

COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections

Calculated using Proportional Block Groups



Lat/Lon: 45.22758/-93.3091

Northtown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Population						
Estimated Population (2010)	276,178		602,271		878,449	
Census Population (1990)	213,971		495,579		709,550	
Census Population (2000)	252,871		559,258		812,129	
Projected Population (2015)	285,366		631,005		916,371	
Forecasted Population (2020)	303,339		670,675		974,014	
Historical Annual Change (1990-2000)	38,900	1.8%	63,679	1.3%	102,579	1.4%
Historical Annual Change (2000-2010)	23,307	0.9%	43,013	0.8%	66,321	0.8%
Projected Annual Change (2010-2015)	9,188	0.7%	28,734	1.0%	37,922	0.9%
Est. Population Density (2010)	1,307.19 <i>psm</i>		745.27 <i>psm</i>		861.73 <i>psm</i>	
Trade Area Size	211.28 <i>sq mi</i>		808.13 <i>sq mi</i>		1,019.40 <i>sq mi</i>	
Households						
Estimated Households (2010)	103,947		225,182		329,129	
Census Households (1990)	73,707		179,820		253,526	
Census Households (2000)	92,369		205,104		297,473	
Projected Households (2015)	108,744		234,286		343,030	
Forecasted Households (2020)	117,755		250,307		368,062	
Historical Annual Change (1990-2000)	18,662	2.5%	25,285	1.4%	43,947	1.7%
Projected Annual Change (2000-2015)	16,374	1.2%	29,182	0.9%	45,556	1.0%
Average Household Income						
Est. Average Household Income (2010)	\$79,375		\$81,526		\$80,847	
Census Average Hhld Income (1990)	\$42,901		\$42,750		\$42,794	
Census Average Hhld Income (2000)	\$63,635		\$65,087		\$64,636	
Proj. Average Household Income (2015)	\$85,105		\$87,996		\$87,080	
Historical Annual Change (1990-2000)	\$20,734	4.8%	\$22,337	5.2%	\$21,842	5.1%
Projected Annual Change (2000-2015)	\$21,470	2.2%	\$22,909	2.3%	\$22,443	2.3%
Median Household Income						
Est. Median Household Income (2010)	\$68,356		\$66,159		\$66,852	
Census Median Hhld Income (1990)	\$39,262		\$38,351		\$38,616	
Census Median Hhld Income (2000)	\$56,718		\$56,314		\$56,440	
Proj. Median Household Income (2015)	\$74,124		\$70,170		\$71,424	
Historical Annual Change (1990-2000)	\$17,455	4.4%	\$17,963	4.7%	\$17,824	4.6%
Projected Annual Change (2000-2015)	\$17,407	2.0%	\$13,856	1.6%	\$14,984	1.8%
Per Capita Income						
Est. Per Capita Income (2010)	\$29,994		\$30,756		\$30,517	
Census Per Capita Income (1990)	\$14,778		\$15,512		\$15,291	
Census Per Capita Income (2000)	\$23,189		\$23,830		\$23,631	
Proj. Per Capita Income (2015)	\$32,558		\$32,962		\$32,837	
Historical Annual Change (1990-2000)	\$8,411	5.7%	\$8,319	5.4%	\$8,340	5.5%
Projected Annual Change (2000-2015)	\$9,369	2.7%	\$9,132	2.6%	\$9,206	2.6%
Other Income						
Est. Median Disposable Income (2010)	\$55,495		\$53,907		\$54,409	
Proj. Median Disposable Income (2015)	\$59,542		\$56,781		\$57,656	
Est. Average Household Net Worth (2010)	\$542,586		\$555,080		\$551,134	

