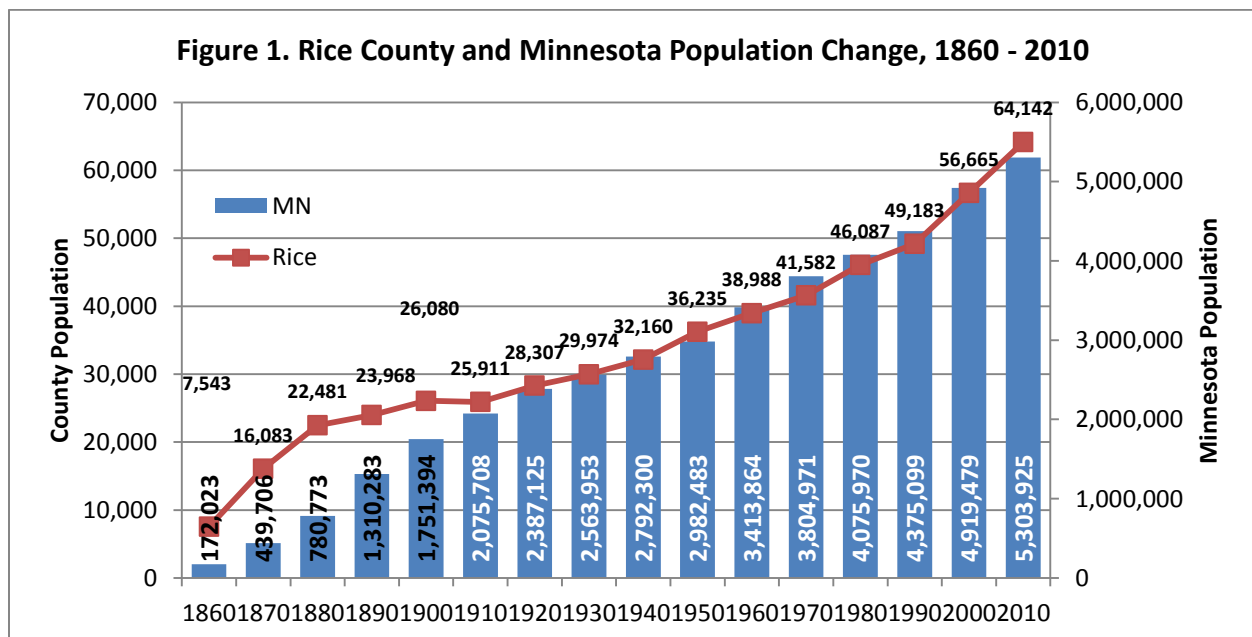


Rice County Demographic & Economic Profile

Population Trends

The population of Rice County has steadily risen in line with the State of Minnesota. At the 2010 Census, Rice County ranked 13th in the state in total population, and 13th in population growth from 2000 to 2010. Additionally, 61.4 percent of the population of Rice County were working age adults (ages 18 to 64 years), 10th highest in Minnesota. From 2000 to 2010, the population of Rice County has grown 13.2 percent (7,477 people) while Minnesota's population increased 7.8 percent. Nationally, the United States grew 9.7 percent from 2000 to 2010. So, while the state lagged behind the national growth rate, Rice County surpassed it by 3.5 percent.

Historically, Rice County has seen incremental population growth during the past 150 years. Since 1940, the population has nearly doubled after marginal increases from 1880 to 1940. During the past 50 years, the population of Rice County has grown 65 percent. (See Figure 1). During that time, the population of Rice County saw its greatest population growth during the 1990s – growing 15.2 percent during that decade. From 1960 to 2010, population growth rates have been: 6.7 percent during the 1960s, 10.8 percent during the 1970s, 6.7 percent during the 1980s, 15.2 percent during the 1990s, and 13.2 percent from 2000 to 2010. Rice County population growth over the past 20 years was the highest since the first decennial Census data was released, growing: 113 percent in the 1860s, 39.8 percent in the 1870s, 6.6 percent in the 1880s, 8.8 percent in the 1890s, -0.6 percent in the 1900s, 9.2 percent in the 1910s, 5.9 percent in the 1920s, 7.3 percent in the 1930s, 12.7 percent in the 1940s, and 7.5 percent in the 1950s. Essentially, there have been three significant population jumps during the history of Rice County: 1860 - 1880, the 1940s, and 1990 to 2010.



Along with county-wide population growth over the past decade, the most populace cities in Rice County have grown from 2000 to 2010 as well. (See Table 1.) The City of Faribault was the most populated city in the county, and grew 2,534 people from 2000 to 2010, a 12.2 percent increase. The City of Northfield had the largest population growth, with 2,860 residents and a 16.7 percent increase. Lonsdale also grew at the highest rate of any other population or township in the county – a whopping 146.4 percent (2,183 residents)! The City of Dundas also saw a rather significant spike in population, growing from 820 residents to 1,367 residents – a nearly 150 percent increase.

Many townships across the county, however, lost population during the decade. Wells Township lost 149 residents (an 8.5 percent decrease from 2000 to 2010), Bridgewater Township lost 126 residents (a 6.6 percent decrease), Wheatland Township lost 121 residents (an 8.9 percent decrease), and Warsaw Township lost 113 residents (down 7.9 percent). The largest percentage of population lost was in Richland Township, which was down 11.7 percent from 2000 to 2010.

