



Community Profile

Deerwood city, MN (2715346)

Geography: Place

Deerwood city...

Population Summary	
2000 Total Population	530
2010 Total Population	532
2018 Total Population	549
2018 Group Quarters	0
2023 Total Population	562
2018-2023 Annual Rate	0.47%
2018 Total Daytime Population	807
Workers	522
Residents	285
Household Summary	
2000 Households	218
2000 Average Household Size	2.43
2010 Households	226
2010 Average Household Size	2.35
2018 Households	232
2018 Average Household Size	2.37
2023 Households	237
2023 Average Household Size	2.37
2018-2023 Annual Rate	0.43%
2010 Families	144
2010 Average Family Size	2.95
2018 Families	168
2018 Average Family Size	2.76
2023 Families	171
2023 Average Family Size	2.76
2018-2023 Annual Rate	0.35%
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%
2018 Housing Units	328
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	12.5%
Vacant Housing Units	29.3%
2023 Housing Units	337
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	11.0%
Vacant Housing Units	29.7%
Median Household Income	
2018	\$55,579
2023	\$61,513
Median Home Value	
2018	\$258,654
2023	\$305,556
Per Capita Income	
2018	\$29,618
2023	\$34,156
Median Age	
2010	39.6
2018	49.5
2023	50.6

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



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2018 Households by Income

Household Income Base	Count	Percentage
<\$15,000	232	12.9%
\$15,000 - \$24,999		9.5%
\$25,000 - \$34,999		7.8%
\$35,000 - \$49,999		13.8%
\$50,000 - \$74,999		19.8%
\$75,000 - \$99,999		14.7%
\$100,000 - \$149,999		13.4%
\$150,000 - \$199,999		5.6%
\$200,000+		2.6%
Average Household Income		\$71,242

2023 Households by Income

Household Income Base	Count	Percentage
<\$15,000	237	11.4%
\$15,000 - \$24,999		8.0%
\$25,000 - \$34,999		7.2%
\$35,000 - \$49,999		13.1%
\$50,000 - \$74,999		18.6%
\$75,000 - \$99,999		15.2%
\$100,000 - \$149,999		17.7%
\$150,000 - \$199,999		5.9%
\$200,000+		3.0%
Average Household Income		\$82,214

2018 Owner Occupied Housing Units by Value

Total	Count	Percentage
<\$50,000	191	7.3%
\$50,000 - \$99,999		11.0%
\$100,000 - \$149,999		13.1%
\$150,000 - \$199,999		10.5%
\$200,000 - \$249,999		5.8%
\$250,000 - \$299,999		13.6%
\$300,000 - \$399,999		18.3%
\$400,000 - \$499,999		11.0%
\$500,000 - \$749,999		5.8%
\$750,000 - \$999,999		2.6%
\$1,000,000 - \$1,499,999		1.0%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$280,759

2023 Owner Occupied Housing Units by Value

Total	Count	Percentage
<\$50,000	199	5.5%
\$50,000 - \$99,999		7.5%
\$100,000 - \$149,999		9.0%
\$150,000 - \$199,999		8.0%
\$200,000 - \$249,999		4.5%
\$250,000 - \$299,999		14.1%
\$300,000 - \$399,999		22.6%
\$400,000 - \$499,999		15.1%
\$500,000 - \$749,999		8.5%
\$750,000 - \$999,999		3.5%
\$1,000,000 - \$1,499,999		1.5%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$331,281

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.

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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%

2018 Population by Age

Total	550
0 - 4	4.5%
5 - 9	5.3%
10 - 14	6.2%
15 - 24	10.7%
25 - 34	9.1%
35 - 44	9.3%
45 - 54	12.4%
55 - 64	18.2%
65 - 74	14.7%
75 - 84	7.3%
85 +	2.4%
18 +	80.2%

2023 Population by Age

Total	562
0 - 4	4.4%
5 - 9	5.0%
10 - 14	5.5%
15 - 24	10.0%
25 - 34	9.1%
35 - 44	10.3%
45 - 54	10.7%
55 - 64	17.1%
65 - 74	16.7%
75 - 84	8.7%
85 +	2.5%
18 +	81.7%

2010 Population by Sex

Males	258
Females	274

2018 Population by Sex

Males	281
Females	269

2023 Population by Sex

Males	289
Females	273

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 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

2018 Population by Race/Ethnicity

Total	549
White Alone	96.2%
Black Alone	0.9%
American Indian Alone	0.7%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.5%
Hispanic Origin	0.9%
Diversity Index	9.2

2023 Population by Race/Ethnicity

Total	563
White Alone	95.2%
Black Alone	1.2%
American Indian Alone	0.9%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.8%
Hispanic Origin	1.4%
Diversity Index	11.6

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



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2018 Population 25+ by Educational Attainment

Total	401
Less than 9th Grade	1.0%
9th - 12th Grade, No Diploma	4.2%
High School Graduate	28.7%
GED/Alternative Credential	4.7%
Some College, No Degree	24.9%
Associate Degree	15.2%
Bachelor's Degree	12.5%
Graduate/Professional Degree	8.7%

2018 Population 15+ by Marital Status

Total	461
Never Married	18.0%
Married	61.6%
Widowed	6.7%
Divorced	13.7%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	97.1%
Civilian Unemployed (Unemployment Rate)	2.9%

2018 Employed Population 16+ by Industry

Total	271
Agriculture/Mining	0.7%
Construction	9.6%
Manufacturing	8.8%
Wholesale Trade	2.2%
Retail Trade	9.2%
Transportation/Utilities	3.3%
Information	1.8%
Finance/Insurance/Real Estate	2.9%
Services	57.0%
Public Administration	4.4%

2018 Employed Population 16+ by Occupation

Total	271
White Collar	53.1%
Management/Business/Financial	11.4%
Professional	25.5%
Sales	5.5%
Administrative Support	10.7%
Services	25.8%
Blue Collar	21.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.7%
Installation/Maintenance/Repair	4.4%
Production	5.5%
Transportation/Material Moving	3.3%

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%
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 2018 and 2023 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)

2018 Consumer Spending

Apparel & Services: Total \$	\$408,522
Average Spent	\$1,760.87
Spending Potential Index	81
Education: Total \$	\$242,312
Average Spent	\$1,044.45
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$675,551
Average Spent	\$2,911.86
Spending Potential Index	90
Food at Home: Total \$	\$1,026,589
Average Spent	\$4,424.95
Spending Potential Index	88
Food Away from Home: Total \$	\$673,393
Average Spent	\$2,902.56
Spending Potential Index	83
Health Care: Total \$	\$1,268,426
Average Spent	\$5,467.35
Spending Potential Index	95
HH Furnishings & Equipment: Total \$	\$421,844
Average Spent	\$1,818.29
Spending Potential Index	87
Personal Care Products & Services: Total \$	\$162,096
Average Spent	\$698.69
Spending Potential Index	84
Shelter: Total \$	\$3,148,546
Average Spent	\$13,571.32
Spending Potential Index	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$517,272
Average Spent	\$2,229.62
Spending Potential Index	90
Travel: Total \$	\$431,660
Average Spent	\$1,860.60
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total \$	\$224,654
Average Spent	\$968.34
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 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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