



The**Retail**Coach.®

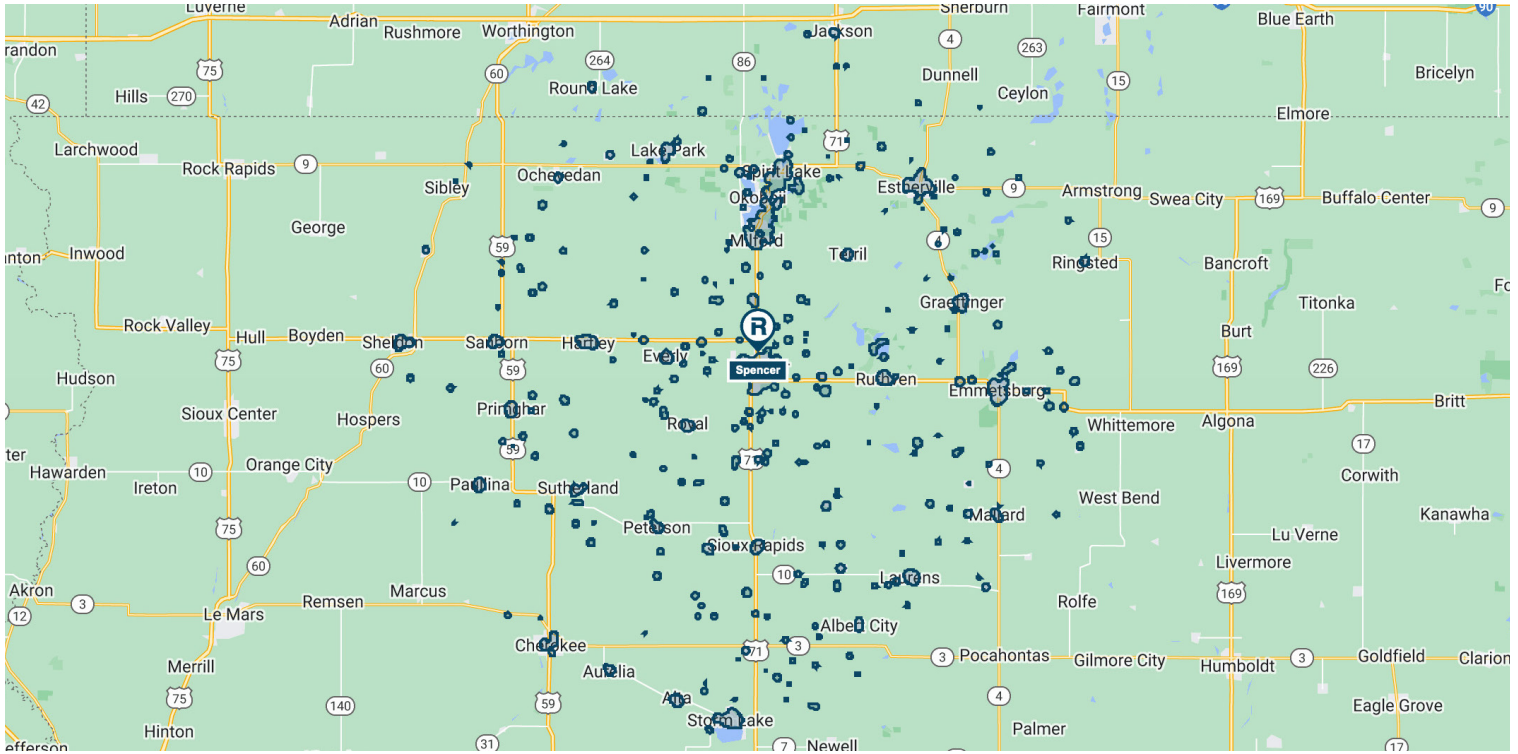
Primary Retail Trade Area Demographic Profile

