	Brainerd city...
Population Summary	
2000 Total Population	13,287
2010 Total Population	13,554
2020 Total Population	14,173
2020 Group Quarters	511
2025 Total Population	14,496
2020-2025 Annual Rate	0.45%
2020 Total Daytime Population	16,219
Workers	8,070
Residents	8,149
Household Summary	
2000 Households	5,611
2000 Average Household Size	2.26
2010 Households	5,833
2010 Average Household Size	2.23
2020 Households	6,112
2020 Average Household Size	2.24
2025 Households	6,257
2025 Average Household Size	2.24
2020-2025 Annual Rate	0.47%
2010 Families	3,060
2010 Average Family Size	2.92
2020 Families	3,285
2020 Average Family Size	2.89
2025 Families	3,341
2025 Average Family Size	2.89
2020-2025 Annual Rate	0.34%
Housing Unit Summary	
2000 Housing Units	5,825
Owner Occupied Housing Units	54.8%
Renter Occupied Housing Units	41.6%
Vacant Housing Units	3.7%
2010 Housing Units	6,371
Owner Occupied Housing Units	47.0%
Renter Occupied Housing Units	44.5%
Vacant Housing Units	8.4%
2020 Housing Units	6,698
Owner Occupied Housing Units	49.4%
Renter Occupied Housing Units	41.9%
Vacant Housing Units	8.7%
2025 Housing Units	6,868
Owner Occupied Housing Units	49.7%
Renter Occupied Housing Units	41.5%
Vacant Housing Units	8.9%
Median Household Income	
2020	$36,496
2025	$37,058
Median Home Value	
2020	$133,029
2025	$146,868
Per Capita Income	
2020	$22,202
2025	$23,341
Median Age	
2010	32.3
2020	35.6
2025	36.9

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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	Brainerd city...
2020 Households by Income	
Household Income Base	6,112
<$15,000	15.5%
$15,000 - $24,999	19.1%
$25,000 - $34,999	13.6%
$35,000 - $49,999	13.7%
$50,000 - $74,999	17.7%
$75,000 - $99,999	8.5%
$100,000 - $149,999	8.1%
$150,000 - $199,999	2.4%
$200,000+	1.5%
Average Household Income	$52,221
2025 Households by Income	
Household Income Base	6,256
<$15,000	14.5%
$15,000 - $24,999	19.1%
$25,000 - $34,999	13.8%
$35,000 - $49,999	14.0%
$50,000 - $74,999	17.6%
$75,000 - $99,999	8.2%
$100,000 - $149,999	8.9%
$150,000 - $199,999	2.4%
$200,000+	1.4%
Average Household Income	$54,885
2020 Owner Occupied Housing Units by Value	
Total	3,309
<$50,000	7.2%
$50,000 - $99,999	23.7%
$100,000 - $149,999	29.0%
$150,000 - $199,999	15.2%
$200,000 - $249,999	10.1%
$250,000 - $299,999	3.9%
$300,000 - $399,999	5.5%
$400,000 - $499,999	4.6%
$500,000 - $749,999	0.8%
$750,000 - $999,999	0.0%
$1,000,000 - $1,499,999	0.0%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.2%
Average Home Value	$164,408
2025 Owner Occupied Housing Units by Value	
Total	3,409
<$50,000	6.5%
$50,000 - $99,999	18.3%
$100,000 - $149,999	26.9%
$150,000 - $199,999	17.3%
$200,000 - $249,999	11.9%
$250,000 - $299,999	4.9%
$300,000 - $399,999	7.3%
$400,000 - $499,999	5.7%
$500,000 - $749,999	1.0%
$750,000 - $999,999	0.0%
$1,000,000 - $1,499,999	0.0%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.2%
Average Home Value	$181,703

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	Brainerd city...
2010 Population by Age	
Total	13,554
0 - 4	8.7%
5 - 9	7.0%
10 - 14	5.6%
15 - 24	15.8%
25 - 34	16.8%
35 - 44	10.6%
45 - 54	11.1%
55 - 64	9.3%
65 - 74	5.7%
75 - 84	5.3%
85 +	4.1%
18 +	75.5%
2020 Population by Age	
Total	14,172
0 - 4	7.6%
5 - 9	7.0%
10 - 14	6.2%
15 - 24	12.7%
25 - 34	15.6%
35 - 44	12.6%
45 - 54	10.3%
55 - 64	10.6%
65 - 74	8.4%
75 - 84	5.3%
85 +	3.7%
18 +	76.2%
2025 Population by Age	
Total	14,498
0 - 4	7.5%
5 - 9	6.9%
10 - 14	6.4%
15 - 24	13.0%
25 - 34	13.9%
35 - 44	12.9%
45 - 54	10.6%
55 - 64	9.8%
65 - 74	9.2%
75 - 84	6.3%
85 +	3.5%
18 +	76.1%
2010 Population by Sex	
Males	6,443
Females	7,111
2020 Population by Sex	
Males	6,834
Females	7,338
2025 Population by Sex	
Males	6,999
Females	7,499

