

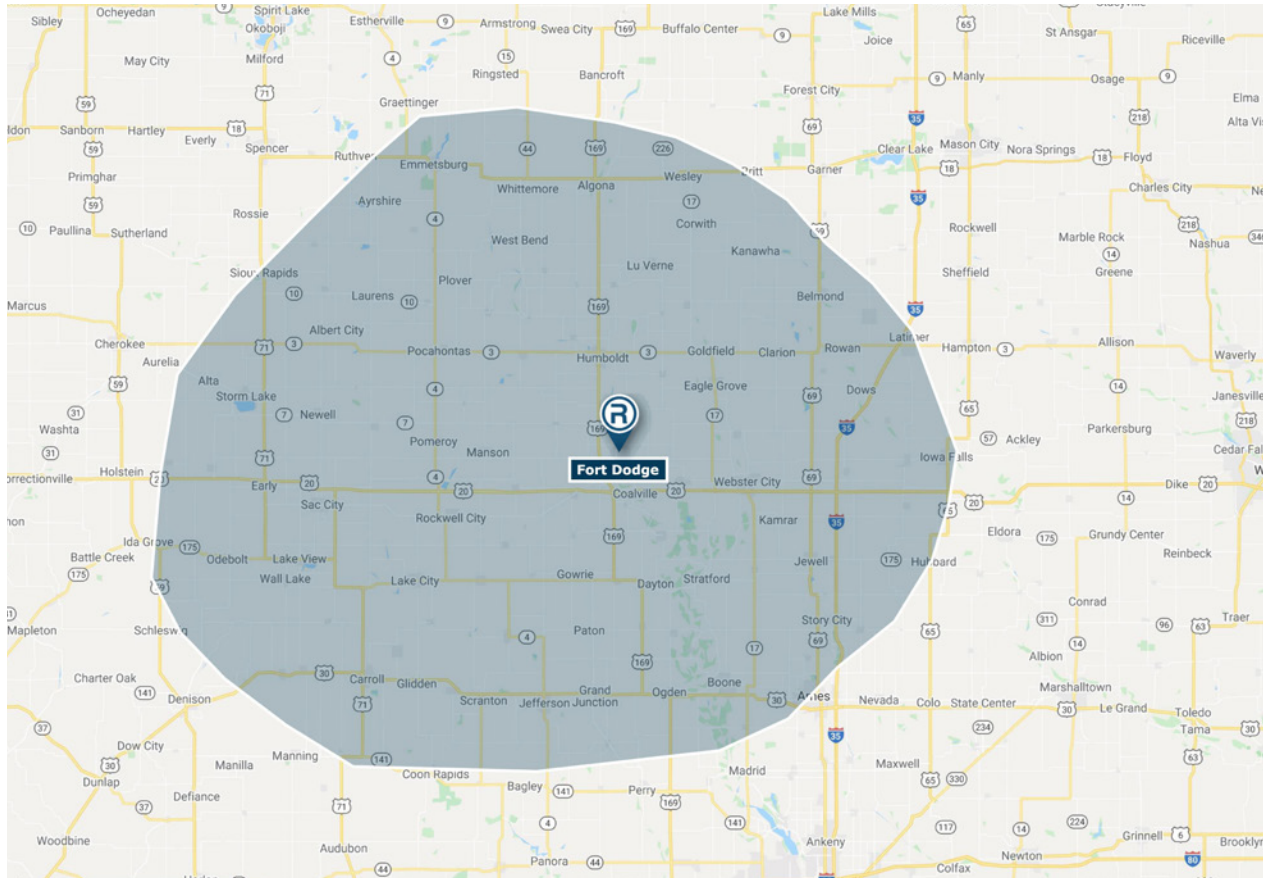


FORT DODGE, IOWA

Secondary 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.



