Owatonna Community Profile

Full Community Details (Owatonna, Minnesota)

People		Budgets	
Population	25,539	Household Expenditures (Average)	51,273
Labor Force	14,164	Household Income (Median)	53,507
Job Growth Rate (1 Year)	7.8%		
Unemployment Rate		Transportation	
Median Age	36.74	Commute Travel Time (minutes)	16
		Airports in Community	0
Labor Force		Airports in Community + 50 miles	1
Bachelors Degree or higher	23.2%	Distance to Interstate (miles)	In Community
High School Degree or higher	88.3%	Distance to Rail (miles)	In Community
White Collar Workers	59%	Latitude	44.0904561828
Blue Collar Workers	40%	Longitude	-93.2303965165
Universities in Community	1		
Universities in Community + 50 miles	23		
Community Colleges in Community	0		
Community Colleges in Community + 50 miles	6		

Overview

Owatonna is where business and government truly work together. A diversified industrial/commercial base has created an economic powerhouse in Southern Minnesota. Owatonna boasts over 40 industries, 500 retail and professional businesses, served by a work force of 17,000 people. Our school system is the "Home of Team Champions" both in academics an athletics. Specialists fill our health care needs. Recreational choices abound. All this in a relaxing atmosphere to raise a family.

Population

1990 Census 19,386 2000 Census 22,434

Electricity

Provider Name Alliant Energy Phone (507) 373-2371 www.alliant-energy.com Website Contact Larry Nelson

Contact Phone (507) 379-1250

Electricity

Provider Name Owatonna Public Utilities (507) 451-2480 Phone

Website

Contact Dan Morgan Contact Phone (507) 451-2839

Natural Gas

Provider Name Owatonna Public Utilities

(507) 451-2480 Phone

Website n/a

Contact Doug Bendorf Contact Phone (507) 451-2839

Wastewater

Provider Name City of Owatonna (507) 444-4350

Website n/a

Contact Jeff Johnson Contact Phone (507) 444-4350 Water

Provider Name Owatonna Public Utilities

Phone (507) 451-2480

Website n/a

Contact Ron Johnson
Contact Phone (507) 451-2839

Owatonna Labor Numbers Labor Force Report (Owatonna, Minnesota)

