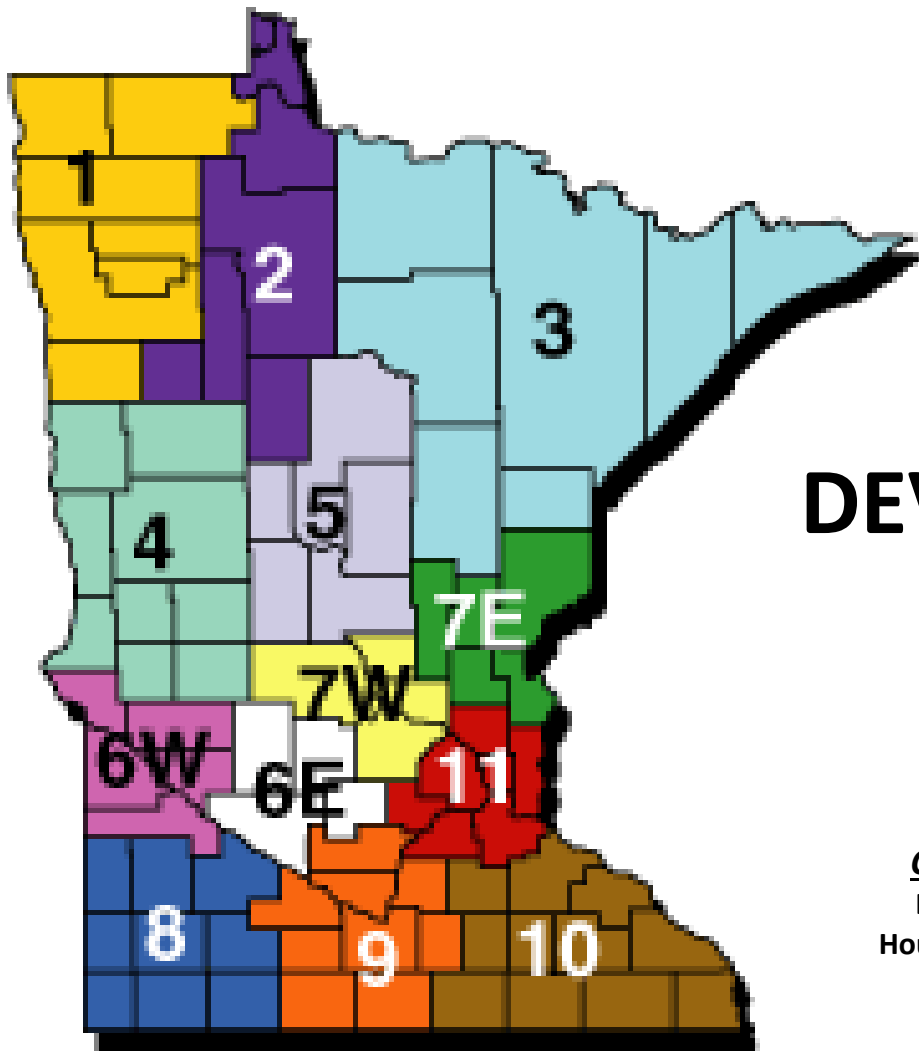




ECONOMIC DEVELOPMENT REGION 10: Southeast

Covering the following counties:

Dodge, Fillmore, Freeborn, Goodhue,
Houston, Mower, Olmsted, Rice, Steele,
Wabasha and Winona Counties

2025 REGIONAL PROFILE

Updated November 2025

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<https://mn.gov/deed/data/regional-lmi/southeast-lmi.jsp>



DEMOGRAPHICS

POPULATION CHANGE

Southeast Minnesota, also known as Economic Development Region 10, is an 11-county region located in the southeastern corner of the state, bordering Iowa and Wisconsin. Accounting for 9.1% of the state's total population, Southeast was the second largest of the 13 economic development regions (EDRs) but fourth largest of the 6 planning regions in the state. The regional population increased by 6,870 residents from 2020 to 2024, a 1.3% increase, slightly below the 1.5% statewide rise (Table 1).

Nine of the 11 counties in Southeast added population so far this decade, with Freeborn and Houston being the exceptions. Olmsted was the largest county in the region and is the 7th largest (of 87) in the state, accounting for 31.7% of the regional population in 2024, and saw the largest increase since 2020, making it the 26th fastest growing county in the state. Rice and Mower also saw population increases over 2%, making them the 18th and 27th fastest growing counties. In contrast, Freeborn County saw the largest loss, dropping -581 residents.

	2020 Population	2024 Estimates	2020-2024 Change	
			Number	Percent
Dodge Co.	20,867	21,242	+375	+1.8%
Fillmore Co.	21,228	21,502	+274	+1.3%
Freeborn Co.	30,895	30,314	-581	-1.9%
Goodhue Co.	47,582	47,982	+400	+0.8%
Houston Co.	18,843	18,352	-491	-2.6%
Mower Co.	40,029	40,900	+871	+2.2%
Olmsted Co.	162,847	166,424	+3,577	+2.2%
Rice Co.	67,097	69,025	+1,928	+2.9%
Steele Co.	37,406	37,434	+28	+0.1%
Wabasha Co.	21,387	21,574	+187	+0.9%
Winona Co.	49,671	49,973	+302	+0.6%
Southeast Minnesota	517,852	524,722	+6,870	+1.3%
State of Minnesota	5,706,494	5,793,151	+86,657	+1.5%

Source: U.S. Census Bureau, Population Estimates

COMPONENTS OF POPULATION CHANGE

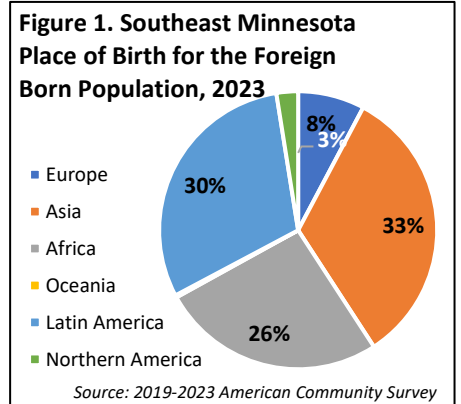
The recent population growth in Southeast was fueled in part by a natural increase – more births than deaths – but also due to positive international in-migration (Table 2). However, the growth in foreign-born residents slowed in 2020 due to the pandemic and other factors, after being a much larger component of population growth in the past decade.

	Total Change	Natural Increase	Vital Events		Net Migration		
			Births	Deaths	Total	Inter- national	Domestic
Southeast	+6,890	+2,209	+23,481	-21,272	+4,433	+7,456	-3,023
Minnesota	+86,459	+51,570	+268,689	-217,119	+33,161	+81,091	-47,930

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

With the international in-migration, Southeast Minnesota was now home to almost 36,750 foreign born residents, or 7.1% of the total population. That was lower than the statewide average, where 8.6% of residents are foreign born. However, the number of immigrants in the region increased by 32.3% from 2013 to 2023, which was higher than the statewide growth rate of 24.7%. The largest number of immigrants in the region came from Asia, Latin America, and Africa, with a smaller number from Europe (Figure 1). The fastest increase in immigrants over the past decade came from Africa, which saw a 116.9% increase since 2013.

Based on year of entry, Southeast's foreign born population was "newer" than the rest of the state, as 40.5% of the region's immigrants entered the U.S. since 2010 and another 27.7% entered between 2000 and 2009, compared to 35.0% and 27.5% statewide. Foreign born residents have a younger age profile than the native-born population, with 61% being between 25 and 54 years of age, compared to 36% overall. Educational attainment is varied among immigrants. While a higher percentage of foreign-born residents had an advanced degree than native-born residents, immigrants were also much more likely to have less than a high school diploma.



POPULATION BY AGE GROUP

Southeast Minnesota has both a younger *and* older population than the state – nearly one-third (31.5%) of the region’s population was 55 or older, compared to 29.9% statewide, and another one-third (32.5%) of the population was also under 25 years, compared to 31.8% in the state. This leaves Southeast with 36% of people in the 25 to 54 year age group - typically considered the “prime working years.” A large portion of the area’s population is a part of the Baby Boom generation, which is creating a significant shift in regional demographics over time. Between 2000 and 2024, nearly 62,000 additional residents were in the 55 year or older groups (Figures 2 and 3).

Figure 2. Percentage of Population by Age Group, 2024

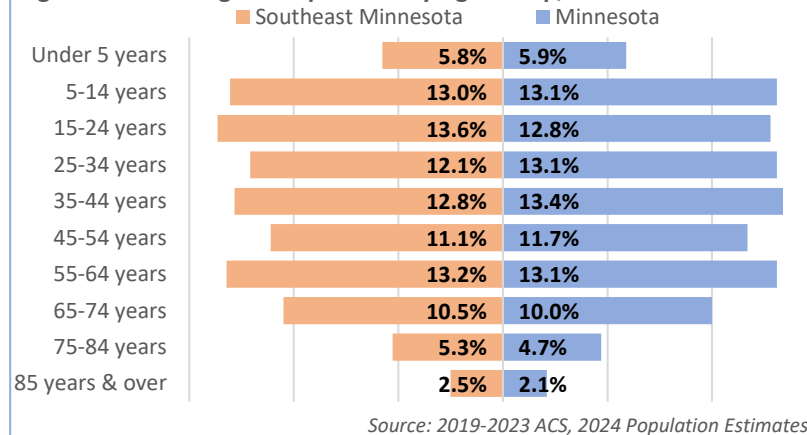
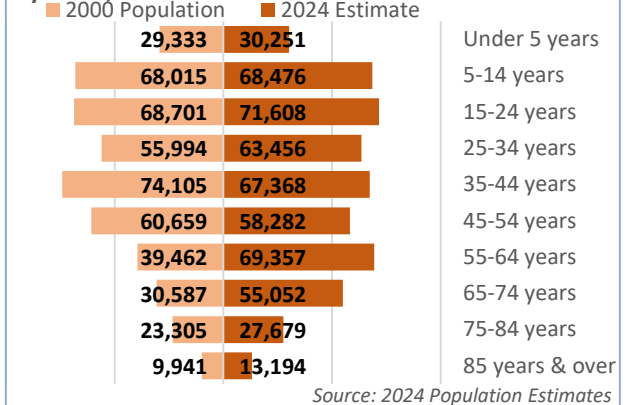


