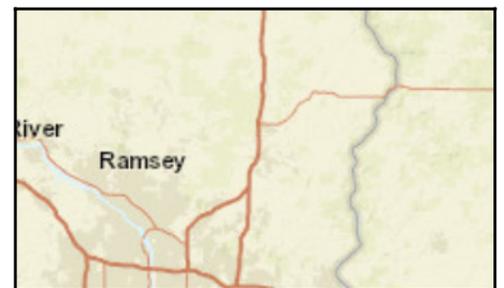
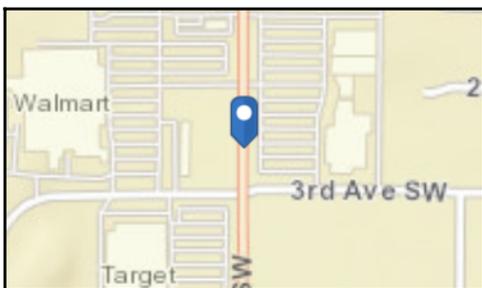
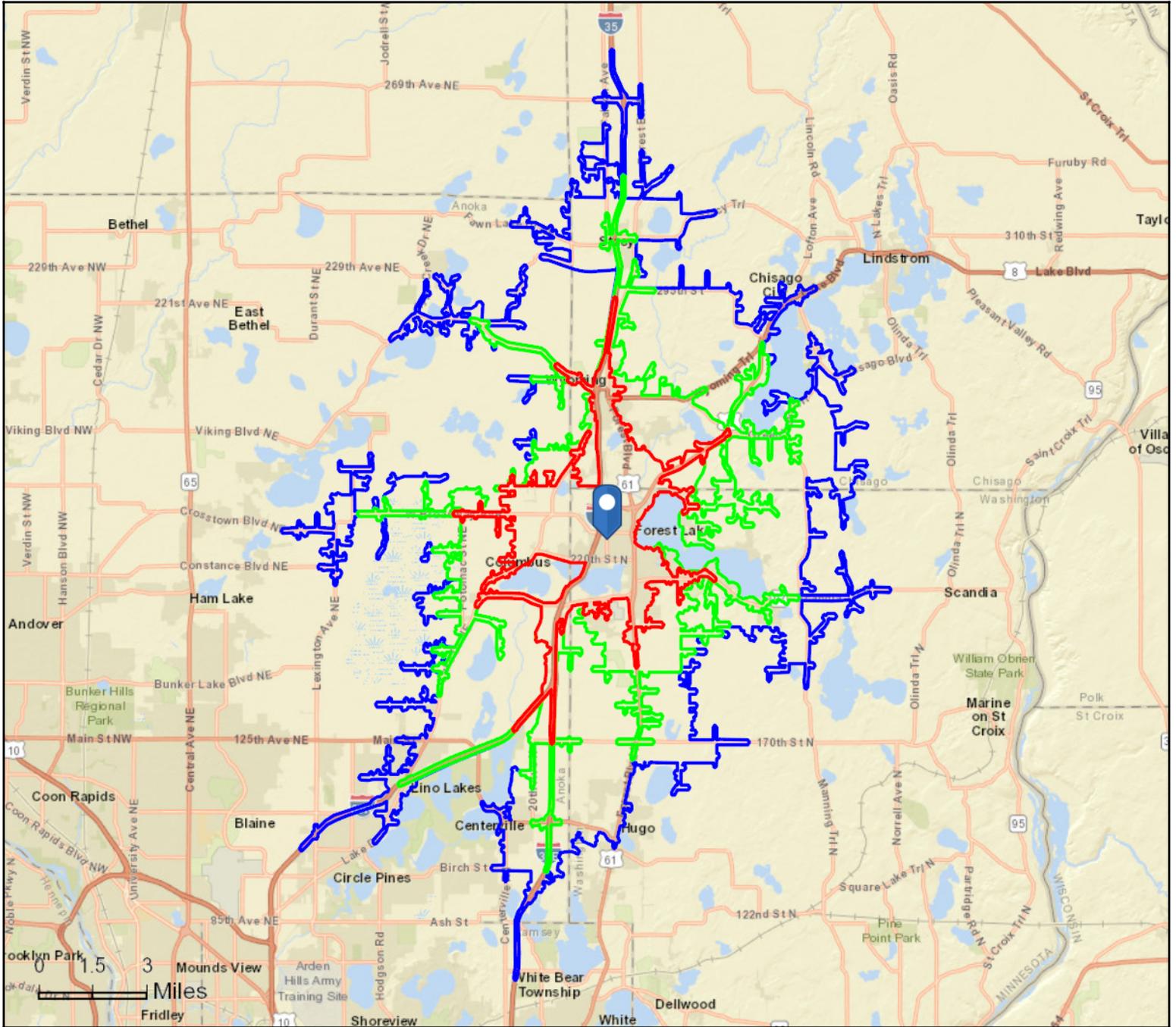


Westlake Center  
289 12th St SW, Forest Lake, Minnesota, 55025  
Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
Latitude: 45.27627  
Longitude: -92.99879





# Community Profile

Westlake Center  
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	7 minutes	10 minutes	13 minutes
<b>Population Summary</b>			
2000 Total Population	10,173	19,094	35,524
2010 Total Population	12,501	24,187	46,774
2018 Total Population	13,656	26,295	50,864
2018 Group Quarters	112	133	282
2023 Total Population	14,461	27,782	53,762
2018-2023 Annual Rate	1.15%	1.11%	1.11%
2018 Total Daytime Population	17,706	24,344	42,003
Workers	11,405	12,672	19,567
Residents	6,301	11,672	22,436
<b>Household Summary</b>			
2000 Households	4,045	6,948	12,595
2000 Average Household Size	2.48	2.72	2.80
2010 Households	5,046	9,052	17,329
2010 Average Household Size	2.45	2.66	2.68
2018 Households	5,517	9,855	18,894
2018 Average Household Size	2.45	2.65	2.68
2023 Households	5,847	10,420	19,990
2023 Average Household Size	2.45	2.65	2.68
2018-2023 Annual Rate	1.17%	1.12%	1.13%
2010 Families	3,456	6,612	12,980
2010 Average Family Size	2.92	3.09	3.08
2018 Families	3,723	7,109	13,990
2018 Average Family Size	2.92	3.09	3.07
2023 Families	3,924	7,481	14,735
2023 Average Family Size	2.92	3.08	3.07
2018-2023 Annual Rate	1.06%	1.03%	1.04%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,177	7,145	12,971
Owner Occupied Housing Units	67.7%	77.7%	84.0%
Renter Occupied Housing Units	29.2%	19.6%	13.1%
Vacant Housing Units	3.2%	2.8%	2.9%
2010 Housing Units	5,386	9,565	18,299
Owner Occupied Housing Units	64.2%	74.1%	80.0%
Renter Occupied Housing Units	29.5%	20.6%	14.7%
Vacant Housing Units	6.3%	5.4%	5.3%
2018 Housing Units	5,859	10,363	19,725
Owner Occupied Housing Units	64.9%	74.7%	81.1%
Renter Occupied Housing Units	29.3%	20.4%	14.7%
Vacant Housing Units	5.8%	4.9%	4.2%
2023 Housing Units	6,219	10,960	20,864
Owner Occupied Housing Units	66.5%	76.0%	82.2%
Renter Occupied Housing Units	27.5%	19.1%	13.6%
Vacant Housing Units	6.0%	4.9%	4.2%
<b>Median Household Income</b>			
2018	\$66,458	\$76,526	\$81,991
2023	\$75,020	\$83,608	\$91,384
<b>Median Home Value</b>			
2018	\$248,862	\$265,678	\$271,385
2023	\$287,576	\$303,808	\$310,087
<b>Per Capita Income</b>			
2018	\$32,694	\$35,171	\$36,772
2023	\$37,586	\$40,434	\$42,346
<b>Median Age</b>			
2010	36.0	37.6	37.3
2018	37.1	38.6	38.5
2023	38.0	39.5	39.2

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	5,517	9,855	18,894
