2 Minnesota ZIPs

Minnesota Department of Employment & Economic Development (DEED)

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Saint Paul, Minnesota 55101
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Report Parameters

2 ZIPs

<table>
<thead>
<tr>
<th>56401</th>
<th>Brainerd, MN (in Crow Wing county)</th>
</tr>
</thead>
<tbody>
<tr>
<td>56425</td>
<td>Baxter, MN (in Crow Wing county)</td>
</tr>
</tbody>
</table>

Class of Worker

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

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

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>37,281</td>
<td>22,322</td>
<td>$48.8K</td>
</tr>
</tbody>
</table>

Population grew by 1,340 over the last 5 years and is projected to grow by 966 over the next 5 years.

Jobs grew by 767 over the last 5 years and are projected to grow by 715 over the next 5 years.

Regional average earnings per job are $19.7K below the national average earnings of $68.5K per job.

Takeaways

- As of 2019 the region's population increased by 3.7% since 2014, growing by 1,340. Population is expected to increase by 2.6% between 2019 and 2024, adding 966.
- From 2014 to 2019, jobs increased by 3.6% in 2 Minnesota ZIPs from 21,555 to 22,322. This change fell short of the national growth rate of 7.6% by 4.0%. Labor force data is not available for 2 Minnesota ZIPs.
- There is no education attainment data for 2 Minnesota ZIPs.
- The top three industries in 2019 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Individual and Family Services.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Region</td>
<td>37,281</td>
<td>N/A</td>
<td>22,322</td>
<td>99.0</td>
<td>$1.86B</td>
<td>$2.14B</td>
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<td>Nation</td>
<td>329,399,330</td>
<td>163,493,315</td>
<td>165,144,952</td>
<td>100.0</td>
<td>$21.00T</td>
<td>$0</td>
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</tbody>
</table>
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 3.7% since 2014, growing by 1,340. Population is expected to increase by 2.6% between 2019 and 2024, adding 966.

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>35,941</td>
</tr>
<tr>
<td>2015</td>
<td>36,048</td>
</tr>
<tr>
<td>2016</td>
<td>36,383</td>
</tr>
<tr>
<td>2017</td>
<td>36,809</td>
</tr>
<tr>
<td>2018</td>
<td>37,078</td>
</tr>
<tr>
<td>2019</td>
<td>37,281</td>
</tr>
<tr>
<td>2020</td>
<td>37,516</td>
</tr>
<tr>
<td>2021</td>
<td>37,729</td>
</tr>
<tr>
<td>2022</td>
<td>37,922</td>
</tr>
<tr>
<td>2023</td>
<td>38,096</td>
</tr>
<tr>
<td>2024</td>
<td>38,247</td>
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</table>
Job Trends

From 2014 to 2019, jobs increased by 3.6% in 2 Minnesota ZIPs from 21,555 to 22,322. This change fell short of the national growth rate of 7.6% by 4.0%.

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>21,555</td>
</tr>
<tr>
<td>2015</td>
<td>21,792</td>
</tr>
<tr>
<td>2016</td>
<td>22,061</td>
</tr>
<tr>
<td>2017</td>
<td>22,490</td>
</tr>
<tr>
<td>2018</td>
<td>22,415</td>
</tr>
<tr>
<td>2019</td>
<td>22,322</td>
</tr>
<tr>
<td>2020</td>
<td>22,561</td>
</tr>
<tr>
<td>2021</td>
<td>22,743</td>
</tr>
<tr>
<td>2022</td>
<td>22,886</td>
</tr>
<tr>
<td>2023</td>
<td>23,001</td>
</tr>
<tr>
<td>2024</td>
<td>23,037</td>
</tr>
</tbody>
</table>
Population Characteristics

**Millennials**
- Your area has 7,194 millennials (ages 25-39). The national average for an area this size is 7,623.

**Retiring Soon**
- Retirement risk is high in your area. The national average for an area this size is 10,733 people 55 or older, while there are 12,209 here.

