LOCAL ECONOMIC AREA REPORT

Zumbrota, Minnesota
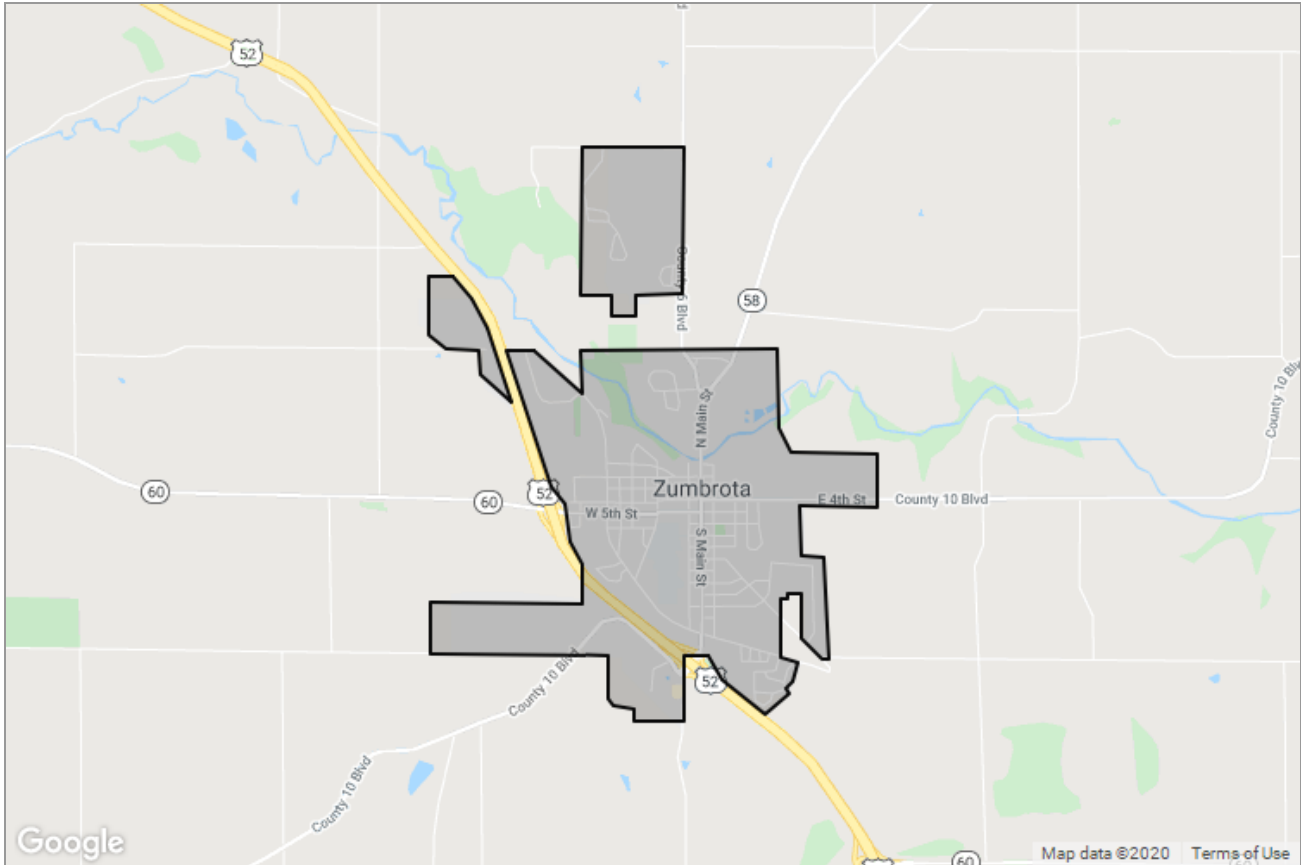
Southeast Minnesota REALTORS

7/9/2020

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$54,077	**40.2**	**3,342**	**Parks and Rec**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

GenXurban
Gen X in middle age; families with fewer kids and a mortgage

Urbanization

Where do people like this usually live?

