



The **Retail**Coach®

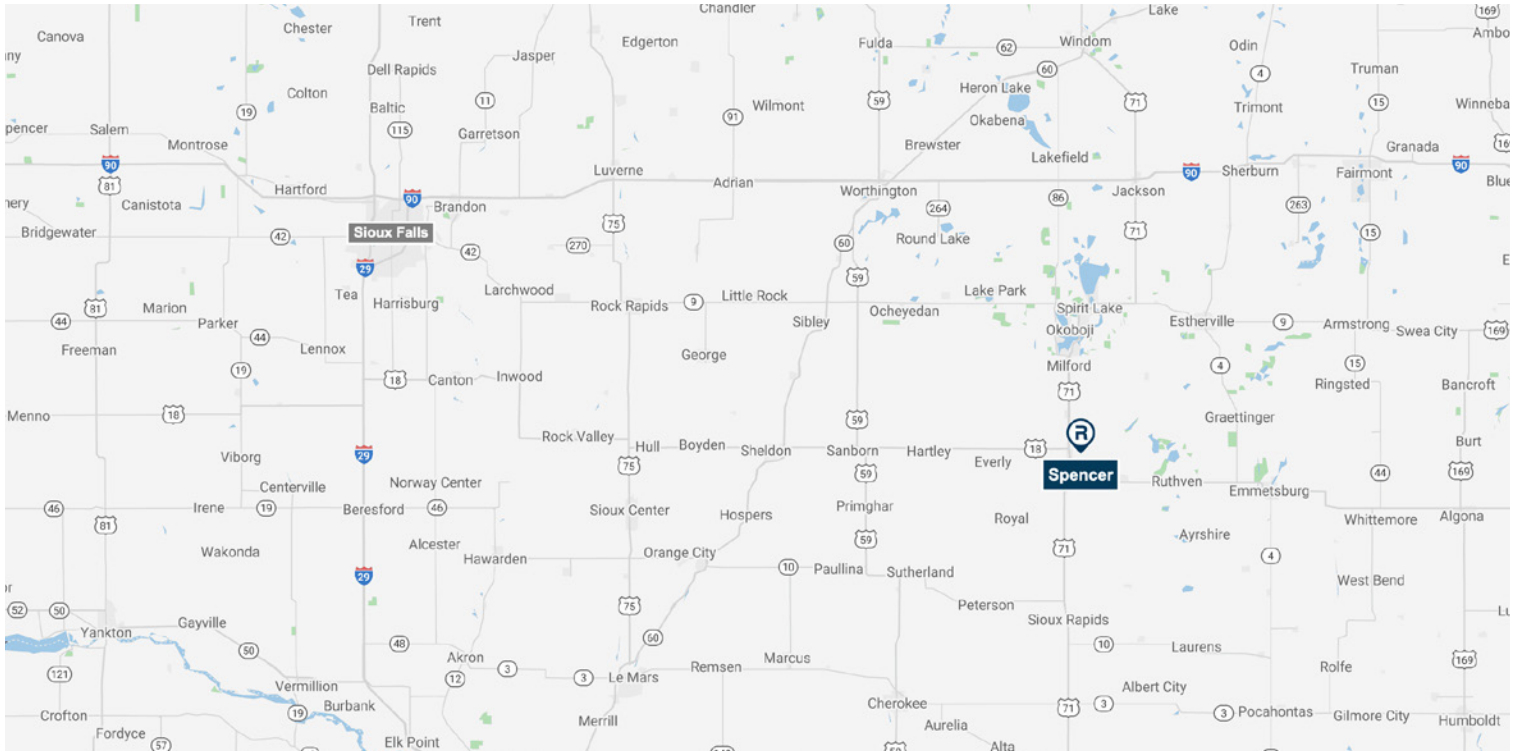
Community Demographic Profile

SPENCER, IOWA

Prepared for City of Spencer
May 2023

Community • Demographic Snapshot

Spencer, Iowa



Population

Year	Population
2020	11,325
2023	11,605
2028	11,901

Educational Attainment (%)

Graduate or Professional Degree	7.40%
Bachelors Degree	16.98%
Associate Degree	11.52%
Some College	26.75%
High School Graduate (GED)	32.41%
Some High School, No Degree	4.40%
Less than 9th Grade	0.55%

Income

Average HH	\$71,554
Median HH	\$52,448
Per Capita	\$32,476

Age

0 - 9 Years	12.35%
10 - 17 Years	10.36%
18 - 24 Years	7.74%
25 - 34 Years	11.00%
35 - 44 Years	12.28%
45 - 54 Years	10.69%
55 - 64 Years	12.39%
65 and Older	23.19%
Median Age	41.92
Average Age	42.40

