



Site Map

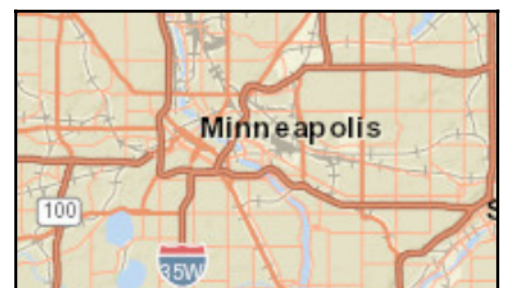
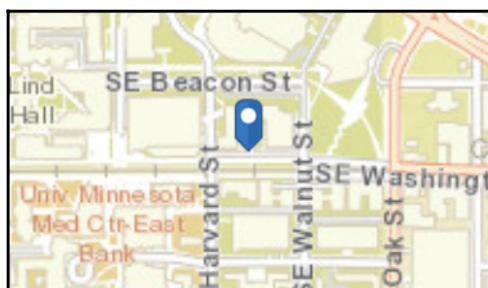
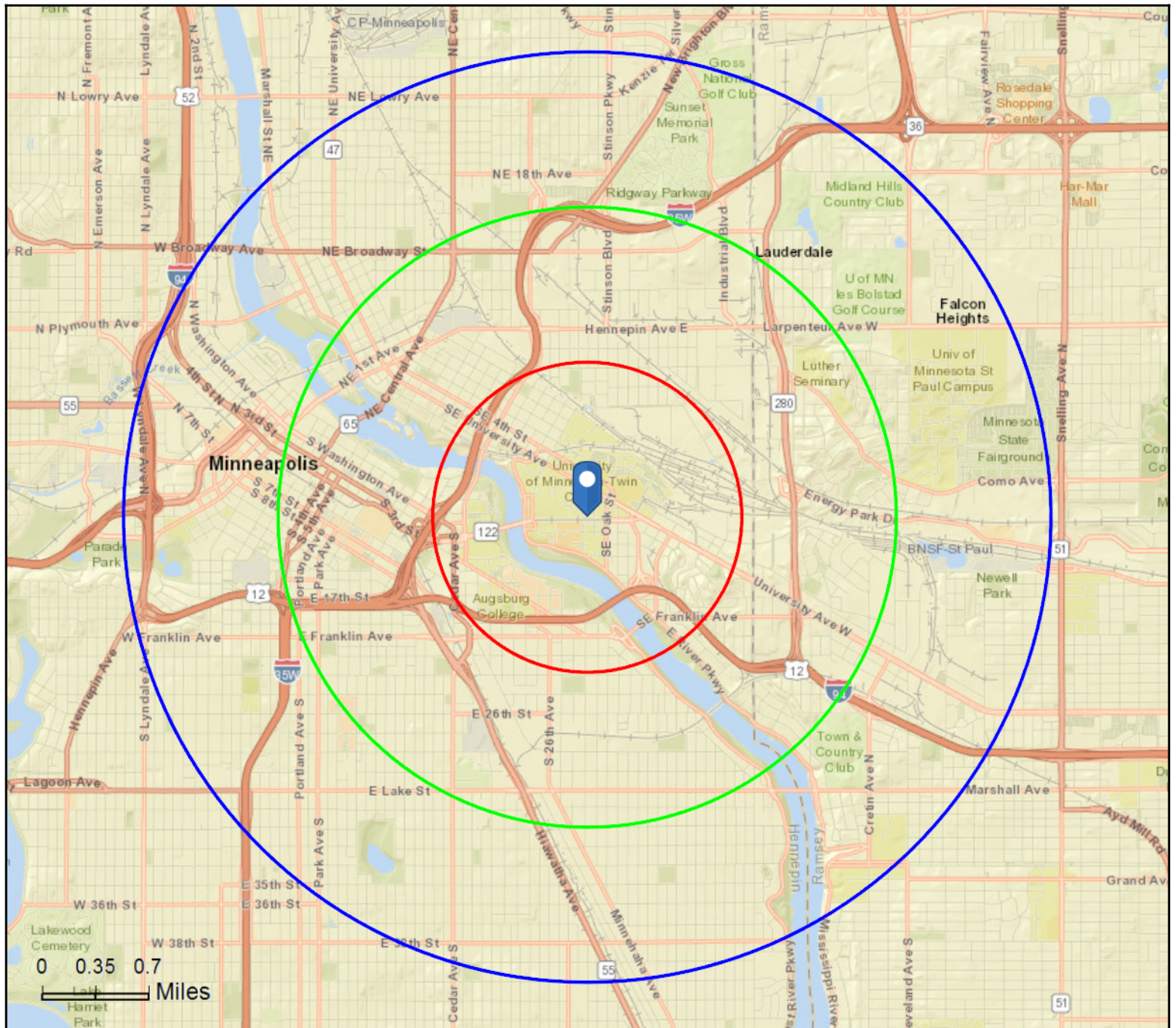
615 Washington Ave SE, Minneapolis, Minnesota, 55455

Rings: 1, 2, 3 mile radii

Prepared by Esri

Latitude: 44.97390

Longitude: -93.22962



April 29, 2019



Executive Summary

615 Washington Ave SE, Minneapolis, Minnesota, 55455
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 44.97390
Longitude: -93.22962

	1 mile	2 miles	3 miles
Population			
2000 Population	25,275	78,439	182,079
2010 Population	29,741	87,528	191,815
2018 Population	35,178	101,429	215,515
2023 Population	38,785	110,261	230,426
2000-2010 Annual Rate	1.64%	1.10%	0.52%
2010-2018 Annual Rate	2.06%	1.80%	1.42%
2018-2023 Annual Rate	1.97%	1.68%	1.35%
2018 Male Population	50.6%	51.8%	51.5%
2018 Female Population	49.4%	48.2%	48.5%
2018 Median Age	22.8	27.0	30.2

In the identified area, the current year population is 215,515. In 2010, the Census count in the area was 191,815. The rate of change since 2010 was 1.42% annually. The five-year projection for the population in the area is 230,426 representing a change of 1.35% annually from 2018 to 2023. Currently, the population is 51.5% male and 48.5% female.

