

St. Cloud Area Demographic & Economic Profile

Population

After gaining almost 6,700 net new residents from 2000 to 2012, St. Cloud jumped into the top 10 largest cities in the state of Minnesota, starting the decade in 8th place. With 65,801 people, St. Cloud ranks behind just Minneapolis, St. Paul, Rochester, Duluth, Bloomington, Brooklyn Park, and Plymouth, and just ahead of Eagan, Woodbury, Maple Grove, Coon Rapids, and Eden Prairie. At the 2000 Census, the city of St. Cloud was 11th largest overall with 59,107 people, but the city’s 11.4 percent growth during the last decade made it the 4th fastest growing large city in the state.

One unique aspect of St. Cloud is that it spans three counties, all of which are also among the largest and fastest growing in the state. The biggest portion of the city of St. Cloud is located in Stearns County, which with 151,591 people is the 7th largest county

TABLE 1. POPULATION CHANGE, 2000 to 2012				2000 to 2012	
Geography	2000 Population	2010 Population	2012 Estimates	Numeric Change	Percent Change
City of St. Cloud	59,107	65,842	65,801	+6,694	+11.3%
Benton Co.	34,226	38,451	38,861	+4,635	+13.5%
Sherburne Co.	64,417	88,499	89,457	+25,040	+38.9%
Stearns Co.	133,166	150,642	151,591	+18,425	+13.8%
St. Cloud Area	231,809	277,592	279,909	+48,100	+20.7%
State of Minnesota	4,919,479	5,303,925	5,368,972	+449,493	+9.1%

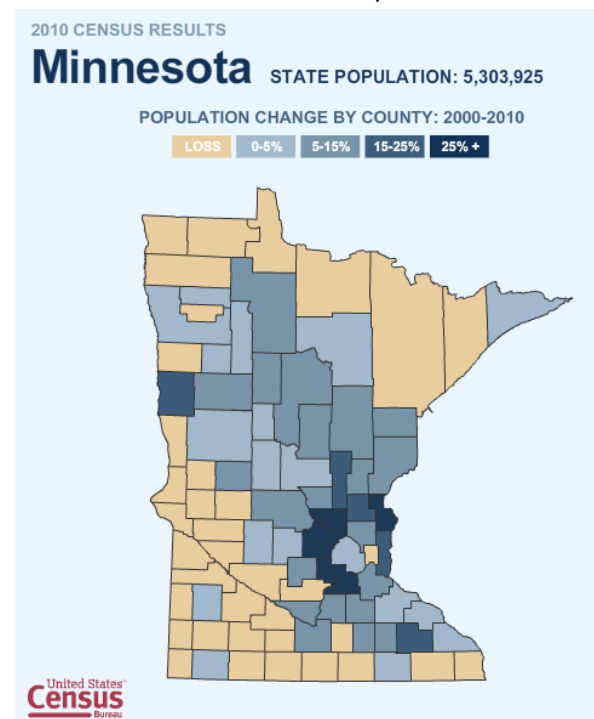
Source: U.S. Census Bureau, Minnesota State Demographic Center

(out of 87) in the state. The second part was in Benton County, which is the 25th largest county, with 38,861 people. Stearns and Benton were the 15th and 16th fastest growing counties in the state during the last decade. The smallest part of the city is in Sherburne County, which was the 3rd fastest growing county in the state from 2000 to 2010, and the 12th largest overall, with 89,457 people. The three counties in the St. Cloud region were growing more than twice as fast as the state of Minnesota as a whole, where the population increased 9.1 percent from 2000 to 2012. The St. Cloud area grew 20.7 percent, gaining 48,100 new residents. (See Table 1 and Figure 1.)

Another unique aspect of St. Cloud is the proximity of several large cities directly surrounding it. Rochester had 108,814 people in 2012, making it larger than St. Cloud by about 40,000 people. However, when the surrounding cities of Sartell (16,100 people), Sauk Rapids (12,890 people), Waite Park (7,372 people), and St. Joseph (6,629 people) are added in, St. Cloud has a combined population of 108,792 people.

