

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 45.003/-93.1633

HarMar Mall						
Roseville, MN 55113	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2025)	10,701		87,646		372,079	
Projected Population (2030)	10,694		86,219		372,357	
Census Population (2020)	10,175		91,361		379,409	
Census Population (2010)	9,717		86,261		337,593	
Projected Annual Growth (2025-2030)	-7	-	-1,427	-0.3%	278	-
Historical Annual Growth (2020-2025)	526	-	-3,715	-0.8%	-7,330	-0.4%
Historical Annual Growth (2010-2020)	458	0.5%	5,100	0.6%	41,816	1.2%
Estimated Population Density (2025)	3,408	psm	3,100	psm	4,739	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2025)	4,755		37,758		155,203	
Projected Households (2030)	4,768		37,173		156,315	
Census Households (2020)	4,442		38,622		153,025	
Census Households (2010)	4,280		36,589		136,230	
Projected Annual Growth (2025-2030)	13	-	-585	-0.3%	1,112	0.1%
Historical Annual Change (2010-2025)	475	0.7%	1,169	0.2%	18,972	0.9%
Average Household Income						
Estimated Average Household Income (2025)	\$129,071		\$124,127		\$114,306	
Projected Average Household Income (2030)	\$128,073		\$123,024		\$113,137	
Census Average Household Income (2010)	\$72,197		\$66,211		\$61,511	
Census Average Household Income (2000)	\$64,417		\$57,513		\$52,623	
Projected Annual Change (2025-2030)	-\$999	-0.2%	-\$1,103	-0.2%	-\$1,168	-0.2%
Historical Annual Change (2000-2025)	\$64,654	4.0%	\$66,614	4.6%	\$61,682	4.7%
Median Household Income						
Estimated Median Household Income (2025)	\$95,435		\$91,471		\$83,907	
Projected Median Household Income (2030)	\$93,931		\$90,889		\$82,936	
Census Median Household Income (2010)	\$58,581		\$52,445		\$47,360	
Census Median Household Income (2000)	\$52,551		\$47,333		\$42,145	
Projected Annual Change (2025-2030)	-\$1,504	-0.3%	-\$582	-0.1%	-\$971	-0.2%
Historical Annual Change (2000-2025)	\$42,883	3.3%	\$44,138	3.7%	\$41,763	4.0%
Per Capita Income						
Estimated Per Capita Income (2025)	\$57,504		\$53,791		\$48,217	
Projected Per Capita Income (2030)	\$57,252		\$53,364		\$48,032	
Census Per Capita Income (2010)	\$31,797		\$28,091		\$24,826	
Census Per Capita Income (2000)	\$28,149		\$24,187		\$21,307	
Projected Annual Change (2025-2030)	-\$253	-	-\$427	-0.2%	-\$185	-
Historical Annual Change (2000-2025)	\$29,355	4.2%	\$29,604	4.9%	\$26,910	5.1%
Estimated Average Household Net Worth (2025)	\$1.35 M		\$1.22 M		\$985,641	

