



The **Retail** Coach.®

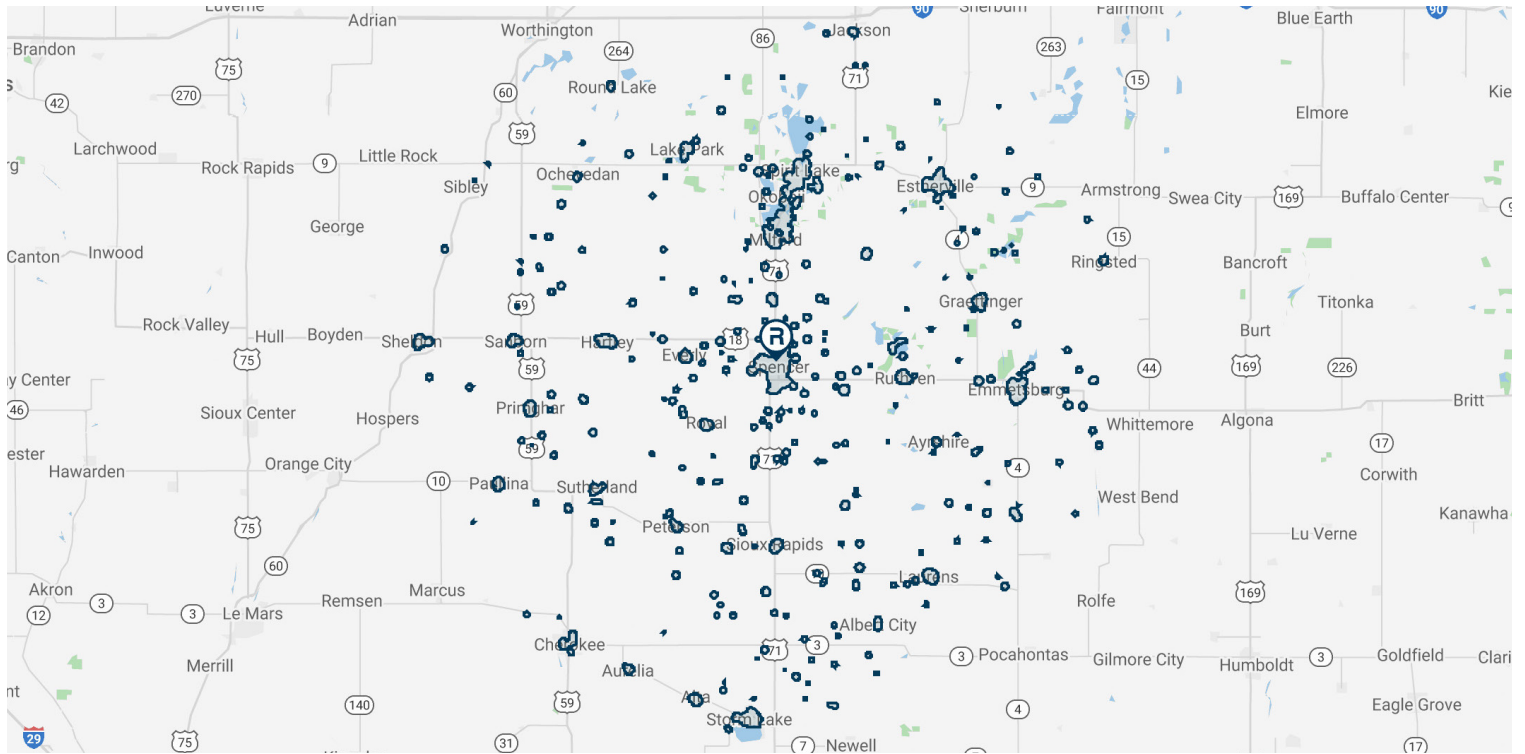
# Primary Retail Trade Area Demographic Profile

SPENCER, IOWA

Prepared for City of Spencer  
May 2023

# Primary Retail Trade Area • Demographic Snapshot

## Spencer, Iowa



### Population

2020	72,131	0 - 9 Years	12.37%
2023	72,081	10 - 17 Years	10.41%
2028	72,447	18 - 24 Years	8.83%

