

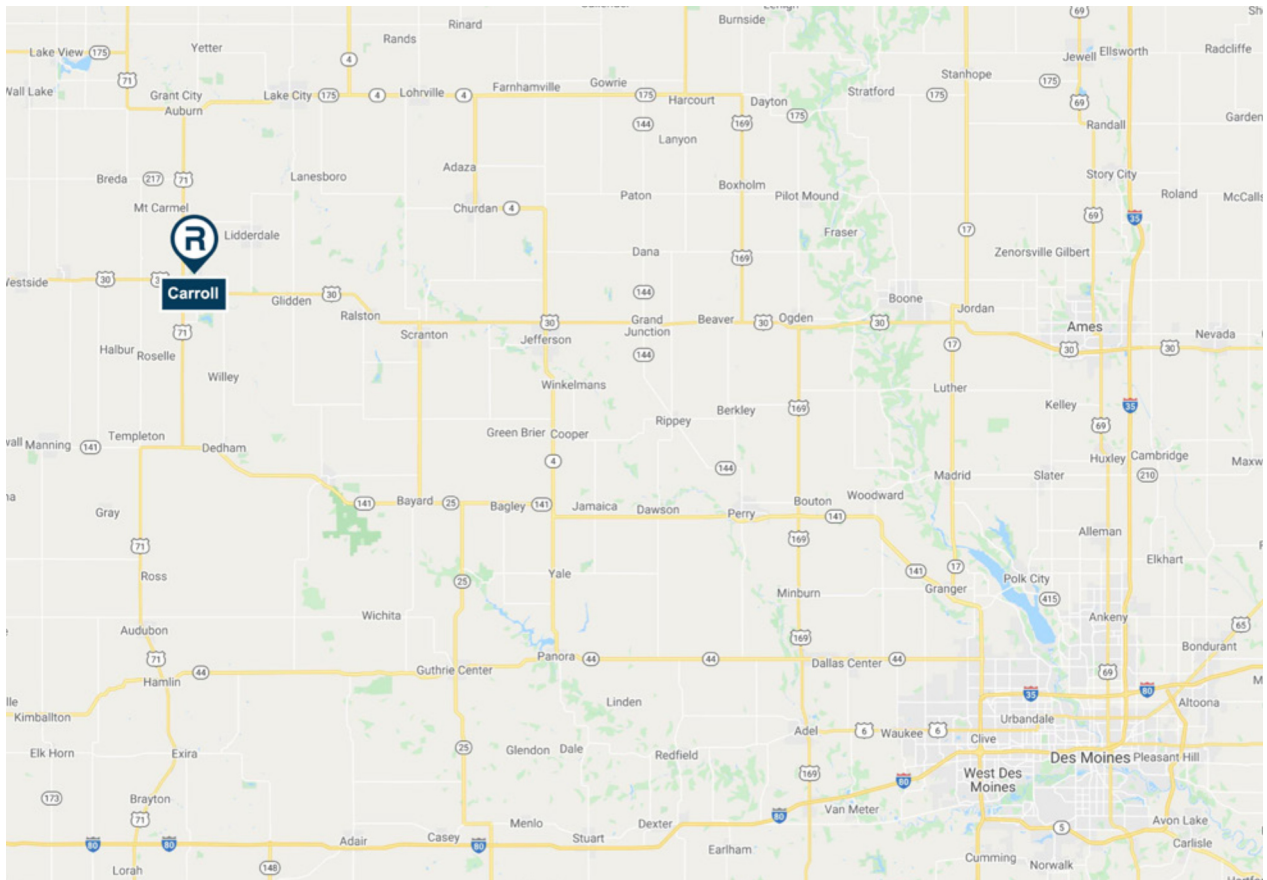


CARROLL, IOWA

Community Demographic Profile



Community



Prepared for:



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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.



Community • Demographic Profile

Carroll, Iowa

DESCRIPTION	DATA	%
Population		
2026 Projection	9,797	
2021 Estimate	9,833	
2010 Census	10,103	
2000 Census	10,071	
Growth 2021 - 2026		-0.37%
Growth 2010 - 2021		-2.67%
Growth 2000 - 2010		0.32%
2021 Est. Population by Single-Classification Race	9,833	
White Alone	9,101	92.56%
Black or African American Alone	184	1.87%
Amer. Indian and Alaska Native Alone	18	0.18%
Asian Alone	80	0.81%
Native Hawaiian and Other Pacific Island Alone	2	0.02%
Some Other Race Alone	258	2.62%
Two or More Races	190	1.93%
2021 Est. Population by Hispanic or Latino Origin	9,833	
Not Hispanic or Latino	9,409	95.69%
Hispanic or Latino	424	4.31%
Mexican	336	79.25%
Puerto Rican	8	1.89%
Cuban	0	0.00%
All Other Hispanic or Latino	80	18.87%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	424	
White Alone	142	33.49%
Black or African American Alone	0	0.00%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	2	0.47%
Some Other Race Alone	257	60.61%
Two or More Races	23	5.43%
2021 Est. Pop by Race, Asian Alone, by Category	80	
Chinese, except Taiwanese	0	0.00%
Filipino	42	52.50%
Japanese	0	0.00%
Asian Indian	27	33.75%
Korean	11	13.75%
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	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	9,833	
Arab	0	0.00%
Czech	1	0.01%
Danish	208	2.12%
Dutch	218	2.22%
English	370	3.76%
French (except Basque)	53	0.54%
French Canadian	5	0.05%
German	4,798	48.80%
Greek	12	0.12%
Hungarian	15	0.15%
Irish	1,068	10.86%
Italian	73	0.74%
Lithuanian	9	0.09%
United States or American	362	3.68%
Norwegian	262	2.67%
Polish	49	0.50%
Portuguese	0	0.00%
Russian	22	0.22%
Scottish	47	0.48%
Scotch-Irish	15	0.15%
Slovak	0	0.00%
Subsaharan African	12	0.12%
Swedish	127	1.29%
Swiss	12	0.12%
Ukrainian	0	0.00%
Welsh	36	0.37%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	631	6.42%
Ancestry Unclassified	1,428	14.52%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	8,350	90.91%
Speak Asian/Pacific Island Language at Home	35	0.38%
Speak IndoEuropean Language at Home	144	1.57%
Speak Spanish at Home	652	7.10%
Speak Other Language at Home	4	0.04%

