



# Community Profile

Deer River city  
Place

Deer River city,...

Population Summary	
2000 Total Population	915
2010 Total Population	930
2016 Total Population	938
2016 Group Quarters	28
2021 Total Population	946
2016-2021 Annual Rate	0.17%
Household Summary	
2000 Households	387
2000 Average Household Size	2.27
2010 Households	397
2010 Average Household Size	2.25
2016 Households	399
2016 Average Household Size	2.28
2021 Households	403
2021 Average Household Size	2.28
2016-2021 Annual Rate	0.20%
2010 Families	212
2010 Average Family Size	3.05
2016 Families	239
2016 Average Family Size	2.91
2021 Families	240
2021 Average Family Size	2.92
2016-2021 Annual Rate	0.08%
Housing Unit Summary	
2000 Housing Units	402
Owner Occupied Housing Units	69.9%
Renter Occupied Housing Units	26.4%
Vacant Housing Units	3.7%
2010 Housing Units	434
Owner Occupied Housing Units	51.4%
Renter Occupied Housing Units	40.1%
Vacant Housing Units	8.5%
2016 Housing Units	435
Owner Occupied Housing Units	58.9%
Renter Occupied Housing Units	33.1%
Vacant Housing Units	8.3%
2021 Housing Units	439
Owner Occupied Housing Units	58.8%
Renter Occupied Housing Units	33.0%
Vacant Housing Units	8.2%
Median Household Income	
2016	\$27,903
2021	\$30,991
Median Home Value	
2016	\$82,418
2021	\$110,227
Per Capita Income	
2016	\$17,494
2021	\$18,624
Median Age	
2010	39.8
2016	44.6
2021	46.0

**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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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## 2016 Households by Income

Household Income Base	399
<\$15,000	22.1%
\$15,000 - \$24,999	24.8%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	3.0%
\$100,000 - \$149,999	2.5%
\$150,000 - \$199,999	1.0%
\$200,000+	1.3%

Average Household Income \$41,150

## 2021 Households by Income

Household Income Base	402
<\$15,000	19.9%
\$15,000 - \$24,999	24.9%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	18.4%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	3.5%
\$100,000 - \$149,999	3.0%
\$150,000 - \$199,999	1.2%
\$200,000+	1.2%

Average Household Income \$43,846

## 2016 Owner Occupied Housing Units by Value

Total	256
<\$50,000	27.0%
\$50,000 - \$99,999	35.5%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	6.3%
\$200,000 - \$249,999	5.5%
\$250,000 - \$299,999	4.3%
\$300,000 - \$399,999	3.9%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.8%

Average Home Value \$123,242

## 2021 Owner Occupied Housing Units by Value

Total	258
<\$50,000	19.0%
\$50,000 - \$99,999	27.5%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	9.3%
\$200,000 - \$249,999	10.1%
\$250,000 - \$299,999	7.4%
\$300,000 - \$399,999	5.0%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.8%

Average Home Value \$154,748

**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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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## 2010 Population by Age

Total	930
0 - 4	7.6%
5 - 9	6.7%
10 - 14	6.5%
15 - 24	12.8%
25 - 34	11.7%
35 - 44	9.1%
45 - 54	11.9%
55 - 64	12.0%
65 - 74	8.5%
75 - 84	7.8%
85 +	5.3%
18 +	75.4%

## 2016 Population by Age

Total	938
0 - 4	6.5%
5 - 9	6.3%
10 - 14	6.5%
15 - 24	10.8%
25 - 34	11.0%
35 - 44	9.3%
45 - 54	11.8%
55 - 64	14.1%
65 - 74	12.9%
75 - 84	6.8%
85 +	4.1%
18 +	77.3%

## 2021 Population by Age

Total	942
0 - 4	6.3%
5 - 9	5.9%
10 - 14	6.3%
15 - 24	10.1%
25 - 34	11.0%
35 - 44	9.3%
45 - 54	10.8%
55 - 64	13.9%
65 - 74	14.5%
75 - 84	7.7%
85 +	4.0%
18 +	78.2%

## 2010 Population by Sex

Males	418
Females	512

## 2016 Population by Sex

Males	441
Females	497

## 2021 Population by Sex

Males	444
Females	498

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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## 2010 Population by Race/Ethnicity

Total	930
White Alone	83.8%
Black Alone	0.1%
American Indian Alone	11.5%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	4.5%
Hispanic Origin	0.3%
Diversity Index	29.0

## 2016 Population by Race/Ethnicity

Total	938
White Alone	84.6%
Black Alone	0.1%
American Indian Alone	10.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	5.0%
Hispanic Origin	0.6%
Diversity Index	28.3

