TheRetailCoach®

SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

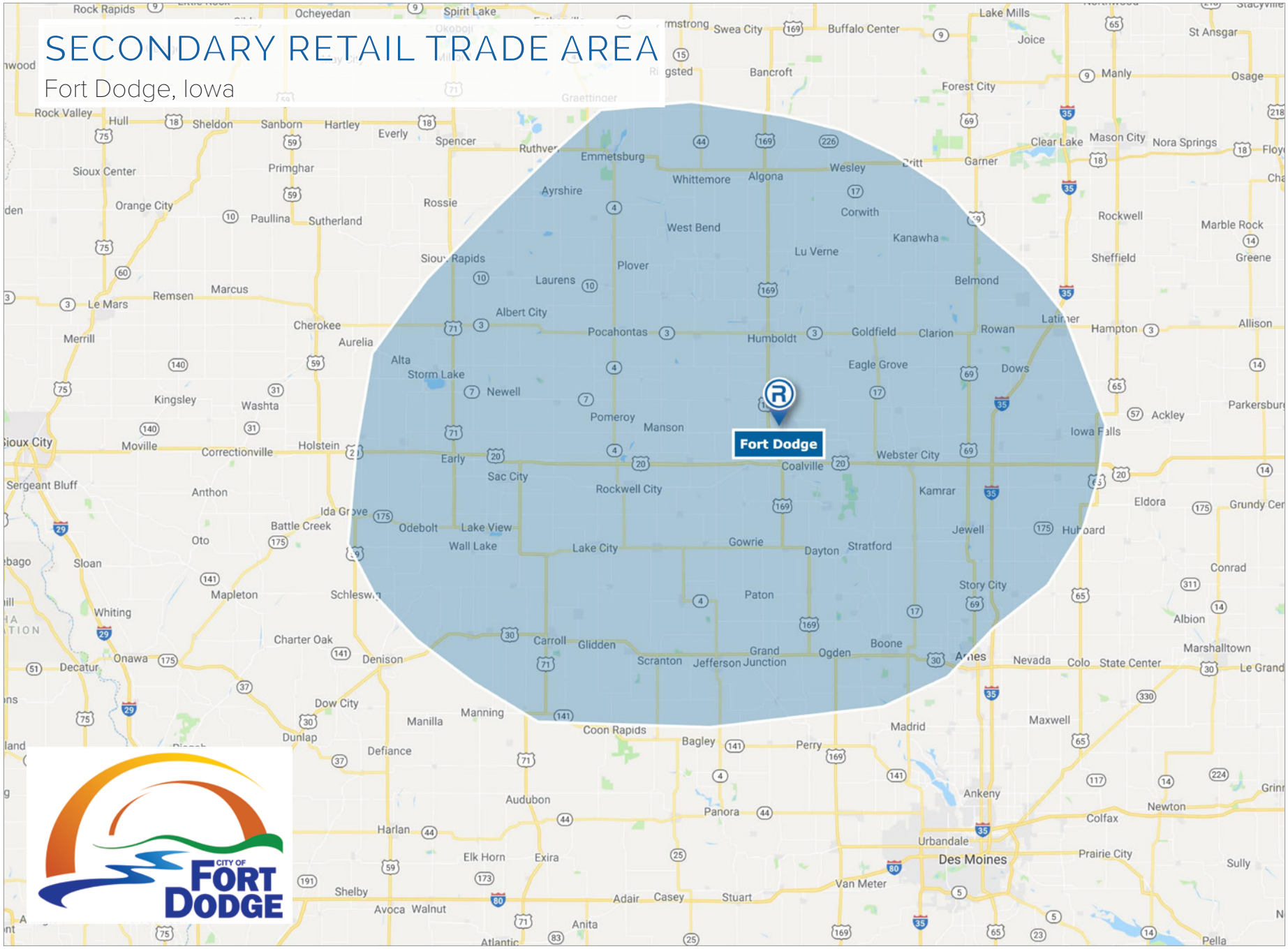
Fort Dodge, Iowa

Prepared for
City of Fort Dodge, Iowa
February 2019

CITY OF FORT DODGE

SECONDARY RETAIL TRADE AREA

Fort Dodge, Iowa



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SECONDARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Fort Dodge, Iowa

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
44, 45, 722	**Total retail trade including food and drinking places**	**$1,377,877,837**	**$636,764,752**	**$741,113,085**	**0.46**
441	Motor vehicle and parts dealers	$220,044,697	$147,139,071	$72,905,626	0.67
4411	Automobile dealers	$193,154,363	$119,359,416	$73,794,947	0.62
4412	Other motor vehicle dealers	$20,365,981	$4,429,630	$15,936,351	0.22
4413	Automotive parts, accessories, and tire stores	$6,524,353	$23,350,025	-$16,825,672	3.58
442	Furniture and home furnishings stores	$14,534,123	$12,483,140	$2,050,983	0.86
4421	Furniture stores	$8,260,916	$6,241,082	$2,019,834	0.76
4422	Home furnishings stores	$6,273,207	$6,242,058	$31,149	1.00
443	Electronics and appliance stores	$29,819,672	$5,047,016	$24,772,656	0.17
443141	Household appliance stores	$4,830,921	$13,323	$4,817,598	0.00
443142	Electronics stores	$24,988,750	$5,033,693	$19,955,057	0.20
444	Building material and garden equipment and supplies dealers	$69,779,336	$66,524,457	$3,254,879	0.95
4441	Building material and supplies dealers	$59,216,320	$65,933,324	-$6,717,004	1.11
44411	Home centers	$33,942,134	$50,531,186	-$16,589,052	1.49
44412	Paint and wallpaper stores	$1,466,465	$429,298	$1,037,167	0.29
44413	Hardware stores	$5,172,244	$17,963	$5,154,281	0.00
44419	Other building material dealers	$18,635,477	$14,954,877	$3,680,600	0.80
4442	Lawn and garden equipment and supplies stores	$10,563,016	$591,133	$9,971,883	0.06
44421	Outdoor power equipment stores	$1,408,786	$0	$1,408,786	0.00
44422	Nursery, garden center, and farm supply stores	$9,154,230	$591,133	$8,563,097	0.06
445	Food and beverage stores	$190,234,561	$55,069,057	$135,165,504	0.29
4451	Grocery stores	$174,204,298	$53,740,891	$120,463,407	0.31
44511	Supermarkets and other grocery (except convenience) stores	$166,043,249	$53,724,337	$112,318,912	0.32
44512	Convenience stores	$8,161,049	$16,554	$8,144,495	0.00
4452	Specialty food stores	$6,693,497	$24	$6,693,473	0.00
4453	Beer, wine, and liquor stores	$9,336,766	$1,328,142	$8,008,624	0.14

