



Community Profile

Rings: 1, 3, 5 mile radii

902 1st St S, Willmar, MN 56201, USA

Latitude: 45.1147
Longitude: -95.04283

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	9,624	19,150	20,659
2010 Total Population	10,091	20,152	21,738
2018 Total Population	10,067	20,647	22,313
2018 Group Quarters	463	919	927
2023 Total Population	10,100	20,924	22,634
2018-2023 Annual Rate	0.07%	0.27%	0.29%
2018 Total Daytime Population	14,434	28,744	30,088
Workers	9,804	19,078	19,736
Residents	4,630	9,666	10,352
Household Summary			
2000 Households	3,997	7,531	8,058
2000 Average Household Size	2.32	2.45	2.47
2010 Households	4,038	7,876	8,461
2010 Average Household Size	2.38	2.44	2.46
2018 Households	3,996	8,046	8,660
2018 Average Household Size	2.40	2.45	2.47
2023 Households	4,003	8,150	8,780
2023 Average Household Size	2.41	2.45	2.47
2018-2023 Annual Rate	0.04%	0.26%	0.28%
2010 Families	2,249	4,698	5,160
2010 Average Family Size	3.12	3.09	3.09
2018 Families	2,189	4,735	5,216
2018 Average Family Size	3.14	3.10	3.09
2023 Families	2,178	4,769	5,262
2023 Average Family Size	3.14	3.10	3.09
2018-2023 Annual Rate	-0.10%	0.14%	0.18%
Housing Unit Summary			
2000 Housing Units	4,286	8,023	8,564
Owner Occupied Housing Units	57.3%	59.6%	61.2%
Renter Occupied Housing Units	36.0%	34.3%	32.9%
Vacant Housing Units	6.7%	6.1%	5.9%
2010 Housing Units	4,282	8,333	8,945
Owner Occupied Housing Units	53.4%	56.2%	58.0%
Renter Occupied Housing Units	40.9%	38.3%	36.6%
Vacant Housing Units	5.7%	5.5%	5.4%
2018 Housing Units	4,352	8,626	9,253
Owner Occupied Housing Units	50.9%	54.2%	56.2%
Renter Occupied Housing Units	40.9%	39.1%	37.4%
Vacant Housing Units	8.2%	6.7%	6.4%
2023 Housing Units	4,405	8,787	9,429
Owner Occupied Housing Units	52.3%	55.9%	57.9%
Renter Occupied Housing Units	38.6%	36.9%	35.3%
Vacant Housing Units	9.1%	7.2%	6.9%
Median Household Income			
2018	\$41,466	\$45,677	\$47,877
2023	\$44,159	\$49,826	\$51,900
Median Home Value			
2018	\$120,772	\$145,263	\$151,800
2023	\$124,395	\$153,558	\$161,547
Per Capita Income			
2018	\$23,180	\$25,524	\$26,508
2023	\$26,049	\$28,902	\$29,902
Median Age			
2010	34.0	34.2	34.7
2018	35.2	34.7	35.2
2023	36.0	35.1	35.7

