



4 Minnesota ZIPs

Minnesota Department of Employment & Economic Development (DEED)



332 Minnesota Street
Suite E200
Saint Paul, Minnesota 55101

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Report Parameters

4 ZIPs

56201 Willmar, MN (in Kandiyohi county)

56251 Kandiyohi, MN (in Kandiyohi county)

56279 Pennock, MN (in Kandiyohi county)

56288 Spicer, MN (in Kandiyohi county)

Class of Worker

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

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

Economy Overview

32,134

Population (2019)

Population grew by **361** over the last 5 years and is projected to grow by **492** over the next 5 years.

22,641

Total Regional Employment

Jobs grew by **686** over the last 5 years and are projected to grow by **990** over the next 5 years.

\$49.4K

Avg. Earnings Per Job (2019)

Regional average earnings per job are **\$19.1K below** the national average earnings of \$68.5K per job.

Takeaways

- As of 2019 the region's population **increased by 1.1%** since 2014, growing by 361. Population is expected to **increase by 1.5%** between 2019 and 2024, adding 492.
- From 2014 to 2019, jobs **increased by 3.1%** in 4 Minnesota ZIPs from 21,955 to **22,641**. This change **fell short of the national growth rate of 7.6% by 4.5%**. 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 2019 are Animal Slaughtering and Processing, Animal Production, and Individual and Family Services.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	32,134	N/A	22,641	104.9	\$1.97B	\$2.47B	\$2.53B
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.

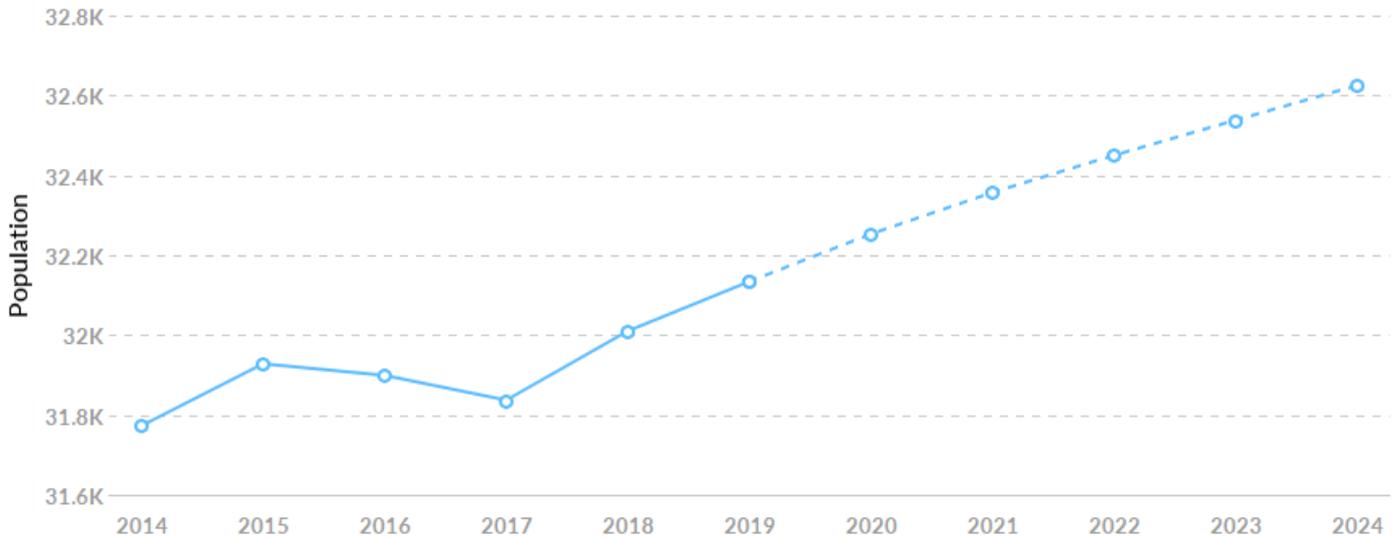
Educational Attainment

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

Historic & Projected Trends

Population Trends

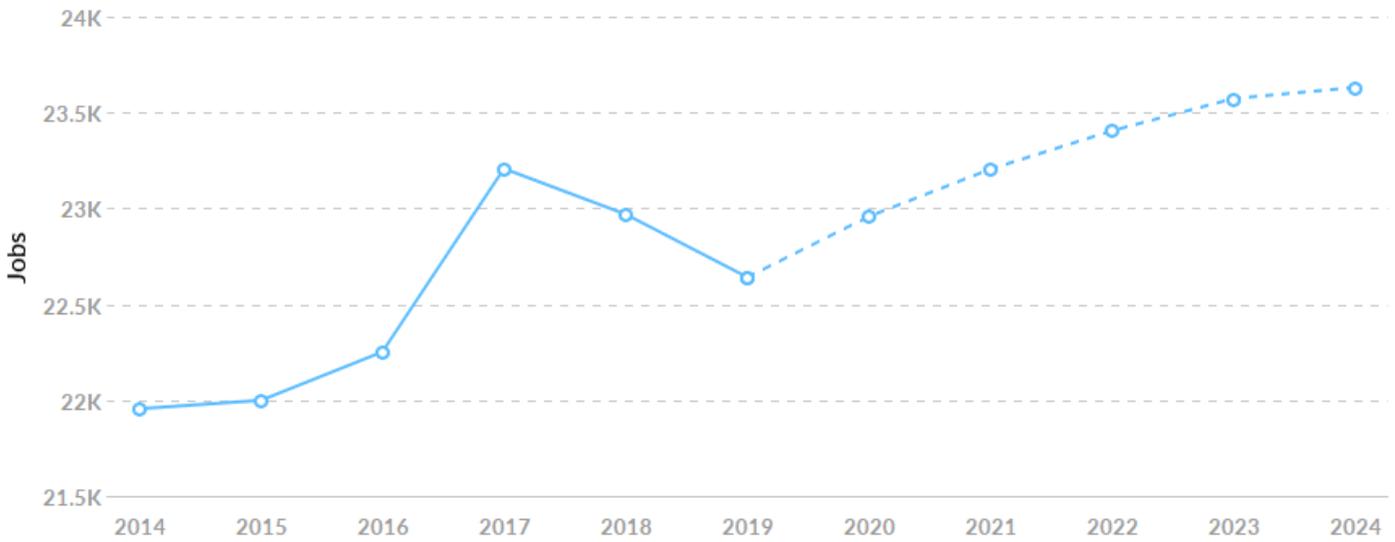
As of 2019 the region's population increased by 1.1% since 2014, growing by 361. Population is expected to increase by 1.5% between 2019 and 2024, adding 492.



