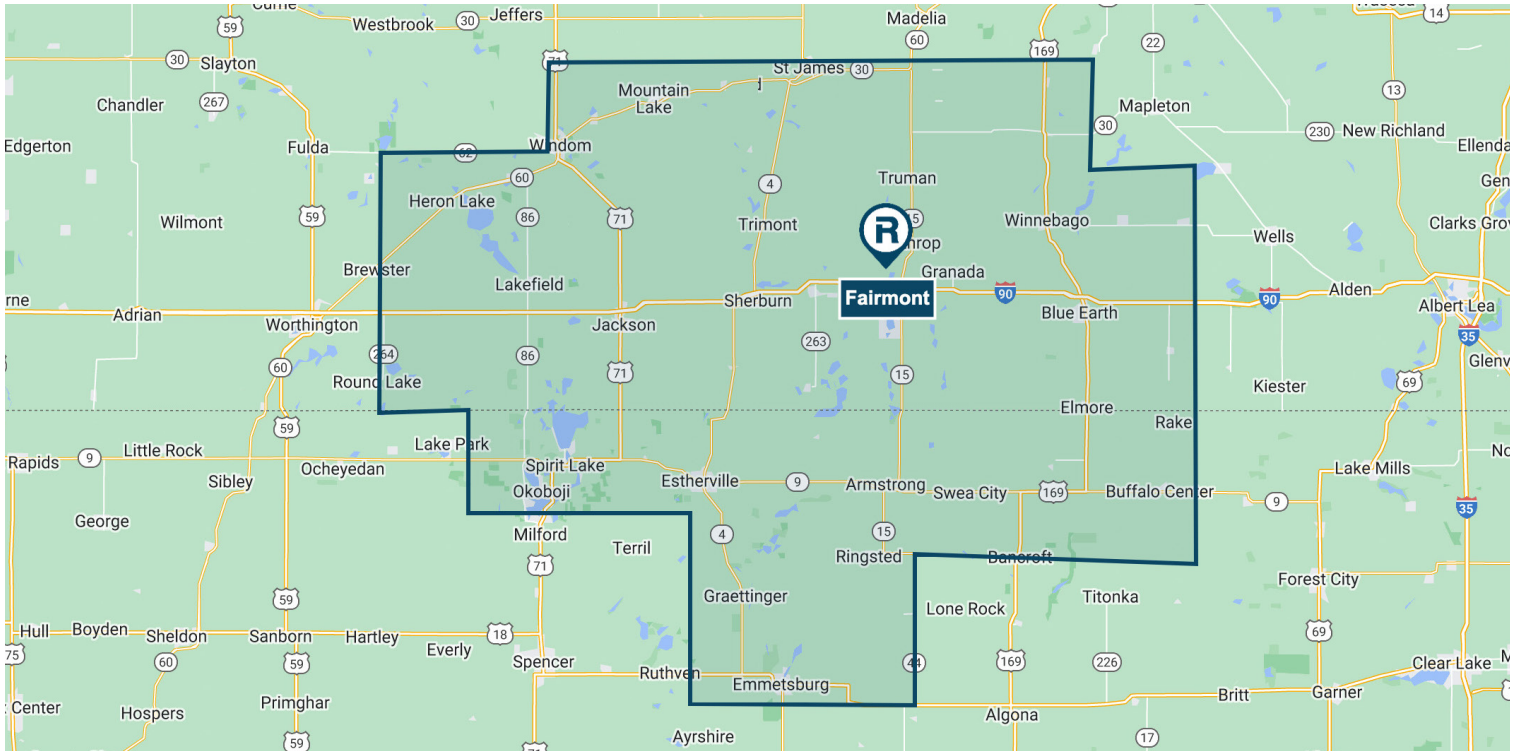# The**Retail**Coach®

Retail Trade Area Demographic Profile

FAIRMONT, MINNESOTA

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

Retail Trade Area • Demographic Snapshot

Fairmont, Minnesota

Population

2020	85,202
2023	84,578
2028	84,324

Educational Attainment (%)

