EMPLOYMENT AND ECONOMIC DEVELOPMENT

COUNTY PROFILE

Norman Co.

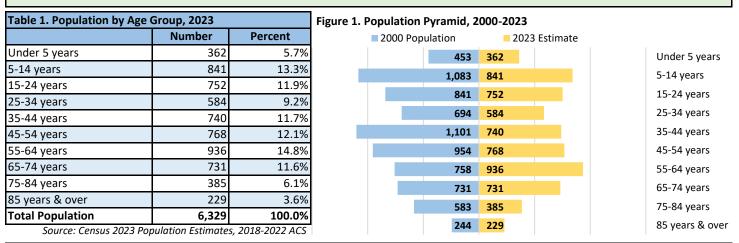
Norman Co. is a part of Economic Development Region 1, which is located in the Northwest Planning Region.

POPULATION CHARACTERISTICS

٢	
	POLK ITASCA ST. LOUIS LAKE
	CLAY BECKER
	OTTER TAIL OVING ATTEN
	SWIFT SWIFT ANONA
	DARLE CONFERENCE CONCERNE
	LYON REDWOOD MOULETANEW RICE BOODHUT
	THE WURRAY COTOON WARNE BALL AN AN AND CLISTED WINDOWN
	NOCK NOBLES SUCKED MARTIN USE WALKED MOWER FILLNOR

2023 population:	6,329 people		
Population change,	-112 people	Median Age:	43.7 years
2020-2023	-1.7% decline	state:	38.5 years

Norman Co. is the 78th largest of the 87 counties in the state. Its population decreased so far this decade, ranking as the 71st fastest growing in the state from 2020 to 2023. Norman Co.'s population has an older 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).



Norman Co. suffered a negative natural increase - more deaths than births from 2020 to 2023, but also experienced net out-migration - meaning more people moved out than moved in. Despite suffering domestic out-migration, Norman Co. welcomed net international inmigration - gaining new Minnesotans from foreign countries (see Table 2).

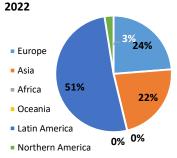
Table 2. Cumulative Estimates of the Components of Population Change, 2020-2023										
	Total		April 1, 2020 to July 1, 2023							
	Population	Natural	Vital Events			Net Migration				
	Change	Increase	Births	Deaths	Total	International	Domestic			
Norman Co.	-114	-57	216	273	-61	18	-79			
State of Minnesota	31,111	40,368	207,857	167,489	-11,352 34,624 -45,976					
Source: U.S. Census Bureau, Population Estimates Program										

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

Compared to the state, Norman Co. has a smaller percentage of foreign-born residents. From 2010 to 2022, Norman Co. saw a decrease in the number of foreign-born residents, though it was slower than the statewide increase.

Table 3. Place of Birth for the Foreign Born	Norm	ian Co.	Change 2	010-2022	Minnesota		
Population, 2022	Number	Percent	Number	Percent	Percent	Change	
Foreign-born Population	80	1.2%	-9	-10.1%	8.5%	31.3%	
Europe	19	23.8%	1	5.6%	9.3%	-0.6%	
Asia	18	22.5%	-19	-51.4%	36.7%	30.2%	
Africa	0	0.0%	0	#DIV/0!	28.1%	93.1%	
Oceania	0	0.0%	0	#DIV/0!	0.4%	20.4%	
Americas:	43	53.8%	9	26.5%	25.4%	7.5%	
Latin America	41	51.3%	17	70.8%	22.9%	9.0%	
Northern America	2	2.5%	-8	-80.0%	2.5%	-4.6%	

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



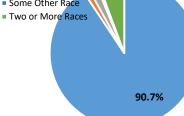
Source: U.S. Census Bureau, 2018-2022 American Community Survey

COUNTY PROFILE

Norman Co.

