2020 to 2024. Hubbard Co.'s population has an older median age than the state and a larger percentage of people aged 65 years and older. The population is aging, especially as the Baby Boom generation moves through the population pyramid (see Figure 1).

**Table 1. Population by Age Group, 2024**

	Number	Percent
Under 5 years	1,148	5.2%
5-14 years	2,688	12.2%
15-24 years	2,140	9.7%
25-34 years	1,967	8.9%
35-44 years	2,369	10.7%
45-54 years	2,387	10.8%
55-64 years	3,587	16.3%
65-74 years	3,481	15.8%
75-84 years	1,648	7.5%
85 years & over	635	2.9%
<b>Total Population</b>	<b>22,050</b>	<b>100.0%</b>

Source: Census 2024 Population Estimates, 2019-2023 ACS

**Figure 1. Population Pyramid, 2000-2024**



Hubbard Co. suffered a negative natural increase - more deaths than births from 2020 to 2024, but also experienced net in-migration - meaning more people moved in than moved out. In addition to domestic in-migration, Hubbard Co. welcomed net international in-migration - gaining new Minnesotans from foreign countries (see Table 2).

**Table 2. Cumulative Estimates of the Components of Population Change, 2020-2024**

	Total Population Change	April 1, 2020 to July 1, 2024					
		Natural Increase	Vital Events		Net Migration		
			Births	Deaths	Total	International	Domestic
Hubbard Co.	707	-240	803	1,043	954	33	921
State of Minnesota	86,459	51,570	268,689	217,119	33,161	81,091	-47,930

Source: U.S. Census Bureau, Population Estimates Program

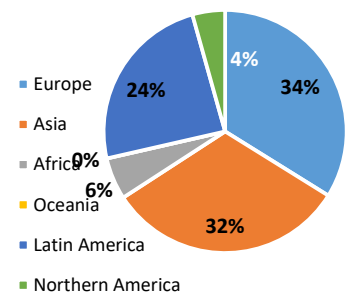
Compared to the state, Hubbard Co. has a smaller percentage of foreign-born residents. From 2013 to 2023, Hubbard Co. saw an increase in the number of foreign-born residents, though it was slower than the statewide increase.

**Table 3. Place of Birth for the Foreign Born Population, 2023**

	Hubbard Co.		Change 2013-2023		Minnesota	
	Number	Percent	Number	Percent	Percent	Change
<b>Foreign-born Population</b>	<b>322</b>	<b>1.5%</b>	<b>37</b>	<b>13.0%</b>	<b>8.6%</b>	<b>24.7%</b>
Europe	109	33.9%	23	26.7%	8.8%	-3.4%
Asia	103	32.0%	43	71.7%	35.7%	18.1%
Africa	18	5.6%	9	100.0%	28.3%	78.8%
Oceania	0	0.0%	0	#DIV/0!	0.4%	5.4%
Americas:	92	28.6%	-38	-29.2%	26.7%	8.7%
Latin America	78	24.2%	-33	-29.7%	24.2%	9.7%
Northern America	14	4.3%	-5	-26.3%	2.5%	0.4%

Source: U.S. Census Bureau, 2019-2023 American Community Survey

**Figure 2. Place of Birth for the Foreign Born Population, 2023**



## COUNTY PROFILE

Hubbard Co.

Hubbard Co.'s population was becoming more racially diverse over time. Since 2013, the white population increased and the number of people of other races increased (see Table 4).

**Figure 3. Population by Race, 2023**

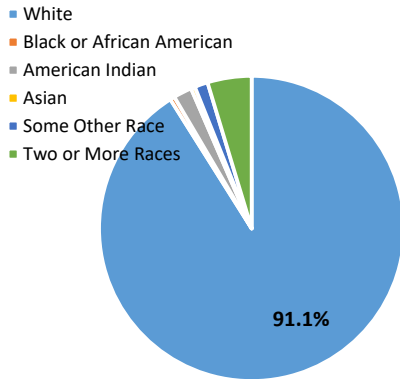


Table 4. Race and Hispanic Origin, 2023	Hubbard Co.			Minnesota	
	Number	Percent	Change from 2013-2023	Percent	Change from 2013-2023
<b>Total</b>	<b>21,700</b>	<b>100.0%</b>	<b>6.2%</b>	<b>100.0%</b>	<b>6.8%</b>
White	19,758	91.1%	2.2%	78.4%	-2.2%
Black or African American	107	0.5%	55.1%	6.8%	38.9%
American Indian or Alaska Native	423	1.9%	7.4%	0.9%	-11.6%
Asian or Other Pac. Islanders	94	0.4%	28.8%	5.1%	29.6%
Some Other Race	304	1.4%	198.0%	2.7%	96.1%
Two or More Races	1,014	4.7%	113.5%	6.2%	168.3%
Hispanic or Latino origin	553	2.5%	60.3%	6.2%	37.5%

