



The**Retail**Coach.®

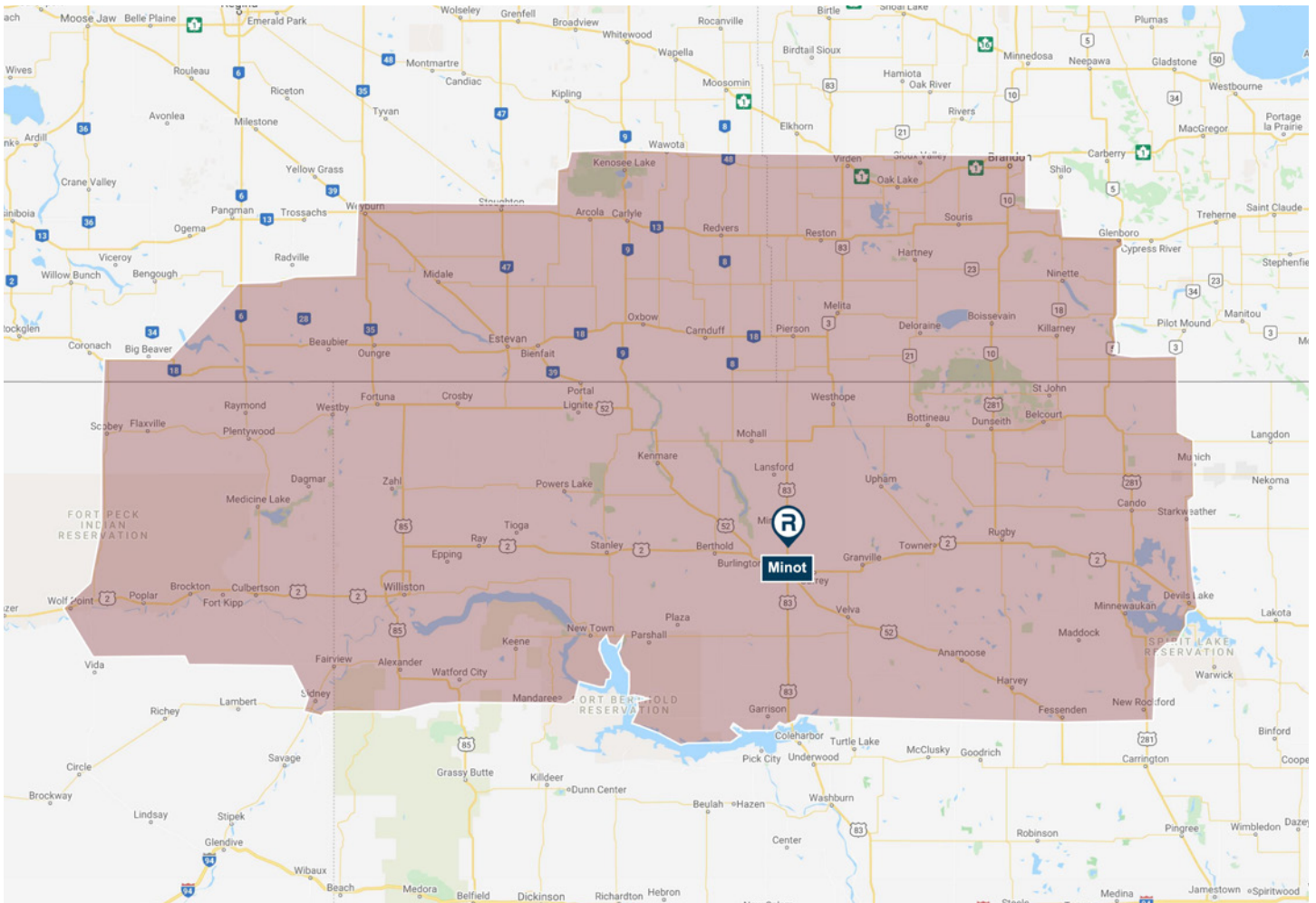
# Secondary Retail Trade Area\* Demographic Profile

MINOT, NORTH DAKOTA

Prepared for City of Minot  
September 2021

\*Demographic numbers only include United States Population.