Community • Demographic Profile

Carroll, Iowa

DESCRIPTION	DATA	%
2021 Est. Population by Age	9,833	
Age 0 - 4	648	6.59%
Age 5 - 9	664	6.75%
Age 10 - 14	697	7.09%
Age 15 - 17	374	3.80%
Age 18 - 20	331	3.37%
Age 21 - 24	426	4.33%
Age 25 - 34	1,070	10.88%
Age 35 - 44	1,116	11.35%
Age 45 - 54	1,076	10.94%
Age 55 - 64	1,292	13.14%
Age 65 - 74	1,080	10.98%
Age 75 - 84	642	6.53%
Age 85 and over	417	4.24%
Age 16 and over	7,703	78.34%
Age 18 and over	7,450	75.77%
Age 21 and over	7,119	72.40%
Age 65 and over	2,139	21.75%
2021 Est. Median Age		41.32
2021 Est. Average Age		41.70
2021 Est. Population by Sex	9,833	
Male	4,718	47.98%
Female	5,115	52.02%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	4,718	
Age 0 - 4	333	7.06%
Age 5 - 9	336	7.12%
Age 10 - 14	367	7.78%
Age 15 - 17	193	4.09%
Age 18 - 20	171	3.62%
Age 21 - 24	213	4.52%
Age 25 - 34	500	10.60%
Age 35 - 44	563	11.93%
Age 45 - 54	520	11.02%
Age 55 - 64	625	13.25%
Age 65 - 74	504	10.68%
Age 75 - 84	244	5.17%
Age 85 and over	149	3.16%
2021 Est. Median Age, Male		39.41
2021 Est. Average Age, Male		39.90
2021 Est. Female Population by Age	5,115	
Age 0 - 4	315	6.16%
Age 5 - 9	328	6.41%
Age 10 - 14	330	6.45%
Age 15 - 17	181	3.54%
Age 18 - 20	160	3.13%
Age 21 - 24	213	4.16%
Age 25 - 34	570	11.14%
Age 35 - 44	553	10.81%
Age 45 - 54	556	10.87%
Age 55 - 64	667	13.04%
Age 65 - 74	576	11.26%
Age 75 - 84	398	7.78%
Age 85 and over	268	5.24%
2021 Est. Median Age, Female		43.32
2021 Est. Average Age, Female		43.30

Community • Demographic Profile

Carroll, Iowa

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,889	24.14%
Males, Never Married	1,107	14.15%
Females, Never Married	782	10.00%
Married, Spouse present	4,096	52.35%
Married, Spouse absent	180	2.30%
Widowed	693	8.86%
Males Widowed	100	1.28%
Females Widowed	593	7.58%
Divorced	966	12.35%
Males Divorced	386	4.93%
Females Divorced	580	7.41%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	273	4.1%
Some High School, no diploma	186	2.8%
High School Graduate (or GED)	2,159	32.3%
Some College, no degree	1,509	22.5%
Associate Degree	826	12.3%
Bachelor's Degree	1,226	18.3%
Master's Degree	348	5.2%
Professional School Degree	99	1.5%
Doctorate Degree	67	1.0%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	60	32.79%
High School Graduate	51	27.87%
Some College or Associate's Degree	21	11.48%
Bachelor's Degree or Higher	51	27.87%
Households		
2026 Projection	4,355	
2021 Estimate	4,339	
2010 Census	4,339	
2000 Census	4,154	
Growth 2021 - 2026		0.37%
Growth 2010 - 2021		0.00%
Growth 2000 - 2010		4.45%
2021 Est. Households by Household Type	4,339	
Family Households	2,604	60.01%
Nonfamily Households	1,735	39.99%
2021 Est. Group Quarters Population	247	
2021 Households by Ethnicity, Hispanic/Latino	126	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	4,339	
Income < \$15,000	464	10.69%
Income \$15,000 - \$24,999	420	9.68%
Income \$25,000 - \$34,999	622	14.34%
Income \$35,000 - \$49,999	567	13.07%
Income \$50,000 - \$74,999	437	10.07%
Income \$75,000 - \$99,999	613	14.13%
Income \$100,000 - \$124,999	453	10.44%
Income \$125,000 - \$149,999	265	6.11%
Income \$150,000 - \$199,999	288	6.64%
Income \$200,000 - \$249,999	109	2.51%
Income \$250,000 - \$499,999	86	1.98%
Income \$500,000+	15	0.35%
2021 Est. Average Household Income		\$77,294
2021 Est. Median Household Income		\$54,242
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$53,469
Black or African American Alone		\$193,500
American Indian and Alaska Native Alone		\$30,028
Asian Alone		\$112,110
Native Hawaiian and Other Pacific Islander Alone		\$25,000
Some Other Race Alone		\$33,699
Two or More Races		\$42,472
Hispanic or Latino		\$32,630
Not Hispanic or Latino		\$55,215
2021 Est. Family HH Type by Presence of Own Child.	2,604	
Married-Couple Family, own children	832	31.95%
Married-Couple Family, no own children	1,255	48.20%
Male Householder, own children	87	3.34%
Male Householder, no own children	44	1.69%
Female Householder, own children	269	10.33%
Female Householder, no own children	117	4.49%
2021 Est. Households by Household Size	4,339	
1-person	1,600	36.88%
2-person	1,433	33.03%
3-person	571	13.16%
4-person	419	9.66%
5-person	209	4.82%
6-person	83	1.91%
7-or-more-person	24	0.55%
2021 Est. Average Household Size		2.21

