



Presentation to Rice County staff and officials

August 1, 2017

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mn.gov/demography

@MN_StateData

What is the role of the MN State Demographic Center?

- Office of 4 FTEs including the MN State Demographer, Susan Brower. Located in the MN Department of Administration.
- Serve as a liaison to the Census Bureau and assist with the decennial census counts
- Create MN population estimates and projections
- Analyze, interpret and distribute data primarily from the U.S. Census Bureau
- Offer data and technical assistance to legislators, all levels of government, organizations and residents across the state
- Conduct custom analyses, issue reports, give presentations, maintain a robust website, and other activities to help MN to make data-informed decisions



Greater Minnesota
Refined & Revisited

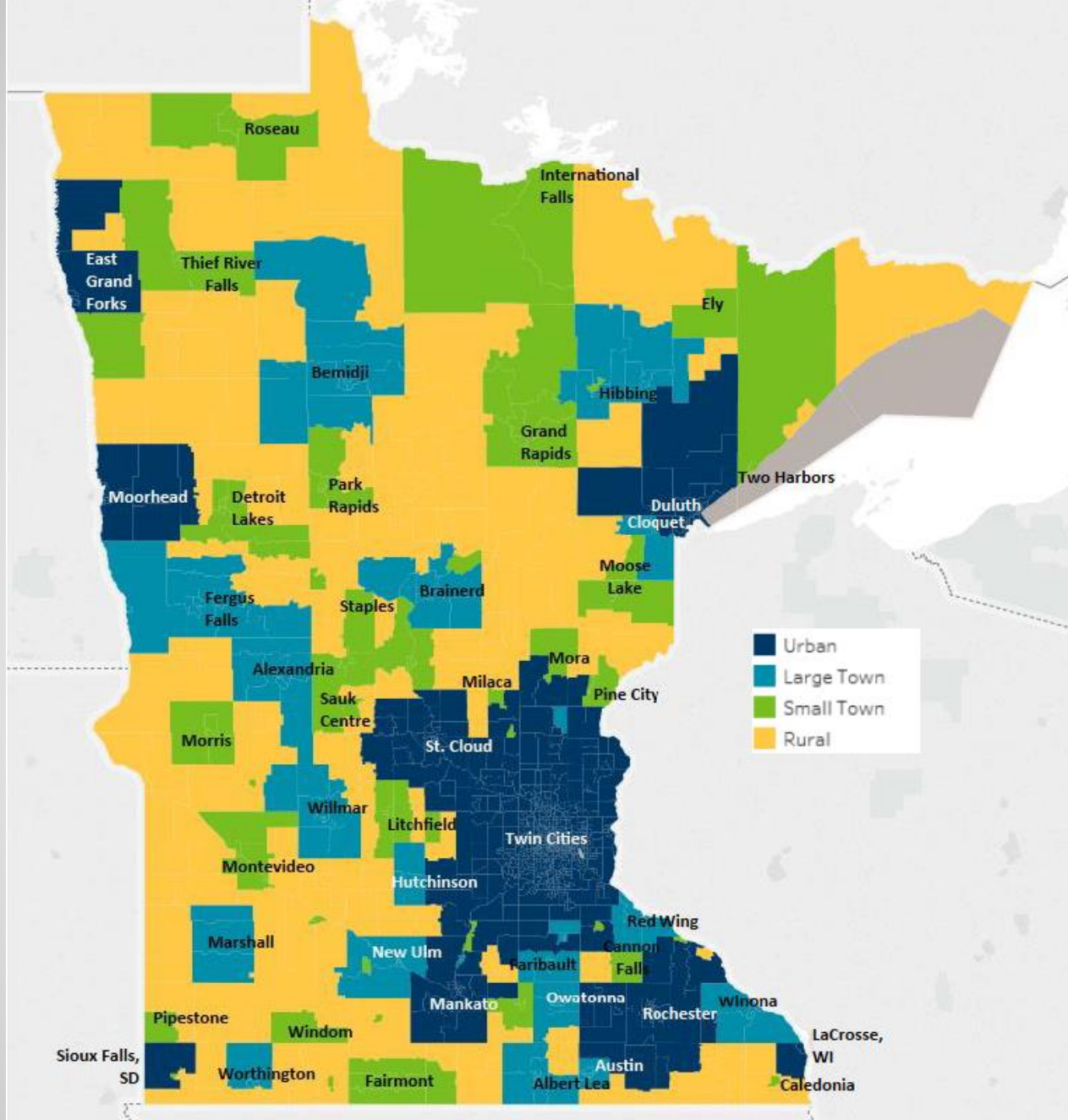


*Report
released in
January 2017*

Aim: A better
understanding of
non-urban areas of
Minnesota

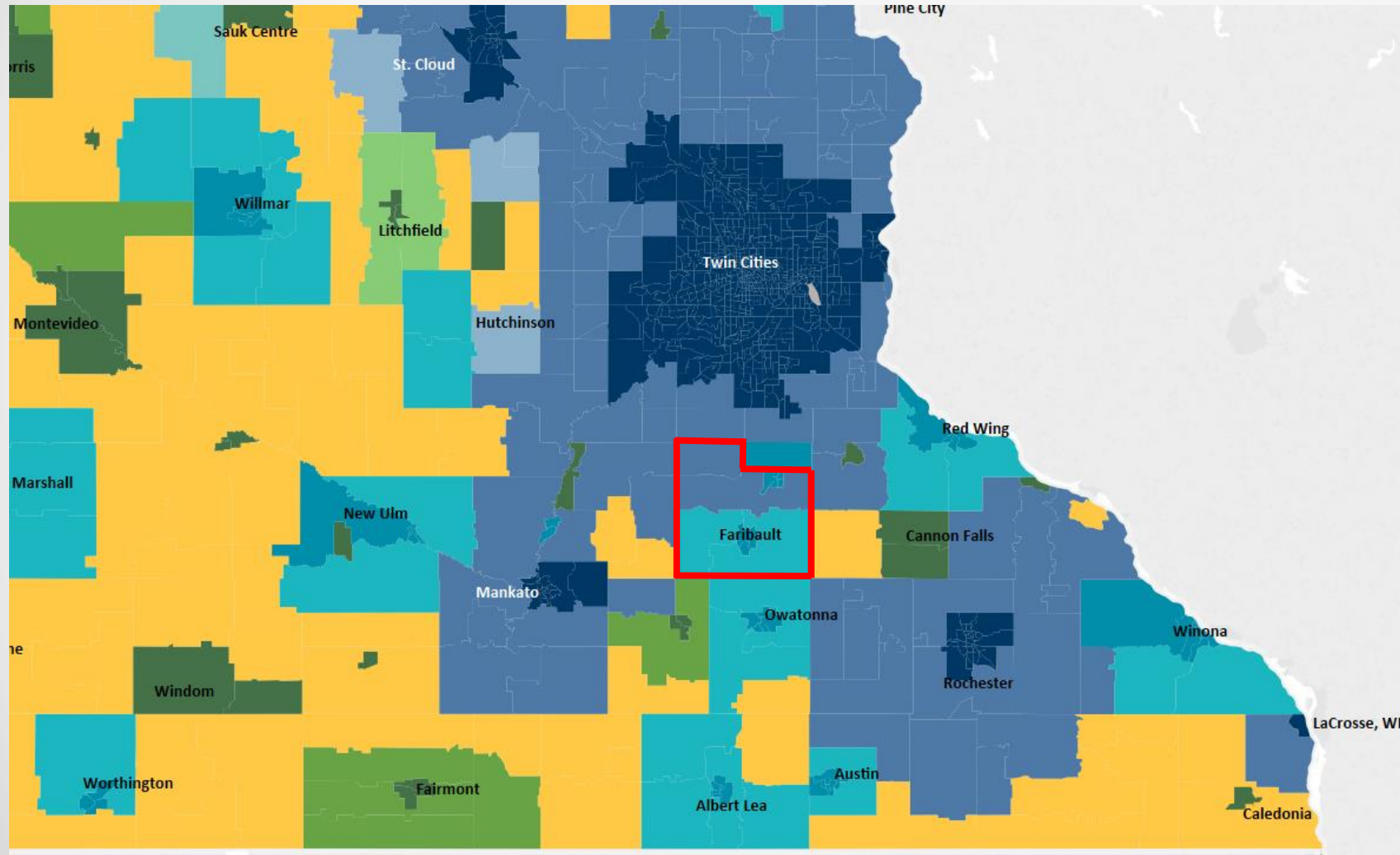
Online at: bit.ly/2jssXXe

MN by 4 “RUCA” geography types

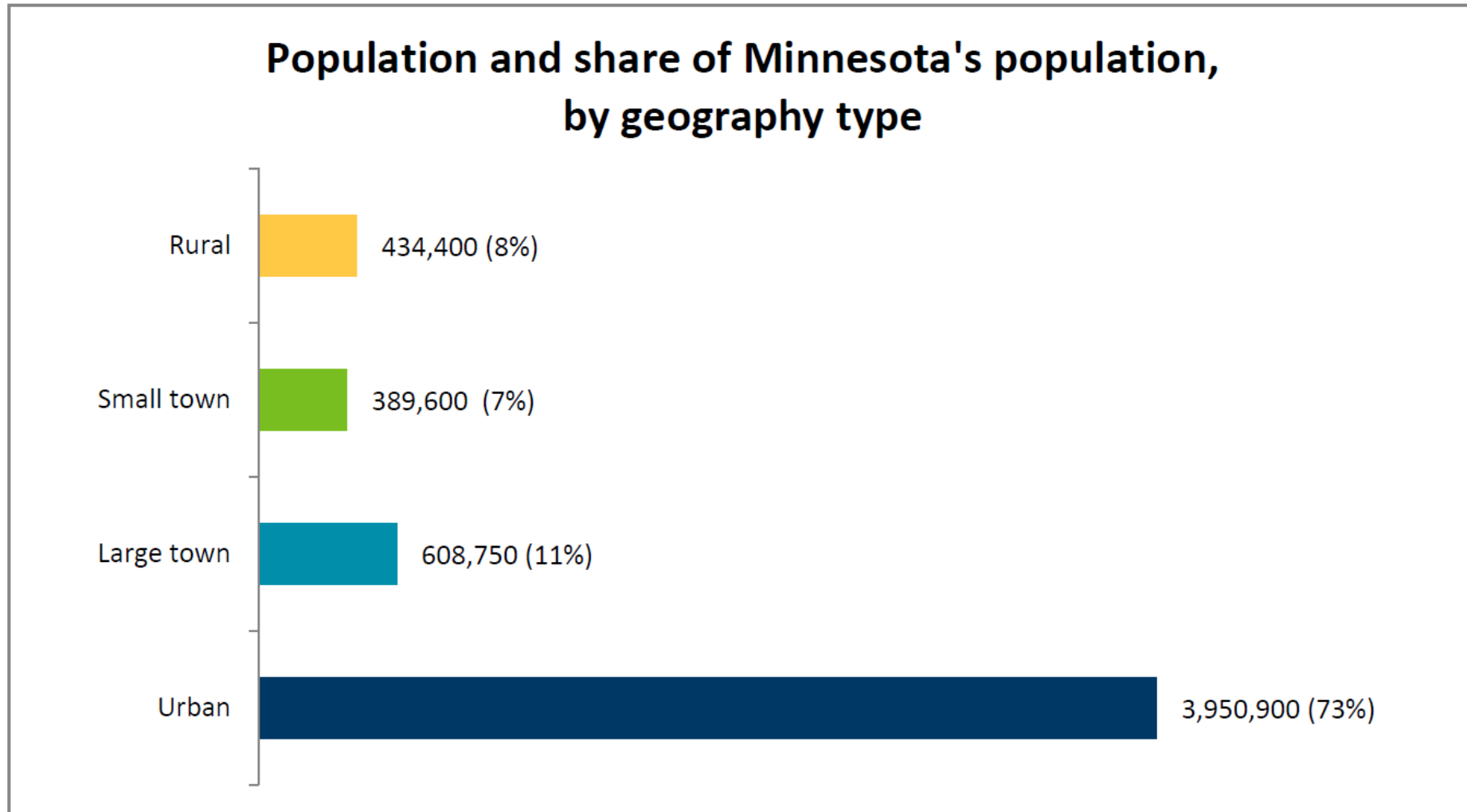


- **Urban areas:** in and around Duluth, East Grand Forks, Mankato, Moorhead, Rochester, St. Cloud, Twin Cities, as well as areas that border Sioux Falls, South Dakota, and LaCrosse, Wisconsin.
- **Large town areas:** in and around the communities of Albert Lea, Alexandria, Austin, Bemidji, Brainerd, Cloquet, Detroit Lakes, Fergus Falls, Hibbing, Hutchinson, Marshall, Northfield, Owatonna, Virginia, Willmar, and Worthington (not an exhaustive list). Many large town areas are home to community and technical colleges or universities.
- **Small town areas:** in and around the communities of Caledonia, Cannon Falls, Chisholm, Detroit Lakes, Ely, Grand Rapids, International Falls, Litchfield, Little Falls, Milaca, Morris, Montevideo, Park Rapids, Pine City, Pipestone, Princeton, Roseau, Sauk Centre, Staples, Thief River Falls, and Windom, for example (not an exhaustive list).

