



Market Profile

Greater Bemidji
 102 First Street West Bemidji MN 56601
 Rings: 15, 30, 60 mile radii

Latitude: 47.4682
 Longitude: -94.8798

	15 mile	30 mile	60 mile
Population Summary			
2000 Total Population	34,324	55,122	123,643
2010 Total Population	38,809	60,811	131,385
2020 Total Population	42,594	66,370	141,723
2020 Group Quarters	1,984	2,262	3,019
2025 Total Population	44,572	69,334	147,068
2020-2025 Annual Rate	0.91%	0.88%	0.74%
2020 Total Daytime Population	44,655	67,057	137,911
Workers	20,766	28,258	52,616
Residents	23,889	38,799	85,295
Household Summary			
2000 Households	12,675	20,319	47,530
2000 Average Household Size	2.57	2.61	2.53
2010 Households	14,849	23,404	52,567
2010 Average Household Size	2.48	2.50	2.44
2020 Households	16,277	25,504	56,638
2020 Average Household Size	2.49	2.51	2.45
2025 Households	17,043	26,647	58,775
2025 Average Household Size	2.50	2.52	2.45
2020-2025 Annual Rate	0.92%	0.88%	0.74%
2010 Families	9,455	15,275	34,906
2010 Average Family Size	2.98	3.01	2.94
2020 Families	10,234	16,424	37,104
2020 Average Family Size	3.00	3.02	2.96
2025 Families	10,670	17,085	38,334
2025 Average Family Size	3.00	3.03	2.96
2020-2025 Annual Rate	0.84%	0.79%	0.65%
Housing Unit Summary			
2000 Housing Units	14,431	25,253	70,405
Owner Occupied Housing Units	65.2%	62.0%	54.5%
Renter Occupied Housing Units	22.7%	18.4%	13.0%
Vacant Housing Units	12.2%	19.5%	32.5%
2010 Housing Units	17,406	30,335	81,256
Owner Occupied Housing Units	60.2%	56.8%	50.1%
Renter Occupied Housing Units	25.1%	20.4%	14.6%
Vacant Housing Units	14.7%	22.8%	35.3%
2020 Housing Units	19,022	33,241	88,062
Owner Occupied Housing Units	56.4%	53.8%	48.6%
Renter Occupied Housing Units	29.2%	23.0%	15.7%
Vacant Housing Units	14.4%	23.3%	35.7%
2025 Housing Units	19,879	34,744	91,392
Owner Occupied Housing Units	56.7%	54.0%	48.8%
Renter Occupied Housing Units	29.0%	22.7%	15.5%
Vacant Housing Units	14.3%	23.3%	35.7%
Median Household Income			
2020	\$49,888	\$49,198	\$50,354
2025	\$51,445	\$51,108	\$52,619
Median Home Value			
2020	\$176,164	\$171,328	\$176,604
2025	\$193,287	\$189,280	\$196,379
Per Capita Income			
2020	\$25,669	\$25,360	\$26,470
2025	\$27,768	\$27,446	\$28,771
Median Age			
2010	33.7	36.0	41.2
2020	35.4	37.4	42.6
2025	37.0	38.7	43.5