Source: U.S. Census Bureau, 2019-2023 American Community Survey

## POPULATION PROJECTIONS

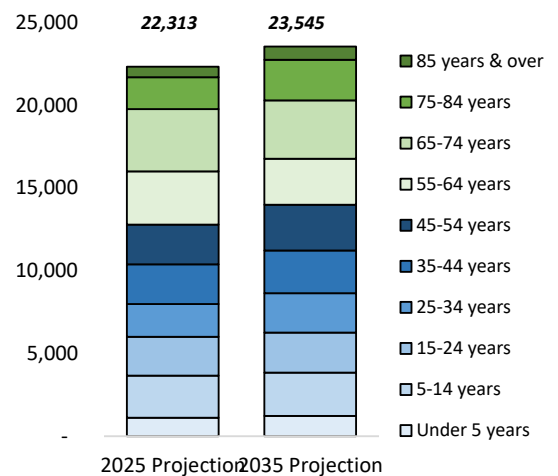
According to the Minnesota State Demographic Center, Hubbard Co.'s population is expected to grow from 2025 to 2035, with a rate of change that is faster than the projected statewide growth rate (3.7%). In addition to the overall growth, the number of people aged 65 years and older is expected to increase over the next decade (see Figure 4 and Table 5).

**Table 5. Population Projections by Age Group, 2025-2035**

Hubbard Co.	2025 Projection	2035 Projection	Numeric Change	Percent Change
Under 5 years	1,117	1,230	113	10.1%
5-14 years	2,552	2,605	53	2.1%
15-24 years	2,337	2,425	88	3.8%
25-34 years	1,980	2,373	393	19.8%
35-44 years	2,393	2,586	193	8.1%
45-54 years	2,411	2,758	347	14.4%
55-64 years	3,212	2,779	-433	-13.5%
65-74 years	3,751	3,522	-229	-6.1%
75-84 years	1,927	2,469	542	28.1%
85 years & over	633	798	165	26.1%
<b>Total Population</b>	<b>22,313</b>	<b>23,545</b>	<b>1,232</b>	<b>5.5%</b>

Source: Minnesota State Demographic Center

**Figure 4. Projections by Age Group, 2025-2035**

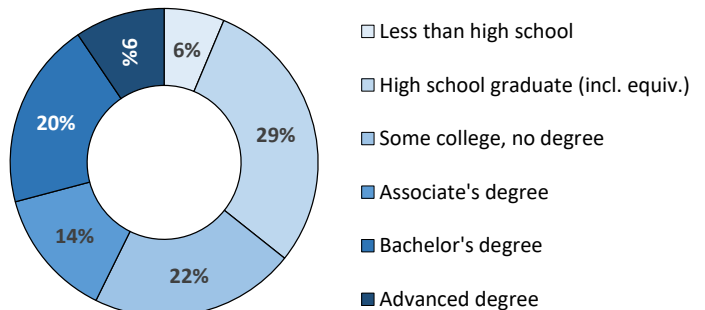


## EDUCATIONAL ATTAINMENT

Hubbard Co. has a higher percentage of adults (18 years & over) with at least a high school diploma than the state (93.2%), and a lower percentage of people with at least some college experience. Hubbard Co. also has a higher percentage of people with an Associate's degree and a lower percentage of people with a Bachelor's degree or higher.

<b>Percentage of the adult population (18 years &amp; over) with at least a high school diploma:</b>	<b>93.7%</b>
<b>College-educated:</b>	<b>64.3%</b>
state:	68.8%
<b>Associate's Degree:</b>	<b>13.6%</b>
<b>Bachelor's Degree:</b>	<b>19.7%</b>
<b>Advanced Degree:</b>	<b>9.4%</b>

