

Waseca County's Economic Pulse



R9 REGION NINE
DEVELOPMENT COMMISSION



Taking the Pulse

Demographic

Labor Market

Commercial Activity

Housing Dashboard

Demographic

Population Loss/Growth

Projected Growth

Aging = Critical in 2040

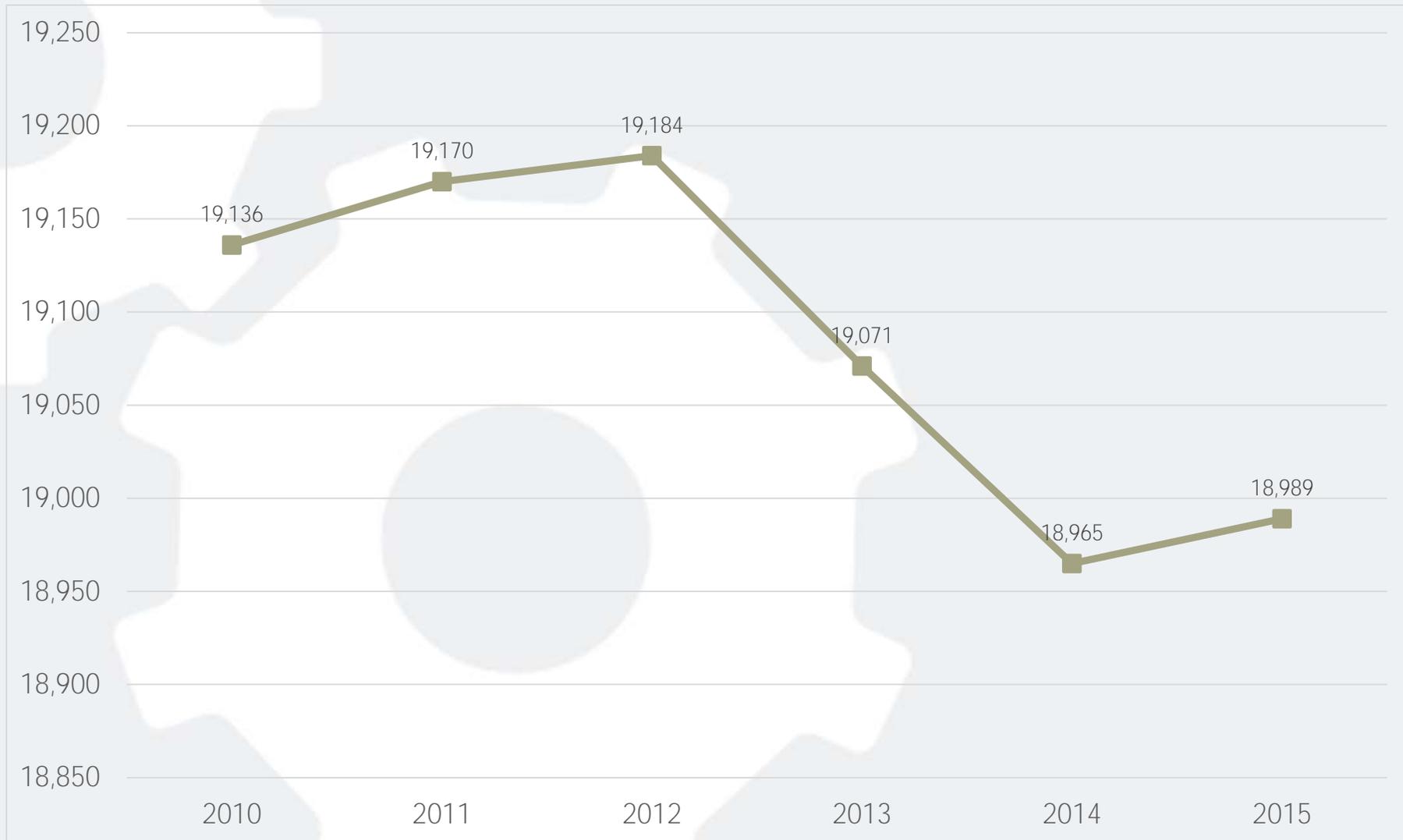
Education



Population Loss/Growth

Region	2010	2011	2012	2013	2014	2015	Change 2010-15
Blue Earth County	64,013	64,353	65,067	64,923	65,497	65,787	2.8%
Brown County	25,893	25,663	25,408	25,280	25,290	25,313	-2.2%
Faribault County	14,553	14,525	14,247	14,170	14,156	14,050	-3.5%
Le Sueur County	27,703	27,809	27,650	27,664	27,748	27,663	-0.1%
Martin County	20,840	20,626	20,472	20,423	20,206	20,022	-3.9%
Nicollet County	32,727	32,965	32,947	32,915	33,257	33,347	1.9%
Sibley County	15,226	15,182	15,109	15,040	14,897	14,875	-2.3%
Waseca County	19,136	19,170	19,184	19,071	18,965	18,989	-0.8%
Watsonwan County	11,211	11,172	11,125	11,051	10,969	10,952	-2.3%
Region Nine	231,302	231,465	231,209	230,537	230,985	230,998	-0.1%