Suburban Periphery
Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments	Parks and Rec	Middleburg	Green Acres
% of Households	742 (53.4%)	541 (38.9%)	107 (7.7%)
% of Goodhue County	2,346 (12.1%)	3,369 (17.4%)	4,274 (22.1%)
Lifestyle Group	GenXurban	Family Landscapes	Cozy Country Living
Urbanization Group	Suburban Periphery	Semirural	Rural
Residence Type	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples
Average Household Size	2.49	2.73	2.69
Median Age	40.3	35.3	43
Diversity Index	47.5	46.3	24
Median Household Income	$55,000	$55,000	$72,000
Median Net Worth	$98,000	$89,000	$226,000
Median Home Value	$180,000	$158,000	$197,000
Homeownership	70.7 %	74.3 %	86.7 %
Employment	Professional, Management or Administration	Professional or Services	Professional or Management
Education	High School Graduate	College Degree	College Degree
Preferred Activities	Take U.S. vacations . Play blackjack, poker online.	Buy children's toys and clothes . Go hunting, bowling, target shooting.	Are member of veterans' club, fraternal order . Do home improvement projects.
Financial	Budget wisely	Carry some debt; invest for future	Bank, pay bills online
Media	Watch Animal Planet, Discovery, History Channel	Watch country, Christian TV channels	Watch TV by satellite
Vehicle	Own domestic truck or SUV	Own trucks, SUVs	Own truck/SUV

About this segment
Parks and Rec

This is the	In this area	In the United States
#1	**53.4%**	**2.0%**
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

Practical Parks and Rec suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and townhomes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

Our Neighborhood

- Homes are primarily owner-occupied, single-family residences built prior to 1970; townhomes and duplexes are scattered through the neighborhoods.
- Both median home value and average rent are close to the national level.
- Households by type mirror the U.S. distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.49, but this market is also a bit older.

Socioeconomic Traits

- More than half of the population is college educated.
- Older residents draw Social Security and retirement income.
- The work force is diverse: professionals in health care, retail trade and education, or skilled workers in manufacturing and construction.
- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.
- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the U.S.
- These practical residents tend to use their cell phones for calls and texting only.

Market Profile

- Cost and practicality come first when purchasing a vehicle; Parks and Rec residents are more likely to buy domestic SUVs or trucks over compact or subcompact vehicles.
- Budget-conscious consumers stock up on staples at warehouse clubs.
- Pass time at home watching documentaries on Animal Planet, Discovery or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies. Between trips to the casinos, they gamble on lottery tickets and practice their blackjack and poker skills online.
- Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans.
- Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim or run.

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.

About this segment
Middleburg

This is the
#2
dominant segment for this area

In this area
38.9%
of households fall into this segment

In the United States
2.9%
of households fall into this segment

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

Who We Are

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of $158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to trucks, SUVs, and occasionally, convertibles or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

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.

About this segment

Green Acres

This is the	In this area	In the United States
#3	**7.7%**	**3.2%**
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

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Our Neighborhood

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in
- the past 10 years.
- Single-family, owner-occupied housing, with a median value of $197,000.
- An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: 60% are college educated.
- Unemployment is low at 6%; labor force participation rate is high at 67.4%.
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Market Profile

- Purchasing choices reflect Green Acres' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from fraternal orders to veterans' clubs.

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Zumbrota, 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)

Geography		Value
Zumbrota		3,342
		3,405
Goodhue County		47,523
		48,326
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)

Geography	Value
Zumbrota	1,221.3
	1,244.3
Goodhue County	60.9
	61.9
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)

Geography	Value
Zumbrota	3.08%
	1.89%
Goodhue County	2.90%
	1.69%
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

■ Zumbrota

Geography	Value
Zumbrota	3,535
Goodhue County	47,247
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

- Zumbrota

Zumbrota	1,291.8
Goodhue County	60.5
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)

Zumbrota	2.37
	2.37
Goodhue County	2.41
	2.41
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)

Zumbrota	2,712
	2,755
Goodhue County	37,878
	38,420
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)

	Women	Men
Zumbrota	52.2%	47.8%
	51.8%	48.2%
Goodhue County	50.3%	49.7%
	50.3%	49.7%
Minnesota	50.3%	49.7%
	50.3%	49.7%

Zumbrota, 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)

Zumbrota
- 40.2
- 39.3

Goodhue County
- 43.0
- 43.2

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
- 14.2%
- 14.4%

Tweens
- 4.0%
- 4.4%

Teens
- 8.8%
- 9.3%

20s
- 10.6%
- 10.6%

30s
- 12.1%
- 12.2%

40s
- 12.1%
- 11.7%

50s
- 14.1%
- 12.0%

60s
- 11.3%
- 12.6%

70s
- 6.9%
- 7.3%

Over 80
- 5.9%
- 5.6%

Zumbrota, 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
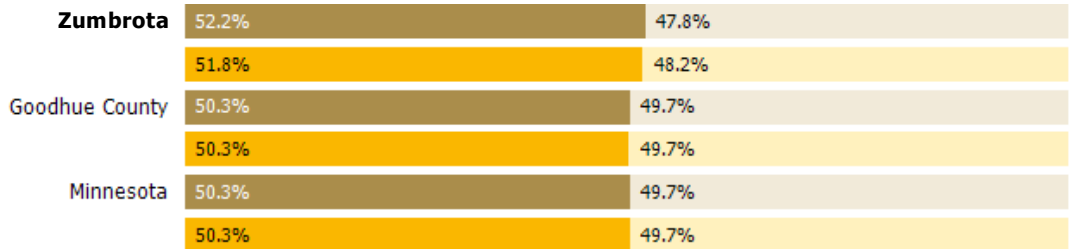
Update Frequency: Annually

