DEMOGRAPHICS ANALYSIS

The City of Shakopee selected PROS Consulting to assist Confluence in completing a Master Plan for the City's parks, trails, and recreation system. The plan provides a short and long-term planning and implementation guidance for the City's capital improvements, acquisitions, and development to create a parks and recreation system that meets the needs of Shakopee's residents and businesses.

A key component of this Master Plan is a Demographics and Recreational Trends Analysis which provides a thorough understanding of the current demographic makeup and projected shifts in the local population, as well as national, regional, and local recreational trends.

DEMOGRAPHIC ANALYSIS

The Demographic Analysis describes the population within Shakopee, Minnesota. This analysis is reflective of the total population and its key characteristics such as age segments, income levels, race, and ethnicity. The City's demographic figures are then compared to the state and national populations. This type of analysis allows Shakopee to see how their population compares on a local and national scale.

It is important to note that future projections are based on historical patterns and unforeseen circumstances during or after the time of the analysis could have a significant bearing on the validity of the projected figures.

FIGURE 2-1: DEMOGRAPHIC ANALYSIS SNAPSHOT. INFORMATION OBTAINED FROM ESRI.

METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in November 2018 and reflects actual numbers as reported in the 2010 Census as well as estimates for 2018 and 2023 as calculated by ESRI. Straight line linear regression was utilized for 2028 and 2033 projections. The City's boundaries shown below were utilized for the demographic analysis. (See Figure 2-2)

