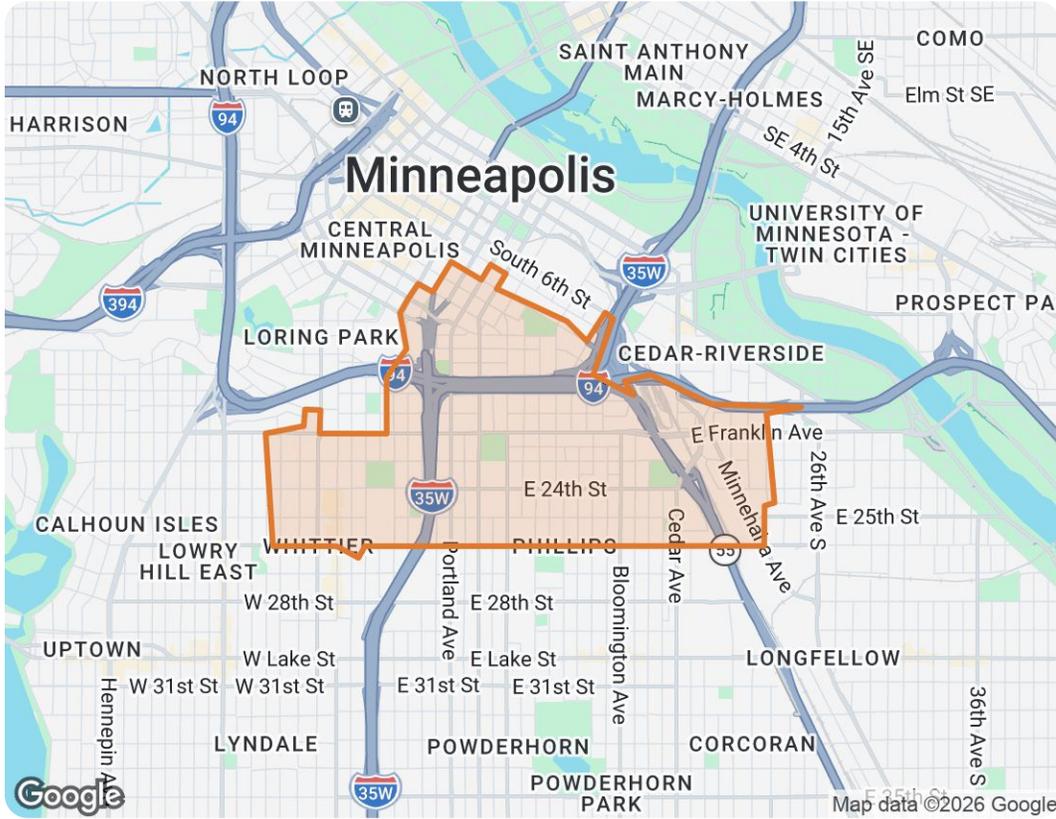


## Minneapolis, MN 55404



### Nicole Lettner

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### St. Paul - Cleveland

723 S. Cleveland Avenue

St. Paul, MN 55116



## Trade Area Summary

### Attribute Summary for Minneapolis, MN 55404

|                                 |   |  |  |
|---------------------------------|---|--|--|
| <b>Median Household Income</b>  | <b>Median Age</b>                               | <b>Total Population</b>                    | <b>1st Dominant Segment</b>                            |
| <b>\$39,688</b>                 | <b>33.2</b>                                     | <b>30,480</b>                              | <b>Metro Renters</b>                                   |
| Source: 2024/2029 Income (Esri) | Source: 2024/2029 Age: 5 Year Increments (Esri) | Source: 2024 Age: 1 Year Increments (Esri) | Source: 2024 Tapestry Market Segmentation (Households) |

### Consumer Segmentation

**LIFE MODE - What are the people like that live in this area?**



**Uptown Individuals**

Younger, urban singles in the city

**URBANIZATION - Where do people like this usually live?**



**Principal Urban Centers**

Young, mobile population in metros of 2.5 + million people

| Top Tapestry Segments   | Metro Renters  | Social Security Set   | College Towns   | Young and Restless  | Set to Impress  |
|-------------------------|--|---|---|---|---|
| % of Households         | 3,202 (23.6%)  | 2,809 (20.7%)   | 1,482 (10.9%)   | 1,433 (10.6%)   | 1,244 (9.2%)  |
| Lifestyle Group         | Uptown Individuals   | Senior Styles   | Scholars and Patriots   | Midtown Singles   | Midtown Singles   |
| Urbanization Group      | Principal Urban Centers  | Metro Cities  | Metro Cities  | Metro Cities  | Metro Cities  |
| Residence Type          | Multi-Unit Rentals   | Multi-Unit Rentals  | Multi-Unit Rentals; Single Family   | Multi-Unit Rentals  | Multi-Unit Rentals; Single Family   |
| Household Type          | Singles  | Singles   | Singles   | Singles   | Singles   |
| Average Household Size  | 1.69   | 1.78  | 2.06  | 2.01  | 2.06  |
| Median Age              | 32.9   | 42.6  | 26  | 32.2  | 35  |
| Diversity Index         | 69.5   | 80.1  | 65.4  | 81.5  | 72.9  |
| Median Household Income | \$97,800   | \$28,800  | \$49,000  | \$57,000  | \$49,300  |
| Median Net Worth        | \$63,000   | \$12,200  | \$14,500  | \$19,200  | \$21,100  |
| Median Home Value       | \$580,600  | \$261,600   | \$309,500   | \$309,500   | \$244,500   |
| Homeownership           | 20%  | 15.7%   | 26.2%   | 16.3%   | 30.1%   |
| Employment              | Professional or Mgmt/Bus/Financial   | Professional or Services  | Professional or Services  | Services or Professional  | Services or Professional  |
| Education               | Bachelor's Degree  | High School Diploma   | Bachelor's Degree   | Bachelor's Degree   | High School Diploma   |
| Preferred Activities    | Socializing and social status very important.. Participate in yoga, Pilates, and skiing. | Prefer to cook, eat at home. Activities are limited, but bingo is a favorite. | Go out to the movies and out for drinks. Popular activities: backpacking, Pilates, and Frisbee. | Like to read magazines about news, fashion and music. Go dancing; play basketball and pool; buy organic food. | Maintain close relationships with family. Enjoy going to rock concerts, night clubs, and the zoo. |
| Financial               | Spend a large portion of wages on rent, clothes and technology                           | Fixed incomes so remain price sensitive                                       | Limited incomes result in thrifty purchases   | Careful shoppers are aware of prices, little brand loyalty  | Prefer name brands, buy generic when it's a better deal   |
| Media                   | Active on Facebook, Twitter, YouTube, LinkedIn   | TV is an important part of their lives.                                       | Use the Internet for social media, blogging, watch movies and TV.                               | Most of their information comes from the Internet and TV  | Use the Internet for social media, video games and watching TV                                    |
| Vehicle                 | Public transportation, taxis, walking and biking   | Take public transportation  | Prefer vehicle with good gas mileage  | Take public transportation  | Own used, imported vehicles   |

