



**Minnesota
Compass**



Minnesota Compass

Use of Demographic and Housing
Data for Minnesota's Flagship Social
Indicators Project

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SARAH GARCIA

WILDER RESEARCH | MINNESOTA COMPASS

What is Minnesota Compass?

Minnesota Compass provides a common foundation of information to effectively address community issues and measure progress in solving them.



Wilder Research operates Minnesota Compass on behalf of a collaborative of organizations

- 3Mgives
- Blue Cross and Blue Shield of Minnesota Foundation
- Boston Scientific
- Otto Bremer Trust
- Bush Foundation
- Granite Partners
- Greater Twin Cities United Way
- Initiative Foundation
- The Jay & Rose Phillips Family Foundation of Minnesota
- Mardag Foundation
- McKnight Foundation
- The Minneapolis Foundation
- Northwest Minnesota Foundation
- Southwest Initiative Foundation
- The Saint Paul and Minnesota Foundation
- Wells Fargo Foundation Minnesota
- Amherst H. Wilder Foundation

A photograph of a woman with blonde hair holding a baby. The image is covered with a semi-transparent teal filter. Overlaid on the center of the image is white text.

**We gather, research, and analyze
data about Minnesotans for
Minnesotans.**

We compile demographics by age, gender, race and more.



WHO LIVES IN MN?[All Minnesotans](#)[By age](#)[By sex](#)[By disability status](#)[By race & ethnicity](#)[By cultural community](#)[By immigrant group](#)[Demographic data sources](#)**WHERE THEY LIVE**[Cities](#)[Counties](#)[Regions](#)[State](#)[Duluth neighborhoods](#)[IRRR](#)[Minneapolis-Saint Paul neighborhoods](#)[Build your own custom profile](#)[Geographic profile data sources](#)**QUALITY OF LIFE**[Arts & culture](#)[Civic engagement](#)[Economy](#)[Education](#)[Environment](#)[Health](#)[Housing](#)[Public safety](#)[Transportation](#)[Workforce](#)**SPECIAL PROJECTS**[COVID-19 data](#)[Who Leads in MN?](#)[Early childhood risk, reach, and resilience](#)[STEM](#)[Get help](#)

Indicators on Minnesota Compass

- Population size
- Race and ethnicity
- Housing units
- Owned and rented housing
- Home mortgage or loans
- Total households
- Household size
- Householder age
- Householder race
- Household composition
- Vacant housing units



Build and compare data from specific areas
mncompass.org/profiles/custom

Data available for more Minnesota communities

- Neighborhoods (Minneapolis-St. Paul & Duluth)
- Cities
- School districts
- Counties
- Minnesota Initiative Foundation Region
- Economic Development Region
- MN House Districts
- MN Senate Districts
- US Congressional Districts
- Zip codes
- Census tracts

Build Your Own Profile

Build **Compare** **Draw**

Choose a geography:

- ☒ Statewide
- ☐ State
- ☐ Greater Minnesota
- ☐ Census Tracts
- ☐ Zip Codes

Selections:

View Profile

Start Over

Choose your own data adventure

#1 Build a Profile



 @MNCompass



Adventure #1

Build a profile by geography

25%

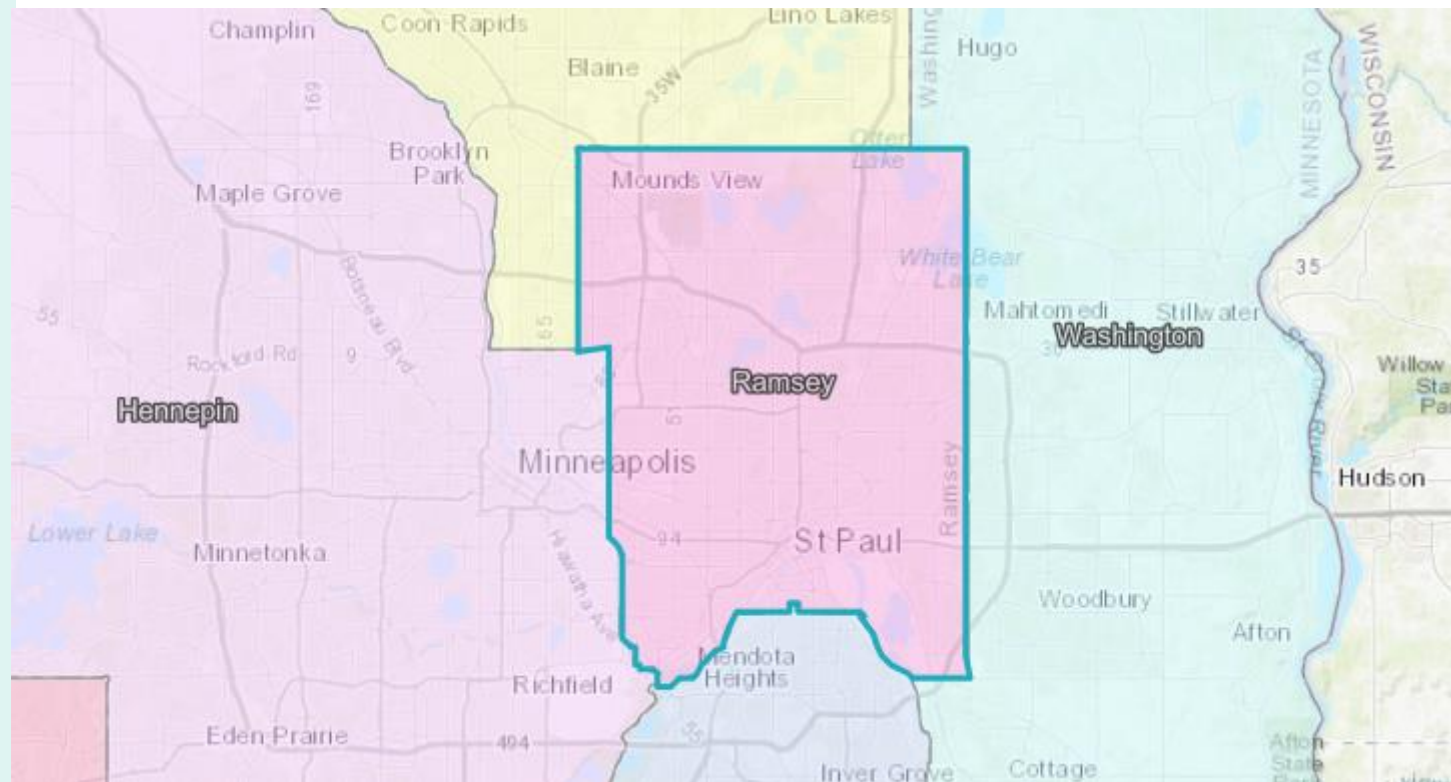
of households earn less than \$35,000 annually

49%

of renters are cost-burdened

78%

of working age adults are employed



 @MNCompass

mncompass.org





Adventure #1

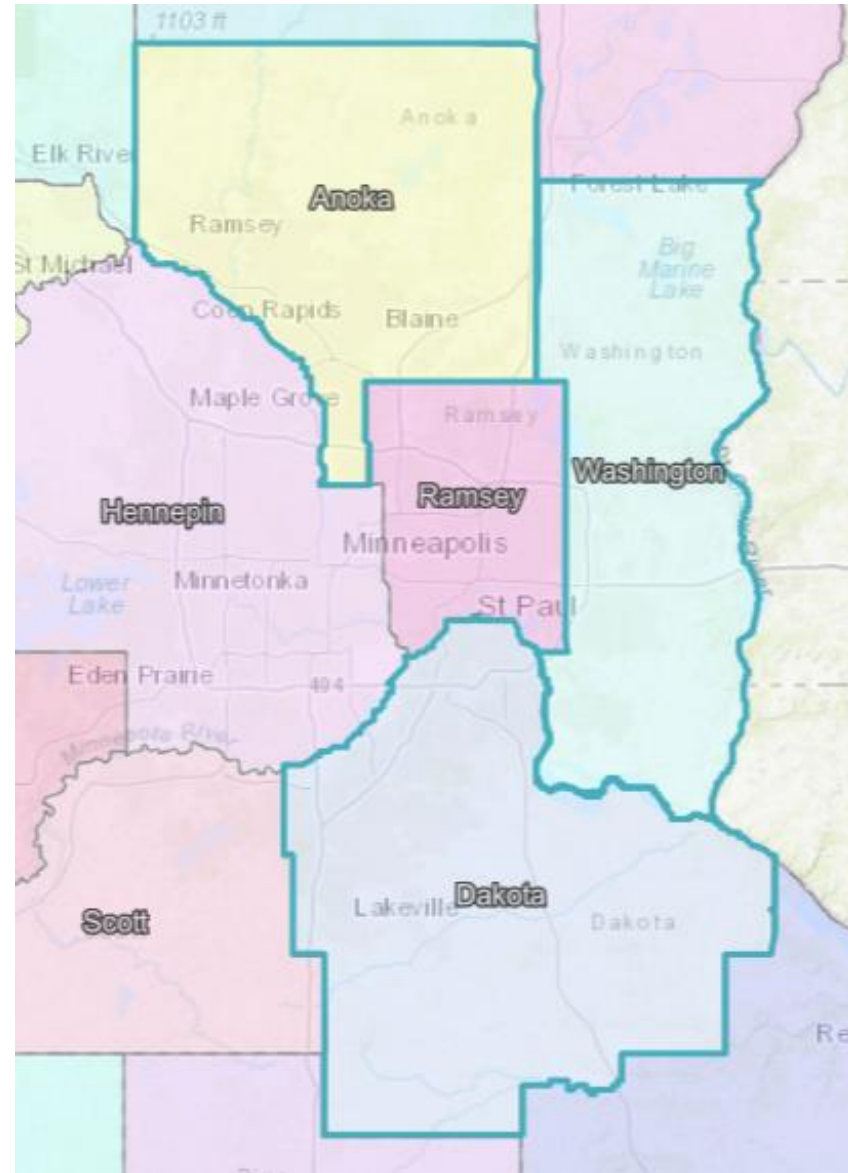
Build a profile with multiple geographies