Timeframe	Population
2014	31,773
2015	31,928
2016	31,899
2017	31,837
2018	32,010
2019	32,134
2020	32,253
2021	32,357
2022	32,450
2023	32,538
2024	32,625

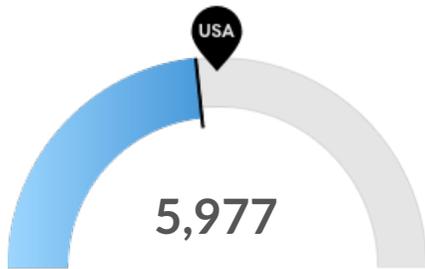
Job Trends

From 2014 to 2019, jobs increased by 3.1% in 4 Minnesota ZIPs from 21,955 to 22,641. This change fell short of the national growth rate of 7.6% by 4.5%.



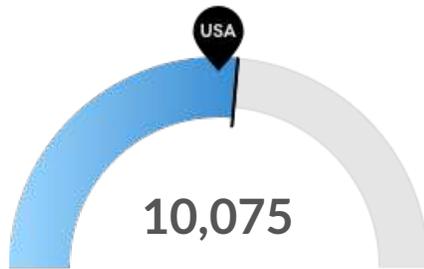
Timeframe	Jobs
2014	21,955
2015	21,999
2016	22,252
2017	23,207
2018	22,969
2019	22,641
2020	22,958
2021	23,205
2022	23,405
2023	23,573
2024	23,631

Population Characteristics



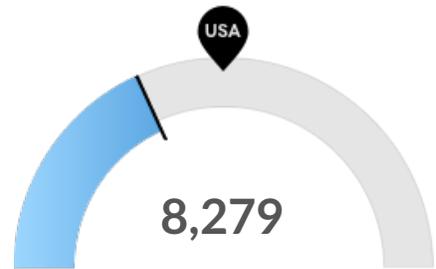
Millennials

Your area has 5,977 millennials (ages 25-39). The national average for an area this size is 6,581.



Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 9,266 people 55 or older, while there are 10,075 here.



Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 12,682 racially diverse people, while there are 8,279 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.

