Contents

Report Parameters ................................................................. 1
Economy Overview ................................................................. 2
Historic & Projected Trends ....................................................... 4
Population Characteristics ...................................................... 6
Inbound and Outbound Migration .............................................. 8
Industry Characteristics ......................................................... 10
Business Characteristics ......................................................... 16
Workforce Characteristics ....................................................... 17
Educational Pipeline .............................................................. 22
Report Parameters

4 ZIPs

<table>
<thead>
<tr>
<th>ZIP</th>
<th>Location</th>
<th>County</th>
</tr>
</thead>
<tbody>
<tr>
<td>56459</td>
<td>Lake Hubert, MN (in Crow Wing county)</td>
<td>Crow Wing county</td>
</tr>
<tr>
<td>56468</td>
<td>Nisswa, MN (in Crow Wing county)</td>
<td>Crow Wing county</td>
</tr>
<tr>
<td>56472</td>
<td>Pequot Lakes, MN (in Crow Wing county)</td>
<td>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

15,006
Population (2020)
Population grew by 662 over the last 5 years and is projected to grow by 605 over the next 5 years.

5,823
Total Regional Employment
Jobs decreased by 30 over the last 5 years but are projected to grow by 164 over the next 5 years.

$47.4K
Avg. Earnings Per Job (2020)
Regional average earnings per job are $24.6K below the national average earnings of $72.0K per job.

Takeaways

- As of 2020 the region's population increased by 4.6% since 2015, growing by 662. Population is expected to increase by 4.0% between 2020 and 2025, adding 605.
- From 2015 to 2020, jobs declined by 0.5% in 4 Minnesota ZIPs from 5,853 to 5,823. This change fell short of the national growth rate of 1.3% by 1.8%. Labor force data is not available for 4 Minnesota ZIPs.
- There is no education attainment data for 4 Minnesota ZIPs.
- The top three industries in 2020 are Traveler Accommodation, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Region</td>
<td>15,006</td>
<td>N/A</td>
<td>5,823</td>
<td>99.8</td>
<td>$511.55M</td>
<td>$962.68M</td>
<td>$773.74M</td>
</tr>
<tr>
<td>Nation</td>
<td>330,591,441</td>
<td>159,724,262</td>
<td>160,385,413</td>
<td>100.0</td>
<td>$20.70T</td>
<td>$0</td>
<td>$9.99T</td>
</tr>
</tbody>
</table>
2020 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 2020 the region’s population increased by 4.6% since 2015, growing by 662. Population is expected to increase by 4.0% between 2020 and 2025, adding 605.

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>14,344</td>
</tr>
<tr>
<td>2016</td>
<td>14,848</td>
</tr>
<tr>
<td>2017</td>
<td>14,867</td>
</tr>
<tr>
<td>2018</td>
<td>14,890</td>
</tr>
<tr>
<td>2019</td>
<td>14,864</td>
</tr>
<tr>
<td>2020</td>
<td>15,006</td>
</tr>
<tr>
<td>2021</td>
<td>15,134</td>
</tr>
<tr>
<td>2022</td>
<td>15,260</td>
</tr>
<tr>
<td>2023</td>
<td>15,380</td>
</tr>
<tr>
<td>2024</td>
<td>15,496</td>
</tr>
<tr>
<td>2025</td>
<td>15,611</td>
</tr>
</tbody>
</table>
Job Trends

From 2015 to 2020, jobs declined by 0.5% in 4 Minnesota ZIPs from 5,853 to 5,823. This change fell short of the national growth rate of 1.3% by 1.8%.

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>5,853</td>
</tr>
<tr>
<td>2016</td>
<td>5,952</td>
</tr>
<tr>
<td>2017</td>
<td>6,208</td>
</tr>
<tr>
<td>2018</td>
<td>6,293</td>
</tr>
<tr>
<td>2019</td>
<td>6,258</td>
</tr>
<tr>
<td>2020</td>
<td>5,823</td>
</tr>
<tr>
<td>2021</td>
<td>5,861</td>
</tr>
<tr>
<td>2022</td>
<td>5,896</td>
</tr>
<tr>
<td>2023</td>
<td>5,929</td>
</tr>
<tr>
<td>2024</td>
<td>5,960</td>
</tr>
<tr>
<td>2025</td>
<td>5,987</td>
</tr>
</tbody>
</table>
Population Characteristics

Your area has 2,257 millennials (ages 25-39). The national average for an area this size is 3,065.

