

Diffley Marketplace
 Lat.: 44.804171 Long.: -93.138154
 Ring: 1 mile radius

IRC Demographics
 Latitude: 44.80417
 Longitude: -93.13815

Summary	Census 2010	2018	2023
Population	8,523	8,680	8,842
Households	2,851	2,918	2,979
Families	2,401	2,439	2,483
Average Household Size	2.99	2.97	2.97
Owner Occupied Housing Units	2,626	2,694	2,774
Renter Occupied Housing Units	225	224	205
Median Age	38.1	39.1	41.2
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.37%	0.84%	0.83%
Households	0.41%	0.80%	0.79%
Families	0.36%	0.71%	0.71%
Owner HHs	0.59%	1.20%	1.16%
Median Household Income	0.78%	2.83%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	32	1.1%	28	0.9%
\$15,000 - \$24,999	37	1.3%	34	1.1%
\$25,000 - \$34,999	33	1.1%	31	1.0%
\$35,000 - \$49,999	147	5.0%	139	4.7%
\$50,000 - \$74,999	270	9.3%	250	8.4%
\$75,000 - \$99,999	412	14.1%	384	12.9%
\$100,000 - \$149,999	859	29.4%	888	29.8%
\$150,000 - \$199,999	507	17.4%	531	17.8%
\$200,000+	623	21.4%	696	23.4%
Median Household Income	\$124,823		\$129,770	
Average Household Income	\$158,803		\$173,465	
Per Capita Income	\$52,869		\$57,832	

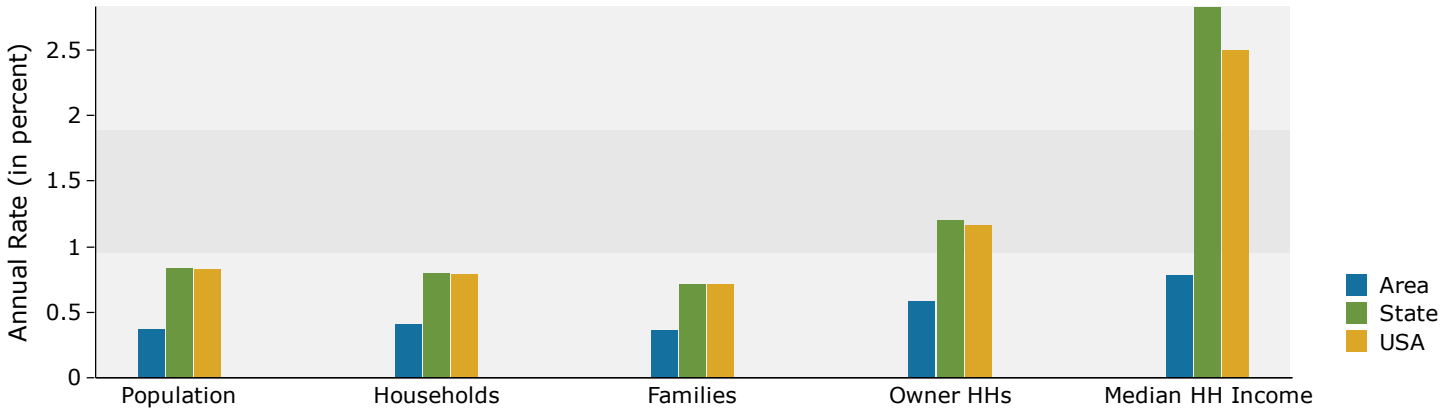
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	494	5.8%	464	5.3%	470	5.3%
5 - 9	619	7.3%	559	6.4%	536	6.1%
10 - 14	842	9.9%	684	7.9%	643	7.3%
15 - 19	837	9.8%	630	7.3%	605	6.8%
20 - 24	399	4.7%	451	5.2%	320	3.6%
25 - 34	767	9.0%	1,076	12.4%	935	10.6%
35 - 44	1,224	14.4%	1,132	13.0%	1,431	16.2%
45 - 54	2,034	23.9%	1,418	16.3%	1,264	14.3%
55 - 64	1,022	12.0%	1,526	17.6%	1,449	16.4%
65 - 74	221	2.6%	599	6.9%	923	10.4%
75 - 84	51	0.6%	120	1.4%	235	2.7%
85+	14	0.2%	22	0.3%	31	0.4%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,431	87.2%	7,294	84.0%	7,165	81.1%
Black Alone	226	2.7%	347	4.0%	472	5.3%
American Indian Alone	21	0.2%	24	0.3%	26	0.3%
Asian Alone	531	6.2%	622	7.2%	705	8.0%
Pacific Islander Alone	6	0.1%	5	0.1%	4	0.0%
Some Other Race Alone	122	1.4%	154	1.8%	189	2.1%
Two or More Races	184	2.2%	234	2.7%	279	3.2%
Hispanic Origin (Any Race)	315	3.7%	404	4.7%	501	5.7%

