

# Market Profile – 38<sup>th</sup> St and Nicollet Ave S

(1-mile radius from intersection)

## Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	35,991	36,543	36,934	0.2%
Households	14,674	14,929	15,095	0.2%
Average Household Size	2.37	2.36	2.36	0.0%
Median Age	31.1	32.3	32.3	0.3%
Children (0-19)	26.0%	24.4%	23.6%	-0.6%
Seniors (65+)	9.0%	9.0%	10.1%	0.8%
Population Density (per sq mi)	11,458	11,634	11,759	0.2%
Middle Income Households (\$50k-\$75k)	3,021	3,291	3,482	1.0%
Middle Income Households / sq mile	962	1,048	1,109	1.0%
Middle and Upper Income Households (>\$50k)	5,627	8,211	9,831	5.0%
Middle and Upper Income Households / sq mile	1,791	2,614	3,130	5.0%
Median Household Income	\$39,227	\$57,090	\$65,576	4.5%
Average Household Income	\$48,114	\$66,762	\$77,906	4.1%
Household Per Capita Income	\$20,412	\$27,856	\$32,494	3.9%
Total Housing Units (2000, 2009, 2014)	15,241	16,007	16,135	0.4%
Owner Occupied Housing Units	45.2%	43.1%	42.1%	-0.5%
Renter Occupied Housing Units	51.2%	50.6%	51.5%	0.0%
Vacant Housing Units	3.7%	6.3%	6.4%	5.2%

### Real Estate

Median Home Value, 2009	\$142,579
Median Home Value, 2000	\$109,157
Annual Rate of Change, Median Home Value	3.4%
Single-family Units, 2000	44.7%
Multi-family Units, 2000	55.3%

### Education (ages 25 and older)

No High School Diploma	13.2%
High School Diploma or Some College	40.0%
Associate Degree	6.6%
Bachelor's Degree	27.0%
Graduate or Professional Degree	13.2%

### Transit

Average Daily Traffic Volume on Nicollet at 38th	11,700
Average Daily Traffic Volume on 38th at Nicollet	11,500
Total Number of Bus Lines (number hi frequency)	3 (1)
Households <u>without</u> access to a vehicle (2000)	19.8%

### Daytime Population

Employees, all industries	5,986
Businesses, all industries	771

### Spending Potential Index

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

Apparel and Services	71
Computers and Accessories	100
Education	99
Entertainment/Recreation	93
Food at Home	97
Food Away from home	99
Health Care	87
Household Furnishing and Equipment	82
Investment	78
Retail Goods	89
Shelter	100
TV/Video/Sound Equipment	97
Travel	91
Vehicle Maintenance and Repairs	94



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## Marketplace Profile

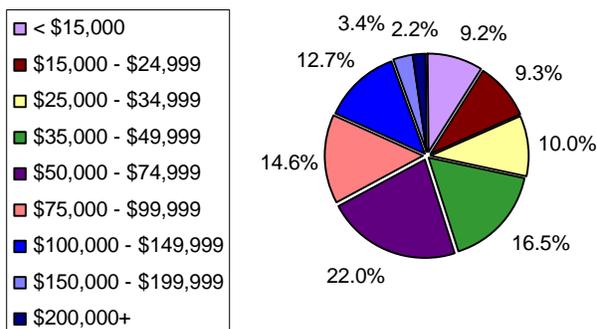
These numbers are ESTIMATES, based on general assumptions, including a national assumption that a certain percentage of dollars are spent at online retailers.

	<b>Retail Potential</b> (area residents' spending, regardless of location)	<b>Retail Sales*</b> (spending at stores within area, regardless of shopper's residence)	<b>Leakage / (Surplus)**</b>	<b>Number of Businesses</b> (in area)
4413 - Auto Parts, Accessories and Tire Stores	\$ 3,335,442	\$ 1,830,936	\$ 1,504,506	3
4421- Furniture Stores	\$ 6,244,644	\$ 1,047,680	\$ 5,196,964	1
4422 - Home Furnishings Stores	\$ 3,676,405	\$ 261,235	\$ 3,415,170	0
443 - Electronics and Appliance Stores	\$ 11,695,061	\$ 2,033,388	\$ 9,661,673	6
4441 - Building Material and Supplies Dealers	\$ 10,516,266	\$ 2,537,241	\$ 7,979,025	5
4442 - Lawn/Garden Equipment and Supplies Stores	\$ 1,783,415	\$ 398,445	\$ 1,384,970	1
4451 - Grocery Stores	\$ 55,856,275	\$ 11,522,893	\$ 44,333,382	17
4452 - Specialty Food Stores	\$ 1,934,610	\$ 458,395	\$ 1,476,215	5
4453 - Beer, Wine and Liquor Stores	\$ 5,083,653	\$ 2,670,672	\$ 2,412,981	0
446 - Health and Personal Care Stores	\$ 9,978,839	\$ 861,196	\$ 9,117,643	1
447 - Gasoline Stations	\$ 49,414,233	\$ 49,081,107	\$ 333,126	9
4481 - Clothing Stores	\$ 11,729,259	\$ 2,387,145	\$ 9,342,114	11
4482 - Shoe Stores	\$ 1,258,416	\$ 662,261	\$ 596,155	2
4483 - Jewelry, Luggage and Leather Goods Stores	\$ 1,261,945	\$ 862,222	\$ 399,723	4
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$ 2,464,151	\$ 489,678	\$ 1,974,473	5
4512 - Book, Periodical and Music Stores	\$ 2,097,961	\$ 2,500,372	\$ (402,411)	6
4529 - Other General Merchandise Stores	\$ 18,124,459	\$ 3,090,456	\$ 15,034,003	1
4531 - Florists	\$ 683,199	\$ 306,921	\$ 376,278	3
4532 - Office Supplies, Stationery and Gift Stores	\$ 894,756	\$ 909,734	\$ (14,978)	5
4533 - Used Merchandise Stores	\$ 214,556	\$ 464,846	\$ (250,290)	5
4539 - Other Miscellaneous Store Retailers	\$ 4,573,777	\$ 1,138,220	\$ 3,435,557	7
7221 - Full-Service Restaurants	\$ 35,627,235	\$ 15,279,730	\$ 20,347,505	29
7222 - Limited-Service Eating Places	\$ 17,268,380	\$ 10,599,670	\$ 6,668,710	9
7223 - Special Food Services	\$ 4,595,483	\$ 6,888,337	\$ (2,292,854)	1
7224 - Drinking Places - Alcoholic Beverages	\$ 1,627,957	\$ 2,052,167	\$ (424,210)	3

\* When retail sales are positive and there are zero businesses in the area, the sales are at businesses in other categories selling that category's goods.

\*\* The difference between retail potential and retail sales. When the number is negative it is called 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 called leakage, and is evidence that residents spend more than local businesses sell (i.e. residents leave the area to spend their money).

**2010 Household Income**



**2010 Population by Race**

