



The **Retail** Coach.®

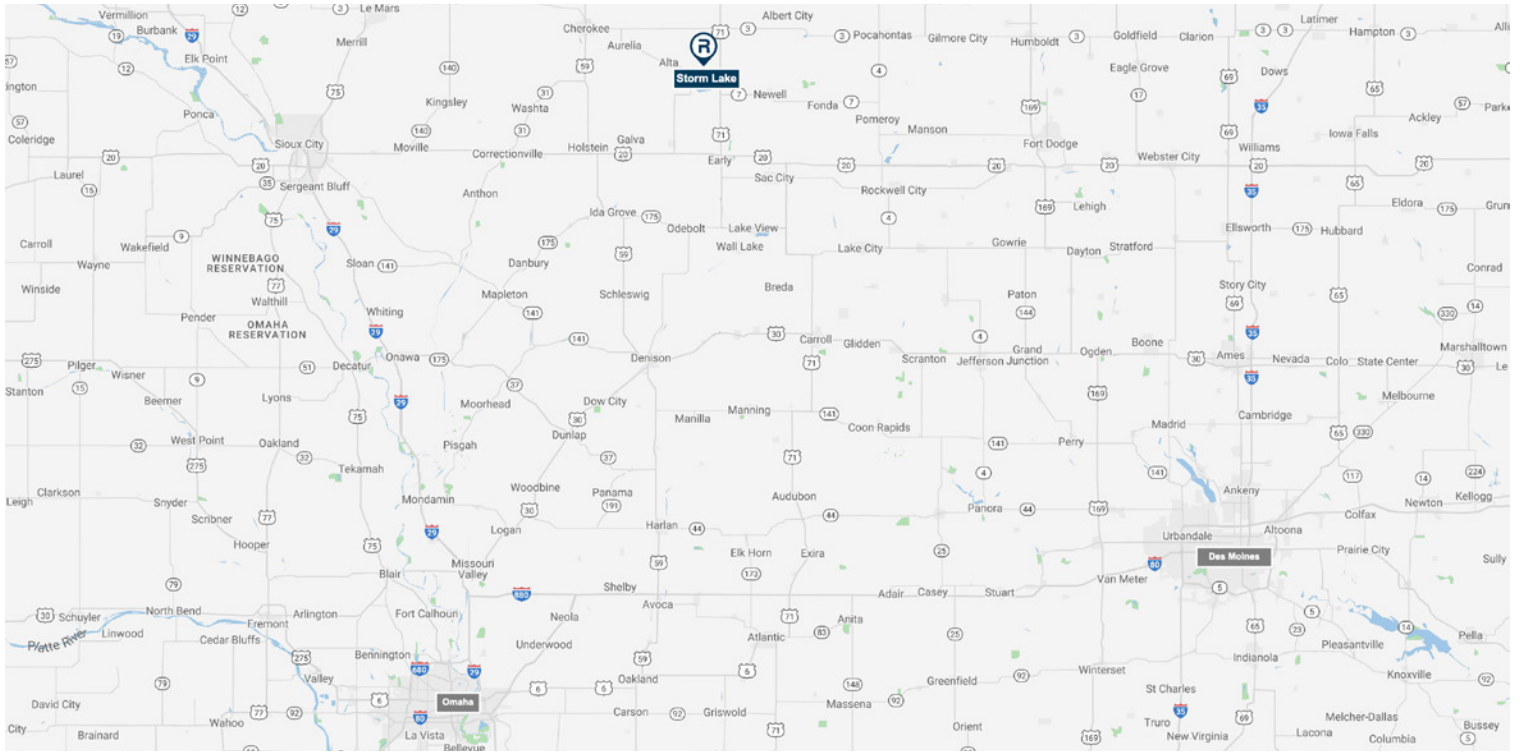
Community Demographic Profile

STORM LAKE, IOWA

Prepared for City of Storm Lake
May 2023

Community • Demographic Snapshot

Storm Lake, Iowa



Population

2020	11,269
2023	11,027
2028	11,069

Educational Attainment (%)

Graduate or Professional Degree	6.52%
Bachelors Degree	12.39%
Associate Degree	9.02%
Some College	13.81%
High School Graduate (GED)	27.13%
Some High School, No Degree	12.63%
Less than 9th Grade	18.52%

Income

Average HH	\$74,936
Median HH	\$59,396
Per Capita	\$25,713

Age

0 - 9 Years	15.28%
10 - 17 Years	11.75%
18 - 24 Years	12.92%
25 - 34 Years	11.97%
35 - 44 Years	12.89%
45 - 54 Years	9.55%
55 - 64 Years	10.41%
65 and Older	15.23%
Median Age	33.32
Average Age	36.40