After St. Cloud and the cities included above, the next largest cities in the three-county region include Elk River, Big Lake, and Zimmerman. Many cities in the region were among the fastest growing cities in the entire state, led by Rockville, Clear Lake, Clearwater, Zimmerman, Rice, Big Lake, and Sartell; all of which grew more than 50 percent. The region also has several large and fast-growing townships, including Big Lake, Baldwin, Livonia, and Becker, all of which had more than 4,500 people. In sum, there were 99 cities and townships in the three county region, of which over three-fourths enjoyed growth from 2000 to 2010.

FIGURE 1. POPULATION CHANGE, 2000 to 2010



The population in the St. Cloud area was slightly younger than the rest of the state, partly as a result of the recent population growth. There are more than 58,500 children aged 0 to 14 years in the three-county region, making it the largest age group and accounting for more than one in every five people in the area. The next largest age group was between 15 and 24 years of age, with just under 47,000 people, or 16.8 percent of the population. Much of that was due to the large number of college students in Stearns County, where nearly one-fifth of the population was 15 to 24 years of age. That was 6 percent higher than the concentration of 15 to 24 year olds statewide. About two-fifths (41.1%) of the region's population was in their prime working years, from 25 to 54 years of age, right in line with the state of Minnesota. Likewise, the St. Cloud area had a smaller percentage of its population in the older age groups, with just 21 percent of the population aged 55 years and over. In comparison, about 25 percent of Minnesota's population was 55 years and over, including 12.9 percent that were senior citizens. (See Table 2.)

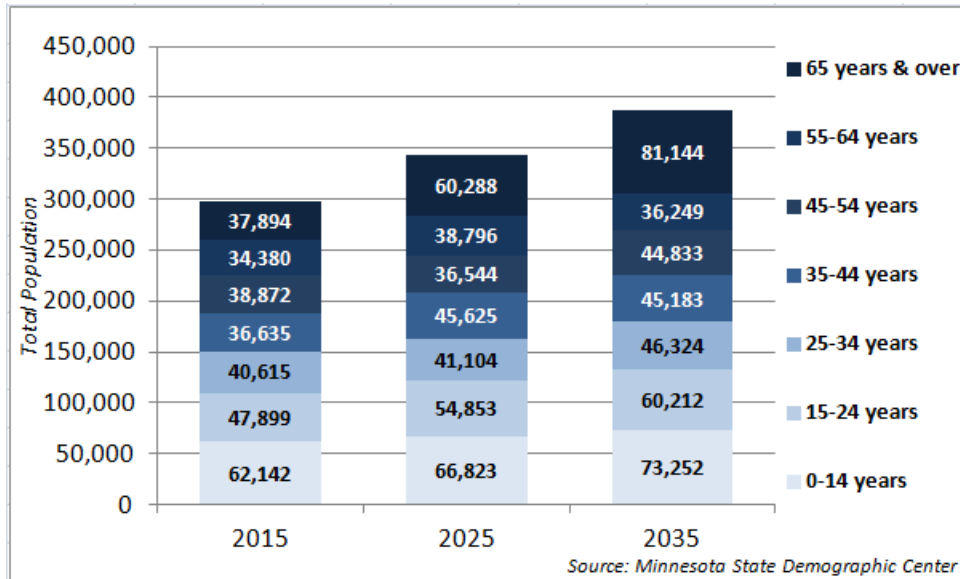
	St. Cloud 3-County Area		Benton County	Sherburne County	Stearns County	State of Minnesota
	Number	Percent	Percent	Percent	Percent	Percent
Total Population	277,592	100.0%	100.0%	100.0%	100.0%	100.0%
0-14 Years	58,554	21.1%	20.9%	24.4%	19.2%	20.0%
15-24 Years	46,722	16.8%	14.5%	13.3%	19.5%	13.6%
25-34 Years	38,182	13.8%	15.7%	14.0%	13.1%	13.5%
35-44 Years	36,213	13.0%	12.9%	15.7%	11.5%	12.8%
45-54 Years	39,575	14.3%	13.8%	15.1%	13.9%	15.2%
55-64 Years	28,253	10.2%	10.3%	9.4%	10.6%	11.9%
65 Years & Over	30,093	10.8%	11.9%	8.3%	12.1%	12.9%

