



The **Retail**Coach.®

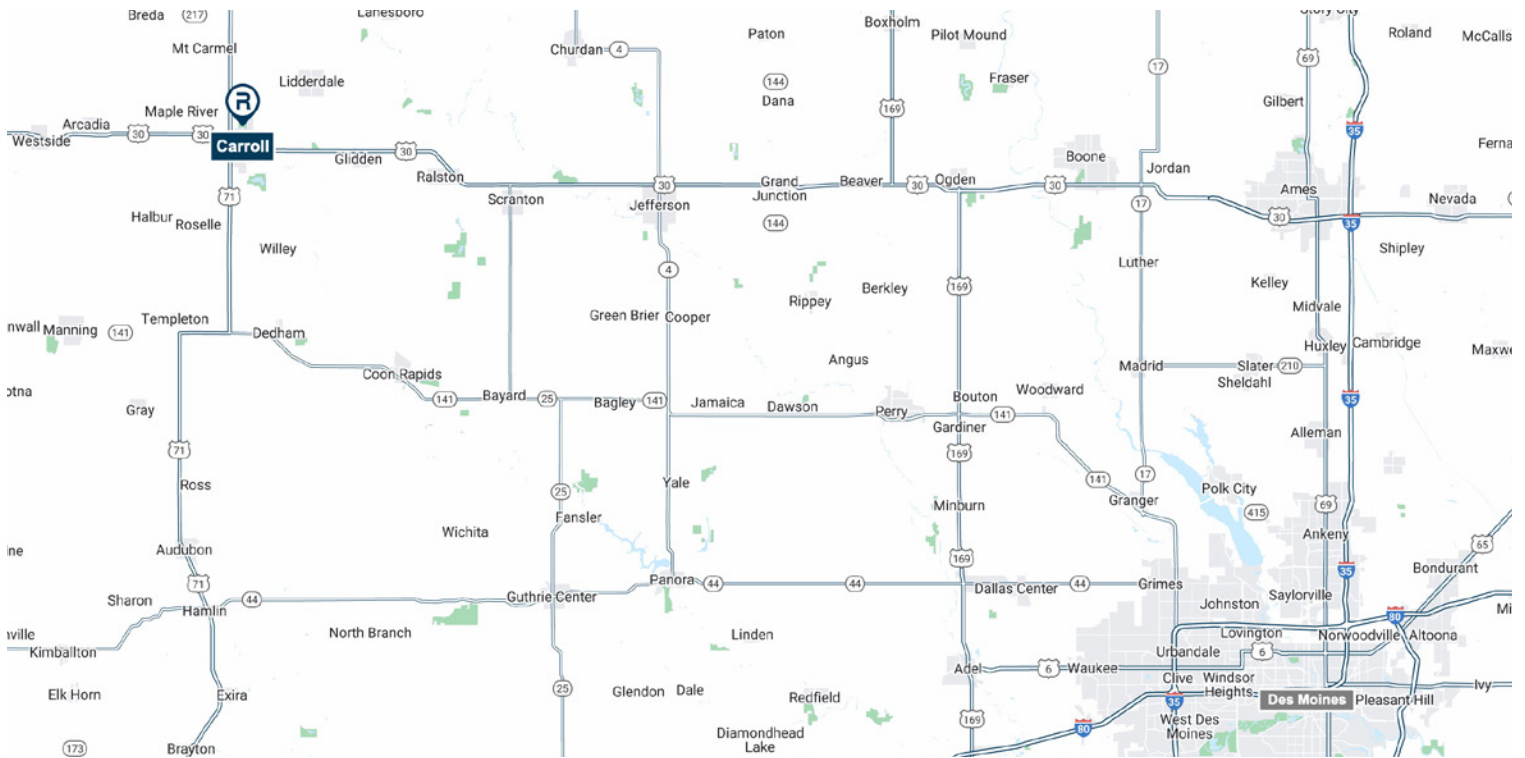
# Community Demographic Profile

CARROLL, IOWA

Prepared for Carroll Chamber of Commerce  
Carroll County Growth Partnership  
May 2023

# Community • Demographic Snapshot

## Carroll, Iowa



### Population

Year	Population
2020	10,321
2023	10,352
2028	10,406

### Age

Age Group	Percentage
0 - 9 Years	12.31%
10 - 17 Years	11.01%
18 - 24 Years	7.71%
25 - 34 Years	10.54%
35 - 44 Years	11.50%
45 - 54 Years	10.39%
55 - 64 Years	13.10%
65 and Older	23.45%
Median Age	42.30
Average Age	42.60