Population Loss/Growth

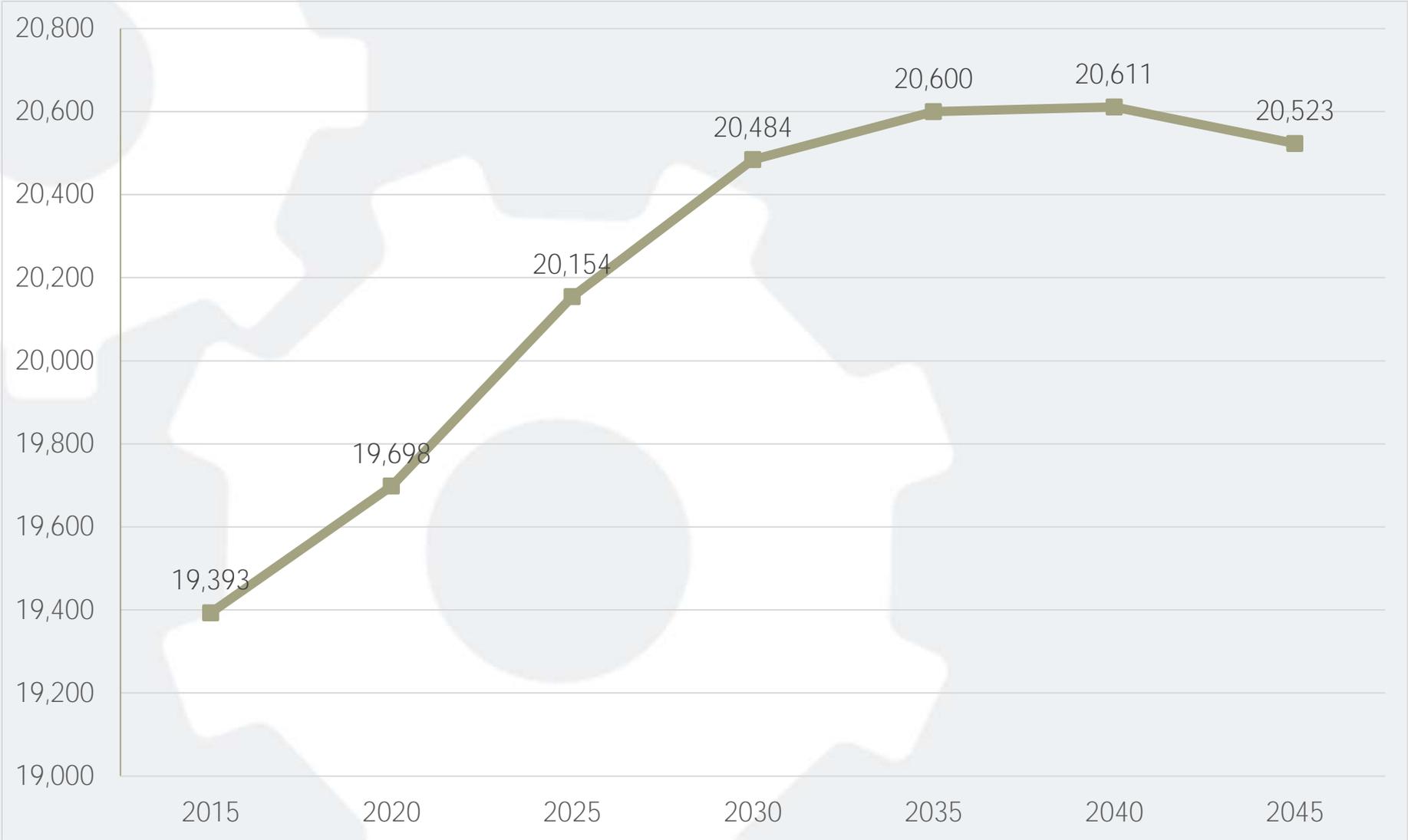


Projected Growth

Region	2015	2020	2025	2030	2035	2040	2045	% Change
Blue Earth County	63,664	64,455	65,535	66,021	66,110	66,049	65,942	3.6%
Brown County	26,183	26,316	26,466	26,729	26,946	26,963	26,772	2.2%
Faribault County	14,842	14,923	15,004	15,006	14,937	14,831	14,721	-0.8%
Le Sueur County	29,905	31,161	32,078	32,922	33,505	34,091	34,662	15.9%
Martin County	21,377	21,743	22,161	22,460	22,682	22,696	22,760	6.5%
Nicollet County	32,964	33,722	34,148	34,494	34,851	34,859	34,797	5.6%
Sibley County	15,796	16,208	16,578	16,913	17,166	17,339	17,483	10.7%
Waseca County	19,393	19,698	20,154	20,484	20,600	20,611	20,523	5.8%
Watonwan County	11,245	11,437	11,683	11,849	12,017	12,090	12,128	7.9%
Region Nine	235,369	239,663	243,807	246,878	248,814	249,529	249,788	6.1%

Source: Minnesota State Demographic Center

Projected Growth



Population Projections 60+, 2015-2045

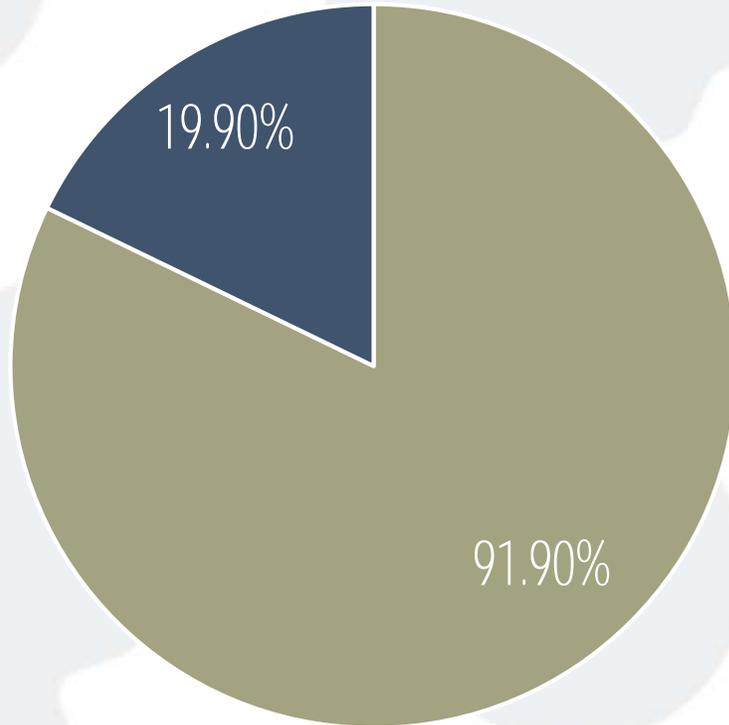


County	Median Age	Rank
Blue Earth	30.3	1
Nicollet	35.0	10
Waseca	38.8	25
Watonwan	39.7	30
Le Sueur	40.8	36
Sibley	40.9	37
Brown	43.2	55
Martin	45.6	69
Faribault	46.5	72

Source: American Community Survey

Education

MN Among Highest Educated



■ High School Graduate or Higher

■ Bachelor's Degree or Higher

- Rates significantly higher in working age adults aged 25 – 64
- Mid-to-upper 90%
- 65+ much lower (upper 70s to lower 80s)
- % Dropping out of WF lower