Median Age

The median age in this area is 22.8, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	58.9%	57.1%	59.6%
2018 Black Alone	21.8%	21.6%	19.2%
2018 American Indian/Alaska Native Alone	0.6%	2.6%	2.3%
2018 Asian Alone	14.5%	10.5%	7.9%
2018 Pacific Islander Alone	0.1%	0.1%	0.1%
2018 Other Race	1.1%	4.3%	6.4%
2018 Two or More Races	3.0%	3.9%	4.6%
2018 Hispanic Origin (Any Race)	2.9%	8.7%	12.2%

Persons of Hispanic origin represent 12.2% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 68.7 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2000 Households	8,558	31,759	77,688
2010 Households	9,291	35,235	82,255
2018 Total Households	11,179	41,323	92,864
2023 Total Households	12,500	45,276	99,650
2000-2010 Annual Rate	0.83%	1.04%	0.57%
2010-2018 Annual Rate	2.27%	1.95%	1.48%
2018-2023 Annual Rate	2.26%	1.84%	1.42%
2018 Average Household Size	2.41	2.15	2.12

The household count in this area has changed from 82,255 in 2010 to 92,864 in the current year, a change of 1.48% annually. The five-year projection of households is 99,650, a change of 1.42% annually from the current year total. Average household size is currently 2.12, compared to 2.10 in the year 2010. The number of families in the current year is 32,494 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

April 29, 2019



Executive Summary

615 Washington Ave SE, Minneapolis, Minnesota, 55455
Rings: 1, 2, 3 mile radii

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	1 mile	2 miles	3 miles
Median Household Income			
2018 Median Household Income	\$23,975	\$36,531	\$43,547
2023 Median Household Income	\$26,782	\$41,492	\$50,562
2018-2023 Annual Rate	2.24%	2.58%	3.03%
Average Household Income			
2018 Average Household Income	\$42,209	\$64,531	\$70,334
2023 Average Household Income	\$48,756	\$75,447	\$82,471
2018-2023 Annual Rate	2.93%	3.18%	3.24%
Per Capita Income			
2018 Per Capita Income	\$15,974	\$27,606	\$31,617
2023 Per Capita Income	\$18,121	\$32,170	\$36,905
2018-2023 Annual Rate	2.55%	3.11%	3.14%

Households by Income
Current median household income is \$43,547 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$50,562 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$70,334 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$82,471 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$31,617 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$36,905 in five years, compared to \$36,530 for all U.S. households

Housing			
2000 Total Housing Units	8,779	33,074	81,200
2000 Owner Occupied Housing Units	1,433	8,912	27,488
2000 Renter Occupied Housing Units	7,124	22,847	50,200
2000 Vacant Housing Units	222	1,315	3,512
2010 Total Housing Units	9,732	38,392	90,165
2010 Owner Occupied Housing Units	1,282	10,102	28,788
2010 Renter Occupied Housing Units	8,009	25,133	53,467
2010 Vacant Housing Units	441	3,157	7,910
2018 Total Housing Units	11,461	44,240	100,629
2018 Owner Occupied Housing Units	1,480	11,298	30,734
2018 Renter Occupied Housing Units	9,700	30,024	62,130
2018 Vacant Housing Units	282	2,917	7,765
2023 Total Housing Units	12,770	47,960	107,101
2023 Owner Occupied Housing Units	1,658	12,629	34,108
2023 Renter Occupied Housing Units	10,842	32,647	65,543
2023 Vacant Housing Units	270	2,684	7,451

Currently, 30.5% of the 100,629 housing units in the area are owner occupied; 61.7%, renter occupied; and 7.7% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 90,165 housing units in the area - 31.9% owner occupied, 59.3% renter occupied, and 8.8% vacant. The annual rate of change in housing units since 2010 is 5.00%. Median home value in the area is \$235,229, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 2.56% annually to \$266,900.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

April 29, 2019



Demographic and Income Profile

615 Washington Ave SE, Minneapolis, Minnesota, 55455
Ring: 1 mile radius

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Latitude: 44.97390
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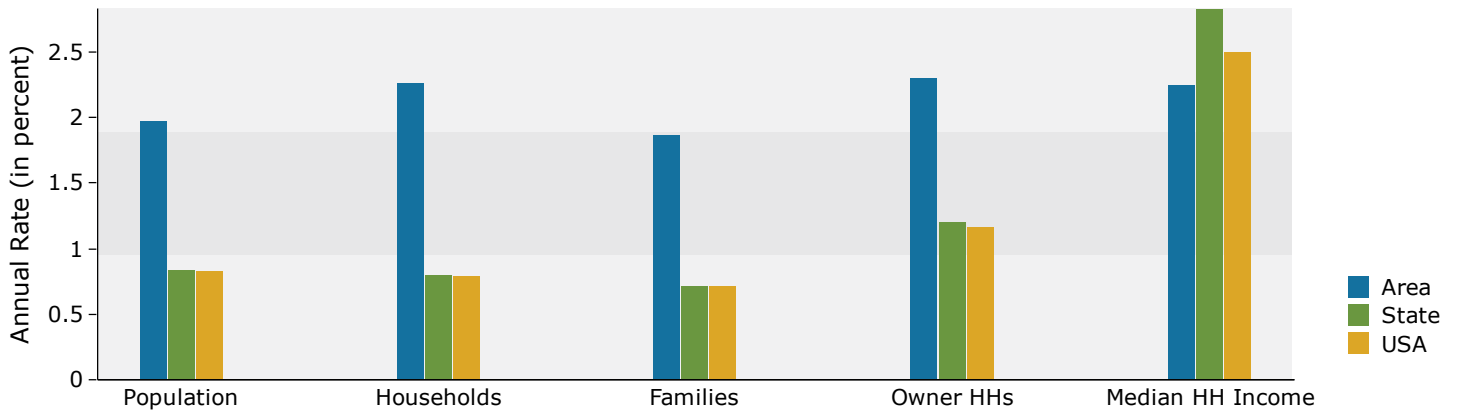
Summary	Census 2010	2018	2023				
Population	29,741	35,178	38,785				
Households	9,291	11,179	12,500				
Families	2,557	2,910	3,191				
Average Household Size	2.34	2.41	2.45				
Owner Occupied Housing Units	1,282	1,480	1,658				
Renter Occupied Housing Units	8,009	9,700	10,842				
Median Age	22.5	22.8	22.9				
Trends: 2018 - 2023 Annual Rate	Area	State	National				
Population	1.97%	0.84%	0.83%				
Households	2.26%	0.80%	0.79%				
Families	1.86%	0.71%	0.71%				
Owner HHs	2.30%	1.20%	1.16%				
Median Household Income	2.24%	2.83%	2.50%				
Households by Income	2018		2023				
	Number	Percent	Number	Percent			
	<\$15,000	3,972	35.5%	3,921	31.4%		
	\$15,000 - \$24,999	1,744	15.6%	1,946	15.6%		
	\$25,000 - \$34,999	1,469	13.1%	1,671	13.4%		
	\$35,000 - \$49,999	1,431	12.8%	1,717	13.7%		
	\$50,000 - \$74,999	1,043	9.3%	1,265	10.1%		
	\$75,000 - \$99,999	432	3.9%	522	4.2%		
	\$100,000 - \$149,999	564	5.0%	770	6.2%		
	\$150,000 - \$199,999	240	2.1%	318	2.5%		
	\$200,000+	286	2.6%	369	3.0%		
	Median Household Income	\$23,975		\$26,782			
Average Household Income	\$42,209		\$48,756				
Per Capita Income	\$15,974		\$18,121				
Population by Age	Census 2010		2018		2023		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	1,106	3.7%	1,137	3.2%	1,273	3.3%
	5 - 9	736	2.5%	970	2.8%	972	2.5%
	10 - 14	562	1.9%	804	2.3%	897	2.3%
	15 - 19	6,627	22.3%	7,144	20.3%	7,689	19.8%
	20 - 24	11,475	38.6%	13,518	38.4%	14,750	38.0%
	25 - 34	3,912	13.2%	4,894	13.9%	5,253	13.5%
	35 - 44	1,523	5.1%	1,938	5.5%	2,350	6.1%
	45 - 54	1,335	4.5%	1,468	4.2%	1,630	4.2%
	55 - 64	1,258	4.2%	1,597	4.5%	1,812	4.7%
	65 - 74	701	2.4%	1,056	3.0%	1,299	3.3%
	75 - 84	380	1.3%	471	1.3%	637	1.6%
	85+	125	0.4%	182	0.5%	226	0.6%
	Race and Ethnicity	Census 2010		2018		2023	
Number		Percent	Number	Percent	Number	Percent	
White Alone		18,605	62.6%	20,709	58.9%	21,594	55.7%
Black Alone		6,324	21.3%	7,676	21.8%	8,834	22.8%
American Indian Alone		217	0.7%	222	0.6%	226	0.6%
Asian Alone		3,452	11.6%	5,098	14.5%	6,404	16.5%
Pacific Islander Alone		16	0.1%	20	0.1%	24	0.1%
Some Other Race Alone		315	1.1%	389	1.1%	456	1.2%
Two or More Races		813	2.7%	1,064	3.0%	1,249	3.2%
Hispanic Origin (Any Race)		820	2.8%	1,015	2.9%	1,202	3.1%

