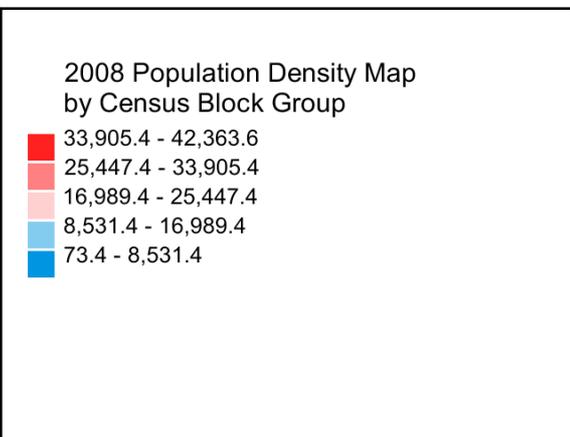
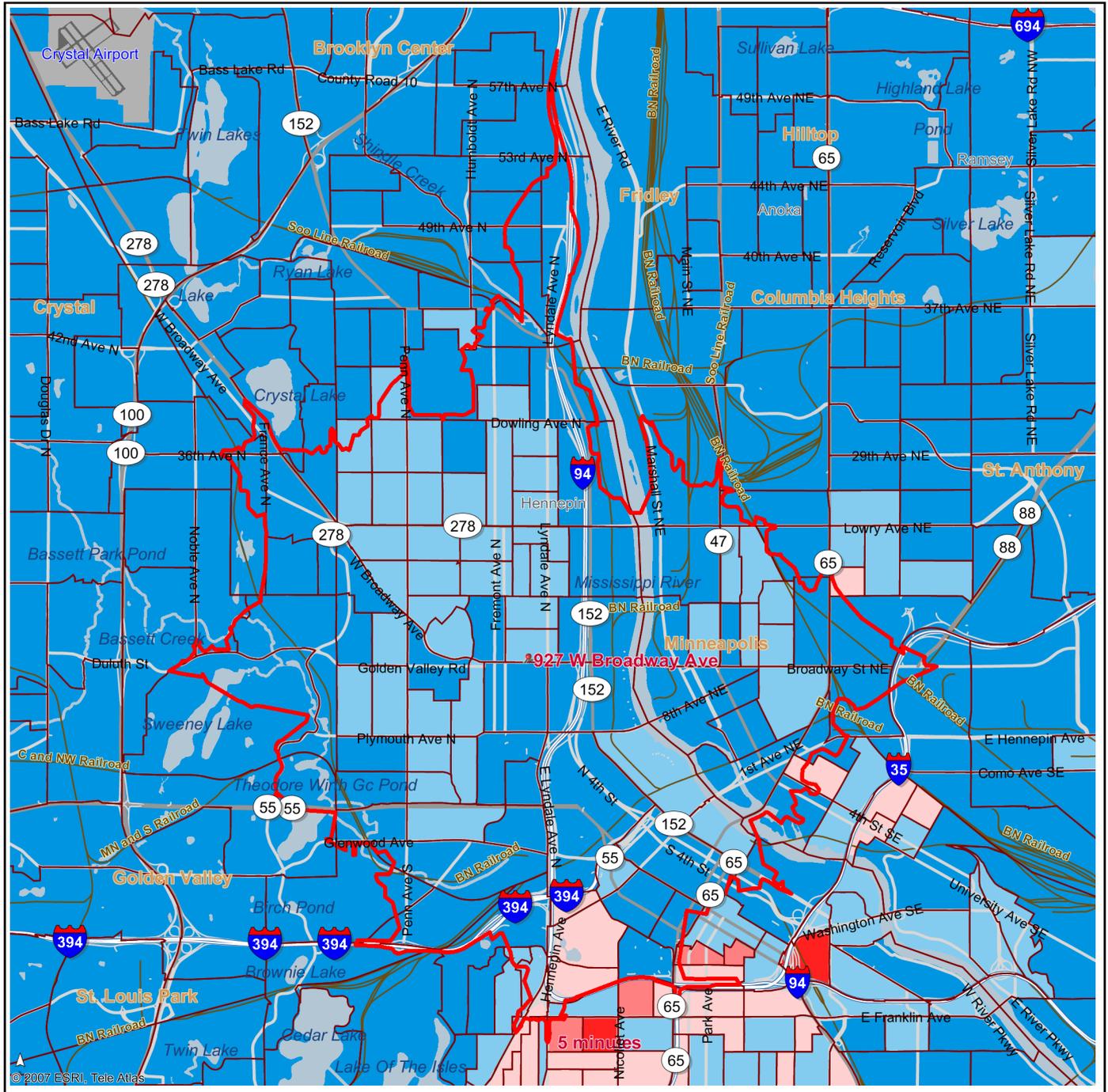


2008 Population Density Map by Census Block Group

927 and 1001 West Broadway
 927 W Broadway Ave
 Minneapolis, MN 55411

Prepared by
 June 18, 2009

Latitude: 44.999139
 Longitude: -93.291457



About Your Map...

This map shows 2008 Population Density Map by Census Block Group.

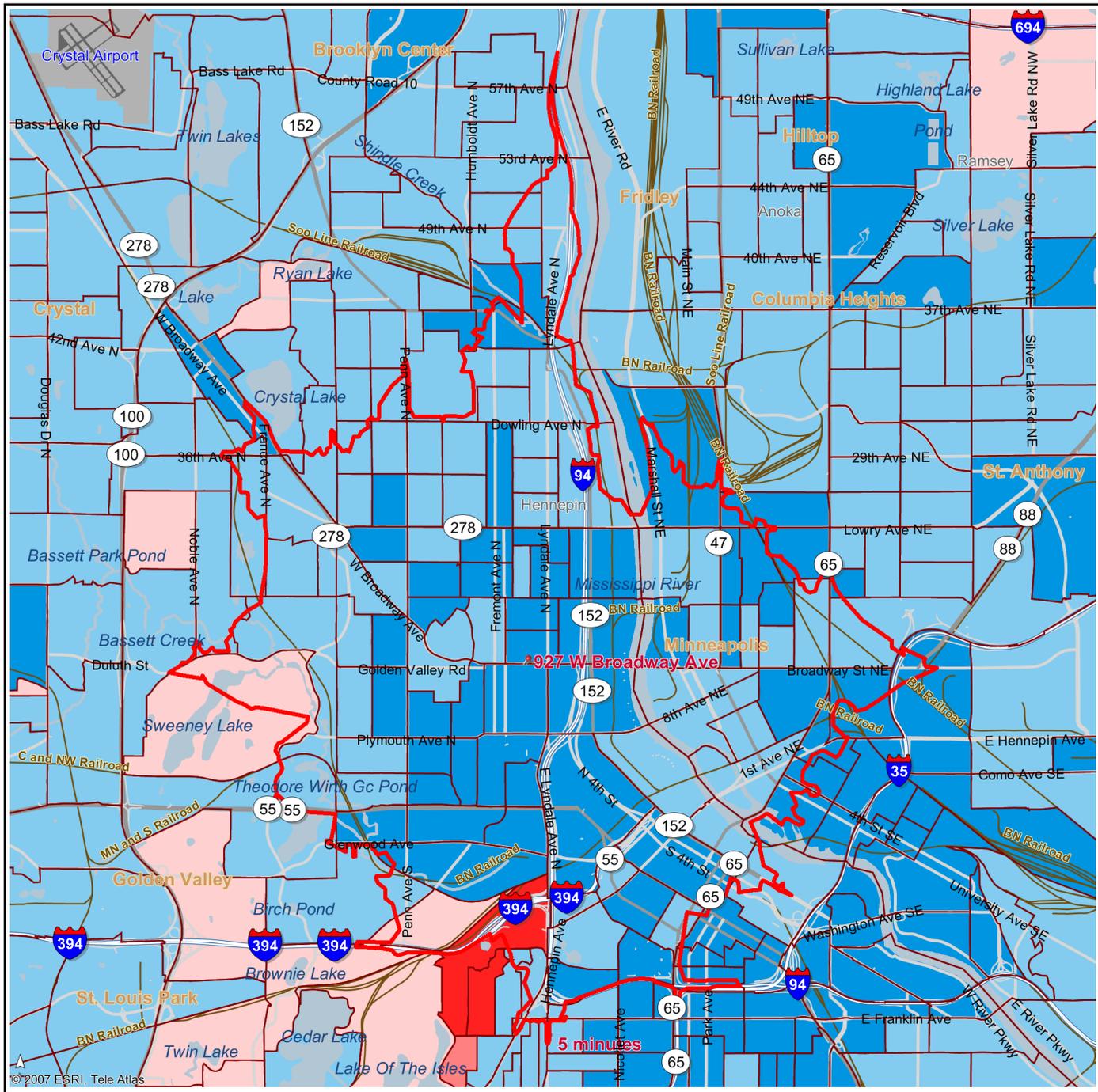
The map divides the range of values into equal-sized categories. This method is best applied to familiar data ranges such as percentages.

2013 Median Household Income Map by Census Block Group

927 and 1001 West Broadway
 927 W Broadway Ave
 Minneapolis, MN 55411

Prepared by
 June 18, 2009

Latitude: 44.999139
 Longitude: -93.291457



2013 Median Household Income Map

by Census Block Group

- \$221,204 - 276,503
- \$165,903 - 221,204
- \$110,602 - 165,903
- \$55,301 - 110,602
- \$0 - 55,301



About Your Map...

This map shows 2013 Median Household Income Map by Census Block Group.

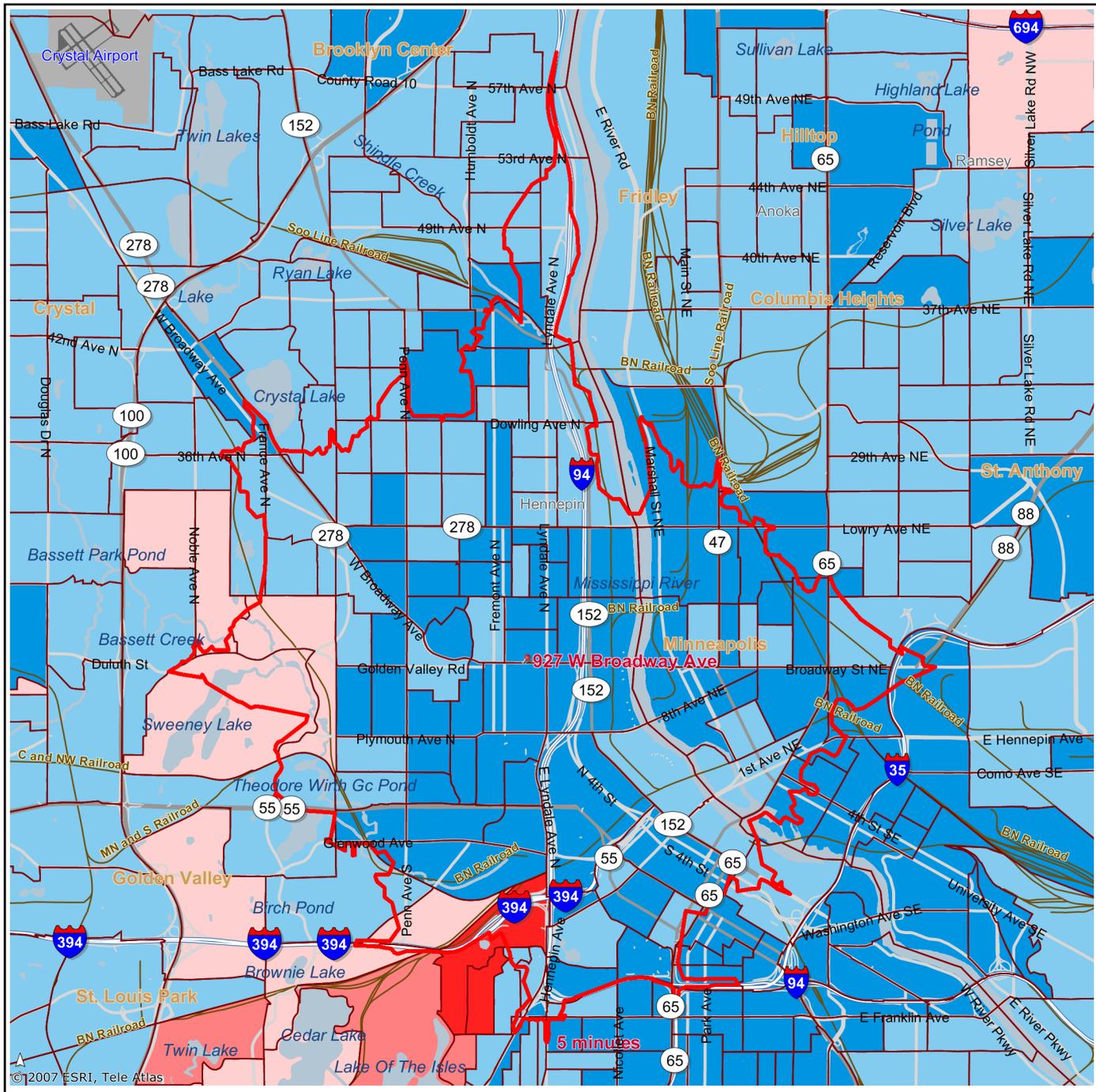
The map divides the range of values into equal-sized categories. This method is best applied to familiar data ranges such as percentages.

2008 Median Household Income Map by Census Block Group

927 and 1001 West Broadway
 927 W Broadway Ave
 Minneapolis, MN 55411

Prepared by
 June 18, 2009

Latitude: 44.999139
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2008 Median Household Income Map by Census Block Group

- \$184,880 - 231,102
- \$138,660 - 184,880
- \$92,440 - 138,660
- \$46,220 - 92,440
- \$0 - 46,220



About Your Map...

This map shows 2008 Median Household Income Map by Census Block Group.

The map divides the range of values into equal-sized categories. This method is best applied to familiar data ranges such as percentages.



