



# Market Profile

Faribault  
Faribault city, MN (2720546)  
Geography: Place

Faribault cit...

## Population Summary

2000 Total Population	21,020
2010 Total Population	23,352
2017 Total Population	24,479
2017 Group Quarters	2,558
2022 Total Population	25,224
2017-2022 Annual Rate	0.60%
2017 Total Daytime Population	27,837
Workers	16,506
Residents	11,331

## Household Summary

2000 Households	7,545
2000 Average Household Size	2.54
2010 Households	8,317
2010 Average Household Size	2.50
2017 Households	8,784
2017 Average Household Size	2.50
2022 Households	9,094
2022 Average Household Size	2.49
2017-2022 Annual Rate	0.70%
2010 Families	5,208
2010 Average Family Size	3.12
2017 Families	5,474
2017 Average Family Size	3.11
2022 Families	5,645
2022 Average Family Size	3.11
2017-2022 Annual Rate	0.62%

## 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%
2017 Housing Units	9,378
Owner Occupied Housing Units	62.3%
Renter Occupied Housing Units	31.3%
Vacant Housing Units	6.3%
2022 Housing Units	9,741
Owner Occupied Housing Units	62.0%
Renter Occupied Housing Units	31.3%
Vacant Housing Units	6.6%

## Median Household Income

2017	\$54,525
2022	\$61,250

## Median Home Value

2017	\$164,610
2022	\$174,518

## Per Capita Income

2017	\$25,609
2022	\$29,867

## Median Age

2010	35.3
2017	36.4
2022	36.7

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## 2017 Households by Income

Household Income Base	8,784
<\$15,000	7.9%
\$15,000 - \$24,999	8.4%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	11.8%
\$150,000 - \$199,999	4.2%
\$200,000+	1.7%

Average Household Income \$68,284

## 2022 Households by Income

Household Income Base	9,095
<\$15,000	7.4%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	17.7%
\$100,000 - \$149,999	14.2%
\$150,000 - \$199,999	6.3%
\$200,000+	2.5%

Average Household Income \$79,856

## 2017 Owner Occupied Housing Units by Value

Total	5,847
<\$50,000	6.8%
\$50,000 - \$99,999	8.7%
\$100,000 - \$149,999	25.9%
\$150,000 - \$199,999	29.6%
\$200,000 - \$249,999	14.9%
\$250,000 - \$299,999	4.5%
\$300,000 - \$399,999	5.2%
\$400,000 - \$499,999	2.6%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.8%

Average Home Value \$185,954

## 2022 Owner Occupied Housing Units by Value

Total	6,041
<\$50,000	5.1%
\$50,000 - \$99,999	7.1%
\$100,000 - \$149,999	23.5%
\$150,000 - \$199,999	29.2%
\$200,000 - \$249,999	16.4%
\$250,000 - \$299,999	5.5%
\$300,000 - \$399,999	6.8%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	1.9%

Average Home Value \$210,594

**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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## 2010 Population by Age

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%

## 2017 Population by Age

Total	24,478
0 - 4	6.8%
5 - 9	6.7%
10 - 14	6.2%
15 - 24	13.2%
25 - 34	15.3%
35 - 44	13.0%
45 - 54	12.7%
55 - 64	11.3%
65 - 74	7.7%
75 - 84	4.6%
85 +	2.5%
18 +	75.9%

## 2022 Population by Age

Total	25,224
0 - 4	6.7%
5 - 9	6.6%
10 - 14	6.5%
15 - 24	12.9%
25 - 34	14.8%
35 - 44	13.6%
45 - 54	11.8%
55 - 64	11.1%
65 - 74	8.4%
75 - 84	5.1%
85 +	2.5%
18 +	75.7%

## 2010 Population by Sex

Males	12,638
Females	10,714

## 2017 Population by Sex

Males	13,198
Females	11,280

## 2022 Population by Sex

Males	13,577
Females	11,647

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## 2010 Population by Race/Ethnicity

