



The**Retail**Coach[®]

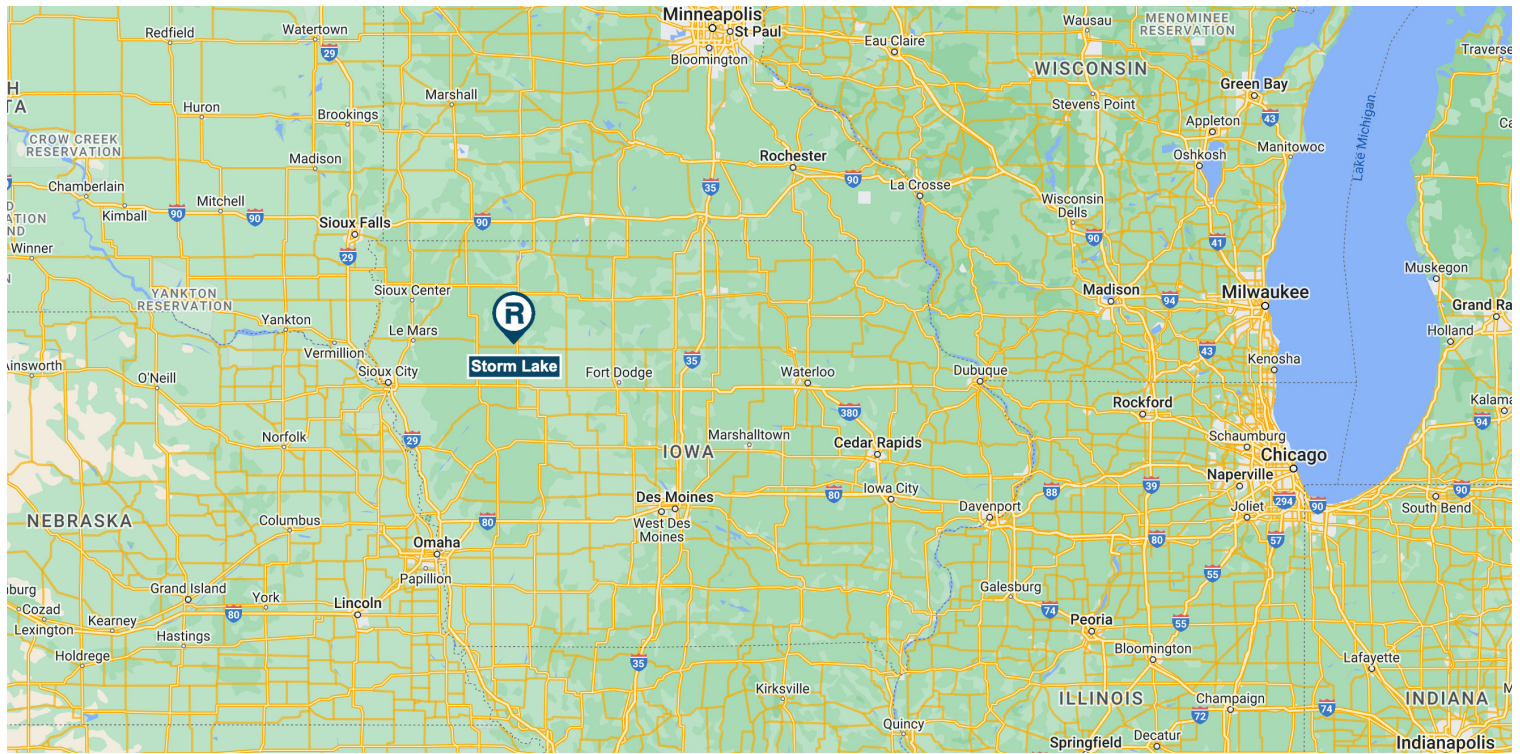
Community Demographic Profile

STORM LAKE, IOWA

Prepared for City of Storm Lake
April 2024

Community • Demographic Snapshot

Storm Lake, Iowa



Population

2020	11,269
2024	10,933
2029	10,940

Educational Attainment (%)

Graduate or Professional Degree	7.18%
Bachelors Degree	13.62%
Associate Degree	9.62%
Some College	12.71%
High School Graduate (or GED)	29.26%
Some High School, No Degree	11.45%
Less than 9th Grade	16.16%

Income

Average HH	\$86,094
Median HH	\$61,206
Per Capita	\$29,495

Age

0 - 9 Years	14.39%
10 - 17 Years	11.90%
18 - 24 Years	13.42%
25 - 34 Years	12.95%
35 - 44 Years	12.51%
45 - 54 Years	10.05%
55 - 64 Years	10.15%
65 and Older	14.63%
Median Age	32.87
Average Age	36.20

