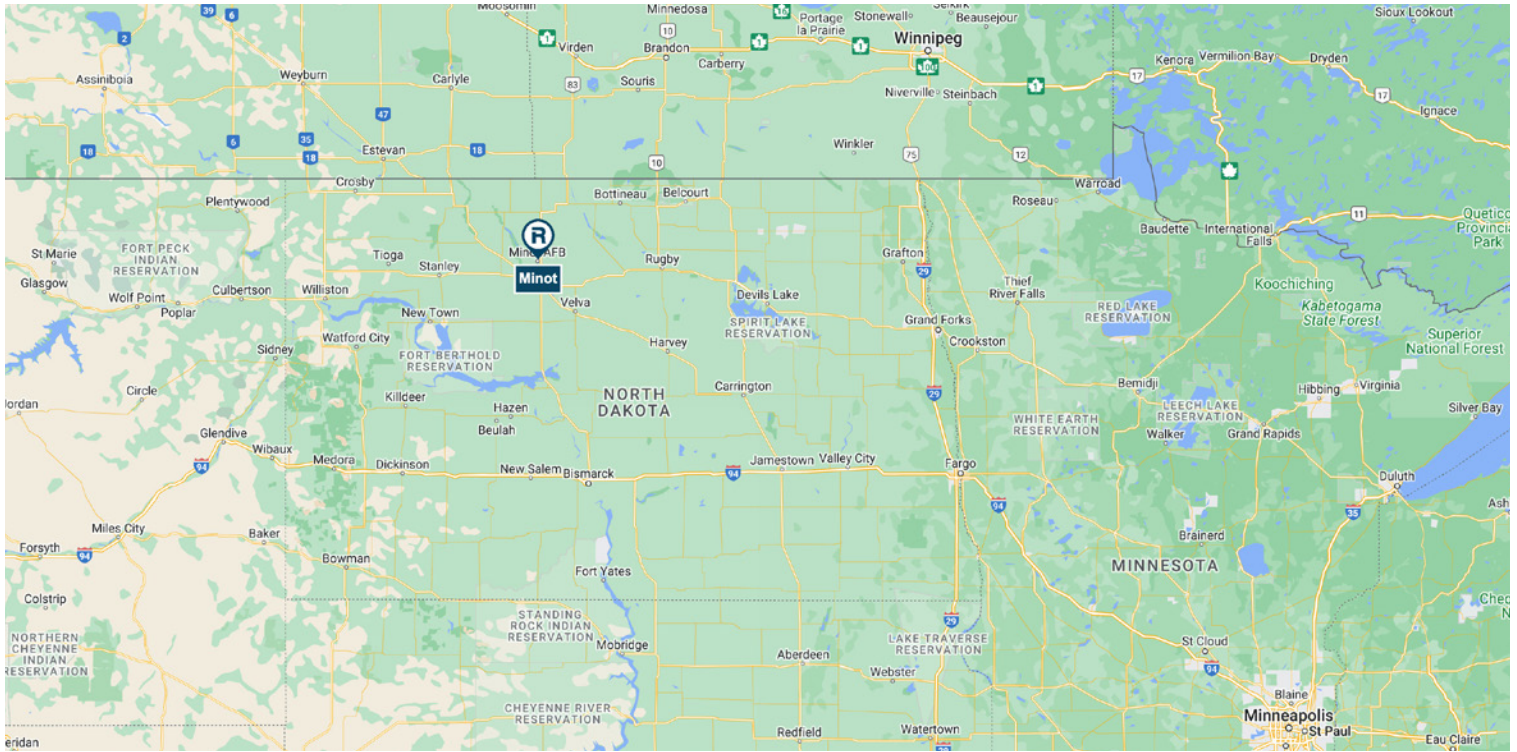# Community
Demographic Profile

MINOT, NORTH DAKOTA

Prepared for City of Minot
January 2024

Community • Demographic Snapshot

Minot, North Dakota

Population

2020	48,377
2024	50,301
2029	51,866

Educational Attainment (%)

