



Retail Goods and Services Expenditures

LISC Center for Commercial Revitalization - Neighborhood Market Snapshot

27th Ave NE AT Central Ave NE
Minneapolis, MN 55418

Site Type: Hand-drawn Shape

Latitude: 45.0168
Longitude: -93.2473
Shape: Custom

Top Tapestry Segments:

Main Street, USA	63.3%
Rustbelt Traditions	36.7%

Demographic Summary

	2005	2010
Population	1,809	1,854
Households	733	758
Families	402	400
Median Age	38.5	39.7
Median Household Income	\$52,783	\$67,960

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	95	\$2,615.38	\$1,917,070
Men's	95	\$495.48	\$363,185
Women's	97	\$879.34	\$644,555
Children's	94	\$407.59	\$298,766
Footwear	92	\$462.77	\$339,209
Watches & Jewelry	92	\$231.31	\$169,550
Apparel Products and Services ¹	95	\$138.89	\$101,805
Computer			
Computers and Hardware for Home Use	96	\$235.86	\$172,886
Software and Accessories for Home Use	95	\$28.03	\$20,543
Entertainment & Recreation	94	\$2,926.33	\$2,145,002
Fees and Admissions	100	\$604.61	\$443,182
Membership Fees for Clubs ²	99	\$163.06	\$119,521
Fees for Participant Sports, excl. Trips	100	\$114.42	\$83,873
Admission to Movie/Theatre/Opera/Ballet	101	\$146.43	\$107,332
Admission to Sporting Events, excl. Trips	98	\$54.88	\$40,225
Fees for Recreational Lessons	103	\$125.83	\$92,231
TV/Video/Sound Equipment	93	\$958.46	\$702,552
Community Antenna or Cable Television	92	\$510.55	\$374,230
Color Televisions	94	\$107.79	\$79,009
VCRs, Video Cameras, and DVD Players	98	\$36.93	\$27,070
Video Cassettes and DVDs	94	\$38.41	\$28,152
Video Game Hardware and Software	97	\$32.86	\$24,088
Satellite Dishes	79	\$2.32	\$1,703
Rental of Video Cassettes and DVDs	94	\$59.06	\$43,294
Sound Equipment ³	93	\$164.84	\$120,828
Rental and Repair of TV/Sound Equipment	93	\$5.70	\$4,178
Pets	88	\$308.75	\$226,312
Toys and Games	98	\$200.33	\$146,839
Recreational Vehicles and Fees ⁴	89	\$298.40	\$218,727
Sports/Recreation/Exercise Equipment ⁵	87	\$191.41	\$140,301
Photo Equipment and Supplies ⁶	99	\$142.58	\$104,514
Reading ⁷	100	\$221.79	\$162,575
Food	92	\$7,283.60	\$5,338,882
Food at Home	91	\$4,331.16	\$3,174,743
Bakery and Cereal Products	92	\$652.29	\$478,128
Meat, Poultry, Fish, and Eggs	90	\$1,135.98	\$832,677
Dairy Products	92	\$474.44	\$347,763
Fruits and Vegetables	92	\$765.41	\$561,042
Snacks and Other Food at Home ⁸	91	\$1,303.05	\$955,133
Food Away from Home	93	\$2,952.44	\$2,164,139
Alcoholic Beverages	97	\$496.76	\$364,128
Nonalcoholic Beverages at Home	91	\$360.10	\$263,952



Retail Goods and Services Expenditures

LISC Center for Commercial Revitalization - Neighborhood Market Snapshot

27th Ave NE AT Central Ave NE
Minneapolis, MN 55418

Site Type: Hand-drawn Shape

Latitude: 45.0168
Longitude: -93.2473
Shape: Custom

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	103	\$8,612.87	\$6,313,231
Vehicle Loans	85	\$4,612.28	\$3,380,801
Health			
Nonprescription Drugs	92	\$91.28	\$66,905
Prescription Drugs	86	\$462.08	\$338,701
Eyeglasses and Contact Lenses	96	\$82.09	\$60,170
Home			
Mortgage Payment and Basics ⁹	96	\$7,681.84	\$5,630,787
Maintenance and Remodeling Services	95	\$1,499.58	\$1,099,191
Maintenance and Remodeling Materials ¹⁰	98	\$316.82	\$232,226
Utilities, Fuel, and Public Services	91	\$3,768.89	\$2,762,597
Household Furnishings and Equipment			
Household Textiles ¹¹	97	\$122.91	\$90,090
Furniture	93	\$568.47	\$416,690
Floor Coverings	98	\$77.09	\$56,507
Major Appliances ¹²	92	\$249.80	\$183,106
Housewares ¹³	91	\$86.91	\$63,702
Small Appliances	96	\$33.86	\$24,818
Luggage	98	\$10.49	\$7,686
Telephones and Accessories	90	\$46.47	\$34,064
Household Operations			
Child Care	99	\$416.58	\$305,355
Lawn and Garden ¹⁴	90	\$376.15	\$275,719
Moving/Storage/Freight Express	90	\$45.79	\$33,564
Housekeeping Supplies ¹⁵	93	\$629.71	\$461,574
Insurance			
Owners and Renters Insurance	89	\$369.10	\$270,549
Vehicle Insurance	91	\$1,183.56	\$867,548
Life/Other Insurance	91	\$580.92	\$425,813
Health Insurance	89	\$1,495.90	\$1,096,496
Personal Care Products ¹⁶	92	\$371.77	\$272,504
School Books and Supplies ¹⁷	92	\$104.37	\$76,502
Smoking Products	91	\$451.11	\$330,660
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	88	\$4,885.40	\$3,580,999
Gasoline and Motor Oil	88	\$1,622.27	\$1,189,127
Vehicle Maintenance and Repairs	91	\$940.38	\$689,297
Travel			
Airline Fares	98	\$395.58	\$289,958
Lodging on Trips	97	\$386.28	\$283,141
Auto/Truck/Van Rental on Trips	97	\$48.13	\$35,276
Food and Drink on Trips	96	\$431.28	\$316,130

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.



Retail Goods and Services Expenditures

LISC Center for Commercial Revitalization - Neighborhood Market Snapshot

27th Ave NE AT Central Ave NE
Minneapolis, MN 55418

Site Type: Hand-drawn Shape

Latitude: 45.0168
Longitude: -93.2473
Shape: Custom

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchase (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.