**Racial Diversity**
- Racial diversity is low in your area. The national average for an area this size is 14,690 racially diverse people, while there are 2,100 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.

<table>
<thead>
<tr>
<th>ZIP</th>
<th>Name</th>
<th>2019 Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>56401</td>
<td>Brainerd, MN (in Crow Wing county)</td>
<td>14,777</td>
</tr>
<tr>
<td>56425</td>
<td>Baxter, MN (in Crow Wing county)</td>
<td>7,545</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>ZIP</th>
<th>Name</th>
<th>2019 Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>56401</td>
<td>Brainerd, MN (in Crow Wing county)</td>
<td>14,889</td>
</tr>
<tr>
<td>56425</td>
<td>Baxter, MN (in Crow Wing county)</td>
<td>4,165</td>
</tr>
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Industry Characteristics

Largest Industries

- Health Care and Social Assistance
- Retail Trade
- Government
- Accommodation and Food Services
- Manufacturing
- Construction
- Finance and Insurance
- Other Services (except Public Administration)
- Administrative and Support and Waste Management and Remediation Services
- Transportation and Warehousing
- Educational Services
- Professional, Scientific, and Technical Services
- Wholesale Trade
- Information
- Arts, Entertainment, and Recreation
- Real Estate and Rental and Leasing
- Utilities
- Agriculture, Forestry, Fishing and Hunting
- Management of Companies and Enterprises
Top Growing Industries

- Health Care and Social Assistance
- Retail Trade
- Manufacturing
- Educational Services
- Construction
- Accommodation and Food Services
- Other Services (except Public Administration)
- Finance and Insurance
- Management of Companies and Enterprises
- Professional, Scientific, and Technical Services
- Wholesale Trade
- Arts, Entertainment, and Recreation

Industry Jobs Growth
Top Industry GRP

2019 Gross Regional Product

- Health Care and Social Assistance
- Retail Trade
- Government
- Finance and Insurance
- Manufacturing
- Construction
- Accommodation and Food Services
- Wholesale Trade
- Real Estate and Rental and Leasing
- Information
- Utilities
- Professional, Scientific, and Technical Services
- Transportation and Warehousing
- Other Services (except Public Administration)
- Administrative and Support and Waste Management and Remediation Services
- Educational Services
- Agriculture, Forestry, Fishing and Hunting
- Arts, Entertainment, and Recreation
- Management of Companies and Enterprises
Top Industry Earnings

2019 Earnings Per Worker

Utilities
Finance and Insurance
Government
Information
Professional, Scientific, and Technical Services
Construction
Wholesale Trade
Health Care and Social Assistance
Manufacturing
Transportation and Warehousing
Real Estate and Rental and Leasing
Management of Companies and Enterprises
Agriculture, Forestry, Fishing and Hunting
Retail Trade
Administrative and Support and Waste Management and Remediation Services
Other Services (except Public Administration)
Educational Services
Accommodation and Food Services
Arts, Entertainment, and Recreation