*Positive numbers denote leakage, negative numbers denote a surplus.
†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
446	Health and personal care stores	$154,019,229	$32,069,282	$121,949,947	0.21
44611	Pharmacies and drug stores	$127,751,555	$26,227,724	$101,523,831	0.21
44612	Cosmetics, beauty supplies, and perfume stores	$8,166,547	$1,043,928	$7,122,619	0.13
44613	Optical goods stores	$8,067,751	$1,075,417	$6,992,334	0.13
44619	Other health and personal care stores	$10,033,377	$3,722,213	$6,311,164	0.37
447	Gasoline stations	$129,770,728	$75,681,148	$54,089,580	0.58
448	Clothing and clothing accessories stores	$41,771,876	$13,274,482	$28,497,394	0.32
4481	Clothing stores	$30,813,358	$5,620,544	$25,192,814	0.18
44811	Men's clothing stores	$1,523,228	$16	$1,523,212	0.00
44812	Women's clothing stores	$5,328,188	$2,726,371	$2,601,817	0.51
44813	Children's and infants' clothing stores	$2,731,096	$16	$2,731,080	0.00
44814	Family clothing stores	$18,018,930	$2,887,816	$15,131,114	0.16
44815	Clothing accessories stores	$1,253,055	$6,310	$1,246,745	0.01
44819	Other clothing stores	$1,958,862	$15	$1,958,847	0.00
4482	Shoe stores	$8,280,672	$4,382,435	$3,898,237	0.53
4483	Jewelry, luggage, and leather goods stores	$2,677,847	$3,271,503	-$593,656	1.22
44831	Jewelry stores	$2,110,872	$3,271,503	-$1,160,631	1.55
44832	Luggage and leather goods stores	$566,975	$0	$566,975	0.00
451	Sporting goods, hobby, musical instrument, and book stores	$19,515,670	$478,762	$19,036,908	0.02
4511	Sporting goods, hobby, and musical instrument stores	$16,107,481	$474,548	$15,632,933	0.03
45111	Sporting goods stores	$8,410,709	$400,750	$8,009,959	0.05
45112	Hobby, toy, and game stores	$3,824,114	$72,546	$3,751,568	0.02
45113	Sewing, needlework, and piece goods stores	$1,498,851	$5	$1,498,846	0.00
45114	Musical instrument and supplies stores	$2,373,808	$1,247	$2,372,561	0.00
4512	Book stores and news dealers	$3,408,189	$4,214	$3,403,975	0.00

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
452	General merchandise stores	$166,215,740	$140,825,847	$25,389,893	0.85
4522	Department stores	$29,090,074	$60,360,291	-$31,270,217	2.07
4523	Other general merchandise stores	$137,125,665	$80,465,556	$56,660,109	0.59
453	Miscellaneous store retailers	$25,187,790	$18,773,442	$6,414,348	0.75
4531	Florists	$1,909,834	$12,671	$1,897,163	0.01
4532	Office supplies, stationery, and gift stores	$7,285,304	$4,346,642	$2,938,662	0.60
45321	Office supplies and stationery stores	$2,544,336	$2,550	$2,541,786	0.00
45322	Gift, novelty, and souvenir stores	$4,740,968	$4,344,092	$396,876	0.92
4533	Used merchandise stores	$11,085,744	$299,606	$10,786,138	0.03
4539	Other miscellaneous store retailers	$4,906,908	$14,114,523	-$9,207,615	2.88
45391	Pet and pet supplies stores	$887,025	$8	$887,017	0.00
45399	All other miscellaneous store retailers	$4,019,883	$14,114,515	-$10,094,632	3.51
454	Non-store retailers	$143,840,504	$14,852,689	$128,987,815	0.10
722	Food services and drinking places	$173,143,911	$54,546,359	$118,597,552	0.32
7223	Special food services	$15,324,243	$4,247,010	$11,077,233	0.28
7224	Drinking places (alcoholic beverages)	$4,920,343	$1,531,862	$3,388,481	0.31
7225	Restaurants and other eating places	$152,899,324	$48,767,487	$104,131,837	0.32
722511	Full-service restaurants	$74,580,957	$19,520,556	$55,060,401	0.26
722513	Limited-service restaurants	$64,701,723	$27,269,763	$37,431,960	0.42
722514	Cafeterias, grill buffets, and buffets	$2,413,418	$322,556	$2,090,862	0.13
722515	Snack and nonalcoholic beverage bars	$11,203,226	$1,654,612	$9,548,614	0.15