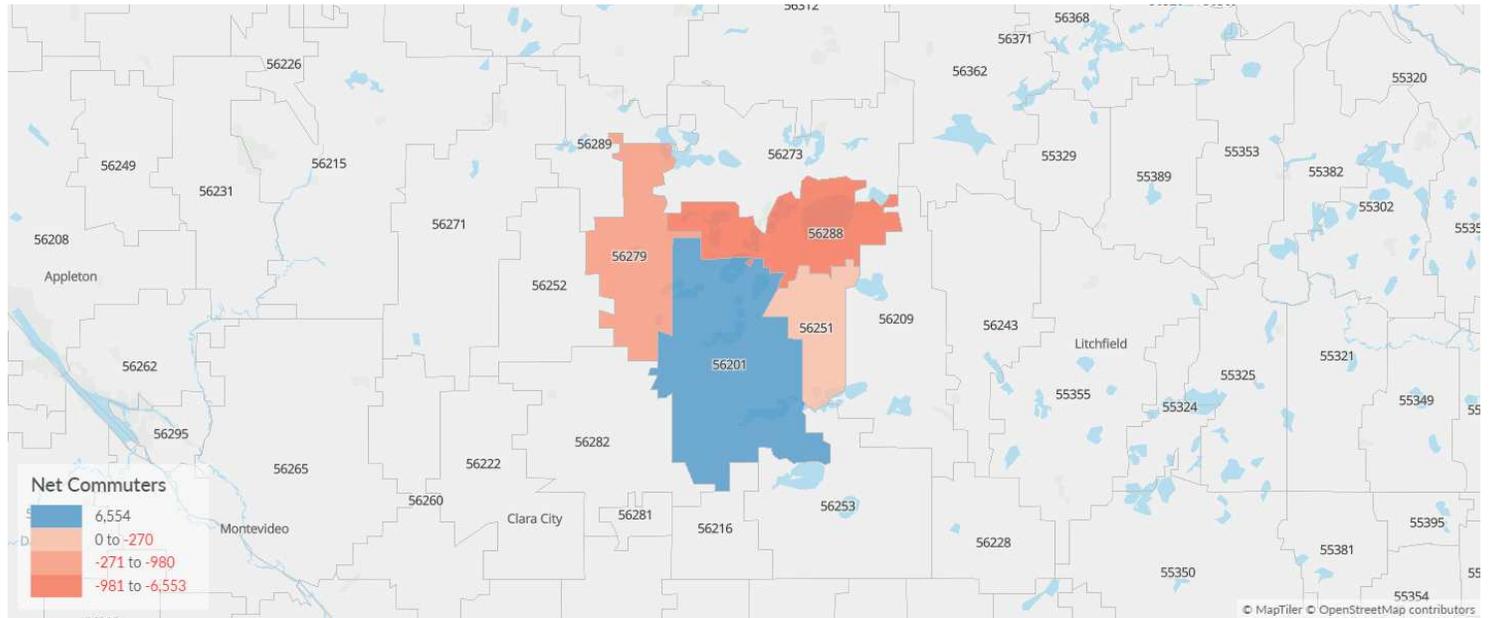


Property Crime

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

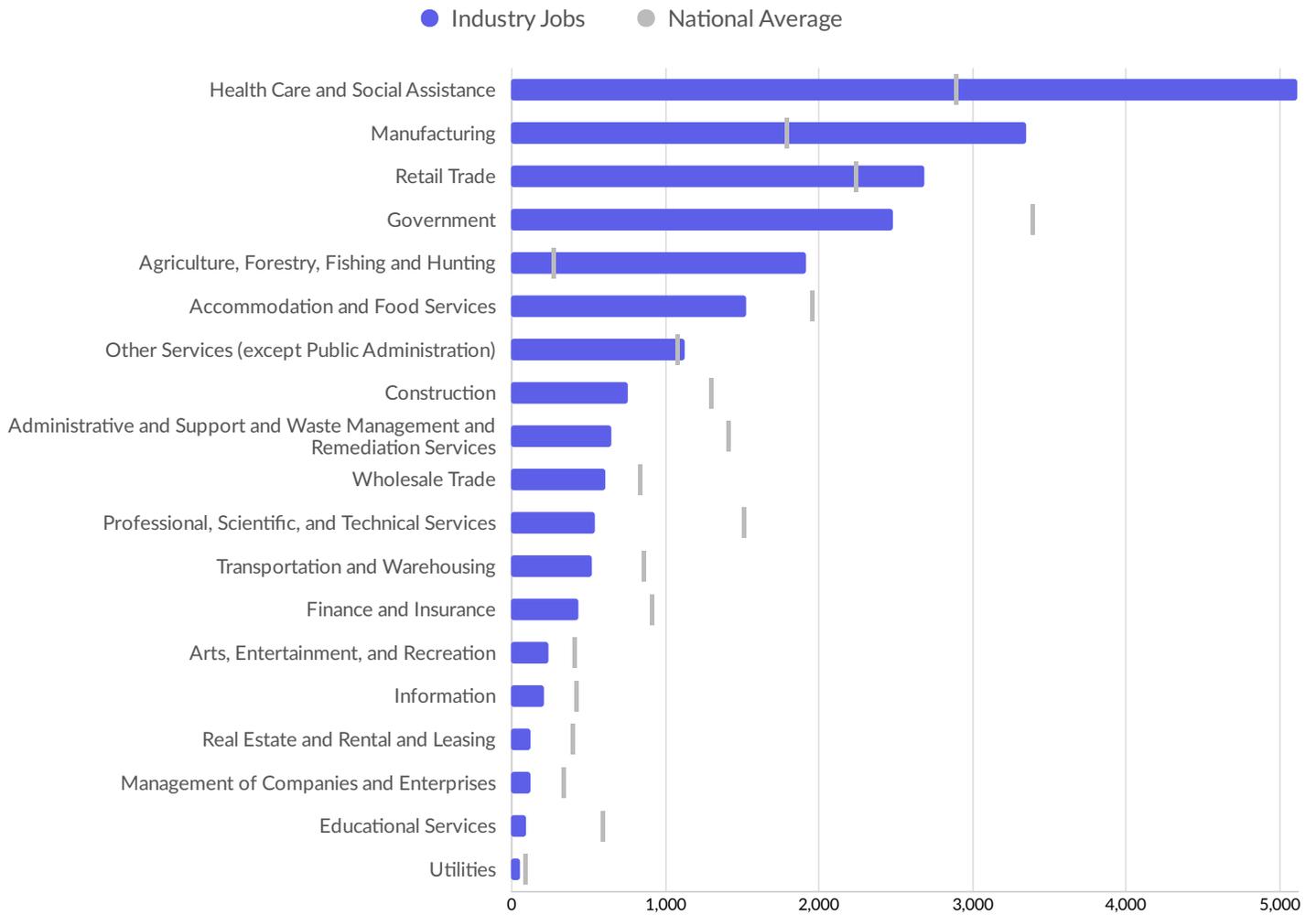
ZIP	Name	2019 Employment
56201	Willmar, MN (in Kandiyoh...	19,825
56288	Spicer, MN (in Kandiyoh...	2,370
56251	Kandiyohi, MN (in Kand...	234
56279	Pennock, MN (in Kandiy...	212

