

ECONOMIC DEVELOPMENT REGION 8: Southwest

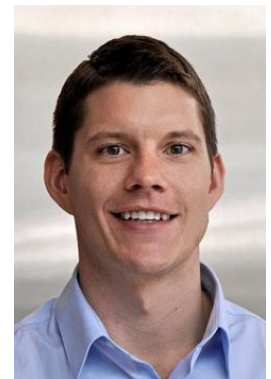
Covers counties:

Cottonwood, Jackson, Lincoln, Lyon, Murray, Nobles, Pipestone, Redwood, and Rock

2024 REGIONAL PROFILE

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DEMOGRAPHICS

POPULATION CHANGE

Economic Development Region 8 includes a total of 9 counties located in the Southwest Minnesota planning area, which also encompasses Region 6W and Region 9. Region 8 was home to 116,046 people in 2023, comprising 2% of the state’s total population, making it the 10th largest of the 13 EDRs in the state. Region 8 lost 1,391 residents since 2020, a -1.2% decline, making it the 3rd fastest declining of the 13 EDRs. In comparison, the state of Minnesota saw a 0.6% gain from 2020 to 2023 (Table 1).

One single county in the region enjoyed population gains so far this decade. Home to Marshall, Lyon County is the largest county in the region, with just over 25,000 people. Lyon County saw a slight increase from 2020-2023 of 0.6% from an additional 158 net new residents. Anchored by Worthington, Nobles County lost 563 residents from 2020 to 2023, a 2.5% decline. These recent declines are part of a long-term trend in the region, which has been losing population since at least 1950, although the decline has tapered in recent decades.

Table 1. Population Change 2020-2023

| | 2020 Population | 2023 Estimates | 2020-2023 Change | |
|---------------------------|------------------|------------------|------------------|--------------|
| | | | Number | Percent |
| Region 8 | 117,437 | 116,046 | -1,391 | -1.2% |
| Cottonwood Co. | 11,517 | 11,319 | -198 | -1.7% |
| Jackson Co. | 9,989 | 9,919 | -70 | -0.7% |
| Lincoln Co. | 5,640 | 5,521 | -119 | -2.1% |
| Lyon Co. | 25,269 | 25,427 | +158 | +0.6% |
| Murray Co. | 8,179 | 8,049 | -130 | -1.6% |
| Nobles Co. | 22,290 | 21,727 | -563 | -2.5% |
| Pipestone Co. | 9,424 | 9,245 | -179 | -1.9% |
| Redwood Co. | 15,425 | 15,288 | -137 | -0.9% |
| Rock Co. | 9,704 | 9,551 | -153 | -1.6% |
| State of Minnesota | 5,706,494 | 5,737,915 | +31,421 | +0.6% |

Source: [U.S. Census Bureau, Population Estimates](#)

COMPONENTS OF POPULATION CHANGE

Despite the aging population, Region 8 still experienced a slight natural increase – more births than deaths – of 167 people so far this decade. However, the region lost population because of out-migration, with 1,800 more people moving out of the region than moving in. Though there was domestic out-migration of more than 2,600 people, the region did experience positive in-migration of more than 800 additional residents from international sources (see Table 2).

Table 2. Components of Population Change, 2020-2023

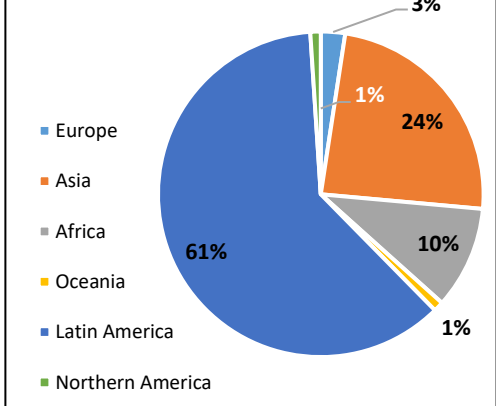
| | Total Change | Natural Increase | Vital Events | | Net Migration | | |
|-----------|--------------|------------------|--------------|---------|---------------|----------------|----------|
| | | | Births | Deaths | Total | Inter-national | Domestic |
| Region 8 | -1,619 | +167 | 4,632 | 4,465 | -1,827 | +806 | -2,633 |
| Minnesota | +31,111 | +40,368 | 207,857 | 167,489 | -11,352 | +34,624 | -45,976 |

Source: [U.S. Census Bureau, Population Estimates Program](#)

Region 8 is now home to roughly 8,700 foreign born residents, or about 7.4% of the total population. The number of immigrants in the region jumped by 22.5% since 2010, lagging the statewide growth rate of 24.7%. Over 60% (5,338 people) of these immigrants were from Latin America, and the second largest number were from Asia, accounting for 24% of the region’s immigrants, while the fastest growth came from Oceania, which increased by 190% from 2010 to 2023 (Figure 1).

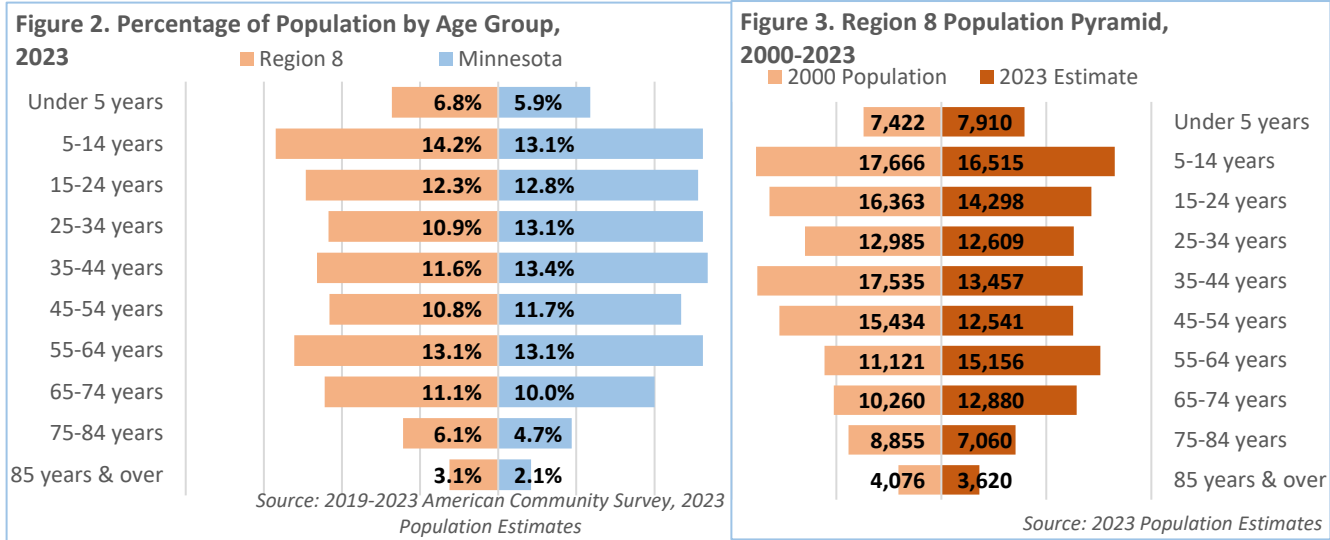
About 40% of the foreign born population is now a naturalized citizen, compared to 60% that are not a U.S. citizen. The foreign born population is much younger than the native born population, with 57.5% between 25 and 54 years of age, compared to 33.1% overall.

Figure 1. Region 8 Place of Birth for the Foreign Born Population, 2023



POPULATION BY AGE GROUP

Region 8 has a slightly older population than the rest of the state, with 20% of residents aged 65 years and over, compared to 17% statewide. Consequently, Region 8 had a lower percentage of people in the 25- to 54-year-old age group, typically considered the “prime working years,” but a slightly higher percent of school-aged children (Figure 2).

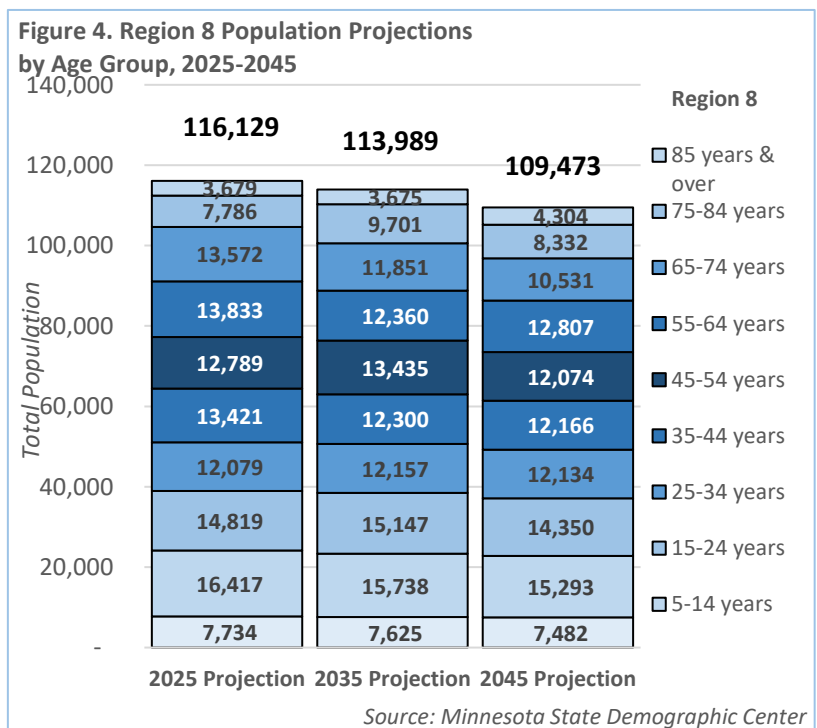


A large portion of the region’s population is a part of the Baby Boom generation, people born between 1946 and 1964, which is creating a significant shift in the population over time. While the number of younger and middle-aged residents was declining, the number of residents aged 55 years and over was mostly increasing. This included a huge jump in the number of people from 55 to 74 years of age, but there was also a decline in people aged 75 years and older (Figure 3).

POPULATION PROJECTIONS BY AGE GROUP

Region 8 is projected to continue losing residents in the next 20 years. According to population projections from the [Minnesota State Demographic Center](#), Region 8 is expected to lose 6,656 residents from 2025 to 2045, a -5.7% decrease (Figure 4). In comparison, the state of Minnesota is projected to grow 5.5%.

