



Market Profile

REGIONAL ECONOMIC
DEVELOPMENT ALLIANCE

Mankato-North Mankato drive time

Prepared by Greater Mankato Growth

Drive Times: 30, 45, 60 minute radii

Latitude: 44.19164

Longitude: -94.01658

	30 minutes	45 minutes	60 minutes
Population Summary			
2000 Total Population	100,666	170,402	345,939
2010 Total Population	112,177	183,428	393,727
2015 Total Population	115,566	187,295	405,002
2015 Group Quarters	7,960	10,334	15,479
2020 Total Population	118,973	191,828	418,362
2015-2020 Annual Rate	0.58%	0.48%	0.65%
Household Summary			
2000 Households	37,489	63,985	128,593
2000 Average Household Size	2.49	2.51	2.58
2010 Households	42,793	70,948	149,292
2010 Average Household Size	2.44	2.44	2.54
2015 Households	44,440	73,058	154,546
2015 Average Household Size	2.42	2.42	2.52
2020 Households	45,966	75,166	160,065
2020 Average Household Size	2.42	2.41	2.52
2015-2020 Annual Rate	0.68%	0.57%	0.70%
2010 Families	26,259	45,334	100,809
2010 Average Family Size	2.94	2.95	3.04
2015 Families	26,996	46,260	103,701
2015 Average Family Size	2.93	2.94	3.03
2020 Families	27,760	47,355	107,111
2020 Average Family Size	2.92	2.93	3.03
2015-2020 Annual Rate	0.56%	0.47%	0.65%
Housing Unit Summary			
2000 Housing Units	39,854	68,016	135,718
Owner Occupied Housing Units	66.7%	70.4%	74.0%
Renter Occupied Housing Units	27.4%	23.6%	20.7%
Vacant Housing Units	5.9%	5.9%	5.2%
2010 Housing Units	46,262	76,977	161,048
Owner Occupied Housing Units	64.2%	67.7%	70.9%
Renter Occupied Housing Units	28.3%	24.5%	21.8%
Vacant Housing Units	7.5%	7.8%	7.3%
2015 Housing Units	48,282	79,509	166,893
Owner Occupied Housing Units	63.3%	66.9%	70.5%
Renter Occupied Housing Units	28.7%	25.0%	22.1%
Vacant Housing Units	8.0%	8.1%	7.4%
2020 Housing Units	50,083	81,956	172,955
Owner Occupied Housing Units	63.0%	66.7%	70.5%
Renter Occupied Housing Units	28.7%	25.0%	22.0%
Vacant Housing Units	8.2%	8.3%	7.5%
Median Household Income			
2015	\$54,474	\$54,643	\$60,308
2020	\$62,845	\$62,156	\$70,140
Median Home Value			
2015	\$181,144	\$165,836	\$182,776
2020	\$235,713	\$208,992	\$225,966
Per Capita Income			
2015	\$26,117	\$26,306	\$29,158
2020	\$29,791	\$29,924	\$33,271
Median Age			
2010	32.5	35.3	36.2
2015	33.3	36.0	36.9
2020	34.5	37.0	37.6

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 14, 2015

Mankato-North Mankato drive time
 Us 14, Mankato, MN, 56003
 Drive Times: 30, 45, 60 minute radii

