City of Minneapolis – Community Planning & Economic Development

Market Profile – 25th Street East and Bloomington Avenue South

(1-mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	39,297	43,307	44,493	0.9%
Households	14,365	15,038	15,369	0.5%
Average Household Size	2.44	2.58	2.6	0.4%
Median Age	27.1	27.7	28	0.2%
Children (0-19)	30.6%	29.5%	28.9%	-0.4%
Seniors (65+)	8.1%	8.5%	9.3%	1.0%
Population Density (per sq mi)	12,511	13,788	14,165	0.9%
Middle Income Households ($50k-$75k)	1,464	2,274	2,664	5.5%
Middle Income Households / sq mile	466	724	848	5.5%
Middle and Upper Income Households (>$50k)	2,565	4,792	6,270	9.6%
Middle and Upper Income Households / sq mile	817	1,526	1,996	9.6%
Median Household Income	$20,871	$30,580	$36,559	5.0%
Average Household Income	$28,826	$42,765	$51,069	5.1%
Household Per Capita Income	$11,645	$16,396	$19,358	4.4%
Total Housing Units (2000, 2009, 2014)	15,058	16,307	16,847	0.8%
Owner Occupied Housing Units	17.8%	16.7%	16.5%	-0.5%
Renter Occupied Housing Units	77.5%	75.5%	74.8%	-0.2%
Vacant Housing Units	4.7%	7.8%	8.8%	6.2%

Real Estate

Median Home Value, 2009	$99,114
Median Home Value, 2000	$80,267
Annual Rate of Change, Median Home Value	2.6%
Single-family Units, 2000	18.4%
Multi-family Units, 2000	81.6%

Education (ages 25 and older)

No High School Diploma	24.8%
High School Diploma or Some College	44.9%
Associate Degree	6.4%
Bachelor's Degree	15.1%
Graduate or Professional Degree	8.8%

Transit

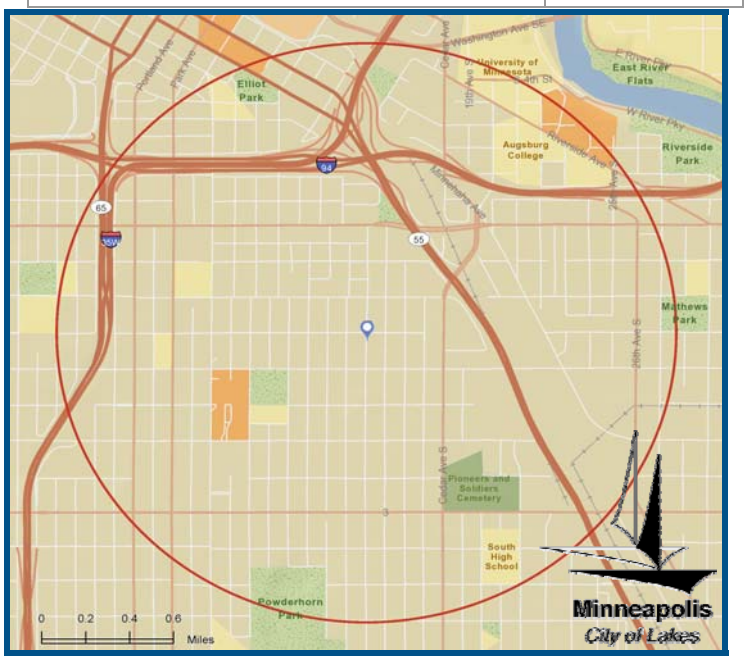
Average Daily Traffic Volume	8,200
Households without access to a vehicle (2000)	40.7%
Total Number of Bus Lines	12 (2)

Daytime Population

Employees, all industries	39,391
Businesses, all industries	1,593

Spending Potential Index

Average amount spent by area households compared to national average (national average = 100)	
Apparel and Services	47
Computers and Accessories	67
Education	67
Entertainment/Recreation	60
Food at Home	67
Food Away from Home	66
Heath Care	58
Household Furnishing and Equipment	51
Investment	48
Retail Goods	58
Shelter	65
TV/Video/Sound Equipment	66
Travel	55
Vehicle Maintenance and Repairs	62



