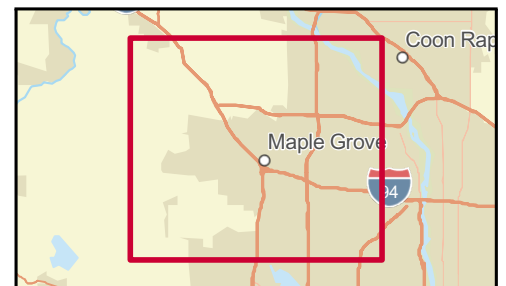
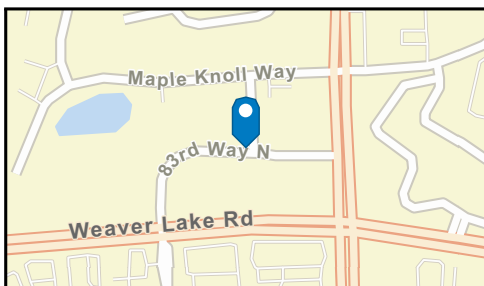
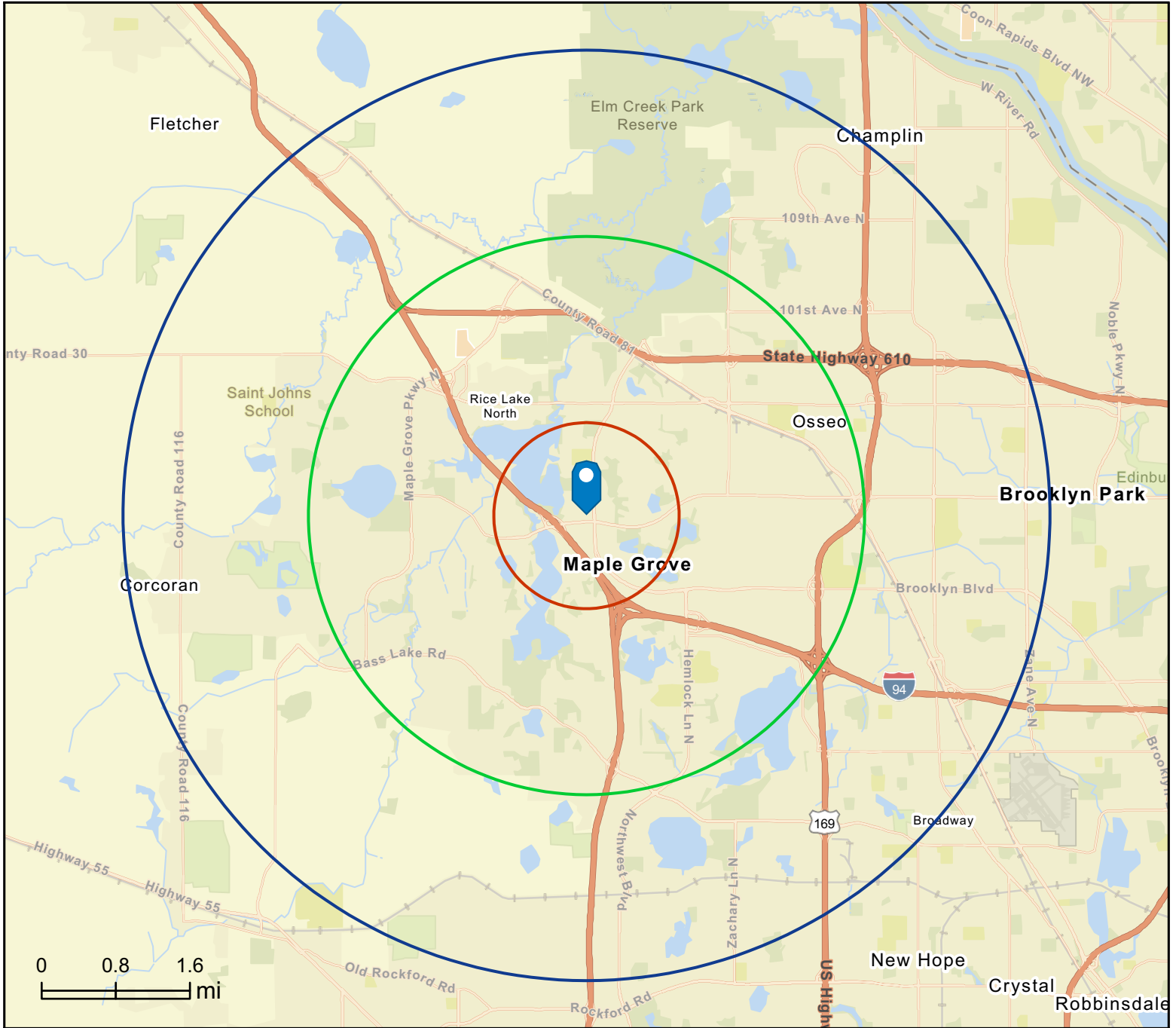




Site Map

Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Rings: 1, 3, 5 mile radii

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347





Executive Summary

Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Rings: 1, 3, 5 mile radii

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

	1 mile	3 miles	5 miles
Population			
2010 Population	7,114	50,844	126,036
2020 Population	8,078	57,711	151,033
2024 Population	8,043	58,589	157,129
2029 Population	7,889	59,441	159,791
2010-2020 Annual Rate	1.28%	1.27%	1.83%
2020-2024 Annual Rate	-0.10%	0.36%	0.94%
2024-2029 Annual Rate	-0.39%	0.29%	0.34%
2020 Male Population	47.8%	48.5%	48.6%
2020 Female Population	52.2%	51.5%	51.4%
2020 Median Age	40.5	40.0	38.3
2024 Male Population	48.6%	49.4%	49.5%
2024 Female Population	51.4%	50.6%	50.5%
2024 Median Age	41.3	40.4	39.0

In the identified area, the current year population is 157,129. In 2020, the Census count in the area was 151,033. The rate of change since 2020 was 0.94% annually. The five-year projection for the population in the area is 159,791 representing a change of 0.34% annually from 2024 to 2029. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 39.0, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	75.9%	76.9%	66.1%
2024 Black Alone	9.2%	7.2%	12.4%
2024 American Indian/Alaska Native Alone	0.4%	0.4%	0.4%
2024 Asian Alone	6.7%	7.3%	12.1%
2024 Pacific Islander Alone	0.0%	0.0%	0.0%
2024 Other Race	1.8%	1.6%	2.4%
2024 Two or More Races	6.0%	6.7%	6.5%
2024 Hispanic Origin (Any Race)	4.3%	4.0%	5.1%

Persons of Hispanic origin represent 5.1% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 57.3 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	129	145	144
2010 Households	2,973	19,406	47,206
2020 Households	3,411	22,693	56,074
2024 Households	3,429	23,267	58,401
2029 Households	3,411	23,922	60,012
2010-2020 Annual Rate	1.38%	1.58%	1.74%
2020-2024 Annual Rate	0.12%	0.59%	0.96%
2024-2029 Annual Rate	-0.11%	0.56%	0.55%
2024 Average Household Size	2.34	2.51	2.67

The household count in this area has changed from 56,074 in 2020 to 58,401 in the current year, a change of 0.96% annually. The five-year projection of households is 60,012, a change of 0.55% annually from the current year total. Average household size is currently 2.67, compared to 2.67 in the year 2020. The number of families in the current year is 41,421 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.