### Educational Attainment (%)

Graduate or Professional Degree	6.11%
Bachelors Degree	19.24%
Associate Degree	12.65%
Some College	26.23%
High School Graduate (GED)	28.73%
Some High School, No Degree	2.83%
Less than 9th Grade	4.22%

### Race Distribution (%)

White	91.37%
Black/African American	2.14%
American Indian/Alaskan	0.14%
Asian	0.71%
Native Hawaiian/Islander	0.00%
Other Race	2.01%
Two or More Races	3.63%
Hispanic	4.67%

### Income

Average HH	\$84,294
Median HH	\$61,310
Per Capita	\$37,942



**Carroll Chamber of Commerce**  
**Carroll County Growth Partnership**

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DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	10,406	
2023 Estimate	10,352	
2020 Census	10,321	
2010 Census	10,135	
Growth 2023 - 2028		0.52%
Growth 2020 - 2023		0.30%
Growth 2010 - 2020		1.83%
<b>2023 Est. Population by Single-Classification Race</b>	<b>10,352</b>	
White Alone	9,459	91.37%
Black or African American Alone	222	2.14%
Amer. Indian and Alaska Native Alone	14	0.14%
Asian Alone	73	0.71%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	208	2.01%
Two or More Races	376	3.63%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>10,352</b>	
Not Hispanic or Latino	9,868	95.32%
Hispanic or Latino	484	4.67%
Mexican	187	38.64%
Puerto Rican	41	8.47%
Cuban	1	0.21%
All Other Hispanic or Latino	255	52.69%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>484</b>	
White Alone	91	18.80%
Black or African American Alone	0	0.00%
American Indian and Alaska Native Alone	11	2.27%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	199	41.12%
Two or More Races	183	37.81%

DESCRIPTION	DATA	%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>73</b>	
Chinese, except Taiwanese	0	0.00%
Filipino	10	13.70%
Japanese	0	0.00%
Asian Indian	12	16.44%
Korean	45	61.64%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	6	8.22%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	9,407	96.66%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	0	0.00%
Speak Spanish at Home	222	2.28%
Speak Other Language at Home	103	1.06%

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>10,352</b>	
Age 0 - 4	620	5.99%
Age 5 - 9	654	6.32%
Age 10 - 14	725	7.00%
Age 15 - 17	415	4.01%
Age 18 - 20	366	3.54%
Age 21 - 24	432	4.17%
Age 25 - 34	1,091	10.54%
Age 35 - 44	1,190	11.50%
Age 45 - 54	1,075	10.39%
Age 55 - 64	1,356	13.10%
Age 65 - 74	1,245	12.03%
Age 75 - 84	716	6.92%
Age 85 and over	467	4.51%
Age 16 and over	8,219	79.39%
Age 18 and over	7,938	76.68%
Age 21 and over	7,572	73.14%
Age 65 and over	2,428	23.45%
2023 Est. Median Age		42.30
2023 Est. Average Age		42.60
<b>2023 Est. Population by Sex</b>	<b>10,352</b>	
Male	5,002	48.32%
Female	5,350	51.68%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>5,002</b>	
Age 0 - 4	334	6.68%
Age 5 - 9	353	7.06%
Age 10 - 14	381	7.62%
Age 15 - 17	211	4.22%
Age 18 - 20	187	3.74%
Age 21 - 24	219	4.38%
Age 25 - 34	526	10.52%
Age 35 - 44	592	11.84%
Age 45 - 54	518	10.36%
Age 55 - 64	667	13.34%
Age 65 - 74	578	11.56%
Age 75 - 84	279	5.58%
Age 85 and over	157	3.14%
2023 Est. Median Age, Male		39.89
2023 Est. Average Age, Male		40.50
<b>2023 Est. Female Population by Age</b>	<b>5,350</b>	
Age 0 - 4	286	5.35%
Age 5 - 9	301	5.63%
Age 10 - 14	344	6.43%
Age 15 - 17	204	3.81%
Age 18 - 20	179	3.35%
Age 21 - 24	213	3.98%
Age 25 - 34	565	10.56%
Age 35 - 44	598	11.18%
Age 45 - 54	557	10.41%
Age 55 - 64	689	12.88%
Age 65 - 74	667	12.47%
Age 75 - 84	437	8.17%
Age 85 and over	310	5.79%
2023 Est. Median Age, Female		44.75
2023 Est. Average Age, Female		44.50

