

DEMOGRAPHIC INFORMATION

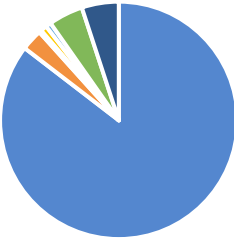
KEY THEMES

- The Le Mars community has seen greater population growth during the past ten years (7.58%) and the past 50 years (29.56%) than both Plymouth County and the State of Iowa.
- The population of people identifying as Hispanic/Latino has grown significantly: in 2000, Hispanic/Latino residents comprised 1.8% of the Le Mars population, and in 2020, 9.5% of the population.
- The median household income of Le Mars residents has increased steadily during the past two decades, from \$39,521 in 2000 to \$65,095 in 2019, with projections to grow to \$74,846 by 2026.
- The categories of average consumer expenditures that are expected to increase significantly by 2026 include: education, entertainment, health care, and transportation.

TOTAL POPULATION

Census	Total Population		
	Le Mars	Plymouth County	Iowa
2020	10,571	25,698	3,190,369
2010	9,826	24,986	3,046,355
2000	9,237	24,849	2,926,324
1990	8,454	23,388	2,776,755
1980	8,276	24,743	2,913,808
1970	8,159	24,322	2,824,376
Change in population from 2010 to 2020	7.58%	2.85%	4.73%
Change in population from 1970 to 2020	29.56%	5.66%	12.96%

RACE OF TOTAL POPULATION



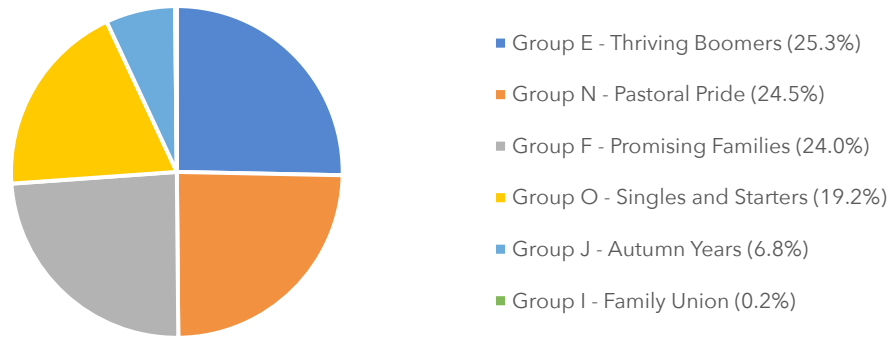
- White alone (85.4%)
- Black or African American alone (2.9%)
- American Indian and Alaska Native alone (0.4%)
- Asian alone (0.9%)
- Native Hawaiian and Other Pacific Islander alone (0.7%)
- Some Other Race alone (4.7%)
- Two or More Races (5.0%)

HISPANIC OR LATINO IDENTITY OF TOTAL POPULATION



- Hispanic or Latino (9.5%)
- Not Hispanic or Latino (90.5%)

MOSAIC DEMOGRAPHIC GROUPS: HOUSEHOLDS



Mosaic Group	Description	Key Features	% of Le Mars Households
Group E - Thriving Boomers	Upper-middle-class baby boomer-age couples living comfortable lifestyles	Middle class Approaching retirement Married couples Homeowner Educated Often grandparents	25.3%
Group N - Pastoral Pride	Eclectic mix of lower middle-class consumers who have settled in small town areas	Working class sensibility Limited investments Tech wizards Homeowner Often have children at home Blue-collar or service-sector jobs	24.5%
Group F - Promising Families	Young couples with children in starter homes, living child-centered lifestyles	Married with kids Comfortable lifestyles Homeowner Generally under age 35 Educated	24.0%
Group O - Singles and Starters	Young singles starting out and some starter families	Renter Single adults Digitally savvy Have upwardly mobile aspirations Educated	19.2%
Group J - Autumn Years	Established and mature couples living gratified lifestyles	Community roots Financial secure Homeowner Retired or in blue-collar professions Generally over age 65	6.8%
Group I - Family Union	Middle income, middle-aged families living in homes supported by solid blue-collar occupations	Married with kids Financially cautious Blue-collar or service sector jobs Homeowner	0.2%

