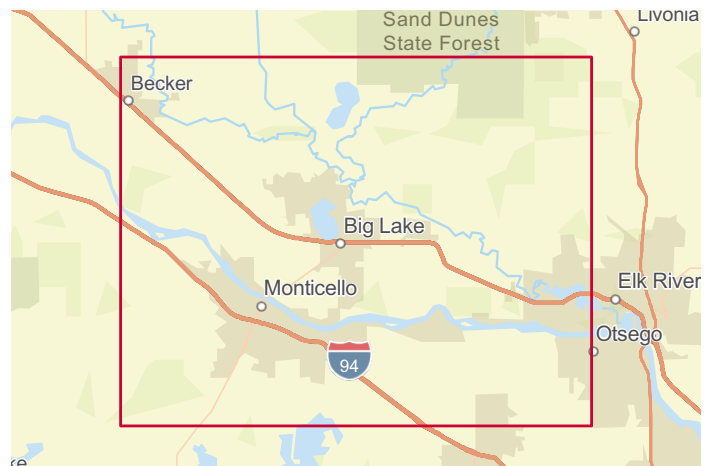
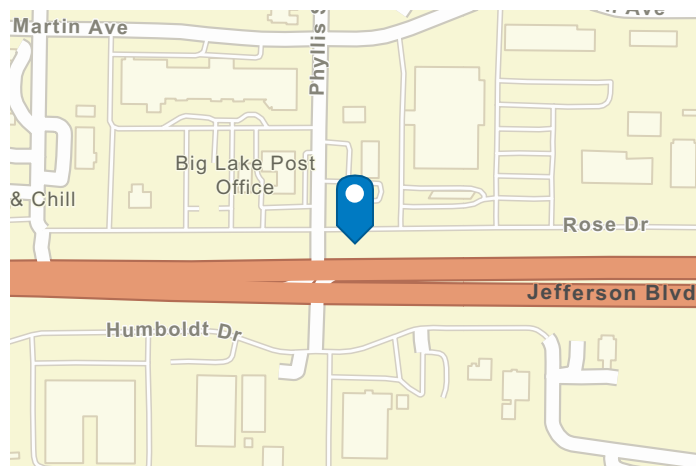
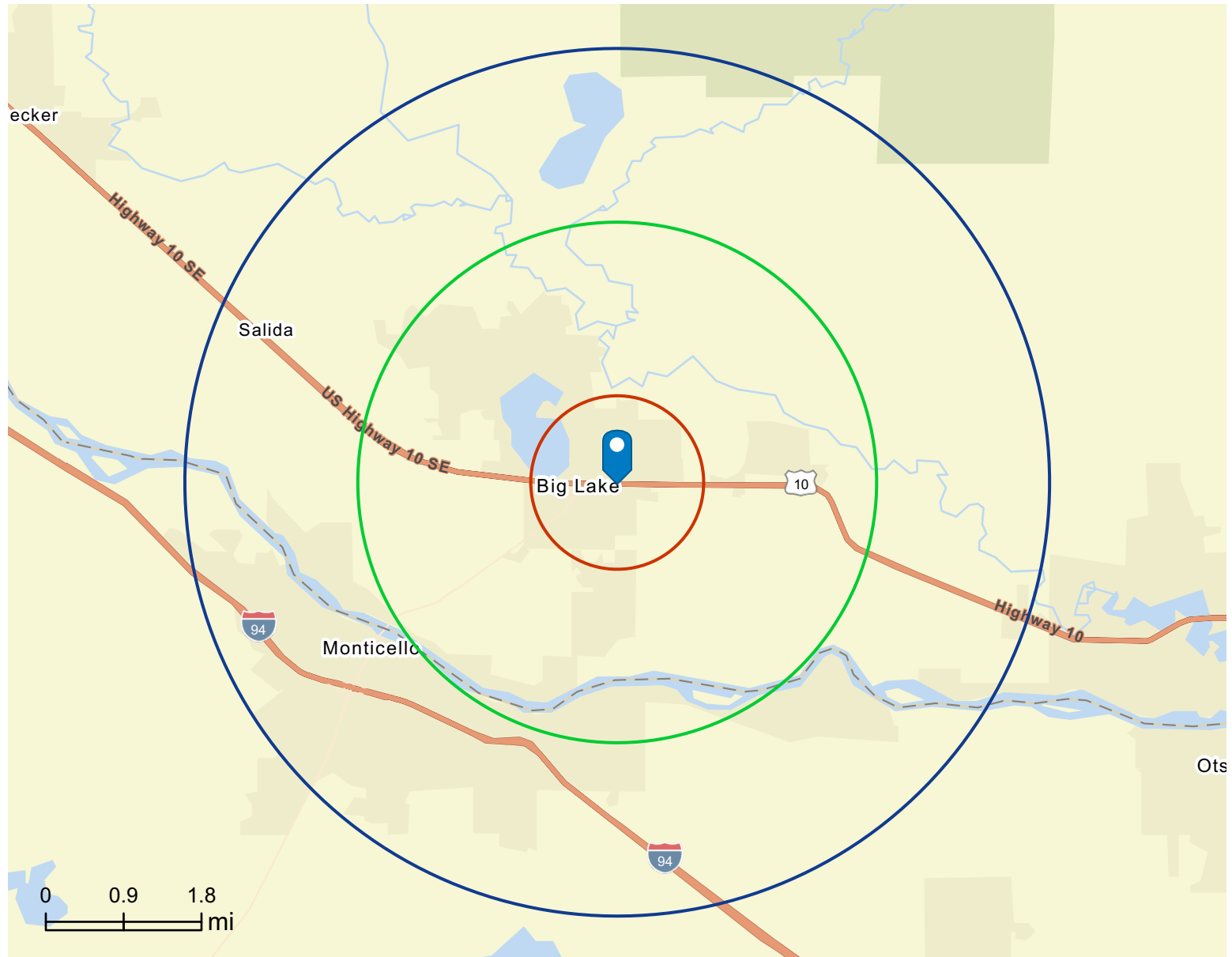


Site Map

Big Lake Town Square
726 Rose Dr, Big Lake, Minnesota, 55309
Rings: 1, 3, 5 mile radii



Prepared by HJ Development
Latitude: 45.33275
Longitude: -93.73651



Executive Summary

Big Lake Town Square
726 Rose Dr, Big Lake, Minnesota, 55309
Rings: 1, 3, 5 mile radii



Population	1 mile	3 miles	5 miles
2020 Population	3,775	15,712	38,613
2020 Male Population	50.2%	50.8%	50.6%
2020 Female Population	49.8%	49.2%	49.4%
2026 Population	4,392	16,890	40,612
2026 Male Population	50.6%	51.0%	50.9%
2026 Female Population	49.4%	49.0%	49.1%
2031 Population	4,645	17,407	42,094
2031 Male Population	50.1%	50.5%	50.6%
2031 Female Population	49.9%	49.5%	49.4%
2010-2020 Annual Rate	1.63%	1.14%	1.20%
2020-2026 Annual Rate	2.45%	1.16%	0.81%
2026-2031 Annual Rate	1.13%	0.60%	0.72%

In the identified area, the current year population is **40,612**. In 2020, the Census count in the area was **38,613**. The rate of change since 2020 was **0.81%** annually. The five-year projection for the population in the area is **42,094** representing a change of **0.72%** annually from 2026 to 2031. Currently, the population is **50.9%** male and **49.1%** female.

Median Age

2026 Median Age	36.0	36.0	36.7
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The median age in this area is **36.7**, compared to U.S. median age of **39.6**.

Race and Ethnicity

2026 White Alone	80.4%	83.9%	85.0%
2026 Black Alone	5.9%	4.3%	3.4%
2026 American Indian Alone	0.8%	0.5%	0.4%
2026 Asian Alone	2.2%	2.1%	1.9%
2026 Pacific Islander Alone	0.0%	0.0%	0.0%
2026 Some Other Race Alone	3.6%	2.8%	2.9%
2026 Two or More Races	7.2%	6.4%	6.3%
2026 Hispanic Origin	6.6%	5.5%	6.0%
2026 Diversity Index	42.5	36.3	35.3

Persons of Hispanic origin represent **6.0%** of the population in the identified area compared to **19.9%** of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is **35.3** in the identified area, compared to **73.0** for the U.S. as a whole.

Households	1 mile	3 miles	5 miles
2026 Wealth Index	94	106	96
2010 Total Households	1,169	4,706	11,866
2020 Total Households	1,369	5,406	13,696
2026 Total Households	1,643	6,008	14,813
2031 Total Households	1,763	6,296	15,592
2010-2020 Annual Rate	1.59%	1.40%	1.44%
2020-2026 Annual Rate	2.96%	1.70%	1.26%
2026-2031 Annual Rate	1.42%	0.94%	1.03%
2026 Average Household Size	2.66	2.80	2.73

The household count in this area has changed from **13,696** in 2020 to **14,813** in the current year, a change of **1.26%** annually. The five-year projection of households is **15,592**, a change of **1.03%** annually from the current year total. Average household size is currently **2.73**, compared to **2.81** in the year 2020. The number of families in the current year is **10,552** in the specified area.

Mortgage Income			
2026 Percent of Income for Mortgage	18.3%	17.0%	19.5%

Median Household Income			
2026 Median Household Income	\$105,643	\$115,966	\$106,618
2031 Median Household Income	\$114,850	\$125,530	\$114,903
2026-2031 Annual Rate	1.69%	1.60%	1.51%

Average Household Income			
2026 Average Household Income	\$122,912	\$133,735	\$123,545
2031 Average Household Income	\$133,324	\$145,240	\$134,457
2026-2031 Annual Rate	1.64%	1.66%	1.71%

Per Capita Income			
2026 Per Capita Income	\$45,926	\$48,014	\$45,375
2031 Per Capita Income	\$50,601	\$53,022	\$50,147
2026-2031 Annual Rate	1.96%	2.00%	2.02%

Income Equality			
2026 Gini Index	36.4	33.8	37.0

Households by Income

Current median household income is **\$106,618** in the area, compared to **\$85,893** for all U.S. households. Median household income is projected to be **\$114,903** in five years, compared to **\$100,053** all U.S. households.

Current average household income is **\$123,545** in this area, compared to **\$122,692** for all U.S. households. Average household income is projected to be **\$134,457** in five years, compared to **\$138,579** for all U.S. households.

Current per capita income is **\$45,375** in the area, compared to the U.S. per capita income of **\$48,241**. The per capita income is projected to be **\$50,147** in five years, compared to **\$55,073** for all U.S. households.