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	16,277	25,504	56,638
<\$15,000	13.4%	13.4%	12.3%
\$15,000 - \$24,999	10.3%	10.8%	11.0%
\$25,000 - \$34,999	10.1%	10.1%	10.3%
\$35,000 - \$49,999	16.3%	16.4%	16.0%
\$50,000 - \$74,999	17.0%	17.6%	18.8%
\$75,000 - \$99,999	12.3%	12.1%	12.6%
\$100,000 - \$149,999	14.3%	13.7%	13.1%
\$150,000 - \$199,999	3.7%	3.6%	3.4%
\$200,000+	2.6%	2.5%	2.5%
Average Household Income	\$66,840	\$65,733	\$66,126
2025 Households by Income			
Household Income Base	17,043	26,647	58,775
<\$15,000	12.5%	12.5%	11.3%
\$15,000 - \$24,999	10.0%	10.4%	10.4%
\$25,000 - \$34,999	9.9%	9.8%	9.8%
\$35,000 - \$49,999	16.2%	16.3%	15.7%
\$50,000 - \$74,999	16.4%	17.1%	18.3%
\$75,000 - \$99,999	12.0%	12.1%	12.9%
\$100,000 - \$149,999	15.7%	15.2%	14.9%
\$150,000 - \$199,999	4.3%	4.1%	4.0%
\$200,000+	2.9%	2.7%	2.7%
Average Household Income	\$72,300	\$71,146	\$71,889
2020 Owner Occupied Housing Units by Value			
Total	10,730	17,869	42,793
<\$50,000	8.1%	9.7%	9.3%
\$50,000 - \$99,999	11.7%	13.5%	13.9%
\$100,000 - \$149,999	18.4%	18.0%	17.3%
\$150,000 - \$199,999	22.6%	20.5%	17.9%
\$200,000 - \$249,999	12.4%	11.5%	11.9%
\$250,000 - \$299,999	11.7%	10.6%	10.2%
\$300,000 - \$399,999	7.9%	8.4%	10.2%
\$400,000 - \$499,999	3.5%	3.7%	4.2%
\$500,000 - \$749,999	2.6%	2.8%	3.6%
\$750,000 - \$999,999	0.6%	0.7%	0.9%
\$1,000,000 - \$1,499,999	0.3%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$205,042	\$203,513	\$215,152
2025 Owner Occupied Housing Units by Value			
Total	11,274	18,762	44,595
<\$50,000	5.7%	7.4%	7.2%
\$50,000 - \$99,999	8.0%	10.0%	10.7%
\$100,000 - \$149,999	15.3%	15.5%	15.1%
\$150,000 - \$199,999	24.3%	21.7%	18.4%
\$200,000 - \$249,999	14.4%	13.2%	13.2%
\$250,000 - \$299,999	14.4%	12.9%	12.3%
\$300,000 - \$399,999	9.9%	10.5%	12.5%
\$400,000 - \$499,999	4.2%	4.4%	4.9%
\$500,000 - \$749,999	2.9%	3.2%	4.1%
\$750,000 - \$999,999	0.6%	0.7%	1.0%
\$1,000,000 - \$1,499,999	0.3%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$224,111	\$221,980	\$234,316

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	38,808	60,810	131,385
0 - 4	7.1%	7.3%	7.0%
5 - 9	6.5%	6.8%	6.7%
10 - 14	6.4%	6.5%	6.6%
15 - 24	18.9%	16.5%	13.1%
25 - 34	12.6%	11.8%	10.5%
35 - 44	10.2%	10.3%	10.2%
45 - 54	13.4%	13.9%	14.4%
55 - 64	12.0%	12.5%	14.0%
65 - 74	6.8%	7.9%	9.9%
75 - 84	4.0%	4.4%	5.4%
85 +	2.0%	2.0%	2.2%
18 +	76.2%	75.4%	75.8%
2020 Population by Age			
Total	42,594	66,370	141,724
0 - 4	6.5%	6.7%	6.3%
5 - 9	6.3%	6.6%	6.4%
10 - 14	6.6%	6.7%	6.4%
15 - 24	16.2%	14.1%	11.6%
25 - 34	13.9%	13.2%	11.4%
35 - 44	11.4%	11.1%	10.4%
45 - 54	10.0%	10.4%	10.9%
55 - 64	12.3%	13.2%	14.8%
65 - 74	9.9%	10.7%	12.9%
75 - 84	4.6%	5.1%	6.4%
85 +	2.1%	2.1%	2.5%
18 +	77.0%	76.5%	77.5%
2025 Population by Age			
Total	44,573	69,335	147,068
0 - 4	6.5%	6.6%	6.2%
5 - 9	6.2%	6.5%	6.2%
10 - 14	6.4%	6.6%	6.4%
15 - 24	16.3%	14.3%	11.6%
25 - 34	11.9%	11.3%	10.0%
35 - 44	12.7%	12.2%	11.2%
45 - 54	10.4%	10.5%	10.6%
55 - 64	10.7%	11.6%	13.2%
65 - 74	10.7%	11.7%	14.2%
75 - 84	6.0%	6.4%	7.8%
85 +	2.3%	2.3%	2.7%
18 +	77.2%	76.4%	77.5%
2010 Population by Sex			
Males	19,402	30,380	66,243
Females	19,407	30,431	65,142
2020 Population by Sex			
Males	21,422	33,330	71,811
Females	21,172	33,040	69,912
2025 Population by Sex			
Males	22,459	34,909	74,771
Females	22,114	34,425	72,296