Executive Summary

Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Rings: 1, 3, 5 mile radii

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

	1 mile	3 miles	5 miles
Mortgage Income			
2024 Percent of Income for Mortgage	20.8%	22.0%	23.2%
Median Household Income			
2024 Median Household Income	\$115,969	\$121,828	\$118,587
2029 Median Household Income	\$135,238	\$140,755	\$139,938
2024-2029 Annual Rate	3.12%	2.93%	3.37%
Average Household Income			
2024 Average Household Income	\$144,192	\$157,172	\$156,872
2029 Average Household Income	\$166,710	\$179,553	\$180,797
2024-2029 Annual Rate	2.94%	2.70%	2.88%
Per Capita Income			
2024 Per Capita Income	\$62,732	\$61,738	\$58,247
2029 Per Capita Income	\$73,695	\$71,487	\$67,808
2024-2029 Annual Rate	3.27%	2.98%	3.09%
GINI Index			
2024 Gini Index	33.0	31.9	33.7
Households by Income			
Current median household income is \$118,587 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$139,938 in five years, compared to \$91,442 all U.S. households.			
Current average household income is \$156,872 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$180,797 in five years, compared to \$130,581 for all U.S. households.			
Current per capita income is \$58,247 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$67,808 in five years, compared to \$51,203 for all U.S. households.			
Housing			
2024 Housing Affordability Index	114	108	102
2010 Total Housing Units	3,068	20,072	49,714
2010 Owner Occupied Housing Units	2,352	16,181	37,484
2010 Renter Occupied Housing Units	621	3,226	9,722
2010 Vacant Housing Units	95	666	2,508
2020 Total Housing Units	3,493	23,394	57,966
2020 Owner Occupied Housing Units	2,440	17,558	42,323
2020 Renter Occupied Housing Units	971	5,135	13,751
2020 Vacant Housing Units	102	716	1,868
2024 Total Housing Units	3,498	24,206	60,465
2024 Owner Occupied Housing Units	2,368	17,506	43,713
2024 Renter Occupied Housing Units	1,061	5,761	14,688
2024 Vacant Housing Units	69	939	2,064
2029 Total Housing Units	3,527	24,969	62,345
2029 Owner Occupied Housing Units	2,356	17,747	44,735
2029 Renter Occupied Housing Units	1,055	6,175	15,277
2029 Vacant Housing Units	116	1,047	2,333
Socioeconomic Status Index			
2024 Socioeconomic Status Index	63.6	62.5	56.9

Currently, 72.3% of the 60,465 housing units in the area are owner occupied; 24.3%, renter occupied; and 3.4% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 57,966 housing units in the area and 3.2% vacant housing units. The annual rate of change in housing units since 2020 is 1.00%. Median home value in the area is \$438,607, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 1.90% annually to \$481,809.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.



Demographic and Income Profile

Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Ring: 1 mile radius

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

Summary	Census 2010	Census 2020	2024	2029
Population	7,114	8,078	8,043	7,889
Households	2,973	3,411	3,429	3,411
Families	1,963	2,204	2,154	2,133
Average Household Size	2.39	2.36	2.34	2.31
Owner Occupied Housing Units	2,352	2,440	2,368	2,356
Renter Occupied Housing Units	621	971	1,061	1,055
Median Age	38.6	40.5	41.3	43.0

Trends: 2024-2029 Annual Rate	Area	State	National
Population	-0.39%	0.40%	0.38%
Households	-0.11%	0.52%	0.64%
Families	-0.20%	0.46%	0.56%
Owner HHs	-0.10%	0.64%	0.97%
Median Household Income	3.12%	2.96%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	111	3.2%	97	2.8%
\$15,000 - \$24,999	134	3.9%	90	2.6%
\$25,000 - \$34,999	136	4.0%	103	3.0%
\$35,000 - \$49,999	240	7.0%	184	5.4%
\$50,000 - \$74,999	393	11.5%	286	8.4%
\$75,000 - \$99,999	362	10.6%	299	8.8%
\$100,000 - \$149,999	796	23.2%	824	24.2%
\$150,000 - \$199,999	618	18.0%	772	22.6%
\$200,000+	636	18.6%	755	22.1%

Median Household Income	\$115,969	\$135,238
Average Household Income	\$144,192	\$166,710
Per Capita Income	\$62,732	\$73,695

Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	440	6.2%	483	6.0%	448	5.6%	418	5.3%
5 - 9	419	5.9%	480	5.9%	504	6.3%	434	5.5%
10 - 14	406	5.7%	488	6.0%	443	5.5%	469	5.9%
15 - 19	450	6.3%	409	5.1%	412	5.1%	380	4.8%
20 - 24	400	5.6%	378	4.7%	372	4.6%	364	4.6%
25 - 34	1,120	15.7%	1,174	14.5%	1,059	13.2%	875	11.1%
35 - 44	920	12.9%	1,074	13.3%	1,201	14.9%	1,251	15.9%
45 - 54	1,260	17.7%	975	12.1%	932	11.6%	965	12.2%
55 - 64	988	13.9%	1,206	14.9%	1,011	12.6%	877	11.1%
65 - 74	401	5.6%	887	11.0%	990	12.3%	988	12.5%
75 - 84	240	3.4%	367	4.5%	469	5.8%	621	7.9%
85+	69	1.0%	156	1.9%	203	2.5%	248	3.1%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	6,152	86.5%	6,253	77.4%	6,101	75.9%	5,834	74.0%
Black Alone	352	4.9%	680	8.4%	741	9.2%	768	9.7%
American Indian Alone	33	0.5%	30	0.4%	32	0.4%	32	0.4%
Asian Alone	344	4.8%	511	6.3%	537	6.7%	582	7.4%
Pacific Islander Alone	3	0.0%	1	0.0%	1	0.0%	2	0.0%
Some Other Race Alone	65	0.9%	140	1.7%	148	1.8%	160	2.0%
Two or More Races	166	2.3%	463	5.7%	482	6.0%	511	6.5%
Hispanic Origin (Any Race)	214	3.0%	326	4.0%	345	4.3%	372	4.7%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

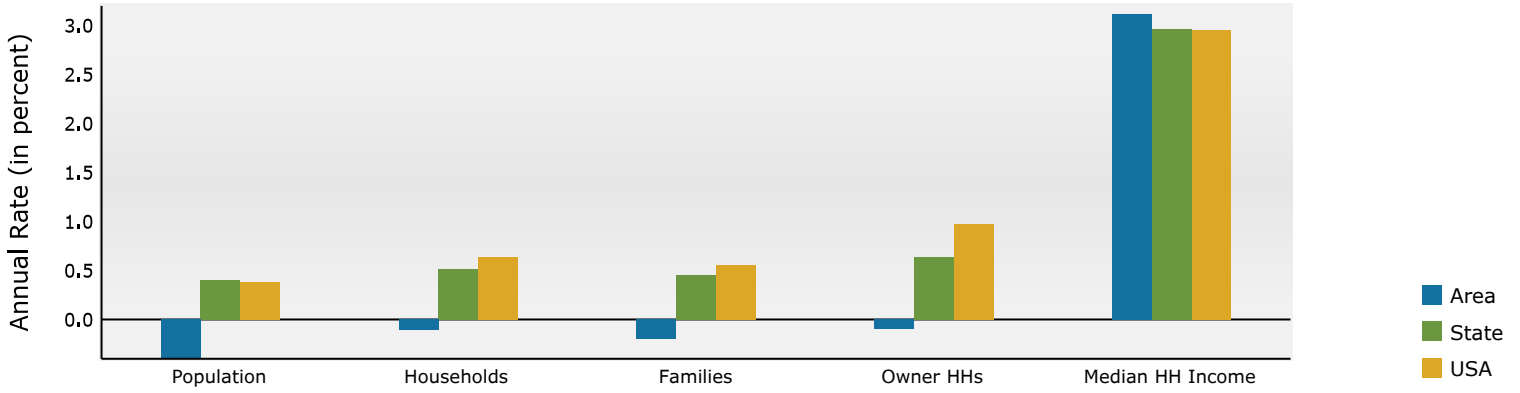


Demographic and Income Profile

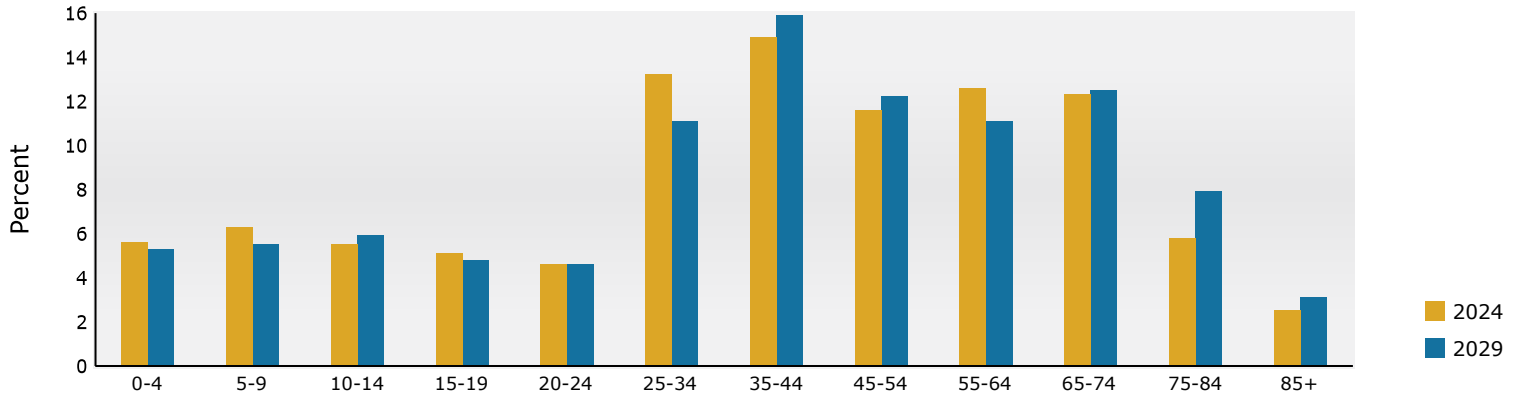
Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Ring: 1 mile radius