Figure 3. Southeast Minnesota Population Pyramid, 2000-2024

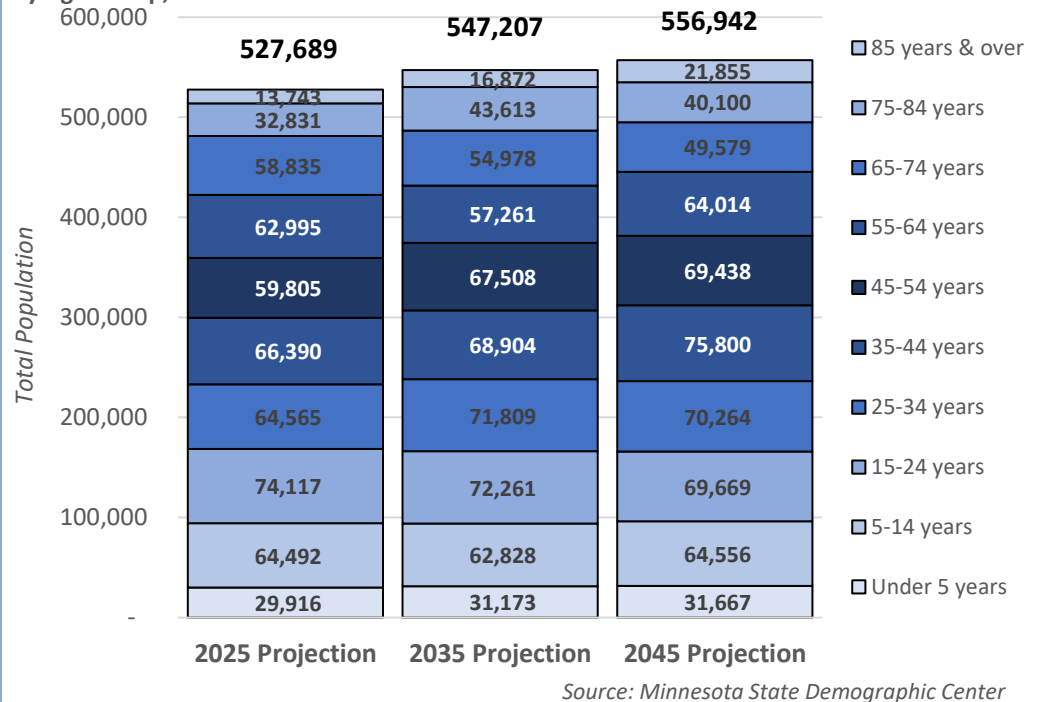


POPULATION PROJECTIONS BY AGE GROUP

Southeast is projected to continue its population increase over the next two decades. Population projections from the [Minnesota State Demographic Center](#) show that the area is expected to see a gain of 29,250 people from 2025 to 2045, a 5.5% increase (Figure 4). In comparison, the state of Minnesota is projected to grow 5.5% from 2025 to 2045, closing in on 6.1 million residents.

Like the recent shift, projections for growth vary widely by age. The region is expected to add residents in every age group, with the exception of the 15-to-24 year olds and the 65 to 74-year-old

Figure 4. Southeast Minnesota Population Projections by Age Group, 2025-2045



group, in the next 20 years. The 65-to-74 year age group is expected to lose 9,250 people, as the Baby Boom generation ages out of those cohorts and into the oldest age groups. However, this will also lead to over 15,000 more residents aged 75 years and over. The region is also expected to see steady growth in the youngest age groups.

POPULATION BY RACE

The population in Southeast Minnesota has had some significant changes since the turn of the century, however it remains less racially diverse than the state as a whole. In 2023, 84.5% of the region's residents reported White alone as their race, compared to 78.4% of residents statewide. Every other race

increased faster than the white population, which actually declined from 2013 to 2023. The number of residents who reported Black or African American increased by 68.9%, and the number of people of Some Other Race or Two or More Races increased by over 125.7% and 201.4%. American Indian, Asian, and Hispanic or Latino populations also saw notable increases over the past decade (Table 3).

Table 3. Race and Hispanic Origin, 2023	Southeast Minnesota				Minnesota	
	Number	Percent	Change from 2013- 2023 Numeric Percent		Percent	Change From 2013-2023
Total	519,192	100.0%	+22,571	+4.5%	100.0%	+6.8%
White	438,969	84.5%	-16,956	-3.7%	78.4%	-2.2%
Black or African American	21,399	4.1%	+8,727	+68.9%	6.8%	+38.9%
American Indian & Alaska Native	1,803	0.3%	+343	+23.5%	0.9%	-11.6%
Asian & Other Pacific Islander	17,798	3.4%	+5,605	+46.0%	5.1%	+29.6%
Some Other Race	12,197	2.3%	+6,794	+125.7%	2.7%	+96.1%
Two or More Races	27,026	5.2%	+18,058	+201.4%	6.2%	+168.3%
Hispanic or Latino origin	34,264	6.6%	+8,914	+35.2%	6.2%	+37.5%

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

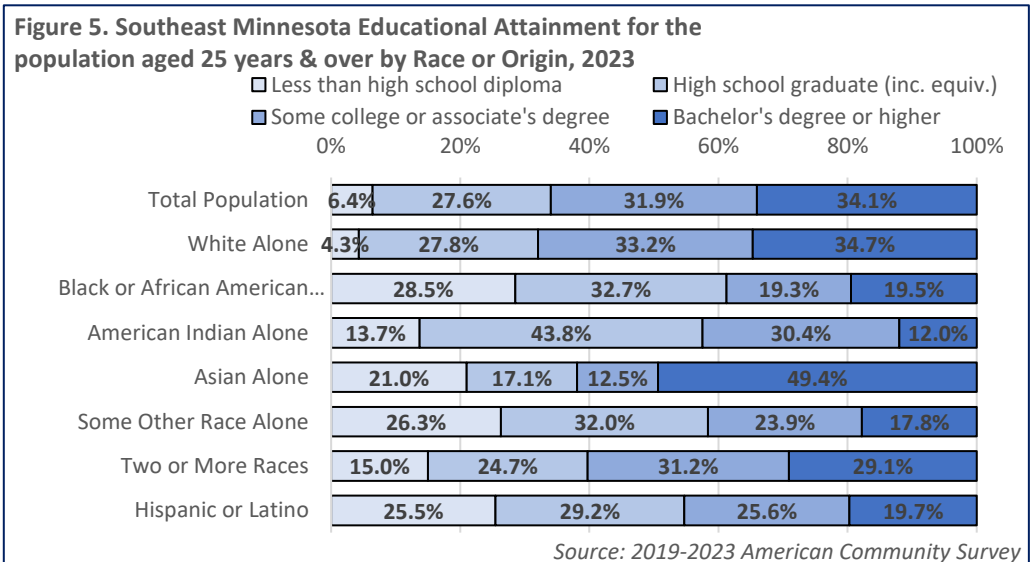
EDUCATIONAL ATTAINMENT

With 43.7% of adults aged 18 years and over holding a college degree, Southeast had lower educational attainment than the state in 2023, where 47.3% of adults have an associate, bachelor's, or advanced degree. In contrast, Southeast had a similar percentage of people with some college but no degree and a higher percentage with a high school diploma or less. Regional educational attainment for post-secondary degree holders only exceeded the state in associate degrees (Table 4).

Table 4. Educational Attainment for the Population Aged 18 years & Over	Southeast Minnesota		Minnesota
	Number	Percent	Percent
Total, 18 years & over	399,995	100.0%	100.0%
Less than high school	28,269	7.1%	6.8%
High school graduate (incl. equiv.)	112,845	28.2%	24.4%
Some college, no degree	84,204	21.1%	21.4%
Associate's degree	48,964	12.2%	11.2%
Bachelor's degree	79,877	20.0%	24.0%
Advanced degree	45,836	11.5%	12.1%

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

Like the rest of the state, educational attainment varies significantly by race and ethnicity in Southeast. Around 60% of Black or African American residents and people of Some Other Race have a high school diploma or less, as does nearly 55% of Hispanic or Latinos, compared to 32.1% of whites. At just 12.0%, American Indians had the lowest percent of adults with a bachelor's degree or higher, followed by 17.8% of those of Some Other Race, 19.5% of Blacks or African Americans, and 19.7% of Hispanics or Latinos. In comparison, 34.7% of Whites and 49.4% of Asians had this level of education (Figure 5).