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	2,428	29.07%
Males, Never Married	1,350	16.16%
Females, Never Married	1,078	12.91%
Married, Spouse present	4,018	48.10%
Married, Spouse absent	184	2.20%
Widowed	815	9.76%
Males Widowed	47	0.56%
Females Widowed	768	9.19%
Divorced	908	10.87%
Males Divorced	419	5.02%
Females Divorced	489	5.85%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	301	4.22%
Some High School, no diploma	202	2.83%
High School Graduate (or GED)	2,051	28.73%
Some College, no degree	1,873	26.23%
Associate Degree	903	12.65%
Bachelor's Degree	1,374	19.24%
Master's Degree	323	4.52%
Professional School Degree	61	0.85%
Doctorate Degree	52	0.73%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	83	37.73%
High School Graduate	97	44.09%
Some College or Associate's Degree	34	15.46%
Bachelor's Degree or Higher	6	2.73%
<b>Households</b>		
2028 Projection	4,512	
2023 Estimate	4,480	
2020 Census	4,456	
2010 Census	4,349	
Growth 2023 - 2028		0.71%
Growth 2020 - 2023		0.54%
Growth 2010 - 2020		2.46%
<b>2023 Est. Households by Household Type</b>	<b>4,480</b>	
Family Households	2,700	60.27%
Nonfamily Households	1,780	39.73%
2023 Est. Group Quarters Population	399	
2023 Households by Ethnicity, Hispanic/Latino	164	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>4,480</b>	
Income < \$15,000	466	10.40%
Income \$15,000 - \$24,999	318	7.10%
Income \$25,000 - \$34,999	510	11.38%
Income \$35,000 - \$49,999	660	14.73%
Income \$50,000 - \$74,999	536	11.96%
Income \$75,000 - \$99,999	488	10.89%
Income \$100,000 - \$124,999	494	11.03%
Income \$125,000 - \$149,999	350	7.81%
Income \$150,000 - \$199,999	386	8.62%
Income \$200,000 - \$249,999	177	3.95%
Income \$250,000 - \$499,999	72	1.61%
Income \$500,000+	23	0.51%
2023 Est. Average Household Income		\$84,294
2023 Est. Median Household Income		\$61,310
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$64,332
Black or African American Alone		\$57,735
American Indian and Alaska Native Alone		\$40,933
Asian Alone		\$34,459
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$42,681
Two or More Races		\$52,757
Hispanic or Latino		\$45,967
Not Hispanic or Latino		\$63,881
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>2,700</b>	
Married-Couple Family, own children	861	31.89%
Married-Couple Family, no own children	1,304	48.30%
Male Householder, own children	89	3.30%
Male Householder, no own children	48	1.78%
Female Householder, own children	277	10.26%
Female Householder, no own children	121	4.48%
<b>2023 Est. Households by Household Size</b>	<b>4,480</b>	
1-person	1,622	36.21%
2-person	1,565	34.93%
3-person	503	11.23%
4-person	393	8.77%
5-person	188	4.20%
6-person	178	3.97%
7-or-more-person	31	0.69%
2023 Est. Average Household Size		2.22

