



Market Profile

Rice
 Rice County, MN (27131)
 Geography: County

Rice County, ...

Population Summary	
2000 Total Population	56,665
2010 Total Population	64,142
2017 Total Population	66,489
2017 Group Quarters	7,257
2022 Total Population	68,179
2017-2022 Annual Rate	0.50%
2017 Total Daytime Population	60,199
Workers	31,311
Residents	28,888
Household Summary	
2000 Households	18,888
2000 Average Household Size	2.65
2010 Households	22,315
2010 Average Household Size	2.55
2017 Households	23,338
2017 Average Household Size	2.54
2022 Households	24,046
2022 Average Household Size	2.53
2017-2022 Annual Rate	0.60%
2010 Families	15,191
2010 Average Family Size	3.06
2017 Families	15,788
2017 Average Family Size	3.05
2022 Families	16,221
2022 Average Family Size	3.04
2017-2022 Annual Rate	0.54%
Housing Unit Summary	
2000 Housing Units	20,061
Owner Occupied Housing Units	73.3%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	5.8%
2010 Housing Units	24,453
Owner Occupied Housing Units	69.1%
Renter Occupied Housing Units	22.2%
Vacant Housing Units	8.7%
2017 Housing Units	25,435
Owner Occupied Housing Units	68.3%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	8.2%
2022 Housing Units	26,274
Owner Occupied Housing Units	68.1%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	8.5%
Median Household Income	
2017	\$65,808
2022	\$75,945
Median Home Value	
2017	\$208,910
2022	\$224,881
Per Capita Income	
2017	\$29,861
2022	\$34,983
Median Age	
2010	35.0
2017	36.2
2022	36.9

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.



Market Profile

Rice
Rice County, MN (27131)
Geography: County

Rice County, ...

2017 Households by Income

Household Income Base	23,338
<\$15,000	6.5%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	18.1%
\$100,000 - \$149,999	16.2%
\$150,000 - \$199,999	6.1%
\$200,000+	3.8%

Average Household Income \$82,056

2022 Households by Income

Household Income Base	24,046
<\$15,000	6.0%
\$15,000 - \$24,999	6.3%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	18.9%
\$100,000 - \$149,999	18.3%
\$150,000 - \$199,999	8.6%
\$200,000+	5.2%

Average Household Income \$96,260

2017 Owner Occupied Housing Units by Value

Total	17,380
<\$50,000	4.5%
\$50,000 - \$99,999	5.1%
\$100,000 - \$149,999	14.9%
\$150,000 - \$199,999	22.5%
\$200,000 - \$249,999	17.3%
\$250,000 - \$299,999	10.4%
\$300,000 - \$399,999	14.8%
\$400,000 - \$499,999	5.4%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.9%

Average Home Value \$246,402

2022 Owner Occupied Housing Units by Value

Total	17,899
<\$50,000	3.4%
\$50,000 - \$99,999	4.0%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	20.9%
\$200,000 - \$249,999	17.7%
\$250,000 - \$299,999	11.3%
\$300,000 - \$399,999	17.4%
\$400,000 - \$499,999	6.0%
\$500,000 - \$749,999	3.6%
\$750,000 - \$999,999	1.1%
\$1,000,000 +	1.7%

Average Home Value \$268,544

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.



Market Profile

Rice
 Rice County, MN (27131)
 Geography: County

Rice County, ...

2010 Population by Age	
Total	64,142
0 - 4	6.3%
5 - 9	6.5%
10 - 14	6.5%
15 - 24	18.8%
25 - 34	11.9%
35 - 44	12.5%
45 - 54	14.4%
55 - 64	10.8%
65 - 74	6.5%
75 - 84	4.0%
85 +	1.8%
18 +	76.4%
2017 Population by Age	
Total	66,489
0 - 4	5.8%
5 - 9	6.3%
10 - 14	6.2%
15 - 24	18.1%
25 - 34	12.1%
35 - 44	11.8%
45 - 54	12.8%
55 - 64	12.3%
65 - 74	8.2%
75 - 84	4.3%
85 +	2.1%
18 +	77.7%
2022 Population by Age	
Total	68,179
0 - 4	5.8%
5 - 9	6.0%
10 - 14	6.2%
15 - 24	17.5%
25 - 34	12.1%
35 - 44	12.1%
45 - 54	11.5%
55 - 64	12.3%
65 - 74	9.2%
75 - 84	5.1%
85 +	2.1%
18 +	78.0%
2010 Population by Sex	
Males	32,796
Females	31,346
2017 Population by Sex	
Males	33,929
Females	32,560
2022 Population by Sex	
Males	34,824
Females	33,355

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



Market Profile

Rice
Rice County, MN (27131)
Geography: County

Rice County, ...