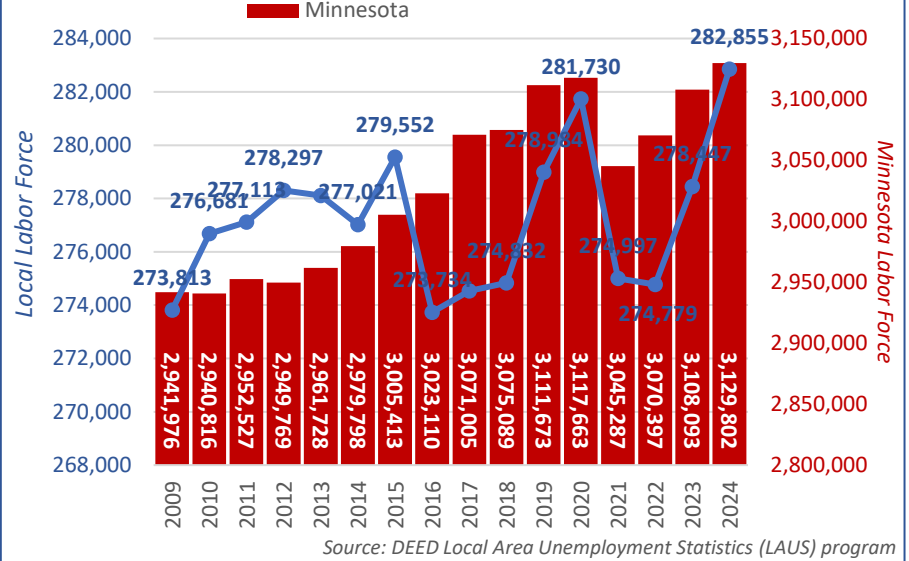


LABOR FORCE

LABOR FORCE CHANGE

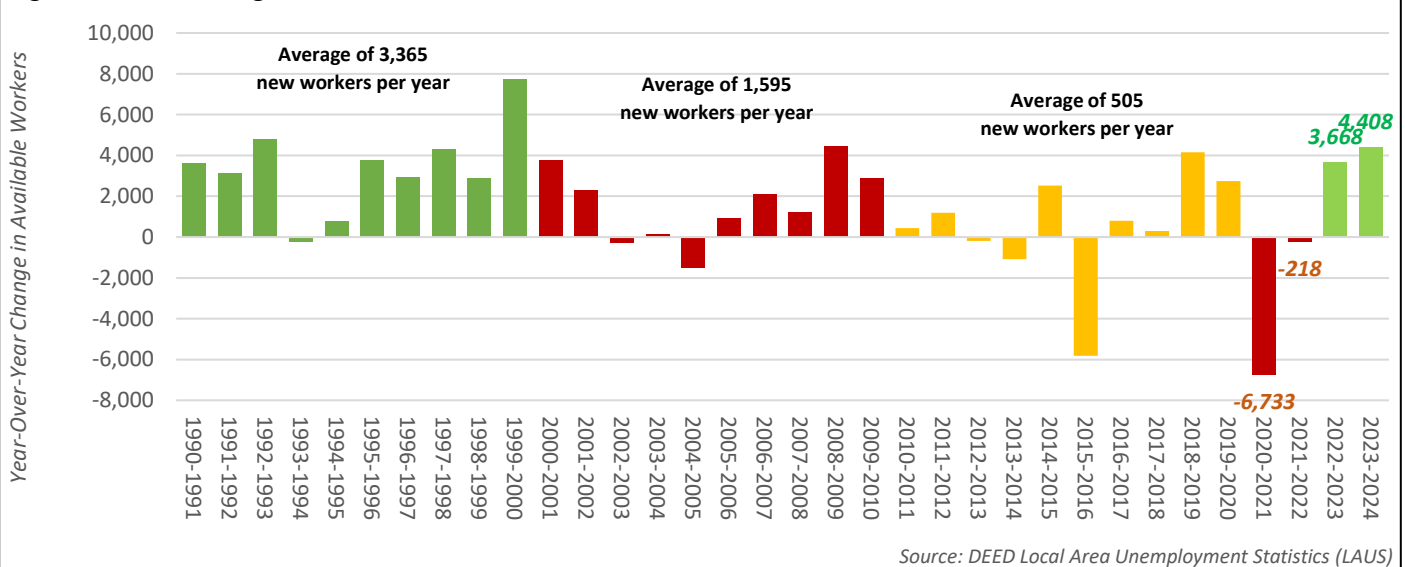
According to data from DEED's [Local Area Unemployment Statistics](#) program, Southeast had an annual average labor force count of 282,855 workers in 2024, which is the highest ever recorded. Following the Great Recession, the region's labor force had been growing up until the COVID-19 pandemic, which caused significant changes in the labor force and economy (Figure 6). Over time, the size of the region's labor force has steadily grown, rising from 273,813 workers in 2009. Despite the growth, the labor market in Southeast remains relatively tight, with fewer unemployed workers.

Figure 6. Annual Labor Force Estimates, 2009-2024



Averaging a net gain of 3,365 additional labor force participants per year between 1990 and 2000, employers in Southeast were able to tap into a large and growing pool of talented workers. Although the regional labor force and economy continue to grow, the rate of labor force growth is slowing down considerably, demonstrated by Southeast adding an average of only 505 workers per year from 2010 to 2020 (Figure 7). Increasingly tight labor markets and a growing scarcity of workers is now recognized as one of the most significant barriers to future economic growth in Southeast Minnesota. In the face of these constraints, it has become evident that a more diverse workforce in terms of age, gender, race, ethnicity, disability status, and immigration has been and will continue to be a vital source of the workers that employers need to succeed. As the white, native-born workforce continues to age, younger workers of different races or from different countries will comprise the fastest growing segment of the labor force.

Figure 9. Annual Change in Labor Force, 1990-2024



LABOR FORCE PROJECTIONS

Similar to the projected population increase in Southeast Minnesota from 2025 to 2045 (shown in Figure 4), the regional labor force is expected to grow during this time frame. Applying current labor force participation rates to future population projections by age group creates labor force projections for the region, which show an increase of 3.6% in workforce numbers, a gain of 10,164 workers. As the Baby Boom generation ages and drops out of the labor force, a loss in the number of workers aged 55 to 74 supplemented by losses in those between the ages 16 to 19 by 2035. The number of workers aged 20 to 54 years is expected to swell by 15,500 workers, as well as 900 workers aged 75 years and over (Table 5).

Southeast Minnesota	2025 Labor Force Projection	2035 Labor Force Projection	2025-2035 Change	
			Numeric	Percent
16 to 19 years	15,819	14,925	-894	-5.7%
20 to 24 years	31,602	31,747	+145	+0.5%
25 to 44 years	116,062	124,710	+8,648	+7.5%
45 to 54 years	52,201	58,925	+6,724	+12.9%
55 to 64 years	46,727	42,474	-4,253	-9.1%
65 to 74 years	16,766	15,667	-1,099	-6.6%
75 years & over	2,992	3,886	+894	+29.9%
Total Labor Force	282,170	292,334	+10,164	+3.6%

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

EMPLOYMENT CHARACTERISTICS

With 67.3% of the population over 16 years of age in the labor force, Southeast had a slightly lower overall labor force participation rate than the state (68.5%). However, three age groups had higher labor force participation rates than those statewide, but because the region's population is slightly older, that skews the overall rate downward (Table 6).

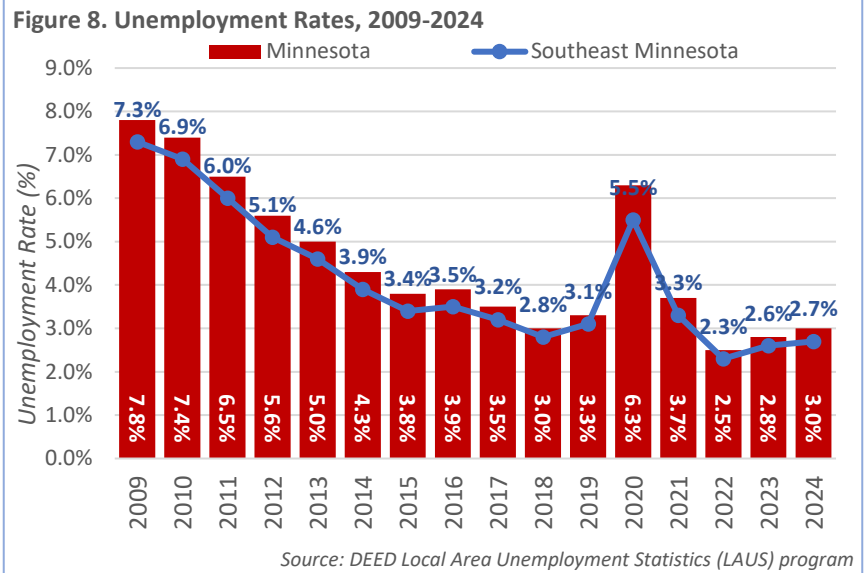
Labor force participation rates varied by race and ethnicity in Southeast, but also lagged behind state averages for most groups. The lowest labor force participation rates by race were seen by American Indian and Alaska Natives and white alone workers. In addition, teenagers, senior citizens, those with a disability, and those with less than a high school diploma also had lower labor force participation rates. Black or African Americans saw the largest discrepancy in unemployment rate, with a regional rate of 12.6% compared to 3.0% for whites and compared to 8.4% for Blacks statewide. In addition, workers between the ages of 16 to 19 and those with a disability also had much higher unemployment rates than the overall average.

	Southeast Minnesota			Minnesota	
	In Labor Force	Labor Force Partic. Rate	Unemp. Rate	Labor Force Partic. Rate	Unemp. Rate
Total Labor Force	278,450	67.3%	3.5%	68.5%	3.9%
16 to 19 years	16,001	55.0%	9.1%	52.7%	9.9%
20 to 24 years	28,308	82.7%	5.4%	83.4%	6.5%
25 to 44 years	114,724	88.6%	3.1%	88.7%	3.5%
45 to 54 years	50,336	87.3%	2.9%	87.8%	2.9%
55 to 64 years	50,904	74.2%	2.6%	72.8%	3.0%
65 to 74 years	15,523	28.5%	2.2%	27.8%	3.4%
75 years & over	2,598	6.4%	2.0%	6.6%	3.1%
Employment Characteristics by Race & Hispanic Origin					
White alone	238,259	66.4%	3.0%	67.5%	3.4%
Black or African American	9,516	67.8%	12.6%	71.0%	8.4%
American Indian & Alaska Native	663	48.8%	5.3%	57.7%	11.4%
Asian or Other Pac. Islanders	10,159	73.4%	3.5%	74.6%	3.5%
Some Other Race	7,146	77.7%	5.8%	75.9%	5.6%
Two or More Races	12,665	75.0%	4.6%	74.2%	6.1%
Hispanic or Latino	17,486	77.1%	5.2%	77.1%	5.9%
Employment Characteristics by Gender					
Male	144,828	70.4%	4.1%	72.0%	4.3%
Female	133,550	64.2%	2.8%	64.9%	3.6%
Employment Characteristics by Veteran Status, 18 to 64 years					
Veterans	8,939	81.1%	2.7%	81.2%	4.1%
Employment Characteristics by Disability, 20 to 64 years					
With Any Disability	13,669	56.9%	8.3%	55.3%	9.5%
Employment Characteristics by Educational Attainment, 25 to 64 years					
Population, 25 to 64 years	215,973	84.5%	2.9%	84.4%	3.3%
Less than H.S. Diploma	11,009	71.1%	4.6%	67.1%	4.7%
H.S. Diploma or Equivalent	49,535	78.2%	2.2%	76.5%	2.6%
Some College or Assoc. Degree	72,639	85.7%	2.6%	85.0%	3.6%
Bachelor's Degree or Higher	82,759	89.8%	1.7%	90.5%	2.0%

