

# City of Minneapolis – Community Planning & Economic Development

## Market Profile – 52<sup>nd</sup> Street East and Bloomington Avenue South

(1-mile radius from intersection)

### Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	13,844	13,663	13,713	-0.1%
Households	5,971	6,043	6,091	0.1%
Average Household Size	2.3	2.25	2.24	-0.2%
Median Age	36.1	39.5	40.1	0.7%
Children (0-19)	24.0%	25.2%	25.6%	0.4%
Seniors (65+)	10.4%	10.4%	12.4%	1.3%
Population Density (per sq mi)	4,408	4,350	4,366	-0.1%
Middle Income Households (\$50k-\$75k)	1,384	1,398	1,351	-0.2%
Middle Income Households / sq mile	441	445	430	-0.2%
Middle and Upper Income Households (>\$50k)	3,653	4,453	5,028	2.5%
Middle and Upper Income Households / sq mile	1,163	1,418	1,601	2.5%
Median Household Income	\$61,628	\$75,448	\$85,644	2.6%
Average Household Income	\$72,755	\$86,301	\$99,739	2.5%
Household Per Capita Income	\$31,694	\$38,134	\$44,264	2.6%
Total Housing Units (2000, 2009, 2014)	6,065	6,218	6,283	0.3%
Owner Occupied Housing Units	87.7%	85.3%	85.1%	-0.2%
Renter Occupied Housing Units	10.8%	11.9%	11.9%	0.7%
Vacant Housing Units	1.6%	2.8%	3.1%	6.7%

### Real Estate

Median Home Value, 2009	\$184,864
Median Home Value, 2000	\$142,942
Annual Rate of Change, Median Home Value	3.2%
Single-family Units, 2000	89.2%
Multi-family Units, 2000	10.8%

### Transit

Average Daily Traffic Volume	10,500
Households <u>without</u> access to a vehicle (2000)	5.7%
Total Number of Bus Lines	5

### Spending Potential Index

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

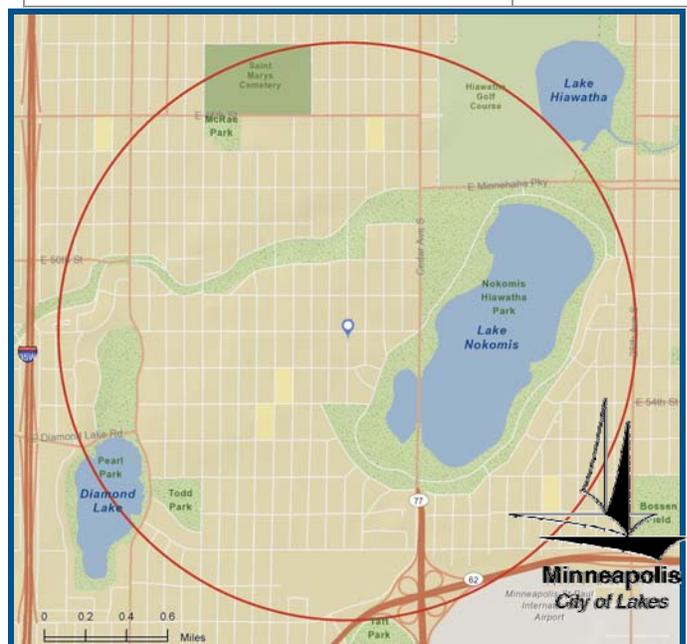
Apparel and Services	87
Computers and Accessories	124
Education	131
Entertainment/Recreation	126
Food at Home	120
Food Away from Home	123
Health Care	120
Household Furnishing and Equipment	110
Investment	126
Retail Goods	117
Shelter	128
TV/Video/Sound Equipment	121
Travel	131
Vehicle Maintenance and Repairs	122

### Education (ages 25 and older)

No High School Diploma	2.9%
High School Diploma or Some College	29%
Associate Degree	6.8%
Bachelor's Degree	39.8%
Graduate or Professional Degree	21.5%

### Daytime Population

Employees, all industries	2,338
Businesses, all industries	289



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(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.

	<b>Retail Potential</b> (area residents' spending, regardless of location)	<b>Retail Sales*</b> (spending at stores within area, regardless of shopper's residence)	<b>Leakage / (Surplus)**</b>	<b>Number of Businesses</b> (in area)
4413 - Auto Parts, Accessories and Tire Stores	\$1,910,804	\$0	100.0	0
4421- Furniture Stores	\$3,666,654	\$0	100.0	0
4422 - Home Furnishings Stores	\$2,316,579	\$0	100.0	0
443 - Electronics and Appliance Stores	\$6,714,680	\$8,963,178	(14.3)	7
4441 - Building Material and Supplies Dealers	\$7,002,931	\$686,219	82.2	4
4442 - Lawn/Garden Equipment and Supplies Stores	\$1,215,328	\$0	100.0	0
4451 - Grocery Stores	\$30,629,012	\$22,697,748	14.9	4
4452 - Specialty Food Stores	\$1,059,054	\$195,887	68.8	3
4453 - Beer, Wine and Liquor Stores	\$2,799,246	\$0	100.0	0
446 - Health and Personal Care Stores	\$5,867,846	\$580,475	82.0	1
447 - Gasoline Stations	\$27,251,554	\$16,132,972	25.6	2
4481 - Clothing Stores	\$6,558,243	\$141,850	95.8	2
4482 - Shoe Stores	\$667,049	\$0	100.0	0
4483 - Jewelry, Luggage and Leather Goods Stores	\$726,898	\$0	100.0	0
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,404,242	\$197,122	75.4	3
4512 - Book, Periodical and Music Stores	\$1,112,019	\$328,633	54.4	1
4521 - Department Stores Excluding Leased Depts.	\$14,267,586	\$0	100.0	0
4529 - Other General Merchandise Stores	\$10,197,900	\$0	100.0	0
4531 - Florists	\$482,290	\$0	100.0	0
4532 - Office Supplies, Stationery and Gift Stores	\$519,319	\$2,425,175	(64.7)	5
4533 - Used Merchandise Stores	\$118,601	\$82,346	18.0	2
4539 - Other Miscellaneous Store Retailers	\$2,601,760	\$416,952	72.4	3
7221 - Full-Service Restaurants	\$19,617,585	\$14,371,191	15.4	17
7222 - Limited-Service Eating Places	\$9,610,269	\$1,775,760	68.8	3
7223 - Special Food Services	\$2,554,246	\$9,735,517	(58.4)	2
7224 - Drinking Places - Alcoholic Beverages	\$856,876	\$1,363,520	(22.8)	2

\* 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).