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Race and Ethnicity							
Total Population (2025)	10,701		87,646		372,079		
White (2025)	7,500	70.1%	60,125	68.6%	231,616	62.2%	
Black or African American (2025)	1,329	12.4%	10,145	11.6%	58,445	15.7%	
American Indian or Alaska Native (2025)	41	0.4%	464	0.5%	2,387	0.6%	
Asian (2025)	1,048	9.8%	10,424	11.9%	48,225	13.0%	
Hawaiian or Pacific Islander (2025)	6	-	27	-	143	-	
Other Race (2025)	245	2.3%	1,887	2.2%	10,406	2.8%	
Two or More Races (2025)	532	5.0%	4,573	5.2%	20,857	5.6%	
Population < 18 (2025)	2,263	21.1%	17,333	19.8%	73,330	19.7%	
White Not Hispanic	1,245	55.0%	8,670	50.0%	29,092	39.7%	
Black or African American	415	18.3%	2,980	17.2%	18,464	25.2%	
Asian	227	10.0%	2,711	15.6%	12,403	16.9%	
Other Race Not Hispanic	188	8.3%	1,417	8.2%	5,783	7.9%	
Hispanic	188	8.3%	1,555	9.0%	7,588	10.3%	
Not Hispanic or Latino Population (2025)	10,132	94.7%	82,534	94.2%	345,447	92.8%	
Not Hispanic White	7,365	72.7%	58,685	71.1%	225,085	65.2%	
Not Hispanic Black or African American	1,312	12.9%	9,990	12.1%	57,532	16.7%	
Not Hispanic American Indian or Alaska Native	27	0.3%	305	0.4%	1,460	0.4%	
Not Hispanic Asian	1,046	10.3%	10,383	12.6%	47,972	13.9%	
Not Hispanic Hawaiian or Pacific Islander	6	-	22	-	116	-	
Not Hispanic Other Race	21	0.2%	155	0.2%	756	0.2%	
Not Hispanic Two or More Races	354	3.5%	2,994	3.6%	12,525	3.6%	
Hispanic or Latino Population (2025)	569	5.3%	5,112	5.8%	26,632	7.2%	
Hispanic White	135	23.7%	1,440	28.2%	6,531	24.5%	
Hispanic Black or African American	17	3.0%	156	3.0%	912	3.4%	
Hispanic American Indian or Alaska Native	14	2.5%	160	3.1%	927	3.5%	
Hispanic Asian	1	0.2%	41	0.8%	253	0.9%	
Hispanic Hawaiian or Pacific Islander	-	-	5	-	27	-	
Hispanic Other Race	224	39.4%	1,733	33.9%	9,650	36.2%	
Hispanic Two or More Races	178	31.3%	1,579	30.9%	8,332	31.3%	
Not Hispanic or Latino Population (2020)	9,683	95.2%	86,297	94.5%	352,667	93.0%	
Hispanic or Latino Population (2020)	492	4.8%	5,065	5.5%	26,742	7.0%	
Not Hispanic or Latino Population (2010)	9,306	95.8%	82,088	95.2%	316,409	93.7%	
Hispanic or Latino Population (2010)	411	4.2%	4,173	4.8%	21,184	6.3%	
Not Hispanic or Latino Population (2030)	10,062	94.1%	80,752	93.7%	343,927	92.4%	
Hispanic or Latino Population (2030)	632	5.9%	5,467	6.3%	28,430	7.6%	
Projected Annual Growth (2025-2030)	62	2.2%	355	1.4%	1,798	1.4%	
Historical Annual Growth (2010-2020)	82	2.0%	892	2.1%	5,558	2.6%	

