



# Community Profile

Pequot Lakes city, MN (2750416)

Geography: Place

Pequot Lakes ...

### Population Summary

2000 Total Population	1,528
2010 Total Population	2,162
2018 Total Population	2,314
2018 Group Quarters	3
2023 Total Population	2,403
2018-2023 Annual Rate	0.76%
2018 Total Daytime Population	2,463
Workers	1,457
Residents	1,006

### Household Summary

2000 Households	714
2000 Average Household Size	2.13
2010 Households	955
2010 Average Household Size	2.26
2018 Households	1,008
2018 Average Household Size	2.29
2023 Households	1,044
2023 Average Household Size	2.30
2018-2023 Annual Rate	0.70%
2010 Families	576
2010 Average Family Size	2.89
2018 Families	626
2018 Average Family Size	2.86
2023 Families	645
2023 Average Family Size	2.86
2018-2023 Annual Rate	0.60%

### Housing Unit Summary

2000 Housing Units	1,021
Owner Occupied Housing Units	45.4%
Renter Occupied Housing Units	24.5%
Vacant Housing Units	30.1%
2010 Housing Units	1,392
Owner Occupied Housing Units	42.5%
Renter Occupied Housing Units	26.1%
Vacant Housing Units	31.4%
2018 Housing Units	1,440
Owner Occupied Housing Units	45.6%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	30.0%
2023 Housing Units	1,499
Owner Occupied Housing Units	46.6%
Renter Occupied Housing Units	23.1%
Vacant Housing Units	30.4%

### Median Household Income

2018	\$46,203
2023	\$49,136

### Median Home Value

2018	\$201,016
2023	\$228,926

### Per Capita Income

2018	\$25,525
2023	\$28,758

### Median Age

2010	40.6
2018	39.1
2023	37.9

**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	11.0%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	20.2%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	9.7%
\$150,000 - \$199,999	2.0%
\$200,000+	1.9%
Average Household Income	\$59,872

## 2023 Households by Income

Household Income Base	
<\$15,000	10.2%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	10.2%
\$35,000 - \$49,999	19.6%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	2.3%
\$200,000+	2.5%
Average Household Income	\$67,628

## 2018 Owner Occupied Housing Units by Value

Total	
<\$50,000	4.1%
\$50,000 - \$99,999	12.1%
\$100,000 - \$149,999	19.2%
\$150,000 - \$199,999	14.2%
\$200,000 - \$249,999	18.8%
\$250,000 - \$299,999	5.2%
\$300,000 - \$399,999	16.2%
\$400,000 - \$499,999	4.1%
\$500,000 - \$749,999	5.2%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$232,290

## 2023 Owner Occupied Housing Units by Value

Total	
<\$50,000	3.4%
\$50,000 - \$99,999	9.6%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	11.6%
\$200,000 - \$249,999	17.3%
\$250,000 - \$299,999	5.7%
\$300,000 - \$399,999	21.8%
\$400,000 - \$499,999	5.7%
\$500,000 - \$749,999	8.2%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$268,231

**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.

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## 2010 Population by Age

Total	2,162
0 - 4	7.3%
5 - 9	7.1%
10 - 14	5.7%
15 - 24	12.6%
25 - 34	11.4%
35 - 44	10.7%
45 - 54	15.2%
55 - 64	11.5%
65 - 74	10.5%
75 - 84	6.2%
85 +	1.8%
18 +	75.5%

## 2018 Population by Age

Total	2,314
0 - 4	7.1%
5 - 9	6.6%
10 - 14	6.4%
15 - 24	13.4%
25 - 34	11.9%
35 - 44	10.9%
45 - 54	12.7%
55 - 64	12.1%
65 - 74	10.8%
75 - 84	6.1%
85 +	2.1%
18 +	76.1%

## 2023 Population by Age

Total	2,402
0 - 4	7.2%
5 - 9	6.8%
10 - 14	6.4%
15 - 24	13.3%
25 - 34	13.3%
35 - 44	10.5%
45 - 54	10.4%
55 - 64	12.1%
65 - 74	10.2%
75 - 84	7.5%
85 +	2.2%
18 +	76.1%

## 2010 Population by Sex

Males	1,032
Females	1,130

## 2018 Population by Sex

Males	1,117
Females	1,197

## 2023 Population by Sex

Males	1,171
Females	1,231

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## 2010 Population by Race/Ethnicity

Total	2,162
White Alone	97.3%
Black Alone	0.4%
American Indian Alone	0.8%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	0.6%
Hispanic Origin	1.1%
Diversity Index	7.4