Most notably, Region 8 is only projected to gain residents aged 75 years and older, and roughly 50 who are 25-34 years. The region is expected to see a large decrease in the 55-74 year-old age group, accounting for nearly half of all population loss projected over the next two decades. Similarly, Region 8 is expected to lose roughly 1,800 people under 25 years of age.



POPULATION BY RACE

Region 8’s population is less diverse than the state’s, but is becoming more diverse over time. In 2023, about 83% of the region’s residents reported White alone as their race, compared to 78% of residents statewide. The region had a smaller percentage of Black or African American, Asian or Other Pacific Islanders, and people of Two or More Races than the state. However, at 11.2%, Region 8 had a much higher percentage of people reporting Hispanic or Latino origin than the state, and a higher percentage of American Indians and people of Some Other Race (Table 3).

The number of people reporting Some Other Race or Two or More Races increased rapidly since 2013, while the number of people reporting White alone declined. People of Hispanic or Latino origin amounted to over 13,000 in 2023.

| Table 3. Race and Hispanic Origin, 2023 | Region 8 | | | | Minnesota | |
|---|----------------|---------------|-----------------------|--------------|---------------|-----------------------|
| | Number | Percent | Change from 2013-2023 | | Percent | Change from 2013-2023 |
| | | | Numeric | Percent | | |
| Total | 117,063 | 100.0% | -1,557 | -1.3% | 100.0% | +6.8% |
| White | 96,636 | 82.6% | -11,546 | -10.7% | 78.4% | -2.2% |
| Black or African American | 2,390 | 2.0% | +652 | +37.5% | 6.8% | +38.9% |
| American Indian & Alaska Native | 1,606 | 1.4% | +390 | +32.1% | 0.9% | -11.6% |
| Asian & Other Pac. Islander | 3,642 | 3.1% | +290 | +8.7% | 5.1% | +29.6% |
| Some Other Race | 5,890 | 5.0% | +3,241 | +122.3% | 2.7% | +96.1% |
| Two or More Races | 6,899 | 5.9% | +5,416 | +365.2% | 6.2% | +168.3% |
| Hispanic or Latino origin | 13,140 | 11.2% | +4,346 | +49.4% | 6.2% | +37.5% |

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

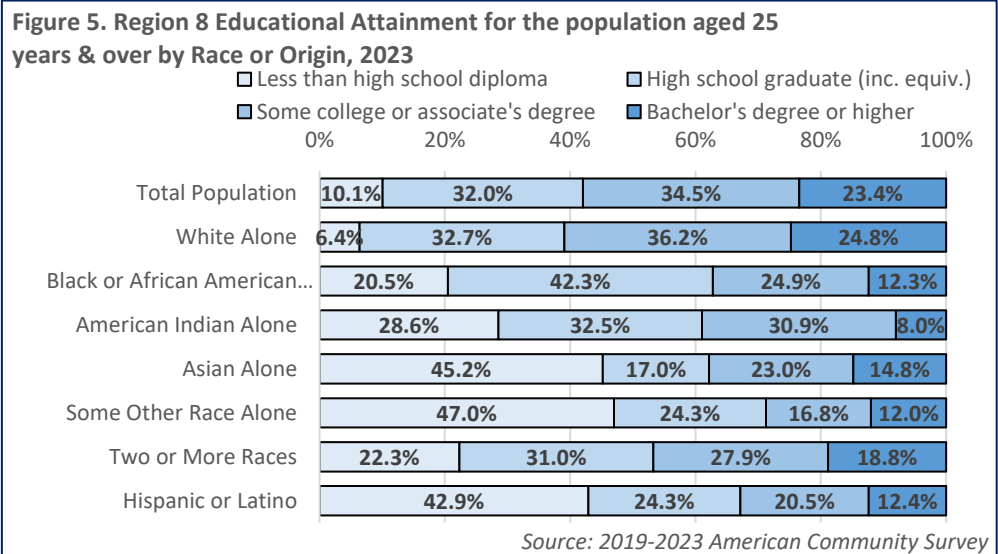
EDUCATIONAL ATTAINMENT

With 34.6% of adults aged 18 years and over having a college degree, Region 8 has lower educational attainment than the state, where 47.3% of adults have an associate, bachelor’s, or advanced degree. In contrast, Region 8 has a much higher percentage of people with a high school diploma or less. Reflecting the region’s industry mix and older population, Region 8 also has a higher percentage of people with an associate’s degree or some college than the state (Table 4).

| Table 4. Educational Attainment for the Adult Population, 2023 | Region 8 | | Minnesota |
|--|---------------|---------------|---------------|
| | Number | Percent | Percent |
| Total Population, 18 years & over | 87,298 | 100.0% | 100.0% |
| Less than high school | 9,287 | 10.6% | 6.8% |
| High school graduate (incl. equiv.) | 28,085 | 32.2% | 24.4% |
| Some college, no degree | 19,650 | 22.5% | 21.4% |
| Associate's degree | 11,107 | 12.7% | 11.2% |
| Bachelor's degree | 14,073 | 16.1% | 24.0% |
| Advanced degree | 5,096 | 5.8% | 12.1% |

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

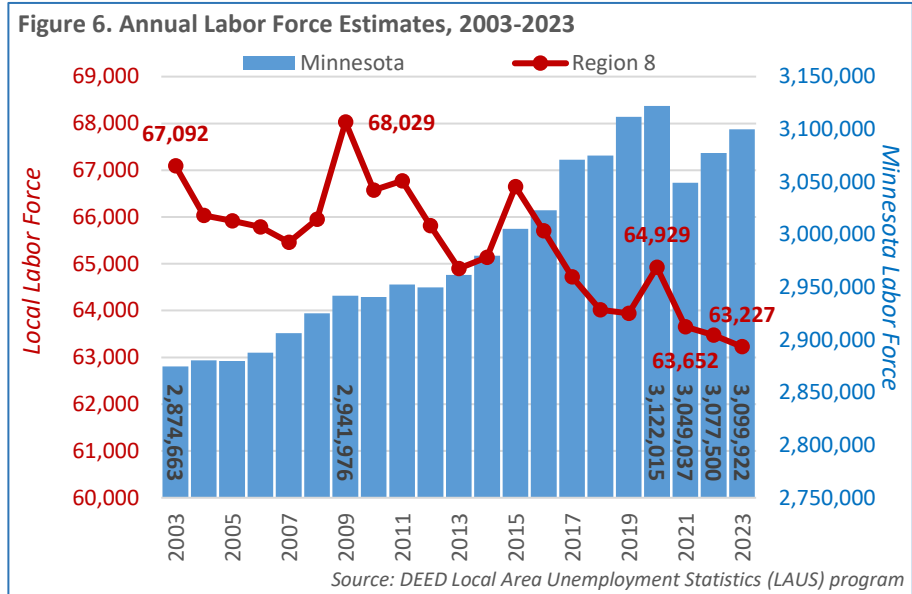
Educational attainment varies significantly by race and ethnicity in Region 8. Over 40% of Hispanic or Latino residents, Asians, and people of Some Other Race had less than a high school diploma, compared to just 6% of white residents. Over 60% of whites have attended some college or earned a degree, compared to less than 47% for all other race groups. About 25% of white adults had earned bachelor’s degrees or higher, compared to less than 13% of American Indians, Hispanic or Latinos, and people of Some Other Race (Figure 5).



LABOR FORCE

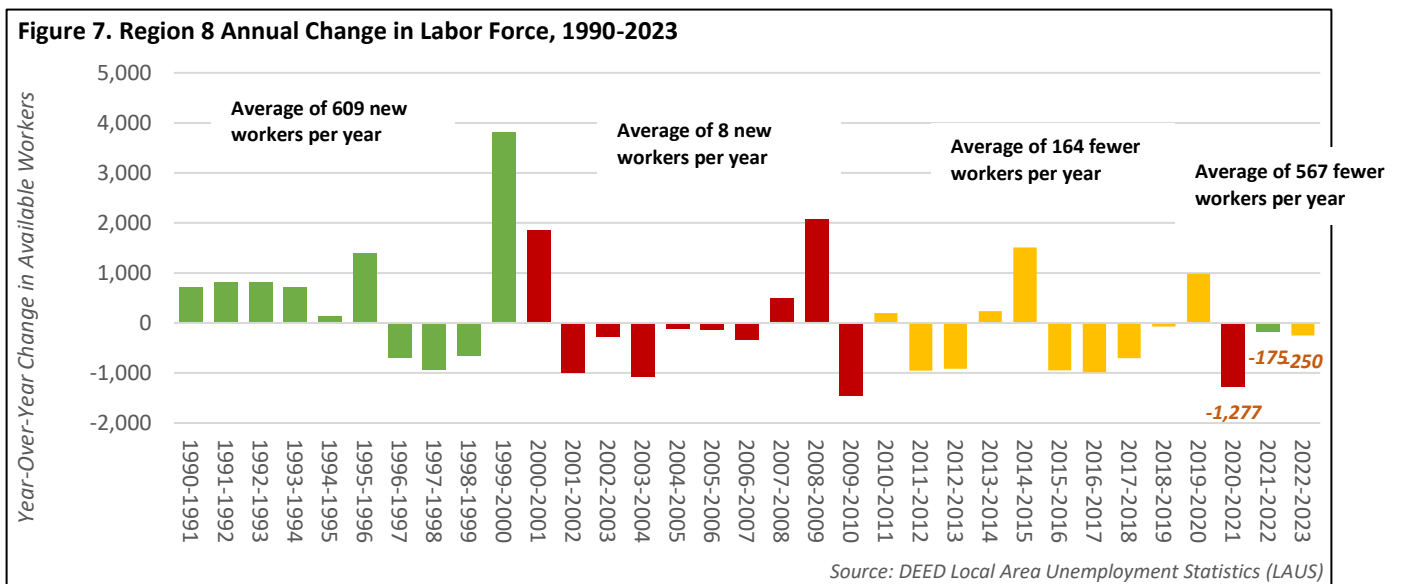
LABOR FORCE CHANGE

According to data from DEED’s [Local Area Unemployment Statistics](#) program, Region 8 had an annual average labor force count of just over 63,200 workers through 2023. In line with the region’s population decline and labor force changes across the country, Region 8 has lost about 2,700 workers since 2008; and is down from a peak of 68,029 workers in 2009. (Figure 6). The labor force declined by nearly 1,300 workers during the 2020 Pandemic Recession, and has continued to lose workers.