2010 Population by Race/Ethnicity

Total	64,142
White Alone	89.3%
Black Alone	3.2%
American Indian Alone	0.5%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	1.8%
Hispanic Origin	8.0%
Diversity Index	31.9

2017 Population by Race/Ethnicity

Total	66,489
White Alone	87.0%
Black Alone	4.6%
American Indian Alone	0.6%
Asian Alone	2.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.2%
Two or More Races	2.2%
Hispanic Origin	8.1%
Diversity Index	35.3

2022 Population by Race/Ethnicity

Total	68,179
White Alone	85.0%
Black Alone	5.7%
American Indian Alone	0.6%
Asian Alone	2.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.4%
Two or More Races	2.5%
Hispanic Origin	8.5%
Diversity Index	38.6

2010 Population by Relationship and Household Type

Total	64,142
In Households	88.7%
In Family Households	74.6%
Householder	23.7%
Spouse	18.9%
Child	27.9%
Other relative	1.9%
Nonrelative	2.1%
In Nonfamily Households	14.1%
In Group Quarters	11.3%
Institutionalized Population	3.9%
Noninstitutionalized Population	7.5%

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.

Rice
 Rice County, MN (27131)
 Geography: County

Rice County, ...

2017 Population 25+ by Educational Attainment

Total	42,274
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	5.4%
High School Graduate	26.1%
GED/Alternative Credential	4.7%
Some College, No Degree	20.3%
Associate Degree	10.8%
Bachelor's Degree	18.1%
Graduate/Professional Degree	10.9%

2017 Population 15+ by Marital Status

Total	54,295
Never Married	35.0%
Married	49.8%
Widowed	5.4%
Divorced	9.8%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	96.4%
Civilian Unemployed (Unemployment Rate)	3.6%

2017 Employed Population 16+ by Industry

Total	36,576
Agriculture/Mining	2.5%
Construction	6.5%
Manufacturing	14.4%
Wholesale Trade	2.0%
Retail Trade	9.2%
Transportation/Utilities	4.6%
Information	1.3%
Finance/Insurance/Real Estate	4.6%
Services	51.7%
Public Administration	3.1%

2017 Employed Population 16+ by Occupation

Total	36,576
White Collar	57.0%
Management/Business/Financial	13.4%
Professional	22.6%
Sales	7.6%
Administrative Support	13.4%
Services	18.0%
Blue Collar	25.0%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	4.4%
Production	8.4%
Transportation/Material Moving	6.8%

2010 Population By Urban/ Rural Status

Total Population	64,142
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	74.1%
Rural Population	25.9%

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



Market Profile

Rice
Rice County, MN (27131)
Geography: County

Rice County, ...

2010 Households by Type

Total	22,315
Households with 1 Person	25.9%
Households with 2+ People	74.1%
Family Households	68.1%
Husband-wife Families	54.4%
With Related Children	23.7%
Other Family (No Spouse Present)	13.7%
Other Family with Male Householder	4.7%
With Related Children	3.1%
Other Family with Female Householder	9.0%
With Related Children	6.5%
Nonfamily Households	6.0%
All Households with Children	35.0%
Multigenerational Households	2.2%
Unmarried Partner Households	6.8%
Male-female	6.3%
Same-sex	0.5%

2010 Households by Size

Total	22,315
1 Person Household	25.9%
2 Person Household	34.8%
3 Person Household	14.7%
4 Person Household	13.9%
5 Person Household	6.8%
6 Person Household	2.5%
7 + Person Household	1.3%

2010 Households by Tenure and Mortgage Status

Total	22,315
Owner Occupied	75.7%
Owned with a Mortgage/Loan	55.0%
Owned Free and Clear	20.8%
Renter Occupied	24.3%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	24,453
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	71.0%
Rural Housing Units	29.0%

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.



Market Profile

Rice
 Rice County, MN (27131)
 Geography: County

Rice County, ...

Top 3 Tapestry Segments

1. Green Acres (6A)
2. Middleburg (4C)
3. In Style (5B)

2017 Consumer Spending

Apparel & Services: Total \$	\$50,958,054
Average Spent	\$2,183.48
Spending Potential Index	101
Education: Total \$	\$33,225,722
Average Spent	\$1,423.67
Spending Potential Index	98
Entertainment/Recreation: Total \$	\$74,476,824
Average Spent	\$3,191.23
Spending Potential Index	102
Food at Home: Total \$	\$119,767,207
Average Spent	\$5,131.85
Spending Potential Index	102
Food Away from Home: Total \$	\$79,390,364
Average Spent	\$3,401.76
Spending Potential Index	102
Health Care: Total \$	\$135,383,771
Average Spent	\$5,801.00
Spending Potential Index	104
HH Furnishings & Equipment: Total \$	\$46,895,682
Average Spent	\$2,009.41
Spending Potential Index	103
Personal Care Products & Services: Total \$	\$18,989,869
Average Spent	\$813.69
Spending Potential Index	102
Shelter: Total \$	\$377,492,527
Average Spent	\$16,175.02
Spending Potential Index	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$56,127,632
Average Spent	\$2,404.99
Spending Potential Index	103
Travel: Total \$	\$49,058,884
Average Spent	\$2,102.10
Spending Potential Index	101
Vehicle Maintenance & Repairs: Total \$	\$25,718,483
Average Spent	\$1,102.00
Spending Potential Index	103

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