The**Retail**Coach®

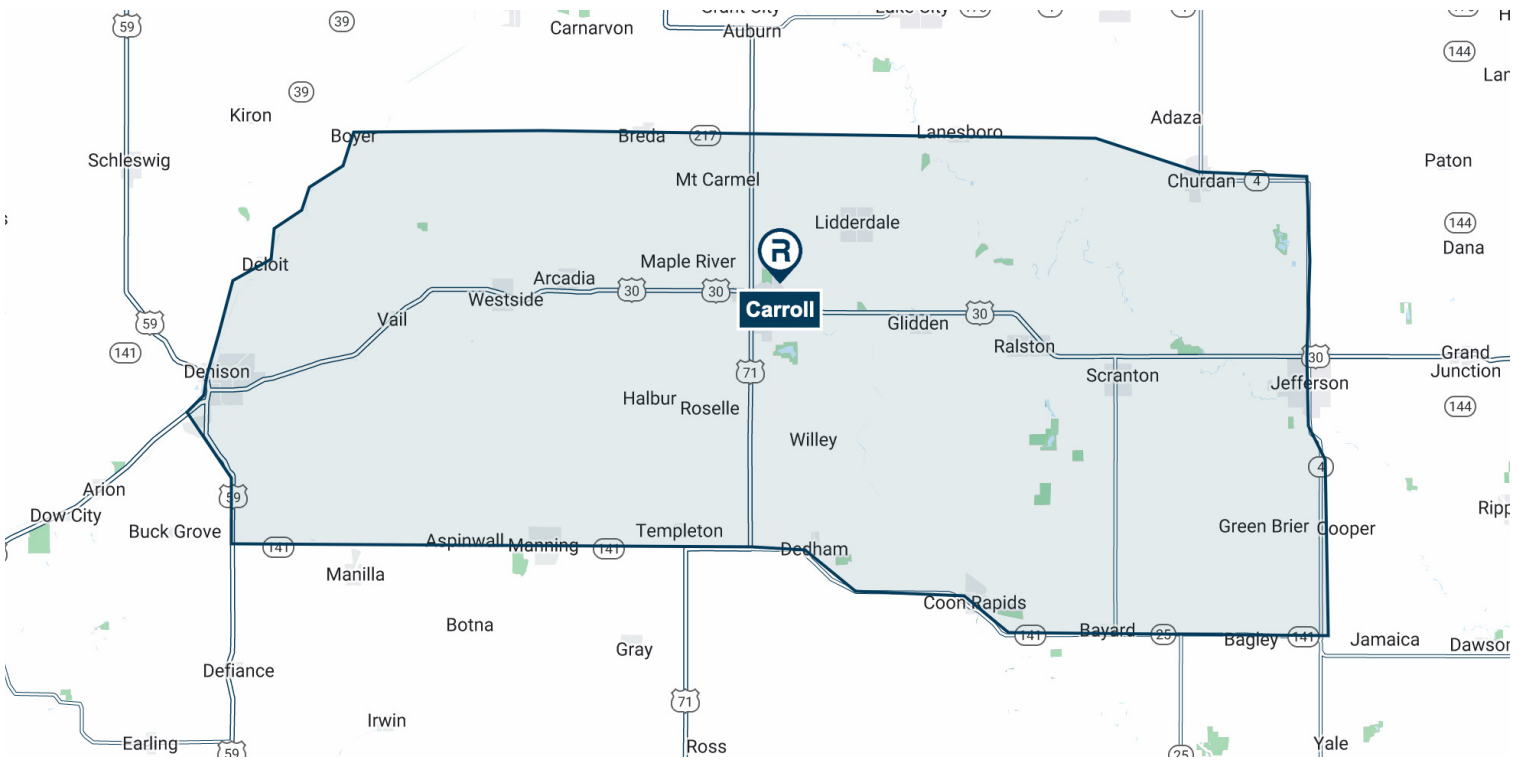# Primary Retail Trade Area Demographic Profile

CARROLL, IOWA

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

Primary Retail Trade Area • Demographic Snapshot
Carroll, Iowa

Population

2020	34,204
2023	33,848
2028	33,649

Educational Attainment (%)

Graduate or Professional Degree	4.90%
Bachelors Degree	15.70%
Associate Degree	11.38%
Some College	21.82%
High School Graduate (GED)	34.73%
Some High School, No Degree	6.12%
Less than 9th Grade	5.36%

Income

Average HH	$84,294
Median HH	$65,473
Per Capita	$35,145

Age

0 - 9 Years	12.98%
10 - 17 Years	11.11%
18 - 24 Years	8.57%
25 - 34 Years	11.08%
35 - 44 Years	11.01%
45 - 54 Years	10.66%
55 - 64 Years	13.25%
65 and Older	21.35%
Median Age	40.66
Average Age	41.26