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	4,339	
Households with 1 or More People under Age 18:	1,241	28.60%
Married-Couple Family	849	68.41%
Other Family, Male Householder	92	7.41%
Other Family, Female Householder	285	22.97%
Nonfamily, Male Householder	13	1.05%
Nonfamily, Female Householder	2	0.16%
Households with No People under Age 18:	3,098	71.40%
Married-Couple Family	1,237	39.93%
Other Family, Male Householder	40	1.29%
Other Family, Female Householder	102	3.29%
Nonfamily, Male Householder	683	22.05%
Nonfamily, Female Householder	1,036	33.44%
2021 Est. Households by Number of Vehicles	4,339	
No Vehicles	276	6.36%
1 Vehicle	1,538	35.45%
2 Vehicles	1,763	40.63%
3 Vehicles	601	13.85%
4 Vehicles	118	2.72%
5 or more Vehicles	43	0.99%
2021 Est. Average Number of Vehicles		1.8
Family Households		
2026 Projection	2,614	
2021 Estimate	2,604	
2010 Census	2,598	
2000 Census	2,641	
Growth 2021 - 2026		0.38%
Growth 2010 - 2021		0.23%
Growth 2000 - 2010		-1.63%
2021 Est. Families by Poverty Status	2,604	
2021 Families at or Above Poverty	2,511	96.43%
2021 Families at or Above Poverty with Children	1,113	42.74%
2021 Families Below Poverty	93	3.57%
2021 Families Below Poverty with Children	59	2.27%
2021 Est. Pop 16+ by Employment Status	7,703	
Civilian Labor Force, Employed	5,089	66.07%
Civilian Labor Force, Unemployed	99	1.29%
Armed Forces	21	0.27%
Not in Labor Force	2,494	32.38%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	5,099	
For-Profit Private Workers	3,047	59.76%
Non-Profit Private Workers	587	11.51%
Local Government Workers	72	1.41%
State Government Workers	279	5.47%
Federal Government Workers	317	6.22%
Self-Employed Workers	797	15.63%
Unpaid Family Workers	0	0.00%
2021 Est. Civ. Employed Pop 16+ by Occupation	5,099	
Architect/Engineer	22	0.43%
Arts/Entertainment/Sports	63	1.24%
Building Grounds Maintenance	171	3.35%
Business/Financial Operations	207	4.06%
Community/Social Services	122	2.39%
Computer/Mathematical	54	1.06%
Construction/Extraction	203	3.98%
Education/Training/Library	274	5.37%
Farming/Fishing/Forestry	70	1.37%
Food Prep/Serving	146	2.86%
Health Practitioner/ Technician	369	7.24%
Healthcare Support	288	5.65%
Maintenance Repair	254	4.98%
Legal	1	0.02%
Life/Physical/Social Science	53	1.04%
Management	465	9.12%
Office/Admin. Support	544	10.67%
Production	367	7.20%
Protective Services	65	1.28%
Sales/Related	525	10.30%
Personal Care/Service	259	5.08%
Transportation/Moving	577	11.32%
2021 Est. Pop 16+ by Occupation Classification	5,099	
White Collar	2,699	52.93%
Blue Collar	1,401	27.48%
Service and Farm	999	19.59%
2021 Est. Workers Age 16+ by Transp. to Work	5,092	
Drove Alone	4,243	83.33%
Car Pooled	349	6.85%
Public Transportation	23	0.45%
Walked	108	2.12%
Bicycle	42	0.83%
Other Means	41	0.81%
Worked at Home	286	5.62%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,859	
15 - 29 Minutes	582	
30 - 44 Minutes	291	
45 - 59 Minutes	35	
60 or more Minutes	61	
2021 Est. Avg Travel Time to Work in Minutes		12
2021 Est. Occupied Housing Units by Tenure	4,339	
Owner Occupied	2,989	68.89%
Renter Occupied	1,350	31.11%
2021 Owner Occ. HUs: Avg. Length of Residence		17.9
2021 Renter Occ. HUs: Avg. Length of Residence		7.1
2021 Est. Owner-Occupied Housing Units by Value	4,339	
Value Less than \$20,000	18	0.60%
Value \$20,000 - \$39,999	39	1.31%
Value \$40,000 - \$59,999	68	2.28%
Value \$60,000 - \$79,999	109	3.65%
Value \$80,000 - \$99,999	232	7.76%
Value \$100,000 - \$149,999	699	23.39%
Value \$150,000 - \$199,999	776	25.96%
Value \$200,000 - \$299,999	528	17.67%
Value \$300,000 - \$399,999	251	8.40%
Value \$400,000 - \$499,999	183	6.12%
Value \$500,000 - \$749,999	47	1.57%
Value \$750,000 - \$999,999	20	0.67%
Value \$1,000,000 or \$1,499,999	14	0.47%
Value \$1,500,000 or \$1,999,999	5	0.17%
Value \$2,000,000+	0	0.00%
2021 Est. Median All Owner-Occupied Housing Value		\$170,399
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	3,535	74.36%
1 Unit Attached	105	2.21%
2 Units	110	2.31%
3 or 4 Units	259	5.45%
5 to 19 Units	516	10.85%
20 to 49 Units	91	1.91%
50 or More Units	117	2.46%
Mobile Home or Trailer	21	0.44%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	128	2.69%
Housing Units Built 2010 to 2014	214	4.50%
Housing Units Built 2000 to 2009	311	6.54%
Housing Units Built 1990 to 1999	664	13.97%
Housing Units Built 1980 to 1989	545	11.46%
Housing Units Built 1970 to 1979	717	15.08%
Housing Units Built 1960 to 1969	656	13.80%
Housing Units Built 1950 to 1959	466	9.80%
Housing Units Built 1940 to 1949	232	4.88%
Housing Unit Built 1939 or Earlier	821	17.27%
2021 Est. Median Year Structure Built		1973



