



# Community Profile

2200 1st St S, Willmar, Minnesota, 56201  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 45.10059  
Longitude: -95.04274

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	5,107	17,619	20,156
2010 Total Population	5,409	18,535	21,180
2021 Total Population	5,422	19,083	21,760
2021 Group Quarters	238	856	915
2026 Total Population	5,456	19,337	22,051
2021-2026 Annual Rate	0.13%	0.26%	0.27%
2021 Total Daytime Population	6,920	23,573	26,618
Workers	4,050	13,728	15,516
Residents	2,870	9,845	11,102
<b>Household Summary</b>			
2000 Households	2,099	7,130	7,892
2000 Average Household Size	2.30	2.38	2.46
2010 Households	2,227	7,426	8,273
2010 Average Household Size	2.32	2.38	2.45
2021 Households	2,230	7,652	8,525
2021 Average Household Size	2.32	2.38	2.45
2026 Households	2,243	7,765	8,651
2026 Average Household Size	2.33	2.38	2.44
2021-2026 Annual Rate	0.12%	0.29%	0.29%
2010 Families	1,302	4,389	5,001
2010 Average Family Size	2.97	3.03	3.08
2021 Families	1,276	4,425	5,050
2021 Average Family Size	2.99	3.05	3.09
2026 Families	1,276	4,462	5,095
2026 Average Family Size	2.99	3.05	3.09
2021-2026 Annual Rate	0.00%	0.17%	0.18%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,237	7,613	8,395
Owner Occupied Housing Units	61.2%	59.2%	60.5%
Renter Occupied Housing Units	32.7%	34.4%	33.5%
Vacant Housing Units	6.1%	6.3%	6.0%
2010 Housing Units	2,318	7,872	8,748
Owner Occupied Housing Units	57.0%	56.0%	57.3%
Renter Occupied Housing Units	39.1%	38.3%	37.3%
Vacant Housing Units	3.9%	5.7%	5.4%
2021 Housing Units	2,377	8,261	9,183
Owner Occupied Housing Units	56.7%	55.6%	56.9%
Renter Occupied Housing Units	37.1%	37.0%	35.9%
Vacant Housing Units	6.2%	7.4%	7.2%
2026 Housing Units	2,398	8,394	9,330
Owner Occupied Housing Units	58.6%	57.4%	58.6%
Renter Occupied Housing Units	34.9%	35.1%	34.1%
Vacant Housing Units	6.5%	7.5%	7.3%
<b>Median Household Income</b>			
2021	\$46,879	\$51,343	\$52,651
2026	\$49,541	\$53,813	\$55,283
<b>Median Home Value</b>			
2021	\$154,078	\$164,705	\$172,338
2026	\$193,269	\$214,974	\$223,894
<b>Per Capita Income</b>			
2021	\$24,212	\$25,534	\$26,019
2026	\$25,920	\$27,705	\$28,274
<b>Median Age</b>			
2010	35.5	34.6	34.4
2021	36.3	35.8	35.5
2026	36.7	36.6	36.4

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2021 Households by Income</b>			
Household Income Base	2,230	7,652	8,525
<\$15,000	10.6%	11.1%	10.8%
\$15,000 - \$24,999	14.0%	13.1%	12.7%
\$25,000 - \$34,999	10.9%	9.0%	8.8%
\$35,000 - \$49,999	17.3%	15.2%	14.6%
\$50,000 - \$74,999	22.9%	20.3%	20.2%
\$75,000 - \$99,999	10.1%	15.1%	15.2%
\$100,000 - \$149,999	10.6%	10.8%	11.8%
\$150,000 - \$199,999	1.6%	3.1%	3.4%
\$200,000+	2.0%	2.3%	2.5%
Average Household Income	\$59,290	\$64,264	\$66,177
<b>2026 Households by Income</b>			
Household Income Base	2,243	7,765	8,651
<\$15,000	9.9%	10.2%	9.9%
\$15,000 - \$24,999	12.7%	11.6%	11.2%
\$25,000 - \$34,999	10.8%	8.8%	8.7%
\$35,000 - \$49,999	17.0%	15.0%	14.4%
\$50,000 - \$74,999	23.3%	20.3%	19.9%
\$75,000 - \$99,999	11.0%	16.1%	16.1%
\$100,000 - \$149,999	11.6%	11.9%	13.0%
\$150,000 - \$199,999	1.9%	3.8%	4.2%
\$200,000+	2.0%	2.4%	2.6%
Average Household Income	\$63,510	\$69,662	\$71,827
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,348	4,593	5,223
<\$50,000	5.3%	4.9%	4.7%
\$50,000 - \$99,999	13.1%	15.3%	13.8%
\$100,000 - \$149,999	29.2%	22.9%	21.4%
\$150,000 - \$199,999	27.7%	23.2%	22.5%
\$200,000 - \$249,999	9.8%	10.9%	11.8%
\$250,000 - \$299,999	4.1%	10.4%	11.1%
\$300,000 - \$399,999	8.0%	9.2%	10.6%
\$400,000 - \$499,999	1.3%	1.8%	2.5%
\$500,000 - \$749,999	0.7%	0.6%	0.8%
\$750,000 - \$999,999	0.6%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$173,200	\$190,077	\$200,723
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,406	4,817	5,471
<\$50,000	3.3%	3.1%	2.9%
\$50,000 - \$99,999	6.0%	8.1%	7.2%
\$100,000 - \$149,999	16.7%	13.0%	12.0%
\$150,000 - \$199,999	27.7%	21.1%	20.1%
\$200,000 - \$249,999	15.9%	15.7%	16.5%
\$250,000 - \$299,999	7.8%	17.1%	17.5%
\$300,000 - \$399,999	17.8%	16.4%	17.7%
\$400,000 - \$499,999	2.3%	3.7%	4.2%
\$500,000 - \$749,999	1.6%	1.0%	1.1%
\$750,000 - \$999,999	0.8%	0.4%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$221,673	\$235,243	\$243,517

