MINNESOTA STATE DEMOGRAPHIC CENTER
DEPARTMENT OF ADMINISTRATION

Nobles Economic Opportunity Network

November 8, 2018

Susan Brower, MN State Demographer
mn.gov/demography
twitter: @MN_StateData

MN ranks highly on a large number of indicators

Percent (age 25-34) with a bachelor's degree or higher

Rank o

Proportion of adults (age 16-64) working

Rank	Rank of states, 2016
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	

Residents under age 65 without health insurance

Rank of states, 2016

Rank	St
1	Nc
2	Mi
3	Ne
4	Io
5	Ne
6	Sc
7	Wi
8	Ve
9	Ma
10	Ma

Pennsylvania

Individuals below the poverty level

Rank of states, 2016

Rank	Stat
1	Mass
2	Haw
3	Verm
4	Minn
5	Iowa
6	Rho
7	Conn
8	Kent
9	Wisc
10	Mich

Voting-eligible population that voted

Rank of states, 2016

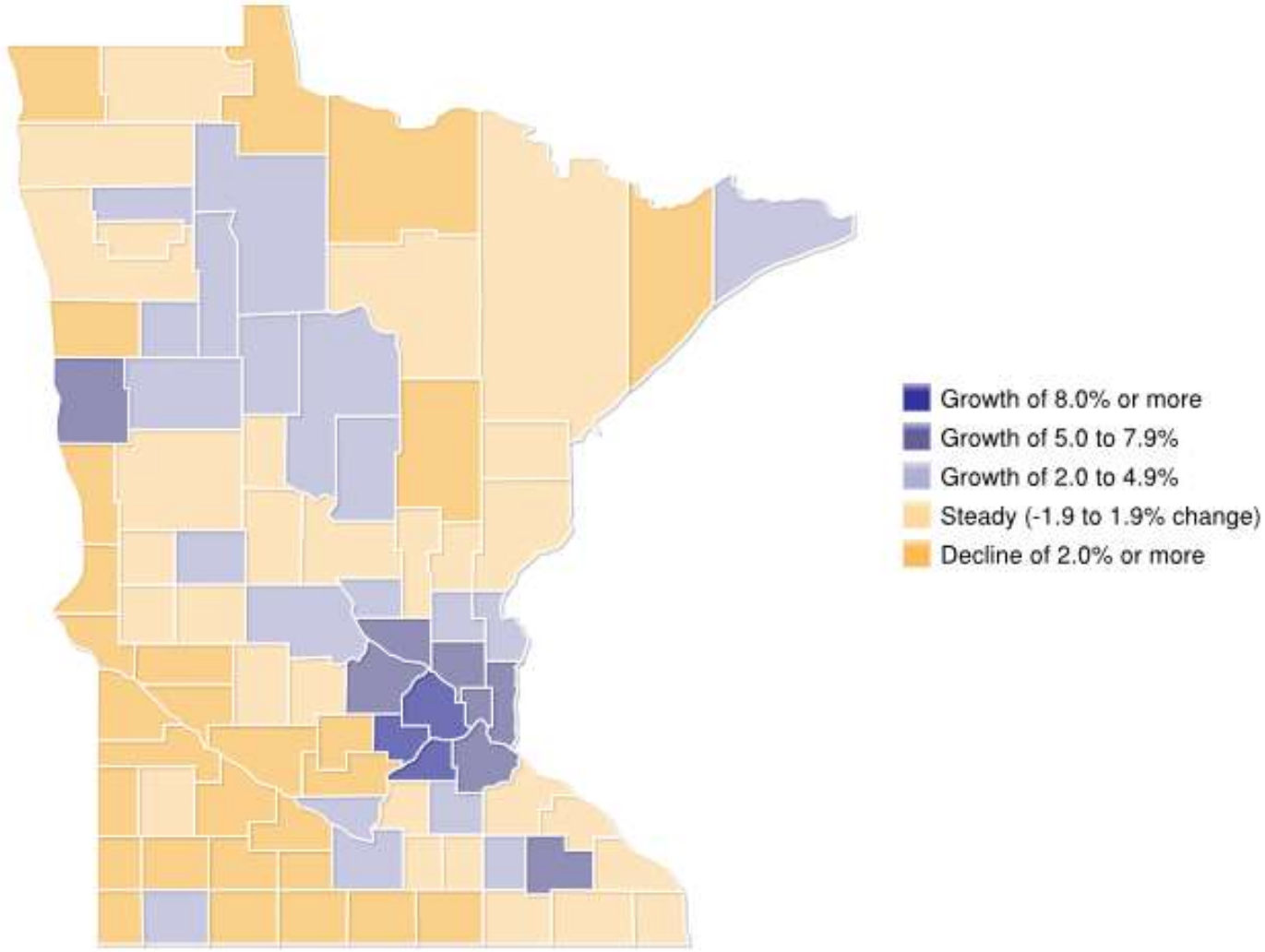
Rank	States
1	New H
2	Hawai
3	Maryla
4	Conne
5	Alaska
6	Minne
7	Utah

Rank	States (1=highest)	2016
1	Minnesota	74.2%
2	New Hampshire	71.4%
3	Maine	70.5%
4	Colorado	70.1%

Sou

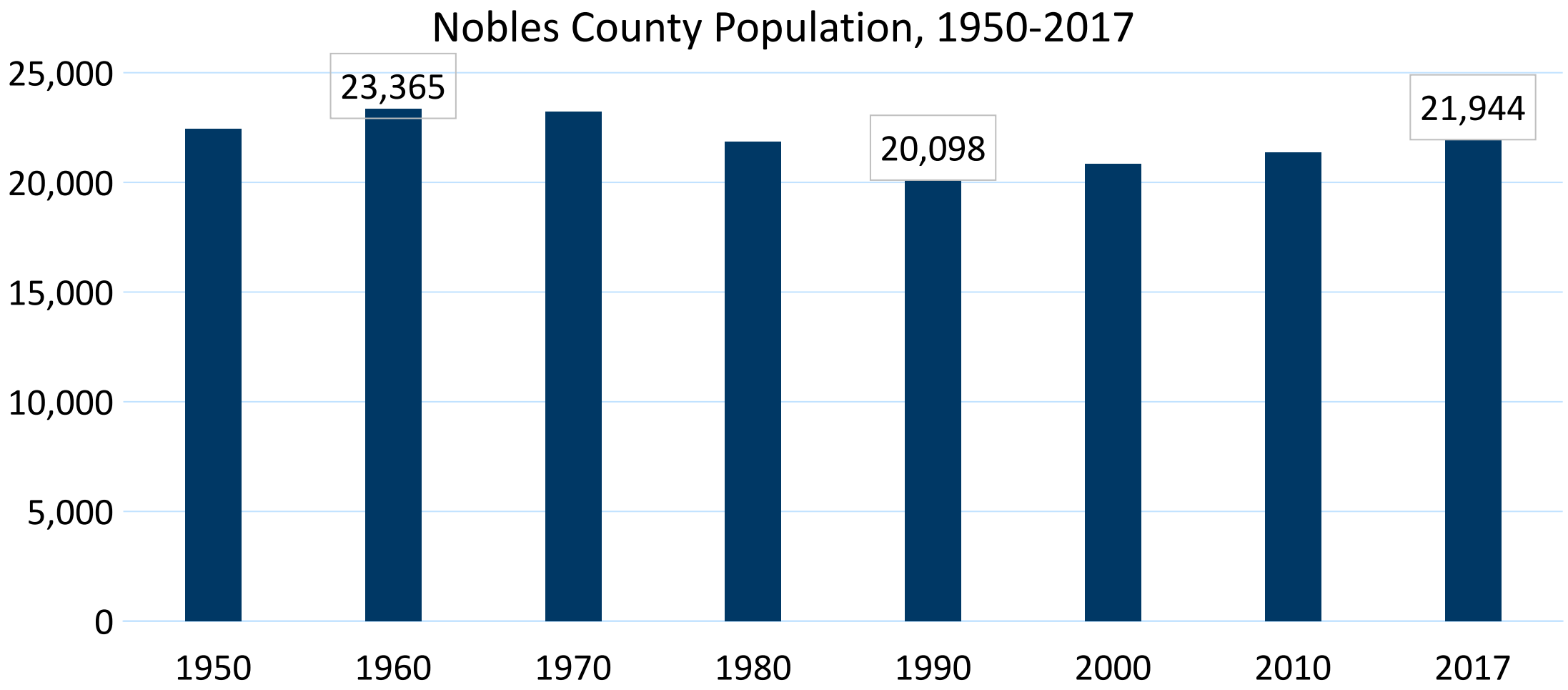
Population change

By county, 2010-2017



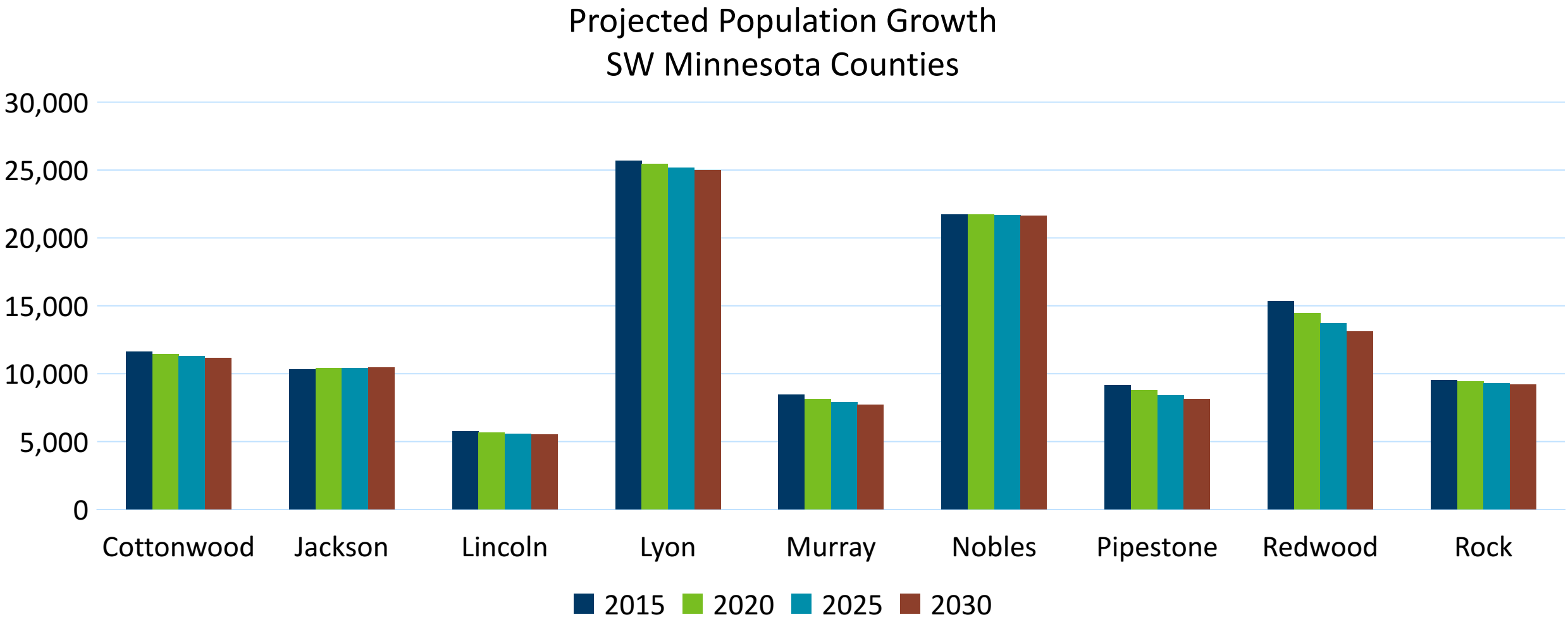
Source: U.S. Census Bureau Population Estimates, Compiled by MN Compass