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

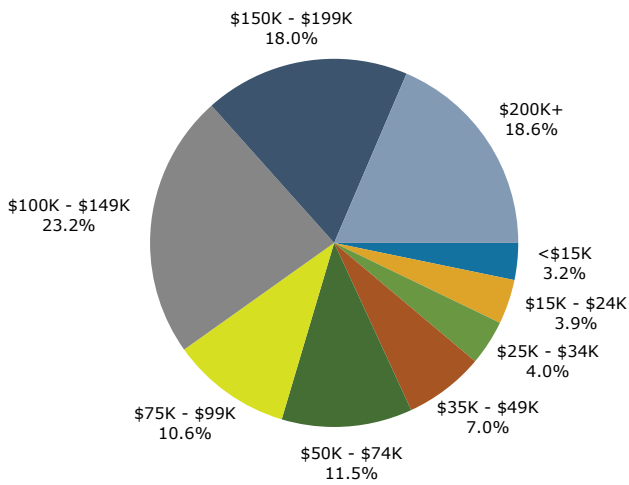
Trends 2024-2029



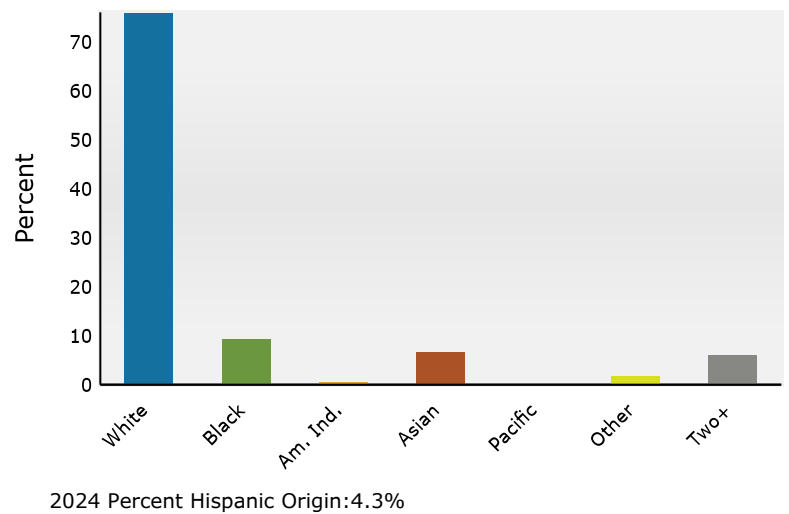
Population by Age



2024 Household Income



2024 Population by Race



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



Demographic and Income Profile

Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Ring: 3 mile radius

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

Summary	Census 2010	Census 2020	2024	2029
Population	50,844	57,711	58,589	59,441
Households	19,406	22,693	23,267	23,922
Families	14,307	16,085	16,220	16,630
Average Household Size	2.62	2.53	2.51	2.48
Owner Occupied Housing Units	16,181	17,558	17,506	17,747
Renter Occupied Housing Units	3,226	5,135	5,761	6,175
Median Age	38.4	40.0	40.4	41.7

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.29%	0.40%	0.38%
Households	0.56%	0.52%	0.64%
Families	0.50%	0.46%	0.56%
Owner HHs	0.27%	0.64%	0.97%
Median Household Income	2.93%	2.96%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	750	3.2%	655	2.7%
\$15,000 - \$24,999	695	3.0%	482	2.0%
\$25,000 - \$34,999	700	3.0%	534	2.2%
\$35,000 - \$49,999	1,448	6.2%	1,116	4.7%
\$50,000 - \$74,999	2,552	11.0%	2,180	9.1%
\$75,000 - \$99,999	2,620	11.3%	2,365	9.9%
\$100,000 - \$149,999	5,275	22.7%	5,332	22.3%
\$150,000 - \$199,999	3,987	17.1%	4,886	20.4%
\$200,000+	5,235	22.5%	6,366	26.6%

Median Household Income	\$121,828	\$140,755
Average Household Income	\$157,172	\$179,553
Per Capita Income	\$61,738	\$71,487

Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,353	6.6%	3,603	6.2%	3,552	6.1%	3,461	5.8%
5 - 9	3,638	7.2%	3,726	6.5%	4,084	7.0%	3,784	6.4%
10 - 14	3,753	7.4%	3,788	6.6%	3,673	6.3%	4,077	6.9%
15 - 19	3,487	6.9%	3,526	6.1%	3,384	5.8%	3,292	5.5%
20 - 24	2,374	4.7%	2,807	4.9%	2,862	4.9%	2,720	4.6%
25 - 34	6,454	12.7%	7,268	12.6%	6,848	11.7%	6,421	10.8%
35 - 44	7,467	14.7%	7,993	13.9%	8,864	15.1%	8,972	15.1%
45 - 54	9,408	18.5%	7,500	13.0%	7,486	12.8%	7,970	13.4%
55 - 64	6,648	13.1%	8,670	15.0%	7,605	13.0%	6,763	11.4%
65 - 74	2,585	5.1%	5,685	9.9%	6,379	10.9%	6,959	11.7%
75 - 84	1,210	2.4%	2,323	4.0%	2,895	4.9%	3,810	6.4%
85+	465	0.9%	822	1.4%	958	1.6%	1,211	2.0%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	44,069	86.7%	45,173	78.3%	45,029	76.9%	44,625	75.1%
Black Alone	2,220	4.4%	3,912	6.8%	4,216	7.2%	4,463	7.5%
American Indian Alone	163	0.3%	199	0.3%	217	0.4%	224	0.4%
Asian Alone	2,778	5.5%	3,909	6.8%	4,254	7.3%	4,761	8.0%
Pacific Islander Alone	19	0.0%	15	0.0%	15	0.0%	18	0.0%
Some Other Race Alone	443	0.9%	887	1.5%	957	1.6%	1,059	1.8%
Two or More Races	1,152	2.3%	3,617	6.3%	3,902	6.7%	4,291	7.2%
Hispanic Origin (Any Race)	1,402	2.8%	2,143	3.7%	2,332	4.0%	2,592	4.4%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

