



#1

MOST LIVABLE
MID-SIZED CITY
SmartAsset



#5

SAFEST & MOST
AFFORDABLE CITY
GoBankingRates



TOP 5

BEST CITY TO
BUY A HOUSE
Niche



TOP 25

BEST CITY TO
RAISE A FAMILY
Niche



3500+

ACRES OF PARK LAND
City of Rochester

ROCHESTER AREA
CHAMBER OF COMMERCE

ROCHESTER, MN — WE MEAN — BUSINESS

COMMUNITY AT A GLANCE

The Rochester region boasts an exceptional quality of life, backed by compelling data that highlights why so many businesses and individuals choose to thrive here.

DEMOGRAPHICS



POPULATION¹

122,413

Metropolitan Statistical
Area Population is 221,587

TOTAL HOUSEHOLDS¹

54,661

MEDIAN AGE²

36.3 Rochester, MN

38.9 U.S.

MEDIAN HOUSEHOLD INCOME³

\$83,973

Rochester, MN

\$74,580

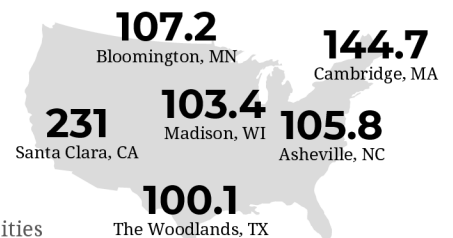
U.S.

COST OF
LIVING SCORE³

94.2

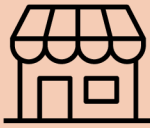
3.1% lower than MN average

Right: cost of living scores for other U.S. cities



SOURCES

1. U.S. Census Bureau, 2022*, 2023** 2024*** | 2. Data USA, 2022 | 3. Best Places



#1

CITY IN MINNESOTA TO
START A NEW BUSINESS
Swyft Filings



#3

BEST PLACE TO LIVE
IN THE MIDWEST
Livability



#1

HOSPITAL IN THE
WORLD, MAYO CLINIC
Newsweeks "World Best Hospitals" List



#6

BEST SMALL COLLEGE
AREAS TO LIVE & STUDY
University of Business



#4

IN EDUCATIONAL
ATTAINMENT
US News

ROCHESTER AREA
CHAMBER OF COMMERCE

ROCHESTER, MN — WE MEAN — TALENT

COMMUNITY AT A GLANCE

TALENT



JOB GROWTH RATE *

3.6%

Rochester, MN

1.8%

U.S.

UNEMPLOYMENT RATE ****

2.9

Rochester, MN

4.1

U.S.

EDUCATIONAL ATTAINMENT †

For Bachelor's or Higher

37% U.S.

52.6%

ROCHESTER

TOP 5 EMPLOYER INDUSTRIES †

1. Education & Health
2. Trade, Transportation & Utilities
3. Government
4. Leisure & Hospitality
5. Manufacturing

LABOR FORCE †

130,043

Rochester, MN

**LEARN MORE ABOUT WHAT IT'S LIKE
TO LIVE IN THE ROCHESTER REGION**

Find community information and resources by
scanning the QR code or visiting
www.rochestermnchamber.com/living-in-rochester



SOURCES

1. U.S. Census Bureau, 2022*, 2023** 2024*** | 2. Data USA, 2022 | 3. Best Places