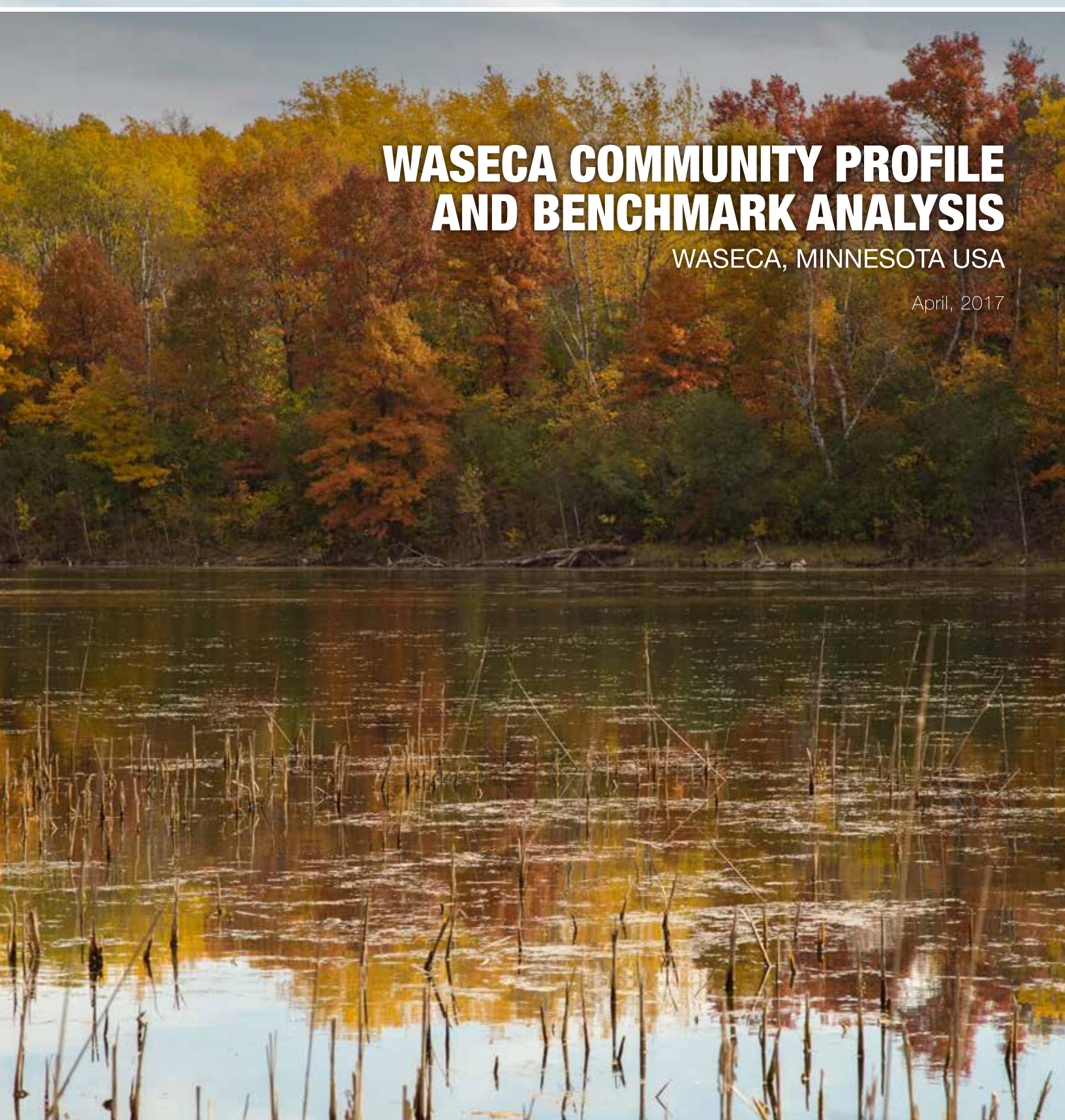future→iQ

WASECA COMMUNITY PROFILE AND BENCHMARK ANALYSIS

WASECA, MINNESOTA USA

April, 2017

WASECA COMMUNITY PROFILE
AND BENCHMARK ANALYSIS

This report presents an analysis of the demographic
and economic conditions and trends of Waseca, Minnesota USA

This report has been prepared by Future iQ as part of the development of Waseca Vision 2030 and aims to present a baseline economic and demographic analysis of the City of Waseca. The report is a description of Waseca and includes population projections; current population make up by age and race; select characteristics of households; labor force; income; and, employment characteristics.

PREPARED BY:

future→iQ

TABLE OF CONTENTS

1.0 INTRODUCTION

This Benchmark Report profiles the City of Waseca, population 9,324, the county seat of Waseca County, MN, using economic and demographic indicators. It further provides in-depth metrics in comparison to five other similar or aspirational communities. The purpose of this Benchmark Report is to provide valuable insight into Waseca and how it relates to other similarly situated communities as it prepares for a community Think-Tank workshop to establish a community vision.

Waseca is located at the intersection of US HWY 14 and MN State HWY 13. To the west 28 miles on HWY 14 is Mankato (population 41,044), to the east 15 miles is Owatonna (population 25,725) and 56 miles to Rochester (population 112,225). Rochester is Minnesota's second largest population center, second to the Minneapolis-St. Paul metro area only 72 miles from Waseca. Located within a 15-mile radius there are several smaller communities. In addition to being the county seat, Waseca is home to a Federal Correctional Institute campus and the University of Minnesota Southern Research and Outreach Center.

1.1   WASECA DEMOGRAPHICS

Figure 1 shows historic and projected populations from 2000 to 2035 for Waseca and Waseca County. As of 2015 Waseca's population was 9,324 and its median age was 39.4, having steadily grown its population from 8,493 in 2000. Waseca is expected to maintain growth, and in 2035 its population is projected to be 10,196. While Waseca grows steadily the population of Waseca County has been declining steadily, from 19,526 people in 2000 to 19,076 in 2015, and 18,985 expected in 2035.

