

NORTHFIELD COMMUNITY UPDATE

April 2017

Demographic Composition

Total population	20,309
Median Age	26.6
20 to 44 years old	36.5%
45 to 64 years old	20.2%
65 years and older	13.6%

White	87.4%
Black/African American	2.6%
Asian	4.5%
American Indian	0.3%
Two or more races	2.0%
Hispanic/Latino	7.2%

American Community Survey (ACS) 2011—2015

NORTHFIELD COMPREHENSIVE PLAN

TABLE 2.1: GENERAL POPULATION OF NORTHFIELD BY YEAR (2017 Update)

Year	Total Population	Population Increase	% Growth From Last Census	Population Excluding College Students	Population Increase Excluding College Students	% Growth Based on Non-Student Population
1960	8,707	1,220	16%	5,834	N/A	N/A
1970	10,235	1,528	18%	6,435	601	10%
1980	12,562	2,327	23%	7,560	1,125	17%
1990	14,684	2,122	17%	9,746	2,186	29%
2000	17,147	2,463	17%	12,339	2,593	27%
2010	20,007	2,860	16.68%	14,611	2,272	18.41%
2015	20,309	302	1.51%	14,045	-566	-3.87%

NORTHFIELD COMPREHENSIVE PLAN

TABLE 2.7: NORTHFIELD HOUSEHOLDS BY YEAR (2017 Update)

Year	Households	Persons Per Household
1960	2,031	2.92
1970	2,285	2.89
1980	3,170	2.60
1990	4,056	2.49
2000	4,909	2.53
2010	6,272	2.44
2015	6,428	2.43

NORTHFIELD COMPREHENSIVE PLAN

TABLE 2.8: PERSONS BY HOUSEHOLDS BY AREA (2017 Update)

Geographical Area	Persons Per Household
Northfield	2.44
Rice County	2.55
Dakota County	2.60
Minnesota	2.48

Commercial Sector Status

Commercial Construction (2012-2016)

* 2016 Commercial Construction

7 Total Projects exceeding \$1 Million

- 985 Hwy 3 (\$1,713,700)
- Holland Hall (\$6,926,500)
- Weitz Center (\$35,000,000)
- 105 College St (\$3,153,270)
- Larson Hall (\$11,883,280)
- 2300 North Avenue (\$1,405,000)
- 1012 Woodley St (\$1,078,441)

	Total Permit Value	Total Projects
2012	\$10,944,450	41
2013	\$17,713,854	33
2014	\$14,285,783	38
2015	\$10,110,263	51
2016*	\$55,830,617	57

Northfield Community Development, 2012-2016

Comparison with Competing Trade Centers, 2014

Town	Population	Gross Sales (\$millions)	Taxable Sales (\$millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Northfield	20,313	\$541.58	\$108.82	371	\$5,357	0.61
Faribault	23,631	\$497.53	\$176.97	422	\$7,489	0.85
Farmington	22,386	\$164.21	\$76.44	242	\$3,415	0.39
Red Wing	16,505	\$627.91	\$189.09	407	\$11,457	1.31

U of M Retail Trade Analysis, 2016

Northfield Selected Components of Change*, 2011 to 2014

Selected Categories	Taxable Sales 2011	Taxable Sales 2014	Dollar Change	Percent Change
Vehicles & Parts	\$5,495,368	\$7,850,271	+\$2,354,903	+42.85%
Furniture Stores	\$1,515,259	\$2,250,943	+\$735,684	+48.55%
Electronics	NA	NA	NA	NA
Building Materials	NA	NA	NA	NA
Food, Groceries	\$11,374,262	\$11,513,122	+\$138,860	+1.22%
Health, Personal Stores	\$1,932,871	\$1,913,105	-\$19,766	-1.02%
Gas/Convenience Stores	\$4,208,677	\$4,602,668	+\$393,991	+9.36%
Clothing	\$538,033	\$474,590	-\$63,443	-11.79%
Leisure Goods	\$702,044	\$704,617	+\$2,573	+0.37%
General Merchandise Stores	NA	NA	NA	NA
Miscellaneous Retail	\$23,866,814	\$27,871,817	+\$4,005,003	+16.78%
Accommodations	\$1,265,305	\$2,209,316	+\$944,011	+74.61%
Eating & Drinking	+\$23,414,419	+\$27,840,642	+\$4,426,223	+18.90%
Total Retail and Services Sales	\$94,701,327	\$108,822,901	+\$14,121,574	+14.91%

* Figures not adjusted for inflation.

