



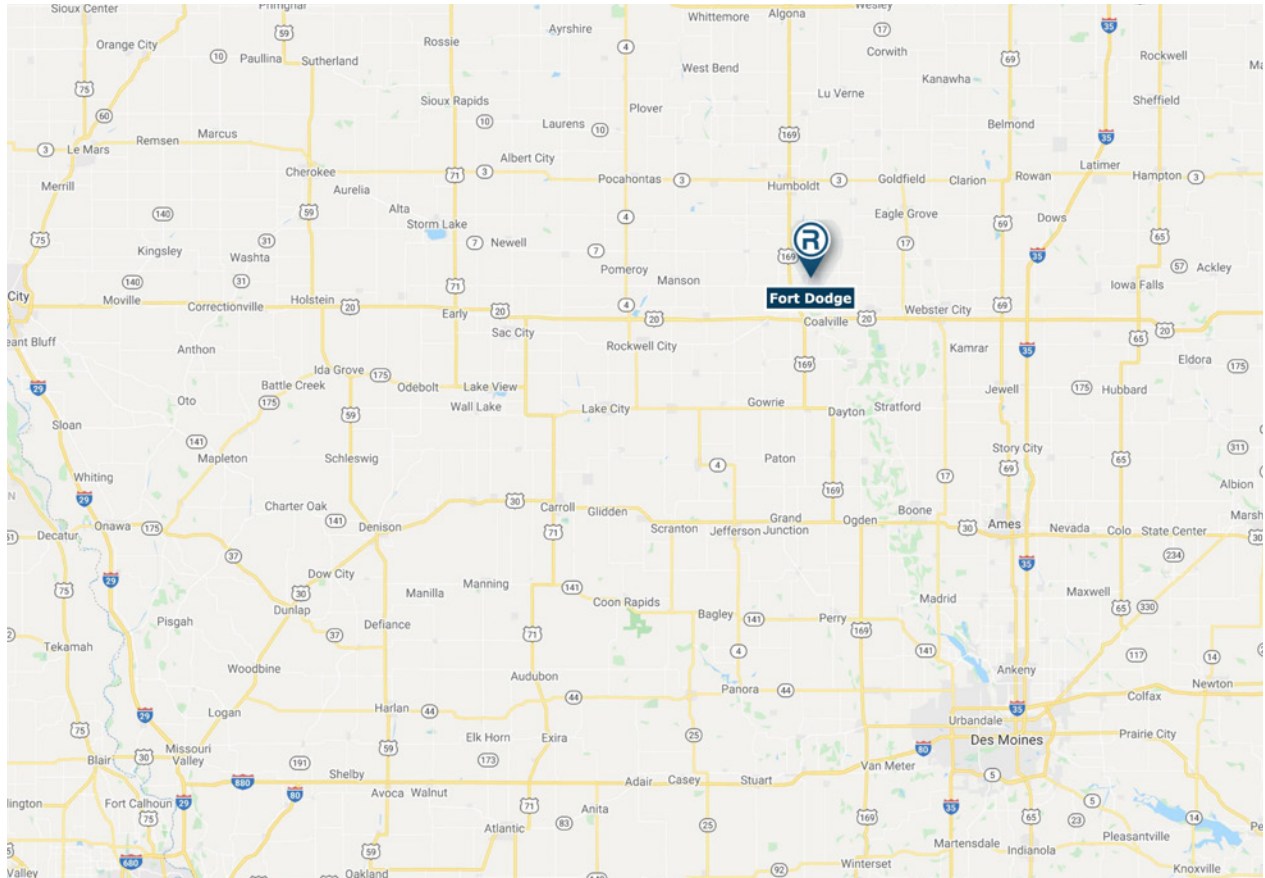
FORT DODGE, IOWA

# Community Demographic Profile

 **TheRetailCoach.**

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# About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

