

Community Profile

13135 Main St, Rogers, Minnesota, 55374
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.19290
Longitude: -93.55281

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	3,528	12,560	28,045
2020 Total Population	4,134	15,294	34,679
2020 Group Quarters	34	91	106
2024 Total Population	4,618	17,791	42,990
2024 Group Quarters	31	92	107
2029 Total Population	5,140	19,497	47,740
2024-2029 Annual Rate	2.16%	1.85%	2.12%
2024 Total Daytime Population	7,718	18,449	37,078
Workers	5,707	10,912	18,148
Residents	2,011	7,537	18,930
Household Summary			
2010 Households	1,343	4,195	9,725
2010 Average Household Size	2.60	2.97	2.87
2020 Total Households	1,614	5,156	12,154
2020 Average Household Size	2.54	2.95	2.84
2024 Households	1,855	6,099	15,255
2024 Average Household Size	2.47	2.90	2.81
2029 Households	2,079	6,755	17,160
2029 Average Household Size	2.46	2.87	2.78
2024-2029 Annual Rate	2.31%	2.06%	2.38%
2010 Families	999	3,291	7,524
2010 Average Family Size	3.08	3.39	3.29
2024 Families	1,406	4,793	11,849
2024 Average Family Size	2.89	3.20	3.17
2029 Families	1,580	5,311	13,313
2029 Average Family Size	2.86	3.16	3.13
2024-2029 Annual Rate	2.36%	2.07%	2.36%
Housing Unit Summary			
2000 Housing Units	743	2,439	5,746
Owner Occupied Housing Units	90.2%	91.6%	90.7%
Renter Occupied Housing Units	6.6%	5.3%	5.7%
Vacant Housing Units	3.2%	3.2%	3.6%
2010 Housing Units	1,410	4,386	10,200
Owner Occupied Housing Units	75.4%	80.0%	83.2%
Renter Occupied Housing Units	19.9%	15.7%	12.1%
Vacant Housing Units	4.8%	4.4%	4.7%
2020 Housing Units	1,666	5,346	12,710
Owner Occupied Housing Units	81.0%	83.9%	84.4%
Renter Occupied Housing Units	15.8%	12.5%	11.2%
Vacant Housing Units	2.6%	3.1%	4.0%
2024 Housing Units	1,988	6,451	16,099
Owner Occupied Housing Units	75.7%	80.5%	83.7%
Renter Occupied Housing Units	17.7%	14.1%	11.1%
Vacant Housing Units	6.7%	5.5%	5.2%
2029 Housing Units	2,178	6,986	17,816
Owner Occupied Housing Units	77.4%	81.8%	82.9%
Renter Occupied Housing Units	18.1%	14.9%	13.5%
Vacant Housing Units	4.5%	3.3%	3.7%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2024 Households by Income			
Household Income Base	1,855	6,099	15,255
<\$15,000	3.7%	3.5%	3.3%
\$15,000 - \$24,999	0.3%	0.4%	1.3%
\$25,000 - \$34,999	3.5%	2.5%	2.9%
\$35,000 - \$49,999	2.8%	3.8%	4.6%
\$50,000 - \$74,999	9.3%	10.8%	11.6%
\$75,000 - \$99,999	5.8%	9.1%	10.2%
\$100,000 - \$149,999	17.3%	18.1%	22.7%
\$150,000 - \$199,999	24.0%	21.3%	19.1%
\$200,000+	33.3%	30.5%	24.2%
Average Household Income	\$186,674	\$177,670	\$160,949
2029 Households by Income			
Household Income Base	2,079	6,755	17,160
<\$15,000	2.8%	2.7%	2.7%
\$15,000 - \$24,999	0.2%	0.2%	0.9%
\$25,000 - \$34,999	2.2%	1.6%	2.0%
\$35,000 - \$49,999	1.7%	2.3%	3.2%
\$50,000 - \$74,999	5.7%	7.4%	8.9%
\$75,000 - \$99,999	4.1%	7.4%	8.9%
\$100,000 - \$149,999	15.6%	16.6%	21.6%
\$150,000 - \$199,999	28.0%	25.3%	23.1%
\$200,000+	39.5%	36.5%	28.8%
Average Household Income	\$215,501	\$205,345	\$184,393
2024 Owner Occupied Housing Units by Value			
Total	1,504	5,192	13,476
<\$50,000	0.2%	0.9%	0.8%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.2%
\$150,000 - \$199,999	0.4%	0.3%	0.7%
\$200,000 - \$249,999	0.9%	0.5%	1.3%
\$250,000 - \$299,999	2.5%	2.4%	3.8%
\$300,000 - \$399,999	41.9%	33.4%	29.6%
\$400,000 - \$499,999	31.3%	28.9%	29.3%
\$500,000 - \$749,999	20.1%	27.8%	30.3%
\$750,000 - \$999,999	2.6%	5.0%	3.6%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$446,490	\$482,911	\$478,648
2029 Owner Occupied Housing Units by Value			
Total	1,685	5,712	14,761
<\$50,000	0.1%	0.3%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.0%	0.1%
\$200,000 - \$249,999	0.2%	0.1%	0.4%
\$250,000 - \$299,999	1.2%	1.1%	1.9%
\$300,000 - \$399,999	34.5%	25.9%	23.6%
\$400,000 - \$499,999	35.3%	31.1%	31.4%
\$500,000 - \$749,999	24.5%	34.3%	37.5%
\$750,000 - \$999,999	4.0%	6.5%	4.4%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$473,058	\$515,917	\$511,420