Northfield/Dundas, Faribault areas: “large town” designation

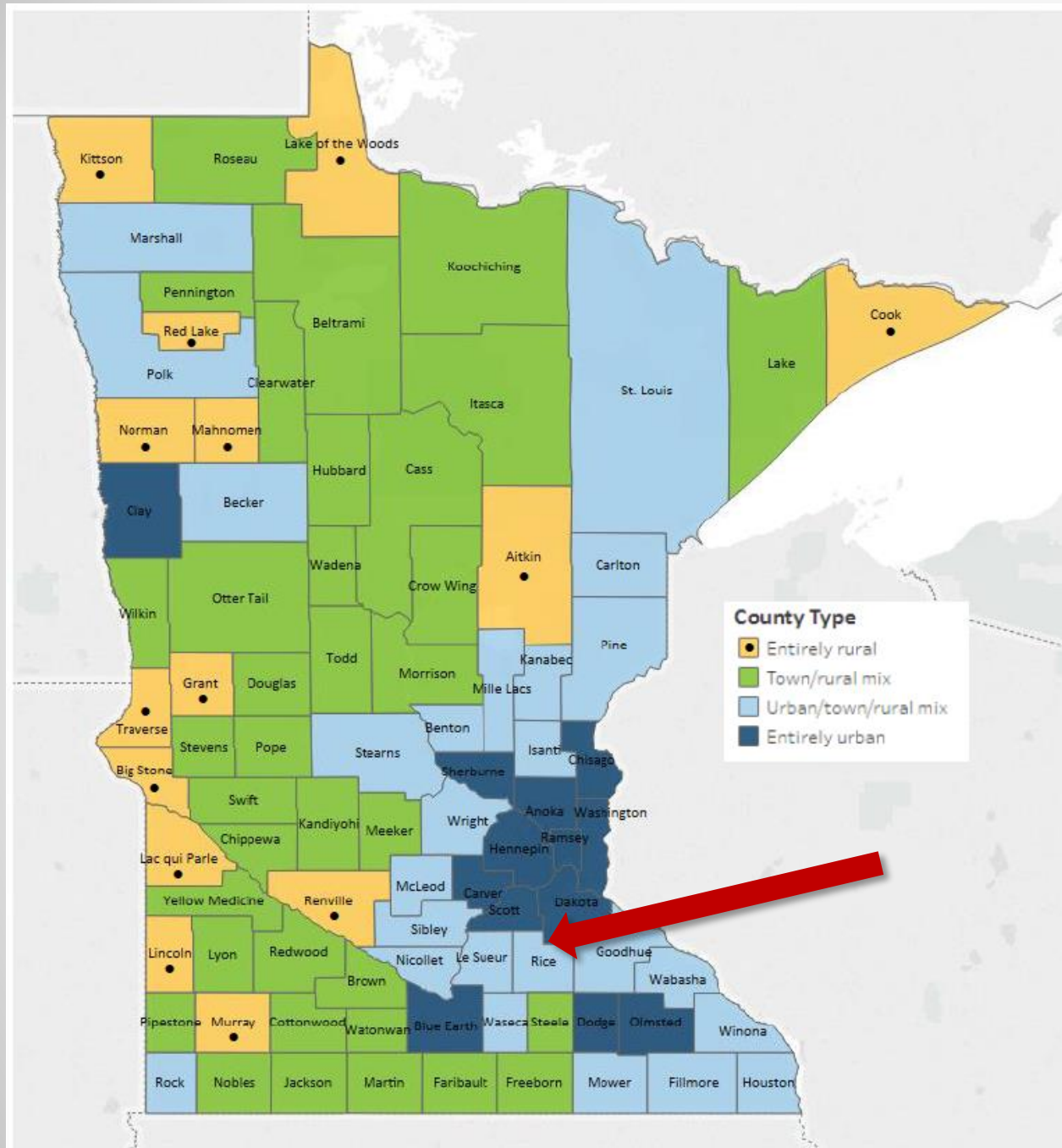


Examined characteristics of residents of urban, large town, small town and (remote) rural Minnesota

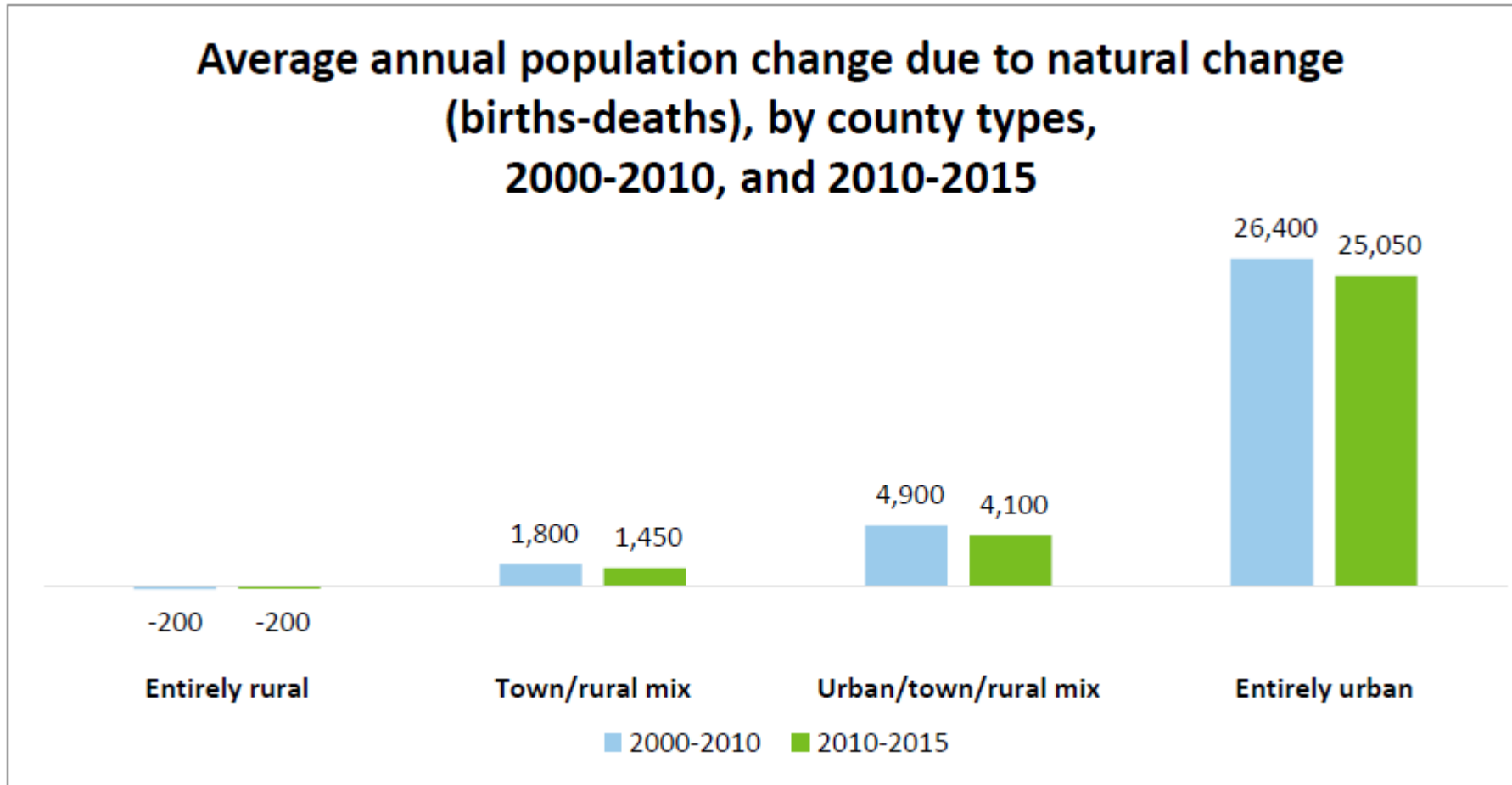


MN by 4 county groups

- Entirely rural (14):
- Town/rural mix (35)
- Urban/town/rural mix (25)
- Entirely Urban (13)

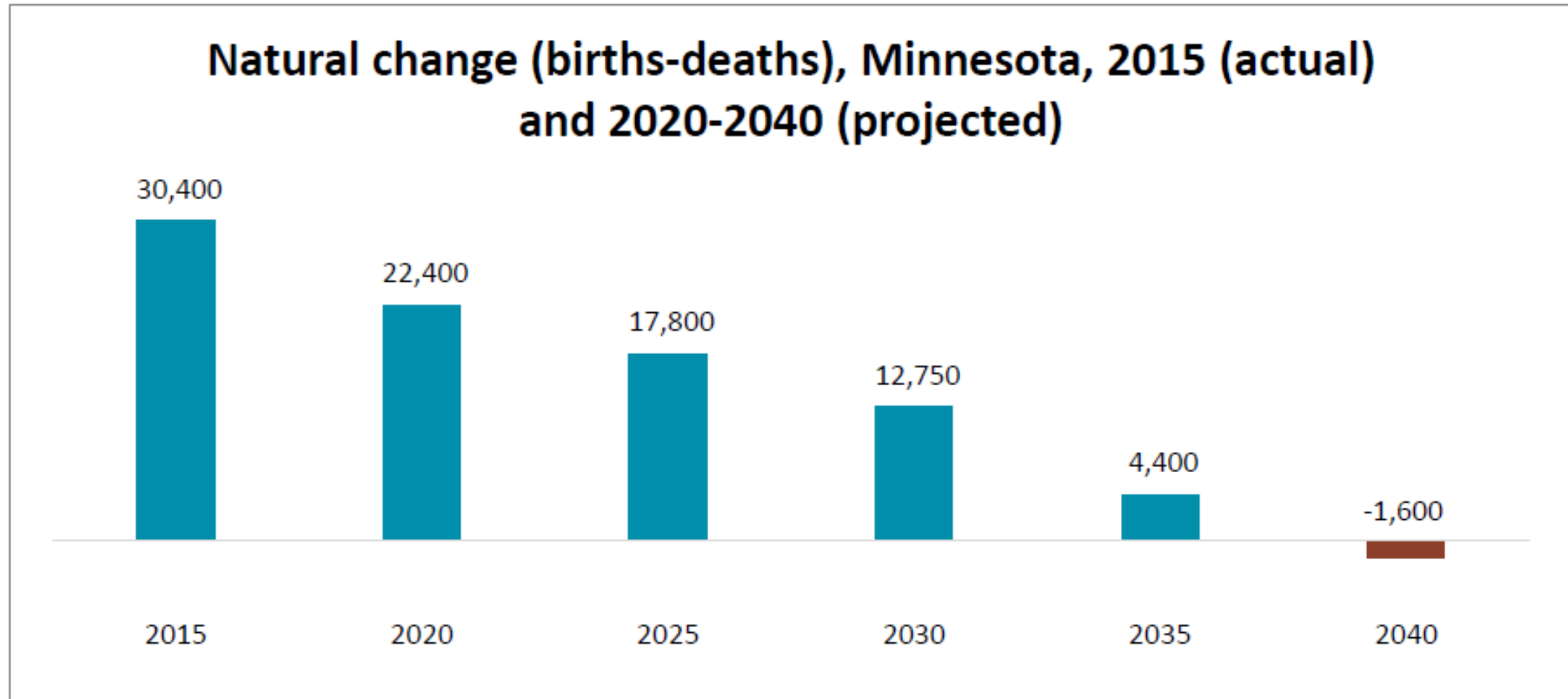


Population growth from natural change is slowing



- The contribution of natural change is tapering this decade in the three groups that are growing from it.
- Continued low birth rates, more people entering later years of life results in this picture.