Nobles County has grown by ~1,100 people in the last 17 years



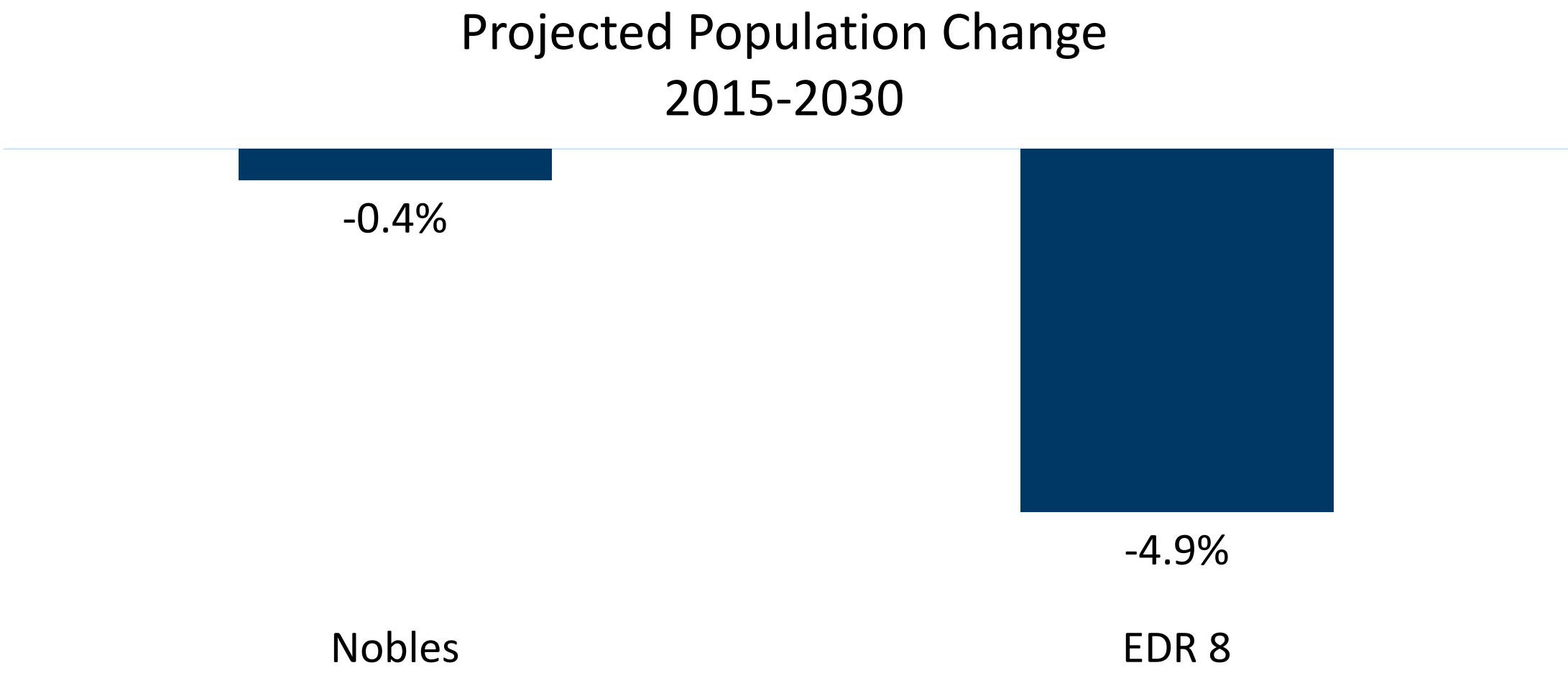
Source: U.S. Census Bureau, Decennial Census and Population Estimates

Nobles County population projected to remain stable



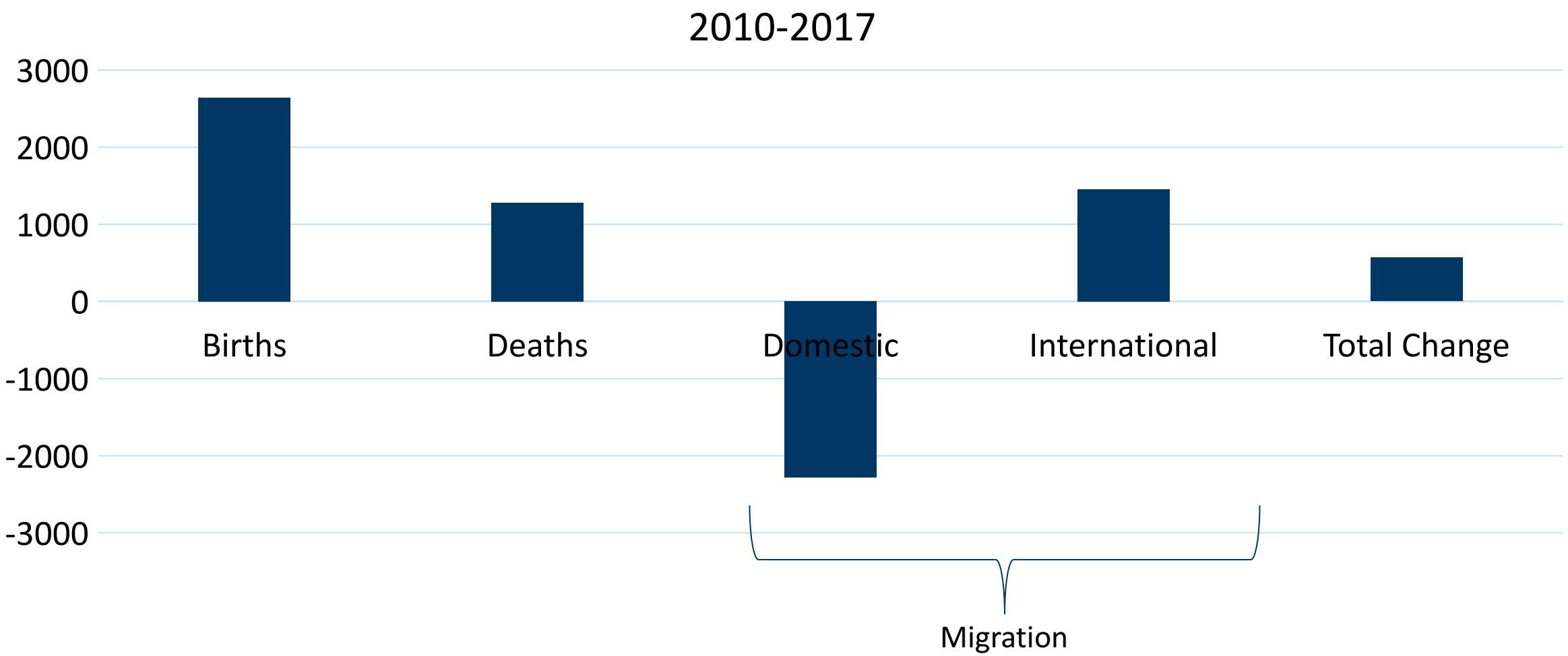
Source: MN State Demographic Center

Nobles Projected to decline .4% or ~100 people between 2015 and 2030



Source: MN State Demographic Center

Since the last census…



Sources: U.S. Census Bureau, Population Estimates Program

Midwestern states tend to lose residents to other states on net—but gain residents from abroad

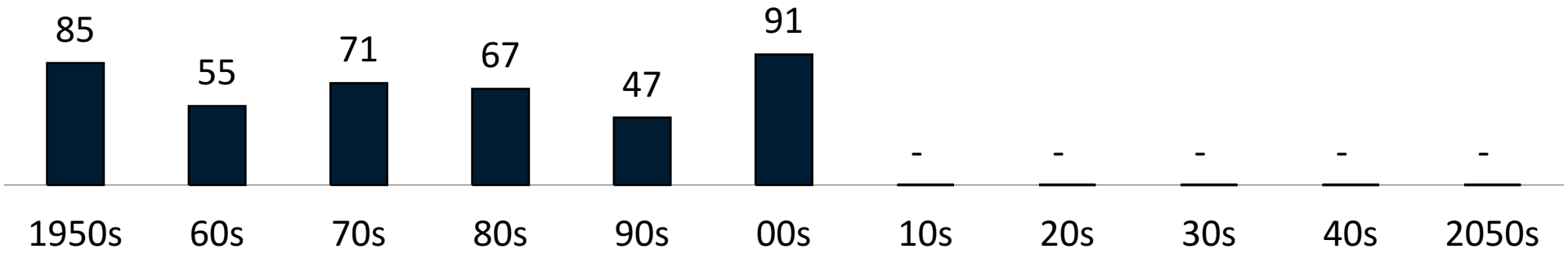
Net Migration for Midwestern States April 2010-July 2016 (Cumulative)

	Net Migration		
	Total	International	Domestic
North Dakota	56,271	9,475	46,796
Minnesota	42,028	80,206	-38,178
Iowa	24,643	35,326	-10,683
South Dakota	21,072	9,563	11,509
Nebraska	14,572	24,303	-9,731
Indiana	4,511	63,671	-59,160
Missouri	-6,804	51,332	-58,136
Wisconsin	-20,083	43,853	-63,936
Kansas	-34,632	35,867	-70,499
Ohio	-70,390	112,592	-182,982
Michigan	-87,519	128,353	-215,872
Illinois	-361,646	178,520	-540,166

Source: U.S. Census Bureau, 2016 Population Estimates

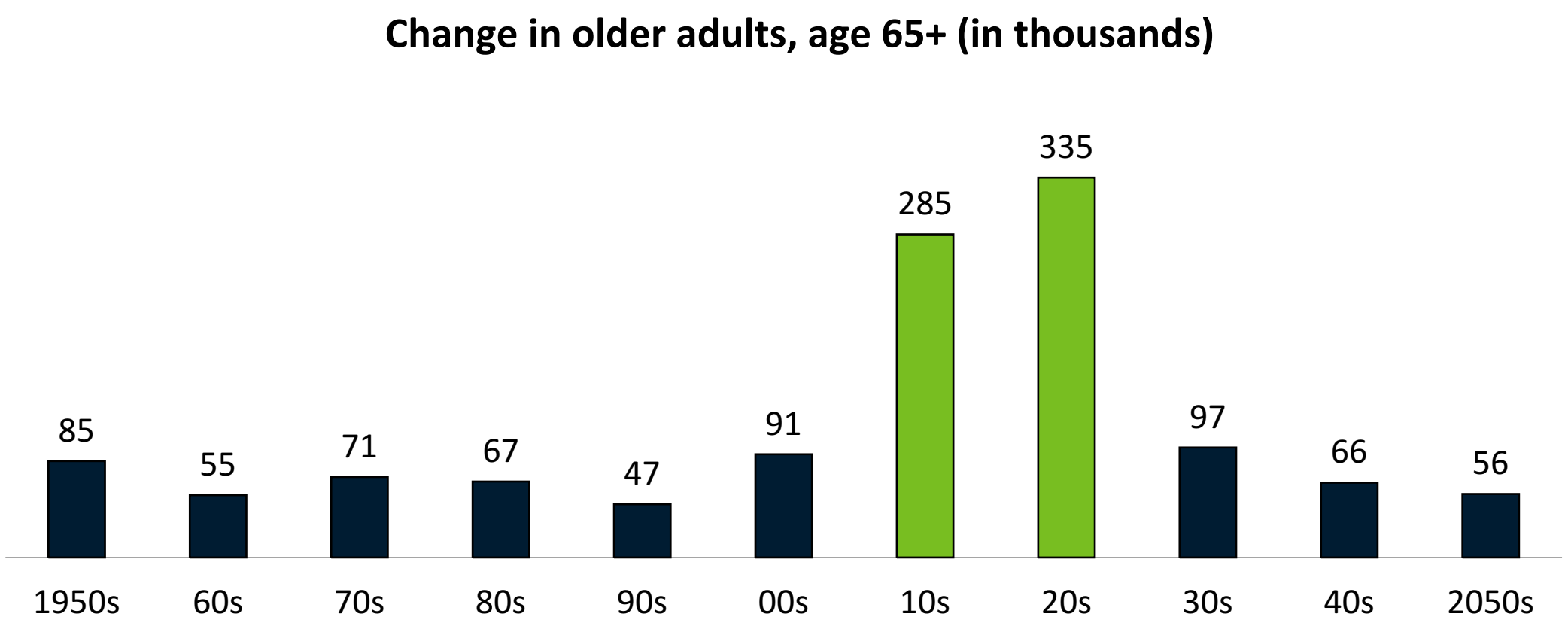
As a state, we have always “aged” in a fairly orderly manner

Change in older adults, age 65+ (in thousands)