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

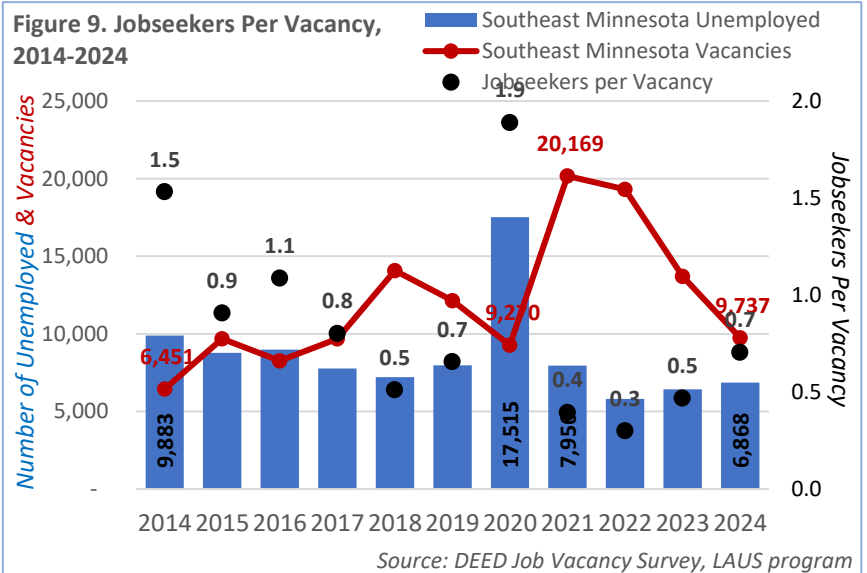
UNEMPLOYMENT RATES

Regardless of the state of the economy, Southeast has consistently reported lower unemployment rates than Minnesota overall. According to the [Local Area Unemployment Statistics](#) program, the unemployment rate in Southeast typically drifted about 0.5 points below the statewide rate, shifting in sync to economic fluctuation. During the Great Recession, it rose as high as 7.3% in 2009, but fell back to pre-recession rates by 2014, before dropping to 2.8% in 2018. Needless to say, the pandemic of 2020 caused a significant jump in the unemployment rate, up to 5.5%, before it dropped back to an annual average of 3.3% in 2021, then down to 2.3% in 2022 and 2.7% in 2024 as tight labor market conditions continued (Figure 8).



JOBSEEKERS PER VACANCY

As the economy continues to recover and the number of unemployed workers remains low, the regional labor market remains tight. A clear demonstration of this is the ratio of unemployed jobseekers per vacancy, which was still just 0.7-to-1 in 2024, after falling as low as 0.3-to-1 in 2022. According to recent Job Vacancy Survey results, there were 9,737 openings reported by employers compared to 6,868 unemployed jobseekers in the region. Due to the pandemic recession, the ratio climbed as high as 1.9 jobseekers per vacancy in 2020, but was below 1 jobseeker for every vacancy from 2017 to 2019, before the pandemic (Figure 9).



COMMUTE SHED AND LABOR SHED

While commuting patterns differ across the region, over three quarters of residents also work in the region. In 2022, 198,762 workers both lived and worked in the Southeast, while another 48,697 workers drove into the region for work. This is compared to 62,396 workers who lived in the region but drove to outside areas for work, meaning the region is a net exporter of labor – having more workers than jobs. Close proximity to the Twin Cities is a draw for workers (Table 7).

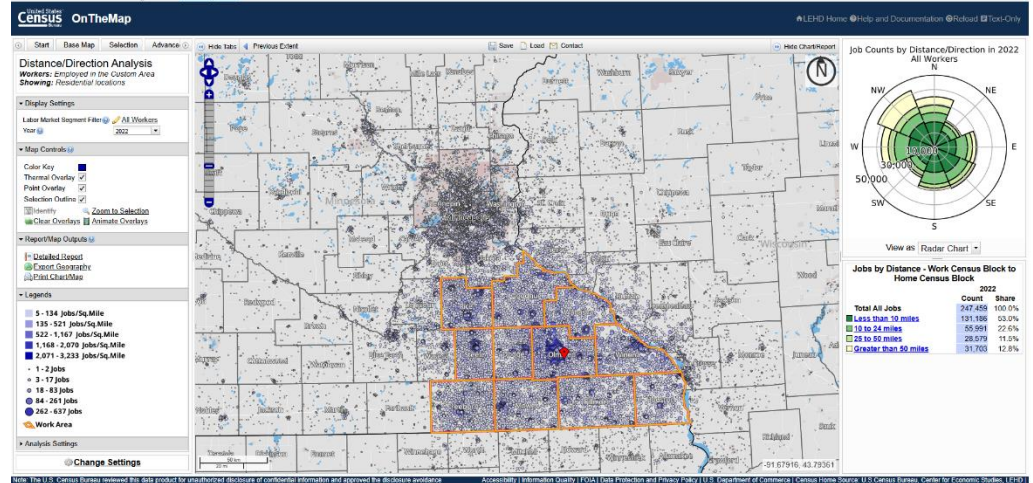
Table 7. Southeast Inflow/ Outflow Job Counts (All Jobs), 2022	2022	
	Count	Share
Employed in the Selection Area	247,459	100.0%
Employed in the Selection Area but Living Outside	48,697	19.7%
Employed and Living in the Selection Area	198,762	80.3%
Living in the Selection Area	261,158	100.0%
Living in the Selection Area but Employed Outside	62,396	23.9%
Living and Employed in the Selection Area	198,762	76.1%

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

Figure 10. Southeast Minnesota Labor and Commute Shed, 2022

Home to Rochester, Olmsted County is the largest employment center in the region and the biggest draw for workers, followed by Winona and Rice counties. Employers in the region draw workers from surrounding counties like Dakota, Hennepin and Ramsey Counties. Workers also travel to these same counties for work (Figure 10). The average commute time for

workers in Southeast was 22.1 minutes, compared to 23.1 minutes for workers statewide. Just over 75% of workers commuted less than 30 minutes each way, compared to 70.1% statewide. About 11.1% percent of workers worked at home, which jumped about 4% compared to pre-pandemic levels.

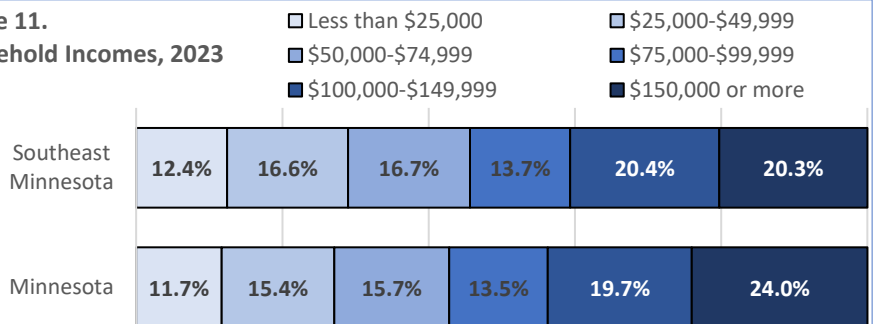


INCOMES, WAGES AND OCCUPATIONS

HOUSEHOLD INCOMES

Household incomes were lower in Southeast than in the state overall. At \$83,076 Southeast had the third highest median household income of the 6 planning regions in the state. About 29% of the households in the region had incomes below \$50,000 in 2023, compared to just 27.1% statewide. Likewise, almost one-third of households earned between \$50,000 and \$100,000 in Southeast, while 40.7% of households earned over \$100,000 per year, compared to 43.7% of households statewide (Figure 11).

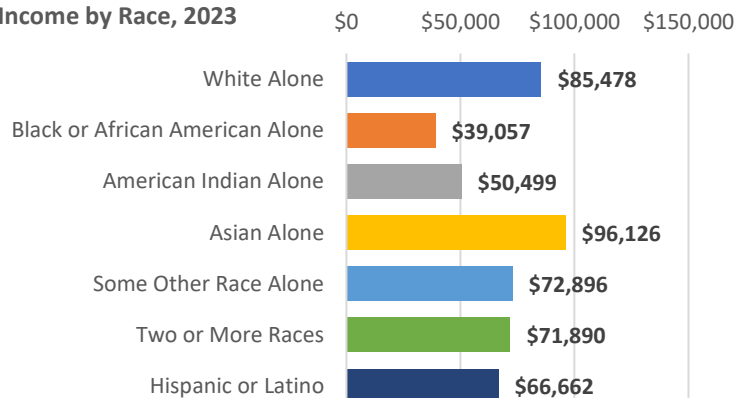
Figure 11. Household Incomes, 2023



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

Incomes varied widely by race in Southeast, with the highest incomes reported by Asian households, followed by those of whites. The lowest household incomes reported were among Black or African American households, followed by American Indian households. The household income for whites was more than double that of Black or African American households, and was also about \$15,000 higher than the median income for Hispanic or Latino households and households of Some Other Race or Two or More Races. Asian households reported the highest median income, at just over \$96,000 (Figure 12).

Figure 12. Southeast Minnesota Median Household Income by Race, 2023



Source: 2019-2023 American Community Survey

COST OF LIVING

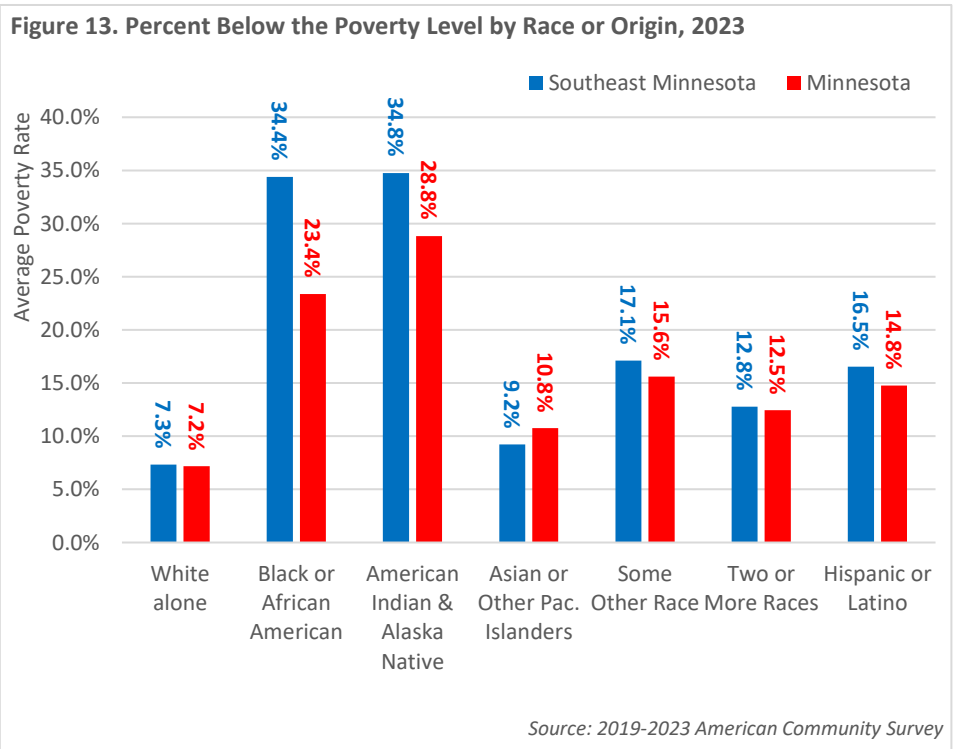
According to DEED's [Cost of Living tool](#), the basic needs budget for an average Minnesota family (which consists of 2 adults and 1 child, with 1 full-time and 1 part-time worker) was \$70,308 in 2024. The cost of living for a similar family in Southeast was \$62,784 – which was the third highest of the 6 planning regions and fourth highest of the 13 economic development regions in the state, but about \$14,000 lower than the cost of living in the Twin Cities metro area. The highest monthly costs were for housing, food, and transportation; though the region's housing, childcare, and taxes were significantly lower than the state as a whole. In order to meet the basic needs cost of living for the region, the two workers in the family scenario described would need to earn \$20.12 per hour working a combined 60 hours per week (Table 8).