Two of the smallest cities saw the 3rd and 4th highest growth rates in Rice County during this time. Nerstrand City, with 295 residents, is the second lowest incorporated population in Rice County and saw growth rates nearly double that of the county as a whole – (62 added residents, 26.6 percent growth). Dennis City also rose significantly (up 26.2 percent, with an added 44 residents).

In all the county's 7,477 added residents were primarily gathered in the top three cities – Faribault, Northfield, and Lonsdale accounted for 7,577 more residents from 2000 to 2010, while the rest of the county lost residency (-100 people). This decline in rural population is not unique to Rice County and is in line with recent southeast and southwest Minnesota population trends.

Table 1: Rice County Population, 2000-2010				
City Name	2010 Population	2000 Population	2000-2010	2000-2010
Faribault city	23,352	20,818	2,534	12.2%
Northfield city	20,007	17,147	2,860	16.7%
Lonsdale city	3,674	1,491	2,183	146.4%
Bridgewater township	1,772	1,898	-126	-6.6%
Webster township	1,768	1,825	-57	-3.1%
Wells township	1,594	1,743	-149	-8.5%
Dundas city	1,367	547	820	149.9%
Warsaw township	1,320	1,433	-113	-7.9%
Wheatland township	1,237	1,358	-121	-8.9%
Forest township	1,233	1,136	97	8.5%
Cannon City township	1,215	1,212	3	0.2%
Shieldsville township	1,137	1,153	-16	-1.4%
Morristown city	987	981	6	0.6%
Walcott township	953	984	-31	-3.2%
Erin township	859	797	62	7.8%
Northfield township	842	780	62	7.9%
Morristown township	697	665	32	4.8%
Wheeling township	551	541	10	1.8%
Richland township	416	471	-55	-11.7%
Nerstrand city	295	233	62	26.6%
Dennison city	212	168	44	26.2%
Rice County	64,142	56,665	7,477	13.2%
Source: U.S. Census Bureau				

Demographic Characteristics

Population growth and decline is not isolated to geographical boundaries alone. While a distinction can be noted between urban and rural areas, population breakdown by age indicates that the bulk of Rice County's population resides in the 25 to 54 years-old population cohorts. (See Table 2). Most of the current population construct, however, are below statewide percentages.

The exceptions were the 18 to 20 years-old cohort, and 21 to 24 years-old cohort. Combined, Rice County exceeded statewide population cohorts by 5 percent.

While these numbers may indicated an upward swing for the future of Rice County's workforce, population changes show that Rice County is not entirely immune to aging population demographics. While Rice County is not atypical in this regard (as much of rural Minnesota and national numbers show aging populations), percent changes by age cohort show significant increase from 2000 to 2010 in the ages of 45 and up.

Age Group	Number	Percent	Minnesota
Under 5 years	4,035	6.3%	6.7%
5 to 17 years	11,128	17.3%	17.5%
18 to 20 years	4,761	7.4%	4.1%
21 to 24 years	4,493	7.0%	5.3%
25 to 34 years	7,653	11.9%	13.5%
35 to 44 years	8,019	12.5%	12.8%
45 to 54 years	9,265	14.4%	15.2%
55 to 59 years	3,861	6.0%	6.6%
60 to 64 years	3,046	4.7%	5.3%
Total Population	64,142	100.0%	100.0%

Source: U.S. Census Bureau

Age Group	2000 Population	2010 Population	2000-2010 Change
Under 5 years	3,469	4,035	16.32%
5 to 14 years	8,176	8,335	1.94%
15 to 19 years	5,829	5,873	0.75%
20 to 24 years	5,775	6,174	6.91%
25 to 34 years	6,628	7,653	15.46%
35 to 44 years	8,894	8,019	-9.84%
45 to 54 years	6,972	9,265	32.89%
55 to 59 years	2,476	3,861	55.94%
60 to 64 years	1,971	3,046	54.54%
65 years & older	6,475	7,881	21.71%
Total Population	56,665	64,142	100.00%

Source: U.S. Census Bureau

But it should also be noted that the under 5 years-old cohort increased by 566 persons, or 16.3 percent – a growth rate that exceeded the growth rate of the county as a whole (13.2 percent). (See Table 3).

Using a Simplified Cohort Approach that tracks age groups from one decade into the next, these shifting cohorts can be better analyzed. The only population to decrease from 2000 to 2010 was the 35 to 44 years-old cohort. Every other population from 25 and up shifted above countywide growth rates. The smallest measures of growth were in populations ranging from ages 5 to 24.

Considering the population of Rice County as a whole grew the largest in the 1990s, and the number of births (seen later) decreased from 1990 to 2000, population growth during that decade was most likely caused by people moving into the county.

Population projections seen in Table 4 show that by 2040, the percentage of Rice county residents ages 65 and over will more than double – using 2015 estimates as a baseline. That estimated increase of nearly 10,000 persons is not unprecedented with life expectancies on the rise across the nation.