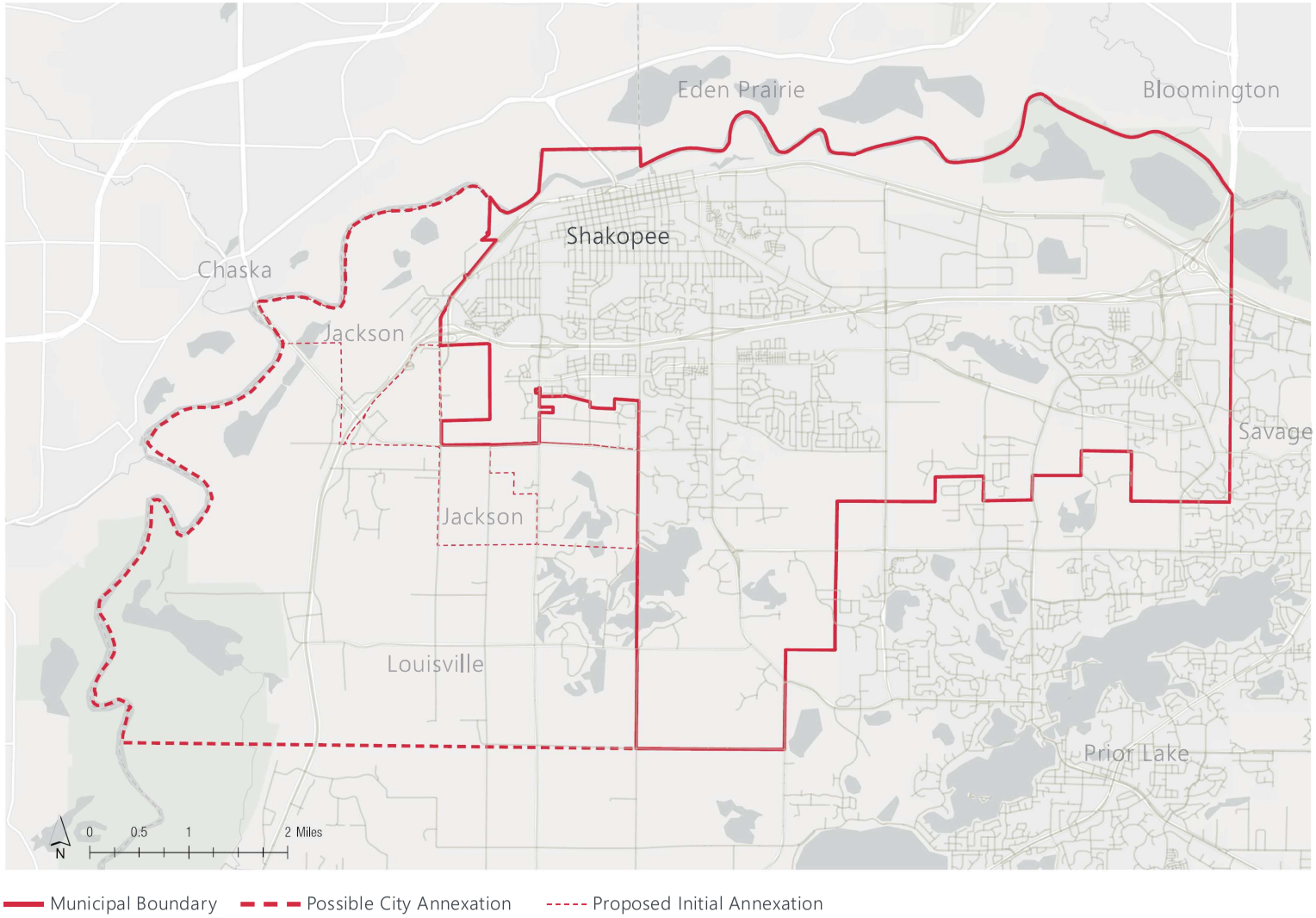

FIGURE 2-2: SHAKOPEE CITY BOUNDARIES

RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2010 data on race are not directly comparable with data from the 2000 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2010) definitions and nomenclature are used within this analysis.

» American Indian – This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment

» Asian – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam

» Black – This includes a person having origins in any of the black racial groups of Africa

» Native Hawaiian or Other Pacific Islander – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands

» White – This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa

» Hispanic or Latino – This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race

Please Note: The Census Bureau defines Race as a person's self-identification with one or more of the following social groups: White, Black or African American, Asian, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, some other race, or a combination of these. While Ethnicity is defined as whether a person is of Hispanic / Latino origin or not. For this reason, the Hispanic / Latino ethnicity is viewed separate from race throughout this demographic analysis.

POPULATION

Shakopee's population experienced steady growth of 1.64% per year (13.13% from 2010-2018), which is almost double the national growth rate of 0.86% annually over the same period. Similar to the population, the total number of households also experienced an increase in recent years (11.49% since 2010).

Currently, the population is estimated at 41,947 individuals living within 14,240 households. Projecting ahead, the total population and total number of households are both expected to continue growing over the next 15 years at a comparable rate as years past. Based on 2033 predictions, the City is expected to have 51,881 residents living within 17,332 households. (See Figures 2-3 & 2-4)