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Lat/Lon: 45.22758/-93.3091

Northtown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Income Distribution (2010)						
HH Income \$200,000 or More	2,389	2.3%	8,401	3.7%	10,790	3.3%
HH Income \$150,000 to 199,999	5,071	4.9%	10,609	4.7%	15,681	4.8%
HH Income \$125,000 to 149,999	6,116	5.9%	11,909	5.3%	18,026	5.5%
HH Income \$100,000 to 124,999	12,835	12.3%	24,149	10.7%	36,984	11.2%
HH Income \$75,000 to 99,999	19,672	18.9%	37,006	16.4%	56,678	17.2%
HH Income \$50,000 to 74,999	23,230	22.3%	49,082	21.8%	72,312	22.0%
HH Income \$35,000 to 49,999	13,965	13.4%	31,136	13.8%	45,102	13.7%
HH Income \$25,000 to 34,999	8,405	8.1%	18,948	8.4%	27,353	8.3%
HH Income \$15,000 to 24,999	5,928	5.7%	16,442	7.3%	22,370	6.8%
HH Income \$10,000 to 14,999	3,231	3.1%	7,772	3.5%	11,003	3.3%
HH Income \$0 to 9,999	3,103	3.0%	9,728	4.3%	12,831	3.9%
HH Income \$35,000+	83,280	80.1%	172,293	76.5%	255,573	77.7%
HH Income \$50,000+	69,314	66.7%	141,157	62.7%	210,471	63.9%
HH Income \$75,000+	46,084	44.3%	92,074	40.9%	138,159	42.0%
Race & Ethnicity (2010)						
Total Population	276,178		602,271		878,449	
White	241,879	87.6%	502,350	83.4%	744,229	84.7%
Black or African American	13,154	4.8%	54,495	9.0%	67,649	7.7%
American Indian & Alaska Native	2,284	0.8%	4,763	0.8%	7,047	0.8%
Asian	13,311	4.8%	30,246	5.0%	43,557	5.0%
Hawaiian & Pacific Islander	102	-	462	0.1%	564	0.1%
Other Race	1,491	0.5%	3,079	0.5%	4,570	0.5%
Two or More Races	3,958	1.4%	6,875	1.1%	10,833	1.2%
Not Hispanic or Latino Population	267,423	96.8%	580,625	96.4%	848,048	96.5%
Non Hispanic: White	234,227	87.6%	486,632	83.8%	720,859	85.0%
Non Hispanic: Black or African American	12,632	4.7%	50,561	8.7%	63,193	7.5%
Non Hispanic: Amer Indian & AK Native	2,233	0.8%	4,567	0.8%	6,800	0.8%
Non Hispanic: Asian	12,897	4.8%	28,738	4.9%	41,635	4.9%
Non Hispanic: Hawaiian & Pacific Islander	102	-	450	0.1%	552	0.1%
Non Hispanic: Other Race	1,490	0.6%	3,068	0.5%	4,558	0.5%
Non Hispanic: Two or More Races	3,842	1.4%	6,608	1.1%	10,450	1.2%
Hispanic or Latino Population	8,755	3.2%	21,646	3.6%	30,401	3.5%
Hispanic: White	7,652	87.4%	15,718	72.6%	23,370	76.9%
Hispanic: Black or African American	522	6.0%	3,934	18.2%	4,456	14.7%
Hispanic: American Indian & Alaska Native	51	0.6%	195	0.9%	246	0.8%
Hispanic: Asian	413	4.7%	1,508	7.0%	1,921	6.3%
Hispanic: Hawaiian & Pacific Islander	-	-	12	0.1%	12	-
Hispanic: Other Race	1	-	11	0.1%	12	-
Hispanic: Two or More Races	116	1.3%	267	1.2%	383	1.3%
Not of Hispanic Origin Population (1990)	211,891	99.0%	490,181	98.9%	702,072	98.9%
Hispanic Origin Population (1990)	2,080	1.0%	5,398	1.1%	7,478	1.1%
Not Hispanic or Latino Population (2000)	248,349	98.2%	546,430	97.7%	794,779	97.9%
Hispanic or Latino Population (2000)	4,522	1.8%	12,828	2.3%	17,350	2.1%
Not Hispanic or Latino Population 5yr (2015)	274,762	96.3%	604,959	95.9%	879,721	96.0%
Hispanic or Latino Population 5yr (2015)	10,604	3.7%	26,046	4.1%	36,650	4.0%
Historical Annual Change (1990-2000)	2,442	11.7%	7,430	13.8%	9,872	13.2%
Projected Annual Change (2000-2015)	6,082	9.0%	13,218	6.9%	19,300	7.4%