**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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<b>2010 Population by Age</b>			
Total	5,410	18,535	21,181
0 - 4	7.8%	7.7%	7.7%
5 - 9	6.5%	6.7%	6.8%
10 - 14	6.0%	6.3%	6.4%
15 - 24	15.2%	16.2%	16.5%
25 - 34	14.0%	13.6%	13.3%
35 - 44	10.1%	10.6%	10.6%
45 - 54	12.1%	12.3%	12.6%
55 - 64	10.4%	10.3%	10.5%
65 - 74	6.4%	6.4%	6.4%
75 - 84	6.7%	5.8%	5.5%
85 +	4.9%	4.1%	3.7%
18 +	75.7%	75.0%	74.8%
<b>2021 Population by Age</b>			
Total	5,424	19,084	21,760
0 - 4	7.4%	7.2%	7.2%
5 - 9	6.8%	6.6%	6.6%
10 - 14	6.3%	6.2%	6.3%
15 - 24	11.7%	12.9%	12.9%
25 - 34	16.2%	16.0%	16.4%
35 - 44	11.4%	11.1%	11.1%
45 - 54	9.3%	9.9%	9.8%
55 - 64	11.7%	11.4%	11.5%
65 - 74	8.5%	9.0%	9.1%
75 - 84	5.7%	5.6%	5.5%
85 +	5.0%	4.0%	3.7%
18 +	75.9%	76.4%	76.3%
<b>2026 Population by Age</b>			
Total	5,455	19,337	22,052
0 - 4	7.7%	7.3%	7.3%
5 - 9	6.9%	6.6%	6.6%
10 - 14	6.4%	6.4%	6.5%
15 - 24	13.0%	13.4%	13.3%
25 - 34	13.4%	14.1%	14.4%
35 - 44	13.8%	12.5%	12.5%
45 - 54	9.4%	9.9%	9.8%
55 - 64	9.7%	9.9%	9.9%
65 - 74	9.5%	9.9%	10.0%
75 - 84	6.0%	6.4%	6.3%
85 +	4.2%	3.6%	3.4%
18 +	75.3%	76.1%	76.1%
<b>2010 Population by Sex</b>			
Males	2,523	8,999	10,366
Females	2,886	9,536	10,814
<b>2021 Population by Sex</b>			
Males	2,560	9,334	10,726
Females	2,862	9,749	11,034
<b>2026 Population by Sex</b>			
Males	2,589	9,456	10,861
Females	2,867	9,881	11,190

