



Executive Summary

Powers Blvd/W
Drive Time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 44.83941
Longitude: -93.54748

	5 minutes	10 minutes	15 minutes
Population			
2000 Population	632	19,662	64,237
2010 Population	1,026	25,895	81,920
2017 Population	1,046	28,997	92,705
2022 Population	1,086	30,202	97,890
2000-2010 Annual Rate	4.96%	2.79%	2.46%
2010-2017 Annual Rate	0.27%	1.57%	1.72%
2017-2022 Annual Rate	0.75%	0.82%	1.09%
2017 Male Population	49.9%	49.9%	49.3%
2017 Female Population	50.1%	50.1%	50.7%
2017 Median Age	34.6	35.5	37.8

In the identified area, the current year population is 92,705. In 2010, the Census count in the area was 81,920. The rate of change since 2010 was 1.72% annually. The five-year projection for the population in the area is 97,890 representing a change of 1.09% annually from 2017 to 2022. Currently, the population is 49.3% male and 50.7% female.

Median Age

The median age in this area is 34.6, compared to U.S. median age of 38.2.

Race and Ethnicity

2017 White Alone	86.8%	86.1%	86.9%
2017 Black Alone	4.1%	3.7%	2.7%
2017 American Indian/Alaska Native Alone	0.4%	0.3%	0.3%
2017 Asian Alone	4.6%	4.3%	5.5%
2017 Pacific Islander Alone	0.0%	0.0%	0.0%
2017 Other Race	1.8%	3.0%	2.3%
2017 Two or More Races	2.3%	2.5%	2.3%
2017 Hispanic Origin (Any Race)	5.8%	7.8%	5.4%

Persons of Hispanic origin represent 5.4% of the population in the identified area compared to 18.1% 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 31.9 in the identified area, compared to 64.0 for the U.S. as a whole.

Households

2000 Households	199	7,068	22,585
2010 Households	380	9,825	29,882
2017 Total Households	385	10,996	33,639
2022 Total Households	401	11,475	35,484
2000-2010 Annual Rate	6.68%	3.35%	2.84%
2010-2017 Annual Rate	0.18%	1.57%	1.65%
2017-2022 Annual Rate	0.82%	0.86%	1.07%
2017 Average Household Size	2.71	2.63	2.73

The household count in this area has changed from 29,882 in 2010 to 33,639 in the current year, a change of 1.65% annually. The five-year projection of households is 35,484, a change of 1.07% annually from the current year total. Average household size is currently 2.73, compared to 2.72 in the year 2010. The number of families in the current year is 24,817 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 2017 and 2022. Esri converted Census 2000 data into 2010 geography.

June 12, 2018



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Median Household Income			
2017 Median Household Income	\$87,157	\$81,874	\$102,412
2022 Median Household Income	\$94,139	\$89,885	\$109,983
2017-2022 Annual Rate	1.55%	1.88%	1.44%
Average Household Income			
2017 Average Household Income	\$109,088	\$108,329	\$132,694
2022 Average Household Income	\$124,018	\$122,436	\$148,130
2017-2022 Annual Rate	2.60%	2.48%	2.23%
Per Capita Income			
2017 Per Capita Income	\$38,426	\$39,592	\$47,958
2022 Per Capita Income	\$43,565	\$44,790	\$53,433
2017-2022 Annual Rate	2.54%	2.50%	2.19%

Households by Income

Current median household income is \$102,412 in the area, compared to \$56,124 for all U.S. households. Median household income is projected to be \$109,983 in five years, compared to \$62,316 for all U.S. households

Current average household income is \$132,694 in this area, compared to \$80,675 for all U.S. households. Average household income is projected to be \$148,130 in five years, compared to \$91,585 for all U.S. households

Current per capita income is \$47,958 in the area, compared to the U.S. per capita income of \$30,820. The per capita income is projected to be \$53,433 in five years, compared to \$34,828 for all U.S. households

Housing			
2000 Total Housing Units	199	7,237	23,014
2000 Owner Occupied Housing Units	182	5,519	18,902
2000 Renter Occupied Housing Units	16	1,548	3,683
2000 Vacant Housing Units	1	170	429
2010 Total Housing Units	398	10,361	31,252
2010 Owner Occupied Housing Units	303	7,371	24,289
2010 Renter Occupied Housing Units	77	2,454	5,593
2010 Vacant Housing Units	18	536	1,370
2017 Total Housing Units	406	11,556	35,024
2017 Owner Occupied Housing Units	301	8,205	27,092
2017 Renter Occupied Housing Units	84	2,792	6,547
2017 Vacant Housing Units	21	560	1,385
2022 Total Housing Units	422	12,056	36,951
2022 Owner Occupied Housing Units	312	8,545	28,539
2022 Renter Occupied Housing Units	89	2,930	6,946
2022 Vacant Housing Units	21	581	1,467

Currently, 77.4% of the 35,024 housing units in the area are owner occupied; 18.7%, renter occupied; and 4.0% are vacant. Currently, in the U.S., 55.6% of the housing units in the area are owner occupied; 33.1% are renter occupied; and 11.3% are vacant. In 2010, there were 31,252 housing units in the area - 77.7% owner occupied, 17.9% renter occupied, and 4.4% vacant. The annual rate of change in housing units since 2010 is 5.19%. Median home value in the area is \$341,734, compared to a median home value of \$207,344 for the U.S. In five years, median value is projected to change by 2.05% annually to \$378,151.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.

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	2000	2010	2000-2010 Annual Rate
Population	632	1,026	4.96%
Households	199	380	6.68%
Housing Units	199	398	7.18%
Population by Race			
Total		1,026	100.0%
Population Reporting One Race		1,009	98.3%
White		917	89.4%
Black		27	2.6%
American Indian		4	0.4%
Asian		45	4.4%
Pacific Islander		0	0.0%
Some Other Race		16	1.6%
Population Reporting Two or More Races		17	1.7%
Total Hispanic Population		51	5.0%
Population by Sex			
Male		512	49.9%
Female		514	50.1%
Population by Age			
Total		1,025	100.0%
Age 0 - 4		93	9.1%
Age 5 - 9		88	8.6%
Age 10 - 14		82	8.0%
Age 15 - 19		71	6.9%
Age 20 - 24		51	5.0%
Age 25 - 29		74	7.2%
Age 30 - 34		87	8.5%
Age 35 - 39		85	8.3%
Age 40 - 44		84	8.2%
Age 45 - 49		88	8.6%
Age 50 - 54		75	7.3%
Age 55 - 59		61	6.0%
Age 60 - 64		34	3.3%
Age 65 - 69		18	1.8%
Age 70 - 74		10	1.0%
Age 75 - 79		9	0.9%
Age 80 - 84		8	0.8%
Age 85+		9	0.9%
Age 18+		717	69.9%
Age 65+		54	5.3%

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

Households by Type

Total	379	100.0%
Households with 1 Person	65	17.2%
Households with 2+ People	314	82.8%
Family Households	288	76.0%
Husband-wife Families	232	61.2%
With Own Children	130	34.3%
Other Family (No Spouse Present)	57	15.0%
With Own Children	36	9.5%
Nonfamily Households	26	6.9%
All Households with Children	172	45.3%
Multigenerational Households	9	2.4%
Unmarried Partner Households	26	6.9%
Male-female	24	6.3%
Same-sex	2	0.5%
Average Household Size	2.69	

Family Households by Size

Total	289	100.0%
2 People	98	33.9%
3 People	70	24.2%
4 People	75	26.0%
5 People	30	10.4%
6 People	11	3.8%
7+ People	5	1.7%
Average Family Size	3.07	

Nonfamily Households by Size

Total	91	100.0%
1 Person	65	71.4%
2 People	22	24.2%
3 People	2	2.2%
4 People	1	1.1%
5 People	1	1.1%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.33	

Population by Relationship and Household Type

Total	1,026	100.0%
In Households	1,023	99.7%
In Family Households	901	87.8%
Householder	273	26.6%
Spouse	218	21.2%
Child	372	36.3%
Other relative	21	2.0%
Nonrelative	17	1.7%
In Nonfamily Households	122	11.9%
In Group Quarters	3	0.3%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	3	0.3%

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. **Average family size** excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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Family Households by Age of Householder

Total	289	100.0%
Householder Age 15 - 44	151	52.2%
Householder Age 45 - 54	78	27.0%
Householder Age 55 - 64	41	14.2%
Householder Age 65 - 74	11	3.8%
Householder Age 75+	8	2.8%

Nonfamily Households by Age of Householder

Total	91	100.0%
Householder Age 15 - 44	45	49.5%
Householder Age 45 - 54	18	19.8%
Householder Age 55 - 64	15	16.5%
Householder Age 65 - 74	6	6.6%
Householder Age 75+	7	7.7%

Households by Race of Householder

Total	380	100.0%
Householder is White Alone	352	92.6%
Householder is Black Alone	7	1.8%
Householder is American Indian Alone	2	0.5%
Householder is Asian Alone	13	3.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.8%
Householder is Two or More Races	3	0.8%
Households with Hispanic Householder	11	2.9%

