

**FOR IMMEDIATE RELEASE**

July 14, 2011

## Marshall's Census Population Increases 7.4%, More Than Doubles State Projections

According to 2010 Census data, Marshall's population is now 13,680. Marshall grew by 945 people from 2000 to 2010, a 7.4% increase from the last census in 2000. Population projections from the Minnesota State Demographer's Office had previously estimated that Marshall was projected to be growing by about 3.3%, but Marshall demonstrated more than double this increase. Marshall's population increase is comparable to the statewide average in growth and substantially more than seen in the Southwest Minnesota region, that overall, is seeing population decline. Marshall is now the 72nd largest city in the state out of a total of 906 cities, ranking higher in population than Brainerd, New Ulm, Bemidji, Worthington, and Alexandria.

"This is very positive news as strong population growth is important to business when evaluating plans for growth" says Chamber Director Cal Brink. Brink went on to note that "The City of Marshall and community has a clearly identified vision to have sustained growth and to be the regional hub of commerce in Southwest Minnesota... these statistics are one set of measures that quantifies that we have been successful over the past decade at achieving this goal."

Marshall's population is also becoming more diverse in terms of ethnicity. Significant increases occurred in Black and African American, Hispanic, and Asian populations. According to the U.S. Census Bureau, though the non-Hispanic white population is still proportionally the largest major race and ethnic group in the United States, it is growing at the slowest rate. This is consistent with the trends we're seeing in Marshall and Lyon County. The Hispanic or Latino (of any race) population represents the 2<sup>nd</sup> largest race and ethnic group for Marshall (7.8%) and Lyon County (6%).

Mayor Bob Byrnes notes that "Marshall did an excellent job in getting accurate census data through our local efforts and in particular with our student population at Southwest Minnesota State University...however, I believe that although there is significant increases shown in our populations there is evidence from our count efforts that these numbers are still underrepresented of our actuals in our minority populations."

Lyon County has 25,857 people according to the 2010 census data; gaining 432 people from 2000; a 1.7%

increase and remaining the largest county in Southwest Minnesota. The State Demographer's Office had projected a 1.8% decrease in population which was dramatically different than the growth demonstrated with the census results. In Lyon County, there are 11 cities ranging from a population high of 13,680 (Marshall) and a low of 69 (Florence). Five of the cities in Lyon County experienced a population gain (Balaton, Cottonwood, Ghent, Lynd, and Marshall). Marshall is the largest city in Lyon County, followed by Tracy (2,163), Minneota (1,392), and Cottonwood (1,212). The remaining seven cities have a population under 700 people.

Lyon County is one of 17 "micropolitans" in the state of Minnesota, defined as having a city with a population between 10,000 and 50,000. According to Cameron Macht, Regional Analyst, Central & Southwest Minnesota, Department of Employment and Economic Development, as regional employment centers, 11 of the 17 Micropolitans are net labor importers – drawing in workers from surrounding counties. The population in many of the principal cities swells in the daytime, filling employer needs and offering a larger consumer base. Studies have shown that retail trade continues to concentrate in regional centers and out of rural areas, demonstrated by the job growth in services-providing industries. For example, in 2006, 768 residents of the Marshall Micropolitan Statistical Area drove to a different county for work each day; but 3,054 workers who live in surrounding counties drove in to Lyon County each morning. "That makes the Marshall Micropolitan Statistical Area the largest net labor importer, drawing in 2,286 more workers than it sends out each day" explains Macht.

Lyon County has also seen a substantial demographic change in terms of diversity similar to Marshall. According to New York Times data, Caucasians make up 88% of the share of total population in Lyon County, down by 3.0% from 2000. Hispanics now make up the next highest percentage of population at 6.0%, an increase of 53%. The next highest percentage of population includes Asians at 3.0% followed by Blacks at 2.0%. Those who identified themselves as "multi-racial" increased the most, at 63%, although making up just 1% of the population.

More detailed data on the census will be released by the Federal government over the coming months.

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**NOTE TO EDITORS: For more information, please contact:**

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