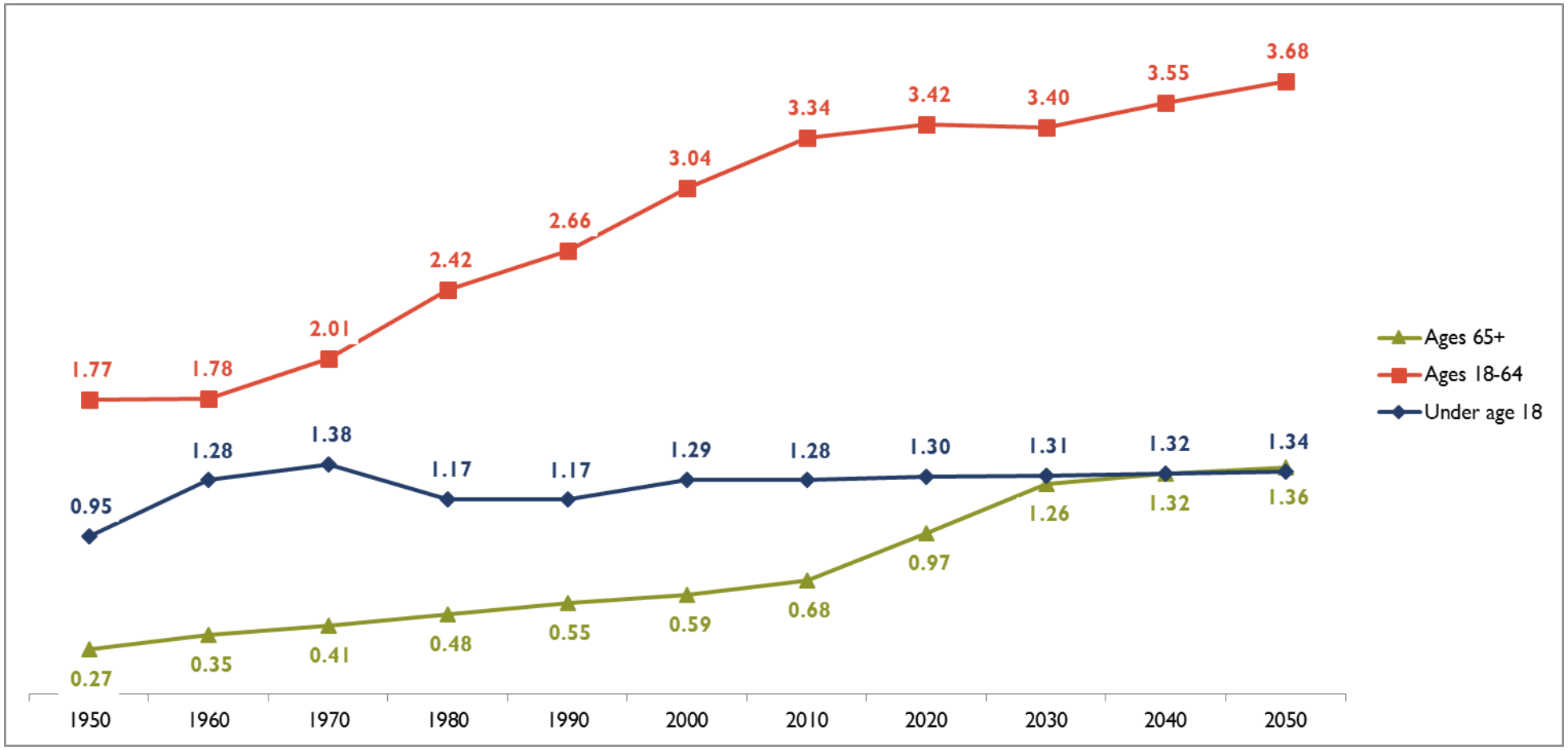
Source: U.S. Census Bureau

Unprecedented increases in MN's "older adult" population



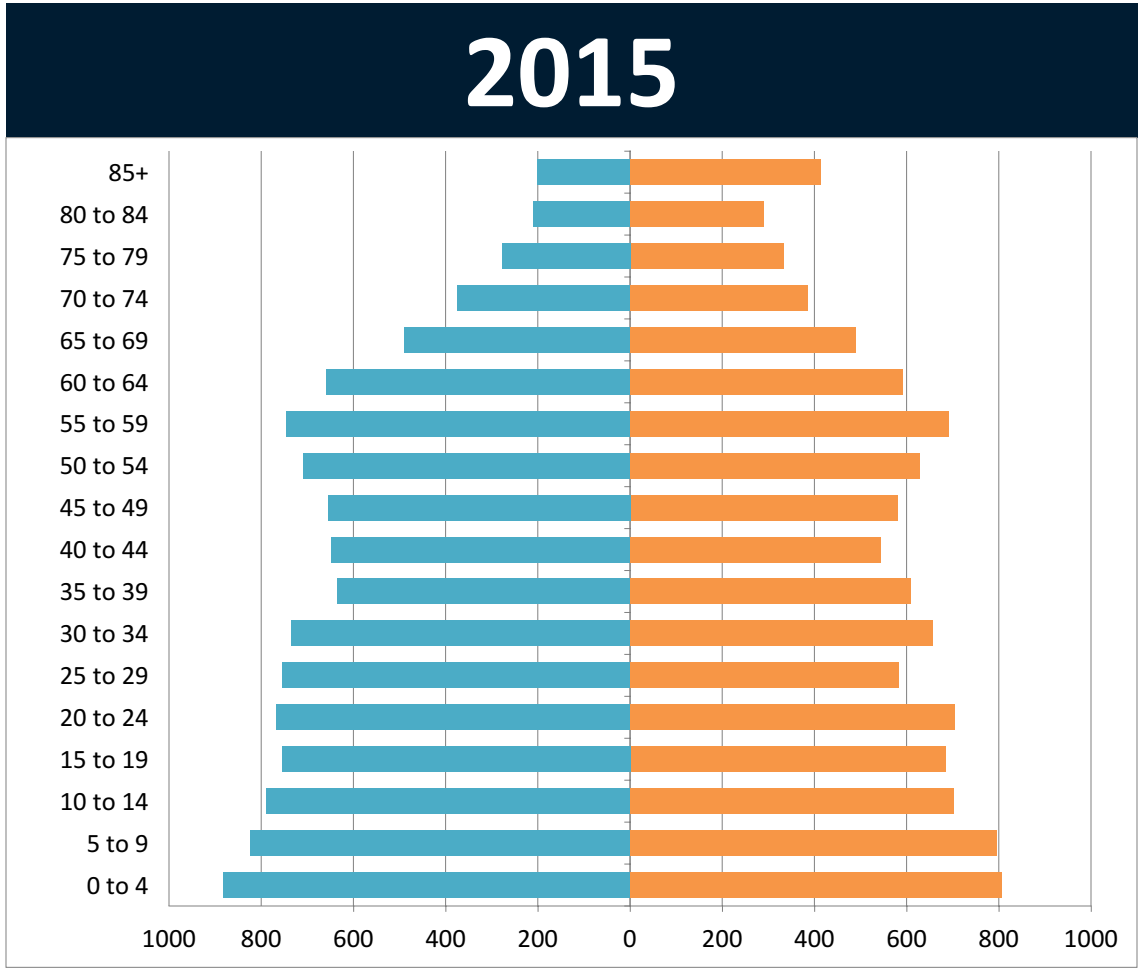
Sources: U.S. Census Bureau, MN State Demographic Center

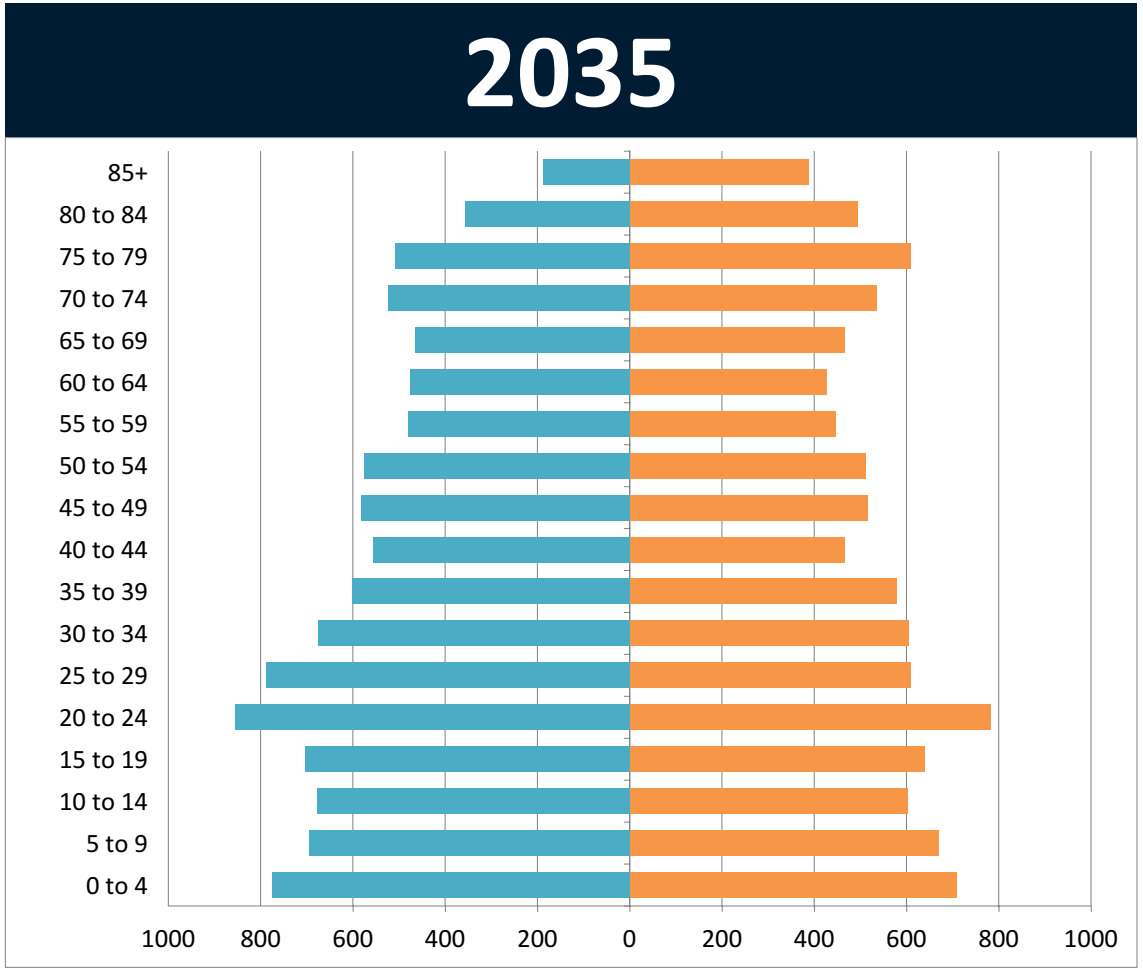
Little-to -no growth in working-age population in MN over the next 15 years