Race Distribution (%)

White	37.84%
Black/African American	6.00%
American Indian/Alaskan	0.73%
Asian	14.82%
Native Hawaiian/Islander	5.91%
Other Race	20.26%
Two or More Races	14.44%
Hispanic	40.93%



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Community • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
Population		
2029 Projection	10,940	
2024 Estimate	10,933	
2020 Census	11,269	
2010 Census	10,652	
Growth 2024 - 2029		0.06%
Growth 2020 - 2024		-2.97%
Growth 2010 - 2020		5.79%
2024 Est. Population by Single-Classification Race	10,933	
White Alone	4,137	37.84%
Black or African American Alone	656	6.00%
Amer. Indian and Alaska Native Alone	80	0.73%
Asian Alone	1,620	14.82%
Native Hawaiian and Other Pacific Island Alone	646	5.91%
Some Other Race Alone	2,215	20.26%
Two or More Races	1,579	14.44%
2024 Est. Population by Hispanic or Latino Origin	10,933	
Not Hispanic or Latino	6,458	59.07%
Hispanic or Latino	4,475	40.93%
Mexican	3,226	72.09%
Puerto Rican	3	0.07%
Cuban	131	2.93%
All Other Hispanic or Latino	1,115	24.92%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	4,475	
White Alone	812	18.14%
Black or African American Alone	28	0.63%
American Indian and Alaska Native Alone	62	1.39%
Asian Alone	11	0.25%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	2,159	48.25%
Two or More Races	1,403	31.35%
2024 Est. Pop by Race, Asian Alone, by Category	1,620	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	4	0.25%
Asian Indian	0	0.00%
Korean	12	0.74%
Vietnamese	77	4.75%
Cambodian	0	0.00%
Hmong	683	42.16%
Laotian	409	25.25%
Thai	71	4.38%
All Other Asian Races Including 2+ Category	364	22.47%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	10,933	
Arab	15	0.14%
Czech	50	0.46%
Danish	111	1.01%
Dutch	94	0.86%
English	367	3.36%
French (except Basque)	97	0.89%
French Canadian	8	0.07%
German	1,699	15.54%
Greek	6	0.06%
Hungarian	0	0.00%
Irish	778	7.12%
Italian	18	0.17%
Lithuanian	0	0.00%
United States or American	137	1.25%
Norwegian	249	2.28%
Polish	35	0.32%
Portuguese	7	0.06%
Russian	6	0.06%
Scottish	48	0.44%
Scotch-Irish	7	0.06%
Slovak	0	0.00%
Subsaharan African	175	1.60%
Swedish	154	1.41%
Swiss	3	0.03%
Ukrainian	21	0.19%
Welsh	30	0.27%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	4,829	44.17%
Ancestry Unclassified	1,989	18.19%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	5,233	51.45%
Speak Asian/Pacific Island Language at Home	1,327	13.05%
Speak IndoEuropean Language at Home	18	0.18%
Speak Spanish at Home	3,388	33.31%
Speak Other Language at Home	206	2.02%

Community • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
2024 Est. Population by Age	10,933	
Age 0 - 4	761	6.96%
Age 5 - 9	812	7.43%
Age 10 - 14	802	7.34%
Age 15 - 17	499	4.56%
Age 18 - 20	807	7.38%
Age 21 - 24	660	6.04%
Age 25 - 34	1,416	12.95%
Age 35 - 44	1,368	12.51%
Age 45 - 54	1,099	10.05%
Age 55 - 64	1,110	10.15%
Age 65 - 74	925	8.46%
Age 75 - 84	408	3.73%
Age 85 and over	266	2.43%
Age 16 and over	8,395	76.79%
Age 18 and over	8,059	73.71%
Age 21 and over	7,252	66.33%
Age 65 and over	1,599	14.63%
2024 Est. Median Age		32.87
2024 Est. Average Age		36.20
2024 Est. Population by Sex	10,933	
Male	5,497	50.28%
Female	5,436	49.72%
2024 Est. Male Population by Age	5,497	
Age 0 - 4	389	7.08%
Age 5 - 9	397	7.22%
Age 10 - 14	411	7.48%
Age 15 - 17	268	4.87%
Age 18 - 20	430	7.82%
Age 21 - 24	337	6.13%
Age 25 - 34	735	13.37%
Age 35 - 44	720	13.10%
Age 45 - 54	542	9.86%
Age 55 - 64	561	10.21%
Age 65 - 74	455	8.28%
Age 75 - 84	177	3.22%
Age 85 and over	75	1.36%
2024 Est. Median Age, Male		31.93
2024 Est. Average Age, Male		35.20
2024 Est. Female Population by Age	5,436	
Age 0 - 4	372	6.84%
Age 5 - 9	415	7.63%
Age 10 - 14	391	7.19%
Age 15 - 17	231	4.25%
Age 18 - 20	377	6.93%
Age 21 - 24	323	5.94%
Age 25 - 34	681	12.53%
Age 35 - 44	648	11.92%
Age 45 - 54	557	10.25%
Age 55 - 64	549	10.10%
Age 65 - 74	470	8.65%
Age 75 - 84	231	4.25%
Age 85 and over	191	3.51%
2024 Est. Median Age, Female		33.89
2024 Est. Average Age, Female		37.30

