City of Minneapolis – Community Planning & Economic Development Market Profile – East Bank Light Rail Station

(1-mile radius from intersection)

Demographic Profile				
	2000	2010	Projected to 2015	Annual Rate of Change
Population	27,119	31,077	32,243	1.3%
Households	9,805	10,993	11,466	1.1%
Average Household Size	2.07	2.17	2.19	0.4%
Median Age	23.1	23.3	23.4	0.1%
Children (0-19)	29.6%	28.0%	42.127.1%	#VALUE!
Seniors (65+)	4.7%	5.3%	6.1%	2.0%
Population Density (per sq mi)	8,634	9,894	10,265	1.3%
Middle Income Households (\$50k-\$75k)	927	1,579	1,927	7.2%
Middle Income Households / sq mile	295	503	613	7.2%
Middle and Upper Income Households (>\$50k)	1,665	3,247	4,441	11.1%
Middle and Upper Income Households / sq mile	530	1,034	1,414	11.1%
Median Household Income	\$20,017	\$26,791	\$33,344	4.4%
Average Household Income	\$30,743	\$41,228	\$49,871	4.1%
Household Per Capita Income	\$12,308	\$17,842	\$21,300	4.9%
Total Housing Units (2000, 2009, 2014)	10,051	11,563	12,134	1.5%
Owner Occupied Housing Units	13.5%	12.7%	12.5%	-0.5%
Renter Occupied Housing Units	84.1%	82.3%	82.0%	-0.2%
Vacant Housing Units	2.4%	4.9%	5.5%	9.2%

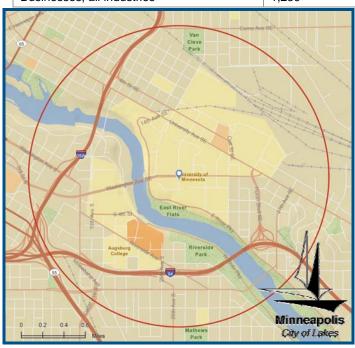
Real Estate	
Median Home Value, 2009	\$147,445
Median Home Value, 2000	\$116,556
Annual Rate of Change, Median Home Value	2.9%
Single-family Units, 2000	14.9%
Multi-family Units, 2000	85.1%

Transit	
Average Daily Traffic Volume on Washington at Church	25,900
Households without access to a vehicle (2000)	31.6%
Total Number of Bus Lines (number high frequency)	23 (1)

Spending Potential Index		
Average amount spent by area households compared to national average (national average = 100)		
Apparel and Services	48	
Computers and Accessories	74	
Education	92	
Entertainment/Recreation	59	
Food at Home	64	
Food Away from Home	67	
Heath Care	53	
Household Furnishing and Equipment	51	
Investment	44	
Retail Goods	57	
Shelter	62	
TV/Video/Sound Equipment	66	
Travel	52	
Vehicle Maintenance and Repairs	61	

Education (ages 25 and old	er)
No High School Diploma	13.7%
High School Diploma or Some College	32.1%
Associate Degree	6%
Bachelor's Degree	25.1%
Graduate or Professional Degree	23.1%

Daytime Population			
Employees, all industries	58,284		
Businesses, all industries	1,259		



Source: ESRI Business Analyst Online (all data from 2009, unless otherwise noted)

Created: November 2010

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(1-mile radius from intersection)

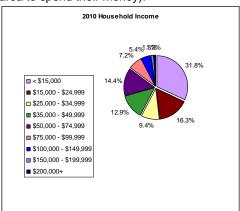
Marketplace Profile

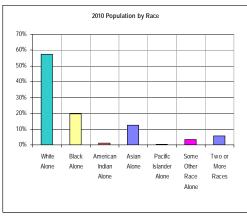
These numbers are ESTIMATES, based on general assumptions, including a national assumption that a certain percentage of dollars are spent at online retailers.

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	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	\$1,448,180	\$2,507,718	(26.8)	1
4421- Furniture Stores	\$2,585,203	\$2,286,211	6.1	2
4422 - Home Furnishings Stores	\$1,430,769	\$1,846,469	(12.7)	2
443 - Electronics and Appliance Stores	\$5,226,482	\$11,041,168	(35.7)	8
4441 - Building Material and Supplies Dealers	\$3,586,950	\$19,136,022	(68.4)	9
4442 - Lawn/Garden Equipment and Supplies Stores	\$680,899	\$0	100.0	0
4451 - Grocery Stores	\$24,867,647	\$46,905,773	(30.7)	21
4452 - Specialty Food Stores	\$855,332	\$5,648,153	(73.7)	9
4453 - Beer, Wine and Liquor Stores	\$2,423,688	\$6,087,384	(43.0)	5
446 - Health and Personal Care Stores	\$42,994,497	\$37,009,103	(23.4)	6
447 - Gasoline Stations	\$22,994,497	\$37,009,103	(23.4)	6
4481 - Clothing Stores	\$5,361,448	\$4,921,220	4.3	6
4482 - Shoe Stores	\$584,640	\$78,956	76.2	1
4483 - Jewelry, Luggage and Leather Goods Stores	\$541,273	\$600,892	(5.2)	2
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,092,013	\$5,959,356	(69.0)	10
4512 - Book, Periodical and Music Stores	\$1,253,538	\$6,079,357	(65.8)	10
4521 - Department Stores Excluding Leased Depts.	\$11,063,622	\$0	100.0	0
4529 - Other General Merchandise Stores	\$7,995,586	\$6,982,960	6.8	3
4531 - Florists	\$251,318	\$118,009	36.1	2
4532 - Office Supplies, Stationery and Gift Stores	\$386,557	\$420,271	(4.2)	4
4533 - Used Merchandise Stores	\$109,701	\$350,791	(52.4)	4
4539 - Other Miscellaneous Store Retailers	\$2,055,083	\$2,759,047	(14.6)	12
7221 - Full-Service Restaurants	\$16,068,023	\$55,994,430	(55.4)	78
7222 - Limited-Service Eating Places	\$7,870,112	\$39,618,098	(66.9)	39
7223 - Special Food Services	\$2,099,513	\$14,039,958	(74.0)	7
7224 - Drinking Places - Alcoholic Beverages	\$807,439	\$12,696,902	(88.0)	9

^{*} 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).





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