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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	Brainerd city...
2010 Population by Race/Ethnicity	
Total	13,554
White Alone	93.5%
Black Alone	1.2%
American Indian Alone	1.6%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	3.0%
Hispanic Origin	1.8%
Diversity Index	15.8
2020 Population by Race/Ethnicity	
Total	14,173
White Alone	91.8%
Black Alone	2.0%
American Indian Alone	1.7%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	3.4%
Hispanic Origin	2.5%
Diversity Index	19.8
2025 Population by Race/Ethnicity	
Total	14,496
White Alone	90.5%
Black Alone	2.6%
American Indian Alone	1.8%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	3.9%
Hispanic Origin	3.0%
Diversity Index	22.8
2010 Population by Relationship and Household Type	
Total	13,554
In Households	95.8%
In Family Households	69.8%
Householder	22.6%
Spouse	13.6%
Child	28.0%
Other relative	1.8%
Nonrelative	3.8%
In Nonfamily Households	26.0%
In Group Quarters	4.2%
Institutionalized Population	2.8%
Noninstitutionalized Population	1.4%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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	Brainerd city...
2020 Population 25+ by Educational Attainment	
Total	9,416
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	7.7%
High School Graduate	23.9%
GED/Alternative Credential	6.5%
Some College, No Degree	28.7%
Associate Degree	13.6%
Bachelor's Degree	11.1%
Graduate/Professional Degree	7.2%
2020 Population 15+ by Marital Status	
Total	11,221
Never Married	39.5%
Married	35.5%
Widowed	6.7%
Divorced	18.3%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	7,057
Population 16+ Employed	84.8%
Population 16+ Unemployment rate	15.2%
Population 16-24 Employed	16.5%
Population 16-24 Unemployment rate	20.5%
Population 25-54 Employed	63.0%
Population 25-54 Unemployment rate	14.5%
Population 55-64 Employed	13.9%
Population 55-64 Unemployment rate	12.8%
Population 65+ Employed	6.6%
Population 65+ Unemployment rate	12.7%
2020 Employed Population 16+ by Industry	
Total	5,984
Agriculture/Mining	0.6%
Construction	7.3%
Manufacturing	12.5%
Wholesale Trade	3.0%
Retail Trade	15.1%
Transportation/Utilities	4.1%
Information	1.6%
Finance/Insurance/Real Estate	5.3%
Services	46.4%
Public Administration	4.1%
2020 Employed Population 16+ by Occupation	
Total	5,985
White Collar	53.1%
Management/Business/Financial	14.2%
Professional	15.8%
Sales	10.5%
Administrative Support	12.6%
Services	23.2%
Blue Collar	23.7%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	1.9%
Production	9.6%
Transportation/Material Moving	7.5%

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	Brainerd city...
2010 Households by Type	
Total	5,833
Households with 1 Person	37.8%
Households with 2+ People	62.2%
Family Households	52.5%
Husband-wife Families	31.6%
With Related Children	13.6%
Other Family (No Spouse Present)	20.8%
Other Family with Male Householder	5.2%
With Related Children	4.0%
Other Family with Female Householder	15.7%
With Related Children	11.9%
Nonfamily Households	9.7%
All Households with Children	30.3%
Multigenerational Households	1.7%
Unmarried Partner Households	10.3%
Male-female	9.8%
Same-sex	0.5%
2010 Households by Size	
Total	5,833
1 Person Household	37.8%
2 Person Household	30.6%
3 Person Household	13.7%
4 Person Household	10.5%
5 Person Household	4.7%
6 Person Household	2.0%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	5,833
Owner Occupied	51.4%
Owned with a Mortgage/Loan	35.1%
Owned Free and Clear	16.3%
Renter Occupied	48.6%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	160
Percent of Income for Mortgage	15.2%
Wealth Index	41
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,371
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	94.8%
Rural Housing Units	5.2%
2010 Population By Urban/ Rural Status	
Total Population	13,554
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	94.6%
Rural Population	5.4%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Brainerd city, MN (2707300)
Geography: Place

	Brainerd city...
Top 3 Tapestry Segments	
1.	Set to Impress (11D)
2.	Old and Newcomers (8F)
3.	Traditional Living (12B)
2020 Consumer Spending	
Apparel & Services: Total $	$7,881,631
Average Spent	$1,289.53
Spending Potential Index	60
Education: Total $	$5,934,742
Average Spent	$971.00
Spending Potential Index	54
Entertainment/Recreation: Total $	$11,955,535
Average Spent	$1,956.08
Spending Potential Index	60
Food at Home: Total $	$20,113,379
Average Spent	$3,290.80
Spending Potential Index	62
Food Away from Home: Total $	$13,779,540
Average Spent	$2,254.51
Spending Potential Index	60
Health Care: Total $	$21,583,742
Average Spent	$3,531.37
Spending Potential Index	61
HH Furnishings & Equipment: Total $	$7,920,571
Average Spent	$1,295.90
Spending Potential Index	59
Personal Care Products & Services: Total $	$3,390,758
Average Spent	$554.77
Spending Potential Index	60
Shelter: Total $	$68,745,458
Average Spent	$11,247.62
Spending Potential Index	58
Support Payments/Cash Contributions/Gifts in Kind: Total $	$8,497,193
Average Spent	$1,390.25
Spending Potential Index	59
Travel: Total $	$8,064,871
Average Spent	$1,319.51
Spending Potential Index	55
Vehicle Maintenance & Repairs: Total $	$4,582,631
Average Spent	$749.78
Spending Potential Index	65

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