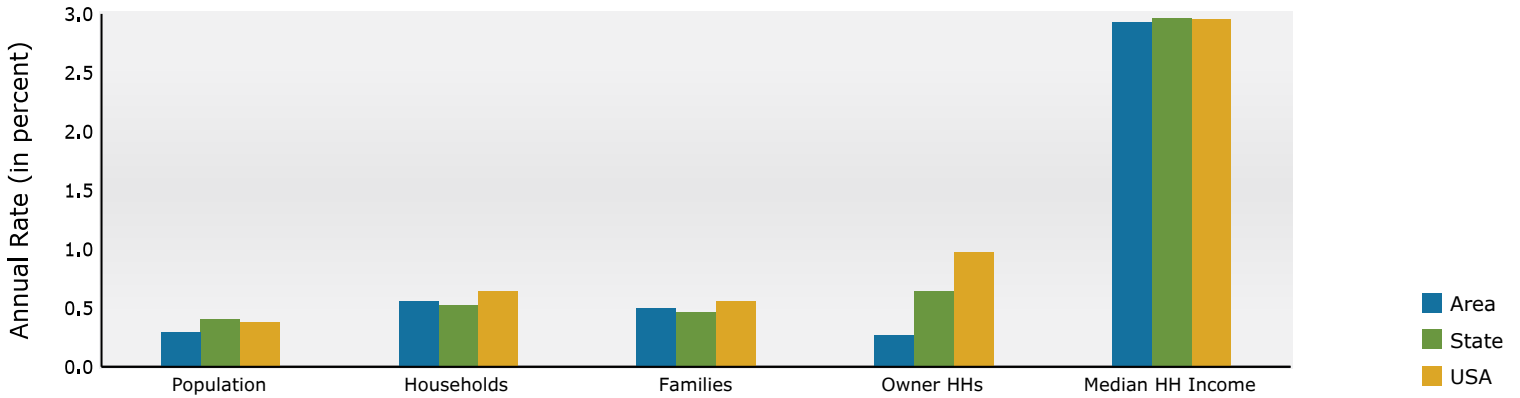


Demographic and Income Profile

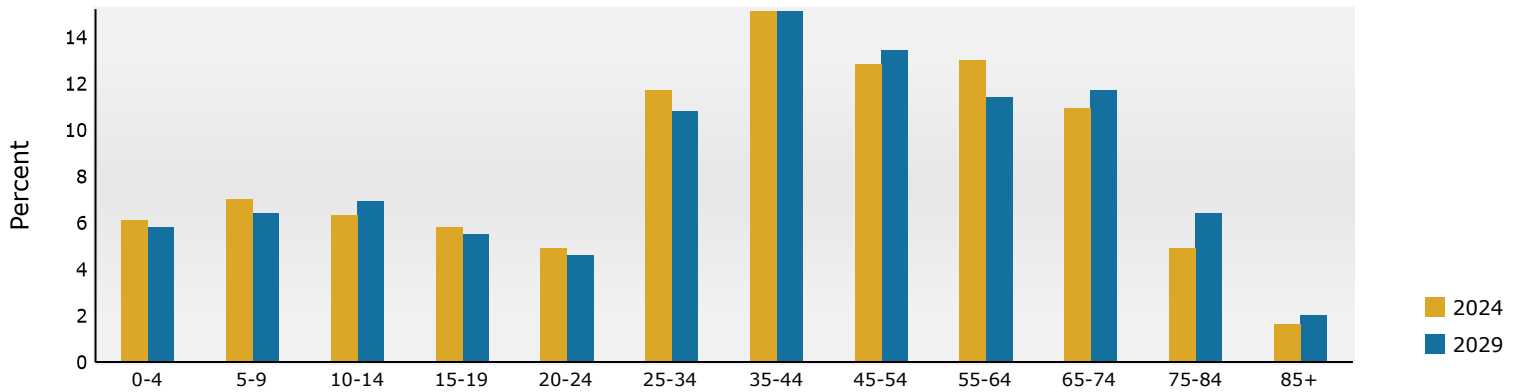
Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Ring: 3 mile radius

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

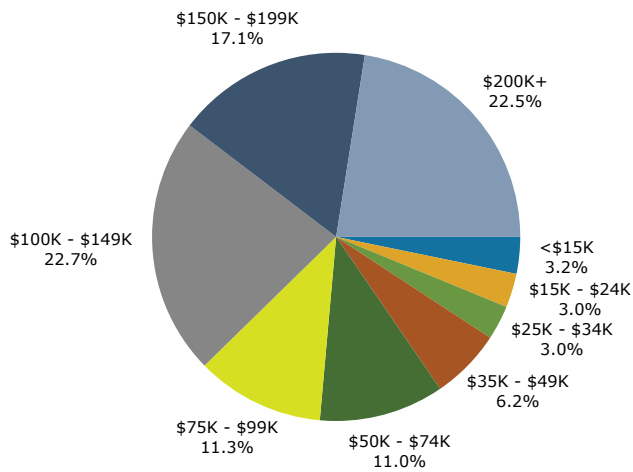
Trends 2024-2029



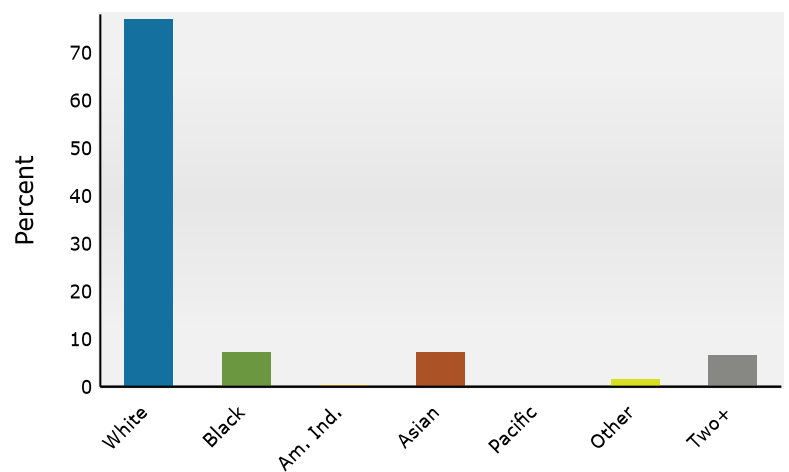
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 4.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



Demographic and Income Profile

Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Ring: 5 mile radius

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

Summary	Census 2010	Census 2020	2024	2029
Population	126,036	151,033	157,129	159,791
Households	47,206	56,074	58,401	60,012
Families	33,873	39,994	41,421	42,611
Average Household Size	2.65	2.67	2.67	2.64
Owner Occupied Housing Units	37,484	42,323	43,713	44,735
Renter Occupied Housing Units	9,722	13,751	14,688	15,277
Median Age	36.8	38.3	39.0	40.2

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.34%	0.40%	0.38%
Households	0.55%	0.52%	0.64%
Families	0.57%	0.46%	0.56%
Owner HHs	0.46%	0.64%	0.97%
Median Household Income	3.37%	2.96%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	2,511	4.3%	2,186	3.6%
\$15,000 - \$24,999	1,723	3.0%	1,247	2.1%
\$25,000 - \$34,999	2,113	3.6%	1,650	2.7%
\$35,000 - \$49,999	3,861	6.6%	3,042	5.1%
\$50,000 - \$74,999	7,023	12.0%	6,100	10.2%
\$75,000 - \$99,999	6,485	11.1%	5,868	9.8%
\$100,000 - \$149,999	11,643	19.9%	11,626	19.4%
\$150,000 - \$199,999	9,058	15.5%	11,100	18.5%
\$200,000+	13,975	23.9%	17,183	28.6%

Median Household Income	\$118,587	\$139,938
Average Household Income	\$156,872	\$180,797
Per Capita Income	\$58,247	\$67,808

Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,201	7.3%	10,031	6.6%	10,148	6.5%	10,017	6.3%
5 - 9	9,491	7.5%	10,829	7.2%	11,470	7.3%	10,769	6.7%
10 - 14	9,287	7.4%	11,104	7.4%	11,263	7.2%	11,706	7.3%
15 - 19	8,323	6.6%	9,820	6.5%	10,199	6.5%	9,965	6.2%
20 - 24	6,259	5.0%	7,353	4.9%	8,149	5.2%	7,963	5.0%
25 - 34	17,205	13.7%	18,916	12.5%	17,749	11.3%	17,208	10.8%
35 - 44	18,504	14.7%	22,101	14.6%	24,333	15.5%	24,399	15.3%
45 - 54	20,957	16.6%	19,468	12.9%	20,651	13.1%	22,030	13.8%
55 - 64	15,154	12.0%	19,992	13.2%	18,730	11.9%	17,350	10.9%
65 - 74	6,446	5.1%	13,409	8.9%	14,817	9.4%	16,102	10.1%
75 - 84	3,479	2.8%	5,737	3.8%	7,109	4.5%	9,219	5.8%
85+	1,731	1.4%	2,272	1.5%	2,512	1.6%	3,064	1.9%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	98,081	77.8%	101,439	67.2%	103,869	66.1%	103,150	64.6%
Black Alone	11,892	9.4%	18,646	12.3%	19,508	12.4%	19,843	12.4%
American Indian Alone	421	0.3%	617	0.4%	647	0.4%	668	0.4%
Asian Alone	10,224	8.1%	17,357	11.5%	19,005	12.1%	20,799	13.0%
Pacific Islander Alone	63	0.0%	28	0.0%	27	0.0%	31	0.0%
Some Other Race Alone	2,103	1.7%	3,523	2.3%	3,829	2.4%	4,173	2.6%
Two or More Races	3,252	2.6%	9,423	6.2%	10,244	6.5%	11,128	7.0%
Hispanic Origin (Any Race)	4,990	4.0%	7,324	4.8%	7,958	5.1%	8,677	5.4%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

