



# Community Profile

Rings: 1, 3, 5 mile radii

503 6th St NW, New Richland, MN 56072,

Latitude: 43.9  
Longitude: -93.5

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	1,224	1,534	2,091
2010 Total Population	1,228	1,516	2,041
2018 Total Population	1,200	1,498	2,032
2018 Group Quarters	58	58	58
2023 Total Population	1,197	1,501	2,045
2018-2023 Annual Rate	-0.05%	0.04%	0.13%
2018 Total Daytime Population	1,113	1,278	1,528
Workers	456	500	520
Residents	657	778	1,008
<b>Household Summary</b>			
2000 Households	490	597	807
2000 Average Household Size	2.37	2.46	2.51
2010 Households	494	599	807
2010 Average Household Size	2.37	2.43	2.46
2018 Households	483	592	804
2018 Average Household Size	2.37	2.43	2.46
2023 Households	482	593	809
2023 Average Household Size	2.36	2.43	2.46
2018-2023 Annual Rate	-0.04%	0.03%	0.12%
2010 Families	304	385	544
2010 Average Family Size	3.03	3.04	2.99
2018 Families	292	375	536
2018 Average Family Size	3.02	3.04	2.99
2023 Families	289	374	537
2023 Average Family Size	3.02	3.04	2.99
2018-2023 Annual Rate	-0.21%	-0.05%	0.04%
<b>Housing Unit Summary</b>			
2000 Housing Units	511	627	864
Owner Occupied Housing Units	76.5%	77.5%	77.9%
Renter Occupied Housing Units	19.4%	17.7%	15.5%
Vacant Housing Units	4.1%	4.8%	6.6%
2010 Housing Units	539	651	884
Owner Occupied Housing Units	71.8%	73.9%	75.5%
Renter Occupied Housing Units	19.9%	18.1%	15.8%
Vacant Housing Units	8.3%	8.0%	8.7%
2018 Housing Units	539	655	896
Owner Occupied Housing Units	68.1%	70.8%	72.5%
Renter Occupied Housing Units	21.5%	19.5%	17.2%
Vacant Housing Units	10.4%	9.6%	10.3%
2023 Housing Units	539	658	903
Owner Occupied Housing Units	68.6%	71.3%	73.1%
Renter Occupied Housing Units	20.8%	18.8%	16.5%
Vacant Housing Units	10.6%	9.9%	10.4%
<b>Median Household Income</b>			
2018	\$50,584	\$53,183	\$56,794
2023	\$52,936	\$56,293	\$60,839
<b>Median Home Value</b>			
2018	\$98,248	\$113,377	\$133,156
2023	\$99,513	\$117,431	\$140,909
<b>Per Capita Income</b>			
2018	\$23,877	\$26,027	\$28,165
2023	\$26,533	\$29,270	\$31,847
<b>Median Age</b>			
2010	41.2	41.9	42.4
2018	41.6	42.7	43.7
2023	42.7	43.8	44.9