After averaging a net gain of 609 additional labor force participants per year between 1990 and 2000, employers in Region 8 were able to tap into a large and growing pool of talented workers. With recent declines, the region averaged a loss of 164 workers per year between 2010 to 2020 (Figure 7).

A growing scarcity of workers with appropriate skills is recognized as one of the most significant barriers to future economic growth in Region 8. As noted above, the labor market shifted in 2020 from the economic shock of the COVID-19 pandemic, and for a brief time there were record numbers of unemployed workers despite the loss of 2,920 workers. That quickly changed to a record low number of unemployed workers as 1,506 workers came back into the labor force. Still, the small number of unemployed workers combined with labor force losses are contributing to a very tight labor market moving forward.



LABOR FORCE PROJECTIONS, 2025-2035

Applying current labor force participation rates to future population projections by age group, as shown in Figure 4 above, would lead to an on-going decrease in workforce numbers in Region 8 through 2035 (Table 5).

In addition to the changing size, the labor force will also see a significant shift in composition over time, with small gains in the number of workers aged 75 years and older, 45-54, and 20-24 against huge declines in the number of workers aged 25 to 44 years and 55 to 74 years. This will likely lead to a tight labor market in the future as well, with employers needing to respond to the changing labor force availability in the region.

| | 2025 Labor Force Projection | 2035 Labor Force Projection | 2025-2035 Change | |
|--------------------------|-----------------------------------|-----------------------------------|------------------|--------------|
| | | | Numeric | Percent |
| 16 to 19 years | 3,288 | 3,260 | -28 | -0.9% |
| 20 to 24 years | 5,809 | 6,155 | +346 | +6.0% |
| 25 to 44 years | 22,077 | 21,174 | -903 | -4.1% |
| 45 to 54 years | 10,948 | 11,501 | +553 | +5.1% |
| 55 to 64 years | 10,630 | 9,498 | -1,132 | -10.6% |
| 65 to 74 years | 4,169 | 3,640 | -529 | -12.7% |
| 75 years & over | 906 | 1,057 | +151 | +16.7% |
| Total Labor Force | 57,827 | 56,286 | -1,542 | -2.7% |

Source: calculated from MN State Demographic Center projections, and 2019-2023 American Community Survey 5-Year Estimates

EMPLOYMENT CHARACTERISTICS

With just 64.9% of the population aged 16 years and over in the labor force, Region 8 had lower labor force participation rates than the state’s 68.5%. Interestingly, the region actually had higher labor force participation rates than the state in 4 of the 7 age groups, yet the overall rate was lower because a higher percentage of Region 8’s labor force was in the oldest age groups (Table 6).

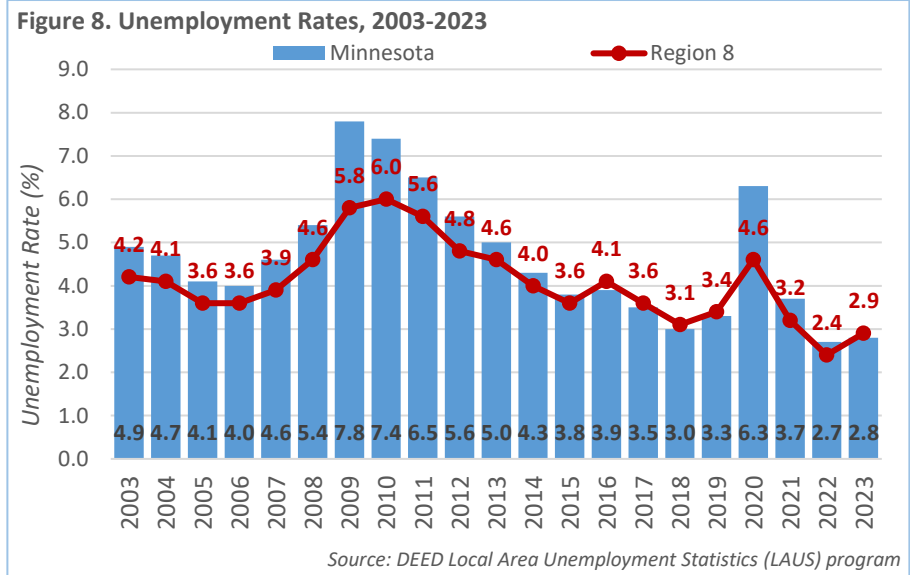
| | Region 8 | | | Minnesota | | Percent of Total Labor Force | |
|---|-------------------|-----------------------------|----------------|-----------------------------|----------------|---------------------------------|-----------|
| | In Labor Force | Labor Force Partic. Rate | Unemp. Rate | Labor Force Partic. Rate | Unemp. Rate | Region 8 | Minnesota |
| Total Labor Force | 58,913 | 64.9% | 2.8% | 68.5% | 3.9% | | |
| 16 to 19 years | 3,332 | 50.5% | 7.8% | 52.7% | 9.9% | 5.7% | 5.1% |
| 20 to 24 years | 5,406 | 87.0% | 3.1% | 83.4% | 6.5% | 9.2% | 9.5% |
| 25 to 44 years | 22,765 | 86.6% | 2.3% | 88.7% | 3.5% | 38.6% | 43.1% |
| 45 to 54 years | 10,830 | 85.6% | 3.1% | 87.8% | 2.9% | 18.4% | 18.9% |
| 55 to 64 years | 11,749 | 76.8% | 2.5% | 72.8% | 3.0% | 19.9% | 17.5% |
| 65 to 74 years | 3,991 | 30.7% | 2.4% | 27.8% | 3.4% | 6.8% | 5.1% |
| 75 years & over | 851 | 7.9% | 0.8% | 6.6% | 3.1% | 1.4% | 0.8% |
| Employment Characteristics by Race & Hispanic Origin | | | | | | | |
| White alone | 49,912 | 64.5% | 2.4% | 67.5% | 3.4% | 84.7% | 80.0% |
| Black or African American | 1,099 | 66.7% | 7.7% | 71.0% | 8.4% | 1.9% | 6.2% |
| American Indian & Alaska Native | 687 | 64.5% | 7.0% | 57.7% | 11.4% | 1.2% | 0.7% |
| Asian or Other Pac. Islanders | 1,632 | 61.8% | 1.9% | 74.6% | 3.5% | 2.8% | 5.3% |
| Some Other Race | 2,688 | 67.5% | 4.4% | 75.9% | 5.6% | 4.6% | 2.7% |
| Two or More Races | 2,911 | 71.9% | 6.0% | 74.2% | 6.1% | 4.9% | 5.1% |
| Hispanic or Latino | 5,858 | 72.4% | 4.4% | 77.1% | 5.9% | 9.9% | 5.9% |
| Employment Characteristics by Veteran Status | | | | | | | |
| Veterans, 18 to 64 years | 1,539 | 77.1% | 3.4% | 81.2% | 4.1% | 2.9% | 3.2% |
| Employment Characteristics by Disability | | | | | | | |
| With Any Disability, 20 to 64 years | 3,234 | 54.1% | 5.8% | 55.3% | 9.5% | 6.4% | 6.1% |
| Employment Characteristics by Educational Attainment | | | | | | | |
| Population, 25 to 64 years | 45,350 | 83.6% | 2.5% | 84.4% | 3.3% | 77.0% | 79.5% |
| Less than H.S. Diploma | 3,813 | 72.0% | 3.0% | 67.1% | 4.7% | 8.4% | 4.7% |
| H.S. Diploma or Equivalent | 11,192 | 78.2% | 1.8% | 76.5% | 2.6% | 24.7% | 18.9% |
| Some College or Assoc. Degree | 17,337 | 85.6% | 2.4% | 85.0% | 3.6% | 38.2% | 32.2% |
| Bachelor's Degree or Higher | 13,001 | 90.4% | 1.4% | 90.5% | 2.0% | 28.7% | 44.3% |

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

Southwest had a lower unemployment rate than the state, but like the rest of the state, the region had higher unemployment rates for workers of color. Unemployment rates were highest for youth, workers of other races, workers with disabilities, and workers with lower educational attainment. In addition to the higher unemployment rates, workers of other races also had higher labor force participation rates, especially those of some other race, two or more races, or workers of Hispanic or Latino origin.

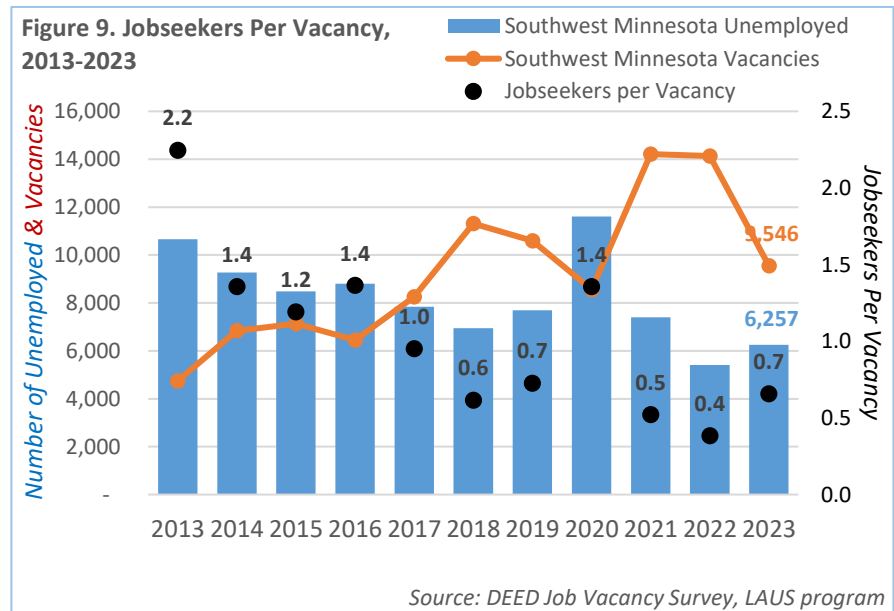
UNEMPLOYMENT RATE

Over time, Region 8 consistently reported lower unemployment rates than the state, until the four years leading up to 2020. According to [Local Area Unemployment Statistics](#), the region’s unemployment rate hovered below the state rate from 2001 to 2015, dropping well below the state during the Great Recession in 2009 and 2010. The pandemic recession in 2020 caused a massive increase in unemployed workers for a very short amount of time, pushing rates high in 2020 before falling to the lowest annual rate in more than 20 years in 2022 (Figure 8).