■ Married
■ Unmarried

	Married	Unmarried
Zumbrota	53.2%	46.8%
Goodhue County	58.0%	42.0%
Minnesota	52.9%	47.1%

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

	Married
Zumbrota	53.2%
Goodhue County	58.0%
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

	Never Married
Zumbrota	18.6%
Goodhue County	23.8%
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

	Widowed
Zumbrota	10.7%
Goodhue County	6.6%
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

	Divorced
Zumbrota	17.5%
Goodhue County	11.5%
Minnesota	10.1%

Zumbrota, 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

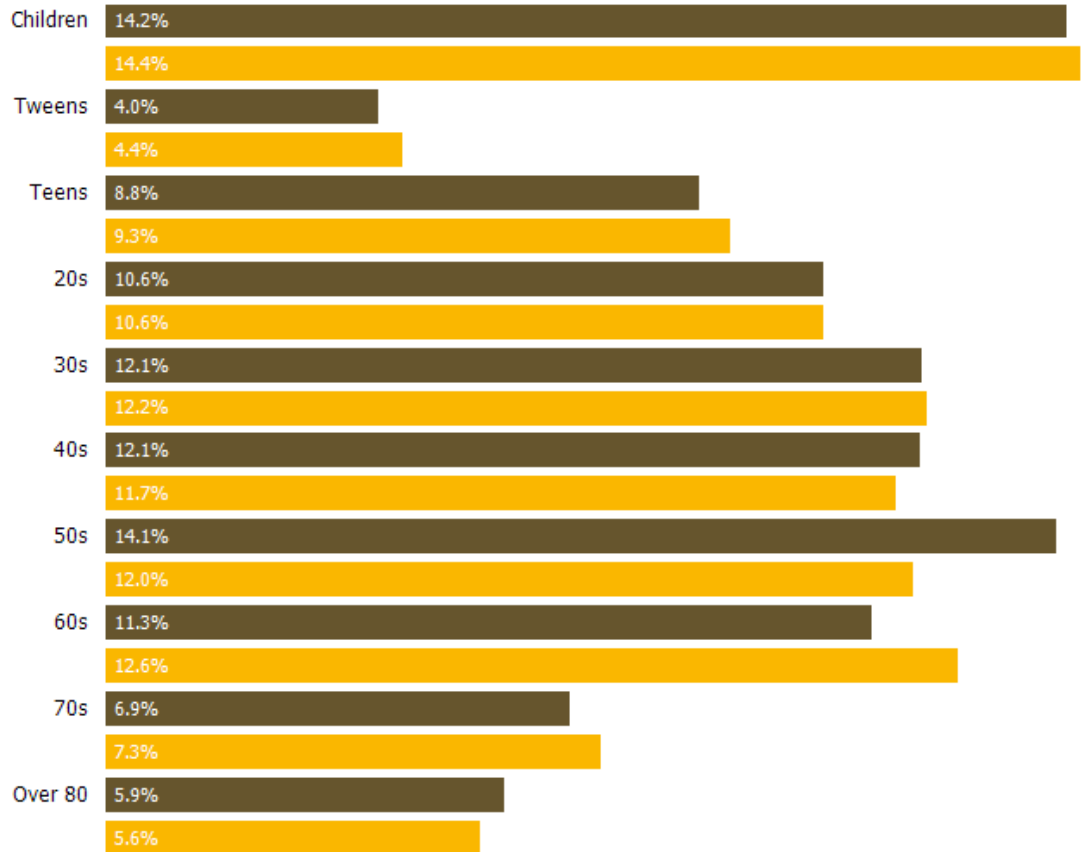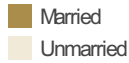Update Frequency: Annually

■ 2019
■ 2024 (Projected)

	2019	2024 (Projected)
Zumbrota	$72,559	$83,268
Goodhue County	$83,810	$94,776
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)

	2019	2024 (Projected)
Zumbrota	$54,077	$64,590
Goodhue County	$65,587	$76,836
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)