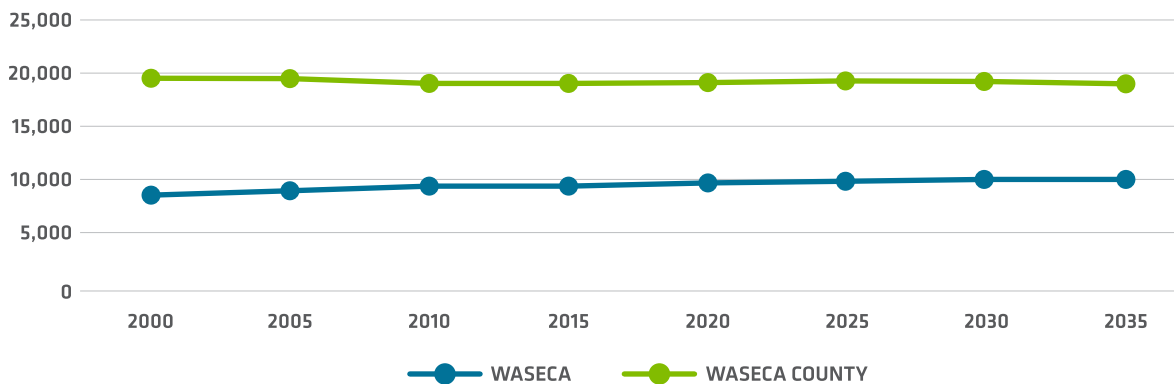**Figure 1. Historic and Projected Population, 2000-2035**

Figure 2 shows the age distribution of Waseca County observed in 2015 and projected in 2035. In 2015, 5-year age cohorts under 65 years old had more than 5 percent of the population each, and those 65 and upwards had less than 5 percent of the population each. In 2015, there were three modes in the population distribution at the 10-14 cohort, the 30-34 cohort, and the 55-59 cohort. In 2035, the population will be distributed more towards the elderly with 5-year age cohorts under 20 each accounting for only 4 percent of the population. The distribution modes shift towards increased ages as well, with modes at the 30-34 cohort, the 50-54 cohort, and the 75-79 cohort.

Figure 2. Population Distribution (%), 2015-2035, Waseca County
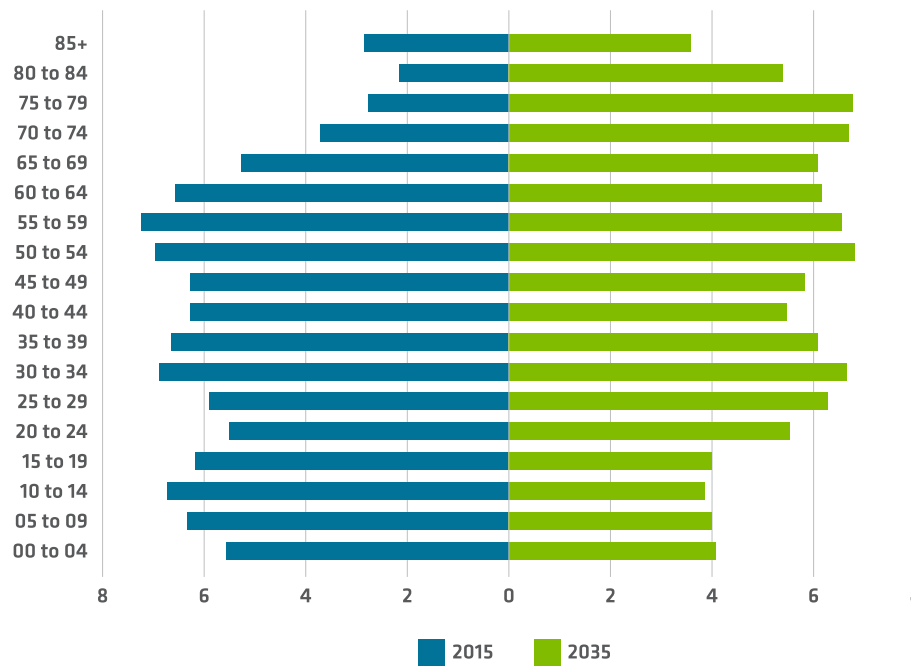
1.2   WASECA ECONOMICS

Table 1 summarizes the high-level economic and demographic attributes of Waseca. The Median income for individuals in Waseca is 28,782 dollars, 20 percent of the population earns less than 150 percent of the poverty line, and 62 percent of the population 16 and over is participating in the work force (labor force participation rate).

There are two major industries in which Waseca's workforce is employed: 1) manufacturing, and 2) healthcare and social assistance. These two collectively account for 39 percent of the jobs for residents of Waseca County. Across industries, the major occupations of employment are in 1) production, 2) office and administrative support, and 3) management, business, and finance. Collectively, these occupation types account for 40 percent of the jobs for residents of Waseca County.

Table 1. Introduction to Waseca Demographics and Economics Summary

Population (2000)	8,493
Population (2015)	9,324
Projection Population (2035)	10,196
Median Age	39.4
Workforce Participation Rate	62%
Working in the County	69%
Median Income	$28,782
Population Below 150% of Poverty Line	20%
Major Industries (Waseca County)	Manufacturing
	Healthcare and Social Assistance
Major Occupations (Waseca County)	Production
	Office and Administration Support
	Management, Business, and Finance

Source: 2014 4-year, 2015 4-year American Community Survey

2.0 BENCHMARK COMMUNITIES

This report identifies benchmark communities and their similarities and differences to Waseca. The Future iQ team in conjunction with the local planning team identified similar and slightly aspirational communities based on key factors including:

- location and relation to larger population centers,
- being the county seat and/or a place where one can expect long-term institutional spending and transfer payments,
- being in the Upper Midwest and being situated within a predominately rural agricultural landscape, and
- having similar or greater populations.