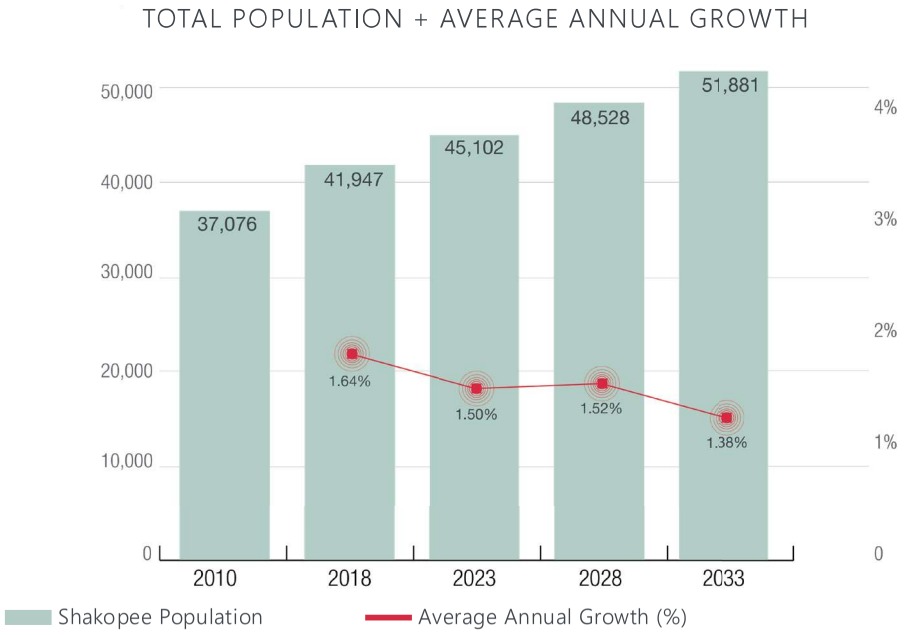

FIGURE 2-3: TOTAL POPULATION

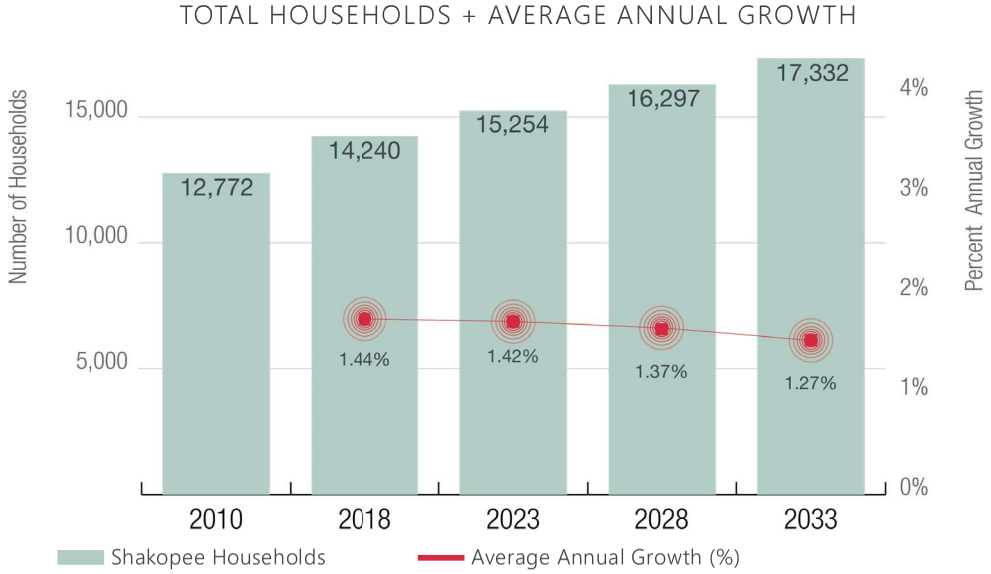

FIGURE 2-4: TOTAL NUMBER OF HOUSEHOLDS

AGE SEGMENT

Evaluating the City by age segments, the population is relatively young, with a median age of 34.1 years old which is below the US median age of 38.3 years. Assessing the population as a whole, the City is projected to experience a slight aging trend. Over the next 15 years, the 55+ population is expected to grow an additional 4% to represent approximately 21% of the City's total population. This is largely due to the increased life expectancies and the remainder of the Baby Boomer generation shifting into the senior age groups. (See Figure 2-5).

Due to the continued growth and longevity of the older population and the increase in the rate of participation and intensity level of recreational activities for the 55+ segment, it is important to give consideration for the "Senior" population beyond the traditional 55+ designation. Within the field of parks and recreation, there are two commonly used ways to partition this age segment. One is to simply segment by age: 55-64, 65-74, and 75+. However, as these age segments are engaged in programming, the variability of health and wellness can be a more relevant factor. For example, a 55-year-old may be struggling with rheumatoid arthritis and need different recreational opportunities than a healthy 65-year old who is running marathons once a year. Therefore, it may be more useful to divide programming for the older age segments into "Active," "Low-Impact," and/or "Social" Seniors.