Race Distribution (%)

White	81.14%
Black/African American	2.27%
American Indian/Alaskan	0.51%
Asian	1.58%
Native Hawaiian/Islander	0.01%
Other Race	8.02%
Two or More Races	6.45%
Hispanic	15.41%

Primary Retail Trade Area • Demographic Profile

Carroll, Iowa

DESCRIPTION	DATA	%
Population		
2028 Projection	33,649	
2023 Estimate	33,848	
2020 Census	34,204	
2010 Census	34,683	
Growth 2023 - 2028		-0.58%
Growth 2020 - 2023		-1.3%
Growth 2010 - 2020		-1.37%
2023 Est. Population by Single-Classification Race	**33,848**	
White Alone	27,466	81.14%
Black or African American Alone	770	2.27%
Amer. Indian and Alaska Native Alone	174	0.51%
Asian Alone	536	1.58%
Native Hawaiian and Other Pacific Island Alone	3	0.01%
Some Other Race Alone	2,714	8.02%
Two or More Races	2,185	6.45%
2023 Est. Population by Hispanic or Latino Origin	**33,848**	
Not Hispanic or Latino	28,632	84.59%
Hispanic or Latino	5,216	15.41%
Mexican	3,681	70.57%
Puerto Rican	125	2.40%
Cuban	28	0.54%
All Other Hispanic or Latino	1,382	26.50%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**5,216**	
White Alone	739	14.17%
Black or African American Alone	14	0.27%
American Indian and Alaska Native Alone	140	2.68%
Asian Alone	5	0.10%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	2,675	51.28%
Two or More Races	1,644	31.52%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	**536**	
Chinese, except Taiwanese	63	11.75%
Filipino	43	8.02%
Japanese	0	0.00%
Asian Indian	29	5.41%
Korean	138	25.75%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	2	0.37%
All Other Asian Races Including 2+ Category	262	48.88%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	26,720	84.37%
Speak Asian/Pacific Island Language at Home	392	1.24%
Speak IndoEuropean Language at Home	124	0.39%
Speak Spanish at Home	4,012	12.67%
Speak Other Language at Home	420	1.33%

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Carroll, Iowa

DESCRIPTION	DATA	%
2023 Est. Population by Age	**33,848**	
Age 0 - 4	2,180	6.44%
Age 5 - 9	2,213	6.54%
Age 10 - 14	2,317	6.84%
Age 15 - 17	1,443	4.26%
Age 18 - 20	1,292	3.82%
Age 21 - 24	1,610	4.76%
Age 25 - 34	3,750	11.08%
Age 35 - 44	3,725	11.01%
Age 45 - 54	3,607	10.66%
Age 55 - 64	4,484	13.25%
Age 65 - 74	3,902	11.53%
Age 75 - 84	2,135	6.31%
Age 85 and over	1,190	3.52%
Age 16 and over	26,668	78.79%
Age 18 and over	25,695	75.91%
Age 21 and over	24,403	72.10%
Age 65 and over	7,227	21.35%
2023 Est. Median Age		40.66
2023 Est. Average Age		41.26
2023 Est. Population by Sex	**33,848**	
Male	16,900	49.93%
Female	16,948	50.07%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**16,900**	
Age 0 - 4	1,120	6.63%
Age 5 - 9	1,144	6.77%
Age 10 - 14	1,207	7.14%
Age 15 - 17	747	4.42%
Age 18 - 20	680	4.02%
Age 21 - 24	835	4.94%
Age 25 - 34	1,868	11.05%
Age 35 - 44	1,947	11.52%
Age 45 - 54	1,851	10.95%
Age 55 - 64	2,259	13.37%
Age 65 - 74	1,927	11.40%
Age 75 - 84	921	5.45%
Age 85 and over	394	2.33%
2023 Est. Median Age, Male		39.36
2023 Est. Average Age, Male		40.05
2023 Est. Female Population by Age	**16,948**	
Age 0 - 4	1,060	6.25%
Age 5 - 9	1,069	6.31%
Age 10 - 14	1,110	6.55%
Age 15 - 17	696	4.11%
Age 18 - 20	612	3.61%
Age 21 - 24	775	4.57%
Age 25 - 34	1,882	11.11%
Age 35 - 44	1,778	10.49%
Age 45 - 54	1,757	10.37%
Age 55 - 64	2,224	13.12%
Age 65 - 74	1,975	11.65%
Age 75 - 84	1,214	7.16%
Age 85 and over	796	4.70%
2023 Est. Median Age, Female		42.11
2023 Est. Average Age, Female		42.40