The benchmark communities are 1) Elkhorn, Wisconsin, 2) Fairmont, Minnesota, 3) Hutchinson, Minnesota, 4) Newton, Iowa, and 5) St. Peter, Minnesota. Map 1 shows their locations.
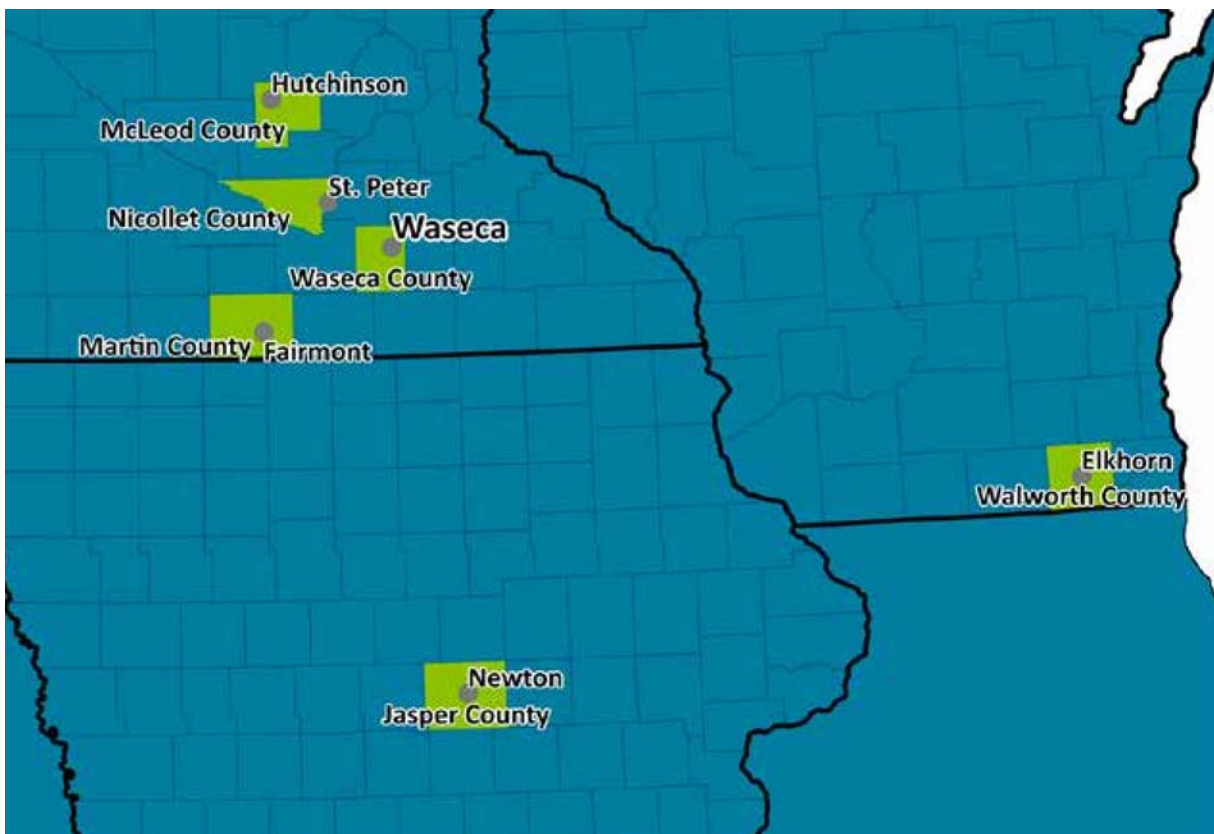
2.1   ELKHORN, WI

Elkhorn, WI, Population 9,998, is in South Eastern WI in an agricultural landscape near the Illinois border and Lake Michigan at the intersection of US Interstate HWY 43 and US HWY 12. Elkhorn is the county seat of Walworth County and home to the Gateway Technical College serving the surrounding counties. To the east 59 miles is Milwaukee located on Lake Michigan with a population of 599,164, to the northwest 62 miles is Madison, WI population 243,344, and to the southeast 89 miles is Chicago.

2.2   FAIRMONT, MN

Fairmont, MN, population 10,387, is in Southern MN in an agricultural landscape near the Iowa border at the intersection of US Interstate HWY 90 and MN HWY 15. Fairmont is the county seat of Martin County. Most of the communities near Fairmont are similarly sized or smaller. The nearest larger community to the east 58 miles is Albert Lea (population 17,674) and 120 miles to Rochester, and to the west 121 miles is Sioux Falls, South Dakota. To the north 52 miles is Mankato, MN.

2.3   HUTCHINSON, MN

Hutchinson, MN, population 13,941, is in Central MN in an agricultural landscape at the intersection of MN HWY 15 and 7. Hutchinson is the largest city in McLeod County and home to the campus of Ridgewater College. Located 48 miles to the northwest is Willmar (population 19,638), and 60 miles to the east is the center of the Minneapolis-St. Paul metro area.

2.4   NEWTON, IA

Newton, IA, population 15,147 is in Central IA in an agricultural landscape along US Interstate HWY 80. Newton is the county seat of Jasper County. To the east 34 miles is Des Moines, IA (population 207,510) and to the west 84 miles is Iowa City (population 67,862).

2.5   ST. PETER, MN

St. Peter, MN, population 11,492, is in South Central MN in an agricultural landscape along US HWY 169 and the Minnesota River. St. Peter is the county seat of Nicollet County, and home to Gustavus Adolphus College. To the south 13 miles on HWY 169 is Mankato, and to the north 68 miles on HWY 169 is the center of the Minneapolis-St. Paul metro area.

3.0 DEMOGRAPHIC INDICATORS

Median age and population for each benchmark community and in comparison to the US and Minnesota are shown in Table 2. Benchmark communities range in population from 9,324 (Waseca) to 15,147 (Newton). Waseca, Elkhorn, and Fairmont have population counts within 1,063 people of each other. The remaining communities have greater population ranges, with Newton having the greatest population difference from Waseca and a population of 15,147. Their median age ranges from 27.3 (St. Peter) to 45.8 (Fairmont), compared to the US and Minnesota with median ages of 37.6 and 37.7 respectively. Waseca is slightly older than the US and Minnesota with a median age of 39.4.

3.1 MEDIAN AGE AND POPULATION

Table 2. Median Age and Population 2015

Community	Median Age	Population
Waseca, MN	39.4	9,324
Elkhorn, WI	36.6	9,998
Fairmont, MN	45.8	10,387
Hutchinson, MN	37.2	13,941
Newton, IA	42.6	15,147
St. Peter, MN	27.3	11,492
Minnesota	37.7	5,419,171
United States	37.6	316,515,021

Source: 2015 American Community Survey

3.2   RACE AND LANGUAGE

Race by percent of the population and limited English speaking ability by percent of households for Waseca, the benchmark communities, Minnesota, and the US are shown in Table 3. Waseca and St. Peter, Minnesota have the lowest white population at 90 percent of their population. Similarly, Waseca also has the largest Black or African American population by percentage. Again, Waseca and St. Peter have similar proportions of Hispanic or Latino populations. Limited English speaking households make up 0-3 percent of the benchmark communities with Waseca having one percent. The US and Minnesota are more racially diverse and with greater proportions of limited English speakers.

