

# 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 <u>without</u> 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
Health 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 older)

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



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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	\$1,448,180	\$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).