Race Distribution (%)

White	37.74%
Black/African American	4.20%
American Indian/Alaskan	0.69%
Asian	17.79%
Native Hawaiian/Islander	4.95%
Other Race	20.01%
Two or More Races	14.62%
Hispanic	40.27%



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Community • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
Population		
2028 Projection	11,069	
2023 Estimate	11,027	
2020 Census	11,269	
2010 Census	10,652	
Growth 2023 - 2028		0.38%
Growth 2020 - 2023		-2.-14%
Growth 2010 - 2020		5.79%
2023 Est. Population by Single-Classification Race	11,027	
White Alone	4,161	37.74%
Black or African American Alone	463	4.20%
Amer. Indian and Alaska Native Alone	76	0.69%
Asian Alone	1,962	17.79%
Native Hawaiian and Other Pacific Island Alone	546	4.95%
Some Other Race Alone	2,207	20.01%
Two or More Races	1,612	14.62%
2023 Est. Population by Hispanic or Latino Origin	11,027	
Not Hispanic or Latino	6,587	59.74%
Hispanic or Latino	4,440	40.27%
Mexican	3,209	72.28%
Puerto Rican	0	0.00%
Cuban	96	2.16%
All Other Hispanic or Latino	1,135	25.56%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	4,440	
White Alone	800	18.02%
Black or African American Alone	28	0.63%
American Indian and Alaska Native Alone	63	1.42%
Asian Alone	12	0.27%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	2,145	48.31%
Two or More Races	1,392	31.35%
2023 Est. Pop by Race, Asian Alone, by Category	1,962	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	9	0.46%
Asian Indian	0	0.00%
Korean	27	1.38%
Vietnamese	121	6.17%
Cambodian	0	0.00%
Hmong	213	10.86%
Laotian	814	41.49%
Thai	135	6.88%
All Other Asian Races Including 2+ Category	643	32.77%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	11,027	
Arab	42	0.38%
Czech	38	0.35%
Danish	90	0.82%
Dutch	115	1.04%
English	282	2.56%
French (except Basque)	84	0.76%
French Canadian	6	0.05%
German	1,666	15.11%
Greek	4	0.04%
Hungarian	0	0.00%
Irish	809	7.34%
Italian	38	0.35%
Lithuanian	0	0.00%
United States or American	157	1.42%
Norwegian	269	2.44%
Polish	39	0.35%
Portuguese	2	0.02%
Russian	9	0.08%
Scottish	60	0.54%
Scotch-Irish	7	0.06%
Slovak	0	0.00%
Subsaharan African	236	2.14%
Swedish	207	1.88%
Swiss	5	0.04%
Ukrainian	29	0.26%
Welsh	22	0.20%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	5,049	45.79%
Ancestry Unclassified	1,762	15.98%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	5,188	51.02%
Speak Asian/Pacific Island Language at Home	1,415	13.92%
Speak IndoEuropean Language at Home	4	0.04%
Speak Spanish at Home	3,437	33.80%
Speak Other Language at Home	124	1.22%

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Storm Lake, Iowa

DESCRIPTION	DATA	%
2023 Est. Population by Age	11,027	
Age 0 - 4	859	7.79%
Age 5 - 9	826	7.49%
Age 10 - 14	779	7.07%
Age 15 - 17	517	4.69%
Age 18 - 20	696	6.31%
Age 21 - 24	729	6.61%
Age 25 - 34	1,320	11.97%
Age 35 - 44	1,421	12.89%
Age 45 - 54	1,053	9.55%
Age 55 - 64	1,148	10.41%
Age 65 - 74	969	8.79%
Age 75 - 84	429	3.89%
Age 85 and over	281	2.55%
Age 16 and over	8,394	76.12%
Age 18 and over	8,046	72.97%
Age 21 and over	7,350	66.65%
Age 65 and over	1,679	15.23%
2023 Est. Median Age		33.32
2023 Est. Average Age		36.40
2023 Est. Population by Sex	11,027	
Male	5,579	50.59%
Female	5,448	49.41%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	5,579	
Age 0 - 4	440	7.89%
Age 5 - 9	432	7.74%
Age 10 - 14	396	7.10%
Age 15 - 17	268	4.80%
Age 18 - 20	369	6.61%
Age 21 - 24	376	6.74%
Age 25 - 34	666	11.94%
Age 35 - 44	754	13.52%
Age 45 - 54	521	9.34%
Age 55 - 64	575	10.31%
Age 65 - 74	503	9.02%
Age 75 - 84	187	3.35%
Age 85 and over	92	1.65%
2023 Est. Median Age, Male		32.55
2023 Est. Average Age, Male		35.50
2023 Est. Female Population by Age	5,448	
Age 0 - 4	419	7.69%
Age 5 - 9	394	7.23%
Age 10 - 14	383	7.03%
Age 15 - 17	249	4.57%
Age 18 - 20	327	6.00%
Age 21 - 24	353	6.48%
Age 25 - 34	654	12.00%
Age 35 - 44	667	12.24%
Age 45 - 54	532	9.77%
Age 55 - 64	573	10.52%
Age 65 - 74	466	8.55%
Age 75 - 84	242	4.44%
Age 85 and over	189	3.47%
2023 Est. Median Age, Female		34.11
2023 Est. Average Age, Female		37.30

