



Market Profile

Nerstrand
 Nerstrand city, MN (2745196)
 Geography: Place

Nerstrand cit...

Population Summary	
2000 Total Population	295
2010 Total Population	295
2017 Total Population	303
2017 Group Quarters	1
2022 Total Population	311
2017-2022 Annual Rate	0.52%
2017 Total Daytime Population	693
Workers	573
Residents	120
Household Summary	
2000 Households	102
2000 Average Household Size	2.88
2010 Households	108
2010 Average Household Size	2.73
2017 Households	112
2017 Average Household Size	2.70
2022 Households	115
2022 Average Household Size	2.70
2017-2022 Annual Rate	0.53%
2010 Families	91
2010 Average Family Size	2.96
2017 Families	88
2017 Average Family Size	3.03
2022 Families	91
2022 Average Family Size	3.00
2017-2022 Annual Rate	0.67%
Housing Unit Summary	
2000 Housing Units	109
Owner Occupied Housing Units	82.6%
Renter Occupied Housing Units	11.0%
Vacant Housing Units	6.4%
2010 Housing Units	120
Owner Occupied Housing Units	86.7%
Renter Occupied Housing Units	3.3%
Vacant Housing Units	10.0%
2017 Housing Units	124
Owner Occupied Housing Units	82.3%
Renter Occupied Housing Units	8.1%
Vacant Housing Units	9.7%
2022 Housing Units	127
Owner Occupied Housing Units	81.9%
Renter Occupied Housing Units	8.7%
Vacant Housing Units	9.4%
Median Household Income	
2017	\$70,084
2022	\$82,626
Median Home Value	
2017	\$235,000
2022	\$260,417
Per Capita Income	
2017	\$32,802
2022	\$40,378
Median Age	
2010	36.4
2017	43.0
2022	46.6

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income

Household Income Base	112
<\$15,000	4.5%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	3.6%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	25.9%
\$75,000 - \$99,999	15.2%
\$100,000 - \$149,999	16.1%
\$150,000 - \$199,999	9.8%
\$200,000+	5.4%

Average Household Income \$91,489

2022 Households by Income

Household Income Base	114
<\$15,000	3.5%
\$15,000 - \$24,999	3.5%
\$25,000 - \$34,999	2.6%
\$35,000 - \$49,999	11.4%
\$50,000 - \$74,999	21.9%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	17.5%
\$150,000 - \$199,999	13.2%
\$200,000+	7.9%

Average Household Income \$113,591

2017 Owner Occupied Housing Units by Value

Total	100
<\$50,000	3.0%
\$50,000 - \$99,999	6.0%
\$100,000 - \$149,999	12.0%
\$150,000 - \$199,999	15.0%
\$200,000 - \$249,999	20.0%
\$250,000 - \$299,999	10.0%
\$300,000 - \$399,999	18.0%
\$400,000 - \$499,999	5.0%
\$500,000 - \$749,999	8.0%
\$750,000 - \$999,999	2.0%
\$1,000,000 +	1.0%

Average Home Value \$284,500

2022 Owner Occupied Housing Units by Value

Total	105
<\$50,000	1.9%
\$50,000 - \$99,999	4.8%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	12.4%
\$200,000 - \$249,999	19.0%
\$250,000 - \$299,999	11.4%
\$300,000 - \$399,999	21.0%
\$400,000 - \$499,999	5.7%
\$500,000 - \$749,999	8.6%
\$750,000 - \$999,999	2.9%
\$1,000,000 +	2.9%

Average Home Value \$325,238

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	295
0 - 4	5.8%
5 - 9	9.2%
10 - 14	9.5%
15 - 24	8.1%
25 - 34	14.9%
35 - 44	14.6%
45 - 54	14.2%
55 - 64	8.5%
65 - 74	7.8%
75 - 84	5.4%
85 +	2.0%
18 +	71.9%
2017 Population by Age	
Total	305
0 - 4	4.3%
5 - 9	5.9%
10 - 14	8.2%
15 - 24	12.8%
25 - 34	10.2%
35 - 44	11.1%
45 - 54	18.7%
55 - 64	14.4%
65 - 74	9.2%
75 - 84	3.9%
85 +	1.3%
18 +	76.7%
2022 Population by Age	
Total	309
0 - 4	4.2%
5 - 9	4.9%
10 - 14	6.8%
15 - 24	11.7%
25 - 34	10.4%
35 - 44	10.0%
45 - 54	14.9%
55 - 64	18.8%
65 - 74	11.3%
75 - 84	5.5%
85 +	1.6%
18 +	79.3%
2010 Population by Sex	
Males	141
Females	154
2017 Population by Sex	
Males	154
Females	151
2022 Population by Sex	
Males	158
Females	151