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Northtown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Age Distribution (2010)						
Total Population	276,178		602,271		878,449	
Age 0 to 4 yrs	18,778	6.8%	45,291	7.5%	64,069	7.3%
Age 5 to 9 yrs	18,219	6.6%	43,934	7.3%	62,153	7.1%
Age 10 to 14 yrs	19,005	6.9%	43,058	7.1%	62,063	7.1%
Age 15 to 19 yrs	19,334	7.0%	41,818	6.9%	61,152	7.0%
Age 20 to 24 yrs	17,972	6.5%	34,188	5.7%	52,160	5.9%
Age 25 to 29 yrs	18,990	6.9%	35,071	5.8%	54,061	6.2%
Age 30 to 34 yrs	18,350	6.6%	38,522	6.4%	56,873	6.5%
Age 35 to 39 yrs	18,064	6.5%	43,863	7.3%	61,926	7.0%
Age 40 to 44 yrs	20,306	7.4%	46,598	7.7%	66,905	7.6%
Age 45 to 49 yrs	23,231	8.4%	48,665	8.1%	71,896	8.2%
Age 50 to 54 yrs	22,411	8.1%	46,285	7.7%	68,696	7.8%
Age 55 to 59 yrs	18,366	6.7%	40,126	6.7%	58,492	6.7%
Age 60 to 64 yrs	14,888	5.4%	31,126	5.2%	46,014	5.2%
Age 65 to 69 yrs	10,779	3.9%	22,395	3.7%	33,174	3.8%
Age 70 to 74 yrs	6,999	2.5%	14,794	2.5%	21,793	2.5%
Age 75 to 79 yrs	4,590	1.7%	10,468	1.7%	15,058	1.7%
Age 80 to 84 yrs	3,035	1.1%	7,703	1.3%	10,739	1.2%
Age 85 yrs plus	2,862	1.0%	8,365	1.4%	11,227	1.3%
Median Age	36.8 yrs		36.6 yrs		36.7 yrs	
Age 19 yrs or less	75,336	27.3%	174,101	28.9%	249,437	28.4%
Age 20 to 64 years	172,578	62.5%	364,444	60.5%	537,022	61.1%
Age 65 years Plus	28,265	10.2%	63,726	10.6%	91,990	10.5%
Female Age Distribution (2010)						
Female Population	137,749	49.9%	302,089	50.2%	439,838	50.1%
Age 0 to 4 yrs	9,084	6.6%	22,160	7.3%	31,244	7.1%
Age 5 to 9 yrs	8,981	6.5%	21,575	7.1%	30,556	6.9%
Age 10 to 14 yrs	9,207	6.7%	21,028	7.0%	30,235	6.9%
Age 15 to 19 yrs	9,445	6.9%	20,327	6.7%	29,772	6.8%
Age 20 to 24 yrs	8,861	6.4%	16,662	5.5%	25,523	5.8%
Age 25 to 29 yrs	9,027	6.6%	17,214	5.7%	26,241	6.0%
Age 30 to 34 yrs	8,847	6.4%	19,008	6.3%	27,855	6.3%
Age 35 to 39 yrs	8,912	6.5%	21,908	7.3%	30,821	7.0%
Age 40 to 44 yrs	10,099	7.3%	23,080	7.6%	33,179	7.5%
Age 45 to 49 yrs	11,638	8.4%	24,079	8.0%	35,717	8.1%
Age 50 to 54 yrs	11,153	8.1%	23,136	7.7%	34,289	7.8%
Age 55 to 59 yrs	9,277	6.7%	20,080	6.6%	29,357	6.7%
Age 60 to 64 yrs	7,676	5.6%	15,948	5.3%	23,624	5.4%
Age 65 to 69 yrs	5,515	4.0%	11,820	3.9%	17,335	3.9%
Age 70 to 74 yrs	3,748	2.7%	7,893	2.6%	11,641	2.6%
Age 75 to 79 yrs	2,534	1.8%	5,873	1.9%	8,407	1.9%
Age 80 to 84 yrs	1,808	1.3%	4,596	1.5%	6,405	1.5%
Age 85 yrs plus	1,936	1.4%	5,703	1.9%	7,638	1.7%
Female Median Age	37.9 yrs		37.5 yrs		37.6 yrs	
Age 19 yrs or less	36,717	26.7%	85,090	28.2%	121,807	27.7%
Age 20 to 64 years	85,490	62.1%	181,115	60.0%	266,605	60.6%
Age 65 years Plus	15,542	11.3%	35,884	11.9%	51,426	11.7%

