

City of Minneapolis – Community Planning & Economic Development

Market Profile – Glenwood Avenue North and Van White Boulevard (1-mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	17,198	19,480	20,077	1.1%
Households	6,641	7,693	8,015	1.4%
Average Household Size	2.37	2.33	2.31	-0.2%
Median Age	30.1	31	31.3	0.3%
Children (0-19)	31.8%	28.7%	28.3%	-0.7%
Seniors (65+)	8.0%	9.1%	10.5%	2.1%
Population Density (per sq mi)	5,475	6,202	6,392	1.1%
Middle Income Households (\$50k-\$75k)	1,044	1,409	1,557	3.3%
Middle Income Households / sq mile	332	449	496	3.3%
Middle and Upper Income Households (>\$50k)	2,203	3,515	4,428	6.7%
Middle and Upper Income Households / sq mile	701	1,119	1,410	6.7%
Median Household Income	\$32,103	\$44,861	\$56,103	5.0%
Average Household Income	\$51,191	\$66,626	\$80,946	3.9%
Household Per Capita Income	\$20,975	\$27,553	\$33,645	4.0%
Total Housing Units (2000, 2009, 2014)	7,157	8,649	9,134	2.0%
Owner Occupied Housing Units	33.2%	30.8%	30.6%	-0.6%
Renter Occupied Housing Units	60.3%	58.1%	57.2%	-0.4%
Vacant Housing Units	6.5%	11.1%	12.3%	6.4%

Real Estate

Median Home Value, 2009	\$145,254
Median Home Value, 2000	\$112,323
Annual Rate of Change, Median Home Value	3.3%
Single-family Units, 2000	33%
Multi-family Units, 2000	67%

Transit

Average Daily Traffic Volume	13,800
Households <u>without</u> access to a vehicle (2000)	30.3%
Total Number of Bus Lines (number high frequency)	6

Spending Potential Index

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

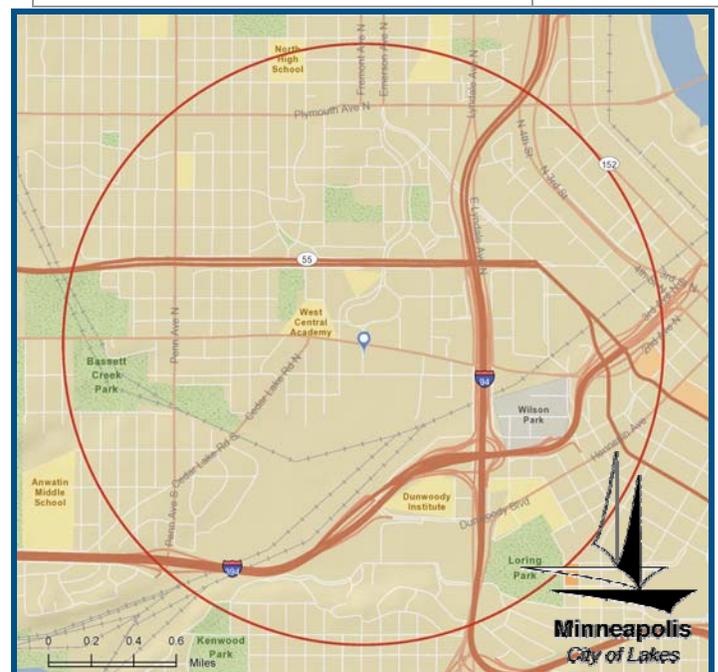
Apparel and Services	73
Computers and Accessories	100
Education	103
Entertainment/Recreation	95
Food at Home	101
Food Away from Home	102
Health Care	88
Household Furnishing and Equipment	81
Investment	77
Retail Goods	90
Shelter	101
TV/Video/Sound Equipment	102
Travel	88
Vehicle Maintenance and Repairs	96

Education (ages 25 and older)

No High School Diploma	18.1%
High School Diploma or Some College	40.2%
Associate Degree	6.8%
Bachelor's Degree	20.7%
Graduate or Professional Degree	14%

Daytime Population

Employees, all industries	14,784
Businesses, all industries	987



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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	\$1,618,726	\$3,295,558	(34.1)	3
4421- Furniture Stores	\$3,031,121	\$3,846,645	(11.9)	6
4422 - Home Furnishings Stores	\$1,770,982	\$21,887,464	(85.0)	13
443 - Electronics and Appliance Stores	\$5,681,867	\$6,452,759	(6.4)	8
4441 - Building Material and Supplies Dealers	\$4,967,224	\$2,429,318	34.3	7
4442 - Lawn/Garden Equipment and Supplies Stores	\$880,804	\$1,563	99.6	1
4451 - Grocery Stores	\$27,565,109	\$15,320,194	28.6	9
4452 - Specialty Food Stores	\$952,460	\$1,413,504	(19.5)	6
4453 - Beer, Wine and Liquor Stores	\$2,489,125	\$1,405,062	27.8	1
446 - Health and Personal Care Stores	\$4,937,010	\$5,560,379	(5.9)	3
447 - Gasoline Stations	\$24,544,721	\$15,117,854	23.8	2
4481 - Clothing Stores	\$5,851,505	\$2,256,331	44.3	7
4482 - Shoe Stores	\$627,439	\$32,730	90.1	1
4483 - Jewelry, Luggage and Leather Goods Stores	\$627,816	\$652,692	(1.9)	3
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,198,445	\$287,451	61.3	2
4512 - Book, Periodical and Music Stores	\$1,041,653	\$377,193	46.8	1
4521 - Department Stores Excluding Leased Depts.	\$12,333,946	\$3,487,729	55.9	1
4529 - Other General Merchandise Stores	\$8,923,529	\$4,134,319	36.7	1
4531 - Florists	\$338,281	\$231,022	18.8	2
4532 - Office Supplies, Stationery and Gift Stores	\$438,079	\$840,449	(31.5)	3
4533 - Used Merchandise Stores	\$105,704	\$149,017	(17.0)	5
4539 - Other Miscellaneous Store Retailers	\$2,273,178	\$3,414,500	(20.1)	14
7221 - Full-Service Restaurants	\$17,440,990	\$28,725,241	(24.4)	26
7222 - Limited-Service Eating Places	\$8,548,932	\$4,493,947	31.1	7
7223 - Special Food Services	\$2,276,011	\$21,567,315	(80.9)	4
7224 - Drinking Places - Alcoholic Beverages	\$818,181	\$25,393,075	(93.8)	10

* 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).

