



The **Retail** Coach.®

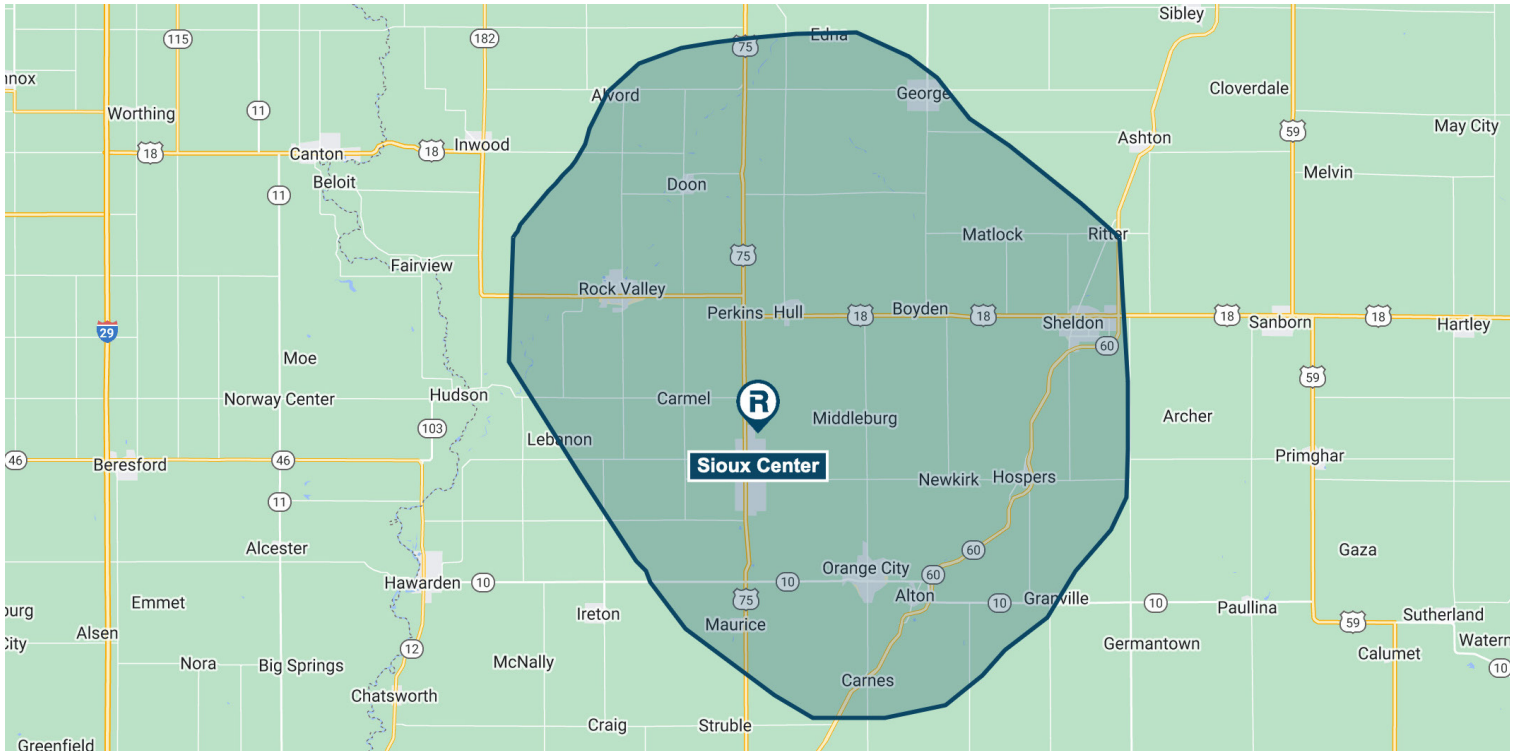
# Primary Retail Trade Area Demographic Profile