# Secondary Retail Trade Area



Prepared for:



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# Secondary Retail Trade Area • Demographic Profile\*

Minot, North Dakota

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	227,993	
2021 Estimate	220,072	
2010 Census	183,706	
2000 Census	181,866	
Growth 2021 - 2026		3.60%
Growth 2010 - 2021		19.80%
Growth 2000 - 2010		1.01%
<b>2021 Est. Population by Single-Classification Race</b>	<b>220,072</b>	
White Alone	167,706	76.20%
Black or African American Alone	6,921	3.14%
Amer. Indian and Alaska Native Alone	31,896	14.49%
Asian Alone	2,470	1.12%
Native Hawaiian and Other Pacific Island Alone	226	0.10%
Some Other Race Alone	2,810	1.28%
Two or More Races	8,042	3.65%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>220,072</b>	
Not Hispanic or Latino	205,208	93.25%
Hispanic or Latino	14,864	6.75%
Mexican	9,768	65.72%
Puerto Rican	1,440	9.69%
Cuban	215	1.45%
All Other Hispanic or Latino	3,442	23.16%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>14,864</b>	
White Alone	7,581	51.00%
Black or African American Alone	304	2.04%
American Indian and Alaska Native Alone	2,386	16.05%
Asian Alone	101	0.68%
Native Hawaiian and Other Pacific Islander Alone	25	0.17%
Some Other Race Alone	2,738	18.42%
Two or More Races	1,729	11.63%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>2,470</b>	
Chinese, except Taiwanese	109	4.41%
Filipino	1,256	50.85%
Japanese	131	5.30%
Asian Indian	267	10.81%
Korean	362	14.66%
Vietnamese	31	1.25%
Cambodian	4	0.16%
Hmong	0	0.00%
Laotian	31	1.25%
Thai	80	3.24%
All Other Asian Races Including 2+ Category	198	8.02%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>220,072</b>	
Arab	359	0.16%
Czech	943	0.43%
Danish	2,221	1.01%
Dutch	1,952	0.89%
English	7,630	3.47%
French (except Basque)	10,571	4.80%
French Canadian	2,267	1.03%
German	46,793	21.26%
Greek	310	0.14%
Hungarian	372	0.17%
Irish	12,563	5.71%
Italian	2,359	1.07%
Lithuanian	65	0.03%
United States or American	4,445	2.02%
Norwegian	39,509	17.95%
Polish	1,960	0.89%
Portuguese	51	0.02%
Russian	2,389	1.09%
Scottish	2,210	1.00%
Scotch-Irish	1,281	0.58%
Slovak	56	0.03%
Subsaharan African	696	0.32%
Swedish	5,674	2.58%
Swiss	356	0.16%
Ukrainian	752	0.34%
Welsh	667	0.30%
West Indian (except Hisp. groups)	141	0.06%
Other ancestries	42,818	19.46%
Ancestry Unclassified	28,661	13.02%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	179,595	88.91%
Speak Asian/Pacific Island Language at Home	4,053	2.01%
Speak IndoEuropean Language at Home	5,324	2.64%
Speak Spanish at Home	10,763	5.33%
Speak Other Language at Home	2,267	1.12%



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# Secondary Retail Trade Area • Demographic Profile\*