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HarMar Mall							
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Total Age Distribution (2025)							
Total Population	10,701		87,646		372,079		
Age Under 5 Years	655	6.1%	4,892	5.6%	21,178	5.7%	
Age 5 to 9 Years	666	6.2%	4,929	5.6%	20,917	5.6%	
Age 10 to 14 Years	595	5.6%	4,691	5.4%	19,715	5.3%	
Age 15 to 19 Years	529	4.9%	5,087	5.8%	27,424	7.4%	
Age 20 to 24 Years	592	5.5%	6,455	7.4%	39,719	10.7%	
Age 25 to 29 Years	679	6.3%	6,906	7.9%	33,322	9.0%	
Age 30 to 34 Years	798	7.5%	7,076	8.1%	31,375	8.4%	
Age 35 to 39 Years	807	7.5%	6,349	7.2%	27,187	7.3%	
Age 40 to 44 Years	782	7.3%	5,761	6.6%	23,224	6.2%	
Age 45 to 49 Years	542	5.1%	4,396	5.0%	18,424	5.0%	
Age 50 to 54 Years	578	5.4%	4,469	5.1%	18,130	4.9%	
Age 55 to 59 Years	640	6.0%	4,577	5.2%	17,929	4.8%	
Age 60 to 64 Years	690	6.4%	5,315	6.1%	19,520	5.2%	
Age 65 to 69 Years	647	6.0%	4,993	5.7%	17,845	4.8%	
Age 70 to 74 Years	606	5.7%	4,256	4.9%	14,770	4.0%	
Age 75 to 79 Years	394	3.7%	3,016	3.4%	9,622	2.6%	
Age 80 to 84 Years	276	2.6%	2,094	2.4%	5,959	1.6%	
Age 85 Years or Over	224	2.1%	2,384	2.7%	5,818	1.6%	
Median Age	39.6		38.3		34.4		
Age 19 Years or Less	2,446	22.9%	19,599	22.4%	89,234	24.0%	
Age 20 to 64 Years	6,108	57.1%	51,304	58.5%	228,831	61.5%	
Age 65 Years or Over	2,148	20.1%	16,743	19.1%	54,014	14.5%	
Female Age Distribution (2025)							
Female Population	5,483	51.2%	43,377	49.5%	178,058	47.9%	
Age Under 5 Years	336	6.1%	2,356	5.4%	10,221	5.7%	
Age 5 to 9 Years	289	5.3%	2,347	5.4%	10,079	5.7%	
Age 10 to 14 Years	315	5.7%	2,323	5.4%	9,578	5.4%	
Age 15 to 19 Years	252	4.6%	2,070	4.8%	9,739	5.5%	
Age 20 to 24 Years	277	5.1%	2,764	6.4%	16,688	9.4%	
Age 25 to 29 Years	338	6.2%	3,373	7.8%	16,490	9.3%	
Age 30 to 34 Years	401	7.3%	3,469	8.0%	15,244	8.6%	
Age 35 to 39 Years	414	7.5%	3,219	7.4%	13,379	7.5%	
Age 40 to 44 Years	383	7.0%	2,838	6.5%	11,364	6.4%	
Age 45 to 49 Years	282	5.1%	2,218	5.1%	8,995	5.1%	
Age 50 to 54 Years	293	5.3%	2,254	5.2%	8,908	5.0%	
Age 55 to 59 Years	339	6.2%	2,373	5.5%	8,825	5.0%	
Age 60 to 64 Years	359	6.6%	2,726	6.3%	9,828	5.5%	
Age 65 to 69 Years	355	6.5%	2,642	6.1%	9,329	5.2%	
Age 70 to 74 Years	337	6.1%	2,269	5.2%	7,850	4.4%	
Age 75 to 79 Years	214	3.9%	1,659	3.8%	5,079	2.9%	
Age 80 to 84 Years	162	3.0%	1,206	2.8%	3,287	1.8%	
Age 85 Years or Over	138	2.5%	1,272	2.9%	3,175	1.8%	
Female Median Age	41.0		40.3		35.8		
Age 19 Years or Less	1,192	21.7%	9,095	21.0%	39,616	22.2%	
Age 20 to 64 Years	3,086	56.3%	25,235	58.2%	109,722	61.6%	
Age 65 Years or Over	1,205	22.0%	9,048	20.9%	28,720	16.1%	

