LOCAL ECONOMIC AREA REPORT

Dexter, Minnesota
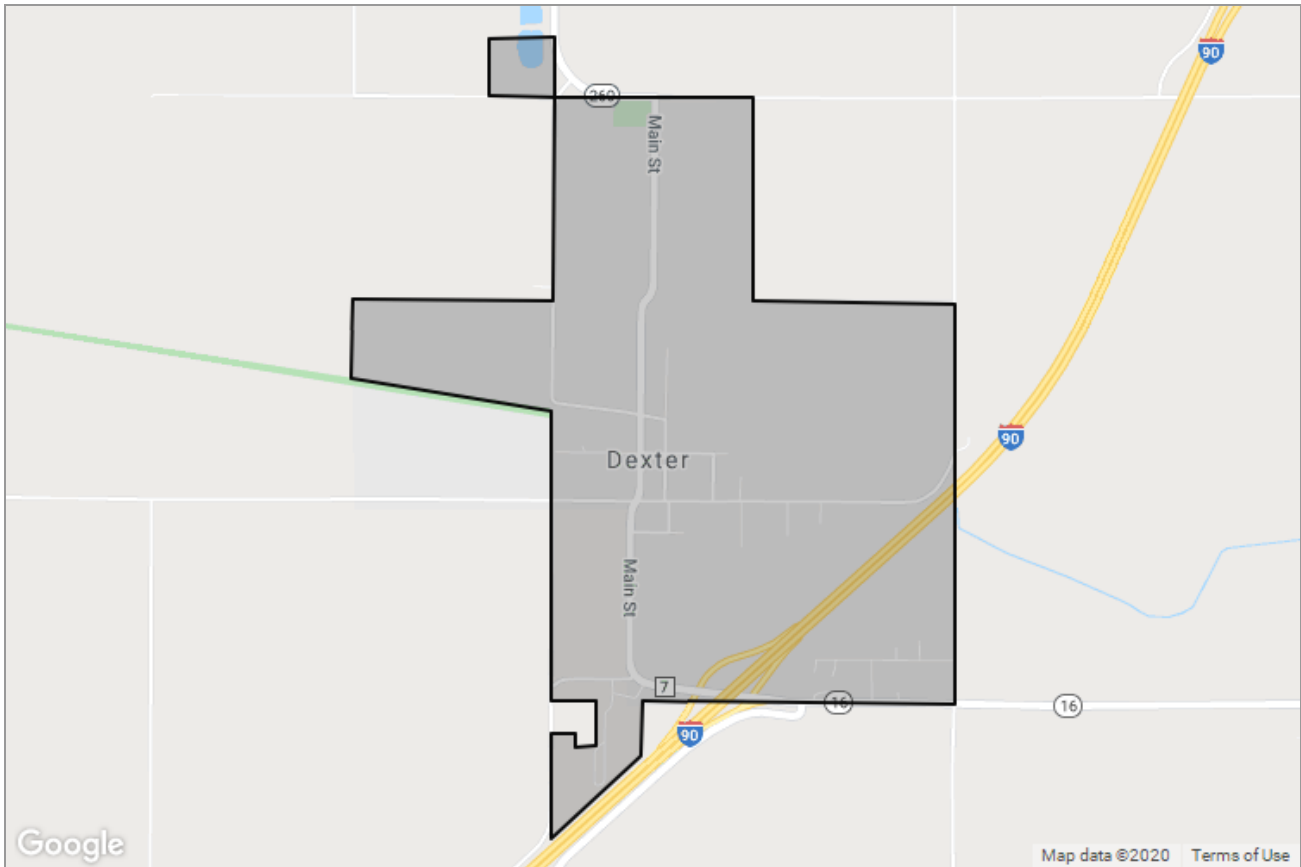
Southeast Minnesota REALTORS

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$75,000	**45.0**	**294**	**Prairie Living**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Cozy Country Living
Empty nesters in bucolic settings

Urbanization

Where do people like this usually live?