Table 3. Race, Limited English Speaking, Percent of Population 2015

Community	White	Black	American Indian	Asian	Native Hawaiian	Other	Two or more Races	Hispanic (All Races)	Limited English Speaking
Waseca, MN	90.6	5.0	1.0	0.4	0.0	0.9	2.1	7.9	1.0
Elkhorn, WI	94.9	1.3	0.1	0.8	0.0	1.0	2.0	10.3	1.0
Fairmont, MN	97.6	0.3	0.0	0.8	0.0	0.3	0.9	6.7	2.0
Hutchinson, MN	94.7	0.3	0.5	1.0	0.0	1.5	2.1	5.9	1.0
Newton, IA	95.4	1.6	0.4	1.1	0.0	0.0	1.6	1.3	0.0
St. Peter, MN	90.9	2.1	0.4	2.8	0.0	1.9	1.9	7.8	3.0
Minnesota	84.8	5.5	1.0	4.4	0.0	1.5	2.7	5.0	2.4
United States	73.9	12.6	0.8	5.0	0.2	4.7	2.8	16.8	5.0

Source: 2015 American Community Survey

3.3   POVERTY

Twenty percent of Waseca's population has income consistent with being below 150 percent of the level of poverty. Waseca's rate of poverty is similar to Minnesota, with 19 percent of the population living below the same level. Elkhorn, WI and Hutchinson, MN have the lowest poverty rates at 16 and 15 percent respectively, far below the US rate of 25 percent. Poverty rates in Waseca and the benchmark communities are shown in Table 4.

**Table 4. Percent Population Below 150% of the Poverty Level**

Waseca, MN	20
Elkhorn, WI	16
Fairmont, MN	23
Hutchinson, MN	15
Newton, IA	23
St. Peter, MN	29
Minnesota	19
United States	25

Source: 2015 American Community Survey

3.4   EDUCATIONAL ATTAINMENT

Figure 3 shows educational attainment by percent of the populations of Waseca and benchmark communities. The US, Minnesota, and St. Peter, MN have similar educational attainment profiles with high rates of graduate and professional degrees and bachelor's degrees. Waseca, Elkhorn, WI, Fairmont, MN, and Hutchinson, MN have similarly high attainment of high school diplomas. Waseca and Elkhorn, WI are unique in having relatively high proportions of the population with some college education (no degree).

Figure 3. Educational Attainment by Percent of Population Over 25

WASECA, MN   ELKHORN, WI   FARIMONT, MN   HUTCHINSON, MN
NEWTON, IA   ST. PETER, MN   MINNESOTA   UNITED STATES
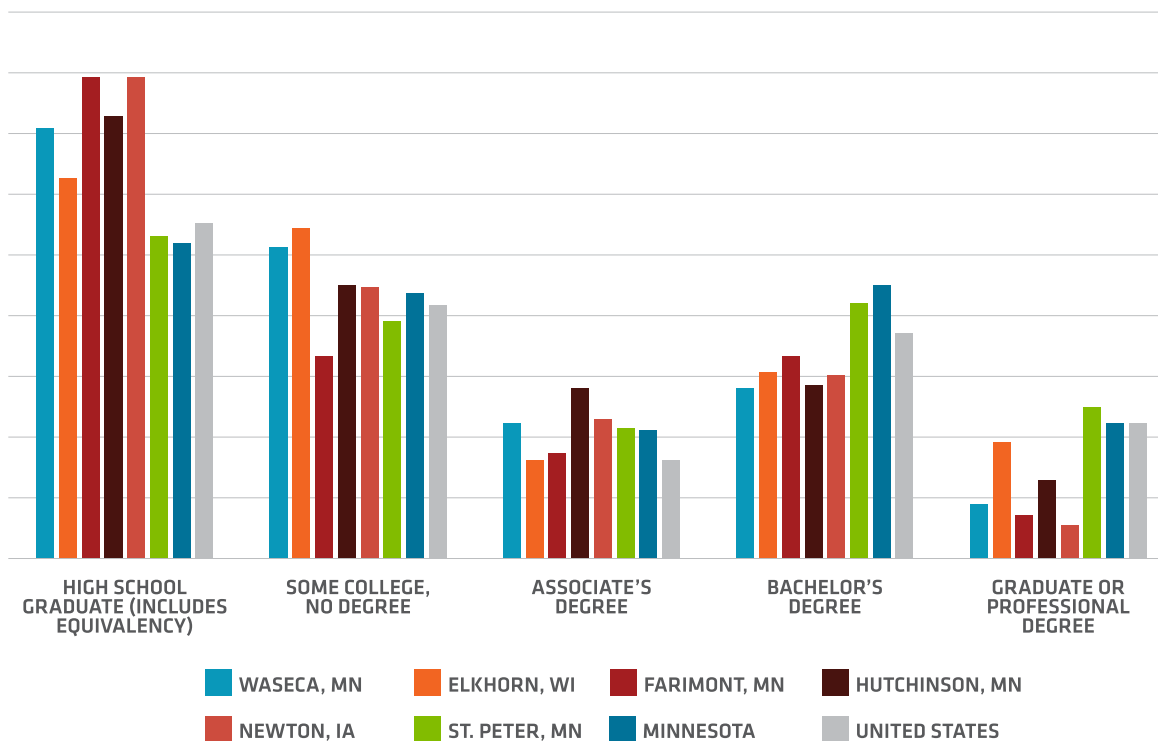
Median individual earnings for Waseca, the benchmark communities, Minnesota, and the US are shown in Figure 4 by educational attainment level for people over 25 years of age with earnings. For the entire population over 25 with earnings, the benchmark communities range from median earnings of $31,485 to $37,333. Minnesota, with median earnings of $40,113, exceeds the benchmark communities and the US, with median earnings of $36,231. Waseca median earnings are towards the lower end of the range, at $32,972, having only greater earnings than Fairmont, MN.

When considering educational attainment Waseca has higher median earnings for those with a High School diploma (or equivalent) than Minnesota, the US, or the benchmark communities. Earners in Waseca with some college, but no degree have relatively similar incomes to those in the benchmark communities. However, earners with an associate's or bachelor's degree earn less in Waseca than in the benchmark communities. Those earners with a graduate or professional degree in Waseca have earnings like those in Minnesota, the US, and to those in Hutchinson, MN. Earners with a graduate or professional degree in the remaining benchmark communities are earning less.