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Male Age Distribution (2025)							
Male Population	5,218	48.8%	44,269	50.5%	194,021	52.1%	
Age Under 5 Years	319	6.1%	2,537	5.7%	10,957	5.6%	
Age 5 to 9 Years	378	7.2%	2,582	5.8%	10,838	5.6%	
Age 10 to 14 Years	281	5.4%	2,368	5.4%	10,137	5.2%	
Age 15 to 19 Years	276	5.3%	3,017	6.8%	17,685	9.1%	
Age 20 to 24 Years	315	6.0%	3,691	8.3%	23,030	11.9%	
Age 25 to 29 Years	341	6.5%	3,534	8.0%	16,832	8.7%	
Age 30 to 34 Years	397	7.6%	3,607	8.1%	16,131	8.3%	
Age 35 to 39 Years	394	7.5%	3,130	7.1%	13,808	7.1%	
Age 40 to 44 Years	399	7.7%	2,923	6.6%	11,860	6.1%	
Age 45 to 49 Years	260	5.0%	2,178	4.9%	9,429	4.9%	
Age 50 to 54 Years	285	5.5%	2,215	5.0%	9,222	4.8%	
Age 55 to 59 Years	301	5.8%	2,203	5.0%	9,105	4.7%	
Age 60 to 64 Years	330	6.3%	2,589	5.8%	9,692	5.0%	
Age 65 to 69 Years	293	5.6%	2,351	5.3%	8,517	4.4%	
Age 70 to 74 Years	269	5.2%	1,987	4.5%	6,920	3.6%	
Age 75 to 79 Years	180	3.5%	1,357	3.1%	4,543	2.3%	
Age 80 to 84 Years	115	2.2%	888	2.0%	2,673	1.4%	
Age 85 Years or Over	86	1.7%	1,112	2.5%	2,643	1.4%	
Male Median Age	38.2		36.9		33.3		
Age 19 Years or Less	1,254	24.0%	10,505	23.7%	49,618	25.6%	
Age 20 to 64 Years	3,022	57.9%	26,069	58.9%	119,109	61.4%	
Age 65 Years or Over	943	18.1%	7,695	17.4%	25,294	13.0%	
Males per 100 Females (2025)							
Overall Comparison	95		102		109		
Age Under 5 Years	95	48.7%	108	51.9%	107	51.7%	
Age 5 to 9 Years	131	56.7%	110	52.4%	108	51.8%	
Age 10 to 14 Years	89	47.1%	102	50.5%	106	51.4%	
Age 15 to 19 Years	110	52.3%	146	59.3%	182	64.5%	
Age 20 to 24 Years	114	53.2%	134	57.2%	138	58.0%	
Age 25 to 29 Years	101	50.2%	105	51.2%	102	50.5%	
Age 30 to 34 Years	99	49.8%	104	51.0%	106	51.4%	
Age 35 to 39 Years	95	48.7%	97	49.3%	103	50.8%	
Age 40 to 44 Years	104	51.0%	103	50.7%	104	51.1%	
Age 45 to 49 Years	92	48.0%	98	49.5%	105	51.2%	
Age 50 to 54 Years	97	49.3%	98	49.6%	104	50.9%	
Age 55 to 59 Years	89	47.0%	93	48.1%	103	50.8%	
Age 60 to 64 Years	92	47.9%	95	48.7%	99	49.7%	
Age 65 to 69 Years	83	45.2%	89	47.1%	91	47.7%	
Age 70 to 74 Years	80	44.4%	88	46.7%	88	46.8%	
Age 75 to 79 Years	84	45.7%	82	45.0%	89	47.2%	
Age 80 to 84 Years	71	41.5%	74	42.4%	81	44.8%	
Age 85 Years or Over	63	38.6%	87	46.6%	83	45.4%	
Age 19 Years or Less	105	51.3%	116	53.6%	125	55.6%	
Age 20 to 39 Years	101	50.3%	109	52.1%	113	53.0%	
Age 40 to 64 Years	95	48.8%	98	49.4%	103	50.7%	
Age 65 Years or Over	78	43.9%	85	46.0%	88	46.8%	

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HarMar Mall							
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Household Type (2025)							
Total Households	4,755		37,758		155,203		
Households with Children	1,138	23.9%	8,858	23.5%	36,534	23.5%	
Average Household Size	2.2		2.2		2.3		
Household Density per Square Mile	1,514		1,336		1,977		
Population Family	6,950	64.9%	57,424	65.5%	236,584	63.6%	
Population Non-Family	3,611	33.7%	27,110	30.9%	113,921	30.6%	
Population Group Quarters	141	1.3%	3,113	3.6%	21,575	5.8%	
Family Households	2,222	46.7%	18,498	49.0%	76,999	49.6%	
Married Couple Households	1,864	83.9%	14,150	76.5%	52,892	68.7%	
Other Family Households with Children	358	16.1%	4,348	23.5%	24,107	31.3%	
Family Households with Children	1,135	51.1%	8,840	47.8%	36,446	47.3%	
Married Couple with Children	917	80.8%	6,543	74.0%	22,728	62.4%	
Other Family Households with Children	218	19.2%	2,297	26.0%	13,718	37.6%	
Family Households No Children	1,087	48.9%	9,658	52.2%	40,553	52.7%	
Married Couple No Children	947	87.1%	7,608	78.8%	30,165	74.4%	
Other Family Households No Children	141	12.9%	2,050	21.2%	10,389	25.6%	
Non-Family Households	2,533	53.3%	19,260	51.0%	78,204	50.4%	
Non-Family Households with Children	3	0.1%	18	-	88	0.1%	
Non-Family Households No Children	2,530	99.9%	19,242	99.9%	78,116	99.9%	
Average Family Household Size	3.1		3.1		3.1		
Average Family Income	\$182,938		\$164,232		\$144,674		
Median Family Income	\$138,702		\$127,691		\$113,036		
Average Non-Family Household Size	1.4		1.4		1.5		
Marital Status (2025)							
Population Age 15 Years or Over	8,784		73,134		310,269		
Never Married	3,176	36.2%	29,305	40.1%	154,362	49.8%	
Currently Married	4,237	48.2%	32,430	44.3%	107,726	34.7%	
Previously Married	1,370	15.6%	11,399	15.6%	48,181	15.5%	
Separated	204	14.9%	1,773	15.6%	9,338	19.4%	
Widowed	472	34.4%	3,655	32.1%	11,373	23.6%	
Divorced	695	50.7%	5,971	52.4%	27,470	57.0%	
Educational Attainment (2025)							
Adult Population Age 25 Years or Over	7,663		61,592		243,126		
Elementary (Grade Level 0 to 8)	158	2.1%	1,529	2.5%	10,795	4.4%	
Some High School (Grade Level 9 to 11)	148	1.9%	1,352	2.2%	7,838	3.2%	
High School Graduate	1,149	15.0%	10,558	17.1%	41,234	17.0%	
Some College	1,094	14.3%	8,225	13.4%	35,333	14.5%	
Associate Degree Only	503	6.6%	4,383	7.1%	18,305	7.5%	
Bachelor Degree Only	2,721	35.5%	19,469	31.6%	74,427	30.6%	
Graduate Degree	1,891	24.7%	16,076	26.1%	55,194	22.7%	
Any College (Some College or Higher)	6,209	81.0%	48,153	78.2%	183,259	75.4%	
College Degree + (Bachelor Degree or Higher)	4,612	60.2%	35,545	57.7%	129,621	53.3%	

