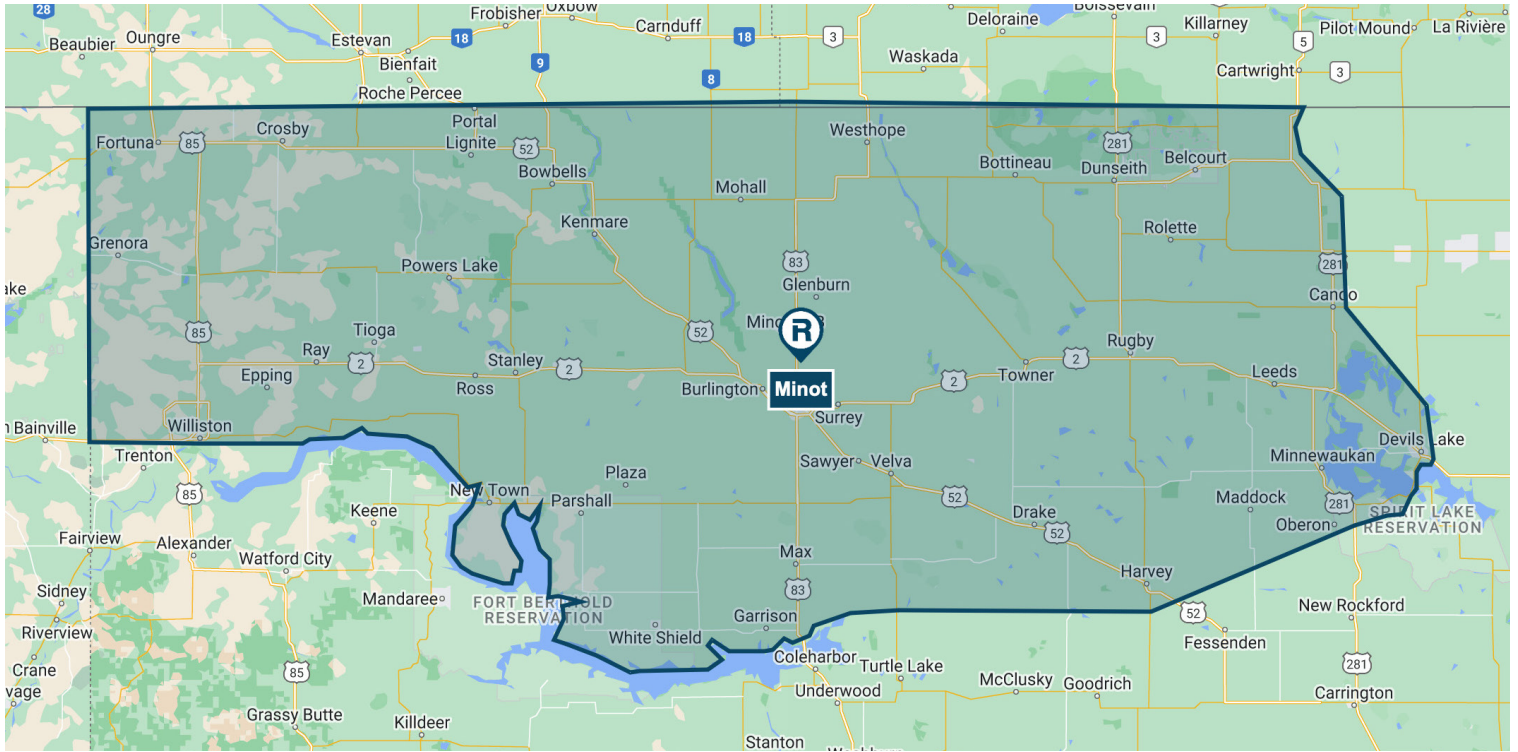# The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

MINOT, NORTH DAKOTA

Prepared for City of Minot
January 2024

Primary Retail Trade Area • Demographic Snapshot

Minot, North Dakota

Population

2020	175,884
2024	182,902
2029	188,421

Educational Attainment (%)