SPENCER, IOWA

Prepared for City of Spencer
July 2024

Primary Retail Trade Area • Demographic Snapshot

Spencer, Iowa



Population

2020	72,034
2024	72,011
2029	72,737

Educational Attainment (%)

Graduate or Professional Degree	6.23%
Bachelors Degree	16.42%
Associate Degree	13.53%
Some College	21.51%
High School Graduate (or GED)	32.80%
Some High School, No Degree	5.71%
Less than 9th Grade	3.80%

Income

Average HH	\$84,194
Median HH	\$64,702
Per Capita	\$36,408

Age

0 - 9 Years	11.92%
10 - 17 Years	10.30%
18 - 24 Years	9.34%
25 - 34 Years	10.67%
35 - 44 Years	11.65%
45 - 54 Years	10.33%
55 - 64 Years	11.90%
65 and Older	23.89%
Median Age	41.62
Average Age	42.39

Race Distribution (%)

White	82.00%
Black/African American	1.74%
American Indian/Alaskan	0.48%
Asian	2.78%
Native Hawaiian/Islander	1.10%
Other Race	5.36%
Two or More Races	6.53%
Hispanic	12.22%



CITY of SPENCER

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Primary Retail Trade Area • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
Population		
2029 Projection	72,737	
2024 Estimate	72,011	
2020 Census	72,034	
2010 Census	69,230	
Growth 2024 - 2029		1.01%
Growth 2020 - 2024		-0.2%
Growth 2010 - 2020		4.05%
2024 Est. Population by Single-Classification Race	72,011	
White Alone	59,048	82.00%
Black or African American Alone	1,255	1.74%
Amer. Indian and Alaska Native Alone	346	0.48%
Asian Alone	2,004	2.78%
Native Hawaiian and Other Pacific Island Alone	796	1.10%
Some Other Race Alone	3,858	5.36%
Two or More Races	4,704	6.53%
2024 Est. Population by Hispanic or Latino Origin	72,011	
Not Hispanic or Latino	63,215	87.78%
Hispanic or Latino	8,796	12.22%
Mexican	6,492	73.81%
Puerto Rican	372	4.23%
Cuban	210	2.39%
All Other Hispanic or Latino	1,722	19.58%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	8,796	
White Alone	2,034	23.12%
Black or African American Alone	38	0.43%
American Indian and Alaska Native Alone	182	2.07%
Asian Alone	20	0.23%
Native Hawaiian and Other Pacific Islander Alone	8	0.09%
Some Other Race Alone	3,706	42.13%
Two or More Races	2,807	31.91%
2024 Est. Pop by Race, Asian Alone, by Category	2,004	
Chinese, except Taiwanese	46	2.29%
Filipino	100	4.99%
Japanese	35	1.75%
Asian Indian	16	0.80%
Korean	119	5.94%
Vietnamese	73	3.64%
Cambodian	0	0.00%
Hmong	675	33.68%
Laotian	483	24.10%
Thai	71	3.54%
All Other Asian Races Including 2+ Category	385	19.21%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	72,011	
Arab	51	0.07%
Czech	478	0.66%
Danish	1,387	1.93%
Dutch	3,323	4.62%
English	3,764	5.23%
French (except Basque)	1,010	1.40%
French Canadian	133	0.19%
German	20,401	28.33%
Greek	38	0.05%
Hungarian	4	0.01%
Irish	5,762	8.00%
Italian	549	0.76%
Lithuanian	15	0.02%
United States or American	2,089	2.90%
Norwegian	3,984	5.53%
Polish	385	0.54%
Portuguese	18	0.03%
Russian	99	0.14%
Scottish	529	0.74%
Scotch-Irish	285	0.40%
Slovak	15	0.02%
Subsaharan African	362	0.50%
Swedish	1,944	2.70%
Swiss	132	0.18%
Ukrainian	53	0.07%
Welsh	228	0.32%
West Indian (except Hisp. groups)	71	0.10%
Other ancestries	10,876	15.10%
Ancestry Unclassified	14,026	19.48%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	60,211	88.85%
Speak Asian/Pacific Island Language at Home	1,567	2.31%
Speak IndoEuropean Language at Home	315	0.47%
Speak Spanish at Home	5,292	7.81%
Speak Other Language at Home	280	0.41%

