



Community Profile

Deerwood city, MN (2715346)
Place

Deerwood city...

Population Summary	
2000 Total Population	530
2010 Total Population	532
2016 Total Population	561
2016 Group Quarters	0
2021 Total Population	582
2016-2021 Annual Rate	0.74%
2016 Total Daytime Population	716
Workers	405
Residents	311
Household Summary	
2000 Households	218
2000 Average Household Size	2.43
2010 Households	226
2010 Average Household Size	2.35
2016 Households	238
2016 Average Household Size	2.36
2021 Households	247
2021 Average Household Size	2.36
2016-2021 Annual Rate	0.75%
2010 Families	144
2010 Average Family Size	2.95
2016 Families	172
2016 Average Family Size	2.77
2021 Families	178
2021 Average Family Size	2.76
2016-2021 Annual Rate	0.69%
Housing Unit Summary	
2000 Housing Units	279
Owner Occupied Housing Units	64.2%
Renter Occupied Housing Units	14.0%
Vacant Housing Units	21.9%
2010 Housing Units	319
Owner Occupied Housing Units	44.8%
Renter Occupied Housing Units	26.0%
Vacant Housing Units	29.2%
2016 Housing Units	337
Owner Occupied Housing Units	57.0%
Renter Occupied Housing Units	13.6%
Vacant Housing Units	29.4%
2021 Housing Units	349
Owner Occupied Housing Units	57.0%
Renter Occupied Housing Units	13.8%
Vacant Housing Units	29.2%
Median Household Income	
2016	\$50,673
2021	\$58,780
Median Home Value	
2016	\$236,364
2021	\$269,167
Per Capita Income	
2016	\$25,847
2021	\$29,068
Median Age	
2010	39.6
2016	49.0
2021	50.7

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.



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2016 Households by Income

Household Income Base	238
<\$15,000	11.8%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	10.5%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	2.5%
\$200,000+	0.8%

Average Household Income \$61,928

2021 Households by Income

Household Income Base	247
<\$15,000	11.3%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	8.9%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	18.2%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	3.2%
\$200,000+	1.2%

Average Household Income \$69,669

2016 Owner Occupied Housing Units by Value

Total	190
<\$50,000	8.9%
\$50,000 - \$99,999	10.0%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	12.6%
\$200,000 - \$249,999	11.6%
\$250,000 - \$299,999	11.1%
\$300,000 - \$399,999	16.3%
\$400,000 - \$499,999	11.1%
\$500,000 - \$749,999	5.3%
\$750,000 - \$999,999	2.6%
\$1,000,000 +	0.5%

Average Home Value \$270,132

2021 Owner Occupied Housing Units by Value

Total	199
<\$50,000	5.5%
\$50,000 - \$99,999	5.5%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	11.6%
\$200,000 - \$249,999	15.6%
\$250,000 - \$299,999	15.1%
\$300,000 - \$399,999	19.1%
\$400,000 - \$499,999	12.1%
\$500,000 - \$749,999	5.0%
\$750,000 - \$999,999	3.5%
\$1,000,000 +	1.0%

Average Home Value \$305,653

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.

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2010 Population by Age

Total	532
0 - 4	7.3%
5 - 9	8.8%
10 - 14	6.6%
15 - 24	12.0%
25 - 34	11.3%
35 - 44	8.6%
45 - 54	13.2%
55 - 64	13.3%
65 - 74	8.8%
75 - 84	7.7%
85 +	2.3%
18 +	72.0%

2016 Population by Age

Total	559
0 - 4	4.5%
5 - 9	5.4%
10 - 14	6.8%
15 - 24	10.9%
25 - 34	8.8%
35 - 44	9.3%
45 - 54	13.4%
55 - 64	17.5%
65 - 74	14.1%
75 - 84	7.2%
85 +	2.1%
18 +	79.6%

2021 Population by Age

Total	582
0 - 4	4.3%
5 - 9	5.0%
10 - 14	5.8%
15 - 24	10.3%
25 - 34	8.6%
35 - 44	10.0%
45 - 54	11.2%
55 - 64	18.0%
65 - 74	16.2%
75 - 84	8.2%
85 +	2.4%
18 +	81.1%

2010 Population by Sex

Males	258
Females	274

2016 Population by Sex

Males	286
Females	273

2021 Population by Sex

Males	298
Females	284

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

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2010 Population by Race/Ethnicity

Total	532
White Alone	94.9%
Black Alone	0.9%
American Indian Alone	1.7%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.9%
Hispanic Origin	1.5%
Diversity Index	12.5

2016 Population by Race/Ethnicity

Total	561
White Alone	96.6%
Black Alone	0.7%
American Indian Alone	0.7%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.4%
Hispanic Origin	0.9%
Diversity Index	8.3

2021 Population by Race/Ethnicity

Total	583
White Alone	95.7%
Black Alone	0.9%
American Indian Alone	0.9%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.7%
Hispanic Origin	1.4%
Diversity Index	10.6

2010 Population by Relationship and Household Type

Total	532
In Households	100.0%
In Family Households	82.9%
Householder	27.1%
Spouse	18.6%
Child	32.5%
Other relative	1.7%
Nonrelative	3.0%
In Nonfamily Households	17.1%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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.