Graduate or Professional Degree	8.80%
Bachelors Degree	21.47%
Associate Degree	11.52%
Some College	21.59%
High School Graduate (or GED)	30.12%
Some High School, No Degree	3.35%
Less than 9th Grade	3.14%

Income

Average HH	$88,325
Median HH	$71,412
Per Capita	$39,858

Age

0 - 9 Years	12.99%
10 - 17 Years	10.18%
18 - 24 Years	10.56%
25 - 34 Years	17.31%
35 - 44 Years	14.14%
45 - 54 Years	9.84%
55 - 64 Years	9.66%
65 and Older	15.32%
Median Age	34.37
Average Age	37.40

Race Distribution (%)

White	79.16%
Black/African American	4.58%
American Indian/ Alaskan	3.25%
Asian	1.47%
Native Hawaiian/ Islander	0.21%
Other Race	2.32%
Two or More Races	9.01%
Hispanic	7.94%

City of Minot — North Dakota

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TheRetailCoach®

Community • Demographic Profile
Minot, North Dakota

DESCRIPTION	DATA	%
Population		
2029 Projection	51,866	
2024 Estimate	50,301	
2020 Census	48,377	
2010 Census	42,378	
Growth 2024 - 2029		3.11%
Growth 2020 - 2024		3.98%
Growth 2010 - 2020		14.16%
2024 Est. Population by Single-Classification Race	**50,301**	
White Alone	39,817	79.16%
Black or African American Alone	2,304	4.58%
Amer. Indian and Alaska Native Alone	1,636	3.25%
Asian Alone	741	1.47%
Native Hawaiian and Other Pacific Island Alone	105	0.21%
Some Other Race Alone	1,167	2.32%
Two or More Races	4,532	9.01%
2024 Est. Population by Hispanic or Latino Origin	**50,301**	
Not Hispanic or Latino	46,309	92.06%
Hispanic or Latino	3,992	7.94%
Mexican	2,288	57.31%
Puerto Rican	599	15.00%
Cuban	56	1.40%
All Other Hispanic or Latino	1,050	26.29%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**3,992**	
White Alone	1,112	27.85%
Black or African American Alone	108	2.70%
American Indian and Alaska Native Alone	136	3.41%
Asian Alone	30	0.74%
Native Hawaiian and Other Pacific Islander Alone	4	0.11%
Some Other Race Alone	1,008	25.26%
Two or More Races	1,594	39.94%
2024 Est. Pop by Race, Asian Alone, by Category	**741**	
Chinese, except Taiwanese	53	7.12%
Filipino	189	25.50%
Japanese	20	2.71%
Asian Indian	112	15.10%
Korean	64	8.69%
Vietnamese	22	2.99%
Cambodian	-	0.00%
Hmong	1	0.14%
Laotian	-	0.00%
Thai	37	4.99%
All Other Asian Races Including 2+ Category	243	32.76%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**50,301**	
Arab	99	0.20%
Czech	140	0.28%
Danish	339	0.67%
Dutch	335	0.67%
English	2,402	4.78%
French (except Basque)	822	1.64%
French Canadian	267	0.53%
German	10,803	21.48%
Greek	93	0.19%
Hungarian	76	0.15%
Irish	3,110	6.18%
Italian	452	0.90%
Lithuanian	25	0.05%
United States or American	688	1.37%
Norwegian	8,367	16.63%
Polish	426	0.85%
Portuguese	34	0.07%
Russian	997	1.98%
Scottish	678	1.35%
Scotch-Irish	215	0.43%
Slovak	40	0.08%
Subsaharan African	431	0.86%
Swedish	966	1.92%
Swiss	62	0.12%
Ukrainian	233	0.46%
Welsh	55	0.11%
West Indian (except Hisp. groups)	103	0.20%
Other ancestries	9,137	18.17%
Ancestry Unclassified	8,906	17.71%
2024 Est. Pop Age 5+ by Language Spoken At Home	**46,880**	
Speak Only English at Home	44,423	94.76%
Speak Asian/Pacific Island Language at Home	398	0.85%
Speak IndoEuropean Language at Home	690	1.47%
Speak Spanish at Home	971	2.07%
Speak Other Language at Home	398	0.85%

