



The **Retail**Coach®

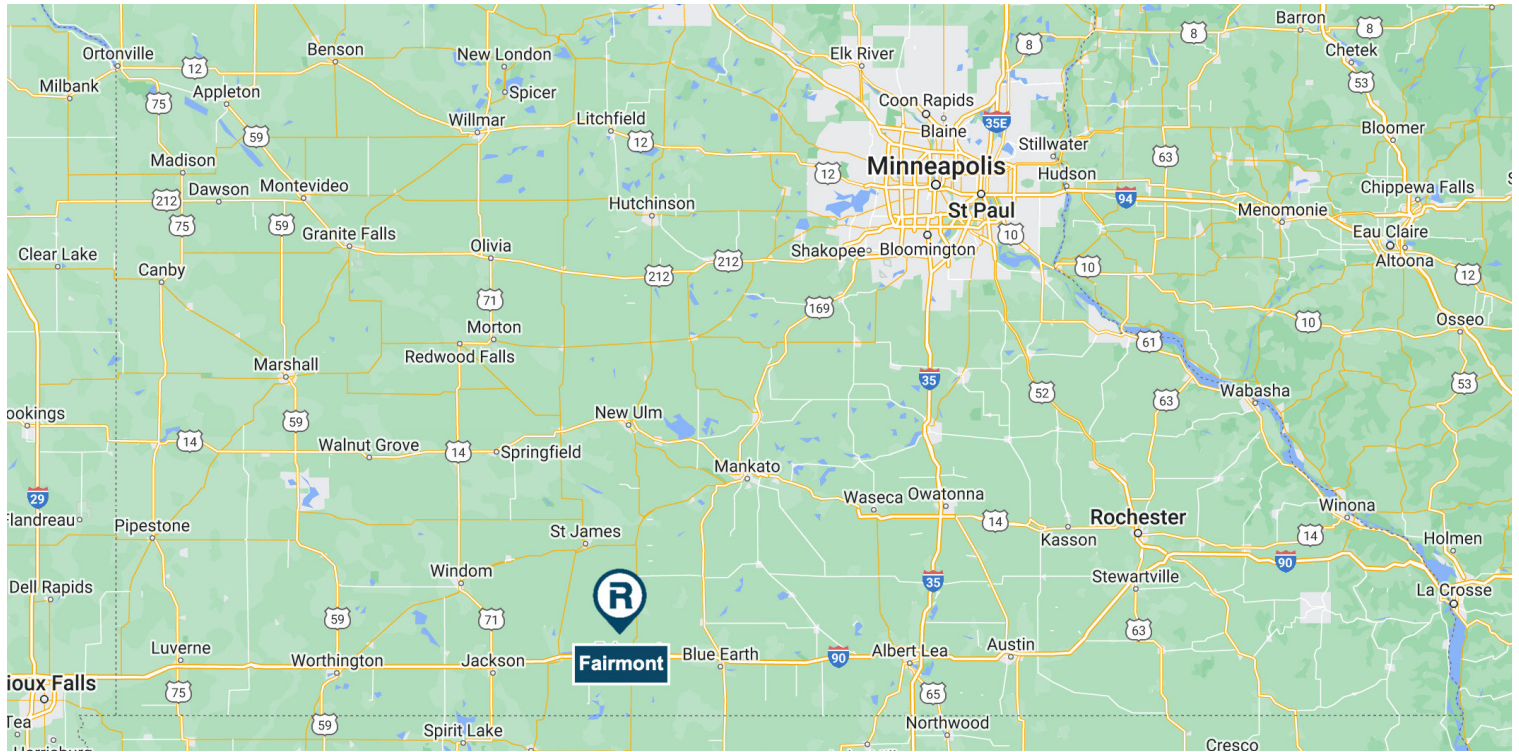
# Community Demographic Profile

FAIRMONT, MINNESOTA

Prepared for Martin County Economic Development Authority & Fairmont Economic Development Authority  
November 2023

# Community • Demographic Snapshot

Fairmont, Minnesota



## Population

2020	10,487
2023	10,383
2028	10,294

## Educational Attainment (%)

Graduate or Professional Degree	6.92%
Bachelors Degree	17.00%
Associate Degree	12.58%
Some College	22.29%
High School Graduate (or GED)	34.49%
Some High School, No Degree	3.50%
Less than 9th Grade	3.22%

## Income

Average HH	\$81,080
Median HH	\$57,569
Per Capita	\$37,193

## Age

0 - 9 Years	12.60%
10 - 17 Years	10.22%
18 - 24 Years	7.22%
25 - 34 Years	9.47%
35 - 44 Years	11.09%
45 - 54 Years	9.90%
55 - 64 Years	13.33%
65 and Older	26.18%
Median Age	44.46
Average Age	43.90