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Northtown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Male Age Distribution (2010)						
Male Population	138,429	50.1%	300,182	49.8%	438,611	49.9%
Age 0 to 4 yrs	9,694	7.0%	23,131	7.7%	32,825	7.5%
Age 5 to 9 yrs	9,238	6.7%	22,359	7.4%	31,597	7.2%
Age 10 to 14 yrs	9,798	7.1%	22,030	7.3%	31,828	7.3%
Age 15 to 19 yrs	9,889	7.1%	21,491	7.2%	31,380	7.2%
Age 20 to 24 yrs	9,111	6.6%	17,526	5.8%	26,637	6.1%
Age 25 to 29 yrs	9,963	7.2%	17,857	5.9%	27,820	6.3%
Age 30 to 34 yrs	9,504	6.9%	19,514	6.5%	29,018	6.6%
Age 35 to 39 yrs	9,152	6.6%	21,954	7.3%	31,106	7.1%
Age 40 to 44 yrs	10,207	7.4%	23,519	7.8%	33,726	7.7%
Age 45 to 49 yrs	11,592	8.4%	24,586	8.2%	36,178	8.2%
Age 50 to 54 yrs	11,258	8.1%	23,149	7.7%	34,407	7.8%
Age 55 to 59 yrs	9,089	6.6%	20,046	6.7%	29,135	6.6%
Age 60 to 64 yrs	7,212	5.2%	15,178	5.1%	22,390	5.1%
Age 65 to 69 yrs	5,264	3.8%	10,575	3.5%	15,839	3.6%
Age 70 to 74 yrs	3,250	2.3%	6,901	2.3%	10,152	2.3%
Age 75 to 79 yrs	2,056	1.5%	4,596	1.5%	6,652	1.5%
Age 80 to 84 yrs	1,227	0.9%	3,107	1.0%	4,334	1.0%
Age 85 yrs plus	926	0.7%	2,662	0.9%	3,588	0.8%
Male Median Age	35.8 yrs		35.7 yrs		35.8 yrs	
Age 19 yrs or less	38,619	27.9%	89,011	29.7%	127,630	29.1%
Age 20 to 64 years	87,088	62.9%	183,329	61.1%	270,417	61.7%
Age 65 years Plus	12,723	9.2%	27,842	9.3%	40,564	9.2%
Males per 100 Females (2010)						
Overall Comparison	100		99		100	
Age 0 to 4 yrs	107	51.6%	104	51.1%	105	51.2%
Age 5 to 9 yrs	103	50.7%	104	50.9%	103	50.8%
Age 10 to 14 yrs	106	51.6%	105	51.2%	105	51.3%
Age 15 to 19 yrs	105	51.2%	106	51.4%	105	51.3%
Age 20 to 24 yrs	103	50.7%	105	51.3%	104	51.1%
Age 25 to 29 yrs	110	52.5%	104	50.9%	106	51.5%
Age 30 to 34 yrs	107	51.8%	103	50.7%	104	51.0%
Age 35 to 39 yrs	103	50.7%	100	50.1%	101	50.2%
Age 40 to 44 yrs	101	50.3%	102	50.5%	102	50.4%
Age 45 to 49 yrs	100	49.9%	102	50.5%	101	50.3%
Age 50 to 54 yrs	101	50.2%	100	50.0%	100	50.1%
Age 55 to 59 yrs	98	49.5%	100	50.0%	99	49.8%
Age 60 to 64 yrs	94	48.4%	95	48.8%	95	48.7%
Age 65 to 69 yrs	95	48.8%	89	47.2%	91	47.7%
Age 70 to 74 yrs	87	46.4%	87	46.6%	87	46.6%
Age 75 to 79 yrs	81	44.8%	78	43.9%	79	44.2%
Age 80 to 84 yrs	68	40.4%	68	40.3%	68	40.4%
Age 85 yrs plus	48	32.4%	47	31.8%	47	32.0%
Age 19 yrs or less	105	51.3%	105	51.1%	105	51.2%
Age 20 to 39 yrs	106	51.4%	103	50.7%	104	50.9%
Age 40 to 64 yrs	99	49.8%	100	50.0%	100	49.9%
Age 65 years Plus	82	45.0%	78	43.7%	79	44.1%