## Retail360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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.



# Community • Demographic Profile

Fort Dodge, Iowa

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	23,898	
2020 Estimate	24,144	
2010 Census	25,206	
2000 Census	26,309	
Growth 2020 - 2025		-1.02%
Growth 2010 - 2020		-4.21%
Growth 2000 - 2010		-4.19%
<b>2020 Est. Population by Single-Classification Race</b>	<b>24,144</b>	
White Alone	20,930	86.69%
Black or African American Alone	1,459	6.04%
Amer. Indian and Alaska Native Alone	122	0.51%
Asian Alone	440	1.82%
Native Hawaiian and Other Pacific Island Alone	9	0.04%
Some Other Race Alone	451	1.87%
Two or More Races	733	3.04%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>24,144</b>	
Not Hispanic or Latino	22,538	93.35%
Hispanic or Latino	1,606	6.65%
Mexican	1,277	79.51%
Puerto Rican	72	4.48%
Cuban	7	0.44%
All Other Hispanic or Latino	250	15.57%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>1,606</b>	
White Alone	981	61.08%
Black or African American Alone	29	1.81%
American Indian and Alaska Native Alone	23	1.43%
Asian Alone	7	0.44%
Native Hawaiian and Other Pacific Islander Alone	3	0.19%
Some Other Race Alone	428	26.65%
Two or More Races	135	8.41%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>440</b>	
Chinese, except Taiwanese	1	0.23%
Filipino	13	2.96%
Japanese	30	6.82%
Asian Indian	57	12.96%
Korean	171	38.86%
Vietnamese	20	4.55%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	148	33.64%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>24,144</b>	
Arab	27	0.11%
Czech	404	1.67%
Danish	281	1.16%
Dutch	298	1.23%
English	1,124	4.66%
French (except Basque)	295	1.22%
French Canadian	23	0.10%
German	6,075	25.16%
Greek	34	0.14%
Hungarian	0	0.00%
Irish	2,206	9.14%
Italian	372	1.54%
Lithuanian	22	0.09%
United States or American	938	3.89%
Norwegian	1,703	7.05%
Polish	141	0.58%
Portuguese	10	0.04%
Russian	58	0.24%
Scottish	210	0.87%
Scotch-Irish	274	1.14%
Slovak	20	0.08%
Subsaharan African	275	1.14%
Swedish	761	3.15%
Swiss	51	0.21%
Ukrainian	19	0.08%
Welsh	46	0.19%
West Indian (except Hisp. groups)	1	0.00%
Other ancestries	2,958	12.25%
Ancestry Unclassified	5,518	22.86%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	20,236	89.17%
Speak Asian/Pacific Island Language at Home	910	4.01%
Speak IndoEuropean Language at Home	388	1.71%
Speak Spanish at Home	1,011	4.46%
Speak Other Language at Home	149	0.66%

# Community • Demographic Profile

Fort Dodge, Iowa

DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>24,144</b>	
Age 0 - 4	1,450	6.01%
Age 5 - 9	1,443	5.98%
Age 10 - 14	1,452	6.01%
Age 15 - 17	999	4.14%
Age 18 - 20	1,414	5.86%
Age 21 - 24	1,631	6.76%
Age 25 - 34	3,026	12.53%
Age 35 - 44	2,722	11.27%
Age 45 - 54	2,442	10.11%
Age 55 - 64	3,078	12.75%
Age 65 - 74	2,473	10.24%
Age 75 - 84	1,317	5.46%
Age 85 and over	697	2.89%
Age 16 and over	19,476	80.67%
Age 18 and over	18,800	77.87%
Age 21 and over	17,386	72.01%
Age 65 and over	4,487	18.58%
2020 Est. Median Age		37.32
2020 Est. Average Age		39.70
<b>2020 Est. Population by Sex</b>	<b>24,144</b>	
Male	12,475	51.67%
Female	11,669	48.33%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>12,475</b>	
Age 0 - 4	735	5.89%
Age 5 - 9	744	5.96%
Age 10 - 14	788	6.32%
Age 15 - 17	563	4.51%
Age 18 - 20	876	7.02%
Age 21 - 24	1,013	8.12%
Age 25 - 34	1,692	13.56%
Age 35 - 44	1,411	11.31%
Age 45 - 54	1,237	9.92%
Age 55 - 64	1,513	12.13%
Age 65 - 74	1,129	9.05%
Age 75 - 84	537	4.31%
Age 85 and over	237	1.90%
2020 Est. Median Age, Male		33.82
2020 Est. Average Age, Male		37.60
<b>2020 Est. Female Population by Age</b>	<b>11,669</b>	
Age 0 - 4	715	6.13%
Age 5 - 9	699	5.99%
Age 10 - 14	664	5.69%
Age 15 - 17	436	3.74%
Age 18 - 20	538	4.61%
Age 21 - 24	618	5.30%
Age 25 - 34	1,334	11.43%
Age 35 - 44	1,311	11.24%
Age 45 - 54	1,205	10.33%
Age 55 - 64	1,565	13.41%
Age 65 - 74	1,344	11.52%
Age 75 - 84	780	6.68%
Age 85 and over	460	3.94%
2020 Est. Median Age, Female		41.27
2020 Est. Average Age, Female		42.10