<\$15,000	6.9%	5.6%	4.4%
\$15,000 - \$24,999	6.8%	5.2%	4.8%
\$25,000 - \$34,999	7.3%	5.9%	5.1%
\$35,000 - \$49,999	13.2%	11.6%	10.5%
\$50,000 - \$74,999	21.3%	20.3%	19.1%
\$75,000 - \$99,999	16.0%	17.3%	17.5%
\$100,000 - \$149,999	17.5%	19.7%	22.2%
\$150,000 - \$199,999	7.1%	9.2%	10.3%
\$200,000+	3.9%	5.3%	6.1%
Average Household Income	\$83,786	\$93,522	\$99,570
<b>2023 Households by Income</b>			
Household Income Base	5,847	10,420	19,990
<\$15,000	5.9%	4.7%	3.6%
\$15,000 - \$24,999	5.8%	4.4%	4.0%
\$25,000 - \$34,999	6.4%	5.2%	4.3%
\$35,000 - \$49,999	12.1%	10.4%	9.2%
\$50,000 - \$74,999	19.7%	18.5%	16.9%
\$75,000 - \$99,999	15.7%	16.7%	16.6%
\$100,000 - \$149,999	20.5%	22.5%	25.1%
\$150,000 - \$199,999	8.7%	11.1%	12.4%
\$200,000+	5.1%	6.8%	7.8%
Average Household Income	\$96,387	\$107,520	\$114,630
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	3,803	7,741	16,001
<\$50,000	3.5%	2.9%	2.5%
\$50,000 - \$99,999	1.0%	0.8%	0.9%
\$100,000 - \$149,999	8.3%	5.6%	4.8%
\$150,000 - \$199,999	17.9%	16.1%	14.5%
\$200,000 - \$249,999	19.6%	19.6%	20.1%
\$250,000 - \$299,999	15.0%	15.9%	16.9%
\$300,000 - \$399,999	20.6%	21.8%	22.4%
\$400,000 - \$499,999	8.2%	10.1%	10.3%
\$500,000 - \$749,999	4.2%	5.5%	6.0%
\$750,000 - \$999,999	0.9%	0.9%	0.9%
\$1,000,000 - \$1,499,999	0.7%	0.7%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$280,135	\$297,839	\$303,859
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	4,137	8,329	17,157
<\$50,000	1.5%	1.1%	0.9%
\$50,000 - \$99,999	0.4%	0.3%	0.3%
\$100,000 - \$149,999	2.9%	1.8%	1.4%
\$150,000 - \$199,999	13.5%	10.8%	8.8%
\$200,000 - \$249,999	19.8%	18.4%	17.8%
\$250,000 - \$299,999	15.9%	16.5%	18.0%
\$300,000 - \$399,999	26.8%	27.6%	28.1%
\$400,000 - \$499,999	11.1%	13.6%	14.2%
\$500,000 - \$749,999	5.9%	7.7%	8.6%
\$750,000 - \$999,999	1.2%	1.2%	1.2%
\$1,000,000 - \$1,499,999	1.1%	1.0%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$320,360	\$336,925	\$343,773

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Westlake Center  
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	7 minutes	10 minutes	13 minutes
<b>2010 Population by Age</b>			
Total	12,502	24,187	46,773
0 - 4	7.4%	6.8%	7.0%
5 - 9	7.8%	7.9%	7.8%
10 - 14	6.7%	7.3%	7.5%
15 - 24	12.5%	12.2%	11.7%
25 - 34	14.2%	12.5%	13.0%
35 - 44	13.3%	14.0%	14.8%
45 - 54	14.6%	16.4%	16.8%
55 - 64	11.8%	12.3%	11.9%
65 - 74	6.4%	6.3%	5.9%
75 - 84	3.5%	3.1%	2.6%
85 +	1.9%	1.4%	1.1%
18 +	74.0%	73.5%	73.2%
<b>2018 Population by Age</b>			
Total	13,656	26,294	50,866
0 - 4	6.8%	6.2%	6.4%
5 - 9	7.0%	6.8%	7.0%
10 - 14	7.2%	7.3%	7.4%
15 - 24	11.9%	11.8%	11.5%
25 - 34	14.1%	13.0%	12.7%