Graduate or Professional Degree	5.59%
Bachelors Degree	16.84%
Associate Degree	13.27%
Some College	22.57%
High School Graduate (or GED)	33.73%
Some High School, No Degree	4.57%
Less than 9th Grade	3.43%

Income

Average HH	$82,828
Median HH	$63,870
Per Capita	$36,396

Age

0 - 9 Years	11.73%
10 - 17 Years	9.90%
18 - 24 Years	7.88%
25 - 34 Years	10.33%
35 - 44 Years	10.87%
45 - 54 Years	10.35%
55 - 64 Years	13.92%
65 and Older	25.02%
Median Age	44.34
Average Age	43.60

Race Distribution (%)

White	87.21%
Black/African American	1.06%
American Indian/ Alaskan	0.51%
Asian	1.04%
Native Hawaiian/ Islander	0.15%
Other Race	4.62%
Two or More Races	5.42%
Hispanic	9.42%

MARTIN COUNTY ECONOMIC DEVELOPMENT

FAIRMONT ECONOMIC DEVELOPMENT

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Retail Trade Area • Demographic Profile

Fairmont, Minnesota

DESCRIPTION	DATA	%
Population		
2028 Projection	84,324	
2023 Estimate	84,578	
2020 Census	85,202	
2010 Census	87,306	
Growth 2023 - 2028		-0.29%
Growth 2020 - 2023		-0.72%
Growth 2010 - 2020		-2.40%
2023 Est. Population by Single-Classification Race	**84,578**	
White Alone	73,759	87.21%
Black or African American Alone	897	1.06%
Amer. Indian and Alaska Native Alone	427	0.51%
Asian Alone	881	1.04%
Native Hawaiian and Other Pacific Island Alone	128	0.15%
Some Other Race Alone	3,903	4.62%
Two or More Races	4,584	5.42%
2023 Est. Population by Hispanic or Latino Origin	**84,578**	
Not Hispanic or Latino	76,612	90.58%
Hispanic or Latino	7,966	9.42%
Mexican	6,379	80.08%
Puerto Rican	117	1.47%
Cuban	70	0.88%
All Other Hispanic or Latino	1,400	17.57%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**7,966**	
White Alone	1,877	23.56%
Black or African American Alone	36	0.45%
American Indian and Alaska Native Alone	219	2.75%
Asian Alone	27	0.34%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	3,616	45.39%
Two or More Races	2,191	27.50%
2023 Est. Pop by Race, Asian Alone, by Category	**881**	
Chinese, except Taiwanese	90	10.22%
Filipino	105	11.92%
Japanese	43	4.88%
Asian Indian	29	3.29%
Korean	39	4.43%
Vietnamese	78	8.85%
Cambodian	7	0.80%
Hmong	42	4.77%
Laotian	339	38.48%
Thai	6	0.68%
All Other Asian Races Including 2+ Category	102	11.58%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**84,578**	
Arab	81	0.10%
Czech	720	0.85%
Danish	1,636	1.93%
Dutch	1,829	2.16%
English	3,386	4.00%
French (except Basque)	1,206	1.43%
French Canadian	285	0.34%
German	27,085	32.02%
Greek	54	0.06%
Hungarian	26	0.03%
Irish	6,149	7.27%
Italian	648	0.77%
Lithuanian	11	0.01%
United States or American	2,273	2.69%
Norwegian	8,968	10.60%
Polish	1,417	1.67%
Portuguese	13	0.02%
Russian	209	0.25%
Scottish	594	0.70%
Scotch-Irish	380	0.45%
Slovak	84	0.10%
Subsaharan African	103	0.12%
Swedish	2,950	3.49%
Swiss	183	0.22%
Ukrainian	46	0.05%
Welsh	182	0.22%
West Indian (except Hisp. groups)	56	0.07%
Other ancestries	10,904	12.89%
Ancestry Unclassified	13,103	15.49%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	73,851	92.76%
Speak Asian/Pacific Island Language at Home	856	1.07%
Speak IndoEuropean Language at Home	613	0.77%
Speak Spanish at Home	4,048	5.08%
Speak Other Language at Home	250	0.31%

