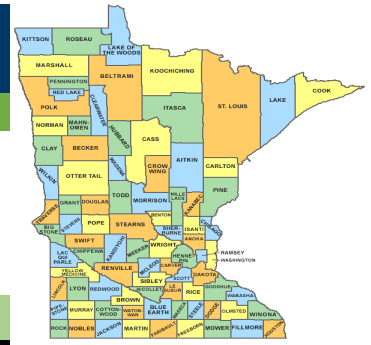


**COUNTY PROFILE**

**Rice Co.**

Rice Co. is a part of Economic Development Region 10, which is located in the Southeast Planning Region.



**POPULATION CHARACTERISTICS**

|                              |                             |
|------------------------------|-----------------------------|
| 2023 population:             | <b>67,948 people</b>        |
| Population change, 2020-2023 | 851 people<br>1.3% increase |

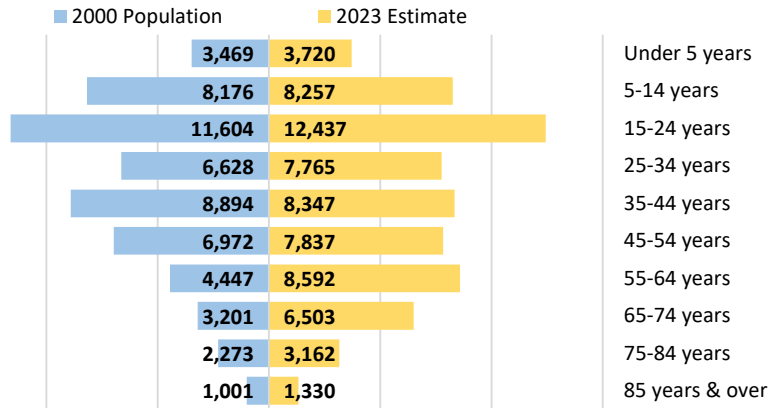
|             |                   |
|-------------|-------------------|
| Median Age: | <b>37.1 years</b> |
| state:      | 38.5 years        |

Rice Co. is the 14th largest of the 87 counties in the state. Its population increased so far this decade, ranking as the 28th fastest growing in the state from 2020 to 2023. Rice Co.'s population has a younger median age than the state and a larger percentage of people aged 65 years and older. The population is aging, especially as the Baby Boom generation moves through the population pyramid (see Figure 1).

|                         | Number        | Percent       |
|-------------------------|---------------|---------------|
| Under 5 years           | 3,720         | 5.5%          |
| 5-14 years              | 8,257         | 12.2%         |
| 15-24 years             | 12,437        | 18.3%         |
| 25-34 years             | 7,765         | 11.4%         |
| 35-44 years             | 8,347         | 12.3%         |
| 45-54 years             | 7,837         | 11.5%         |
| 55-64 years             | 8,592         | 12.6%         |
| 65-74 years             | 6,503         | 9.6%          |
| 75-84 years             | 3,162         | 4.7%          |
| 85 years & over         | 1,330         | 2.0%          |
| <b>Total Population</b> | <b>67,948</b> | <b>100.0%</b> |

Source: Census 2023 Population Estimates, 2018-2022 ACS

Figure 1. Population Pyramid, 2000-2023



Rice Co. enjoyed a natural increase - more births than deaths from 2020 to 2023, but also experienced net in-migration - meaning more people moved in than moved out. In addition to domestic in-migration, Rice Co. welcomed net international in-migration - gaining new Minnesotans from foreign countries (see Table 2).

|                    | Total Population Change | April 1, 2020 to July 1, 2023 |              |         |               |               |          |
|--------------------|-------------------------|-------------------------------|--------------|---------|---------------|---------------|----------|
|                    |                         | Natural Increase              | Vital Events |         | Net Migration |               |          |
|                    |                         |                               | Births       | Deaths  | Total         | International | Domestic |
| Rice Co.           | 847                     | 133                           | 2,150        | 2,017   | 690           | 641           | 49       |
| State of Minnesota | 31,111                  | 40,368                        | 207,857      | 167,489 | -11,352       | 34,624        | -45,976  |

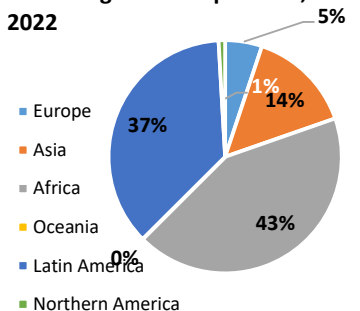
Source: U.S. Census Bureau, Population Estimates Program

Compared to the state, Rice Co. has a smaller percentage of foreign-born residents. From 2010 to 2022, Rice Co. saw an increase in the number of foreign-born residents, which was faster than the statewide increase.

|                                | Rice Co.     |             | Change 2010-2022 |              | Minnesota   |              |
|--------------------------------|--------------|-------------|------------------|--------------|-------------|--------------|
|                                | Number       | Percent     | Number           | Percent      | Percent     | Change       |
| <b>Foreign-born Population</b> | <b>5,426</b> | <b>8.1%</b> | <b>1,598</b>     | <b>41.7%</b> | <b>8.5%</b> | <b>31.3%</b> |
| Europe                         | 278          | 5.1%        | -80              | -22.3%       | 9.3%        | -0.6%        |
| Asia                           | 789          | 14.5%       | -9               | -1.1%        | 36.7%       | 30.2%        |
| Africa                         | 2,324        | 42.8%       | 1,861            | 401.9%       | 28.1%       | 93.1%        |
| Oceania                        | 2            | 0.0%        | -3               | -60.0%       | 0.4%        | 20.4%        |
| Americas:                      | 2,033        | 37.5%       | -171             | -7.8%        | 25.4%       | 7.5%         |
| Latin America                  | 1,984        | 36.6%       | -128             | -6.1%        | 22.9%       | 9.0%         |
| Northern America               | 49           | 0.9%        | -43              | -46.7%       | 2.5%        | -4.6%        |

Source: U.S. Census Bureau, 2018-2022 American Community Survey

Figure 2. Place of Birth for the Foreign Born Population, 2022

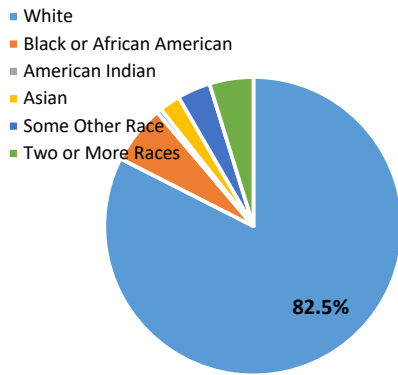


## COUNTY PROFILE

Rice Co.