## 2018 Population by Race/Ethnicity

Total	2,313
White Alone	97.1%
Black Alone	0.4%
American Indian Alone	0.7%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	0.7%
Hispanic Origin	1.0%
Diversity Index	7.6

## 2023 Population by Race/Ethnicity

Total	2,403
White Alone	96.5%
Black Alone	0.6%
American Indian Alone	0.7%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	0.9%
Hispanic Origin	1.2%
Diversity Index	9.1

## 2010 Population by Relationship and Household Type

Total	2,162
In Households	99.9%
In Family Households	79.6%
Householder	26.6%
Spouse	19.7%
Child	28.8%
Other relative	1.9%
Nonrelative	2.5%
In Nonfamily Households	20.3%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

**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	1,540
Less than 9th Grade	0.8%
9th - 12th Grade, No Diploma	3.8%
High School Graduate	24.4%
GED/Alternative Credential	2.9%
Some College, No Degree	27.0%
Associate Degree	14.1%
Bachelor's Degree	20.0%
Graduate/Professional Degree	6.9%

## 2018 Population 15+ by Marital Status

Total	1,849
Never Married	32.5%
Married	49.5%
Widowed	5.6%
Divorced	12.3%

## 2018 Civilian Population 16+ in Labor Force

Civilian Employed	98.1%
Civilian Unemployed (Unemployment Rate)	1.9%

## 2018 Employed Population 16+ by Industry

Total	1,311
Agriculture/Mining	0.8%
Construction	5.7%
Manufacturing	9.2%
Wholesale Trade	0.5%
Retail Trade	12.6%
Transportation/Utilities	2.5%
Information	2.7%
Finance/Insurance/Real Estate	4.5%
Services	58.3%
Public Administration	3.1%

## 2018 Employed Population 16+ by Occupation

Total	1,313
White Collar	54.1%
Management/Business/Financial	10.1%
Professional	19.5%
Sales	11.0%
Administrative Support	13.5%
Services	25.3%
Blue Collar	20.6%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.0%
Installation/Maintenance/Repair	3.8%
Production	5.0%
Transportation/Material Moving	7.6%

## 2010 Population By Urban/ Rural Status

Total Population	2,162
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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	955
Households with 1 Person	34.2%
Households with 2+ People	65.8%
Family Households	60.3%
Husband-wife Families	44.5%
With Related Children	16.8%
Other Family (No Spouse Present)	15.8%
Other Family with Male Householder	4.4%
With Related Children	3.2%
Other Family with Female Householder	11.4%
With Related Children	8.3%
Nonfamily Households	5.4%
All Households with Children	28.5%
Multigenerational Households	1.6%
Unmarried Partner Households	5.8%
Male-female	5.3%
Same-sex	0.4%

## 2010 Households by Size

Total	955
1 Person Household	34.2%
2 Person Household	35.7%
3 Person Household	11.6%
4 Person Household	10.9%
5 Person Household	5.1%
6 Person Household	0.9%
7 + Person Household	1.5%

## 2010 Households by Tenure and Mortgage Status

Total	955
Owner Occupied	62.0%
Owned with a Mortgage/Loan	43.1%
Owned Free and Clear	18.8%
Renter Occupied	38.0%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	1,392
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

**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. Old and Newcomers (8F)
2. Middleburg (4C)
3. Rural Resort Dwellers (6E)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$1,594,545
Average Spent	\$1,581.89
Spending Potential Index	73
Education: Total \$	\$999,335
Average Spent	\$991.40
Spending Potential Index	68
Entertainment/Recreation: Total \$	\$2,350,911
Average Spent	\$2,332.25
Spending Potential Index	72
Food at Home: Total \$	\$3,739,881
Average Spent	\$3,710.20
Spending Potential Index	74
Food Away from Home: Total \$	\$2,614,849
Average Spent	\$2,594.10
Spending Potential Index	74
Health Care: Total \$	\$4,222,286
Average Spent	\$4,188.78
Spending Potential Index	73
HH Furnishings & Equipment: Total \$	\$1,534,289
Average Spent	\$1,522.11
Spending Potential Index	73
Personal Care Products & Services: Total \$	\$613,872
Average Spent	\$609.00
Spending Potential Index	74
Shelter: Total \$	\$12,274,532
Average Spent	\$12,177.11
Spending Potential Index	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,780,243
Average Spent	\$1,766.11
Spending Potential Index	71
Travel: Total \$	\$1,511,669
Average Spent	\$1,499.67
Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$	\$799,138
Average Spent	\$792.80
Spending Potential Index	74

**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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