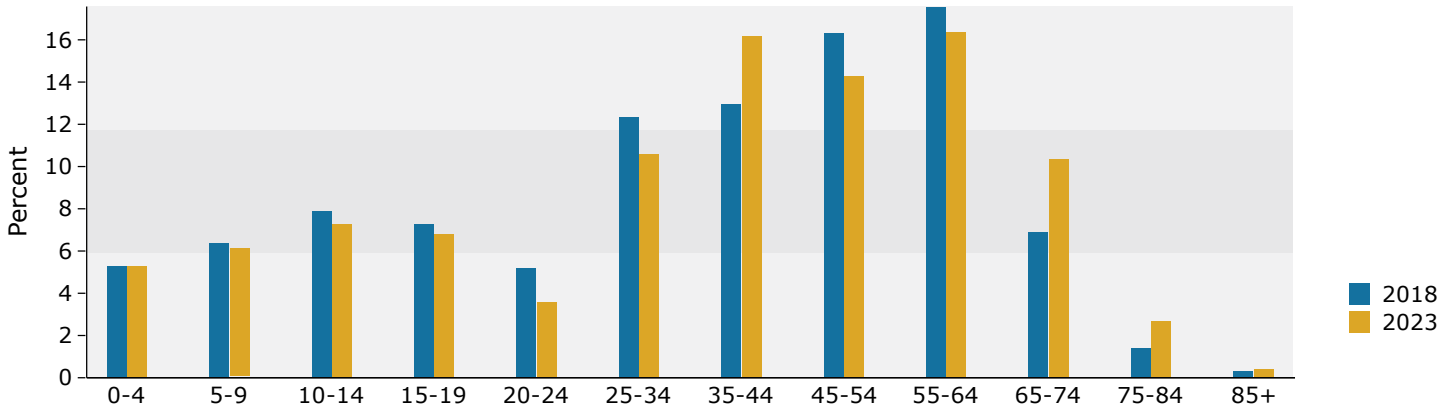
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

