

## Saint Paul Neighborhoods Latino Buying Power

1. Sunray, Battle Creek, Highwood	19 million
2. Hazel Park, Hayden Heights, Prosperity Heights, Hillcrest	41 million
3. West Side	86 million
4. Dayton's Bluff	31 million
5. Payne-Phalen	54 million
6. North End	29 million
7. Thomas-Dale	24 million
8. Summit-University	14 million
9. West Seventh	13 million
10. Como	5 million
11. Hamline-Midway	8 million
12. St. Anthony Park	3 million
13. Merriam Park, Snelling- Hamline, Lexington-Hamline	10 million
14. Macalester-Groveland	7 million
15. Highland	17 million
16. Summit Hill	2 million
17. Downtown	6 million

Source: City of St. Paul for demographic data. Author estimates for Buying Power

## Latino Economic Base in Saint Paul, 2007

- 372 million dollars in buying power \*
- 454 firms with 59 million dollars in sales. 60 of these firms had paid employees employing 698 people with \$13 million in annual payroll\*\*
- In the Twin Cities MSA: \*\*
  - 2966 firms with 350 million in sales.
  - 464 of these had paid employees employing 3468 people with an annual payroll of \$80 million
- Major sector where Latino firms are found: Health care, Professional Services, Construction, Other Services and Retail Trade
- 8 percent of workers use public transportation to work
- 50 percent of households own their homes.^
- 2 million dollars in rent #
- 2 million dollars in real estate taxes#
- 37 million dollars in state and local taxes\*
- 34 percent with educational levels higher than high school.^
- 22, 402 people or 9 percent of the population of Saint Paul.^

Sources: Census 2000#, ACS, 2005^, Economic Census 2002\*\* Author estimates. \*

Ward	Latino	% Latino	% Minority	Latino Buying Power
Ward 1	2525	6	61	\$ 41 million
Ward 2	6685	16	34	\$109 million
Ward 3	1490	4	12	\$ 24 million
Ward 4	1354	3	18	\$ 22 million
Ward 5	3289	8	44	\$ 53 million
Ward 6	4207	10	43	\$ 68 million
Ward 7	3165	8	38	\$ 51 million

Source: Redistricting Data. Author estimates for Buying Power

# THE DYNAMIC POWER OF LATINO CAPITAL IN SAINT PAUL, 2007

Emerging Markets Series

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