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	3,996	8,046	8,660
<\$15,000	14.2%	13.1%	12.4%
\$15,000 - \$24,999	13.7%	12.3%	11.7%
\$25,000 - \$34,999	13.5%	12.5%	12.1%
\$35,000 - \$49,999	16.7%	15.8%	15.4%
\$50,000 - \$74,999	18.8%	17.1%	17.1%
\$75,000 - \$99,999	13.1%	14.2%	14.5%
\$100,000 - \$149,999	5.9%	9.2%	10.0%
\$150,000 - \$199,999	1.3%	2.6%	3.1%
\$200,000+	2.7%	3.4%	3.7%
Average Household Income	\$57,011	\$63,993	\$66,796
2023 Households by Income			
Household Income Base	4,003	8,150	8,780
<\$15,000	13.6%	12.4%	11.7%
\$15,000 - \$24,999	12.4%	10.9%	10.5%
\$25,000 - \$34,999	12.9%	11.7%	11.4%
\$35,000 - \$49,999	16.2%	15.1%	14.7%
\$50,000 - \$74,999	18.1%	16.1%	16.0%
\$75,000 - \$99,999	14.2%	14.9%	15.2%
\$100,000 - \$149,999	7.7%	11.8%	12.7%
\$150,000 - \$199,999	1.5%	2.8%	3.3%
\$200,000+	3.4%	4.2%	4.5%
Average Household Income	\$64,332	\$72,681	\$75,564
2018 Owner Occupied Housing Units by Value			
Total	2,217	4,676	5,201
<\$50,000	5.4%	4.2%	4.1%
\$50,000 - \$99,999	30.6%	21.2%	19.5%
\$100,000 - \$149,999	33.6%	27.2%	25.6%
\$150,000 - \$199,999	19.5%	22.2%	22.2%
\$200,000 - \$249,999	4.6%	10.0%	10.2%
\$250,000 - \$299,999	1.8%	6.2%	7.2%
\$300,000 - \$399,999	1.7%	5.3%	6.6%
\$400,000 - \$499,999	1.5%	1.6%	2.1%
\$500,000 - \$749,999	0.3%	0.9%	1.2%
\$750,000 - \$999,999	0.2%	0.3%	0.4%
\$1,000,000 - \$1,499,999	0.5%	0.7%	0.6%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.2%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$141,994	\$176,936	\$186,887
2023 Owner Occupied Housing Units by Value			
Total	2,303	4,910	5,456
<\$50,000	5.3%	3.9%	3.8%
\$50,000 - \$99,999	29.0%	19.4%	17.9%
\$100,000 - \$149,999	32.3%	25.2%	23.5%
\$150,000 - \$199,999	19.3%	21.2%	20.9%
\$200,000 - \$249,999	5.0%	10.1%	10.2%
\$250,000 - \$299,999	2.3%	7.3%	8.1%
\$300,000 - \$399,999	2.4%	7.1%	8.5%
\$400,000 - \$499,999	2.6%	2.5%	3.1%
\$500,000 - \$749,999	0.5%	1.4%	1.9%
\$750,000 - \$999,999	0.3%	0.5%	0.6%
\$1,000,000 - \$1,499,999	0.7%	1.1%	1.0%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.3%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$156,597	\$197,520	\$208,622

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	10,090	20,152	21,738
0 - 4	7.8%	7.7%	7.6%
5 - 9	6.7%	6.8%	6.8%
10 - 14	5.9%	6.4%	6.4%
15 - 24	16.3%	16.7%	16.4%
25 - 34	14.5%	13.4%	13.2%
35 - 44	10.7%	10.6%	10.6%
45 - 54	12.0%	12.4%	12.7%
55 - 64	9.8%	10.3%	10.7%
65 - 74	6.1%	6.4%	6.5%
75 - 84	5.6%	5.5%	5.4%
85 +	4.6%	3.8%	3.6%
18 +	75.4%	74.9%	74.9%
2018 Population by Age			
Total	10,065	20,645	22,314
0 - 4	7.3%	7.3%	7.2%
5 - 9	6.9%	6.8%	6.7%
10 - 14	6.2%	6.3%	6.3%
15 - 24	13.4%	13.9%	13.7%
25 - 34	16.1%	16.1%	15.8%
35 - 44	10.9%	10.4%	10.5%
45 - 54	10.2%	10.2%	10.4%
55 - 64	10.8%	11.3%	11.6%
65 - 74	8.0%	8.2%	8.5%
75 - 84	5.4%	5.4%	5.4%
85 +	4.9%	4.0%	3.9%
18 +	76.2%	76.0%	76.0%
2023 Population by Age			
Total	10,098	20,925	22,632
0 - 4	7.3%	7.4%	7.3%
5 - 9	6.8%	6.8%	6.8%
10 - 14	6.3%	6.4%	6.5%
15 - 24	13.2%	13.4%	13.2%
25 - 34	15.1%	15.8%	15.4%
35 - 44	12.3%	11.6%	11.6%
45 - 54	9.7%	9.5%	9.6%
55 - 64	10.1%	10.3%	10.5%
65 - 74	8.9%	9.2%	9.5%
75 - 84	5.9%	5.9%	5.9%
85 +	4.6%	3.8%	3.7%
18 +	76.0%	75.7%	75.8%
2010 Population by Sex			
Males	4,879	9,836	10,648
Females	5,212	10,316	11,090
2018 Population by Sex			
Males	4,864	10,106	10,959
Females	5,203	10,541	11,354
2023 Population by Sex			
Males	4,889	10,270	11,149
Females	5,210	10,654	11,486