Detailed Age Profile

Prepared by

927 and 1001 West Broadway
927 W Broadway Ave
Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
Longitude: -93.291457
Drivetime: 5 minutes

| | Census 2000 | 2008 | 2013 | 2008-2013 Change | 2008-2013 Annual Rate |
|------------------------|-------------|--------|--------|---------------------|--------------------------|
| Population | 93,345 | 96,310 | 97,701 | 1,391 | 0.29% |
| Households | 37,527 | 39,475 | 40,381 | 906 | 0.45% |
| Average Household Size | 2.40 | 2.35 | 2.33 | -0.02 | -0.17% |

Total Population by Detailed Age

| | Census 2000 | | 2008 | | 2013 | |
|------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 93,344 | 100.0% | 96,308 | 100.0% | 97,697 | 100.0% |
| <1 | 1,436 | 1.5% | 1,603 | 1.7% | 1,607 | 1.6% |
| 1 | 1,405 | 1.5% | 1,505 | 1.6% | 1,536 | 1.6% |
| 2 | 1,399 | 1.5% | 1,459 | 1.5% | 1,505 | 1.5% |
| 3 | 1,363 | 1.5% | 1,419 | 1.5% | 1,477 | 1.5% |
| 4 | 1,430 | 1.5% | 1,448 | 1.5% | 1,500 | 1.5% |
| 5 | 1,431 | 1.5% | 1,295 | 1.3% | 1,325 | 1.4% |
| 6 | 1,519 | 1.6% | 1,339 | 1.4% | 1,402 | 1.4% |
| 7 | 1,684 | 1.8% | 1,366 | 1.4% | 1,413 | 1.4% |
| 8 | 1,664 | 1.8% | 1,350 | 1.4% | 1,372 | 1.4% |
| 9 | 1,732 | 1.9% | 1,371 | 1.4% | 1,389 | 1.4% |
| 10 | 1,765 | 1.9% | 1,398 | 1.5% | 1,316 | 1.3% |
| 11 | 1,584 | 1.7% | 1,337 | 1.4% | 1,255 | 1.3% |
| 12 | 1,571 | 1.7% | 1,340 | 1.4% | 1,237 | 1.3% |
| 13 | 1,424 | 1.5% | 1,276 | 1.3% | 1,161 | 1.2% |
| 14 | 1,450 | 1.6% | 1,296 | 1.3% | 1,169 | 1.2% |
| 15 | 1,427 | 1.5% | 1,415 | 1.5% | 1,255 | 1.3% |
| 16 | 1,343 | 1.4% | 1,399 | 1.5% | 1,221 | 1.2% |
| 17 | 1,333 | 1.4% | 1,380 | 1.4% | 1,213 | 1.2% |
| 18 | 1,264 | 1.4% | 1,420 | 1.5% | 1,273 | 1.3% |
| 19 | 1,314 | 1.4% | 1,524 | 1.6% | 1,405 | 1.4% |
| 20 - 24 | 7,790 | 8.3% | 8,809 | 9.1% | 9,299 | 9.5% |
| 25 - 29 | 8,817 | 9.4% | 8,841 | 9.2% | 9,339 | 9.6% |
| 30 - 34 | 8,077 | 8.7% | 7,426 | 7.7% | 7,134 | 7.3% |
| 35 - 39 | 7,661 | 8.2% | 7,030 | 7.3% | 6,302 | 6.5% |
| 40 - 44 | 6,899 | 7.4% | 6,736 | 7.0% | 6,457 | 6.6% |
| 45 - 49 | 5,829 | 6.2% | 6,670 | 6.9% | 6,553 | 6.7% |
| 50 - 54 | 4,680 | 5.0% | 5,995 | 6.2% | 6,250 | 6.4% |
| 55 - 59 | 3,173 | 3.4% | 4,884 | 5.1% | 5,689 | 5.8% |
| 60 - 64 | 2,489 | 2.7% | 3,486 | 3.6% | 4,448 | 4.6% |
| 65 - 69 | 2,065 | 2.2% | 2,310 | 2.4% | 2,850 | 2.9% |
| 70 - 74 | 1,932 | 2.1% | 1,818 | 1.9% | 1,965 | 2.0% |
| 75 - 79 | 1,803 | 1.9% | 1,560 | 1.6% | 1,514 | 1.5% |
| 80 - 84 | 1,282 | 1.4% | 1,258 | 1.3% | 1,233 | 1.3% |
| 85+ | 1,309 | 1.4% | 1,545 | 1.6% | 1,633 | 1.7% |
| <18 | 26,958 | 28.9% | 24,996 | 26.0% | 24,353 | 24.9% |
| 18+ | 66,387 | 71.1% | 71,312 | 74.0% | 73,343 | 75.1% |
| 21+ | 62,372 | 66.8% | 66,731 | 69.3% | 68,998 | 70.6% |
| Median Age | 30.3 | | 31.7 | | 32.2 | |

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

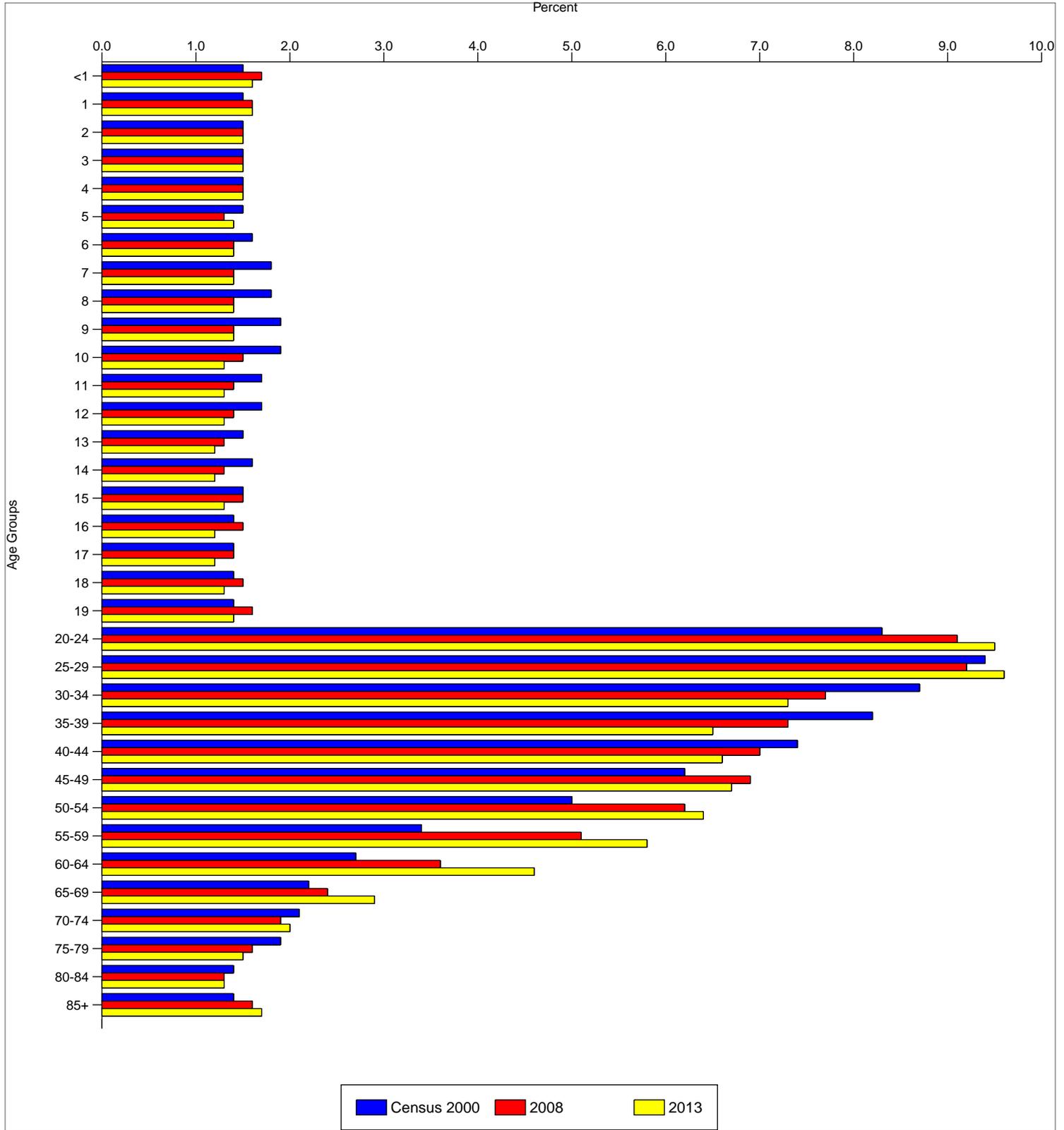


927 and 1001 West Broadway
927 W Broadway Ave
Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
Longitude: -93.291457
Drivetime: 5 minutes

Total Population by Detailed Age



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



927 and 1001 West Broadway
 927 W Broadway Ave
 Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
 Longitude: -93.291457
 Drivetime: 5 minutes

Male Population by Detailed Age

| | Census 2000 | | 2008 | | 2013 | |
|------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 46,893 | 100.0% | 48,199 | 100.0% | 48,864 | 100.0% |
| <1 | 711 | 1.5% | 793 | 1.6% | 800 | 1.6% |
| 1 | 694 | 1.5% | 751 | 1.6% | 763 | 1.6% |
| 2 | 680 | 1.5% | 722 | 1.5% | 749 | 1.5% |
| 3 | 698 | 1.5% | 705 | 1.5% | 728 | 1.5% |
| 4 | 710 | 1.5% | 719 | 1.5% | 751 | 1.5% |
| 5 | 701 | 1.5% | 630 | 1.3% | 640 | 1.3% |
| 6 | 769 | 1.6% | 680 | 1.4% | 704 | 1.4% |
| 7 | 899 | 1.9% | 713 | 1.5% | 737 | 1.5% |
| 8 | 867 | 1.8% | 678 | 1.4% | 688 | 1.4% |
| 9 | 885 | 1.9% | 700 | 1.5% | 720 | 1.5% |
| 10 | 889 | 1.9% | 699 | 1.5% | 660 | 1.4% |
| 11 | 784 | 1.7% | 666 | 1.4% | 624 | 1.3% |
| 12 | 797 | 1.7% | 677 | 1.4% | 620 | 1.3% |
| 13 | 711 | 1.5% | 657 | 1.4% | 598 | 1.2% |
| 14 | 743 | 1.6% | 666 | 1.4% | 595 | 1.2% |
| 15 | 736 | 1.6% | 730 | 1.5% | 652 | 1.3% |
| 16 | 686 | 1.5% | 724 | 1.5% | 635 | 1.3% |
| 17 | 642 | 1.4% | 674 | 1.4% | 595 | 1.2% |
| 18 | 655 | 1.4% | 713 | 1.5% | 645 | 1.3% |
| 19 | 661 | 1.4% | 729 | 1.5% | 679 | 1.4% |
| 20 - 24 | 3,879 | 8.3% | 4,319 | 9.0% | 4,537 | 9.3% |
| 25 - 29 | 4,482 | 9.6% | 4,555 | 9.5% | 4,735 | 9.7% |
| 30 - 34 | 4,347 | 9.3% | 3,880 | 8.0% | 3,759 | 7.7% |
| 35 - 39 | 4,175 | 8.9% | 3,781 | 7.8% | 3,379 | 6.9% |
| 40 - 44 | 3,652 | 7.8% | 3,621 | 7.5% | 3,423 | 7.0% |
| 45 - 49 | 3,028 | 6.5% | 3,455 | 7.2% | 3,447 | 7.1% |
| 50 - 54 | 2,379 | 5.1% | 3,042 | 6.3% | 3,191 | 6.5% |
| 55 - 59 | 1,601 | 3.4% | 2,439 | 5.1% | 2,838 | 5.8% |
| 60 - 64 | 1,197 | 2.6% | 1,697 | 3.5% | 2,183 | 4.5% |
| 65 - 69 | 922 | 2.0% | 1,066 | 2.2% | 1,335 | 2.7% |
| 70 - 74 | 826 | 1.8% | 789 | 1.6% | 881 | 1.8% |
| 75 - 79 | 713 | 1.5% | 626 | 1.3% | 626 | 1.3% |
| 80 - 84 | 429 | 0.9% | 462 | 1.0% | 465 | 1.0% |
| 85+ | 345 | 0.7% | 441 | 0.9% | 482 | 1.0% |
| <18 | 13,602 | 29.0% | 12,584 | 26.1% | 12,259 | 25.1% |
| 18+ | 33,291 | 71.0% | 35,615 | 73.9% | 36,605 | 74.9% |
| 21+ | 31,252 | 66.6% | 33,356 | 69.2% | 34,449 | 70.5% |
| Median Age | 30.2 | | 31.5 | | 32.1 | |