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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Median Household Income			
2024	\$161,297	\$152,935	\$130,792
2029	\$176,326	\$168,432	\$152,732
Median Home Value			
2024	\$413,057	\$442,582	\$446,505
2029	\$439,328	\$472,607	\$475,868
Per Capita Income			
2024	\$66,439	\$61,004	\$56,927
2029	\$77,399	\$71,242	\$66,053
Median Age			
2010	34.8	34.9	35.3
2020	37.6	37.4	37.8
2024	38.0	38.0	38.4
2029	38.0	38.0	38.8
2020 Population by Age			
Total	4,134	15,294	34,679
0 - 4	7.5%	7.0%	6.9%
5 - 9	7.6%	8.1%	8.1%
10 - 14	7.7%	8.5%	8.3%
15 - 24	12.6%	12.8%	12.1%
25 - 34	10.8%	10.0%	10.6%
35 - 44	14.4%	14.8%	14.9%
45 - 54	15.5%	15.3%	14.4%
55 - 64	12.0%	12.3%	12.6%
65 - 74	6.4%	6.7%	7.6%
75 - 84	3.8%	3.2%	3.5%
85 +	1.6%	1.3%	1.1%
18 +	72.5%	71.1%	71.7%
2024 Population by Age			
Total	4,616	17,793	42,991
0 - 4	7.2%	6.8%	6.7%
5 - 9	8.4%	7.7%	7.7%
10 - 14	7.5%	8.1%	8.2%
15 - 24	12.1%	13.3%	12.8%
25 - 34	10.1%	9.8%	9.8%
35 - 44	15.4%	15.0%	15.1%
45 - 54	13.5%	14.1%	13.9%
55 - 64	12.8%	12.6%	12.3%
65 - 74	7.5%	7.6%	8.3%
75 - 84	3.8%	3.5%	4.0%
85 +	1.6%	1.4%	1.2%
18 +	72.8%	72.6%	72.8%
2029 Population by Age			
Total	5,140	19,494	47,739
0 - 4	6.9%	6.7%	6.6%
5 - 9	7.6%	6.9%	6.9%
10 - 14	8.4%	7.7%	7.7%
15 - 24	11.3%	12.8%	12.5%
25 - 34	12.3%	12.6%	11.7%
35 - 44	13.6%	12.7%	13.3%
45 - 54	13.1%	13.7%	13.8%
55 - 64	12.3%	12.7%	12.0%
65 - 74	8.6%	8.5%	9.2%
75 - 84	4.2%	4.2%	4.8%
85 +	1.7%	1.5%	1.4%
18 +	73.1%	74.3%	74.4%

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2020 Population by Sex			
Males	2,032	7,572	17,160
Females	2,102	7,722	17,519
2024 Population by Sex			
Males	2,336	8,977	21,642
Females	2,282	8,814	21,348
2029 Population by Sex			
Males	2,604	9,781	23,873
Females	2,536	9,717	23,867
2010 Population by Race/Ethnicity			
Total	3,528	12,560	28,046
White Alone	92.3%	92.2%	92.3%
Black Alone	2.1%	1.9%	1.9%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.9%	2.9%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.8%	0.9%
Two or More Races	1.9%	1.9%	1.7%
Hispanic Origin	2.0%	3.4%	3.0%
Diversity Index	18.0	20.3	19.5
2020 Population by Race/Ethnicity			
Total	4,134	15,294	34,679
White Alone	89.2%	87.2%	86.2%
Black Alone	2.9%	2.8%	3.0%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	2.4%	2.6%	3.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	2.7%	2.4%
Two or More Races	4.2%	4.6%	5.1%
Hispanic Origin	2.3%	4.4%	4.3%
Diversity Index	23.7	30.1	31.3
2024 Population by Race/Ethnicity			
Total	4,618	17,791	42,989
White Alone	88.5%	86.1%	85.1%
Black Alone	3.1%	3.0%	3.4%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	2.6%	2.8%	3.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	2.9%	2.5%
Two or More Races	4.5%	4.9%	5.3%
Hispanic Origin	2.5%	4.8%	4.6%
Diversity Index	25.1	32.3	33.5
2029 Population by Race/Ethnicity			
Total	5,140	19,499	47,739
White Alone	87.4%	85.0%	83.8%
Black Alone	3.3%	3.2%	3.6%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	2.8%	3.1%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.2%	3.1%	2.6%
Two or More Races	5.0%	5.4%	5.8%
Hispanic Origin	2.7%	5.2%	5.0%
Diversity Index	27.2	34.4	35.7