JOBSEEKERS PER VACANCY

As the number of available workers has declined, the region’s labor market has tightened. One clear demonstration of this is the ratio of unemployed jobseekers per vacancy, which stood at 0.7-to-1 in Southwest Minnesota in 2023, following a historical low of 0.4-to-1 in 2022. The region switched to a tight labor market in 2017 when there were more available jobs than available people looking for those jobs. Since then, that ratio has nosedived to a level that makes filling job openings even more difficult, often with more than 2 job openings for every unemployed worker. According to recent Job Vacancy Survey results from 2023, there were 9,546 job openings reported by employers compared to 6,257 unemployed jobseekers in the region (Figure 9).



COMMUTE SHED AND LABOR SHED

According to commuting data from the [Census Bureau](#), Region 8 is a net labor exporter, having more workers than available jobs. In sum, 40,849 workers both lived and worked in Region 8 in 2022, while another 13,524 workers drove into the region from surrounding counties for work, compared to 17,756 workers who lived in the region but drove elsewhere for work (see Table 7 and Figure 10).

| Table 7. Region 8 Inflow/Outflow Job Counts (All Jobs), 2022 | 2022 | |
|--|--------|--------|
| | Count | Share |
| Employed in the Selection Area | 54,373 | 100.0% |
| Employed in the Selection Area but Living Outside | 13,524 | 24.9% |
| Employed and Living in the Selection Area | 40,849 | 75.1% |
| <hr/> | | |
| Living in the Selection Area | 58,605 | 100.0% |
| Living in the Selection Area but Employed Outside | 17,756 | 30.3% |
| Living and Employed in the Selection Area | 40,849 | 69.7% |

Source: U.S. Census Bureau, OnTheMap

Figure 10. Region 8 Labor and Commute Shed, 2022

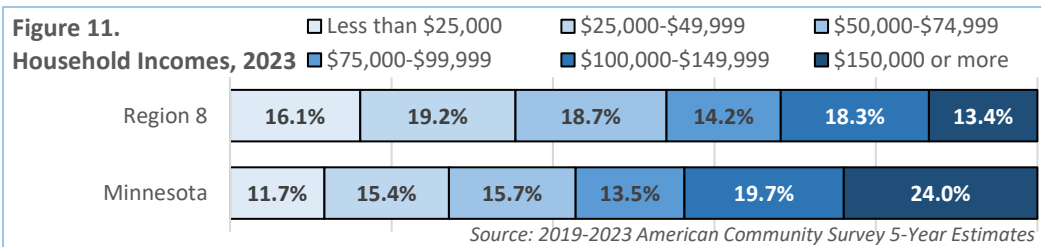


Home to Marshall, Lyon County is the largest job center in the region and was the biggest draw for workers, followed by Worthington in Nobles County. Employers in the region both lose and draw workers from nearby regional centers like Willmar in Kandiyohi County, Sioux Falls in Minnehaha County, South Dakota, and Mankato in Blue Earth County (Figure 10).

INCOMES, WAGES AND OCCUPATIONS

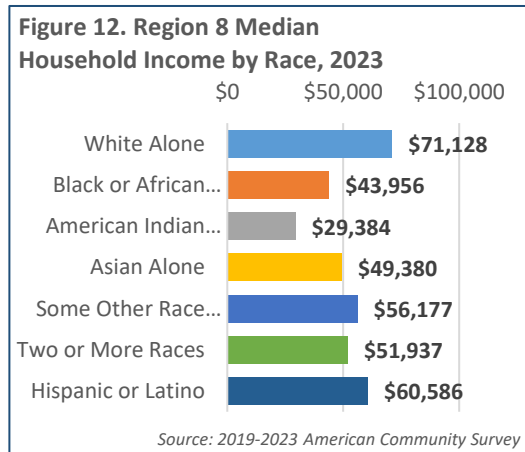
HOUSEHOLD INCOMES

Household incomes were significantly lower in Region 8 than the rest of the state. The median household income in Region 8 was



\$69,234 in 2023, compared to \$87,556 in Minnesota. Just over 35% of the households in the region had incomes below \$50,000 in 2023, compared to just 27% statewide. Another 33% of households earned between \$50,000 and \$100,000 in the region. In contrast, only 32% of households in Region 8 earned over \$100,000 per year, compared to 44% of households statewide (see Figure 11).

Like educational attainment and employment, median household incomes varied by race or origin in the region. American Indian households reported the lowest incomes in Region 8, with a median income that was about \$29,400. Hispanic or Latino households reported incomes above \$60,500 and all other races except for Blacks and Asians reported incomes above \$50,000 per year (Figure 12).



COST OF LIVING

According to DEED’s [Cost of Living tool](#), the basic needs budget for an average Minnesota family (which consists of 2 adults and 1 child, with 1 full-time and 1 part-time worker) was \$67,320 in 2023. The cost of living for a similar family in Region 8 was \$54,036 – which was the lowest of the 13 economic development regions in the state. The highest monthly costs were for transportation, food, and housing; though the region’s housing, child care, taxes, and transportation costs were significantly lower than the rest of the state. In order to meet the basic cost of living for the region, the workers in the family scenario described would need to earn \$17.32 per hour over the course of 60 hours per work week.

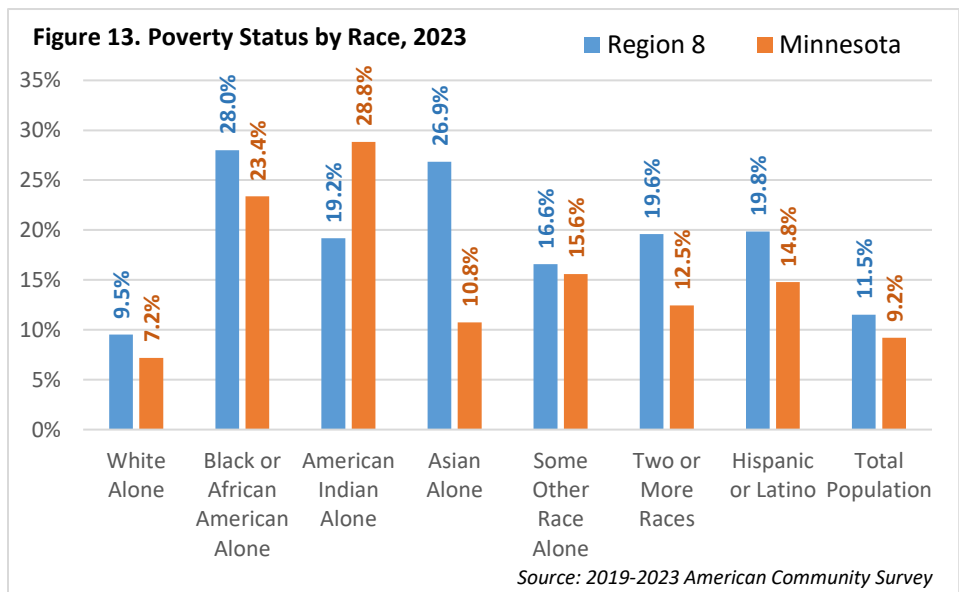
DEED’s Cost of Living tool provides different estimates for household compositions including single people, partnered couples, and up to 4 children. For a single person living alone and working full-time, the estimated yearly cost in Region 8 would be \$28,188, which would require an hourly wage of \$13.55 to meet the basic needs standard of living (Table 8). Again, that was the lowest cost of living in the state for a single person.

| Table 8. Region 8 Cost of Living, 2023 | | | | | | | | | | |
|--|-------------------|-----------------------|----------------------|---------------|--------------|--------------|----------------|----------------|--------------|--------------|
| Family Composition | Number of Workers | Yearly Cost of Living | Hourly Wage Required | Monthly Costs | | | | | | |
| | | | | Child Care | Food | Health Care | Housing | Transportation | Other | Taxes |
| Region 8 | | | | | | | | | | |
| Single, 0 children | 1 FT | \$28,188 | \$13.55 | \$0 | \$414 | \$160 | \$676 | \$551 | \$261 | \$287 |
| Single, 1 child | 1 FT | \$43,176 | \$20.76 | \$549 | \$609 | \$413 | \$873 | \$554 | \$355 | \$245 |
| 2 parents, 1 child | 1 FT, 1 PT | \$54,036 | \$17.32 | \$275 | \$943 | \$574 | \$873 | \$929 | \$435 | \$474 |
| 2 parents, 2 children | 2 FT | \$71,196 | \$17.11 | \$790 | \$1,228 | \$583 | \$1,168 | \$964 | \$573 | \$627 |
| State of Minnesota | | | | | | | | | | |
| Single, 0 children | 1 FT | \$34,704 | \$16.68 | \$0 | \$419 | \$160 | \$1,021 | \$572 | \$345 | \$375 |
| 2 parents, 1 child | 1 FT, 1 PT | \$67,320 | \$21.58 | \$544 | \$955 | \$574 | \$1,285 | \$977 | \$536 | \$739 |

Source: DEED Cost of Living tool

Overall, Region 8’s poverty rate was 9.5%, which was above the statewide rate of 7.2%. Like incomes, poverty levels varied widely by race and origin. It was estimated that roughly 17% to 28% of every race other than white alone was below the poverty level in 2023. However, because of the region’s relative lack of racial diversity, nearly three-quarters of people living in poverty in the region are white, amounting to almost 9,000 of the 13,145 people in poverty.

Although the rate of poverty is highest for Black or African Americans, there are far fewer people in this racial category in poverty, only 635 people, or about 5% of people in poverty compared to roughly seven-in-ten that are white. The region had a lower poverty rate for American Indians compared to the state overall, but higher rates for all other race groups and Hispanic or Latino origin (Figure 13).



WAGES AND OCCUPATIONS

According to DEED’s [Occupational Employment & Wage Statistics](#) program, the median hourly wage for all occupations in Region 8 was \$22.81 in the first quarter of 2024, which was the fourth lowest wage level of the 13 EDRs in the state. Region 8’s median wage was \$2.50 below the state’s median hourly wage, and \$5.06 below the median hourly wage in the 7-County Twin Cities metro area, which would amount to \$10,525 per year for a full-time worker. Region 8 had slightly higher wages than Region 6W at \$22.61 and Region 6E at \$22.72, but significantly lower wages than Region 9 to the east, which were at \$23.24 (Table 9).

