



The**Retail**Coach.®

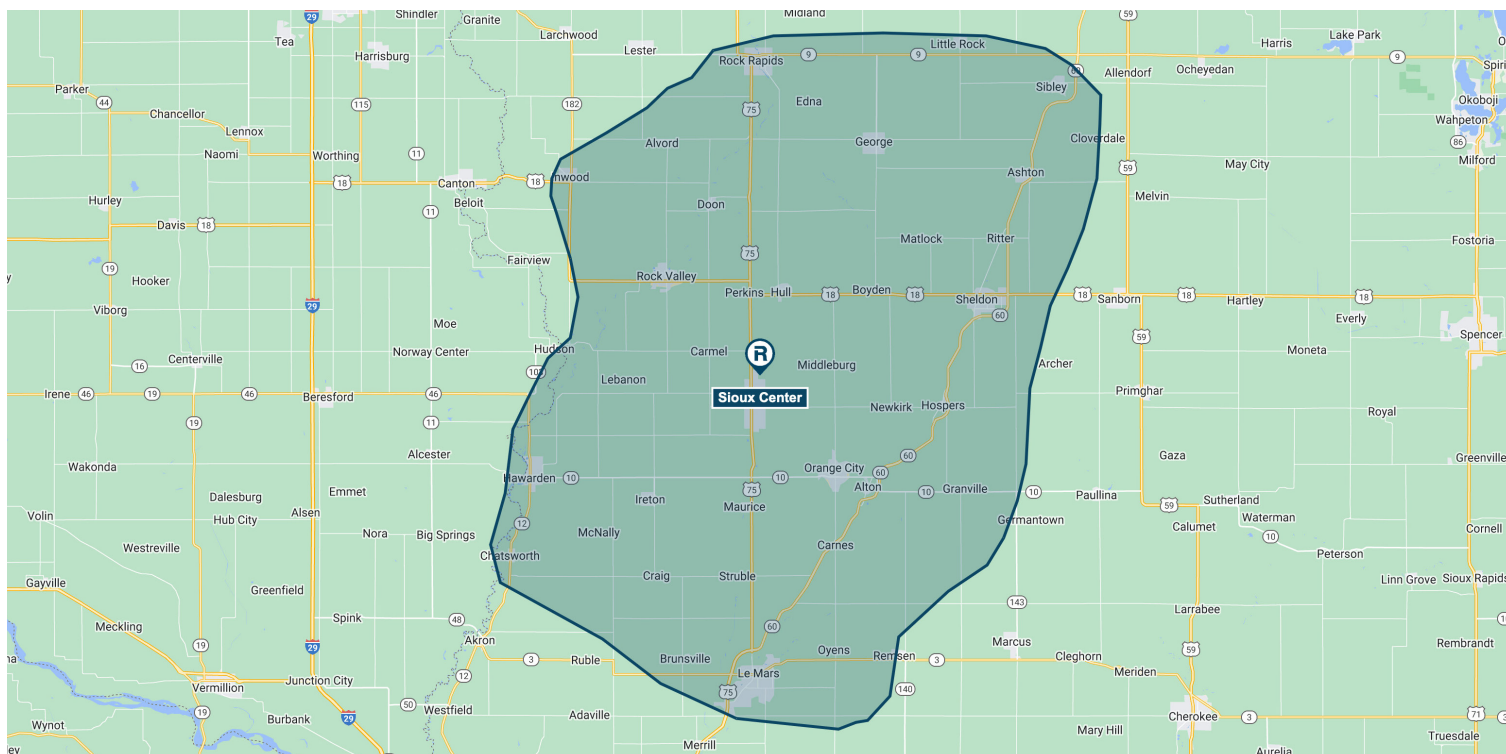
# Secondary Retail Trade Area Demographic Profile