	2019	2024 (Projected)
Zumbrota	$29,904	$34,337
Goodhue County	$34,156	$38,682
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
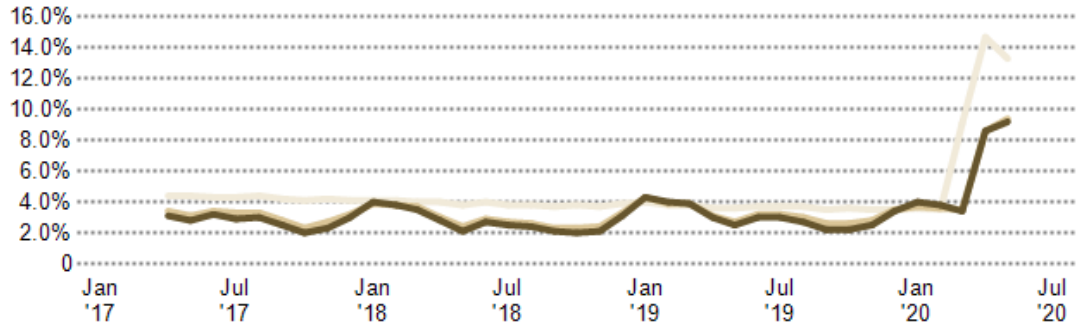
Update Frequency: Annually

Zumbrota	$56,815
Goodhue County	$64,610
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

- Goodhue 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	361
Manufacturing	256
Education	174
Retail Trade	164
Construction	108
Transportation and Warehousing	92
Agriculture, Forestry, Fishing and Hunting	86
Public Administration	72
Finance and Insurance	68
Other	49
Professional, Scientific and Technical	47
Information	45
Administrative Support and Waste Management	40
Arts, Entertainment and Recreation	28
Wholesale Trade	20
Accommodation and Food	13
Real Estate, Rental and Leasing	3
Utilities	3
Business Management	0 or no data
Mining	0 or no data

7/9/2020

Zumbrota, 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

Zumbrota	0.9%
Goodhue County	2.1%
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

Zumbrota	24.8%
Goodhue County	22.9%
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

Zumbrota	1.8%
Goodhue County	3.9%
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

Zumbrota	26.7%
Goodhue County	27.9%
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

Zumbrota	24.8%
Goodhue County	22.9%
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

Zumbrota	13.4%
Goodhue County	12.9%
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

Zumbrota	17.8%
Goodhue County	18.0%
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

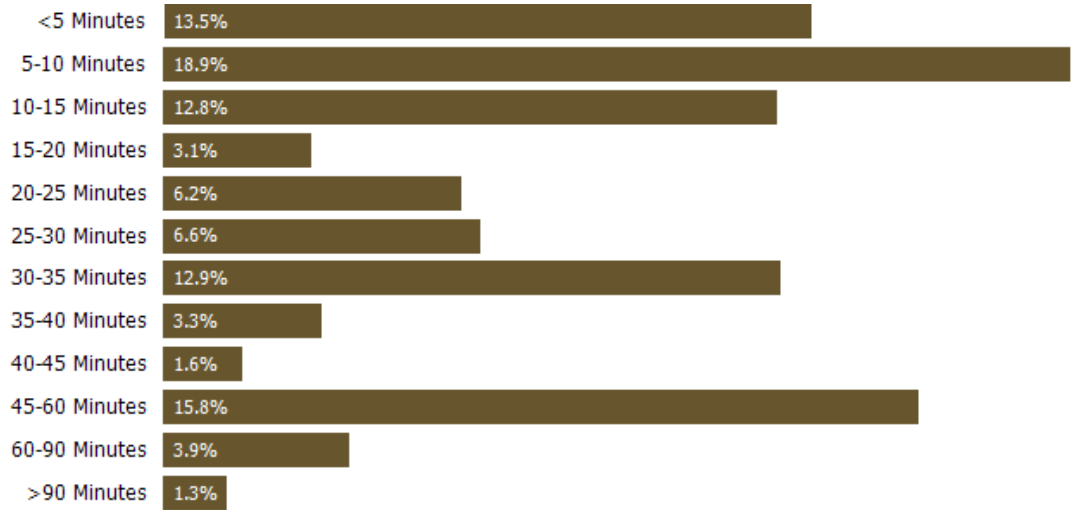|	
Zumbrota	9.8%
Goodhue County	8.5%
Minnesota	12.9%

Zumbrota, 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

▪ Zumbrota

Commute Time	Percentage
<5 Minutes	13.5%
5-10 Minutes	18.9%
10-15 Minutes	12.8%
15-20 Minutes	3.1%
20-25 Minutes	6.2%
25-30 Minutes	6.6%
30-35 Minutes	12.9%
35-40 Minutes	3.3%
40-45 Minutes	1.6%
45-60 Minutes	15.8%
60-90 Minutes	3.9%
>90 Minutes	1.3%