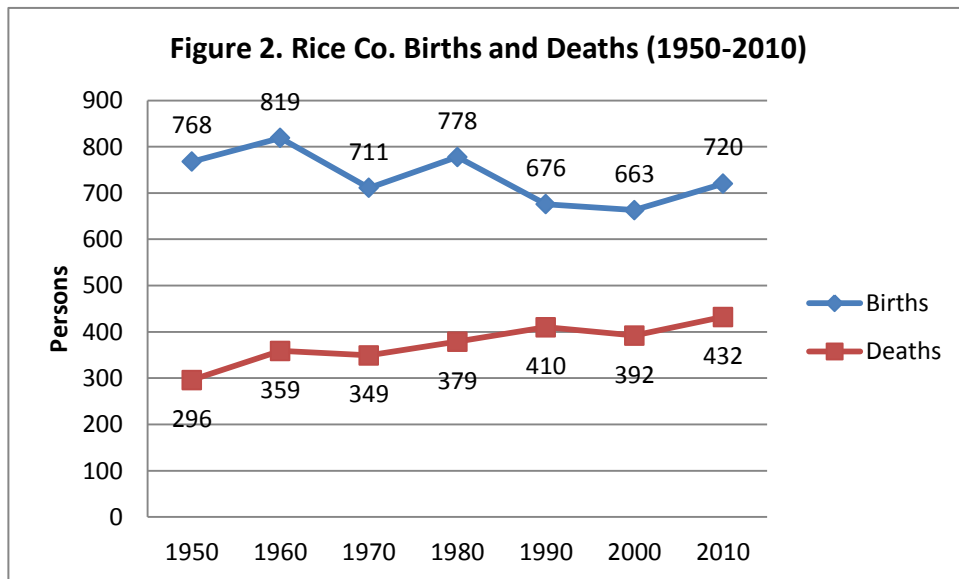
In the short term (population projections for 2015), however, the county population is expected to see the highest cohorts between the ages of 0 and 24 years. As these populations move into older demographics, current working age adults will move into the 55 and over cohorts by 2014, showing rather significant growth. By 2040, however, growth in the 65 and over population will be at least somewhat offset by growth in persons aged 25 to 44 (21.4 percent and 31.9 percent growth, respectively). In all, the population is expected to grow 31.35 percent by 2040.

Age Group	2015	2020	2030	2040	2005-2040
0 to 14 years	12,708	12,872	13,547	15,476	21.8%
15 to 24 years	12,247	12,863	13,869	14,286	16.6%
25 to 34 years	8,020	8,046	8,951	9,734	21.4%
35 to 44 years	8,120	9,203	9,523	10,713	31.9%
45 to 54 years	8,841	8,196	9,524	9,812	11.0%
55 to 64 years	8,432	9,214	8,198	9,574	13.5%
65 years & over	9,537	11,767	16,975	19,605	105.6%
Total Population	67,905	72,161	80,587	89,200	31.4%

Source: Minnesota State Demographic Center

Rate of Increase in Births and Deaths

Most counties in Minnesota show a declining number of births, but Rice County has shown a recent uptick in births from 2000 to 2010. Over the past 60 years, the number of births peaked in the 1950s and 1960s (which was the tail end of the Baby Boom generation). While births slowed in the 1980s and



1990s, Generation X births increased during the 1970s. (See Figure 2.) On the other hand, along with major population growth during the 1990s and 2000s, there has been a rise in the number of deaths from 2000 to 2010. While there were fewer deaths in the 1950s, there were nearly 28,000 fewer people in Rice County from the 1960 Census to 2010. Natural life cycle shifts are important when analyzing demographic shifts over time, but are secondary to influx into and out of the region as a whole – perhaps in regards to the numbers of working-age adults. (Seen later in this report.)

Race Demographics

As of the 2010 Census, the population of Rice County was primarily white -- 89.3 percent. (See Table 5). In nearly all minority populations, Rice County was significantly less diverse than the state as a whole. The lone exceptions were populations classified as "Some Other Race" and Hispanic or Latino populations.