Housing Unit Summary	1 mile	3 miles	5 miles
2026 Housing Affordability Index	123	132	116
2010 Total Housing Units	1,251	5,021	12,631
2010 Owner Occupied	871	3,977	9,787
2010 Renter Occupied	298	729	2,079
2010 Vacant	82	315	765
2020 Housing Units	1,454	5,644	14,447
2020 Owner Occupied	996	4,515	11,246
2020 Renter Occupied	373	891	2,450
2020 Vacant	94	236	711
2026 Housing Units	1,730	6,186	15,594
2026 Owner Occupied	1,212	4,983	12,057
2026 Renter Occupied	431	1,025	2,756
2026 Vacant	87	178	781
2031 Total Housing Units	1,871	6,497	16,451
2031 Owner Occupied	1,315	5,248	12,715
2031 Renter Occupied	448	1,047	2,877
2031 Vacant	108	201	859

Socioeconomic Status

2026 Socioeconomic Status Index	50.1	55.1	55.2
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Currently, **70.1%** of the **15,594** housing units in the area are owner occupied; **24.9%** renter occupied; and **5.0%** are vacant. Currently, in the U.S., **57.6%** of the housing units are owner occupied; **32.4%** are renter occupied; and **10.0%** are vacant. In 2020, there were **14,447** housing units in the area and **94** vacant housing units. The annual rate of change in housing units since 2020 is **1.23%**. Median home value in the area is **\$353,782**, compared to a median home value of **\$376,272** for the U.S. In five years, median home value is projected to change by **1.61%** annually to **\$355,547**.

Demographic and Income Profile

Big Lake Town Square
726 Rose Dr, Big Lake, Minnesota, 55309
Ring: 1 mile radius



Summary	Census 2020	2026	2031
Total Population	3,775	4,392	4,645
Total Households	1,369	1,643	1,763
Family Households	918	1,085	1,154
Average Household Size	2.75	2.66	2.63
Owner Occupied Housing Units	996	1,212	1,315
Renter Occupied Housing Units	373	431	448
Median Age	34.9	36.0	37.3

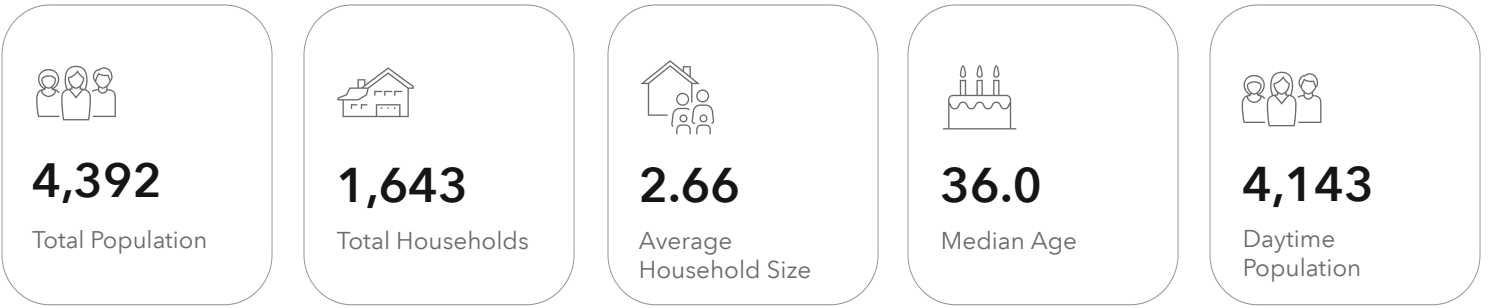
Trends 2026 - 2031	Area	State	National
Population	1.10%	0.40%	0.50%
Households	1.40%	0.60%	0.70%
Family Population	1.20%	0.40%	0.60%
Owner Occupied Housing Units	1.60%	0.60%	0.00%
Median Household Income	1.70%	2.50%	3.10%

Population by Age	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
0-4	283	7.5%	311	7.1%	319	6.9%
5-9	290	7.7%	332	7.6%	322	6.9%
10-14	279	7.4%	325	7.4%	339	7.3%
15-19	241	6.4%	282	6.4%	304	6.5%
20-24	234	6.2%	246	5.6%	263	5.7%
25-29	281	7.4%	294	6.7%	294	6.3%
30-34	288	7.6%	342	7.8%	317	6.8%
35-39	295	7.8%	322	7.3%	353	7.6%
40-44	261	6.9%	339	7.7%	336	7.2%
45-49	244	6.5%	288	6.6%	339	7.3%
50-54	214	5.7%	271	6.2%	286	6.2%
55-59	235	6.2%	221	5.0%	259	5.6%
60-64	193	5.1%	244	5.6%	212	4.6%
65-69	143	3.8%	199	4.5%	229	4.9%
70-74	125	3.3%	139	3.2%	185	4.0%
75-79	76	2.0%	121	2.8%	123	2.6%
80-84	49	1.3%	62	1.4%	98	2.1%
Age 85+	44	1.2%	53	1.2%	66	1.4%

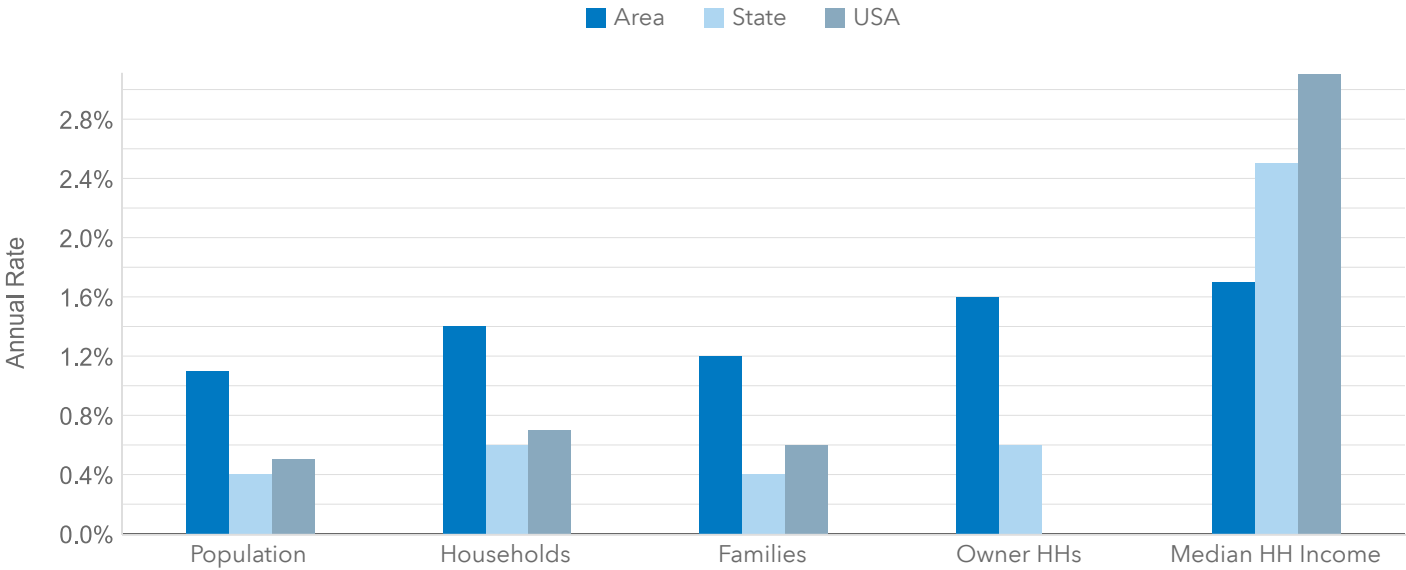
Households by Income	2026		2031	
	Number	Percent	Number	Percent
<\$10,000	52	3.2%	49	2.8%
\$10,000-14,999	18	1.1%	16	0.9%
\$15,000-19,999	9	0.6%	7	0.4%
\$20,000-24,999	13	0.8%	11	0.6%
\$25,000-29,999	28	1.7%	24	1.4%
\$30,000-34,999	25	1.5%	22	1.3%
\$35,000-39,999	22	1.3%	20	1.1%
\$40,000-44,999	81	4.9%	75	4.3%
\$45,000-49,999	56	3.4%	54	3.1%
\$50,000-59,999	49	3.0%	47	2.7%
\$60,000-74,999	191	11.6%	189	10.7%
\$75,000-99,999	219	13.3%	216	12.3%
\$100,000-124,999	213	13.0%	233	13.2%
\$125,000-149,999	183	11.1%	201	11.4%
\$150,000-199,999	236	14.4%	275	15.6%
\$200,000-249,999	144	8.8%	192	10.9%
\$250,000-299,999	32	1.9%	40	2.3%
\$300,000-399,999	50	3.0%	69	3.9%
\$400,000-499,999	10	0.6%	10	0.6%
\$500,000+	11	0.7%	13	0.7%
Median Household Income	\$105,643	-	\$114,850	-
Average Household Income	\$122,912	-	\$133,324	-
Per Capita Income	\$45,926	-	\$50,601	-

Race and Ethnicity	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,183	84.3%	3,530	80.4%	3,683	79.3%
Black Alone	134	3.5%	258	5.9%	273	5.9%
American Indian	28	0.7%	36	0.8%	39	0.8%
Asian Alone	62	1.6%	97	2.2%	113	2.4%
Pacific Islander	0	0.0%	0	0.0%	0	0.0%
Some Other Race	114	3.0%	157	3.6%	174	3.8%
Two or More Races	255	6.8%	314	7.2%	363	7.8%
Hispanic (Any Race)	200	5.3%	290	6.6%	323	7.0%