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SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
Population		
2024 Projection	248,761	
2019 Estimate	246,977	
2010 Census	248,878	
2000 Census	253,745	
Growth 2019 - 2024		0.72%
Growth 2010 - 2019		-0.76%
Growth 2000 - 2010		-1.92%
2019 Est. Population by Single-Classification Race	246,977	
White Alone	220,867	89.43%
Black or African American Alone	5,421	2.20%
Amer. Indian and Alaska Native Alone	771	0.31%
Asian Alone	9,329	3.78%
Native Hawaiian and Other Pacific Island Alone	423	0.17%
Some Other Race Alone	5,353	2.17%
Two or More Races	4,813	1.95%
2019 Est. Population by Hispanic or Latino Origin	246,977	
Not Hispanic or Latino	231,757	93.84%
Hispanic or Latino	15,220	6.16%
Mexican	11,911	78.26%
Puerto Rican	498	3.27%
Cuban	94	0.62%
All Other Hispanic or Latino	2,718	17.86%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	15,220	
White Alone	8,518	55.97%
Black or African American Alone	196	1.29%
American Indian and Alaska Native Alone	163	1.07%
Asian Alone	52	0.34%
Native Hawaiian and Other Pacific Islander Alone	32	0.21%
Some Other Race Alone	5,193	34.12%
Two or More Races	1,066	7.00%
2019 Est. Pop by Race, Asian Alone, by Category	9,329	
Chinese, except Taiwanese	3,068	32.89%
Filipino	375	4.02%
Japanese	150	1.61%
Asian Indian	1,704	18.27%
Korean	870	9.33%
Vietnamese	394	4.22%
Cambodian	46	0.49%
Hmong	272	2.92%
Laotian	1,257	13.47%
Thai	51	0.55%
All Other Asian Races Including 2+ Category	1,142	12.24%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	246,977	
Arab	543	0.22%
Czech	1,603	0.65%
Danish	3,832	1.55%
Dutch	3,725	1.51%
English	11,736	4.75%
French (except Basque)	3,026	1.23%
French Canadian	489	0.20%
German	80,016	32.40%
Greek	113	0.05%
Hungarian	168	0.07%
Irish	17,007	6.89%
Italian	2,831	1.15%
Lithuanian	71	0.03%
United States or American	11,771	4.77%
Norwegian	14,549	5.89%
Polish	1,428	0.58%
Portuguese	128	0.05%
Russian	232	0.09%
Scottish	2,104	0.85%
Scotch-Irish	791	0.32%
Slovak	42	0.02%
Subsaharan African	778	0.32%
Swedish	7,249	2.94%
Swiss	582	0.24%
Ukrainian	122	0.05%
Welsh	512	0.21%
West Indian (except Hisp. groups)	70	0.03%
Other ancestries	38,556	15.61%
Ancestry Unclassified	42,902	17.37%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	214,760	92.33%
Speak Asian/Pacific Island Language at Home	5,243	2.25%
Speak IndoEuropean Language at Home	2,149	0.92%
Speak Spanish at Home	9,560	4.11%
Speak Other Language at Home	894	0.38%
2019 Est. Population by Age	246,977	
Age 0 - 4	14,372	5.82%
Age 5 - 9	14,331	5.80%
Age 10 - 14	14,659	5.94%
Age 15 - 17	9,589	3.88%
Age 18 - 20	14,046	5.69%
Age 21 - 24	18,992	7.69%
Age 25 - 34	28,433	11.51%
Age 35 - 44	26,109	10.57%
Age 45 - 54	26,223	10.62%
Age 55 - 64	33,547	13.58%
Age 65 - 74	24,685	10.00%
Age 75 - 84	14,048	5.69%
Age 85 and over	7,945	3.22%
Age 16 and over	200,483	81.18%
Age 18 and over	194,027	78.56%
Age 21 and over	179,980	72.87%
Age 65 and over	46,678	18.90%
2019 Est. Median Age		38.41
2019 Est. Average Age		40.34

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
2019 Est. Population by Sex	246,977	
Male	125,403	50.78%
Female	121,574	49.23%
2019 Est. Male Population by Age	125,403	
Age 0 - 4	7,350	5.86%
Age 5 - 9	7,359	5.87%
Age 10 - 14	7,567	6.03%
Age 15 - 17	4,988	3.98%
Age 18 - 20	7,786	6.21%
Age 21 - 24	10,606	8.46%
Age 25 - 34	15,177	12.10%
Age 35 - 44	13,516	10.78%
Age 45 - 54	13,348	10.64%
Age 55 - 64	16,901	13.48%
Age 65 - 74	12,046	9.61%
Age 75 - 84	6,085	4.85%
Age 85 and over	2,674	2.13%
2019 Est. Median Age, Male		36.33
2019 Est. Average Age, Male		39.14

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	121,574	
Age 0 - 4	7,023	5.78%
Age 5 - 9	6,971	5.73%
Age 10 - 14	7,092	5.83%
Age 15 - 17	4,601	3.78%
Age 18 - 20	6,260	5.15%
Age 21 - 24	8,386	6.90%
Age 25 - 34	13,256	10.90%
Age 35 - 44	12,593	10.36%
Age 45 - 54	12,875	10.59%
Age 55 - 64	16,646	13.69%
Age 65 - 74	12,639	10.40%
Age 75 - 84	7,963	6.55%
Age 85 and over	5,271	4.34%
2019 Est. Median Age, Female		40.70
2019 Est. Average Age, Female		41.56
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	61,678	30.29%
Males, Never Married	35,901	17.63%
Females, Never Married	25,777	12.66%
Married, Spouse present	102,474	50.33%
Married, Spouse absent	5,946	2.92%
Widowed	14,289	7.02%
Males Widowed	2,979	1.46%
Females Widowed	11,309	5.55%
Divorced	19,229	9.44%
Males Divorced	9,296	4.57%
Females Divorced	9,932	4.88%

