



Community Profile

Rings: 1, 3, 5 mile radii

2960 12th St S, Moorhead, MN 56560, USA

Latitude: 46.8445
Longitude: -96.76086

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	8,027	65,001	117,861
2010 Total Population	10,187	68,029	131,725
2018 Total Population	11,987	76,594	152,186
2018 Group Quarters	94	4,019	8,297
2023 Total Population	13,115	82,883	167,312
2018-2023 Annual Rate	1.81%	1.59%	1.91%
2018 Total Daytime Population	10,792	74,821	170,385
Workers	4,956	40,865	104,353
Residents	5,836	33,956	66,032
Household Summary			
2000 Households	3,354	26,707	48,350
2000 Average Household Size	2.37	2.26	2.28
2010 Households	4,291	28,906	55,520
2010 Average Household Size	2.35	2.20	2.22
2018 Households	5,007	32,960	64,678
2018 Average Household Size	2.38	2.20	2.22
2023 Households	5,463	35,821	71,445
2023 Average Household Size	2.38	2.20	2.23
2018-2023 Annual Rate	1.76%	1.68%	2.01%
2010 Families	2,535	15,303	28,867
2010 Average Family Size	2.86	2.88	2.90
2018 Families	2,890	16,927	32,493
2018 Average Family Size	2.88	2.91	2.94
2023 Families	3,120	18,155	35,420
2023 Average Family Size	2.89	2.92	2.96
2018-2023 Annual Rate	1.54%	1.41%	1.74%
Housing Unit Summary			
2000 Housing Units	3,512	27,958	50,675
Owner Occupied Housing Units	52.1%	54.5%	50.0%
Renter Occupied Housing Units	43.4%	41.0%	45.4%
Vacant Housing Units	4.5%	4.5%	4.6%
2010 Housing Units	4,558	30,899	59,187
Owner Occupied Housing Units	47.1%	52.3%	47.8%
Renter Occupied Housing Units	47.1%	41.2%	46.0%
Vacant Housing Units	5.9%	6.5%	6.2%
2018 Housing Units	5,226	35,190	68,853
Owner Occupied Housing Units	47.4%	52.7%	47.7%
Renter Occupied Housing Units	48.4%	41.0%	46.3%
Vacant Housing Units	4.2%	6.3%	6.1%
2023 Housing Units	5,658	38,187	75,861
Owner Occupied Housing Units	48.5%	53.8%	49.1%
Renter Occupied Housing Units	48.1%	40.0%	45.1%
Vacant Housing Units	3.4%	6.2%	5.8%
Median Household Income			
2018	\$52,681	\$51,228	\$51,914
2023	\$60,188	\$56,171	\$56,485
Median Home Value			
2018	\$177,657	\$179,526	\$190,441
2023	\$199,082	\$217,136	\$230,174
Per Capita Income			
2018	\$28,719	\$30,231	\$30,967
2023	\$33,466	\$34,379	\$34,866
Median Age			
2010	29.4	32.1	29.9
2018	31.1	33.8	32.1
2023	31.6	34.7	33.0