Figure 4. Median Individual Earnings by Educational Attainment, Population 25 and Over with Earnings.
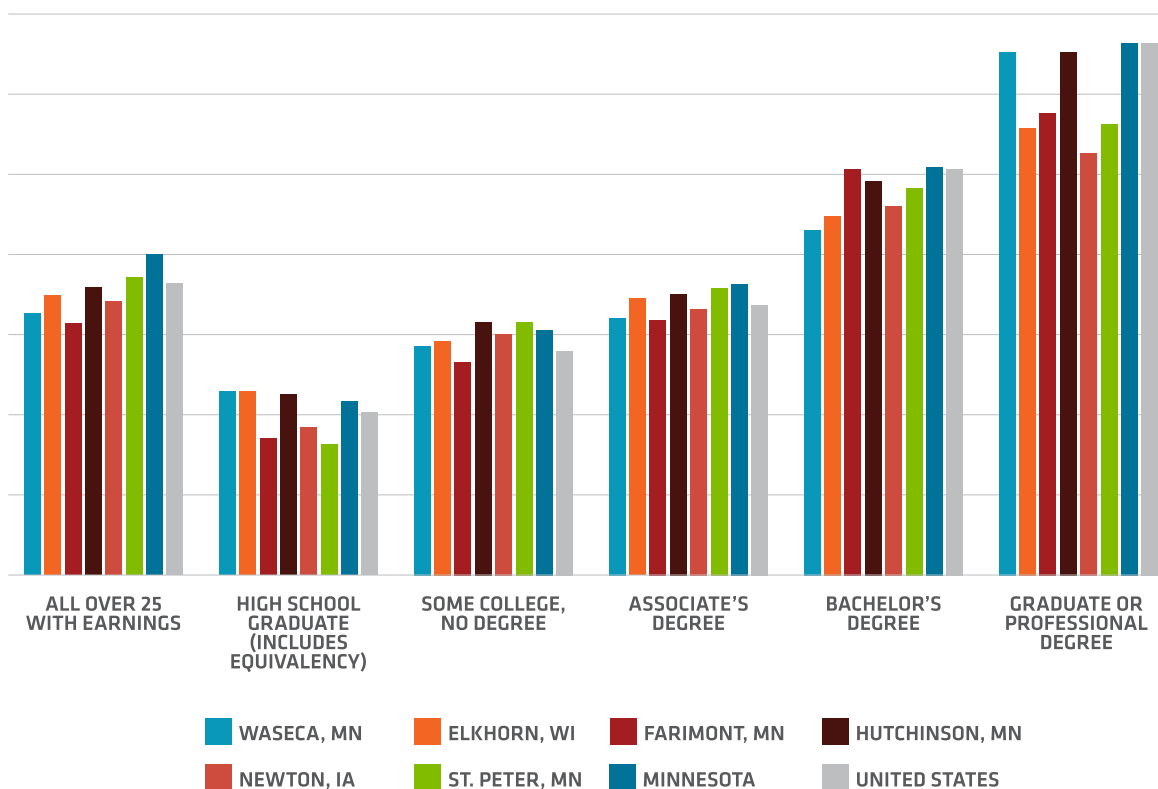
4.0 HOUSEHOLDS

Select household characteristics are shown in Table 5. Waseca, Fairmont, MN, Hutchinson, MN, Newton, IA, and St. Peter, MN have fewer family households than Minnesota and the US. This means that they also have more non-family households. Rental occupied households are more prevalent in Waseca than in Minnesota, but less prevalent than in the US. St. Peter, MN, and Elkhorn, WI have greater rates of rental occupied households than the US.

The distribution of household sizes varies across the benchmark communities. Waseca has higher proportions of 1-person households and lower proportions of 3-person households in comparison to the US and Minnesota.

Median household incomes vary across the benchmark communities with Waseca and Newton, IA having the lowest median household incomes of 46,167 and 46,512 dollars respectively. These are low compared to the US's median household income of 53,889 dollars and even more so when compared to Minnesota's median household income of 61,492 dollars. The highest earning benchmark communities are St. Peter, MN and Elkhorn, WI with 55,280 and 53,724 median household incomes respectively.

Table 5. Household Characteristics

	% Family Households	% Rental Occupied	% 1-person household	% 2-person household	% 3-person household	% 4-or-more-person household	Medan Income ($)
Waseca, MN	60.7	32.7	33.6	32.6	10.9	22.9	46,167
Elkhorn, WI	65.1	39.4	29.3	31.0	16.2	23.5	53,724
Fairmont, MN	58.3	32.3	37.3	34.1	13.4	15.3	47,428
Hutchinson, MN	60.9	33.7	33.7	33.4	14.2	18.6	51,032
Newton, IA	61.2	35.1	32.3	34.1	10.8	22.9	46,512
St. Peter, MN	60.5	39.3	32.6	29.1	14.1	24.2	55,280
Minnesota	64.8	28.3	28.3	35.6	14.2	21.9	61,492
United States	66.2	35.6	27.6	33.6	15.8	23.1	53,889

5.0 LABOR AND INDUSTRY

Table 6 shows the labor force participation rate and unemployment rate for Waseca and benchmark communities from the 2015 4-year American Community Survey. These represent a long-term measurement, rather than the measurements of other sources published monthly or quarterly. The labor force participation rate in Waseca is 62.3 percent, meaning that 62.3 percent of the population 16 and over is participating in the labor force. Waseca has a similar labor force participation rate to the US (63.7 percent), but is different from Minnesota (70 percent). The benchmark communities have labor force participation rates ranging from 59.4-68.7 percent. Similarly, the unemployment rate also varies across the benchmark communities.

Table 6. Labor Force Participation and Unemployment

	Labor Force Participation Rate (%)	Unemployment Rate (%)
Waseca, MN	62.3	4.3
Elkhorn, WI	68.7	7.8
Fairmont, MN	63.9	3.9
Hutchinson, MN	68.4	2.8
Newton, IA	59.4	6.6
St. Peter, MN	67	3.3
Minnesota	70	5.6
United States	63.7	8.3

Source: 2015 American Community Survey

Table 7 shows commuting patterns in Waseca and the benchmark communities. Waseca and St. Peter, MN have similar proportions of their population commuting out of their counties to go to their place of work. Waseca and St. Peter also have similar commute times to work, 16.9 and 15.8 mins respectively. Fairmont, MN has the highest proportion of residents not leaving the county for work, however across Minnesota a greater proportion of residents work outside of their county of residence.

