



Community Profile

Brainerd city, MN (2707300)

Geography: Place

	Brainerd city...
Population Summary	
2000 Total Population	13,324
2010 Total Population	13,590
2018 Total Population	14,015
2018 Group Quarters	523
2023 Total Population	14,327
2018-2023 Annual Rate	0.44%
2018 Total Daytime Population	18,450
Workers	11,511
Residents	6,939
Household Summary	
2000 Households	5,630
2000 Average Household Size	2.26
2010 Households	5,851
2010 Average Household Size	2.23
2018 Households	6,020
2018 Average Household Size	2.24
2023 Households	6,154
2023 Average Household Size	2.24
2018-2023 Annual Rate	0.44%
2010 Families	3,069
2010 Average Family Size	2.92
2018 Families	3,245
2018 Average Family Size	2.88
2023 Families	3,294
2023 Average Family Size	2.88
2018-2023 Annual Rate	0.30%
Housing Unit Summary	
2000 Housing Units	5,844
Owner Occupied Housing Units	54.8%
Renter Occupied Housing Units	41.5%
Vacant Housing Units	3.7%
2010 Housing Units	6,390
Owner Occupied Housing Units	47.1%
Renter Occupied Housing Units	44.5%
Vacant Housing Units	8.4%
2018 Housing Units	6,608
Owner Occupied Housing Units	50.2%
Renter Occupied Housing Units	40.9%
Vacant Housing Units	8.9%
2023 Housing Units	6,773
Owner Occupied Housing Units	52.6%
Renter Occupied Housing Units	38.3%
Vacant Housing Units	9.1%
Median Household Income	
2018	\$36,888
2023	\$39,215
Median Home Value	
2018	\$135,411
2023	\$141,268
Per Capita Income	
2018	\$22,508
2023	\$25,207
Median Age	
2010	32.3
2018	35.2
2023	36.3

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income

Household Income Base	
<\$15,000	18.3%
\$15,000 - \$24,999	16.7%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	7.3%
\$150,000 - \$199,999	2.1%
\$200,000+	1.6%
Average Household Income	\$52,548

2023 Households by Income

Household Income Base	
<\$15,000	17.5%
\$15,000 - \$24,999	15.3%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	15.9%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	2.3%
\$200,000+	1.9%
Average Household Income	\$59,012

2018 Owner Occupied Housing Units by Value

Total	
<\$50,000	8.1%
\$50,000 - \$99,999	19.8%
\$100,000 - \$149,999	31.2%
\$150,000 - \$199,999	16.4%
\$200,000 - \$249,999	12.3%
\$250,000 - \$299,999	3.8%
\$300,000 - \$399,999	4.3%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$162,387

2023 Owner Occupied Housing Units by Value

Total	
<\$50,000	7.6%
\$50,000 - \$99,999	18.1%
\$100,000 - \$149,999	29.3%
\$150,000 - \$199,999	15.1%
\$200,000 - \$249,999	12.5%
\$250,000 - \$299,999	4.6%
\$300,000 - \$399,999	5.9%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	3.9%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$181,438

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

January 03, 2019



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	Brainerd city...
2010 Population by Age	
Total	13,590
0 - 4	8.7%
5 - 9	6.9%
10 - 14	5.6%
15 - 24	15.8%
25 - 34	16.9%
35 - 44	10.6%
45 - 54	11.1%
55 - 64	9.3%
65 - 74	5.7%
75 - 84	5.3%
85 +	4.1%
18 +	75.5%
2018 Population by Age	
Total	14,013
0 - 4	7.6%
5 - 9	6.9%
10 - 14	6.3%
15 - 24	13.7%
25 - 34	15.3%
35 - 44	12.4%
45 - 54	10.4%
55 - 64	10.7%
65 - 74	8.0%
75 - 84	5.0%
85 +	3.8%
18 +	76.0%
2023 Population by Age	
Total	14,324
0 - 4	7.6%
5 - 9	6.8%
10 - 14	6.3%
15 - 24	13.9%
25 - 34	13.7%
35 - 44	13.0%
45 - 54	10.3%
55 - 64	10.2%
65 - 74	9.0%
75 - 84	5.6%
85 +	3.6%
18 +	76.0%
2010 Population by Sex	
Males	6,464
Females	7,126
2018 Population by Sex	
Males	6,744
Females	7,269
2023 Population by Sex	
Males	6,932
Females	7,392

