



Market Profile

Owatonna City, MN
 Owatonna City, MN (2749300)
 Geography: Place

Prepared by Esri

	Owatonna city...
Population Summary	
2000 Total Population	22,889
2010 Total Population	25,587
2019 Total Population	26,150
2019 Group Quarters	529
2024 Total Population	26,562
2019-2024 Annual Rate	0.31%
2019 Total Daytime Population	30,670
Workers	16,707
Residents	13,963
Household Summary	
2000 Households	8,846
2000 Average Household Size	2.53
2010 Households	10,064
2010 Average Household Size	2.49
2019 Households	10,344
2019 Average Household Size	2.48
2024 Households	10,532
2024 Average Household Size	2.47
2019-2024 Annual Rate	0.36%
2010 Families	6,734
2010 Average Family Size	3.05
2019 Families	6,830
2019 Average Family Size	3.04
2024 Families	6,928
2024 Average Family Size	3.04
2019-2024 Annual Rate	0.29%
Housing Unit Summary	
2000 Housing Units	9,083
Owner Occupied Housing Units	74.6%
Renter Occupied Housing Units	22.8%
Vacant Housing Units	2.6%
2010 Housing Units	10,720
Owner Occupied Housing Units	69.2%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	6.1%
2019 Housing Units	10,958
Owner Occupied Housing Units	67.7%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	5.6%
2024 Housing Units	11,170
Owner Occupied Housing Units	67.6%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	5.7%
Median Household Income	
2019	\$59,459
2024	\$66,800
Median Home Value	
2019	\$159,853
2024	\$169,196
Per Capita Income	
2019	\$30,932
2024	\$34,830
Median Age	
2010	37.0
2019	38.5
2024	39.3

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income	
Household Income Base	10,345
<\$15,000	10.6%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	14.9%
\$100,000 - \$149,999	15.6%
\$150,000 - \$199,999	6.0%
\$200,000+	3.9%
Average Household Income	\$77,452
2024 Households by Income	
Household Income Base	10,532
<\$15,000	9.6%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	6.4%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	18.5%
\$150,000 - \$199,999	8.2%
\$200,000+	4.2%
Average Household Income	\$87,006
2019 Owner Occupied Housing Units by Value	
Total	7,421
<\$50,000	3.8%
\$50,000 - \$99,999	11.0%
\$100,000 - \$149,999	30.7%
\$150,000 - \$199,999	23.4%
\$200,000 - \$249,999	14.7%
\$250,000 - \$299,999	9.0%
\$300,000 - \$399,999	5.6%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$179,470
2024 Owner Occupied Housing Units by Value	
Total	7,548
<\$50,000	3.5%
\$50,000 - \$99,999	9.9%
\$100,000 - \$149,999	28.2%
\$150,000 - \$199,999	22.1%
\$200,000 - \$249,999	14.9%
\$250,000 - \$299,999	10.1%
\$300,000 - \$399,999	8.2%
\$400,000 - \$499,999	0.9%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$193,356

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	25,587
0 - 4	7.8%
5 - 9	7.5%
10 - 14	7.1%
15 - 24	11.8%
25 - 34	13.2%
35 - 44	13.2%
45 - 54	14.3%
55 - 64	11.3%
65 - 74	6.5%
75 - 84	4.8%
85 +	2.6%
18 +	73.1%
2019 Population by Age	
Total	26,152
0 - 4	7.0%
5 - 9	7.1%
10 - 14	7.0%
15 - 24	11.7%
25 - 34	12.6%
35 - 44	12.5%
45 - 54	12.5%
55 - 64	13.0%
65 - 74	9.1%
75 - 84	4.9%
85 +	2.7%
18 +	74.9%
2024 Population by Age	
Total	26,560
0 - 4	6.9%
5 - 9	7.0%
10 - 14	7.2%
15 - 24	11.6%
25 - 34	12.0%
35 - 44	12.7%
45 - 54	11.5%
55 - 64	12.5%
65 - 74	10.2%
75 - 84	5.7%
85 +	2.7%
18 +	74.7%
2010 Population by Sex	
Males	12,498
Females	13,089
2019 Population by Sex	
Males	12,820
Females	13,332
2024 Population by Sex	
Males	13,035
Females	13,525