Norman 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 White Black or African American American Indian Asian Some Other Race



	I	Norman Co	Minnesota		
Table 4. Race and Hispanic Origin, 2022	Number	Percent	Change from 2011-2022	Percent	Change from 2011-2022
Total	6,457	100.0%	-5.7%	100.0%	7.9%
White	5,854	90.7%	-9.6%	79.7%	-0.4%
Black or African American	84	1.3%	460.0%	6.7%	44.3%
American Indian or Alaska Native	119	1.8%	-7.0%	0.9%	-10.2%
Asian or Other Pac. Islanders	8	0.1%	-77.1%	5.1%	37.1%
Some Other Race	27	0.4%	-59.7%	2.3%	84.7%
Two or More Races	365	5.7%	185.2%	5.3%	159.6%
Hispanic or Latino origin	353	5.5%	31.7%	5.7%	34.6%

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

POPULATION PROJECTIONS

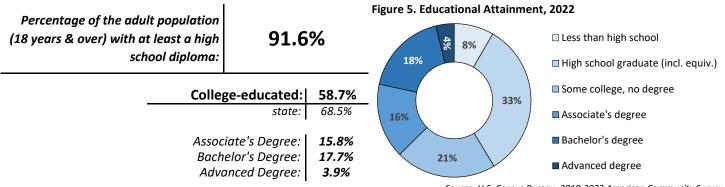
According to the Minnesota State Demographic Center, Norman Co.'s population is expected to decline from 2025 to 2035, with a rate of change that is slower than the projected statewide growth rate (4.5%). Despite the decline, the number of people aged 65 years and older is expected to decrease over the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

					Figure 4. Projections by Age Group, 2025-				
Table 5. Population Projec	tions by Age Gro	up, 2025-2035			2035				
	2025	2035	Numeric	Percent	7,000	6,258	5,856		
Norman Co.	Projection	Projection	Change	Change				85 years & over	
Under 5 years	364	355	-9	-2.5%	6,000			75-84 years	
5-14 years	861	804	-57	-6.6%	5,000			□ 65-74 years	
15-24 years	732	714	-18	-2.5%	-,				
25-34 years	611	547	-64	-10.5%	4,000			□ 55-64 years	
35-44 years	652	668	16	2.5%	2 000			45-54 years	
45-54 years	802	698	-104	-13.0%	3,000			■ 35-44 years	
55-64 years	816	764	-52	-6.4%	2,000			25-34 years	
65-74 years	759	639	-120	-15.8%				15-24 years	
75-84 years	435	499	64	14.7%	1,000			□ 5-14 years	
85 years & over	226	168	-58	-25.7%				Under 5 years	
Total Population	6,258	5,856	-402	-6.4%	2	025 Projectio	n2035 Projectio	n	

Source: Minnesota State Demographic Center

EDUCATIONAL ATTAINMENT

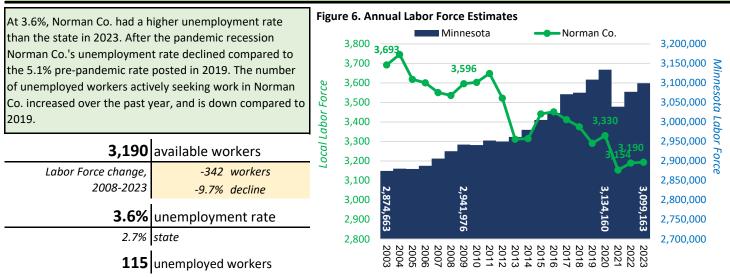
Norman Co. has a lower percentage of adults (18 years & over) with at least a high school diploma than the state (93.0%), and a lower percentage of people with at least some college experience. Norman Co. also has a higher percentage of people with an Associate's degree and a lower percentage of people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



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

COUNTY PROFILE

LABOR FORCE TRENDS



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, Norman Co. averaged an annual loss of fewer workers from 2000 to 2010, and most recently a loss of fewer workers since 2010 (see Figure 7). Moving forward, Norman Co. is expected to see a labor force decline from 2025 to 2035 (see Table 6).