Rice Co.'s population was becoming more racially diverse over time. Since 2011, the county's white population declined, but the number of people of other races increased (see Table 4).

**Figure 3. Population by Race, 2022**



| Table 4. Race and Hispanic Origin, 2022 | Rice Co.      |               |                       | Minnesota     |                       |
|---|---------------|---------------|-----------------------|---------------|-----------------------|
|   | Number        | Percent       | Change from 2011-2022 | Percent       | Change from 2011-2022 |
| <b>Total</b>                            | <b>67,152</b> | <b>100.0%</b> | <b>5.6%</b>           | <b>100.0%</b> | <b>7.9%</b>           |
| White                                   | 55,390        | 82.5%         | -4.3%                 | 79.7%         | -0.4%                 |
| Black or African American               | 4,258         | 6.3%          | 113.6%                | 6.7%          | 44.3%                 |
| American Indian or Alaska Native        | 354           | 0.5%          | 46.3%                 | 0.9%          | -10.2%                |
| Asian or Other Pac. Islanders           | 1,530         | 2.3%          | 31.8%                 | 5.1%          | 37.1%                 |
| Some Other Race                         | 2,415         | 3.6%          | 90.3%                 | 2.3%          | 84.7%                 |
| Two or More Races                       | 3,205         | 4.8%          | 212.4%                | 5.3%          | 159.6%                |
| Hispanic or Latino origin               | 5,860         | 8.7%          | 17.5%                 | 5.7%          | 34.6%                 |

Source: U.S. Census Bureau, 2018-2022 American Community Survey

## POPULATION PROJECTIONS

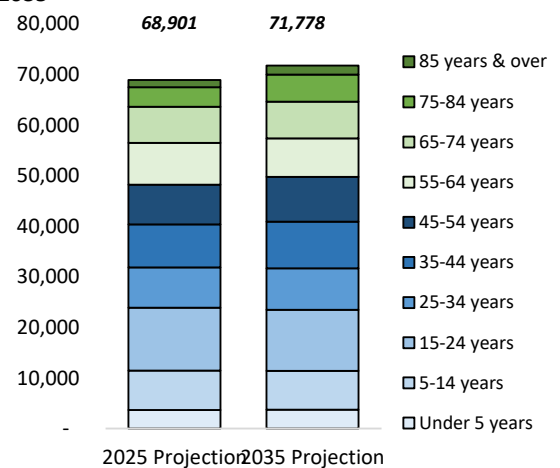
According to the Minnesota State Demographic Center, Rice Co.'s population is expected to grow from 2025 to 2035, with a rate of change that is slower than the projected statewide growth rate (4.5%). In addition to the overall growth, the number of people aged 65 years and older is expected to increase over the next decade (see Figure 4 and Table 5).

**Table 5. Population Projections by Age Group, 2025-2035**

| Rice Co.                | 2025 Projection | 2035 Projection | Numeric Change | Percent Change |
|-------------------------|-----------------|-----------------|----------------|----------------|
| Under 5 years           | 3,642           | 3,719           | 77             | 2.1%           |
| 5-14 years              | 7,833           | 7,670           | -163           | -2.1%          |
| 15-24 years             | 12,445          | 12,107          | -338           | -2.7%          |
| 25-34 years             | 7,951           | 8,215           | 264            | 3.3%           |
| 35-44 years             | 8,518           | 9,178           | 660            | 7.7%           |
| 45-54 years             | 7,858           | 8,862           | 1,004          | 12.8%          |
| 55-64 years             | 8,265           | 7,631           | -634           | -7.7%          |
| 65-74 years             | 7,103           | 7,251           | 148            | 2.1%           |
| 75-84 years             | 3,903           | 5,381           | 1,478          | 37.9%          |
| 85 years & over         | 1,383           | 1,764           | 381            | 27.5%          |
| <b>Total Population</b> | <b>68,901</b>   | <b>71,778</b>   | <b>2,877</b>   | <b>4.2%</b>    |

Source: Minnesota State Demographic Center

**Figure 4. Projections by Age Group, 2025-2035**



## EDUCATIONAL ATTAINMENT

Rice Co. has a lower percentage of adults (18 years & over) with at least a high school diploma than the state (93.0%), and a lower percentage of people with at least some college experience. Rice Co. also has a lower percentage of people with an Associate's degree and a lower percentage of people with a Bachelor's degree or higher.

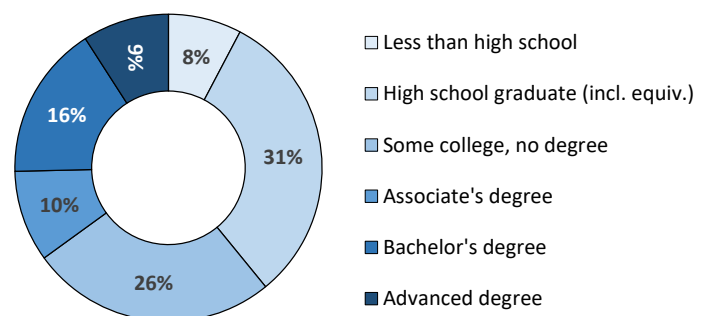
**Percentage of the adult population (18 years & over) with at least a high school diploma:**

**92.3%**

**College-educated: 60.9%**  
state: 68.5%

**Associate's Degree: 9.6%**  
**Bachelor's Degree: 16.3%**  
**Advanced Degree: 9.1%**

**Figure 5. Educational Attainment, 2022**



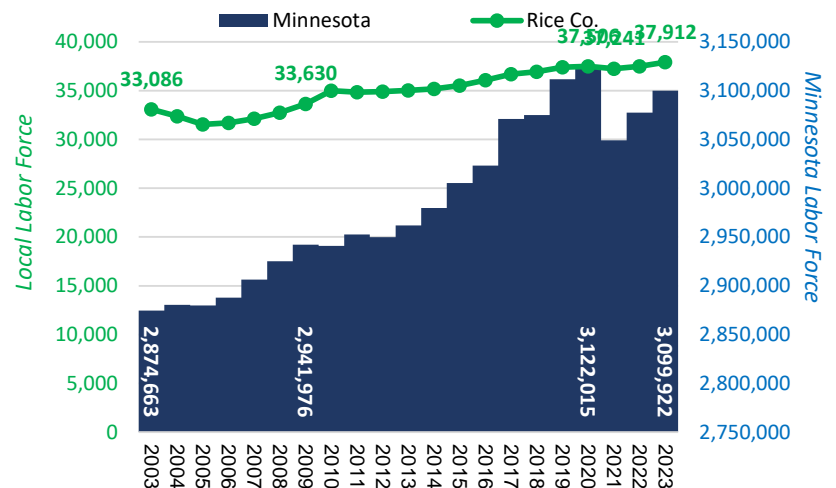
Source: U.S. Census Bureau, 2018-2022 American Community Survey