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

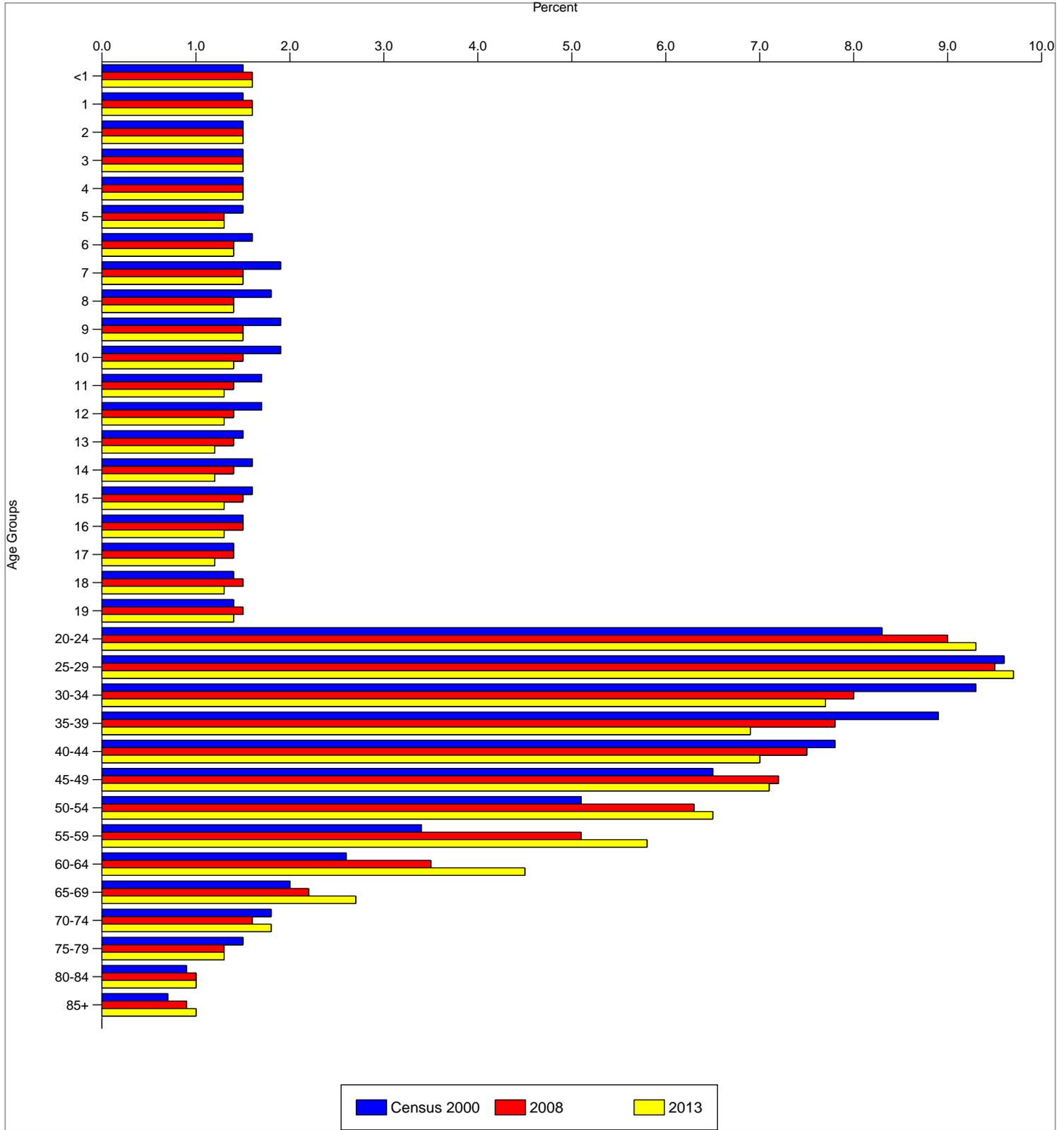


927 and 1001 West Broadway
927 W Broadway Ave
Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
Longitude: -93.291457
Drivetime: 5 minutes

Male Population by Detailed Age



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



927 and 1001 West Broadway
 927 W Broadway Ave
 Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
 Longitude: -93.291457
 Drivetime: 5 minutes

Female Population by Detailed Age

| | Census 2000 | | 2008 | | 2013 | |
|------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 46,451 | 100.0% | 48,109 | 100.0% | 48,833 | 100.0% |
| <1 | 725 | 1.6% | 810 | 1.7% | 807 | 1.7% |
| 1 | 711 | 1.5% | 754 | 1.6% | 773 | 1.6% |
| 2 | 719 | 1.5% | 737 | 1.5% | 756 | 1.5% |
| 3 | 665 | 1.4% | 714 | 1.5% | 749 | 1.5% |
| 4 | 720 | 1.6% | 729 | 1.5% | 749 | 1.5% |
| 5 | 730 | 1.6% | 665 | 1.4% | 685 | 1.4% |
| 6 | 750 | 1.6% | 659 | 1.4% | 698 | 1.4% |
| 7 | 785 | 1.7% | 653 | 1.4% | 676 | 1.4% |
| 8 | 797 | 1.7% | 672 | 1.4% | 684 | 1.4% |
| 9 | 847 | 1.8% | 671 | 1.4% | 669 | 1.4% |
| 10 | 876 | 1.9% | 699 | 1.5% | 656 | 1.3% |
| 11 | 800 | 1.7% | 671 | 1.4% | 631 | 1.3% |
| 12 | 774 | 1.7% | 663 | 1.4% | 617 | 1.3% |
| 13 | 713 | 1.5% | 619 | 1.3% | 563 | 1.2% |
| 14 | 707 | 1.5% | 630 | 1.3% | 574 | 1.2% |
| 15 | 691 | 1.5% | 685 | 1.4% | 603 | 1.2% |
| 16 | 657 | 1.4% | 675 | 1.4% | 586 | 1.2% |
| 17 | 691 | 1.5% | 706 | 1.5% | 618 | 1.3% |
| 18 | 609 | 1.3% | 707 | 1.5% | 628 | 1.3% |
| 19 | 653 | 1.4% | 795 | 1.7% | 726 | 1.5% |
| 20 - 24 | 3,911 | 8.4% | 4,490 | 9.3% | 4,762 | 9.8% |
| 25 - 29 | 4,335 | 9.3% | 4,286 | 8.9% | 4,604 | 9.4% |
| 30 - 34 | 3,730 | 8.0% | 3,546 | 7.4% | 3,375 | 6.9% |
| 35 - 39 | 3,486 | 7.5% | 3,249 | 6.8% | 2,923 | 6.0% |
| 40 - 44 | 3,247 | 7.0% | 3,115 | 6.5% | 3,034 | 6.2% |
| 45 - 49 | 2,801 | 6.0% | 3,215 | 6.7% | 3,106 | 6.4% |
| 50 - 54 | 2,301 | 5.0% | 2,953 | 6.1% | 3,059 | 6.3% |
| 55 - 59 | 1,572 | 3.4% | 2,445 | 5.1% | 2,851 | 5.8% |
| 60 - 64 | 1,292 | 2.8% | 1,789 | 3.7% | 2,265 | 4.6% |
| 65 - 69 | 1,143 | 2.5% | 1,244 | 2.6% | 1,515 | 3.1% |
| 70 - 74 | 1,106 | 2.4% | 1,029 | 2.1% | 1,084 | 2.2% |
| 75 - 79 | 1,090 | 2.3% | 934 | 1.9% | 888 | 1.8% |
| 80 - 84 | 853 | 1.8% | 796 | 1.7% | 768 | 1.6% |
| 85+ | 964 | 2.1% | 1,104 | 2.3% | 1,151 | 2.4% |
| <18 | 13,358 | 28.8% | 12,412 | 25.8% | 12,094 | 24.8% |
| 18+ | 33,093 | 71.2% | 35,697 | 74.2% | 36,738 | 75.2% |
| 21+ | 31,120 | 67.0% | 33,375 | 69.4% | 34,549 | 70.7% |
| Median Age | 30.5 | | 31.9 | | 32.4 | |

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

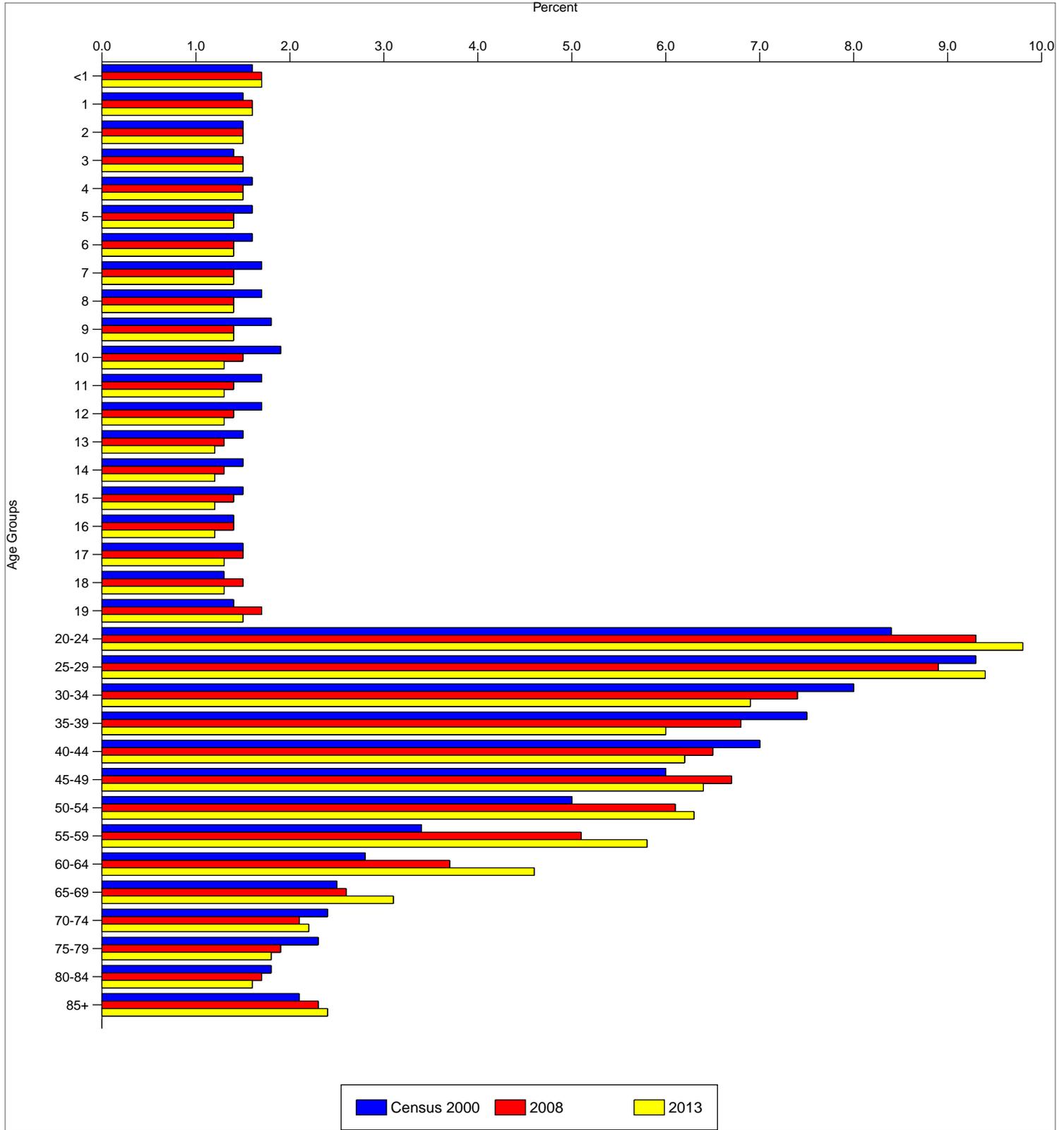


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Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
Longitude: -93.291457
Drivetime: 5 minutes

Female Population by Detailed Age



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Age by Income Profile

Prepared by

927 and 1001 West Broadway
 927 W Broadway Ave
 Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
 Longitude: -93.291457
 Drivetime: 5 minutes

| | Census 2000 | 2008 | 2013 | 2008-2013 Change | 2008-2013 Annual Rate |
|------------|-------------|--------|--------|---------------------|--------------------------|
| Population | 93,345 | 96,310 | 97,701 | 1,391 | 0.29% |
| Households | 37,527 | 39,475 | 40,381 | 906 | 0.45% |
| Median Age | 30.3 | 31.7 | 32.2 | 0.5 | 0.31% |

Census 2000 Households by Income and Age of Householder

| | < 25 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75+ |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|
| HH Income Base | 3,326 | 9,182 | 9,137 | 6,518 | 3,532 | 2,731 | 3,099 |
| <\$10,000 | 840 | 936 | 1,104 | 724 | 651 | 558 | 698 |
| \$10,000 - \$14,999 | 461 | 645 | 484 | 357 | 221 | 375 | 581 |
| \$15,000 - \$24,999 | 758 | 1,411 | 1,255 | 732 | 399 | 467 | 664 |
| \$25,000 - \$34,999 | 467 | 1,496 | 1,424 | 845 | 388 | 386 | 323 |
| \$35,000 - \$49,999 | 391 | 1,715 | 1,654 | 1,084 | 583 | 283 | 312 |
| \$50,000 - \$74,999 | 264 | 1,829 | 1,759 | 1,485 | 607 | 285 | 289 |
| \$75,000 - \$99,999 | 80 | 716 | 761 | 589 | 275 | 158 | 141 |
| \$100,000 - \$149,999 | 50 | 285 | 429 | 387 | 220 | 107 | 49 |
| \$150,000 - \$199,999 | 7 | 63 | 143 | 160 | 52 | 52 | 28 |
| \$200,000+ | 8 | 86 | 124 | 155 | 136 | 60 | 14 |
| Median HH Income | \$19,243 | \$35,753 | \$37,272 | \$42,571 | \$37,918 | \$24,106 | \$17,929 |
| Average HH Income | \$25,448 | \$44,451 | \$47,897 | \$56,371 | \$52,281 | \$41,312 | \$29,250 |

Percent Distribution

| | < 25 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75+ |
|-----------------------|--------|---------|---------|---------|---------|---------|--------|
| HH Income Base | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| <\$10,000 | 25.3% | 10.2% | 12.1% | 11.1% | 18.4% | 20.4% | 22.5% |
| \$10,000 - \$14,999 | 13.9% | 7.0% | 5.3% | 5.5% | 6.3% | 13.7% | 18.7% |
| \$15,000 - \$24,999 | 22.8% | 15.4% | 13.7% | 11.2% | 11.3% | 17.1% | 21.4% |
| \$25,000 - \$34,999 | 14.0% | 16.3% | 15.6% | 13.0% | 11.0% | 14.1% | 10.4% |
| \$35,000 - \$49,999 | 11.8% | 18.7% | 18.1% | 16.6% | 16.5% | 10.4% | 10.1% |
| \$50,000 - \$74,999 | 7.9% | 19.9% | 19.3% | 22.8% | 17.2% | 10.4% | 9.3% |
| \$75,000 - \$99,999 | 2.4% | 7.8% | 8.3% | 9.0% | 7.8% | 5.8% | 4.5% |
| \$100,000 - \$149,999 | 1.5% | 3.1% | 4.7% | 5.9% | 6.2% | 3.9% | 1.6% |
| \$150,000 - \$199,999 | 0.2% | 0.7% | 1.6% | 2.5% | 1.5% | 1.9% | 0.9% |
| \$200,000+ | 0.2% | 0.9% | 1.4% | 2.4% | 3.9% | 2.2% | 0.5% |