Source: U.S. Census Bureau Population Estimates Program

The St. Cloud area is less diverse than the state and nation, including about 94.5 percent of the population that is white. However, all three counties have seen significant changes in most race and origin categories this decade, including rapid growth in Black or African American residents and persons of Hispanic or Latino origin. The number of Hispanic people in the St. Cloud area more than doubled (+137.9%) from 2000 to 2010, and the number of Black or African Americans increased almost 250 percent. Still, through 2010, only 2.4 percent of residents were of Hispanic origin (6,763 people), 3.2 percent were Black or African American (8,981 people); 2.1 percent were Asian (5,745 people), and 2.3 percent were of some other race.

Projections from the Minnesota State Demographic Center predict that St. Cloud's population will continue growing quickly over time, perhaps ending 2035 with about 30 percent more people than in 2015. At that rate of growth, the three-county region could have almost 400,000 people! The St. Cloud area was expected to outpace the state in total population growth, as well as in each age group. Again, the region is expected to keep a slightly younger population than the state, with a 17.9 percent growth rate for children aged 0 to 14 years. On the other end of the age spectrum, the fastest growing age group in the region is expected to be 65 years and over, with the number more than doubling (+114%) as the Baby Boom generation moves through the population pyramid. In 2015, about 12.7 percent of the region's population is expected to be 65 years and over; by 2035, as much as 21 percent of the population might be senior citizens. Every age group is expected to see growth over the next 25 years, ranging from a 5.4 percent increase in 55 to 64 year olds to 15 percent increases in the number of 25 to 34 year olds and 45 to 54 year olds to 25 percent increases in the number of 15 to 24 year olds and 35 to 44 year olds. (See Figure 2.)

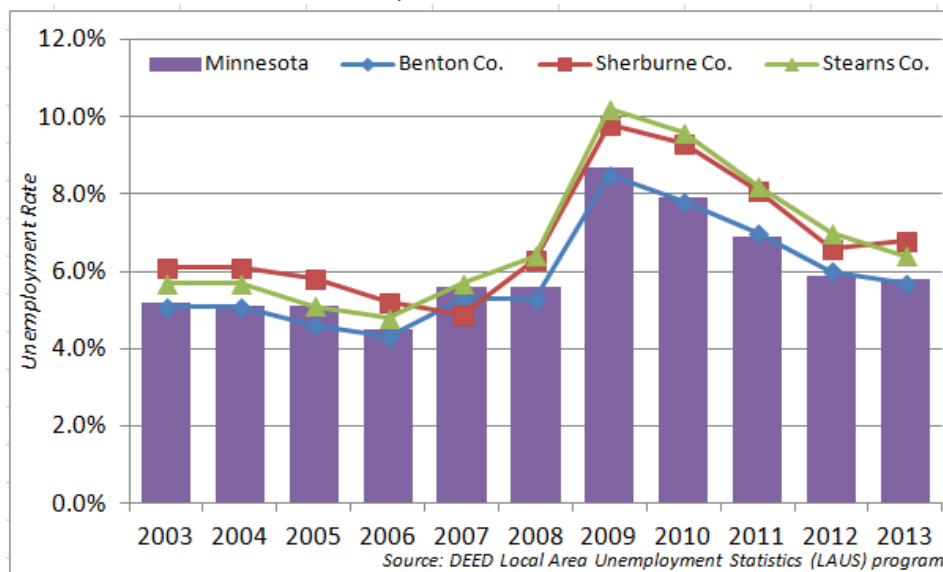
FIGURE 2. POPULATION PROJECTIONS, 2015 to 2035



Labor Force Availability and Unemployment Rates

Since the St. Cloud area’s population was growing, the labor force was growing as well. Through the first half of 2013, there were about 158,250 available workers in Benton, Sherburne, and Stearns County. That was almost 13,000 more workers than in the first half of 2003, when there were about 145,650 available workers. St. Cloud’s labor force grew 8.6 percent from 2003 to 2013, as compared to 3.2 percent growth statewide. However, the number of unemployed workers also jumped following the recession in 2007, leading to an unemployment rate as high as 9.3 percent in 2010, before falling back to 6.2 percent in 2013. There were about 9,750 unemployed workers in the three county region through the first half of 2013, as compared to about 7,950 unemployed workers in 2003. (See Figure 3.)