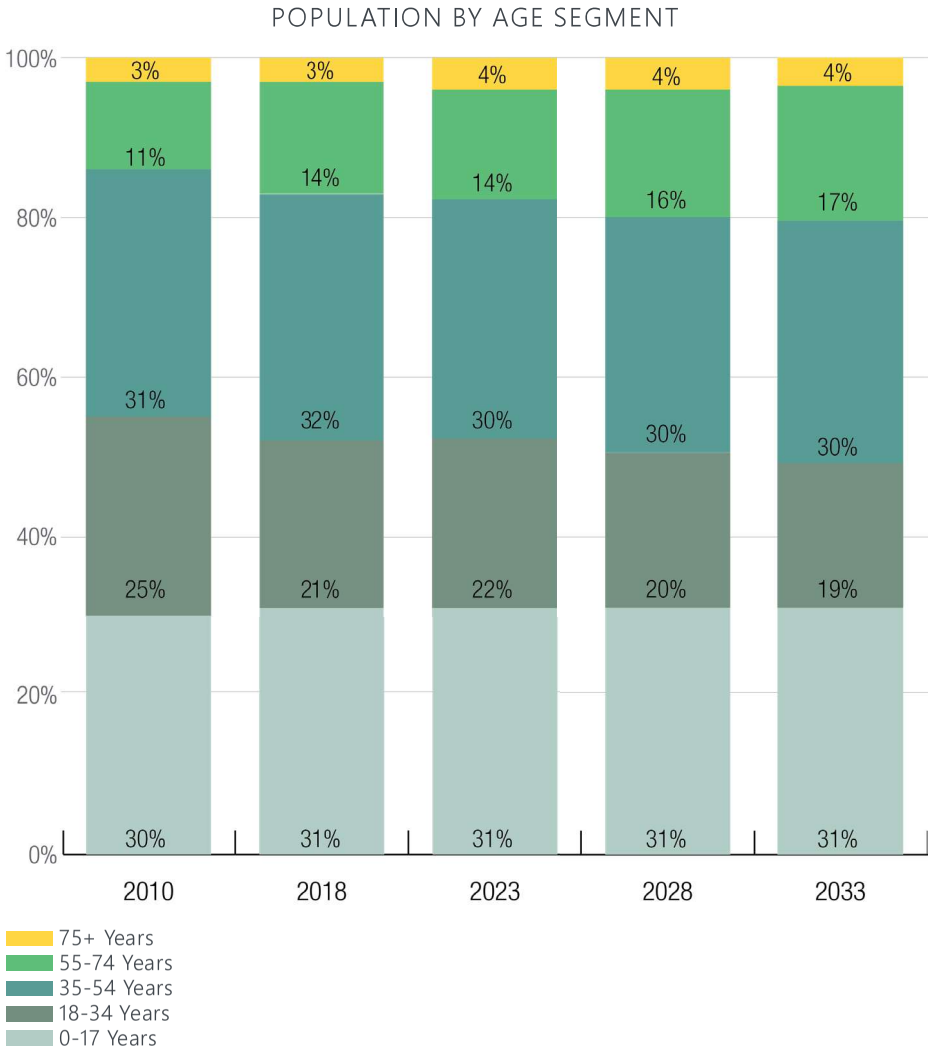

FIGURE 2-5: POPULATION BY AGE SEGMENTS

RACE

Analyzing race, the service area's current population is predominately White Alone. The 2018 estimate shows that 71% of the population falls into the White Alone category, while the Asian (11%) and Black Alone (7%) categories represent the largest minorities. The racial diversification of the City is fairly similar to the national population, which is approximately 70% White Alone, 13% Black Alone, and 7% Some Other Race. The predictions for 2033 expect the City's population to continue diversifying, with the White Alone population projected to decrease (-9%) while all other race categories experience slight increases. (Figure 2-6)

