

# City of Minneapolis – Community Planning & Economic Development

## Market Profile – Cedar-Riverside Light Rail Station

(1-mile radius from intersection)

### Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	31,761	35,862	36,880	1.1%
Households	11,766	13,058	13,563	1.0%
Average Household Size	2.14	2.18	2.18	0.1%
Median Age	26.4	26.7	26.9	0.1%
Children (0-19)	28.5%	28.2%	27.9%	-0.1%
Seniors (65+)	7.5%	8.0%	8.6%	1.0%
Population Density (per sq mi)	10,112	11,417	11,741	1.1%
Middle Income Households (\$50k-\$75k)	926	1,943	2,348	10.2%
Middle Income Households / sq mile	295	619	748	10.2%
Middle and Upper Income Households (>\$50k)	1,704	3,805	5,164	13.5%
Middle and Upper Income Households / sq mile	543	1,211	1,644	13.5%
Median Household Income	\$19,506	\$27,049	\$32,244	4.4%
Average Household Income	\$28,340	\$39,866	\$47,812	4.6%
Household Per Capita Income	\$12,553	\$17,638	\$20,996	4.5%
Total Housing Units (2000, 2009, 2014)	12,389	14,178	14,862	1.4%
Owner Occupied Housing Units	13.3%	12.8%	12.6%	-0.4%
Renter Occupied Housing Units	81.8%	79.3%	78.7%	-0.3%
Vacant Housing Units	4.9%	7.9%	8.7%	5.5%

#### Real Estate

Median Home Value, 2009	\$119,083
Median Home Value, 2000	\$92,550
Annual Rate of Change, Median Home Value	3.2%
Single-family Units, 2000	11.7%
Multi-family Units, 2000	88.3%

#### Education (ages 25 and older)

No High School Diploma	22.4%
High School Diploma or Some College	42.7%
Associate Degree	7.2%
Bachelor's Degree	17%
Graduate or Professional Degree	10.7%

#### Transit

Average Daily Traffic Volume	6,100
Households <u>without</u> access to a vehicle (2000)	44.1%
Total Number of Bus Lines (number high frequency)	6 (1)

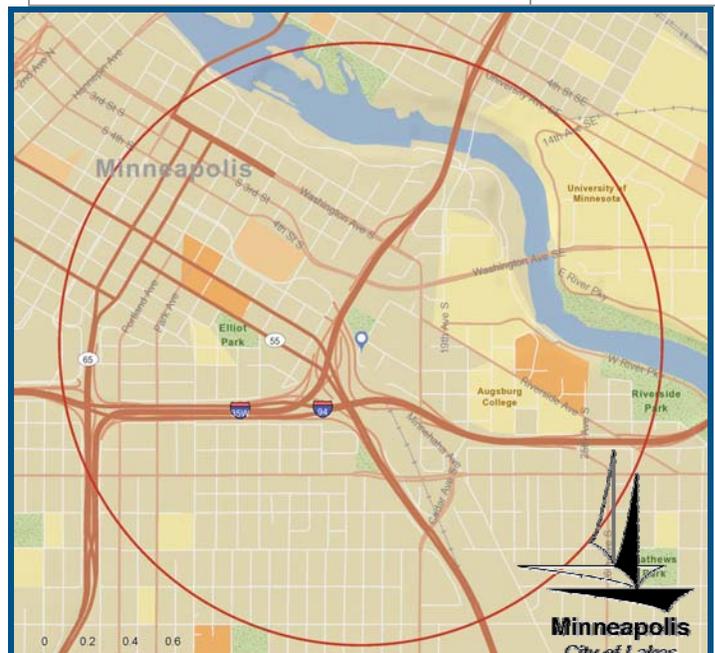
#### Daytime Population

Employees, all industries	94,497
Businesses, all industries	2,480

#### Spending Potential Index

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

Apparel and Services	44
Computers and Accessories	64
Education	67
Entertainment/Recreation	56
Food at Home	62
Food Away from Home	62
Health Care	54
Household Furnishing and Equipment	48
Investment	45
Retail Goods	54
Shelter	61
TV/Video/Sound Equipment	62
Travel	51
Vehicle Maintenance and Repairs	58



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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	\$1,630,411	\$267,507	71.8	1
4421- Furniture Stores	\$2,915,242	\$5,583,502	(31.4)	7
4422 - Home Furnishings Stores	\$1,646,994	\$2,635,749	(23.1)	3
443 - Electronics and Appliance Stores	\$5,659,906	\$26,388,674	(64.7)	17
4441 - Building Material and Supplies Dealers	\$4,402,225	\$4,154,848	2.9	11
4442 - Lawn/Garden Equipment and Supplies Stores	\$792,795	\$102,259	77.2	1
4451 - Grocery Stores	\$28,462,841	\$65,224,154	(39.2)	38
4452 - Specialty Food Stores	\$983,994	\$659,394	19.8	9
4453 - Beer, Wine and Liquor Stores	\$2,572,301	\$8,247,089	(52.5)	4
446 - Health and Personal Care Stores	\$5,001,141	\$15,719,298	(51.7)	21
447 - Gasoline Stations	\$25,241,697	\$79,924,373	(52.0)	5
4481 - Clothing Stores	\$5,874,557	\$7,043,540	(9.0)	15
4482 - Shoe Stores	\$646,275	\$232,736	47.0	2
4483 - Jewelry, Luggage and Leather Goods Stores	\$601,050	\$2,662,137	(63.2)	8
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,187,245	\$5,329,826	(63.6)	10
4512 - Book, Periodical and Music Stores	\$1,148,315	\$8,326,980	(75.8)	14
4521 - Department Stores Excluding Leased Depts.	\$12,384,809	\$10,868,805	6.5	5
4529 - Other General Merchandise Stores	\$9,071,998	\$69,147,155	(76.8)	10
4531 - Florists	\$295,954	\$324,352	(4.6)	3
4532 - Office Supplies, Stationery and Gift Stores	\$434,517	\$1,549,071	(56.2)	10
4533 - Used Merchandise Stores	\$109,807	\$134,393	(10.1)	3
4539 - Other Miscellaneous Store Retailers	\$2,286,360	\$8,638,062	(58.1)	17
7221 - Full-Service Restaurants	\$17,602,087	\$69,795,184	(59.7)	88
7222 - Limited-Service Eating Places	\$8,664,266	\$39,396,744	(63.9)	46
7223 - Special Food Services	\$2,307,544	\$13,747,517	(71.3)	6
7224 - Drinking Places - Alcoholic Beverages	\$849,900	\$38,311,831	(95.7)	19

\* 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).