Negative natural change expected by 2040

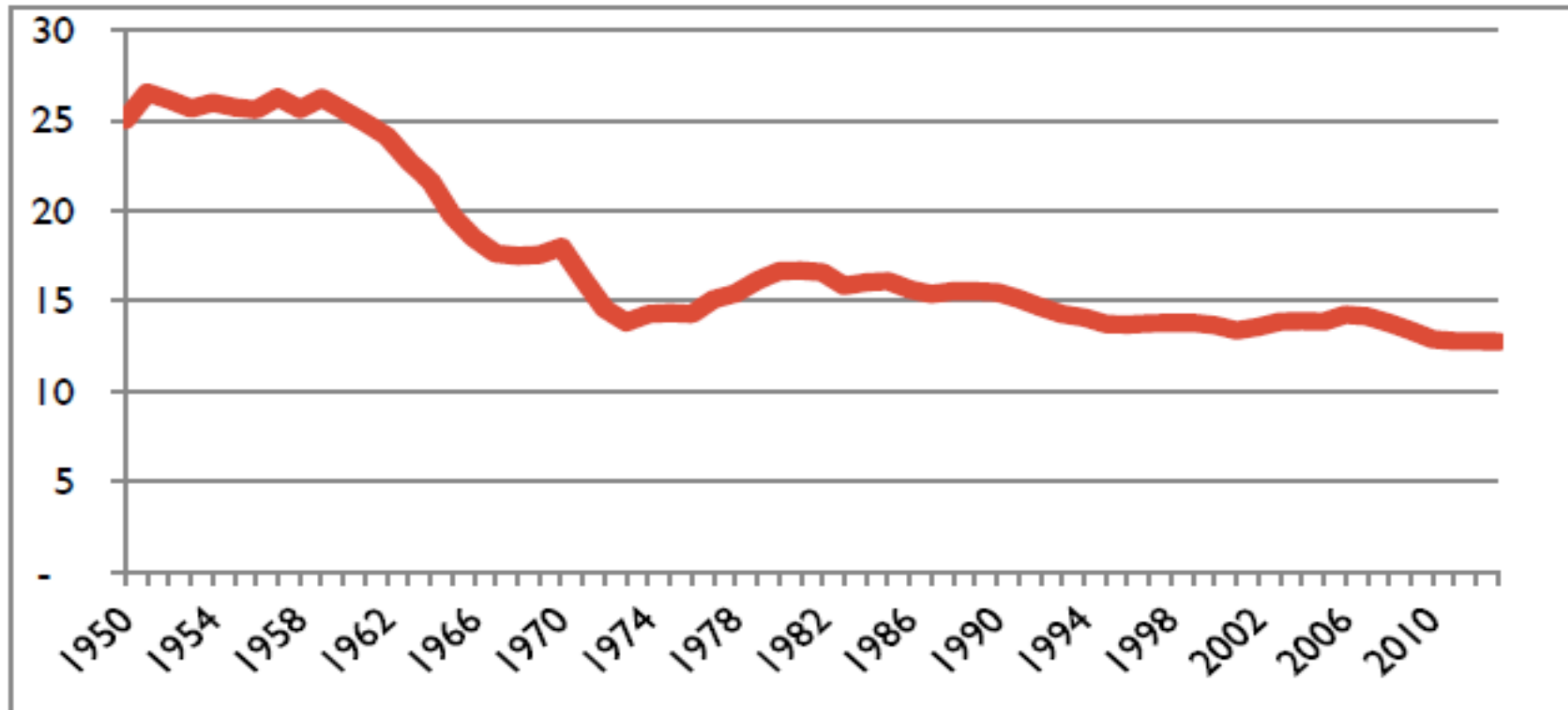




Minnesotans not as fond of making babies as they were in the past



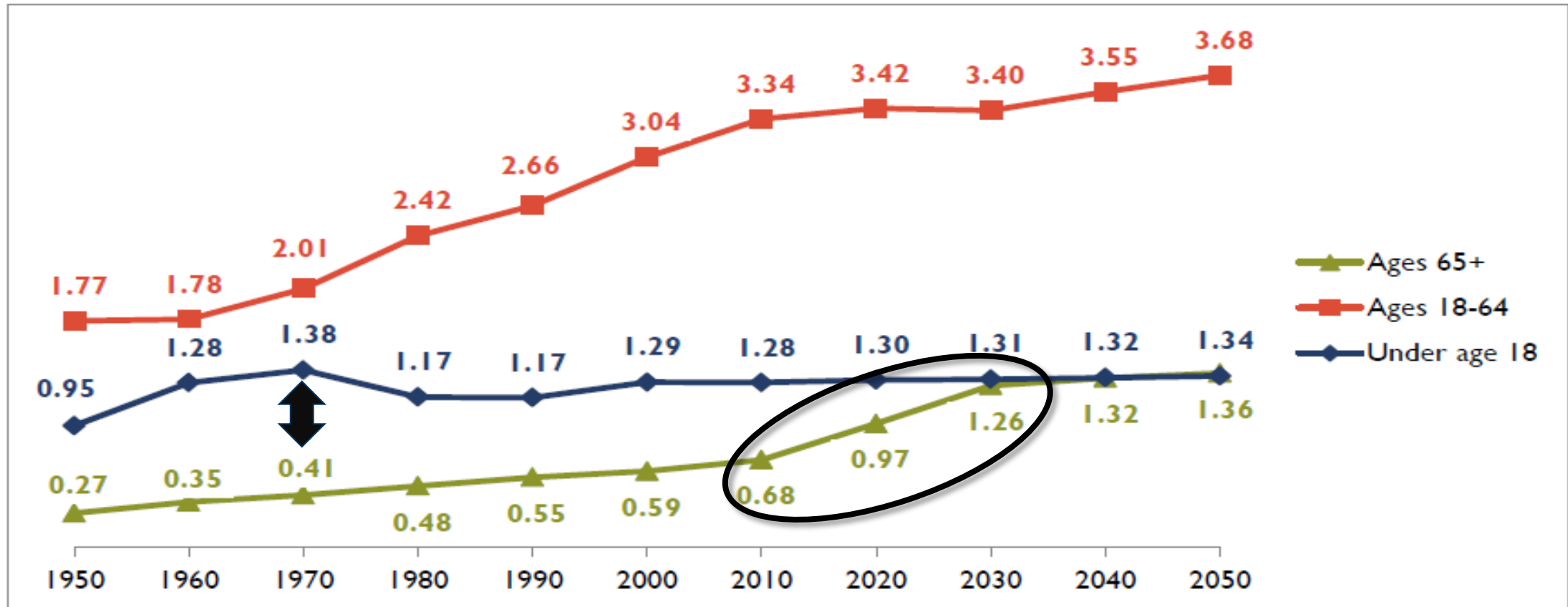
Figure 3: Births Per 1,000 Minnesotans, 1950-2013



Source: Minnesota Department of Health, Vital Statistics; U.S. Census Bureau, Population Estimates.

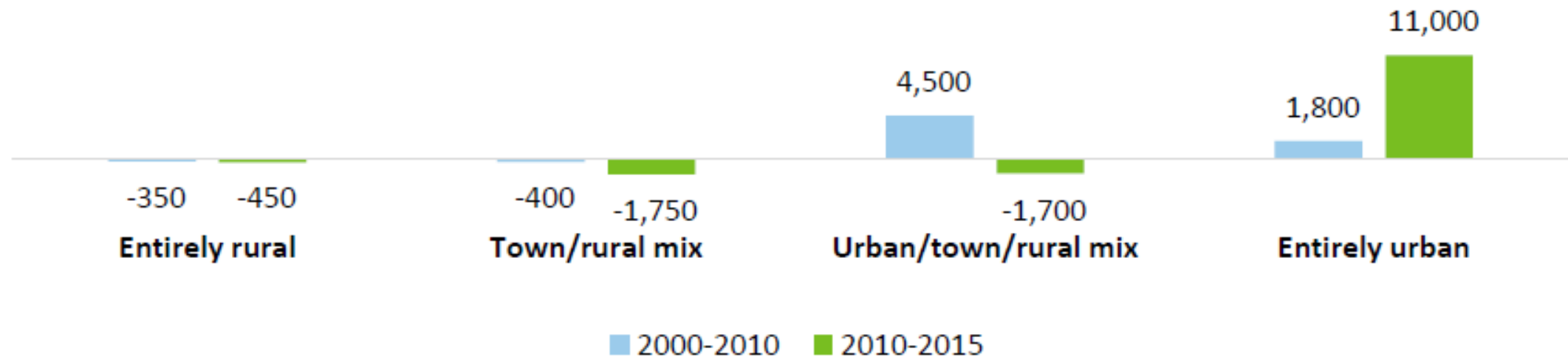


1950 to 2050 – Three major age groups in MN (millions of people)



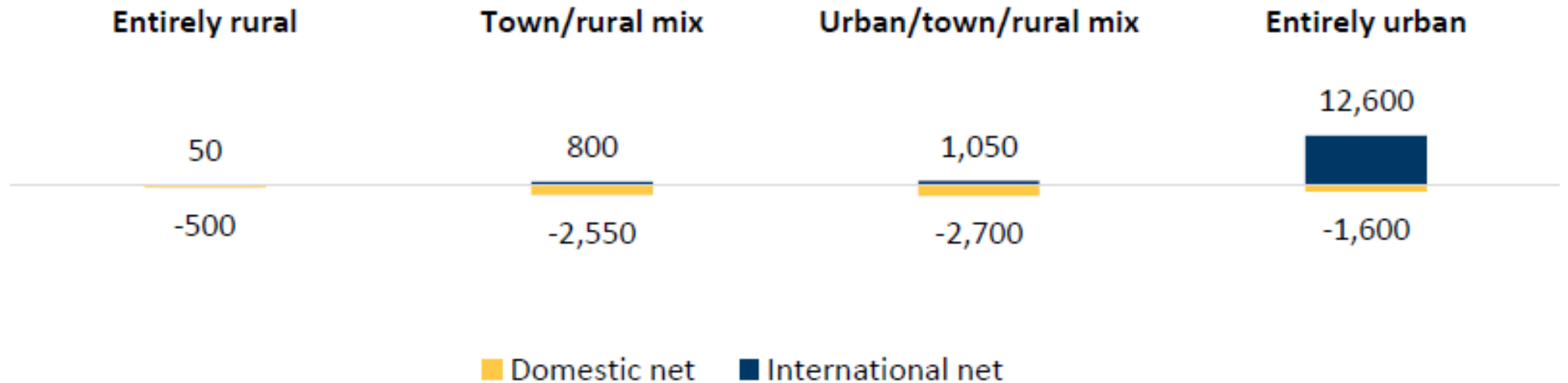
“Entirely urban” county group is the only one growing from migration since 2010

**Average population change due to net migration
each year, by county types, 2000-2010, and 2010-2015**



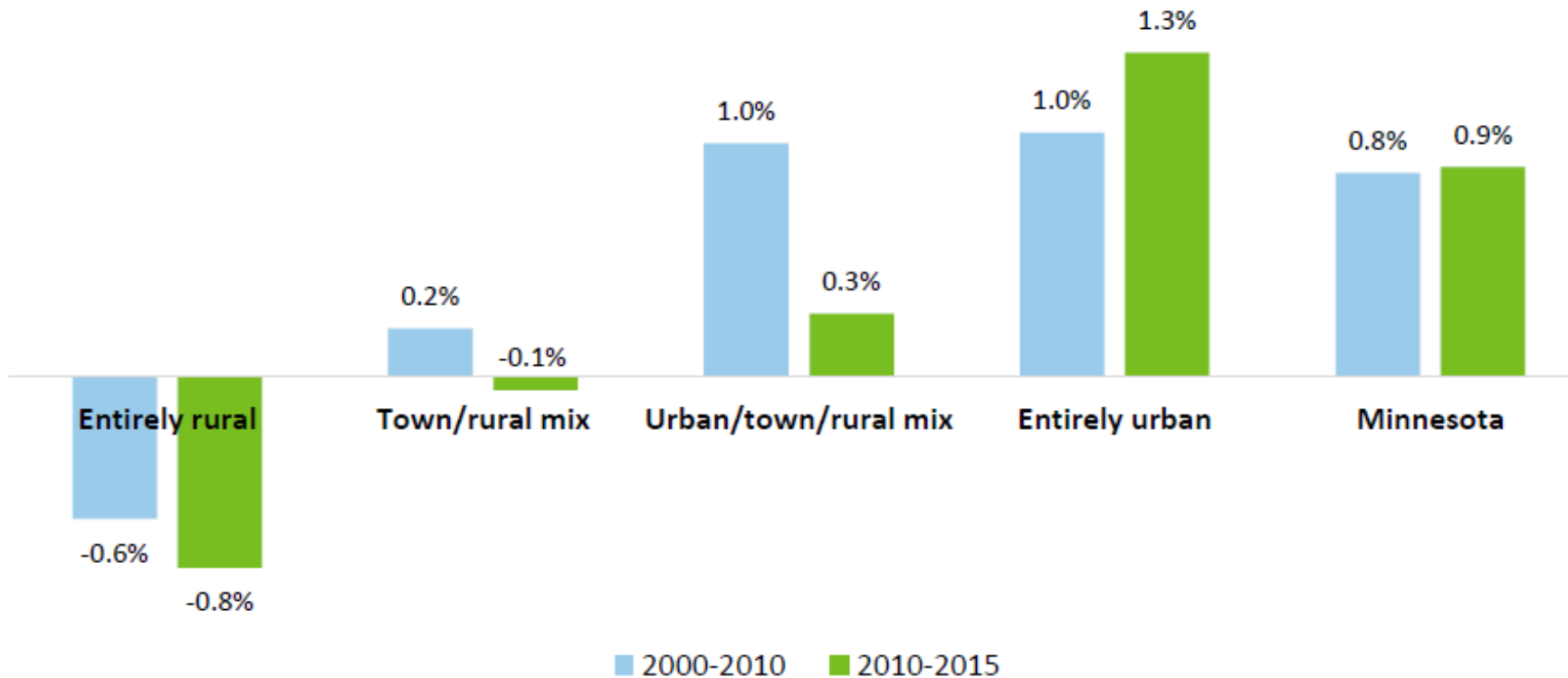
Domestic migration net negative for all groups