Data Note: Income is expressed in current dollars.

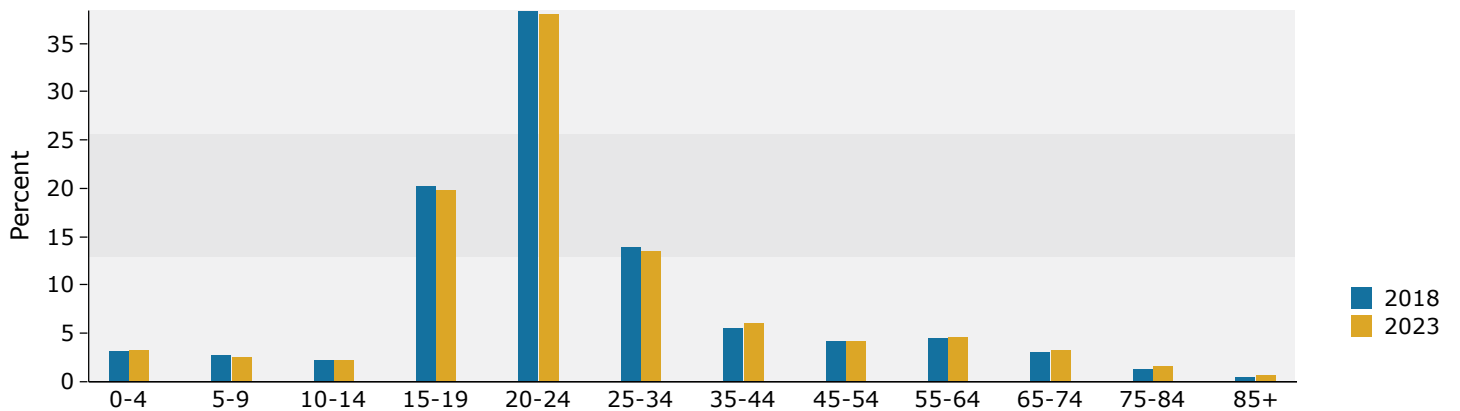
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

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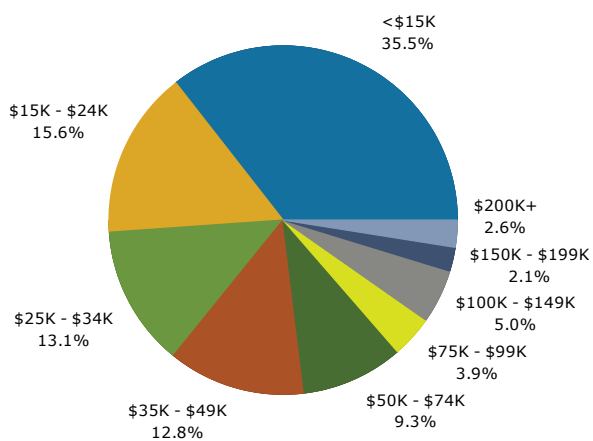
Trends 2018-2023



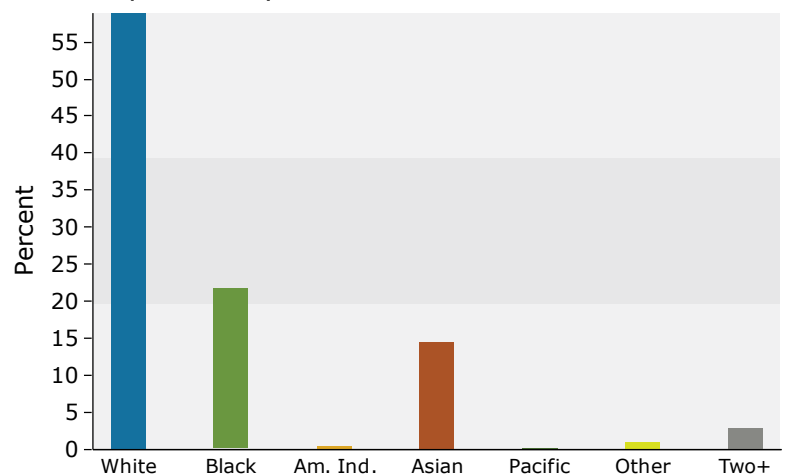
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 2.9%



