



Market Profile

Lonsdale
 Lonsdale city, MN (2738150)
 Geography: Place

Lonsdale city...

Population Summary	
2000 Total Population	1,776
2010 Total Population	3,674
2017 Total Population	3,958
2017 Group Quarters	3
2022 Total Population	4,136
2017-2022 Annual Rate	0.88%
2017 Total Daytime Population	2,447
Workers	695
Residents	1,752
Household Summary	
2000 Households	641
2000 Average Household Size	2.73
2010 Households	1,277
2010 Average Household Size	2.87
2017 Households	1,369
2017 Average Household Size	2.89
2022 Households	1,429
2022 Average Household Size	2.89
2017-2022 Annual Rate	0.86%
2010 Families	976
2010 Average Family Size	3.27
2017 Families	1,047
2017 Average Family Size	3.28
2022 Families	1,091
2022 Average Family Size	3.29
2017-2022 Annual Rate	0.83%
Housing Unit Summary	
2000 Housing Units	665
Owner Occupied Housing Units	84.4%
Renter Occupied Housing Units	12.0%
Vacant Housing Units	3.6%
2010 Housing Units	1,370
Owner Occupied Housing Units	82.4%
Renter Occupied Housing Units	10.8%
Vacant Housing Units	6.8%
2017 Housing Units	1,392
Owner Occupied Housing Units	86.0%
Renter Occupied Housing Units	12.4%
Vacant Housing Units	1.7%
2022 Housing Units	1,458
Owner Occupied Housing Units	85.7%
Renter Occupied Housing Units	12.3%
Vacant Housing Units	2.0%
Median Household Income	
2017	\$77,360
2022	\$83,808
Median Home Value	
2017	\$212,305
2022	\$220,531
Per Capita Income	
2017	\$30,111
2022	\$34,804
Median Age	
2010	29.4
2017	31.9
2022	32.4

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



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2017 Households by Income

Household Income Base	1,369
<\$15,000	4.9%
\$15,000 - \$24,999	4.6%
\$25,000 - \$34,999	3.9%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	23.2%
\$75,000 - \$99,999	21.5%
\$100,000 - \$149,999	23.9%
\$150,000 - \$199,999	5.1%
\$200,000+	2.4%

Average Household Income \$86,143

2022 Households by Income

Household Income Base	1,429
<\$15,000	4.5%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	3.1%
\$35,000 - \$49,999	7.9%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	22.0%
\$100,000 - \$149,999	26.5%
\$150,000 - \$199,999	7.6%
\$200,000+	3.6%

Average Household Income \$99,684

2017 Owner Occupied Housing Units by Value

Total	1,197
<\$50,000	1.2%
\$50,000 - \$99,999	2.3%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	23.6%
\$200,000 - \$249,999	32.1%
\$250,000 - \$299,999	9.9%
\$300,000 - \$399,999	11.5%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.2%

Average Home Value \$228,008

2022 Owner Occupied Housing Units by Value

Total	1,250
<\$50,000	0.8%
\$50,000 - \$99,999	1.8%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	21.5%
\$200,000 - \$249,999	33.1%
\$250,000 - \$299,999	11.2%
\$300,000 - \$399,999	14.2%
\$400,000 - \$499,999	2.2%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.3%

Average Home Value \$241,140

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



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	Lonsdale city...
2010 Population by Age	
Total	3,674
0 - 4	12.5%
5 - 9	10.6%
10 - 14	7.9%
15 - 24	9.0%
25 - 34	22.2%
35 - 44	17.0%
45 - 54	9.8%
55 - 64	6.1%
65 - 74	3.0%
75 - 84	1.6%
85 +	0.4%
18 +	65.8%
2017 Population by Age	
Total	3,959
0 - 4	10.6%
5 - 9	10.6%
10 - 14	9.2%
15 - 24	10.9%
25 - 34	14.0%
35 - 44	17.8%
45 - 54	12.3%
55 - 64	7.9%
65 - 74	4.3%
75 - 84	1.8%
85 +	0.6%
18 +	64.7%
2022 Population by Age	
Total	4,135
0 - 4	10.6%
5 - 9	10.3%
10 - 14	9.2%
15 - 24	10.4%
25 - 34	14.3%
35 - 44	18.5%
45 - 54	11.3%
55 - 64	7.8%
65 - 74	4.9%
75 - 84	2.2%
85 +	0.6%
18 +	65.2%
2010 Population by Sex	
Males	1,877
Females	1,797
2017 Population by Sex	
Males	1,997
Females	1,962
2022 Population by Sex	
Males	2,096
Females	2,039