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



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<b>2018 Households by Income</b>			
Household Income Base	483	592	804
<\$15,000	10.8%	9.8%	8.6%
\$15,000 - \$24,999	13.3%	11.8%	10.4%
\$25,000 - \$34,999	9.7%	9.0%	8.1%
\$35,000 - \$49,999	15.3%	14.2%	13.2%
\$50,000 - \$74,999	26.1%	25.8%	25.7%
\$75,000 - \$99,999	13.9%	15.2%	16.5%
\$100,000 - \$149,999	9.5%	10.8%	12.8%
\$150,000 - \$199,999	0.6%	1.0%	1.7%
\$200,000+	1.0%	2.0%	2.9%
Average Household Income	\$57,989	\$63,733	\$70,166
<b>2023 Households by Income</b>			
Household Income Base	482	593	809
<\$15,000	9.3%	8.4%	7.2%
\$15,000 - \$24,999	12.2%	11.0%	9.4%
\$25,000 - \$34,999	9.1%	8.3%	7.4%
\$35,000 - \$49,999	14.5%	13.3%	12.2%
\$50,000 - \$74,999	26.6%	26.0%	25.2%
\$75,000 - \$99,999	15.1%	16.5%	17.7%
\$100,000 - \$149,999	11.4%	13.2%	15.3%
\$150,000 - \$199,999	0.6%	1.2%	2.0%
\$200,000+	1.2%	2.5%	3.6%
Average Household Income	\$64,553	\$71,745	\$79,428
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	367	464	650
<\$50,000	8.7%	8.0%	7.4%
\$50,000 - \$99,999	42.8%	35.6%	28.2%
\$100,000 - \$149,999	27.0%	24.6%	21.7%
\$150,000 - \$199,999	13.9%	14.0%	14.5%
\$200,000 - \$249,999	3.8%	5.4%	7.1%
\$250,000 - \$299,999	3.8%	7.8%	11.4%
\$300,000 - \$399,999	0.0%	2.2%	4.9%
\$400,000 - \$499,999	0.0%	1.1%	1.8%
\$500,000 - \$749,999	0.0%	0.4%	1.1%
\$750,000 - \$999,999	0.0%	0.6%	0.9%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$111,376	\$148,011	\$176,310
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	370	469	660
<\$50,000	8.6%	7.7%	7.0%
\$50,000 - \$99,999	41.6%	34.3%	26.7%
\$100,000 - \$149,999	25.7%	23.2%	20.0%
\$150,000 - \$199,999	14.1%	13.6%	13.6%
\$200,000 - \$249,999	4.6%	6.0%	7.4%
\$250,000 - \$299,999	5.1%	9.6%	13.6%
\$300,000 - \$399,999	0.0%	2.6%	5.6%
\$400,000 - \$499,999	0.0%	1.3%	2.3%
\$500,000 - \$749,999	0.0%	0.4%	1.4%
\$750,000 - \$999,999	0.0%	0.9%	1.4%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$114,837	\$155,053	\$191,402

**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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<b>2010 Population by Age</b>			
Total	1,232	1,516	2,043
0 - 4	6.0%	5.9%	5.7%
5 - 9	7.0%	6.9%	6.9%
10 - 14	8.3%	8.1%	8.0%
15 - 24	10.3%	10.4%	10.4%
25 - 34	11.4%	11.0%	10.6%
35 - 44	11.4%	11.5%	11.7%
45 - 54	14.0%	14.6%	15.4%
55 - 64	10.3%	11.5%	12.4%
65 - 74	7.0%	7.1%	7.2%
75 - 84	8.6%	8.2%	7.7%
85 +	5.8%	4.9%	4.0%
18 +	75.1%	75.4%	75.3%
<b>2018 Population by Age</b>			
Total	1,204	1,498	2,031
0 - 4	5.6%	5.5%	5.4%
5 - 9	5.9%	5.8%	5.8%
10 - 14	6.3%	6.3%	6.3%
15 - 24	12.6%	12.3%	11.9%
25 - 34	11.6%	11.2%	10.8%
35 - 44	11.5%	11.4%	11.3%
45 - 54	12.2%	12.7%	13.1%
55 - 64	13.3%	14.1%	15.0%
65 - 74	9.0%	9.7%	10.4%
75 - 84	5.6%	5.5%	5.4%
85 +	6.3%	5.5%	4.6%
18 +	77.8%	78.4%	78.8%
<b>2023 Population by Age</b>			
Total	1,200	1,501	2,045
0 - 4	5.5%	5.3%	5.2%
5 - 9	5.8%	5.7%	5.7%
10 - 14	6.3%	6.3%	6.3%
15 - 24	11.6%	11.1%	10.7%
25 - 34	11.4%	11.1%	10.8%
35 - 44	12.2%	11.9%	11.5%
45 - 54	11.2%	11.5%	11.8%
55 - 64	13.0%	13.8%	14.7%
65 - 74	11.3%	12.2%	13.0%
75 - 84	6.0%	6.1%	6.3%
85 +	5.6%	4.9%	4.2%
18 +	78.2%	78.8%	79.2%
<b>2010 Population by Sex</b>			
Males	603	754	1,029
Females	625	762	1,012
<b>2018 Population by Sex</b>			
Males	599	750	1,025
Females	601	748	1,008
<b>2023 Population by Sex</b>			
Males	603	756	1,033
Females	593	745	1,012