35 - 44	13.6%	13.3%	14.0%
45 - 54	12.6%	14.0%	14.5%
55 - 64	12.4%	13.7%	13.6%
65 - 74	8.9%	9.0%	8.6%
75 - 84	3.7%	3.6%	3.2%
85 +	1.7%	1.3%	1.1%
18 +	75.1%	75.5%	75.1%
<b>2023 Population by Age</b>			
Total	14,460	27,782	53,760
0 - 4	6.8%	6.2%	6.3%
5 - 9	6.8%	6.5%	6.7%
10 - 14	7.1%	7.0%	7.2%
15 - 24	11.9%	11.3%	11.1%
25 - 34	13.0%	12.4%	12.5%
35 - 44	14.4%	14.2%	14.7%
45 - 54	12.0%	12.8%	13.0%
55 - 64	11.8%	13.2%	13.2%
65 - 74	9.5%	10.1%	9.8%
75 - 84	5.0%	4.8%	4.4%
85 +	1.6%	1.4%	1.2%
18 +	75.3%	76.1%	75.5%
<b>2010 Population by Sex</b>			
Males	6,198	12,114	23,564
Females	6,303	12,073	23,210
<b>2018 Population by Sex</b>			
Males	6,814	13,220	25,617
Females	6,842	13,075	25,248
<b>2023 Population by Sex</b>			
Males	7,233	13,997	27,086
Females	7,228	13,785	26,676

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	12,501	24,187	46,774
White Alone	94.2%	94.9%	94.4%
Black Alone	1.2%	0.9%	0.8%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.6%	1.6%	2.1%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.6%	0.5%	0.5%
Two or More Races	1.9%	1.6%	1.7%
Hispanic Origin	2.3%	2.1%	2.0%
Diversity Index	15.2	13.5	14.3
<b>2018 Population by Race/Ethnicity</b>			
Total	13,656	26,295	50,865
White Alone	92.3%	93.3%	92.7%
Black Alone	1.7%	1.2%	1.2%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	2.0%	2.0%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	0.7%	0.7%
Two or More Races	2.6%	2.2%	2.3%
Hispanic Origin	3.0%	2.8%	2.7%
Diversity Index	19.7	17.6	18.5
<b>2023 Population by Race/Ethnicity</b>			
Total	14,461	27,783	53,761
White Alone	90.7%	91.9%	91.2%
Black Alone	2.1%	1.6%	1.5%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	2.4%	2.3%	3.0%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	0.9%	0.8%	0.8%
Two or More Races	3.2%	2.6%	2.8%
Hispanic Origin	3.7%	3.5%	3.4%
Diversity Index	23.6	21.1	22.1
<b>2010 Population by Relationship and Household Type</b>			
Total	12,501	24,187	46,774
In Households	99.0%	99.4%	99.4%
In Family Households	83.4%	86.7%	87.6%
Householder	26.7%	27.4%	27.5%
Spouse	19.7%	21.7%	22.4%
Child	32.4%	33.3%	33.3%
Other relative	2.1%	2.0%	2.1%
Nonrelative	2.6%	2.3%	2.2%
In Nonfamily Households	15.6%	12.7%	11.8%
In Group Quarters	1.0%	0.6%	0.6%
Institutionalized Population	0.9%	0.5%	0.5%
Noninstitutionalized Population	0.1%	0.1%	0.1%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Population 25+ by Educational Attainment</b>			
Total	9,167	17,854	34,469
Less than 9th Grade	1.1%	1.0%	0.8%
9th - 12th Grade, No Diploma	3.4%	3.7%	3.6%
High School Graduate	25.9%	24.9%	23.9%
GED/Alternative Credential	4.8%	4.0%	3.4%