Data Note: Census 2000 income is expressed in current (1999) dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



927 and 1001 West Broadway
 927 W Broadway Ave
 Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
 Longitude: -93.291457
 Drivetime: 5 minutes

2008 Households by Income and Age of Householder

| | < 25 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75+ |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|
| HH Income Base | 3,641 | 8,921 | 8,078 | 7,772 | 5,282 | 2,762 | 3,020 |
| <\$15,000 | 899 | 1,012 | 963 | 868 | 893 | 659 | 915 |
| \$15,000 - \$24,999 | 710 | 1,059 | 769 | 653 | 424 | 390 | 542 |
| \$25,000 - \$34,999 | 515 | 1,196 | 1,050 | 761 | 472 | 389 | 316 |
| \$35,000 - \$49,999 | 469 | 1,576 | 1,348 | 1,247 | 753 | 268 | 270 |
| \$50,000 - \$74,999 | 433 | 1,993 | 1,647 | 2,022 | 1,050 | 310 | 348 |
| \$75,000 - \$99,999 | 263 | 1,054 | 880 | 786 | 544 | 241 | 256 |
| \$100,000 - \$149,999 | 241 | 797 | 1,025 | 962 | 729 | 269 | 228 |
| \$150,000 - \$199,999 | 64 | 71 | 148 | 160 | 113 | 69 | 82 |
| \$200,000 - \$249,999 | 27 | 49 | 85 | 70 | 127 | 51 | 29 |
| \$250,000 - \$499,999 | 14 | 79 | 129 | 172 | 142 | 88 | 28 |
| \$500,000+ | 6 | 35 | 34 | 71 | 35 | 28 | 6 |
| Median HH Income | \$28,372 | \$45,339 | \$48,635 | \$52,830 | \$51,568 | \$33,125 | \$26,318 |
| Average HH Income | \$44,507 | \$58,630 | \$65,841 | \$73,382 | \$73,679 | \$67,832 | \$48,312 |

Percent Distribution

| | < 25 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75+ |
|-----------------------|--------|---------|---------|---------|---------|---------|--------|
| HH Income Base | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| <\$15,000 | 24.7% | 11.3% | 11.9% | 11.2% | 16.9% | 23.9% | 30.3% |
| \$15,000 - \$24,999 | 19.5% | 11.9% | 9.5% | 8.4% | 8.0% | 14.1% | 17.9% |
| \$25,000 - \$34,999 | 14.1% | 13.4% | 13.0% | 9.8% | 8.9% | 14.1% | 10.5% |
| \$35,000 - \$49,999 | 12.9% | 17.7% | 16.7% | 16.0% | 14.3% | 9.7% | 8.9% |
| \$50,000 - \$74,999 | 11.9% | 22.3% | 20.4% | 26.0% | 19.9% | 11.2% | 11.5% |
| \$75,000 - \$99,999 | 7.2% | 11.8% | 10.9% | 10.1% | 10.3% | 8.7% | 8.5% |
| \$100,000 - \$149,999 | 6.6% | 8.9% | 12.7% | 12.4% | 13.8% | 9.7% | 7.5% |
| \$150,000 - \$199,999 | 1.8% | 0.8% | 1.8% | 2.1% | 2.1% | 2.5% | 2.7% |
| \$200,000 - \$249,999 | 0.7% | 0.5% | 1.1% | 0.9% | 2.4% | 1.8% | 1.0% |
| \$250,000 - \$499,999 | 0.4% | 0.9% | 1.6% | 2.2% | 2.7% | 3.2% | 0.9% |
| \$500,000+ | 0.2% | 0.4% | 0.4% | 0.9% | 0.7% | 1.0% | 0.2% |

Data Note: Income reported for July 1, 2008 represents annual income for the preceding year, expressed in current (2007) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2008.



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 Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
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 Drivetime: 5 minutes

2013 Households by Income and Age of Householder

| | < 25 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75+ |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|
| HH Income Base | 3,607 | 8,888 | 7,456 | 7,822 | 6,303 | 3,228 | 3,075 |
| <\$15,000 | 746 | 777 | 624 | 611 | 778 | 597 | 767 |
| \$15,000 - \$24,999 | 632 | 883 | 623 | 559 | 463 | 411 | 460 |
| \$25,000 - \$34,999 | 367 | 780 | 665 | 517 | 412 | 311 | 244 |
| \$35,000 - \$49,999 | 427 | 1,244 | 1,008 | 918 | 686 | 261 | 199 |
| \$50,000 - \$74,999 | 533 | 2,084 | 1,547 | 2,051 | 1,289 | 387 | 432 |
| \$75,000 - \$99,999 | 438 | 1,600 | 1,160 | 1,105 | 896 | 417 | 468 |
| \$100,000 - \$149,999 | 392 | 1,290 | 1,403 | 1,420 | 1,256 | 556 | 386 |
| \$150,000 - \$199,999 | 44 | 70 | 187 | 197 | 183 | 93 | 65 |
| \$200,000 - \$249,999 | 7 | 15 | 42 | 68 | 81 | 24 | 10 |
| \$250,000 - \$499,999 | 11 | 87 | 135 | 203 | 169 | 99 | 27 |
| \$500,000+ | 10 | 58 | 62 | 173 | 90 | 72 | 17 |
| Median HH Income | \$36,564 | \$56,664 | \$60,505 | \$63,176 | \$63,338 | \$51,604 | \$39,227 |
| Average HH Income | \$52,187 | \$70,630 | \$79,726 | \$95,141 | \$87,914 | \$88,203 | \$59,663 |

Percent Distribution

| | < 25 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75+ |
|-----------------------|--------|---------|---------|---------|---------|---------|--------|
| HH Income Base | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| <\$15,000 | 20.7% | 8.7% | 8.4% | 7.8% | 12.3% | 18.5% | 24.9% |
| \$15,000 - \$24,999 | 17.5% | 9.9% | 8.4% | 7.1% | 7.3% | 12.7% | 15.0% |
| \$25,000 - \$34,999 | 10.2% | 8.8% | 8.9% | 6.6% | 6.5% | 9.6% | 7.9% |
| \$35,000 - \$49,999 | 11.8% | 14.0% | 13.5% | 11.7% | 10.9% | 8.1% | 6.5% |
| \$50,000 - \$74,999 | 14.8% | 23.4% | 20.7% | 26.2% | 20.5% | 12.0% | 14.0% |
| \$75,000 - \$99,999 | 12.1% | 18.0% | 15.6% | 14.1% | 14.2% | 12.9% | 15.2% |
| \$100,000 - \$149,999 | 10.9% | 14.5% | 18.8% | 18.2% | 19.9% | 17.2% | 12.6% |
| \$150,000 - \$199,999 | 1.2% | 0.8% | 2.5% | 2.5% | 2.9% | 2.9% | 2.1% |
| \$200,000 - \$249,999 | 0.2% | 0.2% | 0.6% | 0.9% | 1.3% | 0.7% | 0.3% |
| \$250,000 - \$499,999 | 0.3% | 1.0% | 1.8% | 2.6% | 2.7% | 3.1% | 0.9% |
| \$500,000+ | 0.3% | 0.7% | 0.8% | 2.2% | 1.4% | 2.2% | 0.6% |

Data Note: Income reported for July 1, 2013 represents annual income for the preceding year, expressed in current (2012) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2013.



Business Summary by SIC Codes

Prepared by

927 and 1001 West Broadway
Site Type: Drivetime

927 W Broadway Ave
Minneapolis, MN 55411
Drivetime: 5 minutes

| | |
|--|---------|
| Total Businesses: | 7,815 |
| Total Employees: | 132,840 |
| Total Residential Population: | 96,310 |
| Employee/Residential Population Ratio: | 1.38 |

| | Businesses | | Employees | |
|--|--------------|---------------|----------------|---------------|
| | Number | Percent | Number | Percent |
| Agriculture & Mining | 43 | 0.6% | 171 | 0.1% |
| Construction | 261 | 3.3% | 3,042 | 2.3% |
| Manufacturing | 280 | 3.6% | 7,835 | 5.9% |
| Transportation | 110 | 1.4% | 1,910 | 1.4% |
| Communication | 70 | 0.9% | 1,575 | 1.2% |
| Electric, Gas, Water, Sanitary Services | 16 | 0.2% | 288 | 0.2% |
| Wholesale Trade | 289 | 3.7% | 3,466 | 2.6% |
| Retail Trade Summary | 1,157 | 14.8% | 18,744 | 14.1% |
| Home Improvement | 42 | 0.5% | 440 | 0.3% |
| General Merchandise Stores | 35 | 0.4% | 2,319 | 1.7% |
| Food Stores | 125 | 1.6% | 929 | 0.7% |
| Auto Dealers, Gas Stations, Auto Aftermarket | 46 | 0.6% | 265 | 0.2% |
| Apparel & Accessory Stores | 76 | 1.0% | 393 | 0.3% |
| Furniture & Home Furnishings | 137 | 1.8% | 1,123 | 0.8% |
| Eating & Drinking Places | 418 | 5.3% | 11,339 | 8.5% |
| Miscellaneous Retail | 278 | 3.6% | 1,936 | 1.5% |
| Finance, Insurance, Real Estate Summary | 826 | 10.6% | 16,718 | 12.6% |
| Banks, Savings & Lending Institutions | 149 | 1.9% | 3,391 | 2.6% |
| Securities Brokers | 208 | 2.7% | 4,029 | 3.0% |
| Insurance Carriers & Agents | 100 | 1.3% | 2,824 | 2.1% |
| Real Estate, Holding, Other Investment Offices | 369 | 4.7% | 6,474 | 4.9% |
| Services Summary | 4,018 | 51.4% | 68,814 | 51.8% |
| Hotels & Lodging | 27 | 0.3% | 1,671 | 1.3% |
| Automotive Services | 132 | 1.7% | 934 | 0.7% |
| Motion Pictures & Amusements | 227 | 2.9% | 2,748 | 2.1% |
| Health Services | 315 | 4.0% | 12,866 | 9.7% |
| Legal Services | 1,124 | 14.4% | 11,720 | 8.8% |
| Education Institutions & Libraries | 128 | 1.6% | 6,313 | 4.8% |
| Other Services | 2,065 | 26.4% | 32,562 | 24.5% |
| Government | 227 | 2.9% | 9,192 | 6.9% |
| Other | 517 | 6.6% | 1,085 | 0.8% |
| Totals | 7,814 | 100.0% | 132,840 | 100.0% |

Source: Business data provided by InfoUSA, Omaha NE Copyright 2008, all rights reserved. ESRI forecasts for 2008.



Business Summary by NAICS Codes

Prepared by

927 and 1001 West Broadway
Site Type: Drivetime

927 W Broadway Ave
Minneapolis, MN 55411
Drivetime: 5 minutes

| | |
|--|---------|
| Total Businesses: | 7,815 |
| Total Employees: | 132,840 |
| Total Residential Population: | 96,310 |
| Employee/Residential Population Ratio: | 1.38 |

| | Businesses | | Employees | |
|--|--------------|---------------|----------------|---------------|
| | Number | Percent | Number | Percent |
| Agriculture, Forestry, Fishing & Hunting | 7 | 0.1% | 10 | 0.0% |
| Mining | 1 | 0.0% | 2 | 0.0% |
| Utilities | 5 | 0.1% | 175 | 0.1% |
| Construction | 303 | 3.9% | 3,233 | 2.4% |
| Manufacturing | 262 | 3.4% | 6,519 | 4.9% |
| Wholesale Trade | 275 | 3.5% | 3,367 | 2.5% |
| Retail Trade | 713 | 9.1% | 7,184 | 5.4% |
| Motor Vehicle & Parts Dealers | 29 | 0.4% | 102 | 0.1% |
| Furniture & Home Furnishings Stores | 51 | 0.7% | 371 | 0.3% |
| Electronics & Appliance Stores | 63 | 0.8% | 473 | 0.4% |
| Bldg Material & Garden Equipment & Supplies Dealers | 41 | 0.5% | 438 | 0.3% |
| Food & Beverage Stores | 124 | 1.6% | 973 | 0.7% |
| Health & Personal Care Stores | 37 | 0.5% | 265 | 0.2% |
| Gasoline Stations | 16 | 0.2% | 164 | 0.1% |
| Clothing & Clothing Accessories Stores | 111 | 1.4% | 536 | 0.4% |
| Sport Goods, Hobby, Book, & Music Stores | 45 | 0.6% | 471 | 0.4% |
| General Merchandise Stores | 35 | 0.4% | 2,319 | 1.7% |
| Miscellaneous Store Retailers | 153 | 2.0% | 967 | 0.7% |
| Nonstore Retailers | 7 | 0.1% | 106 | 0.1% |
| Transportation & Warehousing | 93 | 1.2% | 1,847 | 1.4% |
| Information | 281 | 3.6% | 5,394 | 4.1% |
| Finance & Insurance | 471 | 6.0% | 10,314 | 7.8% |
| Central Bank/Credit Intermediation & Related Activities | 148 | 1.9% | 2,123 | 1.6% |
| Securities, Commodity Contracts & Other Financial Investments & Other Related Activities | 220 | 2.8% | 5,355 | 4.0% |
| Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles | 103 | 1.3% | 2,837 | 2.1% |
| Real Estate, Rental & Leasing | 349 | 4.5% | 2,632 | 2.0% |
| Professional, Scientific & Tech Services | 2,074 | 26.5% | 28,881 | 21.7% |
| Legal Services | 1,142 | 14.6% | 11,994 | 9.0% |
| Management of Companies & Enterprises | 14 | 0.2% | 3,622 | 2.7% |
| Administrative & Support & Waste Management & Remediation Services | 290 | 3.7% | 2,394 | 1.8% |
| Educational Services | 143 | 1.8% | 5,781 | 4.4% |
| Health Care & Social Assistance | 473 | 6.1% | 20,148 | 15.2% |
| Arts, Entertainment & Recreation | 151 | 1.9% | 2,116 | 1.6% |
| Accommodation & Food Services | 451 | 5.8% | 13,049 | 9.8% |
| Accommodation | 27 | 0.3% | 1,671 | 1.3% |
| Food Services & Drinking Places | 423 | 5.4% | 11,379 | 8.6% |
| Other Services (except Public Administration) | 710 | 9.1% | 5,756 | 4.3% |
| Automotive Repair & Maintenance | 53 | 0.7% | 156 | 0.1% |
| Public Administration | 230 | 2.9% | 9,292 | 7.0% |
| Unclassified Establishments | 519 | 6.6% | 1,127 | 0.8% |
| Total | 7,815 | 100.0% | 132,843 | 100.0% |

Source: Business data provided by InfoUSA, Omaha NE Copyright 2008, all rights reserved. ESRI forecasts for 2008.