### Educational Attainment (%)

Graduate or Professional Degree	6.43%	25 - 34 Years	10.87%
Bachelors Degree	16.45%	35 - 44 Years	11.92%
Associate Degree	12.49%	45 - 54 Years	10.20%
Some College	22.44%	55 - 64 Years	12.52%
High School Graduate (GED)	32.04%	65 and Older	22.86%
Some High School, No Degree	5.80%	Median Age	41.24
Less than 9th Grade	4.36%	Average Age	42.00

### Income

Average HH	\$78,891
Median HH	\$61,406
Per Capita	\$34,118

### Age

0 - 9 Years	12.37%
10 - 17 Years	10.41%
18 - 24 Years	8.83%
25 - 34 Years	10.87%
35 - 44 Years	11.92%
45 - 54 Years	10.20%
55 - 64 Years	12.52%
65 and Older	22.86%
Median Age	41.24
Average Age	42.00

### Race Distribution (%)

White	81.98%
Black/African American	1.61%
American Indian/Alaskan	0.45%
Asian	3.33%
Native Hawaiian/Islander	0.93%
Other Race	5.27%
Two or More Races	6.42%
Hispanic	11.89%



**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



# Primary Retail Trade Area • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	72,447	
2023 Estimate	72,081	
2020 Census	72,131	
2010 Census	69,351	
Growth 2023 - 2028		0.51%
Growth 2020 - 2023		0.-6%
Growth 2010 - 2020		4.01%
<b>2023 Est. Population by Single-Classification Race</b>	<b>72,081</b>	
White Alone	59,094	81.98%
Black or African American Alone	1,161	1.61%
Amer. Indian and Alaska Native Alone	326	0.45%
Asian Alone	2,400	3.33%
Native Hawaiian and Other Pacific Island Alone	673	0.93%
Some Other Race Alone	3,801	5.27%
Two or More Races	4,626	6.42%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>72,081</b>	
Not Hispanic or Latino	63,512	88.11%
Hispanic or Latino	8,569	11.89%
Mexican	6,272	73.19%
Puerto Rican	219	2.56%
Cuban	155	1.81%
All Other Hispanic or Latino	1,923	22.44%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>8,569</b>	
White Alone	1,970	22.99%
Black or African American Alone	37	0.43%
American Indian and Alaska Native Alone	178	2.08%
Asian Alone	20	0.23%
Native Hawaiian and Other Pacific Islander Alone	7	0.08%
Some Other Race Alone	3,625	42.30%
Two or More Races	2,731	31.87%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>2,400</b>	
Chinese, except Taiwanese	65	2.71%
Filipino	78	3.25%
Japanese	49	2.04%
Asian Indian	37	1.54%
Korean	177	7.37%
Vietnamese	126	5.25%
Cambodian	0	0.00%
Hmong	214	8.92%
Laotian	903	37.63%
Thai	131	5.46%
All Other Asian Races Including 2+ Category	620	25.83%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>72,081</b>	
Arab	444	0.62%
Czech	405	0.56%
Danish	1,393	1.93%
Dutch	3,651	5.07%
English	3,116	4.32%
French (except Basque)	1,115	1.55%
French Canadian	157	0.22%
German	19,893	27.60%
Greek	21	0.03%
Hungarian	5	0.01%
Irish	5,605	7.78%
Italian	595	0.83%
Lithuanian	13	0.02%
United States or American	2,201	3.05%
Norwegian	4,426	6.14%
Polish	372	0.52%
Portuguese	12	0.02%
Russian	87	0.12%
Scottish	616	0.86%
Scotch-Irish	322	0.45%
Slovak	21	0.03%
Subsaharan African	365	0.51%
Swedish	2,025	2.81%
Swiss	133	0.19%
Ukrainian	62	0.09%
Welsh	289	0.40%
West Indian (except Hisp. groups)	52	0.07%
Other ancestries	11,526	15.99%
Ancestry Unclassified	13,156	18.25%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	60,021	88.76%
Speak Asian/Pacific Island Language at Home	1,824	2.70%
Speak IndoEuropean Language at Home	315	0.47%
Speak Spanish at Home	5,208	7.70%
Speak Other Language at Home	252	0.37%