Demographic and Income Profile

615 Washington Ave SE, Minneapolis, Minnesota, 55455
Ring: 2 mile radius

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Latitude: 44.97390
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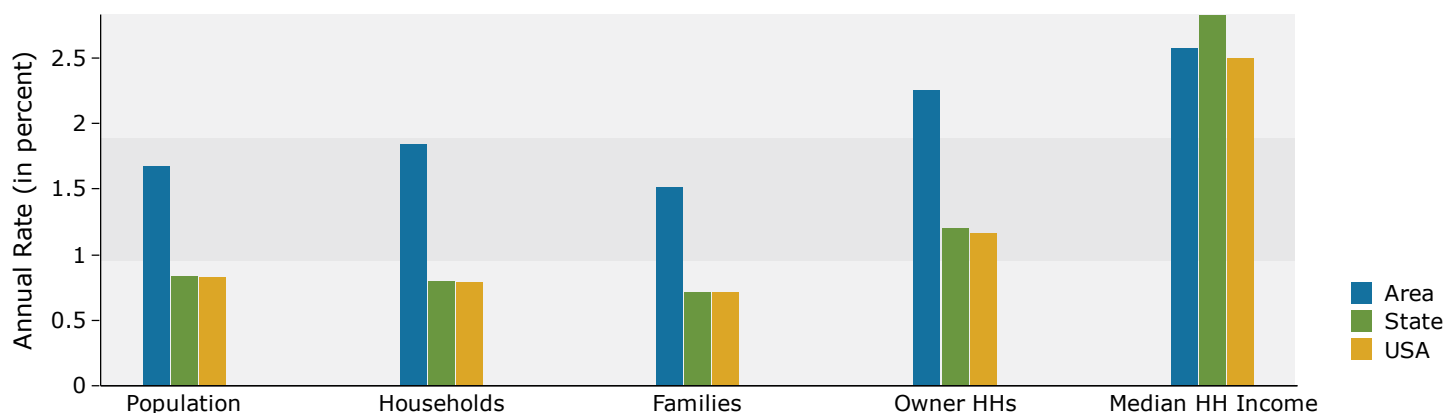
Summary	Census 2010		2018		2023			
Population	87,528		101,429		110,261			
Households	35,235		41,323		45,276			
Families	11,847		13,318		14,354			
Average Household Size	2.14		2.15		2.16			
Owner Occupied Housing Units	10,102		11,298		12,629			
Renter Occupied Housing Units	25,133		30,024		32,647			
Median Age	25.9		27.0		27.5			
Trends: 2018 - 2023 Annual Rate	Area		State		National			
Population	1.68%		0.84%		0.83%			
Households	1.84%		0.80%		0.79%			
Families	1.51%		0.71%		0.71%			
Owner HHs	2.25%		1.20%		1.16%			
Median Household Income	2.58%		2.83%		2.50%			
Households by Income				2018		2023		
				Number	Percent	Number	Percent	
	<\$15,000			10,379	25.1%	9,907	21.9%	
	\$15,000 - \$24,999			5,504	13.3%	5,628	12.4%	
	\$25,000 - \$34,999			4,122	10.0%	4,408	9.7%	
	\$35,000 - \$49,999			4,888	11.8%	5,321	11.8%	
	\$50,000 - \$74,999			5,545	13.4%	6,114	13.5%	
	\$75,000 - \$99,999			3,224	7.8%	3,757	8.3%	
	\$100,000 - \$149,999			3,908	9.5%	5,260	11.6%	
	\$150,000 - \$199,999			1,598	3.9%	2,084	4.6%	
	\$200,000+			2,154	5.2%	2,797	6.2%	
Median Household Income			\$36,531		\$41,492			
Average Household Income			\$64,531		\$75,447			
Per Capita Income			\$27,606		\$32,170			
Population by Age	Census 2010		2018		2023			
	Number	Percent	Number	Percent	Number	Percent		
	0 - 4		4,565	5.2%	4,694	4.6%	5,168	4.7%
	5 - 9		3,319	3.8%	3,917	3.9%	4,034	3.7%
	10 - 14		2,595	3.0%	3,327	3.3%	3,481	3.2%
	15 - 19		9,557	10.9%	10,446	10.3%	11,113	10.1%
	20 - 24		21,895	25.0%	23,781	23.4%	25,356	23.0%
	25 - 34		17,034	19.5%	19,542	19.3%	20,667	18.7%
	35 - 44		8,216	9.4%	10,320	10.2%	11,937	10.8%
	45 - 54		7,724	8.8%	8,047	7.9%	8,542	7.7%
	55 - 64		6,809	7.8%	8,301	8.2%	8,713	7.9%
	65 - 74		3,253	3.7%	5,617	5.5%	6,852	6.2%
	75 - 84		1,717	2.0%	2,336	2.3%	3,214	2.9%
	85+		844	1.0%	1,102	1.1%	1,183	1.1%
Race and Ethnicity	Census 2010		2018		2023			
	Number	Percent	Number	Percent	Number	Percent		
	White Alone		53,260	60.8%	57,871	57.1%	59,487	54.0%
	Black Alone		17,271	19.7%	21,899	21.6%	25,399	23.0%
	American Indian Alone		2,672	3.1%	2,618	2.6%	2,543	2.3%
	Asian Alone		7,333	8.4%	10,606	10.5%	13,238	12.0%
	Pacific Islander Alone		50	0.1%	58	0.1%	64	0.1%
	Some Other Race Alone		3,774	4.3%	4,372	4.3%	4,915	4.5%
	Two or More Races		3,168	3.6%	4,005	3.9%	4,614	4.2%
	Hispanic Origin (Any Race)		7,549	8.6%	8,776	8.7%	9,888	9.0%

Data Note: Income is expressed in current dollars.

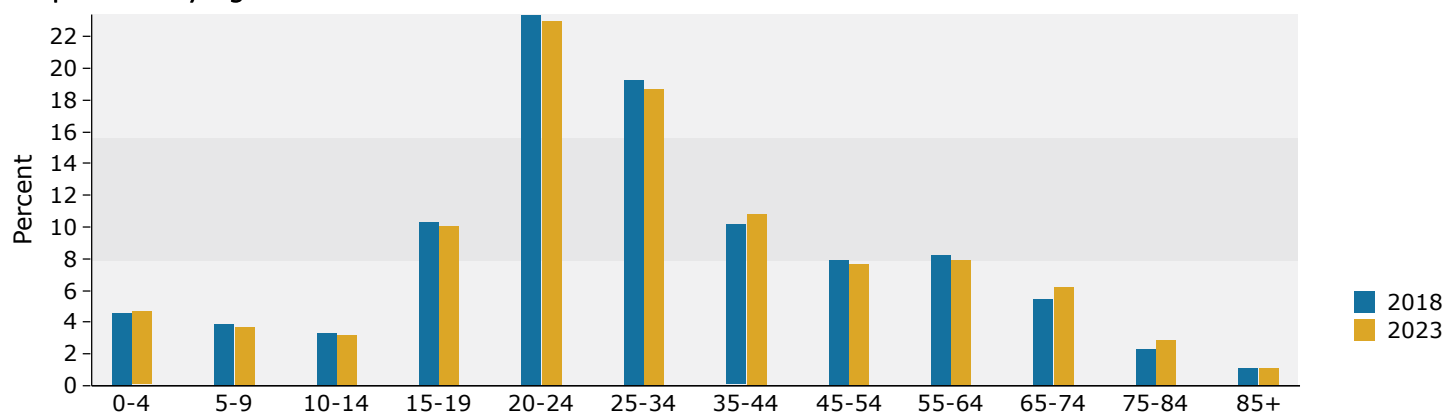
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

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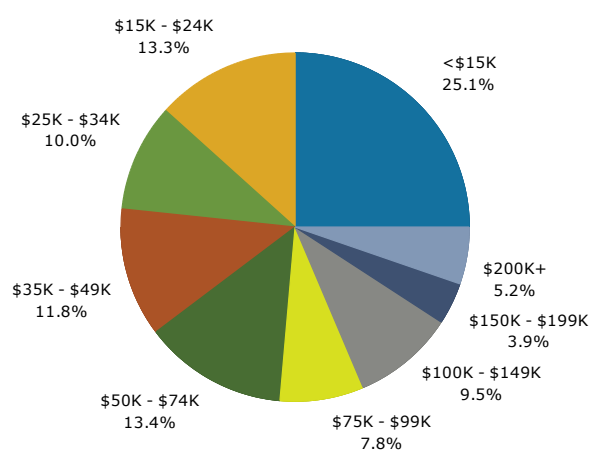
Trends 2018-2023