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	4,134	15,294	34,679
In Households	99.2%	99.4%	99.7%
Householder	35.1%	33.8%	35.0%
Opposite-Sex Spouse	23.0%	22.9%	22.9%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.7%	1.6%	1.7%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	34.3%	35.1%	33.8%
Adopted Child	0.5%	0.7%	0.7%
Stepchild	0.8%	0.9%	1.0%
Grandchild	0.8%	0.8%	0.9%
Brother or Sister	0.2%	0.4%	0.5%
Parent	0.6%	0.6%	0.6%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	0.7%	0.7%	0.7%
Foster Child	0.0%	0.0%	0.1%
Other Nonrelatives	1.1%	1.3%	1.5%
In Group Quarters	0.8%	0.6%	0.3%
Institutionalized	0.8%	0.6%	0.3%
Noninstitutionalized	0.0%	0.0%	0.0%
2024 Population 25+ by Educational Attainment			
Total	2,993	11,391	27,810
Less than 9th Grade	0.5%	0.8%	0.7%
9th - 12th Grade, No Diploma	1.8%	2.4%	2.0%
High School Graduate	19.5%	18.0%	18.3%
GED/Alternative Credential	1.4%	1.8%	1.9%
Some College, No Degree	14.1%	14.7%	14.6%
Associate Degree	13.2%	10.8%	13.7%
Bachelor's Degree	30.4%	32.9%	31.6%
Graduate/Professional Degree	18.9%	18.6%	17.3%
2024 Population 15+ by Marital Status			
Total	3,551	13,756	33,299
Never Married	23.7%	22.6%	24.1%
Married	66.9%	67.4%	64.5%
Widowed	2.8%	2.8%	3.4%
Divorced	6.6%	7.2%	8.0%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,674	10,535	24,692
Population 16+ Employed	99.0%	98.7%	98.7%
Population 16+ Unemployment rate	1.0%	1.3%	1.3%
Population 16-24 Employed	14.5%	15.4%	13.9%
Population 16-24 Unemployment rate	2.8%	1.5%	2.0%
Population 25-54 Employed	62.0%	60.5%	61.2%
Population 25-54 Unemployment rate	0.7%	0.7%	1.2%
Population 55-64 Employed	18.3%	17.7%	17.8%
Population 55-64 Unemployment rate	1.0%	2.9%	1.5%
Population 65+ Employed	5.3%	6.3%	7.1%
Population 65+ Unemployment rate	0.0%	0.8%	0.4%

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2024 Employed Population 16+ by Industry			
Total	2,647	10,403	24,367
Agriculture/Mining	0.0%	0.0%	0.3%
Construction	5.9%	5.6%	8.0%
Manufacturing	18.5%	20.1%	19.0%
Wholesale Trade	1.1%	2.0%	2.9%
Retail Trade	10.6%	11.2%	10.5%
Transportation/Utilities	6.7%	5.0%	4.9%
Information	1.4%	1.0%	1.3%
Finance/Insurance/Real Estate	13.5%	12.8%	9.9%
Services	40.9%	41.0%	40.5%
Public Administration	1.3%	1.4%	2.6%
2024 Employed Population 16+ by Occupation			
Total	2,649	10,402	24,367
White Collar	76.2%	74.5%	73.2%
Management/Business/Financial	22.1%	22.6%	23.0%
Professional	38.2%	31.9%	28.4%
Sales	9.6%	12.5%	12.3%
Administrative Support	6.4%	7.4%	9.4%
Services	11.0%	12.1%	10.4%
Blue Collar	12.9%	13.4%	16.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.1%	1.7%	3.4%
Installation/Maintenance/Repair	2.8%	2.9%	2.6%
Production	4.8%	5.1%	5.8%
Transportation/Material Moving	4.2%	3.7%	4.6%
2020 Households by Type			
Total	1,614	5,156	12,154
Married Couple Households	65.4%	68.5%	65.7%
With Own Children <18	33.9%	35.2%	32.2%
Without Own Children <18	31.5%	33.3%	33.5%
Cohabiting Couple Households	4.9%	4.6%	5.1%
With Own Children <18	1.6%	1.6%	1.8%
Without Own Children <18	3.3%	3.0%	3.3%
Male Householder, No Spouse/Partner	11.0%	10.7%	11.7%
Living Alone	6.6%	6.8%	7.6%
65 Years and over	2.4%	2.3%	2.2%
With Own Children <18	2.0%	1.7%	1.7%
Without Own Children <18, With Relatives	1.6%	1.4%	1.8%
No Relatives Present	0.7%	0.7%	0.7%
Female Householder, No Spouse/Partner	18.8%	16.2%	17.4%
Living Alone	12.6%	9.8%	10.4%
65 Years and over	7.2%	5.5%	5.6%
With Own Children <18	2.7%	3.1%	3.5%
Without Own Children <18, With Relatives	2.8%	2.7%	3.0%
No Relatives Present	0.6%	0.6%	0.5%
2020 Households by Size			
Total	1,614	5,156	12,154
1 Person Household	19.2%	16.6%	17.9%
2 Person Household	29.9%	29.7%	31.7%
3 Person Household	15.3%	16.4%	16.1%
4 Person Household	21.7%	21.8%	20.2%
5 Person Household	9.2%	10.6%	9.4%
6 Person Household	3.4%	3.3%	3.0%
7 + Person Household	1.2%	1.6%	1.6%