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Northtown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Type (2010)						
Total Households	103,947		225,182		329,129	
Households with Children	37,664	36.2%	83,376	37.0%	121,040	36.8%
Average Household Size	2.64		2.63		2.63	
Est. Household Density	492.00 <i>psm</i>		278.65 <i>psm</i>		322.86 <i>psm</i>	
Population Family	236,221	85.5%	505,671	84.0%	741,893	84.5%
Population Non-Family	38,093	13.8%	86,622	14.4%	124,715	14.2%
Population Group Qtrs	1,864	0.7%	9,977	1.7%	11,842	1.3%
Family Households	73,133	70.4%	154,881	68.8%	228,013	69.3%
<i>Married Couple Hhlds</i>	57,668	78.9%	119,326	77.0%	176,994	77.6%
<i>Other Family Hhlds</i>	15,464	21.1%	35,555	23.0%	51,019	22.4%
Family Households With Children	37,222	50.9%	82,611	53.3%	119,833	52.6%
<i>Married Couple With Children</i>	26,017	69.9%	57,483	69.6%	83,500	69.7%
<i>Other Family Hhlds With Children</i>	11,206	30.1%	25,127	30.4%	36,333	30.3%
Family Households No Children	35,910	49.1%	72,270	46.7%	108,180	47.4%
<i>Married Couple No Children</i>	31,652	88.1%	61,843	85.6%	93,494	86.4%
<i>Other Family Households No Children</i>	4,259	11.9%	10,427	14.4%	14,686	13.6%
Average Family Household Size	3.23		3.26		3.25	
Average Family Income	\$91,921		\$95,047		\$94,044	
Median Family Income	\$80,344		\$77,836		\$78,640	
Non-Family Households	30,814	29.6%	70,301	31.2%	101,116	30.7%
Non-Family Hhlds With Children	442	1.4%	766	1.1%	1,207	1.2%
Non-Family Hhld No Children	30,373	98.6%	69,536	98.9%	99,908	98.8%
<i>N-F Hhld Lone Person No Children</i>	24,212	78.6%	56,803	80.8%	81,016	80.1%
Lone Male Householder	11,327	46.8%	26,044	45.8%	37,371	46.1%
Lone Female Householder	12,885	53.2%	30,760	54.2%	43,645	53.9%
<i>N-F Hhld 2+ Persons No Children</i>	6,160	20.0%	12,732	18.1%	18,893	18.7%
Average Non-Family Hhld Size	1.24		1.23		1.23	
Marital Status (2010)						
(15 Years or Older)	220,168		469,898		690,067	
Never Married	56,606	25.7%	129,013	27.5%	185,620	26.9%
Now Married	129,873	59.0%	261,578	55.7%	391,450	56.7%
Previously Married	33,689	15.3%	79,308	16.9%	112,997	16.4%
Separated	4,609	13.7%	14,078	17.8%	18,687	16.5%
Widowed	8,732	25.9%	22,484	28.4%	31,216	27.6%
Divorced	20,348	60.4%	42,746	53.9%	63,094	55.8%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	182,870		393,982		576,853	
Elementary (0 to 8)	4,639	2.5%	10,485	2.7%	15,124	2.6%
Some High School (9 to 11)	8,751	4.8%	18,594	4.7%	27,345	4.7%
High School Graduate (12)	55,230	30.2%	106,899	27.1%	162,130	28.1%
Some College (13 to 16)	45,783	25.0%	90,432	23.0%	136,215	23.6%
Associate Degree Only	20,765	11.4%	37,833	9.6%	58,598	10.2%
Bachelor Degree Only	34,594	18.9%	88,232	22.4%	122,826	21.3%
Graduate Degree	13,109	7.2%	41,506	10.5%	54,615	9.5%
Any College + (Some College or higher)	114,251	62.5%	258,003	65.5%	372,254	64.5%
College Degree + (Bachelor Degree or higher)	47,703	26.1%	129,738	32.9%	177,441	30.8%

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Northtown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Housing (2010)						
Total Housing Units	108,912		239,704		348,616	
Housing Units, Occupied	103,947	95.4%	225,182	93.9%	329,129	94.4%
Housing Units, Owner-Occupied	83,959	80.8%	181,049	80.4%	265,008	80.5%
Housing Units, Renter-Occupied	19,988	19.2%	44,133	19.6%	64,121	19.5%
Housing Units, Vacant	4,965	4.4%	14,522	5.7%	19,487	5.3%
Total Housing Units (2000)	93,656		210,097		303,754	
Historical Annual Change (2000-2010)	15,256	1.6%	29,607	1.4%	44,862	1.5%
Household Size (2010)						
Total Households	103,947		225,182		329,129	
1 Person Households	24,212	23.3%	56,803	25.2%	81,016	24.6%
2 Person Households	33,435	32.2%	71,304	31.7%	104,739	31.8%
3 Person Households	18,384	17.7%	36,443	16.2%	54,827	16.7%
4 Person Households	17,015	16.4%	35,646	15.8%	52,661	16.0%
5 Person Households	7,326	7.0%	15,873	7.0%	23,198	7.0%
6 Person Households	2,318	2.2%	5,458	2.4%	7,776	2.4%
7+ Person Households	1,257	1.2%	3,655	1.6%	4,912	1.5%
Household Stability (2010)						
Total Households	103,947		225,182		329,129	
In current residence < 1 year	17,797	17.1%	37,490	16.6%	55,286	16.8%
In current residence 1-2 years	20,964	20.2%	48,419	21.5%	69,383	21.1%
In current residence 3-5 years	19,433	18.7%	38,443	17.1%	57,875	17.6%
In current residence 6-10 years	19,696	18.9%	36,119	16.0%	55,815	17.0%
In current residence > 10 years	26,057	25.1%	64,712	28.7%	90,769	27.6%
Turnover (% Annual Residential Turnover)		17.1%		16.6%		16.8%
Stability (% In Current Residence 5+ Years)		44.0%		44.8%		44.5%
Median Years in Residence	4.7 yrs		5.1 yrs		5.0 yrs	
Household Vehicles (2010)						
Total Vehicles Available	215,194		440,804		655,998	
Household: 0 Vehicles Available	4,073	3.9%	13,116	5.8%	17,190	5.2%
Household: 1 Vehicles Available	27,216	26.2%	64,917	28.8%	92,133	28.0%
Household: 2 Vehicles Available	45,887	44.1%	95,519	42.4%	141,406	43.0%
Household: 3+ Vehicles Available	26,771	25.8%	51,630	22.9%	78,401	23.8%
Average Per Household	2.1 Vehicles		2.0 Vehicles		2.0 Vehicles	
Owner Occupied Hhlds Vehicles	185,989	86.4%	388,338	88.1%	574,327	87.6%
Average Per Owner Household	2.2 Vehicles		2.1 Vehicles		2.2 Vehicles	
Renter Occupied Hhlds Vehicles	29,205	13.6%	52,466	11.9%	81,671	12.4%
Average Per Renter Household	1.5 Vehicles		1.2 Vehicles		1.3 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	141,580		297,909		439,489	
Travel to Work in 14 Minutes or Less	29,483	20.8%	67,466	22.6%	96,949	22.1%
Travel to Work in 15 to 29 Minutes	52,324	37.0%	117,598	39.5%	169,922	38.7%
Travel to Work in 30 to 59 Minutes	48,330	34.1%	89,592	30.1%	137,922	31.4%
Travel to Work in 60 Minutes or More	7,017	5.0%	13,262	4.5%	20,279	4.6%
Work at Home	4,426	3.1%	9,991	3.4%	14,417	3.3%
Average Travel Time to Work	25.1 mins		23.5 mins		24.0 mins	