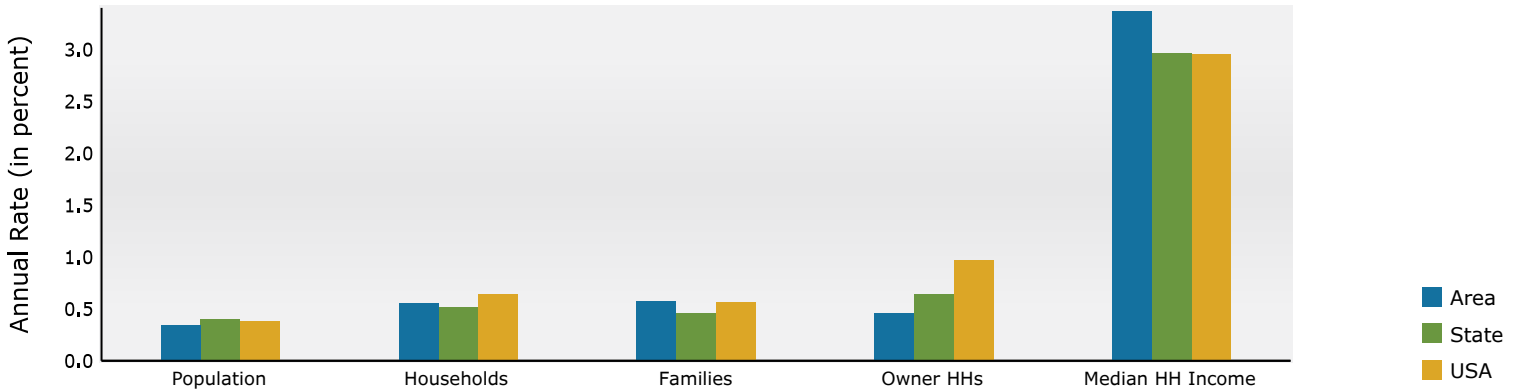


Demographic and Income Profile

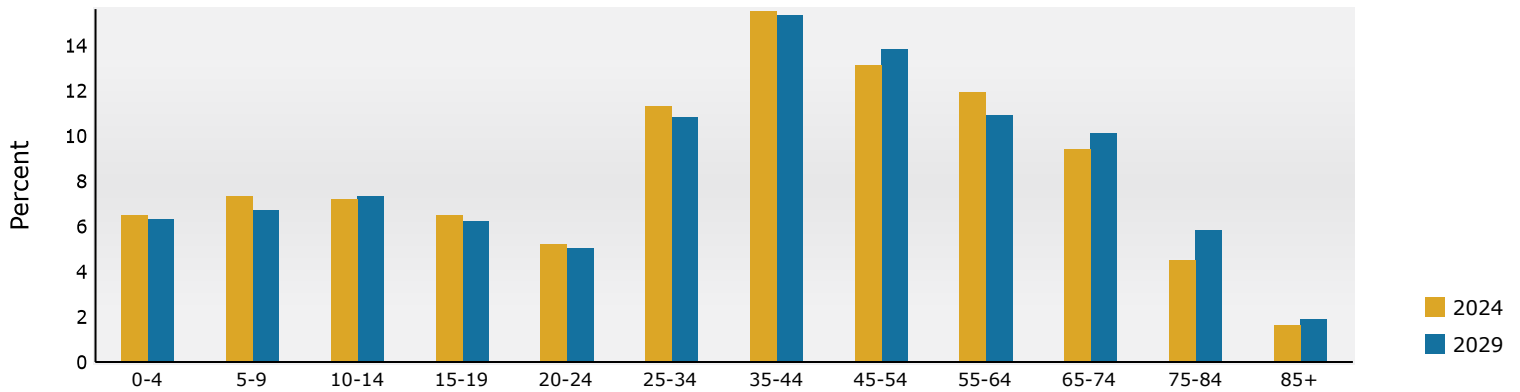
Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Ring: 5 mile radius

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

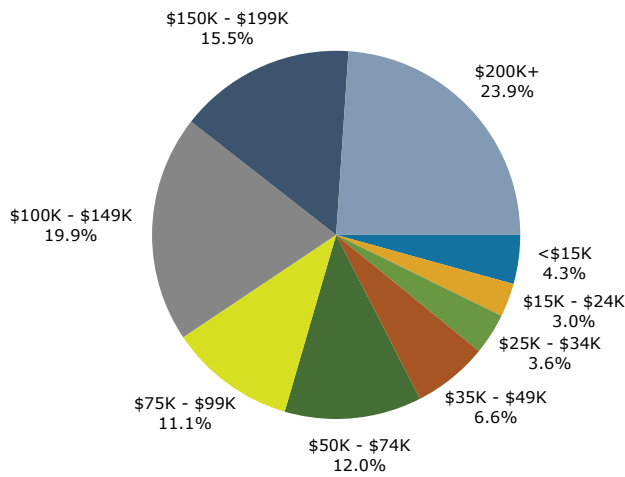
Trends 2024-2029



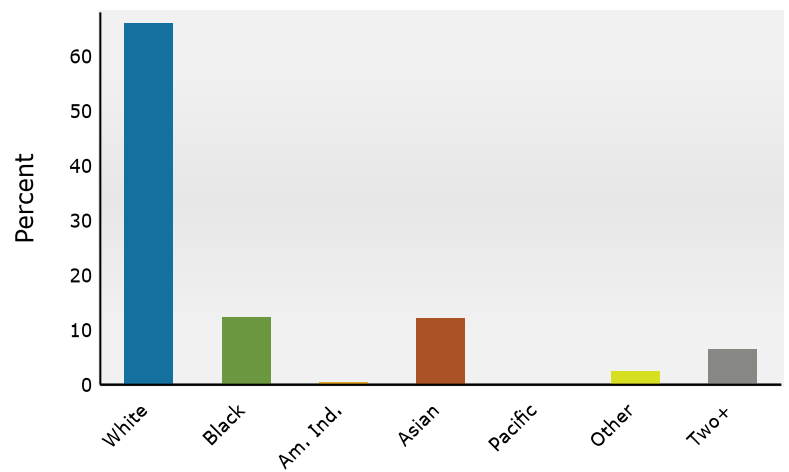
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 5.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



Market Profile

Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Rings: 1, 3, 5 mile radii

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	7,114	50,844	126,036
2020 Total Population	8,078	57,711	151,033
2020 Group Quarters	22	222	1,135
2024 Total Population	8,043	58,589	157,129
2024 Group Quarters	23	224	1,140
2029 Total Population	7,889	59,441	159,791
2024-2029 Annual Rate	-0.39%	0.29%	0.34%
2024 Total Daytime Population	9,135	66,308	154,819
Workers	5,788	40,293	83,220
Residents	3,347	26,015	71,599
Household Summary			
2010 Households	2,973	19,406	47,206
2010 Average Household Size	2.39	2.62	2.65
2020 Total Households	3,411	22,693	56,074
2020 Average Household Size	2.36	2.53	2.67
2024 Households	3,429	23,267	58,401
2024 Average Household Size	2.34	2.51	2.67
2029 Households	3,411	23,922	60,012
2029 Average Household Size	2.31	2.48	2.64
2024-2029 Annual Rate	-0.11%	0.56%	0.55%
2010 Families	1,963	14,307	33,873
2010 Average Family Size	2.94	3.06	3.14
2024 Families	2,154	16,220	41,421
2024 Average Family Size	2.89	2.99	3.18
2029 Families	2,133	16,630	42,611
2029 Average Family Size	2.85	2.95	3.14
2024-2029 Annual Rate	-0.20%	0.50%	0.57%
Housing Unit Summary			
2000 Housing Units	2,770	16,064	39,461
Owner Occupied Housing Units	83.8%	88.4%	81.6%
Renter Occupied Housing Units	14.6%	10.3%	16.9%
Vacant Housing Units	1.6%	1.3%	1.5%
2010 Housing Units	3,068	20,072	49,714
Owner Occupied Housing Units	76.7%	80.6%	75.4%
Renter Occupied Housing Units	20.2%	16.1%	19.6%
Vacant Housing Units	3.1%	3.3%	5.0%
2020 Housing Units	3,493	23,394	57,966
Owner Occupied Housing Units	69.9%	75.1%	73.0%
Renter Occupied Housing Units	27.8%	22.0%	23.7%
Vacant Housing Units	2.9%	3.1%	3.2%
2024 Housing Units	3,498	24,206	60,465
Owner Occupied Housing Units	67.7%	72.3%	72.3%
Renter Occupied Housing Units	30.3%	23.8%	24.3%
Vacant Housing Units	2.0%	3.9%	3.4%
2029 Housing Units	3,527	24,969	62,345
Owner Occupied Housing Units	66.8%	71.1%	71.8%
Renter Occupied Housing Units	29.9%	24.7%	24.5%
Vacant Housing Units	3.3%	4.2%	3.7%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Rings: 1, 3, 5 mile radii

