Community Profile

Nisswa city, MN (2746348)
Geography: Place

	Nisswa city, ...
Population Summary	
2000 Total Population	1,864
2010 Total Population	1,971
2020 Total Population	2,103
2020 Group Quarters	0
2025 Total Population	2,161
2020-2025 Annual Rate	0.55%
2020 Total Daytime Population	3,126
Workers	1,976
Residents	1,150
Household Summary	
2000 Households	784
2000 Average Household Size	2.36
2010 Households	876
2010 Average Household Size	2.25
2020 Households	937
2020 Average Household Size	2.24
2025 Households	965
2025 Average Household Size	2.24
2020-2025 Annual Rate	0.59%
2010 Families	607
2010 Average Family Size	2.69
2020 Families	654
2020 Average Family Size	2.65
2025 Families	671
2025 Average Family Size	2.65
2020-2025 Annual Rate	0.51%
Housing Unit Summary	
2000 Housing Units	1,461
Owner Occupied Housing Units	47.3%
Renter Occupied Housing Units	6.4%
Vacant Housing Units	46.3%
2010 Housing Units	1,474
Owner Occupied Housing Units	49.8%
Renter Occupied Housing Units	9.6%
Vacant Housing Units	40.6%
2020 Housing Units	1,561
Owner Occupied Housing Units	51.3%
Renter Occupied Housing Units	8.7%
Vacant Housing Units	40.0%
2025 Housing Units	1,602
Owner Occupied Housing Units	51.7%
Renter Occupied Housing Units	8.5%
Vacant Housing Units	39.8%
Median Household Income	
2020	$68,972
2025	$74,279
Median Home Value	
2020	$306,289
2025	$323,846
Per Capita Income	
2020	$39,258
2025	$41,749
Median Age	
2010	50.8
2020	55.5
2025	57.2

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.

April 15, 2021

	Nisswa city, ...
2020 Households by Income	
Household Income Base	937
<$15,000	5.1%
$15,000 - $24,999	7.0%
$25,000 - $34,999	9.0%
$35,000 - $49,999	11.2%
$50,000 - $74,999	21.5%
$75,000 - $99,999	15.4%
$100,000 - $149,999	20.3%
$150,000 - $199,999	5.0%
$200,000+	5.5%
Average Household Income	$88,464
2025 Households by Income	
Household Income Base	966
<$15,000	4.6%
$15,000 - $24,999	6.2%
$25,000 - $34,999	8.1%
$35,000 - $49,999	10.9%
$50,000 - $74,999	20.7%
$75,000 - $99,999	15.6%
$100,000 - $149,999	23.1%
$150,000 - $199,999	5.7%
$200,000+	5.2%
Average Household Income	$93,789
2020 Owner Occupied Housing Units by Value	
Total	802
<$50,000	1.6%
$50,000 - $99,999	3.7%
$100,000 - $149,999	6.4%
$150,000 - $199,999	14.8%
$200,000 - $249,999	7.5%
$250,000 - $299,999	14.7%
$300,000 - $399,999	19.8%
$400,000 - $499,999	11.8%
$500,000 - $749,999	15.2%
$750,000 - $999,999	2.9%
$1,000,000 - $1,499,999	0.1%
$1,500,000 - $1,999,999	0.6%
$2,000,000 +	0.7%
Average Home Value	$366,584
2025 Owner Occupied Housing Units by Value	
Total	829
<$50,000	1.0%
$50,000 - $99,999	1.7%
$100,000 - $149,999	4.0%
$150,000 - $199,999	13.8%
$200,000 - $249,999	7.7%
$250,000 - $299,999	16.3%
$300,000 - $399,999	23.5%
$400,000 - $499,999	12.5%
$500,000 - $749,999	15.4%
$750,000 - $999,999	2.8%
$1,000,000 - $1,499,999	0.1%
$1,500,000 - $1,999,999	0.5%
$2,000,000 +	0.7%
Average Home Value	$378,498

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.

April 15, 2021

	Nisswa city, ...
2010 Population by Age	
Total	1,971
0 - 4	5.1%
5 - 9	4.6%
10 - 14	4.9%
15 - 24	9.2%
25 - 34	7.7%
35 - 44	9.5%
45 - 54	16.3%
55 - 64	18.4%
65 - 74	14.9%
75 - 84	7.7%
85 +	1.8%
18 +	81.8%
2020 Population by Age	
Total	2,102
0 - 4	4.1%
5 - 9	4.0%
10 - 14	4.3%
15 - 24	7.5%
25 - 34	8.1%
35 - 44	9.0%
45 - 54	12.1%
55 - 64	20.2%
65 - 74	19.8%
75 - 84	8.8%
85 +	2.2%
18 +	85.0%
2025 Population by Age	
Total	2,160
0 - 4	3.9%
5 - 9	3.8%
10 - 14	4.2%
15 - 24	7.1%
25 - 34	7.5%
35 - 44	8.5%
45 - 54	11.7%
55 - 64	18.3%
65 - 74	21.5%
75 - 84	11.2%
85 +	2.3%
18 +	85.3%
2010 Population by Sex	
Males	978
Females	993
2020 Population by Sex	
Males	1,083
Females	1,019
2025 Population by Sex	
Males	1,121
Females	1,039