Graduate or Professional Degree	6.71%
Bachelors Degree	18.43%
Associate Degree	14.19%
Some College	22.86%
High School Graduate (or GED)	29.97%
Some High School, No Degree	5.03%
Less than 9th Grade	2.81%

Income

Average HH	$97,102
Median HH	$74,993
Per Capita	$41,326

Age

0 - 9 Years	14.22%
10 - 17 Years	10.92%
18 - 24 Years	9.65%
25 - 34 Years	14.41%
35 - 44 Years	13.14%
45 - 54 Years	10.07%
55 - 64 Years	11.01%
65 and Older	16.58%
Median Age	35.57
Average Age	37.93

Race Distribution (%)

White	75.50%
Black/African American	2.69%
American Indian/ Alaskan	11.08%
Asian	1.07%
Native Hawaiian/ Islander	0.17%
Other Race	2.00%
Two or More Races	7.49%
Hispanic	6.28%

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Primary Retail Trade Area • Demographic Profile
Minot, North Dakota

DESCRIPTION	DATA	%
Population		
2029 Projection	188,421	
2024 Estimate	182,902	
2020 Census	175,884	
2010 Census	149,879	
Growth 2024 - 2029		3.02%
Growth 2020 - 2024		3.99%
Growth 2010 - 2020		17.35%
2024 Est. Population by Single-Classification Race	**182,902**	
White Alone	138,093	75.50%
Black or African American Alone	4,929	2.70%
Amer. Indian and Alaska Native Alone	20,262	11.08%
Asian Alone	1,961	1.07%
Native Hawaiian and Other Pacific Island Alone	309	0.17%
Some Other Race Alone	3,658	2.00%
Two or More Races	13,690	7.49%
2024 Est. Population by Hispanic or Latino Origin	**182,902**	
Not Hispanic or Latino	171,418	93.72%
Hispanic or Latino	11,484	6.28%
Mexican	6,811	59.31%
Puerto Rican	1,700	14.80%
Cuban	83	0.73%
All Other Hispanic or Latino	2,891	25.17%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**11,484**	
White Alone	3,307	28.80%
Black or African American Alone	285	2.48%
American Indian and Alaska Native Alone	597	5.20%
Asian Alone	71	0.61%
Native Hawaiian and Other Pacific Islander Alone	8	0.07%
Some Other Race Alone	3,143	27.37%
Two or More Races	4,073	35.47%
2024 Est. Pop by Race, Asian Alone, by Category	**1,961**	
Chinese, except Taiwanese	149	7.58%
Filipino	895	45.67%
Japanese	106	5.40%
Asian Indian	138	7.03%
Korean	183	9.32%
Vietnamese	28	1.42%
Cambodian	1	0.06%
Hmong	11	0.55%
Laotian	84	4.31%
Thai	56	2.83%
All Other Asian Races Including 2+ Category	309	15.75%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**182,902**	
Arab	477	0.26%
Czech	779	0.43%
Danish	1,227	0.67%
Dutch	1,350	0.74%
English	6,453	3.53%
French (except Basque)	4,218	2.31%
French Canadian	1,132	0.62%
German	36,584	20.00%
Greek	256	0.14%
Hungarian	143	0.08%
Irish	9,387	5.13%
Italian	1,939	1.06%
Lithuanian	106	0.06%
United States or American	2,762	1.51%
Norwegian	31,743	17.36%
Polish	1,529	0.84%
Portuguese	168	0.09%
Russian	2,189	1.20%
Scottish	2,006	1.10%
Scotch-Irish	891	0.49%
Slovak	73	0.04%
Subsaharan African	1,306	0.71%
Swedish	3,515	1.92%
Swiss	296	0.16%
Ukrainian	907	0.50%
Welsh	337	0.18%
West Indian (except Hisp. groups)	161	0.09%
Other ancestries	36,584	20.00%
Ancestry Unclassified	34,387	18.80%
2024 Est. Pop Age 5+ by Language Spoken At Home	**169,475**	
Speak Only English at Home	158,710	93.65%
Speak Asian/Pacific Island Language at Home	963	0.57%
Speak IndoEuropean Language at Home	2,351	1.39%
Speak Spanish at Home	5,511	3.25%
Speak Other Language at Home	1,940	1.15%