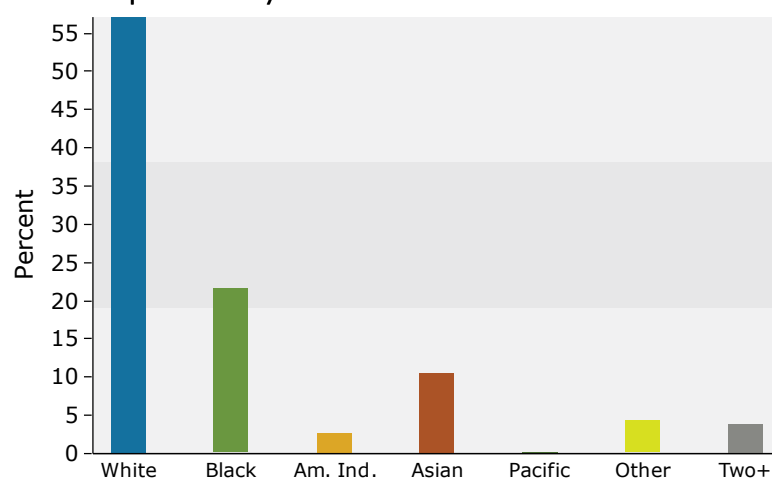
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 8.7%



Demographic and Income Profile

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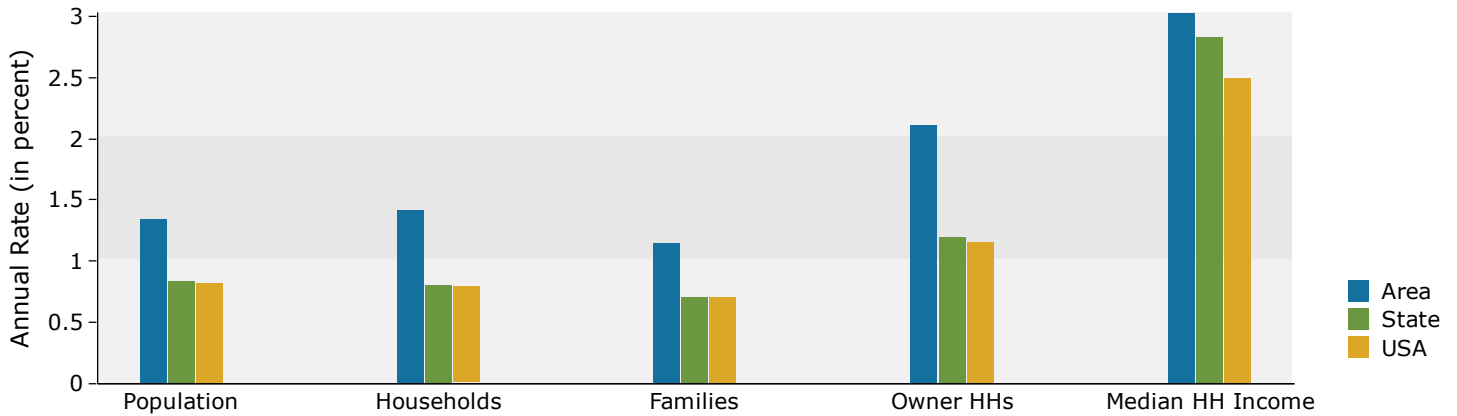
Summary	Census 2010	2018	2023				
Population	191,815	215,515	230,426				
Households	82,255	92,864	99,650				
Families	29,812	32,494	34,405				
Average Household Size	2.10	2.12	2.12				
Owner Occupied Housing Units	28,788	30,734	34,108				
Renter Occupied Housing Units	53,467	62,130	65,543				
Median Age	28.9	30.2	30.8				
Trends: 2018 - 2023 Annual Rate	Area	State	National				
Population	1.35%	0.84%	0.83%				
Households	1.42%	0.80%	0.79%				
Families	1.15%	0.71%	0.71%				
Owner HHs	2.11%	1.20%	1.16%				
Median Household Income	3.03%	2.83%	2.50%				
Households by Income	2018		2023				
	Number	Percent	Number	Percent			
	<\$15,000	18,276	19.7%	16,837	16.9%		
	\$15,000 - \$24,999	11,619	12.5%	11,201	11.2%		
	\$25,000 - \$34,999	9,030	9.7%	9,184	9.2%		
	\$35,000 - \$49,999	11,707	12.6%	12,130	12.2%		
	\$50,000 - \$74,999	13,849	14.9%	14,612	14.7%		
	\$75,000 - \$99,999	8,919	9.6%	10,100	10.1%		
	\$100,000 - \$149,999	10,195	11.0%	13,558	13.6%		
	\$150,000 - \$199,999	4,259	4.6%	5,562	5.6%		
\$200,000+	5,012	5.4%	6,468	6.5%			
Median Household Income	\$43,547		\$50,562				
Average Household Income	\$70,334		\$82,471				
Per Capita Income	\$31,617		\$36,905				
Population by Age	Census 2010		2018		2023		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	11,356	5.9%	11,312	5.2%	12,206	5.3%
	5 - 9	8,577	4.5%	9,754	4.5%	9,851	4.3%
	10 - 14	6,548	3.4%	8,241	3.8%	8,503	3.7%
	15 - 19	15,762	8.2%	17,000	7.9%	17,971	7.8%
	20 - 24	34,021	17.7%	35,190	16.3%	37,201	16.1%
	25 - 34	41,992	21.9%	44,975	20.9%	46,902	20.4%
	35 - 44	22,384	11.7%	26,996	12.5%	29,541	12.8%
	45 - 54	20,291	10.6%	20,844	9.7%	21,905	9.5%
	55 - 64	16,549	8.6%	19,834	9.2%	20,329	8.8%
	65 - 74	7,717	4.0%	13,014	6.0%	15,693	6.8%
	75 - 84	4,354	2.3%	5,569	2.6%	7,408	3.2%
	85+	2,265	1.2%	2,787	1.3%	2,916	1.3%
	Race and Ethnicity	Census 2010		2018		2023	
Number		Percent	Number	Percent	Number	Percent	
White Alone		121,647	63.4%	128,437	59.6%	130,059	56.4%
Black Alone		32,938	17.2%	41,402	19.2%	47,803	20.7%
American Indian Alone		5,007	2.6%	4,925	2.3%	4,830	2.1%
Asian Alone		11,899	6.2%	16,918	7.9%	20,903	9.1%
Pacific Islander Alone		102	0.1%	119	0.1%	128	0.1%
Some Other Race Alone		12,229	6.4%	13,888	6.4%	15,530	6.7%
Two or More Races		7,993	4.2%	9,824	4.6%	11,173	4.8%
Hispanic Origin (Any Race)		23,125	12.1%	26,322	12.2%	29,424	12.8%

Data Note: Income is expressed in current dollars.

