



Market Profile

Owatonna, Minnesota
Rings: 30, 45, 60 mile radii

Prepared by Esri
Latitude: 44.09338
Longitude: -93.22938

	30 miles	45 miles	60 miles
Population Summary			
2000 Total Population	161,133	608,457	1,843,682
2010 Total Population	175,606	696,618	2,011,424
2016 Total Population	180,057	726,905	2,101,834
2016 Group Quarters	9,705	21,403	42,803
2021 Total Population	183,531	755,693	2,185,689
2016-2021 Annual Rate	0.38%	0.78%	0.79%
Household Summary			
2000 Households	57,715	223,721	718,023
2000 Average Household Size	2.63	2.62	2.51
2010 Households	65,418	263,174	795,692
2010 Average Household Size	2.53	2.56	2.47
2016 Households	67,778	275,966	832,911
2016 Average Household Size	2.51	2.56	2.47
2021 Households	69,429	287,420	867,077
2021 Average Household Size	2.50	2.55	2.47
2016-2021 Annual Rate	0.48%	0.82%	0.81%
2010 Families	45,505	180,249	509,186
2010 Average Family Size	3.02	3.07	3.06
2016 Families	46,874	188,037	529,836
2016 Average Family Size	3.00	3.06	3.06
2021 Families	47,884	195,424	549,860
2021 Average Family Size	2.99	3.06	3.06
2016-2021 Annual Rate	0.43%	0.77%	0.74%
Housing Unit Summary			
2000 Housing Units	61,134	232,925	742,036
Owner Occupied Housing Units	76.4%	76.1%	70.6%
Renter Occupied Housing Units	18.0%	19.9%	26.2%
Vacant Housing Units	5.6%	4.0%	3.2%
2010 Housing Units	71,397	281,066	848,148
Owner Occupied Housing Units	72.3%	72.5%	67.5%
Renter Occupied Housing Units	19.3%	21.1%	26.3%
Vacant Housing Units	8.4%	6.4%	6.2%
2016 Housing Units	74,001	294,376	887,432
Owner Occupied Housing Units	71.6%	71.9%	66.7%
Renter Occupied Housing Units	20.0%	21.9%	27.2%
Vacant Housing Units	8.4%	6.3%	6.1%
2021 Housing Units	75,974	306,834	924,288
Owner Occupied Housing Units	71.4%	71.9%	66.6%
Renter Occupied Housing Units	20.0%	21.7%	27.2%
Vacant Housing Units	8.6%	6.3%	6.2%
Median Household Income			
2016	\$60,931	\$66,286	\$69,375
2021	\$68,601	\$76,391	\$79,056
Median Home Value			
2016	\$180,296	\$196,366	\$231,802
2021	\$207,614	\$236,743	\$268,847
Per Capita Income			
2016	\$29,488	\$33,083	\$37,328
2021	\$32,425	\$36,405	\$40,849
Median Age			
2010	37.7	36.2	36.7
2016	38.5	37.2	37.7
2021	39.0	37.8	38.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	67,778	275,966	832,911
<\$15,000	7.5%	7.7%	7.9%
\$15,000 - \$24,999	7.8%	7.4%	7.0%
\$25,000 - \$34,999	8.9%	8.1%	8.0%
\$35,000 - \$49,999	14.1%	12.3%	11.8%
\$50,000 - \$74,999	21.7%	19.7%	18.3%
\$75,000 - \$99,999	16.4%	15.3%	14.4%
\$100,000 - \$149,999	15.9%	17.6%	17.6%
\$150,000 - \$199,999	4.4%	6.4%	7.4%
\$200,000+	3.3%	5.5%	7.5%
Average Household Income	\$76,815	\$86,121	\$93,418
2021 Households by Income			
Household Income Base	69,429	287,420	867,077
<\$15,000	7.4%	7.8%	8.1%
\$15,000 - \$24,999	7.4%	6.9%	6.6%
\$25,000 - \$34,999	8.3%	7.4%	7.2%
\$35,000 - \$49,999	10.1%	11.2%	11.4%
\$50,000 - \$74,999	20.6%	15.5%	13.5%
\$75,000 - \$99,999	17.8%	16.4%	15.4%
\$100,000 - \$149,999	19.1%	20.7%	20.4%
\$150,000 - \$199,999	5.6%	8.1%	9.1%
\$200,000+	3.6%	6.1%	8.3%
Average Household Income	\$84,215	\$94,726	\$102,222
2016 Owner Occupied Housing Units by Value			
Total	52,950	211,562	591,803
<\$50,000	6.4%	6.7%	4.8%
\$50,000 - \$99,999	9.5%	8.9%	6.3%
\$100,000 - \$149,999	21.6%	17.4%	12.4%
\$150,000 - \$199,999	20.6%	18.3%	16.7%
\$200,000 - \$249,999	13.6%	13.8%	15.4%
\$250,000 - \$299,999	9.1%	10.5%	11.8%
\$300,000 - \$399,999	10.1%	12.0%	14.7%
\$400,000 - \$499,999	4.3%	5.8%	7.7%
\$500,000 - \$749,999	3.1%	4.1%	6.2%
\$750,000 - \$999,999	1.0%	1.5%	2.4%
\$1,000,000 +	0.6%	1.0%	1.6%
Average Home Value	\$217,901	\$240,934	\$283,652
2021 Owner Occupied Housing Units by Value			
Total	54,244	220,687	615,965
<\$50,000	4.6%	4.9%	3.4%
\$50,000 - \$99,999	7.0%	7.2%	5.0%
\$100,000 - \$149,999	15.9%	12.5%	8.5%
\$150,000 - \$199,999	19.8%	14.5%	12.0%
\$200,000 - \$249,999	17.4%	14.9%	15.3%
\$250,000 - \$299,999	12.3%	14.3%	15.4%
\$300,000 - \$399,999	12.7%	17.6%	21.0%
\$400,000 - \$499,999	5.0%	6.6%	8.2%
\$500,000 - \$749,999	3.1%	4.1%	5.8%
\$750,000 - \$999,999	1.4%	2.3%	3.5%
\$1,000,000 +	0.7%	1.2%	1.9%
Average Home Value	\$241,497	\$271,945	\$314,043

