



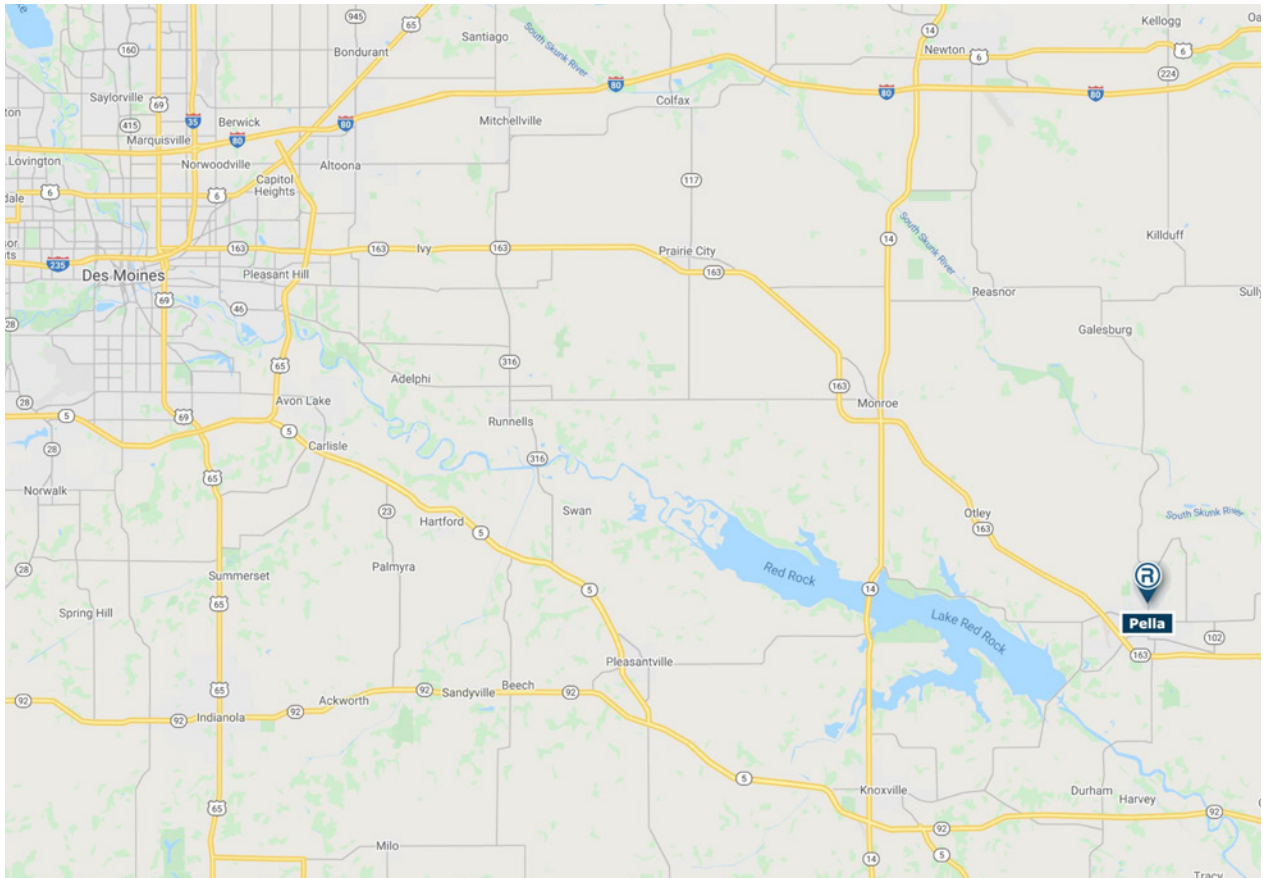
PELLA, IOWA

Community Demographic Profile

 The**Retail**Coach.

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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.

Retail360® 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 Retail360® 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