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 Southeast would be \$31,872 which would require an hourly wage of \$15.32 to meet the basic needs cost of living. However, if that same single person who is working full-time were to have one child the yearly cost of living would jump to \$55,536 or an hourly wage requirement of \$26.70.

Table 8. Family Yearly Cost, Worker Hourly Wage, and Family Monthly Costs, 2024										
Family Composition	Number of Workers	Yearly Cost of Living	Hourly Wage Required	Monthly Costs						
				Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
Southeast – Region 10										
Single, 0 children	1 FT	\$31,872	\$15.32	\$0	\$417	\$151	\$884	\$581	\$301	\$322
Single, 1 child	1 FT	\$55,536	\$26.70	\$955	\$611	\$477	\$1,126	\$586	\$402	\$471
2 parents, 1 child	1 FT, 1 PT	\$62,784	\$20.12	\$477	\$948	\$533	\$1,126	\$1,049	\$480	\$619
2 parents, 2 children	2 FT	\$88,776	\$21.34	\$1,398	\$1,232	\$544	\$1,543	\$1,092	\$642	\$947
Minnesota										
Single, 0 children	1 FT	\$36,768	\$17.68	\$0	\$424	\$156	\$1,154	\$573	\$365	\$392
2 parents, 1 child	1 FT, 1 PT	\$70,308	\$22.53	\$545	\$964	\$556	\$1,446	\$1,028	\$557	\$763
Source: DEED Cost of Living tool										

Source: [DEED Cost of Living tool](#)

Overall, Southeast Minnesota's poverty rate was 9.0%, which was slightly lower than the statewide rate of 9.2%. Like incomes, poverty levels varied widely by race and origin. It was estimated that 34.8% of the region's American Indian population and 34.4% of the Black or African American population was below the poverty level in 2023, compared to just 7.3% of the white population. Likewise, poverty levels were also higher among every other race or ethnic group when compared to that of whites. Other than Asian residents, the remaining groups also had higher percentages below the poverty level than the state as a whole (Figure 13).



WAGES AND OCCUPATIONS

The median hourly wage for all occupations in Southeast was \$24.82 in the first quarter of 2025 (Table 9). As such, the region has the second highest median wage level of both the 6 planning regions and 13 economic development regions in the state, behind only the Twin Cities. However, the median wage in Southeast was \$1.40 less than the statewide median, and \$3.66 less than the median wage in the Twin Cities metro area. Compared to the other two economic development regions in Southern Minnesota, the Southeast region's median wage was \$1.32 more than the South Central region and \$2.03 higher than in the Southwest region (Table 9).

Not surprisingly, the lowest-paying jobs are in Food Prep & Serving, Personal Care, and Sales, which also tend to have lower educational and training requirements. For the most part, the pay gap between Southeast and the state is much lower in these lower-paying jobs. Regional wages are competitive with the state in Computer & Mathematical, Community & Social Service, Education, Healthcare, and Protective Service. Compared to the state as a whole, Southeast has stronger concentrations of employment in Healthcare Practitioners, Education, Food Prep & Serving, Production, and Transportation & Material Moving (Table 10).

Table 9. Occupational Employment & Wage Statistics by Economic Development Region, 2025	Median Hourly Wage	Estimated Regional Employment
Region 1 - Northwest	\$23.94	35,860
Region 2 - Headwaters	\$22.84	32,920
Region 3 - Arrowhead	\$23.47	139,940
Region 4 - West Central	\$23.20	89,640
Region 5 - North Central	\$22.38	64,910
Region 6E - Southwest Central	\$23.00	50,900
Region 6W - Upper MN Valley	\$23.10	16,330
Region 7E - East Central	\$23.51	49,570
Region 7W - Central	\$24.27	179,570
Region 8 - Southwest	\$22.79	51,430
Region 9 - South Central	\$23.50	102,130
Region 10 - Southeast	\$24.82	244,290
Region 11 - 7-County Twin Cities	\$28.48	1,762,280
State of Minnesota	\$26.22	2,920,470

Source: DEED Occupational Employment & Wage Statistics, Qtr. 1 2025

Table 10. Occupational Employment & Wage Statistics, 2025							
Occupational Group	Southeast Minnesota				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	\$24.82	244,290	100.0%	1.0	\$26.22	2,920,470	100.0%
Management	\$53.29	13,010	5.3%	0.8	\$59.38	200,060	6.9%
Business & Financial Operations	\$38.96	10,780	4.4%	0.6	\$39.95	208,210	7.1%
Computer & Mathematical	\$51.70	5,900	2.4%	0.7	\$50.02	97,460	3.3%
Architecture & Engineering	\$43.11	3,400	1.4%	0.7	\$45.03	57,950	2.0%
Life, Physical & Social Science	\$38.18	5,540	2.3%	2.1	\$38.33	32,150	1.1%
Community & Social Service	\$30.99	4,740	1.9%	1.0	\$29.82	59,290	2.0%
Legal	\$39.41	770	0.3%	0.4	\$49.52	20,750	0.7%
Education, Training & Library	\$27.94	14,850	6.1%	1.0	\$27.84	170,270	5.8%
Arts, Design, Entertainment & Media	\$26.54	2,200	0.9%	0.7	\$28.84	36,030	1.2%
Healthcare Practitioners & Technical	\$47.57	26,980	11.0%	1.7	\$46.51	187,480	6.4%
Healthcare Support	\$18.96	12,930	5.3%	0.9	\$18.67	176,750	6.1%
Protective Service	\$29.97	4,130	1.7%	1.1	\$29.37	46,960	1.6%
Food Preparation & Serving Related	\$14.99	21,890	9.0%	1.1	\$16.05	240,830	8.2%
Building, Grounds Cleaning & Maint.	\$18.41	7,160	2.9%	1.0	\$19.16	81,700	2.8%
Personal Care & Service	\$17.18	5,210	2.1%	1.0	\$17.54	63,300	2.2%
Sales & Related	\$17.30	18,530	7.6%	0.9	\$18.66	244,780	8.4%
Office & Administrative Support	\$23.47	27,940	11.4%	1.0	\$24.07	340,040	11.6%
Farming, Fishing & Forestry	\$24.04	240	0.1%	0.9	\$23.48	3,300	0.1%
Construction & Extraction	\$32.20	8,560	3.5%	0.9	\$34.20	114,050	3.9%
Installation, Maintenance & Repair	\$29.51	9,110	3.7%	1.0	\$30.40	105,650	3.6%
Production	\$23.22	21,360	8.7%	1.2	\$23.56	205,220	7.0%
Transportation & Material Moving	\$21.98	19,050	7.8%	1.0	\$22.85	228,260	7.8%

Source: DEED Occupational Employment & Wage Statistics, Qtr. 1 2025

The highest paying jobs in the region are found in Management, Computer & Mathematical, Healthcare Practitioners & Technical, Legal, Architecture & Engineering, Life Physical & Social Science, and Business & Financial Operations, all of which have median wages over \$38 per hour. These occupations generally require higher levels of education and experience, including many that require bachelor's degrees or higher. However, some have significant gaps in pay between the region and the Twin Cities.

JOB VACANCY SURVEY

Employers in Southeast reported 9,737 job vacancies in 2024, a decrease of about 4,000 job vacancies from the last survey, and a continued drop back to near pre-pandemic levels. Demand for workers was still high across many occupational groups, with the largest number of openings in Healthcare Practitioners & Technical (1,716 vacancies), Food Preparation & Serving Related (1,556 vacancies), Sales & Related (993 vacancies), Production (654 vacancies), Healthcare Support (640 job vacancies), and Transportation & Material Moving (624 vacancies). Together, these top six groups accounted for 63.5% of the total vacancies in the region (Table 11).

The median hourly wage offer from the current survey jumped up to \$20.20 per hour, which was nearly \$2 higher than the median wage offer in 2023, and up over \$4 per hour from the second quarter of 2022. Median hourly wage offers ranged from a low of around \$13 in Personal Care & Service to nearly \$40 per hour in Computer & Mathematical occupations.