# Primary Retail Trade Area • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>72,081</b>	
Age 0 - 4	4,461	6.19%
Age 5 - 9	4,456	6.18%
Age 10 - 14	4,615	6.40%
Age 15 - 17	2,892	4.01%
Age 18 - 20	2,935	4.07%
Age 21 - 24	3,432	4.76%
Age 25 - 34	7,834	10.87%
Age 35 - 44	8,595	11.92%
Age 45 - 54	7,354	10.20%
Age 55 - 64	9,026	12.52%
Age 65 - 74	8,911	12.36%
Age 75 - 84	4,578	6.35%
Age 85 and over	2,991	4.15%
Age 16 and over	57,595	79.90%
Age 18 and over	55,657	77.21%
Age 21 and over	52,722	73.14%
Age 65 and over	16,479	22.86%
2023 Est. Median Age		41.24
2023 Est. Average Age		42.00
<b>2023 Est. Population by Sex</b>	<b>72,081</b>	
Male	35,817	49.69%
Female	36,264	50.31%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>35,817</b>	
Age 0 - 4	2,275	6.35%
Age 5 - 9	2,277	6.36%
Age 10 - 14	2,366	6.61%
Age 15 - 17	1,485	4.15%
Age 18 - 20	1,547	4.32%
Age 21 - 24	1,783	4.98%
Age 25 - 34	4,050	11.31%
Age 35 - 44	4,509	12.59%
Age 45 - 54	3,696	10.32%
Age 55 - 64	4,494	12.55%
Age 65 - 74	4,345	12.13%
Age 75 - 84	2,009	5.61%
Age 85 and over	981	2.74%
2023 Est. Median Age, Male		39.67
2023 Est. Average Age, Male		40.67
<b>2023 Est. Female Population by Age</b>	<b>36,264</b>	
Age 0 - 4	2,185	6.03%
Age 5 - 9	2,179	6.01%
Age 10 - 14	2,249	6.20%
Age 15 - 17	1,408	3.88%
Age 18 - 20	1,388	3.83%
Age 21 - 24	1,649	4.55%
Age 25 - 34	3,784	10.44%
Age 35 - 44	4,087	11.27%
Age 45 - 54	3,658	10.09%
Age 55 - 64	4,532	12.50%
Age 65 - 74	4,566	12.59%
Age 75 - 84	2,569	7.08%
Age 85 and over	2,009	5.54%
2023 Est. Median Age, Female		43.01
2023 Est. Average Age, Female		43.28