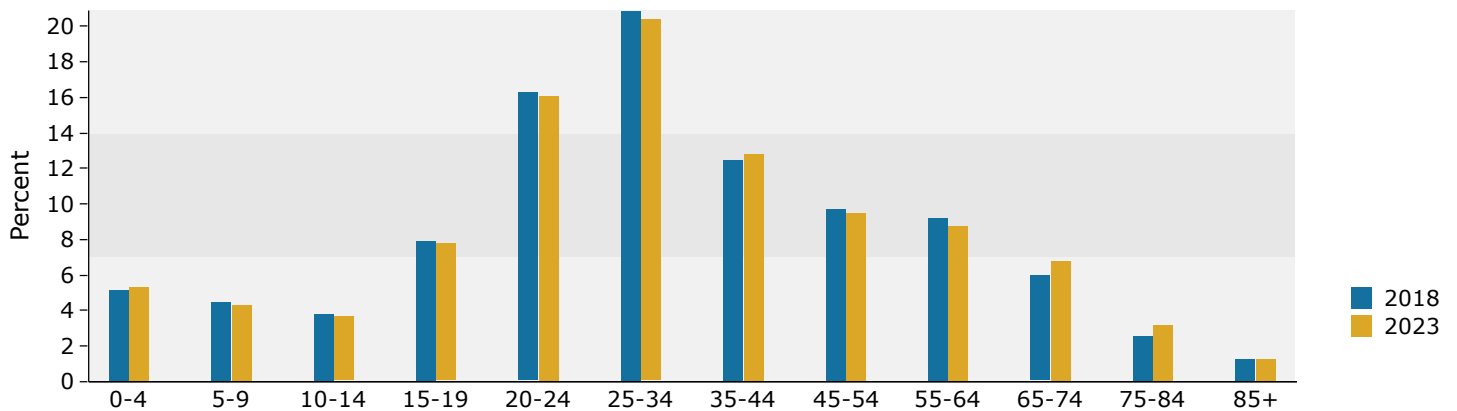
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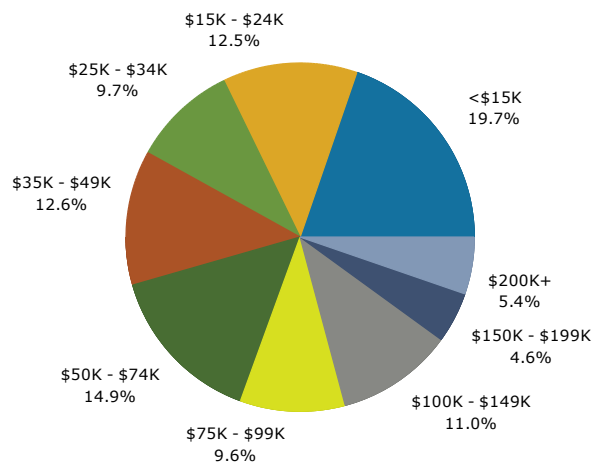
Trends 2018-2023



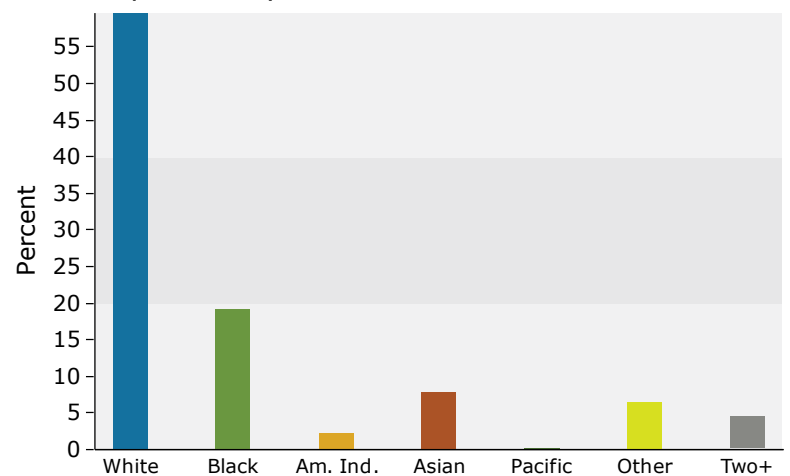
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 12.2%



Market Profile

615 Washington Ave SE, Minneapolis, Minnesota, 55455
Rings: 1, 2, 3 mile radii

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	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	25,275	78,439	182,079
2010 Total Population	29,741	87,528	191,815
2018 Total Population	35,178	101,429	215,515
2018 Group Quarters	8,213	12,511	18,976
2023 Total Population	38,785	110,261	230,426
2018-2023 Annual Rate	1.97%	1.68%	1.35%
2018 Total Daytime Population	80,115	231,495	420,257
Workers	62,090	184,416	325,949
Residents	18,025	47,079	94,308
Household Summary			
2000 Households	8,558	31,759	77,688
2000 Average Household Size	2.17	2.11	2.12
2010 Households	9,291	35,235	82,255
2010 Average Household Size	2.34	2.14	2.10
2018 Households	11,179	41,323	92,864
2018 Average Household Size	2.41	2.15	2.12
2023 Households	12,500	45,276	99,650
2023 Average Household Size	2.45	2.16	2.12
2018-2023 Annual Rate	2.26%	1.84%	1.42%
2010 Families	2,557	11,847	29,812
2010 Average Family Size	3.07	3.01	3.05
2018 Families	2,910	13,318	32,494
2018 Average Family Size	3.08	2.99	3.04
2023 Families	3,191	14,354	34,405
2023 Average Family Size	3.08	2.97	3.03
2018-2023 Annual Rate	1.86%	1.51%	1.15%
Housing Unit Summary			
2000 Housing Units	8,779	33,074	81,200
Owner Occupied Housing Units	16.3%	26.9%	33.9%
Renter Occupied Housing Units	81.1%	69.1%	61.8%
Vacant Housing Units	2.5%	4.0%	4.3%
2010 Housing Units	9,732	38,392	90,165
Owner Occupied Housing Units	13.2%	26.3%	31.9%
Renter Occupied Housing Units	82.3%	65.5%	59.3%
Vacant Housing Units	4.5%	8.2%	8.8%
2018 Housing Units	11,461	44,240	100,629
Owner Occupied Housing Units	12.9%	25.5%	30.5%
Renter Occupied Housing Units	84.6%	67.9%	61.7%
Vacant Housing Units	2.5%	6.6%	7.7%
2023 Housing Units	12,770	47,960	107,101
Owner Occupied Housing Units	13.0%	26.3%	31.8%
Renter Occupied Housing Units	84.9%	68.1%	61.2%
Vacant Housing Units	2.1%	5.6%	7.0%
Median Household Income			
2018	\$23,975	\$36,531	\$43,547
2023	\$26,782	\$41,492	\$50,562
Median Home Value			
2018	\$251,050	\$255,809	\$235,229
2023	\$277,661	\$290,942	\$266,900
Per Capita Income			
2018	\$15,974	\$27,606	\$31,617
2023	\$18,121	\$32,170	\$36,905
Median Age			
2010	22.5	25.9	28.9
2018	22.8	27.0	30.2
2023	22.9	27.5	30.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

April 29, 2019



Market Profile

615 Washington Ave SE, Minneapolis, Minnesota, 55455
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 44.97390
Longitude: -93.22962