Pella, Iowa

DESCRIPTION	DATA	%
Population		
2025 Projection	10,782	
2020 Estimate	10,588	
2010 Census	10,352	
2000 Census	10,113	
Growth 2020 - 2025		1.83%
Growth 2010 - 2020		2.28%
Growth 2000 - 2010		2.36%
2020 Est. Population by Single-Classification Race	10,588	
White Alone	9,883	93.34%
Black or African American Alone	132	1.25%
Amer. Indian and Alaska Native Alone	32	0.30%
Asian Alone	288	2.72%
Native Hawaiian and Other Pacific Island Alone	6	0.06%
Some Other Race Alone	39	0.37%
Two or More Races	208	1.96%
2020 Est. Population by Hispanic or Latino Origin	10,588	
Not Hispanic or Latino	10,354	97.79%
Hispanic or Latino	234	2.21%
Mexican	136	58.12%
Puerto Rican	30	12.82%
Cuban	5	2.14%
All Other Hispanic or Latino	63	26.92%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	234	
White Alone	149	63.68%
Black or African American Alone	11	4.70%
American Indian and Alaska Native Alone	13	5.56%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	38	16.24%
Two or More Races	23	9.83%
2020 Est. Pop by Race, Asian Alone, by Category	288	
Chinese, except Taiwanese	3	1.04%
Filipino	60	20.83%
Japanese	16	5.56%
Asian Indian	13	4.51%
Korean	10	3.47%
Vietnamese	21	7.29%
Cambodian	0	0.00%
Hmong	95	32.99%
Laotian	19	6.60%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	51	17.71%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	10,588	
Arab	0	0.00%
Czech	117	1.11%
Danish	71	0.67%
Dutch	4,632	43.75%
English	513	4.85%
French (except Basque)	77	0.73%
French Canadian	13	0.12%
German	1,650	15.58%
Greek	11	0.10%
Hungarian	0	0.00%
Irish	451	4.26%
Italian	113	1.07%
Lithuanian	0	0.00%
United States or American	326	3.08%
Norwegian	172	1.62%
Polish	52	0.49%
Portuguese	0	0.00%
Russian	11	0.10%
Scottish	57	0.54%
Scotch-Irish	68	0.64%
Slovak	13	0.12%
Subsaharan African	26	0.25%
Swedish	76	0.72%
Swiss	12	0.11%
Ukrainian	0	0.00%
Welsh	22	0.21%
West Indian (except Hisp. groups)	10	0.09%
Other ancestries	760	7.18%
Ancestry Unclassified	1,335	12.61%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	8,941	89.72%
Speak Asian/Pacific Island Language at Home	191	1.92%
Speak IndoEuropean Language at Home	387	3.88%
Speak Spanish at Home	423	4.25%
Speak Other Language at Home	23	0.23%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	10,588	
Age 0 - 4	623	5.88%
Age 5 - 9	645	6.09%
Age 10 - 14	709	6.70%
Age 15 - 17	436	4.12%
Age 18 - 20	983	9.28%
Age 21 - 24	830	7.84%
Age 25 - 34	964	9.11%
Age 35 - 44	1,250	11.81%
Age 45 - 54	1,082	10.22%
Age 55 - 64	1,210	11.43%
Age 65 - 74	948	8.95%
Age 75 - 84	592	5.59%
Age 85 and over	316	2.99%
Age 16 and over	8,469	79.99%
Age 18 and over	8,175	77.21%
Age 21 and over	7,192	67.93%
Age 65 and over	1,856	17.53%
2020 Est. Median Age		35.89
2020 Est. Average Age		38.50
2020 Est. Population by Sex	10,588	
Male	5,138	48.53%
Female	5,450	51.47%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	5,138	
Age 0 - 4	314	6.11%
Age 5 - 9	322	6.27%
Age 10 - 14	359	6.99%
Age 15 - 17	224	4.36%
Age 18 - 20	478	9.30%
Age 21 - 24	416	8.10%
Age 25 - 34	484	9.42%
Age 35 - 44	633	12.32%
Age 45 - 54	546	10.63%
Age 55 - 64	582	11.33%
Age 65 - 74	433	8.43%
Age 75 - 84	242	4.71%
Age 85 and over	105	2.04%
2020 Est. Median Age, Male		34.37
2020 Est. Average Age, Male		37.20
2020 Est. Female Population by Age	5,450	
Age 0 - 4	309	5.67%
Age 5 - 9	323	5.93%
Age 10 - 14	350	6.42%
Age 15 - 17	212	3.89%
Age 18 - 20	505	9.27%
Age 21 - 24	414	7.60%
Age 25 - 34	480	8.81%
Age 35 - 44	617	11.32%
Age 45 - 54	536	9.84%
Age 55 - 64	628	11.52%
Age 65 - 74	515	9.45%
Age 75 - 84	350	6.42%
Age 85 and over	211	3.87%
2020 Est. Median Age, Female		37.24
2020 Est. Average Age, Female		39.80