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	295
White Alone	96.9%
Black Alone	0.0%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	0.3%
Hispanic Origin	3.1%
Diversity Index	11.6

2017 Population by Race/Ethnicity

Total	303
White Alone	97.7%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	0.7%
Hispanic Origin	2.0%
Diversity Index	8.3

2022 Population by Race/Ethnicity

Total	310
White Alone	97.4%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	0.6%
Hispanic Origin	1.9%
Diversity Index	9.3

2010 Population by Relationship and Household Type

Total	295
In Households	100.0%
In Family Households	92.9%
Householder	30.8%
Spouse	26.8%
Child	33.2%
Other relative	0.3%
Nonrelative	1.7%
In Nonfamily Households	7.1%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment

Total	209
Less than 9th Grade	1.0%
9th - 12th Grade, No Diploma	1.9%
High School Graduate	33.5%
GED/Alternative Credential	2.4%
Some College, No Degree	22.0%
Associate Degree	14.8%
Bachelor's Degree	16.3%
Graduate/Professional Degree	8.1%

2017 Population 15+ by Marital Status

Total	247
Never Married	25.9%
Married	64.8%
Widowed	4.0%
Divorced	5.3%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	97.9%
Civilian Unemployed (Unemployment Rate)	2.1%

2017 Employed Population 16+ by Industry

Total	191
Agriculture/Mining	11.1%
Construction	6.3%
Manufacturing	13.2%
Wholesale Trade	3.7%
Retail Trade	10.0%
Transportation/Utilities	7.9%
Information	0.5%
Finance/Insurance/Real Estate	4.7%
Services	36.8%
Public Administration	5.8%

2017 Employed Population 16+ by Occupation

Total	191
White Collar	54.5%
Management/Business/Financial	15.2%
Professional	18.3%
Sales	7.9%
Administrative Support	13.1%
Services	15.2%
Blue Collar	30.4%
Farming/Forestry/Fishing	1.6%
Construction/Extraction	3.7%
Installation/Maintenance/Repair	4.7%
Production	7.9%
Transportation/Material Moving	12.6%

2010 Population By Urban/ Rural Status

Total Population	295
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	108
Households with 1 Person	12.0%
Households with 2+ People	88.0%
Family Households	84.3%
Husband-wife Families	73.1%
With Related Children	33.3%
Other Family (No Spouse Present)	11.1%
Other Family with Male Householder	4.6%
With Related Children	2.8%
Other Family with Female Householder	6.5%
With Related Children	4.6%
Nonfamily Households	3.7%
All Households with Children	40.7%
Multigenerational Households	2.8%
Unmarried Partner Households	4.6%
Male-female	4.6%
Same-sex	0.0%

2010 Households by Size

Total	108
1 Person Household	12.0%
2 Person Household	43.5%
3 Person Household	15.7%
4 Person Household	22.2%
5 Person Household	1.9%
6 Person Household	3.7%
7 + Person Household	0.9%

2010 Households by Tenure and Mortgage Status

Total	108
Owner Occupied	96.3%
Owned with a Mortgage/Loan	74.1%
Owned Free and Clear	22.2%
Renter Occupied	3.7%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	120
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Prairie Living (6D)
2. Top Tier (1A)
3. Professional Pride (1B)

2017 Consumer Spending

Apparel & Services: Total \$	\$238,494
Average Spent	\$2,129.41
Spending Potential Index	99
Education: Total \$	\$110,009
Average Spent	\$982.23
Spending Potential Index	67
Entertainment/Recreation: Total \$	\$444,382
Average Spent	\$3,967.69
Spending Potential Index	127
Food at Home: Total \$	\$760,915
Average Spent	\$6,793.88
Spending Potential Index	135
Food Away from Home: Total \$	\$407,647
Average Spent	\$3,639.71
Spending Potential Index	109
Health Care: Total \$	\$914,749
Average Spent	\$8,167.41
Spending Potential Index	146
HH Furnishings & Equipment: Total \$	\$268,055
Average Spent	\$2,393.35
Spending Potential Index	123
Personal Care Products & Services: Total \$	\$98,215
Average Spent	\$876.92
Spending Potential Index	110
Shelter: Total \$	\$1,719,346
Average Spent	\$15,351.31
Spending Potential Index	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$309,227
Average Spent	\$2,760.96
Spending Potential Index	118
Travel: Total \$	\$246,066
Average Spent	\$2,197.02
Spending Potential Index	106
Vehicle Maintenance & Repairs: Total \$	\$161,561
Average Spent	\$1,442.51
Spending Potential Index	135

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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