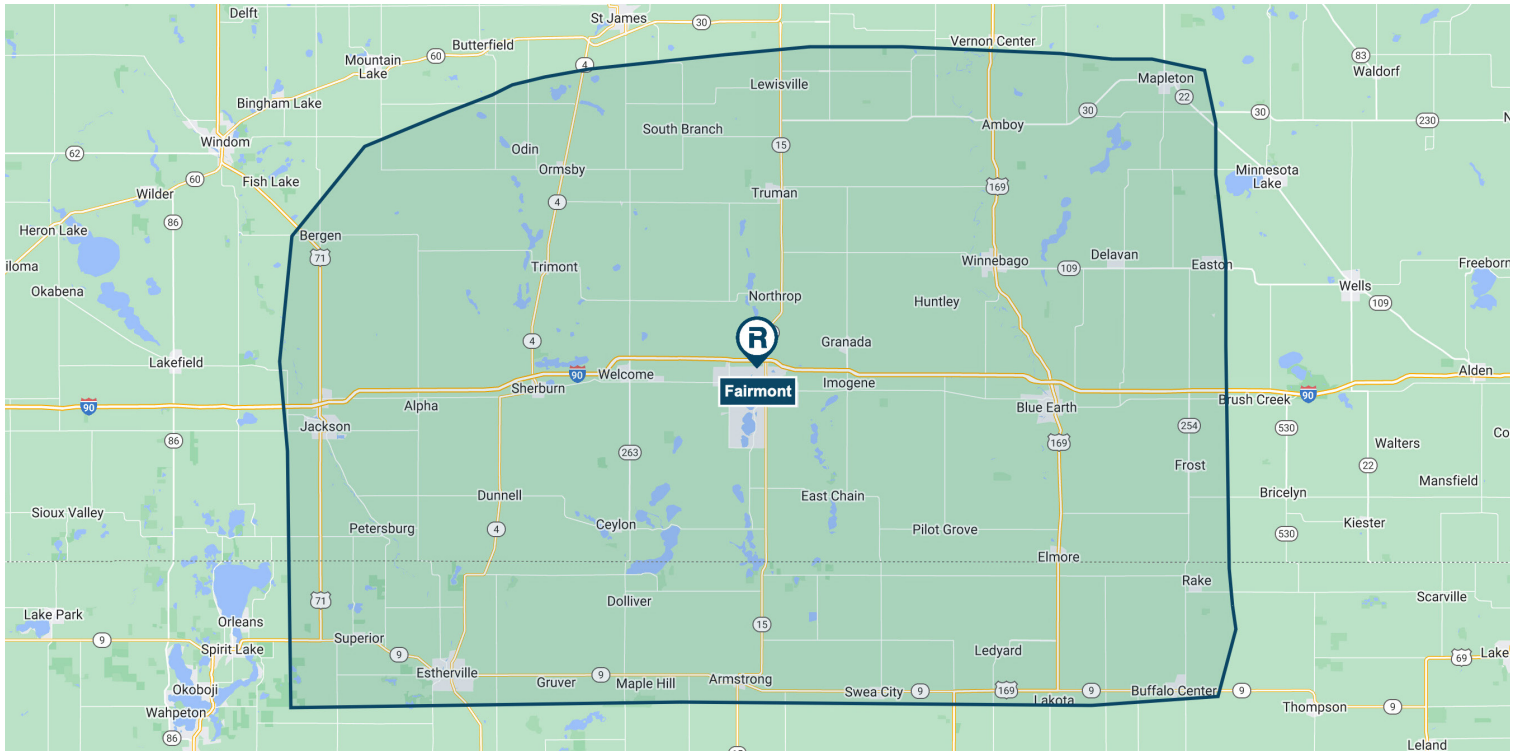# The**Retail**Coach.