Primary Retail Trade Area • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
2024 Est. Population by Age	72,011	
Age 0 - 4	4,241	5.89%
Age 5 - 9	4,344	6.03%
Age 10 - 14	4,559	6.33%
Age 15 - 17	2,856	3.97%
Age 18 - 20	3,221	4.47%
Age 21 - 24	3,508	4.87%
Age 25 - 34	7,685	10.67%
Age 35 - 44	8,390	11.65%
Age 45 - 54	7,435	10.33%
Age 55 - 64	8,572	11.90%
Age 65 - 74	9,154	12.71%
Age 75 - 84	5,084	7.06%
Age 85 and over	2,962	4.11%
Age 16 and over	57,913	80.42%
Age 18 and over	56,011	77.78%
Age 21 and over	52,790	73.31%
Age 65 and over	17,200	23.89%
2024 Est. Median Age		41.62
2024 Est. Average Age		42.39
2024 Est. Population by Sex	72,011	
Male	35,699	49.57%
Female	36,311	50.42%
2024 Est. Male Population by Age	35,699	
Age 0 - 4	2,161	6.05%
Age 5 - 9	2,181	6.11%
Age 10 - 14	2,367	6.63%
Age 15 - 17	1,480	4.15%
Age 18 - 20	1,706	4.78%
Age 21 - 24	1,848	5.18%
Age 25 - 34	3,958	11.09%
Age 35 - 44	4,333	12.14%
Age 45 - 54	3,747	10.50%
Age 55 - 64	4,308	12.07%
Age 65 - 74	4,379	12.27%
Age 75 - 84	2,230	6.25%
Age 85 and over	1,000	2.80%
2024 Est. Median Age, Male		39.93
2024 Est. Average Age, Male		41.02
2024 Est. Female Population by Age	36,311	
Age 0 - 4	2,080	5.73%
Age 5 - 9	2,163	5.96%
Age 10 - 14	2,191	6.03%
Age 15 - 17	1,375	3.79%
Age 18 - 20	1,515	4.17%
Age 21 - 24	1,660	4.57%
Age 25 - 34	3,727	10.26%
Age 35 - 44	4,057	11.17%
Age 45 - 54	3,688	10.16%
Age 55 - 64	4,264	11.74%
Age 65 - 74	4,775	13.15%
Age 75 - 84	2,854	7.86%
Age 85 and over	1,963	5.41%
2024 Est. Median Age, Female		43.47
2024 Est. Average Age, Female		43.68

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	17,301	29.39%
Males, Never Married	9,707	16.49%
Females, Never Married	7,594	12.90%
Married, Spouse present	28,083	47.71%
Married, Spouse absent	2,215	3.76%
Widowed	4,572	7.77%
Males Widowed	985	1.67%
Females Widowed	3,588	6.09%
Divorced	6,695	11.37%
Males Divorced	3,410	5.79%
Females Divorced	3,285	5.58%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,872	3.80%
Some High School, no diploma	2,815	5.71%
High School Graduate (or GED)	16,164	32.80%
Some College, no degree	10,600	21.51%
Associate Degree	6,668	13.53%
Bachelor's Degree	8,091	16.42%
Master's Degree	2,040	4.14%
Professional School Degree	724	1.47%
Doctorate Degree	308	0.63%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,899	43.99%
High School Graduate	970	22.47%
Some College or Associate's Degree	1,074	24.88%
Bachelor's Degree or Higher	375	8.69%
Households		
2029 Projection	30,238	
2024 Estimate	29,983	
2020 Census	30,070	
2010 Census	29,202	
Growth 2024 - 2029		0.85%
Growth 2020 - 2024		-0.28%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	29,983	
Family Households	18,653	62.21%
Nonfamily Households	11,330	37.79%
2024 Est. Group Quarters Population	2,675	
2024 Households by Ethnicity, Hispanic/Latino	2,434	