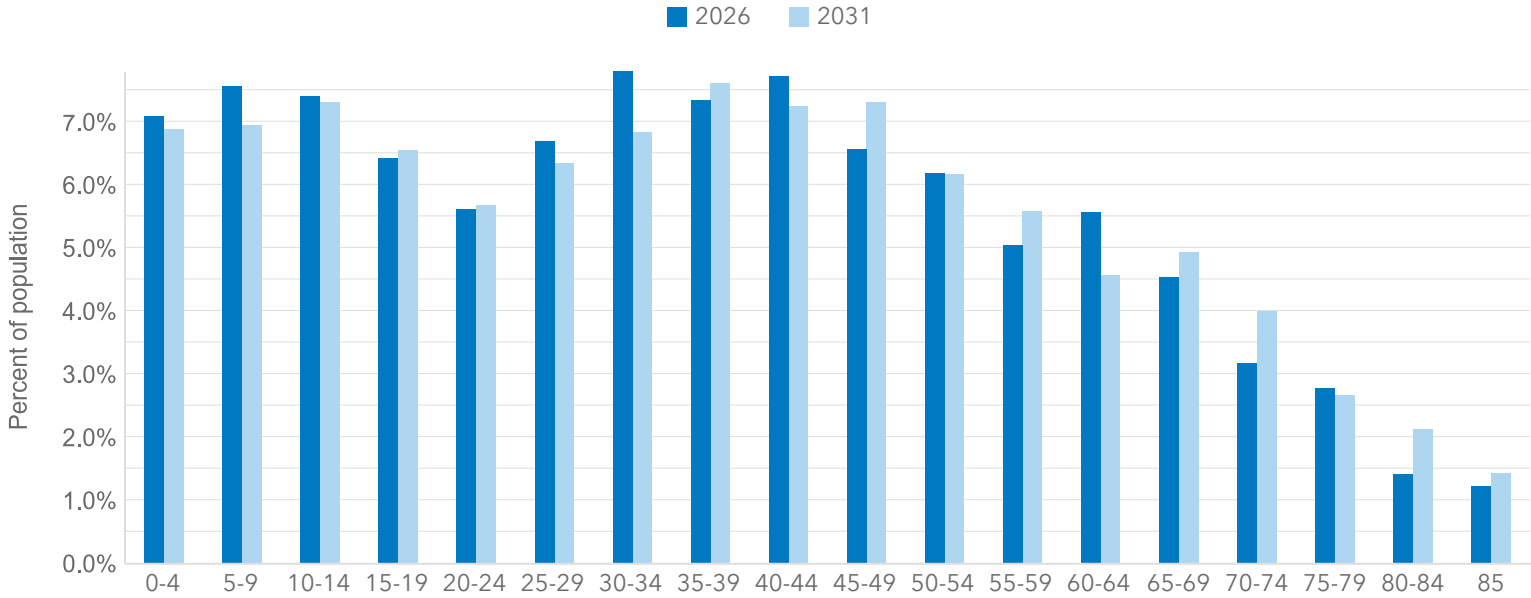
Key Indicators for 2026



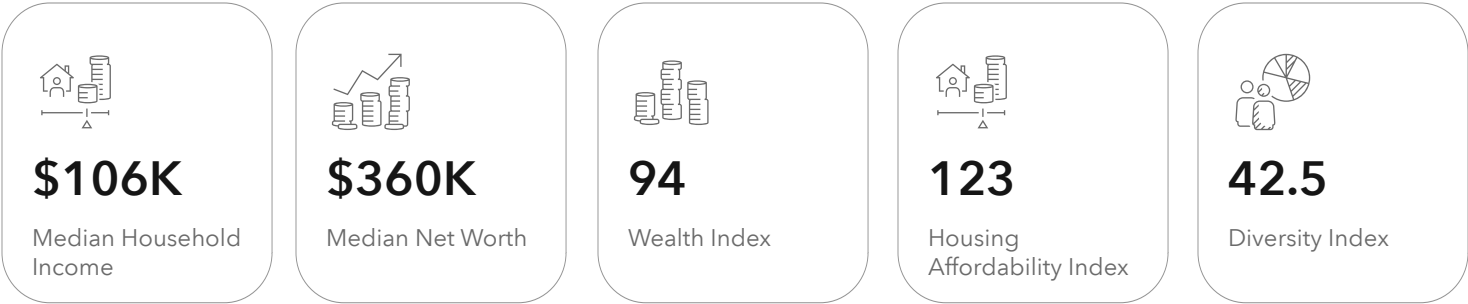
Trends: 2026 - 2031 Annual Rate



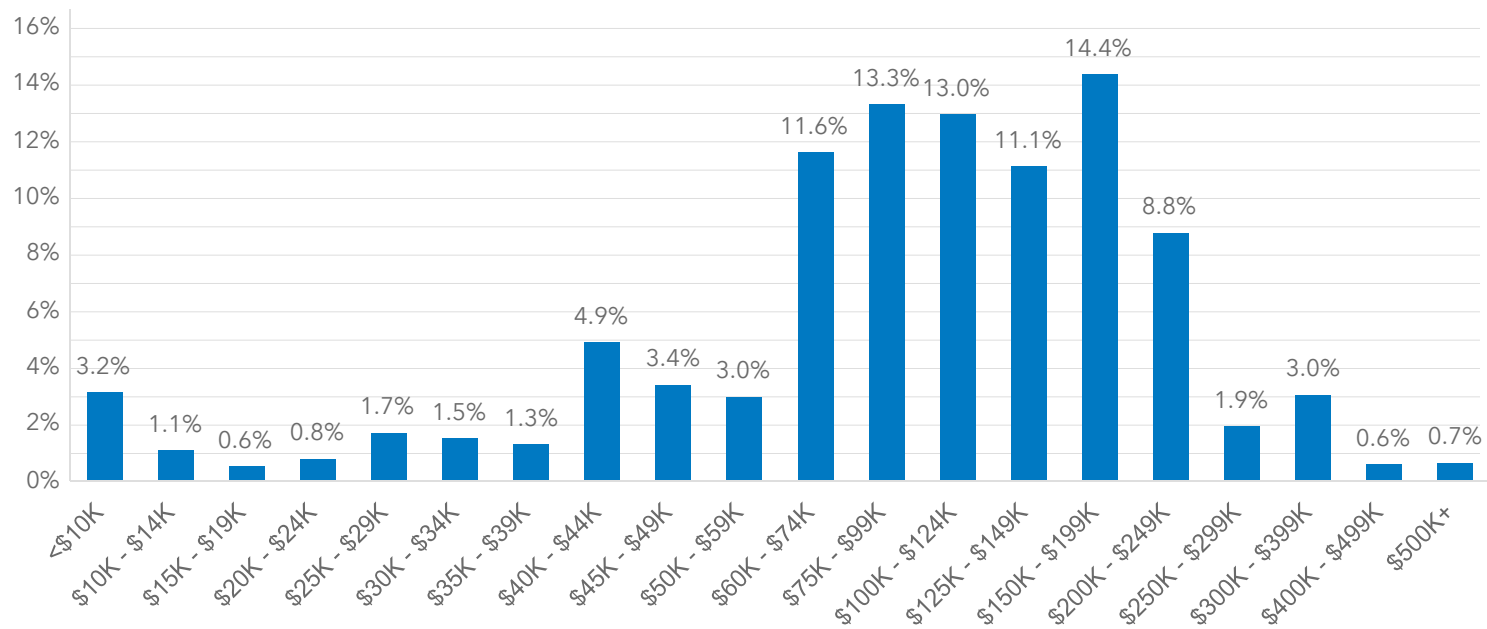
Population by Age



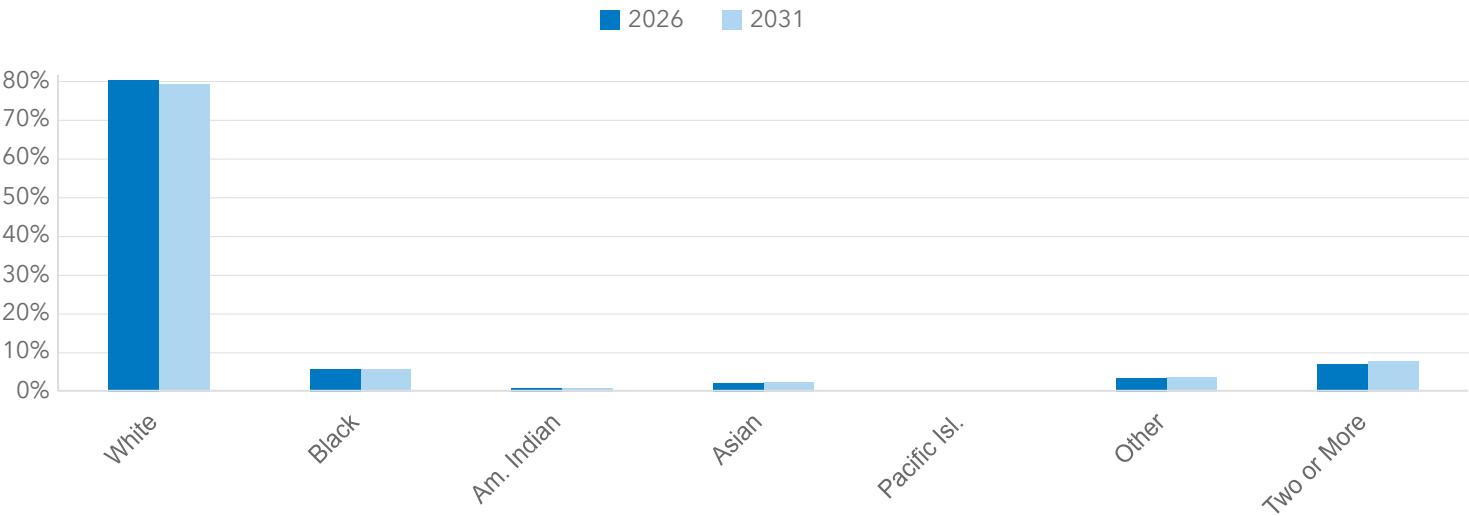
Key Indicators for 2026



Households by Income for 2026



Population by Race



Demographic and Income Profile

Big Lake Town Square
726 Rose Dr, Big Lake, Minnesota, 55309
Ring: 3 mile radius



Summary	Census 2020	2026	2031
Total Population	15,712	16,890	17,407
Total Households	5,406	6,008	6,296
Family Households	4,014	4,357	4,529
Average Household Size	2.89	2.80	2.75
Owner Occupied Housing Units	4,515	4,983	5,248
Renter Occupied Housing Units	891	1,025	1,047
Median Age	34.7	36.0	37.1

Trends 2026 - 2031	Area	State	National
Population	0.60%	0.40%	0.50%
Households	0.90%	0.60%	0.70%
Family Population	0.80%	0.40%	0.60%
Owner Occupied Housing Units	1.00%	0.60%	0.00%
Median Household Income	1.60%	2.50%	3.10%

