City of Minneapolis – Community Planning & Economic Development Market Profile – 48th Street East and Chicago Avenue

(1-mile radius from intersection)

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Demographic Profile					
	2000	2010	Projected to 2015	Annual Rate of Change	
Population	20,010	19,937	20,081	0.0%	
Households	8,341	8,498	8,593	0.2%	
Average Household Size	2.37	2.32	2.31	-0.2%	
Median Age	35.4	38.7	38.8	0.6%	
Children (0-19)	25.3%	24.9%	24.9%	-0.1%	
Seniors (65+)	9.2%	9.7%	11.8%	1.9%	
Population Density (per sq mi)	6,371	6,347	6,393	0.0%	
Middle Income Households (\$50k-\$75k)	1,854	1,985	1,925	0.3%	
Middle Income Households / sq mile	590	632	613	0.3%	
Middle and Upper Income Households (>\$50k)	4,727	6,120	6,974	3.2%	
Middle and Upper Income Households / sq mile	1,505	1,948	2,220	3.2%	
Median Household Income	\$56,345	\$73,475	\$85,259	3.4%	
Average Household Income	\$68,724	\$86,028	\$100,610	3.1%	
Household Per Capita Income	\$28,967	\$36,834	\$43,263	3.3%	
Total Housing Units (2000, 2009, 2014)	8,487	8,788	8,922	0.4%	
Owner Occupied Housing Units	83.9%	81.4%	80.8%	-0.3%	
Renter Occupied Housing Units	14.3%	15.3%	15.5%	0.6%	
Vacant Housing Units	1.8%	3.3%	3.7%	7.5%	

Real Estate			
Median Home Value, 2009	\$164,763		
Median Home Value, 2000	\$130,580		
Annual Rate of Change, Median Home Value	2.9%		
Single-family Units, 2000	85.3%		
Multi-family Units, 2000	14.7%		

Transit		
Average Daily Traffic Volume	11,000	
Households without access to a vehicle (2000)	6.9%	
Total Number of Bus Lines	7	

Spending Potential Index
Average amount spent by area households compared to

national average (national average = 100) Apparel and Services 87 Computers and Accessories 125 Education 130 Entertainment/Recreation 126 Food at Home 120 Food Away from Home 123 **Heath Care** 118 Household Furnishing and Equipment 110 Investment 124 Retail Goods 116 Shelter 129 TV/Video/Sound Equipment 121 Travel 130 122 Vehicle Maintenance and Repairs

Education (ages 25 and older)		
No High School Diploma	6.2%	
High School Diploma or Some College	31.7%	
Associate Degree	6.5%	
Bachelor's Degree	36.4%	
Graduate or Professional Degree	19.2%	

Daytime Population		
Employees, all industries	3,371	
Businesses, all industries	458	



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

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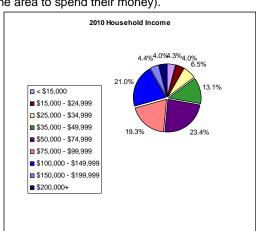
Marketplace Profile

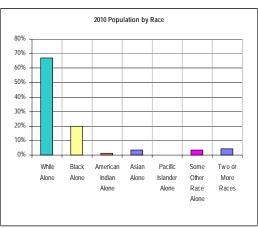
These numbers are ESTIMATES, based on general assumptions, including a national assumption that a certain percentage of dollars are spent at online retailers.

	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	\$2,587,123	\$0	100.0	0
4421- Furniture Stores	\$4,984,420	\$0	100.0	0
4422 - Home Furnishings Stores	\$3,130,643	\$0	100.0	0
443 - Electronics and Appliance Stores	\$9,121,379	\$1,935,490	65.0	7
4441 - Building Material and Supplies Dealers	\$9,433,723	\$769,567	84.9	3
4442 - Lawn/Garden Equipment and Supplies Stores	\$1,617,005	\$410,895	59.5	1
4451 - Grocery Stores	\$41,523,968	\$21,304,542	32.2	7
4452 - Specialty Food Stores	\$1,436,427	\$195,887	76.0	3
4453 - Beer, Wine and Liquor Stores	\$3,801,820	\$0	100.0	0
446 - Health and Personal Care Stores	\$7,890,598	\$2,321,899	54.5	3
447 - Gasoline Stations	\$36,898,637	\$26,702,405	16.0	5
4481 - Clothing Stores	\$8,882,681	\$149,259	96.7	2
4482 - Shoe Stores	\$908,607	\$0	100.0	0
4483 - Jewelry, Luggage and Leather Goods Stores	\$985,795	\$0	100.0	0
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,907,851	\$333,269	70.3	5
4512 - Book, Periodical and Music Stores	\$1,518,975	\$717,804	35.8	2
4521 - Department Stores Excluding Leased Depts.	\$19,321,397	\$0	100.0	0
4529 - Other General Merchandise Stores	\$13,806,049	\$5,629,045	42.1	1
4531 - Florists	\$639,217	\$66,380	81.2	1
4532 - Office Supplies, Stationery and Gift Stores	\$703,403	\$3,321,004	(65.0)	6
4533 - Used Merchandise Stores	\$161,565	\$84,312	31.4	3
4539 - Other Miscellaneous Store Retailers	\$3,522,585	\$1,178,982	49.8	8
7221 - Full-Service Restaurants	\$26,544,322	\$16,175,052	24.3	23
7222 - Limited-Service Eating Places	\$13,005,861	\$5,165,277	43.1	7
7223 - Special Food Services	\$3,456,904	\$9,900,837	(48.2)	3
7224 - Drinking Places - Alcoholic Beverages	\$1,162,924	\$2,510,022	(36.7)	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).





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