Where Talent Lives

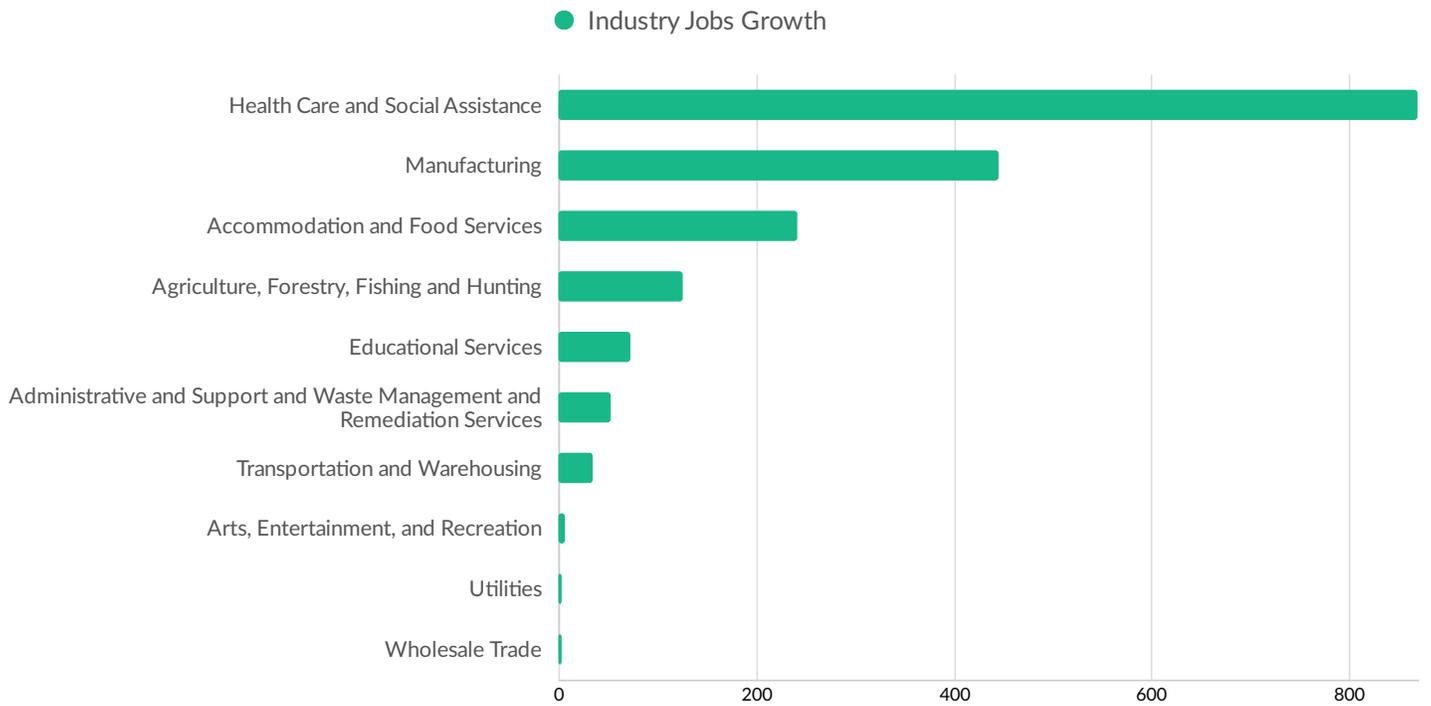
ZIP	Name	2019 Workers
56201	Willmar, MN (in Kandiyoh...	13,271
56288	Spicer, MN (in Kandiyoh...	3,351
56279	Pennock, MN (in Kandiy...	484
56251	Kandiyohi, MN (in Kand...	479

