



# Market Profile

Faribault city, MN (2720546)  
Place

Faribault city, ...

Population Summary	
2000 Total Population	21,020
2010 Total Population	23,352
2015 Total Population	24,090
2015 Group Quarters	2,703
2020 Total Population	24,555
2015-2020 Annual Rate	0.38%
Household Summary	
2000 Households	7,545
2000 Average Household Size	2.54
2010 Households	8,317
2010 Average Household Size	2.50
2015 Households	8,609
2015 Average Household Size	2.48
2020 Households	8,826
2020 Average Household Size	2.48
2015-2020 Annual Rate	0.50%
2010 Families	5,208
2010 Average Family Size	3.12
2015 Families	5,368
2015 Average Family Size	3.10
2020 Families	5,477
2020 Average Family Size	3.10
2015-2020 Annual Rate	0.40%
Housing Unit Summary	
2000 Housing Units	7,741
Owner Occupied Housing Units	71.5%
Renter Occupied Housing Units	26.0%
Vacant Housing Units	2.5%
2010 Housing Units	8,946
Owner Occupied Housing Units	62.9%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	7.0%
2015 Housing Units	9,205
Owner Occupied Housing Units	63.3%
Renter Occupied Housing Units	30.2%
Vacant Housing Units	6.5%
2020 Housing Units	9,450
Owner Occupied Housing Units	63.0%
Renter Occupied Housing Units	30.4%
Vacant Housing Units	6.6%
Median Household Income	
2015	\$51,999
2020	\$57,644
Median Home Value	
2015	\$147,724
2020	\$161,424
Per Capita Income	
2015	\$23,028
2020	\$26,068
Median Age	
2010	35.3
2015	35.8
2020	36.0

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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## 2015 Households by Income

Household Income Base	8,609
<\$15,000	11.7%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	22.7%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	10.3%
\$150,000 - \$199,999	3.2%
\$200,000+	2.0%

Average Household Income \$62,705

## 2020 Households by Income

Household Income Base	8,826
<\$15,000	10.7%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	23.3%
\$75,000 - \$99,999	17.5%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	3.7%
\$200,000+	2.4%

Average Household Income \$70,800

## 2015 Owner Occupied Housing Units by Value

Total	5,828
<\$50,000	2.4%
\$50,000 - \$99,999	14.5%
\$100,000 - \$149,999	34.7%
\$150,000 - \$199,999	26.6%
\$200,000 - \$249,999	11.1%
\$250,000 - \$299,999	4.8%
\$300,000 - \$399,999	2.8%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	1.5%

Average Home Value \$176,990

## 2020 Owner Occupied Housing Units by Value

Total	5,952
<\$50,000	1.5%
\$50,000 - \$99,999	10.9%
\$100,000 - \$149,999	31.1%
\$150,000 - \$199,999	28.3%
\$200,000 - \$249,999	15.0%
\$250,000 - \$299,999	6.4%
\$300,000 - \$399,999	3.1%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	0.8%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	1.8%

Average Home Value \$192,364

**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.

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	Faribault city, ...
<b>2010 Population by Age</b>	
Total	23,352
0 - 4	7.2%
5 - 9	6.8%
10 - 14	6.5%
15 - 24	14.0%
25 - 34	15.1%
35 - 44	13.5%
45 - 54	13.7%
55 - 64	10.2%
65 - 74	6.5%
75 - 84	4.4%
85 +	2.3%
18 +	74.8%
<b>2015 Population by Age</b>	
Total	24,088
0 - 4	7.0%
5 - 9	6.7%
10 - 14	6.2%
15 - 24	13.9%
25 - 34	15.1%
35 - 44	13.0%
45 - 54	12.9%
55 - 64	11.2%
65 - 74	7.4%
75 - 84	4.3%
85 +	2.3%
18 +	76.3%
<b>2020 Population by Age</b>	
Total	24,557
0 - 4	6.9%
5 - 9	6.7%
10 - 14	6.5%
15 - 24	12.4%
25 - 34	16.0%
35 - 44	13.4%
45 - 54	11.8%
55 - 64	11.0%
65 - 74	8.4%
75 - 84	4.6%
85 +	2.2%
18 +	76.1%
<b>2010 Population by Sex</b>	
Males	12,638
Females	10,714
<b>2015 Population by Sex</b>	
Males	13,044
Females	11,044
<b>2020 Population by Sex</b>	
Males	13,275
Females	11,282

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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## Market Profile