Household Budget Expenditures

Prepared by

927 and 1001 West Broadway
927 W Broadway Ave
Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
Longitude: -93.291457
Drivetime: 5 minutes

| Demographic Summary | 2008 | 2013 |
|-------------------------|----------|----------|
| Population | 96,310 | 97,701 |
| Households | 39,475 | 40,381 |
| Families | 16,859 | 16,389 |
| Median Age | 31.7 | 32.2 |
| Median Household Income | \$45,639 | \$59,493 |

| | Spending Potential Index | Average Amount Spent | Total | Percent |
|---|--------------------------|----------------------|-----------------|---------|
| Total Expenditures | 87 | \$60,874.77 | \$2,403,031,431 | 100.0% |
| Food | 91 | \$7,524.18 | \$297,017,162 | 12.4% |
| Food at Home | 90 | \$4,401.63 | \$173,754,501 | 7.2% |
| Food Away from Home | 91 | \$3,122.55 | \$123,262,661 | 5.1% |
| Alcoholic Beverages | 98 | \$582.02 | \$22,975,194 | 1.0% |
| Housing | 90 | \$17,995.80 | \$710,384,123 | 29.6% |
| Shelter | 90 | \$13,962.27 | \$551,160,541 | 22.9% |
| Utilities, Fuel and Public Services | 88 | \$4,033.53 | \$159,223,582 | 6.6% |
| Household Operations | 84 | \$1,216.29 | \$48,012,976 | 2.0% |
| Housekeeping Supplies | 87 | \$665.99 | \$26,289,955 | 1.1% |
| Household Furnishings and Equipment | 79 | \$1,816.77 | \$71,716,810 | 3.0% |
| Apparel and Services | 78 | \$2,083.05 | \$82,228,468 | 3.4% |
| Transportation | 85 | \$9,188.90 | \$362,731,703 | 15.1% |
| Travel | 81 | \$1,527.37 | \$60,292,859 | 2.5% |
| Health Care | 83 | \$3,390.48 | \$133,839,038 | 5.6% |
| Entertainment and Recreation | 84 | \$3,136.73 | \$123,822,436 | 5.2% |
| Personal Care Products & Services | 89 | \$698.24 | \$27,563,081 | 1.1% |
| Education | 93 | \$1,275.93 | \$50,367,386 | 2.1% |
| Smoking Products | 101 | \$456.81 | \$18,032,467 | 0.8% |
| Miscellaneous ¹ | 86 | \$1,135.48 | \$44,822,941 | 1.9% |
| Support Payments/Cash Contributions/Gifts in Kind | 84 | \$1,932.62 | \$76,290,282 | 3.2% |
| Life/Other Insurance | 77 | \$444.63 | \$17,551,776 | 0.7% |
| Pensions and Social Security | 84 | \$5,803.49 | \$229,092,776 | 9.5% |

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.

¹ **Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



927 and 1001 West Broadway
 927 W Broadway Ave
 Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
 Longitude: -93.291457
 Drivetime: 5 minutes

| Demographic Summary | 2008 | 2013 |
|-------------------------|----------|----------|
| Population | 96,310 | 97,701 |
| Households | 39,475 | 40,381 |
| Families | 16,859 | 16,389 |
| Median Age | 31.7 | 32.2 |
| Median Household Income | \$45,639 | \$59,493 |

| | Spending Potential Index | Average | Total |
|--|--------------------------|-------------|---------------|
| Assets | | | |
| Market Value | | | |
| Checking Accounts | 77 | \$3,617.76 | \$142,810,947 |
| Savings Accounts | 78 | \$8,646.05 | \$341,302,915 |
| U.S. Savings Bonds | 75 | \$554.93 | \$21,905,749 |
| Stocks, Bonds & Mutual Funds | 75 | \$23,108.24 | \$912,197,895 |
| Annual Changes | | | |
| Checking Accounts | 82 | \$130.12 | \$5,136,466 |
| Savings Accounts | 76 | \$259.03 | \$10,225,270 |
| U.S. Savings Bonds | 55 | \$67.07 | \$2,647,439 |
| Earnings | | | |
| Dividends, Royalties, Estates, Trusts | 76 | \$694.69 | \$27,423,000 |
| Interest from Savings Accounts or Bonds | 75 | \$579.68 | \$22,882,885 |
| Retirement Plan Contributions | 77 | \$1,152.07 | \$45,477,895 |
| Liabilities | | | |
| Original Mortgage Amount | 72 | \$19,815.74 | \$782,226,272 |
| Vehicle Loan Amount ¹ | 85 | \$2,807.12 | \$110,811,128 |
| Amount Paid: Interest | | | |
| Home Mortgage | 73 | \$3,193.67 | \$126,070,226 |
| Lump Sum Home Equity Loan | 72 | \$75.35 | \$2,974,617 |
| New Car/Truck/Van Loan | 83 | \$203.99 | \$8,052,354 |
| Used Car/Truck/Van Loan | 89 | \$163.03 | \$6,435,797 |
| Amount Paid: Principal | | | |
| Home Mortgage | 72 | \$1,477.72 | \$58,333,006 |
| Lump Sum Home Equity Loan | 71 | \$105.62 | \$4,169,491 |
| New Car/Truck/Van Loan | 82 | \$1,080.78 | \$42,663,739 |
| Used Car/Truck/Van Loan | 89 | \$769.81 | \$30,388,094 |
| Checking Account and Banking Service Charges | 94 | \$27.12 | \$1,070,528 |
| Finance Charges, excluding Mortgage/Vehicle | 94 | \$241.88 | \$9,548,187 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the asset value or amount spent for a product or service relative to a national average of 100. Annual change may be negative.

¹ **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



927 and 1001 West Broadway
 927 W Broadway Ave
 Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
 Longitude: -93.291457
 Drivetime: 5 minutes

2008 Housing Summary

| | |
|--------------------------|-----------|
| Housing Units | 43,637 |
| 2008-2013 Percent Change | 4.39% |
| Percent Occupied | 90.5% |
| Percent Owner HHs | 46.5% |
| Median Home Value | \$136,324 |

2008 Demographic Summary

| | |
|-------------------------|----------|
| Population | 96,310 |
| Households | 39,475 |
| Families | 16,859 |
| Median Age | 31.7 |
| Median Household Income | \$45,639 |

| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------|----------------------|---------------|
| Owned Dwellings | 72 | \$8,434.93 | \$332,968,706 |
| Mortgage Interest | 73 | \$3,193.67 | \$126,070,226 |
| Mortgage Principal | 72 | \$1,477.72 | \$58,333,006 |
| Property Taxes | 75 | \$1,629.22 | \$64,313,655 |
| Homeowners Insurance | 73 | \$349.82 | \$13,808,974 |
| Ground Rent | 76 | \$47.35 | \$1,869,002 |
| Maintenance and Remodeling Services | 69 | \$1,417.06 | \$55,938,619 |
| Maintenance and Remodeling Materials | 64 | \$266.39 | \$10,515,770 |
| Property Management and Security | 78 | \$53.69 | \$2,119,454 |
| Rented Dwellings | 153 | \$5,185.13 | \$204,683,103 |
| Rent | 154 | \$5,033.97 | \$198,715,783 |
| Rent Received as Pay | 155 | \$86.57 | \$3,417,412 |
| Tenant Insurance | 145 | \$17.18 | \$678,222 |
| Maintenance and Repair Services | 106 | \$34.33 | \$1,355,064 |
| Maintenance and Repair Materials | 116 | \$13.09 | \$516,622 |
| Owned Vacation Homes | 76 | \$267.89 | \$10,575,095 |
| Mortgage Payment | 75 | \$89.33 | \$3,526,315 |
| Property Taxes | 73 | \$63.82 | \$2,519,276 |
| Homeowners Insurance | 77 | \$6.90 | \$272,358 |
| Maintenance and Remodeling | 78 | \$96.65 | \$3,815,147 |
| Property Management and Security | 79 | \$11.20 | \$441,999 |
| Housing While Attending School | 85 | \$74.32 | \$2,933,637 |
| Household Operations | 84 | \$1,216.29 | \$48,012,976 |
| Child Care | 94 | \$384.60 | \$15,181,930 |
| Care for Elderly and Handicapped | 75 | \$38.73 | \$1,528,948 |
| Appliance Rental and Repair | 81 | \$19.54 | \$771,156 |
| Computer Information Services | 89 | \$194.67 | \$7,684,760 |
| Home Security System Services | 80 | \$19.11 | \$754,228 |
| Non-apparel Household Laundry/Dry Cleaning | 93 | \$26.36 | \$1,040,660 |
| Housekeeping Services | 77 | \$103.76 | \$4,095,860 |
| Lawn & Garden | 75 | \$318.67 | \$12,579,411 |
| Moving/Storage/Freight Express | 92 | \$48.32 | \$1,907,252 |
| PC Repair (Personal Use) | 87 | \$5.81 | \$229,359 |
| Reupholstering/Furniture Repair | 77 | \$9.05 | \$357,111 |
| Termite/Pest Control | 72 | \$16.74 | \$660,926 |
| Water Softening Services | 66 | \$3.54 | \$139,894 |
| Internet Services Away from Home | 90 | \$4.84 | \$190,971 |
| Other Home Services ¹ | 74 | \$22.56 | \$890,510 |

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



927 and 1001 West Broadway
927 W Broadway Ave
Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
Longitude: -93.291457
Drivetime: 5 minutes

| | Spending Potential Index | Average Amount Spent | Total |
|---|--------------------------|----------------------|---------------|
| Utilities, Fuels, Public Services | 88 | \$4,033.53 | \$159,223,582 |
| Bottled Gas | 52 | \$37.49 | \$1,479,734 |
| Electricity | 87 | \$1,443.06 | \$56,964,613 |
| Fuel Oil | 71 | \$76.78 | \$3,031,073 |
| Natural Gas | 94 | \$628.23 | \$24,799,265 |
| Telephone Services | 93 | \$1,411.10 | \$55,703,158 |
| Water and Other Public Services | 82 | \$423.04 | \$16,699,356 |
| Coal/Wood/Other Fuel | 53 | \$13.84 | \$546,383 |
| Housekeeping Supplies | 87 | \$665.99 | \$26,289,955 |
| Laundry and Cleaning Supplies | 88 | \$185.95 | \$7,340,275 |
| Postage and Stationery | 85 | \$199.26 | \$7,865,743 |
| Other HH Products ² | 87 | \$280.78 | \$11,083,937 |
| Household Textiles | 86 | \$120.65 | \$4,762,542 |
| Bathroom Linens | 92 | \$16.87 | \$665,855 |
| Bedroom Linens | 88 | \$58.30 | \$2,301,335 |
| Kitchen and Dining Room Linens | 83 | \$2.98 | \$117,814 |
| Curtains and Draperies | 83 | \$23.47 | \$926,548 |
| Slipcovers, Decorative Pillows | 85 | \$4.85 | \$191,298 |
| Materials for Slipcovers/Curtains | 79 | \$12.56 | \$495,738 |
| Other Linens | 84 | \$1.62 | \$63,954 |
| Furniture | 86 | \$566.37 | \$22,357,607 |
| Mattresses and Box Springs | 86 | \$71.56 | \$2,824,929 |
| Other Bedroom Furniture | 91 | \$118.23 | \$4,667,224 |
| Sofas | 88 | \$132.44 | \$5,227,987 |
| Living Room Tables and Chairs | 84 | \$78.87 | \$3,113,499 |
| Kitchen, Dining Room Furniture | 83 | \$56.25 | \$2,220,662 |
| Infant Furniture | 89 | \$11.07 | \$437,079 |
| Outdoor Furniture | 72 | \$18.29 | \$721,808 |
| Wall Units, Cabinets and Other Furniture ³ | 84 | \$79.66 | \$3,144,419 |
| Major Appliances | 77 | \$231.47 | \$9,137,159 |
| Dishwashers and Disposals | 70 | \$16.97 | \$669,772 |
| Refrigerators and Freezers | 75 | \$62.68 | \$2,474,169 |
| Clothes Washers | 80 | \$37.29 | \$1,472,185 |
| Clothes Dryers | 81 | \$26.97 | \$1,064,573 |
| Cooking Stoves and Ovens | 71 | \$38.90 | \$1,535,521 |
| Microwave Ovens | 85 | \$12.23 | \$482,600 |
| Window Air Conditioners | 86 | \$6.42 | \$253,512 |
| Electric Floor Cleaning Equipment | 82 | \$19.02 | \$750,861 |
| Sewing Machines and Miscellaneous Appliances | 78 | \$10.99 | \$433,966 |

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



927 and 1001 West Broadway
927 W Broadway Ave
Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
Longitude: -93.291457
Drivetime: 5 minutes

| | Spending Potential Index | Average Amount Spent | Total |
|---|--------------------------|----------------------|-------------|
| Household Items | | | |
| Floor Coverings | 76 | \$73.33 | \$2,894,878 |
| Housewares | 81 | \$77.08 | \$3,042,821 |
| Small Appliances | 85 | \$29.97 | \$1,182,965 |
| Window Coverings | 72 | \$30.12 | \$1,189,039 |
| Lamps and Other Lighting Fixtures | 83 | \$22.19 | \$876,106 |
| Infant Equipment | 73 | \$11.83 | \$467,027 |
| Rental of Furniture | 130 | \$5.07 | \$200,096 |
| Laundry and Cleaning Equipment | 84 | \$20.17 | \$796,285 |
| Closet and Storage Items | 48 | \$11.60 | \$457,843 |
| Luggage | 90 | \$9.07 | \$357,928 |
| Clocks and Other Household Decoratives | 59 | \$159.26 | \$6,286,805 |
| Telephones and Accessories | 75 | \$32.24 | \$1,272,548 |
| Telephone Answering Devices | 83 | \$1.11 | \$43,636 |
| Outdoor Equipment | 48 | \$23.08 | \$910,973 |
| Power Tools | 64 | \$41.54 | \$1,639,983 |
| Hand Tools | 84 | \$7.69 | \$303,528 |
| Office Furniture/Equipment for Home Use | 82 | \$15.69 | \$619,484 |
| Computers and Hardware for Home Use | 91 | \$191.73 | \$7,568,642 |
| Software and Accessories for Home Use | 89 | \$25.58 | \$1,009,585 |
| Other Household Items ⁴ | 84 | \$109.93 | \$4,339,330 |

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.

