



# Market Profile

International Falls city  
Place

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Population Summary	
2000 Total Population	6,842
2010 Total Population	6,424
2015 Total Population	6,155
2015 Group Quarters	117
2020 Total Population	6,024
2015-2020 Annual Rate	-0.43%
Household Summary	
2000 Households	2,970
2000 Average Household Size	2.24
2010 Households	2,903
2010 Average Household Size	2.16
2015 Households	2,796
2015 Average Household Size	2.16
2020 Households	2,753
2020 Average Household Size	2.15
2015-2020 Annual Rate	-0.31%
2010 Families	1,645
2010 Average Family Size	2.80
2015 Families	1,624
2015 Average Family Size	2.78
2020 Families	1,591
2020 Average Family Size	2.76
2015-2020 Annual Rate	-0.41%
Housing Unit Summary	
2000 Housing Units	3,252
Owner Occupied Housing Units	67.4%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	8.7%
2010 Housing Units	3,157
Owner Occupied Housing Units	61.6%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	8.0%
2015 Housing Units	3,157
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	27.0%
Vacant Housing Units	11.4%
2020 Housing Units	3,157
Owner Occupied Housing Units	60.5%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	12.8%
Median Household Income	
2015	\$37,709
2020	\$44,326
Median Home Value	
2015	\$96,550
2020	\$109,006
Per Capita Income	
2015	\$22,666
2020	\$25,278
Median Age	
2010	42.4
2015	43.6
2020	44.2

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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## 2015 Households by Income

Household Income Base	2,795
<\$15,000	18.6%
\$15,000 - \$24,999	17.1%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	7.7%
\$150,000 - \$199,999	1.2%
\$200,000+	1.0%

Average Household Income \$50,350

## 2020 Households by Income

Household Income Base	2,752
<\$15,000	17.9%
\$15,000 - \$24,999	14.2%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	21.3%
\$75,000 - \$99,999	15.5%
\$100,000 - \$149,999	7.3%
\$150,000 - \$199,999	1.4%
\$200,000+	1.2%

Average Household Income \$55,846

## 2015 Owner Occupied Housing Units by Value

Total	1,943
<\$50,000	20.5%
\$50,000 - \$99,999	31.7%
\$100,000 - \$149,999	27.9%
\$150,000 - \$199,999	11.4%
\$200,000 - \$249,999	4.5%
\$250,000 - \$299,999	1.4%
\$300,000 - \$399,999	1.3%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.2%

Average Home Value \$110,229

## 2020 Owner Occupied Housing Units by Value

Total	1,911
<\$50,000	13.9%
\$50,000 - \$99,999	30.2%
\$100,000 - \$149,999	32.4%
\$150,000 - \$199,999	14.4%
\$200,000 - \$249,999	5.3%
\$250,000 - \$299,999	1.3%
\$300,000 - \$399,999	1.3%
\$400,000 - \$499,999	0.5%
\$500,000 - \$749,999	0.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.2%

Average Home Value \$118,904

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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## 2010 Population by Age

Total	6,424
0 - 4	5.9%
5 - 9	6.1%
10 - 14	6.1%
15 - 24	12.4%
25 - 34	11.3%
35 - 44	11.1%
45 - 54	14.4%
55 - 64	12.9%
65 - 74	9.3%
75 - 84	7.3%
85 +	3.2%
18 +	78.1%

## 2015 Population by Age

Total	6,153
0 - 4	5.5%
5 - 9	5.6%
10 - 14	5.8%
15 - 24	12.5%
25 - 34	11.7%
35 - 44	10.5%
45 - 54	13.0%
55 - 64	14.6%
65 - 74	10.7%
75 - 84	7.1%
85 +	3.1%
18 +	79.5%

## 2020 Population by Age

Total	6,024
0 - 4	5.5%
5 - 9	5.4%
10 - 14	5.5%
15 - 24	11.8%
25 - 34	12.0%
35 - 44	10.6%
45 - 54	11.7%
55 - 64	13.9%
65 - 74	12.7%
75 - 84	7.9%
85 +	3.1%
18 +	79.9%

## 2010 Population by Sex

Males	3,091
Females	3,333

## 2015 Population by Sex

Males	2,984
Females	3,169

## 2020 Population by Sex

Males	2,911
Females	3,113

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

May 24, 2016



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## 2010 Population by Race/Ethnicity

Total	6,424
White Alone	93.3%
Black Alone	1.0%
American Indian Alone	2.5%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	2.8%
Hispanic Origin	1.1%
Diversity Index	14.7

## 2015 Population by Race/Ethnicity

Total	6,155
White Alone	93.2%
Black Alone	0.9%
American Indian Alone	2.6%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	2.9%
Hispanic Origin	1.5%
Diversity Index	15.6