LABOR FORCE TRENDS

At 2.6%, Rice Co. had a lower unemployment rate than the state in 2023. After the pandemic recession Rice Co.'s unemployment rate declined compared to the 3.1% pre-pandemic rate posted in 2019. The number of unemployed workers actively seeking work in Rice Co. increased over the past year, and is down compared to 2019.

|                                 |                                 |
|---------------------------------|---------------------------------|
| <b>37,912</b> available workers |                                 |
| Labor Force change, 2008-2023   | 5,180 workers<br>15.8% increase |
| <b>2.6%</b> unemployment rate   | 2.8% state                      |
| <b>986</b> unemployed workers   |                                 |

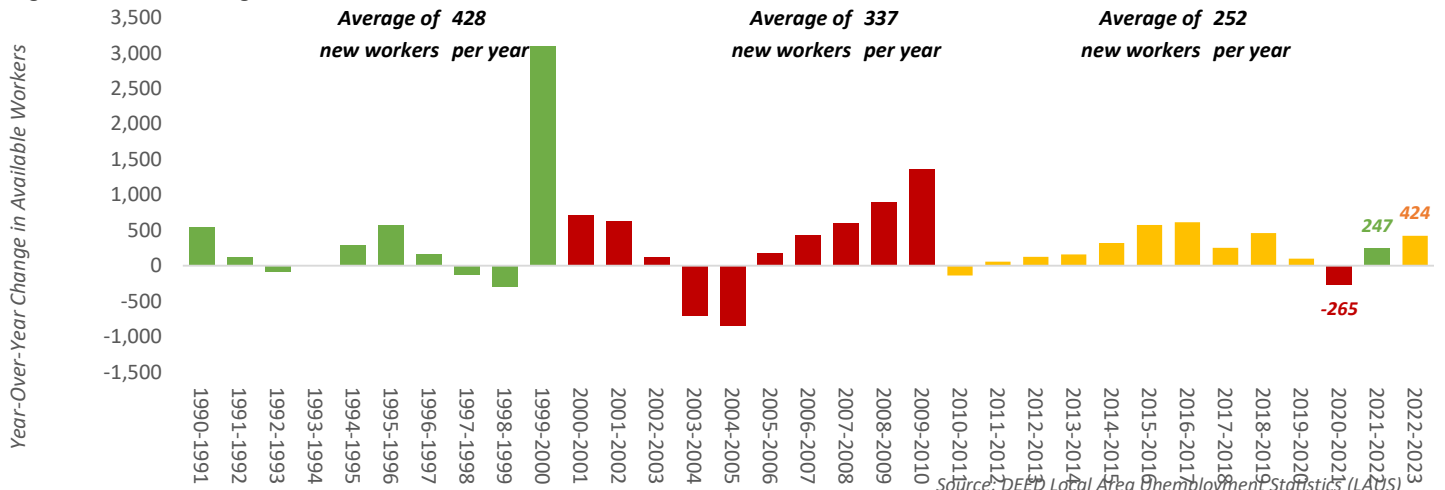
Figure 6. Annual Labor Force Estimates



Source: DEED Local Area Unemployment Statistics

Labor force growth has slowed in recent years. After experiencing a net gain of workers each year from 1990 to 2000, Rice Co. averaged an annual gain of new workers from 2000 to 2010, and most recently a gain of new workers since 2010 (see Figure 7). Moving forward, Rice Co. is expected to add workers from 2025 to 2035 (see Table 6).

Figure 7. Annual Change in Labor Force, 1990-2023



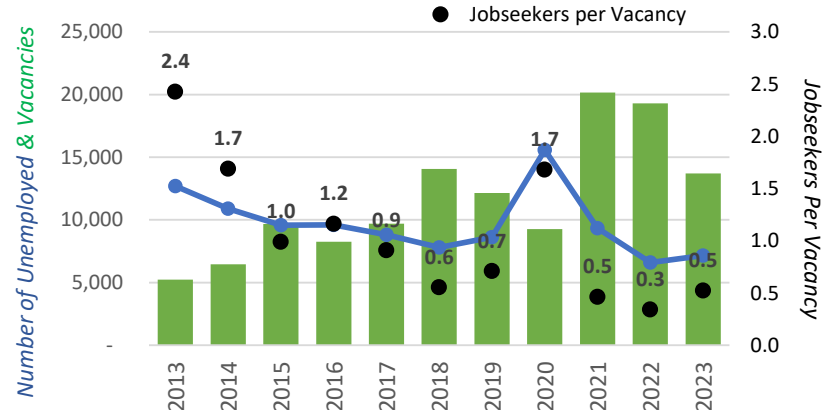
Source: DEED Local Area Unemployment Statistics (LAUS)

| Table 6. Labor Force Projections, 2025-2035 | Labor Force Projection |               |
|---|------------------------|---------------|
|   | 2025                   | 2035          |
| 16 to 24 years                              | 7,364                  | 7,186         |
| 25 to 54 years                              | 20,008                 | 21,606        |
| 55 to 64 years                              | 6,145                  | 5,674         |
| 65 years & over                             | 1,969                  | 2,111         |
| <b>Total Labor Force</b>                    | <b>35,486</b>          | <b>36,576</b> |

Source: Minnesota State Demographic Center, 2018-2022 ACS

The labor market had grown extremely tight in recent years, with less than 1 jobseeker per vacancy until the pandemic recession intervened in early 2020 and the number of unemployed workers spiked. In 2023, job vacancies in Southeast returned to pre-pandemic levels, but employers are still seeing challenges finding enough workers for open jobs (see Figure 8).

Figure 8. Jobseekers Per Vacancy, 2013-2023



Source: DEED Job Vacancy Survey, LAUS program

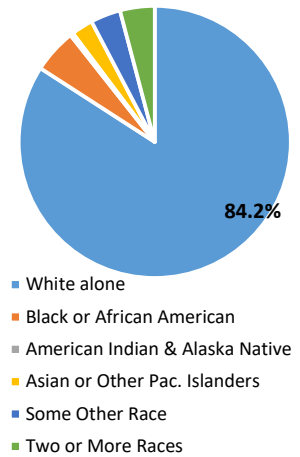
**LABOR FORCE CHARACTERISTICS**

Rice Co. had a lower labor force participation rate than the state. The labor force in Rice Co. is less racially diverse than the state (where 81.3% of workers are white alone), but is becoming more diverse over time.

