Market Analysis: Minneapolis-St. Paul Overview

The Twin Cities is a strong, competitive place to work or start a business and boasts more Fortune 500 headquarters than nearly any other state.

ECONOMIC AND BUSINESS DRIVERS

- Home to 21 Fortune 500 Public Companies
- Home to 12 Fortune 500 Private Companies
- Diverse economy
- Highly educated workforce
- Higher education center
- High per capita income
- 16th largest MSA in the nation

STRENGTHS

- Arts and cultural leader
- Higher education center: 5th largest system of two and four year colleges and universities in the nation.
- University of Minnesota is a “Top 3” research institution.

RECOGNITIONS / AWARDS

- Forbes ranks Minneapolis “Second Best City in the Nation to Earn a Living”
- Forbes also named the region “the most affordable place to live well” in America in 2007.
- Daily Beast names Minneapolis - St. Paul “Fourth Smartest City in America.”
- Kaufman Foundation ranks Minnesota “Third in Global Patents”
- U.S. Bureau of Economic Analysis says Minneapolis is the “Nation’s 14th largest economy.”
- Marketwatch names Minneapolis “Best Metro for Second Year”
- Expansion Magazine ranked the metro among the “eight best places to live and work”
- Forbes ranks Minneapolis “World’s Fifth Cleanest City”
Households in Minneapolis - St. Paul have the sixth highest per capita income in the U.S.
- U.S. Census, 2007

The eleven county metro area is home to over 3.0 million people and had a 25% population increase since 1990.
- U.S. Census

MSP is an area filled with smart and well-educated individuals. With strong support for a variety of education models, the Twin Cities offers students the best opportunity to live and grow.

COLLEGES AND UNIVERSITIES

- Minnesota boasts the fifth largest system of two-year and four-year colleges and universities in the nation.

- University of Minnesota has the fourth largest enrollment in the U.S. and ranks among the top 3 research institutions in the country.

- Daily Beast names Minneapolis the “Fourth Smartest City in America”

- Minnesota consistently ranks near the top nationally in the share of grant dollars committed to education.

The combination of a high concentration of Fortune 500 headquarters and a highly educated population creates an environment of high wages.

INCOME

- The Minneapolis - St. Paul MSA’s household median income is 27% higher than the U.S. average

- Households in Minneapolis - St. Paul have the sixth highest per capita income in the U.S.

- 43.5% of households are in the $40,000 to $100,000 income range - ranking third of the top 25 MSA’s.

- MSP has nation’s second lowest poverty rate.

- Minnesota is ranked first in the nation (at 91%) for number of residents with a high school diploma.

- The 11 county Twin Cities MSA is the fourth most educated among Top 25 MSA’s, with 38% of all adults holding a Bachelor’s degree

- The University of Minnesota features the Carlson School of Business, which provides one of the most extensive and desirable MBA programs in the country and is strongly supported by the local business community.

- Minnesota is consistently ranked #1 or #2 nationally in composite ACT scores.

Median Household Income (in 2008 dollars)
Labor Force and Economic Characteristics

- Minneapolis - St. Paul’s labor force is more than 1.5 million strong. Unemployment consistently is well below the national average.

- The region’s high labor force participation rate, combined with the demographic factors, results in a strong percentage of families in which more than one person is working - which in turn supports the region’s above average median household income. According to the 2008 ACS data, two-thirds of families had more than one person employed, first among the nation’s 25 largest metro areas.
Transportation

- Routinely recognized as having among the highest quality of life in the nation.
  - Forbes
  - Business Facilities Magazine
  - Outdoors Magazine
  - C.Q. Press
  - CNN Money
  - Biz.Journals.com
  - Expansion Magazine

- The one-of-a-kind theater scene boasts more theater seats per capita than any city outside of New York. The bold new Guthrie Theater, designed by Jean Nouvel, has garnered numerous architectural awards from around the world.

- One of the most extensive regional and city park systems in the country. Seven state parks are located within the metro area.

- The 11-county region has a whopping 1,651 lakes. The state, with almost 12,000 lakes, has over 90,000 miles of shoreline. That's more than California, Florida and Hawaii combined.

- Five of Money Magazine’s 2010 “Top 20 Best Places to Live” are part of the Twin Cities MSA.

- High Concentration of Professional Sports
  - Home to the Minnesota Vikings football, Minnesota Timberwolves and Lynx (women) basketball, Minnesota Wild hockey, and Minnesota Twins baseball teams.
  - The region is considered the “14th Best Sports City” in the country, according to The Sporting News, 2006.
  - A new, 40,000 seat, open-air ballpark for the Minnesota Twins opened May 2010.
Transportation

AIR SERVICE
- The Minneapolis-St. Paul International Airport (MSP) handled more than 34 million passengers in 2008.
- MSP airport ranks 3rd in the world among airports its size when it comes to “passengers’ airport experience”
- Airlines out of MSP airport serve 131 nonstop markets from MSP, including 116 domestic and 14 international markets. Compared to other metropolitan areas in the U.S., only Denver serves more non-stop markets per capita.
- MSP airport is the hub airport for Delta, Mesaba, and Sun Country Airlines. Delta Airlines accounts for 80% of the airport’s passenger traffic.
- Preliminary construction of the region’s second line Central Corridor, has begun and will connect the downtowns of Minneapolis and St. Paul.
- A future LRT line in the planning stages will connect Eden Prairie and Minneapolis in the Southwest metro.

RAIL SERVICES
- The Hiawatha LRT serves 34,000 riders daily and connects the MSP airport and Mall of America to the downtown Minneapolis-St. Paul area.
- The 40 mile Northstar Commuter Rail, which runs through the northern suburbs and terminates at Target Field in downtown Minneapolis, recently opened in 2009. It will serve a projected 5,000 daily commuters.
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- The Mississippi River is the third largest river in the world, running thousand’s of miles before reaching the Gulf of Mexico. The Twin Cities metro area supports three port areas, and serves as a vital transportation artery for hauling coal, grain and other products.
- The Metro MSP area’s strategic location - midway between both coasts - makes it a natural base for companies needing access to national markets. Interstate I-35 connects Canada to Mexico, while I-94 traverses the U.S. Products shipped by highway can reach most U.S. markets within three days.

COMMERCIAL TRANSPORTATION SERVICES
- Minnesota is one of the nation’s railroad hubs, with over 4,600 miles of rail line. Four extensive railroad networks help Metro MSP companies transport large volumes of raw materials and finished products across North America.
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