Labor Market

Industry Breakdown

Wages

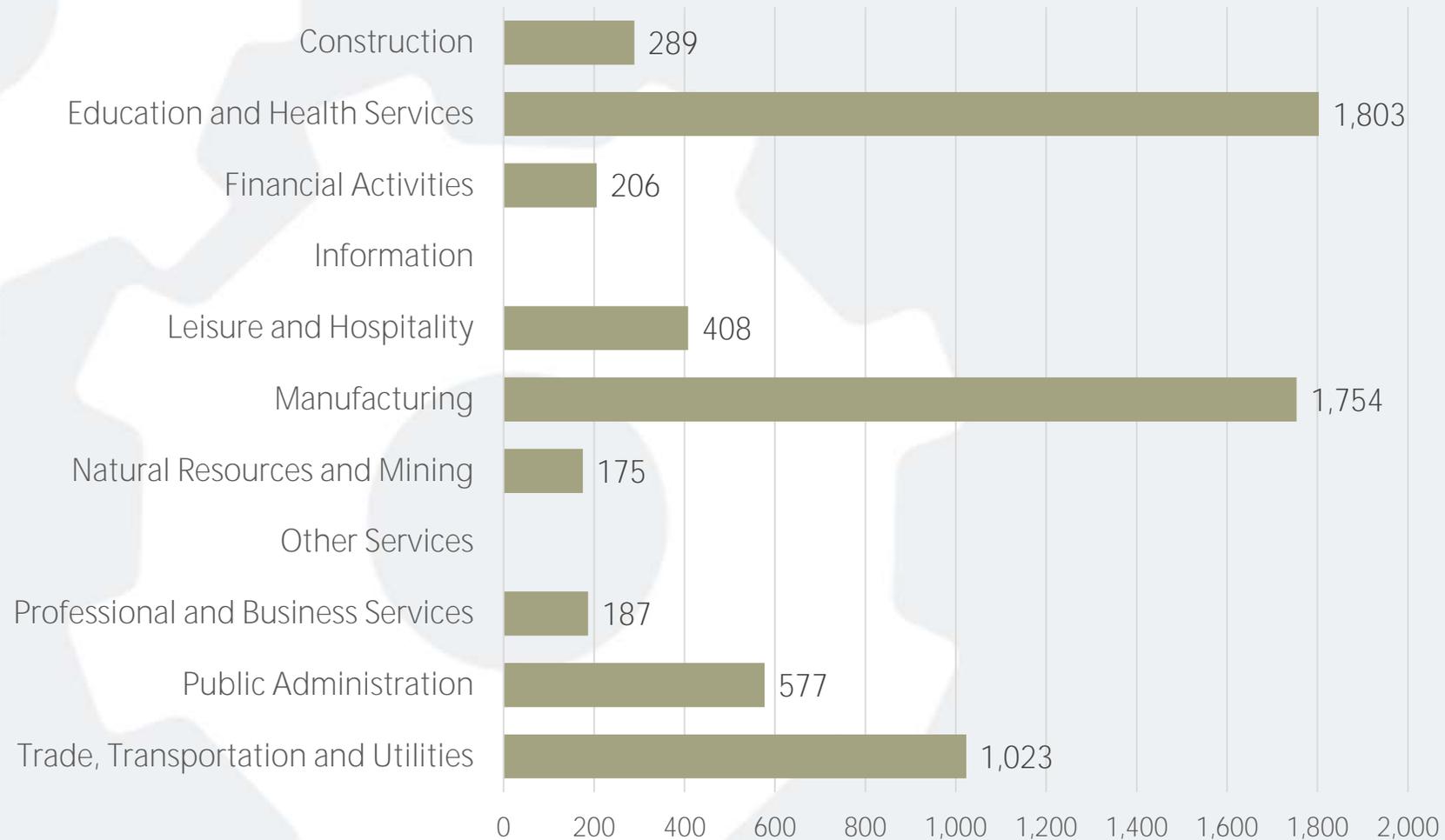
Commuter Patterns

Unemployment

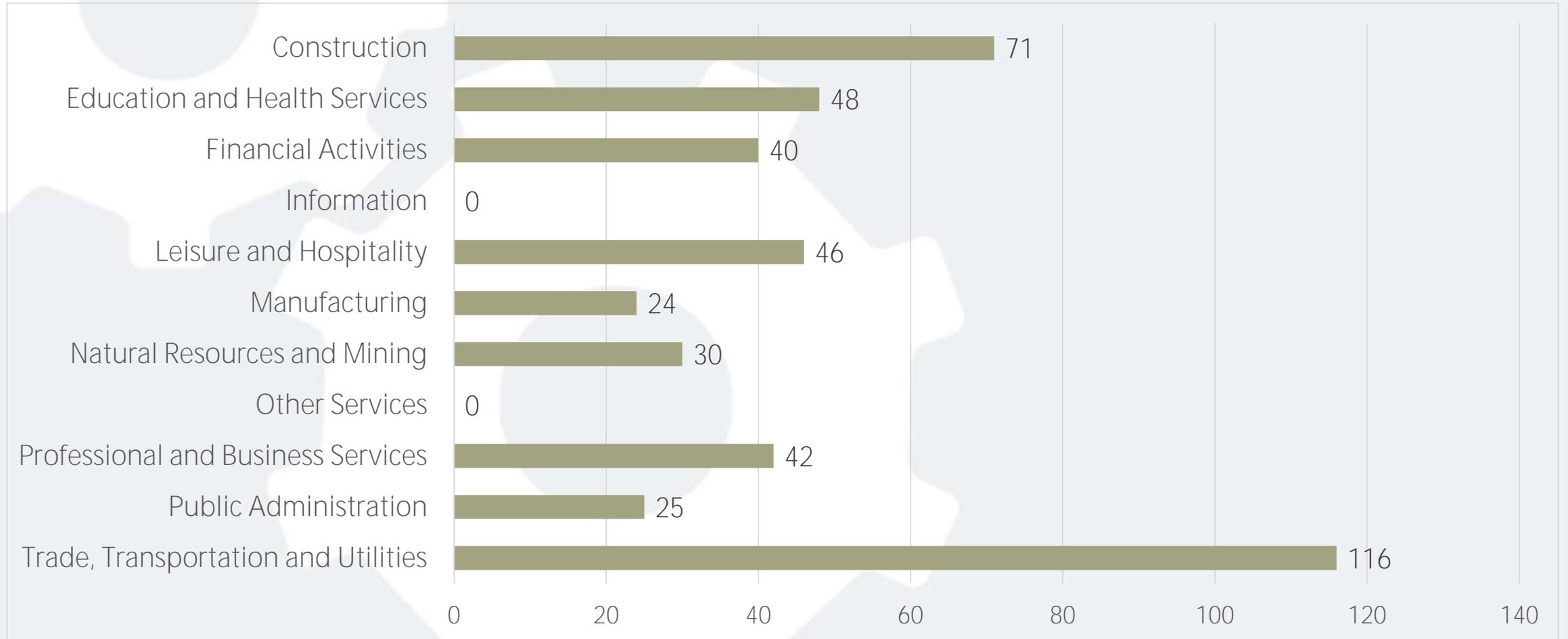
Recovery

Looming Labor Force Shortage

Employment Industry Mix



Employers



Wages Skew Higher East

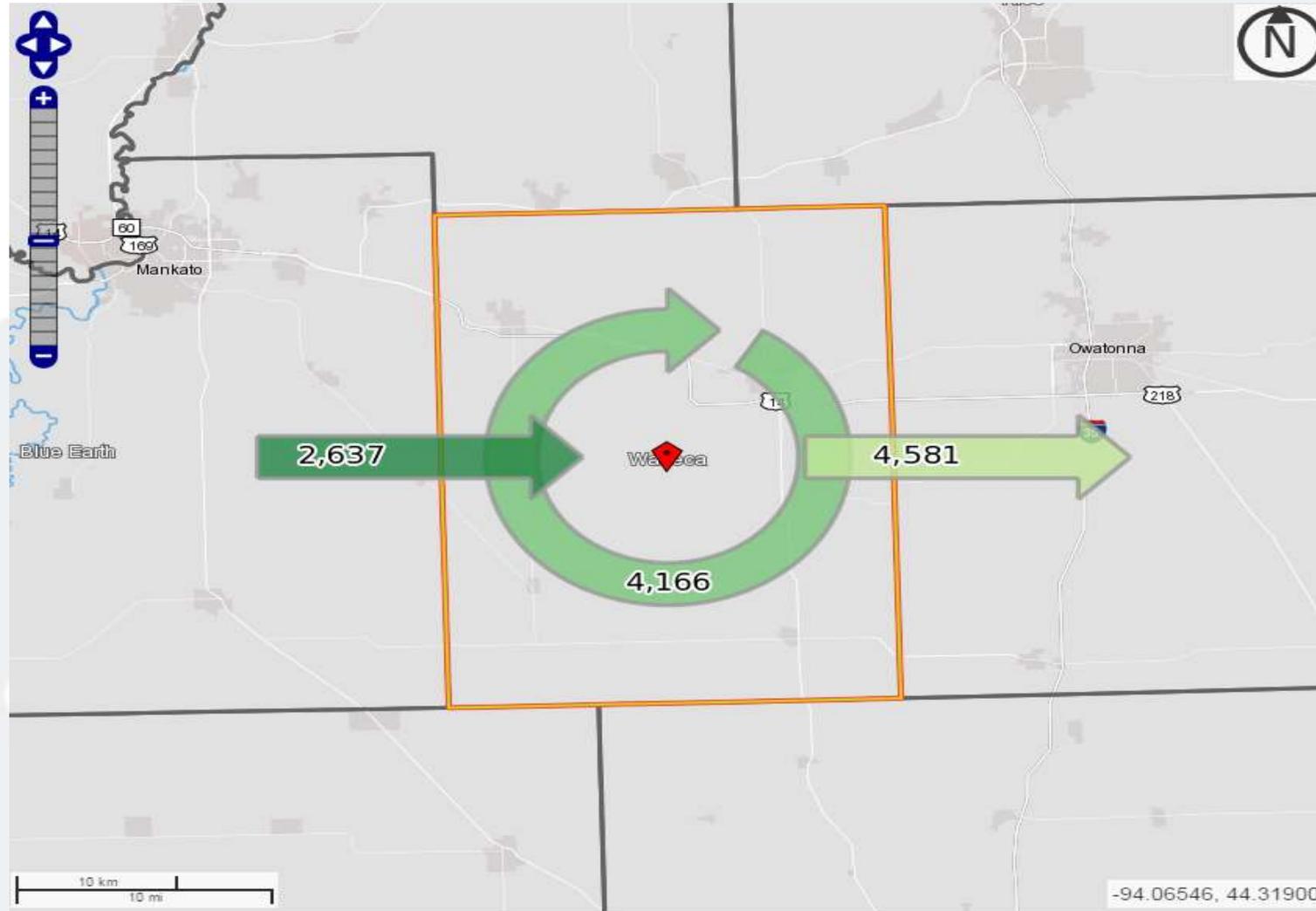
Region	Median Wage
MN	\$18.88
Southwest (Region 8)	\$15.48
South Central (Region Nine)	\$16.39
Southeast (Region 10)	\$17.77