FIGURE 3. UNEMPLOYMENT RATES, 2003 to 2013



Much like population, the fastest growing labor force cohort is expected to be 65 years and over, due to increasing life expectancies and higher labor force participation rates for older workers. From 2010 to 2030, the number of senior citizens in the labor force is projected to nearly triple in the three county region, from 5,080 workers to 13,730 workers. Seniors currently make up less than 3 percent of the labor force, but may comprise 6 percent by 2030. The St. Cloud area is also expected to gain workers in the 45 to 64 year old age group, despite the loss of many Baby Boomers. The slowest growing age group is expected to be 16 to 24 years of age, meaning the entry-level workforce will be tighter. However, the region is projected to outpace the state in all age groups, especially in the younger age groups, due to the on-going population growth. (See Table 3.)

TABLE 3: LABOR FORCE PROJECTIONS, 2010 to 2030

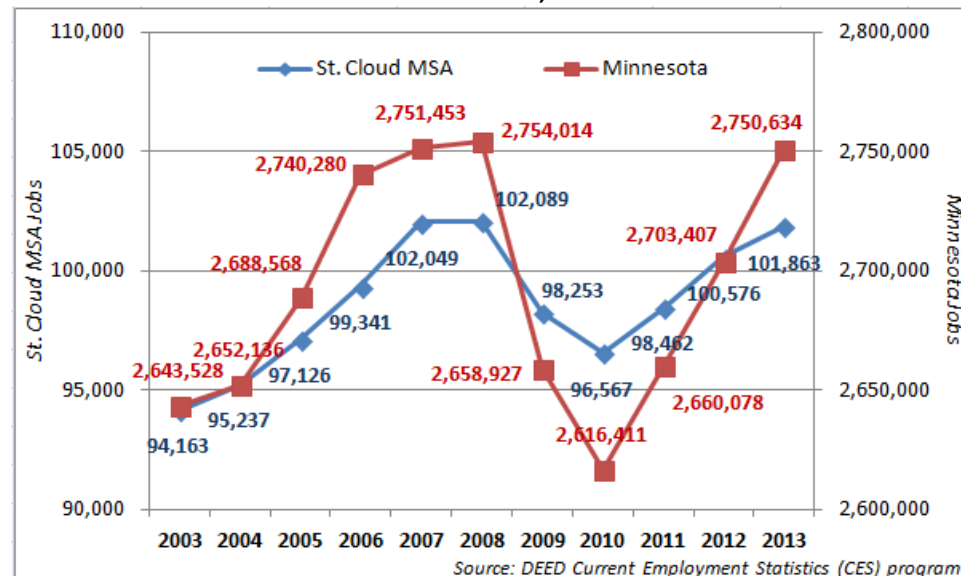
Labor Force Type	2010 Estimate	2020 Estimate	2030 Estimate	2010-2030 Percent Change
Total labor force	177,080	205,810	224,680	+26.9%
16-24 years	33,770	32,340	37,270	+10.4%
25-44 years	82,450	97,150	98,850	+19.9%
45-64 years	55,790	66,390	74,850	+34.2%
65 years & over	5,080	9,920	13,730	+170.3%

Source: Minnesota State Demographic Center

Industry Employment

Through the first half of 2013, there were just under 102,000 covered jobs in the St. Cloud MSA (which includes Benton and Stearns County) according to DEED’s Current Employment Statistics (CES) program. That was an increase of 7,700 jobs from the first half of 2003 to the first half of 2013, an 8.2 percent increase over the decade. In comparison, the state of Minnesota’s economy gained 107,000 jobs from 2003 to 2013, a 4.1 percent increase. Both St. Cloud and the state peaked in employment in 2008, then both dropped over 5 percent from 2008 to 2010, before recovering in the last three years. Both have nearly recovered all of the jobs lost during the recession. (See Figure 4.)