Source: Minnesota State Demographic Center Projections

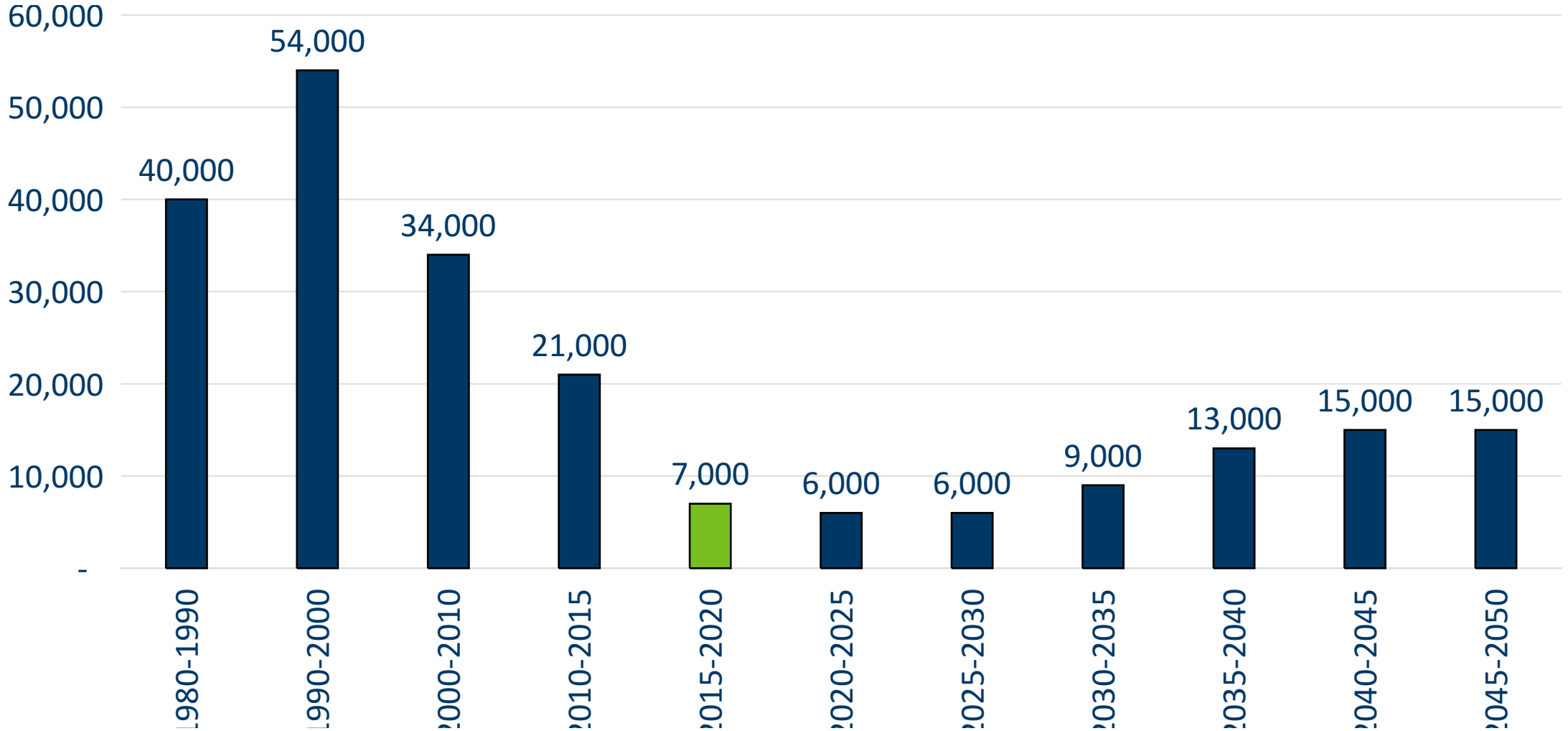
Nobles County in 20 years





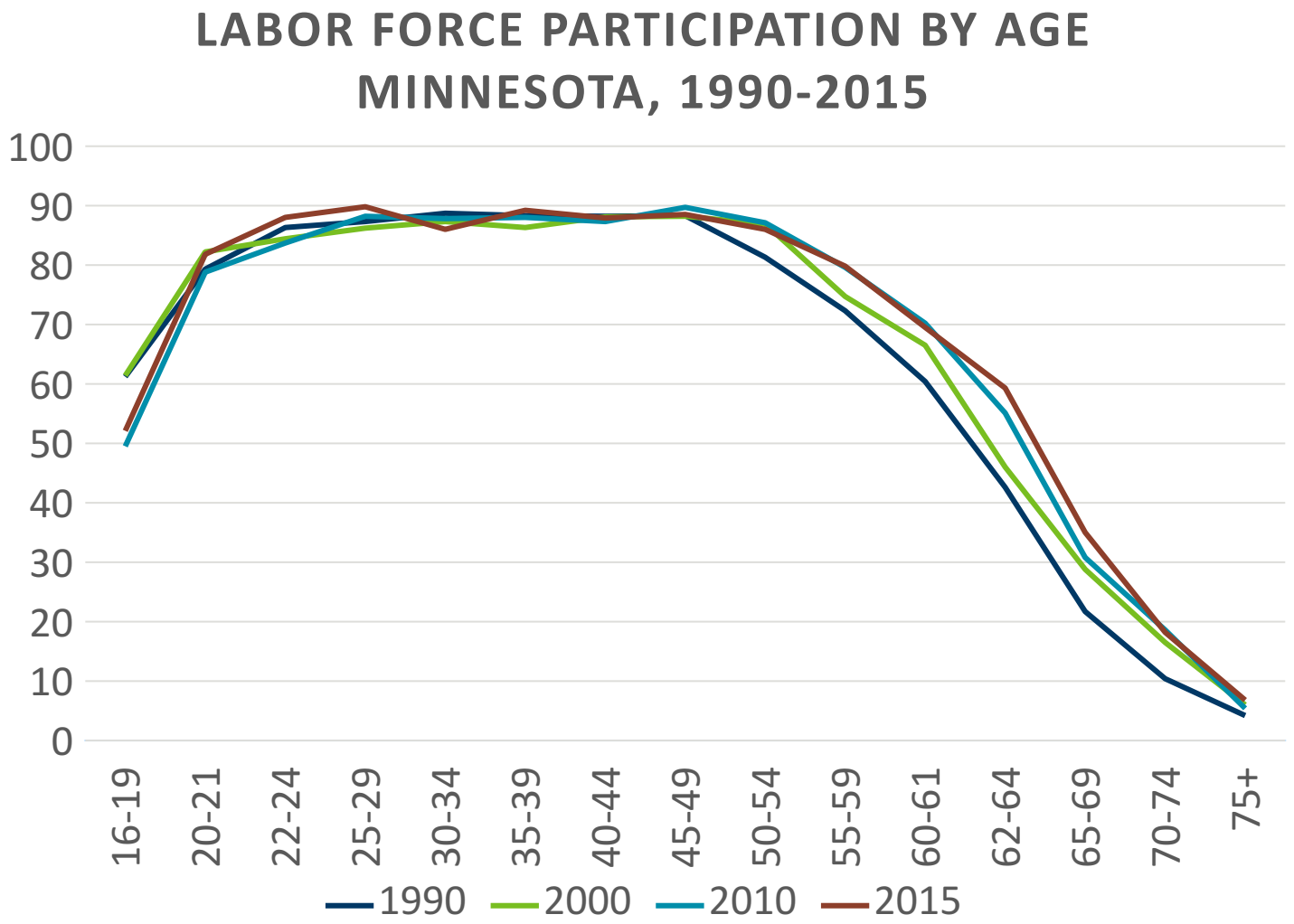
Source: Minnesota State Demographic Center Projections

Minnesota's labor force growth is projected to slow further over the next 10 years



Source: U.S. Census Bureau (1980—2015) & MN State Demographic Center Projections (2015-2045)

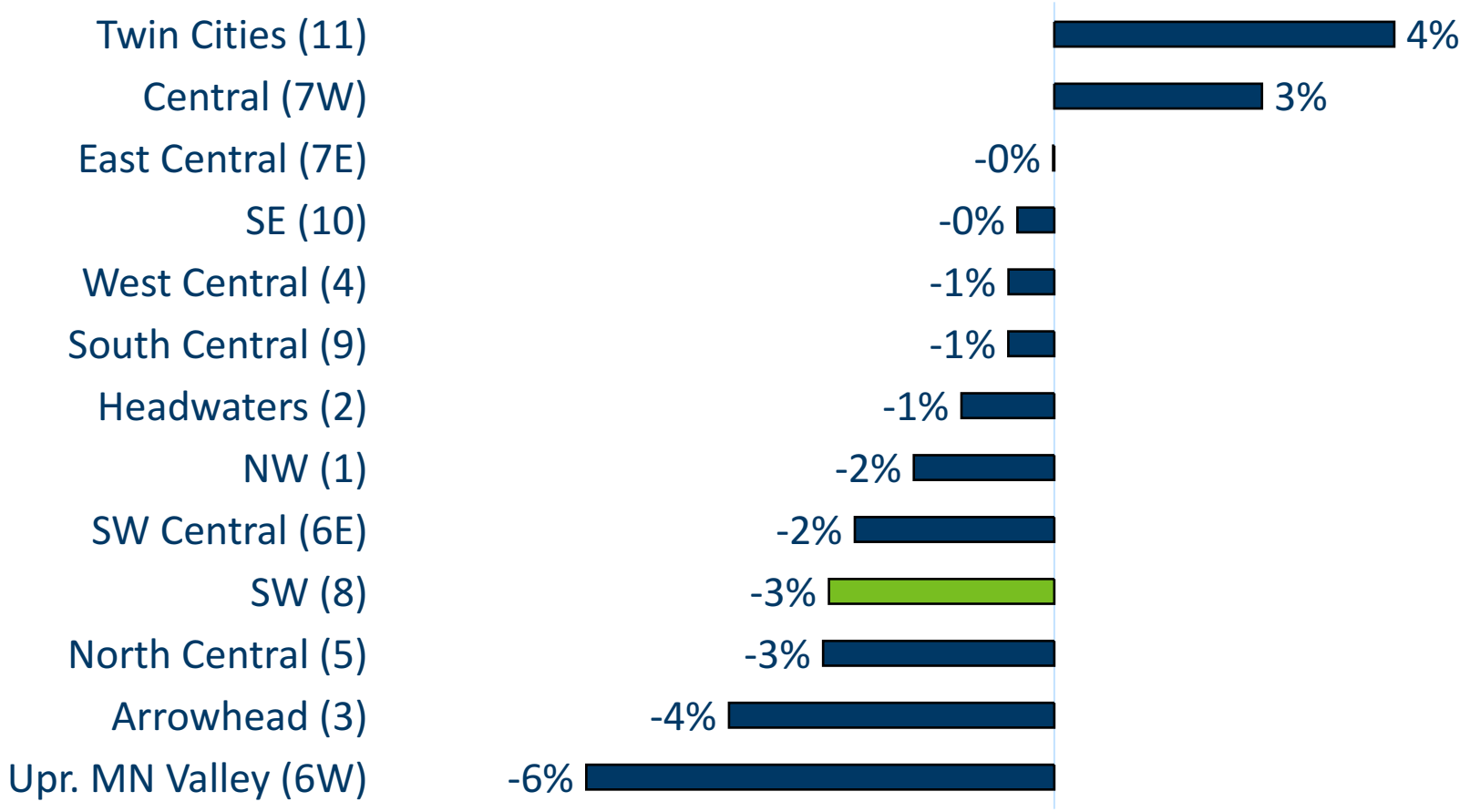
Older Minnesotans are working longer than in the past, but they are still retiring in large numbers

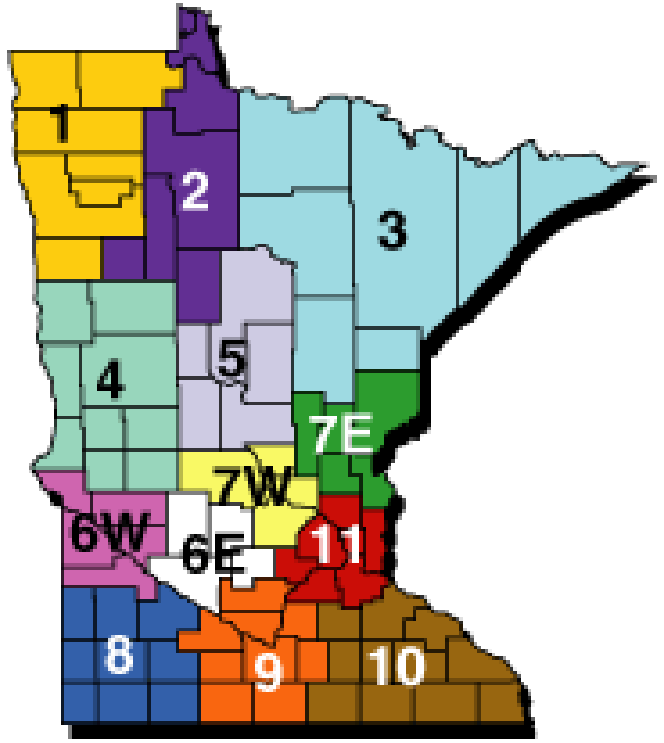


Source: IPUMS-USA, University of Minnesota, www.ipums.org.

Working-age population: Twin Cities and St. Cloud metro areas projected to grow—all other regions to decline

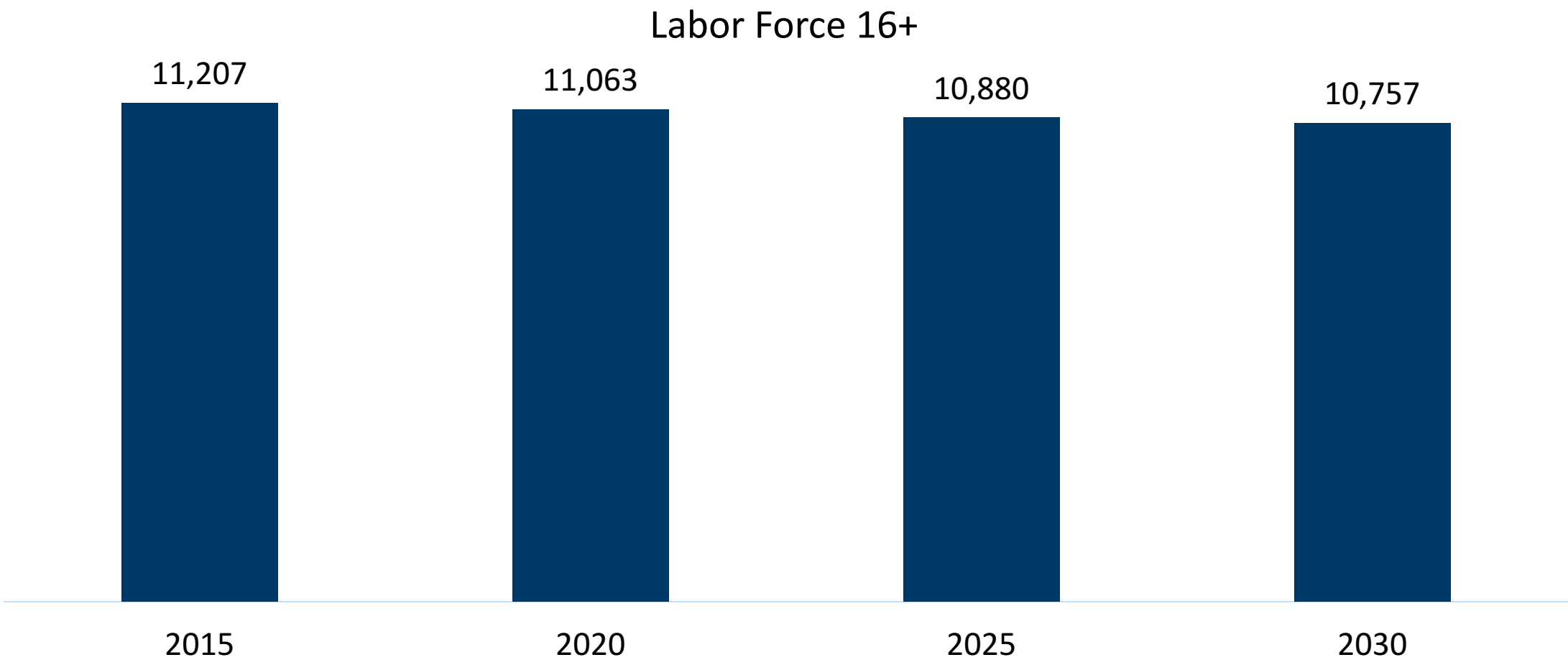
Projected change in working-age population (ages 15-64)
Minnesota by EDR Regions, 2015-2025





