City of Minneapolis – Community Planning & Economic Development

Market Profile – 37th Avenue NE and Central Avenue NE

(1-mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	15,574	15,816	15,826	0.1%
Households	6,874	7,189	7,248	0.4%
Average Household Size	2.25	2.18	2.16	-0.3%
Median Age	38	41.1	42.3	0.8%
Children (0-19)	23.0%	22.8%	35.7%	3.7%
Seniors (65+)	17.8%	16.4%	17.3%	-0.2%
Population Density (per sq mi)	4,958	5,035	5,039	0.1%
Middle Income Households ($50k-$75k)	1,372	1,807	1,997	3.0%
Middle Income Households / sq mile	437	575	636	3.0%
Middle and Upper Income Households (>$50k)	2,460	3,824	4,659	6.0%
Middle and Upper Income Households / sq mile	783	1,217	1,483	6.0%
Median Household Income	$39,823	$52,628	$60,875	3.5%
Average Household Income	$47,428	$61,882	$72,344	3.5%
Household Per Capita Income	$21,159	$28,246	$33,267	3.8%
Total Housing Units (2000, 2009, 2014)	6,969	7,518	7,707	0.8%
Owner Occupied Housing Units	74.1%	68.9%	67.3%	-0.7%
Renter Occupied Housing Units	24.2%	26.7%	26.8%	0.8%
Vacant Housing Units	1.7%	4.4%	6.0%	18.1%

Real Estate

Median Home Value, 2009	$131,558
Median Home Value, 2000	$98,826
Annual Rate of Change, Median Home Value	3.6%
Single-family Units, 2000	73.3%
Multi-family Units, 2000	26.7%

Education (ages 25 and older)

No High School Diploma	13.3%
High School Diploma or Some College	53.5%
Associate Degree	8.7%
Bachelor's Degree	17.4%
Graduate or Professional Degree	7.1%

Transit

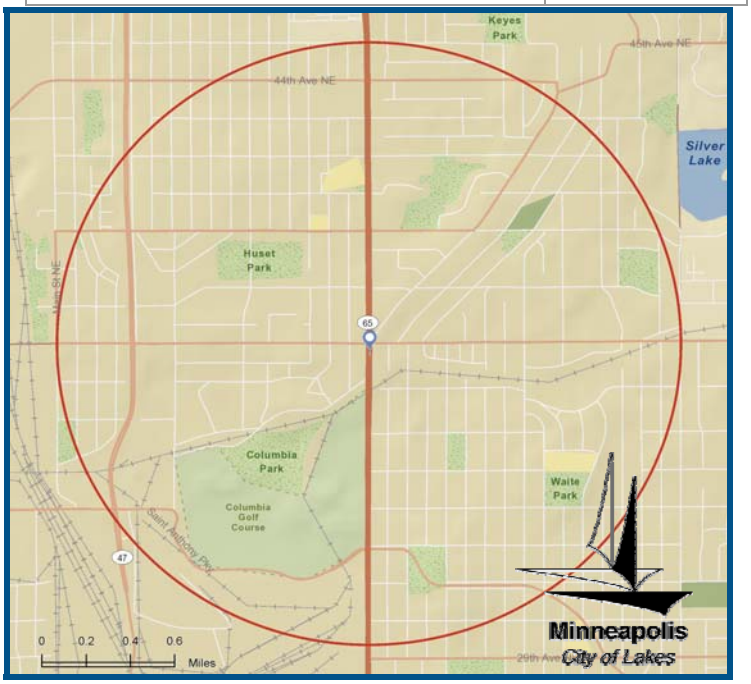
Average Daily Traffic Volume	15,000
Households without access to a vehicle (2000)	11.4%
Total Number of Bus Lines	6

Daytime Population

Employees, all industries	4,235
Businesses, all industries	415

Spending Potential Index

Average amount spent by area households compared to national average (national average = 100)	
Apparel and Services	62
Computers and Accessories	87
Education	94
Entertainment/Recreation	90
Food at Home	89
Food Away from Home	89
Heath Care	94
Household Furnishing and Equipment	77
Investment	88
Retail Goods	84
Shelter	90
TV/Video/Sound Equipment	89
Travel	90
Vehicle Maintenance and Repairs	88