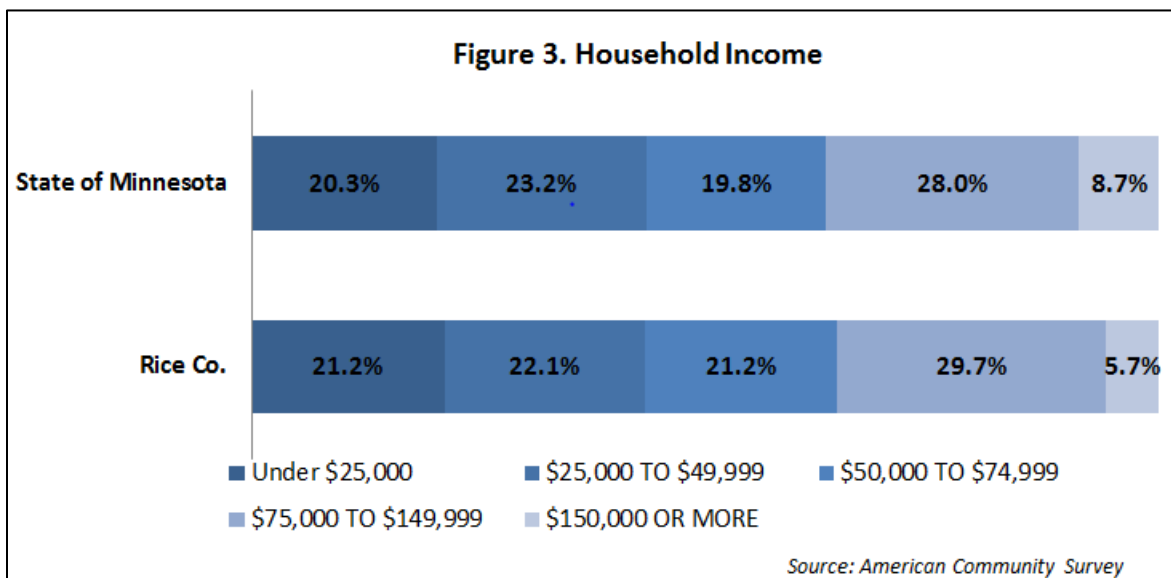
Table 5. Race (one or more race) and Origin, 2010	Rice County		Change, 2000-2010	Minnesota
	Number	Percent		Percent
Total Population:	64,142	100.0%	13.2%	100.0%
White	57,275	89.3%	8.0%	85.3%
Black or African American	2,072	3.2%	179.6%	5.2%
American Indian & Alaska Native	300	0.5%	23.0%	1.1%
Asian & Native Hawaiian	1,314	2.0%	54.6%	4.0%
Some other race	1,978	3.1%	86.6%	1.9%
Hispanic or Latino origin	5,122	8.0%	64.3%	4.7%

Source: U.S. Census Bureau

Recent growth, however, shows a rather significant increase in African American populations. In fact, all minority populations grew at a much larger rate than white populations from 2000 to 2010 in Rice County. While the current composition of Rice County's population is still predominantly white, diversity in the county is on the rise. Even smaller populations of American Indians and Native Alaskans grew at a rate of nearly three times the rate of whites. In all 11.7 percent of Rice County's current population is classified as a minority by the U.S. Census Bureau.

Household and Per-Capita Income

At \$59,533, Rice County had the 13th highest household income; based on 2011 American Community Survey estimates produced by the Census Bureau. (See Figure 3). Additionally, Rice County exceeded the state as a whole in the number of households earning between \$50,000 and \$149,999, and under \$25,000 annually. On a per capita basis, the median annual wage in Rice County was \$24,783, which ranked 46th in the state and was only 81.7 percent of statewide median annual wages.



Home Sales and Mortgage Status

Median home sales prices were lower in Rice County than the state -- at \$150,000 in 2010, in comparison to \$169,900 statewide. Median sales price in Rice County ranked 18th in the state and dropped 12.7 percent from 2009 to 2010, according to data from the Minnesota State Demographic Center. In contrast, sales prices declined 2.9 percent statewide from 2009 to 2010. Median sales prices of homes in Rice County have dropped consistently since 2006, from \$190,000 to 150,000, after a 5 percent drop in median sales prices from 2005 to 2006 and a 9.5 percent drop in total sales during that time. In each successive year, the total number of new home sales has dropped in Rice County, most recently by 5.5 percent from 2009 to 2010.

Educational Attainment and Participation

Independent School District #66 serves Rice County. According to data from the Minnesota Department of Education, enrollment in public schools has increased 1.9 percent from 2005 to 2013. (See Table 6). The highest number of enrollments was in 12th grade, but total enrollments in junior high-school and high-school (9th – 12th grades) decreased during that time. Pre-kindergarten and kindergarten enrollments were up 45.2 percent and 8.6 percent, respectively, from 2005 to 2013. Additionally, all enrollments increased slightly (81 enrollments) from 2011 to 2012.

Ed. Year	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2005 - 13
PreKindergarten (PK)	126	150	156	156	176	173	176	183	45.2%
Kindergarten (KG)	581	597	610	564	623	581	622	631	8.6%
1st Grade	617	575	599	609	593	620	579	638	3.4%
2nd Grade	562	615	587	626	599	599	640	589	4.8%
3rd Grade	552	576	621	598	642	578	612	635	15.0%
4th Grade	546	555	595	628	599	641	605	597	9.3%
5th Grade	602	552	573	597	630	603	652	607	0.8%
6th Grade	586	657	582	624	629	651	620	679	15.9%
7th Grade	679	584	663	572	632	614	675	631	-7.1%
8th Grade	685	698	605	670	578	627	623	698	1.9%
9th Grade	715	720	725	633	708	625	670	652	-8.8%
10th Grade	713	735	731	707	651	701	629	681	-4.5%
11th Grade	707	703	732	721	697	638	704	622	-12.0%
12th Grade	812	784	802	813	841	801	759	804	-1.0%
Total Enrollment	8,483	8,501	8,581	8,518	8,598	8,452	8,566	8,647	1.9%

Source: Minnesota Department of Education

Male enrollments for the 2012-2013 school year outnumbered female enrollments by 6.5 percent (4,461 male enrollments; 4,186 female enrollments) while minority enrollments were up from 1,969 in 2011 to 2,063 in 2012. Particularly strong minority enrollments in 2012 were Hispanic (706 males, 593 females) while African American enrollments were relatively high and more evenly dispersed (276 males, 279 females).