Husband-wife Families by Race of Householder

Total	232	100.0%
Householder is White Alone	214	92.2%
Householder is Black Alone	4	1.7%
Householder is American Indian Alone	1	0.4%
Householder is Asian Alone	9	3.9%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.9%
Householder is Two or More Races	2	0.9%
Husband-wife Families with Hispanic Householder	8	3.4%

Other Families (No Spouse) by Race of Householder

Total	58	100.0%
Householder is White Alone	51	87.9%
Householder is Black Alone	3	5.2%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	3.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	1.7%
Householder is Two or More Races	1	1.7%
Other Families with Hispanic Householder	3	5.3%

Nonfamily Households by Race of Householder

Total	90	100.0%
Householder is White Alone	87	96.7%
Householder is Black Alone	1	1.1%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	2.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Nonfamily Households with Hispanic Householder	1	1.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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Total Housing Units by Occupancy

Total	397	100.0%
Occupied Housing Units	380	95.7%
Vacant Housing Units		
For Rent	6	1.5%
Rented, not Occupied	1	0.3%
For Sale Only	4	1.0%
Sold, not Occupied	1	0.3%
For Seasonal/Recreational/Occasional Use	2	0.5%
For Migrant Workers	0	0.0%
Other Vacant	3	0.8%
Total Vacancy Rate	4.5%	

Households by Tenure and Mortgage Status

Total	380	100.0%
Owner Occupied	303	79.7%
Owned with a Mortgage/Loan	271	71.3%
Owned Free and Clear	32	8.4%
Average Household Size	2.71	
Renter Occupied	77	20.3%
Average Household Size	2.61	

Owner-occupied Housing Units by Race of Householder

Total	304	100.0%
Householder is White Alone	285	93.8%
Householder is Black Alone	3	1.0%
Householder is American Indian Alone	1	0.3%
Householder is Asian Alone	11	3.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.7%
Householder is Two or More Races	2	0.7%
Owner-occupied Housing Units with Hispanic Householder	6	2.0%

Renter-occupied Housing Units by Race of Householder

Total	76	100.0%
Householder is White Alone	67	88.2%
Householder is Black Alone	4	5.3%
Householder is American Indian Alone	1	1.3%
Householder is Asian Alone	2	2.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	1.3%
Householder is Two or More Races	1	1.3%
Renter-occupied Housing Units with Hispanic Householder	5	6.5%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.64
Householder is Black Alone	3.57
Householder is American Indian Alone	2.50
Householder is Asian Alone	3.08
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	5.00
Householder is Two or More Races	2.67
Householder is Hispanic	4.27

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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	2000	2010	2000-2010 Annual Rate
Population	19,662	25,895	2.79%
Households	7,068	9,825	3.35%
Housing Units	7,237	10,361	3.65%
Population by Race			
Total		25,895	100.0%
Population Reporting One Race		25,397	98.1%
White		22,971	88.7%
Black		621	2.4%
American Indian		96	0.4%
Asian		981	3.8%
Pacific Islander		6	0.0%
Some Other Race		722	2.8%
Population Reporting Two or More Races		498	1.9%
Total Hispanic Population		1,868	7.2%
Population by Sex			
Male		12,881	49.7%
Female		13,014	50.3%
Population by Age			
Total		25,894	100.0%
Age 0 - 4		2,134	8.2%
Age 5 - 9		2,252	8.7%
Age 10 - 14		2,223	8.6%
Age 15 - 19		1,786	6.9%
Age 20 - 24		1,178	4.5%
Age 25 - 29		1,761	6.8%
Age 30 - 34		1,978	7.6%
Age 35 - 39		1,923	7.4%
Age 40 - 44		2,215	8.6%
Age 45 - 49		2,397	9.3%
Age 50 - 54		1,963	7.6%
Age 55 - 59		1,466	5.7%
Age 60 - 64		960	3.7%
Age 65 - 69		542	2.1%
Age 70 - 74		367	1.4%
Age 75 - 79		292	1.1%
Age 80 - 84		243	0.9%
Age 85+		215	0.8%
Age 18+		18,056	69.7%
Age 65+		1,659	6.4%

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

Households by Type		
Total	9,825	100.0%
Households with 1 Person	2,266	23.1%
Households with 2+ People	7,559	76.9%
Family Households	6,994	71.2%
Husband-wife Families	5,542	56.4%
With Own Children	3,075	31.3%
Other Family (No Spouse Present)	1,452	14.8%
With Own Children	950	9.7%
Nonfamily Households	565	5.8%
All Households with Children	4,177	42.5%
Multigenerational Households	200	2.0%
Unmarried Partner Households	609	6.2%
Male-female	561	5.7%
Same-sex	48	0.5%
Average Household Size	2.63	
Family Households by Size		
Total	6,994	100.0%
2 People	2,461	35.2%
3 People	1,618	23.1%
4 People	1,813	25.9%
5 People	771	11.0%
6 People	229	3.3%
7+ People	102	1.5%
Average Family Size	3.14	
Nonfamily Households by Size		
Total	2,831	100.0%
1 Person	2,266	80.0%
2 People	478	16.9%
3 People	52	1.8%
4 People	25	0.9%
5 People	7	0.2%
6 People	2	0.1%
7+ People	1	0.0%
Average Nonfamily Size	1.20	
Population by Relationship and Household Type		
Total	25,895	100.0%
In Households	25,792	99.6%
In Family Households	22,388	86.5%
Householder	6,794	26.2%
Spouse	5,378	20.8%
Child	9,215	35.6%
Other relative	545	2.1%
Nonrelative	456	1.8%
In Nonfamily Households	3,404	13.1%
In Group Quarters	103	0.4%
Institutionalized Population	73	0.3%
Noninstitutionalized Population	31	0.1%

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. **Average family size** excludes nonrelatives.

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Family Households by Age of Householder

Total	6,994	100.0%
Householder Age 15 - 44	3,337	47.7%
Householder Age 45 - 54	2,059	29.4%
Householder Age 55 - 64	1,017	14.5%
Householder Age 65 - 74	365	5.2%
Householder Age 75+	216	3.1%

Nonfamily Households by Age of Householder

Total	2,830	100.0%
Householder Age 15 - 44	1,128	39.9%
Householder Age 45 - 54	574	20.3%
Householder Age 55 - 64	528	18.7%
Householder Age 65 - 74	232	8.2%
Householder Age 75+	368	13.0%

Households by Race of Householder

Total	9,824	100.0%
Householder is White Alone	9,068	92.3%
Householder is Black Alone	172	1.8%
Householder is American Indian Alone	31	0.3%
Householder is Asian Alone	282	2.9%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	185	1.9%
Householder is Two or More Races	84	0.9%
Households with Hispanic Householder	466	4.7%

Husband-wife Families by Race of Householder

Total	5,542	100.0%
Householder is White Alone	5,132	92.6%
Householder is Black Alone	64	1.2%
Householder is American Indian Alone	13	0.2%
Householder is Asian Alone	190	3.4%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	100	1.8%
Householder is Two or More Races	42	0.8%
Husband-wife Families with Hispanic Householder	246	4.4%

Other Families (No Spouse) by Race of Householder

Total	1,452	100.0%
Householder is White Alone	1,236	85.1%
Householder is Black Alone	71	4.9%
Householder is American Indian Alone	13	0.9%
Householder is Asian Alone	48	3.3%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	63	4.3%
Householder is Two or More Races	20	1.4%
Other Families with Hispanic Householder	153	10.5%

Nonfamily Households by Race of Householder

Total	2,831	100.0%
Householder is White Alone	2,700	95.4%
Householder is Black Alone	37	1.3%
Householder is American Indian Alone	6	0.2%
Householder is Asian Alone	44	1.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	21	0.7%
Householder is Two or More Races	23	0.8%
Nonfamily Households with Hispanic Householder	67	2.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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Total Housing Units by Occupancy

Total	10,334	100.0%
Occupied Housing Units	9,825	95.1%
Vacant Housing Units		
For Rent	221	2.1%
Rented, not Occupied	14	0.1%
For Sale Only	124	1.2%
Sold, not Occupied	21	0.2%
For Seasonal/Recreational/Occasional Use	45	0.4%
For Migrant Workers	1	0.0%
Other Vacant	83	0.8%
Total Vacancy Rate	5.2%	

Households by Tenure and Mortgage Status

Total	9,825	100.0%
Owner Occupied	7,371	75.0%
Owned with a Mortgage/Loan	6,241	63.5%
Owned Free and Clear	1,130	11.5%
Average Household Size	2.77	
Renter Occupied	2,454	25.0%
Average Household Size	2.20	

Owner-occupied Housing Units by Race of Householder

Total	7,370	100.0%
Householder is White Alone	6,927	94.0%
Householder is Black Alone	58	0.8%
Householder is American Indian Alone	13	0.2%
Householder is Asian Alone	208	2.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	109	1.5%
Householder is Two or More Races	55	0.7%
Owner-occupied Housing Units with Hispanic Householder	256	3.5%