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
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Lat/Lon: 45.22758/-93.3091

Northtown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Transportation To Work (2000)						
Work Base	141,580		297,909		439,489	
Drive to Work Alone	115,831	81.8%	238,522	80.1%	354,352	80.6%
Drive to Work in Carpool	14,376	10.2%	31,166	10.5%	45,542	10.4%
Travel to Work - Public Transportation	4,598	3.2%	11,881	4.0%	16,479	3.7%
Drive to Work on Motorcycle	71	0.1%	192	0.1%	263	0.1%
Bicycle to Work	229	0.2%	662	0.2%	891	0.2%
Walk to Work	1,555	1.1%	4,247	1.4%	5,802	1.3%
Other Means	493	0.3%	1,250	0.4%	1,743	0.4%
Work at Home	4,426	3.1%	9,991	3.4%	14,417	3.3%
Daytime Demos (2010)						
Total Number of Businesses	8,188		18,516		26,704	
Total Number of Employees	119,913		284,454		404,367	
Company Headqtrs: Businesses	8	0.1%	36	0.2%	44	0.2%
Company Headqtrs: Employees	2,514	2.1%	7,445	2.6%	9,959	2.5%
Employee Population per Business	14.6 to 1		15.4 to 1		15.1 to 1	
Residential Population per Business	33.7 to 1		32.5 to 1		32.9 to 1	
Est. Adj. Daytime Demographics (Age16+)	185,821		432,850		618,670	
Labor Force (2010)						
Labor: Population Age 16+	216,352		460,968		677,320	
Unemployment Rate		6.5%		6.2%		6.3%
Labor Force Total: Males	107,738	49.8%	228,001	49.5%	335,739	49.6%
<i>Male civilian employed</i>	79,223	73.5%	165,059	72.4%	244,281	72.8%
<i>Male civilian unemployed</i>	7,264	6.7%	15,023	6.6%	22,287	6.6%
<i>Males in Armed Forces</i>	185	0.2%	266	0.1%	450	0.1%
<i>Males not in labor force</i>	21,067	19.6%	47,654	20.9%	68,720	20.5%
Labor Force Total: Females	108,614	50.2%	232,967	50.5%	341,581	50.4%
<i>Female civilian employed</i>	71,014	65.4%	147,220	63.2%	218,234	63.9%
<i>Female civilian unemployed</i>	6,847	6.3%	13,409	5.8%	20,257	5.9%
<i>Females in Armed Forces</i>	23	-	28	-	51	-
<i>Females not in labor force</i>	30,730	28.3%	72,310	31.0%	103,040	30.2%
Employment Force Change (2000-2010)	8,803	6.2%	14,576	4.9%	23,379	5.3%
Male Change (2000-2010)	5,213	7.0%	9,842	6.3%	15,054	6.6%
Female Change (2000-2010)	3,590	5.3%	4,735	3.3%	8,325	4.0%
Occupation (2000)						
Occupation: Population Age 16+	141,434		297,702		439,136	
Occupation Total: Males	74,010	52.3%	155,217	52.1%	229,227	52.2%
Occupation Total: Females	67,424	47.7%	142,485	47.9%	209,909	47.8%
Mgmt, Business, & Financial Operations	19,315	13.7%	44,773	15.0%	64,088	14.6%
Professional and Related	26,147	18.5%	63,308	21.3%	89,455	20.4%
Service	17,220	12.2%	36,690	12.3%	53,910	12.3%
Sales and Office	40,590	28.7%	84,217	28.3%	124,807	28.4%
Farming, Fishing, & Forestry	180	0.1%	364	0.1%	544	0.1%
Construction, Extraction, & Maintenance	13,947	9.9%	24,353	8.2%	38,300	8.7%
Production, Transport, & Material Moving	24,033	17.0%	43,997	14.8%	68,031	15.5%
White Collar		60.8%		64.6%		63.4%
Blue Collar		39.2%		35.4%		36.6%