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DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>220,072</b>	
Age 0 - 4	18,070	8.21%
Age 5 - 9	16,583	7.54%
Age 10 - 14	15,543	7.06%
Age 15 - 17	8,630	3.92%
Age 18 - 20	8,757	3.98%
Age 21 - 24	11,621	5.28%
Age 25 - 34	32,896	14.95%
Age 35 - 44	26,849	12.20%
Age 45 - 54	22,342	10.15%
Age 55 - 64	25,858	11.75%
Age 65 - 74	19,068	8.66%
Age 75 - 84	9,282	4.22%
Age 85 and over	4,573	2.08%
Age 16 and over	167,044	75.90%
Age 18 and over	161,247	73.27%
Age 21 and over	152,490	69.29%
Age 65 and over	32,924	14.96%
2021 Est. Median Age		34.34
2021 Est. Average Age		37.00
<b>2021 Est. Population by Sex</b>	<b>220,072</b>	
Male	114,359	51.96%
Female	105,713	48.04%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>114,359</b>	
Age 0 - 4	9,309	8.14%
Age 5 - 9	8,543	7.47%
Age 10 - 14	7,927	6.93%
Age 15 - 17	4,423	3.87%
Age 18 - 20	4,789	4.19%
Age 21 - 24	6,532	5.71%
Age 25 - 34	18,225	15.94%
Age 35 - 44	14,117	12.35%
Age 45 - 54	11,536	10.09%
Age 55 - 64	13,407	11.72%
Age 65 - 74	9,661	8.45%
Age 75 - 84	4,232	3.70%
Age 85 and over	1,658	1.45%
2021 Est. Median Age, Male		33.51
2021 Est. Average Age, Male		36.32
<b>2021 Est. Female Population by Age</b>	<b>105,713</b>	
Age 0 - 4	8,760	8.29%
Age 5 - 9	8,040	7.61%
Age 10 - 14	7,615	7.20%
Age 15 - 17	4,207	3.98%
Age 18 - 20	3,968	3.75%
Age 21 - 24	5,090	4.82%
Age 25 - 34	14,672	13.88%
Age 35 - 44	12,732	12.04%
Age 45 - 54	10,806	10.22%
Age 55 - 64	12,451	11.78%
Age 65 - 74	9,407	8.90%
Age 75 - 84	5,051	4.78%
Age 85 and over	2,915	2.76%
2021 Est. Median Age, Female		35.37
2021 Est. Average Age, Female		37.68

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# Secondary Retail Trade Area • Demographic Profile\*

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DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	56,069	33.01%
Males, Never Married	34,110	20.08%
Females, Never Married	21,959	12.93%
Married, Spouse present	80,513	47.40%
Married, Spouse absent	5,482	3.23%
Widowed	10,003	5.89%
Males Widowed	2,548	1.50%
Females Widowed	7,455	4.39%
Divorced	17,809	10.48%
Males Divorced	9,292	5.47%
Females Divorced	8,517	5.01%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	4,791	3.40%
Some High School, no diploma	8,021	5.69%
High School Graduate (or GED)	42,237	29.98%
Some College, no degree	32,928	23.37%
Associate Degree	19,142	13.59%
Bachelor's Degree	25,808	18.32%
Master's Degree	5,893	4.18%
Professional School Degree	1,351	0.96%
Doctorate Degree	697	0.50%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	1,147	16.95%
High School Graduate	1,881	27.80%
Some College or Associate's Degree	2,545	37.62%
Bachelor's Degree or Higher	1,193	17.63%
<b>Households</b>		
2026 Projection	95,133	
2021 Estimate	91,217	
2010 Census	74,571	
2000 Census	71,718	
Growth 2021 - 2026		4.29%
Growth 2010 - 2021		22.32%
Growth 2000 - 2010		3.98%
<b>2021 Est. Households by Household Type</b>	<b>91,217</b>	
Family Households	58,433	64.06%
Nonfamily Households	32,784	35.94%
2021 Est. Group Quarters Population	5,462	
2021 Households by Ethnicity, Hispanic/Latino	4,510	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>91,217</b>	
Income < \$15,000	10,115	11.09%
Income \$15,000 - \$24,999	7,206	7.90%
Income \$25,000 - \$34,999	7,579	8.31%
Income \$35,000 - \$49,999	10,554	11.57%
Income \$50,000 - \$74,999	16,352	17.93%
Income \$75,000 - \$99,999	12,700	13.92%
Income \$100,000 - \$124,999	9,110	9.99%
Income \$125,000 - \$149,999	6,354	6.97%
Income \$150,000 - \$199,999	5,847	6.41%
Income \$200,000 - \$249,999	2,114	2.32%
Income \$250,000 - \$499,999	2,486	2.73%
Income \$500,000+	801	0.88%
2021 Est. Average Household Income		\$84,825
2021 Est. Median Household Income		\$65,008
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$68,853
Black or African American Alone		\$51,619
American Indian and Alaska Native Alone		\$40,608
Asian Alone		\$66,936
Native Hawaiian and Other Pacific Islander Alone		\$32,779
Some Other Race Alone		\$47,151
Two or More Races		\$65,447
Hispanic or Latino		\$57,622
Not Hispanic or Latino		\$65,465
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>58,433</b>	
Married-Couple Family, own children	17,232	29.49%
Married-Couple Family, no own children	27,926	47.79%
Male Householder, own children	2,586	4.43%
Male Householder, no own children	1,950	3.34%
Female Householder, own children	5,470	9.36%
Female Householder, no own children	3,269	5.59%
<b>2021 Est. Households by Household Size</b>	<b>91,217</b>	
1-person	28,508	31.25%
2-person	32,348	35.46%
3-person	12,804	14.04%
4-person	9,598	10.52%
5-person	4,961	5.44%
6-person	1,926	2.11%
7-or-more-person	1,074	1.18%
2021 Est. Average Household Size		2.35

