

City of Minneapolis – Community Planning & Economic Development

Market Profile – Lowry Avenue North and Lyndale Avenue North (1 mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	23,978	24,371	24,312	0.1%
Households	7,199	6,939	6,891	-0.3%
Average Household Size	3.29	3.47	3.49	0.4%
Median Age	24.1	25	25.8	0.5%
Children (0-19)	44.2%	41.0%	40.3%	-0.6%
Seniors (65+)	5.8%	5.8%	6.5%	0.8%
Population Density (per sq mi)	7,634	7,759	7,740	0.1%
Middle Income Households (\$50k-\$75k)	1,333	1,508	1,661	1.6%
Middle Income Households / sq mile	424	480	529	1.6%
Middle and Upper Income Households (>\$50k)	2,040	3,046	3,687	5.4%
Middle and Upper Income Households / sq mile	649	970	1,174	5.4%
Median Household Income	\$32,348	\$45,097	\$53,600	4.4%
Average Household Income	\$39,372	\$53,124	\$53,168	2.3%
Household Per Capita Income	\$12,094	\$15,320	\$17,833	3.2%
Total Housing Units (2000, 2009, 2014)	7,741	8,145	8,345	0.6%
Owner Occupied Housing Units	56.7%	50.6%	48.8%	-1.0%
Renter Occupied Housing Units	36.2%	34.6%	33.8%	-0.5%
Vacant Housing Units	7.1%	14.8%	17.4%	10.4%

Real Estate

Median Home Value, 2009	\$90,921
Median Home Value, 2000	\$72,764
Annual Rate of Change, Median Home Value	2.7%
Single-family Units, 2000	62.3%
Multi-family Units, 2000	37.7%

Transit

Average Daily Traffic Volume	11,500
Households <u>without</u> access to a vehicle (2000)	25.7%
Total Number of Bus Lines	5

Spending Potential Index

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

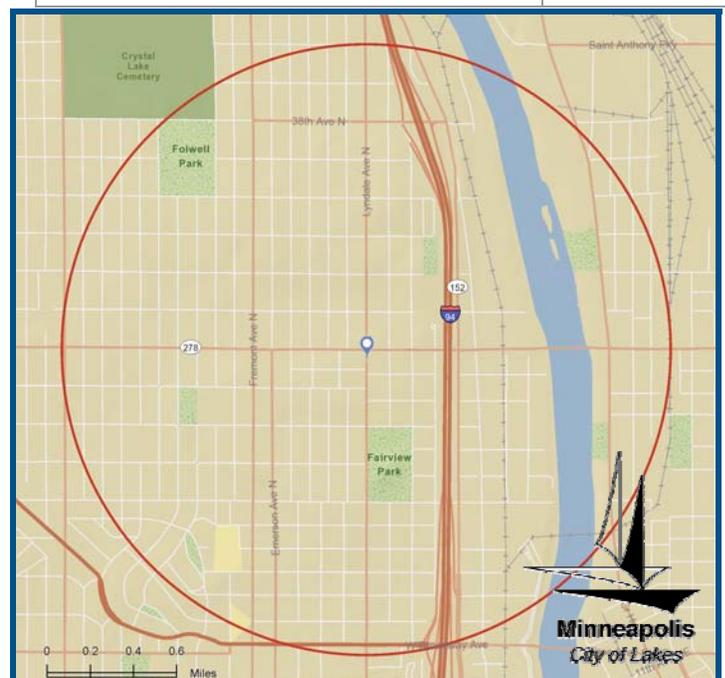
Apparel and Services	56
Computers and Accessories	77
Education	83
Entertainment/Recreation	76
Food at Home	80
Food Away from Home	80
Health Care	77
Household Furnishing and Equipment	65
Investment	59
Retail Goods	73
Shelter	76
TV/Video/Sound Equipment	81
Travel	70
Vehicle Maintenance and Repairs	77

Education (ages 25 and older)

No High School Diploma	24.2%
High School Diploma or Some College	53.5%
Associate Degree	8.2%
Bachelor's Degree	10.4%
Graduate or Professional Degree	3.8%

Daytime Population

Employees, all industries	4,996
Businesses, all industries	492



City of Minneapolis – Community Planning & Economic Development

Market Profile – Lowry Avenue North and Lyndale Avenue North

(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	\$1,136,959	\$366,622	51.2	1
4421- Furniture Stores	\$2,069,126	\$2,676,225	10.7	3
4422 - Home Furnishings Stores	\$1,247,135	\$1,496,949	(9.1)	2
443 - Electronics and Appliance Stores	\$3,989,426	\$3,390,816	8.1	5
4441 - Building Material and Supplies Dealers	\$3,463,033	\$5,436,828	(22.2)	3
4442 - Lawn/Garden Equipment and Supplies Stores	\$704,561	\$435,718	23.6	1
4451 - Grocery Stores	\$20,010,007	\$12,824,579	21.9	10
4452 - Specialty Food Stores	\$687,556	\$266,616	44.1	4
4453 - Beer, Wine and Liquor Stores	\$1,687,368	\$1,842,904	(4.4)	2
446 - Health and Personal Care Stores	\$3,779,909	\$2,792,562	15.0	2
447 - Gasoline Stations	\$18,133,942	\$17,771,568	1.0	4
4481 - Clothing Stores	\$4,053,657	\$1,901,537	36.1	9
4482 - Shoe Stores	\$431,944	\$950,952	(37.5)	3
4483 - Jewelry, Luggage and Leather Goods Stores	\$421,527	\$0	100.0	0
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$840,364	\$2,394,416	(48.0)	4
4512 - Book, Periodical and Music Stores	\$707,391	\$42,805	88.6	1
4521 - Department Stores Excluding Leased Depts.	\$8,795,235	\$3,880,273	38.8	1
4529 - Other General Merchandise Stores	\$6,479,480	\$4,889,543	14.0	2
4531 - Florists	\$280,936	\$475,969	(25.8)	2
4532 - Office Supplies, Stationery and Gift Stores	\$312,605	\$101,986	50.8	2
4533 - Used Merchandise Stores	\$72,182	\$88,657	(10.2)	3
4539 - Other Miscellaneous Store Retailers	\$1,684,066	\$559,059	50.2	6
7221 - Full-Service Restaurants	\$12,146,338	\$10,665,136	6.5	10
7222 - Limited-Service Eating Places	\$5,986,130	\$5,986,164	0.0	5
7223 - Special Food Services	\$1,591,627	\$12,234,707	(77.0)	2
7224 - Drinking Places - Alcoholic Beverages	\$556,133	\$1,404,638	(43.3)	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).