As a state, Minnesota ranked second in 2011 with 92 percent of its population (aged 25 and over) having received a high-school degree or higher. Rice County had higher than state averages in numbers of people aged 18 and older that reached various levels of educational attainment through high-school and some college, but fewer at age 25 and older and did not have as many receive degrees. (See Table 7.)

Table 7. Educational Attainment for Population Aged 18 Years & Over	Rice Co.		Minnesota
	Number	Percent	
Total:	49,618	100.0%	100.0%
Less than 9th grade	1,518	3.1%	3.1%
9th to 12th grade, no diploma	3,349	6.7%	5.8%
High school graduate, GED	14,544	29.3%	27.2%
Some college, no degree	14,561	29.3%	25.1%
Associate's degree	4,067	8.2%	9.5%
Bachelor's degree	7,403	14.9%	20.2%
Graduate or professional degree	3,726	7.5%	9.1%
<i>Source: American Community Survey</i>			

Table 8. Educational Attainment by Age Group, 2008 - 2011	MN	Rice Co.
Population 18 to 24 years	505,058	9,893
Less than high school graduate	13.10%	9.20%
High school graduate (includes equivalency)	26.30%	16.00%
Some college or associate's degree	49.40%	70.00%
Bachelor's degree or higher	11.20%	4.90%
Population 25 years and over	3,527,629	39,275
Less than 9th grade	3.40%	3.60%
9th to 12th grade, no diploma	4.90%	6.50%
High school graduate (includes equivalency)	27.30%	33.00%
Some college, no degree	22.50%	21.00%
Associate's degree	10.00%	8.80%
Bachelor's degree	21.50%	17.60%
Graduate or professional degree	10.40%	9.50%
Percent high school graduate or higher	91.70%	89.90%
Percent bachelor's degree or higher	31.90%	27.10%
Population 25 to 34 years	717,515	7,380
High school graduate or higher	92.50%	90.20%
Bachelor's degree or higher	37.30%	20.90%
Population 35 to 44 years	680,893	7,788
High school graduate or higher	93.40%	88.10%
Bachelor's degree or higher	38.20%	28.00%
Population 45 to 64 years	1,442,055	16,086
High school graduate or higher	94.30%	94.70%
Bachelor's degree or higher	31.10%	30.10%
Population 65 years and over	687,166	8,021
High school graduate or higher	83.90%	81.90%
Bachelor's degree or higher	21.60%	25.90%
<i>Source: American Community Survey</i>		

By age group, 49.4 percent of Minnesota residents aged 18 to 24 years had attended some college or received a bachelor's degree, while 70 percent of Rice County residents had. (See Table 8). On the other hand, only 4.9 percent of Rice County residents had completed bachelor's degree programs or higher, compared to 11 percent statewide.

On a larger scale, 89.9 percent of Rice County residents had completed high-school, compared to 91.7 percent statewide and 27.1 percent of Rice County residents had attained bachelor's degrees or higher – 4.8 percent lower than the state as a whole.

While Rice County lags behind the state in the number of high-school and bachelor's degree awards, it does have a higher percentage of high-school graduates aged 45 to 64 years than the state – 94.7 percent to 94.3 percent. Additionally, there are more aged 65 years and older that hold bachelor's degrees or higher in Rice County, on a per-capita basis, than the state as a whole.

Additionally, some of the highest educated Rice County residents are in the population ranging from 45 to 64 years of age. In addition to the nearly 95 percent of high-school graduates exceeding the state percentages, this also represents the highest number of high-school graduates of any age cohort in Rice County -- As does the 30.1 percent bachelor's degree or higher percentage. The second highest age range for high-school graduates was the 25 to 34 years population (90.2 percent) and the second highest age range for bachelor's degrees or higher was the 35 to 44 years-old cohort. Two age demographics that exceeded all 25 years or older for high-school attainment were aged 25 to 34 years and 45 to 64

years. On the flipside, the two cohorts that exceeded all 25 years and older for bachelor's degrees or higher were the 35 to 44 and 45 to 64 years of age cohorts.

Labor Market Information

A county's labor force is the sum total of its employed and unemployed persons. Its unemployment rate is simply the number of unemployed as a percentage of the labor force. In July of 2013, the labor force for Rice County was 33,037 persons, of which 1,894 were unemployed and the unemployment rate was 5.7 percent – slightly higher than the state's non-seasonally adjusted unemployment rate of 5.1 percent and significantly lower than the nation's non-seasonally adjusted unemployment rate of 7.7 percent. (See Figures 4 and 5).

In 2012, Rice county's labor force was 32,768 (based on annual averages), and its unemployment rate was 6.4 percent (down from the 8.8 percent peak at the height of the recession in 2009). Additionally, there are now 2.6 job seekers for every job vacancy in southern Minnesota, which is down significantly from 9.9 job seekers per vacancy in 2009. But there is still some work to do. The unemployment rate needs to drop 1.4 percent to reach pre-recessionary levels and that 6.4 percent unemployment rate still represents 2,090 Rice County persons actively seeking work.