Table 7. Commuting Patterns

	Work In County	Work Outside County	Mean Travel Time to Work (Min)
Waseca, MN	69.3	30.1	16.9
Elkhorn, WI	74.1	22.4	21.1
Fairmont, MN	85.8	11.4	14.9
Hutchinson, MN	74.2	25.3	19.2
Newton, IA	71.2	28.2	18.8
St. Peter, MN	69.1	30.4	15.8
Minnesota	63.5	34.0	23.1
United States	72.4	23.8	25.7

Source: 2015 American Community Survey

5.1   OCCUPATIONAL EMPLOYMENT

Table 8. Share of County Resident Employment by Occupation (Shown as Percent)

	Waseca County, Minnesota	Walworth (Elkhorn), Wisconsin	Martin (Fairmont), Minnesota	McLeod (Hutchinson), Minnesota	Jasper (Newton), Iowa	Nicollet (St. Peter), Minnesota
Management, business, and financial occupations	13	13	16	12	13	14
Computer, engineering, and science occupations	4	3	3	5	5	3
Education, legal, community service, arts, and media occupations	9	9	7	8	9	14
Healthcare practitioner and technical occupations	6	5	5	6	4	7
Healthcare support occupations	2	2	4	4	3	2
Protective service occupations	2	2	1	1	2	1
Food preparation and serving related occupations	4	6	4	5	4	4
Building and grounds cleaning and maintenance occupations	4	5	4	4	3	4
Personal care and service occupations	5	4	4	3	3	5
Sales and related occupations	8	11	11	7	9	9
Office and administrative support occupations	13	13	11	13	15	14
Farming, fishing, and forestry occupations	2	1	3	1	1	1
Construction and extraction occupations	5	5	6	5	5	4
Installation, maintenance, and repair occupations	3	4	4	4	5	3
Production occupations	14	11	10	15	12	8
Transportation occupations	4	3	5	3	5	3
Material moving occupations	3	3	3	3	3	3

Source: 2014 American Community Survey

Table 9. Location Quotient of Occupational Employment of County Resident

	Waseca County, Minnesota	Walworth (Elkhorn), Wisconsin	Martin (Fairmont), Minnesota	McLeod (Hutchinson), Minnesota	Jasper (Newton), Iowa	Nicollet (St. Peter), Minnesota
Management, business, and financial occupations	0.93	0.89	1.07	0.84	0.92	0.99
Computer, engineering, and science occupations	0.66	0.66	0.57	0.85	0.86	0.60
Education, legal, community service, arts, and media occupations	0.85	0.83	0.68	0.73	0.78	1.29
Healthcare practitioner and technical occupations	0.97	0.85	0.85	1.04	0.65	1.19
Healthcare support occupations	0.92	0.98	1.42	1.58	1.20	0.89
Protective service occupations	0.81	0.69	0.28	0.51	0.91	0.65
Food preparation and serving related occupations	0.68	1.07	0.72	0.84	0.75	0.77
Building and grounds cleaning and maintenance occupations	0.94	1.15	1.04	0.99	0.73	1.01
Personal care and service occupations	1.29	1.07	1.11	0.93	0.89	1.31
Sales and related occupations	0.73	0.97	1.01	0.69	0.85	0.84
Office and administrative support occupations	0.95	0.95	0.81	0.98	1.11	1.06
Farming, fishing, and forestry occupations	2.11	1.46	4.39	1.68	1.90	1.20
Construction and extraction occupations	1.07	1.03	1.13	0.91	1.00	0.83
Installation, maintenance, and repair occupations	0.88	1.30	1.32	1.33	1.45	0.90
Production occupations	2.33	1.87	1.70	2.48	1.94	1.35
Transportation occupations	1.19	0.88	1.36	0.88	1.31	0.74
Material moving occupations	1.22	1.20	1.00	1.36	1.07	0.98
	Relative to the US, more employment than one would expect.					
	Relative to the US, less employment than one would expect.					
	Relative to the US, similar employment.					

Source: 2014 American Community Survey

Tables 8 and 9 describe occupational employment and draw comparisons from Waseca County to benchmark communities. Table 8 shows the proportional share of employment by occupation in Waseca County, Walworth County (Elkhorn), WI, Martin County (Fairmont), MN, McLeod County (Hutchinson), MN, Jasper County (Newton), IA, and Nicollet County (St. Peter), MN. Counties are used here, rather than the cities themselves, because job seekers move beyond their city boundaries for work.

Table 9 shows the location quotient of employment by occupation. A location quotient is a comparison between the proportion of occupational employment in a sub-region's labor force to the proportion of occupational employment in the region's labor force. In this case all of the geographies in Table 9 are compared to the US. A location quotient above one indicates that the geography has more employment in the corresponding occupation than one would expect to see given the distribution of employment by occupation of the United States. Below one indicates the inverse. Location quotients close to 1, within 10% of 1, show similarities in occupational employment.

Similarities in occupational employment can be drawn between Waseca and benchmark communities. The following industries are similarly employment strengths.

- Farming, fishing, and forestry
- Production

The following occupations are similarly employment weaknesses across Waseca and the benchmark communities.

- Computer, engineering, and science
- Education, legal, community service, arts, and media occupations
- Protection service occupations
- Food preparation and serving

There are also some differences in occupational employment between Waseca and the benchmark communities. A few differences follow.

- St. Peter stands out with higher employment in 1) education, legal, community service, arts and media, and 2) health care practitioning and technician occupations.
- Waseca stands out with higher employment in 1) transportation, and 2) material moving occupations.
- Fairmont stands out with the highest proportion of occupations in 1) farming, fishing, and forestry, and 2) construction.

5.2   INDUSTRY EMPLOYMENT

Table 10. Share of County Resident Employment by Industry (Shown as Percent)

	Waseca County, Minnesota	Walworth (Elkhorn), Wisconsin	Martin (Fairmont), Minnesota	McLeod (Hutchinson), Minnesota	Jasper (Newton), Iowa	Nicollet (St. Peter), Minnesota
Agriculture, forestry, fishing and hunting, and mining	5	2	10	3	4	4
Construction	6	7	6	6	6	5
Manufacturing	22	20	16	26	17	18
Wholesale trade	2	3	3	2	4	2
Retail trade	9	11	12	9	10	8
Transportation and warehousing	4	3	4	3	3	3
Utilities	0	1	1	1	1	1
Information	2	2	1	1	2	2
Finance and insurance	4	3	5	3	7	4
Real estate and rental and leasing	1	1	1	1	1	1
Professional, scientific, and technical services	2	4	2	3	4	3
Management of companies and enterprises	0	0	0	0	0	0
Administrative and support and waste management services	3	4	3	4	3	2
Educational services	8	9	6	5	8	17
Healthcare and social assistance	17	13	16	17	14	17
Arts, entertainment, and recreation	1	2	1	2	1	2
Accommodation and food services	4	9	5	6	5	5
Other services, except public administration	5	4	5	5	5	3
Public administration	4	3	3	3	4	4