Secondary Retail Trade Area • Demographic Profile

Fort Dodge, Iowa

DESCRIPTION	DATA	%
Population		
2025 Projection	246,069	
2020 Estimate	245,392	
2010 Census	248,952	
2000 Census	253,787	
Growth 2020 - 2025		0.28%
Growth 2010 - 2020		-1.43%
Growth 2000 - 2010		-1.91%
2020 Est. Population by Single-Classification Race	245,392	
White Alone	218,351	88.98%
Black or African American Alone	5,633	2.30%
Amer. Indian and Alaska Native Alone	809	0.33%
Asian Alone	9,601	3.91%
Native Hawaiian and Other Pacific Island Alone	442	0.18%
Some Other Race Alone	5,675	2.31%
Two or More Races	4,881	1.99%
2020 Est. Population by Hispanic or Latino Origin	245,392	
Not Hispanic or Latino	229,219	93.41%
Hispanic or Latino	16,173	6.59%
Mexican	12,642	78.17%
Puerto Rican	543	3.36%
Cuban	103	0.64%
All Other Hispanic or Latino	2,886	17.85%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	16,173	
White Alone	9,054	55.98%
Black or African American Alone	212	1.31%
American Indian and Alaska Native Alone	174	1.08%
Asian Alone	57	0.35%
Native Hawaiian and Other Pacific Islander Alone	29	0.18%
Some Other Race Alone	5,515	34.10%
Two or More Races	1,132	7.00%
2020 Est. Pop by Race, Asian Alone, by Category	9,601	
Chinese, except Taiwanese	3,263	33.99%
Filipino	392	4.08%
Japanese	172	1.79%
Asian Indian	1,630	16.98%
Korean	1,057	11.01%
Vietnamese	377	3.93%
Cambodian	8	0.08%
Hmong	425	4.43%
Laotian	1,053	10.97%
Thai	200	2.08%
All Other Asian Races Including 2+ Category	1,024	10.67%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	245,392	
Arab	362	0.15%
Czech	2,108	0.86%
Danish	4,914	2.00%
Dutch	4,178	1.70%
English	13,265	5.41%
French (except Basque)	3,389	1.38%
French Canadian	607	0.25%
German	81,515	33.22%
Greek	263	0.11%
Hungarian	147	0.06%
Irish	17,198	7.01%
Italian	2,698	1.10%
Lithuanian	86	0.04%
United States or American	7,516	3.06%
Norwegian	18,961	7.73%
Polish	1,617	0.66%
Portuguese	105	0.04%
Russian	345	0.14%
Scottish	2,480	1.01%
Scotch-Irish	2,288	0.93%
Slovak	66	0.03%
Subsaharan African	1,029	0.42%
Swedish	5,513	2.25%
Swiss	424	0.17%
Ukrainian	113	0.05%
Welsh	513	0.21%
West Indian (except Hisp. groups)	70	0.03%
Other ancestries	27,526	11.22%
Ancestry Unclassified	46,096	18.79%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	205,130	88.77%
Speak Asian/Pacific Island Language at Home	5,504	2.38%
Speak IndoEuropean Language at Home	4,140	1.79%
Speak Spanish at Home	15,522	6.72%
Speak Other Language at Home	774	0.34%

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Fort Dodge, Iowa

DESCRIPTION	DATA	%
2020 Est. Population by Age	245,392	
Age 0 - 4	14,322	5.84%
Age 5 - 9	14,147	5.77%
Age 10 - 14	14,570	5.94%
Age 15 - 17	9,548	3.89%
Age 18 - 20	13,899	5.66%
Age 21 - 24	18,804	7.66%
Age 25 - 34	28,379	11.57%
Age 35 - 44	26,254	10.70%
Age 45 - 54	25,532	10.41%
Age 55 - 64	32,936	13.42%
Age 65 - 74	25,336	10.33%
Age 75 - 84	13,816	5.63%
Age 85 and over	7,850	3.20%
Age 16 and over	199,244	81.19%
Age 18 and over	192,805	78.57%
Age 21 and over	178,906	72.91%
Age 65 and over	47,002	19.15%
2020 Est. Median Age		38.37
2020 Est. Average Age		40.37
2020 Est. Population by Sex	245,392	
Male	124,811	50.86%
Female	120,581	49.14%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	124,811	
Age 0 - 4	7,322	5.87%
Age 5 - 9	7,238	5.80%
Age 10 - 14	7,516	6.02%
Age 15 - 17	4,972	3.98%
Age 18 - 20	7,714	6.18%
Age 21 - 24	10,557	8.46%
Age 25 - 34	15,163	12.15%
Age 35 - 44	13,593	10.89%
Age 45 - 54	13,055	10.46%
Age 55 - 64	16,573	13.28%
Age 65 - 74	12,393	9.93%
Age 75 - 84	6,019	4.82%
Age 85 and over	2,696	2.16%
2020 Est. Median Age, Male		36.36
2020 Est. Average Age, Male		39.22
2020 Est. Female Population by Age	120,581	
Age 0 - 4	7,000	5.81%
Age 5 - 9	6,909	5.73%
Age 10 - 14	7,054	5.85%
Age 15 - 17	4,575	3.79%
Age 18 - 20	6,185	5.13%
Age 21 - 24	8,247	6.84%
Age 25 - 34	13,216	10.96%
Age 35 - 44	12,661	10.50%
Age 45 - 54	12,477	10.35%
Age 55 - 64	16,363	13.57%
Age 65 - 74	12,943	10.73%
Age 75 - 84	7,796	6.47%
Age 85 and over	5,154	4.27%
2020 Est. Median Age, Female		40.58
2020 Est. Average Age, Female		41.54