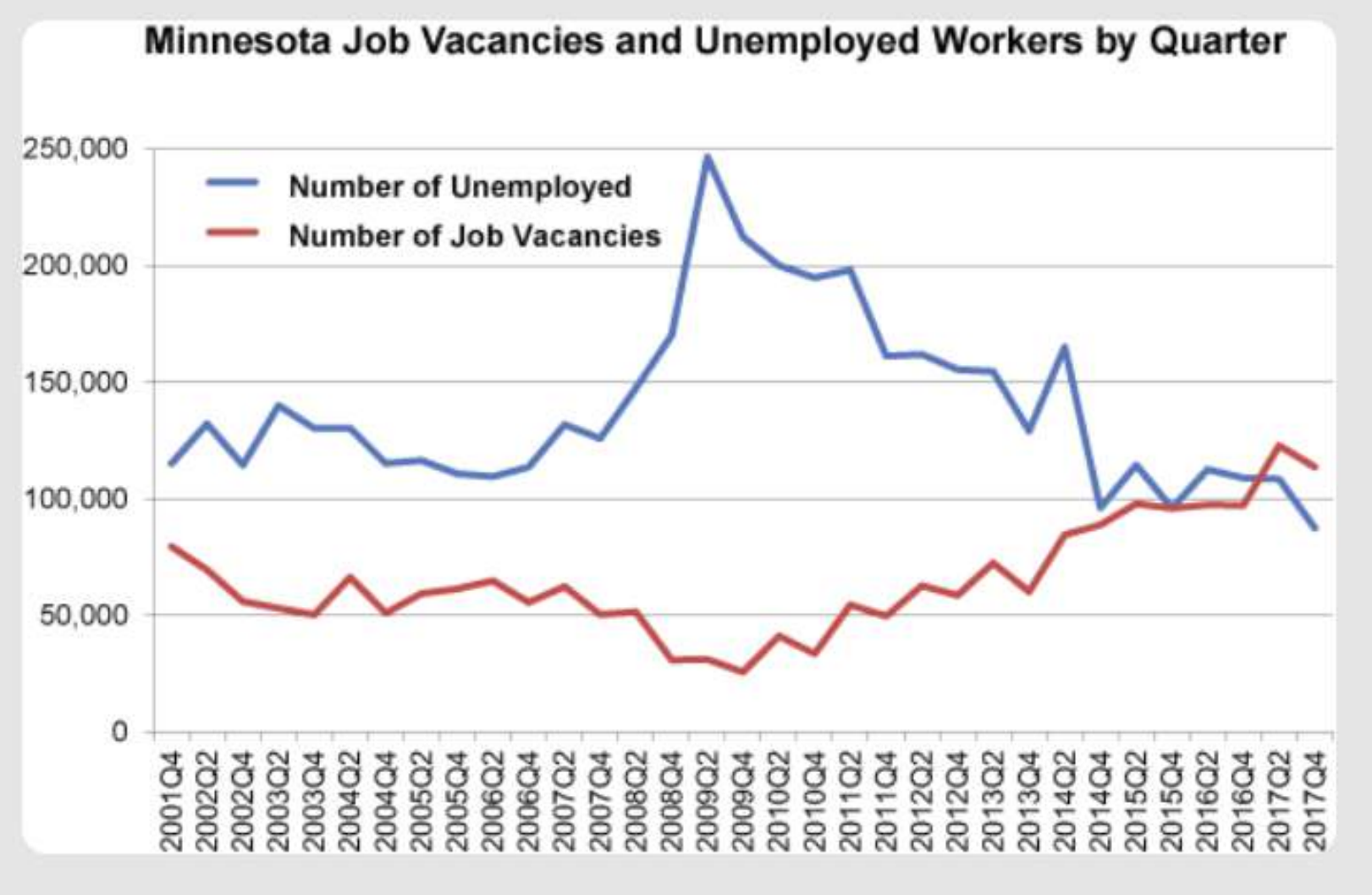
Source: Minnesota State Demographic Center Preliminary County Projections, 2017

Nobles County will lose ~150 workers every 5 years between 2015 and 2030

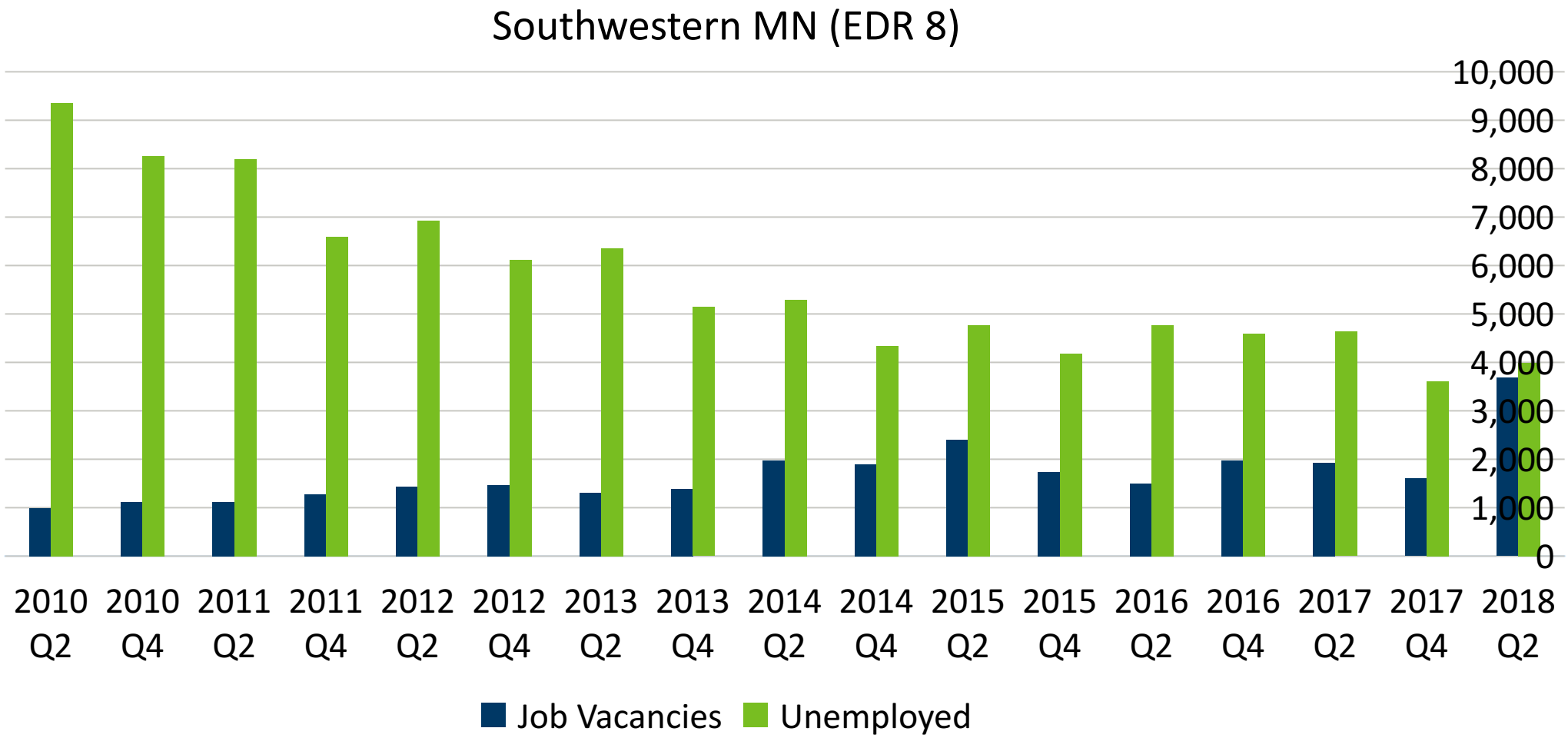


Source: Minnesota State Demographic Center

The number of job openings recently surpassed the number of people looking for work

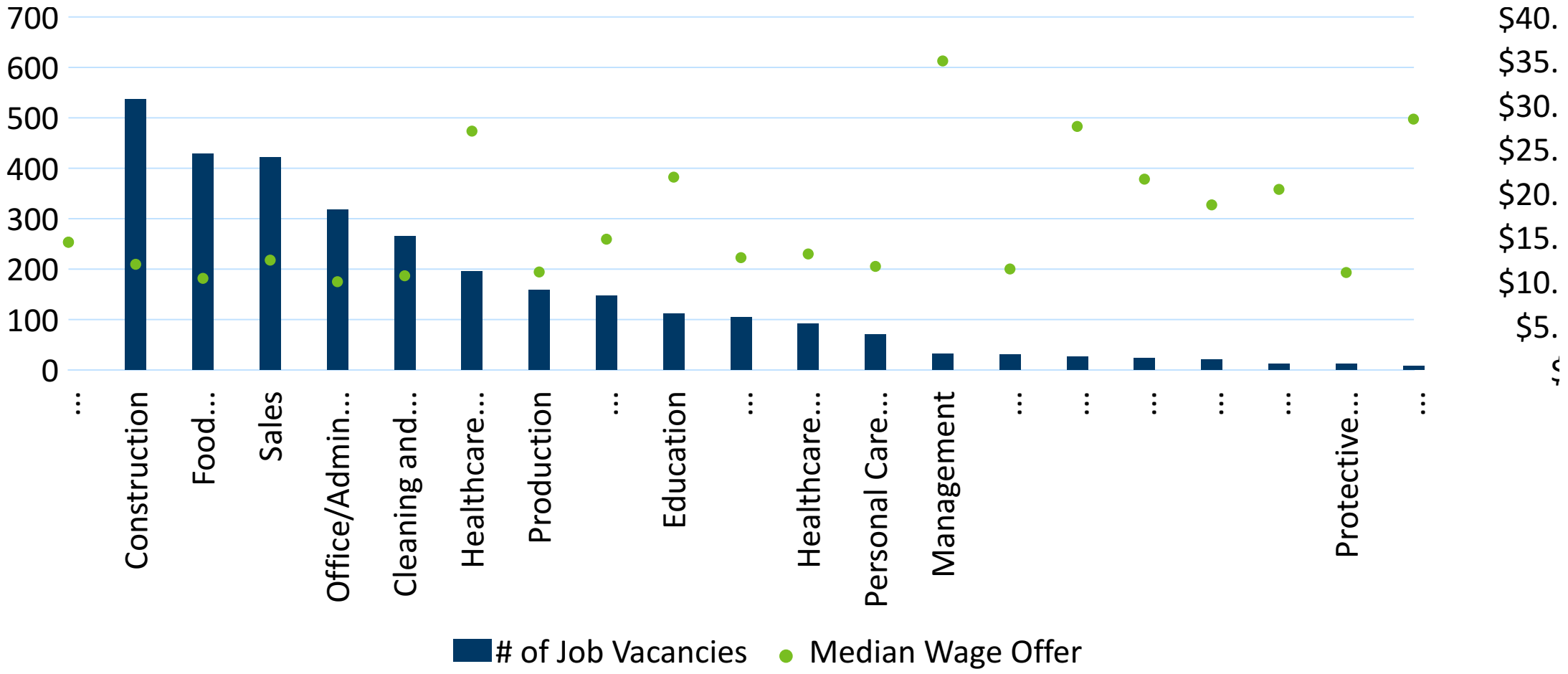


Job Vacancies Growing in SW Minnesota; Unemployment Falling



Source:

Job Vacancies by Occupation and Median Wage Offer 2018 Q2 – Southwestern MN (EDR 8)



Source: Minnesota Department Employment and Economic Development, Job Vacancies Survey

Increasing reports of labor shortages & of employers' response

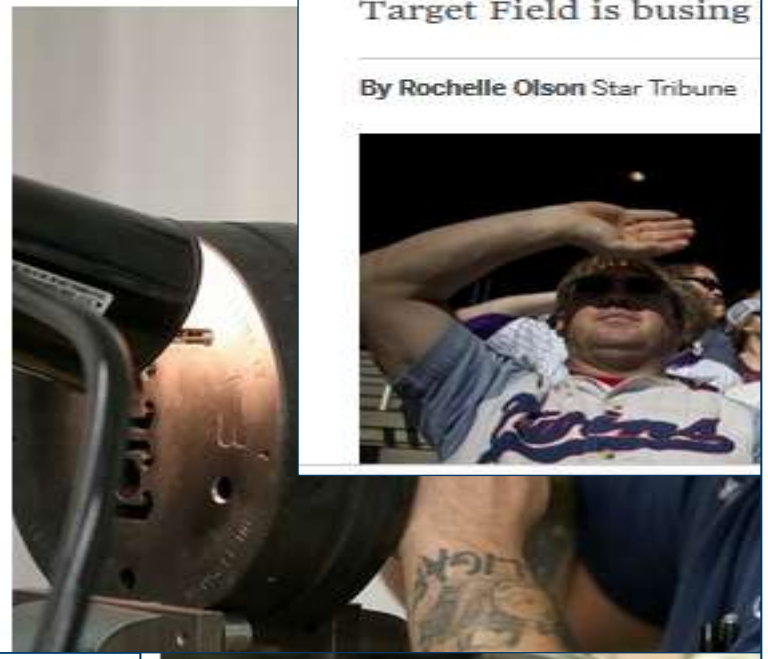
COMMENTARY

BUSINESS

Rural Minnesota factori… big on perks, even buy … to find w…

Rural factories … find workers.

By Dee DePass Star Trib…



LOCAL

Worker short… concessions … out-of-state …

Target Field is busing …

By Rochelle Olson Star Tribune

Minnesota's … demand act… low wages

Two years after a co… are starting contract…

By Chris Serres Star Tribune

Home care aide Jasmine La… Semo on Thursday. Laduce… looking for other work beca…

BUSINESS

Minnesota employers getting creative in the hunt for good workers in good economy

MAY 16, 2017 — 10:01AM

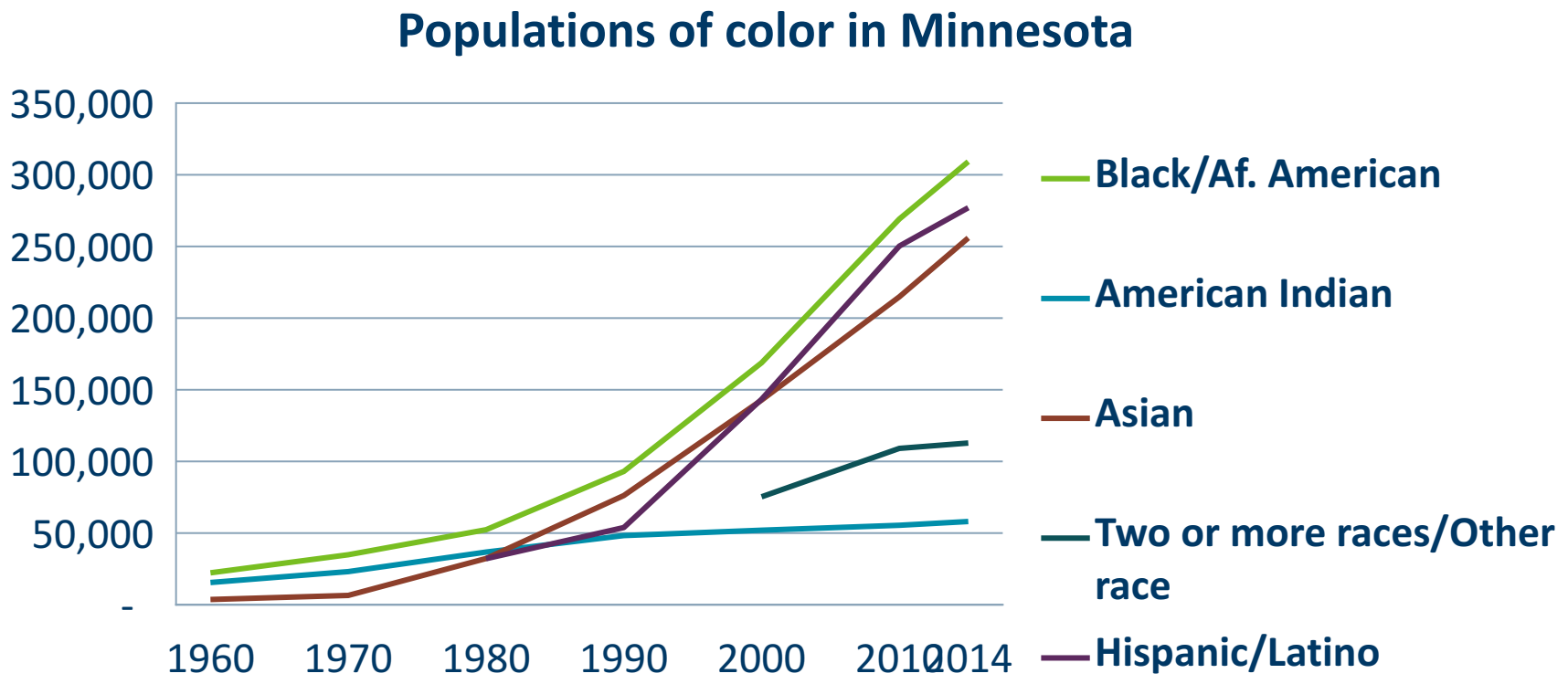
MINNESOTA CHAMBER OF COMMERCE

Stephanie Pleasant, an analyst at UPS, and Aaron Corcoran, a consultant who links job seekers with careers, took part in a seminar on how employers can find

Opportunities to impact labor force's quality and size

- Grow your own (train, retrain, and retain your own)
- Better alignment of preparation (& retooling)
- Pull (or keep) additional folks in the labor force:
  - Older workers
  - People with disabilities
  - Parents, especially mothers
  - Discouraged workers
  - People with less education/skills that align poorly with available jobs
- Attract new workers (domestic, int'l migration)

Populations of Color now total 1 million in MN, 19% of the population



Sources: U.S. Census Bureau, Decennial Census and Population Estimates

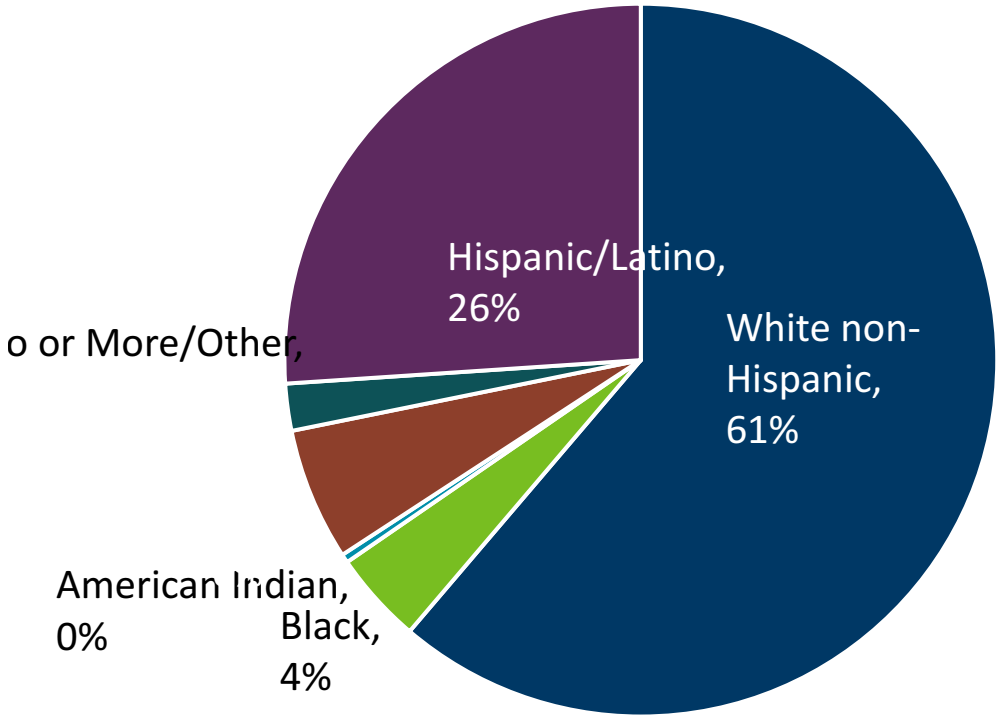
10 Most Racially & Ethnically Diverse MN Cities Over 10,000

	Total	Of Color	Percent of Color
Worthington	13,036	7,782	60%
Brooklyn Center	30,785	17,694	57%
Brooklyn Park	78,823	42,412	54%
St. Paul	297,160	138,476	47%
Hopkins	18,077	7,813	43%
Columbia Heights	19,689	7,972	40%
Minneapolis	404,670	160,434	40%
Richfield	35,912	13,637	38%
West St. Paul	19,779	7,292	37%
New Hope	20,819	7,543	36%

Source: U.S. Census Bureau, 2012-2016 American Community Survey

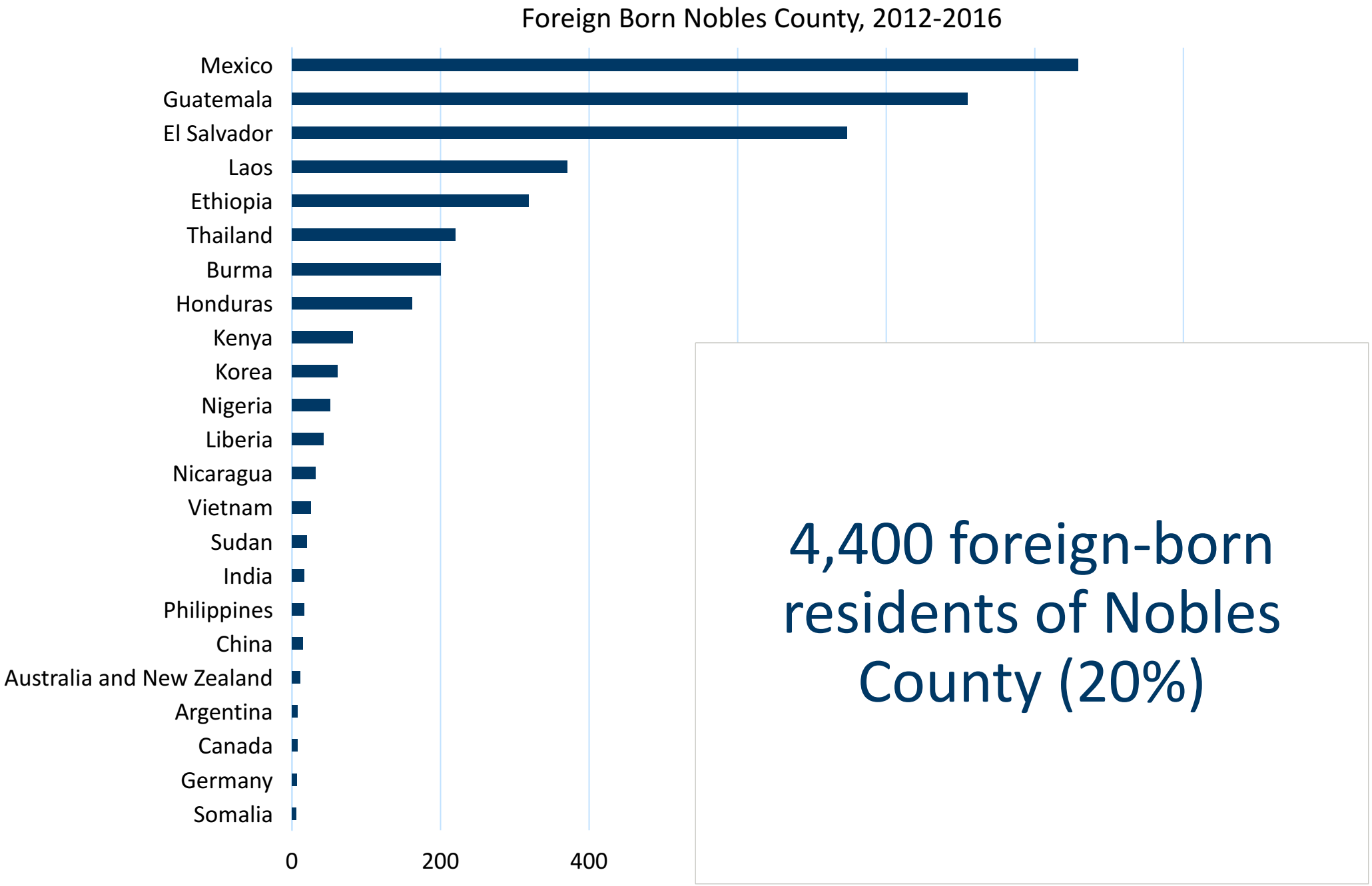
People of Color make up about 40% of Nobles County