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,062	35.78%
Males, Never Married	1,699	19.85%
Females, Never Married	1,363	15.93%
Married, Spouse present	3,496	40.85%
Married, Spouse absent	589	6.88%
Widowed	540	6.31%
Males Widowed	149	1.74%
Females Widowed	391	4.57%
Divorced	871	10.18%
Males Divorced	473	5.53%
Females Divorced	398	4.65%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,065	16.16%
Some High School, no diploma	755	11.45%
High School Graduate (or GED)	1,929	29.26%
Some College, no degree	838	12.71%
Associate Degree	634	9.62%
Bachelor's Degree	898	13.62%
Master's Degree	303	4.60%
Professional School Degree	87	1.32%
Doctorate Degree	83	1.26%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,309	55.28%
High School Graduate	599	25.30%
Some College or Associate's Degree	294	12.42%
Bachelor's Degree or Higher	166	7.01%
Households		
2029 Projection	3,506	
2024 Estimate	3,529	
2020 Census	3,668	
2010 Census	3,630	
Growth 2024 - 2029		-0.64%
Growth 2020 - 2024		-3.78%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	3,529	
Family Households	2,292	64.95%
Nonfamily Households	1,237	35.05%
2024 Est. Group Quarters Population	632	
2024 Households by Ethnicity, Hispanic/Latino	1,244	

Community • Demographic Profile

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	3,529	
Income < \$15,000	179	5.07%
Income \$15,000 - \$24,999	339	9.61%
Income \$25,000 - \$34,999	284	8.05%
Income \$35,000 - \$49,999	529	14.99%
Income \$50,000 - \$74,999	893	25.30%
Income \$75,000 - \$99,999	331	9.38%
Income \$100,000 - \$124,999	238	6.74%
Income \$125,000 - \$149,999	183	5.19%
Income \$150,000 - \$199,999	268	7.59%
Income \$200,000 - \$249,999	178	5.04%
Income \$250,000 - \$499,999	79	2.24%
Income \$500,000+	28	0.79%
2024 Est. Average Household Income		\$86,094
2024 Est. Median Household Income		\$61,206
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$67,494
Black or African American Alone		\$65,079
American Indian and Alaska Native Alone		\$62,441
Asian Alone		\$70,537
Native Hawaiian and Other Pacific Islander Alone		\$200,000
Some Other Race Alone		\$39,961
Two or More Races		\$52,289
Hispanic or Latino		\$52,349
Not Hispanic or Latino		\$64,658
2024 Est. HH by Type and Presence of Own Child.	3,529	
Family Households with Children	979	27.74%
Family Households without Children	2,550	72.26%
Married-Couple Families	1,506	42.67%
Married-Couple Family, own children	766	21.71%
Married-Couple Family, no own children	740	20.97%
Cohabiting-Couple Families	355	10.06%
Cohabiting-Couple Family, own children	71	2.01%
Cohabiting-Couple Family, no own children	284	8.05%
Male Householder Families	902	25.56%
Male Householder, own children	5	0.14%
Male Householder, no own children	68	1.93%
Male Householder, only Nonrelatives	96	2.72%
Male Householder, Living Alone	733	20.77%
Female Householder Families	766	21.71%
Female Householder, own children	137	3.88%
Female Householder, no own children	37	1.05%
Female Householder, only Nonrelatives	9	0.26%
Female Householder, Living Alone	583	16.52%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	3,529	
1-person	798	22.61%
2-person	1,124	31.85%
3-person	418	11.85%
4-person	486	13.77%
5-person	358	10.14%
6-person	174	4.93%
7-or-more-person	171	4.85%
2024 Est. Average Household Size		2.92
2024 Est. Households by Number of Vehicles	3,529	
No Vehicles	191	5.41%
1 Vehicle	1,191	33.75%
2 Vehicles	1,267	35.90%
3 Vehicles	673	19.07%
4 Vehicles	98	2.78%
5 or more Vehicles	109	3.09%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	2,278	
2024 Estimate	2,292	
2020 Estimate	2,475	
2010 Census	2,361	
Growth 2024 - 2029		-0.60%
Growth 2020 - 2024		-7.38%
Growth 2010 - 2020		4.83%
2024 Est. Families by Poverty Status	2,292	
2024 Families at or Above Poverty	2,143	93.50%
2024 Families at or Above Poverty with Children	1,181	51.53%
2024 Families Below Poverty	149	6.50%
2024 Families Below Poverty with Children	130	5.67%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	5,405	64.38%
Civilian Labor Force, Unemployed	353	4.20%
Armed Forces	0	0.00%
Not in Labor Force	2,637	31.41%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	4,192	74.99%
Non-Profit Private Workers	521	9.32%
Local Government Workers	16	0.29%
State Government Workers	180	3.22%
Federal Government Workers	382	6.83%
Self-Employed Workers	293	5.24%
Unpaid Family Workers	6	0.11%