Primary Retail Trade Area • Demographic Profile

Carroll, Iowa

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,737	28.51%
Males, Never Married	4,352	16.04%
Females, Never Married	3,385	12.47%
Married, Spouse present	14,141	52.11%
Married, Spouse absent	778	2.87%
Widowed	2,104	7.75%
Males Widowed	396	1.46%
Females Widowed	1,708	6.29%
Divorced	2,378	8.76%
Males Divorced	1,095	4.04%
Females Divorced	1,283	4.73%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,221	5.36%
Some High School, no diploma	1,396	6.12%
High School Graduate (or GED)	7,915	34.73%
Some College, no degree	4,973	21.82%
Associate Degree	2,594	11.38%
Bachelor's Degree	3,578	15.70%
Master's Degree	799	3.51%
Professional School Degree	243	1.07%
Doctorate Degree	75	0.33%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,539	59.03%
High School Graduate	655	25.12%
Some College or Associate's Degree	358	13.73%
Bachelor's Degree or Higher	54	2.07%
Households		
2028 Projection	13,673	
2023 Estimate	13,718	
2020 Census	13,836	
2010 Census	13,938	
Growth 2023 - 2028		-0.32%
Growth 2020 - 2023		-0.84%
Growth 2010 - 2020		-0.72%
2023 Est. Households by Household Type	13,718	
Family Households	8,922	65.04%
Nonfamily Households	4,796	34.96%
2023 Est. Group Quarters Population	946	
2023 Households by Ethnicity, Hispanic/Latino	1,522	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	13,718	
Income < $15,000	1,249	9.11%
Income $15,000 - $24,999	1,053	7.68%
Income $25,000 - $34,999	1,207	8.80%
Income $35,000 - $49,999	1,846	13.46%
Income $50,000 - $74,999	2,291	16.70%
Income $75,000 - $99,999	1,706	12.44%
Income $100,000 - $124,999	1,547	11.28%
Income $125,000 - $149,999	1,061	7.73%
Income $150,000 - $199,999	983	7.17%
Income $200,000 - $249,999	459	3.35%
Income $250,000 - $499,999	240	1.75%
Income $500,000+	76	0.55%
2023 Est. Average Household Income		$84,294
2023 Est. Median Household Income		$65,473
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$62,727
Black or African American Alone		$48,016
American Indian and Alaska Native Alone		$32,859
Asian Alone		$128,154
Native Hawaiian and Other Pacific Islander Alone		$62,894
Some Other Race Alone		$101,660
Two or More Races		$62,679
Hispanic or Latino		$63,378
Not Hispanic or Latino		$65,841
2023 Est. Family HH Type by Presence of Own Child.	8,922	
Married-Couple Family, own children	2,898	32.48%
Married-Couple Family, no own children	4,386	49.16%
Male Householder, own children	329	3.69%
Male Householder, no own children	216	2.42%
Female Householder, own children	750	8.41%
Female Householder, no own children	343	3.84%
2023 Est. Households by Household Size	13,718	
1-person	4,135	30.14%
2-person	5,077	37.01%
3-person	1,490	10.86%
4-person	1,399	10.20%
5-person	962	7.01%
6-person	342	2.49%
7-or-more-person	313	2.28%
2023 Est. Average Household Size		2.40

