



Executive Summary

Prepared By STDBOnline

W 66th St and Lyndale Ave S, Richfield, MN,
55423

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

2009 Population

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total Population	13,906	117,600	303,904
Male Population	48.0%	47.9%	48.9%
Female Population	52.0%	52.1%	51.1%
Median Age	41.2	40.7	38.4

2009 Income

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Median HH Income	\$64,012	\$70,363	\$66,738
Per Capita Income	\$35,002	\$40,783	\$39,010
Average HH Income	\$74,651	\$90,006	\$87,231

2009 Households

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total Households	6,400	53,107	135,480
Average Household Size	2.13	2.19	2.21

2009 Housing

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Owner Occupied Housing Units	66.4%	70.3%	60.7%
Renter Occupied Housing Units	29.9%	25.6%	34.7%
Vacant Housing Units	3.6%	4.1%	4.6%

Population

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Population	14,274	121,742	299,762
2000 Population	13,923	119,448	301,322
2009 Population	13,906	117,600	303,904
2014 Population	13,943	117,324	305,709
1990-2000 Annual Rate	-0.25%	-0.19%	0.05%
2000-2009 Annual Rate	-0.01%	-0.17%	0.09%
2009-2014 Annual Rate	0.05%	-0.05%	0.12%

In the identified market area, the current year population is 303,904. In 2000, the Census count in the market area was 301,322. The rate of change since 2000 was 0.09 percent annually. The five-year projection for the population in the market area is 305,709, representing a change of 0.12 percent annually from 2009 to 2014. Currently, the population is 48.9 percent male and 51.1 percent female.

Households

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Households	6,154	52,282	129,865
2000 Households	6,241	52,782	132,313
2009 Households	6,400	53,107	135,480
2014 Households	6,461	53,201	136,657
1990-2000 Annual Rate	0.14%	0.1%	0.19%
2000-2009 Annual Rate	0.27%	0.07%	0.26%
2009-2014 Annual Rate	0.19%	0.04%	0.17%

The household count in this market area has changed from 132,313 in 2000 to 135,480 in the current year, a change of 0.26 percent annually. The five-year projection of households is 136,657, a change of 0.17 percent annually from the current year total. Average household size is currently 2.21, compared to 2.24 in the year 2000. The number of families in the current year is 68,559 in the market area.

Housing

Currently, 60.7 percent of the 142,008 housing units in the market area are owner occupied; 34.7 percent, renter occupied; and 4.6 percent are vacant. In 2000, there were 135,608 housing units—63.6 percent owner occupied, 34.0 percent renter occupied and 2.4 percent vacant. The rate of change in housing units since 2000 is 0.5 percent. Median home value in the market area is \$185,355, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 1.61 percent annually to \$200,765. From 2000 to the current year, median home value changed by 3.15 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



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Site Type: Ring	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Median Household Income			
1990 Median HH Income	\$32,428	\$37,552	\$34,134
2000 Median HH Income	\$48,381	\$53,752	\$49,617
2009 Median HH Income	\$64,012	\$70,363	\$66,738
2014 Median HH Income	\$66,803	\$74,577	\$70,223
1990-2000 Annual Rate	4.08%	3.65%	3.81%
2000-2009 Annual Rate	3.07%	2.95%	3.26%
2009-2014 Annual Rate	0.86%	1.17%	1.02%
Per Capita Income			
1990 Per Capita Income	\$16,893	\$19,483	\$19,132
2000 Per Capita Income	\$26,159	\$30,263	\$29,110
2009 Per Capita Income	\$35,002	\$40,783	\$39,010
2014 Per Capita Income	\$36,611	\$42,809	\$41,075
1990-2000 Annual Rate	4.47%	4.5%	4.29%
2000-2009 Annual Rate	3.2%	3.28%	3.22%
2009-2014 Annual Rate	0.9%	0.97%	1.04%
Average Household Income			
1990 Average Household Income	\$38,272	\$45,282	\$43,940
2000 Average Household Income	\$57,665	\$68,044	\$65,864
2009 Average HH Income	\$74,651	\$90,006	\$87,231
2014 Average HH Income	\$77,484	\$94,073	\$91,573
1990-2000 Annual Rate	4.18%	4.16%	4.13%
2000-2009 Annual Rate	2.83%	3.07%	3.08%
2009-2014 Annual Rate	0.75%	0.89%	0.98%

Households by Income

Current median household income is \$66,738 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$70,223 in five years. In 2000, median household income was \$49,617, compared to \$34,134 in 1990.

Current average household income is \$87,231 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$91,573 in five years. In 2000, average household income was \$65,864, compared to \$43,940 in 1990.

Current per capita income is \$39,010 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$41,075 in five years. In 2000, the per capita income was \$29,110, compared to \$19,132 in 1990.

Population by Employment

Total Businesses	515	5,672	14,677
Total Employees	6,179	85,256	209,672

Currently, 90.7 percent of the civilian labor force in the identified market area is employed and 9.3 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 94.0 percent of the civilian labor force, and unemployment will be 6.0 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 72.1 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

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

- 73.1 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 15.0 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 12.0 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 73.1 percent of the market area population drove alone to work, and 4.0 percent worked at home. The average travel time to work in 2000 was 21.1 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 7.5 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 19.9 percent were high school graduates only (29.8 percent in the U.S.)
- 7.2 percent had completed an Associate degree (7.2 percent in the U.S.)
- 29.6 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 15.3 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)



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Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography. Business data provided by InfoUSA, Omaha NE Copyright 2009, all rights reserved.