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	175,608	696,619	2,011,424
0 - 4	6.6%	7.0%	6.8%
5 - 9	7.0%	7.2%	6.9%
10 - 14	7.0%	7.1%	6.7%
15 - 24	14.0%	14.0%	12.9%
25 - 34	12.1%	13.2%	14.4%
35 - 44	12.7%	13.2%	13.6%
45 - 54	15.1%	15.2%	15.4%
55 - 64	11.6%	11.1%	11.5%
65 - 74	7.0%	6.3%	6.1%
75 - 84	4.5%	3.9%	3.8%
85 +	2.2%	1.9%	1.9%
18 +	75.0%	74.5%	75.4%
2016 Population by Age			
Total	180,058	726,903	2,101,834
0 - 4	6.2%	6.5%	6.3%
5 - 9	6.6%	6.9%	6.6%
10 - 14	6.8%	7.0%	6.7%
15 - 24	14.2%	13.9%	12.9%
25 - 34	11.9%	12.8%	13.8%
35 - 44	12.2%	12.8%	13.2%
45 - 54	13.7%	13.7%	13.8%
55 - 64	13.1%	12.5%	12.9%
65 - 74	8.4%	7.8%	7.8%
75 - 84	4.6%	4.0%	3.9%
85 +	2.3%	2.0%	2.0%
18 +	76.2%	75.5%	76.5%
2021 Population by Age			
Total	183,531	755,693	2,185,689
0 - 4	6.1%	6.4%	6.2%
5 - 9	6.4%	6.6%	6.3%
10 - 14	6.8%	7.0%	6.6%
15 - 24	13.8%	13.4%	12.3%
25 - 34	11.8%	12.7%	13.7%
35 - 44	12.5%	13.4%	13.7%
45 - 54	12.1%	12.2%	12.4%
55 - 64	13.3%	12.6%	12.8%
65 - 74	9.9%	9.1%	9.4%
75 - 84	5.2%	4.5%	4.5%
85 +	2.3%	2.0%	2.0%
18 +	76.6%	75.8%	77.0%
2010 Population by Sex			
Males	87,922	346,284	989,116
Females	87,684	350,334	1,022,308
2016 Population by Sex			
Males	90,303	361,493	1,034,690
Females	89,754	365,412	1,067,144
2021 Population by Sex			
Males	92,212	376,196	1,077,266
Females	91,319	379,497	1,108,423