SIOUX CENTER, IOWA

Prepared for City of Sioux Center  
July 2024

# Primary Retail Trade Area • Demographic Snapshot

Sioux Center, Iowa



## Population

2020	39,714
2024	40,318
2029	41,393

## Educational Attainment (%)

Graduate or Professional Degree	7.87%
Bachelors Degree	21.45%
Associate Degree	14.40%
Some College	17.39%
High School Graduate (or GED)	31.50%
Some High School, No Degree	4.36%
Less than 9th Grade	3.03%

## Income

Average HH	\$103,522
Median HH	\$86,098
Per Capita	\$38,476

## Age

0 - 9 Years	14.37%
10 - 17 Years	12.14%
18 - 24 Years	13.94%
25 - 34 Years	10.73%
35 - 44 Years	11.30%
45 - 54 Years	9.86%
55 - 64 Years	10.07%
65 and Older	17.60%
Median Age	33.82
Average Age	37.42

## Race Distribution (%)

White	85.57%
Black/African American	0.73%
American Indian/Alaskan	0.64%
Asian	0.72%
Native Hawaiian/Islander	0.18%
Other Race	5.83%
Two or More Races	6.34%
Hispanic	13.28%



## Sioux Center

City of Sioux Center  
chamber of commerce

### Lucas Heiberger

City of Sioux Center  
Community Development Director  
335 1st Avenue NW  
Sioux Center, Iowa 51250  
Phone 712.722.0761  
LucasH@SiouxCenter.org  
www.SiouxCenter.org

### Barbara Den Herder, IOM

Sioux Center Chamber of Commerce  
Chief Executive Officer  
14 3rd Street NW  
Sioux Center, Iowa 51250  
Phone 712.722.3457  
BarbDH@SiouxCenterChamber.com  
www.SiouxCenterChamber.com

### Kyle Cofer

The Retail Coach, LLC  
Project Director

Office 662.844.2155  
Cell 662.319.7144

KyleCofer@TheRetailCoach.net  
www.TheRetailCoach.net



# Primary Retail Trade Area • Demographic Profile

Sioux Center, Iowa

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	41,393	
2024 Estimate	40,318	
2020 Census	39,714	
2010 Census	37,069	
Growth 2024 - 2029		2.67%
Growth 2020 - 2024		1.52%
Growth 2010 - 2020		7.13%
<b>2024 Est. Population by Single-Classification Race</b>	<b>40,318</b>	
White Alone	34,499	85.57%
Black or African American Alone	294	0.73%
Amer. Indian and Alaska Native Alone	257	0.64%
Asian Alone	292	0.72%
Native Hawaiian and Other Pacific Island Alone	71	0.18%
Some Other Race Alone	2,350	5.83%
Two or More Races	2,556	6.34%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>40,318</b>	
Not Hispanic or Latino	34,966	86.73%
Hispanic or Latino	5,353	13.28%
Mexican	3,516	65.68%
Puerto Rican	414	7.73%
Cuban	1	0.02%
All Other Hispanic or Latino	1,421	26.55%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>5,353</b>	
White Alone	929	17.35%
Black or African American Alone	11	0.21%
American Indian and Alaska Native Alone	167	3.12%
Asian Alone	5	0.09%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	2,306	43.08%
Two or More Races	1,933	36.11%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>292</b>	
Chinese, except Taiwanese	56	19.18%
Filipino	2	0.69%
Japanese	69	23.63%
Asian Indian	79	27.05%
Korean	7	2.40%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	1	0.34%
Laotian	63	21.57%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	14	4.79%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>40,318</b>	
Arab	16	0.04%
Czech	178	0.44%
Danish	215	0.53%
Dutch	13,982	34.68%
English	1,279	3.17%
French (except Basque)	517	1.28%
French Canadian	48	0.12%
German	9,401	23.32%
Greek	10	0.03%
Hungarian	2	0.01%
Irish	1,562	3.87%
Italian	106	0.26%
Lithuanian	11	0.03%
United States or American	1,067	2.65%
Norwegian	933	2.31%
Polish	280	0.70%
Portuguese	20	0.05%
Russian	48	0.12%
Scottish	242	0.60%
Scotch-Irish	144	0.36%
Slovak	0	0.00%
Subsaharan African	105	0.26%
Swedish	478	1.19%
Swiss	225	0.56%
Ukrainian	1	0.00%
Welsh	36	0.09%
West Indian (except Hisp. groups)	9	0.02%
Other ancestries	4,031	10.00%
Ancestry Unclassified	5,371	13.32%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	34,792	92.75%
Speak Asian/Pacific Island Language at Home	103	0.28%
Speak IndoEuropean Language at Home	240	0.64%
Speak Spanish at Home	2,299	6.13%
Speak Other Language at Home	0	0.00%



