

City of Minneapolis – Community Planning & Economic Development

Market Profile – Franklin Avenue Light Rail Station

(1-mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	35,054	38,967	40,023	0.9%
Households	13,002	13,999	14,443	0.7%
Average Household Size	2.28	2.35	2.35	0.2%
Median Age	26.9	27.2	27.5	0.1%
Children (0-19)	29.8%	29.3%	28.8%	-0.2%
Seniors (65+)	8.6%	9.0%	9.6%	0.8%
Population Density (per sq mi)	11,160	12,406	12,742	0.9%
Middle Income Households (\$50k-\$75k)	1,108	1,905	2,301	7.2%
Middle Income Households / sq mile	353	606	733	7.2%
Middle and Upper Income Households (>\$50k)	1,886	3,989	5,360	12.3%
Middle and Upper Income Households / sq mile	600	1,270	1,706	12.3%
Median Household Income	\$19,347	\$26,944	\$31,866	4.3%
Average Household Income	\$27,553	\$39,855	\$47,788	4.9%
Household Per Capita Income	\$11,615	\$16,408	\$19,509	4.5%
Total Housing Units (2000, 2009, 2014)	13,572	15,057	15,671	1.1%
Owner Occupied Housing Units	15.6%	14.7%	14.4%	-0.5%
Renter Occupied Housing Units	80.0%	78.3%	77.8%	-0.2%
Vacant Housing Units	4.4%	7.0%	7.8%	5.5%

Real Estate

Median Home Value, 2009	\$109,075
Median Home Value, 2000	\$86,702
Annual Rate of Change, Median Home Value	2.8%
Single-family Units, 2000	15.5%
Multi-family Units, 2000	84.5%

Education (ages 25 and older)

No High School Diploma	24.1%
High School Diploma or Some College	44.2%
Associate Degree	6.7%
Bachelor's Degree	15.6%
Graduate or Professional Degree	9.5%

Transit

Average Daily Traffic Volume on Franklin at Hiawatha	17,400
Households <u>without</u> access to a vehicle (2000)	43%
Total Number of Bus Lines	9

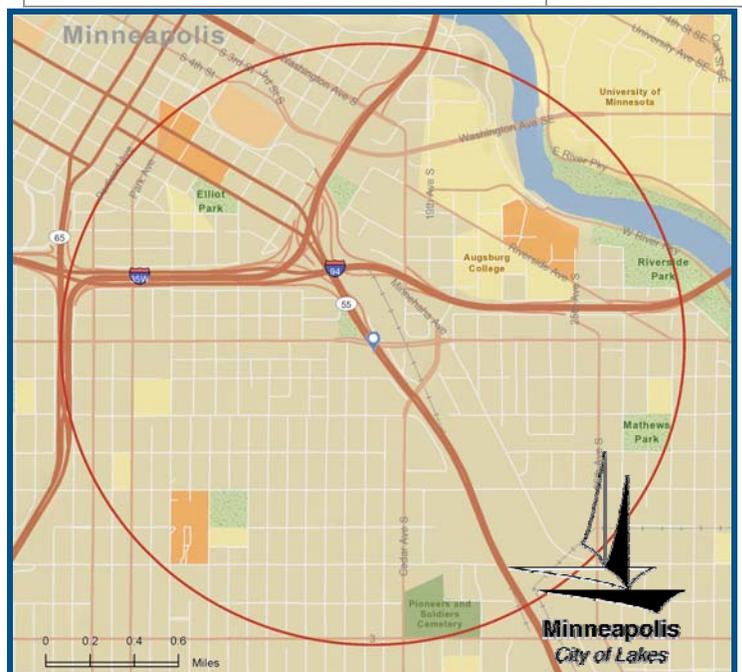
Daytime Population

Employees, all industries	52,832
Businesses, all industries	1,499

Spending Potential Index

Average amount spent by area households compared to national average (national average = 100)

Apparel and Services	44
Computers and Accessories	63
Education	65
Entertainment/Recreation	56
Food at Home	63
Food Away from Home	62
Health Care	55
Household Furnishing and Equipment	48
Investment	45
Retail Goods	54
Shelter	61
TV/Video/Sound Equipment	62
Travel	51
Vehicle Maintenance and Repairs	58