## Consumer Segment Details

About this segment

### Metro Renters

Ranked

**1st**

dominant segment  
for this area

In this area

**23.6%**

of households fall  
into this segment

In the United States

**1.8%**

of households fall  
into this segment

### Who Are They?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

### Neighborhood

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

### Socioeconomic Traits

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

### Market Profile

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

## Consumer Segment Details

About this segment

### Social Security Set

Ranked

**2nd**

dominant segment  
for this area

In this area

**20.7%**

of households fall  
into this segment

In the United States

**0.8%**

of households fall  
into this segment

## Who Are They?

Social Security Set is an older market located in metropolitan cities across the country. One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

## Socioeconomic Traits

- These aging consumers rely mostly on Social Security income but also depend on Supplemental Security Income and public assistance.
- Wages and salary income are still earned by almost half of all households.
- With fixed incomes, consumers remain price sensitive.
- A trusted source of information, TV is an important part of their lives.
- An aging population that is often limited by medical conditions, they are willing to try advanced medication but rely on their physicians for recommendations.
- Rather than eat out, Social Security Set residents prefer to have their meals at home, whether they order takeout or warm up a frozen dinner. To save money, many frequently cook their own meals.

## Neighborhood

- Most residents live alone in this older market; 13% of householders are aged 75 and older; another 13% are 65 to 74 years old.
- Multiunit rental properties with affordable rents are predominant; primarily built prior to 1979.
- Located in higher-density, high-traffic areas of metropolitan cities with good access to public transportation, vehicle ownership is low.

## Market Profile

- With limited resources, spending on entertainment is restricted. Residents have basic cable television. Daytime news, documentaries, and sport shows are popular. Activities outside the house are also limited, but bingo at the local community center is a favorite. When the TV is off, the radio is on; residents aren't picky about the radio station, but do enjoy the companionship.
- Risk-averse consumers in Social Security Set prefer to pay their bills in person, usually with cash. Some residents don't have a checking account, although one in three maintain a savings account for their small savings.
- They steer away from cell phones, computers, and digital cameras.
- Many residents are dependent on Medicare and Medicaid for health care expenses.
- They don't eat out often, but KFC and McDonald's are their restaurants of choice.

## Consumer Segment Details

About this segment

### College Towns

Ranked

**3rd**

dominant segment  
for this area

In this area

**10.9%**

of households fall  
into this segment

In the United States

**0.9%**

of households fall  
into this segment

### Who Are They?

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, schoolwork, news, social media, and entertainment. College Towns residents are all about new experiences, and they seek out variety and adventure in their lives.

### Neighborhood

- These are nonfamily households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

### Socioeconomic Traits

- Limited incomes result in thrifty purchases.
- Dress to impress with the latest fashions of the season.
- Strong preference for environmentally friendly products and vehicles that get good gas mileage.
- Heavily influenced by celebrity endorsements and trends in magazines.
- Most feel anything that can be done online is easier than in person.

### Market Profile

- Own laptops/notebooks and video game systems.
- Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNNews, ESPN2, and Comedy Central.
- Use the Internet for social media connections, blogging, paying bills, and searching for jobs.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- Go out to the movies and out for drinks.

## Consumer Segment Details

About this segment

### Young and Restless

Ranked

**4th**

dominant segment  
for this area

In this area

**10.6%**

of households fall  
into this segment

In the United States

**1.8%**

of households fall  
into this segment

## Who Are They?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations, as well as sales and office and administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost one in five residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the internet extensively. Young and Restless consumers typically live in densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

## Neighborhood

- One of the youngest markets: More than half the householders under age 35; median age 29.8.
- Primarily single-person households with some shared households.
- Highly mobile market, beginning careers and changing addresses frequently.
- One of the top 5 renter markets.
- Apartment rentals popular: 44% in 5–19 unit buildings, 27% in 20+ unit buildings.
- Majority of housing built in 1970 or later (84%).

## Socioeconomic Traits

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college.
- Labor force participation rate is exceptionally high at 75.0%.
- These careful shoppers are aware of prices, and demonstrate little brand loyalty.
- Like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.

## Market Profile

- No landline telephone for majority of householders, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching VH1 and Comedy Central programs, and playing basketball and ping pong.
- Listen to contemporary hits, jazz, rap, hip hop, and dance music.
- Purchase natural/organic food, but frequent fast-food restaurants.
- Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

## Consumer Segment Details

About this segment

### Set to Impress

Ranked

**5th**

dominant segment  
for this area

In this area

**9.2%**

of households fall  
into this segment

In the United States

**1.4%**

of households fall  
into this segment

### Who Are They?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and a large portion are single-person nonfamily households. Although many residents live alone, they preserve close connections with their family. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

### Neighborhood

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- Mostly found in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

### Socioeconomic Traits

- Residents are educated and mobile. Many are enrolled in college.
- Consumers always have an eye out for a sale and will stock up when the price is right.
- Prefer name brands, but buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- Image-conscious consumers that dress to impress and often make impulse buys.
- Maintain close relationships with family.

