

Understanding Your Claritas Report

Claritas is the nation's most comprehensive source of updated marketing information about American consumers and businesses. Your Claritas data is based on a number of sources, including the Claritas Demographic Update, our annual release of current-year estimates and five-year projections of U.S. Census data. This Update relies on the decennial census for an accurate starting point and a variety of sources indicating change following the census.

Consumer Expenditure data is drawn from Consumer Buying Power, our database of estimated expenditures based on the Bureau of Labor Statistics' Consumer Expenditure Survey.

Business data comes from Business-Facts, Claritas' database of over 12 million business and professional records. Claritas' partner, infoUSA, collects Business-Facts data.

PRIZM NE is Claritas' premier segmentation system. PRIZM NE was created by a proprietary method developed by Claritas statisticians called Multivariate Divisive Partitioning (MDP). MDP borrows and extends a tree partitioning method that creates the segments based on demographics that matter most to households' behaviors.

Resources

Claritas provides a number of resources to help you understand your reports and data. They are available online at www.claritas.com/resources.

Resources include:

- A comprehensive glossary of the terms used in your reports
- Claritas Demographic Update methodology
- Consumer Buying Power methodology
- Business-Facts methodology
- PRIZM NE methodology summary
- White papers concerning our data and methodology

For More Information

Contact Claritas at:

- Sales, 800-234-5973
- Support, 800-866-6511

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Executive Summary

Blaine, MN

Place (see appendix for geographies), Total



- The population in this area is estimated to change from 44,942 to 57,061, resulting in a growth of 27.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 12.2%.

The population in the United States is estimated to change from 281,421,906 to 304,141,549, resulting in a growth of 8.1% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.9%.

- The current year median age for this population is 35.3, while the average age is 35.1. Five years from now, the median age is projected to be 37.1.

The current year median age for the United States is 36.7, while the average age is 37.5. Five years from now, the median age is projected to be 37.6.

- Of this area's current year estimated population:

87.0% are White Alone, 2.1% are Black or African Am. Alone, 0.6% are Am. Indian and Alaska Nat. Alone, 6.6% are Asian Alone, 0.0% are Nat. Hawaiian and Other Pacific Isl. Alone, 1.2% are Some Other Race, and 2.5% are Two or More Races.

For the entire United States:

72.7% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.4% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.6% are Some Other Race, and 2.8% are Two or More Races.

- This area's current estimated Hispanic or Latino population is 2.6%, while the United States current estimated Hispanic or Latino population is 15.2%.



- The number of households in this area is estimated to change from 15,898 to 20,740, resulting in an increase of 30.5% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 14.3%.

The number of households in the United States is estimated to change from 105,480,101 to 114,694,201, resulting in an increase of 8.7% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 5.3%.



- The average household income is estimated to be \$79,494 for the current year, while the average household income for the United States is estimated to be \$67,918 for the same time frame.

The average household income in this area is projected to increase 11.8% over the next five years, from \$79,494 to \$88,878. The United States is projected to have a 11.7% increase in average household income.

- The current year estimated per capita income for this area is \$29,054, compared to an estimate of \$25,933 for the United States as a whole.

Executive Summary

Blaine, MN

Place (see appendix for geographies), Total



- For this area, 60.4% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
0.2% are in the Armed Forces, 78.1% are employed civilians, 2.4% are unemployed civilians, and 19.4% are not in the labor force.

For the United States, 47.2% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.7% are not in the labor force.

- For this area, 60.4% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
27.3% have occupation type blue collar, 61.6% are white collar, and 11.1% are Service & farm workers.

For the United States, 47.2% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

23.9% have occupation type blue collar, 60.1% are white collar, and 16.0% are Service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
14.2% are in "Management, Business, and Financial Operations", 18.6% are in "Professional and Related Occupations", 10.9% are in "Service", and 28.9% are in "Sales and Office".
0.1% are in "Farming, Fishing, and Forestry", 9.3% are in "Construction, Extraction, and Maintenance", and 18.0% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

13.7% are in "Management, Business, and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.6% are in "Service", and 26.7% are in "Sales and Office".

0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".



- Currently, it is estimated that 5.0% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 16.0% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, and Doctorate Degree, while 15.8% had earned a Bachelor's Degree.

Executive Summary

Blaine, MN

Place (see appendix for geographies), Total



- Most of the dwellings in this area (90.5%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (67.1%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (69.1%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.8%) for the same year.
- The majority of housing units in this area (30.9%) are estimated to have been Housing Unit Built 1999 to present for the current year. The majority of housing units in the United States (16.2%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



Executive Summary

Blaine, MN

Appendix: Area Listing

Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
2706382	Blaine city		

Project Information:

Site: 1

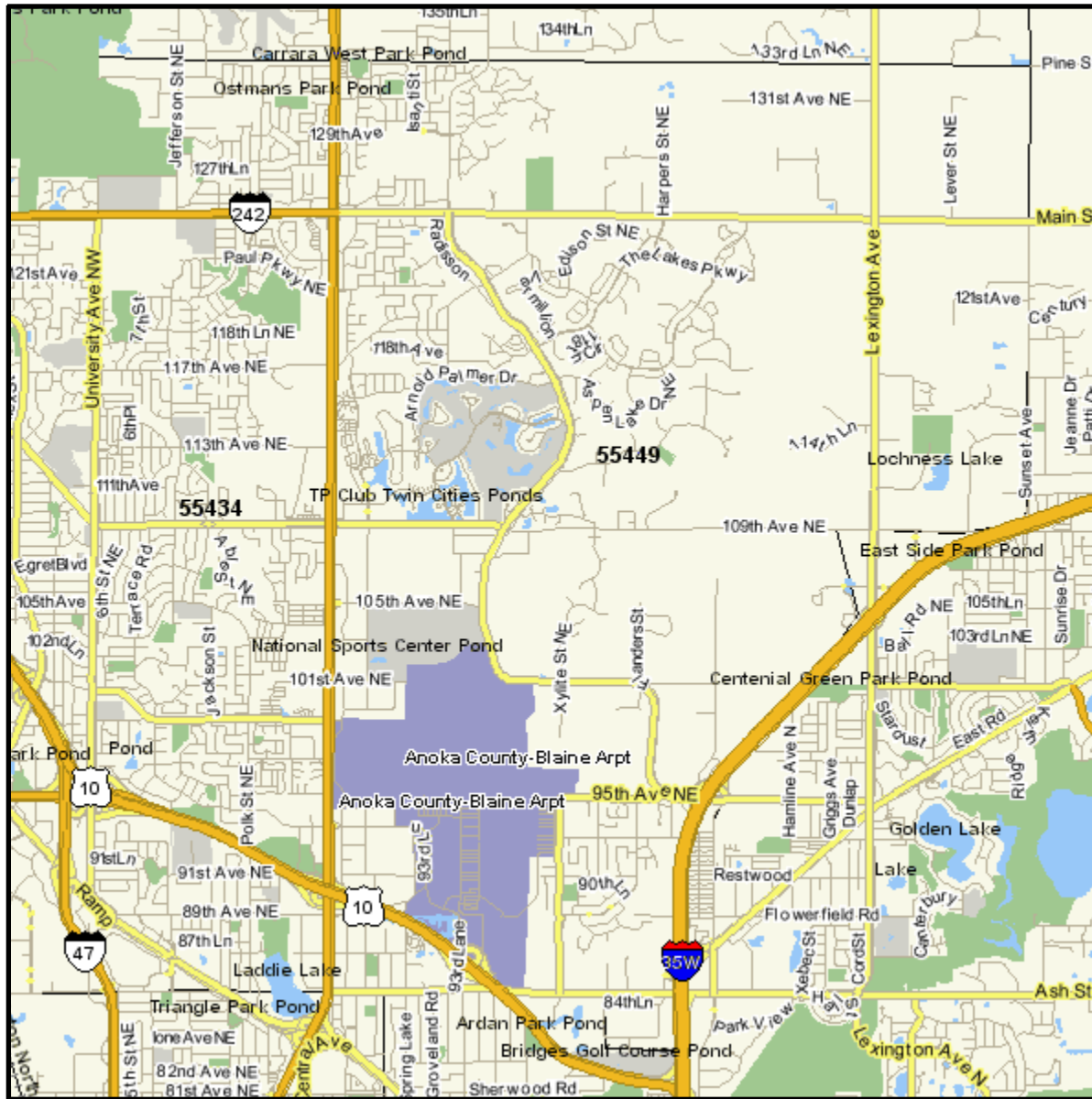
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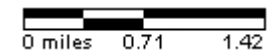
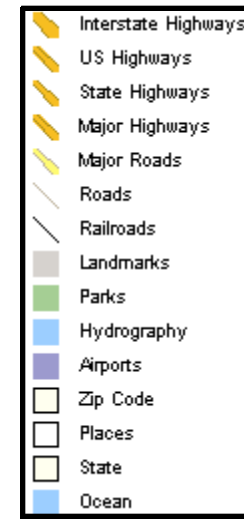
Area Map

Prepared For: City of Blaine
 Project Code: 3402395

Order #: 966853029
 Site: 01



Place
 See Appendix for Geographies



Area Map

Prepared For: City of Blaine
Project Code: 3402395

Order #: 966853029
Site: 01

Appendix: Area Listing

Area Name:

Type: List - Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
2706382	Blaine city		