**Figure 5. Educational Attainment, 2023**

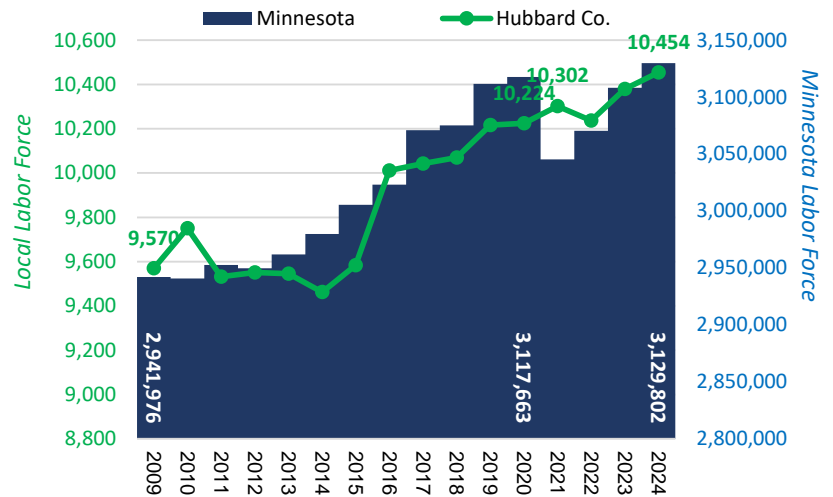


Source: U.S. Census Bureau, 2019-2023 American Community Survey

LABOR FORCE TRENDS

At 4.3%, Hubbard Co. had a higher unemployment rate than the state in 2024. After the pandemic recession Hubbard Co.'s unemployment rate declined compared to the 5.3% pre-pandemic rate posted in 2019. The number of unemployed workers actively seeking work in Hubbard Co. increased over the past year, and is down compared to 2019.

Figure 6. Annual Labor Force Estimates

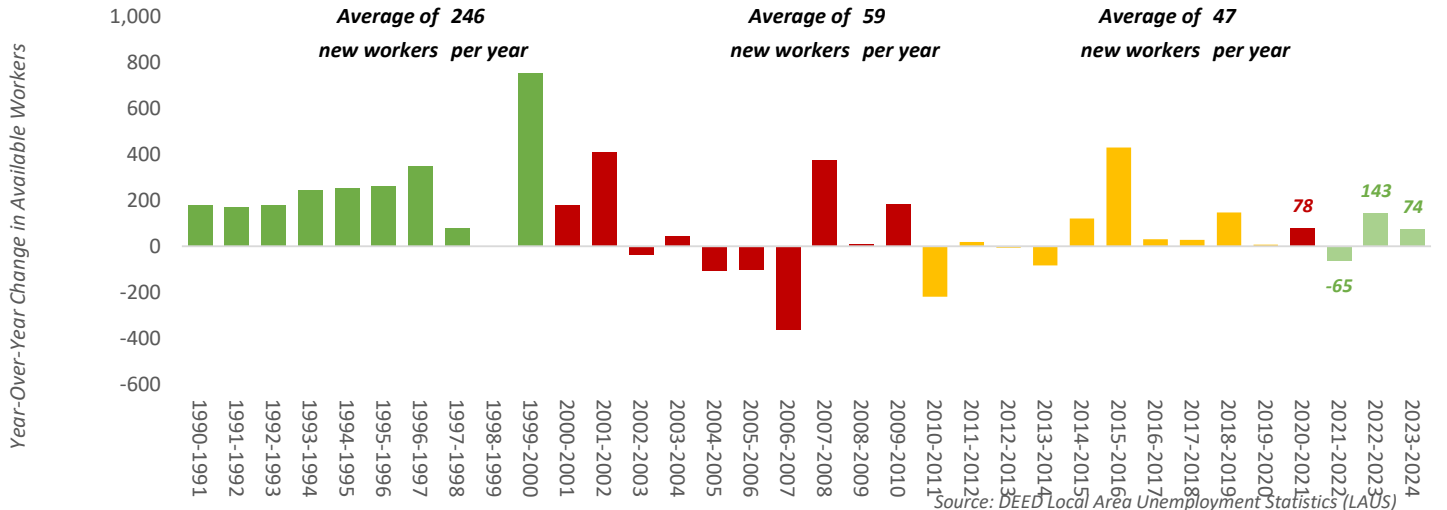


Source: DEED Local Area Unemployment Statistics

<b>10,454</b>	available workers
Labor Force change, 2009-2024	884 workers 9.2% increase
<b>4.4%</b>	unemployment rate
3.0%	state
<b>460</b>	unemployed workers

Labor force growth has slowed in recent years. After experiencing a net gain of workers each year from 1990 to 2000, Hubbard Co. averaged an annual gain of new workers from 2000 to 2010, and most recently a gain of new workers since 2010 (see Figure 7). Moving forward, Hubbard Co. is expected to add workers from 2025 to 2035 (see Table 6).