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2015 Households by Income			
Household Income Base	44,440	73,058	154,546
<\$15,000	12.0%	11.1%	9.2%
\$15,000 - \$24,999	9.0%	9.3%	8.2%
\$25,000 - \$34,999	10.0%	10.1%	9.0%
\$35,000 - \$49,999	14.0%	14.1%	13.0%
\$50,000 - \$74,999	20.1%	20.8%	20.6%
\$75,000 - \$99,999	15.8%	16.0%	16.0%
\$100,000 - \$149,999	13.5%	13.4%	15.5%
\$150,000 - \$199,999	3.6%	3.2%	4.9%
\$200,000+	2.0%	2.0%	3.6%
Average Household Income	\$66,413	\$66,297	\$75,637
2020 Households by Income			
Household Income Base	45,966	75,166	160,065
<\$15,000	11.3%	10.3%	8.3%
\$15,000 - \$24,999	6.7%	7.0%	6.0%
\$25,000 - \$34,999	8.0%	8.3%	7.3%
\$35,000 - \$49,999	12.4%	12.5%	11.3%
\$50,000 - \$74,999	19.1%	20.4%	19.8%
\$75,000 - \$99,999	18.7%	18.9%	18.1%
\$100,000 - \$149,999	16.4%	15.8%	18.0%
\$150,000 - \$199,999	5.1%	4.5%	6.8%
\$200,000+	2.4%	2.4%	4.3%
Average Household Income	\$75,635	\$75,254	\$86,204
2015 Owner Occupied Housing Units by Value			
Total	30,558	53,187	117,693
<\$50,000	4.9%	5.8%	5.6%
\$50,000 - \$99,999	9.0%	15.6%	12.9%
\$100,000 - \$149,999	20.4%	21.8%	19.0%
\$150,000 - \$199,999	25.4%	21.7%	19.1%
\$200,000 - \$249,999	16.1%	13.7%	13.9%
\$250,000 - \$299,999	8.5%	7.1%	8.7%
\$300,000 - \$399,999	7.6%	6.3%	9.0%
\$400,000 - \$499,999	2.9%	2.6%	4.6%
\$500,000 - \$749,999	3.0%	2.9%	4.3%
\$750,000 - \$999,999	0.9%	1.1%	1.4%
\$1,000,000 +	1.3%	1.5%	1.5%
Average Home Value	\$220,489	\$208,726	\$233,684
2020 Owner Occupied Housing Units by Value			
Total	31,567	54,642	121,935
<\$50,000	2.9%	3.8%	3.7%
\$50,000 - \$99,999	6.6%	12.5%	10.1%
\$100,000 - \$149,999	10.4%	14.3%	13.7%
\$150,000 - \$199,999	17.6%	16.7%	15.2%
\$200,000 - \$249,999	17.5%	15.1%	14.1%
\$250,000 - \$299,999	12.5%	10.3%	10.8%
\$300,000 - \$399,999	13.5%	10.8%	12.9%
\$400,000 - \$499,999	8.6%	6.9%	8.3%
\$500,000 - \$749,999	6.8%	5.8%	6.8%
\$750,000 - \$999,999	1.9%	1.8%	2.3%
\$1,000,000 +	1.8%	1.9%	2.0%
Average Home Value	\$289,912	\$264,825	\$284,645

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Mankato-North Mankato drive time
 Us 14, Mankato, MN, 56003
 Drive Times: 30, 45, 60 minute radii

Prepared by Esri
 Latitude: 44.19164
 Longitude: -94.01658

	30 minutes	45 minutes	60 minutes
2010 Population by Age			
Total	112,176	183,427	393,727
0 - 4	6.2%	6.4%	7.0%
5 - 9	5.8%	6.2%	7.0%
10 - 14	5.5%	6.0%	6.8%
15 - 24	21.8%	17.9%	14.4%
25 - 34	13.7%	13.2%	13.2%
35 - 44	10.7%	11.2%	13.0%
45 - 54	12.8%	13.9%	14.6%
55 - 64	11.0%	11.5%	11.1%
65 - 74	6.1%	6.7%	6.4%
75 - 84	4.1%	4.7%	4.3%
85 +	2.1%	2.4%	2.2%
18 +	79.1%	77.8%	75.1%
2015 Population by Age			
Total	115,564	187,296	405,001
0 - 4	5.9%	6.0%	6.6%
5 - 9	6.0%	6.2%	6.9%
10 - 14	5.4%	5.8%	6.8%
15 - 24	20.9%	17.5%	14.5%
25 - 34	14.3%	13.3%	12.8%
35 - 44	10.7%	11.2%	12.5%
45 - 54	11.2%	12.2%	13.5%
55 - 64	12.0%	12.8%	12.4%
65 - 74	7.5%	8.0%	7.6%
75 - 84	4.0%	4.5%	4.1%
85 +	2.2%	2.5%	2.2%
18 +	79.7%	78.6%	75.9%
2020 Population by Age			
Total	118,972	191,827	418,362
0 - 4	5.8%	6.0%	6.5%
5 - 9	5.8%	6.0%	6.7%
10 - 14	5.8%	6.2%	7.1%
15 - 24	19.9%	16.7%	14.0%
25 - 34	13.3%	12.5%	12.3%
35 - 44	12.0%	12.2%	13.2%
45 - 54	9.9%	10.7%	12.0%
55 - 64	11.7%	12.7%	12.6%
65 - 74	8.9%	9.5%	9.0%
75 - 84	4.6%	5.0%	4.6%
85 +	2.2%	2.5%	2.1%
18 +	79.3%	78.3%	75.8%
2010 Population by Sex			
Males	56,013	91,385	197,242
Females	56,163	92,043	196,484
2015 Population by Sex			
Males	57,902	93,628	203,350
Females	57,663	93,667	201,652
2020 Population by Sex			
Males	59,680	96,055	210,186
Females	59,293	95,773	208,177

