



Market Profile

Dennison
Dennison city, MN (2715706)
Geography: Place

Dennison city...

Population Summary	
2000 Total Population	195
2010 Total Population	212
2017 Total Population	213
2017 Group Quarters	0
2022 Total Population	214
2017-2022 Annual Rate	0.09%
2017 Total Daytime Population	125
Workers	39
Residents	86
Household Summary	
2000 Households	67
2000 Average Household Size	2.91
2010 Households	77
2010 Average Household Size	2.75
2017 Households	77
2017 Average Household Size	2.77
2022 Households	78
2022 Average Household Size	2.74
2017-2022 Annual Rate	0.26%
2010 Families	53
2010 Average Family Size	3.28
2017 Families	58
2017 Average Family Size	3.17
2022 Families	58
2022 Average Family Size	3.17
2017-2022 Annual Rate	0.00%
Housing Unit Summary	
2000 Housing Units	69
Owner Occupied Housing Units	87.0%
Renter Occupied Housing Units	10.1%
Vacant Housing Units	2.9%
2010 Housing Units	80
Owner Occupied Housing Units	78.8%
Renter Occupied Housing Units	17.5%
Vacant Housing Units	3.8%
2017 Housing Units	80
Owner Occupied Housing Units	88.8%
Renter Occupied Housing Units	8.8%
Vacant Housing Units	3.8%
2022 Housing Units	81
Owner Occupied Housing Units	87.7%
Renter Occupied Housing Units	8.6%
Vacant Housing Units	3.7%
Median Household Income	
2017	\$90,614
2022	\$103,861
Median Home Value	
2017	\$275,000
2022	\$288,333
Per Capita Income	
2017	\$41,755
2022	\$49,651
Median Age	
2010	39.1
2017	46.4
2022	47.3

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	78
<\$15,000	3.8%
\$15,000 - \$24,999	2.6%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	16.7%
\$100,000 - \$149,999	26.9%
\$150,000 - \$199,999	9.0%
\$200,000+	9.0%

Average Household Income \$109,120

2022 Households by Income

Household Income Base	78
<\$15,000	2.6%
\$15,000 - \$24,999	1.3%
\$25,000 - \$34,999	3.8%
\$35,000 - \$49,999	10.3%
\$50,000 - \$74,999	12.8%
\$75,000 - \$99,999	15.4%
\$100,000 - \$149,999	29.5%
\$150,000 - \$199,999	12.8%
\$200,000+	11.5%

Average Household Income \$130,390

2017 Owner Occupied Housing Units by Value

Total	70
<\$50,000	1.4%
\$50,000 - \$99,999	2.9%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	17.1%
\$200,000 - \$249,999	11.4%
\$250,000 - \$299,999	20.0%
\$300,000 - \$399,999	18.6%
\$400,000 - \$499,999	11.4%
\$500,000 - \$749,999	8.6%
\$750,000 - \$999,999	1.4%
\$1,000,000 +	0.0%

Average Home Value \$304,643

2022 Owner Occupied Housing Units by Value

Total	69
<\$50,000	0.0%
\$50,000 - \$99,999	1.4%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	14.5%
\$200,000 - \$249,999	11.6%
\$250,000 - \$299,999	21.7%
\$300,000 - \$399,999	21.7%
\$400,000 - \$499,999	13.0%
\$500,000 - \$749,999	8.7%
\$750,000 - \$999,999	1.4%
\$1,000,000 +	0.0%

Average Home Value \$321,377

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	212
0 - 4	8.0%
5 - 9	7.5%
10 - 14	8.0%
15 - 24	11.3%
25 - 34	10.8%
35 - 44	13.2%
45 - 54	20.3%
55 - 64	13.2%
65 - 74	5.2%
75 - 84	2.4%
85 +	0.0%
18 +	71.2%

2017 Population by Age

Total	212
0 - 4	4.7%
5 - 9	5.7%
10 - 14	6.6%
15 - 24	10.8%
25 - 34	9.4%
35 - 44	10.8%
45 - 54	15.6%
55 - 64	18.4%
65 - 74	12.3%
75 - 84	4.2%
85 +	1.4%
18 +	78.8%

2022 Population by Age

Total	213
0 - 4	4.7%
5 - 9	5.2%
10 - 14	6.6%
15 - 24	9.9%
25 - 34	9.4%
35 - 44	11.7%
45 - 54	12.2%
55 - 64	18.3%
65 - 74	14.6%
75 - 84	5.6%
85 +	1.9%
18 +	79.3%

