



# Community Profile

Nisswa city, MN (2746348)

Geography: Place

Nisswa city, ...

Population Summary	
2000 Total Population	1,864
2010 Total Population	1,971
2018 Total Population	2,021
2018 Group Quarters	0
2023 Total Population	2,063
2018-2023 Annual Rate	0.41%
2018 Total Daytime Population	3,709
Workers	2,771
Residents	938
Household Summary	
2000 Households	784
2000 Average Household Size	2.36
2010 Households	876
2010 Average Household Size	2.25
2018 Households	896
2018 Average Household Size	2.26
2023 Households	915
2023 Average Household Size	2.25
2018-2023 Annual Rate	0.42%
2010 Families	607
2010 Average Family Size	2.69
2018 Families	627
2018 Average Family Size	2.66
2023 Families	638
2023 Average Family Size	2.65
2018-2023 Annual Rate	0.35%
Housing Unit Summary	
2000 Housing Units	1,461
Owner Occupied Housing Units	47.3%
Renter Occupied Housing Units	6.4%
Vacant Housing Units	46.3%
2010 Housing Units	1,474
Owner Occupied Housing Units	49.8%
Renter Occupied Housing Units	9.6%
Vacant Housing Units	40.6%
2018 Housing Units	1,505
Owner Occupied Housing Units	51.3%
Renter Occupied Housing Units	8.3%
Vacant Housing Units	40.5%
2023 Housing Units	1,545
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	7.2%
Vacant Housing Units	40.8%
Median Household Income	
2018	\$68,923
2023	\$80,331
Median Home Value	
2018	\$344,144
2023	\$414,286
Per Capita Income	
2018	\$41,513
2023	\$48,613
Median Age	
2010	50.8
2018	55.0
2023	56.7

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



# Community Profile

Nisswa city, MN (2746348)

Geography: Place

Nisswa city, ...

## 2018 Households by Income

Household Income Base	Count	Percentage
<\$15,000	895	4.5%
\$15,000 - \$24,999		6.0%
\$25,000 - \$34,999		7.6%
\$35,000 - \$49,999		12.2%
\$50,000 - \$74,999		23.9%
\$75,000 - \$99,999		16.3%
\$100,000 - \$149,999		16.6%
\$150,000 - \$199,999		5.6%
\$200,000+		7.3%
Average Household Income		\$94,159

## 2023 Households by Income

Household Income Base	Count	Percentage
<\$15,000	916	3.7%
\$15,000 - \$24,999		4.6%
\$25,000 - \$34,999		6.1%
\$35,000 - \$49,999		10.3%
\$50,000 - \$74,999		20.6%
\$75,000 - \$99,999		17.1%
\$100,000 - \$149,999		22.3%
\$150,000 - \$199,999		6.3%
\$200,000+		9.0%
Average Household Income		\$109,992

## 2018 Owner Occupied Housing Units by Value

Total	Count	Percentage
<\$50,000	772	2.3%
\$50,000 - \$99,999		2.8%
\$100,000 - \$149,999		9.1%
\$150,000 - \$199,999		14.6%
\$200,000 - \$249,999		3.2%
\$250,000 - \$299,999		11.5%
\$300,000 - \$399,999		14.4%
\$400,000 - \$499,999		13.2%
\$500,000 - \$749,999		18.4%
\$750,000 - \$999,999		9.7%
\$1,000,000 - \$1,499,999		0.0%
\$1,500,000 - \$1,999,999		0.1%
\$2,000,000 +		0.5%
Average Home Value		\$402,332

## 2023 Owner Occupied Housing Units by Value

Total	Count	Percentage
<\$50,000	804	1.6%
\$50,000 - \$99,999		1.6%
\$100,000 - \$149,999		5.8%
\$150,000 - \$199,999		10.0%
\$200,000 - \$249,999		2.4%
\$250,000 - \$299,999		10.7%
\$300,000 - \$399,999		15.7%
\$400,000 - \$499,999		15.7%
\$500,000 - \$749,999		22.6%
\$750,000 - \$999,999		12.9%
\$1,000,000 - \$1,499,999		0.1%
\$1,500,000 - \$1,999,999		0.2%
\$2,000,000 +		0.6%
Average Home Value		\$461,007

**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



# Community Profile

Nisswa city, MN (2746348)

Geography: Place

Nisswa city, ...

2010 Population by Age	
Total	1,971
0 - 4	5.1%
5 - 9	4.6%
10 - 14	4.9%
15 - 24	9.2%
25 - 34	7.7%
35 - 44	9.5%
45 - 54	16.3%
55 - 64	18.4%
65 - 74	14.9%
75 - 84	7.7%
85 +	1.8%
18 +	81.8%
2018 Population by Age	
Total	2,021
0 - 4	4.3%
5 - 9	4.1%
10 - 14	4.3%
15 - 24	7.7%
25 - 34	8.0%
35 - 44	8.9%
45 - 54	12.8%
55 - 64	20.2%
65 - 74	19.4%
75 - 84	8.2%
85 +	2.1%
18 +	84.6%
2023 Population by Age	
Total	2,064
0 - 4	4.0%
5 - 9	4.0%
10 - 14	4.3%
15 - 24	7.1%
25 - 34	7.5%
35 - 44	8.8%
45 - 54	11.6%
55 - 64	18.8%
65 - 74	21.3%
75 - 84	10.3%
85 +	2.3%
18 +	84.8%
2010 Population by Sex	
Males	978
Females	993
2018 Population by Sex	
Males	1,043
Females	978
2023 Population by Sex	
Males	1,072
Females	992

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



# Community Profile

Nisswa city, MN (2746348)

Geography: Place

Nisswa city, ...

