



Population Summary	
2000 Total Population	55,099
2010 Total Population	62,500
2019 Total Population	67,929
2019 Group Quarters	736
2024 Total Population	70,767
2019-2024 Annual Rate	0.82%
2019 Total Daytime Population	69,909
Workers	35,869
Residents	34,040
Household Summary	
2000 Households	22,250
2000 Average Household Size	2.43
2010 Households	26,033
2010 Average Household Size	2.37
2019 Households	28,238
2019 Average Household Size	2.38
2024 Households	29,399
2024 Average Household Size	2.38
2019-2024 Annual Rate	0.81%
2010 Families	17,211
2010 Average Family Size	2.87
2019 Families	18,483
2019 Average Family Size	2.88
2024 Families	19,176
2024 Average Family Size	2.89
2019-2024 Annual Rate	0.74%
Housing Unit Summary	
2000 Housing Units	33,483
Owner Occupied Housing Units	53.0%
Renter Occupied Housing Units	13.5%
Vacant Housing Units	33.5%
2010 Housing Units	40,180
Owner Occupied Housing Units	49.4%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	35.2%
2019 Housing Units	43,099
Owner Occupied Housing Units	50.1%
Renter Occupied Housing Units	15.5%
Vacant Housing Units	34.5%
2024 Housing Units	44,774
Owner Occupied Housing Units	50.2%
Renter Occupied Housing Units	15.5%
Vacant Housing Units	34.3%
Median Household Income	
2019	\$54,418
2024	\$59,843
Median Home Value	
2019	\$215,559
2024	\$254,281
Per Capita Income	
2019	\$30,480
2024	\$34,432
Median Age	
2010	42.3
2019	44.3
2024	45.0

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



2019 Households by Income	
Household Income Base	28,238
<\$15,000	10.0%
\$15,000 - \$24,999	10.6%
\$25,000 - \$34,999	10.2%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	13.9%
\$150,000 - \$199,999	4.2%
\$200,000+	4.0%
Average Household Income	\$73,276
2024 Households by Income	
Household Income Base	29,399
<\$15,000	9.1%
\$15,000 - \$24,999	9.5%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	6.0%
\$200,000+	4.5%
Average Household Income	\$82,836
2019 Owner Occupied Housing Units by Value	
Total	21,575
<\$50,000	3.7%
\$50,000 - \$99,999	10.7%
\$100,000 - \$149,999	14.7%
\$150,000 - \$199,999	17.0%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	10.5%
\$300,000 - \$399,999	12.8%
\$400,000 - \$499,999	7.9%
\$500,000 - \$749,999	6.7%
\$750,000 - \$999,999	1.8%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.4%
Average Home Value	\$276,614
2024 Owner Occupied Housing Units by Value	
Total	22,462
<\$50,000	3.0%
\$50,000 - \$99,999	8.7%
\$100,000 - \$149,999	11.8%
\$150,000 - \$199,999	13.9%
\$200,000 - \$249,999	11.6%
\$250,000 - \$299,999	11.2%
\$300,000 - \$399,999	15.4%
\$400,000 - \$499,999	10.9%
\$500,000 - \$749,999	9.0%
\$750,000 - \$999,999	2.4%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.5%
Average Home Value	\$316,548

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age		
Total		62,500
0 - 4		6.4%
5 - 9		6.5%
10 - 14		6.2%
15 - 24		11.4%
25 - 34		11.4%
35 - 44		11.2%
45 - 54		14.7%
55 - 64		13.7%
65 - 74		10.2%
75 - 84		5.9%
85 +		2.4%
18 +		77.0%
2019 Population by Age		
Total		67,929
0 - 4		5.8%
5 - 9		6.0%
10 - 14		6.1%
15 - 24		10.4%
25 - 34		11.3%
35 - 44		11.1%
45 - 54		11.9%
55 - 64		15.0%
65 - 74		12.9%
75 - 84		6.6%
85 +		2.7%
18 +		78.8%
2024 Population by Age		
Total		70,767
0 - 4		5.7%
5 - 9		5.9%
10 - 14		6.1%
15 - 24		10.2%
25 - 34		10.6%
35 - 44		11.5%
45 - 54		11.4%
55 - 64		13.7%
65 - 74		14.2%
75 - 84		7.9%
85 +		2.7%
18 +		78.8%
2010 Population by Sex		
Males		31,133
Females		31,367
2019 Population by Sex		
Males		33,934
Females		33,995
2024 Population by Sex		
Males		35,428
Females		35,339