- Wages skew higher from West to East in Southern Minnesota (MSA effect)
- Even in rural -- southeast and south central balance of region
- For all occupations

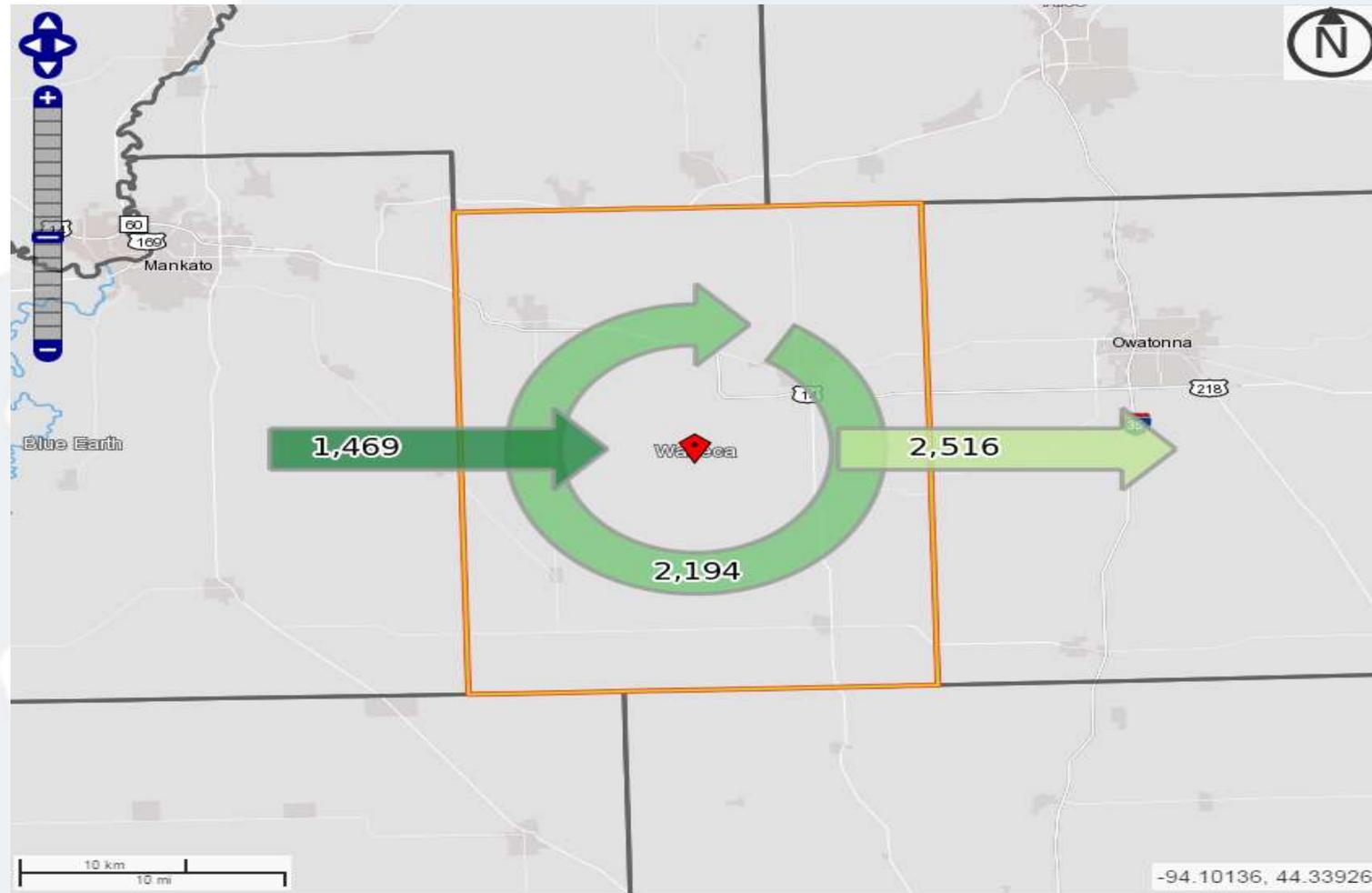
Highest Paying Occupations

Top Paying Occupations in South Central and Southeastern Minnesota					
Region 9 (South Central)			Region 10 (Southeast)		
Family and General Practitioners	120	\$ 89.53	Nurse Anesthetists	340	\$89.91
Pharmacists	200	\$ 60.12	Pediatricians, General	60	\$87.52
Marketing Managers	190	\$ 55.07	Psychiatrists	30	\$83.64
Chief Executives	360	\$ 53.91	Family and General Practitioners	250	\$82.28
Engineering Managers	70	\$ 52.00	Internists, General		\$81.44
Personal Financial Advisors	80	\$ 50.32	Podiatrists	10	\$70.89
Nurse Practitioners	120	\$ 50.28	Pharmacists	780	\$63.37
Health and Safety Engineers, Except Mining Safety Engineers and Inspectors	30	\$ 49.55	Compensation and Benefits Managers	30	\$60.48
Physician Assistants	90	\$ 49.38	Chief Executives	570	\$58.72
Advertising, Marketing, Promotions, Public Relations, and Sales Managers	640	\$ 48.71	Physician Assistants	380	\$55.42
Psychiatrists	10	\$ 48.65	Engineering Managers	180	\$54.78
Software Developers, Systems Software	90	\$ 48.53	Optometrists		\$54.64
Computer and Information Systems Managers	210	\$ 48.13	Computer and Information Systems Managers	700	\$54.05
Electronics Engineers, Except Computer	50	\$ 46.65	Nurse Midwives		\$53.09
Financial Managers	400	\$ 46.07	Software Developers, Systems Software		\$51.68