RMP Opportunity Gap - Retail Stores 2008

Blaine, MN

Place (see appendix for geographies), Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,073,955,720	1,262,377,944	(188,422,224)
Motor Vehicle and Parts Dealers-441	208,949,733	92,906,795	116,042,938
Automotive Dealers-4411	180,109,528	56,547,141	123,562,387
Other Motor Vehicle Dealers-4412	13,238,457	19,370,945	(6,132,488)
Automotive Parts/Accsrs, Tire Stores-4413	15,601,748	16,988,709	(1,386,961)
Furniture and Home Furnishings Stores-442	28,517,807	32,625,218	(4,107,411)
Furniture Stores-4421	14,973,667	14,214,035	759,632
Home Furnishing Stores-4422	13,544,140	18,411,183	(4,867,043)
Electronics and Appliance Stores-443	25,522,330	60,606,947	(35,084,617)
Appliances, TVs, Electronics Stores-44311	19,235,813	58,776,289	(39,540,476)
Household Appliances Stores-443111	4,325,022	2,307,143	2,017,879
Radio, Television, Electronics Stores-443112	14,910,791	56,469,146	(41,558,355)
Computer and Software Stores-44312	5,236,055	153,840	5,082,215
Camera and Photographic Equipment Stores-44313	1,050,462	1,676,818	(626,356)
Building Material, Garden Equip Stores -444	137,596,024	187,890,829	(50,294,805)
Building Material and Supply Dealers-4441	126,845,503	187,575,554	(60,730,051)
Home Centers-44411	50,059,159	86,176,648	(36,117,489)
Paint and Wallpaper Stores-44412	2,720,175	4,160,617	(1,440,442)
Hardware Stores-44413	10,000,067	39,924,915	(29,924,848)
Other Building Materials Dealers-44419	64,066,102	57,313,374	6,752,728
Building Materials, Lumberyards-444191	22,065,049	19,544,501	2,520,548
Lawn, Garden Equipment, Supplies Stores-4442	10,750,521	315,275	10,435,246
Outdoor Power Equipment Stores-44421	1,600,727	0	1,600,727
Nursery and Garden Centers-44422	9,149,794	315,275	8,834,519
Food and Beverage Stores-445	118,885,182	128,158,414	(9,273,232)
Grocery Stores-4451	107,757,802	118,845,933	(11,088,131)
Supermarkets, Grocery (Ex Conv) Stores-44511	102,009,201	118,190,188	(16,180,987)
Convenience Stores-44512	5,748,601	655,745	5,092,856
Specialty Food Stores-4452	3,286,121	738,233	2,547,888
Beer, Wine and Liquor Stores-4453	7,841,259	8,574,248	(732,989)
Health and Personal Care Stores-446	47,903,285	56,710,614	(8,807,329)
Pharmancies and Drug Stores-44611	41,226,213	42,429,583	(1,203,370)
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,592,899	4,379,741	(2,786,842)
Optical Goods Stores-44613	2,251,351	5,000,166	(2,748,815)
Other Health and Personal Care Stores-44619	2,832,822	4,901,124	(2,068,302)



RMP Opportunity Gap - Retail Stores 2008

Blaine, MN

Place (see appendix for geographies), Total

Retail Stores	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Gasoline Stations-447	112,007,880	101,665,376	10,342,504
Gasoline Stations With Conv Stores-44711	84,603,727	100,533,291	(15,929,564)
Other Gasoline Stations-44719	27,404,153	1,132,085	26,272,068
Clothing and Clothing Accessories Stores-448	51,574,524	73,163,612	(21,589,088)
Clothing Stores-4481	37,194,136	45,001,653	(7,807,517)
Men's Clothing Stores-44811	2,394,362	875,982	1,518,380
Women's Clothing Stores-44812	9,565,962	14,515,093	(4,949,131)
Childrens, Infants Clothing Stores-44813	1,990,920	0	1,990,920
Family Clothing Stores-44814	19,969,762	26,305,042	(6,335,280)
Clothing Accessories Stores-44815	862,022	0	862,022
Other Clothing Stores-44819	2,411,108	3,305,536	(894,428)
Shoe Stores-4482	6,679,121	7,337,093	(657,972)
Jewelry, Luggage, Leather Goods Stores-4483	7,701,267	20,824,866	(13,123,599)
Jewelry Stores-44831	7,106,500	20,824,866	(13,718,366)
Luggage and Leather Goods Stores-44832	594,767	0	594,767
Sporting Goods, Hobby, Book, Music Stores-451	20,819,386	46,344,777	(25,525,391)
Sportng Goods, Hobby, Musical Inst Stores-4511	14,744,474	38,828,159	(24,083,685)
Sporting Goods Stores-45111	7,674,094	30,018,848	(22,344,754)
Hobby, Toys and Games Stores-45112	4,674,784	6,712,789	(2,038,005)
Sew/Needlework/Piece Goods Stores-45113	1,069,484	0	1,069,484
Musical Instrument and Supplies Stores-45114	1,326,112	2,096,522	(770,410)
Book, Periodical and Music Stores-4512	6,074,912	7,516,618	(1,441,706)
Book Stores and News Dealers-45121	4,055,121	6,850,217	(2,795,096)
Book Stores-451211	3,832,003	6,850,217	(3,018,214)
News Dealers and Newsstands-451212	223,118	0	223,118
Prerecorded Tapes, CDs, Record Stores-45122	2,019,791	666,401	1,353,390
General Merchandise Stores-452	127,780,025	277,155,719	(149,375,694)
Department Stores Excl Leased Depts-4521	62,206,563	167,606,593	(105,400,030)
Other General Merchandise Stores-4529	65,573,462	109,549,126	(43,975,664)
Warehouse Clubs and Super Stores-45291	55,849,936	107,601,034	(51,751,098)
All Other General Merchandise Stores-45299	9,723,526	1,948,092	7,775,434
Miscellaneous Store Retailers-453	28,329,145	24,043,904	4,285,241
Florists-4531	2,077,085	1,182,715	894,370
Office Supplies, Stationery, Gift Stores-4532	11,391,698	11,982,644	(590,946)
Office Supplies and Stationery Stores-45321	6,436,844	5,383,498	1,053,346
Gift, Novelty and Souvenir Stores-45322	4,954,854	6,599,146	(1,644,292)
Used Merchandise Stores-4533	2,407,118	1,032,420	1,374,698
Other Miscellaneous Store Retailers-4539	12,453,244	9,846,125	2,607,119



