



# Community Profile

Crow Wing County, MN (27035)

Geography: County

Crow Wing Cou...

Population Summary	
2000 Total Population	55,099
2010 Total Population	62,500
2020 Total Population	68,324
2020 Group Quarters	736
2025 Total Population	71,073
2020-2025 Annual Rate	0.79%
2020 Total Daytime Population	69,608
Workers	30,585
Residents	39,023
Household Summary	
2000 Households	22,250
2000 Average Household Size	2.43
2010 Households	26,033
2010 Average Household Size	2.37
2020 Households	28,487
2020 Average Household Size	2.37
2025 Households	29,643
2025 Average Household Size	2.37
2020-2025 Annual Rate	0.80%
2010 Families	17,211
2010 Average Family Size	2.87
2020 Families	18,588
2020 Average Family Size	2.87
2025 Families	19,264
2025 Average Family Size	2.88
2020-2025 Annual Rate	0.72%
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%
2020 Housing Units	43,964
Owner Occupied Housing Units	49.4%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	35.2%
2025 Housing Units	45,790
Owner Occupied Housing Units	49.6%
Renter Occupied Housing Units	15.1%
Vacant Housing Units	35.3%
Median Household Income	
2020	\$53,081
2025	\$54,988
Median Home Value	
2020	\$208,734
2025	\$233,625
Per Capita Income	
2020	\$29,468
2025	\$31,756
Median Age	
2010	42.3
2020	44.2
2025	45.1

**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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## 2020 Households by Income

Household Income Base	28,487
<\$15,000	9.7%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	14.2%
\$150,000 - \$199,999	4.3%
\$200,000+	3.1%
Average Household Income	\$70,614

## 2025 Households by Income

Household Income Base	29,643
<\$15,000	8.9%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	4.9%
\$200,000+	3.3%
Average Household Income	\$76,079

## 2020 Owner Occupied Housing Units by Value

Total	21,699
<\$50,000	4.3%
\$50,000 - \$99,999	9.8%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	18.4%
\$200,000 - \$249,999	13.3%
\$250,000 - \$299,999	10.8%
\$300,000 - \$399,999	13.0%
\$400,000 - \$499,999	6.8%
\$500,000 - \$749,999	5.7%
\$750,000 - \$999,999	1.4%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.4%
Average Home Value	\$265,421

## 2025 Owner Occupied Housing Units by Value

Total	22,711
<\$50,000	2.9%
\$50,000 - \$99,999	6.3%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	18.8%
\$200,000 - \$249,999	14.7%
\$250,000 - \$299,999	12.7%
\$300,000 - \$399,999	16.0%
\$400,000 - \$499,999	7.7%
\$500,000 - \$749,999	6.1%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.4%
Average Home Value	\$283,444

**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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# Community Profile

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## 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%

## 2020 Population by Age

Total	68,324
0 - 4	5.8%
5 - 9	6.0%
10 - 14	6.0%
15 - 24	10.4%
25 - 34	11.3%
35 - 44	11.3%
45 - 54	11.8%
55 - 64	15.0%
65 - 74	12.8%
75 - 84	6.8%
85 +	2.7%
18 +	78.9%

## 2025 Population by Age

Total	71,073
0 - 4	5.7%
5 - 9	5.9%
10 - 14	6.1%
15 - 24	10.1%
25 - 34	10.6%
35 - 44	11.5%
45 - 54	11.4%
55 - 64	13.7%
65 - 74	14.1%
75 - 84	8.2%
85 +	2.8%
18 +	78.9%

## 2010 Population by Sex

Males	31,133
Females	31,367

## 2020 Population by Sex

Males	34,112
Females	34,212

## 2025 Population by Sex

Males	35,566
Females	35,507

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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# Community Profile

Crow Wing County, MN (27035)  
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## 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

## 2020 Population by Race/Ethnicity

Total	68,324
White Alone	95.4%
Black Alone	0.9%
American Indian Alone	1.0%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.8%
Hispanic Origin	1.6%
Diversity Index	11.9

## 2025 Population by Race/Ethnicity

Total	71,073
White Alone	94.6%
Black Alone	1.2%
American Indian Alone	1.0%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.1%
Hispanic Origin	2.0%
Diversity Index	13.9

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



# Community Profile

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## 2020 Population 25+ by Educational Attainment

Total	49,030
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	25.0%
GED/Alternative Credential	4.0%
Some College, No Degree	25.2%
Associate Degree	14.0%
Bachelor's Degree	16.9%
Graduate/Professional Degree	9.1%

## 2020 Population 15+ by Marital Status

Total	56,145
Never Married	25.9%
Married	55.9%
Widowed	6.0%
Divorced	12.2%

## 2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	34,090
Population 16+ Employed	86.2%
Population 16+ Unemployment rate	13.8%
Population 16-24 Employed	12.6%
Population 16-24 Unemployment rate	20.2%
Population 25-54 Employed	60.5%
Population 25-54 Unemployment rate	13.2%
Population 55-64 Employed	18.9%
Population 55-64 Unemployment rate	12.3%
Population 65+ Employed	7.9%
Population 65+ Unemployment rate	11.6%

## 2020 Employed Population 16+ by Industry

Total	29,371
Agriculture/Mining	1.5%
Construction	8.7%
Manufacturing	11.2%
Wholesale Trade	2.3%
Retail Trade	13.0%
Transportation/Utilities	4.5%
Information	1.8%
Finance/Insurance/Real Estate	6.5%
Services	46.2%
Public Administration	4.4%

## 2020 Employed Population 16+ by Occupation

Total	29,371
White Collar	58.7%
Management/Business/Financial	13.9%
Professional	21.1%
Sales	10.3%
Administrative Support	13.3%
Services	18.6%
Blue Collar	22.8%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	3.0%
Production	7.4%
Transportation/Material Moving	5.6%

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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## 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%

## 2010 Households by Size

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%

## 2020 Affordability, Mortgage and Wealth

Housing Affordability Index	144
Percent of Income for Mortgage	16.4%
Wealth Index	77

## 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%

## 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%

**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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## Crow Wing Cou...

### Top 3 Tapestry Segments

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

### 2020 Consumer Spending

Apparel & Services: Total \$	\$46,876,801
Average Spent	\$1,645.55
Spending Potential Index	77
Education: Total \$	\$34,873,168
Average Spent	\$1,224.18
Spending Potential Index	68
Entertainment/Recreation: Total \$	\$77,928,504
Average Spent	\$2,735.58
Spending Potential Index	84
Food at Home: Total \$	\$126,061,425
Average Spent	\$4,425.23
Spending Potential Index	83
Food Away from Home: Total \$	\$83,497,344
Average Spent	\$2,931.07
Spending Potential Index	78
Health Care: Total \$	\$143,972,049
Average Spent	\$5,053.96
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$49,570,214
Average Spent	\$1,740.10
Spending Potential Index	80
Personal Care Products & Services: Total \$	\$20,402,023
Average Spent	\$716.19
Spending Potential Index	78
Shelter: Total \$	\$413,910,985
Average Spent	\$14,529.82
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$61,018,910
Average Spent	\$2,141.99
Spending Potential Index	91
Travel: Total \$	\$53,731,804
Average Spent	\$1,886.19
Spending Potential Index	78
Vehicle Maintenance & Repairs: Total \$	\$28,798,393
Average Spent	\$1,010.93
Spending Potential Index	87

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**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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