## Race Distribution (%)

White	86.48%
Black/African American	1.35%
American Indian/Alaskan	0.57%
Asian	0.68%
Native Hawaiian/Islander	0.05%
Other Race	4.55%
Two or More Races	6.32%
Hispanic	11.18%



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# Community • Demographic Profile

Fairmont, Minnesota

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	10,294	
2023 Estimate	10,383	
2020 Census	10,487	
2010 Census	10,680	
Growth 2023 - 2028		-0.85%
Growth 2020 - 2023		-0.98%
Growth 2010 - 2020		-1.80%
<b>2023 Est. Population by Single-Classification Race</b>	<b>10,383</b>	
White Alone	8,979	86.48%
Black or African American Alone	140	1.35%
Amer. Indian and Alaska Native Alone	59	0.57%
Asian Alone	71	0.68%
Native Hawaiian and Other Pacific Island Alone	5	0.05%
Some Other Race Alone	473	4.55%
Two or More Races	656	6.32%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>10,383</b>	
Not Hispanic or Latino	9,222	88.82%
Hispanic or Latino	1,161	11.18%
Mexican	1,072	92.33%
Puerto Rican	0	0.00%
Cuban	35	3.02%
All Other Hispanic or Latino	54	4.65%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>1,161</b>	
White Alone	354	30.49%
Black or African American Alone	6	0.52%
American Indian and Alaska Native Alone	31	2.67%
Asian Alone	5	0.43%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	452	38.93%
Two or More Races	313	26.96%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>71</b>	
Chinese, except Taiwanese	26	36.62%
Filipino	0	0.00%
Japanese	37	52.11%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	8	11.27%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>10,383</b>	
Arab	11	0.11%
Czech	54	0.52%
Danish	161	1.55%
Dutch	151	1.45%
English	333	3.21%
French (except Basque)	209	2.01%
French Canadian	99	0.95%
German	3,260	31.40%
Greek	11	0.11%
Hungarian	0	0.00%
Irish	919	8.85%
Italian	99	0.95%
Lithuanian	0	0.00%
United States or American	189	1.82%
Norwegian	942	9.07%
Polish	288	2.77%
Portuguese	0	0.00%
Russian	37	0.36%
Scottish	49	0.47%
Scotch-Irish	19	0.18%
Slovak	1	0.01%
Subsaharan African	2	0.02%
Swedish	335	3.23%
Swiss	28	0.27%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,515	14.59%
Ancestry Unclassified	1,671	16.09%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	9,085	93.50%
Speak Asian/Pacific Island Language at Home	48	0.49%
Speak IndoEuropean Language at Home	67	0.69%
Speak Spanish at Home	513	5.28%
Speak Other Language at Home	4	0.04%

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>10,383</b>	
Age 0 - 4	666	6.41%
Age 5 - 9	642	6.18%
Age 10 - 14	667	6.42%
Age 15 - 17	394	3.79%
Age 18 - 20	339	3.27%
Age 21 - 24	411	3.96%
Age 25 - 34	983	9.47%
Age 35 - 44	1,151	11.09%
Age 45 - 54	1,028	9.90%
Age 55 - 64	1,384	13.33%
Age 65 - 74	1,395	13.44%
Age 75 - 84	783	7.54%
Age 85 and over	540	5.20%
Age 16 and over	8,281	79.75%
Age 18 and over	8,014	77.18%
Age 21 and over	7,675	73.92%
Age 65 and over	2,718	26.18%
2023 Est. Median Age		44.46
2023 Est. Average Age		43.90
<b>2023 Est. Population by Sex</b>	<b>10,383</b>	
Male	5,001	48.17%
Female	5,382	51.84%
<b>2023 Est. Male Population by Age</b>	<b>5,001</b>	
Age 0 - 4	341	6.82%
Age 5 - 9	329	6.58%
Age 10 - 14	337	6.74%
Age 15 - 17	195	3.90%
Age 18 - 20	162	3.24%
Age 21 - 24	195	3.90%
Age 25 - 34	481	9.62%
Age 35 - 44	582	11.64%
Age 45 - 54	502	10.04%
Age 55 - 64	682	13.64%
Age 65 - 74	680	13.60%
Age 75 - 84	332	6.64%
Age 85 and over	183	3.66%
2023 Est. Median Age, Male		42.88
2023 Est. Average Age, Male		42.50
<b>2023 Est. Female Population by Age</b>	<b>5,382</b>	
Age 0 - 4	325	6.04%
Age 5 - 9	313	5.82%
Age 10 - 14	330	6.13%
Age 15 - 17	199	3.70%
Age 18 - 20	177	3.29%
Age 21 - 24	216	4.01%
Age 25 - 34	502	9.33%
Age 35 - 44	569	10.57%
Age 45 - 54	526	9.77%
Age 55 - 64	702	13.04%
Age 65 - 74	715	13.29%
Age 75 - 84	451	8.38%
Age 85 and over	357	6.63%
2023 Est. Median Age, Female		46.16
2023 Est. Average Age, Female		45.20