**Table 7. Employment Characteristics, 2022**

|   | Rice Co.                           |                          |             | Minnesota                |             | Labor Force by Gender |               |
|---|------------------------------------|--------------------------|-------------|--------------------------|-------------|-----------------------|---------------|
|   | In Labor Force (available workers) | Labor Force Partic. Rate | Unemp. Rate | Labor Force Partic. Rate | Unemp. Rate | Male                  | Female        |
| <b>Total Labor Force</b>  | <b>34,943</b>                      | <b>64.2%</b>             | <b>5.3%</b> | <b>68.7%</b>             | <b>4.0%</b> | <b>18,306</b>         | <b>16,641</b> |
| 16 to 19 years  | 3,065                              | 60.7%                    | 10.2%       | 53.0%                    | 9.8%        | 1,260                 | 1,806         |
| 20 to 24 years  | 4,333                              | 68.2%                    | 3.7%        | 83.1%                    | 6.7%        | 2,201                 | 2,129         |
| 25 to 44 years  | 12,932                             | 81.2%                    | 5.8%        | 88.8%                    | 3.5%        | 7,191                 | 5,744         |
| 45 to 54 years  | 6,537                              | 84.4%                    | 5.1%        | 87.8%                    | 2.9%        | 3,426                 | 3,111         |
| 55 to 64 years  | 6,313                              | 74.3%                    | 4.7%        | 72.8%                    | 3.1%        | 3,197                 | 3,117         |
| 65 to 74 years  | 1,504                              | 23.4%                    | 1.1%        | 27.6%                    | 3.3%        | 894                   | 612           |
| 75 years & over   | 257                                | 5.8%                     | 0.0%        | 6.6%                     | 3.2%        | 137                   | 122           |
| <b>Employment Characteristics by Race &amp; Hispanic Origin</b>             |                                    |                          |             |                          |             |                       |               |
| White alone   | 29,407                             | 64.0%                    | 4.6%        | 67.8%                    | 3.4%        |                       |               |
| Black or African American   | 1,835                              | 62.7%                    | 14.4%       | 71.5%                    | 8.7%        |                       |               |
| American Indian & Alaska Native   | 130                                | 50.6%                    | 3.8%        | 57.6%                    | 11.9%       |                       |               |
| Asian or Other Pac. Islanders   | 898                                | 66.8%                    | 9.3%        | 73.9%                    | 3.6%        |                       |               |
| Some Other Race   | 1,249                              | 64.5%                    | 9.3%        | 76.1%                    | 6.1%        |                       |               |
| Two or More Races   | 1,441                              | 71.5%                    | 2.8%        | 74.3%                    | 6.6%        |                       |               |
| Hispanic or Latino  | 2,559                              | 64.0%                    | 5.3%        | 77.0%                    | 6.3%        |                       |               |
| <b>Employment Characteristics by Disability, 20 to 64 years</b>             |                                    |                          |             |                          |             |                       |               |
| With Any Disability, 20 to 64 years   | 1,347                              | 48.1%                    | 16.9%       | 54.4%                    | 10.2%       |                       |               |
| <b>Employment Characteristics by Educational Attainment, 25 to 64 years</b> |                                    |                          |             |                          |             |                       |               |
| Population, 25 to 64 years  | 25,792                             | 80.2%                    | 5.3%        | 84.4%                    | 3.3%        |                       |               |
| Less than H.S. Diploma  | 1,636                              | 65.5%                    | 8.8%        | 67.2%                    | 4.6%        |                       |               |
| H.S. Diploma or Equivalent  | 6,886                              | 69.7%                    | 0.9%        | 76.8%                    | 2.5%        |                       |               |
| Some College or Assoc. Degree   | 8,906                              | 84.2%                    | 2.5%        | 85.1%                    | 3.6%        |                       |               |
| Bachelor's Degree or Higher   | 8,358                              | 90.8%                    | 4.3%        | 90.3%                    | 2.0%        |                       |               |

**Figure 9. Labor Force by Race, 2022**



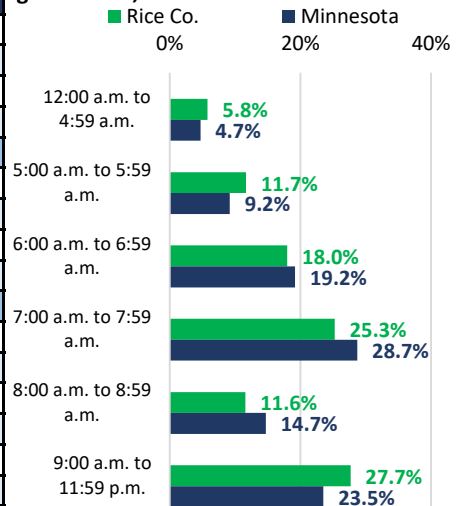
Source: 2018-2022 American Community Survey, 5-Year Estimates

A larger percentage of workers in Rice Co. worked in the same county in which they live compared to the state. Rice Co. also had a shorter average commute time than the state.

**Table 8. Commuting Characteristics, 2022**

|   | Rice Co.            |         | Minnesota           |         |
|---|---------------------|---------|---------------------|---------|
|   | Number              | Percent | Number              | Percent |
| Worked in state of residence              | 32,236              | 99.5%   | 2,867,086           | 97.7%   |
| Worked in county of residence             | 22,063              | 68.1%   | 1,957,366           | 66.7%   |
| Worked out of county of residence         | 10,173              | 31.4%   | 909,720             | 31.0%   |
| Worked outside state of residence         | 162                 | 0.5%    | 67,495              | 2.3%    |
| <b>MEANS OF TRANSPORTATION TO WORK</b>    |                     |         |                     |         |
| Car, truck, or van                        | 25,530              | 78.8%   | 2,338,861           | 79.7%   |
| Public transportation (excl. taxicab)     | 130                 | 0.4%    | 73,365              | 2.5%    |
| Other method (walk, bike, taxi, etc.)     | 2,397               | 7.4%    | 120,318             | 4.1%    |
| Worked at home                            | 4,341               | 13.4%   | 399,103             | 13.6%   |
| <b>TRAVEL TIME TO WORK</b>                |                     |         |                     |         |
| Less than 10 minutes                      | 7,970               | 24.6%   | 475,402             | 16.2%   |
| 10 to 19 minutes                          | 9,233               | 28.5%   | 906,786             | 30.9%   |
| 20 to 29 minutes                          | 5,313               | 16.4%   | 651,477             | 22.2%   |
| 30 to 44 minutes                          | 4,795               | 14.8%   | 563,440             | 19.2%   |
| 45 to 59 minutes                          | 3,045               | 9.4%    | 181,944             | 6.2%    |
| 60 or more minutes                        | 2,041               | 6.3%    | 155,533             | 5.3%    |
| <b>Mean travel time to work (minutes)</b> | <b>22.4 minutes</b> |         | <b>23.3 minutes</b> |         |