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity	
Total	62,500
White Alone	96.6%
Black Alone	0.5%
American Indian Alone	0.8%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.5%
Hispanic Origin	1.0%
Diversity Index	8.6
2019 Population by Race/Ethnicity	
Total	67,929
White Alone	95.4%
Black Alone	0.8%
American Indian Alone	1.0%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.9%
Hispanic Origin	1.7%
Diversity Index	12.1
2024 Population by Race/Ethnicity	
Total	70,767
White Alone	94.6%
Black Alone	1.0%
American Indian Alone	1.1%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.2%
Hispanic Origin	2.1%
Diversity Index	14.2
2010 Population by Relationship and Household Type	
Total	62,500
In Households	98.8%
In Family Households	81.5%
Householder	27.5%
Spouse	22.0%
Child	27.8%
Other relative	1.7%
Nonrelative	2.4%
In Nonfamily Households	17.3%
In Group Quarters	1.2%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.4%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



2019 Population 25+ by Educational Attainment	
Total	48,700
Less than 9th Grade	1.6%
9th - 12th Grade, No Diploma	4.5%
High School Graduate	25.4%
GED/Alternative Credential	4.2%
Some College, No Degree	24.3%
Associate Degree	13.5%
Bachelor's Degree	16.7%
Graduate/Professional Degree	9.8%
2019 Population 15+ by Marital Status	
Total	55,791
Never Married	25.4%
Married	56.4%
Widowed	6.0%
Divorced	12.3%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	98.1%
Civilian Unemployed (Unemployment Rate)	1.9%
2019 Employed Population 16+ by Industry	
Total	34,250
Agriculture/Mining	1.2%
Construction	8.7%
Manufacturing	10.3%
Wholesale Trade	2.2%
Retail Trade	13.9%
Transportation/Utilities	4.4%
Information	2.0%
Finance/Insurance/Real Estate	5.9%
Services	46.6%
Public Administration	4.8%
2019 Employed Population 16+ by Occupation	
Total	34,250
White Collar	56.8%
Management/Business/Financial	13.0%
Professional	19.6%
Sales	11.1%
Administrative Support	13.1%
Services	20.9%
Blue Collar	22.3%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	3.2%
Production	7.3%
Transportation/Material Moving	5.6%
2010 Population By Urban/ Rural Status	
Total Population	62,500
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	37.3%
Rural Population	62.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



2010 Households by Type	
Total	26,033
Households with 1 Person	27.6%
Households with 2+ People	72.4%
Family Households	66.1%
Husband-wife Families	52.8%
With Related Children	18.9%
Other Family (No Spouse Present)	13.3%
Other Family with Male Householder	4.6%
With Related Children	3.1%
Other Family with Female Householder	8.8%
With Related Children	6.1%
Nonfamily Households	6.2%
All Households with Children	28.6%
Multigenerational Households	1.8%
Unmarried Partner Households	7.6%
Male-female	7.1%
Same-sex	0.5%
2010 Households by Size	
Total	26,033
1 Person Household	27.6%
2 Person Household	39.6%
3 Person Household	13.2%
4 Person Household	11.5%
5 Person Household	5.2%
6 Person Household	2.1%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	26,033
Owner Occupied	76.2%
Owned with a Mortgage/Loan	50.8%
Owned Free and Clear	25.4%
Renter Occupied	23.8%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	40,180
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	27.1%
Rural Housing Units	72.9%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Crow Wing Cou...

Top 3 Tapestry Segments

1.	Rural Resort Dwellers (6E)
2.	Middleburg (4C)
3.	Green Acres (6A)

2019 Consumer Spending

Apparel & Services: Total \$	\$49,185,390
Average Spent	\$1,741.82
Spending Potential Index	81
Education: Total \$	\$33,110,894
Average Spent	\$1,172.57
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$82,693,821
Average Spent	\$2,928.46
Spending Potential Index	90
Food at Home: Total \$	\$129,678,985
Average Spent	\$4,592.36
Spending Potential Index	89
Food Away from Home: Total \$	\$86,389,229
Average Spent	\$3,059.33
Spending Potential Index	83
Health Care: Total \$	\$157,769,853
Average Spent	\$5,587.15
Spending Potential Index	94
HH Furnishings & Equipment: Total \$	\$51,181,031
Average Spent	\$1,812.49
Spending Potential Index	85
Personal Care Products & Services: Total \$	\$20,597,331
Average Spent	\$729.42
Spending Potential Index	82
Shelter: Total \$	\$421,727,269
Average Spent	\$14,934.74
Spending Potential Index	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$61,079,326
Average Spent	\$2,163.02
Spending Potential Index	87
Travel: Total \$	\$52,031,867
Average Spent	\$1,842.62
Spending Potential Index	82
Vehicle Maintenance & Repairs: Total \$	\$29,145,216
Average Spent	\$1,032.13
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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.