Contents

Report Parameters .......................................................... 1
Economy Overview .......................................................... 2
Historic & Projected Trends ............................................... 4
Population Characteristics ............................................... 6
Inbound and Outbound Migration ...................................... 8
Industry Characteristics .................................................. 9
Business Characteristics .................................................. 14
Workforce Characteristics ............................................... 15
Educational Pipeline ....................................................... 19
Report Parameters

4 ZIPs

<table>
<thead>
<tr>
<th>ZIP Code</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>56459</td>
<td>Lake Hubert, MN (in Crow Wing county)</td>
</tr>
<tr>
<td>56468</td>
<td>Nisswa, MN (in Crow Wing county)</td>
</tr>
<tr>
<td>56472</td>
<td>Pequot Lakes, MN (in Crow Wing county)</td>
</tr>
<tr>
<td>56474</td>
<td>Pine River, MN (in Cass 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

15,063
Population (2021)
Population grew by 222 over the last 5 years and is projected to grow by 412 over the next 5 years.

7,017
Total Regional Employment
Jobs decreased by 57 over the last 5 years but are projected to grow by 408 over the next 5 years.

$55.0K
Avg. Earnings Per Job (2021)
Regional average earnings per job are $21.6K below the national average earnings of $76.6K per job.

Takeaways

- As of 2021 the region's population increased by 1.5% since 2016, growing by 222. Population is expected to increase by 2.7% between 2021 and 2026, adding 412.
- From 2016 to 2021, jobs declined by 0.8% in 4 Minnesota ZIPs from 7,074 to 7,017. This change fell short of the national growth rate of 0.7% by 1.5%. 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 2021 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Agencies, Brokerages, and Other Insurance Related Activities.

<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>15,063</td>
<td>N/A</td>
<td>7,017</td>
<td>100.4</td>
<td>$684.79M</td>
<td>$1.19B</td>
<td>$1.08B</td>
</tr>
<tr>
<td>Nation</td>
<td>331,820,028</td>
<td>162,302,777</td>
<td>161,875,556</td>
<td>100.0</td>
<td>$22.09T</td>
<td>$0</td>
<td>$10.75T</td>
</tr>
</tbody>
</table>
Dec 2021 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 2021 the region’s population increased by 1.5% since 2016, growing by 222. Population is expected to increase by 2.7% between 2021 and 2026, adding 412.

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>14,841</td>
</tr>
<tr>
<td>2017</td>
<td>14,860</td>
</tr>
<tr>
<td>2018</td>
<td>14,886</td>
</tr>
<tr>
<td>2019</td>
<td>14,836</td>
</tr>
<tr>
<td>2020</td>
<td>14,938</td>
</tr>
<tr>
<td>2021</td>
<td>15,063</td>
</tr>
<tr>
<td>2022</td>
<td>15,163</td>
</tr>
<tr>
<td>2023</td>
<td>15,252</td>
</tr>
<tr>
<td>2024</td>
<td>15,333</td>
</tr>
<tr>
<td>2025</td>
<td>15,409</td>
</tr>
<tr>
<td>2026</td>
<td>15,475</td>
</tr>
</tbody>
</table>
Job Trends

From 2016 to 2021, jobs declined by 0.8% in 4 Minnesota ZIPs from 7,074 to 7,017. This change fell short of the national growth rate of 0.7% by 1.5%.

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>7,074</td>
</tr>
<tr>
<td>2017</td>
<td>7,176</td>
</tr>
<tr>
<td>2018</td>
<td>7,192</td>
</tr>
<tr>
<td>2019</td>
<td>7,231</td>
</tr>
<tr>
<td>2020</td>
<td>6,788</td>
</tr>
<tr>
<td>2021</td>
<td>7,017</td>
</tr>
<tr>
<td>2022</td>
<td>7,109</td>
</tr>
<tr>
<td>2023</td>
<td>7,195</td>
</tr>
<tr>
<td>2024</td>
<td>7,276</td>
</tr>
<tr>
<td>2025</td>
<td>7,354</td>
</tr>
<tr>
<td>2026</td>
<td>7,425</td>
</tr>
</tbody>
</table>
Population Characteristics

Your area has 2,258 millennials (ages 25-39). The national average for an area this size is 3,078.