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# Secondary Retail Trade Area • Demographic Profile\*

Minot, North Dakota

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>91,217</b>	
Households with 1 or More People under Age 18:	27,784	30.46%
Married-Couple Family	18,241	65.65%
Other Family, Male Householder	2,869	10.33%
Other Family, Female Householder	6,333	22.79%
Nonfamily, Male Householder	290	1.04%
Nonfamily, Female Householder	50	0.18%
<b>Households with No People under Age 18:</b>	<b>63,434</b>	
Married-Couple Family	26,925	42.45%
Other Family, Male Householder	1,655	2.61%
Other Family, Female Householder	2,401	3.79%
Nonfamily, Male Householder	17,453	27.51%
Nonfamily, Female Householder	15,001	23.65%
<b>2021 Est. Households by Number of Vehicles</b>	<b>91,217</b>	
No Vehicles	4,713	5.17%
1 Vehicle	24,337	26.68%
2 Vehicles	33,722	36.97%
3 Vehicles	17,467	19.15%
4 Vehicles	6,538	7.17%
5 or more Vehicles	4,440	4.87%
2021 Est. Average Number of Vehicles		2.2
<b>Family Households</b>		
2026 Projection	60,998	
2021 Estimate	58,433	
2010 Census	47,554	
2000 Census	48,174	
Growth 2021 - 2026		4.39%
Growth 2010 - 2021		22.88%
Growth 2000 - 2010		-1.-28%
<b>2021 Est. Families by Poverty Status</b>	<b>58,433</b>	
2021 Families at or Above Poverty	54,220	92.79%
2021 Families at or Above Poverty with Children	24,505	41.94%
2021 Families Below Poverty	4,213	7.21%
2021 Families Below Poverty with Children	3,205	5.49%
<b>2021 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	104,798	62.74%
Civilian Labor Force, Unemployed	3,604	2.16%
Armed Forces	4,502	2.69%
Not in Labor Force	54,139	32.41%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>106,690</b>	
For-Profit Private Workers	64,485	60.44%
Non-Profit Private Workers	9,048	8.48%
Local Government Workers	3,890	3.65%
State Government Workers	4,711	4.42%
Federal Government Workers	10,395	9.74%
Self-Employed Workers	13,767	12.90%
Unpaid Family Workers	395	0.37%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>106,690</b>	
Architect/Engineer	975	0.91%
Arts/Entertainment/Sports	1,138	1.07%
Building Grounds Maintenance	4,226	3.96%
Business/Financial Operations	3,858	3.62%
Community/Social Services	1,778	1.67%
Computer/Mathematical	1,068	1.00%
Construction/Extraction	9,600	9.00%
Education/Training/Library	6,854	6.42%
Farming/Fishing/Forestry	1,764	1.65%
Food Prep/Serving	5,413	5.07%
Health Practitioner/Technician	4,958	4.65%
Healthcare Support	3,556	3.33%
Maintenance Repair	5,453	5.11%
Legal	596	0.56%
Life/Physical/Social Science	717	0.67%
Management	13,577	12.73%
Office/Admin. Support	11,631	10.90%
Production	4,458	4.18%
Protective Services	2,172	2.04%
Sales/Related	8,975	8.41%
Personal Care/Service	4,011	3.76%
Transportation/Moving	9,913	9.29%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>106,690</b>	
White Collar	56,124	52.60%
Blue Collar	29,423	27.58%
Service and Farm	21,143	19.82%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>108,711</b>	
Drove Alone	88,280	81.21%
Car Pooled	10,094	9.29%
Public Transportation	619	0.57%
Walked	3,986	3.67%
Bicycle	98	0.09%
Other Means	842	0.78%
Worked at Home	4,791	4.41%

