



# 3 Minnesota ZIPs

Minnesota Department of Employment & Economic Development (DEED)



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## Report Parameters

### 3 ZIPs

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56401	Brainerd, MN (in Crow Wing county)
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56473	Pillager, MN (in Cass county)
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56425	Baxter, MN (in Crow Wing county)
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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

## Economy Overview

**40,998**

**Population (2019)**

Population **grew by 1,335** over the last 5 years and is projected to **grow by 1,042** over the next 5 years.

**23,852**

**Total Regional Employment**

Jobs **grew by 867** over the last 5 years and are projected to **grow by 816** over the next 5 years.

**\$48.5K**

**Avg. Earnings Per Job (2019)**

Regional average earnings per job are **\$20.0K below** the national average earnings of \$68.5K per job.

## Takeaways

- As of 2019 the region's population **increased by 3.4%** since 2014, growing by 1,335. Population is expected to **increase by 2.5%** between 2019 and 2024, adding 1,042.
- From 2014 to 2019, jobs **increased by 3.8%** in 3 Minnesota ZIPs from 22,985 to **23,852**. This change **fell short of the national growth rate of 7.6% by 3.8%**. Labor force data is not available for 3 Minnesota ZIPs.
- There is no education attainment data for 3 Minnesota ZIPs.
- The top three industries in 2019 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	40,998	N/A	23,852	99.7	\$1.98B	\$2.49B	\$2.43B
Nation	329,399,330	163,493,315	165,144,952	100.0	\$21.00T	\$0	\$8.96T

## 2019 Labor Force Breakdown

Population breakdown data is not available at the ZIP level. Please choose a different region to see this data.

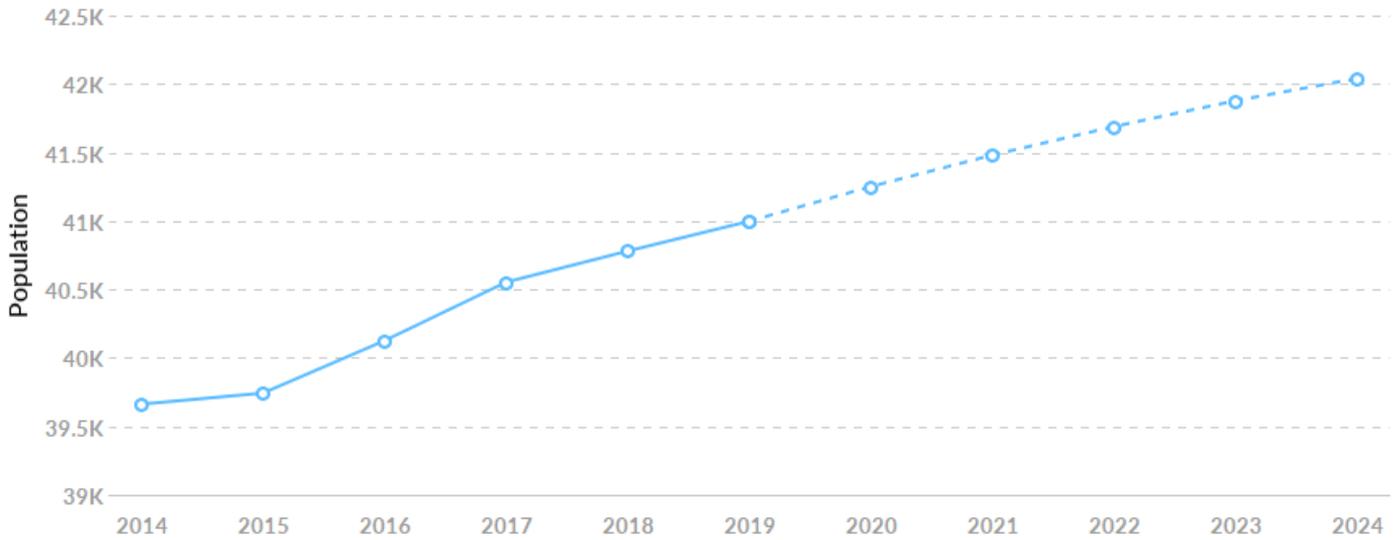
## Educational Attainment

Educational attainment data is not available at the ZIP level. Please choose a different region to see this data.