Primary Retail Trade Area • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	29,983	
Income < \$15,000	1,891	6.31%
Income \$15,000 - \$24,999	2,722	9.08%
Income \$25,000 - \$34,999	2,549	8.50%
Income \$35,000 - \$49,999	4,115	13.72%
Income \$50,000 - \$74,999	5,973	19.92%
Income \$75,000 - \$99,999	3,946	13.16%
Income \$100,000 - \$124,999	3,153	10.52%
Income \$125,000 - \$149,999	2,230	7.44%
Income \$150,000 - \$199,999	1,713	5.71%
Income \$200,000 - \$249,999	880	2.93%
Income \$250,000 - \$499,999	585	1.95%
Income \$500,000+	226	0.75%
2024 Est. Average Household Income		\$84,194
2024 Est. Median Household Income		\$64,702
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$67,082
Black or African American Alone		\$62,423
American Indian and Alaska Native Alone		\$49,749
Asian Alone		\$66,112
Native Hawaiian and Other Pacific Islander Alone		\$200,000
Some Other Race Alone		\$40,904
Two or More Races		\$50,150
Hispanic or Latino		\$54,059
Not Hispanic or Latino		\$65,954
2024 Est. HH by Type and Presence of Own Child.	29,983	
Family Households with Children	6,880	22.95%
Family Households without Children	23,103	77.05%
Married-Couple Families	13,657	45.55%
Married-Couple Family, own children	4,709	15.71%
Married-Couple Family, no own children	8,948	29.84%
Cohabiting-Couple Families	2,265	7.55%
Cohabiting-Couple Family, own children	711	2.37%
Cohabiting-Couple Family, no own children	1,554	5.18%
Male Householder Families	6,377	21.27%
Male Householder, own children	197	0.66%
Male Householder, no own children	439	1.46%
Male Householder, only Nonrelatives	432	1.44%
Male Householder, Living Alone	5,310	17.71%
Female Householder Families	7,683	25.62%
Female Householder, own children	1,263	4.21%
Female Householder, no own children	686	2.29%
Female Householder, only Nonrelatives	187	0.62%
Female Householder, Living Alone	5,547	18.50%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	29,983	
1-person	9,931	33.12%
2-person	10,731	35.79%
3-person	3,450	11.51%
4-person	3,028	10.10%
5-person	1,777	5.93%
6-person	651	2.17%
7-or-more-person	414	1.38%
2024 Est. Average Household Size		2.32
2024 Est. Households by Number of Vehicles	29,983	
No Vehicles	1,760	5.87%
1 Vehicle	9,230	30.78%
2 Vehicles	11,560	38.56%
3 Vehicles	5,246	17.50%
4 Vehicles	1,475	4.92%
5 or more Vehicles	712	2.37%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	18,806	
2024 Estimate	18,653	
2020 Estimate	18,435	
2010 Census	18,181	
Growth 2024 - 2029		0.82%
Growth 2020 - 2024		1.18%
Growth 2010 - 2020		1.40%
2024 Est. Families by Poverty Status	18,653	
2024 Families at or Above Poverty	17,282	92.65%
2024 Families at or Above Poverty with Children	6,908	37.03%
2024 Families Below Poverty	1,371	7.35%
2024 Families Below Poverty with Children	1,158	6.21%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	36,327	62.73%
Civilian Labor Force, Unemployed	1,397	2.41%
Armed Forces	11	0.02%
Not in Labor Force	20,178	34.84%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	24,588	66.87%
Non-Profit Private Workers	3,249	8.84%
Local Government Workers	261	0.71%
State Government Workers	1,378	3.75%
Federal Government Workers	2,913	7.92%
Self-Employed Workers	4,334	11.79%
Unpaid Family Workers	48	0.13%



