

City of Minneapolis – Community Planning & Economic Development

Market Profile – 36th Street West and Lyndale Avenue South

(1-mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	20,890	31,566	31,953	3.5%
Households	14,189	14,613	14,825	0.3%
Average Household Size	2.1	2.08	2.08	-0.1%
Median Age	30.9	31.9	31.9	0.2%
Children (0-19)	20.8%	19.9%	19.3%	-0.5%
Seniors (65+)	9.1%	9.0%	9.9%	0.6%
Population Density (per sq mi)	6,651	10,050	10,173	3.5%
Middle Income Households (\$50k-\$75k)	2,646	2,923	3,173	1.3%
Middle Income Households / sq mile	842	931	1,010	1.3%
Middle and Upper Income Households (>\$50k)	5,300	7,699	9,441	5.2%
Middle and Upper Income Households / sq mile	1,687	2,451	3,006	5.2%
Median Household Income	\$38,320	\$53,671	\$65,004	4.6%
Average Household Income	\$51,331	\$68,191	\$80,340	3.8%
Household Per Capita Income	\$24,237	\$31,965	\$37,720	3.7%
Total Housing Units (2000, 2009, 2014)	14,641	15,433	15,770	0.6%
Owner Occupied Housing Units	34.4%	32.2%	31.7%	-0.6%
Renter Occupied Housing Units	62.5%	62.5%	62.3%	0.0%
Vacant Housing Units	3.1%	5.3%	6.0%	6.7%

Real Estate

Median Home Value, 2009	\$169,032
Median Home Value, 2000	\$133,648
Annual Rate of Change, Median Home Value	2.9%
Single-family Units, 2000	32%
Multi-family Units, 2000	68%

Transit

Average Daily Traffic Volume	10,800
Households <u>without</u> access to a vehicle (2000)	19.5%
Total Number of Bus Lines	8

Spending Potential Index

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

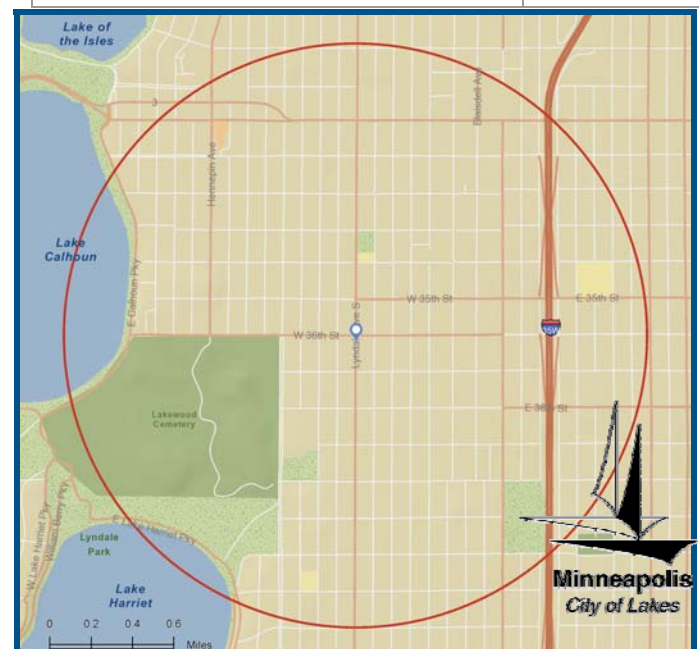
Apparel and Services	74
Computers and Accessories	106
Education	102
Entertainment/Recreation	97
Food at Home	102
Food Away from Home	104
Health Care	88
Household Furnishing and Equipment	84
Investment	85
Retail Goods	92
Shelter	105
TV/Video/Sound Equipment	102
Travel	94
Vehicle Maintenance and Repairs	98

Education (ages 25 and older)

No High School Diploma	10.8%
High School Diploma or Some College	36.1%
Associate Degree	6.2%
Bachelor's Degree	30.5%
Graduate or Professional Degree	16.3%

Daytime Population

Employees, all industries	8,770
Businesses, all industries	1,241



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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	\$3,401,152	\$3,171,227	3.5	5
4421- Furniture Stores	\$6,399,208	\$4,132,128	21.5	5
4422 - Home Furnishings Stores	\$3,703,882	\$3,471,021	3.2	2
443 - Electronics and Appliance Stores	\$11,942,234	\$5,184,293	39.5	11
4441 - Building Material and Supplies Dealers	\$10,474,932	\$9,276,816	6.1	10
4442 - Lawn/Garden Equipment and Supplies Stores	\$1,740,429	\$188,154	80.5	1
4451 - Grocery Stores	\$56,964,294	\$75,906,665	(14.3)	18
4452 - Specialty Food Stores	\$1,974,265	\$689,996	48.2	9
4453 - Beer, Wine and Liquor Stores	\$5,266,904	\$2,453,725	36.4	1
446 - Health and Personal Care Stores	\$10,007,741	\$4,811,287	35.1	14
447 - Gasoline Stations	\$50,278,656	\$51,417,770	(1.1)	10
4481 - Clothing Stores	\$12,091,701	\$17,776,828	(19.0)	35
4482 - Shoe Stores	\$1,305,155	\$2,326,489	(28.1)	6
4483 - Jewelry, Luggage and Leather Goods Stores	\$1,317,891	\$3,268,255	(42.5)	13
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$2,528,237	\$3,207,001	(11.8)	18
4512 - Book, Periodical and Music Stores	\$2,180,772	\$8,620,904	(59.6)	13
4521 - Department Stores Excluding Leased Depts.	\$25,602,488	\$17,690,521	18.3	5
4529 - Other General Merchandise Stores	\$18,439,745	\$21,661,969	(8.0)	9
4531 - Florists	\$658,406	\$391,178	25.5	4
4532 - Office Supplies, Stationery and Gift Stores	\$909,436	\$1,157,609	(12.0)	9
4533 - Used Merchandise Stores	\$221,859	\$746,904	(54.2)	9
4539 - Other Miscellaneous Store Retailers	\$4,640,660	\$2,912,918	22.9	14
7221 - Full-Service Restaurants	\$36,248,255	\$54,564,433	(20.2)	60
7222 - Limited-Service Eating Places	\$17,776,144	\$19,832,221	(5.5)	19
7223 - Special Food Services	\$4,733,686	\$1,600,160	49.5	3
7224 - Drinking Places - Alcoholic Beverages	\$1,707,179	\$2,888,799	(25.7)	4

* 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).

