



The**Retail**Coach.®

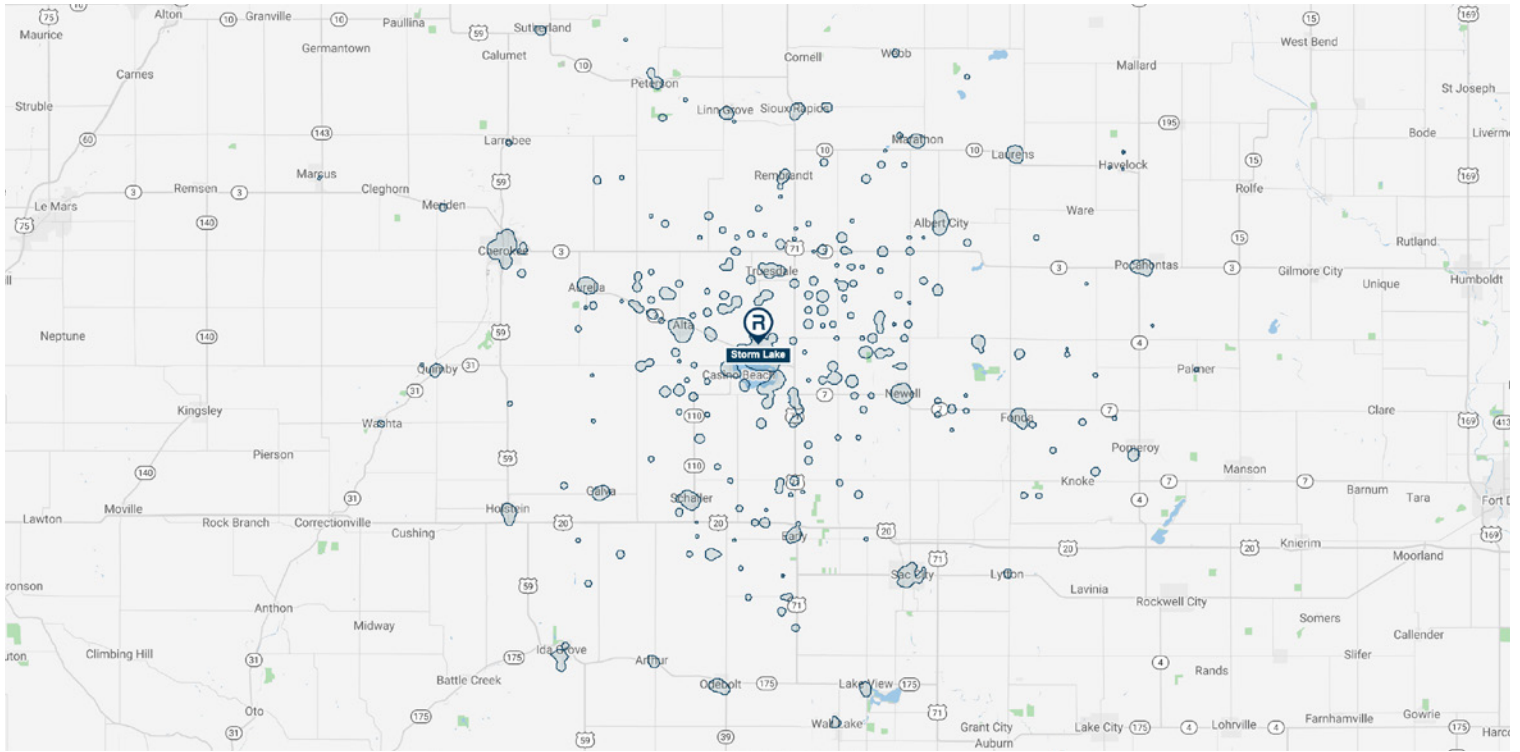
# Primary Retail Trade Area Demographic Profile