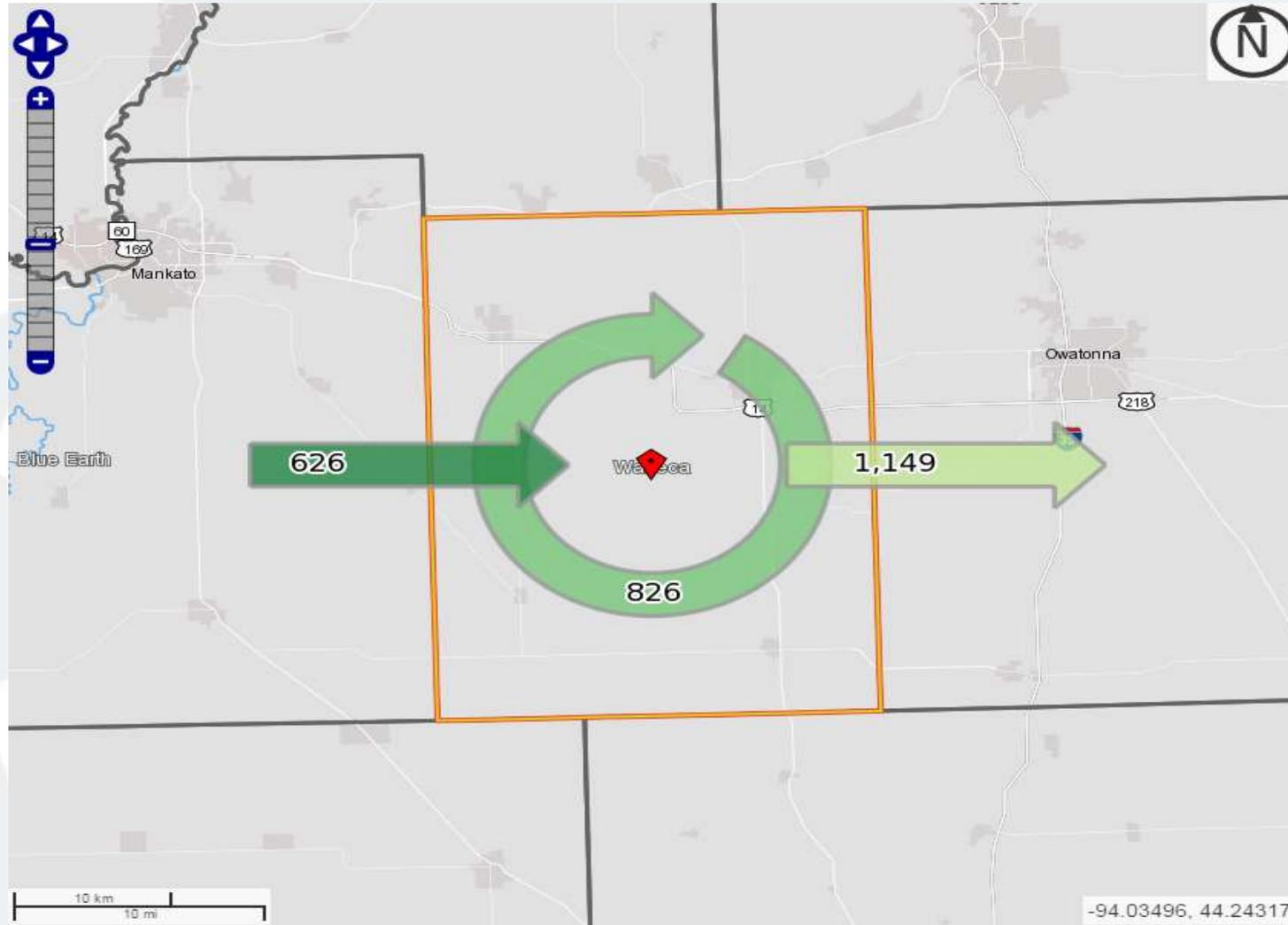
Commuter Patterns - All Workers



Commuter Patterns Age 30 to 54 (Prime Working Age)

