



Market Profile

Morristown
 Morristown city, MN (2744296)
 Geography: Place

Morristown ci...

Population Summary	
2000 Total Population	983
2010 Total Population	987
2017 Total Population	962
2017 Group Quarters	19
2022 Total Population	954
2017-2022 Annual Rate	-0.17%
2017 Total Daytime Population	756
Workers	318
Residents	438
Household Summary	
2000 Households	361
2000 Average Household Size	2.67
2010 Households	388
2010 Average Household Size	2.49
2017 Households	381
2017 Average Household Size	2.48
2022 Households	379
2022 Average Household Size	2.47
2017-2022 Annual Rate	-0.11%
2010 Families	255
2010 Average Family Size	3.03
2017 Families	251
2017 Average Family Size	3.00
2022 Families	250
2022 Average Family Size	2.98
2017-2022 Annual Rate	-0.08%
Housing Unit Summary	
2000 Housing Units	375
Owner Occupied Housing Units	82.4%
Renter Occupied Housing Units	13.9%
Vacant Housing Units	3.7%
2010 Housing Units	424
Owner Occupied Housing Units	74.1%
Renter Occupied Housing Units	17.5%
Vacant Housing Units	8.5%
2017 Housing Units	424
Owner Occupied Housing Units	73.1%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	10.1%
2022 Housing Units	425
Owner Occupied Housing Units	72.5%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	10.8%
Median Household Income	
2017	\$49,465
2022	\$60,028
Median Home Value	
2017	\$142,602
2022	\$153,354
Per Capita Income	
2017	\$26,026
2022	\$31,195
Median Age	
2010	36.9
2017	38.3
2022	39.4

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.



Market Profile

Morristown
Morristown city, MN (2744296)
Geography: Place

Morristown ci...

2017 Households by Income

Household Income Base	382
<\$15,000	7.6%
\$15,000 - \$24,999	10.5%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	20.7%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	15.7%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	0.0%
\$200,000+	3.1%

Average Household Income \$65,522

2022 Households by Income

Household Income Base	379
<\$15,000	6.6%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	9.5%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	19.0%
\$100,000 - \$149,999	18.5%
\$150,000 - \$199,999	0.0%
\$200,000+	4.2%

Average Household Income \$78,605

2017 Owner Occupied Housing Units by Value

Total	309
<\$50,000	12.6%
\$50,000 - \$99,999	10.4%
\$100,000 - \$149,999	31.7%
\$150,000 - \$199,999	25.6%
\$200,000 - \$249,999	10.0%
\$250,000 - \$299,999	3.9%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$153,398

2022 Owner Occupied Housing Units by Value

Total	307
<\$50,000	9.8%
\$50,000 - \$99,999	8.5%
\$100,000 - \$149,999	30.0%
\$150,000 - \$199,999	26.7%
\$200,000 - \$249,999	11.7%
\$250,000 - \$299,999	5.2%
\$300,000 - \$399,999	6.2%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$167,590

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

Morristown
 Morristown city, MN (2744296)
 Geography: Place

Morristown ci...

2010 Population by Age		Morristown ci...
Total		987
0 - 4		7.4%
5 - 9		7.0%
10 - 14		7.5%
15 - 24		11.2%
25 - 34		14.3%
35 - 44		13.1%
45 - 54		14.6%
55 - 64		9.5%
65 - 74		8.3%
75 - 84		4.4%
85 +		2.7%
18 +		74.1%
2017 Population by Age		
Total		962
0 - 4		6.9%
5 - 9		6.9%
10 - 14		6.7%
15 - 24		12.3%
25 - 34		12.8%
35 - 44		13.2%
45 - 54		13.1%
55 - 64		12.9%
65 - 74		8.2%
75 - 84		5.2%
85 +		2.0%
18 +		75.2%
2022 Population by Age		
Total		955
0 - 4		6.8%
5 - 9		6.9%
10 - 14		7.2%
15 - 24		11.7%
25 - 34		11.8%
35 - 44		13.0%
45 - 54		12.5%
55 - 64		13.4%
65 - 74		9.1%
75 - 84		5.4%
85 +		2.1%
18 +		74.5%
2010 Population by Sex		
Males		496
Females		491
2017 Population by Sex		
Males		478
Females		484
2022 Population by Sex		
Males		472
Females		483

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

Morristown
 Morristown city, MN (2744296)
 Geography: Place

Morristown ci...