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Primary Retail Trade Area • Demographic Profile
Minot, North Dakota

DESCRIPTION	DATA	%
2024 Est. Population by Age	**182,902**	
Age 0 - 4	13,429	7.34%
Age 5 - 9	12,573	6.87%
Age 10 - 14	12,856	7.03%
Age 15 - 17	7,117	3.89%
Age 18 - 20	7,945	4.34%
Age 21 - 24	9,707	5.31%
Age 25 - 34	26,362	14.41%
Age 35 - 44	24,030	13.14%
Age 45 - 54	18,416	10.07%
Age 55 - 64	20,138	11.01%
Age 65 - 74	17,780	9.72%
Age 75 - 84	8,671	4.74%
Age 85 and over	3,881	2.12%
Age 16 and over	141,676	77.46%
Age 18 and over	136,928	74.86%
Age 21 and over	128,982	70.52%
Age 65 and over	30,332	16.58%
2024 Est. Median Age		35.57
2024 Est. Average Age		37.93
2024 Est. Population by Sex	**182,902**	
Male	94,773	51.82%
Female	88,129	48.18%
2024 Est. Male Population by Age	**94,773**	
Age 0 - 4	6,881	7.26%
Age 5 - 9	6,473	6.83%
Age 10 - 14	6,533	6.89%
Age 15 - 17	3,632	3.83%
Age 18 - 20	4,199	4.43%
Age 21 - 24	5,312	5.61%
Age 25 - 34	14,557	15.36%
Age 35 - 44	12,578	13.27%
Age 45 - 54	9,690	10.22%
Age 55 - 64	10,491	11.07%
Age 65 - 74	8,956	9.45%
Age 75 - 84	4,058	4.28%
Age 85 and over	1,414	1.49%
2024 Est. Median Age, Male		34.86
2024 Est. Average Age, Male		37.42
2024 Est. Female Population by Age	**88,129**	
Age 0 - 4	6,547	7.43%
Age 5 - 9	6,099	6.92%
Age 10 - 14	6,323	7.18%
Age 15 - 17	3,486	3.96%
Age 18 - 20	3,747	4.25%
Age 21 - 24	4,395	4.99%
Age 25 - 34	11,805	13.40%
Age 35 - 44	11,452	13.00%
Age 45 - 54	8,727	9.90%
Age 55 - 64	9,645	10.94%
Age 65 - 74	8,824	10.01%
Age 75 - 84	4,614	5.24%
Age 85 and over	2,467	2.80%
2024 Est. Median Age, Female		36.40
2024 Est. Average Age, Female		38.40

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	45,468	31.57%
Males, Never Married	26,869	18.65%
Females, Never Married	18,599	12.91%
Married, Spouse present	71,385	49.56%
Married, Spouse absent	4,758	3.30%
Widowed	7,250	5.03%
Males Widowed	1,743	1.21%
Females Widowed	5,507	3.82%
Divorced	15,185	10.54%
Males Divorced	8,095	5.62%
Females Divorced	7,090	4.92%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,355	2.81%
Some High School, no diploma	6,002	5.03%
High School Graduate (or GED)	35,743	29.97%
Some College, no degree	27,272	22.86%
Associate Degree	16,926	14.19%
Bachelor's Degree	21,982	18.43%
Master's Degree	5,934	4.98%
Professional School Degree	1,193	1.00%
Doctorate Degree	873	0.73%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,405	18.76%
High School Graduate	2,166	28.92%
Some College or Associate's Degree	2,157	28.81%
Bachelor's Degree or Higher	1,761	23.52%
Households		
2029 Projection	78,267	
2024 Estimate	76,131	
2020 Census	71,171	
2010 Census	61,029	
Growth 2024 - 2029		2.81%
Growth 2020 - 2024		6.97%
Growth 2010 - 2020		16.62%
2024 Est. Households by Household Type	**76,131**	
Family Households	48,588	63.82%
Nonfamily Households	27,543	36.18%
2024 Est. Group Quarters Population	4,019	
2024 Households by Ethnicity, Hispanic/Latino	3,447	