Average annual population change due to migration each year, by domestic and international components, and by county types, 2010-2015



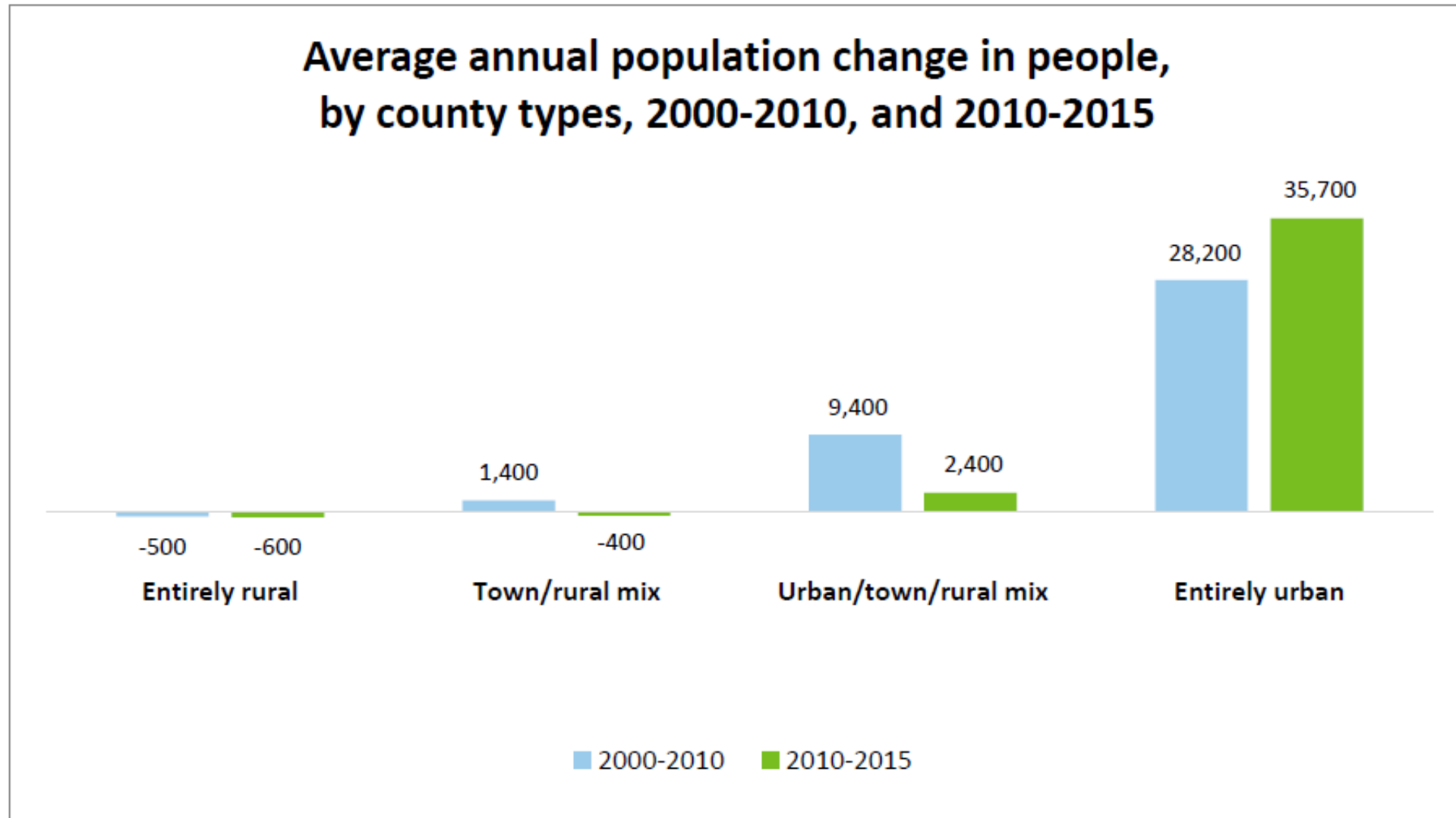
This decade: No growth in 2 non-urban county groups. More growth shifted to “entirely urban” counties.

**Average annual population change in percentage terms,
by county types, 2000-2010, and 2010-2015**



- Minnesota grew slightly faster the 1st half of this decade as last.
- But much more of that growth happened in the counties that were “Entirely urban” compared to “Urban/town/rural mix” counties
- Population loss in the 2 non-urban county groups

This decade: “Entirely urban” group adding 35,000+ people/year.
Non-urban groups: losing 400 or more people/year.



RICE
COUNTY:

Natural
change
during last
decade
(2000s) and
half of this
decade
(2010-2015)

FIGURE 43

Change from natural change (births-deaths)
during 2000-2010, Urban/Town/Rural Mix counties



Note: Data have been rounded to the closest 50 people.

FIGURE 46

Change from natural change (births-deaths)
during 2010-2015, Urban/Town/Rural Mix counties



Note: Data have been rounded to the closest 50 people.

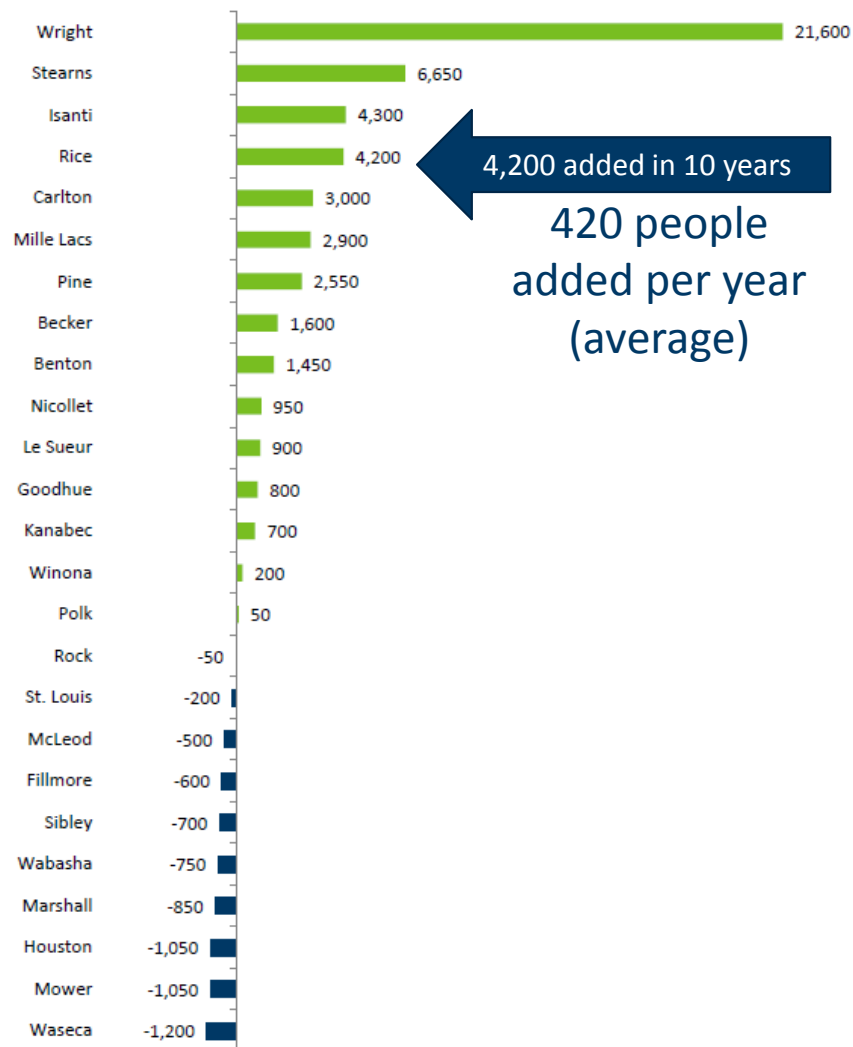


RICE
COUNTY:

Migration
change
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FIGURE 44

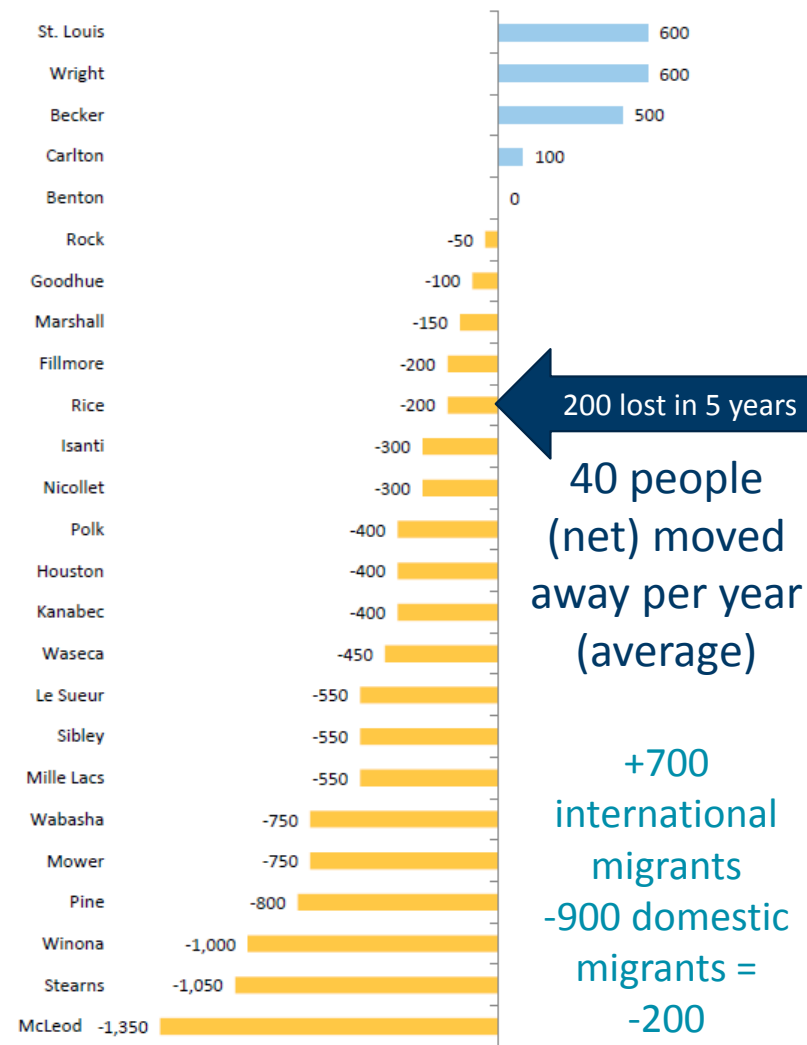
Change from migration during 2000-2010,
Urban/Town/Rural Mix counties



Note: Data have been rounded to the closest 50 people.

