

Owatonna Community Profile

Full Community Details (Owatonna, Minnesota)

People

Population	25,539
Labor Force	14,164
Job Growth Rate (1 Year)	7.8%
Unemployment Rate	
Median Age	36.74

Labor Force

Bachelors Degree or higher	23.2%
High School Degree or higher	88.3%
White Collar Workers	59%
Blue Collar Workers	40%
Universities in Community	1
Universities in Community + 50 miles	23
Community Colleges in Community	0
Community Colleges in Community + 50 miles	6

Budgets

Household Expenditures (Average)	51,273
Household Income (Median)	53,507

Transportation

Commute Travel Time (minutes)	16
Airports in Community	0
Airports in Community + 50 miles	1
Distance to Interstate (miles)	In Community
Distance to Rail (miles)	In Community
Latitude	44.0904561828
Longitude	-93.2303965165

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 and 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
Website	www.alliant-energy.com
Contact	Larry Nelson
Contact Phone	(507) 379-1250

Electricity

Provider Name	Owatonna Public Utilities
Phone	(507) 451-2480
Website	n/a
Contact	Dan Morgan
Contact Phone	(507) 451-2839

Natural Gas

Provider Name	Owatonna Public Utilities
Phone	(507) 451-2480
Website	n/a
Contact	Doug Bendorf
Contact Phone	(507) 451-2839

Wastewater

Provider Name	City of Owatonna
Phone	(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

Report provided by the State of Minnesota <http://statemn.zoomprospector.com>

Owatonna Labor Numbers

Labor Force Report (Owatonna, Minnesota)

Total Establishments

1,118

Total Employees

18,684

Total Establishments by Size (2013)

	TOTAL	%
1-4 Employees	654	58.50
5-9 Employees	204	18.25
10-19 Employees	105	9.39
20-49 Employees	90	8.05
50-99 Employees	42	3.76
100-249 Employees	13	1.16
250-499 Employees	3	0.27
500-999 Employees	4	0.36
1000+ Employees	3	0.27

Total Employees by Major SIC (2013)

	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	163	0.87
Mining (SIC 10-14)	2	0.01
Construction (SIC 15-17)	558	2.99
Manufacturing (SIC 20-39)	3,938	21.08
Transportation and Communications (SIC 40-49)	540	2.89
Wholesale Trade (SIC 50-51)	1,923	10.29
Retail Trade (SIC 52-59)	3,334	17.84
Finance, Insurance And Real Estate (SIC 60-69)	2,170	11.61
Services (SIC 70-89)	5,306	28.40
Public Administration (SIC 90-98)	716	3.83
Unclassified (SIC 99)	30	0.16

Total Businesses by Establishment Type (2013)

	TOTAL	%
Agriculture, Forestry and Fishing	3	0.27
Agricultural Services	17	1.52
Coal and Ore Mining	1	0.09
Oil and Gas	0	0.00
General Construction	19	1.70
Heavy Construction	52	4.65
Food Manufacturing	4	0.36
Tobacco Manufacturing	0	0.00
Textile Mills	0	0.00
Apparel and Textile Manufacturing	0	0.00
Lumber and Wood Production	1	0.09
Furniture Manufacturing	0	0.00
Paper Manufacturing	1	0.09
Printing and Publishing	11	0.98
Chemicals	0	0.00
Petroleum Refining	0	0.00
Rubber and Plastics	2	0.18
Leather Manufacturing	1	0.09
Stone, Glass, and Concrete	2	0.18
Metals Fabrication	7	0.63
Machinery and Equipment Manufacturing	19	1.70
Transportation	25	2.24
Travel Services	4	0.36
Transport Services	1	0.09
Communications	9	0.81
Utilities	5	0.45
Durables Wholesale	35	3.13
Non Durables Wholesale	4	0.36
Building Materials, Hardware and Garden	18	1.61
General Merchandise Stores	6	0.54
Food Markets	6	0.54
Convenience Stores	7	0.63
Other Food Stores	11	0.98
Auto Dealers and Gas Stations	21	1.88
Clothing Stores	8	0.72
Furniture Stores	6	0.54
Home Furnishings	8	0.72
Electronics and Computer Stores	3	0.27
Music Stores	1	0.09
Restaurants	35	3.13
Other Food Service	16	1.43

Total Employees by Establishment Type (2013)