Sources: Decennial Census Data; American Community Survey data; GALE Cengage data projections and analytics; 2019 Experian, Mosaic USA Group and Type Descriptions

AGE OF POPULATION *(American Community Survey)*

	2014	2019
Under 5 years	7.0%	7.3%
5 to 17 years	16.1%	17.6%
18 to 24 years	7.1%	8.4%
25 to 44 year	24.7%	22.8%
45 to 54 years	12.8%	10.9%
55 to 64 years	14.1%	14.6%
65 to 74 years	7.7%	8.1%
75 years and over	10.5%	10.2%
Median age (years)	40.5	39.0

HOUSEHOLDS *(American Community Survey)*

	2014	2019
Total households	4,177	4,222
Average household size	2.28	2.30
Households with one or more people under 18 years	26.3%	32.8%
Households with one or more people 60 years and over	38.6%	39.4%
Householder living alone	31.3%	27.6%

OCCUPIED HOUSING UNITS: HOUSEHOLD SIZE *(American Community Survey)*

	2014	2019
1-person household	31.3%	27.6%
2-person household	39.1%	39.5%
3-person household	10.7%	11.8%
4-or-more-person household	18.9%	21.1%

OCCUPANCY STATUS *(Decennial Census)*

	2010	2020
Total housing units	4,220	4,521
Occupied	4,013	4,296
Vacant	207	225

HOUSING TENURE *(American Community Survey)*

	2014	2019
Occupied housing units	4,177	4,222
Owner-occupied	3,154	3,083
Renter-occupied	1,023	1,139
Average household size of owner-occupied unit	2.40	2.40
Average household size of renter-occupied unit	1.92	2.05

OWNER-OCCUPIED HOUSING UNITS BY VALUE *(American Community Survey)*

	2014	2019
Owner-occupied units	3,154	3,038
Less than \$50,000	214	218
\$50,000 to \$99,999	723	363
\$100,000 to \$149,999	1,009	784
\$150,000 to \$199,999	682	762
\$200,000 to \$299,999	455	520
\$300,000 to \$499,999	71	379
\$500,000 to \$999,999	0	57
\$1,000,000 or more	0	0
Median value	\$130,500	\$158,900

OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT

(American Community Survey)

	2014	2019
Occupied housing units	4,177	4,222
Move in 2010 or later	961	1,995
Move in 2000 to 2009	1,850	1,007
Move in 1990 to 1999	585	553
Moved in 1989 or earlier	781	667

HOUSEHOLD INCOME IN THE PAST 12 MONTHS *(American Community Survey)*

	2014	2019
Total households	4,177	4,222
Less than \$10,000	5.0%	3.8%
\$10,000 to \$14,999	4.0%	5.6%
\$15,000 to \$24,999	10.6%	8.4%
\$25,000 to \$34,999	14.0%	6.7%
\$35,000 to \$49,999	17.1%	11.8%
\$50,000 to \$74,999	19.3%	19.4%
\$75,000 to \$99,999	13.6%	17.1%
\$100,000 to \$149,999	10.2%	18.7%
\$150,000 to \$199,999	5.2%	5.3%
\$200,000 or more	1.1%	3.2%
Median	\$49,459	\$65,095

Demographic Trend Summary



Geography: Le Mars (Place)

Date: October 2, 2021

	2000		2010		2021		2026		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2021 to 2026
Total Population	9,225		9,806		10,270		10,626		6.3%	3.5%
Total Households	3,632		4,014		4,214		4,402		10.5%	4.5%
Employed Civilian Population 16+	4,606		5,209		5,998		6,068		13.1%	1.2%
Blue Collar	1,979	43.0%	2,489	47.8%	3,013	50.2%	3,060	50.4%	25.8%	1.6%
White Collar	2,627	57.0%	2,721	52.2%	2,985	49.8%	3,008	49.6%	3.6%	0.8%
Q2 2021 Employees	n/a		n/a		6,158		n/a		n/a	n/a
Q2 2021 Establishments*	n/a		n/a		468		n/a		n/a	n/a
Gender:										
Male	4,374	47.4%	4,768	48.6%	5,042	49.1%	5,214	49.1%	9.0%	3.4%
Female	4,852	52.6%	5,039	51.4%	5,228	50.9%	5,412	50.9%	3.9%	3.5%