Industry Characteristics

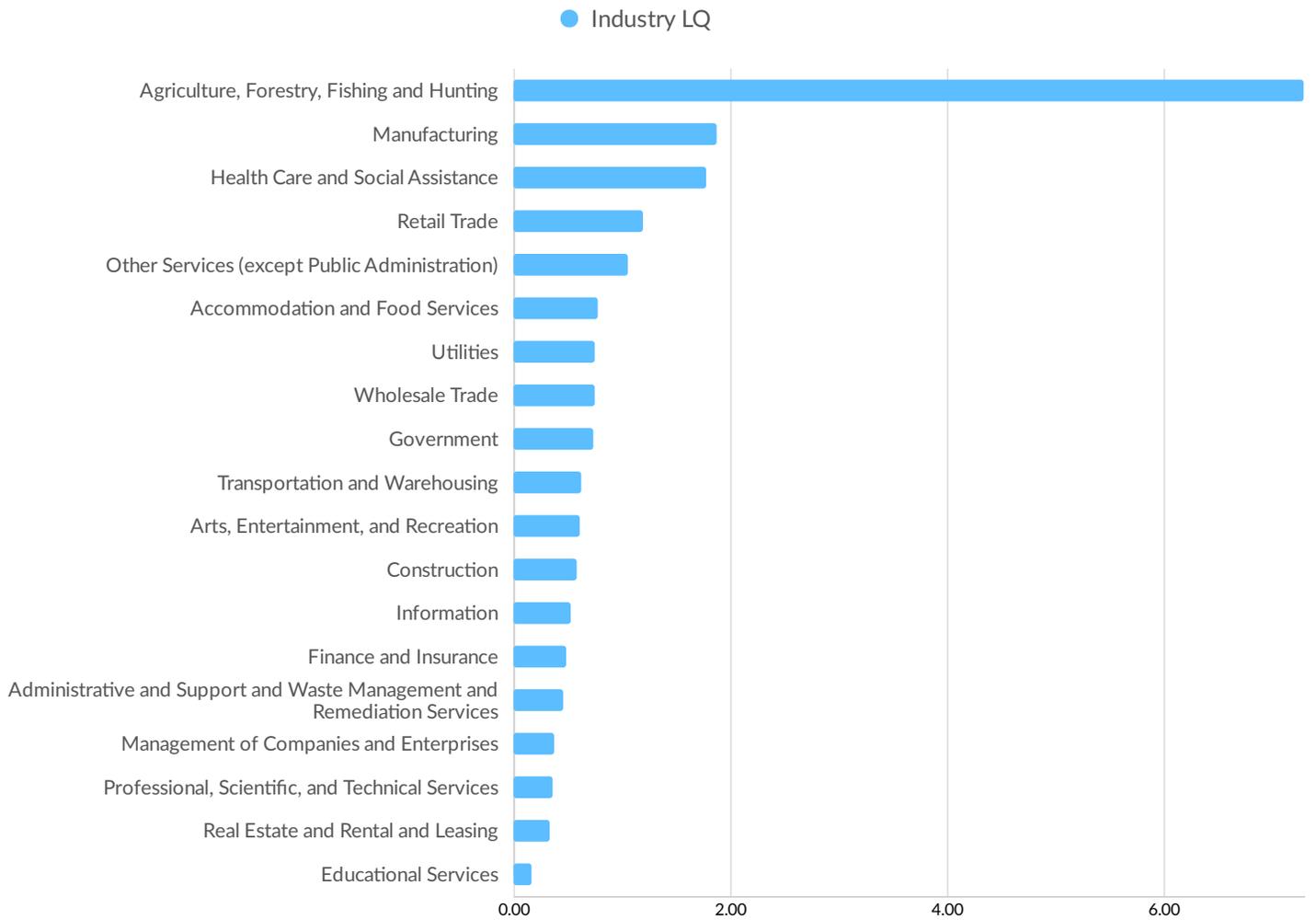
Largest Industries



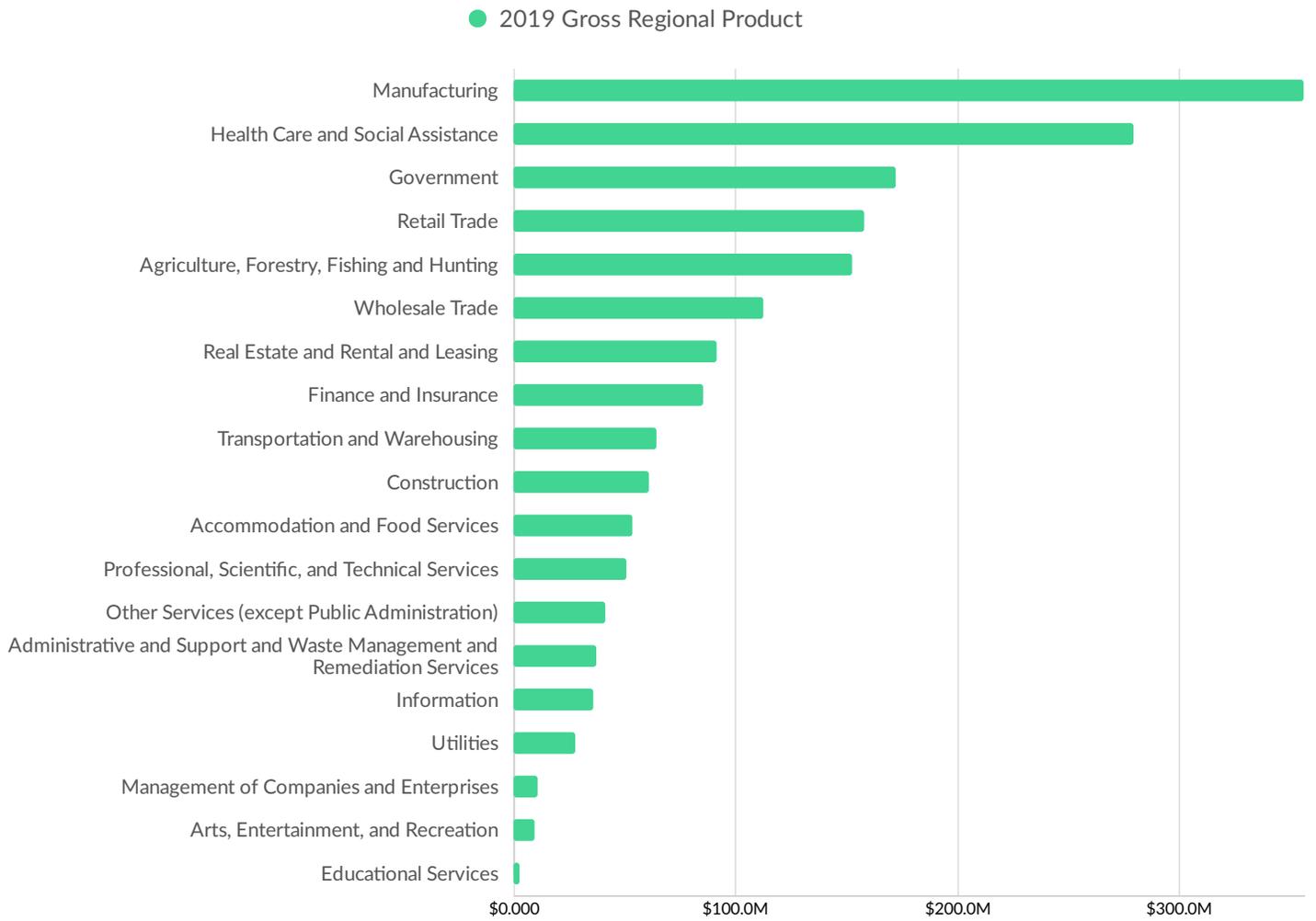
Top Growing Industries



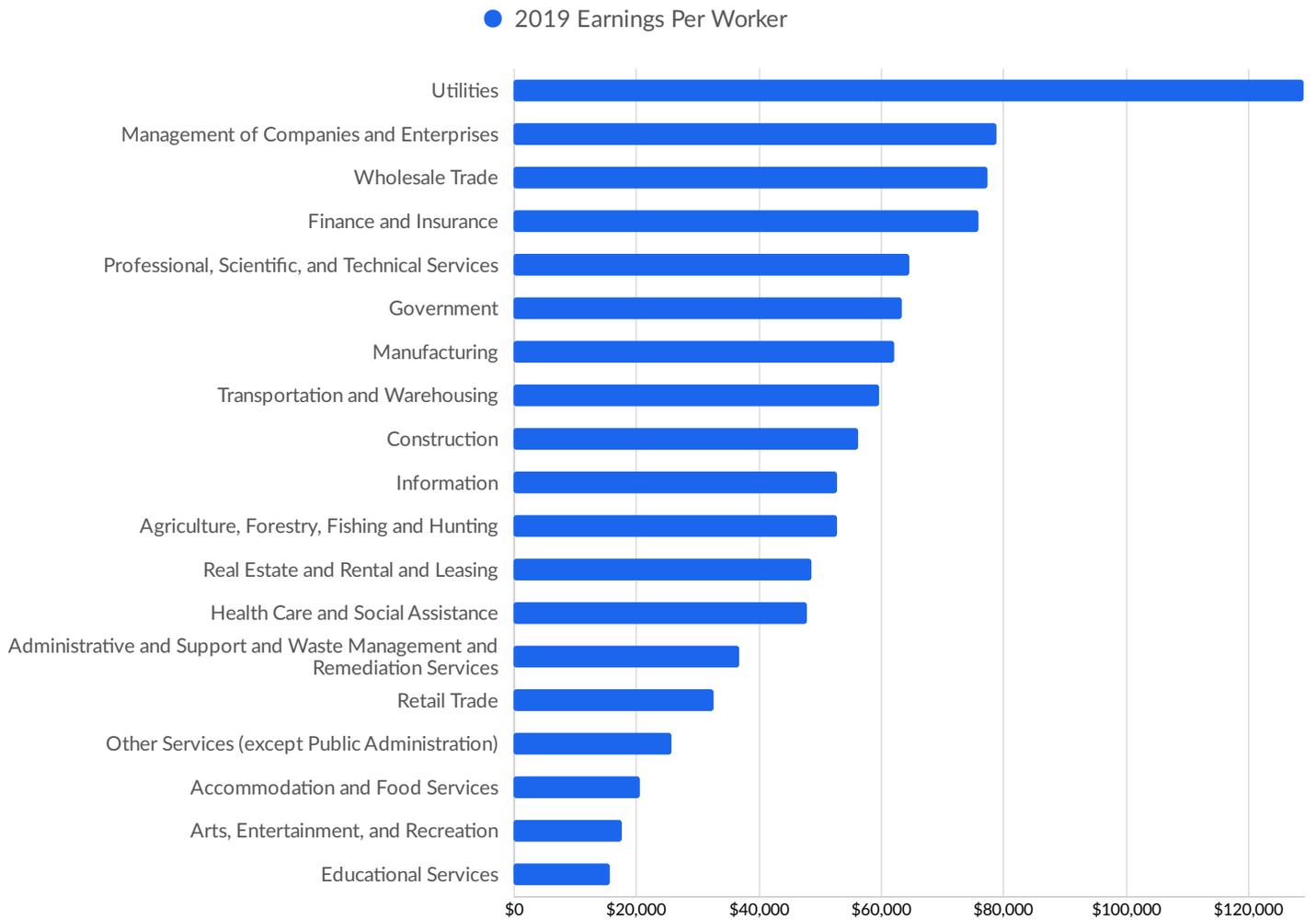
Top Industry LQ



Top Industry GRP



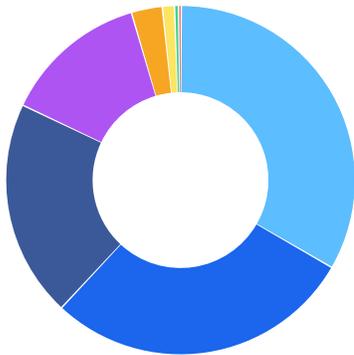
Top Industry Earnings



Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Health Care and Social Assistance	4,249	5,118	869	+20%	1.77	\$47,973	\$279.21M
Manufacturing	2,911	3,357	446	+15%	1.88	\$62,344	\$356.18M
Retail Trade	2,732	2,687	-45	-2%	1.20	\$32,658	\$157.79M
Government	3,342	2,481	-861	-26%	0.73	\$63,555	\$172.11M
Agriculture, Forestry, Fishing and Hunting	1,795	1,921	126	+7%	7.30	\$52,778	\$152.53M
Accommodation and Food Services	1,286	1,528	242	+19%	0.78	\$20,637	\$53.39M
Other Services (except Public Administration)	1,199	1,130	-69	-6%	1.06	\$25,930	\$41.11M
Construction	780	761	-19	-2%	0.59	\$56,208	\$61.07M
Administrative and Support and Waste Management and Remediation Services	600	653	53	+9%	0.47	\$36,842	\$37.02M
Wholesale Trade	611	614	3	+0%	0.74	\$77,517	\$112.71M
Professional, Scientific, and Technical Services	611	548	-63	-10%	0.37	\$64,631	\$50.99M
Transportation and Warehousing	494	529	35	+7%	0.62	\$59,717	\$64.16M
Finance and Insurance	470	435	-35	-7%	0.48	\$76,057	\$85.61M
Arts, Entertainment, and Recreation	237	244	7	+3%	0.62	\$17,631	\$9.53M
Information	246	217	-29	-12%	0.53	\$52,968	\$36.16M
Real Estate and Rental and Leasing	176	127	-49	-28%	0.33	\$48,714	\$91.85M
Management of Companies and Enterprises	132	124	-8	-6%	0.38	\$78,935	\$11.03M
Educational Services	27	100	73	+270%	0.17	\$15,835	\$2.95M
Utilities	55	58	3	+5%	0.75	\$129,128	\$27.60M