# Primary Retail Trade Area • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	15,748	26.90%
Males, Never Married	9,065	15.48%
Females, Never Married	6,683	11.41%
Married, Spouse present	29,037	49.59%
Married, Spouse absent	2,104	3.59%
Widowed	4,947	8.45%
Males Widowed	1,083	1.85%
Females Widowed	3,864	6.60%
Divorced	6,714	11.47%
Males Divorced	3,491	5.96%
Females Divorced	3,223	5.50%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,148	4.36%
Some High School, no diploma	2,858	5.80%
High School Graduate (or GED)	15,792	32.04%
Some College, no degree	11,059	22.44%
Associate Degree	6,155	12.49%
Bachelor's Degree	8,107	16.45%
Master's Degree	2,095	4.25%
Professional School Degree	714	1.45%
Doctorate Degree	361	0.73%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,989	50.13%
High School Graduate	973	24.52%
Some College or Associate's Degree	730	18.40%
Bachelor's Degree or Higher	276	6.96%
<b>Households</b>		
2028 Projection	30,052	
2023 Estimate	29,992	
2020 Census	30,116	
2010 Census	29,254	
Growth 2023 - 2028		0.20%
Growth 2020 - 2023		0.-40%
Growth 2010 - 2020		2.95%
<b>2023 Est. Households by Household Type</b>	<b>29,992</b>	
Family Households	18,671	62.25%
Nonfamily Households	11,321	37.75%
2023 Est. Group Quarters Population	2,730	
2023 Households by Ethnicity, Hispanic/Latino	2,250	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>29,992</b>	
Income < \$15,000	2,154	7.18%
Income \$15,000 - \$24,999	2,858	9.53%
Income \$25,000 - \$34,999	2,814	9.38%
Income \$35,000 - \$49,999	4,333	14.45%
Income \$50,000 - \$74,999	5,764	19.22%
Income \$75,000 - \$99,999	4,254	14.18%
Income \$100,000 - \$124,999	3,173	10.58%
Income \$125,000 - \$149,999	1,836	6.12%
Income \$150,000 - \$199,999	1,433	4.78%
Income \$200,000 - \$249,999	677	2.26%
Income \$250,000 - \$499,999	499	1.66%
Income \$500,000+	196	0.65%
2023 Est. Average Household Income		\$78,891
2023 Est. Median Household Income		\$61,406
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$62,246
Black or African American Alone		\$42,703
American Indian and Alaska Native Alone		\$43,820
Asian Alone		\$69,694
Native Hawaiian and Other Pacific Islander Alone		\$103,868
Some Other Race Alone		\$42,667
Two or More Races		\$65,050
Hispanic or Latino		\$55,302
Not Hispanic or Latino		\$62,364
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>18,671</b>	
Married-Couple Family, own children	5,343	28.62%
Married-Couple Family, no own children	9,650	51.68%
Male Householder, own children	771	4.13%
Male Householder, no own children	451	2.41%
Female Householder, own children	1,670	8.94%
Female Householder, no own children	786	4.21%
<b>2023 Est. Households by Household Size</b>	<b>29,992</b>	
1-person	9,611	32.05%
2-person	11,241	37.48%
3-person	3,411	11.37%
4-person	2,817	9.39%
5-person	1,867	6.22%
6-person	608	2.03%
7-or-more-person	438	1.46%
2023 Est. Average Household Size		2.32

# Primary Retail Trade Area • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>29,992</b>	
Households with 1 or More People under Age 18:	8,285	27.62%
Married-Couple Family	5,571	67.24%
Other Family, Male Householder	823	9.93%
Other Family, Female Householder	1,787	21.57%
Nonfamily, Male Householder	82	0.99%
Nonfamily, Female Householder	21	0.25%
<b>Households with No People under Age 18:</b>	<b>21,706</b>	
Married-Couple Family	9,426	43.43%
Other Family, Male Householder	391	1.80%
Other Family, Female Householder	672	3.10%
Nonfamily, Male Householder	5,046	23.25%
Nonfamily, Female Householder	6,171	28.43%
<b>2023 Est. Households by Number of Vehicles</b>	<b>29,992</b>	
No Vehicles	1,890	6.30%
1 Vehicle	9,015	30.06%
2 Vehicles	11,961	39.88%
3 Vehicles	4,879	16.27%
4 Vehicles	1,575	5.25%
5 or more Vehicles	672	2.24%
2023 Est. Average Number of Vehicles		1.9
<b>Family Households</b>		
2028 Projection	18,710	
2023 Estimate	18,671	
2010 Census	18,216	
Growth 2023 - 2028		0.21%
Growth 2010 - 2023		2.50%
<b>2023 Est. Families by Poverty Status</b>	<b>18,671</b>	
2023 Families at or Above Poverty	17,335	92.84%
2023 Families at or Above Poverty with Children	6,984	37.41%
2023 Families Below Poverty	1,336	7.16%
2023 Families Below Poverty with Children	1,163	6.23%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	36,582	63.52%
Civilian Labor Force, Unemployed	1,351	2.35%
Armed Forces	10	0.02%
Not in Labor Force	19,653	34.12%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>37,043</b>	
For-Profit Private Workers	24,693	66.66%
Non-Profit Private Workers	3,436	9.28%
Local Government Workers	290	0.78%
State Government Workers	1,677	4.53%
Federal Government Workers	2,713	7.32%
Self-Employed Workers	4,180	11.28%
Unpaid Family Workers	54	0.15%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>37,043</b>	
Architect/Engineer	441	1.19%
Arts/Entertainment/Sports	541	1.46%
Building Grounds Maintenance	1,575	4.25%
Business/Financial Operations	1,012	2.73%
Community/Social Services	714	1.93%
Computer/Mathematical	344	0.93%
Construction/Extraction	1,891	5.11%
Education/Training/Library	2,281	6.16%
Farming/Fishing/Forestry	605	1.63%
Food Prep/Serving	1,829	4.94%
Health Practitioner/Technician	2,179	5.88%
Healthcare Support	1,020	2.75%
Maintenance Repair	1,576	4.25%
Legal	260	0.70%
Life/Physical/Social Science	180	0.49%
Management	3,456	9.33%
Office/Admin. Support	3,804	10.27%
Production	4,506	12.16%
Protective Services	437	1.18%
Sales/Related	3,349	9.04%
Personal Care/Service	880	2.38%
Transportation/Moving	4,163	11.24%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>37,043</b>	
White Collar	18,560	50.10%
Blue Collar	12,137	32.77%
Service and Farm	6,346	17.13%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>36,601</b>	
Drove Alone	28,083	76.73%
Car Pooled	4,449	12.16%
Public Transportation	223	0.61%
Walked	1,428	3.90%
Bicycle	231	0.63%
Other Means	275	0.75%
Worked at Home	1,912	5.22%