Renter-occupied Housing Units by Race of Householder

Total	2,454	100.0%
Householder is White Alone	2,141	87.2%
Householder is Black Alone	114	4.6%
Householder is American Indian Alone	18	0.7%
Householder is Asian Alone	74	3.0%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	76	3.1%
Householder is Two or More Races	29	1.2%
Renter-occupied Housing Units with Hispanic Householder	210	8.6%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.56
Householder is Black Alone	3.37
Householder is American Indian Alone	3.16
Householder is Asian Alone	3.26
Householder is Pacific Islander Alone	3.50
Householder is Some Other Race Alone	3.74
Householder is Two or More Races	3.05
Householder is Hispanic	3.68

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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	2000	2010	2000-2010 Annual Rate
Population	64,237	81,920	2.46%
Households	22,585	29,882	2.84%
Housing Units	23,014	31,252	3.11%
Population by Race			
Total		81,920	100.0%
Population Reporting One Race		80,440	98.2%
White		73,010	89.1%
Black		1,563	1.9%
American Indian		253	0.3%
Asian		3,871	4.7%
Pacific Islander		16	0.0%
Some Other Race		1,727	2.1%
Population Reporting Two or More Races		1,480	1.8%
Total Hispanic Population		4,021	4.9%
Population by Sex			
Male		40,391	49.3%
Female		41,529	50.7%
Population by Age			
Total		81,920	100.0%
Age 0 - 4		5,740	7.0%
Age 5 - 9		7,003	8.5%
Age 10 - 14		7,390	9.0%
Age 15 - 19		6,116	7.5%
Age 20 - 24		3,340	4.1%
Age 25 - 29		4,398	5.4%
Age 30 - 34		4,967	6.1%
Age 35 - 39		5,782	7.1%
Age 40 - 44		7,204	8.8%
Age 45 - 49		8,276	10.1%
Age 50 - 54		6,951	8.5%
Age 55 - 59		5,132	6.3%
Age 60 - 64		3,405	4.2%
Age 65 - 69		2,138	2.6%
Age 70 - 74		1,449	1.8%
Age 75 - 79		1,037	1.3%
Age 80 - 84		825	1.0%
Age 85+		767	0.9%
Age 18+		57,399	70.1%
Age 65+		6,216	7.6%

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

Powers Blvd/W
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 44.83941
Longitude: -93.54748

Households by Type

Total	29,882	100.0%
Households with 1 Person	6,295	21.1%
Households with 2+ People	23,587	78.9%
Family Households	22,120	74.0%
Husband-wife Families	18,639	62.4%
With Own Children	10,134	33.9%
Other Family (No Spouse Present)	3,481	11.6%
With Own Children	2,211	7.4%
Nonfamily Households	1,467	4.9%
All Households with Children	12,721	42.6%
Multigenerational Households	498	1.7%
Unmarried Partner Households	1,468	4.9%
Male-female	1,332	4.5%
Same-sex	136	0.5%
Average Household Size	2.72	

Family Households by Size

Total	22,121	100.0%
2 People	8,029	36.3%
3 People	4,993	22.6%
4 People	5,649	25.5%
5 People	2,481	11.2%
6 People	681	3.1%
7+ People	288	1.3%
Average Family Size	3.20	

Nonfamily Households by Size

Total	7,762	100.0%
1 Person	6,295	81.1%
2 People	1,262	16.3%
3 People	128	1.6%
4 People	54	0.7%
5 People	15	0.2%
6 People	4	0.1%
7+ People	4	0.1%
Average Nonfamily Size	1.21	

Population by Relationship and Household Type

Total	81,920	100.0%
In Households	81,247	99.2%
In Family Households	71,827	87.7%
Householder	21,951	26.8%
Spouse	18,500	22.6%
Child	28,903	35.3%
Other relative	1,388	1.7%
Nonrelative	1,086	1.3%
In Nonfamily Households	9,420	11.5%
In Group Quarters	673	0.8%
Institutionalized Population	471	0.6%
Noninstitutionalized Population	202	0.2%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Powers Blvd/W
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 44.83941
Longitude: -93.54748

Family Households by Age of Householder

Total	22,120	100.0%
Householder Age 15 - 44	9,090	41.1%
Householder Age 45 - 54	7,073	32.0%
Householder Age 55 - 64	3,705	16.7%
Householder Age 65 - 74	1,489	6.7%
Householder Age 75+	763	3.4%

Nonfamily Households by Age of Householder

Total	7,762	100.0%
Householder Age 15 - 44	2,834	36.5%
Householder Age 45 - 54	1,594	20.5%
Householder Age 55 - 64	1,465	18.9%
Householder Age 65 - 74	756	9.7%
Householder Age 75+	1,113	14.3%

Households by Race of Householder

Total	29,883	100.0%
Householder is White Alone	27,536	92.1%
Householder is Black Alone	464	1.6%
Householder is American Indian Alone	77	0.3%
Householder is Asian Alone	1,134	3.8%
Householder is Pacific Islander Alone	6	0.0%
Householder is Some Other Race Alone	433	1.4%
Householder is Two or More Races	233	0.8%
Households with Hispanic Householder	970	3.2%

Husband-wife Families by Race of Householder

Total	18,639	100.0%
Householder is White Alone	17,189	92.2%
Householder is Black Alone	200	1.1%
Householder is American Indian Alone	33	0.2%
Householder is Asian Alone	856	4.6%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	233	1.3%
Householder is Two or More Races	125	0.7%
Husband-wife Families with Hispanic Householder	534	2.9%

Other Families (No Spouse) by Race of Householder

Total	3,482	100.0%
Householder is White Alone	2,982	85.6%
Householder is Black Alone	151	4.3%
Householder is American Indian Alone	25	0.7%
Householder is Asian Alone	130	3.7%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	142	4.1%
Householder is Two or More Races	50	1.4%
Other Families with Hispanic Householder	288	8.3%

Nonfamily Households by Race of Householder

Total	7,763	100.0%
Householder is White Alone	7,365	94.9%
Householder is Black Alone	113	1.5%
Householder is American Indian Alone	19	0.2%
Householder is Asian Alone	149	1.9%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	59	0.8%
Householder is Two or More Races	58	0.7%
Nonfamily Households with Hispanic Householder	148	1.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Powers Blvd/W
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 44.83941
Longitude: -93.54748

Total Housing Units by Occupancy

Total	31,288	100.0%
Occupied Housing Units	29,882	95.5%
Vacant Housing Units		
For Rent	438	1.4%
Rented, not Occupied	36	0.1%
For Sale Only	372	1.2%
Sold, not Occupied	67	0.2%
For Seasonal/Recreational/Occasional Use	273	0.9%
For Migrant Workers	1	0.0%
Other Vacant	219	0.7%
Total Vacancy Rate	4.4%	

Households by Tenure and Mortgage Status

Total	29,882	100.0%
Owner Occupied	24,289	81.3%
Owned with a Mortgage/Loan	20,440	68.4%
Owned Free and Clear	3,848	12.9%
Average Household Size	2.85	
Renter Occupied	5,593	18.7%
Average Household Size	2.16	

Owner-occupied Housing Units by Race of Householder

Total	24,288	100.0%
Householder is White Alone	22,775	93.8%
Householder is Black Alone	198	0.8%
Householder is American Indian Alone	34	0.1%
Householder is Asian Alone	887	3.7%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	235	1.0%
Householder is Two or More Races	157	0.6%
Owner-occupied Housing Units with Hispanic Householder	539	2.2%

Renter-occupied Housing Units by Race of Householder

Total	5,593	100.0%
Householder is White Alone	4,761	85.1%
Householder is Black Alone	266	4.8%
Householder is American Indian Alone	42	0.8%
Householder is Asian Alone	247	4.4%
Householder is Pacific Islander Alone	3	0.1%
Householder is Some Other Race Alone	198	3.5%
Householder is Two or More Races	76	1.4%
Renter-occupied Housing Units with Hispanic Householder	431	7.7%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.67
Householder is Black Alone	3.17
Householder is American Indian Alone	2.99
Householder is Asian Alone	3.23
Householder is Pacific Islander Alone	3.17
Householder is Some Other Race Alone	3.76
Householder is Two or More Races	3.12
Householder is Hispanic	3.67

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Demographic and Income Profile

Powers Blvd/W
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 44.83941
Longitude: -93.54748