Rural
Country living with older families, low density and low diversity

Top Tapestry Segments

	Prairie Living
% of Households	123 (100.0%)
% of Mower County	2,706 (17.0%)
Lifestyle Group	Cozy Country Living
Urbanization Group	Rural
Residence Type	Single Family
Household Type	Married Couples
Average Household Size	2.5
Median Age	43.4
Diversity Index	22.6
Median Household Income	$51,000
Median Net Worth	$118,000
Median Home Value	$125,000
Homeownership	79.8 %
Employment	Professional, Management or Services
Education	High School Graduate
Preferred Activities	Shop at Walmart, eat at Subway . Go fishing, hunting, boating, camping.
Financial	Own CDs, term/whole life insurance
Media	Read fishing, hunting, auto magazines
Vehicle	Own truck, ATV/UTV

About this segment
Prairie Living

This is the	In this area	In the United States
#1	**100.0%**	**1.1%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Prairie Living is the most rural market, comprising about 1 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are not diverse. They are dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the U.S., and labor force participation is slightly higher. Faith is important to this hardworking market. When they find time to relax, they favor outdoor activities.

Our Neighborhood

- About four-fifths of households are owner occupied.
- Dominant household type is married-couples with no children.
- Most are single-family homes (87%) built before 1980; a higher proportion were built before 1940.
- Higher percentage of vacant housing units is at 16%.
- Most households own 2 or 3 vehicles; this is the highest-ranked market for owning 4 or more vehicles.

Socioeconomic Traits

- Half have completed some college education or hold a degree.
- At 4.1%, the unemployment rate is less than half the U.S. rate.
- Labor force participation rate slightly higher at 66%.
- Wage and salary income for 73% of households plus self-employment income for 27%.
- Faith and religion are important to these residents.
- Tend to buy things when they need them, rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creatures of habit when purchasing food items.

Market Profile

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have non-interest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read home service, fishing/hunting and automotive magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2019. Update Frequency: Annually.

Dexter, Minnesota: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

- 2019
- 2024 (Projected)

Dexter	294
	298
Mower County	39,757
	40,201
Minnesota	5,715,341
	5,956,951

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

- 2019
- 2024 (Projected)

Dexter	205.3
	208.1
Mower County	55.9
	56.5
Minnesota	67.7
	70.6

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2019, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

- 2019
- 2024 (Projected)

Dexter	2.08%
	1.36%
Mower County	1.52%
	1.12%
Minnesota	7.76%
	4.23%

Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

- Dexter

Dexter	211
Mower County	>39,000
Minnesota	5,716,713

Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

- Dexter

Geography	Value
Dexter	147.4
Mower County	54.8
Minnesota	67.7

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

- 2019
- 2024 (Projected)

Geography	2019	2024 (Projected)
Dexter	2.39	2.38
Mower County	2.45	2.46
Minnesota	2.49	2.50

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

- 2019
- 2024 (Projected)

Geography	2019	2024 (Projected)
Dexter	253	256
Mower County	30,999	31,251
Minnesota	4,400,407	4,577,198

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

- Women 2019
- Men 2019
- Women 2024 (Projected)
- Men 2024 (Projected)

Geography	Women	Men
Dexter (2019)	49.3%	50.7%
Dexter (2024)	49.3%	50.7%
Mower County (2019)	50.2%	49.8%
Mower County (2024)	50.1%	49.9%
Minnesota (2019)	50.3%	49.7%
Minnesota (2024)	50.3%	49.7%