STORM LAKE, IOWA

Prepared for City of Storm Lake  
May 2023

# Primary Retail Trade Area • Demographic Snapshot

## Storm Lake, Iowa



### Population

2020	39,629
2023	39,387
2028	39,366

### Age

0 - 9 Years	13.44%
10 - 17 Years	11.01%
18 - 24 Years	9.19%
25 - 34 Years	10.86%
35 - 44 Years	11.74%
45 - 54 Years	9.77%
55 - 64 Years	12.33%
65 and Older	21.65%
Median Age	39.64
Average Age	40.91

### Educational Attainment (%)

Graduate or Professional Degree	5.64%
Bachelors Degree	13.75%
Associate Degree	11.29%
Some College	20.40%
High School Graduate (GED)	34.41%
Some High School, No Degree	7.93%
Less than 9th Grade	6.58%

### Race Distribution (%)

White	73.47%
Black/African American	1.82%
American Indian/Alaskan	0.43%
Asian	5.76%
Native Hawaiian/Islander	2.39%
Other Race	8.29%
Two or More Races	7.84%
Hispanic	17.64%

### Income

Average HH	\$79,469
Median HH	\$61,944
Per Capita	\$32,873



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# Primary Retail Trade Area • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	39,366	
2023 Estimate	39,387	
2020 Census	39,629	
2010 Census	38,189	
Growth 2023 - 2028		0.-4%
Growth 2020 - 2023		0.-60%
Growth 2010 - 2020		3.77%
<b>2023 Est. Population by Single-Classification Race</b>	<b>39,387</b>	
White Alone	28,936	73.47%
Black or African American Alone	718	1.82%
Amer. Indian and Alaska Native Alone	171	0.43%
Asian Alone	2,270	5.76%
Native Hawaiian and Other Pacific Island Alone	940	2.39%
Some Other Race Alone	3,265	8.29%
Two or More Races	3,087	7.84%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>39,387</b>	
Not Hispanic or Latino	32,440	82.36%
Hispanic or Latino	6,947	17.64%
Mexican	5,248	75.54%
Puerto Rican	22	0.32%
Cuban	144	2.07%
All Other Hispanic or Latino	1,532	22.05%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>6,947</b>	
White Alone	1,507	21.69%
Black or African American Alone	36	0.52%
American Indian and Alaska Native Alone	115	1.65%
Asian Alone	21	0.30%
Native Hawaiian and Other Pacific Islander Alone	9	0.13%
Some Other Race Alone	3,138	45.17%
Two or More Races	2,120	30.52%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>2,270</b>	
Chinese, except Taiwanese	22	0.97%
Filipino	21	0.93%
Japanese	11	0.49%
Asian Indian	13	0.57%
Korean	103	4.54%
Vietnamese	137	6.04%
Cambodian	0	0.00%
Hmong	232	10.22%
Laotian	905	39.87%
Thai	147	6.48%
All Other Asian Races Including 2+ Category	680	29.96%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>39,387</b>	
Arab	226	0.57%
Czech	325	0.83%
Danish	630	1.60%
Dutch	880	2.23%
English	1,650	4.19%
French (except Basque)	440	1.12%
French Canadian	63	0.16%
German	10,755	27.31%
Greek	45	0.11%
Hungarian	1	0.00%
Irish	3,044	7.73%
Italian	265	0.67%
Lithuanian	2	0.01%
United States or American	1,034	2.62%
Norwegian	1,176	2.99%
Polish	207	0.53%
Portuguese	18	0.05%
Russian	40	0.10%
Scottish	352	0.89%
Scotch-Irish	111	0.28%
Slovak	3	0.01%
Subsaharan African	279	0.71%
Swedish	1,486	3.77%
Swiss	108	0.27%
Ukrainian	45	0.11%
Welsh	184	0.47%
West Indian (except Hisp. groups)	10	0.03%
Other ancestries	8,631	21.91%
Ancestry Unclassified	7,377	18.73%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	30,035	81.79%
Speak Asian/Pacific Island Language at Home	1,718	4.68%
Speak IndoEuropean Language at Home	194	0.53%
Speak Spanish at Home	4,627	12.60%
Speak Other Language at Home	148	0.40%