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,020	3.1%
Some High School, no diploma	7,573	4.7%
High School Graduate (or GED)	51,141	31.8%
Some College, no degree	34,125	21.2%
Associate Degree	20,565	12.8%
Bachelor's Degree	27,801	17.3%
Master's Degree	9,709	6.0%
Professional School Degree	1,842	1.1%
Doctorate Degree	3,213	2.0%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,496	50.71%
High School Graduate	1,506	21.85%
Some College or Associate's Degree	1,387	20.12%
Bachelor's Degree or Higher	505	7.33%
Households		
2024 Projection	104,096	
2019 Estimate	102,848	
2010 Census	102,760	
2000 Census	100,621	
Growth 2019 - 2024		1.21%
Growth 2010 - 2019		0.09%
Growth 2000 - 2010		2.13%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	102,848	
Family Households	63,887	62.12%
Nonfamily Households	38,961	37.88%
2019 Est. Group Quarters Population	10,460	
2019 Households by Ethnicity, Hispanic/Latino	4,048	
2019 Est. Households by Household Income	102,848	
Income < $15,000	11,837	11.51%
Income $15,000 - $24,999	11,746	11.42%
Income $25,000 - $34,999	10,915	10.61%
Income $35,000 - $49,999	14,177	13.78%
Income $50,000 - $74,999	18,725	18.21%
Income $75,000 - $99,999	13,199	12.83%
Income $100,000 - $124,999	8,653	8.41%
Income $125,000 - $149,999	5,390	5.24%
Income $150,000 - $199,999	4,296	4.18%
Income $200,000 - $249,999	1,634	1.59%
Income $250,000 - $499,999	1,693	1.65%
Income $500,000+	583	0.57%
2019 Est. Average Household Income		$71,177
2019 Est. Median Household Income		$53,225

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$54,349
Black or African American Alone		$29,963
American Indian and Alaska Native Alone		$41,010
Asian Alone		$52,494
Native Hawaiian and Other Pacific Islander Alone		$53,007
Some Other Race Alone		$32,237
Two or More Races		$40,536
Hispanic or Latino		$43,461
Not Hispanic or Latino		$53,804
2019 Est. Family HH Type by Presence of Own Child.	63,887	
Married-Couple Family, own children	18,907	29.59%
Married-Couple Family, no own children	33,281	52.09%
Male Householder, own children	2,313	3.62%
Male Householder, no own children	1,580	2.47%
Female Householder, own children	5,085	7.96%
Female Householder, no own children	2,720	4.26%
2019 Est. Households by Household Size	102,848	
1-person	32,077	31.19%
2-person	38,399	37.34%
3-person	13,540	13.17%
4-person	10,964	10.66%
5-person	5,172	5.03%
6-person	1,874	1.82%
7-or-more-person	822	0.80%
2019 Est. Average Household Size		2.3

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	102,848	
Households with 1 or More People under Age 18:	28,068	27.29%
Married-Couple Family	19,668	70.07%
Other Family, Male Householder	2,524	8.99%
Other Family, Female Householder	5,510	19.63%
Nonfamily, Male Householder	304	1.08%
Nonfamily, Female Householder	62	0.22%
Households with No People under Age 18:	74,780	72.71%
Married-Couple Family	32,524	43.49%
Other Family, Male Householder	1,366	1.83%
Other Family, Female Householder	2,306	3.08%
Nonfamily, Male Householder	18,679	24.98%
Nonfamily, Female Householder	19,905	26.62%
2019 Est. Households by Number of Vehicles	102,848	
No Vehicles	5,287	5.14%
1 Vehicle	29,840	29.01%
2 Vehicles	39,101	38.02%
3 Vehicles	18,741	18.22%
4 Vehicles	6,975	6.78%
5 or more Vehicles	2,904	2.82%
2019 Est. Average Number of Vehicles		2.04