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	5,007	32,960	64,678
<\$15,000	13.1%	13.1%	12.1%
\$15,000 - \$24,999	12.6%	11.3%	11.0%
\$25,000 - \$34,999	9.9%	10.2%	10.6%
\$35,000 - \$49,999	11.3%	14.1%	14.3%
\$50,000 - \$74,999	19.2%	18.1%	18.1%
\$75,000 - \$99,999	12.2%	12.8%	12.7%
\$100,000 - \$149,999	15.1%	12.7%	12.5%
\$150,000 - \$199,999	3.5%	3.9%	4.2%
\$200,000+	3.0%	3.8%	4.4%
Average Household Income	\$68,939	\$69,570	\$71,857
2023 Households by Income			
Household Income Base	5,463	35,821	71,445
<\$15,000	10.4%	11.2%	10.4%
\$15,000 - \$24,999	10.4%	10.1%	10.0%
\$25,000 - \$34,999	8.5%	9.3%	9.7%
\$35,000 - \$49,999	10.7%	13.4%	13.5%
\$50,000 - \$74,999	19.7%	18.4%	18.6%
\$75,000 - \$99,999	13.7%	13.4%	13.2%
\$100,000 - \$149,999	18.9%	15.0%	14.5%
\$150,000 - \$199,999	4.1%	4.8%	5.1%
\$200,000+	3.6%	4.4%	5.0%
Average Household Income	\$80,585	\$79,041	\$80,705
2018 Owner Occupied Housing Units by Value			
Total	2,476	18,532	32,826
<\$50,000	1.4%	2.8%	4.1%
\$50,000 - \$99,999	2.7%	8.2%	7.5%
\$100,000 - \$149,999	24.8%	23.4%	19.2%
\$150,000 - \$199,999	38.0%	26.4%	23.7%
\$200,000 - \$249,999	17.5%	15.0%	15.2%
\$250,000 - \$299,999	9.8%	13.4%	12.2%
\$300,000 - \$399,999	3.5%	5.6%	10.3%
\$400,000 - \$499,999	1.3%	3.3%	4.6%
\$500,000 - \$749,999	0.8%	1.2%	2.2%
\$750,000 - \$999,999	0.1%	0.4%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$190,323	\$203,333	\$222,456
2023 Owner Occupied Housing Units by Value			
Total	2,742	20,558	37,257
<\$50,000	0.7%	1.8%	3.0%
\$50,000 - \$99,999	1.1%	4.9%	4.8%
\$100,000 - \$149,999	9.2%	12.2%	10.4%
\$150,000 - \$199,999	39.7%	24.6%	21.3%
\$200,000 - \$249,999	23.9%	18.9%	17.3%
\$250,000 - \$299,999	14.2%	19.4%	16.9%
\$300,000 - \$399,999	5.9%	9.4%	14.9%
\$400,000 - \$499,999	3.6%	5.5%	6.7%
\$500,000 - \$749,999	1.4%	2.0%	3.1%
\$750,000 - \$999,999	0.3%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$223,459	\$242,659	\$260,903

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	10,187	68,030	131,726
0 - 4	7.6%	6.2%	6.3%
5 - 9	6.2%	5.3%	5.3%
10 - 14	5.7%	5.1%	5.0%
15 - 24	22.0%	22.0%	24.1%
25 - 34	16.2%	15.2%	16.2%
35 - 44	10.1%	10.8%	10.7%
45 - 54	10.8%	12.7%	12.0%
55 - 64	9.3%	10.6%	9.8%
65 - 74	5.2%	5.3%	4.9%
75 - 84	4.7%	4.4%	3.8%
85 +	2.2%	2.5%	1.9%
18 +	77.1%	80.1%	80.2%
2018 Population by Age			
Total	11,989	76,594	152,185
0 - 4	7.3%	5.9%	5.9%
5 - 9	6.4%	5.5%	5.4%
10 - 14	5.5%	5.2%	5.2%
15 - 24	16.1%	18.0%	20.6%
25 - 34	22.5%	17.3%	17.7%
35 - 44	11.2%	11.2%	11.3%
45 - 54	8.7%	10.6%	10.3%
55 - 64	9.2%	11.5%	10.8%
65 - 74	6.6%	7.7%	7.1%
75 - 84	4.1%	4.4%	3.8%
85 +	2.3%	2.7%	2.0%
18 +	77.8%	80.6%	80.7%
2023 Population by Age			
Total	13,116	82,883	167,312
0 - 4	7.6%	6.0%	6.0%
5 - 9	6.3%	5.4%	5.3%
10 - 14	5.6%	5.3%	5.3%
15 - 24	16.3%	17.4%	19.8%
25 - 34	20.7%	16.4%	16.8%
35 - 44	13.5%	12.4%	12.6%
45 - 54	8.4%	9.9%	9.7%
55 - 64	8.0%	10.5%	10.0%
65 - 74	7.2%	8.9%	8.1%
75 - 84	4.2%	5.2%	4.4%
85 +	2.2%	2.6%	2.0%
18 +	77.7%	80.4%	80.4%
2010 Population by Sex			
Males	4,827	33,470	65,912
Females	5,360	34,559	65,813
2018 Population by Sex			
Males	5,723	37,842	76,412
Females	6,265	38,752	75,774
2023 Population by Sex			
Males	6,242	40,971	83,941
Females	6,872	41,912	83,371