Primary Retail Trade Area Demographic Profile

FAIRMONT, MINNESOTA

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

Primary Retail Trade Area • Demographic Snapshot

Fairmont, Minnesota

Population

2020	49,076
2023	48,384
2028	47,777

Educational Attainment (%)

Graduate or Professional Degree	5.20%
Bachelors Degree	15.67%
Associate Degree	13.96%
Some College	22.73%
High School Graduate (or GED)	35.06%
Some High School, No Degree	4.24%
Less than 9th Grade	3.14%

Income

Average HH	$83,653
Median HH	$64,934
Per Capita	$36,913

Age

0 - 9 Years	11.60%
10 - 17 Years	9.80%
18 - 24 Years	7.88%
25 - 34 Years	10.54%
35 - 44 Years	10.97%
45 - 54 Years	10.41%
55 - 64 Years	14.10%
65 and Older	24.70%
Median Age	44.27
Average Age	43.60

Race Distribution (%)

White	89.52%
Black/African American	1.09%
American Indian/ Alaskan	0.52%
Asian	0.53%
Native Hawaiian/ Islander	0.03%
Other Race	3.02%
Two or More Races	5.30%
Hispanic	7.50%

MARTIN COUNTY ECONOMIC DEVELOPMENT

FAIRMONT ECONOMIC DEVELOPMENT

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Primary Retail Trade Area • Demographic Profile

Fairmont, Minnesota

DESCRIPTION	DATA	%
Population		
2028 Projection	47,777	
2023 Estimate	48,384	
2020 Census	49,076	
2010 Census	51,784	
Growth 2023 - 2028		-1.25%
Growth 2020 - 2023		-1.40%
Growth 2010 - 2020		-5.22%
2023 Est. Population by Single-Classification Race	**48,384**	
White Alone	43,314	89.52%
Black or African American Alone	529	1.09%
Amer. Indian and Alaska Native Alone	249	0.52%
Asian Alone	254	0.53%
Native Hawaiian and Other Pacific Island Alone	13	0.03%
Some Other Race Alone	1,459	3.02%
Two or More Races	2,566	5.30%
2023 Est. Population by Hispanic or Latino Origin	**48,384**	
Not Hispanic or Latino	44,757	92.50%
Hispanic or Latino	3,627	7.50%
Mexican	2,964	81.72%
Puerto Rican	36	0.99%
Cuban	45	1.24%
All Other Hispanic or Latino	582	16.05%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**3,627**	
White Alone	1,129	31.13%
Black or African American Alone	18	0.50%
American Indian and Alaska Native Alone	100	2.76%
Asian Alone	13	0.36%
Native Hawaiian and Other Pacific Islander Alone	1	0.03%
Some Other Race Alone	1,286	35.46%
Two or More Races	1,080	29.78%
2023 Est. Pop by Race, Asian Alone, by Category	**254**	
Chinese, except Taiwanese	54	21.26%
Filipino	48	18.90%
Japanese	41	16.14%
Asian Indian	2	0.79%
Korean	16	6.30%
Vietnamese	5	1.97%
Cambodian	6	2.36%
Hmong	0	0.00%
Laotian	57	22.44%
Thai	2	0.79%
All Other Asian Races Including 2+ Category	23	9.06%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**48,384**	
Arab	32	0.07%
Czech	470	0.97%
Danish	833	1.72%
Dutch	829	1.71%
English	2,057	4.25%
French (except Basque)	703	1.45%
French Canadian	228	0.47%
German	15,415	31.86%
Greek	25	0.05%
Hungarian	16	0.03%
Irish	3,340	6.90%
Italian	378	0.78%
Lithuanian	11	0.02%
United States or American	1,242	2.57%
Norwegian	5,546	11.46%
Polish	1,009	2.08%
Portuguese	3	0.01%
Russian	124	0.26%
Scottish	319	0.66%
Scotch-Irish	152	0.31%
Slovak	53	0.11%
Subsaharan African	55	0.11%
Swedish	1,757	3.63%
Swiss	110	0.23%
Ukrainian	39	0.08%
Welsh	136	0.28%
West Indian (except Hisp. groups)	33	0.07%
Other ancestries	6,078	12.56%
Ancestry Unclassified	7,390	15.27%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	42,964	94.28%
Speak Asian/Pacific Island Language at Home	292	0.64%
Speak IndoEuropean Language at Home	350	0.77%
Speak Spanish at Home	1,910	4.19%
Speak Other Language at Home	53	0.12%