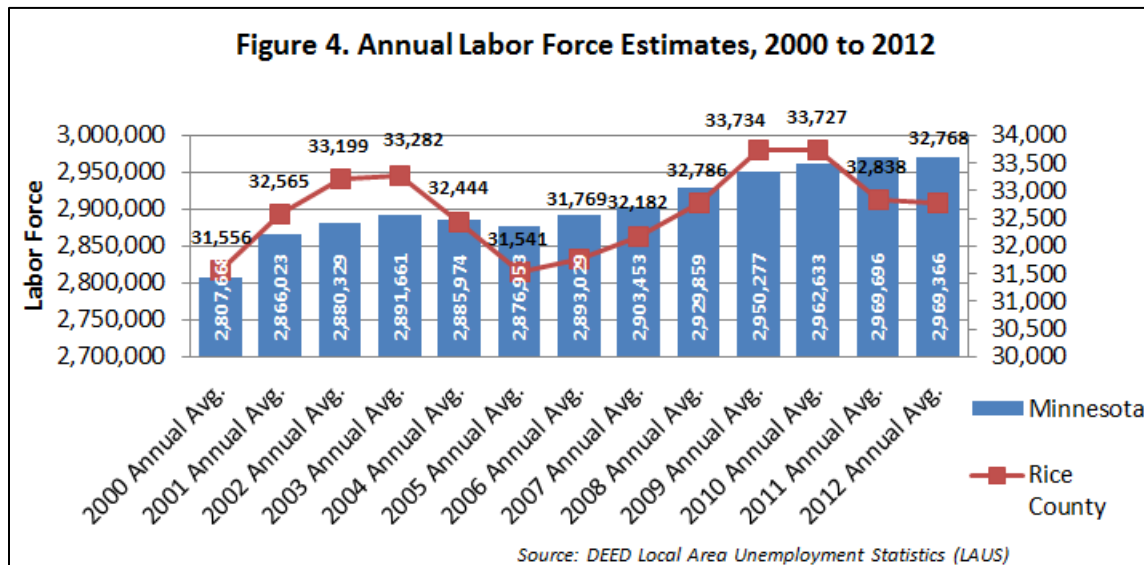
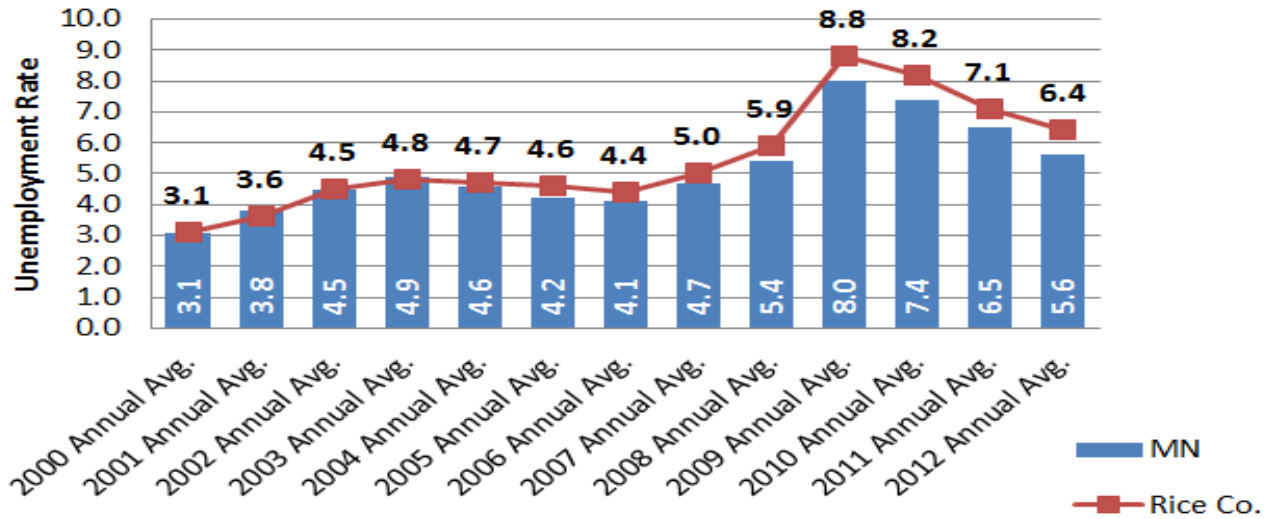


Figure 5. Annual Unemployment Rates, 2000 to 2012



Source: DEED Local Area Unemployment Statistics (LAUS)

Historically, unemployment rates in Rice County were lower than the state from 2000 until 2004. From 2004 on, and particularly during the recession, unemployment rates in Rice County were higher than Minnesota as a whole. (See Figure 5). This is significant because the number of unemployed persons represents people actively seeking work and are, thus, a key component of workforce availability.

