



# Executive Summary

Prepared by Keith Sturm, Josh Huempfer and Chad Sturm

Lat: 5581580.264966, Lon: -1...

Latitude: 44.74573  
Longitude: -93.218621

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population</b>			
Total Population	10,499	87,404	193,451
Male Population	48.3%	49.2%	49.5%
Female Population	51.7%	50.8%	50.5%
Median Age	40.2	35.8	34.1
<b>2010 Income</b>			
Median HH Income	\$94,731	\$91,211	\$87,896
Per Capita Income	\$41,417	\$39,192	\$37,585
Average HH Income	\$107,238	\$104,077	\$100,762
<b>2010 Households</b>			
Total Households	3,900	32,631	72,168
Average Household Size	2.64	2.67	2.67
<b>2010 Housing</b>			
Owner Occupied Housing Units	81.3%	79.6%	76.4%
Renter Occupied Housing Units	16.0%	16.7%	19.4%
Vacant Housing Units	2.8%	3.7%	4.2%
<b>Population</b>			
1990 Population	8,075	61,950	128,543
2000 Population	10,098	79,890	173,337
2010 Population	10,499	87,404	193,451
2015 Population	10,580	89,034	198,600
1990-2000 Annual Rate	2.26%	2.58%	3.03%
2000-2010 Annual Rate	0.38%	0.88%	1.08%
2010-2015 Annual Rate	0.15%	0.37%	0.53%

In the identified market area, the current year population is 193,451. In 2000, the Census count in the market area was 173,337. The rate of change since 2000 was 1.08 percent annually. The five-year projection for the population in the market area is 198,600, representing a change of 0.53 percent annually from 2010 to 2015. Currently, the population is 49.5 percent male and 50.5 percent female.

<b>Households</b>			
1990 Households	2,546	20,423	44,209
2000 Households	3,601	28,498	62,698
2010 Households	3,900	32,631	72,168
2015 Households	3,961	33,602	74,623
1990-2000 Annual Rate	3.53%	3.39%	3.56%
2000-2010 Annual Rate	0.78%	1.33%	1.38%
2010-2015 Annual Rate	0.31%	0.59%	0.67%

The household count in this market area has changed from 62,698 in 2000 to 72,168 in the current year, a change of 1.38 percent annually. The five-year projection of households is 74,623, a change of 0.67 percent annually from the current year total. Average household size is currently 2.67, compared to 2.75 in the year 2000. The number of families in the current year is 51,251 in the market area.

**Housing**

Currently, 76.4 percent of the 75,313 housing units in the market area are owner occupied; 19.4 percent, renter occupied; and 4.2 percent are vacant. In 2000, there were 63,703 housing units - 79.8 percent owner occupied, 18.5 percent renter occupied and 1.6 percent vacant. The rate of change in housing units since 2000 is 1.65 percent. Median home value in the market area is \$211,206, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 2.79 percent annually to \$242,385. From 2000 to the current year, median home value changed by 3.26 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



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<b>Median Household Income</b>			
1990 Median HH Income	\$51,263	\$48,801	\$46,041
2000 Median HH Income	\$68,375	\$68,145	\$65,085
2010 Median HH Income	\$94,731	\$91,211	\$87,896
2015 Median HH Income	\$107,318	\$103,780	\$101,814
1990-2000 Annual Rate	2.92%	3.4%	3.52%
2000-2010 Annual Rate	3.23%	2.89%	2.97%
2010-2015 Annual Rate	2.53%	2.62%	2.98%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$19,137	\$18,251	\$17,713
2000 Per Capita Income	\$30,021	\$28,837	\$27,493
2010 Per Capita Income	\$41,417	\$39,192	\$37,585
2015 Per Capita Income	\$47,072	\$44,343	\$42,436
1990-2000 Annual Rate	4.61%	4.68%	4.49%
2000-2010 Annual Rate	3.19%	3.04%	3.1%
2010-2015 Annual Rate	2.59%	2.5%	2.46%
<b>Average Household Income</b>			
1990 Average Household Income	\$59,183	\$54,498	\$51,309
2000 Average Household Income	\$80,764	\$80,019	\$75,616
2010 Average HH Income	\$107,238	\$104,077	\$100,762
2015 Average HH Income	\$120,949	\$116,492	\$112,973
1990-2000 Annual Rate	3.16%	3.92%	3.95%
2000-2010 Annual Rate	2.8%	2.6%	2.84%
2010-2015 Annual Rate	2.44%	2.28%	2.31%
<b>Households by Income</b>			
Current median household income is \$87,896 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$101,814 in five years. In 2000, median household income was \$65,085, compared to \$46,041 in 1990.			
Current average household income is \$100,762 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$112,973 in five years. In 2000, average household income was \$75,616, compared to \$51,309 in 1990.			
Current per capita income is \$37,585 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$42,436 in five years. In 2000, the per capita income was \$27,493, compared to \$17,713 in 1990.			
<b>Population by Employment</b>			
Total Businesses	550	1,948	5,611
Total Employees	7,207	21,886	60,642

Currently, 93.1 percent of the civilian labor force in the identified market area is employed and 6.9 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 94.5 percent of the civilian labor force, and unemployment will be 5.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 81.1 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.2 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 72.9 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 13.1 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 13.9 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 83.6 percent of the market area population drove alone to work, and 3.6 percent worked at home. The average travel time to work in 2000 was 23.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 3.7 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 18.9 percent were high school graduates only (29.6 percent in the U.S.)
- 11.7 percent had completed an Associate degree (7.7 percent in the U.S.)
- 31.5 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 11.4 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)