**Figure 10. Time Leaving Home to go to Work, 2022**



Source: 2018-2022 American Community Survey, 5-Year Estimates

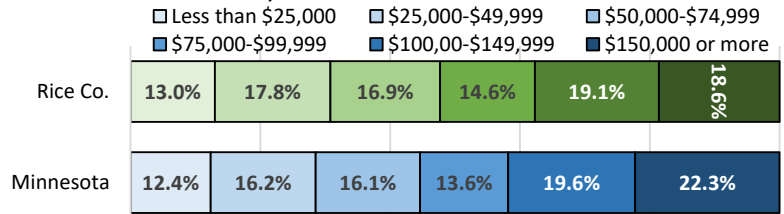
**INCOMES, COST OF LIVING, & HOUSING**

Rice Co. had a lower median household income than the state, and a higher percentage of households with incomes below \$50,000. Overall, Rice Co. had the 17th highest median household income of the 87 counties in the state.

|                                |                 |
|--------------------------------|-----------------|
| <b>Median Household Income</b> | <b>\$78,214</b> |
| state                          | \$84,313        |
| <b>Median Family Income</b>    | <b>\$98,475</b> |
| state                          | \$107,072       |
| <b>Per Capita Income</b>       | <b>\$37,050</b> |
| state                          | \$44,947        |

Source: 2018-2022 American Community Survey

Figure 11. Household Incomes, 2022



Source: 2018-2022 American Community Survey 5-Year Estimates

The cost of living has increased over the past 2 years with costs up in many areas. Rice Co. had a lower cost of living than the state, with a required hourly wage of \$15.37 for a single person living alone to meet a basic needs cost of living, and an hourly wage requirement of \$20.59 for a typical family with 2 adults and 1 child (see Table 9).

Table 9. Basic Needs Cost of Living Estimates, 2023

| Category   | Single Yearly Cost of Living | Hourly Wage Required | Monthly Costs |       |             |         |                |       |       |
|--|------------------------------|----------------------|---------------|-------|-------------|---------|----------------|-------|-------|
|  |                              |                      | Child Care    | Food  | Health Care | Housing | Transportation | Other | Taxes |
| Single Adult, 0 children   |                              |                      |               |       |             |         |                |       |       |
| Rice Co.   | \$31,976                     | \$15.37              | \$0           | \$407 | \$161       | \$838   | \$619          | \$298 | \$342 |
| State of Minnesota   | \$34,704                     | \$16.68              | \$0           | \$419 | \$160       | \$1,021 | \$572          | \$345 | \$375 |
| Typical Family: 2 Adults (1 working full-time, 1 part-time), 1 child |                              |                      |               |       |             |         |                |       |       |
| Rice Co.   | \$64,234                     | \$20.59              | \$472         | \$929 | \$576       | \$1,108 | \$1,099        | \$487 | \$682 |
| State of Minnesota   | \$67,320                     | \$21.58              | \$544         | \$955 | \$574       | \$1,285 | \$977          | \$536 | \$739 |

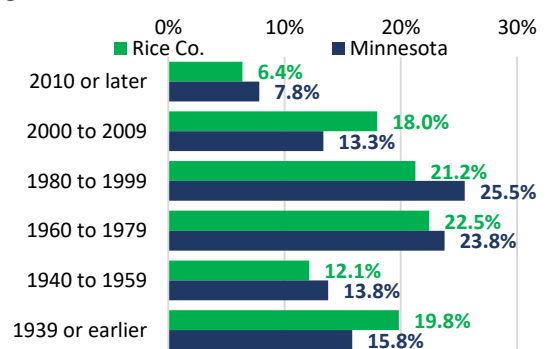
Source: DEED Cost of Living tool

Rice Co. had a lower median house value than the state, having the 13th highest value of the 87 counties in 2022. Rice Co.'s housing stock was newer than the state's, with a higher percentage of units built since 2000 (see Figure 12).

| Table 10. Estimated Value of Owner-occupied Housing Units, 2022 | Rice Co.         |               | Minnesota        |
|---|------------------|---------------|------------------|
|   | Total            | Percent       | Percent          |
| <b>Total</b>  | <b>17,566</b>    | <b>100.0%</b> | <b>100.0%</b>    |
| Less than \$50,000  | 955              | 5.4%          | 4.1%             |
| \$50,000 to \$99,999  | 312              | 1.8%          | 4.6%             |
| \$100,000 to \$149,999  | 1,085            | 6.2%          | 7.1%             |
| \$150,000 to \$199,999  | 2,446            | 13.9%         | 10.7%            |
| \$200,000 to \$299,999  | 5,097            | 29.0%         | 27.1%            |
| \$300,000 to \$499,999  | 5,712            | 32.5%         | 31.7%            |
| \$500,000 or more   | 1,959            | 11.2%         | 14.7%            |
| <b>Median (dollars)</b>   | <b>\$279,700</b> |               | <b>\$286,800</b> |

Source: 2018-2022 American Community Survey, 5-Year Estimates

Figure 12. Year Structure Built, 2022



|   |                |
|---|----------------|
| <b>Median monthly owner costs, owner-occupied units with a mortgage</b> | <b>\$1,778</b> |
| state   | \$1,818        |

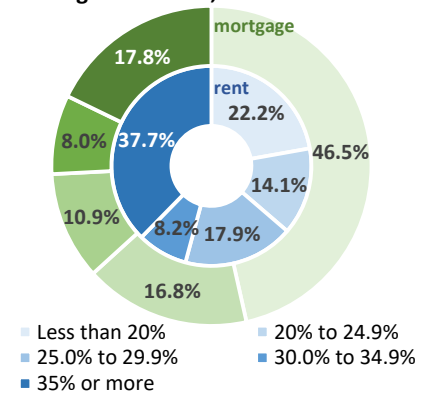
|   |              |
|---|--------------|
| <b>Percentage of households with a mortgage spending 30% or more of their income on housing costs</b> | <b>25.8%</b> |
| state   | 22.0%        |

|                                  |                |
|----------------------------------|----------------|
| <b>Median monthly rent costs</b> | <b>\$1,021</b> |
| state                            | \$1,178        |

|   |              |
|---|--------------|
| <b>Percentage of renters spending 30% or more of their household income on rent</b> | <b>45.8%</b> |
| state   | 46.7%        |

Source: 2018-2022 American Community Survey, 5-Year Estimates

Figure 13. Housing Costs as a Percentage of Income, 2022



OCCUPATIONS

At \$24.26 in 2024, wages were lower in Region 10 than the state. Overall, Region 10 had the 2nd highest median hourly wage level of the 13 economic development regions in the state. Wages were highest for management occupations (\$51.51) and lowest for food preparation and serving related jobs (\$14.57) (see Table 11).