¹ **Other Home Services** includes miscellaneous home services and small repair jobs not already specified.

² **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

³ **Wall Units, Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

⁴ **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household equipment and parts.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

Prepared by

927 and 1001 West Broadway
927 W Broadway Ave
Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
Longitude: -93.291457
Drivetime: 5 minutes

Top Tapestry Segments:

| | |
|---------------------|-------|
| Metro Renters | 25.3% |
| Metro City Edge | 15.9% |
| Great Expectations | 11.6% |
| Old and Newcomers | 9.0% |
| Rustbelt Traditions | 7.2% |

Demographic Summary

| | 2008 | 2013 |
|-------------------------|----------|----------|
| Population | 96,310 | 97,701 |
| Households | 39,475 | 40,381 |
| Families | 16,859 | 16,389 |
| Median Age | 31.7 | 32.2 |
| Median Household Income | \$45,639 | \$59,493 |

| | Spending Potential Index | Average Amount Spent | Total |
|---|--------------------------|----------------------|---------------|
| Apparel and Services | 78 | \$2,083.05 | \$82,228,468 |
| Men's | 78 | \$386.23 | \$15,246,482 |
| Women's | 73 | \$691.54 | \$27,298,708 |
| Children's | 86 | \$355.95 | \$14,051,164 |
| Footwear | 66 | \$317.05 | \$12,515,545 |
| Watches & Jewelry | 86 | \$192.02 | \$7,579,886 |
| Apparel Products and Services ¹ | 111 | \$140.26 | \$5,536,683 |
| Computer | | | |
| Computers and Hardware for Home Use | 91 | \$191.73 | \$7,568,642 |
| Software and Accessories for Home Use | 89 | \$25.58 | \$1,009,585 |
| Entertainment & Recreation | 84 | \$3,136.73 | \$123,822,436 |
| Fees and Admissions | 85 | \$524.21 | \$20,693,132 |
| Membership Fees for Clubs ² | 84 | \$138.98 | \$5,486,232 |
| Fees for Participant Sports, excl. Trips | 83 | \$95.13 | \$3,755,394 |
| Admission to Movie/Theatre/Opera/Ballet | 92 | \$137.74 | \$5,437,162 |
| Admission to Sporting Events, excl. Trips | 84 | \$51.45 | \$2,030,918 |
| Fees for Recreational Lessons | 79 | \$100.36 | \$3,961,649 |
| Dating Services | 93 | \$0.55 | \$21,777 |
| TV/Video/Sound Equipment | 91 | \$1,311.64 | \$51,776,983 |
| Community Antenna or Cable TV | 92 | \$674.85 | \$26,639,574 |
| Televisions | 90 | \$264.64 | \$10,446,798 |
| VCRs, Video Cameras, and DVD Players | 90 | \$29.87 | \$1,179,111 |
| Video Cassettes and DVDs | 96 | \$62.80 | \$2,479,132 |
| Video Game Hardware and Software | 94 | \$33.65 | \$1,328,394 |
| Satellite Dishes | 75 | \$0.83 | \$32,699 |
| Rental of Video Cassettes and DVDs | 96 | \$48.89 | \$1,929,786 |
| Streaming/Downloaded Video | 95 | \$0.77 | \$30,388 |
| Sound Equipment ³ | 89 | \$189.43 | \$7,477,805 |
| Rental and Repair of TV/Radio/Sound Equipment | 101 | \$5.91 | \$233,296 |
| Pets | 84 | \$370.16 | \$14,611,954 |
| Toys and Games | 90 | \$134.53 | \$5,310,551 |
| Recreational Vehicles and Fees ⁴ | 63 | \$277.20 | \$10,942,611 |
| Sports/Recreation/Exercise Equipment ⁵ | 76 | \$164.11 | \$6,478,415 |
| Photo Equipment and Supplies ⁶ | 85 | \$107.81 | \$4,255,834 |
| Reading ⁷ | 86 | \$247.07 | \$9,752,956 |
| Food | 91 | \$7,524.18 | \$297,017,162 |
| Food at Home | 90 | \$4,401.63 | \$173,754,501 |
| Bakery and Cereal Products | 90 | \$608.39 | \$24,016,132 |
| Meat, Poultry, Fish, and Eggs | 90 | \$1,106.57 | \$43,681,802 |
| Dairy Products | 89 | \$497.36 | \$19,633,185 |
| Fruit and Vegetables | 90 | \$749.47 | \$29,585,154 |
| Snacks and Other Food at Home ⁸ | 90 | \$1,439.85 | \$56,838,228 |
| Food Away from Home | 91 | \$3,122.55 | \$123,262,661 |
| Alcoholic Beverages | 98 | \$582.02 | \$22,975,194 |
| Nonalcoholic Beverages at Home | 90 | \$397.80 | \$15,703,329 |



Retail Goods and Services Expenditures

Prepared by

927 and 1001 West Broadway
 927 W Broadway Ave
 Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
 Longitude: -93.291457
 Drivetime: 5 minutes

| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------|----------------------|---------------|
| Financial | | | |
| Investments | 77 | \$781.29 | \$30,841,547 |
| Vehicle Loans | 85 | \$4,916.09 | \$194,062,487 |
| Health | | | |
| Nonprescription Drugs | 86 | \$97.41 | \$3,845,359 |
| Prescription Drugs | 84 | \$475.29 | \$18,761,998 |
| Eyeglasses and Contact Lenses | 81 | \$62.80 | \$2,478,962 |
| Home | | | |
| Mortgage Payment and Basics ⁹ | 73 | \$6,697.78 | \$264,394,863 |
| Maintenance and Remodeling Services | 69 | \$1,417.06 | \$55,938,619 |
| Maintenance and Remodeling Materials ¹⁰ | 64 | \$266.39 | \$10,515,770 |
| Utilities, Fuel, and Public Services | 88 | \$4,033.53 | \$159,223,582 |
| Household Furnishings and Equipment | | | |
| Household Textiles ¹¹ | 86 | \$120.65 | \$4,762,542 |
| Furniture | 86 | \$566.37 | \$22,357,607 |
| Floor Coverings | 76 | \$73.33 | \$2,894,878 |
| Major Appliances ¹² | 77 | \$231.47 | \$9,137,159 |
| Housewares ¹³ | 81 | \$77.08 | \$3,042,821 |
| Small Appliances | 85 | \$29.97 | \$1,182,965 |
| Luggage | 90 | \$9.07 | \$357,928 |
| Telephones and Accessories | 75 | \$32.24 | \$1,272,548 |
| Household Operations | | | |
| Child Care | 94 | \$384.60 | \$15,181,930 |
| Lawn and Garden ¹⁴ | 75 | \$318.67 | \$12,579,411 |
| Moving/Storage/Freight Express | 92 | \$48.32 | \$1,907,252 |
| Housekeeping Supplies ¹⁵ | 87 | \$665.99 | \$26,289,955 |
| Insurance | | | |
| Owners and Renters Insurance | 75 | \$367.00 | \$14,487,196 |
| Vehicle Insurance | 88 | \$1,226.22 | \$48,404,940 |
| Life/Other Insurance | 77 | \$444.63 | \$17,551,776 |
| Health Insurance | 84 | \$1,700.07 | \$67,110,206 |
| Personal Care Products ¹⁶ | 91 | \$394.89 | \$15,588,210 |
| School Books and Supplies ¹⁷ | 104 | \$122.63 | \$4,840,841 |
| Smoking Products | 101 | \$456.81 | \$18,032,467 |
| Transportation | | | |
| Vehicle Purchases (Net Outlay) ¹⁸ | 83 | \$4,277.75 | \$168,864,231 |
| Gasoline and Motor Oil | 86 | \$2,180.66 | \$86,081,618 |
| Vehicle Maintenance and Repairs | 86 | \$852.90 | \$33,668,296 |
| Travel | | | |
| Airline Fares | 83 | \$348.18 | \$13,744,509 |
| Lodging on Trips | 78 | \$333.44 | \$13,162,733 |
| Auto/Truck/Van Rental on Trips | 83 | \$32.32 | \$1,275,780 |
| Food and Drink on Trips | 81 | \$381.22 | \$15,048,615 |

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

Prepared by

927 and 1001 West Broadway
927 W Broadway Ave
Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
Longitude: -93.291457
Drivetime: 5 minutes

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, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** 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.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**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.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**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, and insulation materials for owned homes.

¹²**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.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**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.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



927 and 1001 West Broadway

Latitude: 44.999139

Longitude: -93.291457

927 W Broadway Ave

Minneapolis, MN 55411

Drivetime: 5 minutes



| | |
|-------------------------|--------|
| 2000 Total Population | 93,345 |
| 2000 Group Quarters | 3,317 |
| 2008 Total Population | 96,310 |
| 2013 Total Population | 97,701 |
| 2008 - 2013 Annual Rate | 0.29% |



| | |
|-----------------------------|--------|
| 2000 Households | 37,527 |
| 2000 Average Household Size | 2.4 |
| 2008 Households | 39,475 |
| 2008 Average Household Size | 2.35 |
| 2013 Households | 40,381 |
| 2013 Average Household Size | 2.33 |
| 2008 - 2013 Annual Rate | 0.45% |
| 2000 Families | 17,725 |
| 2000 Average Family Size | 3.5 |
| 2008 Families | 16,859 |
| 2008 Average Family Size | 3.58 |
| 2013 Families | 16,389 |
| 2013 Average Family Size | 3.62 |
| 2008 - 2013 Annual Rate | -0.56% |



| | |
|-------------------------------|--------|
| 2000 Housing Units | 40,126 |
| Owner Occupied Housing Units | 44.2% |
| Renter Occupied Housing Units | 49.3% |
| Vacant Housing Units | 6.4% |
| 2008 Housing Units | 43,637 |
| Owner Occupied Housing Units | 42.0% |
| Renter Occupied Housing Units | 48.4% |
| Vacant Housing Units | 9.5% |
| 2013 Housing Units | 45,553 |
| Owner Occupied Housing Units | 39.8% |
| Renter Occupied Housing Units | 48.9% |
| Vacant Housing Units | 11.4% |

Median Household Income

| | |
|------|----------|
| 2000 | \$33,128 |
| 2008 | \$45,639 |
| 2013 | \$59,493 |

Median Home Value

| | |
|------|-----------|
| 2000 | \$87,689 |
| 2008 | \$136,324 |
| 2013 | \$143,067 |

Per Capita Income

| | |
|------|----------|
| 2000 | \$18,557 |
| 2008 | \$26,537 |
| 2013 | \$33,046 |

Median Age

| | |
|------|------|
| 2000 | 30.3 |
| 2008 | 31.7 |
| 2013 | 32.2 |

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



927 and 1001 West Broadway
Latitude: 44.999139
Longitude: -93.291457

927 W Broadway Ave
Minneapolis, MN 55411
Drivetime: 5 minutes



2000 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 37,525 |
| < \$15,000 | 23.0% |
| \$15,000 - \$24,999 | 15.2% |
| \$25,000 - \$34,999 | 14.2% |
| \$35,000 - \$49,999 | 16.0% |
| \$50,000 - \$74,999 | 17.4% |
| \$75,000 - \$99,999 | 7.2% |
| \$100,000 - \$149,999 | 4.1% |
| \$150,000 - \$199,999 | 1.3% |
| \$200,000+ | 1.6% |
| Average Household Income | \$44,929 |

2008 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 39,475 |
| < \$15,000 | 15.7% |
| \$15,000 - \$24,999 | 11.5% |
| \$25,000 - \$34,999 | 11.9% |
| \$35,000 - \$49,999 | 15.0% |
| \$50,000 - \$74,999 | 19.8% |
| \$75,000 - \$99,999 | 10.2% |
| \$100,000 - \$149,999 | 10.8% |
| \$150,000 - \$199,999 | 1.8% |
| \$200,000+ | 3.3% |
| Average Household Income | \$63,577 |

2013 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 40,381 |
| < \$15,000 | 12.1% |
| \$15,000 - \$24,999 | 10.0% |
| \$25,000 - \$34,999 | 8.2% |
| \$35,000 - \$49,999 | 11.7% |
| \$50,000 - \$74,999 | 20.6% |
| \$75,000 - \$99,999 | 15.1% |
| \$100,000 - \$149,999 | 16.6% |
| \$150,000 - \$199,999 | 2.1% |
| \$200,000+ | 3.6% |
| Average Household Income | \$78,674 |