Retirement risk is high in your area. The national average for an area this size is 4,446 people 55 or older, while there are 6,127 here.

Racial diversity is low in your area. The national average for an area this size is 6,017 racially diverse people, while there are 510 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.
Where Talent Works

<table>
<thead>
<tr>
<th>ZIP</th>
<th>Name</th>
<th>2021 Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>56472</td>
<td>Pequot Lakes, MN (in Crow Wing)</td>
<td>3,001</td>
</tr>
<tr>
<td>56468</td>
<td>Nisswa, MN (in Crow Wing)</td>
<td>2,011</td>
</tr>
<tr>
<td>56474</td>
<td>Pine River, MN (in Cass County)</td>
<td>2,004</td>
</tr>
<tr>
<td>56459</td>
<td>Lake Hubert, MN (in Crow Wing)</td>
<td>0</td>
</tr>
</tbody>
</table>

Where Talent Lives

<table>
<thead>
<tr>
<th>ZIP</th>
<th>Name</th>
<th>2021 Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>56472</td>
<td>Pequot Lakes, MN (in Crow Wing)</td>
<td>3,840</td>
</tr>
<tr>
<td>56468</td>
<td>Nisswa, MN (in Crow Wing)</td>
<td>2,436</td>
</tr>
<tr>
<td>56474</td>
<td>Pine River, MN (in Cass County)</td>
<td>2,285</td>
</tr>
<tr>
<td>56459</td>
<td>Lake Hubert, MN (in Crow Wing)</td>
<td>0</td>
</tr>
</tbody>
</table>
Inbound and Outbound Migration

Migration data is not available at the ZIP level. Please select county level or higher to see this data.
Industry Characteristics

Largest Industries

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

- Construction
- Manufacturing
- Health Care and Social Assistance
- Administrative and Support and Waste Management and Remediation Services
- Arts, Entertainment, and Recreation
- Educational Services
- Information
- Utilities
- Retail Trade

Industry Jobs Growth
Top Industry Location Quotient

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

Economy Overview

Gross Regional Product

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

$0.000 $20.00M $40.00M $60.00M $80.00M
Top Industry Earnings

- Utilities
- Professional, Scientific, and Technical Services
- Construction
- Information
- Finance and Insurance
- Transportation and Warehousing
- Government
- Wholesale Trade
- Manufacturing
- Real Estate and Rental and Leasing
- Health Care and Social Assistance
- Administrative and Support and Waste Management and Remediation Services
- Agriculture, Forestry, Fishing and Hunting
- Retail Trade
- Arts, Entertainment, and Recreation
- Educational Services
- Accommodation and Food Services
- Other Services (except Public Administration)
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
- Food Preparation and Serving Related
- Sales and Related
- Construction and Extraction
- Production
- Educational Instruction and Library
- Healthcare Support
- Building and Grounds Cleaning and Maintenance
- Management
- Transportation and Material Moving
- Business and Financial Operations
- Installation, Maintenance, and Repair
- Community and Social Service
- Personal Care and Service
- Healthcare Practitioners and Technical
- Architecture and Engineering
- Arts, Design, Entertainment, Sports, and Media
- Protective Service
- Computer and Mathematical
- Life, Physical, and Social Science
- Farming, Fishing, and Forestry
- Legal
- Military-only
Top Growing Occupations

- Construction and Extraction
- Transportation and Material Moving
- Installation, Maintenance, and Repair
- Community and Social Service
- Production
- Arts, Design, Entertainment, Sports, and Media
- Business and Financial Operations
- Healthcare Support
- Protective Service
- Management
Top Occupation Location Quotient

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

Postings data is not available for the currently selected region.

Underemployment data is not available for the currently selected region.
Educational Pipeline

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