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

May 08, 2019



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2010 Population by Race/Ethnicity			
Total	10,090	20,152	21,737
White Alone	87.2%	87.3%	87.9%
Black Alone	3.9%	4.6%	4.3%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	0.5%	0.6%	0.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.0%	5.2%	5.0%
Two or More Races	1.8%	1.8%	1.7%
Hispanic Origin	22.3%	20.2%	19.2%
Diversity Index	50.2	48.2	46.5
2018 Population by Race/Ethnicity			
Total	10,068	20,648	22,314
White Alone	79.9%	79.4%	80.4%
Black Alone	9.3%	10.8%	10.2%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	1.0%	1.1%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.9%	5.9%	5.6%
Two or More Races	2.0%	2.0%	2.0%
Hispanic Origin	24.1%	21.6%	20.5%
Diversity Index	58.9	57.5	55.7
2023 Population by Race/Ethnicity			
Total	10,100	20,923	22,634
White Alone	76.2%	75.3%	76.5%
Black Alone	12.4%	14.2%	13.4%
American Indian Alone	0.7%	0.7%	0.6%
Asian Alone	1.3%	1.4%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.1%	6.1%	5.8%
Two or More Races	2.2%	2.2%	2.1%
Hispanic Origin	26.1%	23.3%	22.1%
Diversity Index	63.4	62.2	60.4
2010 Population by Relationship and Household Type			
Total	10,091	20,152	21,738
In Households	95.3%	95.4%	95.7%
In Family Households	72.9%	75.1%	76.2%
Householder	22.2%	23.4%	23.8%
Spouse	15.4%	17.0%	17.7%
Child	28.4%	28.8%	28.9%
Other relative	3.5%	2.9%	2.8%
Nonrelative	3.4%	3.0%	2.9%
In Nonfamily Households	22.5%	20.3%	19.6%
In Group Quarters	4.7%	4.6%	4.3%
Institutionalized Population	2.7%	2.7%	2.5%
Noninstitutionalized Population	1.9%	1.8%	1.7%

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	6,674	13,577	14,729
Less than 9th Grade	8.2%	8.3%	7.9%
9th - 12th Grade, No Diploma	10.4%	8.9%	8.4%
High School Graduate	23.9%	21.4%	21.3%
GED/Alternative Credential	3.2%	3.1%	3.0%
Some College, No Degree	27.3%	24.8%	24.7%
Associate Degree	11.0%	11.9%	12.4%
Bachelor's Degree	10.7%	13.7%	14.3%
Graduate/Professional Degree	5.4%	7.9%	8.1%
2018 Population 15+ by Marital Status			
Total	8,019	16,437	17,780
Never Married	35.9%	34.1%	33.1%
Married	44.4%	48.3%	49.8%
Widowed	7.5%	6.9%	6.7%
Divorced	12.2%	10.7%	10.4%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.2%	96.0%	96.2%
Civilian Unemployed (Unemployment Rate)	3.8%	4.0%	3.8%
2018 Employed Population 16+ by Industry			
Total	5,504	11,115	12,111
Agriculture/Mining	5.4%	5.0%	5.1%
Construction	5.9%	6.4%	6.7%
Manufacturing	20.7%	17.7%	17.1%
Wholesale Trade	2.2%	2.5%	2.5%
Retail Trade	10.3%	10.1%	10.3%
Transportation/Utilities	5.1%	4.5%	4.6%
Information	0.6%	0.8%	0.8%
Finance/Insurance/Real Estate	3.5%	3.6%	3.6%
Services	43.1%	45.7%	45.4%
Public Administration	3.2%	3.8%	3.8%
2018 Employed Population 16+ by Occupation			
Total	5,502	11,113	12,109
White Collar	45.5%	51.0%	51.9%
Management/Business/Financial	7.3%	10.0%	10.5%
Professional	18.4%	20.1%	20.5%
Sales	7.6%	9.1%	9.1%
Administrative Support	12.4%	11.8%	11.7%
Services	17.7%	18.0%	17.6%
Blue Collar	36.7%	30.9%	30.5%
Farming/Forestry/Fishing	4.8%	3.6%	3.5%
Construction/Extraction	4.3%	4.9%	5.0%
Installation/Maintenance/Repair	2.3%	2.2%	2.3%
Production	10.6%	9.5%	9.2%
Transportation/Material Moving	14.7%	10.7%	10.5%
2010 Population By Urban/ Rural Status			
Total Population	10,091	20,152	21,738
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	99.6%	94.3%	89.9%
Rural Population	0.4%	5.7%	10.1%