Table 11. Occupational Employment & Wage Statistics, 2024

| Occupational Group                   | Region 10          |                         |                     |                            | State of Minnesota |                          |                     |
|--------------------------------------|--------------------|-------------------------|---------------------|----------------------------|--------------------|--------------------------|---------------------|
|                                      | Median Hourly Wage | Estimated Regional Jobs | Share of Total Jobs | Regional Location Quotient | Median Hourly Wage | Estimated Statewide Jobs | Share of Total Jobs |
| <b>Total, All Occupations</b>        | <b>\$24.26</b>     | <b>240,340</b>          | <b>100.0%</b>       | <b>1.0</b>                 | <b>\$25.22</b>     | <b>2,881,100</b>         | <b>100.0%</b>       |
| Management                           | \$51.51            | 13,250                  | 5.5%                | 0.8                        | \$57.75            | 201,710                  | 7.0%                |
| Business & Financial Operations      | \$37.97            | 9,740                   | 4.1%                | 0.6                        | \$39.26            | 202,700                  | 7.0%                |
| Computer & Mathematical              | \$50.87            | 5,270                   | 2.2%                | 0.6                        | \$50.83            | 98,240                   | 3.4%                |
| Architecture & Engineering           | \$40.43            | 3,540                   | 1.5%                | 0.7                        | \$42.97            | 58,320                   | 2.0%                |
| Life, Physical & Social Science      | \$38.64            | 2,120                   | 0.9%                | 0.9                        | \$39.93            | 29,220                   | 1.0%                |
| Community & Social Service           | \$30.48            | 4,670                   | 1.9%                | 1.0                        | \$27.92            | 57,930                   | 2.0%                |
| Legal                                | \$43.12            | 690                     | 0.3%                | 0.4                        | \$51.15            | 19,040                   | 0.7%                |
| Education, Training & Library        | \$28.42            | 14,670                  | 6.1%                | 1.1                        | \$28.22            | 163,340                  | 5.7%                |
| Arts, Design, Entertainment & Media  | \$26.08            | 1,990                   | 0.8%                | 0.7                        | \$29.01            | 36,160                   | 1.3%                |
| Healthcare Practitioners & Technical | \$48.05            | 29,150                  | 12.1%               | 1.9                        | \$43.01            | 184,410                  | 6.4%                |
| Healthcare Support                   | \$18.85            | 14,270                  | 5.9%                | 1.0                        | \$18.07            | 169,580                  | 5.9%                |
| Protective Service                   | \$28.97            | 3,950                   | 1.6%                | 1.0                        | \$28.87            | 45,860                   | 1.6%                |
| Food Preparation & Serving Related   | \$14.57            | 20,590                  | 8.6%                | 1.1                        | \$15.07            | 232,190                  | 8.1%                |
| Building, Grounds Cleaning & Maint.  | \$18.08            | 6,760                   | 2.8%                | 1.0                        | \$18.83            | 79,660                   | 2.8%                |
| Personal Care & Service              | \$17.17            | 4,830                   | 2.0%                | 1.0                        | \$17.60            | 59,420                   | 2.1%                |
| Sales & Related                      | \$17.36            | 18,280                  | 7.6%                | 0.9                        | \$18.82            | 242,440                  | 8.4%                |
| Office & Administrative Support      | \$23.45            | 27,760                  | 11.6%               | 0.9                        | \$23.86            | 352,250                  | 12.2%               |
| Farming, Fishing & Forestry          | \$20.01            | 320                     | 0.1%                | 1.1                        | \$22.13            | 3,520                    | 0.1%                |
| Construction & Extraction            | \$30.88            | 8,370                   | 3.5%                | 0.9                        | \$32.44            | 110,960                  | 3.9%                |
| Installation, Maintenance & Repair   | \$28.53            | 8,550                   | 3.6%                | 1.0                        | \$29.54            | 104,530                  | 3.6%                |
| Production                           | \$22.72            | 22,500                  | 9.4%                | 1.3                        | \$23.05            | 203,810                  | 7.1%                |
| Transportation & Material Moving     | \$22.01            | 19,080                  | 7.9%                | 1.0                        | \$19.80            | 225,820                  | 7.8%                |

Source: DEED Occupational Employment & Wage Statistics, Qtr. 1 2024

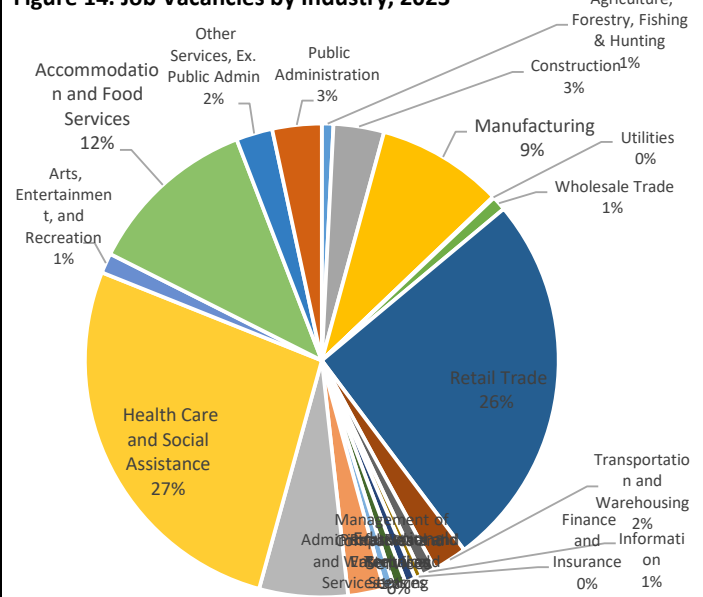
JOB VACANCY SURVEY

Rice Co. is a part of the Southeast planning region. There were 13711 job vacancies posted by employers in 2023, indicating extensive opportunity in the region, with openings across several occupations and industries (see Figure 14).

