

City of Minneapolis – Community Planning & Economic Development

Market Profile – 35th Street East and Bloomington Avenue South (1-mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	32,947	35,144	35,989	0.6%
Households	11,683	12,146	12,376	0.4%
Average Household Size	2.79	2.86	2.88	0.2%
Median Age	29.3	30.2	30.5	0.3%
Children (0-19)	32.6%	30.2%	29.0%	-0.7%
Seniors (65+)	6.0%	6.4%	7.8%	2.0%
Population Density (per sq mi)	10,489	11,189	11,458	0.6%
Middle Income Households (\$50k-\$75k)	2,474	2,329	2,982	1.4%
Middle Income Households / sq mile	788	741	949	1.4%
Middle and Upper Income Households (>\$50k)	3,955	6,387	7,575	6.1%
Middle and Upper Income Households / sq mile	1,259	2,033	2,412	6.1%
Median Household Income	\$36,312	\$52,451	\$61,979	4.7%
Average Household Income	\$43,592	\$60,999	\$71,234	4.2%
Household Per Capita Income	\$15,794	\$21,321	\$24,756	3.8%
Total Housing Units (2000, 2009, 2014)	12,233	13,257	13,696	0.9%
Owner Occupied Housing Units	55.8%	51.6%	50.6%	-0.7%
Renter Occupied Housing Units	39.8%	40.0%	39.7%	0.0%
Vacant Housing Units	4.4%	8.4%	9.6%	8.4%

Real Estate

Median Home Value, 2009	\$112,493
Median Home Value, 2000	\$89,455
Annual Rate of Change, Median Home Value	2.8%
Single-family Units, 2000	55%
Multi-family Units, 2000	45%

Transit

Average Daily Traffic Volume	11,500
Households <u>without</u> access to a vehicle (2000)	18.9%
Total Number of Bus Lines	8

Spending Potential Index

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

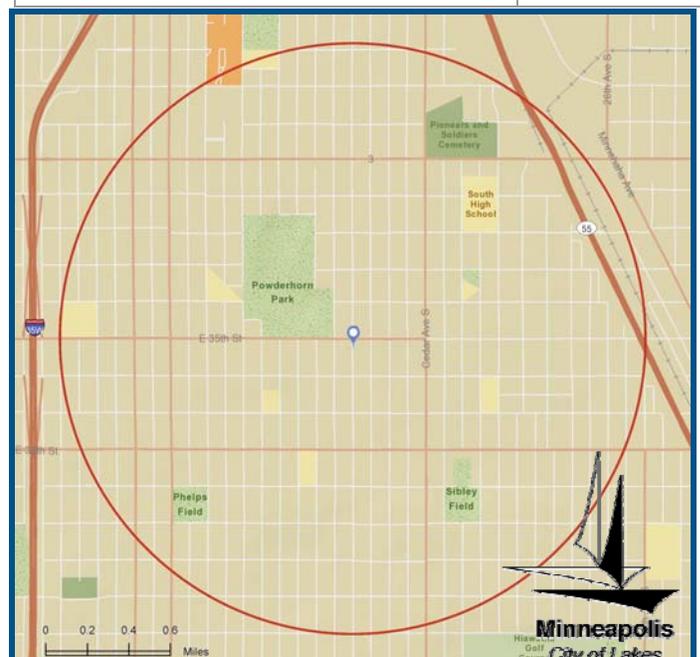
Apparel and Services	65
Computers and Accessories	92
Education	93
Entertainment/Recreation	87
Food at Home	92
Food Away from Home	92
Health Care	81
Household Furnishing and Equipment	76
Investment	75
Retail Goods	83
Shelter	92
TV/Video/Sound Equipment	90
Travel	85
Vehicle Maintenance and Repairs	88

Education (ages 25 and older)

No High School Diploma	17.9%
High School Diploma or Some College	45%
Associate Degree	6.3%
Bachelor's Degree	20.5%
Graduate or Professional Degree	10.4%

Daytime Population

Employees, all industries	8,686
Businesses, all industries	885



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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	\$2,432,116	\$3,850,523	(22.6)	4
4421- Furniture Stores	\$4,475,539	\$3,547,193	11.6	4
4422 - Home Furnishings Stores	\$2,675,673	\$1,940,086	15.9	5
443 - Electronics and Appliance Stores	\$8,486,955	\$989,597	79.1	3
4441 - Building Material and Supplies Dealers	\$7,715,537	\$2,449,372	51.8	3
4442 - Lawn/Garden Equipment and Supplies Stores	\$1,357,947	\$315,252	62.3	1
4451 - Grocery Stores	\$41,286,058	\$18,421,955	38.3	23
4452 - Specialty Food Stores	\$1,430,912	\$1,717,436	(9.1)	17
4453 - Beer, Wine and Liquor Stores	\$3,650,998	\$7,742,100	(35.9)	2
446 - Health and Personal Care Stores	\$7,362,681	\$171,684	95.4	1
447 - Gasoline Stations	\$36,381,280	\$12,475,761	48.9	3
4481 - Clothing Stores	\$5,873,865	\$7,276,624	8.2	18
4482 - Shoe Stores	\$916,622	\$860,892	3.1	2
4483 - Jewelry, Luggage and Leather Goods Stores	\$890,638	\$2,118,756	(40.8)	9
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,783,991	\$2,307,449	(12.8)	12
4512 - Book, Periodical and Music Stores	\$1,516,723	\$1,291,963	8.0	7
4521 - Department Stores Excluding Leased Depts.	\$18,339,585	\$100,576	98.9	1
4529 - Other General Merchandise Stores	\$13,347,105	\$14,063,773	(2.6)	6
4531 - Florists	\$522,986	\$273,003	31.4	4
4532 - Office Supplies, Stationery and Gift Stores	\$652,878	\$1,254,759	(31.6)	4
4533 - Used Merchandise Stores	\$154,659	\$1,022,605	(73.7)	4
4539 - Other Miscellaneous Store Retailers	\$3,357,353	\$1,071,143	54.6	6
7221 - Full-Service Restaurants	\$25,481,468	\$13,951,496	29.2	44
7222 - Limited-Service Eating Places	\$12,561,658	\$4,963,415	43.4	11
7223 - Special Food Services	\$3,340,554	\$10,925,967	(53.2)	3
7224 - Drinking Places - Alcoholic Beverages	\$1,163,586	\$2,772,186	(40.9)	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).

