

# MSP REGIONAL INDICATORS DASHBOARD 2019

GREATER » MSP

Minneapolis Saint Paul Regional Economic Development Partnership

ITASCAproject



African American  
Leadership Forum



A Partnership for Student Success  
from Early Childhood to Early Career

GROW  
NORTH  
MN

THE  
MCKNIGHT  
FOUNDATION



METROPOLITAN  
COUNCIL

Metropolitan  
State University 

M MPLS  
REGIONAL CHAMBER



MINNESOTA BUSINESS PARTNERSHIP

MINNESOTA  
CHAMBER OF  
COMMERCE

GROWING MINNESOTA

ULI Minnesota  
Regional Council of Mayors



SAINT PAUL AREA  
CHAMBER OF COMMERCE



SAINT PAUL  
& MINNESOTA  
FOUNDATIONS



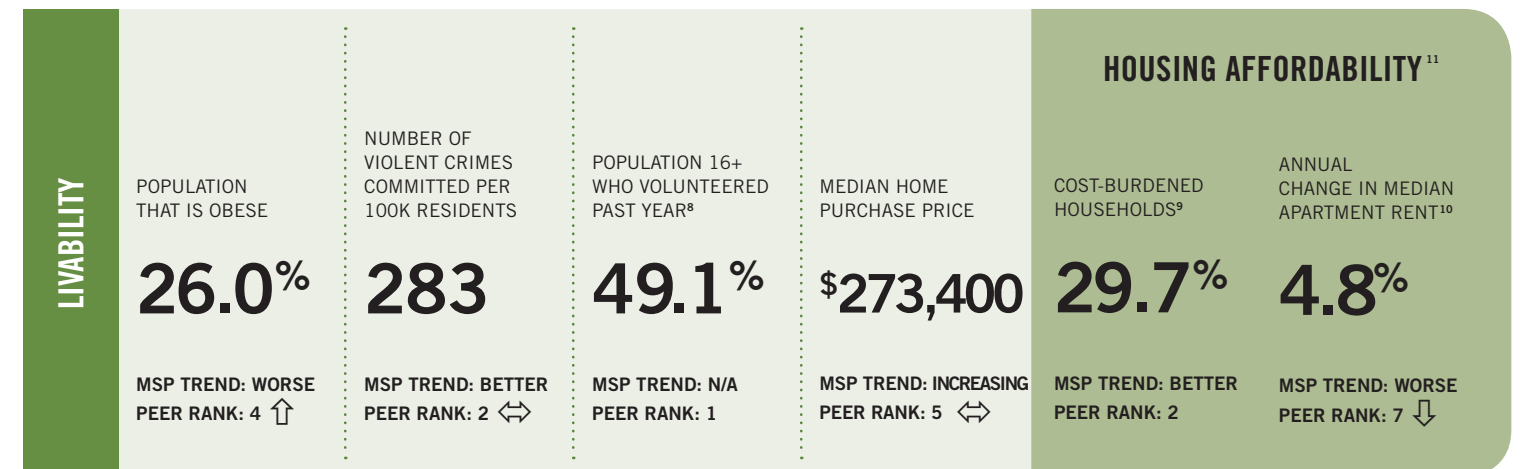
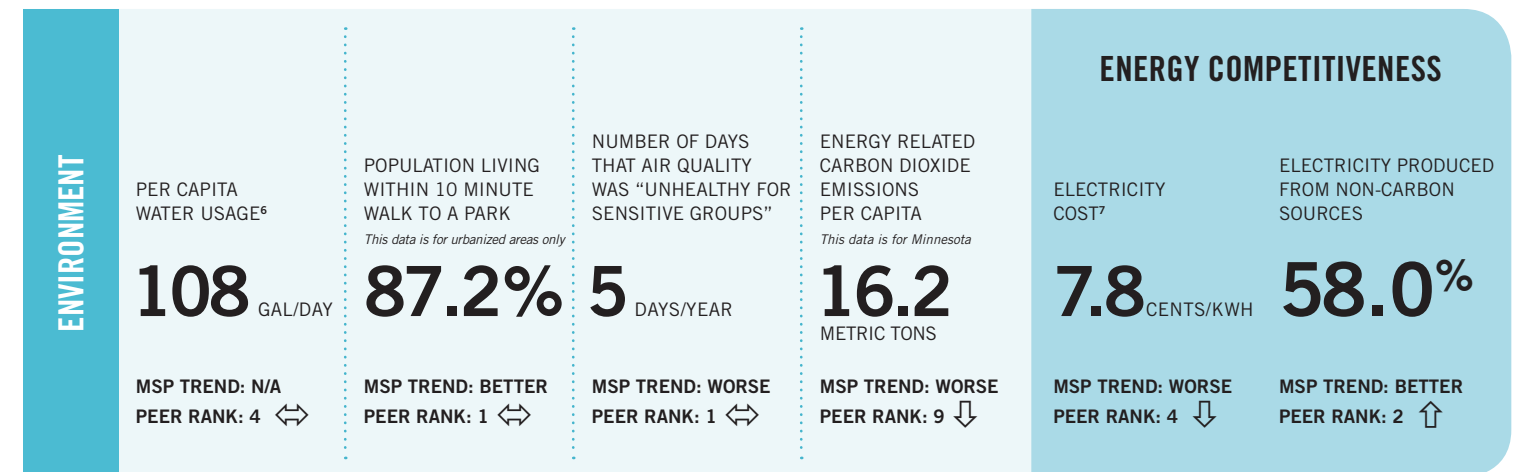