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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<b>2010 Population by Race/Ethnicity</b>			
Total	1,228	1,516	2,042
White Alone	96.9%	97.4%	97.7%
Black Alone	1.0%	0.8%	0.6%
American Indian Alone	0.1%	0.1%	0.0%
Asian Alone	0.2%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	0.9%	0.7%
Two or More Races	0.7%	0.6%	0.5%
Hispanic Origin	3.3%	2.8%	2.3%
Diversity Index	12.1	10.3	8.7
<b>2018 Population by Race/Ethnicity</b>			
Total	1,201	1,497	2,032
White Alone	95.8%	96.5%	97.0%
Black Alone	1.2%	1.0%	0.8%
American Indian Alone	0.1%	0.1%	0.0%
Asian Alone	0.3%	0.4%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.2%	0.9%
Two or More Races	1.0%	0.8%	0.7%
Hispanic Origin	4.4%	3.6%	3.0%
Diversity Index	15.8	13.4	11.3
<b>2023 Population by Race/Ethnicity</b>			
Total	1,197	1,500	2,045
White Alone	95.2%	96.0%	96.6%
Black Alone	1.3%	1.1%	0.8%
American Indian Alone	0.1%	0.1%	0.0%
Asian Alone	0.4%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.4%	1.1%
Two or More Races	1.3%	1.0%	0.9%
Hispanic Origin	5.3%	4.3%	3.6%
Diversity Index	18.5	15.6	13.1
<b>2010 Population by Relationship and Household Type</b>			
Total	1,228	1,516	2,041
In Households	95.3%	96.2%	97.2%
In Family Households	77.1%	79.3%	81.6%
Householder	24.8%	25.8%	26.7%
Spouse	19.2%	20.6%	22.0%
Child	29.2%	29.4%	29.6%
Other relative	1.8%	1.5%	1.4%
Nonrelative	2.2%	2.0%	1.9%
In Nonfamily Households	18.2%	16.9%	15.5%
In Group Quarters	4.7%	3.8%	2.8%
Institutionalized Population	4.7%	3.8%	2.8%
Noninstitutionalized Population	0.0%	0.0%	0.0%

**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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<b>2018 Population 25+ by Educational Attainment</b>			
Total	836	1,049	1,438
Less than 9th Grade	5.1%	4.3%	3.6%
9th - 12th Grade, No Diploma	9.0%	7.8%	6.7%
High School Graduate	34.6%	34.5%	34.5%
GED/Alternative Credential	5.4%	4.6%	4.0%
Some College, No Degree	20.8%	21.0%	21.2%
Associate Degree	13.0%	14.2%	14.7%
Bachelor's Degree	10.0%	11.3%	12.6%
Graduate/Professional Degree	2.0%	2.3%	2.6%
<b>2018 Population 15+ by Marital Status</b>			
Total	986	1,234	1,680
Never Married	19.4%	20.5%	21.6%
Married	54.0%	56.2%	58.6%
Widowed	9.2%	8.1%	6.8%
Divorced	17.4%	15.2%	13.0%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.1%	92.1%	93.9%
Civilian Unemployed (Unemployment Rate)	9.9%	7.9%	6.1%
<b>2018 Employed Population 16+ by Industry</b>			
Total	546	721	1,032
Agriculture/Mining	2.2%	5.1%	7.5%
Construction	7.1%	6.7%	6.6%
Manufacturing	32.6%	29.1%	26.3%
Wholesale Trade	1.5%	2.1%	2.5%
Retail Trade	5.7%	7.1%	8.0%
Transportation/Utilities	5.7%	5.4%	4.9%
Information	3.3%	2.6%	2.2%
Finance/Insurance/Real Estate	4.6%	4.7%	4.7%
Services	35.0%	34.5%	34.4%
Public Administration	2.4%	2.6%	2.9%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	546	719	1,033
White Collar	35.0%	40.1%	44.9%
Management/Business/Financial	7.1%	10.4%	13.6%
Professional	11.0%	12.2%	13.2%
Sales	4.0%	5.0%	5.6%
Administrative Support	12.8%	12.5%	12.5%
Services	17.2%	15.8%	14.9%
Blue Collar	47.8%	43.8%	40.3%
Farming/Forestry/Fishing	0.9%	1.4%	1.8%
Construction/Extraction	4.6%	4.9%	5.0%
Installation/Maintenance/Repair	7.3%	6.5%	6.0%
Production	21.4%	18.9%	16.7%
Transportation/Material Moving	13.6%	12.2%	10.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,228	1,516	2,041
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	100.0%	100.0%	100.0%