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	1,820	21.65%
Males, Never Married	1,077	12.81%
Females, Never Married	743	8.84%
Married, Spouse present	4,318	51.36%
Married, Spouse absent	244	2.90%
Widowed	824	9.80%
Males Widowed	234	2.78%
Females Widowed	590	7.02%
Divorced	1,202	14.30%
Males Divorced	518	6.16%
Females Divorced	684	8.14%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	234	3.22%
Some High School, no diploma	254	3.50%
High School Graduate (or GED)	2,505	34.49%
Some College, no degree	1,619	22.29%
Associate Degree	914	12.58%
Bachelor's Degree	1,235	17.00%
Master's Degree	394	5.42%
Professional School Degree	61	0.84%
Doctorate Degree	48	0.66%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	101	17.18%
High School Graduate	252	42.86%
Some College or Associate's Degree	174	29.59%
Bachelor's Degree or Higher	61	10.37%
<b>Households</b>		
2028 Projection	4,645	
2023 Estimate	4,684	
2020 Census	4,731	
2010 Census	4,813	
Growth 2023 - 2028		-0.82%
Growth 2020 - 2023		-0.98%
Growth 2010 - 2020		-1.69%
<b>2023 Est. Households by Household Type</b>	<b>4,684</b>	
Family Households	2,753	58.78%
Nonfamily Households	1,931	41.23%
2023 Est. Group Quarters Population	172	
2023 Households by Ethnicity, Hispanic/Latino	344	

# Community • Demographic Profile

Fairmont, Minnesota

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>4,684</b>	
Income < \$15,000	555	11.85%
Income \$15,000 - \$24,999	405	8.65%
Income \$25,000 - \$34,999	351	7.49%
Income \$35,000 - \$49,999	743	15.86%
Income \$50,000 - \$74,999	815	17.40%
Income \$75,000 - \$99,999	616	13.15%
Income \$100,000 - \$124,999	468	9.99%
Income \$125,000 - \$149,999	280	5.98%
Income \$150,000 - \$199,999	189	4.04%
Income \$200,000 - \$249,999	82	1.75%
Income \$250,000 - \$499,999	105	2.24%
Income \$500,000+	75	1.60%
2023 Est. Average Household Income		\$81,080
2023 Est. Median Household Income		\$57,569
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$57,658
Black or African American Alone		\$42,406
American Indian and Alaska Native Alone		\$61,411
Asian Alone		\$50,000
Native Hawaiian and Other Pacific Islander Alone		\$19,874
Some Other Race Alone		\$73,905
Two or More Races		\$53,392
Hispanic or Latino		\$54,685
Not Hispanic or Latino		\$57,821
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>2,753</b>	
Married-Couple Family, own children	669	24.30%
Married-Couple Family, no own children	1,460	53.03%
Male Householder, own children	131	4.76%
Male Householder, no own children	56	2.03%
Female Householder, own children	291	10.57%
Female Householder, no own children	146	5.30%
<b>2023 Est. Households by Household Size</b>	<b>4,684</b>	
1-person	1,559	33.28%
2-person	1,813	38.71%
3-person	606	12.94%
4-person	314	6.70%
5-person	249	5.32%
6-person	105	2.24%
7-or-more-person	38	0.81%
2023 Est. Average Household Size		2.20
<b>2023 Est. Households by Presence of People Under 18</b>	<b>4,684</b>	
Households with 1 or More People under Age 18:	1,162	24.81%
Married-Couple Family	694	59.73%
Other Family, Male Householder	138	11.88%
Other Family, Female Householder	314	27.02%
Nonfamily, Male Householder	14	1.20%
Nonfamily, Female Householder	2	0.17%