SIOUX CENTER, IOWA

Prepared for City of Sioux Center  
July 2024

# Secondary Retail Trade Area • Demographic Snapshot

Sioux Center, Iowa



## Population

2020	67,980
2024	68,636
2029	70,081

## Educational Attainment (%)

Graduate or Professional Degree	7.21%
Bachelors Degree	18.83%
Associate Degree	14.55%
Some College	18.51%
High School Graduate (or GED)	33.59%
Some High School, No Degree	4.06%
Less than 9th Grade	3.26%

## Income

Average HH	\$101,561
Median HH	\$84,303
Per Capita	\$39,010

## Age

0 - 9 Years	13.81%
10 - 17 Years	12.07%
18 - 24 Years	12.13%
25 - 34 Years	10.66%
35 - 44 Years	11.48%
45 - 54 Years	10.35%
55 - 64 Years	10.88%
65 and Older	18.64%
Median Age	36.18
Average Age	38.57

## Race Distribution (%)

White	85.68%
Black/African American	1.16%
American Indian/Alaskan	0.59%
Asian	0.62%
Native Hawaiian/Islander	0.36%
Other Race	5.54%
Two or More Races	6.05%
Hispanic	12.15%



## 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



# Secondary Retail Trade Area • Demographic Profile

Sioux Center, Iowa

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	70,081	
2024 Estimate	68,636	
2020 Census	67,980	
2010 Census	64,805	
Growth 2024 - 2029		2.10%
Growth 2020 - 2024		0.97%
Growth 2010 - 2020		4.90%
<b>2024 Est. Population by Single-Classification Race</b>	<b>68,636</b>	
White Alone	58,811	85.68%
Black or African American Alone	798	1.16%
Amer. Indian and Alaska Native Alone	403	0.59%
Asian Alone	425	0.62%
Native Hawaiian and Other Pacific Island Alone	247	0.36%
Some Other Race Alone	3,802	5.54%
Two or More Races	4,151	6.05%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>68,636</b>	
Not Hispanic or Latino	60,295	87.85%
Hispanic or Latino	8,341	12.15%
Mexican	5,665	67.92%
Puerto Rican	420	5.04%
Cuban	2	0.02%
All Other Hispanic or Latino	2,253	27.01%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>8,341</b>	
White Alone	1,508	18.08%
Black or African American Alone	21	0.25%
American Indian and Alaska Native Alone	233	2.79%
Asian Alone	12	0.14%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	3,715	44.54%
Two or More Races	2,851	34.18%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>425</b>	
Chinese, except Taiwanese	87	20.47%
Filipino	36	8.47%
Japanese	69	16.23%
Asian Indian	81	19.06%
Korean	51	12.00%
Vietnamese	11	2.59%
Cambodian	0	0.00%
Hmong	1	0.24%
Laotian	70	16.47%
Thai	3	0.71%
All Other Asian Races Including 2+ Category	15	3.53%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>68,636</b>	
Arab	18	0.03%
Czech	369	0.54%
Danish	465	0.68%
Dutch	17,677	25.75%
English	2,231	3.25%
French (except Basque)	798	1.16%
French Canadian	132	0.19%
German	18,053	26.30%
Greek	16	0.02%
Hungarian	3	0.00%
Irish	3,593	5.24%
Italian	320	0.47%
Lithuanian	13	0.02%
United States or American	2,092	3.05%
Norwegian	1,790	2.61%
Polish	521	0.76%
Portuguese	25	0.04%
Russian	87	0.13%
Scottish	368	0.54%
Scotch-Irish	228	0.33%
Slovak	0	0.00%
Subsaharan African	464	0.68%
Swedish	769	1.12%
Swiss	321	0.47%
Ukrainian	5	0.01%
Welsh	81	0.12%
West Indian (except Hisp. groups)	9	0.01%
Other ancestries	7,621	11.10%
Ancestry Unclassified	10,567	15.40%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	59,105	92.33%
Speak Asian/Pacific Island Language at Home	168	0.26%
Speak IndoEuropean Language at Home	463	0.72%
Speak Spanish at Home	3,905	6.10%
Speak Other Language at Home	300	0.47%



# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>68,636</b>	
Age 0 - 4	4,620	6.73%
Age 5 - 9	4,858	7.08%
Age 10 - 14	5,172	7.54%
Age 15 - 17	3,110	4.53%
Age 18 - 20	4,155	6.05%
Age 21 - 24	4,169	6.07%
Age 25 - 34	7,315	10.66%
Age 35 - 44	7,876	11.48%
Age 45 - 54	7,102	10.35%
Age 55 - 64	7,466	10.88%
Age 65 - 74	7,010	10.21%
Age 75 - 84	3,726	5.43%
Age 85 and over	2,059	3.00%
Age 16 and over	52,952	77.15%
Age 18 and over	50,876	74.12%
Age 21 and over	46,721	68.07%
Age 65 and over	12,794	18.64%
2024 Est. Median Age		36.18
2024 Est. Average Age		38.57
<b>2024 Est. Population by Sex</b>	<b>68,636</b>	
Male	34,400	50.12%
Female	34,235	49.88%
<b>2024 Est. Male Population by Age</b>	<b>34,400</b>	
Age 0 - 4	2,360	6.86%
Age 5 - 9	2,513	7.30%
Age 10 - 14	2,639	7.67%
Age 15 - 17	1,642	4.77%
Age 18 - 20	2,206	6.41%
Age 21 - 24	2,187	6.36%
Age 25 - 34	3,849	11.19%
Age 35 - 44	3,960	11.51%
Age 45 - 54	3,544	10.30%
Age 55 - 64	3,786	11.01%
Age 65 - 74	3,398	9.88%
Age 75 - 84	1,614	4.69%
Age 85 and over	702	2.04%
2024 Est. Median Age, Male		34.46
2024 Est. Average Age, Male		37.37
<b>2024 Est. Female Population by Age</b>	<b>34,235</b>	
Age 0 - 4	2,260	6.60%
Age 5 - 9	2,344	6.85%
Age 10 - 14	2,533	7.40%
Age 15 - 17	1,468	4.29%
Age 18 - 20	1,949	5.69%
Age 21 - 24	1,982	5.79%
Age 25 - 34	3,466	10.12%
Age 35 - 44	3,915	11.44%
Age 45 - 54	3,558	10.39%
Age 55 - 64	3,680	10.75%
Age 65 - 74	3,612	10.55%
Age 75 - 84	2,112	6.17%
Age 85 and over	1,356	3.96%
2024 Est. Median Age, Female		37.89
2024 Est. Average Age, Female		39.75

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	15,038	27.85%
Males, Never Married	8,618	15.96%
Females, Never Married	6,421	11.89%
Married, Spouse present	31,299	57.98%
Married, Spouse absent	1,199	2.22%
Widowed	3,070	5.69%
Males Widowed	550	1.02%
Females Widowed	2,519	4.67%
Divorced	3,380	6.26%
Males Divorced	1,469	2.72%
Females Divorced	1,911	3.54%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,386	3.26%
Some High School, no diploma	1,726	4.06%
High School Graduate (or GED)	14,293	33.59%
Some College, no degree	7,875	18.51%
Associate Degree	6,189	14.55%
Bachelor's Degree	8,014	18.83%
Master's Degree	2,192	5.15%
Professional School Degree	606	1.42%
Doctorate Degree	270	0.63%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	1,514	41.35%
High School Graduate	1,041	28.43%
Some College or Associate's Degree	855	23.35%
Bachelor's Degree or Higher	251	6.86%
<b>Households</b>		
2029 Projection	25,642	
2024 Estimate	25,167	
2020 Census	25,008	
2010 Census	24,155	
Growth 2024 - 2029		1.89%
Growth 2020 - 2024		0.64%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>25,167</b>	
Family Households	17,779	70.64%
Nonfamily Households	7,388	29.36%
2024 Est. Group Quarters Population	3,114	
2024 Households by Ethnicity, Hispanic/Latino	2,049	