# Primary Retail Trade Area • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>39,387</b>	
Age 0 - 4	2,664	6.76%
Age 5 - 9	2,630	6.68%
Age 10 - 14	2,709	6.88%
Age 15 - 17	1,626	4.13%
Age 18 - 20	1,689	4.29%
Age 21 - 24	1,930	4.90%
Age 25 - 34	4,279	10.86%
Age 35 - 44	4,625	11.74%
Age 45 - 54	3,849	9.77%
Age 55 - 64	4,858	12.33%
Age 65 - 74	4,573	11.61%
Age 75 - 84	2,356	5.98%
Age 85 and over	1,600	4.06%
Age 16 and over	30,850	78.32%
Age 18 and over	29,758	75.55%
Age 21 and over	28,069	71.26%
Age 65 and over	8,529	21.65%
2023 Est. Median Age		39.64
2023 Est. Average Age		40.91
<b>2023 Est. Population by Sex</b>	<b>39,387</b>	
Male	19,636	49.85%
Female	19,752	50.15%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>19,636</b>	
Age 0 - 4	1,378	7.02%
Age 5 - 9	1,350	6.87%
Age 10 - 14	1,371	6.98%
Age 15 - 17	840	4.28%
Age 18 - 20	887	4.52%
Age 21 - 24	984	5.01%
Age 25 - 34	2,176	11.08%
Age 35 - 44	2,427	12.36%
Age 45 - 54	1,950	9.93%
Age 55 - 64	2,426	12.36%
Age 65 - 74	2,278	11.60%
Age 75 - 84	1,039	5.29%
Age 85 and over	529	2.69%
2023 Est. Median Age, Male		38.41
2023 Est. Average Age, Male		39.76
<b>2023 Est. Female Population by Age</b>	<b>19,752</b>	
Age 0 - 4	1,287	6.52%
Age 5 - 9	1,279	6.47%
Age 10 - 14	1,338	6.77%
Age 15 - 17	786	3.98%
Age 18 - 20	802	4.06%
Age 21 - 24	946	4.79%
Age 25 - 34	2,104	10.65%
Age 35 - 44	2,197	11.12%
Age 45 - 54	1,898	9.61%
Age 55 - 64	2,431	12.31%
Age 65 - 74	2,295	11.62%
Age 75 - 84	1,318	6.67%
Age 85 and over	1,071	5.42%
2023 Est. Median Age, Female		41.00
2023 Est. Average Age, Female		42.02