Source: 2014 American Community Survey

Table 11. Location Quotient of Industry Employment of County Residents

	Waseca County, Minnesota	Walworth (Elkhorn), Wisconsin	Martin (Fairmont), Minnesota	McLeod (Hutchinson), Minnesota	Jasper (Newton), Iowa	Nicollet (St. Peter), Minnesota
Agriculture, forestry, fishing and hunting, and mining	2.62	1.23	5.00	1.71	2.16	2.09
Construction	1.03	1.17	1.02	0.95	1.01	0.81
Manufacturing	2.15	1.90	1.53	2.49	1.66	1.69
Wholesale trade	0.88	0.97	1.02	0.65	1.56	0.72
Retail trade	0.78	0.97	1.02	0.80	0.88	0.69
Transportation and warehousing	1.05	0.79	1.00	0.78	0.86	0.75
Utilities	0.37	0.78	1.34	0.65	0.94	0.66
Information	0.88	0.74	0.40	0.61	0.98	0.85
Finance and insurance	0.79	0.63	0.96	0.54	1.47	0.77
Real estate and rental and leasing	0.37	0.62	0.41	0.53	0.32	0.77
Professional, scientific, and technical services	0.37	0.53	0.35	0.50	0.55	0.44
Management of companies and enterprises	0.00	0.76	0.00	1.32	0.00	0.92
Administrative and support and waste management services	0.79	0.93	0.59	1.04	0.76	0.42
Educational services	0.84	0.95	0.62	0.58	0.81	1.81
Healthcare and social assistance	1.23	0.91	1.20	1.25	1.02	1.24
Arts, entertainment, and recreation	0.30	1.04	0.42	0.70	0.67	0.82
Accommodation and food services	0.50	1.19	0.71	0.75	0.63	0.67
Other services, except public administration	0.98	0.81	1.07	0.93	0.99	0.69
Public administration	0.79	0.63	0.71	0.63	0.90	0.77
			Other services, except public administration			
			Public administration			
			Relative to the US, similar employment.			

Source: 2014 American Community Survey

Tables 10 and 11 describe industry employment and draws comparisons between Waseca County and benchmark communities. Table 10 shows the proportional share of employment by industry in Waseca County, Walworth County (Elkhorn), WI, Martin County (Fairmont), MN, McLeod County (Hutchinson), MN, Jasper County (Newton), IA, and Nicollet County (St. Peter), MN. Table 11 shows the location quotient of employment by industry.

Similarities in industry employment can be drawn between Waseca and benchmark communities. The following industries are similarly employment strengths.

- Agriculture, forestry, fishing and hunting, and mining
- Manufacturing
- Healthcare and social assistance

The following industries are similarly employment weaknesses.

- Retail trade
- Transportation and warehousing
- Utilities
- Information
- Finance and insurance
- Real estate and rental leasing
- Professional, scientific, and technical services
- Management of companies and enterprises
- Administrative and support and waste management services
- Educational services
- Arts, entertainment, and recreation
- Accommodation and food services
- Other services, except public administration
- Public administration

There are also some differences in industry employment between Waseca and the benchmark communities. A few differences follow.

- St. Peter, MN stands out with higher employment in educational services.
- Newton, IA stands out with higher employment in 1) wholesale trade, and 2) finance and insurance.
- Hutchinson, MN stands out with higher employment in management of companies and enterprises
- Fairmont, MN stands out with the highest industry employment in agriculture, forestry, fishing and hunting, and mining, and higher employment in utilities
- Elkhorn, WI stands out with higher employment in accommodation and food service

6.0 CONCLUSION

This document provides a snapshot of the demographic and economic characteristics of Waseca, MN at a given point in time. This report also shows some of the similarities and differences between Waseca and five benchmark communities, including: 1) Elkhorn, Wisconsin, 2) Fairmont, Minnesota, 3) Hutchinson, Minnesota, 4) Newton, Iowa, and 5) St. Peter, Minnesota. The benchmark communities were selected based on key similarities: 1) they have a similar or slightly larger population to Waseca, 2) they are located near large population centers, 3) are in an agricultural landscape, and 4) are county seats and locations of other institutions.

7.0 KEY FINDINGS

This report shows a mix of characteristics that are difficult to describe as either positive or negative, but rather represent the condition of the community and are valuable insights into creating a sustainable future. Key findings are described below to provide those insights.

- Waseca is projected to experience slow population growth going forward, from the estimated 2015 population of 9,324 to 10,196 in 2035. At the same time the population age distribution is expected to shift towards older years.

- The population in Waseca is less racially diverse than Minnesota or the US, but is the most diverse of the benchmark communities with a Hispanic and Latino population similar to other benchmark communities and a larger Black or African American population.

- The population 25 years and older of St. Peter, MN, the US, and Minnesota share a similar educational attainment profile. The remaining communities including Waseca are less highly educated. Waseca and Elkhorn, WI are unique in having a high proportion of the population with some college and no degree.

- The median household income in Waseca is low relative to the benchmark communities, Minnesota, and the US. The labor force participation rate is slightly less than the US and much less than Minnesota.

- Waseca has a high proportion of employment in industries like 1) agriculture, forestry, fishing and hunting, and mining, 2) manufacturing, and 3) healthcare and social assistance. This highly focused economy is similarly represented in the benchmark communities.

8.0 METHODS

The demographic profile for Waseca and benchmark communities relies heavily on the: 2015 5-year American Community Survey (ACS); 2014 5-year ACS; 2010 Decennial Census, 2000 Decennial Census; and the Minnesota State Demographics Center.

Population projections and population age distributions are taken from the State of Minnesota Population Center for counties and the state. The population projection for the City of Waseca is extrapolated from the Waseca County population project based on the share of the change of city population and how it relates to the change of the county population. In this way, because past declines in the county population have corresponded to increases in the city population, the projected decline of the county population corresponds to a projected increase of the city population.

9.0 SOURCES

- Minnesota State Demographics Center. 2016. Age and Sex Projections. Accessed online at https://mn.gov/admin/demography/data-by-topic/population-data/our-projections/ March 2017.

- US Census Bureau. 2016. 2015 5-year American Community Survey. Accessed online at American Factfinder March 2017. The following data series were used: S0101; S0701; S0801; B25004; S1501; S1701; S2301; S2503; B19119; S2501

- US Census Bureau. 2015. 2014 5-year American Community Survey. Accessed online at American Factfinder March 2017. The following data series were used: S2401; S2403

- US Census Bureau. 2011. 2010 Decennial Census, Summary File 1. Accessed online at American Factfinder March 2017.

- US Census Bureau. 2001. 2000 Decennial Census, Summary File 1. Accessed online at American Factfinder March 2017.