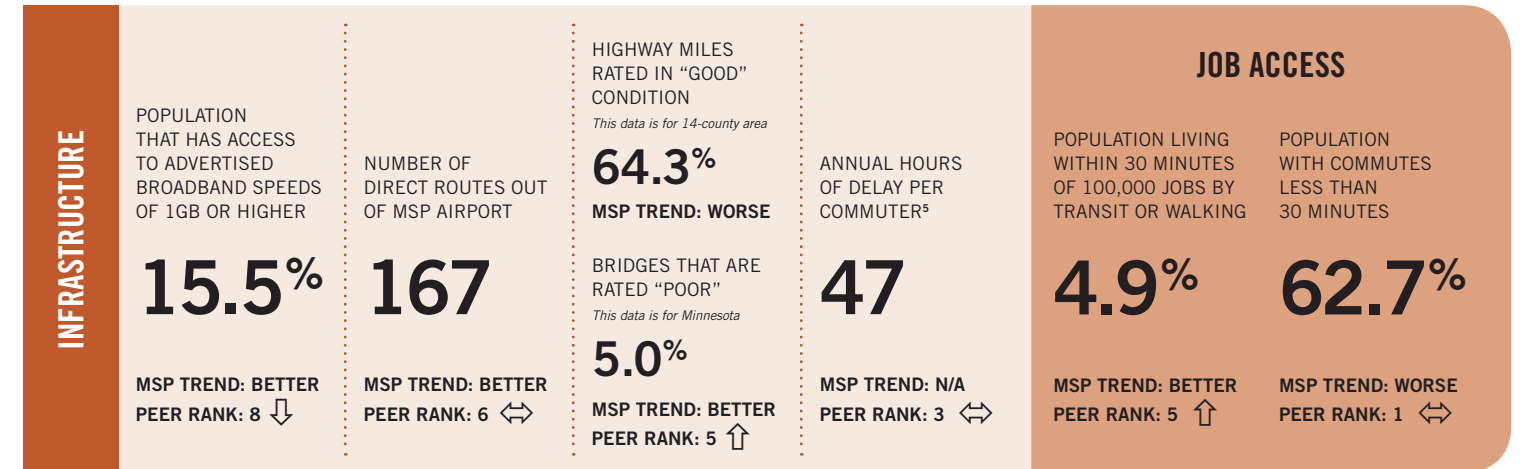
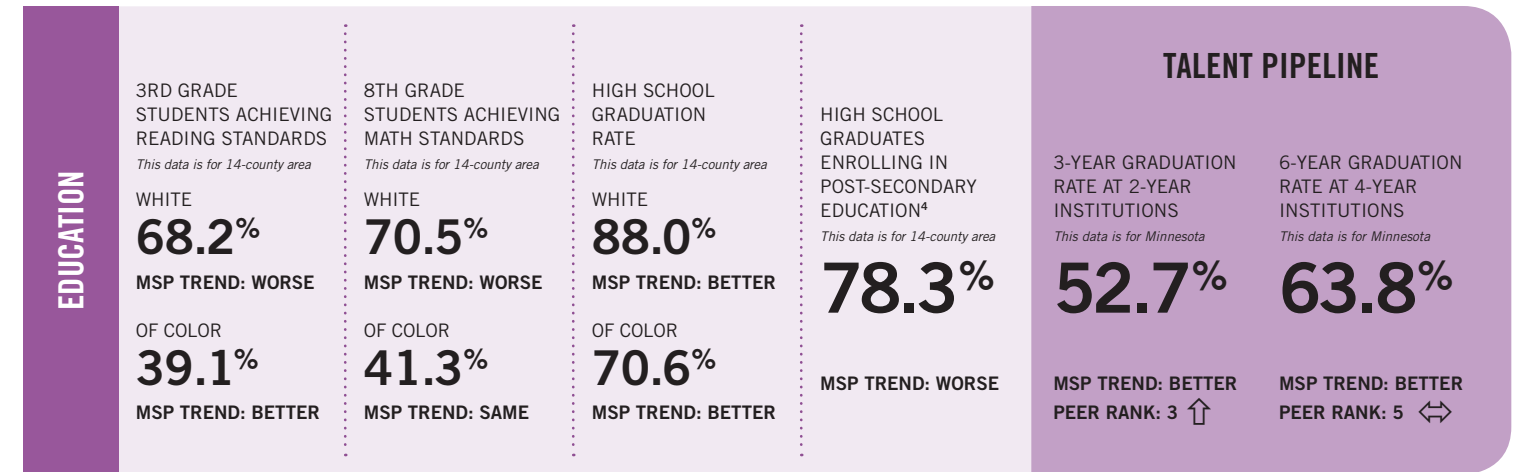
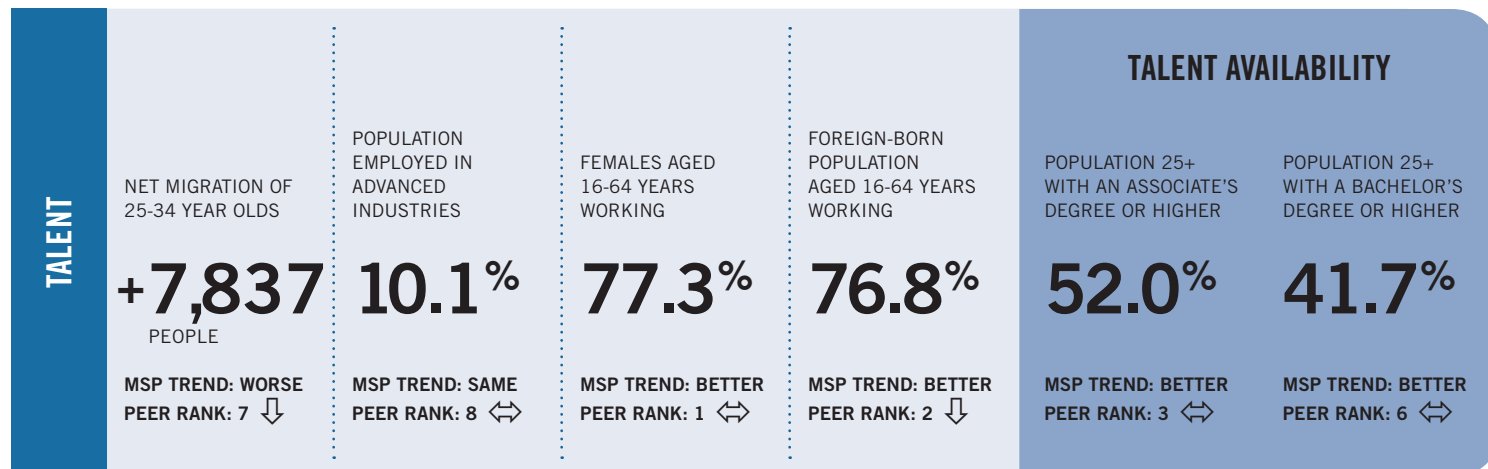
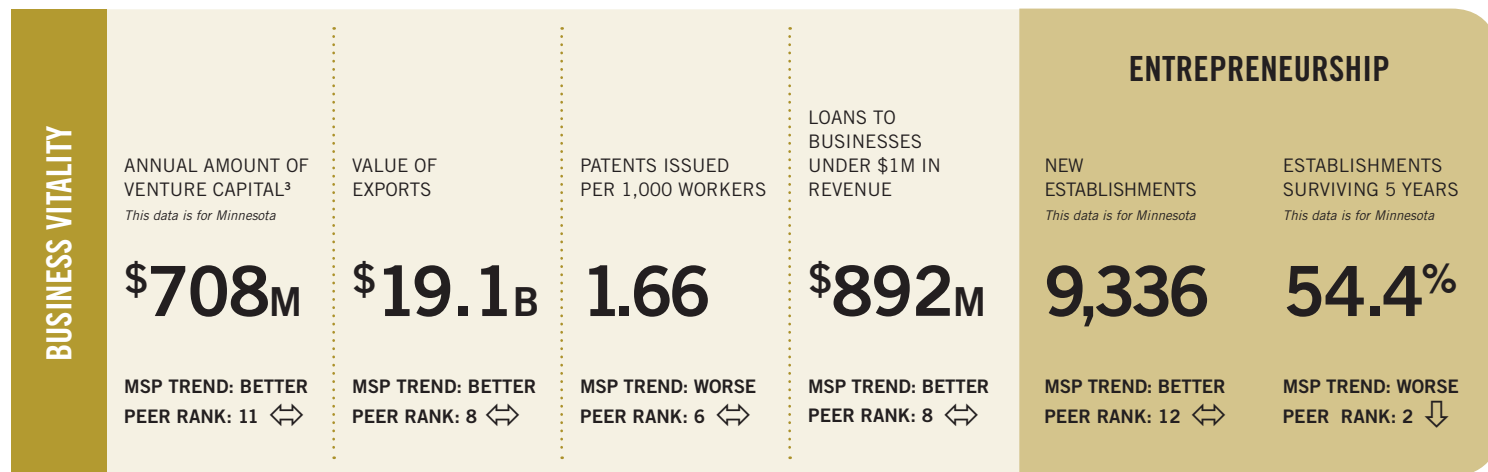
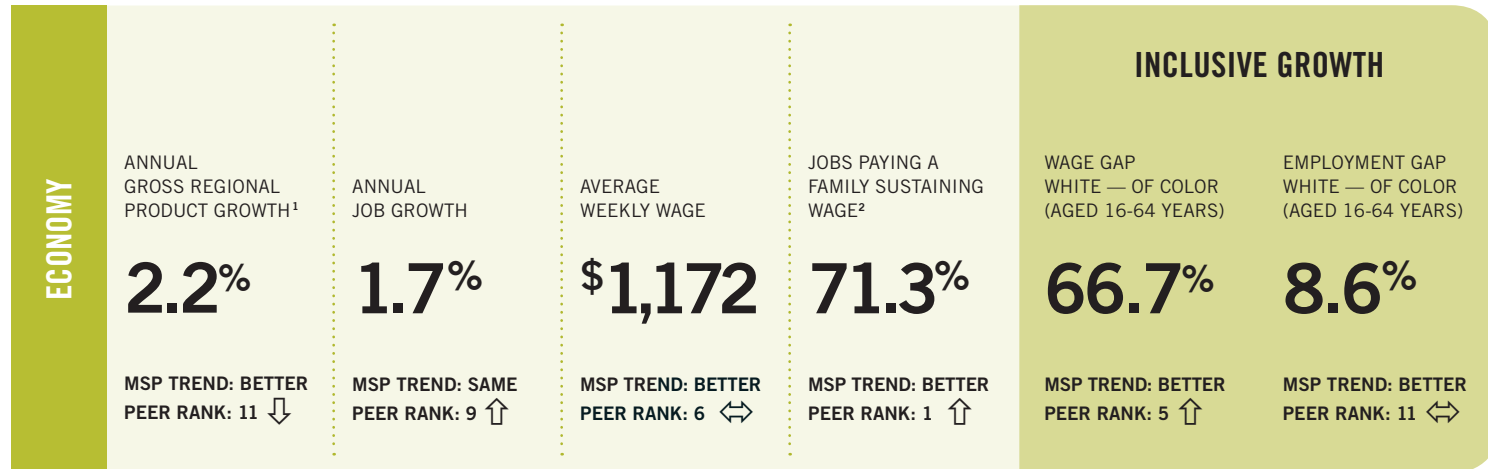
UNIVERSITY  
OF MINNESOTA

