

Market Profile – Downtown Sector

City of Minneapolis – Community Planning & Economic Development

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	24,149	27,849	29,261	1.4%
Households	14,395	16,926	17,936	1.6%
Average Household Size	1.38	1.38	1.38	0.0%
Median Age	33.5	34.7	35	0.3%
Children (0-19)	10.6%	11.6%	11.7%	0.7%
Seniors (65+)	11.1%	12.1%	13.3%	1.3%
Population Density (per sq mi)	7,688	8,866	9,316	1.4%
Middle Income Households (\$50k-\$75k)	1,696	3,076	3,440	6.9%
Middle Income Households / sq mile	540	979	1,095	6.9%
Middle and Upper Income Households (>\$50k)	3,461	6,687	9,088	10.8%
Middle and Upper Income Households / sq mile	1,102	2,129	2,893	10.8%
Median Household Income	\$25,918	\$38,170	\$50,862	6.4%
Average Household Income	\$41,949	\$57,574	\$70,763	4.6%
Household Per Capita Income	\$26,938	\$37,266	\$45,836	4.7%
Total Housing Units (2000, 2010, 2015)	15,650	18,793	20,058	2.0%
Owner Occupied Housing Units	15.2%	18.0%	18.5%	1.6%
Renter Occupied Housing Units	76.8%	72.0%	70.9%	-0.5%
Vacant Housing Units	8.0%	9.9%	10.6%	2.3%

Real Estate

Median Home Value, 2010	\$160,163
Median Home Value, 2000	\$120,240
Annual Rate of Change, Median Home Value	3.3%
Single-family Units, 2000	2.4%
Multi-family Units, 2000	97.6%

Education (ages 25 and older)

No High School Diploma	11.5%
High School Diploma or Some College	36.9%
Associate Degree	6.7%
Bachelor's Degree	26.4%
Graduate or Professional Degree	18.5%

Transit

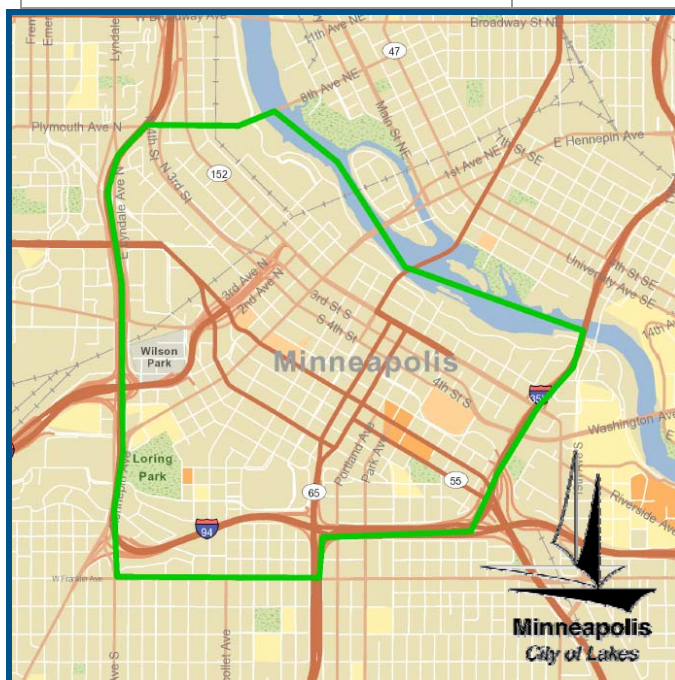
Average Daily Traffic Volume (on Hennepin at Washington)	25,700
Households <u>without</u> access to a vehicle (2000)	42.5%
Total Number of Bus Lines (number high frequency)	116 (6)

Daytime Population

Employees, all industries	143,184
Businesses, all industries	5,390

Spending Potential Index

Average amount spent by area households compared to national average (national average = 100)	
Apparel and Services	64
Computers and Accessories	91
Education	87
Entertainment/Recreation	81
Food at Home	88
Food Away from Home	90
Health Care	75
Household Furnishing and Equipment	70
Investment	68
Retail Goods	77
Shelter	89
TV/Video/Sound Equipment	88
Travel	76
Vehicle Maintenance and Repairs	83