2010 Population by Sex

Males	109
Females	103

2017 Population by Sex

Males	112
Females	100

2022 Population by Sex

Males	113
Females	100

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	212
White Alone	92.5%
Black Alone	4.7%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	2.8%
Hispanic Origin	1.4%
Diversity Index	16.7

2017 Population by Race/Ethnicity

Total	214
White Alone	94.9%
Black Alone	0.9%
American Indian Alone	0.5%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	1.9%
Hispanic Origin	2.8%
Diversity Index	14.1

2022 Population by Race/Ethnicity

Total	214
White Alone	94.4%
Black Alone	1.4%
American Indian Alone	0.5%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	1.9%
Hispanic Origin	2.8%
Diversity Index	15.7

2010 Population by Relationship and Household Type

Total	212
In Households	100.0%
In Family Households	84.9%
Householder	25.0%
Spouse	22.2%
Child	34.0%
Other relative	0.9%
Nonrelative	2.8%
In Nonfamily Households	15.1%
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	153
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	2.6%
High School Graduate	26.1%
GED/Alternative Credential	4.6%
Some College, No Degree	21.6%
Associate Degree	17.0%
Bachelor's Degree	20.3%
Graduate/Professional Degree	7.2%

2017 Population 15+ by Marital Status

Total	178
Never Married	24.7%
Married	63.5%
Widowed	3.9%
Divorced	7.9%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	95.6%
Civilian Unemployed (Unemployment Rate)	4.4%

2017 Employed Population 16+ by Industry

Total	129
Agriculture/Mining	5.5%
Construction	11.8%
Manufacturing	11.8%
Wholesale Trade	3.1%
Retail Trade	5.5%
Transportation/Utilities	5.5%
Information	1.6%
Finance/Insurance/Real Estate	7.1%
Services	46.5%
Public Administration	1.6%

2017 Employed Population 16+ by Occupation

Total	129
White Collar	55.0%
Management/Business/Financial	15.5%
Professional	21.7%
Sales	7.0%
Administrative Support	10.9%
Services	10.9%
Blue Collar	34.1%
Farming/Forestry/Fishing	3.1%
Construction/Extraction	7.0%
Installation/Maintenance/Repair	9.3%
Production	7.8%
Transportation/Material Moving	7.0%

2010 Population By Urban/ Rural Status

Total Population	212
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	77
Households with 1 Person	26.0%
Households with 2+ People	74.0%
Family Households	68.8%
Husband-wife Families	61.0%
With Related Children	23.4%
Other Family (No Spouse Present)	7.8%
Other Family with Male Householder	1.3%
With Related Children	0.0%
Other Family with Female Householder	6.5%
With Related Children	6.5%
Nonfamily Households	5.2%
All Households with Children	31.2%
Multigenerational Households	2.6%
Unmarried Partner Households	3.9%
Male-female	3.9%
Same-sex	0.0%

2010 Households by Size

Total	77
1 Person Household	26.0%
2 Person Household	31.2%
3 Person Household	18.2%
4 Person Household	13.0%
5 Person Household	5.2%
6 Person Household	3.9%
7 + Person Household	2.6%

2010 Households by Tenure and Mortgage Status

Total	77
Owner Occupied	81.8%
Owned with a Mortgage/Loan	64.9%
Owned Free and Clear	16.9%
Renter Occupied	18.2%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	80
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. Green Acres (6A)
2. Savvy Suburbanites (1D)
3. Top Tier (1A)

2017 Consumer Spending

Apparel & Services: Total \$	\$218,992
Average Spent	\$2,844.05
Spending Potential Index	132
Education: Total \$	\$154,500
Average Spent	\$2,006.50
Spending Potential Index	138
Entertainment/Recreation: Total \$	\$322,623
Average Spent	\$4,189.91
Spending Potential Index	134
Food at Home: Total \$	\$499,531
Average Spent	\$6,487.41
Spending Potential Index	129
Food Away from Home: Total \$	\$335,782
Average Spent	\$4,360.80
Spending Potential Index	131
Health Care: Total \$	\$592,093
Average Spent	\$7,689.52
Spending Potential Index	137
HH Furnishings & Equipment: Total \$	\$202,936
Average Spent	\$2,635.53
Spending Potential Index	136
Personal Care Products & Services: Total \$	\$82,847
Average Spent	\$1,075.93
Spending Potential Index	135
Shelter: Total \$	\$1,606,738
Average Spent	\$20,866.73
Spending Potential Index	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$248,181
Average Spent	\$3,223.13
Spending Potential Index	138
Travel: Total \$	\$225,346
Average Spent	\$2,926.58
Spending Potential Index	141
Vehicle Maintenance & Repairs: Total \$	\$110,173
Average Spent	\$1,430.82
Spending Potential Index	133

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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