2000 Owner Occupied HUs by Value

| | |
|-----------------------|-----------|
| Total | 17,773 |
| <\$50,000 | 8.0% |
| \$50,000 - 99,999 | 54.8% |
| \$100,000 - 149,999 | 23.2% |
| \$150,000 - 199,999 | 7.2% |
| \$200,000 - \$299,999 | 4.1% |
| \$300,000 - 499,999 | 1.9% |
| \$500,000 - 999,999 | 0.7% |
| \$1,000,000+ | 0.1% |
| Average Home Value | \$108,711 |

2000 Specified Renter Occupied HUs by Contract Rent

| | |
|----------------|--------|
| Total | 19,766 |
| With Cash Rent | 97.9% |
| No Cash Rent | 2.1% |
| Median Rent | \$522 |
| Average Rent | \$557 |

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



927 and 1001 West Broadway
Latitude: 44.999139
Longitude: -93.291457

927 W Broadway Ave
Minneapolis, MN 55411
Drivetime: 5 minutes

2000 Population by Age

| | | |
|--|---------|--------|
|  | Total | 93,342 |
| | 0 - 4 | 7.5% |
| | 5 - 9 | 8.6% |
| | 10 - 14 | 8.3% |
| | 15 - 19 | 7.2% |
| | 20 - 24 | 8.3% |
| | 25 - 34 | 18.1% |
| | 35 - 44 | 15.6% |
| | 45 - 54 | 11.3% |
| | 55 - 64 | 6.1% |
| | 65 - 74 | 4.3% |
| | 75 - 84 | 3.3% |
| | 85+ | 1.4% |
| | 18+ | 71.1% |

2008 Population by Age

| | |
|---------|--------|
| Total | 96,310 |
| 0 - 4 | 7.7% |
| 5 - 9 | 7.0% |
| 10 - 14 | 6.9% |
| 15 - 19 | 7.4% |
| 20 - 24 | 9.1% |
| 25 - 34 | 16.9% |
| 35 - 44 | 14.3% |
| 45 - 54 | 13.2% |
| 55 - 64 | 8.7% |
| 65 - 74 | 4.3% |
| 75 - 84 | 2.9% |
| 85+ | 1.6% |
| 18+ | 74.0% |

2013 Population by Age

| | |
|---------|--------|
| Total | 97,698 |
| 0 - 4 | 7.8% |
| 5 - 9 | 7.1% |
| 10 - 14 | 6.3% |
| 15 - 19 | 6.5% |
| 20 - 24 | 9.5% |
| 25 - 34 | 16.9% |
| 35 - 44 | 13.1% |
| 45 - 54 | 13.1% |
| 55 - 64 | 10.4% |
| 65 - 74 | 4.9% |
| 75 - 84 | 2.8% |
| 85+ | 1.7% |
| 18+ | 75.1% |

2000 Population by Sex

| | |
|---------|-------|
| Males | 50.2% |
| Females | 49.8% |

2008 Population by Sex

| | |
|---------|-------|
| Males | 50.0% |
| Females | 50.0% |

2013 Population by Sex

| | |
|---------|-------|
| Males | 50.0% |
| Females | 50.0% |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



927 and 1001 West Broadway
Latitude: 44.999139
Longitude: -93.291457

927 W Broadway Ave
Minneapolis, MN 55411
Drivetime: 5 minutes



2000 Population by Race/Ethnicity

| | |
|---------------------------------|--------|
| Total | 93,345 |
| White Alone | 48.1% |
| Black Alone | 32.0% |
| American Indian Alone | 1.8% |
| Asian or Pacific Islander Alone | 10.7% |
| Some Other Race Alone | 2.7% |
| Two or More Races | 4.7% |
| Hispanic Origin | 5.3% |
| Diversity Index | 68.9 |

2008 Population by Race/Ethnicity

| | |
|---------------------------------|--------|
| Total | 96,309 |
| White Alone | 42.6% |
| Black Alone | 35.5% |
| American Indian Alone | 1.7% |
| Asian or Pacific Islander Alone | 11.9% |
| Some Other Race Alone | 3.4% |
| Two or More Races | 4.8% |
| Hispanic Origin | 6.8% |
| Diversity Index | 71.9 |

2013 Population by Race/Ethnicity

| | |
|---------------------------------|--------|
| Total | 97,701 |
| White Alone | 39.2% |
| Black Alone | 37.7% |
| American Indian Alone | 1.6% |
| Asian or Pacific Islander Alone | 12.6% |
| Some Other Race Alone | 4.0% |
| Two or More Races | 5.0% |
| Hispanic Origin | 7.9% |
| Diversity Index | 73.4 |



2000 Population 3+ by School Enrollment

| | |
|-------------------------------|--------|
| Total | 89,531 |
| Enrolled in Nursery/Preschool | 1.7% |
| Enrolled in Kindergarten | 1.8% |
| Enrolled in Grade 1-8 | 14.6% |
| Enrolled in Grade 9-12 | 6.8% |
| Enrolled in College | 5.3% |
| Enrolled in Grad/Prof School | 1.6% |
| Not Enrolled in School | 68.0% |

2008 Population 25+ by Educational Attainment

| | |
|------------------------------|--------|
| Total | 59,561 |
| Less than 9th Grade | 5.9% |
| 9th - 12th Grade, No Diploma | 10.9% |
| High School Graduate | 25.3% |
| Some College, No Degree | 21.3% |
| Associate Degree | 7.2% |
| Bachelor's Degree | 18.7% |
| Graduate/Professional Degree | 10.8% |

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



927 and 1001 West Broadway
Latitude: 44.999139
Longitude: -93.291457

927 W Broadway Ave
Minneapolis, MN 55411
Drivetime: 5 minutes



2008 Population 15+ by Marital Status

| | |
|---------------|--------|
| Total | 75,506 |
| Never Married | 46.6% |
| Married | 34.9% |
| Widowed | 5.4% |
| Divorced | 13.1% |



2000 Population 16+ by Employment Status

| | |
|---------------------|--------|
| Total | 69,213 |
| In Labor Force | 66.1% |
| Civilian Employed | 60.3% |
| Civilian Unemployed | 5.8% |
| In Armed Forces | 0.1% |
| Not in Labor Force | 33.9% |

2008 Civilian Population 16+ in Labor Force

| | |
|---------------------|-------|
| Civilian Employed | 87.5% |
| Civilian Unemployed | 12.5% |

2013 Civilian Population 16+ in Labor Force

| | |
|---------------------|-------|
| Civilian Employed | 88.5% |
| Civilian Unemployed | 11.5% |

2000 Females 16+ by Employment Status and Age of Children

| | |
|--------------------------------|--------|
| Total | 34,698 |
| Own Children < 6 Only | 6.4% |
| Employed/in Armed Forces | 3.3% |
| Unemployed | 0.6% |
| Not in Labor Force | 2.5% |
| Own Children < 6 and 6-17 Only | 7.8% |
| Employed/in Armed Forces | 4.3% |
| Unemployed | 0.7% |
| Not in Labor Force | 2.8% |
| Own Children 6-17 Only | 14.3% |
| Employed/in Armed Forces | 9.7% |
| Unemployed | 0.9% |
| Not in Labor Force | 3.7% |
| No Own Children < 18 | 71.4% |
| Employed/in Armed Forces | 39.2% |
| Unemployed | 3.3% |
| Not in Labor Force | 29.0% |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



927 and 1001 West Broadway
Latitude: 44.999139
Longitude: -93.291457

927 W Broadway Ave
Minneapolis, MN 55411
Drivetime: 5 minutes



2008 Employed Population 16+ by Industry

| | |
|-------------------------------|--------|
| Total | 42,938 |
| Agriculture/Mining | 0.1% |
| Construction | 3.6% |
| Manufacturing | 11.2% |
| Wholesale Trade | 2.9% |
| Retail Trade | 10.0% |
| Transportation/Utilities | 5.1% |
| Information | 2.3% |
| Finance/Insurance/Real Estate | 10.3% |
| Services | 51.9% |
| Public Administration | 2.6% |

2008 Employed Population 16+ by Occupation

| | |
|---------------------------------|--------|
| Total | 42,938 |
| White Collar | 60.2% |
| Management/Business/Financial | 13.2% |
| Professional | 22.6% |
| Sales | 10.0% |
| Administrative Support | 14.5% |
| Services | 19.9% |
| Blue Collar | 19.9% |
| Farming/Forestry/Fishing | 0.1% |
| Construction/Extraction | 3.4% |
| Installation/Maintenance/Repair | 2.2% |
| Production | 8.4% |
| Transportation/Material Moving | 5.8% |



2000 Workers 16+ by Means of Transportation to Work

| | |
|----------------------------------|--------|
| Total | 40,912 |
| Drove Alone - Car, Truck, or Van | 57.4% |
| Carpooled - Car, Truck, or Van | 12.8% |
| Public Transportation | 16.0% |
| Walked | 8.7% |
| Other Means | 2.3% |
| Worked at Home | 2.7% |

2000 Workers 16+ by Travel Time to Work

| | |
|--------------------------------------|--------|
| Total | 40,912 |
| Did Not Work at Home | 97.3% |
| Less than 5 minutes | 2.2% |
| 5 to 9 minutes | 9.0% |
| 10 to 19 minutes | 35.5% |
| 20 to 24 minutes | 19.2% |
| 25 to 34 minutes | 19.3% |
| 35 to 44 minutes | 3.5% |
| 45 to 59 minutes | 3.7% |
| 60 to 89 minutes | 2.6% |
| 90 or more minutes | 2.2% |
| Worked at Home | 2.7% |
| Average Travel Time to Work (in min) | 22.8 |

2000 Households by Vehicles Available

| | |
|--------------------------------------|--------|
| Total | 37,553 |
| None | 26.7% |
| 1 | 43.5% |
| 2 | 22.4% |
| 3 | 5.2% |
| 4 | 1.5% |
| 5+ | 0.7% |
| Average Number of Vehicles Available | 1.1 |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



927 and 1001 West Broadway
Latitude: 44.999139
Longitude: -93.291457

927 W Broadway Ave
Minneapolis, MN 55411
Drivetime: 5 minutes



2000 Households by Type

| | |
|----------------------------------|--------|
| Total | 37,527 |
| Family Households | 47.2% |
| Married-couple Family | 25.4% |
| With Related Children | 12.4% |
| Other Family (No Spouse) | 21.8% |
| With Related Children | 16.1% |
| Nonfamily Households | 52.8% |
| Householder Living Alone | 42.7% |
| Householder Not Living Alone | 10.1% |
| Households with Related Children | 28.5% |
| Households with Persons 65+ | 17.0% |

2000 Households by Size

| | |
|---------------------|--------|
| Total | 37,527 |
| 1 Person Household | 42.7% |
| 2 Person Household | 25.6% |
| 3 Person Household | 11.1% |
| 4 Person Household | 8.3% |
| 5 Person Household | 5.1% |
| 6 Person Household | 3.0% |
| 7+ Person Household | 4.2% |

2000 Households by Year Householder Moved In

| | |
|----------------------------------|--------|
| Total | 37,553 |
| Moved in 1999 to March 2000 | 26.7% |
| Moved in 1995 to 1998 | 33.5% |
| Moved in 1990 to 1994 | 15.4% |
| Moved in 1980 to 1989 | 11.7% |
| Moved in 1970 to 1979 | 6.0% |
| Moved in 1969 or Earlier | 6.8% |
| Median Year Householder Moved In | 1996 |



2000 Housing Units by Units in Structure

| | |
|-------------|--------|
| Total | 40,165 |
| 1, Detached | 37.9% |
| 1, Attached | 3.8% |
| 2 | 14.0% |
| 3 or 4 | 3.4% |
| 5 to 9 | 2.4% |
| 10 to 19 | 5.0% |
| 20+ | 33.1% |
| Mobile Home | 0.3% |
| Other | 0.0% |

2000 Housing Units by Year Structure Built

| | |
|-----------------------------|--------|
| Total | 40,181 |
| 1999 to March 2000 | 0.8% |
| 1995 to 1998 | 1.3% |
| 1990 to 1994 | 2.0% |
| 1980 to 1989 | 11.9% |
| 1970 to 1979 | 12.2% |
| 1969 or Earlier | 71.8% |
| Median Year Structure Built | 1948 |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments

- 1. Metro Renters
2. Metro City Edge
3. Great Expectations

2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Table with 3 columns: Category, Amount, and Index. Rows include Apparel & Services, Computers & Accessories, Education, Entertainment/Recreation, Food at Home, Food Away from Home, Health Care, HH Furnishings & Equipment, Investments, Retail Goods, Shelter, TV/Video/Sound Equipment, and Travel.

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.