# Primary Retail Trade Area • Demographic Profile

Spencer, Iowa

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	21,081	
15 - 29 Minutes	7,767	
30 - 44 Minutes	3,605	
45 - 59 Minutes	1,088	
60 or more Minutes	1,229	
2023 Est. Avg Travel Time to Work in Minutes		18
2023 Est. Occupied Housing Units by Tenure	29,992	
Owner Occupied	21,052	70.19%
Renter Occupied	8,939	29.80%
2023 Owner Occ. HUs: Avg. Length of Residence		16.97 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.59 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>29,992</b>	
Value Less than \$20,000	493	2.34%
Value \$20,000 - \$39,999	666	3.16%
Value \$40,000 - \$59,999	1,075	5.11%
Value \$60,000 - \$79,999	1,600	7.60%
Value \$80,000 - \$99,999	1,859	8.83%
Value \$100,000 - \$149,999	4,492	21.34%
Value \$150,000 - \$199,999	3,188	15.14%
Value \$200,000 - \$299,999	4,016	19.08%
Value \$300,000 - \$399,999	1,615	7.67%
Value \$400,000 - \$499,999	903	4.29%
Value \$500,000 - \$749,999	708	3.36%
Value \$750,000 - \$999,999	207	0.98%
Value \$1,000,000 or \$1,499,999	112	0.53%
Value \$1,500,000 or \$1,999,999	63	0.30%
Value \$2,000,000+	55	0.26%
2023 Est. Median All Owner-Occupied Housing Value		\$154,602
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	27,103	75.25%
1 Unit Attached	665	1.85%
2 Units	827	2.30%
3 or 4 Units	1,677	4.66%
5 to 19 Units	3,012	8.36%
20 to 49 Units	1,196	3.32%
50 or More Units	350	0.97%
Mobile Home or Trailer	1,140	3.16%
Boat, RV, Van, etc.	49	0.14%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	1,072	2.98%
Housing Units Built 2010 to 2014	740	2.06%
Housing Units Built 2000 to 2009	2,894	8.04%
Housing Units Built 1990 to 1999	2,962	8.22%
Housing Units Built 1980 to 1989	2,496	6.93%
Housing Units Built 1970 to 1979	5,814	16.14%
Housing Units Built 1960 to 1969	4,081	11.33%
Housing Units Built 1950 to 1959	4,522	12.55%
Housing Units Built 1940 to 1949	2,212	6.14%
Housing Unit Built 1939 or Earlier	9,226	25.61%
2023 Est. Median Year Structure Built		1965

<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, 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.

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