### Market Profile

- Listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- Use the Internet for social media, downloading video games, and watching TV programs.
- Own used, imported vehicles.
- Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

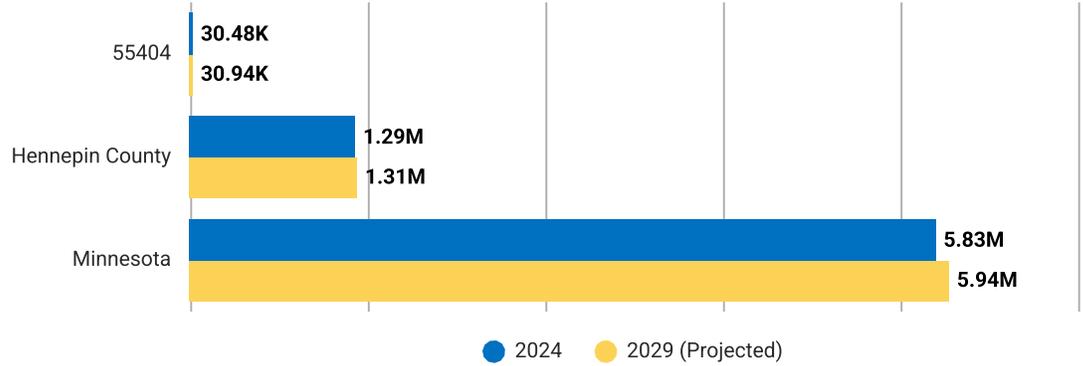
## Population

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

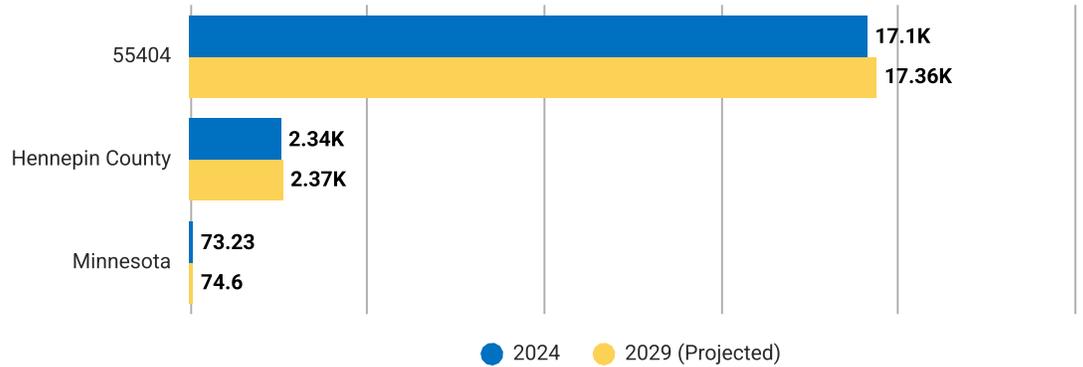
### Total Population

This chart shows the total population in an area, compared with other geographies.



### Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



### Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



# Minneapolis, MN 55404

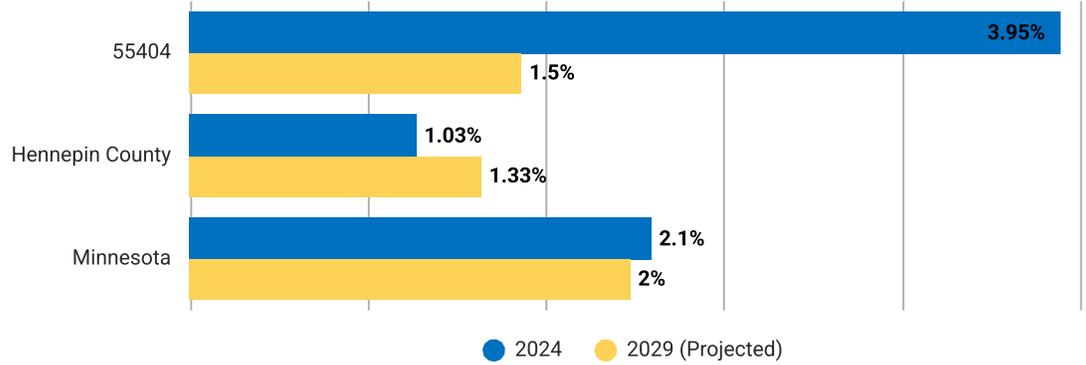
## Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



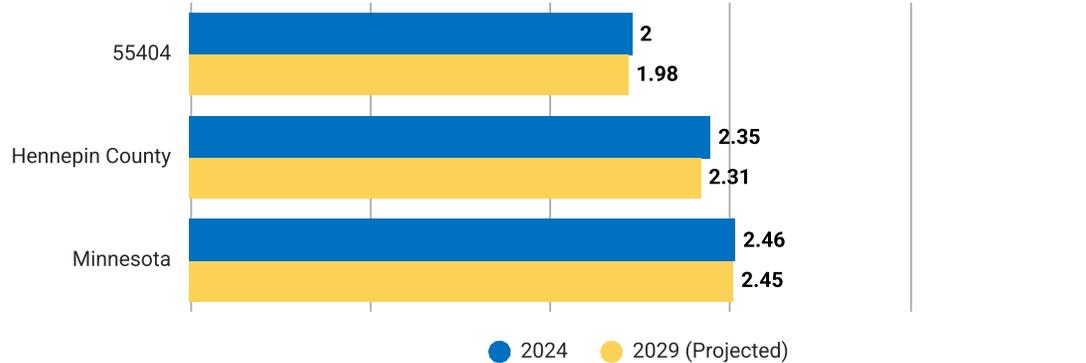
## Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.



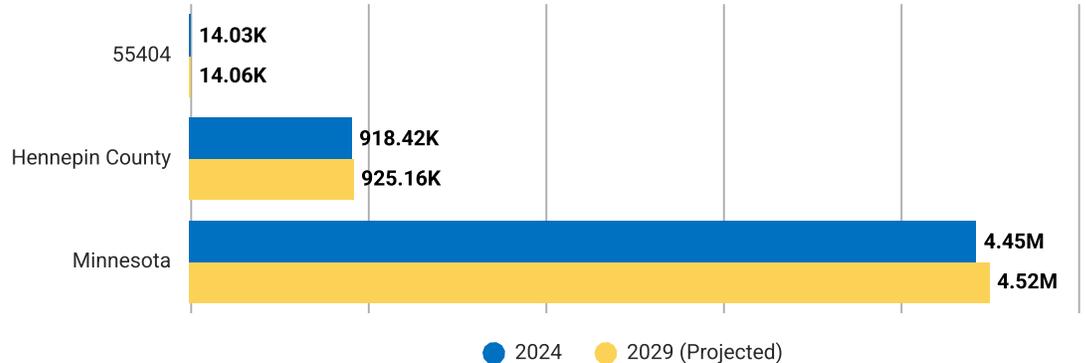
## Average Household Size

This chart shows the average household size in an area, compared with other geographies.