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Northtown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Units In Structure (2000)						
Total Units	93,656		210,097		303,754	
1 Detached Unit	64,564	68.9%	143,863	68.5%	208,427	68.6%
1 Attached Unit	8,165	8.7%	17,144	8.2%	25,308	8.3%
2 Units	1,406	1.5%	7,301	3.5%	8,707	2.9%
3 to 4 Units	1,406	1.5%	3,164	1.5%	4,570	1.5%
5 to 9 Units	1,956	2.1%	3,217	1.5%	5,173	1.7%
10 to 19 Units	2,785	3.0%	8,414	4.0%	11,199	3.7%
20 to 49 Units	5,277	5.6%	10,700	5.1%	15,977	5.3%
50 or more Units	4,445	4.7%	11,442	5.4%	15,887	5.2%
Mobile Home or Trailer	3,646	3.9%	4,762	2.3%	8,408	2.8%
Other Structure	6	-	91	-	97	-
Homes Built By Year (2000)						
Homes Built 1999 to 2000	2,668	2.8%	4,281	2.0%	6,949	2.3%
Homes Built 1995 to 1998	7,747	8.3%	12,677	6.0%	20,424	6.7%
Homes Built 1990 to 1994	10,253	10.9%	16,123	7.7%	26,376	8.7%
Homes Built 1980 to 1989	20,487	21.9%	39,321	18.7%	59,808	19.7%
Homes Built 1970 to 1979	19,562	20.9%	42,567	20.3%	62,128	20.5%
Homes Built 1960 to 1969	16,174	17.3%	28,396	13.5%	44,570	14.7%
Homes Built 1950 to 1959	10,918	11.7%	30,236	14.4%	41,154	13.5%
Homes Built 1940 to 1949	2,843	3.0%	11,189	5.3%	14,032	4.6%
Homes Built Before 1939	3,005	3.2%	25,308	12.0%	28,313	9.3%
Median Age of Homes	23.9 yrs		30.8 yrs		28.7 yrs	
Home Values (2000)						
Owner Specified Housing Units	66,388		141,415		207,803	
Home Values \$1,000,000 or More	26	-	269	0.2%	295	0.1%
Home Values \$750,000 to \$999,999	7	-	157	0.1%	164	0.1%
Home Values \$500,000 to \$749,999	152	0.2%	772	0.5%	925	0.4%
Home Values \$400,000 to \$499,999	196	0.3%	1,111	0.8%	1,307	0.6%
Home Values \$300,000 to \$399,999	782	1.2%	3,237	2.3%	4,018	1.9%
Home Values \$250,000 to \$299,999	1,551	2.3%	4,515	3.2%	6,066	2.9%
Home Values \$200,000 to \$249,999	3,836	5.8%	10,107	7.1%	13,943	6.7%
Home Values \$175,000 to \$199,999	3,979	6.0%	9,534	6.7%	13,513	6.5%
Home Values \$150,000 to \$174,999	8,053	12.1%	17,611	12.5%	25,664	12.4%
Home Values \$125,000 to \$149,999	17,363	26.2%	30,850	21.8%	48,212	23.2%
Home Values \$100,000 to \$124,999	17,196	25.9%	30,521	21.6%	47,717	23.0%
Home Values \$90,000 to \$99,999	6,008	9.0%	11,362	8.0%	17,370	8.4%
Home Values \$80,000 to \$89,999	3,820	5.8%	8,488	6.0%	12,308	5.9%
Home Values \$70,000 to \$79,999	1,775	2.7%	5,552	3.9%	7,327	3.5%
Home Values \$60,000 to \$69,999	835	1.3%	3,448	2.4%	4,283	2.1%
Home Values \$50,000 to \$59,999	480	0.7%	2,120	1.5%	2,600	1.3%
Home Values \$35,000 to \$49,999	171	0.3%	1,268	0.9%	1,439	0.7%
Home Values \$25,000 to \$34,999	53	0.1%	253	0.2%	306	0.1%
Home Values \$10,000 to \$24,999	93	0.1%	214	0.2%	307	0.1%
Home Values \$0 to \$9,999	14	-	27	-	41	-
Owner Occupied Median Home Value	\$132,616		\$138,472		\$136,601	
Renter Occupied Median Rent	\$608		\$596		\$600	
Average Property Value (2010)	\$227,931		\$261,178		\$250,678	