# Primary Retail Trade Area • Demographic Profile

Sioux Center, Iowa

DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>40,318</b>	
Age 0 - 4	2,809	6.97%
Age 5 - 9	2,984	7.40%
Age 10 - 14	3,068	7.61%
Age 15 - 17	1,825	4.53%
Age 18 - 20	2,916	7.23%
Age 21 - 24	2,703	6.70%
Age 25 - 34	4,327	10.73%
Age 35 - 44	4,556	11.30%
Age 45 - 54	3,974	9.86%
Age 55 - 64	4,059	10.07%
Age 65 - 74	3,872	9.60%
Age 75 - 84	2,061	5.11%
Age 85 and over	1,163	2.88%
Age 16 and over	30,850	76.52%
Age 18 and over	29,632	73.50%
Age 21 and over	26,716	66.26%
Age 65 and over	7,096	17.60%
2024 Est. Median Age		33.82
2024 Est. Average Age		37.42
<b>2024 Est. Population by Sex</b>	<b>40,318</b>	
Male	20,266	50.27%
Female	20,053	49.74%
<b>2024 Est. Male Population by Age</b>	<b>20,266</b>	
Age 0 - 4	1,432	7.07%
Age 5 - 9	1,518	7.49%
Age 10 - 14	1,519	7.50%
Age 15 - 17	969	4.78%
Age 18 - 20	1,555	7.67%
Age 21 - 24	1,422	7.02%
Age 25 - 34	2,313	11.41%
Age 35 - 44	2,293	11.31%
Age 45 - 54	1,977	9.76%
Age 55 - 64	2,062	10.18%
Age 65 - 74	1,898	9.37%
Age 75 - 84	896	4.42%
Age 85 and over	410	2.02%
2024 Est. Median Age, Male		32.17
2024 Est. Average Age, Male		36.40
<b>2024 Est. Female Population by Age</b>	<b>20,053</b>	
Age 0 - 4	1,377	6.87%
Age 5 - 9	1,467	7.32%
Age 10 - 14	1,549	7.72%
Age 15 - 17	856	4.27%
Age 18 - 20	1,361	6.79%
Age 21 - 24	1,282	6.39%
Age 25 - 34	2,014	10.04%
Age 35 - 44	2,263	11.29%
Age 45 - 54	1,997	9.96%
Age 55 - 64	1,997	9.96%
Age 65 - 74	1,974	9.84%
Age 75 - 84	1,165	5.81%
Age 85 and over	753	3.75%
2024 Est. Median Age, Female		35.55
2024 Est. Average Age, Female		38.43

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	9,430	29.98%
Males, Never Married	5,406	17.18%
Females, Never Married	4,025	12.80%
Married, Spouse present	18,218	57.91%
Married, Spouse absent	619	1.97%
Widowed	1,589	5.05%
Males Widowed	303	0.96%
Females Widowed	1,286	4.09%
Divorced	1,601	5.09%
Males Divorced	698	2.22%
Females Divorced	903	2.87%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	728	3.03%
Some High School, no diploma	1,048	4.36%
High School Graduate (or GED)	7,563	31.50%
Some College, no degree	4,175	17.39%
Associate Degree	3,457	14.40%
Bachelor's Degree	5,151	21.45%
Master's Degree	1,378	5.74%
Professional School Degree	361	1.50%
Doctorate Degree	152	0.63%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	893	39.39%
High School Graduate	765	33.75%
Some College or Associate's Degree	513	22.63%
Bachelor's Degree or Higher	96	4.24%
<b>Households</b>		
2029 Projection	14,349	
2024 Estimate	14,005	
2020 Census	13,848	
2010 Census	13,116	
Growth 2024 - 2029		2.46%
Growth 2020 - 2024		1.13%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>14,005</b>	
Family Households	10,193	72.78%
Nonfamily Households	3,812	27.22%
2024 Est. Group Quarters Population	2,637	
2024 Households by Ethnicity, Hispanic/Latino	1,264	