$0 $20,000 $40,000 $60,000 $80,000 $100,000 $120,000
<table>
<thead>
<tr>
<th>Industry</th>
<th>2014 Jobs</th>
<th>2019 Jobs</th>
<th>Change in Jobs</th>
<th>% Change in Jobs</th>
<th>2019 LQ</th>
<th>2019 Earnings Per Worker</th>
<th>2019 GRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care and Social Assistance</td>
<td>3,757</td>
<td>4,442</td>
<td>685</td>
<td>+18%</td>
<td>1.56</td>
<td>$56,871</td>
<td>$285.51M</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>3,680</td>
<td>3,934</td>
<td>254</td>
<td>+7%</td>
<td>1.78</td>
<td>$37,069</td>
<td>$253.68M</td>
</tr>
<tr>
<td>Government</td>
<td>3,124</td>
<td>2,677</td>
<td>-447</td>
<td>-14%</td>
<td>0.80</td>
<td>$63,614</td>
<td>$193.77M</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>2,054</td>
<td>2,148</td>
<td>94</td>
<td>+5%</td>
<td>1.12</td>
<td>$22,391</td>
<td>$82.82M</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>1,449</td>
<td>1,680</td>
<td>231</td>
<td>+16%</td>
<td>0.95</td>
<td>$56,393</td>
<td>$144.36M</td>
</tr>
<tr>
<td>Construction</td>
<td>1,255</td>
<td>1,401</td>
<td>146</td>
<td>+12%</td>
<td>1.10</td>
<td>$61,696</td>
<td>$121.63M</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>1,061</td>
<td>1,102</td>
<td>41</td>
<td>+4%</td>
<td>1.23</td>
<td>$75,216</td>
<td>$171.40M</td>
</tr>
<tr>
<td>Other Services (except Public Administration)</td>
<td>968</td>
<td>1,027</td>
<td>59</td>
<td>+6%</td>
<td>0.97</td>
<td>$25,662</td>
<td>$38.64M</td>
</tr>
<tr>
<td>Administrative and Support and Waste Management and Remediation Services</td>
<td>1,112</td>
<td>802</td>
<td>-310</td>
<td>-28%</td>
<td>0.58</td>
<td>$32,964</td>
<td>$38.04M</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>588</td>
<td>550</td>
<td>-38</td>
<td>-6%</td>
<td>0.66</td>
<td>$52,677</td>
<td>$50.28M</td>
</tr>
<tr>
<td>Educational Services</td>
<td>366</td>
<td>517</td>
<td>151</td>
<td>+41%</td>
<td>0.90</td>
<td>$24,100</td>
<td>$14.41M</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>484</td>
<td>516</td>
<td>32</td>
<td>+7%</td>
<td>0.35</td>
<td>$63,056</td>
<td>$50.85M</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>460</td>
<td>463</td>
<td>3</td>
<td>+1%</td>
<td>0.57</td>
<td>$57,110</td>
<td>$65.28M</td>
</tr>
<tr>
<td>Information</td>
<td>394</td>
<td>282</td>
<td>-112</td>
<td>-28%</td>
<td>0.70</td>
<td>$63,141</td>
<td>$54.67M</td>
</tr>
<tr>
<td>Arts, Entertainment, and Recreation</td>
<td>242</td>
<td>245</td>
<td>3</td>
<td>+1%</td>
<td>0.63</td>
<td>$20,133</td>
<td>$8.84M</td>
</tr>
<tr>
<td>Real Estate and Rental and Leasing</td>
<td>236</td>
<td>236</td>
<td>0</td>
<td>0%</td>
<td>0.62</td>
<td>$43,206</td>
<td>$59.03M</td>
</tr>
<tr>
<td>Utilities</td>
<td>123</td>
<td>114</td>
<td>-9</td>
<td>-7%</td>
<td>1.51</td>
<td>$120,703</td>
<td>$53.23M</td>
</tr>
<tr>
<td>Agriculture, Forestry, Fishing and Hunting</td>
<td>148</td>
<td>99</td>
<td>-49</td>
<td>-33%</td>
<td>0.38</td>
<td>$40,124</td>
<td>$12.50M</td>
</tr>
<tr>
<td>Management of Companies and Enterprises</td>
<td>46</td>
<td>79</td>
<td>33</td>
<td>+72%</td>
<td>0.24</td>
<td>$42,597</td>
<td>$3.76M</td>
</tr>
</tbody>
</table>
Business Characteristics

Business Size

*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

- Office and Administrative Support
- Sales and Related
- Food Preparation and Serving Related
- Personal Care and Service
- Healthcare Practitioners and Technical
- Production
- Education, Training, and Library
- Transportation and Material Moving
- Construction and Extraction
- Management
- Installation, Maintenance, and Repair
- Building and Grounds Cleaning and Maintenance
- Business and Financial Operations
- Community and Social Service
- Healthcare Support
- Arts, Design, Entertainment, Sports, and Media
- Computer and Mathematical
- Protective Service
- Architecture and Engineering
- Life, Physical, and Social Science
- Legal
- Military-only
- Farming, Fishing, and Forestry

