



Minneapolis/St. Paul Ranks In The Top Five Across Key Indicators

An educated, affluent market with money to spend on goods and services

RANK	% HOME OWNERS	% EMPLOYED ADULTS	% EMPLOYED WOMEN	RETAIL SALES/HH	% ACCESSED INTERNET
1	Tampa 78%	Washington DC 72%	Baltimore 65%	Los Angeles \$36,830	Washington DC 83%
2	Detroit 78%	Atlanta 70%	Washington DC 64%	San Diego \$ 33,438	Seattle 82%
3	Mpls/St. Paul 78%	Baltimore 69%	Mpls/St. Paul 63%	Mpls/St. Paul \$33,018	Mpls/St. Paul 81%
4	Atlanta 77%	Mpls/St. Paul 69%	Atlanta 63%	San Francisco \$32,872	Atlanta 81%
5	St. Louis 74%	Seattle 68%	Chicago 61%	Riverside \$32,510	Boston 80%
6	Philadelphia 74%	Dallas 67%	Seattle 60%	Washington DC \$31,926	San Francisco 79%
7	Baltimore 73%	Houston 67%	Philadelphia 60%	Boston \$31,900	Baltimore 77%
8	Seattle 73%	Chicago 67%	San Francisco 59%	Philadelphia \$31,673	San Diego 77%
9	Phoenix 72%	Boston 67%	Boston 59%	Baltimore \$31,455	Phoenix 76%
10	Dallas 72%	San Francisco 67%	New York 58%	Miami \$31,155	St. Louis 75%

Top 10 markets in each category among the 20 largest U.S. markets

Sources: Scarborough Research Multi-Market Study 2009 (R1) CBSA Markets, ESRI Retail MarketPlace Profile 2009

