



The **Retail**Coach®

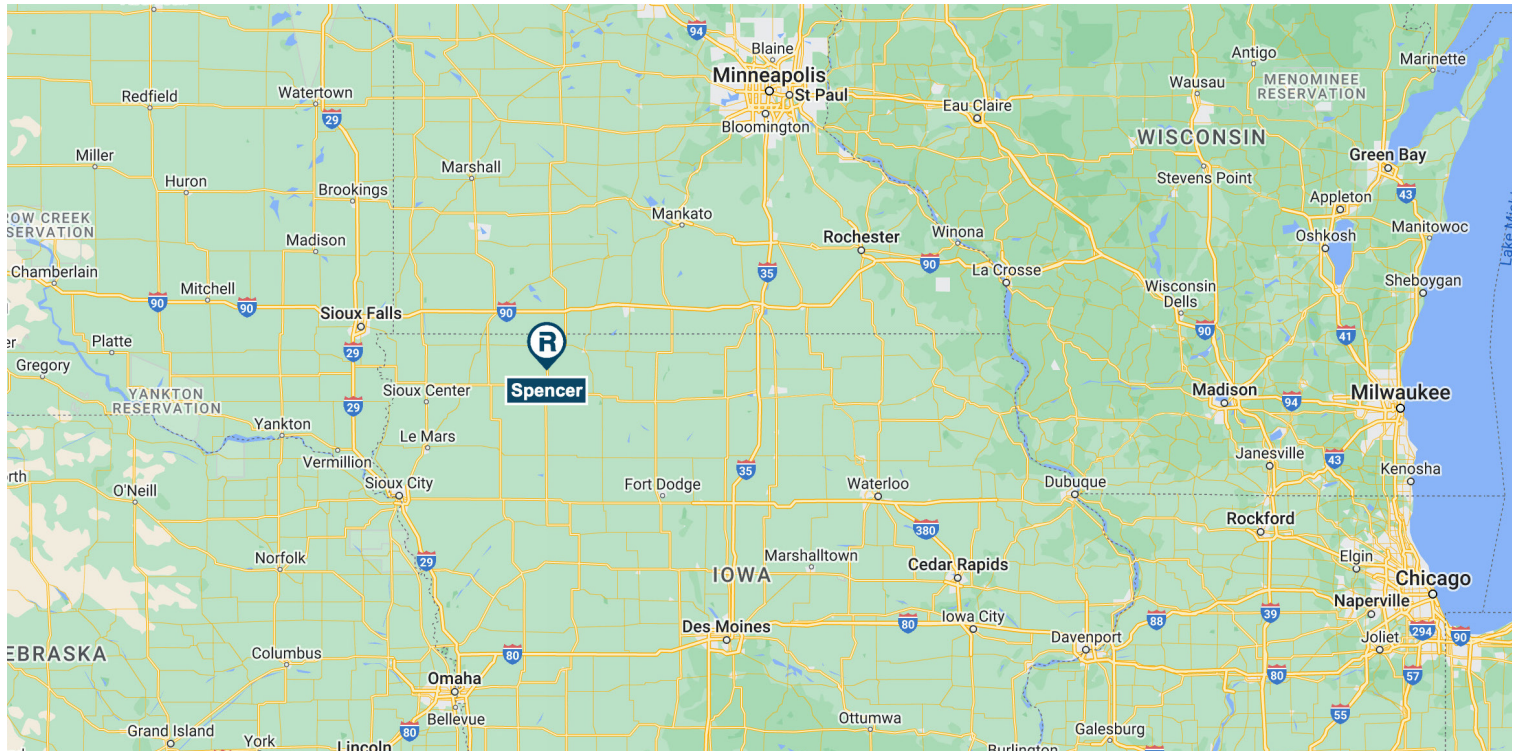
Community Demographic Profile

SPENCER, IOWA

Prepared for City of Spencer
July 2024

Community • Demographic Snapshot

Spencer, Iowa



Population

2020	11,325
2024	11,780
2029	12,226

Educational Attainment (%)

Graduate or Professional Degree	7.42%
Bachelors Degree	16.94%
Associate Degree	13.68%
Some College	24.07%
High School Graduate (or GED)	33.91%
Some High School, No Degree	3.59%
Less than 9th Grade	0.39%

Income

Average HH	\$77,003
Median HH	\$54,213
Per Capita	\$34,910

Age

0 - 9 Years	11.88%
10 - 17 Years	10.28%
18 - 24 Years	8.18%
25 - 34 Years	10.45%
35 - 44 Years	12.44%
45 - 54 Years	10.86%
55 - 64 Years	11.51%
65 and Older	24.41%
Median Age	42.38
Average Age	42.90