Primary Retail Trade Area • Demographic Profile

Minot, North Dakota

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**76,131**	
Income < $15,000	6,323	8.31%
Income $15,000 - $24,999	4,888	6.42%
Income $25,000 - $34,999	5,680	7.46%
Income $35,000 - $49,999	8,185	10.75%
Income $50,000 - $74,999	12,994	17.07%
Income $75,000 - $99,999	10,573	13.89%
Income $100,000 - $124,999	8,444	11.09%
Income $125,000 - $149,999	6,355	8.35%
Income $150,000 - $199,999	6,437	8.46%
Income $200,000 - $249,999	2,703	3.55%
Income $250,000 - $499,999	2,577	3.39%
Income $500,000+	971	1.28%
2024 Est. Average Household Income		$97,102
2024 Est. Median Household Income		$74,993
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$79,300
Black or African American Alone		$52,309
American Indian and Alaska Native Alone		$51,987
Asian Alone		$73,968
Native Hawaiian and Other Pacific Islander Alone		$39,007
Some Other Race Alone		$35,523
Two or More Races		$88,495
Hispanic or Latino		$58,021
Not Hispanic or Latino		$75,863
2024 Est. HH by Type and Presence of Own Child.	**48,588**	
Family Households with Children	12,937	26.63%
Family Households without Children	35,651	73.37%
Married-Couple Families	**23,241**	**47.83%**
Married-Couple Family, own children	8,944	18.41%
Married-Couple Family, no own children	14,297	29.42%
Cohabitating-Couple Families	**3,698**	**7.61%**
Cohabitating-Couple Family, own children	1,314	2.71%
Cohabitating-Couple Family, no own children	2,384	4.91%
Male Householder Families	**11,982**	**24.66%**
Male Householder, own children	982	2.02%
Male Householder, no own children	1,220	2.51%
Male Householder, only Nonrelatives	877	1.80%
Male Householder, Living Alone	8,903	18.32%
Female Householder Families	**9,667**	**19.90%**
Female Householder, own children	1,696	3.49%
Female Householder, no own children	1,351	2.78%
Female Householder, only Nonrelatives	493	1.01%
Female Householder, Living Alone	6,127	12.61%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**76,131**	
1-person	26,051	34.22%
2-person	24,713	32.46%
3-person	9,698	12.74%
4-person	8,146	10.70%
5-person	4,447	5.84%
6-person	1,892	2.49%
7-or-more-person	1,186	1.56%
2024 Est. Average Household Size		2.35
2024 Est. Households by Number of Vehicles	**76,131**	
No Vehicles	3,799	4.99%
1 Vehicle	20,701	27.19%
2 Vehicles	28,505	37.44%
3 Vehicles	13,880	18.23%
4 Vehicles	5,822	7.65%
5 or more Vehicles	3,424	4.50%
2024 Est. Average Number of Vehicles		2.15
Family Households		
2029 Projection	49,922	
2024 Estimate	48,588	
2020 Estimate	43,366	
2010 Census	38,627	
Growth 2024 - 2029		2.74%
Growth 2020 - 2024		12.04%
Growth 2010 - 2020		12.27%
2024 Est. Families by Poverty Status	**48,588**	
2024 Families at or Above Poverty	45,179	92.98%
2024 Families at or Above Poverty with Children	20,326	41.83%
2024 Families Below Poverty	3,410	7.02%
2024 Families Below Poverty with Children	2,426	4.99%
2024 Est. Pop 16+ by Employment Status	**141,676**	
Civilian Labor Force, Employed	86,686	61.19%
Civilian Labor Force, Unemployed	2,822	1.99%
Armed Forces	5,973	4.22%
Not in Labor Force	46,196	32.61%
2024 Est. Civ. Employed Pop 16+ by Class of Worker	**92,659**	
For-Profit Private Workers	54,004	58.28%
Non-Profit Private Workers	8,848	9.55%
Local Government Workers	3,834	4.14%
State Government Workers	4,256	4.59%
Federal Government Workers	9,778	10.55%
Self-Employed Workers	11,685	12.61%
Unpaid Family Workers	254	0.27%