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Housing							
Total Housing Units (2025)	5,164		41,102		169,792		
Total Housing Units (2020)	4,651		39,956		159,954		
Historical Annual Growth (2020-2025)	513 -		1,146 -		9,838 -		
Housing Units Occupied (2025)	4,755	92.1%	37,758	91.9%	155,203	91.4%	
Housing Units Owner-Occupied	2,844	59.8%	21,879	57.9%	74,364	47.9%	
Housing Units Renter-Occupied	1,911	40.2%	15,880	42.1%	80,839	52.1%	
Housing Units Vacant (2025)	409	7.9%	3,344	8.1%	14,589	8.6%	
Household Size (2025)							
Total Households	4,755		37,758		155,203		
1 Person Households	1,942	40.8%	14,787	39.2%	57,023	36.7%	
2 Person Households	1,409	29.6%	11,929	31.6%	53,410	34.4%	
3 Person Households	529	11.1%	4,305	11.4%	17,947	11.6%	
4 Person Households	524	11.0%	3,869	10.2%	14,801	9.5%	
5 Person Households	231	4.9%	1,649	4.4%	6,376	4.1%	
6 Person Households	70	1.5%	633	1.7%	2,856	1.8%	
7 or More Person Households	50	1.0%	586	1.6%	2,791	1.8%	
Household Income Distribution (2025)							
HH Income \$200,000 or More	719	15.1%	5,037	13.3%	19,886	12.8%	
HH Income \$150,000 to \$199,999	652	13.7%	4,049	10.7%	14,469	9.3%	
HH Income \$125,000 to \$149,999	345	7.3%	3,366	8.9%	11,772	7.6%	
HH Income \$100,000 to \$124,999	477	10.0%	3,789	10.0%	14,312	9.2%	
HH Income \$75,000 to \$99,999	471	9.9%	5,187	13.7%	20,081	12.9%	
HH Income \$50,000 to \$74,999	858	18.1%	6,259	16.6%	25,245	16.3%	
HH Income \$35,000 to \$49,999	378	7.9%	3,627	9.6%	14,955	9.6%	
HH Income \$25,000 to \$34,999	288	6.1%	2,784	7.4%	11,207	7.2%	
HH Income \$15,000 to \$24,999	397	8.4%	1,742	4.6%	9,911	6.4%	
HH Income \$10,000 to \$14,999	50	1.0%	857	2.3%	5,707	3.7%	
HH Income Under \$10,000	121	2.5%	1,063	2.8%	7,658	4.9%	
Household Vehicles (2025)							
Households 0 Vehicles Available	544	11.4%	3,674	9.7%	21,030	13.6%	
Households 1 Vehicle Available	1,858	39.1%	15,939	42.2%	67,108	43.2%	
Households 2 Vehicles Available	1,848	38.9%	13,920	36.9%	50,711	32.7%	
Households 3 or More Vehicles Available	506	10.6%	4,224	11.2%	16,354	10.5%	
Total Vehicles Available	7,200		58,017		223,977		
Average Vehicles per Household	1.5		1.5		1.4		
Owner-Occupied Household Vehicles	5,250	72.9%	39,817	68.6%	133,647	59.7%	
Average Vehicles per Owner-Occupied Household	1.8		1.8		1.8		
Renter-Occupied Household Vehicles	1,950	27.1%	18,200	31.4%	90,330	40.3%	
Average Vehicles per Renter-Occupied Household	1.0		1.1		1.1		
Travel Time (2025)							
Worker Base Age 16 years or Over	5,539		47,976		203,112		
Travel to Work in 14 Minutes or Less	1,453	26.2%	10,745	22.4%	45,191	22.2%	
Travel to Work in 15 to 29 Minutes	1,945	35.1%	18,117	37.8%	79,859	39.3%	
Travel to Work in 30 to 59 Minutes	747	13.5%	7,218	15.0%	30,583	15.1%	
Travel to Work in 60 Minutes or More	85	1.5%	949	2.0%	3,670	1.8%	
Work at Home	1,309	23.6%	10,947	22.8%	43,809	21.6%	
Average Minutes Travel to Work	17.5		18.8		18.7		