Dexter, Minnesota: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

Dexter 45.0
45.9

Mower County 40.1
40.7

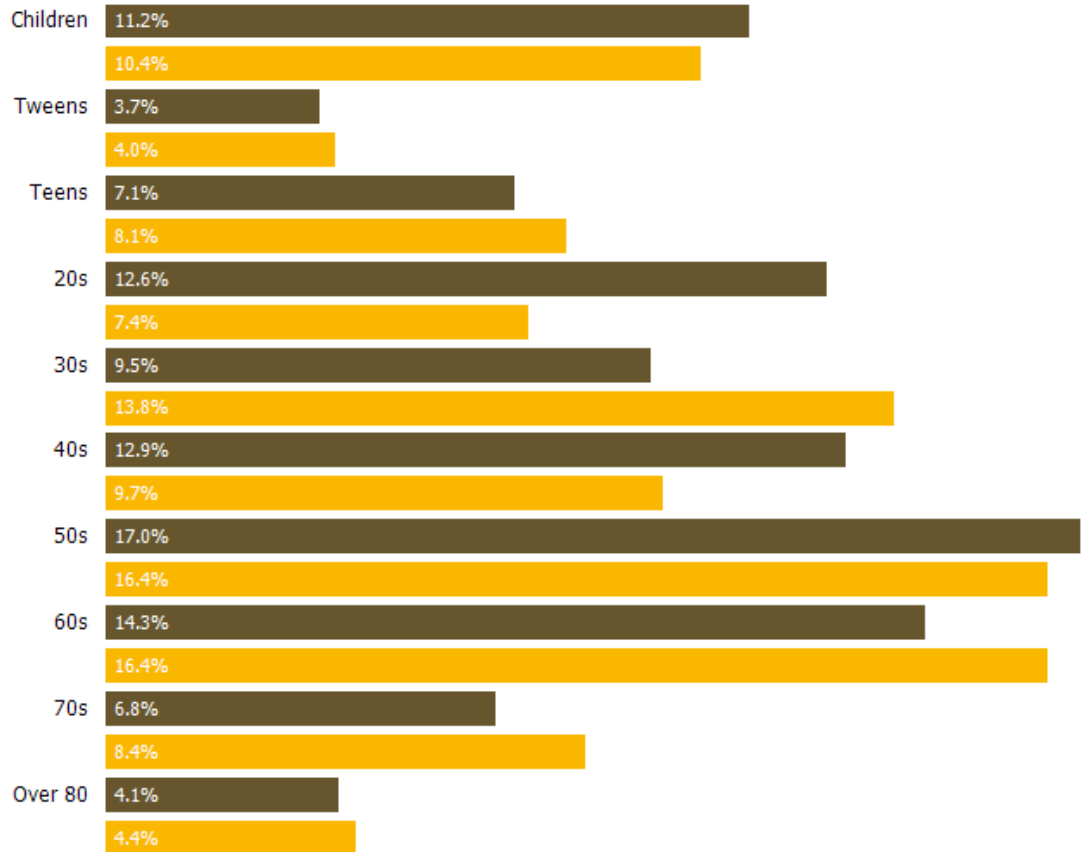Minnesota 38.7
39.4

Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

Children 11.2%
10.4%

Tweens 3.7%
4.0%

Teens 7.1%
8.1%

20s 12.6%
7.4%

30s 9.5%
13.8%

40s 12.9%
9.7%

50s 17.0%
16.4%

60s 14.3%
16.4%

70s 6.8%
8.4%

Over 80 4.1%
4.4%

Dexter, Minnesota: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

	Married	Unmarried
Dexter	58.1%	41.9%
Mower County	53.6%	46.4%
Minnesota	52.9%	47.1%

- Married
- Unmarried

Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Dexter	58.1%
Mower County	53.6%
Minnesota	52.9%

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Dexter	28.2%
Mower County	29.3%
Minnesota	32.2%

Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Dexter	3.3%
Mower County	6.5%
Minnesota	4.8%

Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Dexter	10.4%
Mower County	10.6%
Minnesota	10.1%

Dexter, Minnesota: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

Dexter
- $90,709
- $105,281

Mower County
- $74,151
- $83,994

Minnesota
- $93,505
- $106,533

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

Dexter
- $75,000
- $85,499

Mower County
- $55,028
- $61,535

Minnesota
- $69,559
- $78,908

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

Dexter
- $34,695
- $40,374

Mower County
- $29,775
- $33,634

Minnesota
- $36,727
- $41,756

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019
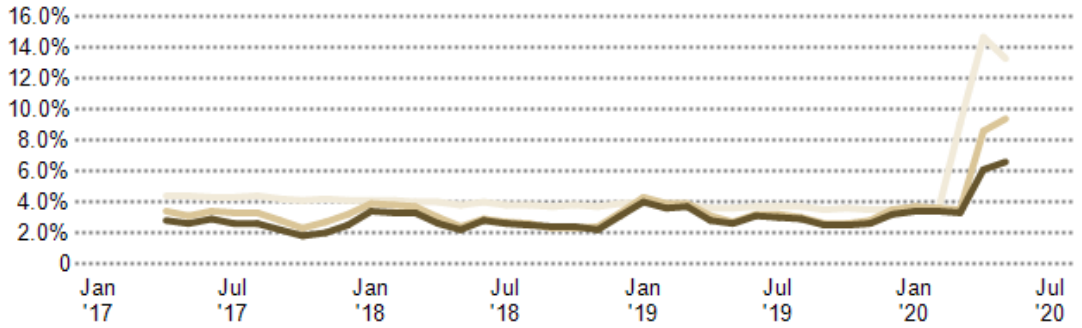
Update Frequency: Annually