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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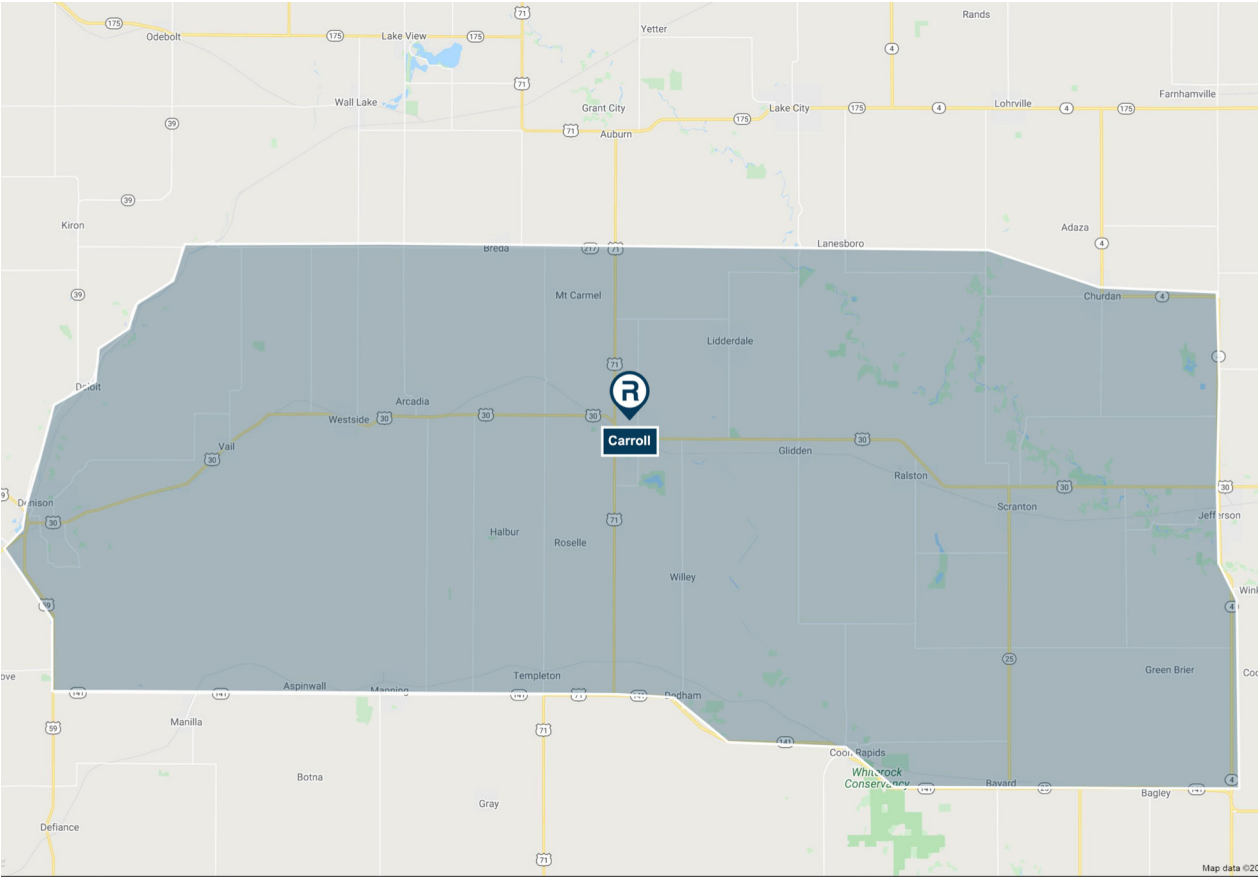


CARROLL, IOWA

Primary Retail Trade Area Demographic Profile



Primary Retail Trade Area



Prepared for:



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Primary Retail Trade Area • Demographic Profile

Carroll, Iowa

DESCRIPTION	DATA	%
Population		
2026 Projection	33,551	
2021 Estimate	33,707	
2010 Census	34,687	
2000 Census	34,917	
Growth 2021 - 2026		-0.46%
Growth 2010 - 2021		-2.83%
Growth 2000 - 2010		-0.66%
2021 Est. Population by Single-Classification Race	33,707	
White Alone	28,678	85.08%
Black or African American Alone	913	2.71%
Amer. Indian and Alaska Native Alone	132	0.39%
Asian Alone	498	1.48%
Native Hawaiian and Other Pacific Island Alone	23	0.07%
Some Other Race Alone	2,864	8.50%
Two or More Races	598	1.77%
2021 Est. Population by Hispanic or Latino Origin	33,707	
Not Hispanic or Latino	28,489	84.52%
Hispanic or Latino	5,218	15.48%
Mexican	3,748	71.83%
Puerto Rican	28	0.54%
Cuban	8	0.15%
All Other Hispanic or Latino	1,434	27.48%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	5,218	
White Alone	2,057	39.42%
Black or African American Alone	16	0.31%
American Indian and Alaska Native Alone	46	0.88%
Asian Alone	9	0.17%
Native Hawaiian and Other Pacific Islander Alone	12	0.23%
Some Other Race Alone	2,846	54.54%
Two or More Races	231	4.43%
2021 Est. Pop by Race, Asian Alone, by Category	498	
Chinese, except Taiwanese	21	4.22%
Filipino	66	13.25%
Japanese	0	0.00%
Asian Indian	45	9.04%
Korean	12	2.41%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.20%
All Other Asian Races Including 2+ Category	353	70.88%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	33,707	
Arab	0	0.00%
Czech	81	0.24%
Danish	650	1.93%
Dutch	559	1.66%
English	1,429	4.24%
French (except Basque)	240	0.71%
French Canadian	52	0.15%
German	12,669	37.59%
Greek	13	0.04%
Hungarian	15	0.05%
Irish	2,977	8.83%
Italian	247	0.73%
Lithuanian	33	0.10%
United States or American	1,225	3.63%
Norwegian	937	2.78%
Polish	290	0.86%
Portuguese	0	0.00%
Russian	38	0.11%
Scottish	256	0.76%
Scotch-Irish	142	0.42%
Slovak	1	0.00%
Subsaharan African	157	0.47%
Swedish	525	1.56%
Swiss	99	0.29%
Ukrainian	1	0.00%
Welsh	66	0.20%
West Indian (except Hisp. groups)	5	0.02%
Other ancestries	5,946	17.64%
Ancestry Unclassified	5,056	15.00%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	26,473	84.33%
Speak Asian/Pacific Island Language at Home	329	1.05%
Speak IndoEuropean Language at Home	408	1.30%
Speak Spanish at Home	4,162	13.26%
Speak Other Language at Home	21	0.07%