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	3,428	23,262	58,391
<\$15,000	3.2%	3.2%	4.3%
\$15,000 - \$24,999	3.9%	3.0%	3.0%
\$25,000 - \$34,999	4.0%	3.0%	3.6%
\$35,000 - \$49,999	7.0%	6.2%	6.6%
\$50,000 - \$74,999	11.5%	11.0%	12.0%
\$75,000 - \$99,999	10.6%	11.3%	11.1%
\$100,000 - \$149,999	23.2%	22.7%	19.9%
\$150,000 - \$199,999	18.0%	17.1%	15.5%
\$200,000+	18.6%	22.5%	23.9%
Average Household Income	\$144,192	\$157,172	\$156,872
2029 Households by Income			
Household Income Base	3,410	23,917	60,002
<\$15,000	2.8%	2.7%	3.6%
\$15,000 - \$24,999	2.6%	2.0%	2.1%
\$25,000 - \$34,999	3.0%	2.2%	2.7%
\$35,000 - \$49,999	5.4%	4.7%	5.1%
\$50,000 - \$74,999	8.4%	9.1%	10.2%
\$75,000 - \$99,999	8.8%	9.9%	9.8%
\$100,000 - \$149,999	24.2%	22.3%	19.4%
\$150,000 - \$199,999	22.6%	20.4%	18.5%
\$200,000+	22.1%	26.6%	28.6%
Average Household Income	\$166,710	\$179,553	\$180,797
2024 Owner Occupied Housing Units by Value			
Total	2,368	17,502	43,707
<\$50,000	0.5%	0.9%	1.9%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	0.8%	0.3%	0.5%
\$150,000 - \$199,999	2.5%	1.0%	1.8%
\$200,000 - \$249,999	6.2%	3.2%	3.7%
\$250,000 - \$299,999	7.1%	7.4%	7.3%
\$300,000 - \$399,999	38.8%	30.5%	26.8%
\$400,000 - \$499,999	22.6%	23.4%	20.3%
\$500,000 - \$749,999	14.6%	24.6%	28.3%
\$750,000 - \$999,999	6.0%	6.9%	7.1%
\$1,000,000 - \$1,499,999	0.3%	0.8%	0.9%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.6%
\$2,000,000 +	0.5%	0.9%	0.6%
Average Home Value	\$438,207	\$488,396	\$492,807
2029 Owner Occupied Housing Units by Value			
Total	2,356	17,743	44,729
<\$50,000	0.2%	0.4%	1.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.1%	0.0%	0.1%
\$150,000 - \$199,999	0.5%	0.2%	0.5%
\$200,000 - \$249,999	2.5%	1.1%	1.5%
\$250,000 - \$299,999	4.5%	4.1%	4.5%
\$300,000 - \$399,999	38.4%	26.6%	24.5%
\$400,000 - \$499,999	25.6%	25.2%	21.8%
\$500,000 - \$749,999	19.6%	31.5%	34.6%
\$750,000 - \$999,999	7.6%	8.5%	8.7%
\$1,000,000 - \$1,499,999	0.3%	0.8%	1.0%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.8%
\$2,000,000 +	0.6%	1.4%	1.0%
Average Home Value	\$475,562	\$536,806	\$540,845

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Rice Lake Plaza
 13700 83rd Way N, Maple Grove, Minnesota, 55369
 Rings: 1, 3, 5 mile radii

Prepared by HJ Development
 Latitude: 45.10602
 Longitude: -93.45347

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$115,969	\$121,828	\$118,587
2029	\$135,238	\$140,755	\$139,938
Median Home Value			
2024	\$384,766	\$428,529	\$438,607
2029	\$414,286	\$469,814	\$481,809
Per Capita Income			
2024	\$62,732	\$61,738	\$58,247
2029	\$73,695	\$71,487	\$67,808
Median Age			
2010	38.6	38.4	36.8
2020	40.5	40.0	38.3
2024	41.3	40.4	39.0
2029	43.0	41.7	40.2
2020 Population by Age			
Total	8,078	57,711	151,033
0 - 4	6.0%	6.2%	6.6%
5 - 9	5.9%	6.5%	7.2%
10 - 14	6.0%	6.6%	7.4%
15 - 24	9.7%	11.0%	11.4%
25 - 34	14.5%	12.6%	12.5%
35 - 44	13.3%	13.9%	14.6%
45 - 54	12.1%	13.0%	12.9%
55 - 64	14.9%	15.0%	13.2%
65 - 74	11.0%	9.9%	8.9%
75 - 84	4.5%	4.0%	3.8%
85 +	1.9%	1.4%	1.5%
18 +	78.8%	76.8%	74.6%
2024 Population by Age			
Total	8,044	58,590	157,130
0 - 4	5.6%	6.1%	6.5%
5 - 9	6.3%	7.0%	7.3%
10 - 14	5.5%	6.3%	7.2%
15 - 24	9.7%	10.7%	11.7%
25 - 34	13.2%	11.7%	11.3%
35 - 44	14.9%	15.1%	15.5%
45 - 54	11.6%	12.8%	13.1%
55 - 64	12.6%	13.0%	11.9%
65 - 74	12.3%	10.9%	9.4%
75 - 84	5.8%	4.9%	4.5%
85 +	2.5%	1.6%	1.6%
18 +	79.5%	77.1%	75.0%
2029 Population by Age			
Total	7,890	59,440	159,792
0 - 4	5.3%	5.8%	6.3%
5 - 9	5.5%	6.4%	6.7%
10 - 14	5.9%	6.9%	7.3%
15 - 24	9.4%	10.1%	11.2%
25 - 34	11.1%	10.8%	10.8%
35 - 44	15.9%	15.1%	15.3%
45 - 54	12.2%	13.4%	13.8%
55 - 64	11.1%	11.4%	10.9%
65 - 74	12.5%	11.7%	10.1%
75 - 84	7.9%	6.4%	5.8%
85 +	3.1%	2.0%	1.9%
18 +	80.2%	77.5%	75.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 05, 2024



Market Profile

Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Rings: 1, 3, 5 mile radii

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	3,861	27,992	73,406
Females	4,217	29,719	77,627
2024 Population by Sex			
Males	3,905	28,947	77,775
Females	4,138	29,642	79,354
2029 Population by Sex			
Males	3,816	29,216	78,658
Females	4,073	30,225	81,133
2010 Population by Race/Ethnicity			
Total	7,115	50,844	126,036
White Alone	86.5%	86.7%	77.8%
Black Alone	4.9%	4.4%	9.4%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	4.8%	5.5%	8.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.9%	1.7%
Two or More Races	2.3%	2.3%	2.6%
Hispanic Origin	3.0%	2.8%	4.0%
Diversity Index	29.1	28.4	42.5
2020 Population by Race/Ethnicity			
Total	8,078	57,711	151,033
White Alone	77.4%	78.3%	67.2%
Black Alone	8.4%	6.8%	12.3%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	6.3%	6.8%	11.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.5%	2.3%
Two or More Races	5.7%	6.3%	6.2%
Hispanic Origin	4.0%	3.7%	4.8%
Diversity Index	43.4	41.9	56.1
2024 Population by Race/Ethnicity			
Total	8,042	58,590	157,129
White Alone	75.9%	76.9%	66.1%
Black Alone	9.2%	7.2%	12.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	6.7%	7.3%	12.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.6%	2.4%
Two or More Races	6.0%	6.7%	6.5%
Hispanic Origin	4.3%	4.0%	5.1%
Diversity Index	45.6	44.0	57.3
2029 Population by Race/Ethnicity			
Total	7,889	59,441	159,792
White Alone	74.0%	75.1%	64.6%
Black Alone	9.7%	7.5%	12.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	7.4%	8.0%	13.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	1.8%	2.6%
Two or More Races	6.5%	7.2%	7.0%
Hispanic Origin	4.7%	4.4%	5.4%
Diversity Index	48.4	46.7	59.2

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 05, 2024



Market Profile

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	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	8,078	57,711	151,033
In Households	99.7%	99.6%	99.2%
Householder	42.4%	39.0%	37.1%
Opposite-Sex Spouse	21.2%	22.6%	20.8%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.6%	2.2%	2.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	26.6%	28.8%	30.5%
Adopted Child	0.4%	0.6%	0.6%
Stepchild	0.8%	0.8%	0.8%
Grandchild	0.8%	0.9%	1.2%
Brother or Sister	0.9%	0.7%	1.0%
Parent	0.9%	0.8%	1.0%
Parent-in-law	0.2%	0.2%	0.3%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	0.7%	0.7%	1.0%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	1.9%	1.8%	2.1%
In Group Quarters	0.3%	0.4%	0.8%
Institutionalized	0.2%	0.2%	0.5%
Noninstitutionalized	0.1%	0.1%	0.2%
2024 Population 25+ by Educational Attainment			
Total	5,865	41,036	105,900
Less than 9th Grade	0.3%	1.1%	2.2%
9th - 12th Grade, No Diploma	1.8%	1.3%	1.7%
High School Graduate	13.4%	13.9%	14.6%
GED/Alternative Credential	1.3%	1.3%	1.9%
Some College, No Degree	16.6%	17.4%	15.9%
Associate Degree	9.7%	10.8%	10.7%
Bachelor's Degree	37.8%	34.1%	33.1%
Graduate/Professional Degree	19.2%	20.2%	20.0%
2024 Population 15+ by Marital Status			
Total	6,649	47,279	124,248
Never Married	26.0%	26.7%	28.1%
Married	58.6%	61.5%	60.2%
Widowed	4.7%	3.9%	3.8%
Divorced	10.7%	7.9%	7.9%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,851	34,033	89,370
Population 16+ Employed	96.9%	96.9%	97.1%
Population 16+ Unemployment rate	3.1%	3.1%	2.9%
Population 16-24 Employed	11.9%	11.8%	12.5%
Population 16-24 Unemployment rate	2.8%	5.5%	5.6%
Population 25-54 Employed	61.5%	63.4%	64.9%
Population 25-54 Unemployment rate	3.5%	2.7%	2.4%
Population 55-64 Employed	18.2%	17.6%	16.3%
Population 55-64 Unemployment rate	0.3%	2.1%	2.2%
Population 65+ Employed	8.4%	7.2%	6.3%
Population 65+ Unemployment rate	6.4%	4.3%	4.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 05, 2024



