



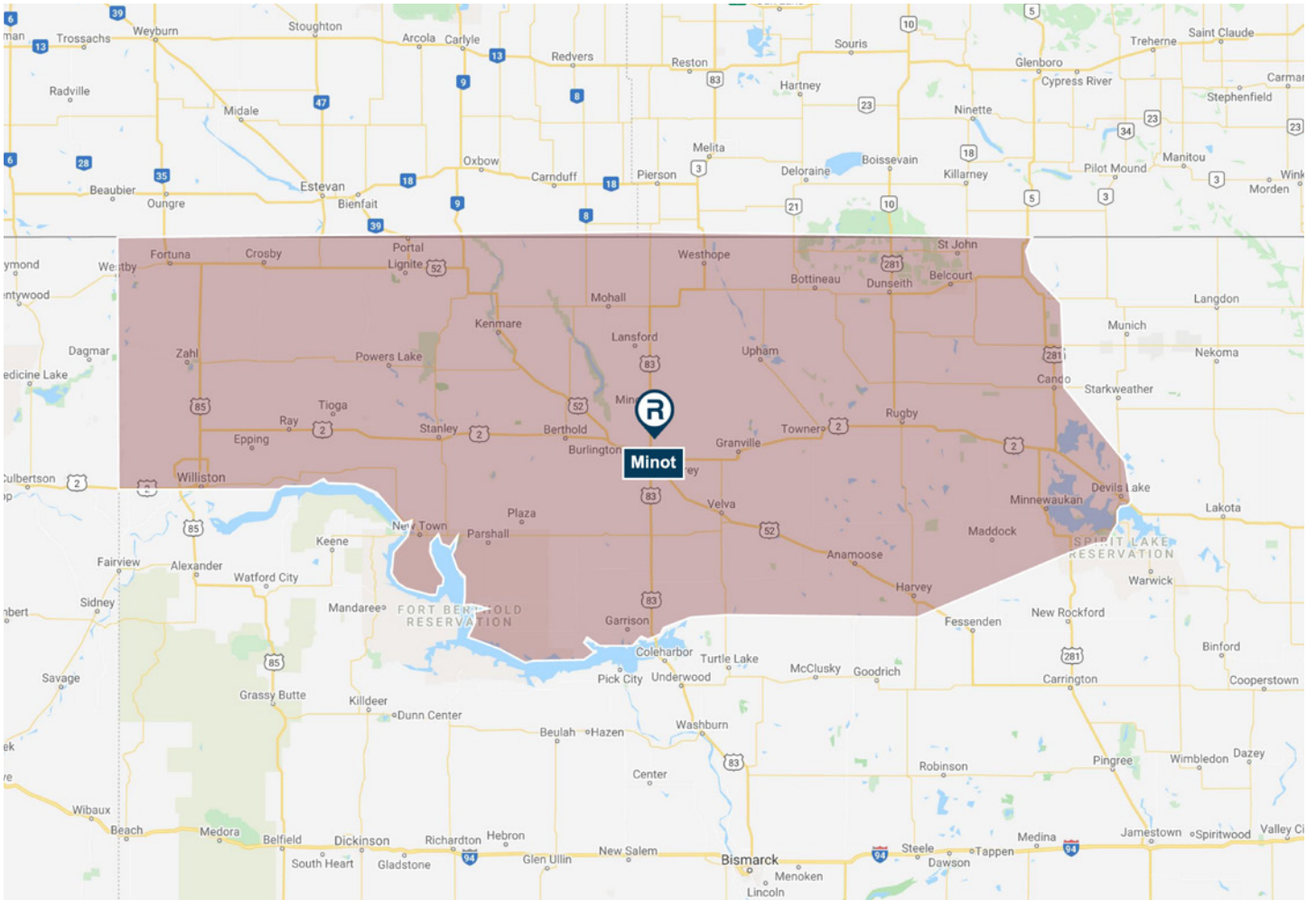
The**Retail**Coach.®

Primary Retail Trade Area Demographic Profile

MINOT, NORTH DAKOTA

Prepared for City of Minot
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Primary Retail Trade Area



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Primary Retail Trade Area • Demographic Profile