Education (25 years and older)

No HS Degree or GED	5.5%
Only HS Degree or GED	20.5%
Some college, no degree	18.6%
Associate's degree	7.6%
Bachelor's Degree	27.1%
Graduate or professional	20.7%

American Community Survey (ACS) 2011—2015

NORTHFIELD COMPREHENSIVE PLAN

TABLE 2.8: EDUCATION BY AREA (2017 Update)

Geographical Area	Bachelor's Degree or Higher
Northfield	47.8%
Rice County	27.6%
Dakota County	40.3%
Minnesota	33.7%

Annual Household Income

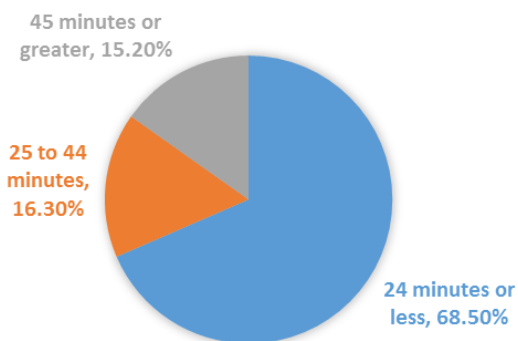
Median Household Income	\$57,866
\$24,999 or less	22.1%
\$25,000 to \$49,999	23.0%
\$50,000 to \$99,999	31.5%
\$100,000 or greater	23.3%

Workforce Composition

Northfield Workforce	8,076
Work & live in Northfield	5,492
Live in Northfield work elsewhere	2,584

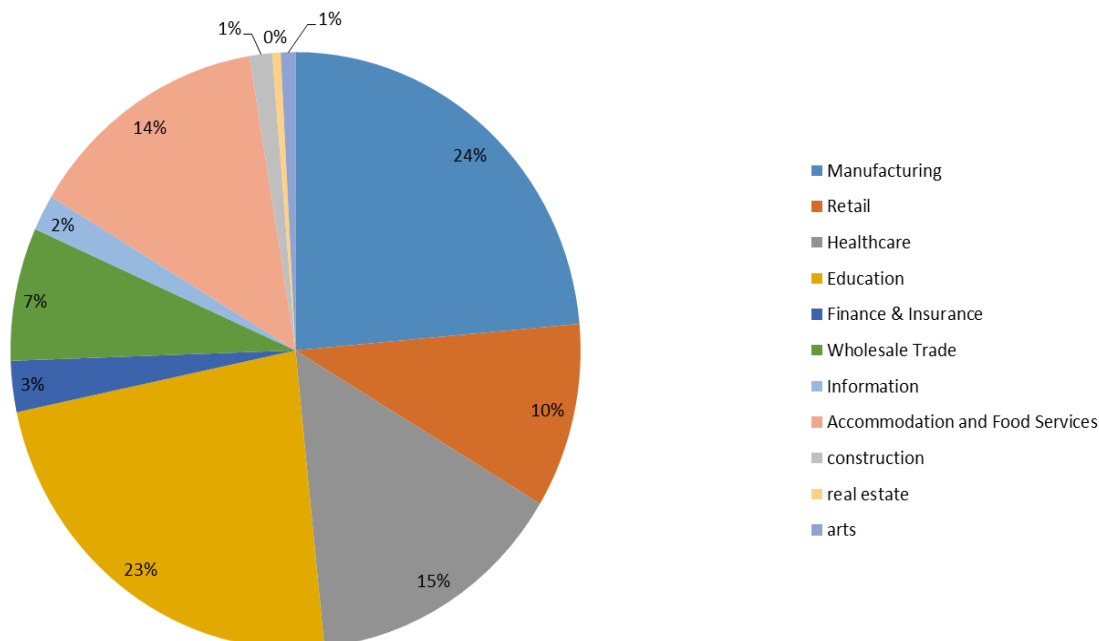
Quarterly Census of Employment and Wages (QCEW), DEED

NORTHFIELD WORKER TRAVEL TIME TO WORK



American Community Survey (ACS) 2011—2015

Total Employment (2016 DEED data)



Residential Status

Housing

Total Units	6,792
Owner Occupied	67.2%
Renter Occupied	32.8%

Owner Occupied Housing Value

\$149,999 or less	24.2%
\$150,000 to \$299,999	60.5%
\$300,000 to \$499,999	14.2%
\$500,000 or greater	1.2%

Gross Rent Per Month

Less than \$500	18.5%
\$500 to \$1,499	71.2%
\$1,500 to \$2,999	10.2%
\$3,000 or more	0%

Housing Costs as Percentage of Income

\$34,999 or less (Income)		
	20% of income	2.8%
	30% or more	20.8%
\$35,000 to \$74,999 (Income)		
	20% of income	10.8%
	30% or more	8.4%
\$75,000 or more (income)		
	20% of income	26.2%
	30% or more	1.4%

American Community Survey (ACS) 2011-2015

New Single Family Construction (2012-2016)

Average Permit Value	\$245,285
Average Sale Price	\$305,298

Northfield Community Development, 2012-2016

Sources:

American Community Survey (ACS). 2011-2015

Northfield Community Development Department. Building Permits. 2013-2016

Quarterly Census of Employment and Wages (QCEW). DEED. 2005—2015

University of Minnesota Extension. Retail Trade Analysis Northfield and Rice County. 2016.