Market Profile

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Longitude: -93.45347

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	4,702	32,991	86,784
Agriculture/Mining	0.1%	0.7%	0.5%
Construction	2.4%	3.8%	3.9%
Manufacturing	16.8%	14.8%	16.5%
Wholesale Trade	4.3%	2.9%	2.6%
Retail Trade	11.7%	10.9%	10.8%
Transportation/Utilities	3.8%	3.7%	4.2%
Information	4.2%	2.4%	2.1%
Finance/Insurance/Real Estate	10.4%	10.2%	10.3%
Services	44.0%	48.3%	46.8%
Public Administration	2.3%	2.2%	2.3%
2024 Employed Population 16+ by Occupation			
Total	4,702	32,990	86,782
White Collar	81.8%	77.8%	75.0%
Management/Business/Financial	25.0%	27.0%	25.8%
Professional	35.5%	32.9%	31.8%
Sales	10.5%	9.3%	8.7%
Administrative Support	10.9%	8.6%	8.7%
Services	7.0%	9.7%	10.3%
Blue Collar	11.2%	12.4%	14.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.7%	2.3%	2.0%
Installation/Maintenance/Repair	0.8%	1.5%	1.9%
Production	4.1%	4.1%	6.0%
Transportation/Material Moving	4.6%	4.5%	4.9%
2020 Households by Type			
Total	3,411	22,693	56,074
Married Couple Households	50.0%	58.4%	56.5%
With Own Children <18	19.1%	24.3%	25.6%
Without Own Children <18	30.9%	34.1%	30.9%
Cohabiting Couple Households	6.7%	5.8%	6.2%
With Own Children <18	1.5%	1.4%	2.0%
Without Own Children <18	5.2%	4.4%	4.2%
Male Householder, No Spouse/Partner	15.0%	12.6%	13.4%
Living Alone	9.9%	8.5%	8.7%
65 Years and over	2.6%	2.4%	2.3%
With Own Children <18	1.5%	1.2%	1.4%
Without Own Children <18, With Relatives	2.4%	1.8%	2.1%
No Relatives Present	1.1%	1.0%	1.3%
Female Householder, No Spouse/Partner	28.4%	23.2%	23.8%
Living Alone	18.8%	14.6%	14.0%
65 Years and over	9.5%	7.3%	6.9%
With Own Children <18	4.3%	3.9%	4.7%
Without Own Children <18, With Relatives	4.5%	3.8%	4.2%
No Relatives Present	0.8%	0.9%	0.9%
2020 Households by Size			
Total	3,411	22,693	56,074
1 Person Household	28.7%	23.1%	22.7%
2 Person Household	36.8%	36.0%	33.2%
3 Person Household	14.8%	16.4%	16.1%
4 Person Household	12.3%	15.6%	16.8%
5 Person Household	4.8%	6.2%	6.9%
6 Person Household	1.9%	1.9%	2.5%
7 + Person Household	0.8%	0.8%	1.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 05, 2024



Market Profile

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	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	3,411	22,693	56,074
Owner Occupied	71.5%	77.4%	75.5%
Owned with a Mortgage/Loan	55.3%	59.7%	58.7%
Owned Free and Clear	16.3%	17.7%	16.8%
Renter Occupied	28.5%	22.6%	24.5%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	114	108	102
Percent of Income for Mortgage	20.8%	22.0%	23.2%
Wealth Index	129	145	144
2020 Housing Units By Urban/ Rural Status			
Total	3,493	23,394	57,966
Urban Housing Units	100.0%	99.7%	98.5%
Rural Housing Units	0.0%	0.3%	1.5%
2020 Population By Urban/ Rural Status			
Total	8,078	57,711	151,033
Urban Population	100.0%	99.7%	98.4%
Rural Population	0.0%	0.3%	1.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Rings: 1, 3, 5 mile radii

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Bright Young Professionals	Enterprising Professionals	Enterprising Professionals (2D)
2.	Enterprising Professionals (2D)	Workday Drive (4A)	Workday Drive (4A)
3.	Savvy Suburbanites (1D)	Professional Pride (1B)	Professional Pride (1B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$10,212,762	\$74,960,228	\$189,216,558
Average Spent	\$2,978.35	\$3,221.74	\$3,239.95
Spending Potential Index	125	135	136
Education: Total \$	\$7,936,563	\$58,358,170	\$145,293,259
Average Spent	\$2,314.54	\$2,508.19	\$2,487.86
Spending Potential Index	134	145	144
Entertainment/Recreation: Total \$	\$17,954,976	\$132,394,322	\$330,432,205
Average Spent	\$5,236.21	\$5,690.22	\$5,657.99
Spending Potential Index	128	139	138
Food at Home: Total \$	\$30,943,839	\$225,760,666	\$568,286,852
Average Spent	\$9,024.16	\$9,703.04	\$9,730.77
Spending Potential Index	124	133	133
Food Away from Home: Total \$	\$16,995,052	\$125,636,187	\$316,761,592
Average Spent	\$4,956.27	\$5,399.76	\$5,423.91
Spending Potential Index	127	139	139
Health Care: Total \$	\$33,411,318	\$242,356,100	\$603,860,113
Average Spent	\$9,743.75	\$10,416.30	\$10,339.89
Spending Potential Index	127	135	134
HH Furnishings & Equipment: Total \$	\$13,830,196	\$101,794,908	\$254,842,050
Average Spent	\$4,033.30	\$4,375.08	\$4,363.66
Spending Potential Index	127	138	138
Personal Care Products & Services: Total \$	\$4,325,979	\$31,709,107	\$79,586,775
Average Spent	\$1,261.59	\$1,362.84	\$1,362.76
Spending Potential Index	127	137	137
Shelter: Total \$	\$114,509,562	\$846,903,622	\$2,129,518,234
Average Spent	\$33,394.45	\$36,399.35	\$36,463.73
Spending Potential Index	125	137	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,575,365	\$115,374,575	\$286,784,199
Average Spent	\$4,542.25	\$4,958.72	\$4,910.60
Spending Potential Index	130	142	140
Travel: Total \$	\$13,384,307	\$99,734,455	\$249,319,804
Average Spent	\$3,903.27	\$4,286.52	\$4,269.10
Spending Potential Index	129	141	141
Vehicle Maintenance & Repairs: Total \$	\$6,379,480	\$46,568,218	\$116,632,401
Average Spent	\$1,860.45	\$2,001.47	\$1,997.10
Spending Potential Index	126	135	135

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 05, 2024



Business Summary

Rice Lake Plaza
13700 83rd Way N, Maple Grove, Minnesota, 55369
Rings: 1, 3, 5 mile radii