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2016 Population 25+ by Educational Attainment

Total	407
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	5.9%
High School Graduate	28.7%
GED/Alternative Credential	2.5%
Some College, No Degree	25.3%
Associate Degree	15.2%
Bachelor's Degree	11.5%
Graduate/Professional Degree	9.6%

2016 Population 15+ by Marital Status

Total	467
Never Married	18.8%
Married	62.5%
Widowed	5.4%
Divorced	13.3%

2016 Civilian Population 16+ in Labor Force

Civilian Employed	96.2%
Civilian Unemployed	3.8%

2016 Employed Population 16+ by Industry

Total	256
Agriculture/Mining	0.8%
Construction	8.9%
Manufacturing	8.9%
Wholesale Trade	2.3%
Retail Trade	8.9%
Transportation/Utilities	3.5%
Information	1.9%
Finance/Insurance/Real Estate	3.1%
Services	57.1%
Public Administration	4.6%

2016 Employed Population 16+ by Occupation

Total	256
White Collar	52.0%
Management/Business/Financial	11.7%
Professional	25.0%
Sales	5.1%
Administrative Support	10.2%
Services	27.0%
Blue Collar	21.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.8%
Installation/Maintenance/Repair	4.3%
Production	5.9%
Transportation/Material Moving	3.1%

2010 Population By Urban/ Rural Status

Total Population	532
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	74.4%
Rural Population	25.6%

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2010 Households by Type

Total	226
Households with 1 Person	33.6%
Households with 2+ People	66.4%
Family Households	63.7%
Husband-wife Families	43.8%
With Related Children	16.8%
Other Family (No Spouse Present)	19.9%
Other Family with Male Householder	6.6%
With Related Children	5.3%
Other Family with Female Householder	13.3%
With Related Children	11.1%
Nonfamily Households	2.7%
All Households with Children	33.6%

2010 Households by Size

Multigenerational Households	1.8%
Unmarried Partner Households	8.8%
Male-female	8.0%
Same-sex	0.9%

2010 Households by Size

Total	226
1 Person Household	33.6%
2 Person Household	33.2%
3 Person Household	15.0%
4 Person Household	8.4%
5 Person Household	4.0%
6 Person Household	4.9%
7 + Person Household	0.9%

2010 Households by Tenure and Mortgage Status

Total	226
Owner Occupied	63.3%
Owned with a Mortgage/Loan	35.4%
Owned Free and Clear	27.9%
Renter Occupied	36.7%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	319
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	81.2%
Rural Housing Units	18.8%

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.



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Top 3 Tapestry Segments

1. The Great Outdoors (6C)
2. Rural Resort Dwellers (6E)
3. Top Tier (1A)

2016 Consumer Spending

Apparel & Services: Total \$	\$358,614
Average Spent	\$1,506.78
Spending Potential Index	75
Education: Total \$	\$222,842
Average Spent	\$936.31
Spending Potential Index	66
Entertainment/Recreation: Total \$	\$587,308
Average Spent	\$2,467.68
Spending Potential Index	85
Food at Home: Total \$	\$974,279
Average Spent	\$4,093.61
Spending Potential Index	82
Food Away from Home: Total \$	\$572,876
Average Spent	\$2,407.04
Spending Potential Index	78
Health Care: Total \$	\$1,154,143
Average Spent	\$4,849.34
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$340,316
Average Spent	\$1,429.90
Spending Potential Index	81
Personal Care Products & Services: Total \$	\$144,865
Average Spent	\$608.68
Spending Potential Index	83
Shelter: Total \$	\$2,781,750
Average Spent	\$11,688.03
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$480,240
Average Spent	\$2,017.81
Spending Potential Index	87
Travel: Total \$	\$366,140
Average Spent	\$1,538.40
Spending Potential Index	83
Vehicle Maintenance & Repairs: Total \$	\$216,347
Average Spent	\$909.02
Spending Potential Index	88

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.

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