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	4,038	7,876	8,462
Households with 1 Person	36.0%	32.0%	30.9%
Households with 2+ People	64.0%	68.0%	69.1%
Family Households	55.7%	59.6%	61.0%
Husband-wife Families	38.3%	43.3%	45.2%
With Related Children	16.7%	18.1%	18.7%
Other Family (No Spouse Present)	17.4%	16.4%	15.8%
Other Family with Male Householder	4.7%	4.4%	4.3%
With Related Children	2.9%	2.7%	2.6%
Other Family with Female Householder	12.7%	12.0%	11.5%
With Related Children	9.4%	9.1%	8.7%
Nonfamily Households	8.3%	8.3%	8.1%
All Households with Children	29.9%	30.5%	30.6%
Multigenerational Households	2.5%	2.1%	2.1%
Unmarried Partner Households	7.7%	7.4%	7.2%
Male-female	7.4%	7.0%	6.8%
Same-sex	0.3%	0.4%	0.4%
2010 Households by Size			
Total	4,039	7,877	8,460
1 Person Household	36.0%	32.0%	30.9%
2 Person Household	30.1%	33.2%	34.0%
3 Person Household	12.5%	13.1%	13.2%
4 Person Household	11.0%	11.3%	11.5%
5 Person Household	5.5%	5.9%	6.0%
6 Person Household	2.6%	2.3%	2.3%
7 + Person Household	2.4%	2.1%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	4,038	7,876	8,461
Owner Occupied	56.6%	59.4%	61.3%
Owned with a Mortgage/Loan	39.5%	40.9%	42.2%
Owned Free and Clear	17.2%	18.6%	19.1%
Renter Occupied	43.4%	40.6%	38.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,282	8,333	8,945
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	99.7%	94.9%	90.8%
Rural Housing Units	0.3%	5.1%	9.2%

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



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Top 3 Tapestry Segments			
1.	Traditional Living (12B)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Set to Impress (11D)	Traditional Living (12B)	Traditional Living (12B)
3.	Small Town Simplicity	Midlife Constants (5E)	Midlife Constants (5E)
2018 Consumer Spending			
Apparel & Services: Total \$	\$6,032,514	\$13,573,446	\$15,197,411
Average Spent	\$1,509.64	\$1,686.98	\$1,754.90
Spending Potential Index	69	78	81
Education: Total \$	\$3,856,884	\$8,569,492	\$9,657,993
Average Spent	\$965.19	\$1,065.06	\$1,115.24
Spending Potential Index	67	74	77
Entertainment/Recreation: Total \$	\$8,998,904	\$20,341,767	\$22,833,166
Average Spent	\$2,251.98	\$2,528.18	\$2,636.62
Spending Potential Index	70	78	82
Food at Home: Total \$	\$14,554,516	\$32,669,922	\$36,519,578
Average Spent	\$3,642.27	\$4,060.39	\$4,217.04
Spending Potential Index	73	81	84
Food Away from Home: Total \$	\$9,796,772	\$22,160,928	\$24,805,248
Average Spent	\$2,451.64	\$2,754.28	\$2,864.35
Spending Potential Index	70	78	82
Health Care: Total \$	\$16,249,661	\$36,721,194	\$41,229,844
Average Spent	\$4,066.48	\$4,563.91	\$4,760.95
Spending Potential Index	71	80	83
HH Furnishings & Equipment: Total \$	\$5,752,769	\$13,047,707	\$14,646,490
Average Spent	\$1,439.63	\$1,621.64	\$1,691.28
Spending Potential Index	69	78	81
Personal Care Products & Services: Total \$	\$2,264,331	\$5,144,655	\$5,770,581
Average Spent	\$566.65	\$639.41	\$666.35
Spending Potential Index	68	77	81
Shelter: Total \$	\$46,531,773	\$104,168,088	\$116,509,857
Average Spent	\$11,644.59	\$12,946.57	\$13,453.79
Spending Potential Index	69	77	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,630,333	\$15,024,969	\$16,906,310
Average Spent	\$1,659.24	\$1,867.38	\$1,952.23
Spending Potential Index	67	75	79
Travel: Total \$	\$5,493,944	\$12,578,230	\$14,201,420
Average Spent	\$1,374.86	\$1,563.29	\$1,639.89
Spending Potential Index	64	73	76
Vehicle Maintenance & Repairs: Total \$	\$3,056,741	\$6,892,976	\$7,719,216
Average Spent	\$764.95	\$856.70	\$891.36
Spending Potential Index	71	80	83

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.