Total Establishments			Total Employees by Major SIC (2013)		
	1,118			TOTAL	%
Total Employees			Agricultural, Forestry, Fishing (SIC Range 01- 09)	163	0.87
	18,684		Mining (SIC 10-14)	2	0.01
Total Fatablishmants by Cira (2012)			Construction (SIC 15-17)	558	2.99
Total Establishments by Size (2013)	TOTAL	0/	Manufacturing (SIC 20-39)	3,938	21.08
1-4 Employees	654	% 58.50	Transportation and Communications (SIC 40-		
5-9 Employees	204	18.25	49)	540	2.89
10-19 Employees	105	9.39	Wholesale Trade (SIC 50-51)	1,923	10.29
20-49 Employees	90	8.05	Retail Trade (SIC 52-59)	3,334	17.84
50-99 Employees	42	3.76	Finance, Insurance And Real Estate (SIC 60-	2,170	11.61
100-249 Employees	13	1.16	69) Services (SIC 70-89)	5,306	28.40
250-499 Employees	3	0.27	Public Administration (SIC 90-98)	716	3.83
500-999 Employees	4	0.36	Unclassified (SIC 99)	30	0.16
1000+ Employees	3	0.27	Official silied (Office 33)	30	0.10
Total Businesses by Establishment Type (2013)			Total Employees by Establishment Type (2013)		
,	TOTAL	%		TOTAL	%
Agriculture, Forestry and Fishing	3	0.27	Agriculture, Forestry and Fishing	97	0.52
Agricultural Services	17	1.52	Agricultural Services	66	0.35
Coal and Ore Mining	1	0.09	Coal and Ore Mining	2	0.01
Oil and Gas	0	0.00	Oil and Gas	0	0.00
General Construction	19	1.70	General Construction	69	0.37
Heavy Construction	52	4.65	Heavy Construction	489	2.62
Food Manufacturing	4	0.36	Food Manufacturing	162	0.87
Tobacco Manufacturing	0	0.00	Tobacco Manufacturing	0	0.00
Textile Mills	0	0.00	Textile Mills	0	0.00
Apparel and Textile Manufacturing	0	0.00	Apparel and Textile Manufacturing	0	0.00
Lumber and Wood Production	1	0.09	Lumber and Wood Production	2	0.01
Furniture Manufacturing	0	0.00	Furniture Manufacturing	0	0.00
Paper Manufacturing	1	0.09	Paper Manufacturing	21	0.11
Printing and Publishing	11	0.98	Printing and Publishing	319	1.71
Chemicals	0	0.00	Chemicals	0	0.00
Petroleum Refining	0	0.00	Petroleum Refining	0	0.00
Rubber and Plastics	2	0.18	Rubber and Plastics	183	0.98
Leather Manufacturing	1	0.09	Leather Manufacturing	11	0.06
Stone, Glass, and Concrete	2	0.18	Stone, Glass, and Concrete	23	0.12
Metals Fabrication	7	0.63	Metals Fabrication	1,653	8.85
Machinery and Equipment Manufacturing	19	1.70	Machinery and Equipment Manufacturing	1,564	8.37
Transportation	25	2.24	Transportation	303	1.62
Travel Services	4	0.36	Travel Services	13	0.07
Transport Services	1	0.09	Transport Services	1	0.01
Communications	9	0.81	Communications	110	0.59
Utilities	5	0.45	Utilities	113	0.60
Durables Wholesale	35	3.13	Durables Wholesale	1,895	10.14
Non Durables Wholesale	4	0.36	Non Durables Wholesale	28	0.15
Building Materials, Hardware and Garden	18	1.61	Building Materials, Hardware and Garden	223	1.19
General Merchandise Stores	6	0.54	General Merchandise Stores	640	3.43
Food Markets	6	0.54	Food Markets	399	2.14
Convenience Stores	7	0.63	Convenience Stores	113	0.60
Other Food Stores	11	0.98	Other Food Stores	67	0.36
Auto Dealers and Gas Stations	21	1.88	Auto Dealers and Gas Stations	176	0.94
Clothing Stores	8	0.72	Clothing Stores	24	0.13
Furniture Stores	6	0.54	Furniture Stores	62	0.33
Home Furnishings	8	0.72	Home Furnishings	32	0.17
Electronics and Computer Stores	3	0.27	Electronics and Computer Stores	7	0.04
Music Stores	1	0.09	Music Stores	2	0.01
Restaurants Other Food Service	35 16	3.13	Restaurants Other Food Service	845	4.52
Other Food Service	16	1.43	Other Food Service	277	1.48

Bars	5	0.45	Bars	15	0.08
Drug Stores	8	0.72	Drug Stores	96	0.51
Liquor Stores	5	0.45	Liquor Stores	22	0.12
Specialty Stores	43	3.85	Specialty Stores	321	1.72
Catalog and Direct Sales	2	0.18	Catalog and Direct Sales	13	0.07
Banks and Financial Institutions	42	3.76	Banks and Financial Institutions	333	1.78
Insurance Carriers	4	0.36	Insurance Carriers	16	0.09
Insurance Agents and Brokers	54	4.83	Insurance Agents and Brokers	1,617	8.65
Real Estate	48	4.29	Real Estate	204	1.09
Hotels and Lodging	8	0.72	Hotels and Lodging	94	0.50
Dry Cleaning and Laundry	7	0.63	Dry Cleaning and Laundry	49	0.26
Beauty and Barber Shops	31	2.77	Beauty and Barber Shops	102	0.55
Other Personal Service	31	2.77	Other Personal Service	88	0.47
Advertising	1	0.09	Advertising	3	0.02
Computer Services	6	0.54	Computer Services	21	0.11
Other Business Services	39	3.49	Other Business Services	146	0.78
Auto Repair/Services	27	2.42	Auto Repair/Services	181	0.97
Miscellaneous Repair Services	13	1.16	Miscellaneous Repair Services	36	0.19
Motion Pictures	12	1.07	Motion Pictures	49	0.26
Entertainment and Recreation Services	29	2.59	Entertainment and Recreation Services	238	1.27
Health and Medical Services	74	6.62	Health and Medical Services	685	3.67
Hospitals	11	0.98	Hospitals	313	1.68
Legal Services	17	1.52	Legal Services	55	0.29
Primary and Secondary Education	13	1.16	Primary and Secondary Education	815	4.36
Colleges and Universities	3	0.27	Colleges and Universities	78	0.42
Social Services	58	5.19	Social Services	1,812	9.70
Child Care Services	18	1.61	Child Care Services	181	0.97
Museums and Zoos	0	0.00	Museums and Zoos	0	0.00
Membership Organizations	40	3.58	Membership Organizations	224	1.20
Professional Services	28	2.50	Professional Services	87	0.47
Government	51	4.56	Government	716	3.83
Unclassified Establishments	13	1.16	Unclassified Establishments	30	0.16