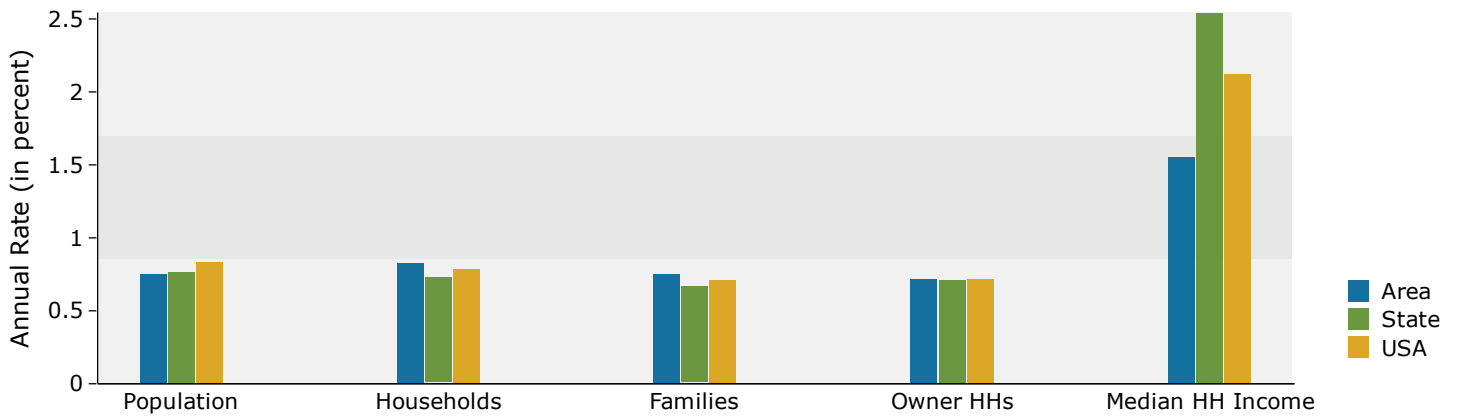
Summary	Census 2010	2017	2022				
Population	1,026	1,046	1,086				
Households	380	385	401				
Families	288	288	299				
Average Household Size	2.69	2.71	2.70				
Owner Occupied Housing Units	303	301	312				
Renter Occupied Housing Units	77	84	89				
Median Age	33.1	34.6	35.8				
Trends: 2017 - 2022 Annual Rate	Area	State	National				
Population	0.75%	0.76%	0.83%				
Households	0.82%	0.73%	0.79%				
Families	0.75%	0.67%	0.71%				
Owner HHs	0.72%	0.71%	0.72%				
Median Household Income	1.55%	2.54%	2.12%				
Households by Income	2017		2022				
	Number	Percent	Number	Percent			
	<\$15,000	14	3.6%	15	3.7%		
	\$15,000 - \$24,999	6	1.6%	6	1.5%		
	\$25,000 - \$34,999	18	4.7%	17	4.2%		
	\$35,000 - \$49,999	31	8.1%	28	7.0%		
	\$50,000 - \$74,999	65	16.9%	58	14.5%		
	\$75,000 - \$99,999	100	26.0%	93	23.2%		
	\$100,000 - \$149,999	76	19.7%	87	21.7%		
	\$150,000 - \$199,999	44	11.4%	57	14.2%		
\$200,000+	31	8.1%	40	10.0%			
Median Household Income	\$87,157		\$94,139				
Average Household Income	\$109,088		\$124,018				
Per Capita Income	\$38,426		\$43,565				
Population by Age	Census 2010		2017		2022		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	93	9.1%	81	7.7%	84	7.7%
	5 - 9	88	8.6%	87	8.3%	85	7.8%
	10 - 14	82	8.0%	84	8.0%	86	7.9%
	15 - 19	71	6.9%	67	6.4%	66	6.1%
	20 - 24	51	5.0%	59	5.6%	47	4.3%
	25 - 34	161	15.7%	153	14.6%	158	14.6%
	35 - 44	169	16.5%	163	15.5%	191	17.6%
	45 - 54	163	15.9%	149	14.2%	131	12.1%
	55 - 64	95	9.3%	128	12.2%	127	11.7%
	65 - 74	28	2.7%	55	5.2%	80	7.4%
	75 - 84	17	1.7%	15	1.4%	22	2.0%
85+	9	0.9%	8	0.8%	7	0.6%	
Race and Ethnicity	Census 2010		2017		2022		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	917	89.4%	908	86.8%	918	84.6%
	Black Alone	27	2.6%	43	4.1%	55	5.1%
	American Indian Alone	4	0.4%	4	0.4%	4	0.4%
	Asian Alone	45	4.4%	48	4.6%	57	5.3%
	Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
	Some Other Race Alone	16	1.6%	19	1.8%	23	2.1%
	Two or More Races	17	1.7%	24	2.3%	28	2.6%
Hispanic Origin (Any Race)	51	5.0%	60	5.7%	73	6.7%	

Data Note: Income is expressed in current dollars.

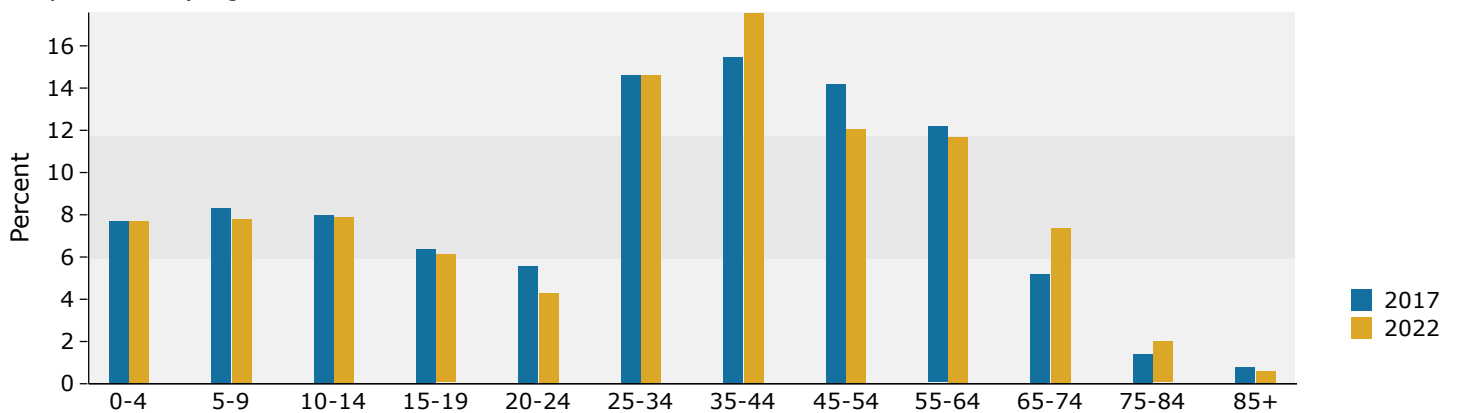
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

June 12, 2018

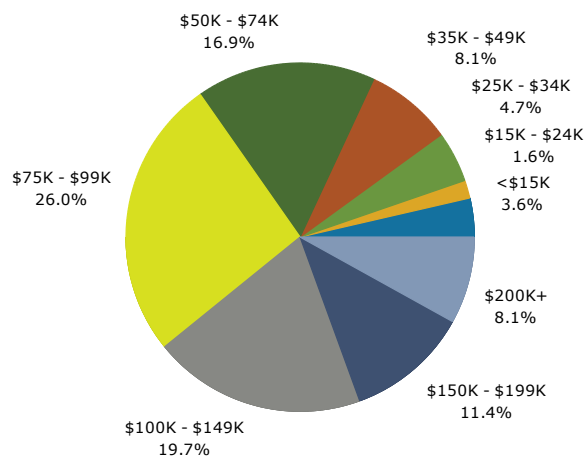
Trends 2017-2022



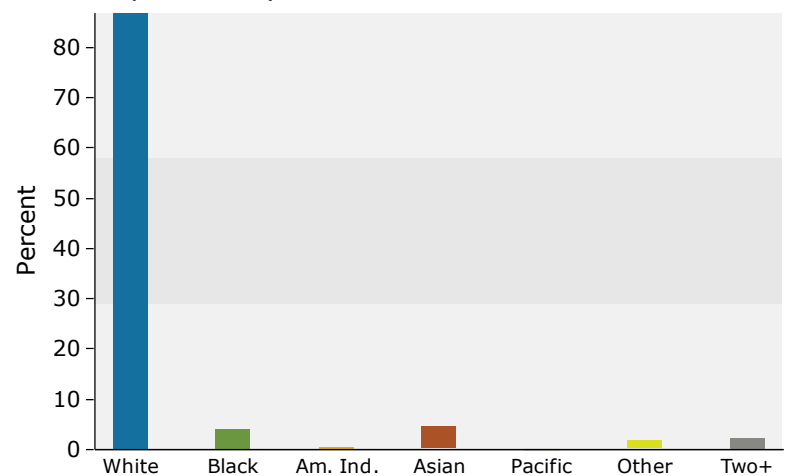
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 5.7%



Demographic and Income Profile

Powers Blvd/W
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.83941
Longitude: -93.54748