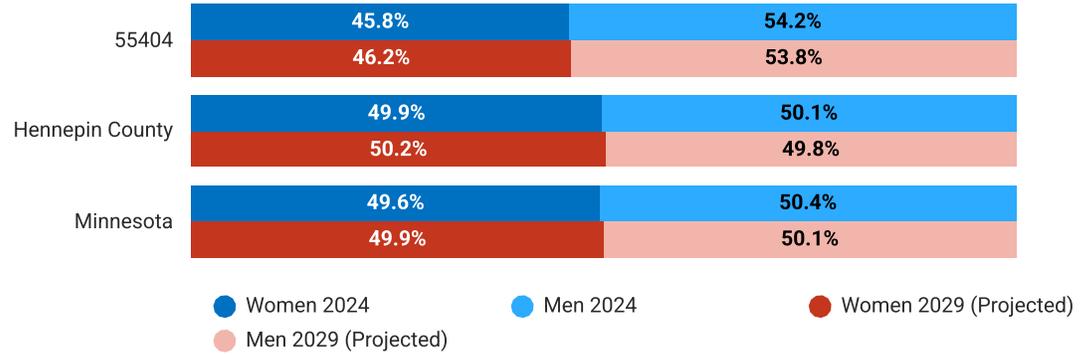
## Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



## Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



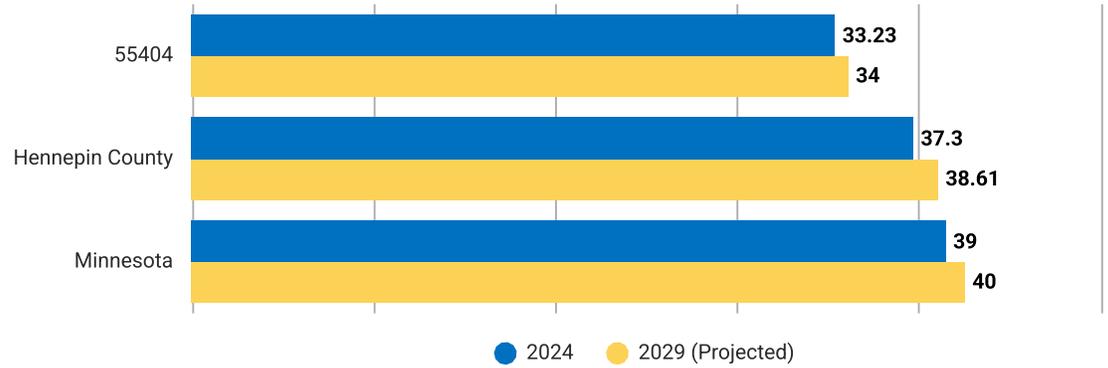
## Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

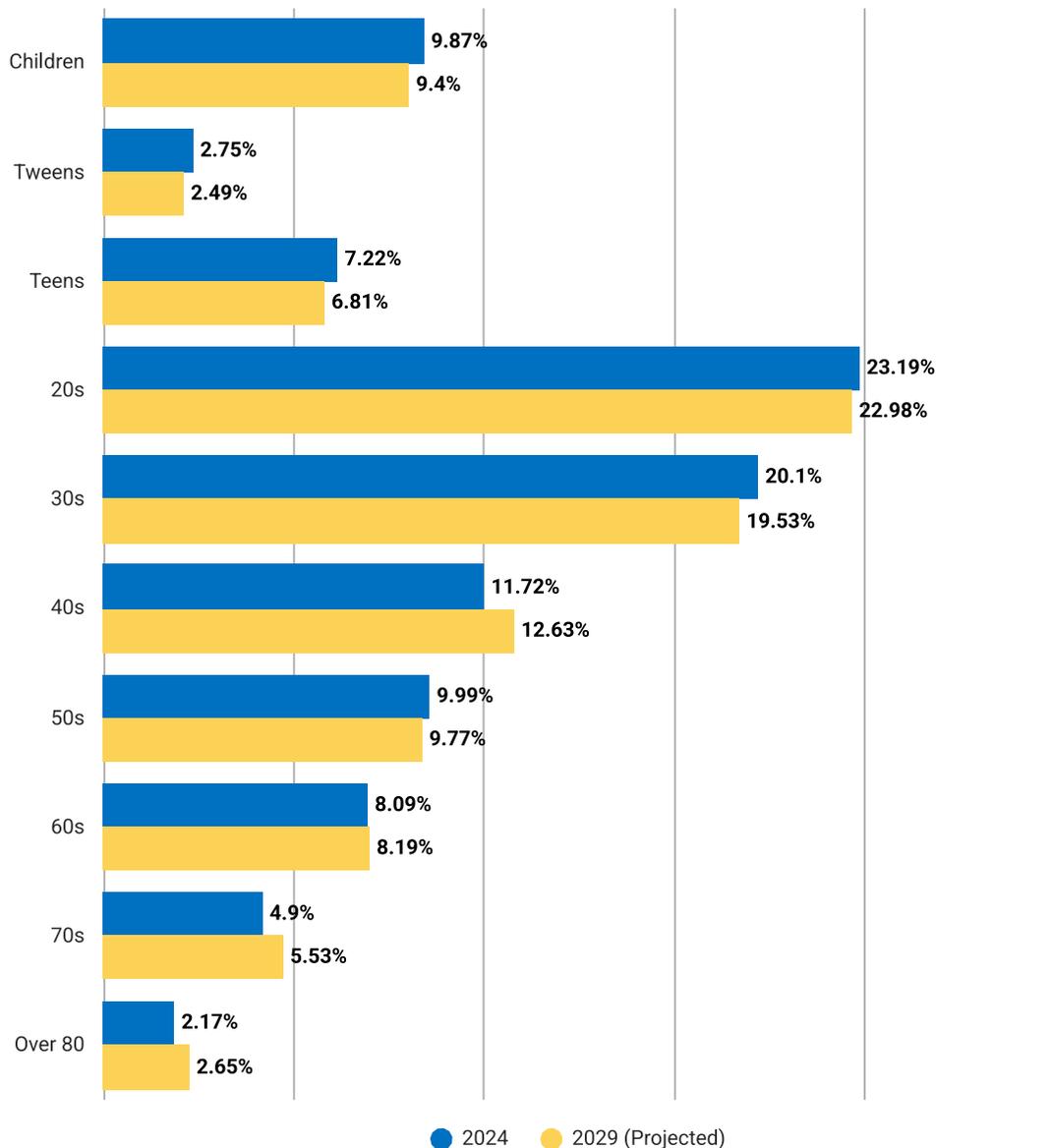
## Median Age

This chart shows the median age in an area, compared with other geographies.