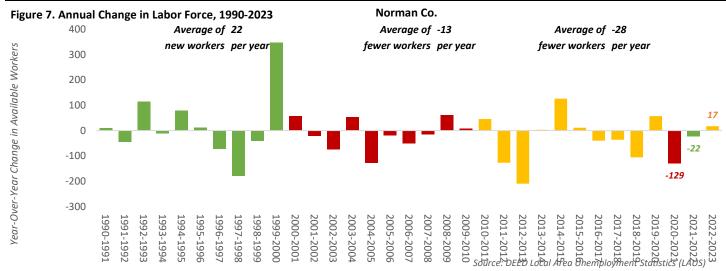
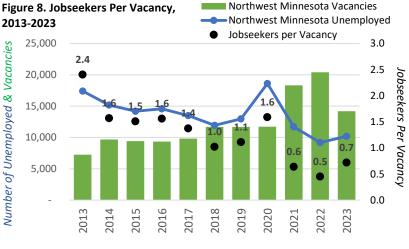


Table 6. Labor Force	Labor Force Projection					
Projections, 2025-2035	2025 2035					
16 to 24 years	428	419				
25 to 54 years	1,809	1,675				
55 to 64 years	577	540				
65 years & over	280	245				
Total Labor Force	3,094	2,880				

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 Northwest returned to pre-pandemic levels, but employers are still seeing challenges finding enough workers for open jobs (see Figure 8).



Source: DEED Job Vacancy Survey, LAUS program

LABOR FORCE CHARACTERISTICS

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

	N	orman Co.		Minne	esota	Labor Force	e by Gender
	In Labor Force (available workers)	Labor Force Partic. Rate	Unemp. Rate	Labor Force Partic. Rate	Unemp. Rate	Male	Female
Total Labor Force	3,261	63.6%	5.1%	68.7%	4.0%	1,775	1,484
16 to 19 years	185	54.9%	1.6%	53.0%	9.8%	89	96
20 to 24 years	257	78.6%	26.5%	83.1%	6.7%	149	108
25 to 44 years	1,168	86.5%	5.3%	88.8%	3.5%	618	550
45 to 54 years	701	89.4%	2.7%	87.8%	2.9%	390	311
55 to 64 years	675	70.7%	1.8%	72.8%	3.1%	358	317
65 to 74 years	220	29.5%	1.4%	27.6%	3.3%	143	77
75 years & over	53	8.5%	0.0%	6.6%	3.2%	28	25
Employment Characteristics by Race &	Hispanic Origin					Figure 9. L	abor Force by
White alone	3,027	64.3%	4.9%	67.8%	3.4%	Race, 2022	-
Black or African American	61	88.4%	14.8%	71.5%	8.7%		
American Indian & Alaska Native	29	37.2%	10.3%	57.6%	11.9%		
Asian or Other Pac. Islanders	1	12.5%	0.0%	73.9%	3.6%		
Some Other Race	6	27.3%	33.3%	76.1%	6.1%		
Two or More Races	136	56.0%	3.7%	74.3%	6.6%		N
Hispanic or Latino	146	62.4%	8.9%	77.0%	6.3%		
Employment Characteristics by Disabili	ty, 20 to 64 years						
With Any Disability, 20 to 64 years	227	58.4%	6.6%	54.4%	10.2%		92.8%
Employment Characteristics by Educati	onal Attainment, 25	to 64 years					
Population, 25 to 64 years	2,543	82.3%	3.7%	84.4%	3.3%	White a	
Less than H.S. Diploma	105	58.3%	4.2%	67.2%	4.6%		African American
H.S. Diploma or Equivalent	760	81.0%	7.8%	76.8%	2.5%		an Indian & Alaska
Some College or Assoc. Degree	1,070	86.4%	3.8%	85.1%	3.6%		r Other Pac. Islande
Bachelor's Degree or Higher	608	82.9%	0.0%	90.3%	2.0%	Some O	ther Race