Figure 7. Annual Change in Labor Force, 1990-2024



Source: DEED Local Area Unemployment Statistics (LAUS)

Table 6. Labor Force Projections, 2025-2035	Labor Force Projection	
	2025	2035
16 to 24 years	1,386	1,466
25 to 54 years	5,787	6,582
55 to 64 years	2,203	1,906
65 years & over	901	889
<b>Total Labor Force</b>	<b>10,277</b>	<b>10,843</b>

Source: Minnesota State Demographic Center, 2019-2023 ACS

The labor market had grown extremely tight in recent years, with less than 1 jobseeker per vacancy until the pandemic recession intervened in early 2020 and the number of unemployed workers spiked. In 2024, job vacancies in Northwest returned to pre-pandemic levels, but employers are still seeing challenges finding enough workers for open jobs (see Figure 8).

Figure 8. Jobseekers Per Vacancy, 2014-2024



Source: DEED Job Vacancy Survey, LAUS program

**LABOR FORCE CHARACTERISTICS**

Hubbard Co. had a lower labor force participation rate than the state. The labor force in Hubbard Co. is less racially diverse than the state (where 80.0% of workers are white alone), but is becoming more diverse over time.

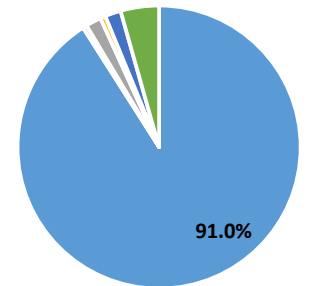
**Table 7. Employment Characteristics, 2023**

	Hubbard Co.			Minnesota		Labor Force by Gender	
	In Labor Force (available workers)	Labor Force Partic. Rate	Unemp. Rate	Labor Force Partic. Rate	Unemp. Rate	Male	Female
<b>Total Labor Force</b>	<b>10,142</b>	<b>57.2%</b>	<b>4.6%</b>	<b>68.5%</b>	<b>3.9%</b>	<b>5,377</b>	<b>4,764</b>
16 to 19 years	599	56.0%	3.7%	52.7%	9.9%	345	254
20 to 24 years	659	78.3%	6.7%	83.4%	6.5%	278	381
25 to 44 years	3,689	86.5%	3.8%	88.7%	3.5%	1,958	1,730
45 to 54 years	1,954	83.2%	6.6%	87.8%	2.9%	1,045	910
55 to 64 years	2,421	68.6%	3.6%	72.8%	3.0%	1,298	1,123
65 to 74 years	706	20.6%	5.5%	27.8%	3.4%	390	316
75 years & over	112	5.0%	0.9%	6.6%	3.1%	63	50

**Employment Characteristics by Race & Hispanic Origin**

White alone	9,228	56.4%	4.1%	67.5%	3.4%
Black or African American	48	51.6%	4.2%	71.0%	8.4%
American Indian & Alaska Native	178	57.1%	21.3%	57.7%	11.4%
Asian or Other Pac. Islanders	61	70.9%	0.0%	74.6%	3.5%
Some Other Race	184	78.3%	4.9%	75.9%	5.6%
Two or More Races	445	69.2%	7.4%	74.2%	6.1%
Hispanic or Latino	232	66.3%	3.9%	77.1%	5.9%

**Figure 9. Labor Force by Race, 2023**



- White alone
- Black or African American
- American Indian & Alaska Native
- Asian or Other Pac. Islanders
- Some Other Race
- Two or More Races

**Employment Characteristics by Disability, 20 to 64 years**

With Any Disability, 20 to 64 years	598	47.7%	13.7%	55.3%	9.5%
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**Employment Characteristics by Educational Attainment, 25 to 64 years**

Population, 25 to 64 years	8,066	79.5%	4.4%	84.4%	3.3%
Less than H.S. Diploma	331	56.8%	9.0%	67.1%	4.7%
H.S. Diploma or Equivalent	2,186	78.1%	1.0%	76.5%	2.6%
Some College or Assoc. Degree	3,116	79.4%	3.8%	85.0%	3.6%
Bachelor's Degree or Higher	2,434	85.7%	1.1%	90.5%	2.0%

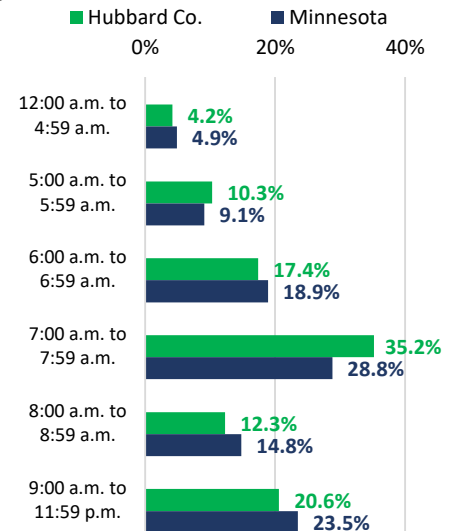
Source: 2019-2023 American Community Survey, 5-Year Estimates

A smaller percentage of workers in Hubbard Co. worked in the same county in which they live compared to the state. Hubbard Co. also had a longer average commute time than the state.

