

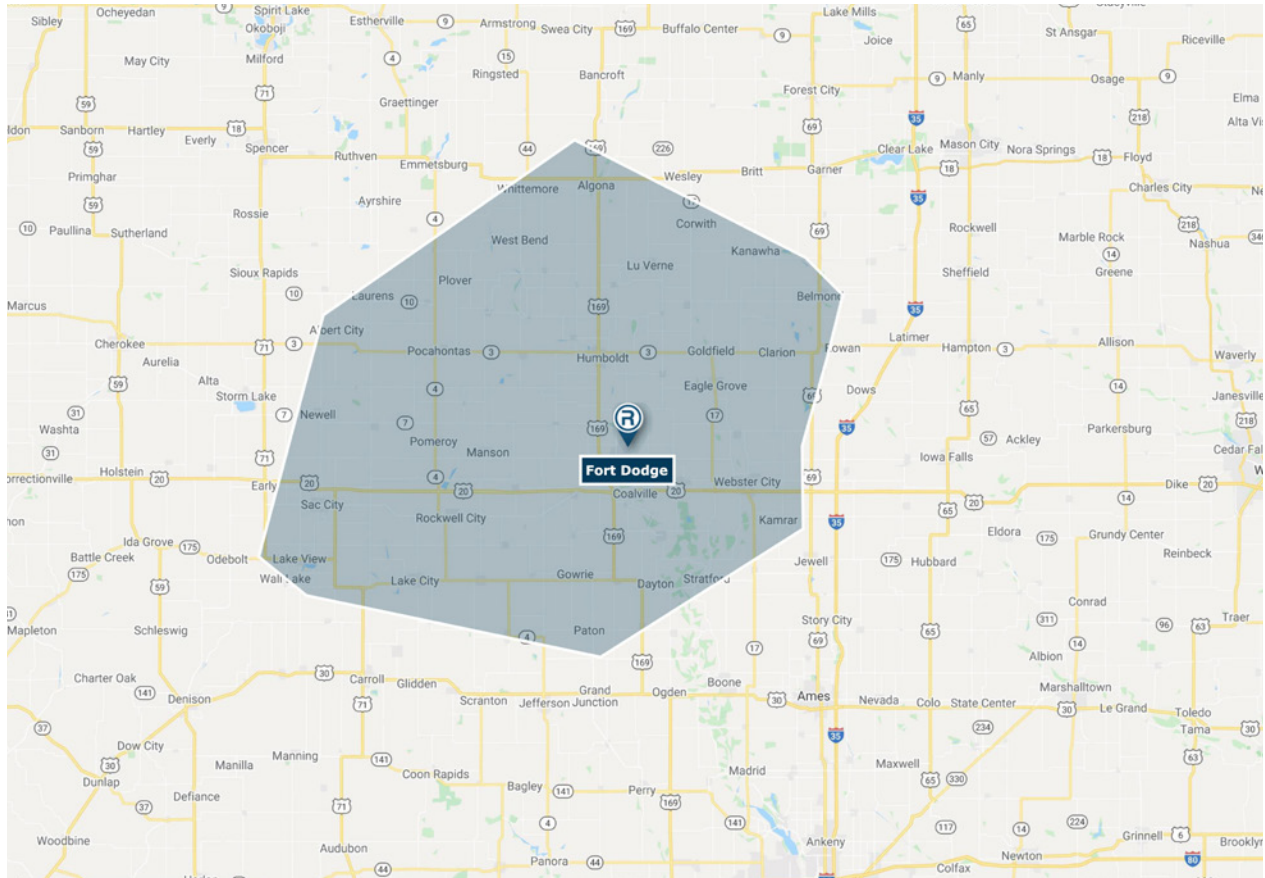


FORT DODGE, IOWA

Primary Retail Trade Area Demographic Profile



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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.