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# Secondary Retail Trade Area • Demographic Profile\*

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DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	58,513	
15 - 29 Minutes	26,422	
30 - 44 Minutes	8,963	
45 - 59 Minutes	3,121	
60 or more Minutes	6,348	
2021 Est. Avg Travel Time to Work in Minutes		20
<b>2021 Est. Occupied Housing Units by Tenure</b>	91,217	
Owner Occupied	62,296	68.29%
Renter Occupied	28,921	31.71%
2021 Owner Occ. HUs: Avg. Length of Residence		14.74%
2021 Renter Occ. HUs: Avg. Length of Residence		6.43%
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>91,217</b>	
Value Less than \$20,000	2,902	4.66%
Value \$20,000 - \$39,999	2,735	4.39%
Value \$40,000 - \$59,999	2,498	4.01%
Value \$60,000 - \$79,999	2,982	4.79%
Value \$80,000 - \$99,999	3,834	6.16%
Value \$100,000 - \$149,999	8,189	13.15%
Value \$150,000 - \$199,999	8,721	14.00%
Value \$200,000 - \$299,999	14,209	22.81%
Value \$300,000 - \$399,999	8,388	13.47%
Value \$400,000 - \$499,999	4,160	6.68%
Value \$500,000 - \$749,999	2,390	3.84%
Value \$750,000 - \$999,999	748	1.20%
Value \$1,000,000 or \$1,499,999	319	0.51%
Value \$1,500,000 or \$1,999,999	98	0.16%
Value \$2,000,000+	124	0.20%
2021 Est. Median All Owner-Occupied Housing Value		\$195,770
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	64,048	60.58%
1 Unit Attached	4,208	3.98%
2 Units	2,598	2.46%
3 or 4 Units	4,440	4.20%
5 to 19 Units	8,581	8.12%
20 to 49 Units	8,211	7.77%
50 or More Units	2,070	1.96%
Mobile Home or Trailer	11,483	10.86%
Boat, RV, Van, etc.	81	0.08%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	17,723	16.76%
Housing Units Built 2010 to 2014	9,348	8.84%
Housing Units Built 2000 to 2009	9,266	8.77%
Housing Units Built 1990 to 1999	6,730	6.37%
Housing Units Built 1980 to 1989	9,841	9.31%
Housing Units Built 1970 to 1979	16,617	15.72%
Housing Units Built 1960 to 1969	9,200	8.70%
Housing Units Built 1950 to 1959	9,405	8.90%
Housing Units Built 1940 to 1949	4,465	4.22%
Housing Unit Built 1939 or Earlier	13,124	12.41%
2021 Est. Median Year Structure Built		1980

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# 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.







The**RetailCoach**.®

## 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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