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

▪ Zumbrota

Transportation	Percentage
Drive Alone	86.5%
Carpool	9.7%
Work at Home	8.4%
Walk	2.0%
Other	1.3%
Bus	0.6%
Public Transit	0.6%

Zumbrota, 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

Zumbrota	$234,830
Goodhue County	$227,190
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

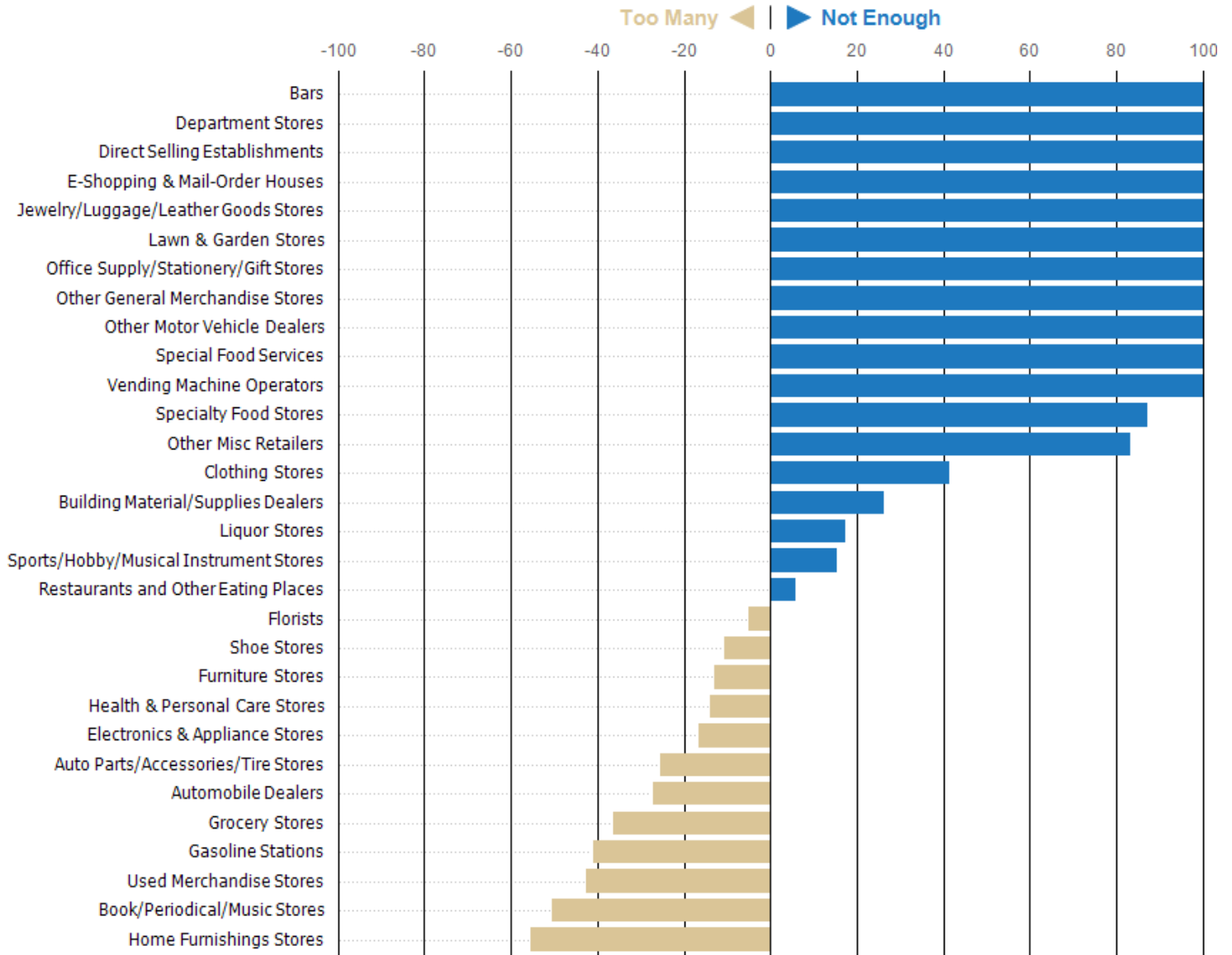|	
Zumbrota	+4.6%
Goodhue County	+4.7%
Minnesota	+3.7%

Best Retail Businesses: Zumbrota, Minnesota

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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

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

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