Primary Retail Trade Area • Demographic Profile

Carroll, Iowa

DESCRIPTION	DATA	%
2021 Est. Population by Age	33,707	
Age 0 - 4	2,314	6.87%
Age 5 - 9	2,285	6.78%
Age 10 - 14	2,336	6.93%
Age 15 - 17	1,460	4.33%
Age 18 - 20	1,293	3.84%
Age 21 - 24	1,632	4.84%
Age 25 - 34	3,687	10.94%
Age 35 - 44	3,766	11.17%
Age 45 - 54	3,724	11.05%
Age 55 - 64	4,447	13.19%
Age 65 - 74	3,587	10.64%
Age 75 - 84	2,020	5.99%
Age 85 and over	1,158	3.44%
Age 16 and over	26,294	78.01%
Age 18 and over	25,313	75.10%
Age 21 and over	24,020	71.26%
Age 65 and over	6,764	20.07%
2021 Est. Median Age		39.91
2021 Est. Average Age		40.57
2021 Est. Population by Sex	33,707	
Male	16,793	49.82%
Female	16,914	50.18%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	16,793	
Age 0 - 4	1,173	6.99%
Age 5 - 9	1,156	6.88%
Age 10 - 14	1,200	7.15%
Age 15 - 17	747	4.45%
Age 18 - 20	678	4.04%
Age 21 - 24	831	4.95%
Age 25 - 34	1,877	11.18%
Age 35 - 44	1,985	11.82%
Age 45 - 54	1,891	11.26%
Age 55 - 64	2,239	13.33%
Age 65 - 74	1,760	10.48%
Age 75 - 84	867	5.16%
Age 85 and over	390	2.32%
2021 Est. Median Age, Male		38.72
2021 Est. Average Age, Male		39.48
2021 Est. Female Population by Age	16,914	
Age 0 - 4	1,141	6.75%
Age 5 - 9	1,129	6.68%
Age 10 - 14	1,136	6.72%
Age 15 - 17	713	4.22%
Age 18 - 20	615	3.64%
Age 21 - 24	801	4.74%
Age 25 - 34	1,810	10.70%
Age 35 - 44	1,782	10.54%
Age 45 - 54	1,833	10.84%
Age 55 - 64	2,208	13.05%
Age 65 - 74	1,827	10.80%
Age 75 - 84	1,153	6.82%
Age 85 and over	768	4.54%
2021 Est. Median Age, Female		41.26
2021 Est. Average Age, Female		41.59

Primary Retail Trade Area • Demographic Profile

Carroll, Iowa

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,079	26.44%
Males, Never Married	4,027	15.04%
Females, Never Married	3,052	11.40%
Married, Spouse present	14,733	55.03%
Married, Spouse absent	672	2.51%
Widowed	1,857	6.94%
Males Widowed	360	1.35%
Females Widowed	1,497	5.59%
Divorced	2,432	9.08%
Males Divorced	992	3.71%
Females Divorced	1,440	5.38%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,463	6.5%
Some High School, no diploma	1,474	6.6%
High School Graduate (or GED)	7,854	35.1%
Some College, no degree	4,605	20.6%
Associate Degree	2,608	11.6%
Bachelor's Degree	3,218	14.4%
Master's Degree	814	3.6%
Professional School Degree	259	1.2%
Doctorate Degree	93	0.4%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,751	68.99%
High School Graduate	459	18.09%
Some College or Associate's Degree	253	9.97%
Bachelor's Degree or Higher	75	2.96%
Households		
2026 Projection	13,645	
2021 Estimate	13,666	
2010 Census	13,905	
2000 Census	13,644	
Growth 2021 - 2026		-0.15%
Growth 2010 - 2021		-1.72%
Growth 2000 - 2010		1.91%
2021 Est. Households by Household Type	13,666	
Family Households	8,894	65.08%
Nonfamily Households	4,772	34.92%
2021 Est. Group Quarters Population	881	
2021 Households by Ethnicity, Hispanic/Latino	1,358	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	13,666	
Income < \$15,000	1,350	9.88%
Income \$15,000 - \$24,999	1,160	8.49%
Income \$25,000 - \$34,999	1,385	10.14%
Income \$35,000 - \$49,999	1,930	14.12%
Income \$50,000 - \$74,999	2,052	15.02%
Income \$75,000 - \$99,999	1,980	14.49%
Income \$100,000 - \$124,999	1,512	11.06%
Income \$125,000 - \$149,999	924	6.76%
Income \$150,000 - \$199,999	765	5.60%
Income \$200,000 - \$249,999	287	2.10%
Income \$250,000 - \$499,999	250	1.83%
Income \$500,000+	71	0.52%
2021 Est. Average Household Income		\$78,990
2021 Est. Median Household Income		\$61,126
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$58,366
Black or African American Alone		\$86,601
American Indian and Alaska Native Alone		\$35,000
Asian Alone		\$118,882
Native Hawaiian and Other Pacific Islander Alone		\$35,000
Some Other Race Alone		\$76,115
Two or More Races		\$41,852
Hispanic or Latino		\$58,386
Not Hispanic or Latino		\$61,549
2021 Est. Family HH Type by Presence of Own Child.	8,894	
Married-Couple Family, own children	2,910	32.72%
Married-Couple Family, no own children	4,359	49.01%
Male Householder, own children	326	3.67%
Male Householder, no own children	220	2.47%
Female Householder, own children	740	8.32%
Female Householder, no own children	340	3.82%
2021 Est. Households by Household Size	13,666	
1-person	4,276	31.29%
2-person	4,767	34.88%
3-person	1,807	13.22%
4-person	1,402	10.26%
5-person	834	6.10%
6-person	371	2.72%
7-or-more-person	209	1.53%
2021 Est. Average Household Size		2.41