Secondary Retail Trade Area • Demographic Profile

Fort Dodge, Iowa

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	61,233	30.26%
Males, Never Married	36,077	17.83%
Females, Never Married	25,156	12.43%
Married, Spouse present	102,867	50.84%
Married, Spouse absent	6,071	3.00%
Widowed	13,379	6.61%
Males Widowed	2,811	1.39%
Females Widowed	10,568	5.22%
Divorced	18,803	9.29%
Males Divorced	9,115	4.51%
Females Divorced	9,688	4.79%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,629	2.9%
Some High School, no diploma	7,463	4.7%
High School Graduate (or GED)	50,136	31.3%
Some College, no degree	33,895	21.2%
Associate Degree	20,282	12.7%
Bachelor's Degree	28,966	18.1%
Master's Degree	10,074	6.3%
Professional School Degree	1,766	1.1%
Doctorate Degree	2,892	1.8%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,338	45.18%
High School Graduate	1,617	21.89%
Some College or Associate's Degree	1,562	21.14%
Bachelor's Degree or Higher	871	11.79%
Households		
2025 Projection	103,017	
2020 Estimate	102,281	
2010 Census	102,796	
2000 Census	100,649	
Growth 2020 - 2025		0.72%
Growth 2010 - 2020		-0.50%
Growth 2000 - 2010		2.13%
2020 Est. Households by Household Type	102,281	
Family Households	63,455	62.04%
Nonfamily Households	38,826	37.96%
2020 Est. Group Quarters Population	10,301	
2020 Households by Ethnicity, Hispanic/Latino	4,335	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	102,281	
Income < \$15,000	10,845	10.60%
Income \$15,000 - \$24,999	11,215	10.97%
Income \$25,000 - \$34,999	10,511	10.28%
Income \$35,000 - \$49,999	13,803	13.50%
Income \$50,000 - \$74,999	17,925	17.53%
Income \$75,000 - \$99,999	13,204	12.91%
Income \$100,000 - \$124,999	9,360	9.15%
Income \$125,000 - \$149,999	6,010	5.88%
Income \$150,000 - \$199,999	4,885	4.78%
Income \$200,000 - \$249,999	2,002	1.96%
Income \$250,000 - \$499,999	1,872	1.83%
Income \$500,000+	647	0.63%
2020 Est. Average Household Income		\$75,070
2020 Est. Median Household Income		\$55,922
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$57,003
Black or African American Alone		\$29,060
American Indian and Alaska Native Alone		\$32,686
Asian Alone		\$61,075
Native Hawaiian and Other Pacific Islander Alone		\$61,046
Some Other Race Alone		\$42,885
Two or More Races		\$41,354
Hispanic or Latino		\$48,528
Not Hispanic or Latino		\$56,400
2020 Est. Family HH Type by Presence of Own Child.	63,455	
Married-Couple Family, own children	18,794	29.62%
Married-Couple Family, no own children	33,064	52.11%
Male Householder, own children	2,291	3.61%
Male Householder, no own children	1,574	2.48%
Female Householder, own children	5,028	7.92%
Female Householder, no own children	2,704	4.26%
2020 Est. Households by Household Size	102,281	
1-person	31,926	31.21%
2-person	38,171	37.32%
3-person	13,494	13.19%
4-person	10,878	10.64%
5-person	5,135	5.02%
6-person	1,863	1.82%
7-or-more-person	813	0.80%
2020 Est. Average Household Size		2.3

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Fort Dodge, Iowa

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	102,281	
Households with 1 or More People under Age 18:	27,858	27.24%
Married-Couple Family	19,539	70.14%
Other Family, Male Householder	2,503	8.99%
Other Family, Female Householder	5,439	19.52%
Nonfamily, Male Householder	314	1.13%
Nonfamily, Female Householder	63	0.23%
Households with No People under Age 18:	74,422	72.76%
Married-Couple Family	32,310	43.42%
Other Family, Male Householder	1,368	1.84%
Other Family, Female Householder	2,295	3.08%
Nonfamily, Male Householder	18,627	25.03%
Nonfamily, Female Householder	19,822	26.64%
2020 Est. Households by Number of Vehicles	102,281	
No Vehicles	4,840	4.73%
1 Vehicle	29,872	29.21%
2 Vehicles	39,252	38.38%
3 Vehicles	18,476	18.06%
4 Vehicles	6,975	6.82%
5 or more Vehicles	2,865	2.80%
2020 Est. Average Number of Vehicles		2.05
Family Households		
2025 Projection	63,794	
2020 Estimate	63,455	
2010 Census	64,024	
2000 Census	66,415	
Growth 2020 - 2025		0.53%
Growth 2010 - 2020		-0.89%
Growth 2000 - 2010		-3.60%