Primary Retail Trade Area • Demographic Profile

Fort Dodge, Iowa

DESCRIPTION	DATA	%
Population		
2025 Projection	102,589	
2020 Estimate	103,788	
2010 Census	109,275	
2000 Census	118,039	
Growth 2020 - 2025		-1.16%
Growth 2010 - 2020		-5.02%
Growth 2000 - 2010		-7.43%
2020 Est. Population by Single-Classification Race	103,788	
White Alone	95,766	92.27%
Black or African American Alone	2,382	2.30%
Amer. Indian and Alaska Native Alone	352	0.34%
Asian Alone	1,117	1.08%
Native Hawaiian and Other Pacific Island Alone	50	0.05%
Some Other Race Alone	1,955	1.88%
Two or More Races	2,166	2.09%
2020 Est. Population by Hispanic or Latino Origin	103,788	
Not Hispanic or Latino	97,866	94.29%
Hispanic or Latino	5,922	5.71%
Mexican	4,845	81.81%
Puerto Rican	199	3.36%
Cuban	19	0.32%
All Other Hispanic or Latino	859	14.51%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	5,922	
White Alone	3,332	56.27%
Black or African American Alone	81	1.37%
American Indian and Alaska Native Alone	69	1.17%
Asian Alone	10	0.17%
Native Hawaiian and Other Pacific Islander Alone	11	0.19%
Some Other Race Alone	1,899	32.07%
Two or More Races	519	8.76%
2020 Est. Pop by Race, Asian Alone, by Category	1,117	
Chinese, except Taiwanese	162	14.50%
Filipino	117	10.48%
Japanese	43	3.85%
Asian Indian	86	7.70%
Korean	241	21.58%
Vietnamese	22	1.97%
Cambodian	2	0.18%
Hmong	2	0.18%
Laotian	218	19.52%
Thai	23	2.06%
All Other Asian Races Including 2+ Category	200	17.91%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	103,788	
Arab	39	0.04%
Czech	1,253	1.21%
Danish	2,168	2.09%
Dutch	1,618	1.56%
English	5,458	5.26%
French (except Basque)	1,580	1.52%
French Canadian	200	0.19%
German	34,288	33.04%
Greek	111	0.11%
Hungarian	32	0.03%
Irish	8,118	7.82%
Italian	1,106	1.07%
Lithuanian	35	0.03%
United States or American	3,134	3.02%
Norwegian	9,077	8.75%
Polish	575	0.55%
Portuguese	22	0.02%
Russian	136	0.13%
Scottish	919	0.89%
Scotch-Irish	1,063	1.02%
Slovak	50	0.05%
Subsaharan African	307	0.30%
Swedish	2,370	2.28%
Swiss	152	0.15%
Ukrainian	30	0.03%
Welsh	126	0.12%
West Indian (except Hisp. groups)	2	0.00%
Other ancestries	8,843	8.52%
Ancestry Unclassified	20,977	20.21%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	88,827	91.11%
Speak Asian/Pacific Island Language at Home	1,869	1.92%
Speak IndoEuropean Language at Home	1,308	1.34%
Speak Spanish at Home	5,309	5.45%
Speak Other Language at Home	182	0.19%

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Fort Dodge, Iowa

DESCRIPTION	DATA	%
2020 Est. Population by Age	103,788	
Age 0 - 4	6,293	6.06%
Age 5 - 9	6,180	5.95%
Age 10 - 14	6,404	6.17%
Age 15 - 17	4,072	3.92%
Age 18 - 20	4,211	4.06%
Age 21 - 24	5,272	5.08%
Age 25 - 34	11,357	10.94%
Age 35 - 44	10,956	10.56%
Age 45 - 54	11,064	10.66%
Age 55 - 64	15,132	14.58%
Age 65 - 74	11,849	11.42%
Age 75 - 84	6,884	6.63%
Age 85 and over	4,113	3.96%
Age 16 and over	83,579	80.53%
Age 18 and over	80,838	77.89%
Age 21 and over	76,627	73.83%
Age 65 and over	22,846	22.01%
2020 Est. Median Age		42.39
2020 Est. Average Age		42.35
2020 Est. Population by Sex	103,788	
Male	52,480	50.57%
Female	51,308	49.44%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	52,480	
Age 0 - 4	3,210	6.12%
Age 5 - 9	3,156	6.01%
Age 10 - 14	3,319	6.32%
Age 15 - 17	2,147	4.09%
Age 18 - 20	2,352	4.48%
Age 21 - 24	2,986	5.69%
Age 25 - 34	6,139	11.70%
Age 35 - 44	5,687	10.84%
Age 45 - 54	5,656	10.78%
Age 55 - 64	7,674	14.62%
Age 65 - 74	5,762	10.98%
Age 75 - 84	2,984	5.69%
Age 85 and over	1,409	2.69%
2020 Est. Median Age, Male		40.10
2020 Est. Average Age, Male		40.99
2020 Est. Female Population by Age	51,308	
Age 0 - 4	3,084	6.01%
Age 5 - 9	3,024	5.89%
Age 10 - 14	3,085	6.01%
Age 15 - 17	1,924	3.75%
Age 18 - 20	1,860	3.63%
Age 21 - 24	2,286	4.46%
Age 25 - 34	5,218	10.17%
Age 35 - 44	5,270	10.27%
Age 45 - 54	5,408	10.54%
Age 55 - 64	7,458	14.54%
Age 65 - 74	6,087	11.86%
Age 75 - 84	3,900	7.60%
Age 85 and over	2,704	5.27%
2020 Est. Median Age, Female		44.82
2020 Est. Average Age, Female		43.80