Primary Retail Trade Area • Demographic Profile

Carroll, Iowa

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	13,666	
Households with 1 or More People under Age 18:	4,219	30.87%
Married-Couple Family	3,011	71.37%
Other Family, Male Householder	362	8.58%
Other Family, Female Householder	796	18.87%
Nonfamily, Male Householder	42	1.00%
Nonfamily, Female Householder	8	0.19%
Households with No People under Age 18:	9,447	69.13%
Married-Couple Family	4,254	45.03%
Other Family, Male Householder	182	1.93%
Other Family, Female Householder	286	3.03%
Nonfamily, Male Householder	2,142	22.67%
Nonfamily, Female Householder	2,582	27.33%
2021 Est. Households by Number of Vehicles	13,666	
No Vehicles	789	5.77%
1 Vehicle	3,827	28.00%
2 Vehicles	5,222	38.21%
3 Vehicles	2,732	19.99%
4 Vehicles	758	5.55%
5 or more Vehicles	339	2.48%
2021 Est. Average Number of Vehicles		2.02
Family Households		
2026 Projection	8,880	
2021 Estimate	8,894	
2010 Census	9,041	
2000 Census	9,187	
Growth 2021 - 2026		-0.16%
Growth 2010 - 2021		-1.63%
Growth 2000 - 2010		-1.59%
2021 Est. Families by Poverty Status	8,894	
2021 Families at or Above Poverty	8,323	93.58%
2021 Families at or Above Poverty with Children	3,574	40.18%
2021 Families Below Poverty	571	6.42%
2021 Families Below Poverty with Children	359	4.04%
2021 Est. Pop 16+ by Employment Status	26,293	
Civilian Labor Force, Employed	16,591	63.10%
Civilian Labor Force, Unemployed	697	2.65%
Armed Forces	27	0.10%
Not in Labor Force	8,978	34.15%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	16,754	
For-Profit Private Workers	10,538	62.90%
Non-Profit Private Workers	1,672	9.98%
Local Government Workers	218	1.30%
State Government Workers	636	3.80%
Federal Government Workers	1,060	6.33%
Self-Employed Workers	2,582	15.41%
Unpaid Family Workers	48	0.29%
2021 Est. Civ. Employed Pop 16+ by Occupation	16,754	
Architect/Engineer	95	0.57%
Arts/Entertainment/Sports	123	0.73%
Building Grounds Maintenance	528	3.15%
Business/Financial Operations	563	3.36%
Community/Social Services	319	1.90%
Computer/Mathematical	206	1.23%
Construction/Extraction	780	4.66%
Education/Training/Library	861	5.14%
Farming/Fishing/Forestry	336	2.01%
Food Prep/Serving	644	3.84%
Health Practitioner/ Technician	989	5.90%
Healthcare Support	630	3.76%
Maintenance Repair	660	3.94%
Legal	64	0.38%
Life/Physical/Social Science	94	0.56%
Management	1,799	10.74%
Office/Admin. Support	1,574	9.40%
Production	2,375	14.18%
Protective Services	148	0.88%
Sales/Related	1,395	8.33%
Personal Care/Service	574	3.43%
Transportation/Moving	1,996	11.91%
2021 Est. Pop 16+ by Occupation Classification	16,754	
White Collar	8,082	48.24%
Blue Collar	5,810	34.68%
Service and Farm	2,862	17.08%
2021 Est. Workers Age 16+ by Transp. to Work	16,606	
Drove Alone	13,550	81.60%
Car Pooled	1,343	8.09%
Public Transportation	39	0.24%
Walked	410	2.47%
Bicycle	100	0.60%
Other Means	175	1.05%
Worked at Home	990	5.96%

Primary Retail Trade Area • Demographic Profile

Carroll, Iowa

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,770	
15 - 29 Minutes	3,466	
30 - 44 Minutes	1,498	
45 - 59 Minutes	400	
60 or more Minutes	514	
2021 Est. Avg Travel Time to Work in Minutes		17
2021 Est. Occupied Housing Units by Tenure	13,666	
Owner Occupied	9,981	73.04%
Renter Occupied	3,685	26.97%
2021 Owner Occ. HUs: Avg. Length of Residence		18.85
2021 Renter Occ. HUs: Avg. Length of Residence		8.03
2021 Est. Owner-Occupied Housing Units by Value	13,666	
Value Less than \$20,000	255	2.56%
Value \$20,000 - \$39,999	268	2.69%
Value \$40,000 - \$59,999	586	5.87%
Value \$60,000 - \$79,999	861	8.63%
Value \$80,000 - \$99,999	1,113	11.15%
Value \$100,000 - \$149,999	2,176	21.80%
Value \$150,000 - \$199,999	1,862	18.66%
Value \$200,000 - \$299,999	1,618	16.21%
Value \$300,000 - \$399,999	633	6.34%
Value \$400,000 - \$499,999	339	3.40%
Value \$500,000 - \$749,999	154	1.54%
Value \$750,000 - \$999,999	52	0.52%
Value \$1,000,000 or \$1,499,999	30	0.30%
Value \$1,500,000 or \$1,999,999	10	0.10%
Value \$2,000,000+	27	0.27%
2021 Est. Median All Owner-Occupied Housing Value		\$143,249
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	12,130	80.43%
1 Unit Attached	307	2.04%
2 Units	381	2.53%
3 or 4 Units	517	3.43%
5 to 19 Units	918	6.09%
20 to 49 Units	235	1.56%
50 or More Units	136	0.90%
Mobile Home or Trailer	458	3.04%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	255	1.69%
Housing Units Built 2010 to 2014	317	2.10%
Housing Units Built 2000 to 2009	1,022	6.78%
Housing Units Built 1990 to 1999	1,614	10.70%
Housing Units Built 1980 to 1989	1,187	7.87%
Housing Units Built 1970 to 1979	2,293	15.20%
Housing Units Built 1960 to 1969	1,818	12.05%
Housing Units Built 1950 to 1959	1,461	9.69%
Housing Units Built 1940 to 1949	802	5.32%
Housing Unit Built 1939 or Earlier	4,314	28.60%
2021 Est. Median Year Structure Built		1966