Race Distribution (%)

White	90.30%
Black/African American	0.93%
American Indian/Alaskan	0.43%
Asian	0.88%
Native Hawaiian/Islander	0.05%
Other Race	2.29%
Two or More Races	5.11%
Hispanic	5.82%



CITY of SPENCER

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Community • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
Population		
2029 Projection	12,226	
2024 Estimate	11,780	
2020 Census	11,325	
2010 Census	10,484	
Growth 2024 - 2029		3.79%
Growth 2020 - 2024		4.02%
Growth 2010 - 2020		8.02%
2024 Est. Population by Single-Classification Race	11,780	
White Alone	10,637	90.30%
Black or African American Alone	110	0.93%
Amer. Indian and Alaska Native Alone	51	0.43%
Asian Alone	104	0.88%
Native Hawaiian and Other Pacific Island Alone	6	0.05%
Some Other Race Alone	270	2.29%
Two or More Races	602	5.11%
2024 Est. Population by Hispanic or Latino Origin	11,780	
Not Hispanic or Latino	11,095	94.18%
Hispanic or Latino	685	5.82%
Mexican	589	85.98%
Puerto Rican	85	12.41%
Cuban	0	0.00%
All Other Hispanic or Latino	11	1.61%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	685	
White Alone	197	28.76%
Black or African American Alone	1	0.15%
American Indian and Alaska Native Alone	23	3.36%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	5	0.73%
Some Other Race Alone	258	37.66%
Two or More Races	201	29.34%
2024 Est. Pop by Race, Asian Alone, by Category	104	
Chinese, except Taiwanese	4	3.85%
Filipino	1	0.96%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	47	45.19%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	52	50.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	11,780	
Arab	0	0.00%
Czech	26	0.22%
Danish	245	2.08%
Dutch	315	2.67%
English	583	4.95%
French (except Basque)	187	1.59%
French Canadian	53	0.45%
German	3,582	30.41%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	963	8.18%
Italian	130	1.10%
Lithuanian	0	0.00%
United States or American	569	4.83%
Norwegian	972	8.25%
Polish	117	0.99%
Portuguese	8	0.07%
Russian	20	0.17%
Scottish	61	0.52%
Scotch-Irish	68	0.58%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	300	2.55%
Swiss	37	0.31%
Ukrainian	7	0.06%
Welsh	14	0.12%
West Indian (except Hisp. groups)	51	0.43%
Other ancestries	1,534	13.02%
Ancestry Unclassified	1,938	16.45%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	10,865	97.93%
Speak Asian/Pacific Island Language at Home	32	0.29%
Speak IndoEuropean Language at Home	32	0.29%
Speak Spanish at Home	143	1.29%
Speak Other Language at Home	23	0.21%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	11,780	
Age 0 - 4	685	5.82%
Age 5 - 9	714	6.06%
Age 10 - 14	756	6.42%
Age 15 - 17	455	3.86%
Age 18 - 20	439	3.73%
Age 21 - 24	524	4.45%
Age 25 - 34	1,231	10.45%
Age 35 - 44	1,465	12.44%
Age 45 - 54	1,279	10.86%
Age 55 - 64	1,356	11.51%
Age 65 - 74	1,466	12.45%
Age 75 - 84	906	7.69%
Age 85 and over	504	4.28%
Age 16 and over	9,472	80.41%
Age 18 and over	9,170	77.84%
Age 21 and over	8,731	74.12%
Age 65 and over	2,876	24.41%
2024 Est. Median Age		42.38
2024 Est. Average Age		42.90
2024 Est. Population by Sex	11,780	
Male	5,675	48.17%
Female	6,105	51.83%
2024 Est. Male Population by Age	5,675	
Age 0 - 4	347	6.11%
Age 5 - 9	350	6.17%
Age 10 - 14	372	6.55%
Age 15 - 17	228	4.02%
Age 18 - 20	221	3.89%
Age 21 - 24	269	4.74%
Age 25 - 34	623	10.98%
Age 35 - 44	720	12.69%
Age 45 - 54	638	11.24%
Age 55 - 64	658	11.60%
Age 65 - 74	664	11.70%
Age 75 - 84	402	7.08%
Age 85 and over	183	3.22%
2024 Est. Median Age, Male		40.93
2024 Est. Average Age, Male		41.60
2024 Est. Female Population by Age	6,105	
Age 0 - 4	338	5.54%
Age 5 - 9	364	5.96%
Age 10 - 14	384	6.29%
Age 15 - 17	227	3.72%
Age 18 - 20	218	3.57%
Age 21 - 24	255	4.18%
Age 25 - 34	608	9.96%
Age 35 - 44	745	12.20%
Age 45 - 54	641	10.50%
Age 55 - 64	698	11.43%
Age 65 - 74	802	13.14%
Age 75 - 84	504	8.26%
Age 85 and over	321	5.26%
2024 Est. Median Age, Female		43.81
2024 Est. Average Age, Female		44.10