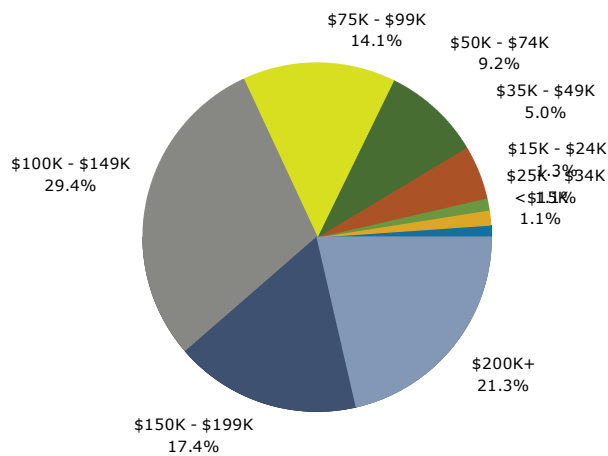
Trends 2018-2023



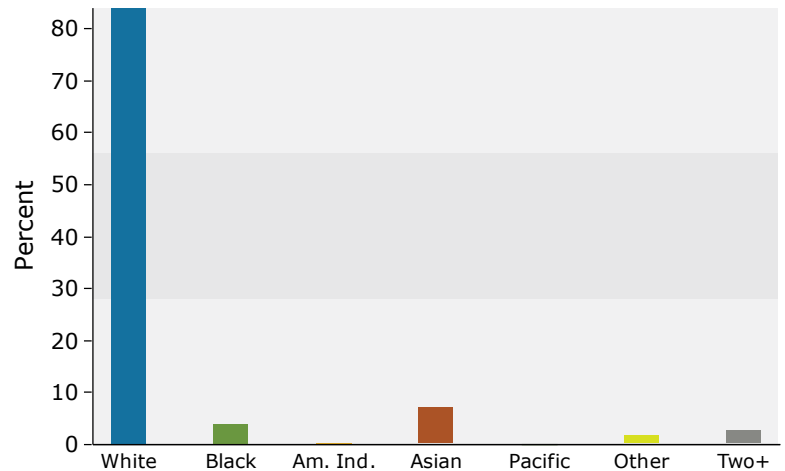
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 4.7%

Diffley Marketplace
 Lat.: 44.804171 Long.: -93.138154
 Ring: 3 mile radius

IRC Demographics
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Summary	Census 2010	2018	2023
Population	50,005	52,823	54,897
Households	18,344	19,510	20,337
Families	13,564	14,215	14,718
Average Household Size	2.72	2.70	2.69
Owner Occupied Housing Units	14,906	15,830	16,600
Renter Occupied Housing Units	3,438	3,680	3,737
Median Age	38.1	39.4	40.9
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.77%	0.84%	0.83%
Households	0.83%	0.80%	0.79%
Families	0.70%	0.71%	0.71%
Owner HHs	0.95%	1.20%	1.16%
Median Household Income	1.13%	2.83%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	594	3.0%	503	2.5%
\$15,000 - \$24,999	607	3.1%	528	2.6%
\$25,000 - \$34,999	647	3.3%	581	2.9%
\$35,000 - \$49,999	1,543	7.9%	1,439	7.1%
\$50,000 - \$74,999	2,875	14.7%	2,773	13.6%
\$75,000 - \$99,999	2,520	12.9%	2,476	12.2%
\$100,000 - \$149,999	4,601	23.6%	5,083	25.0%
\$150,000 - \$199,999	2,809	14.4%	3,111	15.3%
\$200,000+	3,313	17.0%	3,842	18.9%
Median Household Income	\$107,088		\$113,272	
Average Household Income	\$136,306		\$151,203	
Per Capita Income	\$50,383		\$56,049	