FIGURE 4. INDUSTRY EMPLOYMENT STATISTICS, 2003 to 2013



Of the 20 major industries in the St. Cloud MSA, fourteen welcomed job gains over the last three years, leading to a total increase of 5,230 net new covered jobs from the 1st quarter of 2010 to the 1st quarter of 2013. The largest industry, and the industry seeing the largest job growth, was health care and social assistance, with 480 establishments providing 17,313 covered jobs. Manufacturing is still the second largest industry, with 14,681 jobs at 350 firms, after regaining 767 jobs from 2010 to 2013. Retail trade is the third largest industry, with 796 stores providing 12,794 covered jobs. Those three industries accounted for almost half (46.9%) of total employment in the St. Cloud MSA, and accounted for just over half (52.1%) of the total job growth from 2010 to 2013. (See Table 4.)

TABLE 4: ST. CLOUD MSA INDUSTRY EMPLOYMENT STATISTICS, 2010 to 2013

Industry	Qtr. 1 2013 Annual Data				Q1 2010 – Q1 2013 Data		
	Number of Firms	Number of Jobs	Percent of Total Jobs	Avg. Annual Wage	Numeric Change in Jobs	Percent Change in Jobs	Percent Change in Wages
Total, All Industries	5,378	95,417	100.0%	\$38,227	+5,230	+5.8%	+8.8%
Agriculture, Forestry & Fish/Hunt	95	957	1.0%	\$28,320	+135	+16.4%	+8.8%
Mining	8	75	0.1%	\$35,717	+12	+19.0%	-10.9%
Construction	725	4,159	4.4%	\$60,201	+649	+18.5%	-13.2%
Manufacturing	350	14,681	15.4%	\$42,965	+767	+5.5%	+10.3%
Utilities	11	210	0.2%	\$89,170	-33	-13.6%	+26.7%
Wholesale Trade	240	3,964	4.2%	\$47,819	+386	+10.8%	+20.1%
Retail Trade	796	12,794	13.4%	\$24,922	+529	+4.3%	+14.4%
Transportation & Warehousing	245	3,695	3.9%	\$39,494	+113	+3.2%	+21.3%
Information	74	1,962	2.1%	\$54,994	ND	ND	ND
Finance & Insurance	323	3,345	3.5%	\$58,300	+221	+7.1%	+16.3%
Real Estate, Rental & Leasing	182	974	1.0%	\$26,384	+14	+1.5%	+13.1%
Professional & Technical Services	310	2,397	2.5%	\$49,637	-86	-3.5%	+31.3%
Management of Companies	21	654	0.7%	\$83,230	-90	-12.1%	-15.0%
Admin. Support & Waste Mgmt.	213	5,162	5.4%	\$26,932	+778	+17.7%	+6.4%
Educational Services	119	8,887	9.3%	\$39,024	-17	-0.2%	+5.9%
Health Care & Social Assistance	480	17,313	18.1%	\$44,050	+1,427	+9.0%	+7.5%
Arts, Entertainment, & Recreation	122	1,075	1.1%	\$11,092	-57	-5.0%	+3.8%
Accommodation & Food Services	427	7,464	7.8%	\$12,005	+312	+4.4%	+7.0%
Other Services	512	2,678	2.8%	\$23,911	+136	+5.4%	+16.6%
Public Administration	125	2,961	3.1%	\$49,809	+1	0.0%	+5.5%

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

Occupations of St. Cloud Metro Area Workers

Median hourly wages in the St. Cloud MSA are about \$2.00 lower than in the state of Minnesota as a whole, meaning a gap of about \$4,000 per year in annual salary. However, wage gaps were larger for more skilled occupations, especially in management, engineering, and other more skilled occupations. Wages for team assemblers and assemblers and fabricators range from just under \$10 per hour at the 10th percentile to nearly \$18 per hour at the 75th percentile.