# Primary Retail Trade Area • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	8,596	27.39%
Males, Never Married	4,926	15.70%
Females, Never Married	3,670	11.69%
Married, Spouse present	15,182	48.38%
Married, Spouse absent	1,371	4.37%
Widowed	2,734	8.71%
Males Widowed	614	1.96%
Females Widowed	2,120	6.75%
Divorced	3,501	11.16%
Males Divorced	1,848	5.89%
Females Divorced	1,653	5.27%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,721	6.58%
Some High School, no diploma	2,074	7.93%
High School Graduate (or GED)	8,994	34.41%
Some College, no degree	5,332	20.40%
Associate Degree	2,951	11.29%
Bachelor's Degree	3,595	13.75%
Master's Degree	946	3.62%
Professional School Degree	259	0.99%
Doctorate Degree	268	1.02%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,931	57.95%
High School Graduate	779	23.38%
Some College or Associate's Degree	452	13.57%
Bachelor's Degree or Higher	170	5.10%
<b>Households</b>		
2028 Projection	15,605	
2023 Estimate	15,692	
2020 Census	15,872	
2010 Census	15,603	
Growth 2023 - 2028		0.-54%
Growth 2020 - 2023		-1.-12%
Growth 2010 - 2020		1.72%
<b>2023 Est. Households by Household Type</b>	<b>15,692</b>	
Family Households	9,852	62.78%
Nonfamily Households	5,840	37.22%
2023 Est. Group Quarters Population	1,452	
2023 Households by Ethnicity, Hispanic/Latino	1,813	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>15,692</b>	
Income < \$15,000	1,163	7.41%
Income \$15,000 - \$24,999	1,547	9.86%
Income \$25,000 - \$34,999	1,334	8.50%
Income \$35,000 - \$49,999	2,098	13.37%
Income \$50,000 - \$74,999	3,380	21.54%
Income \$75,000 - \$99,999	2,116	13.49%
Income \$100,000 - \$124,999	1,507	9.60%
Income \$125,000 - \$149,999	906	5.77%
Income \$150,000 - \$199,999	837	5.33%
Income \$200,000 - \$249,999	438	2.79%
Income \$250,000 - \$499,999	269	1.71%
Income \$500,000+	96	0.61%
2023 Est. Average Household Income		\$79,469
2023 Est. Median Household Income		\$61,944
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$63,140
Black or African American Alone		\$48,675
American Indian and Alaska Native Alone		\$34,407
Asian Alone		\$76,753
Native Hawaiian and Other Pacific Islander Alone		\$98,985
Some Other Race Alone		\$39,549
Two or More Races		\$65,868
Hispanic or Latino		\$55,494
Not Hispanic or Latino		\$63,296
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>9,852</b>	
Married-Couple Family, own children	2,834	28.77%
Married-Couple Family, no own children	5,029	51.05%
Male Householder, own children	402	4.08%
Male Householder, no own children	263	2.67%
Female Householder, own children	888	9.01%
Female Householder, no own children	437	4.44%
<b>2023 Est. Households by Household Size</b>	<b>15,692</b>	
1-person	4,936	31.45%
2-person	5,682	36.21%
3-person	1,651	10.52%
4-person	1,606	10.24%
5-person	1,030	6.56%
6-person	442	2.82%
7-or-more-person	345	2.20%
2023 Est. Average Household Size		2.43

# Primary Retail Trade Area • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>15,692</b>	
Households with 1 or More People under Age 18:	4,460	28.42%
Married-Couple Family	2,981	66.84%
Other Family, Male Householder	452	10.14%
Other Family, Female Householder	968	21.70%
Nonfamily, Male Householder	44	0.99%
Nonfamily, Female Householder	15	0.34%
<b>Households with No People under Age 18:</b>	<b>11,231</b>	
Married-Couple Family	4,879	43.44%
Other Family, Male Householder	212	1.89%
Other Family, Female Householder	362	3.22%
Nonfamily, Male Householder	2,660	23.68%
Nonfamily, Female Householder	3,118	27.76%
<b>2023 Est. Households by Number of Vehicles</b>	<b>15,692</b>	
No Vehicles	823	5.25%
1 Vehicle	4,736	30.18%
2 Vehicles	5,748	36.63%
3 Vehicles	2,831	18.04%
4 Vehicles	1,048	6.68%
5 or more Vehicles	504	3.21%
2023 Est. Average Number of Vehicles		2.0
<b>Family Households</b>		
2028 Projection	9,800	
2023 Estimate	9,852	
2010 Census	9,832	
Growth 2023 - 2028		0.-52%
Growth 2010 - 2023		0.20%
<b>2023 Est. Families by Poverty Status</b>	<b>9,852</b>	
2023 Families at or Above Poverty	9,047	91.83%
2023 Families at or Above Poverty with Children	3,815	38.72%
2023 Families Below Poverty	805	8.17%
2023 Families Below Poverty with Children	699	7.09%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	19,560	63.40%
Civilian Labor Force, Unemployed	960	3.11%
Armed Forces	3	0.01%
Not in Labor Force	10,326	33.47%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>19,762</b>	
For-Profit Private Workers	13,109	66.33%
Non-Profit Private Workers	1,609	8.14%
Local Government Workers	165	0.84%
State Government Workers	990	5.01%
Federal Government Workers	1,577	7.98%
Self-Employed Workers	2,262	11.45%
Unpaid Family Workers	51	0.26%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>19,762</b>	
Architect/Engineer	103	0.52%
Arts/Entertainment/Sports	282	1.43%
Building Grounds Maintenance	759	3.84%
Business/Financial Operations	414	2.10%
Community/Social Services	288	1.46%
Computer/Mathematical	88	0.45%
Construction/Extraction	890	4.50%
Education/Training/Library	1,238	6.26%
Farming/Fishing/Forestry	464	2.35%
Food Prep/Serving	1,123	5.68%
Health Practitioner/Technician	1,000	5.06%
Healthcare Support	491	2.48%
Maintenance Repair	741	3.75%
Legal	178	0.90%
Life/Physical/Social Science	56	0.28%
Management	1,738	8.80%
Office/Admin. Support	1,830	9.26%
Production	3,248	16.44%
Protective Services	277	1.40%
Sales/Related	1,727	8.74%
Personal Care/Service	430	2.18%
Transportation/Moving	2,396	12.12%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>19,762</b>	
White Collar	8,943	45.25%
Blue Collar	7,275	36.81%
Service and Farm	3,545	17.94%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>19,492</b>	
Drove Alone	14,663	75.23%
Car Pooled	2,539	13.03%
Public Transportation	49	0.25%
Walked	1,034	5.30%
Bicycle	146	0.75%
Other Means	120	0.62%
Worked at Home	942	4.83%