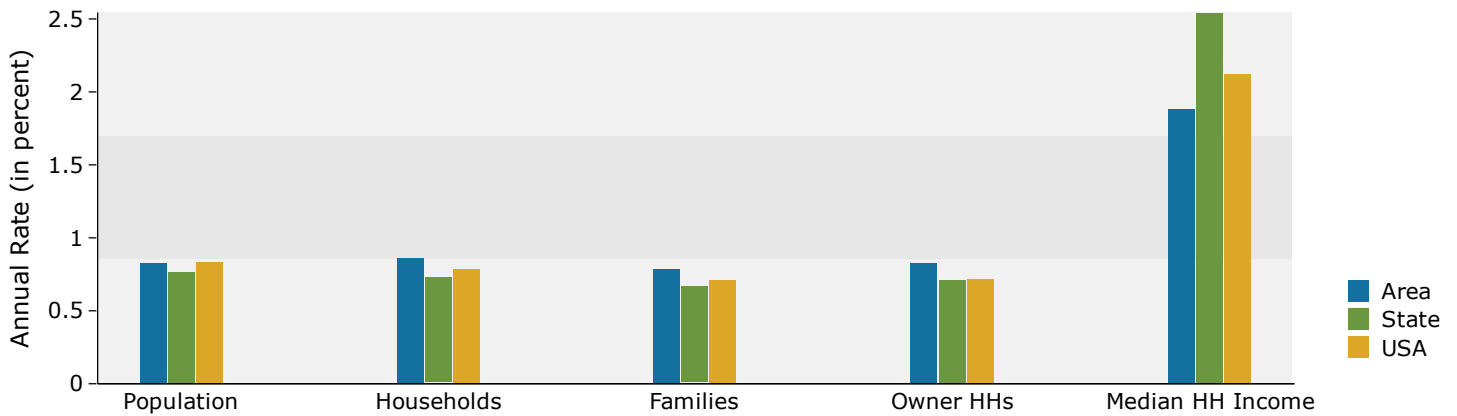
Summary	Census 2010		2017		2022		
Population	25,895		28,997		30,202		
Households	9,825		10,996		11,475		
Families	6,994		7,791		8,105		
Average Household Size	2.63		2.63		2.62		
Owner Occupied Housing Units	7,371		8,205		8,545		
Renter Occupied Housing Units	2,454		2,792		2,930		
Median Age	34.1		35.5		36.3		
Trends: 2017 - 2022 Annual Rate	Area		State		National		
Population	0.82%		0.76%		0.83%		
Households	0.86%		0.73%		0.79%		
Families	0.79%		0.67%		0.71%		
Owner HHs	0.82%		0.71%		0.72%		
Median Household Income	1.88%		2.54%		2.12%		
Households by Income				2017		2022	
				Number	Percent	Number	Percent
	<\$15,000			468	4.3%	495	4.3%
	\$15,000 - \$24,999			708	6.4%	714	6.2%
	\$25,000 - \$34,999			806	7.3%	751	6.5%
	\$35,000 - \$49,999			1,126	10.2%	1,042	9.1%
	\$50,000 - \$74,999			1,810	16.5%	1,646	14.3%
	\$75,000 - \$99,999			1,704	15.5%	1,648	14.4%
	\$100,000 - \$149,999			2,094	19.0%	2,381	20.7%
	\$150,000 - \$199,999			1,098	10.0%	1,344	11.7%
	\$200,000+			1,182	10.7%	1,454	12.7%
Median Household Income			\$81,874		\$89,885		
Average Household Income			\$108,329		\$122,436		
Per Capita Income			\$39,592		\$44,790		
Population by Age	Census 2010		2017		2022		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	2,134	8.2%	2,110	7.3%	2,197	7.3%
	5 - 9	2,252	8.7%	2,331	8.0%	2,257	7.5%
	10 - 14	2,223	8.6%	2,394	8.3%	2,420	8.0%
	15 - 19	1,786	6.9%	2,039	7.0%	2,066	6.8%
	20 - 24	1,178	4.5%	1,705	5.9%	1,617	5.4%
	25 - 34	3,739	14.4%	3,675	12.7%	3,924	13.0%
	35 - 44	4,138	16.0%	4,338	15.0%	4,683	15.5%
	45 - 54	4,360	16.8%	4,379	15.1%	3,961	13.1%
	55 - 64	2,426	9.4%	3,584	12.4%	3,810	12.6%
	65 - 74	909	3.5%	1,636	5.6%	2,264	7.5%
	75 - 84	535	2.1%	561	1.9%	760	2.5%
	85+	215	0.8%	244	0.8%	243	0.8%
Race and Ethnicity	Census 2010		2017		2022		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	22,971	88.7%	24,966	86.1%	25,344	83.9%
	Black Alone	621	2.4%	1,080	3.7%	1,371	4.5%
	American Indian Alone	96	0.4%	86	0.3%	87	0.3%
	Asian Alone	981	3.8%	1,244	4.3%	1,491	4.9%
	Pacific Islander Alone	6	0.0%	10	0.0%	11	0.0%
	Some Other Race Alone	722	2.8%	880	3.0%	1,035	3.4%
	Two or More Races	498	1.9%	731	2.5%	863	2.9%
	Hispanic Origin (Any Race)	1,868	7.2%	2,252	7.8%	2,613	8.7%

Data Note: Income is expressed in current dollars.

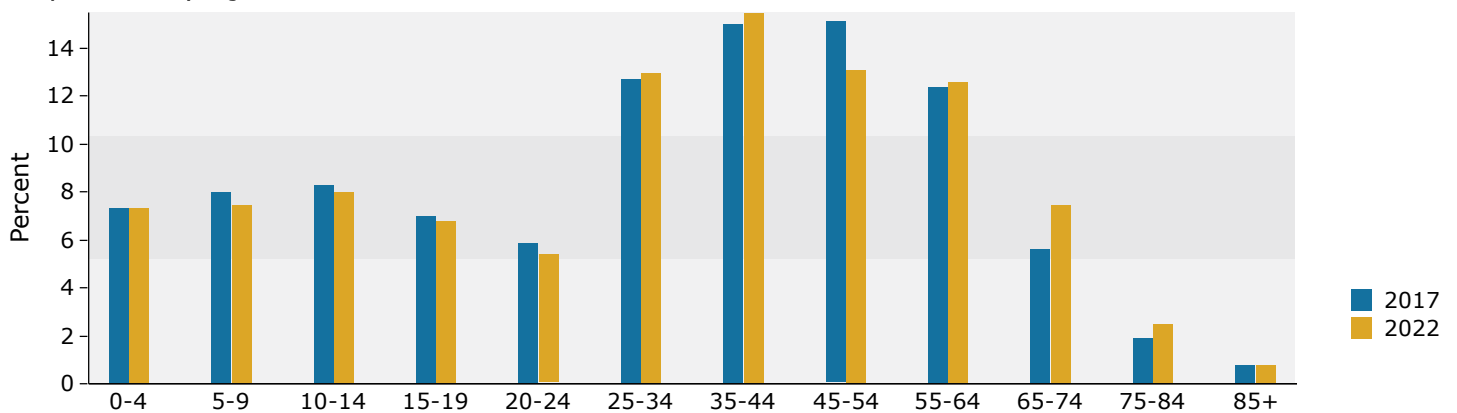
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

June 12, 2018

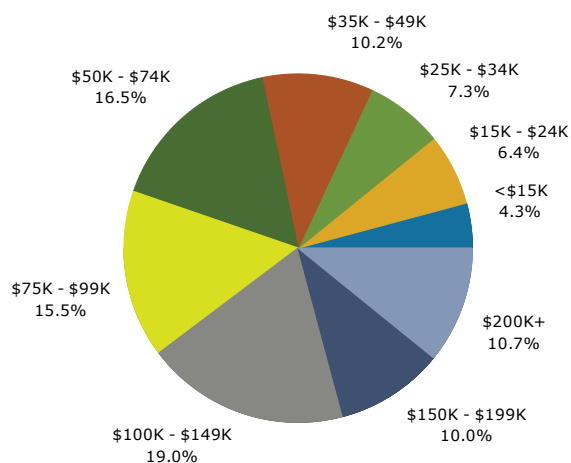
Trends 2017-2022



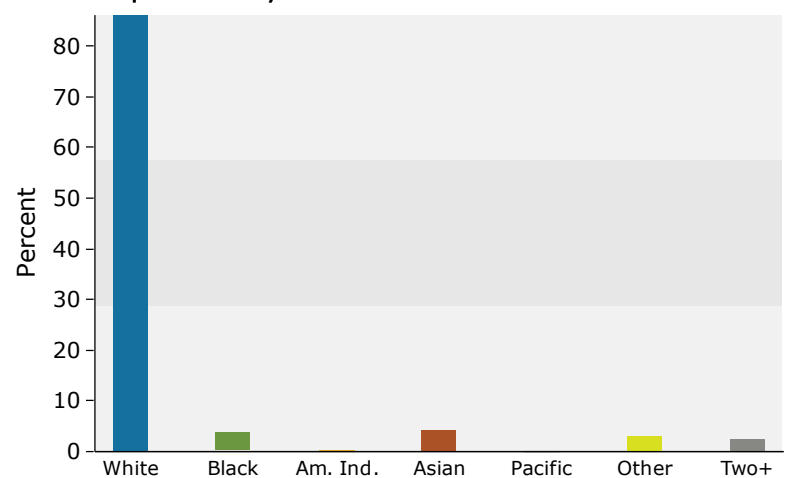
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 7.8%



Demographic and Income Profile

Powers Blvd/W
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 44.83941
Longitude: -93.54748