Race and ethnicity, 2012-2016



~ 8,400 residents are People of Color

- 900 African-American or Black
- 100 American Indian
- 1,300 Asian
- 500 Multiracial/Other
- 5,700 Latino


Foreign Born Nobles County, 2012-2016
Mexico
Guatemala
El Salvador
Laos
Ethiopia
Thailand
Burma
Honduras
Kenya
Korea
Nigeria
Liberia
Nicaragua
Vietnam
Sudan
India
Philippines
China
Australia and New Zealand
Argentina
Canada
Germany
Somalia
0
200
400
4,400 foreign-born residents of Nobles County (20%)

Demographic change over the next 15 years will bring new opportunities; will give us new license to put policies, programs and institutions in place that work for more of us

United States™
Census
2020

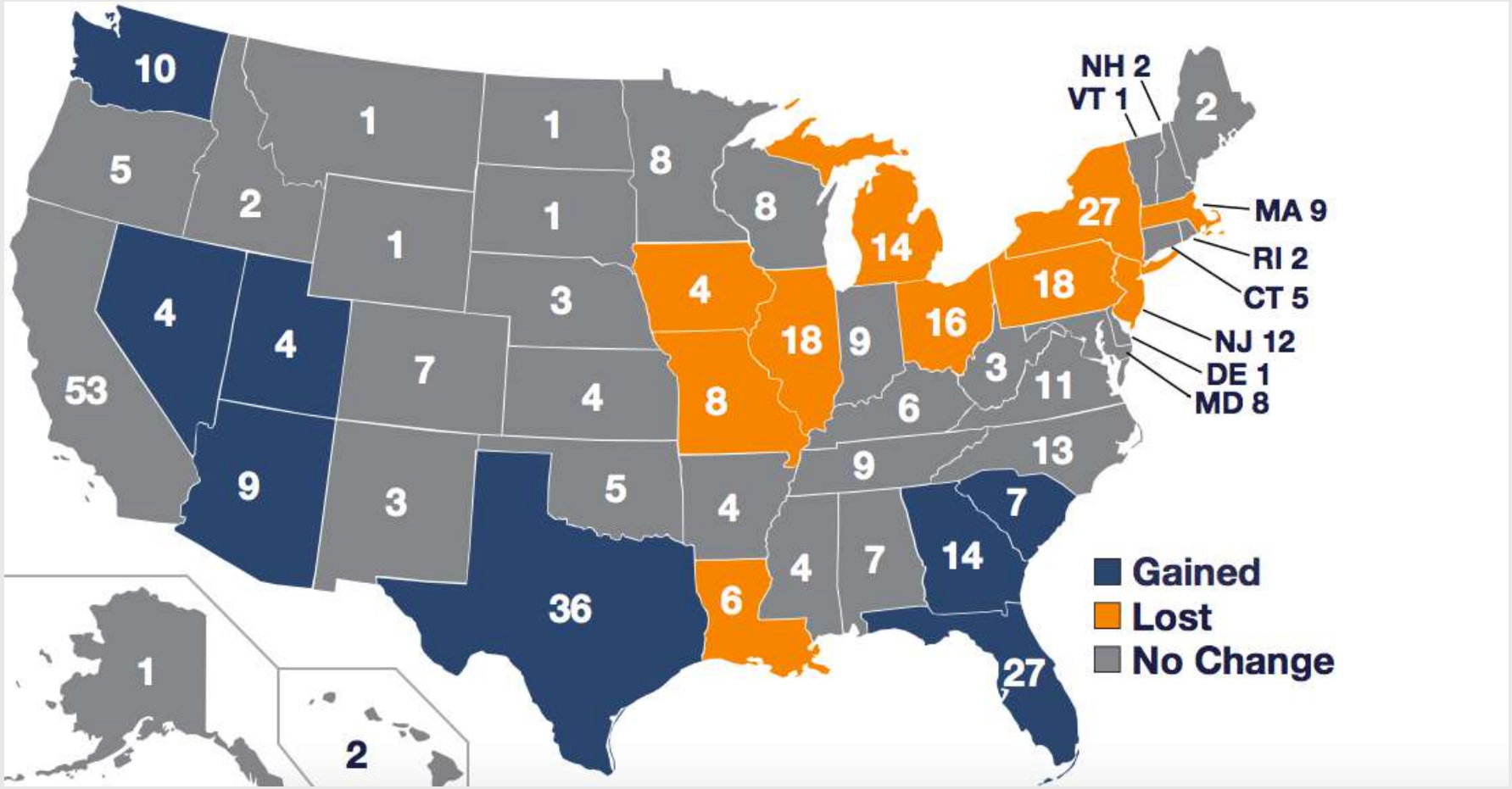
The 2020 Census is about:

Equal representation

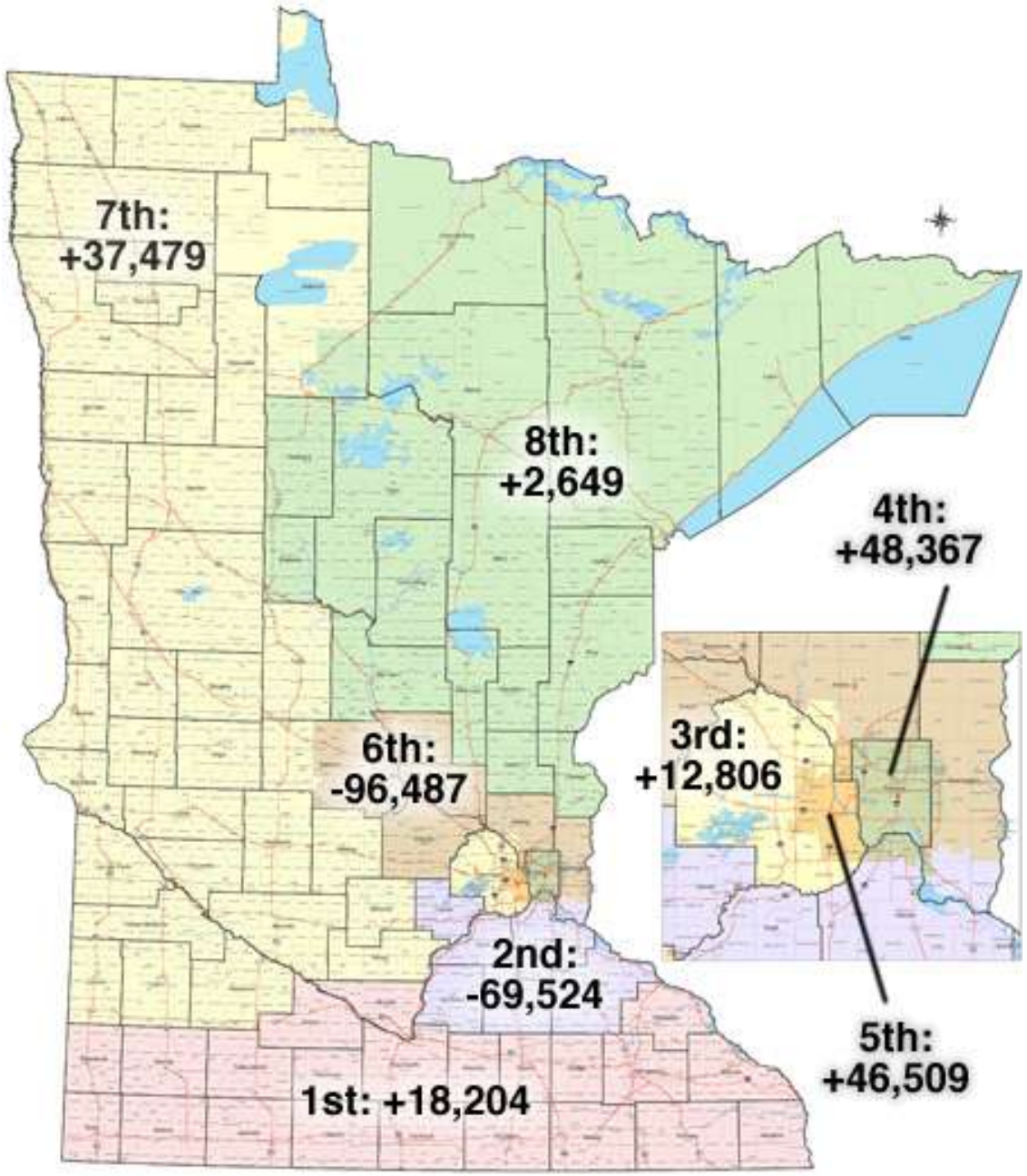
Fair distribution of resources

Data to make smart decisions

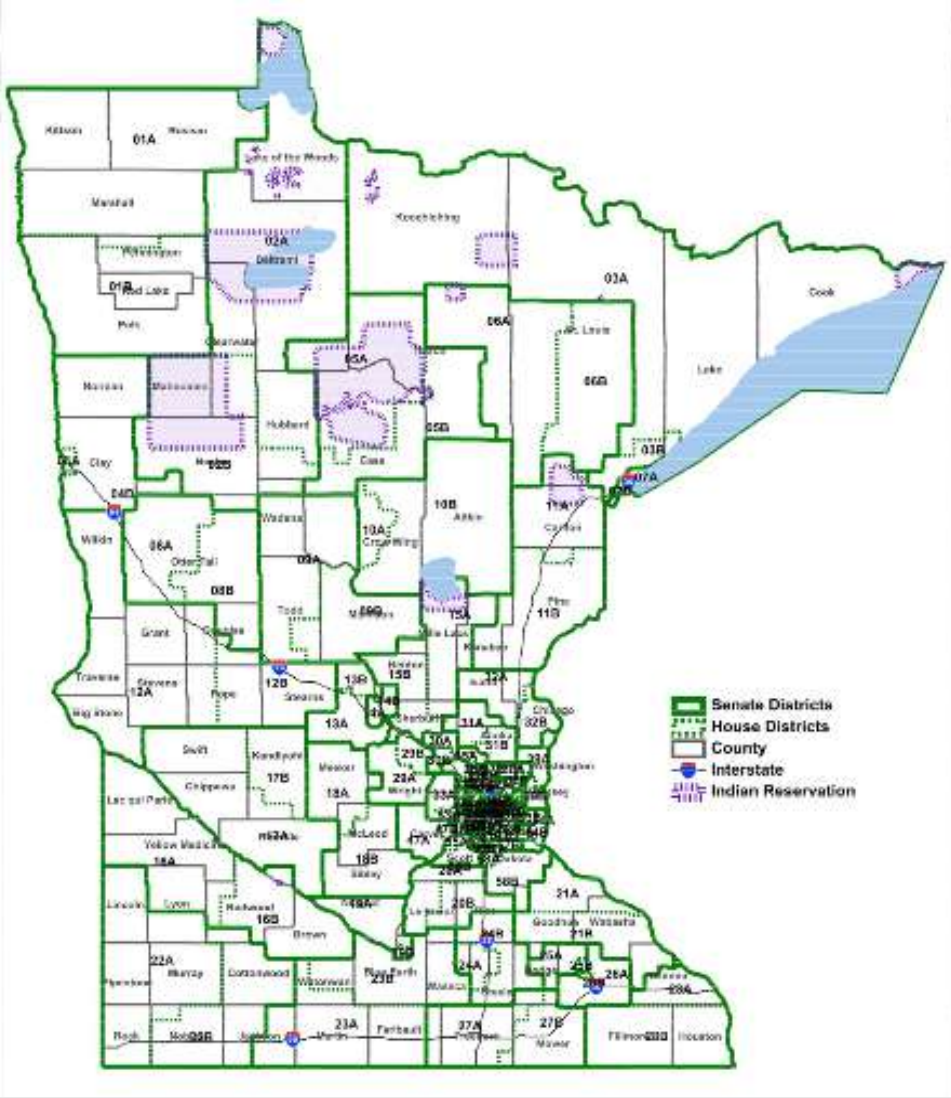
Congressional Reapportionment after the 2010 Census



After the 2010 Census, congressional districts changed to accommodate population growth and loss



Political representation at the state-level based on census counts



Districts with lower counts **expand**;
higher counts **contract** after redistricting