RMP Opportunity Gap - Retail Stores 2008

Blaine, MN

Place (see appendix for geographies), Total

Retail Stores	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Non-Store Retailers-454	68,693,924	64,131,189	4,562,735
Electronic Shopping, Mail-Order Houses-4541	48,665,029	3,776,863	44,888,166
Vending Machine Operators-4542	2,454,649	0	2,454,649
Direct Selling Establishments-4543	17,574,246	60,354,326	(42,780,080)
Foodservice and Drinking Places-722	97,376,475	116,974,550	(19,598,075)
Full-Service Restaurants-7221	44,893,460	54,909,204	(10,015,744)
Limited-Service Eating Places-7222	39,443,573	59,446,412	(20,002,839)
Special Foodservices-7223	8,132,190	716,513	7,415,677
Drinking Places -Alcoholic Beverages-7224	4,907,252	1,902,421	3,004,831
GAFO *	265,605,770	501,878,917	(236,273,147)
General Merchandise Stores-452	127,780,025	277,155,719	(149,375,694)
Clothing and Clothing Accessories Stores-448	51,574,524	73,163,612	(21,589,088)
Furniture and Home Furnishings Stores-442	28,517,807	32,625,218	(4,107,411)
Electronics and Appliance Stores-443	25,522,330	60,606,947	(35,084,617)
Sporting Goods, Hobby, Book, Music Stores-451	20,819,386	46,344,777	(25,525,391)
Office Supplies, Stationery, Gift Stores-4532	11,391,698	11,982,644	(590,946)

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



RMP Opportunity Gap - Retail Stores 2008

Blaine, MN

Appendix: Area Listing

Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
2706382	Blaine city		

Project Information:

Site: 1

Order Number: 966853029



Business-Facts: WorkPlace and Employment Summary 2008

Blaine, MN

Place (see appendix for geographies), Total

Business Description	Total Establishment	Total Employees	Employees Per Establishment
Industries (All)	1,846	24,786	13
Industries (Private Sector)	1,717	21,984	13
Industries (Government and Non-Profit)*	129	2,802	22
Agriculture (All)	37	206	6
Mining (All)	0	0	0
Construction (All)	177	1,937	11
Manufacturing (All)	190	3,497	18
Transportation, Communications/Public Utilities	93	1,760	19
Wholesale Trade (All)	81	1,176	15
Retail (All Retail)	446	7,507	17
Building Matls and Garden Supply	44	669	15
General Merchandise Stores	17	1,059	62
Food Stores	24	652	27
Auto Dealers and Gas Stations	47	402	9
Apparel and Accessory Stores	43	354	8
Home Furniture, Furnishings and Equipment	43	484	11
Eating and Drinking Places	101	2,983	30
Miscellaneous Retail Stores	127	904	7
Finance (All)	178	1,398	8
Bank, Savings and Lending Institutions	53	558	11
Security and Commodity Brokers	9	41	5
Insurance Carriers and Agencies	48	207	4
Real Estate	66	464	7
Trusts, Holdings and Other Investments	2	128	64



Business-Facts: WorkPlace and Employment Summary 2008

Blaine, MN

Place (see appendix for geographies), Total

Business Description	Total Establishment	Total Employees	Employees Per Establishment
Service (All)	614	6,647	11
Hotel and Other Lodging	3	29	10
Personal Services	187	1,390	7
Business Services	118	1,012	9
Motion Picture and Amusement	46	633	14
Health Services	59	610	10
Legal Services	12	32	3
Educational Services	31	1,434	46
Social Services	33	447	14
Misc, Membership Orgs and Nonclassified	125	1,060	9
Public Administration (All)	30	658	22
CY Population	57,061		
CY Residential Pop per Business	31		
CY Households	20,740		
CY HHs per Businesses	11		

Prepared from Claritas Business-Facts which includes data from infoUSA.

* Industries (Government & Non-Profit), or the Public Sector, includes Public Administration , Museums, Educational, and Social Services. All the rest of the Industries are the Private Sector.



Business-Facts: WorkPlace and Employment Summary 2008

Blaine, MN

Appendix: Area Listing

Area Name:

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Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
2706382	Blaine city		

Project Information:

Site: 1

Order Number: 966853029



Pop-Facts: Demographic Trend

Blaine, MN

Place (see appendix for geographies), Total

Description	2000 Census	%	2008 Estimate	%	2013 Projection	%
Population by Age	44,942		57,061		64,023	
Age 0 - 4	3,498	7.78%	3,851	6.75%	4,214	6.58%
Age 5 - 9	3,587	7.98%	4,006	7.02%	4,120	6.44%
Age 10 - 14	3,742	8.33%	4,181	7.33%	4,352	6.80%
Age 15 - 17	2,264	5.04%	2,703	4.74%	2,899	4.53%
Age 18 - 20	1,765	3.93%	2,168	3.80%	2,379	3.72%
Age 21 - 24	2,163	4.81%	3,074	5.39%	3,590	5.61%
Age 25 - 34	7,090	15.78%	8,265	14.48%	8,611	13.45%
Age 35 - 44	8,566	19.06%	9,090	15.93%	8,931	13.95%
Age 45 - 49	3,450	7.68%	4,961	8.69%	5,105	7.97%
Age 50 - 54	2,932	6.52%	4,266	7.48%	5,310	8.29%
Age 55 - 59	2,077	4.62%	3,592	6.30%	4,469	6.98%
Age 60 - 64	1,422	3.16%	2,650	4.64%	3,754	5.86%
Age 65 - 74	1,657	3.69%	2,907	5.09%	4,315	6.74%
Age 75 - 84	632	1.41%	1,099	1.93%	1,582	2.47%
Age 85 and over	97	0.22%	248	0.43%	392	0.61%
Age 16 and over	33,354	74.22%	44,119	77.32%	50,368	78.67%
Age 18 and over	31,851	70.87%	42,320	74.17%	48,438	75.66%
Age 21 and over	30,086	66.94%	40,152	70.37%	46,059	71.94%
Age 65 and over	2,386	5.31%	4,254	7.46%	6,289	9.82%
Median Age	32.69		35.31		37.07	
Average Age	32.47		35.13		36.89	
Population by Sex	44,942		57,061		64,023	
Male	22,494	50.05%	28,589	50.10%	31,997	49.98%
Female	22,448	49.95%	28,472	49.90%	32,026	50.02%
Male/Female Ratio	1.00		1.00		1.00	