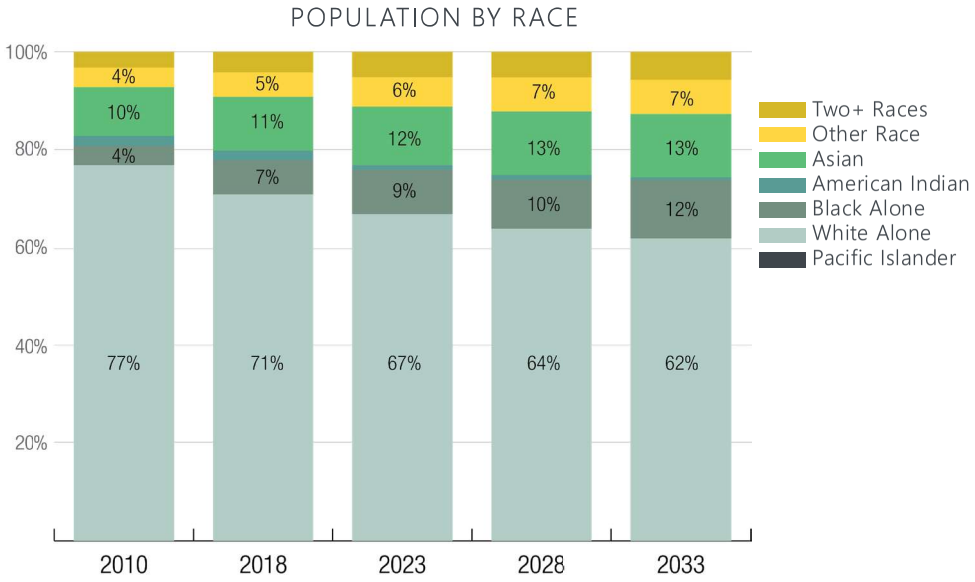

FIGURE 2-7: POPULATION BY ETHNICITY

ETHNICITY

Shakopee's population was also assessed based on Hispanic/Latino ethnicity, which, by the Census Bureau definition, is viewed independently from race. Based on the 2010 Census, those of Hispanic/Latino origin currently represent approximately 9% of Shakopee's population, which is well below the national average (18% Hispanic/Latino). The Hispanic/Latino population is expected to continue increase over the next 15 years, representing 13% of the total population by 2033. (Figure 2-7)

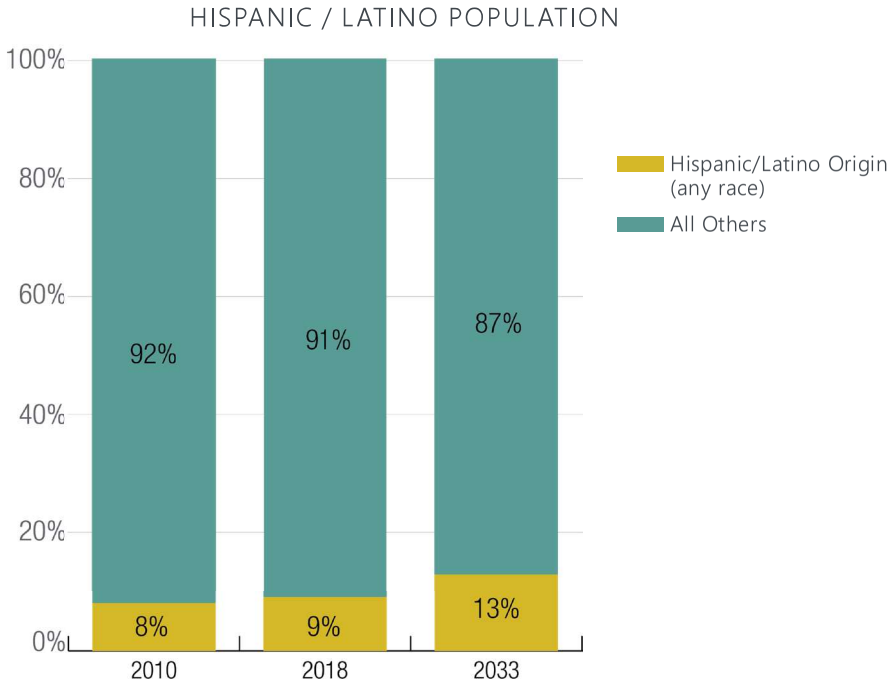

FIGURE 2-6: POPULATION BY RACE

HOUSEHOLD INCOME

As seen in Figure 7, the City's per capita income ($36,821) and median household income ($87,562) are both significantly higher than current state ($35,566 & $65,887) and national ($31,950 & $58,100) averages. With the household income being well above the national average, this is a strong indicator that residents likely have disposable income. Due to this fact, Shakopee residents are more likely to desire best in class facilities and be willing to pay for them compared to the average United States citizen.