Dexter $69,696

Mower County $57,285

Minnesota $69,932

Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly
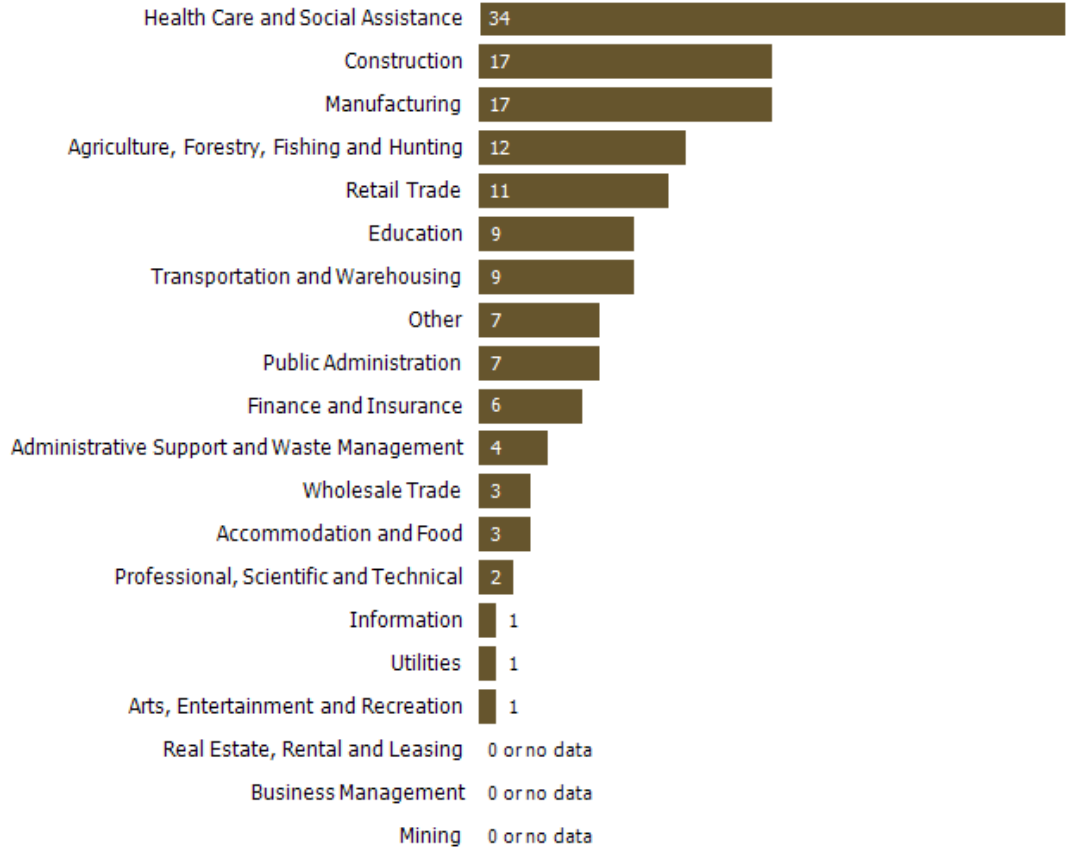
- Mower County
- Minnesota
- USA

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2019

Update Frequency: Annually

Industry	Count
Health Care and Social Assistance	34
Construction	17
Manufacturing	17
Agriculture, Forestry, Fishing and Hunting	12
Retail Trade	11
Education	9
Transportation and Warehousing	9
Other	7
Public Administration	7
Finance and Insurance	6
Administrative Support and Waste Management	4
Wholesale Trade	3
Accommodation and Food	3
Professional, Scientific and Technical	2
Information	1
Utilities	1
Arts, Entertainment and Recreation	1
Real Estate, Rental and Leasing	0 or no data
Business Management	0 or no data
Mining	0 or no data