TheRetailCoach®

Primary Retail Trade Area • Demographic Profile

Fairmont, Minnesota

DESCRIPTION	DATA	%
2023 Est. Population by Age	**48,384**	
Age 0 - 4	2,815	5.82%
Age 5 - 9	2,799	5.79%
Age 10 - 14	2,920	6.04%
Age 15 - 17	1,820	3.76%
Age 18 - 20	1,712	3.54%
Age 21 - 24	2,101	4.34%
Age 25 - 34	5,099	10.54%
Age 35 - 44	5,307	10.97%
Age 45 - 54	5,036	10.41%
Age 55 - 64	6,823	14.10%
Age 65 - 74	6,552	13.54%
Age 75 - 84	3,472	7.18%
Age 85 and over	1,928	3.98%
Age 16 and over	39,259	81.14%
Age 18 and over	38,030	78.60%
Age 21 and over	36,318	75.06%
Age 65 and over	11,952	24.70%
2023 Est. Median Age		44.27
2023 Est. Average Age		43.60
2023 Est. Population by Sex	**48,384**	
Male	24,228	50.07%
Female	24,156	49.93%
2023 Est. Male Population by Age	**24,228**	
Age 0 - 4	1,440	5.94%
Age 5 - 9	1,435	5.92%
Age 10 - 14	1,493	6.16%
Age 15 - 17	918	3.79%
Age 18 - 20	876	3.62%
Age 21 - 24	1,071	4.42%
Age 25 - 34	2,661	10.98%
Age 35 - 44	2,760	11.39%
Age 45 - 54	2,558	10.56%
Age 55 - 64	3,456	14.27%
Age 65 - 74	3,322	13.71%
Age 75 - 84	1,567	6.47%
Age 85 and over	671	2.77%
2023 Est. Median Age, Male		43.01
2023 Est. Average Age, Male		42.60
2023 Est. Female Population by Age	**24,156**	
Age 0 - 4	1,375	5.69%
Age 5 - 9	1,364	5.65%
Age 10 - 14	1,427	5.91%
Age 15 - 17	903	3.74%
Age 18 - 20	836	3.46%
Age 21 - 24	1,030	4.26%
Age 25 - 34	2,438	10.09%
Age 35 - 44	2,547	10.54%
Age 45 - 54	2,478	10.26%
Age 55 - 64	3,367	13.94%
Age 65 - 74	3,230	13.37%
Age 75 - 84	1,905	7.89%
Age 85 and over	1,257	5.20%
2023 Est. Median Age, Female		45.66
2023 Est. Average Age, Female		44.50

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,645	24.20%
Males, Never Married	5,618	14.10%
Females, Never Married	4,028	10.11%
Married, Spouse present	21,129	53.02%
Married, Spouse absent	1,110	2.79%
Widowed	3,206	8.05%
Males Widowed	723	1.81%
Females Widowed	2,482	6.23%
Divorced	4,760	11.95%
Males Divorced	2,401	6.03%
Females Divorced	2,359	5.92%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,075	3.14%
Some High School, no diploma	1,451	4.24%
High School Graduate (or GED)	11,997	35.06%
Some College, no degree	7,779	22.73%
Associate Degree	4,775	13.96%
Bachelor's Degree	5,361	15.67%
Master's Degree	1,356	3.96%
Professional School Degree	296	0.87%
Doctorate Degree	127	0.37%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	545	31.82%
High School Graduate	578	33.74%
Some College or Associate's Degree	452	26.39%
Bachelor's Degree or Higher	139	8.11%
Households		
2028 Projection	20,742	
2023 Estimate	20,955	
2020 Census	21,208	
2010 Census	22,117	
Growth 2023 - 2028		-1.1%
Growth 2020 - 2023		-1.18%
Growth 2010 - 2020		-4.10%
2023 Est. Households by Household Type	**20,955**	
Family Households	13,506	64.45%
Nonfamily Households	7,449	35.55%
2023 Est. Group Quarters Population	895	
2023 Households by Ethnicity, Hispanic/Latino	1,041	