FIGURE 47

Change from migration during 2010-2015,
Urban/Town/Rural Mix counties



Note: Data have been rounded to the closest 50 people.



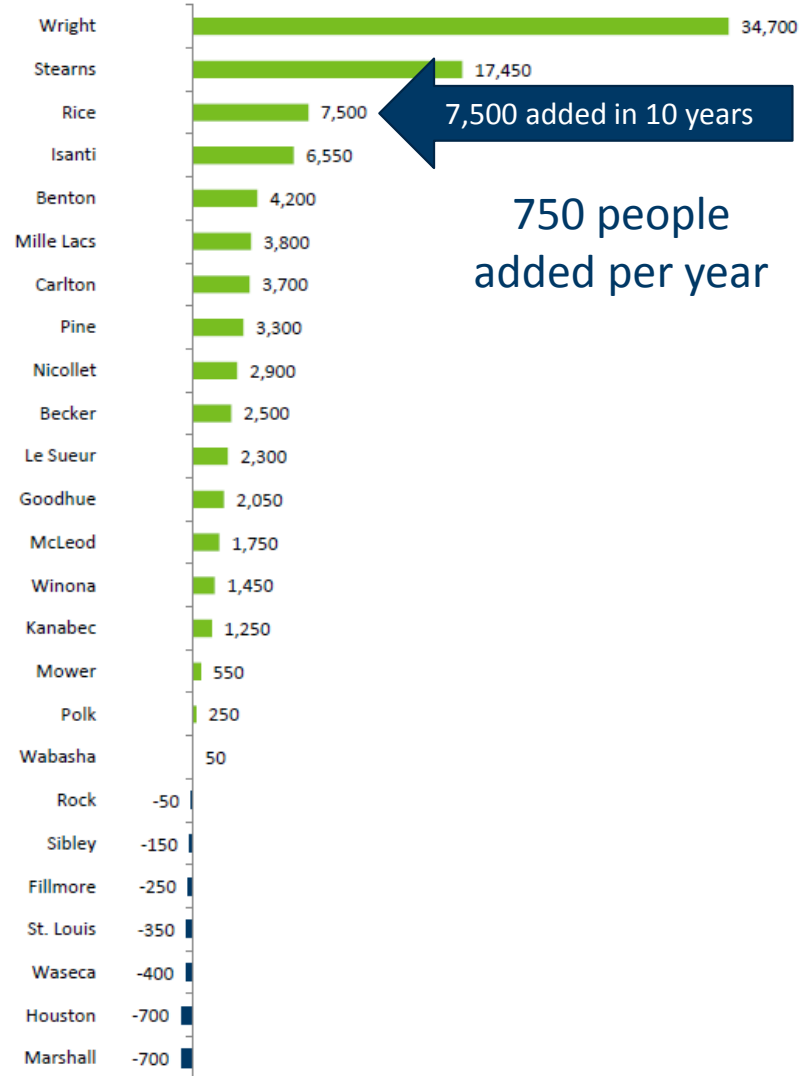
Foreign-born in Rice County

- About 4,600 people, or 7% of the county's population
- Largest groups from:
 - China (300-400 people)
 - Korea (100-200 people)
 - Vietnam (100-300 people)
 - Eastern Africa, including Somalia, Kenya (500-1,100 people)
 - Mexico (1,800-2,300 people)
- Rice County settled 102 refugees in the past 5 years
 - All but 2 settled were from Somalia



FIGURE 42

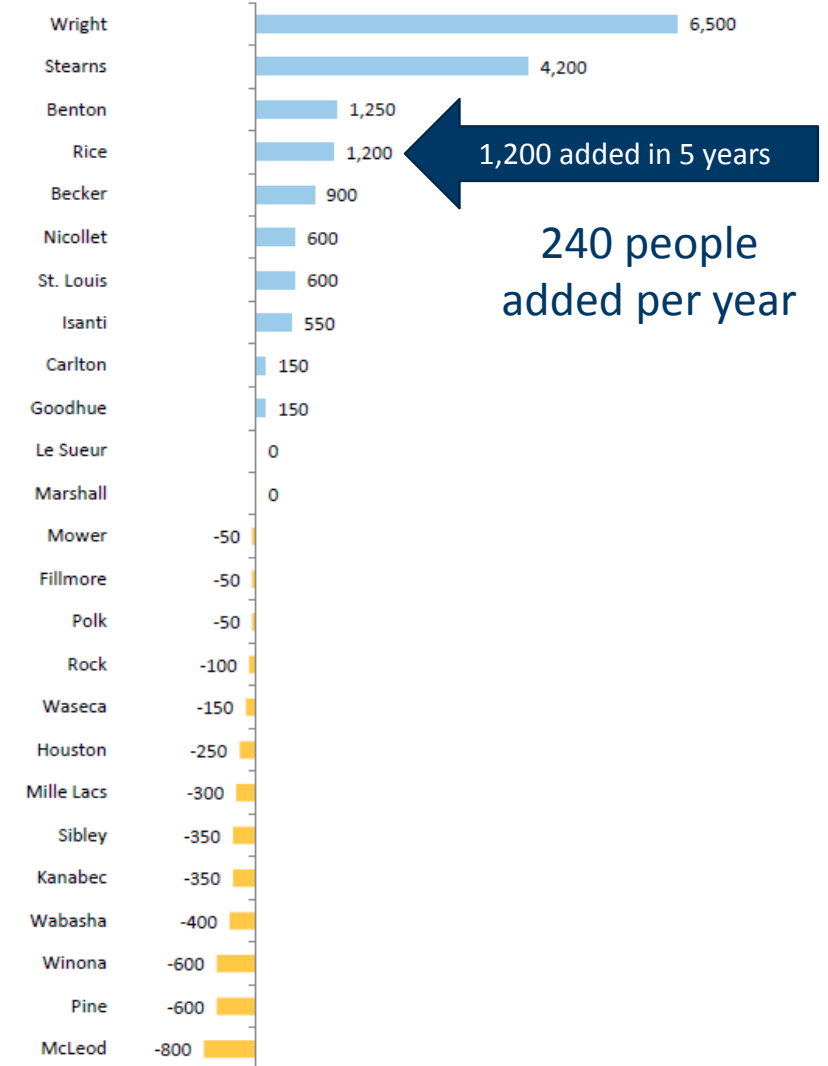
Total population change during 2000-2010, Urban/Town/Rural Mix counties



Note: Data have been rounded to the closest 50 people.

FIGURE 45

Total population change* during 2010-2015, Urban/Town/Rural Mix counties



Note: Data have been rounded to the closest 50 people.

RICE
COUNTY:

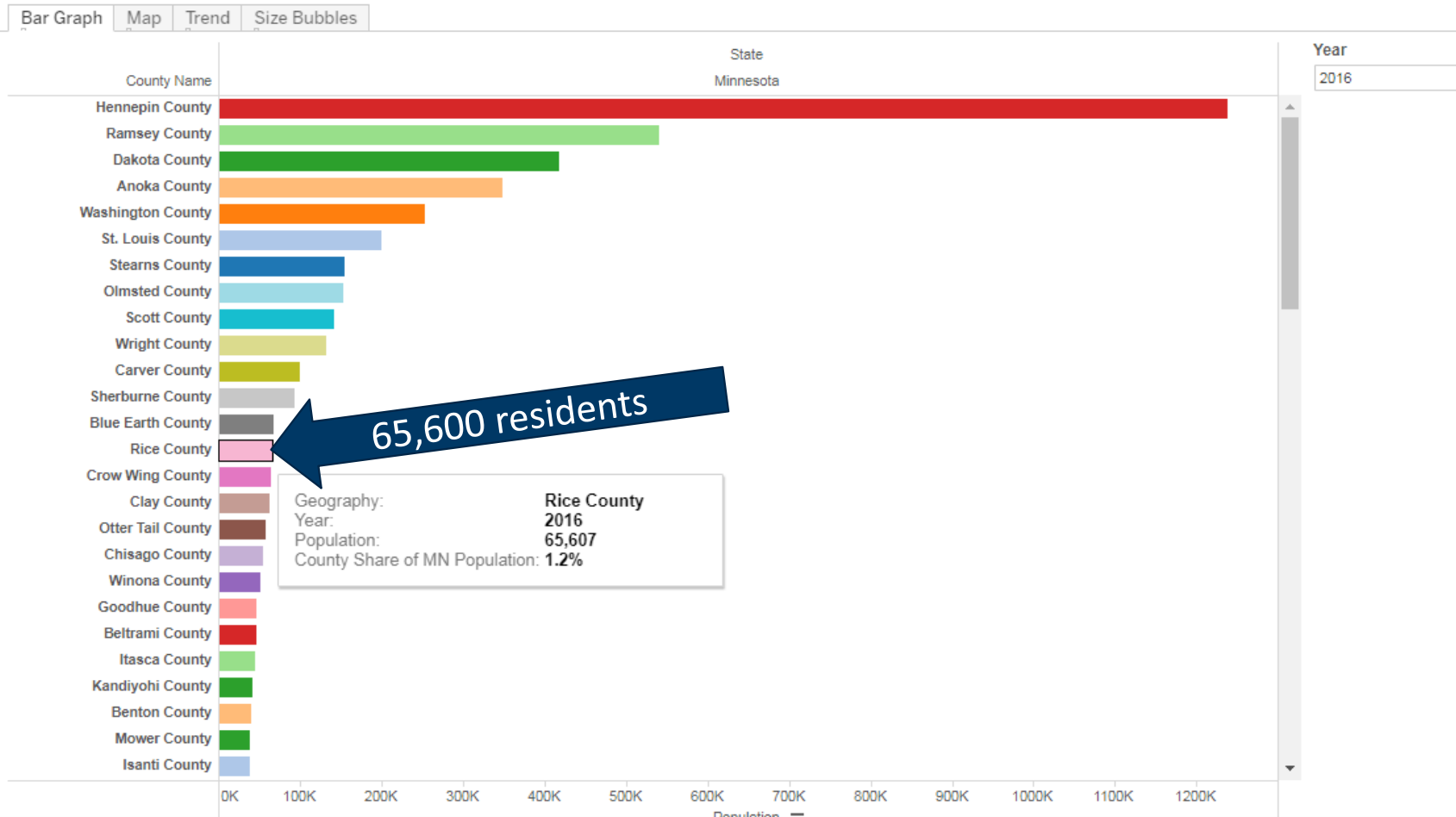
Total
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Rice County: Currently 14th largest county in the state

Viz: SDC population estimates for counties from 2000-2016

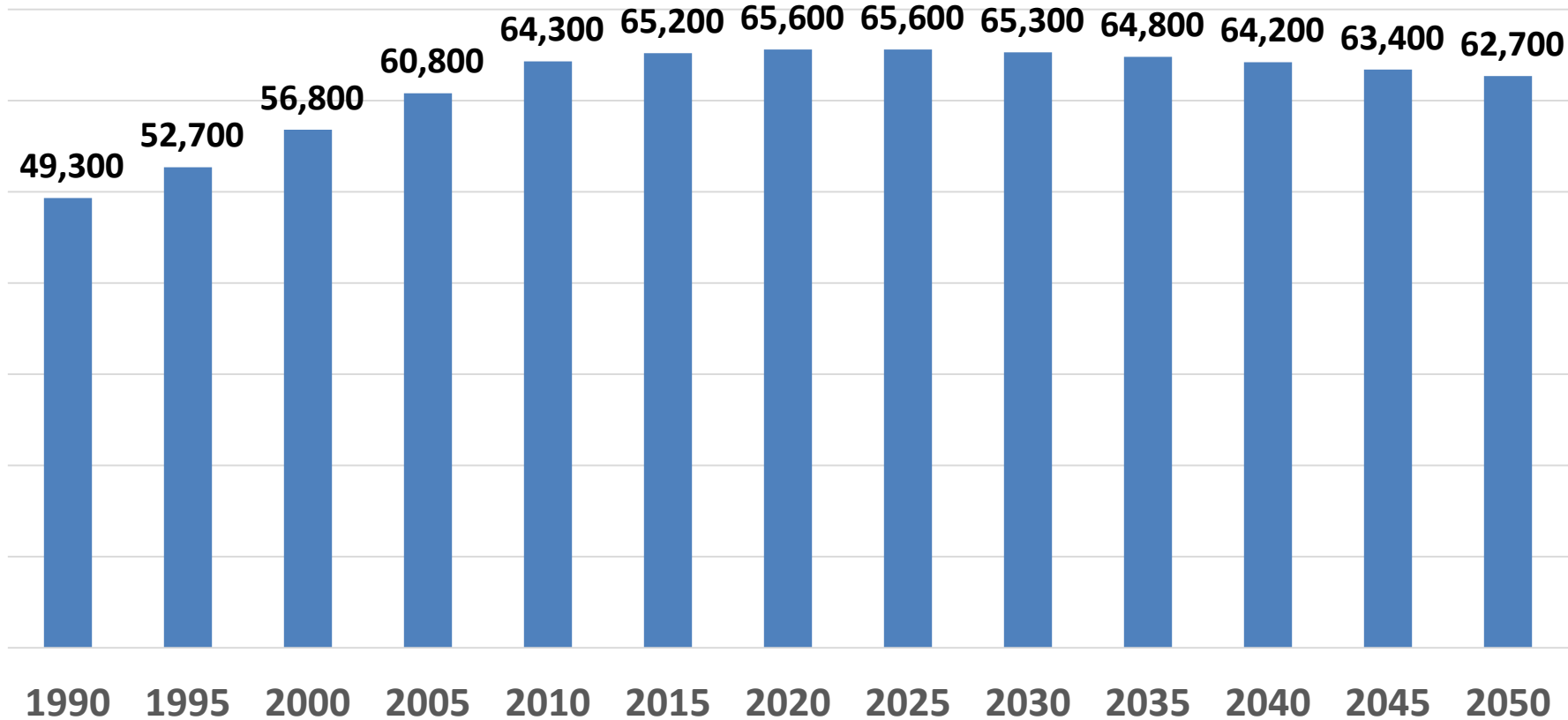
Use the interactive data elements below to explore how your county has changed since 2000.