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Sioux Center, Iowa

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>25,167</b>	
Income < \$15,000	1,207	4.80%
Income \$15,000 - \$24,999	1,492	5.93%
Income \$25,000 - \$34,999	1,667	6.62%
Income \$35,000 - \$49,999	2,262	8.99%
Income \$50,000 - \$74,999	4,379	17.40%
Income \$75,000 - \$99,999	4,115	16.35%
Income \$100,000 - \$124,999	3,562	14.15%
Income \$125,000 - \$149,999	2,435	9.68%
Income \$150,000 - \$199,999	2,052	8.15%
Income \$200,000 - \$249,999	936	3.72%
Income \$250,000 - \$499,999	756	3.00%
Income \$500,000+	303	1.20%
2024 Est. Average Household Income		\$101,561
2024 Est. Median Household Income		\$84,303
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$86,573
Black or African American Alone		\$43,806
American Indian and Alaska Native Alone		\$66,253
Asian Alone		\$65,656
Native Hawaiian and Other Pacific Islander Alone		\$182,401
Some Other Race Alone		\$81,712
Two or More Races		\$59,835
Hispanic or Latino		\$58,194
Not Hispanic or Latino		\$86,470
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>25,167</b>	
Family Households with Children	7,853	31.20%
Family Households without Children	17,314	68.80%
<b>Married-Couple Families</b>	<b>15,444</b>	<b>61.37%</b>
Married-Couple Family, own children	6,490	25.79%
Married-Couple Family, no own children	8,954	35.58%
<b>Cohabiting-Couple Families</b>	<b>1,153</b>	<b>4.58%</b>
Cohabiting-Couple Family, own children	524	2.08%
Cohabiting-Couple Family, no own children	630	2.50%
<b>Male Householder Families</b>	<b>3,801</b>	<b>15.10%</b>
Male Householder, own children	197	0.78%
Male Householder, no own children	310	1.23%
Male Householder, only Nonrelatives	341	1.35%
Male Householder, Living Alone	2,953	11.73%
<b>Female Householder Families</b>	<b>4,769</b>	<b>18.95%</b>
Female Householder, own children	643	2.56%
Female Householder, no own children	411	1.63%
Female Householder, only Nonrelatives	124	0.49%
Female Householder, Living Alone	3,592	14.27%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>25,167</b>	
1-person	6,297	25.02%
2-person	9,303	36.97%
3-person	3,053	12.13%
4-person	3,021	12.00%
5-person	2,075	8.25%
6-person	952	3.78%
7-or-more-person	467	1.86%
2024 Est. Average Household Size		2.60
<b>2024 Est. Households by Number of Vehicles</b>	<b>25,167</b>	
No Vehicles	1,228	4.88%
1 Vehicle	6,059	24.07%
2 Vehicles	10,080	40.05%
3 Vehicles	4,813	19.12%
4 Vehicles	2,075	8.25%
5 or more Vehicles	911	3.62%
2024 Est. Average Number of Vehicles		2.2
<b>Family Households</b>		
2029 Projection	18,125	
2024 Estimate	17,779	
2020 Estimate	17,488	
2010 Census	17,020	
Growth 2024 - 2029		1.95%
Growth 2020 - 2024		1.66%
Growth 2010 - 2020		2.75%
<b>2024 Est. Families by Poverty Status</b>	<b>17,779</b>	
2024 Families at or Above Poverty	17,078	96.06%
2024 Families at or Above Poverty with Children	7,631	42.92%
2024 Families Below Poverty	702	3.95%
2024 Families Below Poverty with Children	506	2.85%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	36,366	68.68%
Civilian Labor Force, Unemployed	878	1.66%
Armed Forces	57	0.11%
Not in Labor Force	15,651	29.56%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	22,723	61.69%
Non-Profit Private Workers	4,177	11.34%
Local Government Workers	401	1.09%
State Government Workers	1,085	2.95%
Federal Government Workers	2,937	7.97%
Self-Employed Workers	5,437	14.76%
Unpaid Family Workers	74	0.20%