Table 11. Southeast Minnesota Job Vacancy Survey Results, 2024

	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	Job Vacancy Rate
Total, All Occupations	9,737	\$20.20	27%	5%	37%	41%	51%	4.0%
Management	389	\$36.87	15%	0%	73%	93%	57%	3.0%
Business & Financial Operations	272	\$27.57	2%	1%	43%	67%	46%	2.5%
Computer & Mathematical	135	\$39.56	4%	4%	82%	87%	34%	2.3%
Architecture & Engineering	143	\$36.14	1%	2%	89%	82%	67%	4.2%
Life, Physical & Social Sciences	174	\$31.85	1%	32%	88%	61%	50%	3.1%
Community & Social Service	187	\$25.98	8%	2%	81%	79%	92%	3.9%
Legal	13	\$37.78	0%	0%	101%	92%	92%	1.7%
Education, Training & Library	398	\$21.05	27%	32%	60%	36%	75%	2.7%
Arts, Design, Entertainment & Media	158	\$20.31	58%	52%	59%	50%	64%	7.2%
Healthcare Practitioners & Technical	1,716	\$37.89	18%	2%	93%	44%	96%	6.4%
Healthcare Support	640	\$19.33	30%	1%	30%	8%	80%	5.0%
Protective Service	107	\$19.30	45%	18%	42%	21%	71%	2.6%
Food Preparation & Serving Related	1,556	\$16.15	40%	1%	0%	31%	10%	7.1%
Building, Grounds Cleaning & Maint.	102	\$16.25	12%	24%	3%	9%	19%	1.4%
Personal Care & Service	329	\$12.98	24%	9%	38%	14%	56%	6.3%
Sales & Related	993	\$16.02	55%	1%	8%	27%	15%	5.4%
Office & Administrative Support	562	\$19.49	18%	2%	6%	46%	27%	2.0%
Construction & Extraction	73	\$31.11	0%	4%	30%	100%	99%	0.8%
Installation, Maintenance & Repair	431	\$20.38	5%	0%	13%	53%	51%	4.7%
Production	654	\$21.65	10%	1%	17%	45%	23%	3.1%
Transportation & Material Moving	624	\$18.33	15%	6%	1%	25%	63%	3.3%

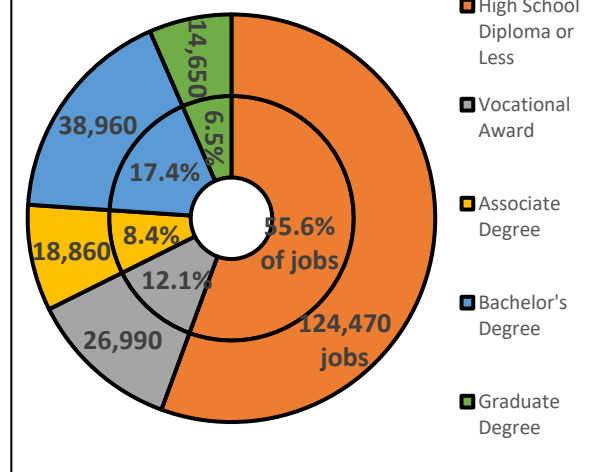
Source: DEED Job Vacancy Survey, 2024

Overall, 27% of the openings were part-time, which has decreased by 14% since the second quarter of 2022. Because of the high concentration of jobs in Food Prep & Serving Related, Healthcare Support, and Sales & Related only about 37% of postings required postsecondary education. However, in many cases one or more years of experience was just as, if not more, important.

EDUCATIONAL REQUIREMENTS

Similar to the recent job vacancy data, DEED's Occupational Employment & Wage Statistics program shows that only about 44.4% of current jobs held in the region require post-secondary education to enter. The other 55.6% require no more than a high school diploma, and sometimes less. However, some on-the-job training is often needed (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 opportunities 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 \$14,500 and almost \$50,000 per year in Minnesota. For those who go to college, choice of major matters – different programs lead to different jobs and different earnings. However, not all great paying jobs require college education, and not all college graduates end up in great paying jobs.

Figure 14. Southeast Minnesota Share of Jobs by Educational Requirements, 2024



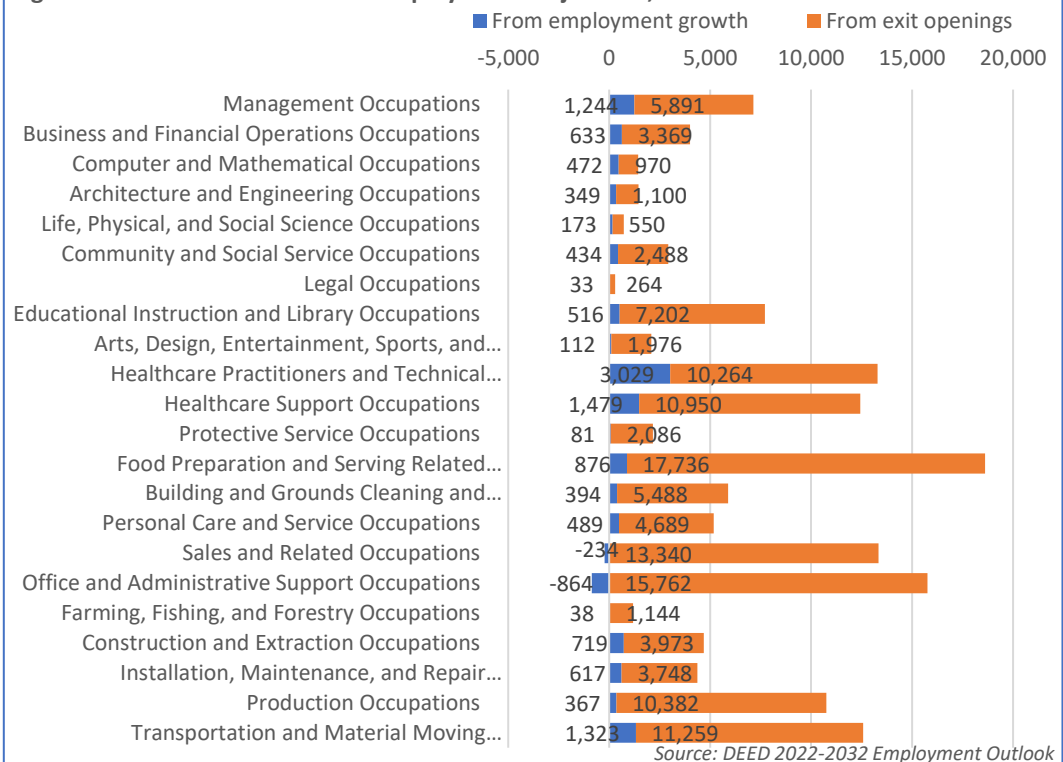
EMPLOYMENT PROJECTIONS

Overall, the Southeast region is projected to grow 4.5% percent from 2022 to 2032, a gain of 12,280 new jobs. In addition, the region is also expected to see 134,631 replacement openings due to jobs left vacant by retirements and other career changers. This includes some recovery from the pandemic recession, before additional growth is projected to resume.

Healthcare Practitioners and Technical occupations are projected to see the most new job growth, followed by Healthcare Support, Transportation &

Warehousing, and Management. In contrast, the largest declines are expected for Sales & Related and Office & Administrative Support, but even those occupations will still have thousands of openings due to transfers and exit openings created by retirements, school, and other reasons (Figure 15).

Figure 15. Southwest Minnesota Employment Projections, 2022-2032



OCCUPATIONS IN DEMAND

DEED's [Occupations in Demand](#) tool, shows that there are over 450 occupations in demand (OID) in Southeast Minnesota, and almost 275 of those show moderate to high demand. Training and education requirements of these occupations range from short-term on-the-job training to postsecondary education and advanced degrees. About 50% of the OID require a high school diploma or less to get started, while 31.1% require a bachelor's degree or higher. While OID exist in every sector, the region's major industries are well represented. For example, many of the top occupations in demand are in healthcare, customer service, or information technology (Table 12).

Table 12. Southeast Minnesota Occupations in Demand, 2024

High School or Less	Vocational Training	Associate Degree	Bachelor's Degree or Higher
Fast Food and Counter Workers \$30,764/yr	Nursing Assistants \$45,256/yr	Registered Nurses \$104,037/yr	General and Operations Managers \$83,159/yr
Cashiers \$32,432/yr	Heavy and Tractor-Trailer Truck Drivers \$59,333/yr	Radiologic Technologists and Technicians \$78,940/yr	Physical Therapists \$97,502/yr
Home Health and Personal Care Aides \$37,070/yr	Licensed Practical and Licensed Vocational Nurses \$62,330/yr	Police and Sheriff's Patrol Officers \$78,311/yr	Clinical Laboratory Technologists and Technicians \$75,903/yr
Retail Salespersons \$34,818/yr	Bookkeeping, Accounting, and Auditing Clerks \$51,098/yr	Biological Technicians \$46,075/yr	Software Developers \$132,339/yr
First-Line Supervisors of Food Preparation & Serving Workers \$44,719/yr	Heating, Air Conditioning, and Refrigeration Mechanics and Installers \$66,151/yr	Dental Hygienists \$96,675/yr	Elementary School Teachers, exc. Special Education \$63,226/yr
Medical Secretaries and Administrative Assistants \$48,642/yr	Substance abuse, behavioral disorder, and mental health counselors \$58,516/yr	Veterinary Technologists and Technicians \$49,140/yr	Secondary School Teachers, exc. Special Ed. & CTE \$65,875/yr
Stockers and Order Fillers \$36,836/yr	Automotive Service Technicians and Mechanics \$50,022/yr	Medical Equipment Repairers \$70,530/yr	Nurse Practitioners \$124,565/yr
Waiters and Waitresses \$23,887/yr	Hairdressers, Hairstylists, and Cosmetologists \$42,305/yr	Cardiovascular Technologists and Technicians \$47,876/yr	Accountants and Auditors \$79,738/yr
First-Line Supervisors of Retail Sales Workers \$46,722/yr	Electricians \$81,994/yr	Mechanical Drafters \$66,044/yr	Physician Assistants \$134,893/yr
Teaching Assistants, Except Postsecondary \$38,361/yr	Machinists \$59,033/yr	Physical Therapist Assistants \$65,886/yr	Medical and Health Services Managers \$127,365/yr

Source: DEED [Occupations in Demand](#)