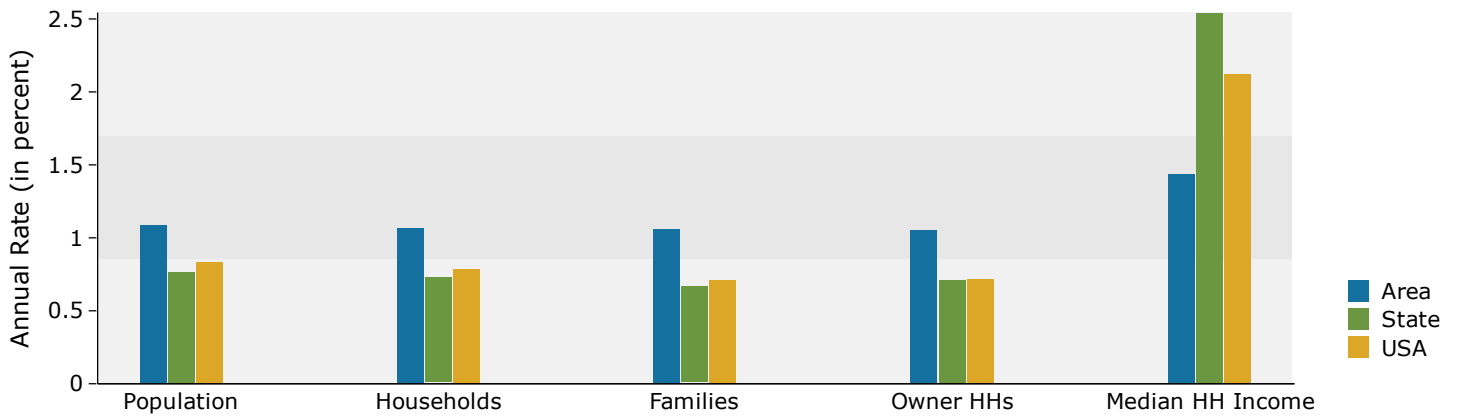
Summary	Census 2010	2017	2022				
Population	81,920	92,705	97,890				
Households	29,882	33,639	35,484				
Families	22,120	24,817	26,157				
Average Household Size	2.72	2.73	2.74				
Owner Occupied Housing Units	24,289	27,092	28,539				
Renter Occupied Housing Units	5,593	6,547	6,946				
Median Age	36.7	37.8	38.8				
Trends: 2017 - 2022 Annual Rate	Area	State	National				
Population	1.09%	0.76%	0.83%				
Households	1.07%	0.73%	0.79%				
Families	1.06%	0.67%	0.71%				
Owner HHs	1.05%	0.71%	0.72%				
Median Household Income	1.44%	2.54%	2.12%				
Households by Income	2017		2022				
	Number	Percent	Number	Percent			
	<\$15,000	1,084	3.2%	1,152	3.2%		
	\$15,000 - \$24,999	1,552	4.6%	1,565	4.4%		
	\$25,000 - \$34,999	1,773	5.3%	1,662	4.7%		
	\$35,000 - \$49,999	2,771	8.2%	2,575	7.3%		
	\$50,000 - \$74,999	4,677	13.9%	4,249	12.0%		
	\$75,000 - \$99,999	4,433	13.2%	4,313	12.2%		
	\$100,000 - \$149,999	7,115	21.2%	7,901	22.3%		
	\$150,000 - \$199,999	4,466	13.3%	5,197	14.6%		
\$200,000+	5,769	17.1%	6,870	19.4%			
Median Household Income	\$102,412		\$109,983				
Average Household Income	\$132,694		\$148,130				
Per Capita Income	\$47,958		\$53,433				
Population by Age	Census 2010		2017		2022		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	5,740	7.0%	5,826	6.3%	6,115	6.2%
	5 - 9	7,003	8.5%	6,936	7.5%	6,784	6.9%
	10 - 14	7,390	9.0%	7,702	8.3%	7,652	7.8%
	15 - 19	6,116	7.5%	6,718	7.2%	6,853	7.0%
	20 - 24	3,340	4.1%	5,088	5.5%	4,716	4.8%
	25 - 34	9,365	11.4%	10,416	11.2%	11,450	11.7%
	35 - 44	12,986	15.9%	13,180	14.2%	14,433	14.7%
	45 - 54	15,227	18.6%	14,840	16.0%	13,652	13.9%
	55 - 64	8,537	10.4%	12,638	13.6%	13,595	13.9%
	65 - 74	3,587	4.4%	6,165	6.7%	8,471	8.7%
	75 - 84	1,862	2.3%	2,250	2.4%	3,173	3.2%
	85+	767	0.9%	945	1.0%	999	1.0%
Race and Ethnicity	Census 2010		2017		2022		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	73,010	89.1%	80,543	86.9%	83,084	84.9%
	Black Alone	1,563	1.9%	2,514	2.7%	3,192	3.3%
	American Indian Alone	253	0.3%	267	0.3%	287	0.3%
	Asian Alone	3,871	4.7%	5,053	5.5%	6,142	6.3%
	Pacific Islander Alone	16	0.0%	22	0.0%	26	0.0%
	Some Other Race Alone	1,727	2.1%	2,165	2.3%	2,596	2.7%
	Two or More Races	1,480	1.8%	2,141	2.3%	2,563	2.6%
	Hispanic Origin (Any Race)	4,021	4.9%	4,994	5.4%	5,908	6.0%

Data Note: Income is expressed in current dollars.

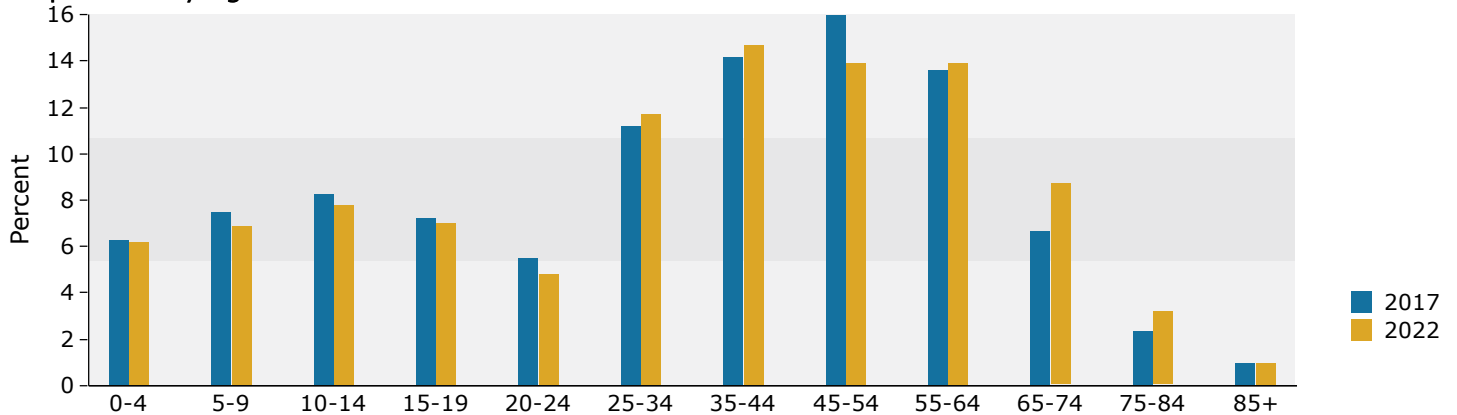
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

June 12, 2018

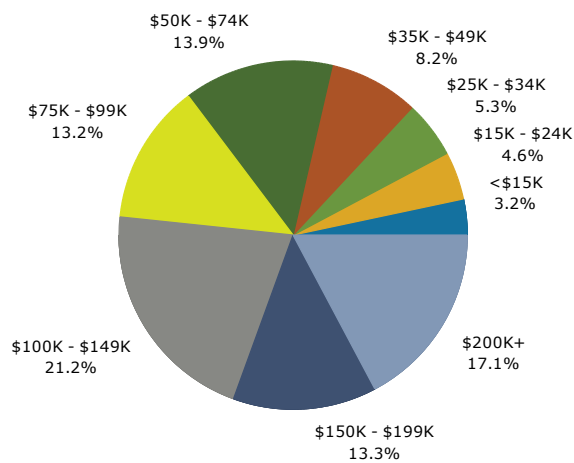
Trends 2017-2022



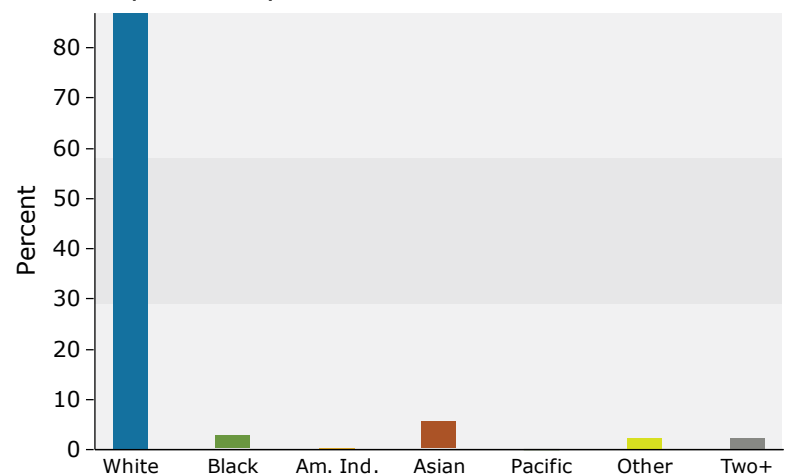
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 5.4%