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	38,809	60,811	131,385
White Alone	82.1%	77.4%	81.8%
Black Alone	0.7%	0.5%	0.3%
American Indian Alone	12.4%	17.9%	14.2%
Asian Alone	0.8%	0.6%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.2%
Two or More Races	3.7%	3.2%	2.9%
Hispanic Origin	1.7%	1.6%	1.4%
Diversity Index	33.4	38.9	32.9
2020 Population by Race/Ethnicity			
Total	42,594	66,370	141,724
White Alone	79.1%	74.7%	79.5%
Black Alone	1.0%	0.8%	0.6%
American Indian Alone	14.4%	19.5%	15.5%
Asian Alone	0.9%	0.7%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.4%
Two or More Races	4.2%	3.8%	3.6%
Hispanic Origin	3.0%	2.9%	2.4%
Diversity Index	39.2	43.8	37.6
2025 Population by Race/Ethnicity			
Total	44,573	69,335	147,068
White Alone	77.6%	73.3%	78.2%
Black Alone	1.1%	1.0%	0.7%
American Indian Alone	15.1%	20.1%	16.0%
Asian Alone	0.9%	0.7%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.5%
Two or More Races	4.6%	4.3%	4.0%
Hispanic Origin	3.7%	3.5%	3.0%
Diversity Index	41.8	46.1	39.9
2010 Population by Relationship and Household Type			
Total	38,809	60,811	131,385
In Households	94.9%	96.3%	97.7%
In Family Households	75.7%	78.7%	81.0%
Householder	24.4%	25.2%	26.6%
Spouse	17.9%	18.2%	20.3%
Child	27.8%	29.3%	28.8%
Other relative	2.6%	2.9%	2.6%
Nonrelative	3.0%	3.1%	2.8%
In Nonfamily Households	19.3%	17.6%	16.7%
In Group Quarters	5.1%	3.7%	2.3%
Institutionalized Population	1.0%	1.0%	0.9%
Noninstitutionalized Population	4.1%	2.7%	1.4%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	27,422	43,747	98,276
Less than 9th Grade	1.6%	1.9%	2.1%
9th - 12th Grade, No Diploma	4.7%	6.3%	6.3%
High School Graduate	19.9%	22.7%	26.6%
GED/Alternative Credential	4.2%	4.6%	4.6%
Some College, No Degree	22.8%	22.9%	23.0%
Associate Degree	12.9%	12.7%	12.6%
Bachelor's Degree	20.6%	18.3%	16.5%
Graduate/Professional Degree	13.2%	10.6%	8.2%
2020 Population 15+ by Marital Status			
Total	34,321	53,099	114,656
Never Married	36.7%	35.5%	29.9%
Married	45.0%	46.4%	52.3%
Widowed	5.1%	5.5%	6.1%
Divorced	13.2%	12.6%	11.8%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	22,167	33,062	67,278
Population 16+ Employed	84.7%	83.6%	84.0%
Population 16+ Unemployment rate	15.3%	16.4%	16.0%
Population 16-24 Employed	16.5%	14.6%	12.4%
Population 16-24 Unemployment rate	21.9%	23.9%	24.0%
Population 25-54 Employed	59.6%	59.7%	58.9%
Population 25-54 Unemployment rate	14.9%	16.4%	15.9%
Population 55-64 Employed	17.2%	18.5%	20.7%
Population 55-64 Unemployment rate	11.1%	11.4%	12.2%
Population 65+ Employed	6.7%	7.2%	8.1%
Population 65+ Unemployment rate	11.2%	11.3%	11.8%
2020 Employed Population 16+ by Industry			
Total	18,777	27,653	56,547
Agriculture/Mining	2.0%	2.9%	4.7%
Construction	8.6%	9.1%	10.0%
Manufacturing	7.6%	8.4%	9.7%
Wholesale Trade	2.0%	2.0%	2.3%
Retail Trade	11.4%	11.1%	10.7%
Transportation/Utilities	3.6%	4.1%	4.6%
Information	1.3%	1.1%	1.0%
Finance/Insurance/Real Estate	5.4%	4.8%	4.8%
Services	50.7%	49.6%	46.4%
Public Administration	7.4%	6.9%	5.7%
2020 Employed Population 16+ by Occupation			
Total	18,776	27,651	56,544
White Collar	60.8%	57.5%	54.2%
Management/Business/Financial	12.0%	11.4%	11.9%
Professional	25.8%	23.8%	21.0%
Sales	10.2%	9.8%	9.4%
Administrative Support	12.8%	12.5%	11.9%
Services	19.0%	19.5%	18.9%
Blue Collar	20.2%	23.1%	26.9%
Farming/Forestry/Fishing	1.3%	1.9%	2.5%
Construction/Extraction	5.8%	6.5%	7.6%
Installation/Maintenance/Repair	3.4%	3.3%	3.6%
Production	4.8%	5.7%	6.9%
Transportation/Material Moving	4.9%	5.6%	6.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