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

City of Minneapolis – Community Planning & Economic Development

Market Profile – 25th Street East and Bloomington Avenue South

(1-mile radius from intersection)

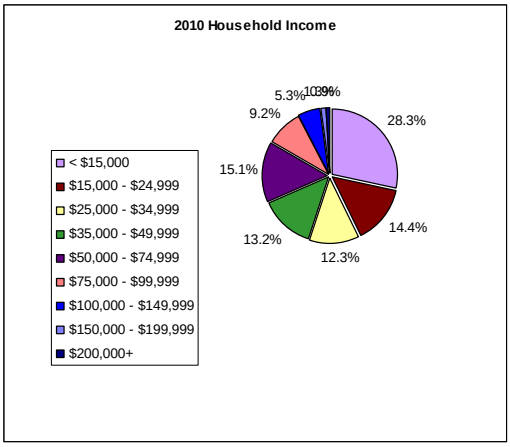
Marketplace Profile

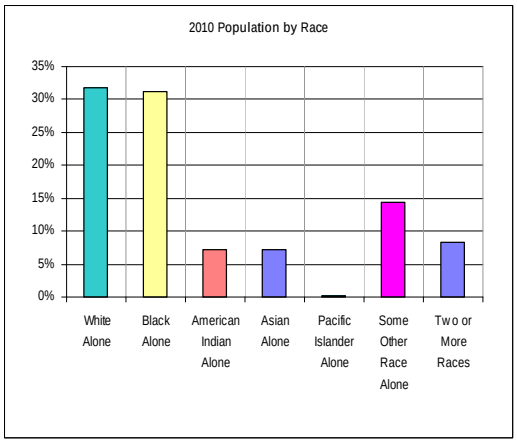
These numbers are ESTIMATES, based on general assumptions, including a national assumption that a certain percentage of dollars are spent at online retailers.

	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	$2,006,621	$3,747,798	(30.3)	4
4421- Furniture Stores	$3,588,020	$6,805,101	(31.0)	8
4422 - Home Furnishings Stores	$20,330,347	$8,023,738	(59.6)	6
443 - Electronics and Appliance Stores	$6,916,245	$4,684,539	19.2	8
4441 - Building Material and Supplies Dealers	$5,513,981	$6,161,323	(5.5)	13
4442 - Lawn/Garden Equipment and Supplies Stores	$993,657	$0	100.0	0
4451 - Grocery Stores	$35,284,794	$86,518,163	(42.1)	46
4452 - Specialty Food Stores	$1,221,045	$1,947,988	(22.9)	17
4453 - Beer, Wine and Liquor Stores	$3,095,407	$8,088,981	(44.6)	5
446 - Health and Personal Care Stores	$6,180,919	$13,367,273	(36.8)	20
447 - Gasoline Stations	$31,152,591	$29,054,201	3.5	5
4481 - Clothing Stores	$7,192,867	$12,757,691	(27.9)	28
4482 - Shoe Stores	$794,560	$1,301,360	(24.2)	4
4483 - Jewelry, Luggage and Leather Goods Stores	$722,539	$2,073,461	(48.3)	9
4511 - Sporting Goods/Hobby/Musical Instrument Stores	$1,447,819	$4,002,577	(46.9)	15
4512 - Book, Periodical and Music Stores	$1,337,760	$5,902,018	(63.0)	10
4521 - Department Stores Excluding Leased Depts.	$15,242,547	$7,128,529	36.3	3
4529 - Other General Merchandise Stores	$11,214,742	$52,016,661	(64.5)	13
4531 - Florists	$373,048	$456,754	(10.1)	6
4532 - Office Supplies, Stationery and Gift Stores	$534,732	$1,692,793	(52.0)	7
4533 - Used Merchandise Stores	$131,088	$1,113,634	(78.9)	5
4539 - Other Miscellaneous Store Retailers	$2,808,590	$7,037,933	(43.0)	13
7221 - Full-Service Restaurants	$21,418,050	$27,568,684	(12.6)	68
7222 - Limited-Service Eating Places	$10,583,328	$21,111,401	(33.2)	26
7223 - Special Food Services	$2,816,280	$8,295,295	(49.3)	4
7224 - Drinking Places - Alcoholic Beverages	$1,014,856	$10,810,506	(82.8)	9

* 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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