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 45.003/-93.1633

HarMar Mall							
Roseville, MN 55113							
Transportation To Work (2025)							
Worker Base Age 16 years or Over	5,539		47,976		203,112		
Drive to Work Alone	3,464	62.5%	28,928	60.3%	118,646	58.4%	
Drive to Work in Carpool	324	5.8%	3,614	7.5%	15,715	7.7%	
Travel to Work by Public Transportation	152	2.7%	2,142	4.5%	10,235	5.0%	
Drive to Work on Motorcycle	5	-	33	-	139	-	
Bicycle to Work	43	0.8%	366	0.8%	2,368	1.2%	
Walk to Work	183	3.3%	1,338	2.8%	9,751	4.8%	
Other Means	58	1.1%	607	1.3%	2,450	1.2%	
Work at Home	1,309	23.6%	10,947	22.8%	43,809	21.6%	
Daytime Demographics (2025)							
Total Businesses	794		4,746		17,128		
Total Employees	10,414		70,374		219,168		
Company Headquarter Businesses	32	4.0%	228	4.8%	704	4.1%	
Company Headquarter Employees	1,308	12.6%	14,654	20.8%	49,057	22.4%	
Employee Population per Business	13.1	to 1	14.8	to 1	12.8	to 1	
Residential Population per Business	13.5	to 1	18.5	to 1	21.7	to 1	
Adj. Daytime Demographics Age 16 Years or Over	13,544		94,589		322,414		
Labor Force							
Labor Population Age 16 Years or Over (2025)	8,673		72,205		306,521		
Labor Force Total Males (2025)	4,188	48.3%	36,279	50.2%	160,135	52.2%	
Male Civilian Employed	2,863	68.4%	25,135	69.3%	108,444	67.7%	
Male Civilian Unemployed	69	1.7%	798	2.2%	4,224	2.6%	
Males in Armed Forces	3	-	6	-	135	-	
Males Not in Labor Force	1,253	29.9%	10,340	28.5%	47,331	29.6%	
Labor Force Total Females (2025)	4,485	51.7%	35,927	49.8%	146,386	47.8%	
Female Civilian Employed	2,677	59.7%	22,850	63.6%	94,695	64.7%	
Female Civilian Unemployed	94	2.1%	874	2.4%	3,138	2.1%	
Females in Armed Forces	-	-	-	-	-	-	
Females Not in Labor Force	1,714	38.2%	12,203	34.0%	48,553	33.2%	
Unemployment Rate	163	1.9%	1,672	2.3%	7,363	2.4%	
Occupation (2025)							
Occupation Population Age 16 Years or Over	5,539		47,976		203,112		
Occupation Total Males	2,862	51.7%	25,126	52.4%	108,418	53.4%	
Occupation Total Females	2,677	48.3%	22,850	47.6%	94,695	46.6%	
Management, Business, Financial Operations	963	17.4%	9,362	19.5%	38,248	18.8%	
Professional, Related	1,884	34.0%	16,547	34.5%	66,608	32.8%	
Service	807	14.6%	6,752	14.1%	31,320	15.4%	
Sales, Office	934	16.9%	7,390	15.4%	32,390	15.9%	
Farming, Fishing, Forestry	1	-	27	-	295	0.1%	
Construction, Extraction, Maintenance	175	3.2%	2,012	4.2%	8,491	4.2%	
Production, Transport, Material Moving	774	14.0%	5,886	12.3%	25,761	12.7%	
White Collar Workers	3,782	68.3%	33,299	69.4%	137,246	67.6%	
Blue Collar Workers	1,758	31.7%	14,678	30.6%	65,867	32.4%	