Census counts guid

- More than **8 billion** federal dollars are distributed to state and local governments in MN **each year** on the basis of census data
- That's **$1,532** per person counted (and **$15,320** for the decade)

THE GEORGE WASHINGTON INSTITUTE OF PUBLIC POLICY

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Counting for Dollars

16 Largest Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

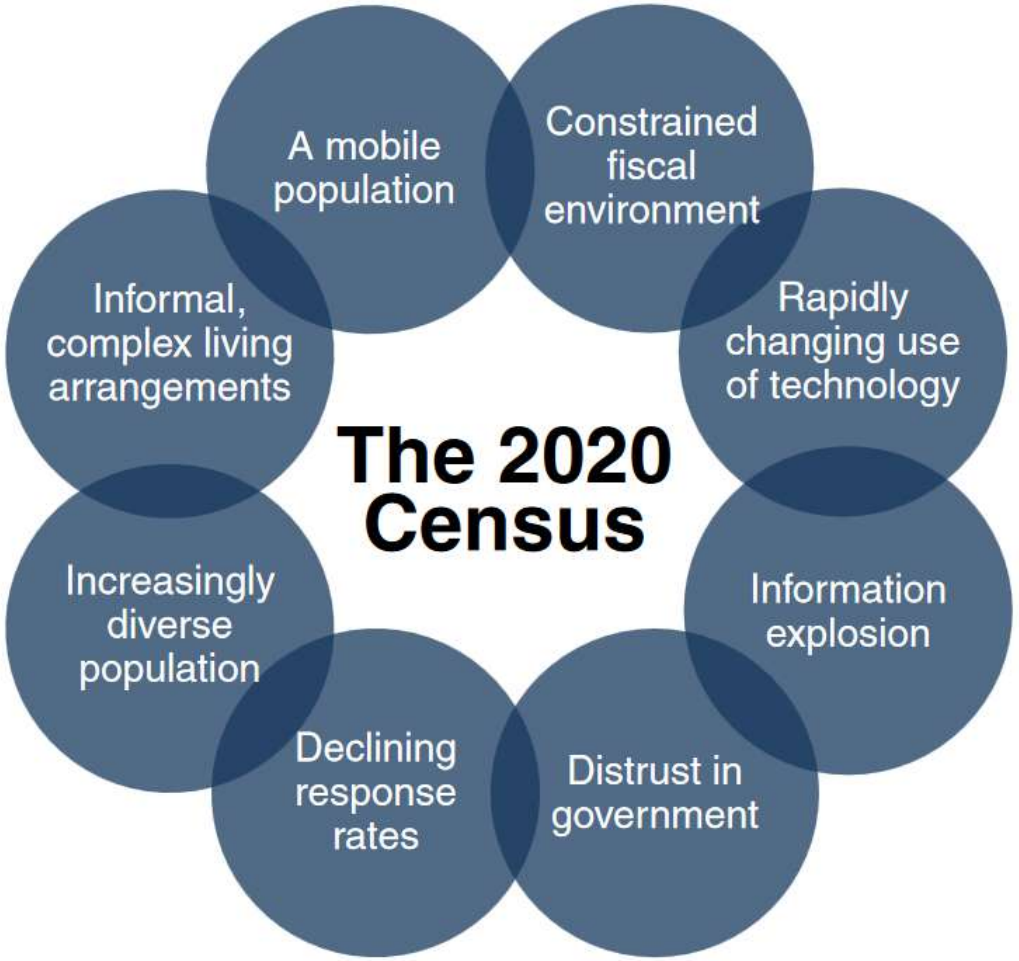
Minnesota

Total Program Obligations: $8,411,135,752
Per Capita: $1,532

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	$5,148,945,675
20.205	Highway Planning and Construction	DOT	Grants	States	$673,309,975
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	House-holds	$627,557,916
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	$585,541,241
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	$232,959,000
84.027	Special Education Grants (IDEA)	ED	Grants	States	$187,400,949
10.555	National School Lunch Program	USDA	Grants	States	$156,002,538
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	$154,342,214
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	$146,378,464
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	$114,669,262

Source: George Washington University, Counting for Dollars, Minnesota profile

Census 2020 will take place in a unique environment



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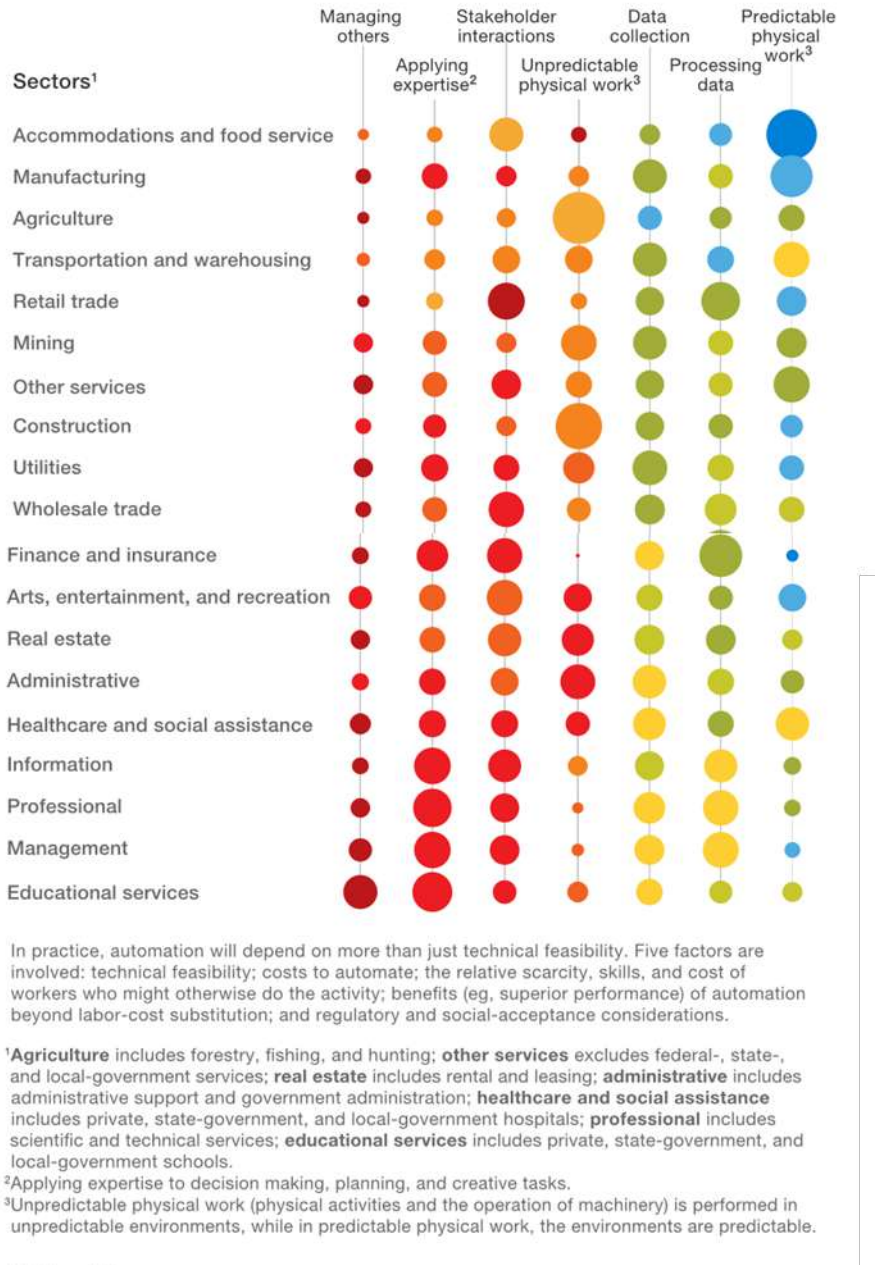
DEPARTMENT OF ADMINISTRATION

Website: mn.gov/demography

But what about automation?

Automation is technically feasible for many types of activities in industry sectors, but some activities can be more affected than others.

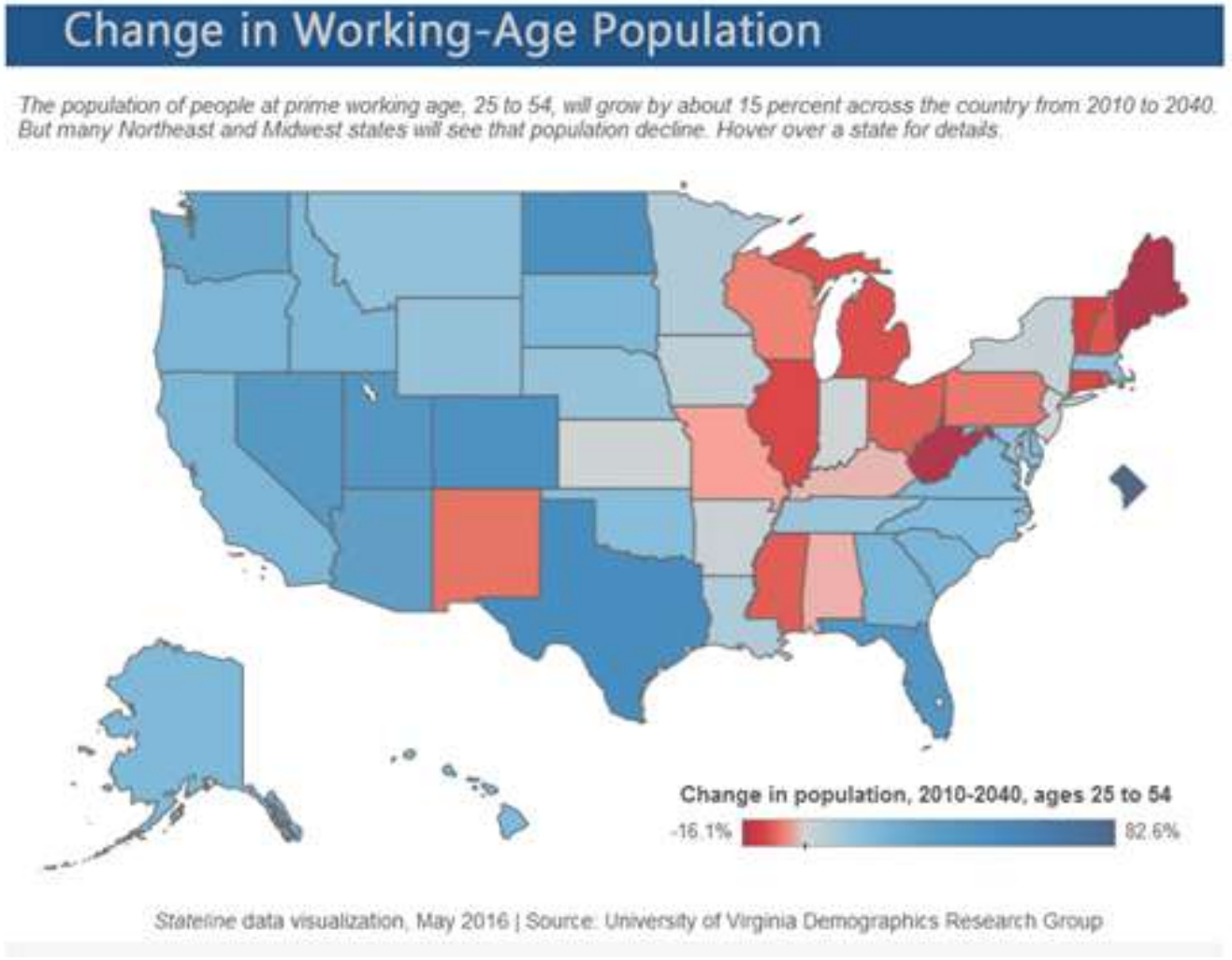


In practice, automation will depend on more than just technical feasibility. Five factors are involved: technical feasibility; costs to automate; the relative scarcity, skills, and cost of workers who might otherwise do the activity; benefits (eg, superior performance) of automation beyond labor-cost substitution; and regulatory and social-acceptance considerations.

[1]**Agriculture** includes forestry, fishing, and hunting; **other services** excludes federal-, state-, and local-government services; **real estate** includes rental and leasing; **administrative** includes administrative support and government administration; **healthcare and social assistance** includes private, state-government, and local-government hospitals; **professional** includes scientific and technical services; **educational services** includes private, state-government, and local-government schools.
[2]Applying expertise to decision making, planning, and creative tasks.
[3]Unpredictable physical work (physical activities and the operation of machinery) is performed in unpredictable environments, while in predictable physical work, the environments are predictable.

Source: McKinsey & Company

- Minnesota poised to fare better than many Midwest and Northeast states
- Working-age population (25-54) in MN projected to grow, though relatively slowly



Source: University of Virginia Demographic Research Group