15%

of households earn less than \$35,000 annually

46% of renters are cost-burdened

83% of working age adults are employed



Choose your own data adventure

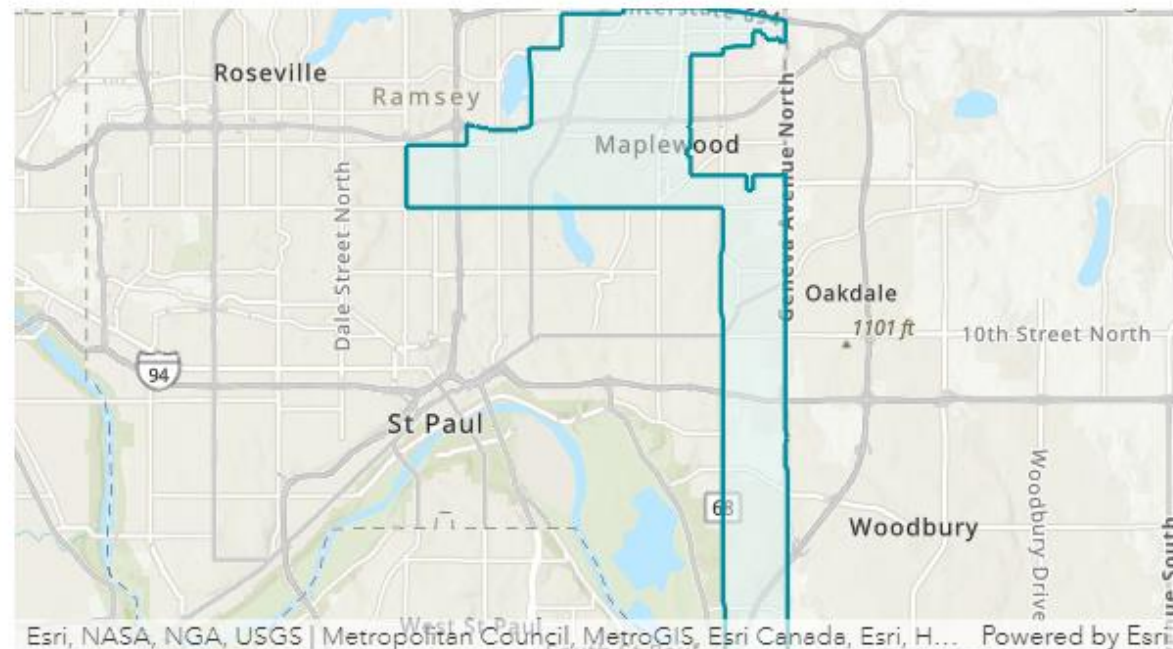
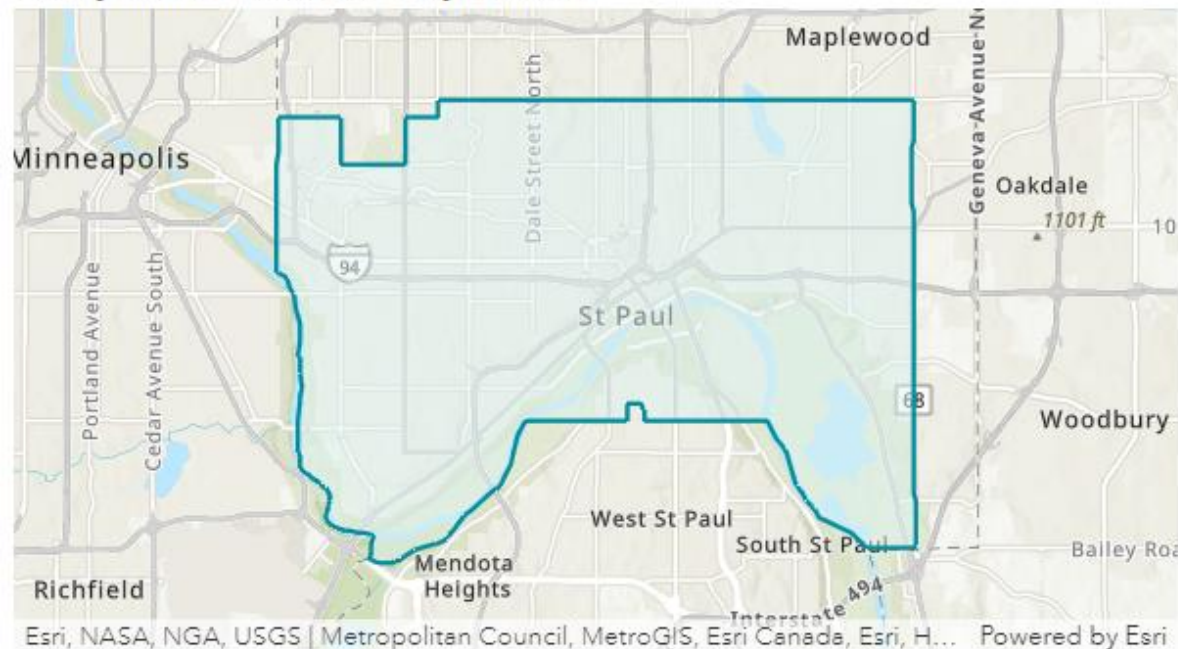
#2 Compare profiles