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

September 07, 2016



Market Profile

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2010 Population by Race/Ethnicity			
Total	175,606	696,617	2,011,424
White Alone	92.8%	90.3%	84.6%
Black Alone	2.1%	2.9%	5.4%
American Indian Alone	0.4%	0.4%	0.6%
Asian Alone	1.1%	2.8%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	1.7%	2.7%
Two or More Races	1.5%	1.9%	2.5%
Hispanic Origin	5.9%	4.9%	6.3%
Diversity Index	23.3	26.0	36.4
2016 Population by Race/Ethnicity			
Total	180,057	726,904	2,101,834
White Alone	91.5%	88.1%	82.2%
Black Alone	2.7%	3.8%	6.4%
American Indian Alone	0.5%	0.4%	0.6%
Asian Alone	1.3%	3.4%	4.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.2%	2.0%	3.0%
Two or More Races	1.8%	2.3%	2.9%
Hispanic Origin	6.5%	5.6%	6.9%
Diversity Index	26.5	30.3	40.6
2021 Population by Race/Ethnicity			
Total	183,532	755,693	2,185,689
White Alone	90.3%	86.0%	79.8%
Black Alone	3.2%	4.7%	7.4%
American Indian Alone	0.5%	0.5%	0.7%
Asian Alone	1.5%	3.9%	5.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	2.2%	3.3%
Two or More Races	2.0%	2.7%	3.3%
Hispanic Origin	7.2%	6.3%	7.7%
Diversity Index	29.3	34.5	44.7
2010 Population by Relationship and Household Type			
Total	175,606	696,618	2,011,424
In Households	94.4%	96.8%	97.8%
In Family Households	80.5%	81.4%	79.6%
Householder	25.9%	25.9%	25.3%
Spouse	21.1%	21.0%	20.0%
Child	29.7%	30.5%	29.8%
Other relative	1.6%	2.0%	2.5%
Nonrelative	2.1%	2.0%	2.0%
In Nonfamily Households	13.9%	15.5%	18.3%
In Group Quarters	5.6%	3.2%	2.2%
Institutionalized Population	2.6%	1.2%	0.9%
Noninstitutionalized Population	3.0%	1.9%	1.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment			
Total	119,105	476,970	1,417,421
Less than 9th Grade	2.9%	2.4%	2.5%
9th - 12th Grade, No Diploma	5.4%	4.3%	3.7%
High School Graduate	27.9%	22.9%	19.1%
GED/Alternative Credential	4.1%	3.1%	2.5%
Some College, No Degree	22.1%	21.7%	19.8%
Associate Degree	11.5%	12.1%	10.4%
Bachelor's Degree	17.8%	22.3%	26.9%
Graduate/Professional Degree	8.3%	11.2%	15.1%
2016 Population 15+ by Marital Status			
Total	144,661	578,358	1,687,536
Never Married	29.4%	30.4%	32.5%
Married	55.3%	55.3%	52.8%
Widowed	5.6%	4.8%	4.6%
Divorced	9.7%	9.5%	10.1%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.8%	97.0%	96.5%
Civilian Unemployed	3.2%	3.0%	3.5%
2016 Employed Population 16+ by Industry			
Total	97,634	399,654	1,161,612
Agriculture/Mining	4.7%	3.0%	1.9%
Construction	6.4%	5.6%	4.6%
Manufacturing	17.1%	14.3%	13.1%
Wholesale Trade	2.6%	2.7%	3.0%
Retail Trade	9.2%	10.0%	9.9%
Transportation/Utilities	4.4%	4.5%	4.4%
Information	1.2%	1.6%	1.8%
Finance/Insurance/Real Estate	5.0%	5.7%	7.9%
Services	46.0%	49.4%	50.2%
Public Administration	3.5%	3.2%	3.3%
2016 Employed Population 16+ by Occupation			
Total	97,635	399,652	1,161,612
White Collar	55.5%	61.4%	66.4%
Management/Business/Financial	13.4%	14.6%	18.1%
Professional	21.5%	25.0%	26.4%
Sales	7.7%	9.4%	9.7%
Administrative Support	12.9%	12.4%	12.2%
Services	17.2%	16.6%	15.9%
Blue Collar	27.2%	22.0%	17.7%
Farming/Forestry/Fishing	1.6%	1.1%	0.7%
Construction/Extraction	5.4%	4.5%	3.7%
Installation/Maintenance/Repair	3.7%	3.0%	2.3%
Production	9.4%	7.1%	5.9%
Transportation/Material Moving	7.1%	6.2%	5.1%
2010 Population By Urban/ Rural Status			
Total Population	175,606	696,618	2,011,424
Population Inside Urbanized Area	0.0%	45.5%	71.0%
Population Inside Urbanized Cluster	58.6%	28.0%	14.1%
Rural Population	41.3%	26.5%	14.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	65,418	263,173	795,692