TheRetailCoach®

Retail Trade Area • Demographic Profile

Fairmont, Minnesota

DESCRIPTION	DATA	%
2023 Est. Population by Age	**84,578**	
Age 0 - 4	4,960	5.86%
Age 5 - 9	4,958	5.86%
Age 10 - 14	5,166	6.11%
Age 15 - 17	3,209	3.79%
Age 18 - 20	2,986	3.53%
Age 21 - 24	3,679	4.35%
Age 25 - 34	8,740	10.33%
Age 35 - 44	9,195	10.87%
Age 45 - 54	8,753	10.35%
Age 55 - 64	11,770	13.92%
Age 65 - 74	11,604	13.72%
Age 75 - 84	6,068	7.17%
Age 85 and over	3,490	4.13%
Age 16 and over	68,447	80.93%
Age 18 and over	66,285	78.37%
Age 21 and over	63,299	74.84%
Age 65 and over	21,162	25.02%
2023 Est. Median Age		44.34
2023 Est. Average Age		43.60
2023 Est. Population by Sex	**84,578**	
Male	42,288	50.00%
Female	42,290	50.00%
2023 Est. Male Population by Age	**42,288**	
Age 0 - 4	2,540	6.01%
Age 5 - 9	2,537	6.00%
Age 10 - 14	2,640	6.24%
Age 15 - 17	1,630	3.85%
Age 18 - 20	1,549	3.66%
Age 21 - 24	1,901	4.50%
Age 25 - 34	4,527	10.71%
Age 35 - 44	4,791	11.33%
Age 45 - 54	4,432	10.48%
Age 55 - 64	5,950	14.07%
Age 65 - 74	5,798	13.71%
Age 75 - 84	2,743	6.49%
Age 85 and over	1,250	2.96%
2023 Est. Median Age, Male		42.95
2023 Est. Average Age, Male		42.60
2023 Est. Female Population by Age	**42,290**	
Age 0 - 4	2,420	5.72%
Age 5 - 9	2,422	5.73%
Age 10 - 14	2,526	5.97%
Age 15 - 17	1,579	3.73%
Age 18 - 20	1,437	3.40%
Age 21 - 24	1,779	4.21%
Age 25 - 34	4,213	9.96%
Age 35 - 44	4,404	10.41%
Age 45 - 54	4,320	10.22%
Age 55 - 64	5,819	13.76%
Age 65 - 74	5,806	13.73%
Age 75 - 84	3,325	7.86%
Age 85 and over	2,240	5.30%
2023 Est. Median Age, Female		45.88
2023 Est. Average Age, Female		44.60

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,708	24.04%
Males, Never Married	9,977	14.36%
Females, Never Married	6,732	9.69%
Married, Spouse present	36,767	52.91%
Married, Spouse absent	1,993	2.87%
Widowed	5,946	8.56%
Males Widowed	1,319	1.90%
Females Widowed	4,627	6.66%
Divorced	8,080	11.63%
Males Divorced	4,043	5.82%
Females Divorced	4,037	5.81%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,045	3.43%
Some High School, no diploma	2,726	4.57%
High School Graduate (or GED)	20,107	33.73%
Some College, no degree	13,456	22.57%
Associate Degree	7,910	13.27%
Bachelor's Degree	10,043	16.84%
Master's Degree	2,462	4.13%
Professional School Degree	631	1.06%
Doctorate Degree	240	0.40%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,332	35.94%
High School Graduate	1,247	33.65%
Some College or Associate's Degree	814	21.96%
Bachelor's Degree or Higher	314	8.47%
Households		
2028 Projection	36,302	
2023 Estimate	36,371	
2020 Census	36,624	
2010 Census	37,345	
Growth 2023 - 2028		-0.18%
Growth 2020 - 2023		-0.68%
Growth 2010 - 2020		-1.92%
2023 Est. Households by Household Type	**36,371**	
Family Households	23,353	64.21%
Nonfamily Households	13,018	35.79%
2023 Est. Group Quarters Population	1,806	
2023 Households by Ethnicity, Hispanic/Latino	2,199	