(Note: 2000 and 2010 data are decennial census counts; all other years are estimates prepared by the MN State Demographic Center. Estimates are not back-revised. Download these data by clicking the Download button in the lower right corner below the viz, or on the County Data tab of [Our Estimates page](#).)



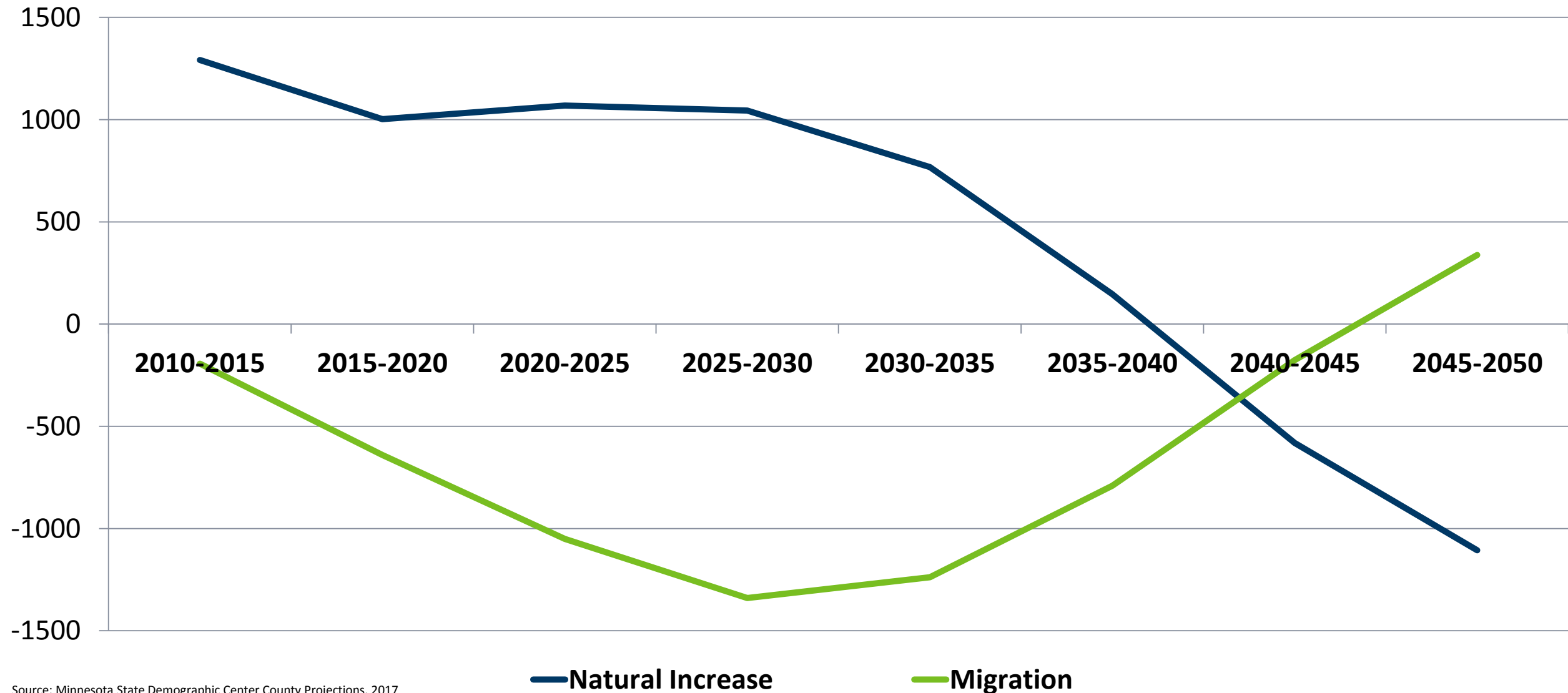
- Similarly sized counties include **Blue Earth** (home to Mankato, **Crow Wing** (home to Brainerd), and **Clay** (home to Moorhead)

Rice County Population, Historic & Projected to 2050

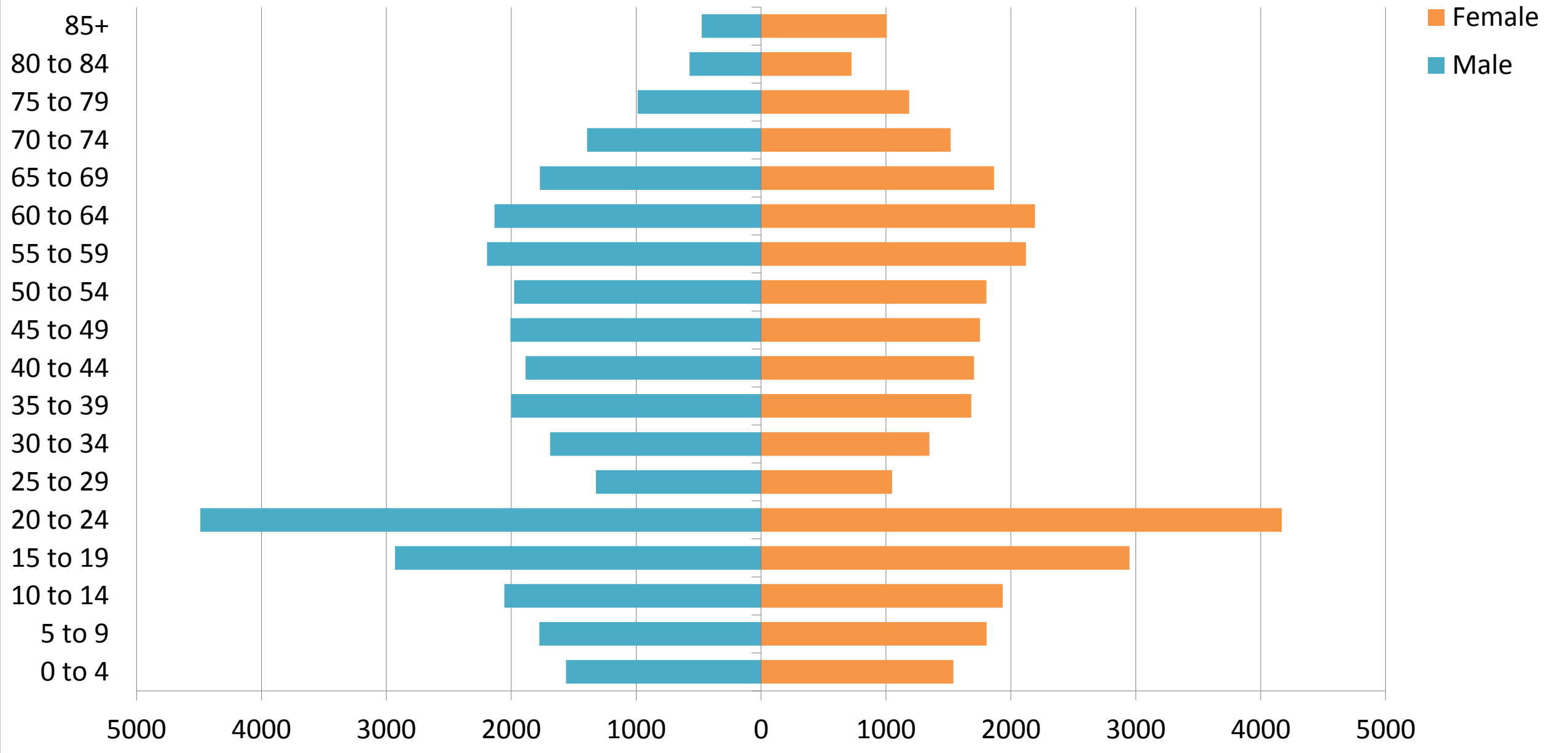


- Outlook:
Stable population through 2025, then very gradual decline through 2050 (falling under 63,000 people by then)

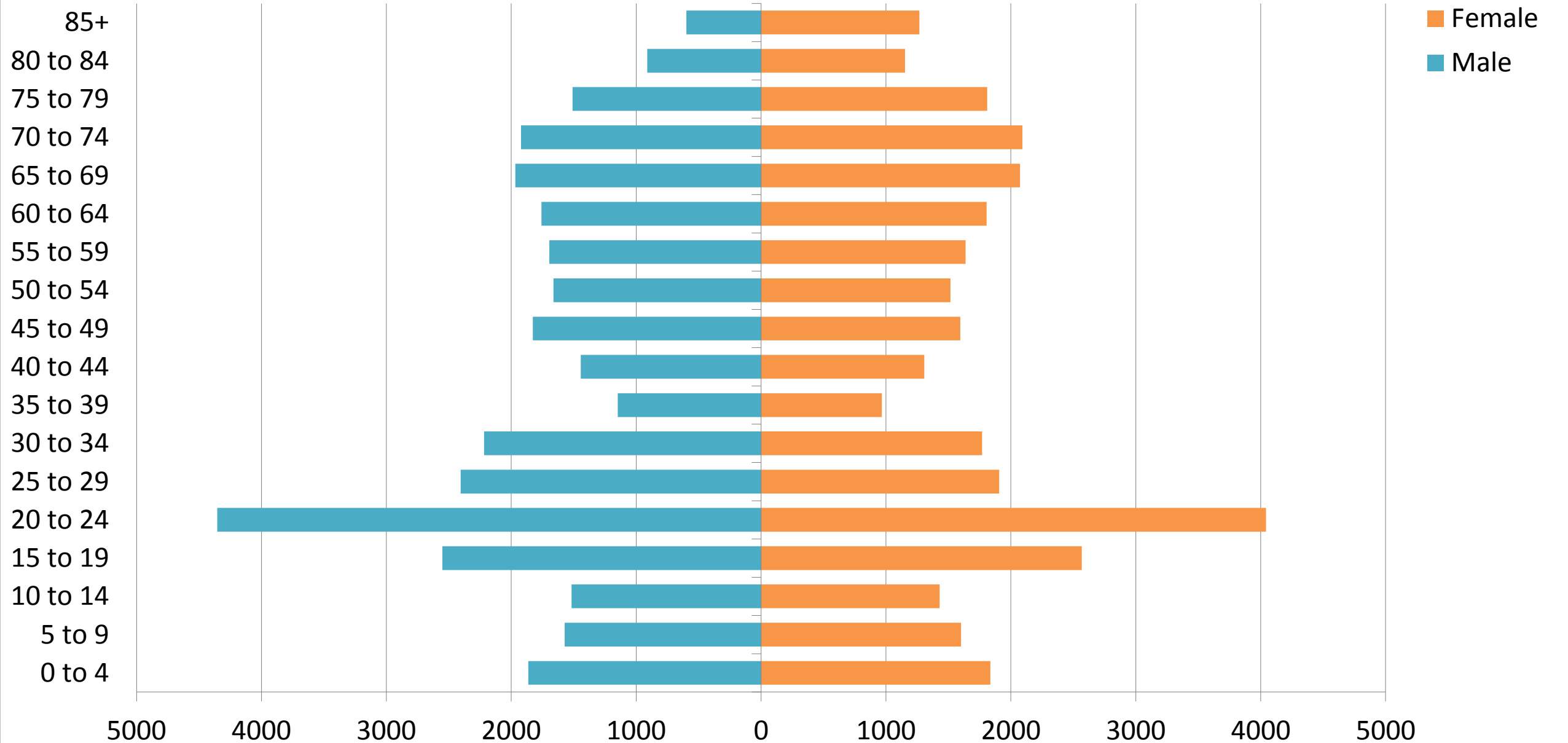
Projections: Components of Change for Rice County