Retirement risk is high in your area. The national average for an area this size is 4,370 people 55 or older, while there are 6,015 here.

Racial diversity is low in your area. The national average for an area this size is 5,929 racially diverse people, while there are 507 here.

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

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

<table>
<thead>
<tr>
<th>ZIP</th>
<th>Name</th>
<th>2020 Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>56472</td>
<td>Pequot Lakes, MN (in Crow Wing county)</td>
<td>2,447</td>
</tr>
<tr>
<td>56468</td>
<td>Nisswa, MN (in Crow Wing county)</td>
<td>1,876</td>
</tr>
<tr>
<td>56474</td>
<td>Pine River, MN (in Cass county)</td>
<td>1,489</td>
</tr>
<tr>
<td>56459</td>
<td>Lake Hubert, MN (in Crow Wing county)</td>
<td>11</td>
</tr>
</tbody>
</table>

### Where Talent Lives

<table>
<thead>
<tr>
<th>ZIP</th>
<th>Name</th>
<th>2020 Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>56472</td>
<td>Pequot Lakes, MN (in Crow Wing county)</td>
<td>3,557</td>
</tr>
<tr>
<td>56468</td>
<td>Nisswa, MN (in Crow Wing county)</td>
<td>2,350</td>
</tr>
<tr>
<td>56474</td>
<td>Pine River, MN (in Cass county)</td>
<td>1,953</td>
</tr>
<tr>
<td>56459</td>
<td>Lake Hubert, MN (in Crow Wing county)</td>
<td>11</td>
</tr>
</tbody>
</table>
Inbound and Outbound Migration

The table below analyzes past and current residents of 4 Minnesota ZIPs. The left column shows residents of other counties migrating to 4 Minnesota ZIPs. The right column shows residents migrating from 4 Minnesota ZIPs to other counties.

As of 2019, 345 people have migrated from Hennepin County, MN to 4 Minnesota ZIPs. In the same year, 266 people left 4 Minnesota ZIPs migrating to Hennepin County, MN. The total Net Migration for 4 Minnesota ZIPs in 2018 was 597.

<table>
<thead>
<tr>
<th>Previous County</th>
<th>4 Minnesota ZIPs</th>
<th>Following County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hennepin County, MN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morrison County, MN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anoka County, MN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stearns County, MN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beltrami County, MN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aitkin County, MN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ramsey County, MN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dakota County, MN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Louis County, MN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mille Lacs County, MN</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Top Previous Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Migrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hennepin County, MN</td>
<td>345</td>
</tr>
<tr>
<td>Morrison County, MN</td>
<td>199</td>
</tr>
<tr>
<td>Anoka County, MN</td>
<td>167</td>
</tr>
<tr>
<td>Stearns County, MN</td>
<td>163</td>
</tr>
<tr>
<td>Beltrami County, MN</td>
<td>151</td>
</tr>
<tr>
<td>Aitkin County, MN</td>
<td>123</td>
</tr>
<tr>
<td>Top Previous Counties</td>
<td>Migrations</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Ramsey County, MN</td>
<td>113</td>
</tr>
<tr>
<td>Dakota County, MN</td>
<td>111</td>
</tr>
<tr>
<td>St. Louis County, MN</td>
<td>86</td>
</tr>
<tr>
<td>Mille Lacs County, MN</td>
<td>82</td>
</tr>
<tr>
<td>Hubbard County, MN</td>
<td>76</td>
</tr>
<tr>
<td>Itasca County, MN</td>
<td>73</td>
</tr>
<tr>
<td>Sherburne County, MN</td>
<td>72</td>
</tr>
<tr>
<td>Wright County, MN</td>
<td>59</td>
</tr>
<tr>
<td>Benton County, MN</td>
<td>56</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top Following Counties</th>
<th>Migrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hennepin County, MN</td>
<td>266</td>
</tr>
<tr>
<td>Beltrami County, MN</td>
<td>184</td>
</tr>
<tr>
<td>Morrison County, MN</td>
<td>155</td>
</tr>
<tr>
<td>Hubbard County, MN</td>
<td>120</td>
</tr>
<tr>
<td>St. Louis County, MN</td>
<td>113</td>
</tr>
<tr>
<td>Stearns County, MN</td>
<td>104</td>
</tr>
<tr>
<td>Aitkin County, MN</td>
<td>103</td>
</tr>
<tr>
<td>Anoka County, MN</td>
<td>97</td>
</tr>
<tr>
<td>Ramsey County, MN</td>
<td>91</td>
</tr>
<tr>
<td>Itasca County, MN</td>
<td>85</td>
</tr>
<tr>
<td>Dakota County, MN</td>
<td>70</td>
</tr>
<tr>
<td>Sherburne County, MN</td>
<td>62</td>
</tr>
<tr>
<td>Lee County, FL</td>
<td>56</td>
</tr>
<tr>
<td>Todd County, MN</td>
<td>55</td>
</tr>
<tr>
<td>Mille Lacs County, MN</td>
<td>53</td>
</tr>
</tbody>
</table>
Industry Characteristics

