

# City of Minneapolis – Community Planning & Economic Development

## Market Profile – 13<sup>th</sup> Avenue NE and University Avenue NE

(1-mile radius from intersection)

### Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	16,562	17,824	18,478	0.8%
Households	7,865	8,629	9,001	1.0%
Average Household Size	2.07	2.03	2.02	-0.2%
Median Age	34.3	37.5	38.5	0.8%
Children (0-19)	20.6%	19.0%	18.4%	-0.7%
Seniors (65+)	12.2%	12.2%	13.7%	0.8%
Population Density (per sq mi)	5,273	5,675	5,883	0.8%
Middle Income Households (\$50k-\$75k)	1,385	1,694	1,903	2.5%
Middle Income Households / sq mile	441	539	606	2.5%
Middle and Upper Income Households (>\$50k)	2,391	4,050	5,277	8.0%
Middle and Upper Income Households / sq mile	761	1,289	1,680	8.0%
Median Household Income	\$32,930	\$47,417	\$60,600	5.6%
Average Household Income	\$42,840	\$62,473	\$75,884	5.1%
Household Per Capita Income	\$20,591	\$30,328	\$37,070	5.3%
Total Housing Units (2000, 2009, 2014)	8,271	9,339	9,832	1.3%
Owner Occupied Housing Units	40.1%	38.5%	38.1%	-0.4%
Renter Occupied Housing Units	55.0%	53.9%	53.5%	-0.2%
Vacant Housing Units	4.9%	7.6%	8.5%	5.2%

### Real Estate

Median Home Value, 2009	\$128,945
Median Home Value, 2000	\$100,567
Annual Rate of Change, Median Home Value	3.1%
Single-family Units, 2000	33.5%
Multi-family Units, 2000	66.5%

### Education (ages 25 and older)

No High School Diploma	15.3%
High School Diploma or Some College	46.1%
Associate Degree	7.2%
Bachelor's Degree	18.7%
Graduate or Professional Degree	12.6%

### Transit

Average Daily Traffic Volume	13,800
Households <u>without</u> access to a vehicle (2000)	23.6%
Total Number of Bus Lines	4

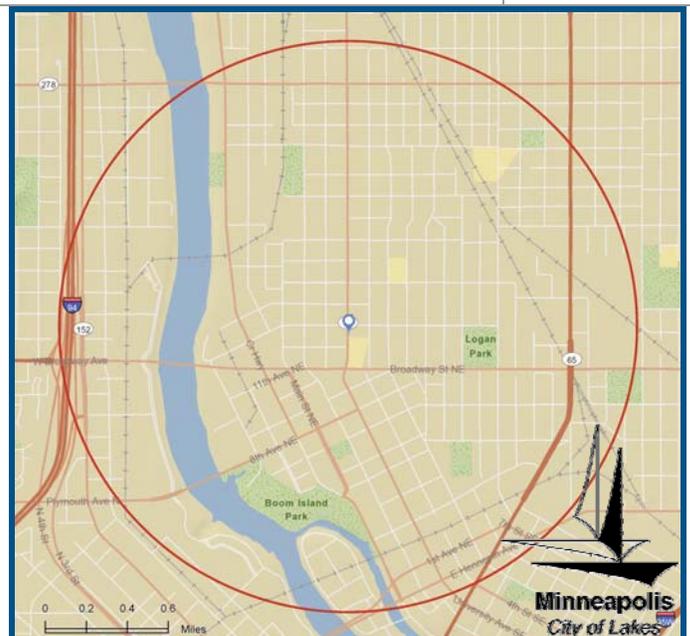
### Daytime Population

Employees, all industries	12,181
Businesses, all industries	947

### Spending Potential Index

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

Apparel and Services	66
Computers and Accessories	95
Education	97
Entertainment/Recreation	90
Food at Home	94
Food Away from Home	94
Health Care	87
Household Furnishing and Equipment	77
Investment	80
Retail Goods	85
Shelter	93
TV/Video/Sound Equipment	94
Travel	86
Vehicle Maintenance and Repairs	90



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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.

	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	\$1,647,680	\$594,771	47.0	2
4421 - Furniture Stores	\$3,012,225	\$3,306,162	(4.7)	3
4422 - Home Furnishings Stores	\$1,790,676	\$1,623,405	4.9	4
443 - Electronics and Appliance Stores	\$5,744,102	\$13,225,168	(39.4)	12
4441 - Building Material and Supplies Dealers	\$5,067,362	\$17,320,207	(54.7)	8
4442 - Lawn/Garden Equipment and Supplies Stores	\$909,799	\$425,828	36.2	1
4451 - Grocery Stores	\$27,952,486	\$29,309,472	(2.4)	9
4452 - Specialty Food Stores	\$965,879	\$577,567	25.2	8
4453 - Beer, Wine and Liquor Stores	\$2,520,131	\$8,595,695	(54.7)	7
446 - Health and Personal Care Stores	\$5,104,627	\$2,036,064	43.0	4
447 - Gasoline Stations	\$24,795,842	\$38,097,782	(21.1)	5
4481 - Clothing Stores	\$5,802,893	\$5,207,609	5.4	13
4482 - Shoe Stores	\$620,821	\$703,216	(6.2)	2
4483 - Jewelry, Luggage and Leather Goods Stores	\$620,945	\$799,760	(12.6)	3
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,209,129	\$1,796,532	(19.5)	6
4512 - Book, Periodical and Music Stores	\$1,055,556	\$315,488	54.0	2
4521 - Department Stores Excluding Leased Depts.	\$12,435,309	\$10,143,149	10.2	1
4529 - Other General Merchandise Stores	\$9,050,741	\$11,169,180	(10.5)	3
4531 - Florists	\$349,925	\$2,640,596	(76.6)	4
4532 - Office Supplies, Stationery and Gift Stores	\$441,532	\$1,285,297	(48.9)	9
4533 - Used Merchandise Stores	\$106,152	\$464,048	(62.8)	8
4539 - Other Miscellaneous Store Retailers	\$2,310,420	\$4,239,960	(29.5)	19
7221 - Full-Service Restaurants	\$17,452,424	\$32,316,665	(29.9)	36
7222 - Limited-Service Eating Places	\$8,561,542	\$19,008,788	(37.9)	16
7223 - Special Food Services	\$2,278,721	\$26,554,920	(84.2)	12
7224 - Drinking Places - Alcoholic Beverages	\$815,608	\$10,679,654	(85.8)	18

\* 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).