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**13,718**	
Households with 1 or More People under Age 18:	4,231	30.84%
Married-Couple Family	3,010	71.14%
Other Family, Male Householder	365	8.63%
Other Family, Female Householder	808	19.10%
Nonfamily, Male Householder	40	0.95%
Nonfamily, Female Householder	8	0.19%
Households with No People under Age 18:	**9,487**	
Married-Couple Family	4,277	45.08%
Other Family, Male Householder	173	1.82%
Other Family, Female Householder	290	3.06%
Nonfamily, Male Householder	2,129	22.44%
Nonfamily, Female Householder	2,617	27.58%
2023 Est. Households by Number of Vehicles	**13,718**	
No Vehicles	912	6.65%
1 Vehicle	3,728	27.18%
2 Vehicles	5,331	38.86%
3 Vehicles	2,616	19.07%
4 Vehicles	837	6.10%
5 or more Vehicles	295	2.15%
2023 Est. Average Number of Vehicles		2.0
Family Households		
2028 Projection	8,887	
2023 Estimate	8,922	
2010 Census	9,042	
Growth 2023 - 2028		-0.38%
Growth 2010 - 2023		-1.32%
2023 Est. Families by Poverty Status	**8,922**	
2023 Families at or Above Poverty	8,170	91.57%
2023 Families at or Above Poverty with Children	3,476	38.96%
2023 Families Below Poverty	751	8.42%
2023 Families Below Poverty with Children	465	5.21%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	16,715	62.68%
Civilian Labor Force, Unemployed	578	2.17%
Armed Forces	0	0.00%
Not in Labor Force	9,375	35.16%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**16,747**	
For-Profit Private Workers	10,272	61.34%
Non-Profit Private Workers	1,939	11.58%
Local Government Workers	286	1.71%
State Government Workers	506	3.02%
Federal Government Workers	1,095	6.54%
Self-Employed Workers	2,627	15.69%
Unpaid Family Workers	22	0.13%
2023 Est. Civ. Employed Pop 16+ by Occupation	**16,747**	
Architect/Engineer	113	0.68%
Arts/Entertainment/Sports	230	1.37%
Building Grounds Maintenance	394	2.35%
Business/Financial Operations	483	2.88%
Community/Social Services	325	1.94%
Computer/Mathematical	196	1.17%
Construction/Extraction	980	5.85%
Education/Training/Library	787	4.70%
Farming/Fishing/Forestry	334	1.99%
Food Prep/Serving	641	3.83%
Health Practitioner/Technician	833	4.97%
Healthcare Support	820	4.90%
Maintenance Repair	354	2.11%
Legal	76	0.45%
Life/Physical/Social Science	138	0.82%
Management	1,759	10.50%
Office/Admin. Support	1,812	10.82%
Production	2,124	12.68%
Protective Services	146	0.87%
Sales/Related	1,413	8.44%
Personal Care/Service	630	3.76%
Transportation/Moving	2,157	12.88%
2023 Est. Pop 16+ by Occupation Classification	**16,747**	
White Collar	8,166	48.76%
Blue Collar	5,616	33.53%
Service and Farm	2,965	17.70%
2023 Est. Workers Age 16+ by Transp. to Work	**16,554**	
Drove Alone	13,734	82.96%
Car Pooled	1,375	8.31%
Public Transportation	16	0.10%
Walked	438	2.65%
Bicycle	47	0.28%
Other Means	65	0.39%
Worked at Home	879	5.31%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,601	
15 - 29 Minutes	3,557	
30 - 44 Minutes	1,438	
45 - 59 Minutes	448	
60 or more Minutes	582	
2023 Est. Avg Travel Time to Work in Minutes		17
2023 Est. Occupied Housing Units by Tenure	13,718	
Owner Occupied	9,991	72.83%
Renter Occupied	3,727	27.17%
2023 Owner Occ. HUs: Avg. Length of Residence		19.24†
2023 Renter Occ. HUs: Avg. Length of Residence		7.47†
2023 Est. Owner-Occupied Housing Units by Value	**13,718**	
Value Less than $20,000	210	2.10%
Value $20,000 - $39,999	319	3.19%
Value $40,000 - $59,999	441	4.41%
Value $60,000 - $79,999	619	6.20%
Value $80,000 - $99,999	863	8.64%
Value $100,000 - $149,999	2,175	21.77%
Value $150,000 - $199,999	1,518	15.19%
Value $200,000 - $299,999	2,108	21.10%
Value $300,000 - $399,999	978	9.79%
Value $400,000 - $499,999	382	3.82%
Value $500,000 - $749,999	254	2.54%
Value $750,000 - $999,999	56	0.56%
Value $1,000,000 or $1,499,999	36	0.36%
Value $1,500,000 or $1,999,999	16	0.16%
Value $2,000,000+	15	0.15%
2023 Est. Median All Owner-Occupied Housing Value		$160,654
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	11,877	78.71%
1 Unit Attached	348	2.31%
2 Units	515	3.41%
3 or 4 Units	467	3.10%
5 to 19 Units	1,007	6.67%
20 to 49 Units	354	2.35%
50 or More Units	121	0.80%
Mobile Home or Trailer	401	2.66%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	225	1.49%
Housing Units Built 2010 to 2014	151	1.00%
Housing Units Built 2000 to 2009	1,232	8.16%
Housing Units Built 1990 to 1999	1,469	9.74%
Housing Units Built 1980 to 1989	1,320	8.75%
Housing Units Built 1970 to 1979	2,214	14.67%
Housing Units Built 1960 to 1969	1,817	12.04%
Housing Units Built 1950 to 1959	1,423	9.43%
Housing Units Built 1940 to 1949	891	5.91%
Housing Unit Built 1939 or Earlier	4,346	28.80%
2023 Est. Median Year Structure Built		1965

† 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.

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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