2010 Population by Race/Ethnicity

Total	987
White Alone	96.3%
Black Alone	0.6%
American Indian Alone	0.0%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	2.0%
Hispanic Origin	3.6%
Diversity Index	13.9

2017 Population by Race/Ethnicity

Total	961
White Alone	95.5%
Black Alone	0.8%
American Indian Alone	0.0%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	2.2%
Hispanic Origin	4.0%
Diversity Index	15.8

2022 Population by Race/Ethnicity

Total	954
White Alone	94.5%
Black Alone	1.2%
American Indian Alone	0.0%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	2.6%
Hispanic Origin	4.2%
Diversity Index	17.8

2010 Population by Relationship and Household Type

Total	987
In Households	97.9%
In Family Households	80.9%
Householder	25.8%
Spouse	19.1%
Child	31.5%
Other relative	1.8%
Nonrelative	2.5%
In Nonfamily Households	17.0%
In Group Quarters	2.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	2.1%

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.



Market Profile

Morristown
 Morristown city, MN (2744296)
 Geography: Place

Morristown ci...

2017 Population 25+ by Educational Attainment	
Total	646
Less than 9th Grade	11.6%
9th - 12th Grade, No Diploma	4.3%
High School Graduate	41.6%
GED/Alternative Credential	3.9%
Some College, No Degree	20.3%
Associate Degree	11.0%
Bachelor's Degree	5.9%
Graduate/Professional Degree	1.4%
2017 Population 15+ by Marital Status	
Total	764
Never Married	24.7%
Married	54.3%
Widowed	6.9%
Divorced	14.0%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	97.4%
Civilian Unemployed (Unemployment Rate)	2.6%
2017 Employed Population 16+ by Industry	
Total	529
Agriculture/Mining	6.4%
Construction	9.5%
Manufacturing	15.9%
Wholesale Trade	3.6%
Retail Trade	10.2%
Transportation/Utilities	4.2%
Information	2.8%
Finance/Insurance/Real Estate	4.7%
Services	41.8%
Public Administration	0.9%
2017 Employed Population 16+ by Occupation	
Total	530
White Collar	41.7%
Management/Business/Financial	7.9%
Professional	9.1%
Sales	6.0%
Administrative Support	18.7%
Services	14.9%
Blue Collar	43.4%
Farming/Forestry/Fishing	4.5%
Construction/Extraction	9.2%
Installation/Maintenance/Repair	5.8%
Production	14.9%
Transportation/Material Moving	8.9%
2010 Population By Urban/ Rural Status	
Total Population	987
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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

Morristown
 Morristown city, MN (2744296)
 Geography: Place

	Morristown ci...
2010 Households by Type	
Total	388
Households with 1 Person	26.8%
Households with 2+ People	73.2%
Family Households	65.7%
Husband-wife Families	48.7%
With Related Children	20.9%
Other Family (No Spouse Present)	17.0%
Other Family with Male Householder	6.4%
With Related Children	4.9%
Other Family with Female Householder	10.6%
With Related Children	7.2%
Nonfamily Households	7.5%
All Households with Children	33.2%
Multigenerational Households	1.8%
Unmarried Partner Households	6.7%
Male-female	6.2%
Same-sex	0.5%
2010 Households by Size	
Total	388
1 Person Household	26.8%
2 Person Household	34.8%
3 Person Household	14.9%
4 Person Household	14.7%
5 Person Household	5.2%
6 Person Household	2.6%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	388
Owner Occupied	80.9%
Owned with a Mortgage/Loan	53.6%
Owned Free and Clear	27.3%
Renter Occupied	19.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	424
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

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

Morristown
 Morristown city, MN (2744296)
 Geography: Place

Morristown ci...

Top 3 Tapestry Segments

1. Heartland Communities
2. Prairie Living (6D)
3. Top Tier (1A)

2017 Consumer Spending

Apparel & Services: Total \$	\$619,372
Average Spent	\$1,625.65
Spending Potential Index	75
Education: Total \$	\$360,224
Average Spent	\$945.47
Spending Potential Index	65
Entertainment/Recreation: Total \$	\$1,035,330
Average Spent	\$2,717.40
Spending Potential Index	87
Food at Home: Total \$	\$1,731,198
Average Spent	\$4,543.83
Spending Potential Index	90
Food Away from Home: Total \$	\$1,013,591
Average Spent	\$2,660.34
Spending Potential Index	80
Health Care: Total \$	\$2,030,220
Average Spent	\$5,328.66
Spending Potential Index	95
HH Furnishings & Equipment: Total \$	\$627,958
Average Spent	\$1,648.18
Spending Potential Index	85
Personal Care Products & Services: Total \$	\$241,354
Average Spent	\$633.47
Spending Potential Index	80
Shelter: Total \$	\$4,584,438
Average Spent	\$12,032.65
Spending Potential Index	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$750,791
Average Spent	\$1,970.58
Spending Potential Index	84
Travel: Total \$	\$595,901
Average Spent	\$1,564.04
Spending Potential Index	75
Vehicle Maintenance & Repairs: Total \$	\$370,040
Average Spent	\$971.23
Spending Potential Index	91

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