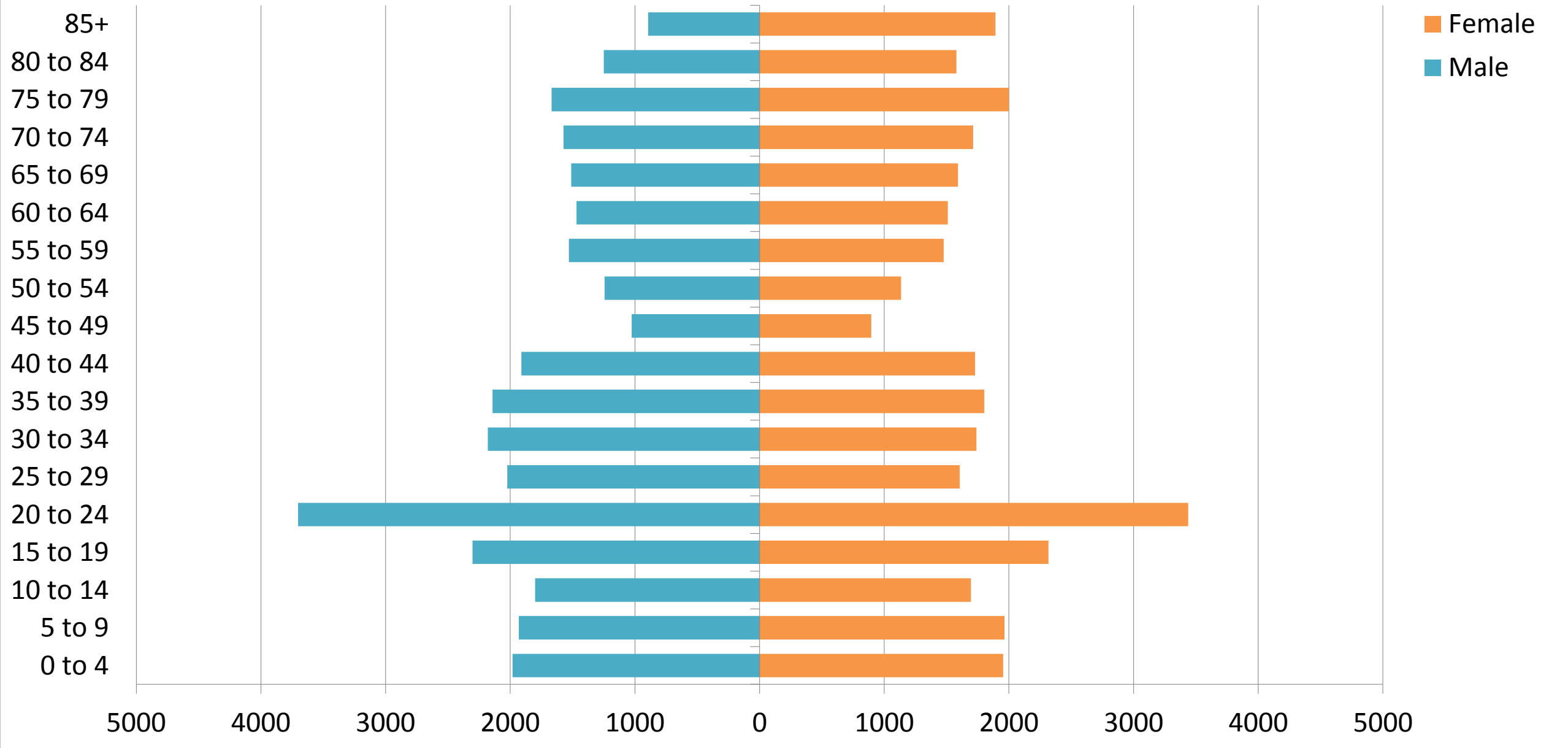
Rice County, 2020 Projection



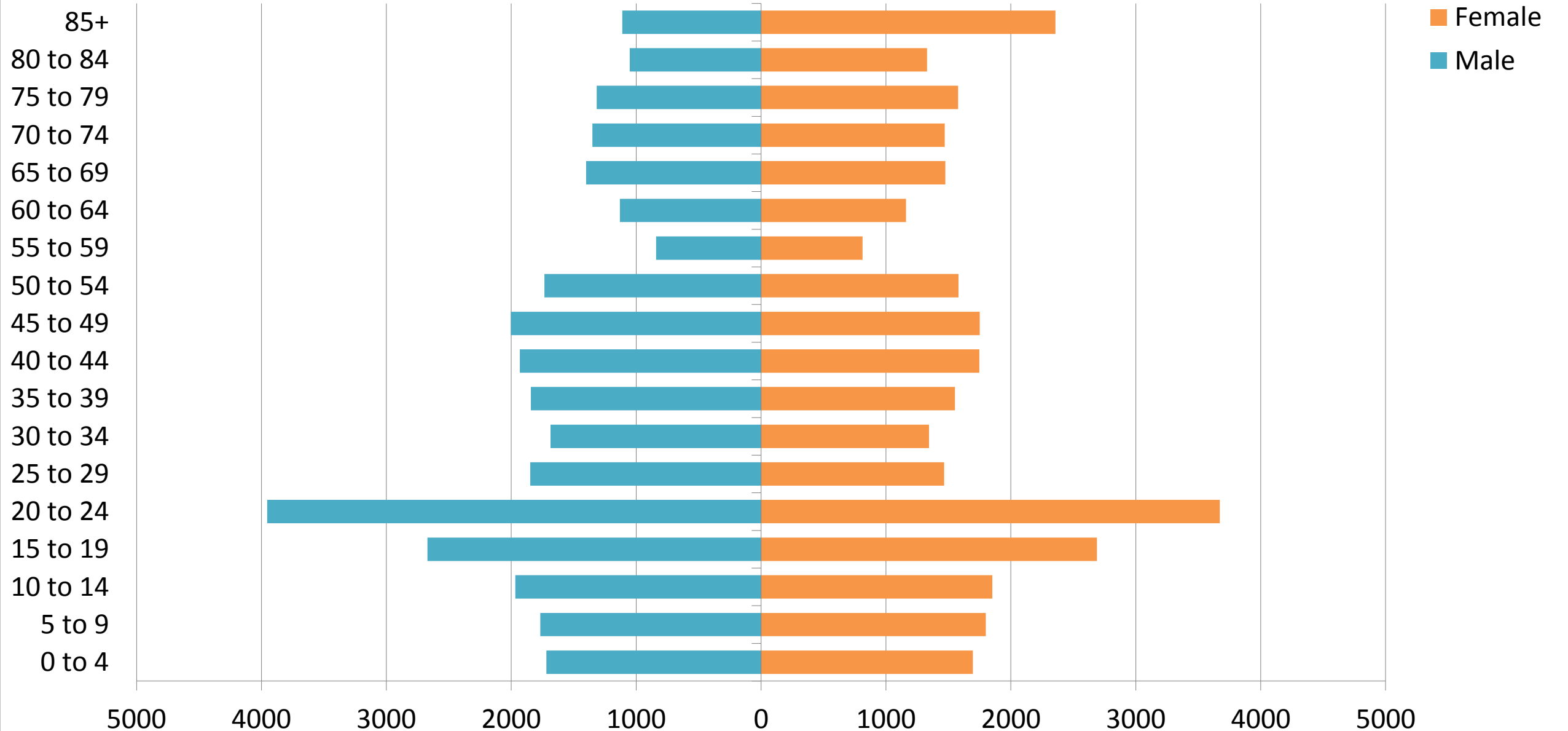
Rice County 2030 Projection



Rice County 2040 Projection

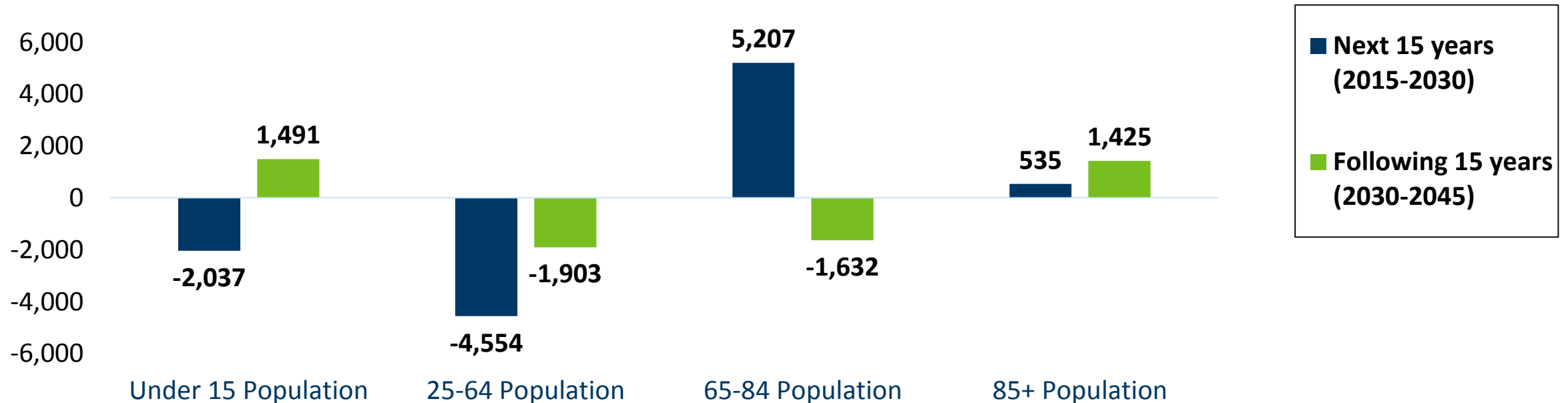


Rice County 2050 Projection



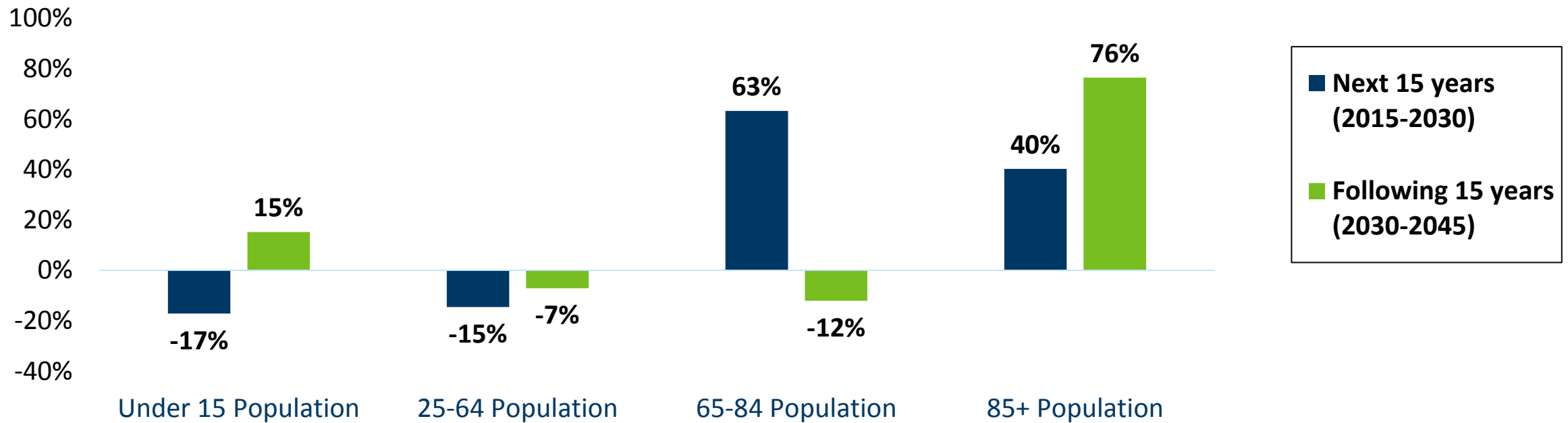
How will the size of age groups shift in the next 3 decades?