ACKNOWLEDGMENTS

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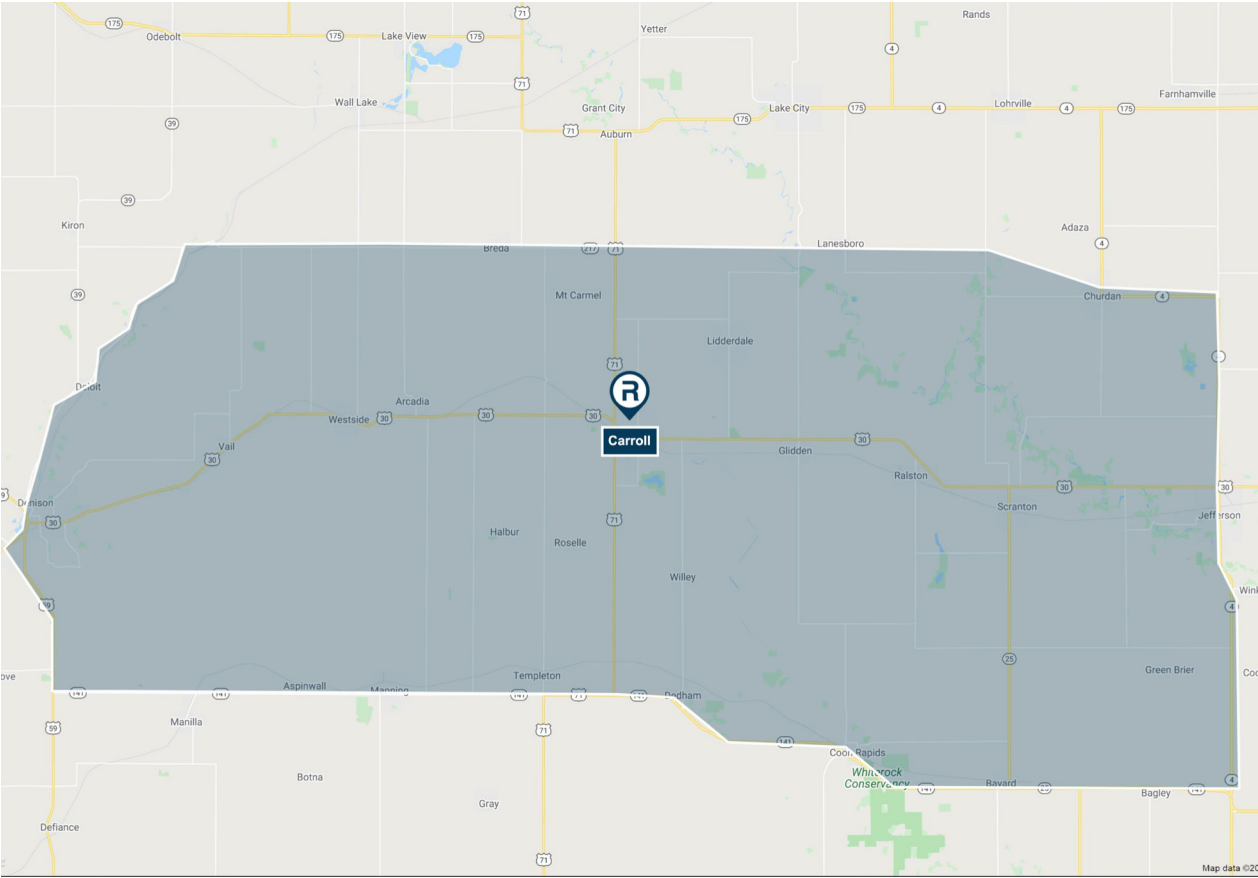
CARROLL, IOWA



Primary Retail Trade Area Retail Demand Outlook



Primary Retail Trade Area



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Primary Retail Trade Area • Retail Demand Outlook