Largest Industries

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

Industry Jobs Growth

- Construction
- Government
- Manufacturing
- Administrative and Support and Waste Management and Remediation Services
- Retail Trade
- Transportation and Warehousing
- Management of Companies and Enterprises
- Utilities
- Health Care and Social Assistance
- Arts, Entertainment, and Recreation
Top Industry GRP

2020 Gross Regional Product

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

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

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

Industry Jobs
National Average
Business Characteristics

Business Size

<table>
<thead>
<tr>
<th>Employee Range</th>
<th>Percentage</th>
<th>Business Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 4 employees</td>
<td>37.2%</td>
<td>359</td>
</tr>
<tr>
<td>5 to 9 employees</td>
<td>30.7%</td>
<td>297</td>
</tr>
<tr>
<td>10 to 19 employees</td>
<td>21.8%</td>
<td>211</td>
</tr>
<tr>
<td>20 to 49 employees</td>
<td>7.8%</td>
<td>75</td>
</tr>
<tr>
<td>50 to 99 employees</td>
<td>1.6%</td>
<td>15</td>
</tr>
<tr>
<td>100 to 249 employees</td>
<td>0.9%</td>
<td>9</td>
</tr>
</tbody>
</table>

*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
- Food Preparation and Serving Related
- Sales and Related
- Building and Grounds Cleaning and Maintenance
- Educational Instruction and Library
- Construction and Extraction
- Transportation and Material Moving
- Production
- Management
- Healthcare Support
- Installation, Maintenance, and Repair
- Business and Financial Operations
- Personal Care and Service
- Healthcare Practitioners and Technical
- Community and Social Service
- Computer and Mathematical
- Arts, Design, Entertainment, Sports, and Media
- Protective Service
- Architecture and Engineering
- Life, Physical, and Social Science
- Legal
- Military-only
Top Growing Occupations

Occupation Jobs Growth

- Transportation and Material Moving
- Construction and Extraction
- Community and Social Service
- Production
- Educational Instruction and Library
- Installation, Maintenance, and Repair
- Computer and Mathematical
- Business and Financial Operations
- Management
- Architecture and Engineering
- Life, Physical, and Social Science
- Healthcare Practitioners and Technical
- Protective Service
- Legal
Top Occupation LQ

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

2020 Median Hourly Earnings

Management
Computer and Mathematical
Architecture and Engineering
Life, Physical, and Social Science
Legal
Business and Financial Operations
Healthcare Practitioners and Technical
Installation, Maintenance, and Repair
Protective Service
Educational Instruction and Library
Construction and Extraction
Community and Social Service
Military-only
Arts, Design, Entertainment, Sports, and Media
Office and Administrative Support
Production
Transportation and Material Moving
Building and Grounds Cleaning and Maintenance
Sales and Related
Healthcare Support
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.
Largest Occupations

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

Over the last 5 years, no schools in 4 Minnesota ZIPs produced graduates.