2020 Est. Families by Poverty Status	63,455	
2020 Families at or Above Poverty	58,979	92.95%
2020 Families at or Above Poverty with Children	23,704	37.36%
2020 Families Below Poverty	4,477	7.06%
2020 Families Below Poverty with Children	3,239	5.10%
2020 Est. Pop 16+ by Employment Status	199,244	
Civilian Labor Force, Employed	123,405	61.94%
Civilian Labor Force, Unemployed	4,411	2.21%
Armed Forces	102	0.05%
Not in Labor Force	71,326	35.80%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	124,072	
For-Profit Private Workers	78,651	63.39%
Non-Profit Private Workers	9,334	7.52%
Local Government Workers	1,884	1.52%
State Government Workers	10,732	8.65%
Federal Government Workers	8,606	6.94%
Self-Employed Workers	14,639	11.80%
Unpaid Family Workers	225	0.18%
2020 Est. Civ. Employed Pop 16+ by Occupation	124,072	
Architect/Engineer	1,982	1.60%
Arts/Entertainment/Sports	1,520	1.23%
Building Grounds Maintenance	4,639	3.74%
Business/Financial Operations	4,450	3.59%
Community/Social Services	1,830	1.48%
Computer/Mathematical	1,840	1.48%
Construction/Extraction	5,426	4.37%
Education/Training/Library	9,767	7.87%
Farming/Fishing/Forestry	2,697	2.17%
Food Prep/Serving	7,084	5.71%
Health Practitioner/Technician	6,885	5.55%
Healthcare Support	3,463	2.79%
Maintenance Repair	4,444	3.58%
Legal	495	0.40%
Life/Physical/Social Science	1,867	1.51%
Management	13,248	10.68%
Office/Admin. Support	15,002	12.09%
Production	10,626	8.56%
Protective Services	1,747	1.41%
Sales/Related	10,561	8.51%
Personal Care/Service	4,084	3.29%
Transportation/Moving	10,414	8.39%

2020 Est. Pop 16+ by Occupation Classification	124,072	
White Collar	69,448	55.97%
Blue Collar	30,910	24.91%
Service and Farm	23,714	19.11%
2020 Est. Workers Age 16+ by Transp. to Work	121,302	
Drove Alone	96,778	79.78%
Car Pooled	10,185	8.40%
Public Transportation	1,762	1.45%
Walked	4,545	3.75%
Bicycle	1,064	0.88%
Other Means	979	0.81%
Worked at Home	5,990	4.94%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	60,538	
15 - 29 Minutes	33,716	
30 - 44 Minutes	11,930	
45 - 59 Minutes	4,901	
60 or more Minutes	4,376	
2020 Est. Avg Travel Time to Work in Minutes		19
2020 Est. Occupied Housing Units by Tenure	102,281	
Owner Occupied	71,637	70.04%
Renter Occupied	30,644	29.96%
2020 Owner Occ. HUs: Avg. Length of Residence		18.79
2020 Renter Occ. HUs: Avg. Length of Residence		7.32
2020 Est. Owner-Occupied Housing Units by Value	102,281	
Value Less than \$20,000	2,018	2.82%
Value \$20,000 - \$39,999	3,717	5.19%
Value \$40,000 - \$59,999	5,015	7.00%
Value \$60,000 - \$79,999	7,088	9.89%
Value \$80,000 - \$99,999	7,658	10.69%
Value \$100,000 - \$149,999	14,176	19.79%
Value \$150,000 - \$199,999	10,593	14.79%
Value \$200,000 - \$299,999	11,456	15.99%
Value \$300,000 - \$399,999	5,046	7.04%
Value \$400,000 - \$499,999	2,706	3.78%
Value \$500,000 - \$749,999	1,317	1.84%
Value \$750,000 - \$999,999	438	0.61%
Value \$1,000,000 or \$1,499,999	209	0.29%
Value \$1,500,000 or \$1,999,999	125	0.17%
Value \$2,000,000+	76	0.11%
2020 Est. Median All Owner-Occupied Housing Value		\$134,644

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,246	1.95%
Housing Units Built 2010 to 2014	2,006	1.74%
Housing Units Built 2000 to 2009	9,671	8.39%
Housing Units Built 1990 to 1999	10,706	9.28%
Housing Units Built 1980 to 1989	8,377	7.26%
Housing Units Built 1970 to 1979	16,969	14.71%
Housing Units Built 1960 to 1969	11,756	10.19%
Housing Units Built 1950 to 1959	12,240	10.61%
Housing Units Built 1940 to 1949	6,874	5.96%
Housing Unit Built 1939 or Earlier	34,483	29.90%
2020 Est. Median Year Structure Built		1964

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	88,501	76.74%
1 Unit Attached	2,750	2.39%
2 Units	2,674	2.32%
3 or 4 Units	4,018	3.48%
5 to 19 Units	9,144	7.93%
20 to 49 Units	4,750	4.12%
50 or More Units	1,097	0.95%
Mobile Home or Trailer	2,367	2.05%
Boat, RV, Van, etc.	27	0.02%



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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