Retail Trade Area • Demographic Profile

Fairmont, Minnesota

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**36,371**	
Income < $15,000	2,692	7.40%
Income $15,000 - $24,999	3,155	8.68%
Income $25,000 - $34,999	2,950	8.11%
Income $35,000 - $49,999	5,355	14.72%
Income $50,000 - $74,999	6,826	18.77%
Income $75,000 - $99,999	5,276	14.51%
Income $100,000 - $124,999	3,808	10.47%
Income $125,000 - $149,999	2,406	6.62%
Income $150,000 - $199,999	1,988	5.47%
Income $200,000 - $249,999	887	2.44%
Income $250,000 - $499,999	735	2.02%
Income $500,000+	293	0.81%
2023 Est. Average Household Income		$82,828
2023 Est. Median Household Income		$63,870
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$64,672
Black or African American Alone		$64,605
American Indian and Alaska Native Alone		$45,661
Asian Alone		$38,793
Native Hawaiian and Other Pacific Islander Alone		$62,859
Some Other Race Alone		$55,794
Two or More Races		$63,912
Hispanic or Latino		$48,044
Not Hispanic or Latino		$65,388
2023 Est. Family HH Type by Presence of Own Child.	**23,353**	
Married-Couple Family, own children	6,294	26.95%
Married-Couple Family, no own children	12,813	54.87%
Male Householder, own children	914	3.91%
Male Householder, no own children	561	2.40%
Female Householder, own children	1,798	7.70%
Female Householder, no own children	974	4.17%
2023 Est. Households by Household Size	**36,371**	
1-person	11,151	30.66%
2-person	14,586	40.10%
3-person	4,279	11.77%
4-person	3,253	8.94%
5-person	2,135	5.87%
6-person	696	1.91%
7-or-more-person	271	0.75%
2023 Est. Average Household Size		2.30
2023 Est. Households by Presence of People Under 18	**36,371**	
Households with 1 or More People under Age 18:	9,564	26.30%
Married-Couple Family	6,542	68.40%
Other Family, Male Householder	968	10.12%
Other Family, Female Householder	1,939	20.27%
Nonfamily, Male Householder	100	1.05%
Nonfamily, Female Householder	16	0.17%

DESCRIPTION	DATA	%
Households with No People under Age 18:	**26,807**	
Married-Couple Family	12,561	46.86%
Other Family, Male Householder	501	1.87%
Other Family, Female Householder	836	3.12%
Nonfamily, Male Householder	6,056	22.59%
Nonfamily, Female Householder	6,853	25.56%
2023 Est. Households by Number of Vehicles	**36,371**	
No Vehicles	1,830	5.03%
1 Vehicle	10,699	29.42%
2 Vehicles	13,984	38.45%
3 Vehicles	6,267	17.23%
4 Vehicles	2,410	6.63%
5 or more Vehicles	1,181	3.25%
2023 Est. Average Number of Vehicles		2.0
Family Households		
2028 Projection	23,309	
2023 Estimate	23,353	
2010 Census	24,034	
Growth 2023 - 2028		-0.18%
Growth 2010 - 2023		-2.82%
2023 Est. Families by Poverty Status	**23,353**	
2023 Families at or Above Poverty	21,689	92.87%
2023 Families at or Above Poverty with Children	7,661	32.81%
2023 Families Below Poverty	1,664	7.12%
2023 Families Below Poverty with Children	1,226	5.25%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	42,445	62.01%
Civilian Labor Force, Unemployed	1,461	2.13%
Armed Forces	19	0.03%
Not in Labor Force	24,521	35.83%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**42,580**	
For-Profit Private Workers	27,196	63.87%
Non-Profit Private Workers	3,863	9.07%
Local Government Workers	438	1.03%
State Government Workers	1,290	3.03%
Federal Government Workers	3,594	8.44%
Self-Employed Workers	6,046	14.20%
Unpaid Family Workers	153	0.36%