# Historic & Projected Trends

## Population Trends

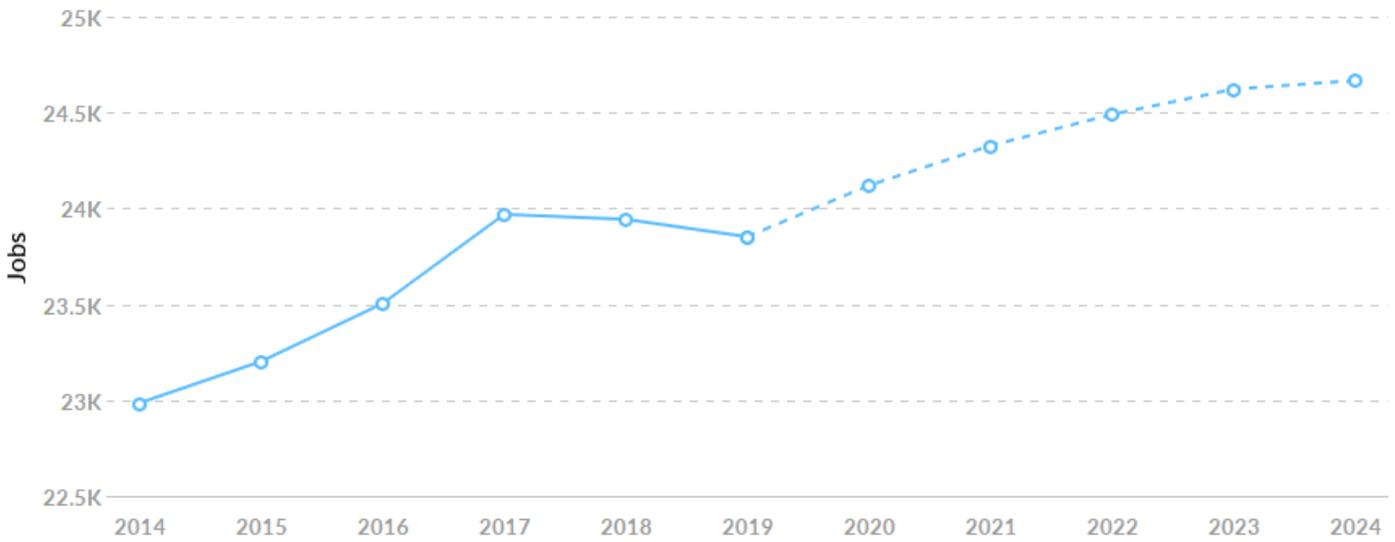
As of 2019 the region's population **increased by 3.4%** since 2014, growing by 1,335. Population is expected to **increase by 2.5%** between 2019 and 2024, adding 1,042.



Timeframe	Population
2014	39,662
2015	39,743
2016	40,126
2017	40,553
2018	40,780
2019	40,998
2020	41,251
2021	41,481
2022	41,689
2023	41,878
2024	42,040

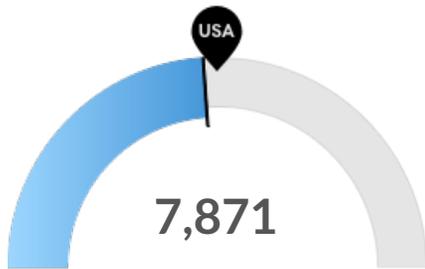
## Job Trends

From 2014 to 2019, jobs increased by 3.8% in 3 Minnesota ZIPs from 22,985 to 23,852. This change fell short of the national growth rate of 7.6% by 3.8%.



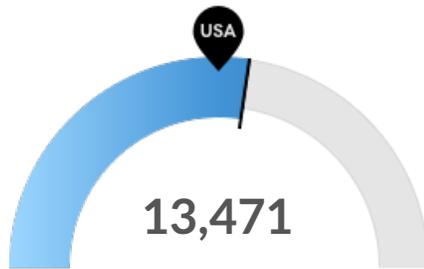
Timeframe	Jobs
2014	22,985
2015	23,202
2016	23,504
2017	23,969
2018	23,943
2019	23,852
2020	24,120
2021	24,327
2022	24,490
2023	24,622
2024	24,667

## Population Characteristics



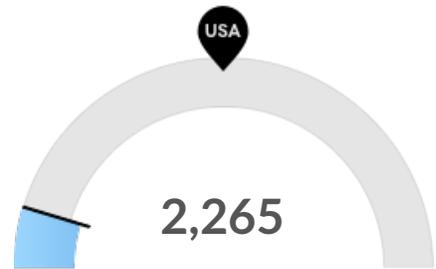
**Millennials**

Your area has 7,871 millennials (ages 25-39). The national average for an area this size is 8,384.



**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 11,805 people 55 or older, while there are 13,471 here.



**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 16,157 racially diverse people, while there are 2,265 here.



**Veterans**

Veterans data is not available at the ZIP level. Please choose a different region level to see this data.



**Violent Crime**

Crime data is not available at the ZIP level. Please choose a different region level to see this data.