 @MNCompass

Comparison Area #1: St. Paul

Comparison Area #2: Maplewood



**Foreign-born
residents:**

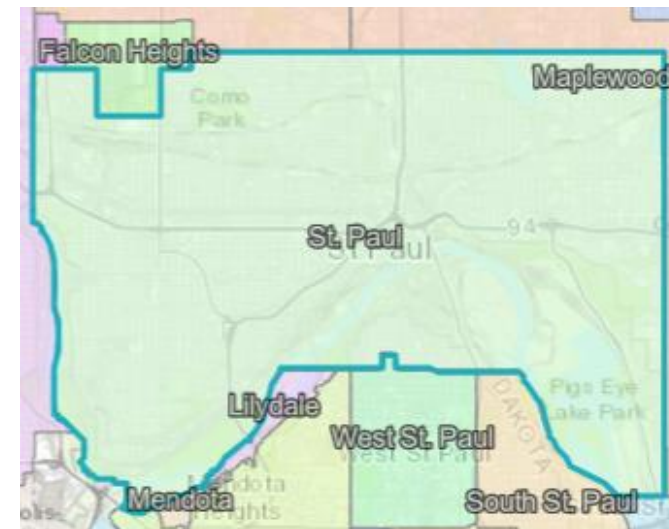
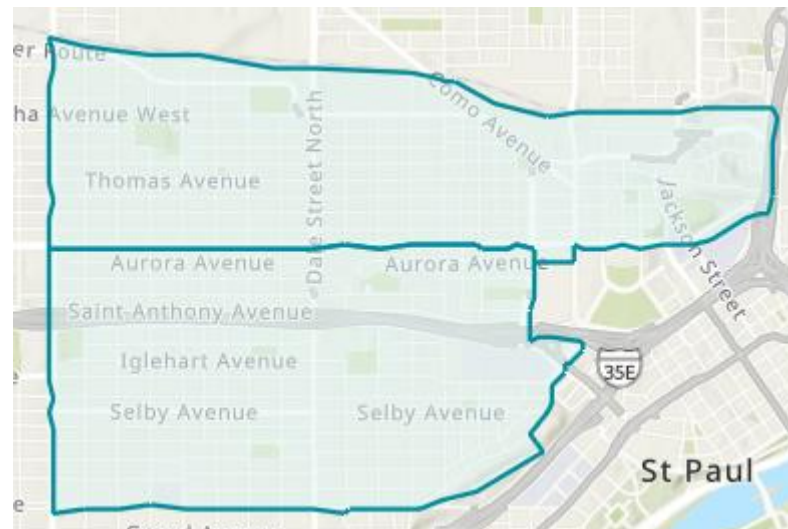
20%
St. Paul