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

	Normar	n Co.	Minn	esota	Figure 10. Time	Figure 10. Time Leaving Home to			
Table 8. Commuting Characteristics, 2022	Number	Percent	Number	Percent	go to Work, 20				
Worked in state of residence	2,513	82.5%	2,867,086	97.7%	Norm		■ Minnesota 20% 40%		
Worked in county of residence	1,837	60.3%	1,957,366	66.7%		70 4	20% 40%		
Worked out of county of residence	673	22.1%	909,720	31.0%	12:00 a.m. to				
Worked outside state of residence	533	17.5%	67,495	2.3%	4:59 a.m.	3.0% 4.7%			
MEANS OF TRANSPORTATION TO WORK						-11770			
Car, truck, or van	2,610	85.7%	2,387,561	81.6%	5:00 a.m. to 5:59 a.m.	8.9%			
Public transportation (excl. taxicab)	12	0.4%	81,926	2.8%		9.2%			
Other method (walk, bike, taxi, etc.)	247	8.1%	122,889	4.2%	6:00 a.m. to 6:59		19.3%		
Worked at home	180	5.9%	333,556	11.4%	a.m.		19.2%		
TRAVEL TIME TO WORK					7:00 a.m. to 7:59				
Less than 10 minutes	1,084	35.6%	465,223	15.9%	a.m.		36.5% 28.7%		
10 to 19 minutes	567	18.6%	895,335	30.6%			20.1%		
20 to 29 minutes	393	12.9%	649,557	22.2%	8:00 a.m. to 8:59		15.1%		
30 to 44 minutes	375	12.3%	567,631	19.4%	a.m.		14.7%		
45 to 59 minutes	241	7.9%	190,186	6.5%	9:00 a.m. to				
60 or more minutes	390	12.8%	158,000	5.4%	11:59 p.m.		17.3%		
Mean travel time to work (minutes)	24.0	minutes	23.3	minutes	I				

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

INCOMES, COST OF LIVING, & HOUSING

Norman Co. had a lower median household income than the state, and a higher percentage of households with incomes below \$50,000. Overall, Norman Co. had the 66th highest median household income of the 87 counties in the state.

Median Household Income state	\$65,278 \$84,313	Figure 11. House			□Less than \$25,000 □\$25,000-\$49,999						
Median Family Income	\$91,597	Norman Co.	17.6%		20.0	%	18.9%	13.2%	19	.1%	11.2%
state	\$107,072										%
Per Capita Income	\$36,245	Minnesota	12.4%	12.4% 16.2% 16		16.19	% 13.6%	19.0	6%	22.	.3%
state	\$44,947										
Source: 2018-2022 American Co	ommunity Survey			Soι	urce: 20	018-202	2 American (Community	' Survey	5-Year E	stimates

The cost of living has increased over the past 2 years with costs up in many areas. Norman Co. had a lower cost of living than the state, with a required hourly wage of \$13.92 for a single person living alone to meet a basic needs cost of living, and an hourly wage requirement of \$18.62 for a typical family with 2 adults and 1 child (see Table 9).

Table 9. Basic Needs Cost o	able 9. Basic Needs Cost of Living Estimates, 2023										
	Single Yearly	Hourly Wage	Monthly Costs								
Single Adult, 0 children	Cost of Living		Child Care	Food	Health Care	Housing	Trans- portation	Other	Taxes		
Norman Co.	\$28,962	\$13.92	\$0	\$414	\$161	\$638	\$643	\$252	\$305		
State of Minnesota	\$34,704	\$16.68	\$0	\$419	\$160	\$1,021	\$572	\$345	\$375		
Typical Family: 2 Adults (1	Family Yearly	Hourly Wage	Monthly Costs								
working full-time, 1 part- time), 1 child	Cost of Living	, ,	Child Care	Food	Health Care	Housing	Trans- portation	Other	Taxes		
Norman Co.	\$58,081	\$18.62	\$309	\$945	\$576	\$853	\$1,161	\$430	\$566		
State of Minnesota	\$67,320	\$21.58	\$544	\$955	\$574	\$1,285	\$977	\$536	\$739		
Source: DEED Cost of Living tool											

Norman Co. had a lower median house value than the state, having the 80th highest value of the 87 counties in 2022. Norman Co.'s housing stock was older than the state's, with a lower percentage of units built since 2000 (see Figure 12).