Table 12. Southeast Job Vacancy Survey Results, 2023

| Occupational Group                   | Number of Vacancies | Wage Offer     |
|--------------------------------------|---------------------|----------------|
| <b>Total, All Occupations</b>        | <b>13,711</b>       | <b>\$18.22</b> |
| Management                           | 212                 | \$37.73        |
| Business & Financial Operations      | 467                 | \$25.49        |
| Computer & Mathematical              | 97                  | \$37.67        |
| Architecture & Engineering           | 297                 | \$27.42        |
| Life, Physical & Social Sciences     | 171                 | \$30.13        |
| Community & Social Service           | 608                 | \$21.43        |
| Education, Training & Library        | 418                 | \$19.67        |
| Healthcare Practitioners & Technical | 964                 | \$33.92        |
| Healthcare Support                   | 1,534               | \$16.49        |
| Protective Service                   | 192                 | \$16.29        |
| Food Preparation & Serving Related   | 1,856               | \$14.91        |
| Building, Grounds Cleaning & Maint.  | 314                 | \$19.06        |
| Personal Care & Service              | 455                 | \$14.98        |
| Sales & Related                      | 2,426               | \$13.96        |
| Office & Administrative Support      | 548                 | \$18.66        |
| Construction & Extraction            | 160                 | \$23.33        |
| Installation, Maintenance & Repair   | 732                 | \$21.35        |
| Production                           | 690                 | \$19.95        |
| Transportation & Material Moving     | 1,108               | \$20.14        |

Figure 14. Job Vacancies by Industry, 2023



Source: DEED Job Vacancy Survey, 2023

OCCUPATIONS IN DEMAND

Table 13. Southeast Planning Region Occupations in Demand, 2023

| Less than High School   | High School or Equivalent   | Some College or Assoc. Deg.   | Bachelor's Degree or Higher   |
|---|---|---|---|
| Home Health and Personal Care Aides<br>\$35,784/yr                    | Heavy and Tractor-Trailer Truck Drivers<br>\$60,838/yr                            | Registered Nurses<br>\$100,239/yr   | General and Operations Managers<br>\$83,723/yr                                |
| Retail Salespersons<br>\$34,625/yr                                    | Nursing Assistants<br>\$39,647/yr   | Police and Sheriff's Patrol Officers<br>\$79,616/yr                       | Elementary School Teachers, Except Special Education<br>\$64,771/yr           |
| First-Line Supervisors of Retail Sales Workers<br>\$46,144/yr         | Licensed Practical and Licensed Vocational Nurses<br>\$61,677/yr                  | Radiologic Technologists and Technicians<br>\$80,540/yr                   | Secondary School Teachers, Except Special and Career/Technical<br>\$67,707/yr |
| First-Line Supervisors of Food Preparation and<br>\$40,675/yr         | Automotive Service Technicians and Mechanics<br>\$50,472/yr                       | Diagnostic Medical Sonographers<br>\$102,982/yr                           | Software Developers<br>\$130,807/yr   |
| Stockers and Order Fillers<br>\$37,875/yr                             | Bookkeeping, Accounting, and Auditing Clerks<br>\$49,912/yr                       | Computer Network Support Specialists<br>\$78,124/yr                       | Training and Development Specialists<br>\$78,978/yr                           |
| Fast Food and Counter Workers<br>\$30,170/yr                          | Medical Assistants<br>\$48,598/yr   | Human Resources Assistants, Except Payroll and Timekeeping<br>\$61,057/yr | Accountants and Auditors<br>\$77,799/yr                                       |
| Laborers and Freight, Stock, and Material Movers, Hand<br>\$44,636/yr | Substance abuse, behavioral disorder, and mental health counselors<br>\$52,564/yr | Surgical Technologists<br>\$78,775/yr                                     | Medical and Health Services Managers<br>\$125,558/yr                          |
| Light Truck Drivers<br>\$45,790/yr                                    | Hairdressers, Hairstylists, and Cosmetologists<br>\$37,408/yr                     | Civil Engineering Technologists and Technicians<br>\$73,049/yr            | Industrial Engineers<br>\$86,149/yr   |
| Cashiers<br>\$31,365/yr   | Electricians<br>\$74,834/yr   | Dental Hygienists<br>\$85,161/yr  | Physician Assistants<br>\$134,877/yr  |
| Miscellaneous Assemblers and Fabricators<br>\$43,860/yr               | Machinists<br>\$59,112/yr   | Mechanical Engineering Technologists and Technicians<br>\$58,074/yr       | Medical Scientists, Except Epidemiologists<br>\$85,432/yr                     |

Source: DEED Occupations in Demand

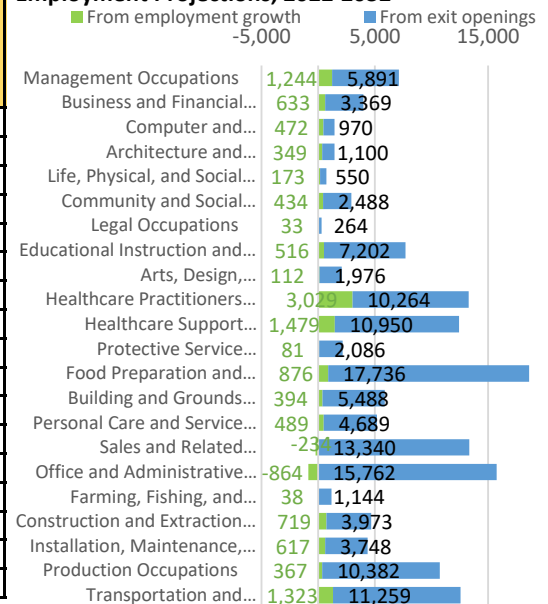
Rice Co. is a part of the Southeast planning region, which is projected to see a 4.5% increase in employment levels over the next decade. In addition to new jobs created, there will be a much larger number of exit openings (see Figure 15).

Table 14. Regional Industry Employment Projections, 2022-2032

|  | Estimated Employment 2022 | Projected Employment 2032 | Percent Change 2022-2032 |
|--|---------------------------|---------------------------|--------------------------|
| <b>Southeast Planning Region</b>           |                           |                           |                          |
| <b>Total, All Industries</b>               | <b>270,975</b>            | <b>283,255</b>            | <b>4.5%</b>              |
| Natural Resources & Mining                 | 3,474                     | 3,657                     | 5.3%                     |
| Utilities                                  | 1,211                     | 1,212                     | 0.1%                     |
| Construction                               | 9,574                     | 10,360                    | 8.2%                     |
| Manufacturing                              | 36,161                    | 37,414                    | 3.5%                     |
| Wholesale Trade                            | 7,317                     | 7,736                     | 5.7%                     |
| Retail Trade                               | 26,514                    | 26,404                    | -0.4%                    |
| Transportation & Warehousing               | 7,187                     | 7,827                     | 8.9%                     |
| Information                                | 2,802                     | 2,782                     | -0.7%                    |
| Finance & Insurance, Real Estate           | 6,243                     | 6,457                     | 3.4%                     |
| Professional Services & Mgmt. of Companies | 8,457                     | 9,278                     | 9.7%                     |
| Admin. Support & Waste Mgmt.               | 7,883                     | 8,597                     | 9.1%                     |
| Educational Services                       | 20,296                    | 20,531                    | 1.2%                     |
| Health Care & Social Assistance            | 65,729                    | 71,175                    | 8.3%                     |
| Leisure & Hospitality                      | 22,983                    | 24,366                    | 6.0%                     |
| Other Services                             | 8,780                     | 9,078                     | 3.4%                     |
| Public Administration                      | 15,203                    | 15,540                    | 2.2%                     |

Source: DEED 2022-2032 Employment Outlook

Figure 15. Regional Occupational Employment Projections, 2022-2032



**ECONOMIC CHARACTERISTICS**

Coming out of the pandemic recession, after gaining jobs over the past year, Rice Co. had the 15th largest economy of the 87 counties in the state. Rice Co. was the 29th fastest growing in the past year and the 38th fastest growing since 2019. From 2019 to 2023, employment in Rice Co. is still down from the pandemic recession.