Pop-Facts: Demographic Trend

Blaine, MN

Place (see appendix for geographies), Total

Description	2000 Census	%	2008 Estimate	%	2013 Projection	%
Pop. by Single Race Class. and Hispanic or Latino						
Hispanic or Latino:	773		1,504		2,046	
White Alone	374	48.38%	699	46.48%	944	46.14%
Black or African American Alone	2	0.26%	4	0.27%	5	0.24%
American Indian and Alaska Native Alone	17	2.20%	34	2.26%	45	2.20%
Asian Alone	3	0.39%	6	0.40%	10	0.49%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%	0	0.00%	0	0.00%
Some Other Race Alone	303	39.20%	608	40.43%	834	40.76%
Two or More Races	74	9.57%	153	10.17%	208	10.17%
Not Hispanic or Latino:	44,169		55,557		61,977	
White Alone	41,628	94.25%	48,945	88.10%	52,078	84.03%
Black or African American Alone	385	0.87%	1,207	2.17%	1,917	3.09%
American Indian and Alaska Native Alone	264	0.60%	319	0.57%	351	0.57%
Asian Alone	1,139	2.58%	3,762	6.77%	5,896	9.51%
Native Hawaiian and Other Pacific Islander Alone	10	0.02%	13	0.02%	17	0.03%
Some Other Race Alone	32	0.07%	54	0.10%	58	0.09%
Two or More Races	711	1.61%	1,257	2.26%	1,660	2.68%
Households by Age of Householder						
	15,898		20,740		23,697	
Householder Under 25 Years	636	4.00%	874	4.21%	974	4.11%
Householder 25 to 34 Years	3,280	20.63%	3,693	17.81%	3,835	16.18%
Householder 35 to 44 Years	4,671	29.38%	4,769	22.99%	4,601	19.42%
Householder 45 to 54 Years	3,663	23.04%	5,130	24.73%	5,710	24.10%
Householder 55 to 59 Years	1,249	7.86%	2,080	10.03%	2,550	10.76%
Householder 60 to 64 Years	871	5.48%	1,566	7.55%	2,184	9.22%
Householder 65 to 69 Years	627	3.94%	1,066	5.14%	1,598	6.74%
Householder 70 to 74 Years	410	2.58%	696	3.36%	997	4.21%
Householder 75 to 79 Years	289	1.82%	473	2.28%	677	2.86%
Householder 80 to 84 Years	149	0.94%	258	1.24%	369	1.56%
Householder 85 Years and over	53	0.33%	135	0.65%	202	0.85%
Median Age of Householder						
	43.63		47.02		49.27	



Pop-Facts: Demographic Trend

Blaine, MN

Place (see appendix for geographies), Total

Description	2000 Census	%	2008 Estimate	%	2013 Projection	%
Households by Household Income	15,821		20,740		23,697	
Income Less than \$15,000	748	4.73%	774	3.73%	795	3.35%
Income \$15,000 - \$24,999	919	5.81%	935	4.51%	914	3.86%
Income \$25,000 - \$34,999	1,454	9.19%	1,328	6.40%	1,226	5.17%
Income \$35,000 - \$49,999	2,830	17.89%	2,922	14.09%	2,716	11.46%
Income \$50,000 - \$74,999	5,039	31.85%	5,438	26.22%	5,666	23.91%
Income \$75,000 - \$99,999	2,795	17.67%	4,434	21.38%	4,969	20.97%
Income \$100,000 - \$149,999	1,604	10.14%	3,763	18.14%	5,333	22.50%
Income \$150,000 - \$249,999	341	2.16%	887	4.28%	1,639	6.92%
Income \$250,000 - \$499,999	73	0.46%	196	0.95%	321	1.35%
Income \$500,000 or more	18	0.11%	63	0.30%	118	0.50%
Average Household Income	\$64,508		\$79,494		\$88,878	
Median Household Income	\$59,722		\$70,277		\$77,676	
Per Capita Income	\$22,773		\$29,054		\$33,050	



Pop-Facts: Demographic Trend

Blaine, MN

Appendix: Area Listing

Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
2706382	Blaine city		

Project Information:

Site: 1

Order Number: 966853029



Pop-Facts: Demographic Snapshot Report

Blaine, MN

Place, (see appendix for geographies), aggregate

Description	Total Place	%
Population		
2013 Projection	64,023	
2008 Estimate	57,061	
2000 Census	44,942	
1990 Census	38,975	
Growth 2008-2013	12.20%	
Growth 2000-2008	26.97%	
Growth 1990-2000	15.31%	
2008 Est. Population by Single Race Classification		
	57,061	
White Alone	49,644	87.00
Black or African American Alone	1,211	2.12
American Indian and Alaska Native Alone	353	0.62
Asian Alone	3,768	6.60
Native Hawaiian and Other Pacific Islander Alone	13	0.02
Some Other Race Alone	662	1.16
Two or More Races	1,410	2.47
2008 Est. Population Hispanic or Latino by Origin*		
	57,061	
Not Hispanic or Latino	55,557	97.36
Hispanic or Latino:	1,504	2.64
Mexican	894	59.44
Puerto Rican	118	7.85
Cuban	22	1.46
All Other Hispanic or Latino	470	31.25
2008 Est. Hispanic or Latino by Single Race Class.		
	1,504	
White Alone	699	46.48
Black or African American Alone	4	0.27
American Indian and Alaska Native Alone	34	2.26
Asian Alone	6	0.40
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	608	40.43
Two or More Races	153	10.17