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	3,674
White Alone	96.5%
Black Alone	0.4%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.3%
Some Other Race Alone	0.3%
Two or More Races	1.4%
Hispanic Origin	1.7%
Diversity Index	10.0
2017 Population by Race/Ethnicity	
Total	3,957
White Alone	95.7%
Black Alone	0.6%
American Indian Alone	0.4%
Asian Alone	1.0%
Pacific Islander Alone	0.4%
Some Other Race Alone	0.3%
Two or More Races	1.5%
Hispanic Origin	1.7%
Diversity Index	11.6
2022 Population by Race/Ethnicity	
Total	4,136
White Alone	94.8%
Black Alone	0.8%
American Indian Alone	0.5%
Asian Alone	1.2%
Pacific Islander Alone	0.5%
Some Other Race Alone	0.4%
Two or More Races	1.8%
Hispanic Origin	1.9%
Diversity Index	13.4
2010 Population by Relationship and Household Type	
Total	3,674
In Households	99.9%
In Family Households	88.8%
Householder	26.6%
Spouse	22.4%
Child	36.5%
Other relative	1.5%
Nonrelative	1.9%
In Nonfamily Households	11.1%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

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	2,321
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	2.2%
High School Graduate	25.7%
GED/Alternative Credential	3.4%
Some College, No Degree	22.0%
Associate Degree	21.3%
Bachelor's Degree	19.5%
Graduate/Professional Degree	4.4%
2017 Population 15+ by Marital Status	
Total	2,753
Never Married	23.3%
Married	66.4%
Widowed	3.5%
Divorced	6.8%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	98.4%
Civilian Unemployed (Unemployment Rate)	1.6%
2017 Employed Population 16+ by Industry	
Total	2,244
Agriculture/Mining	1.0%
Construction	8.1%
Manufacturing	8.0%
Wholesale Trade	4.4%
Retail Trade	10.3%
Transportation/Utilities	11.4%
Information	2.7%
Finance/Insurance/Real Estate	6.6%
Services	44.4%
Public Administration	3.2%
2017 Employed Population 16+ by Occupation	
Total	2,244
White Collar	55.0%
Management/Business/Financial	15.7%
Professional	18.0%
Sales	9.3%
Administrative Support	12.0%
Services	16.2%
Blue Collar	28.8%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	6.6%
Installation/Maintenance/Repair	10.3%
Production	2.8%
Transportation/Material Moving	8.3%
2010 Population By Urban/ Rural Status	
Total Population	3,674
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	94.3%
Rural Population	5.7%

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



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2010 Households by Type

Total	1,277
Households with 1 Person	16.6%
Households with 2+ People	83.4%
Family Households	76.4%
Husband-wife Families	64.4%
With Related Children	39.0%
Other Family (No Spouse Present)	12.1%
Other Family with Male Householder	5.3%
With Related Children	4.2%
Other Family with Female Householder	6.7%
With Related Children	5.6%
Nonfamily Households	7.0%
All Households with Children	49.4%

2010 Households by Size

Multigenerational Households	2.0%
Unmarried Partner Households	7.2%
Male-female	6.8%
Same-sex	0.4%

2010 Households by Size

Total	1,277
1 Person Household	16.6%
2 Person Household	32.2%
3 Person Household	16.8%
4 Person Household	21.1%
5 Person Household	9.9%
6 Person Household	2.5%
7 + Person Household	0.9%

2010 Households by Tenure and Mortgage Status

Total	1,277
Owner Occupied	88.4%
Owned with a Mortgage/Loan	78.2%
Owned Free and Clear	10.2%
Renter Occupied	11.6%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	1,370
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	94.5%
Rural Housing Units	5.5%

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. Up and Coming Families
2. Green Acres (6A)
3. Top Tier (1A)

2017 Consumer Spending

Apparel & Services: Total \$	\$3,279,906
Average Spent	\$2,395.84
Spending Potential Index	111
Education: Total \$	\$1,906,028
Average Spent	\$1,392.28
Spending Potential Index	96
Entertainment/Recreation: Total \$	\$4,552,856
Average Spent	\$3,325.68
Spending Potential Index	107
Food at Home: Total \$	\$7,182,638
Average Spent	\$5,246.63
Spending Potential Index	104
Food Away from Home: Total \$	\$5,067,848
Average Spent	\$3,701.86
Spending Potential Index	111
Health Care: Total \$	\$7,808,566
Average Spent	\$5,703.85
Spending Potential Index	102
HH Furnishings & Equipment: Total \$	\$2,935,578
Average Spent	\$2,144.32
Spending Potential Index	110
Personal Care Products & Services: Total \$	\$1,170,852
Average Spent	\$855.26
Spending Potential Index	107
Shelter: Total \$	\$23,644,012
Average Spent	\$17,271.01
Spending Potential Index	106
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,360,272
Average Spent	\$2,454.55
Spending Potential Index	105
Travel: Total \$	\$3,052,716
Average Spent	\$2,229.89
Spending Potential Index	108
Vehicle Maintenance & Repairs: Total \$	\$1,543,434
Average Spent	\$1,127.42
Spending Potential Index	105

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