DESCRIPTION	DATA	%
<b>Households with No People under Age 18:</b>	<b>3,522</b>	
Married-Couple Family	1,432	40.66%
Other Family, Male Householder	49	1.39%
Other Family, Female Householder	126	3.58%
Nonfamily, Male Householder	795	22.57%
Nonfamily, Female Householder	1,120	31.80%
<b>2023 Est. Households by Number of Vehicles</b>	<b>4,684</b>	
No Vehicles	323	6.90%
1 Vehicle	1,826	38.98%
2 Vehicles	1,566	33.43%
3 Vehicles	657	14.03%
4 Vehicles	248	5.29%
5 or more Vehicles	64	1.37%
2023 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2028 Projection	2,730	
2023 Estimate	2,753	
2010 Census	2,825	
Growth 2023 - 2028		-0.83%
Growth 2010 - 2023		-2.54%
<b>2023 Est. Families by Poverty Status</b>	<b>2,753</b>	
2023 Families at or Above Poverty	2,424	88.05%
2023 Families at or Above Poverty with Children	724	26.30%
2023 Families Below Poverty	329	11.95%
2023 Families Below Poverty with Children	247	8.97%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	4,836	58.40%
Civilian Labor Force, Unemployed	259	3.13%
Armed Forces	0	0.00%
Not in Labor Force	3,186	38.47%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>4,889</b>	
For-Profit Private Workers	3,199	65.43%
Non-Profit Private Workers	661	13.52%
Local Government Workers	1	0.02%
State Government Workers	55	1.12%
Federal Government Workers	498	10.19%
Self-Employed Workers	457	9.35%
Unpaid Family Workers	18	0.37%





# Community • Demographic Profile

Fairmont, Minnesota

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>4,889</b>	
Architect/Engineer	29	0.59%
Arts/Entertainment/Sports	160	3.27%
Building Grounds Maintenance	148	3.03%
Business/Financial Operations	290	5.93%
Community/Social Services	211	4.32%
Computer/Mathematical	27	0.55%
Construction/Extraction	100	2.04%
Education/Training/Library	268	5.48%
Farming/Fishing/Forestry	215	4.40%
Food Prep/Serving	305	6.24%
Health Practitioner/Technician	244	4.99%
Healthcare Support	159	3.25%
Maintenance Repair	81	1.66%
Legal	2	0.04%
Life/Physical/Social Science	46	0.94%
Management	331	6.77%
Office/Admin. Support	469	9.59%
Production	494	10.10%
Protective Services	57	1.17%
Sales/Related	704	14.40%
Personal Care/Service	192	3.93%
Transportation/Moving	357	7.30%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>4,889</b>	
White Collar	2,781	56.88%
Blue Collar	1,032	21.11%
Service and Farm	1,076	22.01%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>4,836</b>	
Drove Alone	3,965	81.99%
Car Pooled	332	6.87%
Public Transportation	29	0.60%
Walked	98	2.03%
Bicycle	35	0.72%
Other Means	46	0.95%
Worked at Home	331	6.84%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,269	
15 - 29 Minutes	786	
30 - 44 Minutes	216	
45 - 59 Minutes	98	
60 or more Minutes	132	
2023 Est. Avg Travel Time to Work in Minutes		15
<b>2023 Est. Occupied Housing Units by Tenure</b>	<b>4,684</b>	
Owner Occupied	3,131	66.84%
Renter Occupied	1,553	33.16%
2023 Owner Occ. HUs: Avg. Length of Residence		18.00 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		7.00 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>3,131</b>	
Value Less than \$20,000	29	0.93%
Value \$20,000 - \$39,999	88	2.81%
Value \$40,000 - \$59,999	66	2.11%
Value \$60,000 - \$79,999	186	5.94%
Value \$80,000 - \$99,999	275	8.78%
Value \$100,000 - \$149,999	615	19.64%
Value \$150,000 - \$199,999	467	14.91%
Value \$200,000 - \$299,999	757	24.18%
Value \$300,000 - \$399,999	342	10.92%
Value \$400,000 - \$499,999	132	4.22%
Value \$500,000 - \$749,999	162	5.17%
Value \$750,000 - \$999,999	8	0.26%
Value \$1,000,000 or \$1,499,999	3	0.10%
Value \$1,500,000 or \$1,999,999	1	0.03%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$181,673
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	3,655	70.65%
1 Unit Attached	202	3.90%
2 Units	99	1.91%
3 or 4 Units	109	2.11%
5 to 19 Units	413	7.98%
20 to 49 Units	396	7.66%
50 or More Units	232	4.49%
Mobile Home or Trailer	67	1.29%
Boat, RV, Van, etc.	0	0.00%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	48	0.93%
Housing Units Built 2010 to 2014	24	0.46%
Housing Units Built 2000 to 2009	310	5.99%
Housing Units Built 1990 to 1999	275	5.32%
Housing Units Built 1980 to 1989	460	8.89%
Housing Units Built 1970 to 1979	858	16.59%
Housing Units Built 1960 to 1969	528	10.21%
Housing Units Built 1950 to 1959	827	15.99%
Housing Units Built 1940 to 1949	591	11.43%
Housing Unit Built 1939 or Earlier	1,252	24.20%
2023 Est. Median Year Structure Built		1959

<sup>†</sup> Years



# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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