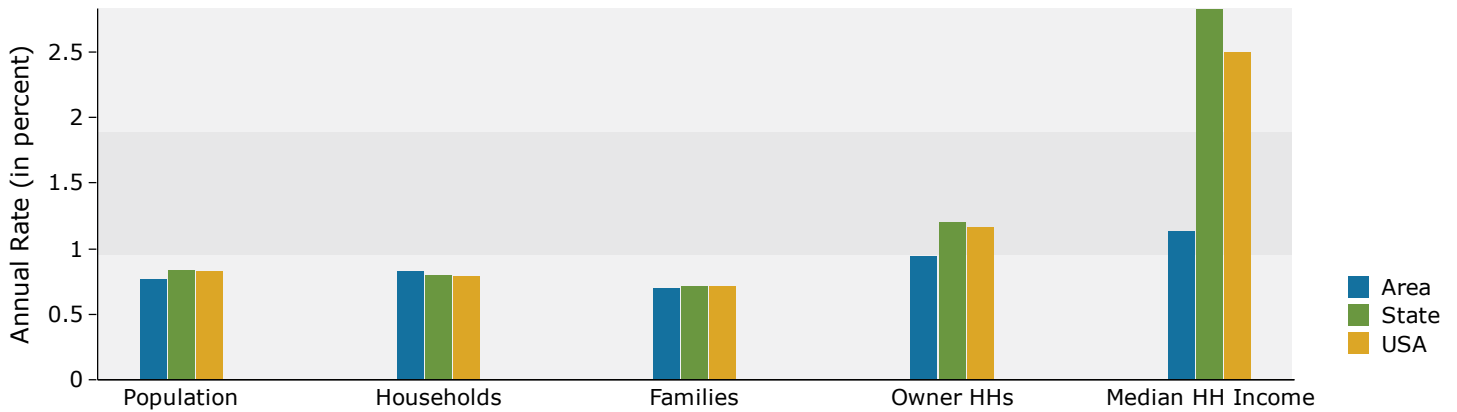
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,049	6.1%	2,911	5.5%	3,003	5.5%
5 - 9	3,614	7.2%	3,280	6.2%	3,186	5.8%
10 - 14	4,316	8.6%	3,884	7.4%	3,663	6.7%
15 - 19	4,022	8.0%	3,702	7.0%	3,582	6.5%
20 - 24	2,464	4.9%	2,927	5.5%	2,553	4.7%
25 - 34	5,569	11.1%	6,756	12.8%	6,830	12.4%
35 - 44	7,146	14.3%	6,656	12.6%	7,640	13.9%
45 - 54	10,392	20.8%	8,265	15.6%	7,579	13.8%
55 - 64	6,112	12.2%	8,500	16.1%	8,396	15.3%
65 - 74	2,128	4.3%	4,176	7.9%	5,790	10.5%
75 - 84	895	1.8%	1,361	2.6%	2,168	3.9%
85+	298	0.6%	406	0.8%	506	0.9%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	42,188	84.4%	42,513	80.5%	42,252	77.0%
Black Alone	1,958	3.9%	3,055	5.8%	4,161	7.6%
American Indian Alone	150	0.3%	173	0.3%	189	0.3%
Asian Alone	3,735	7.5%	4,505	8.5%	5,163	9.4%
Pacific Islander Alone	14	0.0%	13	0.0%	12	0.0%
Some Other Race Alone	707	1.4%	922	1.7%	1,138	2.1%
Two or More Races	1,253	2.5%	1,641	3.1%	1,983	3.6%
Hispanic Origin (Any Race)	1,923	3.8%	2,523	4.8%	3,146	5.7%

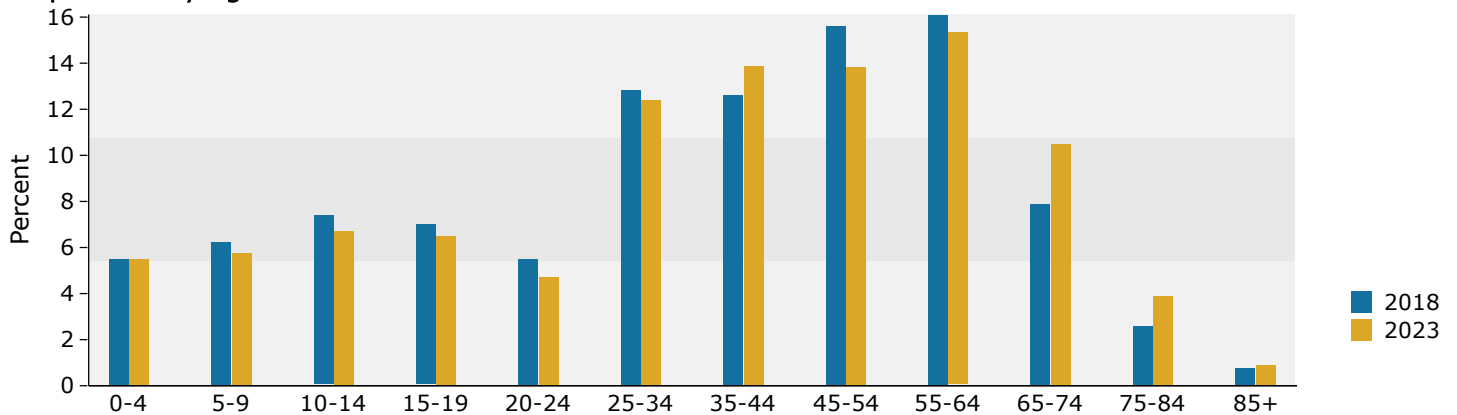
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