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,875	29.87%
Males, Never Married	1,450	15.07%
Females, Never Married	1,425	14.81%
Married, Spouse present	4,564	47.42%
Married, Spouse absent	247	2.57%
Widowed	762	7.92%
Males Widowed	213	2.21%
Females Widowed	549	5.70%
Divorced	1,177	12.23%
Males Divorced	553	5.75%
Females Divorced	624	6.48%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	32	0.39%
Some High School, no diploma	295	3.59%
High School Graduate (or GED)	2,783	33.91%
Some College, no degree	1,975	24.07%
Associate Degree	1,123	13.68%
Bachelor's Degree	1,390	16.94%
Master's Degree	363	4.42%
Professional School Degree	222	2.71%
Doctorate Degree	24	0.29%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	58	18.24%
High School Graduate	53	16.67%
Some College or Associate's Degree	173	54.40%
Bachelor's Degree or Higher	34	10.69%
Households		
2029 Projection	5,384	
2024 Estimate	5,220	
2020 Census	5,050	
2010 Census	4,675	
Growth 2024 - 2029		3.14%
Growth 2020 - 2024		3.37%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	5,220	
Family Households	3,138	60.12%
Nonfamily Households	2,082	39.88%
2024 Est. Group Quarters Population	266	
2024 Households by Ethnicity, Hispanic/Latino	185	

Community • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	5,220	
Income < \$15,000	416	7.97%
Income \$15,000 - \$24,999	615	11.78%
Income \$25,000 - \$34,999	581	11.13%
Income \$35,000 - \$49,999	828	15.86%
Income \$50,000 - \$74,999	790	15.13%
Income \$75,000 - \$99,999	602	11.53%
Income \$100,000 - \$124,999	504	9.66%
Income \$125,000 - \$149,999	401	7.68%
Income \$150,000 - \$199,999	241	4.62%
Income \$200,000 - \$249,999	108	2.07%
Income \$250,000 - \$499,999	97	1.86%
Income \$500,000+	37	0.71%
2024 Est. Average Household Income		\$77,003
2024 Est. Median Household Income		\$54,213
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$55,390
Black or African American Alone		\$45,031
American Indian and Alaska Native Alone		\$42,455
Asian Alone		\$30,352
Native Hawaiian and Other Pacific Islander Alone		\$57,860
Some Other Race Alone		\$78,171
Two or More Races		\$42,873
Hispanic or Latino		\$70,939
Not Hispanic or Latino		\$53,115
2024 Est. HH by Type and Presence of Own Child.	5,220	
Family Households with Children	1,219	23.35%
Family Households without Children	4,001	76.65%
Married-Couple Families	2,225	42.63%
Married-Couple Family, own children	726	13.91%
Married-Couple Family, no own children	1,499	28.72%
Cohabiting-Couple Families	278	5.33%
Cohabiting-Couple Family, own children	62	1.19%
Cohabiting-Couple Family, no own children	216	4.14%
Male Householder Families	1,082	20.73%
Male Householder, own children	11	0.21%
Male Householder, no own children	122	2.34%
Male Householder, only Nonrelatives	91	1.74%
Male Householder, Living Alone	858	16.44%
Female Householder Families	1,635	31.32%
Female Householder, own children	420	8.05%
Female Householder, no own children	155	2.97%
Female Householder, only Nonrelatives	29	0.56%
Female Householder, Living Alone	1,031	19.75%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	5,220	
1-person	1,872	35.86%
2-person	1,862	35.67%
3-person	578	11.07%
4-person	508	9.73%
5-person	284	5.44%
6-person	83	1.59%
7-or-more-person	33	0.63%
2024 Est. Average Household Size		2.21
2024 Est. Households by Number of Vehicles	5,220	
No Vehicles	323	6.19%
1 Vehicle	1,784	34.18%
2 Vehicles	2,010	38.51%
3 Vehicles	786	15.06%
4 Vehicles	303	5.80%
5 or more Vehicles	14	0.27%
2024 Est. Average Number of Vehicles		1.8
Family Households		
2029 Projection	3,238	
2024 Estimate	3,138	
2020 Estimate	2,952	
2010 Census	2,807	
Growth 2024 - 2029		3.19%
Growth 2020 - 2024		6.30%
Growth 2010 - 2020		5.17%
2024 Est. Families by Poverty Status	3,138	
2024 Families at or Above Poverty	2,779	88.56%
2024 Families at or Above Poverty with Children	1,166	37.16%
2024 Families Below Poverty	359	11.44%
2024 Families Below Poverty with Children	286	9.11%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	5,768	60.90%
Civilian Labor Force, Unemployed	321	3.39%
Armed Forces	0	0.00%
Not in Labor Force	3,383	35.72%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	4,055	69.14%
Non-Profit Private Workers	437	7.45%
Local Government Workers	1	0.02%
State Government Workers	266	4.54%
Federal Government Workers	429	7.32%
Self-Employed Workers	675	11.51%
Unpaid Family Workers	2	0.03%