Dexter, Minnesota: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Dexter	3.8%
Mower County	6.7%
Minnesota	3.0%

Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Dexter	23.6%
Mower County	21.5%
Minnesota	20.6%

High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Dexter	4.7%
Mower County	3.1%
Minnesota	3.1%

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Dexter	32.1%
Mower County	27.5%
Minnesota	21.5%

Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Dexter	23.6%
Mower County	21.5%
Minnesota	20.6%

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Dexter	11.8%
Mower County	12.6%
Minnesota	11.3%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Dexter	16.5%
Mower County	14.8%
Minnesota	23.8%

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019
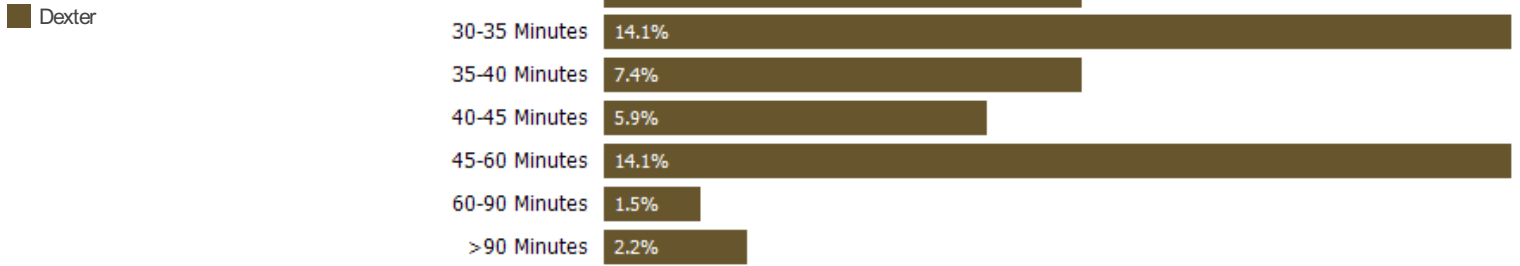
Update Frequency: Annually

Dexter	4.2%
Mower County	7.5%
Minnesota	12.9%

Dexter, Minnesota: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

▪ Dexter

Commute Time	Dexter
<5 Minutes	6.7%
5-10 Minutes	8.9%
10-15 Minutes	11.9%
15-20 Minutes	8.1%
20-25 Minutes	12.6%
25-30 Minutes	7.4%
30-35 Minutes	14.1%
35-40 Minutes	7.4%
40-45 Minutes	5.9%
45-60 Minutes	14.1%
60-90 Minutes	1.5%
>90 Minutes	2.2%

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

▪ Dexter

Transportation	Dexter
Drive Alone	80.7%
Carpool	11.9%
Work at Home	11.1%
Walk	3.7%
Other	2.2%
Bus	1.5%
Public Transit	1.5%

Dexter, Minnesota: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Dexter	$229,000
Mower County	$135,270
Minnesota	$272,610