Primary Retail Trade Area • Demographic Profile

Fort Dodge, Iowa

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	21,233	25.01%
Males, Never Married	12,803	15.08%
Females, Never Married	8,430	9.93%
Married, Spouse present	44,139	51.98%
Married, Spouse absent	2,641	3.11%
Widowed	6,958	8.20%
Males Widowed	1,450	1.71%
Females Widowed	5,509	6.49%
Divorced	9,939	11.71%
Males Divorced	4,972	5.86%
Females Divorced	4,967	5.85%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,891	2.7%
Some High School, no diploma	3,800	5.3%
High School Graduate (or GED)	24,929	34.9%
Some College, no degree	16,379	23.0%
Associate Degree	9,940	13.9%
Bachelor's Degree	10,575	14.8%
Master's Degree	2,757	3.9%
Professional School Degree	695	1.0%
Doctorate Degree	388	0.5%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,012	38.63%
High School Graduate	755	28.82%
Some College or Associate's Degree	658	25.12%
Bachelor's Degree or Higher	196	7.48%
Households		
2025 Projection	44,287	
2020 Estimate	44,561	
2010 Census	46,292	
2000 Census	47,944	
Growth 2020 - 2025		-0.62%
Growth 2010 - 2020		-3.74%
Growth 2000 - 2010		-3.45%
2020 Est. Households by Household Type	44,561	
Family Households	28,228	63.35%
Nonfamily Households	16,333	36.65%
2020 Est. Group Quarters Population	4,504	
2020 Households by Ethnicity, Hispanic/Latino	1,574	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	44,561	
Income < \$15,000	5,117	11.48%
Income \$15,000 - \$24,999	5,255	11.79%
Income \$25,000 - \$34,999	5,035	11.30%
Income \$35,000 - \$49,999	6,453	14.48%
Income \$50,000 - \$74,999	8,251	18.52%
Income \$75,000 - \$99,999	5,557	12.47%
Income \$100,000 - \$124,999	3,669	8.23%
Income \$125,000 - \$149,999	2,154	4.83%
Income \$150,000 - \$199,999	1,631	3.66%
Income \$200,000 - \$249,999	627	1.41%
Income \$250,000 - \$499,999	618	1.39%
Income \$500,000+	194	0.44%
2020 Est. Average Household Income		\$67,989
2020 Est. Median Household Income		\$51,086
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$51,919
Black or African American Alone		\$23,426
American Indian and Alaska Native Alone		\$31,045
Asian Alone		\$67,141
Native Hawaiian and Other Pacific Islander Alone		\$68,405
Some Other Race Alone		\$42,070
Two or More Races		\$36,416
Hispanic or Latino		\$42,288
Not Hispanic or Latino		\$51,582
2020 Est. Family HH Type by Presence of Own Child.	28,228	
Married-Couple Family, own children	7,593	26.90%
Married-Couple Family, no own children	15,016	53.20%
Male Householder, own children	1,173	4.16%
Male Householder, no own children	709	2.51%
Female Householder, own children	2,472	8.76%
Female Householder, no own children	1,265	4.48%
2020 Est. Households by Household Size	44,561	
1-person	14,894	33.42%
2-person	16,732	37.55%
3-person	5,427	12.18%
4-person	4,381	9.83%
5-person	2,104	4.72%
6-person	743	1.67%
7-or-more-person	279	0.63%
2020 Est. Average Household Size		2.23

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	44,561	
Households with 1 or More People under Age 18:	12,072	27.09%
Married-Couple Family	7,932	65.71%
Other Family, Male Householder	1,281	10.61%
Other Family, Female Householder	2,676	22.17%
Nonfamily, Male Householder	156	1.29%
Nonfamily, Female Householder	26	0.22%
Households with No People under Age 18:	32,489	72.91%
Married-Couple Family	14,658	45.12%
Other Family, Male Householder	613	1.89%
Other Family, Female Householder	1,068	3.29%
Nonfamily, Male Householder	7,559	23.27%
Nonfamily, Female Householder	8,591	26.44%
2020 Est. Households by Number of Vehicles	44,561	
No Vehicles	2,238	5.02%
1 Vehicle	13,026	29.23%
2 Vehicles	17,085	38.34%
3 Vehicles	8,138	18.26%
4 Vehicles	2,826	6.34%
5 or more Vehicles	1,248	2.80%
2020 Est. Average Number of Vehicles		2.03
Family Households		
2025 Projection	28,049	
2020 Estimate	28,228	
2010 Census	29,350	
2000 Census	31,778	
Growth 2020 - 2025		-0.63%
Growth 2010 - 2020		-3.82%
Growth 2000 - 2010		-7.64%