Occupation Jobs vs. National Average

Economy Overview

Emsi Q2 2020 Data Set | www.economicmodeling.com
Top Growing Occupations

- Personal Care and Service
- Community and Social Service
- Construction and Extraction
- Healthcare Practitioners and Technical
- Sales and Related
- Business and Financial Operations
- Food Preparation and Serving Related
- Education, Training, and Library
- Production
- Installation, Maintenance, and Repair
- Management
- Computer and Mathematical
- Building and Grounds Cleaning and Maintenance
- Office and Administrative Support

Occupation Jobs Growth
Top Occupation LQ

- Community and Social Service
- Personal Care and Service
- Sales and Related
- Healthcare Practitioners and Technical
- Healthcare Support
- Installation, Maintenance, and Repair
- Food Preparation and Serving Related
- Production
- Construction and Extraction
- Building and Grounds Cleaning and Maintenance
- Education, Training, and Library
- Office and Administrative Support
- Life, Physical, and Social Science
- Management
- Transportation and Material Moving
- Arts, Design, Entertainment, Sports, and Media
- Business and Financial Operations
- Military-only
- Legal
- Architecture and Engineering
- Protective Service
- Computer and Mathematical
- Farming, Fishing, and Forestry
Top Occupation Earnings

2018 Median Hourly Earnings

- Management
- Life, Physical, and Social Science
- Architecture and Engineering
- Healthcare Practitioners and Technical
- Computer and Mathematical
- Legal
- Business and Financial Operations
- Military-only
- Community and Social Service
- Education, Training, and Library
- Construction and Extraction
- Installation, Maintenance, and Repair
- Protective Service
- Arts, Design, Entertainment, Sports, and Media
- Transportation and Material Moving
- Office and Administrative Support
- Production
- Healthcare Support
- Farming, Fishing, and Forestry
- Building and Grounds Cleaning and Maintenance
- Sales and Related
- Food Preparation and Serving Related
- Personal Care and Service

Postings data is not available for the currently selected region.