Based on location quotient, Region 8 stands out for having higher concentrations of Farming, Production, Education, Training, & Library, Transportation & Material Moving, and Installation, Maintenance & Repair occupations than the state. The largest occupations in the region include Office & Administrative Support, Production, Transportation & Material Moving, and Sales & Related positions. For the most part, the gap in pay between Region 8 and the state is also much lower in these jobs (Table 10).

| | Median Hourly Wage | Estimated Regional Employment |
|-------------------------------|--------------------|-------------------------------|
| EDR 1 - Northwest | \$23.51 | 35,370 |
| EDR 2 - Headwaters | \$22.68 | 32,230 |
| EDR 3 - Arrowhead | \$23.41 | 138,010 |
| EDR 4 - West Central | \$23.04 | 89,340 |
| EDR 5 - North Central | \$21.89 | 62,970 |
| EDR 6E - Southwest Central | \$22.72 | 50,190 |
| EDR 6W - Upper MN Valley | \$22.61 | 16,230 |
| EDR 7E - East Central | \$23.18 | 48,440 |
| EDR 7W - Central | \$23.85 | 175,560 |
| EDR 8 - Southwest | \$22.81 | 52,080 |
| EDR 9 - South Central | \$23.24 | 100,990 |
| EDR 10 - Southeast | \$24.26 | 240,340 |
| EDR 11 - 7-County Twin Cities | \$27.78 | 1,743,500 |
| State of Minnesota | \$25.22 | 2,881,100 |

Source: DEED Occupational Employment & Wage Statistics

| | Region 8 | | | | State of Minnesota | | |
|--------------------------------------|--------------------|-------------------------------|---------------------------|-------------------|--------------------|--------------------------------|---------------------------|
| | Median Hourly Wage | Estimated Regional Employment | Share of Total Employment | Location Quotient | Median Hourly Wage | Estimated Statewide Employment | Share of Total Employment |
| Total, All Occupations | \$22.81 | 52,080 | 100.0% | 1.0 | \$25.22 | 2,881,100 | 100.0% |
| Management | \$46.14 | 2,680 | 5.1% | 0.7 | \$57.75 | 201,710 | 7.0% |
| Business & Financial Operations | \$32.67 | 2,190 | 4.2% | 0.6 | \$39.26 | 202,700 | 7.0% |
| Computer & Mathematical | \$39.94 | 540 | 1.0% | 0.3 | \$50.83 | 98,240 | 3.4% |
| Architecture & Engineering | \$38.82 | 730 | 1.4% | 0.7 | \$42.97 | 58,320 | 2.0% |
| Life, Physical & Social Science | \$34.31 | 390 | 0.7% | 0.7 | \$39.93 | 29,220 | 1.0% |
| Community & Social Service | \$27.33 | 920 | 1.8% | 0.9 | \$27.92 | 57,930 | 2.0% |
| Legal | \$37.81 | 110 | 0.2% | 0.3 | \$51.15 | 19,040 | 0.7% |
| Education, Training & Library | \$24.94 | 3,840 | 7.4% | 1.3 | \$28.22 | 163,340 | 5.7% |
| Arts, Design, Entertainment & Media | \$23.27 | 380 | 0.7% | 0.6 | \$29.01 | 36,160 | 1.3% |
| Healthcare Practitioners & Technical | \$37.34 | 2,720 | 5.2% | 0.8 | \$43.01 | 184,410 | 6.4% |
| Healthcare Support | \$18.03 | 3,060 | 5.9% | 1.0 | \$18.07 | 169,580 | 5.9% |
| Protective Service | \$29.14 | 660 | 1.3% | 0.8 | \$28.87 | 45,860 | 1.6% |
| Food Preparation & Serving Related | \$14.46 | 3,920 | 7.5% | 0.9 | \$15.07 | 232,190 | 8.1% |
| Building, Grounds Cleaning & Maint. | \$18.02 | 1,610 | 3.1% | 1.1 | \$18.83 | 79,660 | 2.8% |
| Personal Care & Service | \$17.30 | 690 | 1.3% | 0.6 | \$17.60 | 59,420 | 2.1% |
| Sales & Related | \$17.09 | 4,450 | 8.5% | 1.0 | \$18.82 | 242,440 | 8.4% |
| Office & Administrative Support | \$22.23 | 5,920 | 11.4% | 0.9 | \$23.86 | 352,250 | 12.2% |
| Farming, Fishing & Forestry | \$21.24 | 240 | 0.5% | 3.8 | \$22.13 | 3,520 | 0.1% |
| Construction & Extraction | \$26.91 | 2,220 | 4.3% | 1.1 | \$32.44 | 110,960 | 3.9% |
| Installation, Maintenance & Repair | \$26.09 | 2,410 | 4.6% | 1.3 | \$29.54 | 104,530 | 3.6% |
| Production | \$21.77 | 7,330 | 14.1% | 2.0 | \$23.05 | 203,810 | 7.1% |
| Transportation & Material Moving | \$22.79 | 5,060 | 9.7% | 1.2 | \$22.86 | 225,820 | 7.8% |

Source: DEED Occupational Employment Statistics, Qtr. 1 2024

In contrast, the highest paying jobs are found in Management, Legal, Architecture & Engineering, Computer & Mathematical, Healthcare Practitioners, Business & Financial Operations, and Life, Physical & Social Science occupations, which all need higher levels of education and experience, including many that require postsecondary training. The pay gaps between the region and state are much bigger in these occupations.

JOB VACANCY SURVEY

Employers in Southwest Minnesota reported 9,546 job vacancies in 2023, which was down by about 4,600 vacancies compared to the past year, though that was the second highest number ever reported (going back to 2001). Instead, the 9,546 vacancies in 2023 was in line with pre-pandemic levels, down slightly from the average in 2018 and 2019, but up compared to 2016 and 2017. The median hourly wage offer jumped up to \$19.74 across all occupations, but ranged from a low of around \$14.60 per hour for Personal Care & Service occupations, to \$37.50 per hour or more for Computer & Mathematical occupations. The median wage offer increased by \$3.19 compared to 2022, reflecting high demand for workers.

The largest number of vacancies were in Food Preparation & Serving Related and Sales & Related occupations, with each having just under 1,200 vacancies. There were also a lot of openings in Transportation & Material Moving, Healthcare Practitioners, Installation, Maintenance & Repair, Office & Administrative Support, Production, and Healthcare Support occupations (Table 11).

Overall, about one-quarter of openings were part-time and only 11% were temporary or seasonal. Just under one-third required postsecondary education, and nearly the same amount required a year or more of experience. In sum, educational requirements in the region had been stable or declining over the past 5 years, while work experience requirements were rising. Educational requirements vary widely by occupation though, with 91% of Computer & Mathematical occupations requiring a degree compared to 0% of both Food Prep & Serving Related and Building, Grounds Cleaning & Maintenance occupations, which can be learned on the job.

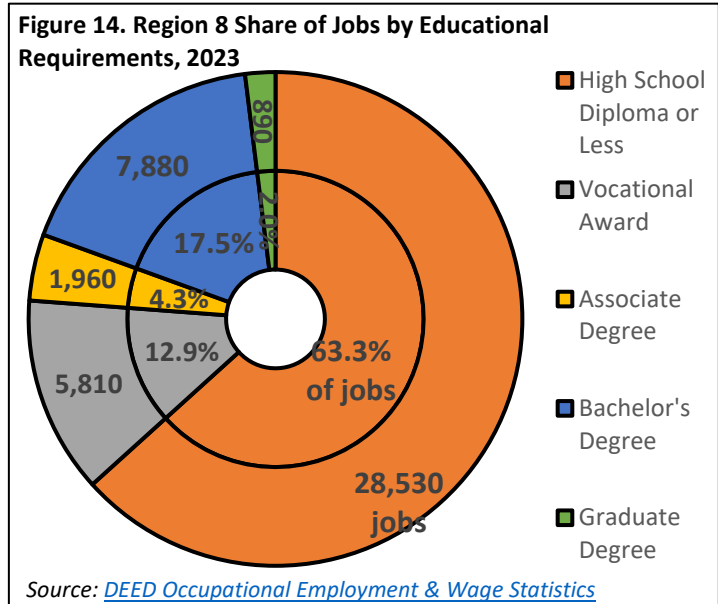
| | Number of Total Vacancies | Median Hourly Wage Offer | Percent Part-Time | Percent Temporary or Seasonal | Requiring Postsecondary Education | Requiring 1 or More Years of Work Exp. | Requiring Certificate or License |
|--------------------------------------|---------------------------|--------------------------|-------------------|-------------------------------|-----------------------------------|--|----------------------------------|
| Total, All Occupations | 9,546 | \$19.74 | 26% | 11% | 31% | 33% | 46% |
| Management | 202 | \$32.04 | 0% | 0% | 66% | 87% | 43% |
| Business & Financial Operations | 520 | \$25.88 | 26% | 9% | 64% | 49% | 47% |
| Computer & Mathematical | 100 | \$37.50 | 2% | 0% | 91% | 41% | 12% |
| Architecture & Engineering | 96 | \$28.56 | 0% | 0% | 74% | 86% | 61% |
| Life, Physical & Social Sciences | 69 | \$24.18 | 1% | 0% | 26% | 61% | 52% |
| Community & Social Service | 258 | \$23.46 | 18% | 0% | 88% | 48% | 75% |
| Education, Training & Library | 453 | \$18.35 | 40% | 24% | 58% | 30% | 70% |
| Arts, Design, Entertainment & Media | 129 | \$16.82 | 81% | 55% | 51% | 24% | 34% |
| Healthcare Practitioners & Technical | 738 | \$31.97 | 30% | 2% | 95% | 47% | 98% |
| Healthcare Support | 508 | \$16.76 | 46% | 0% | 45% | 9% | 77% |
| Protective Service | 177 | \$22.52 | 50% | 14% | 35% | 37% | 77% |
| Food Preparation & Serving Related | 1,180 | \$15.32 | 31% | 5% | 0% | 17% | 7% |
| Building, Grounds Cleaning & Maint. | 432 | \$16.90 | 26% | 43% | 0% | 13% | 13% |
| Personal Care & Service | 188 | \$14.60 | 70% | 45% | 21% | 5% | 37% |
| Sales & Related | 1,164 | \$15.93 | 22% | 5% | 5% | 20% | 10% |
| Office & Administrative Support | 563 | \$19.27 | 25% | 2% | 9% | 44% | 21% |
| Construction & Extraction | 431 | \$25.04 | 0% | 14% | 17% | 46% | 54% |
| Installation, Maintenance & Repair | 653 | \$22.92 | 6% | 4% | 33% | 60% | 63% |
| Production | 540 | \$18.93 | 18% | 7% | 12% | 37% | 12% |
| Transportation & Material Moving | 773 | \$21.15 | 36% | 35% | 3% | 24% | 91% |

Source: [DEED Job Vacancy Survey, 2023](#)

EDUCATIONAL REQUIREMENTS

Similar to Job Vacancy Survey results, data from DEED’s Occupational Employment & Wage Statistics program shows that only 37% of jobs in the region require postsecondary education for entry. The other 63% can be started with a high school diploma or less and some amount of on-the-job training (see Figure 14).