Table 10. Estimated Value of Owner-	Normar	n Co.	Minnesota			
occupied Housing Units, 2022	Total	Percent	Percent			
Total	2,156	100.0%	100.0%			
Less than \$50,000	288	13.4%	4.1%			
\$50,000 to \$99,999	493	22.9%	4.6%			
\$100,000 to \$149,999	453	21.0%	7.1%			
\$150,000 to \$199,999	372	17.3%	10.7%			
\$200,000 to \$299,999	331	15.4%	27.1%			
\$300,000 to \$499,999	165	7.7%	31.7%			
\$500,000 or more	54	2.5%	14.7%			
Median (dollars)	\$129,3	\$129,300				
Source: 2018-20	122 American Commu	unity Survey, 5-	Year Estimates			

ota Figure 12. Year Structure Built, 2022

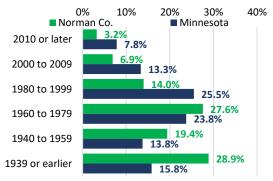
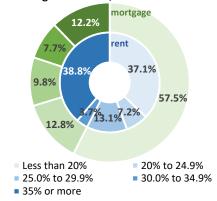


Figure 13. Housing Costs as a Percentage of Income, 2022



Median monthly owner costs, owner-occupied units with a mortgage \$1,193 state \$1,818 Percentage of households with a mortgage spending 30% or more of their income on housing costs 19.9% state \$22.0% Median monthly rent costs \$717 state \$1,178 Percentage of renters spending 30% or more of their of their household income on rent 42.5% state \$1,178

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

Norman Co.

OCCUPATIONS

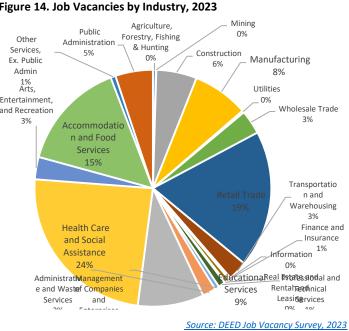
At \$23.51 in 2024, wages were lower in Region 1 than the state. Overall, Region 1 had the 4th highest median hourly wage level of the 13 economic development regions in the state. Wages were highest for management occupations (\$46.27) and lowest for food preparation and serving related jobs (\$14.65) (see Table 11).