**Table 8. Commuting Characteristics, 2022**

	Hubbard Co.		Minnesota	
	Number	Percent	Number	Percent
Worked in state of residence	9,241	97.6%	2,870,678	97.8%
Worked in county of residence	5,463	57.7%	1,984,232	67.6%
Worked out of county of residence	3,778	39.9%	886,447	30.2%
Worked outside state of residence	227	2.4%	64,576	2.2%
<b>MEANS OF TRANSPORTATION TO WORK</b>				
Car, truck, or van	7,972	84.2%	2,286,563	77.9%
Public transportation (excl. taxicab)	47	0.5%	61,640	2.1%
Other method (walk, bike, taxi, etc.)	331	3.5%	120,345	4.1%
Worked at home	1,117	11.8%	463,770	15.8%
<b>TRAVEL TIME TO WORK</b>				
Less than 10 minutes	1,657	17.5%	478,446	16.3%
10 to 19 minutes	3,200	33.8%	924,605	31.5%
20 to 29 minutes	1,969	20.8%	651,626	22.2%
30 to 44 minutes	1,373	14.5%	551,828	18.8%
45 to 59 minutes	540	5.7%	176,115	6.0%
60 or more minutes	729	7.7%	149,698	5.1%
<b>Mean travel time to work (minutes)</b>	<b>26.0 minutes</b>		<b>23.1 minutes</b>	

**Figure 10. Time Leaving Home to go to Work, 2023**



Source: 2019-2023 American Community Survey, 5-Year Estimates

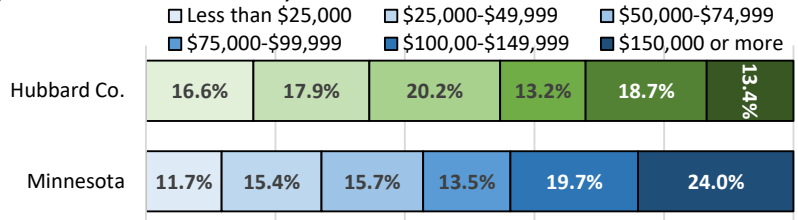
**INCOMES, COST OF LIVING, & HOUSING**

Hubbard Co. had a lower median household income than the state, and a higher percentage of households with incomes below \$50,000. Overall, Hubbard Co. had the 53rd highest median household income of the 87 counties in the state.

<b>Median Household Income</b>	<b>\$70,622</b>
state	\$87,556
<b>Median Family Income</b>	<b>\$84,240</b>
state	\$111,492
<b>Per Capita Income</b>	<b>\$38,262</b>
state	\$46,957

Source: 2019-2023 American Community Survey

Figure 11. Household Incomes, 2023



Source: 2019-2023 American Community Survey 5-Year Estimates

The cost of living has increased over the past 2 years with costs up in many areas. Hubbard Co. had a lower cost of living than the state, with a required hourly wage of \$15.08 for a single person living alone to meet a basic needs cost of living, and an hourly wage requirement of \$20.2 for a typical family with 2 adults and 1 child (see Table 9).

Table 9. Basic Needs Cost of Living Estimates, 2024

Single Adult, 0 children	Single Yearly Cost of Living	Hourly Wage Required	Monthly Costs						
			Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
Hubbard Co.	\$31,369	\$15.08	\$0	\$416	\$150	\$760	\$690	\$272	\$326
State of Minnesota	\$36,768	\$17.68	\$0	\$424	\$156	\$1,154	\$573	\$365	\$392
Typical Family: 2 Adults (1 working full-time, 1 part-time), 1 child	Family Yearly Cost of Living	Hourly Wage Required	Monthly Costs						
			Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
Hubbard Co.	\$63,028	\$20.20	\$353	\$946	\$530	\$1,014	\$1,325	\$453	\$631
State of Minnesota	\$70,308	\$22.53	\$545	\$964	\$556	\$1,446	\$1,028	\$557	\$763