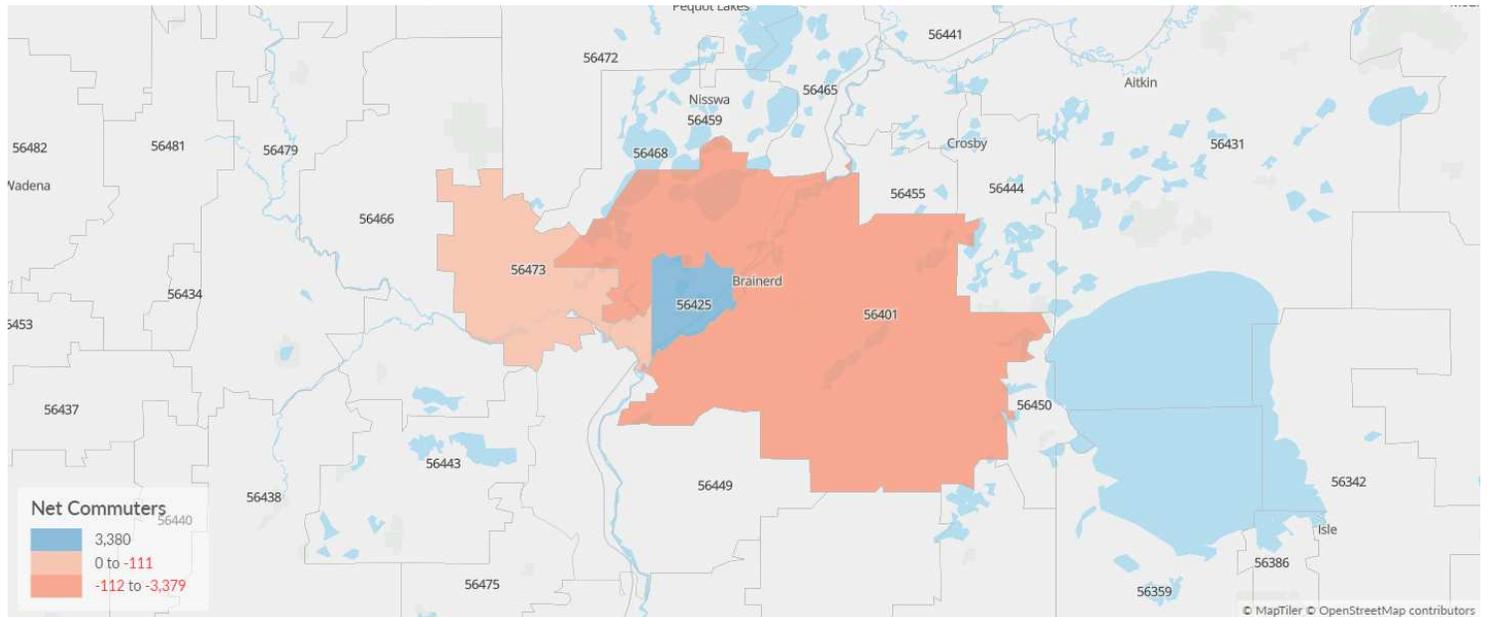


**Property Crime**

Crime data is not available at the ZIP level. Please choose a different region level to see this data.

## Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

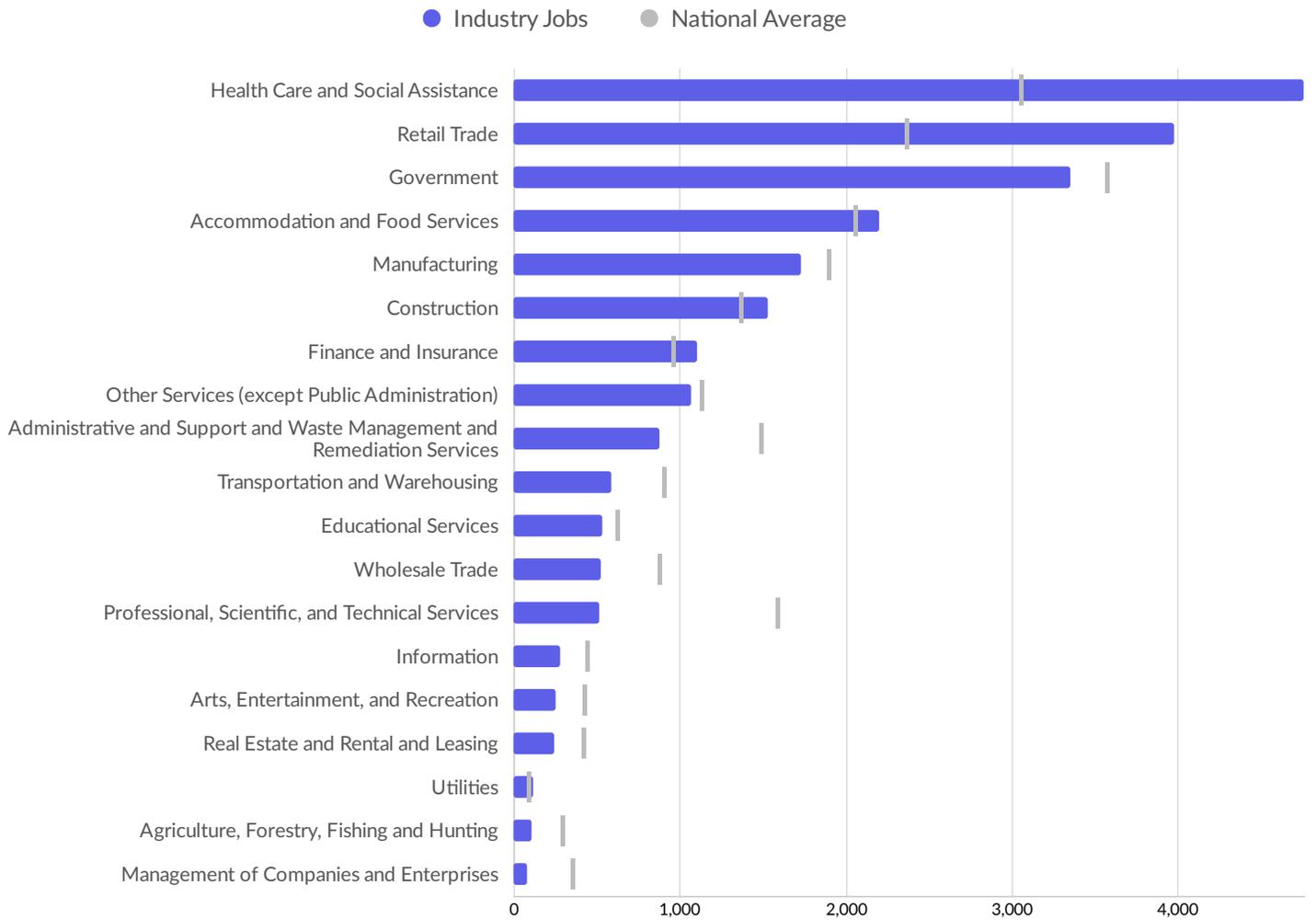
### Where Talent Lives

ZIP	Name	2019 Employment
56401	Brainerd, MN (in Crow ...	14,777
56425	Baxter, MN (in Crow Wi...	7,545
56473	Pillager, MN (in Cass co...	1,530