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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<b>2010 Households by Type</b>			
Total	494	598	807
Households with 1 Person	32.8%	30.1%	27.1%
Households with 2+ People	67.2%	69.9%	72.9%
Family Households	61.5%	64.4%	67.4%
Husband-wife Families	47.6%	51.5%	55.5%
With Related Children	19.2%	19.9%	20.9%
Other Family (No Spouse Present)	14.0%	13.0%	11.9%
Other Family with Male Householder	4.9%	4.7%	4.7%
With Related Children	3.0%	3.0%	3.0%
Other Family with Female Householder	9.1%	8.2%	7.2%
With Related Children	6.3%	5.5%	4.7%
Nonfamily Households	5.7%	5.5%	5.5%
All Households with Children	29.1%	29.2%	29.5%
Multigenerational Households	1.4%	1.5%	1.5%
Unmarried Partner Households	7.9%	7.5%	7.1%
Male-female	7.7%	7.3%	6.8%
Same-sex	0.2%	0.2%	0.2%
<b>2010 Households by Size</b>			
Total	495	598	806
1 Person Household	32.7%	30.1%	27.2%
2 Person Household	34.9%	36.8%	38.8%
3 Person Household	11.1%	11.9%	12.4%
4 Person Household	13.1%	12.7%	12.4%
5 Person Household	4.4%	4.8%	5.5%
6 Person Household	2.0%	2.2%	2.2%
7 + Person Household	1.6%	1.5%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	494	599	807
Owner Occupied	78.3%	80.3%	82.7%
Owned with a Mortgage/Loan	53.6%	53.6%	53.7%
Owned Free and Clear	24.7%	26.9%	29.0%
Renter Occupied	21.7%	19.7%	17.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	539	651	884
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	100.0%	100.0%	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Heartland Communities	Heartland Communities	Heartland Communities
<b>2.</b>	Prairie Living (6D)	Prairie Living (6D)	Prairie Living (6D)
<b>3.</b>	Top Tier (1A)	Green Acres (6A)	Green Acres (6A)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$702,226	\$946,129	\$1,402,366
Average Spent	\$1,453.88	\$1,598.19	\$1,744.24
Spending Potential Index	67	73	80
Education: Total \$	\$406,436	\$528,159	\$762,338
Average Spent	\$841.48	\$892.16	\$948.18
Spending Potential Index	58	62	66
Entertainment/Recreation: Total \$	\$1,176,995	\$1,616,124	\$2,431,634
Average Spent	\$2,436.84	\$2,729.94	\$3,024.42
Spending Potential Index	76	85	94
Food at Home: Total \$	\$1,865,299	\$2,562,042	\$3,848,564
Average Spent	\$3,861.90	\$4,327.77	\$4,786.77
Spending Potential Index	77	86	95
Food Away from Home: Total \$	\$1,157,587	\$1,568,045	\$2,335,554
Average Spent	\$2,396.66	\$2,648.72	\$2,904.92
Spending Potential Index	68	75	83
Health Care: Total \$	\$2,260,050	\$3,114,108	\$4,692,375
Average Spent	\$4,679.19	\$5,260.32	\$5,836.29
Spending Potential Index	82	92	102
HH Furnishings & Equipment: Total \$	\$713,370	\$971,183	\$1,453,574
Average Spent	\$1,476.96	\$1,640.51	\$1,807.93
Spending Potential Index	71	79	87
Personal Care Products & Services: Total \$	\$268,777	\$362,822	\$539,564
Average Spent	\$556.47	\$612.88	\$671.10
Spending Potential Index	67	74	81
Shelter: Total \$	\$5,190,020	\$6,916,790	\$10,153,870
Average Spent	\$10,745.38	\$11,683.77	\$12,629.19
Spending Potential Index	64	70	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$846,344	\$1,144,227	\$1,700,018
Average Spent	\$1,752.27	\$1,932.82	\$2,114.45
Spending Potential Index	70	78	85
Travel: Total \$	\$651,244	\$878,550	\$1,311,569
Average Spent	\$1,348.33	\$1,484.04	\$1,631.30
Spending Potential Index	63	69	76
Vehicle Maintenance & Repairs: Total \$	\$389,544	\$532,800	\$798,524
Average Spent	\$806.51	\$900.00	\$993.19
Spending Potential Index	75	84	92

**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.