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,838	32.96%
Males, Never Married	1,458	16.93%
Females, Never Married	1,380	16.03%
Married, Spouse present	4,605	53.48%
Married, Spouse absent	121	1.41%
Widowed	518	6.02%
Males Widowed	89	1.03%
Females Widowed	429	4.98%
Divorced	529	6.14%
Males Divorced	242	2.81%
Females Divorced	287	3.33%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	298	4.7%
Some High School, no diploma	166	2.6%
High School Graduate (or GED)	1,874	29.5%
Some College, no degree	1,001	15.7%
Associate Degree	629	9.9%
Bachelor's Degree	1,631	25.6%
Master's Degree	460	7.2%
Professional School Degree	81	1.3%
Doctorate Degree	222	3.5%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	11	13.58%
High School Graduate	22	27.16%
Some College or Associate's Degree	22	27.16%
Bachelor's Degree or Higher	26	32.10%
Households		
2025 Projection	4,061	
2020 Estimate	3,943	
2010 Census	3,699	
2000 Census	3,592	
Growth 2020 - 2025		2.99%
Growth 2010 - 2020		6.60%
Growth 2000 - 2010		2.98%
2020 Est. Households by Household Type	3,943	
Family Households	2,706	68.63%
Nonfamily Households	1,237	31.37%
2020 Est. Group Quarters Population	1,132	
2020 Households by Ethnicity, Hispanic/Latino	63	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	3,943	
Income < \$15,000	240	6.09%
Income \$15,000 - \$24,999	251	6.37%
Income \$25,000 - \$34,999	226	5.73%
Income \$35,000 - \$49,999	421	10.68%
Income \$50,000 - \$74,999	848	21.51%
Income \$75,000 - \$99,999	640	16.23%
Income \$100,000 - \$124,999	486	12.33%
Income \$125,000 - \$149,999	387	9.82%
Income \$150,000 - \$199,999	247	6.26%
Income \$200,000 - \$249,999	97	2.46%
Income \$250,000 - \$499,999	75	1.90%
Income \$500,000+	25	0.63%
2020 Est. Average Household Income		\$89,637
2020 Est. Median Household Income		\$74,542
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$74,454
Black or African American Alone		\$89,390
American Indian and Alaska Native Alone		\$62,402
Asian Alone		\$81,504
Native Hawaiian and Other Pacific Islander Alone		\$87,500
Some Other Race Alone		\$21,430
Two or More Races		\$42,874
Hispanic or Latino		\$23,179
Not Hispanic or Latino		\$75,103
2020 Est. Family HH Type by Presence of Own Child.	2,706	
Married-Couple Family, own children	962	35.55%
Married-Couple Family, no own children	1,423	52.59%
Male Householder, own children	47	1.74%
Male Householder, no own children	27	1.00%
Female Householder, own children	161	5.95%
Female Householder, no own children	86	3.18%
2020 Est. Households by Household Size	3,943	
1-person	1,139	28.89%
2-person	1,490	37.79%
3-person	475	12.05%
4-person	473	12.00%
5-person	249	6.32%
6-person	85	2.16%
7-or-more-person	32	0.81%
2020 Est. Average Household Size		2.4

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	3,943	
Households with 1 or More People under Age 18:	1,211	30.71%
Married-Couple Family	979	80.84%
Other Family, Male Householder	50	4.13%
Other Family, Female Householder	171	14.12%
Nonfamily, Male Householder	9	0.74%
Nonfamily, Female Householder	2	0.17%
Households with No People under Age 18:	2,732	69.29%
Married-Couple Family	1,405	51.43%
Other Family, Male Householder	22	0.81%
Other Family, Female Householder	76	2.78%
Nonfamily, Male Householder	506	18.52%
Nonfamily, Female Householder	723	26.46%
2020 Est. Households by Number of Vehicles	3,943	
No Vehicles	172	4.36%
1 Vehicle	1,104	28.00%
2 Vehicles	1,770	44.89%
3 Vehicles	668	16.94%
4 Vehicles	193	4.90%
5 or more Vehicles	36	0.91%
2020 Est. Average Number of Vehicles		1.9
Family Households		
2025 Projection	2,795	
2020 Estimate	2,706	
2010 Census	2,515	
2000 Census	2,466	
Growth 2020 - 2025		3.29%
Growth 2010 - 2020		7.59%
Growth 2000 - 2010		1.99%