January 26, 2021



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2010 Households by Type			
Total	14,849	23,404	52,567
Households with 1 Person	27.2%	27.3%	27.7%
Households with 2+ People	72.8%	72.7%	72.3%
Family Households	63.7%	65.3%	66.4%
Husband-wife Families	46.6%	47.3%	50.6%
With Related Children	18.2%	17.7%	17.2%
Other Family (No Spouse Present)	17.0%	17.9%	15.8%
Other Family with Male Householder	5.2%	5.6%	5.5%
With Related Children	3.3%	3.6%	3.5%
Other Family with Female Householder	11.8%	12.3%	10.3%
With Related Children	8.7%	9.2%	7.7%
Nonfamily Households	9.1%	7.5%	5.9%
All Households with Children	30.8%	31.1%	29.0%
Multigenerational Households	2.5%	3.2%	2.8%
Unmarried Partner Households	8.5%	8.7%	7.9%
Male-female	8.0%	8.2%	7.3%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	14,849	23,404	52,566
1 Person Household	27.2%	27.3%	27.7%
2 Person Household	35.9%	36.1%	38.7%
3 Person Household	14.7%	14.3%	13.0%
4 Person Household	12.7%	12.1%	10.8%
5 Person Household	5.8%	6.0%	5.7%
6 Person Household	2.1%	2.4%	2.4%
7 + Person Household	1.5%	1.9%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	14,849	23,404	52,567
Owner Occupied	70.6%	73.6%	77.5%
Owned with a Mortgage/Loan	45.3%	44.5%	43.9%
Owned Free and Clear	25.3%	29.1%	33.6%
Renter Occupied	29.4%	26.4%	22.5%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	153	156	158
Percent of Income for Mortgage	14.8%	14.5%	14.7%
Wealth Index	65	66	70
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	17,406	30,335	81,256
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	35.7%	20.5%	10.0%
Rural Housing Units	64.3%	79.5%	90.0%
2010 Population By Urban/ Rural Status			
Total Population	38,809	60,811	131,385
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	37.7%	24.1%	13.8%
Rural Population	62.3%	75.9%	86.2%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Middleburg (4C)	The Great Outdoors (6C)	Rural Resort Dwellers (6E)
2.	Green Acres (6A)	Green Acres (6A)	Prairie Living (6D)
3.	The Great Outdoors (6C)	Middleburg (4C)	The Great Outdoors (6C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$26,143,426	\$39,648,803	\$86,244,758
Average Spent	\$1,606.16	\$1,554.61	\$1,522.74
Spending Potential Index	75	72	71
Education: Total \$	\$20,664,130	\$30,468,003	\$62,490,336
Average Spent	\$1,269.53	\$1,194.64	\$1,103.33
Spending Potential Index	71	67	62
Entertainment/Recreation: Total \$	\$39,808,371	\$63,134,268	\$149,330,305
Average Spent	\$2,445.68	\$2,475.47	\$2,636.57
Spending Potential Index	75	76	81
Food at Home: Total \$	\$65,653,200	\$103,310,204	\$238,885,669
Average Spent	\$4,033.50	\$4,050.75	\$4,217.76
Spending Potential Index	76	76	79
Food Away from Home: Total \$	\$46,067,462	\$70,439,859	\$154,212,324
Average Spent	\$2,830.22	\$2,761.91	\$2,722.77
Spending Potential Index	75	73	72
Health Care: Total \$	\$71,997,269	\$115,220,506	\$276,453,471
Average Spent	\$4,423.25	\$4,517.74	\$4,881.06
Spending Potential Index	77	79	85
HH Furnishings & Equipment: Total \$	\$26,878,980	\$41,285,449	\$91,982,089
Average Spent	\$1,651.35	\$1,618.78	\$1,624.03
Spending Potential Index	76	74	74
Personal Care Products & Services: Total \$	\$11,337,676	\$17,202,735	\$37,766,743
Average Spent	\$696.55	\$674.51	\$666.81
Spending Potential Index	76	73	73
Shelter: Total \$	\$231,678,903	\$351,400,043	\$765,943,288
Average Spent	\$14,233.51	\$13,778.23	\$13,523.49
Spending Potential Index	73	71	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,999,763	\$48,267,570	\$116,787,670
Average Spent	\$1,843.08	\$1,892.55	\$2,062.00
Spending Potential Index	79	81	88
Travel: Total \$	\$28,867,249	\$44,562,534	\$100,672,557
Average Spent	\$1,773.50	\$1,747.28	\$1,777.47
Spending Potential Index	74	72	74
Vehicle Maintenance & Repairs: Total \$	\$15,020,689	\$23,532,402	\$54,927,270
Average Spent	\$922.82	\$922.69	\$969.80
Spending Potential Index	80	80	84

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.