	TOTAL	%
Agriculture, Forestry and Fishing	97	0.52
Agricultural Services	66	0.35
Coal and Ore Mining	2	0.01
Oil and Gas	0	0.00
General Construction	69	0.37
Heavy Construction	489	2.62
Food Manufacturing	162	0.87
Tobacco Manufacturing	0	0.00
Textile Mills	0	0.00
Apparel and Textile Manufacturing	0	0.00
Lumber and Wood Production	2	0.01
Furniture Manufacturing	0	0.00
Paper Manufacturing	21	0.11
Printing and Publishing	319	1.71
Chemicals	0	0.00
Petroleum Refining	0	0.00
Rubber and Plastics	183	0.98
Leather Manufacturing	11	0.06
Stone, Glass, and Concrete	23	0.12
Metals Fabrication	1,653	8.85
Machinery and Equipment Manufacturing	1,564	8.37
Transportation	303	1.62
Travel Services	13	0.07
Transport Services	1	0.01
Communications	110	0.59
Utilities	113	0.60
Durables Wholesale	1,895	10.14
Non Durables Wholesale	28	0.15
Building Materials, Hardware and Garden	223	1.19
General Merchandise Stores	640	3.43
Food Markets	399	2.14
Convenience Stores	113	0.60
Other Food Stores	67	0.36
Auto Dealers and Gas Stations	176	0.94
Clothing Stores	24	0.13
Furniture Stores	62	0.33
Home Furnishings	32	0.17
Electronics and Computer Stores	7	0.04
Music Stores	2	0.01
Restaurants	845	4.52
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 (2013)

TOTAL

Population (2013) 25,539

Population (2018)

TOTAL

Population (2018) 25,392

Sex (2013)

TOTAL %

Male 12,504 48.96

Female 13,035 51.04

Sex (2018)

TOTAL %

Male 12,419 48.91

Female 12,973 51.09

Age Distribution (2013)

TOTAL %

0-4 1,856 7.27

5-9 1,866 7.31

10-19 3,523 13.79

20-29 3,090 12.1

30-39 3,118 12.21

40-49 3,460 13.55

50-59 3,473 13.6

60-64 1,420 5.56

65+ 3,734 14.62

Age Distribution (2018)

TOTAL %

0-4 1,612 6.35

5-9 1,754 6.91

10-19 3,531 13.91

20-29 3,242 12.77

30-39 3,083 12.14

40-49 3,005 11.83

50-59 3,422 13.48

60-64 1,596 6.29

65+ 4,147 16.33

Race Distribution (2013)

TOTAL %

White 23,436 91.77

Black 846 3.31

American Indian 67 .26

Asian 230 .9

Pacific Islander 3 .01

Other 561 2.2

Multirace 396 1.55

Hispanic 2,012 7.88

Race Distribution (2018)

TOTAL %

White 23,328 91.87

Black 826 3.25

American Indian 66 .26

Asian 226 .89

Pacific Islander 3 .01

Other 555 2.19

Multirace 388 1.53

Hispanic 2,388 9.4

Total Households (2013)

TOTAL %

Households 10,106

Families 6,749 66.78

Total Households (2018)

TOTAL %

Households 10,156

Families 6,779 66.75

Household Income Distribution (2013)

TOTAL %

<\$10 K 574 5.68

\$10-\$20K 909 8.99

\$20-\$30K 931 9.21

\$30-\$40K 1,358 13.44

\$40-\$50K 976 9.66

\$50-\$60K 916 9.06

\$60-\$75K 1,332 13.18

\$75-\$100K 1,370 13.56

> \$100K 1,739 17.21

Household Income Distribution (2018)

TOTAL %

<\$10 K 555 5.46

\$10-\$20K 756 7.44

\$20-\$30K 892 8.78

\$30-\$40K 1,176 11.58

\$40-\$50K 1,148 11.3

\$50-\$60K 947 9.32

\$60-\$75K 1,222 12.03

\$75-\$100K 1,353 13.32

> \$100K 2,110 20.78

Labor Force Status (2013)

TOTAL %

Labor Force 14,164

Employed 13,224 93.36

Unemployed 904 6.38

In Armed Forces 36

Not In Labor Force 5,463

Labor Force Status (2018)

TOTAL %

Labor Force 14,309

Employed 13,360 93.37

Unemployed 912 6.37

In Armed Forces 37

Not In Labor Force 5,544

Total Number of Housing (2013)

TOTAL %

Total Dwellings 10,838

Owner-Occupied Dwellings 7,492 74.14

Total Number of Housing (2018)

TOTAL %

Total Dwellings 10,954

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)

	TOTAL	%
Population Age 25+	16,877	
< Grade 9	1,043	6.18
Grade 9-12	925	5.48
High School	5,997	35.53
Some College	3,523	20.87
Assoc Degree	1,469	8.7
Bach Degree	2,720	16.12
Grad Degree	1,200	7.11

Education Attainment (2018)

	TOTAL	%
Population Age 25+	16,658	
< Gr 9	1,034	6.21
Gr 9-12	916	5.5
High School	5,957	35.76
Some College	3,476	20.87
Assoc Degree	1,452	8.72
Bach Degree	2,657	15.95
Grad Degree	1,166	7

Size of Household (2013)

	TOTAL	%
1 Person	2,832	28.02
2 Person	3,537	35
3 Person	1,409	13.94
4 Person	1,327	13.13
5 Person	668	6.61
6+ Person	193	1.91

Size of Household (2018)