Minot, North Dakota

DESCRIPTION	DATA	%
Population		
2026 Projection	181,797	
2021 Estimate	175,531	
2010 Census	149,965	
2000 Census	147,055	
Growth 2021 - 2026		3.57%
Growth 2010 - 2021		17.05%
Growth 2000 - 2010		1.98%
2021 Est. Population by Single-Classification Race	175,531	
White Alone	136,191	77.59%
Black or African American Alone	6,410	3.65%
Amer. Indian and Alaska Native Alone	21,857	12.45%
Asian Alone	2,174	1.24%
Native Hawaiian and Other Pacific Island Alone	209	0.12%
Some Other Race Alone	2,206	1.26%
Two or More Races	6,483	3.69%
2021 Est. Population by Hispanic or Latino Origin	175,531	
Not Hispanic or Latino	163,869	93.36%
Hispanic or Latino	11,661	6.64%
Mexican	7,392	63.39%
Puerto Rican	1,293	11.09%
Cuban	205	1.76%
All Other Hispanic or Latino	2,770	23.75%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	11,661	
White Alone	6,312	54.13%
Black or African American Alone	255	2.19%
American Indian and Alaska Native Alone	1,332	11.42%
Asian Alone	101	0.87%
Native Hawaiian and Other Pacific Islander Alone	25	0.21%
Some Other Race Alone	2,143	18.38%
Two or More Races	1,493	12.80%
2021 Est. Pop by Race, Asian Alone, by Category	2,174	
Chinese, except Taiwanese	82	3.77%
Filipino	1,080	49.68%
Japanese	103	4.74%
Asian Indian	262	12.05%
Korean	353	16.24%
Vietnamese	28	1.29%
Cambodian	1	0.05%
Hmong	0	0.00%
Laotian	14	0.64%
Thai	78	3.59%
All Other Asian Races Including 2+ Category	172	7.91%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	175,531	
Arab	304	0.17%
Czech	796	0.45%
Danish	1,437	0.82%
Dutch	1,640	0.93%
English	6,150	3.50%
French (except Basque)	9,736	5.55%
French Canadian	2,014	1.15%
German	38,154	21.74%
Greek	275	0.16%
Hungarian	342	0.20%
Irish	9,930	5.66%
Italian	1,929	1.10%
Lithuanian	51	0.03%
United States or American	2,943	1.68%
Norwegian	33,340	18.99%
Polish	1,564	0.89%
Portuguese	38	0.02%
Russian	1,984	1.13%
Scottish	1,695	0.97%
Scotch-Irish	1,036	0.59%
Slovak	55	0.03%
Subsaharan African	660	0.38%
Swedish	4,666	2.66%
Swiss	301	0.17%
Ukrainian	628	0.36%
Welsh	561	0.32%
West Indian (except Hisp. groups)	140	0.08%
Other ancestries	30,423	17.33%
Ancestry Unclassified	22,739	12.95%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	142,293	88.18%
Speak Asian/Pacific Island Language at Home	3,566	2.21%
Speak IndoEuropean Language at Home	4,567	2.83%
Speak Spanish at Home	9,517	5.90%
Speak Other Language at Home	1,423	0.88%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	175,531	
Age 0 - 4	14,165	8.07%
Age 5 - 9	12,970	7.39%
Age 10 - 14	12,163	6.93%
Age 15 - 17	6,733	3.84%
Age 18 - 20	7,080	4.03%
Age 21 - 24	9,519	5.42%
Age 25 - 34	26,906	15.33%
Age 35 - 44	21,414	12.20%
Age 45 - 54	17,767	10.12%
Age 55 - 64	20,391	11.62%
Age 65 - 74	15,170	8.64%
Age 75 - 84	7,495	4.27%
Age 85 and over	3,757	2.14%
Age 16 and over	134,025	76.35%
Age 18 and over	129,500	73.78%
Age 21 and over	122,420	69.74%
Age 65 and over	26,422	15.05%
2021 Est. Median Age		34.31
2021 Est. Average Age		37.10
2021 Est. Population by Sex	175,531	
Male	91,427	52.09%
Female	84,103	47.91%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	91,427	
Age 0 - 4	7,272	7.95%
Age 5 - 9	6,622	7.24%
Age 10 - 14	6,197	6.78%
Age 15 - 17	3,457	3.78%
Age 18 - 20	3,924	4.29%
Age 21 - 24	5,455	5.97%
Age 25 - 34	15,019	16.43%
Age 35 - 44	11,309	12.37%
Age 45 - 54	9,198	10.06%
Age 55 - 64	10,547	11.54%
Age 65 - 74	7,668	8.39%
Age 75 - 84	3,399	3.72%
Age 85 and over	1,360	1.49%
2021 Est. Median Age, Male		33.42
2021 Est. Average Age, Male		36.41
2021 Est. Female Population by Age	84,103	
Age 0 - 4	6,893	8.20%
Age 5 - 9	6,348	7.55%
Age 10 - 14	5,966	7.09%
Age 15 - 17	3,276	3.89%
Age 18 - 20	3,156	3.75%
Age 21 - 24	4,064	4.83%
Age 25 - 34	11,887	14.13%
Age 35 - 44	10,105	12.02%
Age 45 - 54	8,569	10.19%
Age 55 - 64	9,844	11.71%
Age 65 - 74	7,502	8.92%
Age 75 - 84	4,095	4.87%
Age 85 and over	2,397	2.85%
2021 Est. Median Age, Female		35.42
2021 Est. Average Age, Female		37.78