Community • Demographic Profile

Minot, North Dakota

DESCRIPTION	DATA	%
2024 Est. Population by Age	**50,301**	
Age 0 - 4	3,421	6.80%
Age 5 - 9	3,114	6.19%
Age 10 - 14	3,287	6.54%
Age 15 - 17	1,833	3.64%
Age 18 - 20	2,312	4.60%
Age 21 - 24	2,999	5.96%
Age 25 - 34	8,709	17.31%
Age 35 - 44	7,114	14.14%
Age 45 - 54	4,950	9.84%
Age 55 - 64	4,857	9.66%
Age 65 - 74	4,296	8.54%
Age 75 - 84	2,228	4.43%
Age 85 and over	1,181	2.35%
Age 16 and over	39,869	79.26%
Age 18 and over	38,646	76.83%
Age 21 and over	36,333	72.23%
Age 65 and over	7,704	15.32%
2024 Est. Median Age		34.37
2024 Est. Average Age		37.40
2024 Est. Population by Sex	**50,301**	
Male	25,520	50.73%
Female	24,781	49.27%
2024 Est. Male Population by Age	**25,520**	
Age 0 - 4	1,753	6.87%
Age 5 - 9	1,579	6.19%
Age 10 - 14	1,650	6.47%
Age 15 - 17	920	3.60%
Age 18 - 20	1,176	4.61%
Age 21 - 24	1,644	6.44%
Age 25 - 34	4,766	18.67%
Age 35 - 44	3,759	14.73%
Age 45 - 54	2,510	9.84%
Age 55 - 64	2,379	9.32%
Age 65 - 74	2,042	8.00%
Age 75 - 84	932	3.65%
Age 85 and over	410	1.61%
2024 Est. Median Age, Male		33.41
2024 Est. Average Age, Male		36.30
2024 Est. Female Population by Age	**24,781**	
Age 0 - 4	1,668	6.73%
Age 5 - 9	1,535	6.20%
Age 10 - 14	1,637	6.61%
Age 15 - 17	913	3.69%
Age 18 - 20	1,136	4.59%
Age 21 - 24	1,355	5.47%
Age 25 - 34	3,944	15.92%
Age 35 - 44	3,355	13.54%
Age 45 - 54	2,440	9.85%
Age 55 - 64	2,478	10.00%
Age 65 - 74	2,253	9.09%
Age 75 - 84	1,296	5.23%
Age 85 and over	771	3.11%
2024 Est. Median Age, Female		35.55
2024 Est. Average Age, Female		38.60

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	14,798	36.56%
Males, Never Married	8,866	21.90%
Females, Never Married	5,931	14.65%
Married, Spouse present	18,203	44.97%
Married, Spouse absent	1,618	4.00%
Widowed	1,824	4.51%
Males Widowed	377	0.93%
Females Widowed	1,447	3.57%
Divorced	4,037	9.97%
Males Divorced	1,777	4.39%
Females Divorced	2,259	5.58%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,048	3.15%
Some High School, no diploma	1,117	3.35%
High School Graduate (or GED)	10,041	30.12%
Some College, no degree	7,197	21.59%
Associate Degree	3,838	11.52%
Bachelor's Degree	7,158	21.47%
Master's Degree	2,130	6.39%
Professional School Degree	493	1.48%
Doctorate Degree	311	0.93%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	417	15.78%
High School Graduate	886	33.50%
Some College or Associate's Degree	683	25.83%
Bachelor's Degree or Higher	659	24.90%
Households		
2029 Projection	22,775	
2024 Estimate	22,008	
2020 Census	20,929	
2010 Census	18,390	
Growth 2024 - 2029		3.49%
Growth 2020 - 2024		5.16%
Growth 2010 - 2020		13.81%
2024 Est. Households by Household Type	**22,008**	
Family Households	12,857	58.42%
Nonfamily Households	9,151	41.58%
2024 Est. Group Quarters Population	1,531	
2024 Households by Ethnicity, Hispanic/Latino	1,280	