Total Employees by Occupation (2013)

Source: Applied Geographic Solutions, 2013

	TOTAL	%
Executive, Managers, and Administrators	1,710	9.15
Business and Financial Operations	925	4.95
Computer and Mathematical Occupations	377	2.02
Architecture and Engineering	382	2.04
Life/Physical/Social Science Occupations	98	0.52
Community and Social Services	355	1.90
Legal	59	0.32
Education/Training/Library	776	4.15
Health Diagnosing and Treating Practitioners	452	2.42
Health Technologists/Technicians	187	1.00
Healthcare Support	295	1.58
Protective Services	162	0.87
Food Preparation/Serving	758	4.06
Building and Grounds Maintenance	542	2.90
Personal Care and Service	802	4.29
Sales	2,504	13.40
Office and Administrative Support	2,666	14.27
Farming/Fishing/Forestry	112	0.60
Construction and Extraction	789	4.22
Installation/Maintenance and Repair Workers	754	4.04
Production Workers	2,434	13.03
Transportation Workers	649	3.47
Material Moving	603	3.23

Owatonna Demographics Demographics Report (Owatonna, Minnesota)

Population (2015) 2539	Population (2013)			Population (2018)			
Sec (2015)		TOTAL					
May	Population (2013)	25,539		Population (2018)	25,392		
May	Sex (2013)			Sev (2018)			
Persola	36X (2013)	TOTAL	%	SEX (2010)	TOTAL	%	
Penale 1,005	Male			Male			
No. 1 TOT/AL % COT/AL 1.61 2.63 9-9 1.886 7.23 9-9 1.754 8.91 10-19 3.623 13.79 10-19 3.61 1.291 20-29 3.630 12.14 20-29 3.083 12.14 40-49 3.401 11.81 12.21 30-39 3.083 12.14 60-69 3.473 18.00 50-50 3.422 13.48 60-64 1.402 5.56 60-64 1.417 10.83 60-64 1.402 5.56 60-64 1.417 10.83 80-64 1.412 5.66 60-64 1.417 10.83 80-64 1.412 5.66 60-64 1.417 10.83 80-7 1.812 5.41 10.83 10.83 10.83 10.83 10.83 10.83 10.83 10.83 10.83 10.83 10.83 10.83 10.83 10.83 10.83 10.83 10.83 <td></td> <td></td> <td></td> <td>Female</td> <td></td> <td></td>				Female			
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Household Income Distribution (2013) TOTAL	Households	10,106		Households	10,156		
Note	Families	6,749	66.78	Families	6,779	66.75	
Note							
\$10 K	Household Income Distribution (2013)	TOTAL	0/	Household Income Distribution (2018)	TOTAL	0/	
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S\$100K 1,739 17.21 S\$100K 2,110 20.78 Labor Force Status (2013) Labor Force Status (2018) TOTAL % TOTAL % Labor Force 14,309 14,309 14,309 14,309 14,309 14,309 14,309 14,309 14,309 14,309 14,309 14,309 14,309 14,309 10,337 10,337 10,336 10,336 10,336 10,336 10,336 10,954 10,954 10,954 10,954 10,954 10,754 10,754 10,754 10,954 10,754 10,954 10,954 10,954 10,754 10,954 10,754 10,954 10,754 10,954 10,754 10,754 10,754 10,954 10,754 10,754 10,754 10,954 10,754 10,754 10,754 10,754 10,754 10,754 10,754 10,754 10,754 10,754 10,754 10,754 10,754 10,754 10,754 10,754 10,754 10,754	\$60-\$75K	1,332	13.18	\$60-\$75K	1,222	12.03	
Labor Force Status (2013) Labor Force Status (2018) TOTAL % TOTAL % Labor Force 14,164 Labor Force 14,309 Employed 13,224 93.36 Employed 13,360 93.37 Unemployed 904 6.38 Unemployed 912 6.37 In Armed Forces 36 In Armed Forces 37 Not In Labor Force 5,544 Total Number of Housing (2013) Total Number of Housing (2018) TOTAL % TOTAL % Total Dwellings 10,838 Total Dwellings 10,954 TOTAL %	\$75-\$100K	1,370	13.56	\$75-\$100K	1,353	13.32	
Labor Force TOTAL % TOTAL % Employed 14,164 Labor Force 14,309 93.37 Unemployed 13,224 93.36 Employed 13,360 93.37 Unemployed 904 6.38 Unemployed 912 6.37 In Armed Forces 36 In Armed Forces 37 37 Not In Labor Force 5,544 Not In Labor Force 5,544 5,544 Total Number of Housing (2018) TOTAL % TOTAL % Total Dwellings 10,838 Total Dwellings 10,954 TOTAL %	> \$100K	1,739	17.21	> \$100K	2,110	20.78	
Labor Force TOTAL % TOTAL % Employed 14,164 Labor Force 14,309 93.37 Unemployed 13,224 93.36 Employed 13,360 93.37 Unemployed 904 6.38 Unemployed 912 6.37 In Armed Forces 36 In Armed Forces 37 37 Not In Labor Force 5,544 Not In Labor Force 5,544 5,544 Total Number of Housing (2018) TOTAL % TOTAL % Total Dwellings 10,838 Total Dwellings 10,954 TOTAL %							
Labor Force 14,164 Labor Force 14,309 Employed 13,224 93.36 Employed 13,360 93.37 Unemployed 904 6.38 Unemployed 912 6.37 In Armed Forces 36 In Armed Forces 37 Not In Labor Force 5,544 Not In Labor Force 5,544 Total Number of Housing (2013) TOTAL % TOTAL % Total Dwellings 10,954 10,954 ***	Labor Force Status (2013)	TOTAL	0/	Labor Force Status (2018)	TOTAL	0/	
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Unemployed 904 6.38 Unemployed 912 6.37 In Armed Forces 36 In Armed Forces 37 Not In Labor Force 5,463 Not In Labor Force 5,544 Total Number of Housing (2013) TOTAL % Total Dwellings 10,838 Total Dwellings 10,954			02.26			02 27	
In Armed Forces 36 In Armed Forces 37 Not In Labor Force 5,463 Not In Labor Force 5,544 Total Number of Housing (2013) TOTAL % TOTAL % Total Dwellings 10,838 Total Dwellings 10,954							
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TOTAL % TOTAL % Total Dwellings 10,838 Total Dwellings 10,954		-,			-,		
Total Dwellings 10,838 Total Dwellings 10,954	Total Number of Housing (2013)			Total Number of Housing (2018)			
		TOTAL	%		TOTAL	%	
Owner-Occupied Dwellings 7,492 74.14 Owner-Occupied Dwellings 7,533 74.17							
	Owner-Occupied Dwellings	7,492	74.14	Owner-Occupied Dwellings	7,533	74.17	