## 2021 Population by Race/Ethnicity

Total	946
White Alone	82.8%
Black Alone	0.1%
American Indian Alone	10.9%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	6.0%
Hispanic Origin	1.1%
Diversity Index	31.8

## 2010 Population by Relationship and Household Type

Total	930
In Households	95.9%
In Family Households	72.8%
Householder	22.8%
Spouse	16.0%
Child	29.0%
Other relative	1.6%
Nonrelative	3.3%
In Nonfamily Households	23.1%
In Group Quarters	4.1%
Institutionalized Population	3.3%
Noninstitutionalized Population	0.8%

**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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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## 2016 Population 25+ by Educational Attainment

Total	656
Less than 9th Grade	2.1%
9th - 12th Grade, No Diploma	10.1%
High School Graduate	32.3%
GED/Alternative Credential	5.8%
Some College, No Degree	26.5%
Associate Degree	11.0%
Bachelor's Degree	8.8%
Graduate/Professional Degree	3.4%

## 2016 Population 15+ by Marital Status

Total	758
Never Married	24.1%
Married	49.9%
Widowed	12.5%
Divorced	13.5%

## 2016 Civilian Population 16+ in Labor Force

Civilian Employed	88.0%
Civilian Unemployed	12.0%

## 2016 Employed Population 16+ by Industry

Total	315
Agriculture/Mining	4.1%
Construction	6.0%
Manufacturing	12.0%
Wholesale Trade	1.3%
Retail Trade	13.9%
Transportation/Utilities	1.9%
Information	0.0%
Finance/Insurance/Real Estate	0.9%
Services	53.0%
Public Administration	6.9%

## 2016 Employed Population 16+ by Occupation

Total	317
White Collar	44.5%
Management/Business/Financial	5.4%
Professional	20.2%
Sales	8.2%
Administrative Support	10.7%
Services	27.4%
Blue Collar	28.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.9%
Installation/Maintenance/Repair	5.4%
Production	12.3%
Transportation/Material Moving	3.5%

## 2010 Population By Urban/ Rural Status

Total Population	930
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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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## 2010 Households by Type

Total	397
Households with 1 Person	39.8%
Households with 2+ People	60.2%
Family Households	53.4%
Husband-wife Families	37.5%
With Related Children	16.6%
Other Family (No Spouse Present)	15.9%
Other Family with Male Householder	5.0%
With Related Children	3.5%
Other Family with Female Householder	10.8%
With Related Children	8.1%
Nonfamily Households	6.8%
All Households with Children	28.2%

## 2010 Households by Size

Multigenerational Households	2.8%
Unmarried Partner Households	6.5%
Male-female	6.0%
Same-sex	0.5%

## 2010 Households by Size

Total	397
1 Person Household	39.8%
2 Person Household	29.2%
3 Person Household	12.3%
4 Person Household	9.3%
5 Person Household	5.3%
6 Person Household	2.5%
7 + Person Household	1.5%

## 2010 Households by Tenure and Mortgage Status

Total	397
Owner Occupied	56.2%
Owned with a Mortgage/Loan	31.7%
Owned Free and Clear	24.4%
Renter Occupied	43.8%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	434
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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

1. Small Town Simplicity
2. Rural Resort Dwellers (6E)
3. The Great Outdoors (6C)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$424,985
Average Spent	\$1,065.13
Spending Potential Index	53
Education: Total \$	\$249,719
Average Spent	\$625.86
Spending Potential Index	44
Entertainment/Recreation: Total \$	\$659,113
Average Spent	\$1,651.91
Spending Potential Index	57
Food at Home: Total \$	\$1,206,785
Average Spent	\$3,024.52
Spending Potential Index	61
Food Away from Home: Total \$	\$671,671
Average Spent	\$1,683.39
Spending Potential Index	54
Health Care: Total \$	\$1,277,913
Average Spent	\$3,202.79
Spending Potential Index	60
HH Furnishings & Equipment: Total \$	\$377,579
Average Spent	\$946.31
Spending Potential Index	54
Personal Care Products & Services: Total \$	\$155,820
Average Spent	\$390.53
Spending Potential Index	53
Shelter: Total \$	\$3,154,697
Average Spent	\$7,906.51
Spending Potential Index	51
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$523,496
Average Spent	\$1,312.02
Spending Potential Index	57
Travel: Total \$	\$349,034
Average Spent	\$874.77
Spending Potential Index	47
Vehicle Maintenance & Repairs: Total \$	\$246,155
Average Spent	\$616.93
Spending Potential Index	60

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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