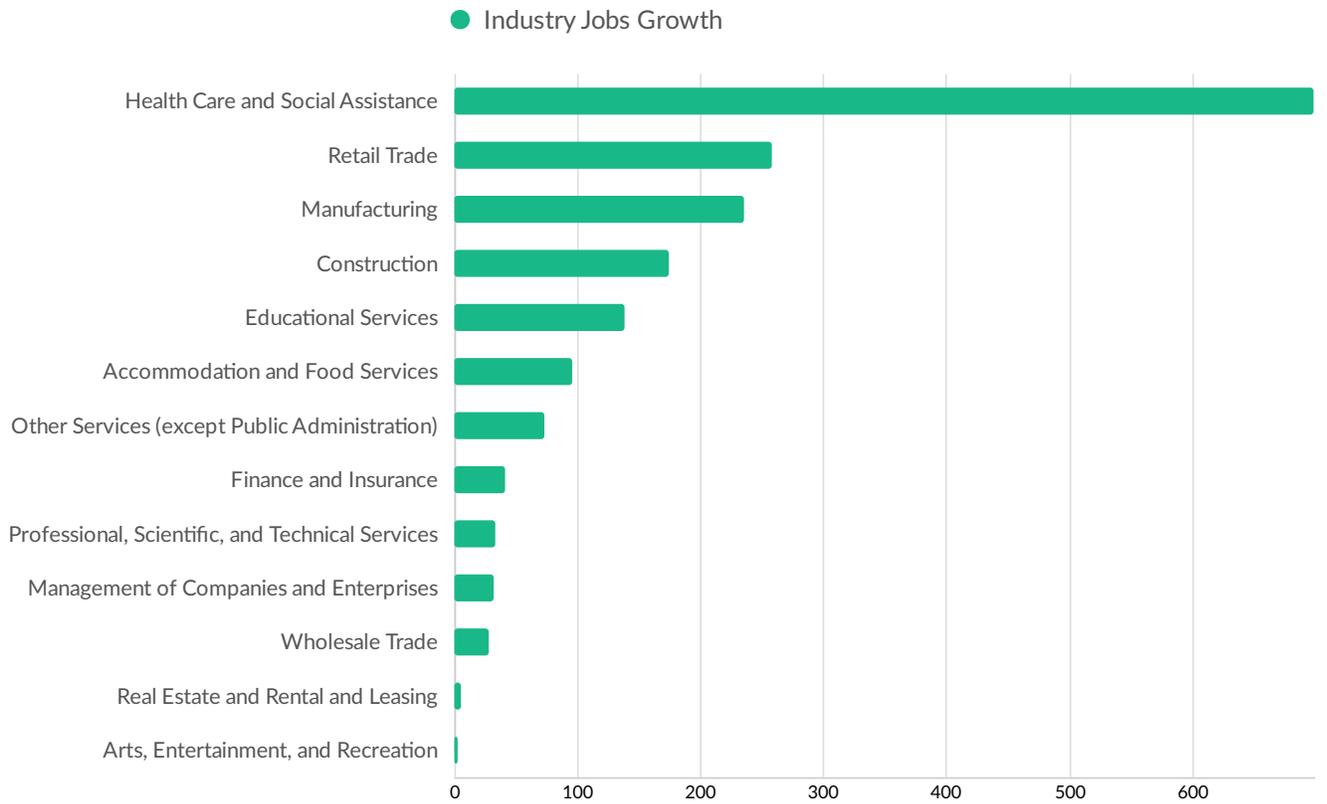
ZIP	Name	2019 Workers
56401	Brainerd, MN (in Crow ...	14,889
56425	Baxter, MN (in Crow Wi...	4,165
56473	Pillager, MN (in Cass co...	1,536