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	30 minutes	45 minutes	60 minutes
2010 Population by Race/Ethnicity			
Total	112,177	183,428	393,726
White Alone	93.0%	93.7%	91.6%
Black Alone	2.3%	1.7%	2.0%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	1.6%	1.2%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.7%	2.2%
Two or More Races	1.5%	1.4%	1.6%
Hispanic Origin	3.9%	4.7%	5.8%
Diversity Index	19.9	20.0	25.2
2015 Population by Race/Ethnicity			
Total	115,566	187,295	405,001
White Alone	91.4%	92.3%	90.0%
Black Alone	2.9%	2.2%	2.6%
American Indian Alone	0.4%	0.4%	0.6%
Asian Alone	1.9%	1.5%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	2.0%	2.5%
Two or More Races	1.8%	1.6%	1.8%
Hispanic Origin	4.7%	5.5%	6.5%
Diversity Index	23.8	23.7	28.7
2020 Population by Race/Ethnicity			
Total	118,973	191,828	418,362
White Alone	89.7%	91.0%	88.4%
Black Alone	3.6%	2.7%	3.2%
American Indian Alone	0.5%	0.5%	0.7%
Asian Alone	2.2%	1.7%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	2.2%	2.8%
Two or More Races	2.2%	1.9%	2.1%
Hispanic Origin	5.5%	6.2%	7.3%
Diversity Index	27.7	26.9	32.3
2010 Population by Relationship and Household Type			
Total	112,177	183,427	393,727
In Households	93.0%	94.4%	96.1%
In Family Households	71.0%	75.1%	80.0%
Householder	23.3%	24.7%	25.6%
Spouse	18.5%	19.8%	20.6%
Child	25.4%	26.9%	29.8%
Other relative	1.6%	1.6%	1.9%
Nonrelative	2.1%	2.1%	2.1%
In Nonfamily Households	22.0%	19.3%	16.2%
In Group Quarters	7.0%	5.6%	3.9%
Institutionalized Population	1.1%	1.4%	1.8%
Noninstitutionalized Population	5.9%	4.2%	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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Population 25+ by Educational Attainment			
Total	71,586	120,780	264,045
Less than 9th Grade	2.4%	3.0%	3.3%
9th - 12th Grade, No Diploma	4.1%	4.6%	4.5%
High School Graduate	25.5%	29.0%	28.5%
GED/Alternative Credential	3.2%	3.3%	3.4%
Some College, No Degree	22.8%	22.5%	21.9%
Associate Degree	11.3%	10.8%	10.7%
Bachelor's Degree	21.5%	19.0%	19.8%
Graduate/Professional Degree	9.4%	7.9%	7.9%
2015 Population 15+ by Marital Status			
Total	95,683	153,465	322,822
Never Married	39.3%	34.5%	30.6%
Married	47.7%	51.1%	54.6%
Widowed	5.2%	5.8%	5.4%
Divorced	7.9%	8.6%	9.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	96.6%	96.8%	96.9%
Civilian Unemployed	3.4%	3.2%	3.1%
2015 Employed Population 16+ by Industry			
Total	65,819	103,478	216,117
Agriculture/Mining	3.2%	4.3%	3.7%
Construction	5.2%	5.9%	6.1%
Manufacturing	17.9%	18.7%	18.6%
Wholesale Trade	2.1%	2.2%	2.5%
Retail Trade	11.8%	11.4%	11.0%
Transportation/Utilities	4.1%	4.7%	4.8%
Information	2.5%	2.1%	1.8%
Finance/Insurance/Real Estate	3.7%	3.7%	5.4%
Services	46.6%	44.0%	43.2%
Public Administration	2.9%	2.9%	2.9%
2015 Employed Population 16+ by Occupation			
Total	65,820	103,479	216,116
White Collar	56.1%	54.1%	55.8%
Management/Business/Financial	12.1%	12.6%	14.5%
Professional	18.9%	17.8%	18.2%
Sales	11.4%	10.1%	9.7%
Administrative Support	13.7%	13.6%	13.4%
Services	19.4%	18.5%	17.4%
Blue Collar	24.5%	27.4%	26.8%
Farming/Forestry/Fishing	0.8%	1.2%	1.0%
Construction/Extraction	4.2%	5.1%	5.0%
Installation/Maintenance/Repair	3.2%	3.7%	4.1%
Production	9.7%	10.2%	10.0%
Transportation/Material Moving	6.5%	7.2%	6.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	30 minutes	45 minutes	60 minutes
2010 Households by Type			
Total	42,793	70,947	149,292
Households with 1 Person	27.0%	27.2%	25.5%
Households with 2+ People	73.0%	72.8%	74.5%
Family Households	61.4%	63.9%	67.5%