More specifically, for unskilled production occupations such as woodworking machine operators, wages range from about \$10 per hour at the 10th percentile to \$12.50 at the median. Likewise, unskilled laborers had wage ranges between \$8.10 per hour at the 10th percentile to \$10.99 at the median. (See Table 5.)

TABLE 5. ESTIMATED EMPLOYMENT & WAGES, 2nd QTR. 2013

SOC Occupational Title	St. Cloud MSA					State of Minnesota
	Regional Estimated Employment	10th Percentile Hourly Wage	25th Percentile Hourly Wage	Median Hourly Wage	75th Percentile Hourly Wage	Median Hourly Wage
Total, All Occupations	95,920	\$8.70	\$10.90	\$16.03	\$23.20	\$18.08
General & Operations Managers	1,210	\$19.16	\$27.04	\$36.93	\$50.36	\$42.66
Industrial Production Managers	170	\$24.48	\$30.15	\$37.57	\$52.87	\$44.47
Transportation, Storage, & Distribution Managers	60	\$25.55	\$28.33	\$33.58	\$42.86	\$40.72
Human Resources Managers	80	\$30.22	\$34.14	\$44.88	\$54.49	\$48.22
Training & Development Managers	10	\$22.43	\$38.25	\$48.97	\$57.38	\$45.23
Industrial Engineers	100	\$23.39	\$26.84	\$31.54	\$36.10	\$38.63
Materials Engineers	10	\$21.70	\$25.17	\$30.65	\$35.00	\$41.68
Industrial Engineering Technicians	40	\$16.26	\$17.91	\$22.40	\$27.13	\$24.45
Sales Representatives, Wholesale & Manufacturing	760	\$18.64	\$23.11	\$29.23	\$36.71	\$30.79
Payroll & Timekeeping Clerks	170	\$14.19	\$16.36	\$18.76	\$21.90	\$19.83
Procurement Clerks	50	\$13.04	\$14.82	\$17.11	\$19.07	\$17.24
Production, Planning, & Expediting Clerks	210	\$13.34	\$17.15	\$21.67	\$25.33	\$22.06
Shipping, Receiving, & Traffic Clerks	590	\$9.63	\$11.26	\$13.85	\$17.16	\$15.57
Industrial Machinery Mechanics	330	\$14.94	\$16.98	\$19.92	\$22.51	\$23.63
Maintenance Workers, Machinery	30	\$13.40	\$15.86	\$18.68	\$25.73	\$19.66
Maintenance & Repair Workers, General	610	\$11.73	\$14.88	\$17.89	\$22.13	\$19.21
Team Assemblers	760	\$12.77	\$14.89	\$16.52	\$17.98	\$15.19
Assemblers & Fabricators, All Other	1,100	\$9.82	\$11.63	\$13.51	\$16.15	\$14.45
Lathe & Turning Machine Tool Setters, Operators	120	\$13.46	\$15.52	\$18.17	\$20.68	\$19.98
Sawing Machine Setters, Operators, & Tenders, Wood	90	\$10.76	\$12.10	\$15.63	\$18.51	\$14.59
Woodworking Machine Setters, Operators, & Tenders	150	\$9.93	\$10.71	\$12.49	\$15.05	\$15.63
Cutting & Slicing Machine Setters & Operators	70	\$13.59	\$15.65	\$17.97	\$21.15	\$18.20
Inspectors, Testers, Sorters, Samplers, & Weighers	440	\$10.83	\$13.17	\$16.13	\$18.73	\$17.65
Industrial Truck & Tractor Operators	510	\$11.79	\$13.79	\$16.37	\$18.40	\$17.03
Cleaners of Vehicles & Equipment	230	\$8.65	\$9.89	\$11.19	\$13.04	\$10.68
Laborers & Freight, Stock, & Material Movers, Hand	1,220	\$8.10	\$8.90	\$10.99	\$13.99	\$12.87
Packers & Packers, Hand	490	\$7.89	\$8.33	\$9.05	\$9.99	\$9.68

Source: DEED Occupational Employment & Wage Statistics (OES) program

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