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	64,562	
2019 Estimate	63,887	
2010 Census	63,998	
2000 Census	66,396	
Growth 2019 - 2024		1.06%
Growth 2010 - 2019		-0.17%
Growth 2000 - 2010		-3.61%
2019 Est. Families by Poverty Status	63,887	
2019 Families at or Above Poverty	59,120	92.54%
2019 Families at or Above Poverty with Children	23,604	36.95%
2019 Families Below Poverty	4,767	7.46%
2019 Families Below Poverty with Children	3,693	5.78%
2019 Est. Pop 16+ by Employment Status	200,483	
Civilian Labor Force, Employed	125,508	62.60%
Civilian Labor Force, Unemployed	5,113	2.55%
Armed Forces	90	0.05%
Not in Labor Force	69,772	34.80%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	124,556	
For-Profit Private Workers	77,715	62.39%
Non-Profit Private Workers	9,574	7.69%
Local Government Workers	1,999	1.61%
State Government Workers	10,580	8.49%
Federal Government Workers	8,957	7.19%
Self-Employed Workers	15,513	12.46%
Unpaid Family Workers	217	0.17%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	124,556	
Architect/Engineer	1,944	1.56%
Arts/Entertainment/Sports	1,544	1.24%
Building Grounds Maintenance	4,756	3.82%
Business/Financial Operations	4,032	3.24%
Community/Social Services	2,009	1.61%
Computer/Mathematical	1,551	1.25%
Construction/Extraction	5,232	4.20%
Education/Training/Library	9,992	8.02%
Farming/Fishing/Forestry	2,592	2.08%
Food Prep/Serving	6,575	5.28%
Health Practitioner/Technician	6,794	5.46%
Healthcare Support	3,666	2.94%
Maintenance Repair	4,646	3.73%
Legal	517	0.42%
Life/Physical/Social Science	1,696	1.36%
Management	13,717	11.01%
Office/Admin. Support	15,312	12.29%
Production	10,215	8.20%
Protective Services	1,771	1.42%
Sales/Related	11,107	8.92%
Personal Care/Service	4,347	3.49%
Transportation/Moving	10,540	8.46%
2019 Est. Pop 16+ by Occupation Classification	124,556	
White Collar	70,215	56.37%
Blue Collar	30,633	24.59%
Service and Farm	23,708	19.03%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	121,683	
Drove Alone	96,551	79.35%
Car Pooled	10,307	8.47%
Public Transportation	1,817	1.49%
Walked	4,887	4.02%
Bicycle	1,109	0.91%
Other Means	988	0.81%
Worked at Home	6,025	4.95%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	62,214	
15 - 29 Minutes	33,081	
30 - 44 Minutes	11,918	
45 - 59 Minutes	4,473	
60 or more Minutes	4,025	
2019 Est. Avg Travel Time to Work in Minutes		18.82
2019 Est. Occupied Housing Units by Tenure	102,848	
Owner Occupied	72,153	70.16%
Renter Occupied	30,694	29.84%
2019 Owner Occ. HUs: Avg. Length of Residence		18.46
2019 Renter Occ. HUs: Avg. Length of Residence		7.07

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	102,848	
Value Less than $20,000	2,400	3.33%
Value $20,000 - $39,999	3,945	5.47%
Value $40,000 - $59,999	5,301	7.35%
Value $60,000 - $79,999	7,612	10.55%
Value $80,000 - $99,999	8,348	11.57%
Value $100,000 - $149,999	14,894	20.64%
Value $150,000 - $199,999	10,305	14.28%
Value $200,000 - $299,999	10,496	14.55%
Value $300,000 - $399,999	4,541	6.29%
Value $400,000 - $499,999	2,203	3.05%
Value $500,000 - $749,999	1,282	1.78%
Value $750,000 - $999,999	414	0.57%
Value $1,000,000 or $1,499,999	238	0.33%
Value $1,500,000 or $1,999,999	97	0.13%
Value $2,000,000+	77	0.11%
2019 Est. Median All Owner-Occupied Housing Value		$125,798
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	88,193	76.40%
1 Unit Detached	3,024	2.62%
2 Units	2,640	2.29%
3 or 4 Units	4,089	3.54%
5 to 19 Units	9,531	8.26%
20 to 49 Units	4,643	4.02%
50 or More Units	995	0.86%
Mobile Home or Trailer	2,288	1.98%
Boat, RV, Van, etc.	30	0.03%

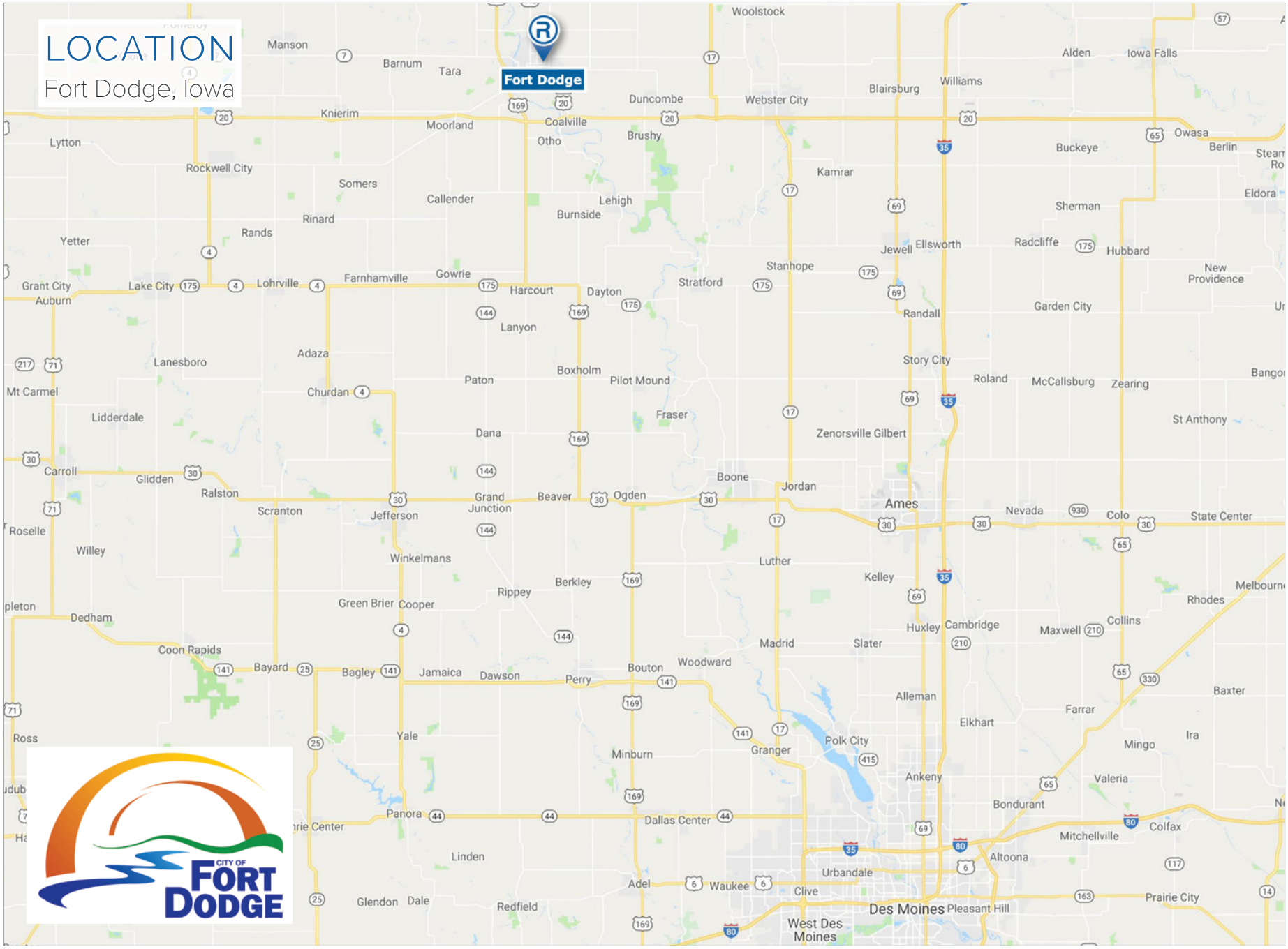
SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,547	2.21%
Housing Units Built 2010 to 2014	1,531	1.33%
Housing Units Built 2000 to 2009	9,747	8.44%
Housing Units Built 1990 to 1999	10,493	9.09%
Housing Units Built 1980 to 1989	7,811	6.77%
Housing Units Built 1970 to 1979	17,200	14.90%
Housing Units Built 1960 to 1969	12,265	10.63%
Housing Units Built 1950 to 1959	11,938	10.34%
Housing Units Built 1940 to 1949	7,003	6.07%
Housing Unit Built 1939 or Earlier	34,898	30.23%
2019 Est. Median Year Structure Built		1963