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,975	34.74%
Males, Never Married	1,757	20.52%
Females, Never Married	1,218	14.22%
Married, Spouse present	3,518	41.08%
Married, Spouse absent	687	8.02%
Widowed	562	6.56%
Males Widowed	174	2.03%
Females Widowed	388	4.53%
Divorced	821	9.59%
Males Divorced	444	5.18%
Females Divorced	377	4.40%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,226	18.52%
Some High School, no diploma	836	12.63%
High School Graduate (or GED)	1,796	27.13%
Some College, no degree	914	13.81%
Associate Degree	597	9.02%
Bachelor's Degree	820	12.39%
Master's Degree	287	4.33%
Professional School Degree	64	0.97%
Doctorate Degree	81	1.22%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,352	60.90%
High School Graduate	491	22.12%
Some College or Associate's Degree	259	11.67%
Bachelor's Degree or Higher	118	5.32%
Households		
2028 Projection	3,571	
2023 Estimate	3,573	
2020 Census	3,668	
2010 Census	3,630	
Growth 2023 - 2028		0.5%
Growth 2020 - 2023		-2.58%
Growth 2010 - 2020		1.05%
2023 Est. Households by Household Type	3,573	
Family Households	2,320	64.93%
Nonfamily Households	1,253	35.07%
2023 Est. Group Quarters Population	614	
2023 Households by Ethnicity, Hispanic/Latino	1,160	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	3,573	
Income < \$15,000	250	7.00%
Income \$15,000 - \$24,999	388	10.86%
Income \$25,000 - \$34,999	293	8.20%
Income \$35,000 - \$49,999	508	14.22%
Income \$50,000 - \$74,999	870	24.35%
Income \$75,000 - \$99,999	420	11.76%
Income \$100,000 - \$124,999	290	8.12%
Income \$125,000 - \$149,999	166	4.65%
Income \$150,000 - \$199,999	210	5.88%
Income \$200,000 - \$249,999	134	3.75%
Income \$250,000 - \$499,999	37	1.03%
Income \$500,000+	7	0.20%
2023 Est. Average Household Income		\$74,936
2023 Est. Median Household Income		\$59,396
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$60,303
Black or African American Alone		\$51,505
American Indian and Alaska Native Alone		\$9,959
Asian Alone		\$78,197
Native Hawaiian and Other Pacific Islander Alone		\$108,994
Some Other Race Alone		\$33,158
Two or More Races		\$68,353
Hispanic or Latino		\$54,089
Not Hispanic or Latino		\$62,992
2023 Est. Family HH Type by Presence of Own Child.	2,320	
Married-Couple Family, own children	780	33.62%
Married-Couple Family, no own children	982	42.33%
Male Householder, own children	102	4.40%
Male Householder, no own children	82	3.54%
Female Householder, own children	256	11.04%
Female Householder, no own children	118	5.09%
2023 Est. Households by Household Size	3,573	
1-person	1,055	29.53%
2-person	1,022	28.60%
3-person	292	8.17%
4-person	450	12.60%
5-person	336	9.40%
6-person	218	6.10%
7-or-more-person	200	5.60%
2023 Est. Average Household Size		2.91