Primary Retail Trade Area • Demographic Profile

Fairmont, Minnesota

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**20,955**	
Income < $15,000	1,681	8.02%
Income $15,000 - $24,999	1,718	8.20%
Income $25,000 - $34,999	1,627	7.76%
Income $35,000 - $49,999	2,963	14.14%
Income $50,000 - $74,999	3,966	18.93%
Income $75,000 - $99,999	3,121	14.89%
Income $100,000 - $124,999	2,229	10.64%
Income $125,000 - $149,999	1,374	6.56%
Income $150,000 - $199,999	1,144	5.46%
Income $200,000 - $249,999	510	2.43%
Income $250,000 - $499,999	431	2.06%
Income $500,000+	190	0.91%
2023 Est. Average Household Income		$83,653
2023 Est. Median Household Income		$64,934
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$65,710
Black or African American Alone		$78,593
American Indian and Alaska Native Alone		$53,935
Asian Alone		$56,502
Native Hawaiian and Other Pacific Islander Alone		$22,016
Some Other Race Alone		$58,203
Two or More Races		$57,188
Hispanic or Latino		$47,519
Not Hispanic or Latino		$66,271
2023 Est. Family HH Type by Presence of Own Child.	**13,506**	
Married-Couple Family, own children	3,589	26.57%
Married-Couple Family, no own children	7,352	54.44%
Male Householder, own children	567	4.20%
Male Householder, no own children	332	2.46%
Female Householder, own children	1,091	8.08%
Female Householder, no own children	573	4.24%
2023 Est. Households by Household Size	**20,955**	
1-person	6,211	29.64%
2-person	8,483	40.48%
3-person	2,640	12.60%
4-person	1,907	9.10%
5-person	1,179	5.63%
6-person	361	1.72%
7-or-more-person	173	0.83%
2023 Est. Average Household Size		2.30
2023 Est. Households by Presence of People Under 18	**20,955**	
Households with 1 or More People under Age 18:	5,570	26.58%
Married-Couple Family	3,733	67.02%
Other Family, Male Householder	591	10.61%
Other Family, Female Householder	1,176	21.11%
Nonfamily, Male Householder	60	1.08%
Nonfamily, Female Householder	10	0.18%

DESCRIPTION	DATA	%
Households with No People under Age 18:	**15,385**	
Married-Couple Family	7,207	46.84%
Other Family, Male Householder	301	1.96%
Other Family, Female Householder	491	3.19%
Nonfamily, Male Householder	3,487	22.66%
Nonfamily, Female Householder	3,899	25.34%
2023 Est. Households by Number of Vehicles	**20,955**	
No Vehicles	940	4.49%
1 Vehicle	6,187	29.52%
2 Vehicles	7,740	36.94%
3 Vehicles	3,915	18.68%
4 Vehicles	1,487	7.10%
5 or more Vehicles	685	3.27%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	13,372	
2023 Estimate	13,506	
2010 Census	14,288	
Growth 2023 - 2028		-0.98%
Growth 2010 - 2023		-5.46%
2023 Est. Families by Poverty Status	**13,506**	
2023 Families at or Above Poverty	12,470	92.33%
2023 Families at or Above Poverty with Children	4,403	32.60%
2023 Families Below Poverty	1,036	7.67%
2023 Families Below Poverty with Children	729	5.40%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	24,344	62.01%
Civilian Labor Force, Unemployed	954	2.43%
Armed Forces	15	0.04%
Not in Labor Force	13,947	35.53%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**24,274**	
For-Profit Private Workers	15,542	64.03%
Non-Profit Private Workers	2,343	9.65%
Local Government Workers	124	0.51%
State Government Workers	593	2.44%
Federal Government Workers	2,095	8.63%
Self-Employed Workers	3,512	14.47%
Unpaid Family Workers	66	0.27%