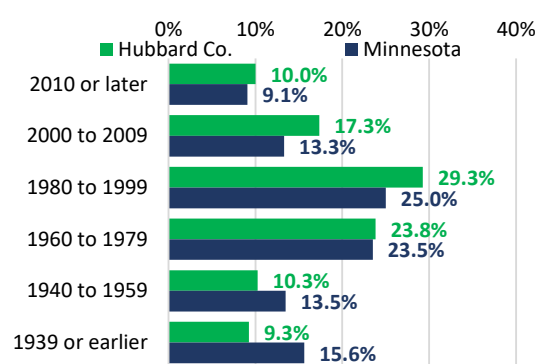
Source: DEED Cost of Living tool

Hubbard Co. had a lower median house value than the state, having the 25th highest value of the 87 counties in 2022. Hubbard Co.'s housing stock was newer than the state's, with a higher percentage of units built since 2000 (see Figure 12).

Table 10. Estimated Value of Owner-occupied Housing Units, 2022	Hubbard Co.		Minnesota
	Total	Percent	Percent
<b>Total</b>	<b>7,340</b>	<b>100.0%</b>	<b>100.0%</b>
Less than \$50,000	267	3.6%	4.0%
\$50,000 to \$99,999	452	6.2%	4.0%
\$100,000 to \$149,999	707	9.6%	6.2%
\$150,000 to \$199,999	1,010	13.8%	8.9%
\$200,000 to \$299,999	1,987	27.1%	25.7%
\$300,000 to \$499,999	1,879	25.6%	33.6%
\$500,000 or more	1,038	14.1%	17.5%
<b>Median (dollars)</b>	<b>\$255,900</b>		<b>\$305,500</b>

Source: 2019-2023 American Community Survey, 5-Year Estimates

Figure 12. Year Structure Built, 2023



<b>Median monthly owner costs, owner-occupied units with a mortgage</b>	<b>\$1,583</b>
state	\$1,890

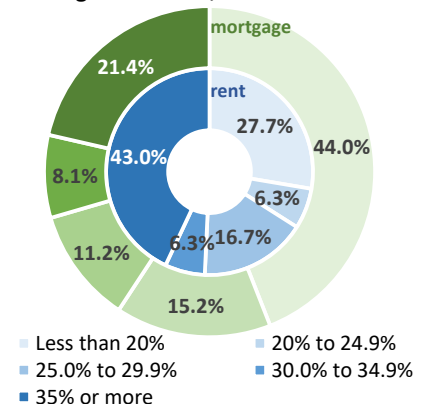
<b>Percentage of households with a mortgage spending 30% or more of their income on housing costs</b>	<b>29.5%</b>
state	22.5%

<b>Median monthly rent costs</b>	<b>\$923</b>
state	\$1,235

<b>Percentage of renters spending 30% or more of their household income on rent</b>	<b>49.3%</b>
state	47.2%

Source: 2019-2023 American Community Survey, 5-Year Estimates

Figure 13. Housing Costs as a Percentage of Income, 2023





OCCUPATIONS IN DEMAND

Table 13. Northwest Planning Region Occupations in Demand, 2025

Less than High School	High School or Equivalent	Some College or Assoc. Deg.	Bachelor's Degree or Higher
Retail Salespersons \$34,731/yr	Nursing Assistants \$42,735/yr	Registered Nurses \$87,175/yr	Elementary School Teachers, Except Special Education \$62,671/yr
Home Health and Personal Care Aides \$37,192/yr	Heavy and Tractor-Trailer Truck Drivers \$57,658/yr	Police and Sheriff's Patrol Officers \$77,799/yr	General and Operations Managers \$77,911/yr
Fast Food and Counter Workers \$30,264/yr	Licensed Practical and Licensed Vocational Nurses \$58,256/yr	Radiologic Technologists and Technicians \$79,629/yr	Secondary School Teachers, Except Special and Career/Technical \$62,998/yr
Cashiers \$29,907/yr	Bus and Truck Mechanics and Diesel Engine Specialists \$60,780/yr	Dental Hygienists \$93,217/yr	Preschool Teachers, Except Special Education \$38,558/yr
Maids and Housekeeping Cleaners \$34,874/yr	Bookkeeping, Accounting, and Auditing Clerks \$50,072/yr	Civil Engineering Technologists and Technicians \$76,366/yr	Accountants and Auditors \$68,758/yr
Waiters and Waitresses \$23,459/yr	Automotive Service Technicians and Mechanics \$49,015/yr	Paralegals and Legal Assistants \$60,312/yr	Substitute Teachers, Short-Term \$44,046/yr
First-Line Supervisors of Retail Sales Workers \$46,176/yr	Substance abuse, behavioral disorder, and mental health counselors \$56,834/yr	Industrial Engineering Technologists and Technicians \$61,026/yr	Child, Family, and School Social Workers \$66,942/yr
Cooks, Restaurant \$36,688/yr	Machinists \$51,108/yr	Surgical Technologists \$67,653/yr	Civil Engineers \$95,647/yr
Stockers and Order Fillers \$41,330/yr	Farm Equipment Mechanics and Service Technicians \$59,711/yr	Veterinary Technologists and Technicians \$48,247/yr	Business Operations Specialists, All Other \$65,312/yr
Food Preparation Workers \$33,374/yr	Electricians \$73,544/yr	Architectural and Civil Drafters \$64,617/yr	Human Resources Specialists \$67,419/yr

