

City of Minneapolis – Community Planning & Economic Development

Market Profile – 22nd Avenue NE and Johnson Street NE

(1-mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	17,657	17,615	17,736	0.0%
Households	7,930	8,004	8,071	0.1%
Average Household Size	2.21	2.18	2.18	-0.1%
Median Age	34.7	37.8	38.6	0.7%
Children (0-19)	22.6%	21.9%	21.5%	-0.3%
Seniors (65+)	12.7%	12.7%	14.0%	0.7%
Population Density (per sq mi)	5,621	5,608	5,647	0.0%
Middle Income Households (\$50k-\$75k)	1,521	1,853	2,027	2.2%
Middle Income Households / sq mile	484	590	645	2.2%
Middle and Upper Income Households (>\$50k)	2,790	4,273	5,113	5.6%
Middle and Upper Income Households / sq mile	888	1,360	1,628	5.6%
Median Household Income	\$38,601	\$55,093	\$63,041	4.2%
Average Household Income	\$45,972	\$62,347	\$72,219	3.8%
Household Per Capita Income	\$20,887	\$28,395	\$32,929	3.8%
Total Housing Units (2000, 2009, 2014)	8,292	8,665	8,843	0.5%
Owner Occupied Housing Units	57.3%	53.7%	52.9%	-0.5%
Renter Occupied Housing Units	38.5%	38.6%	38.4%	0.0%
Vacant Housing Units	4.2%	7.6%	8.7%	7.7%

Real Estate

Median Home Value, 2009	\$132,850
Median Home Value, 2000	\$105,708
Annual Rate of Change, Median Home Value	2.8%
Single-family Units, 2000	55.4%
Multi-family Units, 2000	44.6%

Education (ages 25 and older)

No High School Diploma	13.9%
High School Diploma or Some College	46.1%
Associate Degree	8.2%
Bachelor's Degree	22.4%
Graduate or Professional Degree	9.4%

Transit

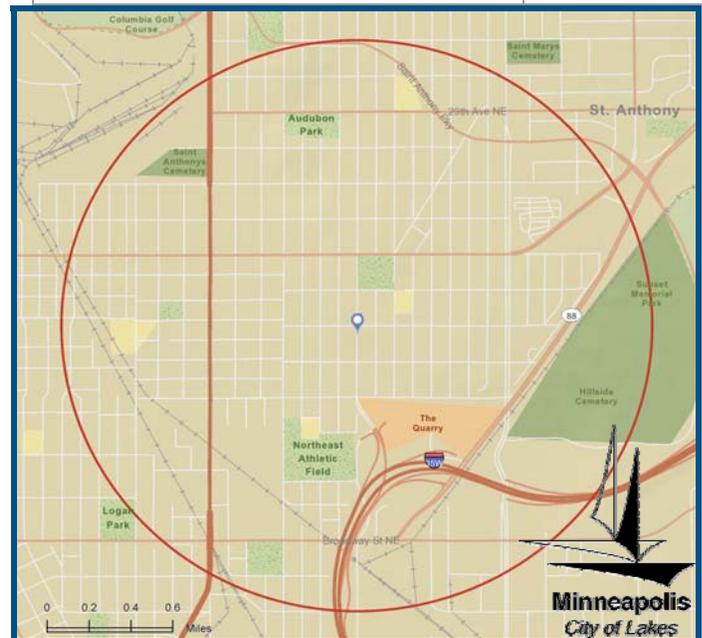
Average Daily Traffic Volume	9,300
Households <u>without</u> access to a vehicle (2000)	18.8%
Total Number of Bus Lines	6

Daytime Population

Employees, all industries	9,894
Businesses, all industries	793

Spending Potential Index

Average amount spent by area households compared to national average (national average = 100)	
Apparel and Services	65
Computers and Accessories	93
Education	96
Entertainment/Recreation	90
Food at Home	92
Food Away from Home	92
Health Care	90
Household Furnishing and Equipment	77
Investment	81
Retail Goods	85
Shelter	92
TV/Video/Sound Equipment	92
Travel	87
Vehicle Maintenance and Repairs	90



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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	\$1,595,141	\$404,758	59.5	1
4421- Furniture Stores	\$2,919,565	\$3,319,883	(6.4)	3
4422 - Home Furnishings Stores	\$1,784,439	\$613,896	48.8	3
443 - Electronics and Appliance Stores	\$5,549,749	\$8,894,173	(23.2)	7
4441 - Building Material and Supplies Dealers	\$5,150,782	\$26,646,772	(67.6)	18
4442 - Lawn/Garden Equipment and Supplies Stores	\$946,119	\$239,066	59.7	1
4451 - Grocery Stores	\$26,848,414	\$25,025,639	3.5	13
4452 - Specialty Food Stores	\$926,220	\$408,339	38.8	5
4453 - Beer, Wine and Liquor Stores	\$2,383,069	\$1,769,173	14.8	1
446 - Health and Personal Care Stores	\$5,093,650	\$2,580,376	32.8	7
447 - Gasoline Stations	\$23,936,155	\$33,358,225	(16.4)	6
4481 - Clothing Stores	\$5,518,861	\$8,711,974	(22.4)	12
4482 - Shoe Stores	\$581,793	\$496,696	7.9	1
4483 - Jewelry, Luggage and Leather Goods Stores	\$590,908	\$190,814	51.2	1
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,159,922	\$1,140,297	0.9	7
4512 - Book, Periodical and Music Stores	\$982,364	\$296,806	53.6	2
4521 - Department Stores Excluding Leased Depts.	\$12,020,712	\$20,802,662	(26.8)	2
4529 - Other General Merchandise Stores	\$8,759,911	\$7,495,021	7.8	1
4531 - Florists	\$371,087	\$7,538,343	(90.6)	10
4532 - Office Supplies, Stationery and Gift Stores	\$430,341	\$2,945,270	(74.5)	9
4533 - Used Merchandise Stores	\$100,419	\$554,004	(69.3)	8
4539 - Other Miscellaneous Store Retailers	\$2,244,609	\$3,870,830	(26.6)	12
7221 - Full-Service Restaurants	\$16,646,560	\$11,819,426	17.0	25
7222 - Limited-Service Eating Places	\$8,178,944	\$16,537,842	(33.8)	10
7223 - Special Food Services	\$2,175,115	\$1,836,889	8.4	4
7224 - Drinking Places - Alcoholic Beverages	\$758,136	\$1,115,225	(19.1)	1

* 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).