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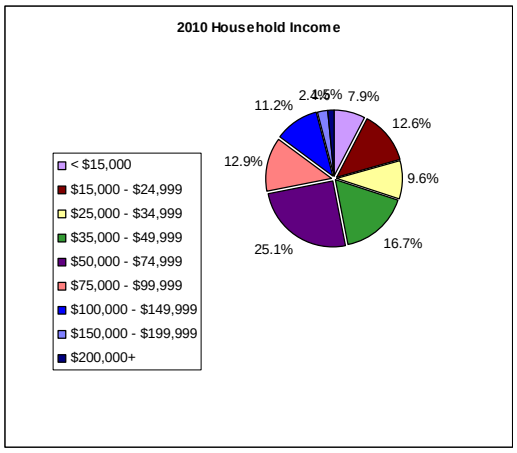
Marketplace Profile

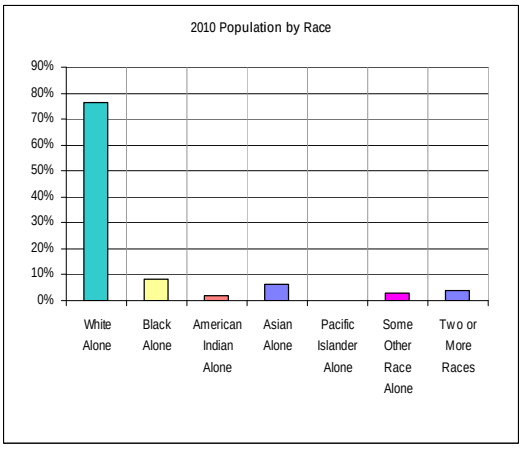
These numbers are ESTIMATES, based on general assumptions,
including a national assumption that a certain percentage of dollars are spent at online retailers.

	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	$1,994,825	$13,238,801	(73.8)	6
4421- Furniture Stores	$2,953,465	$3,094,107	(2.3)	2
4422 - Home Furnishings Stores	$1,751,232	$150,947	84.1	1
443 - Electronics and Appliance Stores	$4,055,125	$1,356,908	49.9	2
4441 - Building Material and Supplies Dealers	$5,125,590	$2,462,069	35.1	4
4442 - Lawn/Garden Equipment and Supplies Stores	$1,126,124	$189,612	71.2	1
4451 - Grocery Stores	$22,732,105	$39,869,928	(13.6)	3
4452 - Specialty Food Stores	$632,568	$194,698	52.9	2
4453 - Beer, Wine and Liquor Stores	$2,233,835	$4,854,739	(36.1)	2
446 - Health and Personal Care Stores	$5,021,096	$1,740,119	48.5	6
447 - Gasoline Stations	$23,237,343	$48,764,474	(35.5)	4
4481 - Clothing Stores	$3,773,076	$118,874	93.9	2
4482 - Shoe Stores	$383,855	$183,361	35.3	1
4483 - Jewelry, Luggage and Leather Goods Stores	$607,731	$204,037	49.7	1
4511 - Sporting Goods/Hobby/Musical Instrument Stores	$1,147,311	$154,801	76.2	2
4512 - Book, Periodical and Music Stores	$803,531	$258,813	51.3	2
4521 - Department Stores Excluding Leased Depts.	$14,779,573	$1,584,158	80.6	1
4529 - Other General Merchandise Stores	$7,202,230	$8,866,244	(10.4)	2
4531 - Florists	$361,085	$118,009	50.7	1
4532 - Office Supplies, Stationery and Gift Stores	$398,433	$0	100.0	0
4533 - Used Merchandise Stores	$152,237	$1,739,050	(83.9)	2
4539 - Other Miscellaneous Store Retailers	$1,987,181	$303,737	73.5	2
7221 - Full-Service Restaurants	$14,413,012	$6,130,164	40.3	11
7222 - Limited-Service Eating Places	$8,097,286	$1,320,002	72.0	2
7223 - Special Food Services	$1,475,501	$1,417,915	2.0	3
7224 - Drinking Places - Alcoholic Beverages	$599,332	$276,910	36.8	2

* 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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