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	10,187	68,029	131,726
White Alone	90.5%	91.2%	90.5%
Black Alone	2.7%	2.2%	2.4%
American Indian Alone	1.4%	1.5%	1.5%
Asian Alone	1.2%	1.9%	2.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.0%	0.9%	0.8%
Two or More Races	3.2%	2.3%	2.2%
Hispanic Origin	4.3%	3.2%	2.9%
Diversity Index	24.8	21.9	22.6
2018 Population by Race/Ethnicity			
Total	11,988	76,594	152,186
White Alone	85.1%	86.2%	84.6%
Black Alone	6.5%	5.6%	6.4%
American Indian Alone	1.8%	1.7%	1.6%
Asian Alone	1.1%	2.2%	3.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.4%	1.3%	1.1%
Two or More Races	4.1%	3.0%	2.7%
Hispanic Origin	6.1%	4.7%	4.2%
Diversity Index	35.5	32.0	33.6
2023 Population by Race/Ethnicity			
Total	13,115	82,883	167,311
White Alone	82.0%	84.3%	82.6%
Black Alone	8.4%	6.7%	7.5%
American Indian Alone	2.0%	1.8%	1.7%
Asian Alone	1.2%	2.4%	3.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	1.4%	1.2%
Two or More Races	4.8%	3.4%	3.0%
Hispanic Origin	7.3%	5.4%	4.7%
Diversity Index	41.2	35.8	37.1
2010 Population by Relationship and Household Type			
Total	10,187	68,029	131,725
In Households	98.9%	93.4%	93.6%
In Family Households	73.6%	66.7%	65.4%
Householder	24.7%	22.3%	21.9%
Spouse	17.3%	16.8%	16.3%
Child	27.0%	23.8%	23.3%
Other relative	2.3%	1.8%	2.0%
Nonrelative	2.3%	1.9%	1.9%
In Nonfamily Households	25.4%	26.7%	28.2%
In Group Quarters	1.1%	6.6%	6.4%
Institutionalized Population	0.6%	1.3%	1.0%
Noninstitutionalized Population	0.5%	5.3%	5.4%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	7,751	50,144	95,898
Less than 9th Grade	1.2%	2.3%	2.3%
9th - 12th Grade, No Diploma	4.4%	3.6%	3.5%
High School Graduate	21.0%	18.8%	18.3%
GED/Alternative Credential	1.8%	3.1%	3.2%
Some College, No Degree	21.8%	20.9%	20.5%
Associate Degree	13.3%	13.6%	13.3%
Bachelor's Degree	24.7%	26.8%	27.5%
Graduate/Professional Degree	11.8%	10.9%	11.3%
2018 Population 15+ by Marital Status			
Total	9,681	63,942	127,176
Never Married	41.7%	41.6%	43.5%
Married	45.3%	43.0%	42.3%
Widowed	5.5%	5.0%	4.6%
Divorced	7.4%	10.4%	9.7%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.2%	95.7%	95.8%
Civilian Unemployed (Unemployment Rate)	3.8%	4.3%	4.2%
2018 Employed Population 16+ by Industry			
Total	6,237	43,380	87,654
Agriculture/Mining	1.0%	2.0%	1.7%
Construction	5.9%	7.8%	7.4%
Manufacturing	7.8%	7.8%	7.6%
Wholesale Trade	3.9%	3.3%	3.8%
Retail Trade	10.9%	11.0%	11.8%
Transportation/Utilities	5.2%	4.5%	4.3%
Information	1.5%	1.4%	1.5%
Finance/Insurance/Real Estate	7.7%	6.9%	7.3%
Services	54.4%	52.9%	52.5%
Public Administration	1.9%	2.2%	2.1%
2018 Employed Population 16+ by Occupation			
Total	6,237	43,382	87,655
White Collar	60.2%	59.9%	60.3%
Management/Business/Financial	12.7%	13.8%	14.1%
Professional	26.3%	22.6%	22.7%
Sales	7.8%	10.7%	10.8%
Administrative Support	13.4%	12.8%	12.8%
Services	21.0%	19.0%	19.8%
Blue Collar	18.8%	21.1%	19.9%
Farming/Forestry/Fishing	0.0%	0.9%	0.7%
Construction/Extraction	4.8%	5.4%	4.8%
Installation/Maintenance/Repair	2.0%	2.3%	2.5%
Production	6.2%	5.9%	5.0%
Transportation/Material Moving	5.9%	6.6%	7.0%
2010 Population By Urban/ Rural Status			
Total Population	10,187	68,029	131,725
Population Inside Urbanized Area	98.9%	97.8%	98.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.1%	2.2%	1.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	4,291	28,905	55,520
Households with 1 Person	27.8%	35.9%	34.6%
Households with 2+ People	72.2%	64.1%	65.4%
Family Households	59.1%	52.9%	52.0%
Husband-wife Families	41.5%	39.8%	38.8%
With Related Children	17.5%	16.6%	16.6%
Other Family (No Spouse Present)	17.6%	13.2%	13.2%
Other Family with Male Householder	4.6%	4.0%	4.1%
With Related Children	2.8%	2.3%	2.3%
Other Family with Female Householder	13.0%	9.2%	9.1%
With Related Children	9.5%	6.3%	6.2%
Nonfamily Households	13.1%	11.2%	13.5%
All Households with Children	30.2%	25.7%	25.6%
Multigenerational Households	1.1%	1.2%	1.2%
Unmarried Partner Households	7.5%	7.0%	7.4%
Male-female	7.1%	6.5%	6.9%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	4,293	28,905	55,521
1 Person Household	27.8%	35.9%	34.6%
2 Person Household	36.5%	33.2%	34.3%
3 Person Household	16.4%	13.7%	14.3%
4 Person Household	12.3%	11.0%	10.7%
5 Person Household	5.1%	4.4%	4.3%
6 Person Household	1.4%	1.3%	1.3%
7 + Person Household	0.5%	0.6%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	4,291	28,906	55,520
Owner Occupied	50.0%	55.9%	51.0%
Owned with a Mortgage/Loan	36.1%	40.9%	37.3%
Owned Free and Clear	14.0%	15.0%	13.6%
Renter Occupied	50.0%	44.1%	49.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,558	30,899	59,187
Housing Units Inside Urbanized Area	99.1%	98.2%	98.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.9%	1.8%	1.4%