## Population by Age

This chart breaks down the population of an area by age group.



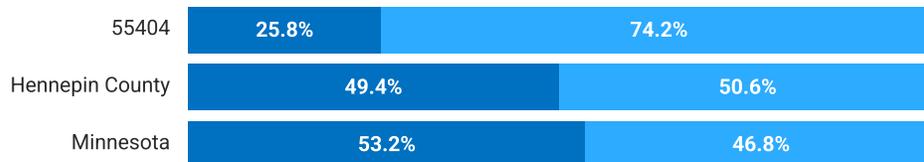
## Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

### Married / Unmarried Adults Ratio

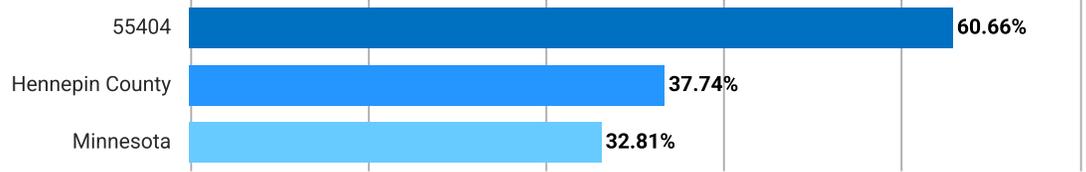
This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



# Minneapolis, MN 55404

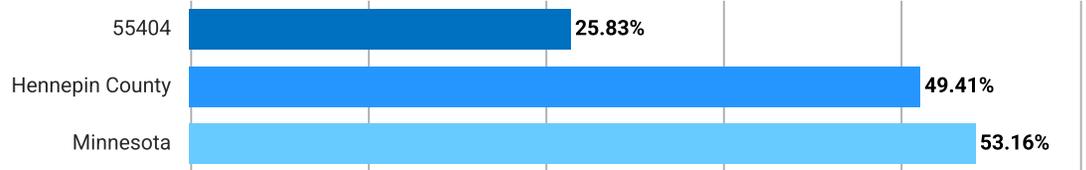
## Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



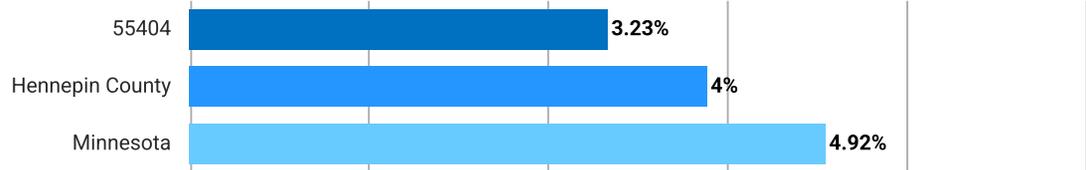
## Married

This chart shows the number of people in an area who are married, compared with other geographies.



## Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



## Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



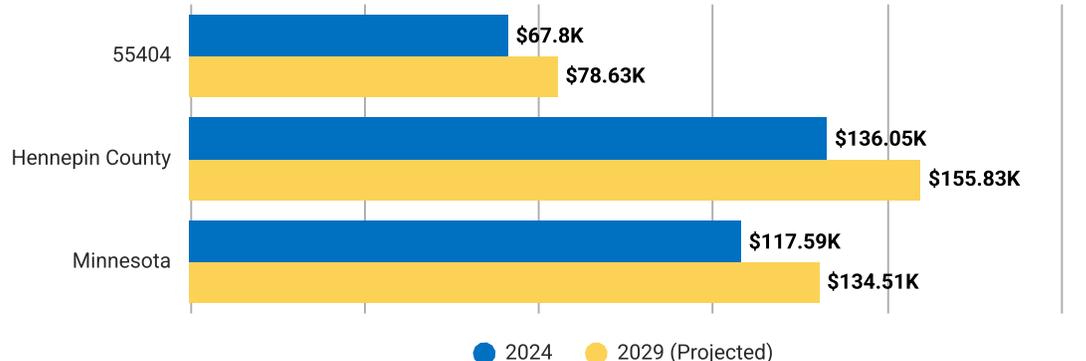
## Income

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

### Average Household Income

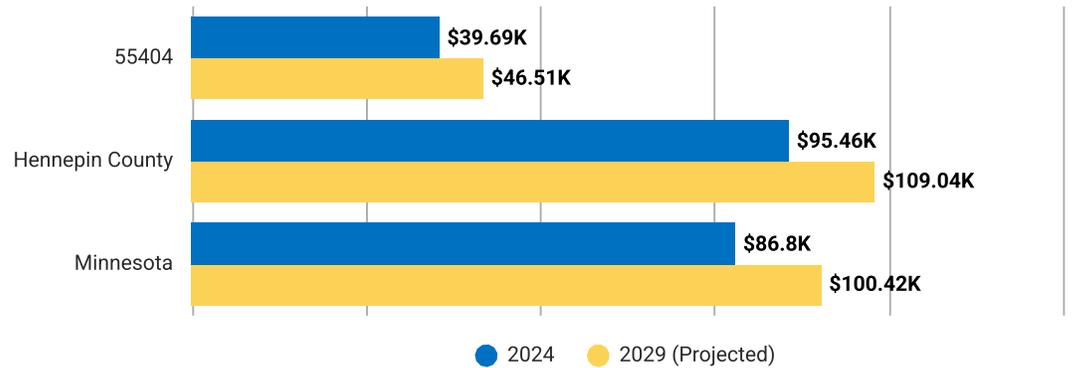
This chart shows the average household income in an area, compared with other geographies.