Table 11. Occupational Employment & Wage Statistics, 2024							
	Region 1				State of Minnesota		
Occupational Group	Median Hourly Wage	Estimated Regional Jobs	Share of Total Jobs	Regional Location Quotient	Median Hourly Wage	Estimated Statewide Jobs	Share of Total Jobs
Total, All Occupations	\$23.51	35,370	100.0%	1.0	\$25.22	2,881,100	100.0%
Management	\$46.27	1,950	5.5%	0.8	\$57.75	201,710	7.0%
Business & Financial Operations	\$31.06	1,570	4.4%	0.6	\$39.26	202,700	7.0%
Computer & Mathematical	\$42.17	570	1.6%	0.5	\$50.83	98,240	3.4%
Architecture & Engineering	\$36.26	530	1.5%	0.7	\$42.97	58,320	2.0%
Life, Physical & Social Science	\$31.52	260	0.7%	0.7	\$39.93	29,220	1.0%
Community & Social Service	\$29.08	650	1.8%	0.9	\$27.92	57,930	2.0%
Legal	\$39.81	80	0.2%	0.3	\$51.15	19,040	0.7%
Education, Training & Library	\$24.78	2,520	7.1%	1.3	\$28.22	163,340	5.7%
Arts, Design, Entertainment & Media	\$24.62	230	0.7%	0.5	\$29.01	36,160	1.3%
Healthcare Practitioners & Technical	\$36.52	1,810	5.1%	0.8	\$43.01	184,410	6.4%
Healthcare Support	\$18.62	1,510	4.3%	0.7	\$18.07	169,580	5.9%
Protective Service	\$27.66	590	1.7%	1.0	\$28.87	45,860	1.6%
Food Preparation & Serving Related	\$14.65	2,710	7.7%	1.0	\$15.07	232,190	8.1%
Building, Grounds Cleaning & Maint.	\$18.27	1,000	2.8%	1.0	\$18.83	79,660	2.8%
Personal Care & Service	\$17.05	580	1.6%	0.8	\$17.60	59,420	2.1%
Sales & Related	\$17.49	3,060	8.7%	1.0	\$18.82	242,440	8.4%
Office & Administrative Support	\$24.10	4,490	12.7%	1.0	\$23.86	352,250	12.2%
Farming, Fishing & Forestry	\$23.67	180	0.5%	4.2	\$22.13	3,520	0.1%
Construction & Extraction	\$28.25	1,110	3.1%	0.8	\$32.44	110,960	3.9%
Installation, Maintenance & Repair	\$27.19	1,410	4.0%	1.1	\$29.54	104,530	3.6%
Production	\$21.48	4,140	11.7%	1.7	\$23.05	203,810	7.1%
Transportation & Material Moving	\$23.73	4,440	12.6%	1.6	\$19.80	225,820	7.8%

JOB VACANCY SURVEY

Norman Co. is a part of the Northwest planning region. There were 14193 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. Northwest Job Vacancy Survey		Figure 14. Job Vacancies by Industry, 2023	
	Number of	Wage	Agriculture,
Occupational Group	Vacancies	Offer	Public Forestry, Fishing
Total, All Occupations	14,193	\$17.77	Services, 5% & Hunting Const
Management	180	\$31.08	Ex. Public 0% 6
Business & Financial Operations	162	\$23.79	1%
Computer & Mathematical	49	\$30.06	Arts, Entertainment.
Architecture & Engineering	110	\$30.65	and Recreation
Life, Physical & Social Sciences	105	\$26.90	^{3%} Accommodatio
Community & Social Service	326		n and Food
Education, Training & Library	668		Services
Healthcare Practitioners & Technical	1,478	\$28.94	
Healthcare Support	1,168	\$15.09	
Protective Service	277	\$23.55	
Food Preparation & Serving Related	2,518	\$14.63	
Building, Grounds Cleaning & Maint.	594	\$16.01	Health Care
Personal Care & Service	223	\$15.86	and Social
Sales & Related	1,918	\$15.97	Assistance
Office & Administrative Support	508	\$17.18	24%
Construction & Extraction	727	N/A	AdministratManagement e and Waster Companies
Installation, Maintenance & Repair	609	\$20.26	Services and
Production	668	\$20.44	20/ Esternice
Transportation & Material Moving	1,263	\$20.23	Source:



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

Material Movers, Hand

\$39,548/yr

OCCUPATIONS IN DEMAND

Table 13. Northwest Planning Region Occupations in Demand, 2022						
Less than High School	High School or Equivalent	Some College or Assoc. Deg.	Bachelor's Degree or Higher			
Heavy & Tractor-Trailer	Nursing Assistants	Registered Nurses	General & Operations Managers			
Truck Drivers	Nulsing Assistants	Registered Nuises				
\$51,692/yr	\$37,961/yr	\$81,165/yr	\$67,488/yr			
Cashiers	Licensed Practical & Licensed Vocational	Police & Sheriff's Patrol Officers	Elementary School Teachers			
Cashiers	Nurses					
\$28,802/yr	\$51,229/yr	\$64,102/yr	\$62,210/yr			
Home Health & Personal	Automotive Service Technicians &	Dental Hygienists	Secondary School Teachers			
Care Aides	Mechanics					
\$32,976/yr	\$47,005/yr	\$84,508/yr	\$63,580/yr			
Retail Salespersons	Machinists	Clinical Laboratory Technologists	Substitute Teachers, Short-Term			
·		& Technicians				
\$31,063/yr	\$48,430/yr	\$61,816/yr	\$39,171/yr			
First-Line Supervisors of	Electricians	Radiologic Technologists &	Accountants & Auditors			
Retail Sales Workers	Licethelding	Technicians				
\$44,044/yr	\$62,857/yr	\$68,070/yr	\$64,490/yr			
Maintenance & Repair	Medical Assistants	Computer Network Support	Preschool Teachers			
Workers, General		Specialists				
\$48,600/yr	\$46,584/yr	\$71,089/yr	\$36,501/yr			
Teaching Assistants, exc.	Dental Assistants	Industrial Engineering	Special Education Teachers,			
Postsecondary		Technologists & Technicians	Kindergarten & Elementary Schoo			
\$37,015/yr	\$51,999/yr	\$53,775/yr	\$63,611/yr			
Janitors & Cleaners, exc.	Computer User Support Specialists	Forest & Conservation	Child, Family, & School Social			
Maids & Housekeeping		Technicians	Workers			
\$37,767/yr	\$56,923/yr	\$51,299/yr	\$62,810/yr			
Stockers & Order Fillers	Farm Equipment Mechanics & Service	Paralegals & Legal Assistants	Business Operations Specialists, A			
Stockers & Order Tillers	Technicians		Other			
\$39,215/yr	\$52,147/yr	\$53,542/yr	\$60,668/yr			
Laborers & Freight, Stock, &	Emergency Medical Technicians	Civil Engineering Technologists &	Substance abuse, behavioral &			
Material Movers Hand	aterial Movers Hand		mental health counselors			

Norman Co. is a part of the Northwest planning region, which is projected to see a 5.1% 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).

\$39,707/yr

Technicians

\$71,840/yr

Table 14. Regional Industry Employment Projections, 2020-2030				Figure 15. Regional Occupational			
				Employment Projections, 2020-2030			
	Estimated	Projected	Percent	From employment growth -5,000 5,000 15,000			
	Employment	Employ-	Change	-3,000 -3,000 13,000			
Northwest Planning Region	2020	ment 2030		Management Occupations 455 9,692			
Total, All Industries	250,722	263,441	5.1%	Business and Financial 511 2,373			
	,			Computer and 177 577			
Natural Resources & Mining	5,790	5,740	-0.9%	Architecture and 140 861			
Utilities	1,135	970	-14.5%	Life, Physical, and Social 103 450			
Construction	10,693	11,157	4.3%	Community and Social 876 2,635			
Manufacturing	27,999	28,618	2.2%	Legal Occupations 62 373			
Wholesale Trade	11,829	12,347	4.4%	Educational Instruction and 1,313 6,745 Arts, Design, 350 1,459			
Retail Trade	26,846	25,467	-5.1%	Healthcare Practitioners 1,057 3,922			
Transportation & Warehousing	6,436	6,741	4.7%	Healthcare Support 2,240 8,874			
Information	2,276	2,229	-2.1%	Protective Service 219 1,723			
Finance & Insurance, Real Estate	7,478	7,641	2.2%	Food Preparation and 2,997 14,657			
Professional Services & Mgmt. of Compani	5,587	6,025	7.8%	Building and Grounds 643 5,340			
Admin. Support & Waste Mgmt.	3,889	4,139	6.4%	Personal Care and Service 1,061 5,143 Sales and Related884 12,762			
Educational Services	22,015	23,101	4.9%	Office and Administrative=1.027 12,944			
Health Care & Social Assistance	36,901	41,390	12.2%	Farming, Fishing, and59 1,520			
Leisure & Hospitality	20,446	24,818	21.4%	Construction and Extraction 615 3,704			
Other Services	9,052	10,144	12.1%	Installation, Maintenance, 292 3,323			
Public Administration	22,824	23,240	1.8%	Production Occupations 221 7,368 Transportation and 1.397 9.441			
So	urce: DEED 2020-2	2030 Employm	ent Outlook				