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<b>2010 Population by Race/Ethnicity</b>			
Total	5,409	18,535	21,179
White Alone	86.4%	87.4%	87.7%
Black Alone	5.0%	4.4%	4.4%
American Indian Alone	0.7%	0.5%	0.5%
Asian Alone	0.4%	0.6%	0.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.5%	5.3%	5.1%
Two or More Races	1.9%	1.8%	1.8%
Hispanic Origin	17.7%	20.2%	19.6%
Diversity Index	46.9	48.1	47.2
<b>2021 Population by Race/Ethnicity</b>			
Total	5,423	19,083	21,760
White Alone	82.9%	84.2%	84.7%
Black Alone	5.4%	4.9%	4.9%
American Indian Alone	1.2%	0.8%	0.7%
Asian Alone	0.4%	0.6%	0.6%
Pacific Islander Alone	0.4%	0.2%	0.2%
Some Other Race Alone	7.0%	6.7%	6.4%
Two or More Races	2.7%	2.6%	2.6%
Hispanic Origin	22.0%	24.8%	24.0%
Diversity Index	54.7	55.4	54.3
<b>2026 Population by Race/Ethnicity</b>			
Total	5,456	19,336	22,051
White Alone	81.7%	83.2%	83.7%
Black Alone	5.6%	5.1%	5.1%
American Indian Alone	1.4%	0.9%	0.8%
Asian Alone	0.4%	0.6%	0.6%
Pacific Islander Alone	0.5%	0.2%	0.2%
Some Other Race Alone	7.3%	7.0%	6.6%
Two or More Races	3.2%	3.1%	3.0%
Hispanic Origin	24.7%	27.7%	26.8%
Diversity Index	57.9	58.4	57.3
<b>2010 Population by Relationship and Household Type</b>			
Total	5,409	18,535	21,180
In Households	95.5%	95.4%	95.6%
In Family Households	74.2%	74.8%	75.7%
Householder	23.9%	23.3%	23.6%
Spouse	16.8%	16.9%	17.4%
Child	27.7%	28.6%	28.9%
Other relative	3.1%	3.0%	2.9%
Nonrelative	2.8%	3.1%	3.0%
In Nonfamily Households	21.3%	20.5%	19.9%
In Group Quarters	4.5%	4.6%	4.4%
Institutionalized Population	2.1%	2.8%	2.6%
Noninstitutionalized Population	2.4%	1.9%	1.8%

**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.

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<b>2021 Population 25+ by Educational Attainment</b>			
Total	3,681	12,795	14,586
Less than 9th Grade	8.3%	9.1%	8.7%
9th - 12th Grade, No Diploma	5.5%	7.4%	7.1%
High School Graduate	22.3%	22.7%	22.6%
GED/Alternative Credential	3.3%	2.7%	2.7%
Some College, No Degree	27.0%	24.5%	24.1%
Associate Degree	13.5%	13.0%	13.5%
Bachelor's Degree	14.8%	14.2%	14.8%
Graduate/Professional Degree	5.2%	6.2%	6.5%
<b>2021 Population 15+ by Marital Status</b>			
Total	4,315	15,260	17,388
Never Married	35.4%	36.7%	36.0%
Married	43.0%	45.7%	47.2%
Widowed	9.9%	6.9%	6.5%
Divorced	11.7%	10.7%	10.3%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,676	9,768	11,186
Population 16+ Employed	95.9%	95.2%	95.4%
Population 16+ Unemployment rate	4.1%	4.8%	4.6%
Population 16-24 Employed	15.4%	15.5%	15.3%
Population 16-24 Unemployment rate	1.7%	6.6%	6.8%
Population 25-54 Employed	61.7%	60.5%	60.6%
Population 25-54 Unemployment rate	4.2%	4.7%	4.3%
Population 55-64 Employed	16.8%	15.7%	15.9%
Population 55-64 Unemployment rate	6.1%	5.0%	4.5%
Population 65+ Employed	6.1%	8.3%	8.2%
Population 65+ Unemployment rate	3.1%	2.4%	2.5%
<b>2021 Employed Population 16+ by Industry</b>			
Total	2,566	9,295	10,672
Agriculture/Mining	3.0%	5.4%	5.6%
Construction	4.0%	5.6%	6.0%
Manufacturing	17.7%	16.7%	15.9%
Wholesale Trade	3.2%	2.9%	3.2%
Retail Trade	13.8%	11.9%	12.1%
Transportation/Utilities	7.2%	4.5%	4.5%
Information	0.6%	0.7%	0.7%
Finance/Insurance/Real Estate	2.3%	3.0%	3.1%
Services	46.0%	44.9%	44.7%
Public Administration	2.3%	4.3%	4.2%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	2,566	9,296	10,670
White Collar	50.5%	52.2%	53.3%
Management/Business/Financial	11.4%	13.0%	13.3%
Professional	18.6%	20.7%	21.5%
Sales	8.0%	7.7%	8.1%
Administrative Support	12.6%	10.8%	10.5%
Services	17.8%	17.1%	16.4%
Blue Collar	31.6%	30.7%	30.2%
Farming/Forestry/Fishing	1.4%	2.8%	2.9%
Construction/Extraction	2.5%	4.4%	4.6%
Installation/Maintenance/Repair	1.7%	2.3%	2.5%
Production	11.3%	10.2%	9.7%
Transportation/Material Moving	14.8%	10.9%	10.6%