Complete Profile

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Lat/Lon: 45.003/-93.1633

HarMar Mall		1 mi radius		3 mi radius		5 mi radius	
Roseville, MN 55113							
Units In Structure (2025)							
Total Units	4,755		37,758		155,203		
1 Detached Unit	2,642	55.6%	19,697	52.2%	65,257	42.0%	
1 Attached Unit	200	4.2%	2,595	6.9%	11,027	7.1%	
2 Units	119	2.5%	1,539	4.1%	9,167	5.9%	
3 to 4 Units	63	1.3%	744	2.0%	4,880	3.1%	
5 to 9 Units	131	2.8%	1,376	3.6%	6,465	4.2%	
10 to 19 Units	508	10.7%	2,402	6.4%	10,110	6.5%	
20 to 49 Units	377	7.9%	3,324	8.8%	13,947	9.0%	
50 or More Units	676	14.2%	5,781	15.3%	32,918	21.2%	
Mobile Home or Trailer	38	0.8%	300	0.8%	1,401	0.9%	
Other Structure	-	-	1	-	30	-	
Homes Built By Year (2025)							
Homes Built 2020 or later	79	1.5%	865	2.1%	4,511	2.7%	
Homes Built 2010 to 2019	136	2.6%	2,095	5.1%	15,283	9.0%	
Homes Built 2000 to 2009	266	5.2%	1,807	4.4%	9,988	5.9%	
Homes Built 1990 to 1999	85	1.7%	1,358	3.3%	6,450	3.8%	
Homes Built 1980 to 1989	439	8.5%	3,984	9.7%	14,623	8.6%	
Homes Built 1970 to 1979	696	13.5%	5,055	12.3%	19,642	11.6%	
Homes Built 1960 to 1969	662	12.8%	5,099	12.4%	16,021	9.4%	
Homes Built 1950 to 1959	1,243	24.1%	6,099	14.8%	15,905	9.4%	
Homes Built 1940 to 1949	586	11.3%	3,154	7.7%	7,794	4.6%	
Homes Built Before 1939	562	10.9%	8,243	20.1%	44,987	26.5%	
Median Age of Homes	60.1	yrs	59.3	yrs	57.1	yrs	
Home Values (2025)							
Owner Specified Housing Units	2,844		21,879		74,364		
Home Values \$1,000,000 or More	18	0.6%	317	1.4%	1,653	2.2%	
Home Values \$750,000 to \$999,999	38	1.3%	651	3.0%	2,575	3.5%	
Home Values \$500,000 to \$749,999	214	7.5%	1,860	8.5%	9,346	12.6%	
Home Values \$400,000 to \$499,999	590	20.7%	3,427	15.7%	10,304	13.9%	
Home Values \$300,000 to \$399,999	1,156	40.6%	7,284	33.3%	21,884	29.4%	
Home Values \$250,000 to \$299,999	421	14.8%	4,256	19.5%	12,208	16.4%	
Home Values \$200,000 to \$249,999	163	5.7%	1,884	8.6%	6,754	9.1%	
Home Values \$175,000 to \$199,999	5	0.2%	295	1.3%	1,280	1.7%	
Home Values \$150,000 to \$174,999	48	1.7%	576	2.6%	2,472	3.3%	
Home Values \$125,000 to \$149,999	11	0.4%	244	1.1%	1,096	1.5%	
Home Values \$100,000 to \$124,999	59	2.1%	401	1.8%	1,468	2.0%	
Home Values \$90,000 to \$99,999	4	0.1%	16	-	162	0.2%	
Home Values \$80,000 to \$89,999	-	-	33	0.1%	114	0.2%	
Home Values \$70,000 to \$79,999	10	0.3%	39	0.2%	218	0.3%	
Home Values \$60,000 to \$69,999	-	-	6	-	203	0.3%	
Home Values \$50,000 to \$59,999	2	-	65	0.3%	385	0.5%	
Home Values \$35,000 to \$49,999	68	2.4%	107	0.5%	417	0.6%	
Home Values \$25,000 to \$34,999	9	0.3%	147	0.7%	665	0.9%	
Home Values \$10,000 to \$24,999	25	0.9%	218	1.0%	747	1.0%	
Home Values Under \$10,000	3	0.1%	53	0.2%	412	0.6%	
Owner-Occupied Median Home Value	\$352,806		\$346,876		\$353,192		
Renter-Occupied Median Rent	\$1,232		\$1,263		\$1,251		