# Primary Retail Trade Area • Demographic Profile

Sioux Center, Iowa

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>14,005</b>	
Income < \$15,000	581	4.15%
Income \$15,000 - \$24,999	744	5.31%
Income \$25,000 - \$34,999	995	7.11%
Income \$35,000 - \$49,999	1,274	9.10%
Income \$50,000 - \$74,999	2,341	16.72%
Income \$75,000 - \$99,999	2,375	16.96%
Income \$100,000 - \$124,999	2,091	14.93%
Income \$125,000 - \$149,999	1,321	9.43%
Income \$150,000 - \$199,999	1,166	8.33%
Income \$200,000 - \$249,999	485	3.46%
Income \$250,000 - \$499,999	433	3.09%
Income \$500,000+	200	1.43%
2024 Est. Average Household Income		\$103,522
2024 Est. Median Household Income		\$86,098
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$88,573
Black or African American Alone		\$20,680
American Indian and Alaska Native Alone		\$76,881
Asian Alone		\$58,580
Native Hawaiian and Other Pacific Islander Alone		\$92,159
Some Other Race Alone		\$78,811
Two or More Races		\$56,346
Hispanic or Latino		\$50,439
Not Hispanic or Latino		\$88,898
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>14,005</b>	
Family Households with Children	4,401	31.42%
Family Households without Children	9,604	68.58%
<b>Married-Couple Families</b>	<b>8,993</b>	<b>64.21%</b>
Married-Couple Family, own children	3,851	27.50%
Married-Couple Family, no own children	5,142	36.72%
<b>Cohabiting-Couple Families</b>	<b>493</b>	<b>3.52%</b>
Cohabiting-Couple Family, own children	174	1.24%
Cohabiting-Couple Family, no own children	319	2.28%
<b>Male Householder Families</b>	<b>2,086</b>	<b>14.90%</b>
Male Householder, own children	61	0.44%
Male Householder, no own children	163	1.16%
Male Householder, only Nonrelatives	273	1.95%
Male Householder, Living Alone	1,588	11.34%
<b>Female Householder Families</b>	<b>2,433</b>	<b>17.37%</b>
Female Householder, own children	315	2.25%
Female Householder, no own children	114	0.81%
Female Householder, only Nonrelatives	85	0.61%
Female Householder, Living Alone	1,919	13.70%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>14,005</b>	
1-person	3,212	22.93%
2-person	5,171	36.92%
3-person	1,714	12.24%
4-person	1,731	12.36%
5-person	1,314	9.38%
6-person	590	4.21%
7-or-more-person	274	1.96%
2024 Est. Average Household Size		2.69
<b>2024 Est. Households by Number of Vehicles</b>	<b>14,005</b>	
No Vehicles	667	4.76%
1 Vehicle	3,343	23.87%
2 Vehicles	5,780	41.27%
3 Vehicles	2,456	17.54%
4 Vehicles	1,252	8.94%
5 or more Vehicles	508	3.63%
2024 Est. Average Number of Vehicles		2.2
<b>Family Households</b>		
2029 Projection	10,454	
2024 Estimate	10,193	
2020 Estimate	9,994	
2010 Census	9,491	
Growth 2024 - 2029		2.56%
Growth 2020 - 2024		1.99%
Growth 2010 - 2020		5.30%
<b>2024 Est. Families by Poverty Status</b>	<b>10,193</b>	
2024 Families at or Above Poverty	9,811	96.25%
2024 Families at or Above Poverty with Children	4,379	42.96%
2024 Families Below Poverty	382	3.75%
2024 Families Below Poverty with Children	287	2.82%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	21,718	70.40%
Civilian Labor Force, Unemployed	437	1.42%
Armed Forces	41	0.13%
Not in Labor Force	8,654	28.05%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	13,209	60.20%
Non-Profit Private Workers	2,734	12.46%
Local Government Workers	183	0.83%
State Government Workers	660	3.01%
Federal Government Workers	1,701	7.75%
Self-Employed Workers	3,438	15.67%
Unpaid Family Workers	16	0.07%