# Minneapolis, MN 55404

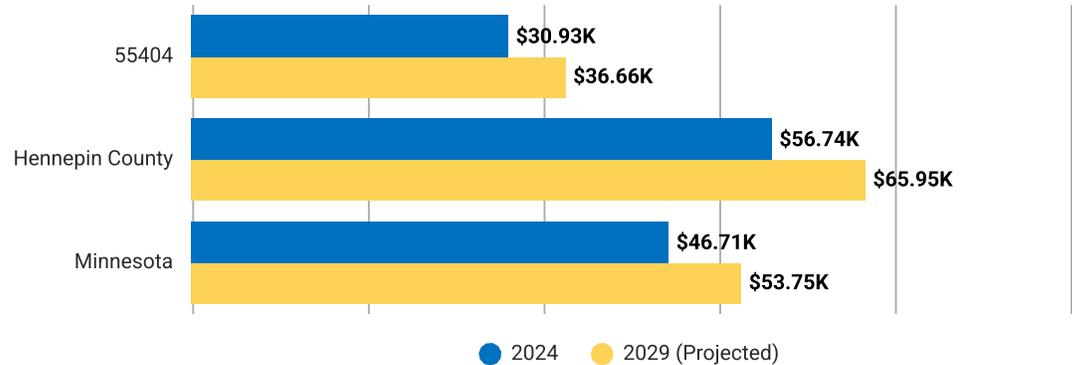
## Median Household Income

This chart shows the median household income in an area, compared with other geographies.



## Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



## Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



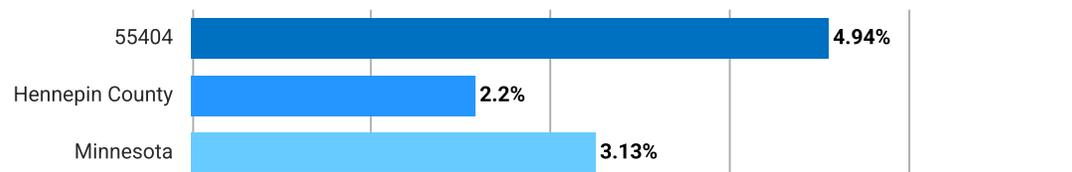
# Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

## High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



# Minneapolis, MN 55404

## High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



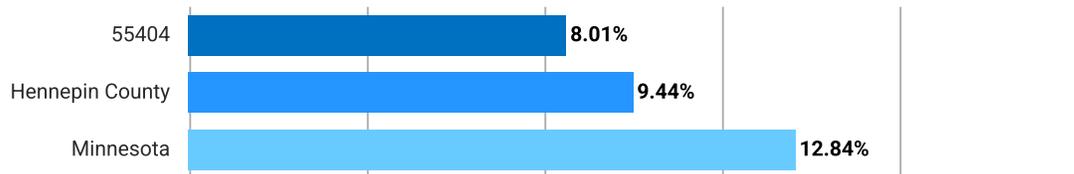
## Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



## Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



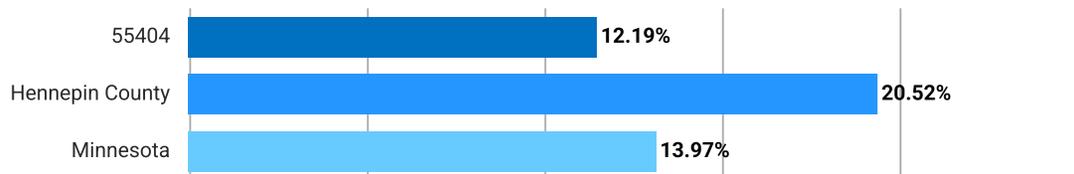
## Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



## Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



# Economy

## Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024



# Minneapolis, MN 55404

## Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

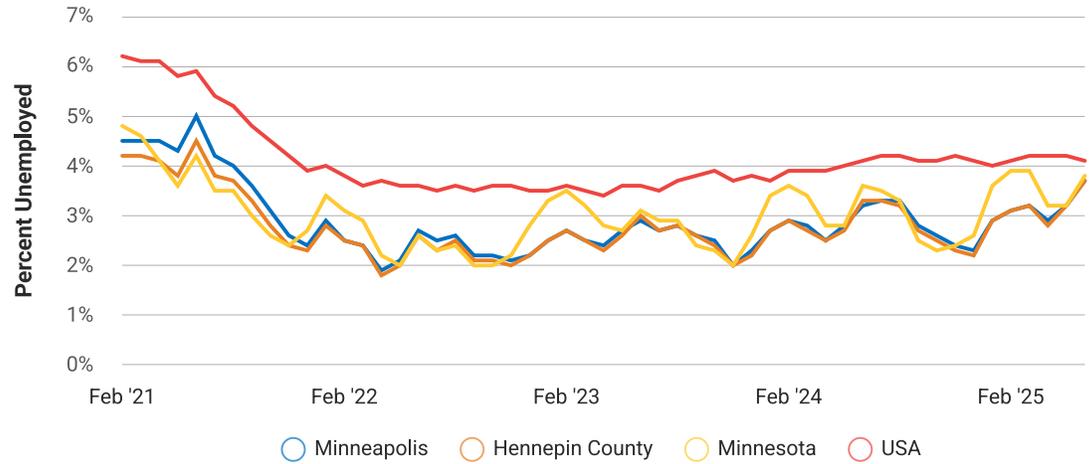


## Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly



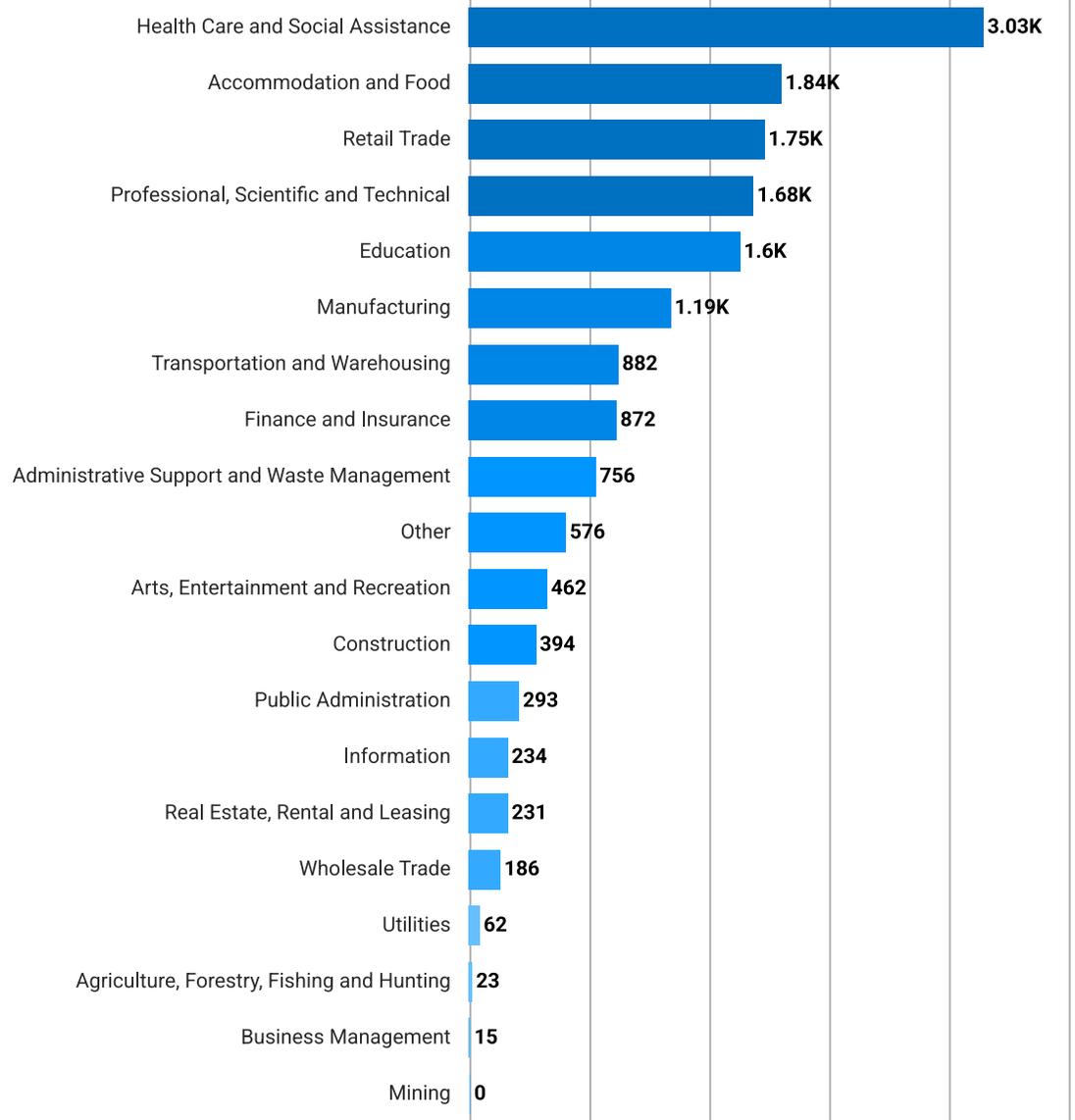
# Minneapolis, MN 55404

## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



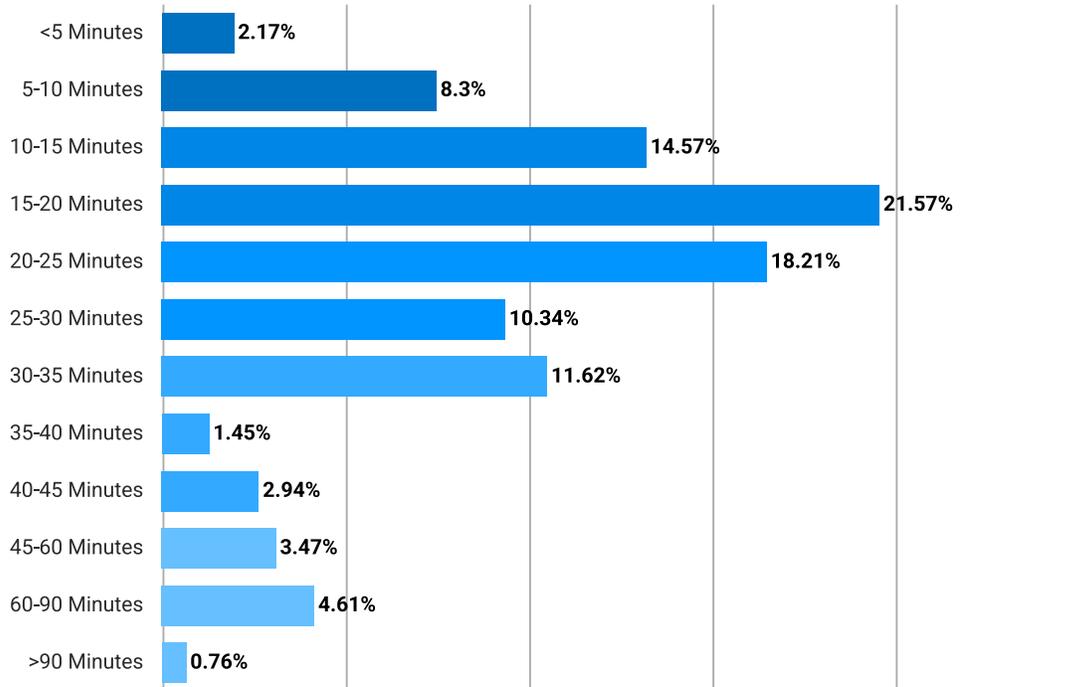
## Commute to Work

### Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

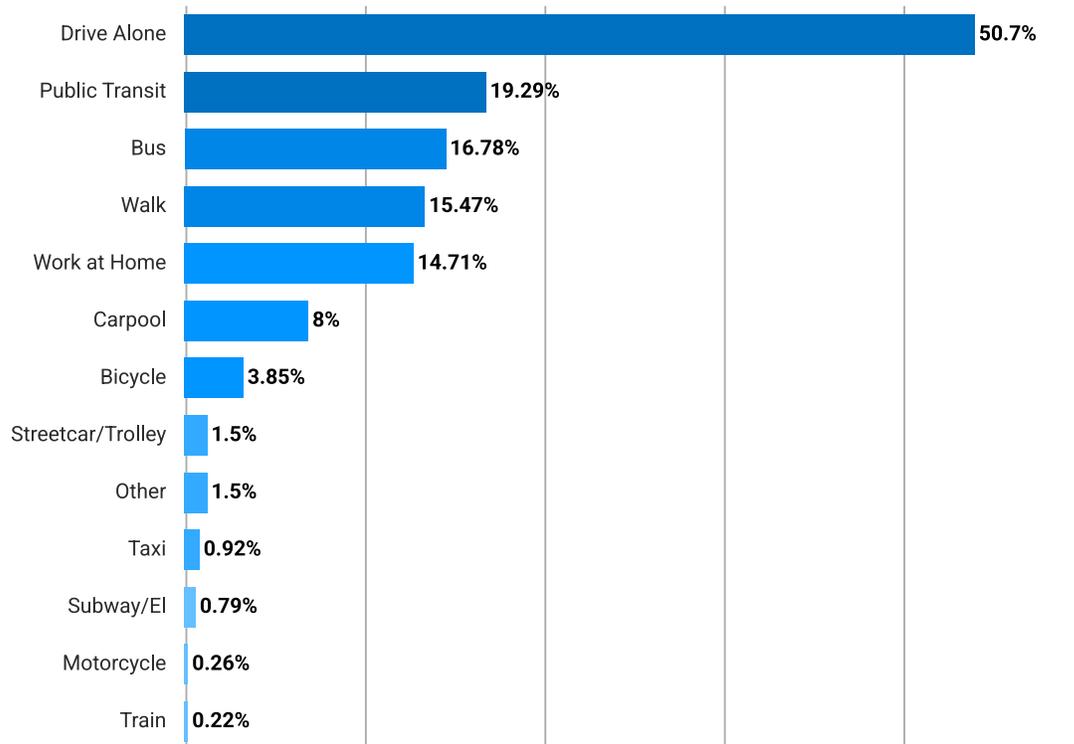


### How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



## Home Values

### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

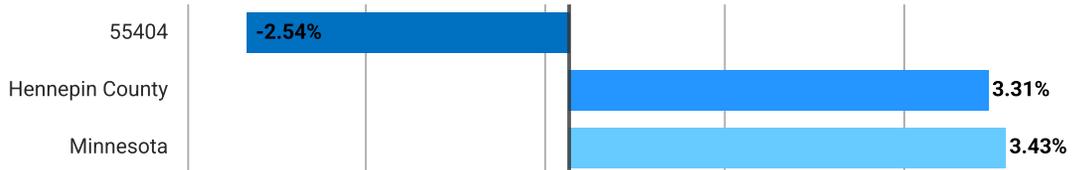


Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

### 12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.



Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

### Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.



Source: Listing data

Update Frequency: Monthly

### 12 mo. Change in Median Listing Price

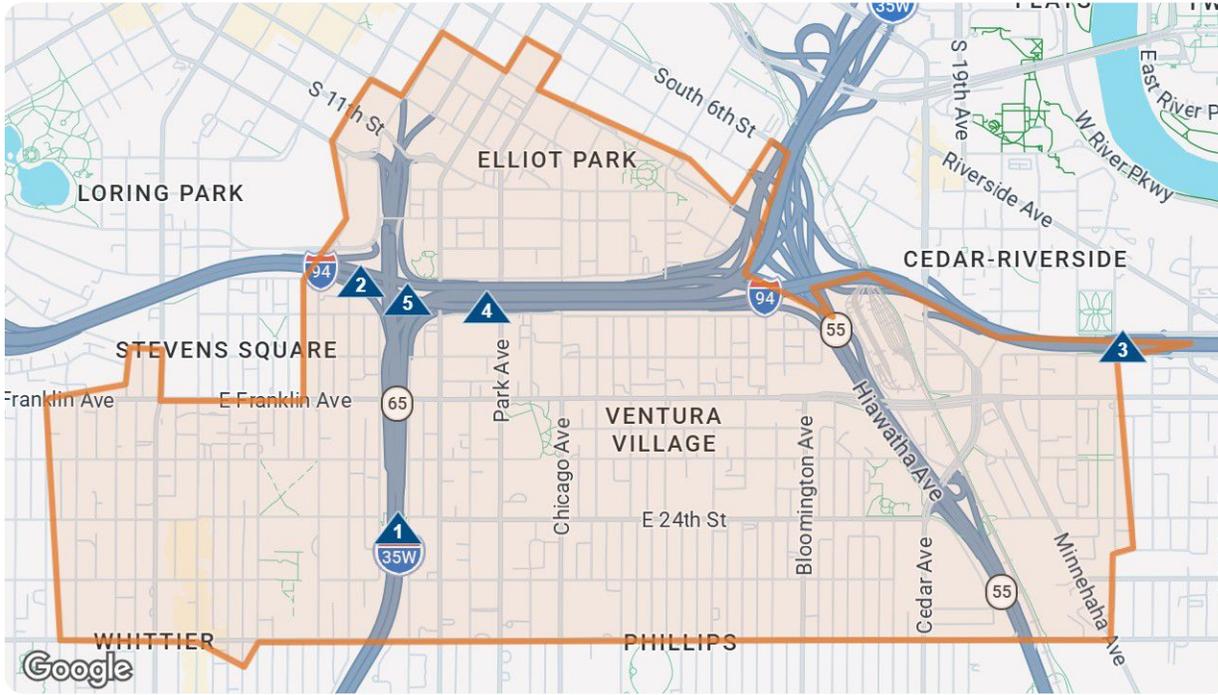
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.



Source: Listing data

Update Frequency: Monthly