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Marketplace Profile

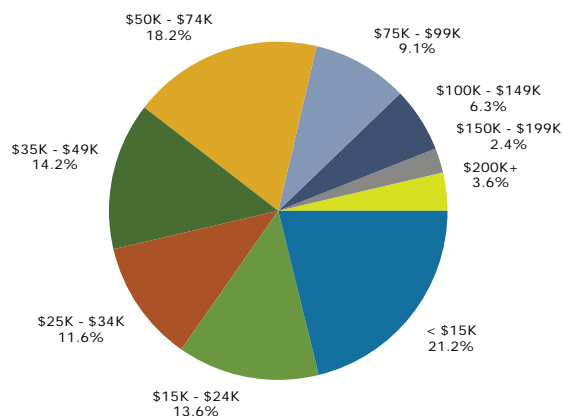
These numbers are ESTIMATES, based on general assumptions, including a national assumption that a certain percentage of dollars are spent at certain online retailers.

	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	\$4,537,931	\$255,812	89.3	1
4421- Furniture Stores	\$5,068,433	\$6,660,384	(13.6)	6
4422 - Home Furnishings Stores	\$2,522,023	\$7,532,853	(49.8)	14
443 - Electronics and Appliance Stores	\$9,017,480	\$45,415,883	(66.9)	41
4441 - Building Material and Supplies Dealers	\$7,858,763	\$6,056,931	12.9	23
4442 - Lawn/Garden Equipment and Supplies Stores	\$1,304,058	\$496,736	44.8	2
4451 - Grocery Stores	\$41,978,351	\$31,871,338	13.7	36
4452 - Specialty Food Stores	\$1,658,885	\$3,203,259	(31.8)	15
4453 - Beer, Wine and Liquor Stores	\$5,371,665	\$15,431,766	(48.4)	9
446 - Health and Personal Care Stores	\$10,305,526	\$24,497,726	(40.8)	33
447 - Gasoline Stations	\$51,620,760	\$65,222,292	(11.6)	2
4481 - Clothing Stores	\$11,821,454	\$25,632,613	(36.9)	43
4482 - Shoe Stores	\$1,547,848	\$754,915	34.4	2
4483 - Jewelry, Luggage and Leather Goods Stores	\$620,169	\$6,500,202	(82.6)	29
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$2,355,767	\$6,085,329	(44.2)	18
4512 - Book, Periodical and Music Stores	\$1,792,537	\$10,885,282	(71.7)	14
4521 - Department Stores Excluding Leased Depts.	\$18,348,070	\$79,929,366	(62.7)	7
4529 - Other General Merchandise Stores	\$34,295,717	\$95,779,029	(47.3)	17
4531 - Florists	\$517,558	\$1,737,887	(54.1)	12
4532 - Office Supplies, Stationery and Gift Stores	\$682,731	\$2,870,676	(61.6)	20
4533 - Used Merchandise Stores	\$149,121	\$293,341	(32.6)	7
4539 - Other Miscellaneous Store Retailers	\$3,525,810	\$7,098,391	(33.6)	43
7221 - Full-Service Restaurants	\$26,066,649	\$212,540,520	(78.2)	504
7222 - Limited-Service Eating Places	\$25,136,727	\$67,171,589	(45.5)	100
7223 - Special Food Services	\$4,906,229	\$43,255,124	(79.6)	22
7224 - Drinking Places - Alcoholic Beverages	\$2,102,686	\$62,424,106	(93.5)	48

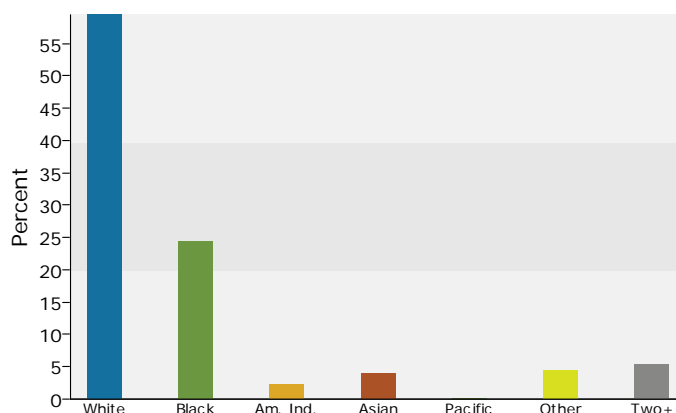
* When retail sales are positive, but there are zero businesses in the area, the sales figures can be attributed to other area businesses that have a different primary classification.

** 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).

2010 Household Income



2010 Population by Race



Source: ESRI Business Analyst Online (All data from 2010, unless otherwise noted. Data based on projections, **not** 2010 Census.)

Created: July 2011