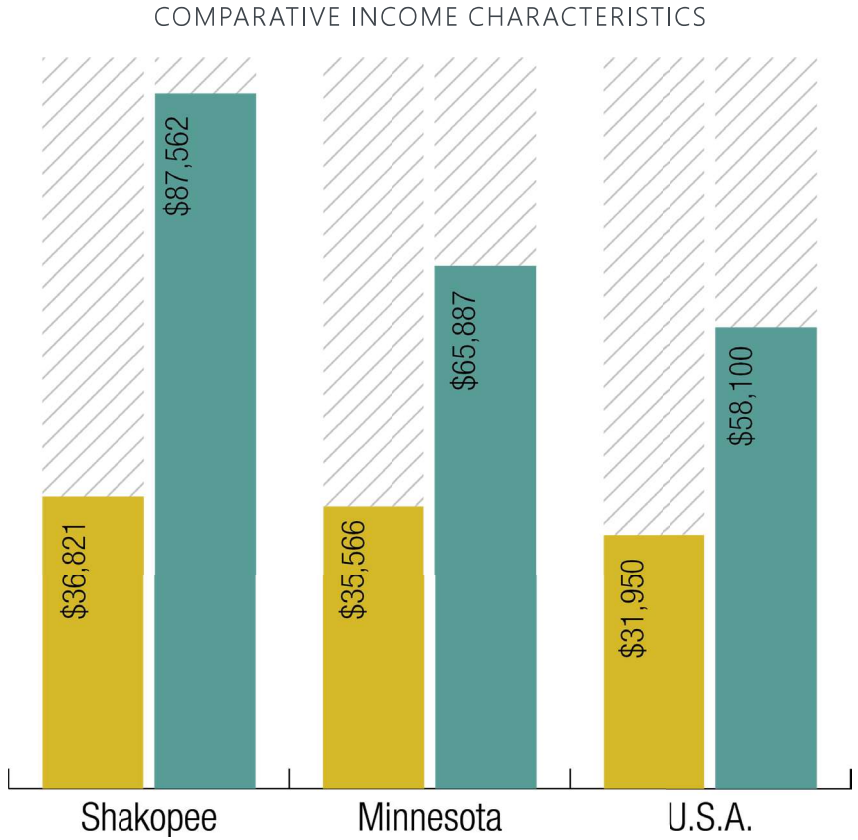

FIGURE 2-8: INCOME CHARACTERISTICS

DEMOGRAPHIC COMPARATIVE SUMMARY

Figure 2-9 is a summary of the City's demographic figures. These figures are then compared to the state and U.S. populations. This type of analysis allows Shakopee to see how their population compares on a local and national scale. The highlighted cells represent key takeaways from the comparison between the City and the national population.

2018 DEMOGRAPHIC COMPARISON		SHAKOPEE	MINNESOTA	U.S.A.
Population	Annual Growth Rate (2010-2018)	1.64%	0.83%	0.86%
	Projected Annual Growth Rate (2018-2023)	1.58%	0.87%	0.88%
Households	Annual Growth Rate (2010-2018)	1.44%	0.77%	0.79%
	Average Household Size	2.88	2.49	2.59
Age Segment Distribution	Ages 0-17	31%	23%	22%
	Ages 18-34	21%	23%	24%
	Ages 35-54	32%	25%	25%
	Ages 55-74	14%	23%	22%
	Ages 75+	3%	7%	7%
Race Distribution	White Alone	71.4%	82.2%	69.9%
	Black Alone	7.5%	6.4%	12.9%
	American Indian	1.2%	1.2%	1.0%
	Asian	11.4%	5.1%	5.7%
	Pacific Islander	0.0%	0.1%	0.2%
	Some other Race	5.4%	2.2%	6.9%
	Two or More Races	3.2%	2.8%	3.4%
Hispanic / Latino Population	Hispanic / Latino Origin (any race)	9.4%	5.0%	18.3%
	All others	90.6%	95.0%	81.7%
Income Characteristics	Per Capita Income	$36,821	$35,566	$31,950
	Median Household Income	$87,562	$65,887	$58,100

Significantly lower than the National Average

Significantly higher than the National Average

FIGURE 2-9: DEMOGRAPHIC COMPARATIVE SUMMARY TABLE

KEY DEMOGRAPHIC FINDINGS

- The City's population annual growth rate (1.64%) is well above the national average growth rate (0.86%).
- Shakopee's annual household growth rate (1.44%) is nearly double the US average growth rate (0.79%).
- Compared to the national racial distribution, the City's Black Alone population (7.5%) is relatively low while the Asian population (11.4%) is well above average.
- Shakopee's per capita income ($36,821) and median household income ($87,562) are both high compared to the national averages ($31,950 & $58,100).