

City of Minneapolis – Community Planning & Economic Development

Market Profile – 42nd Avenue North and Lyndale Avenue North

(1-mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	12,876	12,802	12,770	-0.1%
Households	4,593	4,431	4,404	-0.3%
Average Household Size	2.79	2.87	2.88	0.2%
Median Age	30.3	31.1	31.5	0.3%
Children (0-19)	35.9%	32.4%	31.3%	-0.9%
Seniors (65+)	9.4%	8.9%	10.2%	0.6%
Population Density (per sq mi)	4,099	4,076	4,066	-0.1%
Middle Income Households (\$50k-\$75k)	920	1,006	1,083	1.2%
Middle Income Households / sq mile	293	320	345	1.2%
Middle and Upper Income Households (>\$50k)	1,480	2,112	2,536	4.8%
Middle and Upper Income Households / sq mile	471	672	807	4.8%
Median Household Income	\$35,232	\$48,240	\$58,307	4.4%
Average Household Income	\$42,024	\$57,232	\$67,498	4.0%
Household Per Capita Income	\$15,198	\$20,059	\$23,597	3.7%
Total Housing Units (2000, 2009, 2014)	4,813	4,928	4,994	0.3%
Owner Occupied Housing Units	70.0%	64.9%	63.9%	-0.6%
Renter Occupied Housing Units	25.3%	25.1%	24.3%	-0.3%
Vacant Housing Units	4.7%	10.1%	11.8%	10.8%

Real Estate

Median Home Value, 2009	\$96,899
Median Home Value, 2000	\$76,769
Annual Rate of Change, Median Home Value	2.9%
Single-family Units, 2000	75.6%
Multi-family Units, 2000	24.4%

Education (ages 25 and older)

No High School Diploma	20.5%
High School Diploma or Some College	54.6%
Associate Degree	7.8%
Bachelor's Degree	12.4%
Graduate or Professional Degree	4.8%

Transit

Average Daily Traffic Volume	11,500
Households <u>without</u> access to a vehicle (2000)	20.7%
Total Number of Bus Lines	6

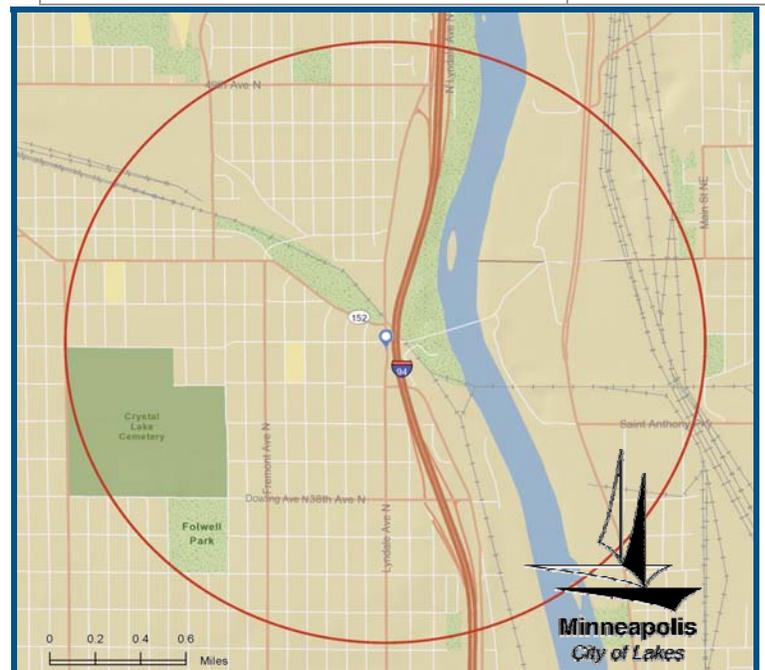
Daytime Population

Employees, all industries	3,533
Businesses, all industries	249

Spending Potential Index

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

Apparel and Services	59
Computers and Accessories	83
Education	90
Entertainment/Recreation	83
Food at Home	85
Food Away from Home	85
Health Care	86
Household Furnishing and Equipment	71
Investment	71
Retail Goods	80
Shelter	80
TV/Video/Sound Equipment	86
Travel	77
Vehicle Maintenance and Repairs	83



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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	\$826,981	\$7,588,519	(80.3)	1
4421- Furniture Stores	\$1,496,736	\$56,305	92.7	1
4422 - Home Furnishings Stores	\$918,838	\$532,503	26.6	1
443 - Electronics and Appliance Stores	\$2,899,127	\$261,645	83.4	1
4441 - Building Material and Supplies Dealers	\$2,598,690	\$3,252,805	(11.2)	1
4442 - Lawn/Garden Equipment and Supplies Stores	\$539,668	\$413,200	13.3	1
4451 - Grocery Stores	\$14,308,955	\$2,806,046	67.2	4
4452 - Specialty Food Stores	\$489,674	\$60,108	78.1	1
4453 - Beer, Wine and Liquor Stores	\$1,215,765	\$852,341	17.6	1
446 - Health and Personal Care Stores	\$2,784,020	\$1,299,208	36.4	3
447 - Gasoline Stations	\$13,127,860	\$4,130,300	52.1	2
4481 - Clothing Stores	\$2,881,386	\$330,306	79.4	2
4482 - Shoe Stores	\$303,420	\$84,664	56.4	1
4483 - Jewelry, Luggage and Leather Goods Stores	\$306,652	\$0	100.0	0
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$614,970	\$19,494	93.9	1
4512 - Book, Periodical and Music Stores	\$509,001	\$0	100.0	0
4521 - Department Stores Excluding Leased Depts.	\$6,380,583	\$0	100.0	0
4529 - Other General Merchandise Stores	\$4,669,514	\$32,714	98.6	1
4531 - Florists	\$216,022	\$472,035	(37.2)	2
4532 - Office Supplies, Stationery and Gift Stores	\$225,914	\$57,920	59.2	1
4533 - Used Merchandise Stores	\$52,435	\$41,437	11.7	1
4539 - Other Miscellaneous Store Retailers	\$1,227,288	\$105,642	84.1	2
7221 - Full-Service Restaurants	\$8,707,067	\$1,741,479	66.7	4
7222 - Limited-Service Eating Places	\$4,294,735	\$5,001,126	(7.6)	4
7223 - Special Food Services	\$1,137,548	\$36,619	93.8	1
7224 - Drinking Places - Alcoholic Beverages	\$395,905	\$1,060,464	(45.6)	3

* 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).