Population by Age	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
0-4	1,188	7.6%	1,211	7.2%	1,213	7.0%
5-9	1,158	7.4%	1,337	7.9%	1,249	7.2%
10-14	1,262	8.0%	1,159	6.9%	1,320	7.6%
15-19	1,149	7.3%	1,102	6.5%	1,021	5.9%
20-24	867	5.5%	1,005	6.0%	920	5.3%
25-29	1,072	6.8%	1,072	6.3%	1,220	7.0%
30-34	1,238	7.9%	1,279	7.6%	1,196	6.9%
35-39	1,179	7.5%	1,350	8.0%	1,313	7.5%
40-44	1,115	7.1%	1,226	7.3%	1,359	7.8%
45-49	1,049	6.7%	1,109	6.6%	1,178	6.8%
50-54	980	6.2%	1,039	6.2%	1,059	6.1%
55-59	1,022	6.5%	921	5.5%	946	5.4%
60-64	802	5.1%	979	5.8%	853	4.9%
65-69	586	3.7%	763	4.5%	884	5.1%
70-74	460	2.9%	536	3.2%	681	3.9%
75-79	269	1.7%	416	2.5%	456	2.6%
80-84	164	1.0%	216	1.3%	326	1.9%
Age 85+	151	1.0%	170	1.0%	212	1.2%

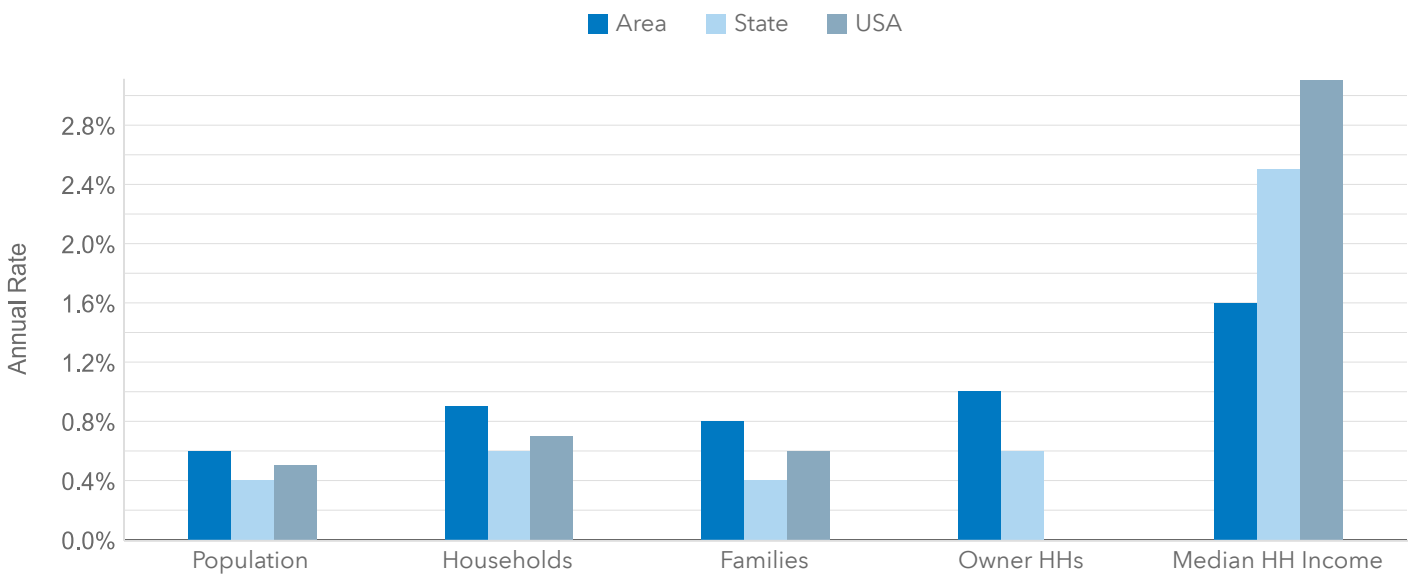
Households by Income	2026		2031	
	Number	Percent	Number	Percent
<\$10,000	127	2.1%	123	1.9%
\$10,000-14,999	53	0.9%	45	0.7%
\$15,000-19,999	18	0.3%	15	0.2%
\$20,000-24,999	31	0.5%	25	0.4%
\$25,000-29,999	60	1.0%	49	0.8%
\$30,000-34,999	75	1.3%	63	1.0%
\$35,000-39,999	58	1.0%	50	0.8%
\$40,000-44,999	209	3.5%	190	3.0%
\$45,000-49,999	177	3.0%	159	2.5%
\$50,000-59,999	145	2.4%	135	2.1%
\$60,000-74,999	494	8.2%	468	7.4%
\$75,000-99,999	899	15.0%	837	13.3%
\$100,000-124,999	944	15.7%	967	15.4%
\$125,000-149,999	776	12.9%	806	12.8%
\$150,000-199,999	886	14.8%	992	15.8%
\$200,000-249,999	602	10.0%	788	12.5%
\$250,000-299,999	143	2.4%	176	2.8%
\$300,000-399,999	214	3.6%	300	4.8%
\$400,000-499,999	48	0.8%	47	0.8%
\$500,000+	48	0.8%	60	0.9%
Median Household Income	\$115,966	-	\$125,530	-
Average Household Income	\$133,735	-	\$145,240	-
Per Capita Income	\$48,014	-	\$53,022	-

Race and Ethnicity	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,707	87.2%	14,169	83.9%	14,440	83.0%
Black Alone	402	2.6%	726	4.3%	745	4.3%
American Indian	72	0.5%	90	0.5%	96	0.6%
Asian Alone	242	1.5%	352	2.1%	393	2.3%
Pacific Islander	0	0.0%	0	0.0%	0	0.0%
Some Other Race	358	2.3%	476	2.8%	517	3.0%
Two or More Races	931	5.9%	1,076	6.4%	1,214	7.0%
Hispanic (Any Race)	684	4.3%	933	5.5%	1,018	5.8%