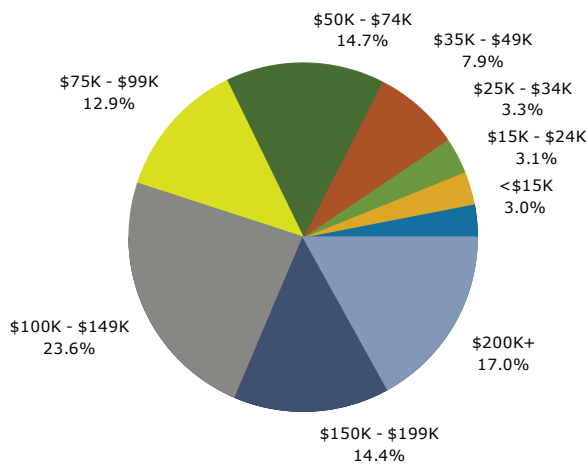
Trends 2018-2023



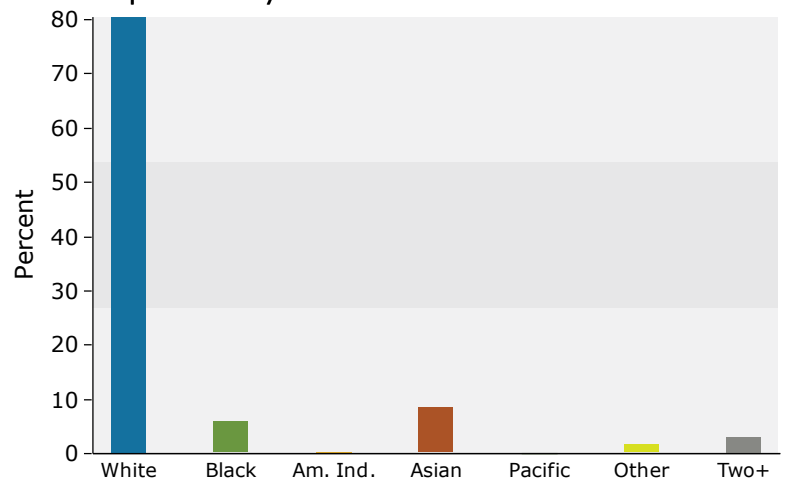
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 4.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

Demographic and Income Profile

Diffley Marketplace
 Lat.: 44.804171 Long.: -93.138154
 Ring: 5 mile radius

IRC Demographics
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Summary	Census 2010	2018	2023
Population	118,299	125,742	130,861
Households	45,200	48,107	50,100
Families	31,719	33,313	34,497
Average Household Size	2.61	2.61	2.60
Owner Occupied Housing Units	35,449	37,666	39,724
Renter Occupied Housing Units	9,751	10,442	10,376
Median Age	37.4	38.7	39.8
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.80%	0.84%	0.83%
Households	0.82%	0.80%	0.79%
Families	0.70%	0.71%	0.71%
Owner HHs	1.07%	1.20%	1.16%
Median Household Income	1.91%	2.83%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	1,889	3.9%	1,603	3.2%
\$15,000 - \$24,999	2,122	4.4%	1,833	3.7%
\$25,000 - \$34,999	2,507	5.2%	2,238	4.5%
\$35,000 - \$49,999	4,664	9.7%	4,363	8.7%
\$50,000 - \$74,999	7,687	16.0%	7,388	14.7%
\$75,000 - \$99,999	6,596	13.7%	6,602	13.2%
\$100,000 - \$149,999	10,453	21.7%	11,871	23.7%
\$150,000 - \$199,999	6,000	12.5%	6,850	13.7%
\$200,000+	6,189	12.9%	7,352	14.7%
Median Household Income	\$93,422		\$102,707	
Average Household Income	\$120,159		\$134,998	
Per Capita Income	\$46,031		\$51,753	