# Primary Retail Trade Area • Demographic Profile

Sioux Center, Iowa

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	287	1.31%
Arts/Entertainment/Sports	447	2.04%
Building Grounds Maintenance	648	2.95%
Business/Financial Operations	982	4.47%
Community/Social Services	355	1.62%
Computer/Mathematical	267	1.22%
Construction/Extraction	1,232	5.62%
Education/Training/Library	1,918	8.74%
Farming/Fishing/Forestry	483	2.20%
Food Prep/Serving	1,019	4.64%
Health Practitioner/Technician	1,296	5.91%
Healthcare Support	536	2.44%
Maintenance Repair	910	4.15%
Legal	48	0.22%
Life/Physical/Social Science	200	0.91%
Management	2,522	11.49%
Office/Admin. Support	2,437	11.11%
Production	1,864	8.50%
Protective Services	162	0.74%
Sales/Related	1,743	7.94%
Personal Care/Service	777	3.54%
Transportation/Moving	1,808	8.24%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	12,502	56.98%
Blue Collar	5,814	26.50%
Service and Farm	3,626	16.52%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	16,129	74.49%
Car Pooled	1,940	8.96%
Public Transportation	133	0.61%
Walked	497	2.29%
Bicycle	87	0.40%
Other Means	118	0.55%
Worked at Home	2,748	12.69%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	12,387	
15 - 29 Minutes	4,896	
30 - 44 Minutes	959	
45 - 59 Minutes	533	
60 or more Minutes	391	
2024 Est. Avg Travel Time to Work in Minutes		15
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>14,005</b>	
Owner Occupied	10,942	78.13%
Renter Occupied	3,064	21.88%
2024 Owner Occ. HUs: Avg. Length of Residence		17.45 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		7.72 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>10,942</b>	
Value Less than \$20,000	43	0.39%
Value \$20,000 - \$39,999	156	1.43%
Value \$40,000 - \$59,999	196	1.79%
Value \$60,000 - \$79,999	232	2.12%
Value \$80,000 - \$99,999	462	4.22%
Value \$100,000 - \$149,999	1,393	12.73%
Value \$150,000 - \$199,999	1,604	14.66%
Value \$200,000 - \$299,999	3,121	28.52%
Value \$300,000 - \$399,999	1,732	15.83%
Value \$400,000 - \$499,999	1,013	9.26%
Value \$500,000 - \$749,999	688	6.29%
Value \$750,000 - \$999,999	200	1.83%
Value \$1,000,000 or \$1,499,999	63	0.58%
Value \$1,500,000 or \$1,999,999	23	0.21%
Value \$2,000,000+	16	0.15%
2024 Est. Median All Owner-Occupied Housing Value		\$241,663
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	12,187	81.11%
1 Unit Attached	536	3.57%
2 Units	88	0.59%
3 or 4 Units	502	3.34%
5 to 19 Units	741	4.93%
20 to 49 Units	408	2.72%
50 or More Units	104	0.69%
Mobile Home or Trailer	457	3.04%
Boat, RV, Van, etc.	0	0.00%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	275	1.83%
Housing Units Built 2010 to 2019	1,127	7.50%
Housing Units Built 2000 to 2009	1,624	10.81%
Housing Units Built 1990 to 1999	1,681	11.19%
Housing Units Built 1980 to 1989	1,071	7.13%
Housing Units Built 1970 to 1979	2,061	13.72%
Housing Units Built 1960 to 1969	1,524	10.14%
Housing Units Built 1950 to 1959	1,625	10.82%
Housing Units Built 1940 to 1949	789	5.25%
Housing Unit Built 1939 or Earlier	3,248	21.62%
2024 Est. Median Year Structure Built		1972

<sup>†</sup> 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.