



City of Waconia

Waconia Demographics

	Waconia	5 mi. radius
2010 Population	10,697	19,085
2015 Projected Population	12,775	21,135
2010 Male Population	48.1%	49.2%
2010 Female Population	51.9%	50.8%
2010 Median Age	34.5	34.4
Key Employer:		
Ridgeview Medical Center	1,691	
Occupational Distribution		
2010 % White Collar Jobs	67	66
2010 % Service Jobs	15	15
2010 % % Blue Collar Jobs	18	19
Households		
2010 Total Households	4,431	6,968
2015 Total Projected Households	4,889	7,765
2010 Average Household Size	2.57	2.66

Households by Income

Current median household income is \$84,892 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$101,352 in five years. In 2000, median household income was \$62,137.

Current average household income is \$99,811 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$113,115 in five years. In 2000, average household income was \$75,584, compared to \$43,566 in 1990.

Current per capita income is \$36,893 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$42,029 in five years. In 2000, the per capita income was \$26,930, compared to \$15,249 in 1990.

Data Note: Income is expressed in current dollars

Economic Development Contact:

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City Hall 201 South Vine Street Waconia, MN 55387 952-442-2184	Public Services 310 10 th Street East Waconia, MN 55387 952-442-2615	Fire Station 24 Maple Street East Waconia, MN 55387 952-442-2316	Safari Island Community Center 1600 Community Drive Waconia, MN 55387 952-442-0695	Ice Arena 1250 Oak Avenue Waconia, MN 55387 952-442-RINK (7465)
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Waconia Labor Force Report 2012

Labor Force Report (Waconia, Minnesota)

Total Establishments	
	413
Total Employees	
	5,990

Total Establishments by Size (2011)		
	TOTAL	%
1-4 Employees	238	57.63
5-9 Employees	74	17.92
10-19 Employees	50	12.11
20-49 Employees	29	7.02
50-99 Employees	14	3.39
100-249 Employees	6	1.45
250-499 Employees	0	0.00
500-999 Employees	1	0.24
1000+ Employees	1	0.24

Total Employees by Major SIC (2011)		
	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	81	1.35
Mining (SIC 10-14)	0	0.00
Construction (SIC 15-17)	149	2.49
Manufacturing (SIC 20-39)	834	13.92
Transportation and Communications (SIC 40-49)	130	2.17
Wholesale Trade (SIC 50-51)	210	3.51
Retail Trade (SIC 52-59)	1,052	17.56
Finance, Insurance And Real Estate (SIC 60-69)	185	3.09
Services (SIC 70-89)	3,229	53.91
Public Administration (SIC 90-98)	93	1.55
Unclassified (SIC 99)	21	0.35

Total Businesses by Establishment Type (2011)		
	TOTAL	%
Agriculture, Forestry and Fishing	2	0.48
Agricultural Services	16	3.87
Coal and Ore Mining	0	0.00
Oil and Gas	0	0.00
General Construction	6	1.45
Heavy Construction	24	5.81
Food Manufacturing	1	0.24
Tobacco Manufacturing	0	0.00
Textile Mills	0	0.00
Apparel and Textile Manufacturing	0	0.00
Lumber and Wood Production	0	0.00
Furniture Manufacturing	1	0.24
Paper Manufacturing	0	0.00
Printing and Publishing	5	1.21
Chemicals	1	0.24
Petroleum Refining	0	0.00
Rubber and Plastics	2	0.48
Leather Manufacturing	0	0.00
Stone, Glass, and Concrete	0	0.00
Metals Fabrication	3	0.73
Machinery and Equipment Manufacturing	10	2.42
Transportation	11	2.66
Travel Services	1	0.24
Transport Services	1	0.24
Communications	2	0.48
Utilities	2	0.48
Durables Wholesale	8	1.94
Non Durables Wholesale	7	1.69
Building Materials, Hardware and Garden	5	1.21
General Merchandise Stores	4	0.97
Food Markets	2	0.48
Convenience Stores	1	0.24
Other Food Stores	2	0.48
Auto Dealers and Gas Stations	10	2.42
Clothing Stores	4	0.97
Furniture Stores	3	0.73
Home Furnishings	5	1.21
Electronics and Computer Stores	2	0.48
Music Stores	0	0.00
Restaurants	11	2.66
Other Food Service	5	1.21
Bars	2	0.48
Drug Stores	4	0.97
Liquor Stores	3	0.73