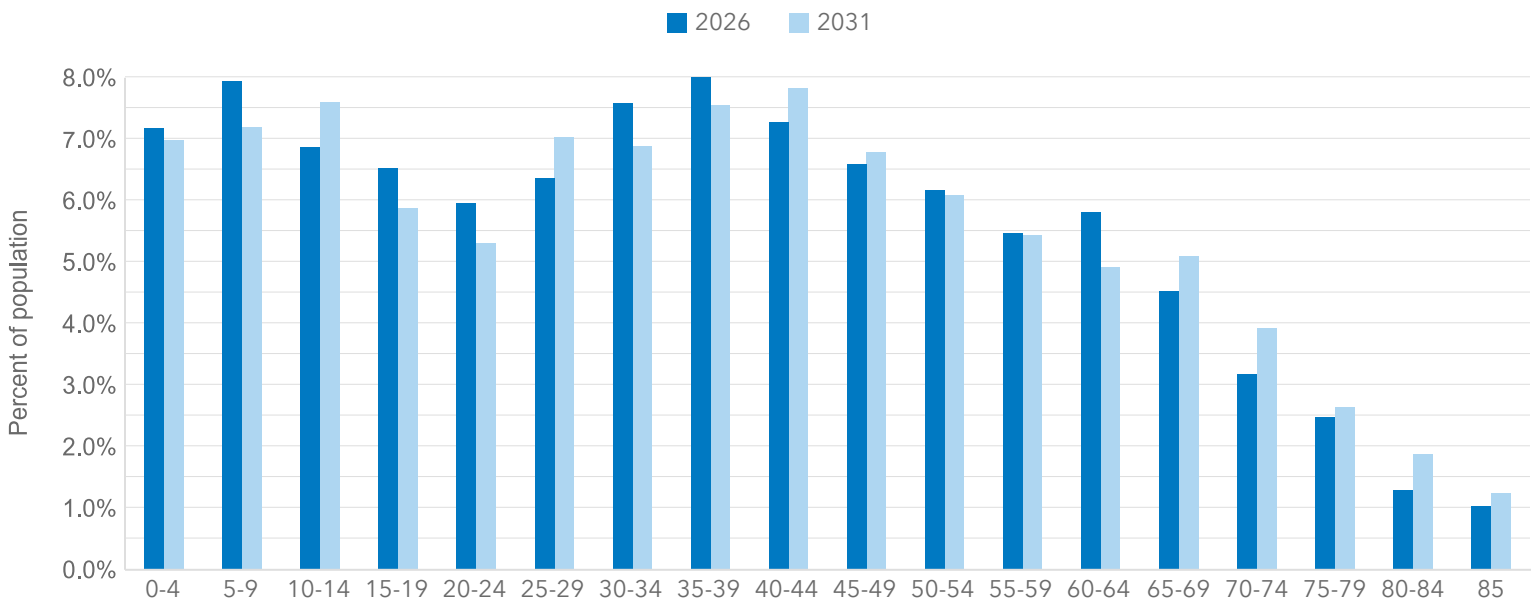
Key Indicators for 2026



Trends: 2026 - 2031 Annual Rate



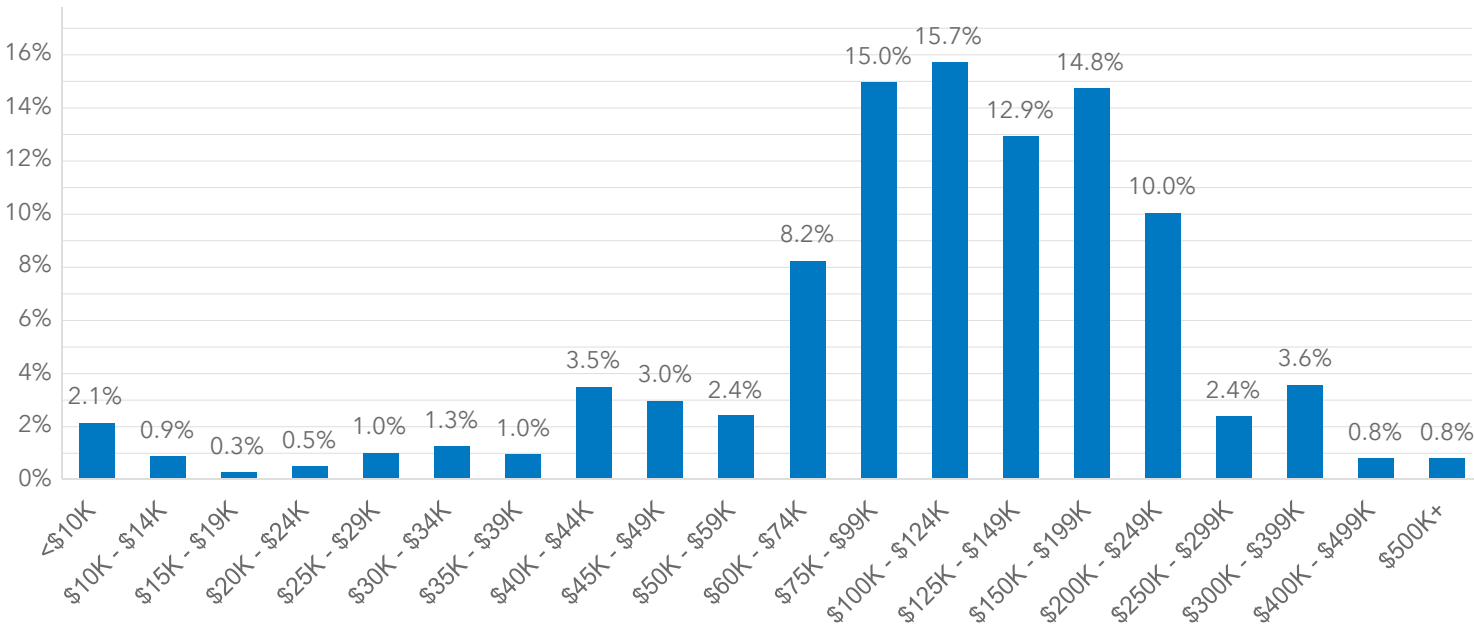
Population by Age



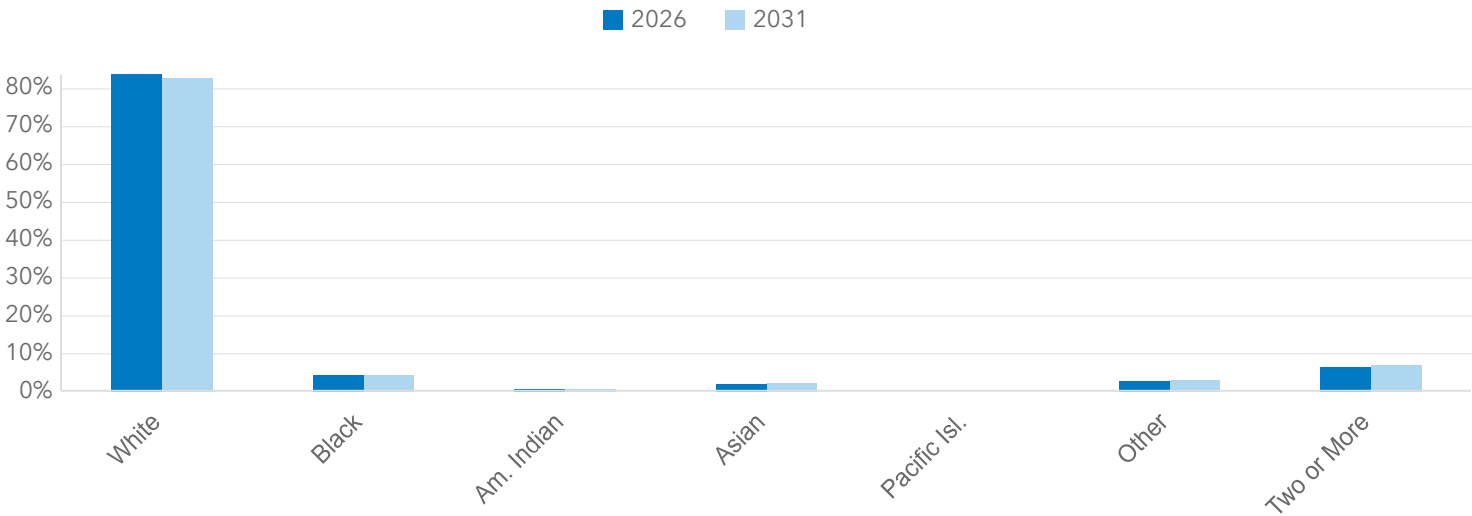
Key Indicators for 2026



Households by Income for 2026



Population by Race



Demographic and Income Profile

Big Lake Town Square
726 Rose Dr, Big Lake, Minnesota, 55309
Ring: 5 mile radius



Summary	Census 2020	2026	2031
Total Population	38,613	40,612	42,094
Total Households	13,696	14,813	15,592
Family Households	9,994	10,552	11,029
Average Household Size	2.81	2.73	2.69
Owner Occupied Housing Units	11,246	12,057	12,715
Renter Occupied Housing Units	2,450	2,756	2,877
Median Age	35.6	36.7	37.7

Trends 2026 - 2031	Area	State	National
Population	0.70%	0.40%	0.50%
Households	1.00%	0.60%	0.70%
Family Population	0.90%	0.40%	0.60%
Owner Occupied Housing Units	1.10%	0.60%	0.00%
Median Household Income	1.50%	2.50%	3.10%

Population by Age	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
0-4	2,731	7.1%	2,763	6.8%	2,789	6.6%
5-9	2,886	7.5%	2,989	7.4%	2,895	6.9%
10-14	3,181	8.2%	2,848	7.0%	3,000	7.1%
15-19	2,798	7.3%	2,786	6.9%	2,545	6.0%
20-24	2,094	5.4%	2,427	6.0%	2,375	5.6%
25-29	2,470	6.4%	2,574	6.3%	2,967	7.0%
30-34	2,779	7.2%	2,889	7.1%	2,876	6.8%
35-39	2,906	7.5%	2,954	7.3%	3,008	7.2%
40-44	2,695	7.0%	3,008	7.4%	3,029	7.2%
45-49	2,563	6.6%	2,651	6.5%	2,933	7.0%
50-54	2,551	6.6%	2,470	6.1%	2,558	6.1%
55-59	2,601	6.7%	2,402	5.9%	2,296	5.5%
60-64	2,016	5.2%	2,477	6.1%	2,251	5.3%
65-69	1,569	4.1%	1,873	4.6%	2,268	5.4%
70-74	1,205	3.1%	1,420	3.5%	1,683	4.0%
75-79	739	1.9%	1,052	2.6%	1,217	2.9%
80-84	442	1.1%	589	1.4%	834	2.0%
Age 85+	386	1.0%	440	1.1%	569	1.4%

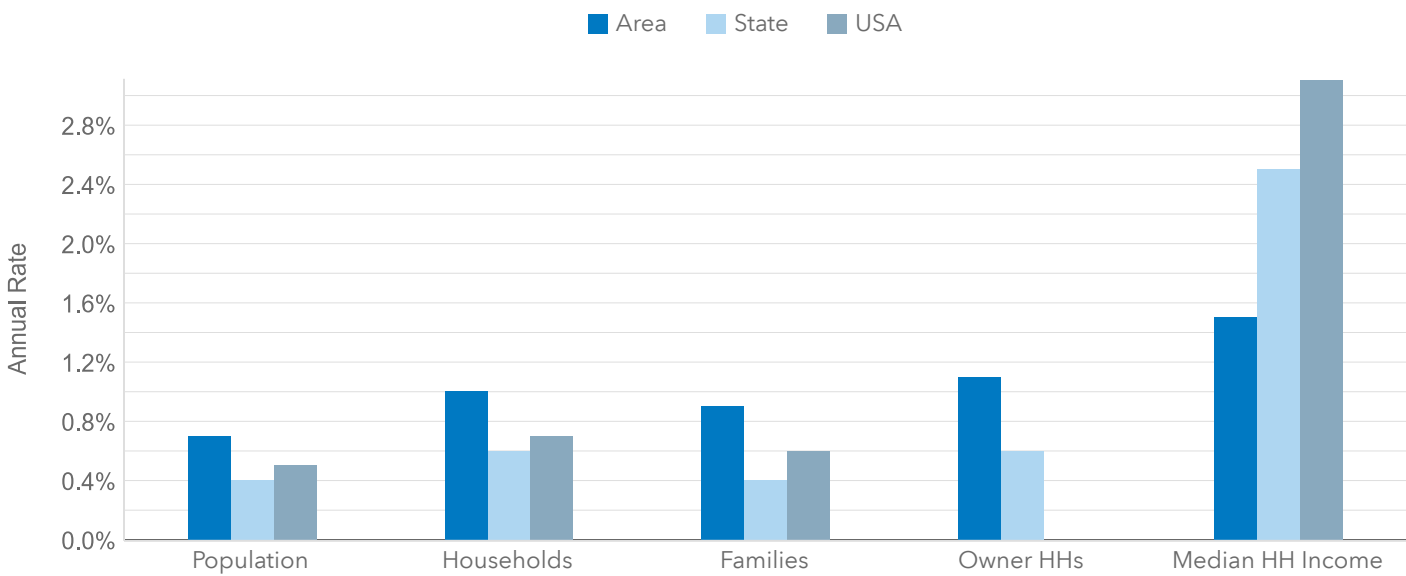
Households by Income	2026		2031	
	Number	Percent	Number	Percent
<\$10,000	647	4.4%	633	4.1%
\$10,000-14,999	111	0.8%	96	0.6%
\$15,000-19,999	117	0.8%	103	0.7%
\$20,000-24,999	136	0.9%	121	0.8%
\$25,000-29,999	347	2.3%	309	2.0%
\$30,000-34,999	184	1.2%	158	1.0%
\$35,000-39,999	191	1.3%	171	1.1%
\$40,000-44,999	529	3.6%	492	3.2%
\$45,000-49,999	530	3.6%	485	3.1%
\$50,000-59,999	561	3.8%	558	3.6%
\$60,000-74,999	1,283	8.7%	1,260	8.1%
\$75,000-99,999	2,113	14.3%	2,013	12.9%
\$100,000-124,999	2,067	13.9%	2,137	13.7%
\$125,000-149,999	1,726	11.7%	1,810	11.6%
\$150,000-199,999	2,029	13.7%	2,312	14.8%
\$200,000-249,999	1,254	8.5%	1,654	10.6%
\$250,000-299,999	312	2.1%	386	2.5%
\$300,000-399,999	458	3.1%	646	4.1%
\$400,000-499,999	101	0.7%	99	0.6%
\$500,000+	117	0.8%	147	0.9%
Median Household Income	\$106,618	-	\$114,903	-
Average Household Income	\$123,545	-	\$134,457	-
Per Capita Income	\$45,375	-	\$50,147	-

