



# Community Profile

Itasca County  
Geography: County

Itasca County, N...

Population Summary	
2000 Total Population	43,992
2010 Total Population	45,058
2016 Total Population	46,244
2016 Group Quarters	1,021
2021 Total Population	47,198
2016-2021 Annual Rate	0.41%
Household Summary	
2000 Households	17,789
2000 Average Household Size	2.43
2010 Households	18,773
2010 Average Household Size	2.35
2016 Households	19,269
2016 Average Household Size	2.35
2021 Households	19,670
2021 Average Household Size	2.35
2016-2021 Annual Rate	0.41%
2010 Families	12,439
2010 Average Family Size	2.83
2016 Families	12,683
2016 Average Family Size	2.84
2021 Families	12,907
2021 Average Family Size	2.84
2016-2021 Annual Rate	0.35%
Housing Unit Summary	
2000 Housing Units	24,528
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	12.3%
Vacant Housing Units	27.5%
2010 Housing Units	27,065
Owner Occupied Housing Units	55.8%
Renter Occupied Housing Units	13.6%
Vacant Housing Units	30.6%
2016 Housing Units	27,874
Owner Occupied Housing Units	55.0%
Renter Occupied Housing Units	14.1%
Vacant Housing Units	30.9%
2021 Housing Units	28,480
Owner Occupied Housing Units	55.0%
Renter Occupied Housing Units	14.1%
Vacant Housing Units	30.9%
Median Household Income	
2016	\$52,027
2021	\$56,735
Median Home Value	
2016	\$168,039
2021	\$191,887
Per Capita Income	
2016	\$27,794
2021	\$30,348
Median Age	
2010	45.3
2016	46.7
2021	47.9

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



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## 2016 Households by Income

Household Income Base	19,269
<\$15,000	10.2%
\$15,000 - \$24,999	10.5%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	16.1%
\$50,000 - \$74,999	23.0%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	2.2%
\$200,000+	2.6%

Average Household Income \$66,124

## 2021 Households by Income

Household Income Base	19,670
<\$15,000	9.9%
\$15,000 - \$24,999	11.8%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	23.4%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	2.8%
\$200,000+	2.7%

Average Household Income \$72,254

## 2016 Owner Occupied Housing Units by Value

Total	15,340
<\$50,000	9.7%
\$50,000 - \$99,999	15.2%
\$100,000 - \$149,999	18.4%
\$150,000 - \$199,999	18.4%
\$200,000 - \$249,999	12.0%
\$250,000 - \$299,999	8.6%
\$300,000 - \$399,999	8.3%
\$400,000 - \$499,999	4.8%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.3%

Average Home Value \$202,081

## 2021 Owner Occupied Housing Units by Value

Total	15,653
<\$50,000	5.7%
\$50,000 - \$99,999	9.8%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	21.2%
\$200,000 - \$249,999	16.6%
\$250,000 - \$299,999	11.3%
\$300,000 - \$399,999	8.8%
\$400,000 - \$499,999	5.1%
\$500,000 - \$749,999	3.6%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.3%

Average Home Value \$222,483

**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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## 2010 Population by Age

Total	45,058
0 - 4	5.5%
5 - 9	6.0%
10 - 14	6.3%
15 - 24	10.9%
25 - 34	10.1%
35 - 44	10.8%
45 - 54	15.5%
55 - 64	16.0%
65 - 74	10.3%
75 - 84	6.1%
85 +	2.6%
18 +	78.2%

## 2016 Population by Age

Total	46,244
0 - 4	5.1%
5 - 9	5.6%
10 - 14	6.0%
15 - 24	10.8%
25 - 34	10.1%
35 - 44	10.4%
45 - 54	13.2%
55 - 64	17.0%
65 - 74	12.6%
75 - 84	6.4%
85 +	2.8%
18 +	79.7%

## 2021 Population by Age

Total	47,198
0 - 4	4.9%
5 - 9	5.4%
10 - 14	5.9%
15 - 24	10.2%
25 - 34	9.8%
35 - 44	10.7%
45 - 54	11.7%
55 - 64	16.2%
65 - 74	14.8%
75 - 84	7.6%
85 +	2.9%
18 +	80.2%

## 2010 Population by Sex

Males	22,747
Females	22,311

## 2016 Population by Sex

Males	23,447
Females	22,797

## 2021 Population by Sex

Males	24,025
Females	23,173

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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# Community Profile

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## 2010 Population by Race/Ethnicity

Total	45,058
White Alone	93.6%
Black Alone	0.3%
American Indian Alone	3.5%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	2.0%
Hispanic Origin	0.9%
Diversity Index	13.8

## 2016 Population by Race/Ethnicity

Total	46,244
White Alone	92.3%
Black Alone	0.5%
American Indian Alone	3.9%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	2.7%
Hispanic Origin	1.6%
Diversity Index	17.5

## 2021 Population by Race/Ethnicity

Total	47,198
White Alone	91.1%
Black Alone	0.7%
American Indian Alone	4.1%
Asian Alone	0.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.4%
Two or More Races	3.3%
Hispanic Origin	2.2%
Diversity Index	20.5

## 2010 Population by Relationship and Household Type

Total	45,058
In Households	97.7%
In Family Households	80.6%
Householder	27.6%
Spouse	22.4%
Child	26.6%
Other relative	1.7%
Nonrelative	2.4%
In Nonfamily Households	17.1%
In Group Quarters	2.3%
Institutionalized Population	1.4%
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.



