

City of Minneapolis – Community Planning & Economic Development

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

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	28,610	29,228	29,183	0.1%
Households	8,418	8,110	8,048	-0.3%
Average Household Size	3.36	3.56	3.58	0.4%
Median Age	23.7	24.8	25.6	0.5%
Children (0-19)	44.9%	54.5%	45.4%	0.1%
Seniors (65+)	3.5%	10.1%	17.1%	25.9%
Population Density (per sq mi)	9,109	9,305	9,291	0.1%
Middle Income Households (\$50k-\$75k)	1,588	1,843	1,960	1.6%
Middle Income Households / sq mile	506	587	624	1.6%
Middle and Upper Income Households (>\$50k)	2,404	3,688	4,393	5.5%
Middle and Upper Income Households / sq mile	765	1,174	1,399	5.5%
Median Household Income	\$32,744	\$46,107	\$55,235	4.6%
Average Household Income	\$39,460	\$53,955	\$62,962	4.0%
Household Per Capita Income	\$11,871	\$15,184	\$17,609	3.2%
Total Housing Units (2000, 2009, 2014)	9,066	9,530	9,758	0.5%
Owner Occupied Housing Units	58.5%	52.3%	50.5%	-1.0%
Renter Occupied Housing Units	34.4%	32.8%	32.0%	-0.5%
Vacant Housing Units	7.0%	14.9%	17.5%	10.7%

Real Estate

Median Home Value, 2009	\$90,472
Median Home Value, 2000	\$72,405
Annual Rate of Change, Median Home Value	2.7%
Single-family Units, 2000	66.4%
Multi-family Units, 2000	33.6%

Transit

Average Daily Traffic Volume	9,000
Households <u>without</u> access to a vehicle (2000)	24.6%
Total Number of Bus Lines (number high frequency)	6

Spending Potential Index

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

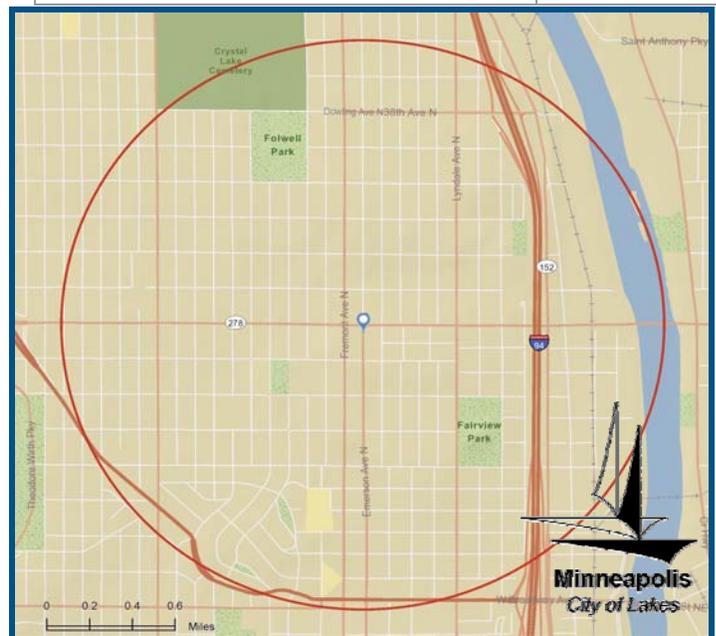
Apparel and Services	56
Computers and Accessories	78
Education	83
Entertainment/Recreation	78
Food at Home	82
Food Away from Home	81
Health Care	79
Household Furnishing and Equipment	66
Investment	60
Retail Goods	74
Shelter	77
TV/Video/Sound Equipment	82
Travel	71
Vehicle Maintenance and Repairs	78

Education (ages 25 and older)

No High School Diploma	32.4%
High School Diploma or Some College	53.9%
Associate Degree	8.2%
Bachelor's Degree	10.7%
Graduate or Professional Degree	4%

Daytime Population

Employees, all industries	4,188
Businesses, all industries	531



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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	\$1,324,371	\$365,813	56.7	1
4421 - Furniture Stores	\$2,420,661	\$2,181,073	5.2	2
4422 - Home Furnishings Stores	\$1,461,912	\$1,375,200	3.1	2
443 - Electronics and Appliance Stores	\$4,648,364	\$2,481,324	30.4	4
4441 - Building Material and Supplies Dealers	\$4,063,078	\$2,549,889	22.9	4
4442 - Lawn/Garden Equipment and Supplies Stores	\$829,914	\$318,754	44.5	1
4451 - Grocery Stores	\$23,317,566	\$21,837,823	3.3	13
4452 - Specialty Food Stores	\$800,995	\$406,626	32.7	5
4453 - Beer, Wine and Liquor Stores	\$1,959,401	\$3,372,370	(26.5)	3
446 - Health and Personal Care Stores	\$4,424,090	\$4,092,887	3.9	3
447 - Gasoline Stations	\$21,143,799	\$19,270,662	4.6	6
4481 - Clothing Stores	\$4,725,026	\$1,713,891	46.8	9
4482 - Shoe Stores	\$502,437	\$809,488	(23.4)	3
4483 - Jewelry, Luggage and Leather Goods Stores	\$492,693	\$0	100.0	0
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$980,408	\$2,294,504	(40.1)	4
4512 - Book, Periodical and Music Stores	\$817,190	\$172,965	65.1	1
4521 - Department Stores Excluding Leased Depts.	\$10,263,950	\$5,229,934	32.5	1
4529 - Other General Merchandise Stores	\$7,558,777	\$4,503,236	25.3	2
4531 - Florists	\$332,098	\$511,371	(21.3)	3
4532 - Office Supplies, Stationery and Gift Stores	\$365,170	\$117,313	51.4	2
4533 - Used Merchandise Stores	\$83,861	\$104,572	(11.0)	4
4539 - Other Miscellaneous Store Retailers	\$1,965,313	\$432,424	63.9	5
7221 - Full-Service Restaurants	\$14,157,969	\$6,567,270	36.6	12
7222 - Limited-Service Eating Places	\$6,977,121	\$6,193,043	6.0	5
7223 - Special Food Services	\$1,854,996	\$7,388,817	(59.9)	2
7224 - Drinking Places - Alcoholic Beverages	\$646,202	\$345,194	30.4	1

* 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).