Pop-Facts: Demographic Snapshot Report

Blaine, MN

Place, (see appendix for geographies), aggregate

Description	Total Place	%
2008 Est. Pop. Asian Alone Race by Category*	3,768	
Chinese, except Taiwanese	411	10.91
Filipino	215	5.71
Japanese	61	1.62
Asian Indian	557	14.78
Korean	381	10.11
Vietnamese	1,144	30.36
Cambodian	80	2.12
Hmong	577	15.31
Laotian	47	1.25
Thai	17	0.45
Other Asian	226	6.00
Two or more Asian categories	52	1.38
2008 Est. Population by Ancestry	57,061	
Pop, Arab	110	0.19
Pop, Czech	404	0.71
Pop, Danish	371	0.65
Pop, Dutch	473	0.83
Pop, English	1,895	3.32
Pop, French (except Basque)	1,421	2.49
Pop, French Canadian	662	1.16
Pop, German	15,875	27.82
Pop, Greek	27	0.05
Pop, Hungarian	69	0.12
Pop, Irish	3,803	6.66
Pop, Italian	914	1.60
Pop, Lithuanian	6	0.01
Pop, United States or American	2,021	3.54
Pop, Norwegian	6,831	11.97
Pop, Polish	2,346	4.11
Pop, Portuguese	0	0.00
Pop, Russian	207	0.36
Pop, Scottish	280	0.49
Pop, Scotch-Irish	394	0.69
Pop, Slovak	57	0.10
Pop, Sub-Saharan African	145	0.25
Pop, Swedish	3,847	6.74
Pop, Swiss	63	0.11
Pop, Ukrainian	399	0.70
Pop, Welsh	96	0.17
Pop, West Indian (exc Hisp groups)	48	0.08



Pop-Facts: Demographic Snapshot Report

Blaine, MN

Place, (see appendix for geographies), aggregate

Description	Total Place	%
2008 Est. Population by Ancestry		
Pop, Other ancestries	5,679	9.95
Pop, Ancestry Unclassified	8,618	15.10
2008 Est. Pop Age 5+ by Language Spoken At Home		
	53,210	
Speak Only English at Home	50,293	94.52
Speak Asian/Pacific Islander Language at Home	858	1.61
Speak IndoEuropean Language at Home	1,215	2.28
Speak Spanish at Home	605	1.14
Speak Other Language at Home	239	0.45
2008 Est. Population by Sex		
	57,061	
Male	28,589	50.10
Female	28,472	49.90
Male/Female Ratio	1.00	
2008 Est. Population by Age		
	57,061	
Age 0 - 4	3,851	6.75
Age 5 - 9	4,006	7.02
Age 10 - 14	4,181	7.33
Age 15 - 17	2,703	4.74
Age 18 - 20	2,168	3.80
Age 21 - 24	3,074	5.39
Age 25 - 34	8,265	14.48
Age 35 - 44	9,090	15.93
Age 45 - 49	4,961	8.69
Age 50 - 54	4,266	7.48
Age 55 - 59	3,592	6.30
Age 60 - 64	2,650	4.64
Age 65 - 74	2,907	5.09
Age 75 - 84	1,099	1.93
Age 85 and over	248	0.43
Age 16 and over	44,119	77.32
Age 18 and over	42,320	74.17
Age 21 and over	40,152	70.37
Age 65 and over	4,254	7.46
2008 Est. Median Age		
	35.31	
2008 Est. Average Age		
	35.13	



Pop-Facts: Demographic Snapshot Report

Blaine, MN

Place, (see appendix for geographies), aggregate

Description	Total Place	%
2008 Est. Male Population by Age	28,589	
Age 0 - 4	1,958	6.85
Age 5 - 9	2,061	7.21
Age 10 - 14	2,175	7.61
Age 15 - 17	1,363	4.77
Age 18 - 20	1,112	3.89
Age 21 - 24	1,574	5.51
Age 25 - 34	4,220	14.76
Age 35 - 44	4,544	15.89
Age 45 - 49	2,454	8.58
Age 50 - 54	2,120	7.42
Age 55 - 59	1,760	6.16
Age 60 - 64	1,292	4.52
Age 65 - 74	1,370	4.79
Age 75 - 84	495	1.73
Age 85 and over	91	0.32
2008 Est. Median Age, Male	34.60	
2008 Est. Average Age, Male	34.59	
2008 Est. Female Population by Age	28,472	
Age 0 - 4	1,893	6.65
Age 5 - 9	1,945	6.83
Age 10 - 14	2,006	7.05
Age 15 - 17	1,340	4.71
Age 18 - 20	1,056	3.71
Age 21 - 24	1,500	5.27
Age 25 - 34	4,045	14.21
Age 35 - 44	4,546	15.97
Age 45 - 49	2,507	8.81
Age 50 - 54	2,146	7.54
Age 55 - 59	1,832	6.43
Age 60 - 64	1,358	4.77
Age 65 - 74	1,537	5.40
Age 75 - 84	604	2.12
Age 85 and over	157	0.55
2008 Est. Median Age, Female	35.99	
2008 Est. Average Age, Female	35.68	