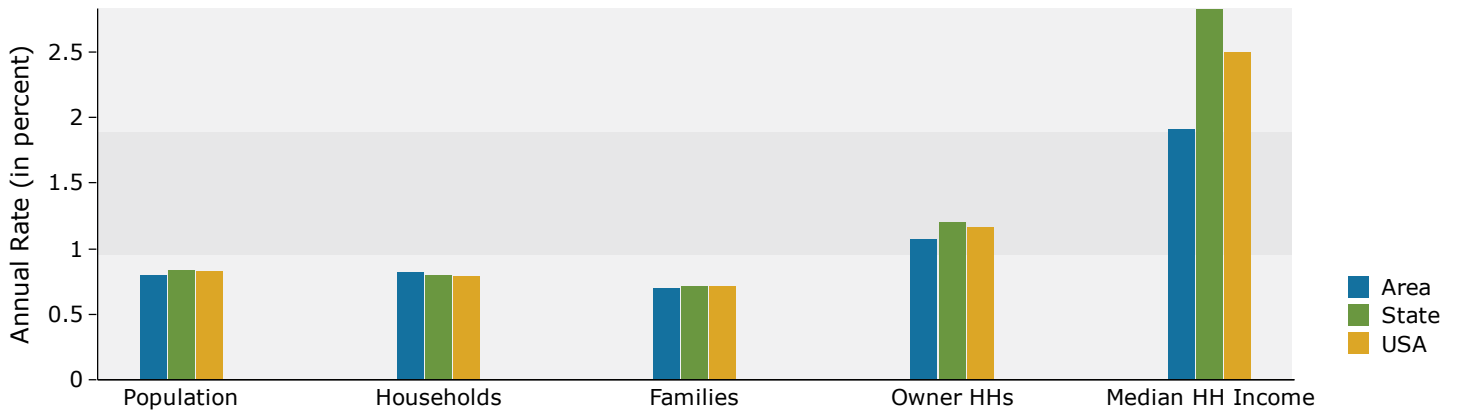
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,664	6.5%	7,363	5.9%	7,656	5.9%
5 - 9	8,437	7.1%	8,111	6.5%	8,007	6.1%
10 - 14	9,185	7.8%	8,960	7.1%	8,710	6.7%
15 - 19	8,586	7.3%	8,158	6.5%	8,180	6.3%
20 - 24	6,275	5.3%	7,082	5.6%	6,589	5.0%
25 - 34	15,358	13.0%	16,770	13.3%	17,238	13.2%
35 - 44	16,654	14.1%	16,788	13.4%	18,573	14.2%
45 - 54	21,767	18.4%	18,191	14.5%	17,065	13.0%
55 - 64	14,397	12.2%	18,617	14.8%	18,221	13.9%
65 - 74	6,051	5.1%	10,437	8.3%	13,449	10.3%
75 - 84	2,888	2.4%	3,921	3.1%	5,618	4.3%
85+	1,037	0.9%	1,343	1.1%	1,553	1.2%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	99,533	84.1%	100,883	80.2%	100,417	76.7%
Black Alone	5,383	4.6%	8,246	6.6%	11,054	8.4%
American Indian Alone	389	0.3%	449	0.4%	493	0.4%
Asian Alone	7,704	6.5%	9,340	7.4%	10,699	8.2%
Pacific Islander Alone	56	0.0%	52	0.0%	50	0.0%
Some Other Race Alone	1,968	1.7%	2,523	2.0%	3,050	2.3%
Two or More Races	3,267	2.8%	4,248	3.4%	5,097	3.9%
Hispanic Origin (Any Race)	5,130	4.3%	6,624	5.3%	8,133	6.2%

