

City of Minneapolis – Community Planning & Economic Development

Market Profile – 42nd Avenue North and Thomas Avenue North

(1-mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	16,831	16,722	16,744	0.0%
Households	6,573	6,495	6,497	-0.1%
Average Household Size	2.56	2.57	2.57	0.0%
Median Age	34	36.1	35.9	0.4%
Children (0-19)	31.0%	28.8%	28.0%	-0.6%
Seniors (65+)	11.3%	10.5%	12.0%	0.4%
Population Density (per sq mi)	5,358	5,324	5,331	0.0%
Middle Income Households (\$50k-\$75k)	1,613	1,889	1,902	1.2%
Middle Income Households / sq mile	514	601	606	1.2%
Middle and Upper Income Households (>\$50k)	2,810	3,995	4,589	4.2%
Middle and Upper Income Households / sq mile	895	1,272	1,461	4.2%
Median Household Income	\$44,477	\$62,143	\$67,437	3.4%
Average Household Income	\$51,782	\$68,517	\$79,605	3.6%
Household Per Capita Income	\$20,133	\$26,495	\$30,761	3.5%
Total Housing Units (2000, 2009, 2014)	6,741	6,912	6,996	0.3%
Owner Occupied Housing Units	80.7%	76.8%	76.1%	-0.4%
Renter Occupied Housing Units	16.6%	17.2%	16.8%	0.1%
Vacant Housing Units	2.7%	6.0%	7.1%	11.6%

Real Estate

Median Home Value, 2009	\$124,304
Median Home Value, 2000	\$97,045
Annual Rate of Change, Median Home Value	3.1%
Single-family Units, 2000	85.8%
Multi-family Units, 2000	14.2%

Transit

Average Daily Traffic Volume	8,200
Households <u>without</u> access to a vehicle (2000)	11.2%
Total Number of Bus Lines (number high frequency)	3

Spending Potential Index

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

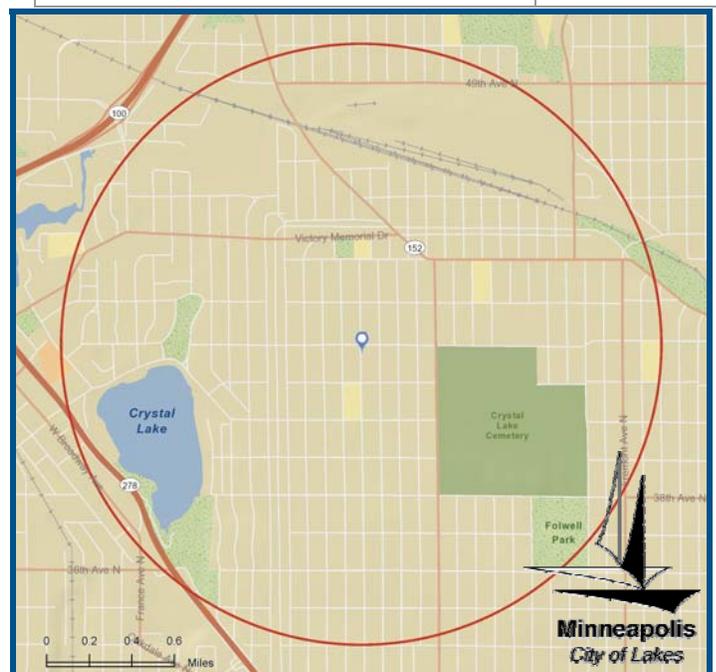
Apparel and Services	69
Computers and Accessories	98
Education	105
Entertainment/Recreation	100
Food at Home	99
Food Away from Home	99
Health Care	101
Household Furnishing and Equipment	86
Investment	93
Retail Goods	94
Shelter	98
TV/Video/Sound Equipment	99
Travel	98
Vehicle Maintenance and Repairs	98

Education (ages 25 and older)

No High School Diploma	11%
High School Diploma or Some College	51.6%
Associate Degree	8%
Bachelor's Degree	20.2%
Graduate or Professional Degree	9.1%

Daytime Population

Employees, all industries	1,897
Businesses, all industries	225



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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	\$1,489,801	\$45,300	94.1	1
4421- Furniture Stores	\$2,771,115	\$0	100.0	0
4422 - Home Furnishings Stores	\$1,747,389	\$103,246	88.8	1
443 - Electronics and Appliance Stores	\$5,237,311	\$37,822	98.6	1
4441 - Building Material and Supplies Dealers	\$5,160,532	\$5,330,874	(1.6)	1
4442 - Lawn/Garden Equipment and Supplies Stores	\$983,642	\$1,626,159	(24.6)	1
4451 - Grocery Stores	\$24,870,824	\$1,847,874	86.2	2
4452 - Specialty Food Stores	\$856,823	\$175,594	66.0	1
4453 - Beer, Wine and Liquor Stores	\$2,171,409	\$956,795	38.8	1
446 - Health and Personal Care Stores	\$4,847,742	\$2,093,563	39.7	4
447 - Gasoline Stations	\$22,353,836	\$5,944,539	58.0	2
4481 - Clothing Stores	\$5,137,601	\$945,785	68.9	4
4482 - Shoe Stores	\$528,061	\$0	100.0	0
4483 - Jewelry, Luggage and Leather Goods Stores	\$557,660	\$115,824	65.6	1
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,100,462	\$0	100.0	0
4512 - Book, Periodical and Music Stores	\$878,041	\$0	100.0	0
4521 - Department Stores Excluding Leased Depts.	\$11,298,284	\$0	100.0	0
4529 - Other General Merchandise Stores	\$8,207,499	\$571,933	87.0	1
4531 - Florists	\$394,526	\$270,752	18.6	2
4532 - Office Supplies, Stationery and Gift Stores	\$406,878	\$49,617	78.3	1
4533 - Used Merchandise Stores	\$92,286	\$129,111	(16.6)	2
4539 - Other Miscellaneous Store Retailers	\$2,114,913	\$583,897	56.7	5
7221 - Full-Service Restaurants	\$15,474,201	\$3,898,400	59.8	6
7222 - Limited-Service Eating Places	\$7,609,802	\$1,583,173	65.6	1
7223 - Special Food Services	\$2,022,277	\$789,707	43.8	1
7224 - Drinking Places - Alcoholic Beverages	\$683,183	\$132,564	67.5	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).