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	Faribault city, ...
<b>2010 Population by Race/Ethnicity</b>	
Total	23,352
White Alone	82.6%
Black Alone	7.6%
American Indian Alone	0.9%
Asian Alone	2.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.4%
Two or More Races	2.3%
Hispanic Origin	13.0%
Diversity Index	46.6
<b>2015 Population by Race/Ethnicity</b>	
Total	24,090
White Alone	80.3%
Black Alone	9.6%
American Indian Alone	1.0%
Asian Alone	2.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	2.5%
Hispanic Origin	12.4%
Diversity Index	48.8
<b>2020 Population by Race/Ethnicity</b>	
Total	24,555
White Alone	77.3%
Black Alone	12.0%
American Indian Alone	1.1%
Asian Alone	2.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.4%
Two or More Races	2.7%
Hispanic Origin	12.5%
Diversity Index	52.2
<b>2010 Population by Relationship and Household Type</b>	
Total	23,352
In Households	89.0%
In Family Households	72.3%
Householder	22.3%
Spouse	15.9%
Child	28.8%
Other relative	2.6%
Nonrelative	2.8%
In Nonfamily Households	16.6%
In Group Quarters	11.0%
Institutionalized Population	10.1%
Noninstitutionalized Population	1.0%

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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## Market Profile

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### 2015 Population 25+ by Educational Attainment

Total	15,952
Less than 9th Grade	5.6%
9th - 12th Grade, No Diploma	8.2%
High School Graduate	28.6%
GED/Alternative Credential	8.2%
Some College, No Degree	22.1%
Associate Degree	7.6%
Bachelor's Degree	13.0%
Graduate/Professional Degree	6.8%

### 2015 Population 15+ by Marital Status

Total	19,290
Never Married	35.3%
Married	44.6%
Widowed	6.3%
Divorced	13.8%

### 2015 Civilian Population 16+ in Labor Force

Civilian Employed	94.6%
Civilian Unemployed	5.4%

### 2015 Employed Population 16+ by Industry

Total	10,509
Agriculture/Mining	1.1%
Construction	4.9%
Manufacturing	21.4%
Wholesale Trade	1.8%
Retail Trade	11.0%
Transportation/Utilities	5.1%
Information	1.2%
Finance/Insurance/Real Estate	3.3%
Services	45.5%
Public Administration	4.7%

### 2015 Employed Population 16+ by Occupation

Total	10,509
White Collar	45.8%
Management/Business/Financial	8.6%
Professional	18.0%
Sales	7.9%
Administrative Support	11.2%
Services	20.5%
Blue Collar	33.7%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	5.8%
Production	14.5%
Transportation/Material Moving	8.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>	
Total	8,317
Households with 1 Person	31.0%
Households with 2+ People	69.0%
Family Households	62.6%
Husband-wife Families	44.5%
With Related Children	19.8%
Other Family (No Spouse Present)	18.1%
Other Family with Male Householder	5.7%
With Related Children	4.0%
Other Family with Female Householder	12.4%
With Related Children	9.1%
Nonfamily Households	6.4%
All Households with Children	36.4%
Multigenerational Households	2.7%
Unmarried Partner Households	8.3%
Male-female	7.8%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	8,317
1 Person Household	31.0%
2 Person Household	31.2%
3 Person Household	13.9%
4 Person Household	12.5%
5 Person Household	6.7%
6 Person Household	3.0%
7 + Person Household	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	8,317
Owner Occupied	67.7%
Owned with a Mortgage/Loan	48.3%
Owned Free and Clear	19.4%
Renter Occupied	32.3%

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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## Top 3 Tapestry Segments

1. Middleburg (4C)
2. Midlife Constants (5E)
3. Rustbelt Traditions (5D)

## 2015 Consumer Spending

Apparel & Services: Total \$	\$16,659,282
Average Spent	\$1,935.10
Spending Potential Index	84
Computers & Accessories: Total \$	\$1,865,381
Average Spent	\$216.68
Spending Potential Index	85
Education: Total \$	\$10,260,746
Average Spent	\$1,191.86
Spending Potential Index	78
Entertainment/Recreation: Total \$	\$23,961,558
Average Spent	\$2,783.31
Spending Potential Index	84
Food at Home: Total \$	\$38,134,677
Average Spent	\$4,429.63
Spending Potential Index	85
Food Away from Home: Total \$	\$23,815,767
Average Spent	\$2,766.38
Spending Potential Index	84
Health Care: Total \$	\$35,296,364
Average Spent	\$4,099.94
Spending Potential Index	86
HH Furnishings & Equipment: Total \$	\$13,531,319
Average Spent	\$1,571.76
Spending Potential Index	85
Investments: Total \$	\$15,617,071
Average Spent	\$1,814.04
Spending Potential Index	66
Retail Goods: Total \$	\$187,212,479
Average Spent	\$21,746.14
Spending Potential Index	85
Shelter: Total \$	\$116,592,181
Average Spent	\$13,543.06
Spending Potential Index	82
TV/Video/Audio: Total \$	\$9,709,425
Average Spent	\$1,127.82
Spending Potential Index	86
Travel: Total \$	\$13,722,417
Average Spent	\$1,593.96
Spending Potential Index	82
Vehicle Maintenance & Repairs: Total \$	\$8,163,591
Average Spent	\$948.26
Spending Potential Index	85

**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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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