ECONOMY

INDUSTRY EMPLOYMENT

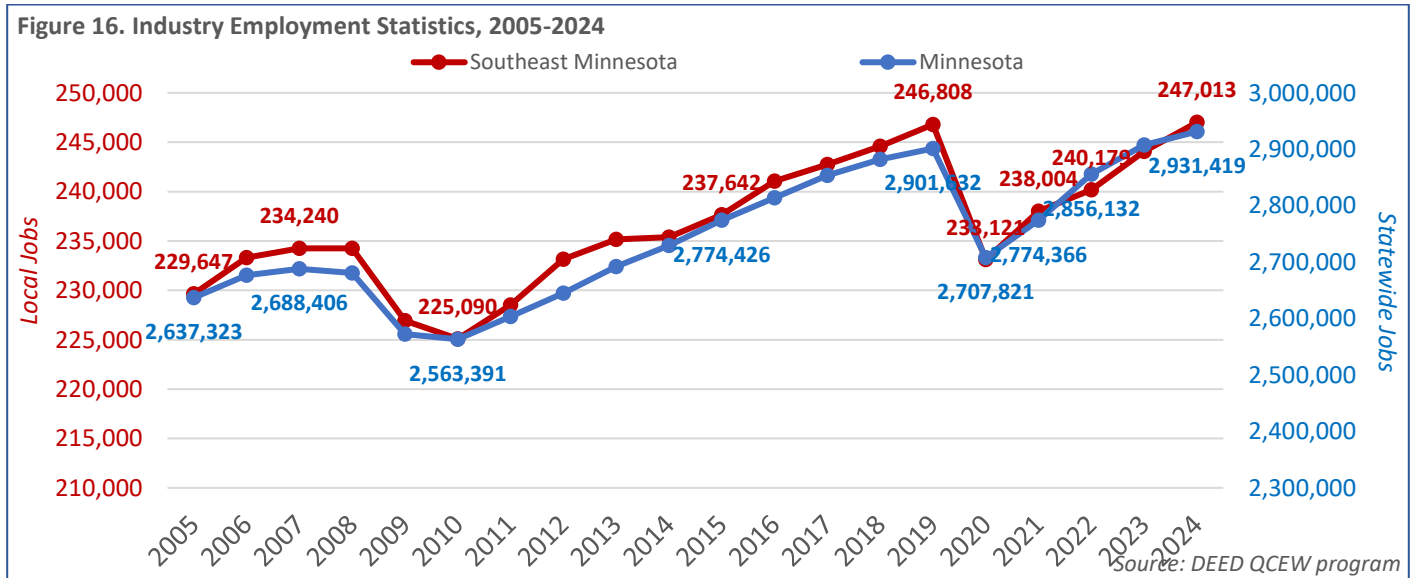
According to DEED's [Quarterly Census of Employment & Wages \(QCEW\) program](#), Southeast Minnesota was home to 13,711 business establishments providing 247,013 covered jobs through 2024, with a total payroll of \$16.4 billion. That was about 8.4% of total employment in the state of Minnesota. Average annual wages were \$66,590 in the region, which was the 2nd highest in the state, but was nearly \$8,000 lower than the average annual wage statewide. After significant declines suffered in 2020 due to the pandemic recession, the region saw steady job recovery. From 2020 to 2024, the region gained 13,892 jobs, a 6.0% increase. All but two counties, Fillmore and Houston, added jobs in the past year, from 2023 to 2024, while Dodge, Rice, Olmsted, and Freeborn County all growing more than 1.5% over the year, twice as fast as the state overall. Just one county, Steele County, showed an employment decline from 2020 to 2024, with Goodhue, Rice, Olmsted, and Mower County seeing the fastest growth since 2020.

Geography	Number of Firms	Number of Jobs	Total Payroll	Average Annual Wage	2023-2024		2020-2024	
					Change in Jobs	Percent Change	Change in Jobs	Percent Change
Southeast – Region 10	13,711	247,013	\$16,448,661,627	\$66,590	+2,953	+1.2%	+13,892	+6.0%
Dodge Co.	502	5,964	\$365,519,175	\$61,288	+145	+2.5%	+196	+3.4%
Fillmore Co.	801	6,230	\$275,989,538	\$44,300	-52	-0.8%	+302	+5.1%
Freeborn Co.	832	11,982	\$635,772,368	\$53,061	+190	+1.6%	+580	+5.1%
Goodhue Co.	1,387	21,338	\$1,292,247,490	\$60,561	+106	+0.5%	+1,716	+8.7%
Houston Co.	470	5,025	\$238,644,740	\$47,491	-57	-1.1%	+23	+0.5%
Mower Co.	900	16,905	\$1,033,078,737	\$61,111	+167	+1.0%	+1,170	+7.4%
Olmsted Co.	4,055	103,870	\$8,266,176,449	\$79,582	+1,714	+1.7%	+7,317	+7.6%
Rice Co.	1,781	26,188	\$1,587,275,808	\$60,611	+585	+2.3%	+2,000	+8.3%
Steele Co.	1,126	18,945	\$1,172,916,529	\$61,912	+34	+0.2%	-876	-4.4%
Wabasha Co.	606	6,560	\$312,619,343	\$47,655	+30	+0.5%	+130	+2.0%
Winona Co.	1,251	24,003	\$1,268,421,450	\$52,844	+90	+0.4%	+1,332	+5.9%
State of Minnesota	212,756	2,931,419	\$217,596,492,078	\$74,229	+23,696	+0.8%	+223,598	+8.3%

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

In terms of employment, Olmsted County is the largest economic center in Southeast with 103,870 jobs at 4,055 firms, and has recovered all the jobs lost during the pandemic. Rice, Winona, and Goodhue all have over 20,000 jobs, and saw steady growth in the past five years. Steele and Mower County were the next largest counties. Fillmore, Dodge, Wabasha and Houston County are all relatively small economies with between 5,025 to 6,560 jobs, but were all adding jobs since 2020.

Southeast Minnesota gained employment over the past 15 years overall, but experienced some ups and downs in employment during the Great Recession and an unprecedented loss from 2019 to 2020 due to the pandemic. Overall, the region's job trends mirrored that of the state, however the losses during the recession were less severe and the recovery after was slower than the state, at least until 2024. As a result of the COVID-19 pandemic, the region lost almost 13,700 jobs from 2019 to 2020, a drop of 5.5% (Figure 16).



Southeast Minnesota is well known for its strong concentration of health care employment, with 68,183 jobs at 2,048 establishments, accounting for 27.6% of total employment. That is the highest reliance on health care of any region in the state. This industry added jobs rapidly over the last 15 years, however due to the pandemic it lost jobs in the short term, but now has fully recovered. Ambulatory Health Care Services is the largest subsector, with 34,682 jobs at 513 establishments; followed by Hospitals (15,598 jobs at 20 establishments), Nursing & Residential Care Facilities (11,059 jobs at 289 institutions), and Social Assistance (6,865 jobs at 1,235 firms).

The next largest industry in Southeast is Manufacturing, with 35,955 jobs at 659 establishments. This industry sector is down 500 jobs from 2020, mostly due to losses within the past year. Food Manufacturing is the most dominant sub-sector with 10,682 jobs in 104 firms, followed by Machinery Manufacturing (4,440 jobs in 65 firms), Computer & Electronic Product Manufacturing (4,147 jobs in 27 establishments), and Fabricated Metal Product Manufacturing (3,860 jobs in 117 establishments).

Other important industries in Southeast include Retail Trade (26,595 jobs), Accommodation & Food Services, and Educational Services, which both had just over 20,000 jobs. While these industries saw a strong recovery in the past year, all were hit hard during the Pandemic Recession and saw a strong recovery from 2020 to 2024. Fifteen of the 20 sectors gained jobs from 2020 to 2024, with the biggest declines seen in Information, Administrative Support & Waste Management Services, Manufacturing, and Finance & Insurance (Table 14).

Table 14. Southeast Minnesota Industry Employment Statistics, 2024

NAICS Industry Title	2024 Annual Data				2023-2024		2020-2024	
	Number of Firms	Number of Jobs	Total Payroll (\$1,000s)	Avg. Annual Wage	Change in Jobs	Percent Change	Change in Jobs	Percent Change
Total, All Industries	13,711	247,013	\$16,448,662	\$66,590	+2,953	+1.2%	+13,892	+6.0%
Agriculture, Forestry, Fish & Hunting	439	3,131	\$143,889	\$45,956	-96	-3.0%	-112	-3.5%
Mining	23	213	\$17,758	\$83,372	+13	+6.5%	+39	+22.4%
Construction	1,508	10,357	\$774,298	\$74,761	+193	+1.9%	+578	+5.9%
Manufacturing	659	35,955	\$2,785,157	\$77,462	-446	-1.2%	-504	-1.4%
Utilities	48	1,399	\$203,143	\$145,206	+9	+0.6%	+90	+6.9%
Wholesale Trade	507	6,640	\$548,951	\$82,673	-57	-0.9%	+134	+2.1%
Retail Trade	1,615	26,595	\$944,371	\$35,509	+229	+0.9%	+1,369	+5.4%
Transportation & Warehousing	599	7,963	\$465,959	\$58,516	+128	+1.6%	+417	+5.5%
Information	211	2,190	\$136,067	\$62,131	-243	-10.0%	-619	-22.0%
Finance & Insurance	699	3,995	\$334,443	\$83,715	-86	-2.1%	-298	-6.9%
Real Estate & Rental & Leasing	386	1,448	\$68,022	\$46,976	+39	+2.8%	+49	+3.5%
Professional & Technical Services	835	3,828	\$288,182	\$75,283	+112	+3.0%	+578	+17.8%
Management of Companies	63	4,585	\$539,912	\$117,756	+88	+2.0%	+443	+10.7%
Admin. Support & Waste Mgmt. Svcs.	542	7,199	\$435,888	\$60,548	-108	-1.5%	-532	-6.9%
Educational Services	286	20,084	\$1,131,415	\$56,334	+349	+1.8%	+1,540	+8.3%
Health Care & Social Assistance	2,048	68,183	\$5,960,040	\$87,412	+1,741	+2.6%	+3,060	+4.7%
Arts, Entertainment, & Recreation	289	4,593	\$127,873	\$27,841	+360	+8.5%	+1,472	+47.2%
Accommodation & Food Services	1,198	20,328	\$493,965	\$24,300	+291	+1.5%	+4,358	+27.3%
Other Services	1,402	6,671	\$248,811	\$37,297	+21	+0.3%	+909	+15.8%
Public Administration	358	11,653	\$800,519	\$68,696	+416	+3.7%	+922	+8.6%

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

WORKFORCE DEMOGRAPHICS

According to DEED's Quarterly Employment Demographics (QED) program, the workforce in the region was aging over the past 10 years. Nearly one-quarter (23.6%) of workers in the region were 55 years or older, compared to 22.6% percent statewide and just 21.1% in the region one decade earlier. Likewise, the percentage of teenaged workers was climbing, but the share of young workers from 20 to 24 declined. However, both wages and the number of hours worked were going up for younger workers, even while median hours worked was declining across most other age groups (Table 15).