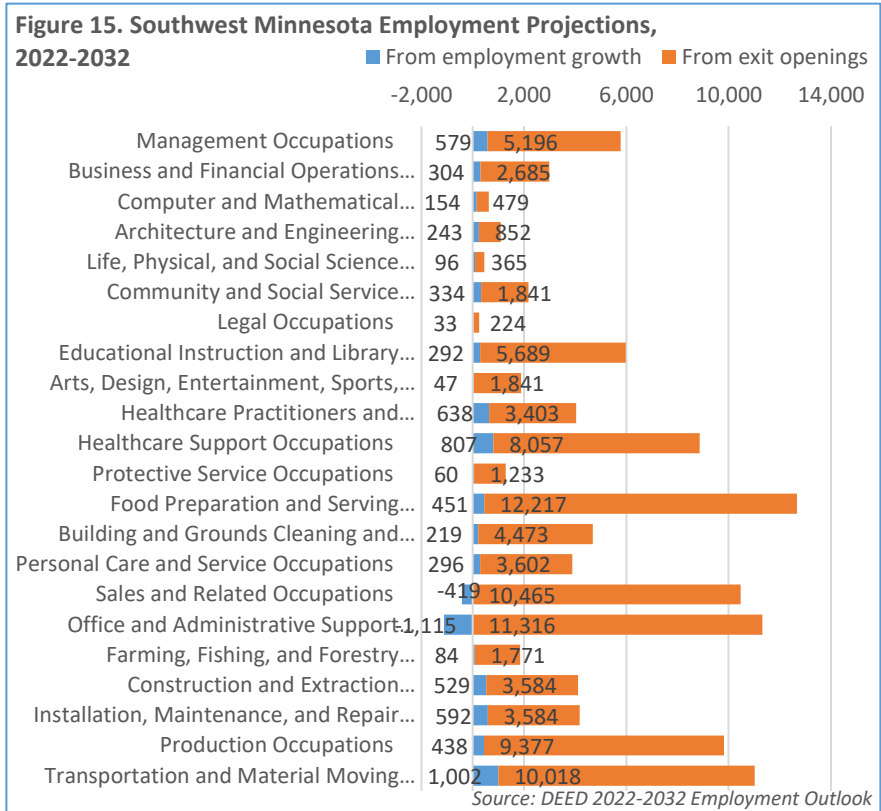
Certain careers – such as dentists, lawyers, and teachers – require a college education, while other jobs – including cost estimators, sales representatives, and correctional officers – do not. College is an excellent way to move up career ladders and open windows of opportunity to fields that would otherwise be closed, such as nursing or engineering. Many of these occupations offer high wages and are in high demand in the marketplace. While education is typically a worthwhile investment, college can be expensive – with average annual expenses ranging between \$20,500 and almost \$53,000 per year in Minnesota. For those who go to college, choice of major matters – different programs lead to different jobs that earn different amounts of money.



EMPLOYMENT PROJECTIONS

Overall, the 23-county Southwest Minnesota planning area is projected to grow 2.8% from 2022 to 2032, a gain of 5,664 new jobs. That is the slowest of the 6 planning regions in the state. In addition, the region is also expected to need 102,272 replacement openings to fill jobs left vacant by retirements or other people who have dropped out of the labor force or changed careers.

Transportation & Material Moving, Healthcare Support, Healthcare Practitioners, Installation, Maintenance & Repair, Management, and Construction & Extraction occupations are expected to see the most new growth, while Architecture & Engineering, Healthcare Support, and Computer & Mathematical occupations are projected to be the fastest growing (Figure 15).



OCCUPATIONS IN DEMAND

According to DEED’s [Occupations in Demand](#) tool, there are well over 200 occupations showing relatively high demand in the region, with training and education requirements ranging from short-term on-the-job training to postsecondary education to advanced degrees. These occupations are spread across different sectors but are also concentrated in the region’s major industries. For example, Home Health & Personal Care Aides, Teachers, Mechanics and Repair workers, Truck Drivers, and Retail Trade workers are among the top occupations in demand based on the consistent need for workers in these fields. Many of the jobs are concentrated in Healthcare, Transportation, Education, and other related industries (Table 12).

Table 12. Southwest Minnesota Occupations in Demand, 2023

| High School or Less | Vocational Training | Associate Degree | Bachelor’s Degree or Higher |
|---|--|---|---|
| Retail Salespersons \$34,798/yr | Heavy & Tractor-Trailer Truck Drivers \$54,491/yr | Registered Nurses \$85,138/yr | Accountants & Auditors \$69,245/yr |
| Home Health & Personal Care Aides \$36,495/yr | Nursing Assistants \$39,764/yr | Police & Sheriff’s Patrol Officers \$74,684/yr | General & Operations Managers \$82,482/yr |
| Fast Food & Counter Workers \$30,228/yr | Licensed Practical & Licensed Vocational Nurses \$58,499/yr | Dental Hygienists \$84,870/yr | Elementary School Teachers, Except Special Education \$65,364/yr |
| Cashiers \$30,595/yr | Heating, Air Conditioning, & Refrig. Mechanics & Installers \$64,265/yr | Industrial Engineering Technologists & Technicians \$60,049/yr | Secondary School Teachers, exc. Special Ed. & Career/Technical \$66,349/yr |
| Teaching Assistants, Except Postsecondary \$38,031/yr | Bus & Truck Mechanics & Diesel Engine Specialists \$59,444/yr | Radiologic Technologists & Technicians \$78,236/yr | Substitute Teachers, Short-Term \$52,112/yr |
| First-Line Supervisors of Retail Sales Workers \$45,427/yr | Bookkeeping, Accounting, & Auditing Clerks \$47,963/yr | Agricultural Technicians \$50,274/yr | Financial Managers \$119,560/yr |
| Janitors & Cleaners \$37,379/yr | Plumbers, Pipefitters, & Steamfitters \$61,794/yr | Human Resources Assistants, Except Payroll & Timekeeping \$49,828/yr | Industrial Engineers \$90,455/yr |
| Construction Laborers \$49,744/yr | Substance abuse, behavioral, & mental health counselors \$49,947/yr | Civil Engineering Technologists & Technicians \$71,227/yr | Computer Systems Analysts \$96,291/yr |
| Bus Drivers, School \$49,228/yr | Automotive Service Technicians & Mechanics \$50,024/yr | Physical Therapist Assistants \$62,988/yr | Middle School Teachers, exc. Special Ed & Career/Technical \$66,534/yr |
| Laborers & Freight, Stock, & Material Movers, Hand \$43,003/yr | Industrial Machinery Mechanics \$60,689/yr | Veterinary Technologists & Technicians \$40,453/yr | Preschool Teachers, Except Special Education \$37,747/yr |

Source: DEED Occupations in Demand

ECONOMY

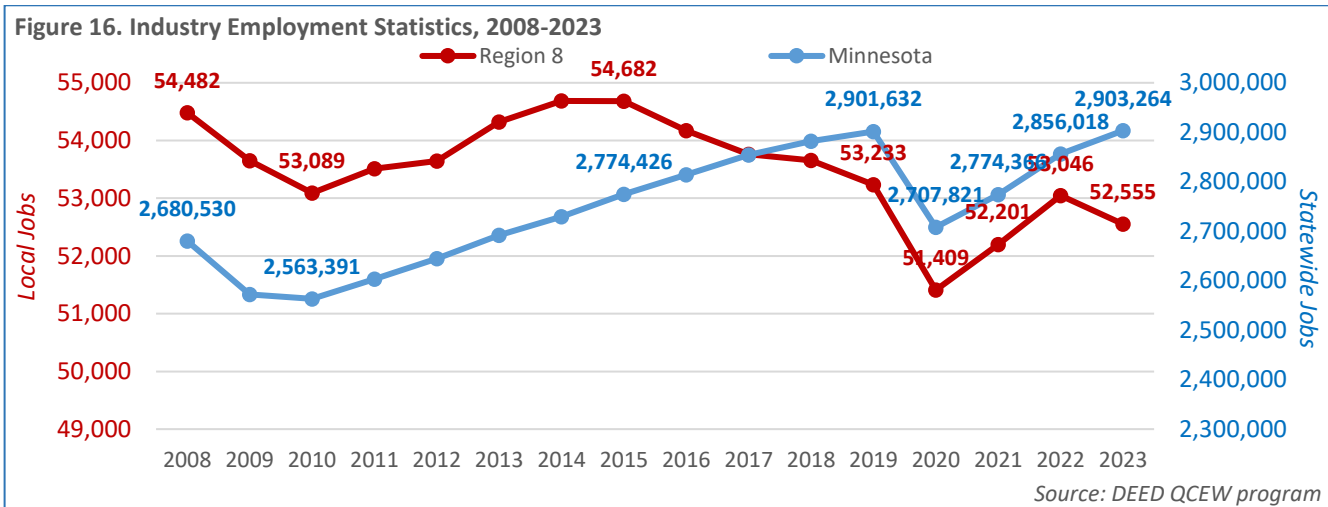
INDUSTRY EMPLOYMENT

According to DEED’s [Quarterly Census of Employment & Wages \(QCEW\) program](#), Region 8 was home to 4,149 firms providing 52,555 jobs on an annual average basis in 2023, with a total payroll of over \$2.6 billion. Average annual wages were \$50,996 in the region, which was 71% of the average wage statewide. Home to Marshall, Lyon County is the largest employment center in the region, with 13,668 jobs at 850 firms; followed by Worthington and Nobles County with 10,126 jobs at 631 firms. After losing nearly 500 jobs in the past year, employers in the region have yet to recover to pre-pandemic employment levels, with only Cottonwood, Redwood and Rock above their 2019 job counts. Although job change from 2022-2023 was negative in the region, the decline was less than 1% (Table 13).