927 and 1001 West Broadway
 927 W Broadway Ave
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Site Type: Drivetime

Latitude: 44.999139
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 Drivetime: 5 minutes

Summary Demographics

| | |
|-------------------------------|----------|
| 2008 Population | 96,310 |
| 2008 Households | 39,475 |
| 2008 Median Disposable Income | \$36,202 |
| 2008 Per Capita Income | \$26,537 |

Industry Summary

| | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|--|------------------------------|--------------------------|----------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink (NAICS 44-45, 722) | \$987,325,487 | \$1,827,320,134 | \$-839,994,647 | -29.8 | 1,121 |
| Total Retail Trade (NAICS 44-45) | \$841,406,054 | \$1,184,848,411 | \$-343,442,357 | -16.9 | 702 |
| Total Food & Drink (NAICS 722) | \$145,919,433 | \$642,471,723 | \$-496,552,290 | -63.0 | 419 |

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers (NAICS 441) | \$197,956,923 | \$69,251,988 | \$128,704,935 | 48.2 | 29 |
| Automobile Dealers (NAICS 4411) | \$176,215,599 | \$52,207,200 | \$124,008,399 | 54.3 | 14 |
| Other Motor Vehicle Dealers (NAICS 4412) | \$13,064,104 | \$11,424,570 | \$1,639,534 | 6.7 | 6 |
| Auto Parts, Accessories, and Tire Stores (NAICS 4413) | \$8,677,220 | \$5,620,218 | \$3,057,002 | 21.4 | 9 |
| Furniture & Home Furnishings Stores (NAICS 442) | \$26,666,539 | \$73,371,570 | \$-46,705,031 | -46.7 | 50 |
| Furniture Stores (NAICS 4421) | \$16,255,752 | \$27,961,110 | \$-11,705,358 | -26.5 | 16 |
| Home Furnishings Stores (NAICS 4422) | \$10,410,787 | \$45,410,460 | \$-34,999,673 | -62.7 | 34 |
| Electronics & Appliance Stores (NAICS 443/NAICS 4431) | \$33,991,572 | \$81,911,909 | \$-47,920,337 | -41.3 | 63 |
| Bldg Materials, Garden Equip. & Supply Stores (NAICS 444) | \$28,646,252 | \$38,483,496 | \$-9,837,244 | -14.7 | 40 |
| Building Material and Supplies Dealers (NAICS 4441) | \$23,976,492 | \$37,151,210 | \$-13,174,718 | -21.6 | 36 |
| Lawn and Garden Equipment and Supplies Stores (NAICS 4442) | \$4,669,760 | \$1,332,286 | \$3,337,474 | 55.6 | 4 |
| Food & Beverage Stores (NAICS 445) | \$164,388,132 | \$198,040,376 | \$-33,652,244 | -9.3 | 120 |
| Grocery Stores (NAICS 4451) | \$145,756,830 | \$161,836,303 | \$-16,079,473 | -5.2 | 65 |
| Specialty Food Stores (NAICS 4452) | \$5,039,064 | \$5,168,195 | \$-129,131 | -1.3 | 38 |
| Beer, Wine, and Liquor Stores (NAICS 4453) | \$13,592,238 | \$31,035,878 | \$-17,443,640 | -39.1 | 17 |
| Health & Personal Care Stores (NAICS 446/NAICS 4461) | \$26,886,632 | \$33,937,856 | \$-7,051,224 | -11.6 | 36 |
| Gasoline Stations (NAICS 447/4471) | \$115,789,908 | \$118,519,717 | \$-2,729,809 | -1.2 | 18 |
| Clothing and Clothing Accessories Stores (NAICS 448) | \$46,535,899 | \$67,016,595 | \$-20,480,696 | -18.0 | 110 |
| Clothing Stores (NAICS 4481) | \$38,419,156 | \$41,987,990 | \$-3,568,834 | -4.4 | 66 |
| Shoe Stores (NAICS 4482) | \$4,961,583 | \$5,286,334 | \$-324,751 | -3.2 | 9 |
| Jewelry, Luggage, and Leather Goods Stores (NAICS 4483) | \$3,155,160 | \$19,742,271 | \$-16,587,111 | -72.4 | 35 |
| Sporting Goods, Hobby, Book, and Music Stores (NAICS 451) | \$13,526,709 | \$39,508,466 | \$-25,981,757 | -49.0 | 45 |
| Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511) | \$7,798,763 | \$21,949,970 | \$-14,151,207 | -47.6 | 26 |
| Book, Periodical, and Music Stores (NAICS 4512) | \$5,727,946 | \$17,558,496 | \$-11,830,550 | -50.8 | 19 |

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

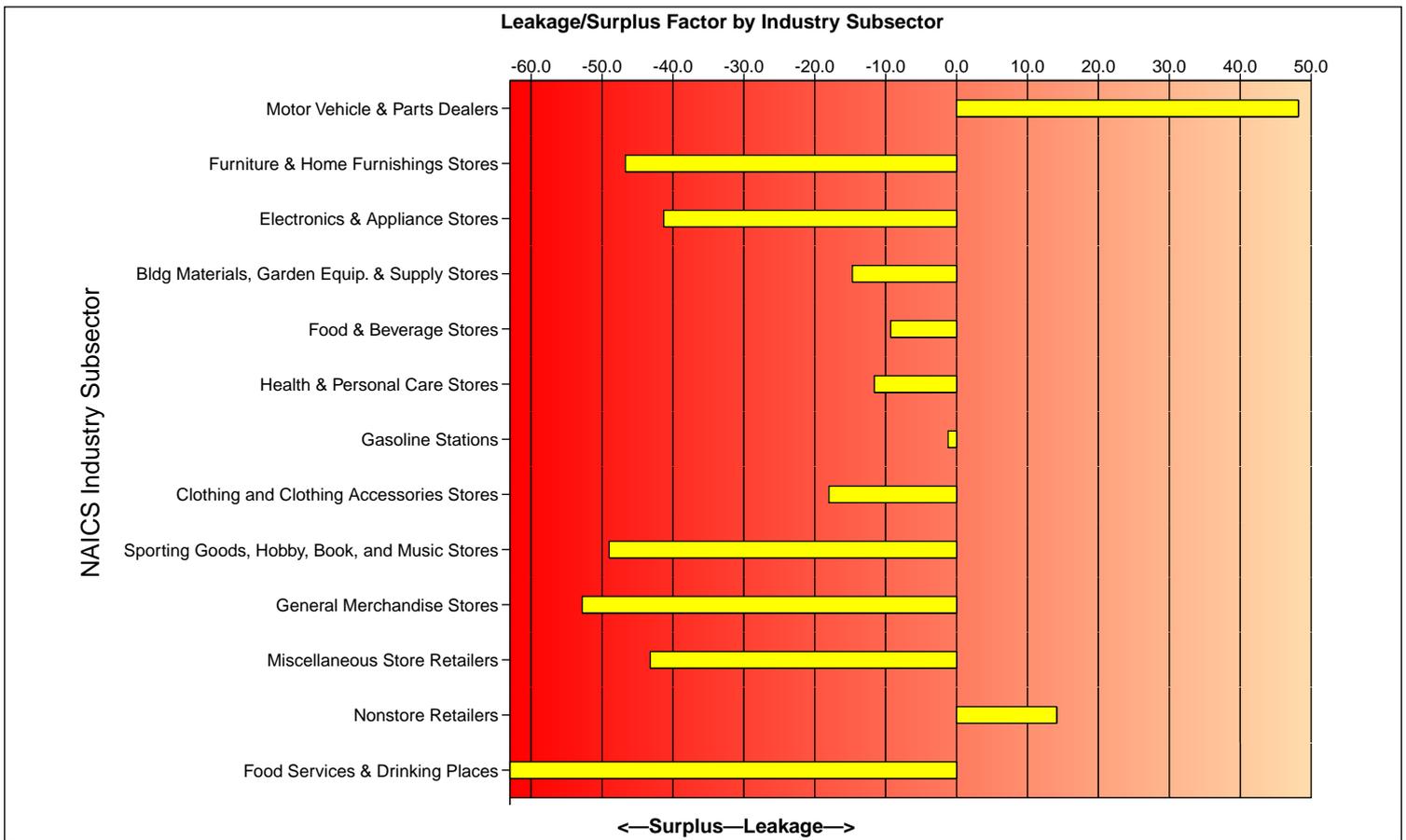


927 and 1001 West Broadway
 927 W Broadway Ave
 Minneapolis, MN 55411

Site Type: Drivetime

Latitude: 44.999139
 Longitude: -93.291457
 Drivetime: 5 minutes

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|----------------|---------------------------|-------------------------|
| General Merchandise Stores (NAICS 452) | \$119,551,823 | \$387,396,168 | -\$267,844,345 | -52.8 | 32 |
| Department Stores Excluding Leased Depts.(NAICS 4521) | \$72,050,872 | \$221,063,401 | -\$149,012,529 | -50.8 | 9 |
| Other General Merchandise Stores (NAICS 4529) | \$47,500,951 | \$166,332,767 | -\$118,831,816 | -55.6 | 23 |
| Miscellaneous Store Retailers (NAICS 453) | \$15,053,610 | \$37,936,805 | -\$22,883,195 | -43.2 | 151 |
| Florists (NAICS 4531) | \$1,827,694 | \$11,109,869 | -\$9,282,175 | -71.7 | 21 |
| Office Supplies, Stationery, and Gift Stores (NAICS 4532) | \$2,514,591 | \$8,456,241 | -\$5,941,650 | -54.2 | 33 |
| Used Merchandise Stores (NAICS 4533) | \$607,685 | \$1,333,225 | -\$725,540 | -37.4 | 21 |
| Other Miscellaneous Store Retailers (NAICS 4539) | \$10,103,640 | \$17,037,470 | -\$6,933,830 | -25.5 | 76 |
| Nonstore Retailers (NAICS 454) | \$52,412,055 | \$39,473,465 | \$12,938,590 | 14.1 | 8 |
| Electronic Shopping and Mail-Order Houses (NAICS 4541) | \$41,072,831 | \$5,872,271 | \$35,200,560 | 75.0 | 2 |
| Vending Machine Operators (NAICS 4542) | \$6,610,794 | \$1,080,752 | \$5,530,042 | 71.9 | 3 |
| Direct Selling Establishments (NAICS 4543) | \$4,728,430 | \$32,520,442 | -\$27,792,012 | -74.6 | 3 |
| Food Services & Drinking Places (NAICS 722) | \$145,919,433 | \$642,471,723 | -\$496,552,290 | -63.0 | 419 |
| Full-Service Restaurants (NAICS 7221) | \$87,108,614 | \$218,880,445 | -\$131,771,831 | -43.1 | 236 |
| Limited-Service Eating Places (NAICS 7222) | \$43,376,611 | \$102,389,167 | -\$59,012,556 | -40.5 | 98 |
| Special Food Services (NAICS 7223) | \$11,519,629 | \$236,355,305 | -\$224,835,676 | -90.7 | 28 |
| Drinking Places - Alcoholic Beverages (NAICS 7224) | \$3,914,579 | \$84,846,806 | -\$80,932,227 | -91.2 | 57 |



Source: ESRI and infoUSA®

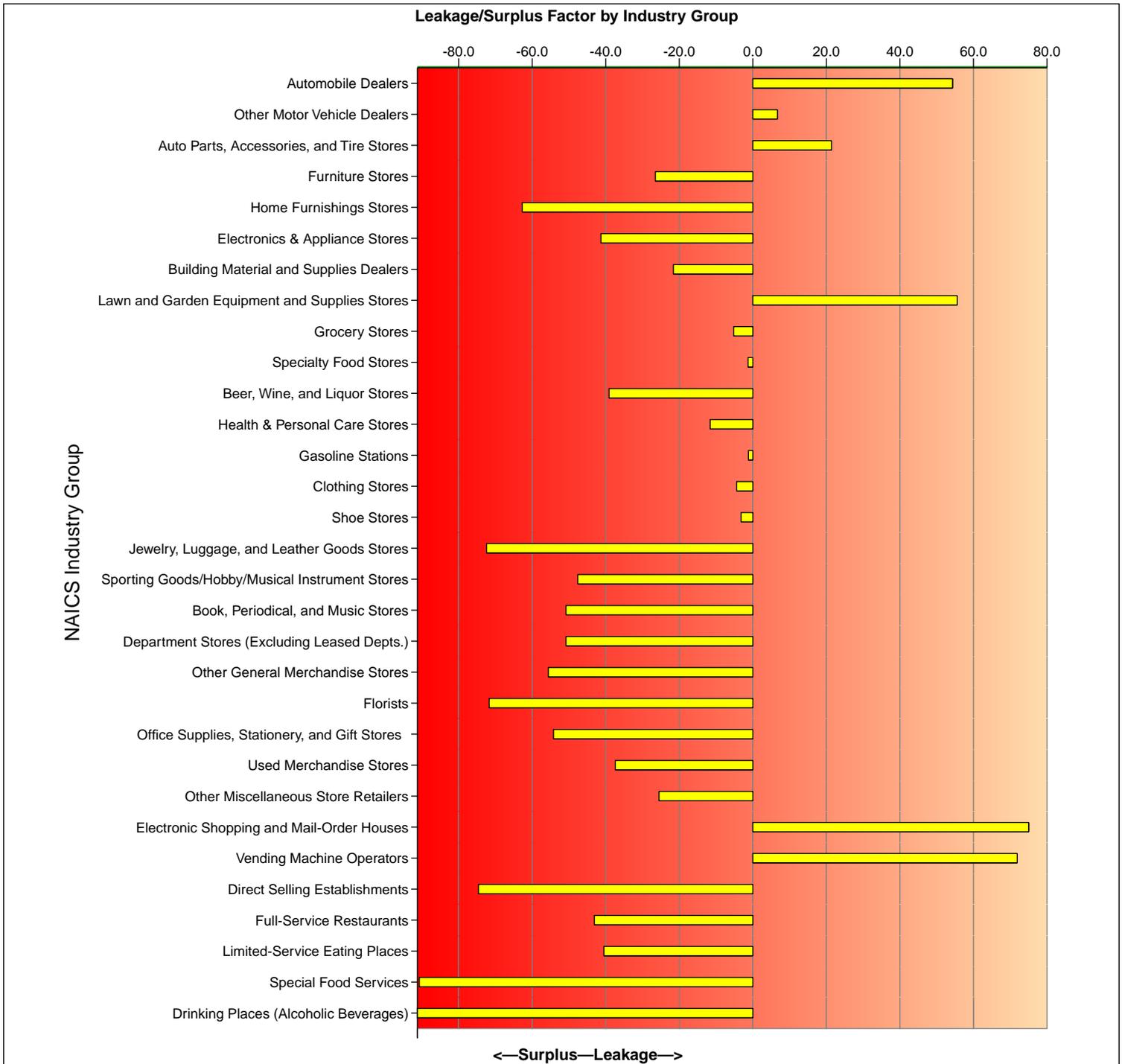


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Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®