



Community Profile

Crow Wing County, MN (27035)

Geography: County

Crow Wing Cou...

Population Summary	
2000 Total Population	55,099
2010 Total Population	62,500
2016 Total Population	65,395
2016 Group Quarters	750
2021 Total Population	67,378
2016-2021 Annual Rate	0.60%
2016 Total Daytime Population	67,634
Workers	33,451
Residents	34,183
Household Summary	
2000 Households	22,250
2000 Average Household Size	2.43
2010 Households	26,033
2010 Average Household Size	2.37
2016 Households	27,184
2016 Average Household Size	2.38
2021 Households	27,981
2021 Average Household Size	2.38
2016-2021 Annual Rate	0.58%
2010 Families	17,211
2010 Average Family Size	2.87
2016 Families	17,853
2016 Average Family Size	2.88
2021 Families	18,312
2021 Average Family Size	2.88
2016-2021 Annual Rate	0.51%
Housing Unit Summary	
2000 Housing Units	33,483
Owner Occupied Housing Units	53.0%
Renter Occupied Housing Units	13.5%
Vacant Housing Units	33.5%
2010 Housing Units	40,180
Owner Occupied Housing Units	49.4%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	35.2%
2016 Housing Units	42,128
Owner Occupied Housing Units	48.6%
Renter Occupied Housing Units	15.9%
Vacant Housing Units	35.5%
2021 Housing Units	43,461
Owner Occupied Housing Units	48.5%
Renter Occupied Housing Units	15.9%
Vacant Housing Units	35.6%
Median Household Income	
2016	\$50,396
2021	\$55,076
Median Home Value	
2016	\$201,178
2021	\$232,317
Per Capita Income	
2016	\$27,007
2021	\$29,752
Median Age	
2010	42.3
2016	43.7
2021	44.6

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Community Profile

Crow Wing County, MN (27035)

Geography: County

Crow Wing Cou...

2016 Households by Income

Household Income Base	27,184
<\$15,000	11.3%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	2.7%
\$200,000+	2.6%

Average Household Income \$64,681

2021 Households by Income

Household Income Base	27,981
<\$15,000	11.3%
\$15,000 - \$24,999	11.1%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	3.7%
\$200,000+	2.9%

Average Household Income \$71,364

2016 Owner Occupied Housing Units by Value

Total	20,466
<\$50,000	5.9%
\$50,000 - \$99,999	9.5%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	18.4%
\$200,000 - \$249,999	13.1%
\$250,000 - \$299,999	8.1%
\$300,000 - \$399,999	10.7%
\$400,000 - \$499,999	7.0%
\$500,000 - \$749,999	6.4%
\$750,000 - \$999,999	3.6%
\$1,000,000 +	1.4%

Average Home Value \$270,290

2021 Owner Occupied Housing Units by Value

Total	21,080
<\$50,000	3.9%
\$50,000 - \$99,999	6.7%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	17.2%
\$200,000 - \$249,999	17.3%
\$250,000 - \$299,999	11.1%
\$300,000 - \$399,999	12.3%
\$400,000 - \$499,999	7.7%
\$500,000 - \$749,999	6.2%
\$750,000 - \$999,999	4.8%
\$1,000,000 +	1.7%

Average Home Value \$299,400

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Community Profile

Crow Wing County, MN (27035)

Geography: County

Crow Wing Cou...

2010 Population by Age

Total	62,500
0 - 4	6.4%
5 - 9	6.5%
10 - 14	6.2%
15 - 24	11.4%
25 - 34	11.4%
35 - 44	11.2%
45 - 54	14.7%
55 - 64	13.7%
65 - 74	10.2%
75 - 84	5.9%
85 +	2.4%
18 +	77.0%

2016 Population by Age

Total	65,395
0 - 4	6.0%
5 - 9	6.2%
10 - 14	6.2%
15 - 24	11.0%
25 - 34	11.1%
35 - 44	10.9%
45 - 54	13.0%
55 - 64	14.8%
65 - 74	12.0%
75 - 84	6.1%
85 +	2.6%
18 +	78.3%

2021 Population by Age

Total	67,378
0 - 4	5.8%
5 - 9	5.9%
10 - 14	6.2%
15 - 24	10.5%
25 - 34	10.7%
35 - 44	11.3%
45 - 54	11.6%
55 - 64	14.7%
65 - 74	13.4%
75 - 84	7.1%
85 +	2.6%
18 +	78.6%

2010 Population by Sex

Males	31,133
Females	31,367

2016 Population by Sex

Males	32,666
Females	32,729

2021 Population by Sex

Males	33,776
Females	33,602

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

June 15, 2017



Community Profile

Crow Wing County, MN (27035)

Geography: County

Crow Wing Cou...