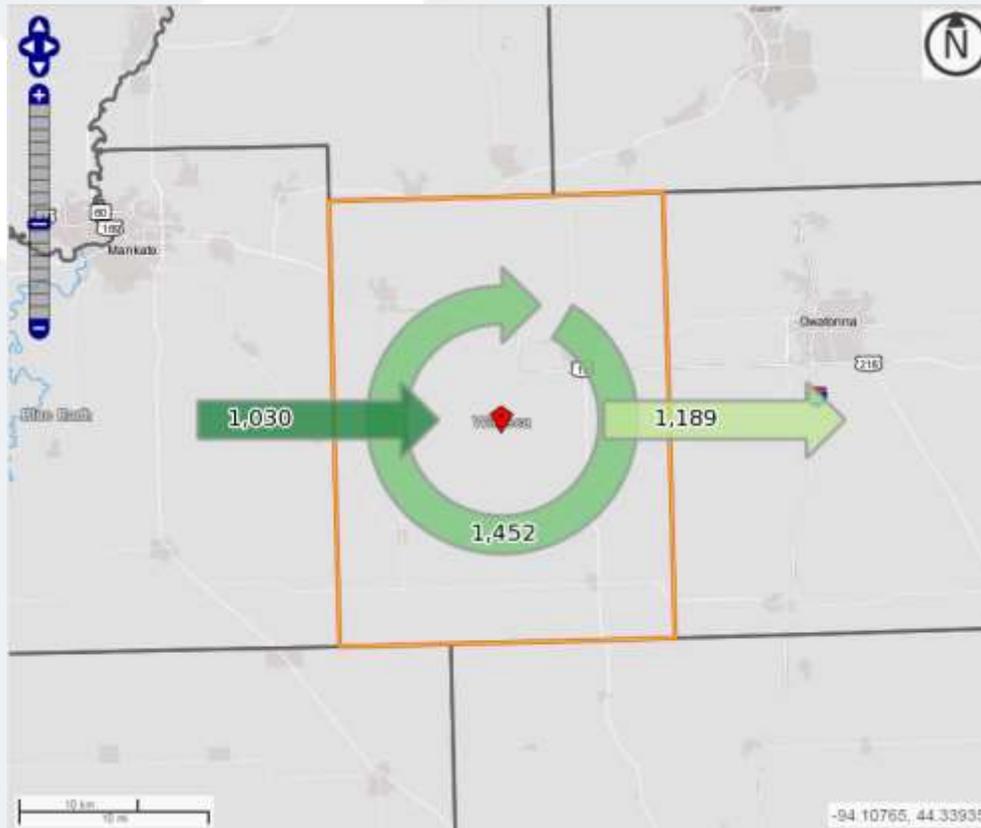


Commuter Patterns - Age 29 or Younger

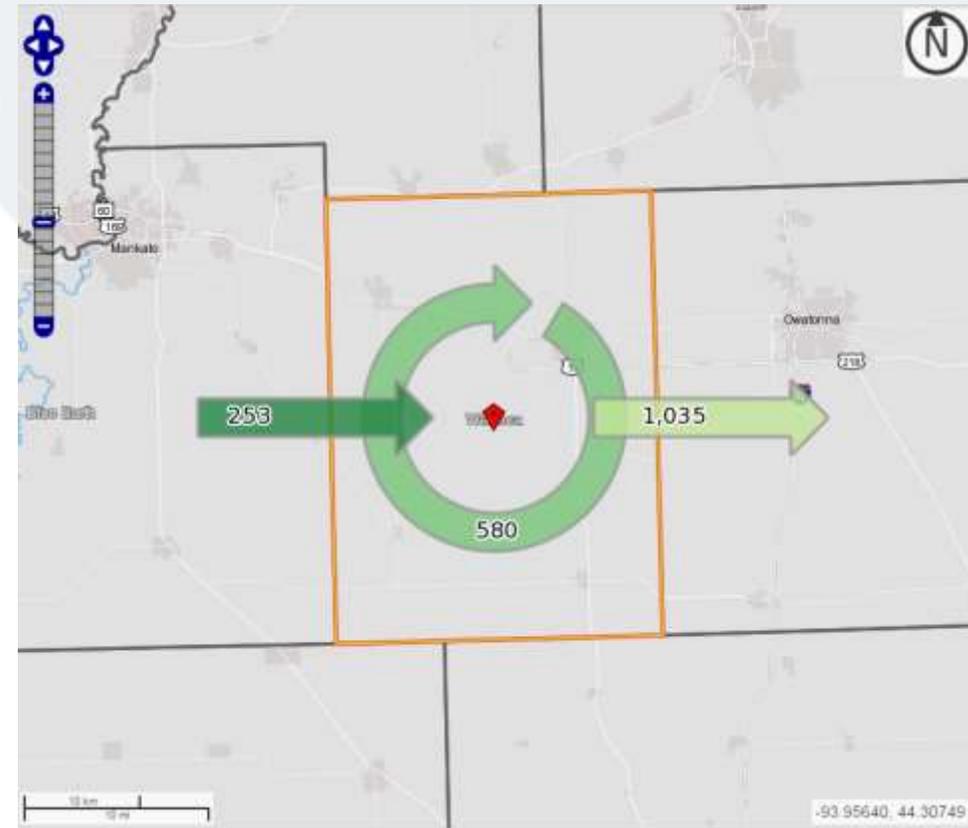


Commuter Patterns by Productivity

Goods Producing



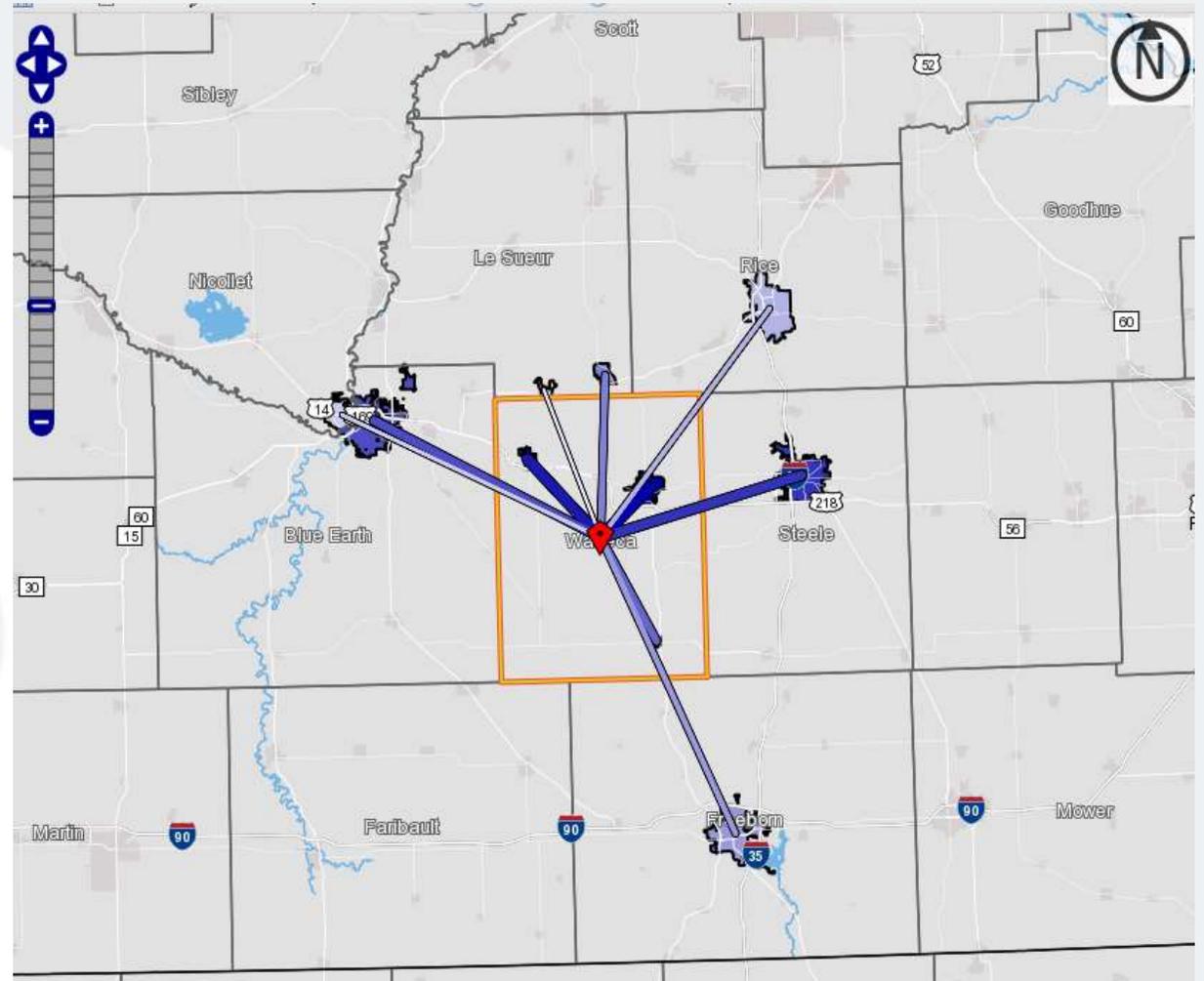
Trade, Transportation and Utilities



Where Waseca Workers are From

Home Destination Report - Where Workers Live Who are Employed in the Selection Area - 2014

