



Market Profile

Northfield
Northfield city, MN (2746924)
Geography: Place

Northfield ci...

Population Summary	
2000 Total Population	17,602
2010 Total Population	19,884
2017 Total Population	20,525
2017 Group Quarters	4,497
2022 Total Population	20,988
2017-2022 Annual Rate	0.45%
2017 Total Daytime Population	20,211
Workers	11,530
Residents	8,681
Household Summary	
2000 Households	5,039
2000 Average Household Size	2.59
2010 Households	6,218
2010 Average Household Size	2.44
2017 Households	6,520
2017 Average Household Size	2.46
2022 Households	6,724
2022 Average Household Size	2.45
2017-2022 Annual Rate	0.62%
2010 Families	3,901
2010 Average Family Size	3.05
2017 Families	4,167
2017 Average Family Size	3.02
2022 Families	4,293
2022 Average Family Size	3.01
2017-2022 Annual Rate	0.60%
Housing Unit Summary	
2000 Housing Units	5,254
Owner Occupied Housing Units	67.4%
Renter Occupied Housing Units	28.5%
Vacant Housing Units	4.1%
2010 Housing Units	6,776
Owner Occupied Housing Units	62.7%
Renter Occupied Housing Units	29.0%
Vacant Housing Units	8.2%
2017 Housing Units	7,092
Owner Occupied Housing Units	63.2%
Renter Occupied Housing Units	28.7%
Vacant Housing Units	8.1%
2022 Housing Units	7,323
Owner Occupied Housing Units	63.4%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	8.2%
Median Household Income	
2017	\$71,114
2022	\$79,438
Median Home Value	
2017	\$228,498
2022	\$243,897
Per Capita Income	
2017	\$30,019
2022	\$35,105
Median Age	
2010	26.2
2017	28.8
2022	29.8

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	6,520
<\$15,000	7.1%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	17.9%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	6.8%
\$200,000+	5.5%

Average Household Income \$87,948

2022 Households by Income

Household Income Base	6,725
<\$15,000	6.6%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	10.2%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	18.3%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	8.9%
\$200,000+	7.4%

Average Household Income \$103,193

2017 Owner Occupied Housing Units by Value

Total	4,485
<\$50,000	4.8%
\$50,000 - \$99,999	3.3%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	21.8%
\$200,000 - \$249,999	20.6%
\$250,000 - \$299,999	15.8%
\$300,000 - \$399,999	18.6%
\$400,000 - \$499,999	4.3%
\$500,000 - \$749,999	2.1%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.2%

Average Home Value \$243,963

2022 Owner Occupied Housing Units by Value

Total	4,641
<\$50,000	3.9%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	19.2%
\$200,000 - \$249,999	20.2%
\$250,000 - \$299,999	17.0%
\$300,000 - \$399,999	22.4%
\$400,000 - \$499,999	5.1%
\$500,000 - \$749,999	2.4%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.4%

Average Home Value \$260,036

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		19,884
0 - 4		5.3%
5 - 9		5.8%
10 - 14		5.2%
15 - 24		32.7%
25 - 34		9.0%
35 - 44		10.2%
45 - 54		11.0%
55 - 64		8.9%
65 - 74		5.2%
75 - 84		4.3%
85 +		2.4%
18 +		80.2%
2017 Population by Age		
Total		20,524
0 - 4		4.9%
5 - 9		5.4%
10 - 14		5.2%
15 - 24		30.7%
25 - 34		9.9%
35 - 44		9.2%
45 - 54		10.2%
55 - 64		10.4%
65 - 74		7.1%
75 - 84		4.4%
85 +		2.5%
18 +		81.2%
2022 Population by Age		
Total		20,989
0 - 4		5.0%
5 - 9		5.3%
10 - 14		5.1%
15 - 24		29.9%
25 - 34		10.5%
35 - 44		9.4%
45 - 54		9.4%
55 - 64		9.9%
65 - 74		8.1%
75 - 84		5.1%
85 +		2.4%
18 +		81.4%
2010 Population by Sex		
Males		9,429
Females		10,455
2017 Population by Sex		
Males		9,810
Females		10,714
2022 Population by Sex		
Males		10,049
Females		10,940

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	19,884
White Alone	88.7%
Black Alone	1.3%
American Indian Alone	0.2%
Asian Alone	3.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.1%
Two or More Races	2.2%
Hispanic Origin	8.5%
Diversity Index	33.4

2017 Population by Race/Ethnicity

Total	20,525
White Alone	87.3%
Black Alone	1.8%
American Indian Alone	0.3%
Asian Alone	3.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.1%
Two or More Races	2.6%
Hispanic Origin	8.5%
Diversity Index	35.5