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

## 2017 Population by Race/Ethnicity

Total	24,478
White Alone	78.9%
Black Alone	10.4%
American Indian Alone	1.0%
Asian Alone	2.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.5%
Two or More Races	2.7%
Hispanic Origin	13.0%
Diversity Index	51.0

## 2022 Population by Race/Ethnicity

Total	25,224
White Alone	75.5%
Black Alone	12.8%
American Indian Alone	1.1%
Asian Alone	2.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.8%
Two or More Races	3.0%
Hispanic Origin	13.5%
Diversity Index	55.0

## 2010 Population by Relationship and Household Type

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## 2017 Population 25+ by Educational Attainment

Total	16,430
Less than 9th Grade	6.2%
9th - 12th Grade, No Diploma	8.2%
High School Graduate	27.4%
GED/Alternative Credential	7.6%
Some College, No Degree	21.4%
Associate Degree	9.5%
Bachelor's Degree	12.9%
Graduate/Professional Degree	6.8%

## 2017 Population 15+ by Marital Status

Total	19,666
Never Married	34.4%
Married	44.9%
Widowed	7.1%
Divorced	13.6%

## 2017 Civilian Population 16+ in Labor Force

Civilian Employed	95.0%
Civilian Unemployed (Unemployment Rate)	5.0%

## 2017 Employed Population 16+ by Industry

Total	11,772
Agriculture/Mining	1.5%
Construction	6.0%
Manufacturing	19.8%
Wholesale Trade	0.8%
Retail Trade	12.1%
Transportation/Utilities	5.0%
Information	1.1%
Finance/Insurance/Real Estate	3.6%
Services	46.7%
Public Administration	3.5%

## 2017 Employed Population 16+ by Occupation

Total	11,773
White Collar	50.2%
Management/Business/Financial	10.7%
Professional	18.5%
Sales	8.8%
Administrative Support	12.2%
Services	19.1%
Blue Collar	30.7%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	5.2%
Production	12.0%
Transportation/Material Moving	8.6%

## 2010 Population By Urban/ Rural Status

Total Population	23,352
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	98.3%
Rural Population	1.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

February 07, 2018



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## 2010 Households by Type

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%

## 2010 Households by Size

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%

## 2010 Households by Tenure and Mortgage Status

Total	8,317
Owner Occupied	67.7%
Owned with a Mortgage/Loan	48.3%
Owned Free and Clear	19.4%
Renter Occupied	32.3%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	8,946
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	97.8%
Rural Housing Units	2.2%

**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 2017 and 2022 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)

## 2017 Consumer Spending

Apparel & Services: Total \$	\$16,099,353
Average Spent	\$1,832.80
Spending Potential Index	85
Education: Total \$	\$10,173,371
Average Spent	\$1,158.17
Spending Potential Index	80
Entertainment/Recreation: Total \$	\$23,420,432
Average Spent	\$2,666.26
Spending Potential Index	85
Food at Home: Total \$	\$38,233,255
Average Spent	\$4,352.60
Spending Potential Index	86
Food Away from Home: Total \$	\$25,214,019
Average Spent	\$2,870.45
Spending Potential Index	86
Health Care: Total \$	\$42,749,018
Average Spent	\$4,866.69
Spending Potential Index	87
HH Furnishings & Equipment: Total \$	\$14,788,657
Average Spent	\$1,683.59
Spending Potential Index	87
Personal Care Products & Services: Total \$	\$5,971,460
Average Spent	\$679.81
Spending Potential Index	85
Shelter: Total \$	\$119,359,628
Average Spent	\$13,588.30
Spending Potential Index	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,650,327
Average Spent	\$2,009.37
Spending Potential Index	86
Travel: Total \$	\$14,985,595
Average Spent	\$1,706.01
Spending Potential Index	82
Vehicle Maintenance & Repairs: Total \$	\$8,147,805
Average Spent	\$927.57
Spending Potential Index	87

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

February 07, 2018