



# Community Profile

Deerwood city, MN (2715346)

Geography: Place

Deerwood city...

Population Summary	
2000 Total Population	530
2010 Total Population	532
2020 Total Population	575
2020 Group Quarters	0
2025 Total Population	599
2020-2025 Annual Rate	0.82%
2020 Total Daytime Population	705
Workers	358
Residents	347
Household Summary	
2000 Households	218
2000 Average Household Size	2.43
2010 Households	226
2010 Average Household Size	2.35
2020 Households	245
2020 Average Household Size	2.35
2025 Households	255
2025 Average Household Size	2.35
2020-2025 Annual Rate	0.80%
2010 Families	144
2010 Average Family Size	2.95
2020 Families	176
2020 Average Family Size	2.76
2025 Families	183
2025 Average Family Size	2.75
2020-2025 Annual Rate	0.78%
Housing Unit Summary	
2000 Housing Units	279
Owner Occupied Housing Units	64.2%
Renter Occupied Housing Units	14.0%
Vacant Housing Units	21.9%
2010 Housing Units	319
Owner Occupied Housing Units	44.8%
Renter Occupied Housing Units	26.0%
Vacant Housing Units	29.2%
2020 Housing Units	345
Owner Occupied Housing Units	57.7%
Renter Occupied Housing Units	13.3%
Vacant Housing Units	29.0%
2025 Housing Units	359
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	13.1%
Vacant Housing Units	29.0%
Median Household Income	
2020	\$56,564
2025	\$59,053
Median Home Value	
2020	\$235,714
2025	\$278,750
Per Capita Income	
2020	\$29,955
2025	\$32,344
Median Age	
2010	39.6
2020	49.4
2025	50.1

**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	
<\$15,000	10.6%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	11.4%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	15.4%
\$150,000 - \$199,999	7.3%
\$200,000+	2.0%
Average Household Income	\$71,263

## 2025 Households by Income

Household Income Base	
<\$15,000	9.8%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	11.3%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	17.2%
\$150,000 - \$199,999	8.2%
\$200,000+	2.0%
Average Household Income	\$77,084

## 2020 Owner Occupied Housing Units by Value

Total	
<\$50,000	5.6%
\$50,000 - \$99,999	9.1%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	14.1%
\$200,000 - \$249,999	14.1%
\$250,000 - \$299,999	8.1%
\$300,000 - \$399,999	18.2%
\$400,000 - \$499,999	11.6%
\$500,000 - \$749,999	7.6%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$268,561

## 2025 Owner Occupied Housing Units by Value

Total	
<\$50,000	2.9%
\$50,000 - \$99,999	4.3%
\$100,000 - \$149,999	7.2%
\$150,000 - \$199,999	14.0%
\$200,000 - \$249,999	15.9%
\$250,000 - \$299,999	9.7%
\$300,000 - \$399,999	24.2%
\$400,000 - \$499,999	13.0%
\$500,000 - \$749,999	8.2%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$298,792

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

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# Community Profile

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## 2010 Population by Age

Total	532
0 - 4	7.3%
5 - 9	8.8%
10 - 14	6.6%
15 - 24	12.0%
25 - 34	11.3%
35 - 44	8.6%
45 - 54	13.2%
55 - 64	13.3%
65 - 74	8.8%
75 - 84	7.7%
85 +	2.3%
18 +	72.0%

## 2020 Population by Age

Total	577
0 - 4	4.7%
5 - 9	5.0%
10 - 14	5.7%
15 - 24	11.1%
25 - 34	9.4%
35 - 44	9.5%
45 - 54	11.3%
55 - 64	18.2%
65 - 74	15.1%
75 - 84	7.6%
85 +	2.4%
18 +	80.8%

## 2025 Population by Age

Total	600
0 - 4	4.7%
5 - 9	5.2%
10 - 14	5.3%
15 - 24	9.5%
25 - 34	9.5%
35 - 44	10.7%
45 - 54	10.7%
55 - 64	16.0%
65 - 74	17.0%
75 - 84	8.8%
85 +	2.7%
18 +	81.5%

## 2010 Population by Sex

Males	258
Females	274

## 2020 Population by Sex

Males	295
Females	282

## 2025 Population by Sex

Males	309
Females	291

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

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## 2010 Population by Race/Ethnicity

Total	532
White Alone	94.9%
Black Alone	0.9%
American Indian Alone	1.7%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.9%
Hispanic Origin	1.5%
Diversity Index	12.5

## 2020 Population by Race/Ethnicity

Total	575
White Alone	96.0%
Black Alone	1.2%
American Indian Alone	0.7%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.4%
Hispanic Origin	1.0%
Diversity Index	9.7

## 2025 Population by Race/Ethnicity

Total	600
White Alone	95.2%
Black Alone	1.5%
American Indian Alone	0.8%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.7%
Hispanic Origin	1.2%
Diversity Index	11.2