Two other key components of workforce supply are commuter

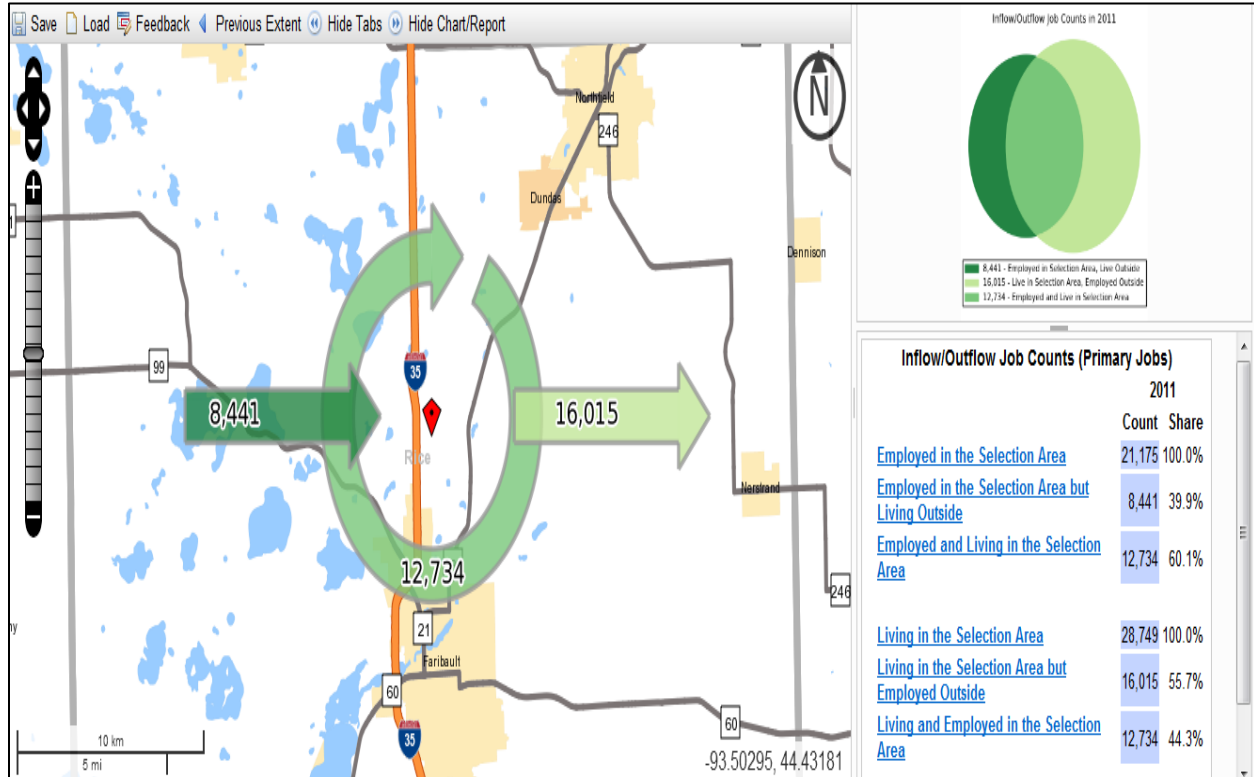
Commute Shed: Where Workers who Live in Rice Co. are Employed	2011		Labor Shed: Where Workers Live who are Employed in Rice Co.	2011	
	Count	Share		Count	Share
Rice County, MN	12,734	44.3%	Rice County, MN	12,734	60.1%
Hennepin County, MN	4,024	14.0%	Dakota County, MN	1,665	7.9%
Dakota County, MN	3,626	12.6%	Steele County, MN	1,197	5.7%
Steele County, MN	1,374	4.8%	Goodhue County, MN	799	3.8%
Ramsey County, MN	1,203	4.2%	Hennepin County, MN	753	3.6%
Scott County, MN	875	3.0%	Le Sueur County, MN	562	2.7%
Blue Earth County, MN	396	1.4%	Blue Earth County, MN	334	1.6%
Olmsted County, MN	386	1.3%	Ramsey County, MN	330	1.6%
Le Sueur County, MN	334	1.2%	Scott County, MN	315	1.5%
St. Louis County, MN	320	1.1%	Waseca County, MN	214	1.0%
All Other Locations	3,477	12.1%	All Other Locations	2,272	10.7%

Source: U.S. Census Bureau OnTheMap LEHD database mapping tool

and labor sheds, which represent the number of persons commuting into a region for work (Labor Shed) and the number of persons commuting out of a region for work (Commute Shed). Table 9 shows the commute patterns of Rice County's workforce. 60.1 percent of Rice County's workforce lived in Rice County in 2011, and 44.3 percent of persons that lived in Rice County worked there. The distinction between these two numbers is that 60.1 percent of Rice County's workforce is Rice County residents. On the other hand, 55.7 percent of Rice County residents are commuting out of the county for work. Key pipelines out of Rice County for work include primarily Twin Cities Metro Area counties as well as nearby

Le Sueur and Olmsted Counties. (See Table 9.) Key counties in which Rice County is drawing workers from were Dakota, Steele, Goodhue, Hennepin, Le Sueur, Blue Earth, Ramsey, Scott, and Waseca. All other locations are represented as a sum total of all locations with the state and country. Inflow-Outflow reports (see Figure 6) show the number of jobs within a selection area and the number of jobs imported into and exported out of the selection area.

Figure 6. Inflow-Outflow Job Counts, 2011



With an average commute time of 23 minutes to work, Rice County residents mirror the state average, but rank 21st among all counties. Of the 27,391 Rice County workers estimated by the American Community Survey in 2011, 41.17 percent work within 15 minutes of their place of residency (nearly 9 percent higher than the state). But while Rice County has fewer percentages of residents commuting 15 to 44 minutes from work than the state, it has higher percentages of residents commuting 45 minutes or more. (See Table 10.)