12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

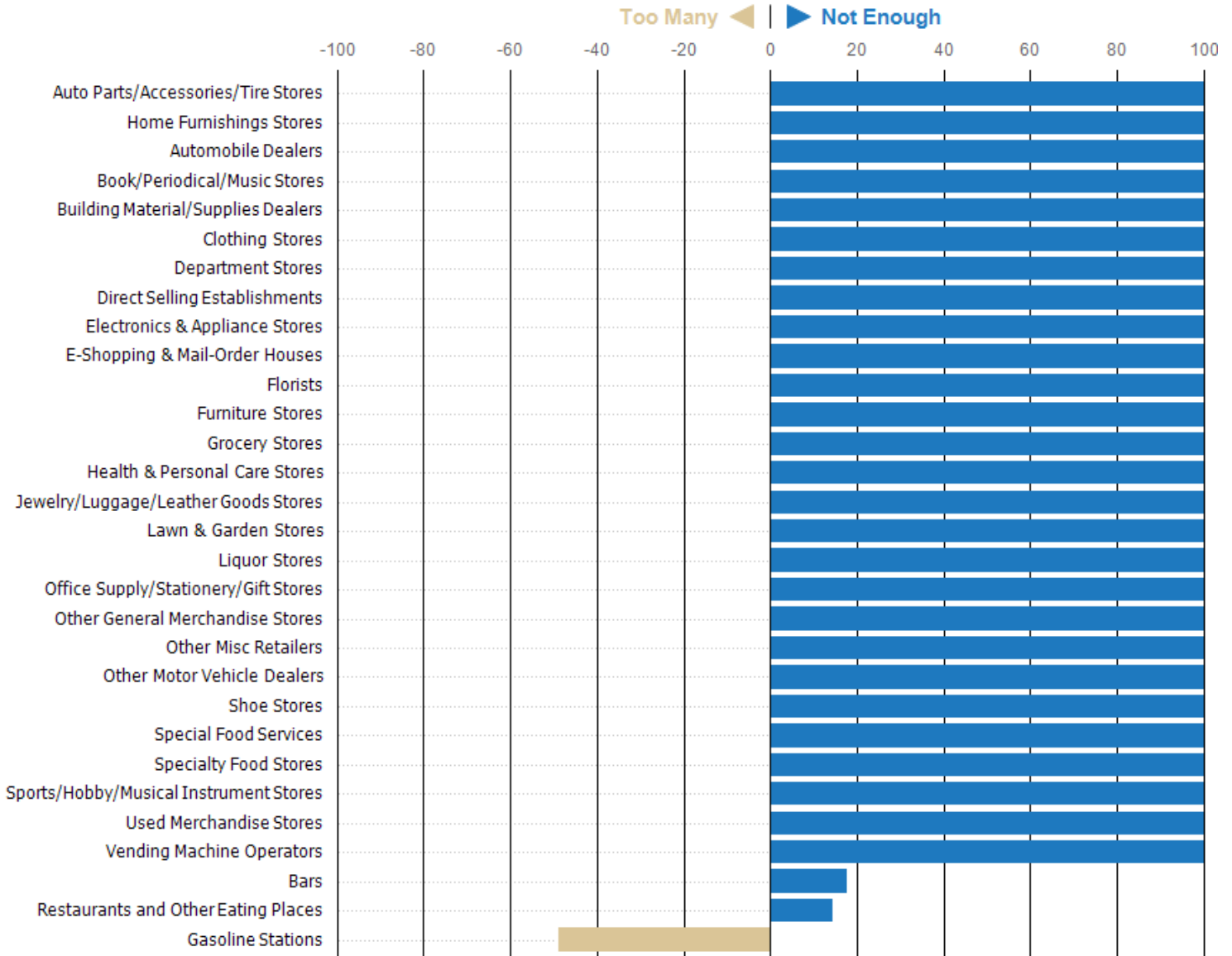|	
Dexter	+6.0%
Mower County	+3.8%
Minnesota	+3.7%

Best Retail Businesses: Dexter, Minnesota

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2017

Update Frequency: Annually

Too Many ◄ | ► Not Enough

| | -100 | -80 | -60 | -40 | -20 | 0 | 20 | 40 | 60 | 80 | 100 |

- Auto Parts/Accessories/Tire Stores
- Home Furnishings Stores
- Automobile Dealers
- Book/Periodical/Music Stores
- Building Material/Supplies Dealers
- Clothing Stores
- Department Stores
- Direct Selling Establishments
- Electronics & Appliance Stores
- E-Shopping & Mail-Order Houses
- Florists
- Furniture Stores
- Grocery Stores
- Health & Personal Care Stores
- Jewelry/Luggage/Leather Goods Stores
- Lawn & Garden Stores
- Liquor Stores
- Office Supply/Stationery/Gift Stores
- Other General Merchandise Stores
- Other Misc Retailers
- Other Motor Vehicle Dealers
- Shoe Stores
- Special Food Services
- Specialty Food Stores
- Sports/Hobby/Musical Instrument Stores
- Used Merchandise Stores
- Vending Machine Operators
- Bars
- Restaurants and Other Eating Places
- Gasoline Stations

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from Niche.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: http://blog.narrpr.com