Renter-Occupied Dwellings	2,613	25.86	Renter-Occupied Dwellings	2,623	25.83
Housing Units Occupied	10,105	93.24	Housing Units Occupied	10,156	92.71
Education Attainment (2013)			Education Attainment (2018)		
	TOTAL	%		TOTAL	%
Population Age 25+	16,877		Population Age 25+	16,658	
< Grade 9	1,043	6.18	< Gr 9	1,034	6.21
Grade 9-12	925	5.48	Gr 9-12	916	5.5
High School	5,997	35.53	High School	5,957	35.76
Some College	3,523	20.87	Some College	3,476	20.87
Assoc Degree	1,469	8.7	Assoc Degree	1,452	8.72
Bach Degree	2,720	16.12	Bach Degree	2,657	15.95
Grad Degree	1,200	7.11	Grad Degree	1,166	7
Size of Household (2013)			Size of Household (2018)		
	TOTAL	%		TOTAL	%
1 Person	2,832	28.02	1 Person	2,851	28.07
2 Person	3,537	35	2 Person	3,557	35.02
3 Person	1,409	13.94	3 Person	1,413	13.91
4 Person	1,327	13.13	4 Person	1,331	13.11
5 Person	668	6.61	5 Person	670	6.6
6+ Person	193	1.91	6+ Person	194	1.91

Source: Applied Geographic Solutions, 2013

Owatonna Consumer Spending Consumer Spending Report (Owatonna, Minnesota)