Race and Ethnicity	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
White Alone	33,923	87.8%	34,519	85.0%	35,466	84.3%
Black Alone	769	2.0%	1,368	3.4%	1,367	3.3%
American Indian	139	0.4%	164	0.4%	173	0.4%
Asian Alone	541	1.4%	788	1.9%	869	2.1%
Pacific Islander	7	0.0%	7	0.0%	8	0.0%
Some Other Race	966	2.5%	1,190	2.9%	1,301	3.1%
Two or More Races	2,268	5.9%	2,576	6.3%	2,911	6.9%
Hispanic (Any Race)	1,926	5.0%	2,419	6.0%	2,667	6.3%

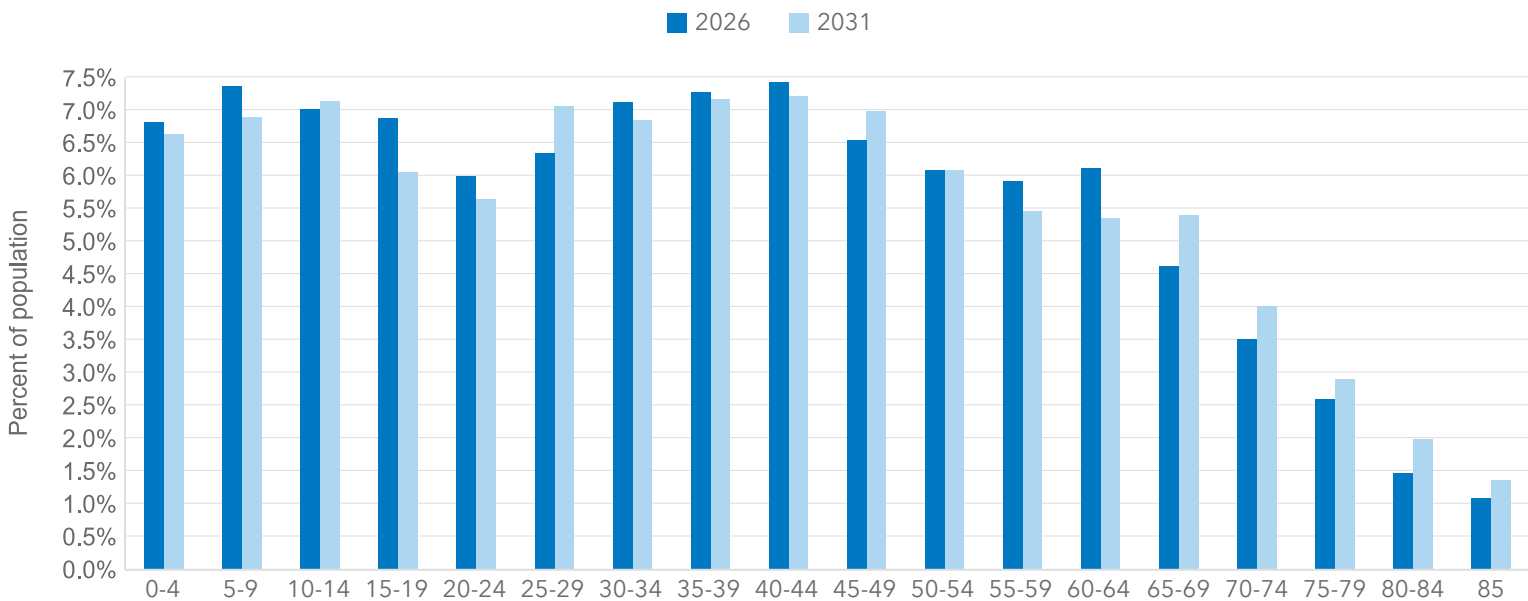
Key Indicators for 2026



Trends: 2026 - 2031 Annual Rate



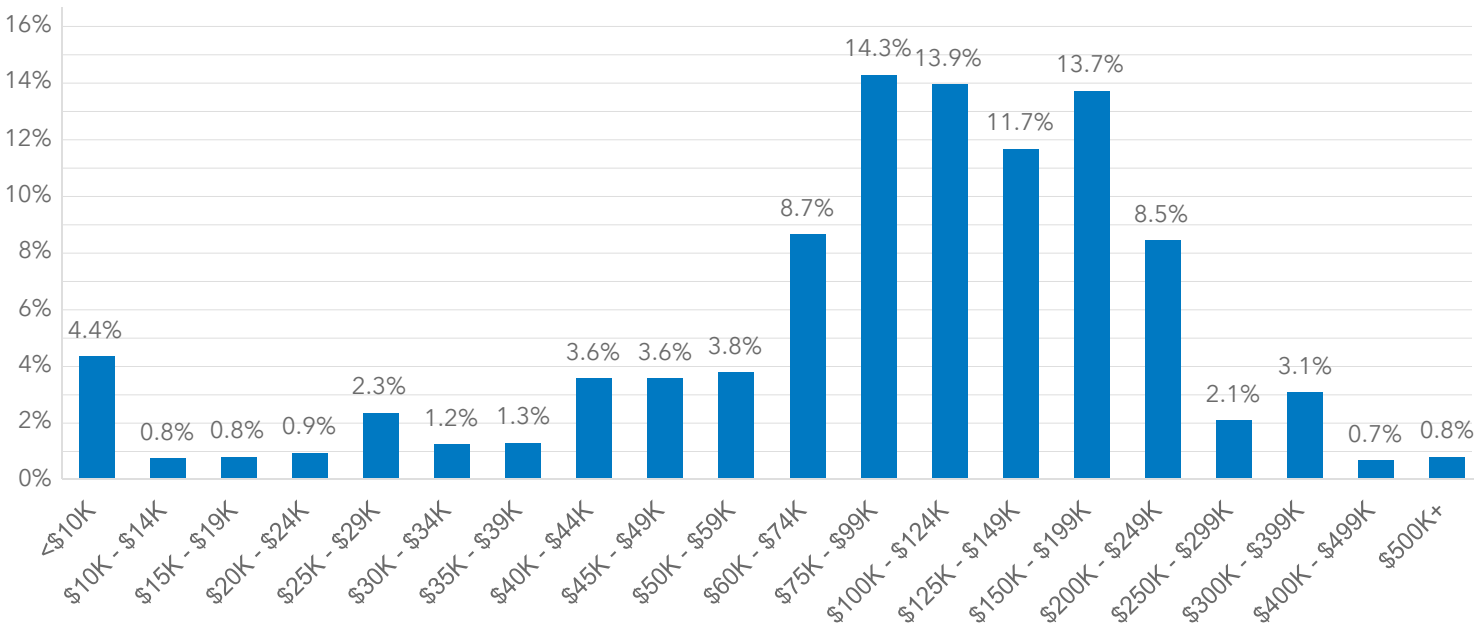
Population by Age



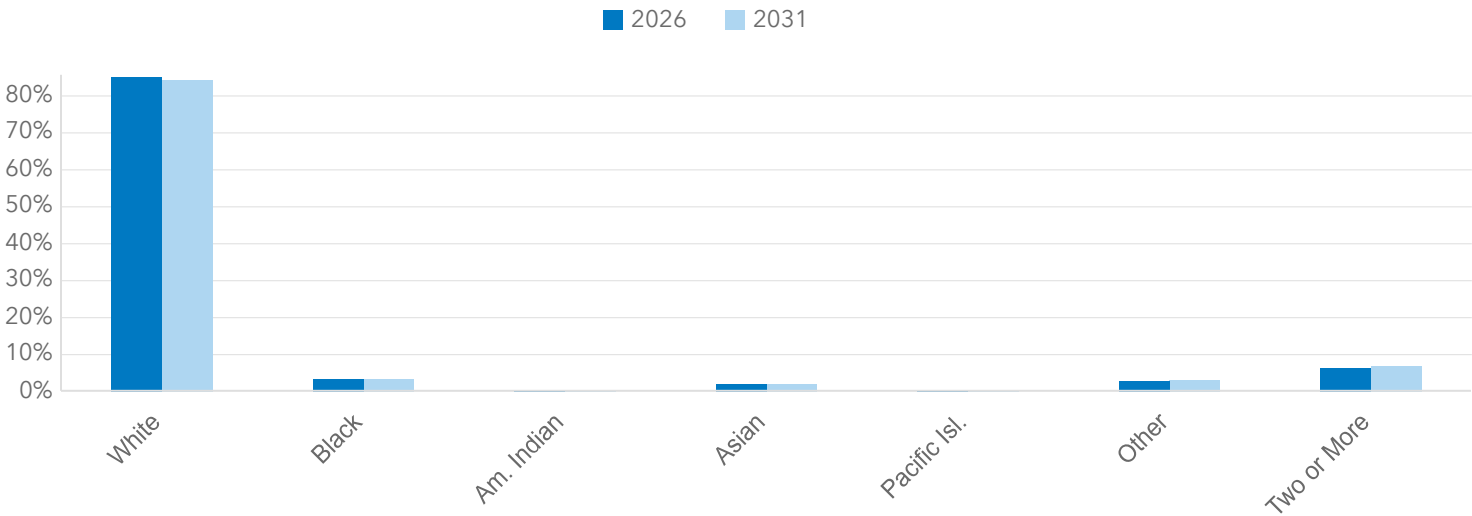
Key Indicators for 2026



Households by Income for 2026



Population by Race



Market Profile

Big Lake Town Square
726 Rose Dr, Big Lake, Minnesota, 55309
Rings: 1, 3, 5 mile radii



Population Summary	1 mile	3 miles	5 miles
2010 Total Population	3,210	14,027	34,278
2020 Total Population	3,775	15,712	38,613
2020 Group Quarters	13	64	191
2026 Total Population	4,392	16,890	40,612
2026 Group Quarters	16	70	196
2031 Total Population	4,645	17,407	42,094
2026-2031 Annual Rate	1.13%	0.60%	0.72%
2026 Total Daytime Population	4,143	12,297	32,109
Workers	2,024	4,741	13,679
Residents	2,119	7,556	18,430

Household Summary			
2010 Total Households	1,169	4,706	11,866
2010 Average Household Size	2.74	2.97	2.87
2020 Total Households	1,369	5,406	13,696
2020 Average Household Size	2.75	2.89	2.81
2026 Total Households	1,643	6,008	14,813
2026 Average Household Size	2.66	2.80	2.73
2031 Total Households	1,763	6,296	15,592
2031 Average Household Size	2.63	2.75	2.69
2026-2031 Annual Rate	1.42%	0.94%	1.03%
2026 Families	1,085	4,357	10,552
2026 Average Family Size	3.35	3.15	3.17
2031 Families	1,154	4,529	11,029
2031 Average Family Size	3.32	3.11	3.13
2026-2031 Growth Rate	1.24%	0.78%	0.89%