# Industry Characteristics

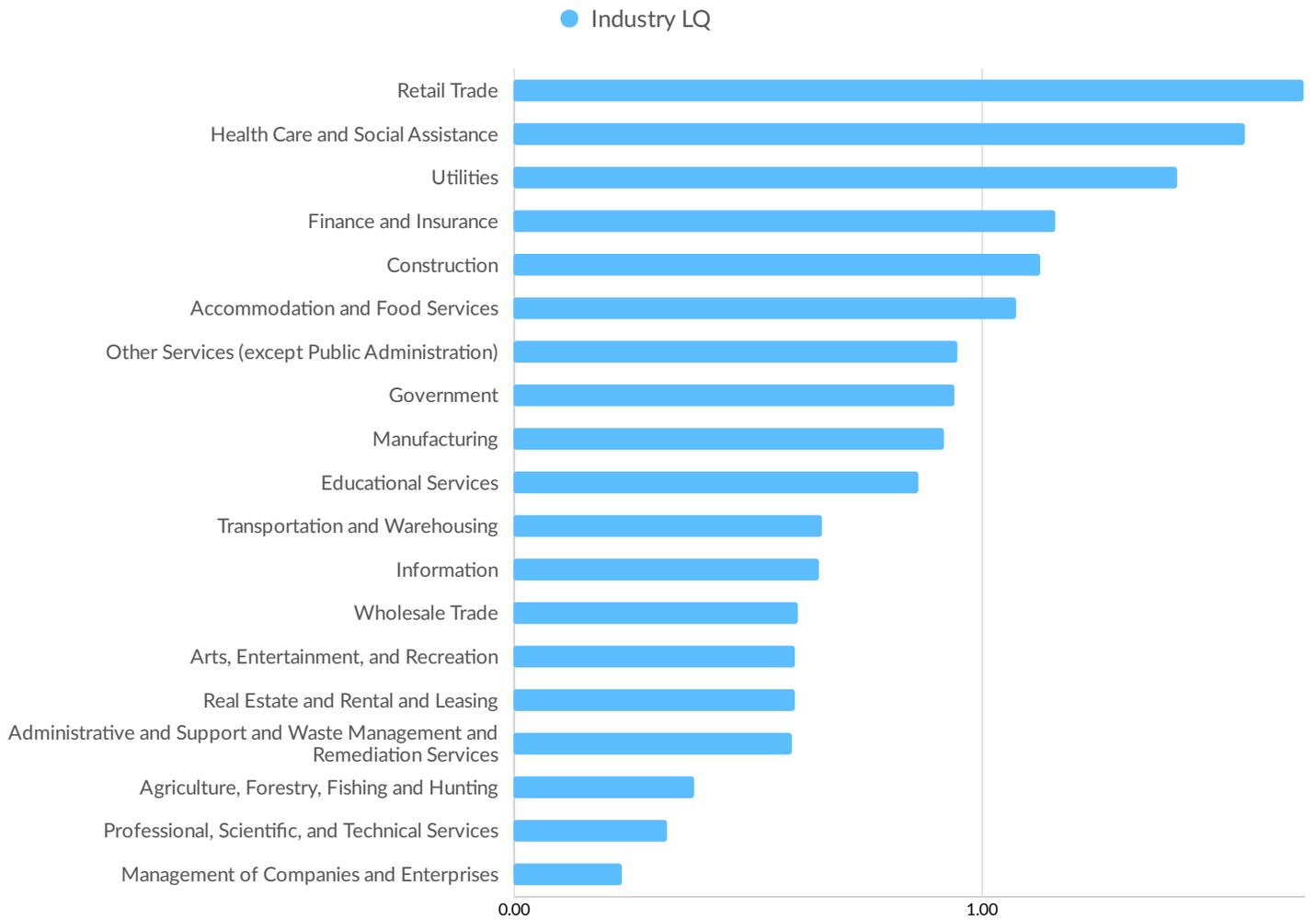
## Largest Industries



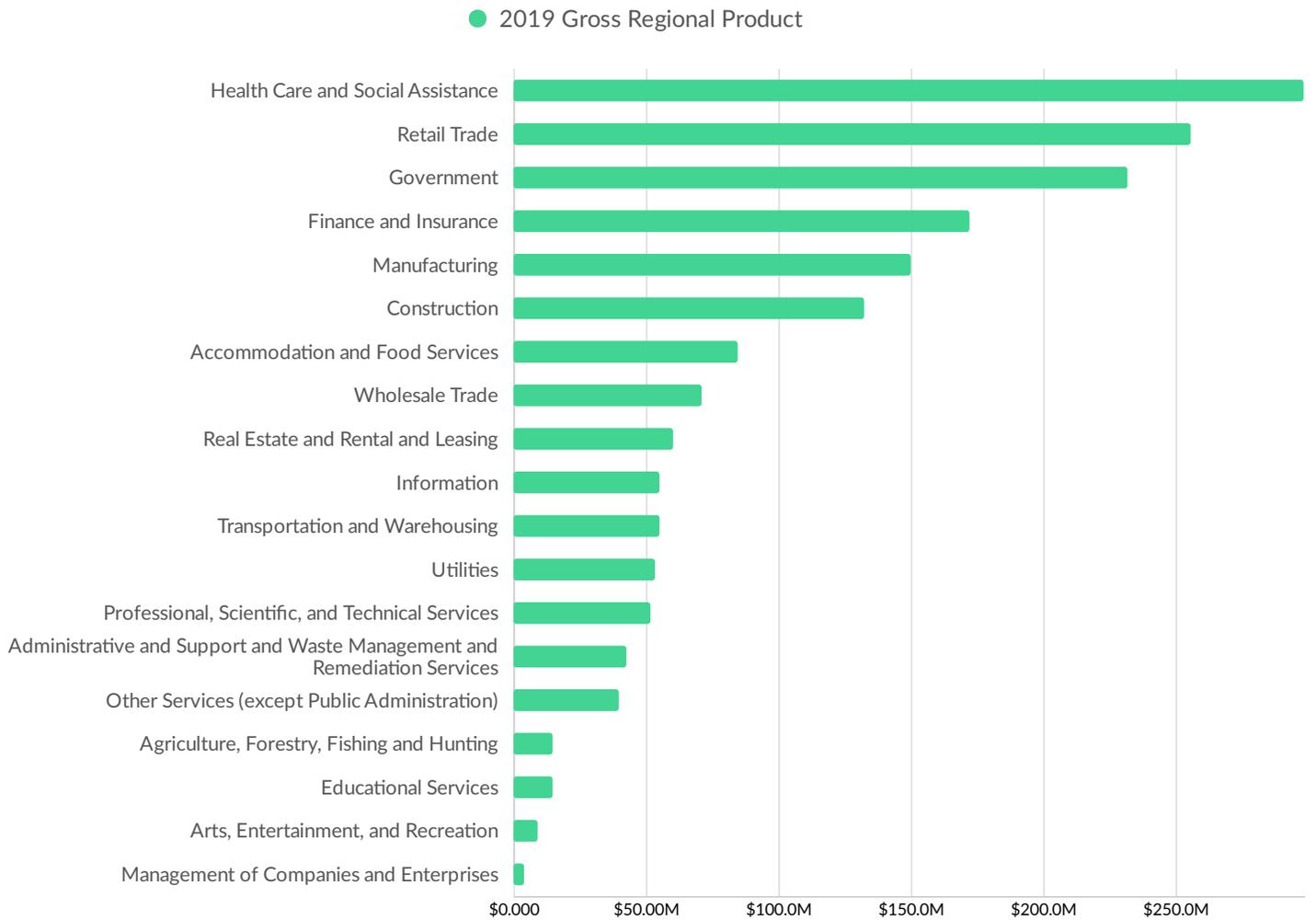
## Top Growing Industries



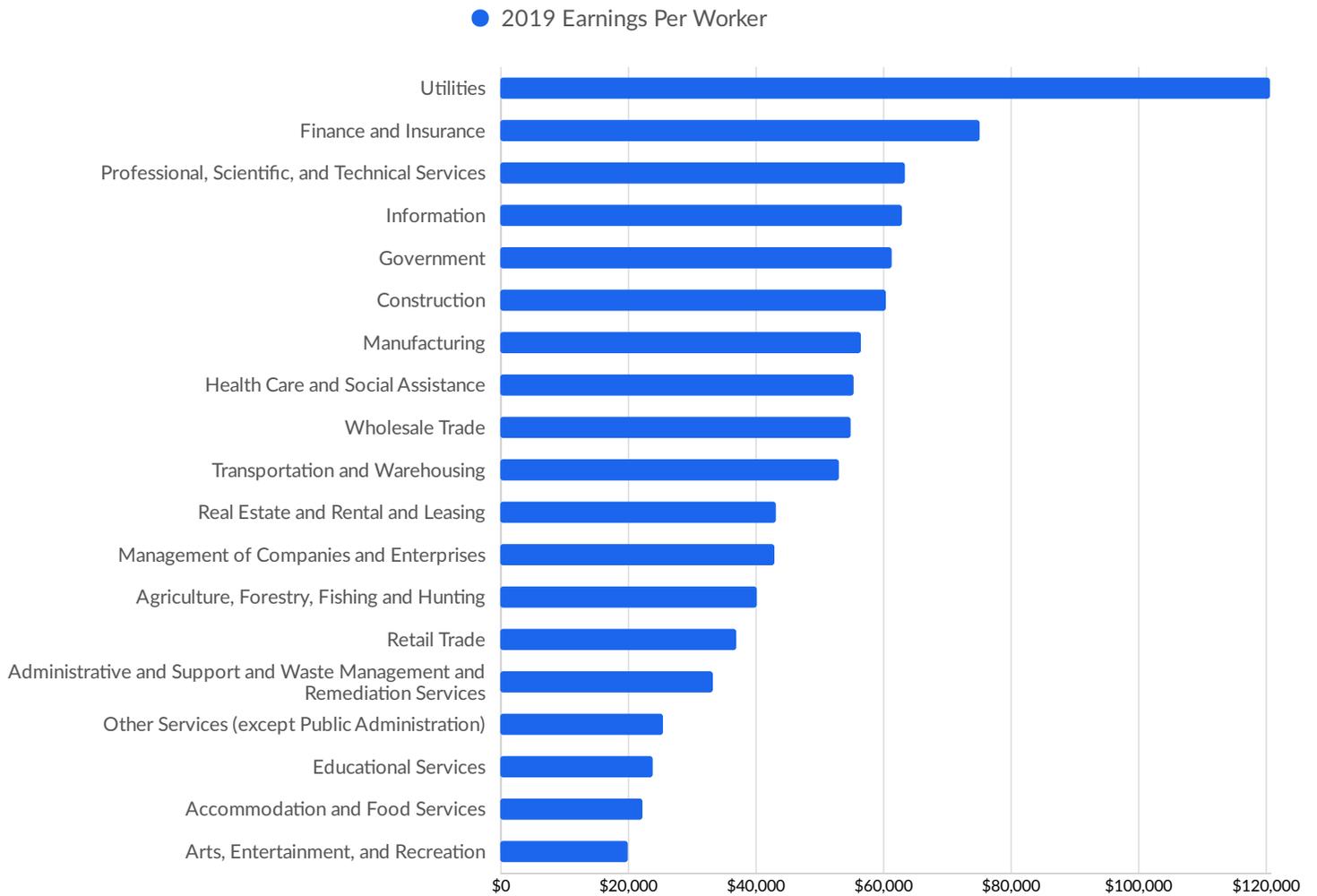
## Top Industry LQ



## Top Industry GRP



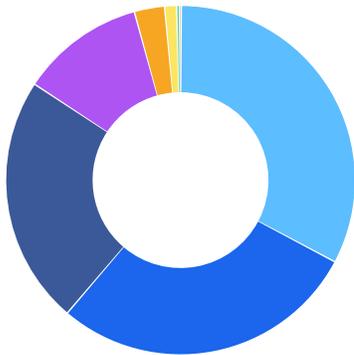
## Top Industry Earnings



Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Health Care and Social Assistance	4,058	4,757	699	+17%	1.56	\$55,472	\$298.12M
Retail Trade	3,719	3,977	258	+7%	1.69	\$36,952	\$255.75M
Government	3,789	3,349	-440	-12%	0.94	\$61,293	\$231.92M
Accommodation and Food Services	2,104	2,200	96	+5%	1.07	\$22,300	\$84.59M
Manufacturing	1,493	1,729	236	+16%	0.92	\$56,454	\$150.01M
Construction	1,354	1,529	175	+13%	1.13	\$60,573	\$132.31M
Finance and Insurance	1,066	1,107	41	+4%	1.16	\$75,150	\$172.09M
Other Services (except Public Administration)	994	1,067	73	+7%	0.95	\$25,418	\$39.94M
Administrative and Support and Waste Management and Remediation Services	1,176	880	-296	-25%	0.59	\$33,341	\$42.61M
Transportation and Warehousing	628	591	-37	-6%	0.66	\$53,028	\$54.93M
Educational Services	392	531	139	+35%	0.87	\$23,960	\$14.71M
Wholesale Trade	501	529	28	+6%	0.61	\$55,050	\$71.04M
Professional, Scientific, and Technical Services	486	519	33	+7%	0.33	\$63,461	\$51.49M
Information	396	283	-113	-29%	0.65	\$63,065	\$55.23M
Arts, Entertainment, and Recreation	249	252	3	+1%	0.60	\$20,075	\$9.06M
Real Estate and Rental and Leasing	239	244	5	+2%	0.60	\$43,148	\$60.08M
Utilities	123	114	-9	-7%	1.42	\$120,703	\$53.23M
Agriculture, Forestry, Fishing and Hunting	162	107	-55	-34%	0.39	\$40,284	\$14.75M
Management of Companies and Enterprises	48	80	32	+67%	0.23	\$42,984	\$3.85M