LOCATION

Fort Dodge, Iowa



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COMMUNITY • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
Population		
2024 Projection	24,364	
2019 Estimate	24,474	
2010 Census	25,206	
2000 Census	26,309	
Growth 2019 - 2024		-0.45%
Growth 2010 - 2019		-2.90%
Growth 2000 - 2010		-4.19%
2019 Est. Population by Single-Classification Race	24,474	
White Alone	21,367	87.31%
Black or African American Alone	1,439	5.88%
Amer. Indian and Alaska Native Alone	120	0.49%
Asian Alone	432	1.77%
Native Hawaiian and Other Pacific Island Alone	10	0.04%
Some Other Race Alone	416	1.70%
Two or More Races	690	2.82%
2019 Est. Population by Hispanic or Latino Origin	24,474	
Not Hispanic or Latino	22,989	93.93%
Hispanic or Latino	1,485	6.07%
Mexican	1,182	79.60%
Puerto Rican	70	4.71%
Cuban	6	0.40%
All Other Hispanic or Latino	227	15.29%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	1,485	
White Alone	906	61.01%
Black or African American Alone	26	1.75%
American Indian and Alaska Native Alone	22	1.48%
Asian Alone	6	0.40%
Native Hawaiian and Other Pacific Islander Alone	3	0.20%
Some Other Race Alone	396	26.67%
Two or More Races	126	8.49%
2019 Est. Pop by Race, Asian Alone, by Category	432	
Chinese, except Taiwanese	3	0.69%
Filipino	20	4.63%
Japanese	0	0.00%
Asian Indian	93	21.53%
Korean	208	48.15%
Vietnamese	12	2.78%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	96	22.22%

COMMUNITY • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	24,474	
Arab	150	0.61%
Czech	248	1.01%
Danish	236	0.96%
Dutch	174	0.71%
English	1,000	4.09%
French (except Basque)	364	1.49%
French Canadian	60	0.25%
German	7,237	29.57%
Greek	0	0.00%
Hungarian	11	0.05%
Irish	1,962	8.02%
Italian	363	1.48%
Lithuanian	0	0.00%
United States or American	1,074	4.39%
Norwegian	1,495	6.11%
Polish	152	0.62%
Portuguese	0	0.00%
Russian	15	0.06%
Scottish	263	1.08%
Scotch-Irish	68	0.28%
Slovak	0	0.00%
Subsaharan African	169	0.69%
Swedish	838	3.42%
Swiss	46	0.19%
Ukrainian	48	0.20%
Welsh	47	0.19%
West Indian (except Hisp. groups)	16	0.07%
Other ancestries	4,045	16.53%
Ancestry Unclassified	4,393	17.95%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	22,024	95.74%
Speak Asian/Pacific Island Language at Home	286	1.24%
Speak IndoEuropean Language at Home	103	0.45%
Speak Spanish at Home	507	2.20%
Speak Other Language at Home	84	0.37%
2019 Est. Population by Age	24,474	
Age 0 - 4	1,470	6.01%
Age 5 - 9	1,446	5.91%
Age 10 - 14	1,463	5.98%
Age 15 - 17	1,011	4.13%
Age 18 - 20	1,406	5.75%
Age 21 - 24	1,642	6.71%
Age 25 - 34	3,121	12.75%
Age 35 - 44	2,723	11.13%
Age 45 - 54	2,524	10.31%
Age 55 - 64	3,184	13.01%
Age 65 - 74	2,442	9.98%
Age 75 - 84	1,343	5.49%
Age 85 and over	699	2.86%
Age 16 and over	19,768	80.77%
Age 18 and over	19,084	77.98%
Age 21 and over	17,678	72.23%
Age 65 and over	4,484	18.32%
2019 Est. Median Age		37.38
2019 Est. Average Age		39.80

