

City of Minneapolis – Community Planning & Economic Development

Market Profile – 36th Street West and Bryant Avenue South

(1-mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	28,787	29,370	29,740	0.2%
Households	13,744	14,158	14,375	0.3%
Average Household Size	2.02	1.99	1.99	-0.1%
Median Age	31.3	32.3	32.2	0.2%
Children (0-19)	18.7%	17.8%	17.3%	-0.5%
Seniors (65+)	9.3%	9.2%	10.2%	0.6%
Population Density (per sq mi)	9,165	9,351	9,468	0.2%
Middle Income Households (\$50k-\$75k)	2,573	2,847	3,092	1.3%
Middle Income Households / sq mile	819	906	984	1.3%
Middle and Upper Income Households (>\$50k)	5,183	7,503	9,225	5.2%
Middle and Upper Income Households / sq mile	1,650	2,389	2,937	5.2%
Median Household Income	\$38,643	\$54,033	\$65,482	4.6%
Average Household Income	\$52,143	\$68,769	\$81,095	3.7%
Household Per Capita Income	\$25,869	\$33,655	\$39,762	3.6%
Total Housing Units (2000, 2009, 2014)	14,119	14,857	15,181	0.5%
Owner Occupied Housing Units	33.0%	30.9%	30.4%	-0.6%
Renter Occupied Housing Units	64.3%	64.4%	64.2%	0.0%
Vacant Housing Units	2.8%	4.7%	5.3%	6.4%

Real Estate

Median Home Value, 2009	\$179,775
Median Home Value, 2000	\$141,066
Annual Rate of Change, Median Home Value	3.0%
Single-family Units, 2000	29.6%
Multi-family Units, 2000	70.4%

Education (ages 25 and older)

No High School Diploma	9.8%
High School Diploma or Some College	35%
Associate Degree	6%
Bachelor's Degree	32%
Graduate or Professional Degree	17.2%

Transit

Average Daily Traffic Volume	8,200
Households <u>without</u> access to a vehicle (2000)	19.2%
Total Number of Bus Lines	7

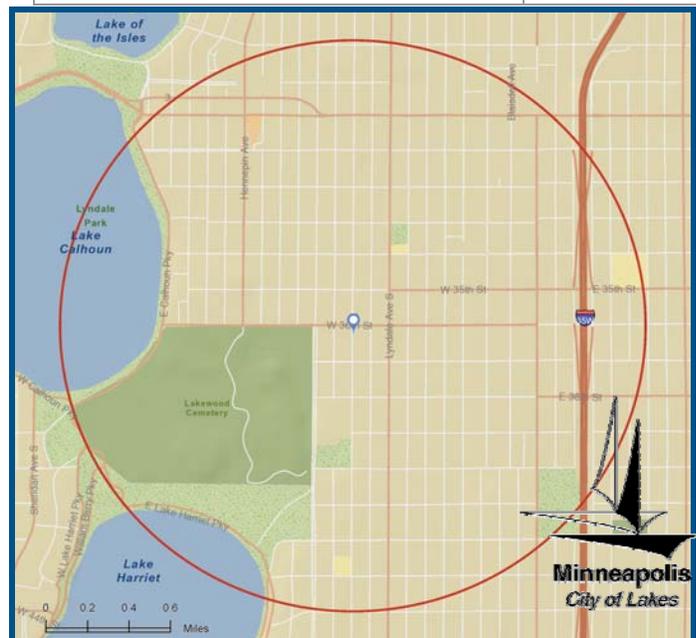
Daytime Population

Employees, all industries	8,951
Businesses, all industries	1,227

Spending Potential Index

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

Apparel and Services	75
Computers and Accessories	108
Education	103
Entertainment/Recreation	98
Food at Home	103
Food Away from Home	105
Health Care	88
Household Furnishing and Equipment	85
Investment	86
Retail Goods	92
Shelter	106
TV/Video/Sound Equipment	103
Travel	95
Vehicle Maintenance and Repairs	99



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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	\$3,346,459	\$3,065,511	4.4	5
4421- Furniture Stores	\$6,306,178	\$4,593,678	15.7	5
4422 - Home Furnishings Stores	\$3,641,330	\$3,459,859	2.6	2
443 - Electronics and Appliance Stores	\$11,745,013	\$5,175,323	38.8	11
4441 - Building Material and Supplies Dealers	\$10,283,571	\$10,067,433	1.1	10
4442 - Lawn/Garden Equipment and Supplies Stores	\$1,700,623	\$33,204	96.2	1
4451 - Grocery Stores	\$55,981,960	\$105,872,557	(30.8)	17
4452 - Specialty Food Stores	\$1,940,253	\$712,927	46.3	9
4453 - Beer, Wine and Liquor Stores	\$5,194,937	\$2,841,140	29.3	1
446 - Health and Personal Care Stores	\$9,819,459	\$2,511,324	30.7	15
447 - Gasoline Stations	\$49,420,728	\$51,265,958	(1.8)	10
4481 - Clothing Stores	\$11,905,515	\$17,956,232	(20.3)	34
4482 - Shoe Stores	\$1,285,773	\$2,509,515	(32.2)	7
4483 - Jewelry, Luggage and Leather Goods Stores	\$1,301,814	\$3,763,401	(48.6)	13
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$2,490,421	\$3,433,142	(15.9)	19
4512 - Book, Periodical and Music Stores	\$2,150,640	\$9,323,884	(62.5)	14
4521 - Department Stores Excluding Leased Depts.	\$25,184,711	\$17,166,756	18.9	5
4529 - Other General Merchandise Stores	\$18,123,675	\$21,227,456	(7.9)	9
4531 - Florists	\$642,222	\$360,583	28.1	4
4532 - Office Supplies, Stationery and Gift Stores	\$894,475	\$1,254,155	(16.7)	9
4533 - Used Merchandise Stores	\$218,726	\$848,286	(59.0)	10
4539 - Other Miscellaneous Store Retailers	\$5,461,407	\$3,024,792	20.3	15
7221 - Full-Service Restaurants	\$35,716,797	\$55,510,334	(21.7)	59
7222 - Limited-Service Eating Places	\$17,508,347	\$20,055,594	(6.8)	20
7223 - Special Food Services	\$4,662,902	\$1,639,069	48.0	3
7224 - Drinking Places - Alcoholic Beverages	\$1,686,371	\$2,878,541	(26.1)	4

* 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).