Pop-Facts: Demographic Snapshot Report

Blaine, MN

Place, (see appendix for geographies), aggregate

Description	Total	Place	%
2008 Est. Population Age 15+ by Marital Status*	45,023		
Total, Never Married	11,773		26.15
Married, Spouse present	27,249		60.52
Married, Spouse absent	722		1.60
Widowed	1,289		2.86
Divorced	3,990		8.86
Males, Never Married	6,620		14.70
Previously Married	1,947		4.32
Females, Never Married	5,153		11.45
Previously Married	3,332		7.40
2008 Est. Pop. Age 25+ by Educational Attainment*	37,078		
Less than 9th grade	784		2.11
Some High School, no diploma	2,300		6.20
High School Graduate (or GED)	11,914		32.13
Some College, no degree	10,948		29.53
Associate Degree	3,328		8.98
Bachelor's Degree	5,940		16.02
Master's Degree	1,296		3.50
Professional School Degree	357		0.96
Doctorate Degree	211		0.57
Households			
2013 Projection	23,697		
2008 Estimate	20,740		
2000 Census	15,898		
1990 Census	12,825		
Growth 2008-2013	14.26%		
Growth 2000-2008	30.46%		
Growth 1990-2000	23.96%		
2008 Est. Households by Household Type	20,740		
Family Households	15,852		76.43
Nonfamily Households	4,888		23.57
2008 Est. Group Quarters Population	127		
2008 Households by Ethnicity, Hispanic/Latino	364		1.76



Pop-Facts: Demographic Snapshot Report

Blaine, MN

Place, (see appendix for geographies), aggregate

Description	Total	Place	%
2008 Est. Households by Household Income	20,740		
Income Less than \$15,000	774		3.73
Income \$15,000 - \$24,999	935		4.51
Income \$25,000 - \$34,999	1,328		6.40
Income \$35,000 - \$49,999	2,922		14.09
Income \$50,000 - \$74,999	5,438		26.22
Income \$75,000 - \$99,999	4,434		21.38
Income \$100,000 - \$149,999	3,763		18.14
Income \$150,000 - \$249,999	887		4.28
Income \$250,000 - \$499,999	196		0.95
Income \$500,000 and more	63		0.30
2008 Est. Average Household Income	\$79,494		
2008 Est. Median Household Income	\$70,277		
2008 Est. Per Capita Income	\$29,054		
2008 Est. Household Type, Presence Own Children*	20,740		
Single Male Householder	1,816		8.76
Single Female Householder	2,011		9.70
Married-Couple Family, own children	6,751		32.55
Married-Couple Family, no own children	6,104		29.43
Male Householder, own children	454		2.19
Male Householder, no own children	398		1.92
Female Householder, own children	1,382		6.66
Female Householder, no own children	763		3.68
Nonfamily, Male Householder	653		3.15
Nonfamily, Female Householder	408		1.97
2008 Est. Households by Household Size*	20,740		
1-person household	3,827		18.45
2-person household	6,750		32.55
3-person household	4,153		20.02
4-person household	3,839		18.51
5-person household	1,510		7.28
6-person household	468		2.26
7 or more person household	193		0.93
2008 Est. Average Household Size	2.75		



Pop-Facts: Demographic Snapshot Report

Blaine, MN

Place, (see appendix for geographies), aggregate

Description	Total Place	%
2008 Est. Households by Presence of People*	20,740	
Households with 1 or more People under Age 18:		
Married-Couple Family	6,991	33.71
Other Family, Male Householder	520	2.51
Other Family, Female Householder	1,530	7.38
Nonfamily, Male Householder	82	0.40
Nonfamily, Female Householder	23	0.11
Households no People under Age 18:		
Married-Couple Family	5,864	28.27
Other Family, Male Householder	332	1.60
Other Family, Female Householder	615	2.97
Nonfamily, Male Householder	2,387	11.51
Nonfamily, Female Householder	2,396	11.55
2008 Est. Households by Number of Vehicles*	20,740	
No Vehicles	546	2.63
1 Vehicle	4,967	23.95
2 Vehicles	10,251	49.43
3 Vehicles	3,674	17.71
4 Vehicles	870	4.19
5 or more Vehicles	432	2.08
2008 Est. Average Number of Vehicles*	2.05	
Family Households		
2013 Projection	18,077	
2008 Estimate	15,852	
2000 Census	12,176	
1990 Census	10,479	
Growth 2008-2013	14.04%	
Growth 2000-2008	30.19%	
Growth 1990-2000	16.19%	