Future iQ Team

Strategic Partners
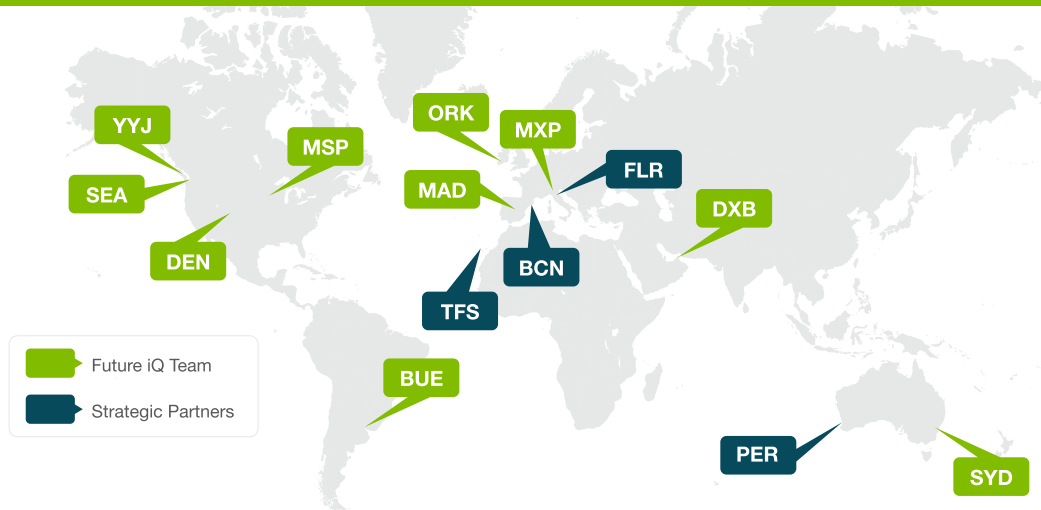
10.0   ABOUT FUTURE IQ

Future iQ is a market leader in the development and application of scenario planning; network analysis, industry and regional analysis, and community engagement and capacity building. The company specializes in applying innovative tools and approaches to assist organizations, regions and industries shape their economic and community futures. With over a decade of business experience, the company has grown to have a global clientele spanning three continents.
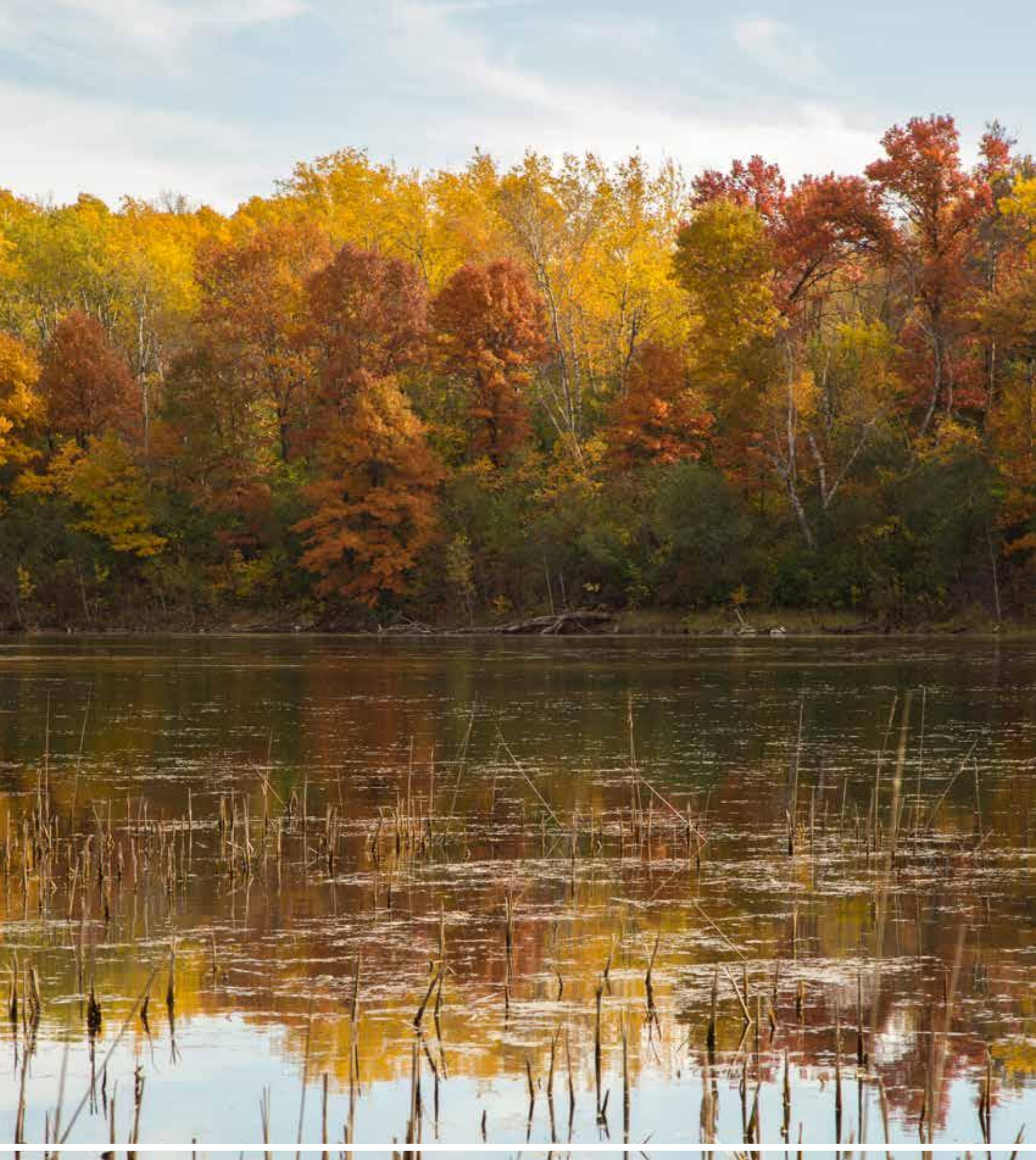
To learn more about Future iQ, and our recent projects visit **www.future-iq.com** or by email at **info@future-iq.com**

Report and Scenario Planning workshop prepared by:

MARCUS GRUBBS, MURP, AICP, PLANNING SPECIALIST

Marcus Grubbs holds a Master Degree in Urban and Regional Planning and a Bachelor Degree in Environmental Studies. Marcus has extensive project management experience with an interest in scenario-based planning and regional economics. Marcus recently served as non-metropolitan regional government representative to The State of Minnesota Statewide Geospatial Advisory Board and is a current member of the Minnesota Chapter of the American Planning Association and the American Institute of Certified Planners; chairs a non-profits policy committee; and participates in the Big Brother program.