Complete Profile

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Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 45.003/-93.1633

HarMar Mall Roseville, MN 55113		1 mi radius	3 mi radius	5 mi radius
Total Annual Consumer Expenditure (2025)				
Total Household Expenditure	\$517.17 M	\$3.98 B	\$15.69 B	
Total Non-Retail Expenditure	\$266.15 M	\$2.04 B	\$8.1 B	
Total Retail Expenditure	\$251.02 M	\$1.94 B	\$7.58 B	
Alcoholic Beverages	\$3.2 M	\$24.61 M	\$96.66 M	
Apparel	\$9.5 M	\$73.23 M	\$289.71 M	
Contributions	\$17.29 M	\$132.04 M	\$511.7 M	
Education	\$12.15 M	\$93.02 M	\$362.43 M	
Entertainment	\$29.36 M	\$226.36 M	\$896.77 M	
Food Away From Home	\$22.72 M	\$174.92 M	\$690.51 M	
Grocery	\$31.01 M	\$242.66 M	\$990.89 M	
Health Care	\$31.31 M	\$243.96 M	\$961.66 M	
Household Furnishings and Equipment	\$13.82 M	\$106.31 M	\$418.61 M	
Household Operations	\$9.5 M	\$73.22 M	\$291.56 M	
Miscellaneous Expenses	\$8.88 M	\$68.39 M	\$269.32 M	
Personal Care	\$6.22 M	\$48.48 M	\$196.24 M	
Shelter	\$81.63 M	\$635.76 M	\$2.61 B	
Tax and Retirement	\$142.51 M	\$1.07 B	\$4.08 B	
Tobacco and Related	\$2.02 M	\$16.32 M	\$71.29 M	
Transportation	\$74.13 M	\$583.6 M	\$2.24 B	
Utilities	\$21.93 M	\$171.86 M	\$704.1 M	
Monthly Household Consumer Expenditure (2025)				
Total Household Expenditure	\$9,063	\$8,785	\$8,422	
Total Non-Retail Expenditure	\$4,664 51.5%	\$4,497 51.2%	\$4,350 51.6%	
Total Retail Expenditures	\$4,399 48.5%	\$4,288 48.8%	\$4,072 48.4%	
Alcoholic Beverages	\$56 0.6%	\$54 0.6%	\$52 0.6%	
Apparel	\$167 1.8%	\$162 1.8%	\$156 1.8%	
Contributions	\$303 3.3%	\$291 3.3%	\$275 3.3%	
Education	\$213 2.3%	\$205 2.3%	\$195 2.3%	
Entertainment	\$514 5.7%	\$500 5.7%	\$482 5.7%	
Food Away From Home	\$398 4.4%	\$386 4.4%	\$371 4.4%	
Grocery	\$543 6.0%	\$536 6.1%	\$532 6.3%	
Health Care	\$549 6.1%	\$538 6.1%	\$516 6.1%	
Household Furnishings and Equipment	\$242 2.7%	\$235 2.7%	\$225 2.7%	
Household Operations	\$166 1.8%	\$162 1.8%	\$157 1.9%	
Miscellaneous Expenses	\$156 1.7%	\$151 1.7%	\$145 1.7%	
Personal Care	\$109 1.2%	\$107 1.2%	\$105 1.3%	
Shelter	\$1,431 15.8%	\$1,403 16.0%	\$1,403 16.7%	
Tax and Retirement	\$2,498 27.6%	\$2,352 26.8%	\$2,193 26.8%	
Tobacco and Related	\$35 0.4%	\$36 0.4%	\$38 0.5%	
Transportation	\$1,299 14.3%	\$1,288 14.7%	\$1,201 14.3%	
Utilities	\$384 4.2%	\$379 4.3%	\$378 4.5%	