



Population Summary	
2000 Total Population	1,528
2010 Total Population	2,162
2019 Total Population	2,452
2019 Group Quarters	3
2024 Total Population	2,588
2019-2024 Annual Rate	1.09%
2019 Total Daytime Population	2,661
Workers	1,543
Residents	1,118
Household Summary	
2000 Households	714
2000 Average Household Size	2.13
2010 Households	955
2010 Average Household Size	2.26
2019 Households	1,069
2019 Average Household Size	2.29
2024 Households	1,127
2024 Average Household Size	2.29
2019-2024 Annual Rate	1.06%
2010 Families	576
2010 Average Family Size	2.89
2019 Families	664
2019 Average Family Size	2.87
2024 Families	697
2024 Average Family Size	2.87
2019-2024 Annual Rate	0.97%
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%
2019 Housing Units	1,526
Owner Occupied Housing Units	45.0%
Renter Occupied Housing Units	25.1%
Vacant Housing Units	29.9%
2024 Housing Units	1,602
Owner Occupied Housing Units	44.2%
Renter Occupied Housing Units	26.1%
Vacant Housing Units	29.7%
Median Household Income	
2019	\$46,672
2024	\$49,940
Median Home Value	
2019	\$179,118
2024	\$202,193
Per Capita Income	
2019	\$25,937
2024	\$28,718
Median Age	
2010	40.6
2019	39.1
2024	38.9

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



2019 Households by Income

Household Income Base	1,069
<\$15,000	12.2%
\$15,000 - \$24,999	14.0%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	10.4%
\$150,000 - \$199,999	3.1%
\$200,000+	2.0%
Average Household Income	\$60,748

2024 Households by Income

Household Income Base	1,127
<\$15,000	11.5%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	10.3%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	4.2%
\$200,000+	2.3%
Average Household Income	\$67,359

2019 Owner Occupied Housing Units by Value

Total	686
<\$50,000	2.8%
\$50,000 - \$99,999	7.6%
\$100,000 - \$149,999	25.2%
\$150,000 - \$199,999	24.8%
\$200,000 - \$249,999	8.7%
\$250,000 - \$299,999	7.4%
\$300,000 - \$399,999	10.3%
\$400,000 - \$499,999	6.1%
\$500,000 - \$749,999	5.0%
\$750,000 - \$999,999	2.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$234,001

2024 Owner Occupied Housing Units by Value

Total	707
<\$50,000	2.3%
\$50,000 - \$99,999	5.9%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	21.1%
\$200,000 - \$249,999	8.1%
\$250,000 - \$299,999	8.3%
\$300,000 - \$399,999	13.7%
\$400,000 - \$499,999	9.2%
\$500,000 - \$749,999	7.9%
\$750,000 - \$999,999	3.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$274,576

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.



Pequot Lakes ...

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%

2019 Population by Age

Total	2,451
0 - 4	7.1%
5 - 9	6.6%
10 - 14	6.2%
15 - 24	13.5%
25 - 34	12.0%
35 - 44	11.0%
45 - 54	12.3%
55 - 64	12.1%
65 - 74	10.7%
75 - 84	6.4%
85 +	2.2%
18 +	76.5%

2024 Population by Age

Total	2,586
0 - 4	7.2%
5 - 9	6.6%
10 - 14	6.4%
15 - 24	12.7%
25 - 34	12.8%
35 - 44	11.2%
45 - 54	10.4%
55 - 64	12.0%
65 - 74	10.6%
75 - 84	7.8%
85 +	2.3%
18 +	76.3%

2010 Population by Sex

Males	1,032
Females	1,130

2019 Population by Sex

Males	1,189
Females	1,262

2024 Population by Sex

Males	1,262
Females	1,324

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	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

2019 Population by Race/Ethnicity

Total	2,451
White Alone	96.9%
Black Alone	0.4%
American Indian Alone	0.8%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	0.7%
Hispanic Origin	0.9%
Diversity Index	7.8

2024 Population by Race/Ethnicity

Total	2,587
White Alone	96.3%
Black Alone	0.5%
American Indian Alone	0.9%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	0.9%
Hispanic Origin	1.2%
Diversity Index	9.4

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



2019 Population 25+ by Educational Attainment	
Total	1,635
Less than 9th Grade	1.0%
9th - 12th Grade, No Diploma	3.1%
High School Graduate	27.5%
GED/Alternative Credential	3.3%
Some College, No Degree	26.0%
Associate Degree	10.6%
Bachelor's Degree	18.8%
Graduate/Professional Degree	9.8%
2019 Population 15+ by Marital Status	
Total	1,964
Never Married	30.1%
Married	51.7%
Widowed	5.5%
Divorced	12.7%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	98.1%
Civilian Unemployed (Unemployment Rate)	1.9%
2019 Employed Population 16+ by Industry	
Total	1,350
Agriculture/Mining	1.8%
Construction	10.1%
Manufacturing	10.1%
Wholesale Trade	0.8%
Retail Trade	17.0%
Transportation/Utilities	2.2%
Information	3.3%
Finance/Insurance/Real Estate	4.8%
Services	47.2%
Public Administration	2.7%
2019 Employed Population 16+ by Occupation	
Total	1,348
White Collar	51.3%
Management/Business/Financial	8.3%
Professional	16.0%
Sales	14.8%
Administrative Support	12.1%
Services	26.0%
Blue Collar	22.8%
Farming/Forestry/Fishing	2.6%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	2.4%
Production	5.3%
Transportation/Material Moving	6.0%
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 2019 and 2024 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 2019 and 2024 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)

2019 Consumer Spending

Apparel & Services: Total \$	\$1,617,264
Average Spent	\$1,512.88
Spending Potential Index	71
Education: Total \$	\$1,086,723
Average Spent	\$1,016.58
Spending Potential Index	64
Entertainment/Recreation: Total \$	\$2,453,407
Average Spent	\$2,295.05
Spending Potential Index	70
Food at Home: Total \$	\$3,973,300
Average Spent	\$3,716.84
Spending Potential Index	72
Food Away from Home: Total \$	\$2,807,121
Average Spent	\$2,625.93
Spending Potential Index	71
Health Care: Total \$	\$4,585,707
Average Spent	\$4,289.72
Spending Potential Index	72
HH Furnishings & Equipment: Total \$	\$1,626,636
Average Spent	\$1,521.64
Spending Potential Index	71
Personal Care Products & Services: Total \$	\$687,744
Average Spent	\$643.35
Spending Potential Index	73
Shelter: Total \$	\$13,753,187
Average Spent	\$12,865.47
Spending Potential Index	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,937,904
Average Spent	\$1,812.82
Spending Potential Index	73
Travel: Total \$	\$1,630,476
Average Spent	\$1,525.23
Spending Potential Index	68
Vehicle Maintenance & Repairs: Total \$	\$934,066
Average Spent	\$873.78
Spending Potential Index	76

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.