

City of Minneapolis – Community Planning & Economic Development

Market Profile – Plymouth Avenue North and Penn Avenue North

(1 mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	21,960	23,507	23,854	0.6%
Households	6,522	6,903	6,992	0.5%
Average Household Size	3.27	3.31	3.32	0.1%
Median Age	24.3	25.8	26.5	0.6%
Children (0-19)	44.0%	51.3%	38.4%	-0.8%
Seniors (65+)	5.5%	6.3%	7.2%	2.1%
Population Density (per sq mi)	6,991	7,484	7,594	0.6%
Middle Income Households (\$50k-\$75k)	952	1,305	1,435	3.4%
Middle Income Households / sq mile	303	415	457	3.4%
Middle and Upper Income Households (>\$50k)	1,674	2,796	3,435	7.0%
Middle and Upper Income Households / sq mile	533	890	1,094	7.0%
Median Household Income	\$28,530	\$38,902	\$48,677	4.7%
Average Household Income	\$38,896	\$52,414	\$62,365	4.0%
Household Per Capita Income	\$11,986	\$15,718	\$18,642	3.7%
Total Housing Units (2000, 2009, 2014)	7,000	7,914	8,193	1.2%
Owner Occupied Housing Units	46.7%	40.8%	40.0%	-1.0%
Renter Occupied Housing Units	46.7%	46.4%	45.4%	-0.2%
Vacant Housing Units	6.5%	12.8%	14.7%	9.0%

Real Estate

Median Home Value, 2009	\$102,789
Median Home Value, 2000	\$82,277
Annual Rate of Change, Median Home Value	2.7%
Single-family Units, 2000	54.5%
Multi-family Units, 2000	45.5%

Transit

Average Daily Traffic Volume	11,000
Households <u>without</u> access to a vehicle (2000)	26.5%
Total Number of Bus Lines (number high frequency)	4

Spending Potential Index

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

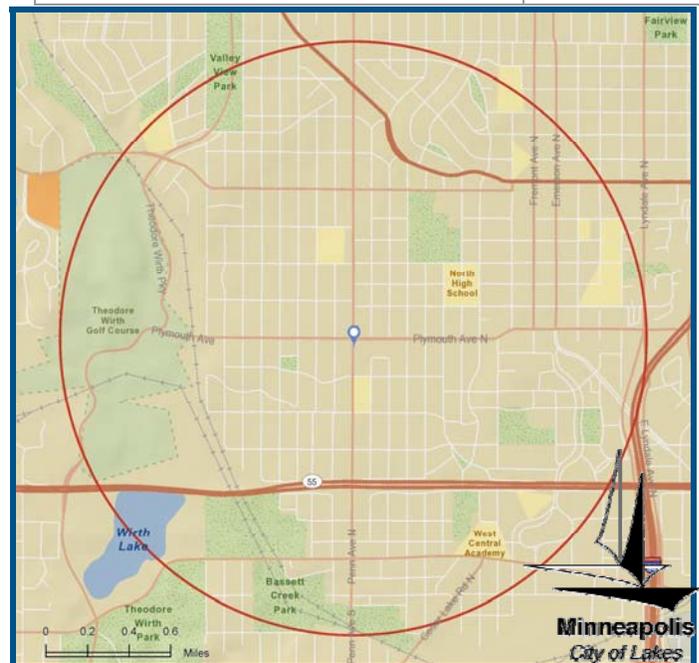
Apparel and Services	56
Computers and Accessories	75
Education	82
Entertainment/Recreation	75
Food at Home	81
Food Away from Home	80
Health Care	75
Household Furnishing and Equipment	63
Investment	56
Retail Goods	72
Shelter	76
TV/Video/Sound Equipment	81
Travel	68
Vehicle Maintenance and Repairs	76

Education (ages 25 and older)

No High School Diploma	24.1%
High School Diploma or Some College	51%
Associate Degree	6.7%
Bachelor's Degree	12.2%
Graduate or Professional Degree	6%

Daytime Population

Employees, all industries	5,971
Businesses, all industries	482



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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	\$1,067,005	\$1,751,108	(24.3)	3
4421- Furniture Stores	\$1,933,201	\$2,728,572	(17.1)	2
4422 - Home Furnishings Stores	\$1,158,643	\$561,692	34.7	1
443 - Electronics and Appliance Stores	\$3,715,286	\$911,885	60.6	1
4441 - Building Material and Supplies Dealers	\$3,198,208	\$785,717	60.6	3
4442 - Lawn/Garden Equipment and Supplies Stores	\$647,172	\$246,778	44.8	1
4451 - Grocery Stores	\$18,956,247	\$42,968,937	(38.8)	8
4452 - Specialty Food Stores	\$652,078	\$565,459	7.1	4
4453 - Beer, Wine and Liquor Stores	\$1,585,481	\$3,117,380	(32.6)	2
446 - Health and Personal Care Stores	\$3,544,893	\$15,438,281	(62.7)	2
447 - Gasoline Stations	\$17,031,901	\$5,870,870	48.7	2
4481 - Clothing Stores	\$3,850,582	\$1,104,586	55.4	5
4482 - Shoe Stores	\$412,926	\$209,811	32.6	1
4483 - Jewelry, Luggage and Leather Goods Stores	\$394,074	\$200,297	32.6	1
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$778,516	\$253,715	50.8	2
4512 - Book, Periodical and Music Stores	\$664,761	\$659,524	0.4	3
4521 - Department Stores Excluding Leased Depts.	\$8,274,016	\$4,209,901	32.6	1
4529 - Other General Merchandise Stores	\$6,107,229	\$543,494	83.7	1
4531 - Florists	\$256,502	\$6,743	94.9	1
4532 - Office Supplies, Stationery and Gift Stores	\$293,972	\$669,606	(39.0)	2
4533 - Used Merchandise Stores	\$67,676	\$71,338	(2.6)	2
4539 - Other Miscellaneous Store Retailers	\$1,581,632	\$408,180	59.0	2
7221 - Full-Service Restaurants	\$11,468,527	\$4,868,146	40.4	10
7222 - Limited-Service Eating Places	\$5,656,256	\$3,344,718	25.7	2
7223 - Special Food Services	\$1,503,852	\$1,270,080	8.4	1
7224 - Drinking Places - Alcoholic Beverages	\$526,023	\$0	100.0	0

* 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).