Community • Demographic Profile

Minot, North Dakota

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**22,008**	
Income < $15,000	2,195	9.97%
Income $15,000 - $24,999	1,388	6.31%
Income $25,000 - $34,999	1,580	7.18%
Income $35,000 - $49,999	2,266	10.29%
Income $50,000 - $74,999	4,141	18.82%
Income $75,000 - $99,999	3,317	15.07%
Income $100,000 - $124,999	2,446	11.11%
Income $125,000 - $149,999	1,741	7.91%
Income $150,000 - $199,999	1,636	7.43%
Income $200,000 - $249,999	628	2.85%
Income $250,000 - $499,999	520	2.36%
Income $500,000+	152	0.69%
2024 Est. Average Household Income		$88,325
2024 Est. Median Household Income		$71,412
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$73,010
Black or African American Alone		$53,841
American Indian and Alaska Native Alone		$67,481
Asian Alone		$55,570
Native Hawaiian and Other Pacific Islander Alone		$51,659
Some Other Race Alone		$17,179
Two or More Races		$101,639
Hispanic or Latino		$57,128
Not Hispanic or Latino		$72,031
2024 Est. HH by Type and Presence of Own Child.	**12,857**	
Family Households with Children	2,773	21.57%
Family Households without Children	10,084	78.43%
Married-Couple Families	**5,434**	**42.26%**
Married-Couple Family, own children	2,004	15.59%
Married-Couple Family, no own children	3,430	26.68%
Cohabitating-Couple Families	**1,230**	**9.57%**
Cohabitating-Couple Family, own children	359	2.79%
Cohabitating-Couple Family, no own children	871	6.78%
Male Householder Families	**3,324**	**25.85%**
Male Householder, own children	93	0.73%
Male Householder, no own children	469	3.65%
Male Householder, only Nonrelatives	368	2.86%
Male Householder, Living Alone	2,394	18.62%
Female Householder Families	**2,869**	**22.32%**
Female Householder, own children	317	2.47%
Female Householder, no own children	347	2.70%
Female Householder, only Nonrelatives	237	1.85%
Female Householder, Living Alone	1,968	15.31%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**22,008**	
1-person	7,833	35.59%
2-person	7,394	33.60%
3-person	2,851	12.96%
4-person	2,232	10.14%
5-person	1,087	4.94%
6-person	415	1.88%
7-or-more-person	195	0.89%
2024 Est. Average Household Size		2.24
2024 Est. Households by Number of Vehicles	**22,008**	
No Vehicles	1,110	5.04%
1 Vehicle	7,275	33.06%
2 Vehicles	8,585	39.01%
3 Vehicles	3,516	15.97%
4 Vehicles	1,076	4.89%
5 or more Vehicles	447	2.03%
2024 Est. Average Number of Vehicles		1.90
Family Households		
2029 Projection	13,196	
2024 Estimate	12,857	
2020 Estimate	11,468	
2010 Census	10,399	
Growth 2024 - 2029		2.64%
Growth 2020 - 2024		12.11%
Growth 2010 - 2020		10.28%
2024 Est. Families by Poverty Status	**12,857**	
2024 Families at or Above Poverty	12,061	93.81%
2024 Families at or Above Poverty with Children	5,266	40.96%
2024 Families Below Poverty	796	6.19%
2024 Families Below Poverty with Children	482	3.75%
2024 Est. Pop 16+ by Employment Status	**39,869**	
Civilian Labor Force, Employed	24,538	61.55%
Civilian Labor Force, Unemployed	882	2.21%
Armed Forces	2,706	6.79%
Not in Labor Force	11,743	29.45%
2024 Est. Civ. Employed Pop 16+ by Class of Worker	**27,244**	
For-Profit Private Workers	16,598	60.92%
Non-Profit Private Workers	2,718	9.98%
Local Government Workers	1,085	3.98%
State Government Workers	1,500	5.51%
Federal Government Workers	2,556	9.38%
Self-Employed Workers	2,775	10.19%
Unpaid Family Workers	12	0.05%