Community • Demographic Profile

Storm Lake, Iowa

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	46	0.82%
Arts/Entertainment/Sports	59	1.06%
Building Grounds Maintenance	169	3.02%
Business/Financial Operations	78	1.39%
Community/Social Services	26	0.47%
Computer/Mathematical	25	0.45%
Construction/Extraction	191	3.42%
Education/Training/Library	382	6.83%
Farming/Fishing/Forestry	86	1.54%
Food Prep/Serving	233	4.17%
Health Practitioner/Technician	175	3.13%
Healthcare Support	68	1.22%
Maintenance Repair	184	3.29%
Legal	26	0.47%
Life/Physical/Social Science	3	0.05%
Management	311	5.56%
Office/Admin. Support	412	7.37%
Production	1,816	32.49%
Protective Services	72	1.29%
Sales/Related	533	9.54%
Personal Care/Service	150	2.68%
Transportation/Moving	545	9.75%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	2,076	37.14%
Blue Collar	2,736	48.95%
Service and Farm	778	13.92%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	3,492	63.85%
Car Pooled	1,203	22.00%
Public Transportation	11	0.20%
Walked	387	7.08%
Bicycle	24	0.44%
Other Means	10	0.18%
Worked at Home	342	6.25%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,092	
15 - 29 Minutes	600	
30 - 44 Minutes	435	
45 - 59 Minutes	49	
60 or more Minutes	43	
2024 Est. Avg Travel Time to Work in Minutes		13
2024 Est. Occupied Housing Units by Tenure	3,529	
Owner Occupied	2,219	62.88%
Renter Occupied	1,310	37.12%
2024 Owner Occ. HUs: Avg. Length of Residence		16.80 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.20 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	2,219	
Value Less than \$20,000	50	2.25%
Value \$20,000 - \$39,999	3	0.14%
Value \$40,000 - \$59,999	39	1.76%
Value \$60,000 - \$79,999	183	8.25%
Value \$80,000 - \$99,999	59	2.66%
Value \$100,000 - \$149,999	568	25.60%
Value \$150,000 - \$199,999	454	20.46%
Value \$200,000 - \$299,999	541	24.38%
Value \$300,000 - \$399,999	88	3.97%
Value \$400,000 - \$499,999	80	3.60%
Value \$500,000 - \$749,999	108	4.87%
Value \$750,000 - \$999,999	41	1.85%
Value \$1,000,000 or \$1,499,999	5	0.23%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2024 Est. Median All Owner-Occupied Housing Value		\$171,266
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	2,385	61.90%
1 Unit Attached	102	2.65%
2 Units	250	6.49%
3 or 4 Units	170	4.41%
5 to 19 Units	585	15.18%
20 to 49 Units	291	7.55%
50 or More Units	0	0.00%
Mobile Home or Trailer	70	1.82%
Boat, RV, Van, etc.	0	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	13	0.34%
Housing Units Built 2010 to 2019	293	7.61%
Housing Units Built 2000 to 2009	104	2.70%
Housing Units Built 1990 to 1999	267	6.93%
Housing Units Built 1980 to 1989	446	11.58%
Housing Units Built 1970 to 1979	750	19.46%
Housing Units Built 1960 to 1969	512	13.29%
Housing Units Built 1950 to 1959	515	13.37%
Housing Units Built 1940 to 1949	148	3.84%
Housing Unit Built 1939 or Earlier	805	20.89%
2024 Est. Median Year Structure Built		1969

[†] 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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