Some College, No Degree	28.6%	27.8%	25.9%
Associate Degree	13.4%	13.8%	14.1%
Bachelor's Degree	16.3%	17.1%	19.8%
Graduate/Professional Degree	6.5%	7.6%	8.6%
<b>2018 Population 15+ by Marital Status</b>			
Total	10,785	20,951	40,299
Never Married	30.0%	28.9%	27.8%
Married	48.9%	53.5%	56.2%
Widowed	5.5%	5.3%	4.7%
Divorced	15.6%	12.3%	11.3%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.4%	97.1%	97.0%
Civilian Unemployed (Unemployment Rate)	3.6%	2.9%	3.0%
<b>2018 Employed Population 16+ by Industry</b>			
Total	7,473	14,838	28,814
Agriculture/Mining	0.8%	0.9%	1.0%
Construction	8.4%	9.4%	9.5%
Manufacturing	12.9%	15.0%	15.0%
Wholesale Trade	2.1%	2.3%	2.5%
Retail Trade	11.2%	10.2%	9.9%
Transportation/Utilities	5.4%	5.2%	4.8%
Information	1.8%	1.3%	1.2%
Finance/Insurance/Real Estate	5.6%	5.2%	6.9%
Services	47.7%	46.4%	44.7%
Public Administration	4.2%	4.1%	4.5%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	7,473	14,839	28,813
White Collar	58.2%	59.2%	61.2%
Management/Business/Financial	13.4%	15.0%	16.3%
Professional	20.5%	20.9%	21.8%
Sales	10.3%	8.9%	8.8%
Administrative Support	14.0%	14.5%	14.2%
Services	18.4%	16.6%	15.3%
Blue Collar	23.4%	24.2%	23.6%
Farming/Forestry/Fishing	0.3%	0.5%	0.6%
Construction/Extraction	5.9%	7.3%	6.9%
Installation/Maintenance/Repair	3.4%	3.5%	3.6%
Production	6.1%	6.6%	6.5%
Transportation/Material Moving	7.7%	6.3%	6.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	12,501	24,187	46,774
Population Inside Urbanized Area	0.0%	0.4%	22.9%
Population Inside Urbanized Cluster	82.3%	71.4%	46.4%
Rural Population	17.7%	28.2%	30.7%

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<b>2010 Households by Type</b>			
Total	5,046	9,052	17,330
Households with 1 Person	24.9%	21.1%	19.3%
Households with 2+ People	75.1%	78.9%	80.7%
Family Households	68.5%	73.0%	74.9%
Husband-wife Families	50.7%	58.0%	61.1%
With Related Children	23.3%	26.8%	28.9%
Other Family (No Spouse Present)	17.8%	15.1%	13.8%
Other Family with Male Householder	5.7%	5.1%	4.9%
With Related Children	3.6%	3.2%	3.1%
Other Family with Female Householder	12.1%	10.0%	8.9%
With Related Children	8.8%	7.0%	6.3%
Nonfamily Households	6.6%	5.8%	5.8%
All Households with Children	36.1%	37.5%	38.6%
Multigenerational Households	2.2%	2.5%	2.6%
Unmarried Partner Households	8.6%	7.5%	7.2%
Male-female	8.2%	7.0%	6.8%
Same-sex	0.4%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	5,046	9,052	17,329
1 Person Household	24.9%	21.1%	19.3%
2 Person Household	33.9%	34.9%	35.1%
3 Person Household	17.0%	16.9%	17.2%
4 Person Household	15.1%	16.9%	17.9%
5 Person Household	6.1%	6.8%	7.1%