Community • Demographic Profile

Minot, North Dakota

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation	**27,244**	
Architect/Engineer	536	1.97%
Arts/Entertainment/Sports	294	1.08%
Building Grounds Maintenance	1,131	4.15%
Business/Financial Operations	866	3.18%
Community/Social Services	668	2.45%
Computer/Mathematical	577	2.12%
Construction/Extraction	1,692	6.21%
Education/Training/Library	2,071	7.60%
Farming/Fishing/Forestry	155	0.57%
Food Prep/Serving	1,400	5.14%
Health Practitioner/Technician	1,509	5.54%
Healthcare Support	1,003	3.68%
Maintenance Repair	1,328	4.88%
Legal	192	0.71%
Life/Physical/Social Science	343	1.26%
Management	3,268	12.00%
Office/Admin. Support	2,797	10.27%
Production	1,230	4.52%
Protective Services	368	1.35%
Sales/Related	2,381	8.74%
Personal Care/Service	1,126	4.13%
Transportation/Moving	2,305	8.46%
2024 Est. Pop 16+ by Occupation Classification	**27,244**	
White Collar	15,504	56.91%
Blue Collar	6,556	24.06%
Service and Farm	5,184	19.03%
2024 Est. Workers Age 16+ by Transp. to Work	**27,244**	
Drove Alone	22,000	80.75%
Car Pooled	2,936	10.78%
Public Transportation	79	0.29%
Walked	464	1.70%
Bicycle	14	0.05%
Other Means	307	1.13%
Worked at Home	1,444	5.30%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,949	57.94%
15 - 29 Minutes	7,604	29.47%
30 - 44 Minutes	1,486	5.76%
45 - 59 Minutes	449	1.74%
60 or more Minutes	1,313	5.09%
2024 Est. Avg Travel Time to Work in Minutes		19.00
2024 Est. Occupied Housing Units by Tenure	**22,008**	
Owner Occupied	10,684	48.55%
Renter Occupied	10,017	45.51%
2024 Owner Occ. HUs: Avg. Length of Residence		16.1†
2024 Renter Occ. HUs: Avg. Length of Residence		5.8†

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**10,684**	
Value Less than $20,000	910	8.51%
Value $20,000 - $39,999	151	1.41%
Value $40,000 - $59,999	66	0.62%
Value $60,000 - $79,999	127	1.19%
Value $80,000 - $99,999	256	2.39%
Value $100,000 - $149,999	972	9.10%
Value $150,000 - $199,999	1,364	12.77%
Value $200,000 - $299,999	3,679	34.44%
Value $300,000 - $399,999	1,885	17.64%
Value $400,000 - $499,999	743	6.96%
Value $500,000 - $749,999	423	3.96%
Value $750,000 - $999,999	76	0.72%
Value $1,000,000 or $1,499,999	20	0.19%
Value $1,500,000 or $1,999,999	1	0.01%
Value $2,000,000+	11	0.11%
2024 Est. Median All Owner-Occupied Housing Value		$240,612
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	5,204	48.71%
1 Unit Attached	733	6.87%
2 Units	277	2.59%
3 or 4 Units	742	6.95%
5 to 19 Units	1,137	10.65%
20 to 49 Units	1,125	10.53%
50 or More Units	639	5.98%
Mobile Home or Trailer	826	7.73%
Boat, RV, Van, etc.	-	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	96	0.90%
Housing Units Built 2010 to 2019	2,530	23.68%
Housing Units Built 2000 to 2009	1,081	10.12%
Housing Units Built 1990 to 1999	908	8.50%
Housing Units Built 1980 to 1989	1,036	9.69%
Housing Units Built 1970 to 1979	1,637	15.33%
Housing Units Built 1960 to 1969	869	8.13%
Housing Units Built 1950 to 1959	1,253	11.73%
Housing Units Built 1940 to 1949	311	2.91%
Housing Unit Built 1939 or Earlier	964	9.02%
2024 Est. Median Year Structure Built		1983

† Years

TheRetailCoach

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.

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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