**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. 2019 is the fifth 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.

An electronic version of the Dashboard and full technical appendix can be found at [greatermsp.org/regional-indicators](http://greatermsp.org/regional-indicators)



1) Real change based on inflation-adjusted GRP, chained to 2009 dollars. 2) Defined as the annual wage needed to meet likely minimum food, childcare, health insurance, housing, transportation, and other basic necessities for a family of two working adults and two children (MSP = \$35,256), per the MIT Living Wage Calculator. 3) Based on all deals reported to PwC.

4) Within 2 years of graduation. 5) No new data available. 6) No new data available. 7) Average Industrial rate. 8) No trend available, data methodology changed. 9) Households that pay 30% or more of their income on monthly housing costs, renters and homeowners with a mortgage. 10) For 2 bedroom apartments only. 11) For these indicators, peer rank of 1 means most affordable.

## VITAL STATISTICS

GROSS REGIONAL PRODUCT

**\$260.1B**

MSP TREND: INCREASING  
PEER RANK: 7 ↔

GROSS REGIONAL PRODUCT PER CAPITA

**\$72,239**

MSP TREND: INCREASING  
PEER RANK: 6 ↓

MEDIAN HOUSEHOLD INCOME

**\$76,856**

MSP TREND: INCREASING  
PEER RANK: 4 ↔

LABOR FORCE PARTICIPATION RATE

**72.0%**

MSP TREND: INCREASING  
PEER RANK: 1 ↔

TOTAL JOBS

**1.9M**

MSP TREND: INCREASING  
PEER RANK: 7 ↔

UNEMPLOYMENT RATE ANNUALIZED<sup>12</sup>

**2.7%**

MSP TREND: DECREASING  
PEER RANK: 1 ↑

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<sup>13</sup>

*This data is for Minnesota*  
**9.85%**

MSP TREND: SAME  
PEER RANK: 3RD HIGHEST

POVERTY RATE WHITE

**5.1%**

MSP TREND: DECREASING  
PEER RANK: 1 ↔

POVERTY RATE PEOPLE OF COLOR

**18.1%**

MSP TREND: DECREASING  
PEER RANK: 10 ↑

POPULATION

**3.6M**

MSP TREND: INCREASING  
PEER RANK: 7 ↔

POPULATION GROWTH

**1.4%**

MSP TREND: INCREASING  
PEER RANK: 6 ↑

POPULATION OF COLOR

**24.4%**

MSP TREND: INCREASING  
PEER RANK: 11 ↔

<sup>12</sup> In this case 1 means the lowest rate of the peer cities. <sup>13</sup> For those making more than \$273,151 (married joint); or \$163,891 (single).

## 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.

ATLANTA  
AUSTIN  
BOSTON  
CHARLOTTE  
CHICAGO  
DALLAS-FT. WORTH

DENVER  
PITTSBURGH  
PORTLAND, OR  
SAN FRANCISCO  
SEATTLE

## MSP REGIONAL INDICATORS DASHBOARD COMPANIONS

Five years of data collection and analysis through the MSP Indicator Dashboard revealed areas that deserve closer examination, including racial inclusion and innovation. Thanks to the **Center for Economic Inclusion** and **Forge North**, new tools exist in 2019 that disaggregate data for the Minneapolis-Saint Paul region in these priority areas. These are companions to the MSP Indicator Dashboard and part of a larger effort to track our region's economic performance in the areas that matter most to our future competitiveness.

**INDICATORS OF AN INCLUSIVE REGIONAL ECONOMY**  
[centerforeconomicinclusion.org/msp-economic-inclusion-indicators](http://centerforeconomicinclusion.org/msp-economic-inclusion-indicators)

**REGIONAL INNOVATION INDICATORS**  
[forgenorth.com/Dashboard](http://forgenorth.com/Dashboard)



## RESEARCH PARTNERS

The creation of the 2019 dashboard was led by a collaboration of the following research partners:

GREATER MSP  
WILDER RESEARCH/MINNESOTA COMPASS  
THE ITASCA PROJECT  
CENTER FOR ECONOMIC INCLUSION  
MEDICAL ALLEY ASSOCIATION  
THE METROPOLITAN AIRPORTS COMMISSION (MAC)  
MINNESOTA DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT  
NATIONAL ASSOCIATION OF REALTORS  
TRUST FOR PUBLIC LAND  
UNIVERSITY OF MINNESOTA CENTER FOR TRANSPORTATION STUDIES  
XCEL ENERGY

## ADDITIONAL RESOURCES

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

**METROPOLITAN COUNCIL DATA & MAPS**  
[metro council.org/Data-and-Maps/Data.aspx](http://metro council.org/Data-and-Maps/Data.aspx)

**MINNESOTA CHAMBER OF COMMERCE BUSINESS BENCHMARKS**  
[mnchamber.com/benchmarks](http://mnchamber.com/benchmarks)

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

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

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

**BROOKINGS METRO MONITOR**  
[brookings.edu/research/metro-monitor-2019/](http://brookings.edu/research/metro-monitor-2019/)