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	45,182	33.17%
Males, Never Married	27,594	20.25%
Females, Never Married	17,588	12.91%
Married, Spouse present	65,754	48.27%
Married, Spouse absent	4,059	2.98%
Widowed	7,766	5.70%
Males Widowed	1,887	1.38%
Females Widowed	5,879	4.32%
Divorced	13,471	9.89%
Males Divorced	7,046	5.17%
Females Divorced	6,426	4.72%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,006	3.55%
Some High School, no diploma	6,153	5.45%
High School Graduate (or GED)	33,169	29.38%
Some College, no degree	25,980	23.01%
Associate Degree	15,823	14.02%
Bachelor's Degree	21,388	18.94%
Master's Degree	4,741	4.20%
Professional School Degree	1,103	0.98%
Doctorate Degree	539	0.48%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	975	18.41%
High School Graduate	1,161	21.92%
Some College or Associate's Degree	2,085	39.36%
Bachelor's Degree or Higher	1,076	20.31%
Households		
2026 Projection	76,479	
2021 Estimate	73,272	
2010 Census	61,079	
2000 Census	58,307	
Growth 2021 - 2026		4.38%
Growth 2010 - 2021		19.96%
Growth 2000 - 2010		4.75%
2021 Est. Households by Household Type	73,272	
Family Households	46,491	63.45%
Nonfamily Households	26,781	36.55%
2021 Est. Group Quarters Population	4,897	
2021 Households by Ethnicity, Hispanic/Latino	3,609	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	73,272	
Income < \$15,000	8,282	11.30%
Income \$15,000 - \$24,999	5,715	7.80%
Income \$25,000 - \$34,999	6,091	8.31%
Income \$35,000 - \$49,999	8,517	11.62%
Income \$50,000 - \$74,999	13,030	17.78%
Income \$75,000 - \$99,999	10,236	13.97%
Income \$100,000 - \$124,999	7,271	9.92%
Income \$125,000 - \$149,999	5,087	6.94%
Income \$150,000 - \$199,999	4,693	6.41%
Income \$200,000 - \$249,999	1,704	2.33%
Income \$250,000 - \$499,999	2,011	2.75%
Income \$500,000+	637	0.87%
2021 Est. Average Household Income		\$84,725
2021 Est. Median Household Income		\$64,888
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$68,279
Black or African American Alone		\$51,548
American Indian and Alaska Native Alone		\$43,341
Asian Alone		\$66,373
Native Hawaiian and Other Pacific Islander Alone		\$31,474
Some Other Race Alone		\$41,297
Two or More Races		\$67,575
Hispanic or Latino		\$57,340
Not Hispanic or Latino		\$65,300
2021 Est. Family HH Type by Presence of Own Child.	46,491	
Married-Couple Family, own children	13,931	29.96%
Married-Couple Family, no own children	22,295	47.96%
Male Householder, own children	1,969	4.24%
Male Householder, no own children	1,485	3.19%
Female Householder, own children	4,365	9.39%
Female Householder, no own children	2,446	5.26%
2021 Est. Households by Household Size	73,272	
1-person	23,199	31.66%
2-person	26,069	35.58%
3-person	10,249	13.99%
4-person	7,679	10.48%
5-person	3,843	5.25%
6-person	1,468	2.00%
7-or-more-person	765	1.04%
2021 Est. Average Household Size		2.33