Source: DEED Occupations in Demand

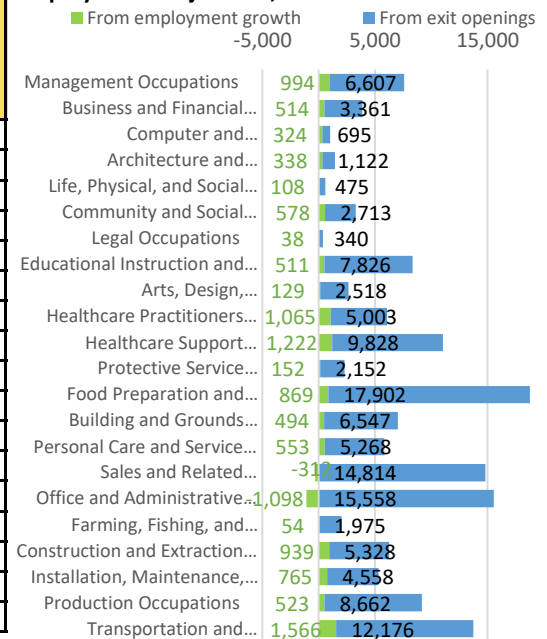
Hubbard Co. is a part of the Northwest planning region, which is projected to see a 3.9% increase in employment levels over the next decade. In addition to new jobs created, there will be a much larger number of exit openings (see Figure 15).

Table 14. Regional Industry Employment Projections, 2022-2032

Northwest Planning Region	Estimated Employment 2022	Projected Employment 2032	Percent Change 2022-2032
<b>Total, All Industries</b>	<b>265,321</b>	<b>275,647</b>	<b>3.9%</b>
Natural Resources & Mining	6,095	6,335	3.9%
Utilities	1,126	1,125	-0.1%
Construction	11,719	12,715	8.5%
Manufacturing	29,871	31,429	5.2%
Wholesale Trade	12,936	14,034	8.5%
Retail Trade	27,705	27,590	-0.4%
Transportation & Warehousing	5,579	5,997	7.5%
Information	2,451	2,470	0.8%
Finance & Insurance, Real Estate	8,067	8,366	3.7%
Professional Services & Mgmt. of Companies	5,609	6,152	9.7%
Admin. Support & Waste Mgmt.	4,192	4,460	6.4%
Educational Services	22,849	22,989	0.6%
Health Care & Social Assistance	36,421	38,978	7.0%
Leisure & Hospitality	24,958	26,706	7.0%
Other Services	9,824	10,129	3.1%
Public Administration	24,161	24,869	2.9%

Source: DEED 2022-2032 Employment Outlook

Figure 15. Regional Occupational Employment Projections, 2022-2032



ECONOMIC CHARACTERISTICS

Coming out of the pandemic recession, after gaining jobs over the past year, Hubbard Co. had the 49th largest economy of the 87 counties in the state. Hubbard Co. was the 38th fastest growing in the past year and the 23rd fastest growing since 2020. From 2020 to 2024, employment in Hubbard Co. has grown since the pandemic recession.