## Business Characteristics

### Business Size

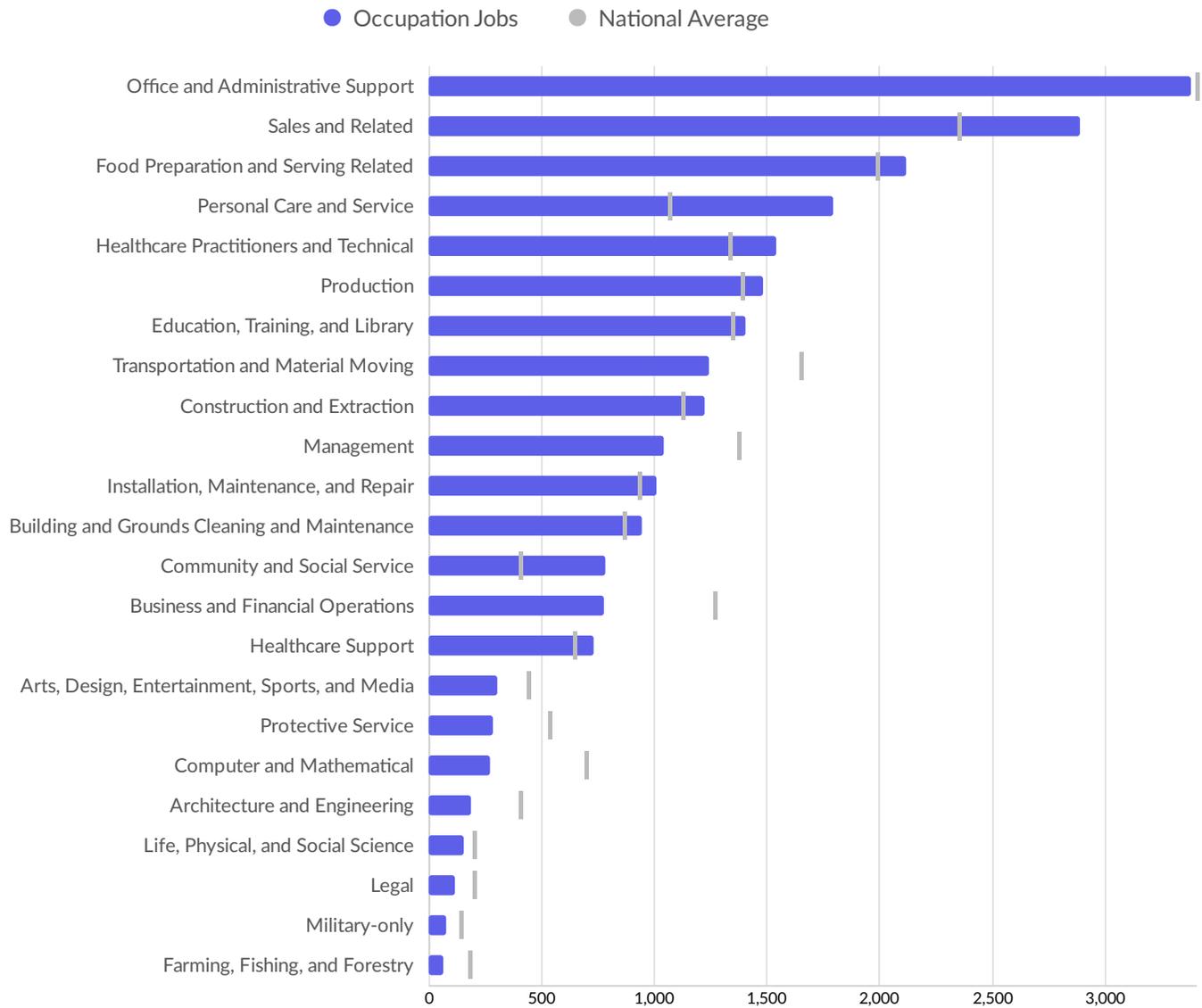


	Percentage	Business Count
1 to 4 employees	32.7%	769
5 to 9 employees	28.5%	670
10 to 19 employees	23.0%	542
20 to 49 employees	11.5%	270
50 to 99 employees	2.8%	66
100 to 249 employees	1.1%	26
250 to 499 employees	0.3%	6
500+ employees	0.2%	4