Households with 1 Person	25.2%	24.8%	28.2%
Households with 2+ People	74.8%	75.2%	71.8%
Family Households	69.6%	68.5%	64.0%
Husband-wife Families	56.6%	55.5%	50.6%
With Related Children	24.0%	25.2%	23.2%
Other Family (No Spouse Present)	13.0%	13.0%	13.4%
Other Family with Male Householder	4.6%	4.3%	4.0%
With Related Children	3.1%	2.7%	2.4%
Other Family with Female Householder	8.4%	8.7%	9.3%
With Related Children	6.1%	6.2%	6.4%
Nonfamily Households	5.2%	6.8%	7.8%
All Households with Children	34.0%	34.7%	32.4%
Multigenerational Households	1.9%	2.0%	2.0%
Unmarried Partner Households	6.7%	6.6%	6.7%
Male-female	6.3%	6.2%	6.0%
Same-sex	0.4%	0.4%	0.8%
2010 Households by Size			
Total	65,418	263,173	795,692
1 Person Household	25.2%	24.8%	28.2%
2 Person Household	36.2%	34.8%	33.9%
3 Person Household	14.6%	15.5%	15.1%
4 Person Household	13.9%	14.8%	13.7%
5 Person Household	6.7%	6.7%	5.9%
6 Person Household	2.3%	2.3%	2.0%
7 + Person Household	1.2%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	65,418	263,174	795,692
Owner Occupied	78.9%	77.4%	71.9%
Owned with a Mortgage/Loan	55.8%	57.6%	55.0%
Owned Free and Clear	23.2%	19.8%	16.9%
Renter Occupied	21.1%	22.6%	28.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	71,397	281,066	848,148
Housing Units Inside Urbanized Area	0.0%	45.1%	71.5%
Housing Units Inside Urbanized Cluster	56.2%	27.9%	13.7%
Rural Housing Units	43.7%	27.0%	14.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Green Acres (6A)	Green Acres (6A)	Soccer Moms (4A)
2.	Middleburg (4C)	Soccer Moms (4A)	Green Acres (6A)
3.	Rustbelt Traditions (5D)	Middleburg (4C)	In Style (5B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$132,642,913	\$612,730,495	\$2,028,990,974
Average Spent	\$1,957.02	\$2,220.31	\$2,436.02
Spending Potential Index	97	110	121
Education: Total \$	\$89,640,597	\$428,909,740	\$1,455,867,696
Average Spent	\$1,322.56	\$1,554.21	\$1,747.93
Spending Potential Index	94	110	124
Entertainment/Recreation: Total \$	\$198,910,051	\$901,487,968	\$2,929,490,521
Average Spent	\$2,934.73	\$3,266.66	\$3,517.17
Spending Potential Index	101	112	121
Food at Home: Total \$	\$340,183,149	\$1,527,521,293	\$4,960,317,676
Average Spent	\$5,019.08	\$5,535.18	\$5,955.40
Spending Potential Index	101	111	120
Food Away from Home: Total \$	\$206,972,813	\$951,197,739	\$3,126,614,052
Average Spent	\$3,053.69	\$3,446.79	\$3,753.84
Spending Potential Index	99	111	121
Health Care: Total \$	\$376,158,701	\$1,651,455,962	\$5,255,089,232
Average Spent	\$5,549.86	\$5,984.27	\$6,309.30
Spending Potential Index	105	113	119
HH Furnishings & Equipment: Total \$	\$120,378,937	\$548,697,207	\$1,787,875,783
Average Spent	\$1,776.08	\$1,988.28	\$2,146.54
Spending Potential Index	101	113	122
Personal Care Products & Services: Total \$	\$49,344,565	\$224,697,445	\$737,848,903
Average Spent	\$728.03	\$814.22	\$885.87
Spending Potential Index	99	111	121
Shelter: Total \$	\$1,010,513,541	\$4,711,840,897	\$15,773,914,835
Average Spent	\$14,909.17	\$17,073.99	\$18,938.30
Spending Potential Index	96	110	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$163,898,241	\$727,881,680	\$2,335,020,138
Average Spent	\$2,418.16	\$2,637.58	\$2,803.44
Spending Potential Index	104	114	121
Travel: Total \$	\$125,778,223	\$578,305,554	\$1,900,136,514
Average Spent	\$1,855.74	\$2,095.57	\$2,281.32
Spending Potential Index	100	113	123
Vehicle Maintenance & Repairs: Total \$	\$71,545,125	\$320,883,324	\$1,035,576,209
Average Spent	\$1,055.58	\$1,162.76	\$1,243.32
Spending Potential Index	102	112	120

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.