Race Distribution (%)

White	90.93%
Black/African American	0.76%
American Indian/Alaskan	0.40%
Asian	1.23%
Native Hawaiian/Islander	0.05%
Other Race	2.36%
Two or More Races	4.27%
Hispanic	5.85%



CITY of SPENCER

Dan Gifford

City of Spencer
City Manager

101 West 5th Street
Spencer, Iowa 51301

Phone 712.580.7200 ext. 210
DGifford@SpencerIowaCity.com
www.SpencerIowaCity.com

Kyle Cofer

The Retail Coach, LLC
Project Director

Office 662.844.2155
Cell 662.319.7144
KyleCofer@TheRetailCoach.net
www.TheRetailCoach.net



Community • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
Population		
2028 Projection	11,901	
2023 Estimate	11,605	
2020 Census	11,325	
2010 Census	10,484	
Growth 2023 - 2028		2.55%
Growth 2020 - 2023		2.47%
Growth 2010 - 2020		8.02%
2023 Est. Population by Single-Classification Race	11,605	
White Alone	10,552	90.93%
Black or African American Alone	88	0.76%
Amer. Indian and Alaska Native Alone	46	0.40%
Asian Alone	143	1.23%
Native Hawaiian and Other Pacific Island Alone	6	0.05%
Some Other Race Alone	274	2.36%
Two or More Races	496	4.27%
2023 Est. Population by Hispanic or Latino Origin	11,605	
Not Hispanic or Latino	10,926	94.15%
Hispanic or Latino	679	5.85%
Mexican	615	90.57%
Puerto Rican	22	3.24%
Cuban	0	0.00%
All Other Hispanic or Latino	42	6.19%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	679	
White Alone	198	29.16%
Black or African American Alone	1	0.15%
American Indian and Alaska Native Alone	22	3.24%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	4	0.59%
Some Other Race Alone	256	37.70%
Two or More Races	198	29.16%
2023 Est. Pop by Race, Asian Alone, by Category	143	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	69	48.25%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	74	51.75%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	11,605	
Arab	37	0.32%
Czech	41	0.35%
Danish	235	2.02%
Dutch	243	2.09%
English	505	4.35%
French (except Basque)	233	2.01%
French Canadian	50	0.43%
German	3,516	30.30%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	861	7.42%
Italian	164	1.41%
Lithuanian	0	0.00%
United States or American	548	4.72%
Norwegian	1,043	8.99%
Polish	45	0.39%
Portuguese	0	0.00%
Russian	23	0.20%
Scottish	79	0.68%
Scotch-Irish	54	0.47%
Slovak	0	0.00%
Subsaharan African	25	0.22%
Swedish	260	2.24%
Swiss	27	0.23%
Ukrainian	0	0.00%
Welsh	38	0.33%
West Indian (except Hisp. groups)	34	0.29%
Other ancestries	1,526	13.15%
Ancestry Unclassified	2,018	17.39%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	10,576	96.99%
Speak Asian/Pacific Island Language at Home	58	0.53%
Speak IndoEuropean Language at Home	58	0.53%
Speak Spanish at Home	212	1.94%
Speak Other Language at Home	0	0.00%

Community • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
2023 Est. Population by Age	11,605	
Age 0 - 4	701	6.04%
Age 5 - 9	732	6.31%
Age 10 - 14	757	6.52%
Age 15 - 17	445	3.83%
Age 18 - 20	394	3.39%
Age 21 - 24	504	4.34%
Age 25 - 34	1,277	11.00%
Age 35 - 44	1,425	12.28%
Age 45 - 54	1,241	10.69%
Age 55 - 64	1,438	12.39%
Age 65 - 74	1,421	12.25%
Age 75 - 84	778	6.70%
Age 85 and over	492	4.24%
Age 16 and over	9,267	79.85%
Age 18 and over	8,970	77.29%
Age 21 and over	8,576	73.90%
Age 65 and over	2,691	23.19%
2023 Est. Median Age		41.92
2023 Est. Average Age		42.40
2023 Est. Population by Sex	11,605	
Male	5,622	48.45%
Female	5,983	51.56%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	5,622	
Age 0 - 4	353	6.28%
Age 5 - 9	369	6.56%
Age 10 - 14	385	6.85%
Age 15 - 17	222	3.95%
Age 18 - 20	200	3.56%
Age 21 - 24	251	4.46%
Age 25 - 34	643	11.44%
Age 35 - 44	699	12.43%
Age 45 - 54	615	10.94%
Age 55 - 64	691	12.29%
Age 65 - 74	662	11.78%
Age 75 - 84	359	6.39%
Age 85 and over	173	3.08%
2023 Est. Median Age, Male		40.51
2023 Est. Average Age, Male		41.20
2023 Est. Female Population by Age	5,983	
Age 0 - 4	348	5.82%
Age 5 - 9	363	6.07%
Age 10 - 14	372	6.22%
Age 15 - 17	223	3.73%
Age 18 - 20	194	3.24%
Age 21 - 24	253	4.23%
Age 25 - 34	634	10.60%
Age 35 - 44	726	12.13%
Age 45 - 54	626	10.46%
Age 55 - 64	747	12.49%
Age 65 - 74	759	12.69%
Age 75 - 84	419	7.00%
Age 85 and over	319	5.33%
2023 Est. Median Age, Female		43.28
2023 Est. Average Age, Female		43.60