Carroll, Iowa

NAICS	DESCRIPTION	2021 DEMAND	2026 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$318,104,592	\$345,081,716	\$26,977,124	1.64%
441	Motor vehicle and parts dealers	\$57,946,052	\$65,596,333	\$7,650,281	2.51%
4411	Automobile dealers	\$49,533,123	\$56,052,207	\$6,519,084	2.50%
4412	Other motor vehicle dealers	\$2,005,361	\$2,341,153	\$335,793	3.14%
4413	Automotive parts, accessories, and tire stores	\$6,407,569	\$7,202,973	\$795,405	2.37%
442	Furniture and home furnishings stores	\$3,593,021	\$3,554,072	-\$38,950	-0.22%
4421	Furniture stores	\$2,174,539	\$2,134,226	-\$40,313	-0.37%
4422	Home furnishings stores	\$1,418,483	\$1,419,846	\$1,363	0.02%
443	Electronics and appliance stores	\$6,080,630	\$6,787,730	\$707,101	2.22%
443141	Household appliance stores	\$1,454,487	\$1,561,470	\$106,984	1.43%
443142	Electronics stores	\$4,626,143	\$5,226,260	\$600,117	2.47%
444	Building material and garden equipment and supplies dealers	\$17,441,936	\$18,025,225	\$583,289	0.66%
4441	Building material and supplies dealers	\$15,234,115	\$15,715,761	\$481,646	0.62%
44411	Home centers	\$8,678,074	\$8,964,638	\$286,564	0.65%
44412	Paint and wallpaper stores	\$552,474	\$569,572	\$17,099	0.61%
44413	Hardware stores	\$1,485,599	\$1,530,521	\$44,922	0.60%
44419	Other building material dealers	\$4,517,968	\$4,651,029	\$133,062	0.58%
4442	Lawn and garden equipment and supplies stores	\$2,207,821	\$2,309,464	\$101,643	0.90%
44421	Outdoor power equipment stores	\$387,688	\$398,011	\$10,323	0.53%
44422	Nursery, garden center, and farm supply stores	\$1,820,134	\$1,911,454	\$91,320	0.98%
445	Food and beverage stores	\$48,496,616	\$49,529,384	\$1,032,769	0.42%
4451	Grocery stores	\$44,854,547	\$45,803,732	\$949,186	0.42%
44511	Supermarkets and other grocery (except convenience) stores	\$42,947,069	\$43,856,903	\$909,833	0.42%
44512	Convenience stores	\$1,907,477	\$1,946,830	\$39,352	0.41%
4452	Specialty food stores	\$1,336,477	\$1,345,015	\$8,538	0.13%
4453	Beer, wine, and liquor stores	\$2,305,592	\$2,380,637	\$75,045	0.64%
446	Health and personal care stores	\$8,546,775	\$9,445,219	\$898,444	2.02%
44611	Pharmacies and drug stores	\$6,483,403	\$7,148,969	\$665,566	1.97%
44612	Cosmetics, beauty supplies, and perfume stores	\$382,811	\$434,798	\$51,987	2.58%
44613	Optical goods stores	\$1,331,811	\$1,473,013	\$141,201	2.04%
44619	Other health and personal care stores	\$348,749	\$388,439	\$39,690	2.18%
447	Gasoline stations	\$26,850,954	\$31,983,513	\$5,132,558	3.56%

Primary Retail Trade Area • Retail Demand Outlook

Carroll, Iowa

NAICS	DESCRIPTION	2021 DEMAND	2026 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	\$9,488,799	\$9,354,465	-\$134,334	-0.28%
4481	Clothing stores	\$6,906,935	\$6,683,938	-\$222,997	-0.65%
44811	Men's clothing stores	\$278,314	\$266,042	-\$12,272	-0.90%
44812	Women's clothing stores	\$1,236,668	\$1,187,646	-\$49,022	-0.81%
44813	Children's and infants' clothing stores	\$375,527	\$365,541	-\$9,986	-0.54%
44814	Family clothing stores	\$4,282,567	\$4,161,320	-\$121,247	-0.57%
44815	Clothing accessories stores	\$222,839	\$215,486	-\$7,353	-0.67%
44819	Other clothing stores	\$511,022	\$487,905	-\$23,117	-0.92%
4482	Shoe stores	\$2,007,213	\$2,072,176	\$64,963	0.64%
4483	Jewelry, luggage, and leather goods stores	\$574,651	\$598,351	\$23,700	0.81%
44831	Jewelry stores	\$418,899	\$444,786	\$25,888	1.21%
44832	Luggage and leather goods stores	\$155,752	\$153,564	-\$2,188	-0.28%
451	Sporting goods, hobby, musical instrument, and book stores	\$4,064,764	\$4,559,513	\$494,749	2.32%
4511	Sporting goods, hobby, and musical instrument stores	\$3,168,981	\$3,660,921	\$491,940	2.93%
45111	Sporting goods stores	\$1,882,129	\$2,207,988	\$325,859	3.25%
45112	Hobby, toy, and game stores	\$668,376	\$729,960	\$61,584	1.78%
45113	Sewing, needlework, and piece goods stores	\$107,202	\$110,353	\$3,151	0.58%
45114	Musical instrument and supplies stores	\$511,274	\$612,620	\$101,346	3.68%
4512	Book stores and news dealers	\$895,783	\$898,592	\$2,809	0.06%
452	General merchandise stores	\$42,736,909	\$44,995,661	\$2,258,752	1.04%
4522	Department stores	\$2,663,978	\$2,746,355	\$82,377	0.61%
4523	Other general merchandise stores	\$40,072,931	\$42,249,306	\$2,176,375	1.06%
453	Miscellaneous store retailers	\$7,004,182	\$7,711,924	\$707,742	1.94%
4531	Florists	\$212,940	\$217,705	\$4,764	0.44%
4532	Office supplies, stationery, and gift stores	\$1,229,960	\$1,247,644	\$17,683	0.29%
45321	Office supplies and stationery stores	\$450,044	\$455,335	\$5,291	0.23%
45322	Gift, novelty, and souvenir stores	\$779,917	\$792,309	\$12,392	0.32%
4533	Used merchandise stores	\$1,131,880	\$1,199,908	\$68,029	1.17%
4539	Other miscellaneous store retailers	\$4,429,402	\$5,046,668	\$617,266	2.64%
45391	Pet and pet supplies stores	\$2,051,554	\$2,616,541	\$564,987	4.99%
45399	All other miscellaneous store retailers	\$2,377,848	\$2,430,126	\$52,278	0.44%
454	Non-store retailers	\$45,299,761	\$47,824,914	\$2,525,153	1.09%
722	Food services and drinking places	\$40,554,192	\$45,713,762	\$5,159,570	2.42%
7223	Special food services	\$2,828,216	\$3,192,174	\$363,958	2.45%
7224	Drinking places (alcoholic beverages)	\$1,094,731	\$1,178,399	\$83,668	1.48%
7225	Restaurants and other eating places	\$36,631,245	\$41,343,188	\$4,711,944	2.45%
722511	Full-service restaurants	\$17,451,452	\$19,622,654	\$2,171,202	2.37%
722513	Limited-service restaurants	\$16,263,631	\$18,426,454	\$2,162,823	2.53%
722514	Cafeterias, grill buffets, and buffets	\$414,030	\$469,173	\$55,143	2.53%
722515	Snack and nonalcoholic beverage bars	\$2,502,132	\$2,824,908	\$322,776	2.46%



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* Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.