Population by Race/Ethnicity

	2000		2010		2021		2026		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2021 to 2026
White	9,062	98.2%	9,249	94.3%	9,067	88.3%	9,214	86.7%	2.1%	1.6%
Black	25	0.3%	54	0.5%	260	2.5%	299	2.8%	116.5%	15.1%
American Indian or Alaska Native	11	0.1%	28	0.3%	85	0.8%	95	0.9%	157.0%	12.0%
Asian/Hawaiian/PI	17	0.2%	76	0.8%	124	1.2%	142	1.3%	343.4%	14.0%
Some Other Race	71	0.8%	270	2.8%	516	5.0%	610	5.7%	278.4%	18.1%
Two or More Races	39	0.4%	130	1.3%	218	2.1%	267	2.5%	234.0%	22.6%
Hispanic Ethnicity	164	1.8%	515	5.3%	1,038	10.1%	1,224	11.5%	213.3%	18.0%
Not Hispanic or Latino	9,061	98.2%	9,291	94.7%	9,232	89.9%	9,402	88.5%	2.5%	1.8%

Population by Age

	2000		2010		2021		2026		Percent Change		
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2021 to 2026	
0 to 4	687	7.5%	679	6.9%	690	6.7%	685	6.4%	-1.3%	-0.8%	
5 to 14	1,386	15.0%	1,397	14.2%	1,441	14.0%	1,464	13.8%	0.7%	1.7%	
15 to 19	714	7.7%	711	7.2%	690	6.7%	678	6.4%	-0.4%	-1.8%	
20 to 24	486	5.3%	463	4.7%	652	6.4%	675	6.4%	-4.7%	3.5%	
25 to 34	1,104	12.0%	1,165	11.9%	1,242	12.1%	1,325	12.5%	5.5%	6.7%	
35 to 44	1,458	15.8%	1,136	11.6%	1,257	12.2%	1,291	12.1%	-22.1%	2.7%	
45 to 54	1,129	12.2%	1,492	15.2%	1,155	11.2%	1,177	11.1%	32.1%	1.9%	
55 to 64	747	8.1%	1,121	11.4%	1,324	12.9%	1,318	12.4%	50.0%	-0.5%	
65 to 74	689	7.5%	731	7.5%	954	9.3%	1,054	9.9%	6.1%	10.5%	
75 to 84	524	5.7%	604	6.2%	5	551	5.4%	641	6.0%	15.3%	16.3%

	2000		2010		2021		2026		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2021 to 2026
85+	301	3.3%	308	3.1%	313	3.1%	318	3.0%	2.5%	1.6%
Median Age	36.8		39.2		38.2		38.8		6.5%	1.5%

Households by Income

	2000		2010		2021		2026		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2021 to 2026
\$0 - \$15,000	538	14.8%	367	9.2%	295	7.0%	283	6.4%	-31.7%	-4.0%
\$15,000 - \$24,999	598	16.5%	466	11.6%	380	9.0%	377	8.6%	-22.1%	-0.8%
\$25,000 - \$34,999	483	13.3%	394	9.8%	372	8.8%	369	8.4%	-18.3%	-0.8%
\$35,000 - \$49,999	682	18.8%	554	13.8%	491	11.7%	487	11.1%	-18.8%	-0.8%
\$50,000 - \$74,999	760	20.9%	955	23.8%	716	17.0%	689	15.6%	25.7%	-3.7%
\$75,000 - \$99,999	313	8.6%	633	15.8%	795	18.9%	839	19.1%	101.9%	5.5%
\$100,000 - \$149,999	179	4.9%	404	10.1%	697	16.5%	814	18.5%	126.2%	16.9%
\$150,000 +	82	2.3%	240	6.0%	468	11.1%	543	12.3%	191.7%	16.1%
Average Hhld Income	\$49,844		\$70,229		\$86,677		\$92,107		40.9%	6.3%
Median Hhld Income	\$39,521		\$55,759		\$69,971		\$74,846		41.1%	7.0%
Per Capita Income	\$19,622		\$29,008		\$35,772		\$38,349		47.8%	7.2%

*Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

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Income Summary Report



Geography: Le Mars (Place)

Date: October 2, 2021

Household Demographics

	2000		2010		2021		2026		Percent Change	
	Census		Census		Estimate		Projection		2000 to 2010	2021 to 2026
Total Households	3,632		4,014		4,214		4,402		10.5%	4.5%

Households By Income

	2000		2010		2021		2026		Percent Change	
	Census		Census		Estimate		Projection		2000 to 2010	2021 to 2026
\$0 - \$9,999	242	6.7%	169	4.2%	148	3.5%	138	3.1%	-30.4%	-6.6%
\$10,000 - \$14,999	295	8.1%	199	5.0%	147	3.5%	145	3.3%	-32.7%	-1.4%
\$15,000 - \$19,999	336	9.3%	254	6.3%	216	5.1%	211	4.8%	-24.5%	-2.3%
\$20,000 - \$24,999	262	7.2%	212	5.3%	164	3.9%	166	3.8%	-19.0%	1.1%
\$25,000 - \$29,999	209	5.8%	188	4.7%	184	4.4%	182	4.1%	-9.9%	-1.1%
\$30,000 - \$34,999	274	7.5%	206	5.1%	188	4.5%	187	4.3%	-24.7%	-0.6%
\$35,000 - \$39,999	219	6.0%	198	4.9%	170	4.0%	169	3.8%	-9.6%	-0.6%
\$40,000 - \$49,999	463	12.7%	355	8.9%	321	7.6%	318	7.2%	-23.2%	-0.9%
\$50,000 - \$59,999	357	9.8%	386	9.6%	284	6.7%	274	6.2%	8.2%	-3.5%
\$60,000 - \$74,999	403	11.1%	569	14.2%	432	10.2%	415	9.4%	41.2%	-3.9%
\$75,000 - \$99,999	313	8.6%	633	15.8%	795	18.9%	839	19.1%	101.9%	5.5%
\$100,000 - \$124,999	100	2.8%	313	7.8%	479	11.4%	554	12.6%	211.8%	15.6%
\$125,000 - \$149,999	78	2.2%	92	2.3%	217	5.2%	261	5.9%	16.8%	19.9%
\$150,000 +	82	2.3%	240	6.0%	468	11.1%	543	12.3%	191.7%	16.1%
Average Hhld Income	\$49,844		\$70,229		\$86,677		\$92,107		40.9%	6.3%
Median Hhld Income	\$39,521		\$55,759		\$69,971		\$74,846		41.1%	7.0%
Per Capita Income	\$19,622		\$29,008		\$35,772		\$38,349		47.8%	7.2%

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Consumer Expenditure Index Summary Report



Geography: Le Mars (Place)

Date: October 2, 2021

Index Base Average = 100

Index Base File: Entire US

Demographic Highlights

	2019 Estimate	2026 Projection	% Change 2019-2026
Total Households	4,214	4,402	4.5%
Total Population	10,270	10,626	3.5%
Median Household Income	\$69,971	\$74,846	7.0%
Average Household Income	\$86,677	\$92,107	6.3%
Per Capita Income (based on Total Population)	\$35,772	\$38,349	7.2%