| Geography | Number of Firms | Number of Jobs | Total Payroll | Average Annual Wage | 2022-2023 | | 2019-2023 | |
|---------------------------|-----------------|------------------|--------------------------|---------------------|----------------|----------------|----------------|----------------|
| | | | | | Change in Jobs | Percent Change | Change in Jobs | Percent Change |
| Region 8 | 4,149 | 52,555 | \$2,680,092,578 | \$50,996 | -491 | -0.9% | -678 | -1.3% |
| Cottonwood Co. | 447 | 5,430 | \$247,869,455 | \$45,648 | -442 | -7.5% | +289 | +5.6% |
| Jackson Co. | 367 | 4,932 | \$248,761,154 | \$50,438 | +104 | +2.2% | -198 | -3.9% |
| Lincoln Co. | 226 | 1,635 | \$71,047,532 | \$43,454 | +70 | +4.5% | -33 | -2.0% |
| Lyon Co. | 850 | 13,668 | \$717,041,152 | \$52,461 | -60 | -0.4% | -372 | -2.6% |
| Murray Co. | 333 | 2,835 | \$132,669,003 | \$46,797 | +11 | +0.4% | -115 | -3.9% |
| Nobles Co. | 631 | 10,126 | \$555,891,300 | \$54,897 | -138 | -1.3% | -346 | -3.3% |
| Pipestone Co. | 388 | 4,307 | \$211,349,020 | \$49,071 | -28 | -0.6% | -166 | -3.7% |
| Redwood Co. | 584 | 6,074 | \$311,810,545 | \$51,335 | +45 | +0.7% | +39 | +0.6% |
| Rock Co. | 325 | 3,547 | \$183,653,417 | \$51,777 | -53 | -1.5% | +225 | +6.8% |
| State of Minnesota | 207,647 | 2,903,264 | \$207,665,582,979 | \$71,528 | +47,246 | +1.7% | +1,632 | +0.1% |

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

Region 8 has seen several employment ups and downs over the past 15 years, ending 2023 with 1,900 fewer jobs than it had in 2008, and about 2,125 fewer jobs than the peak hit in 2015. The region entered the Great Recession later than the state, still experiencing job growth through 2008, before suffering severe declines in 2009 and 2010. Region 8 then saw a rapid recovery, adding almost 1,600 jobs from 2010 to 2015. However, since peaking in 2015, Region 8 has lost jobs while the state continued growing (Figure 16).



With 11,053 jobs at 198 firms, Manufacturing is the largest employing industry in Region 8, accounting for a growing percentage of total jobs in the region that stood at 21% in 2023. That is double the rate of the state’s concentration of employment in Manufacturing, thanks in part to a more than 860 job increase since 2019. Food Manufacturing is the largest sector, providing 5,194 jobs at 51 firms; followed by Machinery Manufacturing and Wood Product Manufacturing. At \$60,205 in 2023, average annual wages were \$9,200 higher in Manufacturing than the total of all industries.

The next largest industry in Region 8 was Health Care & Social Assistance, with 8,239 jobs at 490 firms, after losing 896 jobs since the pandemic. Due to the region’s older population, the largest sectors were Ambulatory Health Care Services with 2,669 jobs and Nursing & Residential Care Facilities with 2,563 jobs. Retail Trade is the third largest industry, with 5,773 jobs at 484 stores, and the related Accommodation & Food Services industry had 3,073 jobs at 247 firms. Combined, these two industries provide almost 17% of total jobs, and combined to add over 100 jobs in the past year (Table 14).

| NAICS Industry Title | 2023 Annual Data | | | Avg. Annual Wage | 2022-2023 | | 2019-2023 | |
|------------------------------------|------------------|----------------|--------------------------|------------------|----------------|----------------|----------------|----------------|
| | Number of Firms | Number of Jobs | Total Payroll (\$1,000s) | | Change in Jobs | Percent Change | Change in Jobs | Percent Change |
| Total, All Industries | 4,149 | 52,555 | \$2,680,093 | \$50,996 | -491 | -0.9% | -678 | -1.3% |
| Agriculture, Forestry, Fish & Hunt | 259 | 1,842 | \$90,502 | \$49,133 | +14 | +0.8% | +86 | +4.9% |
| Mining | 8 | 77 | \$5,028 | \$65,294 | -1 | -1.3% | +1 | +1.3% |
| Construction | 525 | 2,326 | \$138,512 | \$59,550 | +59 | +2.6% | +44 | +1.9% |
| Manufacturing | 198 | 11,053 | \$665,444 | \$60,205 | -546 | -4.7% | +865 | +8.5% |
| Utilities | 31 | 357 | \$36,673 | \$102,725 | +9 | +2.6% | +43 | +13.7% |
| Wholesale Trade | 245 | 2,455 | \$185,088 | \$75,392 | +42 | +1.7% | -155 | -5.9% |
| Retail Trade | 484 | 5,773 | \$181,413 | \$31,424 | +27 | +0.5% | +12 | +0.2% |
| Transportation & Warehousing | 274 | 1,936 | \$94,841 | \$48,988 | -34 | -1.7% | -172 | -8.2% |
| Information | 67 | 358 | \$14,450 | \$40,363 | -1 | -0.3% | -73 | -16.9% |
| Finance & Insurance | 221 | 2,278 | \$180,634 | \$79,295 | -29 | -1.3% | -216 | -8.7% |
| Real Estate & Rental & Leasing | 67 | 194 | \$6,164 | \$31,773 | +6 | +3.2% | -15 | -7.2% |
| Professional & Technical Services | 185 | 1,052 | \$76,375 | \$72,599 | +33 | +3.2% | +64 | +6.5% |
| Management of Companies | 12 | 524 | \$49,050 | \$93,608 | -37 | -6.6% | -16 | -3.0% |
| Admin. Support & Waste Mgmt. Svcs. | 119 | 1,351 | \$80,160 | \$59,334 | -88 | -6.1% | -279 | -17.1% |
| Educational Services | 73 | 4,767 | \$228,804 | \$47,997 | +16 | +0.3% | +26 | +0.5% |
| Health Care & Social Assistance | 490 | 8,239 | \$396,819 | \$48,164 | -109 | -1.3% | -896 | -9.8% |
| Arts, Entertainment, & Recreation | 74 | 440 | \$8,063 | \$18,326 | -9 | -2.0% | +24 | +5.8% |
| Accommodation & Food Services | 247 | 3,073 | \$52,855 | \$17,200 | +78 | +2.6% | -124 | -3.9% |
| Other Services | 360 | 1,290 | \$42,881 | \$33,241 | 0 | 0.0% | +36 | +2.9% |
| Public Administration | 212 | 3,168 | \$146,337 | \$46,192 | +81 | +2.6% | +68 | +2.2% |

Source: [DEED Quarterly Census of Employment & Wages \(QCEW\)](#)

INDUSTRY EMPLOYMENT

According to DEED's Quarterly Employment Demographics (QED) program, the workforce in the region was aging over the past 10 years. One-quarter (24.4%) of jobs in the region were held by workers 55 years or older, compared to 22.1% statewide and just over 21% in the region one decade earlier. Likewise, the percentage of teenaged workers also jumped following 2020, and both wages and hours were rapidly rising for younger workers, showing their importance to the regional economy (Table 15).

Wages were climbing across the board for all workers due to rising demand and a tight labor market. While wages were still lowest for the youngest and oldest workers who tend to fill lower-skilled, less-than-fulltime jobs in industries like Retail Trade and Accommodation & Food Services, these two age groups had the fastest percentage increase in wages from 2012 to 2022. Wages were highest for workers between 45 and 54 years of age. Females typically worked just 76% of the quarterly amount worked by men, contributing to a gap in wages, though the gap was narrowing for both hours worked and wages over time (Table 15).

| Region 8 | Percentage of Workers | | Percent of Workers, Minnesota | | Median Hourly Wage | | Median Hours Worked (Per Qtr.) | |
|------------------|-----------------------|--------|-------------------------------|--------|--------------------|---------|--------------------------------|------|
| | 2022 | 2012 | 2022 | 2012 | 2022 | 2012 | 2022 | 2012 |
| Total, all ages | 100.0% | 100.0% | 100.0% | 100.0% | \$19.80 | \$12.93 | 404 | 403 |
| 19 years & under | 8.4% | 8.0% | 6.6% | 6.3% | \$13.46 | \$8.00 | 119 | 114 |
| 20 to 24 years | 10.0% | 12.1% | 9.2% | 11.3% | \$17.23 | \$10.27 | 307 | 277 |
| 25 to 44 years | 40.6% | 38.0% | 43.6% | 42.3% | \$21.91 | \$14.14 | 454 | 450 |
| 45 to 54 years | 16.6% | 20.5% | 18.4% | 21.9% | \$24.19 | \$15.49 | 480 | 477 |
| 55 to 64 years | 16.9% | 16.1% | 16.7% | 14.7% | \$22.81 | \$15.40 | 474 | 467 |
| 65 years & over | 7.5% | 5.2% | 5.4% | 3.5% | \$18.07 | \$11.97 | 224 | 196 |
| Male | 46.5% | 45.9% | 49.1% | 49.1% | \$21.86 | \$14.90 | 463 | 466 |
| Female | 53.5% | 54.1% | 50.9% | 50.9% | \$19.19 | \$11.86 | 383 | 356 |

Source: [DEED Quarterly Employment Demographics](#)

EMPLOYMENT DIVERSITY

According to data from the Quarterly Workforce Indicators program, just under 84% of jobs in the Southwest Minnesota planning region were held by workers who were white and not Hispanic or Latino, compared to about 16% of jobs that were held by workers of other races or Hispanic or Latino origin. That was a significant increase over the past 23 years – non-Hispanic whites accounted for 94% of jobs back in 2000. In 2023, 150,999 jobs were held by non-Hispanic whites, compared to 28,893 jobs held by BIPOC workers, which was an 182.9% increase from 2000 (see Figure 17).