# Community Profile

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## 2016 Population 25+ by Educational Attainment

Total	33,534
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	5.4%
High School Graduate	27.3%
GED/Alternative Credential	5.2%
Some College, No Degree	25.4%
Associate Degree	11.8%
Bachelor's Degree	15.0%
Graduate/Professional Degree	7.9%

## 2016 Population 15+ by Marital Status

Total	38,525
Never Married	23.2%
Married	58.0%
Widowed	7.1%
Divorced	11.7%

## 2016 Civilian Population 16+ in Labor Force

Civilian Employed	93.4%
Civilian Unemployed	6.6%

## 2016 Employed Population 16+ by Industry

Total	21,090
Agriculture/Mining	4.1%
Construction	7.2%
Manufacturing	10.3%
Wholesale Trade	2.1%
Retail Trade	11.2%
Transportation/Utilities	6.1%
Information	0.5%
Finance/Insurance/Real Estate	3.9%
Services	49.9%
Public Administration	4.7%

## 2016 Employed Population 16+ by Occupation

Total	21,090
White Collar	52.5%
Management/Business/Financial	10.7%
Professional	21.3%
Sales	8.5%
Administrative Support	12.0%
Services	19.6%
Blue Collar	27.9%
Farming/Forestry/Fishing	1.5%
Construction/Extraction	6.9%
Installation/Maintenance/Repair	5.0%
Production	7.2%
Transportation/Material Moving	7.2%

## 2010 Population By Urban/ Rural Status

Total Population	45,058
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	20.6%
Rural Population	79.4%

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	18,773
Households with 1 Person	28.2%
Households with 2+ People	71.8%
Family Households	66.3%
Husband-wife Families	53.7%
With Related Children	17.6%
Other Family (No Spouse Present)	12.6%
Other Family with Male Householder	4.3%
With Related Children	2.6%
Other Family with Female Householder	8.2%
With Related Children	5.7%
Nonfamily Households	5.5%
All Households with Children	26.5%

## 2010 Households by Size

Multigenerational Households	2.0%
Unmarried Partner Households	7.2%
Male-female	6.7%
Same-sex	0.4%

## 2010 Households by Size

Total	18,773
1 Person Household	28.2%
2 Person Household	40.3%
3 Person Household	12.8%
4 Person Household	11.0%
5 Person Household	4.8%
6 Person Household	2.0%
7 + Person Household	1.0%

## 2010 Households by Tenure and Mortgage Status

Total	18,773
Owner Occupied	80.4%
Owned with a Mortgage/Loan	46.7%
Owned Free and Clear	33.7%
Renter Occupied	19.6%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	27,065
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	15.9%
Rural Housing Units	84.1%

**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. Rural Resort Dwellers (6E)
2. Midlife Constants (5E)
3. Salt of the Earth (6B)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$31,499,091
Average Spent	\$1,634.70
Spending Potential Index	81
Education: Total \$	\$19,780,808
Average Spent	\$1,026.56
Spending Potential Index	73
Entertainment/Recreation: Total \$	\$50,108,297
Average Spent	\$2,600.46
Spending Potential Index	89
Food at Home: Total \$	\$86,662,765
Average Spent	\$4,497.52
Spending Potential Index	90
Food Away from Home: Total \$	\$49,966,351
Average Spent	\$2,593.10
Spending Potential Index	84
Health Care: Total \$	\$100,762,651
Average Spent	\$5,229.26
Spending Potential Index	99
HH Furnishings & Equipment: Total \$	\$29,296,865
Average Spent	\$1,520.41
Spending Potential Index	86
Personal Care Products & Services: Total \$	\$12,291,092
Average Spent	\$637.87
Spending Potential Index	87
Shelter: Total \$	\$237,096,503
Average Spent	\$12,304.56
Spending Potential Index	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$42,106,947
Average Spent	\$2,185.22
Spending Potential Index	94
Travel: Total \$	\$30,195,044
Average Spent	\$1,567.03
Spending Potential Index	84
Vehicle Maintenance & Repairs: Total \$	\$18,574,072
Average Spent	\$963.94
Spending Potential Index	93

**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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