**1,762** business establishments

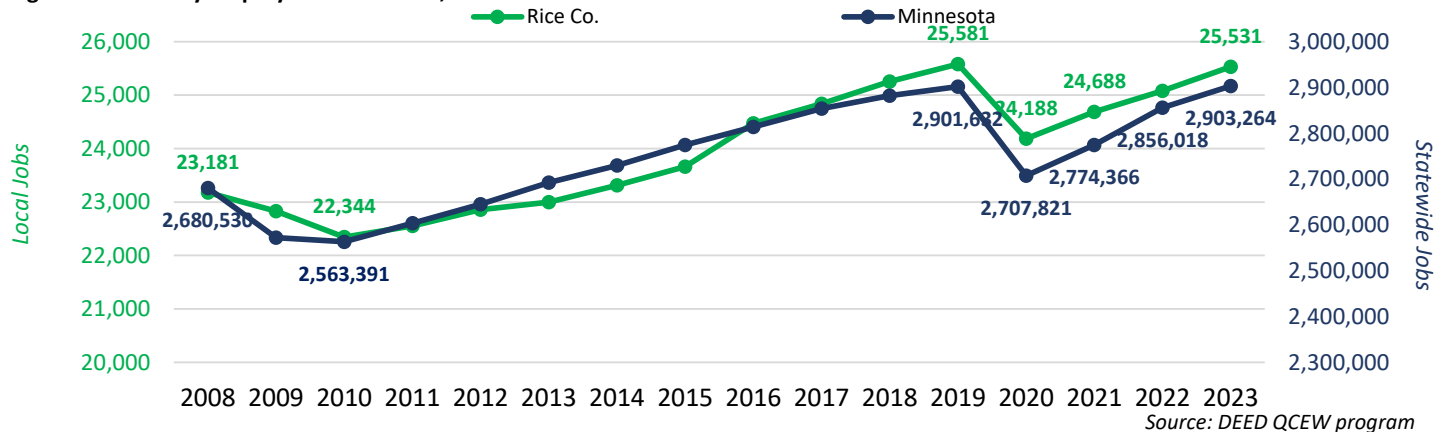
**\$56,430** annual average wage

**25,531** jobs

**\$1,440,715,729** total industry payroll

Job change, 2019-2023: **-50 jobs**  
**-0.2% decline**

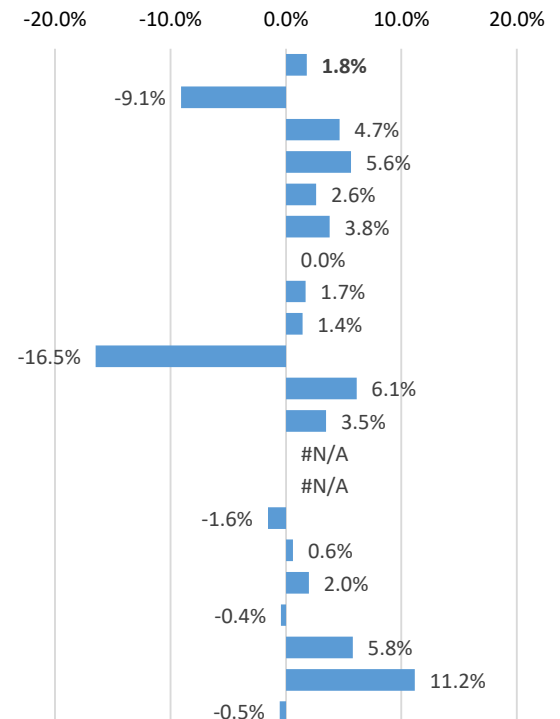
**Figure 16. Industry Employment Statistics, 2008-2023**



Source: DEED QCEW program

| Industry                           | Number of Jobs | Percent of Total Jobs | Average Annual Wage |
|------------------------------------|----------------|-----------------------|---------------------|
| <b>Total, All Industries</b>       | <b>25,531</b>  | <b>100.0%</b>         | <b>\$56,430</b>     |
| Agriculture, Forestry, Fish & Hunt | 510            | 2.0%                  | \$51,680            |
| Mining                             | 45             | 0.2%                  | \$74,107            |
| Construction                       | 1,141          | 4.5%                  | \$68,361            |
| Manufacturing                      | 5,119          | 20.1%                 | \$78,161            |
| Utilities                          | 82             | 0.3%                  | \$132,899           |
| Wholesale Trade                    | 1,116          | 4.4%                  | \$76,360            |
| Retail Trade                       | 2,753          | 10.8%                 | \$32,835            |
| Transportation & Warehousing       | 1,061          | 4.2%                  | \$55,911            |
| Information                        | 147            | 0.6%                  | \$51,970            |
| Finance & Insurance                | 468            | 1.8%                  | \$87,928            |
| Real Estate & Rental & Leasing     | 119            | 0.5%                  | \$57,585            |
| Professional & Technical Services  | 389            | 1.5%                  | \$16,055            |
| Management of Companies            | 43             | 0.2%                  | \$20,006            |
| Admin. Support & Waste Mgmt. Svcs. | 631            | 2.5%                  | \$41,648            |
| Educational Services               | 3,920          | 15.4%                 | \$62,710            |
| Health Care & Social Assistance    | 2,883          | 11.3%                 | \$47,609            |
| Arts, Entertainment, & Recreation  | 234            | 0.9%                  | \$22,660            |
| Accommodation & Food Services      | 2,300          | 9.0%                  | \$20,789            |
| Other Services                     | 856            | 3.4%                  | \$32,707            |
| Public Administration              | 1,706          | 6.7%                  | \$67,574            |

**Figure 17. Change in Jobs, 2022-2023**



Source: DEED Quarterly Census of Employment & Wages (QCEW)

**For more information on Rice Co.'s population, labor force, and economic trends, contact:**

**Amanda O'Connell** | Regional Analyst, Southeast & South Central  
 CareerForce Rochester | 2070 College View Rd. E | Rochester MN 55904  
 Office: 320-441-6571 | E-mail: amanda.oconnell@state.mn.us  
 web: [www.mn.gov/deed/data/regional-lmi/](http://www.mn.gov/deed/data/regional-lmi/)

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