Consumer Expenditures (2013)			Consumer Expenditures (2013), Cont	d	
\$ PER HOUSEHOLD		TOTAL \$000'S	\$ PER HOUSEHOLD		TOTAL \$000'S
Apparel			Personal Care		
Totals:	\$2,445	\$24,712	Totals:	\$746	\$7,542
Men's Apparel	\$468	\$4,734	Hair Care	\$57	\$585
Boys' Apparel	\$117	\$1,190	Electric Personal Care Appliances	\$14	\$148
Women's Apparel	\$816	\$8,248	Personal Care Services	\$500	\$5,053
Girls' Apparel	\$161	\$1,632	Personal Care Products	\$173	\$1,757
Infants Apparel	\$109	\$1,105	Reading	•	• , -
Footwear	\$402	\$4,065	Totals:	\$167	\$1,693
Apparel Services and Accessories	\$369	\$3,738	Newspapers	\$71	\$725
Education	****	72,122	Magazines	\$34	\$348
Totals:	\$1,149	\$11,613	Books	\$61	\$619
Books And Supplies	\$161	\$1,628	Tobacco	Ψ0.	ψ0.0
Tuition	\$988	\$9,985	Totals:	\$359	\$3,636
Entertainment	φοσσ	φο,σσο	Cigarettes	\$323	\$3,273
Totals:	\$2,838	\$28,688	Other Tobacco Products	\$35	\$363
Fees And Admissions	\$704	\$7,122	Transportation	ΨΟΟ	φοσο
Video And Audio Equipment	\$1,009	\$10,201	Totals:	\$10,302	\$104,115
	\$1,124	\$10,201 \$11,364	New Vehicle Purchase	\$2,527	\$25,545
Recreational Equipment And Supplies	\$1,124	\$11,304			
Food and Beverages	\$7.067	POO 546	Used Vehicle Purchase	\$1,683	\$17,010
Totals:	\$7,967	\$80,516	Motorcycles (New And Used)	\$69	\$703 \$4,004
Food At Home	\$4,210	\$42,553	Vehicle Finance Charges	\$493	\$4,991
Food Away From Home	\$3,164	\$31,983	Gasoline And Oil	\$2,392	\$24,175
Alcoholic Beverages	\$591	\$5,979	Vehicle Repair And Maintenance	\$810	\$8,194
Health Care			Vehicle Insurance	\$1,193	\$12,062
Totals:	\$3,227	\$32,614	Public Transportation	\$571	\$5,771
Health Care Insurance	\$1,557	\$15,739	Other Transportation Costs	\$560	\$5,664
Health Care Services	\$776	\$7,848	Utilities		
Health Care Supplies And Equipment	\$893	\$9,027	Totals:	\$3,696	\$37,356
Household Furnishings			Natural Gas	\$512	\$5,181
Totals:	\$2,220	\$22,444	Electricity	\$1,358	\$13,730
Household Textiles	\$155	\$1,574	Fuel Oil And Other Fuels	\$137	\$1,390
Furniture	\$603	\$6,101	Telephone Service	\$1,265	\$12,788
Floor Coverings	\$71	\$724	Other Utilities	\$422	\$4,268
Major Appliances	\$263	\$2,661	Gifts		
Housewares And Small Appliances	\$1,126	\$11,385	Totals:	\$1,294	\$13,078
Shelter			Gifts Of Apparel	\$256	\$2,592
Totals:	\$9,919	\$100,249	Gifts Of Apparel Accessories	\$32	\$330
Mortgage Interest	\$3,912	\$39,541	Gifts Of Education	\$262	\$2,652
Property Taxes	\$1,635	\$16,524	Gifts Of Recreation	\$88	\$893
Miscellaneous Owned Dwelling Costs	\$1,316	\$13,308	Gifts Of Food And Beverages	\$120	\$1,213
Rental Costs	\$2,508	\$25,349	Gifts Of Household Furnishings And	\$211	\$2,139
Other Lodging	\$546	\$5,527	Equipment		
Household Operations			Gifts Of Household	\$54	\$555
Totals:	\$1,745	\$17,635	Gifts Of Transportation	\$66	\$674
Babysitting And Elderly Care	\$400	\$4,052	Gifts Elsewhere Unspecified	\$200	\$2,029
Household Services	\$318	\$3,223	Personal Insurance		
Alimony And Child Support	\$253	\$2,566		\$504	\$5,097
Household Supplies	\$771	\$7,795	Contributions		
Miscellaneous Expenses				\$1,818	\$18,383
Totals:	\$870	\$8,802			
Legal And Accounting	\$104	\$1,059		Source: Applied Geographi	c Solutions, 2013
Funeral And Cemetery	\$95	\$968		- ,	
Finance Charges Excluding Mortgage And					
Vehicle	\$562	\$5,684			
Other Miscellaneous Expenses	\$107	\$1,090			