## Traffic Counts



### Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

### Traffic Counts by Highest Traffic Count

#### ▲ 1 188,035

I- 35  
2025 Est. daily traffic counts  
Cross: E 26th St  
Cross Dir: S  
Distance: 0.24 miles  
Historical counts  
Year ▲ Count Type  
2017 ▲ 183,000 AADT

#### ▲ 2 173,465

I- 94  
2025 Est. daily traffic counts  
Cross: 3rd Ave S  
Cross Dir: W  
Distance: 0.09 miles  
Historical counts  
Year ▲ Count Type  
2017 ▲ 174,000 AADT  
2010 ▲ 143,000 AADT  
2008 ▲ 146,000 AADT  
2006 ▲ 156,000 AADT  
2003 ▲ 208,000 AADT

#### ▲ 3 167,258

I- 94  
2025 Est. daily traffic counts  
Cross: 25th Ave S  
Cross Dir: E  
Distance: 0.14 miles  
Historical counts  
Year ▲ Count Type  
2017 ▲ 162,000 AADT  
2016 ▲ 163,000 AADT  
2010 ▲ 157,000 AADT  
2008 ▲ 156,000 AADT  
2006 ▲ 161,000 AADT

#### ▲ 4 151,103

2025 Est. daily traffic counts  
Cross: -  
Cross Dir: -  
Distance: -  
Historical counts  
Year ▲ Count Type  
2021 ▲ 146,583 AADT

#### ▲ 5 148,479

I- 94  
2025 Est. daily traffic counts  
Cross: I- 35 W  
Cross Dir: SE  
Distance: 0.03 miles  
Historical counts  
Year ▲ Count Type  
2018 ▲ 145,000 AADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

## About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

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