Market Profile

Powers Blvd/W
Drive Time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 44.83941
Longitude: -93.54748

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	632	19,662	64,237
2010 Total Population	1,026	25,895	81,920
2017 Total Population	1,046	28,997	92,705
2017 Group Quarters	3	112	817
2022 Total Population	1,086	30,202	97,890
2017-2022 Annual Rate	0.75%	0.82%	1.09%
2017 Total Daytime Population	618	25,805	90,071
Workers	159	12,265	46,312
Residents	459	13,540	43,759
Household Summary			
2000 Households	199	7,068	22,585
2000 Average Household Size	3.17	2.76	2.82
2010 Households	380	9,825	29,882
2010 Average Household Size	2.69	2.63	2.72
2017 Households	385	10,996	33,639
2017 Average Household Size	2.71	2.63	2.73
2022 Households	401	11,475	35,484
2022 Average Household Size	2.70	2.62	2.74
2017-2022 Annual Rate	0.82%	0.86%	1.07%
2010 Families	288	6,994	22,120
2010 Average Family Size	3.07	3.14	3.20
2017 Families	288	7,791	24,817
2017 Average Family Size	3.10	3.14	3.21
2022 Families	299	8,105	26,157
2022 Average Family Size	3.09	3.13	3.22
2017-2022 Annual Rate	0.75%	0.79%	1.06%
Housing Unit Summary			
2000 Housing Units	199	7,237	23,014
Owner Occupied Housing Units	91.5%	76.3%	82.1%
Renter Occupied Housing Units	8.0%	21.4%	16.0%
Vacant Housing Units	0.5%	2.3%	1.9%
2010 Housing Units	398	10,361	31,252
Owner Occupied Housing Units	76.1%	71.1%	77.7%
Renter Occupied Housing Units	19.3%	23.7%	17.9%
Vacant Housing Units	4.5%	5.2%	4.4%
2017 Housing Units	406	11,556	35,024
Owner Occupied Housing Units	74.1%	71.0%	77.4%
Renter Occupied Housing Units	20.7%	24.2%	18.7%
Vacant Housing Units	5.2%	4.8%	4.0%
2022 Housing Units	422	12,056	36,951
Owner Occupied Housing Units	73.9%	70.9%	77.2%
Renter Occupied Housing Units	21.1%	24.3%	18.8%
Vacant Housing Units	5.0%	4.8%	4.0%
Median Household Income			
2017	\$87,157	\$81,874	\$102,412
2022	\$94,139	\$89,885	\$109,983
Median Home Value			
2017	\$255,556	\$288,509	\$341,734
2022	\$297,959	\$328,810	\$378,151
Per Capita Income			
2017	\$38,426	\$39,592	\$47,958
2022	\$43,565	\$44,790	\$53,433
Median Age			
2010	33.1	34.1	36.7
2017	34.6	35.5	37.8
2022	35.8	36.3	38.8

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 12, 2018



Market Profile

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2017 Households by Income			
Household Income Base	385	10,996	33,639
<\$15,000	3.6%	4.3%	3.2%
\$15,000 - \$24,999	1.6%	6.4%	4.6%
\$25,000 - \$34,999	4.7%	7.3%	5.3%
\$35,000 - \$49,999	8.1%	10.2%	8.2%
\$50,000 - \$74,999	16.9%	16.5%	13.9%
\$75,000 - \$99,999	26.0%	15.5%	13.2%
\$100,000 - \$149,999	19.7%	19.0%	21.2%
\$150,000 - \$199,999	11.4%	10.0%	13.3%
\$200,000+	8.1%	10.7%	17.1%
Average Household Income	\$109,088	\$108,329	\$132,694
2022 Households by Income			
Household Income Base	401	11,475	35,484
<\$15,000	3.7%	4.3%	3.2%
\$15,000 - \$24,999	1.5%	6.2%	4.4%
\$25,000 - \$34,999	4.2%	6.5%	4.7%
\$35,000 - \$49,999	7.0%	9.1%	7.3%
\$50,000 - \$74,999	14.5%	14.3%	12.0%
\$75,000 - \$99,999	23.2%	14.4%	12.2%
\$100,000 - \$149,999	21.7%	20.7%	22.3%
\$150,000 - \$199,999	14.2%	11.7%	14.6%
\$200,000+	10.0%	12.7%	19.4%
Average Household Income	\$124,018	\$122,436	\$148,130
2017 Owner Occupied Housing Units by Value			
Total	301	8,205	27,092
<\$50,000	0.7%	5.5%	2.9%
\$50,000 - \$99,999	1.0%	2.1%	1.2%
\$100,000 - \$149,999	5.3%	5.2%	4.2%
\$150,000 - \$199,999	16.3%	13.1%	9.3%
\$200,000 - \$249,999	24.9%	12.7%	9.8%
\$250,000 - \$299,999	15.0%	14.8%	13.5%
\$300,000 - \$399,999	20.9%	22.3%	21.9%
\$400,000 - \$499,999	12.3%	12.3%	15.2%
\$500,000 - \$749,999	3.3%	8.1%	13.6%
\$750,000 - \$999,999	0.0%	2.7%	4.8%
\$1,000,000 +	0.0%	1.2%	3.6%
Average Home Value	\$283,500	\$323,973	\$399,396
2022 Owner Occupied Housing Units by Value			
Total	312	8,545	28,539
<\$50,000	0.3%	3.8%	2.0%
\$50,000 - \$99,999	0.6%	1.5%	0.8%
\$100,000 - \$149,999	3.2%	3.2%	2.5%
\$150,000 - \$199,999	10.9%	8.8%	6.0%
\$200,000 - \$249,999	19.9%	10.0%	7.2%
\$250,000 - \$299,999	15.7%	15.2%	12.5%
\$300,000 - \$399,999	26.6%	26.0%	24.2%
\$400,000 - \$499,999	17.9%	16.0%	18.2%
\$500,000 - \$749,999	4.8%	10.0%	15.7%
\$750,000 - \$999,999	0.0%	3.6%	5.9%
\$1,000,000 +	0.0%	1.9%	4.8%
Average Home Value	\$315,465	\$366,778	\$442,915

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 12, 2018



Market Profile

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Drive Time: 5, 10, 15 minute radii

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Latitude: 44.83941
Longitude: -93.54748

	5 minutes	10 minutes	15 minutes
2010 Population by Age			
Total	1,025	25,894	81,920
0 - 4	9.1%	8.2%	7.0%
5 - 9	8.6%	8.7%	8.5%
10 - 14	8.0%	8.6%	9.0%
15 - 24	11.9%	11.4%	11.5%
25 - 34	15.7%	14.4%	11.4%
35 - 44	16.5%	16.0%	15.9%
45 - 54	15.9%	16.8%	18.6%
55 - 64	9.3%	9.4%	10.4%
65 - 74	2.7%	3.5%	4.4%
75 - 84	1.7%	2.1%	2.3%
85 +	0.9%	0.8%	0.9%
18 +	70.0%	69.7%	70.1%
2017 Population by Age			
Total	1,049	28,996	92,704
0 - 4	7.7%	7.3%	6.3%
5 - 9	8.3%	8.0%	7.5%
10 - 14	8.0%	8.3%	8.3%
15 - 24	12.0%	12.9%	12.7%
25 - 34	14.6%	12.7%	11.2%
35 - 44	15.5%	15.0%	14.2%
45 - 54	14.2%	15.1%	16.0%
55 - 64	12.2%	12.4%	13.6%
65 - 74	5.2%	5.6%	6.7%
75 - 84	1.4%	1.9%	2.4%
85 +	0.8%	0.8%	1.0%
18 +	71.6%	71.8%	73.3%
2022 Population by Age			
Total	1,084	30,202	97,893
0 - 4	7.7%	7.3%	6.2%
5 - 9	7.8%	7.5%	6.9%
10 - 14	7.9%	8.0%	7.8%
15 - 24	10.4%	12.2%	11.8%
25 - 34	14.6%	13.0%	11.7%
35 - 44	17.6%	15.5%	14.7%
45 - 54	12.1%	13.1%	13.9%
55 - 64	11.7%	12.6%	13.9%
65 - 74	7.4%	7.5%	8.7%
75 - 84	2.0%	2.5%	3.2%
85 +	0.6%	0.8%	1.0%
18 +	72.5%	72.7%	74.5%
2010 Population by Sex			
Males	512	12,881	40,391
Females	514	13,014	41,529
2017 Population by Sex			
Males	522	14,459	45,693
Females	524	14,538	47,012
2022 Population by Sex			
Males	544	15,126	48,315
Females	542	15,076	49,575