Community • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	46	0.78%
Arts/Entertainment/Sports	122	2.08%
Building Grounds Maintenance	289	4.93%
Business/Financial Operations	201	3.43%
Community/Social Services	26	0.44%
Computer/Mathematical	98	1.67%
Construction/Extraction	357	6.09%
Education/Training/Library	413	7.04%
Farming/Fishing/Forestry	84	1.43%
Food Prep/Serving	227	3.87%
Health Practitioner/Technician	438	7.47%
Healthcare Support	131	2.23%
Maintenance Repair	119	2.03%
Legal	22	0.38%
Life/Physical/Social Science	19	0.32%
Management	688	11.73%
Office/Admin. Support	603	10.28%
Production	300	5.12%
Protective Services	123	2.10%
Sales/Related	754	12.86%
Personal Care/Service	132	2.25%
Transportation/Moving	673	11.48%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	3,430	58.48%
Blue Collar	1,449	24.71%
Service and Farm	986	16.81%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	4,432	77.55%
Car Pooled	430	7.52%
Public Transportation	44	0.77%
Walked	228	3.99%
Bicycle	20	0.35%
Other Means	19	0.33%
Worked at Home	542	9.48%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,306	
15 - 29 Minutes	794	
30 - 44 Minutes	643	
45 - 59 Minutes	280	
60 or more Minutes	250	
2024 Est. Avg Travel Time to Work in Minutes		19
2024 Est. Occupied Housing Units by Tenure	5,220	
Owner Occupied	3,501	67.07%
Renter Occupied	1,719	32.93%
2024 Owner Occ. HUs: Avg. Length of Residence		18.50 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.30 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	3,501	
Value Less than \$20,000	16	0.46%
Value \$20,000 - \$39,999	24	0.69%
Value \$40,000 - \$59,999	40	1.14%
Value \$60,000 - \$79,999	142	4.06%
Value \$80,000 - \$99,999	289	8.26%
Value \$100,000 - \$149,999	887	25.34%
Value \$150,000 - \$199,999	724	20.68%
Value \$200,000 - \$299,999	787	22.48%
Value \$300,000 - \$399,999	204	5.83%
Value \$400,000 - \$499,999	218	6.23%
Value \$500,000 - \$749,999	148	4.23%
Value \$750,000 - \$999,999	21	0.60%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	1	0.03%
2024 Est. Median All Owner-Occupied Housing Value		\$172,708
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	4,002	69.23%
1 Unit Attached	142	2.46%
2 Units	240	4.15%
3 or 4 Units	417	7.21%
5 to 19 Units	507	8.77%
20 to 49 Units	275	4.76%
50 or More Units	145	2.51%
Mobile Home or Trailer	53	0.92%
Boat, RV, Van, etc.	0	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	123	2.13%
Housing Units Built 2010 to 2019	252	4.36%
Housing Units Built 2000 to 2009	518	8.96%
Housing Units Built 1990 to 1999	436	7.54%
Housing Units Built 1980 to 1989	567	9.81%
Housing Units Built 1970 to 1979	1,065	18.42%
Housing Units Built 1960 to 1969	558	9.65%
Housing Units Built 1950 to 1959	526	9.10%
Housing Units Built 1940 to 1949	309	5.34%
Housing Unit Built 1939 or Earlier	1,427	24.68%
2024 Est. Median Year Structure Built		1971

[†] 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.



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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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