Retail Trade Area • Demographic Profile

Fairmont, Minnesota

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**42,580**	
Architect/Engineer	606	1.42%
Arts/Entertainment/Sports	551	1.29%
Building Grounds Maintenance	1,407	3.30%
Business/Financial Operations	1,452	3.41%
Community/Social Services	809	1.90%
Computer/Mathematical	433	1.02%
Construction/Extraction	2,574	6.04%
Education/Training/Library	2,266	5.32%
Farming/Fishing/Forestry	1,351	3.17%
Food Prep/Serving	2,107	4.95%
Health Practitioner/Technician	2,329	5.47%
Healthcare Support	1,433	3.37%
Maintenance Repair	1,899	4.46%
Legal	207	0.49%
Life/Physical/Social Science	286	0.67%
Management	4,885	11.47%
Office/Admin. Support	4,574	10.74%
Production	4,336	10.18%
Protective Services	418	0.98%
Sales/Related	3,713	8.72%
Personal Care/Service	929	2.18%
Transportation/Moving	4,014	9.43%
2023 Est. Pop 16+ by Occupation Classification	**42,580**	
White Collar	22,111	51.93%
Blue Collar	12,824	30.12%
Service and Farm	7,645	17.95%
2023 Est. Workers Age 16+ by Transp. to Work	**41,845**	
Drove Alone	32,957	78.76%
Car Pooled	3,726	8.90%
Public Transportation	162	0.39%
Walked	1,603	3.83%
Bicycle	157	0.38%
Other Means	361	0.86%
Worked at Home	2,878	6.88%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	21,205	
15 - 29 Minutes	10,807	
30 - 44 Minutes	4,247	
45 - 59 Minutes	1,135	
60 or more Minutes	1,545	
2023 Est. Avg Travel Time to Work in Minutes		19
2023 Est. Occupied Housing Units by Tenure	36,371	
Owner Occupied	27,707	76.18%
Renter Occupied	8,664	23.82%
2023 Owner Occ. HUs: Avg. Length of Residence		19.50†
2023 Renter Occ. HUs: Avg. Length of Residence		8.20†

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	**27,707**	
Value Less than $20,000	615	2.22%
Value $20,000 - $39,999	1,148	4.14%
Value $40,000 - $59,999	1,638	5.91%
Value $60,000 - $79,999	2,134	7.70%
Value $80,000 - $99,999	2,573	9.29%
Value $100,000 - $149,999	5,371	19.39%
Value $150,000 - $199,999	3,675	13.26%
Value $200,000 - $299,999	4,898	17.68%
Value $300,000 - $399,999	2,537	9.16%
Value $400,000 - $499,999	1,208	4.36%
Value $500,000 - $749,999	1,115	4.02%
Value $750,000 - $999,999	389	1.40%
Value $1,000,000 or $1,499,999	187	0.68%
Value $1,500,000 or $1,999,999	120	0.43%
Value $2,000,000+	100	0.36%
2023 Est. Median All Owner-Occupied Housing Value		$154,340
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	36,752	81.04%
1 Unit Attached	870	1.92%
2 Units	676	1.49%
3 or 4 Units	1,039	2.29%
5 to 19 Units	2,578	5.68%
20 to 49 Units	1,396	3.08%
50 or More Units	557	1.23%
Mobile Home or Trailer	1,403	3.09%
Boat, RV, Van, etc.	79	0.17%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,157	2.55%
Housing Units Built 2010 to 2014	574	1.27%
Housing Units Built 2000 to 2009	3,585	7.91%
Housing Units Built 1990 to 1999	3,126	6.89%
Housing Units Built 1980 to 1989	2,723	6.00%
Housing Units Built 1970 to 1979	6,921	15.26%
Housing Units Built 1960 to 1969	4,593	10.13%
Housing Units Built 1950 to 1959	6,194	13.66%
Housing Units Built 1940 to 1949	3,569	7.87%
Housing Unit Built 1939 or Earlier	12,907	28.46%
2023 Est. Median Year Structure Built		1960

† Years

The Retail Coach®

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.

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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