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2020 Households by Tenure and Mortgage Status			
Total	1,614	5,156	12,154
Owner Occupied	83.6%	87.0%	88.2%
Owned with a Mortgage/Loan	70.2%	70.3%	70.3%
Owned Free and Clear	13.4%	16.7%	18.0%
Renter Occupied	16.4%	13.0%	11.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	148	131	112
Percent of Income for Mortgage	16.0%	18.1%	21.4%
Wealth Index	176	167	152
2020 Housing Units By Urban/ Rural Status			
Total	1,666	5,346	12,710
Urban Housing Units	99.7%	83.6%	79.3%
Rural Housing Units	0.3%	16.4%	20.7%
2020 Population By Urban/ Rural Status			
Total	4,134	15,294	34,679
Urban Population	99.5%	83.3%	78.7%
Rural Population	0.5%	16.7%	21.3%

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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Top 3 Tapestry Segments			
1.	Workday Drive (4A)	Workday Drive (4A)	Workday Drive (4A)
2.		Boomburbs (1C)	Green Acres (6A)
3.		Green Acres (6A)	Up and Coming Families (7A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$7,098,297	\$22,353,387	\$50,533,742
Average Spent	\$3,826.58	\$3,665.09	\$3,312.60
Spending Potential Index	161	154	139
Education: Total \$	\$5,376,697	\$16,453,066	\$37,272,696
Average Spent	\$2,898.49	\$2,697.67	\$2,443.31
Spending Potential Index	168	156	141
Entertainment/Recreation: Total \$	\$12,701,000	\$39,808,913	\$89,864,807
Average Spent	\$6,846.90	\$6,527.12	\$5,890.84
Spending Potential Index	167	160	144
Food at Home: Total \$	\$20,795,944	\$65,081,522	\$147,919,153
Average Spent	\$11,210.75	\$10,670.85	\$9,696.44
Spending Potential Index	154	146	133
Food Away from Home: Total \$	\$12,013,952	\$37,864,176	\$85,590,807
Average Spent	\$6,476.52	\$6,208.26	\$5,610.67
Spending Potential Index	166	160	144
Health Care: Total \$	\$22,774,562	\$70,986,626	\$161,480,768
Average Spent	\$12,277.39	\$11,639.06	\$10,585.43
Spending Potential Index	160	151	138
HH Furnishings & Equipment: Total \$	\$9,719,838	\$30,519,882	\$69,292,330
Average Spent	\$5,239.80	\$5,004.08	\$4,542.27
Spending Potential Index	166	158	144
Personal Care Products & Services: Total \$	\$2,925,914	\$9,153,143	\$20,782,108
Average Spent	\$1,577.31	\$1,500.76	\$1,362.31
Spending Potential Index	158	151	137
Shelter: Total \$	\$78,739,048	\$246,920,161	\$559,488,561
Average Spent	\$42,446.93	\$40,485.35	\$36,675.75
Spending Potential Index	159	152	138
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,544,771	\$36,383,661	\$81,835,828
Average Spent	\$6,223.60	\$5,965.51	\$5,364.52
Spending Potential Index	178	170	153
Travel: Total \$	\$9,526,204	\$29,819,518	\$67,594,609
Average Spent	\$5,135.42	\$4,889.25	\$4,430.98
Spending Potential Index	169	161	146
Vehicle Maintenance & Repairs: Total \$	\$4,389,591	\$13,805,774	\$31,286,843
Average Spent	\$2,366.36	\$2,263.61	\$2,050.92
Spending Potential Index	160	153	138

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.