Primary Retail Trade Area • Demographic Profile

Fairmont, Minnesota

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**24,274**	
Architect/Engineer	308	1.27%
Arts/Entertainment/Sports	347	1.43%
Building Grounds Maintenance	781	3.22%
Business/Financial Operations	921	3.79%
Community/Social Services	588	2.42%
Computer/Mathematical	247	1.02%
Construction/Extraction	1,289	5.31%
Education/Training/Library	1,190	4.90%
Farming/Fishing/Forestry	775	3.19%
Food Prep/Serving	1,315	5.42%
Health Practitioner/Technician	1,300	5.36%
Healthcare Support	865	3.56%
Maintenance Repair	1,090	4.49%
Legal	98	0.40%
Life/Physical/Social Science	139	0.57%
Management	2,708	11.16%
Office/Admin. Support	2,483	10.23%
Production	2,555	10.53%
Protective Services	213	0.88%
Sales/Related	2,293	9.45%
Personal Care/Service	568	2.34%
Transportation/Moving	2,200	9.06%
2023 Est. Pop 16+ by Occupation Classification	**24,274**	
White Collar	12,623	52.00%
Blue Collar	7,134	29.39%
Service and Farm	4,518	18.61%
2023 Est. Workers Age 16+ by Transp. to Work	**23,917**	
Drove Alone	18,802	78.61%
Car Pooled	1,952	8.16%
Public Transportation	70	0.29%
Walked	905	3.78%
Bicycle	60	0.25%
Other Means	216	0.90%
Worked at Home	1,912	7.99%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,345	
15 - 29 Minutes	6,423	
30 - 44 Minutes	2,603	
45 - 59 Minutes	733	
60 or more Minutes	887	
2023 Est. Avg Travel Time to Work in Minutes		19
2023 Est. Occupied Housing Units by Tenure	20,955	
Owner Occupied	15,974	76.23%
Renter Occupied	4,980	23.76%
2023 Owner Occ. HUs: Avg. Length of Residence		20.20†
2023 Renter Occ. HUs: Avg. Length of Residence		8.50†

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	**15,974**	
Value Less than $20,000	351	2.20%
Value $20,000 - $39,999	751	4.70%
Value $40,000 - $59,999	954	5.97%
Value $60,000 - $79,999	1,311	8.21%
Value $80,000 - $99,999	1,619	10.14%
Value $100,000 - $149,999	3,176	19.88%
Value $150,000 - $199,999	2,166	13.56%
Value $200,000 - $299,999	2,792	17.48%
Value $300,000 - $399,999	1,399	8.76%
Value $400,000 - $499,999	616	3.86%
Value $500,000 - $749,999	548	3.43%
Value $750,000 - $999,999	156	0.98%
Value $1,000,000 or $1,499,999	70	0.44%
Value $1,500,000 or $1,999,999	38	0.24%
Value $2,000,000+	28	0.18%
2023 Est. Median All Owner-Occupied Housing Value		$146,743
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	19,990	83.37%
1 Unit Attached	472	1.97%
2 Units	400	1.67%
3 or 4 Units	515	2.15%
5 to 19 Units	1,041	4.34%
20 to 49 Units	711	2.97%
50 or More Units	315	1.31%
Mobile Home or Trailer	524	2.18%
Boat, RV, Van, etc.	8	0.03%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	319	1.33%
Housing Units Built 2010 to 2014	184	0.77%
Housing Units Built 2000 to 2009	1,164	4.86%
Housing Units Built 1990 to 1999	1,131	4.72%
Housing Units Built 1980 to 1989	1,413	5.89%
Housing Units Built 1970 to 1979	3,644	15.20%
Housing Units Built 1960 to 1969	2,190	9.13%
Housing Units Built 1950 to 1959	3,875	16.16%
Housing Units Built 1940 to 1949	2,195	9.16%
Housing Unit Built 1939 or Earlier	7,862	32.79%
2023 Est. Median Year Structure Built		1955

† 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.

The**Retail**Coach®

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.

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