Pop-Facts: Demographic Snapshot Report

Blaine, MN

Place, (see appendix for geographies), aggregate

Description	Total Place	%
2008 Est. Family Households by Household Income	15,852	
Income Less than \$15,000	224	1.41
Income \$15,000 - \$24,999	413	2.61
Income \$25,000 - \$34,999	738	4.66
Income \$35,000 - \$49,999	1,689	10.65
Income \$50,000 - \$74,999	4,150	26.18
Income \$75,000 - \$99,999	4,011	25.30
Income \$100,000 - \$149,999	3,537	22.31
Income \$150,000 - \$249,999	835	5.27
Income \$250,000 - \$499,999	194	1.22
Income \$500,000 and more	61	0.38
2008 Est. Average Family Household Income	\$88,770	
2008 Est. Median Family Household Income	\$79,440	
2008 Est. Families by Poverty Status*	15,852	
Income At or Above Poverty Level:		
Married-Couple Family, own children	6,794	42.86
Married-Couple Family, no own children	5,909	37.28
Male Householder, own children	478	3.02
Male Householder, no own children	333	2.10
Female Householder, own children	1,435	9.05
Female Householder, no own children	573	3.61
Income Below Poverty Level:		
Married-Couple Family, own children	105	0.66
Married-Couple Family, no own children	47	0.30
Male Householder, own children	37	0.23
Male Householder, no own children	4	0.03
Female Householder, own children	123	0.78
Female Householder, no own children	14	0.09
2008 Est. Pop Age 16+ by Employment Status*	44,119	
In Armed Forces	69	0.16
Civilian - Employed	34,443	78.07
Civilian - Unemployed	1,048	2.38
Not in Labor Force	8,559	19.40



Pop-Facts: Demographic Snapshot Report

Blaine, MN

Place, (see appendix for geographies), aggregate

Description	Total Place	%
2008 Est. Civ Employed Pop 16+ Class of Worker*	34,443	
For-Profit Private Workers	27,216	79.02
Non-Profit Private Workers	2,378	6.90
Local Government Workers	1,904	5.53
State Government Workers	1,067	3.10
Federal Government Workers	406	1.18
Self-Emp Workers	1,435	4.17
Unpaid Family Workers	37	0.11
2008 Est. Civ Employed Pop 16+ by Occupation*	34,443	
Management, Business, and Financial Operations	4,894	14.21
Professional and Related Occupations	6,396	18.57
Service	3,768	10.94
Sales and Office	9,952	28.89
Farming, Fishing, and Forestry	27	0.08
Construction, Extraction and Maintenance	3,190	9.26
Production, Transportation and Material Moving	6,216	18.05
2008 Est. Pop 16+ by Occupation Classification*	34,443	
Blue Collar	9,406	27.31
White Collar	21,217	61.60
Service and Farm	3,820	11.09
2008 Est. Workers Age 16+, Transportation To Work*	34,101	
Drove Alone	27,893	81.80
Car Pooled	3,903	11.45
Public Transportation	853	2.50
Walked	242	0.71
Motorcycle	8	0.02
Bicycle	95	0.28
Other Means	171	0.50
Worked at Home	936	2.74
2008 Est. Workers Age 16+ by Travel Time to Work*	33,165	
Less than 15 Minutes	6,041	18.21
15 - 29 Minutes	13,040	39.32
30 - 44 Minutes	9,219	27.80
45 - 59 Minutes	3,227	9.73
60 or more Minutes	1,638	4.94
2008 Est. Average Travel Time to Work in Minutes*	29.22	



Pop-Facts: Demographic Snapshot Report

Blaine, MN

Place, (see appendix for geographies), aggregate

Description	Total Place	%
2008 Est. Tenure of Occupied Housing Units	20,740	
Owner Occupied	18,777	90.54
Renter Occupied	1,963	9.46
2008 Occ Housing Units, Avg Length of Residence	9	
2008 Est. All Owner-Occupied Housing Values	18,777	
Value Less than \$20,000	541	2.88
Value \$20,000 - \$39,999	984	5.24
Value \$40,000 - \$59,999	510	2.72
Value \$60,000 - \$79,999	360	1.92
Value \$80,000 - \$99,999	254	1.35
Value \$100,000 - \$149,999	1,886	10.04
Value \$150,000 - \$199,999	5,078	27.04
Value \$200,000 - \$299,999	6,894	36.72
Value \$300,000 - \$399,999	1,461	7.78
Value \$400,000 - \$499,999	471	2.51
Value \$500,000 - \$749,999	255	1.36
Value \$750,000 - \$999,999	54	0.29
Value \$1,000,000 or more	29	0.15
2008 Est. Median All Owner-Occupied Housing Value	\$197,785	
2008 Est. Housing Units by Units in Structure*	21,396	
1 Unit Attached	2,346	10.96
1 Unit Detached	14,778	69.07
2 Units	83	0.39
3 to 19 Units	666	3.11
20 to 49 Units	764	3.57
50 or More Units	208	0.97
Mobile Home or Trailer	2,551	11.92
Boat, RV, Van, etc.	0	0.00



Pop-Facts: Demographic Snapshot Report

Blaine, MN

Place, (see appendix for geographies), aggregate

Description	Total Place	%
2008 Est. Housing Units by Year Structure Built	21,396	
Housing Units Built 1999 to 2008	6,615	30.92
Housing Unit Built 1995 to 1998	1,474	6.89
Housing Unit Built 1990 to 1994	1,601	7.48
Housing Unit Built 1980 to 1989	4,523	21.14
Housing Unit Built 1970 to 1979	3,266	15.26
Housing Unit Built 1960 to 1969	2,465	11.52
Housing Unit Built 1950 to 1959	1,008	4.71
Housing Unit Built 1940 to 1949	336	1.57
Housing Unit Built 1939 or Earlier	108	0.50
2008 Est. Median Year Structure Built **	1988	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



Pop-Facts: Demographic Snapshot Report

Blaine, MN

Appendix: Area Listing

Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
2706382	Blaine city		

Project Information:

Site: 1

Order Number: 966853029