Business Characteristics

Business Size

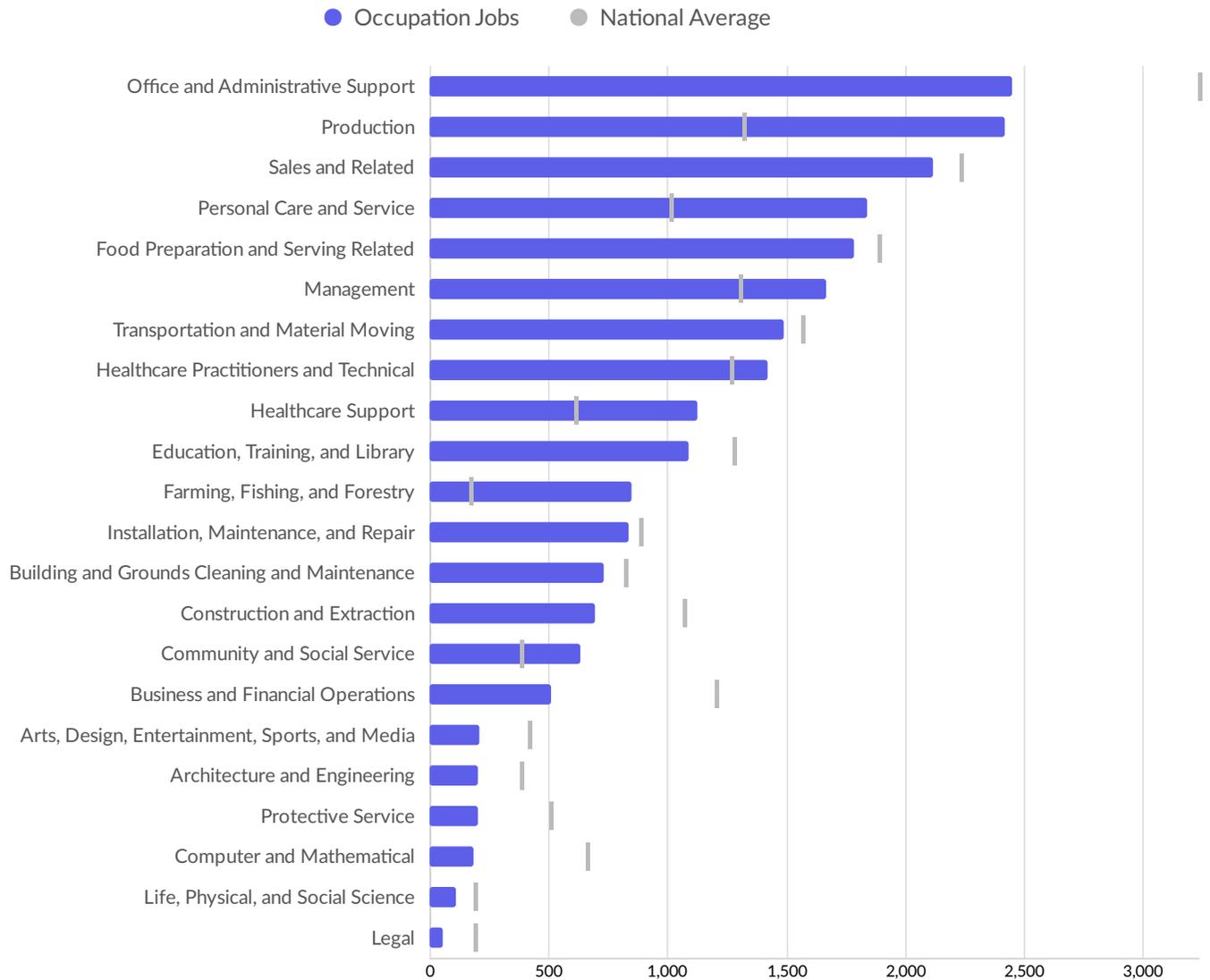


	Percentage	Business Count
1 to 4 employees	33.3%	534
5 to 9 employees	28.6%	459
10 to 19 employees	20.1%	323
20 to 49 employees	13.4%	215
50 to 99 employees	2.9%	46
100 to 249 employees	1.1%	18
250 to 499 employees	0.4%	6
500+ employees	0.2%	4

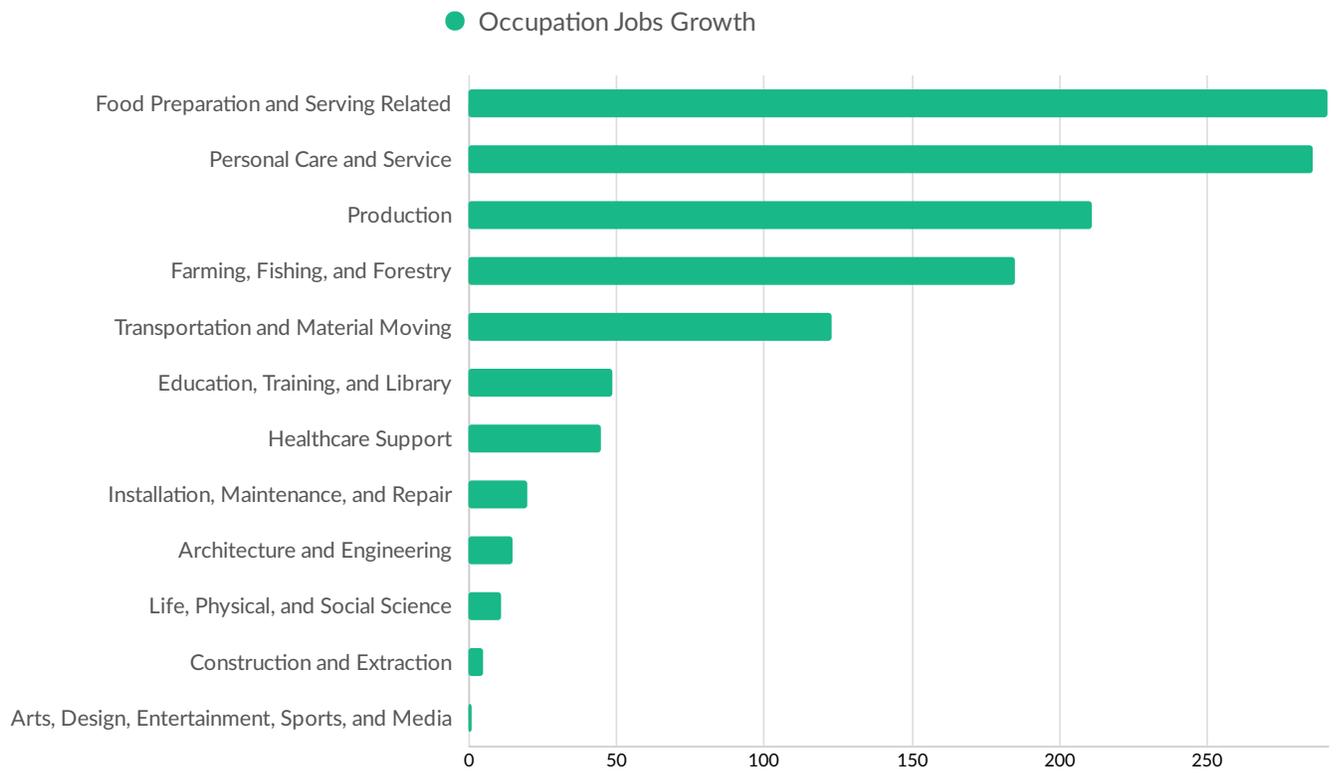
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