13%
Maplewood



Adventure #2

Compare
**Neighborhoods &
Cities**



**% Residents living
below poverty:**

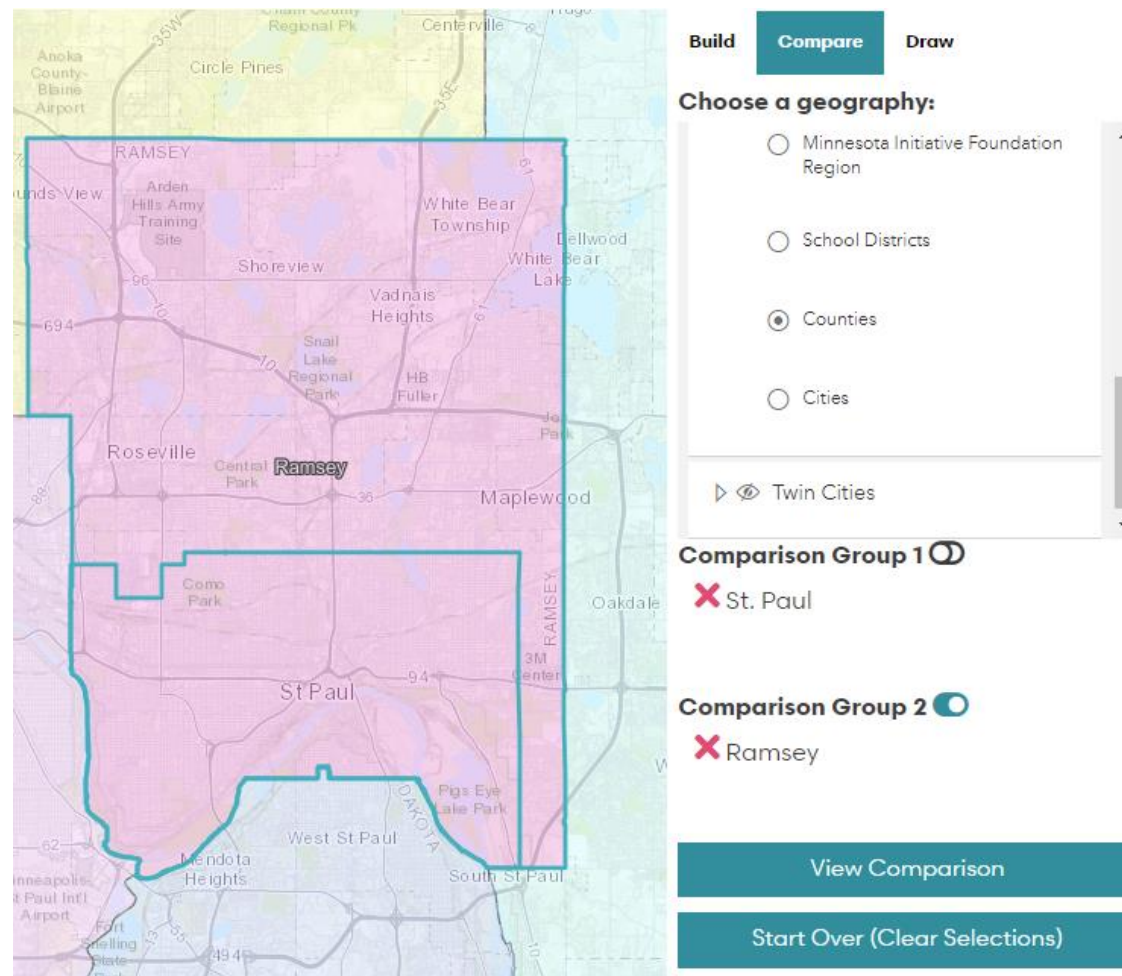
26%

Frogtown/Thomas-Dale &
Summit-University neighborhoods

19%

St. Paul

Compare profiles
**County &
School
Districts**



Moved in 2010 or later:

57%
Ramsey

63%
St. Paul School District

Choose your own data adventure

#3 Draw a Profile

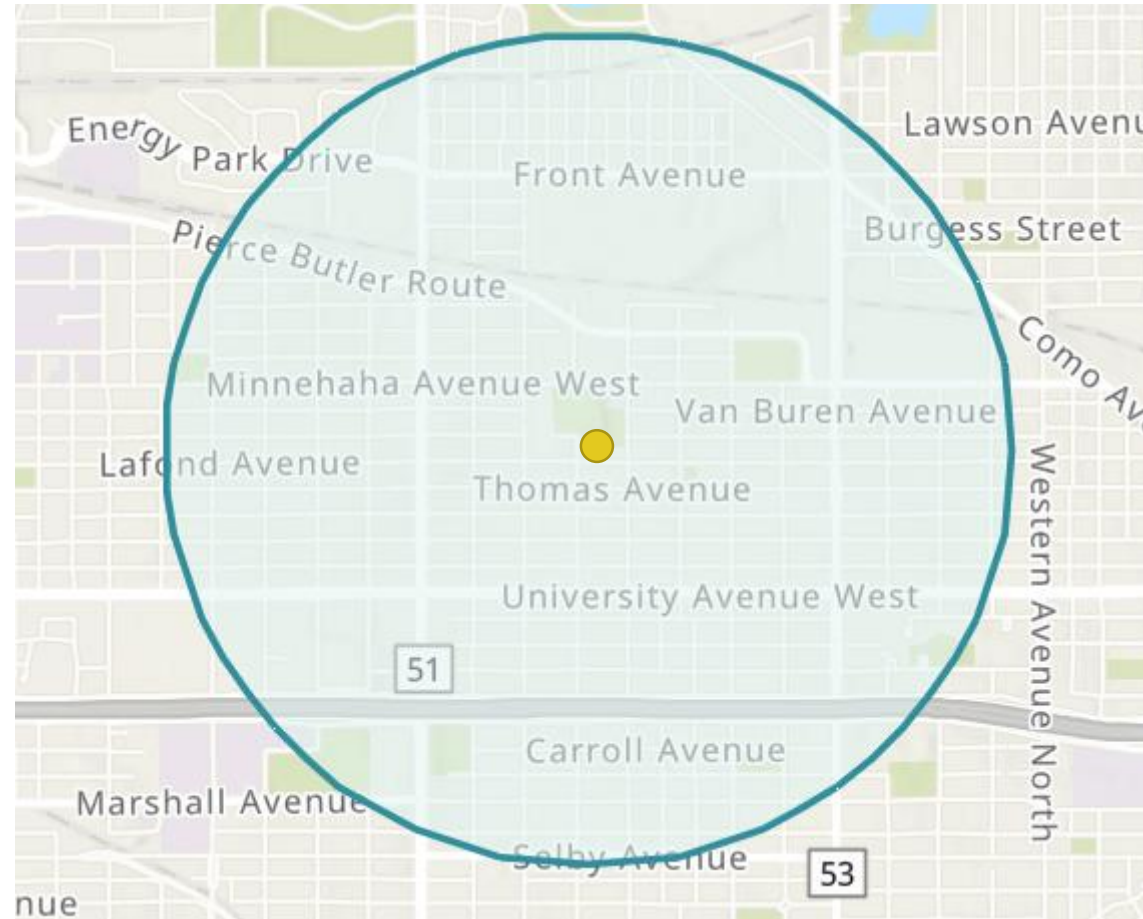




Adventure #3

Draw profiles

Wilder Child Development Center





Adventure #3

Child
Development
Center

What did we find out?

Importance of inclusive
outreach and staffing,
staff who speak multiple
languages, and signage
and information in
multiple languages.

Age		
Total population	26,079	
Under 5 years	1,846	7%
Age 5-9	2,099	8%

Race & Ethnicity		
White	10,670	41%
Of Color	14,462	55%
Black or African American alone	6,210	24%
Asian or Pacific Islander alone	4,185	16%
Hispanic or Latino (of any race)	1,951	8%
Two of more races alone	1,948	8%

Language and nativity		
Language other than English	6,737	28%
Foreign-born residents	4,533	17%



Adventure #3

Child
Development
Center

What did we find out?

Cost may be an issue for prospective clients in the neighborhood.
Childcare assistance and subsidies may be important.

Income and Poverty

Household income less than \$35,000	3, 104	32%
People with income below poverty	5,115	20%
Children 17 years and younger living under poverty	1,916	30%

Residency and Housing

Households with one or more children under 18	3,042	31%
Owner-occupied	5,630	54%
Renter-occupied	4,192	40%
Cost-burdened owner households	1,400	23%
Cost-burdened renter households	2,100	47%



