

# MSP REGIONAL INDICATORS DASHBOARD 2018

VOLUME 4

**GREATER»MSP™**  
Minneapolis Saint Paul Regional Economic Development Partnership

ITASCAproject

**M**MPLS  
REGIONAL CHAMBER

THE  
McKNIGHT  
FOUNDATION

  
METROPOLITAN  
COUNCIL

**ULI Minnesota**  
Regional Council of Mayors

  
SAINT PAUL AREA CHAMBER OF COMMERCE

 MINNESOTA BUSINESS PARTNERSHIP

MINNESOTA  
CHAMBER of  
COMMERCE

Photo courtesy of Nice Ride MN

## VITAL STATISTICS

GROSS REGIONAL  
PRODUCT  
**\$246.7B**  
MSP TREND: INCREASING  
PEER RANK: 7 ↔

GROSS REGIONAL  
PRODUCT PER CAPITA  
**\$69,470**  
MSP TREND: INCREASING  
PEER RANK: 5 ↔

MEDIAN  
HOUSEHOLD INCOME  
**\$73,231**  
MSP TREND: INCREASING  
PEER RANK: 4 ↔

LABOR FORCE  
PARTICIPATION RATE  
**71.8%**  
MSP TREND: SAME  
PEER RANK: 1 ↔

TOTAL JOBS  
**1.86M**  
MSP TREND: INCREASING  
PEER RANK: 7 ↔

UNEMPLOYMENT RATE  
ANNUALIZED<sup>10</sup>  
**3.2%**  
MSP TREND: DECREASING  
PEER RANK: 3 ↔

TOP TIER TAX RATES  
CORPORATE TAX  
*This data is for Minnesota*  
**9.8%**  
MSP TREND: SAME  
PEER RANK: 2ND HIGHEST

TOP TIER TAX RATES  
PERSONAL INCOME TAX  
*This data is for Minnesota*  
**9.85%**  
MSP TREND: SAME  
PEER RANK: 3RD HIGHEST

POVERTY RATE  
WHITE  
**5.3%**  
MSP TREND: SAME  
PEER RANK: 1 ↔

POVERTY RATE  
PEOPLE OF COLOR  
**20.1%**  
MSP TREND: SAME  
PEER RANK: 11 ↓

POPULATION  
**3.6M**  
MSP TREND: INCREASING  
PEER RANK: 7 ↔

POPULATION  
GROWTH  
**0.9%**  
MSP TREND: INCREASING  
PEER RANK: 8 ↑

POPULATION  
OF COLOR  
**23.6%**  
MSP TREND: INCREASING  
PEER RANK: 11 ↔

<sup>10)</sup> In this case 1 means the lowest rate of the peer cities.

## PEER REGIONS

Peer regions were selected based on demographic and economic characteristics, location, evidence of competition with MSP for business or talent, and positive economic trajectory. Note that the 2018 peer set has changed, with the removal of Phoenix and the addition of Charlotte.

ATLANTA  
AUSTIN  
BOSTON  
CHARLOTTE  
CHICAGO

DALLAS-FT. WORTH  
DENVER  
PITTSBURGH  
PORTLAND OR.  
SAN FRANCISCO  
SEATTLE

The following research partners contributed to the creation of the 2018 dashboard:

GREATER MSP  
WILDER RESEARCH/MINNESOTA COMPASS  
THE ITASCA PROJECT  
CENTER FOR ECONOMIC INCLUSION  
MEDICAL ALLEY ASSOCIATION  
THE METROPOLITAN AIRPORTS COMMISSION (MAC)  
TRUST FOR PUBLIC LAND  
XCEL ENERGY  
UNIVERSITY OF MINNESOTA CENTER FOR  
TRANSPORTATION STUDIES  
MINNESOTA OFFICE OF HIGHER EDUCATION

## RESEARCH PARTNERS

**TECHNICAL APPENDIX AVAILABLE AT:**  
[greatermsp.org/regional-indicators](http://greatermsp.org/regional-indicators)

The following resources complement this dashboard and provide additional detailed information:

**GENERATION NEXT**  
[gennextmsp.org](http://gennextmsp.org)

**MINNESOTA BUSINESS PARTNERSHIP HEALTH SCORECARD**  
[mnbp.com/wp-content/uploads/2015/02/MBP\\_HealthScorecard.pdf](http://mnbp.com/wp-content/uploads/2015/02/MBP_HealthScorecard.pdf)