Underemployment data is not available for the currently selected region.
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Office and Administrative Support</td>
<td>3,206</td>
<td>3,213</td>
<td>7</td>
<td>+0%</td>
<td>1.01</td>
<td>$17.12</td>
<td>0</td>
</tr>
<tr>
<td>Sales and Related</td>
<td>2,735</td>
<td>2,832</td>
<td>97</td>
<td>+4%</td>
<td>1.29</td>
<td>$13.58</td>
<td>0</td>
</tr>
<tr>
<td>Food Preparation and Serving Related</td>
<td>1,964</td>
<td>2,045</td>
<td>81</td>
<td>+4%</td>
<td>1.10</td>
<td>$12.50</td>
<td>0</td>
</tr>
<tr>
<td>Personal Care and Service</td>
<td>1,377</td>
<td>1,588</td>
<td>211</td>
<td>+15%</td>
<td>1.60</td>
<td>$11.95</td>
<td>0</td>
</tr>
<tr>
<td>Healthcare Practitioners and Technical</td>
<td>1,391</td>
<td>1,488</td>
<td>97</td>
<td>+7%</td>
<td>1.20</td>
<td>$31.43</td>
<td>0</td>
</tr>
<tr>
<td>Production</td>
<td>1,356</td>
<td>1,423</td>
<td>67</td>
<td>+5%</td>
<td>1.10</td>
<td>$17.11</td>
<td>0</td>
</tr>
<tr>
<td>Education, Training, and Library</td>
<td>1,203</td>
<td>1,280</td>
<td>77</td>
<td>+6%</td>
<td>1.02</td>
<td>$22.33</td>
<td>0</td>
</tr>
<tr>
<td>Transportation and Material Moving</td>
<td>1,196</td>
<td>1,161</td>
<td>-35</td>
<td>-3%</td>
<td>0.75</td>
<td>$17.24</td>
<td>0</td>
</tr>
<tr>
<td>Construction and Extraction</td>
<td>976</td>
<td>1,083</td>
<td>107</td>
<td>+11%</td>
<td>1.03</td>
<td>$21.67</td>
<td>0</td>
</tr>
<tr>
<td>Management</td>
<td>918</td>
<td>968</td>
<td>50</td>
<td>+5%</td>
<td>0.76</td>
<td>$38.58</td>
<td>0</td>
</tr>
<tr>
<td>Installation, Maintenance, and Repair</td>
<td>892</td>
<td>957</td>
<td>65</td>
<td>+7%</td>
<td>1.10</td>
<td>$21.38</td>
<td>0</td>
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<tr>
<td>Building and Grounds Cleaning and Maintenance</td>
<td>810</td>
<td>830</td>
<td>20</td>
<td>+2%</td>
<td>1.03</td>
<td>$14.32</td>
<td>0</td>
</tr>
<tr>
<td>Business and Financial Operations</td>
<td>654</td>
<td>739</td>
<td>85</td>
<td>+13%</td>
<td>0.63</td>
<td>$28.10</td>
<td>0</td>
</tr>
<tr>
<td>Community and Social Service</td>
<td>568</td>
<td>705</td>
<td>137</td>
<td>+24%</td>
<td>1.87</td>
<td>$22.37</td>
<td>0</td>
</tr>
<tr>
<td>Healthcare Support</td>
<td>854</td>
<td>698</td>
<td>-156</td>
<td>-18%</td>
<td>1.16</td>
<td>$15.92</td>
<td>0</td>
</tr>
<tr>
<td>Arts, Design, Entertainment, Sports, and Media</td>
<td>304</td>
<td>294</td>
<td>-10</td>
<td>-3%</td>
<td>0.73</td>
<td>$18.96</td>
<td>0</td>
</tr>
<tr>
<td>Computer and Mathematical</td>
<td>225</td>
<td>256</td>
<td>31</td>
<td>+14%</td>
<td>0.39</td>
<td>$31.22</td>
<td>0</td>
</tr>
<tr>
<td>Protective Service</td>
<td>345</td>
<td>210</td>
<td>-135</td>
<td>-39%</td>
<td>0.42</td>
<td>$21.07</td>
<td>0</td>
</tr>
<tr>
<td>----------------------------------</td>
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<td>-----------</td>
<td>----------------</td>
<td>------------------</td>
<td>---------</td>
<td>----------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Architecture and Engineering</td>
<td>179</td>
<td>176</td>
<td>-3</td>
<td>-2%</td>
<td>0.47</td>
<td>$32.96</td>
<td>0</td>
</tr>
<tr>
<td>Life, Physical, and Social Science</td>
<td>143</td>
<td>140</td>
<td>-3</td>
<td>-2%</td>
<td>0.77</td>
<td>$33.05</td>
<td>0</td>
</tr>
<tr>
<td>Legal</td>
<td>105</td>
<td>105</td>
<td>0</td>
<td>0%</td>
<td>0.57</td>
<td>$29.63</td>
<td>0</td>
</tr>
<tr>
<td>Military-only</td>
<td>83</td>
<td>74</td>
<td>-9</td>
<td>-11%</td>
<td>0.58</td>
<td>$22.91</td>
<td>0</td>
</tr>
<tr>
<td>Farming, Fishing, and Forestry</td>
<td>71</td>
<td>56</td>
<td>-15</td>
<td>-21%</td>
<td>0.34</td>
<td>$14.98</td>
<td>0</td>
</tr>
</tbody>
</table>
## Educational Pipeline

In 2018, there were 687 graduates in 2 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.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Central Lakes College-Brainerd</td>
<td>687</td>
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</tbody>
</table>

- **Certificate**
- **Associate's**
- **Bachelor's**
- **Master's or Higher**