	1 mile	2 miles	3 miles
2018 Households by Income			
Household Income Base	11,179	41,323	92,864
<\$15,000	35.5%	25.1%	19.7%
\$15,000 - \$24,999	15.6%	13.3%	12.5%
\$25,000 - \$34,999	13.1%	10.0%	9.7%
\$35,000 - \$49,999	12.8%	11.8%	12.6%
\$50,000 - \$74,999	9.3%	13.4%	14.9%
\$75,000 - \$99,999	3.9%	7.8%	9.6%
\$100,000 - \$149,999	5.0%	9.5%	11.0%
\$150,000 - \$199,999	2.1%	3.9%	4.6%
\$200,000+	2.6%	5.2%	5.4%
Average Household Income	\$42,209	\$64,531	\$70,334
2023 Households by Income			
Household Income Base	12,500	45,276	99,650
<\$15,000	31.4%	21.9%	16.9%
\$15,000 - \$24,999	15.6%	12.4%	11.2%
\$25,000 - \$34,999	13.4%	9.7%	9.2%
\$35,000 - \$49,999	13.7%	11.8%	12.2%
\$50,000 - \$74,999	10.1%	13.5%	14.7%
\$75,000 - \$99,999	4.2%	8.3%	10.1%
\$100,000 - \$149,999	6.2%	11.6%	13.6%
\$150,000 - \$199,999	2.5%	4.6%	5.6%
\$200,000+	3.0%	6.2%	6.5%
Average Household Income	\$48,756	\$75,447	\$82,471
2018 Owner Occupied Housing Units by Value			
Total	1,473	11,276	30,709
<\$50,000	1.2%	0.9%	1.2%
\$50,000 - \$99,999	2.4%	2.8%	3.0%
\$100,000 - \$149,999	7.9%	7.5%	9.5%
\$150,000 - \$199,999	12.5%	15.9%	21.0%
\$200,000 - \$249,999	25.6%	21.3%	21.7%
\$250,000 - \$299,999	17.8%	13.4%	13.5%
\$300,000 - \$399,999	21.3%	14.2%	13.6%
\$400,000 - \$499,999	6.4%	11.8%	8.2%
\$500,000 - \$749,999	3.3%	7.9%	5.5%
\$750,000 - \$999,999	1.6%	2.8%	1.7%
\$1,000,000 - \$1,499,999	0.0%	1.2%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$278,360	\$321,222	\$286,218
2023 Owner Occupied Housing Units by Value			
Total	1,649	12,601	34,077
<\$50,000	0.5%	0.3%	0.5%
\$50,000 - \$99,999	1.0%	1.0%	1.2%
\$100,000 - \$149,999	2.8%	2.5%	3.3%
\$150,000 - \$199,999	9.0%	13.1%	17.1%
\$200,000 - \$249,999	26.3%	20.5%	22.4%
\$250,000 - \$299,999	18.8%	15.3%	16.2%
\$300,000 - \$399,999	25.4%	17.4%	17.6%
\$400,000 - \$499,999	7.9%	14.4%	10.5%
\$500,000 - \$749,999	4.7%	10.5%	7.6%
\$750,000 - \$999,999	3.6%	3.8%	2.5%
\$1,000,000 - \$1,499,999	0.0%	1.0%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$316,222	\$356,106	\$323,420

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

April 29, 2019



Market Profile

615 Washington Ave SE, Minneapolis, Minnesota, 55455
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 44.97390
Longitude: -93.22962

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	29,739	87,525	191,815
0 - 4	3.7%	5.2%	5.9%
5 - 9	2.5%	3.8%	4.5%
10 - 14	1.9%	3.0%	3.4%
15 - 24	60.9%	35.9%	26.0%
25 - 34	13.2%	19.5%	21.9%
35 - 44	5.1%	9.4%	11.7%
45 - 54	4.5%	8.8%	10.6%
55 - 64	4.2%	7.8%	8.6%
65 - 74	2.4%	3.7%	4.0%
75 - 84	1.3%	2.0%	2.3%
85 +	0.4%	1.0%	1.2%
18 +	90.8%	86.3%	84.1%
2018 Population by Age			
Total	35,179	101,430	215,516
0 - 4	3.2%	4.6%	5.2%
5 - 9	2.8%	3.9%	4.5%
10 - 14	2.3%	3.3%	3.8%
15 - 24	58.7%	33.7%	24.2%
25 - 34	13.9%	19.3%	20.9%
35 - 44	5.5%	10.2%	12.5%
45 - 54	4.2%	7.9%	9.7%
55 - 64	4.5%	8.2%	9.2%
65 - 74	3.0%	5.5%	6.0%
75 - 84	1.3%	2.3%	2.6%
85 +	0.5%	1.1%	1.3%
18 +	89.5%	86.0%	84.1%
2023 Population by Age			
Total	38,788	110,260	230,426
0 - 4	3.3%	4.7%	5.3%
5 - 9	2.5%	3.7%	4.3%
10 - 14	2.3%	3.2%	3.7%
15 - 24	57.9%	33.1%	23.9%
25 - 34	13.5%	18.7%	20.4%
35 - 44	6.1%	10.8%	12.8%
45 - 54	4.2%	7.7%	9.5%
55 - 64	4.7%	7.9%	8.8%
65 - 74	3.3%	6.2%	6.8%
75 - 84	1.6%	2.9%	3.2%
85 +	0.6%	1.1%	1.3%
18 +	89.5%	86.3%	84.4%
2010 Population by Sex			
Males	14,967	45,537	99,222
Females	14,774	41,991	92,593
2018 Population by Sex			
Males	17,785	52,587	111,088
Females	17,393	48,842	104,427
2023 Population by Sex			
Males	19,610	57,049	118,469
Females	19,175	53,212	111,958

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

April 29, 2019



Market Profile

615 Washington Ave SE, Minneapolis, Minnesota, 55455
Rings: 1, 2, 3 mile radii

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Latitude: 44.97390
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	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	29,742	87,528	191,815
White Alone	62.6%	60.8%	63.4%
Black Alone	21.3%	19.7%	17.2%
American Indian Alone	0.7%	3.1%	2.6%
Asian Alone	11.6%	8.4%	6.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	4.3%	6.4%
Two or More Races	2.7%	3.6%	4.2%
Hispanic Origin	2.8%	8.6%	12.1%
Diversity Index	57.4	64.9	65.6
2018 Population by Race/Ethnicity			
Total	35,178	101,429	215,513
White Alone	58.9%	57.1%	59.6%
Black Alone	21.8%	21.6%	19.2%
American Indian Alone	0.6%	2.6%	2.3%
Asian Alone	14.5%	10.5%	7.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	4.3%	6.4%
Two or More Races	3.0%	3.9%	4.6%
Hispanic Origin	2.9%	8.7%	12.2%
Diversity Index	60.8	67.7	68.7
2023 Population by Race/Ethnicity			
Total	38,787	110,260	230,426
White Alone	55.7%	54.0%	56.4%
Black Alone	22.8%	23.0%	20.7%
American Indian Alone	0.6%	2.3%	2.1%
Asian Alone	16.5%	12.0%	9.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	4.5%	6.7%
Two or More Races	3.2%	4.2%	4.8%
Hispanic Origin	3.1%	9.0%	12.8%
Diversity Index	63.4	70.0	71.2
2010 Population by Relationship and Household Type			
Total	29,741	87,528	191,815
In Households	73.2%	86.1%	90.3%
In Family Households	27.5%	42.9%	50.2%
Householder	8.7%	13.5%	15.6%
Spouse	4.4%	8.1%	9.8%
Child	10.8%	15.6%	18.1%
Other relative	2.5%	3.5%	4.0%
Nonrelative	1.1%	2.1%	2.7%
In Nonfamily Households	45.7%	43.2%	40.1%
In Group Quarters	26.8%	13.9%	9.7%
Institutionalized Population	0.9%	1.5%	1.3%
Noninstitutionalized Population	25.9%	12.4%	8.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