COMMUNITY • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
2019 Est. Population by Sex	24,474	
Male	12,637	51.63%
Female	11,837	48.37%
2019 Est. Male Population by Age	12,637	
Age 0 - 4	743	5.88%
Age 5 - 9	742	5.87%
Age 10 - 14	787	6.23%
Age 15 - 17	565	4.47%
Age 18 - 20	871	6.89%
Age 21 - 24	1,019	8.06%
Age 25 - 34	1,739	13.76%
Age 35 - 44	1,407	11.13%
Age 45 - 54	1,285	10.17%
Age 55 - 64	1,565	12.38%
Age 65 - 74	1,128	8.93%
Age 75 - 84	548	4.34%
Age 85 and over	238	1.88%
2019 Est. Median Age, Male		34.02
2019 Est. Average Age, Male		37.70

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	11,837	
Age 0 - 4	727	6.14%
Age 5 - 9	704	5.95%
Age 10 - 14	676	5.71%
Age 15 - 17	446	3.77%
Age 18 - 20	535	4.52%
Age 21 - 24	623	5.26%
Age 25 - 34	1,382	11.68%
Age 35 - 44	1,316	11.12%
Age 45 - 54	1,239	10.47%
Age 55 - 64	1,619	13.68%
Age 65 - 74	1,314	11.10%
Age 75 - 84	795	6.72%
Age 85 and over	461	3.90%
2019 Est. Median Age, Female		41.21
2019 Est. Average Age, Female		42.00
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,298	36.32%
Males, Never Married	4,410	21.95%
Females, Never Married	2,888	14.37%
Married, Spouse present	7,556	37.60%
Married, Spouse absent	717	3.57%
Widowed	1,623	8.08%
Males Widowed	366	1.82%
Females Widowed	1,257	6.26%
Divorced	2,901	14.44%
Males Divorced	1,219	6.07%
Females Divorced	1,682	8.37%

COMMUNITY • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	536	3.3%
Some High School, no diploma	1,030	6.4%
High School Graduate (or GED)	5,089	31.7%
Some College, no degree	3,548	22.1%
Associate Degree	2,211	13.8%
Bachelor's Degree	2,626	16.4%
Master's Degree	734	4.6%
Professional School Degree	156	1.0%
Doctorate Degree	106	0.7%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	214	31.66%
High School Graduate	222	32.84%
Some College or Associate's Degree	210	31.07%
Bachelor's Degree or Higher	30	4.44%
Households		
2024 Projection	10,260	
2019 Estimate	10,253	
2010 Census	10,412	
2000 Census	10,578	
Growth 2019 - 2024		0.07%
Growth 2010 - 2019		-1.53%
Growth 2000 - 2010		-1.57%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	10,253	
Family Households	5,904	57.58%
Nonfamily Households	4,349	42.42%
2019 Est. Group Quarters Population	2,285	
2019 Households by Ethnicity, Hispanic/Latino	366	
2019 Est. Households by Household Income	10,253	
Income < $15,000	1,405	13.70%
Income $15,000 - $24,999	1,555	15.17%
Income $25,000 - $34,999	1,369	13.35%
Income $35,000 - $49,999	1,422	13.87%
Income $50,000 - $74,999	1,573	15.34%
Income $75,000 - $99,999	1,081	10.54%
Income $100,000 - $124,999	731	7.13%
Income $125,000 - $149,999	478	4.66%
Income $150,000 - $199,999	363	3.54%
Income $200,000 - $249,999	135	1.32%
Income $250,000 - $499,999	111	1.08%
Income $500,000+	30	0.29%
2019 Est. Average Household Income		$61,749
2019 Est. Median Household Income		$42,709

COMMUNITY • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$43,430
Black or African American Alone		$24,622
American Indian and Alaska Native Alone		$51,942
Asian Alone		$76,119
Native Hawaiian and Other Pacific Islander Alone		$192,677
Some Other Race Alone		$11,865
Two or More Races		$39,000
Hispanic or Latino		$28,288
Not Hispanic or Latino		$43,400
2019 Est. Family HH Type by Presence of Own Child.	5,904	
Married-Couple Family, own children	1,449	24.54%
Married-Couple Family, no own children	2,731	46.26%
Male Householder, own children	272	4.61%
Male Householder, no own children	173	2.93%
Female Householder, own children	854	14.47%
Female Householder, no own children	425	7.20%
2019 Est. Households by Household Size	10,253	
1-person	3,878	37.82%
2-person	3,456	33.71%
3-person	1,270	12.39%
4-person	962	9.38%
5-person	465	4.54%
6-person	165	1.61%
7-or-more-person	57	0.56%
2019 Est. Average Household Size		2.16