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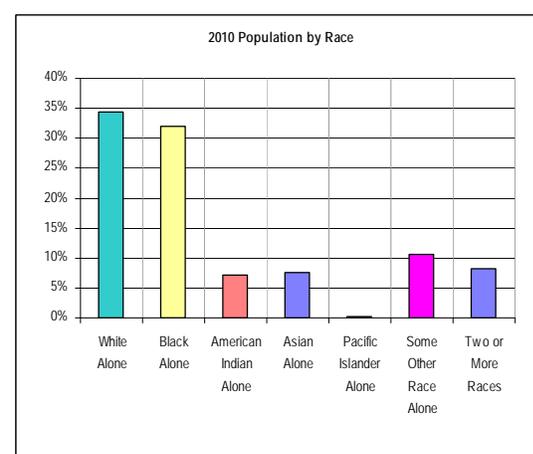
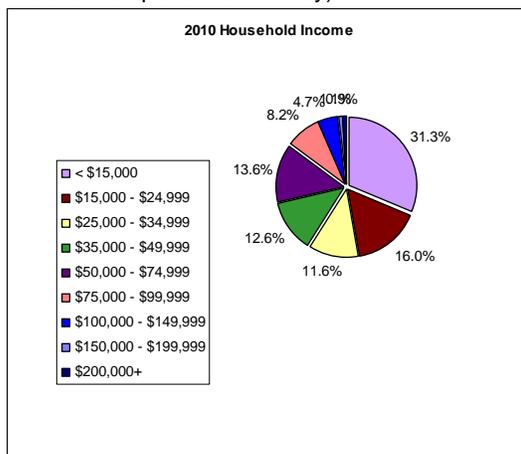
Marketplace Profile

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	\$1,711,999	\$1,253,085	15.5	3
4421- Furniture Stores	\$3,041,262	\$5,500,998	(28.8)	7
4422 - Home Furnishings Stores	\$1,729,023	\$7,206,876	(61.3)	4
443 - Electronics and Appliance Stores	\$5,909,091	\$11,205,859	(30.9)	10
4441 - Building Material and Supplies Dealers	\$4,662,489	\$5,442,590	(7.7)	13
4442 - Lawn/Garden Equipment and Supplies Stores	\$847,982	\$0	100.0	0
4451 - Grocery Stores	\$30,049,115	\$63,641,141	(35.9)	39
4452 - Specialty Food Stores	\$1,039,037	\$777,353	14.4	7
4453 - Beer, Wine and Liquor Stores	\$2,665,800	\$6,631,006	(42.7)	5
446 - Health and Personal Care Stores	\$5,318,080	\$16,523,934	(51.3)	23
447 - Gasoline Stations	\$26,576,789	\$56,007,335	(35.6)	5
4481 - Clothing Stores	\$6,126,932	\$9,136,221	(19.7)	16
4482 - Shoe Stores	\$675,344	\$347,844	32.0	2
4483 - Jewelry, Luggage and Leather Goods Stores	\$618,743	\$654,000	(2.8)	2
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,235,353	\$3,696,576	(49.9)	9
4512 - Book, Periodical and Music Stores	\$1,177,921	\$4,289,315	(56.9)	7
4521 - Department Stores Excluding Leased Depts.	\$13,000,518	\$1,548,827	78.7	3
4529 - Other General Merchandise Stores	\$9,562,861	\$44,440,695	(64.6)	11
4531 - Florists	\$318,030	\$238,514	14.3	3
4532 - Office Supplies, Stationery and Gift Stores	\$455,971	\$733,274	(23.3)	6
4533 - Used Merchandise Stores	\$113,460	\$686,106	(71.6)	3
4539 - Other Miscellaneous Store Retailers	\$2,403,650	\$6,406,117	(45.4)	12
7221 - Full-Service Restaurants	\$18,311,932	\$34,963,956	(31.3)	54
7222 - Limited-Service Eating Places	\$9,036,654	\$21,225,106	(40.3)	26
7223 - Special Food Services	\$2,405,306	\$10,701,191	(63.6)	4
7224 - Drinking Places - Alcoholic Beverages	\$873,722	\$13,948,851	(88.2)	10

* 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).



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