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<b>2010 Households by Type</b>			
Total	2,226	7,426	8,274
Households with 1 Person	33.9%	33.0%	31.4%
Households with 2+ People	66.1%	67.0%	68.6%
Family Households	58.5%	59.1%	60.4%
Husband-wife Families	41.2%	42.7%	44.4%
With Related Children	16.3%	17.9%	18.5%
Other Family (No Spouse Present)	17.3%	16.4%	16.1%
Other Family with Male Householder	3.8%	4.4%	4.3%
With Related Children	2.3%	2.7%	2.7%
Other Family with Female Householder	13.5%	12.0%	11.7%
With Related Children	10.2%	9.0%	8.9%
Nonfamily Households	7.6%	7.9%	8.2%
All Households with Children	29.4%	30.2%	30.6%
Multigenerational Households	1.6%	2.1%	2.1%
Unmarried Partner Households	7.6%	7.3%	7.3%
Male-female	7.4%	7.0%	6.9%
Same-sex	0.2%	0.3%	0.4%
<b>2010 Households by Size</b>			
Total	2,227	7,427	8,273
1 Person Household	33.9%	32.9%	31.4%
2 Person Household	33.5%	32.8%	33.7%
3 Person Household	13.0%	12.9%	13.2%
4 Person Household	10.7%	11.1%	11.4%
5 Person Household	5.5%	5.8%	6.0%
6 Person Household	1.9%	2.3%	2.3%
7 + Person Household	1.5%	2.1%	2.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,227	7,426	8,273
Owner Occupied	59.3%	59.4%	60.5%
Owned with a Mortgage/Loan	38.4%	40.7%	41.6%
Owned Free and Clear	20.9%	18.7%	18.9%
Renter Occupied	40.7%	40.6%	39.5%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	163	169	166
Percent of Income for Mortgage	13.8%	13.5%	13.7%
Wealth Index	52	54	57
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,318	7,872	8,748
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	99.9%	95.9%	92.0%
Rural Housing Units	0.1%	4.1%	8.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,409	18,535	21,180
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	99.7%	95.6%	91.4%
Rural Population	0.3%	4.4%	8.6%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Midlife Constants (5E)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Rustbelt Traditions (5D)	Traditional Living (12B)	Traditional Living (12B)
3.	Metro Fusion (11C)	Midlife Constants (5E)	Midlife Constants (5E)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,147,684	\$11,648,762	\$13,312,023
Average Spent	\$1,411.52	\$1,522.32	\$1,561.53
Spending Potential Index	67	72	74
Education: Total \$	\$2,312,536	\$8,323,045	\$9,617,519
Average Spent	\$1,037.01	\$1,087.70	\$1,128.15
Spending Potential Index	60	63	65
Entertainment/Recreation: Total \$	\$4,734,893	\$18,005,370	\$20,615,754
Average Spent	\$2,123.27	\$2,353.03	\$2,418.27
Spending Potential Index	66	73	75
Food at Home: Total \$	\$8,121,809	\$30,499,268	\$34,823,226
Average Spent	\$3,642.07	\$3,985.79	\$4,084.84
Spending Potential Index	67	73	75
Food Away from Home: Total \$	\$5,560,158	\$20,583,001	\$23,533,065
Average Spent	\$2,493.34	\$2,689.89	\$2,760.48
Spending Potential Index	66	71	73
Health Care: Total \$	\$9,363,619	\$35,648,532	\$40,719,559
Average Spent	\$4,198.93	\$4,658.72	\$4,776.49
Spending Potential Index	67	75	77
HH Furnishings & Equipment: Total \$	\$3,263,058	\$12,139,936	\$13,917,235
Average Spent	\$1,463.25	\$1,586.50	\$1,632.52
Spending Potential Index	65	70	72
Personal Care Products & Services: Total \$	\$1,324,915	\$4,928,122	\$5,637,349
Average Spent	\$594.13	\$644.03	\$661.27
Spending Potential Index	66	72	74
Shelter: Total \$	\$28,826,875	\$106,135,335	\$121,602,151
Average Spent	\$12,926.85	\$13,870.27	\$14,264.18
Spending Potential Index	64	69	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,373,701	\$13,063,828	\$15,034,328
Average Spent	\$1,512.87	\$1,707.24	\$1,763.56
Spending Potential Index	63	71	74
Travel: Total \$	\$3,486,801	\$12,951,633	\$14,933,976
Average Spent	\$1,563.59	\$1,692.58	\$1,751.79
Spending Potential Index	62	67	69
Vehicle Maintenance & Repairs: Total \$	\$1,687,709	\$6,393,146	\$7,297,323
Average Spent	\$756.82	\$835.49	\$855.99
Spending Potential Index	68	75	77

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.