Primary Retail Trade Area • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	466	1.27%
Arts/Entertainment/Sports	433	1.18%
Building Grounds Maintenance	1,661	4.52%
Business/Financial Operations	1,019	2.77%
Community/Social Services	539	1.47%
Computer/Mathematical	312	0.85%
Construction/Extraction	1,807	4.91%
Education/Training/Library	2,268	6.17%
Farming/Fishing/Forestry	557	1.51%
Food Prep/Serving	1,522	4.14%
Health Practitioner/Technician	2,068	5.62%
Healthcare Support	989	2.69%
Maintenance Repair	1,610	4.38%
Legal	140	0.38%
Life/Physical/Social Science	138	0.38%
Management	3,652	9.93%
Office/Admin. Support	3,782	10.29%
Production	4,410	11.99%
Protective Services	445	1.21%
Sales/Related	3,604	9.80%
Personal Care/Service	976	2.65%
Transportation/Moving	4,374	11.90%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	18,421	50.10%
Blue Collar	12,200	33.18%
Service and Farm	6,150	16.73%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	27,538	75.95%
Car Pooled	4,118	11.36%
Public Transportation	146	0.40%
Walked	1,368	3.77%
Bicycle	154	0.43%
Other Means	261	0.72%
Worked at Home	2,672	7.37%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	20,241	
15 - 29 Minutes	7,683	
30 - 44 Minutes	3,926	
45 - 59 Minutes	955	
60 or more Minutes	1,276	
2024 Est. Avg Travel Time to Work in Minutes		18
2024 Est. Occupied Housing Units by Tenure	29,983	
Owner Occupied	21,619	72.10%
Renter Occupied	8,364	27.90%
2024 Owner Occ. HUs: Avg. Length of Residence		18.35 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.53 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	21,619	
Value Less than \$20,000	561	2.60%
Value \$20,000 - \$39,999	701	3.24%
Value \$40,000 - \$59,999	975	4.51%
Value \$60,000 - \$79,999	1,589	7.35%
Value \$80,000 - \$99,999	1,786	8.26%
Value \$100,000 - \$149,999	4,399	20.35%
Value \$150,000 - \$199,999	3,367	15.57%
Value \$200,000 - \$299,999	4,261	19.71%
Value \$300,000 - \$399,999	1,575	7.29%
Value \$400,000 - \$499,999	1,002	4.63%
Value \$500,000 - \$749,999	824	3.81%
Value \$750,000 - \$999,999	295	1.36%
Value \$1,000,000 or \$1,499,999	139	0.64%
Value \$1,500,000 or \$1,999,999	83	0.38%
Value \$2,000,000+	64	0.30%
2024 Est. Median All Owner-Occupied Housing Value		\$160,677
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	27,351	75.83%
1 Unit Attached	812	2.25%
2 Units	817	2.27%
3 or 4 Units	1,568	4.35%
5 to 19 Units	2,717	7.53%
20 to 49 Units	1,199	3.32%
50 or More Units	359	1.00%
Mobile Home or Trailer	1,186	3.29%
Boat, RV, Van, etc.	58	0.16%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	420	1.16%
Housing Units Built 2010 to 2019	1,770	4.91%
Housing Units Built 2000 to 2009	2,951	8.18%
Housing Units Built 1990 to 1999	2,905	8.06%
Housing Units Built 1980 to 1989	2,543	7.05%
Housing Units Built 1970 to 1979	5,669	15.72%
Housing Units Built 1960 to 1969	4,121	11.43%
Housing Units Built 1950 to 1959	4,383	12.15%
Housing Units Built 1940 to 1949	2,273	6.30%
Housing Unit Built 1939 or Earlier	9,033	25.05%
2024 Est. Median Year Structure Built		1966

[†] 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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