2022 Population by Race/Ethnicity

Total	20,988
White Alone	85.6%
Black Alone	2.4%
American Indian Alone	0.4%
Asian Alone	4.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	3.0%
Hispanic Origin	8.8%
Diversity Index	38.3

2010 Population by Relationship and Household Type

Total	19,884
In Households	76.3%
In Family Households	61.5%
Householder	19.6%
Spouse	15.6%
Child	23.1%
Other relative	1.5%
Nonrelative	1.7%
In Nonfamily Households	14.9%
In Group Quarters	23.7%
Institutionalized Population	0.8%
Noninstitutionalized Population	22.8%

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



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2017 Population 25+ by Educational Attainment	
Total	11,033
Less than 9th Grade	2.0%
9th - 12th Grade, No Diploma	4.1%
High School Graduate	18.3%
GED/Alternative Credential	2.7%
Some College, No Degree	18.2%
Associate Degree	7.9%
Bachelor's Degree	26.0%
Graduate/Professional Degree	20.8%
2017 Population 15+ by Marital Status	
Total	17,338
Never Married	46.3%
Married	41.1%
Widowed	4.8%
Divorced	7.8%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	96.6%
Civilian Unemployed (Unemployment Rate)	3.4%
2017 Employed Population 16+ by Industry	
Total	12,080
Agriculture/Mining	1.6%
Construction	3.9%
Manufacturing	10.4%
Wholesale Trade	1.8%
Retail Trade	5.9%
Transportation/Utilities	2.2%
Information	1.2%
Finance/Insurance/Real Estate	5.1%
Services	65.9%
Public Administration	2.0%
2017 Employed Population 16+ by Occupation	
Total	12,081
White Collar	65.4%
Management/Business/Financial	13.4%
Professional	30.6%
Sales	6.2%
Administrative Support	15.2%
Services	19.5%
Blue Collar	15.1%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	3.0%
Installation/Maintenance/Repair	1.9%
Production	6.1%
Transportation/Material Moving	3.7%
2010 Population By Urban/ Rural Status	
Total Population	19,884
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	99.7%
Rural Population	0.3%

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	6,218
Households with 1 Person	30.8%
Households with 2+ People	69.2%
Family Households	62.7%
Husband-wife Families	49.9%
With Related Children	23.1%
Other Family (No Spouse Present)	12.9%
Other Family with Male Householder	3.6%
With Related Children	2.5%
Other Family with Female Householder	9.2%
With Related Children	6.9%
Nonfamily Households	6.4%
All Households with Children	32.9%
Multigenerational Households	1.7%
Unmarried Partner Households	5.9%
Male-female	5.1%
Same-sex	0.8%

2010 Households by Size

Total	6,218
1 Person Household	30.8%
2 Person Household	31.7%
3 Person Household	14.6%
4 Person Household	13.4%
5 Person Household	6.3%
6 Person Household	2.0%
7 + Person Household	1.2%

2010 Households by Tenure and Mortgage Status

Total	6,218
Owner Occupied	68.4%
Owned with a Mortgage/Loan	50.7%
Owned Free and Clear	17.7%
Renter Occupied	31.6%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	6,776
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	99.9%
Rural Housing Units	0.1%

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. In Style (5B)
2. Soccer Moms (4A)
3. Bright Young Professionals

2017 Consumer Spending

Apparel & Services: Total \$	\$15,457,286
Average Spent	\$2,370.75
Spending Potential Index	110
Education: Total \$	\$10,571,439
Average Spent	\$1,621.39
Spending Potential Index	111
Entertainment/Recreation: Total \$	\$22,002,862
Average Spent	\$3,374.67
Spending Potential Index	108
Food at Home: Total \$	\$35,276,130
Average Spent	\$5,410.45
Spending Potential Index	107
Food Away from Home: Total \$	\$23,860,411
Average Spent	\$3,659.57
Spending Potential Index	110
Health Care: Total \$	\$38,940,658
Average Spent	\$5,972.49
Spending Potential Index	107
HH Furnishings & Equipment: Total \$	\$13,856,580
Average Spent	\$2,125.24
Spending Potential Index	109
Personal Care Products & Services: Total \$	\$5,708,310
Average Spent	\$875.51
Spending Potential Index	110
Shelter: Total \$	\$116,006,184
Average Spent	\$17,792.36
Spending Potential Index	110
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,580,242
Average Spent	\$2,542.98
Spending Potential Index	109
Travel: Total \$	\$14,877,399
Average Spent	\$2,281.81
Spending Potential Index	110
Vehicle Maintenance & Repairs: Total \$	\$7,531,462
Average Spent	\$1,155.13
Spending Potential Index	108

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.

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