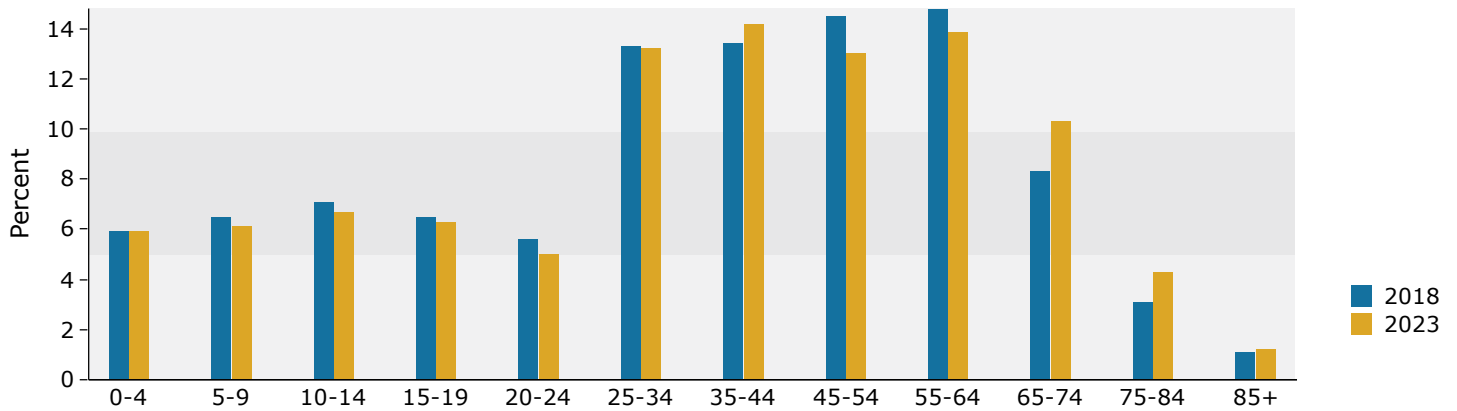
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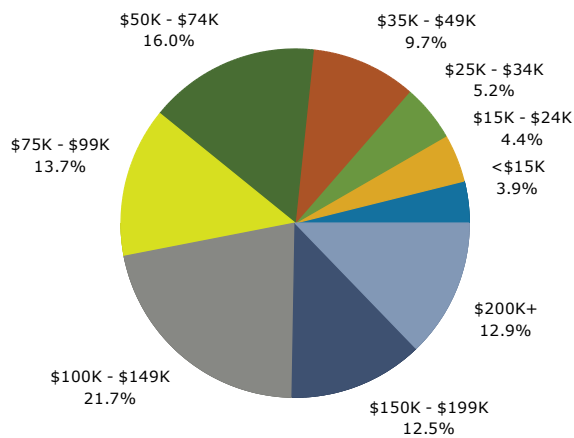
Trends 2018-2023



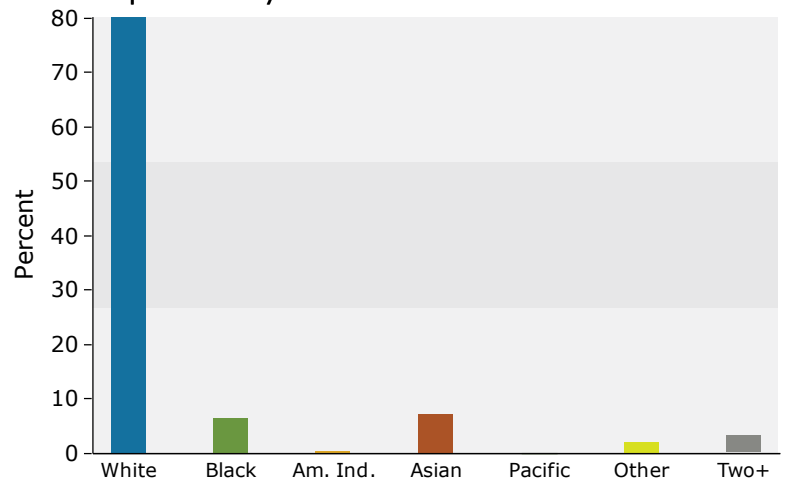
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 5.3%