# Community • Demographic Profile

Fort Dodge, Iowa

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	7,045	35.58%
Males, Never Married	4,250	21.47%
Females, Never Married	2,795	14.12%
Married, Spouse present	7,593	38.35%
Married, Spouse absent	899	4.54%
Widowed	1,442	7.28%
Males Widowed	308	1.56%
Females Widowed	1,134	5.73%
Divorced	2,820	14.24%
Males Divorced	1,312	6.63%
Females Divorced	1,508	7.62%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	398	2.5%
Some High School, no diploma	1,029	6.5%
High School Graduate (or GED)	5,151	32.7%
Some College, no degree	3,590	22.8%
Associate Degree	2,135	13.6%
Bachelor's Degree	2,440	15.5%
Master's Degree	697	4.4%
Professional School Degree	142	0.9%
Doctorate Degree	173	1.1%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	88	11.96%
High School Graduate	286	38.86%
Some College or Associate's Degree	305	41.44%
Bachelor's Degree or Higher	57	7.75%
<b>Households</b>		
2025 Projection	10,025	
2020 Estimate	10,092	
2010 Census	10,412	
2000 Census	10,578	
Growth 2020 - 2025		-0.66%
Growth 2010 - 2020		-3.07%
Growth 2000 - 2010		-1.57%
<b>2020 Est. Households by Household Type</b>	<b>10,092</b>	
Family Households	5,811	57.58%
Nonfamily Households	4,281	42.42%
2020 Est. Group Quarters Population	2,297	
2020 Households by Ethnicity, Hispanic/Latino	398	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>10,092</b>	
Income < \$15,000	1,521	15.07%
Income \$15,000 - \$24,999	1,607	15.92%
Income \$25,000 - \$34,999	1,308	12.96%
Income \$35,000 - \$49,999	1,356	13.44%
Income \$50,000 - \$74,999	1,572	15.58%
Income \$75,000 - \$99,999	1,000	9.91%
Income \$100,000 - \$124,999	678	6.72%
Income \$125,000 - \$149,999	450	4.46%
Income \$150,000 - \$199,999	335	3.32%
Income \$200,000 - \$249,999	121	1.20%
Income \$250,000 - \$499,999	116	1.15%
Income \$500,000+	28	0.28%
2020 Est. Average Household Income		\$60,083
2020 Est. Median Household Income		\$41,040
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$42,102
Black or African American Alone		\$20,562
American Indian and Alaska Native Alone		\$24,642
Asian Alone		\$72,157
Native Hawaiian and Other Pacific Islander Alone		\$195,412
Some Other Race Alone		\$28,330
Two or More Races		\$29,701
Hispanic or Latino		\$32,097
Not Hispanic or Latino		\$41,422
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>5,811</b>	
Married-Couple Family, own children	1,426	24.54%
Married-Couple Family, no own children	2,692	46.33%
Male Householder, own children	266	4.58%
Male Householder, no own children	175	3.01%
Female Householder, own children	834	14.35%
Female Householder, no own children	418	7.19%
<b>2020 Est. Households by Household Size</b>	<b>10,092</b>	
1-person	3,815	37.80%
2-person	3,402	33.71%
3-person	1,253	12.42%
4-person	947	9.38%
5-person	464	4.60%
6-person	158	1.57%
7-or-more-person	53	0.53%
2020 Est. Average Household Size		2.16

# Community • Demographic Profile

Fort Dodge, Iowa

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>10,092</b>	
Households with 1 or More People under Age 18:	2,756	27.31%
Married-Couple Family	1,501	54.46%
Other Family, Male Householder	295	10.70%
Other Family, Female Householder	911	33.06%
Nonfamily, Male Householder	40	1.45%
Nonfamily, Female Householder	9	0.33%
<b>Households with No People under Age 18:</b>	<b>7,336</b>	<b>72.69%</b>
Married-Couple Family	2,611	35.59%
Other Family, Male Householder	143	1.95%
Other Family, Female Householder	345	4.70%
Nonfamily, Male Householder	1,880	25.63%
Nonfamily, Female Householder	2,357	32.13%
<b>2020 Est. Households by Number of Vehicles</b>	<b>10,092</b>	
No Vehicles	778	7.71%
1 Vehicle	3,618	35.85%
2 Vehicles	3,648	36.15%
3 Vehicles	1,480	14.67%
4 Vehicles	501	4.96%
5 or more Vehicles	67	0.66%
2020 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2025 Projection	5,768	
2020 Estimate	5,811	
2010 Census	5,999	
2000 Census	6,519	
Growth 2020 - 2025		-0.74%
Growth 2010 - 2020		-3.13%
Growth 2000 - 2010		-7.98%