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

April 15, 2021

	Nisswa city, ...
2010 Population by Race/Ethnicity	
Total	1,971
White Alone	97.7%
Black Alone	0.4%
American Indian Alone	0.7%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	0.6%
Hispanic Origin	0.5%
Diversity Index	5.5
2020 Population by Race/Ethnicity	
Total	2,103
White Alone	96.1%
Black Alone	0.7%
American Indian Alone	1.0%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	0.6%
Hispanic Origin	1.3%
Diversity Index	10.0
2025 Population by Race/Ethnicity	
Total	2,162
White Alone	95.4%
Black Alone	1.0%
American Indian Alone	1.1%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.8%
Two or More Races	0.7%
Hispanic Origin	1.6%
Diversity Index	11.7
2010 Population by Relationship and Household Type	
Total	1,971
In Households	100.0%
In Family Households	84.1%
Householder	30.8%
Spouse	27.4%
Child	23.6%
Other relative	1.0%
Nonrelative	1.2%
In Nonfamily Households	15.9%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

April 15, 2021

	Nisswa city, ...
2020 Population 25+ by Educational Attainment	
Total	1,683
Less than 9th Grade	0.5%
9th - 12th Grade, No Diploma	2.2%
High School Graduate	20.6%
GED/Alternative Credential	1.7%
Some College, No Degree	21.4%
Associate Degree	11.7%
Bachelor's Degree	29.5%
Graduate/Professional Degree	12.4%
2020 Population 15+ by Marital Status	
Total	1,840
Never Married	20.8%
Married	65.1%
Widowed	4.8%
Divorced	9.3%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	1,089
Population 16+ Employed	88.2%
Population 16+ Unemployment rate	11.8%
Population 16-24 Employed	8.9%
Population 16-24 Unemployment rate	17.3%
Population 25-54 Employed	51.8%
Population 25-54 Unemployment rate	10.9%
Population 55-64 Employed	26.8%
Population 55-64 Unemployment rate	11.6%
Population 65+ Employed	12.4%
Population 65+ Unemployment rate	11.2%
2020 Employed Population 16+ by Industry	
Total	961
Agriculture/Mining	1.8%
Construction	11.5%
Manufacturing	12.4%
Wholesale Trade	1.8%
Retail Trade	8.4%
Transportation/Utilities	1.7%
Information	2.5%
Finance/Insurance/Real Estate	7.5%
Services	48.2%
Public Administration	4.4%
2020 Employed Population 16+ by Occupation	
Total	961
White Collar	70.1%
Management/Business/Financial	18.2%
Professional	29.9%
Sales	11.1%
Administrative Support	10.9%
Services	12.1%
Blue Collar	17.8%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	8.1%
Installation/Maintenance/Repair	2.0%
Production	6.1%
Transportation/Material Moving	0.9%

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

April 15, 2021

	Nisswa city, ...
2010 Households by Type	
Total	876
Households with 1 Person	26.0%
Households with 2+ People	74.0%
Family Households	69.3%
Husband-wife Families	61.8%
With Related Children	17.5%
Other Family (No Spouse Present)	7.5%
Other Family with Male Householder	2.4%
With Related Children	1.0%
Other Family with Female Householder	5.1%
With Related Children	3.5%
Nonfamily Households	4.7%
All Households with Children	22.1%
Multigenerational Households	1.5%
Unmarried Partner Households	4.7%
Male-female	4.5%
Same-sex	0.2%
2010 Households by Size	
Total	876
1 Person Household	26.0%
2 Person Household	46.5%
3 Person Household	11.4%
4 Person Household	10.7%
5 Person Household	3.8%
6 Person Household	1.3%
7 + Person Household	0.3%
2010 Households by Tenure and Mortgage Status	
Total	876
Owner Occupied	83.8%
Owned with a Mortgage/Loan	55.1%
Owned Free and Clear	28.7%
Renter Occupied	16.2%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	139
Percent of Income for Mortgage	18.6%
Wealth Index	121
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,474
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	1,971
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 15, 2021

Nisswa city, MN (2746348)
Geography: Place

	Nisswa city, ...
Top 3 Tapestry Segments	
1.	Rural Resort Dwellers (6E)
2.	
3.	
2020 Consumer Spending	
Apparel & Services: Total $	$1,824,011
Average Spent	$1,946.65
Spending Potential Index	91
Education: Total $	$1,233,663
Average Spent	$1,316.61
Spending Potential Index	74
Entertainment/Recreation: Total $	$3,486,137
Average Spent	$3,720.53
Spending Potential Index	115
Food at Home: Total $	$5,544,978
Average Spent	$5,917.80
Spending Potential Index	111
Food Away from Home: Total $	$3,344,062
Average Spent	$3,568.90
Spending Potential Index	95
Health Care: Total $	$6,603,659
Average Spent	$7,047.66
Spending Potential Index	123
HH Furnishings & Equipment: Total $	$2,005,045
Average Spent	$2,139.86
Spending Potential Index	98
Personal Care Products & Services: Total $	$777,350
Average Spent	$829.62
Spending Potential Index	90
Shelter: Total $	$16,394,385
Average Spent	$17,496.68
Spending Potential Index	90
Support Payments/Cash Contributions/Gifts in Kind: Total $	$3,056,100
Average Spent	$3,261.58
Spending Potential Index	139
Travel: Total $	$2,263,084
Average Spent	$2,415.24
Spending Potential Index	100
Vehicle Maintenance & Repairs: Total $	$1,305,198
Average Spent	$1,392.95
Spending Potential Index	120

April 15, 2021