## 2020 Population by Race/Ethnicity

Total	6,024
White Alone	92.5%
Black Alone	1.0%
American Indian Alone	2.9%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	3.1%
Hispanic Origin	1.8%
Diversity Index	17.5

## 2010 Population by Relationship and Household Type

Total	6,424
In Households	97.5%
In Family Households	74.7%
Householder	25.6%
Spouse	17.7%
Child	27.1%
Other relative	1.4%
Nonrelative	2.9%
In Nonfamily Households	22.8%
In Group Quarters	2.5%
Institutionalized Population	1.2%
Noninstitutionalized Population	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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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## 2015 Population 25+ by Educational Attainment

Total	4,347
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	7.3%
High School Graduate	30.2%
GED/Alternative Credential	6.9%
Some College, No Degree	25.6%
Associate Degree	7.6%
Bachelor's Degree	14.4%
Graduate/Professional Degree	3.2%

## 2015 Population 15+ by Marital Status

Total	5,114
Never Married	27.4%
Married	48.7%
Widowed	10.8%
Divorced	13.1%

## 2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.8%
Civilian Unemployed	6.2%

## 2015 Employed Population 16+ by Industry

Total	2,612
Agriculture/Mining	1.1%
Construction	7.7%
Manufacturing	19.1%
Wholesale Trade	1.5%
Retail Trade	9.1%
Transportation/Utilities	5.0%
Information	0.7%
Finance/Insurance/Real Estate	6.9%
Services	43.4%
Public Administration	5.4%

## 2015 Employed Population 16+ by Occupation

Total	2,610
White Collar	43.1%
Management/Business/Financial	8.7%
Professional	11.3%
Sales	8.9%
Administrative Support	14.2%
Services	26.0%
Blue Collar	30.9%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	7.4%
Installation/Maintenance/Repair	2.8%
Production	9.1%
Transportation/Material Moving	11.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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	<b>International Fa...</b>
<b>2010 Households by Type</b>	
Total	2,903
Households with 1 Person	37.4%
Households with 2+ People	62.6%
Family Households	56.7%
Husband-wife Families	39.1%
With Related Children	13.8%
Other Family (No Spouse Present)	17.5%
Other Family with Male Householder	5.5%
With Related Children	3.5%
Other Family with Female Householder	12.1%
With Related Children	8.6%
Nonfamily Households	5.9%
All Households with Children	26.6%
Multigenerational Households	1.5%
Unmarried Partner Households	8.4%
Male-female	8.1%
Same-sex	0.3%
<b>2010 Households by Size</b>	
Total	2,903
1 Person Household	37.4%
2 Person Household	33.5%
3 Person Household	13.7%
4 Person Household	9.3%
5 Person Household	4.3%
6 Person Household	1.0%
7 + Person Household	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	2,903
Owner Occupied	67.0%
Owned with a Mortgage/Loan	39.4%
Owned Free and Clear	27.6%
Renter Occupied	33.0%

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

1. Small Town Simplicity
2. Heartland Communities
3. Midlife Constants (5E)

## 2015 Consumer Spending

Apparel & Services: Total \$	\$4,269,972
Average Spent	\$1,527.17
Spending Potential Index	66
Computers & Accessories: Total \$	\$470,813
Average Spent	\$168.39
Spending Potential Index	65
Education: Total \$	\$2,525,810
Average Spent	\$903.37
Spending Potential Index	59
Entertainment/Recreation: Total \$	\$6,362,540
Average Spent	\$2,275.59
Spending Potential Index	69
Food at Home: Total \$	\$10,456,442
Average Spent	\$3,739.79
Spending Potential Index	72
Food Away from Home: Total \$	\$6,075,112
Average Spent	\$2,172.79
Spending Potential Index	66
Health Care: Total \$	\$9,817,409
Average Spent	\$3,511.23
Spending Potential Index	74
HH Furnishings & Equipment: Total \$	\$3,490,490
Average Spent	\$1,248.39
Spending Potential Index	68
Investments: Total \$	\$4,419,496
Average Spent	\$1,580.65
Spending Potential Index	57
Retail Goods: Total \$	\$50,718,043
Average Spent	\$18,139.50
Spending Potential Index	71
Shelter: Total \$	\$29,220,171
Average Spent	\$10,450.70
Spending Potential Index	64
TV/Video/Audio: Total \$	\$2,649,703
Average Spent	\$947.68
Spending Potential Index	72
Travel: Total \$	\$3,348,678
Average Spent	\$1,197.67
Spending Potential Index	61
Vehicle Maintenance & Repairs: Total \$	\$2,129,999
Average Spent	\$761.80
Spending Potential Index	68

**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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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