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 12, 2018



Market Profile

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Latitude: 44.83941
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2010 Population by Race/Ethnicity			
Total	1,026	25,895	81,920
White Alone	89.4%	88.7%	89.1%
Black Alone	2.6%	2.4%	1.9%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	4.4%	3.8%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	2.8%	2.1%
Two or More Races	1.7%	1.9%	1.8%
Hispanic Origin	5.0%	7.2%	4.9%
Diversity Index	27.4	31.7	27.7
2017 Population by Race/Ethnicity			
Total	1,046	28,997	92,705
White Alone	86.8%	86.1%	86.9%
Black Alone	4.1%	3.7%	2.7%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	4.6%	4.3%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	3.0%	2.3%
Two or More Races	2.3%	2.5%	2.3%
Hispanic Origin	5.8%	7.8%	5.4%
Diversity Index	32.6	36.2	31.9
2022 Population by Race/Ethnicity			
Total	1,085	30,202	97,890
White Alone	84.6%	83.9%	84.9%
Black Alone	5.1%	4.5%	3.3%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	5.3%	4.9%	6.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	3.4%	2.7%
Two or More Races	2.6%	2.9%	2.6%
Hispanic Origin	6.6%	8.7%	6.0%
Diversity Index	36.9	40.3	35.7
2010 Population by Relationship and Household Type			
Total	1,026	25,895	81,920
In Households	99.7%	99.6%	99.2%
In Family Households	87.8%	86.5%	87.7%
Householder	26.6%	26.2%	26.8%
Spouse	21.2%	20.8%	22.6%
Child	36.3%	35.6%	35.3%
Other relative	2.0%	2.1%	1.7%
Nonrelative	1.7%	1.8%	1.3%
In Nonfamily Households	11.9%	13.1%	11.5%
In Group Quarters	0.3%	0.4%	0.8%
Institutionalized Population	0.0%	0.3%	0.6%
Noninstitutionalized Population	0.3%	0.1%	0.2%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 12, 2018



Market Profile

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2017 Population 25+ by Educational Attainment			
Total	671	18,417	60,435
Less than 9th Grade	4.8%	3.0%	2.0%
9th - 12th Grade, No Diploma	2.5%	2.5%	2.1%
High School Graduate	15.6%	17.3%	13.9%
GED/Alternative Credential	1.6%	2.5%	1.8%
Some College, No Degree	23.1%	18.3%	16.3%
Associate Degree	14.6%	11.3%	9.9%
Bachelor's Degree	26.7%	31.5%	36.0%
Graduate/Professional Degree	11.0%	13.6%	18.1%
2017 Population 15+ by Marital Status			
Total	794	22,161	72,240
Never Married	28.2%	27.4%	26.2%
Married	59.6%	57.3%	61.5%
Widowed	1.9%	2.8%	3.0%
Divorced	10.3%	12.4%	9.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.6%	97.2%	97.0%
Civilian Unemployed (Unemployment Rate)	3.4%	2.8%	3.0%
2017 Employed Population 16+ by Industry			
Total	601	15,716	49,679
Agriculture/Mining	0.0%	0.9%	1.0%
Construction	6.7%	4.5%	4.7%
Manufacturing	16.8%	15.5%	14.9%
Wholesale Trade	3.2%	4.3%	4.1%
Retail Trade	9.3%	10.7%	10.9%
Transportation/Utilities	1.5%	2.4%	2.7%
Information	2.2%	1.6%	1.7%
Finance/Insurance/Real Estate	8.7%	10.3%	10.6%
Services	50.6%	47.6%	47.5%
Public Administration	0.8%	2.3%	1.8%
2017 Employed Population 16+ by Occupation			
Total	599	15,716	49,679
White Collar	66.9%	69.3%	74.3%
Management/Business/Financial	21.5%	20.6%	26.2%
Professional	23.3%	24.8%	25.7%
Sales	10.0%	11.1%	11.9%
Administrative Support	12.1%	12.9%	10.5%
Services	15.3%	17.1%	13.5%
Blue Collar	17.5%	13.7%	12.2%
Farming/Forestry/Fishing	0.0%	0.4%	0.3%
Construction/Extraction	3.8%	2.5%	2.5%
Installation/Maintenance/Repair	4.3%	2.4%	2.1%
Production	7.3%	5.2%	4.3%
Transportation/Material Moving	2.0%	3.2%	2.9%
2010 Population By Urban/ Rural Status			
Total Population	1,026	25,895	81,920
Population Inside Urbanized Area	99.0%	96.1%	92.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.5%
Rural Population	1.0%	3.9%	6.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 12, 2018



Market Profile

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	5 minutes	10 minutes	15 minutes
2010 Households by Type			
Total	379	9,825	29,882
Households with 1 Person	17.2%	23.1%	21.1%
Households with 2+ People	82.8%	76.9%	78.9%
Family Households	76.0%	71.2%	74.0%
Husband-wife Families	61.2%	56.4%	62.4%
With Related Children	35.1%	31.8%	34.4%
Other Family (No Spouse Present)	15.0%	14.8%	11.6%
Other Family with Male Householder	4.2%	4.3%	3.5%
With Related Children	2.4%	2.8%	2.2%
Other Family with Female Householder	10.8%	10.5%	8.2%
With Related Children	7.7%	7.6%	5.8%
Nonfamily Households	6.9%	5.8%	4.9%
All Households with Children	45.3%	42.5%	42.6%
Multigenerational Households	2.4%	2.0%	1.7%
Unmarried Partner Households	6.8%	6.2%	4.9%
Male-female	6.3%	5.7%	4.5%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	380	9,825	29,883
1 Person Household	17.1%	23.1%	21.1%
2 Person Household	31.6%	29.9%	31.1%
3 Person Household	18.9%	17.0%	17.1%
4 Person Household	20.0%	18.7%	19.1%
5 Person Household	8.2%	7.9%	8.4%
6 Person Household	2.9%	2.4%	2.3%
7 + Person Household	1.3%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	380	9,825	29,882
Owner Occupied	79.7%	75.0%	81.3%
Owned with a Mortgage/Loan	71.3%	63.5%	68.4%
Owned Free and Clear	8.4%	11.5%	12.9%
Renter Occupied	20.3%	25.0%	18.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	398	10,361	31,252
Housing Units Inside Urbanized Area	98.7%	96.0%	92.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.5%
Rural Housing Units	1.3%	4.0%	6.6%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 12, 2018



Market Profile

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	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1. Soccer Moms (4A)	Soccer Moms (4A)	Professional Pride (1B)	
2. Up and Coming Families	Bright Young Professionals	Soccer Moms (4A)	
3. Bright Young Professionals	Up and Coming Families	Boomburbs (1C)	
2017 Consumer Spending			
Apparel & Services: Total \$	\$1,153,226	\$32,529,782	\$120,611,618
Average Spent	\$2,995.39	\$2,958.33	\$3,585.47
Spending Potential Index	139	137	166
Education: Total \$	\$720,965	\$21,723,498	\$84,917,232
Average Spent	\$1,872.64	\$1,975.58	\$2,524.37
Spending Potential Index	129	136	173
Entertainment/Recreation: Total \$	\$1,613,216	\$45,598,819	\$169,739,200
Average Spent	\$4,190.17	\$4,146.86	\$5,045.91
Spending Potential Index	134	133	162
Food at Home: Total \$	\$2,517,684	\$71,816,387	\$261,512,244
Average Spent	\$6,539.44	\$6,531.14	\$7,774.08
Spending Potential Index	130	130	154
Food Away from Home: Total \$	\$1,773,170	\$49,856,774	\$183,011,917
Average Spent	\$4,605.64	\$4,534.08	\$5,440.47
Spending Potential Index	138	136	163
Health Care: Total \$	\$2,790,382	\$78,969,638	\$293,875,360
Average Spent	\$7,247.75	\$7,181.67	\$8,736.15
Spending Potential Index	130	128	156
HH Furnishings & Equipment: Total \$	\$1,036,113	\$28,986,245	\$107,677,346
Average Spent	\$2,691.20	\$2,636.07	\$3,200.97
Spending Potential Index	138	136	165
Personal Care Products & Services: Total \$	\$417,140	\$11,802,589	\$43,864,023
Average Spent	\$1,083.48	\$1,073.35	\$1,303.96
Spending Potential Index	136	135	164
Shelter: Total \$	\$8,295,244	\$237,713,966	\$876,011,442
Average Spent	\$21,546.09	\$21,618.22	\$26,041.54
Spending Potential Index	133	133	160
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,205,642	\$34,131,217	\$128,917,307
Average Spent	\$3,131.54	\$3,103.97	\$3,832.38
Spending Potential Index	134	133	164
Travel: Total \$	\$1,102,564	\$31,176,923	\$119,409,626
Average Spent	\$2,863.80	\$2,835.30	\$3,549.74
Spending Potential Index	138	137	171
Vehicle Maintenance & Repairs: Total \$	\$545,109	\$15,460,491	\$56,978,273
Average Spent	\$1,415.87	\$1,406.01	\$1,693.82
Spending Potential Index	132	131	158

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 12, 2018