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Community Profile

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Geography: Place

	Brainerd city...
2010 Population by Race/Ethnicity	
Total	13,590
White Alone	93.5%
Black Alone	1.2%
American Indian Alone	1.6%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	3.0%
Hispanic Origin	1.8%
Diversity Index	15.7
2018 Population by Race/Ethnicity	
Total	14,013
White Alone	92.0%
Black Alone	1.7%
American Indian Alone	1.7%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	3.5%
Hispanic Origin	2.7%
Diversity Index	19.7
2023 Population by Race/Ethnicity	
Total	14,327
White Alone	90.5%
Black Alone	2.3%
American Indian Alone	1.9%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	4.1%
Hispanic Origin	3.4%
Diversity Index	23.3
2010 Population by Relationship and Household Type	
Total	13,590
In Households	95.8%
In Family Households	69.8%
Householder	22.6%
Spouse	13.6%
Child	28.0%
Other relative	1.8%
Nonrelative	3.8%
In Nonfamily Households	26.0%
In Group Quarters	4.2%
Institutionalized Population	2.8%
Noninstitutionalized Population	1.4%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment	
Total	9,189
Less than 9th Grade	2.1%
9th - 12th Grade, No Diploma	5.6%
High School Graduate	24.0%
GED/Alternative Credential	5.7%
Some College, No Degree	28.5%
Associate Degree	13.6%
Bachelor's Degree	13.0%
Graduate/Professional Degree	7.4%
2018 Population 15+ by Marital Status	
Total	11,102
Never Married	37.0%
Married	37.7%
Widowed	7.6%
Divorced	17.7%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	96.1%
Civilian Unemployed (Unemployment Rate)	3.9%
2018 Employed Population 16+ by Industry	
Total	7,072
Agriculture/Mining	1.0%
Construction	6.2%
Manufacturing	9.9%
Wholesale Trade	2.1%
Retail Trade	14.1%
Transportation/Utilities	3.2%
Information	2.0%
Finance/Insurance/Real Estate	5.5%
Services	52.4%
Public Administration	3.5%
2018 Employed Population 16+ by Occupation	
Total	7,072
White Collar	57.0%
Management/Business/Financial	12.2%
Professional	18.0%
Sales	10.6%
Administrative Support	16.2%
Services	19.6%
Blue Collar	23.4%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	3.6%
Production	7.9%
Transportation/Material Moving	5.4%
2010 Population By Urban/ Rural Status	
Total Population	13,590
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	94.6%
Rural Population	5.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	5,851
Households with 1 Person	37.8%
Households with 2+ People	62.2%
Family Households	52.5%
Husband-wife Families	31.7%
With Related Children	13.6%
Other Family (No Spouse Present)	20.8%
Other Family with Male Householder	5.2%
With Related Children	4.0%
Other Family with Female Householder	15.6%
With Related Children	11.9%
Nonfamily Households	9.7%
All Households with Children	30.2%
Multigenerational Households	1.7%
Unmarried Partner Households	10.3%
Male-female	9.8%
Same-sex	0.5%
2010 Households by Size	
Total	5,851
1 Person Household	37.8%
2 Person Household	30.6%
3 Person Household	13.7%
4 Person Household	10.5%
5 Person Household	4.7%
6 Person Household	2.0%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	5,851
Owner Occupied	51.4%
Owned with a Mortgage/Loan	35.2%
Owned Free and Clear	16.3%
Renter Occupied	48.6%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,390
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	94.9%
Rural Housing Units	5.1%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Set to Impress (11D)
2. Old and Newcomers (8F)
3. Traditional Living (12B)

2018 Consumer Spending

Apparel & Services: Total \$	\$8,418,954
Average Spent	\$1,398.50
Spending Potential Index	64
Education: Total \$	\$5,301,542
Average Spent	\$880.65
Spending Potential Index	61
Entertainment/Recreation: Total \$	\$12,514,791
Average Spent	\$2,078.87
Spending Potential Index	65
Food at Home: Total \$	\$20,391,400
Average Spent	\$3,387.28
Spending Potential Index	67
Food Away from Home: Total \$	\$13,673,478
Average Spent	\$2,271.34
Spending Potential Index	65
Health Care: Total \$	\$22,549,642
Average Spent	\$3,745.79
Spending Potential Index	65
HH Furnishings & Equipment: Total \$	\$7,969,274
Average Spent	\$1,323.80
Spending Potential Index	63
Personal Care Products & Services: Total \$	\$3,164,547
Average Spent	\$525.67
Spending Potential Index	64
Shelter: Total \$	\$65,228,324
Average Spent	\$10,835.27
Spending Potential Index	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,291,679
Average Spent	\$1,543.47
Spending Potential Index	62
Travel: Total \$	\$7,608,189
Average Spent	\$1,263.82
Spending Potential Index	59
Vehicle Maintenance & Repairs: Total \$	\$4,252,074
Average Spent	\$706.32
Spending Potential Index	66

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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