<b>2020 Est. Families by Poverty Status</b>	<b>5,811</b>	
2020 Families at or Above Poverty	5,124	88.18%
2020 Families at or Above Poverty with Children	2,084	35.86%
2020 Families Below Poverty	687	11.82%
2020 Families Below Poverty with Children	529	9.10%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>19,476</b>	
Civilian Labor Force, Employed	10,637	54.62%
Civilian Labor Force, Unemployed	691	3.55%
Armed Forces	0	0.00%
Not in Labor Force	8,148	41.84%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>10,789</b>	
For-Profit Private Workers	7,157	66.34%
Non-Profit Private Workers	1,182	10.96%
Local Government Workers	174	1.61%
State Government Workers	538	4.99%
Federal Government Workers	716	6.64%
Self-Employed Workers	1,013	9.39%
Unpaid Family Workers	9	0.08%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>10,789</b>	
Architect/Engineer	73	0.68%
Arts/Entertainment/Sports	106	0.98%
Building Grounds Maintenance	438	4.06%
Business/Financial Operations	466	4.32%
Community/Social Services	193	1.79%
Computer/Mathematical	51	0.47%
Construction/Extraction	617	5.72%
Education/Training/Library	778	7.21%
Farming/Fishing/Forestry	76	0.70%
Food Prep/Serving	815	7.55%
Health Practitioner/Technician	685	6.35%
Healthcare Support	393	3.64%
Maintenance Repair	438	4.06%
Legal	36	0.33%
Life/Physical/Social Science	117	1.08%
Management	954	8.84%
Office/Admin. Support	1,128	10.46%
Production	851	7.89%
Protective Services	196	1.82%
Sales/Related	1,145	10.61%
Personal Care/Service	396	3.67%
Transportation/Moving	837	7.76%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>10,789</b>	
White Collar	5,732	53.13%
Blue Collar	2,743	25.42%
Service and Farm	2,314	21.45%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>10,535</b>	
Drove Alone	8,806	83.59%
Car Pooled	823	7.81%
Public Transportation	75	0.71%
Walked	309	2.93%
Bicycle	60	0.57%
Other Means	76	0.72%
Worked at Home	386	3.66%

# Community • Demographic Profile

Fort Dodge, Iowa

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	6,943	
15 - 29 Minutes	2,215	
30 - 44 Minutes	550	
45 - 59 Minutes	152	
60 or more Minutes	320	
2020 Est. Avg Travel Time to Work in Minutes		16
2020 Est. Occupied Housing Units by Tenure	10,092	
Owner Occupied	6,724	66.63%
Renter Occupied	3,368	33.37%
2020 Owner Occ. HUs: Avg. Length of Residence		19.8
2020 Renter Occ. HUs: Avg. Length of Residence		7.8
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>10,092</b>	
Value Less than \$20,000	196	2.92%
Value \$20,000 - \$39,999	257	3.82%
Value \$40,000 - \$59,999	498	7.41%
Value \$60,000 - \$79,999	1,015	15.10%
Value \$80,000 - \$99,999	940	13.98%
Value \$100,000 - \$149,999	1,375	20.45%
Value \$150,000 - \$199,999	950	14.13%
Value \$200,000 - \$299,999	893	13.28%
Value \$300,000 - \$399,999	307	4.57%
Value \$400,000 - \$499,999	114	1.70%
Value \$500,000 - \$749,999	92	1.37%
Value \$750,000 - \$999,999	42	0.63%
Value \$1,000,000 or \$1,499,999	36	0.54%
Value \$1,500,000 or \$1,999,999	9	0.13%
Value \$2,000,000+	0	0.00%
2020 Est. Median All Owner-Occupied Housing Value		\$113,136

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	134	1.19%
Housing Units Built 2010 to 2014	146	1.29%
Housing Units Built 2000 to 2009	548	4.85%
Housing Units Built 1990 to 1999	852	7.54%
Housing Units Built 1980 to 1989	447	3.96%
Housing Units Built 1970 to 1979	1,517	13.42%
Housing Units Built 1960 to 1969	1,330	11.77%
Housing Units Built 1950 to 1959	1,996	17.66%
Housing Units Built 1940 to 1949	694	6.14%
Housing Unit Built 1939 or Earlier	3,638	32.19%
2020 Est. Median Year Structure Built		1957

<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	8,521	75.39%
1 Unit Attached	193	1.71%
2 Units	324	2.87%
3 or 4 Units	463	4.10%
5 to 19 Units	964	8.53%
20 to 49 Units	369	3.27%
50 or More Units	227	2.01%
Mobile Home or Trailer	241	2.13%
Boat, RV, Van, etc.	0	0.00%





## ACKNOWLEDGMENTS

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, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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