Adventure #3

Child
Development
Center

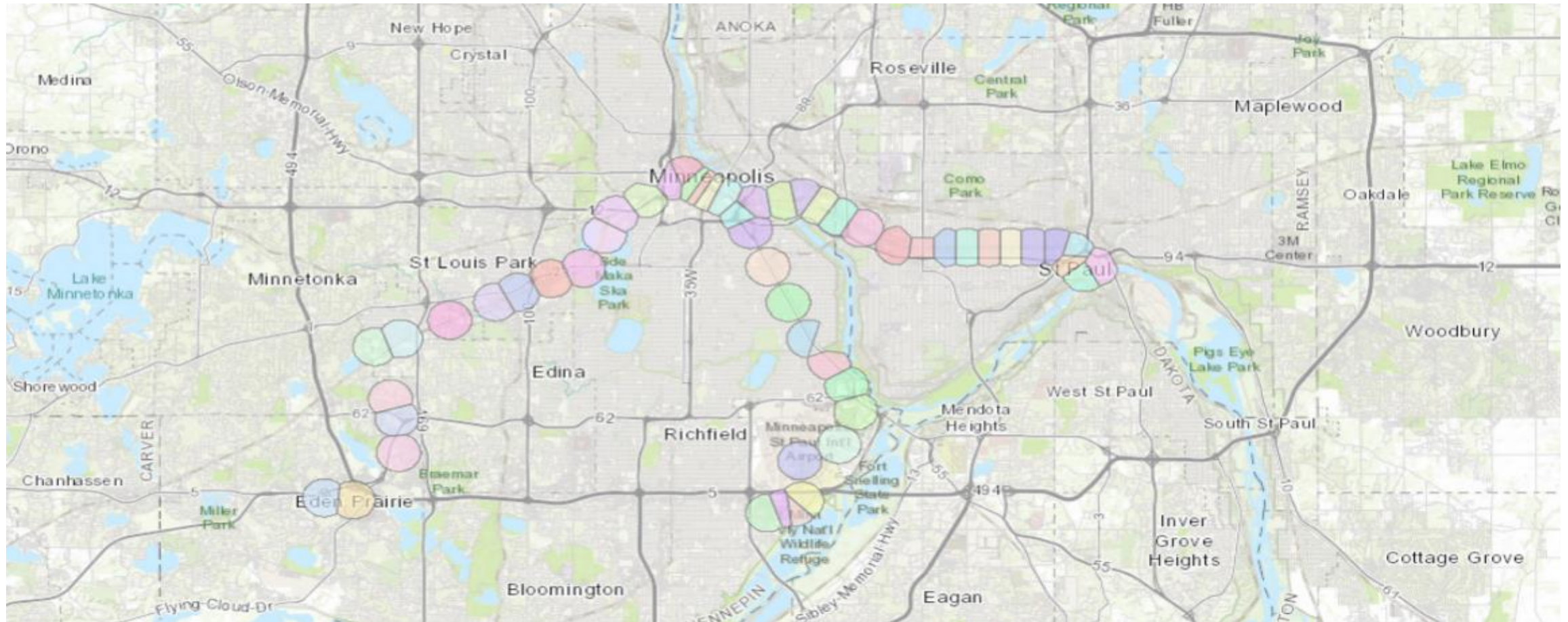
What did we
find out?

Are times convenient for
drop-off/pick-up?

Transportation		
No vehicles	1,306	13%
Transportation to work		
Car, truck, van (including passengers)	9,226	70%
Public transportation	2,109	16%
Walked, biked, worked at home, other	1,846	14%
Travel time to work		
20-29 minutes	3,242	27%
30 minutes of longer	4,174	35%

Workforce		
Workers by industry of employment (five largest)		
Health care and social assistance	2,822	22%
Educational services	1,465	11%
Accommodation and food services	1,264	10%
Manufacturing	1,031	8%
Retail trade	1,030	8%

Metro Transit Light Rail and Rapid Transit Station Areas





Opinion Cityscape

Tracking the Green Line: Will urban renewal by transit turn into poor-people removal?

The feared influx of so-called market-rate housing is occurring along the line, but so far rising costs aren't displacing low-income residents.

By [Marlys Harris](#)



In cities across the nation, new transit lines see developers bidding up the cost of land, even before the train starts operating.

Courtesy of Metro Transit

Selected Geography (Light Rail Station Areas): Franklin Avenue Station



Housing:

18%
owner-occupied

75% renter-occupied
8% vacant

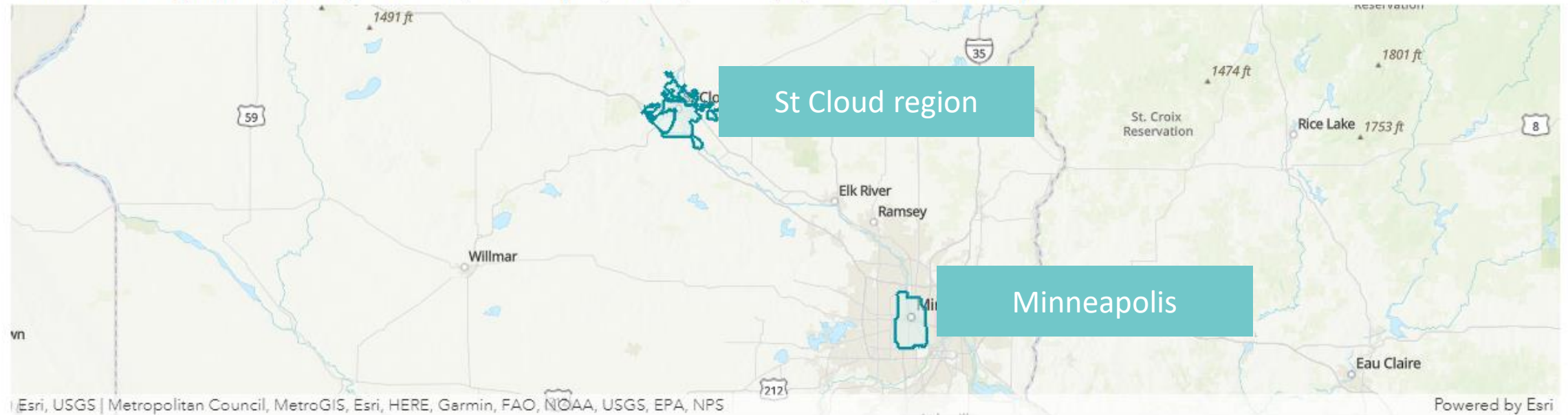
Income & Poverty:

47%
Income below \$35,000

30%
Income below poverty

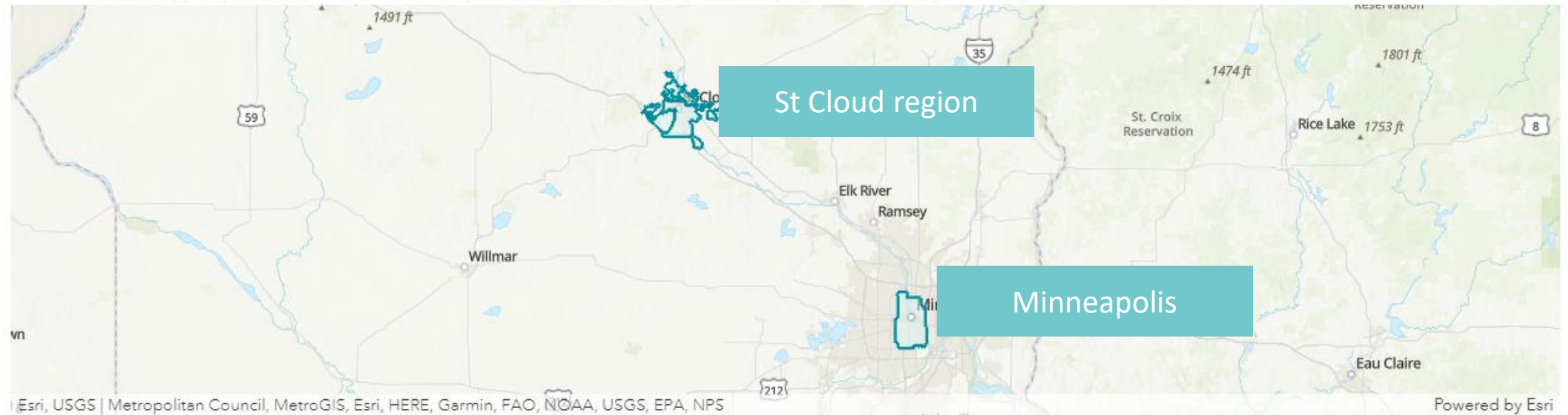
United Way Homeless and Housing Planning

Combined Geographies (Cities): St. Cloud, Sauk Rapids, Sartell, St. Joseph, Waite Park, Minneapolis



United Way Homeless and Housing Planning

Combined Geographies (Cities): St. Cloud, Sauk Rapids, Sartell, St. Joseph, Waite Park, Minneapolis



Housing:

51%
owner-occupied

44%
renter-occupied

Income & Poverty:

32%
Income below \$35,000

17%
Income below poverty

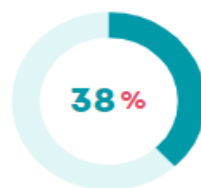
Cultural communities

The U.S. Census Bureau's standard racial and ethnic categories often fall short of reflecting how communities define themselves, and don't reflect the composition and quality of life of diverse Minnesotans throughout the state. We developed data profiles for 27 of the largest cultural communities in Minnesota, including African American, Chinese, Ethiopian, Filipino, Hmong, Indian, Korean, Mexican, Native American, Somali, Vietnamese, and more, based on a combination of self-reported race, ancestry, birthplace, and parental characteristics. We provide data on cultural communities to better reflect, understand and support these communities, and their specific strengths and needs.

Fast facts

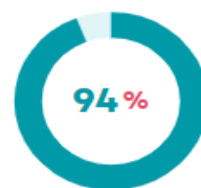
Nearly 4 in 10 Mexican Minnesotans live outside of the Twin Cities

38% of Mexican Minnesotans live in greater Minnesota.



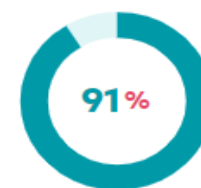
More than 9 in 10 Hmong Minnesotans live in the Twin Cities

94% of Hmong Minnesotans live in the Twin Cities metro area.



More than 9 in 10 Somali-headed households live in rental housing

91% of Somali-headed households in Minnesota are renter households.



Implications

- Importance of accurate data for communities and policy-makers
- Importance of transparency in the differential privacy algorithm for researchers to draw accurate conclusions

Stay in touch and learn more.

- Sign up for our newsletter by clicking on “Contact.”
- Click on the “About” dropdown to read stories about how people, communities and organizations use our data.
- Have a question? Contact sarah.garcia@wilder.org