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,561	27.20%
Males, Never Married	1,246	13.23%
Females, Never Married	1,315	13.97%
Married, Spouse present	4,753	50.48%
Married, Spouse absent	233	2.48%
Widowed	831	8.83%
Males Widowed	261	2.77%
Females Widowed	570	6.05%
Divorced	1,037	11.01%
Males Divorced	528	5.61%
Females Divorced	509	5.41%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	44	0.55%
Some High School, no diploma	355	4.40%
High School Graduate (or GED)	2,616	32.41%
Some College, no degree	2,159	26.75%
Associate Degree	930	11.52%
Bachelor's Degree	1,371	16.98%
Master's Degree	348	4.31%
Professional School Degree	206	2.55%
Doctorate Degree	43	0.53%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	173	54.57%
High School Graduate	30	9.46%
Some College or Associate's Degree	98	30.91%
Bachelor's Degree or Higher	16	5.05%
Households		
2028 Projection	5,221	
2023 Estimate	5,140	
2020 Census	5,050	
2010 Census	4,675	
Growth 2023 - 2028		1.58%
Growth 2020 - 2023		1.78%
Growth 2010 - 2020		8.02%
2023 Est. Households by Household Type	5,140	
Family Households	3,091	60.14%
Nonfamily Households	2,049	39.86%
2023 Est. Group Quarters Population	280	
2023 Households by Ethnicity, Hispanic/Latino	189	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	5,140	
Income < \$15,000	565	10.99%
Income \$15,000 - \$24,999	614	11.95%
Income \$25,000 - \$34,999	558	10.86%
Income \$35,000 - \$49,999	743	14.46%
Income \$50,000 - \$74,999	730	14.20%
Income \$75,000 - \$99,999	714	13.89%
Income \$100,000 - \$124,999	543	10.56%
Income \$125,000 - \$149,999	282	5.49%
Income \$150,000 - \$199,999	207	4.03%
Income \$200,000 - \$249,999	89	1.73%
Income \$250,000 - \$499,999	69	1.34%
Income \$500,000+	26	0.51%
2023 Est. Average Household Income		\$71,554
2023 Est. Median Household Income		\$52,448
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$51,979
Black or African American Alone		\$55,845
American Indian and Alaska Native Alone		\$62,326
Asian Alone		\$36,915
Native Hawaiian and Other Pacific Islander Alone		\$15,000
Some Other Race Alone		\$75,000
Two or More Races		\$47,367
Hispanic or Latino		\$51,354
Not Hispanic or Latino		\$52,582
2023 Est. Family HH Type by Presence of Own Child.	3,091	
Married-Couple Family, own children	898	29.05%
Married-Couple Family, no own children	1,531	49.53%
Male Householder, own children	122	3.95%
Male Householder, no own children	72	2.33%
Female Householder, own children	357	11.55%
Female Householder, no own children	111	3.59%
2023 Est. Households by Household Size	5,140	
1-person	1,752	34.09%
2-person	1,991	38.74%
3-person	563	10.95%
4-person	354	6.89%
5-person	367	7.14%
6-person	57	1.11%
7-or-more-person	56	1.09%
2023 Est. Average Household Size		2.20