April 29, 2019



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2018 Population 25+ by Educational Attainment			
Total	11,605	55,266	134,018
Less than 9th Grade	12.3%	8.7%	7.0%
9th - 12th Grade, No Diploma	6.6%	6.4%	5.6%
High School Graduate	10.0%	12.0%	13.1%
GED/Alternative Credential	2.7%	2.8%	2.9%
Some College, No Degree	18.9%	16.9%	16.8%
Associate Degree	4.2%	4.7%	5.9%
Bachelor's Degree	25.8%	28.0%	28.6%
Graduate/Professional Degree	19.5%	20.4%	20.2%
2018 Population 15+ by Marital Status			
Total	32,267	89,491	186,209
Never Married	76.9%	64.0%	58.5%
Married	16.6%	25.5%	28.9%
Widowed	1.2%	2.2%	2.9%
Divorced	5.2%	8.3%	9.7%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	91.6%	93.7%	94.6%
Civilian Unemployed (Unemployment Rate)	8.4%	6.3%	5.4%
2018 Employed Population 16+ by Industry			
Total	17,889	55,465	123,508
Agriculture/Mining	0.1%	0.4%	0.3%
Construction	1.0%	1.7%	2.4%
Manufacturing	5.8%	6.8%	7.0%
Wholesale Trade	0.6%	1.1%	1.6%
Retail Trade	11.3%	10.1%	10.0%
Transportation/Utilities	3.1%	3.1%	2.8%
Information	0.9%	1.7%	2.0%
Finance/Insurance/Real Estate	4.6%	6.1%	7.2%
Services	71.1%	66.7%	64.1%
Public Administration	1.5%	2.2%	2.5%
2018 Employed Population 16+ by Occupation			
Total	17,890	55,464	123,508
White Collar	66.9%	68.8%	67.9%
Management/Business/Financial	9.1%	14.6%	15.6%
Professional	32.1%	33.5%	32.0%
Sales	10.1%	8.6%	8.6%
Administrative Support	15.6%	12.1%	11.8%
Services	23.2%	20.2%	20.8%
Blue Collar	9.9%	11.0%	11.3%
Farming/Forestry/Fishing	0.1%	0.3%	0.2%
Construction/Extraction	1.5%	1.6%	1.8%
Installation/Maintenance/Repair	0.6%	1.1%	1.3%
Production	4.7%	4.4%	4.2%
Transportation/Material Moving	3.0%	3.6%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	29,741	87,528	191,815
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	9,292	35,235	82,255
Households with 1 Person	38.3%	43.6%	45.0%
Households with 2+ People	61.7%	56.4%	55.0%
Family Households	27.5%	33.6%	36.2%
Husband-wife Families	13.7%	20.3%	22.6%
With Related Children	6.6%	8.2%	9.6%
Other Family (No Spouse Present)	13.8%	13.3%	13.6%
Other Family with Male Householder	3.2%	3.6%	3.9%
With Related Children	0.9%	1.5%	1.8%
Other Family with Female Householder	10.6%	9.7%	9.7%
With Related Children	7.0%	6.7%	6.7%
Nonfamily Households	34.2%	22.8%	18.8%
All Households with Children	14.8%	16.7%	18.5%
Multigenerational Households	0.8%	1.4%	1.6%
Unmarried Partner Households	5.3%	7.4%	9.0%
Male-female	4.5%	6.3%	7.4%
Same-sex	0.8%	1.2%	1.6%
2010 Households by Size			
Total	9,292	35,235	82,256
1 Person Household	38.3%	43.6%	45.0%
2 Person Household	27.8%	29.4%	29.3%
3 Person Household	13.1%	11.3%	11.1%
4 Person Household	12.7%	8.6%	7.7%
5 Person Household	4.9%	3.7%	3.5%
6 Person Household	1.6%	1.6%	1.6%
7 + Person Household	1.7%	1.9%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	9,291	35,235	82,255
Owner Occupied	13.8%	28.7%	35.0%
Owned with a Mortgage/Loan	9.2%	21.8%	27.1%
Owned Free and Clear	4.6%	6.9%	7.9%
Renter Occupied	86.2%	71.3%	65.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,732	38,392	90,165
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
	1. Dorms to Diplomas (14C)	College Towns (14B)	Metro Renters (3B)
	2. College Towns (14B)	Dorms to Diplomas (14C)	Emerald City (8B)
	3. High Rise Renters (13E)	Social Security Set (9F)	College Towns (14B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$13,805,989	\$75,063,666	\$181,635,455
Average Spent	\$1,234.99	\$1,816.51	\$1,955.93
Spending Potential Index	57	83	90
Education: Total \$	\$11,841,125	\$55,213,718	\$125,614,255
Average Spent	\$1,059.23	\$1,336.15	\$1,352.67
Spending Potential Index	73	92	93
Entertainment/Recreation: Total \$	\$17,991,810	\$101,118,862	\$247,348,628
Average Spent	\$1,609.43	\$2,447.04	\$2,663.56
Spending Potential Index	50	76	83
Food at Home: Total \$	\$30,632,779	\$168,863,410	\$409,720,661
Average Spent	\$2,740.21	\$4,086.43	\$4,412.05
Spending Potential Index	55	81	88
Food Away from Home: Total \$	\$22,782,074	\$122,329,339	\$295,412,400
Average Spent	\$2,037.93	\$2,960.32	\$3,181.13
Spending Potential Index	58	84	91
Health Care: Total \$	\$27,813,632	\$164,207,859	\$407,316,100
Average Spent	\$2,488.03	\$3,973.76	\$4,386.16
Spending Potential Index	43	69	77
HH Furnishings & Equipment: Total \$	\$11,889,021	\$66,140,908	\$161,895,413
Average Spent	\$1,063.51	\$1,600.58	\$1,743.36
Spending Potential Index	51	77	83
Personal Care Products & Services: Total \$	\$4,720,343	\$26,786,138	\$65,918,197
Average Spent	\$422.25	\$648.21	\$709.84
Spending Potential Index	51	78	86
Shelter: Total \$	\$109,349,185	\$594,519,293	\$1,431,412,895
Average Spent	\$9,781.66	\$14,387.13	\$15,414.08
Spending Potential Index	58	86	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,680,754	\$74,262,373	\$182,458,461
Average Spent	\$1,134.34	\$1,797.12	\$1,964.79
Spending Potential Index	46	72	79
Travel: Total \$	\$10,870,016	\$64,019,585	\$159,357,317
Average Spent	\$972.36	\$1,549.25	\$1,716.03
Spending Potential Index	45	72	80
Vehicle Maintenance & Repairs: Total \$	\$6,280,187	\$34,624,032	\$84,271,759
Average Spent	\$561.78	\$837.89	\$907.48
Spending Potential Index	52	78	84

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

April 29, 2019