Total Employees by Establishment Type (2011)		
	TOTAL	%
Agriculture, Forestry and Fishing	3	0.05
Agricultural Services	78	1.30
Coal and Ore Mining	0	0.00
Oil and Gas	0	0.00
General Construction	16	0.27
Heavy Construction	133	2.22
Food Manufacturing	3	0.05
Tobacco Manufacturing	0	0.00
Textile Mills	0	0.00
Apparel and Textile Manufacturing	0	0.00
Lumber and Wood Production	0	0.00
Furniture Manufacturing	461	7.70
Paper Manufacturing	0	0.00
Printing and Publishing	49	0.82
Chemicals	92	1.54
Petroleum Refining	0	0.00
Rubber and Plastics	7	0.12
Leather Manufacturing	0	0.00
Stone, Glass, and Concrete	0	0.00
Metals Fabrication	25	0.42
Machinery and Equipment Manufacturing	197	3.29
Transportation	107	1.79
Travel Services	3	0.05
Transport Services	1	0.02
Communications	4	0.07
Utilities	15	0.25
Durables Wholesale	150	2.50
Non Durables Wholesale	60	1.00
Building Materials, Hardware and Garden	20	0.33
General Merchandise Stores	161	2.69
Food Markets	222	3.71
Convenience Stores	11	0.18
Other Food Stores	3	0.05
Auto Dealers and Gas Stations	204	3.41
Clothing Stores	27	0.45
Furniture Stores	12	0.20
Home Furnishings	20	0.33
Electronics and Computer Stores	10	0.17
Music Stores	0	0.00
Restaurants	196	3.27
Other Food Service	76	1.27
Bars	7	0.12
Drug Stores	34	0.57
Liquor Stores	10	0.17

Specialty Stores	14	3.39	Specialty Stores	39	0.65
Catalog and Direct Sales	0	0.00	Catalog and Direct Sales	0	0.00
Banks and Financial Institutions	11	2.66	Banks and Financial Institutions	83	1.39
Insurance Carriers	2	0.48	Insurance Carriers	9	0.15
Insurance Agents and Brokers	10	2.42	Insurance Agents and Brokers	28	0.47
Real Estate	13	3.15	Real Estate	65	1.09
Hotels and Lodging	2	0.48	Hotels and Lodging	11	0.18
Dry Cleaning and Laundry	2	0.48	Dry Cleaning and Laundry	4	0.07
Beauty and Barber Shops	12	2.91	Beauty and Barber Shops	54	0.90
Other Personal Service	9	2.18	Other Personal Service	29	0.48
Advertising	1	0.24	Advertising	11	0.18
Computer Services	5	1.21	Computer Services	88	1.47
Other Business Services	12	2.91	Other Business Services	33	0.55
Auto Repair/Services	7	1.69	Auto Repair/Services	41	0.68
Miscellaneous Repair Services	4	0.97	Miscellaneous Repair Services	6	0.10
Motion Pictures	5	1.21	Motion Pictures	15	0.25
Entertainment and Recreation Services	7	1.69	Entertainment and Recreation Services	28	0.47
Health and Medical Services	49	11.86	Health and Medical Services	490	8.18
Hospitals	9	2.18	Hospitals	1,691	28.23
Legal Services	3	0.73	Legal Services	49	0.82
Primary and Secondary Education	7	1.69	Primary and Secondary Education	349	5.83
Colleges and Universities	0	0.00	Colleges and Universities	0	0.00
Social Services	12	2.91	Social Services	80	1.34
Child Care Services	7	1.69	Child Care Services	72	1.20
Museums and Zoos	1	0.24	Museums and Zoos	5	0.08
Membership Organizations	14	3.39	Membership Organizations	126	2.10
Professional Services	12	2.91	Professional Services	36	0.60
Government	10	2.42	Government	93	1.55
Unclassified Establishments	11	2.66	Unclassified Establishments	21	0.35

Total Employees by Occupation (2011)		
	TOTAL	%
Executive, Managers, and Administrators	522	8.71
Professional Specialty Occupations	1,164	19.43
Sales Professionals	96	1.60
Technologies and Technicians	383	6.39
Sales Workers and Clerks	625	10.43
Administrative Support Workers	967	16.14
Technical, Sales, and Administrative: Field Occupations	11	0.18
Private Household Service	1	0.02
Protective Services	57	0.95
Other Services: Site Based	919	15.34
Other Services: Field Based	58	0.97
Farming, Forestry, and Fishing	94	1.57
Precision, Craft, and Repair: Site Based	514	8.58
Construction, Repair, and Mining: Field Based	110	1.84
Machine Operators, Assemblers, and Inspectors	151	2.52
Transportation and Materials Moving Workers	158	2.64
Handlers, Helpers and Laborers	142	2.37