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	73,272	
Households with 1 or More People under Age 18:	22,046	30.09%
Married-Couple Family	14,655	66.47%
Other Family, Male Householder	2,166	9.83%
Other Family, Female Householder	4,941	22.41%
Nonfamily, Male Householder	244	1.11%
Nonfamily, Female Householder	40	0.18%
Households with No People under Age 18:	51,226	
Married-Couple Family	21,578	42.12%
Other Family, Male Householder	1,282	2.50%
Other Family, Female Householder	1,861	3.63%
Nonfamily, Male Householder	14,304	27.92%
Nonfamily, Female Householder	12,201	23.82%
2021 Est. Households by Number of Vehicles	73,272	
No Vehicles	3,832	5.23%
1 Vehicle	19,803	27.03%
2 Vehicles	27,401	37.40%
3 Vehicles	13,796	18.83%
4 Vehicles	4,996	6.82%
5 or more Vehicles	3,444	4.70%
2021 Est. Average Number of Vehicles		2.1
Family Households		
2026 Projection	48,566	
2021 Estimate	46,491	
2010 Census	38,652	
2000 Census	38,942	
Growth 2021 - 2026		4.46%
Growth 2010 - 2021		20.28%
Growth 2000 - 2010		0.-74%
2021 Est. Families by Poverty Status	46,491	
2021 Families at or Above Poverty	43,369	93.28%
2021 Families at or Above Poverty with Children	19,592	42.14%
2021 Families Below Poverty	3,123	6.72%
2021 Families Below Poverty with Children	2,397	5.16%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	83,857	62.57%
Civilian Labor Force, Unemployed	2,636	1.97%
Armed Forces	4,495	3.35%
Not in Labor Force	43,036	32.11%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	85,903	
For-Profit Private Workers	52,097	60.65%
Non-Profit Private Workers	7,620	8.87%
Local Government Workers	3,272	3.81%
State Government Workers	3,815	4.44%
Federal Government Workers	7,997	9.31%
Self-Employed Workers	10,766	12.53%
Unpaid Family Workers	336	0.39%
2021 Est. Civ. Employed Pop 16+ by Occupation	85,903	
Architect/Engineer	766	0.89%
Arts/Entertainment/Sports	930	1.08%
Building Grounds Maintenance	3,407	3.97%
Business/Financial Operations	3,295	3.84%
Community/Social Services	1,319	1.54%
Computer/Mathematical	1,005	1.17%
Construction/Extraction	7,640	8.89%
Education/Training/Library	5,623	6.55%
Farming/Fishing/Forestry	1,328	1.55%
Food Prep/Serving	4,400	5.12%
Health Practitioner/Technician	4,134	4.81%
Healthcare Support	2,981	3.47%
Maintenance Repair	4,350	5.06%
Legal	419	0.49%
Life/Physical/Social Science	576	0.67%
Management	10,530	12.26%
Office/Admin. Support	9,086	10.58%
Production	3,568	4.15%
Protective Services	1,841	2.14%
Sales/Related	7,490	8.72%
Personal Care/Service	3,365	3.92%
Transportation/Moving	7,851	9.14%
2021 Est. Pop 16+ by Occupation Classification	85,903	
White Collar	45,173	52.59%
Blue Collar	23,408	27.25%
Service and Farm	17,321	20.16%
2021 Est. Workers Age 16+ by Transp. to Work	88,424	
Drove Alone	72,334	81.80%
Car Pooled	8,320	9.41%
Public Transportation	461	0.52%
Walked	2,939	3.32%
Bicycle	50	0.06%
Other Means	735	0.83%
Worked at Home	3,586	4.06%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	46,845	
15 - 29 Minutes	22,693	
30 - 44 Minutes	6,984	
45 - 59 Minutes	2,456	
60 or more Minutes	5,373	
2021 Est. Avg Travel Time to Work in Minutes		20
2021 Est. Occupied Housing Units by Tenure	73,272	
Owner Occupied	49,796	67.96%
Renter Occupied	23,476	32.04%
2021 Owner Occ. HUs: Avg. Length of Residence		14.68%
2021 Renter Occ. HUs: Avg. Length of Residence		6.26%
2021 Est. Owner-Occupied Housing Units by Value	73,272	
Value Less than \$20,000	2,540	5.10%
Value \$20,000 - \$39,999	2,067	4.15%
Value \$40,000 - \$59,999	2,070	4.16%
Value \$60,000 - \$79,999	2,327	4.67%
Value \$80,000 - \$99,999	3,181	6.39%
Value \$100,000 - \$149,999	6,174	12.40%
Value \$150,000 - \$199,999	7,061	14.18%
Value \$200,000 - \$299,999	11,431	22.96%
Value \$300,000 - \$399,999	6,700	13.46%
Value \$400,000 - \$499,999	3,414	6.86%
Value \$500,000 - \$749,999	1,853	3.72%
Value \$750,000 - \$999,999	589	1.18%
Value \$1,000,000 or \$1,499,999	245	0.49%
Value \$1,500,000 or \$1,999,999	78	0.16%
Value \$2,000,000+	64	0.13%
2021 Est. Median All Owner-Occupied Housing Value		\$196,190
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	49,572	58.39%
1 Unit Attached	3,918	4.62%
2 Units	2,318	2.73%
3 or 4 Units	3,733	4.40%
5 to 19 Units	7,376	8.69%
20 to 49 Units	7,153	8.43%
50 or More Units	1,809	2.13%
Mobile Home or Trailer	8,955	10.55%
Boat, RV, Van, etc.	67	0.08%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	12,555	14.79%
Housing Units Built 2010 to 2014	8,292	9.77%
Housing Units Built 2000 to 2009	8,169	9.62%
Housing Units Built 1990 to 1999	5,839	6.88%
Housing Units Built 1980 to 1989	7,851	9.25%
Housing Units Built 1970 to 1979	13,518	15.92%
Housing Units Built 1960 to 1969	7,292	8.59%
Housing Units Built 1950 to 1959	7,428	8.75%
Housing Units Built 1940 to 1949	3,452	4.07%
Housing Unit Built 1939 or Earlier	10,505	12.37%
2021 Est. Median Year Structure Built		1980

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.





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ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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