**METROPOLITAN COUNCIL**  
[metro council.org](http://metro council.org)

**MINNESOTA COMPASS**  
[mncompass.org](http://mncompass.org)

**MINNESOTA DASHBOARD**  
[mn.gov/mmb/mn-dashboard/](http://mn.gov/mmb/mn-dashboard/)

**MINNESOTA DEPARTMENT OF EMPLOYMENT  
AND ECONOMIC DEVELOPMENT**  
[mn.gov/deed/data](http://mn.gov/deed/data)

**REGIONAL INDICATORS (SUSTAINABILITY)**  
[regionalindicatorsmn.com](http://regionalindicatorsmn.com)

**BROOKINGS METRO MONITOR**  
[brookings.edu/research/metro-monitor-2018/](http://brookings.edu/research/metro-monitor-2018/)

**MINNESOTA STATE DEMOGRAPHIC CENTER**  
[mn.gov/admin/demography/data-by-topic/](http://mn.gov/admin/demography/data-by-topic/)

**CENTER FOR ECONOMIC INCLUSION**  
[www.centerforeconomicinclusion.org/](http://www.centerforeconomicinclusion.org/)

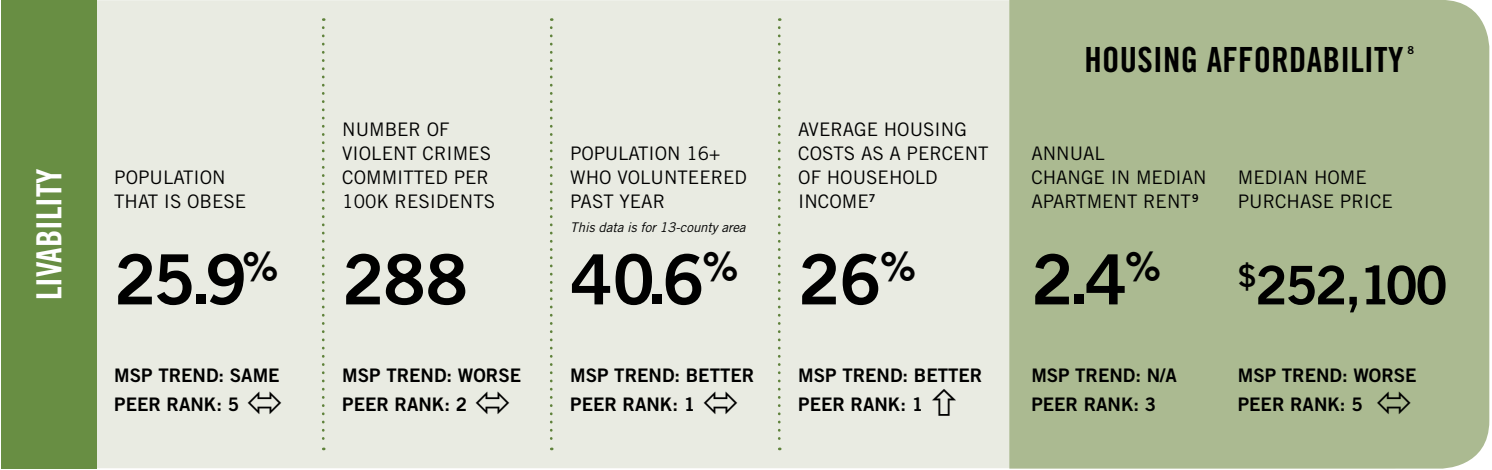
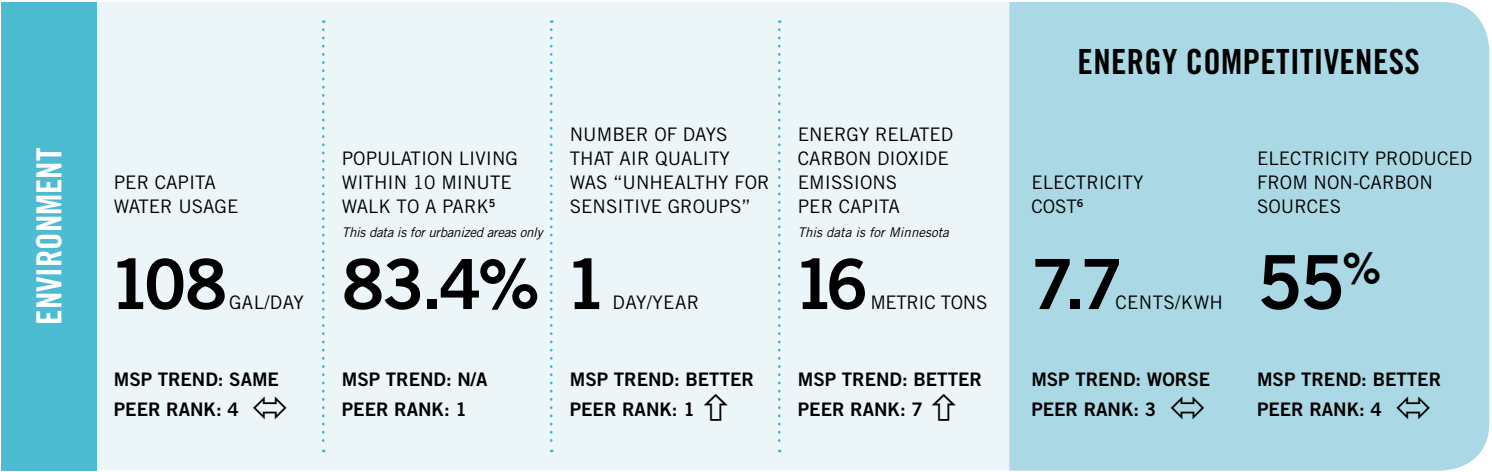
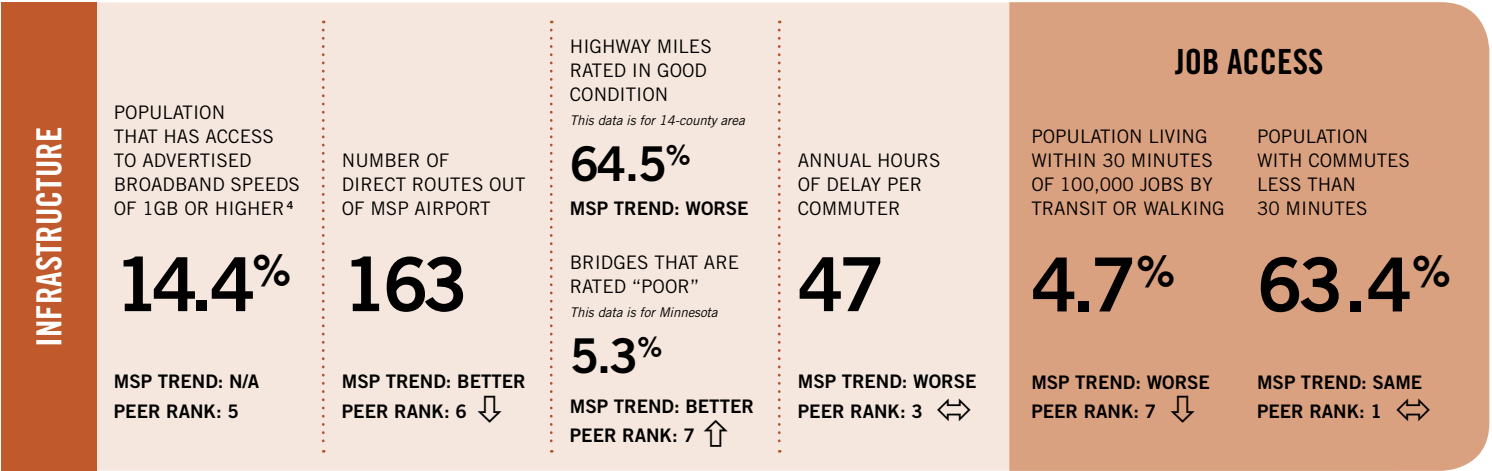
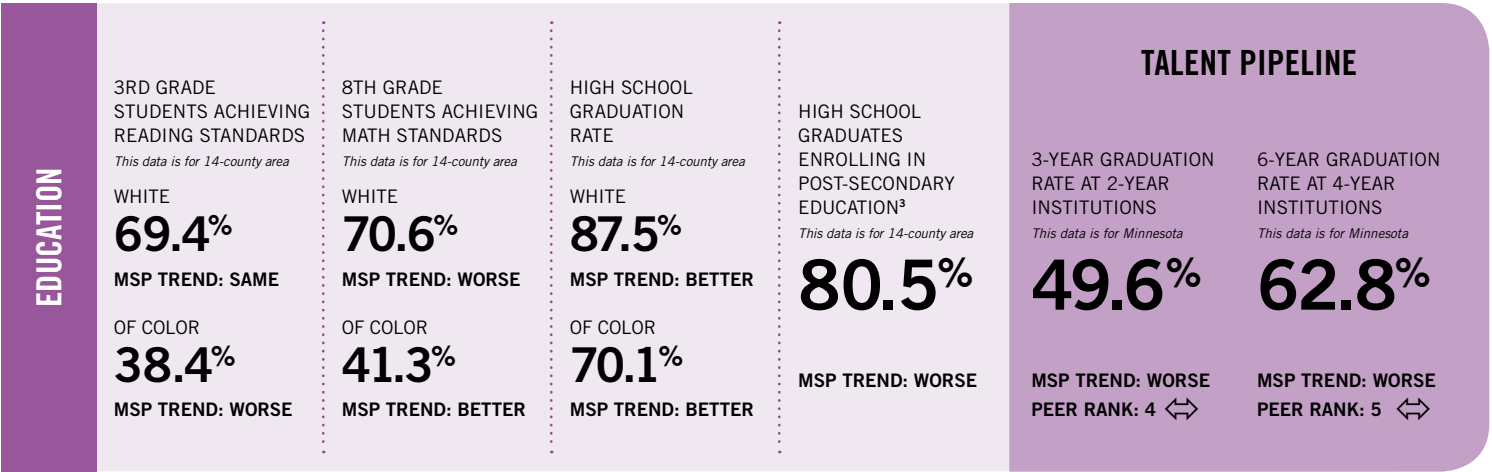
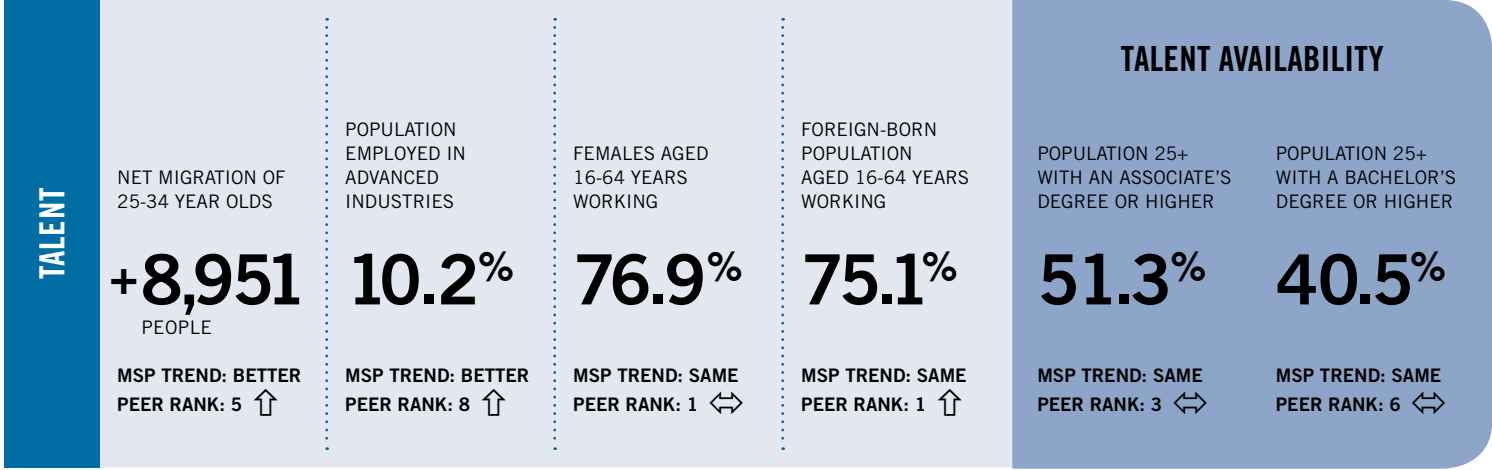
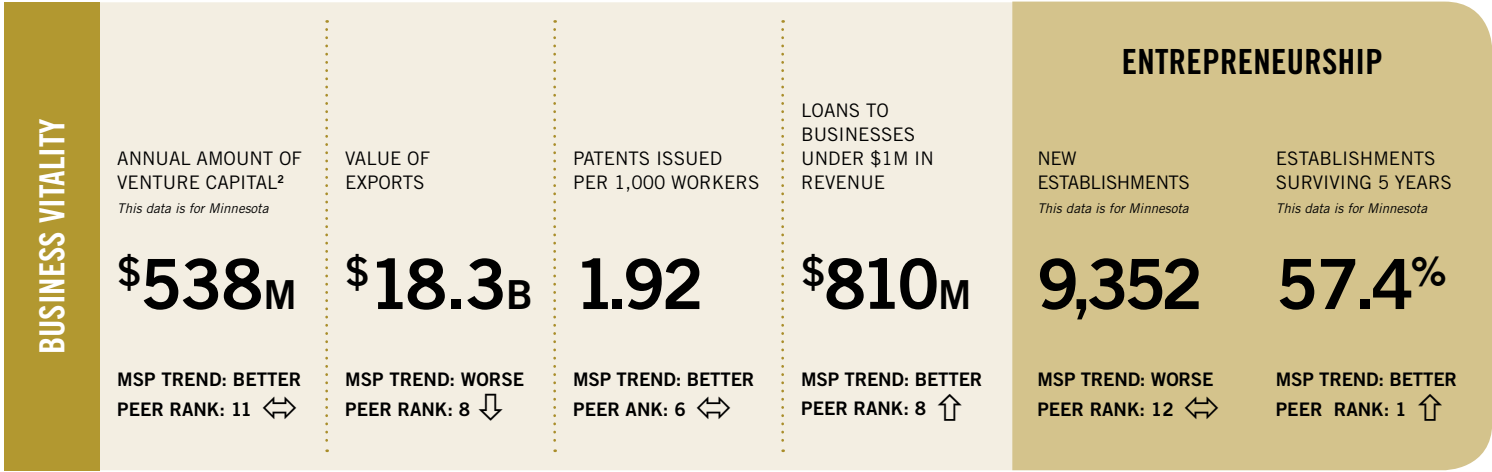
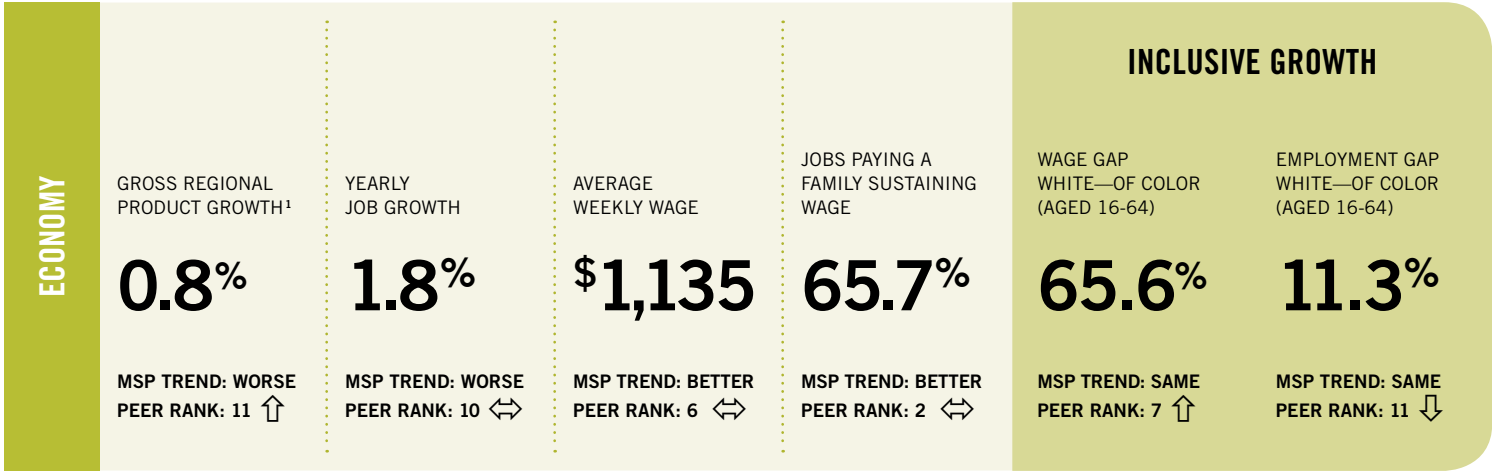
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**THIS REGIONAL INDICATORS DASHBOARD** is a set of shared metrics that tracks the region’s change on critical economic, environmental, and social outcomes. Measuring change in the areas that matter most for continued long-term success will help improve our region’s economic competitiveness. 2018 is the fourth year of this effort.

**MSP TREND:** Reflects change between most current data available and the last prior data available.  
All data reflects the 16-county metropolitan statistical area (MSA) unless otherwise indicated.

**PEER RANK: 1=BEST, 12=WORST** The 11-peer regions are listed on the reverse of this document.  
**PEER TREND: (ARROW)** Denotes change in MSP performance relative to previous year’s peer ranking.



1) Real change based on inflation-adjusted GRP, chained to 2009 dollars. 2) Based on all deals reported to PwC.

3) Within 2 years of graduation. 4) No trend available; data methodology changed. 5) No trend available; this data is new. 6) Average Industrial rate. 7) The conventional standard for housing affordability is 30% of income. 8) For these indicators, peer rank of 1 means most affordable. 9) For 2 bedroom apartments. No trend available; this data is new.