2010 Population by Race/Ethnicity

Total	62,500
White Alone	96.6%
Black Alone	0.5%
American Indian Alone	0.8%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.5%
Hispanic Origin	1.0%
Diversity Index	8.6

2016 Population by Race/Ethnicity

Total	65,395
White Alone	95.8%
Black Alone	0.6%
American Indian Alone	0.9%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.8%
Hispanic Origin	1.6%
Diversity Index	10.9

2021 Population by Race/Ethnicity

Total	67,378
White Alone	95.1%
Black Alone	0.7%
American Indian Alone	1.0%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.1%
Hispanic Origin	2.0%
Diversity Index	13.1

2010 Population by Relationship and Household Type

Total	62,500
In Households	98.8%
In Family Households	81.5%
Householder	27.5%
Spouse	22.0%
Child	27.8%
Other relative	1.7%
Nonrelative	2.4%
In Nonfamily Households	17.3%
In Group Quarters	1.2%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.4%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Community Profile

Crow Wing County, MN (27035)
 Geography: County

Crow Wing Cou...

2016 Population 25+ by Educational Attainment	
Total	46,180
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	5.3%
High School Graduate	25.8%
GED/Alternative Credential	4.1%
Some College, No Degree	25.5%
Associate Degree	13.1%
Bachelor's Degree	16.3%
Graduate/Professional Degree	8.0%
2016 Population 15+ by Marital Status	
Total	53,394
Never Married	24.5%
Married	57.4%
Widowed	6.2%
Divorced	11.8%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	96.1%
Civilian Unemployed	3.9%
2016 Employed Population 16+ by Industry	
Total	31,495
Agriculture/Mining	1.7%
Construction	8.5%
Manufacturing	9.3%
Wholesale Trade	2.2%
Retail Trade	12.4%
Transportation/Utilities	4.6%
Information	1.9%
Finance/Insurance/Real Estate	5.5%
Services	49.7%
Public Administration	4.3%
2016 Employed Population 16+ by Occupation	
Total	31,495
White Collar	57.2%
Management/Business/Financial	12.5%
Professional	20.0%
Sales	10.8%
Administrative Support	13.9%
Services	19.4%
Blue Collar	23.4%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	3.7%
Production	6.8%
Transportation/Material Moving	5.5%
2010 Population By Urban/ Rural Status	
Total Population	62,500
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	37.3%
Rural Population	62.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Community Profile

Crow Wing County, MN (27035)

Geography: County

Crow Wing Cou...

2010 Households by Type

Total	26,033
Households with 1 Person	27.6%
Households with 2+ People	72.4%
Family Households	66.1%
Husband-wife Families	52.8%
With Related Children	18.9%
Other Family (No Spouse Present)	13.3%
Other Family with Male Householder	4.6%
With Related Children	3.1%
Other Family with Female Householder	8.8%
With Related Children	6.1%
Nonfamily Households	6.2%
All Households with Children	28.6%
Multigenerational Households	1.8%
Unmarried Partner Households	7.6%
Male-female	7.1%
Same-sex	0.5%

2010 Households by Size

Total	26,033
1 Person Household	27.6%
2 Person Household	39.6%
3 Person Household	13.2%
4 Person Household	11.5%
5 Person Household	5.2%
6 Person Household	2.1%
7 + Person Household	0.9%

2010 Households by Tenure and Mortgage Status

Total	26,033
Owner Occupied	76.2%
Owned with a Mortgage/Loan	50.8%
Owned Free and Clear	25.4%
Renter Occupied	23.8%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	40,180
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	27.1%
Rural Housing Units	72.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Community Profile

Crow Wing County, MN (27035)
 Geography: County

Crow Wing Cou...

Top 3 Tapestry Segments

1. Rural Resort Dwellers (6E)
2. Middleburg (4C)
3. Green Acres (6A)

2016 Consumer Spending

Apparel & Services: Total \$	\$44,407,138
Average Spent	\$1,633.58
Spending Potential Index	81
Education: Total \$	\$27,848,917
Average Spent	\$1,024.46
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$68,703,136
Average Spent	\$2,527.34
Spending Potential Index	87
Food at Home: Total \$	\$119,841,518
Average Spent	\$4,408.53
Spending Potential Index	88
Food Away from Home: Total \$	\$70,233,776
Average Spent	\$2,583.64
Spending Potential Index	84
Health Care: Total \$	\$134,826,636
Average Spent	\$4,959.78
Spending Potential Index	94
HH Furnishings & Equipment: Total \$	\$40,568,466
Average Spent	\$1,492.37
Spending Potential Index	85
Personal Care Products & Services: Total \$	\$17,075,237
Average Spent	\$628.14
Spending Potential Index	86
Shelter: Total \$	\$335,191,700
Average Spent	\$12,330.48
Spending Potential Index	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$56,852,112
Average Spent	\$2,091.38
Spending Potential Index	90
Travel: Total \$	\$41,273,404
Average Spent	\$1,518.30
Spending Potential Index	82
Vehicle Maintenance & Repairs: Total \$	\$25,312,461
Average Spent	\$931.15
Spending Potential Index	90

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

June 15, 2017