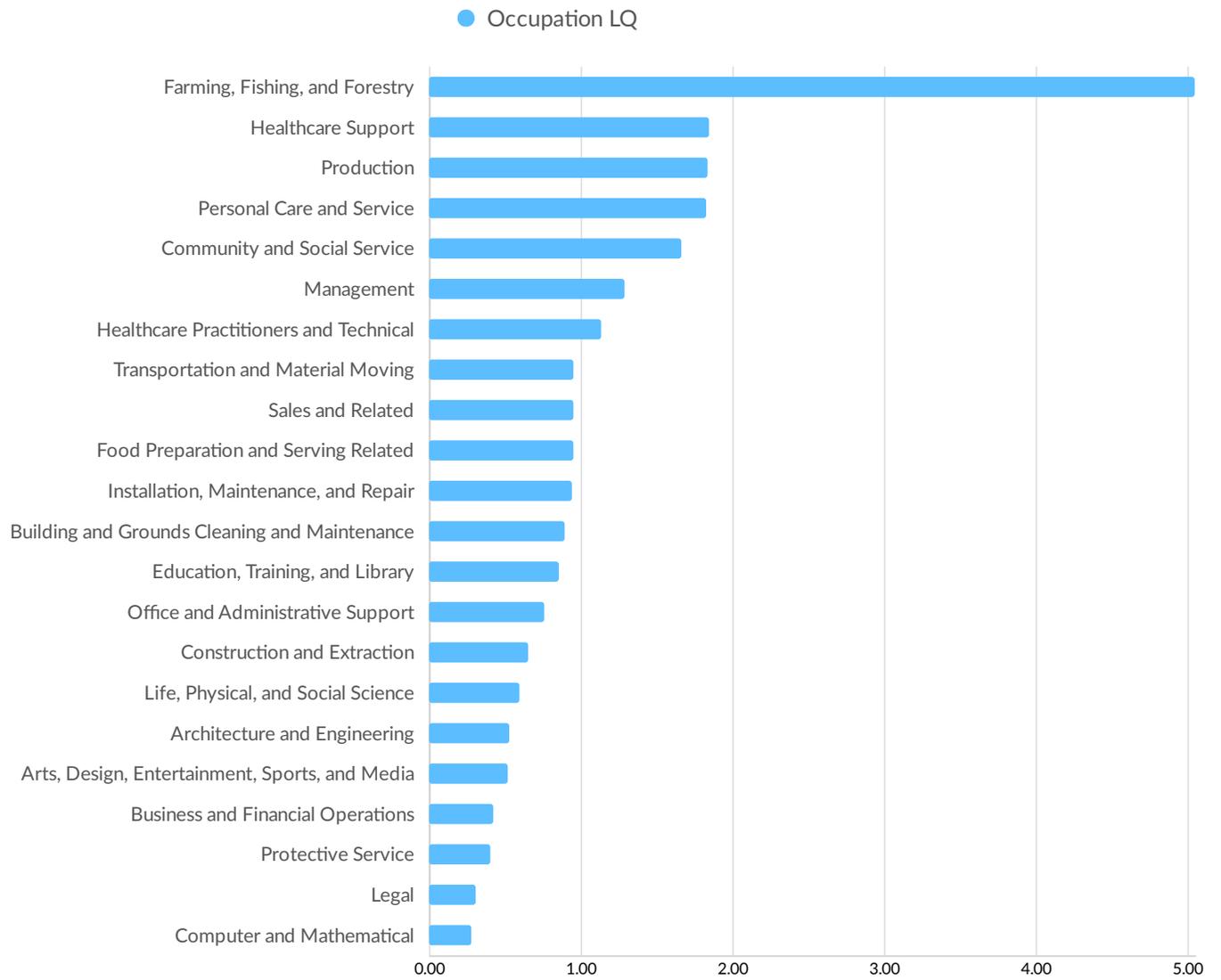
Largest Occupations



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	2,689	2,450	-239	-9%	0.76	\$17.81	0
Production	2,207	2,418	211	+10%	1.84	\$17.04	0
Sales and Related	2,170	2,120	-50	-2%	0.95	\$14.13	0
Personal Care and Service	1,554	1,840	286	+18%	1.83	\$13.18	0
Food Preparation and Serving Related	1,495	1,786	291	+19%	0.95	\$11.96	0
Management	1,778	1,670	-108	-6%	1.29	\$32.72	0
Transportation and Material Moving	1,369	1,492	123	+9%	0.95	\$17.63	0
Healthcare Practitioners and Technical	1,498	1,425	-73	-5%	1.13	\$31.02	0
Healthcare Support	1,079	1,124	45	+4%	1.85	\$14.22	0
Education, Training, and Library	1,043	1,092	49	+5%	0.86	\$21.04	0
Farming, Fishing, and Forestry	666	851	185	+28%	5.05	\$17.20	0
Installation, Maintenance, and Repair	814	834	20	+2%	0.95	\$21.37	0
Building and Grounds Cleaning and Maintenance	738	732	-6	-1%	0.89	\$13.22	0
Construction and Extraction	689	694	5	+1%	0.65	\$22.65	0
Community and Social Service	683	636	-47	-7%	1.67	\$21.80	0
Business and Financial Operations	515	512	-3	-1%	0.43	\$29.19	0
Arts, Design, Entertainment, Sports, and Media	211	212	1	+0%	0.52	\$19.55	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	188	203	15	+8%	0.53	\$31.96	0
Protective Service	207	201	-6	-3%	0.40	\$17.15	0
Computer and Mathematical	204	183	-21	-10%	0.28	\$31.28	0
Life, Physical, and Social Science	98	109	11	+11%	0.59	\$29.81	0
Legal	59	58	-1	-2%	0.31	\$33.51	0

Educational Pipeline

In 2018, there were 956 graduates in 4 Minnesota ZIPs. This pipeline has shrunk by 20% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, Registered Nursing/Registered Nurse, and Farm/Farm and Ranch Management.