Prepared by HJ Development
Latitude: 45.10602
Longitude: -93.45347

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	429		2,465		4,678							
Total Employees:	6,328		41,080		80,480							
Total Population:	8,043		58,589		157,129							
Employee/Population Ratio (per 100 Residents)	79		70		51							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	1.4%	32	0.5%	43	1.7%	352	0.9%	85	1.8%	653	0.8%
Construction	14	3.3%	95	1.5%	158	6.4%	2,487	6.1%	356	7.6%	5,935	7.4%
Manufacturing	2	0.5%	35	0.6%	118	4.8%	4,821	11.7%	268	5.7%	12,152	15.1%
Transportation	5	1.2%	48	0.8%	37	1.5%	986	2.4%	95	2.0%	2,005	2.5%
Communication	3	0.7%	20	0.3%	17	0.7%	129	0.3%	36	0.8%	364	0.5%
Utility	1	0.2%	196	3.1%	6	0.2%	403	1.0%	14	0.3%	516	0.6%
Wholesale Trade	6	1.4%	104	1.6%	86	3.5%	2,571	6.3%	218	4.7%	6,875	8.5%
Retail Trade Summary	139	32.4%	3,220	50.9%	498	20.2%	10,444	25.4%	861	18.4%	17,094	21.2%
Home Improvement	2	0.5%	27	0.4%	34	1.4%	874	2.1%	67	1.4%	1,708	2.1%
General Merchandise Stores	3	0.7%	158	2.5%	19	0.8%	1,363	3.3%	32	0.7%	2,100	2.6%
Food Stores	9	2.1%	453	7.2%	33	1.3%	898	2.2%	71	1.5%	2,004	2.5%
Auto Dealers & Gas Stations	4	0.9%	41	0.6%	33	1.3%	474	1.2%	67	1.4%	1,222	1.5%
Apparel & Accessory Stores	22	5.1%	320	5.1%	44	1.8%	566	1.4%	57	1.2%	723	0.9%
Furniture & Home Furnishings	12	2.8%	180	2.8%	53	2.2%	598	1.5%	90	1.9%	965	1.2%
Eating & Drinking Places	52	12.1%	1,517	24.0%	152	6.2%	3,881	9.4%	253	5.4%	5,403	6.7%
Miscellaneous Retail	36	8.4%	523	8.3%	131	5.3%	1,790	4.4%	224	4.8%	2,969	3.7%
Finance, Insurance, Real Estate Summary	43	10.0%	476	7.5%	270	11.0%	2,727	6.6%	469	10.0%	4,321	5.4%
Banks, Savings & Lending Institutions	12	2.8%	126	2.0%	55	2.2%	590	1.4%	84	1.8%	863	1.1%
Securities Brokers	4	0.9%	26	0.4%	45	1.8%	311	0.8%	72	1.5%	434	0.5%
Insurance Carriers & Agents	6	1.4%	51	0.8%	69	2.8%	356	0.9%	100	2.1%	471	0.6%
Real Estate, Holding, Other Investment Offices	21	4.9%	273	4.3%	102	4.1%	1,470	3.6%	214	4.6%	2,553	3.2%
Services Summary	176	41.0%	1,839	29.1%	1,050	42.6%	15,188	37.0%	1,899	40.6%	28,817	35.8%
Hotels & Lodging	3	0.7%	54	0.9%	18	0.7%	605	1.5%	28	0.6%	872	1.1%
Automotive Services	3	0.7%	20	0.3%	36	1.5%	259	0.6%	90	1.9%	728	0.9%
Movies & Amusements	13	3.0%	226	3.6%	70	2.8%	765	1.9%	128	2.7%	1,725	2.1%
Health Services	49	11.4%	626	9.9%	282	11.4%	4,133	10.1%	409	8.7%	5,829	7.2%
Legal Services	3	0.7%	12	0.2%	37	1.5%	174	0.4%	46	1.0%	208	0.3%
Education Institutions & Libraries	4	0.9%	45	0.7%	50	2.0%	3,080	7.5%	105	2.2%	5,734	7.1%
Other Services	101	23.5%	856	13.5%	557	22.6%	6,172	15.0%	1,093	23.4%	13,722	17.1%
Government	11	2.6%	223	3.5%	30	1.2%	659	1.6%	51	1.1%	1,321	1.6%
Unclassified Establishments	21	4.9%	40	0.6%	151	6.1%	316	0.8%	325	6.9%	428	0.5%
Totals	429	100.0%	6,328	100.0%	2,465	100.0%	41,080	100.0%	4,678	100.0%	80,480	100.0%

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Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

Rice Lake Plaza
 13700 83rd Way N, Maple Grove, Minnesota, 55369
 Rings: 1, 3, 5 mile radii

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 Latitude: 45.10602
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	2	0.0%	3	0.1%	7	0.0%	8	0.2%	67	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	1	0.2%	196	3.1%	2	0.1%	368	0.9%	5	0.1%	424	0.5%
Construction	17	4.0%	119	1.9%	178	7.2%	2,796	6.8%	387	8.3%	6,480	8.1%
Manufacturing	5	1.2%	63	1.0%	124	5.0%	4,936	12.0%	287	6.1%	12,367	15.4%
Wholesale Trade	6	1.4%	104	1.6%	86	3.5%	2,569	6.3%	215	4.6%	6,806	8.5%
Retail Trade	83	19.3%	1,659	26.2%	329	13.3%	6,356	15.5%	578	12.4%	11,415	14.2%
Motor Vehicle & Parts Dealers	3	0.7%	33	0.5%	27	1.1%	425	1.0%	57	1.2%	1,147	1.4%
Furniture & Home Furnishings Stores	8	1.9%	96	1.5%	35	1.4%	324	0.8%	54	1.2%	510	0.6%
Electronics & Appliance Stores	3	0.7%	80	1.3%	14	0.6%	208	0.5%	26	0.6%	358	0.4%
Building Material & Garden Equipment & Supplies Dealers	2	0.5%	27	0.4%	34	1.4%	874	2.1%	67	1.4%	1,708	2.1%
Food & Beverage Stores	7	1.6%	433	6.8%	24	1.0%	802	2.0%	67	1.4%	1,981	2.5%
Health & Personal Care Stores	9	2.1%	90	1.4%	41	1.7%	416	1.0%	75	1.6%	1,005	1.2%
Gasoline Stations & Fuel Dealers	1	0.2%	9	0.1%	7	0.3%	51	0.1%	12	0.3%	76	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	24	5.6%	346	5.5%	51	2.1%	617	1.5%	67	1.4%	782	1.0%
Sporting Goods, Hobby, Book, & Music Stores	21	4.9%	332	5.2%	65	2.6%	917	2.2%	105	2.2%	1,267	1.6%
General Merchandise Stores	5	1.2%	212	3.4%	30	1.2%	1,722	4.2%	49	1.0%	2,581	3.2%
Transportation & Warehousing	4	0.9%	40	0.6%	30	1.2%	945	2.3%	76	1.6%	1,898	2.4%
Information	7	1.6%	36	0.6%	46	1.9%	380	0.9%	88	1.9%	1,202	1.5%
Finance & Insurance	23	5.4%	204	3.2%	173	7.0%	1,282	3.1%	260	5.6%	1,794	2.2%
Central Bank/Credit Intermediation & Related Activities	12	2.8%	126	2.0%	54	2.2%	595	1.4%	83	1.8%	868	1.1%
Securities & Commodity Contracts	4	0.9%	26	0.4%	49	2.0%	329	0.8%	77	1.6%	453	0.6%
Funds, Trusts & Other Financial Vehicles	7	1.6%	52	0.8%	70	2.8%	358	0.9%	101	2.2%	473	0.6%
Real Estate, Rental & Leasing	18	4.2%	251	4.0%	95	3.9%	1,349	3.3%	217	4.6%	2,566	3.2%
Professional, Scientific & Tech Services	31	7.2%	206	3.3%	228	9.2%	2,787	6.8%	427	9.1%	5,065	6.3%
Legal Services	4	0.9%	23	0.4%	44	1.8%	238	0.6%	56	1.2%	285	0.4%
Management of Companies & Enterprises	1	0.2%	4	0.1%	1	0.0%	6	0.0%	5	0.1%	19	0.0%
Administrative, Support & Waste Management Services	10	2.3%	51	0.8%	88	3.6%	705	1.7%	185	4.0%	1,852	2.3%
Educational Services	8	1.9%	91	1.4%	65	2.6%	3,205	7.8%	130	2.8%	5,897	7.3%
Health Care & Social Assistance	59	13.8%	803	12.7%	343	13.9%	5,043	12.3%	537	11.5%	8,524	10.6%
Arts, Entertainment & Recreation	10	2.3%	181	2.9%	55	2.2%	665	1.6%	100	2.1%	1,550	1.9%
Accommodation & Food Services	56	13.1%	1,583	25.0%	176	7.1%	4,551	11.1%	287	6.1%	6,340	7.9%
Accommodation	3	0.7%	54	0.9%	18	0.7%	605	1.5%	28	0.6%	872	1.1%
Food Services & Drinking Places	53	12.4%	1,529	24.2%	158	6.4%	3,946	9.6%	259	5.5%	5,468	6.8%
Other Services (except Public Administration)	58	13.5%	471	7.4%	263	10.7%	2,154	5.2%	511	10.9%	4,465	5.5%
Automotive Repair & Maintenance	3	0.7%	20	0.3%	30	1.2%	220	0.5%	75	1.6%	634	0.8%
Public Administration	11	2.6%	223	3.5%	30	1.2%	659	1.6%	51	1.1%	1,321	1.6%
Unclassified Establishments	21	4.9%	40	0.6%	151	6.1%	316	0.8%	325	6.9%	428	0.5%
Total	429	100.0%	6,328	100.0%	2,465	100.0%	41,080	100.0%	4,678	100.0%	80,480	100.0%

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