## 2010 Population by Race/Ethnicity

Total	1,971
White Alone	97.7%
Black Alone	0.4%
American Indian Alone	0.7%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	0.6%
Hispanic Origin	0.5%
Diversity Index	5.5

## 2018 Population by Race/Ethnicity

Total	2,022
White Alone	96.4%
Black Alone	0.5%
American Indian Alone	0.9%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	0.5%
Hispanic Origin	1.3%
Diversity Index	9.3

## 2023 Population by Race/Ethnicity

Total	2,062
White Alone	95.9%
Black Alone	0.7%
American Indian Alone	1.0%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	0.6%
Hispanic Origin	1.6%
Diversity Index	11.0

## 2010 Population by Relationship and Household Type

Total	1,971
In Households	100.0%
In Family Households	84.1%
Householder	30.8%
Spouse	27.4%
Child	23.6%
Other relative	1.0%
Nonrelative	1.2%
In Nonfamily Households	15.9%
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.



# Community Profile

Nisswa city, MN (2746348)

Geography: Place

Nisswa city, ...

## 2018 Population 25+ by Educational Attainment

Total	1,609
Less than 9th Grade	0.4%
9th - 12th Grade, No Diploma	1.3%
High School Graduate	21.6%
GED/Alternative Credential	1.7%
Some College, No Degree	24.3%
Associate Degree	12.6%
Bachelor's Degree	26.2%
Graduate/Professional Degree	11.9%

## 2018 Population 15+ by Marital Status

Total	1,765
Never Married	18.2%
Married	69.7%
Widowed	4.9%
Divorced	7.1%

## 2018 Civilian Population 16+ in Labor Force

Civilian Employed	98.0%
Civilian Unemployed (Unemployment Rate)	2.0%

## 2018 Employed Population 16+ by Industry

Total	1,107
Agriculture/Mining	3.3%
Construction	16.3%
Manufacturing	9.0%
Wholesale Trade	3.4%
Retail Trade	9.1%
Transportation/Utilities	2.7%
Information	2.2%
Finance/Insurance/Real Estate	5.5%
Services	44.7%
Public Administration	3.8%

## 2018 Employed Population 16+ by Occupation

Total	1,109
White Collar	66.1%
Management/Business/Financial	15.0%
Professional	22.2%
Sales	13.3%
Administrative Support	15.6%
Services	12.0%
Blue Collar	21.9%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	12.2%
Installation/Maintenance/Repair	2.2%
Production	5.5%
Transportation/Material Moving	1.4%

## 2010 Population By Urban/ Rural Status

Total Population	1,971
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.

January 03, 2019



# Community Profile

Nisswa city, MN (2746348)

Geography: Place

Nisswa city, ...

## 2010 Households by Type

Total	876
Households with 1 Person	26.0%
Households with 2+ People	74.0%
Family Households	69.3%
Husband-wife Families	61.8%
With Related Children	17.5%
Other Family (No Spouse Present)	7.5%
Other Family with Male Householder	2.4%
With Related Children	1.0%
Other Family with Female Householder	5.1%
With Related Children	3.5%
Nonfamily Households	4.7%
All Households with Children	22.1%
Multigenerational Households	1.5%
Unmarried Partner Households	4.7%
Male-female	4.5%
Same-sex	0.2%

## 2010 Households by Size

Total	876
1 Person Household	26.0%
2 Person Household	46.5%
3 Person Household	11.4%
4 Person Household	10.7%
5 Person Household	3.8%
6 Person Household	1.3%
7 + Person Household	0.3%

## 2010 Households by Tenure and Mortgage Status

Total	876
Owner Occupied	83.8%
Owned with a Mortgage/Loan	55.1%
Owned Free and Clear	28.7%
Renter Occupied	16.2%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	1,474
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.



# Community Profile

Nisswa city, MN (2746348)

Geography: Place

Nisswa city, ...

## Top 3 Tapestry Segments

1. Rural Resort Dwellers (6E)
2. Top Tier (1A)
3. Professional Pride (1B)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$2,015,599
Average Spent	\$2,249.55
Spending Potential Index	103
Education: Total \$	\$982,785
Average Spent	\$1,096.86
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$3,748,065
Average Spent	\$4,183.11
Spending Potential Index	130
Food at Home: Total \$	\$5,844,824
Average Spent	\$6,523.24
Spending Potential Index	130
Food Away from Home: Total \$	\$3,433,040
Average Spent	\$3,831.52
Spending Potential Index	109
Health Care: Total \$	\$7,468,288
Average Spent	\$8,335.14
Spending Potential Index	146
HH Furnishings & Equipment: Total \$	\$2,185,007
Average Spent	\$2,438.62
Spending Potential Index	117
Personal Care Products & Services: Total \$	\$803,928
Average Spent	\$897.24
Spending Potential Index	108
Shelter: Total \$	\$14,855,078
Average Spent	\$16,579.33
Spending Potential Index	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,662,943
Average Spent	\$2,972.03
Spending Potential Index	120
Travel: Total \$	\$2,011,043
Average Spent	\$2,244.47
Spending Potential Index	104
Vehicle Maintenance & Repairs: Total \$	\$1,225,423
Average Spent	\$1,367.66
Spending Potential Index	127

**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.