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	5,140	
Households with 1 or More People under Age 18:	1,436	27.94%
Married-Couple Family	914	63.65%
Other Family, Male Householder	128	8.91%
Other Family, Female Householder	374	26.05%
Nonfamily, Male Householder	14	0.98%
Nonfamily, Female Householder	6	0.42%
Households with No People under Age 18:	3,704	
Married-Couple Family	1,520	41.04%
Other Family, Male Householder	62	1.67%
Other Family, Female Householder	95	2.56%
Nonfamily, Male Householder	881	23.78%
Nonfamily, Female Householder	1,146	30.94%
2023 Est. Households by Number of Vehicles	5,140	
No Vehicles	411	8.00%
1 Vehicle	1,811	35.23%
2 Vehicles	2,021	39.32%
3 Vehicles	599	11.65%
4 Vehicles	296	5.76%
5 or more Vehicles	2	0.04%
2023 Est. Average Number of Vehicles		1.7
Family Households		
2028 Projection	3,144	
2023 Estimate	3,091	
2010 Census	2,807	
Growth 2023 - 2028		1.72%
Growth 2010 - 2023		10.12%
2023 Est. Families by Poverty Status	3,091	
2023 Families at or Above Poverty	2,795	90.42%
2023 Families at or Above Poverty with Children	1,170	37.85%
2023 Families Below Poverty	296	9.58%
2023 Families Below Poverty with Children	246	7.96%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	5,521	59.58%
Civilian Labor Force, Unemployed	309	3.33%
Armed Forces	0	0.00%
Not in Labor Force	3,437	37.09%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	5,682	
For-Profit Private Workers	4,002	70.43%
Non-Profit Private Workers	579	10.19%
Local Government Workers	1	0.02%
State Government Workers	220	3.87%
Federal Government Workers	410	7.22%
Self-Employed Workers	467	8.22%
Unpaid Family Workers	3	0.05%
2023 Est. Civ. Employed Pop 16+ by Occupation	5,682	
Architect/Engineer	76	1.34%
Arts/Entertainment/Sports	171	3.01%
Building Grounds Maintenance	187	3.29%
Business/Financial Operations	219	3.85%
Community/Social Services	148	2.60%
Computer/Mathematical	71	1.25%
Construction/Extraction	320	5.63%
Education/Training/Library	416	7.32%
Farming/Fishing/Forestry	77	1.35%
Food Prep/Serving	238	4.19%
Health Practitioner/Technician	403	7.09%
Healthcare Support	103	1.81%
Maintenance Repair	100	1.76%
Legal	64	1.13%
Life/Physical/Social Science	24	0.42%
Management	560	9.86%
Office/Admin. Support	630	11.09%
Production	307	5.40%
Protective Services	99	1.74%
Sales/Related	692	12.18%
Personal Care/Service	135	2.38%
Transportation/Moving	642	11.30%
2023 Est. Pop 16+ by Occupation Classification	5,682	
White Collar	3,474	61.14%
Blue Collar	1,369	24.09%
Service and Farm	839	14.77%
2023 Est. Workers Age 16+ by Transp. to Work	5,591	
Drove Alone	4,450	79.59%
Car Pooled	587	10.50%
Public Transportation	52	0.93%
Walked	172	3.08%
Bicycle	26	0.47%
Other Means	29	0.52%
Worked at Home	275	4.92%

Community • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,550	
15 - 29 Minutes	854	
30 - 44 Minutes	466	
45 - 59 Minutes	269	
60 or more Minutes	189	
2023 Est. Avg Travel Time to Work in Minutes		17
2023 Est. Occupied Housing Units by Tenure	5,140	
Owner Occupied	3,218	62.61%
Renter Occupied	1,922	37.39%
2023 Owner Occ. HUs: Avg. Length of Residence		11.50 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		4.70 [†]
2023 Est. Owner-Occupied Housing Units by Value	5,140	
Value Less than \$20,000	12	0.37%
Value \$20,000 - \$39,999	15	0.47%
Value \$40,000 - \$59,999	22	0.68%
Value \$60,000 - \$79,999	134	4.16%
Value \$80,000 - \$99,999	238	7.40%
Value \$100,000 - \$149,999	825	25.64%
Value \$150,000 - \$199,999	668	20.76%
Value \$200,000 - \$299,999	765	23.77%
Value \$300,000 - \$399,999	189	5.87%
Value \$400,000 - \$499,999	163	5.07%
Value \$500,000 - \$749,999	186	5.78%
Value \$750,000 - \$999,999	0	0.00%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	1	0.03%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$175,533
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	3,866	67.81%
1 Unit Attached	68	1.19%
2 Units	240	4.21%
3 or 4 Units	525	9.21%
5 to 19 Units	696	12.21%
20 to 49 Units	134	2.35%
50 or More Units	114	2.00%
Mobile Home or Trailer	58	1.02%
Boat, RV, Van, etc.	0	0.00%

[†] Years

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	203	3.56%
Housing Units Built 2010 to 2014	83	1.46%
Housing Units Built 2000 to 2009	427	7.49%
Housing Units Built 1990 to 1999	382	6.70%
Housing Units Built 1980 to 1989	607	10.65%
Housing Units Built 1970 to 1979	1,018	17.86%
Housing Units Built 1960 to 1969	777	13.63%
Housing Units Built 1950 to 1959	662	11.61%
Housing Units Built 1940 to 1949	199	3.49%
Housing Unit Built 1939 or Earlier	1,343	23.56%
2023 Est. Median Year Structure Built		1968

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, 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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