6 Person Household	2.0%	2.3%	2.3%
7 + Person Household	0.9%	1.1%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,046	9,052	17,329
Owner Occupied	68.5%	78.2%	84.5%
Owned with a Mortgage/Loan	55.1%	63.4%	69.6%
Owned Free and Clear	13.4%	14.8%	14.9%
Renter Occupied	31.5%	21.8%	15.5%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,386	9,565	18,299
Housing Units Inside Urbanized Area	0.0%	0.3%	22.6%
Housing Units Inside Urbanized Cluster	83.7%	73.1%	47.8%
Rural Housing Units	16.3%	26.6%	29.6%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
<b>2.</b>	Green Acres (6A)	Green Acres (6A)	Green Acres (6A)
<b>3.</b>	Middleburg (4C)	Middleburg (4C)	Up and Coming Families
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,163,436	\$23,994,609	\$49,070,958
Average Spent	\$2,204.72	\$2,434.76	\$2,597.17
Spending Potential Index	101	112	119
Education: Total \$	\$7,909,067	\$15,921,179	\$32,279,619
Average Spent	\$1,433.58	\$1,615.54	\$1,708.46
Spending Potential Index	99	112	118
Entertainment/Recreation: Total \$	\$17,830,786	\$35,446,100	\$72,137,687
Average Spent	\$3,231.97	\$3,596.76	\$3,818.02
Spending Potential Index	100	112	119
Food at Home: Total \$	\$27,909,576	\$54,573,236	\$110,277,324
Average Spent	\$5,058.83	\$5,537.62	\$5,836.63
Spending Potential Index	101	110	116
Food Away from Home: Total \$	\$19,745,791	\$38,916,480	\$79,508,169
Average Spent	\$3,579.08	\$3,948.91	\$4,208.12
Spending Potential Index	102	112	120
Health Care: Total \$	\$31,640,566	\$63,128,649	\$127,793,737
Average Spent	\$5,735.10	\$6,405.75	\$6,763.72
Spending Potential Index	100	112	118
HH Furnishings & Equipment: Total \$	\$11,673,742	\$23,282,105	\$47,727,602
Average Spent	\$2,115.96	\$2,362.47	\$2,526.07
Spending Potential Index	101	113	121
Personal Care Products & Services: Total \$	\$4,648,121	\$9,244,117	\$18,908,155
Average Spent	\$842.51	\$938.01	\$1,000.75
Spending Potential Index	102	113	121
Shelter: Total \$	\$91,712,586	\$179,879,576	\$365,910,327
Average Spent	\$16,623.63	\$18,252.62	\$19,366.48
Spending Potential Index	99	109	115
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,336,980	\$26,728,619	\$54,253,533
Average Spent	\$2,417.43	\$2,712.19	\$2,871.47
Spending Potential Index	97	109	116
Travel: Total \$	\$11,758,128	\$23,834,435	\$49,166,388
Average Spent	\$2,131.25	\$2,418.51	\$2,602.22
Spending Potential Index	99	112	121
Vehicle Maintenance & Repairs: Total \$	\$5,997,520	\$11,834,423	\$24,051,918
Average Spent	\$1,087.10	\$1,200.85	\$1,272.99
Spending Potential Index	101	112	118

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.