## City of Minneapolis – Community Planning & Economic Development Market Profile – University Avenue SE and Bedford Avenue SE (1-mile radius from intersection)

Demographic Profile				
	2000	2010	Projected to 2015	Annual Rate of Change
Population	11,327	14,054	14,830	2.1%
Households	4,244	5,277	5,559	2.1%
Average Household Size	2.18	2.27	2.29	0.3%
Median Age	24.9	27.1	27.2	0.6%
Children (0-19)	26.8%	23.7%	23.2%	-0.9%
Seniors (65+)	7.4%	8.6%	9.8%	2.2%
Population Density (per sq mi)	3,606	4,474	4,721	2.1%
Middle Income Households (\$50k-\$75k)	768	883	1,044	2.4%
Middle Income Households / sq mile	245	281	332	2.4%
Middle and Upper Income Households (>\$50k)	1,537	2,478	3,205	7.2%
Middle and Upper Income Households / sq mile	489	789	1,020	7.2%
Median Household Income	\$36,848	\$47,451	\$58,296	3.9%
Average Household Income	\$51,445	\$63,892	\$77,064	3.3%
Household Per Capita Income	\$20,069	\$26,327	\$31,457	3.8%
Total Housing Units (2000, 2009, 2014)	4,327	5,540	5,880	2.6%
Owner Occupied Housing Units	34.4%	30.9%	29.5%	-1.0%
Renter Occupied Housing Units	63.4%	64.3%	65.0%	0.2%
Vacant Housing Units	2.1%	4.7%	5.5%	11.6%

Real Estate	
Median Home Value, 2009	\$178,893
Median Home Value, 2000	\$143,682
Annual Rate of Change, Median Home Value	2.7%
Single-family Units, 2000	38.7%
Multi-family Units, 2000	61.3%

Transit			
Average Daily Traffic Volume	24,000		
Households without access to a vehicle (2000)	16.5%		
Total Number of Bus Lines (number high frequency)	4 (1)		

Spending	<b>Potential Index</b>
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Average amount spent by area households compared to national average (national average = 100)

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Apparel and Services	70
Computers and Accessories	104
Education	116
Entertainment/Recreation	92
Food at Home	95
Food Away from Home	98
Heath Care	84
Household Furnishing and Equipment	80
Investment	79
Retail Goods	87
Shelter	96
TV/Video/Sound Equipment	96
Travel	88
Vehicle Maintenance and Repairs	93

Education (ages 25 and older)		
No High School Diploma	4.2%	
High School Diploma or Some College	27.4%	
Associate Degree	3.6%	
Bachelor's Degree	30.6%	
Graduate or Professional Degree	31.6%	

Daytime Population			
Employees, all industries	20,475		
Businesses, all industries	1,064		



Source: ESRI Business Analyst Online (all data from 2009, unless otherwise noted) Created: November 2010

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(1-mile radius from intersection)

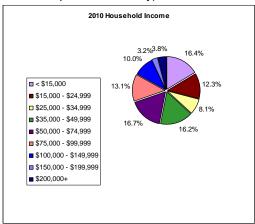
## **Marketplace Profile**

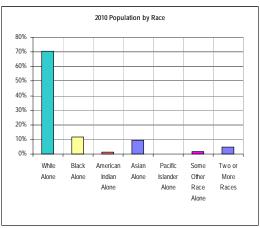
These numbers are ESTIMATES, based on general assumptions, including a national assumption that a certain percentage of dollars are spent at online retailers.

	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	\$1,224,304	\$6,607,544	(68.7)	7
4421- Furniture Stores	\$2,271,031	\$4,148,690	(29.2)	3
4422 - Home Furnishings Stores	\$1,172,640	\$2,146,885	(29.3)	4
443 - Electronics and Appliance Stores	\$3,994,470	\$18,908,961	(65.1)	13
4441 - Building Material and Supplies Dealers	\$3,499,307	\$29,624,830	(78.9)	10
4442 - Lawn/Garden Equipment and Supplies Stores	\$551,613	\$143,547	58.7	1
4451 - Grocery Stores	\$19,257,580	\$16,061,985	9.0	7
4452 - Specialty Food Stores	\$610,444	\$5,769,776	(80.9)	6
4453 - Beer, Wine and Liquor Stores	\$1,752,691	\$2,024,241	(7.2)	3
446 - Health and Personal Care Stores	\$3,381,289	\$22,433,183	(73.8)	13
447 - Gasoline Stations	\$17,385,258	\$14,074,462	10.5	4
4481 - Clothing Stores	\$3,767,053	\$8,344,031	(37.8)	8
4482 - Shoe Stores	\$428,894	\$0	100.0	0
4483 - Jewelry, Luggage and Leather Goods Stores	\$511,717	\$35,312	87.1	1
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$813,423	\$976,537	(9.1)	5
4512 - Book, Periodical and Music Stores	\$829,136	\$850,983	(1.3)	4
4521 - Department Stores Excluding Leased Depts.	\$9,370,422	\$88,880	98.1	1
4529 - Other General Merchandise Stores	\$5,874,162	\$18,894,822	(52.6)	5
4531 - Florists	\$223,949	\$203,483	4.8	3
4532 - Office Supplies, Stationery and Gift Stores	\$410,258	\$125,017	53.3	2
4533 - Used Merchandise Stores	\$91,240	\$783,692	(79.1)	6
4539 - Other Miscellaneous Store Retailers	\$1,427,523	\$2,206,492	(21.4)	7
7221 - Full-Service Restaurants	\$9,707,723	\$12,872,095	(14.0)	27
7222 - Limited-Service Eating Places	\$7,671,641	\$14,804,042	(31.7)	14
7223 - Special Food Services	\$1,785,824	\$9,354,331	(67.9)	4
7224 - Drinking Places - Alcoholic Beverages	\$781,795	\$164,569	65.2	1

<sup>\*</sup> 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.

<sup>\*\*</sup> 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).





Source: ESRI Business Analyst Online (all data from 2009, unless otherwise noted)

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