Median Household Income			
2026	\$105,643	\$115,966	\$106,618
2031	\$114,850	\$125,530	\$114,903

Per Capita Income	1 mile	3 miles	5 miles
2026	\$45,926	\$48,014	\$45,375
2031	\$50,601	\$53,022	\$50,147

2026 Households by Income			
Household Income Base	1,642	6,007	14,813
<\$10,000	3.2%	2.1%	4.4%
\$10,000-14,999	1.1%	0.9%	0.8%
\$15,000-19,999	0.6%	0.3%	0.8%
\$20,000-24,999	0.8%	0.5%	0.9%
\$25,000-29,999	1.7%	1.0%	2.3%
\$30,000-34,999	1.5%	1.3%	1.2%
\$35,000-39,999	1.3%	1.0%	1.3%
\$40,000-44,999	4.9%	3.5%	3.6%
\$45,000-49,999	3.4%	3.0%	3.6%
\$50,000-59,999	3.0%	2.4%	3.8%
\$60,000-74,999	11.6%	8.2%	8.7%
\$75000-99999	13.3%	15.0%	14.3%
\$100,000-124,999	13.0%	15.7%	13.9%
\$125,000-149,999	11.1%	12.9%	11.7%
\$150000-199999	14.4%	14.8%	13.7%
\$200,000-249,999	8.8%	10.0%	8.5%
\$250,000-299,999	1.9%	2.4%	2.1%
\$300,000-399,999	3.0%	3.6%	3.1%
\$400,000-499,999	0.6%	0.8%	0.7%
\$500,000+	0.7%	0.8%	0.8%
Average Household Income	\$122,912	\$133,735	\$123,545

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	123	132	116
Percent of Income for Mortgage	18.3%	17.0%	19.5%
Wealth Index	94	106	96

Median Home Value			
2026	\$328,304	\$335,767	\$353,782
2031	\$355,547	\$362,331	\$385,831

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,211	4,983	12,058
<\$50,000	5.5%	3.7%	3.0%
\$50,000 - \$99,999	0.0%	0.1%	0.4%
\$100,000 - \$149,999	0.7%	0.4%	0.2%
\$150,000 - \$199,999	3.2%	2.0%	1.4%
\$200,000 - \$249,999	17.6%	12.4%	8.3%
\$250,000 - \$299,999	11.2%	16.9%	15.7%
\$300,000 - \$399,999	41.9%	40.5%	38.9%
\$400,000 - \$499,999	11.1%	12.8%	16.8%
\$500,000 - \$749,999	5.9%	8.9%	12.6%
\$750,000 - \$999,999	0.5%	0.7%	1.2%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	2.5%	1.2%	0.8%
Average Home Value	\$372,469	\$371,992	\$392,251

Housing Unit Summary			
2010 Total Housing Units	1,251	5,021	12,631
Owner Occupied Housing Units	74.5%	84.5%	82.5%
Renter Occupied Housing Units	25.5%	15.5%	17.5%
Vacant Housing Units	6.5%	6.3%	6.1%
2020 Housing Units	1,454	5,644	14,447
Owner Occupied Housing Units	72.8%	83.5%	82.1%
Renter Occupied Housing Units	27.3%	16.5%	17.9%
Vacant Housing Units	6.5%	4.2%	4.9%
2026 Housing Units	1,730	6,186	15,594
Owner Occupied Housing Units	73.8%	82.9%	81.4%
Renter Occupied Housing Units	26.2%	17.1%	18.6%
Vacant Housing Units	5.0%	2.9%	5.0%
2031 Total Housing Units	1,871	6,497	16,451
Owner Occupied Housing Units	74.6%	83.3%	81.5%
Renter Occupied Housing Units	25.4%	16.6%	18.4%
Vacant Housing Units	5.8%	3.1%	5.2%

2026 Population by Sex	1 mile	3 miles	5 miles
Males	2,222	8,620	20,688
Females	2,170	8,270	19,924

Median Age			
2010	31.3	31.6	32.7
2020	34.9	34.7	35.6
2026	36.0	36.0	36.7
2031	37.3	37.1	37.7

2026 Population by Age			
Total	4,391	16,890	40,612
0 - 4	7.1%	7.2%	6.8%
5 - 9	7.6%	7.9%	7.4%
10 - 14	7.4%	6.9%	7.0%
15 - 24	12.0%	12.5%	12.8%
25 - 34	14.5%	13.9%	13.4%
35 - 44	15.1%	15.3%	14.7%
45 - 54	13.1%	13.1%	13.1%
55 - 64	10.6%	11.3%	12.0%
65 - 74	7.7%	7.7%	8.1%
75 - 84	4.2%	3.7%	4.0%
85 +	1.2%	1.0%	1.1%
18 +	73.9%	74.0%	74.5%

2026 Population 15+ by Marital Status			
Total	3,423	13,183	32,013
Never Married	40.9%	35.8%	32.5%
Married	43.7%	51.0%	54.5%
Widowed	3.9%	4.2%	4.2%
Divorced	11.5%	9.0%	8.8%

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	2,895	11,075	26,799
Less than 9th Grade	1.1%	1.1%	0.8%
9th - 12th Grade, No Diploma	3.4%	3.6%	5.1%
High School Graduate	26.0%	24.2%	25.1%
GED/Alternative Credential	2.8%	5.9%	4.3%
Some College, No Degree	20.5%	19.1%	18.8%
Associate Degree	16.5%	17.2%	17.3%
Bachelor's Degree	20.7%	20.0%	20.0%
Graduate/Professional Degree	8.9%	9.0%	8.5%

2020 Population by Race/Ethnicity			
Total	3,775	15,712	38,613
White Alone	84.3%	87.2%	87.8%
Black Alone	3.5%	2.6%	2.0%
American Indian Alone	0.7%	0.5%	0.4%
Asian Alone	1.6%	1.5%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	2.3%	2.5%
Two or More Races	3.0%	2.3%	2.5%
Hispanic Origin	5.3%	4.3%	5.0%
Diversity Index	35.4	29.8	29.7

2026 Population by Race/Ethnicity			
Total	4,392	16,889	40,612
White Alone	80.4%	83.9%	85.0%
Black Alone	5.9%	4.3%	3.4%
American Indian Alone	0.8%	0.5%	0.4%
Asian Alone	2.2%	2.1%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	2.8%	2.9%
Two or More Races	7.2%	6.4%	6.3%
Hispanic Origin	6.6%	5.5%	6.0%
Diversity Index	42.5	36.3	35.3

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	2,397	9,730	23,081
White Collar	62.3%	60.3%	59.2%
Management/Business/Financial	16.8%	18.2%	17.4%
Professional	24.2%	19.6%	21.7%
Sales	8.5%	8.9%	8.4%
Administrative Support	12.8%	13.6%	11.8%
Services	13.5%	11.6%	11.8%

2026 Employed Pop 16+ by Occupation			
Total	2,397	9,730	23,081
Blue Collar	24.2%	28.1%	29.0%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	6.2%	7.2%	6.5%
Installation/Maintenance/Repair	1.9%	5.0%	4.4%
Production	5.8%	6.6%	8.4%
Transportation/Material Moving	10.1%	9.2%	9.4%
White Collar	62.3%	60.3%	59.2%
Management/Business/Financial	16.8%	18.2%	17.4%
Professional	24.2%	19.6%	21.7%
Sales	8.5%	8.9%	8.4%
Administrative Support	12.8%	13.6%	11.8%
Services	13.5%	11.6%	11.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,397	9,730	23,081
Population 16+ Employed	96.3%	97.5%	97.5%
Population 16+ Unemployment rate	3.7%	2.5%	2.5%
Population 16-24 Employed	11.1%	12.9%	13.2%
Population 16-24 Unemployment rate	8.6%	5.5%	4.9%
Population 25-54 Employed	67.6%	64.7%	63.3%
Population 25-54 Unemployment rate	3.1%	2.0%	2.1%
Population 55-64 Employed	14%	16%	17%
Population 55-64 Unemployment rate	2.1%	1.6%	1.8%
Population 65+ Employed	4%	4%	4%
Population 65+ Unemployment rate	5.2%	5.1%	3.0%

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	2,309	9,482	22,511
Agriculture/Mining	1.1%	1.0%	1.8%
Construction	7.1%	11.1%	10.2%
Manufacturing	13.0%	13.8%	15.0%
Wholesale Trade	1.7%	1.9%	2.1%
Retail Trade	12.9%	12.5%	11.9%
Transportation/Utilities	9.7%	7.5%	7.0%
Information	0%	0%	0%
Finance/Insurance/Real Estate	5.3%	4.3%	5.6%
Services	45.0%	44.7%	43.0%
Public Administration	4.0%	2.9%	3.1%

2026 Consumer Spending			
Apparel & Services: Total \$	\$4,216,078	\$16,618,159	\$37,873,905
Average Spent	\$2,566.09	\$2,766.01	\$2,556.80
Spending Potential Index	101	108	100
Education: Total \$	\$3,265,858	\$12,954,180	\$29,601,947
Average Spent	\$1,987.74	\$2,156.16	\$1,998.38
Spending Potential Index	99	108	100
Entertainment/Recreation: Total \$	\$7,097,455	\$28,323,611	\$64,494,630
Average Spent	\$4,319.81	\$4,714.32	\$4,353.92
Spending Potential Index	100	110	101
Food at Home: Total \$	\$12,858,785	\$49,739,547	\$113,701,668
Average Spent	\$7,826.41	\$8,278.89	\$7,675.80
Spending Potential Index	99	105	97
Food Away from Home: Total \$	\$7,413,777	\$29,275,966	\$66,538,851
Average Spent	\$4,512.34	\$4,872.83	\$4,491.92
Spending Potential Index	101	109	101
Health Care: Total \$	\$13,420,823	\$52,415,006	\$119,276,780
Average Spent	\$8,168.49	\$8,724.20	\$8,052.17
Spending Potential Index	102	109	100
HH Furnishings & Equipment: Total \$	\$4,722,816	\$18,789,689	\$42,821,464
Average Spent	\$2,874.51	\$3,127.44	\$2,890.80
Spending Potential Index	101	110	102
Personal Care Products & Services: Total \$	\$1,898,027	\$7,540,224	\$17,168,836
Average Spent	\$1,155.22	\$1,255.03	\$1,159.04
Spending Potential Index	101	110	102

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total \$	\$44,243,489	\$174,209,722	\$398,299,251
Average Spent	\$26,928.48	\$28,996.29	\$26,888.49
Spending Potential Index	98	105	98
Support Payments/Gifts in Kind: Total \$	\$5,164,770	\$21,111,410	\$48,157,030
Average Spent	\$3,143.50	\$3,513.88	\$3,251.00
Spending Potential Index	103	115	107
Travel: Total \$	\$5,914,253	\$24,068,998	\$54,870,599
Average Spent	\$3,599.67	\$4,006.16	\$3,704.22
Spending Potential Index	98	110	101
Vehicle Maintenance & Repairs: Total \$	\$2,039,512	\$7,998,938	\$18,258,064
Average Spent	\$1,241.33	\$1,331.38	\$1,232.57
Spending Potential Index	100	107	100

Top Tapestry Segment		
1 mile	3 miles	5 miles
Moderate Metros (C6): This segment is characterized by young, suburban households with moderate incomes. Learn more about this segment...	Boomburbs (H2): This segment is characterized by high-earning suburban families in the South and West. Learn more about this segment...	Flourishing Families (H1): This segment is characterized by large Southern and Midwestern suburban families in growing developments. Learn more about this segment...