	TOTAL	%
1 Person	2,851	28.07
2 Person	3,557	35.02
3 Person	1,413	13.91
4 Person	1,331	13.11
5 Person	670	6.6
6+ Person	194	1.91

Source: Applied Geographic Solutions, 2013

Owatonna Consumer Spending

Consumer Spending Report (Owatonna, Minnesota)

Consumer Expenditures (2013)

\$ PER HOUSEHOLD

TOTAL \$000'S

Apparel

Totals:	\$2,445	\$24,712
Men's Apparel	\$468	\$4,734
Boys' Apparel	\$117	\$1,190
Women's Apparel	\$816	\$8,248
Girls' Apparel	\$161	\$1,632
Infants Apparel	\$109	\$1,105
Footwear	\$402	\$4,065
Apparel Services and Accessories	\$369	\$3,738

Education

Totals:	\$1,149	\$11,613
Books And Supplies	\$161	\$1,628
Tuition	\$988	\$9,985

Entertainment

Totals:	\$2,838	\$28,688
Fees And Admissions	\$704	\$7,122
Video And Audio Equipment	\$1,009	\$10,201
Recreational Equipment And Supplies	\$1,124	\$11,364

Food and Beverages

Totals:	\$7,967	\$80,516
Food At Home	\$4,210	\$42,553
Food Away From Home	\$3,164	\$31,983
Alcoholic Beverages	\$591	\$5,979

Health Care

Totals:	\$3,227	\$32,614
Health Care Insurance	\$1,557	\$15,739
Health Care Services	\$776	\$7,848
Health Care Supplies And Equipment	\$893	\$9,027

Household Furnishings

Totals:	\$2,220	\$22,444
Household Textiles	\$155	\$1,574
Furniture	\$603	\$6,101
Floor Coverings	\$71	\$724
Major Appliances	\$263	\$2,661
Housewares And Small Appliances	\$1,126	\$11,385

Shelter

Totals:	\$9,919	\$100,249
Mortgage Interest	\$3,912	\$39,541
Property Taxes	\$1,635	\$16,524
Miscellaneous Owned Dwelling Costs	\$1,316	\$13,308
Rental Costs	\$2,508	\$25,349
Other Lodging	\$546	\$5,527

Household Operations

Totals:	\$1,745	\$17,635
Babysitting And Elderly Care	\$400	\$4,052
Household Services	\$318	\$3,223
Alimony And Child Support	\$253	\$2,566
Household Supplies	\$771	\$7,795

Miscellaneous Expenses

Totals:	\$870	\$8,802
Legal And Accounting	\$104	\$1,059
Funeral And Cemetery	\$95	\$968
Finance Charges Excluding Mortgage And Vehicle	\$562	\$5,684
Other Miscellaneous Expenses	\$107	\$1,090

Consumer Expenditures (2013), Cont'd

\$ PER HOUSEHOLD

TOTAL \$000'S

Personal Care

Totals:	\$746	\$7,542
Hair Care	\$57	\$585
Electric Personal Care Appliances	\$14	\$148
Personal Care Services	\$500	\$5,053
Personal Care Products	\$173	\$1,757

Reading

Totals:	\$167	\$1,693
Newspapers	\$71	\$725
Magazines	\$34	\$348
Books	\$61	\$619

Tobacco

Totals:	\$359	\$3,636
Cigarettes	\$323	\$3,273
Other Tobacco Products	\$35	\$363

Transportation

Totals:	\$10,302	\$104,115
New Vehicle Purchase	\$2,527	\$25,545
Used Vehicle Purchase	\$1,683	\$17,010
Motorcycles (New And Used)	\$69	\$703
Vehicle Finance Charges	\$493	\$4,991
Gasoline And Oil	\$2,392	\$24,175
Vehicle Repair And Maintenance	\$810	\$8,194
Vehicle Insurance	\$1,193	\$12,062
Public Transportation	\$571	\$5,771
Other Transportation Costs	\$560	\$5,664

Utilities

Totals:	\$3,696	\$37,356
Natural Gas	\$512	\$5,181
Electricity	\$1,358	\$13,730
Fuel Oil And Other Fuels	\$137	\$1,390
Telephone Service	\$1,265	\$12,788
Other Utilities	\$422	\$4,268

Gifts

Totals:	\$1,294	\$13,078
Gifts Of Apparel	\$256	\$2,592
Gifts Of Apparel Accessories	\$32	\$330
Gifts Of Education	\$262	\$2,652
Gifts Of Recreation	\$88	\$893
Gifts Of Food And Beverages	\$120	\$1,213
Gifts Of Household Furnishings And Equipment	\$211	\$2,139
Gifts Of Household	\$54	\$555
Gifts Of Transportation	\$66	\$674
Gifts Elsewhere Unspecified	\$200	\$2,029

Personal Insurance

	\$504	\$5,097
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Contributions

	\$1,818	\$18,383
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Source: Applied Geographic Solutions, 2013