2020 Est. Families by Poverty Status	2,706	
2020 Families at or Above Poverty	2,614	96.60%
2020 Families at or Above Poverty with Children	1,132	41.83%
2020 Families Below Poverty	92	3.40%
2020 Families Below Poverty with Children	83	3.07%
2020 Est. Pop 16+ by Employment Status	8,469	
Civilian Labor Force, Employed	5,935	70.08%
Civilian Labor Force, Unemployed	208	2.46%
Armed Forces	0	0.00%
Not in Labor Force	2,326	27.47%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	5,938	
For-Profit Private Workers	3,693	62.19%
Non-Profit Private Workers	1,243	20.93%
Local Government Workers	64	1.08%
State Government Workers	307	5.17%
Federal Government Workers	194	3.27%
Self-Employed Workers	435	7.33%
Unpaid Family Workers	2	0.03%
2020 Est. Civ. Employed Pop 16+ by Occupation	5,938	
Architect/Engineer	162	2.73%
Arts/Entertainment/Sports	191	3.22%
Building Grounds Maintenance	121	2.04%
Business/Financial Operations	273	4.60%
Community/Social Services	146	2.46%
Computer/Mathematical	111	1.87%
Construction/Extraction	143	2.41%
Education/Training/Library	624	10.51%
Farming/Fishing/Forestry	80	1.35%
Food Prep/Serving	353	5.95%
Health Practitioner/Technician	295	4.97%
Healthcare Support	142	2.39%
Maintenance Repair	223	3.76%
Legal	15	0.25%
Life/Physical/Social Science	8	0.14%
Management	564	9.50%
Office/Admin. Support	888	14.96%
Production	590	9.94%
Protective Services	119	2.00%
Sales/Related	419	7.06%
Personal Care/Service	245	4.13%
Transportation/Moving	226	3.81%

2020 Est. Pop 16+ by Occupation Classification	5,938	
White Collar	3,696	62.24%
Blue Collar	1,182	19.91%
Service and Farm	1,060	17.85%
2020 Est. Workers Age 16+ by Transp. to Work	5,845	
Drove Alone	4,142	70.86%
Car Pooled	464	7.94%
Public Transportation	47	0.80%
Walked	739	12.64%
Bicycle	146	2.50%
Other Means	23	0.39%
Worked at Home	284	4.86%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,459	
15 - 29 Minutes	596	
30 - 44 Minutes	181	
45 - 59 Minutes	172	
60 or more Minutes	176	
2020 Est. Avg Travel Time to Work in Minutes		14
2020 Est. Occupied Housing Units by Tenure	3,943	
Owner Occupied	2,688	68.17%
Renter Occupied	1,255	31.83%
2020 Owner Occ. HUs: Avg. Length of Residence		15.5
2020 Renter Occ. HUs: Avg. Length of Residence		7
2020 Est. Owner-Occupied Housing Units by Value	3,943	
Value Less than \$20,000	9	0.34%
Value \$20,000 - \$39,999	31	1.15%
Value \$40,000 - \$59,999	15	0.56%
Value \$60,000 - \$79,999	34	1.27%
Value \$80,000 - \$99,999	117	4.35%
Value \$100,000 - \$149,999	401	14.92%
Value \$150,000 - \$199,999	582	21.65%
Value \$200,000 - \$299,999	994	36.98%
Value \$300,000 - \$399,999	244	9.08%
Value \$400,000 - \$499,999	161	5.99%
Value \$500,000 - \$749,999	75	2.79%
Value \$750,000 - \$999,999	10	0.37%
Value \$1,000,000 or \$1,499,999	10	0.37%
Value \$1,500,000 or \$1,999,999	4	0.15%
Value \$2,000,000+	1	0.04%
2020 Est. Median All Owner-Occupied Housing Value		\$213,256

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	260	5.97%
Housing Units Built 2010 to 2014	39	0.90%
Housing Units Built 2000 to 2009	540	12.40%
Housing Units Built 1990 to 1999	515	11.82%
Housing Units Built 1980 to 1989	430	9.87%
Housing Units Built 1970 to 1979	722	16.58%
Housing Units Built 1960 to 1969	514	11.80%
Housing Units Built 1950 to 1959	392	9.00%
Housing Units Built 1940 to 1949	107	2.46%
Housing Unit Built 1939 or Earlier	837	19.22%
2020 Est. Median Year Structure Built		1975

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	2,992	68.69%
1 Unit Detached	150	3.44%
2 Units	205	4.71%
3 or 4 Units	59	1.36%
5 to 19 Units	613	14.07%
20 to 49 Units	190	4.36%
50 or More Units	107	2.46%
Mobile Home or Trailer	40	0.92%
Boat, RV, Van, etc.	0	0.00%



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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