## 2010 Population by Relationship and Household Type

Total	532
In Households	100.0%
In Family Households	82.9%
Householder	27.1%
Spouse	18.6%
Child	32.5%
Other relative	1.7%
Nonrelative	3.0%
In Nonfamily Households	17.1%
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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# Community Profile

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## 2020 Population 25+ by Educational Attainment

Total	423
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	3.5%
High School Graduate	26.5%
GED/Alternative Credential	4.0%
Some College, No Degree	26.5%
Associate Degree	15.6%
Bachelor's Degree	16.1%
Graduate/Professional Degree	7.1%

## 2020 Population 15+ by Marital Status

Total	487
Never Married	20.3%
Married	60.2%
Widowed	7.4%
Divorced	12.1%

## 2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	258
Population 16+ Employed	88.0%
Population 16+ Unemployment rate	12.0%
Population 16-24 Employed	12.8%
Population 16-24 Unemployment rate	17.1%
Population 25-54 Employed	55.9%
Population 25-54 Unemployment rate	11.2%
Population 55-64 Employed	23.8%
Population 55-64 Unemployment rate	11.5%
Population 65+ Employed	7.5%
Population 65+ Unemployment rate	10.5%

## 2020 Employed Population 16+ by Industry

Total	227
Agriculture/Mining	1.8%
Construction	7.9%
Manufacturing	13.7%
Wholesale Trade	3.1%
Retail Trade	7.0%
Transportation/Utilities	5.7%
Information	1.8%
Finance/Insurance/Real Estate	3.5%
Services	51.5%
Public Administration	4.0%

## 2020 Employed Population 16+ by Occupation

Total	227
White Collar	57.3%
Management/Business/Financial	14.1%
Professional	23.8%
Sales	7.0%
Administrative Support	12.3%
Services	19.8%
Blue Collar	22.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.0%
Installation/Maintenance/Repair	5.3%
Production	7.9%
Transportation/Material Moving	2.6%

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	226
Households with 1 Person	33.6%
Households with 2+ People	66.4%
Family Households	63.7%
Husband-wife Families	43.8%
With Related Children	16.8%
Other Family (No Spouse Present)	19.9%
Other Family with Male Householder	6.6%
With Related Children	5.3%
Other Family with Female Householder	13.3%
With Related Children	11.1%
Nonfamily Households	2.7%
All Households with Children	33.6%

## 2010 Households by Size

Multigenerational Households	1.8%
Unmarried Partner Households	8.8%
Male-female	8.0%
Same-sex	0.9%

## 2010 Households by Size

Total	226
1 Person Household	33.6%
2 Person Household	33.2%
3 Person Household	15.0%
4 Person Household	8.4%
5 Person Household	4.0%
6 Person Household	4.9%
7 + Person Household	0.9%

## 2010 Households by Tenure and Mortgage Status

Total	226
Owner Occupied	63.3%
Owned with a Mortgage/Loan	35.4%
Owned Free and Clear	27.9%
Renter Occupied	36.7%

## 2020 Affordability, Mortgage and Wealth

Housing Affordability Index	157
Percent of Income for Mortgage	17.4%
Wealth Index	68

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	319
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	81.2%
Rural Housing Units	18.8%

## 2010 Population By Urban/ Rural Status

Total Population	532
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	74.4%
Rural Population	25.6%

**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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## Top 3 Tapestry Segments

1. The Great Outdoors (6C)
2. Rural Resort Dwellers (6E)
- 3.

## 2020 Consumer Spending

Apparel & Services: Total \$	\$391,885
Average Spent	\$1,599.53
Spending Potential Index	75
Education: Total \$	\$313,275
Average Spent	\$1,278.67
Spending Potential Index	71
Entertainment/Recreation: Total \$	\$653,942
Average Spent	\$2,669.15
Spending Potential Index	82
Food at Home: Total \$	\$1,068,875
Average Spent	\$4,362.75
Spending Potential Index	82
Food Away from Home: Total \$	\$714,106
Average Spent	\$2,914.72
Spending Potential Index	77
Health Care: Total \$	\$1,184,201
Average Spent	\$4,833.47
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$411,496
Average Spent	\$1,679.57
Spending Potential Index	77
Personal Care Products & Services: Total \$	\$165,508
Average Spent	\$675.54
Spending Potential Index	74
Shelter: Total \$	\$3,725,004
Average Spent	\$15,204.10
Spending Potential Index	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$555,701
Average Spent	\$2,268.17
Spending Potential Index	97
Travel: Total \$	\$492,422
Average Spent	\$2,009.88
Spending Potential Index	83
Vehicle Maintenance & Repairs: Total \$	\$239,183
Average Spent	\$976.26
Spending Potential Index	84

**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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