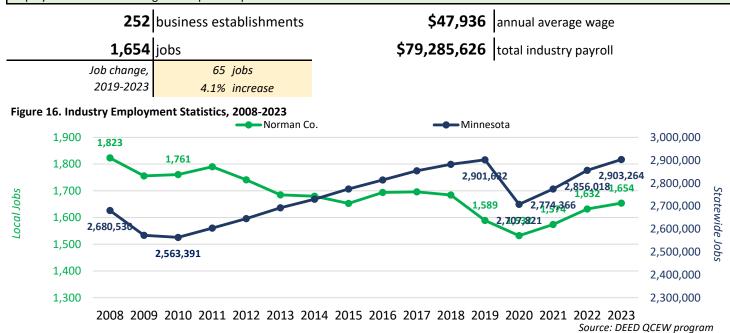
mental health counselors

\$47,988/yr Source: DEED Occupations in Demand

COUNTY PROFILE

ECONOMIC CHARACTERISTICS

Coming out of the pandemic recession, after gaining jobs over the past year, Norman Co. had the 82nd largest economy of the 87 counties in the state. Norman Co. was the 38th fastest growing in the past year and the 12th fastest growing since 2019. From 2019 to 2023, employment in Norman Co. grew despite the pandemic recession.



			Average
Table 15. Norman Co. Industry	Number of	Percent of	Annual
Employment Statistics, 2023	Jobs	Total Jobs	Wage
Total, All Industries	1,654	100.0%	\$47,936
Agriculture, Forestry, Fish & Hunt	227	13.7%	\$51 <i>,</i> 530
Mining	#N/A	#N/A	#N/A
Construction	53	3.2%	\$36 <i>,</i> 026
Manufacturing	#N/A	#N/A	#N/A
Utilities	#N/A	#N/A	#N/A
Wholesale Trade	78	4.7%	\$64,628
Retail Trade	173	10.5%	\$29 <i>,</i> 956
Transportation & Warehousing	#N/A	#N/A	#N/A
Information	57	3.4%	\$64,915
Finance & Insurance	84	5.1%	\$73 <i>,</i> 248
Real Estate & Rental & Leasing	5	0.3%	\$54 <i>,</i> 062
Professional & Technical Services	46	2.8%	\$95 <i>,</i> 239
Management of Companies	#N/A	#N/A	#N/A
Admin. Support & Waste Mgmt. Svcs.	#N/A	#N/A	#N/A
Educational Services	194	11.7%	\$42 <i>,</i> 315
Health Care & Social Assistance	355	21.5%	\$46,648
Arts, Entertainment, & Recreation	19	1.1%	\$7,042
Accommodation & Food Services	54	3.3%	\$9,722
Other Services	31	1.9%	\$43 <i>,</i> 065
Public Administration	173	10.5%	\$45,133

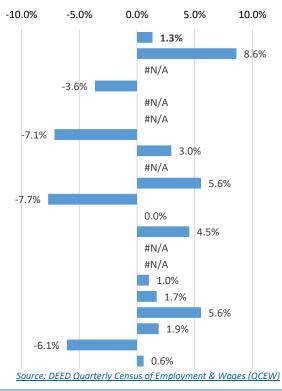


Figure 17. Change in Jobs, 2022-2023

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

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Data updated: June 4, 2024

Norman Co.