Husband-wife Families	48.7%	51.2%	54.4%
With Related Children	19.9%	20.7%	23.9%
Other Family (No Spouse Present)	12.7%	12.7%	13.1%
Other Family with Male Householder	4.2%	4.4%	4.5%
With Related Children	2.5%	2.7%	2.9%
Other Family with Female Householder	8.6%	8.3%	8.6%
With Related Children	5.9%	5.7%	6.1%
Nonfamily Households	11.6%	8.9%	7.0%
All Households with Children	28.7%	29.5%	33.5%
Multigenerational Households	1.5%	1.5%	1.9%
Unmarried Partner Households	7.3%	7.0%	6.8%
Male-female	6.9%	6.6%	6.4%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	42,792	70,948	149,291
1 Person Household	27.0%	27.2%	25.5%
2 Person Household	36.0%	36.3%	35.2%
3 Person Household	15.4%	14.9%	15.1%
4 Person Household	13.1%	12.7%	14.2%
5 Person Household	5.8%	5.9%	6.6%
6 Person Household	1.8%	1.9%	2.2%
7 + Person Household	0.9%	1.0%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	42,793	70,948	149,292
Owner Occupied	69.4%	73.4%	76.5%
Owned with a Mortgage/Loan	48.1%	49.4%	54.1%
Owned Free and Clear	21.3%	24.0%	22.4%
Renter Occupied	30.6%	26.6%	23.5%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments	30 minutes	45 minutes	60 minutes
1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	College Towns (14B)	Heartland Communities	Green Acres (6A)
3.	Green Acres (6A)	Green Acres (6A)	Heartland Communities
2015 Consumer Spending			
Apparel & Services: Total \$	\$91,639,725	\$148,184,826	\$357,337,897
Average Spent	\$2,062.10	\$2,028.32	\$2,312.18
Spending Potential Index	89	88	100
Computers & Accessories: Total \$	\$10,421,928	\$16,779,035	\$40,449,246
Average Spent	\$234.52	\$229.67	\$261.73
Spending Potential Index	92	90	103
Education: Total \$	\$60,215,359	\$93,952,073	\$226,243,996
Average Spent	\$1,354.98	\$1,285.99	\$1,463.93
Spending Potential Index	89	84	96
Entertainment/Recreation: Total \$	\$131,446,772	\$218,151,340	\$525,903,348
Average Spent	\$2,957.85	\$2,986.00	\$3,402.89
Spending Potential Index	89	90	103
Food at Home: Total \$	\$210,133,926	\$347,592,901	\$826,972,508
Average Spent	\$4,728.49	\$4,757.77	\$5,350.98
Spending Potential Index	91	91	102
Food Away from Home: Total \$	\$131,110,791	\$212,629,136	\$512,435,089
Average Spent	\$2,950.29	\$2,910.42	\$3,315.74
Spending Potential Index	90	89	101
Health Care: Total \$	\$190,948,337	\$323,927,134	\$772,918,234
Average Spent	\$4,296.77	\$4,433.84	\$5,001.22
Spending Potential Index	91	94	105
HH Furnishings & Equipment: Total \$	\$73,910,412	\$121,321,784	\$293,027,285
Average Spent	\$1,663.15	\$1,660.62	\$1,896.05
Spending Potential Index	90	90	103
Investments: Total \$	\$90,996,181	\$160,470,951	\$395,893,280
Average Spent	\$2,047.62	\$2,196.49	\$2,561.65
Spending Potential Index	74	80	93
Retail Goods: Total \$	\$1,028,051,065	\$1,711,951,421	\$4,095,962,541
Average Spent	\$23,133.46	\$23,432.77	\$26,503.19
Spending Potential Index	91	92	104
Shelter: Total \$	\$636,484,181	\$1,019,759,684	\$2,471,330,348
Average Spent	\$14,322.33	\$13,958.22	\$15,990.90
Spending Potential Index	87	85	97
TV/Video/Audio: Total \$	\$53,177,689	\$87,177,692	\$206,881,080
Average Spent	\$1,196.62	\$1,193.27	\$1,338.64
Spending Potential Index	91	91	102
Travel: Total \$	\$74,479,588	\$121,983,934	\$300,655,026
Average Spent	\$1,675.96	\$1,669.69	\$1,945.41
Spending Potential Index	86	85	100
Vehicle Maintenance & Repairs: Total \$	\$44,510,288	\$73,161,189	\$176,105,747
Average Spent	\$1,001.58	\$1,001.41	\$1,139.50
Spending Potential Index	90	90	102

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.