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	10,253	
Households with 1 or More People under Age 18:	2,810	27.41%
Married-Couple Family	1,526	54.31%
Other Family, Male Householder	301	10.71%
Other Family, Female Householder	934	33.24%
Nonfamily, Male Householder	40	1.42%
Nonfamily, Female Householder	9	0.32%
Households with No People under Age 18:	7,443	72.59%
Married-Couple Family	2,651	35.62%
Other Family, Male Householder	143	1.92%
Other Family, Female Householder	350	4.70%
Nonfamily, Male Householder	1,906	25.61%
Nonfamily, Female Householder	2,393	32.15%
2019 Est. Households by Number of Vehicles	10,253	
No Vehicles	703	6.86%
1 Vehicle	3,806	37.12%
2 Vehicles	3,733	36.41%
3 Vehicles	1,406	13.71%
4 Vehicles	487	4.75%
5 or more Vehicles	118	1.15%
2019 Est. Average Number of Vehicles		1.8

COMMUNITY • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
Family Households		
2024 Projection	5,901	
2019 Estimate	5,904	
2010 Census	5,999	
2000 Census	6,519	
Growth 2019 - 2024		-0.05%
Growth 2010 - 2019		-1.58%
Growth 2000 - 2010		-7.98%
2019 Est. Families by Poverty Status	5,904	
2019 Families at or Above Poverty	5,172	87.60%
2019 Families at or Above Poverty with Children	2,144	36.31%
2019 Families Below Poverty	732	12.40%
2019 Families Below Poverty with Children	642	10.87%
2019 Est. Pop 16+ by Employment Status	19,768	
Civilian Labor Force, Employed	10,783	54.55%
Civilian Labor Force, Unemployed	841	4.25%
Armed Forces	0	0.00%
Not in Labor Force	8,144	41.20%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	10,896	
For-Profit Private Workers	7,035	64.57%
Non-Profit Private Workers	1,230	11.29%
Local Government Workers	202	1.85%
State Government Workers	554	5.08%
Federal Government Workers	813	7.46%
Self-Employed Workers	1,037	9.52%
Unpaid Family Workers	25	0.23%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	10,896	
Architect/Engineer	122	1.12%
Arts/Entertainment/Sports	120	1.10%
Building Grounds Maintenance	428	3.93%
Business/Financial Operations	485	4.45%
Community/Social Services	215	1.97%
Computer/Mathematical	23	0.21%
Construction/Extraction	582	5.34%
Education/Training/Library	708	6.50%
Farming/Fishing/Forestry	83	0.76%
Food Prep/Serving	888	8.15%
Health Practitioner/Technician	562	5.16%
Healthcare Support	369	3.39%
Maintenance Repair	441	4.05%
Legal	57	0.52%
Life/Physical/Social Science	105	0.96%
Management	972	8.92%
Office/Admin. Support	1,282	11.77%
Production	648	5.95%
Protective Services	173	1.59%
Sales/Related	1,281	11.76%
Personal Care/Service	491	4.51%
Transportation/Moving	861	7.90%
2019 Est. Pop 16+ by Occupation Classification	10,896	
White Collar	5,932	54.44%
Blue Collar	2,532	23.24%
Service and Farm	2,432	22.32%

COMMUNITY • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	10,562	
Drove Alone	8,722	82.58%
Car Pooled	910	8.62%
Public Transportation	59	0.56%
Walked	297	2.81%
Bicycle	96	0.91%
Other Means	91	0.86%
Worked at Home	387	3.66%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,937	
15 - 29 Minutes	2,246	
30 - 44 Minutes	557	
45 - 59 Minutes	180	
60 or more Minutes	284	
2019 Est. Avg Travel Time to Work in Minutes		16
2019 Est. Occupied Housing Units by Tenure	10,253	
Owner Occupied	6,827	66.59%
Renter Occupied	3,426	33.42%
2019 Owner Occ. HUs: Avg. Length of Residence		19.2
2019 Renter Occ. HUs: Avg. Length of Residence		7.4

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	10,253	
Value Less than $20,000	239	3.50%
Value $20,000 - $39,999	267	3.91%
Value $40,000 - $59,999	494	7.24%
Value $60,000 - $79,999	1,083	15.86%
Value $80,000 - $99,999	1,095	16.04%
Value $100,000 - $149,999	1,362	19.95%
Value $150,000 - $199,999	910	13.33%
Value $200,000 - $299,999	836	12.25%
Value $300,000 - $399,999	251	3.68%
Value $400,000 - $499,999	88	1.29%
Value $500,000 - $749,999	125	1.83%
Value $750,000 - $999,999	53	0.78%
Value $1,000,000 or $1,499,999	23	0.34%
Value $1,500,000 or $1,999,999	1	0.02%
Value $2,000,000+	0	0.00%
2019 Est. Median All Owner-Occupied Housing Value		$106,024
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	8,478	74.59%
1 Unit Detached	252	2.22%
2 Units	403	3.55%
3 or 4 Units	444	3.91%
5 to 19 Units	1,029	9.05%
20 to 49 Units	252	2.22%
50 or More Units	228	2.01%
Mobile Home or Trailer	280	2.46%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

Fort Dodge, Iowa

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	99	0.87%
Housing Units Built 2010 to 2014	120	1.06%
Housing Units Built 2000 to 2009	683	6.01%
Housing Units Built 1990 to 1999	743	6.54%
Housing Units Built 1980 to 1989	449	3.95%
Housing Units Built 1970 to 1979	1,460	12.85%
Housing Units Built 1960 to 1969	1,363	11.99%
Housing Units Built 1950 to 1959	2,029	17.85%
Housing Units Built 1940 to 1949	755	6.64%
Housing Unit Built 1939 or Earlier	3,665	32.25%
2019 Est. Median Year Structure Built		1956

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –
“It’s not about data. It’s about your success.”

ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2019, ESRI 2018, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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