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	3,573	
Households with 1 or More People under Age 18:	1,256	35.15%
Married-Couple Family	838	66.72%
Other Family, Male Householder	119	9.47%
Other Family, Female Householder	281	22.37%
Nonfamily, Male Householder	13	1.03%
Nonfamily, Female Householder	5	0.40%
Households with No People under Age 18:	2,317	
Married-Couple Family	926	39.97%
Other Family, Male Householder	64	2.76%
Other Family, Female Householder	93	4.01%
Nonfamily, Male Householder	560	24.17%
Nonfamily, Female Householder	674	29.09%
2023 Est. Households by Number of Vehicles	3,573	
No Vehicles	201	5.63%
1 Vehicle	1,309	36.64%
2 Vehicles	1,211	33.89%
3 Vehicles	622	17.41%
4 Vehicles	149	4.17%
5 or more Vehicles	81	2.27%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	2,319	
2023 Estimate	2,320	
2010 Census	2,361	
Growth 2023 - 2028		0.3%
Growth 2010 - 2023		-1.73%
2023 Est. Families by Poverty Status	2,320	
2023 Families at or Above Poverty	2,113	91.08%
2023 Families at or Above Poverty with Children	1,135	48.92%
2023 Families Below Poverty	207	8.92%
2023 Families Below Poverty with Children	193	8.32%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	5,503	65.56%
Civilian Labor Force, Unemployed	457	5.44%
Armed Forces	0	0.00%
Not in Labor Force	2,434	29.00%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	5,662	
For-Profit Private Workers	4,160	73.47%
Non-Profit Private Workers	480	8.48%
Local Government Workers	41	0.72%
State Government Workers	255	4.50%
Federal Government Workers	354	6.25%
Self-Employed Workers	363	6.41%
Unpaid Family Workers	9	0.16%
2023 Est. Civ. Employed Pop 16+ by Occupation	5,662	
Architect/Engineer	15	0.27%
Arts/Entertainment/Sports	89	1.57%
Building Grounds Maintenance	174	3.07%
Business/Financial Operations	57	1.01%
Community/Social Services	42	0.74%
Computer/Mathematical	22	0.39%
Construction/Extraction	151	2.67%
Education/Training/Library	388	6.85%
Farming/Fishing/Forestry	95	1.68%
Food Prep/Serving	368	6.50%
Health Practitioner/Technician	170	3.00%
Healthcare Support	101	1.78%
Maintenance Repair	135	2.38%
Legal	67	1.18%
Life/Physical/Social Science	7	0.12%
Management	338	5.97%
Office/Admin. Support	442	7.81%
Production	1,854	32.75%
Protective Services	75	1.32%
Sales/Related	391	6.91%
Personal Care/Service	114	2.01%
Transportation/Moving	567	10.01%
2023 Est. Pop 16+ by Occupation Classification	5,662	
White Collar	2,028	35.82%
Blue Collar	2,707	47.81%
Service and Farm	927	16.37%
2023 Est. Workers Age 16+ by Transp. to Work	5,545	
Drove Alone	3,566	64.31%
Car Pooled	1,192	21.50%
Public Transportation	18	0.33%
Walked	448	8.08%
Bicycle	105	1.89%
Other Means	22	0.40%
Worked at Home	194	3.50%

Community • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,220	
15 - 29 Minutes	561	
30 - 44 Minutes	406	
45 - 59 Minutes	79	
60 or more Minutes	83	
2023 Est. Avg Travel Time to Work in Minutes		13
2023 Est. Occupied Housing Units by Tenure	3,573	
Owner Occupied	1,896	53.07%
Renter Occupied	1,677	46.94%
2023 Owner Occ. HUs: Avg. Length of Residence		17.20 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.50 [†]
2023 Est. Owner-Occupied Housing Units by Value	3,573	
Value Less than \$20,000	33	1.74%
Value \$20,000 - \$39,999	1	0.05%
Value \$40,000 - \$59,999	65	3.43%
Value \$60,000 - \$79,999	155	8.18%
Value \$80,000 - \$99,999	67	3.53%
Value \$100,000 - \$149,999	466	24.58%
Value \$150,000 - \$199,999	335	17.67%
Value \$200,000 - \$299,999	519	27.37%
Value \$300,000 - \$399,999	91	4.80%
Value \$400,000 - \$499,999	76	4.01%
Value \$500,000 - \$749,999	57	3.01%
Value \$750,000 - \$999,999	25	1.32%
Value \$1,000,000 or \$1,499,999	6	0.32%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$172,337
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	2,342	60.64%
1 Unit Attached	71	1.84%
2 Units	194	5.02%
3 or 4 Units	210	5.44%
5 to 19 Units	604	15.64%
20 to 49 Units	350	9.06%
50 or More Units	0	0.00%
Mobile Home or Trailer	91	2.36%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	114	2.95%
Housing Units Built 2010 to 2014	164	4.25%
Housing Units Built 2000 to 2009	136	3.52%
Housing Units Built 1990 to 1999	245	6.34%
Housing Units Built 1980 to 1989	439	11.37%
Housing Units Built 1970 to 1979	903	23.38%
Housing Units Built 1960 to 1969	520	13.46%
Housing Units Built 1950 to 1959	492	12.74%
Housing Units Built 1940 to 1949	124	3.21%
Housing Unit Built 1939 or Earlier	725	18.77%
2023 Est. Median Year Structure Built		1971

[†] Years

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.

Retail:360® 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 Retail:360® 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**RetailCoach**.®

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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