Average Consumer Expenditures

	2019 Estimate	% of Total	Index	2026 Estimate	% of Total	Index	% Change 2019- 2026
Alcoholic Beverages	\$580.12	0.5%	101	\$615.32	0.3%	101	6.1%
Apparel	\$1,676.60	1.3%	96	\$1,874.22	0.9%	96	11.8%
Infants	\$82.75	4.9%	124	\$92.17	4.9%	125	11.4%
Men and Boys	\$346.37	20.7%	85	\$385.19	20.6%	86	11.2%
Women and Girls	\$612.99	36.6%	100	\$703.06	37.5%	100	14.7%
Services and Accessories	\$232.02	13.8%	109	\$256.00	15.3%	108	10.3%
Footwear	\$402.47	24.0%	106	\$437.80	26.1%	104	8.8%
Education	\$964.93	0.8%	67	\$1,216.45	0.6%	67	26.1%
Books, Supplies, Equipment for College	\$17.33	1.8%	122	\$22.52	1.9%	122	29.9%
College Tuition	\$646.31	67.0%	96	\$813.61	66.9%	96	25.9%
Entertainment	\$3,267.31	2.6%	107	\$2,934.89	1.4%	106	-10.2%
Fees and Admissions	\$837.13	25.6%	83	\$940.95	32.1%	82	12.4%
Sports, Recreation, Exercist Equipment	\$144.57	4.4%	115	\$167.82	5.7%	115	16.1%
Toys, Pets and Playground Equip	\$833.36	25.5%	100	\$165.33	5.6%	101	-80.2%
Visual Equipment, Audio Services	\$1,084.41	33.2%	106	\$1,234.94	42.1%	106	13.9%
Food	\$8,163.15	6.6%	99	\$8,303.10	4.0%	99	1.7%
Food at home	\$4,737.12	58.0%	102	\$4,870.28	58.7%	102	2.8%
Food away from home	\$3,426.03	42.0%	97	\$3,432.82	41.3%	97	0.2%
Gifts	\$978.10	0.8%	76	\$1,000.25	0.5%	77	2.3%
Health Care	\$6,041.00	4.9%	114	\$7,711.09	3.7%	114	27.6%
Health Care Insurance	\$4,305.84	71.3%	102	\$5,321.23	69.0%	102	23.6%
Medical Services	\$986.11	16.3%	91	\$1,337.97	17.4%	91	35.7%
Medical Supplies	\$185.13	3.1%	8	\$265.74	3.4%	92	43.5%

Housing	\$19,313.74	15.5%	94	\$20,847.38	10.1%	94	7.9%
Household Furnishings and Equipment	\$1,985.31	10.3%	101	\$2,170.89	10.4%	102	9.3%
Household Operations	\$1,645.10	8.5%	111	\$1,758.11	8.4%	110	6.9%
Housekeeping Supplies	\$746.05	3.9%	104	\$812.05	3.9%	105	8.8%
Shelter	\$10,916.58	56.5%	95	\$11,798.23	56.6%	95	8.1%
Utilities, Fuels and Public Services	\$4,020.70	20.8%	108	\$4,308.09	20.7%	108	7.1%
Personal Care Products and Services	\$758.76	0.6%	97	\$788.18	0.4%	98	3.9%
Hair Care Products	\$42.16	5.6%	102	\$44.00	5.6%	104	4.4%
Personal Care Services	\$10.56	1.4%	103	\$11.01	1.5%	103	4.3%
Reading	\$115.32	0.1%	123	\$109.88	0.1%	122	-4.7%
Transportation	\$10,734.36	8.6%	107	\$11,805.65	5.7%	106	10.0%
Vehicle Purchase	\$4,796.39	44.7%	105	\$5,056.71	42.8%	105	5.4%
Other Transportation Costs	\$572.48	5.3%	106	\$620.94	5.3%	107	8.5%
Public and Other Transportation	\$582.94	5.4%	83	\$708.77	6.0%	82	21.6%
Vehicle Maintenance, Repair	\$1,045.16	9.7%	107	\$1,050.32	8.9%	108	0.5%

Consumer Expenditure - Top Ten Categories	2019 Average Dollars
Shelter	\$10,917
Transportation	\$10,734
Food	\$8,163
Health Care	\$6,041
Utilities	\$4,021
Entertainment	\$3,267
Household Furnishings and Equipment	\$1,985
Apparel	\$1,677
Household Operations	\$1,645
Gifts	\$978

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