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.

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Top 3 Tapestry Segments			
1.	Young and Restless (11B)	Young and Restless (11B)	Young and Restless (11B)
2.	In Style (5B)	Bright Young Professionals	Bright Young Professionals
3.	Old and Newcomers (8F)	In Style (5B)	College Towns (14B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$9,434,713	\$61,744,853	\$125,824,587
Average Spent	\$1,884.30	\$1,873.33	\$1,945.40
Spending Potential Index	87	86	89
Education: Total \$	\$6,157,764	\$40,860,830	\$84,085,895
Average Spent	\$1,229.83	\$1,239.71	\$1,300.07
Spending Potential Index	85	86	90
Entertainment/Recreation: Total \$	\$13,224,812	\$88,245,683	\$178,439,785
Average Spent	\$2,641.26	\$2,677.36	\$2,758.89
Spending Potential Index	82	83	86
Food at Home: Total \$	\$21,787,680	\$142,497,248	\$287,629,013
Average Spent	\$4,351.44	\$4,323.34	\$4,447.09
Spending Potential Index	87	86	89
Food Away from Home: Total \$	\$15,531,738	\$101,166,691	\$206,065,023
Average Spent	\$3,102.00	\$3,069.38	\$3,186.01
Spending Potential Index	88	87	91
Health Care: Total \$	\$22,572,255	\$153,085,771	\$306,364,642
Average Spent	\$4,508.14	\$4,644.59	\$4,736.77
Spending Potential Index	79	81	83
HH Furnishings & Equipment: Total \$	\$8,724,845	\$57,953,794	\$117,646,822
Average Spent	\$1,742.53	\$1,758.31	\$1,818.96
Spending Potential Index	83	84	87
Personal Care Products & Services: Total \$	\$3,552,243	\$23,299,539	\$47,222,118
Average Spent	\$709.46	\$706.90	\$730.11
Spending Potential Index	86	85	88
Shelter: Total \$	\$72,999,100	\$477,684,732	\$968,836,492
Average Spent	\$14,579.41	\$14,492.86	\$14,979.38
Spending Potential Index	87	86	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,676,776	\$65,333,991	\$131,185,024
Average Spent	\$1,932.65	\$1,982.22	\$2,028.28
Spending Potential Index	78	80	82
Travel: Total \$	\$8,449,291	\$56,882,760	\$115,581,410
Average Spent	\$1,687.50	\$1,725.81	\$1,787.03
Spending Potential Index	78	80	83
Vehicle Maintenance & Repairs: Total \$	\$4,561,812	\$30,155,038	\$61,000,567
Average Spent	\$911.09	\$914.90	\$943.14
Spending Potential Index	85	85	88

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.