Primary Retail Trade Area • Demographic Profile
Minot, North Dakota

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation	**92,659**	
Architect/Engineer	1,057	1.14%
Arts/Entertainment/Sports	689	0.74%
Building Grounds Maintenance	3,908	4.22%
Business/Financial Operations	2,841	3.07%
Community/Social Services	1,789	1.93%
Computer/Mathematical	1,243	1.34%
Construction/Extraction	6,985	7.54%
Education/Training/Library	7,036	7.59%
Farming/Fishing/Forestry	1,532	1.65%
Food Prep/Serving	4,518	4.88%
Health Practitioner/Technician	5,173	5.58%
Healthcare Support	2,989	3.23%
Maintenance Repair	4,954	5.35%
Legal	503	0.54%
Life/Physical/Social Science	839	0.91%
Management	12,126	13.09%
Office/Admin. Support	9,729	10.50%
Production	4,453	4.81%
Protective Services	1,925	2.08%
Sales/Related	7,455	8.05%
Personal Care/Service	3,331	3.60%
Transportation/Moving	7,580	8.18%
2024 Est. Pop 16+ by Occupation Classification	**92,659**	
White Collar	50,483	54.48%
Blue Collar	23,974	25.87%
Service and Farm	18,203	19.65%
2024 Est. Workers Age 16+ by Transp. to Work	**92,659**	
Drove Alone	74,781	80.71%
Car Pooled	8,890	9.59%
Public Transportation	195	0.21%
Walked	3,044	3.29%
Bicycle	56	0.06%
Other Means	1,038	1.12%
Worked at Home	4,656	5.03%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	49,412	56.15%
15 - 29 Minutes	23,609	26.83%
30 - 44 Minutes	7,814	8.88%
45 - 59 Minutes	2,728	3.10%
60 or more Minutes	4,441	5.05%
2024 Est. Avg Travel Time to Work in Minutes		20.00
2024 Est. Occupied Housing Units by Tenure	**76,131**	
Owner Occupied	37,618	49.41%
Renter Occupied	30,351	39.87%
2024 Owner Occ. HUs: Avg. Length of Residence		16.83[†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.1[†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**37,618**	
Value Less than $20,000	2,001	5.32%
Value $20,000 - $39,999	1,408	3.74%
Value $40,000 - $59,999	1,140	3.03%
Value $60,000 - $79,999	1,616	4.30%
Value $80,000 - $99,999	1,815	4.83%
Value $100,000 - $149,999	4,551	12.10%
Value $150,000 - $199,999	4,450	11.83%
Value $200,000 - $299,999	9,543	25.37%
Value $300,000 - $399,999	5,617	14.93%
Value $400,000 - $499,999	2,788	7.41%
Value $500,000 - $749,999	1,917	5.10%
Value $750,000 - $999,999	528	1.40%
Value $1,000,000 or $1,499,999	156	0.42%
Value $1,500,000 or $1,999,999	53	0.14%
Value $2,000,000+	36	0.10%
2024 Est. Median All Owner-Occupied Housing Value		$218,638
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	21,584	57.38%
1 Unit Attached	2,013	5.35%
2 Units	945	2.51%
3 or 4 Units	1,630	4.33%
5 to 19 Units	2,981	7.93%
20 to 49 Units	3,610	9.60%
50 or More Units	1,296	3.45%
Mobile Home or Trailer	3,516	9.35%
Boat, RV, Van, etc.	43	0.11%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	605	1.61%
Housing Units Built 2010 to 2019	8,192	21.78%
Housing Units Built 2000 to 2009	3,502	9.31%
Housing Units Built 1990 to 1999	2,791	7.42%
Housing Units Built 1980 to 1989	3,831	10.18%
Housing Units Built 1970 to 1979	5,723	15.21%
Housing Units Built 1960 to 1969	3,427	9.11%
Housing Units Built 1950 to 1959	3,717	9.88%
Housing Units Built 1940 to 1949	1,307	3.47%
Housing Unit Built 1939 or Earlier	4,524	12.03%
2024 Est. Median Year Structure Built		1980

[†] 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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