

# City of Minneapolis – Community Planning & Economic Development

## Market Profile – 45<sup>th</sup> Avenue North and Lyndale Avenue North

(1-mile radius from intersection)

### Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	10,965	10,942	10,944	0.0%
Households	4,080	3,976	3,962	-0.2%
Average Household Size	2.65	2.71	2.72	0.2%
Median Age	31.8	33	33	0.3%
Children (0-19)	33.8%	30.5%	29.2%	-0.9%
Seniors (65+)	11.0%	10.0%	11.4%	0.2%
Population Density (per sq mi)	3,491	3,484	3,484	0.0%
Middle Income Households (\$50k-\$75k)	844	908	1,000	1.2%
Middle Income Households / sq mile	269	289	318	1.2%
Middle and Upper Income Households (>\$50k)	1,357	1,936	2,341	4.8%
Middle and Upper Income Households / sq mile	432	616	745	4.8%
Median Household Income	\$35,737	\$49,068	\$58,299	4.2%
Average Household Income	\$42,397	\$58,553	\$69,139	4.2%
Household Per Capita Income	\$15,879	\$21,455	\$25,230	3.9%
Total Housing Units (2000, 2009, 2014)	4,247	4,343	4,397	0.3%
Owner Occupied Housing Units	72.2%	67.9%	67.1%	-0.5%
Renter Occupied Housing Units	23.8%	23.7%	23.0%	-0.2%
Vacant Housing Units	4.0%	8.5%	9.9%	10.5%

#### Real Estate

Median Home Value, 2009	\$99,407
Median Home Value, 2000	\$78,532
Annual Rate of Change, Median Home Value	2.9%
Single-family Units, 2000	79.8%
Multi-family Units, 2000	20.2%

#### Education (ages 25 and older)

No High School Diploma	19.8%
High School Diploma or Some College	56%
Associate Degree	7.4%
Bachelor's Degree	11.7%
Graduate or Professional Degree	5.1%

#### Transit

Average Daily Traffic Volume	11,500
Households <u>without</u> access to a vehicle (2000)	19.7%
Total Number of Bus Lines (number high frequency)	6

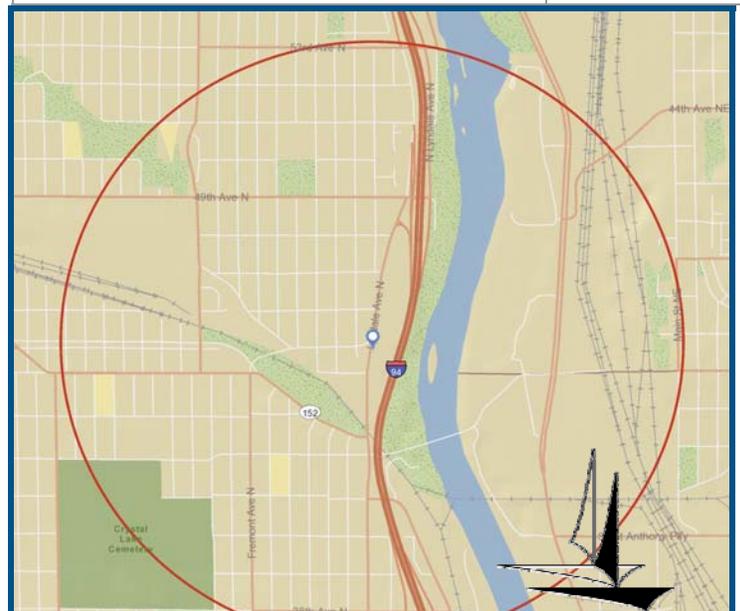
#### Daytime Population

Employees, all industries	3,982
Businesses, all industries	236

#### Spending Potential Index

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

Apparel and Services	60
Computers and Accessories	85
Education	92
Entertainment/Recreation	85
Food at Home	87
Food Away from Home	86
Health Care	89
Household Furnishing and Equipment	72
Investment	76
Retail Goods	81
Shelter	82
TV/Video/Sound Equipment	87
Travel	79



**Minneapolis**  
City of Lakes

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Vehicle Maintenance and Repairs	85
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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.

	<b>Retail Potential</b> (area residents' spending, regardless of location)	<b>Retail Sales*</b> (spending at stores within area, regardless of shopper's residence)	<b>Leakage / (Surplus)**</b>	<b>Number of Businesses</b> (in area)
4413 - Auto Parts, Accessories and Tire Stores	\$766,035	\$7,470,933	(81.4)	1
4421- Furniture Stores	\$1,375,064	\$900,849	20.8	1
4422 - Home Furnishings Stores	\$850,543	\$1,326,714	(21.9)	1
443 - Electronics and Appliance Stores	\$2,668,899	\$807,857	53.5	1
4441 - Building Material and Supplies Dealers	\$2,416,719	\$4,762,850	(32.7)	1
4442 - Lawn/Garden Equipment and Supplies Stores	\$505,908	\$236,114	36.4	1
4451 - Grocery Stores	\$13,151,861	\$2,517,951	67.9	3
4452 - Specialty Food Stores	\$449,213	\$60,108	76.4	1
4453 - Beer, Wine and Liquor Stores	\$1,122,773	\$852,341	13.7	1
446 - Health and Personal Care Stores	\$2,573,045	\$3,502,619	(15.3)	4
447 - Gasoline Stations	\$12,067,028	\$3,057,607	59.6	2
4481 - Clothing Stores	\$2,641,615	\$224,427	84.3	1
4482 - Shoe Stores	\$276,670	\$0	100.0	0
4483 - Jewelry, Luggage and Leather Goods Stores	\$283,295	\$0	100.0	0
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$569,353	\$0	100.0	0
4512 - Book, Periodical and Music Stores	\$470,348	\$0	100.0	0
4521 - Department Stores Excluding Leased Depts.	\$5,900,582	\$0	100.0	0
4529 - Other General Merchandise Stores	\$4,295,010	\$523,413	78.3	1
4531 - Florists	\$202,036	\$472,035	(40.1)	2
4532 - Office Supplies, Stationery and Gift Stores	\$207,734	\$57,920	56.4	1
4533 - Used Merchandise Stores	\$48,737	\$89,283	(29.4)	2
4539 - Other Miscellaneous Store Retailers	\$1,129,164	\$213,368	68.2	3
7221 - Full-Service Restaurants	\$8,011,307	\$665,245	84.7	3
7222 - Limited-Service Eating Places	\$3,954,445	\$4,835,162	(10.0)	4
7223 - Special Food Services	\$1,043,149	\$36,619	93.2	1
7224 - Drinking Places - Alcoholic Beverages	\$364,541	\$435,568	(8.9)	2

\* 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).