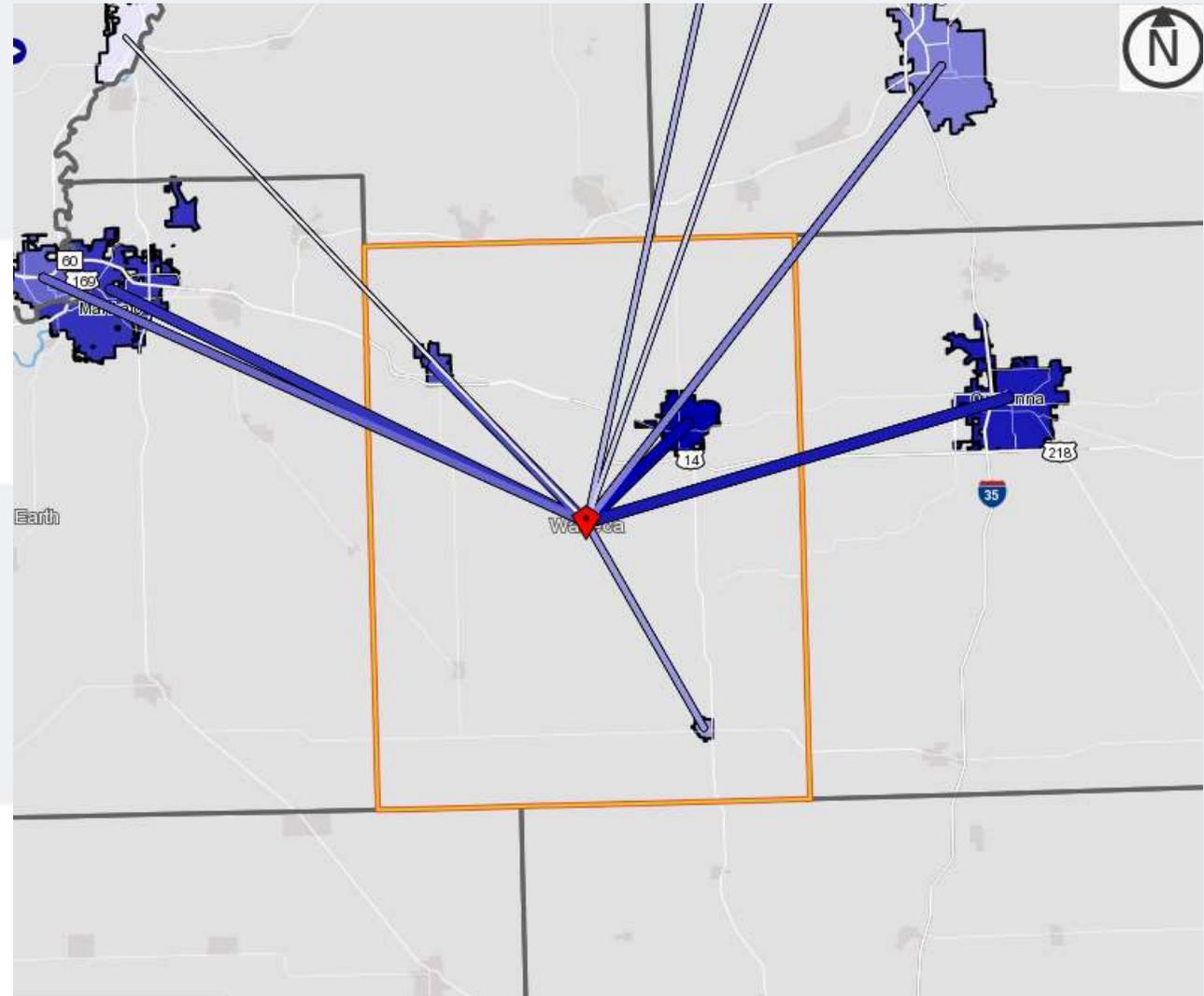
	Count	Share
Waseca city, MN	2,243	33.0%
Janesville city, MN	411	6.0%
Owatonna city, MN	326	4.8%
Mankato city, MN	202	3.0%
New Richland city, MN	189	2.8%
Waterville city, MN	116	1.7%
Albert Lea city, MN	109	1.6%
Faribault city, MN	88	1.3%
North Mankato city, MN	83	1.2%
Elysian city, MN	43	0.6%
Waldorf city, MN	40	0.6%
Eagle Lake city, MN	35	0.5%
Rochester city, MN	31	0.5%
Le Center city, MN	25	0.4%
St. Peter city, MN	25	0.4%



Where Waseca Residents Commute To

Work Destination Report - Where Workers are Employed Who Live in the Selection Area - 2014

	2014	
	Count	Share
Waseca city, MN	3,378	38.6%
Owatonna city, MN	847	9.7%
Mankato city, MN	748	8.6%
Janesville city, MN	288	3.3%
North Mankato city, MN	222	2.5%
Faribault city, MN	206	2.4%
New Richland city, MN	174	2.0%
Bloomington city, MN	133	1.5%
St. Paul city, MN	105	1.2%
St. Peter city, MN	89	1.0%
Minneapolis city, MN	88	1.0%
Rochester city, MN	80	0.9%
Waterville city, MN	78	0.9%
New Ulm city, MN	71	0.8%
Marshall city, MN	46	0.5%
Plymouth city, MN	46	0.5%



Unemployment Historic

Annual Unemployment Rate



A worker in a dark jacket with 'PST Mechanical' on the back, kneeling and working on a window frame. The worker is wearing a face mask and safety glasses. The jacket also has 'Heating, Cooling & More' and '(630) 365-5111' printed on it. The worker is in a room with a window, and there is a broom and a tray on the floor nearby.