Source: Applied Geographic Solutions, 2012

Waconia Consumer Spending Report 2012

Consumer Spending Report (Waconia, Minnesota)

Consumer Expenditures (2011)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Apparel		
Totals:	\$3,142	\$12,241
Men's Apparel	\$601	\$2,341
Boys' Apparel	\$151	\$589
Women's Apparel	\$1,037	\$4,042
Girls' Apparel	\$210	\$818
Infants Apparel	\$139	\$545
Footwear	\$475	\$1,850
Apparel Services and Accessories	\$527	\$2,056
Education		
Totals:	\$1,710	\$6,661
Books And Supplies	\$239	\$934
Tuition	\$1,470	\$5,727
Entertainment		
Totals:	\$3,698	\$14,405
Fees And Admissions	\$1,026	\$4,000
Video And Audio Equipment	\$1,238	\$4,824
Recreational Equipment And Supplies	\$1,432	\$5,581
Food and Beverages		
Totals:	\$9,756	\$38,003
Food At Home	\$4,897	\$19,077
Food Away From Home	\$4,079	\$15,889
Alcoholic Beverages	\$779	\$3,037
Health Care		
Totals:	\$3,793	\$14,774
Health Care Insurance	\$1,830	\$7,131
Health Care Services	\$914	\$3,562
Health Care Supplies And Equipment	\$1,047	\$4,082
Household Furnishings		
Totals:	\$3,018	\$11,757
Household Textiles	\$206	\$806
Furniture	\$836	\$3,258
Floor Coverings	\$112	\$437
Major Appliances	\$338	\$1,317
Housewares And Small Appliances	\$1,524	\$5,939
Shelter		
Totals:	\$12,735	\$49,604
Mortgage Interest	\$5,442	\$21,199
Property Taxes	\$2,344	\$9,133
Miscellaneous Owned Dwelling Costs	\$1,773	\$6,909
Rental Costs	\$2,344	\$9,131
Other Lodging	\$829	\$3,233
Household Operations		
Totals:	\$2,499	\$9,737
Babysitting And Elderly Care	\$581	\$2,266
Household Services	\$450	\$1,754
Alimony And Child Support	\$360	\$1,403
Household Supplies	\$1,107	\$4,314
Miscellaneous Expenses		
Totals:	\$1,053	\$4,103
Legal And Accounting	\$127	\$496
Funeral And Cemetery	\$116	\$455
Finance Charges Excluding Mortgage And Vehicle	\$678	\$2,643
Other Miscellaneous Expenses	\$130	\$508

Consumer Expenditures (2011), Cont'd		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Personal Care		
Totals:	\$945	\$3,683
Hair Care	\$73	\$285
Electric Personal Care Appliances	\$18	\$73
Personal Care Services	\$633	\$2,466
Personal Care Products	\$220	\$859
Reading		
Totals:	\$215	\$838
Newspapers	\$92	\$359
Magazines	\$44	\$172
Books	\$78	\$307
Tobacco		
Totals:	\$375	\$1,462
Cigarettes	\$337	\$1,316
Other Tobacco Products	\$37	\$146
Transportation		
Totals:	\$13,041	\$50,795
New Vehicle Purchase	\$3,551	\$13,833
Used Vehicle Purchase	\$1,947	\$7,585
Motorcycles (New And Used)	\$95	\$372
Vehicle Finance Charges	\$614	\$2,394
Gasoline And Oil	\$2,833	\$11,035
Vehicle Repair And Maintenance	\$1,001	\$3,900
Vehicle Insurance	\$1,443	\$5,621
Public Transportation	\$792	\$3,086
Other Transportation Costs	\$762	\$2,970
Utilities		
Totals:	\$4,338	\$16,900
Natural Gas	\$615	\$2,396
Electricity	\$1,564	\$6,093
Fuel Oil And Other Fuels	\$165	\$643
Telephone Service	\$1,484	\$5,781
Other Utilities	\$510	\$1,987
Gifts		
Totals:	\$1,821	\$7,095
Gifts Of Apparel	\$362	\$1,411
Gifts Of Apparel Accessories	\$45	\$177
Gifts Of Education	\$364	\$1,419
Gifts Of Recreation	\$124	\$483
Gifts Of Food And Beverages	\$169	\$661
Gifts Of Household Furnishings And Equipment	\$298	\$1,161
Gifts Of Household	\$76	\$299
Gifts Of Transportation	\$100	\$390
Gifts Elsewhere Unspecified	\$281	\$1,095
Personal Insurance		
	\$713	\$2,780
Contributions		
	\$2,587	\$10,078

Source: Applied Geographic Solutions, 2012