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COMPLETE PROFILE

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Northtown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Consumer Expenditure (Annual Total)						
Total Household Expenditure (2010)	\$6.24 B		\$13.7 B		\$19.9 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$3.60 B		\$7.91 B		\$11.5 B	
<i>Total Retail Expenditures (2010)</i>	\$2.63 B		\$5.79 B		\$8.42 B	
Apparel (2010)	\$297 M		\$654 M		\$951 M	
Contributions (2010)	\$231 M		\$521 M		\$752 M	
Education (2010)	\$151 M		\$336 M		\$487 M	
Entertainment (2010)	\$351 M		\$770 M		\$1.12 B	
Food And Beverages (2010)	\$945 M		\$2.07 B		\$3.02 B	
Furnishings And Equipment (2010)	\$282 M		\$616 M		\$898 M	
Gifts (2010)	\$166 M		\$370 M		\$536 M	
Health Care (2010)	\$374 M		\$820 M		\$1.19 B	
Household Operations (2010)	\$227 M		\$503 M		\$730 M	
Miscellaneous Expenses (2010)	\$103 M		\$226 M		\$330 M	
Personal Care (2010)	\$90.2 M		\$198 M		\$288 M	
Personal Insurance (2010)	\$64.6 M		\$143 M		\$208 M	
Reading (2010)	\$20.4 M		\$44.9 M		\$65.3 M	
Shelter (2010)	\$1.20 B		\$2.65 B		\$3.85 B	
Tobacco (2010)	\$38.7 M		\$84.9 M		\$124 M	
Transportation (2010)	\$1.26 B		\$2.75 B		\$4.01 B	
Utilities (2010)	\$427 M		\$936 M		\$1.36 B	
Consumer Expenditure (per Household per Month)						
Total Household Expenditure (2010)	\$4,999		\$5,069		\$5,047	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,888	57.8%	\$2,926	57.7%	\$2,914	57.7%
<i>Total Retail Expenditures (2010)</i>	\$2,110	42.2%	\$2,143	42.3%	\$2,133	42.3%
Apparel (2010)	\$238	4.8%	\$242	4.8%	\$241	4.8%
Contributions (2010)	\$185	3.7%	\$193	3.8%	\$190	3.8%
Education (2010)	\$121	2.4%	\$124	2.5%	\$123	2.4%
Entertainment (2010)	\$281	5.6%	\$285	5.6%	\$284	5.6%
Food And Beverages (2010)	\$757	15.2%	\$767	15.1%	\$764	15.1%
Furnishings And Equipment (2010)	\$226	4.5%	\$228	4.5%	\$227	4.5%
Gifts (2010)	\$133	2.7%	\$137	2.7%	\$136	2.7%
Health Care (2010)	\$299	6.0%	\$304	6.0%	\$302	6.0%
Household Operations (2010)	\$182	3.6%	\$186	3.7%	\$185	3.7%
Miscellaneous Expenses (2010)	\$83	1.7%	\$84	1.7%	\$83	1.7%
Personal Care (2010)	\$72	1.4%	\$73	1.4%	\$73	1.4%
Personal Insurance (2010)	\$52	1.0%	\$53	1.0%	\$53	1.0%
Reading (2010)	\$16	0.3%	\$17	0.3%	\$17	0.3%
Shelter (2010)	\$964	19.3%	\$980	19.3%	\$975	19.3%
Tobacco (2010)	\$31	0.6%	\$31	0.6%	\$31	0.6%
Transportation (2010)	\$1,014	20.3%	\$1,018	20.1%	\$1,017	20.1%
Utilities (2010)	\$342	6.8%	\$346	6.8%	\$345	6.8%

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