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.

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.

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.

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.

Business Summary Report (NAICS)

Big Lake Town Square
726 Rose Dr, Big Lake, Minnesota, 55309
Rings: 1, 3, 5 mile radii



Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses	177	376	1,095
Total Employees	1,471	3,245	12,053
Total Population	4,392	16,890	40,612
Employee/Population Ratio (per 100)	33.5	19.2	29.7

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)	1	0.6%	1	0.1%	4	1.1%	16	0.5%	10	0.9%	509	4.2%
Mining (21)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities (22)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.4%	562	4.7%
Construction (23)	20	11.3%	100	6.8%	53	14.1%	254	7.8%	142	13.0%	855	7.1%
Building Construction (236)	5	2.8%	14	0.9%	16	4.3%	54	1.7%	40	3.6%	171	1.4%
Heavy/Civil Eng Construction (237)	1	0.6%	27	1.8%	3	0.8%	69	2.1%	8	0.7%	124	1.0%
Specialty Trade Contractor (238)	14	7.9%	58	3.9%	35	9.3%	132	4.1%	94	8.6%	559	4.6%
Manufacturing (31-33)	11	6.2%	155	10.5%	21	5.6%	328	10.1%	55	5.0%	1,292	10.7%
Wholesale Trade (42)	4	2.3%	20	1.4%	11	2.9%	63	1.9%	33	3.0%	354	2.9%
Durable Goods (423)	4	2.3%	17	1.2%	10	2.7%	55	1.7%	28	2.6%	277	2.3%
Nondurable Goods (424)	1	0.6%	4	0.3%	2	0.5%	7	0.2%	5	0.5%	76	0.6%
Wholesale Trade Broker (425)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%



Source: This infographic contains data provided by Esri-Data Axle (2026), Esri (2026). Data note: Not all NAICS subcategories for a 2 digit major category are being shown. Business summaries are based on primary NAICS assignment by Data Axle.

Business Summary Report (NAICS)

Big Lake Town Square
726 Rose Dr, Big Lake, Minnesota, 55309
Rings: 1, 3, 5 mile radii



by NAICS Codes	1 mile				3 miles				5 miles			
	Businesses Number	%	Employees Number	%	Businesses Number	%	Employees Number	%	Businesses Number	%	Employees Number	%
Retail Trade (44-45)	24	13.6%	195	13.3%	43	11.4%	443	13.7%	127	11.6%	1,666	13.8%
Motor Vehicle & Parts Dealers (441)	3	1.7%	13	0.9%	6	1.6%	30	0.9%	23	2.1%	208	1.7%
Furniture & Home Furnishings (4491)	2	1.1%	9	0.6%	3	0.8%	13	0.4%	5	0.5%	19	0.2%
Electronics & Appliance Retailers (4492)	0	0.0%	0	0.0%	0	0.0%	2	0.1%	3	0.3%	12	0.1%
Building & Garden Equipment (444)	5	2.8%	33	2.2%	8	2.1%	96	3.0%	25	2.3%	340	2.8%
Food & Beverage Retailers (445)	6	3.4%	105	7.1%	10	2.7%	154	4.8%	23	2.1%	396	3.3%
Pharmacy & Personal Care Retailers (456)	1	0.6%	5	0.3%	2	0.5%	12	0.4%	10	0.9%	59	0.5%
Gasoline and Other Fuel Dealers (457)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.2%	9	0.1%
Clothing, Shoe, & Jewelry Retailers (458)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	2	0.0%
Sports, Hobby, & Music Retailers (459)	5	2.8%	11	0.8%	7	1.9%	26	0.8%	19	1.7%	81	0.7%
General Merchandise Retailers (455)	2	1.1%	20	1.4%	6	1.6%	110	3.4%	15	1.4%	541	4.5%
Transportation & Warehousing (48-49)	3	1.7%	23	1.6%	8	2.1%	56	1.7%	20	1.8%	217	1.8%
Truck Transportation (484)	0	0.0%	0	0.0%	2	0.5%	7	0.2%	7	0.6%	40	0.3%
Information (51)	3	1.7%	16	1.1%	6	1.6%	30	0.9%	24	2.2%	169	1.4%
Finance & Insurance (52)	13	7.3%	54	3.7%	18	4.8%	74	2.3%	53	4.8%	289	2.4%
Central Bank, Credit & Related (521-522)	3	1.7%	23	1.6%	5	1.3%	33	1.0%	17	1.6%	126	1.1%
Securities & Commodity Contracts (523)	3	1.7%	7	0.5%	4	1.1%	10	0.3%	15	1.4%	61	0.5%
Funds, Trusts & Other Financial (524-525)	6	3.4%	24	1.6%	9	2.4%	32	1.0%	21	1.9%	101	0.8%
Real Estate, Rental & Leasing (53)	14	7.9%	57	3.9%	27	7.2%	113	3.5%	65	5.9%	403	3.3%
Professional, Scientific & Tech Services (54)	8	4.5%	39	2.6%	23	6.1%	109	3.4%	82	7.5%	398	3.3%
Legal Services (5411)	0	0.0%	1	0.1%	1	0.3%	3	0.1%	10	0.9%	50	0.4%
Management of Companies (55)	1	0.6%	3	0.2%	1	0.3%	4	0.1%	1	0.1%	4	0.0%
Admin, Support & Waste Mgmt (56)	6	3.4%	34	2.3%	17	4.5%	73	2.3%	39	3.6%	160	1.3%



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Business Summary Report (NAICS)

Big Lake Town Square
726 Rose Dr, Big Lake, Minnesota, 55309
Rings: 1, 3, 5 mile radii



by NAICS Codes	1 mile				3 miles				5 miles			
	Businesses	%	Employees Number	%	Businesses	%	Employees Number	%	Businesses	%	Employees Number	%
Educational Services (61)	5	2.8%	292	19.9%	9	2.4%	441	13.6%	29	2.6%	980	8.1%
Health Care & Social Assistance (62)	15	8.5%	101	6.9%	33	8.8%	516	15.9%	103	9.4%	1,640	13.6%
Ambulatory Health Care (621)	7	4.0%	46	3.1%	19	5.0%	155	4.8%	64	5.8%	559	4.6%
Physicians & Doctors (6211)	1	0.6%	2	0.1%	5	1.3%	52	1.6%	14	1.3%	166	1.4%
Dentists (6212)	3	1.7%	26	1.8%	5	1.3%	49	1.5%	16	1.5%	210	1.7%
Specialty Health Practitioners (6213)	2	1.1%	16	1.1%	4	1.1%	27	0.8%	23	2.1%	122	1.0%
Outpatient & Urgent Care (6214)	0	0.0%	0	0.0%	1	0.3%	8	0.3%	4	0.4%	21	0.2%
Medical & Diagnostic Labs (6215)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Health Care Services (6216)	0	0.0%	0	0.0%	2	0.5%	11	0.3%	2	0.2%	11	0.1%
Other Ambulatory Health (6219)	1	0.6%	2	0.1%	1	0.3%	8	0.3%	6	0.6%	30	0.3%
Hospital (622)	0	0.0%	1	0.1%	2	0.5%	196	6.0%	7	0.6%	567	4.7%
Nursing/Residential Care Facilities (623)	3	1.7%	29	2.0%	5	1.3%	130	4.0%	12	1.1%	319	2.6%
Social Assistance (624)	4	2.3%	0.0%	1.7%	6	1.6%	0.3%	1.1%	20	1.8%	0.1%	1.6%
Arts, Entertainment & Recreation (71)	3	1.7%	8	0.5%	6	1.6%	17	0.5%	23	2.1%	198	1.6%
Accommodation & Food Services (72)	12	6.8%	183	12.4%	22	5.8%	341	10.5%	74	6.8%	1,302	10.8%
Accommodation (721)	0	0.0%	0	0.0%	1	0.3%	4	0.1%	8	0.7%	102	0.8%
Food & Drinking Places (722)	12	6.8%	183	12.4%	21	5.6%	337	10.4%	67	6.1%	1,200	10.0%
Other Services Except Public Admin (81)	25	14.1%	168	11.4%	50	13.3%	327	10.1%	136	12.4%	909	7.5%
Repair & Maintenance (811)	5	2.8%	24	1.6%	14	3.7%	46	1.4%	40	3.6%	217	1.8%
Auto Repair & Maintenance (8111)	3	1.7%	10	0.7%	9	2.4%	25	0.8%	30	2.7%	150	1.2%
Personal & Laundry Service (812)	9	5.1%	43	2.9%	16	4.3%	68	2.1%	43	3.9%	195	1.6%
Civic and Other Orgs (813)	10	5.7%	101	6.9%	21	5.6%	213	6.6%	52	4.8%	496	4.1%
Public Administration (92)	3	1.7%	23	1.6%	7	1.9%	40	1.2%	24	2.2%	147	1.2%
Unclassified Establishments (99)	7	4.0%	0	0.0%	17	4.5%	0	0.0%	50	4.6%	0	0.0%
Total (11-99)	177	100.0%	1,471	100.0%	376	100.0%	3,245	100.0%	1,095	100.0%	12,053	100.0%



Source: This infographic contains data provided by Esri-Data Axle (2026), Esri (2026). Data note: Not all NAICS subcategories for a 2 digit major category are being shown. Business summaries are based on primary NAICS assignment by Data Axle.