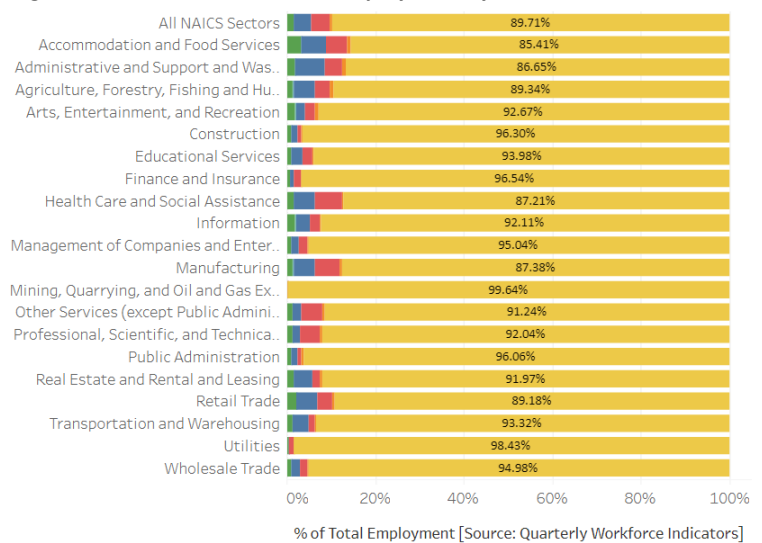
Wages were climbing across the board for all workers due to rising demand and a tight labor market. While wages were still lowest for the youngest and oldest workers who tend to fill lower-skilled, less-than-full-time jobs in industries like Retail Trade and Accommodation & Food Services, these age groups enjoyed the fastest percentage increase in wages from 2014 to 2024. Wages were highest for workers between 45 and 54 years of age, and males worked more hours and earned more than females.

Table 15. Southeast Minnesota Workforce Demographics by Age Group and Gender, Total of All Industries, 2014-2024

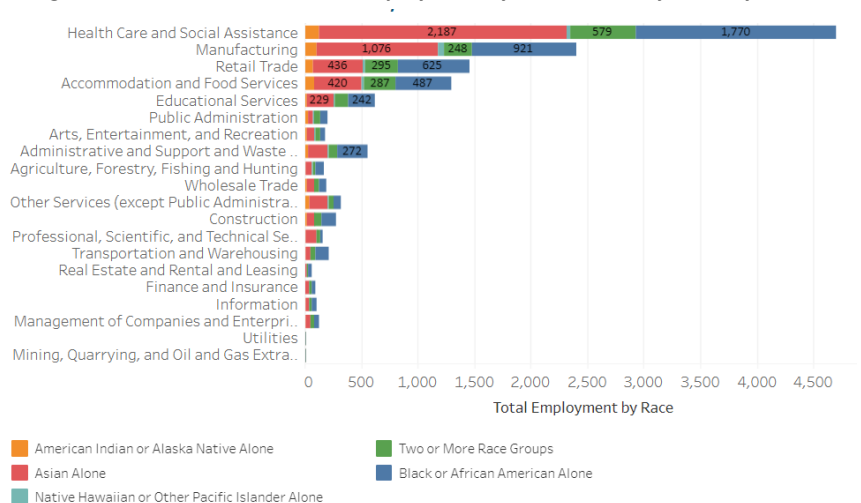
	Percentage of Workers		Minnesota		Median Hourly Wage		Median Hours Worked (Per Qtr.)	
	2024	2014	2024	2014	2024	2014	2024	2014
Total, all ages	100.0%	100.0%	100.0%	100.0%	\$25.17	\$16.77	401	440
19 years & under	7.6%	7.4%	6.0%	6.4%	\$15.63	\$8.41	118	108
20 to 24 years	9.2%	10.7%	9.0%	11.1%	\$20.01	\$11.10	290	262
25 to 44 years	41.2%	40.0%	43.6%	42.4%	\$28.95	\$18.61	441	477
45 to 54 years	18.3%	20.8%	18.7%	20.8%	\$32.82	\$21.13	454	480
55 to 64 years	16.8%	16.6%	16.5%	15.4%	\$30.04	\$20.53	444	480
65 years & over	6.8%	4.5%	6.1%	3.9%	\$20.62	\$13.92	228	222
Male	47.1%	47.6%	48.9%	49.3%	\$27.48	\$18.22	454	480
Female	52.9%	52.4%	51.1%	50.7%	\$25.43	\$15.98	373	397

Source: DEED Quarterly Employment Demographics

While people of races other than white make up 14% of the overall population in 2022, they held only 10% of the total jobs in Southeast Minnesota. Based on annual averages for 2023, that equaled 26,032 jobs held by people of other races, compared to 227,029 jobs held by whites. Workers of other races held just 4.8% of the total jobs in 2003, meaning their employment presence more than doubled from 2003 to 2023. In sum, workers of other races have filled an additional 15,448 jobs in the region since 2003, accounting for 45.4% of the 33,992 new jobs added. With 10,414 jobs, Asians were the largest race group in the regional economy after adding 5,757 jobs since 2003, a 123.6% increase. The next largest group was Black, who held 10,020 jobs in 2023 after rising 161.6% from 2003. Workers of Hispanic or Latino origin filled 15,744 jobs in the region, up by 8,845 (+128.2%) jobs since 2003.

Figure 17. Southeast Minnesota Employment by Race - All Industries, 2023

Most industry sectors in Southeast Minnesota are relatively non-diverse, but there are a couple that rely more heavily on workers of other races. The largest number of BIPOC workers were employed in Health Care & Social Assistance, though 87.2% of the jobs in the industry were held by white workers. Workers of other races were also employed in larger numbers in Manufacturing, Retail Trade, Accommodation & Food Services, and Administrative Support Services, which includes temp help. The most diverse industry was Accommodation & Food Services, where 14.6% were non-white (Figure 17 and 18).

Figure 18. Southeast Minnesota Employment by Other Races by Industry, 2023

INDUSTRY PROJECTIONS

Southeast is projected to grow 5.1% percent from 2020 to 2030, a gain of 13,235 new jobs. As in past decades, the largest growing industry is expected to be Health Care & Social Assistance, which may account for almost half (44%) of the total projected growth in the region by 2030. The region is also expected to see significant job recovery in Accommodation & Food Services, which is still below pre-pandemic employment levels. Other industries projected to experience job recovery and growth include Educational Services, Other Services, and Arts, Entertainment & Recreation, all of which were also hit hard in the pandemic recession. In contrast, Retail Trade is expected to cut more than 1,200 jobs as consumer demand and behaviors continue to shift (Table 16).

	Estimated Employment 2022	Projected Employment 2032	Percent Change 2022-2032	Numeric Change 2022-2032
<i>Source: DEED Employment Projections</i>				
Total, All Industries	270,975	283,255	+4.5%	+12,280
Agriculture, Forestry, Fish & Hunt	3,274	3,435	+4.9%	+161
Mining	200	222	+11.0%	+22
Utilities	1,211	1,212	+0.1%	+1
Construction	9,574	10,360	+8.2%	+786
Manufacturing	36,161	37,414	+3.5%	+1,253
Wholesale Trade	7,317	7,736	+5.7%	+419
Retail Trade	26,514	26,404	-0.4%	-110
Transportation & Warehousing	7,187	7,827	+8.9%	+640
Information	2,802	2,782	-0.7%	-20
Finance & Insurance	4,824	4,947	+2.5%	+123
Real Estate & Rental & Leasing	1,419	1,510	+6.4%	+91
Professional & Technical Services	4,047	4,415	+9.1%	+368
Management of Companies	4,410	4,863	+10.3%	+453
Admin. Support & Waste Mgmt.	7,883	8,597	+9.1%	+714
Educational Services	20,296	20,531	+1.2%	+235
Health Care & Social Assistance	65,729	71,175	+8.3%	+5,446
Arts, Entertainment & Recreation	3,952	4,253	+7.6%	+301
Accommodation & Food Services	19,031	20,113	+5.7%	+1,082
Other Services	8,780	9,078	+3.4%	+298
Public Administration	15,203	15,540	+2.2%	+337

NONEMPLOYER ESTABLISHMENTS

Southeast Minnesota was home to 35,180 self-employed businesses or “nonemployers” in 2023, 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).” Like covered employment, Southeast saw a general increase in nonemployers over the past decade, though not quite as fast as the state overall. In sum, the region gained 3,647 nonemployers from 2013 to 2023, an increase of 11.6%, largely fueled by a gain of 1,981 nonemployers in Olmsted County. These nonemployers in the region generated sales receipts of nearly \$2.0 billion in 2023 (Table 17).

	2023		2013-2023	
	Number of Firms	Receipts (\$1,000s)	Change in Firms	Percent Change
Southeast - EDR 10	35,180	\$1,967,829	+3,647	+11.6%
Dodge Co.	1,469	\$92,692	+125	+9.3%
Fillmore Co.	1,786	\$109,283	+86	+5.1%
Freeborn Co.	1,935	\$100,854	+84	+4.5%
Goodhue Co.	3,240	\$187,877	+244	+8.1%
Houston Co.	1,425	\$89,865	+15	+1.1%
Mower Co.	2,093	\$122,552	+148	+7.6%
Olmsted Co.	11,402	\$622,337	+1,981	+21.0%
Rice Co.	4,616	\$241,082	+467	+11.3%
Steele Co.	2,371	\$127,664	+12	+0.5%
Wabasha Co.	1,605	\$102,786	+88	+5.8%
Winona Co.	3,238	\$170,837	+397	+14.0%
Minnesota	453,181	\$25,619,689	+64,281	+16.5%

Source: U.S. Census, Nonemployer Statistics program

CENSUS OF AGRICULTURE

There were 10,852 farms producing over \$4.5 billion in the market value of products sold in 2022 according to the U.S. Dept. of Agriculture. Most counties rank in the top half of the state for market value, with the exception of Houston and Wabasha Counties, and with Goodhue (13th), Mower (18th), and Fillmore (19th) all ranked in the top 20 for market value of products sold. Fillmore, Goodhue, and Rice have the largest number of farms, though the number of farms was declining across the region and state over time (Table 18).

Upon request, this information can be made available in alternate formats for people with disabilities by contacting Amanda Blaschko at amanda.blaschko@state.mn.us

<i>Source: USDA 2022 Census of Agriculture</i>	Number of Farms	Market Value of Products Sold	State Rank
Southeast - EDR 10	10,852	\$4,568,620,000	3
Dodge Co.	614	413,313,000	31
Fillmore Co.	1,458	519,865,000	19
Freeborn Co.	908	475,632,000	24
Goodhue Co.	1,406	595,613,000	13
Houston Co.	797	213,008,000	55
Mower Co.	999	529,254,000	18
Olmsted Co.	1,102	337,134,000	42
Rice Co.	1,111	356,823,000	39
Steele Co.	721	396,997,000	35
Wabasha Co.	743	329,119,000	43
Winona Co.	993	401,862,000	33
Minnesota	65,531	\$28,482,097,000	