683 business establishments

\$46,529 annual average wage

6,258 jobs

\$291,178,293 total industry payroll

Job change, 2020-2024: 469 jobs, 8.1% increase

Figure 16. Industry Employment Statistics, 2005-2024

Source: DEED QCEW program

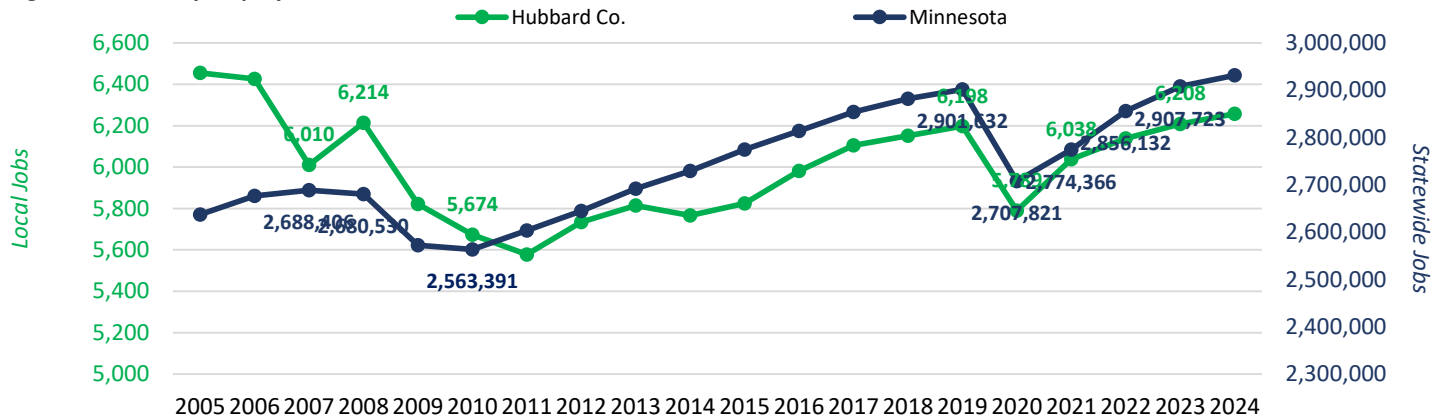
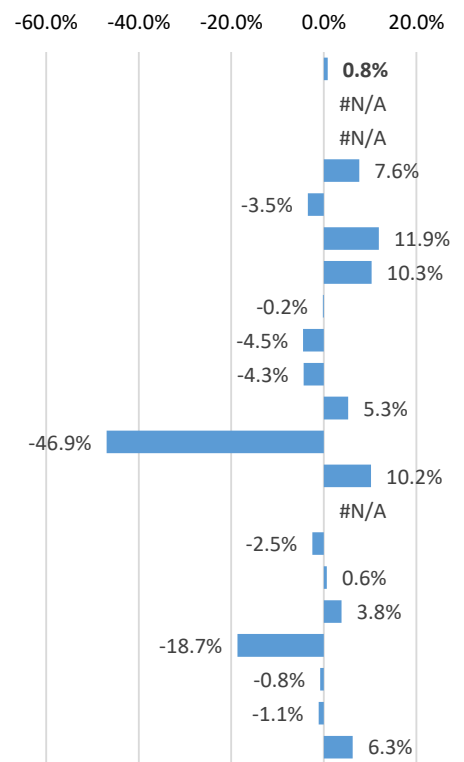


Table 15. Hubbard Co. Industry Employment Statistics, 2024	Number of Establishments	Number of Jobs	Percent of Total Jobs	Average Annual Wage
<b>Total, All Industries</b>	<b>683</b>	<b>6,258</b>	<b>100.0%</b>	<b>\$46,529</b>
Agriculture, Forestry, Fish & Hunt	#N/A	#N/A	#N/A	#N/A
Mining	#N/A	#N/A	#N/A	#N/A
Construction	119	535	8.5%	\$56,073
Manufacturing	28	753	12.0%	\$64,971
Utilities	5	47	0.8%	\$92,151
Wholesale Trade	9	32	0.5%	\$42,934
Retail Trade	104	1,066	17.0%	\$30,924
Transportation & Warehousing	26	214	3.4%	\$60,760
Information	8	22	0.4%	\$31,621
Finance & Insurance	19	120	1.9%	\$68,584
Real Estate & Rental & Leasing	16	26	0.4%	\$49,095
Professional & Technical Services	29	108	1.7%	\$45,229
Management of Companies	#N/A	#N/A	#N/A	#N/A
Admin. Support & Waste Mgmt. Svcs.	29	131	2.1%	\$40,907
Educational Services	8	476	7.6%	\$49,039
Health Care & Social Assistance	56	869	13.9%	\$52,983
Arts, Entertainment, & Recreation	22	87	1.4%	\$19,727
Accommodation & Food Services	88	747	11.9%	\$18,885
Other Services	59	182	2.9%	\$31,971
Public Administration	29	561	9.0%	\$52,925

Figure 17. Change in Jobs, 2023-2024



Source: DEED Quarterly Census of Employment & Wages (QCEW)

For more information on Hubbard Co.'s population, labor force, and economic trends, contact:

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