

# City of Minneapolis – Community Planning & Economic Development

## Market Profile – Stadium Village Light Rail Station

(1-mile radius from intersection)

### Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	17,720	19,779	20,657	1.1%
Households	5,455	6,177	6,456	1.2%
Average Household Size	2.18	2.3	2.34	0.5%
Median Age	22.5	23	23.1	0.2%
Children (0-19)	33.0%	30.0%	29.1%	-0.8%
Seniors (65+)	4.7%	5.6%	6.2%	2.1%
Population Density (per sq mi)	5,642	6,297	6,577	1.1%
Middle Income Households (\$50k-\$75k)	736	899	1,137	3.6%
Middle Income Households / sq mile	234	286	362	3.6%
Middle and Upper Income Households (>\$50k)	1,320	2,167	2,919	8.1%
Middle and Upper Income Households / sq mile	420	690	929	8.1%
Median Household Income	\$26,683	\$36,166	\$43,853	4.3%
Average Household Income	\$38,626	\$49,369	\$59,106	3.5%
Household Per Capita Income	\$13,457	\$19,871	\$23,444	4.9%
Total Housing Units (2000, 2009, 2014)	5,603	6,491	6,822	1.6%
Owner Occupied Housing Units	21.9%	20.4%	19.9%	-0.7%
Renter Occupied Housing Units	75.6%	74.8%	74.8%	-0.1%
Vacant Housing Units	2.5%	4.8%	5.4%	8.3%

#### Real Estate

Median Home Value, 2009	\$152,976
Median Home Value, 2000	\$122,917
Annual Rate of Change, Median Home Value	2.7%
Single-family Units, 2000	26.9%
Multi-family Units, 2000	73.1%

#### Transit

Average Daily Traffic Volume	21,600
Households <u>without</u> access to a vehicle (2000)	21.8%
Total Number of Bus Lines (number high frequency)	24 (1)

#### Spending Potential Index

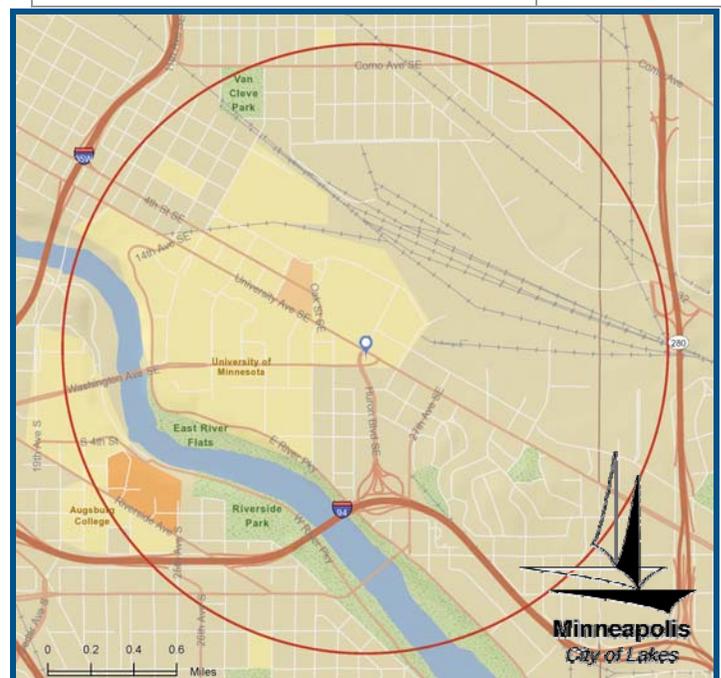
Average amount spent by area households compared to national average (national average = 100)	
Apparel and Services	57
Computers and Accessories	89
Education	111
Entertainment/Recreation	71
Food at Home	76
Food Away from Home	80
Health Care	62
Household Furnishing and Equipment	61
Investment	53
Retail Goods	68
Shelter	73
TV/Video/Sound Equipment	78
Travel	64
Vehicle Maintenance and Repairs	73

#### Education (ages 25 and older)

No High School Diploma	7.2%
High School Diploma or Some College	30%
Associate Degree	4.4%
Bachelor's Degree	29.8%
Graduate or Professional Degree	38.6%

#### Daytime Population

Employees, all industries	50,196
Businesses, all industries	1,029



# City of Minneapolis – Community Planning & Economic Development

## Market Profile – Stadium Village Light Rail Station (1-mile radius from intersection)

### Marketplace Profile

These numbers are ESTIMATES, based on general assumptions, including a national assumption that a certain percentage of dollars are spent at online retailers.

	Retail Potential (area residents' spending, regardless of location)	Retail Sales* (spending at stores within area, regardless of shopper's residence)	Leakage / (Surplus)**	Number of Businesses (in area)
4413 - Auto Parts, Accessories and Tire Stores	\$1,049,060	\$4,515,335	(62.3)	2
4421- Furniture Stores	\$1,909,226	\$2,207,576	(7.2)	2
4422 - Home Furnishings Stores	\$1,066,887	\$1,426,571	(14.4)	2
443 - Electronics and Appliance Stores	\$3,770,931	\$14,776,000	(59.3)	9
4441 - Building Material and Supplies Dealers	\$2,783,331	\$25,411,879	(80.3)	9
4442 - Lawn/Garden Equipment and Supplies Stores	\$513,417	\$6,749	97.4	1
4451 - Grocery Stores	\$17,665,941	\$25,114,961	(17.4)	6
4452 - Specialty Food Stores	\$604,104	\$7,118,434	(84.4)	8
4453 - Beer, Wine and Liquor Stores	\$1,716,153	\$3,567,473	(35.0)	4
446 - Health and Personal Care Stores	\$3,082,617	\$19,733,012	(73.0)	15
447 - Gasoline Stations	\$16,362,193	\$18,717,815	(6.7)	3
4481 - Clothing Stores	\$3,811,987	\$8,288,578	(37.0)	6
4482 - Shoe Stores	\$413,587	\$16,647	92.3	1
4483 - Jewelry, Luggage and Leather Goods Stores	\$3,999,801	\$346,043	7.2	1
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$788,186	\$3,612,693	(64.2)	7
4512 - Book, Periodical and Music Stores	\$8,666,501	\$2,824,302	(53.0)	6
4521 - Department Stores Excluding Leased Depts.	\$8,000,410	\$0	100.0	0
4529 - Other General Merchandise Stores	\$5,697,007	\$9,403,562	(24.5)	4
4531 - Florists	\$193,095	\$113,640	25.9	2
4532 - Office Supplies, Stationery and Gift Stores	\$286,278	\$139,320	34.5	2
4533 - Used Merchandise Stores	\$78,335	\$514,893	(73.6)	5
4539 - Other Miscellaneous Store Retailers	\$1,463,806	\$2,332,481	(22.9)	11
7221 - Full-Service Restaurants	\$11,309,249	\$46,048,520	(60.6)	59
7222 - Limited-Service Eating Places	\$5,724,576	\$29,054,928	(67.1)	28
7223 - Special Food Services	\$1,509,893	\$5,837,371	(58.9)	5
7224 - Drinking Places - Alcoholic Beverages	\$579,997	\$2,237,573	(58.8)	3

\* When retail sales are positive, but there are zero businesses in the area, the sales figures can be attributed to other area businesses that have a different primary classification.

\*\* The leakage/surplus figures represent the difference between retail potential and retail sales. When the number is negative it is "surplus" and provides evidence that businesses sell more than area residents are likely spending, (i.e. shoppers come from outside the area). When the number is positive it is "leakage" and is evidence that residents spend more than local businesses sell (i.e. residents leave the area to spend their money).