# Secondary Retail Trade Area • Demographic Profile

Sioux Center, Iowa

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	543	1.47%
Arts/Entertainment/Sports	636	1.73%
Building Grounds Maintenance	1,091	2.96%
Business/Financial Operations	1,452	3.94%
Community/Social Services	549	1.49%
Computer/Mathematical	411	1.12%
Construction/Extraction	1,989	5.40%
Education/Training/Library	2,775	7.53%
Farming/Fishing/Forestry	953	2.59%
Food Prep/Serving	1,708	4.64%
Health Practitioner/Technician	2,172	5.90%
Healthcare Support	1,010	2.74%
Maintenance Repair	1,616	4.39%
Legal	187	0.51%
Life/Physical/Social Science	393	1.07%
Management	4,356	11.83%
Office/Admin. Support	4,016	10.90%
Production	3,351	9.10%
Protective Services	347	0.94%
Sales/Related	2,930	7.96%
Personal Care/Service	1,098	2.98%
Transportation/Moving	3,252	8.83%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	20,420	55.44%
Blue Collar	10,207	27.71%
Service and Farm	6,207	16.85%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	27,606	75.98%
Car Pooled	3,175	8.74%
Public Transportation	152	0.42%
Walked	923	2.54%
Bicycle	110	0.30%
Other Means	237	0.65%
Worked at Home	4,131	11.37%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	20,073	
15 - 29 Minutes	7,875	
30 - 44 Minutes	2,737	
45 - 59 Minutes	1,107	
60 or more Minutes	859	
2024 Est. Avg Travel Time to Work in Minutes		17
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>25,167</b>	
Owner Occupied	19,267	76.56%
Renter Occupied	5,900	23.44%
2024 Owner Occ. HUs: Avg. Length of Residence		17.99 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		7.52 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>19,267</b>	
Value Less than \$20,000	220	1.14%
Value \$20,000 - \$39,999	333	1.73%
Value \$40,000 - \$59,999	427	2.22%
Value \$60,000 - \$79,999	607	3.15%
Value \$80,000 - \$99,999	875	4.54%
Value \$100,000 - \$149,999	2,844	14.76%
Value \$150,000 - \$199,999	2,943	15.28%
Value \$200,000 - \$299,999	4,976	25.83%
Value \$300,000 - \$399,999	2,756	14.30%
Value \$400,000 - \$499,999	1,743	9.05%
Value \$500,000 - \$749,999	1,038	5.39%
Value \$750,000 - \$999,999	292	1.52%
Value \$1,000,000 or \$1,499,999	138	0.72%
Value \$1,500,000 or \$1,999,999	26	0.14%
Value \$2,000,000+	48	0.25%
2024 Est. Median All Owner-Occupied Housing Value		\$224,834
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	21,861	80.78%
1 Unit Attached	774	2.86%
2 Units	264	0.98%
3 or 4 Units	981	3.62%
5 to 19 Units	1,502	5.55%
20 to 49 Units	617	2.28%
50 or More Units	206	0.76%
Mobile Home or Trailer	858	3.17%
Boat, RV, Van, etc.	0	0.00%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	416	1.54%
Housing Units Built 2010 to 2019	1,635	6.04%
Housing Units Built 2000 to 2009	2,546	9.41%
Housing Units Built 1990 to 1999	2,896	10.70%
Housing Units Built 1980 to 1989	1,936	7.15%
Housing Units Built 1970 to 1979	4,017	14.84%
Housing Units Built 1960 to 1969	2,915	10.77%
Housing Units Built 1950 to 1959	2,822	10.43%
Housing Units Built 1940 to 1949	1,302	4.81%
Housing Unit Built 1939 or Earlier	6,578	24.31%
2024 Est. Median Year Structure Built		1970

<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.

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