

City of Minneapolis – Community Planning & Economic Development

Market Profile – 43rd Street West & Sheridan Avenue South

(1-mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	12,219	12,049	12,105	-0.1%
Households	5,765	5,837	5,886	0.1%
Average Household Size	2.12	2.06	2.05	-0.2%
Median Age	37.8	41.5	42.7	0.9%
Children (0-19)	20.8%	21.7%	21.8%	0.3%
Seniors (65+)	9.6%	10.7%	13.7%	2.8%
Population Density (per sq mi)	3,890	3,836	3,854	-0.1%
Middle Income Households (\$50k-\$75k)	1,197	984	927	-1.5%
Middle Income Households / sq mile	381	313	295	-1.5%
Middle and Upper Income Households (>\$50k)	3,777	4,294	4,864	1.9%
Middle and Upper Income Households / sq mile	1,202	1,367	1,549	1.9%
Median Household Income	\$67,506	\$83,932	\$103,041	3.5%
Average Household Income	\$88,622	\$104,650	\$122,765	2.6%
Household Per Capita Income	\$42,078	\$50,577	\$59,608	2.8%
Total Housing Units (2000, 2009, 2014)	5,869	6,038	6,115	0.3%
Owner Occupied Housing Units	72.9%	70.5%	70.1%	-0.3%
Renter Occupied Housing Units	25.3%	26.2%	26.2%	0.3%
Vacant Housing Units	1.8%	3.3%	3.7%	7.5%

Real Estate

Median Home Value, 2009	\$271,726
Median Home Value, 2000	\$199,886
Annual Rate of Change, Median Home Value	4.0%
Single-family Units, 2000	71.4%
Multi-family Units, 2000	28.6%

Education (ages 25 and older)

No High School Diploma	1.4%
High School Diploma or Some College	20.8%
Associate Degree	5.6%
Bachelor's Degree	39.8%
Graduate or Professional Degree	32.4%

Transit

Average Daily Traffic Volume	9,600
Households <u>without</u> access to a vehicle (2000)	5.3%
Total Number of Bus Lines	3

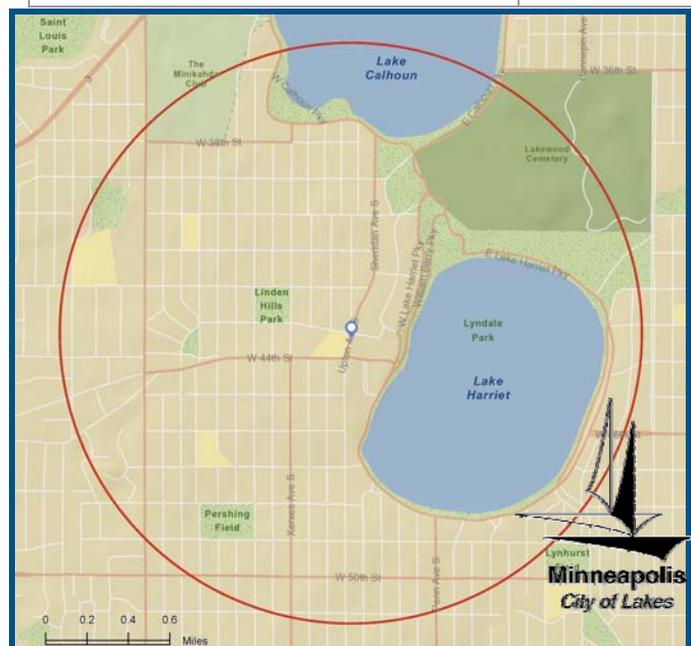
Daytime Population

Employees, all industries	2,399
Businesses, all industries	392

Spending Potential Index

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

Apparel and Services	106
Computers and Accessories	156
Education	154
Entertainment/Recreation	155
Food at Home	144
Food Away from Home	147
Health Care	140
Household Furnishing and Equipment	136
Investment	169
Retail Goods	141
Shelter	159
TV/Video/Sound Equipment	144
Travel	165
Vehicle Maintenance and Repairs	149



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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	\$2,290,313	\$606,349	58.1	1
4421- Furniture Stores	\$4,592,875	\$1,175,130	59.3	1
4422 - Home Furnishings Stores	\$2,872,895	\$1,329,980	34.7	3
443 - Electronics and Appliance Stores	\$8,184,671	\$131,699	96.8	1
4441 - Building Material and Supplies Dealers	\$8,676,324	\$816,407	82.8	4
4442 - Lawn/Garden Equipment and Supplies Stores	\$1,366,853	\$2,465,717	(28.7)	1
4451 - Grocery Stores	\$35,458,062	\$15,270,954	39.8	2
4452 - Specialty Food Stores	\$1,228,520	\$429,158	48.2	3
4453 - Beer, Wine and Liquor Stores	\$3,385,941	\$3,025,099	5.6	1
446 - Health and Personal Care Stores	\$6,737,505	\$580,689	84.1	3
447 - Gasoline Stations	\$31,366,762	\$7,693,660	60.6	2
4481 - Clothing Stores	\$7,679,774	\$5,264,425	18.7	8
4482 - Shoe Stores	\$788,397	\$1,917,368	(41.7)	3
4483 - Jewelry, Luggage and Leather Goods Stores	\$887,365	\$515,534	26.5	2
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,705,862	\$1,029,278	24.7	6
4512 - Book, Periodical and Music Stores	\$1,344,340	\$1,445,984	(3.6)	2
4521 - Department Stores Excluding Leased Depts.	\$16,909,151	\$0	100.0	0
4529 - Other General Merchandise Stores	\$11,908,209	\$6,742,816	27.7	1
4531 - Florists	\$535,899	\$491,470	4.3	3
4532 - Office Supplies, Stationery and Gift Stores	\$621,409	\$732,583	(8.2)	5
4533 - Used Merchandise Stores	\$144,714	\$1,601,185	(83.4)	8
4539 - Other Miscellaneous Store Retailers	\$3,043,214	\$2,227,446	15.5	9
7221 - Full-Service Restaurants	\$22,912,773	\$13,587,675	25.5	14
7222 - Limited-Service Eating Places	\$11,185,260	\$7,225,879	21.5	7
7223 - Special Food Services	\$2,973,288	\$55,106	96.4	1
7224 - Drinking Places - Alcoholic Beverages	\$998,571	\$0	100.0	0

* 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).