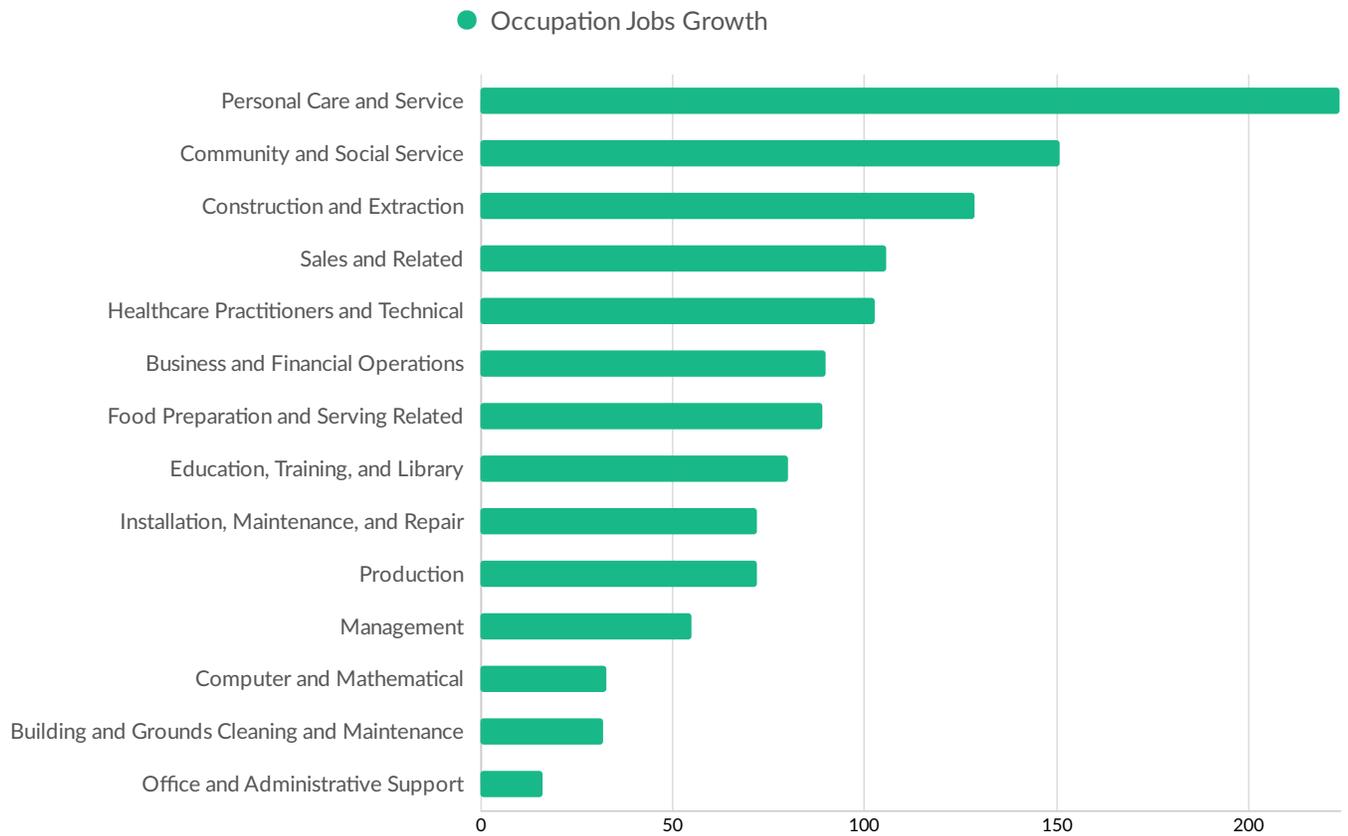
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

## Largest Occupations



## Top Growing Occupations



## Top Occupation LQ



## Top Occupation Earnings



Postings data is not available for the currently selected region.

Underemployment data is not available for the currently selected region.

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jun 2019 - May 2020 Unique Average Monthly Postings
Office and Administrative Support	3,368	3,384	16	+0%	0.99	\$17.10	0
Sales and Related	2,786	2,892	106	+4%	1.23	\$13.57	0
Food Preparation and Serving Related	2,030	2,119	89	+4%	1.07	\$12.48	0
Personal Care and Service	1,572	1,796	224	+14%	1.69	\$11.91	0
Healthcare Practitioners and Technical	1,440	1,543	103	+7%	1.16	\$31.08	0
Production	1,411	1,483	72	+5%	1.07	\$17.16	0
Education, Training, and Library	1,328	1,408	80	+6%	1.05	\$22.24	0
Transportation and Material Moving	1,270	1,244	-26	-2%	0.75	\$17.26	0
Construction and Extraction	1,095	1,224	129	+12%	1.09	\$21.39	0
Management	990	1,045	55	+6%	0.76	\$38.20	0
Installation, Maintenance, and Repair	941	1,013	72	+8%	1.09	\$21.25	0
Building and Grounds Cleaning and Maintenance	914	946	32	+4%	1.10	\$14.31	0
Community and Social Service	631	782	151	+24%	1.94	\$22.14	0
Business and Financial Operations	689	779	90	+13%	0.62	\$27.94	0
Healthcare Support	919	735	-184	-20%	1.15	\$15.79	0
Arts, Design, Entertainment, Sports, and Media	312	302	-10	-3%	0.70	\$19.02	0
Protective Service	424	287	-137	-32%	0.54	\$21.13	0
Computer and Mathematical	238	271	33	+14%	0.39	\$31.06	0

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jun 2019 - May 2020 Unique Average Monthly Postings
Architecture and Engineering	191	189	-2	-1%	0.47	\$32.70	0
Life, Physical, and Social Science	157	155	-2	-1%	0.80	\$32.50	0
Legal	115	115	0	0%	0.58	\$29.43	0
Military-only	86	77	-9	-10%	0.57	\$22.83	0
Farming, Fishing, and Forestry	79	62	-17	-22%	0.35	\$15.10	0

## Educational Pipeline

In 2018, there were 687 graduates in 3 Minnesota ZIPs. This pipeline has shrunk by 35% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, Registered Nursing/Registered Nurse, and Licensed Practical/Vocational Nurse Training.