# Community • Demographic Profile

Carroll, Iowa

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>4,480</b>	
Households with 1 or More People under Age 18:	1,287	28.73%
Married-Couple Family	881	68.45%
Other Family, Male Householder	94	7.30%
Other Family, Female Householder	294	22.84%
Nonfamily, Male Householder	15	1.17%
Nonfamily, Female Householder	3	0.23%
<b>Households with No People under Age 18:</b>	<b>3,193</b>	
Married-Couple Family	1,286	40.28%
Other Family, Male Householder	40	1.25%
Other Family, Female Householder	105	3.29%
Nonfamily, Male Householder	698	21.86%
Nonfamily, Female Householder	1,064	33.32%
<b>2023 Est. Households by Number of Vehicles</b>	<b>4,480</b>	
No Vehicles	413	9.22%
1 Vehicle	1,618	36.12%
2 Vehicles	1,740	38.84%
3 Vehicles	511	11.41%
4 Vehicles	164	3.66%
5 or more Vehicles	34	0.76%
2023 Est. Average Number of Vehicles		1.7
<b>Family Households</b>		
2028 Projection	2,719	
2023 Estimate	2,700	
2010 Census	2,609	
Growth 2023 - 2028		0.70%
Growth 2010 - 2023		3.49%
<b>2023 Est. Families by Poverty Status</b>	<b>2,700</b>	
2023 Families at or Above Poverty	2,582	95.63%
2023 Families at or Above Poverty with Children	1,104	40.89%
2023 Families Below Poverty	118	4.37%
2023 Families Below Poverty with Children	73	2.70%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	5,198	63.24%
Civilian Labor Force, Unemployed	131	1.59%
Armed Forces	0	0.00%
Not in Labor Force	2,890	35.16%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>5,171</b>	
For-Profit Private Workers	3,110	60.14%
Non-Profit Private Workers	590	11.41%
Local Government Workers	177	3.42%
State Government Workers	190	3.67%
Federal Government Workers	328	6.34%
Self-Employed Workers	775	14.99%
Unpaid Family Workers	1	0.02%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>5,171</b>	
Architect/Engineer	50	0.97%
Arts/Entertainment/Sports	137	2.65%
Building Grounds Maintenance	119	2.30%
Business/Financial Operations	168	3.25%
Community/Social Services	106	2.05%
Computer/Mathematical	34	0.66%
Construction/Extraction	234	4.53%
Education/Training/Library	221	4.27%
Farming/Fishing/Forestry	58	1.12%
Food Prep/Serving	265	5.12%
Health Practitioner/Technician	266	5.14%
Healthcare Support	355	6.87%
Maintenance Repair	80	1.55%
Legal	8	0.16%
Life/Physical/Social Science	45	0.87%
Management	512	9.90%
Office/Admin. Support	719	13.91%
Production	285	5.51%
Protective Services	78	1.51%
Sales/Related	528	10.21%
Personal Care/Service	206	3.98%
Transportation/Moving	697	13.48%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>5,171</b>	
White Collar	2,794	54.03%
Blue Collar	1,296	25.06%
Service and Farm	1,081	20.91%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>5,082</b>	
Drove Alone	4,232	83.27%
Car Pooled	388	7.63%
Public Transportation	0	0.00%
Walked	126	2.48%
Bicycle	36	0.71%
Other Means	40	0.79%
Worked at Home	260	5.12%

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,799	
15 - 29 Minutes	583	
30 - 44 Minutes	305	
45 - 59 Minutes	62	
60 or more Minutes	53	
2023 Est. Avg Travel Time to Work in Minutes		12
2023 Est. Occupied Housing Units by Tenure	4,480	
Owner Occupied	3,154	70.40%
Renter Occupied	1,326	29.60%
2023 Owner Occ. HUs: Avg. Length of Residence		18.50 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.40 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>4,480</b>	
Value Less than \$20,000	12	0.38%
Value \$20,000 - \$39,999	16	0.51%
Value \$40,000 - \$59,999	74	2.35%
Value \$60,000 - \$79,999	141	4.47%
Value \$80,000 - \$99,999	204	6.47%
Value \$100,000 - \$149,999	731	23.18%
Value \$150,000 - \$199,999	648	20.55%
Value \$200,000 - \$299,999	682	21.62%
Value \$300,000 - \$399,999	315	9.99%
Value \$400,000 - \$499,999	196	6.21%
Value \$500,000 - \$749,999	98	3.11%
Value \$750,000 - \$999,999	14	0.44%
Value \$1,000,000 or \$1,499,999	18	0.57%
Value \$1,500,000 or \$1,999,999	5	0.16%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$179,323
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	3,555	73.39%
1 Unit Attached	157	3.24%
2 Units	99	2.04%
3 or 4 Units	222	4.58%
5 to 19 Units	514	10.61%
20 to 49 Units	194	4.00%
50 or More Units	70	1.44%
Mobile Home or Trailer	33	0.68%
Boat, RV, Van, etc.	0	0.00%

<sup>†</sup> Years

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	56	1.16%
Housing Units Built 2010 to 2014	93	1.92%
Housing Units Built 2000 to 2009	496	10.24%
Housing Units Built 1990 to 1999	435	8.98%
Housing Units Built 1980 to 1989	523	10.80%
Housing Units Built 1970 to 1979	814	16.80%
Housing Units Built 1960 to 1969	803	16.58%
Housing Units Built 1950 to 1959	605	12.49%
Housing Units Built 1940 to 1949	297	6.13%
Housing Unit Built 1939 or Earlier	722	14.91%
2023 Est. Median Year Structure Built		1970



# 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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