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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		Owatonna city...
2010 Population by Race/Ethnicity		
Total		25,587
White Alone		91.2%
Black Alone		3.8%
American Indian Alone		0.3%
Asian Alone		0.9%
Pacific Islander Alone		0.0%
Some Other Race Alone		2.2%
Two or More Races		1.5%
Hispanic Origin		7.3%
Diversity Index		27.9
2019 Population by Race/Ethnicity		
Total		26,149
White Alone		89.0%
Black Alone		4.1%
American Indian Alone		0.5%
Asian Alone		1.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		3.1%
Two or More Races		2.0%
Hispanic Origin		9.8%
Diversity Index		34.6
2024 Population by Race/Ethnicity		
Total		26,563
White Alone		87.6%
Black Alone		4.5%
American Indian Alone		0.5%
Asian Alone		1.5%
Pacific Islander Alone		0.0%
Some Other Race Alone		3.6%
Two or More Races		2.3%
Hispanic Origin		11.6%
Diversity Index		38.9
2010 Population by Relationship and Household Type		
Total		25,587
In Households		97.9%
In Family Households		82.4%
Householder		26.3%
Spouse		20.8%
Child		31.4%
Other relative		1.8%
Nonrelative		2.2%
In Nonfamily Households		15.5%
In Group Quarters		2.1%
Institutionalized Population		1.3%
Noninstitutionalized Population		0.8%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment	
Total	17,581
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	3.7%
High School Graduate	29.3%
GED/Alternative Credential	3.1%
Some College, No Degree	21.5%
Associate Degree	10.4%
Bachelor's Degree	19.7%
Graduate/Professional Degree	9.3%
2019 Population 15+ by Marital Status	
Total	20,644
Never Married	27.7%
Married	55.6%
Widowed	6.4%
Divorced	10.4%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	96.2%
Civilian Unemployed (Unemployment Rate)	3.8%
2019 Employed Population 16+ by Industry	
Total	12,362
Agriculture/Mining	1.5%
Construction	5.1%
Manufacturing	25.7%
Wholesale Trade	2.4%
Retail Trade	12.9%
Transportation/Utilities	2.8%
Information	1.2%
Finance/Insurance/Real Estate	10.2%
Services	35.0%
Public Administration	3.2%
2019 Employed Population 16+ by Occupation	
Total	12,361
White Collar	57.5%
Management/Business/Financial	13.3%
Professional	20.3%
Sales	9.7%
Administrative Support	14.1%
Services	15.2%
Blue Collar	27.4%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	4.3%
Installation/Maintenance/Repair	2.1%
Production	12.8%
Transportation/Material Moving	7.1%
2010 Population By Urban/ Rural Status	
Total Population	25,587
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	99.0%
Rural Population	1.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	10,064
Households with 1 Person	27.9%
Households with 2+ People	72.1%
Family Households	66.9%
Husband-wife Families	52.9%
With Related Children	23.4%
Other Family (No Spouse Present)	14.0%
Other Family with Male Householder	4.0%
With Related Children	2.6%
Other Family with Female Householder	10.0%
With Related Children	7.6%
Nonfamily Households	5.2%
All Households with Children	34.1%
Multigenerational Households	1.9%
Unmarried Partner Households	6.9%
Male-female	6.5%
Same-sex	0.4%
2010 Households by Size	
Total	10,064
1 Person Household	27.9%
2 Person Household	34.7%
3 Person Household	14.0%
4 Person Household	13.2%
5 Person Household	6.7%
6 Person Household	1.9%
7 + Person Household	1.5%
2010 Households by Tenure and Mortgage Status	
Total	10,064
Owner Occupied	73.7%
Owned with a Mortgage/Loan	54.2%
Owned Free and Clear	19.5%
Renter Occupied	26.3%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	10,720
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	99.1%
Rural Housing Units	0.9%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
1.		Green Acres (6A)
2.		Rustbelt Traditions (5D)
3.		Traditional Living (12B)
2019 Consumer Spending		
Apparel & Services: Total \$		\$19,355,871
Average Spent		\$1,871.22
Spending Potential Index		87
Education: Total \$		\$14,279,159
Average Spent		\$1,380.43
Spending Potential Index		87
Entertainment/Recreation: Total \$		\$30,205,788
Average Spent		\$2,920.13
Spending Potential Index		89
Food at Home: Total \$		\$47,569,496
Average Spent		\$4,598.75
Spending Potential Index		89
Food Away from Home: Total \$		\$33,624,597
Average Spent		\$3,250.64
Spending Potential Index		88
Health Care: Total \$		\$57,371,638
Average Spent		\$5,546.37
Spending Potential Index		93
HH Furnishings & Equipment: Total \$		\$19,987,838
Average Spent		\$1,932.31
Spending Potential Index		91
Personal Care Products & Services: Total \$		\$8,368,065
Average Spent		\$808.98
Spending Potential Index		91
Shelter: Total \$		\$165,950,527
Average Spent		\$16,043.17
Spending Potential Index		87
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$23,277,302
Average Spent		\$2,250.32
Spending Potential Index		91
Travel: Total \$		\$20,311,538
Average Spent		\$1,963.61
Spending Potential Index		87
Vehicle Maintenance & Repairs: Total \$		\$10,905,196
Average Spent		\$1,054.25
Spending Potential Index		92

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.