Table 10. Travel Time to Work, 2009-2011 Estimates	Rice Co.		Minnesota Percent
	Number	Percent	
Total:	27,391	100.00%	100.00%
Less than 15 minutes	11,277	41.17%	32.41%
15 to 29 minutes	7,278	26.57%	37.64%
30 to 44 minutes	4,049	14.78%	18.69%
45 to 59 minutes	2,388	8.72%	6.11%
60 minutes or more	2,399	8.76%	5.14%

Source: American Community Survey, 2009-2011

Industry Composition

There is now three full years of recovery-level data. While it is too soon to make any definitive assessments of which industries may not return to pre-recessionary levels, we do know which industries have rebounded to this point and which have not. In all, Rice County has reached pre-recessionary employment totals thanks primarily to growth in service sector jobs (retail and food accommodations and services), which also represents two of the lowest paid employment sectors in Rice County (See Table 11).

Table 11. Rice County Industry Employment Statistics, 2007 to 2012								
Industry	2012 Annual Data					2007 -2012		
	Number of Jobs	Number of Firms	Percent of County Jobs	Total Industry Payroll	Avg. Weekly Wages	Percent Change in Jobs	Percent Change in Firms	Percent Change in Wages
Total, All Industries	22,835	1,534	100.0%	\$894,414,782	\$753	0.0%	0.8%	13.7%
Total, All Government	4,150	100	18.2%	\$179,368,959	\$829	-5.8%	8.7%	10.5%
Total, Private Sector	18,685	1,434	81.8%	\$715,045,823	\$736	-1.3%	0.3%	14.5%
Agriculture, Forestry, Fishing and Hunting	340	45	1.5%	\$9,412,089	\$532	38.2%	40.6%	0.0%
Mining	34	3	0.1%	\$1,877,346	\$1,013	-10.5%	-25.0%	32.4%
Construction	1,017	229	4.5%	\$48,795,262	\$919	-24.2%	-9.8%	20.1%
Manufacturing	3,760	77	16.5%	\$203,079,005	\$1,039	-10.3%	-9.4%	19.7%
Wholesale Trade	959	68	4.2%	\$59,667,752	\$1,196	-5.9%	6.3%	30.7%
Retail Trade	2,591	202	11.3%	\$57,514,723	\$427	n/a	n/a	n/a
Information	214	21	0.9%	\$9,012,947	\$810	-0.9%	-16.0%	10.5%
Finance and Insurance	419	62	1.8%	\$21,619,516	\$991	-4.6%	-4.6%	15.4%
Real Estate and Rental and Leasing	86	45	0.4%	\$2,239,229	\$501	-11.3%	-10.0%	16.5%
Professional, Scientific, and Technical Services	403	121	1.8%	\$16,667,528	\$794	2.3%	1.7%	4.5%
Management of Companies and Enterprises	49	9	0.2%	\$3,384,215	\$1,413	-76.2%	12.5%	173.3%
Administrative and Support and Waste Management and Remediation Services	385	60	1.7%	\$9,691,646	\$484	-20.3%	-14.3%	-1.8%
Educational Services	3,554	53	15.6%	\$175,521,417	\$949	2.1%	12.8%	18.5%
Health Care and Social Assistance	3,708	145	16.2%	\$134,743,845	\$698	14.9%	42.2%	8.7%
Arts, Entertainment, and Recreation	256	28	1.1%	\$3,656,659	\$275	-14.4%	-6.7%	8.3%
Accommodation and Food Services	2,089	123	9.1%	\$25,611,070	\$236	21.6%	10.8%	19.8%
Other Services (except Public Administration)	641	147	2.8%	\$12,280,170	\$368	-7.6%	5.8%	3.7%
Public Administration	1,534	43	6.7%	\$65,806,741	\$825	7.7%	4.9%	12.4%

Source: Minnesota Department of Employment and Economic Development Quarterly Census of Employment and Wages (QCEW) database

While wages across all sectors are up 13.7 percent from 2007, the number of jobs has remained steady and the number of employers (firms) has increased only slightly (0.8 percent). Management of

companies and Enterprises represent some of the highest median weekly wages in the region, with the highest recovery growth in wages, but also has some of the lowest employment totals. The key employment sectors in the region are manufacturing (3,760 jobs), health care and social assistance (3,708 jobs), educational services (3,554 jobs), and retail jobs (2,591 jobs). In all, these four industries represent 60 percent of all jobs in Rice County. In this regard, the economy of Rice County mirrors that of southeast Minnesota. While there are no 2007 numbers available for comparison for retail trade, it is important to note that manufacturing employment is down 9.4 percent from pre-recessionary levels while health care and social assistance and educational services are up. It is also important to note that there are a high percentage of government jobs (18.2 percent) in Rice County.

The highest number of employers in Rice County were construction firms in 2012, which was hit particularly hard by the Great Recession and Rice County was not immune to that – losing nearly a quarter of its jobs and 10 percent of its employers from 2007 to 2012. Retail trade was a close second with 202 employers in 2012.

Prepared on:

September 4, 2013

Prepared by:

*Brent Pearson, Regional Labor Market Analyst
MN Dept. of Employment & Economic Development (DEED)
www.positivelyminnesota.com
952-220-3228 | brent.pearson@state.mn.us*