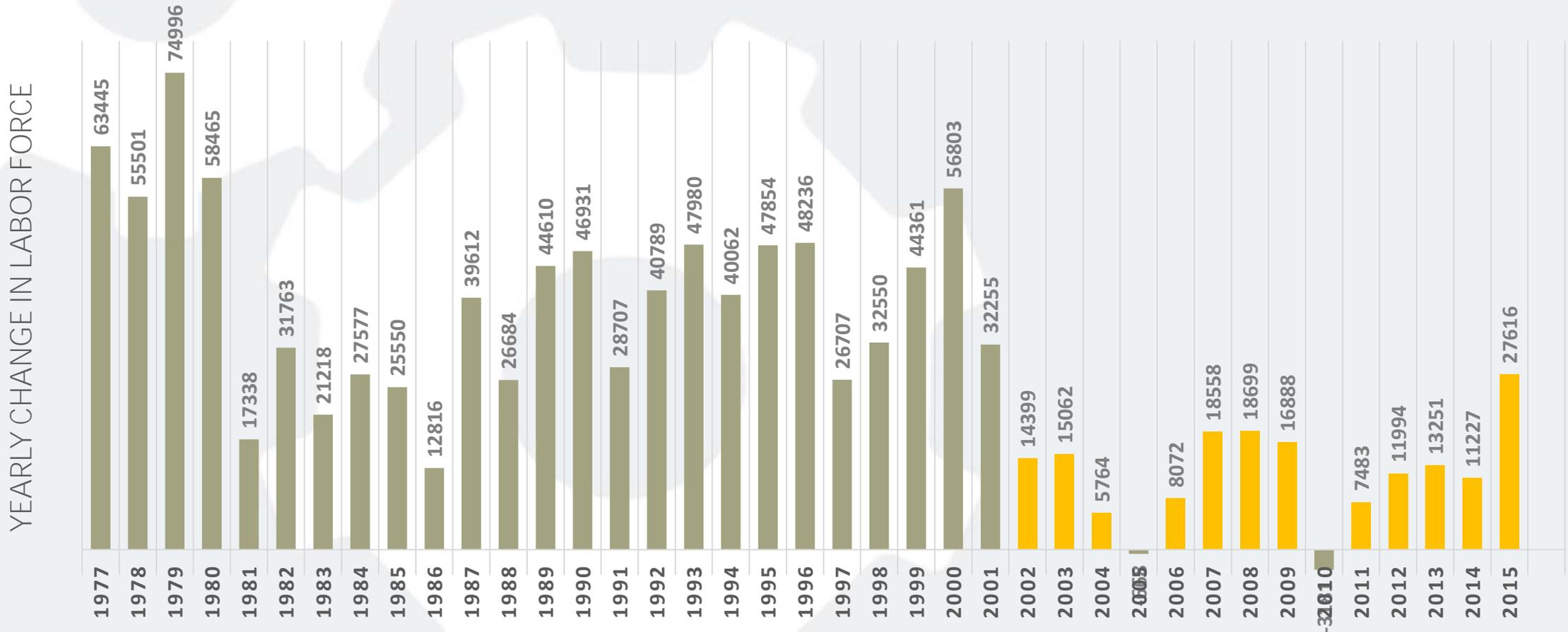
Looming Workforce Shortage

Statewide Labor Force Growth is Slowing

1977 – 2001 = 40,023

2001 – 2015 = 13,161

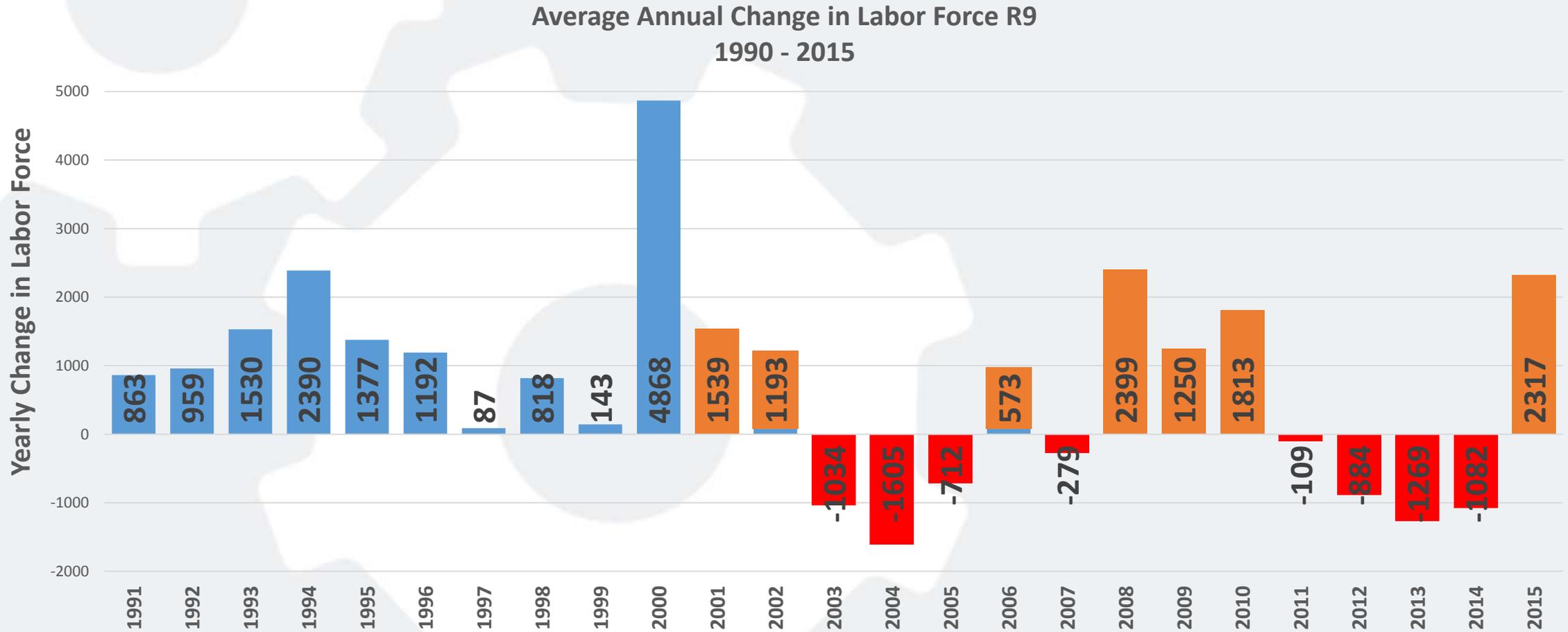
AVERAGE ANNUAL CHANGE IN LABOR FORCE STATE 1976 - 2015



Region Nine Labor Force Growth is Slower

1991-2001 = 1,423

2001-2015 = 274



Commercial Activity

A row of semi-trucks parked in a lot under a blue sky with clouds. The trucks are in various colors, including yellow, white, black, and red. The red truck in the foreground has 'PORTON' written on its side. The scene is brightly lit, suggesting a sunny day.

Private Sector is Economic Development

Transportation of Goods and Services

Commercial Activity (2015)

PRIVATE

79.6% EMPLOYMENT
90.9% EMPLOYERS

440 Private Employers

5 Major Employers

Itron
Cinch Connectivity Solutions
Quad/Graphics
Delta Waseca
Birds Eye

PRIVATE

Region Nine

84.9% Employment
92.3% Establishments

Region 10:

87.6% Employment
94.3% Establishments

A photograph of a single-story house with light blue siding and a dark roof. The house has a front porch with white columns and a small gable roof over the entrance. There are several windows with white shutters and a garage on the right side. The house is surrounded by green trees and bushes. The image is slightly faded to allow text to be overlaid.

Housing

Owner Occupied

Renter Occupied

Vacancy

Migratory Patterns of Workers

Housing Situation

7,903 HOUSING UNITS

92.1% Occupied

7.9% Vacant

78.1%

21.9%

Owner Occupied

Renter Occupied

52.1%

26.1%

Owned
Mortgage or Loan

Owned
Fee & Clear

Mortgage or Loan

Fee & Clear

Housing Situation

7,903 HOUSING UNITS

92.1% Occupied

7.9% Vacant – 622 units

28.5%
for rent

16.7%
for seasonal,
recreational
or migratory
workers

Housing

23%

Waseca County ranks 19th in MN for lowest percentage of cost burdened homes!



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DEVELOPMENT COMMISSION



Conclusions

Waseca County lost population, but will grow population until 2040!

Waseca, due in part to being the 3rd youngest in our region, will not age as rapidly as the rest of the region!

Waseca County has a high percentage of high-school graduates , but lags in higher education attainment.

Hospitals, nursing and residential health care facilities, clinics, and educational services, as **well as retail establishments and warehousing and manufacturing are key drivers to Waseca's** local economy.

Wages trend to gravitate higher towards major metropolitan areas, and higher wage health care occupations are more numerous to the east of Waseca than to the west.

Conclusions

The majority of commuters live and work in Waseca County and there are some traces of commuters from Owatonna, Rochester, Mankato, and Faribault. On the flipside, there are greater traces of commuters from Waseca to the Twin Cities.

While the unemployment rate is relatively low, “full employment” brings about its own challenges – in that there are fewer workers available to fill jobs. Compound this with the fact that workforce growth is slowing and the region, as a whole, faces an impending workforce shortage.

Waseca has some major employers, including Itron, Cinch, Delta, Birds Eye, and Quad Graphics and represents 440 private employers (approximately 91 percent of all employers). Business development and job creation will be fueled by this strength of private sector employers.

While 23% of homes are cost-burdened in Waseca County, this is in the top 22 percent of all counties across the state.

R9 REGION NINE DEVELOPMENT COMMISSION

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