Projected change over the next 30 years in Rice County



How will the size of age groups shift in the next 3 decades?

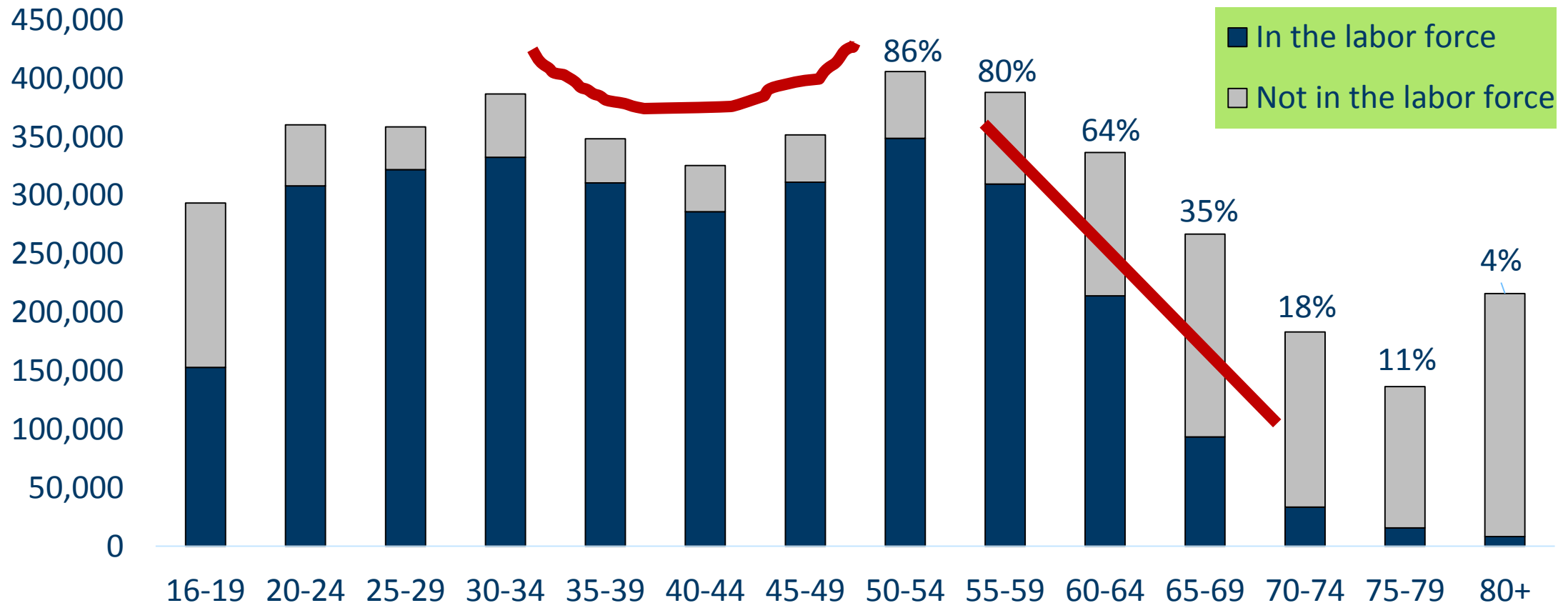
Projected change over the next 30 years in Rice County



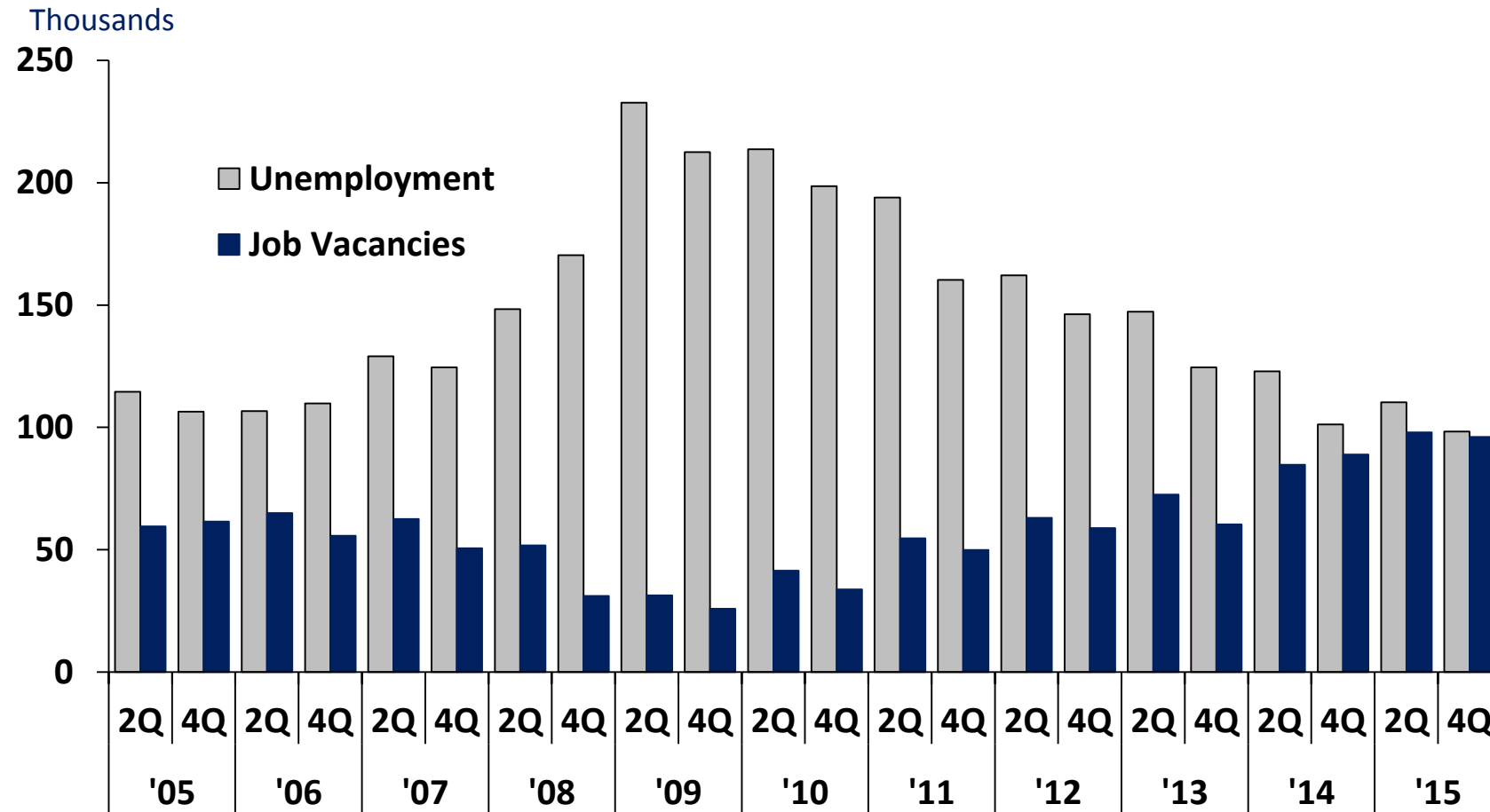


Labor force

Who's in and out of MN's labor force, by age groups, 2015



Ratio of available jobs and workers now roughly 1-to-1



Source: Minnesota Department of Employment and Economic Development (DEED)

Increasing reports of labor shortages

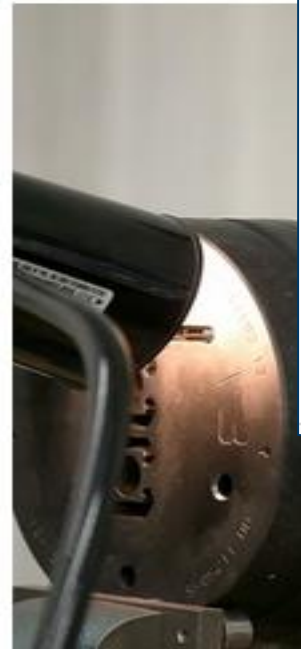
COMMENTARY

BUSINESS

Rural Minnesota factories big on people to find workers.

Rural factories find workers.

By Dee DePass Star Tribune



LOCAL

Worker shortages concessions out-of-state

Target Field is busing

By Rochelle Olson Star Tribune



Minnesota's home care workers demand action on staff shortages, low wages

Two years after a contentious battle to form a union, they are starting contract negotiations.

By Chris Serres Star Tribune | SEPTEMBER 30, 2016 — 10:38PM

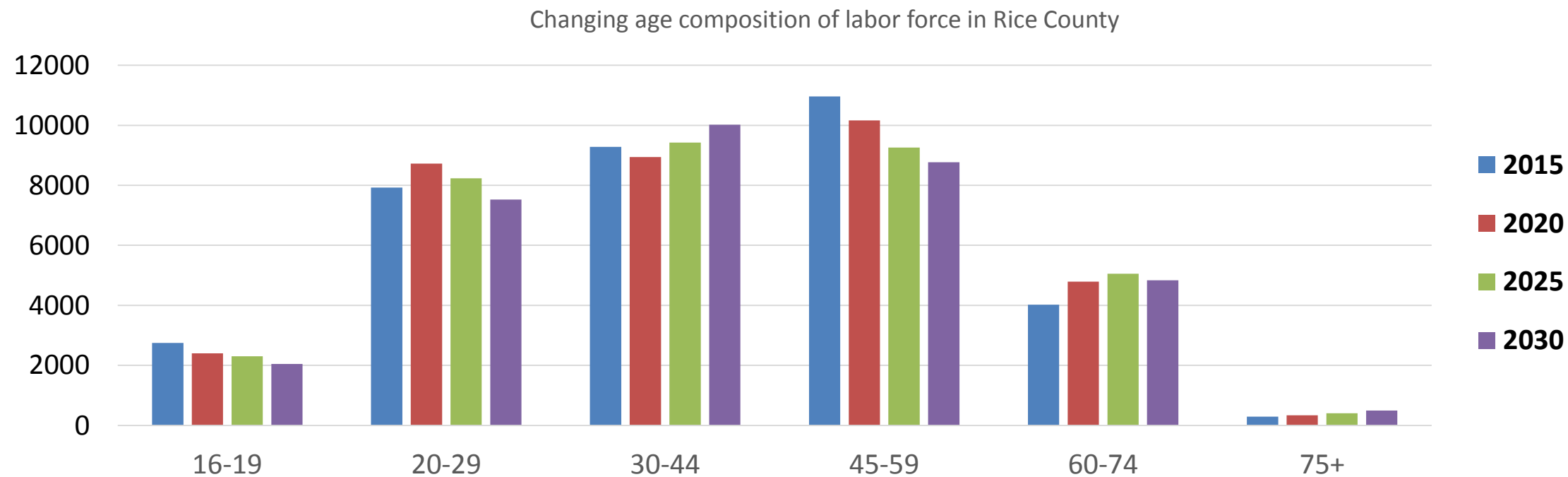


ELIZABETH FLORES

Home care aide Jasmine Laducer-Kitto went through physical therapy with Scott Semo on Thursday. Laducer-Kitto has cared for Semo for 11 years but said she is looking for other work because her wages (\$12.65 per hour) aren't enough to

More

Rice County labor force expected to decline by about 1,550 workers, 2015-2030 with age shifts as well



How can we respond to this very tight labor market?

- Retain and, when necessary, retrain workers
- Improved alignment of skills to openings
- Maximum participation in labor force:
 - What does that require of employers? Of policymakers?
- Change the pipeline
 - Grow your own and create better outcomes, especially for groups with less historical success in the labor market
 - Improve our migration equation—more foreign-born workers will be needed
- Look to productivity, automation

+ Take-away thoughts

- All areas of the state will feel the effects of an aging population. **Health care and long-term care** will become cost-drivers of public budgets. How will we balance this with other public needs?
- However, older adults will **positively shape our communities** with volunteerism, mentoring and advancing their own solutions to the challenges of aging.
- **A tightening labor force** will create new opportunities for workers, but will strain employers. The search for skilled hands and minds will intensify (here and across much of the globe). **Developing, retaining, and attracting skilled workers** will be essential to fuel economic growth.
- Minnesota's **communities, workplaces, and markets for business** will grow more **diverse** in the decades to come. The success of populations of Color is essential for our state's overall success.



Thank you!

Web: mn.gov/demography

Email: demography.helpline@state.mn.us

Twitter: [@MN_StateData](https://twitter.com/MN_StateData)