Southwest Minnesota has a high concentration of Hispanic or Latino workers, holding 15,584 jobs in 2023, up from 5,798 jobs in 2000, a 168.8% increase. The next largest number of jobs held by a BIPOC group was Black or African Americans, holding 6,242 jobs in 2023, a 382.8% increase since 2000. The region also had 4,119 jobs held by Asian or Pacific Islanders, up 103.5% since 2000; and 2,058 jobs for people of Some Other Race, up 230.3%. American Indians held 890 jobs in the region, up 87.8% since 2000 (Figure 18).

The Manufacturing, Agriculture, Accommodation & Food Services, Administrative Support & Waste Management Services, and Health Care & Social Assistance sectors have the highest share of non-White employment at 30%, 24.3%, 20.5%, 20.3%, and 19% respectively. The largest numbers of non-White workers are employed by Manufacturing (9,620 jobs), Health Care & Social Assistance (6,378 jobs), Retail Trade (2,857 jobs), and Accommodation & Food Services (both 2,479 jobs) (Figure 19).

Figure 17. Employment Share by Race & Ethnicity in Southwest, 2000-2023

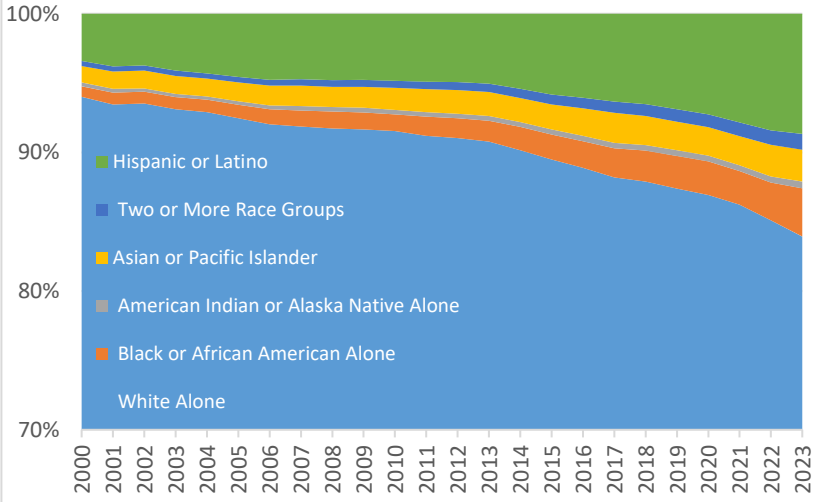


Figure 18. Jobs Held by People of Color in Southwest Minnesota, 2000-2023

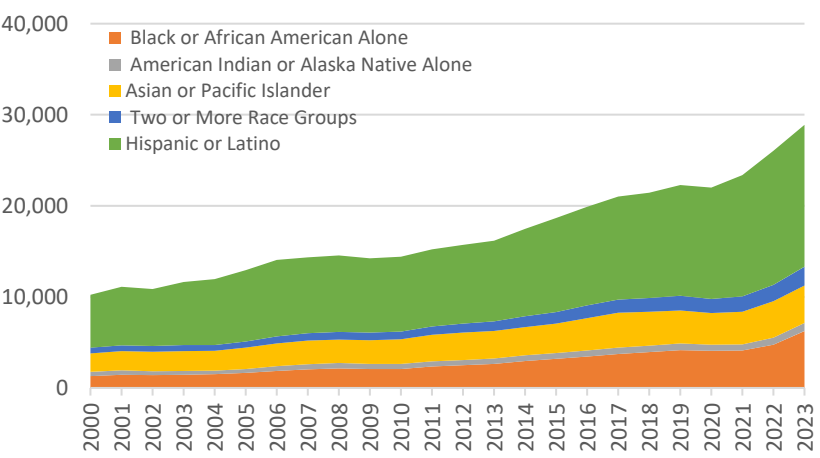
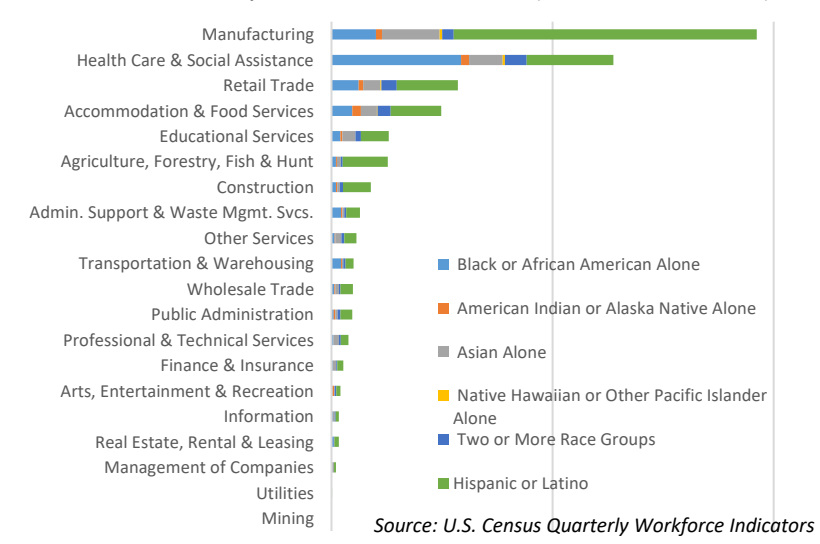


Figure 19. People of Color Employment by Industry in Southwest Minnesota, 2023



Source: U.S. Census Quarterly Workforce Indicators

INDUSTRY PROJECTIONS

As noted above, the Southwest planning region is projected to grow 2.8% from 2022 to 2032, a gain of 5,664 new jobs. Management of Companies, Arts, Entertainment & Recreation, Transportation & Warehousing and Construction are expected to grow the fastest as the pandemic employment recovery continues.

Health Care & Social Assistance is projected to add the most new jobs over the next decade, followed closely by Manufacturing. Those two industries are projected to account for over half (54%) of the region’s job growth. Accommodation & Food Services, Construction, and Transportation & Warehousing will also see strong gains. Mining, Information, and Retail Trade are the only industries projected to lose jobs (Table 16).

Table 16. Southwest Minnesota Industry Projections, 2022-2032

| Industry | Estimated Employment 2022 | Projected Employment 2032 | Percent Change 2022-2032 | Numeric Change 2022-2032 |
|------------------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
| Total, All Industries | 202,214 | 207,878 | +2.8% | +5,664 |
| Agriculture, Forestry, Fish & hunt | 5,309 | 5,566 | +4.8% | +257 |
| Mining | 214 | 211 | -1.4% | -3 |
| Utilities | 690 | 690 | 0.0% | 0 |
| Construction | 7,679 | 8,252 | +7.5% | +573 |
| Manufacturing | 32,192 | 33,537 | +4.2% | +1,345 |
| Wholesale Trade | 8,001 | 8,116 | +1.4% | +115 |
| Retail Trade | 19,409 | 19,084 | -1.7% | -325 |
| Transportation & Warehousing | 6,297 | 6,810 | +8.1% | +513 |
| Information | 2,093 | 2,046 | -2.2% | -47 |
| Finance & Insurance | 6,830 | 6,930 | +1.5% | +100 |
| Real Estate & Rental & Leasing | 1,397 | 1,445 | +3.4% | +48 |
| Professional & Technical Services | 4,066 | 4,371 | +7.5% | +305 |
| Management of Companies | 1,478 | 1,614 | +9.2% | +136 |
| Admin. Support & Waste Mgmt. | 4,127 | 4,331 | +4.9% | +204 |
| Educational Services | 16,065 | 16,116 | +0.3% | +51 |
| Health Care & Social Assistance | 28,786 | 30,498 | +5.9% | +1,712 |
| Arts, Entertainment & Recreation | 1,889 | 2,059 | +9.0% | +170 |
| Accommodation & Food Services | 11,736 | 12,318 | +5.0% | +582 |
| Other Services | 7,097 | 7,281 | +2.6% | +184 |
| Public Administration | 14,117 | 14,370 | +1.8% | +253 |

Source: DEED 2022-2032 Employment Outlook

NONEMPLOYER ESTABLISHMENTS

Region 8 was home to 8,547 self-employed businesses or “nonemployers” in 2022, which are defined by the U.S. Census Bureau as “businesses without paid employees that are subject to federal income tax, originating from tax return information of the Internal Revenue Service (IRS).” In sum, these nonemployers generated sales receipts of over \$499.6 million in 2022 (Table 17).

Table 17. Nonemployer Statistics, 2022

| | 2022 | | 2012-2022 | |
|-----------|-----------------|---------------------|-----------------|----------------|
| | Number of Firms | Receipts (\$1,000s) | Change in Firms | Percent Change |
| Region 8 | 8,547 | \$499,575 | +168 | +2.0% |
| Minnesota | 429,672 | \$22,727,564 | +41,117 | +10.6% |

Source: U.S. Census, Nonemployer Statistics program

CENSUS OF AGRICULTURE

Like other parts of Greater Minnesota, agriculture is also a key industry in Region 8, including 7,206 farms producing just over \$5.13 billion in the market value of products sold in 2022 according to the U.S. Department of Agriculture. Region 8 ranks first of the 13 EDRs in the state for farms, and several of the highest ranked agriculture counties in the state are in Region 8, including Nobles (#7), Redwood (#5), Rock (#10), Lyon (#6), Cottonwood (#11), and Jackson (#20). Like the state, the number of farms in the region declined over the past 5 years, but Region 8 still accounts for 11% of the farms in the state (Table 18).

Table 18. Census of Agriculture, 2022

| | Number of Farms | Market Value of Products Sold | State Rank |
|------------------|-----------------|-------------------------------|------------|
| Region 8 | 7,206 | \$5,134,210,000 | 1 |
| Cottonwood Co. | 742 | \$601,642,000 | 11 |
| Jackson Co. | 845 | \$501,296,000 | 20 |
| Lincoln Co. | 598 | \$229,846,000 | 54 |
| Lyon Co. | 869 | \$762,925,000 | 6 |
| Murray Co. | 712 | \$451,948,000 | 27 |
| Nobles Co. | 938 | \$761,337,000 | 7 |
| Pipestone Co. | 529 | \$397,208,000 | 34 |
| Redwood Co. | 1,092 | \$804,002,000 | 5 |
| Rock Co. | 573 | \$624,006,000 | 10 |
| Minnesota | 65,531 | \$28,482,097,000 | |

Source: 2022 Census of Agriculture

Upon request, this information can be made available in alternate formats by contacting Luke Greiner at 320-223-6992 or at luke.greiner@state.mn.us.