# Primary Retail Trade Area • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	11,344	
15 - 29 Minutes	4,084	
30 - 44 Minutes	1,854	
45 - 59 Minutes	570	
60 or more Minutes	781	
2023 Est. Avg Travel Time to Work in Minutes		18
2023 Est. Occupied Housing Units by Tenure	15,692	
Owner Occupied	10,870	69.27%
Renter Occupied	4,821	30.72%
2023 Owner Occ. HUs: Avg. Length of Residence		18.81 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.95 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>15,692</b>	
Value Less than \$20,000	375	3.45%
Value \$20,000 - \$39,999	464	4.27%
Value \$40,000 - \$59,999	788	7.25%
Value \$60,000 - \$79,999	1,206	11.10%
Value \$80,000 - \$99,999	1,016	9.35%
Value \$100,000 - \$149,999	2,314	21.29%
Value \$150,000 - \$199,999	1,492	13.73%
Value \$200,000 - \$299,999	1,930	17.75%
Value \$300,000 - \$399,999	668	6.14%
Value \$400,000 - \$499,999	311	2.86%
Value \$500,000 - \$749,999	187	1.72%
Value \$750,000 - \$999,999	72	0.66%
Value \$1,000,000 or \$1,499,999	31	0.28%
Value \$1,500,000 or \$1,999,999	7	0.06%
Value \$2,000,000+	8	0.07%
2023 Est. Median All Owner-Occupied Housing Value		\$132,672
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	14,240	80.14%
1 Unit Attached	215	1.21%
2 Units	528	2.97%
3 or 4 Units	759	4.27%
5 to 19 Units	1,065	5.99%
20 to 49 Units	660	3.71%
50 or More Units	9	0.05%
Mobile Home or Trailer	295	1.66%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	238	1.34%
Housing Units Built 2010 to 2014	314	1.77%
Housing Units Built 2000 to 2009	574	3.23%
Housing Units Built 1990 to 1999	1,109	6.24%
Housing Units Built 1980 to 1989	1,216	6.84%
Housing Units Built 1970 to 1979	2,922	16.44%
Housing Units Built 1960 to 1969	2,100	11.82%
Housing Units Built 1950 to 1959	2,253	12.68%
Housing Units Built 1940 to 1949	1,165	6.56%
Housing Unit Built 1939 or Earlier	5,877	33.07%
2023 Est. Median Year Structure Built		1958

<sup>†</sup> 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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