2020 Est. Families by Poverty Status	28,228	
2020 Families at or Above Poverty	25,737	91.18%
2020 Families at or Above Poverty with Children	9,700	34.36%
2020 Families Below Poverty	2,490	8.82%
2020 Families Below Poverty with Children	1,796	6.36%
2020 Est. Pop 16+ by Employment Status	83,579	
Civilian Labor Force, Employed	49,210	58.88%
Civilian Labor Force, Unemployed	2,001	2.39%
Armed Forces	17	0.02%
Not in Labor Force	32,351	38.71%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	49,244	
For-Profit Private Workers	31,747	64.47%
Non-Profit Private Workers	3,754	7.62%
Local Government Workers	805	1.64%
State Government Workers	2,344	4.76%
Federal Government Workers	3,716	7.55%
Self-Employed Workers	6,791	13.79%
Unpaid Family Workers	88	0.18%
2020 Est. Civ. Employed Pop 16+ by Occupation	49,244	
Architect/Engineer	425	0.86%
Arts/Entertainment/Sports	462	0.94%
Building Grounds Maintenance	1,910	3.88%
Business/Financial Operations	1,545	3.14%
Community/Social Services	740	1.50%
Computer/Mathematical	257	0.52%
Construction/Extraction	2,722	5.53%
Education/Training/Library	3,112	6.32%
Farming/Fishing/Forestry	1,239	2.52%
Food Prep/Serving	2,579	5.24%
Health Practitioner/Technician	2,943	5.98%
Healthcare Support	1,575	3.20%
Maintenance Repair	2,174	4.42%
Legal	206	0.42%
Life/Physical/Social Science	427	0.87%
Management	5,493	11.16%
Office/Admin. Support	5,630	11.43%
Production	4,132	8.39%
Protective Services	823	1.67%
Sales/Related	4,446	9.03%
Personal Care/Service	1,665	3.38%
Transportation/Moving	4,738	9.62%

2020 Est. Pop 16+ by Occupation Classification	49,244	
White Collar	25,687	52.16%
Blue Collar	13,765	27.95%
Service and Farm	9,792	19.89%
2020 Est. Workers Age 16+ by Transp. to Work	48,359	
Drove Alone	40,068	82.86%
Car Pooled	3,571	7.38%
Public Transportation	174	0.36%
Walked	1,568	3.24%
Bicycle	203	0.42%
Other Means	491	1.02%
Worked at Home	2,284	4.72%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	25,265	
15 - 29 Minutes	12,529	
30 - 44 Minutes	5,193	
45 - 59 Minutes	1,472	
60 or more Minutes	1,705	
2020 Est. Avg Travel Time to Work in Minutes		19
2020 Est. Occupied Housing Units by Tenure	44,561	
Owner Occupied	33,170	74.44%
Renter Occupied	11,391	25.56%
2020 Owner Occ. HUs: Avg. Length of Residence		20.27
2020 Renter Occ. HUs: Avg. Length of Residence		8.01
2020 Est. Owner-Occupied Housing Units by Value	44,561	
Value Less than \$20,000	1,211	3.65%
Value \$20,000 - \$39,999	2,284	6.89%
Value \$40,000 - \$59,999	3,058	9.22%
Value \$60,000 - \$79,999	4,292	12.94%
Value \$80,000 - \$99,999	4,359	13.14%
Value \$100,000 - \$149,999	6,843	20.63%
Value \$150,000 - \$199,999	4,342	13.09%
Value \$200,000 - \$299,999	3,789	11.42%
Value \$300,000 - \$399,999	1,466	4.42%
Value \$400,000 - \$499,999	702	2.12%
Value \$500,000 - \$749,999	441	1.33%
Value \$750,000 - \$999,999	183	0.55%
Value \$1,000,000 or \$1,499,999	114	0.34%
Value \$1,500,000 or \$1,999,999	45	0.14%
Value \$2,000,000+	40	0.12%
2020 Est. Median All Owner-Occupied Housing Value		\$107,883

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	382	0.74%
Housing Units Built 2010 to 2014	690	1.33%
Housing Units Built 2000 to 2009	2,600	5.02%
Housing Units Built 1990 to 1999	3,217	6.21%
Housing Units Built 1980 to 1989	3,095	5.98%
Housing Units Built 1970 to 1979	7,742	14.95%
Housing Units Built 1960 to 1969	5,488	10.60%
Housing Units Built 1950 to 1959	6,681	12.90%
Housing Units Built 1940 to 1949	3,747	7.24%
Housing Unit Built 1939 or Earlier	18,152	35.05%
2020 Est. Median Year Structure Built		1956

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	43,163	83.34%
1 Unit Attached	602	1.16%
2 Units	895	1.73%
3 or 4 Units	1,788	3.45%
5 to 19 Units	2,776	5.36%
20 to 49 Units	1,018	1.97%
50 or More Units	475	0.92%
Mobile Home or Trailer	1,063	2.05%
Boat, RV, Van, etc.	13	0.03%



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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